

# 2023 Q4 SONOMA COUNTY JOB MARKET TRACKER

## HIGHLIGHTS



**12,226**

Unique job postings from  
October 2023 to December 2023



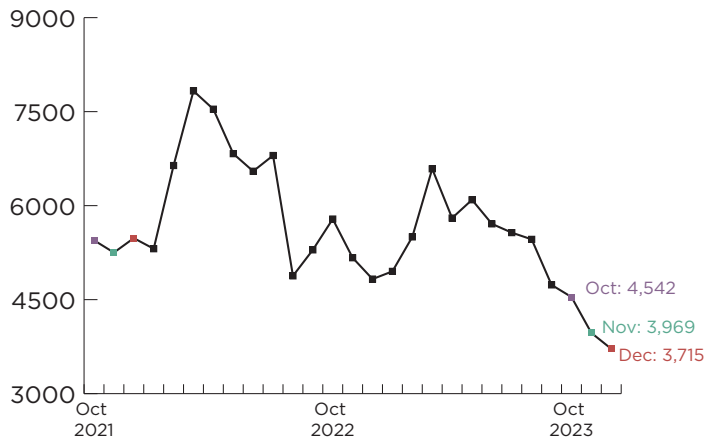
**3.8%** Unemployment rate  
in December 2023



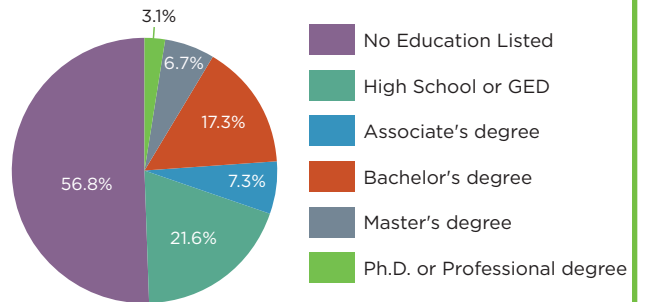
Jobs predicted to increase by  
**5%** by 2028

## JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM OCTOBER 2021 TO DECEMBER 2023, HIGHLIGHTED Q4 2023

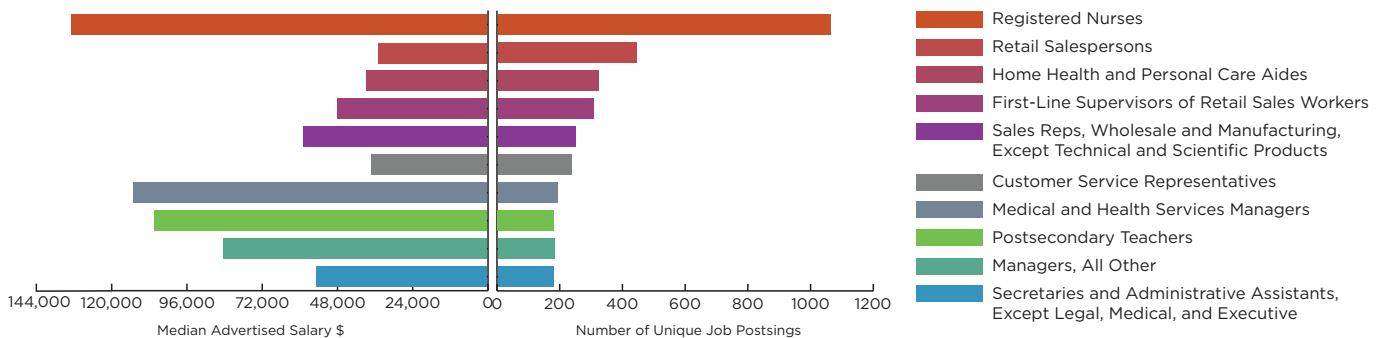


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS FROM OCTOBER 2023 TO DECEMBER 2023

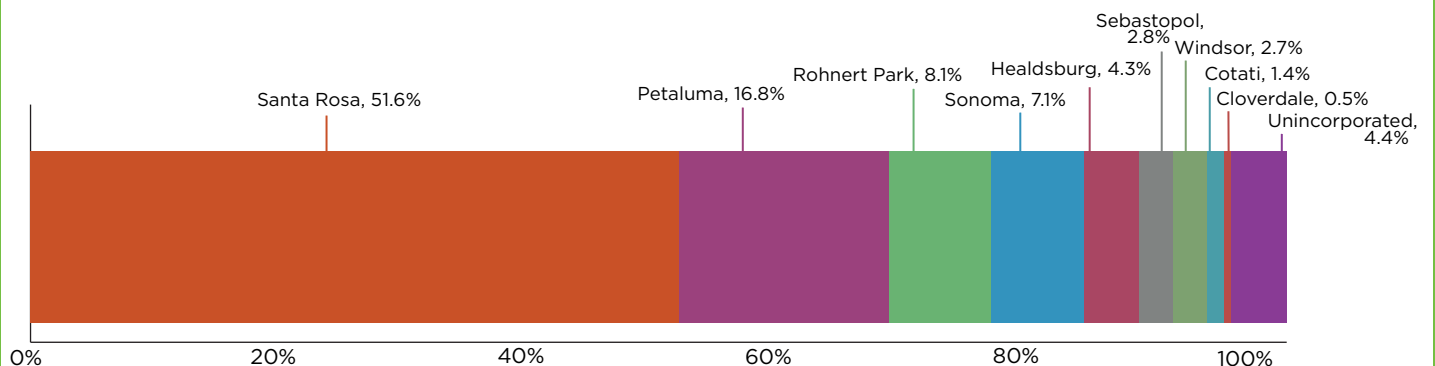


\* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY FROM OCTOBER 2023 TO DECEMBER 2023

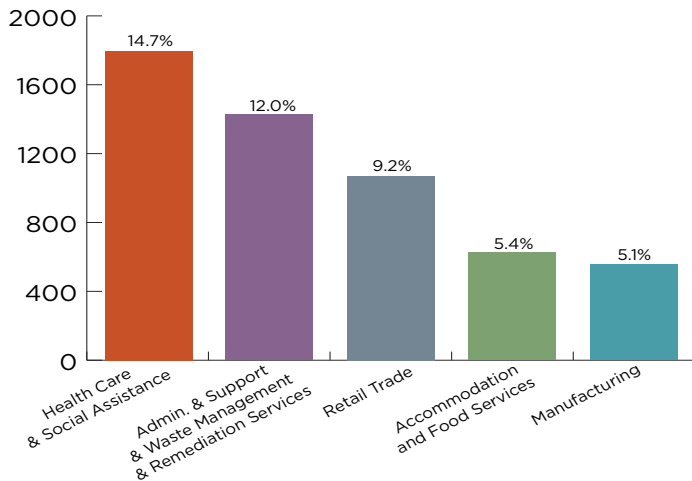


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY OCTOBER 2023 TO DECEMBER 2023



# OCCUPATIONS & EMPLOYERS

## TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM OCTOBER 2023 TO DECEMBER 2023



## TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM OCTOBER 2023 TO DECEMBER 2023

Employer	Posting Volume
Providence Health & Services	289
County of Sonoma	226
Santa Rosa Junior College	155
Sutter Health	155
Kaiser Permanente	114
Sonoma State University	93
California State University	81
Maxim Healthcare Staffing	79
Starbucks	62
Star Staffing	60

# SKILLS & CERTIFICATIONS

## TOP SPECIALIZED SKILLS, COMMON SKILLS, AND CERTIFICATIONS FROM OCTOBER 2023 TO DECEMBER 2023

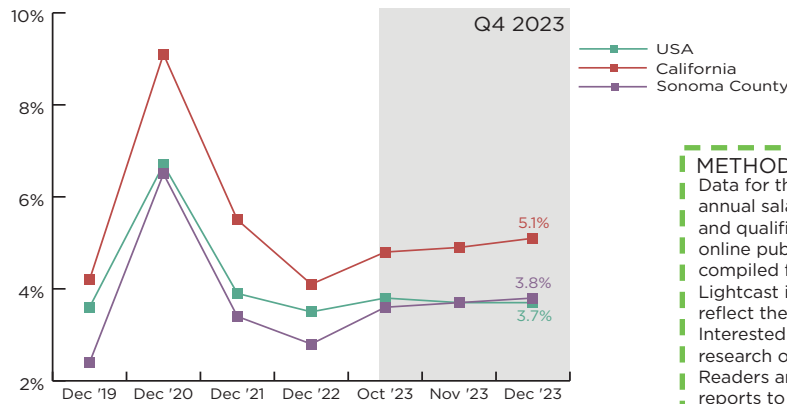
Top Specialized Skills	Posting Volume	% Of Total Postings
Merchandising	805	7%
Nursing	804	7%
Marketing	594	5%
Auditing	565	5%
Selling Techniques	550	4%

Top Common Skills	Posting Volume	% Of Total Postings
Communication	4,183	34%
Customer Service	3,372	28%
Management	2,766	23%
Operations	1,804	15%
Leadership	1,601	13%

	Valid Driver's License
	Registered Nurse (RN)
	Basic Life Support
	Cardiopulmonary Resuscitation (CPR) Certification
	Licensed Vocational Nurse

# LABOR MARKET

## UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM DECEMBER 2019 TO DECEMBER 2023



### Population Characteristics:

35.9% of the workforce is nearing or in retirement (55+); 25.5% of the population are millennials (26-44)



### 2023-2028: Job growth

projected to increase by 5% (12,104); Population projected to decrease by 3% (16,743).

### METHODOLOGY & SOURCES

Data for the top employers, occupational groups, job postings, and median annual salaries were aggregated by Lightcast. The hard skills, specialized skills, and qualifications listed 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). Lightcast 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](http://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](mailto:edb@sonoma-county).

## EDB FOUNDATION SPONSORS

### FOUNDATION LEVEL



Luther Burbank®

Savings

### PRESENTING LEVEL



### PREMIERE LEVEL



### EXECUTIVE LEVEL

Comcast

Morgan Stanley

North Bay Association of Realtors

Pisenti & Brinker LLC

Summit State Bank



Sonoma County Economic Development Board

[SonomaEDB.org](http://SonomaEDB.org)

(707) 565-7170

[edb@sonoma-county.org](mailto:edb@sonoma-county.org)