

Sonoma County Job Market Tracker

March 1 2016 – March 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.

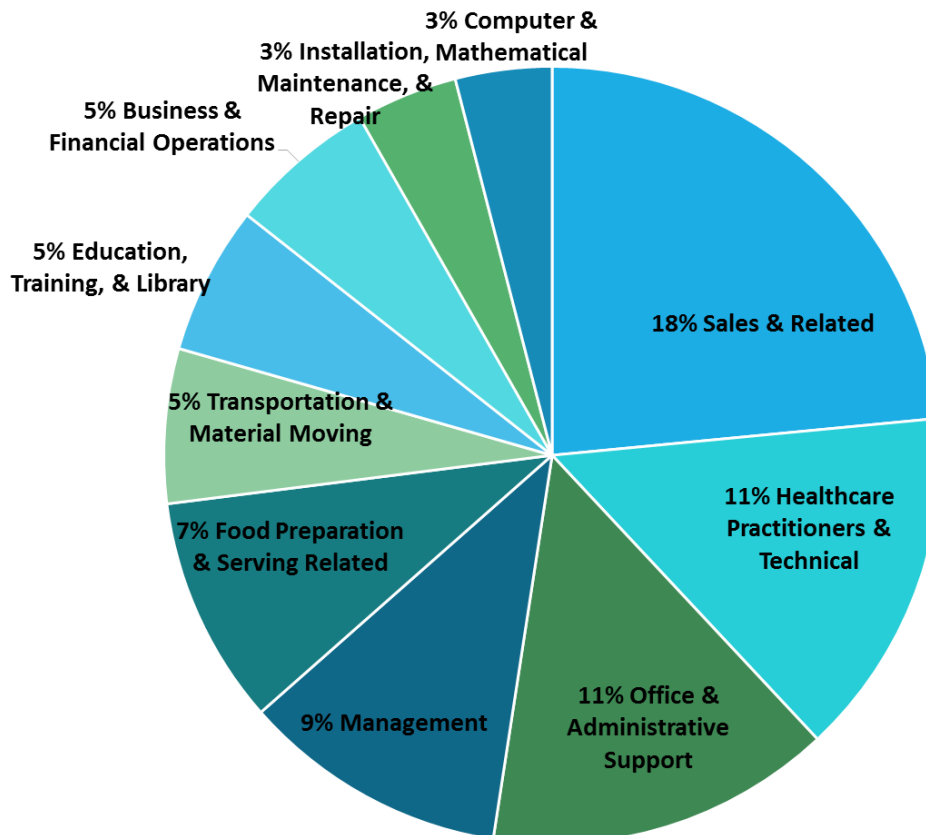
HIGHLIGHTS

- Over 9,600 available job openings during the March 2016 monthly reporting period, an increase of 867 postings compared to the same period last year.
- The Health Care and Social Assistance Industry registered the largest gains in March 2016 with 244 new postings.
- Construction Industry job openings grew 90% in the past year.

MONTHLY TRENDS: March 2016 saw 9,603 available job openings, of which 32% were new postings. Local unemployment rate dropped to 4.1% in February 2016, according to EDD. Along with recent job growth, wages have been rising according to the BLS. Average weekly wages in Sonoma County increased 4.7% from Q3 2014 to Q3 2015, outpacing U.S. (2.6%) and California (3.4%), ranking Sonoma County in the top 10th percentile of counties nationwide.

TOP OCCUPATIONAL GROUPS: The top occupational group is **Sales and Related Occupations** with 1,718 jobs representing 18% of all available jobs. This is followed by **Healthcare Practitioners and Technical Occupations** with 1,064 available jobs, and **Office and Administrative Support Occupations** with 1,054 available jobs, each rounding to 11% of all available jobs. **Protective Service Occupations** saw the greatest growth over the past year by 59% and 65 additional jobs.

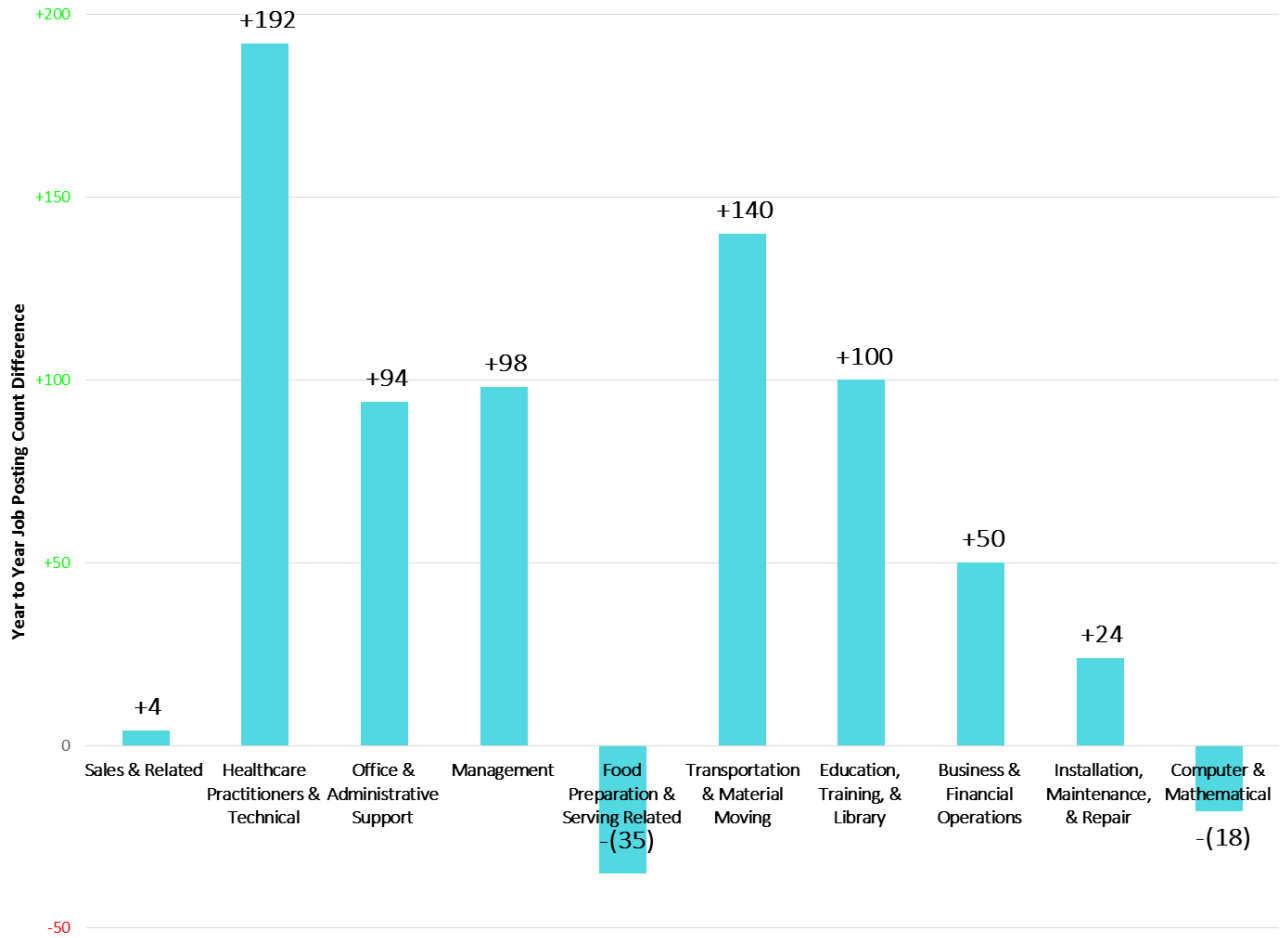
TOP 10 OCCUPATIONAL GROUPS



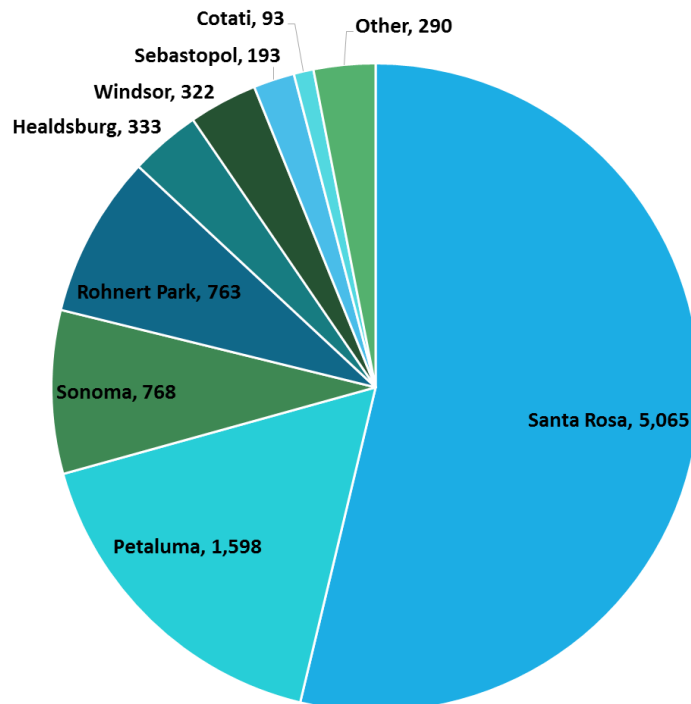
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TOP 10 OCCUPATIONAL GROUPS



JOB OPENINGS BY LOCATION



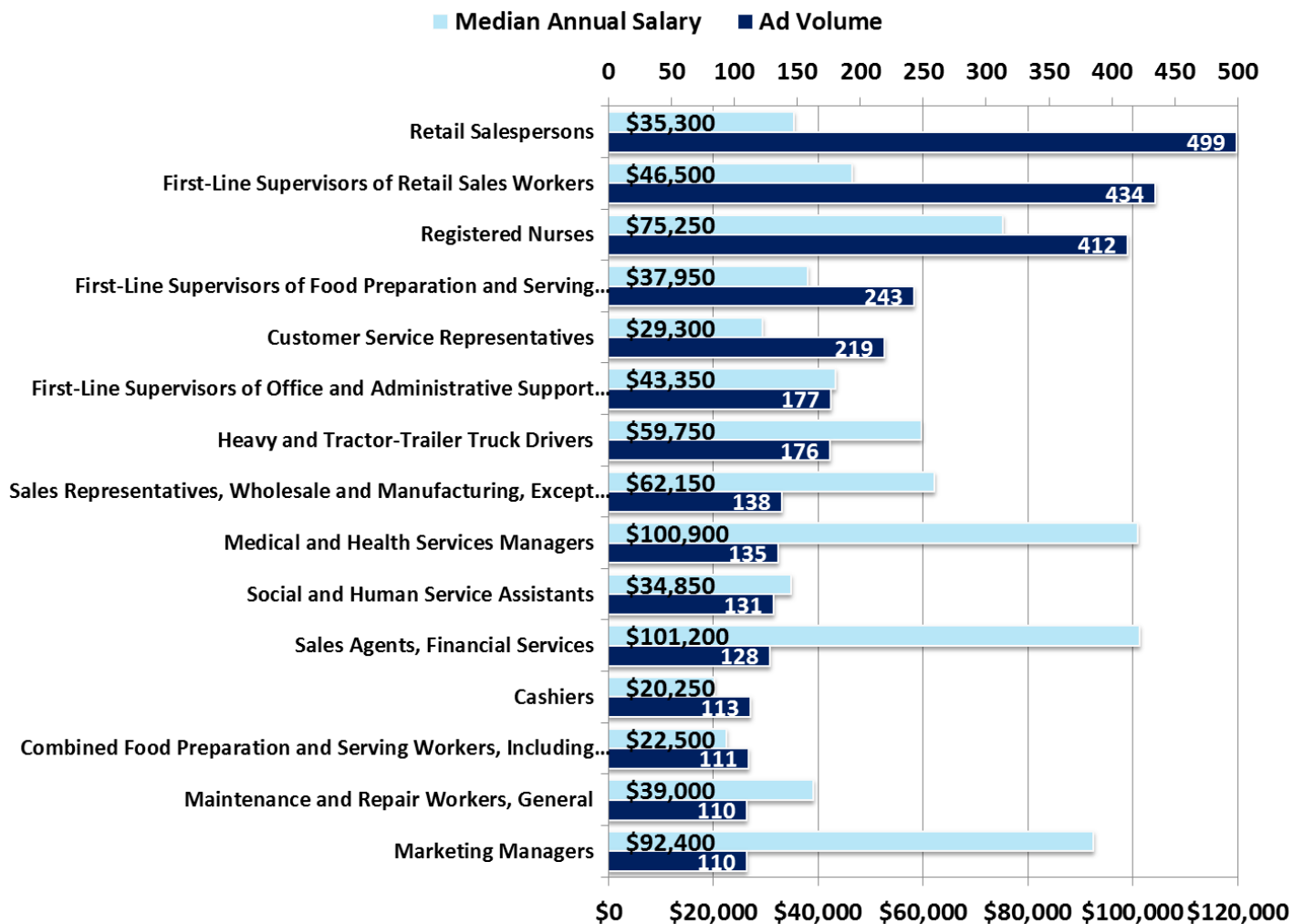
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TOP 15 JOB OPENINGS: Retail Salespersons has the most available job openings with 499 positions, followed by First Line Supervisors of Retail Sales Workers and Registered Nurses. Of the Top 15 Occupations, demand for Customer Service Representatives, Registered Nurses, and Heavy and Tractor-Trailer Truck Drivers increased the most over the year. Meanwhile, Cashiers and Combined Food Preparation and Serving Workers (Including Fast Food) experienced weaker job demand as compared to the previous year.

Top employers hiring Retail Salespersons today include Target, AT&T, JC Penney, Sears, and Kohl's. In addition, Lowe's, Big 5 Sporting Goods, Chico's, and Goodwill Redwood Empire are the top employers hiring First Line Supervisors of Retail Sales Workers today while for Registered Nurses it is St. Joseph Health System, Sutter Santa Rosa Regional Hospital, Sutter Health, and Kaiser Permanente. Top job openings in the upper middle to high income salary range (\$50K-\$100K) include Registered Nurses, Medical and Health Services Managers, Sales Representatives (Wholesale & Manufacturing Except Technical/Scientific Products), Marketing Managers, Sales Agents (Financial Services), and Heavy and Tractor-Trailer Truck Drivers. The highest paid top job opening is Sales Agents (Financial Services) with a Median Annual Salary of \$100,200.

TOP 15 JOB OPENINGS AND MEDIAN ANNUAL SALARIES



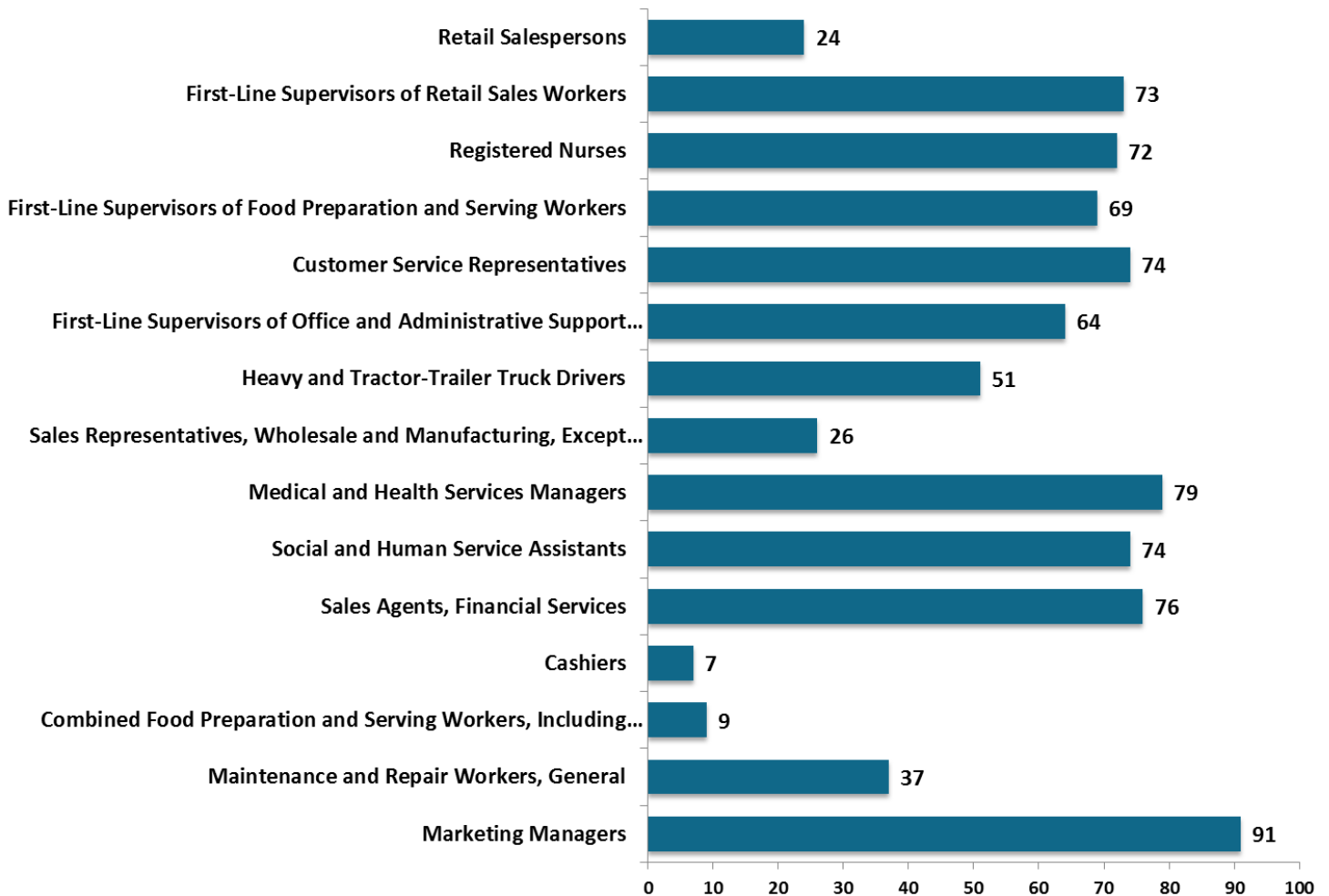
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TOP 15 JOB OPENINGS AND HIRING DIFFICULTY: Of the Top 15 job openings in Sonoma County, **Marketing Managers, Medical and Health Services Managers, and Sales Agents (Financial Services)** had the highest hiring difficulty in March 2016. Employers hiring **Marketing Managers** include *Keysight Technologies, Brown-Forman, Gap, Inc.* and *Jarden Corporation*.

TOP 15 JOB OPENINGS AND HIRING DIFFICULTY

■ Hiring Difficulty (from 0-100, with 100 indicating the most difficulty)



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TOP 10 HARD SKILLS IN DEMAND: **Bilingualism** continues to dominate the Top 10 Hard Skills, and has increased from last month's volume of 429. **Customer Relationship Management** had the largest percentage increase from the prior year, followed by **Pediatrics** and **Technical Support**.

TOP 10 SOFT SKILLS IN DEMAND: Top 10 soft skills demand has fallen from the prior year, which reflects increasing prioritization of hard skills over soft skills. **Oral and Written Communication**, **Customer Service Oriented**, and **Marketing** skills were most sought after.

TOP 10 HARD SKILLS & SOFT SKILLS IN-DEMAND

Rank	Hard Skills	Ad Volume	Prior Year	Soft Skills	Ad Volume	Prior Year
1	Bilingual	447	0.22%	Oral and written communication skills	2,582	-14.02%
2	Quality Assurance	290	-3.01%	Customer service oriented	1,026	-12.61%
3	Bilingual Spanish	284	15.92%	Marketing	1,009	-7.94%
4	Behavioral health	183	8.93%	Detail oriented	989	-19.46%
5	Food preparation	163	-16.84%	Integrity	969	-15.22%
6	Customer relationship management	134	55.81%	Team-oriented, teamwork	783	-13.86%
7	Pediatrics	128	26.73%	Microsoft Office	776	-20.98%
8	Quality control	107	-25.17%	Creativity	705	-18.31%
9	Technical support	94	18.99%	Problem solving	660	-24.74%
10	Geriatrics	84	-4.55%	Work independently	597	-16.50%

TOP 10 CERTIFICATIONS IN DEMAND: **Driver's License** continues to be the most wanted certification in Sonoma County, with **Commercial Driver's License** coming in 6th. The biggest increase has been in **Certification in Cardiopulmonary Resuscitation** with additional Healthcare related certifications **Certified Registered Nurse**, **Basic Life Support**, and **First Aid** rounding out the Top 5 this March.

TOP 10 CERTIFICATIONS IN DEMAND

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,359	37.13%
2	Certified Registered Nurse	430	2.87%
3	Certification in Cardiopulmonary Resuscitation	361	65.60%
4	Basic Life Support	281	2.55%
5	First Aid certification	201	11.05%
6	Commercial Driver's License	189	30.34%
7	Advanced Cardiac Life Support	150	7.14%
8	Continuing Education	141	34.29%
9	HAZMAT	136	4.62%
10	Occupational Safety & Health Administration	128	3.23%

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TOP EMPLOYERS

	Top 20 Employers	Ad Volume
1	Kaiser Permanente	211
2	Santa Rosa City Schools	181
3	St. Joseph Health System	146
4	Sutter Health	142
5	County Of Sonoma	120
6	Brookdale	118
7	State Of California	114
8	Target Corporation	110
9	Keysight Technologies	109
10	Medtronic	100
11	Perdue Farms, Inc.	92
12	Sutter Pacific Medical Foundation	85
13	Mary's Pizza Shack of California	83
14	Santa Rosa Junior College	78
15	Sears Holdings Corporation	76
16	I3 Marketing	70
17	Calix	69
18	Sutter Santa Rosa Regional Hospital	69
19	CVS Health	61
20	U.S. Bank	58

CONSTRUCTION INDUSTRY SPOTLIGHT (April 1st 2015 – March 31st 2016)

There were **258 available job openings** recorded in the Construction industry from **April 1st 2015 – March 31st 2016**, almost doubling prior year's numbers. Strong demand and largely undersupplied real estate inventory continues to attract investment and has spurred major construction projects, boosting local industry employment. Local construction industry hiring has rebounded, adding jobs at a faster pace than California and the US economy since 2012. According to EDD, local construction employment in 2015 was 11,500 – hitting the highest level since before recession – and is projected to have the largest employment growth to 12,300 in 2022.

Challenges for space in Sonoma County have intensified in the past year, manifested in an exceedingly tight housing market and record low vacancy rates for office, industrial, and retail spaces. The latest figures from Keegan & Coppin reveal that the Q4 2015 vacancy rate for office space was 16.4% while industrial space was only 5.8%. Sonoma County's close proximity to major markets, lower costs of doing business, and real estate affordability relative to the supply-constrained Bay Area backdrop, all contribute to strong tenant demand and present bright opportunities for new construction projects.

The majority of construction job openings were in **Santa Rosa** at **63%**, followed by Petaluma and Sebastopol. The most in-demand occupations in the Construction industry were **Electricians, Solar Sales Representatives and Assessors, Construction Laborers, First Line Supervisors of Construction Trades** and

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Extraction Workers, Sales Representatives (Wholesale & Manufacturing), Cost Estimators, Maintenance and Repair Workers, and Construction Carpenters.

Construction occupations typically require a high school diploma or no formal education, and occasionally cite skills or experience with **Customer Relationship Management, Bilingualism, Salesforce, Blueprints and Electrical Systems**. Top certifications in demand include having a **Driver's License, General Contractor License, and a Commercial Driver's License**. The **annual median salary** for the Construction industry in Sonoma County is **\$61,450**, 8.4% higher than the \$56,700 median salary for all industries. The Construction industry also experiences a moderate **hiring difficulty of 56** (1 = easiest to hire, 100 = hardest to hire), compared to 49 for all industries.

Top Construction Industry Employers by Ad Volume

	Top Employers
1	Jeff Luchetti Construction
2	SOLARCITY
3	Ygrene Energy Fund
4	Ghilotti Construction
5	PCD, Inc.
6	Summit Technologies, Inc.
7	Tyco SimplexGrinnell
8	SunRun
9	A1 Solar Power
10	Alcal Specialty Contracting, Inc.
11	Weeks Drilling & Pump, Co.
12	Precision Services
13	ONGARO & SONS INC.
14	Sterling Roofing
15	Irish Construction

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