

# 2021 Q2 SONOMA COUNTY JOB MARKET TRACKER

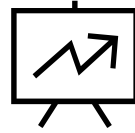
## HIGHLIGHTS



**5.7%** Unemployment rate  
in June 2021



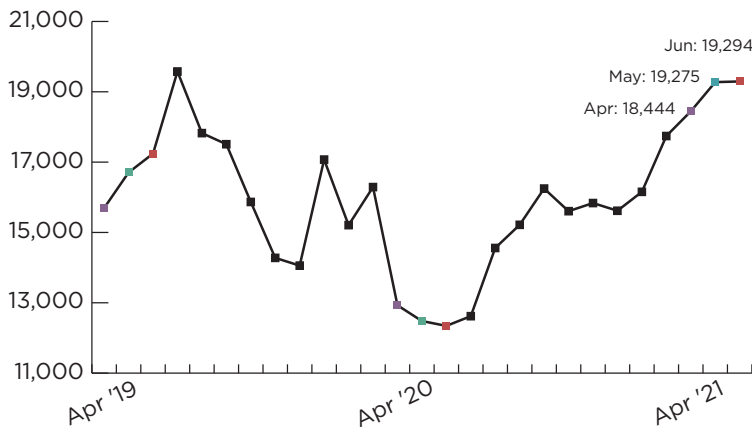
**16%** Job postings required a  
bachelor's degree



Jobs predicted to increase by  
**0.45%** in 2022

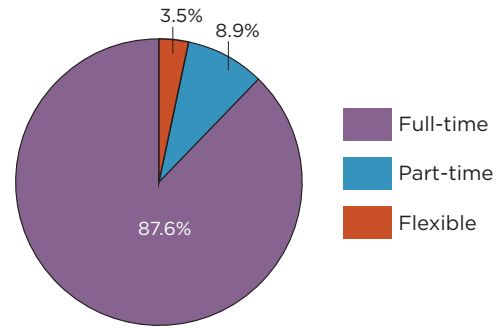
## JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM APRIL 2019 TO JUNE 2021,  
HIGHLIGHTED APRIL 2021 TO JUNE 2021

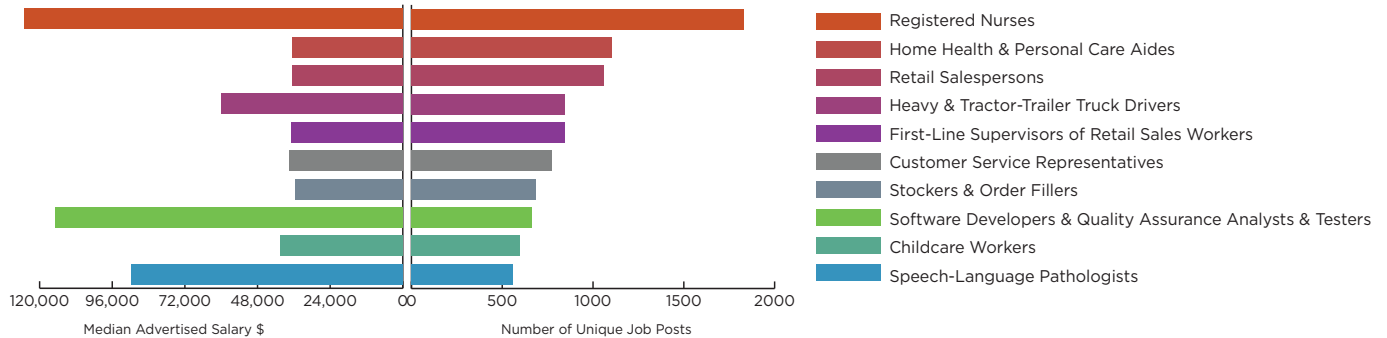


**34,478 unique job postings**

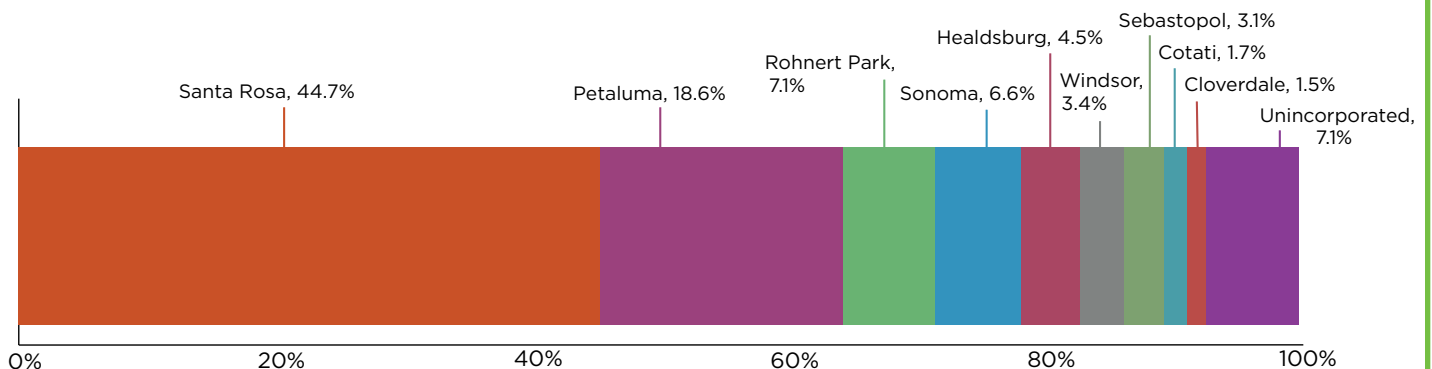
from April 2021 to June 2021, with 87.6% of  
the postings for full time positions



TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN  
ANNUAL ADVERTISED SALARY FROM APRIL 2021 TO JUNE 2021

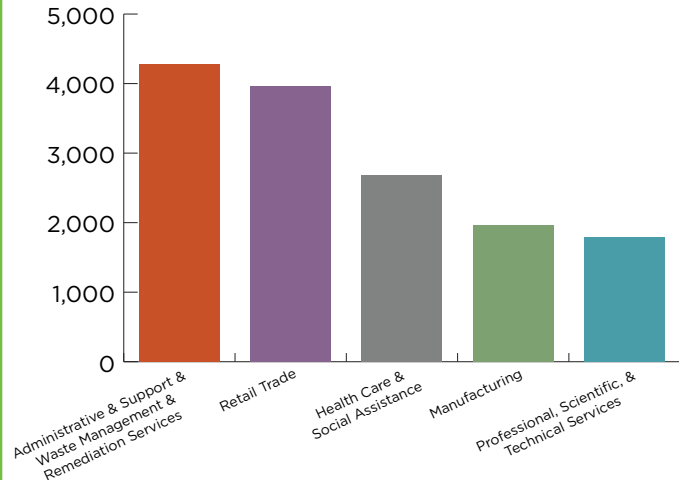


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY FROM APRIL 2021 TO JUNE 2021



# OCCUPATIONS & EMPLOYERS

## TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM APRIL 2021 TO JUNE 2021



## TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM APRIL 2021 TO JUNE 2021


Employer	Posting Volume
City of Santa Rosa	1,056
Oracle Corporation	1,030
Soliant Health, Inc.	407
General Dynamics Corporation	257
St. Joseph's Healthcare System, Inc.	240
County of Sonoma	237
CVS Health Corporation	236
Hired	204
Starbucks Corporation	175
Sunbelt Staffing, LLC	169

# SKILLS & CERTIFICATIONS

## TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM APRIL 2021 TO JUNE 2021

Common Skills	Posting Volume	Hard Skills	Posting Volume
Communications	8,787	Merchandising	1,910
Customer Service	6,843	Nursing	1,455
Management	5,894	Basic Life Support	1,421
Sales	5,545	Selling Techniques	1,378
Operations	4,143	Restaurant Operation	1,339
Leadership	3,774	Accounting	1,214

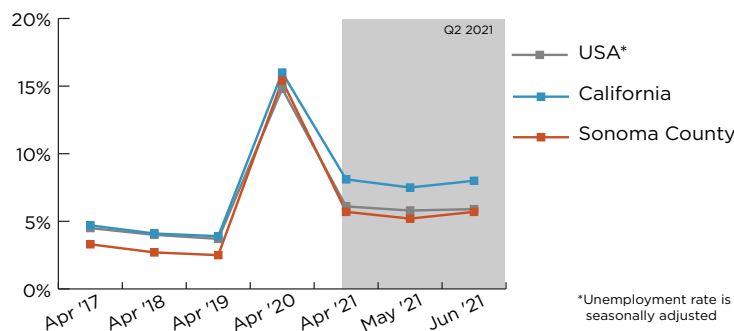
### Top certifications & qualifications:

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

Job postings calling for all skills, except Leadership (-4%), have drastically increased since Q2 2020: Basic Life Support (78%), Restaurant Operation (68%), Customer Service, Operations (52%), Communications, Management, Sales, Nursing (40%+), Merchandising, Selling Techniques, Accounting (25%+).

# LABOR MARKET

## UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM APRIL 2021 TO JUNE 2021



*In 2020: 173,028 55+ years old; 95,474 millennials (ages 25-39)*



*2021-2025: Job growth projected to increase by 1.5% (3,530 jobs). Population projected to decrease by 1.5% (6,754).*

## METHODOLOGY & SOURCES

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 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@sonoma-county.org](mailto:edb@sonoma-county.org).



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