



# NORTH REGION

SAN DIEGO COUNTY

JUNE 2021

# Subregional Profile



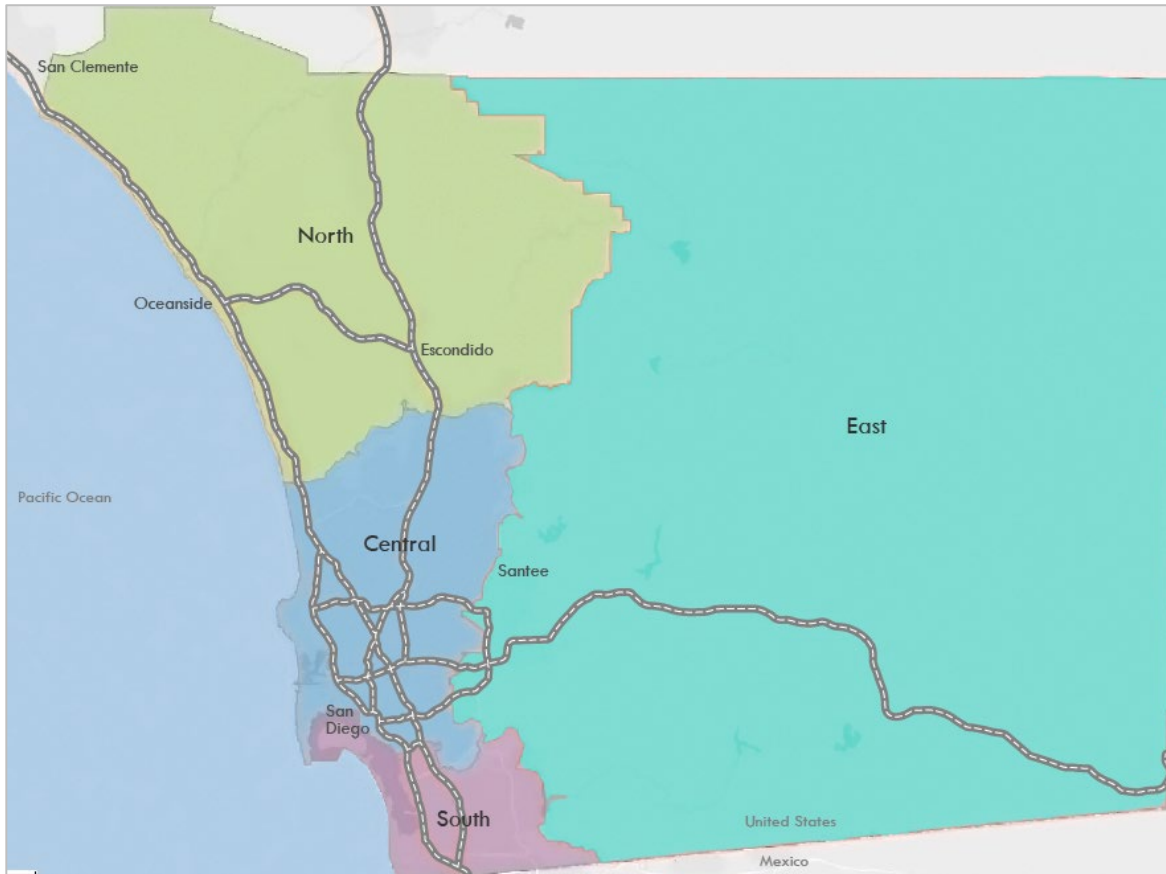
## Table of Contents

<b>Introduction .....</b>	<b>3</b>
<b>Fast Facts About the North Region .....</b>	<b>6</b>
<b>Demographics .....</b>	<b>7</b>
Age.....	9
Ethnicity .....	10
<b>Industries .....</b>	<b>11</b>
<b>Jobs.....</b>	<b>13</b>
<b>Top Jobs with High Entry-Level Earnings.....</b>	<b>16</b>
<b>Online Job Postings .....</b>	<b>23</b>
<b>Businesses .....</b>	<b>24</b>
<b>Technical Skills .....</b>	<b>26</b>
<b>Soft Skills .....</b>	<b>28</b>
<b>Certifications and Qualifications .....</b>	<b>30</b>

# Introduction

This subregional profile highlights demographics, industries, and occupations in the North Region of San Diego County. The San Diego-Imperial Center of Excellence for Labor Market Research (COE) categorizes San Diego County into four major subregions: Central, East, North, and South (Exhibit 1). The purpose of this brief is to assist the San Diego-Imperial COE's stakeholders in developing strategic plans to support the occupational demand and workforce needs of employers in the North Region.

**Exhibit 1: San Diego County's Four Regions**



## Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

For the purpose of this report, the North Region is defined by the following zip codes (Exhibit 2). The information, exhibits, and analyses in this brief will be based on these zip codes.<sup>1</sup>

**Exhibit 2: San Diego County's North Region by Zip Codes**

Zip Code	Area	Zip Code	Area
91916	Descanso	92051	Oceanside
91962	Pine Valley	92054	Oceanside
92003	Bonsall	92055	Camp Pendleton
92004	Borrego Springs	92056	Oceanside
92007	Cardiff by the Sea	92057	Oceanside
92008	Carlsbad	92058	Oceanside
92009	Carlsbad	92059	Pala
92010	Carlsbad	92061	Pauma Valley
92011	Carlsbad	92064	Poway
92013	Carlsbad	92065	Ramona
92014	Del Mar	92066	Ranchita
92018	Carlsbad	92067	Rancho Santa Fe
92023	Encinitas	92068	San Luis Rey
92024	Encinitas	92069	San Marcos
92025	Escondido	92070	Santa Ysabel
92026	Escondido	92071	Santee
92027	Escondido	92075	Solana Beach
92028	Fallbrook	92078	San Marcos
92029	Escondido	92079	San Marcos
92030	Escondido	92081	Vista
92033	Escondido	92082	Valley Center
92036	Julian	92083	Vista
92040	Lakeside	92084	Vista
92046	Escondido	92085	Vista
92049	Oceanside	92088	Fallbrook

<sup>1</sup> The backbone of ZIP-level data is EMSI county-level data, which is built using the U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW) dataset, the most complete source of employment data available in the United States ([kb.emsidata.com/methodology/how-does-ems-create-zip-level-employment-data/](http://kb.emsidata.com/methodology/how-does-ems-create-zip-level-employment-data/)). Strictly speaking, ZIP codes are not geographical areas. They are a construct used by the Postal Service to define carrier routes. While many ZIP codes can be approximated using geographical boundaries, many are points on a map ([kb.emsidata.com/faq/why-dont-all-my-zip-codes-appear-on-a-report-with-a-map/](http://kb.emsidata.com/faq/why-dont-all-my-zip-codes-appear-on-a-report-with-a-map/)).

Zip Code	Area
92091	Rancho Santa Fe
92096	San Marcos
92121	San Diego
92126	San Diego
92127	San Diego

Zip Code	Area
92128	San Diego
92129	San Diego
92130	San Diego
92131	San Diego

**Data Source**

The data presented in this report was derived from EMSI's Analyst program. The dataset is 2021.01.

# Fast Facts About the North Region

Exhibit 3: Fast Facts About the North Region



**1,444,829**

Total Population  
(2020)

The North Region had a population of 1,444,829 in 2020, and this number is projected to increase by three percent over the next 10 years. The zip code with the highest projected population growth is Borrego Springs (92004).



**772,594**

Total Jobs  
(2020)

The North Region's total number of jobs in 2020 was 772,594. The zip code with the most jobs was 92121 (San Diego).



**5%**

10-Year Projected  
Job Growth  
(2020-2030)

Between 2020 and 2030, the number of jobs is projected to increase by five percent in the North Region. The zip code with the most annual job openings is projected to be 92121 (San Diego).



**\$80,993**

Subregional Avg.  
Earnings Per Job (2020)  
National Avg. Earnings  
Per Job (2020):  
\$70,917

In the North Region, average earnings were estimated at \$80,993 in 2020, which is higher than the national average reported across industries.

## Demographics

In 2020, the North Region had a population of 1,444,829 residents (Exhibit 4a). Over the next 10 years, the population is expected to increase by 42,341 residents, or three percent. The zip code with the highest growth rate is expected to be 92004 (Borrego Springs) (Exhibit 4b).

**Exhibit 4a: Total Population and Projected Percentage Change in the North Region, 2020-2030**



Total Population, 2020	Total Population, 2030	Projected % Change
1,444,829	1,487,170	3%

**Exhibit 4b: Total Population and Projected Percentage Change by Zip Code in the North Region, 2020-2030**

Zip Code and Area	2020 Population	2030 Population	Projected % Change
92126 San Diego	82,465	86,511	5%
92057 Oceanside	58,372	60,497	4%
92071 Santee	57,650	58,246	1%
92130 San Diego	57,448	58,674	2%
92058 Oceanside	55,713	55,402	-1%
92027 Escondido	53,902	55,986	4%
92056 Oceanside	53,806	56,042	4%
92129 San Diego	52,872	54,708	3%
92026 Escondido	51,851	53,968	4%
92078 San Marcos	50,826	52,873	4%
92127 San Diego	50,276	52,277	4%
92084 Vista	49,651	51,183	3%
92024 Encinitas	49,229	49,989	2%
92064 Poway	48,782	50,093	3%
92128 San Diego	48,126	50,277	4%
92025 Escondido	48,107	49,722	3%
92040 Lakeside	47,070	47,624	1%
92069 San Marcos	47,038	48,975	4%
92009 Carlsbad	46,764	47,301	1%
92028 Fallbrook	44,159	46,128	4%
92131 San Diego	37,411	38,510	3%
92065 Ramona	37,371	37,909	1%
92083 Vista	36,888	37,882	3%
92054 Oceanside	36,580	37,527	3%
92081 Vista	28,138	28,600	2%
92008 Carlsbad	24,802	25,332	2%
92011 Carlsbad	22,536	23,110	3%
92082 Valley Center	20,371	21,047	3%
92010 Carlsbad	17,734	18,032	2%
92029 Escondido	17,693	18,249	3%

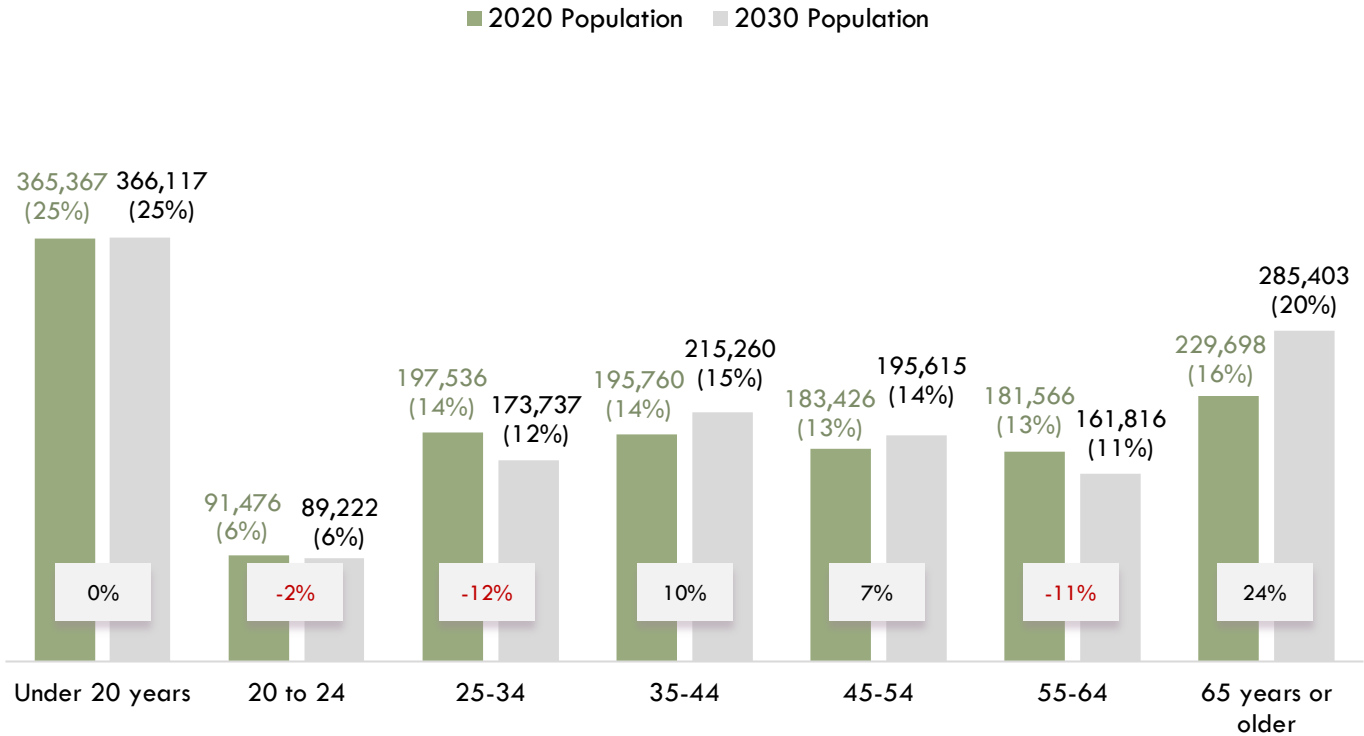
Zip Code and Area	2020 Population	2030 Population	Projected % Change
92014 Del Mar	13,668	14,040	3%
92075 Solana Beach	13,018	13,322	2%
92007 Cardiff By The Sea	10,844	10,988	1%
92067 Rancho Santa Fe	9,412	9,620	2%
92003 Bonsall	6,714	6,975	4%
92061 Pauma Valley	4,221	4,393	4%
92121 San Diego	4,035	4,111	2%
92023 Encinitas	3,611	3,688	2%
92033 Escondido	3,363	3,479	3%
92052 Oceanside	3,275	3,371	3%
91916 Descanso	3,195	3,175	-1%
92088 Fallbrook	3,045	3,148	3%
92085 Vista	2,975	3,102	4%
92079 San Marcos	2,961	3,106	5%
92036 Julian	2,917	2,984	2%
92046 Escondido	2,816	2,931	4%
92051 Oceanside	2,669	2,762	4%
92018 Carlsbad	2,412	2,496	4%
92030 Escondido	2,362	2,504	6%
92086 Warner Springs	2,140	2,259	6%
92091 Rancho Santa Fe	1,873	1,897	1%
92004 Borrego Springs	1,793	1,954	9%
91962 Pine Valley	1,786	1,810	1%
92059 Pala	1,428	1,487	4%
92013 Carlsbad	1,307	1,367	5%
92070 Santa Ysabel	1,055	1,078	2%
92068 San Luis Rey	944	1,010	7%
92049 Oceanside	772	810	5%
92066 Ranchita	591	624	6%
92096 San Marcos	N/A	N/A	N/A
92055 Camp Pendleton	N/A	N/A	N/A



# Age

In 2020, 45 percent of the North Region’s population was under 35 years old (Exhibit 5). Over the next 10 years, it is projected that the number of individuals under 35 will decrease by two percent. By 2030, the greatest population change expected for the North Region will be in the 65 years or older age group, which is projected to increase by 24 percent.

**Exhibit 5: Age Breakdown and Projected Percentage Change in the North Region, 2020-2030<sup>2</sup>**



## PRIME-WORKING-AGE ADULTS IN THE NORTH REGION

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2020, 41 percent of the North Region’s population was classified as “prime-working-age” and could potentially participate in the labor force. Projection data suggests that this percentage will remain stable through 2030.

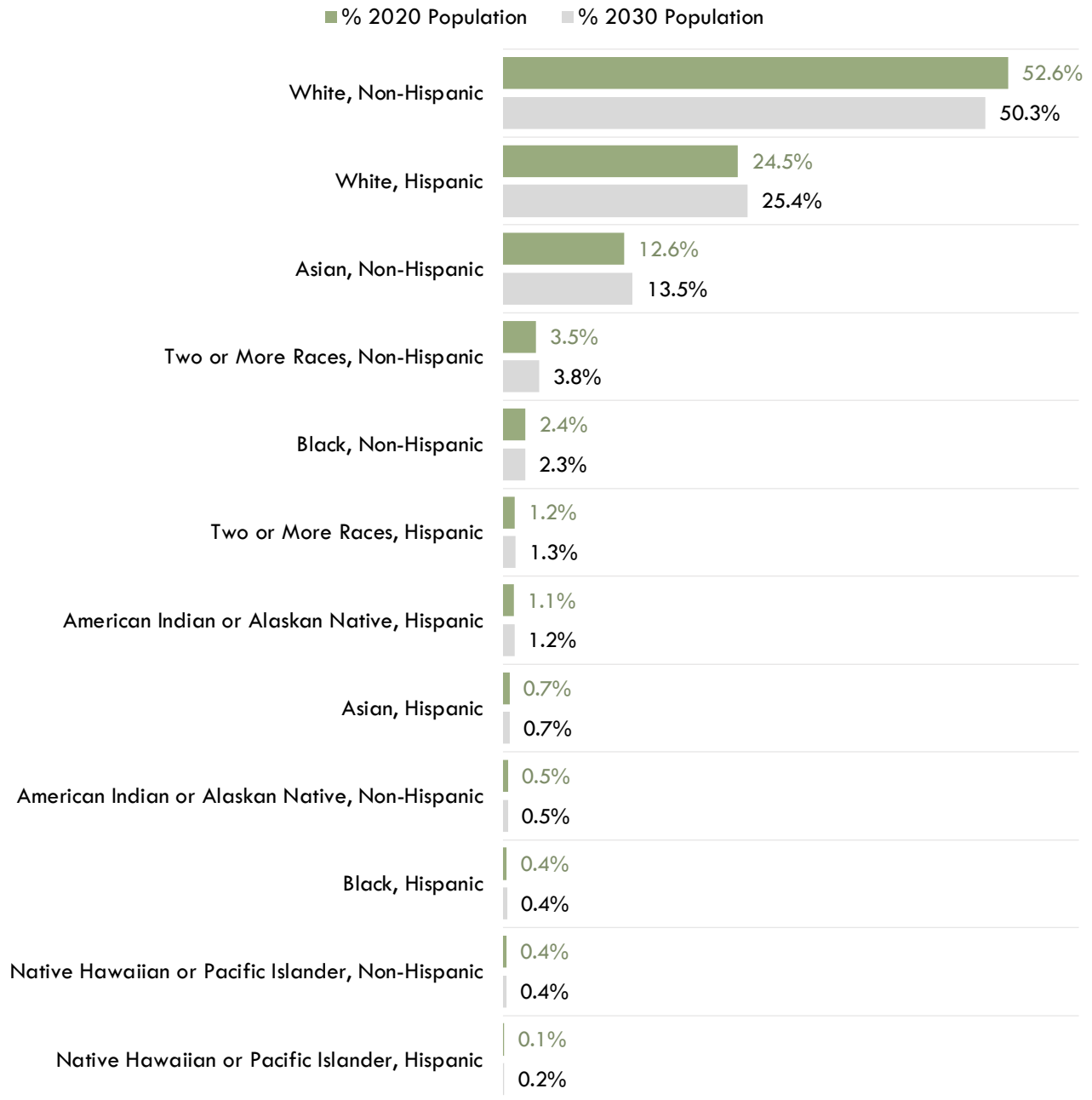
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status, employment opportunity, and situational circumstances, for example.

<sup>2</sup> Total differs due to rounding.

# Ethnicity

In 2020, 53 percent of the North Region’s population was White, Non-Hispanic. By 2030, that percentage is projected to decrease to nearly 50 percent (Exhibit 6).<sup>3</sup> Please note that the San Diego-Imperial COE is aware that these ethnic and racial categories do not entirely reflect the population’s increasing diversity. However, the categories below represent the information reported to the federal government through population surveys.

**Exhibit 6: Ethnicity Breakdown in the North Region, 2020-2030<sup>4</sup>**



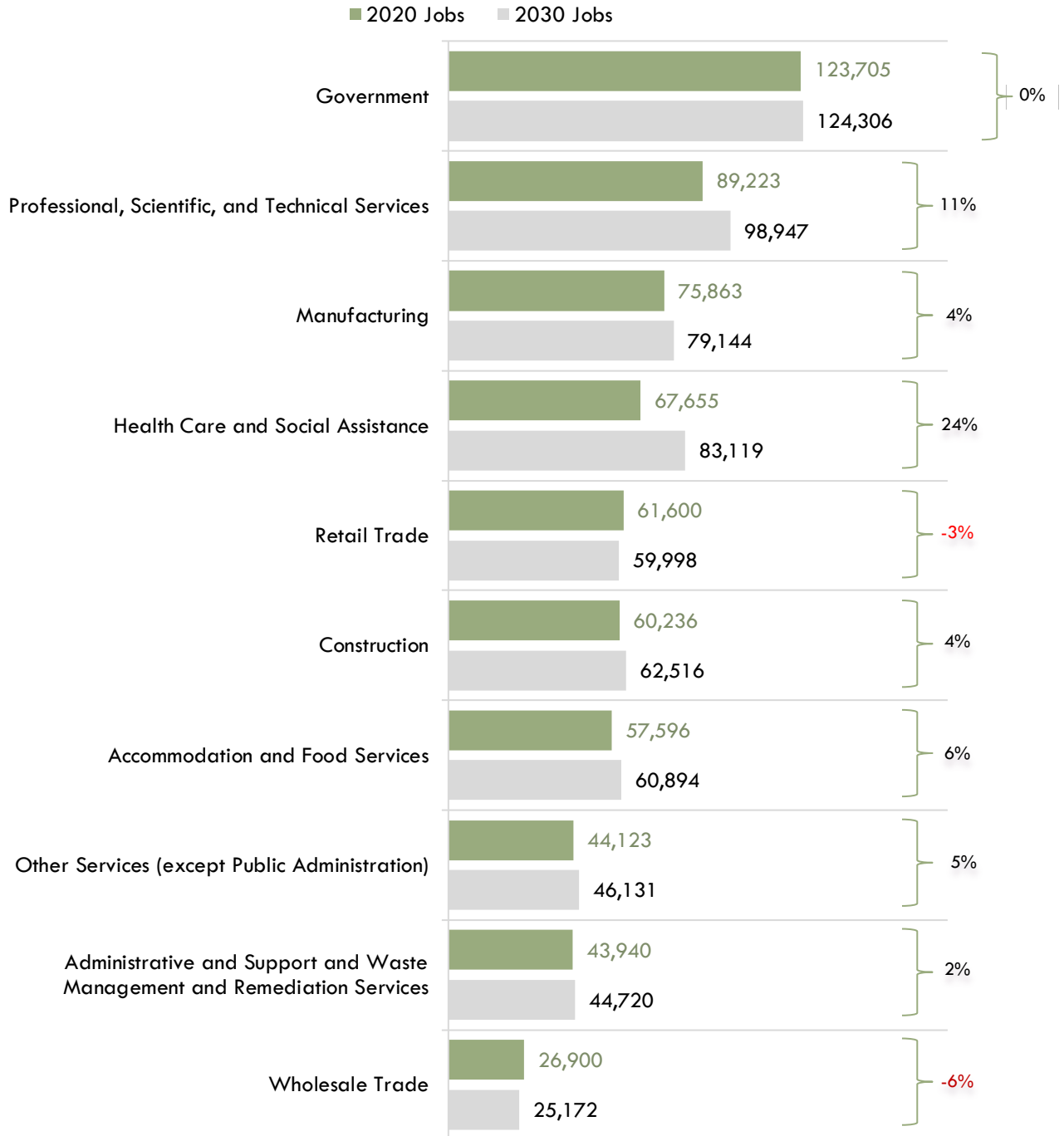
<sup>3</sup> The federal government tracks several racial categories (e.g., White, Black or African American, Asian) but only two ethnic categories, Hispanic and Non-Hispanic. There may be some overlap between race and ethnicity unless the two characteristics are clearly separated, (e.g., “White, Non-Hispanic,” “White, Hispanic,” and “Non-White Hispanic”). (See [obamawhitehouse.archives.gov/omb/fedreg\\_race-ethnicity](https://obamawhitehouse.archives.gov/omb/fedreg_race-ethnicity) and [kb.economicmodeling.com/glossary/race-and-ethnicity](https://kb.economicmodeling.com/glossary/race-and-ethnicity).)

<sup>4</sup> Totals may not add to 100% due to rounding.

# Industries

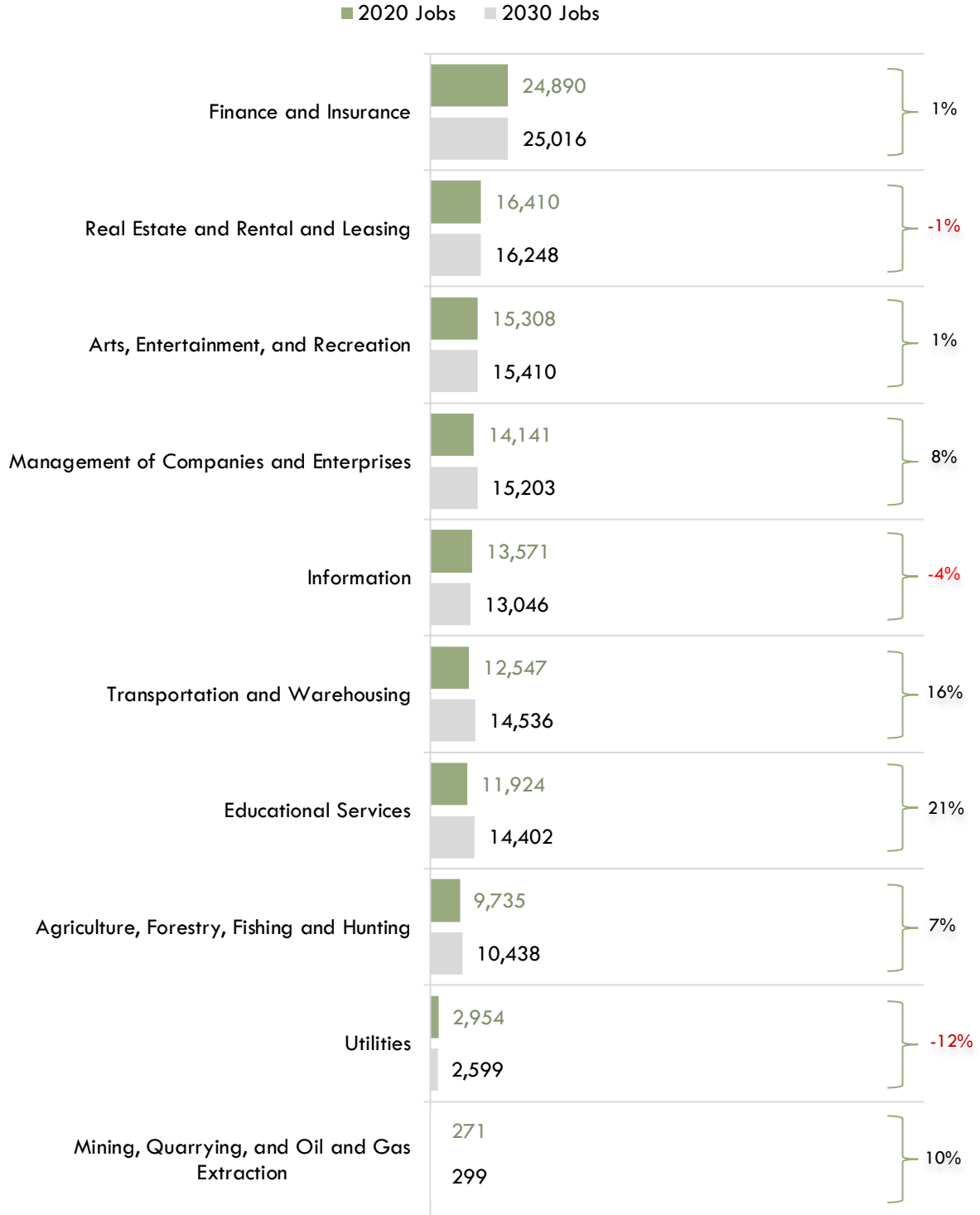
Exhibits 7a and 7b show the number of jobs and the projected percentage change by industry in the North Region. The industries with the most jobs in 2020 were Government<sup>5</sup>; Professional, Scientific, and Technical Services; Manufacturing; Health Care and Social Assistance; and Retail Trade. Between 2020 and 2030, the industries projected to have job decline are Retail Trade; Wholesale Trade; Real Estate and Rental and Leasing; Information; and Utilities.

**Exhibit 7a: Number of Jobs by Industry and Projected Percentage Change in the North Region, 2020-2030**



<sup>5</sup> "Government" represents Public Administration and Educational Services, which are two separate two-digit NAICS codes.

**Exhibit 7b: Number of Jobs by Industry and Projected Percentage Change in the North Region, 2020-2030**



# Jobs

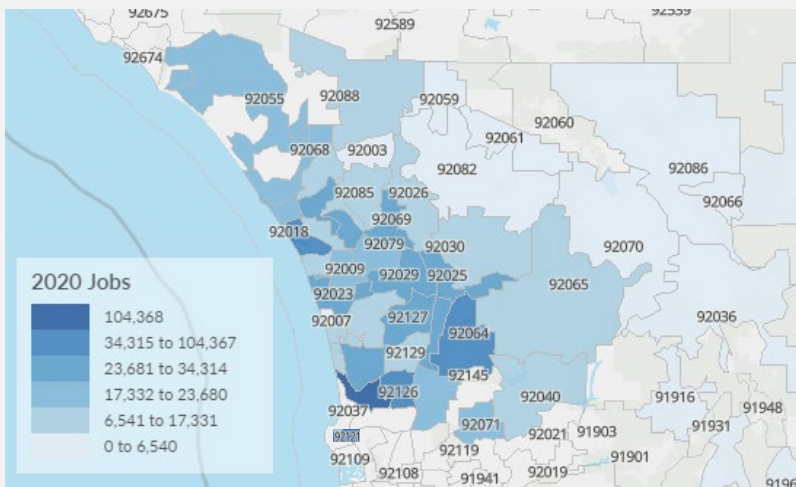
Between 2020 and 2030, the number of jobs in the North Region is expected to increase from 772,594 to 812,144 which is an increase of 39,550 jobs or five percent. Comparatively, San Diego County and California are projected to grow by 96,980 jobs (six percent) and 1,381,022 jobs (seven percent), respectively (Exhibit 8).

**Exhibit 8: Number of Jobs and Projected Percentage Change by Region, 2020-2030**

Region	Jobs, 2020	Jobs, 2030	Job Change, 2020-2030	Projected % Change
North Region	772,594	812,144	39,550	5%
San Diego County	1,743,087	1,840,067	96,980	6%
California	19,831,760	21,212,782	1,381,022	7%

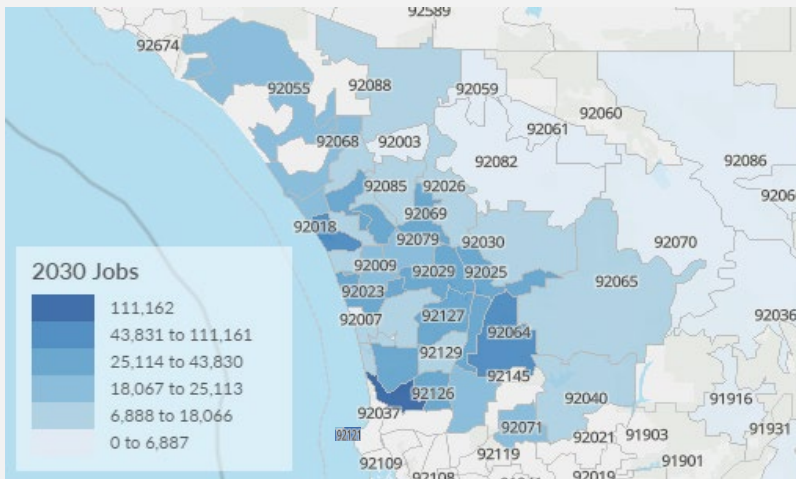
## JOB CONCENTRATION BY ZIP CODE IN THE NORTH REGION

**Exhibit 9a: Job Concentration in 2020**



In 2020, the most jobs were located in zip code 92121, which is San Diego (Exhibit 9a).

**Exhibit 9b: Job Concentration in 2030**



The most jobs are projected to remain in the same area in 2030 (Exhibit 9b).

Between 2020 and 2030, employers in the North Region are projected to hire 85,361 workers annually (i.e., average annual job openings) (Exhibit 10). The greatest labor market demand is expected in San Diego (92121), Carlsbad (92008), and Poway (92064) (Exhibits 11a-11b). Labor market demand is defined by the number of jobs per year that employers expect to fill (i.e., annual job openings), including new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 10: Average Annual Job Openings in the North Region, 2020-2030**



**85,361**

Average  
Annual Job Openings  
(2020-2030)

**92121**

Zip Code with the Highest  
Annual Job Openings  
(2020-2030)

**Exhibit 11a: Average Annual Job Openings by Zip Code in the North Region, 2020-2030**

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
92121	San Diego	10,432	92078	San Marcos	2,015
92008	Carlsbad	4,946	92131	San Diego	1,856
92064	Poway	4,411	92058	Oceanside	1,782
92126	San Diego	3,737	92055	Camp Pendleton	1,776
92024	Encinitas	3,702	92083	Vista	1,697
92128	San Diego	3,224	92084	Vista	1,643
92025	Escondido	3,156	92028	Fallbrook	1,598
92069	San Marcos	2,884	92011	Carlsbad	1,502
92130	San Diego	2,855	92129	San Diego	1,390
92127	San Diego	2,707	92040	Lakeside	1,357
92056	Oceanside	2,630	92075	Solana Beach	1,345
92029	Escondido	2,616	92027	Escondido	1,277
92054	Oceanside	2,592	92014	Del Mar	1,197
92081	Vista	2,581	92010	Carlsbad	1,140
92009	Carlsbad	2,454	92026	Escondido	1,099
92071	Santee	2,356	92057	Oceanside	1,023

**Exhibit 11b: Average Annual Job Openings by Zip Code in the North Region, 2020-2030**

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
92065	Ramona	1,009	91916	Descanso	25
92067	Rancho Santa Fe	789	92023	Encinitas	23
92007	Cardiff By The Sea	572	92018	Carlsbad	19
92082	Valley Center	473	92049	Oceanside	15
92003	Bonsall	316	92052	Oceanside	13
92096	San Marcos	269	92046	Escondido	13
92091	Rancho Santa Fe	189	92030	Escondido	12
92036	Julian	134	92033	Escondido	10
92004	Borrego Springs	130	92079	San Marcos	9
91962	Pine Valley	85	92088	Fallbrook	4
92061	Pauma Valley	79	92066	Ranchita	4
92085	Vista	64	92013	Carlsbad	4
92086	Warner Springs	46	92068	San Luis Rey	4
92070	Santa Ysabel	40	92051	Oceanside	2
92059	Pala	28			

## Top Jobs with High Entry-Level Earnings

The following section highlights the top jobs with high earnings in the North Region. Top jobs with high earnings are defined as occupations with:



- The greatest labor market demand (highest average number of annual job openings between 2020 and 2030); and
- Entry-level hourly earnings equal to or higher than the Self-Sufficiency Standard<sup>6</sup>

Exhibit 12 summarizes the top jobs with high entry-level earnings by typical entry-level education. These top jobs were derived from Exhibits 13, 14, 15, and 16a-16c, which separates the top jobs in the North Region into four categories based on typical entry-level education: 1) bachelor's degree or higher; 2) associate degree; 3) some college or postsecondary education non-degree award; and 4) high school diploma or lower.

**Exhibit 12: Top Jobs with the Most Annual Job Openings by Education in the North Region**

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	Software Developers and Software Quality Assurance Analysts and Testers	1,120	\$43.71	\$55.50
Associate Degree	Electrical and Electronic Engineering Technologists and Technicians	165	\$26.40	\$33.82
Some College or Postsecondary Non-degree	Bookkeeping, Accounting, and Auditing Clerks	766	\$17.63	\$21.98
High School Diploma or Lower	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	877	\$16.25	\$20.08

<sup>6</sup> Hourly earnings are grouped into five percentiles: 10th, 25th, 50th (median), 75th, and 90th. Entry-level or 25th percentile earnings of \$15.99/hr. indicate that 75% of the workers in that occupation make **more** than \$15.99/hr. Median earnings of \$15.99/hr. mean that half of workers in that occupation make more and half make less (kb.economicmodeling.com/glossary). The Self-Sufficiency Standard in San Diego for one adult is \$15.99 (insightccd.org/2018-self-sufficiency-standard).



**Exhibit 13: Top 20 Jobs with High Earnings that Require a Bachelor's Degree or Higher in the North Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	1,120	None	None	\$43.71	\$55.50
13-1198	Project Management Specialists and Business Operations Specialists, All Other	999	None	None	\$26.82	\$36.45
11-1021	General and Operations Managers	969	None	5 years+	\$36.39	\$56.17
13-1111	Management Analysts	611	None	< 5 years	\$29.37	\$40.65
13-2011	Accountants and Auditors	566	None	None	\$27.79	\$36.14
13-1161	Market Research Analysts and Marketing Specialists	503	None	None	\$21.33	\$29.28
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	496	None	< 5 years	\$26.39	\$48.81
29-1141	Registered Nurses	466	None	None	\$41.02	\$50.36
25-1099	Postsecondary Teachers*	374	None	None	\$30.50	\$46.07
13-1071	Human Resources Specialists	360	None	None	\$23.43	\$31.25
25-2021	Elementary School Teachers, Except Special Education	356	None	None	\$25.61	\$32.47
15-1299	Computer Occupations, All Other	335	Moderate-term OJT	None	\$31.11	\$43.93
11-3031	Financial Managers	333	None	5 years+	\$43.27	\$61.93
15-1211	Computer Systems Analysts	307	None	None	\$33.50	\$45.10
41-3031	Securities, Commodities, and Financial Services Sales Agents	292	Moderate-term OJT	None	\$22.15	\$28.51
11-3021	Computer and Information Systems Managers	292	None	5 years+	\$60.88	\$74.95
11-2022	Sales Managers	289	None	< 5 years	\$30.63	\$50.50
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	266	None	None	\$33.87	\$42.00
13-1081	Logisticians	259	None	None	\$31.92	\$39.05
13-1028	Buyers and Purchasing Agents	233	Moderate-term OJT	None	\$24.03	\$32.79

\*require a doctoral or professional degree

**Exhibit 14: Top 20 Jobs with High Earnings that Require an Associate Degree in the North Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
17-3023	Electrical and Electronic Engineering Technologists and Technicians	165	None	None	\$26.40	\$33.82
23-2011	Paralegals and Legal Assistants	116	None	None	\$25.58	\$30.42
17-3098	Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	106	None	None	\$27.07	\$35.84
15-1257	Web Developers and Digital Interface Designers	96	None	None	\$19.95	\$30.28
29-2056	Veterinary Technologists and Technicians	81	None	None	\$17.87	\$21.47
19-4031	Chemical Technicians	72	Moderate-term OJT	None	\$17.31	\$21.40
31-2021	Physical Therapist Assistants	69	None	None	\$23.82	\$28.81
17-3011	Architectural and Civil Drafters	65	None	None	\$26.48	\$31.13
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	61	None	None	\$18.29	\$21.35
15-1231	Computer Network Support Specialists	60	None	None	\$24.92	\$34.52
19-4099	Life, Physical, and Social Science Technicians, All Other	54	None	None	\$25.14	\$31.47
29-1292	Dental Hygienists	54	None	None	\$43.82	\$48.56
17-3022	Civil Engineering Technologists and Technicians	53	None	None	\$18.53	\$23.98
17-3021	Aerospace Engineering and Operations Technologists and Technicians	47	None	None	\$24.91	\$29.33
19-4042	Environmental Science and Protection Technicians, Including Health	44	None	None	\$19.77	\$24.96
49-2091	Avionics Technicians	42	None	None	\$29.56	\$33.21
29-2034	Radiologic Technologists and Technicians	41	None	None	\$28.28	\$40.25
17-3026	Industrial Engineering Technologists and Technicians	39	None	None	\$25.86	\$29.25
31-2011	Occupational Therapy Assistants	36	None	None	\$23.81	\$32.43
53-2021	Air Traffic Controllers	33	Long-term OJT	None	\$50.38	\$65.36

**Exhibit 15: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in the North Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-3031	Bookkeeping, Accounting, and Auditing Clerks*	766	Moderate-term OJT	None	\$17.63	\$21.98
53-3032	Heavy and Tractor-Trailer Truck Drivers	526	Short-term OJT	None	\$16.64	\$22.41
31-9092	Medical Assistants	359	None	None	\$16.31	\$18.57
31-9091	Dental Assistants	246	None	None	\$16.46	\$19.58
15-1232	Computer User Support Specialists*	231	None	None	\$21.87	\$28.00
29-2061	Licensed Practical and Licensed Vocational Nurses	207	None	None	\$25.67	\$29.63
49-3011	Aircraft Mechanics and Service Technicians	176	None	None	\$27.66	\$31.74
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	163	Moderate-term OJT	None	\$26.22	\$29.83
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	129	Long-term OJT	None	\$22.25	\$27.72
29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	111	None	None	\$17.59	\$22.13
33-2011	Firefighters	96	Long-term OJT	None	\$26.96	\$33.81
31-9097	Phlebotomists	96	None	None	\$20.91	\$24.88
25-4031	Library Technicians	54	None	None	\$16.39	\$20.52
27-4011	Audio and Video Technicians	49	Short-term OJT	None	\$16.14	\$21.45
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	36	Long-term OJT	None	\$25.20	\$30.53
27-2011	Actors*	35	Long-term OJT	None	\$19.71	\$26.78
53-5021	Captains, Mates, and Pilots of Water Vessels	27	None	< 5 years	\$16.43	\$22.74
29-9098	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare Practitioners and Technical Workers,	24	None	None	\$16.27	\$22.38
29-2055	Surgical Technologists	17	None	None	\$25.90	\$30.18
29-2053	Psychiatric Technicians	17	Short-term OJT	< 5 years	\$18.07	\$26.85

\*require some college, no degree

**Exhibit 16a: Top 1-20 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the North Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	877	Short-term OJT	None	\$16.25	\$20.08
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	704	Moderate-term OJT	None	\$18.61	\$26.93
47-2111	Electricians	641	Apprenticeship	None	\$20.01	\$27.93
47-2031	Carpenters	615	Apprenticeship	None	\$17.21	\$24.62
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	599	Moderate-term OJT	None	\$19.78	\$28.95
43-1011	First-Line Supervisors of Office and Administrative Support Workers	578	None	< 5 years	\$22.24	\$28.14
49-9071	Maintenance and Repair Workers, General	572	Moderate-term OJT	None	\$16.36	\$20.34
43-6013	Medical Secretaries and Administrative Assistants	398	Moderate-term OJT	None	\$16.44	\$20.86
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	349	Moderate-term OJT	None	\$17.14	\$22.76
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	343	None	5 years+	\$27.90	\$35.21
47-2152	Plumbers, Pipefitters, and Steamfitters	287	Apprenticeship	None	\$19.44	\$26.06
51-4041	Machinists	260	Long-term OJT	None	\$16.41	\$20.60
43-5061	Production, Planning, and Expediting Clerks	257	Moderate-term OJT	None	\$20.13	\$25.35
41-3021	Insurance Sales Agents	251	Moderate-term OJT	None	\$19.69	\$26.36
51-1011	First-Line Supervisors of Production and Operating Workers	247	None	< 5 years	\$26.29	\$33.73
43-3021	Billing and Posting Clerks	226	Moderate-term OJT	None	\$18.38	\$23.03
43-6011	Executive Secretaries and Executive Administrative Assistants	205	None	< 5 years	\$25.36	\$31.99
33-3051	Police and Sheriffs Patrol Officers	203	Moderate-term OJT	None	\$33.19	\$44.62
11-9013	Farmers, Ranchers, and Other Agricultural Managers	194	None	5 years+	\$19.85	\$22.60
41-9022	Real Estate Sales Agents	185	Moderate-term OJT	None	\$17.93	\$29.04

\*require no formal educational credential

**Exhibit 16b: Top 21-40 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the North Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
51-4121	Welders, Cutters, Solderers, and Brazers	178	Moderate-term OJT	None	\$19.10	\$24.65
43-9041	Insurance Claims and Policy Processing Clerks	177	Moderate-term OJT	None	\$16.95	\$20.55
11-9051	Food Service Managers	176	None	< 5 years	\$18.77	\$26.14
47-2073	Operating Engineers and Other Construction Equipment Operators	168	Moderate-term OJT	None	\$26.51	\$31.67
47-2081	Drywall and Ceiling Tile Installers*	159	Moderate-term OJT	None	\$20.31	\$24.92
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	156	None	< 5 years	\$25.96	\$32.75
11-9141	Property, Real Estate, and Community Association Managers	155	None	< 5 years	\$22.67	\$30.90
49-9041	Industrial Machinery Mechanics	142	Long-term OJT	None	\$23.98	\$27.50
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	133	None	< 5 years	\$19.63	\$25.05
41-1012	First-Line Supervisors of Non-Retail Sales Workers	127	None	< 5 years	\$18.97	\$29.48
53-7051	Industrial Truck and Tractor Operators*	118	Short-term OJT	None	\$16.47	\$22.38
47-2181	Roofers*	117	Moderate-term OJT	None	\$18.21	\$22.56
39-1098	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services	116	None	< 5 years	\$16.61	\$20.83
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	107	None	< 5 years	\$17.07	\$24.09
13-1031	Claims Adjusters, Examiners, and Investigators	105	Long-term OJT	None	\$25.91	\$31.68
47-2051	Cement Masons and Concrete Finishers*	105	Moderate-term OJT	None	\$22.20	\$26.69
43-6012	Legal Secretaries and Administrative Assistants	96	Moderate-term OJT	None	\$20.33	\$25.68
43-3011	Bill and Account Collectors	94	Moderate-term OJT	None	\$16.63	\$20.25
37-3013	Tree Trimmers and Pruners	92	Short-term OJT	None	\$16.55	\$20.84
35-1011	Chefs and Head Cooks	88	None	5 years+	\$36.21	\$38.95

\*require no formal educational credential

**Exhibit 16c: Top 41-60 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the North Region, 2020-2030**

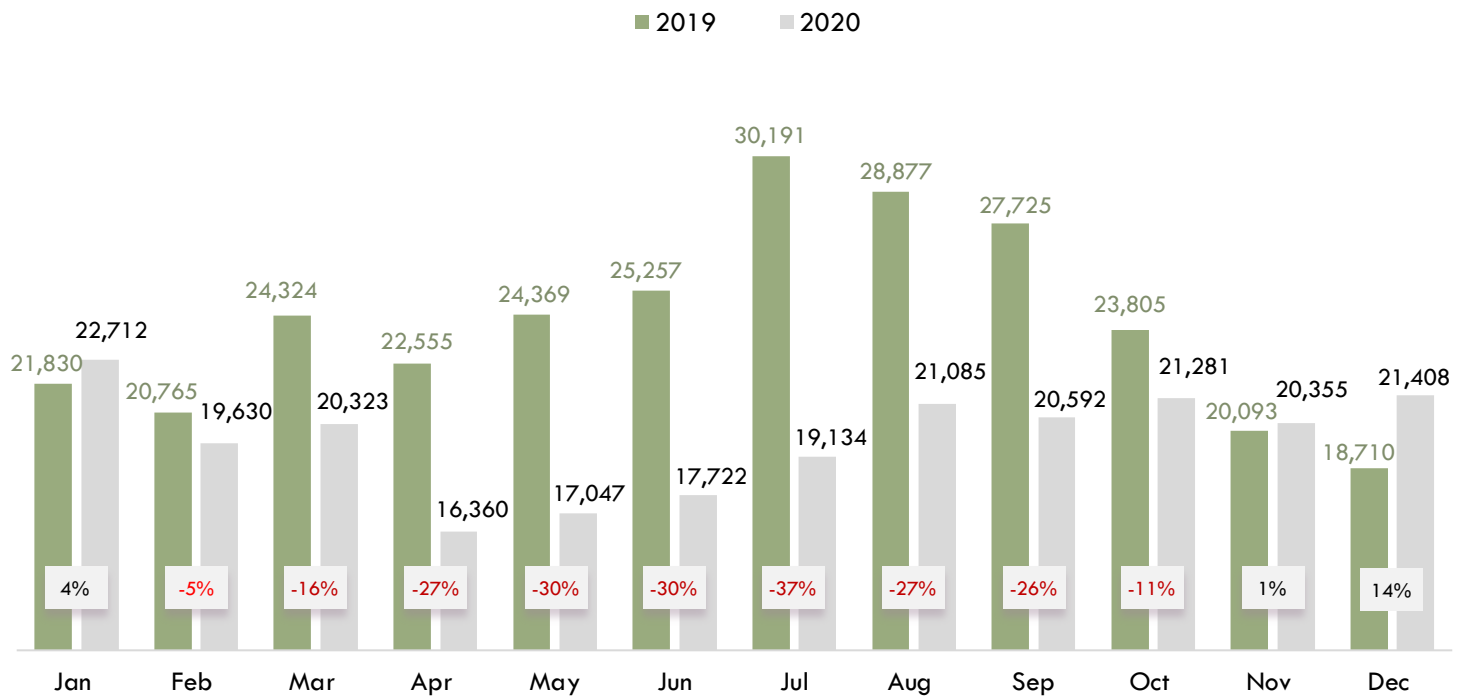
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-3051	Payroll and Timekeeping Clerks	83	Moderate-term OJT	None	\$21.81	\$26.32
47-2211	Sheet Metal Workers	82	Apprenticeship	None	\$24.28	\$29.31
37-2021	Pest Control Workers	82	Moderate-term OJT	None	\$16.27	\$19.35
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	81	Long-term OJT	None	\$22.32	\$27.91
43-4131	Loan Interviewers and Clerks	80	Short-term OJT	None	\$17.07	\$21.31
33-3021	Detectives and Criminal Investigators	78	Moderate-term OJT	< 5 years	\$44.32	\$45.62
43-4061	Eligibility Interviewers, Government Programs	75	Moderate-term OJT	None	\$20.57	\$25.19
51-9083	Ophthalmic Laboratory Technicians	75	Moderate-term OJT	None	\$17.05	\$19.10
43-5052	Postal Service Mail Carriers	74	Short-term OJT	None	\$18.99	\$30.96
51-9011	Chemical Equipment Operators and Tenders	72	Moderate-term OJT	None	\$17.70	\$22.93
41-9021	Real Estate Brokers	68	None	< 5 years	\$24.58	\$38.02
31-9099	Healthcare Support Workers, All Other	67	None	None	\$17.89	\$22.62
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	62	Long-term OJT	None	\$24.40	\$28.39
47-4011	Construction and Building Inspectors	62	Moderate-term OJT	5 years+	\$24.74	\$34.73
51-2011	Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	61	Moderate-term OJT	None	\$16.07	\$21.69
51-9124	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	58	Moderate-term OJT	None	\$16.38	\$21.31
33-3012	Correctional Officers and Jailers	55	Moderate-term OJT	None	\$27.79	\$32.40
43-5032	Dispatchers, Except Police, Fire, and Ambulance	54	Moderate-term OJT	None	\$17.05	\$21.19
11-3071	Transportation, Storage, and Distribution Managers	53	None	5 years+	\$34.36	\$45.31
51-2041	Structural Metal Fabricators and Fitters	52	Moderate-term OJT	None	\$16.75	\$22.13

\*require no formal educational credential

## Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. In 2019, there was an average of 24,042 unique online job postings<sup>7</sup> in the North Region (Exhibit 17), whereas in 2020 there was an average of 19,804 unique online job postings. Please note that online job postings do not equal labor market demand; demand is represented by annual job openings. Employers may post a position multiple times across numerous months and for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 17: Number of Unique Online Job Postings and Percentage Change by Month in the North Region, 2019-2020**



### UNIQUE ONLINE JOB POSTINGS DURING THE COVID-19 PANDEMIC

According to available job market analytics, there were 126,797 unique online job postings in 2019 and 98,778 in 2020, which was a 22 percent decrease in unique online job postings.

Although the full economic impact of the COVID-19 pandemic is still unknown, the number of unique online job postings is one way to look at changes in the labor market during that period. During the initial months of the pandemic (January 2020 through May 2020), the number of online job postings declined by 25 percent. Despite this reduction, unique job postings have remained stable since August 2020 in the North Region.

Disclaimer: Please note that unique online job postings do not equal labor market demand; demand is represented by annual job openings. The economic impact of COVID-19 is still unknown, and this data is intended for informational purposes only.

<sup>7</sup> 'Unique online job postings' represent the number of job postings after deduplicating job postings that advertise the same vacancy. It should be noted, however, that the same job may be posted across multiple months.

## Businesses

Businesses in the North Region posted a total of 126,797 unique job postings between January 2019 to December 2019. During this period, businesses with the greatest number of unique online job postings in the North Region were Robert Half International, HealthCare Employment Network, Thermo Fisher Scientific, CRST International, and Varsity Tutors LLC (Exhibit 18).

**Exhibit 18: Top Businesses Ranked by Number of Unique Online Job Postings in the North Region, 2019**

Rank	Company Name	Rank	Company Name
1	Robert Half International Inc.*	26	Lowe's Companies, Inc.*
2	HealthCare Employment Network*	27	Massage Envy*
3	Thermo Fisher Scientific Inc.*	28	Wal-Mart, Inc.*
4	CRST International, Inc.*	29	H&R Block, Inc.*
5	Varsity Tutors LLC	30	Scripps Health*
6	Assurance	31	Trinity Medical Center*
7	Care.com, Inc.*	32	Wells Fargo & Company
8	Accountemps	33	Kelly Services, Inc.*
9	Starbucks Corporation*	34	McDonald's Corporation
10	Soliant Health, Inc.*	35	Petco Inc*
11	Aerotek, Inc.*	36	Omni Hotels Corporation
12	Volt Information Sciences Inc.*	37	Palomar Health
13	Home Depot*	38	Revature
14	Viasat, Inc.*	39	PrideStaff, Inc.*
15	CareInHomes.com*	40	Randstad N.V.*
16	Sprouts Farmers Market, Inc.*	41	Pizza Hut, Inc.
17	AppleOne*	42	Doordash
18	C.R. England, Inc.*	43	Marriott International, Inc.
19	Sunbelt Staffing, LLC*	44	Bank of America Corporation
20	24 Hour Fitness Worldwide, Inc.	45	Welk Resort Group, Inc.
21	CyberCoders, Inc.*	46	Allied Universal*
22	CVS Health Corporation*	47	NurseFly
23	Target Corporation*	48	San Marcos Unified School District
24	Teach For America, Inc.	49	Peak Technical Inc.*
25	Caesars Entertainment Corporation	50	General Atomics*

\*Business also ranked as a top business in 2020



Businesses in the North Region posted a total of 98,778 unique job postings between January 2020 to December 2020. During this period, businesses with the greatest number of unique online job postings in the North Region were Thermo Fisher Scientific, Aerotek, Soliant Health, C.R. England, and Viasat (Exhibit 19).

**Exhibit 19: Top Businesses Ranked by Number of Unique Online Job Postings in the North Region, 2020**

Rank	Company Name	Rank	Company Name
1	Thermo Fisher Scientific Inc.*	26	Independent Insurance Agents
2	Aerotek, Inc.*	27	Wal-Mart, Inc.*
3	Soliant Health, Inc.*	28	General Atomics*
4	C.R. England, Inc.*	29	PrideStaff, Inc.*
5	Viasat, Inc.*	30	Kforce Inc.
6	Robert Half International Inc.*	31	Allied Universal*
7	Volt Information Sciences Inc.*	32	Panera Bread Company
8	Home Depot*	33	Amazon.com, Inc.
9	Starbucks Corporation*	34	Petco Inc*
10	CRST International, Inc.*	35	Target Corporation*
11	CVS Health Corporation*	36	H&R Block, Inc.*
12	Sunbelt Staffing, LLC*	37	Scripps Memorial Hospital
13	Care.com, Inc.*	38	Advantage Solutions, Inc.
14	Virtual Vocations	39	Peak Technical Inc.*
15	Kelly Services, Inc.*	40	United States Department of the Air Force
16	AppleOne*	41	South Nassau Communities Hospital Inc
17	Growing People and Companies	42	Arya Global, Inc.
18	Lowe's Companies, Inc.*	43	Massage Envy*
19	Sprouts Farmers Market, Inc.*	44	Shipt, Inc.
20	CyberCoders, Inc.*	45	El Super
21	HealthCare Employment Network*	46	Taco Bell Corp
22	Randstad N.V.*	47	Trinity Medical Center*
23	Spectrum	48	Miracosta College
24	CareInHomes.com*	49	Scripps Health*
25	Danaher Corporation	50	Staffmark

\*Business also ranked as a top business in 2019

## Technical Skills

Businesses in the North Region posted 126,797 unique online job postings between January 2019 and December 2019. During this period, the most requested technical skill listed in online job postings was “Merchandising” (Exhibit 20).

**Exhibit 20: Top Technical Skills Ranked by Number of Unique Online Job Postings in the North Region, 2019**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Billing*
2	Selling Techniques*	22	JavaScript (Programming Language)
3	Accounting*	23	Software Engineering
4	Restaurant Operation*	24	Java (Programming Language)
5	Auditing*	25	Computer Science*
6	Cardiopulmonary Resuscitation (CPR)*	26	Data Analysis*
7	Customer Experience*	27	Software Development
8	Cash Handling*	28	Budgeting*
9	Caregiving*	29	Packaging And Labeling*
10	Nursing*	30	Home Care*
11	Customer Relationship Management*	31	Scripting
12	Customer Satisfaction*	32	Python (Programming Language)*
13	Purchasing*	33	Loss Prevention*
14	Basic Life Support*	34	Forecasting*
15	New Product Development*	35	Project Management*
16	Warehousing*	36	Food Services
17	Cash Register*	37	Financial Statements
18	SQL (Programming Language)*	38	Corrective And Preventive Action (CAPA)*
19	Automation*	39	Bilingual (Spanish/English)*
20	Agile Methodology*	40	Strategic Planning*

\*Technical skill also ranked as top skill in 2020

Businesses in the North Region posted 98,778 unique online job postings between January 2020 and December 2020. During this period, the most requested technical skill listed in online job postings was “Merchandising” (Exhibit 21).

**Exhibit 21: Top Technical Skills Ranked by Number of Unique Online Job Postings in the North Region, 2020**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Good Manufacturing Practices
2	Selling Techniques*	22	Pharmaceuticals
3	Accounting*	23	Billing*
4	Auditing*	24	Speech-Language Pathology
5	Restaurant Operation*	25	Agile Methodology*
6	Caregiving*	26	Quality Control*
7	Cardiopulmonary Resuscitation (CPR)*	27	Budgeting*
8	Nursing*	28	Data Analysis*
9	Customer Experience*	29	Corrective And Preventive Action (CAPA)*
10	Warehousing*	30	Strategic Planning*
11	Basic Life Support*	31	Loss Prevention*
12	Cash Handling*	32	Bilingual (Spanish/English)*
13	New Product Development*	33	Forecasting*
14	Cash Register*	34	Project Management*
15	Customer Satisfaction*	35	Standard Operating Procedure
16	Purchasing*	36	Medical Devices
17	Packaging And Labeling*	37	SQL (Programming Language)*
18	Meal Planning and Preparation*	38	Home Care*
19	Automation*	39	Computer Science*
20	Customer Relationship Management*	40	Python (Programming Language)*

\*Technical skill also ranked as top skill in 2019

## Soft Skills

Businesses in the North Region posted 126,797 unique online job postings between January 2019 and December 2019. During this period, the most requested soft skill listed in online job postings was “Communications” (Exhibit 22).

**Exhibit 22: Top Soft Skills Ranked by Number of Unique Online Job Postings in the North Region, 2019**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Self-Motivation*
2	Customer Service*	22	Organizational Skills*
3	Sales*	23	Innovation*
4	Management*	24	Troubleshooting (Problem Solving)*
5	Operations*	25	Scheduling*
6	Leadership*	26	Coordinating*
7	Detail Oriented*	27	Teaching*
8	Problem Solving*	28	Time Management*
9	Valid Driver's License*	29	Teamwork*
10	Microsoft Excel*	30	Microsoft Outlook*
11	Presentations*	31	Cleanliness*
12	Planning*	32	Prioritization*
13	Interpersonal Communications*	33	Microsoft PowerPoint*
14	Written Communication*	34	Enthusiasm*
15	Basic Math*	35	Self-Starter*
16	Computer Literacy*	36	Mentorship
17	Verbal Communication Skills*	37	Good Driving Record*
18	Microsoft Office*	38	Multilingualism*
19	Research*	39	Decision Making*
20	Professionalism*	40	Accountability*

\*Soft skill also ranked as top skill in 2020

Businesses in the North Region posted 98,778 unique online job postings between January 2020 and December 2020. During this period, the most requested soft skill listed in online job postings was “Communications” (Exhibit 23).

**Exhibit 23: Top Soft Skills Ranked by Number of Unique Online Job Postings in the North Region, 2020**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Troubleshooting (Problem Solving)*
2	Customer Service*	22	Self-Motivation*
3	Management*	23	Professionalism*
4	Sales*	24	Scheduling*
5	Operations*	25	Organizational Skills*
6	Leadership*	26	Coordinating*
7	Detail Oriented*	27	Time Management*
8	Valid Driver's License*	28	Teamwork*
9	Problem Solving*	29	Microsoft Outlook*
10	Planning*	30	Prioritization*
11	Microsoft Excel*	31	Enthusiasm*
12	Presentations*	32	Cleanliness*
13	Interpersonal Communications*	33	Microsoft PowerPoint*
14	Written Communication*	34	Good Driving Record*
15	Computer Literacy*	35	Self-Starter*
16	Basic Math*	36	Teaching*
17	Verbal Communication Skills*	37	Multilingualism*
18	Innovation*	38	Investigation
19	Microsoft Office*	39	Accountability*
20	Research*	40	Decision Making*

\*Soft skill also ranked as top skill in 2019

## Certifications and Qualifications

In 2019, employers in the North Region listed “Commercial Driver’s License (CDL)” as the top certification or qualifications in online job postings (Exhibit 24).

**Exhibit 24: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in the North Region, 2019**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	Certified Forklift Operator*
2	Certified Nursing Assistant*	22	Licensed Clinical Social Worker (LCSW)*
3	Licensed Vocational Nurses*	23	English Learner Authorization
4	Master Of Business Administration (MBA)*	24	Certificate In English Language Teaching To Adults (CELTA)
5	Food Handler's Card*	25	CDL Class C License*
6	Bachelor of Science in Business*	26	CDL Class B License*
7	Bachelor of Science in Nursing (BSN)*	27	Cosmetology License*
8	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)*	28	Cisco Certified Network Associate
9	Licensed Practical Nurse*	29	Doubles Endorsement*
10	Critical Care Registered Nurse (CCRN)*	30	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)*
11	Nurse Practitioner*	31	Series 6 Investment Company And Variable Contracts License (Mutual Funds/Variable Annuities)
12	ServSafe Certification*	32	Personal Trainer Certification
13	Project Management Professional Certification*	33	(American Society For Quality) ASQ Certified*
14	Associate Degree In Nursing*	34	Doctor Of Pharmacy (PharmD)*
15	Automotive Service Excellence (ASE) Certification*	35	Neonatal Nurse Practitioner
16	Certified Public Accountant*	36	EPA 608 Technician Certification*
17	Secret Clearance*	37	Microsoft Certified Systems Engineer
18	Bachelor of Science in Business Administration*	38	Teaching English As A Foreign Language
19	Certified Pharmacy Technician*	39	Certified Occupational Therapy Assistant
20	Series 7 General Securities Representative License (Stockbroker)*	40	CNOR Certification*

\*Certification or qualification also ranked as top certification or qualification in 2020

In 2020, employers in the North Region listed “Commercial Driver’s License (CDL)” as the top certification or qualifications in online job postings (Exhibit 25).

**Exhibit 25: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in the North Region, 2020**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	CDL Class B License*
2	Licensed Vocational Nurses*	22	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)*
3	Certified Nursing Assistant*	23	CDL Class C License*
4	Master Of Business Administration (MBA)*	24	Series 7 General Securities Representative License (Stockbroker)*
5	Food Handler's Card*	25	CNOR Certification*
6	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)*	26	Doubles Endorsement*
7	Licensed Practical Nurse*	27	Associate Degree In Nursing*
8	Bachelor of Science in Nursing (BSN)*	28	Doctor Of Pharmacy (PharmD)*
9	Bachelor of Science in Business*	29	Top Secret Clearance
10	Nurse Practitioner*	30	Licensed Marriage And Family Therapist (LMFT)
11	ServSafe Certification*	31	Cosmetology License*
12	Licensed Clinical Social Worker (LCSW)*	32	(American Society For Quality) ASQ Certified*
13	Certified Pharmacy Technician*	33	Registered Vascular Technologist
14	Project Management Professional Certification*	34	American Registry Of Radiologic Technologists (ARRT) Certified
15	Secret Clearance*	35	Registered Dental Assistant
16	Certified Public Accountant*	36	Master of Science in Nursing (MSN)
17	Automotive Service Excellence (ASE) Certification*	37	Professional Engineer
18	Bachelor of Science in Business Administration*	38	EPA 608 Technician Certification*
19	Certified Forklift Operator*	39	HVAC Certification
20	Critical Care Registered Nurse (CCRN)*	40	Tanker Endorsement

\*Certification or qualification also ranked as top certification or qualification in 2019

Prepared by:

Tina Ngo Bartel, Director ([tnkobartel@miracosta.edu](mailto:tnkobartel@miracosta.edu))

John Edwards, Research Analyst ([jedwards@miracosta.edu](mailto:jedwards@miracosta.edu))

Priscilla Fernandez, Research Analyst ([pfernandez@miracosta.edu](mailto:pfernandez@miracosta.edu))

San Diego-Imperial Center of Excellence for Labor Market Research

### Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

