

## CHECKING OUR PULSE

**3.3%**  
unemployment rate

**12,100**  
month-over-month  
growth in total nonfarm  
employment

**50,038**  
unique  
job postings

**3,474**  
new business  
establishments

## WELCOME TO THE PULSE

San Diego's Economic Pulse uses data to tell a story about our regional economy. We track employment data, keep tabs on new business establishments, job postings, and who's hiring in San Diego. Our end goal is to empower San Diegans to make informed decisions about the region we live in.

This issue covers data from **November 2017**.

*"Seasonal hiring helped push the unemployment rate to a low we haven't seen in 17 years. With the labor market this tight, wages only have one place to go - up!"*

**Phil Blair**, President and CEO  
Manpower



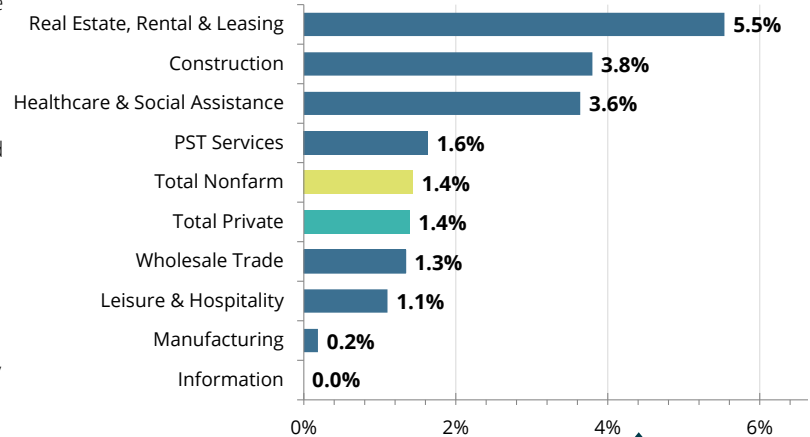
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## EMPLOYMENT TRENDS

November data show continuing tightening in San Diego's labor market. The unemployment rate fell sharply from the previous month, even as the labor force grew.

- » Total nonfarm employment increased 12,100, or 0.8 percent, in November, a stronger increase than that seen in November 2016. Compared to a year ago, total nonfarm employment is up 20,800, or 1.4 percent.
- » The majority of the growth was in retail trade, adding 6,300 jobs, mostly due to seasonal hiring. Other notable increases occurred in healthcare and social assistance as well as transportation, warehousing, and utilities.

### Year-over-Year Employment Changes in Key Sectors

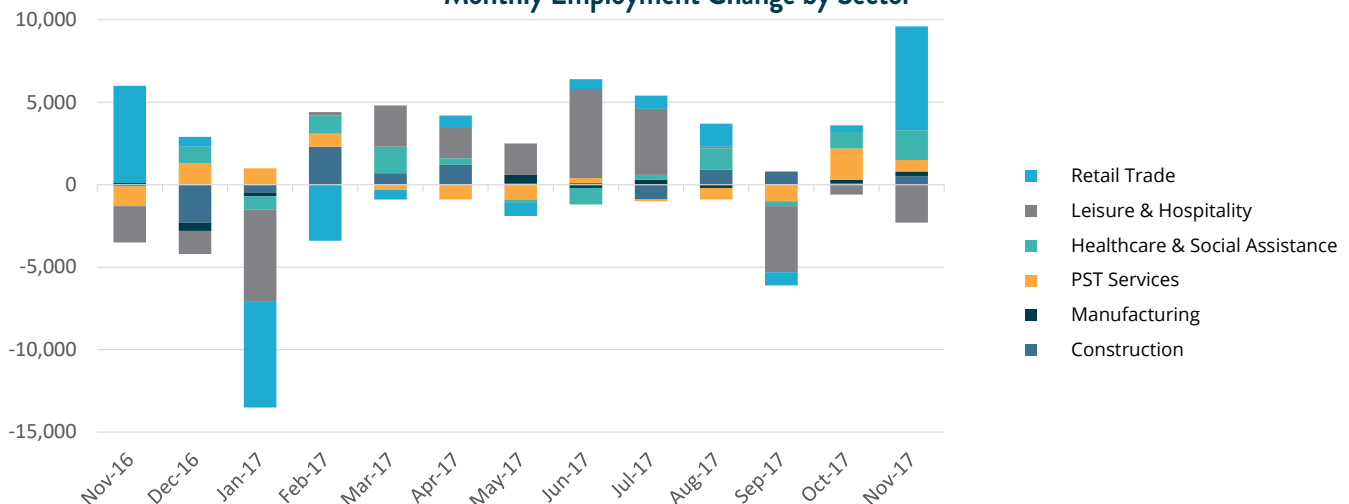


Every major sector experienced year-over-year job growth in November, only information was flat. Real estate, rental, and leasing continues to lead the way, up 5.5 percent.

Source: California Economic Development Department

## EMPLOYMENT TRENDS IN KEY SECTORS

### Monthly Employment Change by Sector

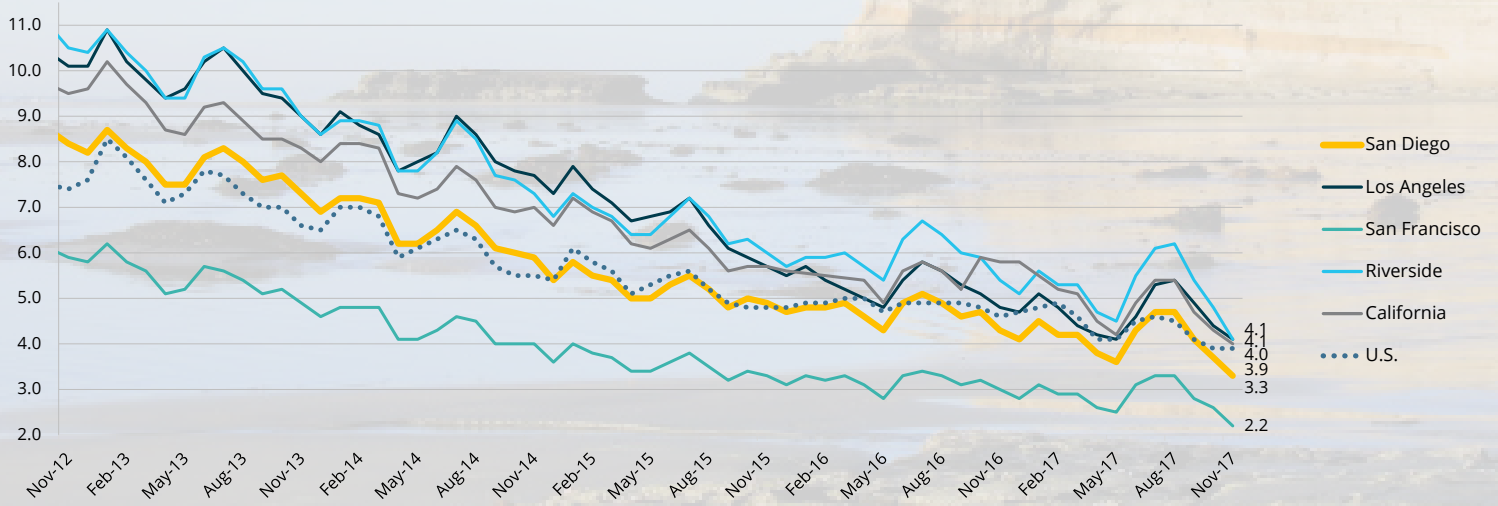


Source: California Economic Development Department  
Note: Data not seasonally adjusted.

# UNEMPLOYMENT

- » The region's unemployment rate fell to 3.3 percent in November, from a revised 3.7 percent in October. The unemployment rate is a full percentage point below the November 2016 rate of 4.3 percent, and the lowest since December 2000.
- » The labor force added 4,800 workers in November, after shedding a similar number in October. The labor force is up 8,600 compared to a year ago.
- » San Diego's unemployment rate remains well below both California's rate of 4.0 percent, and the national rate of 3.9 percent.

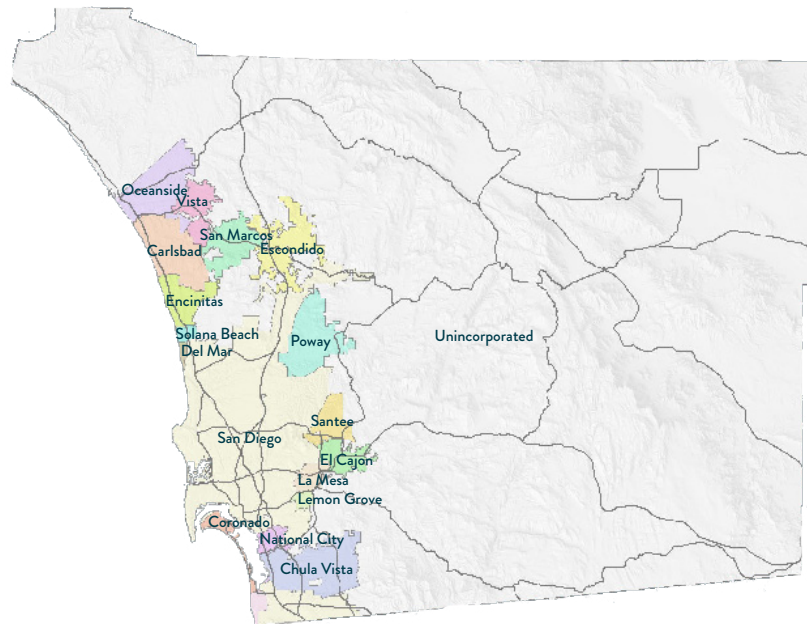
**Unemployment Rate Trends**  
San Diego & Select CA Metros



Source: California Employment Development Department  
Note: Data not seasonally adjusted.

## Unemployment Rate by Jurisdiction

Jurisdiction	Labor Force	Employment	Unemployment Rate*
<b>San Diego Region</b>	<b>1,584,700</b>	<b>1,533,200</b>	<b>↓ 3.3%</b>
Carlsbad	54,800	53,100	↓ 2.9%
Chula Vista	122,800	117,800	↓ 4.1%
Coronado	8,900	8,700	↓ 1.8%
Del Mar	2,700	2,700	↓ 0.3%
El Cajon	46,200	44,000	↓ 4.7%
Encinitas	33,700	32,800	↓ 2.6%
Escondido	70,000	67,700	↓ 3.3%
Imperial Beach	12,200	11,600	↓ 5.1%
La Mesa	31,200	30,100	↓ 3.3%
Lemon Grove	12,500	12,000	↓ 4.3%
National City	24,900	23,900	↓ 4.1%
Oceanside	83,000	80,200	↓ 3.3%
Poway	26,000	25,500	↓ 2.1%
San Diego	711,900	689,900	↓ 3.1%
San Marcos	41,100	40,100	↓ 2.5%
Santee	29,500	28,600	↓ 3.2%
Solana Beach	6,900	6,700	↓ 3.0%
Vista	45,100	43,800	↓ 2.9%
Unincorporated Area	221,300	214,000	↓ 3.3%



Every jurisdiction saw a decline in its unemployment rate in November. El Cajon and Imperial Beach saw the largest declines, both dropping 0.7 percent.

\*Arrows indicate the monthly directional change in unemployment rate. Dashes indicate no change from previous month.  
Source: California Economic Development Department

The **unemployment rate** measures the number of people who are both jobless and looking for a job. As one of the most closely watched economic indicators, the unemployment rate can tell much about the health of the overall economy. Generally, a rising rate is seen as a sign of weakness, and a falling rate indicates a growing economy.



The **San Diego region** comprises **18** cities and the **Unincorporated** portions of the county. Each city has its own unique economy, with different industries, employment bases, and labor force. Analyzing key indicators, such as the unemployment rate at the sub-regional level, helps us to better understand local dynamics within the broader regional economy.

## HELP WANTED

There was an average of **296,941** total job postings in November, of which **50,038** were unique. This means that, on average, employers are posting the same job nearly six times.

### Top Skills Listed on Job Postings



Source: EMSI, Job Posting Analytics  
Note: Job postings are unique, two-month average.

### Top 10 Occupations by Unique Job Posting

Occupation	Unique Job Postings
Heavy & Tractor-Trailer Truck Drivers	2,466
Retail Salespersons	2,061
Supervisors of Retail Sales Workers	1,666
Registered Nurses	1,400
Applications Software Developers	1,105
Stock Clerks & Order Fillers	1,087
Computer Occupations	1,085
Customer Service Representatives	992
Supervisors of Food Preparation Workers	989
Supervisors of Office & Admin	930

## NEW BUSINESS ESTABLISHMENTS

Recovering from a slow October, November saw 3,474 new establishments, the third largest increase in the last 12 months. The number of new establishments was 24.5 percent below the 12-month peak, but 5.8 percent above the 12-month average. Restaurants, real estate, and business consultants remain in the lead, adding a combined 233 establishments in November.

**3,474**

new establishments

**3,283**

12-month rolling average

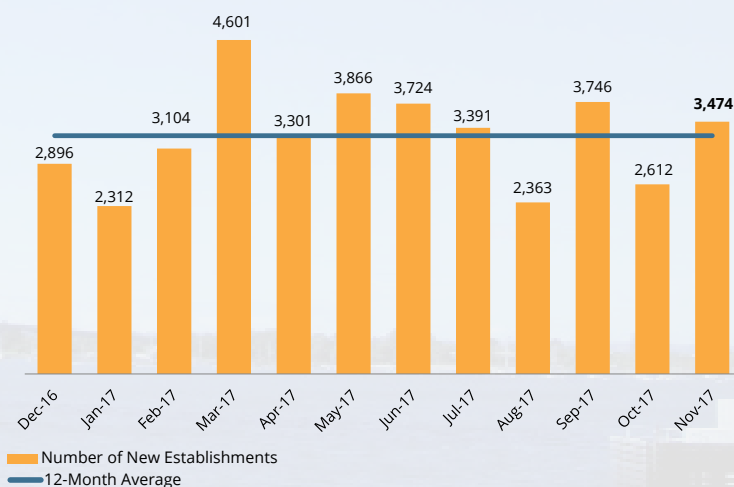
**564**

industries represented

### New Establishments by Industry

Industry	Establishments
Restaurants	84
Real Estate	68
Business Consultants	61
Janitor Service	52
Beauty Salons	44
Health Services	35
Construction	34
Investments	31
General Merchandise-Retail	30
Services	28

### New Establishments by Month



Source: ReferenceUSA.com

**Job postings** are online advertisements posted by companies trying to attract applicants. Analyzing job postings can reveal valuable information about the labor market by identifying specific skills companies are looking for, in-demand occupations, and which companies are hiring. Job postings and industry data are complementary and give us a more complete picture of the local economy.



Every **new establishment** brings new jobs with it. Analyzing the number of monthly new establishments and their corresponding industry can reveal information about the labor market by identifying the top industries generating jobs. The records analyzed are part of ReferenceUSA's verified database.

For more information, please contact our research team:

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San Diego Regional EDC's mission is to maximize the region's economic prosperity and global competitiveness.