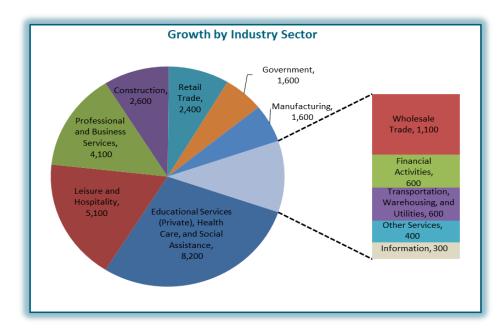


2014-2024 Projection Highlights Santa Rosa Metropolitan Statistical Area (Sonoma County)



Industry Employment, which includes self-employment, private household workers, farm, and nonfarm employment in Sonoma County, is expected to reach 245,000 by 2024, an increase of 15.1 percent over the 10-year projection period. Twelve of 13 nonfarm industry sectors are projected to grow between 2014 and 2024.



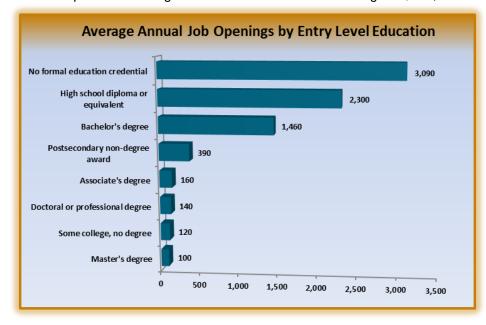
Total nonfarm employment is projected to grow by 28,600 jobs by 2024. Seventy percent of all projected nonfarm job growth is concentrated in four industry sectors.

- Educational services (private), health care, and social assistance is projected to be the fastest growing industry (26.3 percent). This sector is also expected to add the most jobs, generating 8,200 jobs.
- Leisure and hospitality is projected to add 5,100 jobs, with the majority of the growth in the accommodation and food services.
- Professional and business services is forecasted to add 4,100 jobs with a growth rate of 20.4 percent over the projection period.
- Construction is expected to grow by 24.8 percent during the projection period, adding 2,600 jobs.

Occupational Employment forecasts 32,700 new jobs from industry growth and 50,100 job openings from replacement needs for a combined total of 82,800 job openings.

The 50 occupations with the most job openings are forecasted to generate 46,500 total job openings, which is 56 percent of all job openings. The top three occupations with the most job openings are retail salespersons, cashiers, and waiters and waitresses. These occupations earn median wages ranging from \$10.52 to \$13.86 per hour and require no formal educational credential. Higher-skilled occupations, requiring a bachelor's degree, include accountants and auditors, general and operations managers, and teachers (elementary and secondary).

The 50 fastest growing occupations anticipate a growth rate of 20 percent or higher. Occupations range from combined food preparation and serving workers, including fast food which require no formal educational credential and earn a median annual wage of \$19,895 to veterinarians which require a doctoral or professional degree and earn a median annual wage of \$113,917.



The following table, categorized by entry-level education, provides a summary of the fastest- and largest-growing occupations.





2014-2024 Comparison of Growing Occupations by Entry Level Education Sonoma County

Fastest Growing (New Jobs from Industry Growth)	Entry Level Education	Largest Growing (New Jobs and Replacement Needs)
Physical Therapists (41.7% or 100 jobs) Health Specialties Teachers, Postsecondary (24.0% or 60 jobs) Clinical, Counseling, and School Psychologists (22.7% or 100 jobs) Veterinarians (20.0% or 40 jobs) Pharmacists (18.8% or 60 jobs)	Doctoral or Professional Degree	Clinical, Counseling, and School Psychologists (200 jobs) Physical Therapists (160 jobs) Pharmacists (130 jobs) Lawyers (120 jobs) Health Specialties Teachers, Postsecondary (100 jobs)
Mental Health Counselors (18.2% or 40 jobs) Education Administrators, Postsecondary (15.0% or 30 jobs) Education Administrators, Elementary and Secondary School (13.3% or 40 jobs) Instructional Coordinators (11.1% or 30 jobs) Educational, Guidance, School, and Vocational Counselors (8.1% or 30 jobs)	Master's Degree	Education Administrators, Elementary and Secondary School (130 jobs) Educational, Guidance, School, and Vocational Counselors (120 jobs) Education Administrators, Postsecondary (90 jobs) Mental Health Counselors (90 jobs) Instructional Coordinators (60 jobs)
Personal Financial Advisors (41.7% or 100 jobs) Computer Systems Analysts (34.5% or 100 jobs) Registered Nurses (33.6% or 1,110 jobs) Software Developers, Systems Software (33.3% or 120 jobs) Market Research Analysts and Marketing Specialists (29.5% or 230 jobs)	Bachelor's Degree	Registered Nurses (1,890 jobs) General and Operations Managers (1,610 jobs) Elementary School Teachers, Except Special Education (780 jobs) Accountants and Auditors (750 jobs) Substitute Teachers (670 jobs)
Web Developers (51.4% or 180 jobs) Medical and Clinical Laboratory Technicians (26.7% or 80 jobs) Radiologic Technologists (21.7% or 50 jobs) Paralegals and Legal Assistants (20.0% or 40 jobs) Dental Hygienists (11.5% or 30 jobs)	Associate's Degree	Preschool Teachers, Except Special Education (280 jobs) Web Developers (230 jobs) Medical and Clinical Laboratory Technicians (150 jobs) Civil Engineering Technicians (100 jobs) Radiologic Technologists (90 jobs)
Phlebotomists (31.8% or 70 jobs) Medical Records and Health Information Technicians (22.7% or 50 jobs) Psychiatric Technicians (22.6% or 120 jobs) Licensed Practical and Licensed Vocational Nurses (22.5% or 200 jobs) Nursing Assistants (22.3% or 230 jobs)	Postsecondary Non-degree Award	Automotive Service Technicians and Mechanics (460 jobs) Nursing Assistants (460 jobs) Licensed Practical and Licensed Vocational Nurses (450 jobs) Heavy and Tractor-Trailer Truck Drivers (440 jobs) Medical Assistants (440 jobs)
Computer User Support Specialists (18.9% or 70 jobs) Teacher Assistants (11.2% or 260 jobs)	Some College, No Degree	Teacher Assistants (820 jobs) Bookkeeping, Accounting, and Auditing Clerks (250 jobs) Computer User Support Specialists (120 jobs)
Electricians (30.0% or 210 jobs) Cabinetmakers and Bench Carpenters (28.0% or 70 jobs) Industrial Machinery Mechanics (27.8% or 100 jobs) Fitness Trainers and Aerobics Instructors (25.6% or 220 jobs) Plumbers, Pipefitters, and Steamfitters (25.4% or 150 jobs)	High School Diploma or Equivalent	Farmers, Ranchers, and Other Agricultural Managers (1,140 jobs) Office Clerks, General (1,110 jobs) Maintenance and Repair Workers, General (780 jobs) Carpenters (740 jobs) Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (740 jobs)
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (39.5% or 170 jobs) Agricultural Equipment Operators (37.5% or 120 jobs Roofers (31.7% or 130 jobs) Cooks, Restaurant (30.1% or 590 jobs) Cement Masons and Concrete Finishers (30.0% or 90 jobs)	No Formal Educational Credential	Retail Salespersons (3,330 jobs) Cashiers (2,770 jobs) Waiters and Waitresses (2,710 jobs) Combined Food Preparation and Serving Workers, Including Fast Food (2,180 jobs) Personal Care Aides (1,830 jobs)

Excludes "All-Other" occupations and those with employment less than 200 in 2014.

Source: California Employment Development Department