



# Labor Market Analysis for Program Recommendation Diagnostic Medical Sonography (DMS) Occupations Santa Cruz and Monterey Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Associate Program

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Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage-\$57 Mid-Career Hourly Wage-\$76  Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 136 Supply: 86 (63% of Demand is Met) Gap: 50  In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Santa Cruz and Monterey Subregion	Entry Level Hourly Wage- \$48 Mid-Career Hourly Wage-\$59  Mid-Career Hourly Wage at or above the Subregion Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 8 Supply: 0 (0% of Demand is Met) Gap: 8  In-Demand? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

**Note:** An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand **and** the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

## Recommendation

Based on the labor market data, we recommend this proposed program. The occupations meet both the Bay Region and Santa Cruz and Monterey subregion living wage at the entry and mid-career levels. An additional 50 students are needed in the Bay Region and 8 students in the Santa Cruz and Monterey subregion to complete their program. Lastly, only 63% of labor market demand is being met in the Bay Region, and 0% of demand is being met in the Santa Cruz and Monterey subregion overall.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1227.00 - Diagnostic Medical Sonography programs in the state and region. It is recommended that this data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at subregion in the state and region.

This report profiles Diagnostic Medical Sonography (DMS) Occupations in the 12 county Bay Region and in the Santa Cruz and Monterey subregion. This report includes middle-skill occupations that require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

- Diagnostic Medical Sonographers (29-2032):** Produce ultrasonic recordings of internal organs for use by physicians. Includes, vascular technologists.
  - Typical Entry-Level Educational: Associate's degree
  - Skill Level: Middle-Skill
  - Work Experience Required: None
  - Percentage of individuals 25+ with an associate degree, certificate, or some post-secondary coursework as their highest level of education attainment: 44%

## Occupational Demand

**Table 1. Employment Outlook for Diagnostic Medical Sonography (DMS) Occupations in the Bay Region**

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Diagnostic Medical Sonographers	2,103	2,244	141	7%	678	136	\$57	\$76
<b>Total</b>	<b>2,103</b>	<b>2,244</b>	<b>141</b>	<b>7%</b>	<b>678</b>	<b>136</b>	<b>\$57</b>	<b>\$76</b>

Source: Lightcast 2026.1

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Diagnostic Medical Sonography (DMS) Occupations in the Santa Cruz and Monterey Subregion**

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Diagnostic Medical Sonographers	116	128	12	11%	42	8	\$48	\$59
<b>Total</b>	<b>116</b>	<b>128</b>	<b>12</b>	<b>10%</b>	<b>42</b>	<b>8</b>	<b>\$48</b>	<b>\$59</b>

Source: Lightcast 2026.1

Santa Cruz and Monterey Subregion includes Monterey, San Benito, Santa Cruz Counties

## Job Postings in the Bay Region and Santa Cruz and Monterey Subregion

**Table 3. Number of Job Postings by Occupation for the latest 12 months**

Occupation	Bay Region	Santa Cruz and Monterey
Diagnostic Medical Sonographers	1,502	179

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

**Table 4a. Top Job Titles in Job Postings for Diagnostic Medical Sonography (DMS) Occupations in the Bay Region**

Title	Bay	Title	Bay
Travel Ultrasound Technologists	414	Travel Ultrasound Technologists/Sonographers	22
Sonographers	259	Radiology Technologists	19
Ultrasound Technologists	130	Echocardiographers	19
Ultrasound Technicians	113	Medical Sonographers	18
Travel Ultrasound Sonographers	56	Maternal Fetal Medicine Specialists	17
Ultrasound Sonographers	55	Medical Imaging Technologists	16
Ultrasonographers	41	Perinatal Sonographers	16
Vascular Sonographers	37	Sonography Technologists	13
Diagnostic Sonographers	32	Diagnostic Medical Sonographers	12

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

**Table 4b. Top Job Titles in Job Posting for Diagnostic Medical Sonography (DMS) Occupations in the Santa Cruz and Monterey Subregion**

Title	Bay	Title	Santa Cruz and Monterey
Travel Ultrasound Technologists	62	Diagnostic Sonographers	3
Sonographers	36	Diagnostic Medical Sonographers	2
Travel Ultrasound Sonographers	16	Vascular Technicians	2
Ultrasonographers	10	Vascular Ultrasound Technologists	2
Ultrasound Technicians	10	Ultrasound Sonographers	2
Ultrasound Technologists	9	Registered Diagnostic Medical Sonographers	1
Vascular Sonographers	8	Travel Mammographer Technicians	1
Sonography Technologists	5	Obstetrics Technicians	1
Travel Ultrasound Technologists/Sonographers	4	Echocardiographers	1

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

## Industry Concentration

**Table 5. Industries Hiring for Diagnostic Medical Sonography (DMS) Occupations in the Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
General Medical and Surgical Hospitals	681	670	-2%	32%
Offices of Physicians (except Mental Health Specialists)	315	330	5%	15%
Hospitals (Local Government)	258	298	16%	13%
HMO Medical Centers	220	264	20%	11%
Medical Laboratories	241	239	-1%	11%
Hospitals (State Government)	92	112	22%	5%
Diagnostic Imaging Centers	49	54	10%	2%
All Other Outpatient Care Centers	44	57	29%	2%
Freestanding Ambulatory Surgical and Emergency Centers	26	30	17%	1%
Temporary Help Services	22	22	1%	1%

Source: Lightcast 2026.1

**Table 6. Top Employers Posting Diagnostic Medical Sonography (DMS) Occupations in the Bay Region and the Santa Cruz and Monterey Subregion**

Employer	Bay	Employer	Santa Cruz and Monterey
Sutter Health	77	Talent4Health	16
Medical Solutions Allied	63	Vetted Health	9
Williamson Health Rehabilitation Limited	50	CommonSpirit Health	8
AMN Healthcare	47	Aya Healthcare	7
Kaiser Permanente	47	Cross Country Healthcare	7
Aya Healthcare	38	Internal Data Resources	7

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

### Educational Supply

There is one community college in the Bay Region issuing 4 awards on average annually (last 3 years ending 2023-24) on TOP 1227.00 - Diagnostic Medical Sonography. In the Santa Cruz and Monterey subregion, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing 82 awards on average annually (last 3 years ending 2022-23) on CIP 51.0910- Diagnostic Medical Sonography/Sonographer and Ultrasound Technician.

**Table 7a. Community College Awards on TOP 1227.00 - Diagnostic Medical Sonography in the Bay Region**

College	Subregion	Associate Degree	Total
Foothill	Silicon Valley	4	4

College	Subregion	Associate Degree	Total
<b>Total</b>	-	<b>4</b>	<b>4</b>

Source: Data Mart

Note: The annual average for awards is 2021-22 to 2023-24.

**Table 7b. Other CTE Institutions Awards on CIP 51.0910- Diagnostic Medical Sonography/Sonographer and Ultrasound Technician. in the Bay Region**

College	Subregion	Associate degree	Total
Gurnick Academy of Medical Arts	Mid-Peninsula	82	82
<b>Total</b>	-	<b>82</b>	<b>82</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

### Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 136 annual openings for the Diagnostic Medical Sonography (DMS) occupational cluster and 86 annual (3-year average) awards for an annual undersupply of 50 students. In the Santa Cruz and Monterey subregion, there is also a gap with 8 annual openings and no annual (3-year average) awards for an annual undersupply of 8 students.

### Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1227.00 - Diagnostic Medical Sonography**

Metric Outcomes	Bay All CTE Program	State 1227.00	Bay 1227.00	Santa Cruz and Monterey 1227.00
Students with a Job Closely Related to Their Field of Study	75%	100%	NA	NA
Median Annual Earnings for SWP Exiting Students	\$58,379	\$73,239	\$107,635	NA
Median Change in Earnings for SWP Exiting Students	31%	123%	56%	NA
Exiting Students Who Attained the Living Wage	50%	73%	71%	NA

Source: DataVista Program Median of 2020 to 2022.

### Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Diagnostic Medical Sonography (DMS) Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Medical Ultrasonography	1,435	Doppler Ultrasonography	123
Radiology	499	Patient Preparation	122
Obstetrics And Gynaecology	424	Electronic Medical Record	118
Anatomy	305	Gynecology	114

Skill	Posting	Skill	Posting
Pathology	249	Epic EMR	113
Physiology	177	Health Assessment	108
Pediatrics	171	Fetal Echocardiography	107
Diagnostic Medical Sonography	163	Maternal-Fetal Medicine	106
Medical Terminology	129	Patient Positioning	101
Medical Records	125	Effective Communication	96

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

**Table 10. Certifications in Job Postings for Diagnostic Medical Sonography (DMS) Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Basic Life Support (BLS) Certification	684	Advanced Cardiovascular Life Support (ACLS) Certification	21
American Registry for Diagnostic Medical Sonography (ARDMS) Certification	590	ARRT Vascular Sonography (VS) Certification	11
ARRT Sonography (S) Certification	48	American Red Cross (ARC) Certification	7
Cardiopulmonary Resuscitation (CPR) Certification	41	Neonatal Resuscitation Program Certification (NRP)	7

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

**Table 11. Education Requirements for Diagnostic Medical Sonography (DMS) Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	91	42%
Associate degree	72	33%
Bachelor's degree & higher	52	24%

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Note: 88% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

## Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

## Definitions

**Demand** refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by [new hires](#) due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2024 to 2029) by five years.

**Supply** refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

**Living wage** refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

**Entry-level** wages are the hourly earnings paid to workers who are newly entering an occupation.

**Mid-career wages** are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

## Sources

O\*Net Online

Lightcast

CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

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