

2019 Q4 SONOMA COUNTY JOB MARKET TRACKER

HIGHLIGHTS



2.4% unemployment rate
in December 2019



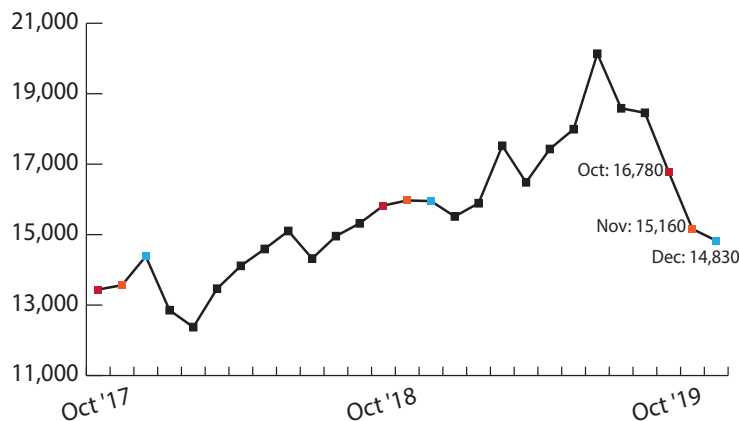
21% of job postings required
a bachelor's degree



Jobs predicted to increase by
1.6% in 2020

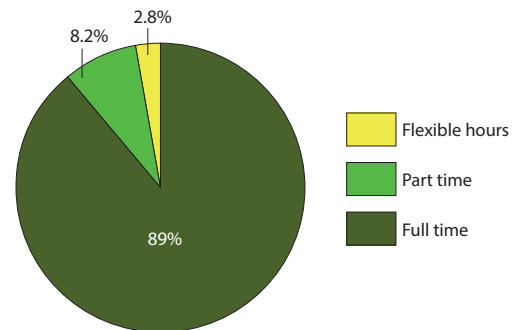
JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM OCTOBER 2017 TO DECEMBER 2019, HIGHLIGHTED OCTOBER 2019 TO DECEMBER 2019

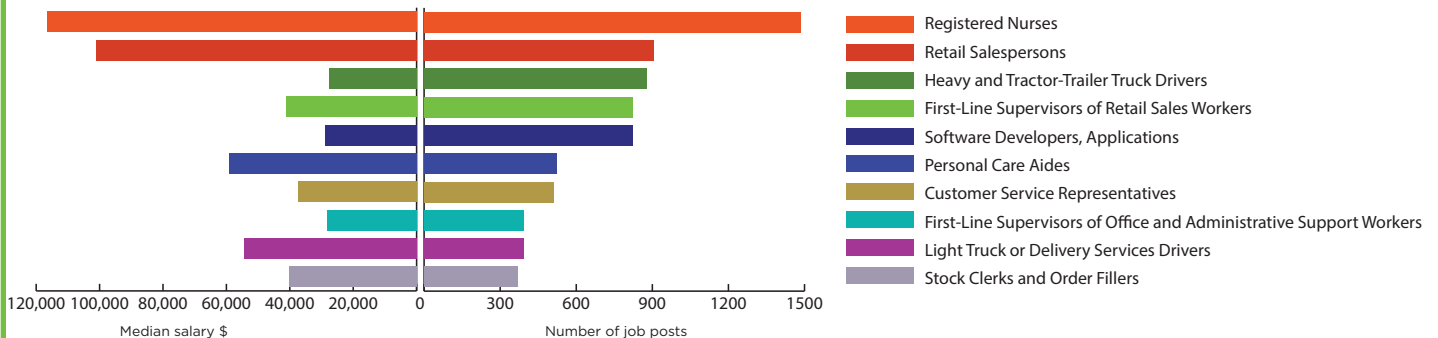


26,217 unique job postings

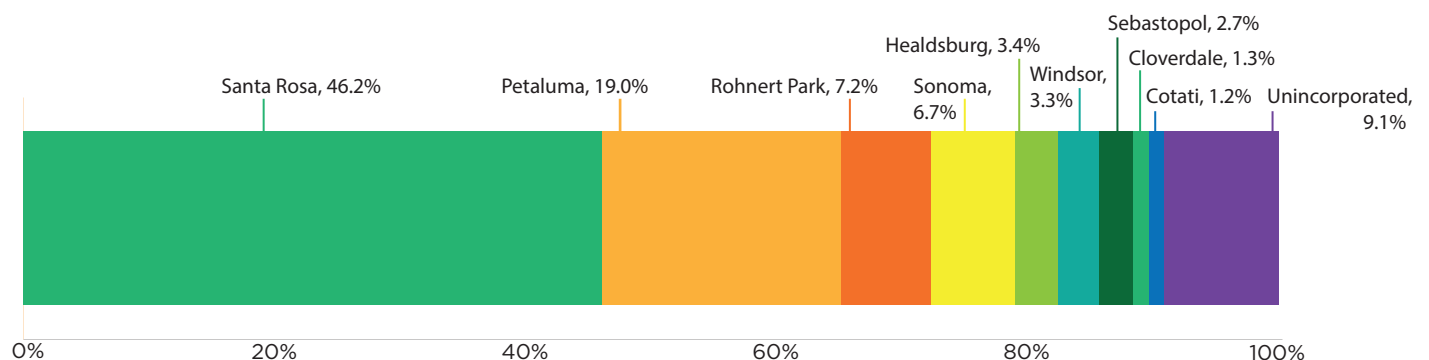
from October 2019 to December 2019, with
89% of the postings for full time positions



TOP 10 OCCUPATIONS BY JOB POSTING VOLUME WITH MEDIAN ANNUAL SALARY FROM OCTOBER 2019 TO DECEMBER 2019

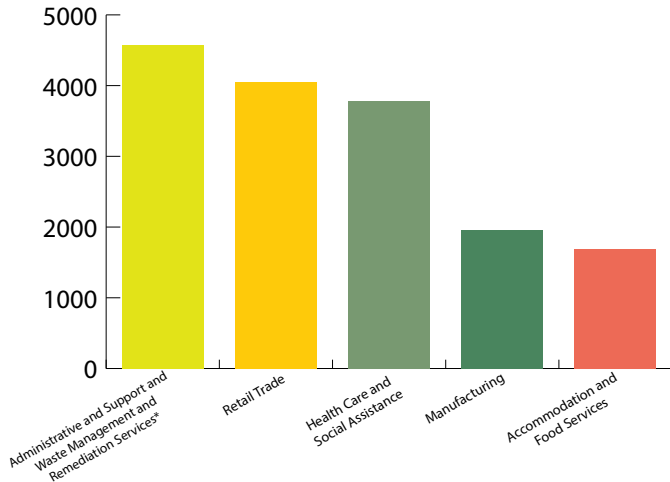


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY FROM OCTOBER 2019 TO DECEMBER 2019



OCCUPATIONS & EMPLOYERS

TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM OCTOBER 2019 TO DECEMBER 2019



TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM OCTOBER 2019 TO DECEMBER 2019

Employer	Posting Volume
Oracle Corporation	792
City of Santa Rosa	759
Hired	750
CRST International, Inc.	461
St. Joseph's Healthcare System, Inc	423
County of Sonoma	282
Care.com, Inc	265
Soliant Health, Inc	259
Kaiser Permanente	250
Sutter Health	226

SKILLS & CERTIFICATIONS






TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM OCTOBER 2019 TO DECEMBER 2019

Common Skills	Posting Volume
Customer Service	5,845
Management	5,441
Sales	5,371
Communications	4,931
Operations	3,696
Leadership	3,483

Hard Skills	Posting Volume
Merchandising	1,886
Selling Techniques	1,472
Restaurant Operation	1,269
Accounting	1,251
Nursing	1,175
Auditing	1,100

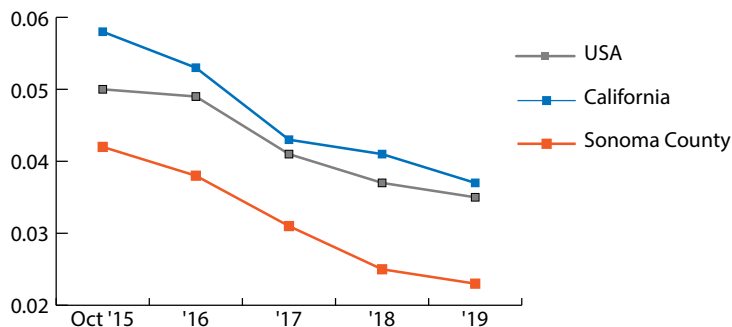
Job postings calling for skills related to communications, operations, and nursing has increased on average by 3.9% since 2018.

Top certifications & qualifications:

-  **Commercial Driver's License**
-  **Certified Nursing Assistant**
-  **Bachelor of Science in Nursing**
-  **Nurse Practitioner**
-  **Licensed Vocational Nurses**

LABOR MARKET

UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM OCTOBER 2015 TO DECEMBER 2019



In 2019: 170,902 55+ years old; 97,306 millennials (ages 25-39)



By 2024: job growth by 13,220 jobs and population growth by 2,118 people

METHODOLOGY & SOURCES

*The Administrative and Support and Waste Management and Remediation Services comprises establishments performing routine support activities for day-to-day operations of other organizations (NAICS).

Data for the top employers, occupational groups, job postings, and median annual salaries were aggregated by Economic Modeling Specialists, Inc. (Emsi). The hard skills, common skills, and qualifications listed below are organized by the frequency of their occurrences in online public job postings for Sonoma County. Labor Market information was compiled from the Economic Development Department (EDD).

Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

Interested readers are encouraged to contact data resource agencies for further research or to visit the EDB website, www.sonomaedb.org for more information. Readers are also encouraged to direct all inquiries or suggestions for future reports to the EDB by calling (707) 565-7170 or emailing edb@sonomacounty.org

