



San Francisco Bay Region: The Labor Market in 2021

The San Francisco Bay Center of Excellence (COE) for Labor Market Research strives to provide useful labor market data and information to the 28 community colleges and workforce partners we serve in the San Francisco Bay Area.

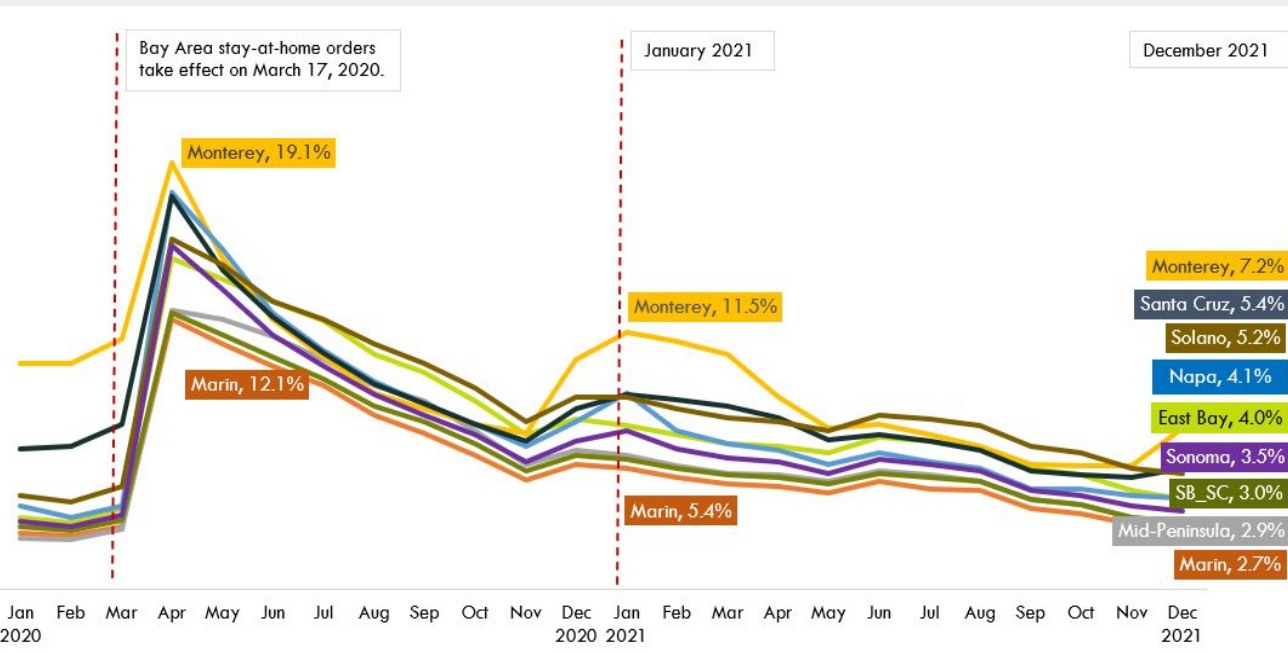
In this special edition newsletter, we review **what happened in the labor market across the Bay Region during 2021, and reflect on the workforce and labor market moving forward.**

Unemployment

The figure below presents **unemployment rates across the Bay Region** for the most recent two years, from **January 2020 to December 2021**. The second year of the COVID-19 pandemic started with higher unemployment rates that gradually decreased throughout the year.

By December 2021, several sub-regions in the Bay Region ended the year with lower rates of unemployment than the **state's unemployment rate of 5%**, including Marin, the Mid-Peninsula, San Benito/Santa Clara, Sonoma, the East Bay and Napa. Solano, Santa Cruz and Monterey reported slightly higher rates of unemployment at 5.2%, 5.4% and 7.2% respectively.

NEW: View and export more unemployment data for the Bay Region [here](#), or from the Bay Region COE's [resource page](#) on BACCC's website.



Industry Employment

Examining employment by industry sector, this section presents **employment across major sectors during 2021**, reported by MSA or subregion.

Industry Classifications

Data are organized by industry sectors as classified by the North American Industry Classification System (NAICS). Learn more about the NAICS [classification structure](#) and how industry sectors and groups are defined [here](#).

The California Community College Chancellor’s Office (CCCCO) also developed an industry sectors framework to help inform program development within the community college system. Visit [here](#) to learn more about how industry sectors are classified across educational and training systems to help inform programs and training in California.

Refer to the table below to view how the NAICS classified sectors correspond to the CCCC’s industry sectors framework.

Crosswalk of CCCC Industry Sectors and NAICS Classified Sectors	
CCCCO Industry Sectors	Related NAICS Sectors
Agriculture, Water & Environmental Technologies	Natural Resources, Mining & Construction
Advanced Manufacturing	Manufacturing
Advanced Transportation & Logistics	- Nondurable Goods
	- Other Services (e.g., Automotive Repair & Maintenance)
Business & Entrepreneurship	- Trade, Transportation & Utilities
	- Financial Activities
	- Other Services (e.g., Personal Care Services, including Hairstylists and Cosmetologists)
Education & Human Development	- Professional & Business Services (e.g., Accounting, Bookkeeping)
	Education & Health Services
Energy, Construction & Utilities	- Construction
	- Natural Resources, Mining & Construction
Health	- Trade, Transportation & Utilities
	Education & Health Services
Information & Communication Technologies / Digital Media	- Information
	- Professional & Business Services (e.g., Computer Systems Services, Advertising)
Life Sciences & Biotechnology	Professional & Business Services (e.g., Scientific Research)
Public Safety	Government
Retail, Hospitality & Tourism	Leisure & Hospitality

What did industry employment look like in 2021 for the Bay Region?

Data indicate that after wavering slightly, **employment slowly increased overall across industry sectors throughout the Bay Region** in 2021, especially in the latter half of the year. **Nonfarm employment** specifically wrapped up the year at higher levels in December compared to January across every subregion.

Leisure and Hospitality, one of the sectors most severely impacted during the pandemic, also increased in employment during the year. **All subregions saw a greater number of jobs filled in this sector by December compared to January** - ranging from the Solano area, which saw an 18% increase in employment between January (10,500) and December (12,400), to the Mid-Peninsula area, which almost doubled in the number of workers employed in this sector by December (108,200) compared to January (61,700).

View more on employment by industry sector across the Region in the heat maps below.

How to read the industry employment heat maps:

- Rows = Industry sectors
- Columns = Months
- Cells = Number of workers employed in a given industry sector and month

- Lightest shaded cells = Bottom < 5% of employment in 2021 for a given sector
- Darkest shaded cells = Top > 95% employment in 2021 for a given sector
- Mid-range shaded cells = Employment ranging between 5% - 95% in 2021 for a given sector

Example:

Referring to the East Bay’s heat map below as an example, the Construction sector reported its highest level of employment in May (75,700) and its lowest level of employment in December (71,500), with employment during the rest of the year ranging in between.

East Bay (Alameda and Contra Costa Counties)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	74,000	74,200	73,700	72,300	75,700	74,200	72,700	74,000	74,400	74,400	73,200	71,500
Durable Goods	70,400	71,400	71,100	69,300	69,500	69,600	70,400	68,800	68,000	67,300	67,600	68,500
Educational & Health Services	188,500	192,700	194,600	193,100	192,600	191,200	191,400	193,300	193,600	196,000	198,600	200,300
Financial Activities	51,300	51,100	51,700	51,500	51,300	51,400	51,500	51,500	51,500	51,600	52,000	52,400
Government	160,800	162,400	163,400	164,300	164,100	162,800	149,000	150,500	155,100	159,800	161,400	161,100
Information	25,200	25,200	25,200	25,200	25,200	25,300	25,300	25,300	25,500	25,600	25,600	25,800
Leisure & Hospitality	69,800	73,500	75,000	77,600	83,200	87,300	89,200	89,000	89,200	89,200	88,900	89,900
Manufacturing	99,600	100,700	100,400	98,600	99,000	99,300	100,200	98,800	98,100	97,300	97,500	98,400
Natural Resources, Mining & Construction	74,200	74,400	73,900	72,500	75,900	74,400	72,900	74,200	74,600	74,600	73,400	71,700
Nondurable Goods	29,200	29,300	29,300	29,300	29,500	29,700	29,800	30,000	30,100	30,000	29,900	29,900
Other Services	30,500	30,700	32,200	32,500	32,800	33,500	35,100	35,100	34,100	34,200	34,200	34,700
Professional & Business Services	183,000	183,700	186,700	189,200	188,800	188,900	190,200	193,200	195,600	198,300	198,100	198,900
Trade, Transportation & Utilities	190,500	188,800	187,200	187,100	185,900	186,300	187,400	186,700	184,500	188,900	193,400	197,500
Total Farm	1,200	1,300	1,400	1,500	1,700	1,800	1,900	1,900	1,800	1,700	1,600	1,500
Total Nonfarm	1,073,400	1,083,200	1,090,300	1,091,600	1,098,800	1,100,400	1,092,200	1,097,600	1,101,800	1,115,500	1,123,100	1,130,700

Data source:
Labor Market Information Division of the California Employment Development Department (EDD).

Marin (Marin County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	7,100	7,200	7,600	7,600	7,700	7,800	7,900	8,000	7,900	8,000	8,000	7,800
Educational & Health Services	19,700	19,500	19,700	19,700	19,800	19,400	19,200	19,700	20,500	20,300	20,500	20,100
Financial Activities	5,100	5,100	5,100	5,100	5,100	5,100	5,200	5,300	5,200	5,300	5,300	5,400
Government	14,000	14,100	14,200	14,400	14,200	14,500	14,200	14,000	13,800	14,000	14,100	14,000
Information	2,500	2,600	2,600	2,600	2,600	2,600	2,700	2,700	2,700	2,700	2,700	2,700
Leisure & Hospitality	10,000	11,000	11,600	12,400	12,500	13,500	14,200	13,800	13,500	14,200	14,000	13,300
Manufacturing	5,100	5,100	5,100	5,200	5,200	5,300	5,400	5,500	5,600	5,600	5,700	5,800
Natural Resources, Mining & Construction	7,100	7,200	7,600	7,600	7,700	7,800	7,900	8,000	7,900	8,000	8,000	7,800
Other Services	4,400	4,500	4,600	4,700	4,800	4,900	5,000	5,000	5,000	5,000	5,100	5,100
Professional & Business Services	17,600	18,600	18,500	18,800	18,400	18,300	18,200	18,800	18,400	18,600	18,700	19,000
Trade, Transportation & Utilities	17,300	17,300	17,400	17,300	17,600	17,600	17,400	17,400	17,000	17,300	17,500	17,800
Total Farm	300	300	300	400	400	400	400	400	400	400	400	300
Total Nonfarm	102,800	105,000	106,400	107,800	107,900	109,000	109,400	110,200	109,600	111,000	111,600	111,000

Mid-Peninsula (San Francisco & San Mateo Counties)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	41,000	40,800	41,600	42,900	42,900	42,900	43,100	42,600	43,000	43,200	43,300	43,000
Durable Goods	18,300	18,400	18,400	18,600	18,600	18,800	18,600	18,600	18,700	18,400	18,400	18,500
Educational & Health Services	139,000	141,700	144,600	145,700	146,200	145,900	144,700	141,800	142,200	144,300	144,800	144,500
Financial Activities	81,700	81,100	81,200	82,100	82,800	83,400	83,400	84,000	83,200	84,200	83,400	83,800
Government	124,000	124,100	125,100	125,200	125,000	123,400	117,800	119,700	122,200	124,800	125,500	125,200
Information	106,900	106,200	106,800	107,400	106,500	109,400	111,000	111,700	110,900	111,700	112,600	113,600
Leisure & Hospitality	61,700	69,000	73,700	83,000	89,400	96,100	102,000	104,300	106,400	107,500	107,300	108,200
Manufacturing	35,900	36,100	36,100	36,400	36,600	37,100	37,000	37,100	37,200	36,900	36,900	36,900
Natural Resources, Mining & Construction	41,100	40,900	41,700	43,000	43,000	43,000	43,200	42,700	43,100	43,300	43,400	43,100
Nondurable Goods	17,600	17,700	17,700	17,800	18,000	18,300	18,400	18,500	18,500	18,500	18,500	18,400
Other Services	30,300	31,200	31,400	31,700	31,900	33,500	34,800	33,900	32,600	34,100	35,100	35,400
Professional & Business Services	276,600	280,100	281,400	282,100	283,100	287,200	290,400	294,000	295,700	301,100	305,200	307,100
Trade, Transportation & Utilities	129,100	128,900	129,300	128,800	128,700	129,300	130,500	129,700	131,000	132,000	135,300	137,500
Total Farm	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,700	1,600
Total Nonfarm	1,026,300	1,039,300	1,051,300	1,065,400	1,073,200	1,088,300	1,094,800	1,098,900	1,104,500	1,119,900	1,129,500	1,135,300

Monterey (Monterey County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	6,200	6,300	6,600	6,700	6,600	6,700	6,800	7,000	6,800	6,900	6,900	6,800
Educational & Health Services	19,900	20,100	20,000	20,200	20,200	20,100	20,000	20,100	20,300	20,600	20,700	20,800
Financial Activities	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,100	4,100	4,200
Government	32,600	32,900	33,200	33,100	33,200	33,600	32,100	32,400	33,300	33,500	33,800	33,600
Information	700	700	700	700	900	900	900	900	900	900	900	1,000
Leisure and Hospitality	15,800	17,200	17,700	18,700	18,900	20,500	21,800	23,200	22,900	23,300	23,300	23,600
Manufacturing	4,200	4,100	4,200	4,300	4,200	4,300	4,400	4,400	4,500	4,400	4,500	4,400
Natural Resources, Mining & Construction	6,400	6,500	6,800	6,900	6,900	7,000	7,100	7,300	7,100	7,200	7,200	7,100
Nondurable Goods	3,100	3,100	3,100	3,200	3,200	3,300	3,300	3,300	3,400	3,400	3,400	3,400
Other Services	4,100	4,300	4,300	4,400	4,400	4,500	4,600	4,600	4,500	4,600	4,600	4,500
Professional & Business Services	16,100	15,300	15,000	15,000	15,000	15,100	15,300	15,200	15,500	16,200	15,900	15,900
Trade, Transportation & Utilities	25,000	24,900	25,000	24,900	25,000	25,000	25,200	25,600	25,000	25,400	26,000	25,900
Total Farm	37,200	38,700	42,600	59,400	68,800	74,400	74,700	73,600	71,800	66,000	57,400	41,800
Total Nonfarm	128,800	130,000	130,900	132,200	132,700	135,000	135,400	137,700	138,000	140,200	141,000	141,000

Napa (Napa County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Educational & Health Services	9,700	9,800	9,900	9,900	10,000	9,900	9,600	9,700	10,100	10,200	10,100	10,000
Financial Activities	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Government	9,200	9,400	9,400	9,500	9,500	9,500	8,900	9,000	9,200	9,200	9,300	9,100
Information	200	200	200	200	200	200	200	200	200	200	200	200
Leisure and Hospitality	7,900	9,100	9,500	9,800	10,300	11,000	11,600	12,100	12,100	11,800	11,400	11,500
Manufacturing	11,400	11,700	11,800	12,000	12,100	12,200	12,700	13,400	13,500	13,400	13,100	12,400
Natural Resources, Mining & Construction	3,900	4,100	4,400	4,500	4,500	4,600	4,400	4,400	4,300	4,200	4,100	3,400
Nondurable Goods	10,200	10,500	10,500	10,600	10,800	11,000	11,200	11,700	12,000	11,900	11,600	10,800
Other Services	1,600	1,600	1,700	1,700	1,700	1,800	1,800	1,800	1,800	1,800	1,800	1,700
Professional & Business Services	6,700	6,800	6,900	7,000	7,100	7,100	7,200	7,200	7,200	7,500	7,500	7,400
Trade, Transportation & Utilities	9,900	10,000	9,900	9,700	9,700	9,700	9,700	9,800	9,700	10,000	10,200	10,200
Total Farm	4,000	4,900	5,000	5,200	6,900	7,200	7,000	6,100	5,900	5,700	3,700	3,300
Total Nonfarm	62,500	64,700	65,700	66,300	67,100	68,000	68,100	69,600	70,100	70,300	69,700	67,900

Note: Cells representing employment in the Financial Activities and Information industry sectors are left unshaded due to no change or variation in employment in these sectors for the Napa area during 2021.

Santa Cruz (Santa Cruz County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Durable Goods	3,800	3,800	3,800	3,800	3,900	3,900	3,800	3,600	3,500	3,500	3,500	3,600
Educational & Health Services	16,600	16,800	16,600	16,700	17,000	17,000	17,000	17,100	17,300	17,500	17,500	17,900
Financial Activities	3,200	3,200	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100
Government	18,800	18,900	19,200	19,500	19,400	19,400	17,600	18,700	19,000	20,200	20,500	20,600
Information	500	500	500	600	500	500	500	500	500	500	500	500
Leisure & Hospitality	7,500	8,000	8,300	9,000	9,400	10,000	10,800	11,500	10,800	10,600	10,100	9,600
Manufacturing	6,900	6,900	7,000	7,000	7,100	7,200	7,100	7,000	6,900	6,900	6,900	6,900
Natural Resources, Mining & Construction	4,300	4,300	4,300	4,500	4,500	4,600	4,700	4,700	4,700	4,700	4,600	4,500
Nondurable Goods	3,100	3,100	3,200	3,200	3,200	3,300	3,300	3,400	3,400	3,400	3,400	3,300
Other Services	4,300	4,400	4,400	4,500	4,600	4,800	5,000	4,900	4,700	4,600	4,600	4,600
Professional & Business Services	10,300	10,500	10,500	10,600	10,500	10,600	10,500	10,500	10,400	10,600	10,500	10,600
Trade, Transportation & Utilities	16,200	16,300	16,300	16,200	16,000	16,000	15,800	15,600	15,500	15,800	16,300	16,300
Total Farm	5,300	5,600	5,700	7,300	9,900	12,100	12,300	12,200	12,000	11,000	8,400	5,800
Total Nonfarm	88,600	89,800	90,200	91,700	92,100	93,200	92,100	93,600	92,900	94,500	94,600	94,600

San Benito_Santa Clara (San Benito & Santa Clara Counties)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	49,000	49,800	49,500	48,700	48,600	50,000	49,800	50,400	50,600	51,300	51,300	51,800
Durable Goods	156,600	156,600	157,900	157,600	157,800	159,600	160,100	161,600	162,200	162,300	163,000	163,500
Educational & Health Services	166,700	170,000	172,400	173,400	173,500	173,800	173,400	173,800	173,400	179,000	179,500	180,700
Financial Activities	37,700	37,900	37,500	37,700	37,600	37,500	37,300	37,500	37,300	38,100	37,200	36,400
Government	91,400	91,400	91,900	93,000	91,700	90,400	85,700	87,000	89,300	92,400	93,100	93,100
Information	107,800	107,100	107,500	107,600	107,900	109,900	110,100	110,600	110,500	111,800	111,100	112,700
Leisure & Hospitality	54,000	59,400	62,300	67,300	71,900	72,900	76,100	77,600	78,700	80,100	81,700	82,900
Manufacturing	167,600	167,600	168,900	168,700	169,000	170,900	171,400	173,400	174,000	173,700	174,300	174,700
Natural Resources, Mining & Construction	49,200	50,000	49,700	48,900	48,800	50,200	50,000	50,600	50,800	51,500	51,500	52,000
Nondurable Goods	11,000	11,000	11,000	11,100	11,200	11,300	11,300	11,800	11,800	11,400	11,300	11,200
Other Services	21,000	22,600	22,500	24,700	24,500	25,100	25,100	25,300	25,000	24,400	24,300	24,700
Professional & Business Services	235,600	238,500	239,200	240,200	241,200	242,800	244,300	244,200	246,300	250,400	252,500	252,200
Trade, Transportation & Utilities	118,800	118,300	117,500	117,900	117,400	118,000	118,300	119,100	119,000	120,200	123,700	125,600
Total Farm	4,100	4,400	4,800	5,400	5,600	5,900	6,100	5,800	5,600	5,600	4,600	3,600
Total Nonfarm	1,049,800	1,062,800	1,069,400	1,079,400	1,083,500	1,091,500	1,091,700	1,099,100	1,104,300	1,121,600	1,128,900	1,135,000

Solano (Solano County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	10,100	10,200	10,700	10,900	10,800	10,900	11,400	11,500	11,500	11,500	11,500	11,200
Educational & Health Services	29,400	29,900	29,900	29,100	29,800	29,600	29,700	29,800	29,700	29,900	30,100	30,600
Financial Activities	4,900	4,900	4,800	4,800	4,800	4,900	4,900	4,900	4,900	5,000	5,000	5,000
Government	22,500	22,600	22,500	22,600	22,700	23,000	21,600	21,900	22,200	22,800	22,900	22,900
Information	800	800	800	800	800	800	800	800	800	800	800	800
Leisure & Hospitality	10,500	11,000	11,300	11,600	12,000	12,300	13,000	13,100	12,500	12,700	12,700	12,400
Manufacturing	12,200	12,100	12,100	12,000	12,000	12,400	12,300	12,300	12,500	12,300	12,200	12,400
Natural Resources, Mining & Construction	10,500	10,600	11,100	11,300	11,200	11,300	11,800	11,900	11,900	11,900	11,900	11,600
Nondurable Goods	7,200	7,200	7,300	7,200	7,200	7,500	7,400	7,500	7,600	7,600	7,500	7,600
Other Services	3,700	3,800	3,900	4,000	4,100	4,200	4,300	4,400	4,300	4,400	4,400	4,400
Professional & Business Services	8,900	9,100	9,200	9,800	9,700	9,600	9,300	9,800	9,900	9,700	10,000	9,900
Trade, Transportation & Utilities	26,500	26,300	26,600	26,500	26,600	26,700	26,600	26,700	26,300	26,700	27,300	27,600
Total Farm	1,200	1,300	1,400	1,500	1,700	1,700	1,800	1,800	1,800	1,800	1,400	1,100
Total Nonfarm	129,900	131,100	132,200	132,500	133,700	134,800	134,300	135,600	135,000	136,200	137,300	137,600

Note: Cells representing employment in the Information industry sector are left unshaded due to no change or variation in employment in this sector for the Solano area during 2021.

Sonoma (Sonoma County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	15,600	15,300	15,700	15,900	16,100	16,400	16,900	17,100	17,300	17,300	17,600	17,800
Durable Goods	8,700	8,700	8,800	8,600	8,700	8,700	8,700	8,700	8,700	8,800	8,700	8,900
Educational & Health Services	31,600	32,600	33,200	33,300	33,800	33,900	33,400	33,700	34,100	34,500	34,300	34,000
Financial Activities	7,200	7,200	7,200	7,500	7,500	7,400	7,500	7,500	7,400	7,500	7,300	7,400
Government	25,900	25,900	26,200	26,700	27,700	26,200	25,400	26,700	27,500	27,700	28,000	27,700
Information	2,200	2,200	2,200	2,200	2,200	2,200	2,300	2,300	2,300	2,300	2,300	2,300
Leisure & Hospitality	13,000	16,500	17,000	17,800	19,100	21,100	21,600	22,600	21,900	21,900	21,600	21,900
Manufacturing	21,700	21,800	21,900	21,700	22,000	22,100	22,500	22,500	23,000	23,400	22,700	22,400
Natural Resources, Mining & Construction	15,800	15,500	15,900	16,100	16,300	16,600	17,100	17,300	17,500	17,500	17,800	18,000
Nondurable Goods	13,000	13,100	13,100	13,100	13,300	13,400	13,800	13,800	14,300	14,600	14,000	13,500
Other Services	5,500	5,700	5,700	5,900	5,900	6,200	6,300	6,200	6,200	6,200	6,200	6,200
Professional & Business Services	22,000	22,200	22,300	22,600	22,400	22,700	23,000	22,800	22,900	23,300	22,900	22,800
Trade, Transportation & Utilities	34,600	34,700	34,600	34,400	34,500	34,200	34,700	34,700	34,300	34,500	35,300	35,700
Total Farm	5,100	5,600	5,600	5,900	6,900	7,400	7,400	6,800	6,800	5,800	4,500	4,700
Total Nonfarm	179,500	184,300	186,200	188,200	191,400	192,600	193,800	196,300	197,100	198,800	198,400	198,400

Top In-Demand Jobs of 2021: Location of Demand

Shifting focus to job postings, the figure below presents data on the **top in-demand ‘middle skill’ jobs in the Bay Region from 2021**, based on jobs posted by employers during January through December of 2021. ‘Middle skill’ is defined here as occupations for which fewer than 80% of postings called for a Bachelor’s degree and also have a median wage above \$15/hr.¹

The occupations below were identified by first identifying the top 25 in-demand occupations for each subregion, based on total postings during each calendar quarter of the year (Jan.-Mar., Apr.-June, July-Sep., Oct.-Dec.). The figure presents the **top 33 occupations that employers sought to fill in at least two Bay Area subregions during a given quarter in 2021**, ranked by number of subregions that posted jobs and average number of job postings.

	Postings in 4-5 subregions		Postings in 2-3 subregions				
Occupation	East Bay	Mid-Peninsula	North Bay	SCruz-Monterey	Silicon Valley	Average Postings	Sub-regions w/postings
Registered Nurses	3,878	2,588	1,966	800	2,858	2,418	5
Sales Representatives, not Technical/Scientific	2,294	2,659	851	288	2,059	1,630	5
1 st Line Supervisors, Retail Sales	2,016	1,505	1,107	355	1,598	1,316	5
Customer Service Representatives	2,080	1,297	977	294	1,250	1,179	5
General and Operations Managers	1,195	2,583	382	140	1,487	1,157	5
Secretaries & Admin. Assts., not Legal/Med./Exec.	1,450	1,256	571	240	1,057	915	5
Human Resources Specialists	1,068	1,922	266	108	1,195	912	5
Heavy and Tractor-Trailer Truck Drivers	1,909	637	722	276	825	874	5
Maintenance and Repair Workers, General	1,407	789	589	205	1,057	809	5
Food Service Managers	763	704	483	178	540	524	5
Bookkeeping, Accounting, & Auditing Clerks	843	600	406	171	474	499	5
1 st Line Supervisors, Office & Admin. Support	545	1,022	263	92	566	498	5
Computer User Support Specialists	565	769	192	67	700	484	5
Licensed Practical and Licensed Vocational Nurses	825	436	319	122	451	430	5
1 st Line Supervisors, Food Preparation & Serving	630	467	385	141	481	415	5
Automotive Specialty Technicians	732	398	275	101	448	390	5
Office Clerks, General	610	480	250	97	414	368	5
Critical Care Nurses	668	389	299	112	491	346	5
Medical Secretaries	513	392	249	122	423	340	5
Medical Assistants	557	409	244	105	411	338	5
Construction Managers	594	498	190	-	443	431	4
Health Technologists and Technicians, All Other	573	-	224	97	482	390	4
Property, Real Estate, Community Assoc. Managers	533	414	189	-	329	375	4
Dental Assistants	507	-	178	71	392	307	4
Insurance Sales Agents	573	-	240	99	378	294	4
Real Estate Sales Agents	392	430	-	-	433	427	3
Chefs and Head Cooks	-	406	242	71	-	288	3
Medical and Clinical Laboratory Technicians	445	-	-	65	383	279	3
Database Administrators	-	386	-	-	483	464	2
Inspectors, Testers, Sorters, Samplers, & Weighers	458	-	-	-	370	414	2
1 st Line Supervisors, Mechanics, Installers, Repairers	454	-	191	-	-	257	2
Construction Laborers	459	-	-	71	-	148	2
Mental Health Counselors	-	-	178	84	-	122	2

¹ Burning Glass Technologies. 2021.
 Data source: Burning Glass Technologies. burning-glass.com. 2021.

Top In-Demand Jobs of 2021: Frequency of Demand

Reviewing the same in-demand occupations identified above, the figure below presents data on the **top in-demand ‘middle skill’ jobs in the Bay Region during 2021, ranked by frequency of job postings** during the year. Job postings frequency was defined by the number of total subregions with job postings during each calendar year quarter (Jan.-Mar., Apr.-June, July-Sep., Oct.-Dec.).

The most in-demand and frequently posted occupations (24) that appeared in job postings for at least two subregions every quarter in 2021 are shown in blue-green and yellow in the list below.

All year, 3-5 subregions	All year, 2+ subregions		Not all year, or 1 subregion posting		
Occupations	Jan-May	Apr-June	July-Sep	Oct-Dec	Postings Frequency
Bookkeeping, Accounting, & Auditing Clerks	5	5	5	5	20
Customer Service Representatives	5	5	5	5	20
1 st Line Supervisors, Office & Admin. Support	5	5	5	5	20
1 st Line Supervisors, Retail Sales	5	5	5	5	20
General and Operations Managers	5	5	5	5	20
Heavy and Tractor-Trailer Truck Drivers	5	5	5	5	20
Human Resources Specialists	5	5	5	5	20
Maintenance and Repair Workers, General	5	5	5	5	20
Medical Secretaries	5	5	5	5	20
Registered Nurses	5	5	5	5	20
Sales Representatives, not Technical/Scientific	5	5	5	5	20
Secretaries & Admin. Assistants, not Legal/Med./Exec.	5	5	5	5	20
Licensed Practical & Licensed Vocational Nurses	5	5	4	5	19
Food Service Managers	4	5	5	5	19
Office Clerks, General	4	5	5	5	19
Medical Assistants	5	3	5	5	18
Automotive Specialty Technicians	4	5	5	4	18
1 st Line Supervisors, Food Prep & Serving	3	5	5	5	18
Computer User Support Specialists	3	4	5	5	17
Construction Managers	4	4	4	4	16
Critical Care Nurses	5	4	2	3	14
Property, Real Estate, Community Assoc. Managers	4	3	3	3	13
Dental Assistants	2	4	3	2	11
Real Estate Sales Agents	3	2	2	2	9
Medical and Clinical Laboratory Technicians	3	-	2	3	8
Chefs and Head Cooks	-	2	3	2	7
Inspectors, Testers, Sorters, Samplers, & Weighers	1	2	2	1	6
Insurance Sales Agents	4	2	-	-	6
Database Administrators	2	1	1	1	5
Construction Laborers	1	2	1	1	5
Mental Health Counselors	2	1	2	-	5
Health Technologists and Technicians, All Other	-	-	1	4	5
1 st Line Supervisors, Mechanics, Installers, Repairers	1	1	1	1	4
Administrative Services Managers	1	1	1	1	4
Executive Secretaries & Administrative Assistants	1	1	1	1	4
Paralegals and Legal Assistants	1	1	1	1	4

Top In-Demand Skills of 2021: Overall and by Subregion

Continuing with a look at job postings, **specialized or occupation-specific skills most frequently requested by employers across the Bay Region throughout 2021** are presented below. In-demand skills were identified by examining skills in job postings by calendar year quarter (Jan.-Mar., Apr.-June, July-Sep., Oct.-Dec.) and subregion.

Skills presented below are ranked by the number of subregions in which the skill appeared in job postings and the average number of postings overall across the Region.

Skill	Postings in 4-5 subregions		Postings in 2-3 subregions			Average Postings	# of subregions
	East Bay	Mid-Peninsula	North Bay	SCruz-Monterey	Silicon Valley		
Customer Service	9,453	7,107	4,152	1,405	6,682	5,759	5
Scheduling	7,671	6,096	3,383	1,195	5,675	4,804	5
Sales	5,362	4,828	2,332	761	4,536	3,564	5
Repair	5,368	2,808	2,170	795	3,628	2,954	5
Budgeting	3,556	3,865	1,668	504	2,897	2,498	5
Cleaning	3,850	2,179	1,706	599	2,503	2,167	5
Personal Protective Equipment (PPE)	4,041	2,176	1,384	569	2,486	2,131	5
Customer Contact	3,422	2,741	1,358	486	2,523	2,106	5
Patient Care	2,780	1,988	1,604	525	2,355	1,850	5
Administrative Support	2,651	2,604	1,029	427	2,003	1,743	5
Retail Industry Knowledge	2,695	1,883	1,423	538	1,885	1,685	5
Vaccination	2,247	2,518	1,061	563	1,838	1,645	5
Staff Management	2,507	2,087	1,234	393	1,835	1,611	5
Quality Assurance and Control	2,245	1,749	845	259	1,694	1,358	5
Data Entry	2,441	1,445	1,052	378	1,387	1,341	5
Cardiopulmonary Resuscitation (CPR)	2,054	1,253	1,067	365	1,180	1,184	5
Appointment Setting	1,971	1,369	806	299	1,333	1,155	5
Customer Billing	1,799	1,506	837	294	1,184	1,124	5
Accounting	1,638	1,434	766	295	1,114	1,042	5
Advanced Cardiac Life Support (ACLS)	1,644	1,030	780	313	1,205	795	5
Sales Goals	1,473	1,190	738	-	1,241	1,179	4
Lifting Ability	1,937	-	1,003	317	1,352	1,152	4
Occupational Health and Safety	1,832	-	681	245	1,115	968	4
Treatment Planning	1,398	-	831	227	1,058	952	4
Merchandising	1,413	-	783	278	1,163	720	4
Project Management	2,266	3,394	-	-	2,262	2,641	3
Onboarding	1,552	2,181	-	-	1,284	1,683	3
Spreadsheets	1,491	1,300	-	254	-	1,056	3
Plumbing	1,341	-	-	204	1,031	989	3
Product Sales	1,399	-	-	242	942	861	3
Forklift Operation	1,370	-	657	229	-	856	3
Life Support	1,533	-	-	-	1,159	1,283	2
Teaching	1,418	-	-	-	1,132	1,227	2
Technical Support	-	1,252	-	-	1,113	1,205	2
Store Management	-	-	697	297	-	617	2
Acute Care	-	-	681	237	-	533	2
Record Keeping	-	-	652	263	-	341	2

Top In-Demand Skills of 2021: By Skill Family

Skills identified in the table above are presented again in the figure below, this time organized by **overall average number of postings and Skill Family - to help identify skills that share common clusters and focus areas**. Skill Family categories used here were adopted from Burning Glass.

As shown below, **health care** skills were the most common cluster of skills requested by employers in the Bay Region during 2021, followed by **Administration, Sales** and **Business** skill clusters.

Skill Family	Skill	Average Postings
Health Care	Patient Care	1,850
	Vaccination	1,645
	Life Support	1,283
	Cardiopulmonary Resuscitation (CPR)	1,184
	Lifting Ability	1,152
	Treatment Planning	952
	Advanced Cardiac Life Support (ACLS)	795
	Acute Care	533
Administration	Scheduling	4,804
	Administrative Support	1,743
	Data Entry	1,341
	Appointment Setting	1,155
	Record Keeping	341
Sales	Sales	3,564
	Sales Goals	1,179
	Merchandising	720
	Product Sales	861
Business	Project Management	2,641
	Staff Management	1,611
	Quality Assurance and Control	1,358
Finance	Budgeting	2,498
	Customer Billing	1,124
	Accounting	1,042
Human Resources	Personal Protective Equipment (PPE)	2,131
	Onboarding	1,683
	Occupational Health and Safety	968
Customer & Client Support	Customer Service	5,759
	Customer Contact	2,106
Information Technology	Technical Support	1,205
	Spreadsheets	1,056
Miscellaneous	Repair	2,954
	Cleaning	2,167
Supply Chain & Logistics	Forklift Operation	856
	Store Management	617
Education and Training	Teaching	1,227
Industry Knowledge	Retail Industry Knowledge	1,685
Maintenance, Repair, & Installation	Plumbing	989

Looking Back, Looking Forward

For this “Year in Review” newsletter, we want to take a moment and reflect on what happened in the regional economy in 2021 and look forward to 2022 and beyond.

Looking Back: Reflecting on the Bay Region Economy in 2021

Since March 2020, when the pandemic started, the economy (national, state and regional) went into a deep recession. Employment losses in the Bay Area were most extreme in April 2020, at which point the region had 612,600 fewer jobs (14% less) than it had the month before.

Since the start of the pandemic, **the region’s economy has recovered significantly, adding back all but 127,300 jobs by December 2021, only 3% fewer jobs than in March 2020.** (Source: California EDD).

The tables below provide a summary of the Bay Region economy across key labor market metrics that the Bay Region Center of Excellence has been following since March 2020, beginning with unemployment and industry employment.

Regional Unemployment & Industry Employment

Labor Market Metric	2020 March	2020 April	2020 December	2021 December
Unemployment Rate	5.2%	14.8%	7.5%	4.2%
Total Non-Farm Employment	4,283,000	3,676,000 (-14%)	3,970,100 (-7.3%)	4,086,900 (-4.6%)
Total Farm Employment	59,500	53,900 (-9.4%)	22,600 (-38%)	128,300 (+115.6%)

Data source:
Labor Market Information Division of the California Employment Development Department (EDD).

Regional Top Jobs and Skills in Demand

Top 5 In-Demand Jobs in 2021 <ol style="list-style-type: none">1. Registered Nurses2. Sales Representatives,3. First Line Supervisors, Retail Sales4. Customer Service Representatives5. General and Operations Managers	
Top 5 In-Demand Skills in 2021 <ol style="list-style-type: none">1. Customer Service2. Scheduling3. Sales4. Repair5. Budgeting	Top 5 In-Demand Skills Cluster Families in 2021 <ol style="list-style-type: none">1. Health Care2. Administration3. Sales4. Business5. Finance

For more on tracking the Bay Region’s economic recovery:

- Read the Bay Region COE’s monthly “LMI News and Updates” newsletter at coe.baccc.net
- Visit [here](#) to read the Bay Area Council’s summary of the economic recovery in 2021.

Looking Back: Reflecting on What Happened to the Economy in 2021

2021 was a year of slow but steady job growth. The first half of the year featured the reopening of the economy, but the second half was marked by the emergence of the Delta and Omicron variants, which brought on new challenges to achieving a full recovery in 2021.

Refer to the articles below to read more about what happened with the economy in 2021:

The uneven impact of the pandemic

[The pandemic hurt low wage workers the most and so far the recovery has helped them the least](#)

[July's jobs report shows Black teens struggling with the highest unemployment rate](#)

[The Pandemic's Toll on Minority Women in the Labor Force](#)

[How has income inequality changed in the Bay Area over the last decade?](#)

[High schoolers are training to drive 18-wheelers amid a shortage of truck drivers](#)

The pandemic's impact on automation and jobs

[Do we need humans for that job? Automation booms after COVID](#)

Looking Forward: Where the Economy is Headed

Based on a July 2021 Congressional Budget Office (CBO) [report](#), **the CBO now projects stronger economic growth going forward in 2022 and beyond**. Three main factors are responsible for this projection:

- First, the agency expects recently enacted fiscal policies to boost output.
- Second, the CBO projects that the effects of social distancing on economic activity in 2021 will be smaller than the effects it projected in February, reflecting a more rapid return to normalcy.
- Third, the CBO has raised its estimate of the consumer spending that results from the additional savings that households accumulated during the pandemic.

In California, the most recent [economic projections](#) by the Department of Finance expects both farm and non-farm employment to return to pre-pandemic levels by the end of 2022.

Child Care and the Workforce

“The region’s continued recovery will hinge on growth in other sectors to outpace the losses in leisure in hospitality. **Longer term recovery will also hinge on better supports for women and caretakers in the workforce.** A continued lack of child care and paid family leave was a key driver for mothers exiting the labor force — **nearly one million mothers left the workforce nationwide**, compared to half that number of fathers.” (source: Bay Area Council).

To address the child care challenge, the Governor’s proposed 2022-23 budget includes \$823.7 million for 36,000 additional subsidized child care slots compared to 2021-22. When combined with the slots funded in the 2021 Budget Act, this brings the total to over 145,000 slot for child care.

Education During the Pandemic

Bay region school districts struggled to find enough teachers to staff classrooms as school started in the fall of 2021. This was caused by both the emergence of the Delta and Omicron variants, but also by a significant increase in teachers leaving the profession due to retirements and resignations. Teachers cite the challenges of teaching during the pandemic, working remotely and possible exposure to the coronavirus as reasons for doing so. **More on regional teacher shortages** [here](#).

To address the teacher shortage, **the Governor’s proposed budget includes \$54.4 million to support immediate efforts to enhance schools’ ability to hire qualified teachers and substitutes.** This investment builds upon significant multi-year teacher pipeline investments included in the 2021 Budget Act, including investments available over a five-year period that total more than \$2.9 billion. (source: Governor’s Budget).

The Pandemic's Impact on the Care Economy

Health and human service workers on the “front-line” during the past two years have also been under great stress, leading to increased burnout in this sector. **To address the needs of the “care economy”, the Governor’s proposed budget includes a one-time \$1.7 billion investment over three years in care economy workforce development.**

If enacted it will create opportunities to recruit, train, hire, and advance an ethnically and culturally inclusive health and human services workforce, with improved diversity, wages, and health equity outcomes.

This would spur **employment opportunities** for a range of health and human service workers that **regional community colleges are well positioned to train and place into employment.** Workers such as:

- Community Health Workers (25,000 new CHWs by 2025)
- Nurses (including registered nurses, licensed vocational nurses, certified nursing assistants, certified nurse midwives, certified medical assistants)
- Emergency Medical Technicians
- Substance Abuse Counselors
- Social Workers
- Healthcare-focused vocational pathways for English language learners

(source: Governor’s Budget)

Support for Infrastructure

A bright spot in the fall of 2021 was the **passage of the \$1 trillion Federal [infrastructure bill](#)** which will bring new funds to California and the Bay Area to **support the hiring of engineering, construction, and transportation workers.**

Read more about the Bay Area Council’s plan for fast tracking regional transportation projects [here](#).

Looking Forward: Where the Economy is Headed and What it Means for Students, Workers, Community Colleges and Workforce Partners in the Bay Region

With the story of the economic recovery still unfolding, we highlight below some information about the changing economy that we think is important to consider as we help communities recover in the coming year by providing students and workers access to high demand, livable wage jobs.

Much was written this past year about the [“Great Resignation.”](#) **Well over 20 million people quit their jobs in the second half of 2021 – a record.** This trend put pressure on employers trying to find the skilled workers they need. It led to increased wages for workers, but also added to inflationary pressures that impacted businesses and consumers.

What is the story behind this huge number of resignations? In the [“The Great American Jobs Reshuffle,”](#) authors Brent Orrell and Daniel A. Cox analyze data from worker surveys to better understand what employees are thinking and doing. Workers are clearly processing what they have experienced in the past two years as they make plans to navigate the new post-pandemic labor market.

Key points from the article:

- The June 2021 American Perspectives Survey (APS) found that people’s work arrangements and preferences, unemployment experiences, and career aspirations are changing as workers navigate the new post-pandemic labor market.
- Despite slow employment growth, a resounding majority (75%) of those unemployed for two years or less are currently looking or plan to look for work.
- At the same time, unemployed workers are more pessimistic about finding quality jobs. Nearly three-quarters of Americans say now is a good time to find a quality job, but only 53 percent of unemployed workers agree.
- 86% percent of Americans now say that workplace flexibility is a key factor in choosing a new job. It’s especially important for mothers working full-time.

Finally, as business, education and community leaders plan for an economic recovery in our region, there is an opportunity to re-think how the regional economy could be a more sustainable and inclusive economy going forward. This begs the question:

Can we build a growing economy that enables more of us to achieve prosperity, while at the same time protecting the environment?

Explore insights, resources and stories that show what sustainable and inclusive growth can look like, with a collection of articles from McKinsey & Company on the [Future of America](#).

Data Resources from the COE for Labor Market Research:

Analyzing labor market and student outcomes data can help community colleges and their workforce partners decide which new programs are needed to address labor market needs, as well as which existing programs may need to be modified to improve retention, completion, employment and earnings.

Data can also guide decision making on the right mix of courses and programs to offer so students have more equitable access to skill training that leads to living-wage employment for all our students regardless of race, gender or socioeconomic status.

The good news is vast amounts of data is available and accessible. The **Bay Region COE** has created a web page where you can access regional data tools and resources to help you get started: coe.baccc.net.

To access additional labor market related reports, data tools and resources, visit the **Statewide Centers of Excellence for Labor Market** new website at: coeccc.net.