

## CHECKING OUR PULSE



## WELCOME TO THE PULSE

San Diego's Economic Pulse uses data to tell a story about our economy. We're still keeping track of unemployment data, but also keeping tabs on new business establishments, job postings and looking at who's hiring in San Diego with the end goal of empowering San Diegans to make informed decisions about the region we live in.



\*The California Employment Development Department released statewide county employment data today for January 2017. Historically, January is a month that is subject to seasonal changes, as some service sectors wind down from the holidays while other industries can be affected by national weather occurrences. As in previous years, this data reflects annual benchmark revisions.

*"January is always tough on seasonal workers, but year-over-year growth remains solid and the unemployment rate is stable at 4.5 percent."*

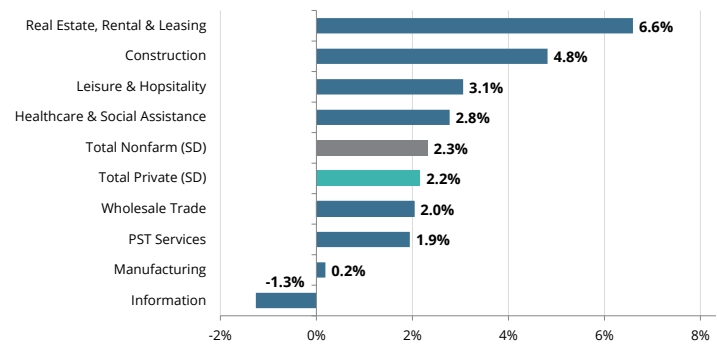
**Phil Blair**, President and CEO  
Manpower

## EMPLOYMENT

Data from January shows a San Diego labor market that continues to grow, albeit at a more moderate pace compared to the two previous years.

- » Total nonfarm employment fell by 19,000 jobs, which is typical for the month of January. San Diego lost 25,000 in January 2016.
- » Retail trade saw job losses of 6,500 from December 2016, as seasonal workers were let go. Leisure and hospitality reported losses of 3,900 jobs. The only sector to grow month-over was financial activities, adding 200 jobs.
- » Compared to a year ago, total nonfarm employment increased by 32,300, or 2.3 percent, with 25,000 of those jobs coming from the private sector.

### Year-over-Year Employment Changes in Key Sectors (Jan 2016 to Jan 2017)

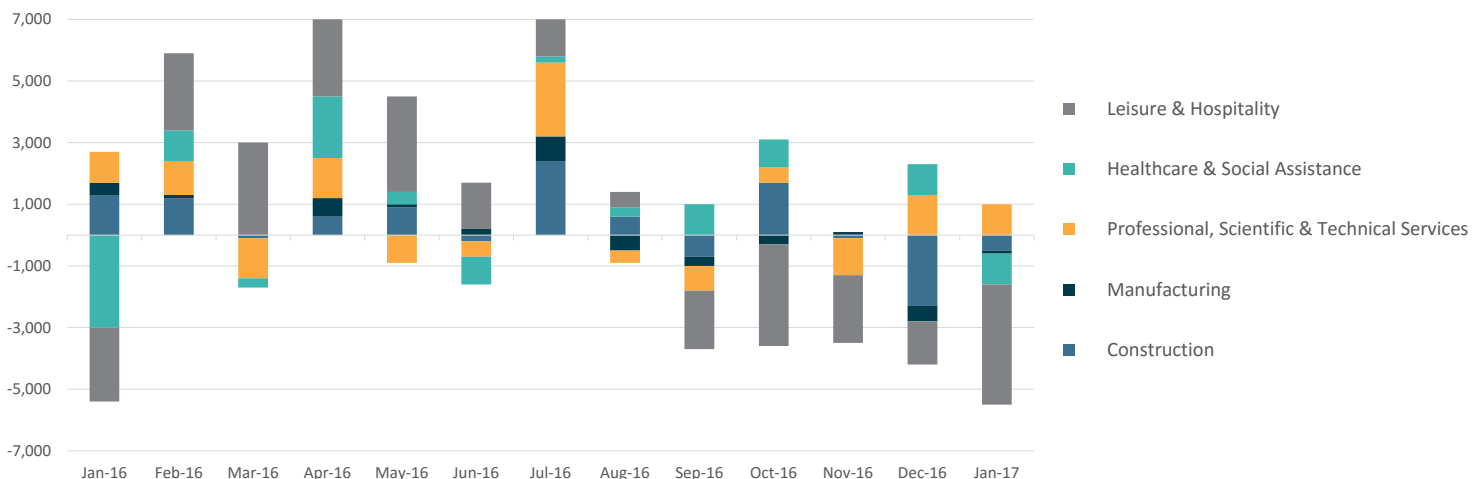


Source: California Economic Development Department

Real estate led the way, up 6.6 percent over the past twelve months. Construction is up 4.8 percent, while information declined 1.3 percent.

## EMPLOYMENT TRENDS IN KEY SECTORS

### Monthly Employment Change by Sector (Jan 2016 to Jan 2017)

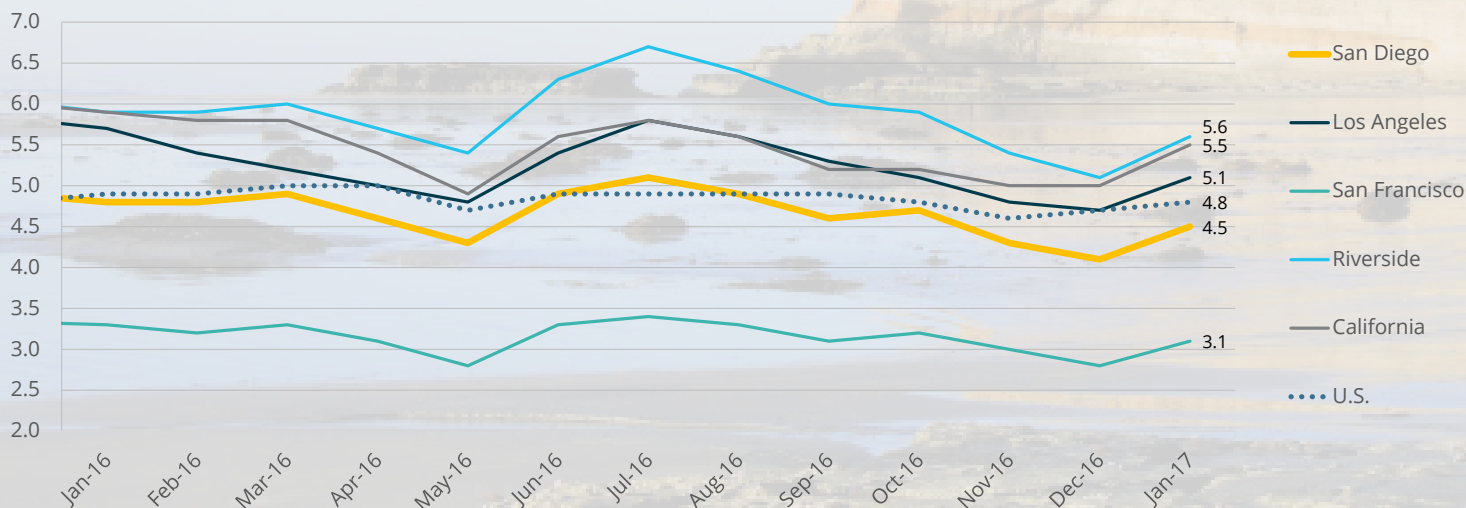


Source: California Economic Development Department  
Note: Data not seasonally adjusted.

# UNEMPLOYMENT

- » The unemployment rate jumped 0.4 percentage points to 4.5 percent in January, but remains 0.3 percentage points lower than a year ago.
- » Despite the uptick, San Diego's unemployment rate remains lower than the California rate of 5.5 percent and the national rate of 4.8 percent.
- » The labor force grew by 600 for the month, as is up 14,100 compared to a year ago.
- » The number of people unemployed declined 6.4 percent year-over-year.

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

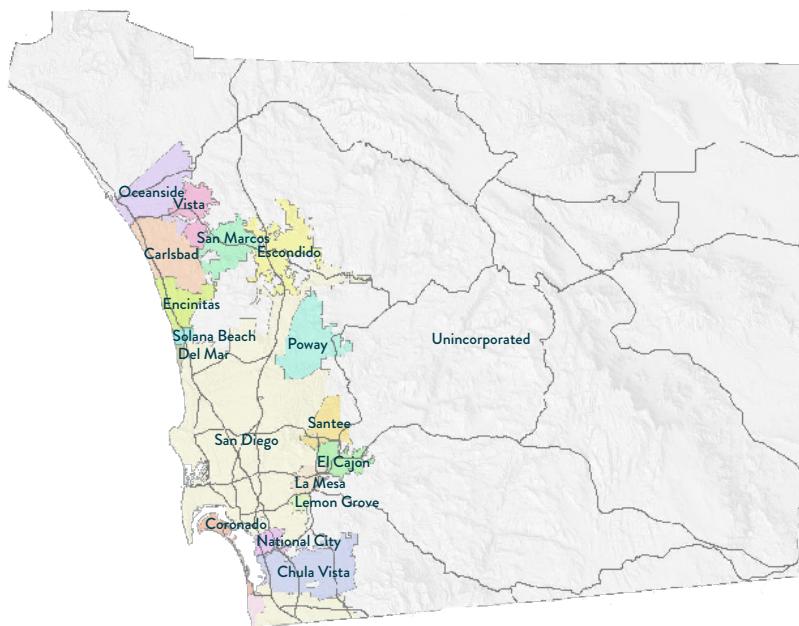


Source: California Employment Development Department  
Note: Data not seasonally adjusted.

## Unemployment Rate by Jurisdiction (Jan 2017)

Jurisdiction	Labor Force	Employment	Unemployment Rate*
<b>San Diego Region</b>	<b>1,569,700</b>	<b>1,499,200</b>	<b>↑ 4.5%</b>
Carlsbad	54,200	52,000	↑ 4.1%
Chula Vista	121,200	114,300	↑ 5.7%
Coronado	8,900	8,600	↑ 2.6%
Del Mar	2,600	2,600	↑ 0.5%
El Cajon	46,300	43,300	↑ 6.5%
Encinitas	33,300	32,100	↑ 3.6%
Escondido	69,500	66,400	↑ 4.5%
Imperial Beach	12,200	11,400	↑ 7.0%
La Mesa	30,700	29,300	↑ 4.6%
Lemon Grove	12,500	11,800	↓ 5.1%
National City	24,700	23,300	↑ 4.6%
Oceanside	82,600	78,800	↑ 4.6%
Poway	25,800	25,000	↓ 5.1%
San Diego	705,400	675,300	↑ 4.3%
San Marcos	41,000	39,600	↑ 4.6%
Santee	29,200	27,900	↑ 4.4%
Solana Beach	6,900	6,600	↑ 4.6%
Vista	43,800	42,100	↑ 4.0%
Unincorporated Area	218,900	208,800	↑ 4.7%

\* Arrows indicate the monthly directional change in unemployment rate.  
Source: California Economic Development Department



In January, all but two cities experienced a slight increase in unemployment rate following the end of the holiday season.

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



The **San Diego region** is comprised of **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 were **920,592** total job postings in January 2016, of which **121,116** were unique. This means that on average, employers are posting the same job more than seven times. The top 10 occupations listed below exclude any job posting identified as an “unclassified” occupation.

**Who's Hiring?**  
Top 10 Companies by Unique Posting

Company	Unique Job Postings
Lyft	3,508
University of San Diego	1,619
General Atomics	1,184
Oracle Corporation	1,154
Scripps Health	925
Barton Associates	891
Robert Half International Inc.	888
Sharp HealthCare	842
Qualcomm	813
Aerotek	808

Source: EMSI

**Available Jobs**  
Top 10 Occupations by Unique Posting

Occupation	Unique Job Postings
Heavy and Tractor-Trailer Truck Drivers	5,982
Registered Nurses	5,529
Retail Salespersons	3,311
Supervisors of Retail Sales Workers	3,138
Software Developers	3,058
Computer Occupations	2,566
Supervisors of Office and Admin Support Workers	2,222
Customer Service Representatives	2,077
Supervisors of Food Preparation and Serving Workers	1,810
Network and Computer Systems Administrators	1,696

## NEW BUSINESSES

The number of monthly new establishments in San Diego continued to decline in January. There were 2,312 new establishments during the month, 20 percent lower than last month and 29.5 percent lower than the 12 month average. Despite January showing the lowest record in the last 12 months, business consultants, restaurants, real estate management, construction and investment show a month-to-month increase in new establishments.

**2,312**

new establishments  
(Jan 2017)

**3,278**

monthly average  
(last 12 months)

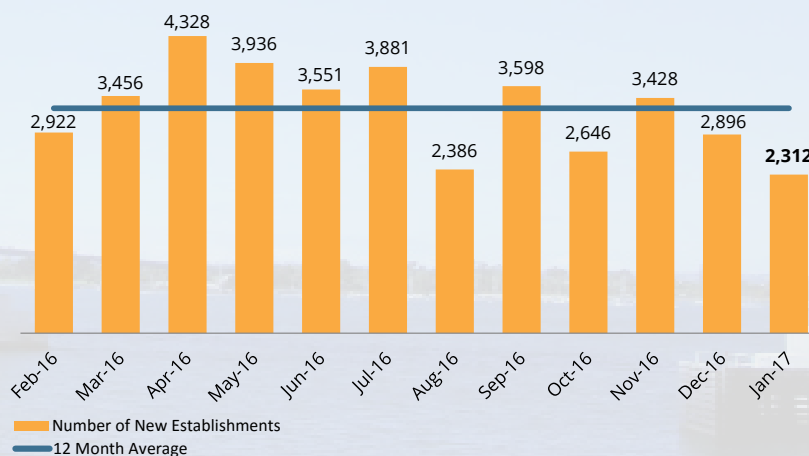
**435**

industries represented  
(Jan 2017)

**New Establishments by Industries**  
(Jan 2017)

Industry	Establishments
Business Consultants	59
Real Estate	43
Restaurants	39
Services NEC	35
Construction	29
Real Estate Management	26
Investment	24
Beauty Salons	21
General Merchandise-Retail	20
Janitor Service	18

**New Establishments by Month**



Source: ReferenceUSA.com

**Job postings** are online advertisements for jobs, posted by companies trying to attract applicants. While economic data such as the unemployment rate and industry detail can tell much about the structure of the economy, analyzing job postings can reveal valuable information about the labor market by illuminating specific skills companies are looking for, in-demand occupations and identifying actual companies who are hiring. These datasets are complementary and give us a more complete picture of the local economy.



Every **new establishment** is linked to the creation of new job postings. 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, meaning that the business listings have gone through multiple stringent compilation processes, including phone verification.



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