

Manufacturing

HIGHLIGHTS

\$95,460

Median earnings per job within occupations that span the manufacturing sector for Q2 2024.

22,830 Jobs

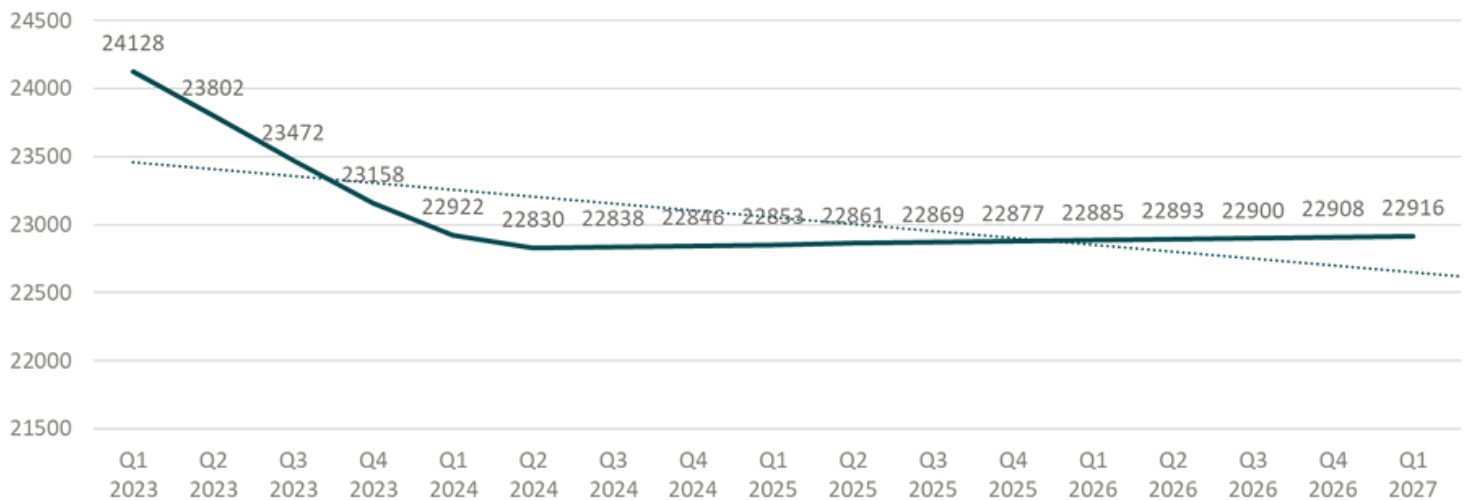
Total regional employment for the manufacturing industry in Sonoma County, Q2 2024.

\$5.2 Billion

Total Gross Regional Product (GRP) in 2023, representing **15.3%** of the county's total economic output.

Employment Forecast, Sonoma County

Manufacturing Sector, (Q1 2023 - Q1 2027)



— Workforce Trendline

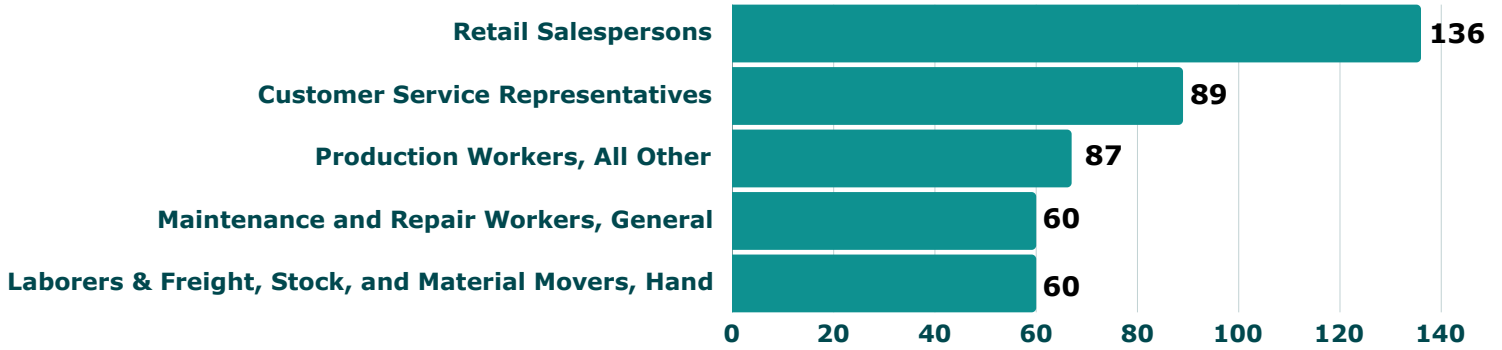
Projected Employment

- A subtle uptick in payroll is anticipated for Sonoma County's manufacturing industry over the next two years, increasing from **22,846 jobs** in **Q4 2024** to **22,916 jobs** by **Q1 2027**.

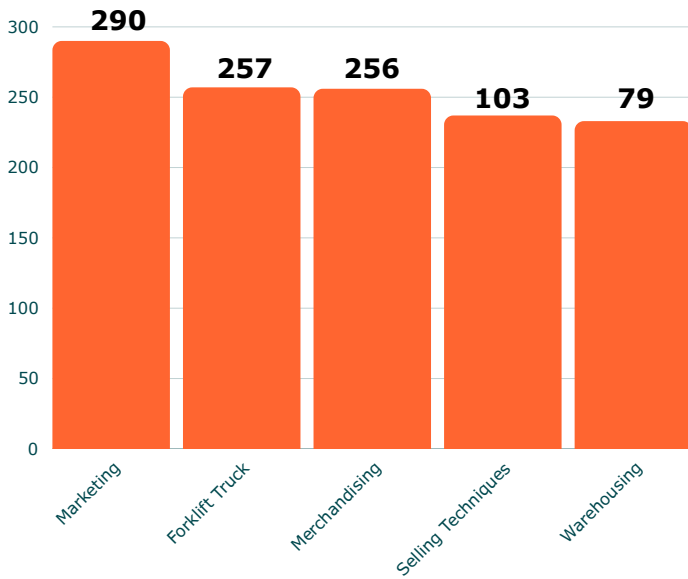
Posting Data

- Between January to December 2024, **54%** of unique job postings listed **no required experience**. **12%** listed **0-1 years**, and **16%** included **2-3 years**. These metrics are anticipated to remain consistent over the next several quarters.

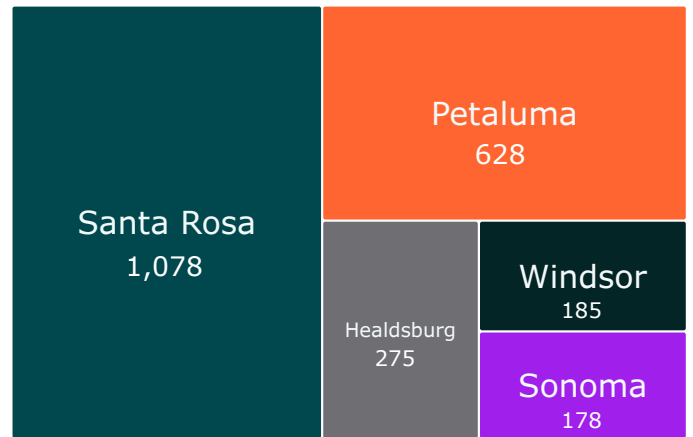
Top Job Postings



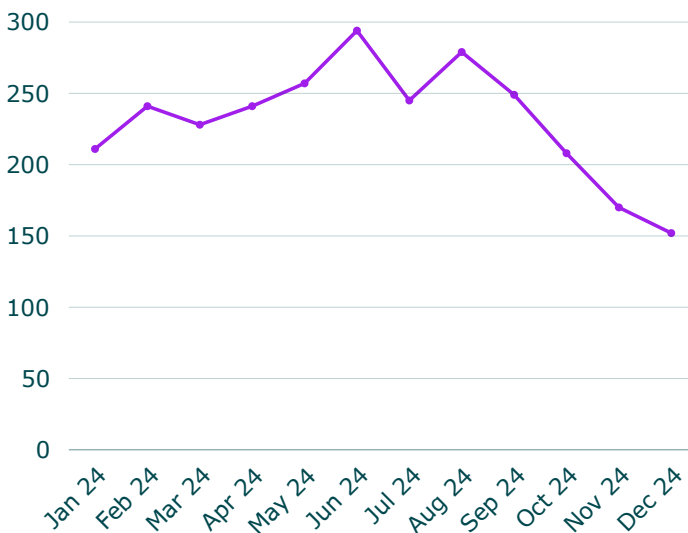
Top In-Demand Skills



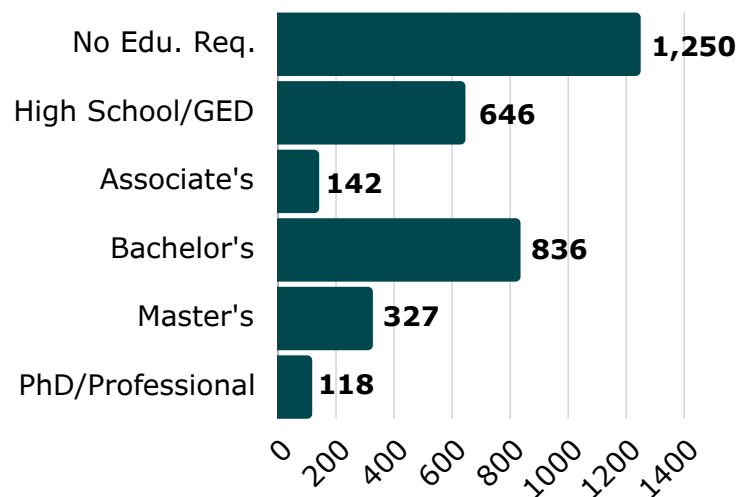
Top 5 Cities Posting



Unique Monthly Job Postings



Education Requirement by Job Posting



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2,775

Total Unique Postings

411

Competing Employers

28

Median Posting Duration

Top Companies Hiring

Keysight Technologies (181)

Jackson Family Wines (128)

Chevron (98)

Medtronic (75)

Apple (58)

Heineken (50)

Russian River Brewing Co (50)

Top Soft Skills

Communication (1,111)

Sales (928)

Management (916)

Customer Service (914)

Operations (639)

Detail Oriented (619)

Problem Solving (485)

Top Technical Qualifications

Valid Driver's License (427)

Forklift Certification (46)

Food Handler's Card (35)

Commercial Driver's License (CDL) (32)

Masters of Business Administration (MBA) (31)

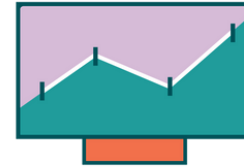
CDL Class A License (29)

Secret Clearance (27)

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Annual Impact Analysis

Measuring the estimated economic output of a food/beverage manufacturing project in Sonoma County when the number of employees is 100.



	Direct	Indirect	Induced	Total
Employment	100	78	26	204
Sales/Output	\$44.6 Million	\$15.3 Million	\$5.02 Million	\$64.93 Million
Compensation	\$4.52 Million	\$4.99 Million	\$1.7 Million	\$11.3 Million

SUMMARY

This analysis examines the estimated annual fiscal impact of manufacturing activities in Sonoma County, California, represented by a project size of 100. Key metrics of focus include sales/output, employment, and compensation, which collectively highlight the manufacturing sector's significant contributions to the local economy. By including direct (immediate revenue generated), indirect (economic activity generated from within the supply chain), and induced impacts (revenue in the local economy spurred by the spending of those employed), this analysis reflects the direct and indirect benefits of a manufacturing project of this size, emphasizing its broader fiscal implications for employment and local economic activity in Sonoma County.

METHODOLOGY & SOURCES

This report provides a snapshot of the job market for Sonoma County's manufacturing industry between January and December, 2024. Data from unique job postings is collected by JobsEQ+ and Lightcast Analytics, including: top employers, occupational groups, job postings, median annual salaries, largest employers, economic impact analyses, and top skills and certifications. Lightcast and JobsEQ+ are unable to access any non-publicly posted jobs, so data may not reflect the hiring demands of all Sonoma County employers.

Interested readers are encouraged to contact data resource agencies for further research or to visit www.sonomaedc.org for more information. Please direct all inquiries or suggestions for future reports to the EDC by calling (707) 565-7170 or emailing edc@sonoma-county.org.

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