



2025 UPDATE

TALENT DEMAND REPORTS

Business, Computing,
and Engineering

SAN DIEGO REGIONAL



2025

Talent Demand Survey

In alignment with Advancing San Diego's mission to regularly communicate industry demand for key occupations, EDC contracted with BW Research Partnership to conduct a workforce survey focused on priority **business, computing, and engineering occupations**.

A survey of **264 companies** in San Diego County was fielded in March 2025. The survey prioritized larger firms to develop a more comprehensive profile of each of the listed occupations. All companies surveyed had at least five employees. Participation spanned all four of the primary regions in San Diego (North County, South County, East County, and Central San Diego) to ensure diversity of responses. The distribution of responses may not mirror the actual geographic distribution of businesses within San Diego County. Businesses responded to questions about both overall labor force and about more specific needs for their most difficult to fill roles.

This annual update to past [Talent Demand Reports](#) is only for informational purposes. The Verified Program application for these roles will not change in 2025 as much of this information simply emphasizes and validates past reports.

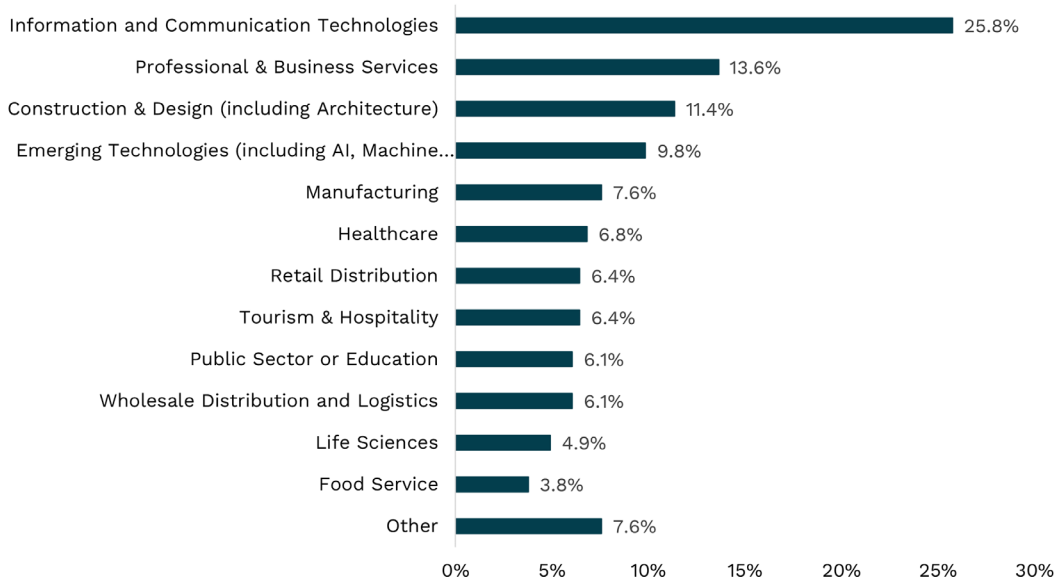
In the subsequent pages, topline findings on jobs, monthly hires, and average wages are representative of the entire county, while bullet points are key takeaways from the survey. [Go here](#) to learn more about the survey methodology.

[Go here](#) to learn more about Advancing San Diego or to apply for status as a [Verified Program](#) by September 26, 2025.

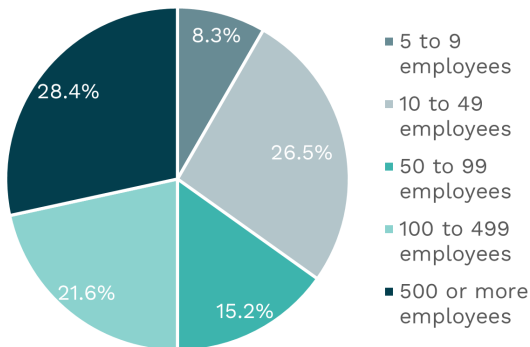
2025

Profile of surveyed companies

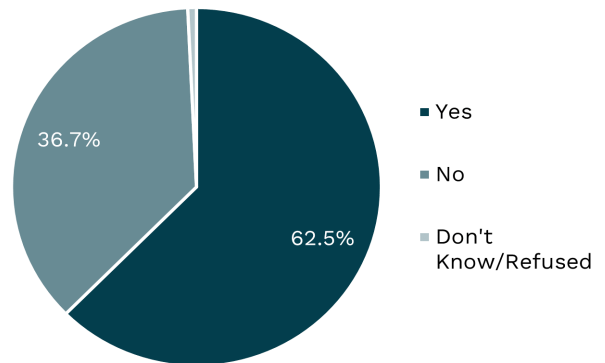
Respondents by industry



San Diego County employee count



Manufacturers in San Diego County
0.8%



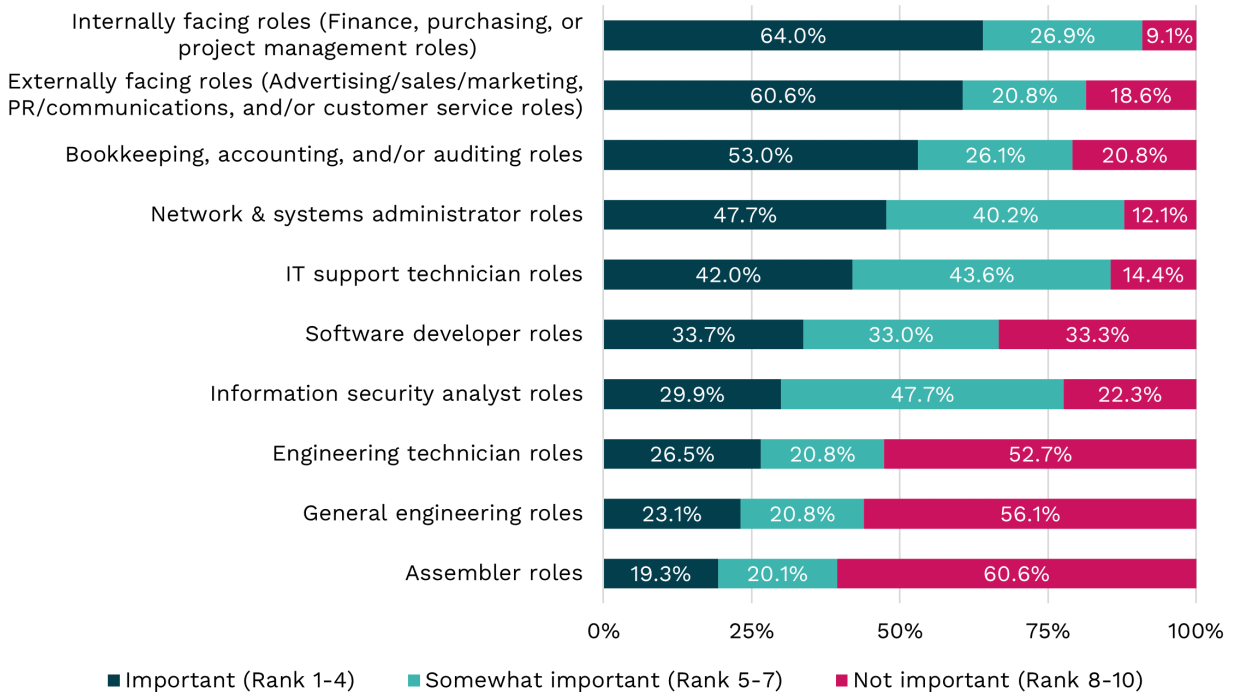
Survey design

- While only seven percent of the surveyed companies identify as manufacturers, 63 percent of the companies are **engaged in manufacturing operations in San Diego County**.
- The survey intentionally oversampled [San Diego County's innovation economy](#) companies, with 26 percent representing the **information and communication technologies industry**.

2025

Labor market overview

Occupation rank by importance to business



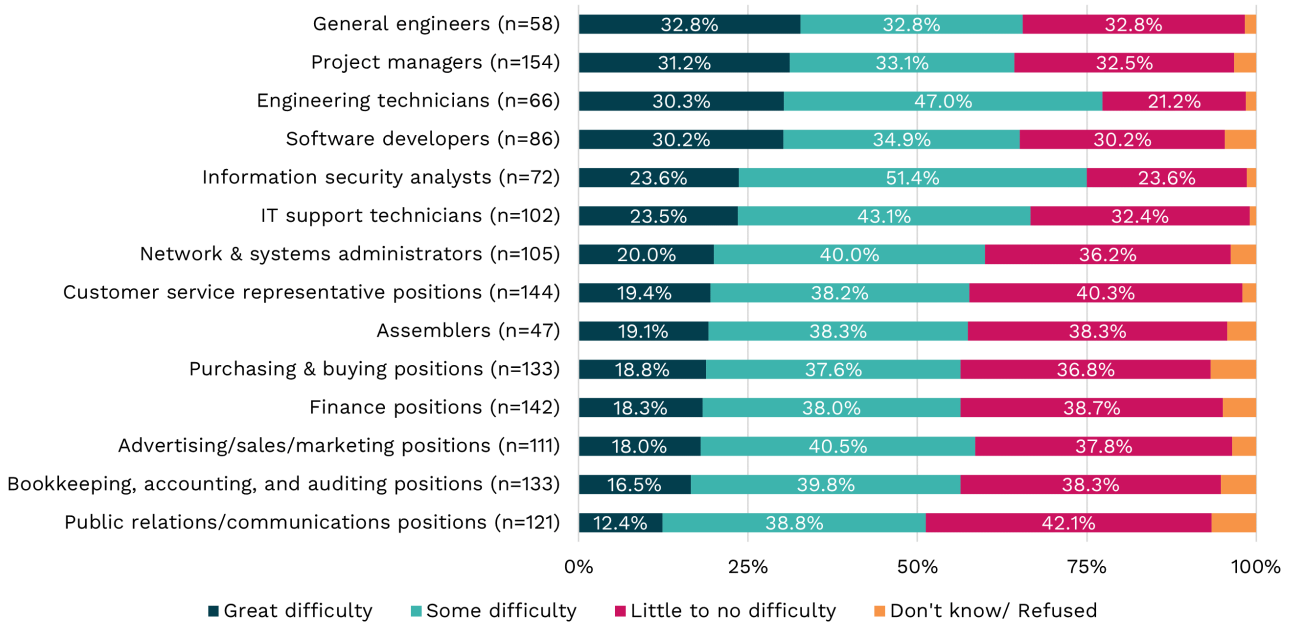
Key findings

- The largest share of employers considered internally-facing business roles—**finance, purchasing, or project management positions**—the most important out of all business, computing, and engineering roles.
- Companies that prioritized **assemblers** reported **highest projected job growth for this role** over the next 24 months, with 26 companies predicting an increase in the number of assemblers on staff.
- Generally, companies indicated that they **anticipate the largest number of added roles** in **project management, finance, and purchasing**.

2025

Entry-level talent demand

Entry-level hiring difficulties



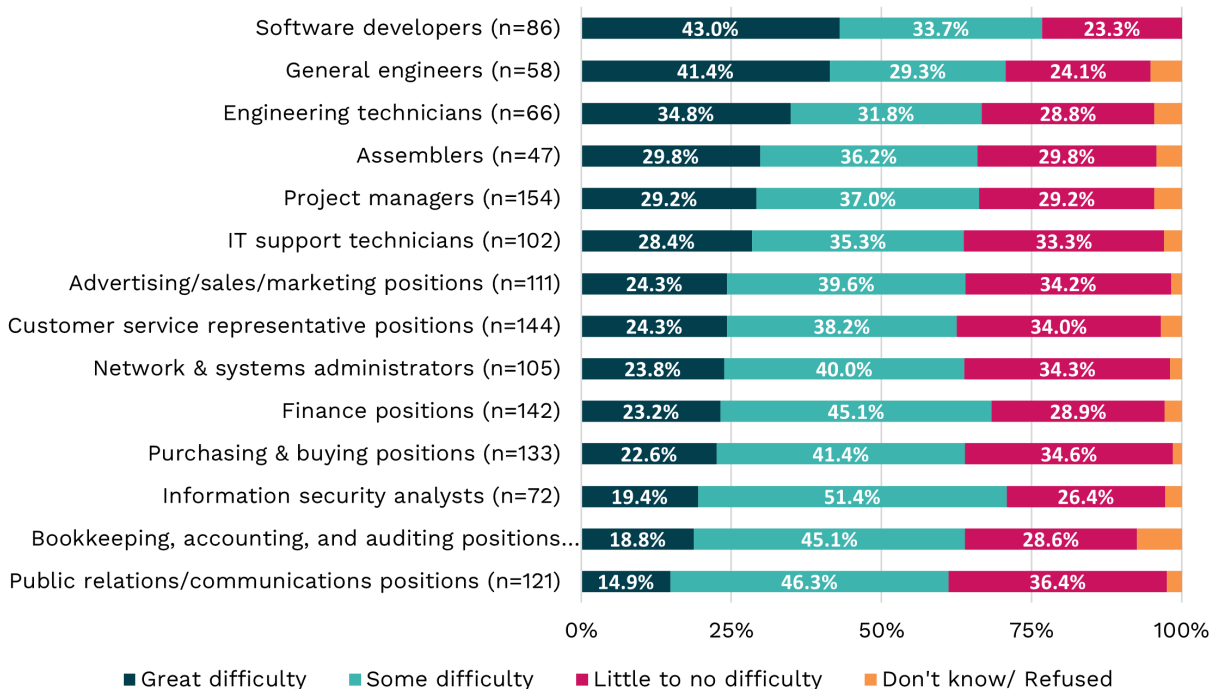
Key findings

- For entry-level positions, the primary hiring challenge was a **lack of sufficient training or education**—more so than a shortage of applicants or applicants unwilling to work under the job conditions.
- Businesses that prioritized engineers cited **engineering** as the most difficult occupation **to fill with qualified entry-level talent**.
- **Entry-level software developer** roles took the longest for companies to fill, with **19 percent of companies reporting that it takes more than six months to fill this role**.

2025

Mid-level talent demand

Mid-level hiring difficulties



Key findings

- For mid-level positions, the primary hiring challenge was a **lack of sufficient industry or work experience**—more so than a lack of training, a limited applicant pool, or applicants being unwilling to accept job conditions.
- The **most challenging experienced position to fill** was **software developers**, followed closely by experienced general engineers.
- Seventeen percent of **mid-level general engineering and assembler positions took more than six months to fill**, making them the longest to remain open for businesses.

Business Talent Demand Update 2025

Internally-facing roles

24K jobs

821 avg. monthly hires

\$107K avg. annual wages

Trending info:

- Businesses reported **struggling to fill** internally facing roles, comprised of finance, purchasing, or project management roles.
- For internally facing roles, **process management, data analysis, process optimization, and process documentation** are the most valued skills.

Externally-facing roles

39K jobs

1.39K avg. monthly hires

\$139K avg. annual wages

Trending info:

- Out of all business, computing, and engineering occupations, businesses experienced the least difficulty hiring **entry-level PR and communications positions and customer service representative positions**.
- For externally facing roles, **marketing techniques and business development techniques** are the most valued skills.

Accountant and Auditor

13K jobs

484 avg. monthly hires

\$98K avg. annual wages

Trending info:

- Businesses valued working knowledge of **financial statements** (63 percent indicated this is a “very important” skill), **balance sheets and general ledgers** (62 percent), and **accounting software** (60 percent) the most highly.
- Approximately 1 in 5 businesses reported skills deficiencies in **mergers and acquisitions**.