3 Community and Social Service Occupations
in San Diego-Chula Vista-Carlsbad, CA

Contents

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

3 Occupations

21-1013 Marriage and Family Therapists	21-1012 Educational, Guidance, and Career
21-1018 Substance Abuse, Behavioral Disorder, and	Counselors and Advisors
Mental Health Counselors	

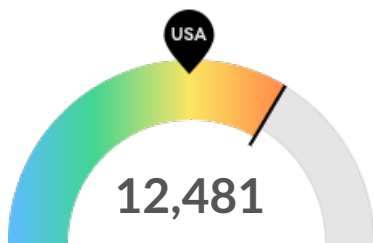## 1 MSA

41740   San Diego-Chula Vista-Carlsbad, CA

Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical area.
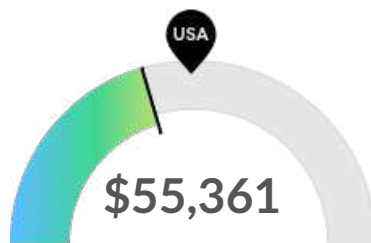
Executive Summary

## Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs

12,481
Jobs (2023)

San Diego-Chula Vista-Carlsbad, CA is a hotspot for this kind of job. The national average for an area this size is 7,773* employees, while there are 12,481 here.

$55,361
Compensation

Earnings are about average in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is $57,154, compared to $55,361 here.
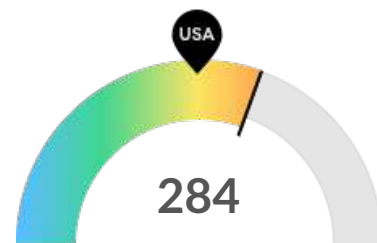
284
Job Posting Demand

Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 209* job postings/mo, while there are 284 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

An average area of this size typically has 7,773* jobs, while there are 12,481 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.
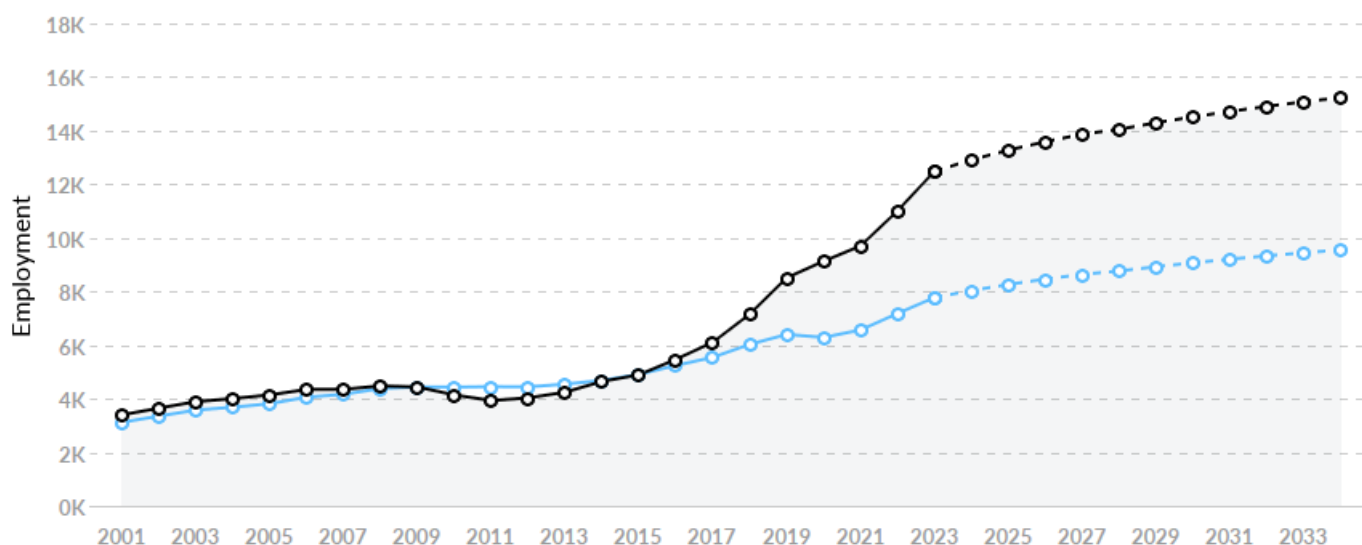
	Region	2023 Jobs	2024 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	12,481	12,909	428	3.4%
●	National Average	7,773	8,035	262	3.4%

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown
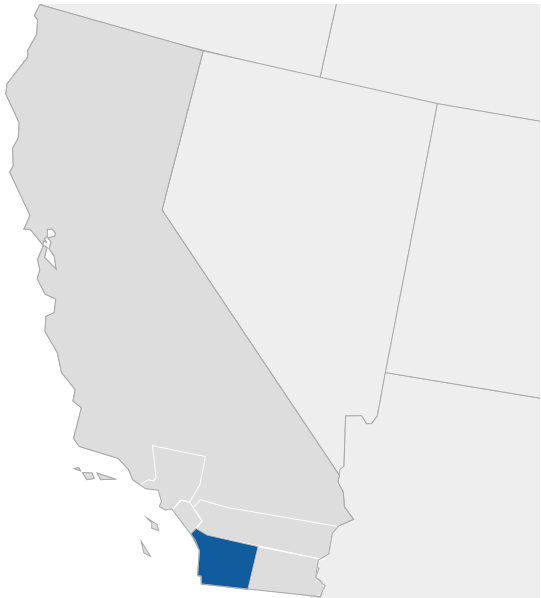
County	2023 Jobs
San Diego County, CA	12,481

Most Jobs are Found in the Individual and Family Services Industry Sector

Industry	% of Occupation in Industry (2023)
● Individual and Family Services	20.2%
● Education and Hospitals (Local Government)	17.8%
● Offices of Other Health Practitioners	16.1%
● Outpatient Care Centers	10.2%
● Education and Hospitals (State Government)	8.4%
● Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	5.7%
● Other	21.6%

Compensation

Regional Compensation Is 3% Lower Than National Compensation

For your occupations, the 2023 median wage in San Diego-Chula Vista-Carlsbad, CA is $55,361, while the national median wage is $57,154.
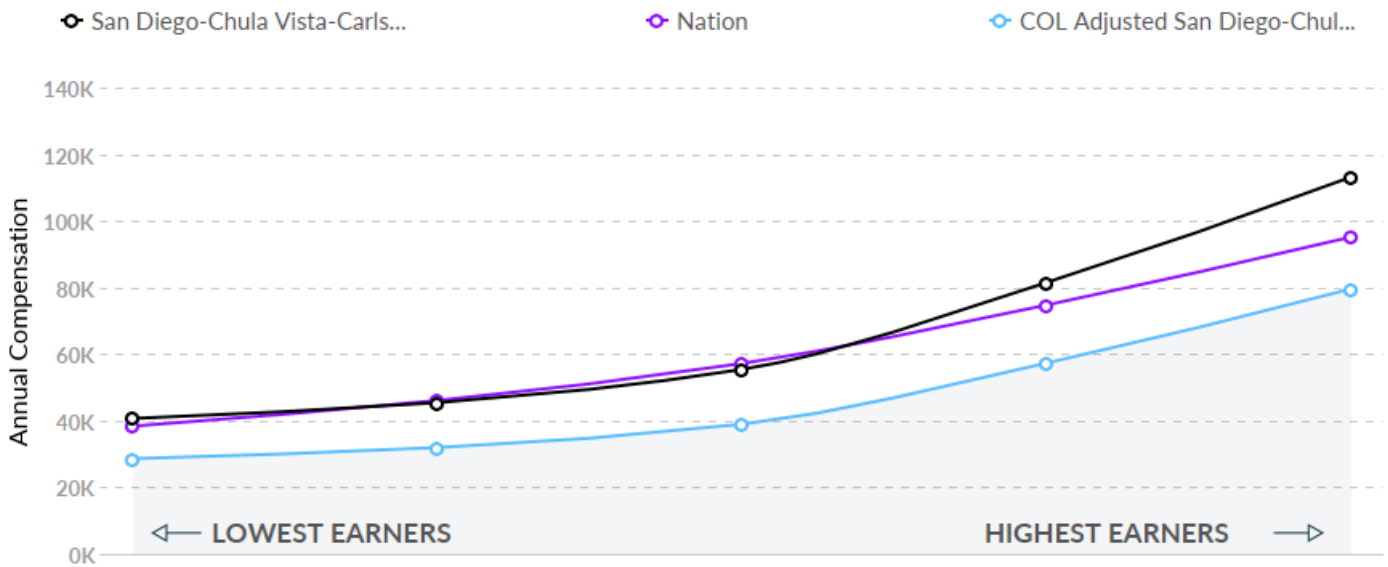
Job Posting Activity

5,118 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2024.

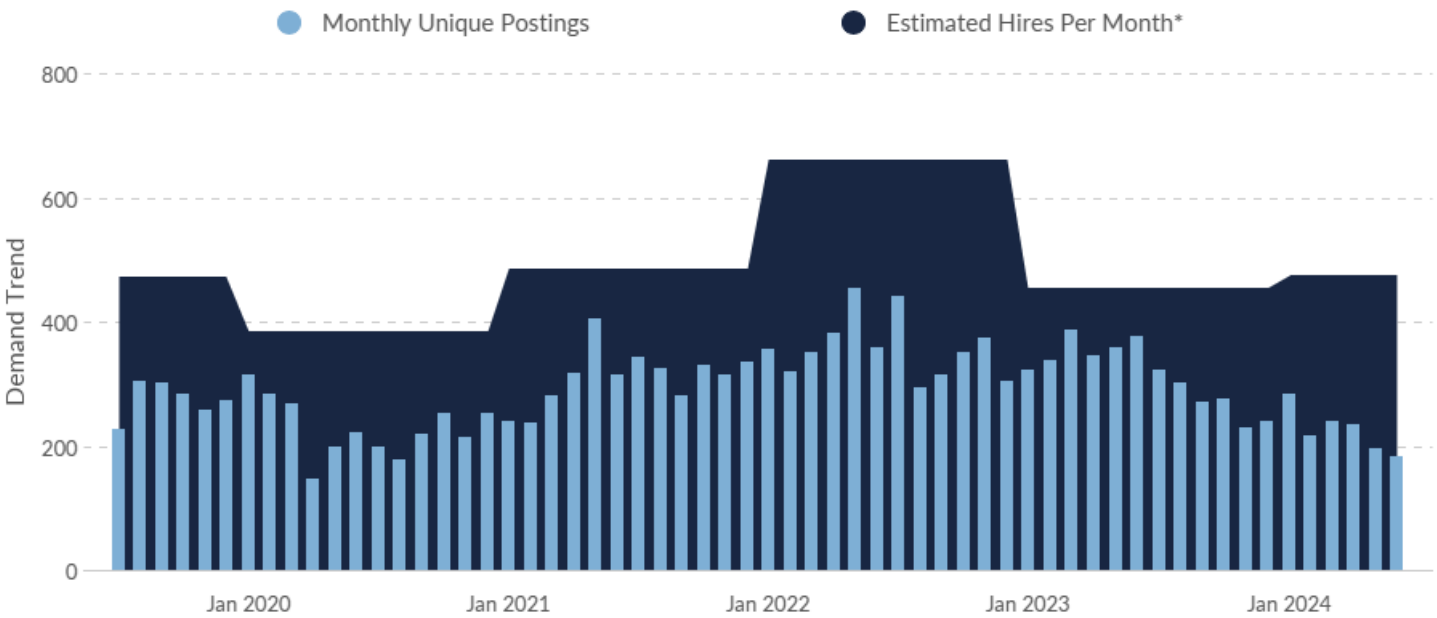**669 Employers Competing**

All employers in the region who posted for this job from Jan 2023 to Jun 2024.

29 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.

● Monthly Unique Postings   ● Estimated Hires Per Month*

Occupation	Avg Monthly Postings (Jan 2023 - Jun 2024)	Avg Monthly Hires (Jan 2023 - Jun 2024)
Educational, Guidance, and Career Counselors and Advisors	92	109
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	121	188
Marriage and Family Therapists	71	164

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

| Top Companies	Unique Postings		Top Job Titles	Unique Postings	
Community Research Foundation	287		Mental Health Counselors	322	
Guideline Healthcare	175		Licensed Marriage and Family Th…	242	
Leidos	150		Behavior Therapists	222	
University of California	146		Mental Health Therapists	217	
Maxim Healthcare Services	101		Counselors	159	
California State University	97		Job Coaches	123	
LifeStance Health	87		Military and Family Life Counsel…	103	
Sharp Healthcare	85		Behavioral Interventionists	75	
Cortica	79		Licensed Mental Health Therapi…	73	
Kaiser Permanente	75		Substance Use Disorder Counse…	68	

Top Distinguishing Skills by Demand

An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.
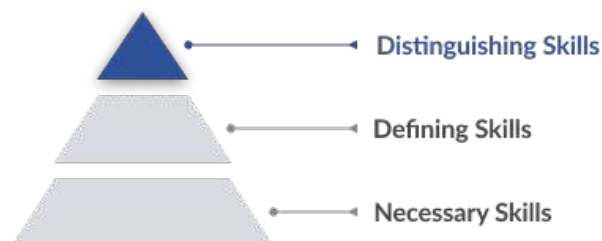
Distinguishing Skills

Defining Skills

Necessary Skills

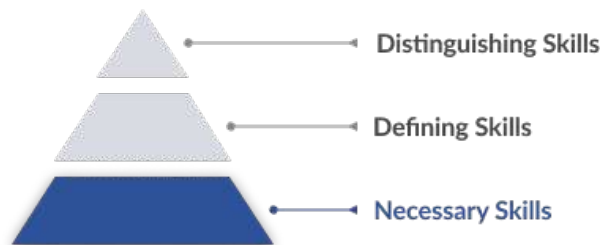| Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Behaviour Therapy	❌	341	+10.1%	Growing
Cognitive Behavioral Therapy	❌	232	+1.6%	Lagging
Community Mental Health Services	✅	215	+6.2%	Stable
Clinical Psychology	❌	181	+8.7%	Growing
Substance Dependence	❌	154	+4.5%	Stable
Psychoeducation	❌	153	+7.7%	Stable
Career Counseling	❌	110	+11.1%	Growing
Certified Alcohol And Drug Counselor (CADC)	❌	104	+1.2%	Lagging
Licensed Master Social Worker	❌	97	+21.2%	Rapidly Growing
Licensed Independent Social Worker	❌	95	+9.9%	Growing

Top Defining Skills by Demand

An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.
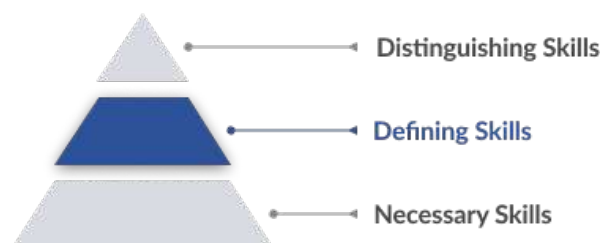
Distinguishing Skills

Defining Skills

Necessary Skills

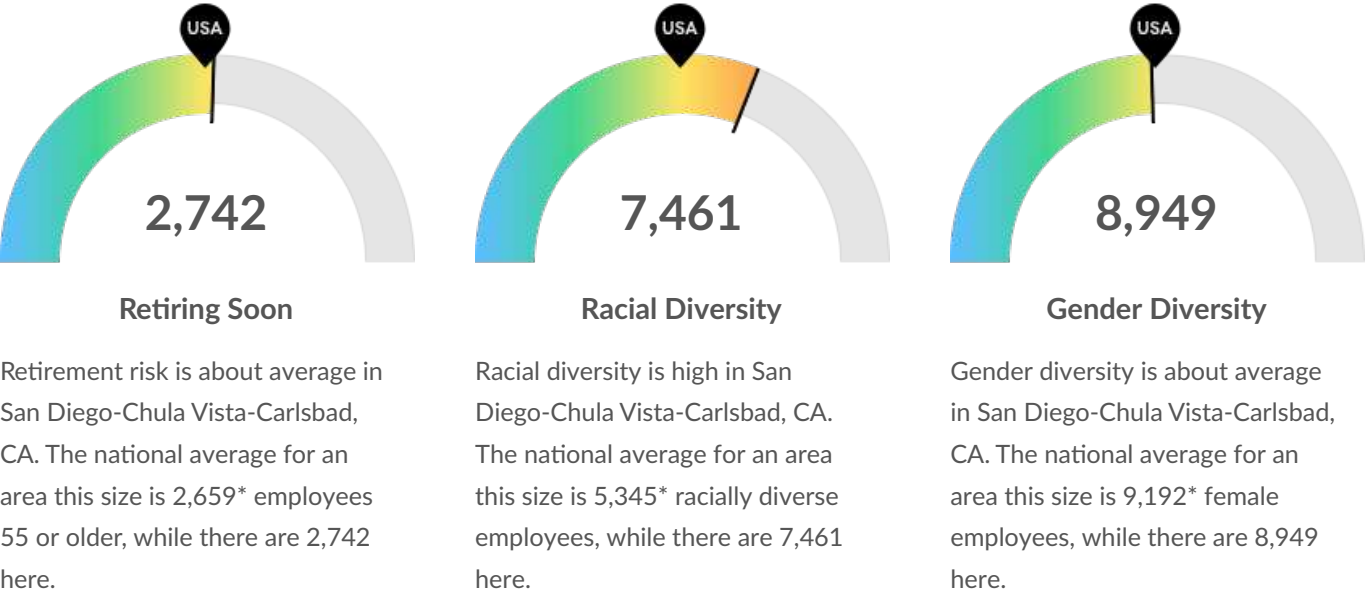| Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Mental Health	✅	1,767	+13.2%	Growing
Psychology	❌	1,741	+6.8%	Stable
Treatment Planning	❌	1,449	+6.7%	Stable
Social Work	❌	1,284	+9.7%	Growing
Behavioral Health	❌	1,211	+10.0%	Growing
Licensed Clinical Social Worker (LCSW)	❌	1,047	+8.9%	Growing
Licensed Marriage And Family Therapist (LMFT)	❌	963	+5.4%	Stable
Licensed Professional Clinical Counselor	❌	786	+9.0%	Growing
Family Therapy	❌	708	+1.8%	Lagging
Substance Abuse	❌	598	+17.4%	Growing

Top Necessary Skills by Demand

An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.

Distinguishing Skills

Defining Skills

Necessary Skills

Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Psychology	❌	1,741	+6.8%	Stable
Valid Driver's License	❌	1,400	+7.5%	Stable
Social Work	❌	1,284	+9.7%	Growing
Case Management	❌	999	+9.4%	Growing
Crisis Intervention	❌	945	+11.7%	Growing
Substance Abuse	❌	598	+17.4%	Growing
Discharge Planning	❌	472	+14.6%	Growing
Medical Records	❌	458	+12.5%	Growing
Psychiatry	❌	419	+18.8%	Growing
Trauma Care	❌	350	+11.9%	Growing

Demographics

Retirement Risk Is About Average, While Overall Diversity Is High

2,742

Retiring Soon

Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,659* employees 55 or older, while there are 2,742 here.

7,461

Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 5,345* racially diverse employees, while there are 7,461 here.

8,949

Gender Diversity

Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 9,192* female employees, while there are 8,949 here.
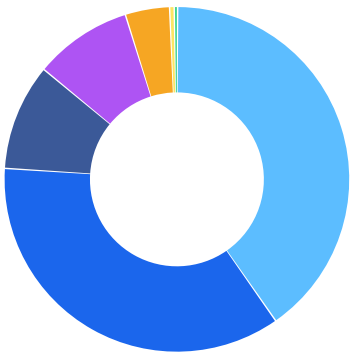
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

	% of Jobs	Jobs
14-18	0.2%	28
19-24	6.4%	803
25-34	28.1%	3,508
35-44	23.9%	2,984
45-54	19.4%	2,416
55-64	14.3%	1,784
65+	7.7%	957
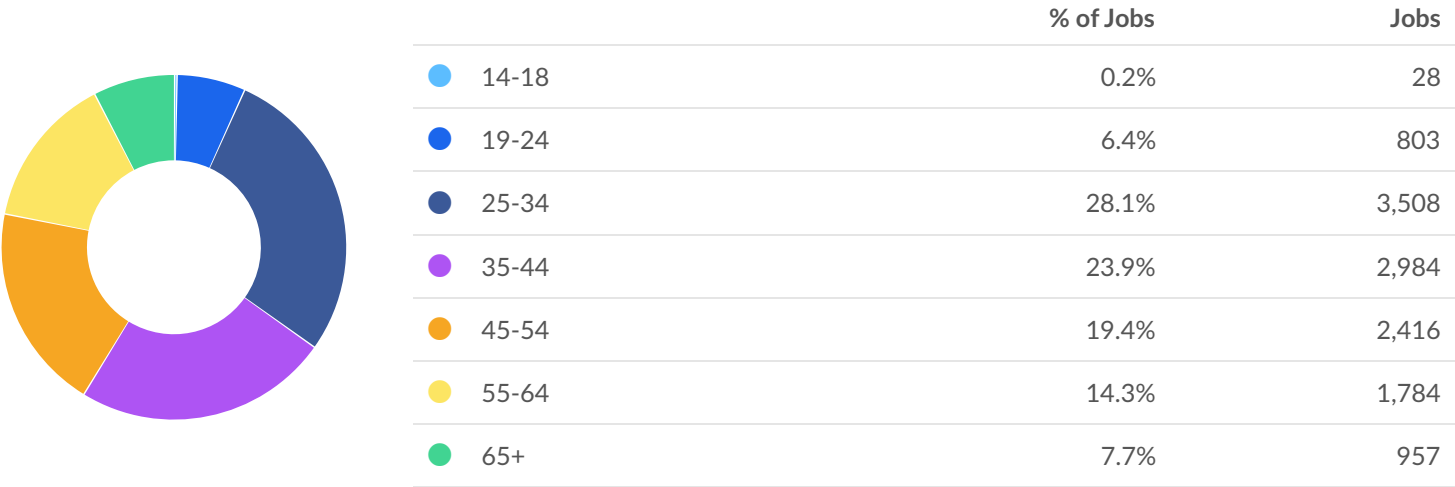
Occupation Race/Ethnicity Breakdown

		% of Jobs	Jobs
●	White	40.2%	5,020
●	Hispanic or Latino	35.7%	4,459
●	Asian	10.0%	1,244
●	Black or African American	9.2%	1,146
●	Two or More Races	4.2%	518
●	Native Hawaiian or Other Pacific Islander	0.4%	53
●	American Indian or Alaska Native	0.3%	40

Occupation Gender Breakdown
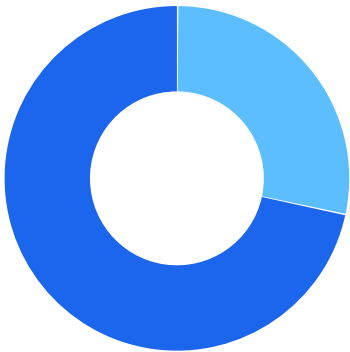
		% of Jobs	Jobs
●	Males	28.3%	3,532
●	Females	71.7%	8,949

Occupational Programs

14 Programs

Of the programs that can train for this job, 14 have produced completions in the last 5 years.

8,228 Completions (2023)

The completions from all regional institutions for all degree types.

1,318 Openings (2023)

The average number of openings for an occupation in the region is 256.

CIP Code	Top Programs	Completions (2023)	
42.0101	Psychology, General	3,440	
45.1101	Sociology, General	1,128	
42.2814	Applied Behavior Analysis	824	
45.1001	Political Science and Government, General	777	
51.1505	Marriage and Family Therapy/Counseling	511	
44.0701	Social Work	324	
13.1101	Counselor Education/School Counseling and Guidance Serv…	312	
19.0701	Human Development and Family Studies, General	248	
44.0000	Human Services, General	242	
51.1599	Mental and Social Health Services and Allied Professions, O…	158	

Top Schools	Completions (2023)	
San Diego State University	1,354	
National University	1,322	
Ashford University	1,171	
California State University-San Marcos	916	
University of California-San Diego	817	
Northcentral University	486	
Southwestern College	412	
University of San Diego	256	
San Diego City College	236	
Alliant International University-San Diego	214	

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Lightcast's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.