



JOB MARKET TRACKER

October 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 10/24/17 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 10,700 job postings were advertised in September 2017, a decrease of 3.2% compared to the same period in 2016.

POSTINGS BY OCCUPATION GROUP

With 1,835 and 1,660 postings, the *Healthcare Practitioners and Technical Occupations* and *Sales and Related Occupations* had the most job postings in September 2017.

POSTINGS BY LOCATION

In the two-month period from August 1, 2017 to September 30, 2017, Santa Rosa had 9,457 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: August 1, 2017 - September 30, 2017

| Rank | Employer | Posting Volume |
|------|------------------------------|----------------|
| 1 | St. Joseph Healthcare System | 352 |
| 2 | Comphealth Associates, Inc. | 305 |
| 3 | Target Corporation | 252 |
| 4 | Santa Rosa Junior College | 212 |
| 5 | Soliant Health, Inc. | 192 |
| 6 | County of Sonoma | 179 |
| 7 | Mary's Pizza Shack | 158 |
| 8 | Sutter Health | 152 |
| 9 | Starbucks Corporation | 151 |
| 10 | Santa Rosa City School Dist. | 150 |

| Rank | Employer | Posting Volume |
|------|------------------------------|----------------|
| 11 | Petsmart, Inc. | 149 |
| 12 | Medtronic | 143 |
| 13 | Sears Holdings Corporation | 141 |
| 14 | Brookdale Senior Living | 138 |
| 15 | CVS Health Corporation | 137 |
| 16 | McDonald's Corporation | 136 |
| 17 | The Home Depot, Inc. | 134 |
| 18 | Dick's Sporting Goods, Inc. | 125 |
| 19 | Keysight Technologies, Inc. | 122 |
| 20 | Marriott International, Inc. | 120 |

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 August 2017 and September 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

August 2017

| | Occupation Group | Posting Volume | Prior Year |
|---|--|----------------|------------|
| 1 | Healthcare Practitioners and Technical Occupations | 1,708 | -24.89% |
| 2 | Sales and Related Occupations | 1,622 | -8.15% |
| 3 | Office and Administrative Support Occupations | 1,295 | 0.86% |
| 4 | Transportation and Material Moving Occupations | 1,250 | -26.90% |
| 5 | Food Preparation and Serving Related Occupations | 825 | 26.73% |

September 2017

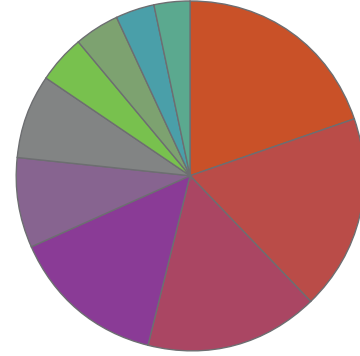
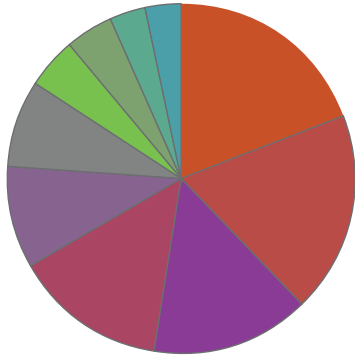
| | Occupation Group | Posting Volume | Prior Year |
|---|--|----------------|------------|
| 1 | Healthcare Practitioners and Technical Occupations | 1,835 | 7.94% |
| 2 | Sales and Related Occupations | 1,660 | 1.97% |
| 3 | Transportation and Material Moving Occupations | 1,487 | -22.99% |
| 4 | Office and Administrative Support Occupations | 1,326 | 7.46% |
| 5 | Food Preparation and Serving Related Occupations | 752 | 26.60% |





















OCCUPATION GROUPS, cont.

TOP 10 BY JOB POSTING VOLUME PERCENTAGE

August 2017

September 2017



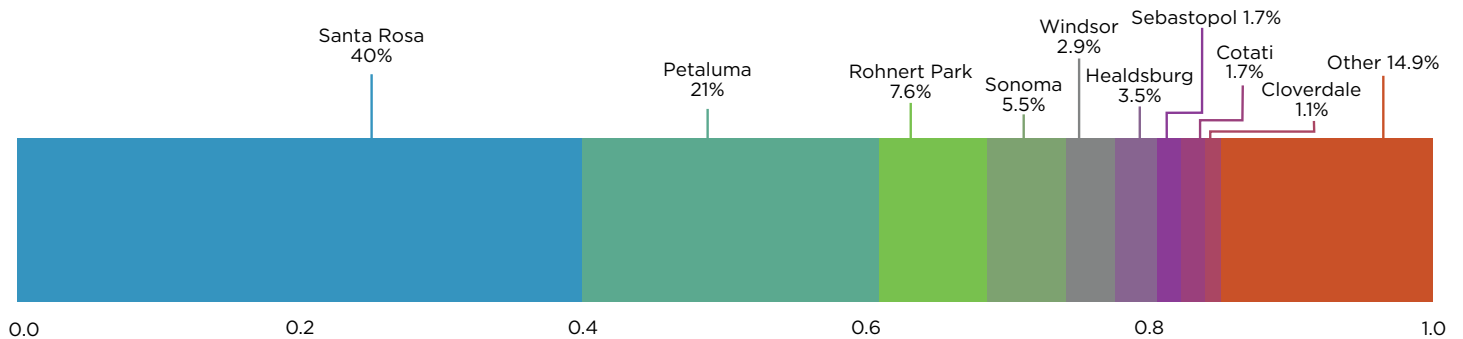
| | | | | | |
|--|--|-------|---|--|-------|
|  | Healthcare Practitioners and Technical Occupations | 16.4% |  | Healthcare Practitioners and Technical Occupations | 17.0% |
|  | Sales and Related Occupations | 15.6% |  | Sales and Related Occupations | 15.4% |
|  | Office and Administrative Support Occupations | 12.5% |  | Transportation and Material Moving Occupations | 13.8% |
|  | Transportation and Material Moving Occupations | 12.0% |  | Office and Administrative Support Occupations | 12.3% |
|  | Food Preparation and Serving Related Occupations | 7.9% |  | Food Preparation and Serving Related Occupations | 7.0% |
|  | Management Occupations | 6.9% |  | Management Occupations | 6.8% |
|  | Computer and Mathematical Occupations | 3.9% |  | Computer and Mathematical Occupations | 3.7% |
|  | Business and Financial Operations Occupations | 3.8% |  | Business and Financial Operations Occupations | 3.6% |
|  | Installation, Maintenance, and Repair Occupations | 2.8% |  | Healthcare Support Occupations | 3.0% |
|  | Healthcare Support Occupations | 2.7% |  | Installation, Maintenance, and Repair Occupations | 2.8% |
| | All Others | 15.5% | | All Others | 14.6% |

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

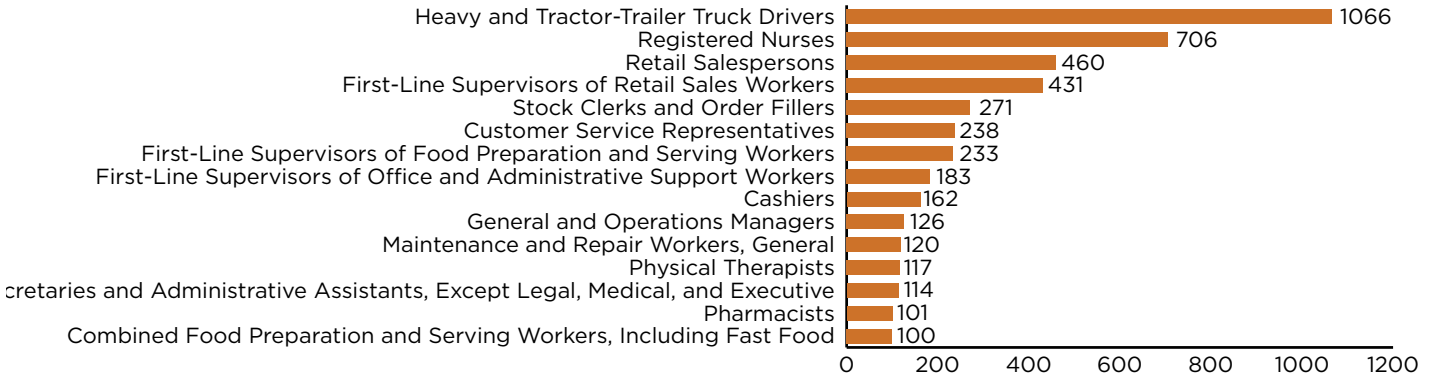
TWO MONTH PERIOD: August 1, 2017 - September 30, 2017



OCCUPATIONS, cont.

TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

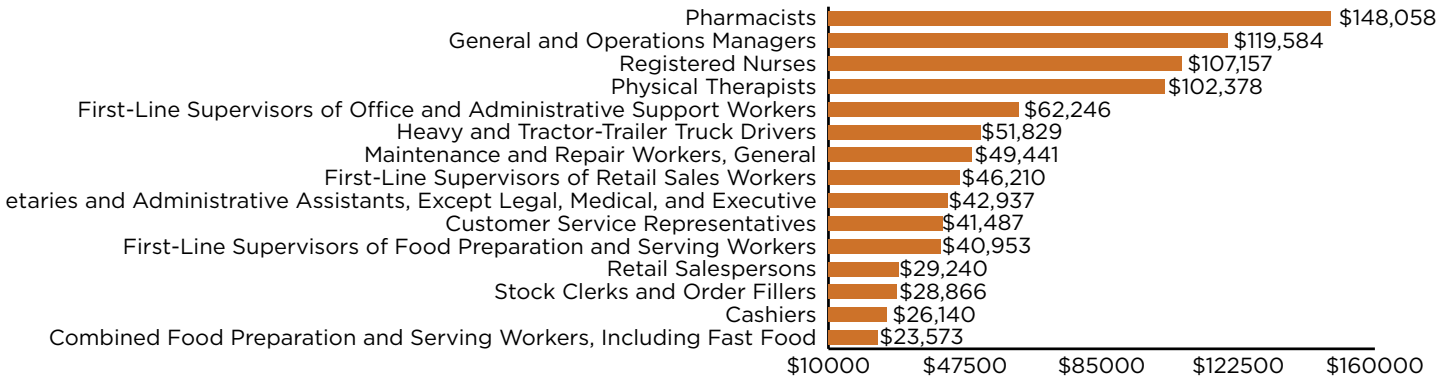
September 2017



TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ September 2017

Median Salary Data ~ 2017 Q1



SKILLS & CERTIFICATIONS

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 from August 1, 2017 to September 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 qualifications are highlighted here.

HARD & COMMON SKILLS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: August 1, 2017 - September 30, 2017

| | Hard Skills | Posting Volume | Prior Year |
|----|----------------------|----------------|------------|
| 1 | Merchandising | 1,842 | 13.99% |
| 2 | Finance | 1,812 | -6.26% |
| 3 | Selling Techniques | 1,537 | -5.82% |
| 4 | Nursing | 1,514 | 8.22% |
| 5 | Restaurant Operation | 985 | -5.11% |
| 6 | Accounting | 728 | -5.11% |
| 7 | Customer Experience | 659 | 31.54% |
| 8 | Rehabilitations | 634 | 4.28% |
| 9 | Warehousing | 576 | -5.88% |
| 10 | Food Services | 518 | 22.17% |

| | Common Skills | Posting Volume | Prior Year |
|----|------------------|----------------|------------|
| 1 | Management | 5,357 | -0.2% |
| 2 | Sales | 4,635 | -1.2% |
| 3 | Customer Service | 4,303 | 11.0% |
| 4 | Communications | 3,282 | -1.5% |
| 5 | Operations | 2,479 | 0.5% |
| 6 | Leadership | 1,940 | -2.5% |
| 7 | Innovation | 1,161 | -0.9% |
| 8 | Problem Solving | 1,155 | -5.6% |
| 9 | Driving | 1,000 | -45.3% |
| 10 | Presentations | 951 | -15.2% |

QUALIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: August 1, 2017 - September 30, 2017

| | Qualifications | Posting Volume | Prior Year |
|----|--|----------------|------------|
| 1 | Commercial Driver's License (CDL) | 1,075 | -45.8% |
| 2 | Registered Nurse | 958 | 10.2% |
| 3 | Nurse Practitioner | 319 | 121.5% |
| 4 | Licensed Vocational Nurses | 124 | 5.1% |
| 5 | Licensed Practical Nurse | 77 | -19.8% |
| 6 | Certified Nursing Assistant | 65 | 35.4% |
| 7 | Master Of Business Administration (MBA) | 58 | 56.8% |
| 8 | American Registry Of Radiologic Technologists (ARRT) Certified | 45 | 18.4% |
| 9 | Family Nursing Practitioner | 39 | 69.6% |
| 10 | Licensed Clinical Social Worker (LCSW) | 29 | -3.3% |

