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# The San Diego Workforce Report

## A San Diego Labor Market Snapshot

Workforce Edition

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- The decline of the local unemployment rate continues.
- Home Depot to add seasonal jobs.
- The economy in San Diego is “stuck-in-the-mud” for 2012.

### December Unadjusted Unemployment Rate

	December 2011	November 2011 (revised)	October 2011
<b>San Diego County</b>	8.9%	9.2%	9.7%
<b>State of California</b>	10.9%	10.9%	11.2%
<b>United States</b>	8.3%	8.2%	8.5%

Source: EDD Monthly Press Release, Jan. 20, 2012

- **San Diego County's unadjusted unemployment rate slipped three-tenths of a percent in December** to 8.9% from the revised November rate of 9.2%. This is the lowest rate since April 2009 when it stood at 8.8%. The county rate is one and two-tenths of a percent lower than the December '10 rate of 10.2%. The local rate is two percent below the statewide rate of 10.9%, and six-tenths of a percent above the national rate of 8.3%. In December, the local civilian labor force held steady at 1,586,000, and the estimated number of unemployed civilians decreased by 5,200 to 141,000. Total non-farm employment increased by 4,100 during the month. The statewide rate of 10.9% is one and four-tenths of a percent lower than last year, while the national rate is down just eight tenths of a percent from a year ago. Within the county, National City had the highest rate – 17.1%, followed by Imperial Beach – 14.2%, and El Cajon – 12.1%. Valley Center had the lowest rate – 4.3%, followed by Del Mar – 4.6%, and Poway – 5.3%. Marin County had the lowest rate in the state - 6.9%, and was joined by San Mateo at 7.2% and San Francisco at 7.6% and Orange the other counties with rates of less than eight percent. Nineteen counties had rates between 8% and 12%, five fewer than last month; thirty one counties had rates between 12% and 18%, two more than last month. Imperial County at 26.8% and Colusa County at 23.3% were the highest in the state. (EDD Monthly Press Release, Jan. 20, 2012; EDD Monthly Report 400 C, Jan 20, 2012)
  - **A higher percentage of California construction firms plan to add workers to their payrolls this year**, according to the associated General Contractors of America. Forty-five percent of the firms surveyed said they would increase their staff, twenty-three percent would maintain their current staff levels, twenty-one percent did not know if they would add or layoff staff, and eleven percent indicated they would reduce their staff size. The respondents also said they expect a higher volume of their projects would occur in the power, hospital, and education sectors. (Daily Transcript, Jan. 26, 2012)
  - **Americans were more optimistic about potential improvements in the job market in January**, which pushed the consumer confidence to its highest level since February 2011. The Thompson Reuters/University of Michigan's final reading on consumer sentiment rose to 75.0 from 69.9 during December. Continued increases in the confidence level are dependent on gains in employment. Though the level of job optimism increased Americans remained gloomy about their own financial situation and most were skeptical on the prospective strength of the economy. (www.msnbc.com, Jan. 27, 2012)
  - **Home Depot announced that it will hire 70,000 seasonal workers** to get ready for the spring season, its busiest time of the year. The company noted that a seasonal job can often lead to a regular position if the hire is passionate about customer service and stated that half of its 2011 seasonal hires ended staying in a regular position. (MarketWatch, Jan. 12, 2012)
  - **The national economy grew** at a 2.8 percent annual rate in the last three months of 2011, the fastest growth during 2011, according to the U.S. Department of Commerce, which reported that the economy grew just 1.7 percent for all of last year. This was half the growth of 2010 and the worst growth rate since the recession. Americans spent more on cars and trucks, and companies restocked their shelves at the strongest pace in nearly two years. However, the growth in the final three months was held back by cuts in government spending. Personal incomes, which have been weak because of high unemployment, grew at a modest 0.8 percent annual rate following two straight quarters of declining incomes. (Fox11online.com, Jan. 27, 2012)
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- **Chase Bank** is expected to hire 200 to 300 individuals in San Diego County this year as part of the company's national expansion plans. Chase, which has 94 branches in the county, will add four to five new offices among the 80 new state-wide this year. The new hires will staff the added branches and the company's support center in Rancho Bernardo. (San Diego Union-Tribune, Jan. 23, 2012)
- The **top 10 list of job openings in the county**, according to the EDD includes nearly 4,900 openings for technical workers such as software engineers, industrial engineers applications developers, web developers and computer support workers. There are also openings for nurses, customer support representatives as well as secretaries and retail sales positions. (San Diego Union-Tribune, Jan. 26, 2012)
- **According to statistics from EMIS the fastest job growth by percentage for 2007 to 2011** was personal financial advisors with a 58% growth rate. This was followed by extraction workers at 46%, securities, commodities and financial sales agents - 43%, geological and petroleum technicians - 42%, and mining machine operators - 40%. The largest job growth during that five-year period occurred in personal financial advisors - +457,450 jobs; securities, commodities, and financial sales agents - +358,580 jobs; home health aides - +264,250 jobs; registered nurses - +249,150 jobs; and personal and home care aides - +222,880 jobs. (www.ecomicmodeling.com, Dec. 15, 2012)
- **San Diego County is "stuck in the mud" with little movement projected in the economy for 2012**, according to economists and other experts who presented their opinions at the 28<sup>th</sup> Annual San Diego County Economic Roundtable on January 19 at the University of San Diego. With more than 100,000 jobs lost locally during the recession and only 38,000 generated since, the local economy is still in a "deep hole." Job growth is projected to remain slow and unemployment to remain high, over 8.5%, as discouraged individuals wade back into the workforce. On the low side new job growth for the year is projected at 8,000 to 12,000 new jobs while a slight more optimistic outlook is for 17,000 to 21,000 for the region. At the forecasted job growth rate, 2015 is now the time when the region's employment is predicted to reach the pre-recessionary level. Job growth is projected in the healthcare, hospitality, and defense for the upcoming year. (Daily Transcript, Jan. 20, 2012.)

#### **Pluses:**

- **Non-farm employment increased by 4,100 during December.** Professional and businesses services reported the biggest gain adding 1,800 jobs. Trade, transportation, and utilities added 1,600 jobs, mostly in retail trade as employers added staff for the holiday season. Leisure and hospitality contributed 1,300 jobs while construction increased by 900 jobs. (EDD Press release, Jan. 20, 2012)
- **Between December 2010 and December 2011**, total non-farm employment in the county increased by 26,900 jobs, a growth rate of 2.2%. Educational and health services posted the greatest gain over-the-year, adding 8,000 jobs. Professional and business services added another 7,900 jobs, and leisure and hospitality added 6,700 jobs. (EDD Press release, Jan. 20, 2012)

#### **Minuses:**

- **During December**, The most notable job loss occurred in government dropping 1,300 jobs, mostly in the public education area. Manufacturing declined by -800 jobs. Education and health services -400 jobs. (EDD Press release, Jan. 20, 2012)
- **In San Diego County between December 2010 and December 2011**, the most notable job losses occurred in other service (-1,100), construction (-300) and manufacturing (-700). (EDD Press release, Jan. 20, 2012)

#### **Items of Interest:**

- **North County Career Center's Business Education Series**, Feb. 16, 9:00 a.m. – 11:00 a.m., Escondido Public Library – Turrentine Room, 239 South Kalmia Street, Escondido. Topics include "Employee or Independent Contractor" and "Local Hiring Incentives". For registration assistance call 760-414-3502 or visit <http://nccareercentersbusinessseminar.eventbrite.com>. There is no charge to attend the event.
- **Diversity Solutions, Novel Staffing, and the Patriot Group's 2012 Engineering & IT Professional Career Fair**, Feb. 22, 1:30 p.m. – 4:30 p.m., Four Points by Sheraton, 8110 Aero Drive, San Diego. For more information call 619-277-9099.

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