

2021 Q4 SONOMA COUNTY JOB MARKET TRACKER

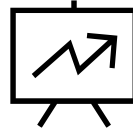
HIGHLIGHTS



27,115 unique job postings from
October 2021 to December 2021



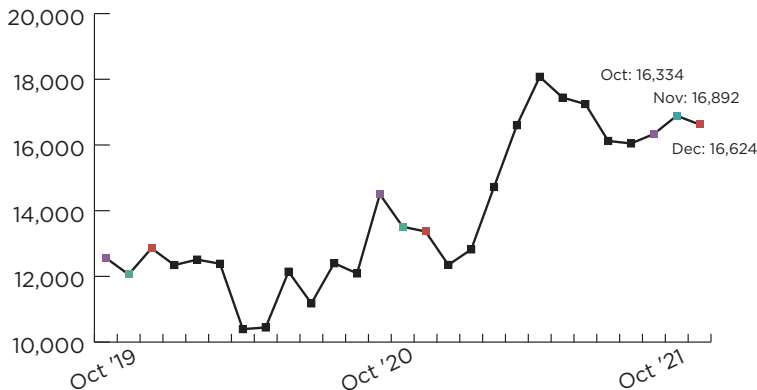
3.5% Unemployment rate
in December 2021



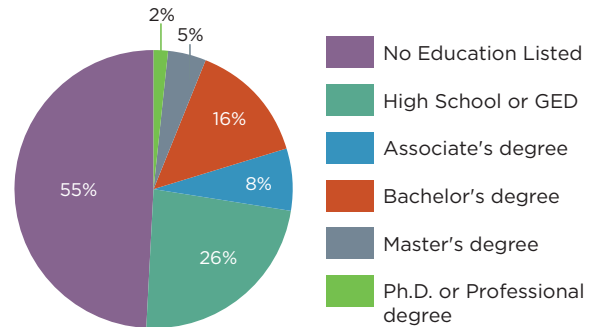
Jobs predicted to increase by
1% by 2025

JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM OCTOBER 2019 TO DECEMBER 2021, HIGHLIGHTED OCTOBER 2021 TO DECEMBER 2021

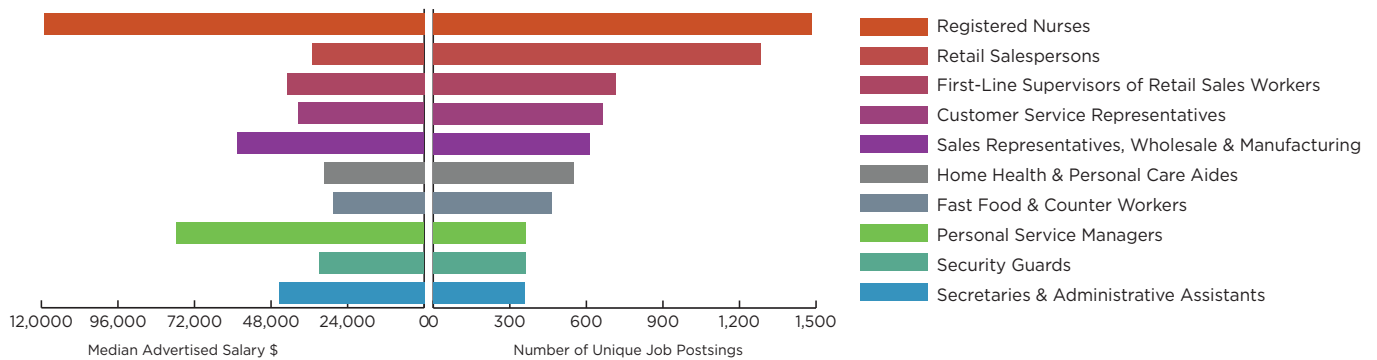


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS FROM OCTOBER 2021 TO DECEMBER 2021

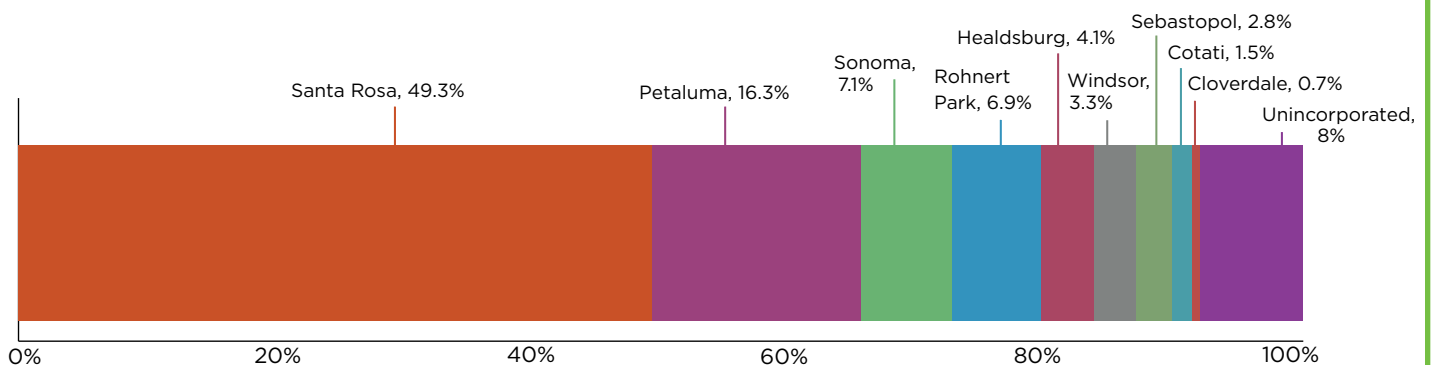


* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY FROM OCTOBER 2021 TO DECEMBER 2021

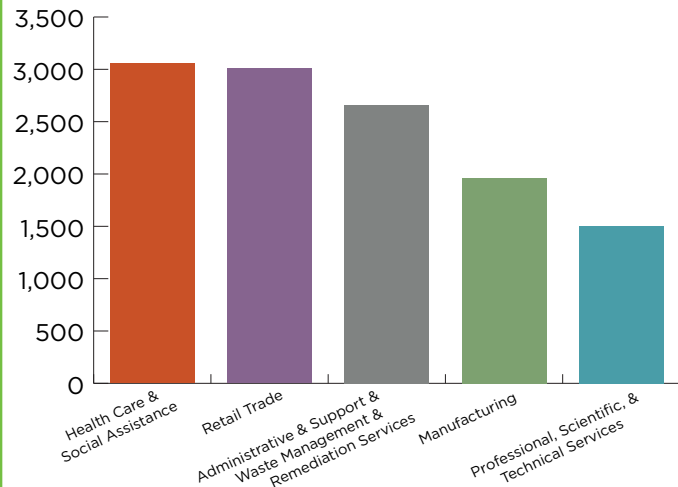


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY FROM OCTOBER 2021 TO DECEMBER 2021



OCCUPATIONS & EMPLOYERS

TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM OCTOBER 2021 TO DECEMBER 2021



TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM OCTOBER 2021 TO DECEMBER 2021

| Employer | Posting Volume |
|---------------------|----------------|
| Covenant Health | 306 |
| Whole Foods | 302 |
| Advantage Solutions | 248 |
| Allied Universal | 230 |
| Sutter Health | 223 |
| Kaiser Permanente | 208 |
| Robert Half | 208 |
| Keysight | 206 |
| Randstad | 169 |
| Multi-Color Corp | 168 |

SKILLS & CERTIFICATIONS

TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM OCTOBER 2021 TO DECEMBER 2021

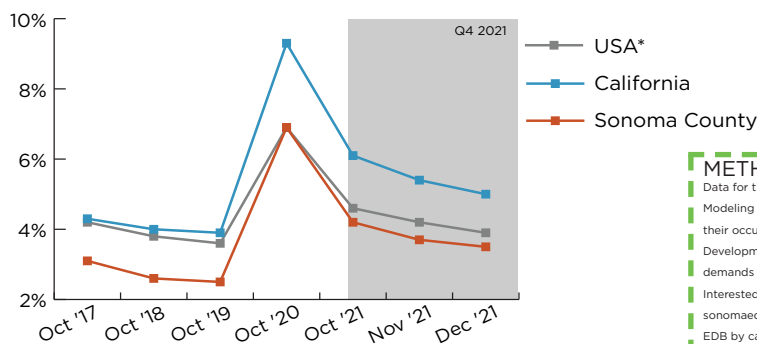
| Common Skills | Posting Volume Q4 2021 | Change from Q4 2020 | Common Skills | Posting Volume Q4 2021 | Change from Q4 2020 |
|----------------------|------------------------|---------------------|--------------------|------------------------|---------------------|
| Communications | 10,118 | +36.9% | Merchandising | 2,334 | +18.3% |
| Customer Service | 8,613 | +39.6% | Nursing | 1,589 | +27.7% |
| Management | 6,686 | +38.6% | Selling Techniques | 1,561 | +49.1% |
| Sales | 5,919 | +37.6% | Accounting | 1,426 | +31.5% |
| Operations | 4,745 | +37.4% | Auditing | 1,370 | +18.3% |
| Valid Driver's Lisc. | 4,679 | +41.1% | Sanitation | 1,312 | +52.6% |

Top certifications & qualifications:

- Licensed Vocational Nurses
- Certified Nursing Assistant
- Commercial Driver's License (CDL)
- Food Handler's Card
- Bachelor of Science in Nursing

LABOR MARKET

UNEMPLOYMENT RATE FOR SONOMA COUNTY AND CALIFORNIA FROM OCTOBER 2021 TO DECEMBER 2021



*Unemployment rate is seasonally adjusted



2020 Population Characteristics:

172,714 retiring soon (55 years and older); 94,357 millennials (ages 25-39)



2021-2025: Job growth

projected to increase by 1% (2,100 jobs). Population projected to decrease by 1% (4,600).

METHODOLOGY & SOURCES

Data for the top employers, occupational groups, job postings, and median annual salaries were aggregated by Economic Modeling Specialists, Inc. (Emsi). The hard skills, common 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). Emsi 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 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.org.

*Note that Emsi changed their methodology and officially merged their data with Burning Glasses on 01/10/2022. The new job postings methodology significantly decreases the counts due to better deduplication of postings, especially "spam" postings where a single employer posts in every town within a state. Additionally, there has been a decrease in gig economy jobs postings and the new postings counts more closely align with JOLTS openings than the prior methodology.

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- MORGAN STANLEY

