

# 2020 Q3 SONOMA COUNTY JOB MARKET TRACKER

## HIGHLIGHTS



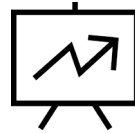
**7.2%**

Unemployment rate  
in September 2020



**18%**

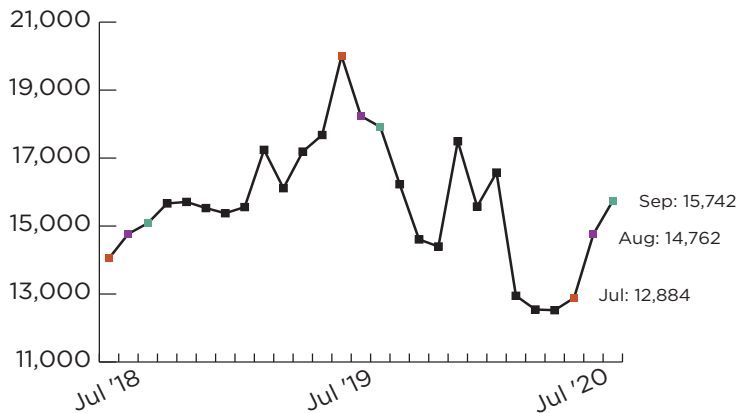
Job postings required a  
bachelor's degree



Jobs predicted to increase by  
**1%** in 2021

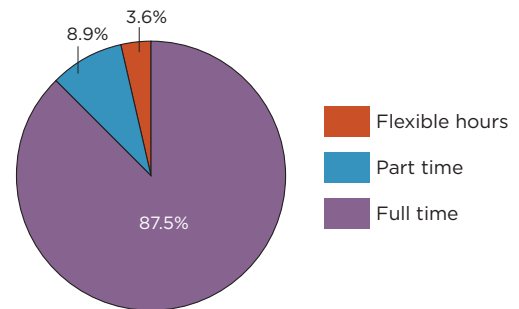
## JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM JULY 2018 TO SEPTEMBER 2020, HIGHLIGHTED JULY 2020 TO SEPTEMBER 2020

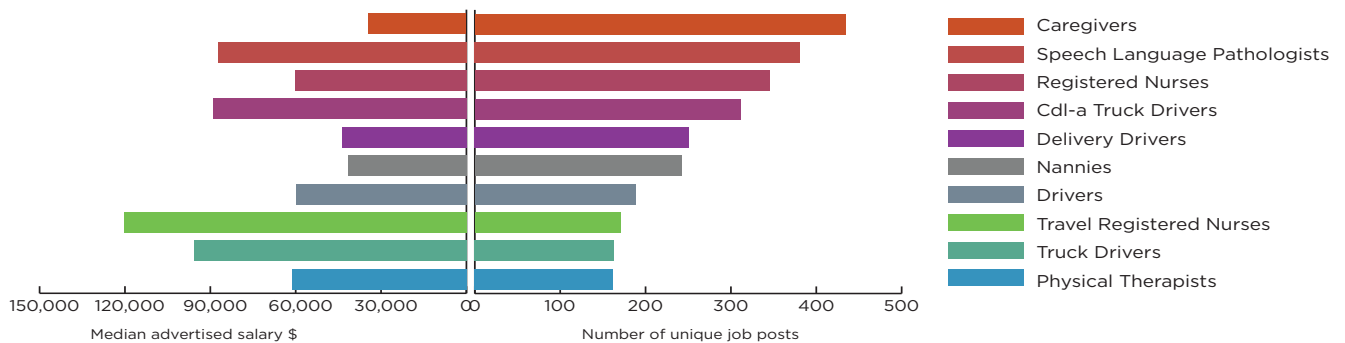


**25,057 unique job postings**

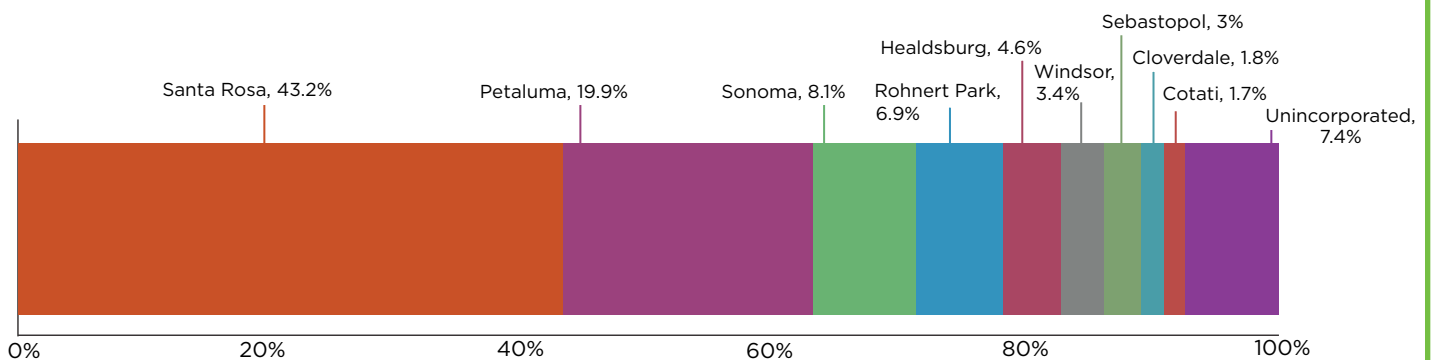
from July 2020 to September 2020, with  
87.5% of the postings for full time positions



TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY FROM JULY 2020 TO SEPTEMBER 2020

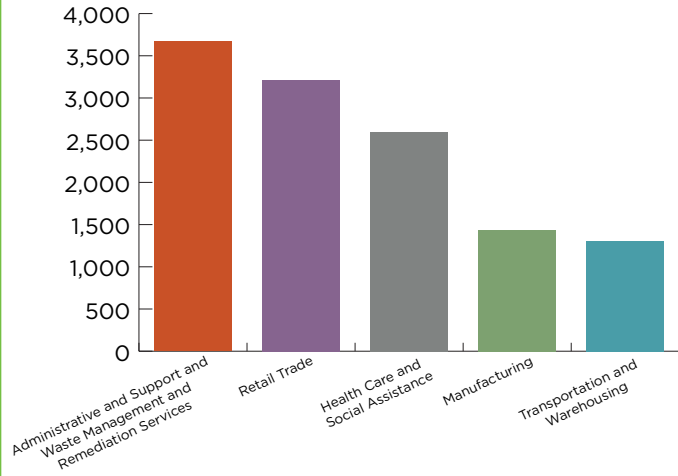


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY FROM JULY 2020 TO SEPTEMBER 2020



# OCCUPATIONS & EMPLOYERS

## TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM JULY 2020 TO SEPTEMBER 2020



## TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM JULY 2020 TO SEPTEMBER 2020

Employer	Posting Volume
Oracle Corporation	938
City of Santa Rosa	629
Soliant Health, Inc	390
County of Sonoma	253
St. Joseph's Healthcare System, Inc	212
Sunbelt Staffing, LLC	205
Santa Rosa Junior College	199
The Certified Group Inc	185
Keysight Technologies	182
Apple One	155

# SKILLS & CERTIFICATIONS






## TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM JULY 2020 TO SEPTEMBER 2020

Common Skills	Posting Volume
Communications	6,419
Customer Service	5,384
Management	4,413
Sales	4,351
Operations	3,100
Leadership	2,714

Hard Skills	Posting Volume
Merchandising	1,775
Selling Techniques	1,119
Warehousing	1,096
Nursing	1,060
Accounting	1,006
Caregiving	993

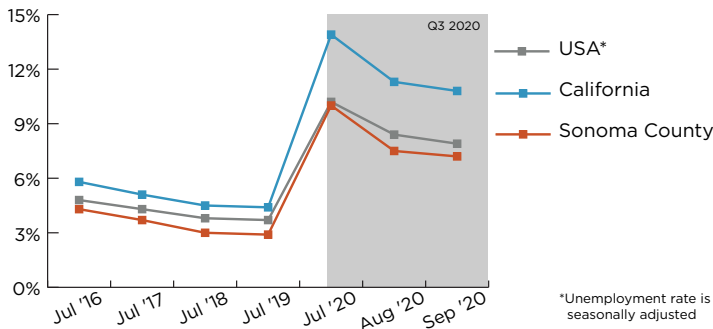
Job postings calling for skills related to warehousing have increased by 22.3% since Q3 2019.

### Top certifications & qualifications:

-  Commercial Driver's License
-  Certified Nursing Assistant
-  Licensed Vocational Nurses
-  Certificate Of Clinical Competence In Speech-Language Pathology
-  Bachelor of Science in Nursing

# LABOR MARKET

## UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM JULY 2016 TO SEPTEMBER 2020



**In 2020:** 173,029 55+ years old; 95,475 millennials (ages 25-39)



**By 2025:** Job growth projected to increase by 10,335 jobs. Population projected to decrease by 4,017.

## 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](http://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](mailto:edb@sonomacounty.org)

