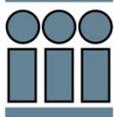


Childcare Workers

Labor Market Analysis: San Diego County

August 2025

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	HIGH 	HIGH 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available data, *Childcare Workers* in San Diego County have a labor market demand of 2,701 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 10 institutions supply 1,535 awards for this occupation. Entry-level and median wages are below the living wage. This brief recommends that the colleges proceed with caution when developing a new program but supports a program modification for this occupation because although 1) a high number of annual openings exist and 2) a supply gap exists for these positions, however 3) entry-level and median wages are below the living wage. Additionally, this occupation has a typical entry-level education of a high school diploma or equivalent.

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

Childcare Workers (SOC 39-9011): Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Sample reported job titles include:

- Child Care Assistant
- Day Care Worker
- Nursery Day Care Worker
- Daycare Provider
- Daycare Aide
- Nanny
- Travel Nanny
- Special Needs Nanny
- Household Manager
- House Manager

Projected Occupational Demand

Between 2023 and 2028, *Childcare Workers* are projected to increase by 781 net jobs or five percent (Exhibit 1). Employers in San Diego County will need to hire 2,701 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for *Childcare Workers* (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 - 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
Childcare Workers	14,373	15,154	781	5%	2,701

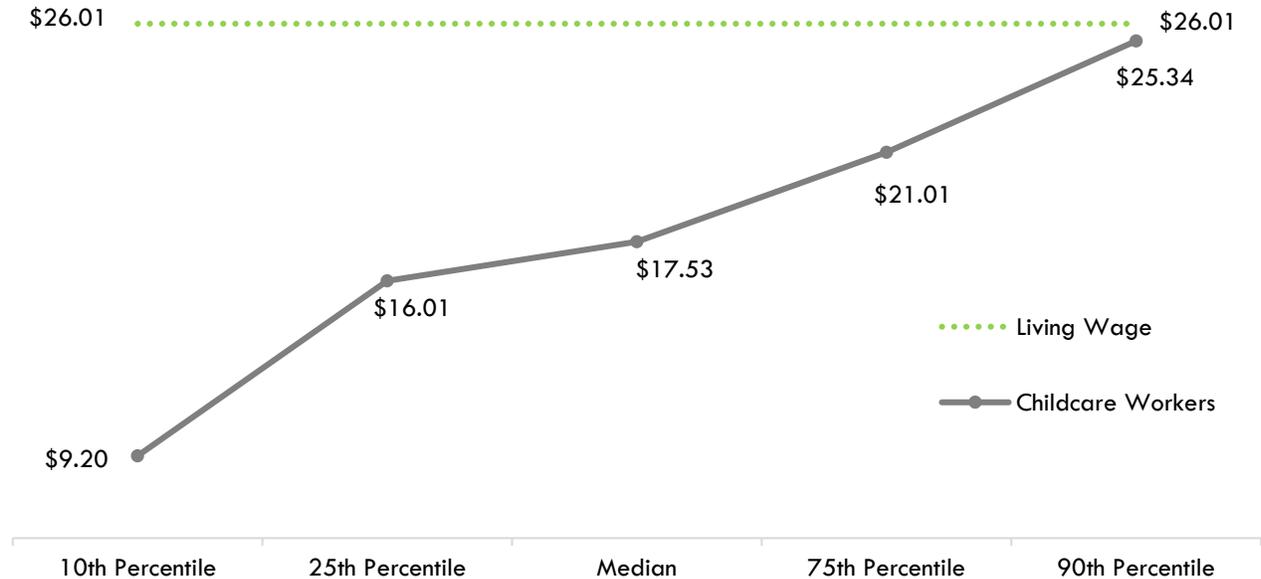
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. <https://www.bls.gov/soc/>.

² Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Childcare Workers* were \$16.01—or \$33,300.80 annual salary⁴; this is less than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 2).⁵

Exhibit 2: Hourly Earnings⁶ for *Childcare Workers* in San Diego County⁷



In online job postings, employers advertised between \$17 to \$19 per hour between January 1, 2022 and December 30, 2024 for *Childcare Workers* in San Diego County (Exhibit 3).⁸ This suggests that employers in recent years are increasing wages due to labor market forces that may not be captured by traditional LMI. However, while this occupation may have paid \$19 per hour in 2024, for example, employees may not have worked a full-time workload, resulting in a lower hourly rate when averaged over 40 hours. Averaged hourly rates may be closer to those shown in the previous exhibit.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

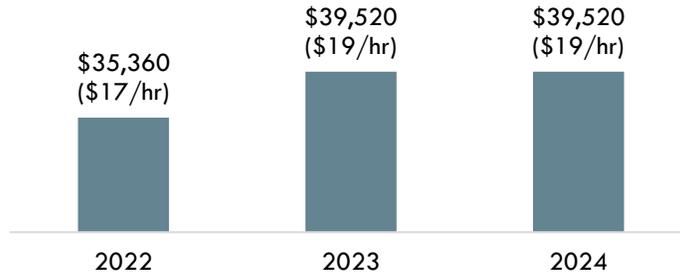
⁵ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

⁸ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

**Exhibit 3: Entry-Level Advertised Salaries in Online Job Postings for
Childcare Workers in San Diego County (2022-2024)***



*Hourly wages are rounded to the nearest dollar amount.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Childcare Workers* have a national educational attainment of a [high school diploma or equivalent](#) (Exhibit 4).⁹

Exhibit 4: National Educational Attainment for *Childcare Workers*¹⁰

Occupational Title	Typical Entry-Level Education
Childcare Workers	High school diploma or equivalent

Similarly, online job postings between January 1, 2022 and December 31, 2024 in San Diego County had a [high school or GED](#) as the most requested educational requirement for *Childcare Workers*; however, employers also expected the following certifications (Exhibit 5).¹¹

⁹ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

¹⁰ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

**Exhibit 5: Top Certifications for Childcare Workers
in San Diego County in Online Job Postings (2022-2024)¹²**

1. Cardiopulmonary Resuscitation (CPR) Certification
2. First Aid Certification
3. Automated External Defibrillator (AED) Certification
4. American Red Cross (ARC) Certification
5. Board Certified Behavior Analyst (BCBA)

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are **five** TOP codes and **four** CIP codes related to *Childcare Workers* (Exhibit 6).

Exhibit 6: Related TOP and CIP Codes for Childcare Workers¹³

TOP or CIP Code	TOP or CIP Program Title
TOP 1305.00	Child Development/Early Care and Education
TOP 1305.40	Preschool Age Children
TOP 1305.50	The School Age Child
TOP 1305.80	Child Development Administration and Management
TOP 1305.90	Infants and Toddlers
CIP 13.0414	Early Childhood Program Administration
CIP 19.0706	Child Development
CIP 19.0708	Child Care and Support Services Management
CIP 19.0709	Child Care Provider/Assistant

According to TOP data, **eight** community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego College of Continuing Education, San Diego Mesa College, and San Diego Miramar College.

¹² Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

¹³ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 6.

According to CIP data, two non-community-college institutions supply the region with awards: Ashford University¹⁴ and Point Loma Nazarene University (Exhibit 7).

**Exhibit 7: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2020-21 Through Program Year 2023-24 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
1305.00	Child Development/Early Care and Education	581	0	581
	Grossmont	38	0	
	• Associate degree	20	0	
	• Certificate 30 < 60 units	18	0	
	MiraCosta	219	0	
	• Associate degree	49	0	
	• Certificate 30 < 60 units	17	0	
	• Certificate 16 < 30 units	48	0	
	• Certificate 6 < 18 units	105	0	
	Palomar	93	0	
	• Associate degree	14	0	
	• Certificate 30 < 60 units	16	0	
	• Certificate 8 < 16 units	3	0	
	• Certificate 6 < 18 units	60	0	
	San Diego Cont Ed	231	0	
	• Noncredit 288 < 480 hrs	7	0	
	• Noncredit 192 < 288 hrs	15	0	
	• Noncredit 144 < 192 hrs	99	0	
	• Noncredit 48 < 96 hrs	110	0	

¹⁴ While the supply data provided in Exhibit 7 is the most recent data, effective 2020, Ashford University became part of the University of Arizona.

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
1305.40	Preschool Age Children	436	0	436
	Cuyamaca	54	0	
	• Associate degree	36	0	
	• Certificate 30 < 60 units	18	0	
	Palomar	7	0	
	• Associate degree	3	0	
	• Certificate 30 < 60 units	4	0	
	San Diego City	37	0	
	• Associate degree	20	0	
	• Certificate 30 < 60 units	0	0	
	• Certificate 16 < 30 units	17	0	
	San Diego Cont Ed	258	0	
	• Noncredit 192 < 288 hrs	27	0	
	• Noncredit 144 < 192 hrs	81	0	
	• Noncredit 96 < 144 hrs	10	0	
	• Noncredit 48 < 96 hrs	140	0	
	San Diego Mesa	33	0	
	• Associate degree	22	0	
	• Certificate 16 < 30 units	11	0	
	San Diego Miramar	47	0	
	• Associate degree	13	0	
	• Certificate 30 < 60 units	2	0	
	• Certificate 16 < 30 units	16	0	
	• Certificate 8 < 16 units	16	0	
1305.50	The School Age Child	142	0	142
	Palomar	11	0	
	• Certificate 8 < 16 units	11	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
	San Diego Cont Ed	131	0	
	• Noncredit 48 < 96 hrs	32	0	
	• Noncredit < 48 hrs	99	0	
1305.80	Child Development Administration and Management	23	0	23
	Grossmont	9	0	
	• Associate degree	5	0	
	• Certificate 30 < 60 units	4	0	
	• Certificate 16 < 30 units	0	0	
	MiraCosta	10	0	
	• Associate degree	4	0	
	• Certificate 30 < 60 units	6	0	
	Palomar	3	0	
	• Associate degree	1	0	
	• Certificate 30 < 60 units	2	0	
	San Diego Miramar	1	0	
	• Associate degree	1	0	
1305.90	Infants and Toddlers	182	0	182
	Cuyamaca	4	0	
	• Associate degree	3	0	
	• Certificate 30 < 60 units	1	0	
	Palomar	1	0	
	• Associate degree	0	0	
	• Certificate 30 < 60 units	1	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
	San Diego Cont Ed	177	0	
	• Noncredit 96 < 144 hrs	32	0	
	• Noncredit 48 < 96 hrs	120	0	
	• Noncredit < 48 hrs	25	0	
19.0706	Child Development	0	171	171
	Ashford University	0	94	
	• Bachelor's degree	0	94	
	Point Loma Nazarene University	0	77	
	• Bachelor's degree	0	77	
			Total	1,535

Demand vs. Supply

Comparing labor demand with labor supply¹⁵ suggests that there is a **supply gap** for this occupation in San Diego County, with **2,701** annual openings and **1,535** awards. Comparatively, there are **32,655** annual openings in California and **16,568** awards, suggesting that there is a **supply gap** across the state (Exhibit 8).¹⁶

Exhibit 8: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	2,701	1,535	1,166
California	32,655	16,568	16,087

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

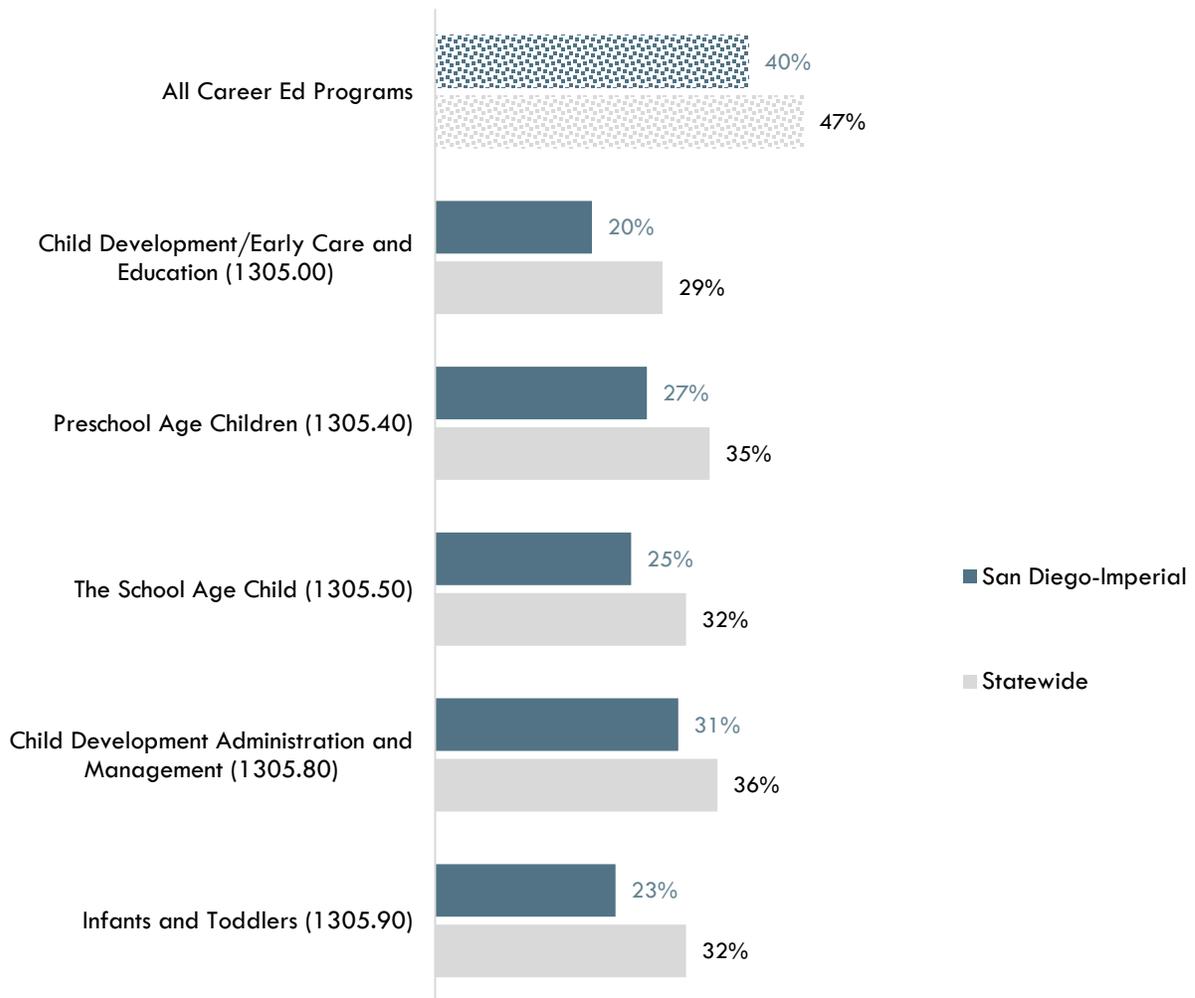
¹⁵ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁶ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 20 to 31% of students in the San Diego-Imperial region earned a living wage after completing a program related to *Childcare Workers*, compared to 29 to 36% statewide and 47% of students in Career Education programs in general across the state (Exhibit 9).¹⁷

Exhibit 9: Percentage of Students Who Earned a Living Wage by Program, PY2022-23¹⁸

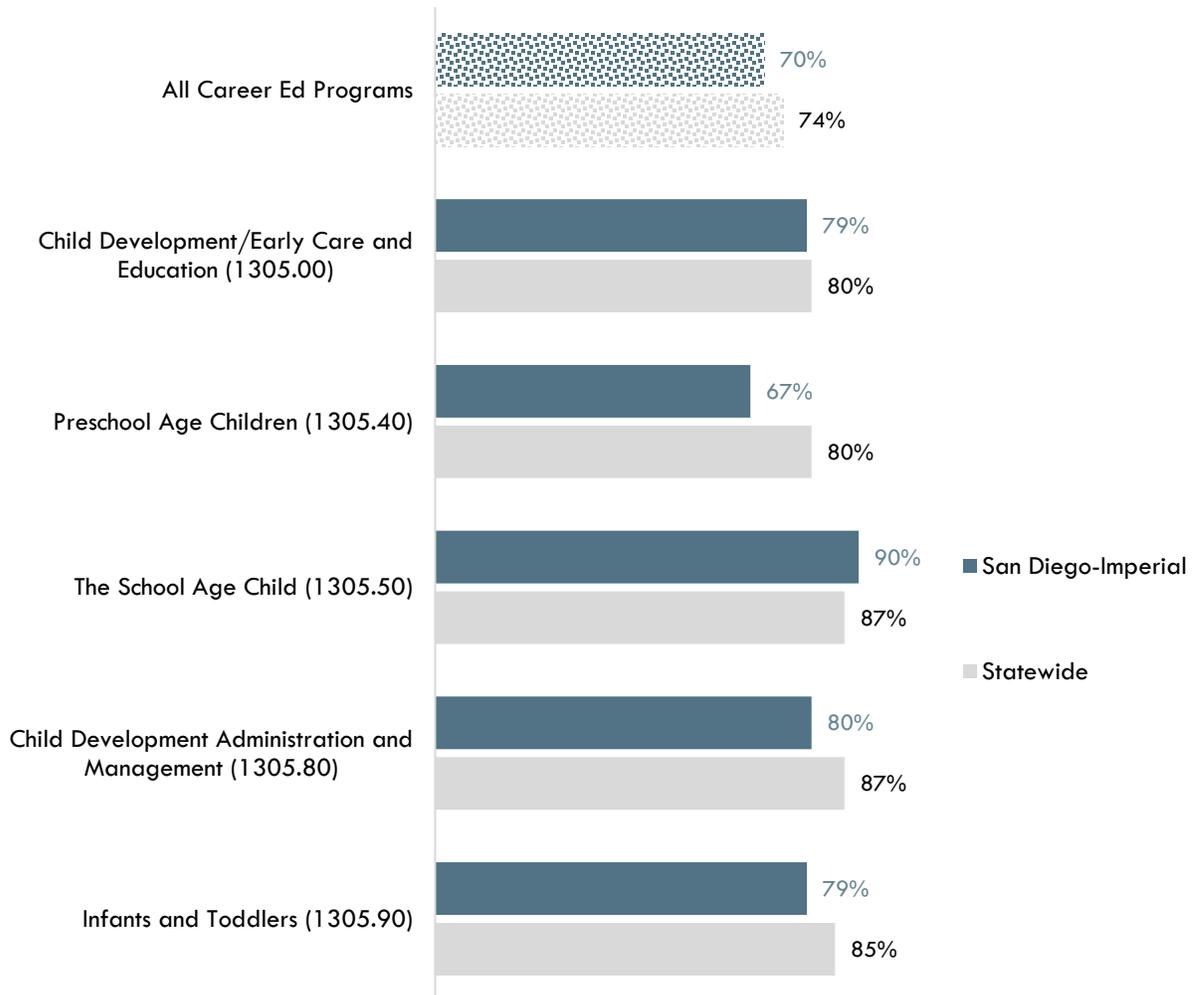


¹⁷ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁸ Most recent year with available data is Program Year 2022-23. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 67 to 90% of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Childcare Workers*, compared to 80 to 87% statewide and 74% of students in Career Education programs in general across the state (Exhibit 10).¹⁹

Exhibit 10: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2021-22²⁰



¹⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

²⁰ Most recent year with available data is Program Year 2021-22. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2022 and December 31, 2024, the top five employers in San Diego County for *Childcare Workers* were *Kid Care, San Diego Nanny Agency, Crunch Care, YMCA, and Seaside Staffing* based on online job postings (Exhibit 11).

Exhibit 11: Top Employers for Childcare Workers in San Diego County²¹

Top Employers	
<ul style="list-style-type: none"> • Kid Care • San Diego Nanny Agency • Crunch Care • YMCA • Seaside Staffing 	<ul style="list-style-type: none"> • Center For Positive Changes • Helpr • Wyndy • Carlsbad Educational Foundation • Loving Nannies

Skills

Exhibit 12 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2022 and December 31, 2024.

Exhibit 12: Top Skills for Childcare Workers in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Child Development • Housekeeping • Meal Planning And Preparation • Cooking • Working With Children • Preschool Education • Diaper Changing • Caregiving • Cardiopulmonary Resuscitation • Psychology • Mental Health • Infant Care • Neonatal Care • Student Engagement • Adolescent Psychology 	<ul style="list-style-type: none"> • Teaching • Communication • Management • Planning • Good Driving Record • English Language • Multitasking • Professionalism • Energetic • Customer Service • Spanish Language • Tactfulness • Interpersonal Communications • Detail Oriented • Leadership 	<ul style="list-style-type: none"> • N/A

²¹ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

²² Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

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