

San Diego's economy and talent trends

6th Annual North County Education Summit

Alberto Fragoso

Research Coordinator

af@sandiegobusiness.org

EDC mobilizes business, government and civic leaders around an **inclusive** economic development strategy to maximize economic **prosperity** and global **competitiveness**.

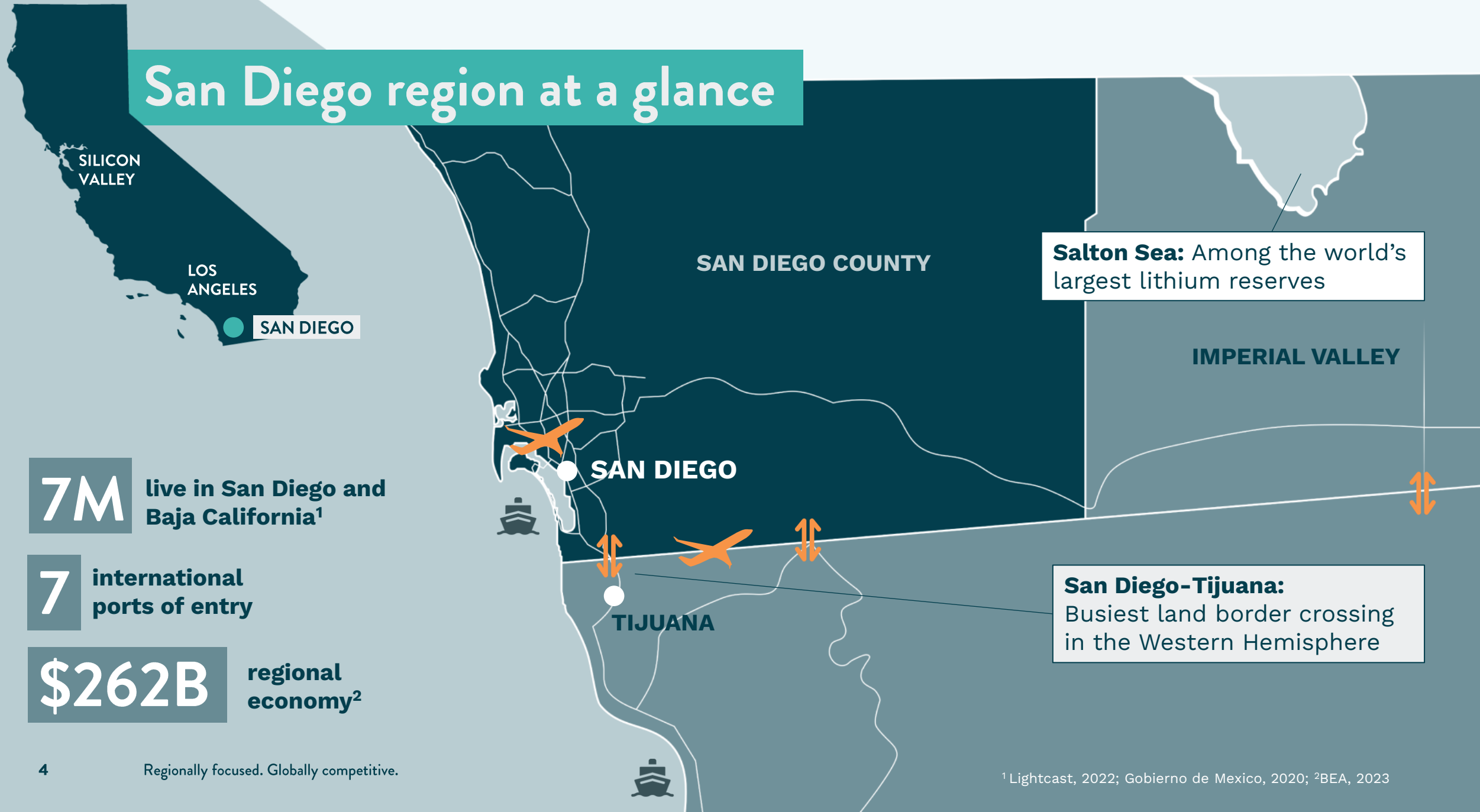
HOW WE DO IT

- Focus on quality **jobs**, skilled **talent**, and thriving **households**
- Work **with and through** 150 companies and investors
- Lead programs and initiatives that are **demand-driven, employer-led, and outcomes-based**



Our economy

San Diego region at a glance



7M

live in San Diego and Baja California¹

7

international ports of entry

\$262B

regional economy²

Our economy

One of the most dynamic economies in the country

MILITARY

#1 Largest concentration of U.S. military assets ¹

TOURISM

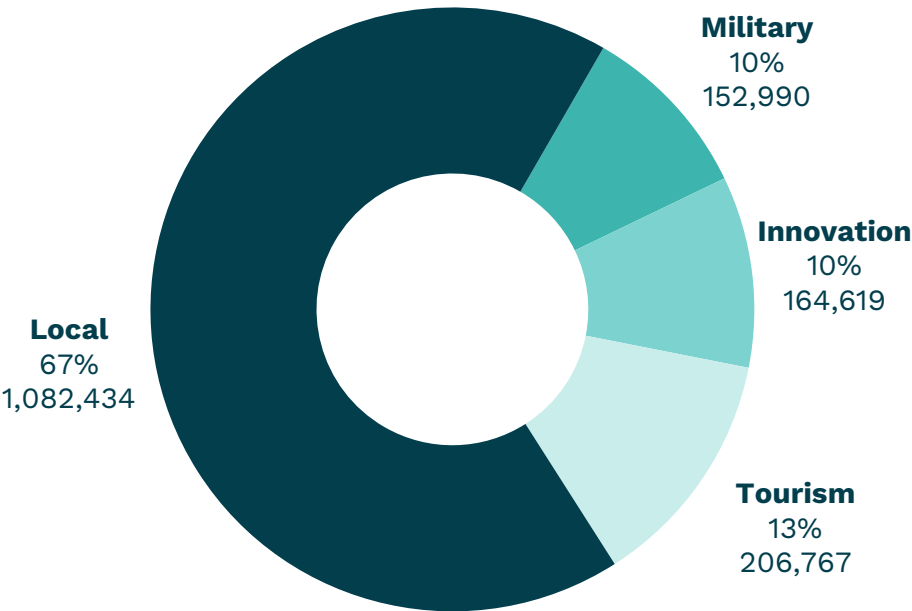
28.8M Annual visitors ²

INNOVATION

#3 Best place to launch a startup³

¹SDMAC, 2020 ²SDTA, 2023 ³Crowdfund Capital Advisors, 2022

SAN DIEGO EMPLOYMENT BREAKDOWN, 2023



EDC Traded Clusters, 2023

Manufacturing

Diverse sector that includes aerospace, medical devices, batteries, and more



121K

JOBS



4.4K

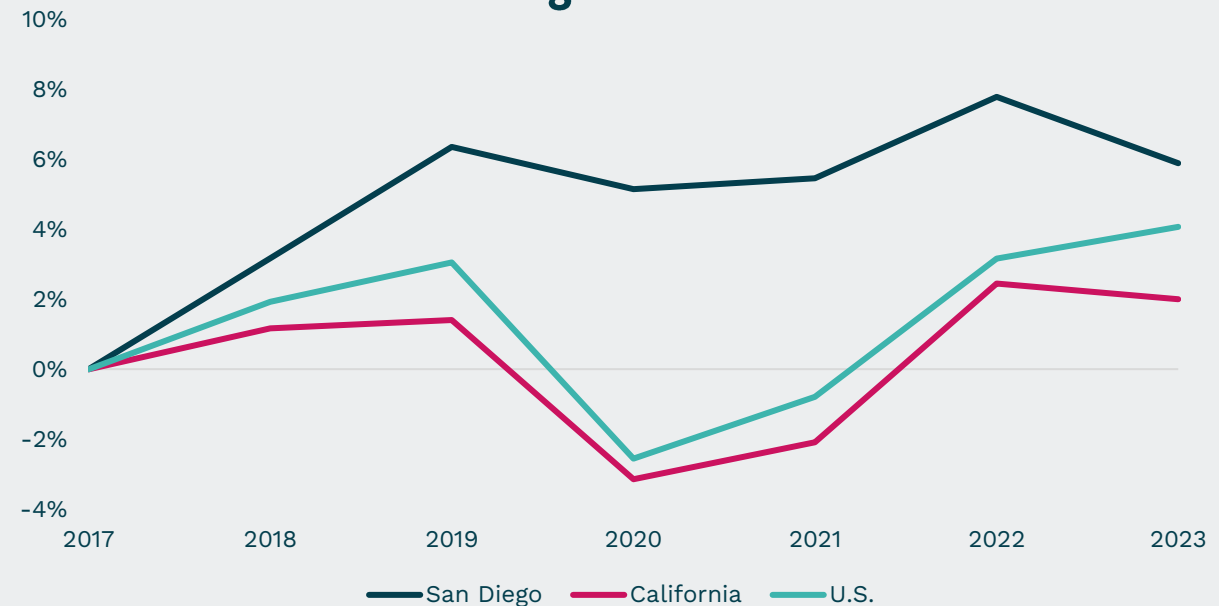
ESTABLISHMENTS



\$103K

**AVG ANNUAL
WAGES**

Manufacturing employment cumulative growth since 2017



Source: Lightcast (2023)

Our talent

Universities and colleges

San Diego's knowledge-driven economy is fueled by top ranked universities and research institutions



276K

**ENROLLED
STUDENTS¹**



23

**POST-SECONDARY
INSTITUTIONS²**



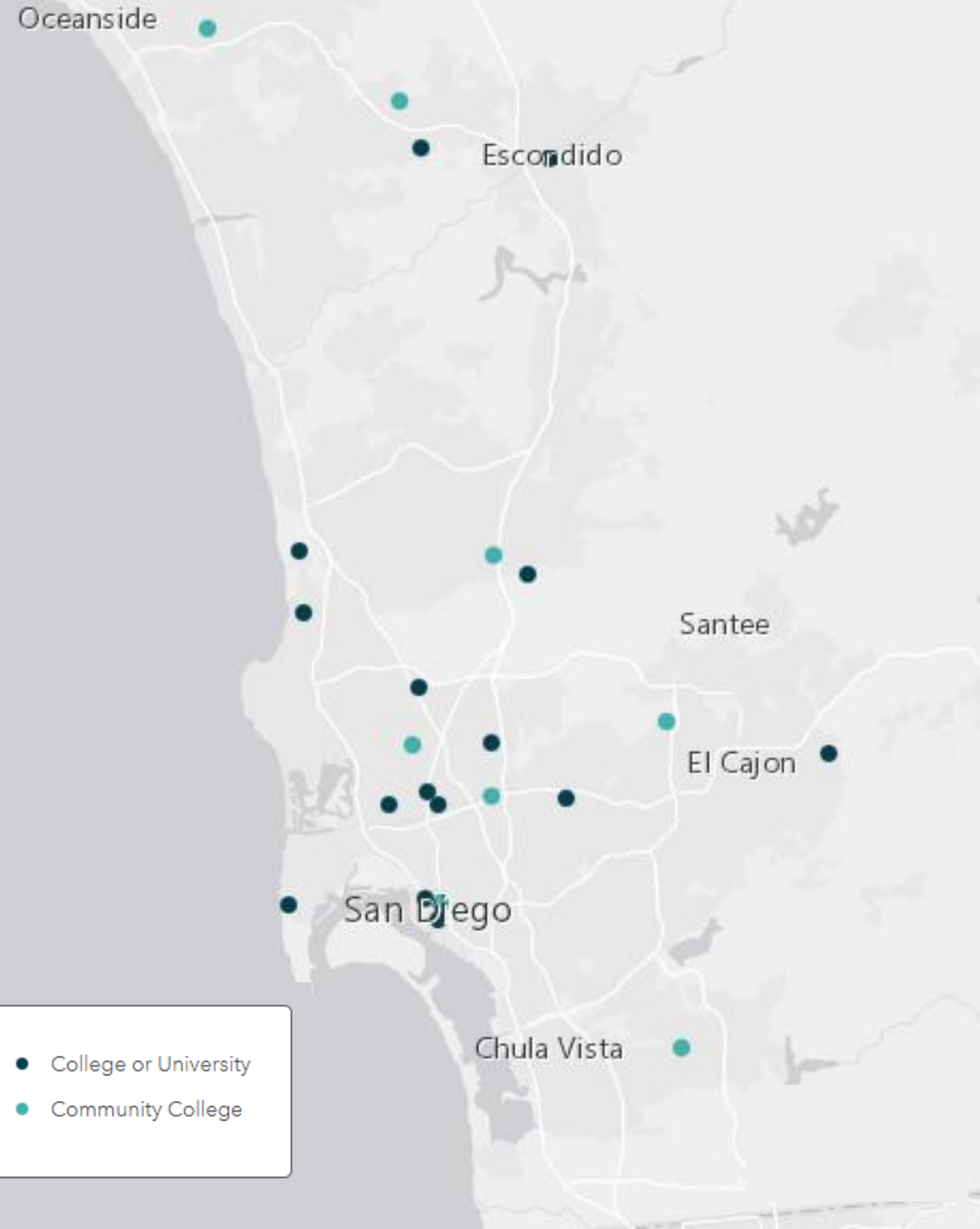
#8

**LIFE SCIENCES
RESEARCH TALENT³**
in the U.S.

¹ U.S. Census Bureau's American Community Survey 1-year estimate (2023)

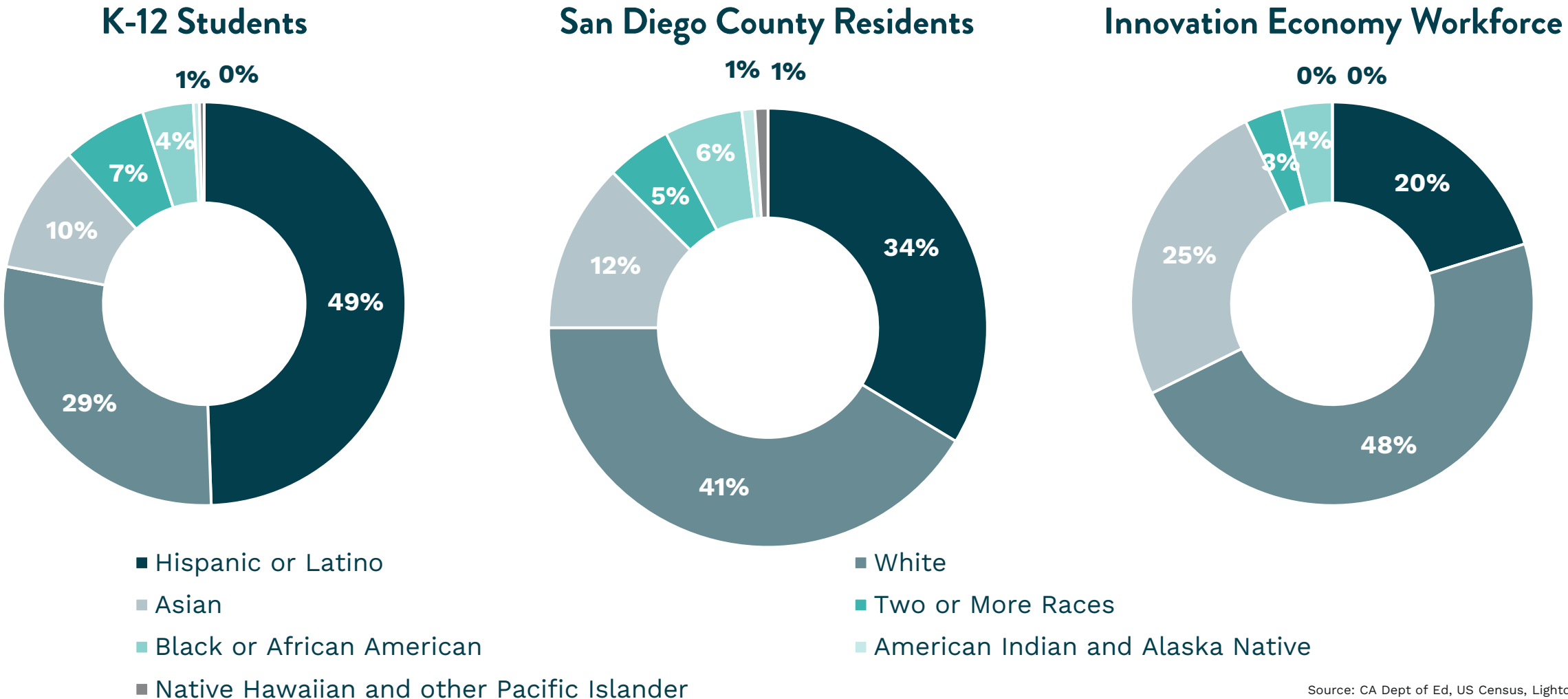
² San Diego Tourism Authority (January 2024)

³ CBRE (2024)



San Diego's future is diverse

But current demographic trends don't indicate pathways to success for all future workforce



Source: CA Dept of Ed, US Census, Lightcast

Talent demand and competition continues to escalate

Skilled workforce is essential for long-term growth

42.8%

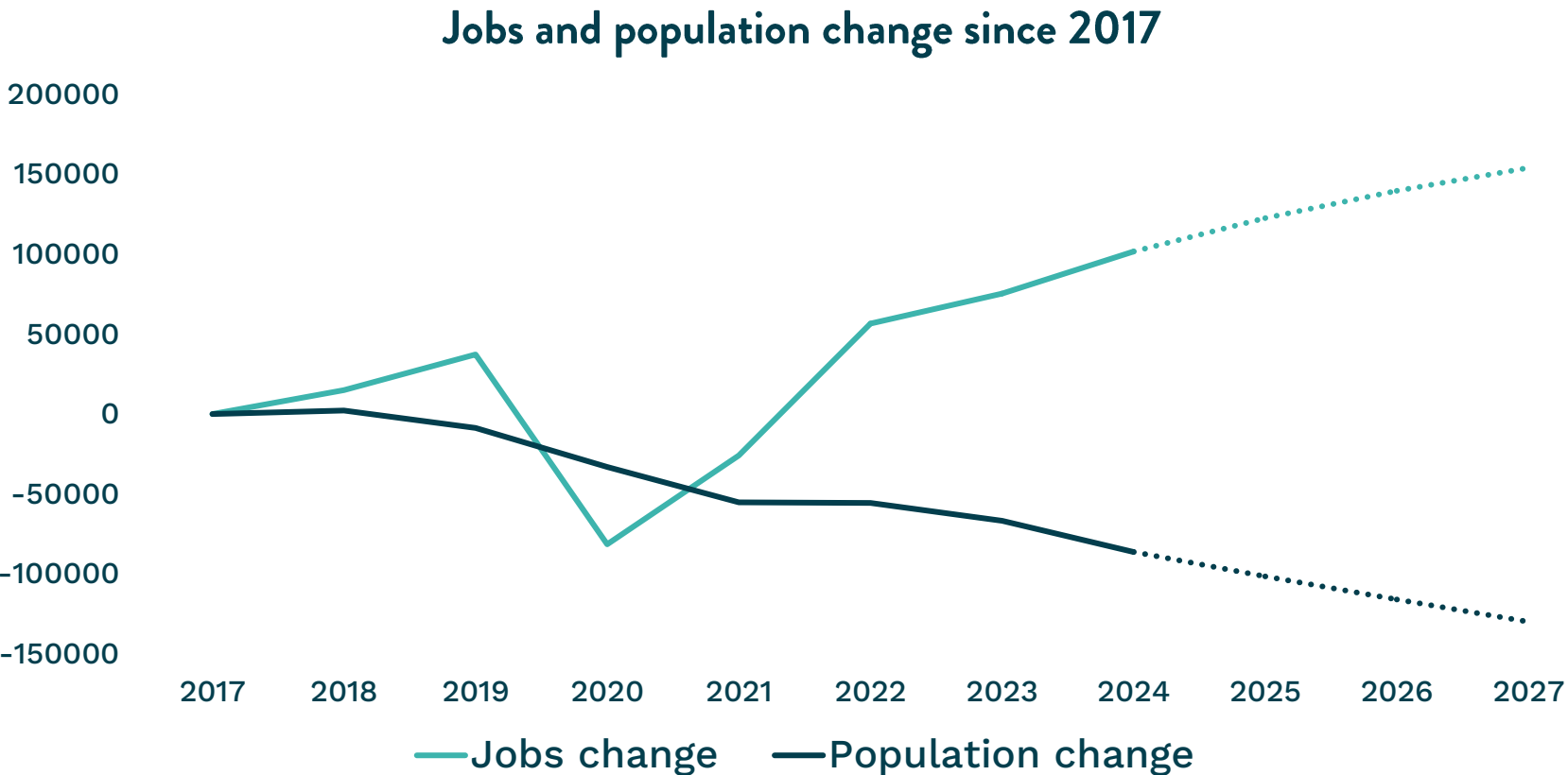
increase in *advertised* wages since 2020

372.5K

unique job postings in 2024

#563





















among 616 large counties for talent attraction



Top posted job postings in 2024

Nurses remain high on the list, while software developers are trending down

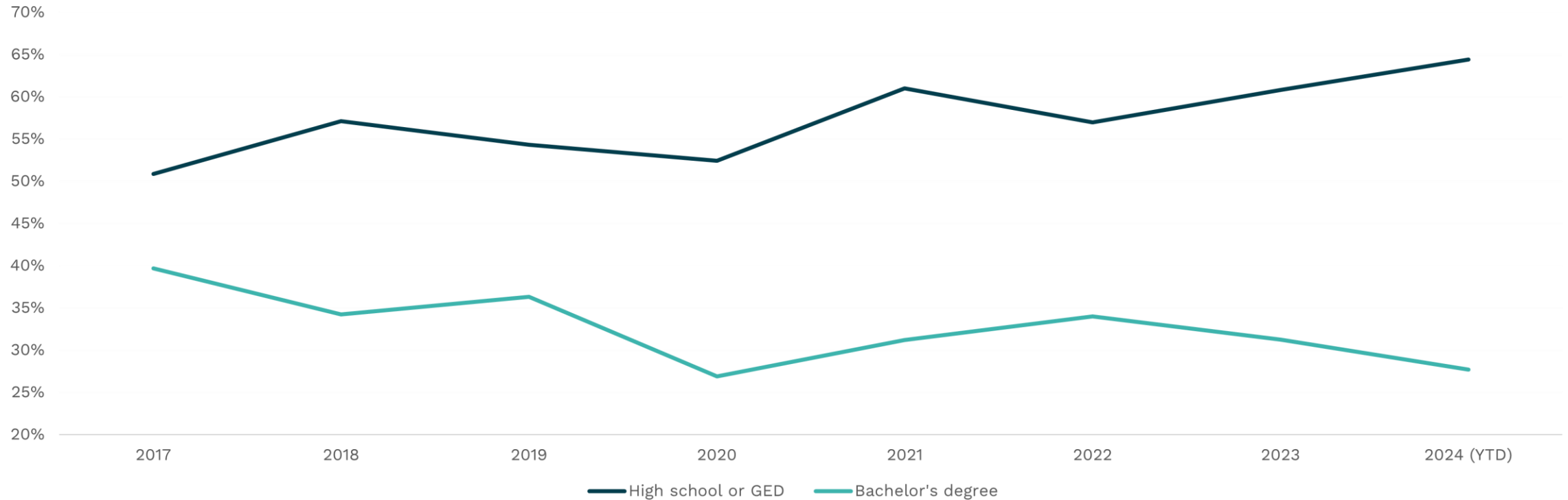
Top Posted Occupations

Occupation (SOC)	Total/Unique (Jan 2024 - Dec 2024)	Posting Intensity	Median Posting Duration
 Registered Nurses	55,648 / 14,334	4 : 1 	24 days
 Retail Salespersons	36,150 / 10,469	3 : 1 	29 days
 Customer Service Representatives	20,032 / 6,604	3 : 1 	26 days
 Computer Occupations, All Other	16,252 / 5,886	3 : 1 	24 days
 Software Developers	16,670 / 5,828	3 : 1 	23 days
 Home Health and Personal Care Aides	20,683 / 5,815	4 : 1 	29 days
 First-Line Supervisors of Retail Sales Workers	15,660 / 5,511	3 : 1 	28 days
 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	13,711 / 5,259	3 : 1 	26 days
 Maintenance and Repair Workers, General	13,189 / 4,689	3 : 1 	28 days
 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,895 / 4,616	3 : 1 	28 days

Job postings for manufacturing since 2017

Manufacturing jobs have become more accessible over time.

Minimum education requirements in manufacturing job postings



Top quality occupations without a bachelor's degree in 2024

Quality jobs are not exclusive to those with a bachelor's degree

Occupation	Employed in 2024	% Change (2019-2024)	Median Hourly Earnings	Avg. Annual Openings
Supervisors of Office and Administrative Support	14,823	3%	\$31.71	1,643
Heavy and Tractor-Trailer Truck Drivers	12,473	20%	\$26.66	1,683
Sales Representatives	11,693	4%	\$31.30	1,360
Medical Secretaries and Administrative Assistants	11,134	5%	\$23.15	1,307
Supervisors of Construction Trades and Extraction Workers	8,478	23%	\$41.59	962
Police and Sheriff's Patrol Officers	7,453	2%	\$52.61	684
Social and Human Service Assistants	6,981	55%	\$23.60	1,067
Licensed Practical and Licensed Vocational Nurses	6,841	2%	\$35.67	603
Exercise Trainers and Group Fitness Instructors	5,833	2%	\$23.77	1,262
Plumbers, Pipefitters, and Steamfitters	5,686	1%	\$30.27	571

Note: Quality occupations are defined as those with medium hourly earnings of at least \$23/hour

Top quality occupations without a bachelor's degree by 2029

These occupations are projected to grow by over 5% in the next five years

Occupation	Projected Employment in 2029	Projected % Change (2024-2029)	Median Hourly Earnings (2024)	Avg. Annual Openings
Maintenance and Repair Workers, General	15,000	5%	\$23.19	1,462
Medical Secretaries and Administrative Assistants	12,015	8%	\$23.15	1,380
Electricians	9,892	9%	\$34.22	993
Social and Human Service Assistants	7,692	10%	\$23.60	883
Licensed Practical and Licensed Vocational Nurses	7,458	9%	\$35.67	667
Exercise Trainers and Group Fitness Instructors	6,553	12%	\$23.77	1,275
Food Service Managers	5,916	7%	\$34.33	703
Dental Assistants	4,481	9%	\$23.41	660
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	4,334	7%	\$29.29	406
Firefighters	3,475	6%	\$33.06	290

Note: Quality occupations are defined as those with medium hourly earnings of at least \$23/hour



Thank you!

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