



## 3 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, resumé, 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

## 3 Occupations

|         |                    |         |                                     |
|---------|--------------------|---------|-------------------------------------|
| 27-1024 | Graphic Designers  | 15-1255 | Web and Digital Interface Designers |
| 43-9031 | Desktop Publishers |         |                                     |

## 1 MSA

|       |                                    |
|-------|------------------------------------|
| 41740 | San Diego-Chula Vista-Carlsbad, CA |
|-------|------------------------------------|

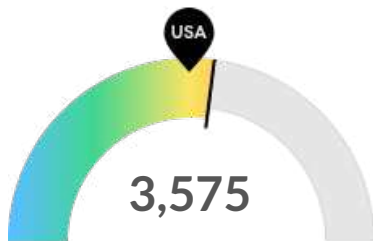
## Class of Worker

QCEW Employees

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

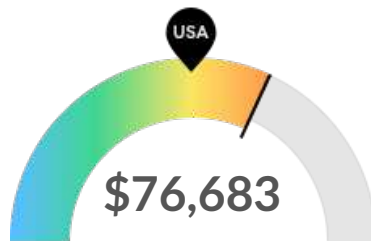
## Executive Summary

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



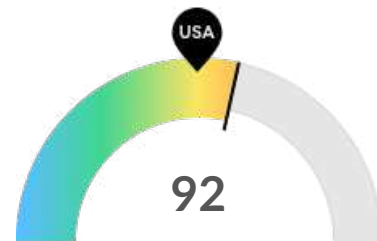
**Jobs (2023)**

San Diego-Chula Vista-Carlsbad, CA is a hotspot for this kind of job. The national average for an area this size is 3,187\* employees, while there are 3,575 here.



**Compensation**

Earnings are high in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is \$66,991, compared to \$76,683 here.



**Job Posting Demand**

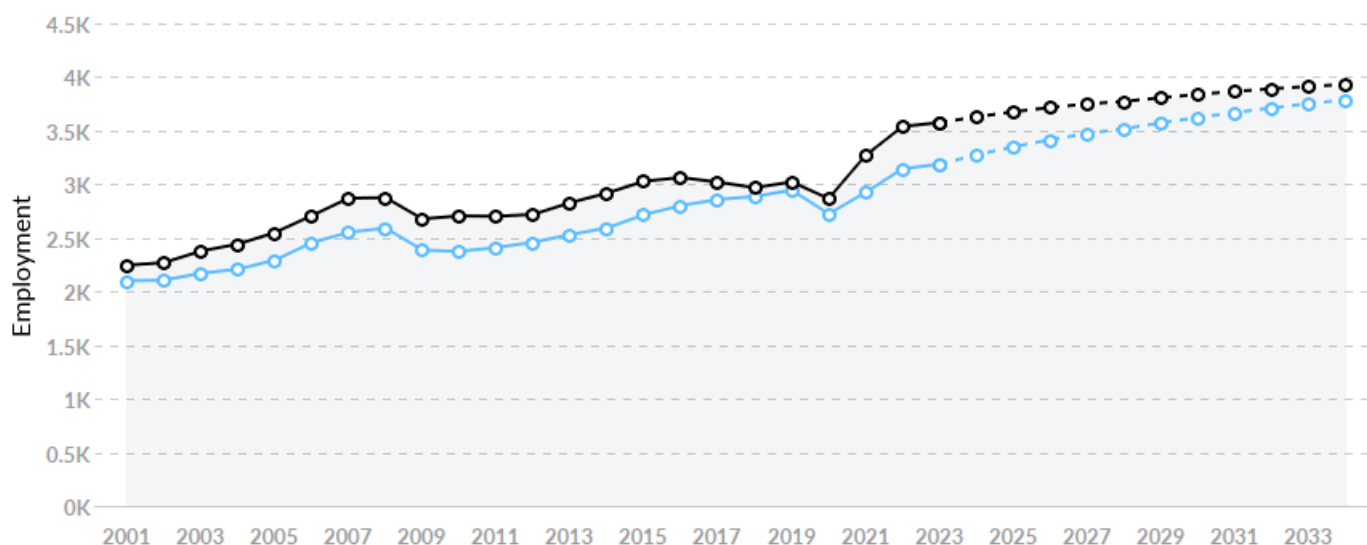
Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 76\* job postings/mo, while there are 92 here.

\*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

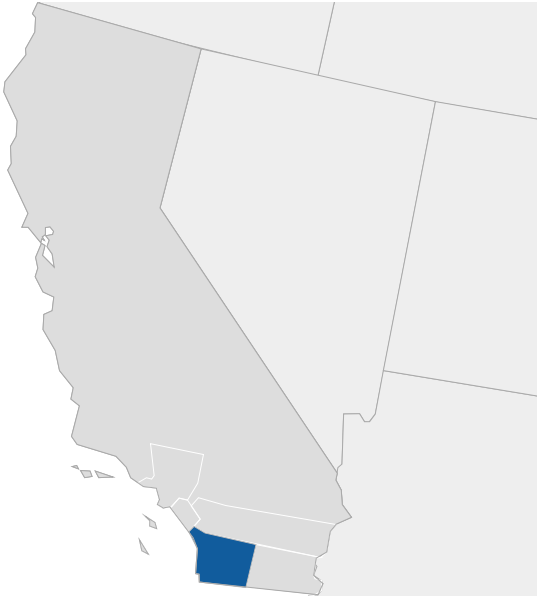
An average area of this size typically has 3,187\* jobs, while there are 3,575 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



|   | Region                             | 2023 Jobs | 2024 Jobs | Change | % Change |
|---|------------------------------------|-----------|-----------|--------|----------|
| ● | San Diego-Chula Vista-Carlsbad, CA | 3,575     | 3,629     | 55     | 1.5%     |
| ● | National Average                   | 3,187     | 3,274     | 87     | 2.7%     |

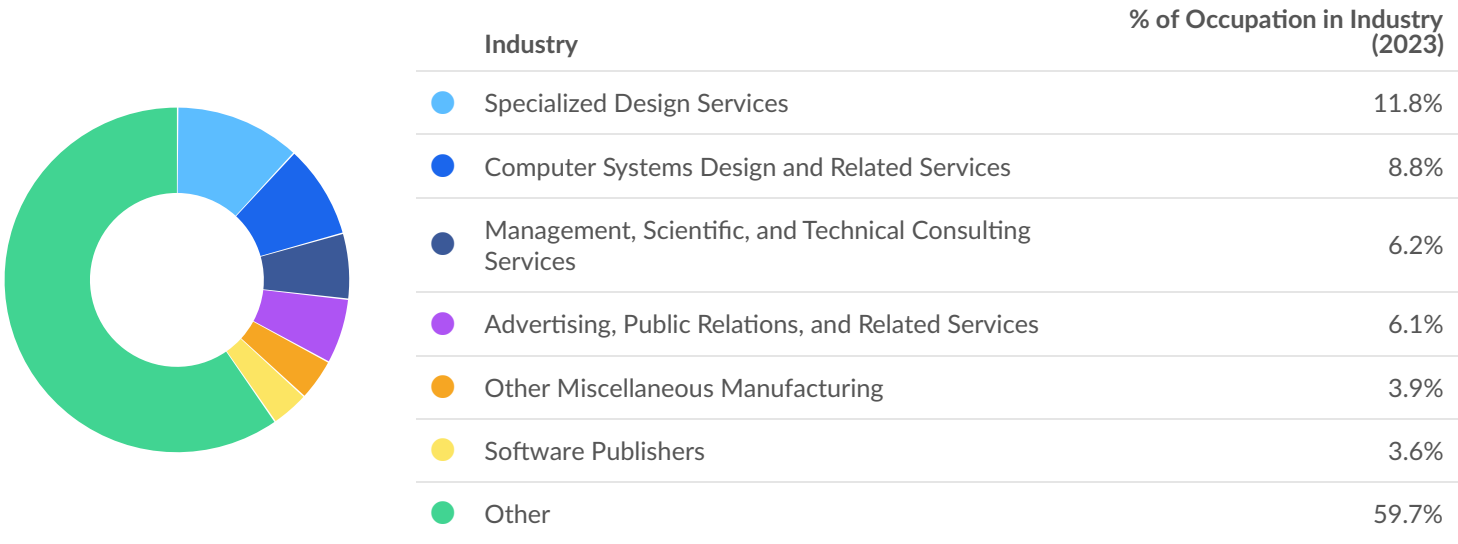
\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region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

Regional Breakdown



| County               | 2023 Jobs |
|----------------------|-----------|
| San Diego County, CA | 3,575     |

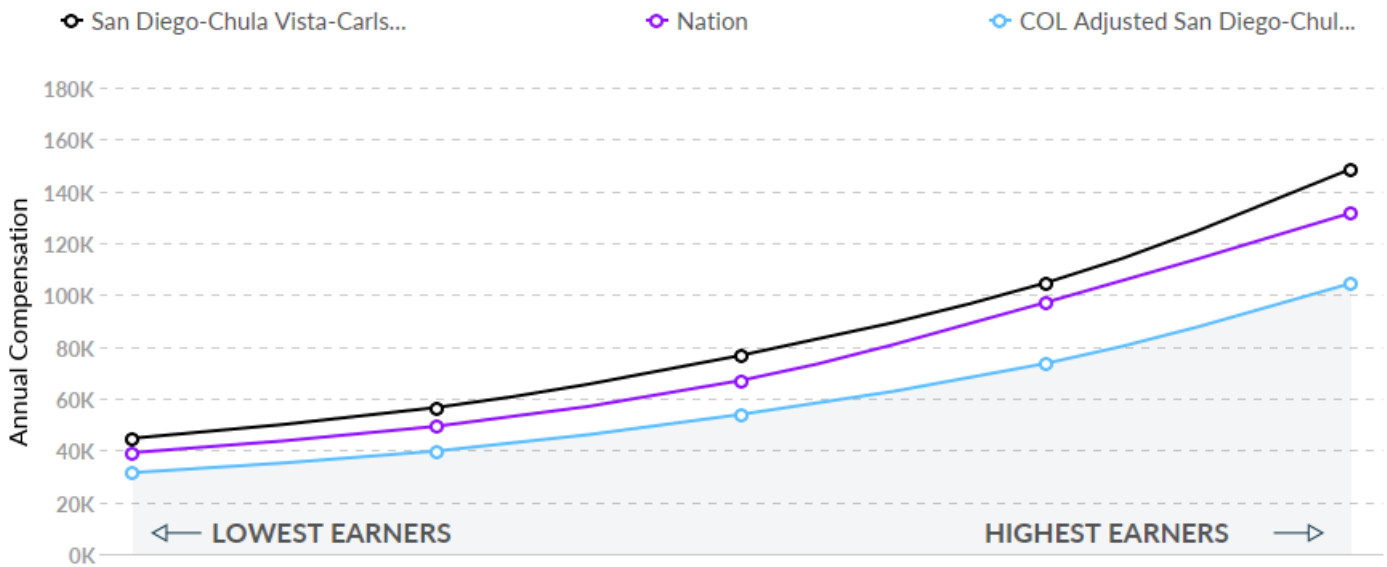
Most Jobs are Found in the Specialized Design Services Industry Sector



## Compensation

### Regional Compensation Is 14% Higher Than National Compensation

For your occupations, the 2023 median wage in San Diego-Chula Vista-Carlsbad, CA is \$76,683, while the national median wage is \$66,991.





# Job Posting Activity



## 1,664 Unique Job Postings

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



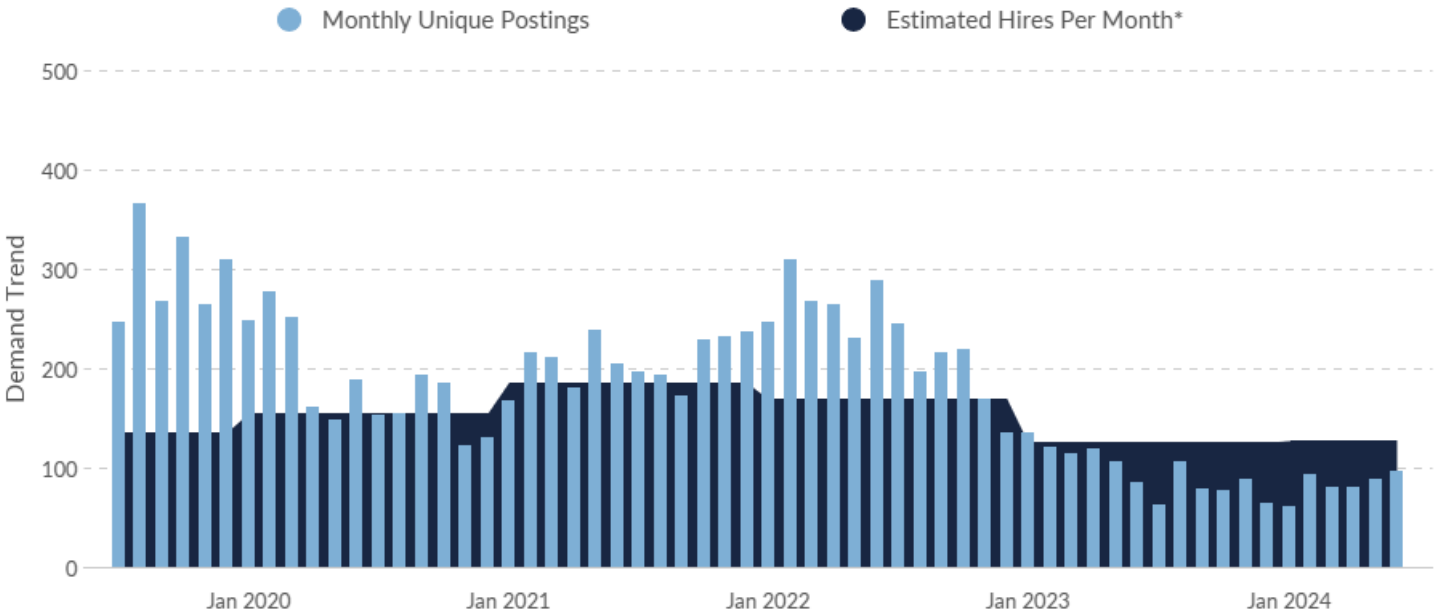
## 692 Employers Competing

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



## 28 Day Median Duration

Posting duration is the same as what's typical in the region.



| Occupation                          | Avg Monthly Postings (Jan 2023 - Jun 2024) | Avg Monthly Hires (Jan 2023 - Jun 2024) |
|-------------------------------------|--|---|
| Web and Digital Interface Designers | 54   | 46                                      |
| Graphic Designers                   | 39   | 78                                      |
| Desktop Publishers                  | 0  | 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.

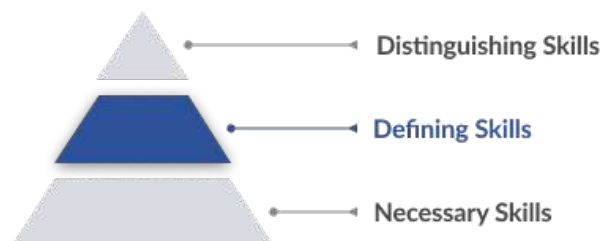
| Top Companies   |    | Unique Postings | Top Job Titles              |     | Unique Postings |
|-----------------|----|-----------------|-----------------------------|-----|-----------------|
| ServiceNow      | 58 | <div></div>     | Graphic Designers           | 261 | <div></div>     |
| General Atomics | 50 | <div></div>     | UI/UX Designers             | 55  | <div></div>     |
| Apple           | 48 | <div></div>     | UX Designers                | 42  | <div></div>     |
| Kforce          | 28 | <div></div>     | UX Researchers              | 40  | <div></div>     |
| Element Ai      | 25 | <div></div>     | Production Artists          | 39  | <div></div>     |
| Amazon          | 16 | <div></div>     | Platform Software Engineers | 28  | <div></div>     |
| Merit America   | 16 | <div></div>     | Web Designers               | 26  | <div></div>     |
| Qualcomm        | 13 | <div></div>     | Visual Designers            | 22  | <div></div>     |
| Dexcom          | 12 | <div></div>     | Design Consultants          | 20  | <div></div>     |
| Intuit          | 12 | <div></div>     | UI Developers               | 20  | <div></div>     |

## Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

## Top Defining Skills by Demand

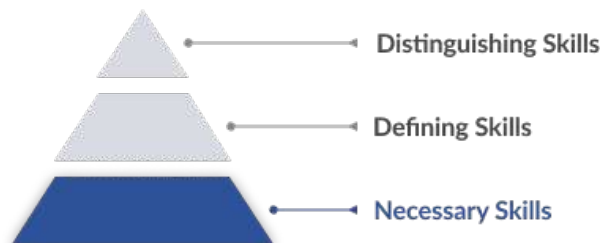
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



| Skill                       | Salary Boosting | Job Postings Requesting | Projected Growth | Growth Relative to Market |
|-----------------------------|-----------------|-------------------------|------------------|---------------------------|
| User Experience (UX)        | ✗               | 482                     | +20.9%           | Rapidly Growing           |
| Graphic Design              | ✗               | 457                     | +17.1%           | Growing                   |
| Adobe Illustrator           | ✗               | 438                     | +11.5%           | Growing                   |
| Adobe Photoshop             | ✓               | 438                     | +9.6%            | Growing                   |
| Marketing                   | ✗               | 374                     | +23.0%           | Rapidly Growing           |
| User Interface (UI)         | ✗               | 314                     | +13.8%           | Growing                   |
| User Experience (UX) Design | ✗               | 293                     | +15.2%           | Growing                   |
| Adobe Creative Suite        | ✗               | 288                     | +11.9%           | Growing                   |
| Adobe InDesign              | ✗               | 282                     | +9.0%            | Growing                   |
| Figma (Design Software)     | ✓               | 230                     | +15.4%           | Growing                   |

## Top Necessary Skills by Demand

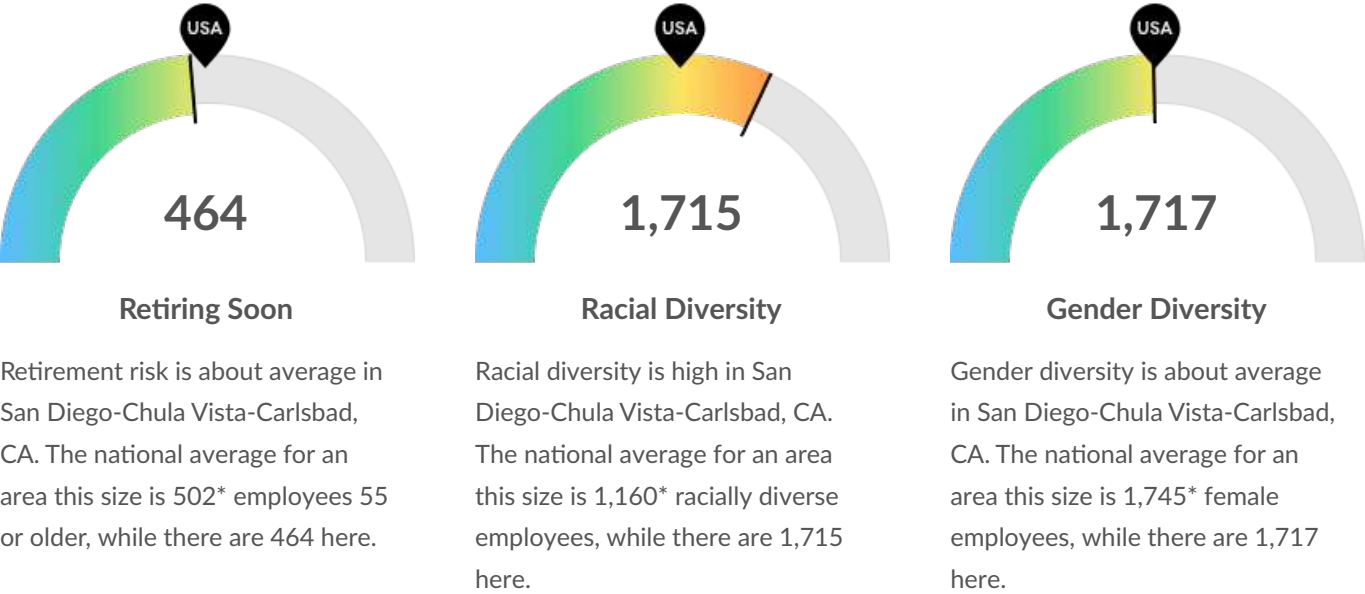
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



| Skill                            | Salary Boosting | Job Postings Requesting | Projected Growth | Growth Relative to Market |
|----------------------------------|-----------------|-------------------------|------------------|---------------------------|
| Graphic Design                   | ✗               | 457                     | +17.1%           | Growing                   |
| Adobe Illustrator                | ✗               | 438                     | +11.5%           | Growing                   |
| Adobe Photoshop                  | ✓               | 438                     | +9.6%            | Growing                   |
| Marketing                        | ✗               | 374                     | +23.0%           | Rapidly Growing           |
| Project Management               | ✗               | 299                     | +19.8%           | Rapidly Growing           |
| Adobe Creative Suite             | ✗               | 288                     | +11.9%           | Growing                   |
| HyperText Markup Language (HTML) | ✗               | 228                     | +11.4%           | Growing                   |
| Computer Science                 | ✗               | 180                     | +26.8%           | Rapidly Growing           |
| Web Design                       | ✗               | 180                     | +8.5%            | Growing                   |
| Branding                         | ✗               | 157                     | +10.0%           | Growing                   |

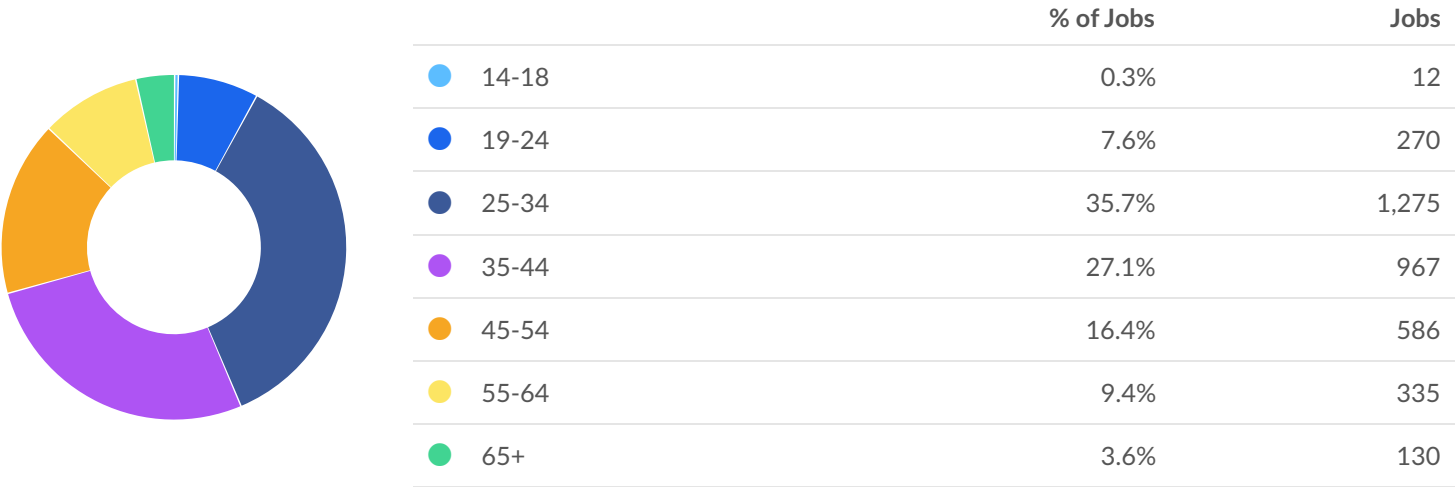
# Demographics

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

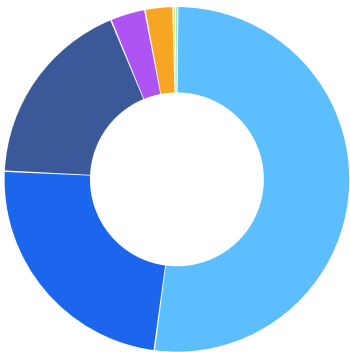


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## Occupation Age Breakdown



### Occupation Race/Ethnicity Breakdown



|   | % of Jobs | Jobs  |
|---|-----------|-------|
| White                                     | 52.0%     | 1,860 |
| Hispanic or Latino                        | 23.7%     | 846   |
| Asian                                     | 18.0%     | 643   |
| Two or More Races                         | 3.3%      | 117   |
| Black or African American                 | 2.6%      | 93    |
| Native Hawaiian or Other Pacific Islander | 0.2%      | 9     |
| American Indian or Alaska Native          | 0.2%      | 7     |

### Occupation Gender Breakdown



|         | % of Jobs | Jobs  |
|---------|-----------|-------|
| Males   | 52.0%     | 1,858 |
| Females | 48.0%     | 1,717 |

# Occupational Programs



### 30 Programs

Of the programs that can train for this job, 30 have produced completions in the last 5 years.



### 3,867 Completions (2023)

The completions from all regional institutions for all degree types.



### 329 Openings (2023)

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

| CIP Code | Top Programs  | Completions (2023) |             |
|----------|---|--------------------|-------------|
| 11.0701  | Computer Science  | 1,867              | <div></div> |
| 23.0101  | English Language and Literature, General                    | 602                | <div></div> |
| 50.0701  | Art/Art Studies, General                                    | 446                | <div></div> |
| 50.0101  | Visual and Performing Arts, General                         | 168                | <div></div> |
| 11.0801  | Web Page, Digital/Multimedia and Information Resources D... | 162                | <div></div> |
| 11.0101  | Computer and Information Sciences, General                  | 144                | <div></div> |
| 50.0409  | Graphic Design  | 94                 | <div></div> |
| 11.0201  | Computer Programming/Programmer, General                    | 90                 | <div></div> |
| 11.0803  | Computer Graphics   | 50                 | <div></div> |
| 50.0702  | Fine/Studio Arts, General                                   | 43                 | <div></div> |

| Top Schools                            | Completions (2023) |             |
|--|--------------------|-------------|
| University of California-San Diego     | 1,237              | <div></div> |
| San Diego State University             | 642                | <div></div> |
| California State University-San Marcos | 328                | <div></div> |
| Grossmont College                      | 225                | <div></div> |
| Palomar College                        | 175                | <div></div> |
| National University                    | 170                | <div></div> |
| MiraCosta College                      | 167                | <div></div> |
| Southwestern College                   | 158                | <div></div> |
| San Diego Mesa College                 | 142                | <div></div> |
| San Diego Miramar College              | 99                 | <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.