



EAST REGION

SAN DIEGO COUNTY

JUNE 2021

Subregional Profile



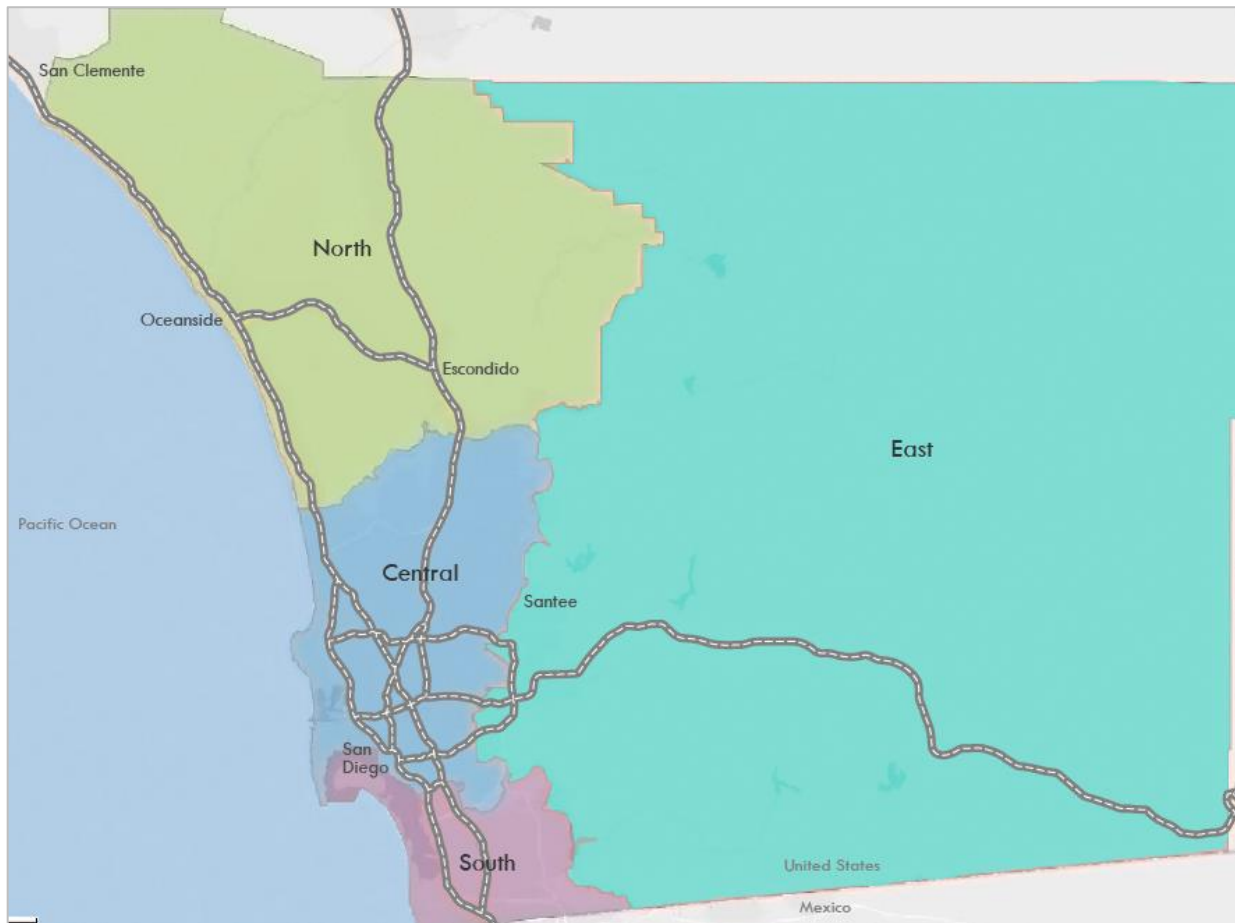
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Introduction

This subregional profile highlights demographics, industries, and occupations in the East 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 East 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 East 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 East Region by Zip Codes

Zip Code	Area	Zip Code	Area
91901	Alpine	91962	Pine Valley
91903	Alpine	91963	Potrero
91905	Boulevard	91976	Spring Valley
91906	Campo	91977	Spring Valley
91916	Descanso	91978	Spring Valley
91917	Dulzura	91979	Spring Valley
91931	Guatay	91980	Tecate
91934	Jacumba	91987	Tecate
91935	Jamul	92019	El Cajon
91941	La Mesa	92020	El Cajon
91942	La Mesa	92021	El Cajon
91943	La Mesa	92022	El Cajon
91944	La Mesa	92040	Lakeside
91945	Lemon Grove	92071	Santee
91946	Lemon Grove	92072	Santee
91948	Mount Laguna		

Data Source

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

¹ 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/). 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/).

Fast Facts About the East Region

Exhibit 3: Fast Facts About the East Region



507,712

Total Population
(2020)

The East Region had a population of 507,712 in 2020, and this number is projected to increase by two percent over the next 10 years. The zip code with the highest projected population growth is 91946 (Lemon Grove).



171,654

Total Jobs
(2020)

The East Region's total number of jobs in 2020 was 171,654. The zip code with the most jobs was 92020 (El Cajon).



4%

10-Year Projected
Job Growth
(2020-2030)

Between 2020 and 2030, the number of jobs is projected to increase by four percent in the East Region. The zip code with the most annual job openings is projected to be 92020 (El Cajon).



\$67,776

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

In the East Region, average earnings were estimated at \$67,776 in 2020, which is lower than the national average reported across industries.

Demographics

In 2020, the East Region had a population of 507,712 residents (Exhibit 4a). Over the next 10 years, the population is expected to increase by 11,110 residents, or two percent. The zip code with the highest growth rate is expected to be 91946 (Lemon Grove) (Exhibit 4b).

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



Total Population, 2020	Total Population, 2030	Projected % Change
507,712	518,822	2%

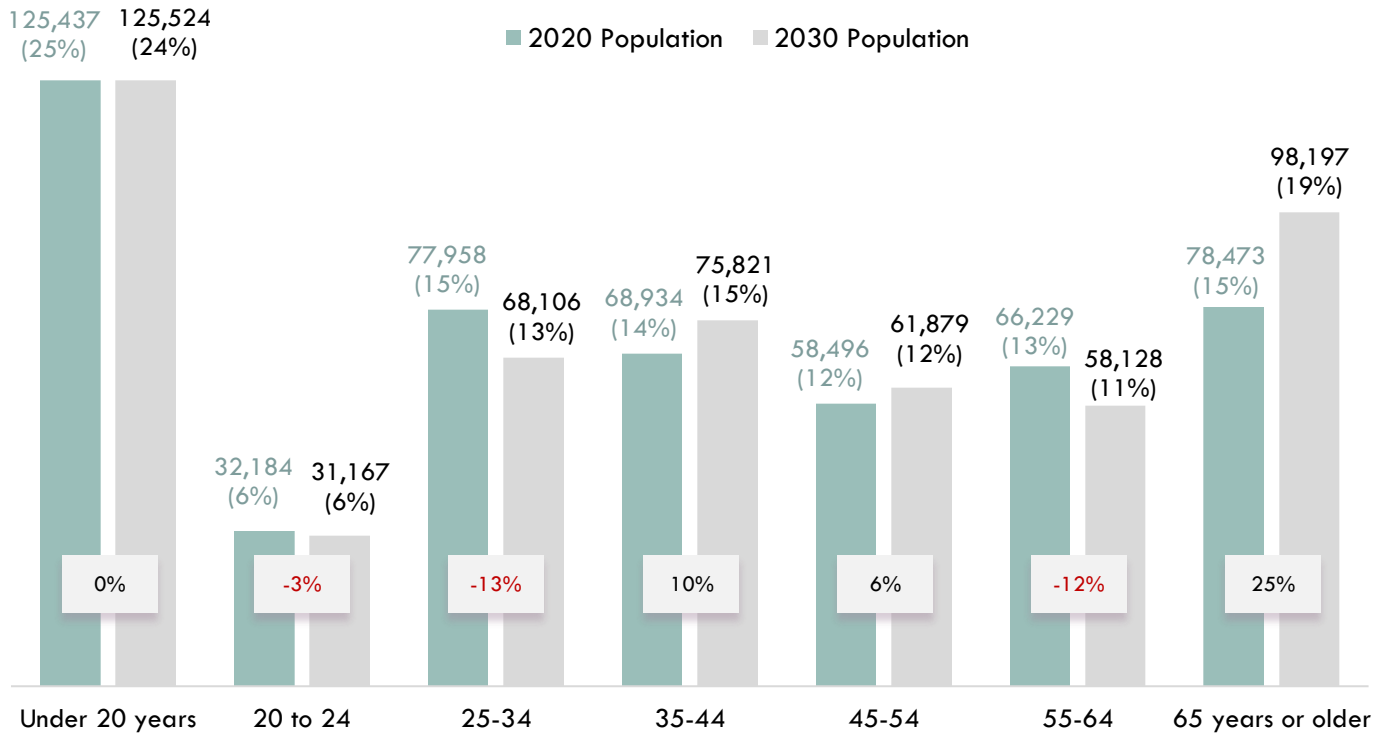
Exhibit 4b: Total Population and Projected Percentage Change by Zip Code in the East Region, 2020-2030

Zip Code and Area	Population, 2020	Population, 2030	Projected % Change
92021 El Cajon	72,032	72,716	1%
91977 Spring Valley	62,324	65,657	5%
92071 Santee	57,650	58,246	1%
92020 El Cajon	56,575	57,107	1%
92040 Lakeside	47,070	47,624	1%
92019 El Cajon	44,078	44,861	2%
91942 La Mesa	39,927	40,562	2%
91941 La Mesa	32,759	33,734	3%
91945 Lemon Grove	26,227	27,452	5%
91901 Alpine	15,541	15,692	1%
91935 Jamul	11,407	11,837	4%
91978 Spring Valley	10,773	11,136	3%
91916 Descanso	3,195	3,175	-1%
91906 Campo	3,102	3,236	4%
91903 Alpine	2,855	2,950	3%
92022 El Cajon	2,846	2,827	-1%
91980 Tecate	2,781	2,902	4%
92072 Santee	2,367	2,354	-1%
91979 Spring Valley	1,982	2,088	5%
91946 Lemon Grove	1,883	2,043	9%
91944 La Mesa	1,856	1,927	4%
91962 Pine Valley	1,786	1,810	1%
91917 Dulzura	1,672	1,702	2%
91963 Potrero	1,276	1,331	4%
91943 La Mesa	1,198	1,192	-1%
91976 Spring Valley	1,140	1,201	5%
91905 Boulevard	911	951	4%
91934 Jacumba	264	276	4%
91931 Guatay	233	235	1%
91987 Tecate	N/A	N/A	N/A
91948 Mount Laguna	N/A	N/A	N/A

Age

In 2020, 46 percent of the East 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 East Region will be in the 65 years or older age group, which is projected to increase by 25 percent.

Exhibit 5: Age Breakdown and Projected Percentage Change in the East Region, 2020-2030²



PRIME-WORKING-AGE ADULTS IN THE EAST REGION

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2020, 40 percent of the East 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.

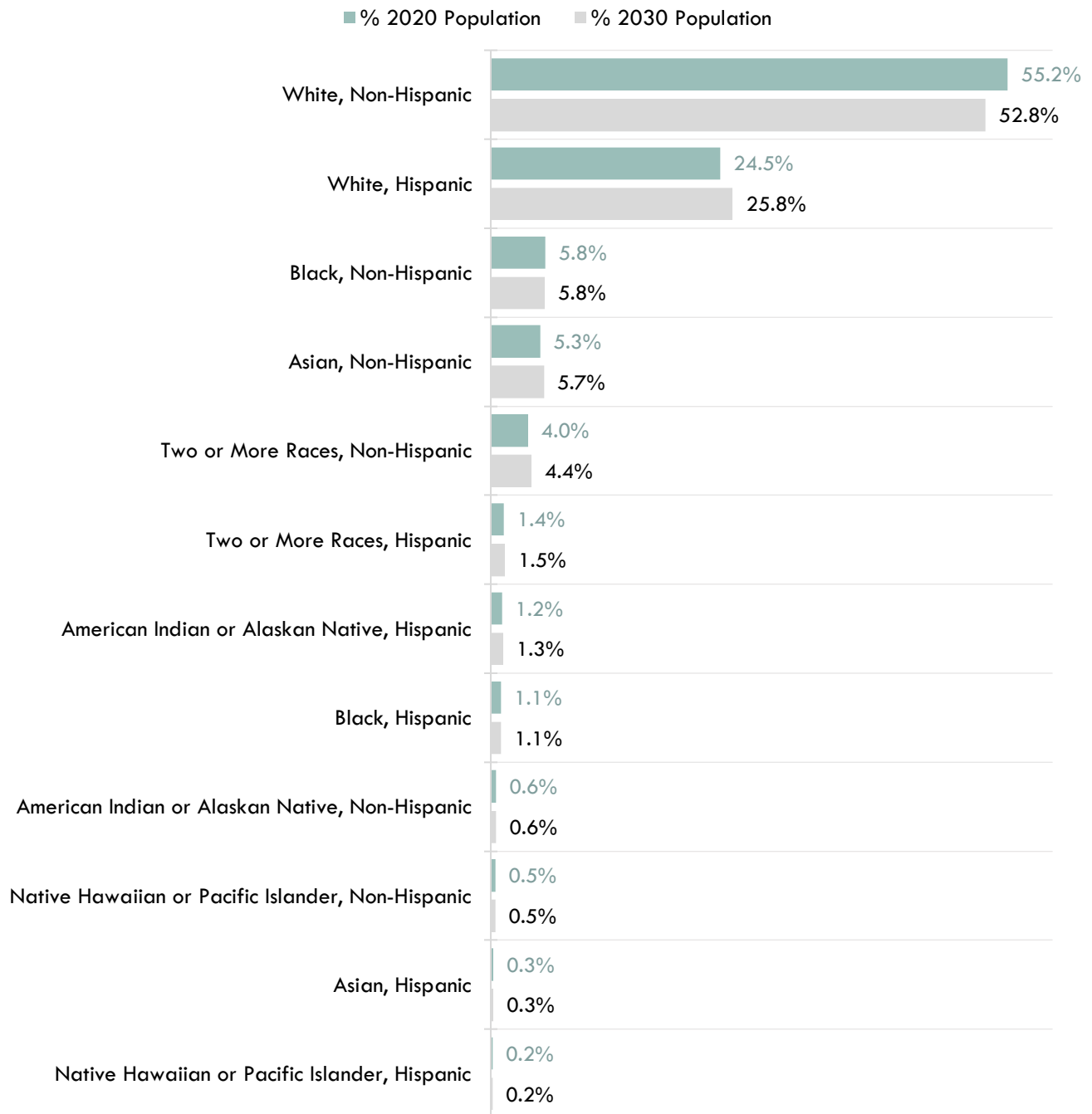
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

² Total differs due to rounding.

Ethnicity

In 2020, 55 percent of the East Region’s population was White, Non-Hispanic. By 2030, that percentage is projected to decrease to 53 percent (Exhibit 6).³ 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 East Region, 2020-2030⁴



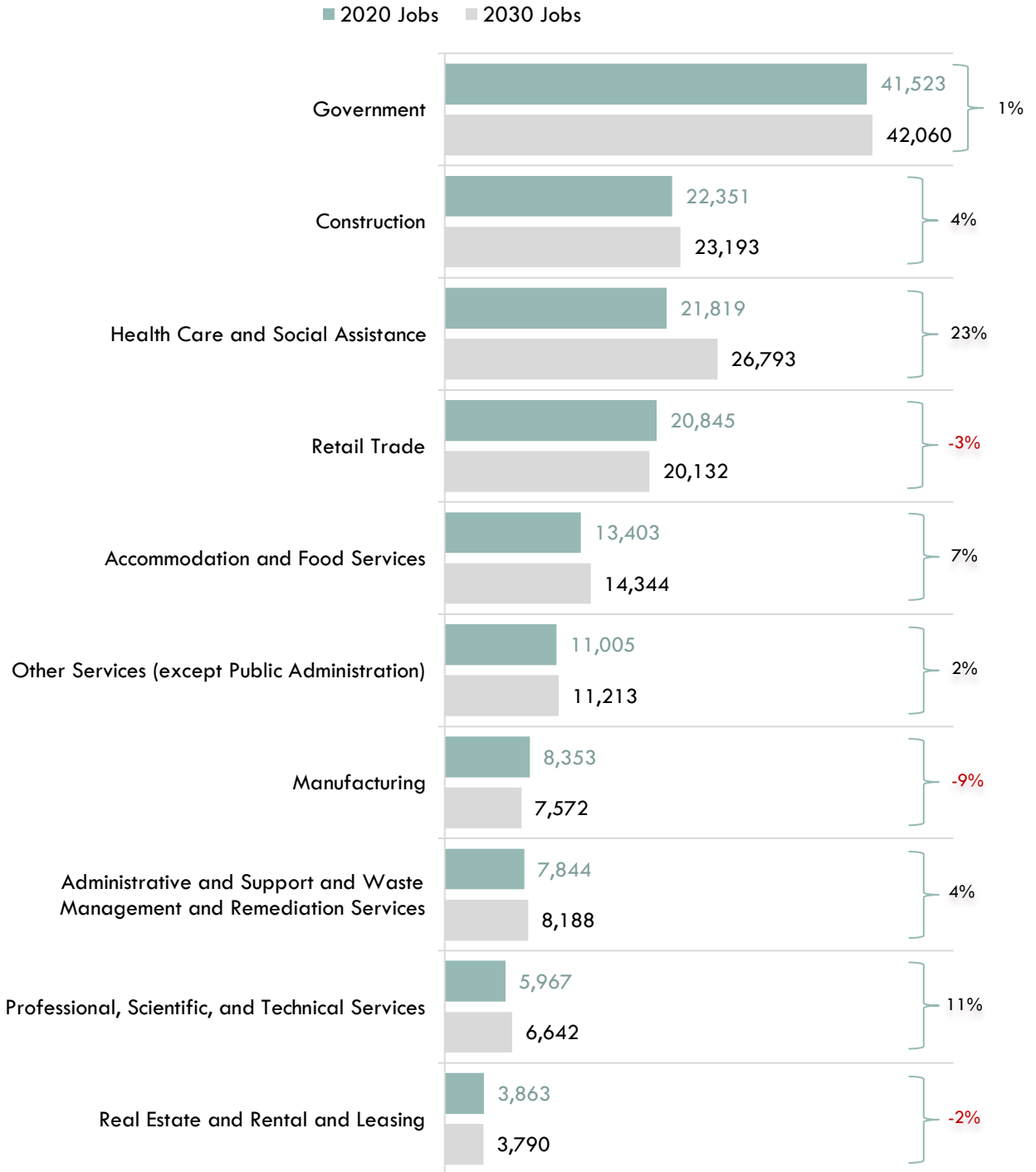
³ The federal government tracks several racial categories (e.g., White, Black or African American, Asian) but only two ethnic categories, Hispanic and Non-Hispanic. There may be some overlap between race and ethnicity unless the two characteristics are clearly separated, (e.g., “White, Non-Hispanic,”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

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

Industries

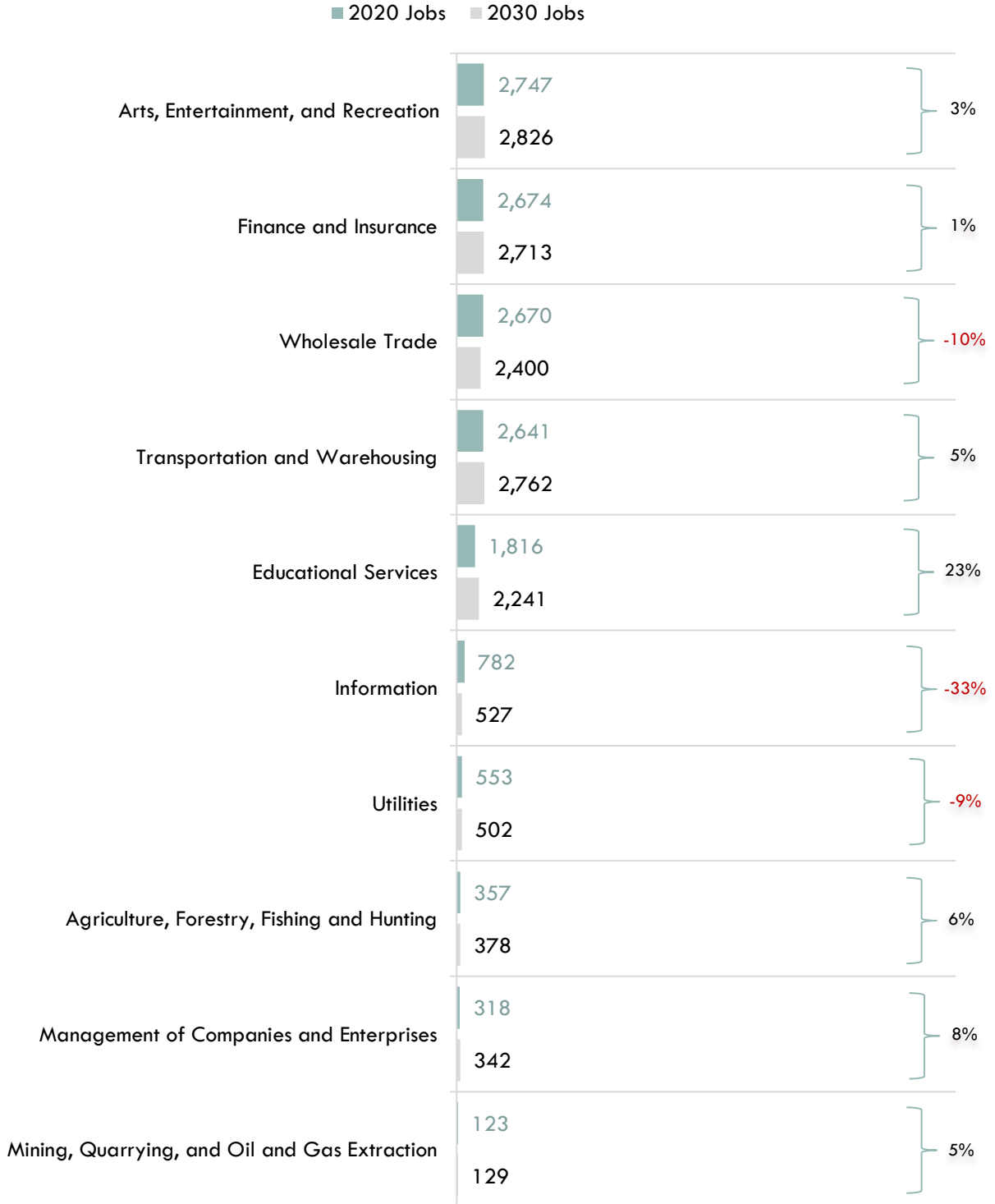
Exhibits 7a and 7b show the number of jobs and the projected percentage change by industry in the East Region. The industries with the most jobs in 2020 were Government⁵; Construction; Health Care and Social Assistance; Retail Trade; and Accommodation and Food Services. Between 2020 and 2030, the industries projected to have job decline are Retail Trade; Manufacturing; Real Estate and Rental and Leasing; Wholesale Trade; Information; and Utilities.

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



⁵ "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 East Region, 2020-2030



Jobs

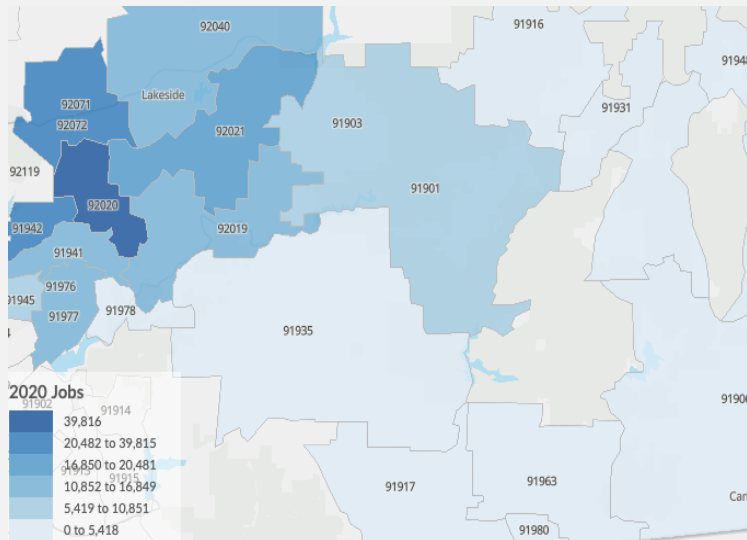
Between 2020 and 2030, the number of jobs in the East Region is expected to increase from 171,654 to 178,745, which is an increase of 7,091 jobs or four percent. Comparatively, San Diego County and California are projected to grow by 96,980 jobs (six percent) and 1,381,022 jobs (seven percent), respectively (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
East Region	171,654	178,745	7,091	4%
San Diego County	1,743,087	1,840,067	96,980	6%
California	19,831,760	21,212,782	1,381,022	7%

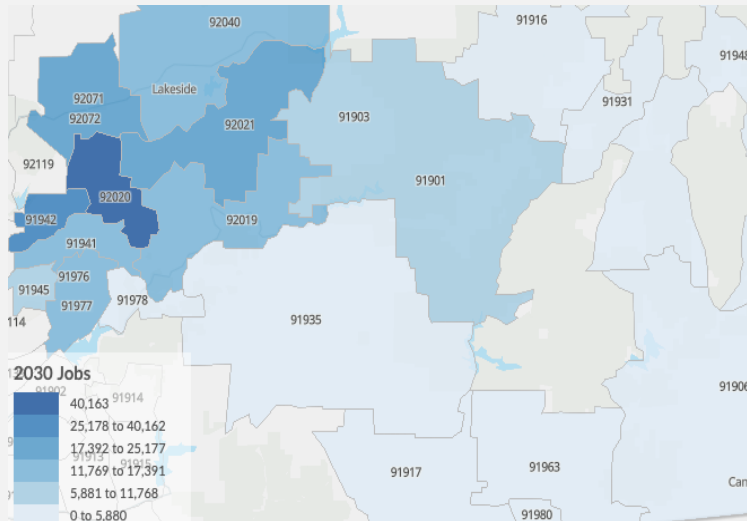
JOB CONCENTRATION BY ZIP CODE IN THE EAST REGION

Exhibit 9a: Job Concentration in 2020



In 2020, the most jobs were located in zip code 92020, which is El Cajon (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 East Region are projected to hire 19,370 workers annually (i.e., average annual job openings) (Exhibit 10). The greatest labor market demand is expected in El Cajon (92020), La Mesa (91942), and Santee (92071) (Exhibits 11). 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 East Region, 2020-2030



19,370

Average
Annual Job Openings
(2020-2030)

92020

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

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

Zip Code	Area	Annual Jobs Openings	Zip Code	Area	Annual Jobs Openings
92020	El Cajon	4,232	91980	Tecate	25
91942	La Mesa	2,728	91979	Spring Valley	18
92071	Santee	2,356	91944	La Mesa	15
92021	El Cajon	1,938	91934	Jacumba	10
91977	Spring Valley	1,437	91905	Boulevard	7
92019	El Cajon	1,428	91917	Dulzura	7
92040	Lakeside	1,357	91948	Mount Laguna	7
91941	La Mesa	1,294	92072	Santee	6
91945	Lemon Grove	979	91903	Alpine	4
91901	Alpine	649	91943	La Mesa	4
91978	Spring Valley	261	91931	Guatay	3
91935	Jamul	226	91963	Potrero	3
92022	El Cajon	201	91976	Spring Valley	2
91962	Pine Valley	85	91946	Lemon Grove	2
91906	Campo	61	91987	Tecate	0
91916	Descanso	25			

Top Jobs with High Entry-Level Earnings

The following section highlights the top jobs with high entry-level earnings in the East 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 Standard⁶

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 East 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 East Region

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	Project Management Specialists and Business Operations Specialists, All Other	186	\$26.87	\$36.47
Associate Degree	Veterinary Technologists and Technicians	18	\$17.88	\$21.47
Some College or Postsecondary Non-degree	Bookkeeping, Accounting, and Auditing Clerks	170	\$17.55	\$21.98
High School Diploma or Lower	Carpenters	227	\$17.11	\$24.55

⁶ 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 East Region, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
13-1198	Project Management Specialists and Business Operations Specialists, All Other	186	None	None	\$26.87	\$36.47
11-1021	General and Operations Managers	183	None	5 years+	\$36.40	\$56.17
29-1141	Registered Nurses	148	None	None	\$41.25	\$50.46
25-1099	Postsecondary Teachers*	141	None	None	\$30.62	\$46.21
25-2021	Elementary School Teachers, Except Special Education	116	None	None	\$25.67	\$32.51
13-2011	Accountants and Auditors	105	None	None	\$27.34	\$36.24
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	102	None	< 5 years	\$23.71	\$46.86
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	86	None	None	\$33.96	\$42.04
11-9021	Construction Managers	74	Moderate-term OJT	None	\$26.14	\$41.56
13-1111	Management Analysts	69	None	< 5 years	\$29.88	\$40.39
13-1071	Human Resources Specialists	55	None	None	\$23.46	\$31.23
13-1161	Market Research Analysts and Marketing Specialists	51	None	None	\$21.40	\$29.28
15-1299	Computer Occupations, All Other	49	Moderate-term OJT	None	\$31.45	\$44.10
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	48	None	None	\$43.74	\$55.52
13-1051	Cost Estimators	46	Moderate-term OJT	None	\$25.70	\$33.57
11-3031	Financial Managers	44	None	5 years+	\$43.36	\$61.99
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors	43	None	None	\$16.19	\$21.26
13-1041	Compliance Officers	40	Moderate-term OJT	None	\$27.60	\$38.88
11-9111	Medical and Health Services Managers	39	None	< 5 years	\$42.15	\$56.55
21-1021	Child, Family, and School Social Workers	38	None	None	\$20.92	\$26.75

*require a doctoral or professional degree

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

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
29-2056	Veterinary Technologists and Technicians	18	None	None	\$17.88	\$21.47
23-2011	Paralegals and Legal Assistants	15	None	None	\$25.84	\$30.52
29-1292	Dental Hygienists	14	None	None	\$43.83	\$48.57
31-2021	Physical Therapist Assistants	14	None	None	\$23.82	\$28.81
17-3023	Electrical and Electronic Engineering Technologists and Technicians	14	None	None	\$26.33	\$33.77
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	12	None	None	\$18.29	\$21.35
53-2021	Air Traffic Controllers	11	Long-term OJT	None	\$50.38	\$65.36
17-3098	Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	10	None	None	\$27.01	\$35.81
17-3011	Architectural and Civil Drafters	9	None	None	\$26.53	\$31.14
17-3022	Civil Engineering Technologists and Technicians	9	None	None	\$18.52	\$23.97
31-2011	Occupational Therapy Assistants	8	None	None	\$23.81	\$32.43
29-2034	Radiologic Technologists and Technicians	8	None	None	\$28.29	\$40.26
19-4042	Environmental Science and Protection Technicians, Including Health	7	None	None	\$19.77	\$24.96
29-1126	Respiratory Therapists	6	None	None	\$33.56	\$40.10
15-1257	Web Developers and Digital Interface Designers	6	None	None	\$20.96	\$30.92
15-1231	Computer Network Support Specialists	6	None	None	\$25.02	\$34.54
49-2091	Avionics Technicians	4	None	None	\$29.56	\$33.21
19-4071	Forest and Conservation Technicians	4	None	None	\$18.98	\$24.07
19-4099	Life, Physical, and Social Science Technicians, All Other	4	None	None	\$25.15	\$31.48
19-4031	Chemical Technicians	3	Moderate-term OJT	None	\$17.31	\$21.40

Exhibit 15: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in the East 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*	170	Moderate-term OJT	None	\$17.55	\$21.98
53-3032	Heavy and Tractor-Trailer Truck Drivers	120	Short-term OJT	None	\$16.66	\$22.42
31-9092	Medical Assistants	101	None	None	\$16.32	\$18.57
29-2061	Licensed Practical and Licensed Vocational Nurses	91	None	None	\$25.81	\$29.69
31-9091	Dental Assistants	66	None	None	\$16.46	\$19.58
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	62	Long-term OJT	None	\$22.74	\$27.83
33-2011	Firefighters	45	Long-term OJT	None	\$26.96	\$33.81
29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	29	None	None	\$17.61	\$22.12
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	24	Moderate-term OJT	None	\$26.03	\$29.77
25-4031	Library Technicians	22	None	None	\$16.39	\$20.52
15-1232	Computer User Support Specialists*	21	None	None	\$21.99	\$28.01
49-3011	Aircraft Mechanics and Service Technicians	19	None	None	\$27.65	\$31.74
27-4011	Audio and Video Technicians	10	Short-term OJT	None	\$16.20	\$21.42
29-9098	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare Practitioners and Technical Workers,	6	None	None	\$16.28	\$22.20
29-2053	Psychiatric Technicians	5	Short-term OJT	< 5 years	\$18.07	\$26.84
27-2011	Actors*	5	Long-term OJT	None	\$20.63	\$26.72
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	5	Long-term OJT	None	\$25.20	\$30.53
29-2055	Surgical Technologists	5	None	None	\$25.89	\$30.18
53-5021	Captains, Mates, and Pilots of Water Vessels	4	None	< 5 years	\$16.31	\$22.64
31-9097	Phlebotomists	4	None	None	\$20.90	\$24.88

*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 East Region, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
47-2031	Carpenters	227	Apprenticeship	None	\$17.11	\$24.55
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	212	Short-term OJT	None	\$16.26	\$20.09
47-2111	Electricians	161	Apprenticeship	None	\$19.75	\$27.77
47-2152	Plumbers, Pipefitters, and Steamfitters	144	Apprenticeship	None	\$19.62	\$26.19
49-9071	Maintenance and Repair Workers, General	132	Moderate-term OJT	None	\$16.34	\$20.33
43-1011	First-Line Supervisors of Office and Administrative Support Workers	118	None	< 5 years	\$22.26	\$28.15
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	117	Moderate-term OJT	None	\$18.63	\$26.94
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	116	None	5 years+	\$27.74	\$35.06
43-6013	Medical Secretaries and Administrative Assistants	103	Moderate-term OJT	None	\$16.44	\$20.86
33-3051	Police and Sheriffs Patrol Officers	85	Moderate-term OJT	None	\$33.20	\$44.63
47-2081	Drywall and Ceiling Tile Installers*	76	Moderate-term OJT	None	\$20.48	\$25.01
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	74	Moderate-term OJT	None	\$19.76	\$28.94
53-3052	Bus Drivers, Transit and Intercity	58	Moderate-term OJT	None	\$16.36	\$20.22
47-2073	Operating Engineers and Other Construction Equipment Operators	57	Moderate-term OJT	None	\$26.47	\$31.65
41-3021	Insurance Sales Agents	47	Moderate-term OJT	None	\$19.90	\$26.15
11-9051	Food Service Managers	47	None	< 5 years	\$18.06	\$25.75
51-4121	Welders, Cutters, Solderers, and Brazers	46	Moderate-term OJT	None	\$18.92	\$24.57
43-3021	Billing and Posting Clerks	45	Moderate-term OJT	None	\$18.33	\$23.00
47-2181	Roofers*	45	Moderate-term OJT	None	\$18.24	\$22.57
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	40	None	< 5 years	\$25.96	\$32.75

*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 East Region, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
47-2211	Sheet Metal Workers	39	Apprenticeship	None	\$24.45	\$29.38
33-3021	Detectives and Criminal Investigators	38	Moderate-term OJT	< 5 years	\$44.32	\$45.62
41-9022	Real Estate Sales Agents	37	Moderate-term OJT	None	\$18.41	\$29.20
43-6011	Executive Secretaries and Executive Administrative Assistants	37	None	< 5 years	\$25.36	\$31.99
51-1011	First-Line Supervisors of Production and Operating Workers	37	None	< 5 years	\$26.25	\$33.71
39-1098	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services	35	None	< 5 years	\$16.87	\$20.97
43-5061	Production, Planning, and Expediting Clerks	35	Moderate-term OJT	None	\$20.13	\$25.35
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	35	Moderate-term OJT	None	\$17.11	\$22.75
43-4061	Eligibility Interviewers, Government Programs	34	Moderate-term OJT	None	\$20.57	\$25.19
51-4041	Machinists	34	Long-term OJT	None	\$16.36	\$20.58
47-2051	Cement Masons and Concrete Finishers*	34	Moderate-term OJT	None	\$22.12	\$26.66
11-9141	Property, Real Estate, and Community Association Managers	33	None	< 5 years	\$23.14	\$30.98
39-1013	First-Line Supervisors of Gambling Services Workers	33	None	< 5 years	\$21.42	\$27.97
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	29	None	< 5 years	\$19.61	\$25.04
33-3012	Correctional Officers and Jailers	29	Moderate-term OJT	None	\$27.79	\$32.40
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	29	None	< 5 years	\$17.08	\$24.10
47-2121	Glaziers	28	Apprenticeship	None	\$23.73	\$35.27
37-3013	Tree Trimmers and Pruners	25	Short-term OJT	None	\$16.56	\$20.84
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	24	Long-term OJT	None	\$22.15	\$27.78
43-5052	Postal Service Mail Carriers	24	Short-term OJT	None	\$19.05	\$30.96

*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 East Region, 2020-2030

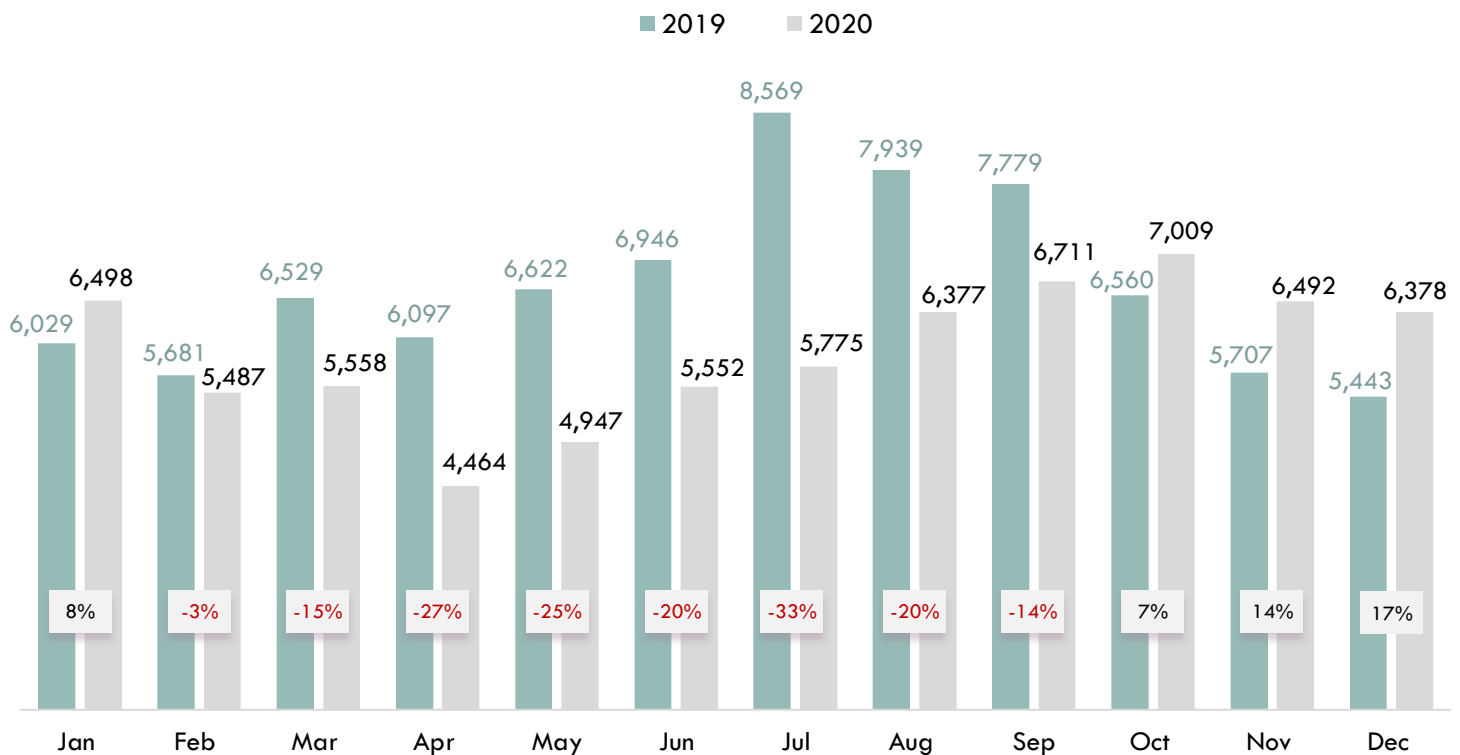
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
37-2021	Pest Control Workers	24	Moderate-term OJT	None	\$16.29	\$19.35
47-2221	Structural Iron and Steel Workers	22	Apprenticeship	None	\$25.15	\$37.21
41-1012	First-Line Supervisors of Non-Retail Sales Workers	21	None	< 5 years	\$17.11	\$28.20
49-9041	Industrial Machinery Mechanics	21	Long-term OJT	None	\$23.83	\$27.45
31-9099	Healthcare Support Workers, All Other	21	None	None	\$17.94	\$22.63
35-1011	Chefs and Head Cooks	21	None	5 years+	\$36.01	\$38.66
43-9041	Insurance Claims and Policy Processing Clerks	19	Moderate-term OJT	None	\$16.95	\$20.55
43-3051	Payroll and Timekeeping Clerks	18	Moderate-term OJT	None	\$21.79	\$26.31
13-1031	Claims Adjusters, Examiners, and Investigators	18	Long-term OJT	None	\$25.99	\$31.71
51-9124	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	17	Moderate-term OJT	None	\$16.24	\$21.23
47-2082	Tapers*	16	Moderate-term OJT	None	\$21.65	\$27.04
53-7051	Industrial Truck and Tractor Operators*	16	Short-term OJT	None	\$16.42	\$22.35
51-2041	Structural Metal Fabricators and Fitters	16	Moderate-term OJT	None	\$16.76	\$22.13
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	16	Long-term OJT	None	\$24.02	\$28.28
47-4011	Construction and Building Inspectors	16	Moderate-term OJT	5 years+	\$25.62	\$35.19
47-2071	Paving, Surfacing, and Tamping Equipment Operators	14	Moderate-term OJT	None	\$20.45	\$25.52
41-9021	Real Estate Brokers	14	None	< 5 years	\$25.04	\$38.11
47-2161	Plasterers and Stucco Masons*	14	Long-term OJT	None	\$24.94	\$27.92
33-9091	Crossing Guards and Flaggers	14	Short-term OJT	None	\$17.63	\$22.56
43-5032	Dispatchers, Except Police, Fire, and Ambulance	13	Moderate-term OJT	None	\$17.09	\$21.21

*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 6,658 unique online job postings⁷ in the East Region (Exhibit 17), whereas in 2020 there was an average of 5,937 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 17: Number of Unique Online Job Postings and Percentage Change by Month in the East Region, 2019-2020



UNIQUE ONLINE JOB POSTINGS DURING THE COVID-19 PANDEMIC

According to available job market analytics, there were 34,816 unique online job postings in 2019 and 30,739 in 2020, which was a 12 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 April 2020), the number of online job postings declined by 31 percent. Despite this reduction, unique job postings have been steadily increasing since April 2020 in the East 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.

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 East Region posted a total of 34,816 unique job postings between January 2019 to December 2019. During this period, businesses with the greatest number of unique online job postings in the East Region were HealthCare Employment Network, CRST International, Sharp Healthcare, Sycuan Casino, and CareInHomes.com (Exhibit 18).

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

Rank	Company Name	Rank	Company Name
1	HealthCare Employment Network*	26	Santee School District*
2	CRST International, Inc.*	27	24 Hour Fitness Worldwide, Inc.
3	Sharp Healthcare*	28	Sunbelt Staffing, LLC*
4	Sycuan Casino*	29	Varsity Tutors LLC
5	CareInHomes.com*	30	McDonald's Corporation*
6	Starbucks Corporation*	31	Lyft, Inc.
7	Teach For America, Inc.	32	Uber Technologies, Inc.*
8	Robert Half International, Inc.*	33	Macy's, Inc.
9	Soliant Health, Inc.*	34	La Mesa-Spring Valley School District*
10	C.R. England, Inc.*	35	Viejas Enterprises
11	The Home Depot*	36	Choctaw Casino & Resort*
12	H&R Block, Inc.*	37	Revature
13	Care.com, Inc.*	38	Petco, Inc.*
14	Assurance	39	GKN PLC
15	Jamul PTA*	40	Accountemps
16	Postmates Inc.*	41	HomeAdvisor, Inc.
17	Target Corporation*	42	Jack In The Box, Inc.*
18	CVS Health Corporation*	43	Allied Universal*
19	Sprouts Farmers Market, Inc.*	44	Kentucky Fried Chicken*
20	DoorDash*	45	Prime Healthcare Services Inc
21	Sittercity, Inc.	46	Ensign Services, Inc.*
22	Pizza Hut, Inc.*	47	Wells Fargo & Company*
23	Grossmont-Cuyamaca Community College District*	48	Grossmont Union High School District
24	Massage Envy	49	Marten Transport, LTD
25	Cajon Valley Union School District	50	Roy Miller Freight Lines, LLC

*Business also ranked as a top business in 2020

Businesses in the East Region posted a total of 30,739 unique job postings between January 2020 to December 2020. During this period, businesses with the greatest number of unique online job postings in the East Region were Sharp Healthcare, C.R. England, CRST International, Soliant Health, and Care.com (Exhibit 19).

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

Rank	Company Name	Rank	Company Name
1	Sharp Healthcare*	26	Virtual Vocations
2	C.R. England, Inc.*	27	Wal-Mart, Inc.
3	CRST International, Inc.*	28	Uber Technologies, Inc.*
4	Soliant Health, Inc.*	29	Wells Fargo & Company*
5	Care.com, Inc.*	30	Semper Solaris
6	Choctaw Casino & Resort*	31	Pizza Hut, Inc.*
7	The Home Depot*	32	SODEXO
8	Starbucks Corporation*	33	Target Corporation*
9	CVS Health Corporation*	34	Amazon.com, Inc.
10	Jamul PTA*	35	Postmates, Inc.*
11	Sunbelt Staffing, LLC*	36	DoorDash*
12	Allied Universal*	37	Panera Bread Company
13	General Atomics	38	Santee School District*
14	HealthCare Employment Network*	39	Ross Sul State University
15	Robert Half International Inc.*	40	La Mesa-Spring Valley School District*
16	Arya Global, Inc.	41	Instacart, Inc.
17	Sprouts Farmers Market, Inc.*	42	Shipt, Inc.
18	Spectrum	43	Jack In The Box Inc.*
19	H&R Block, Inc.*	44	Great Clips, Inc.
20	Sycuan Casino*	45	Grossmont-Cuyamaca Community College District*
21	CareInHomes.com*	46	McDonald's Corporation*
22	Independent Insurance Agents	47	Kentucky Fried Chicken*
23	Petco, Inc.*	48	Ensign Services, Inc.*
24	Growing People and Companies	49	Nomad Health
25	The Olive Garden	50	Taco Bell Corporation

*Business also ranked as a top business in 2019

Technical Skills

Businesses in the East Region posted 34,816 unique online job postings between January 2019 and December 2019. During this period, the most requested technical skill listed in online job postings was “Merchandising” (Exhibit 20).

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

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Intensive Care Unit*
2	Restaurant Operation*	22	Speech-Language Pathology*
3	Selling Techniques*	23	Balancing (Ledger/Billing)*
4	Nursing*	24	Pediatrics*
5	Basic Life Support*	25	Franchising*
6	Cardiopulmonary Resuscitation (CPR)*	26	Point of Sale*
7	Cash Handling*	27	Cooking*
8	Accounting*	28	Meal Planning and Preparation*
9	Customer Experience*	29	Psychology*
10	Cash Register*	30	Food Safety*
11	Caregiving*	31	Inventory Management*
12	Auditing*	32	Sales Management
13	Customer Satisfaction*	33	Bilingual (Spanish/English)*
14	Loss Prevention*	34	Inventory Control*
15	Food Services*	35	Billing*
16	Purchasing*	36	Plumbing*
17	Home Care*	37	Food Preparation
18	Advanced Cardiovascular Life Support*	38	Special Education
19	Warehousing*	39	Rehabilitation*
20	Customer Relationship Management*	40	Acute Care

*Technical skill also ranked as top skill in 2020

Businesses in the East Region posted 30,739 unique online job postings between January 2020 and December 2020. During this period, the most requested technical skill listed in online job postings was “Merchandising” (Exhibit 21).

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

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Billing*
2	Restaurant Operation*	22	HVAC
3	Selling Techniques*	23	Advanced Cardiovascular Life Support*
4	Nursing*	24	Bilingual (Spanish/English) *
5	Basic Life Support*	25	Intensive Care Unit*
6	Caregiving*	26	Franchising*
7	Cardiopulmonary Resuscitation (CPR)*	27	Call Centers
8	Customer Experience*	28	Psychology*
9	Accounting*	29	Plumbing*
10	Cash Handling*	30	Personal Protective Equipment
11	Cash Register*	31	Inventory Control*
12	Auditing*	32	Point of Sale*
13	Warehousing*	33	Cooking*
14	Loss Prevention*	34	Customer Relationship Management*
15	Customer Satisfaction*	35	Inventory Management*
16	Meal Planning and Preparation*	36	Food Safety*
17	Speech-Language Pathology*	37	Rehabilitation*
18	Food Services*	38	Pediatrics*
19	Purchasing*	39	Packaging And Labeling
20	Home Care*	40	Balancing (Ledger/Billing)*

*Technical skill also ranked as top skill in 2019

Soft Skills

Businesses in the East Region posted 34,816 unique online job postings between January 2019 and December 2019. During this period, the most requested soft skill listed in online job postings was “Customer Service” (Exhibit 22).

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

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

*Soft skill also ranked as top skill in 2020

Businesses in the East Region posted 30,739 unique online job postings between January 2020 and December 2020. During this period, the most requested soft skill listed in online job postings was “Customer Service” (Exhibit 23).

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

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

*Soft skill also ranked as top skill in 2019

Certifications and Qualifications

In 2019, employers in the East Region listed “Commercial Driver’s License (CDL)” 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 Region, 2019

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	Certified Occupational Therapy Assistant*
2	Certified Nursing Assistant*	22	Master of Business Administration (MBA)*
3	Licensed Vocational Nurses*	23	Neonatal Nurse Practitioner
4	Food Handler's Card*	24	CDL Class B License*
5	Critical Care Registered Nurse (CCRN)*	25	Certificate in English Language Teaching To Adults (CELTA)
6	Bachelor of Science in Nursing (BSN)*	26	Certified Forklift Operator*
7	Certificate of Clinical Competence In Speech-Language Pathology (CCC-SLP)*	27	Secret Clearance*
8	Nurse Practitioner*	28	CDL Class C License*
9	Licensed Practical Nurse*	29	Personal Trainer Certification
10	ServSafe Certification*	30	EPA 608 Technician Certification*
11	Associate Degree in Nursing*	31	Registered Respiratory Therapist
12	Alcohol Certification*	32	Teaching English as a Foreign Language
13	Automotive Service Excellence (ASE) Certification*	33	Master of Science in Nursing (MSN)*
14	Doubles Endorsement*	34	American Registry of Radiologic Technologists (ARRT) Certified*
15	English Learner Authorization	35	Certified Home Health Aide*
16	Hazmat Endorsement*	36	NIH Stroke Scale (NIHSS)
17	Bachelor of Science in Business*	37	Bachelor of Science In Pharmacy
18	CNOR Certification*	38	Series 7 General Securities Representative License (Stockbroker)*
19	Certified Pharmacy Technician*	39	Patient Care Technician
20	Licensed Clinical Social Worker (LCSW)*	40	Bachelor of Science in Business Administration*

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

In 2020, employers in the East Region listed “Commercial Driver’s License (CDL)” 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 East Region, 2020

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	EPA 608 Technician Certification*
2	Certified Nursing Assistant*	22	Doubles Endorsement*
3	Licensed Vocational Nurses*	23	Top Secret Clearance
4	Food Handler's Card*	24	Certified Forklift Operator*
5	Certificate of Clinical Competence In Speech-Language Pathology (CCC-SLP)*	25	Bachelor of Science in Business*
6	Nurse Practitioner*	26	Master of Science in Nursing (MSN)*
7	Licensed Practical Nurse*	27	Series 7 General Securities Representative License (Stockbroker)*
8	Bachelor of Science in Nursing (BSN)*	28	CDL Class C License*
9	Automotive Service Excellence (ASE) Certification*	29	Doctor of Pharmacy (PharmD)
10	Critical Care Registered Nurse (CCRN)*	30	Certified Home Health Aide*
11	ServSafe Certification*	31	Licensed Marriage And Family Therapist (LMFT)
12	CNOR Certification*	32	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)
13	Alcohol Certification*	33	Certified Public Accountant
14	Licensed Clinical Social Worker (LCSW)*	34	Registered Dietitian (RD/RDN)
15	CDL Class B License*	35	Registered Dental Assistant
16	Clinical Nurse Specialists (CNS)	36	Certified Occupational Therapy Assistant*
17	Master of Business Administration (MBA)*	37	Hazmat Endorsement*
18	Certified Pharmacy Technician*	38	American Registry of Radiologic Technologists (ARRT) Certified*
19	Associate Degree in Nursing*	39	Bachelor of Science in Business Administration*
20	Secret Clearance*	40	Nationwide Mortgage Licensing System (NMLS)

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

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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.

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.

