

2020 Q4 SONOMA COUNTY JOB MARKET TRACKER

HIGHLIGHTS



6.5%

Unemployment rate
in December 2020



15%

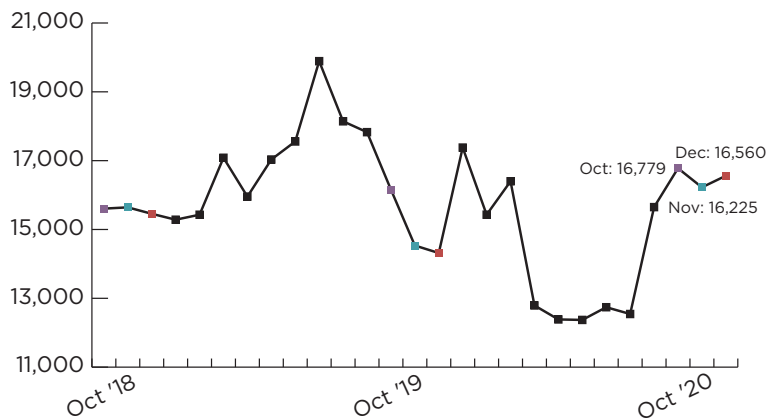
Job postings required a
bachelor's degree



Jobs predicted to increase by
1.3% in 2021

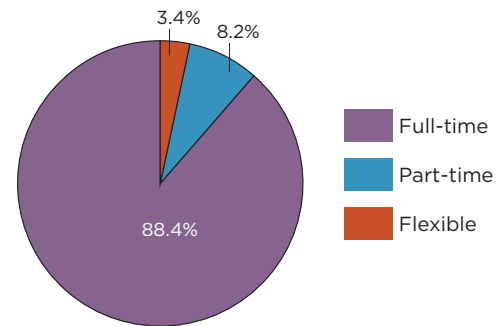
JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM OCTOBER 2018 TO DECEMBER 2020, HIGHLIGHTED OCTOBER 2020 TO DECEMBER 2020

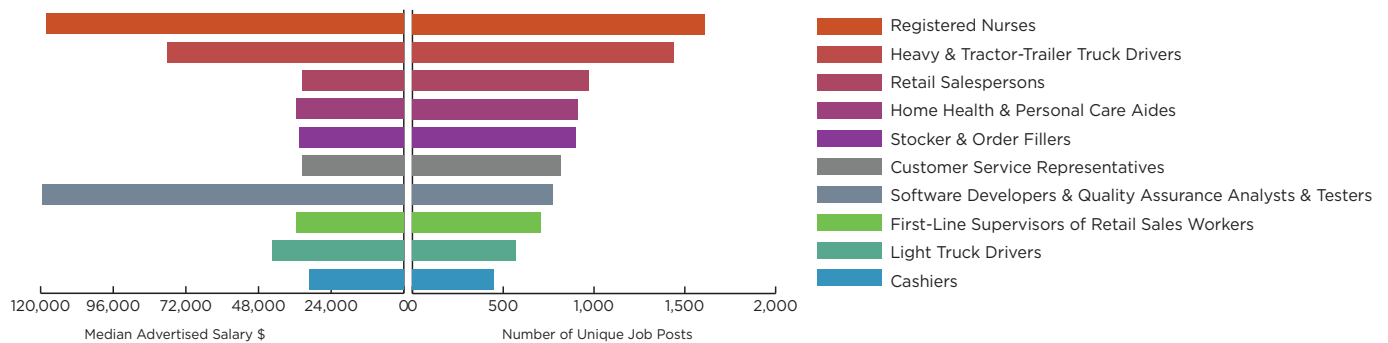


29,027 unique job postings

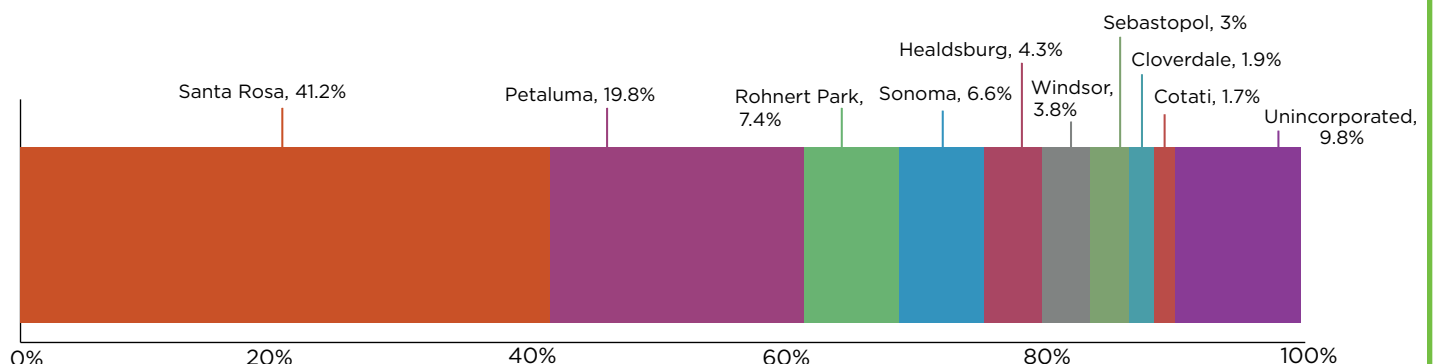
from October 2020 to December 2020, with
88.4% of the postings for full time positions



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

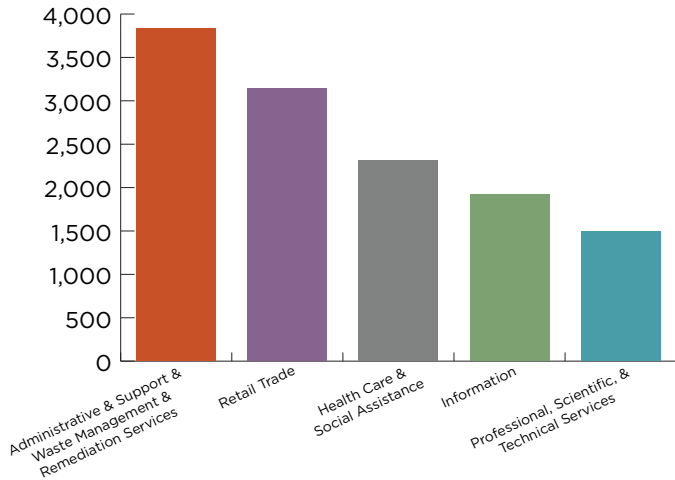


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY FROM OCTOBER 2020 TO DECEMBER 2020



OCCUPATIONS & EMPLOYERS

TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM OCTOBER 2020 TO DECEMBER 2020



TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM OCTOBER 2020 TO DECEMBER 2020

Employer	Posting Volume
Oracle Corporation	1,441
City of Santa Rosa	450
Soliant Health, Inc.	316
County of Sonoma	303
Amazon.com, Inc.	245
Hired	203
St. Joseph's Healthcare System, Inc.	201
Santa Rosa Junior College	184
The Verified Group, Inc.	181
Virtual Vocations	177

SKILLS & CERTIFICATIONS

TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM OCTOBER 2020 TO DECEMBER 2020

Common Skills	Posting Volume	Hard Skills	Posting Volume
Communications	7,591	Merchandising	2,040
Customer Service	6,505	Warehousing	1,574
Sales	5,151	Selling Techniques	1,332
Management	5,122	Restaurant Operation	1,298
Operations	3,600	Nursing	1,289
Leadership	3,442	Basic Life Support	1,168

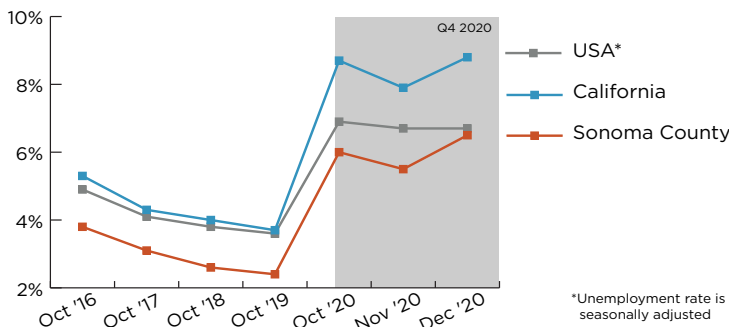
Top certifications & qualifications:

- Commercial Driver's License
- Certified Nursing Assistant
- Licensed Vocational Nurses
- Master of Business Administration (MBA)
- Bachelor of Science in Nursing

Job postings calling for the following skills have increased since Q4 2019: Warehousing (88.9%), Restaurant Operation (24.9%), Basic Life Support (22.7%), Nursing (12.8%), Merchandising (11%), and Customer Service (8.4%).

LABOR MARKET

UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM OCTOBER 2016 TO DECEMBER 2020



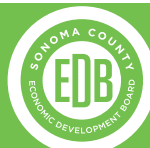
In 2020: 173,029 55+ years old; 95,475 millennials (ages 25-39)



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 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@sonoma-county.org.



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