



North  
Escondido  
Central  
East  
San Diego  
South

# CENTRAL REGION

## SAN DIEGO COUNTY

JUNE 2021

# Subregional Profile



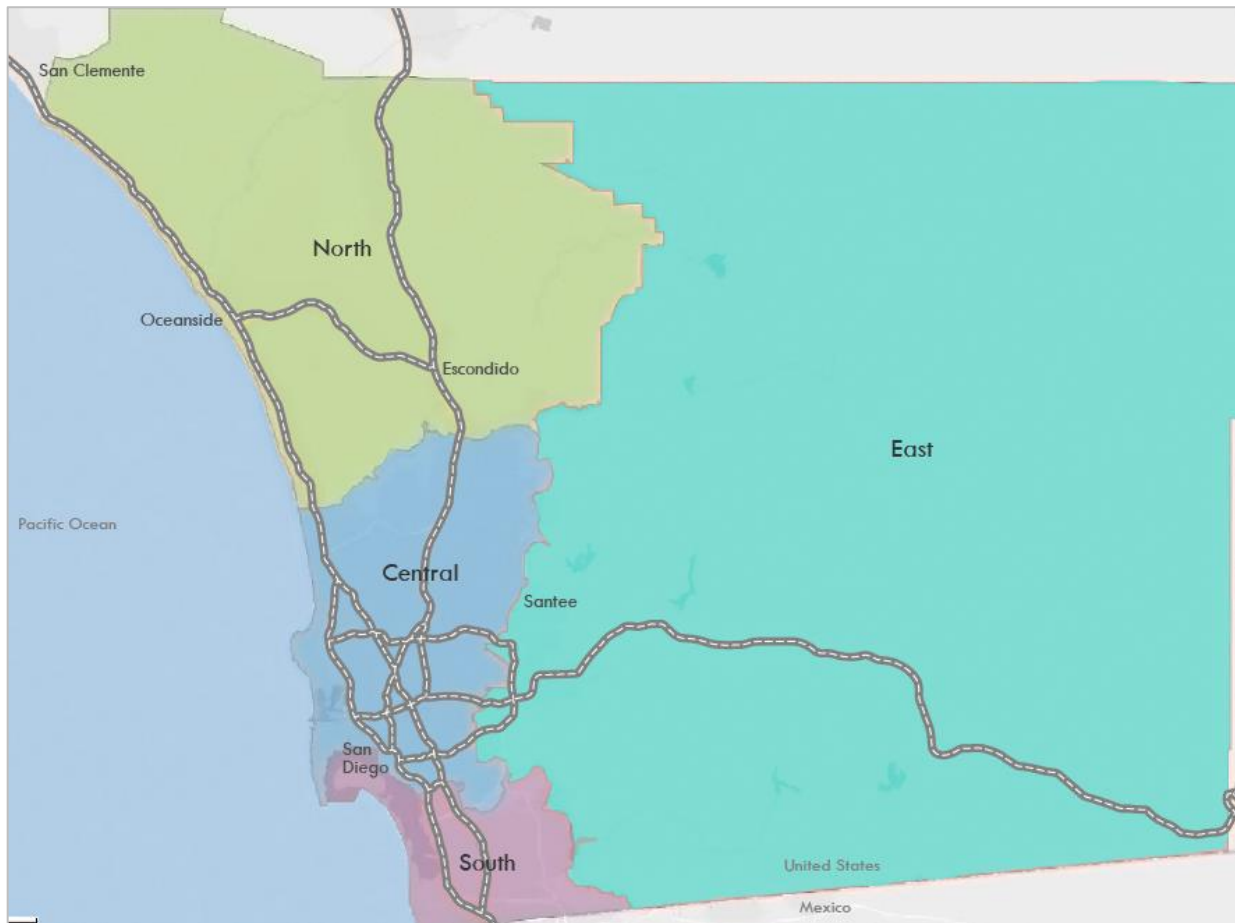
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## Introduction

This subregional profile highlights demographics, industries, and occupations in the Central Region of San Diego County. The San Diego-Imperial Center of Excellence for Labor Market Research (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 Central Region.

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



### 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.

This report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

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

**Exhibit 2: San Diego County's Central Region by Zip Codes**

Zip Code	Area	Zip Code	Area
91908	Bonita	92117	San Diego
92037	La Jolla	92119	San Diego
92038	La Jolla	92120	San Diego
92039	La Jolla	92121	San Diego
92064	Poway	92122	San Diego
92074	Poway	92123	San Diego
92091	Rancho Santa Fe	92124	San Diego
92092	La Jolla	92126	San Diego
92093	La Jolla	92127	San Diego
92101	San Diego	92128	San Diego
92102	San Diego	92129	San Diego
92103	San Diego	92130	San Diego
92104	San Diego	92131	San Diego
92105	San Diego	92132	San Diego
92106	San Diego	92134	San Diego
92107	San Diego	92137	San Diego
92108	San Diego	92138	San Diego
92109	San Diego	92139	San Diego
92110	San Diego	92140	San Diego
92111	San Diego	92142	San Diego
92112	San Diego	92143	San Ysidro
92113	San Diego	92145	San Diego
92114	San Diego	92147	San Diego
92115	San Diego	92149	San Diego
92116	San Diego	92150	San Diego

<sup>1</sup> The backbone of ZIP-level data is EMSI 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.emsidata.com/methodology/how-does-emsi-create-zip-level-employment-data/](http://kb.emsidata.com/methodology/how-does-emsi-create-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.emsidata.com/faq/why-dont-all-my-zip-codes-appear-on-a-report-with-a-map/](http://kb.emsidata.com/faq/why-dont-all-my-zip-codes-appear-on-a-report-with-a-map/)).

Zip Code	Area
92159	San Diego
92160	San Diego
92161	San Diego
92163	San Diego
92165	San Diego
92166	San Diego
92167	San Diego
92168	San Diego
92169	San Diego
92170	San Diego
92171	San Diego
92172	San Diego
92174	San Diego
92175	San Diego

Zip Code	Area
92176	San Diego
92177	San Diego
92182	San Diego
92186	San Diego
92187	San Diego
92191	San Diego
92192	San Diego
92193	San Diego
92195	San Diego
92196	San Diego
92197	San Diego
92198	San Diego
92199	San Diego

**Data Source**

The data presented in this report was derived from EMSI's Analyst program. The dataset is 2021.01.

# Fast Facts About the Central Region

Exhibit 3: Fast Facts About the Central Region



**1,385,545**

Total Population  
(2020)

The Central Region had a population of 1,385,545 in 2020, and this number is projected to increase by three percent over the next 10 years. The zip code with the highest projected population growth is 92198 (San Diego).



**929,694**

Total Jobs  
(2020)

The Central Region's total number of jobs in 2020 was 929,694. The zip code with the most jobs was 92121 (San Diego).



**7%**

10-Year Projected  
Job Growth  
(2020-2030)

Between 2020 and 2030, the number of jobs is projected to increase by seven percent in the Central Region. The zip code with the most annual job openings is projected to be 92101 (San Diego).



**\$82,538**

Subregional Avg.  
Earnings Per Job (2020)  
National Avg. Earnings  
Per Job (2020):  
\$70,917

In the Central Region, average earnings were estimated at \$82,538 in 2020, which is higher than the national average reported across industries.

## Demographics

In 2020, the Central Region had a population of 1,385,545 residents (Exhibit 4a). Over the next 10 years, the population is expected to increase by 42,952 residents, or three percent. The zip code with the highest growth rate is expected to be 92198 (San Diego) (Exhibit 4b).

**Exhibit 4a: Total Population and Projected Percentage Change in the Central Region, 2020-2030**



Total Population, 2020	Total Population, 2030	Projected % Change
1,385,545	1,428,497	3%

**Exhibit 4b: Total Population and Projected Percentage Change by Zip Code in the Central Region, 2020-2030**

Zip Code and Area	Population, 2020	Population, 2030	Projected % Change
92126 San Diego	82,465	86,511	5%
92114 San Diego	70,562	76,031	8%
92105 San Diego	70,490	74,229	5%
92115 San Diego	62,156	63,353	2%
92130 San Diego	57,448	58,674	2%
92117 San Diego	53,980	55,153	2%
92129 San Diego	52,872	54,708	3%
92127 San Diego	50,276	52,277	4%
92111 San Diego	48,828	50,541	4%
92064 Poway	48,782	50,093	3%
92104 San Diego	48,420	48,955	1%
92128 San Diego	48,126	50,277	4%
92113 San Diego	47,667	50,802	7%
92109 San Diego	45,138	44,095	-2%
92122 San Diego	44,746	45,726	2%
92102 San Diego	43,704	45,716	5%
92101 San Diego	39,821	40,390	1%
92131 San Diego	37,411	38,510	3%
92037 La Jolla	37,148	38,444	3%
92139 San Diego	37,055	39,813	7%
92103 San Diego	33,376	34,031	2%
92116 San Diego	32,022	32,340	1%
92120 San Diego	31,459	32,308	3%
92124 San Diego	31,272	31,535	1%
92123 San Diego	30,979	31,389	1%
92107 San Diego	30,574	30,179	-1%
92110 San Diego	29,644	29,973	1%
92119 San Diego	23,711	24,432	3%
92108 San Diego	21,966	21,919	-0%
92106 San Diego	17,071	17,309	1%
92143 San Ysidro	4,180	4,570	9%
92121 San Diego	4,035	4,111	2%

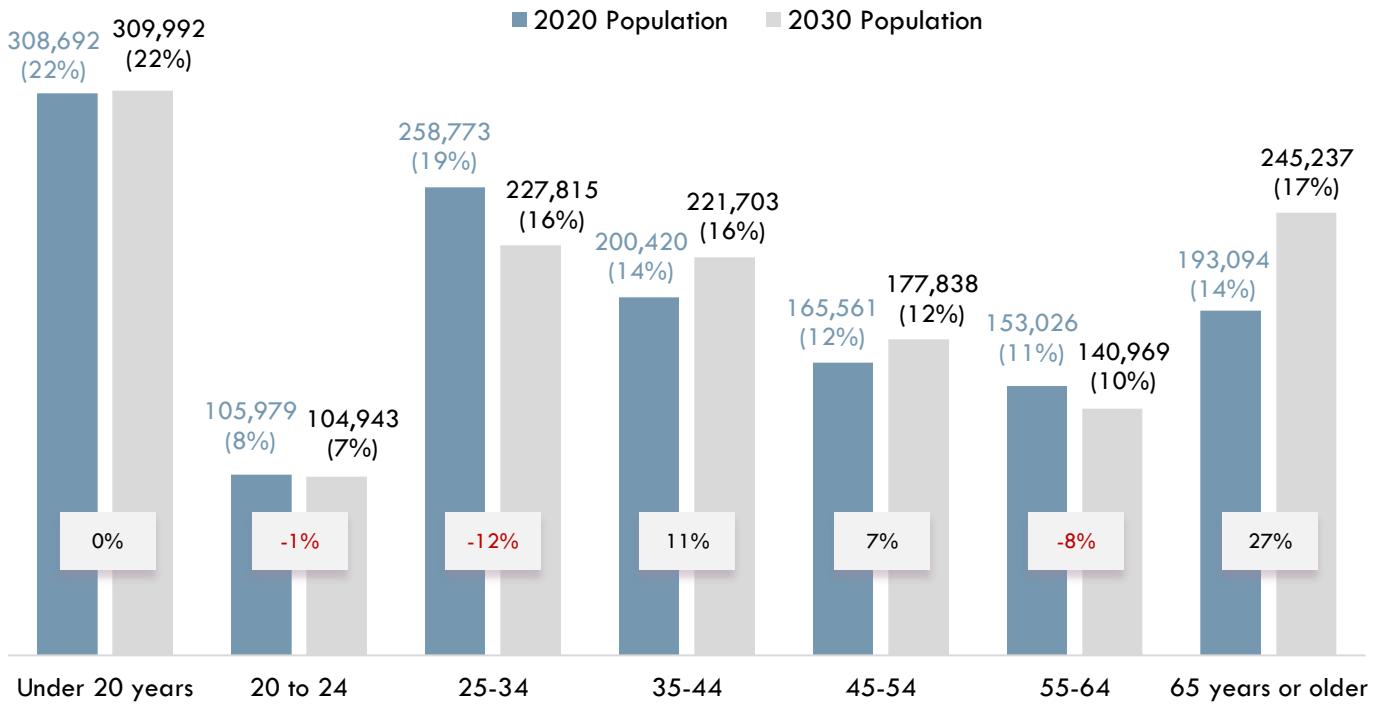
Zip Code and Area	Population, 2020	Population, 2030	Projected % Change
92140 San Diego	3,659	3,551	-3%
92174 San Diego	3,461	3,698	7%
92196 San Diego	3,368	3,595	7%
92112 San Diego	3,146	3,243	3%
92192 San Diego	3,128	3,239	4%
92150 San Diego	3,011	3,053	1%
92177 San Diego	2,786	2,829	2%
92195 San Diego	2,741	2,876	5%
92175 San Diego	2,402	2,460	2%
91908 Bonita	2,370	2,496	5%
92171 San Diego	2,352	2,374	1%
92172 San Diego	2,242	2,274	1%
92165 San Diego	2,174	2,314	6%
92170 San Diego	2,150	2,305	7%
92074 Poway	2,088	2,103	1%
92091 Rancho Santa Fe	1,873	1,897	1%
92168 San Diego	1,856	1,822	-2%
92147 San Diego	1,848	1,886	2%
92159 San Diego	1,826	1,853	2%
92038 La Jolla	1,702	1,805	6%
92166 San Diego	1,628	1,676	3%
92142 San Diego	1,554	1,586	2%
92169 San Diego	1,479	1,389	-6%
92193 San Diego	1,461	1,482	1%
92163 San Diego	1,460	1,485	2%
92160 San Diego	1,456	1,503	3%
92138 San Diego	1,359	1,343	-1%
92191 San Diego	1,330	1,380	4%
92198 San Diego	1,301	1,518	17%
92176 San Diego	1,269	1,286	1%
92149 San Diego	1,145	1,251	9%
92167 San Diego	1,062	1,044	-2%
92039 La Jolla	944	976	3%
92137 San Diego	279	275	-1%
92134 San Diego	248	234	-6%
92161 San Diego	N/A	N/A	N/A
92092 La Jolla	N/A	N/A	N/A
92093 La Jolla	N/A	N/A	N/A
92145 San Diego	N/A	N/A	N/A
92132 San Diego	N/A	N/A	N/A
92182 San Diego	N/A	N/A	N/A
92186 San Diego	N/A	N/A	N/A
92187 San Diego	N/A	N/A	N/A
92197 San Diego	N/A	N/A	N/A
92199 San Diego	N/A	N/A	N/A



# Age

In 2020, 49 percent of the Central Region’s population was under 35 years old (Exhibit 5). Over the next 10 years, it is projected that the number of individuals under 35 will decrease by five percent. By 2030, the greatest population change expected for the Central Region will be in the 65 years or older age group, which is projected to increase by 27 percent.

**Exhibit 5: Age Breakdown and Projected Percentage Change in the Central Region, 2020-2030<sup>2</sup>**



## PRIME-WORKING-AGE ADULTS IN THE CENTRAL REGION

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2020, 45 percent of the Central 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 2030.

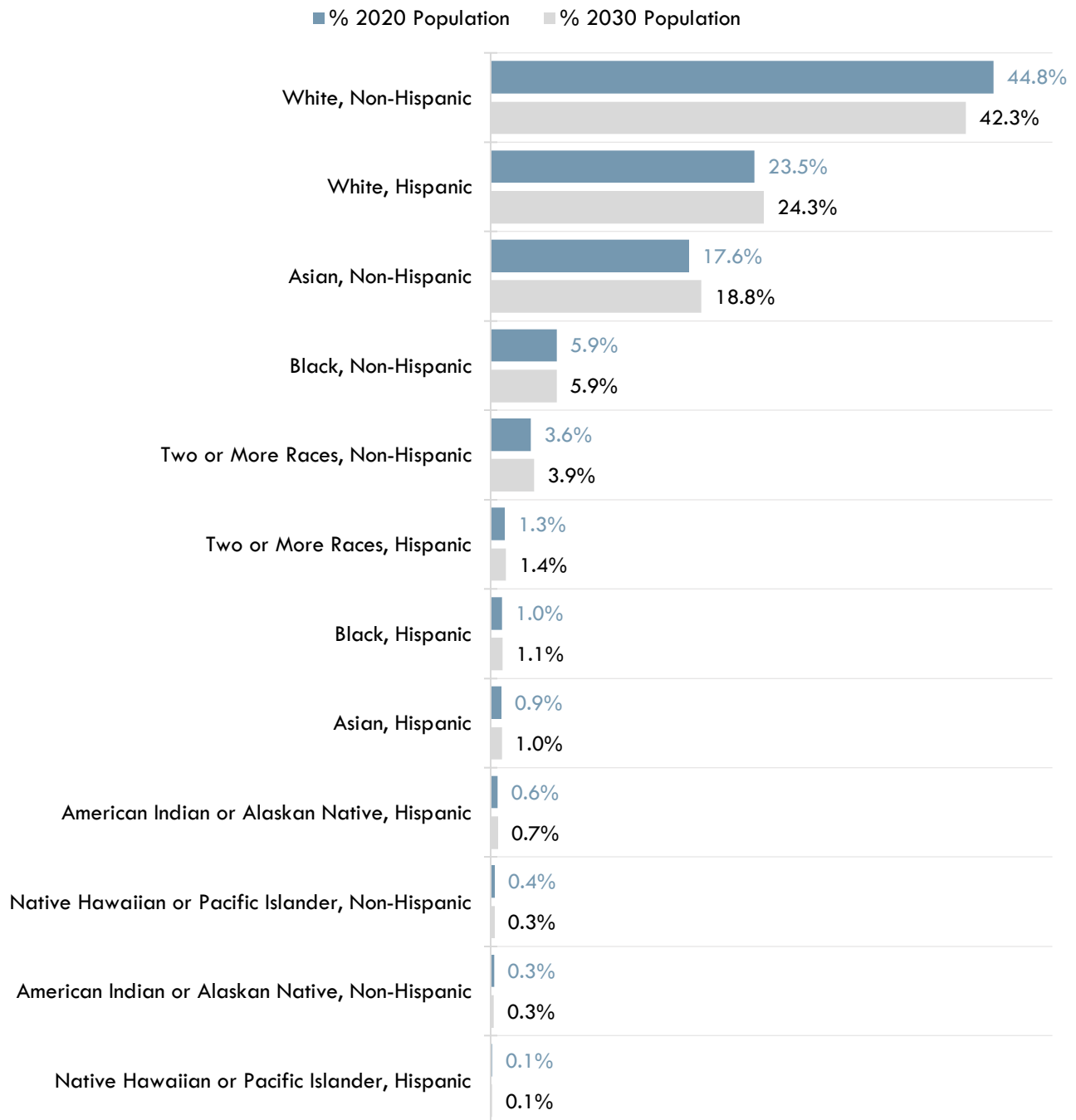
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

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

# Ethnicity

In 2020, 45 percent of the Central Region’s population was White, Non-Hispanic. By 2030, that percentage is projected to decrease to 42 percent (Exhibit 6).<sup>3</sup> Please note that the San Diego-Imperial 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 6: Ethnicity Breakdown in the Central Region, 2020-2030<sup>4</sup>**



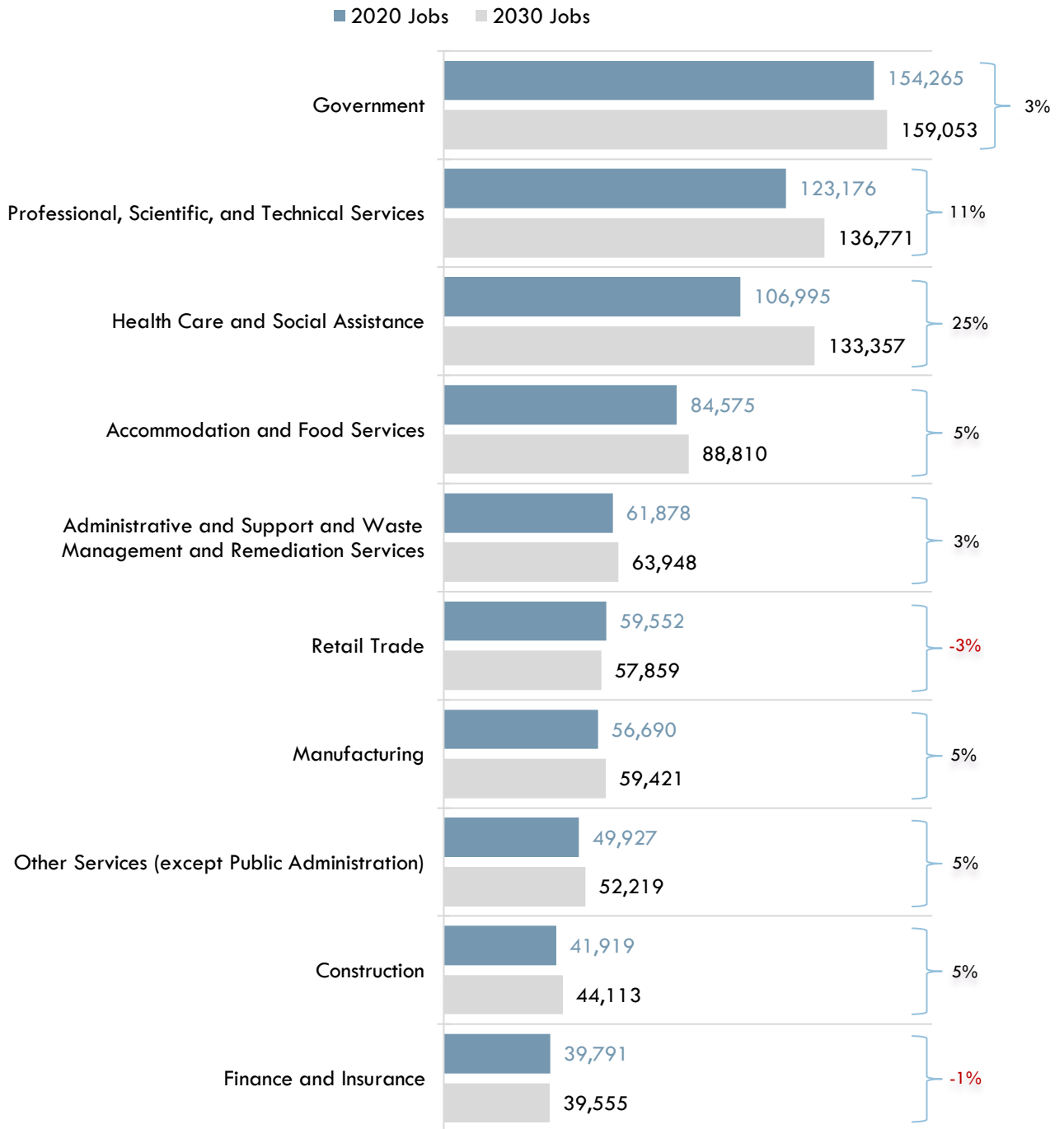
<sup>3</sup> The federal government tracks several racial categories (e.g., White, Black or African American, Asian) but only two ethnic categories, Hispanic and Non-Hispanic. There may be some overlap between race and ethnicity unless the two characteristics are clearly separated, (e.g., “White, Non-Hispanic,” “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% due to rounding.

# Industries

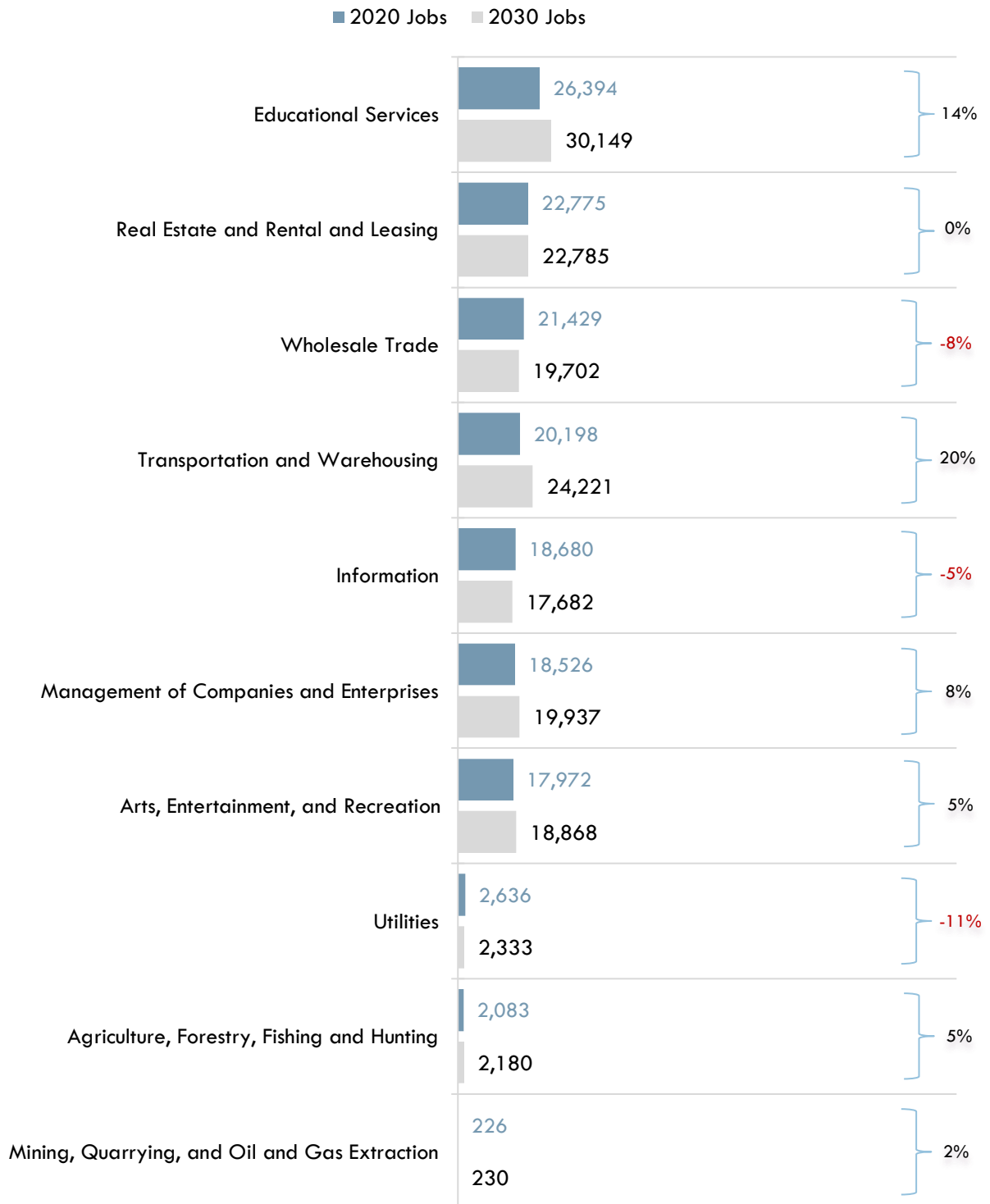
Exhibits 7a and 7b show the number of jobs and the projected percentage change by industry in the Central Region. The industries with the most jobs in 2020 were Government<sup>5</sup>; Professional, Scientific, and Technical Services; Health Care and Social Assistance; Accommodation and Food Services; and Administrative and Support and Waste Management and Remediation Services. Between 2020 and 2030, the industries projected to have job decline are Retail Trade; Finance and Insurance; Wholesale Trade; Information; and Utilities.

**Exhibit 7a: Number of Jobs by Industry and Projected Percentage Change in the Central Region, 2020-2030**



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

**Exhibit 7b: Number of Jobs by Industry and Projected Percentage Change in the Central Region, 2020-2030**



# Jobs

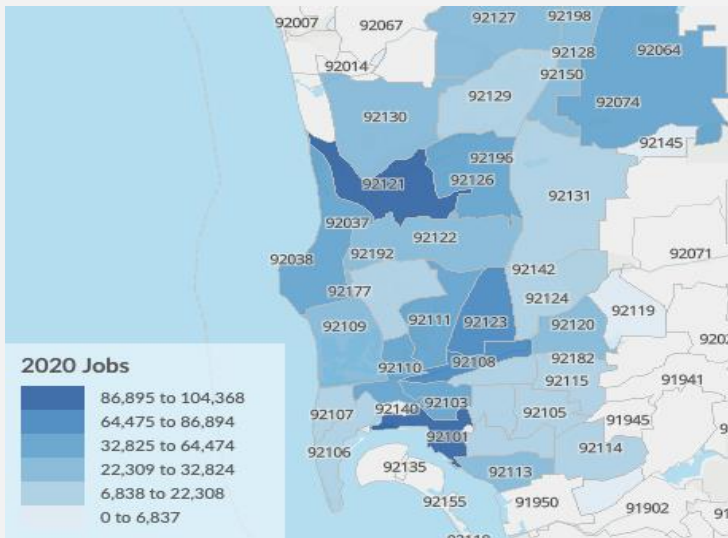
Between 2020 and 2030, the number of jobs in the Central Region is expected to increase from 929,694 to 993,190, which is an increase of 63,496 jobs or seven percent. Comparatively, San Diego County and California are projected to grow by 96,980 jobs (six percent) and 1,381,022 jobs (seven percent), respectively (Exhibit 8).

**Exhibit 8: Number of Jobs and Projected Percentage Change by Region, 2020-2030**

Region	Jobs, 2020	Jobs, 2030	Job Change, 2020-2030	Projected % Change
Central Region	929,694	993,190	63,496	7%
San Diego County	1,743,087	1,840,067	96,980	6%
California	19,831,760	21,212,782	1,381,022	7%

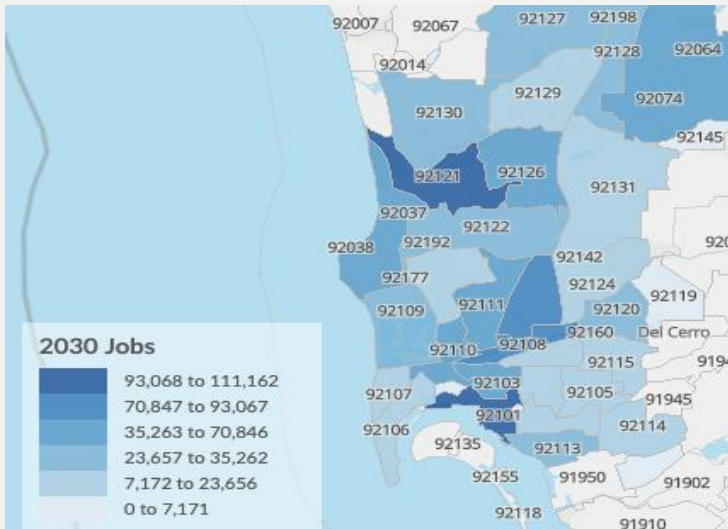
## JOB CONCENTRATION BY ZIP CODE IN THE CENTRAL REGION

**Exhibit 9a: Job Concentration in 2020**



In 2020, the most jobs were located in zip code 92121, which is San Diego (Exhibit 9a).

**Exhibit 9b: Job Concentration in 2030**



The most jobs are projected to remain in the same area in 2030 (Exhibit 9b).

Between 2020 and 2030, employers in the Central Region are projected to hire 103,857 workers annually (i.e., average annual job openings) (Exhibit 10). The greatest labor market demand is expected in San Diego (92101), San Diego (92121), and San Diego (92108) (Exhibits 11a-11b). 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 10: Average Annual Job Openings in the Central Region, 2020-2030**



**103,857**

Average  
Annual Job Openings  
(2020-2030)

**92101**

Zip Code with the Highest  
Annual Job Openings  
(2020-2030)

**Exhibit 11a: Average Annual Job Openings by Zip Code in the Central Region, 2020-2030**

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
92101	San Diego	10,437	92120	San Diego	2,558
92121	San Diego	10,432	92093	La Jolla	2,489
92108	San Diego	7,698	92113	San Diego	2,397
92123	San Diego	7,640	92131	San Diego	1,856
92111	San Diego	5,294	92117	San Diego	1,847
92037	La Jolla	4,656	92102	San Diego	1,781
92064	Poway	4,411	92106	San Diego	1,758
92103	San Diego	4,236	92115	San Diego	1,516
92110	San Diego	3,912	92104	San Diego	1,451
92126	San Diego	3,737	92129	San Diego	1,390
92128	San Diego	3,224	92105	San Diego	1,167
92109	San Diego	3,091	92114	San Diego	898
92130	San Diego	2,855	92182	San Diego	896
92127	San Diego	2,707	92116	San Diego	868
92122	San Diego	2,558	92107	San Diego	834

**Exhibit 11b: Average Annual Job Openings by Zip Code in the Central Region, 2020-2030**

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
92124	San Diego	786	92191	San Diego	6
92119	San Diego	478	92142	San Diego	5
92139	San Diego	428	92192	San Diego	5
92140	San Diego	426	92196	San Diego	5
92134	San Diego	215	92176	San Diego	5
92091	Rancho Santa Fe	189	92169	San Diego	5
92161	San Diego	172	92171	San Diego	4
92186	San Diego	137	92172	San Diego	4
92145	San Diego	95	92177	San Diego	4
92147	San Diego	76	92199	San Diego	3
92138	San Diego	41	92159	San Diego	2
92112	San Diego	26	92167	San Diego	2
92170	San Diego	25	92166	San Diego	2
92074	Poway	13	91908	Bonita	2
92150	San Diego	13	92165	San Diego	1
92038	La Jolla	12	92039	La Jolla	1
92193	San Diego	12	92174	San Diego	1
92163	San Diego	10	92175	San Diego	1
92092	La Jolla	9	92137	San Diego	1
92132	San Diego	9	92195	San Diego	1
92168	San Diego	9	92149	San Diego	0
92143	San Ysidro	8	92187	San Diego	0
92198	San Diego	7	92197	San Diego	0
92160	San Diego	7			

## Top Jobs with High Entry-Level Earnings

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



- The greatest labor market demand (highest average number of annual job openings between 2020 and 2030); and
- Entry-level hourly earnings equal to or higher than the Self-Sufficiency Standard<sup>6</sup>

Exhibit 12 summarizes the top jobs with high entry-level earnings by typical entry-level education. These top jobs were derived from Exhibits 13, 14, 15 and 16a-16c, which separates the top jobs in the Central 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 12: Top Jobs with the Most Annual Job Openings by Education in the Central Region**

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	Software Developers and Software Quality Assurance Analysts and Testers	1,383	\$43.67	\$55.49
Associate Degree	Paralegals and Legal Assistants	271	\$25.47	\$30.38
Some College or Postsecondary Non-degree	Bookkeeping, Accounting, and Auditing Clerks	908	\$17.65	\$21.98
High School Diploma or Lower	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,167	\$16.26	\$20.09

<sup>6</sup> Hourly earnings are grouped into five percentiles: 10th, 25th, 50th (median), 75th, and 90th. Entry-level or 25th percentile earnings of \$15.99/hr. indicate that 75% of the workers in that occupation make **more** than \$15.99/hr. Median earnings of \$15.99/hr. mean that half of workers in that occupation make more and half make less (kb.economicmodeling.com/glossary). The Self-Sufficiency Standard in San Diego for one adult is \$15.99 (insightccd.org/2018-self-sufficiency-standard).



**Exhibit 13: Top 20 Jobs with High Earnings that Require a Bachelor's Degree or Higher in the Central Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	1,383	None	None	\$43.67	\$55.49
13-1198	Project Management Specialists and Business Operations Specialists, All Other	1,335	None	None	\$26.83	\$36.45
25-1099	Postsecondary Teachers*	1,238	None	None	\$30.48	\$46.05
11-1021	General and Operations Managers	1,118	None	5 years+	\$36.40	\$56.18
29-1141	Registered Nurses	1,015	None	None	\$41.15	\$50.42
13-1111	Management Analysts	768	None	< 5 years	\$29.45	\$40.61
13-2011	Accountants and Auditors	720	None	None	\$27.88	\$36.12
13-1161	Market Research Analysts and Marketing Specialists	630	None	None	\$21.34	\$29.28
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	539	None	< 5 years	\$30.25	\$51.03
13-1071	Human Resources Specialists	466	None	None	\$23.42	\$31.25
15-1299	Computer Occupations, All Other	437	Moderate-term OJT	None	\$31.09	\$43.92
11-3031	Financial Managers	436	None	5 years+	\$43.20	\$61.87
23-1011	Lawyers*	435	None	None	\$37.88	\$56.88
15-1211	Computer Systems Analysts	417	None	None	\$33.50	\$45.10
41-3031	Securities, Commodities, and Financial Services Sales Agents	405	Moderate-term OJT	None	\$22.14	\$28.50
11-3021	Computer and Information Systems Managers	379	None	5 years+	\$60.86	\$74.95
25-2021	Elementary School Teachers, Except Special Education	374	None	None	\$25.55	\$32.43
11-2022	Sales Managers	315	None	< 5 years	\$30.63	\$50.50
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	296	Moderate-term OJT	None	\$27.80	\$36.09
17-2051	Civil Engineers	286	None	None	\$33.74	\$44.58

\*require a doctoral or professional degree

**Exhibit 14: Top 20 Jobs with High Earnings that Require an Associate Degree in the Central Region, 2020-2030**

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	271	None	None	\$25.47	\$30.38
17-3023	Electrical and Electronic Engineering Technologists and Technicians	164	None	None	\$26.38	\$33.81
15-1257	Web Developers and Digital Interface Designers	129	None	None	\$19.95	\$30.28
17-3098	Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	118	None	None	\$27.06	\$35.84
17-3011	Architectural and Civil Drafters	92	None	None	\$26.50	\$31.13
19-4099	Life, Physical, and Social Science Technicians, All Other	88	None	None	\$25.20	\$31.50
15-1231	Computer Network Support Specialists	83	None	None	\$24.92	\$34.52
29-2034	Radiologic Technologists and Technicians	78	None	None	\$28.30	\$40.26
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	77	None	None	\$18.29	\$21.35
31-2021	Physical Therapist Assistants	76	None	None	\$23.81	\$28.81
29-2056	Veterinary Technologists and Technicians	71	None	None	\$17.87	\$21.47
19-4031	Chemical Technicians	67	Moderate-term OJT	None	\$17.31	\$21.40
17-3022	Civil Engineering Technologists and Technicians	65	None	None	\$18.53	\$23.98
29-1126	Respiratory Therapists	60	None	None	\$33.56	\$40.10
29-1292	Dental Hygienists	55	None	None	\$43.83	\$48.57
19-4042	Environmental Science and Protection Technicians, Including Health	52	None	None	\$19.77	\$24.96
17-3021	Aerospace Engineering and Operations Technologists and Technicians	50	None	None	\$24.90	\$29.33
49-2091	Avionics Technicians	44	None	None	\$29.56	\$33.21
31-2011	Occupational Therapy Assistants	39	None	None	\$23.81	\$32.43
53-2021	Air Traffic Controllers	38	Long-term OJT	None	\$50.38	\$65.36

**Exhibit 15: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in the Central Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-3031	Bookkeeping, Accounting, and Auditing Clerks*	908	Moderate-term OJT	None	\$17.65	\$21.98
31-9092	Medical Assistants	656	None	None	\$16.31	\$18.57
53-3032	Heavy and Tractor-Trailer Truck Drivers	459	Short-term OJT	None	\$16.55	\$22.39
15-1232	Computer User Support Specialists*	315	None	None	\$21.87	\$28.00
29-2061	Licensed Practical and Licensed Vocational Nurses	310	None	None	\$25.69	\$29.64
31-9091	Dental Assistants	264	None	None	\$16.46	\$19.58
29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	237	None	None	\$17.60	\$22.13
49-3011	Aircraft Mechanics and Service Technicians	236	None	None	\$27.66	\$31.75
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	196	Moderate-term OJT	None	\$26.23	\$29.84
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	134	Long-term OJT	None	\$22.88	\$27.86
31-9097	Phlebotomists	116	None	None	\$20.91	\$24.88
33-2011	Firefighters	101	Long-term OJT	None	\$26.96	\$33.81
25-4031	Library Technicians	79	None	None	\$16.39	\$20.52
27-4011	Audio and Video Technicians	70	Short-term OJT	None	\$16.17	\$21.43
27-2011	Actors*	57	Long-term OJT	None	\$21.29	\$26.67
29-2055	Surgical Technologists	45	None	None	\$25.91	\$30.19
29-9098	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare Practitioners and Technical Workers,	41	None	None	\$16.27	\$22.29
29-2053	Psychiatric Technicians	39	Short-term OJT	< 5 years	\$18.09	\$26.87
53-5021	Captains, Mates, and Pilots of Water Vessels	35	None	< 5 years	\$16.35	\$22.67
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	33	Long-term OJT	None	\$25.20	\$30.53

\*require some college, no degree

**Exhibit 16a: Top 1-20 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the Central Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,167	Short-term OJT	None	\$16.26	\$20.09
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	846	Moderate-term OJT	None	\$18.62	\$26.94
43-1011	First-Line Supervisors of Office and Administrative Support Workers	760	None	< 5 years	\$22.26	\$28.15
49-9071	Maintenance and Repair Workers, General	733	Moderate-term OJT	None	\$16.37	\$20.34
43-6013	Medical Secretaries and Administrative Assistants	686	Moderate-term OJT	None	\$16.44	\$20.86
47-2031	Carpenters	481	Apprenticeship	None	\$17.45	\$24.78
47-2111	Electricians	481	Apprenticeship	None	\$20.04	\$27.94
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	473	Moderate-term OJT	None	\$19.83	\$28.98
41-3021	Insurance Sales Agents	430	Moderate-term OJT	None	\$19.56	\$26.50
43-3021	Billing and Posting Clerks	328	Moderate-term OJT	None	\$18.41	\$23.04
47-2152	Plumbers, Pipefitters, and Steamfitters	307	Apprenticeship	None	\$19.68	\$26.24
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	302	Moderate-term OJT	None	\$17.12	\$22.75
43-9041	Insurance Claims and Policy Processing Clerks	295	Moderate-term OJT	None	\$16.94	\$20.55
43-6011	Executive Secretaries and Executive Administrative Assistants	294	None	< 5 years	\$25.38	\$32.00
43-5061	Production, Planning, and Expediting Clerks	287	Moderate-term OJT	None	\$20.13	\$25.35
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	268	None	5 years+	\$28.00	\$35.30
11-9051	Food Service Managers	248	None	< 5 years	\$18.33	\$25.90
43-6012	Legal Secretaries and Administrative Assistants	244	Moderate-term OJT	None	\$20.34	\$25.68
41-9022	Real Estate Sales Agents	232	Moderate-term OJT	None	\$18.14	\$29.11
33-3051	Police and Sheriffs Patrol Officers	222	Moderate-term OJT	None	\$33.19	\$44.62

\*require no formal educational credential

**Exhibit 16b: Top 21-40 (of 60 Jobs) with High Earnings that Require a High School Diploma or Lower in the Central Region, 2020-2030**

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
51-4041	Machinists	218	Long-term OJT	None	\$16.46	\$20.62
11-9141	Property, Real Estate, and Community Association Managers	209	None	< 5 years	\$22.81	\$30.93
51-1011	First-Line Supervisors of Production and Operating Workers	205	None	< 5 years	\$26.30	\$33.74
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	170	None	< 5 years	\$25.97	\$32.75
51-4121	Welders, Cutters, Solderers, and Brazers	169	Moderate-term OJT	None	\$18.97	\$24.60
13-1031	Claims Adjusters, Examiners, and Investigators	167	Long-term OJT	None	\$25.84	\$31.66
39-1098	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services	150	None	< 5 years	\$16.77	\$20.91
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	142	None	< 5 years	\$19.63	\$25.05
41-1012	First-Line Supervisors of Non-Retail Sales Workers	138	None	< 5 years	\$19.23	\$29.62
43-4131	Loan Interviewers and Clerks	136	Short-term OJT	None	\$17.07	\$21.31
35-1011	Chefs and Head Cooks	131	None	5 years+	\$36.20	\$38.92
43-3011	Bill and Account Collectors	130	Moderate-term OJT	None	\$16.63	\$20.25
49-9041	Industrial Machinery Mechanics	119	Long-term OJT	None	\$23.92	\$27.48
53-7051	Industrial Truck and Tractor Operators*	112	Short-term OJT	None	\$16.49	\$22.39
53-2031	Flight Attendants	110	Moderate-term OJT	< 5 years	\$21.75	\$36.58
47-2073	Operating Engineers and Other Construction Equipment Operators	110	Moderate-term OJT	None	\$26.46	\$31.64
43-4111	Interviewers, Except Eligibility and Loan	104	Short-term OJT	None	\$16.22	\$18.77
43-3051	Payroll and Timekeeping Clerks	101	Moderate-term OJT	None	\$21.82	\$26.32
43-4061	Eligibility Interviewers, Government Programs	95	Moderate-term OJT	None	\$20.57	\$25.19
31-9099	Healthcare Support Workers, All Other	94	None	None	\$17.89	\$22.63

\*require no formal educational credential

**Exhibit 16c: Top 41-60 (of 60) Jobs with High Earnings that Require a High School Diploma or Lower in the Central Region, 2020-2030**

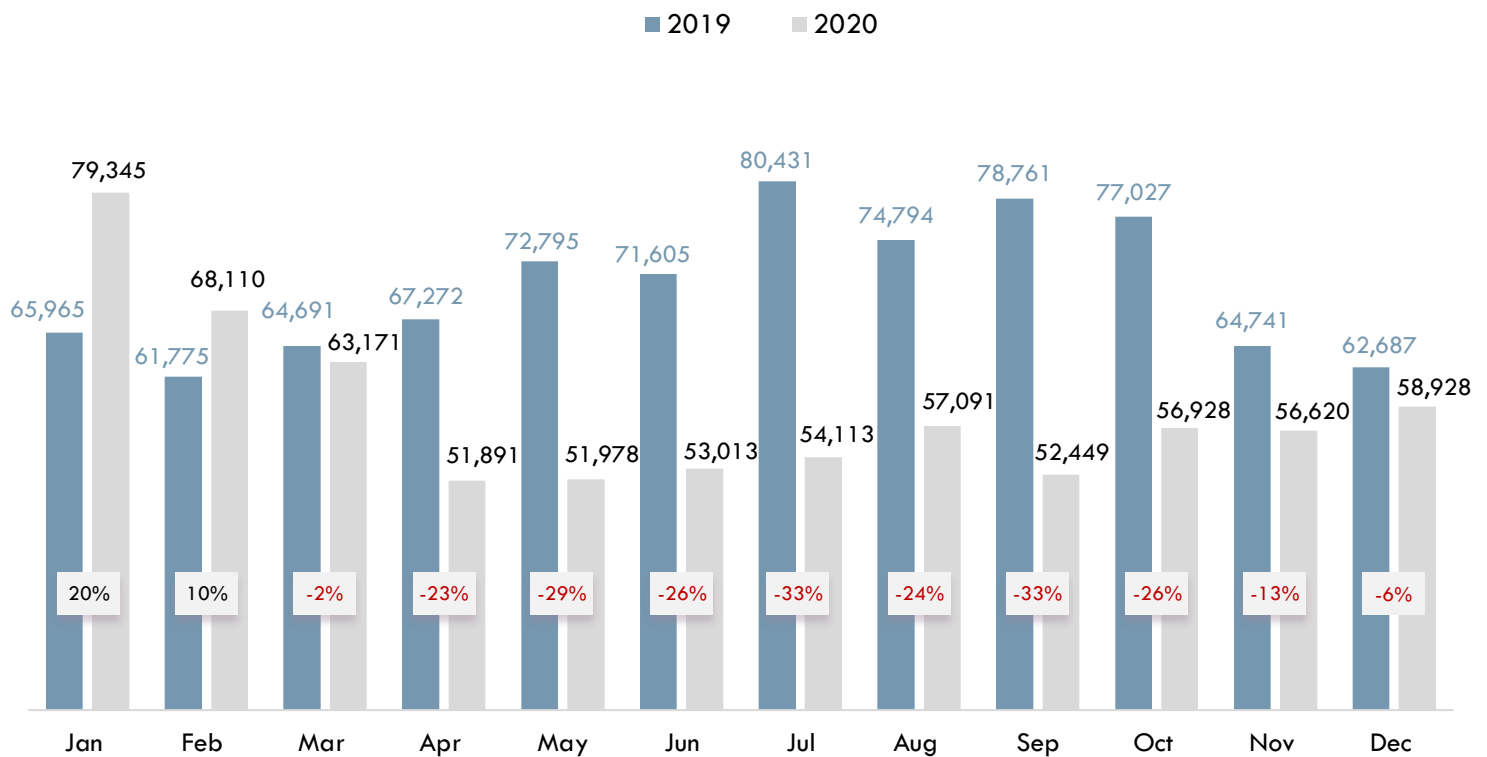
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
33-3021	Detectives and Criminal Investigators	91	Moderate-term OJT	< 5 years	\$44.32	\$45.62
33-9021	Private Detectives and Investigators	90	Moderate-term OJT	< 5 years	\$26.77	\$38.76
41-9021	Real Estate Brokers	87	None	< 5 years	\$24.87	\$38.08
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	81	Long-term OJT	None	\$22.33	\$27.91
47-2081	Drywall and Ceiling Tile Installers*	80	Moderate-term OJT	None	\$19.95	\$24.73
43-5052	Postal Service Mail Carriers	79	Short-term OJT	None	\$18.96	\$30.95
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	77	None	< 5 years	\$17.40	\$24.44
47-4011	Construction and Building Inspectors	77	Moderate-term OJT	5 years+	\$24.55	\$34.63
47-2211	Sheet Metal Workers	75	Apprenticeship	None	\$24.49	\$29.39
33-3012	Correctional Officers and Jailers	73	Moderate-term OJT	None	\$27.79	\$32.40
47-2181	Roofers*	68	Moderate-term OJT	None	\$17.88	\$22.37
43-2011	Switchboard Operators, Including Answering Service	67	Short-term OJT	None	\$16.10	\$20.01
37-2021	Pest Control Workers	66	Moderate-term OJT	None	\$16.06	\$19.33
43-5032	Dispatchers, Except Police, Fire, and Ambulance	65	Moderate-term OJT	None	\$17.05	\$21.19
47-2051	Cement Masons and Concrete Finishers*	61	Moderate-term OJT	None	\$22.09	\$26.65
37-3013	Tree Trimmers and Pruners	61	Short-term OJT	None	\$16.58	\$20.85
51-2011	Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	60	Moderate-term OJT	None	\$16.07	\$21.69
51-9124	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	56	Moderate-term OJT	None	\$16.50	\$21.37
11-3071	Transportation, Storage, and Distribution Managers	56	None	5 years+	\$34.34	\$45.30
13-2082	Tax Preparers	54	Moderate-term OJT	None	\$16.68	\$22.30

\*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 2019, there was an average of 70,212 unique online job postings<sup>7</sup> in the Central Region (Exhibit 17), whereas in 2020 there was an average of 58,636 unique online job postings<sup>8</sup>. 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 17: Number of Unique Online Job Postings and Percentage Change by Month in the Central Region, 2019-2020**



### UNIQUE ONLINE JOB POSTINGS DURING THE COVID-19 PANDEMIC

According to available job market analytics, there were 343,568 unique online job postings in 2019 and 282,294 in 2020, which was an 18 percent decrease in unique online job postings.

Although the full economic impact of the COVID-19 pandemic is still unknown, the number of unique online job postings is one way to look at changes in the labor market during that period. During the initial months of the pandemic (January 2020 through May 2020), the number of online job postings declined by 34 percent. Despite this reduction, unique job postings have been steadily increasing since September 2020 in the Central Region.

Disclaimer: Please note that unique online job postings do not equal labor market demand; demand is represented by annual job openings. The economic impact of COVID-19 is still unknown, and this data is intended for informational purposes only.

<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.

<sup>8</sup> Online job postings data did not include 'La Jolla, CA' as this city was not an available option in Job Postings Analytics EMSI 2021.01

## Businesses

Businesses in the Central Region posted a total of 343,568 unique job postings between January 2019 to December 2019. During this period, businesses with the greatest number of unique online job postings in the Central Region were Northrop Grumman, University of California San Diego, Oracle, Qualcomm, and Scripps Health (Exhibit 18).

**Exhibit 18: Top Businesses Ranked by Number of Unique Online Job Postings in the Central Region, 2019**

Rank	Company Name	Rank	Company Name
1	Northrop Grumman Corporation*	26	Teradata Corporation*
2	University of California San Diego*	27	Deloitte LLP*
3	Oracle Corporation*	28	Dexcom, Inc.*
4	Qualcomm, Inc.*	29	Ivy Exec
5	Scripps Health*	30	Pfizer, Inc.*
6	Robert Half International, Inc.*	31	Soliant Health, Inc.*
7	General Atomics*	32	General Dynamics Corporation*
8	Sharp Healthcare*	33	County of San Diego*
9	Aerotek, Inc.*	34	Intuit, Inc.*
10	Anthem, Inc.*	35	Volt Information Sciences, Inc.*
11	Marriott International, Inc.	36	U C Corporation
12	CyberCoders, Inc.*	37	NurseFly
13	Kforce, Inc.*	38	Starbucks Corporation
14	Workplace Diversity LLC	39	N & A, Inc.
15	OneStaff Medical LLC*	40	Kaiser Permanente*
16	City of San Diego*	41	UCSD Extension
17	Varsity Tutors LLC	42	BAE SYSTEMS PLC*
18	Randstad N.V.*	43	Pricewaterhousecoopers LLP
19	Rady Children's Hospital-San Diego*	44	Care.com, Inc.*
20	Allied Universal	45	Illumina, Inc.*
21	Booz Allen Hamilton Holding Corporation*	46	AppleOne*
22	Kelly Services, Inc.*	47	LPL Financial*
23	General Healthcare Resources, Inc.	48	Science Applications International Corporation*
24	La Jolla Ltd, Inc.	49	Nuvasive, Inc.*
25	ServiceNow, Inc.*	50	Scripps Memorial Hospital*

\*Business also ranked as a top business in 2020



Businesses in the Central Region posted 282,294 unique online job postings between January 2020 and December 2020. During this period, businesses with the greatest number of unique online job postings in the Central Region were the University of California San Diego, Qualcomm, Oracle, Aerotek, and Northrop Grumman (Exhibit 19).

**Exhibit 19: Top Businesses Ranked by Number of Unique Online Job Postings in the Central Region, 2020**

Rank	Company Name	Rank	Company Name
1	University of California San Diego*	26	Host Healthcare
2	Qualcomm Incorporated*	27	Cubic Corporation
3	Oracle Corporation*	28	Rady Children's Hospital-San Diego*
4	Aerotek, Inc.*	29	Kaiser Permanente*
5	Northrop Grumman Corporation*	30	General Dynamics Corporation*
6	General Atomics*	31	Leidos Holdings, Inc.
7	Sharp Healthcare*	32	Deloitte LLP*
8	CyberCoders, Inc.*	33	Care.com, Inc.*
9	City of San Diego*	34	BAE SYSTEMS PLC*
10	Cynet Systems, Inc.	35	AppleOne*
11	Robert Half International, Inc.*	36	Amazon.com, Inc.
12	Scripps Health*	37	Volt Information Sciences, Inc.*
13	Illumina, Inc.*	38	American Mobile Healthcare
14	Randstad N.V.*	39	Booz Allen Hamilton Holding Corporation*
15	Kforce, Inc.*	40	LPL Financial*
16	Growing People and Companies	41	Science Applications International Corporation*
17	Anthem, Inc.*	42	County of San Diego*
18	Apple, Inc.	43	Petco, Inc.
19	Kelly Services, Inc.*	44	Jobot
20	Scripps Memorial Hospital*	45	San Diego Community College District
21	Dexcom, Inc.*	46	Teradata Corporation*
22	ServiceNow, Inc.*	47	American Traveler, Inc.
23	Intuit, Inc.*	48	Nuvasive, Inc.*
24	Soliant Health, Inc.*	49	Apex Systems, Inc.
25	Becton, Dickinson and Company	50	OneStaff Medical LLC*

\*Business also ranked as a top business in 2019

## Technical Skills

Businesses in the Central Region posted 343,568 unique online job postings between January 2019 and December 2019. During this period, the most requested technical skill listed in online job postings was “Accounting” (Exhibit 20).

**Exhibit 20: Top Technical Skills Ranked by Number of Unique Online Job Postings in the Central Region, 2019**

Rank	Technical Skill	Rank	Technical Skill
1	Accounting*	21	Restaurant Operation*
2	Auditing*	22	Cardiopulmonary Resuscitation (CPR)*
3	Selling Techniques*	23	Strategic Planning*
4	Computer Science*	24	Forecasting*
5	Agile Methodology*	25	Billing*
6	Automation*	26	Customer Satisfaction*
7	Basic Life Support*	27	JavaScript (Programming Language)*
8	Nursing*	28	Linux*
9	Data Analysis*	29	Purchasing
10	Customer Relationship Management*	30	Scripting*
11	Software Engineering*	31	Pharmaceuticals*
12	Project Management*	32	C++ (Programming Language)*
13	Python (Programming Language)*	33	Systems Engineering*
14	SQL (Programming Language)*	34	Biology*
15	Software Development*	35	Customer Experience
16	New Product Development*	36	Operating Systems*
17	Java (Programming Language)*	37	Quality Control*
18	Business Development*	38	Information Systems*
19	Merchandising*	39	Corrective And Preventive Action (CAPA)*
20	Budgeting*	40	Amazon Web Services*

\*Technical skill also ranked as top skill in 2020

Businesses in the Central Region posted 282,294 unique online job postings between January 2020 and December 2020. During this period, the most requested technical skill listed in online job postings was “Accounting” (Exhibit 21).

**Exhibit 21: Top Technical Skills Ranked by Number of Unique Online Job Postings in the Central Region, 2020**

Rank	Technical Skill	Rank	Technical Skill
1	Accounting*	21	Java (Programming Language)*
2	Auditing*	22	Budgeting*
3	Computer Science*	23	Cardiopulmonary Resuscitation (CPR)*
4	Basic Life Support*	24	Merchandising*
5	Nursing*	25	Forecasting*
6	Selling Techniques*	26	Biology*
7	Python (Programming Language)*	27	Customer Satisfaction*
8	Automation*	28	Warehousing
9	Agile Methodology*	29	Scripting*
10	Data Analysis*	30	Billing*
11	New Product Development*	31	Linux*
12	Project Management*	32	Debugging
13	Software Engineering*	33	Quality Control*
14	Software Development*	34	JavaScript (Programming Language)*
15	Customer Relationship Management*	35	Corrective And Preventive Action (CAPA)*
16	Pharmaceuticals*	36	C++ (Programming Language)*
17	SQL (Programming Language)*	37	Operating Systems*
18	Restaurant Operation*	38	Information Systems*
19	Business Development*	39	Systems Engineering*
20	Strategic Planning*	40	Amazon Web Services*

\*Technical skill also ranked as top skill in 2019

## Soft Skills

Businesses in the Central Region posted 343,568 unique online job postings between January 2019 and December 2019. During this period, the most requested soft skill listed in online job postings was “Communications” (Exhibit 22).

**Exhibit 22: Top Soft Skills Ranked by Number of Unique Online Job Postings in the Central Region, 2019**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Time Management*
2	Management*	22	Scheduling*
3	Customer Service*	23	Basic Math*
4	Sales*	24	Professionalism*
5	Leadership*	25	Prioritization*
6	Operations*	26	Integration*
7	Detail Oriented*	27	Teamwork*
8	Problem Solving*	28	Self-Starter*
9	Presentations*	29	Mentorship*
10	Planning*	30	Writing*
11	Research*	31	Teaching*
12	Written Communication*	32	Decision Making*
13	Interpersonal Communications*	33	Infrastructure*
14	Innovation*	34	Consulting*
15	Verbal Communication Skills*	35	Influencing Skills*
16	Coordinating*	36	Investigation*
17	Troubleshooting (Problem Solving)*	37	Negotiation*
18	Self-Motivation*	38	Enthusiasm*
19	Computer Literacy*	39	Accountability*
20	Organizational Skills*	40	Good Driving Record*

\*Soft skill also ranked as top skill in 2020

Businesses in the Central Region posted 282,294 unique online job postings between January 2020 and December 2020. During this period, the most requested soft skill listed in online job postings was “Communications” (Exhibit 23).

**Exhibit 23: Top Soft Skills Ranked by Number of Unique Online Job Postings in the Central Region, 2020**

Rank	Soft Skill	Rank	Soft Skill
1	Communications*	21	Time Management*
2	Management*	22	Scheduling*
3	Customer Service*	23	Basic Math*
4	Sales*	24	Integration*
5	Leadership*	25	Professionalism*
6	Operations*	26	Prioritization*
7	Detail Oriented*	27	Teamwork*
8	Problem Solving*	28	Mentorship*
9	Research*	29	Self-Starter*
10	Planning*	30	Writing*
11	Presentations*	31	Influencing Skills*
12	Innovation*	32	Decision Making*
13	Written Communication*	33	Infrastructure*
14	Interpersonal Communications*	34	Integration*
15	Verbal Communication Skills*	35	Consulting*
16	Troubleshooting (Problem Solving)*	36	Investigation*
17	Coordinating*	37	Teaching*
18	Self-Motivation*	38	Negotiation*
19	Organizational Skills*	39	Accountability*
20	Computer Literacy*	40	Enthusiasm*

\*Soft skill also ranked as top skill in 2019

## Certifications and Qualifications

In 2019, employers in the Central Region listed “Secret Clearance” as the top certification or qualifications in online job postings (Exhibit 24).

**Exhibit 24: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in the Central Region, 2019**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Secret Clearance*	21	Series 7 General Securities Representative License (Stockbroker)*
2	Master of Business Administration (MBA)*	22	Licensed Practical Nurse*
3	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)*	23	Medical License*
4	Bachelor of Science in Business*	24	Microsoft Certified Systems Engineer*
5	Commercial Driver's License (CDL)*	25	Associate Degree in Nursing*
6	Certified Nursing Assistant*	26	GIAC Certifications*
7	Project Management Professional Certification*	27	Doctor of Pharmacy (PharmD)*
8	Bachelor of Science in Nursing (BSN)*	28	ServSafe Certification*
9	CompTIA Security+*	29	Professional Engineer*
10	Licensed Vocational Nurses*	30	Cisco Certified Network Professional*
11	Nurse Practitioner*	31	Certified Information System Auditor (CISA)*
12	Food Handler's Card*	32	Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)*
13	Certified Information Systems Security Professional*	33	Master of Science in Nursing (MSN)*
14	Certified Public Accountant*	34	Critical Care Registered Nurse (CCRN)*
15	Top Secret Clearance*	35	Microsoft Certified Professional*
16	Bachelor of Science in Business Administration*	36	Microsoft Certified Systems Administrator (MCSA)*
17	CDL Class C License*	37	American Registry of Radiologic Technologists (ARRT) Certified*
18	IAT Level II Certification*	38	ITIL Certifications
19	Cisco Certified Network Associate*	39	Certified Information Security Manager
20	Licensed Clinical Social Worker (LCSW)*	40	Certified Pharmacy Technician*

\*Certification or qualification also ranked as top certification or qualification in 2020

In 2020, employers in the Central Region listed “Secret Clearance” as the top certification or qualifications in online job postings (Exhibit 25).

**Exhibit 25: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in the Central Region, 2020**

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Secret Clearance*	21	Cisco Certified Network Associate*
2	Master of Business Administration (MBA)*	22	Doctor of Pharmacy (PharmD)*
3	Commercial Driver's License (CDL)*	23	Series 7 General Securities Representative License (Stockbroker)*
4	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)*	24	CDL Class C License*
5	Bachelor of Science in Business*	25	Microsoft Certified Systems Engineer*
6	Licensed Vocational Nurses*	26	GIAC Certifications*
7	Project Management Professional Certification*	27	Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)*
8	Nurse Practitioner*	28	Professional Engineer*
9	Bachelor of Science in Nursing (BSN)*	29	Licensed Marriage and Family Therapist (LMFT)
10	CompTIA Security+*	30	Associate Degree in Nursing*
11	Certified Nursing Assistant*	31	Critical Care Registered Nurse (CCRN)*
12	Certified Information Systems Security Professional*	32	Master of Science in Nursing (MSN)*
13	Food Handler's Card*	33	Certified Information System Auditor (CISA)*
14	Certified Public Accountant*	34	Certified Forklift Operator
15	Licensed Practical Nurse*	35	ServSafe Certification*
16	Licensed Clinical Social Worker (LCSW)*	36	Microsoft Certified Professional*
17	Bachelor of Science in Business Administration*	37	Certified Pharmacy Technician*
18	Top Secret Clearance*	38	Microsoft Certified Systems Administrator (MCSA)*
19	IAT Level II Certification*	39	American Registry of Radiologic Technologists (ARRT) Certified*
20	Medical License*	40	Cisco Certified Network Professional*

\*Certification or qualification also ranked as top certification or qualification in 2019

Prepared by:

Tina Ngo Bartel, Director ([tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu))

John Edwards, Research Analyst ([jedwards@miracosta.edu](mailto:jedwards@miracosta.edu))

Priscilla Fernandez, Research Analyst ([pfernandez@miracosta.edu](mailto:pfernandez@miracosta.edu))

San Diego-Imperial Center of Excellence for Labor Market Research

### 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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

