

# 2023 Q3 SONOMA COUNTY JOB MARKET TRACKER

## HIGHLIGHTS



**15,766**

Unique job postings,  
July 2023 to September 2023



**3.5%**

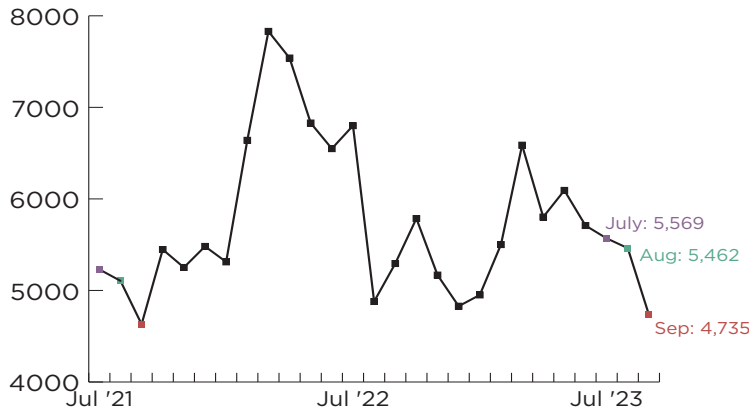
Unemployment rate  
in September 2023



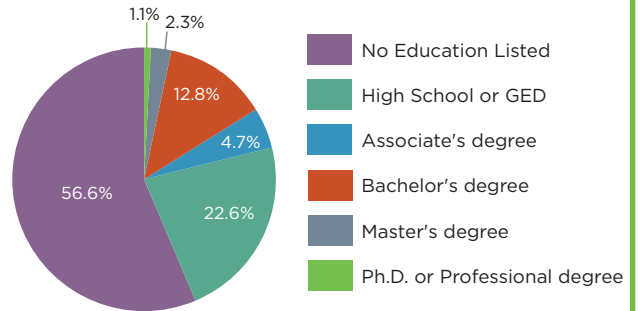
Jobs predicted to increase by  
**6.4%** by 2028 Q3

## JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS, JULY 2021 TO SEPTEMBER 2023,  
HIGHLIGHTED JULY TO SEPTEMBER 2021 AND JULY TO  
SEPTEMBER 2023

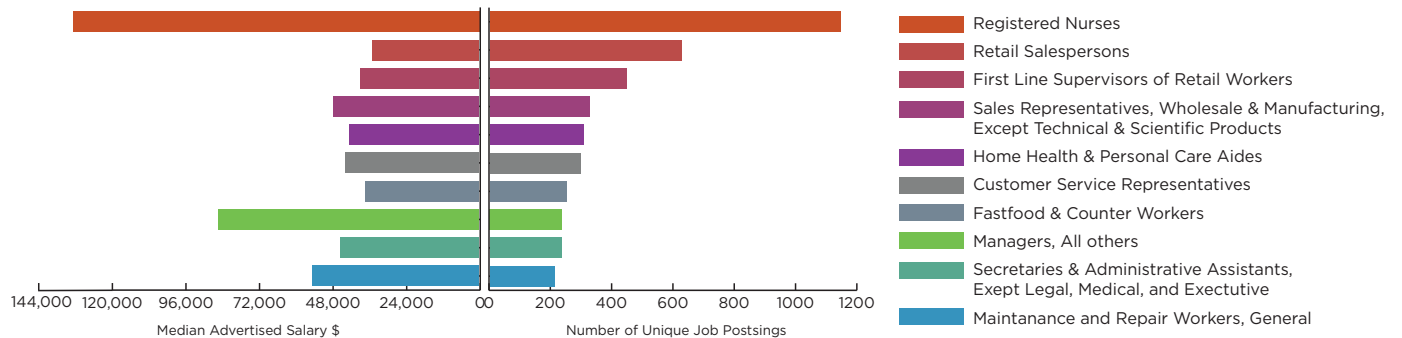


EDUCATION BREAKDOWN FOR UNIQUE JOB  
POSTINGS, JULY 2023 TO SEPTEMBER 2023

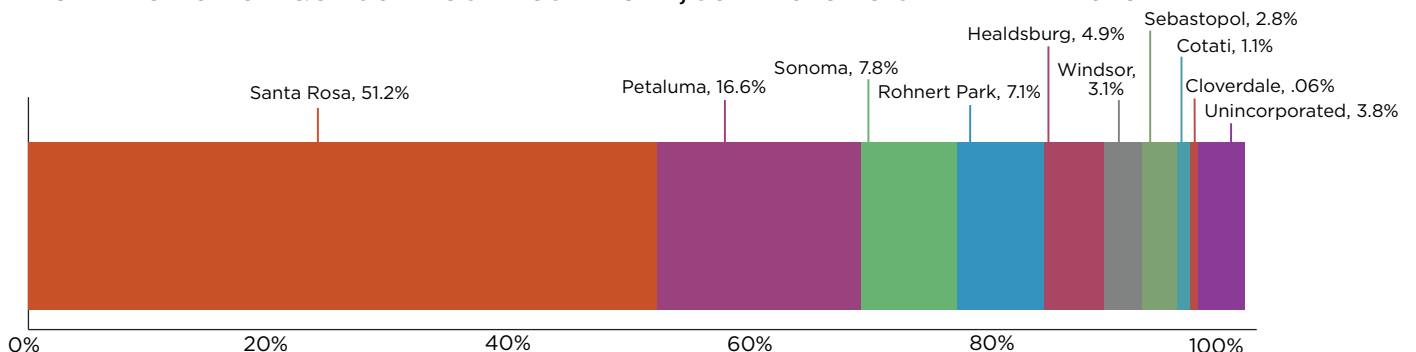


\* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL SALARY, JULY 2023 TO SEPTEMBER 2023

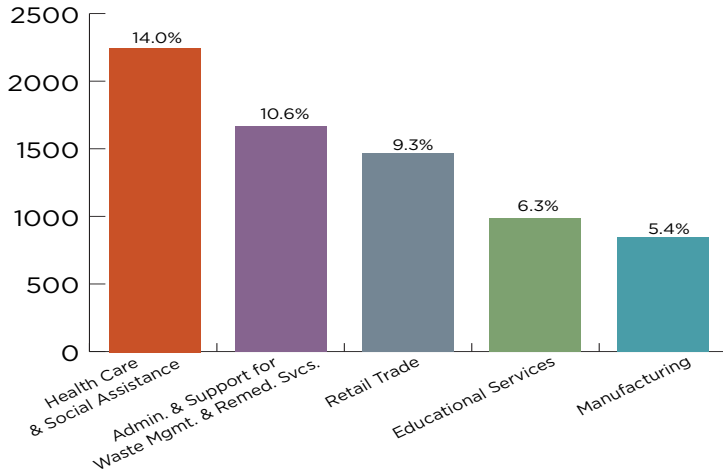


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY, JULY 2023 TO SEPTEMBER 2023



# OCCUPATIONS & EMPLOYERS

## TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS, JULY 2023 TO SEPTEMBER 2023



## TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM JULY 2023 TO SEPTEMBER 2023

Employer	Posting Volume
Providence Health & Services	548
County of Sonoma	323
Kaiser Permanente	316
Sutter Health	248
Sonoma State University	226
Santa Rosa City Schools	188
Santa Rosa Junior College	186
Healthcare Employment Network	103
Moss Adams	101
Cotati Rohnert Park Unified School District	95

# SKILLS & CERTIFICATIONS

## TOP 10 SPECIALIZED SKILLS, JULY 2023 TO SEPTEMBER 2023

Top Specialized Skills	Posting Volume Q3 2023	% Of Total Postings
Merchandising	1148	7%
Nursing	972	6%
Marketing	873	5%
Accounting	788	4%
Selling Techniques	773	4%

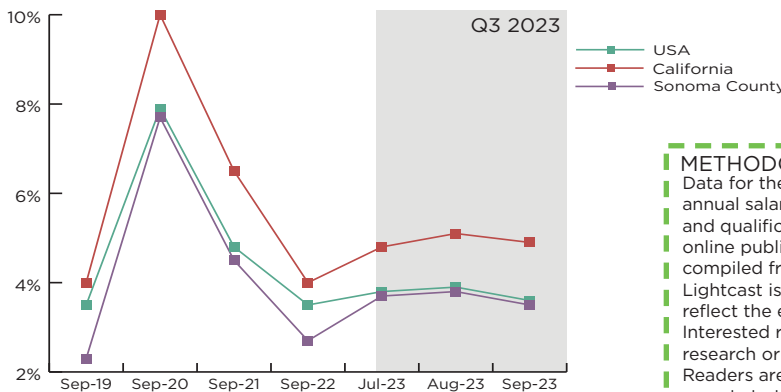
Top Specialized Skills	Posting Volume Q3 2023	% Of Total Postings
Restaurant Operations	772	4%
Auditing	721	4%
Project Mgmt.	688	4%
Bilingual (en/sp)	596	3%
Warehousing	571	3%

## Top certifications & qualifications:

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

# LABOR MARKET

## SONOMA COUNTY, CALIFORNIA, AND FEDERAL UNEMPLOYMENT RATE, JULY 2019 TO SEPTEMBER 2023



**Population Characteristics:**  
35% of the workforce is in or nearing retirement (55+); 26% of the population are millennials (26-44)

**2023-2028:**  
Job growth projected to increase by 6.4% (15,182); Population projected to decrease by 3% (14,621).

### 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).

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