

2021 Q1 SONOMA COUNTY JOB MARKET TRACKER

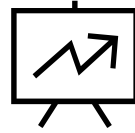
HIGHLIGHTS



6% Unemployment rate
in March 2021



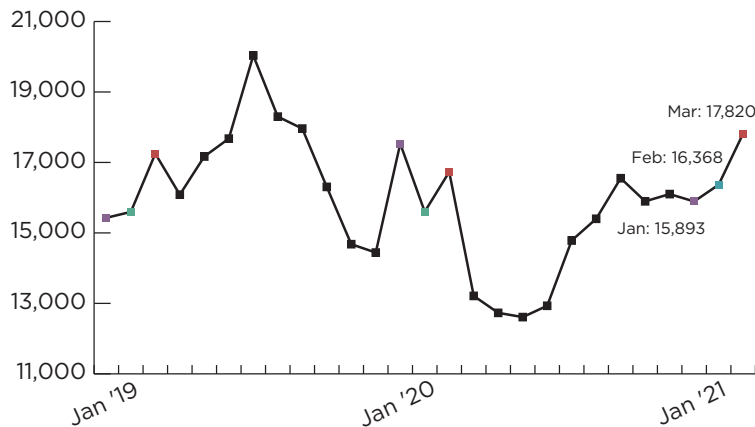
18% Job postings required a
bachelor's degree



Jobs predicted to increase by
0.65% in 2022

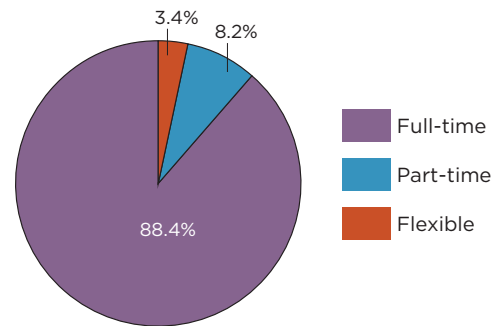
JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM JANUARY 2019 TO MARCH 2021, HIGHLIGHTED JANUARY 2021 TO MARCH 2021

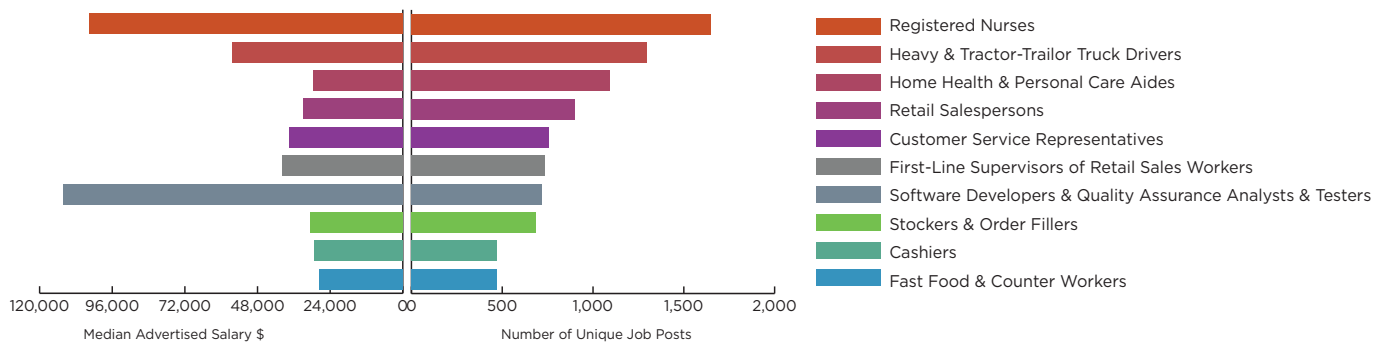


29,596 unique job postings

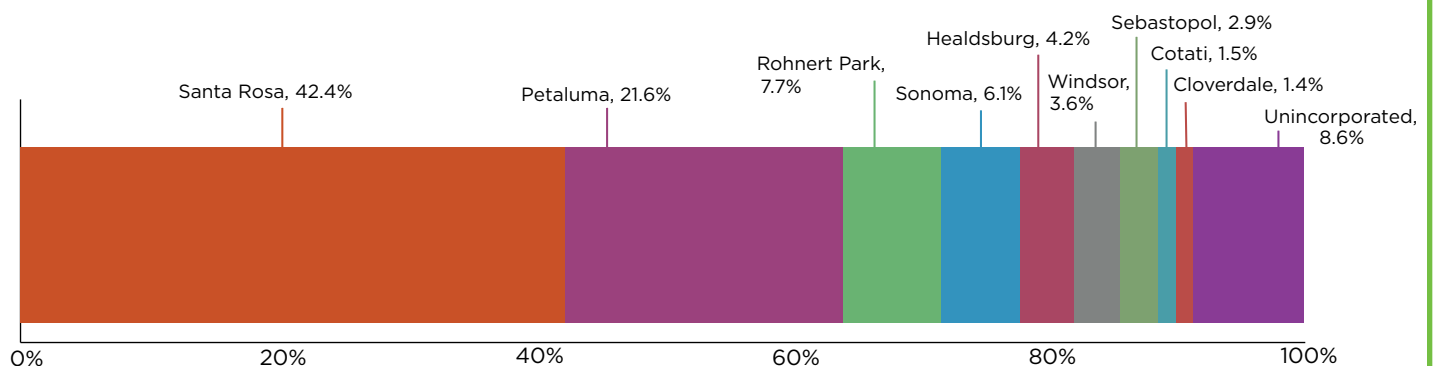
from January 2021 to March 2021, with
88.4% of the postings for full time positions



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

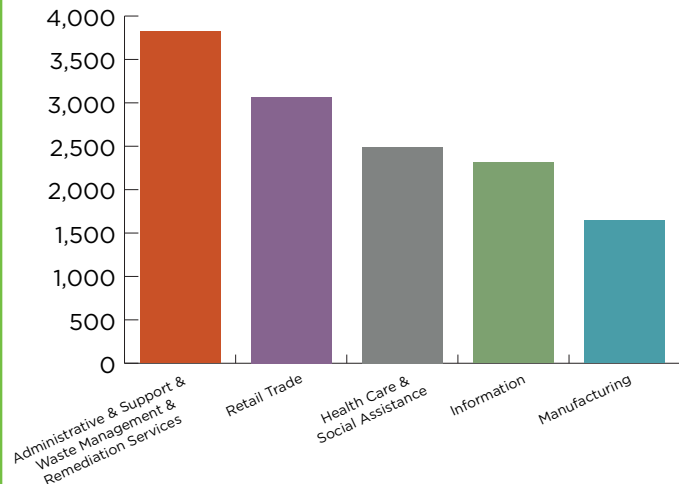


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY FROM JANUARY 2021 TO MARCH 2021



OCCUPATIONS & EMPLOYERS

TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM JANUARY 2021 TO MARCH 2021



TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM JANUARY 2021 TO MARCH 2021

Employer	Posting Volume
Oracle Corporation	1,768
City of Santa Rosa	625
Soliant Health, Inc.	324
CVS Health Corporation	243
St. Joseph's Healthcare System, Inc.	225
County of Sonoma	194
Taco Bell Corp	140
Kaiser Permanente	138
The Home Group	136
Sunbelt Staffing, LLC	131

SKILLS & CERTIFICATIONS

TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM JANUARY 2021 TO MARCH 2021

Common Skills	Posting Volume	Hard Skills	Posting Volume
Communications	8,029	Merchandising	1,924
Customer Service	6,571	Selling Techniques	1,324
Management	5,723	Nursing	1,316
Sales	5,458	Restaurant Operation	1,270
Operations	3,895	Basic Life Support	1,194
Leadership	3,687	Accounting	1,138

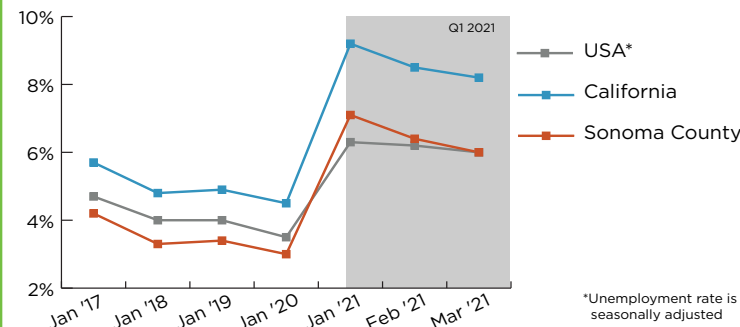
Top certifications & qualifications:

- 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 Q1 2020: Nursing (17.3%), Basic Life Support (16.3%), Customer Service (3.2%), and Leadership (2.2%).

LABOR MARKET

UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM JANUARY 2021 TO MARCH 2021



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



2020-2025: Job growth projected to increase by 2.7% (6,510 jobs).

Population projected to decrease by 0.6% (2,980).

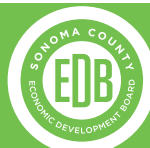
METHODOLOGY & SOURCES

*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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