



## 6 Occupations in San Diego-Chula Vista-Carlsbad, CA

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## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



# Report Parameters

## 6 Occupations

39-9031	Exercise Trainers and Group Fitness Instructors	11-9072	Entertainment and Recreation Managers, Except Gambling
27-2022	Coaches and Scouts	39-9032	Recreation Workers
39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	29-1128	Exercise Physiologists

## 1 MSA

41740	San Diego-Chula Vista-Carlsbad, CA
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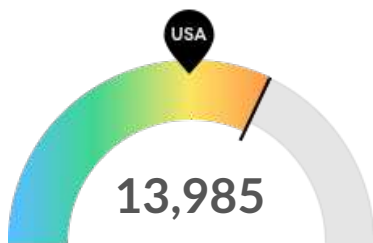
## Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical area.

## Executive Summary

### Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



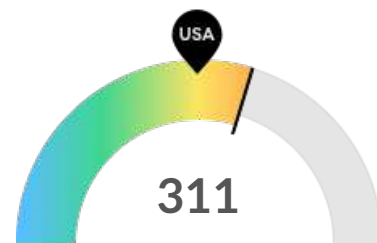
**Jobs (2023)**

San Diego-Chula Vista-Carlsbad, CA is a hotspot for this kind of job. The national average for an area this size is 9,448\* employees, while there are 13,985 here.



**Compensation**

Earnings are about average in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is \$40,851, compared to \$42,819 here.



**Job Posting Demand**

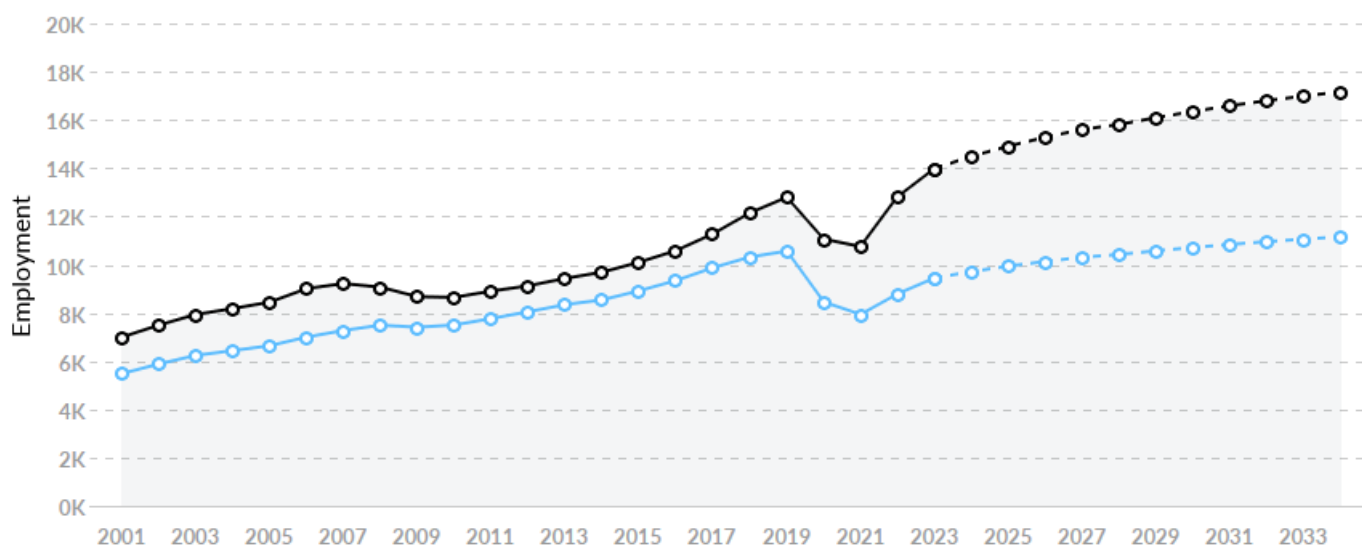
Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 239\* job postings/mo, while there are 311 here.

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Higher Than the National Average

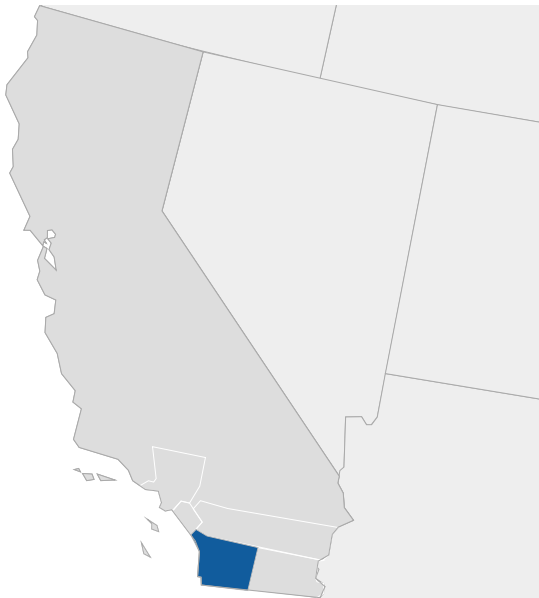
An average area of this size typically has 9,448\* jobs, while there are 13,985 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



	Region	2023 Jobs	2024 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	13,985	14,489	503	3.6%
●	National Average	9,448	9,712	264	2.8%

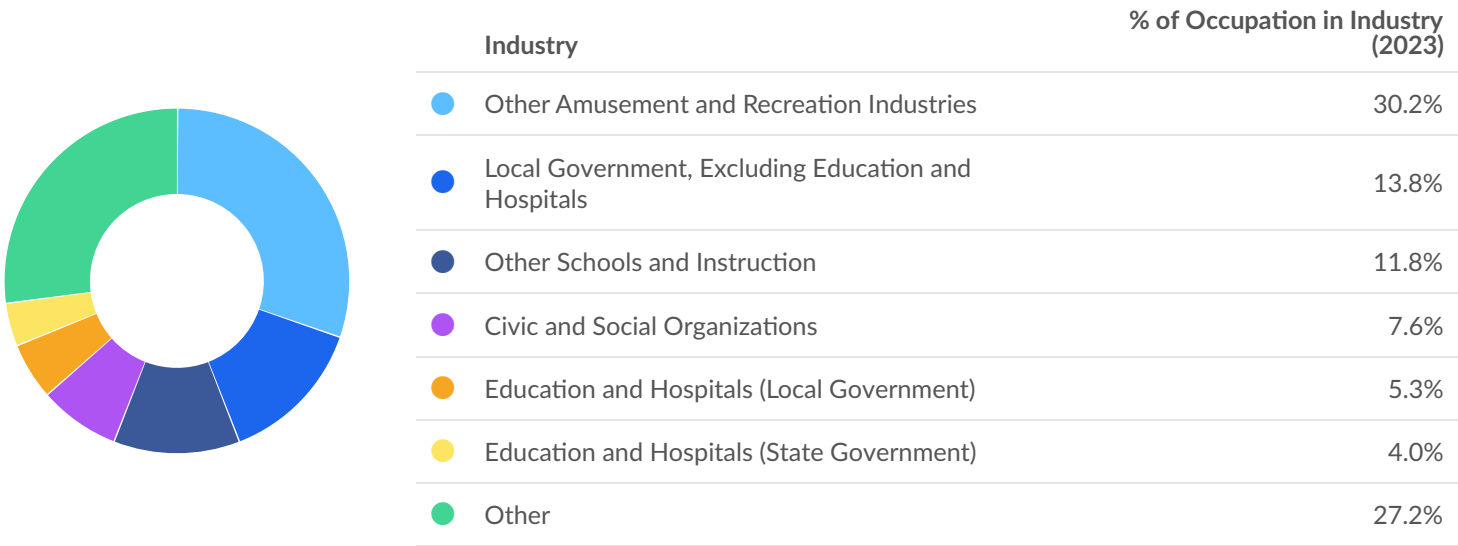
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Regional Breakdown



County	2023 Jobs
San Diego County, CA	13,985

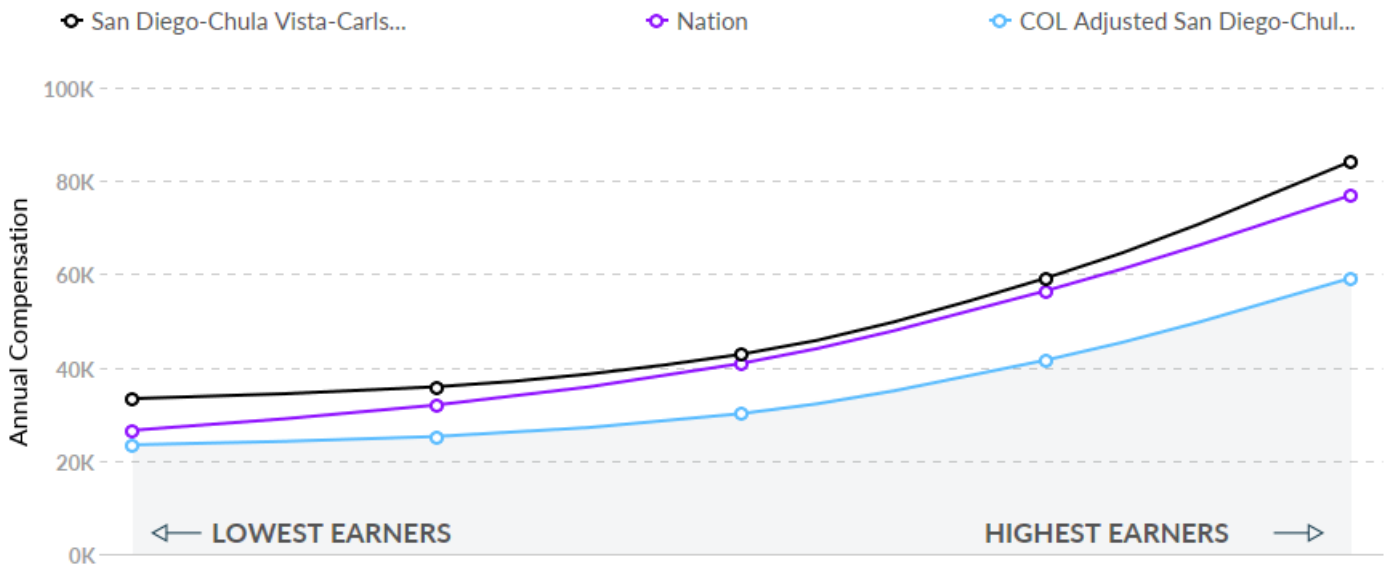
Most Jobs are Found in the Other Amusement and Recreation Industries Industry Sector



## Compensation

### Regional Compensation Is 5% Higher Than National Compensation

For your occupations, the 2023 median wage in San Diego-Chula Vista-Carlsbad, CA is \$42,819, while the national median wage is \$40,851.





## Job Posting Activity



### 5,591 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2024.



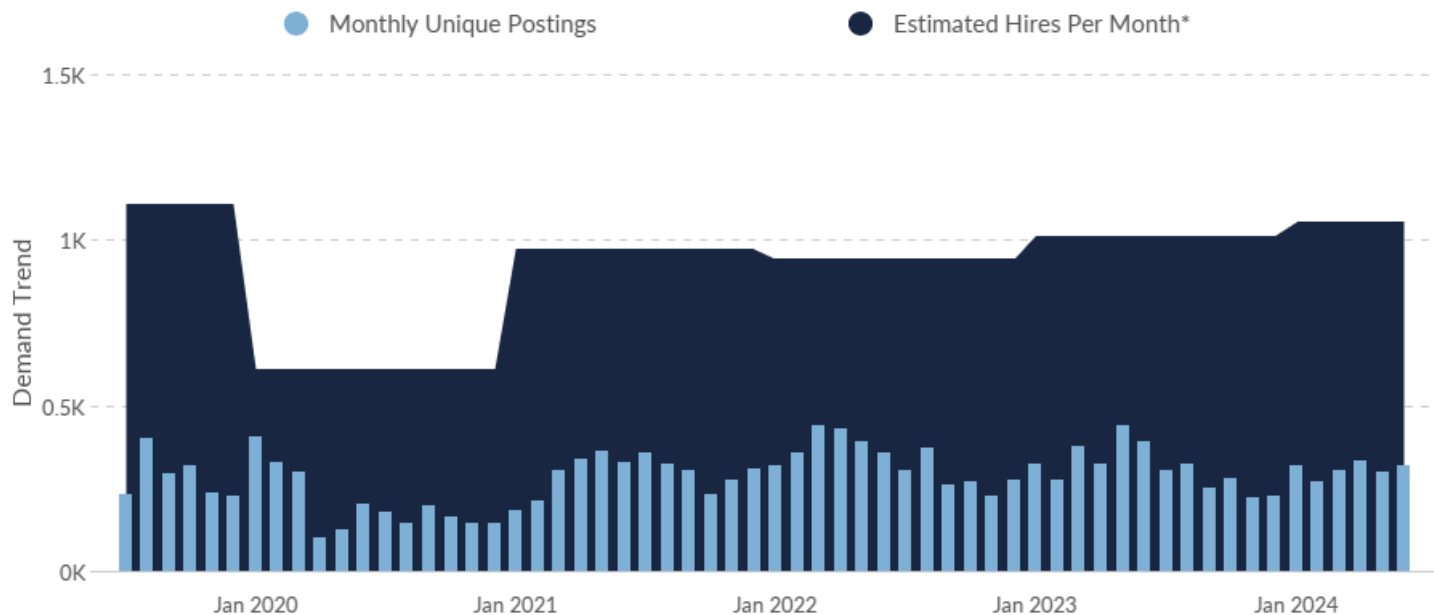
### 944 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2024.



### 30 Day Median Duration

Posting duration is 2 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2024)	Avg Monthly Hires (Jan 2023 - Jun 2024)
Coaches and Scouts	92	211
Exercise Trainers and Group Fitness Instructors	76	380
Recreation Workers	70	312
Entertainment and Recreation Managers, Except Gambling	42	41
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	29	79
Exercise Physiologists	3	2

\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies		Unique Postings	Top Job Titles		Unique Postings
YMCA	558	<div></div>	Activities Assistants	289	<div></div>
San Dieguito Union High School...	142	<div></div>	Swim Instructors	164	<div></div>
Kev's Gym	127	<div></div>	Group Fitness Instructors	141	<div></div>
24 Hour Fitness	98	<div></div>	Yoga Instructors	139	<div></div>
Sweetwater Union High School ...	82	<div></div>	Gymnastics Coaches	92	<div></div>
Corepower Yoga	80	<div></div>	Fitness Instructors	86	<div></div>
Crunch	76	<div></div>	Recreation Leaders	80	<div></div>
EXOS	50	<div></div>	Personal Trainers	70	<div></div>
California State University	48	<div></div>	Summer Camp Counselors	70	<div></div>
The Salvation Army	47	<div></div>	Day Camp Leaders	67	<div></div>

### Top Distinguishing Skills by Demand

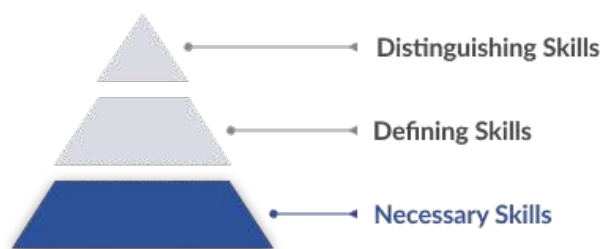
Not enough data to display Distinguishing Skills for this occupation.

### Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

## Top Necessary Skills by Demand

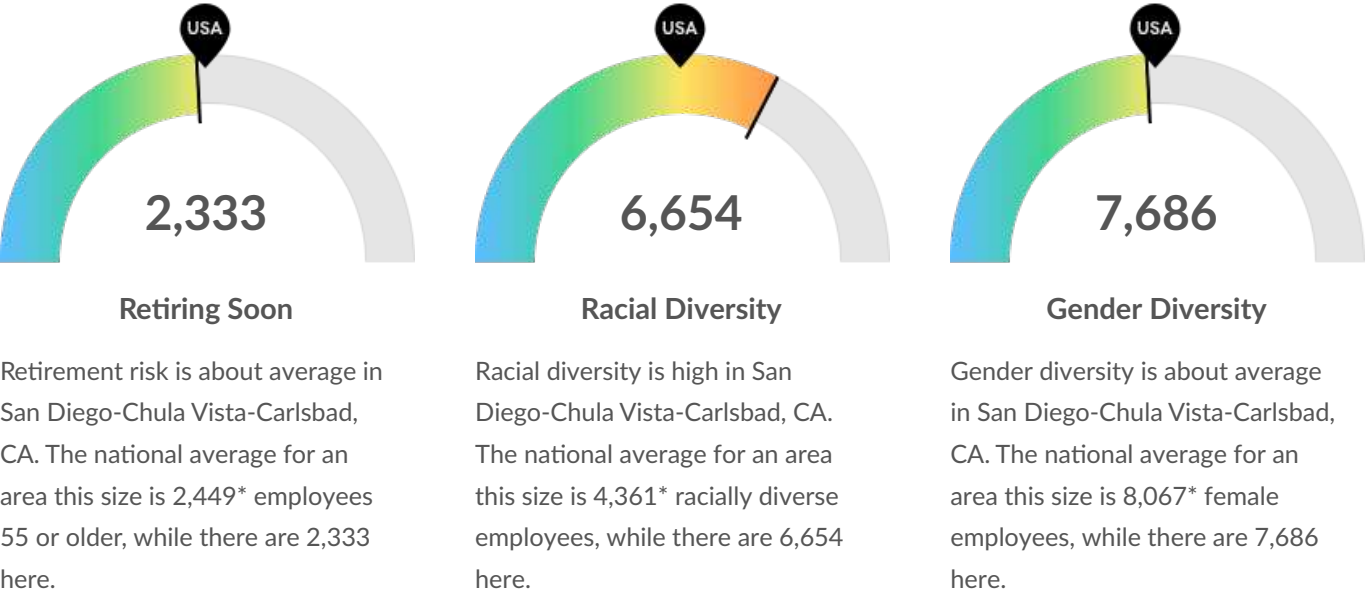
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Cardiopulmonary Resuscitation (CPR) Certification	×	1,772	+14.8%	Growing
First Aid Certification	×	1,440	+13.5%	Growing
Automated External Defibrillator (AED) Certification	×	1,126	+13.1%	Growing
Valid Driver's License	×	607	+7.5%	Stable
Working With Children	×	443	+10.1%	Growing
Marketing	×	414	+23.0%	Rapidly Growing
Personal Trainer Certification	×	286	-4.3%	Lagging
Cardiopulmonary Resuscitation (CPR)	×	282	+14.8%	Growing
Strength Training And Conditioning	×	159	+7.2%	Stable
Fundraising	×	152	+24.4%	Rapidly Growing

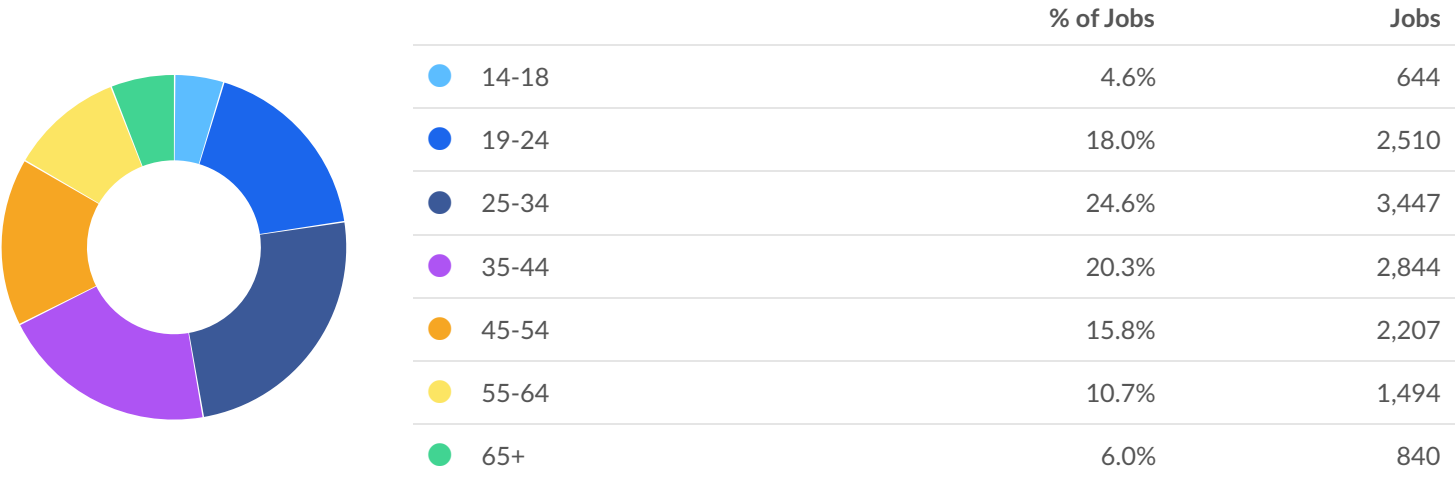
# Demographics

## Retirement Risk Is About Average, While Overall Diversity Is High

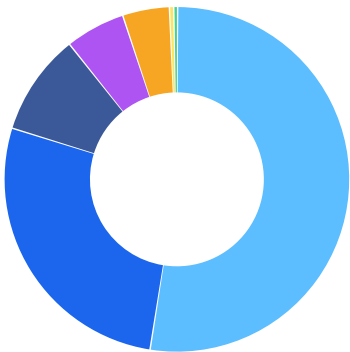


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## Occupation Age Breakdown



### Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	52.4%	7,332
Hispanic or Latino	27.3%	3,818
Asian	9.5%	1,330
Black or African American	5.6%	784
Two or More Races	4.4%	614
American Indian or Alaska Native	0.4%	56
Native Hawaiian or Other Pacific Islander	0.4%	51

### Occupation Gender Breakdown



	% of Jobs	Jobs
Males	45.0%	6,300
Females	55.0%	7,686

# Occupational Programs



### 17 Programs

Of the programs that can train for this job, 17 have produced completions in the last 5 years.



### 1,469 Completions (2023)

The completions from all regional institutions for all degree types.



### 2,736 Openings (2023)

The average number of openings for an occupation in the region is 257.

CIP Code	Top Programs	Completions (2023)	
31.0501	Sports, Kinesiology, and Physical Education/Fitness, General	554	<div></div>
30.9999	Multi-/Interdisciplinary Studies, Other	297	<div></div>
31.0505	Exercise Science and Kinesiology	187	<div></div>
52.0901	Hospitality Administration/Management, General	120	<div></div>
31.0507	Physical Fitness Technician	83	<div></div>
31.0508	Sports Studies	78	<div></div>
31.0504	Sport and Fitness Administration/Management	37	<div></div>
51.0913	Athletic Training/Trainer	20	<div></div>
31.0101	Parks, Recreation, and Leisure Studies	18	<div></div>
52.9999	Business, Management, Marketing, and Related Support Ser...	18	<div></div>

Top Schools	Completions (2023)	
San Diego State University	713	<div></div>
California State University-San Marcos	174	<div></div>
National University	97	<div></div>
Point Loma Nazarene University	97	<div></div>
MiraCosta College	86	<div></div>
Southwestern College	57	<div></div>
San Diego Mesa College	47	<div></div>
University of California-San Diego	46	<div></div>
Ashford University	37	<div></div>
San Diego Miramar College	29	<div></div>



## Appendix A - Data Sources and Calculations

### Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

### Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

### Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

### Cost of Living Data

Lightcast's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

### Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

### Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.