



# EAST REGION

SAN DIEGO COUNTY

# Subregional Profile

October 2023



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## **Important Disclaimers**

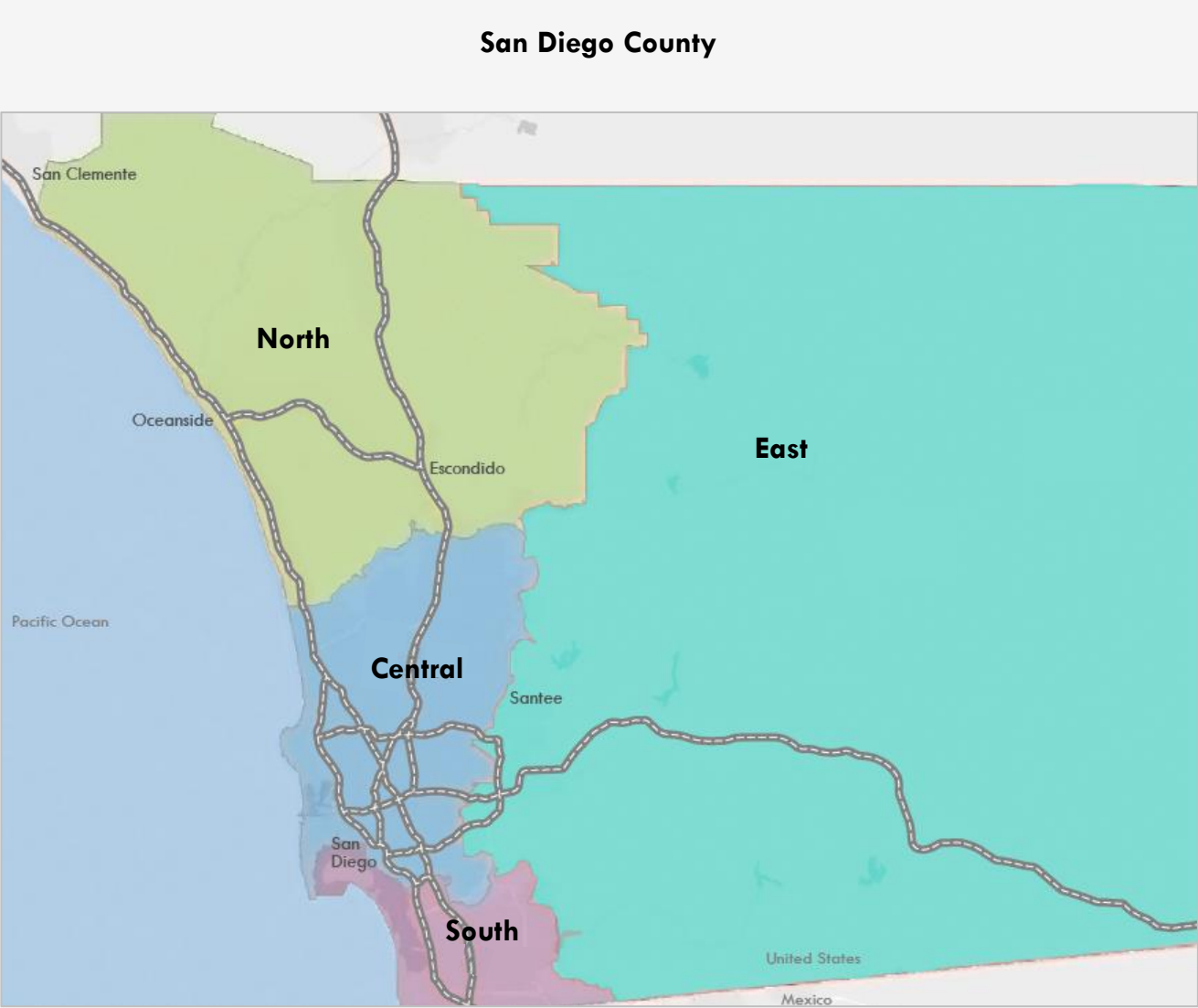
All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and 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.



# Introduction

This subregional profile highlights demographics, industries, and occupations in the East Region of San Diego County. The San Diego & Imperial Center of Excellence (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 East Region.

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



For the purpose of this report, the East 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 East Region by Zip Codes**

Zip Code	Area	Zip Code	Area
91901	Alpine	91962	Pine Valley
91903	Alpine	91963	Potrero
91905	Boulevard	91976	Spring Valley
91906	Campo	91977	Spring Valley
91916	Descanso	91978	Spring Valley
91917	Dulzura	91979	Spring Valley
91931	Guatay	91980	Tecate
91934	Jacumba	91987	Tecate
91935	Jamul	92019	El Cajon
91941	La Mesa	92020	El Cajon
91942	La Mesa	92021	El Cajon
91943	La Mesa	92022	El Cajon
91944	La Mesa	92040	Lakeside
91945	Lemon Grove	92071	Santee
91946	Lemon Grove	92072	Santee
91948	Mount Laguna		

**Data Source**

The data presented in this report was derived from Lightcast's Analyst program. The dataset is 2023.02.

<sup>1</sup> The backbone of ZIP-level data is Lightcast's 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.lightcast.io/en/articles/6957501-zip-level-employment-data](https://kb.lightcast.io/en/articles/6957501-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.lightcast.io/en/articles/6957501-zip-level-employment-data](https://kb.lightcast.io/en/articles/6957501-zip-level-employment-data).

## Fast Facts About the East Region

### Exhibit 3: Fast Facts About the East Region



**497,926**

#### Total Population (2022)

The East Region had a population of 497,926 in 2022, and this number is projected to decrease by eight percent over the next 10 years. The zip code with the highest projected population growth is 92022 (El Cajon).



**\$89,793**

#### Avg. Earnings Per Job (2022)

In the East Region, average earnings were estimated at \$89,793 in 2022, which is higher than the national average reported across industries. National average earnings per job in 2022 were \$80,938.



**187,745**

#### Total Jobs (2022)

The East Region's total number of jobs in 2022 was 187,745, and the zip code with the most jobs was 92020 (El Cajon). Comparatively, San Diego County had 1,767,478 jobs in 2022.



**12%**

#### Projected Job Growth (2022-2032)

Between 2022 and 2032, the number of jobs is projected to increase by 12 percent in the East Region. The zip code with the most annual job openings is projected to be 92020 (El Cajon).



## Demographics

In 2022, the East Region had a population of 497,926 residents (Exhibit 4). Over the next 10 years, the population is expected to decrease by 40,301 residents, or eight percent. The zip code with the highest growth rate is expected to be 92022 (El Cajon) (Exhibit 5).

**Exhibit 4: Total Population and Projected Percentage Change in the East Region, 2022-2032**



Total Population, 2022	Total Population, 2032	Projected % Change
<b>497,926</b>	<b>457,625</b>	<b>-8%</b>

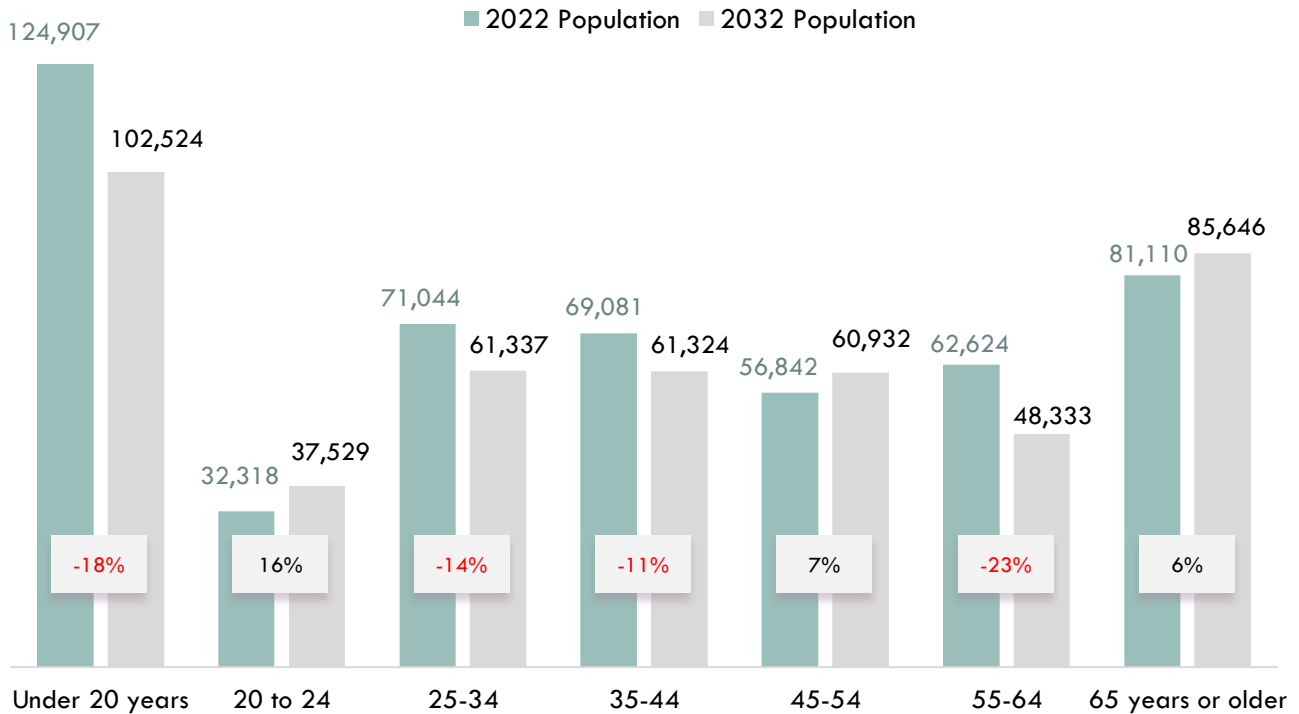
**Exhibit 5: Total Population and Projected Percentage Change by Zip Code in the East Region, 2022-2032**

Zip Code and Area	Population, 2022	Population, 2032	Projected % Change
92021 El Cajon	71,064	65,670	-8%
91977 Spring Valley	61,019	58,545	-4%
92071 Santee	56,876	51,004	-10%
92020 El Cajon	56,203	52,067	-7%
92040 Lakeside	43,411	38,868	-10%
92019 El Cajon	42,980	38,744	-10%
91942 La Mesa	38,577	35,453	-8%
91941 La Mesa	32,370	29,455	-9%
91945 Lemon Grove	27,450	26,319	-4%
91901 Alpine	15,705	13,751	-12%
91935 Jamul	11,211	9,911	-12%
91978 Spring Valley	11,109	10,287	-7%
91906 Campo	3,000	2,669	-11%
91903 Alpine	2,898	2,562	-12%
92022 El Cajon	2,865	2,921	2%
91980 Tecate	2,668	2,374	-11%
91916 Descanso	2,657	2,387	-10%
92072 Santee	2,164	2,027	-6%
91979 Spring Valley	1,909	1,849	-3%
91962 Pine Valley	1,856	1,674	-10%
91946 Lemon Grove	1,793	1,729	-4%
91917 Dulzura	1,610	1,421	-12%
91944 La Mesa	1,604	1,422	-11%
91963 Potrero	1,230	1,095	-11%
91943 La Mesa	1,197	1,110	-7%
91976 Spring Valley	1,113	1,078	-3%
91905 Boulevard	886	788	-11%
91934 Jacumba	258	229	-11%
91931 Guatay	236	213	-10%
91948 Mount Laguna	6	5	-10%
91987 Tecate	N/A	N/A	N/A

## Age

In 2022, 46 percent (228,269 residents) of the East Region’s population was under 35 years old (Exhibit 6). Over the next 10 years, it is projected that the number of individuals under 35 will decrease by two percent. By 2032, the greatest population change expected for the East Region will be in the 55-64 years age group, which is projected to decrease by 23 percent.

**Exhibit 6: Age Breakdown and Projected Percentage Change in the East Region, 2022-2032<sup>2</sup>**



### Prime-Working-Age Adults in the East Region

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2022, 40 percent of the East 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 2032.

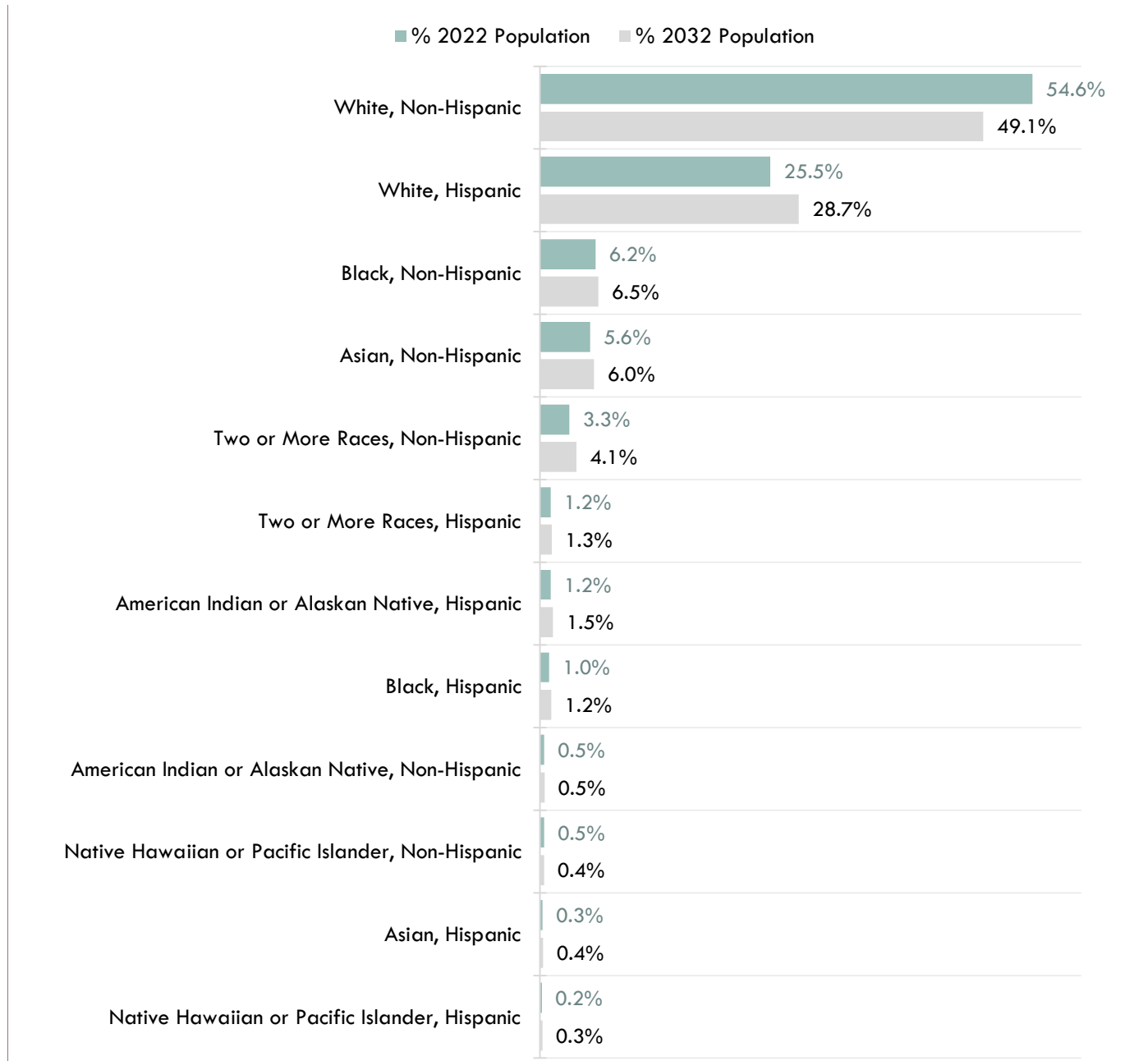
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

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

## Ethnicity

In 2022, 55 percent of the East Region’s population was White, Non-Hispanic. By 2032, that percentage is projected to decrease to 50 percent (Exhibit 7).<sup>3</sup> Please note that the 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 7: Ethnicity Breakdown in the East Region, 2022-2032<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).

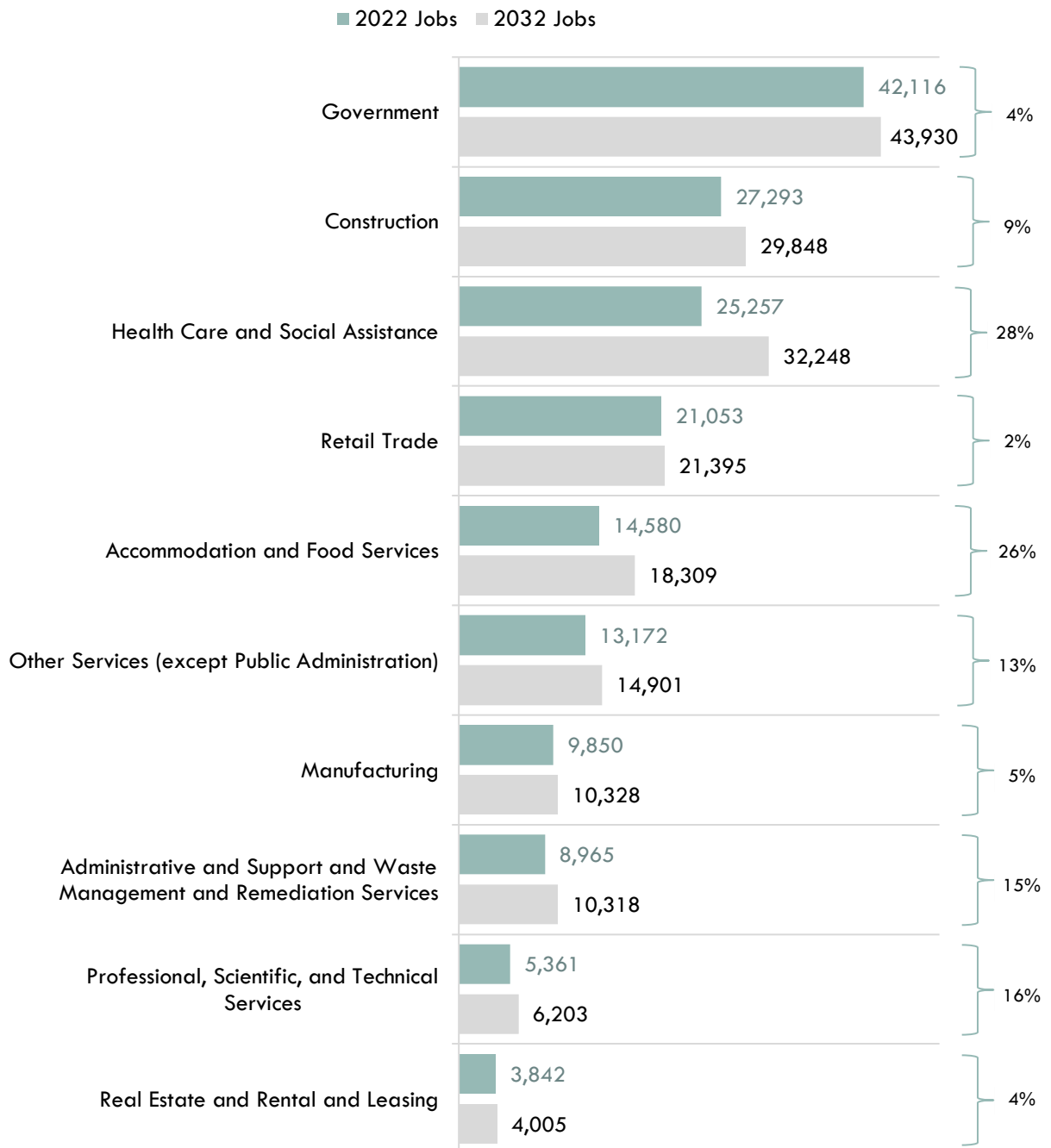
<sup>4</sup> Totals may not add to 100 percent due to rounding.



## Industries

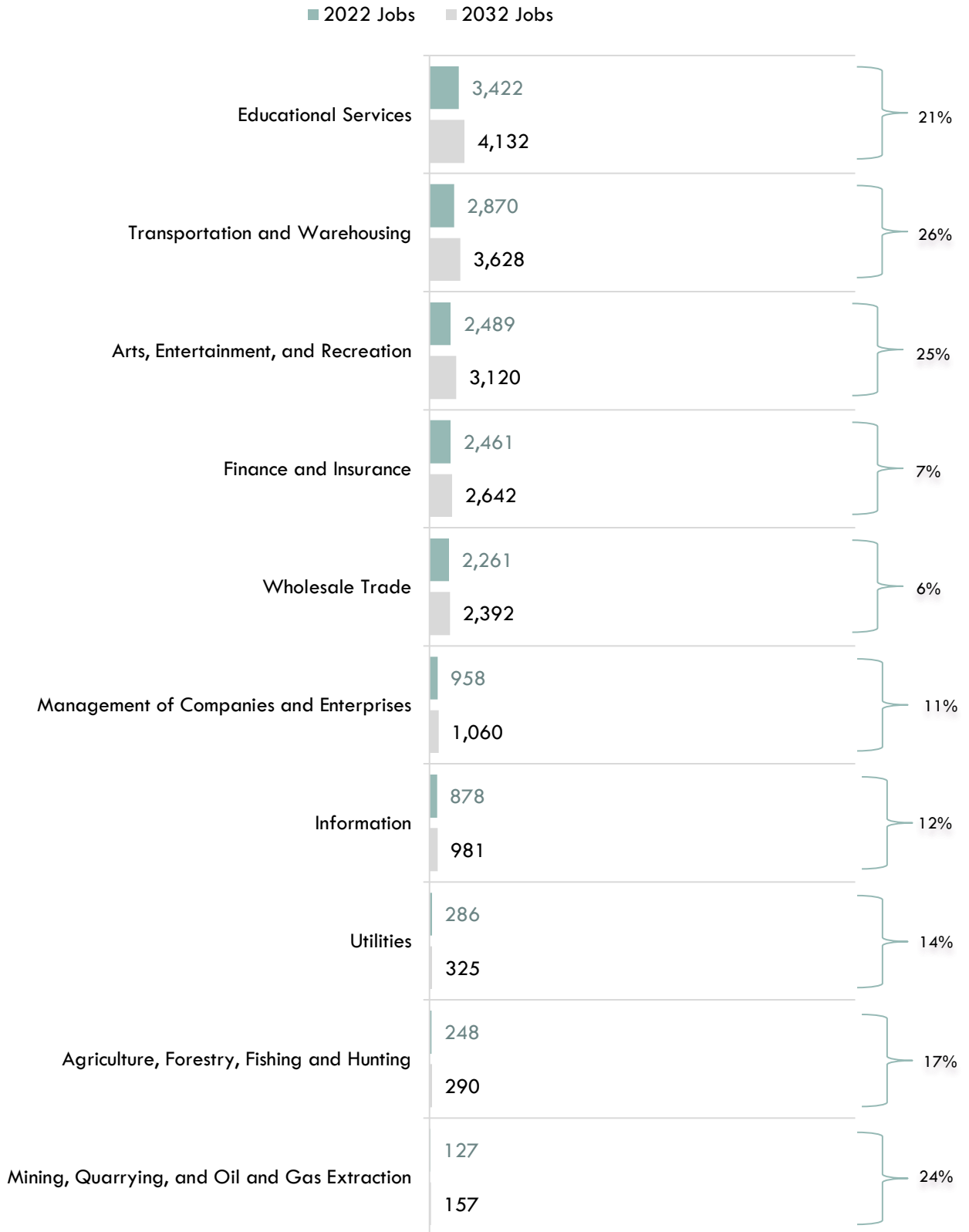
Exhibit 8 and Exhibit 9 show the number of jobs and the projected percentage change by industry in the East Region. The industries with the most jobs in 2022 were Government<sup>5</sup>; Construction; Health Care and Social Assistance; Retail Trade; and Accommodation and Food Services. Between 2022 and 2032, none of the industries are projected to decline.

**Exhibit 8: Number of Jobs by Industry and Projected Percentage Change in the East Region, 2022-2032**



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

**Exhibit 9: Number of Jobs by Industry and Projected Percentage Change in the East Region, 2022-2032**



## Jobs

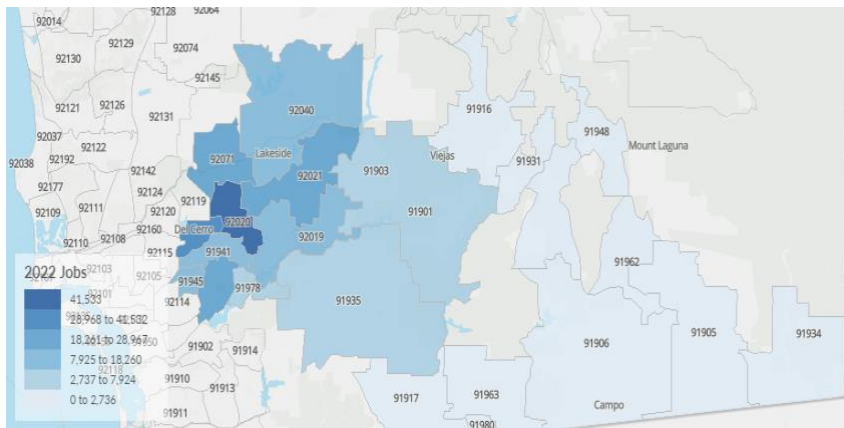
Between 2022 and 2032, the number of jobs in the East Region is expected to increase from 187,745 to 210,225, which is an increase of 22,480 jobs or 12 percent. Comparatively, San Diego County and California are projected to grow by 240,383 jobs (14 percent) and 2,848,499 jobs (14 percent), respectively (Exhibit 10).

**Exhibit 10: Number of Jobs and Projected Percentage Change by Region, 2022-2032**

Region	Jobs, 2022	Jobs, 2032	Job Change, 2022-2032	Projected % Change
East Region	187,745	210,225	22,480	12%
San Diego County	1,767,478	2,007,861	240,383	14%
California	20,352,832	23,201,331	2,848,499	14%

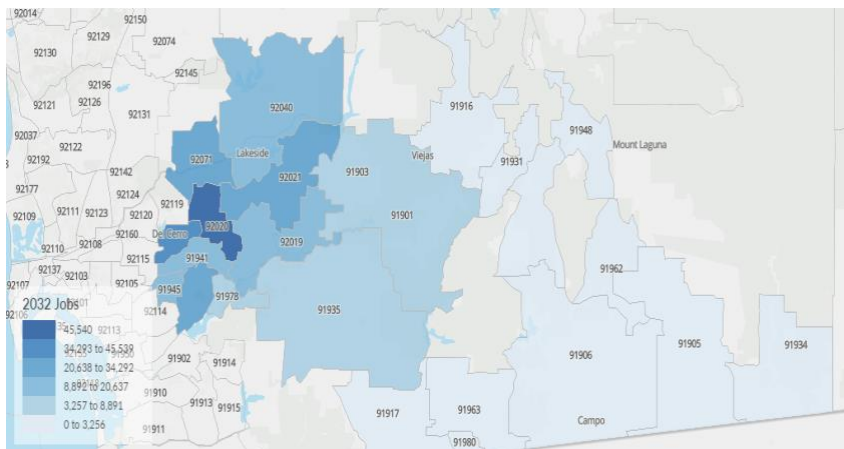
### Job Concentration By Zip Code in the East Region

**Exhibit 11: Job Concentration in 2022**



In 2022, the most jobs were located in zip code 92020, which is El Cajon (Exhibit 11).

**Exhibit 12: Job Concentration in 2032**



The most jobs are projected to remain in the same area in 2032 (Exhibit 12).



Between 2022 and 2032, employers in the East Region are projected to hire 26,190 workers annually (i.e., average annual job openings) (Exhibit 13). The greatest labor market demand is expected in El Cajon (92020), La Mesa (91942), and Santee (92071) (Exhibit 14). 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 13: Average Annual Job Openings in the East Region, 2022-2032**



**26,190**

Average  
Annual Job Openings  
(2022-2032)

**92020**

Zip Code with the Highest  
Annual Job Openings  
(2022-2032)

**Exhibit 14: Average Annual Job Openings by Zip Code in the East Region, 2022-2032**

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
92020	El Cajon	5,593	91905	Boulevard	47
91942	La Mesa	4,511	91943	La Mesa	45
92071	Santee	2,982	91980	Tecate	45
92021	El Cajon	2,559	91917	Dulzura	44
91977	Spring Valley	2,475	91944	La Mesa	32
92019	El Cajon	1,678	91934	Jacumba	25
92040	Lakeside	1,666	92022	El Cajon	23
91945	Lemon Grove	1,445	91963	Potrero	23
91941	La Mesa	1,077	91931	Guatay	17
91901	Alpine	657	91979	Spring Valley	17
91935	Jamul	465	91946	Lemon Grove	16
91978	Spring Valley	385	91948	Mount Laguna	14
91906	Campo	108	92072	Santee	14
91962	Pine Valley	75	91976	Spring Valley	13
91916	Descanso	74	91987	Tecate	7
91903	Alpine	58			

## Top Jobs with High Entry-Level Earnings

The following section highlights the top jobs with high entry-level earnings in the East Region. Top jobs with high entry-level earnings are defined as occupations with:



- The greatest labor market demand (highest average number of annual job openings between 2022 and 2032); and
- Entry-level hourly earnings equal to or higher than the Self-Sufficiency Standard<sup>6</sup>

Exhibit 15 summarizes the top jobs with high entry-level earnings by typical entry-level education. These top jobs were derived from Exhibit 16, Exhibit 17, Exhibit 18, and Exhibit 19 which separates the top jobs in the East 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 15: Top Jobs with the Most Annual Job Openings by Education in the East Region**

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	General and Operations Managers	311	\$34.67	\$48.83
Associate Degree	Paralegals and Legal Assistants	26	\$23.61	\$29.95
Some College or Postsecondary Non-degree	Heavy and Tractor-Trailer Truck Drivers	139	\$18.52	\$23.48
High School Diploma or Lower	Carpenters	299	\$20.03	\$27.42

<sup>6</sup> Hourly earnings are grouped into five percentiles: 10th, 25th, 50th (median), 75th, and 90th. Entry-level or 25th percentile earnings of \$18.43/hr. indicate that 75 percent of the workers in that occupation make **more** than \$18.43/hr. Median earnings of \$18.43/hr. mean that half of workers in that occupation make more and half make less. The Self-Sufficiency Standard in San Diego for one adult is \$18.43 (Family Needs Calculator, formerly the California Family Needs Calculator, Insight Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator](https://insightccd.org/family-needs-calculator)).

**Exhibit 16: Top 20 Jobs with High Earnings that Require a Bachelor's Degree or Higher in the East Region, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
11-1021	General and Operations Managers	311	None	5 years+	\$34.67	\$48.83
13-1199	Business Operations Specialists, All Other	221	None	None	\$23.22	\$35.32
25-1099	Postsecondary Teachers*	211	None	None	\$33.73	\$49.51
29-1141	Registered Nurses	163	None	None	\$47.02	\$53.28
11-9199	Managers, All Other	146	None	< 5 years	\$31.21	\$53.00
25-2021	Elementary School Teachers, Except Special Education	127	None	None	\$29.53	\$37.23
11-9021	Construction Managers	125	Moderate-term OJT	None	\$31.42	\$41.62
13-2011	Accountants and Auditors	122	None	None	\$29.27	\$38.32
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	103	None	None	\$31.50	\$38.36
13-1071	Human Resources Specialists	81	None	None	\$28.97	\$36.56
15-1299	Computer Occupations, All Other	77	None	None	\$29.89	\$47.03
13-1082	Project Management Specialists	76	None	None	\$36.56	\$47.74
13-1161	Market Research Analysts and Marketing Specialists	71	None	None	\$23.31	\$30.79
15-1252	Software Developers	66	None	None	\$49.12	\$62.86
21-1021	Child, Family, and School Social Workers	60	None	None	\$22.01	\$29.60
13-1111	Management Analysts	59	None	< 5 years	\$30.66	\$39.23
13-1051	Cost Estimators	58	Moderate-term OJT	None	\$29.35	\$37.88
11-3031	Financial Managers	58	None	5 years+	\$48.65	\$66.98
23-1011	Lawyers*	56	None	None	\$43.81	\$68.55
13-1041	Compliance Officers	55	Moderate-term OJT	None	\$29.48	\$38.95

\*Require a doctoral or professional degree



**Exhibit 17: Top 20 Jobs with High Earnings that Require an Associate Degree in the East Region, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
23-2011	Paralegals and Legal Assistants	26	None	None	\$23.61	\$29.95
29-1292	Dental Hygienists	22	None	None	\$47.73	\$47.80
17-3023	Electrical and Electronic Engineering Technologists and Technicians	21	None	None	\$28.96	\$31.95
17-3011	Architectural and Civil Drafters	14	None	None	\$29.00	\$29.68
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other	14	None	None	\$28.67	\$37.37
53-2021	Air Traffic Controllers	12	Long-term OJT	None	\$53.81	\$69.93
31-2021	Physical Therapist Assistants	12	None	None	\$29.45	\$36.97
49-2091	Avionics Technicians	11	None	None	\$36.58	\$37.24
19-4099	Life, Physical, and Social Science Technicians, All Other	9	None	None	\$21.05	\$28.46
17-3022	Civil Engineering Technologists and Technicians	8	None	None	\$28.48	\$29.49
29-2034	Radiologic Technologists and Technicians	7	None	None	\$36.95	\$46.23
15-1231	Computer Network Support Specialists	7	None	None	\$24.88	\$32.33
31-2011	Occupational Therapy Assistants	6	None	None	\$36.31	\$38.11
29-1126	Respiratory Therapists	5	None	None	\$36.94	\$46.29
49-9062	Medical Equipment Repairers	4	Moderate-term OJT	None	\$22.13	\$29.54
29-2032	Diagnostic Medical Sonographers	4	None	None	\$46.51	\$49.28
17-3013	Mechanical Drafters	3	None	None	\$23.77	\$30.19
17-3027	Mechanical Engineering Technologists and Technicians	3	None	None	\$22.67	\$29.01
17-3026	Industrial Engineering Technologists and Technicians	3	None	None	\$23.84	\$29.60
17-3021	Aerospace Engineering and Operations Technologists and Technicians	3	None	None	\$30.12	\$38.33

**Exhibit 18: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in the East Region, 2022-2032**

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	139	Short-term OJT	None	\$18.52	\$23.48
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	107	Long-term OJT	None	\$22.11	\$28.63
49-3023	Automotive Service Technicians and Mechanics	93	Short-term OJT	None	\$18.43	\$28.07
29-2061	Licensed Practical and Licensed Vocational Nurses	80	None	None	\$27.88	\$29.62
33-2011	Firefighters	61	Long-term OJT	None	\$23.86	\$29.39
49-3011	Aircraft Mechanics and Service Technicians	39	None	None	\$30.04	\$36.97
15-1232	Computer User Support Specialists*	27	None	None	\$22.80	\$29.26
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	19	Moderate-term OJT	None	\$23.70	\$29.65
31-9097	Phlebotomists	15	None	None	\$18.51	\$22.67
27-2011	Actors*	11	Long-term OJT	None	\$22.80	\$27.95
29-2099	Health Technologists and Technicians, All Other	11	None	None	\$18.44	\$22.85
27-4011	Audio and Video Technicians	8	Short-term OJT	None	\$22.27	\$23.49
53-5021	Captains, Mates, and Pilots of Water Vessels	6	None	< 5 years	\$21.98	\$30.47
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	6	Long-term OJT	None	\$25.81	\$32.66
29-2043	Paramedics	6	None	None	\$19.10	\$23.46
33-1021	First-Line Supervisors of Firefighting and Prevention Workers	6	Moderate-term OJT	< 5 years	\$38.36	\$51.98
51-9162	Computer Numerically Controlled Tool Programmers	5	Moderate-term OJT	None	\$29.38	\$36.93
29-2055	Surgical Technologists	3	None	None	\$28.73	\$36.14
51-4111	Tool and Die Makers	2	Long-term OJT	None	\$23.72	\$30.36
53-5031	Ship Engineers	2	None	< 5 years	\$44.24	\$55.61

\*Require some college, no degree

**Exhibit 19: Top 1-20 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the East Region, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
47-2031	Carpenters	299	Apprenticeship	None	\$20.03	\$27.42
47-2111	Electricians	211	Apprenticeship	None	\$22.33	\$29.17
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	198	None	5 years+	\$28.63	\$37.38
47-2152	Plumbers, Pipefitters, and Steamfitters	159	Apprenticeship	None	\$22.23	\$29.16
43-1011	First-Line Supervisors of Office and Administrative Support Workers	152	None	< 5 years	\$23.45	\$29.75
33-3051	Police and Sheriff's Patrol Officers	127	Moderate-term OJT	None	\$38.20	\$47.88
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	111	Moderate-term OJT	None	\$22.50	\$29.52
47-2181	Roofers*	97	Moderate-term OJT	None	\$22.15	\$29.43
47-2081	Drywall and Ceiling Tile Installers*	89	Moderate-term OJT	None	\$22.44	\$28.60
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	84	Moderate-term OJT	None	\$22.24	\$29.89
47-2073	Operating Engineers and Other Construction Equipment Operators	77	Moderate-term OJT	None	\$27.63	\$35.54
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	72	None	< 5 years	\$18.82	\$23.86
33-3012	Correctional Officers and Jailers	66	Moderate-term OJT	None	\$30.67	\$38.49
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	64	None	< 5 years	\$29.21	\$37.07
51-4121	Welders, Cutters, Solderers, and Brazers	63	Moderate-term OJT	None	\$19.14	\$23.86
47-2211	Sheet Metal Workers	63	Apprenticeship	None	\$23.29	\$29.87
43-4061	Eligibility Interviewers, Government Programs	57	Moderate-term OJT	None	\$19.02	\$23.14
11-9051	Food Service Managers	57	None	< 5 years	\$22.68	\$28.72
43-5061	Production, Planning, and Expediting Clerks	56	Moderate-term OJT	None	\$19.36	\$23.58
51-1011	First-Line Supervisors of Production and Operating Workers	54	None	< 5 years	\$23.35	\$30.43

\*Require no formal educational credential

**Exhibit 20: Top 21-40 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the East Region, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
33-3021	Detectives and Criminal Investigators	54	Moderate-term OJT	< 5 years	\$47.88	\$50.03
41-3021	Insurance Sales Agents	53	Moderate-term OJT	None	\$18.45	\$28.63
53-7081	Refuse and Recyclable Material Collectors*	49	Short-term OJT	None	\$22.03	\$29.04
43-6011	Executive Secretaries and Executive Administrative Assistants	49	None	< 5 years	\$28.97	\$35.23
41-9022	Real Estate Sales Agents	47	Moderate-term OJT	None	\$22.73	\$32.47
35-1011	Chefs and Head Cooks	46	None	5 years+	\$22.54	\$22.55
47-2051	Cement Masons and Concrete Finishers*	45	Moderate-term OJT	None	\$22.23	\$27.63
53-3052	Bus Drivers, Transit and Intercity	44	Moderate-term OJT	None	\$18.97	\$23.40
43-5052	Postal Service Mail Carriers	34	Short-term OJT	None	\$20.25	\$26.77
47-2121	Glaziers	32	Apprenticeship	None	\$22.24	\$23.49
47-2221	Structural Iron and Steel Workers	32	Apprenticeship	None	\$23.69	\$36.90
51-2011	Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	31	Moderate-term OJT	None	\$18.75	\$18.91
41-9021	Real Estate Brokers	29	None	< 5 years	\$37.01	\$39.32
53-3051	Bus Drivers, School*	28	Short-term OJT	None	\$22.05	\$22.84
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	27	Long-term OJT	None	\$23.69	\$29.45
47-2161	Plasterers and Stucco Masons*	25	Long-term OJT	None	\$22.80	\$28.62
49-9041	Industrial Machinery Mechanics	24	Long-term OJT	None	\$22.81	\$29.08
43-6012	Legal Secretaries and Administrative Assistants	22	Moderate-term OJT	None	\$22.81	\$22.86
37-3013	Tree Trimmers and Pruners	22	Short-term OJT	None	\$22.34	\$23.65
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	21	None	< 5 years	\$22.14	\$28.50

\*Require no formal educational credential

**Exhibit 21: Top 41-60 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the East Region, 2022-2032**

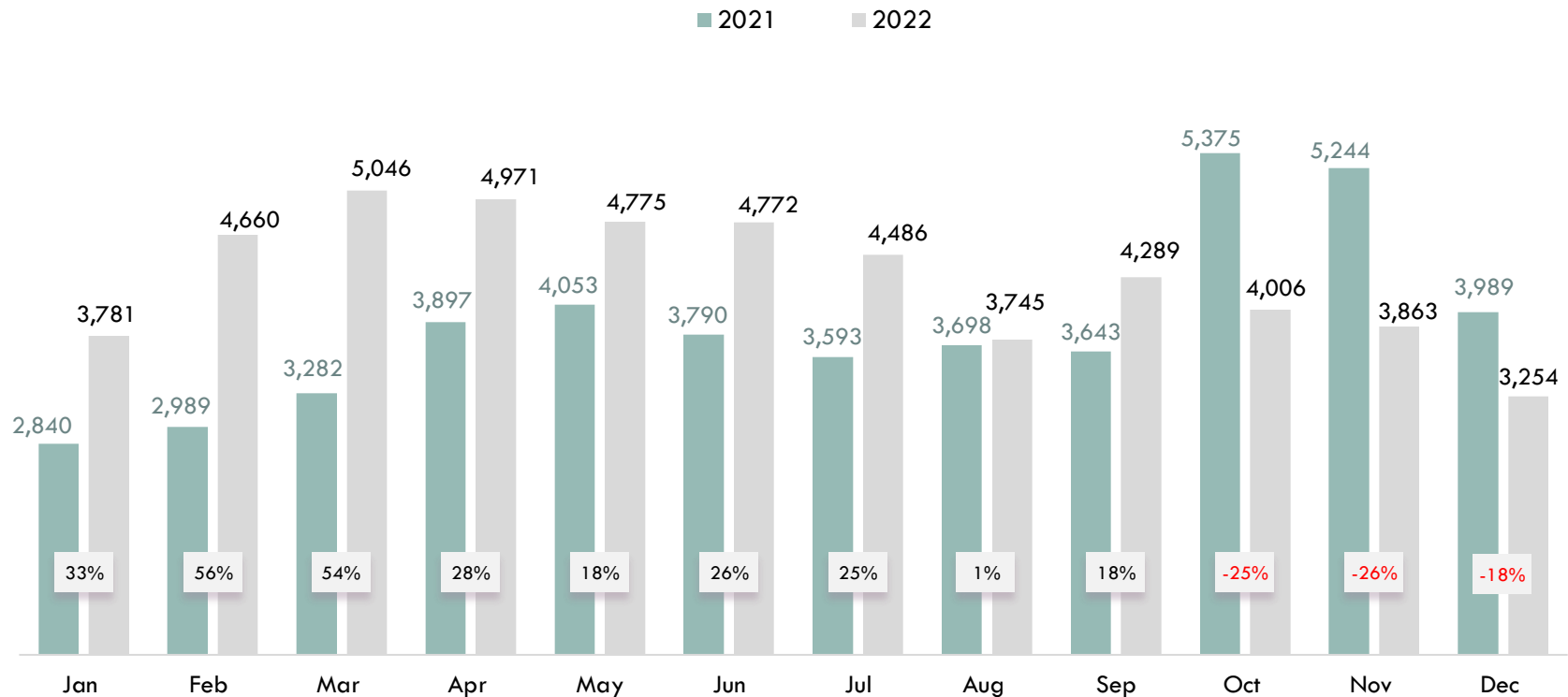
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-3051	Payroll and Timekeeping Clerks	21	Moderate-term OJT	None	\$22.49	\$23.57
49-3021	Automotive Body and Related Repairers	20	Long-term OJT	None	\$22.79	\$28.84
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	20	Long-term OJT	None	\$23.55	\$29.70
47-4011	Construction and Building Inspectors	19	Moderate-term OJT	5 years+	\$29.09	\$37.50
43-4031	Court, Municipal, and License Clerks	19	Long-term OJT	None	\$20.45	\$23.76
13-1031	Claims Adjusters, Examiners, and Investigators	19	Long-term OJT	None	\$29.41	\$37.02
51-8031	Water and Wastewater Treatment Plant and System Operators	18	Long-term OJT	None	\$23.21	\$29.92
47-2231	Solar Photovoltaic Installers	18	Moderate-term OJT	None	\$19.50	\$23.17
41-1012	First-Line Supervisors of Non-Retail Sales Workers	18	None	< 5 years	\$21.68	\$33.92
33-9093	Transportation Security Screeners	18	Short-term OJT	None	\$23.88	\$24.27
43-5031	Public Safety Telecommunicators	17	Moderate-term OJT	None	\$23.72	\$29.26
39-1013	First-Line Supervisors of Gambling Services Workers	17	None	< 5 years	\$23.42	\$28.87
49-2098	Security and Fire Alarm Systems Installers	15	Moderate-term OJT	None	\$22.68	\$28.87
47-4041	Hazardous Materials Removal Workers	15	Moderate-term OJT	None	\$18.47	\$23.24
49-9051	Electrical Power-Line Installers and Repairers	15	Long-term OJT	None	\$38.60	\$58.85
11-3071	Transportation, Storage, and Distribution Managers	15	None	5 years+	\$36.57	\$47.59
47-2042	Floor Layers, Except Carpet, Wood, and Hard Tiles*	14	Moderate-term OJT	None	\$21.49	\$27.69
47-2082	Tapers*	14	Moderate-term OJT	None	\$22.83	\$24.23
47-2071	Paving, Surfacing, and Tamping Equipment Operators	14	Moderate-term OJT	None	\$23.51	\$30.23
51-2041	Structural Metal Fabricators and Fitters	13	Moderate-term OJT	None	\$19.35	\$28.16

\*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 into recent changes in the labor market that are not captured by historical data. In 2021, there was an average of 3,866 unique online job postings<sup>7</sup> in the East Region (Exhibit 22), whereas in 2022 there was an average of 4,304 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 22: Number of Unique Online Job Postings and Percentage Change by Month in the East Region, 2021-2022**



<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 East Region posted a total of 46,393 unique job postings between January 2021 to December 2021. During this period, businesses with the greatest number of unique online job postings in the East Region were General Atomics, Sycuan Casino, and Sharp Healthcare (Exhibit 23).

**Exhibit 23: Top Businesses Ranked by Number of Unique Online Job Postings in the East Region, 2021**

Rank	Company Name	Rank	Company Name
1	General Atomics*	26	Aya Healthcare*
2	Sycuan Casino*	27	Viejas Enterprises
3	Sharp Healthcare*	28	San Ysidro Health Center*
4	Jamul Casino*	29	Alpine Union School District
5	Sycuan*	30	CVS Health*
6	Amazon*	31	Santee School District
7	Grossmont College*	32	Target*
8	Aerotek*	33	Hudson Group*
9	GKN*	34	PetCo*
10	Soliant Health	35	Boston Market
11	Healthcare Employment Network*	36	Chili's Grill & Bar*
12	Allied Universal*	37	AT&T*
13	Grossmont Union High School District	38	Semper Solaris Construction*
14	Advantage Solutions	39	Accountable Healthcare Staffing
15	Viejas Casino And Resort*	40	AutoZone
16	Sunbelt Staffing	41	Macy's
17	Sprouts Farmers Market*	42	Randstad*
18	Marriott International*	43	Assurance
19	Starbucks*	44	Panera Bread
20	The Home Depot*	45	Cajon Valley Union School District
21	GPAC*	46	Comprehensive Educational Services
22	LPL Financial	47	Club Demonstration Services
23	Semper Solaris	48	Taylor Guitars*
24	Robert Half*	49	Walgreens Boots Alliance*
25	Sodexo*	50	Lemon Grove School District

\*Business also ranked as a top business in 2022



Businesses in the East Region posted a total of 51,648 unique job postings between January 2022 to December 2022. During this period, businesses with the greatest number of unique online job postings in the East Region were Sharp Healthcare, Sycuan Casino, and Grossmont College (Exhibit 24).

**Exhibit 24: Top Businesses Ranked by Number of Unique Online Job Postings in the East Region, 2022**

Rank	Company Name
1	Sharp Healthcare*
2	Sycuan Casino*
3	Grossmont College*
4	General Atomics*
5	CareInHomes
6	Sycuan*
7	AT&T*
8	Jamul Casino*
9	GKN*
10	Aerotek*
11	Great Clips
12	VirtualVocations
13	Amazon*
14	Robert Half*
15	Healthcare Employment Network*
16	Viejas Casino And Resort*
17	Semper Solaris Construction*
18	The Home Depot*
19	Starbucks*
20	Senior Resource Group
21	Takeda Pharmaceutical Company
22	Target*
23	Barona Resort & Casino
24	Massage Envy
25	Hudson Group*

Rank	Company Name
26	Sysco
27	CommScope
28	Sprouts Farmers Market*
29	Avocado Post Acute
30	Sodexo*
31	Allied Universal*
32	San Ysidro Health Center*
33	Leidos
34	Discovery Behavioral Health
35	Aya Healthcare*
36	Randstad*
37	CoreCivic
38	CVS Health*
39	Walmart
40	PetCo*
41	Taco Bell
42	Marriott International*
43	Sycuan Casino Resort
44	Taylor Guitars*
45	Chili's Grill & Bar*
46	GPAC*
47	Kaiser Permanente
48	HealthPRO Heritage
49	Walgreens Boots Alliance*
50	Vivint

\*Business also ranked as a top business in 2021

## Technical Skills

Businesses in the East Region posted 46,393 unique online job postings between January 2021 and December 2021. During this period, the most requested technical skill listed in online job postings was “Merchandising” (Exhibit 25).

**Exhibit 25: Top Technical Skills Ranked by Number of Unique Online Job Postings in the East Region, 2021**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Food Services*
2	Microsoft Excel*	22	Caregiving*
3	Microsoft Office*	23	Balancing (Ledger/Billing)*
4	Nursing*	24	Purchasing*
5	Restaurant Operation*	25	Bilingual (Spanish/English)*
6	Marketing*	26	Cooking
7	Accounting*	27	Construction*
8	Selling Techniques*	28	Billing*
9	Cash Handling*	29	Microsoft PowerPoint
10	Microsoft Outlook*	30	Medical Records*
11	Auditing*	31	Food Safety And Sanitation*
12	Cash Register*	32	Cardiopulmonary Resuscitation (CPR)*
13	Housekeeping*	33	Customer Relationship Management*
14	Warehousing*	34	Point Of Sale*
15	Data Entry*	35	Forklift Truck
16	Microsoft Word*	36	Office Equipment
17	Project Management*	37	Workflow Management*
18	Invoicing*	38	Finance*
19	Product Knowledge*	39	Plumbing
20	Inventory Management*	40	HVAC

\*Technical skill also ranked as top skill in 2022

Businesses in the East Region posted 51,648 unique online job postings between January 2022 and December 2022. During this period, the most requested technical skill listed in online job postings was “Merchandising” (Exhibit 26).

**Exhibit 26: Top Technical Skills Ranked by Number of Unique Online Job Postings in the East Region, 2022**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Inventory Management*
2	Nursing*	22	Medical Records*
3	Microsoft Excel*	23	Product Knowledge*
4	Microsoft Office*	24	Microsoft Word*
5	Marketing*	25	Food Services*
6	Restaurant Operation*	26	Construction*
7	Accounting*	27	Treatment Planning
8	Selling Techniques*	28	Food Safety And Sanitation*
9	Auditing*	29	Meal Planning And Preparation
10	Cash Register*	30	Workflow Management*
11	Cash Handling*	31	Customer Relationship Management*
12	Caregiving*	32	Cardiopulmonary Resuscitation (CPR)*
13	Data Entry*	33	Purchasing*
14	Housekeeping*	34	Balancing (Ledger/Billing)*
15	Warehousing*	35	Social Work
16	Invoicing*	36	Finance*
17	Microsoft Outlook*	37	Companionship
18	Project Management*	38	Point Of Sale*
19	Billing*	39	Infection Control
20	Nursing Care	40	Bilingual (Spanish/English)*

\*Technical skill also ranked as top skill in 2021

## Soft Skills

Businesses in the East Region posted 46,393 unique online job postings between January 2021 and December 20. During this period, the most requested soft skill listed in online job postings was “Communications” (Exhibit 27).

**Exhibit 27: Top Soft Skills Ranked by Number of Unique Online Job Postings in the East Region, 2021**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Time Management*
2	Customer Service*	22	Accountability*
3	Management*	23	Coordinating*
4	Sales*	24	Verbal Communication Skills*
5	Operations*	25	Mathematics*
6	Detail Oriented*	26	English Language*
7	Leadership*	27	Cleanliness*
8	Lifting Ability*	28	Good Driving Record*
9	Interpersonal Communications*	29	Teamwork*
10	Professionalism*	30	Positivity*
11	Computer Literacy*	31	Coaching*
12	Multitasking*	32	Prioritization*
13	Writing*	33	Microsoft Outlook*
14	Problem Solving*	34	Multilingualism
15	Planning*	35	Troubleshooting (Problem Solving)*
16	Scheduling*	36	Arithmetic*
17	Microsoft Excel*	37	Composure*
18	Self-Motivation*	38	Research*
19	Organizational Skills*	39	Teaching*
20	Microsoft Office*	40	Presentations*

\*Soft skill also ranked as top skill in 2022

Businesses in the East Region posted 51,648 unique online job postings between January 2022 and December 2022. During this period, the most requested soft skill listed in online job postings was “Communications” (Exhibit 28).

**Exhibit 28: Top Soft Skills Ranked by Number of Unique Online Job Postings in the East Region, 2022**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Time Management*
2	Customer Service*	22	Microsoft Excel*
3	Management*	23	Mathematics*
4	Sales*	24	Microsoft Office*
5	Operations*	25	Prioritization*
6	Leadership*	26	English Language*
7	Detail Oriented*	27	Verbal Communication Skills*
8	Problem Solving*	28	Teamwork*
9	Lifting Ability*	29	Coaching*
10	Professionalism*	30	Cleanliness*
11	Planning*	31	Research*
12	Interpersonal Communications*	32	Good Driving Record*
13	Writing*	33	Positivity*
14	Multitasking*	34	Troubleshooting (Problem Solving)*
15	Computer Literacy*	35	Teaching*
16	Scheduling*	36	Arithmetic*
17	Accountability*	37	Presentations*
18	Self-Motivation*	38	Decision Making
19	Organizational Skills*	39	Composure*
20	Coordinating*	40	Microsoft Outlook*

\*Soft skill also ranked as top skill in 2021

## Certifications and Qualifications

In 2021, employers in the East Region listed “Valid Driver's License” as the top certification or qualifications in online job postings (Exhibit 29).

**Exhibit 29: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in the East Region, 2021**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Valid Driver's License*	21	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)*
2	Registered Nurse (RN)*	22	Registered Behavior Technician (RBT)*
3	Cardiopulmonary Resuscitation (CPR) Certification*	23	Certified Perioperative Nurse (CNOR)
4	Basic Life Support (BLS) Certification*	24	Board Certified/Board Eligible*
5	Food Handler's Card*	25	Board Certified Behavior Analyst (BCBA)*
6	First Aid Certification*	26	Certified Pharmacy Technician*
7	Licensed Vocational Nurse (LVN)*	27	Licensed Clinical Social Worker (LCSW)*
8	Security Clearance*	28	EPA 608 Technician Certification
9	Certified Nursing Assistant (CNA)*	29	Radiology Certification
10	Advanced Cardiovascular Life Support (ACLS) Certification*	30	CDL Class A License*
11	Commercial Driver's License (CDL)*	31	No Child Left Behind Act (NCLB) Standards
12	Training For Intervention Procedures (TIPS) Certification*	32	Forklift Certification*
13	Licensed Practical Nurse (LPN)*	33	IV (Intravenous) Certification*
14	Pediatric Advanced Life Support (PALS)*	34	Basic Cardiac Life Support*
15	Automated External Defibrillator (AED) Certification*	35	Nurse Practitioner (APRN-CNP)*
16	Speech-Language Pathology License*	36	Certified Medical Assistant (CMA)*
17	Automotive Service Excellence (ASE) Certification*	37	CDL Class B License*
18	ServSafe Certification*	38	Real Estate Salesperson License
19	Critical Care Registered Nurse (CCRN)	39	Secret Clearance*
20	Registered Dental Assistant*	40	Passenger Endorsement

\*Certification or qualification also ranked as top certification or qualification in 2022

In 2022, employers in the East Region listed “Valid Driver’s License” as the top certification or qualifications in online job postings (Exhibit 30).

**Exhibit 30: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in the East Region, 2022**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Valid Driver's License*	21	Training For Intervention Procedures (TIPS) Certification*
2	Registered Nurse (RN)*	22	Nurse Practitioner (APRN-CNP)*
3	Basic Life Support (BLS) Certification*	23	Basic Cardiac Life Support*
4	Cardiopulmonary Resuscitation (CPR) Certification*	24	IV (Intravenous) Certification*
5	Licensed Vocational Nurse (LVN)*	25	Board Certified Behavior Analyst (BCBA)*
6	First Aid Certification*	26	Security Clearance*
7	Food Handler's Card*	27	CDL Class B License*
8	Certified Nursing Assistant (CNA)*	28	Responsible Beverage Service (RBS) Certification
9	Advanced Cardiovascular Life Support (ACLS) Certification*	29	NIH Stroke Scale (NIHSS)
10	Licensed Practical Nurse (LPN)*	30	Forklift Certification*
11	Commercial Driver's License (CDL)*	31	Pediatric Advanced Life Support (PALS)*
12	ServSafe Certification*	32	Secret Clearance*
13	CDL Class A License*	33	Certified Pharmacy Technician*
14	Automotive Service Excellence (ASE) Certification*	34	Licensed Marriage And Family Therapist (LMFT)
15	Board Certified/Board Eligible*	35	Certified Medical Assistant (CMA)*
16	Licensed Clinical Social Worker (LCSW)*	36	FINRA Series 7 (General Securities Representative)
17	Barber License	37	CDL Class C License
18	Automated External Defibrillator (AED) Certification*	38	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)*
19	Registered Dental Assistant*	39	Speech-Language Pathology License*
20	Registered Behavior Technician (RBT)*	40	Drug Enforcement Agency (DEA) License

\*Certification or qualification also ranked as top certification or qualification in 2021



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