



JOB MARKET TRACKER

June 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 6/1/17 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 10,650 job postings were advertised in April 2017, an increase of 8.4% compared to the same period in 2016.

POSTINGS BY OCCUPATION GROUP

With 1,622 and 1,527 postings, the *Transportation and Material Moving Occupations* and *Sales and Related Occupations* had the most job postings in April 2017.

POSTINGS BY LOCATION

In the two-month period from March 1, 2017 to April 30, 2017, Santa Rosa had 8,725 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: March 1, 2017 - April 30, 2017

Rank	Employer	Posting Volume
1	St. Joseph Healthcare System	331
2	Kaiser Permanente	276
3	County of Sonoma	271
4	Soliant Health, Inc.	188
5	Target Corp.	187
6	Mary's Pizza Shack Corp.	171
7	Santa Rosa Junior College	167
8	Sutter Health	163
9	Petsmart, Inc.	152
10	CVS Health Corp.	151

Rank	Employer	Posting Volume
11	Santa Rosa City School Dist.	147
12	Whole Foods Market, Inc.	145
13	Brookdale Senior Living	138
14	Keysight Technologies, Inc.	132
15	Sears Holdings Corp.	129
16	Sunrise Senior Living, Inc.	126
17	United Parcel Service, Inc.	125
18	Marriott International, Inc.	122
19	The Home Depot, Inc.	118
20	ManpowerGroup	111

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 March 2017 and April 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

March 2017

	Occupation Group	Posting Volume	Prior Year
1	Sales and Related Occupations	1,545	0.0%
2	Transportation and Material Moving Occupations	1,475	97.72%
3	Healthcare Practitioners and Technical Occupations	1,413	-11.63%
4	Office and Administrative Support Occupations	1,128	-3.51%
5	Management Occupations	791	-2.35%

April 2017

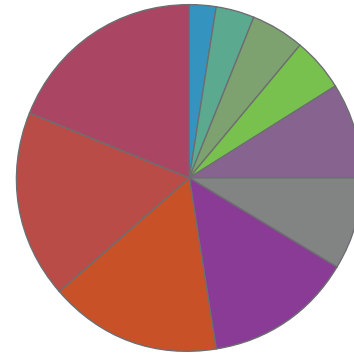
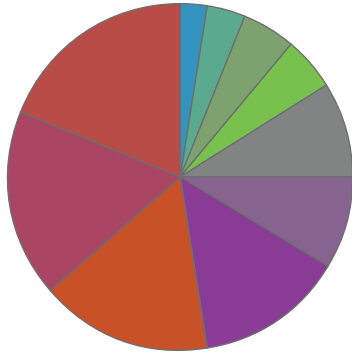
	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	1,622	71.82%
2	Sales and Related Occupations	1,527	1.33%
3	Healthcare Practitioners and Technical Occupations	1,436	-19.69%
4	Office and Administrative Support Occupations	1,204	12.52%
5	Food Preparation and Serving Related Occupations	794	87.71%

OCCUPATION GROUPS, cont.

TOP 10 BY JOB POSTING VOLUME PERCENTAGE

March 2017

April 2017



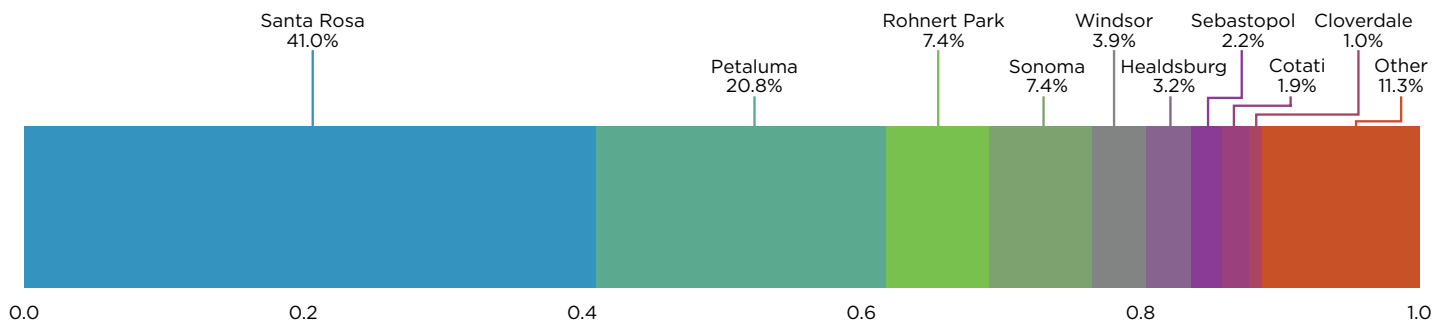
■ Sales and Related Occupations	14.6%	■ Transportation and Material Moving Occupations	15.2%
■ Transportation and Material Moving Occupations	13.9%	■ Sales and Related Occupations	14.3%
■ Healthcare Practitioners and Technical Occupations	13.3%	■ Healthcare Practitioners and Technical Occupations	13.5%
■ Office and Administrative Support Occupations	10.6%	■ Office and Administrative Support Occupations	11.3%
■ Management Occupations	7.5%	■ Food Preparation and Serving Related Occupations	7.5%
■ Food Preparation and Serving Related Occupations	7.2%	■ Management Occupations	7.2%
■ Computer and Mathematical Occupations	4.0%	■ Computer and Mathematical Occupations	3.6%
■ Business and Financial Operations Occupations	3.6%	■ Business and Financial Operations Occupations	3.6%
■ Installation, Maintenance, and Repair Occupations	2.8%	■ Installation, Maintenance, and Repair Occupations	2.6%
■ Healthcare Support Occupations	2.1%	■ Healthcare Support Occupations	2.3%
All Others	20.4%	All Others	18.9%

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

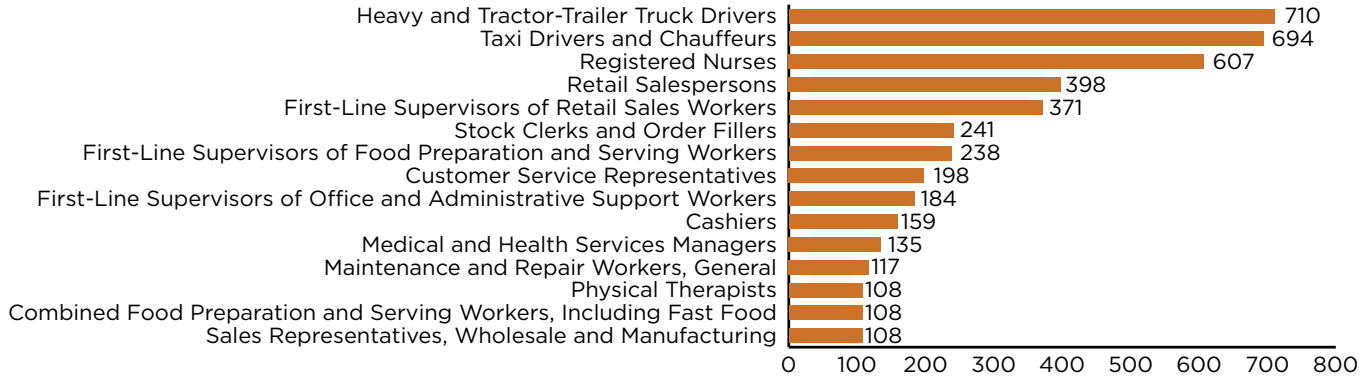
TWO MONTH PERIOD: March 1, 2017 - April 30, 2017



OCCUPATIONS, cont.

TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

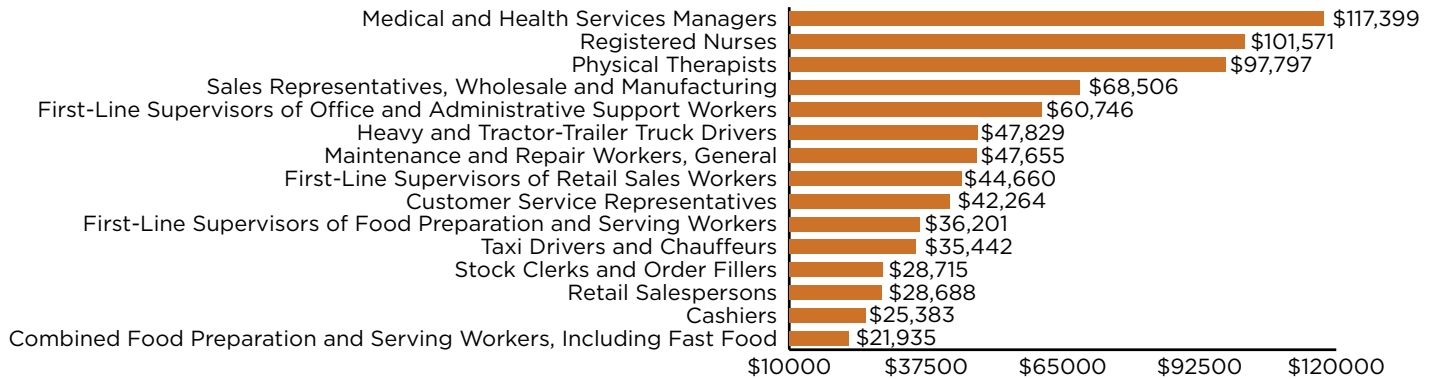
April 2017



TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ April 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 March 1, 2017 to April 30, 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: March 1, 2017 - April 30, 2017

	Hard Skills	Posting Volume	Prior Year
1	Management	5,150	1.9%
2	Sales	4,354	-0.6%
3	Customer Service	3,736	10.2%
4	Retailing	3,339	29.7%
5	Training	3,172	2.5%
6	Recruitment	3,008	9.5%
7	Communications	2,973	-2.7%
8	Operations	2,389	16.7%
9	Insurance	2,157	24.8%
10	Finance	1,895	2.7%

	Soft Skills	Posting Volume	Prior Year
1	Scheduling (Project Management)	3651	-26.8%
2	Leadership	1792	-7.9%
3	Leading	1143	17.7%
4	Learning	639	-7.4%
5	Coordinating	538	-4.6%
6	Listening	486	-19.1%
7	Ethics	453	-6.8%
8	Cleanliness	394	-27.0%
9	Creativity	244	-10.3%
10	Career Development	212	27.7%

CERTIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: March 1, 2017 - April 30, 2017

	Certifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	928	19.9%
2	Registered Nurse	752	-18.6%
3	Nurse Practitioner	167	16.0%
4	Licensed Vocational Nurses	106	2.9%
5	Licensed Practical Nurse	88	8.6%
6	Certified Nursing Assistant	70	-45.7%
7	Master Of Business Administration (MBA)	55	-5.2%
8	Board Certified	40	-45.2%
9	Certified Benefits Professional	37	105.6%
10	Patient Care Technician	34	13.3%

INDUSTRY SPOTLIGHT ~ HEALTHCARE

Each month, the EDB focuses on a specific industry to highlight job posting and occupation patterns. The Industry Spotlight for June 2017 is healthcare.

The set of occupations used to analyze the healthcare industry was chosen by selecting the top occupations with the highest employment in the healthcare industry in 2016. The complete list of occupations on pages 10-14 highlights the earnings quartiles for each occupation.

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.

LOCAL EMPLOYERS: TOP 20 BY JOB POSTING VOLUME

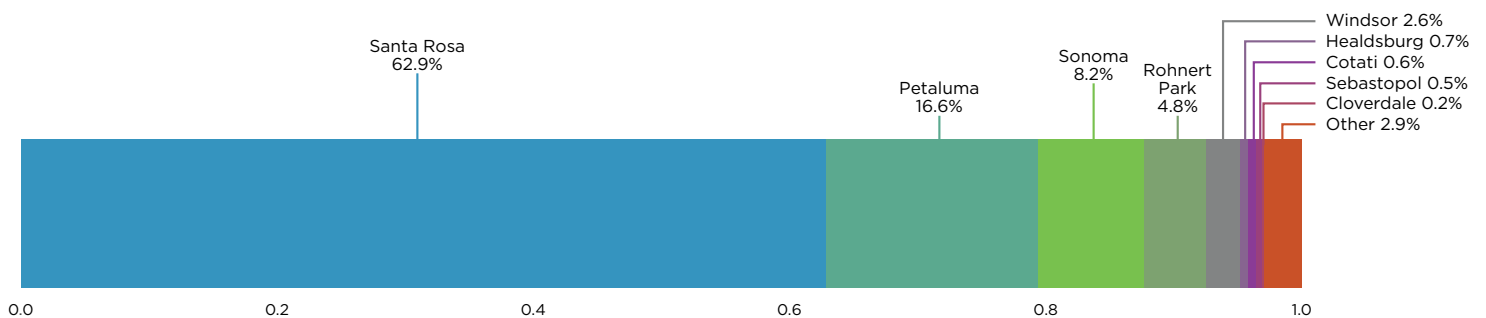
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2	Kaiser Permanente	276
3	Sutter Health	163
4	Brookdale Senior Living	138
5	Sunrise Senior Living, Inc.	126
6	Petaluma Health Center, Inc.	96
7	Responsive Medical LLC	88
8	Satellite Healthcare, Inc.	56
9	Sonoma Valley Hospital Dist.	53
10	Santa Rosa Memorial Hospital	50

Rank	Employer	Posting Volume
11	St. Joseph Heritage Healthcare	39
12	Fresenius Medical Care	37
13	Blood Systems, Inc.	36
14	Gentiva Health Services	32
15	Accentcare, Inc.	31
16	Manor Care, Inc.	30
17	Select Medical Holdings Corp.	28
18	Aurora Behavioral Healthcare	26
19	Rehabcare Group, Inc.	22
20	Core Medical Inc	20

CITY JOB POSTING PERCENTAGE

TWO MONTH PERIOD: March 1, 2017 - April 30, 2017



INDUSTRY SPOTLIGHT ~ HEALTHCARE, cont.

HARD & SOFT SKILLS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: March 1, 2017 - April 30, 2017

	Hard Skills	Posting Volume	Prior Year
1	Health Care	737	27.5%
2	Nursing	719	21.0%
3	Hospitalization	633	28.9%
4	Management	542	22.1%
5	Training	435	0.5%
6	Hospice	383	-8.8%
7	Rehabilitations	367	-8.9%
8	Communications	316	-4.2%
9	Home Care	301	-12.5%
10	Trauma	273	11.4%

	Soft Skills	Posting Volume	Prior Year
1	Scheduling (Project Management)	585	21.6%
2	Leadership	227	6.6%
3	Coordinating	173	51.8%
4	Mental Health	96	45.5%
5	Ethics	71	57.8%
6	Leading	68	-51.4%
7	Listening	61	96.8%
8	Learning	51	-15.0%
9	Speech	42	13.5%
10	Critical Thinking	42	44.8%

CERTIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: March 1, 2017 - April 30, 2017

	Certifications	Posting Volume
1	Registered Nurse	340
2	Licensed Vocational Nurses	90
3	Licensed Practical Nurse	54
4	Nurse Practitioner	49
5	Certified Nursing Assistant	35
6	Patient Care Technician	28
7	American Registry Of Radiologic Technologists (ARRT) Certified	23
8	Licensed Clinical Social Worker (LCSW)	22
9	Advanced Life Support	19
10	Certified Medical Assistant	18

INDUSTRY SPOTLIGHT ~ HEALTHCARE

HEALTHCARE OCCUPATIONS AND EARNING QUANTILES

Q1 2016

SOC Code	Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
13-2011	Accountants and Auditors	\$26.33	\$42.89	\$33.40
11-3011	Administrative Services Managers	\$31.89	\$49.50	\$40.69
53-3011	Ambulance Drivers and Attendants, Except Emergency Medical Technicians	\$11.68	\$15.31	\$12.99
43-3011	Bill and Account Collectors	\$17.39	\$31.15	\$22.28
43-3021	Billing and Posting Clerks	\$16.80	\$23.50	\$19.36
43-3031	Bookkeeping, Accounting, and Auditing Clerks	\$17.95	\$26.77	\$22.12
29-2031	Cardiovascular Technologists and Technicians	\$26.05	\$40.04	\$29.50
11-1011	Chief Executives	\$63.46	\$122.69	\$90.07
21-1021	Child, Family, and School Social Workers	\$19.03	\$25.81	\$22.19
39-9011	Childcare Workers	\$11.53	\$16.06	\$13.52
19-3031	Clinical, Counseling, and School Psychologists	\$25.62	\$44.73	\$28.80
21-1099	Community and Social Service Specialists, All Other	\$16.91	\$29.14	\$24.83
21-1094	Community Health Workers	\$13.51	\$22.57	\$15.50
13-1041	Compliance Officers	\$26.37	\$41.28	\$32.56
35-2012	Cooks, Institution and Cafeteria	\$10.90	\$16.89	\$14.11
43-4051	Customer Service Representatives	\$15.00	\$23.30	\$18.62
31-9091	Dental Assistants	\$17.29	\$25.46	\$21.04
29-2021	Dental Hygienists	\$35.24	\$53.54	\$46.11
29-1021	Dentists, General	\$49.10	\$97.87	\$64.58
29-2032	Diagnostic Medical Stenographers	\$39.30	\$57.83	\$50.67
29-1031	Dietitians and Nutritionists	\$30.20	\$43.65	\$35.42
35-9021	Dishwashers	\$9.40	\$11.46	\$10.21
11-9031	Education Administrators, Preschool and Childcare Center/Program	\$19.77	\$23.42	\$21.59
21-1012	Educational, Guidance, School, and Vocational Counselors	\$21.14	\$37.82	\$29.30
29-2041	Emergency Medical Technicians and Paramedics	\$11.23	\$23.14	\$15.80

HEALTHCARE OCCUPATIONS AND EARNING QUARTILES, *Continued*

Q1 2016

SOC Code	Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
43-6011	Executive Secretaries and Executive Administrative Assistants	\$21.86	\$31.99	\$26.41
29-1062	Family and General Practitioners	\$76.24	\$135.37	\$105.98
43-4071	File Clerks	\$10.30	\$17.62	\$12.15
11-3031	Financial Managers	\$41.25	\$72.11	\$53.40
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$11.53	\$21.97	\$14.82
43-1011	First-Line Supervisors of Office and Administrative Support Workers	\$21.48	\$34.32	\$27.35
39-1021	First-Line Supervisors of Personal Service Workers	\$15.68	\$24.09	\$20.15
35-2021	Food Preparation Workers	\$9.48	\$13.36	\$11.19
35-3041	Food Servers, Nonrestaurant	\$9.30	\$14.83	\$10.88
11-1021	General and Operations Managers	\$31.93	\$72.29	\$47.05
21-1091	Health Educators	\$16.60	\$34.11	\$22.81
29-2099	Health Technologists and Technicians, All Other	\$19.98	\$30.06	\$25.90
21-1022	Healthcare Social Workers	\$26.91	\$43.19	\$35.49
31-9099	Healthcare Support Workers, All Other	\$18.83	\$26.21	\$22.40
31-1011	Home Health Aides	\$9.56	\$13.60	\$11.11
13-1071	Human Resources Specialists	\$25.76	\$40.14	\$32.96
29-1063	Internists, General	\$92.86	\$163.99	\$127.42
43-4111	Interviewers, Except Eligibility and Loan	\$15.81	\$26.07	\$18.71
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$10.76	\$16.81	\$13.00
51-6011	Laundry and Dry-Cleaning Workers	\$9.88	\$12.70	\$11.07
29-2061	Licensed Practical and Licensed Vocational Nurses	\$19.67	\$30.25	\$26.17
53-3033	Light Truck or Delivery Services Drivers	\$12.23	\$20.92	\$15.95
37-2012	Maids and Housekeeping Cleaners	\$10.15	\$14.35	\$11.71
49-9071	Maintenance and Repair Workers, General	\$16.80	\$28.45	\$21.63
13-1161	Market Research Analysts and Marketing Specialists	\$27.64	\$55.39	\$37.98
13-1161	Market Research Analysts and Marketing Specialists	\$27.64	\$55.39	\$37.98
21-1013	Marriage and Family Therapists	\$27.86	\$42.54	\$35.42
31-9011	Massage Therapists	\$20.33	\$36.41	\$26.65

HEALTHCARE OCCUPATIONS AND EARNING QUARTILES, *Continued*

Q1 2016

SOC Code	Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
29-2012	Medical and Clinical Laboratory Technicians	\$14.92	\$26.88	\$21.59
29-2011	Medical and Clinical Laboratory Technologists	\$28.80	\$45.26	\$35.43
11-9111	Medical and Health Services Managers	\$33.71	\$72.82	\$51.75
31-9092	Medical Assistants	\$15.97	\$23.03	\$19.12
31-9093	Medical Equipment Preparers	\$12.40	\$27.02	\$20.00
29-2071	Medical Records and Health Information Technicians	\$15.60	\$25.13	\$18.16
43-6013	Medical Secretaries	\$16.69	\$25.21	\$20.76
21-1023	Mental Health and Substance Abuse Social Workers	\$10.85	\$24.35	\$18.72
21-1014	Mental Health Counselors	\$17.85	\$23.77	\$21.21
29-1171	Nurse Practitioners	\$44.89	\$58.12	\$50.95
31-1014	Nursing Assistants	\$11.84	\$16.87	\$13.80
29-1122	Occupational Therapists	\$35.68	\$50.29	\$42.49
43-9199	Office and Administrative Support Workers, All Other	\$9.37	\$14.77	\$11.19
43-9061	Office Clerks, General	\$13.40	\$21.68	\$17.37
39-9021	Personal Care Aides	\$10.06	\$13.44	\$11.68
29-1051	Pharmacists	\$64.37	\$76.00	\$70.11
29-2052	Pharmacy Technicians	\$16.98	\$26.23	\$20.48
31-9097	Phlebotomists	\$11.66	\$21.38	\$18.16
29-1123	Physical Therapists	\$40.16	\$53.83	\$46.01
29-1071	Physician Assistants	\$51.14	\$83.16	\$57.98
29-1069	Physicians and Surgeons, All Other	\$31.71	\$94.21	\$53.54
25-2011	Preschool Teachers, Except Special Education	\$13.41	\$20.60	\$15.36
29-2053	Psychiatric Technicians	\$17.43	\$29.58	\$25.75
29-2034	Radiologic Technologists	\$26.27	\$45.33	\$33.42
43-4171	Receptionists and Information Clerks	\$13.02	\$18.82	\$15.74
39-9032	Recreation Workers	\$9.79	\$14.75	\$11.88
29-1141	Registered Nurses	\$35.91	\$61.75	\$46.75
21-1015	Rehabilitation Counselors	\$15.56	\$29.65	\$21.40
39-9041	Residential Advisors	\$13.68	\$18.46	\$15.44
29-1126	Respiratory Therapists	\$31.65	\$46.98	\$40.29
41-3099	Sales Representatives, Services, All Other	\$18.88	\$35.98	\$25.79

HEALTHCARE OCCUPATIONS AND EARNING QUANTILES, *Continued*

Q1 2016

SOC Code	Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
33-9032	Security Guards	\$12.12	\$16.78	\$14.34
11-9151	Social and Community Service Managers	\$26.68	\$49.16	\$35.20
21-1093	Social and Human Service Assistants	\$13.43	\$20.92	\$16.60
21-1029	Social Workers, All Other	\$31.02	\$42.38	\$36.62
29-1127	Speech-Language Pathologists	\$31.26	\$44.23	\$35.07
43-5081	Stock Clerks and Order Fillers	\$10.02	\$15.49	\$12.20
21-1011	Substance Abuse and Behavioral Disorder Counselors	\$18.07	\$29.17	\$23.86
29-1067	Surgeons	\$90.00	\$163.72	\$107.47
29-2055	Surgical Technologists	\$21.00	\$31.80	\$24.51

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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MEDIA LEVEL



SONOMA COUNTY Board of Supervisors



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