



JOB MARKET TRACKER

April 2017



The Sonoma County Economic Development Board prepares the **Sonoma County Job Market Tracker** Monthly Report to provide insights into current workforce demands of the local economy by analyzing *online job posting data and historical job data.*

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Disclaimer: Data used to inform the development of this report was collected on 4/3/17 from the data provider Economic Modeling Specialists, Inc. (Emsi), a labor market database that compiles job postings from national, public, and corporate sources. Data may not be a comprehensive set of all online job postings because of continued data processing by Emsi. The EDB is confident of the accuracy of the data at the time it was collected.

HIGHLIGHTS

OVERALL JOB POSTINGS

More than 11,300 job postings were advertised in February 2017, an increase of 19.1% compared to the same period in 2016.

POSTINGS BY OCCUPATION GROUP

With 1,787 and 1,622 postings, the *Transportation and Material Moving Occupations* and *Healthcare Practitioners and Technical Occupations* had the most job postings in February 2017.

POSTINGS BY LOCATION

In the two-month period from January 1, 2017 to February 28, 2017, Santa Rosa had 8,831 public online job postings and continues to have nearly double the number of job postings of any other Sonoma County city.

LOCAL EMPLOYERS

Data for the top 20 employers was aggregated from online public job postings provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

The top 20 Sonoma County employers are highlighted here.

TOP 20 BY JOB POSTING VOLUME

TWO MONTH PERIOD: January 1, 2017 - February 28, 2017

Rank	Employer	Posting Volume
1	St. Joseph's Healthcare, Inc.	326
2	Target Corporation	241
3	County Of Sonoma	205
4	Kaiser Permanente	194
5	E. & J. Gallo Winery	183
6	Sunrise Senior Living, Inc.	172
7	PetSmart, Inc.	169
8	Mary's Pizza Shack Calif.corp.	160
9	Sutter Health	156
10	CVS Caremark Corporation	155

Rank	Employer	Posting Volume
11	Brookdale Senior Living, Inc.	148
12	Sears Holdings Corporation	146
13	Keysight Technologies, Inc.	132
14	The Home Depot, Inc.	126
15	Soliant Health, Inc	125
16	Santa Rosa City School Dist.	121
17	Starbucks Corporation	116
18	Panera Bread Company	116
19	Santa Rosa Junior College	112
20	Whole Foods Market, Inc.	108

OCCUPATION GROUPS

The Bureau of Labor Statistics Standard Occupational Classification (SOC) System organizes more than 700 occupations, placing each occupation into one of 23 distinct groups. Data for the top five occupational groups in Sonoma County based on the volume of online job postings for January 2017 and February 2017 was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

Highlighted below are the top five occupational groups by job posting volume and on page 4 the top 10 by job posting volume percentage.

TOP 5 BY JOB POSTING VOLUME

January 2017

	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	3,488	291.86%
2	Healthcare Practitioners and Technical Occupations	1,535	-5.58%
3	Sales and Related Occupations	1,522	8.31%
4	Office and Administrative Support Occupations	1,098	12.68%
5	Management Occupations	736	-6.58%

February 2017

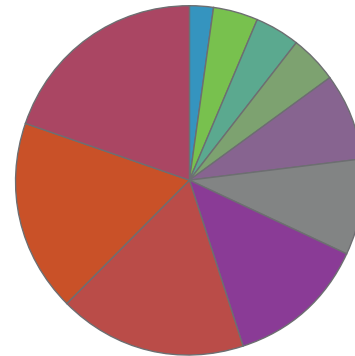
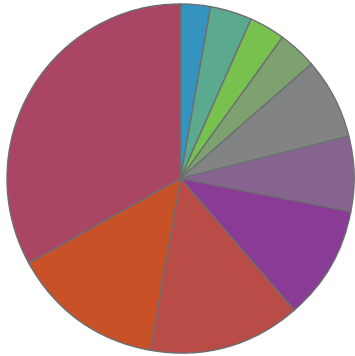
	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	1,787	158.24%
2	Healthcare Practitioners and Technical Occupations	1,622	12.95%
3	Sales and Related Occupations	1,593	7.13%
4	Office and Administrative Support Occupations	1,198	18.73%
5	Food Preparation and Serving Related Occupations	811	75.16%

OCCUPATION GROUPS, cont.

TOP 10 BY JOB POSTING VOLUME PERCENTAGE

January 2017

February 2017



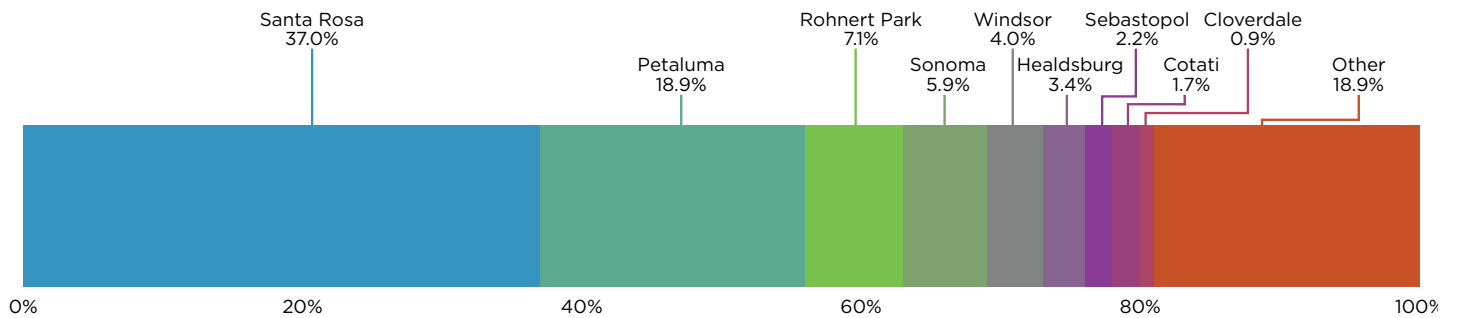
■ Transportation and Material Moving Occupations	27.9%	■ Transportation and Material Moving Occupations	15.7%
■ Healthcare Practitioners and Technical Occupations	12.3%	■ Healthcare Practitioners and Technical Occupations	14.2%
■ Sales and Related Occupations	12.2%	■ Sales and Related Occupations	14.0%
■ Office and Administrative Support Occupations	8.8%	■ Office and Administrative Support Occupations	10.5%
■ Management Occupations	5.9%	■ Food Preparation and Serving Related Occupations	7.1%
■ Food Preparation and Serving Related Occupations	5.7%	■ Management Occupations	6.6%
■ Business and Financial Operations Occupations	3.1%	■ Business and Financial Operations Occupations	3.5%
■ Computer and Mathematical Occupations	3.1%	■ Installation, Maintenance, and Repair Occupations	3.4%
■ Installation, Maintenance, and Repair Occupations	2.7%	■ Computer and Mathematical Occupations	3.3%
■ Healthcare Support Occupations	1.6%	■ Healthcare Support Occupations	1.9%
All Others	16.7%	All Others	19.8%

OCCUPATIONS

The Bureau of Labor Statistics Standard Occupational Classification (SOC) System is the federal standard by which more than 700 different occupations are organized. Data for the following section on occupation location, job posting volume and median salary was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

CITY JOB POSTING PERCENTAGE

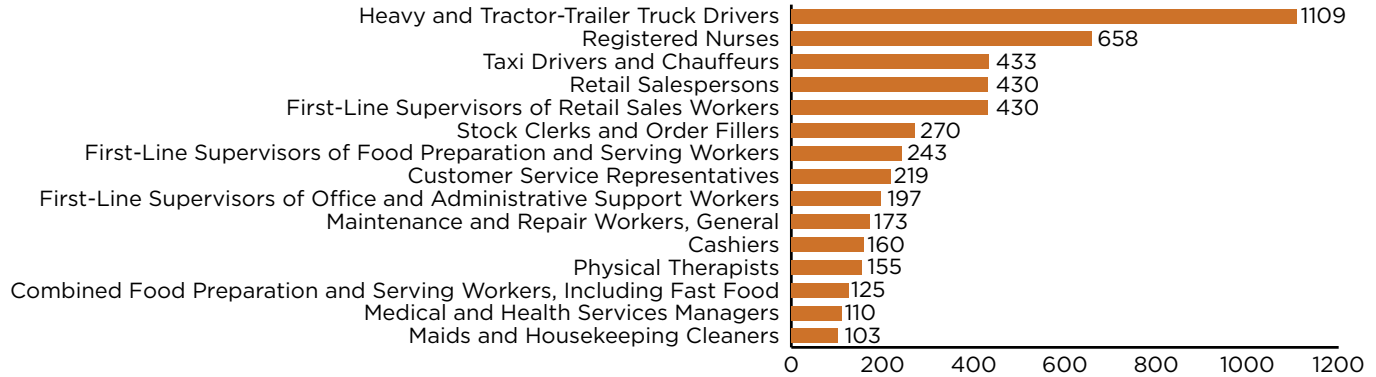
TWO MONTH PERIOD: January 1, 2017 - February 28, 2017



OCCUPATIONS, cont.

TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

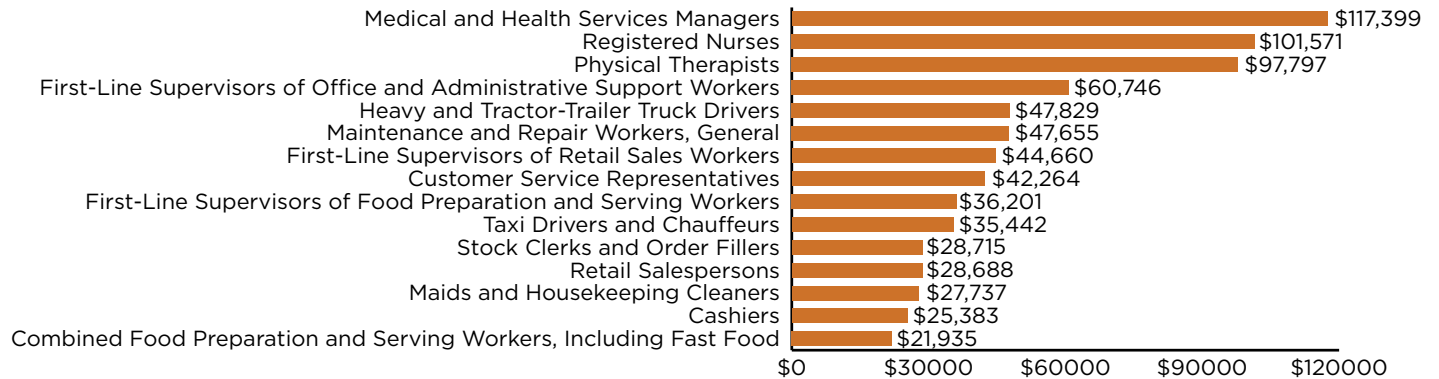
February 2017



TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ February 2017

Median Salary Data ~ 2016 Q1



SKILLS & CERTIFICATIONS

The hard skills, soft skills, and certifications listed below are organized by the frequency of their occurrences in online public job postings for Sonoma County from January 1, 2017 to February 28, 2017. Data was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

The top 10 skills and certifications are highlighted here.

HARD & SOFT SKILLS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: January 1, 2017 - February 28, 2017

	Hard Skills	Posting Volume	Prior Year
1	Management	4,936	3.3%
2	Sales	4,416	9.6%
3	Customer Service	3,757	10.3%
4	Smartphone	3,681	-
5	Recruitment	3,498	25.7%
6	Training	3,401	17.7%
7	Retailing	3,380	36.4%
8	Insurance	3,185	108.0%
9	Communications	2,833	2.9%
10	Operations	2,284	14.7%

	Soft Skills	Posting Volume	Prior Year
1	Scheduling (Project Management)	6,696	92.4%
2	Leadership	1,845	10.1%
3	Leading	1,066	13.9%
4	Learning	745	20.2%
5	Coordinating	476	-3.3%
6	Listening	583	28.4%
7	Cleanliness	468	29.3%
8	Ethics	412	24.8%
9	Creativity	230	-9.4%
10	Career Development	157	-23.4%

CERTIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: January 1, 2017 - February 28, 2017

	Certifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	1,042	52.1%
2	Registered Nurse	900	-2.4%
3	Nurse Practitioner	147	-29.0%
4	Registered Dental Assistant	120	-
5	Licensed Practical Nurse	107	57.4%
6	Certified Nursing Assistant	101	-25.7%
7	Licensed Vocational Nurses	92	-4.2%
8	Board Certified	55	-48.6%
9	Master Of Business Administration (MBA)	44	-12.0%
10	Registered Respiratory Therapist	35	-

INDUSTRY SPOTLIGHT ~ OUTDOOR RECREATION

Each month, the EDB focuses on a specific industry to highlight job posting and occupation patterns. The Industry Spotlight for April 2017 is for the outdoor recreation industry. However, due to insufficient data available from public online job postings for select occupations within the industry between January 1, 2017 to February 28, 2017, we were unable to perform a complete analysis.

Presented below are the salary ranges for the few occupations within the outdoor recreation industry with measurable employment numbers in Sonoma County. Please contact us at 707-565-6415 with any questions regarding this month's industry spotlight.

OUTDOOR RECREATION OCCUPATIONS AND EARNING QUANTILES

Q1 2016

Data provided by the CA EDD Labor Market Information Division can be found here: <http://www.labormarketinfo.edd.ca.gov/data/oes-employment-and-wages.html>

SOC Code	Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
39-3091	Amusement and Recreation Attendants	\$9.49	\$10.80	\$13.24
39-2011	Animal Trainers	\$16.69	\$32.23	\$37.03
53-6031	Automotive and Watercraft Service Attendants	\$9.61	\$10.78	\$12.08
39-9011	Childcare Workers	\$11.76	\$13.79	\$16.38
41-2021	Counter and Rental Clerks	\$10.77	\$13.52	\$16.95
35-3022	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$10.34	\$11.98	\$13.88
27-2099	Entertainers and Performers, Sports and Related Workers, All Other	\$12.49	\$13.44	\$14.41
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$13.75	\$16.56	\$26.34
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	\$30.33	\$36.66	\$46.18
39-9031	Fitness Trainers and Aerobics Instructors	\$15.22	\$31.41	\$35.65
33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	\$10.44	\$11.77	\$15.27
49-9071	Maintenance and Repair Workers, General	\$16.99	\$21.88	\$28.77
13-1121	Meeting, Convention, and Event Planners	\$19.93	\$23.97	\$15.93
39-9032	Recreation Workers	\$9.98	\$12.11	\$15.04
41-2031	Retail Salespersons	\$9.84	\$11.90	\$15.93
25-3021	Self-Enrichment Education Teachers	\$15.22	\$18.78	\$28.69
39-7011	Tour Guides and Escorts	\$11.74	\$14.04	\$17.69

WORKFORCE RESOURCES

TALENT ATTRACTION WEBSITE

SonomaCountyConnections.org showcases what makes Sonoma county such an inspiring place to grow, both personally and professionally. The site is available to help your business attract and hire the workforce it needs.

CONTACT: Tim Ricard ~ (707) 565-7257 or tim.ricard@sonoma-county.org

SONOMA COUNTY WAGE DATA

The most current wage data available for specific Sonoma County occupations is provided by the California Employment Development Department and can be found here:

[http://www.labormarketinfo.edd.ca.gov/file/occup\\$/oeswages/satr\\$oes2016.xls](http://www.labormarketinfo.edd.ca.gov/file/occup$/oeswages/satr$oes2016.xls)

HIRING ASSISTANCE

The EDB can assist in your hiring process by providing current salary information, developing job descriptions and identifying potential candidates.

CONTACT: Heather LoBue ~ (707) 565-6415 or heather.lobue@sonoma-county.org

EMPLOYEE TRAINING REIMBURSEMENT FUNDS

The EDB is working with Job Link to connect Sonoma County employers with funds to offset the cost of employee training. Funding is available for a wide range of training subjects.

CONTACT: Heather LoBue ~ (707) 565-6415 or heather.lobue@sonoma-county.org

CALJOBS ONLINE JOB POSTING RESOURCES

The CalJOBS (www.caljobs.ca.gov) website is available for posting job listings, searching for qualified employees, analyzing labor market information, and locating local business services. The Employment Development Department can assist you with creating a business account and posting open positions.

CONTACT: Valerie Nagle ~ (707) 576-2015 or valerie.nagle@edd.ca.gov

SONOMA COUNTY EMPLOYER ADVISORY COUNCIL (EAC)

The EAC assists employers in conducting their business more effectively and efficiently and provides information on employment-related issues. They offer seminars throughout the year related to Employment law.

CONTACT: Valerie Nagle ~ (707) 576-2015 or valerie.nagle@edd.ca.gov

EDB JOB MARKET TRACKER

The Sonoma County Economic Development Board produces the monthly EDB Job Market Tracker as a resource to help inform hiring, wage and staffing decisions. Custom reports are available upon request. For more information, please contact Heather LoBue at 707-565-6415 or heather.lobue@sonoma-county.org.

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