



SOUTH REGION

SAN DIEGO COUNTY

Subregional Profile

October 2023



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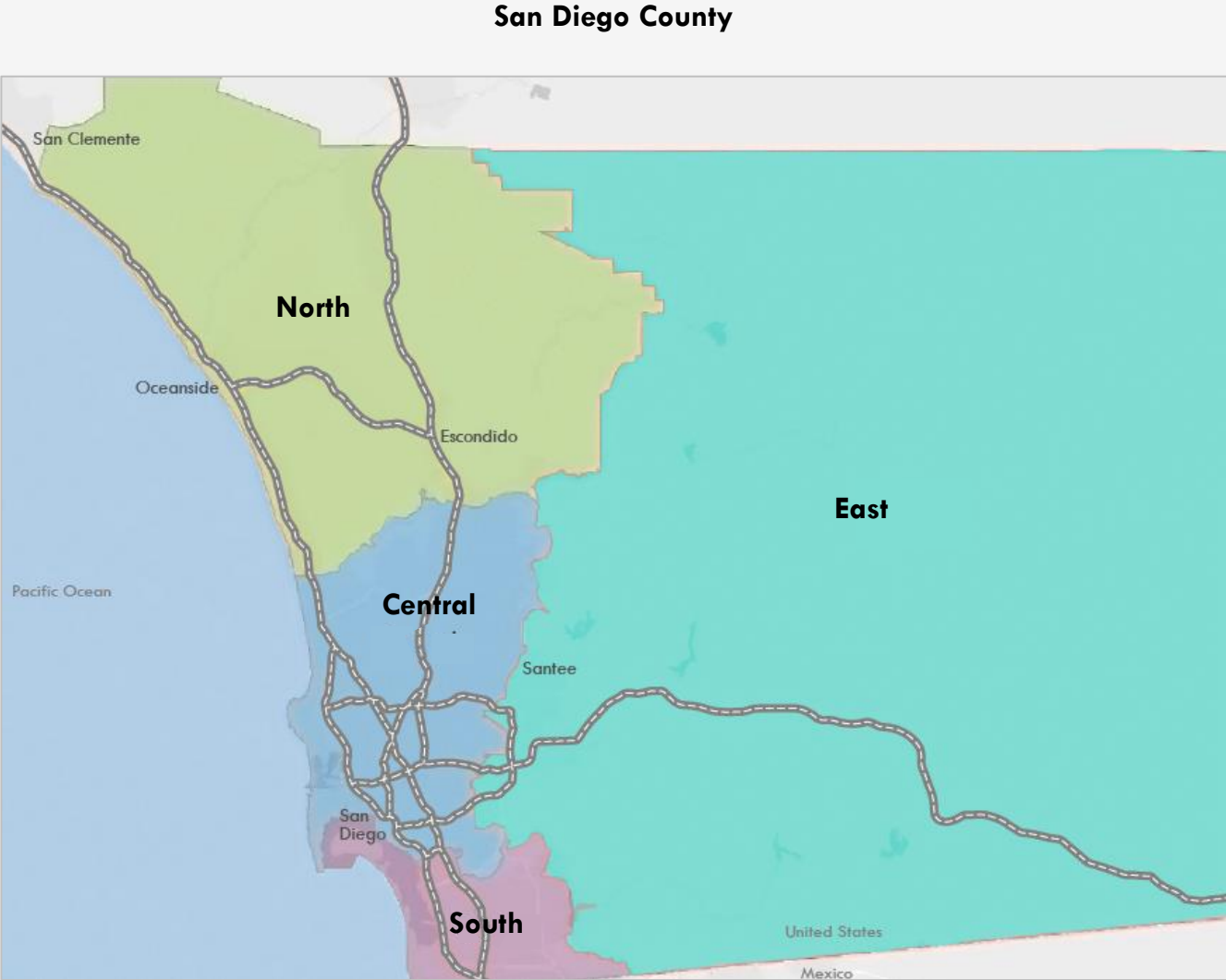
Important Disclaimers

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 South 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 South Region.

Exhibit 1: San Diego County’s Four Regions



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

Exhibit 2: San Diego County’s South Region by Zip Codes

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

Data Source

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

¹ 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). 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.

Fast Facts About the South Region

Exhibit 3: Fast Facts About the South Region



681,063

Total Population (2022)

The South Region had a population of 681,063 in 2022, and this number is projected to decrease by three percent over the next 10 years. The zip code with the highest projected population growth is 92113 (San Diego) and 91915 (Chula Vista).



\$89,155

Avg. Earnings Per Job (2022)

In the South Region, average earnings were estimated at \$89,155 in 2022, which is higher than the national average reported across industries. National average earnings per job in 2022 were \$80,938.



234,506

Total Jobs (2022)

The South Region's total number of jobs in 2022 was 234,506, and the zip code with the most jobs was 92154 (San Diego). Comparatively, San Diego County had 1,767,478 jobs in 2022.



10%

Projected Job Growth (2022-2032)

Between 2022 and 2032, the number of jobs is projected to increase by 10 percent in the South Region. The zip code with the most annual job openings is projected to be Chula Vista (91911).

Demographics

In 2022, the South Region had a population of 681,063 residents (Exhibit 4). Over the next 10 years, the population is expected to decrease by 21,708 residents, or three percent. The zip code with the highest growth rate is expected to be 92113 (San Diego) and 91915 (Chula Vista) (Exhibit 5).

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



Total Population, 2022	Total Population, 2032	Projected % Change
681,063	659,355	-3%

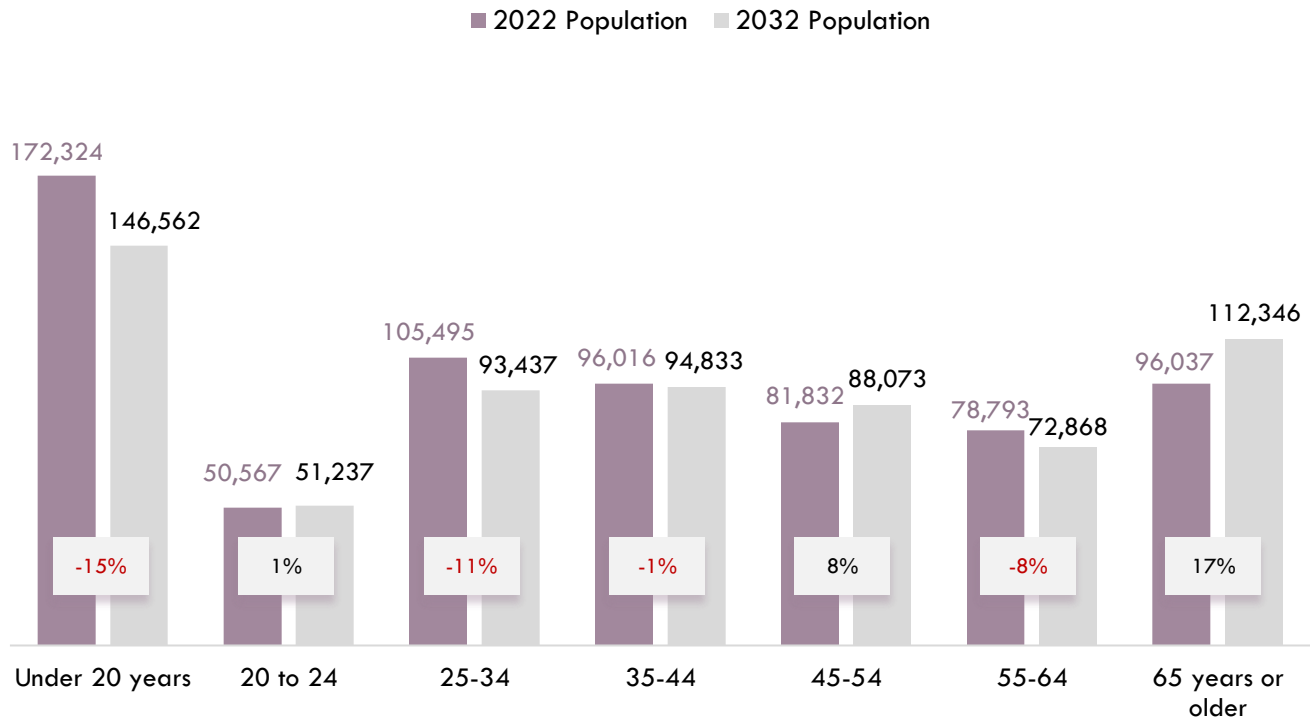
Exhibit 5: Total Population and Projected Percentage Change in the South Region by Zip Code, 2022-2032

Zip Code and Area	Population, 2022	Population, 2032	Projected % Change
91911 Chula Vista	87,703	85,923	-2%
92154 San Diego	81,092	78,735	-3%
91910 Chula Vista	74,546	70,691	-5%
92114 San Diego	66,627	63,705	-4%
91913 Chula Vista	58,211	58,170	0%
91950 National City	54,646	52,824	-3%
92113 San Diego	46,778	47,353	1%
92139 San Diego	35,589	34,707	-2%
91915 Chula Vista	35,097	35,369	1%
92173 San Ysidro	24,942	24,808	-1%
91932 Imperial Beach	24,046	23,444	-3%
92118 Coronado	19,261	16,690	-13%
91902 Bonita	17,463	15,878	-9%
91914 Chula Vista	12,046	11,260	-7%
91935 Jamul	11,211	9,911	-12%
92136 San Diego	10,661	10,419	-2%
92153 San Diego	5,848	5,679	-3%
91912 Chula Vista	4,748	4,349	-8%
91951 National City	2,839	2,572	-9%
91980 Tecate	2,668	2,374	-11%
91933 Imperial Beach	2,245	2,086	-7%
91917 Dulzura	1,610	1,421	-12%
92178 Coronado	1,187	990	-17%
91909 Chula Vista	N/A	N/A	N/A
92135 San Diego	N/A	N/A	N/A
92155 San Diego	N/A	N/A	N/A
92158 San Diego	N/A	N/A	N/A
92179 San Diego	N/A	N/A	N/A

Age

In 2022, 47 percent (328,386 residents) of the South 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 three percent. By 2032, the greatest population change expected for the South Region will be in the 65 years or older age group, which is projected to increase by 17 percent.

Exhibit 6: Age Breakdown and Projected Percentage Change in the South Region, 2022-2032²



Prime-Working-Age Adults in the South Region

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2022, 42 percent of the South Region’s population was classified as “prime-working-age” and could potentially participate in the labor force. Projection data suggests that this percentage will remain stable through 2032.

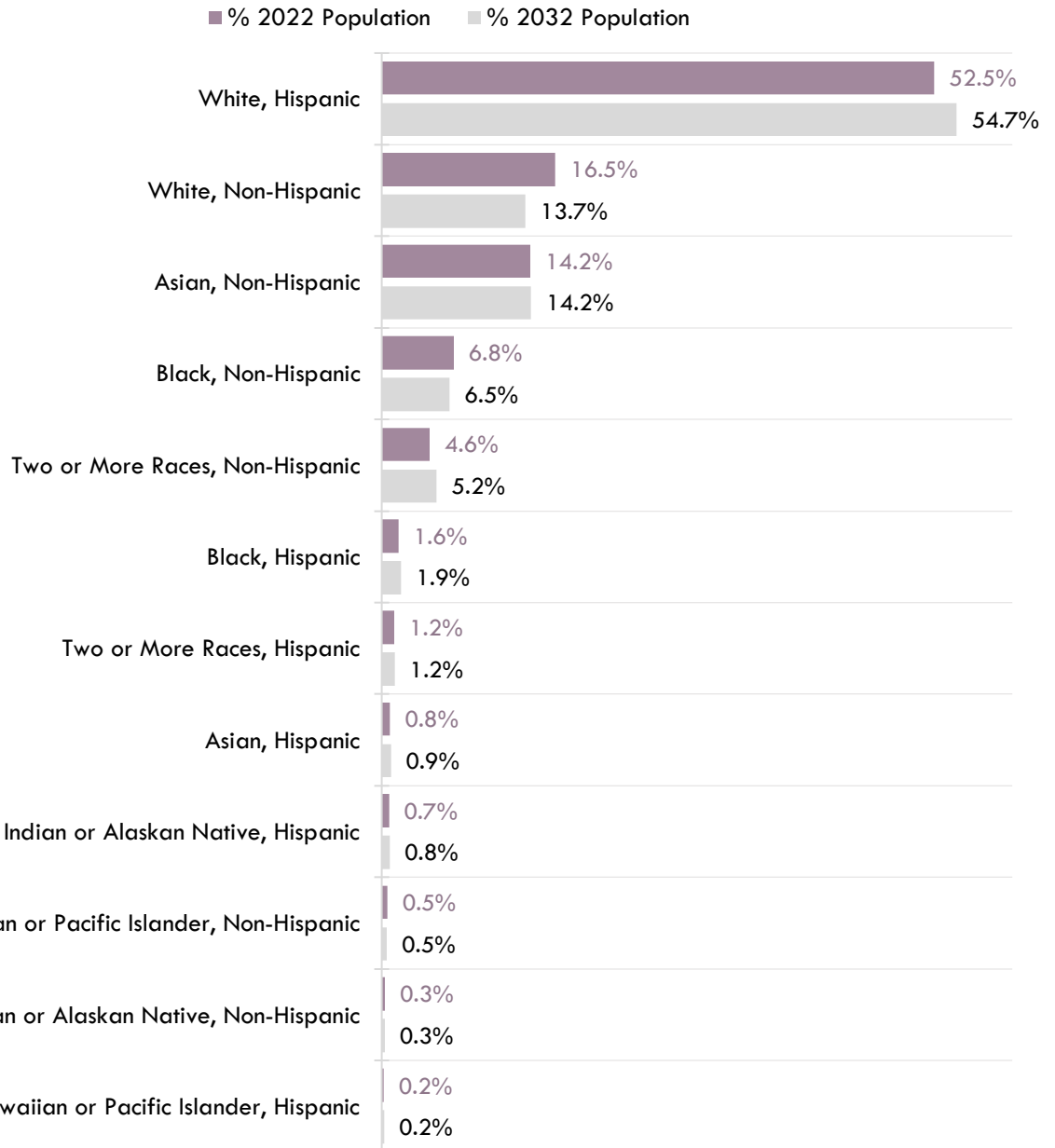
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

² Total differs due to rounding.

Ethnicity

In 2022, nearly 53 percent of the South Region’s population was White, Hispanic. By 2032, that percentage is projected to increase to 55 percent (Exhibit 7).³ 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 South Region, 2022-2032⁴



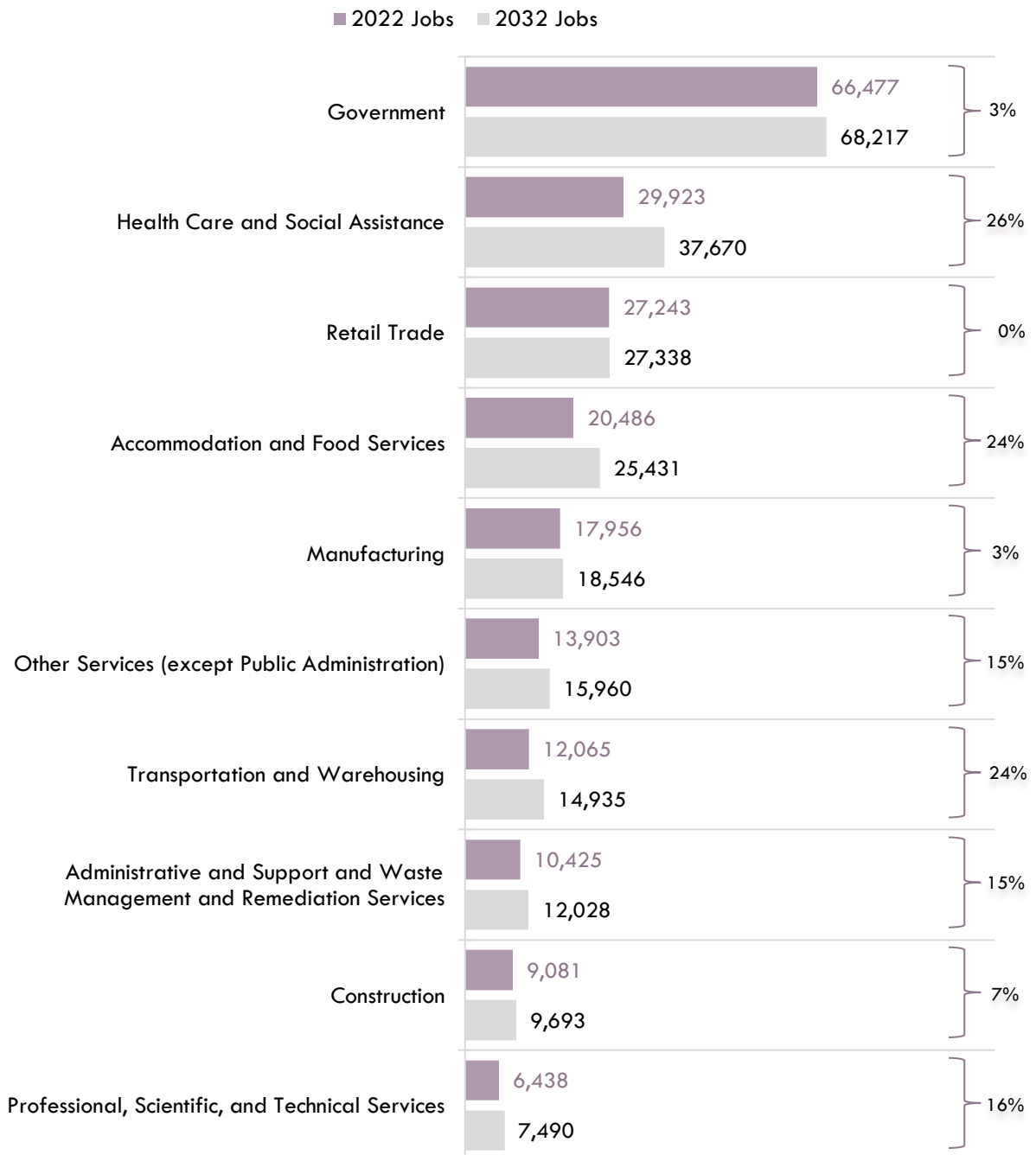
³ The federal government tracks several racial categories (e.g., White, Black or African American, Asian) but only two ethnic categories, Hispanic and Non-Hispanic. There may be some overlap between race and ethnicity unless the two characteristics are clearly separated, (e.g., White, Non-Hispanic, White,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

⁴ Totals may not add to 100 percent due to rounding.

Industries

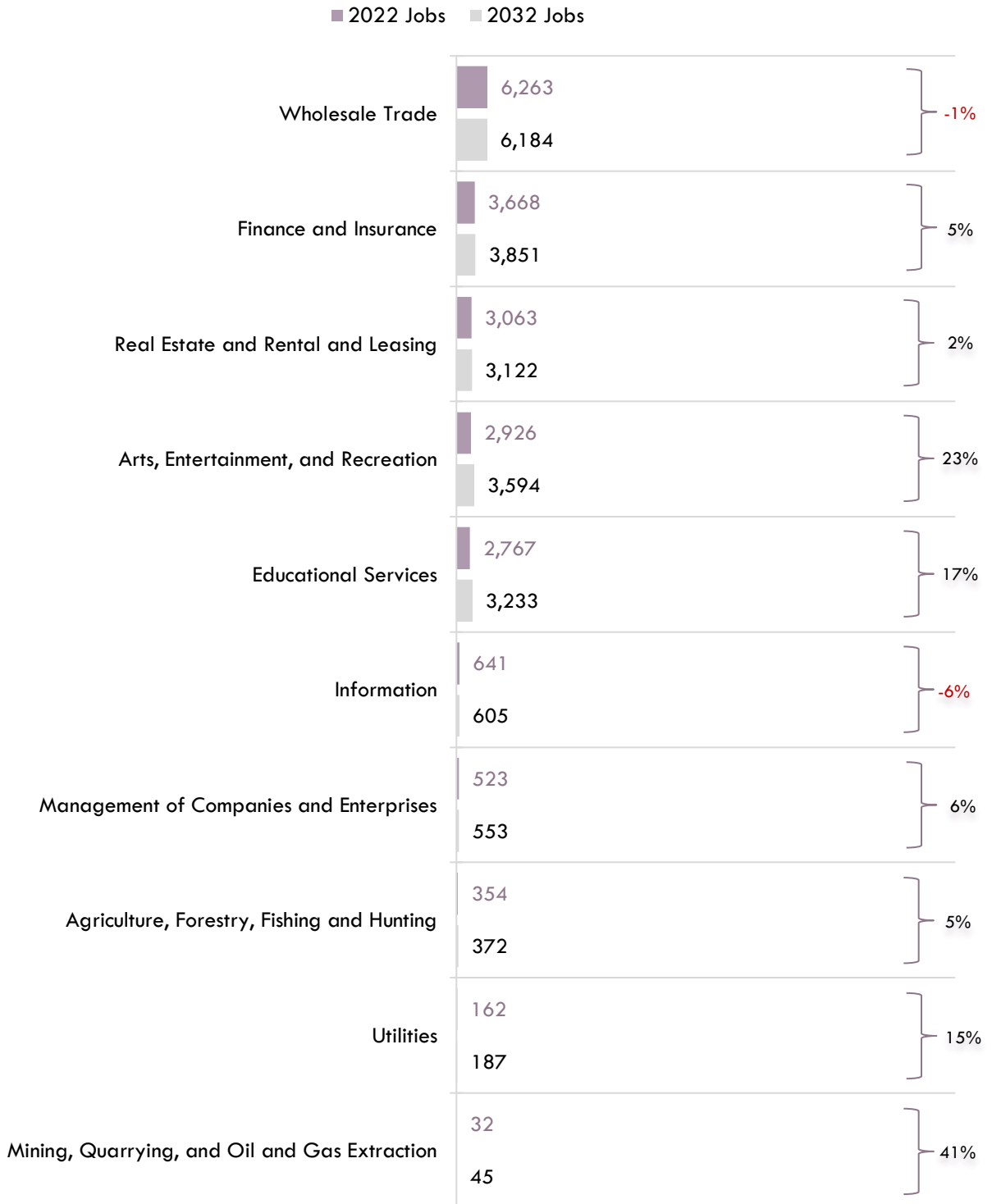
Exhibit 8 and Exhibit 9 show the number of jobs and the projected percentage change by industry in the South Region. The industries with the most jobs in 2022 were Government;⁵ Health Care and Social Assistance; Retail Trade; Accommodation and Food Services; and Manufacturing. Between 2022 and 2032, the industries projected to have job decline are Wholesale Trade and Information.

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



⁵ "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 South Region, 2022-2032



Jobs

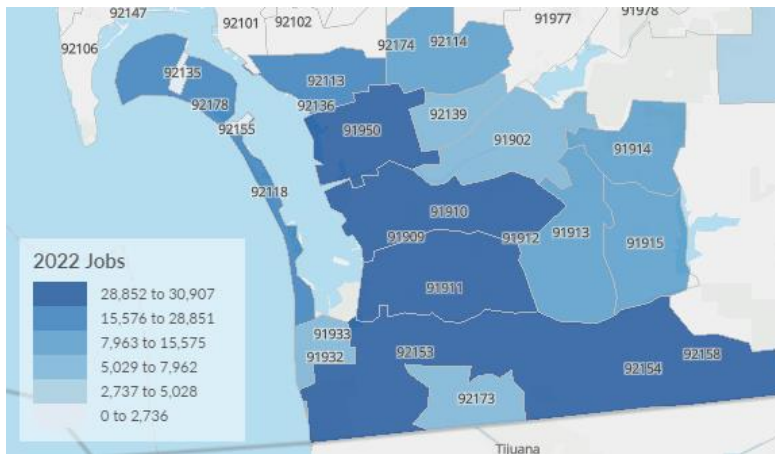
Between 2022 and 2032, the number of jobs in the South Region is expected to increase from 234,506 to 259,065, which is an increase of 24,559 jobs, or 10 percent. Comparatively, San Diego County and California are projected to grow by 240,383 jobs (14 percent) and 2,848,499 jobs (14 percent), respectively (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
South Region	234,506	259,065	24,559	10%
San Diego County	1,767,478	2,007,861	240,383	14%
California	20,352,832	23,201,331	2,848,499	14%

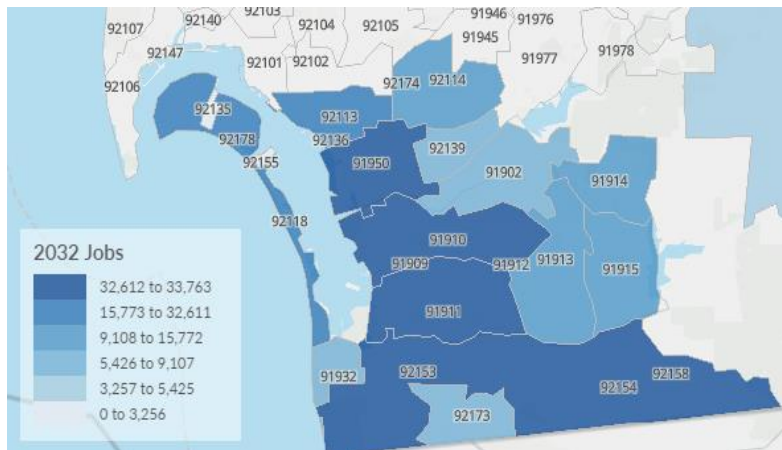
Job Concentration By Zip Code in the South Region

Exhibit 11: Job Concentration in 2022



In 2022, the most jobs were located in zip code 92154, which is San Diego (Exhibit 11).

Exhibit 12: Job Concentration in 2032



In 2032, the most jobs are projected to be located in zip code 91010, which is Chula Vista (Exhibit 12).

Between 2022 and 2032, employers in the South Region are projected to hire 32,338 workers annually (i.e., average annual job openings) (Exhibit 13). The greatest labor market demand is expected in Chula Vista (91911), Chula Vista (91910), and National City (91950) (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 South Region, 2022-2032



32,338
Average
Annual Job Openings
(2022-2032)

91911
Zip Code with the Highest
Annual Job Openings
(2022-2032)

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

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
91911	Chula Vista	4,386	92139	San Diego	617
91910	Chula Vista	4,374	91935	Jamul	465
91950	National City	4,266	92135	San Diego	119
92154	San Diego	4,185	92178	Coronado	82
92118	Coronado	2,221	92155	San Diego	77
92113	San Diego	2,014	91980	Tecate	45
92136	San Diego	1,652	91917	Dulzura	44
91915	Chula Vista	1,430	91912	Chula Vista	33
91913	Chula Vista	1,285	91909	Chula Vista	22
92114	San Diego	1,258	91933	Imperial Beach	18
91914	Chula Vista	1,103	92158	San Diego	16
92173	San Ysidro	1,012	91951	National City	12
91902	Bonita	873	92153	San Diego	2
91932	Imperial Beach	726	92179	San Diego	1

Top Jobs with High Entry-Level Earnings

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



- The greatest labor market demand (highest average number of annual job openings between 2022 and 2032); and
- Entry-level hourly earnings equal to or higher than the Self-Sufficiency Standard⁶

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 South Region into four categories based on typical entry-level education: 1) bachelor's degree or higher; 2) associate degree; 3) some college or postsecondary education non-degree award; and 4) high school diploma or lower.

Exhibit 15: Top Jobs with the Most Annual Job Openings by Education in the South Region

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	General and Operations Managers	352	\$34.72	\$48.86
Associate Degree	Paralegals and Legal Assistants	34	\$23.60	\$29.94
Some College or Postsecondary Non-degree	Heavy and Tractor-Trailer Truck Drivers	400	\$18.63	\$23.51
High School Diploma or Lower	First-Line Supervisors of Office and Administrative Support Workers	204	\$23.47	\$29.76

⁶ 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% 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).

Exhibit 16: Top 20 Jobs with High Earnings that Require a Bachelor's Degree or Higher in the South 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	352	None	5 years+	\$34.72	\$48.86
13-1199	Business Operations Specialists, All Other	290	None	None	\$23.24	\$35.34
29-1141	Registered Nurses	234	None	None	\$47.06	\$53.29
11-9199	Managers, All Other	165	None	< 5 years	\$37.57	\$57.08
13-1071	Human Resources Specialists	148	None	None	\$28.99	\$36.56
13-2011	Accountants and Auditors	134	None	None	\$29.61	\$38.24
25-2021	Elementary School Teachers, Except Special Education	124	None	None	\$29.54	\$37.23
15-1299	Computer Occupations, All Other	119	None	None	\$29.95	\$47.08
25-1099	Postsecondary Teachers*	113	None	None	\$33.69	\$49.47
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	100	None	None	\$31.50	\$38.36
13-1081	Logisticians	87	None	None	\$32.58	\$40.31
13-1161	Market Research Analysts and Marketing Specialists	87	None	None	\$23.31	\$30.79
13-1111	Management Analysts	80	None	< 5 years	\$30.67	\$39.23
53-2011	Airline Pilots, Copilots, and Flight Engineers	79	Moderate-term OJT	< 5 years	\$54.67	\$77.16
15-1252	Software Developers	74	None	None	\$49.14	\$62.86
11-3031	Financial Managers	71	None	5 years+	\$48.45	\$66.85
13-1041	Compliance Officers	71	Moderate-term OJT	None	\$29.48	\$38.95
21-1021	Child, Family, and School Social Workers	70	None	None	\$22.01	\$29.60
11-9111	Medical and Health Services Managers	69	None	< 5 years	\$37.49	\$58.59
13-1028	Buyers and Purchasing Agents	68	Moderate-term OJT	None	\$26.00	\$35.65

*Require a doctoral or professional degree

Exhibit 17: Top 20 Jobs with High Earnings that Require an Associate Degree in the South 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	34	None	None	\$23.60	\$29.94
17-3023	Electrical and Electronic Engineering Technologists and Technicians	33	None	None	\$28.99	\$31.96
29-1292	Dental Hygienists	30	None	None	\$47.73	\$47.80
53-2021	Air Traffic Controllers	24	Long-term OJT	None	\$53.81	\$69.93
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other	24	None	None	\$28.70	\$37.38
49-2091	Avionics Technicians	19	None	None	\$36.58	\$37.24
31-2021	Physical Therapist Assistants	19	None	None	\$29.50	\$36.97
19-4099	Life, Physical, and Social Science Technicians, All Other	13	None	None	\$21.09	\$28.44
29-2034	Radiologic Technologists and Technicians	13	None	None	\$37.03	\$46.24
17-3011	Architectural and Civil Drafters	12	None	None	\$29.01	\$29.69
17-3022	Civil Engineering Technologists and Technicians	11	None	None	\$28.51	\$29.50
15-1231	Computer Network Support Specialists	9	None	None	\$24.88	\$32.33
29-1126	Respiratory Therapists	9	None	None	\$36.94	\$46.29
31-2011	Occupational Therapy Assistants	8	None	None	\$36.33	\$38.12
19-4042	Environmental Science and Protection Technicians, Including Health	8	None	None	\$18.44	\$22.42
49-9062	Medical Equipment Repairers	6	Moderate-term OJT	None	\$22.29	\$29.64
29-2032	Diagnostic Medical Sonographers	6	None	None	\$46.58	\$49.27
17-3013	Mechanical Drafters	6	None	None	\$23.85	\$30.26
17-3026	Industrial Engineering Technologists and Technicians	5	None	None	\$23.91	\$29.63
17-3027	Mechanical Engineering Technologists and Technicians	5	None	None	\$22.69	\$29.02

Exhibit 18: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in the South 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	400	Short-term OJT	None	\$18.63	\$23.51
49-3011	Aircraft Mechanics and Service Technicians	92	None	None	\$30.12	\$36.99
29-2061	Licensed Practical and Licensed Vocational Nurses	82	None	None	\$27.88	\$29.62
33-2011	Firefighters	61	Long-term OJT	None	\$23.86	\$29.39
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	41	Long-term OJT	None	\$21.64	\$28.40
15-1232	Computer User Support Specialists*	35	None	None	\$22.81	\$29.26
53-5021	Captains, Mates, and Pilots of Water Vessels	22	None	< 5 years	\$21.97	\$30.46
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	21	Moderate-term OJT	None	\$23.78	\$29.68
31-9097	Phlebotomists	18	None	None	\$18.51	\$22.67
29-2099	Health Technologists and Technicians, All Other	18	None	None	\$18.45	\$22.85
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	17	Long-term OJT	None	\$25.81	\$32.66
29-2043	Paramedics	17	None	None	\$19.10	\$23.46
53-5031	Ship Engineers	10	None	< 5 years	\$49.42	\$57.37
27-2011	Actors*	9	Long-term OJT	None	\$21.82	\$28.05
27-4011	Audio and Video Technicians	8	Short-term OJT	None	\$22.27	\$23.49
29-2055	Surgical Technologists	7	None	None	\$28.73	\$36.14
33-1021	First-Line Supervisors of Firefighting and Prevention Workers	5	Moderate-term OJT	< 5 years	\$38.36	\$51.98
49-2093	Electrical and Electronics Installers and Repairers, Transportation Equipment	5	Long-term OJT	None	\$23.38	\$29.89
49-2095	Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	5	Moderate-term OJT	< 5 years	\$38.05	\$46.64
51-9162	Computer Numerically Controlled Tool Programmers	4	Moderate-term OJT	None	\$29.49	\$36.96

*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 South Region, 2022-2032

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-1011	First-Line Supervisors of Office and Administrative Support Workers	204	None	< 5 years	\$23.47	\$29.76
53-3052	Bus Drivers, Transit and Intercity	184	Moderate-term OJT	None	\$19.01	\$23.45
33-3051	Police and Sheriff's Patrol Officers	152	Moderate-term OJT	None	\$38.20	\$47.88
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	152	Moderate-term OJT	None	\$22.32	\$29.92
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	139	None	< 5 years	\$18.83	\$23.86
47-2031	Carpenters	136	Apprenticeship	None	\$19.46	\$27.06
51-4121	Welders, Cutters, Solderers, and Brazers	125	Moderate-term OJT	None	\$19.17	\$23.90
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	113	Moderate-term OJT	None	\$22.54	\$29.54
47-2111	Electricians	103	Apprenticeship	None	\$22.25	\$29.13
51-1011	First-Line Supervisors of Production and Operating Workers	90	None	< 5 years	\$23.31	\$30.40
43-5061	Production, Planning, and Expediting Clerks	83	Moderate-term OJT	None	\$19.37	\$23.59
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	82	None	5 years+	\$28.10	\$37.08
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	78	None	< 5 years	\$29.22	\$37.07
11-9051	Food Service Managers	75	None	< 5 years	\$22.68	\$28.72
33-3012	Correctional Officers and Jailers	70	Moderate-term OJT	None	\$30.67	\$38.49
47-2152	Plumbers, Pipefitters, and Steamfitters	65	Apprenticeship	None	\$21.92	\$29.00
35-1011	Chefs and Head Cooks	65	None	5 years+	\$22.55	\$22.55
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	65	Long-term OJT	None	\$23.86	\$29.53
33-3021	Detectives and Criminal Investigators	63	Moderate-term OJT	< 5 years	\$47.88	\$50.03
43-4061	Eligibility Interviewers, Government Programs	60	Moderate-term OJT	None	\$19.02	\$23.14

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

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
41-3021	Insurance Sales Agents	60	Moderate-term OJT	None	\$18.47	\$28.62
43-6011	Executive Secretaries and Executive Administrative Assistants	51	None	< 5 years	\$28.97	\$35.23
41-9022	Real Estate Sales Agents	48	Moderate-term OJT	None	\$20.52	\$31.88
47-2073	Operating Engineers and Other Construction Equipment Operators	42	Moderate-term OJT	None	\$27.59	\$35.50
11-3071	Transportation, Storage, and Distribution Managers	38	None	5 years+	\$36.69	\$47.66
43-5052	Postal Service Mail Carriers	38	Short-term OJT	None	\$20.25	\$26.77
47-2211	Sheet Metal Workers	38	Apprenticeship	None	\$23.16	\$29.81
53-7081	Refuse and Recyclable Material Collectors*	36	Short-term OJT	None	\$22.22	\$29.09
49-9041	Industrial Machinery Mechanics	34	Long-term OJT	None	\$22.81	\$29.08
53-3051	Bus Drivers, School*	33	Short-term OJT	None	\$22.07	\$22.84
53-2012	Commercial Pilots	31	Moderate-term OJT	None	\$30.28	\$38.54
47-2081	Drywall and Ceiling Tile Installers*	31	Moderate-term OJT	None	\$21.95	\$28.03
51-2041	Structural Metal Fabricators and Fitters	31	Moderate-term OJT	None	\$19.36	\$28.17
13-1031	Claims Adjusters, Examiners, and Investigators	27	Long-term OJT	None	\$29.52	\$37.07
41-9021	Real Estate Brokers	26	None	< 5 years	\$36.51	\$39.38
33-9093	Transportation Security Screeners	26	Short-term OJT	None	\$23.88	\$24.27
43-3051	Payroll and Timekeeping Clerks	24	Moderate-term OJT	None	\$22.51	\$23.58
41-1012	First-Line Supervisors of Non-Retail Sales Workers	23	None	< 5 years	\$23.07	\$34.65
43-6012	Legal Secretaries and Administrative Assistants	23	Moderate-term OJT	None	\$22.81	\$22.86
49-3021	Automotive Body and Related Repairers	21	Long-term OJT	None	\$22.78	\$28.84

*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 South Region, 2022-2032

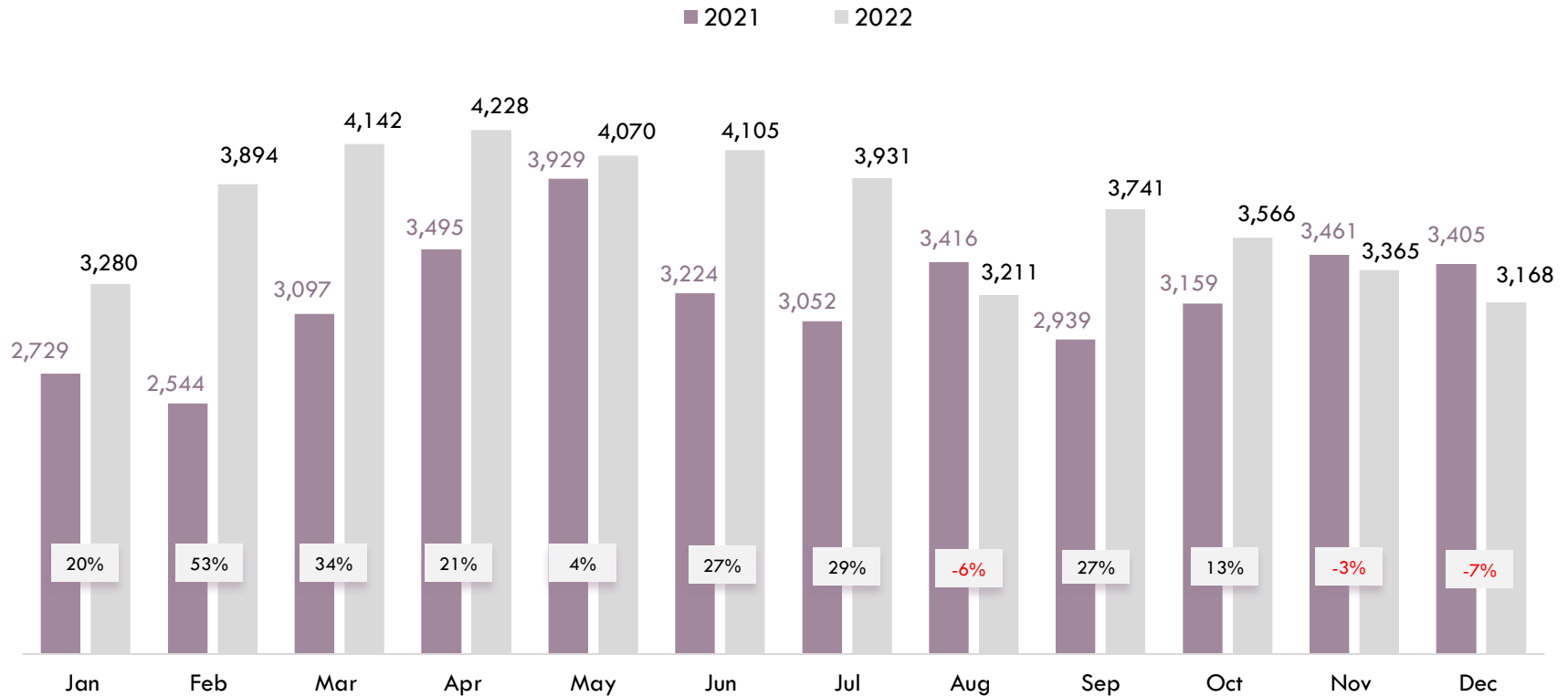
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	19	Long-term OJT	None	\$23.74	\$29.81
51-8031	Water and Wastewater Treatment Plant and System Operators	18	Long-term OJT	None	\$23.21	\$29.92
47-5032	Explosives Workers, Ordnance Handling Experts, and Blasters	18	Long-term OJT	< 5 years	\$25.97	\$30.97
33-1012	First-Line Supervisors of Police and Detectives	17	Moderate-term OJT	< 5 years	\$60.75	\$74.36
47-2181	Roofers*	17	Moderate-term OJT	None	\$19.45	\$28.52
43-4031	Court, Municipal, and License Clerks	17	Long-term OJT	None	\$20.41	\$23.76
47-2051	Cement Masons and Concrete Finishers*	17	Moderate-term OJT	None	\$22.05	\$27.53
47-4011	Construction and Building Inspectors	17	Moderate-term OJT	5 years+	\$29.21	\$37.56
47-4041	Hazardous Materials Removal Workers	17	Moderate-term OJT	None	\$18.47	\$23.24
49-9096	Riggers	16	Moderate-term OJT	None	\$23.01	\$29.04
39-1013	First-Line Supervisors of Gambling Services Workers	15	None	< 5 years	\$23.42	\$28.87
43-5031	Public Safety Telecommunicators	15	Moderate-term OJT	None	\$23.72	\$29.26
29-2081	Opticians, Dispensing	14	Long-term OJT	None	\$18.82	\$23.49
43-5053	Postal Service Mail Sorters, Processors, and Processing Machine Operators	14	Short-term OJT	None	\$18.69	\$23.21
47-2221	Structural Iron and Steel Workers	13	Apprenticeship	None	\$23.05	\$35.21
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	12	None	< 5 years	\$22.12	\$28.48
49-3051	Motorboat Mechanics and Service Technicians	12	Long-term OJT	None	\$21.49	\$22.97
47-2121	Glaziers	11	Apprenticeship	None	\$22.18	\$23.47
51-8021	Stationary Engineers and Boiler Operators	11	Long-term OJT	None	\$28.91	\$36.26
21-1094	Community Health Workers	11	Short-term OJT	None	\$18.50	\$22.37

*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 3,204 unique online job postings⁷ in the South Region (Exhibit 22), whereas in 2022 there was an average of 3,725 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 South Region, 2021-2022



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

Businesses

Businesses in the South Region posted a total of 38,450 unique job postings between January 2021 to December 2021. During this period, businesses with the greatest number of unique online job postings in the South Region were General Atomics, Sharp Healthcare, and Jamul Casino (Exhibit 23).

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

Rank	Company Name	Rank	Company Name
1	General Atomics*	26	Robert Half*
2	Sharp Healthcare*	27	Aya Healthcare*
3	Jamul Casino*	28	LPL Financial
4	Prime Healthcare Services*	29	Sodexo*
5	Allied Universal*	30	Club Demonstration Services
6	Amazon*	31	General Dynamics*
7	Hilton*	32	Healthcare Employment Network*
8	San Ysidro Health Center*	33	Starbucks*
9	Sweetwater Union High School District	34	Community Health Group*
10	Raytheon Technologies*	35	Lowe's
11	Marriott International*	36	Smart & Final
12	Southwestern Community College*	37	Burlington
13	Soliant Health	38	Intuit
14	GPAC*	39	LKQ*
15	Macy's*	40	UPS
16	Paradise Valley Hospital*	41	The Home Depot*
17	El Super	42	Sunbelt Staffing*
18	Scripps Health*	43	St. Paul's Senior Services*
19	Aerotek	44	Ro Health
20	Commander*	45	Coronado
21	Loews*	46	South Bay Union Elementary
22	Hotel Del Coronado*	47	Day & Zimmermann
23	Chula Vista Elementary	48	Great Clips*
24	Advantage Solutions	49	JCPenney
25	Chili's Grill & Bar*	50	City Of Chula Vista*

*Business also ranked as a top business in 2022

Businesses in the South Region posted a total of 44,701 unique job postings between January 2022 to December 2022. During this period, businesses with the greatest number of unique online job postings in the South Region were Sharp Healthcare, Prime Healthcare Services, and Raytheon Technologies (Exhibit 24).

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

Rank	Company Name
1	Sharp Healthcare
2	Prime Healthcare Services
3	Raytheon Technologies
4	Hilton
5	Jamul Casino
6	General Atomics*
7	Hotel Del Coronado*
8	CareInHomes
9	VirtualVocation
10	Southwestern Community College*
11	Healthcare Employment Network*
12	Robert Half*
13	Marriott International*
14	Macy's*
15	Leidos
16	AT&T
17	Allied Universal*
18	Scripps Health*
19	Southwestern College*
20	Amazon*
21	Great Clips*
22	BrightSpring Health Services
23	Jack in the Box
24	Loews*
25	General Dynamics*

Rank	Company Name
26	San Ysidro Health Center*
27	Aya Healthcare*
28	Paradise Valley Hospital*
29	Commander*
30	Starbucks*
31	St. Paul's Senior Services*
32	Discovery Behavioral Health
33	GPAC*
34	Ace Parking Management
35	CommScope
36	Massage Envy
37	Target
38	Maac (Maac Project)
39	The Home Depot*
40	City Of Chula Vista*
41	Takeda Pharmaceutical Company
42	Sodexo*
43	PharMerica
44	Walgreens Boots Alliance
45	Tata Consultancy Services
46	Community Health Group*
47	Senior Resource Group
48	Chili's Grill & Bar*
49	Walmart
50	LKQ*

*Business also ranked as a top business in 2022

Technical Skills

Businesses in the South Region posted 38,450 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 South Region, 2021

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

*Technical skill also ranked as top skill in 2022

Businesses in the South Region posted 44,701 unique online job postings between January 2022 and December 2022. During this period, the most requested technical skill listed in online job postings was “Nursing” (Exhibit 26).

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

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

*Technical skill also ranked as top skill in 2021

Soft Skills

Businesses in the South Region posted 38,450 unique online job postings between January 2021 and December 2021. During this period, the most requested soft skill listed in online job postings was “Customer Service” (Exhibit 27).

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

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

*Soft skill also ranked as top skill in 2022

Businesses in the South Region posted 44,701 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 the South Region, 2022

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

*Soft skill also listed as top skill in 2021

Certifications and Qualifications

In 2021, employers in the South Region listed “Valid Driver's License” 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 the South Region, 2021

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Valid Driver's License*	21	Registered Dental Assistant*
2	Registered Nurse (RN)*	22	Licensed Marriage And Family Therapist (LMFT)*
3	Basic Life Support (BLS) Certification*	23	CDL Class A License*
4	Cardiopulmonary Resuscitation (CPR) Certification*	24	Automated External Defibrillator (AED) Certification*
5	Security Clearance*	25	ServSafe Certification*
6	First Aid Certification*	26	Critical Care Registered Nurse (CCRN)
7	Licensed Vocational Nurse (LVN)*	27	Automotive Service Excellence (ASE) Certification*
8	Food Handler's Card*	28	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)*
9	Advanced Cardiovascular Life Support (ACLS) Certification*	29	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)
10	Secret Clearance*	30	Radiology Certification
11	Certified Nursing Assistant (CNA)*	31	Nurse Practitioner (APRN-CNP)*
12	Commercial Driver's License (CDL)*	32	Licensed Professional Clinical Counselor*
13	Licensed Practical Nurse (LPN)*	33	Speech-Language Pathology License
14	Training For Intervention Procedures (TIPS) Certification*	34	Certified Medical Assistant (CMA)
15	Pediatric Advanced Life Support (PALS)*	35	Emergency Medical Technician (EMT)*
16	Licensed Clinical Social Worker (LCSW)*	36	Certified Pharmacy Technician*
17	Basic Cardiac Life Support*	37	Real Estate Salesperson License*
18	Board Certified/Board Eligible*	38	Certified Perioperative Nurse (CNOR)
19	Board Certified Behavior Analyst (BCBA)*	39	10-Hour OSHA General Industry Card
20	Registered Behavior Technician (RBT)*	40	Forklift Certification*

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

In 2022, employers in the South Region listed “Valid Driver’s License” 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 the South Region, 2022

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Valid Driver's License*	21	Automated External Defibrillator (AED) Certification*
2	Registered Nurse (RN)*	22	ServSafe Certification*
3	Basic Life Support (BLS) Certification*	23	Training For Intervention Procedures (TIPS) Certification*
4	Cardiopulmonary Resuscitation (CPR) Certification*	24	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)*
5	Licensed Vocational Nurse (LVN)*	25	Registered Behavior Technician (RBT)*
6	Advanced Cardiovascular Life Support (ACLS) Certification*	26	Board Certified Behavior Analyst (BCBA)*
7	Certified Nursing Assistant (CNA)*	27	Neonatal Resuscitation Program Certification (NRP)
8	Food Handler's Card*	28	Licensed Marriage And Family Therapist (LMFT)*
9	Security Clearance*	29	Barber License
10	Secret Clearance*	30	Emergency Medical Technician (EMT)*
11	First Aid Certification*	31	Automotive Service Excellence (ASE) Certification*
12	Basic Cardiac Life Support*	32	CDL Class B License
13	Licensed Practical Nurse (LPN)*	33	Licensed Professional Clinical Counselor*
14	Commercial Driver's License (CDL)*	34	NIH Stroke Scale (NIHSS)*
15	Nurse Practitioner (APRN-CNP)*	35	Forklift Certification*
16	Registered Dental Assistant*	36	Real Estate Salesperson License*
17	Pediatric Advanced Life Support (PALS)*	37	American Registry Of Radiologic Technologists (ARRT) Certified
18	Licensed Clinical Social Worker (LCSW)*	38	CDL Class C License
19	CDL Class A License*	39	Certified Pharmacy Technician*
20	Board Certified/Board Eligible*	40	Passenger Endorsement

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

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