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Labor Market Analysis

Nurse Assistant and Home Health Aide



Prepared by Central Valley/Mother Lode Center of Excellence



POWERED BY



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for San Joaquin Delta College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for:

- Nursing Assistants (SOC 31-1131)
- Home Health Aides (SOC 31-1121)

Key Findings

- **Occupational Demand** — *Home Health and Personal Care Aides and Nursing Assistants* have a labor market demand of 5,862 annual job openings in the North Central Valley/Northern Mother Lode (NCV/NML) subregion.
- **Wages** — The average entry-level wage (25th percentile) for *Home Health and Personal Care Aides and Nursing Assistants* is \$17.10/hour, which is higher than the living wage in the NCV/NML subregion.¹
- **Employers** — Employers in the NCV/NML subregion include CareInHomes, Comfort Keepers, and Sutter Health.
- **Skills and Certifications** — The top baseline skill is communication; the top specialized skill is caregiving; and the top software skill is Microsoft Excel.
- **Education** — A postsecondary nondegree award is typically required for *nursing assistants* while a high school diploma or equivalent is typically required for *home health and personal care aides*.
- **Supply and Demand Analysis** — Based on 5,862 annual openings (i.e., demand) and 44 postsecondary degrees awarded (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 5,818 workers in the NCV/NML subregion. In the CVML region, 323 awards were conferred suggesting an undersupply of 18,013 workers (based on 18,336 annual openings in the CVML region).

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the NCV/NML subregion and the CVML region. The Center of Excellence recommends that San Joaquin Delta College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of *Home Health and Personal Care Aides and Nursing Assistants*.

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide San Joaquin Delta College with labor market information for *Home Health and Personal Care Aides and Nursing Assistants*. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Home Health and Personal Care Aides and Nursing Assistants* is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report are from the Bureau of Labor Statistics and O*NET OnLine.

Home Health Aides (SOC 31-1121)

- **Job description:** Monitor the health status of an individual with disabilities or illness, and address their health-related needs, such as changing bandages, dressing wounds, or administering medication. Work is performed under the direction of offsite or intermittent onsite licensed nursing staff. Provide assistance with routine healthcare tasks or activities of daily living, such as feeding, bathing, toileting, or ambulation. May also help with tasks such as preparing meals, doing light housekeeping, and doing laundry depending on the patient's abilities.
- **Knowledge:** Customer and Personal Service, English Language
- **Skills:** Service Orientation, Active Listening, Social Perceptiveness, Monitoring, Critical Thinking

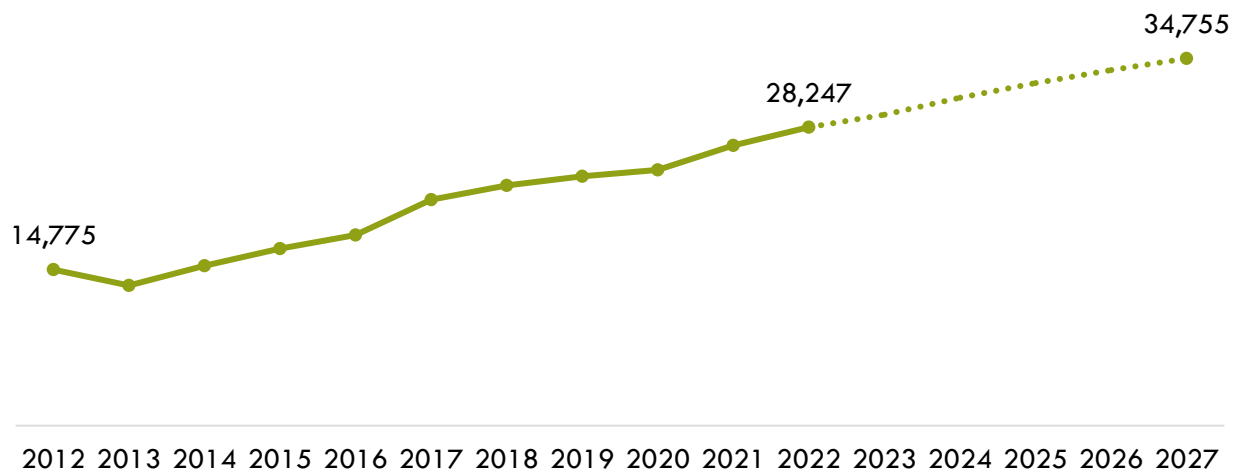
Nursing Assistants (SOC 31-1131)

- **Job description:** Provide or assist with basic care or support under the direction of onsite licensed nursing staff. Perform duties such as monitoring of health status, feeding, bathing, dressing, grooming, toileting, or ambulation of patients in a health or nursing facility. May include medication administration and other health-related tasks. Includes nursing care attendants, nursing aides, and nursing attendants.
- **Knowledge:** Customer and Personal Service, Administration and Management, English Language, Medicine and Dentistry, Public Safety and Security
- **Skills:** Service Orientation, Active Listening, Social Perceptiveness, Monitoring, Coordination

Employment

Exhibit 1a shows employment trends for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion. Between 2022 to 2027, the number of jobs for *Home Health and Personal Care Aides and Nursing Assistants* is projected to increase by 6,508, growing by 23%.

Exhibit 1a. Historical employment and projected demand for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion, 2012-2027



There were 28,247 *Home Health and Personal Care Aides and Nursing Assistants* in 2022 in the NCV/NML subregion (Exhibit 1b). Nearly 6,000 job openings will be available annually.

Exhibit 1b. Current employment and projected demand for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Home Health and Personal Care Aides	23,946	30,051	6,105	25%	5,129
Nursing Assistants	4,301	4,703	402	9%	733
TOTAL	28,247	34,755	6,508	23%	5,862

Wages

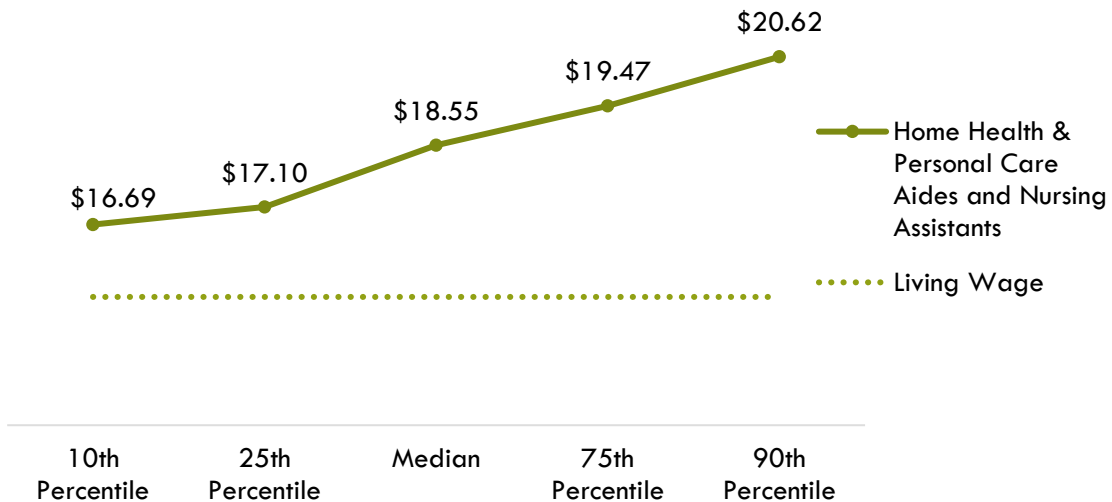
Exhibit 2a shows the hourly wages for *Home Health and Personal Care Aides and Nursing Assistants*.

Exhibit 2a. Hourly wages for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Home Health and Personal Care Aides	\$15.51	\$16.10	\$16.74
Nursing Assistants	\$18.70	\$20.99	\$22.19

Exhibit 2b shows the average hourly wages for *Home Health and Personal Care Aides and Nursing Assistants*; all five average entry-level wages are above the living wage for the NCV/NML subregion.

Exhibit 2b. Average hourly wages for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion



Job Postings

There were 2,400 unique job postings for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion from July 2023 to June 2024.²

Top Employers

The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers

Employer
CareInHomes
Comfort Keepers
Sutter Health
Oakmont Senior Living
MBK Senior Living
Pacific Homecare Services
WelbeHealth
Sevita
Maxim Healthcare Services
Addus HomeCare

Top Job Titles

Exhibit 4 shows the top job titles for *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion. Common job titles in postings include caregivers and nursing assistants.

Exhibit 4. Top job titles

Job Title
Caregivers
Nursing Assistants
In-Home Caregivers
Home Care Aides
Certified Nursing Assistants
Caregivers/Home Care Aides
Home Health Aides
Care Caregivers
Medication Technicians
Direct Support Professionals

² Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Salaries

Exhibit 5 shows the “Market Salaries” for *Home Health and Personal Care Aides and Nursing Assistants*. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 5. Market salaries

Market Salary	Job Postings
\$30,000-\$34,999	428
\$35,000-\$39,999	502
\$40,000-\$44,999	269
\$45,000-\$49,999	142
\$50,000-\$54,999	81
\$55,000-\$59,999	50
\$60,000-\$64,999	28
\$65,000+	100

Education

Of the 2,400 unique job postings, 1,050 listed a preferred or minimum educational requirement for the position being filled. Among those, 84% requested a high school or GED, 11% requested an associate degree, and 5% requested a bachelor’s degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings

Education Level	Job Postings	% of Job Postings
High school or GED	880	84%
Associate degree	120	11%
Bachelor’s degree	50	5%

Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most common baseline skill is communication. The most common specialized skill is caregiving. The most common software skill is Microsoft Excel.

Exhibit 7. In-demand baseline, specialized, and software skills

Baseline Skills	Specialized Skills	Software Skills
Communication	Caregiving	Microsoft Excel
Prioritization	Personal Care	Microsoft Outlook
Organizational Skills	Home Health Care	Microsoft Office
Cooperation	Meal Planning and Preparation	Epic EMR
Management	Nursing	Microsoft Word

Education, Work Experience, & Training

A postsecondary nondegree award is typically required for *nursing assistants* while a high school diploma or equivalent is typically required for *home health and personal care aides* (Exhibit 8).

Exhibit 8. Education, work experience, and training

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training
Home Health and Personal Care Aides	High school diploma or equivalent	None	Short-term
Nursing Assistants	Postsecondary nondegree award	None	None

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 44 awards were conferred in the NCV/NML subregion and 165 in the CVML region (Exhibit 9 and 10).

Exhibit 9. TOP and CIP codes for related programs

TOP Titles	CIP Titles
1230.30 – Certified Nurse Assistant	51.2602 – Home Health Aide/Home Attendant
1230.80 – Home Health Aide	51.3902 - Nursing Assistant/Aide and Patient Care Assistant/Aide

Exhibit 10. Regional Community College Awards, 2020-2023

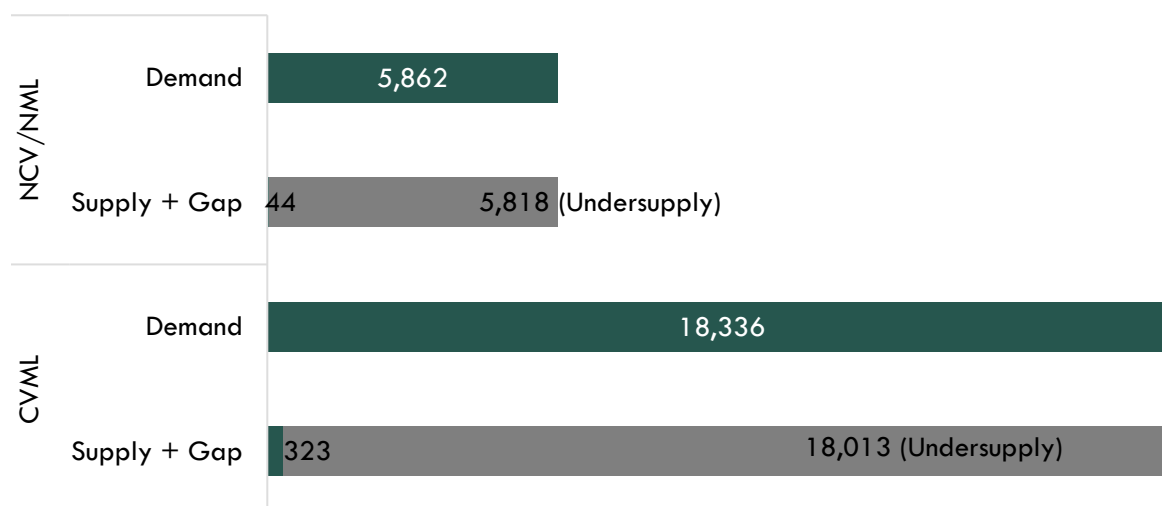
TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
1230.30	Certified Nurse Assistant	Merced	4	55	68	42
		Modesto	3	1	1	2
		NCV/NML Subtotal	7	56	69	44
		Bakersfield	41	-	-	14
		Reedley College	5	7	5	6
		Sequoias	174	49	81	101
		SCV/SML Subtotal	220	56	86	121
CVML Total			227	112	155	165

Exhibit 11. Regional Non-Community College Awards, 2019-2022

CIP Code	Program	Institution	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
51.2602	Home Health Aide/Home Attendant	Clovis Adult Education	196	17	-	71
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	Clovis Adult Education	61	36	60	52
		Institute of Technology	55	14	34	34
CVML Total			312	67	94	158

There is an undersupply of 5,818 *Home Health and Personal Care Aides and Nursing Assistants* in the NCV/NML subregion, and an undersupply of 18,013 workers in the greater CVML region (Exhibit 12).

Exhibit 12. Workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the NCV/NML subregion and CVML region



Recommendation

This report suggests there is a shortage of 5,818 workers in the NCV/NML subregion and a shortage of 18,013 workers in the CVML region for *Home Health and Personal Care Aides and Nursing Assistants*. Based on these findings, it is recommended that San Joaquin Delta College work with the regional directors, the college’s advisory board, and local industry in the creation or expansion of programs to address the shortage of *Home Health and Personal Care Aides and Nursing Assistants* in the region.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final LIGHTCAST industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor’s LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast. https://lightcast.io/ .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.