



# SOUTH REGION

SAN DIEGO COUNTY

JUNE 2021

# Subregional Profile



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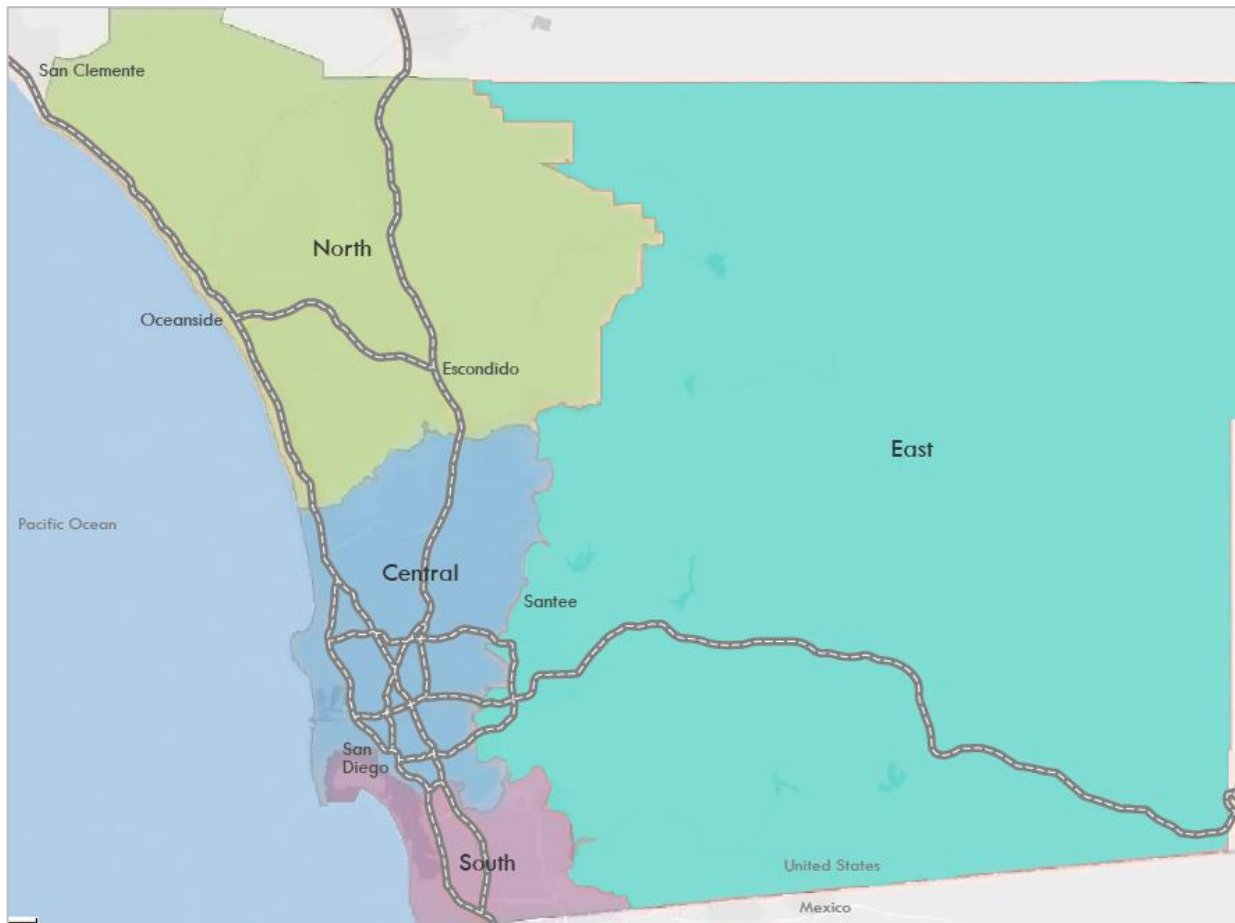
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## Introduction

This subregional profile highlights demographics, industries, and occupations in the South 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 South 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 South 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 South Region by Zip Codes**

Zip Code	Area	Zip Code	Area
91902	Bonita	91980	Tecate
91906	Campo	92113	San Diego
91909	Chula Vista	92114	San Diego
91910	Chula Vista	92118	Coronado
91911	Chula Vista	92135	San Diego
91912	Chula Vista	92136	San Diego
91913	Chula Vista	92139	San Diego
91914	Chula Vista	92153	San Diego
91915	Chula Vista	92154	San Diego
91917	Dulzura	92155	San Diego
91932	Imperial Beach	92158	San Diego
91933	Imperial Beach	92173	San Ysidro
91935	Jamul	92178	Coronado
91950	National City	92179	San Diego
91951	National City		

**Data Source**

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

<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-emsi-create-zip-level-employment-data/](https://kb.emsidata.com/methodology/how-does-emsi-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/](https://kb.emsidata.com/faq/why-dont-all-my-zip-codes-appear-on-a-report-with-a-map/)).

# Fast Facts About the South Region

Exhibit 3: Fast Facts About the South Region



**691,509**

Total Population  
(2020)

The South Region had a population of 691,509 in 2020, and this number is projected to increase by seven percent over the next 10 years. The zip code with the highest projected population growth is 91951 (National City).



**230,892**

Total Jobs  
(2020)

The South Region's total number of jobs in 2020 was 230,892. The zip code with the most jobs was 91910 (Chula Vista).



**3%**

10-Year Projected  
Job Growth  
(2020-2030)

Between 2020 and 2030, the number of jobs is projected to increase by three percent in the South Region. The zip code with the most annual job openings is projected to be 91950 (National City).



**\$71,236**

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

In the South Region, average earnings were estimated at \$71,236 in 2020, which is higher than the national average reported across industries.

## Demographics

In 2020, the South Region had a population of 691,509 residents (Exhibit 4a). Over the next 10 years, the population is expected to increase by 49,675 residents, or seven percent. The zip code with the highest growth rate is expected to be 91951 (National City) (Exhibit 4b).

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



Total Population, 2020	Total Population, 2030	Projected % Change
<b>691,509</b>	<b>741,184</b>	<b>7%</b>

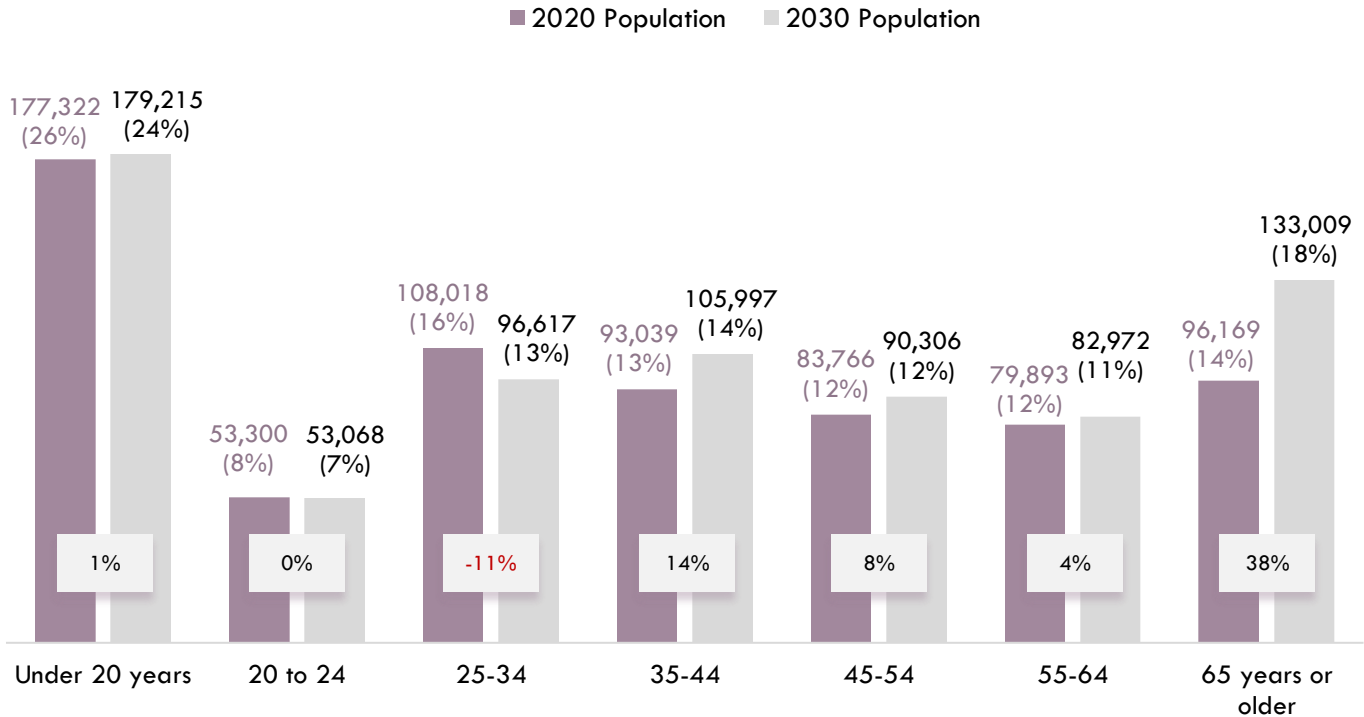
**Exhibit 4b: Total Population and Projected Percentage Change in the South Region by Zip Code, 2020-2030**

Zip Code and Area	Population, 2020	Population, 2030	Projected % Change
91911 Chula Vista	83,242	90,224	8%
92154 San Diego	82,707	90,035	9%
91910 Chula Vista	72,984	78,789	8%
92114 San Diego	70,562	76,031	8%
91950 National City	59,985	64,932	8%
91913 Chula Vista	55,080	58,710	7%
92113 San Diego	47,667	50,802	7%
92139 San Diego	37,055	39,813	7%
91915 Chula Vista	35,438	37,870	7%
91932 Imperial Beach	25,607	26,813	5%
92173 San Ysidro	25,590	27,850	9%
92118 Coronado	22,557	22,842	1%
91902 Bonita	18,226	19,472	7%
91914 Chula Vista	12,856	13,677	6%
91935 Jamul	11,407	11,837	4%
92136 San Diego	6,296	5,866	-7%
92153 San Diego	5,718	6,043	6%
91912 Chula Vista	4,543	4,834	6%
91906 Campo	3,102	3,236	4%
91980 Tecate	2,781	2,902	4%
91951 National City	2,704	3,047	13%
91933 Imperial Beach	2,306	2,404	4%
91917 Dulzura	1,672	1,702	2%
92178 Coronado	1,425	1,452	2%
92135 San Diego	N/A	N/A	N/A
92155 San Diego	N/A	N/A	N/A
92158 San Diego	N/A	N/A	N/A
91909 Chula Vista	N/A	N/A	N/A
92179 San Diego	N/A	N/A	N/A

# Age

In 2020, 50 percent of the South 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 three percent. By 2030, the greatest population change expected for the South Region will be in the 65 years or older age group, which is projected to increase by 38 percent.

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



## PRIME-WORKING-AGE ADULTS IN THE SOUTH 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 South 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.

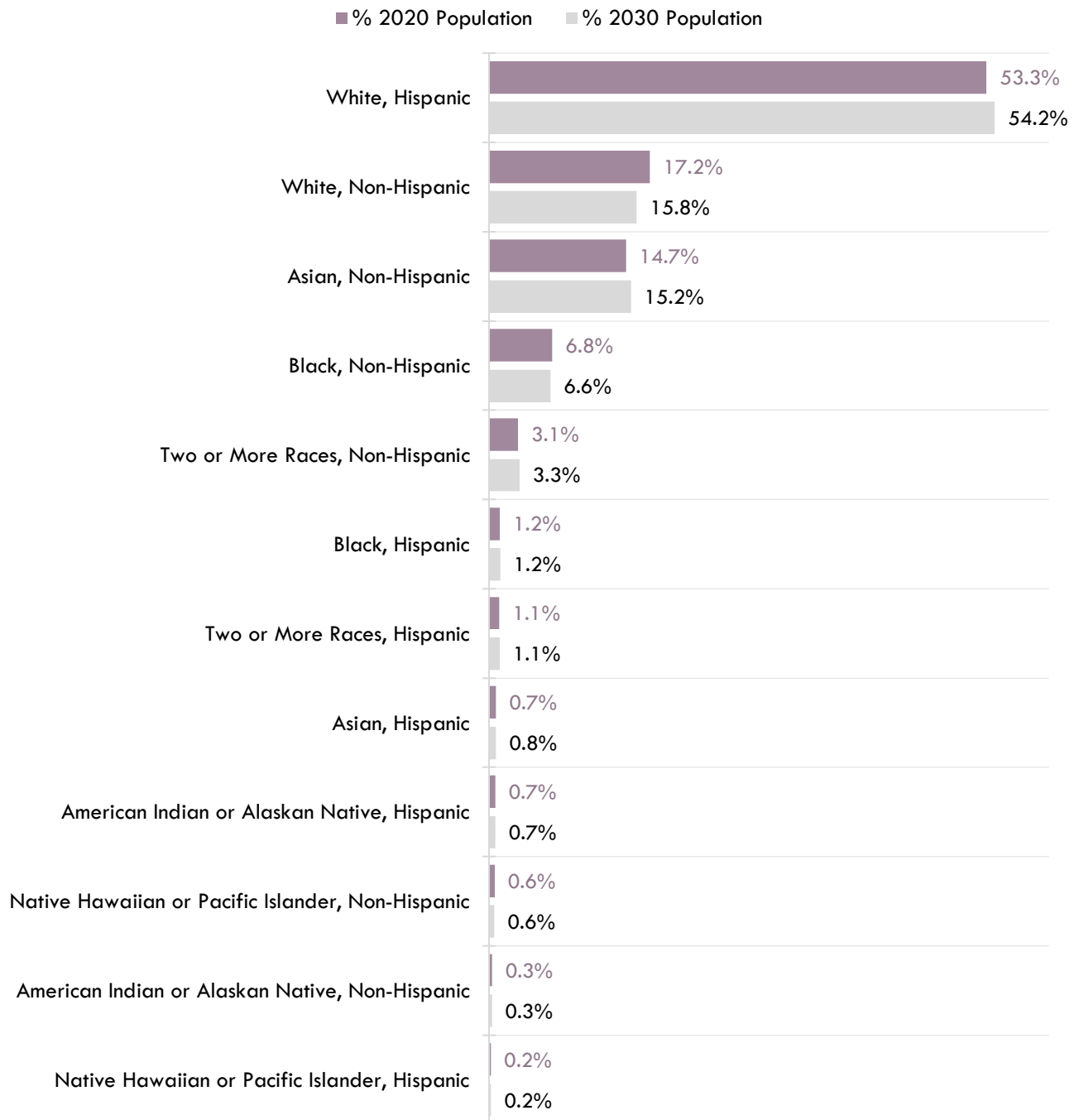
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

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

# Ethnicity

In 2020, 53 percent of the South Region’s population was White, Hispanic. By 2030, that percentage is projected to increase to 54 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 South 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).)

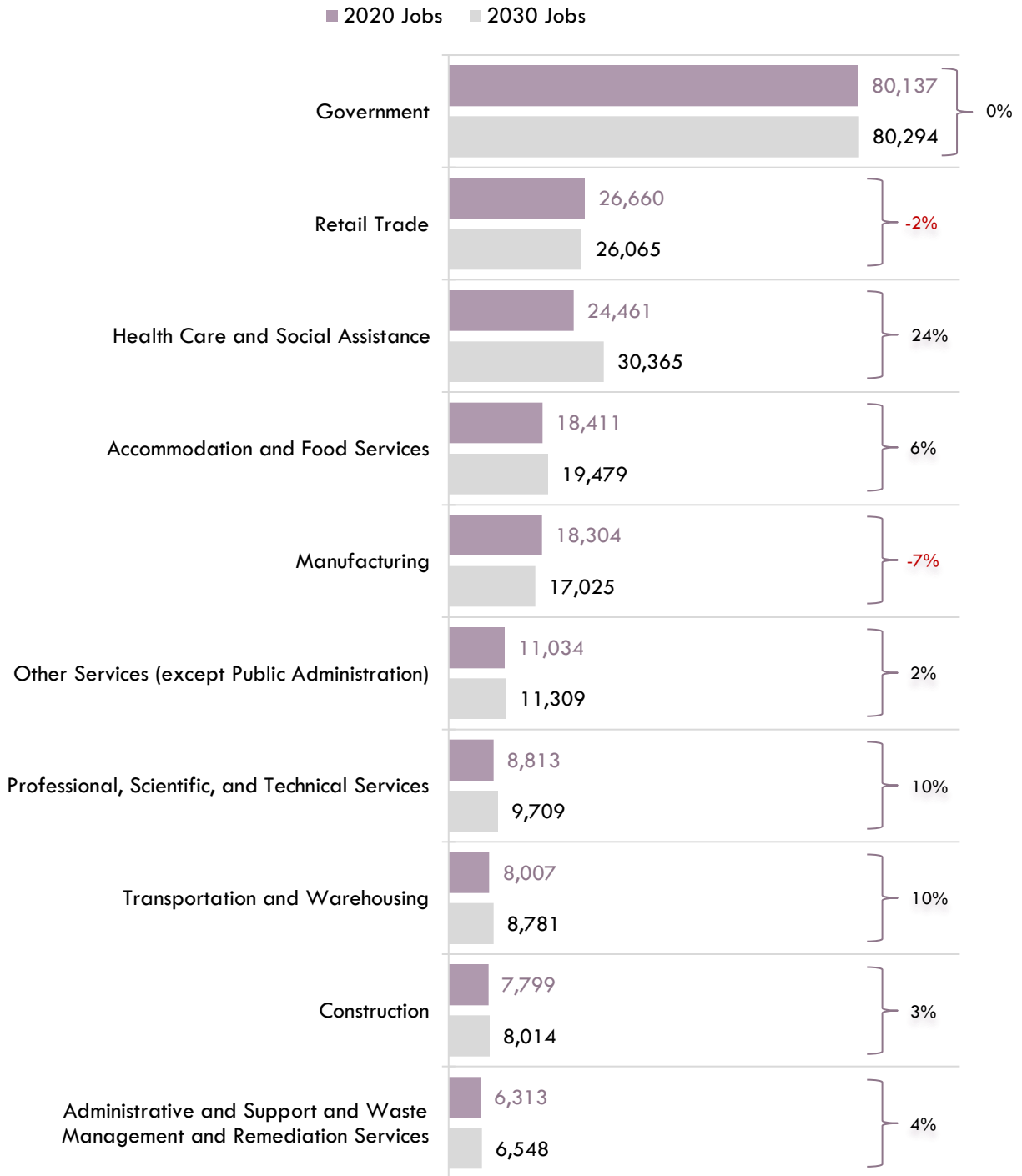
<sup>4</sup> Totals may not add to 100% due to rounding.



# Industries

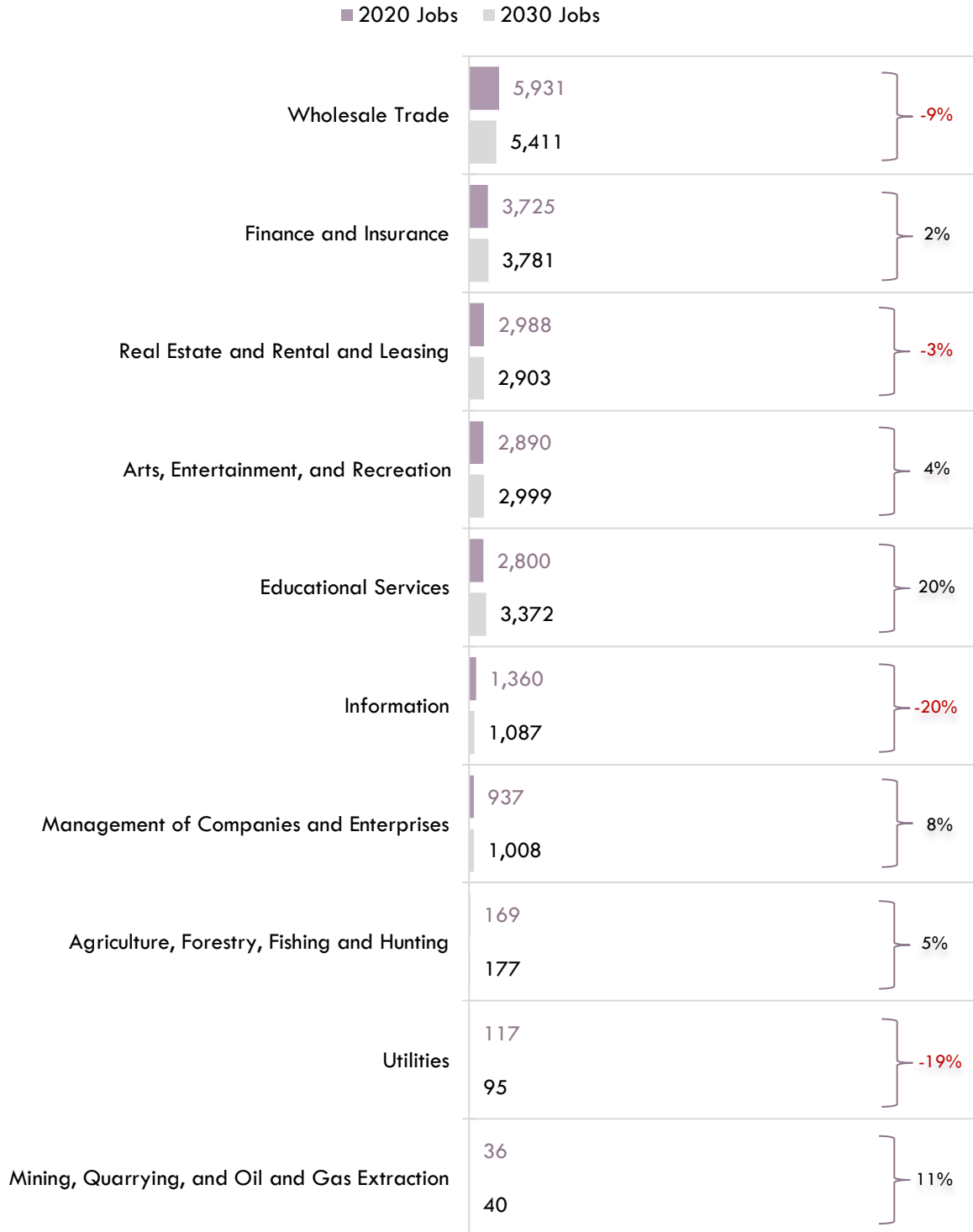
Exhibits 7a and 7b show the number of jobs and the projected percentage change by industry in the South Region. The industries with the most jobs in 2020 were Government<sup>5</sup>; Retail Trade; Health Care and Social Assistance; Accommodation and Food Services; and Manufacturing. Between 2020 and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

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



# Jobs

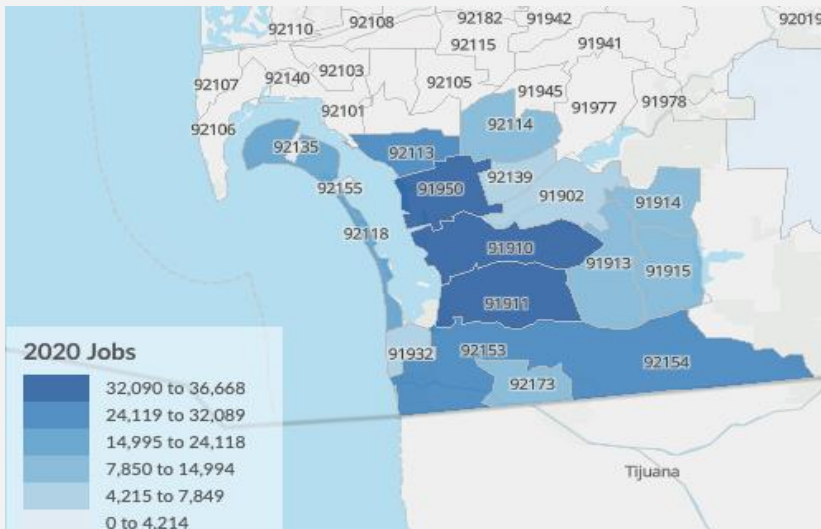
Between 2020 and 2030, the number of jobs in the South Region is expected to increase from 230,892 to 238,460, which is an increase of 7,568 jobs or three percent. Comparatively, San Diego County and California are projected to grow by 96,980 jobs (six percent) and 1,381,022 jobs (seven percent), respectively (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
South Region	230,892	238,460	7,568	3%
San Diego County	1,743,087	1,840,067	96,980	6%
California	19,831,760	21,212,782	1,381,022	7%

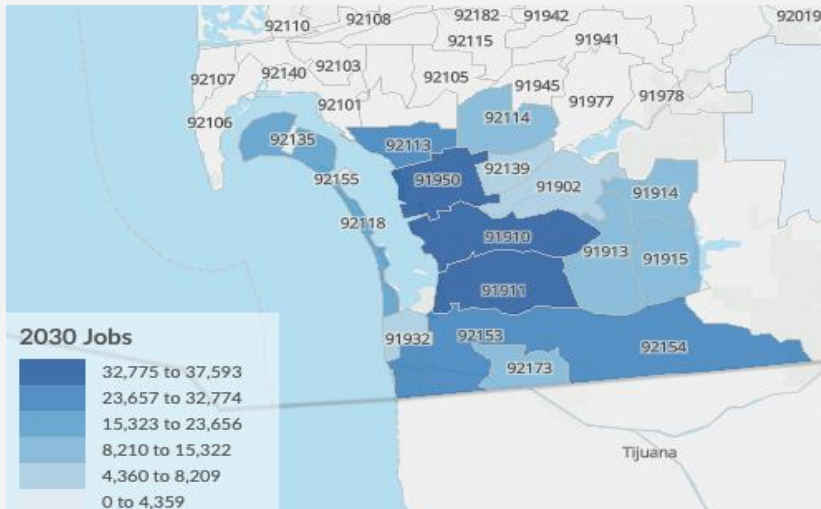
## JOB CONCENTRATION BY ZIP CODE IN THE SOUTH REGION

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



In 2020, the most jobs were located in zip code 91910, which is Chula Vista (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 South Region are projected to hire 25,468 workers annually (i.e., average annual job openings) (Exhibit 10). The greatest labor market demand is expected in National City (91950), Chula Vista (91910), and Chula Vista (91911) (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 South Region, 2020-2030**



**25,468**

Average  
Annual Job Openings  
(2020-2030)

**91950**

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

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

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
91950	National City	4,005	91935	Jamul	226
91910	Chula Vista	3,945	92155	San Diego	108
91911	Chula Vista	3,407	92136	San Diego	95
92154	San Diego	2,814	91906	Campo	61
92113	San Diego	2,397	91980	Tecate	25
92118	Coronado	1,690	91912	Chula Vista	11
91915	Chula Vista	1,110	92158	San Diego	11
92173	San Ysidro	1,086	92178	Coronado	10
92114	San Diego	898	91917	Dulzura	7
91914	Chula Vista	887	91951	National City	7
91913	Chula Vista	850	92153	San Diego	4
91932	Imperial Beach	589	92179	San Diego	1
91902	Bonita	567	91933	Imperial Beach	1
92139	San Diego	428	91909	Chula Vista	0
92135	San Diego	227			

## Top Jobs with High Entry-Level Earnings

The following section highlights the top jobs with high earnings in the South 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 South 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 South Region**

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	Project Management Specialists and Business Operations Specialists, All Other	277	\$26.86	\$36.46
Associate Degree	Air Traffic Controllers	26	\$50.38	\$65.36
Some College or Postsecondary Non-degree	Heavy and Tractor-Trailer Truck Drivers	238	\$16.10	\$22.29
High School Diploma or Lower	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	230	\$16.28	\$20.10

<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 South Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
13-1198	Project Management Specialists and Business Operations Specialists, All Other	277	None	None	\$26.86	\$36.46
29-1141	Registered Nurses	235	None	None	\$41.30	\$50.48
11-1021	General and Operations Managers	221	None	5 years+	\$36.44	\$56.22
25-2021	Elementary School Teachers, Except Special Education	146	None	None	\$25.65	\$32.50
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	132	None	< 5 years	\$35.24	\$53.99
25-1199	Postsecondary Teachers, All Other*	129	None	None	\$30.57	\$46.16
13-1111	Management Analysts	122	None	< 5 years	\$29.79	\$40.43
13-2011	Accountants and Auditors	120	None	None	\$27.57	\$36.19
13-1071	Human Resources Specialists	116	None	None	\$23.47	\$31.23
13-1081	Logisticians	109	None	None	\$32.09	\$39.08
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	109	None	None	\$33.93	\$42.03
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	108	None	None	\$43.69	\$55.50
15-1299	Computer Occupations, All Other	93	Moderate-term OJT	None	\$31.47	\$44.12
13-1161	Market Research Analysts and Marketing Specialists	70	None	None	\$21.33	\$29.28
13-1041	Compliance Officers	64	Moderate-term OJT	None	\$27.60	\$38.88
13-1020	Buyers and Purchasing Agents	62	Moderate-term OJT	None	\$24.03	\$32.79
53-2011	Airline Pilots, Copilots, and Flight Engineers	61	Moderate-term OJT	< 5 years	\$46.93	\$61.44
11-3031	Financial Managers	61	None	5 years+	\$43.33	\$61.97
17-2051	Civil Engineers	56	None	None	\$33.88	\$44.58
11-9111	Medical and Health Services Managers	54	None	< 5 years	\$42.49	\$56.75

\*require a doctoral or professional degree

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

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
53-2021	Air Traffic Controllers	26	Long-term OJT	None	\$50.38	\$65.36
17-3023	Electrical and Electronic Engineering Technologists and Technicians	25	None	None	\$26.40	\$33.82
17-3098	Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	24	None	None	\$27.11	\$35.86
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	24	None	None	\$18.29	\$21.35
49-2091	Avionics Technicians	23	None	None	\$29.56	\$33.21
23-2011	Paralegals and Legal Assistants	23	None	None	\$25.96	\$30.56
17-3022	Civil Engineering Technologists and Technicians	18	None	None	\$18.55	\$24.00
29-1292	Dental Hygienists	17	None	None	\$43.84	\$48.57
29-2034	Radiologic Technologists and Technicians	16	None	None	\$28.34	\$40.27
31-2021	Physical Therapist Assistants	15	None	None	\$23.82	\$28.81
29-2056	Veterinary Technologists and Technicians	13	None	None	\$17.88	\$21.47
29-1126	Respiratory Therapists	12	None	None	\$33.56	\$40.10
17-3011	Architectural and Civil Drafters	10	None	None	\$26.52	\$31.14
15-1231	Computer Network Support Specialists	10	None	None	\$24.99	\$34.53
19-4042	Environmental Science and Protection Technicians, Including Health	10	None	None	\$19.77	\$24.96
15-1257	Web Developers and Digital Interface Designers	10	None	None	\$19.88	\$30.23
19-4071	Forest and Conservation Technicians	8	None	None	\$18.99	\$24.07
19-4099	Life, Physical, and Social Science Technicians, All Other	8	None	None	\$25.30	\$31.54
17-3013	Mechanical Drafters	8	None	None	\$27.35	\$35.04
31-2011	Occupational Therapy Assistants	8	None	None	\$23.81	\$32.43

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

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
53-3032	Heavy and Tractor-Trailer Truck Drivers	238	Short-term OJT	None	\$16.10	\$22.29
43-3031	Bookkeeping, Accounting, and Auditing Clerks*	185	Moderate-term OJT	None	\$17.60	\$21.98
31-9092	Medical Assistants	146	None	None	\$16.32	\$18.58
49-3011	Aircraft Mechanics and Service Technicians	92	None	None	\$27.65	\$31.74
31-9091	Dental Assistants	79	None	None	\$16.46	\$19.58
29-2061	Licensed Practical and Licensed Vocational Nurses	78	None	None	\$25.80	\$29.69
33-2011	Firefighters	64	Long-term OJT	None	\$26.96	\$33.81
29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	47	None	None	\$17.62	\$22.12
15-1232	Computer User Support Specialists*	34	None	None	\$21.95	\$28.01
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	34	Moderate-term OJT	None	\$26.19	\$29.82
25-4031	Library Technicians	27	None	None	\$16.39	\$20.52
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	23	Long-term OJT	None	\$22.13	\$27.69
53-5021	Captains, Mates, and Pilots of Water Vessels	22	None	< 5 years	\$16.50	\$22.79
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	16	Long-term OJT	None	\$25.21	\$30.53
27-4011	Audio and Video Technicians	11	Short-term OJT	None	\$16.20	\$21.42
29-2053	Psychiatric Technicians	10	Short-term OJT	< 5 years	\$18.09	\$26.87
29-2055	Surgical Technologists	10	None	None	\$25.91	\$30.19
53-5031	Ship Engineers	9	None	< 5 years	\$36.55	\$42.23
29-9098	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare Practitioners and Technical Workers,	8	None	None	\$16.28	\$22.20
31-9097	Phlebotomists	8	None	None	\$20.91	\$24.88

\*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 South 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	230	Short-term OJT	None	\$16.28	\$20.10
49-9071	Maintenance and Repair Workers, General	178	Moderate-term OJT	None	\$16.34	\$20.33
43-1011	First-Line Supervisors of Office and Administrative Support Workers	160	None	< 5 years	\$22.28	\$28.16
33-3051	Police and Sheriffs Patrol Officers	144	Moderate-term OJT	None	\$33.21	\$44.63
43-6013	Medical Secretaries and Administrative Assistants	141	Moderate-term OJT	None	\$16.44	\$20.86
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	133	Moderate-term OJT	None	\$18.64	\$26.94
53-3052	Bus Drivers, Transit and Intercity	122	Moderate-term OJT	None	\$16.32	\$20.21
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	121	Moderate-term OJT	None	\$19.64	\$28.88
47-2031	Carpenters	112	Apprenticeship	None	\$17.65	\$24.91
51-4121	Welders, Cutters, Solderers, and Brazers	100	Moderate-term OJT	None	\$18.72	\$24.49
47-2111	Electricians	88	Apprenticeship	None	\$20.00	\$27.92
43-5061	Production, Planning, and Expediting Clerks	74	Moderate-term OJT	None	\$20.16	\$25.37
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	69	Moderate-term OJT	None	\$17.16	\$22.76
47-2152	Plumbers, Pipefitters, and Steamfitters	67	Apprenticeship	None	\$19.69	\$26.25
51-1011	First-Line Supervisors of Production and Operating Workers	64	None	< 5 years	\$26.35	\$33.77
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	62	None	5 years+	\$28.11	\$35.40
33-3021	Detectives and Criminal Investigators	61	Moderate-term OJT	< 5 years	\$44.32	\$45.62
51-4041	Machinists	61	Long-term OJT	None	\$16.46	\$20.62
43-3021	Billing and Posting Clerks	59	Moderate-term OJT	None	\$18.38	\$23.02
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	54	None	< 5 years	\$19.62	\$25.05

\*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 South Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
11-9051	Food Service Managers	54	None	< 5 years	\$19.04	\$26.29
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	53	None	< 5 years	\$25.97	\$32.75
41-3021	Insurance Sales Agents	52	Moderate-term OJT	None	\$19.87	\$26.18
43-4061	Eligibility Interviewers, Government Programs	51	Moderate-term OJT	None	\$20.57	\$25.19
43-6011	Executive Secretaries and Executive Administrative Assistants	47	None	< 5 years	\$25.39	\$32.00
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	43	Long-term OJT	None	\$22.48	\$28.02
47-2073	Operating Engineers and Other Construction Equipment Operators	42	Moderate-term OJT	None	\$26.68	\$31.78
33-3012	Correctional Officers and Jailers	41	Moderate-term OJT	None	\$27.79	\$32.40
39-1098	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services	39	None	< 5 years	\$16.96	\$21.01
49-9041	Industrial Machinery Mechanics	39	Long-term OJT	None	\$23.81	\$27.45
53-7051	Industrial Truck and Tractor Operators*	35	Short-term OJT	None	\$16.46	\$22.37
41-9022	Real Estate Sales Agents	32	Moderate-term OJT	None	\$17.72	\$28.98
13-1031	Claims Adjusters, Examiners, and Investigators	30	Long-term OJT	None	\$26.01	\$31.71
41-1012	First-Line Supervisors of Non-Retail Sales Workers	30	None	< 5 years	\$17.77	\$28.70
43-5052	Postal Service Mail Carriers	30	Short-term OJT	None	\$18.96	\$30.95
51-2041	Structural Metal Fabricators and Fitters	28	Moderate-term OJT	None	\$16.78	\$22.14
31-9099	Healthcare Support Workers, All Other	28	None	None	\$17.95	\$22.64
35-1011	Chefs and Head Cooks	27	None	5 years+	\$36.29	\$39.07
51-9124	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	27	Moderate-term OJT	None	\$16.73	\$21.50
39-1013	First-Line Supervisors of Gambling Services Workers	27	None	< 5 years	\$21.42	\$27.97

\*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 South Region, 2020-2030**

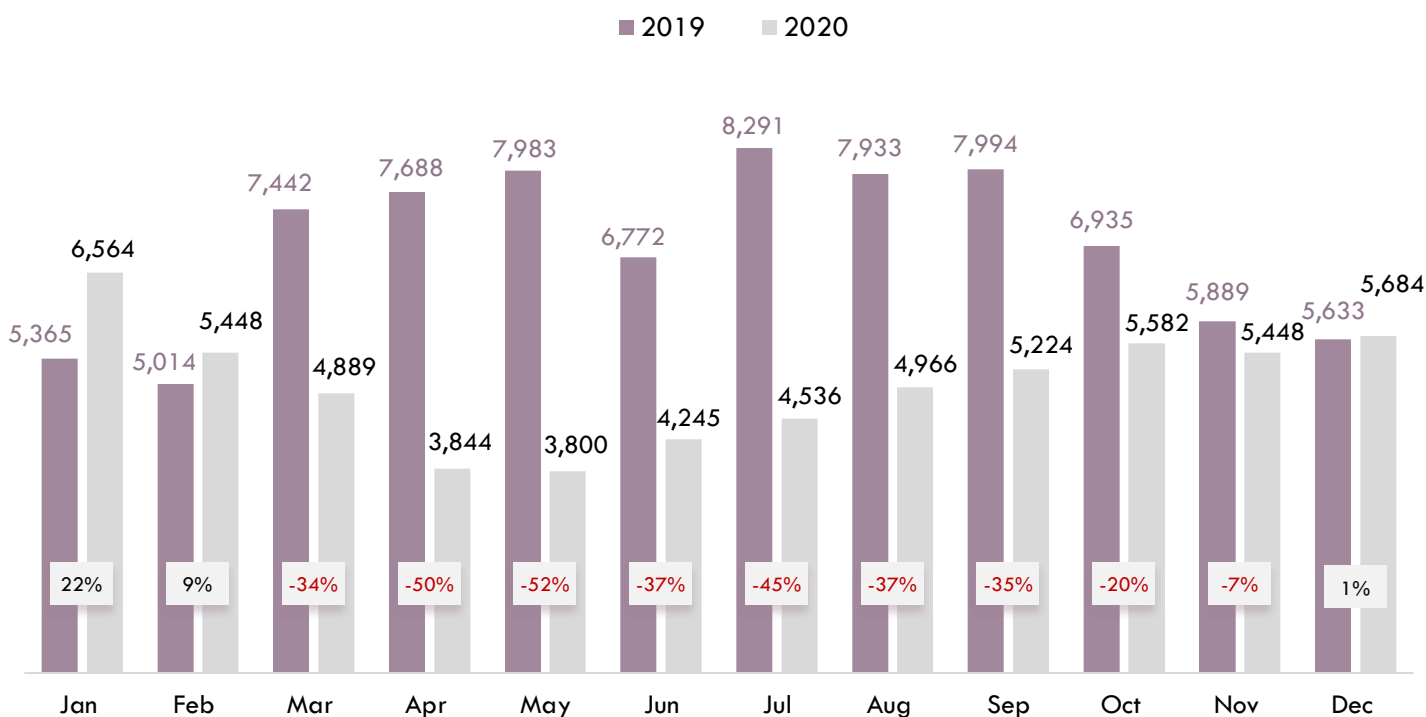
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	27	None	< 5 years	\$16.20	\$19.90
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	26	Long-term OJT	None	\$24.11	\$28.31
11-9141	Property, Real Estate, and Community Association Managers	26	None	< 5 years	\$22.73	\$30.91
43-9041	Insurance Claims and Policy Processing Clerks	25	Moderate-term OJT	None	\$16.95	\$20.55
53-2012	Commercial Pilots	24	Moderate-term OJT	None	\$26.00	\$33.55
47-2211	Sheet Metal Workers	24	Apprenticeship	None	\$24.51	\$29.40
47-2081	Drywall and Ceiling Tile Installers*	23	Moderate-term OJT	None	\$20.23	\$24.88
11-3071	Transportation, Storage, and Distribution Managers	23	None	5 years+	\$34.33	\$45.29
43-3051	Payroll and Timekeeping Clerks	22	Moderate-term OJT	None	\$21.81	\$26.32
53-5011	Sailors and Marine Oilers*	22	Moderate-term OJT	None	\$16.43	\$27.91
43-5032	Dispatchers, Except Police, Fire, and Ambulance	21	Moderate-term OJT	None	\$17.03	\$21.18
51-2011	Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	20	Moderate-term OJT	None	\$16.07	\$21.69
47-4011	Construction and Building Inspectors	20	Moderate-term OJT	5 years+	\$25.83	\$35.30
33-9093	Transportation Security Screeners	19	Short-term OJT	None	\$17.55	\$20.36
51-8031	Water and Wastewater Treatment Plant and System Operators	18	Long-term OJT	None	\$26.50	\$30.76
33-9091	Crossing Guards and Flaggers*	17	Short-term OJT	None	\$17.63	\$22.56
43-4111	Interviewers, Except Eligibility and Loan	17	Short-term OJT	None	\$16.26	\$18.77
43-3011	Bill and Account Collectors	16	Moderate-term OJT	None	\$16.63	\$20.25
47-5022	Excavating and Loading Machine and Dragline Operators, Surface Mining	16	Moderate-term OJT	< 5 years	\$21.51	\$23.97
43-5031	Public Safety Telecommunicators	16	Moderate-term OJT	None	\$23.66	\$28.67

\*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 6,912 unique online job postings<sup>7</sup> in the South Region (Exhibit 17), whereas in 2020 there was an average of 5,019 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 South Region, 2019-2020**



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

According to available job market analytics, there were 36,280 unique online job postings in 2019 and 26,191 in 2020, which was a 28 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 42 percent. Despite this reduction, unique job postings have been steadily increasing since June 2020 in the South 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 South Region posted a total of 36,280 unique job postings between January 2019 to December 2019. During this period, businesses with the greatest number of unique online job postings in the South Region were Sittercity, HealthCare Employment Network, Sharp Healthcare, Marriott International, and Virtual Vocations (Exhibit 18).

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

Rank	Company Name	Rank	Company Name
1	Sittercity, Inc.	26	Target Corporation*
2	HealthCare Employment Network	27	DoorDash
3	Sharp Healthcare*	28	Scripps Health*
4	Marriott International, Inc.*	29	Coronado Unified School District
5	Virtual Vocations	30	Paradise Valley Hospital*
6	Varsity Tutors, LLC	31	Revature
7	United Technologies Corporation*	32	Southwestern College
8	CRST International, Inc.*	33	J.C. Penney Corporation, Inc.
9	CareInHomes.com*	34	McDonald's Corporation
10	Robert Half International, Inc.*	35	Kentucky Fried Chicken*
11	H&R Block, Inc.*	36	Jack in the Box, Inc.*
12	Jamul PTA*	37	Uber Technologies, Inc.
13	Assurance	38	Chula Vista Elem School District
14	Teach for America, Inc.	39	The Home Depot*
15	Care.com, Inc.*	40	Jackson & Coker, LLC
16	Starbucks Corporation*	41	CVS Health Corporation*
17	C.R. England, Inc.*	42	Jacobs Engineering Group, Inc.*
18	Soliant Health, Inc.*	43	City of Chula Vista*
19	Postmates, Inc.*	44	UTC Aerospace Systems
20	Enterprise Medical Services	45	Allied Universal*
21	Sunbelt Staffing, LLC*	46	Wells Fargo & Company*
22	Macy's, Inc.*	47	Loews Hotel
23	Tradesmen International, LLC*	48	City of Coronado*
24	General Dynamics Corporation*	49	Collins Aerospace
25	Sweetwater Union High School District	50	The Cheesecake Factory, Inc.*

\*Business also ranked as a top business in 2020

Businesses in the South Region posted a total of 26,191 unique job postings between January 2020 to December 2020. During this period, businesses with the greatest number of unique online job postings in the South Region were Sharp Healthcare, Soliant Health, C.R. England, Paradise Valley Hospital, and Starbucks (Exhibit 19).

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

Rank	Company Name	Rank	Company Name
1	Sharp Healthcare*	26	United Parcel Service, Inc.
2	Soliant Health, Inc.*	27	The Home Depot*
3	C.R. England, Inc.*	28	Gryphon Technologies, LLC
4	Paradise Valley Hospital*	29	El Super
5	Starbucks Corporation*	30	Macy's, Inc.*
6	Jamul PTA*	31	Scripps Memorial Hospital
7	CRST International, Inc.*	32	Tradesmen International, LLC*
8	Prime Healthcare Services, Inc.	33	Instacart, Inc.
9	Sunbelt Staffing, LLC*	34	City of Coronado*
10	United Technologies Corporation*	35	Wells Fargo & Company*
11	Care.com, Inc.*	36	Marriott International, Inc.*
12	Spectrum	37	Nomad Health
13	Panera Bread Company	38	Kentucky Fried Chicken*
14	H&R Block, Inc.*	39	Jacobs Engineering Group, Inc.*
15	CVS Health Corporation*	40	Lowe's Companies, Inc.
16	Growing People and Companies	41	The Cheesecake Factory, Inc.*
17	Allied Universal*	42	St Paul's Home, Inc.
18	General Atomics	43	Target Corporation*
19	Arya Global, Inc.	44	Sodexo
20	General Dynamics Corporation*	45	Maxim Staffing Solutions
21	Robert Half International, Inc.*	46	Jack in the Box, Inc.*
22	Amazon, Inc.	47	Pizza Hut, Inc.
23	CareInHomes.com*	48	Getting Hired, Inc.
24	Scripps Health*	49	PAE Government Services, Inc.
25	City of Chula Vista*	50	Postmates, Inc.*

\*Business also ranked as a top business in 2019

## Technical Skills

Businesses in the South Region posted 36,280 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 South Region, 2019**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Purchasing*
2	Restaurant Operation*	22	Speech-Language Pathology*
3	Nursing*	23	Meal Planning and Preparation*
4	Basic Life Support*	24	Billing*
5	Selling Techniques*	25	Personal Protective Equipment
6	Cardiopulmonary Resuscitation*	26	Customer Relationship Management*
7	Customer Experience*	27	Medical Records*
8	Caregiving*	28	Plumbing
9	Auditing*	29	Pediatrics*
10	Accounting*	30	Loans*
11	Warehousing*	31	Home Care*
12	Cash Handling*	32	Performance Appraisal
13	Cash Register*	33	Corrective and Preventive Action
14	Bilingual (Spanish/English)*	34	Psychology*
15	Customer Satisfaction*	35	Budgeting*
16	Advanced Cardiovascular Life Support*	36	HVAC
17	Intensive Care Unit*	37	Inventory Control*
18	Loss Prevention*	38	Strategic Planning*
19	Food Services*	39	Procurement
20	Acute Care*	40	Security Clearance

\*Technical skill also ranked as top skill in 2020

Businesses in the South Region posted 26,191 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 South Region, 2020**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Billing*
2	Selling Techniques*	22	Speech-Language Pathology*
3	Restaurant Operation*	23	Pediatrics*
4	Nursing*	24	Intensive Care Unit*
5	Basic Life Support*	25	Home Care*
6	Cardiopulmonary Resuscitation*	26	Loans*
7	Customer Experience*	27	Point of Sale
8	Auditing*	28	Medical Records*
9	Accounting*	29	Rehabilitation
10	Bilingual (Spanish/English)*	30	Software Engineering
11	Cash Handling*	31	Safety Training
12	Cash Register*	32	Psychology*
13	Caregiving*	33	SQL
14	Customer Satisfaction*	34	Medicare
15	Purchasing*	35	Cooking
16	Loss Prevention*	36	Acute Care*
17	Warehousing*	37	Meal Planning and Preparation*
18	Advanced Cardiovascular Life Support*	38	Strategic Planning*
19	Food Services*	39	Budgeting*
20	Customer Relationship Management*	40	Inventory Control*

\*Technical skill also ranked as top skill in 2019



## Soft Skills

Businesses in the South Region posted 36,280 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 South Region, 2019**

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

\*Soft skill also ranked as top skill in 2020

Businesses in the South Region posted 26,191 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 South Region, 2020**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Teamwork*
2	Customer Service*	22	Cleanliness*
3	Management*	23	Organizational Skills*
4	Sales*	24	Self-Motivation*
5	Operations*	25	Time Management*
6	Leadership*	26	Investigation*
7	Detail Oriented*	27	Troubleshooting*
8	Planning*	28	Enthusiasm*
9	Problem Solving*	29	Research*
10	Interpersonal Communications*	30	Teaching*
11	Basic Math*	31	Spanish Language*
12	Computer Literacy*	32	Good Driving Record
13	Scheduling*	33	Prioritization*
14	Written Communication*	34	Sanitation*
15	Presentations*	35	Retail Sales*
16	Verbal Communication Skills*	36	English Language*
17	Professionalism*	37	Trustworthy
18	Innovation*	38	Accountability*
19	Coordinating*	39	Compassion
20	Multilingualism*	40	Mentorship*

\*Soft skill also listed as top skill in 2019

## Certifications and Qualifications

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

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

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	CDL Class B License*
2	Certified Nursing Assistant*	22	Licensed Clinical Social Worker (LCSW)*
3	Food Handler's Card*	23	CNOR Certification*
4	Licensed Vocational Nurses*	24	Doubles Endorsement*
5	Bachelor of Science in Nursing (BSN)*	25	CDL Class C License*
6	Critical Care Registered Nurse (CCRN)*	26	Hazmat Endorsement
7	Nurse Practitioner*	27	Certified Occupational Therapy Assistant
8	Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)*	28	Master of Business Administration (MBA)*
9	Licensed Practical Nurse*	29	Neonatal Nurse Practitioner
10	Alcohol Certification*	30	American Registry of Radiologic Technologists (ARRT) Certified*
11	CompTIA Security+*	31	Medical License
12	Associate Degree in Nursing*	32	Certified Information Systems Security Professional*
13	IAT Level II Certification*	33	Certified Forklift Operator*
14	Teaching English as a Foreign Language	34	Cosmetology License*
15	Certificate in English Language Teaching to Adults (CELTA)	35	Personal Trainer Certification
16	Bachelor of Science in Business*	36	Radiologic Technologist*
17	ServSafe Certification*	37	Registered Respiratory Therapist*
18	Automotive Service Excellence (ASE) Certification*	38	Series 7 General Securities Representative License (Stockbroker)*
19	Project Management Professional Certification*	39	Systems Security Certified Practitioner*
20	Medical Technologist	40	Cisco Certified Network Associate

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

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

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

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	Series 7 General Securities Representative License (Stockbroker)*
2	Certified Nursing Assistant*	22	Registered Respiratory Therapist*
3	Licensed Vocational Nurses*	23	Certified Information Systems Security Professional*
4	Bachelor of Science in Nursing (BSN)*	24	CDL Class C License*
5	Food Handler's Card*	25	Bachelor of Science in Business*
6	Nurse Practitioner*	26	Licensed Marriage and Family Therapist (LMFT)
7	Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)*	27	American Registry of Radiologic Technologists (ARRT) Certified*
8	Licensed Practical Nurse*	28	Associate Degree in Nursing*
9	Licensed Clinical Social Worker (LCSW)*	29	Radiologic Technologist*
10	Alcohol Certification*	30	Certified Forklift Operator*
11	CompTIA Security+*	31	Doubles Endorsement*
12	Automotive Service Excellence (ASE) Certification*	32	Registered Dietitian (RD/RDN)
13	ServSafe Certification*	33	Cosmetology License*
14	Project Management Professional Certification*	34	Certified Financial Planner
15	Critical Care Registered Nurse (CCRN)*	35	Certified Public Accountant
16	Master of Business Administration (MBA)*	36	CNOR Certification*
17	Clinical Nurse Specialists (CNS)	37	Bachelor of Science in Business Administration
18	Certified Pharmacy Technician	38	HVAC Certification
19	IAT Level II Certification*	39	Microsoft Certified Systems Engineer
20	CDL Class B License*	40	Systems Security Certified Practitioner*

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

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### 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.

