



Second Quarter Job Market

HIGHLIGHTS

13,344

unique job postings from April 2024 to June 2024 (Q2)

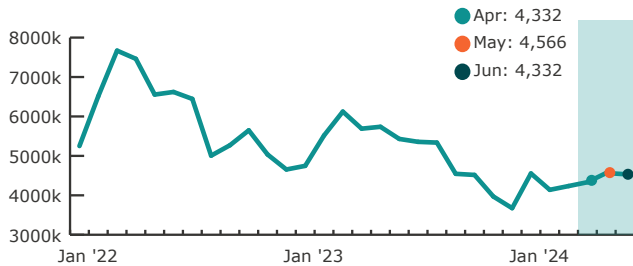
4.0% unemployment rate in June 2024

13.6% projected job growth between 2020 and 2030.

JOB POSTINGS & SALARY

Unique Job Postings

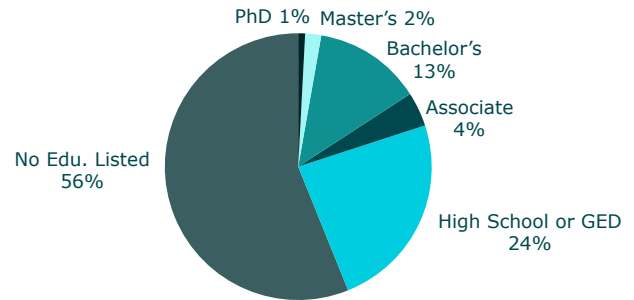
Sonoma County (Q2 2024), monthly



Source: Lightcast Analytics (www.lightcast.io)

Education Requirements

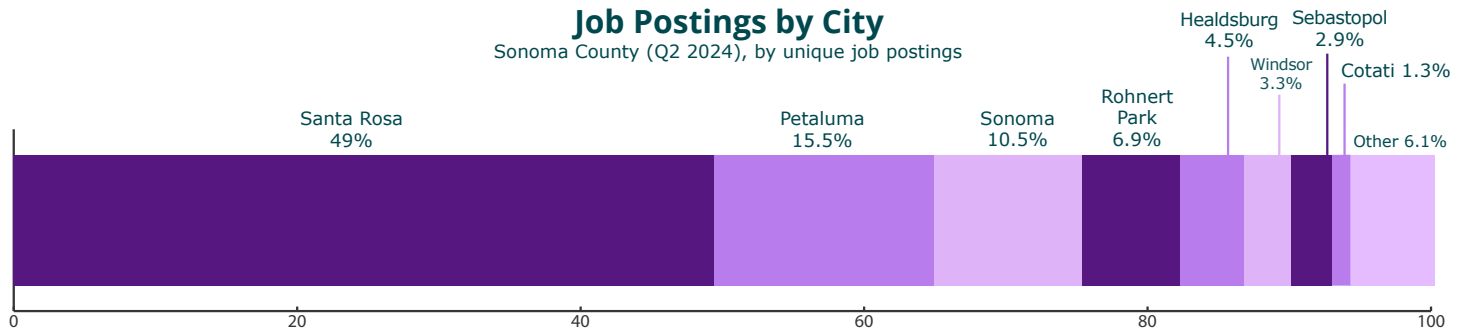
Sonoma County (Q2 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

Job Postings by City

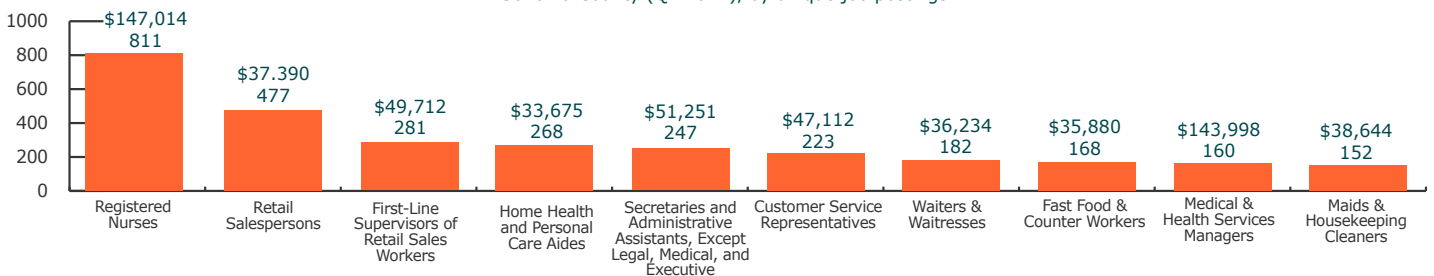
Sonoma County (Q2 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

Top Occupations & Advertised Salaries

Sonoma County (Q2 2024), by unique job postings

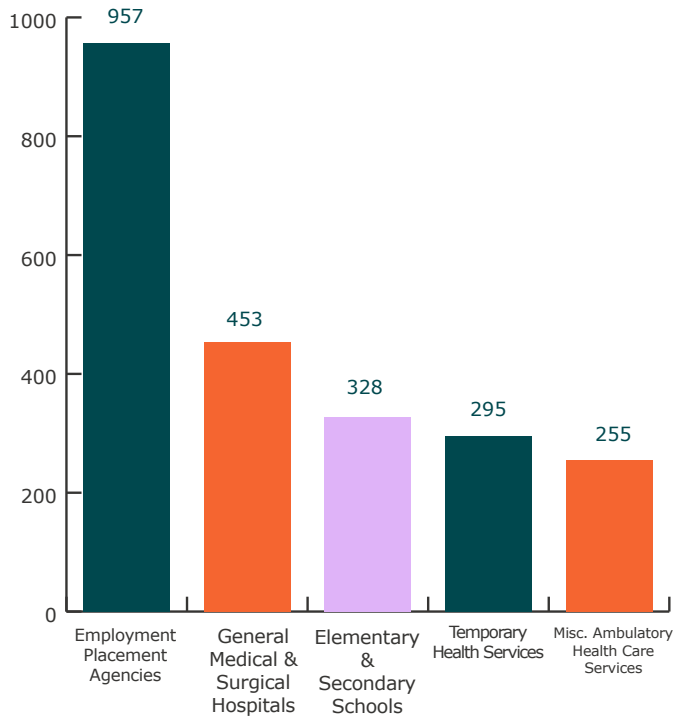


Source: Lightcast Analytics (www.lightcast.io)

INDUSTRIES & EMPLOYERS

Top Industries

Sonoma County (Q2 2024), by unique job postings



Source: Lightcast Analytics (www.lightcast.io)

TOP SKILLS

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

LARGEST EMPLOYERS IN SONOMA COUNTY

PROVIDENCE
KAISER PERMANENTE
COUNTY OF SONOMA
SUTTER HEALTH
SANTA ROSA JUNIOR COLLEGE
SONOMA STATE UNIVERSITY
SANTA ROSA CITY SCHOOLS
APPLEONE
ROBERT HALF
STARBUCKS

COMMON SKILLS	% OF JOB POSTINGS
COMMUNICATIONS	35%
CUSTOMER SERVICE	28%
MANAGEMENT	23%
SALES	17%
OPERATIONS	15%

TOP CERTIFICATIONS

- Valid Driver's License
- Registered Nurse (RN)
- Basic Life Support (BLS)
- Cardiopulmonary Resuscitation (CPR)
- First Aid Certification



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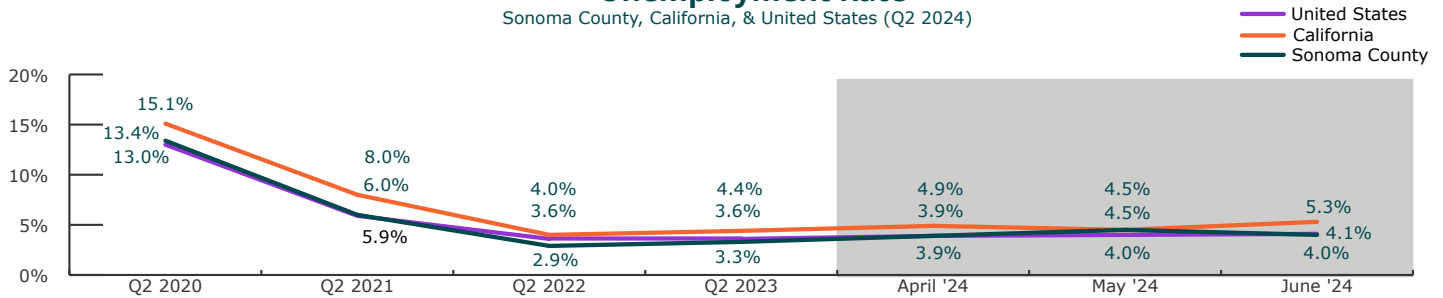
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LABOR MARKET

Unemployment Rate

Sonoma County, California, & United States (Q2 2024)



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

- 35.7% of the workforce is nearing or in retirement (ages 55 and up).
- 18.9% of the population are Millennials (ages 28-42).

Outlook

- Job growth projected to increase by 13.6% between 2020 and 2030.
- The population is expected to decrease by 2% (12,934) between 2024 and 2029.

METHODOLOGY & SOURCES

This report offers a snapshot of the job market in Sonoma County during the Second Quarter (April, May, June) 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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