**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**

- Registered Nurses
- Retail Salespersons
- Heavy and Tractor-Trailer Truck Drivers
- First-Line Supervisors of Retail Sales Workers
- Software Developers, Applications
- First-Line Supervisors of Office and Administrative Support Workers
- Customer Service Representatives
- Light Truck or Delivery Services Drivers
- Stock Clerks and Order Fillers
- Stock Clerks and Order Fillers

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

- Santa Rosa, 46.2%
- Petaluma, 19.0%
- Rohnert Park, 7.2%
- Healdsburg, 3.4%
- Sonoma, 6.7%
- Windsor, 3.3%
- Sebastopol, 2.7%
- Cotati, 1.2%
- Unincorporated, 9.1%
SKILLS & CERTIFICATIONS

Top certifications & qualifications:

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

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

<table>
<thead>
<tr>
<th>Common Skills</th>
<th>Posting Volume</th>
<th>Hard Skills</th>
<th>Posting Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service</td>
<td>5,845</td>
<td>Merchandising</td>
<td>1,886</td>
</tr>
<tr>
<td>Management</td>
<td>5,441</td>
<td>Selling Techniques</td>
<td>1,472</td>
</tr>
<tr>
<td>Sales</td>
<td>5,371</td>
<td>Restaurant Operation</td>
<td>1,269</td>
</tr>
<tr>
<td>Communications</td>
<td>4,931</td>
<td>Accounting</td>
<td>1,251</td>
</tr>
<tr>
<td>Operations</td>
<td>3,696</td>
<td>Nursing</td>
<td>1,175</td>
</tr>
<tr>
<td>Leadership</td>
<td>3,483</td>
<td>Auditing</td>
<td>1,100</td>
</tr>
</tbody>
</table>

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

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