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# The San Diego Workforce Report

## A San Diego Labor Market Snapshot

Workforce Edition

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- The local unemployment rate dips slightly.
- Local hiring shows some traction.
- Tips for dealing with the interview jitters.

### August Unadjusted Unemployment Rates

	August 2012	July 2012 (revised)	June 2012
San Diego County	9.0%	9.3%	9.3%
State of California	10.4%	10.9%	10.7%
United States	8.2%	8.6%	8.4%

Source: EDD Monthly Press Release, Sept. 21, 2012

### August unemployment stats:

- The County's unemployment rate, 9.0%, is one and three-tenths of a percent lower than the 10.3% of August '11.
  - The number of unemployed - 143,900 - is down 5,900 from July, and down 19,100 from August '11.
  - National City's unemployment rate – 17.2%, - is the highest in the County, followed by Imperial Beach at 14.4%. Del Mar's rate of 4.6% is the lowest.
  - The state-wide rate of 10.4% is one and five-tenths of a percent lower than August '11 – 11.9%.
  - Marin County had the lowest rate in the state dipping to 6.3%; Imperial County's rate remained the highest at 29.9%. Los Angeles County stood at 11.2 %, while Orange County slipped to 7.7%. The Silicon Valley rate remained at 8.6%.
  - Six counties throughout the state had rates less than 8%; 26 counties had rates between 8 – 12%; 25 counties had rates between 12% – 18%; and only Imperial County was above 18%.
  - The national unemployment rate of 8.2% is nine-tenths below the August '11 rate. The high-tech metropolitan areas of Boston continued inching upward to 6.3%, while metro San Antonio rate dipped to 6.7%. (EDD Monthly Press Release, Sept. 21, 2012; EDD Monthly Report 400 C, Sept. 21, 2012; U.S. Bureau of Labor Statistics, Economic News Release, Sept. 26, 2012)
  - **The hospitality and visitor services sectors** comprise a substantial part of the local economy so employment opportunities abound -- temporary, full- and part-time. According to industry experts, applicants possessing two traits, appearance and attitude, are most likely to be hired. Employers look for candidates with a great personality, intelligence (common sense to problem solve on their own), and an impeccable appearance. Candidates do not have to be physically beautiful, but must pay close attention to appearance and hygiene, including hiding tattoos. Since these sectors are customer service driven, it is important to possess a winning personality to please clients. Patience and tolerance are added traits employers seek as well as applicants who are good at multitasking and exude a professional attitude with a high level of energy. (azcentral.com, Sept. 23, 2012)
  - **K2Systems of Germany is expanding its solar mounting systems manufacturing operations** to the county with the opening of its U.S. division, Everest Solar Systems LLC, in Oceanside. By the end of the year Everest will have ten employees with plans to double that by the middle of next year. Everest joins other solar companies (Soitec, OneRoof Energy, American Solar Direct, and Kyocera Corp.) attracted to the region. (San Diego Business Journal, Sept. 17, 2012)
  - **Medical device developer Tandem Diabetes Care Inc.**, a San Diego-based company, is expanding the marketing of its t:slim Insulin Pump, which is the approximate size of a smart phone but operates more efficiently than traditional insulin pumps and possesses more advanced features. Currently, a staff of 22 sales people and educators service customers but Tandem is expecting to expand its staff substantially by the first quarter of 2013, eventually quadrupling the current staff size. (San Diego Business Journal, Sept. 17, 2012)
  - **BAE Systems Ship** repair operations in Barrio Logan is planning to hire 50 to 60 people to work on the
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USS John Paul Jones, a navy destroyer. Upgrades to the destroyer are planned to take at least six months. (San Diego Business Journal, Sept. 17, 2012)

- **California Pacific Airlines**, a new locally based air carrier offering daily flights out of and based at McClellan–Palomar Airport in Carlsbad, is accepting resumes for flight attendants and dispatchers. Information is available on the carrier’s website, [www.flycpair.com](http://www.flycpair.com). (sdbj.com, Sept. 19, 2012)
- **Jensen Meat Co.**, a supplier of meat to restaurants, hotels, and schools, will hire 150 new workers as well as retain 100 current employees as a result of its expansion to the Otay Mesa area-enterprise zone. The company was being wooed by Colorado and Texas for relocation but tax credits available in an enterprise zone for employees’ wages and equipment purchases convinced the company to relocate to the South Bay from Vista. (sdbj.com, Sept. 21, 2012)
- **Toys R Us** plans on hiring 45,000 seasonal workers to staff its stores and to help fulfill its expanded customer services such as shipping online purchases for the upcoming holiday season. This is nearly a 13 percent increase from the 40,000 temporary workers hired in 2011. (azcentral.com, Sept. 26, 2012)
- **Kohl’s Department stores plans to hire more than 52,000 holiday workers** nationwide this season, up ten percent from last year. Kohl’s expects to hire an average of 41 employees per store. (usatoday.com, Sept. 18, 2012)
- **According to the recent Manpower Employment Outlook Survey, one out of six employers in San Diego County plans on adding to their staff** during the fourth quarter of the year,. The study of 120 companies within the county also found that 14 percent of them plan to decrease their staff size in the final three months. “We’re not losing ground, but we’re not gaining ground in the way we wanted,” said Phil Blair CEO of Manpower San Diego. (U-T San Diego, Sept. 13, 2012)
- **Tips for beating interview jitters:** practice, practice, practice. Have a family member or friend give you practice interview questions. Prepare the questions that you want to ask, but do not ask about salary or benefits. But do ask for a business card for later contact information and for sending a thank you note. Give yourself credit, realize that you have cleared several major hurdles and made it to the interview stage. Be honest; let the interviewer know that you are a bit nervous about landing the job you really want. (U-T San Diego, Sept. 16, 2012)

### **Pluses:**

- **During August five non-farm sectors reported job growth that resulted in a net addition of 900 jobs.** Trade, transportation, and utilities had the largest growth, +1,300 jobs. Leisure and hospitality added 1,200 while other services and government added 800 jobs each. Construction grew by 300 jobs. (EDD Press Release, Sept. 21, 2012)
- **Between August 2011 and August 2012 total non-farm employment gained 30,300 jobs, a 2.5 percent increase.** Professional and business services posted the greatest over-the-year gain, adding +6,300 jobs. Educational and health services added +5,200 jobs, while leisure and hospitality added +4,500, and government, +5,000. Financial activities added +3,100 and construction grew by +1,100. (EDD Press Release, Sept. 21, 2012)

### **Minuses:**

- **In August**, the following non-farm sectors experienced job losses that contributed to having just 900 jobs added to the local employment rolls. Professional and business services led with a decline of -3,100 jobs, while manufacturing dropped -700, and educational and health services dropped -100. (EDD Press Release, Sept. 21, 2012)
- **Between August 2011 and August 2012**, just two sectors in the County experienced job losses, which were led by manufacturing, -700, and information, -100. (EDD Press Release, Sept. 21, 2012)

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