

Sonoma County Job Market Tracker

January 1 2016 – January 31 2016 | Sonoma County

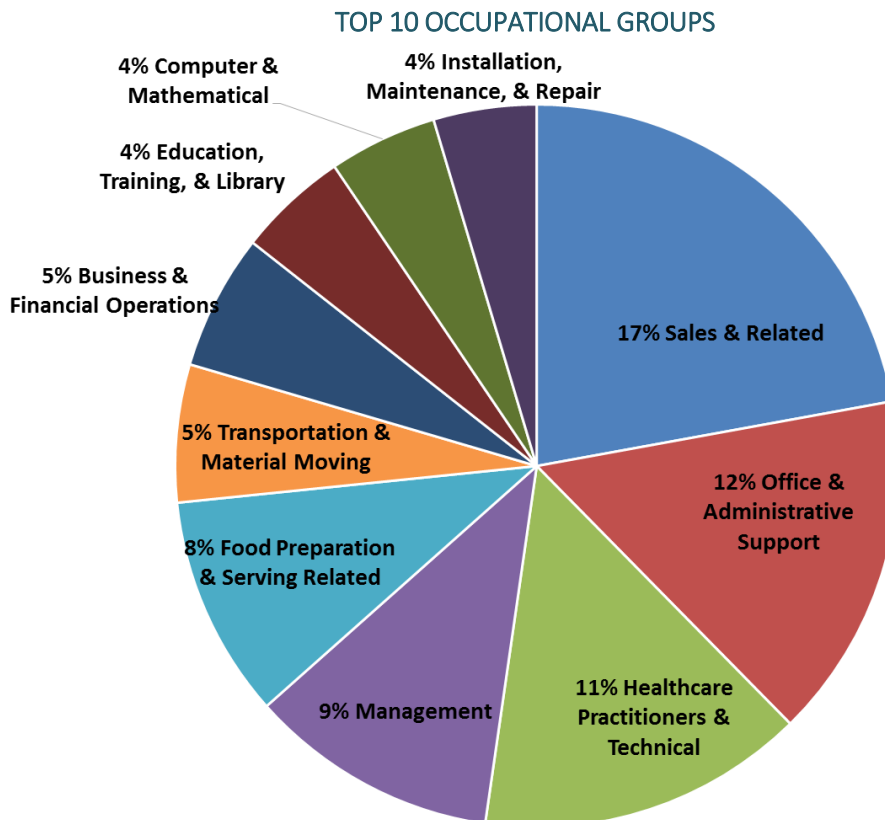
The *Sonoma County Job Market Tracker* is a monthly overview analyzing historical job data and real-time online job posting data to provide insights into current workforce demands of the local economy.

HIGHLIGHTS

- Nearly 8,900 available job openings during the January 2016 monthly reporting period, an increase of over 1,126 postings compared to the same period last year.
- The Manufacturing industry more than doubled the amount of new job postings over the previous period with 106 new jobs in January 2016.
- Tech industry job openings grew 25% to 1,136 available job openings in 2015.
- Local unemployment remained unchanged at 4.2% in December 2015.

MONTHLY TRENDS: Following the surge of seasonal job opportunities seen in the December 2015 monthly reporting period, January 2016 saw 8,889 available job openings of which 30% were new postings. Job openings are expected to return to usual levels as businesses pick up after the holiday season, reflected by the creeping number of new postings this month. 60% of job openings fall in the middle to upper middle income salary range (\$30K - \$80K).

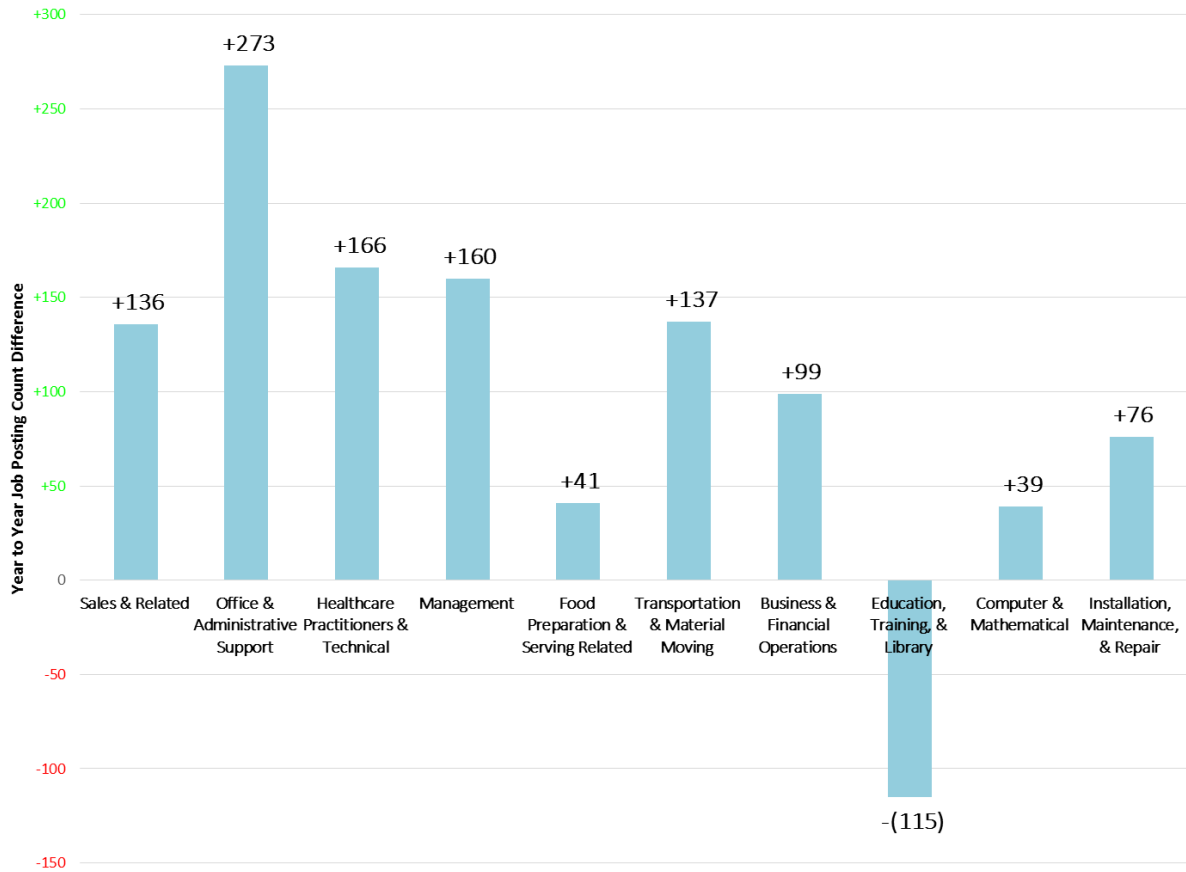
TOP OCCUPATIONAL GROUPS: The top occupational group is **Sales and Related Occupations** with 1,538 jobs representing 17% of all available jobs. This is followed by **Office and Administrative Support Occupations** with 1,077 available jobs, and **Healthcare Practitioners and Technical Occupations** with 1018 available jobs. **Healthcare Support Occupations** saw the greatest growth over the past year by 74%.



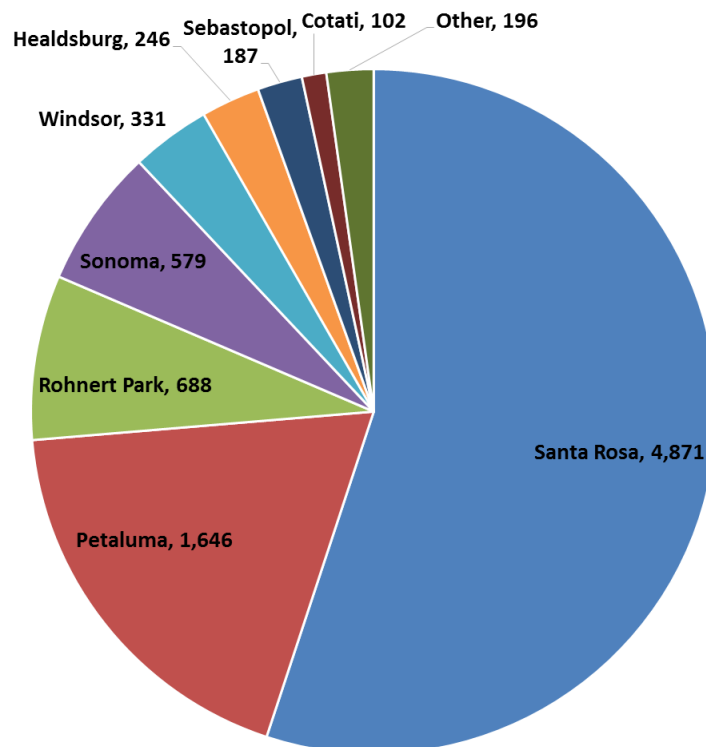
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TOP 10 OCCUPATIONAL GROUPS



JOB OPENINGS BY LOCATION

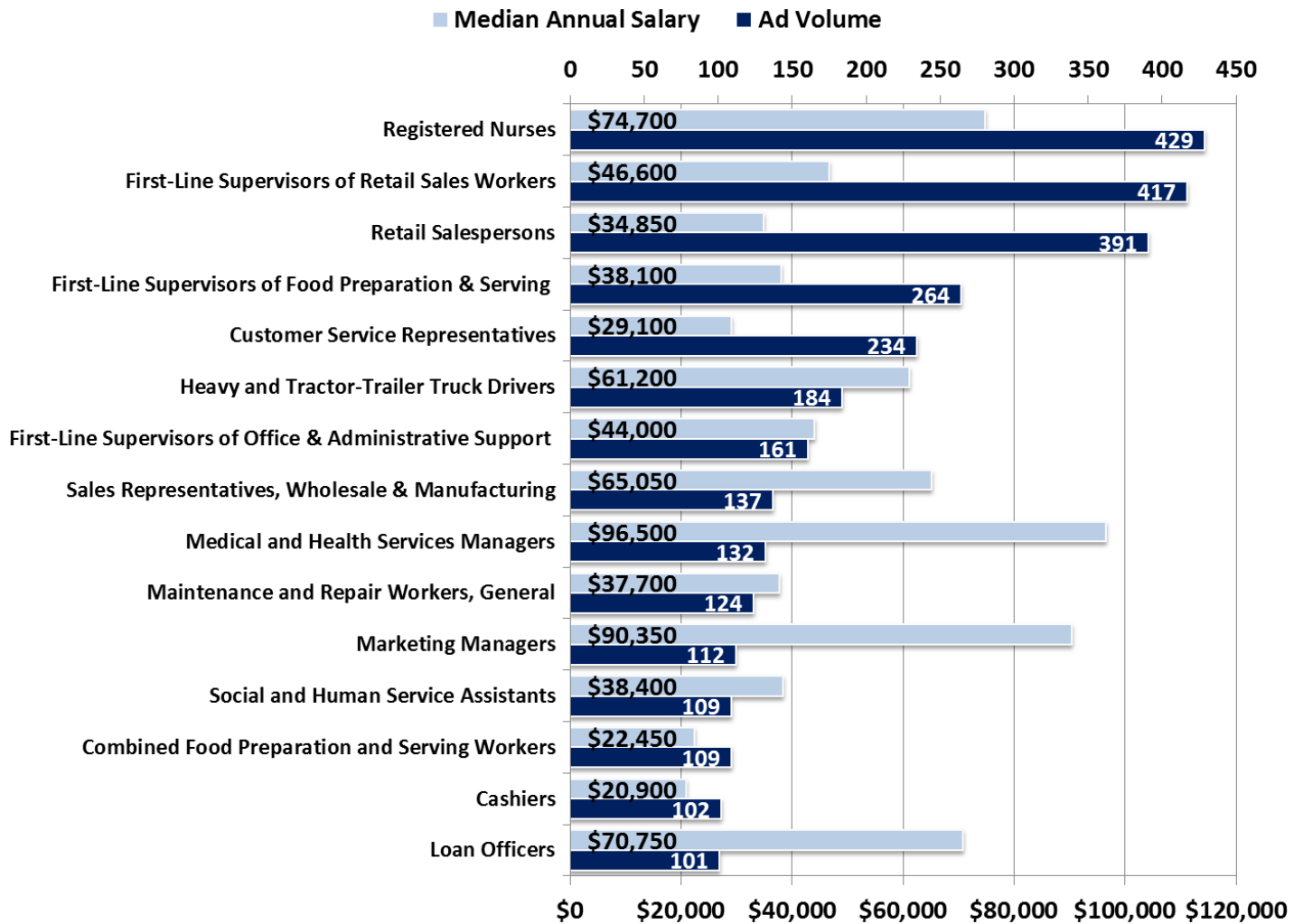


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TOP 15 JOB OPENINGS: Registered Nurses has the most available job openings with 429 positions, followed closely by First Line Supervisors of Retail Sales Workers and Retail Salespersons. Customer Service Representatives is the only occupation of the Top 15 to add more than 100 jobs sequentially. The top employers hiring Customer Service Representatives today are *13 Marketing, Sutter Health, Sears Holdings Corporation, Best Buy, and The First American Corporation*. Top job openings in the upper middle to high income salary range (\$50K-\$100K) include Registered Nurses, First-Line Supervisors of Retail Sales Workers, Loan Officers, Medical and Health Services Managers, Marketing Managers and Accountants.

TOP 15 JOB OPENINGS AND ANNUAL MEDIAN SALARIES

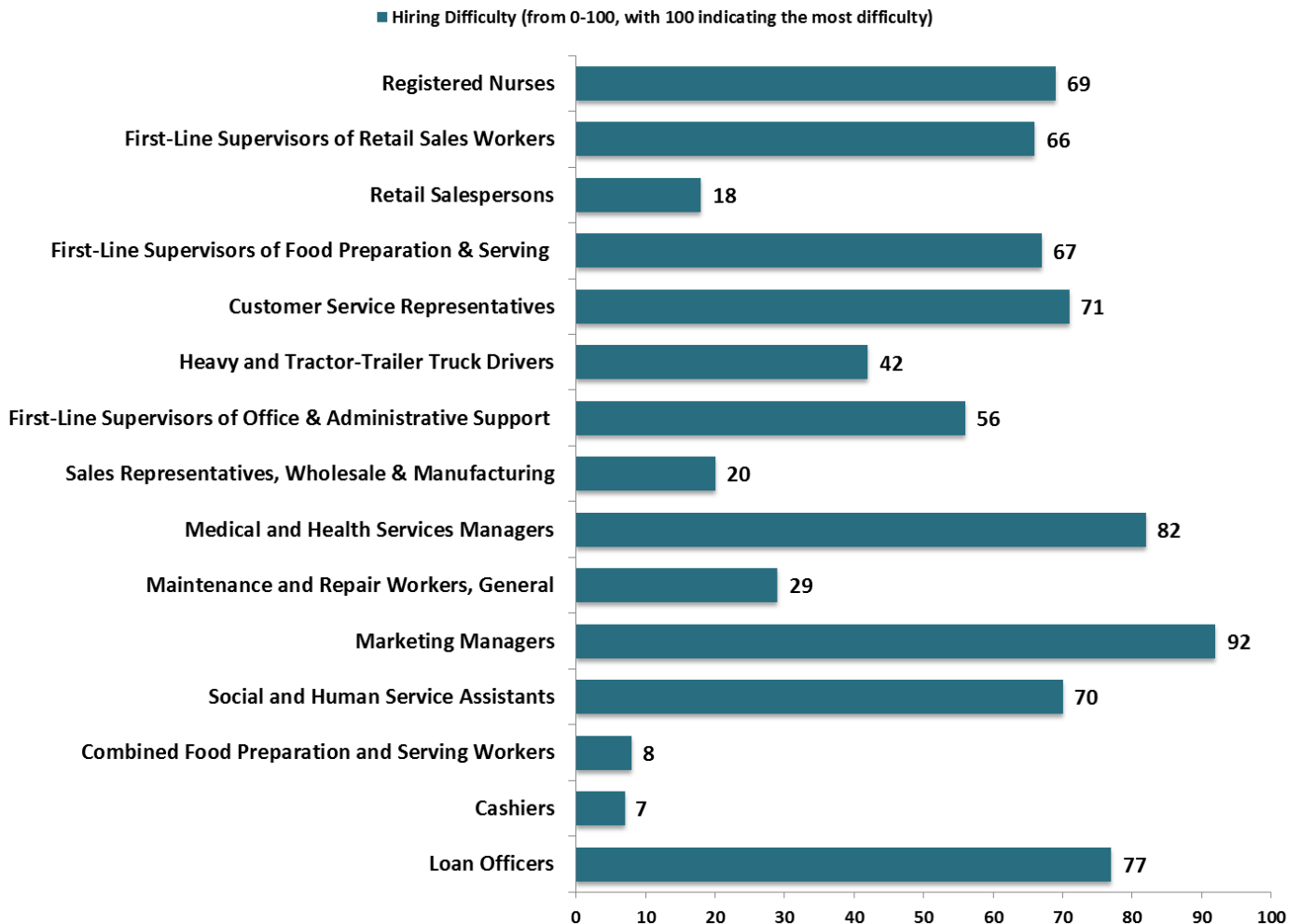


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TOP 15 JOB OPENINGS AND HIRING DIFFICULTY: Of the Top 15 job openings in Sonoma County, **Marketing Managers, Medical and Health Services Managers, and Loan Officers** had the highest hiring difficulty in January 2016.

TOP 15 JOB OPENINGS AND HIRING DIFFICULTY



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TOP 10 HARD SKILLS IN DEMAND: **Bilingual** yet again is the most sought after hard skill, followed by **Quality Assurance** and **Bilingual Spanish**; which has now jumped one spot from last month to rank 3rd. **Behavioral Health**, **Pediatrics**, and **Geriatrics** continue to exist in the top 10 list, representing an expanding health care sector.

TOP 10 SOFT SKILLS IN DEMAND: **Oral and written communication skills** continue to dominate the soft skills list, representing the most wanted skills that employers are actively looking for. **Detail oriented** experienced the largest increase over the prior year, followed by **Microsoft Office** and **Marketing**.

TOP 10 IN-DEMAND HARD SKILLS & SOFT SKILLS

Rank	Hard Skills	Ad Volume	Prior Year	Soft Skills	Ad Volume	Prior Year
1	Bilingual	397	-9.36%	Oral and written communication skills	2,313	-3.18%
2	Quality Assurance	303	25.73%	Detail oriented	979	17.67%
3	Bilingual Spanish	237	10.75%	Marketing	962	10.83%
4	Behavioral health	232	43.21%	Customer service oriented	943	6.55%
5	Food preparation	127	-22.09%	Integrity	845	-7.55%
6	Pediatrics	125	32.98%	Microsoft Office	701	17.22%
7	Customer relationship management	121	80.60%	Problem solving	655	4.63%
8	Quality control	111	-16.54%	Team-oriented, teamwork	627	-12.55%
9	Geriatrics	95	-5.94%	Creativity	582	-5.06%
10	Technical support	90	16.88%	Work independently	580	-4.92%

TOP 10 CERTIFICATIONS IN DEMAND: **Driver's License** trumps as the most wanted certification in Sonoma County, and **Commercial Driver's License** comes in 6th. The biggest increase has been in **Certification in Cardiopulmonary Resuscitation**, with **Certified Registered Nurse** and **Basic Life Support** rounding out the top 5 certifications in demand for January; a reflection of the continually brimming healthcare sector.

TOP 10 CERTIFICATIONS IN DEMAND

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,212	43.94%
2	Certified Registered Nurse	454	8.61%
3	Certification in Cardiopulmonary Resuscitation	342	67.65%
4	Basic Life Support	298	30.13%
5	First Aid certification	199	-10.76%
6	Commercial Driver's License	192	31.51%
7	Continuing Education	155	17.42%
8	HAZMAT	151	16.15%
9	Advanced Cardiac Life Support	148	8.82%
10	Food safety programs	112	-25.83%

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TOP EMPLOYERS

	Top 20 Employers	Ad Volume
1	Kaiser Permanente	180
2	St. Joseph Health System	150
3	Santa Rosa City Schools	141
4	Keysight Technologies	129
5	Sutter Health	128
6	Perdue Farms, Inc.	122
7	County Of Sonoma	120
8	Santa Rosa Junior College	116
9	Brookdale Senior Living	107
10	Medtronic	100
11	Sutter Pacific Medical Foundation	89
12	Marys Pizza Shack of California-Fairfield	84
13	Target Corporation	80
14	Calix	75
15	CVS Health	73
16	I3 Marketing	71
17	ST. JOSEPH'S HOME CARE	68
18	BROOKDALE	65
19	Sears Holdings Corporation	64
20	State Of California	61

TECH INDUSTRY SPOTLIGHT¹ (Jan 2015 – Dec 2015)

There were **1,136 available job openings** in the tech industry in 2015, a **25% increase from 2014**. Petaluma accounted for almost half of the openings with 615 postings, followed by Santa Rosa with 443. The high concentration of tech companies in Petaluma can be attributed to its location on the 101 corridor and relative proximity to tech central San Francisco.

The most in-demand occupations in the tech industry in 2015 were: **Industrial Engineers, Software Developers (Systems Software), Software Developers (Applications), Other Computer Occupations, Marketing Managers, Computer User Support Specialists, Electrical Engineers and Civil Engineers.**

The **top hard skills** desired by tech employers were **Power System Modeling, Linux, Python, Quality Assurance, Quality Systems, Git, Java, and SolidWorks CAD** showing the heavy emphasis on computer science and engineering skills in this industry. While desired hard skills are tech industry specific, soft skills are not as differentiated, with many employers looking for similar soft skills regardless of industry.

¹ Tech Industry as defined by “Technology Industries and Occupations for NAICS Industry Data” by Jerry Paytas and Dan Berglund, Carnegie Mellon University Center for Economic Development, 2004.

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The **annual median salary** for the tech industry in Sonoma County is **\$79,950**, a striking **46% higher** than the \$54,850 median salary for all industries. It is also more difficult to hire employees in the tech industry with an average hiring difficulty score of 55 (1 = easiest to hire, 100 = hardest to hire), compared to 47 for all industries.

Top Tech Industry Employers by Ad Volume in 2015

	Top 15 Employers	Ad Volume
1	Calix	248
2	Enphase Energy	224
3	Medtronic	101
4	Thermo Fisher Scientific Inc.	47
5	L-3 Communications	42
6	GHD	37
7	Optio Solutions, LLC	19
8	Direct Flow Medical, Inc.	17
9	Summit Engineering, Inc.	15
10	GC Micro	14
11	i2i Systems, Inc.	14
12	KLH Consulting	14
13	Agilent	13
14	Laboratory Corporation of America	11
15	Leap Solutions	11

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