



First Quarter Job Market Tracker

HIGHLIGHTS

12,928

unique job postings from January 2024 to March 2024 (Q1)

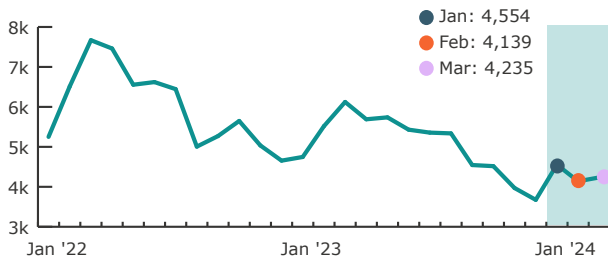
4.2% unemployment rate in March 2024

6% job growth by 2029

JOB POSTINGS & SALARY

Unique Job Postings

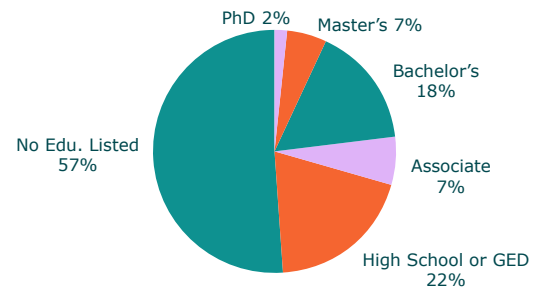
Sonoma County (Q1 2024), monthly



Source: Lightcast Analytics (www.lightcast.io)

Education Requirements

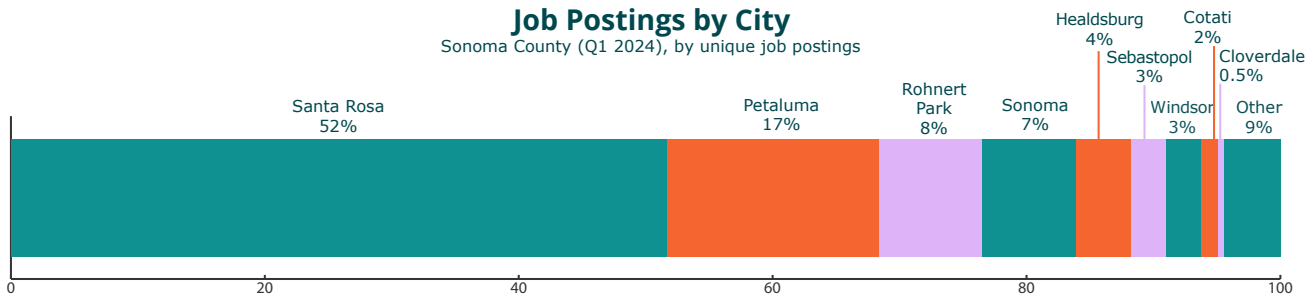
Sonoma County (Q1 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

Job Postings by City

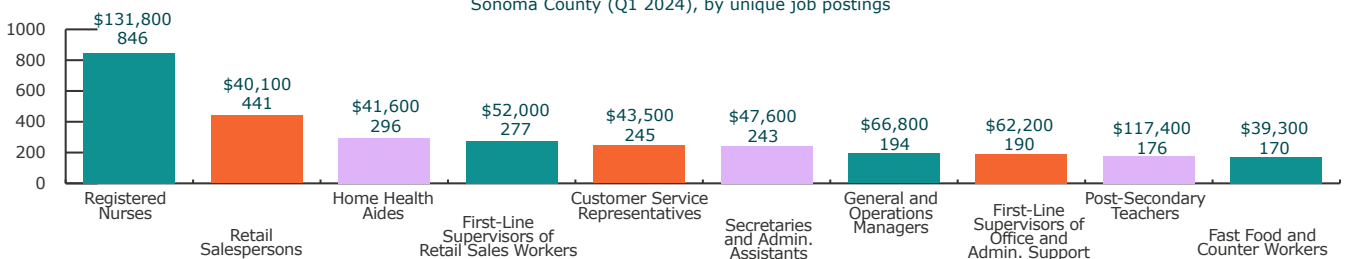
Sonoma County (Q1 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

Top Occupations & Advertised Salaries

Sonoma County (Q1 2024), by unique job postings

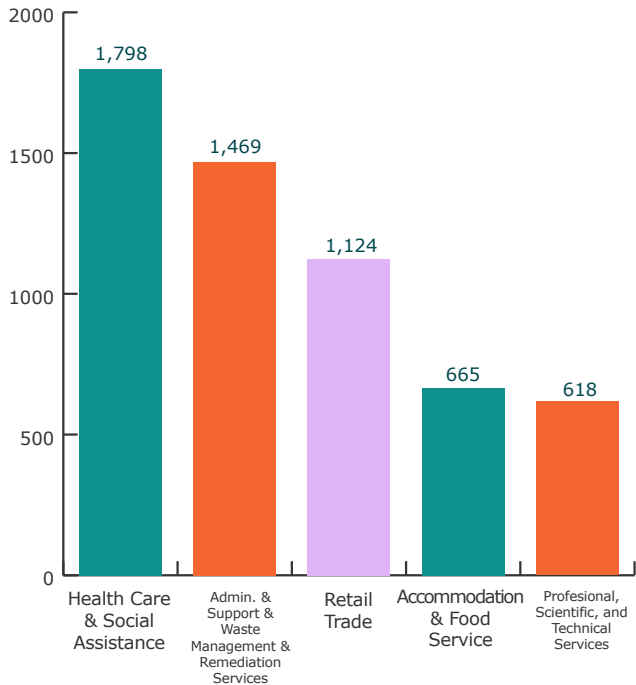


Source: Lightcast Analytics (www.lightcast.io)

INDUSTRIES & EMPLOYERS

Top Industries

Sonoma County (Q1 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

LARGEST EMPLOYERS IN SONOMA COUNTY

PROVIDENCE

COUNTY OF SONOMA

SANTA ROSA JUNIOR COLLEGE

KAISER PERMANENTE

SUTTER HEALTH

MAXIM HEALTHCARE STAFFING

STAR STAFFING

SAFEWAY

STARBUCKS

GPAC

TOP SKILLS

SPECIALIZED SKILLS	% OF JOB POSTINGS
MERCHANDISING	7%
MARKETING	6%
NURSING	5%
AUDITING	5%
RESTAURANT OPERATIONS	5%

COMMON SKILLS	% OF JOB POSTINGS
COMMUNICATIONS	34%
CUSTOMER SERVICE	29%
MANAGEMENT	23%
SALES	18%
OPERATIONS	16%

TOP CERTIFICATIONS

- Valid Driver's License
- Registered Nurse (RN)
- Basic Life Support (BLS)
- Cardiopulmonary Resuscitation (CPR)
- Advanced Cardiovascular Life Support (ACLS)

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Skip Brand

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Linda Kachiu

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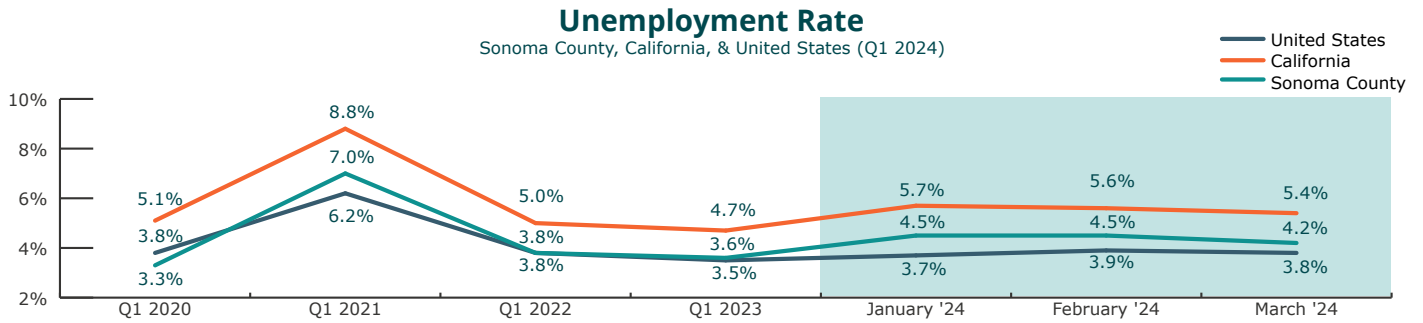
Wayne Leach

Regina Mahiri

Richard Marzo

Nick Schwanz

LABOR MARKET



Source: California Economic Development Department (www.edd.ca.gov), Bureau of Labor Statistics (www.bls.gov)

*United States unemployment rate is seasonally adjusted.

Population Characteristics

- 35.8% of the workforce is nearing or in retirement (ages 55 and up).
- 19.0% of the population are Millennials (ages 27-45).

Outlook

- Job growth projected to increase by 6% in the next 5 years.
- The population is expected to decrease by 3% (16,514) between 2024 and 2029.

METHODOLOGY & SOURCES

This report offers a snapshot of the job market in Sonoma County during the First Quarter (January, February, March) of the calendar year. Data from unique job postings is collected by Lightcast Analytics, including: top employers, occupational groups, job postings, median annual salaries, largest employers, top skills and certifications. Lightcast is unable to access any non-publicly posted jobs, so data may not reflect the hiring demands of all Sonoma County employers. Labor market information was compiled from the California EDD and the BLS. Historical unemployment rates represent the average unemployment rate of the 3 months making up the quarter.

Interested readers are encouraged to contact data resource agencies for further research or to visit www.sonomaedb.org for more information. Please 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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