

# Regional Profile

October 2023

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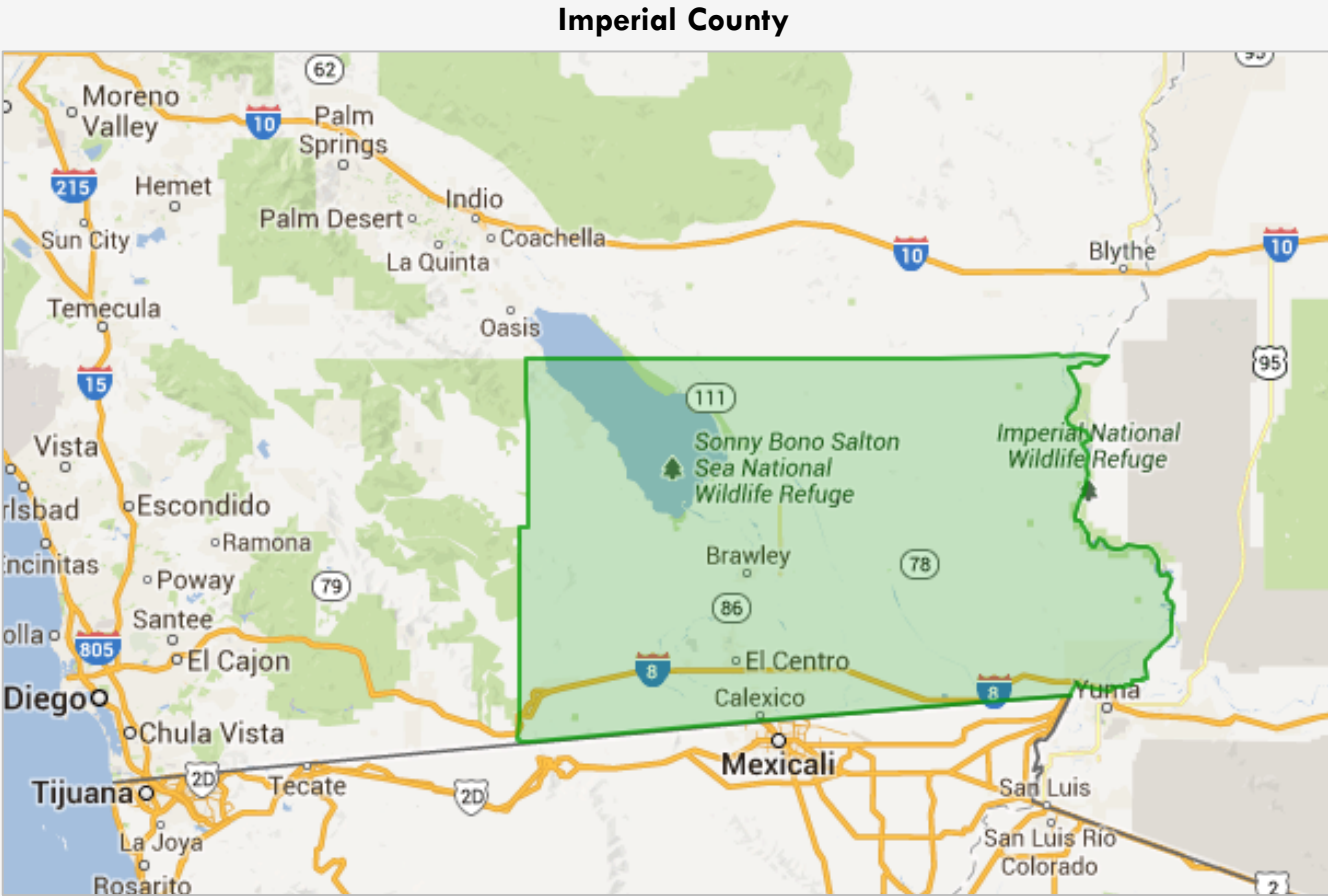
## Important Disclaimers

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 regional profile highlights demographics, industries, and occupations in Imperial County (Exhibit 1). The San Diego & Imperial Center of Excellence (COE) produced this brief to help stakeholders develop strategic plans to support the occupational demand and workforce needs of employers in Imperial County.

**Exhibit 1: Map of Imperial County**



For the purpose of this report, Imperial County 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: Imperial County by Zip Codes in Imperial County**

Zip Code	Area
92222	Bard
92227	Brawley
92231	Calexico
92232	Calexico
92233	Calipatria
92243	El Centro
92244	El Centro
92249	Heber
92250	Holtville
92251	Imperial
92257	Niland
92259	Ocotillo
92266	Palo Verde
92273	Seeley
92275	Salton City
92281	Westmorland
92283	Winterhaven

**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 Imperial County

### Exhibit 3: Fast Facts About the Imperial County



**180,154**

#### Total Population (2022)

Imperial County had a population of 180,154 in 2022, and this number is projected to increase by one percent over the next 10 years. The zip code with the highest projected population growth is 92283 (Winterhaven).



**\$62,785**

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

In Imperial County, average earnings were estimated at \$62,785 in 2022, which is lower than the national average reported across industries. National average earnings per job in 2022 were \$80,938.



**68,865**

#### Total Jobs (2022)

Imperial County's total number of jobs in 2022 was 68,865, and the zip code with the most jobs was 92243 (El Centro). Comparatively, San Diego County had 1,767,478 jobs in 2022.



**18%**

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

Between 2022 and 2032, the number of jobs is projected to increase by 18 percent in Imperial County. The zip code with the most annual job openings is projected to be 92243 (El Centro).

## Demographics

In 2022, Imperial County had a population of 180,154 residents (Exhibit 4). Over the next 10 years, the population is expected to increase by 1,129 residents, or one percent. The zip code with the highest growth rate is expected to be Winterhaven(92283) (Exhibit 5).

**Exhibit 4: Total Population and Projected Percentage Change in Imperial County, 2022-2032**



Total Population, 2022	Total Population, 2032	Projected % Change
<b>180,154</b>	<b>181,283</b>	<b>1%</b>

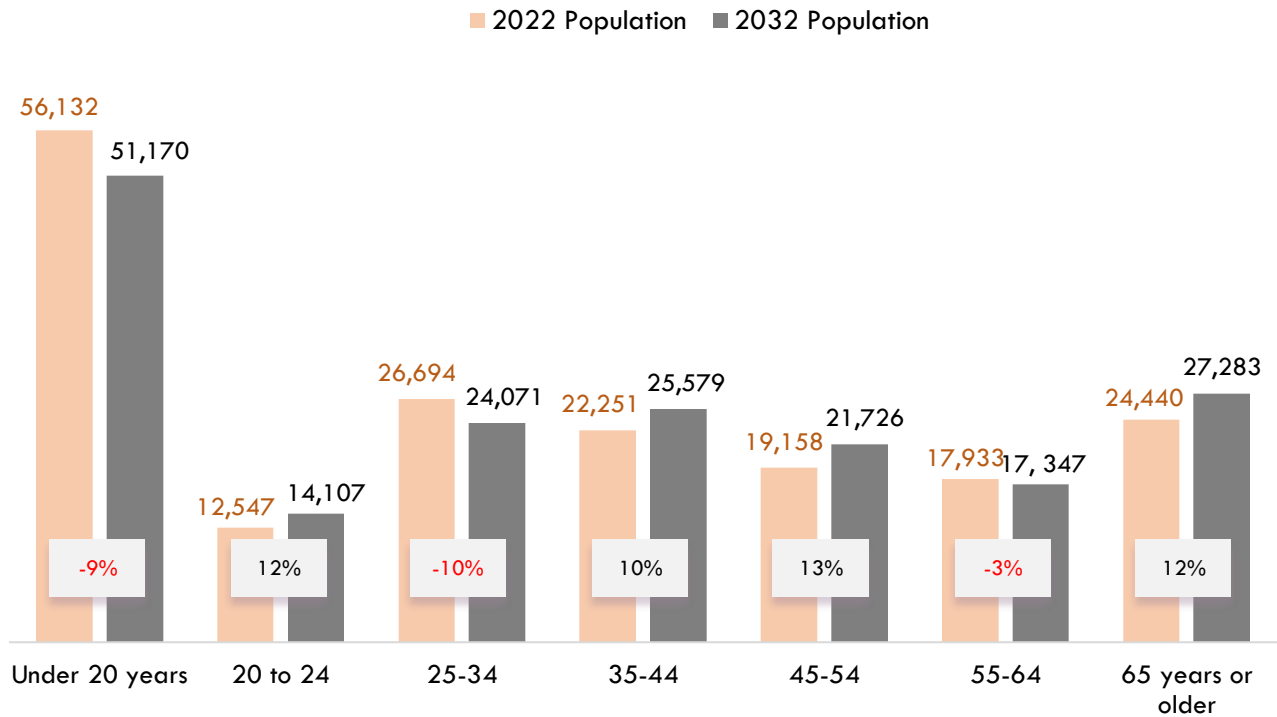
**Exhibit 5: Total Population and Projected Percentage Change in Imperial County by Zip Code, 2022-2032**

Zip Code and Area	Population, 2022	Population, 2032	Projected % Change
92243 El Centro	53,123	53,732	1%
92231 Calexico	35,261	35,516	1%
92227 Brawley	31,274	31,120	0%
92251 Imperial	22,262	22,456	1%
92233 Calipatria	9,510	9,361	-2%
92249 Heber	8,519	8,770	3%
92250 Holtville	8,067	7,848	-3%
92232 Calexico	4,950	4,915	-1%
92283 Winterhaven	3,196	3,718	16%
92244 El Centro	3,021	3,010	0%
92257 Niland	668	532	-20%
92281 Westmorland	267	273	2%
92275 Salton City	20	17	-15%
92259 Ocotillo	9	9	-6%
92273 Seeley	6	6	2%
92222 Bard	N/A	N/A	N/A
92266 Palo Verde	N/A	N/A	N/A

# Age

In 2022, 53 percent (95,373 residents) of Imperial County’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 four percent. By 2032, the greatest population change expected for Imperial County will be in the 45 to 54 years age group, which is projected to increase by 13 percent.

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



## Prime-Working-Age Adults in Imperial County

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2022, 38 percent of Imperial County’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.

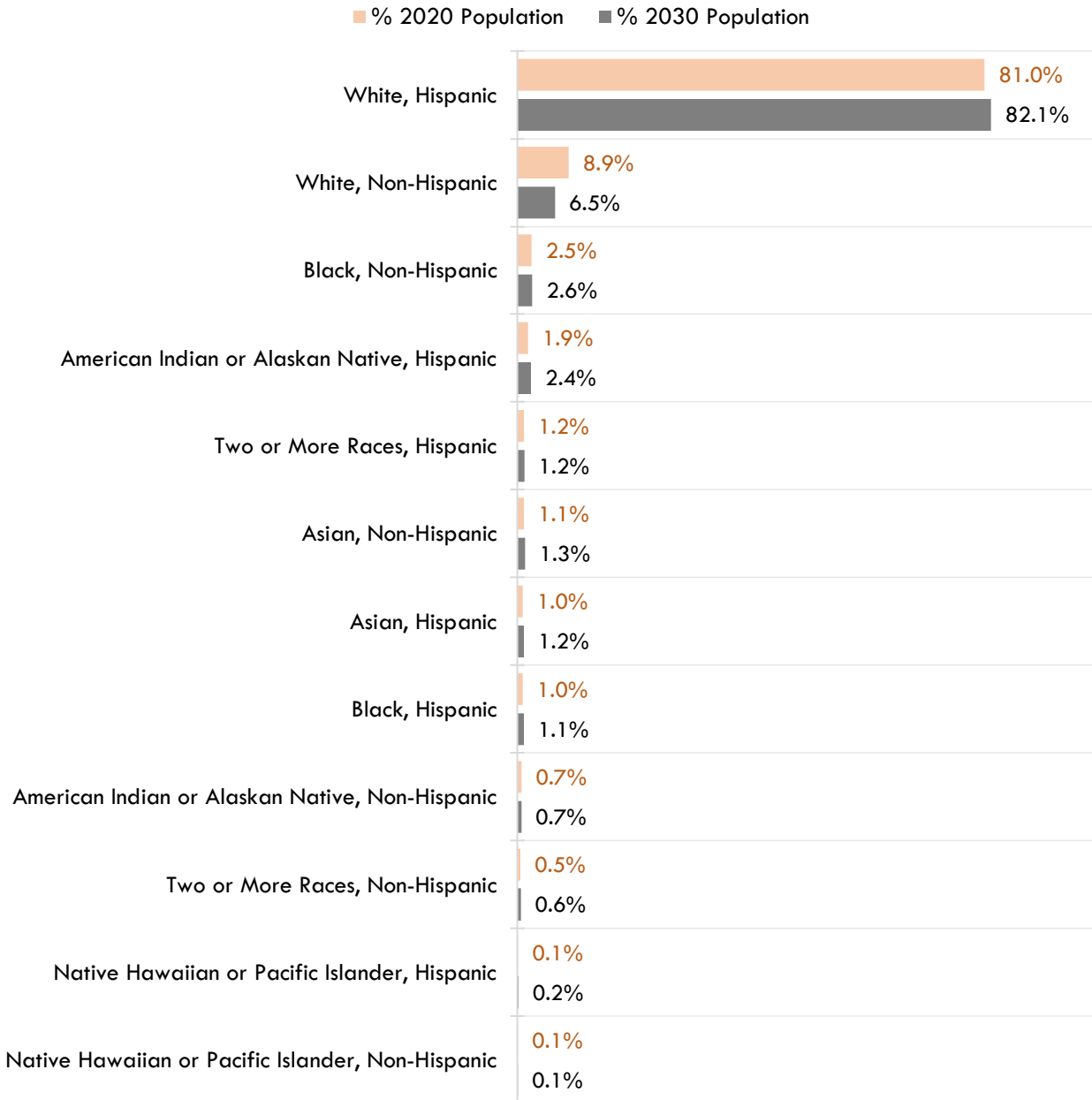
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

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

# Ethnicity

In 2022, 81 percent of Imperial County’s population was White, Hispanic. By 2032, that percentage is projected to increase to 82 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 Imperial County, 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).

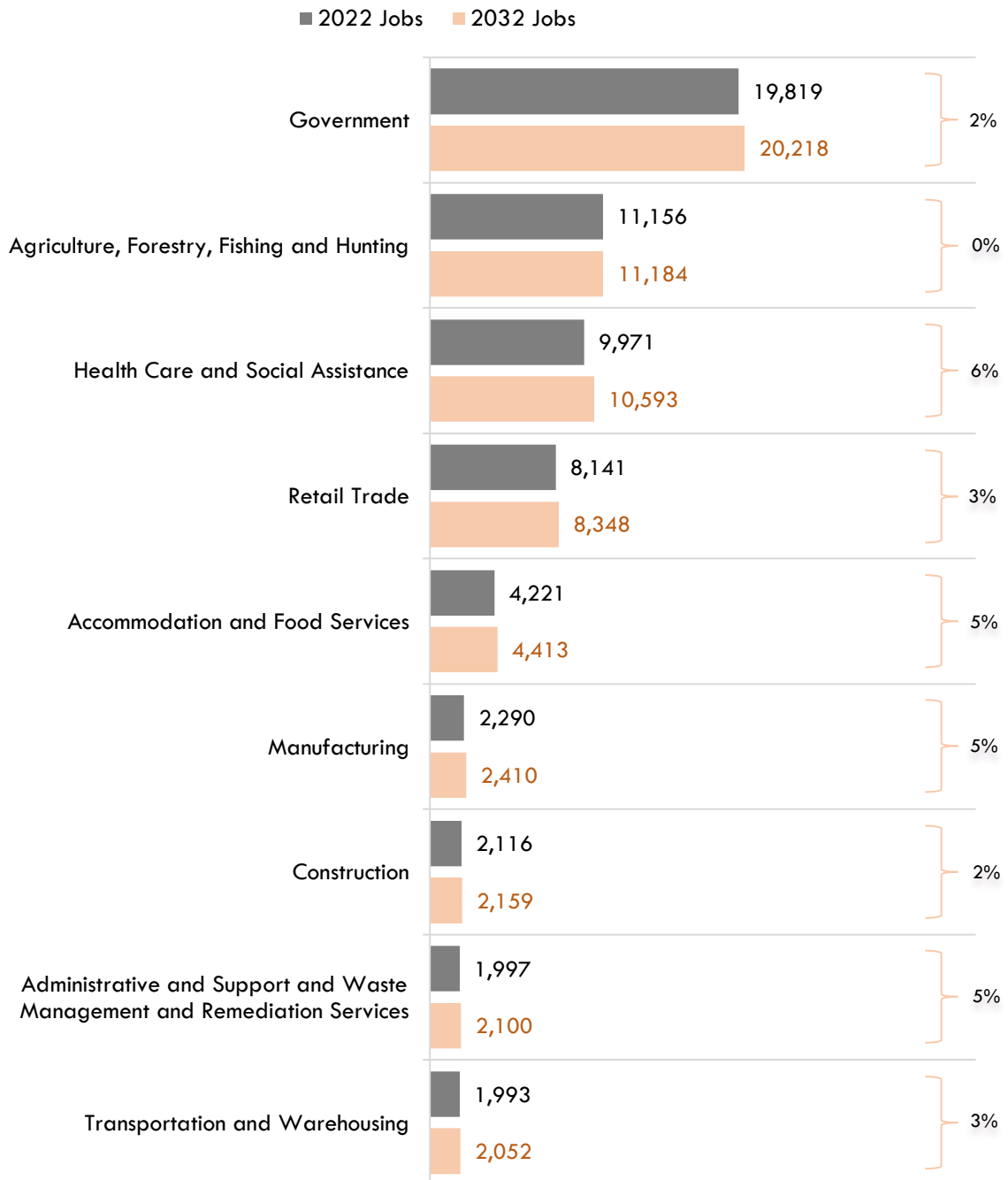
<sup>4</sup> Totals may not add to 100 percent due to rounding.



## Industries

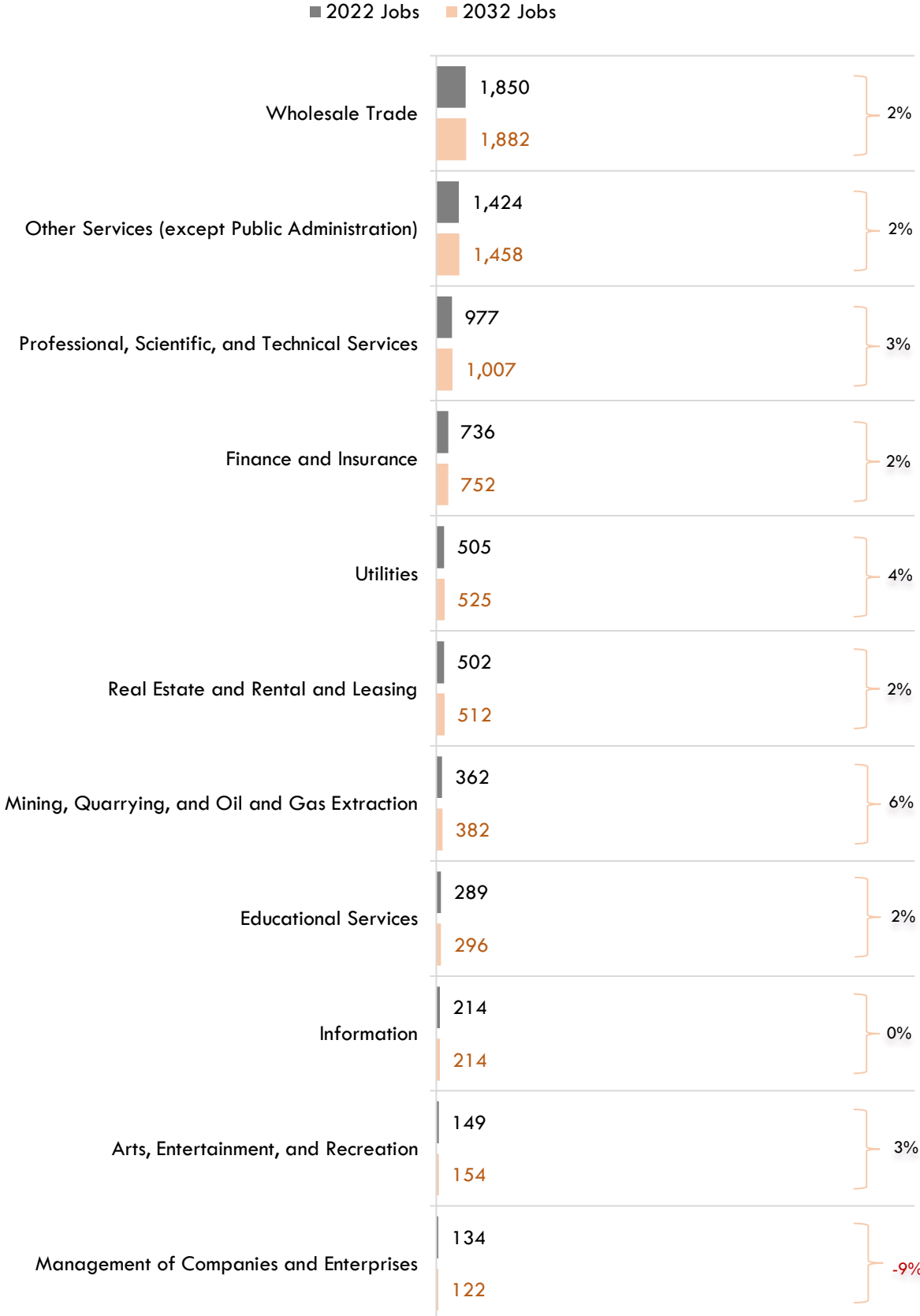
Exhibit 8 and Exhibit 9 show the number of jobs and the projected percentage change by industry. The industries with the most jobs in 2022 were Government<sup>5</sup>; Agriculture, Forestry, Fishing and Hunting; Health Care and Social Assistance; Retail Trade; and Accommodation and Food Services. Between 2022 and 2032, the industry projected to have job decline is Management of Companies and Enterprises.

**Exhibit 8: Number of Jobs by Industry and Projected Percentage Change in Imperial County, 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 Imperial County, 2022-2032**



## Jobs

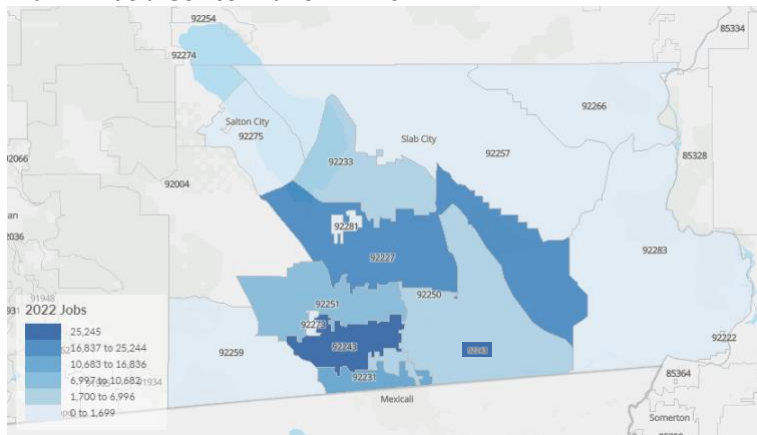
Between 2022 and 2032, the number of jobs in Imperial County is expected to increase from 68,865 to 81,301, which is an increase of 12,436 jobs, or 18 percent. Comparatively, San Diego County and California are projected to grow by 240,383 jobs (14 percent) and 2,848,499 jobs (14 percent), respectively (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
Imperial County	68,865	81,301	12,436	18%
San Diego County	1,767,478	2,007,861	240,383	14%
California	20,352,832	23,201,331	2,848,499	14%

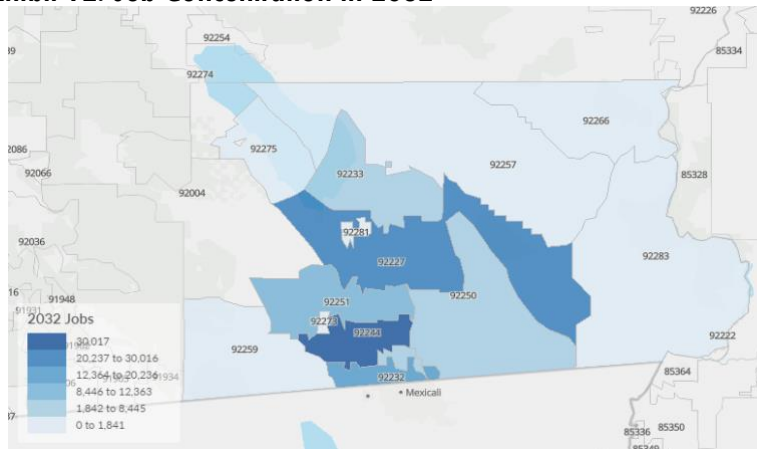
## Job Concentration By Zip Code in Imperial County

**Exhibit 11: Job Concentration in 2022**



In 2022, the most jobs were located in zip code 92243, which is El Centro (Exhibit 11).

**Exhibit 12: Job Concentration in 2032**



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

Between 2022 and 2032, employers in Imperial County are projected to hire 10,689 workers annually (i.e., average annual job openings) (Exhibit 13). The greatest labor market demand is expected in El Centro (92243), Brawley (92227), and Calexico (92231) (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 Imperial County, 2022-2032**



**10,689**

Average  
Annual Job Openings  
(2022-2032)

**92243**

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

**Exhibit 14: Average Annual Job Openings by Zip Code in Imperial County, 2022-2032**

Zip Code	Area	Annual Jobs Openings
92243	El Centro	4,175
92227	Brawley	2,547
92231	Calexico	1,635
92251	Imperial	1,002
92250	Holtville	446
92249	Heber	289
92233	Calipatria	222
92283	Winterhaven	121
92257	Niland	104
92281	Westmorland	74
92275	Salton City	23
92244	El Centro	22
92259	Ocotillo	15
92273	Seeley	8
92266	Palo Verde	6

## Top Jobs with High Entry-Level Earnings

The following section highlights the top jobs with high earnings in Imperial County. Top jobs with high 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 separate the top jobs in Imperial County 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 Imperial County**

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	Elementary School Teachers, Except Special Education	101	\$35.67	\$45.35
Associate Degree	Occupational Therapy Assistants	11	\$34.31	\$38.47
Some College or Postsecondary Non-degree	Heavy and Tractor-Trailer Truck Drivers	139	\$17.55	\$22.47
High School Diploma or Lower	Correctional Officers and Jailers	125	\$37.50	\$44.38

<sup>6</sup> Hourly earnings are grouped into five percentiles: 10th, 25th, 50th (median), 75th, and 90th. Entry-level or 25th percentile earnings of \$15.24/hr. indicate that 75% of the workers in that occupation make **more** than \$15.24/hr. Median earnings mean that half of workers in that occupation make more and half make less. According to the U.S. Census, the average household in Imperial County is 4 per household (2012-2016). The Self-Sufficiency Standard for two adults and two school-aged children is \$15.24/hr in Imperial County. 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 Imperial County, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
25-2021	Elementary School Teachers, Except Special Education	101	None	None	\$35.67	\$45.35
11-1021	General and Operations Managers	95	None	5 years+	\$28.90	\$45.66
25-1099	Postsecondary Teachers*	75	None	None	\$32.27	\$51.61
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	65	None	None	\$37.43	\$46.09
29-1141	Registered Nurses	64	None	None	\$37.89	\$43.59
13-1041	Compliance Officers	63	Moderate-term OJT	None	\$29.33	\$45.37
13-1199	Business Operations Specialists, All Other	50	None	None	\$23.51	\$30.00
11-9199	Managers, All Other	44	None	< 5 years	\$50.45	\$58.66
13-2011	Accountants and Auditors	34	None	None	\$28.01	\$30.15
13-1111	Management Analysts	27	None	< 5 years	\$29.12	\$36.74
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors	25	None	None	\$18.60	\$28.46
11-2021	Marketing Managers	24	None	5 years+	\$47.97	\$59.54
25-2022	Middle School Teachers, Except Special and Career/Technical Education	24	None	None	\$34.54	\$43.32
11-9111	Medical and Health Services Managers	23	None	< 5 years	\$37.48	\$49.65
13-1071	Human Resources Specialists	22	None	None	\$23.06	\$28.95
21-1021	Child, Family, and School Social Workers	20	None	None	\$18.47	\$22.81
25-9099	Educational Instruction and Library Workers, All Other	20	None	None	\$16.95	\$23.17
25-3099	Teachers and Instructors, All Other	18	None	None	\$23.30	\$36.45
11-3031	Financial Managers	18	None	5 years+	\$37.52	\$48.98
11-9032	Education Administrators, Kindergarten through Secondary	17	None	5 years+	\$47.53	\$59.62

\*Require a doctoral, professional, or master's degree

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

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
31-2011	Occupational Therapy Assistants	11	None	None	\$34.31	\$38.47
53-2021	Air Traffic Controllers	9	Long-term OJT	None	\$59.65	\$83.78
17-3023	Electrical and Electronic Engineering Technologists and Technicians	6	None	None	\$34.94	\$44.85
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	6	None	None	\$17.37	\$22.31
23-2099	Legal Support Workers, All Other	6	None	None	\$20.86	\$28.08
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other	5	None	None	\$19.72	\$24.81
23-2011	Paralegals and Legal Assistants	5	None	None	\$21.70	\$28.09
29-2034	Radiologic Technologists and Technicians	5	None	None	\$30.11	\$37.68
19-4012	Agricultural Technicians	5	Moderate-term OJT	None	\$15.56	\$18.70
17-3022	Civil Engineering Technologists and Technicians	4	None	None	\$26.02	\$32.87
17-3025	Environmental Engineering Technologists and Technicians	4	None	None	\$15.74	\$20.20
39-4031	Morticians, Undertakers, and Funeral Arrangers	4	Long-term OJT	None	\$21.14	\$22.48
31-2021	Physical Therapist Assistants	4	None	None	\$27.55	\$34.46
15-1231	Computer Network Support Specialists	3	None	None	\$24.74	\$30.37
29-1126	Respiratory Therapists	2	None	None	\$30.11	\$30.11
19-4099	Life, Physical, and Social Science Technicians, All Other	2	None	None	\$28.38	\$31.56
29-1292	Dental Hygienists	2	None	None	\$44.88	\$47.01
27-4012	Broadcast Technicians	2	Short-term OJT	None	\$23.21	\$24.08
29-2032	Diagnostic Medical Sonographers	2	None	None	\$33.56	\$35.03
17-3019	Drafters, All Other	1	None	None	\$24.40	\$28.88

**Exhibit 18: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in Imperial County, 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	\$17.55	\$22.47
43-3031	Bookkeeping, Accounting, and Auditing Clerks*	87	Moderate-term OJT	None	\$16.77	\$18.35
49-3023	Automotive Service Technicians and Mechanics	41	Short-term OJT	None	\$17.60	\$23.54
29-2061	Licensed Practical and Licensed Vocational Nurses	31	None	None	\$23.03	\$28.83
31-9091	Dental Assistants	19	None	None	\$17.32	\$22.30
33-2011	Firefighters	18	Long-term OJT	None	\$15.38	\$19.29
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	16	Long-term OJT	None	\$21.20	\$27.61
15-1232	Computer User Support Specialists*	13	None	None	\$21.60	\$28.06
31-9097	Phlebotomists	12	None	None	\$17.35	\$18.21
39-5012	Hairdressers, Hairstylists, and Cosmetologists	10	None	None	\$15.94	\$15.95
29-2099	Health Technologists and Technicians, All Other	8	None	None	\$17.46	\$18.11
29-2072	Medical Records Specialists	7	None	None	\$17.60	\$18.43
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	6	Moderate-term OJT	None	\$28.06	\$38.12
25-4031	Library Technicians	6	None	None	\$17.64	\$21.76
49-2093	Electrical and Electronics Installers and Repairers, Transportation Equipment	6	Long-term OJT	None	\$32.60	\$43.09
31-9011	Massage Therapists	5	None	None	\$22.97	\$29.59
49-3011	Aircraft Mechanics and Service Technicians	5	None	None	\$29.00	\$35.87
29-2043	Paramedics	4	None	None	\$20.38	\$21.15
49-2011	Computer, Automated Teller, and Office Machine Repairers	4	Short-term OJT	None	\$26.13	\$29.29
53-5022	Motorboat Operators	3	None	< 5 years	\$22.74	\$24.84

\*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 Imperial County, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
33-3012	Correctional Officers and Jailers	125	Moderate-term OJT	None	\$37.50	\$44.38
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	88	None	< 5 years	\$15.29	\$17.24
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	83	Short-term OJT	None	\$17.27	\$21.46
41-1011	First-Line Supervisors of Retail Sales Workers	82	None	< 5 years	\$17.14	\$18.14
49-9071	Maintenance and Repair Workers, General	67	Moderate-term OJT	None	\$17.01	\$18.10
33-3021	Detectives and Criminal Investigators	66	Moderate-term OJT	< 5 years	\$37.89	\$51.05
43-1011	First-Line Supervisors of Office and Administrative Support Workers	65	None	< 5 years	\$22.28	\$28.30
21-1093	Social and Human Service Assistants	51	Short-term OJT	None	\$18.48	\$19.09
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	47	Moderate-term OJT	None	\$22.36	\$29.47
45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers	45	None	< 5 years	\$16.15	\$21.54
47-2061	Construction Laborers*	42	Short-term OJT	None	\$15.30	\$21.75
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	36	Moderate-term OJT	None	\$18.37	\$23.23
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	35	None	< 5 years	\$18.50	\$23.42
33-3051	Police and Sheriff's Patrol Officers	30	Moderate-term OJT	None	\$31.02	\$37.87
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop*	29	Short-term OJT	None	\$15.81	\$16.19
51-1011	First-Line Supervisors of Production and Operating Workers	27	None	< 5 years	\$18.24	\$29.38
47-2073	Operating Engineers and Other Construction Equipment Operators	25	Moderate-term OJT	None	\$22.39	\$28.07
47-2111	Electricians	25	Apprenticeship	None	\$22.86	\$30.12
47-2031	Carpenters	24	Apprenticeship	None	\$18.09	\$25.83
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	22	None	< 5 years	\$27.36	\$36.67

\*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 Imperial County, 2022-2032**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
51-9199	Production Workers, All Other	22	Moderate-term OJT	None	\$17.72	\$18.62
51-8013	Power Plant Operators	22	Long-term OJT	None	\$29.39	\$29.46
33-9093	Transportation Security Screeners	19	Short-term OJT	None	\$26.10	\$35.03
47-2231	Solar Photovoltaic Installers	19	Moderate-term OJT	None	\$26.93	\$30.96
29-2052	Pharmacy Technicians	19	Moderate-term OJT	None	\$17.53	\$21.22
35-1011	Chefs and Head Cooks	19	None	5 years+	\$25.44	\$29.86
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	19	None	5 years+	\$27.07	\$35.49
43-4061	Eligibility Interviewers, Government Programs	18	Moderate-term OJT	None	\$22.82	\$22.82
51-4121	Welders, Cutters, Solderers, and Brazers	18	Moderate-term OJT	None	\$17.86	\$22.91
49-9041	Industrial Machinery Mechanics	18	Long-term OJT	None	\$21.80	\$28.26
51-3022	Meat, Poultry, and Fish Cutters and Trimmers*	18	Short-term OJT	None	\$15.49	\$15.50
39-9099	Personal Care and Service Workers, All Other	17	Short-term OJT	None	\$17.87	\$19.43
25-3021	Self-Enrichment Teachers	17	None	< 5 years	\$18.44	\$31.05
11-9051	Food Service Managers	16	None	< 5 years	\$18.24	\$23.56
43-4199	Information and Record Clerks, All Other	16	Short-term OJT	None	\$17.86	\$22.17
47-2152	Plumbers, Pipefitters, and Steamfitters	16	Apprenticeship	None	\$21.83	\$28.05
53-3052	Bus Drivers, Transit and Intercity	16	Moderate-term OJT	None	\$20.53	\$26.29
43-5061	Production, Planning, and Expediting Clerks	15	Moderate-term OJT	None	\$18.14	\$23.77
41-3021	Insurance Sales Agents	15	Moderate-term OJT	None	\$17.48	\$21.28
51-8031	Water and Wastewater Treatment Plant and System Operators	15	Long-term OJT	None	\$23.44	\$36.25

\*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 Imperial County, 2022-2032**

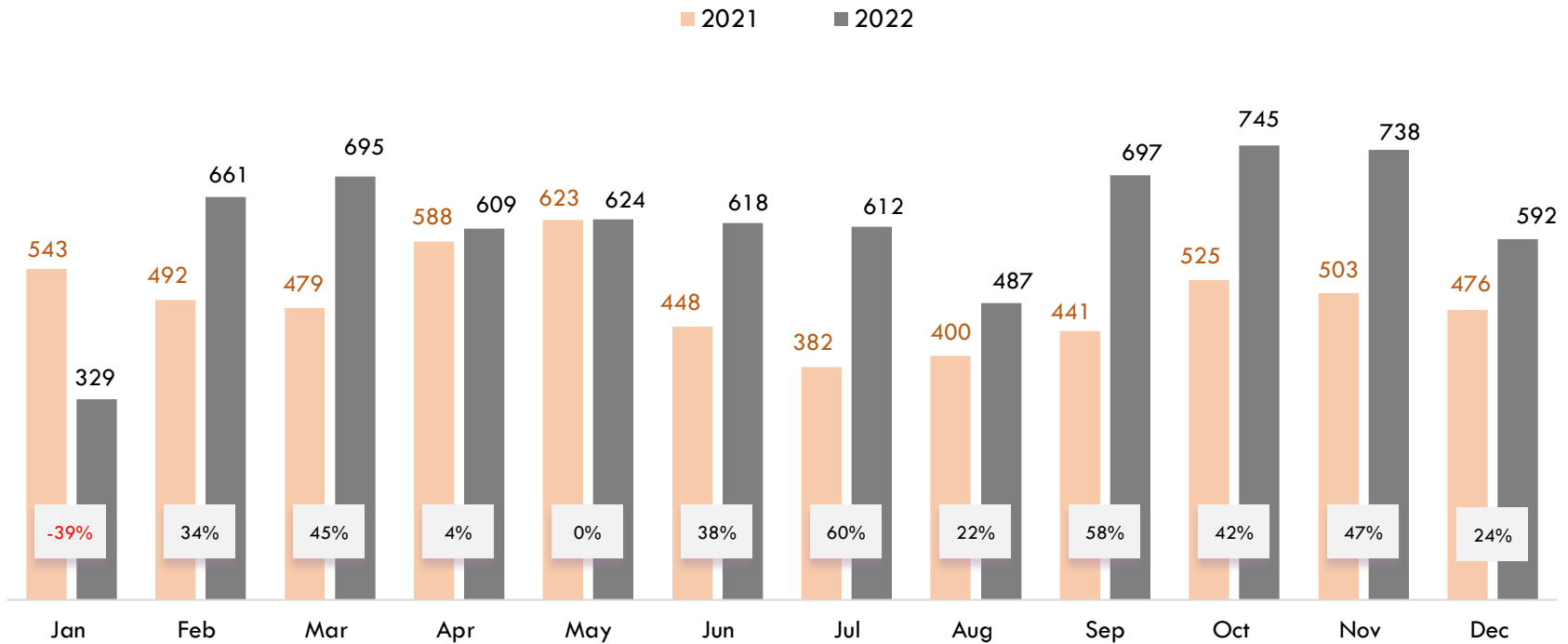
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
49-3091	Bicycle Repairers	14	Moderate-term OJT	None	\$17.01	\$18.81
13-1031	Claims Adjusters, Examiners, and Investigators	14	Long-term OJT	None	\$27.62	\$35.20
43-5032	Dispatchers, Except Police, Fire, and Ambulance	14	Moderate-term OJT	None	\$17.72	\$22.61
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	13	Long-term OJT	None	\$23.20	\$30.00
43-9199	Office and Administrative Support Workers, All Other	12	Short-term OJT	None	\$16.86	\$21.96
53-3051	Bus Drivers, School*	12	Short-term OJT	None	\$20.55	\$21.93
47-2081	Drywall and Ceiling Tile Installers*	12	Moderate-term OJT	None	\$17.42	\$20.38
43-6011	Executive Secretaries and Executive Administrative Assistants	11	None	< 5 years	\$23.93	\$29.26
43-5052	Postal Service Mail Carriers	11	Short-term OJT	None	\$19.06	\$27.27
43-4031	Court, Municipal, and License Clerks	11	Long-term OJT	None	\$18.23	\$19.78
33-9091	Crossing Guards and Flaggers*	10	Short-term OJT	None	\$15.40	\$16.41
51-4041	Machinists	10	Long-term OJT	None	\$18.03	\$22.24
49-9099	Installation, Maintenance, and Repair Workers, All Other	9	Moderate-term OJT	None	\$17.23	\$21.43
49-3041	Farm Equipment Mechanics and Service Technicians	9	Long-term OJT	None	\$17.88	\$22.32
39-9031	Exercise Trainers and Group Fitness Instructors	9	Short-term OJT	None	\$19.89	\$27.77
39-3011	Gambling Dealers	8	Short-term OJT	None	\$16.50	\$16.51
31-9099	Healthcare Support Workers, All Other	8	None	None	\$17.80	\$18.43
53-7081	Refuse and Recyclable Material Collectors*	8	Short-term OJT	None	\$16.89	\$24.81
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	8	None	< 5 years	\$17.96	\$22.51
43-5011	Cargo and Freight Agents	8	Short-term OJT	None	\$16.86	\$17.93

\*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 2021, there was an average of 491 unique online job postings<sup>7</sup> in Imperial County (Exhibit 22), whereas in 2022 there was an average of 617 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 Imperial County, 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 Imperial County posted a total of 5,900 unique job postings between January 2021 to December 2021. During this period, businesses with the greatest number of unique online job postings in Imperial County were Pioneers Memorial Healthcare District, Calexico Unified School District, and El Centro Elementary School District (Exhibit 23).

**Exhibit 23: Top Businesses Ranked by Number of Unique Online Job Postings in Imperial County, 2021**

Rank	Company Name	Rank	Company Name
1	Pioneers Memorial Healthcare District*	26	Commander
2	Calexico Unified School District	27	Starbucks*
3	El Centro Elementary School District	28	Healthcare Employment Network
4	AccentCare*	29	Brawley Elementary School District
5	GEO Group*	30	Heber Elementary
6	Imperial Valley College*	31	U.S. Customs And Border Protection*
7	Management & Training Corporation*	32	Global Medical Response
8	Assurance*	33	T-Roc
9	Accountable Healthcare Staffing*	34	Next Travel Nursing
10	Imperial Unified School District	35	Grifols*
11	Central Union High School District	36	CVS Health*
12	Imperial County Office Of Education	37	The Home Depot*
13	El Centro Regional Medical Center*	38	Lowe's
14	Walmart*	39	USG Corporation*
15	Burlington	40	Air Methods
16	Meadows Union School District	41	Emerald Health Services
17	CompHealth*	42	Wellpath*
18	Pilot Company*	43	Cynet Systems
19	The Conam Group*	44	Brawley Union High School District
20	San Pasqual Valley Unified School District	45	Triage Staffing*
21	Prime Healthcare Services	46	JCPenney
22	Safran	47	Love's
23	Dollar Tree*	48	Fresenius*
24	Imperial Irrigation District*	49	Calipatria Unified SCH Dist
25	Indian Health Service*	50	Spectrum*

\*Business also ranked as a top business in 2022

Businesses in Imperial County posted a total of 7,407 unique job postings between January 2022 to December 2022. During this period, businesses with the greatest number of unique online job postings in Imperial County were General Dynamics, Pioneers Memorial Healthcare District, and the State of California (Exhibit 24).

**Exhibit 24: Top Businesses Ranked by Number of Unique Online Job Postings in Imperial County, 2022**

Rank	Company Name
1	General Dynamics
2	Pioneers Memorial Healthcare District*
3	State of California
4	Imperial Valley College*
5	County Of Imperial
6	El Centro Regional Medical Center*
7	Walmart*
8	Jack in the Box
9	Imperial Irrigation District*
10	Seasoned
11	AccentCare*
12	GEO Group*
13	National Staffing Solutions
14	Starbucks*
15	U.S. Customs And Border Protection*
16	CompHealth*
17	Macy's
18	Target
19	Seasoned Recruitment
20	Indian Health Service*
21	Nurse 2 Nurse Staffing
22	The Home Depot*
23	Grifols*
24	Dollar Tree*
25	Accountable Healthcare Staffing*

Rank	Company Name
26	Assurance*
27	Wellpath*
28	Fresenius*
29	USG Corporation*
30	Walgreens Boots Alliance
31	The Conam Group*
32	VISTA Staffing Solutions
33	Buffalo Wild Wings
34	Spectrum*
35	National Security Agency
36	Stability Healthcare
37	Management & Training Corporation*
38	Nutrien
39	Fusion Medical Staffing
40	Cynet Health
41	AB Staffing Solutions
42	Jackson Therapy Partners
43	Rdo Equipment Co.
44	Clinicas De Salud Del Pueblo
45	Pilot Company*
46	California Correctional Health Care Services
47	Focus Staff
48	Dollar General
49	Triage Staffing*
50	CVS Health*

\*Business also ranked as a top business in 2021

## Technical Skills

Businesses in Imperial County posted 5,900 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 Imperial County, 2021**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Construction
2	Nursing*	22	Loss Prevention
3	Selling Techniques*	23	Performance Appraisal
4	Cash Register*	24	Cardiopulmonary Resuscitation (CPR)*
5	Auditing*	25	Medication Administration*
6	Marketing*	26	Home Health Care*
7	Accounting*	27	Retail Operations
8	Bilingual (Spanish/English)	28	Treatment Planning*
9	Microsoft Excel*	29	Product Knowledge*
10	Microsoft Office*	30	Clinical Experience
11	Warehousing*	31	Special Education
12	Inventory Management*	32	Stocking Merchandise
13	Microsoft Outlook*	33	Office Equipment
14	Cash Handling*	34	Emergency Departments*
15	Intensive Care Unit	35	Psychology
16	Restaurant Operation*	36	Food Safety And Sanitation
17	Data Entry*	37	Standard Operating Procedure
18	Medical Records*	38	Safety Standards
19	Housekeeping*	39	Microsoft PowerPoint*
20	Microsoft Word*	40	Occupational Safety and Health Administration (OSHA)

\*Technical skill also ranked as top skill in 2022

Businesses in Imperial County posted 7,407 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 Imperial County, 2022**

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Restorative Justice*
2	Nursing*	22	Treatment Planning*
3	Restaurant Operation*	23	Inventory Management*
4	Selling Techniques*	24	Warehousing*
5	Cash Register*	25	Workflow Management
6	Auditing*	26	Emergency Departments*
7	Rehabilitation	27	Agile Methodology
8	Microsoft Excel*	28	Product Knowledge*
9	Accounting*	29	Microsoft Word*
10	Criminal Corrections	30	Appeals
11	Computer Science	31	Housekeeping*
12	Microsoft Office*	32	Patient Education And Counseling
13	Cash Handling*	33	Billing
14	Marketing*	34	Home Health Care*
15	Cardiopulmonary Resuscitation (CPR)*	35	Microsoft PowerPoint*
16	Microsoft Outlook*	36	Mental Health
17	Medical Records*	37	Nursing Care
18	Community Reintegration	38	Project Management
19	Radiology	39	Pediatrics
20	Data Entry*	40	Medication Administration*

\*Technical skill also ranked as top skill in 2021



## Soft Skills

Businesses in Imperial County posted 5,900 unique online job postings between January 2021 and December 2021. 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 Imperial County, 2021**

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

\*Soft skill also ranked as top skill in 2022

Businesses in Imperial County posted 7,407 unique online job postings between January 2022 and December 2022. During this period, the most requested soft skill listed in online job postings was “Customer Service” (Exhibit 28).

**Exhibit 28: Top Soft Skills Ranked by Number of Unique Online Job Postings in Imperial County, 2022**

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

\*Soft skill also listed as top skill in 2021

## Certifications and Qualifications

In 2021, employers in Imperial County listed “Registered Nurse (RN)” as the top certification or qualification in online job postings (Exhibit 29).

**Exhibit 29: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings  
in Imperial County, 2021**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Registered Nurse (RN)*	21	Medical License*
2	Valid Driver's License*	22	Critical Care Registered Nurse (CCRN)
3	Basic Life Support (BLS) Certification*	23	Basic Cardiac Life Support*
4	Cardiopulmonary Resuscitation (CPR) Certification*	24	FAA Second Class Medical Certificate*
5	Advanced Cardiovascular Life Support (ACLS) Certification*	25	FAA Instrument Rating*
6	Nurse Practitioner (APRN-CNP)*	26	Automotive Service Excellence (ASE) Certification*
7	First Aid Certification*	27	Certified Perioperative Nurse (CNOR)
8	Pediatric Advanced Life Support (PALS)*	28	Passenger Endorsement
9	Licensed Vocational Nurse (LVN)*	29	Automated External Defibrillator (AED) Certification*
10	English Learner Authorization	30	No Child Left Behind Act (NCLB) Standards
11	Licensed Practical Nurse (LPN)*	31	Forklift Certification
12	CDL Class A License*	32	Certified Pharmacy Technician
13	Certified Nursing Assistant (CNA)*	33	Paramedic (EMT-P)
14	Board Certified/Board Eligible*	34	Food Handler's Card*
15	Commercial Driver's License (CDL)*	35	Immunization Certification*
16	Security Clearance*	36	American Registry Of Radiologic Technologists (ARRT) Certified*
17	Neonatal Resuscitation Program Certification (NRP)*	37	Family Nurse Practitioner (FNP)*
18	Emergency Medical Technician (EMT)*	38	Licensed Clinical Social Worker (LCSW)*
19	Registered Pharmacist (RPh)*	39	Insurance License
20	CDL Class B License*	40	Emergency Medical Technician - Intermediate (EMT-I)

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

In 2022, employers in Imperial County listed “Registered Nurse (RN)” as the top certification or qualification in online job postings (Exhibit 30).

**Exhibit 30: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings  
in Imperial County, 2022**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Registered Nurse (RN)*	21	Emergency Medical Technician (EMT)*
2	Valid Driver's License*	22	Drug Enforcement Agency (DEA) License
3	Basic Life Support (BLS) Certification*	23	First Aid Certification*
4	Advanced Cardiovascular Life Support (ACLS) Certification*	24	CDL Class B License*
5	Cardiopulmonary Resuscitation (CPR) Certification*	25	Cisco Certified Network Associate
6	Nurse Practitioner (APRN-CNP)*	26	Food Handler's Card*
7	Pediatric Advanced Life Support (PALS)*	27	Registered Pharmacist (RPh)*
8	Board Certified/Board Eligible*	28	Certified Patient Care Technician (CPCT)
9	Licensed Vocational Nurse (LVN)*	29	American Society For Clinical Pathology (ASCP) Certification
10	Security Clearance	30	Trauma Nurse Core Course (TNCC)
11	Licensed Practical Nurse (LPN)*	31	FAA Instrument Rating*
12	CDL Class A License*	32	Automotive Service Excellence (ASE) Certification*
13	Neonatal Resuscitation Program Certification (NRP)*	33	Family Nurse Practitioner (FNP)*
14	Secret Clearance*	34	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)
15	Commercial Driver's License (CDL)*	35	Immunization Certification*
16	Basic Cardiac Life Support*	36	Licensed Clinical Social Worker (LCSW)*
17	Certified Nursing Assistant (CNA)*	37	FAA Second Class Medical Certificate*
18	Medical License*	38	CDL Class C License
19	American Registry Of Radiologic Technologists (ARRT) Certified*	39	CompTIA Security+
20	Certified Emergency Nurse (CEN)	40	Automated External Defibrillator (AED) Certification*

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

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