



IMPERIAL COUNTY

JULY 2021

Regional Profile



Table of Contents

Introduction 3

Fast Facts About Imperial County 5

Demographics..... 6

 Age 7

 Ethnicity 8

Industries 9

Jobs 11

Top Jobs with High Entry-Level Earnings 13

Online Job Postings..... 20

Businesses 21

Technical Skills 23

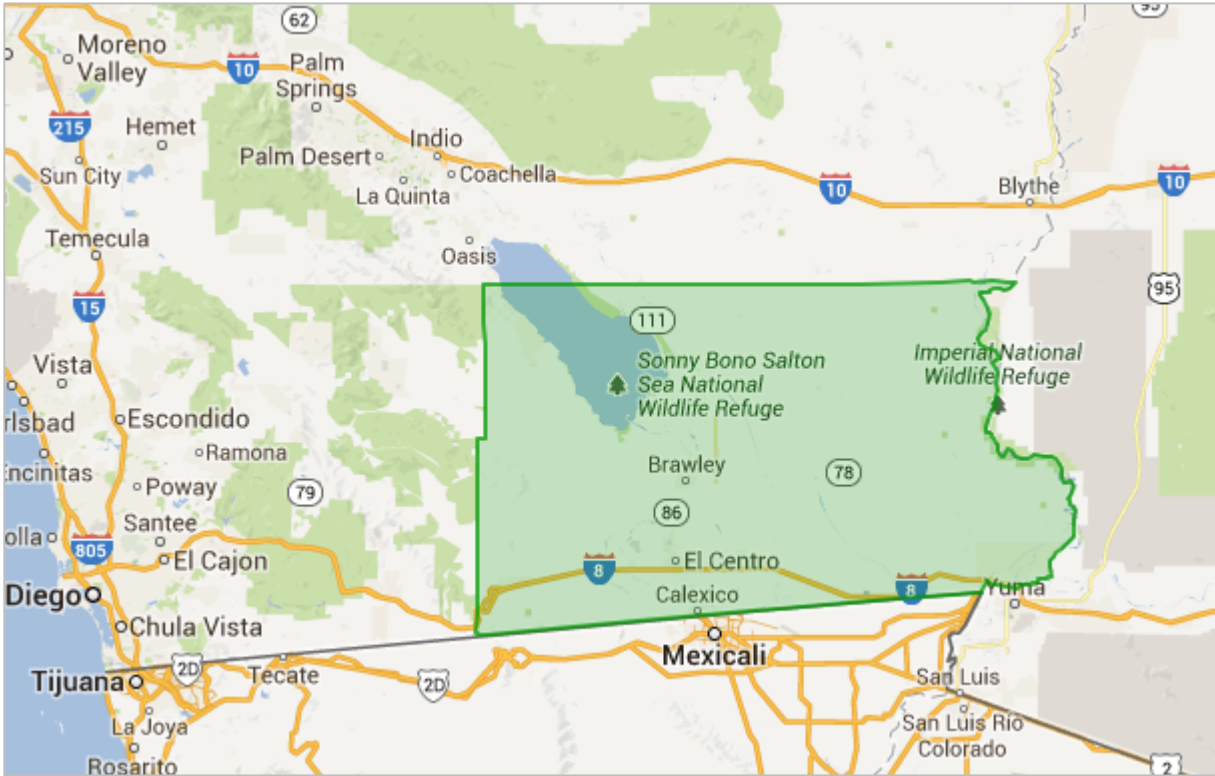
Soft Skills 25

Certifications and Qualifications..... 27

Introduction

This regional profile highlights demographics, industries, and occupations in Imperial County (Exhibit 1). The San Diego-Imperial Center of Excellence for Labor Market Research (COE) produced this brief to help stakeholders develop strategic plans to support the occupational demand and workforce needs of employers in Imperial County.

Exhibit 1: Imperial County



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, Imperial County 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: Imperial County Region by Zip Codes

Zip Code	Area
92222	Bard
92227	Brawley
92231	Calexico
92232	Calexico
92233	Calipatria
92243	El Centro
92244	El Centro
92249	Heber
92250	Holtville
92251	Imperial
92257	Niland
92259	Ocotillo
92266	Palo Verde
92273	Seeley
92275	Salton City
92281	Westmorland
92283	Winterhaven

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 Imperial County

Exhibit 3: Fast Facts About Imperial County



174,721

Total Population
(2020)

Imperial County had a population of 174,721 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 92231 (Calexico).



70,389

Total Jobs
(2020)

Imperial County's total number of jobs in 2020 was 70,389. The zip code with the most jobs was 92243 (El Centro).



8%

10-Year Projected
Job Growth
(2020-2030)

Between 2020 and 2030, the number of jobs is projected to increase by eight percent in Imperial County. The zip code with the most annual job openings is projected to be 92243 (El Centro).



\$56,020

Regional Avg. Earnings
Per Job (2020)

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

In Imperial County, average earnings were estimated at \$56,020 in 2020, which is lower than the national average reported across industries.

Demographics

In 2020, Imperial County had a population of 174,721 residents (Exhibit 4a). Over the next 10 years, the population is expected to increase by 5,531 residents, or three percent. The zip code with the highest growth rate is expected to be Calexico (92231) (Exhibit 4b).

Exhibit 4a: Total Population and Projected Percentage Change in Imperial County, 2020-2030



Total Population, 2020	Total Population, 2030	Projected % Change
174,721	180,252	3%

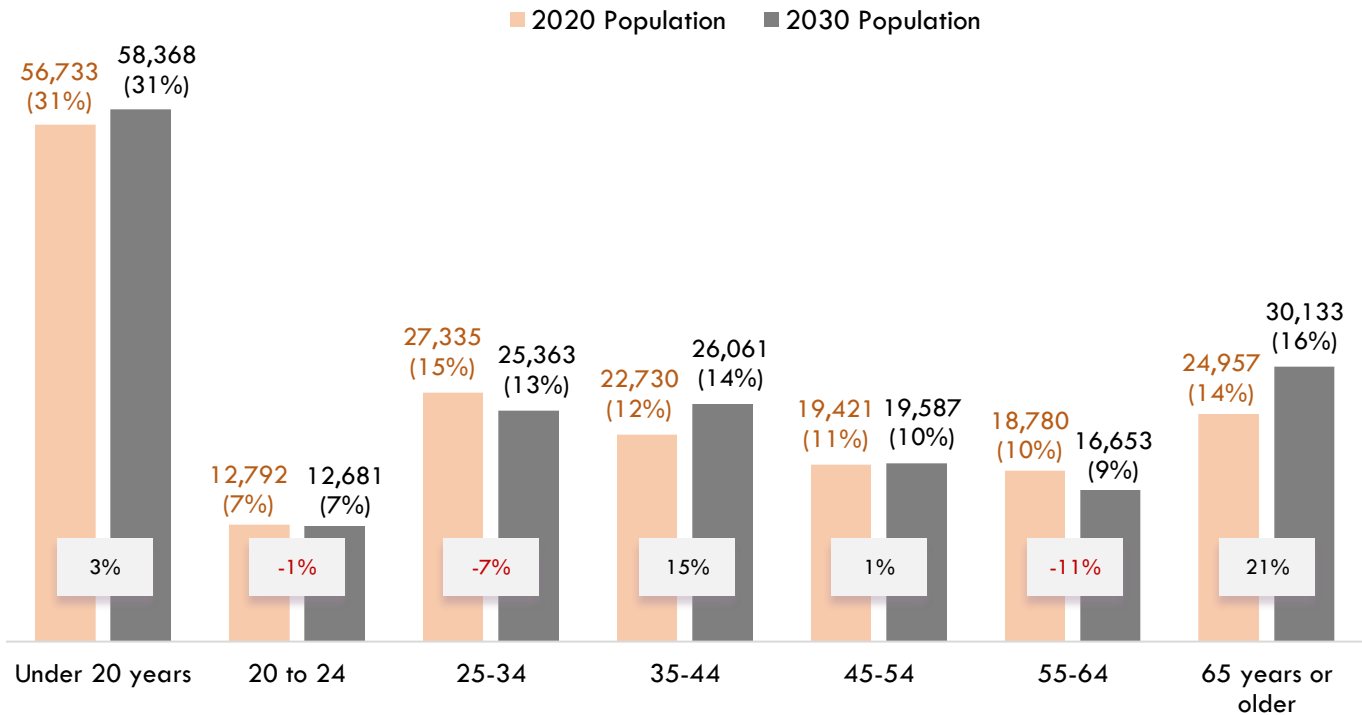
Exhibit 4b: Total Population and Projected Percentage Change in Imperial County by Zip Code, 2020-2030

Zip Code and Area	Population, 2020	Population, 2030	Projected % Change
92243 El Centro	54,162	56,090	4%
92231 Calexico	36,534	38,867	6%
92227 Brawley	31,441	31,952	2%
92251 Imperial	20,783	21,113	2%
92250 Holtville	9,420	9,555	1%
92233 Calipatria	9,410	9,432	0%
92249 Heber	8,591	9,003	5%
92283 Winterhaven	3,128	3,048	-3%
92257 Niland	936	879	-6%
92281 Westmorland	278	283	2%
92275 Salton City	23	15	-35%
92259 Ocotillo	9	9	0%
92273 Seeley	7	7	0%
92222 Bard	N/A	N/A	N/A
92232 Calexico	N/A	N/A	N/A
92244 El Centro	N/A	N/A	N/A
92266 Palo Verde	N/A	N/A	N/A

Age

In 2020, 53 percent of Imperial County’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 remain stable. By 2030, the greatest population change expected for Imperial County will be in the 65 years or older age group, which is projected to increase by 21 percent.

Exhibit 5: Age Breakdown and Projected Percentage Change in Imperial County, 2020-2030²



PRIME-WORKING-AGE ADULTS IN IMPERIAL COUNTY

According to the Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old. In 2020, 38 percent of Imperial County’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.

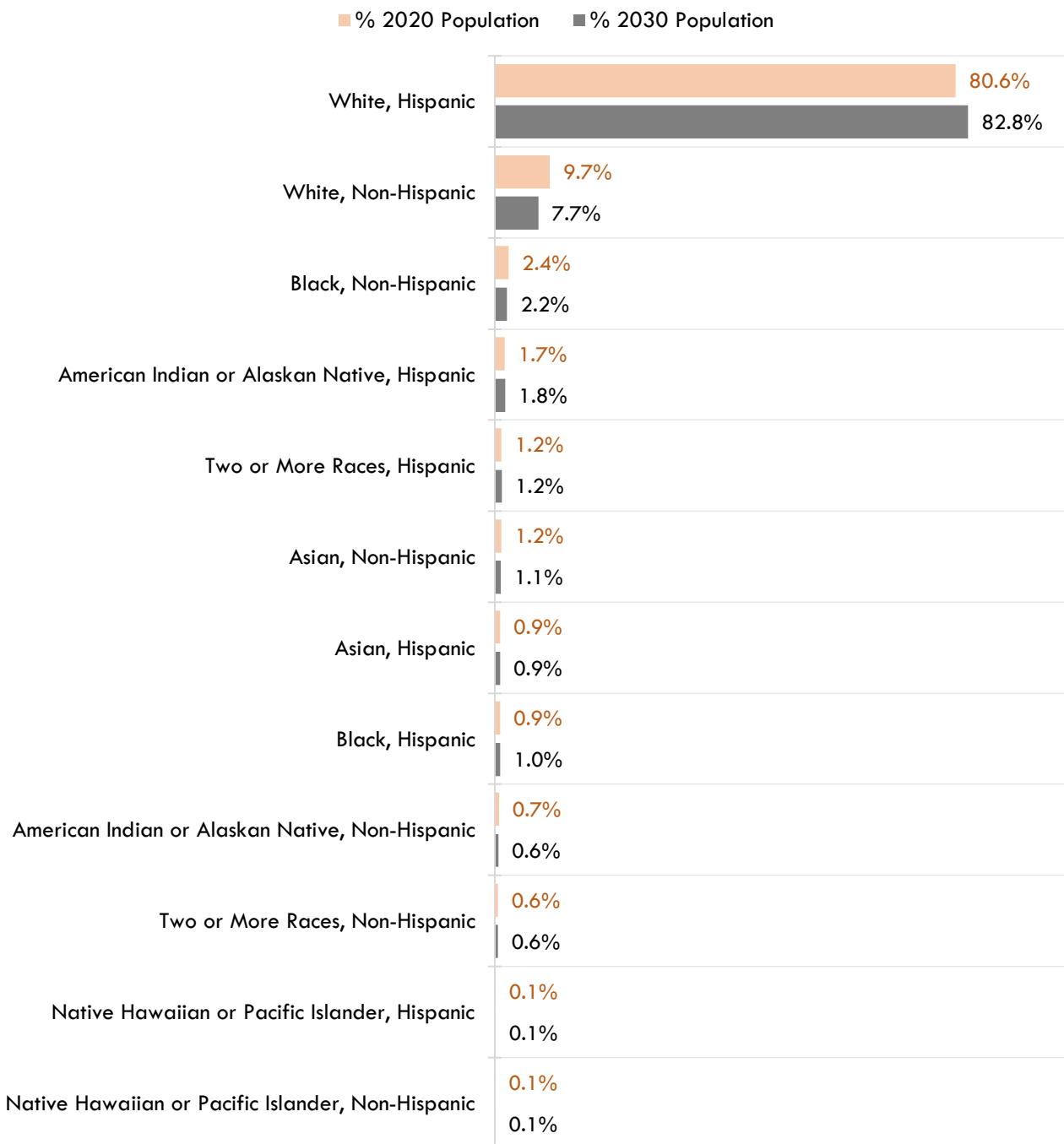
Disclaimer: These numbers represent individuals who are of the “prime-working age” (25-54), and do not necessarily represent the labor force. This number does not account for individuals who do not participate in the labor force due to a variety of reasons, including personal choice, ability status,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

² Total differs due to rounding.

Ethnicity

In 2020, 81 percent of Imperial County’s population was White, Hispanic. By 2030, that percentage is projected to increase to 83 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 Imperial County, 2020-2030⁴



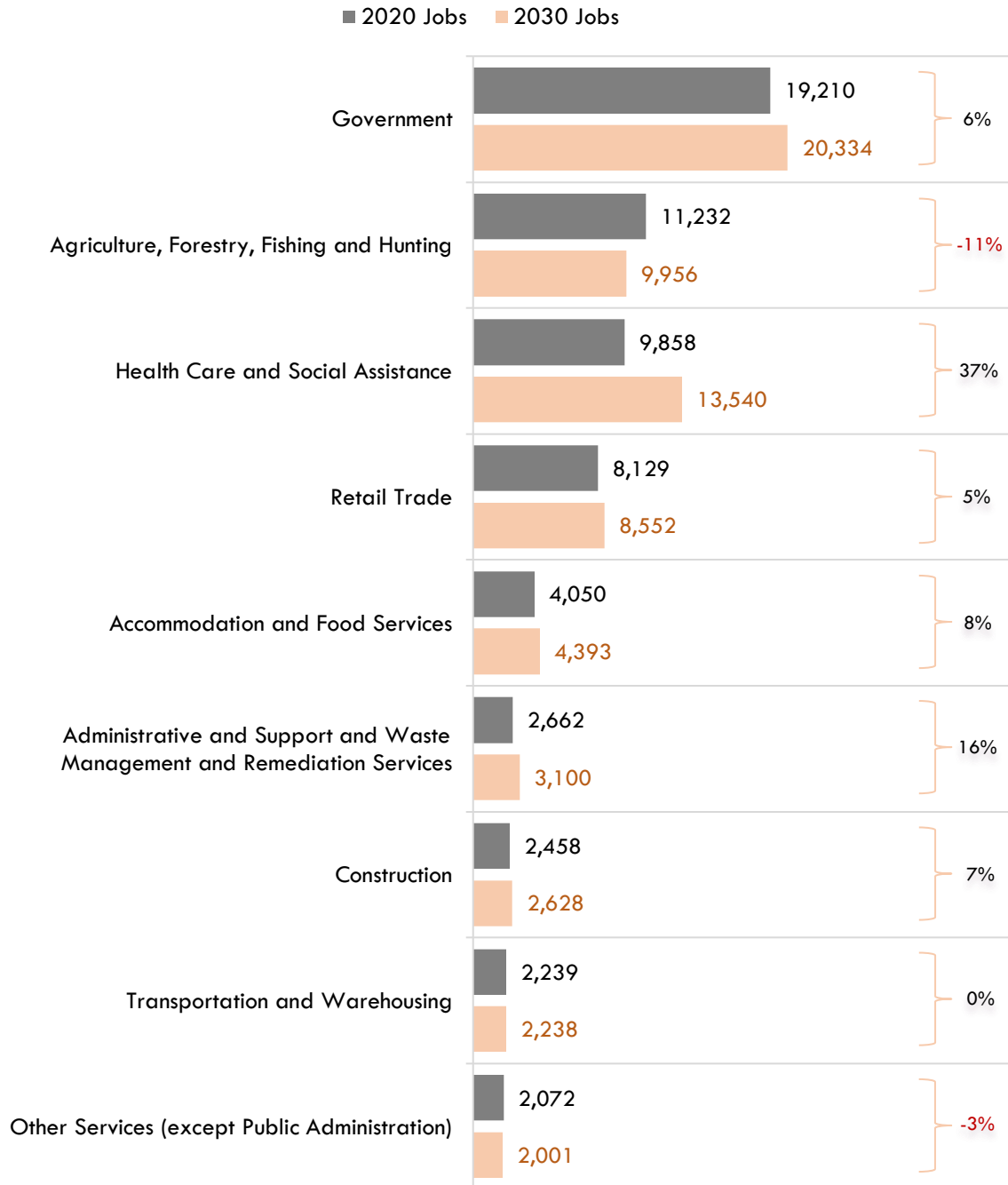
³ The federal government tracks several racial categories (e.g., White, Black or African American, Asian) but only two ethnic categories, Hispanic and Non-Hispanic. There may be some overlap between race and ethnicity unless the two characteristics are clearly separated, (e.g., “White, Non-Hispanic,”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

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

Industries

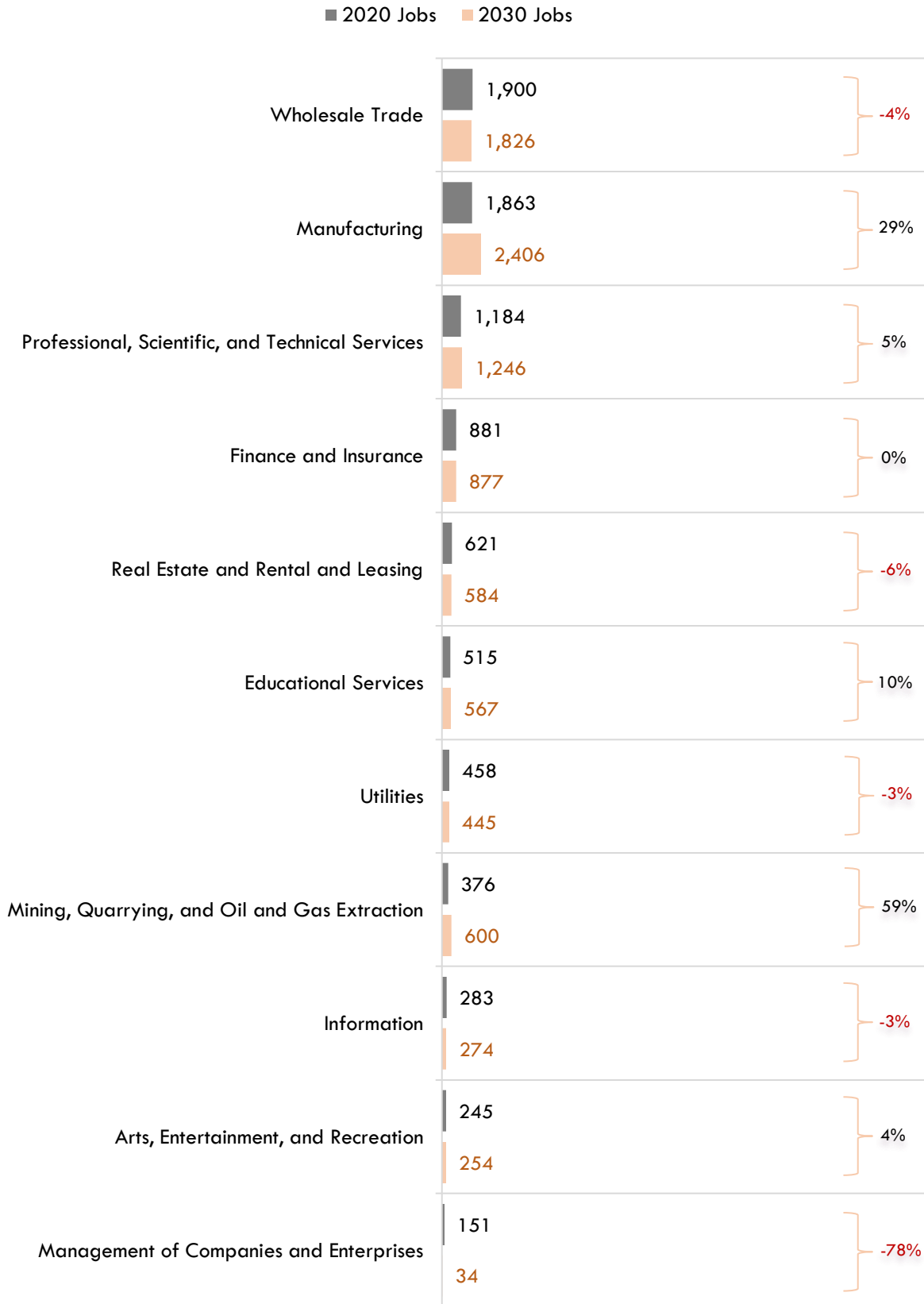
Exhibits 7a and 7b show the number of jobs and the projected percentage change by industry. The industries with the most jobs in 2020 were Government⁵; Agriculture, Forestry, Fishing and Hunting; Health Care and Social Assistance; Retail Trade; and Accommodation and Food Services. Between 2020 and 2030, the industries projected to have job decline are Agriculture, Forestry, Fishing and Hunting; Other Services (except Public Administration); Wholesale Trade; Real Estate and Rental and Leasing; Utilities; Information; and Management of Companies and Enterprises.

Exhibit 7a: Number of Jobs by Industry and Projected Percentage Change in Imperial County, 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 Imperial County, 2020-2030



Jobs

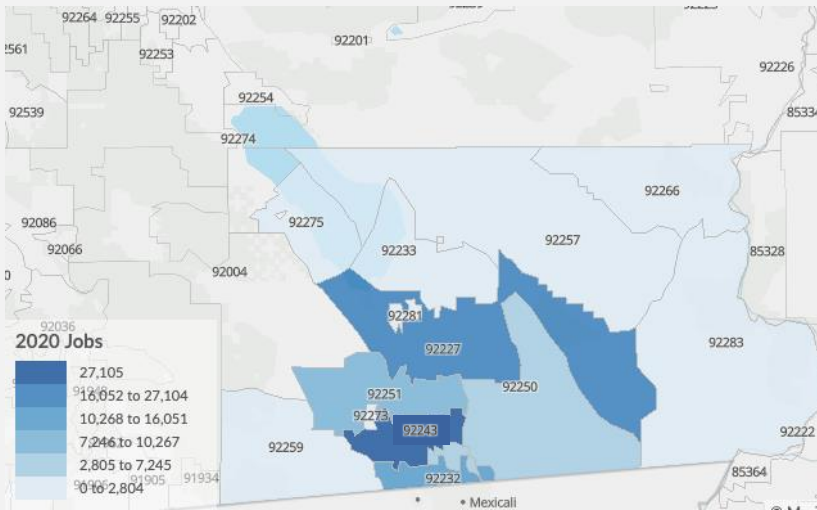
Between 2020 and 2030, the number of jobs in Imperial County is expected to increase from 70,389 to 75,854, which is an increase of 5,465 jobs or eight percent. Comparatively, San Diego County and California are projected to grow by 96,980 jobs (six percent) and 1,381,022 jobs (seven percent), respectively (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
Imperial County	70,389	75,854	5,465	8%
San Diego County	1,743,087	1,840,067	96,980	6%
California	19,831,760	21,212,782	1,381,022	7%

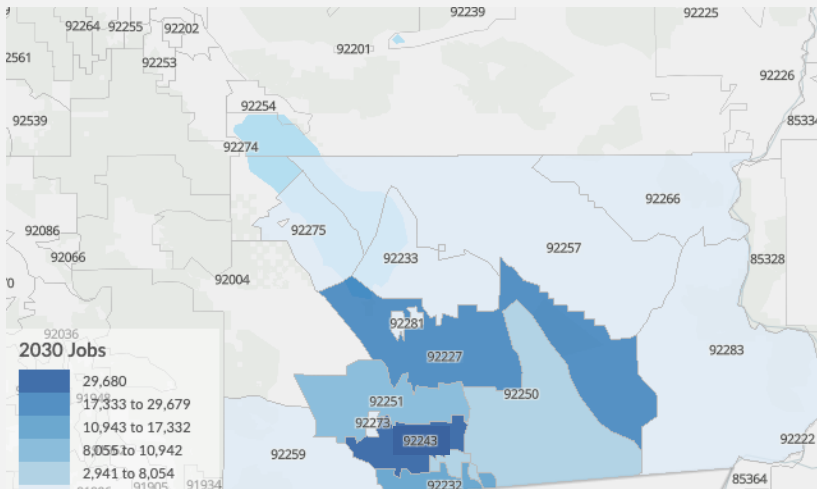
JOB CONCENTRATION BY ZIP CODE IN IMPERIAL COUNTY

Exhibit 9a: Job Concentration in 2020



In 2020, the most jobs were located in zip code 92243, which is El Centro (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 Imperial County are projected to hire 8,741 workers annually (i.e., average annual job openings) (Exhibit 10). The greatest labor market demand is expected in El Centro (92243), Brawley (92227), and Calexico (92231) (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 Imperial County, 2020-2030

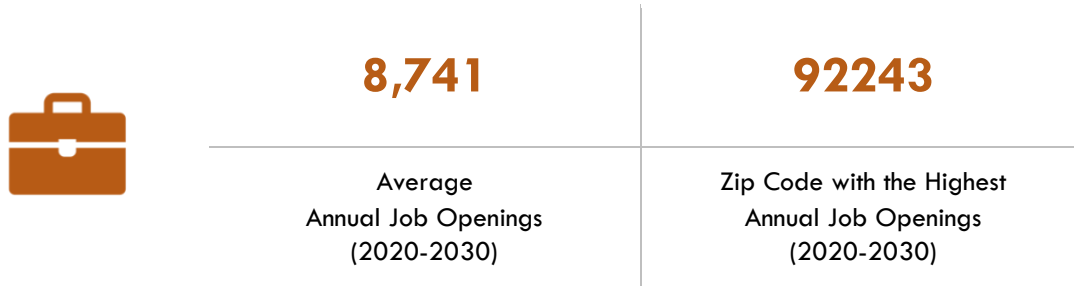


Exhibit 11: Average Annual Job Openings by Zip Code in Imperial County, 2020-2030

Zip Code	Area	Annual Jobs Openings
92243	El Centro	3,462
92227	Brawley	2,091
92231	Calexico	1,247
92251	Imperial	840
92249	Heber	416
92250	Holtville	344
92233	Calipatria	137
92283	Winterhaven	57
92281	Westmorland	48
92275	Salton City	28
92259	Ocotillo	26
92273	Seeley	25
92257	Niland	13
92222	Bard	6
92266	Palo Verde	1

Top Jobs with High Entry-Level Earnings

The following section highlights the top jobs with high earnings in Imperial County. Top jobs with high 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 separate the top jobs in Imperial County 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 Imperial County

Typical Entry-Level Education	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings
Bachelor's Degree or Higher	Elementary School Teachers, Except Special Education	84	\$34.46	\$43.33
Associate Degree	Preschool Teachers, Except Special Education	29	\$17.70	\$21.67
Some College or Postsecondary Non-degree	Heavy and Tractor-Trailer Truck Drivers	131	\$17.24	\$21.42
High School Diploma or Lower	Farmers, Ranchers, and Other Agricultural Managers	125	\$20.80	\$31.11

⁶ Hourly earnings are grouped into five percentiles: 10th, 25th, 50th (median), 75th, and 90th. Entry-level or 25th percentile earnings of \$13.20/hr. indicate that 75% of the workers in that occupation make **more** than \$13.20/hr. Median earnings of \$13.20/hr. mean that half of workers in that occupation make more and half make less (kb.economicmodeling.com/glossary). The Self-Sufficiency Standard in Imperial County for two adults and two school-aged children is \$13.20 (insightccd.org/2018-self-sufficiency-standard). This standard was chosen due to the 3.68 persons per household (2012-2016) as determined by the U.S. Census for Imperial County.

Exhibit 13: Top 20 Jobs with High Earnings that Require a Bachelor's Degree or Higher in Imperial County, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
25-2021	Elementary School Teachers, Except Special Education	84	None	None	\$34.46	\$43.33
11-1021	General and Operations Managers	59	None	5 years+	\$27.01	\$35.38
25-1099	Postsecondary Teachers*	58	None	None	\$40.84	\$59.56
25-3097	Tutors and Teachers and Instructors, All Other	56	None	None	\$14.10	\$17.91
29-1141	Registered Nurses	56	None	None	\$35.26	\$42.37
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	47	None	None	\$33.14	\$41.46
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	42	None	< 5 years	\$33.48	\$46.07
13-1041	Compliance Officers	42	Moderate-term OJT	None	\$28.25	\$39.99
25-3031	Substitute Teachers, Short-Term	38	None	None	\$20.31	\$22.37
13-1198	Project Management Specialists and Business Operations Specialists, All Other	34	None	None	\$24.24	\$29.31
13-2011	Accountants and Auditors	27	None	None	\$24.93	\$30.04
11-9039	Education Administrators, All Other	26	None	< 5 years	\$42.08	\$46.42
21-1013	Marriage and Family Therapists*	24	Internship/residency	None	\$15.63	\$20.41
13-1111	Management Analysts	21	None	< 5 years	\$28.15	\$34.74
25-9044	Teaching Assistants, Postsecondary	17	None	None	\$16.02	\$18.47
21-1015	Rehabilitation Counselors*	16	None	None	\$13.84	\$15.29
11-9151	Social and Community Service Managers	16	None	< 5 years	\$25.52	\$29.15
11-9111	Medical and Health Services Managers	16	None	< 5 years	\$37.18	\$52.56
29-1127	Speech-Language Pathologists	14	Internship/residency	None	\$26.85	\$33.47
11-9021	Construction Managers	13	Moderate-term OJT	None	\$16.62	\$24.84

*require a doctoral, professional, or master's degree

Exhibit 14: Top 10 Jobs with High Earnings that Require an Associate Degree in Imperial County, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
25-2011	Preschool Teachers, Except Special Education	29	None	None	\$17.70	\$21.67
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	3	None	None	\$14.21	\$16.37
31-2021	Physical Therapist Assistants	3	None	None	\$38.15	\$43.38
17-3022	Civil Engineering Technologists and Technicians	3	None	None	\$22.58	\$28.48
29-2034	Radiologic Technologists and Technicians	3	None	None	\$32.91	\$37.61
19-4011	Agricultural and Food Science Technicians	3	Moderate-term OJT	None	\$15.29	\$18.93
23-2099	Legal Support Workers, All Other	2	None	None	\$17.07	\$23.02
15-1231	Computer Network Support Specialists	2	None	None	\$23.90	\$31.13
29-1292	Dental Hygienists	2	None	None	\$28.31	\$37.11
29-1126	Respiratory Therapists	2	None	None	\$25.47	\$28.29

Exhibit 15: Top 20 Jobs with High Earnings that Require Some College or Postsecondary Non-Degree Award in Imperial County, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
53-3032	Heavy and Tractor-Trailer Truck Drivers	131	Short-term OJT	None	\$17.24	\$21.42
25-9045	Teaching Assistants, Except Postsecondary*	84	None	None	\$14.39	\$17.63
43-3031	Bookkeeping, Accounting, and Auditing Clerks*	64	Moderate-term OJT	None	\$14.11	\$17.06
29-2061	Licensed Practical and Licensed Vocational Nurses	36	None	None	\$18.55	\$22.21
31-9091	Dental Assistants	19	None	None	\$17.35	\$20.33
49-3011	Aircraft Mechanics and Service Technicians	18	None	None	\$26.68	\$35.39
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	15	Long-term OJT	None	\$17.76	\$26.31
29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	13	None	None	\$15.12	\$18.58
33-2011	Firefighters	12	Long-term OJT	None	\$13.81	\$16.06
15-1232	Computer User Support Specialists*	9	None	None	\$17.58	\$24.64
25-4031	Library Technicians	7	None	None	\$14.55	\$18.75
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	6	Moderate-term OJT	None	\$13.80	\$26.78
31-9097	Phlebotomists	6	None	None	\$18.12	\$20.82
33-2021	Fire Inspectors and Investigators	6	Moderate-term OJT	5 years+	\$48.36	\$79.78
49-2011	Computer, Automated Teller, and Office Machine Repairers*	4	Short-term OJT	None	\$17.01	\$25.18
27-4011	Audio and Video Technicians	3	Short-term OJT	None	\$16.30	\$21.58
29-2041	Emergency Medical Technicians and Paramedics	3	None	None	\$16.07	\$25.19
33-1021	First-Line Supervisors of Firefighting and Prevention Workers	3	Moderate-term OJT	< 5 years	\$32.35	\$44.10
29-9098	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare Practitioners and Technical Workers,	3	None	None	\$18.71	\$27.77
29-2053	Psychiatric Technicians	2	Short-term OJT	< 5 years	\$19.71	\$28.96

*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 Imperial County, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
11-9013	Farmers, Ranchers, and Other Agricultural Managers	125	None	5 years+	\$20.80	\$31.11
33-3012	Correctional Officers and Jailers	100	Moderate-term OJT	None	\$36.15	\$56.60
41-1011	First-Line Supervisors of Retail Sales Workers	79	None	< 5 years	\$14.52	\$18.23
21-1093	Social and Human Service Assistants	74	Short-term OJT	None	\$17.59	\$21.17
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	71	Short-term OJT	None	\$13.91	\$18.00
49-9071	Maintenance and Repair Workers, General	54	Moderate-term OJT	None	\$13.68	\$17.62
43-1011	First-Line Supervisors of Office and Administrative Support Workers	54	None	< 5 years	\$18.96	\$24.15
47-2061	Construction Laborers*	51	Short-term OJT	None	\$13.34	\$18.02
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	51	None	< 5 years	\$13.37	\$15.46
33-9098	School Bus Monitors and Protective Service Workers, All Other	48	Short-term OJT	None	\$13.29	\$19.23
45-2099	Agricultural Workers, All Other*	44	Short-term OJT	None	\$22.47	\$26.94
45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers	44	None	< 5 years	\$22.61	\$26.92
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41	Moderate-term OJT	None	\$19.26	\$28.73
33-3021	Detectives and Criminal Investigators	39	Moderate-term OJT	< 5 years	\$39.98	\$41.15
33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers*	31	Short-term OJT	None	\$24.32	\$37.07
47-2031	Carpenters	31	Apprenticeship	None	\$15.00	\$23.08
43-6013	Medical Secretaries and Administrative Assistants	30	Moderate-term OJT	None	\$13.43	\$16.00
35-2012	Cooks, Institution and Cafeteria*	22	Short-term OJT	None	\$13.52	\$16.08
33-3051	Police and Sheriffs Patrol Officers	22	Moderate-term OJT	None	\$26.74	\$31.98
11-9051	Food Service Managers	21	None	< 5 years	\$13.46	\$20.34

*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 Imperial County, 2020-2030

SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
47-2231	Solar Photovoltaic Installers	20	Moderate-term OJT	None	\$23.47	\$30.88
47-2073	Operating Engineers and Other Construction Equipment Operators	20	Moderate-term OJT	None	\$20.20	\$25.68
51-1011	First-Line Supervisors of Production and Operating Workers	16	None	< 5 years	\$24.76	\$35.45
43-3021	Billing and Posting Clerks	16	Moderate-term OJT	None	\$15.21	\$19.97
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	16	None	< 5 years	\$13.29	\$19.16
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	16	None	< 5 years	\$17.81	\$22.61
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	16	None	5 years+	\$21.50	\$28.25
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	15	None	< 5 years	\$25.40	\$35.14
53-3031	Driver/Sales Workers	15	Short-term OJT	None	\$14.57	\$17.79
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	14	Moderate-term OJT	None	\$14.93	\$21.69
49-3042	Mobile Heavy Equipment Mechanics, Except Engines	14	Long-term OJT	None	\$23.45	\$28.11
47-2152	Plumbers, Pipefitters, and Steamfitters	14	Apprenticeship	None	\$18.58	\$27.47
51-8013	Power Plant Operators	14	Long-term OJT	None	\$23.08	\$26.96
47-2111	Electricians	13	Apprenticeship	None	\$22.54	\$31.84
43-4061	Eligibility Interviewers, Government Programs	13	Moderate-term OJT	None	\$19.42	\$21.86
43-9199	Office and Administrative Support Workers, All Other	12	Short-term OJT	None	\$14.32	\$20.56
29-2052	Pharmacy Technicians	12	Moderate-term OJT	None	\$15.75	\$18.18
53-3052	Bus Drivers, Transit and Intercity	12	Moderate-term OJT	None	\$16.82	\$22.52
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	12	Long-term OJT	None	\$13.61	\$16.43
41-3011	Advertising Sales Agents	12	Moderate-term OJT	None	\$16.74	\$21.05

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

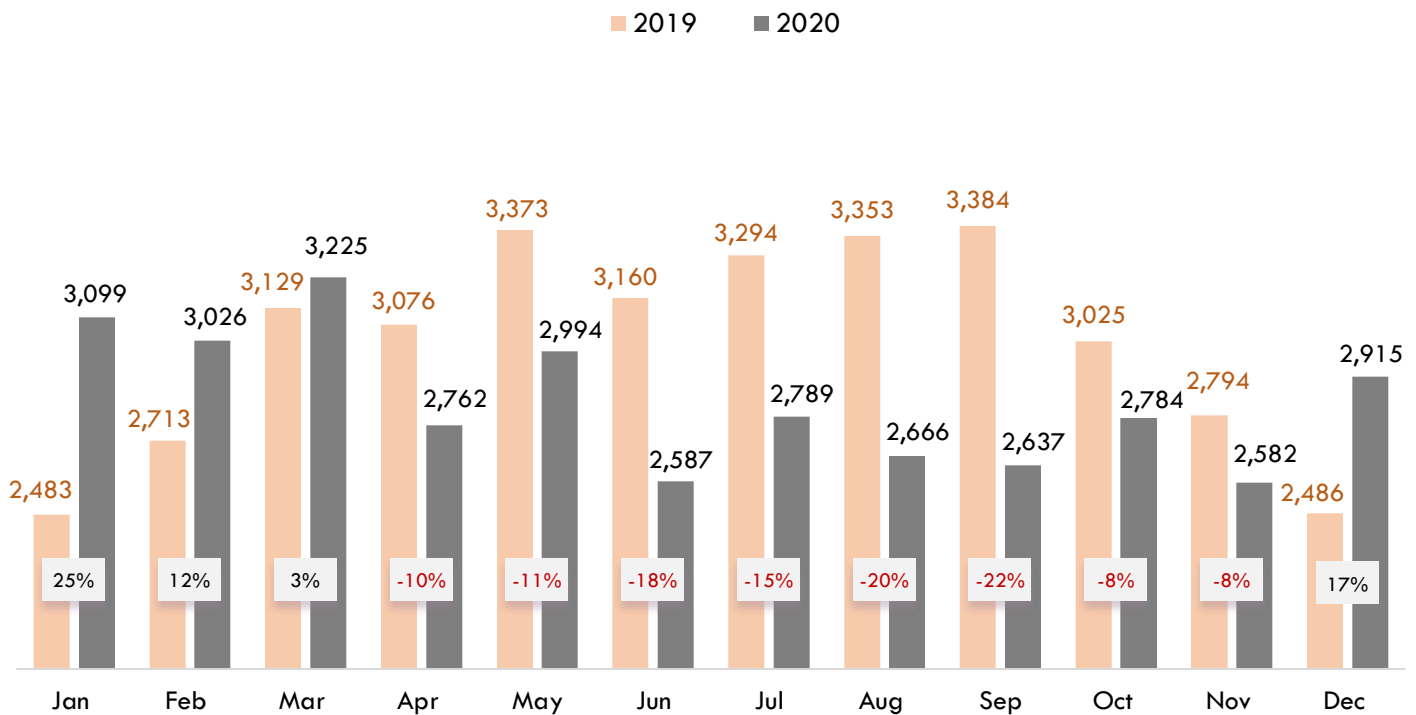
SOC	Occupational Title	Annual Job Openings	Typical On-the-Job Training (OJT)	Work Experience Required	Entry-Level Earnings	Median Earnings
47-5041	Continuous Mining Machine Operators*	12	Moderate-term OJT	None	\$18.47	\$24.00
51-4121	Welders, Cutters, Solderers, and Brazers	11	Moderate-term OJT	None	\$16.96	\$22.36
43-4199	Information and Record Clerks, All Other	11	Short-term OJT	None	\$16.89	\$21.22
51-9196	Paper Goods Machine Setters, Operators, and Tenders	11	Moderate-term OJT	None	\$15.85	\$19.58
31-9099	Healthcare Support Workers, All Other	11	None	None	\$16.28	\$18.18
43-3051	Payroll and Timekeeping Clerks	11	Moderate-term OJT	None	\$17.09	\$19.12
49-9041	Industrial Machinery Mechanics	10	Long-term OJT	None	\$18.21	\$24.94
41-9022	Real Estate Sales Agents	10	Moderate-term OJT	None	\$16.43	\$27.34
27-4098	Lighting Technicians and Media and Communication Equipment Workers, All Other	10	Short-term OJT	None	\$21.19	\$34.83
41-1012	First-Line Supervisors of Non-Retail Sales Workers	10	None	< 5 years	\$13.75	\$23.35
41-3021	Insurance Sales Agents	10	Moderate-term OJT	None	\$15.57	\$19.02
39-9031	Exercise Trainers and Group Fitness Instructors	9	Short-term OJT	None	\$25.59	\$36.20
51-8031	Water and Wastewater Treatment Plant and System Operators	9	Long-term OJT	None	\$21.98	\$32.79
47-2161	Plasterers and Stucco Masons*	9	Long-term OJT	None	\$21.80	\$29.33
43-4031	Court, Municipal, and License Clerks	9	Long-term OJT	None	\$16.27	\$18.63
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	8	Moderate-term OJT	None	\$13.66	\$16.38
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	8	None	< 5 years	\$14.09	\$22.67
25-3021	Self-Enrichment Teachers	8	None	< 5 years	\$13.92	\$20.04
47-4051	Highway Maintenance Workers	8	Moderate-term OJT	None	\$18.03	\$19.65
43-4111	Interviewers, Except Eligibility and Loan	8	Short-term OJT	None	\$14.55	\$17.56

*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 3,023 unique online job postings⁷ in Imperial County (Exhibit 17), whereas in 2020 there was an average of 2,839 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 Imperial County, 2019-2020



UNIQUE ONLINE JOB POSTINGS DURING THE COVID-19 PANDEMIC

According to available job market analytics, there were 14,681 unique online job postings in 2019 and 12,076 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 remained stable. In 2020, the month with the lowest number of online job postings in Imperial County was November.

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 Imperial County posted a total of 14,681 unique job postings between January 2019 to December 2019. During this period, businesses with the greatest number of unique online job postings in Imperial County were CRST International, El Centro Regional Medical Center, C.R. England, Wal-Mart, and CompHealth (Exhibit 18).

Exhibit 18: Top Businesses Ranked by Number of Unique Online Job Postings in Imperial County, 2019

Rank	Company Name	Rank	Company Name
1	CRST International, Inc.*	26	Starbucks Corporation*
2	El Centro Regional Medical Center, Inc.*	27	Imperial Irrigation District*
3	C.R. England, Inc.*	28	Dollar Tree, Inc.
4	Wal-Mart, Inc.*	29	Pizza Hut, Inc.*
5	CompHealth, Inc.*	30	Circle K Stores, Inc.*
6	Uber Eats*	31	SenText
7	Care.com, Inc.*	32	United Parcel Service, Inc.
8	Assurance IQ, LLC*	33	AccentCare, Inc.
9	Dollar General Corporation*	34	Pegasus Transportation, Inc.*
10	Postmates, Inc.	35	Career Staff Unlimited, Inc.
11	Cynet Systems, Inc.	36	Werner Enterprises, Inc.
12	State of California	37	Lowe's Companies, Inc.
13	The Home Depot*	38	Stability Healthcare, Inc.
14	Jack in the Box, Inc.*	39	PetSmart, Inc.*
15	CVS Health Corporation*	40	The Geo Group, Inc.
16	The Olive Garden*	41	U.S. Xpress, Inc.
17	Dallas County Community College District*	42	McDonald's Corporation*
18	Pilot Flying J*	43	Geo Corrections and Detention, LLC
19	Imperial County Office of Education*	44	CrowdStrike, Inc.
20	System TWT Transportation, LLC	45	Revature*
21	AutoZone, Inc.*	46	Applebee's International, Inc.
22	Trustaff Management, Inc.	47	American Traveler, Inc.
23	Jobot	48	Indian Health Service
24	24-Hour Medical Staffing Services, LLC	49	TaleMed
25	Clinical Management Consultants*	50	Central Oregon Truck Company, Inc.

*Business also ranked as a top business in 2020

Businesses in Imperial County posted a total of 12,076 unique job postings between January 2020 to December 2020. During this period, businesses with the greatest number of unique online job postings in Imperial County were CRST International, HealthCare Employment Network, CompHealth, El Centro Regional Medical Center, and Barton & Associates (Exhibit 19).

Exhibit 19: Top Businesses Ranked by Number of Unique Online Job Postings in Imperial County, 2020

Rank	Company Name	Rank	Company Name
1	CRST International, Inc.*	26	Quechan Indian Tribe
2	HealthCare Employment Network	27	J & J Worldwide Services
3	CompHealth, Inc.*	28	Pioneers Memorial Healthcare District
4	El Centro Regional Medical Center, Inc.*	29	Imperial Irrigation District*
5	Barton & Associates, Inc.	30	The Gypsy Nurse
6	NurseFly	31	Heartland Express, Inc.
7	Teach For America, Inc.	32	Dollar General Corporation*
8	Centene Corporation	33	Wal-Mart, Inc.*
9	Clinical Management Consultants*	34	Jack in the Box, Inc.*
10	Assurance IQ, LLC*	35	Starbucks Corporation*
11	Imperial County Office of Education*	36	Pilot Flying J*
12	C.R. England, Inc.*	37	The Olive Garden*
13	HomeAdvisor, Inc.	38	EF Education First, Inc.
14	Care.com, Inc.*	39	El Centro Elementary School District
15	Uber Technologies, Inc.	40	Love's Travel Stops & Country Stores, Inc.
16	Imperial Valley College Foundation	41	Revature*
17	United States Department of the Navy	42	McDonald's Corporation*
18	Vista Staffing Solutions, Inc.	43	AutoZone, Inc.*
19	Dallas County Community College District*	44	Quechan Casino Resort
20	Uber Eats*	45	Petsmart, Inc.*
21	Accountemps	46	CVS Health Corporation*
22	Pizza Hut, Inc.*	47	Aureus Medical Management Services, LLC
23	Pegasus Transportation, Inc.*	48	Taco Bell Corporation
24	The Home Depot*	49	Ross Stores, Inc.
25	Family Dollar Stores, Inc.	50	Circle K Stores, Inc.*

*Business also ranked as a top business in 2019

Technical Skills

Businesses in Imperial County posted 14,681 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 Imperial County, 2019

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Treatment Planning*
2	Basic Life Support*	22	Bilingual (Spanish/English)*
3	Nursing*	23	Rehabilitation*
4	Restaurant Operation*	24	Medical Records*
5	Selling Techniques*	25	Pediatric Advanced Life Support
6	Cardiopulmonary Resuscitation*	26	Visual Merchandising*
7	Cash Register*	27	Acute Care*
8	Advanced Cardiovascular Life Support*	28	Over-the-Road Driving
9	Cash Handling*	29	Loans*
10	Customer Experience*	30	Physical Therapy
11	Accounting*	31	Emergency Departments*
12	Auditing*	32	Warehousing*
13	Loss Prevention*	33	Medicare
14	Customer Satisfaction*	34	Internal Medicine
15	Intensive Care Unit*	35	Psychiatry
16	Family Medicine*	36	Billing*
17	Primary Care*	37	Restaurant Management
18	Pediatrics*	38	Personal Protective Equipment
19	Food Services*	39	Special Education
20	Purchasing*	40	Standard Operating Procedure

*Technical skill also ranked as top skill in 2020

Businesses in Imperial County posted 12,076 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 Imperial County, 2020

Rank	Technical Skill	Rank	Technical Skill
1	Merchandising*	21	Food Services*
2	Basic Life Support*	22	Warehousing*
3	Nursing*	23	Dry Van Truck Operation
4	Restaurant Operation*	24	Pediatrics*
5	Cash Register*	25	Primary Care*
6	Selling Techniques*	26	Collision Avoidance Systems
7	Cardiopulmonary Resuscitation*	27	Acute Care*
8	Accounting*	28	Performance Appraisal
9	Cash Handling*	29	Visual Merchandising*
10	Auditing*	30	Treatment Planning*
11	Intensive Care Unit*	31	Purchasing*
12	Advanced Cardiovascular Life Support*	32	Loans*
13	Customer Experience*	33	Medical Surgical Nursing
14	Customer Satisfaction*	34	Profit And Loss Management
15	Bilingual (Spanish/English)*	35	Billing*
16	Loss Prevention*	36	Medication Administration
17	Flatbed Truck Operation	37	Franchising
18	Medical Records*	38	Critical Care
19	Family Medicine*	39	Emergency Departments*
20	Rehabilitation*	40	Customer Relationship Management

*Technical skill also ranked as top skill in 2019

Soft Skills

Businesses in Imperial County posted 14,681 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 Imperial County, 2019

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

*Soft skill also ranked as top skill in 2020

Businesses in Imperial County posted 12,076 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 Imperial County, 2020

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

*Soft skill also listed as top skill in 2019

Certifications and Qualifications

In 2019, employers in Imperial County listed “Commercial Driver’s License (CDL)” as the top certification or qualification in online job postings (Exhibit 24).

Exhibit 24: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in Imperial County, 2019

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	CDL Class C License*
2	Nurse Practitioner*	22	English Learner Authorization
3	Critical Care Registered Nurse (CCRN)*	23	Professional Engineer*
4	Bachelor of Science in Nursing (BSN)*	24	Licensed Marriage and Family Therapist (LMFT)*
5	Licensed Vocational Nurses*	25	Certified Registered Nurse Anesthetist (CRNA)
6	Licensed Practical Nurse*	26	Secret Clearance
7	Certified Nursing Assistant*	27	Tanker Endorsement*
8	Medical License*	28	Psychiatric-Mental Health Nurse Practitioner
9	Family Nurse Practitioner*	29	Doctor of Pharmacy (PharmD)*
10	Food Handler's Card*	30	Master of Laws*
11	Associate Degree in Nursing*	31	Bachelor of Science in Pharmacy*
12	Teaching English as a Foreign Language	32	Licensed Professional Counselor (LPC)
13	Advanced Practice Registered Nurse*	33	Registered Dietitian (RD/RDN)*
14	Licensed Clinical Social Worker (LCSW)*	34	Trauma Nurse Core Course (TNCC)*
15	Cosmetology License	35	Hazmat Endorsement
16	Automotive Service Excellence (ASE) Certification*	36	Neonatal Nurse Practitioner
17	Certificate in English Language Teaching to Adults (CELTA)	37	Certified Emergency Nurse (CEN)*
18	Patient Care Technician*	38	Immunization Certification*
19	Product Certification	39	Licensed Clinical Professional Counselor
20	Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)*	40	Certified Public Accountant*

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

In 2020, employers in Imperial County listed “Commercial Driver’s License (CDL)” as the top certification or qualification in online job postings (Exhibit 25).

Exhibit 25: Top Certifications or Qualifications Ranked by Number of Unique Online Job Postings in Imperial County, 2020

Rank	Certification or Qualification	Rank	Certification or Qualification
1	Commercial Driver's License (CDL)*	21	CDL Class C License*
2	Nurse Practitioner*	22	Certified Emergency Nurse (CEN)*
3	Licensed Vocational Nurses*	23	Advanced Practice Registered Nurse*
4	Licensed Practical Nurse*	24	CDL Class B License
5	Certified Nursing Assistant*	25	Patient Care Technician*
6	Bachelor of Science in Nursing (BSN)*	26	Tanker Endorsement*
7	Food Handler's Card*	27	Doctor of Pharmacy (PharmD)*
8	Licensed Clinical Social Worker (LCSW)*	28	Immunization Certification*
9	Medical License*	29	American Registry of Radiologic Technologists (ARRT) Certified
10	Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)*	30	Certified Public Accountant*
11	Doubles Endorsement	31	Master of Business Administration (MBA)
12	Critical Care Registered Nurse (CCRN)*	32	Master of Laws*
13	Automotive Service Excellence (ASE) Certification*	33	Certified Medical Assistant
14	Associate Degree in Nursing*	34	Registered Dietitian (RD/RDN)*
15	Certified Pharmacy Technician	35	Professional Engineer*
16	Family Nurse Practitioner*	36	Registered Respiratory Therapist
17	NIH Stroke Scale (NIHSS)	37	Certified Forklift Operator
18	Trauma Nurse Core Course (TNCC)*	38	Bachelor of Science in Business
19	Licensed Marriage and Family Therapist (LMFT)*	39	Bachelor of Science in Business Administration
20	Bachelor of Science in Pharmacy*	40	Doctor of Dental Surgery (DDS)

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

Prepared by:

Tina Ngo Bartel, Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

Priscilla Fernandez, Research Analyst (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.

