

Sonoma County Job Market Tracker

May 1 2016 – May 31 2016 | Sonoma County

The *Sonoma County Job Market Tracker* is a monthly overview analyzing historical job data and real-time online job posting data to provide insights into current workforce demands of the local economy.

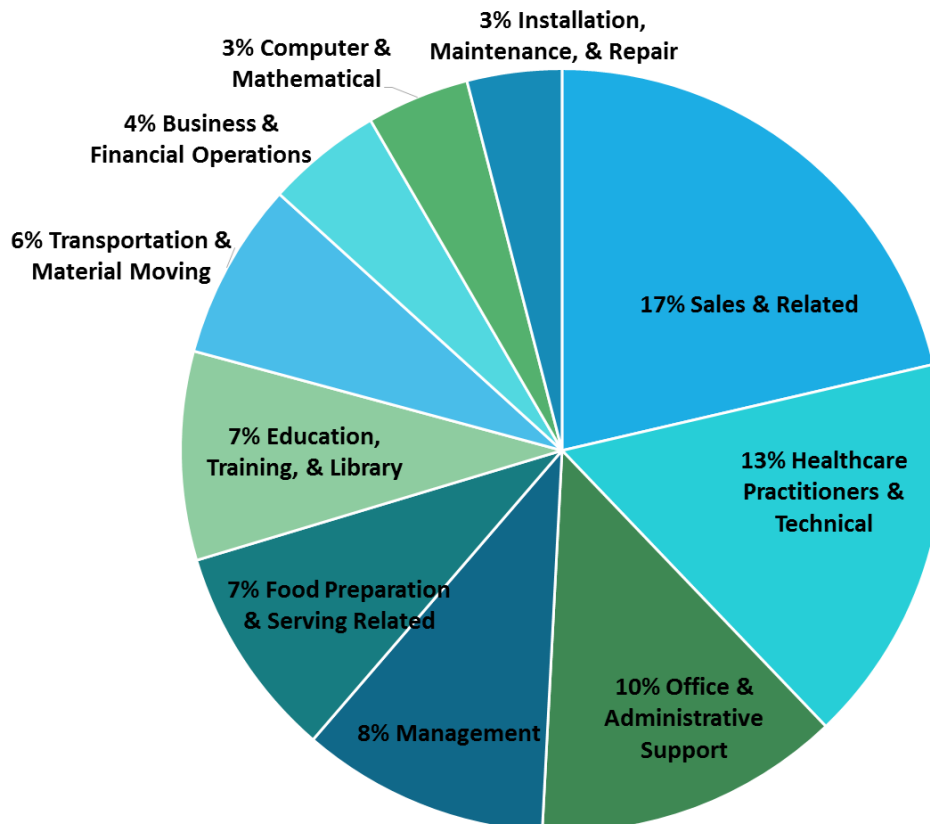
HIGHLIGHTS

- Nearly 9,000 available job openings during the May 2016 monthly reporting period, an increase of 955 postings compared to the same period last year.
- The Health Care and Social Assistance Industry had the most job openings at 793 postings which accounted for 9% of all available job postings in May.
- Tourism & Hospitality hiring demand nearly doubled in the past year with majority of openings in Sonoma and Santa Rosa.

MONTHLY TRENDS: May 2016 saw 8,964 available job openings, of which 33% were new postings. The local unemployment rate dropped to 3.8% in April 2016, according to California EDD. The hiring difficulty has been increasing over the past few months due to the low unemployment rate and greater competition between companies hoping to attract employees.

TOP OCCUPATIONAL GROUPS: The top occupational group is **Sales and Related Occupations** with 1,502 jobs representing 17% of all available jobs. This is followed by **Healthcare Practitioners and Technical Occupations** with 1,158 available jobs, and **Office and Administrative Support Occupations** with 912 available jobs, accounting for 13% and 10% of all available jobs respectively. **Transportation and Material Moving Occupations** saw the greatest growth over the past year with 299 additional jobs.

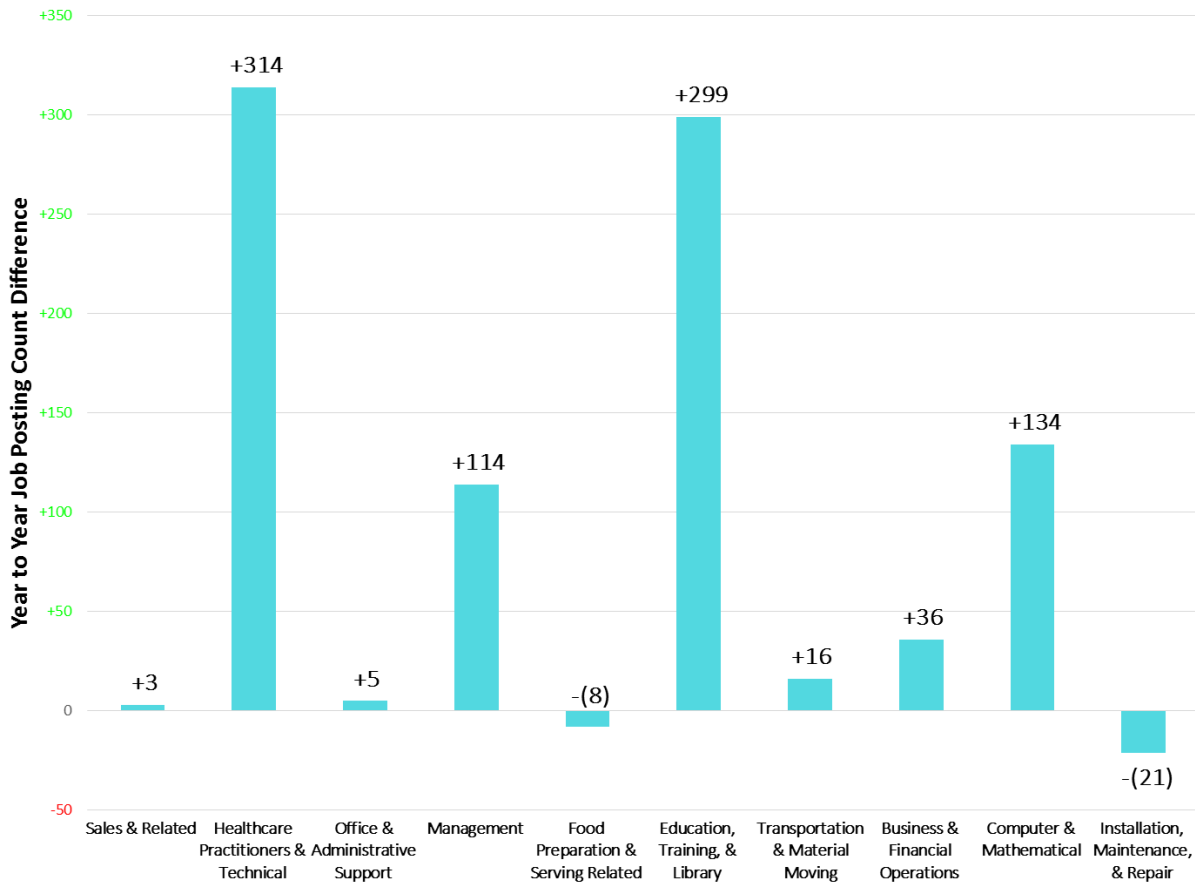
TOP 10 OCCUPATIONAL GROUPS



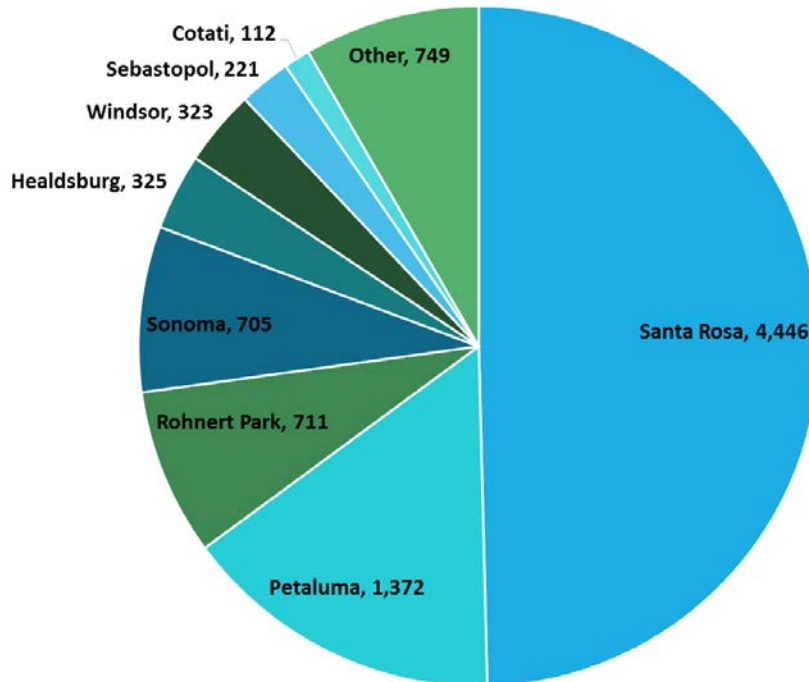
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TOP 10 OCCUPATIONAL GROUPS



JOB OPENINGS BY LOCATION



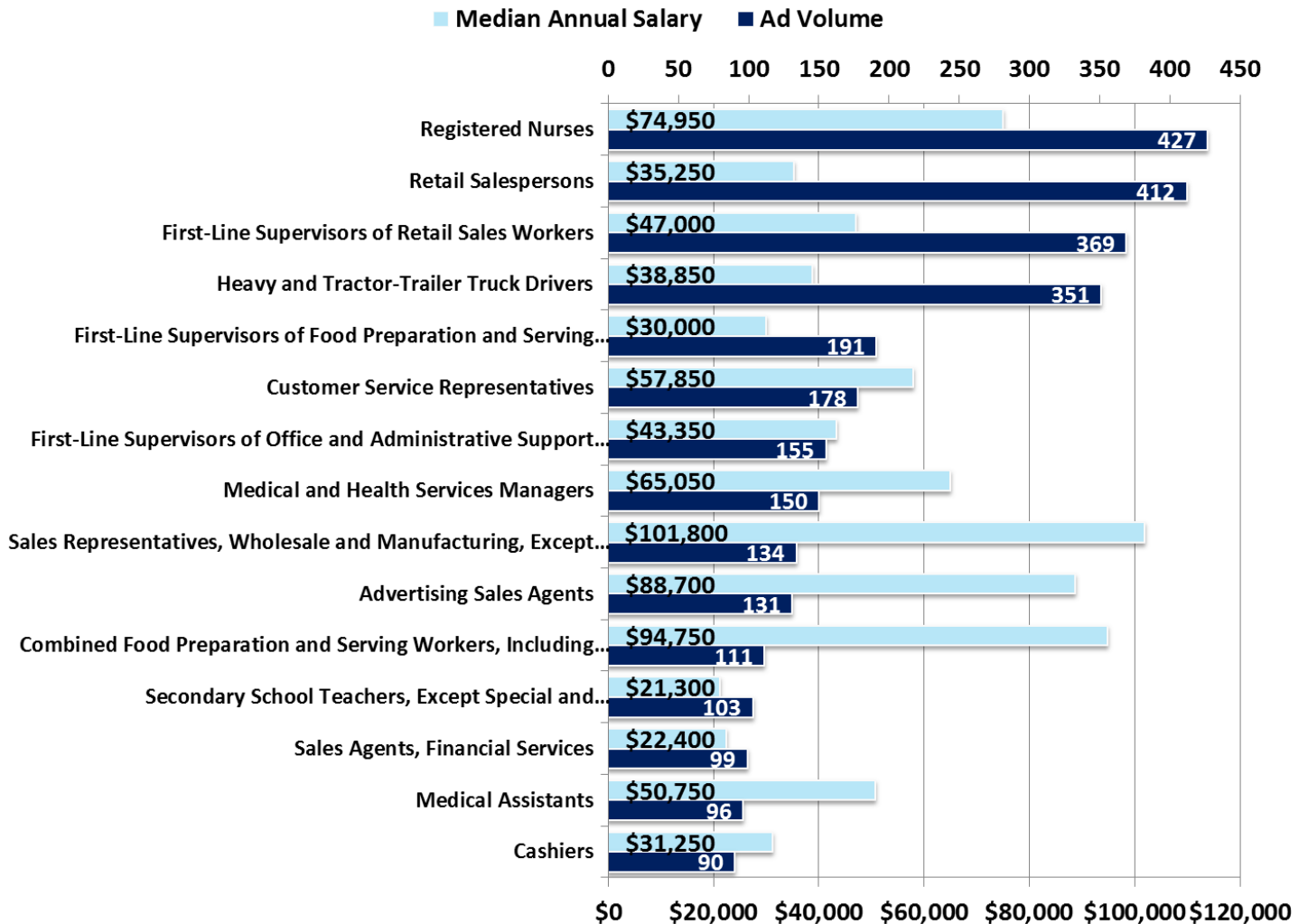
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TOP 15 JOB OPENINGS: Registered Nurses has the most available job openings with 427 positions, followed by Retail Salespersons and First Line Supervisors of Retail Sales Workers. Of the Top 15 Occupations, demand for Advertising Sales Agents, Medical Assistants, and Heavy and Tractor-Trailer Truck Drivers increased the most over the year.

Top employers hiring Registered Nurses today include St. Joseph Health, Sutter Santa Rosa Regional Hospital, Sutter Health, Kaiser Permanente and Sonoma Developmental Center/State of California. In addition to the employers listed in the April Job Market Tracker, Sears Corp., Lowe’s, Office Depot, Macy’s, Best Buy, and O’Reilly Auto Parts, are the top employers hiring Retail Salespersons. Top job openings in the upper middle to high income salary range (\$50K-\$100K) include Registered Nurses, Medical and Health Services Managers, Secondary School Teachers, Sales Agents (Financial Services), Advertising Sales Agents, Sales Representatives (Wholesale and Manufacturing), and Heavy and Tractor-Trailer Truck Drivers. The highest paid top job opening of the Top 15 is Medical and Health Services Managers with a Median Annual Salary of \$101,300.

TOP 15 JOB OPENINGS AND MEDIAN ANNUAL SALARIES

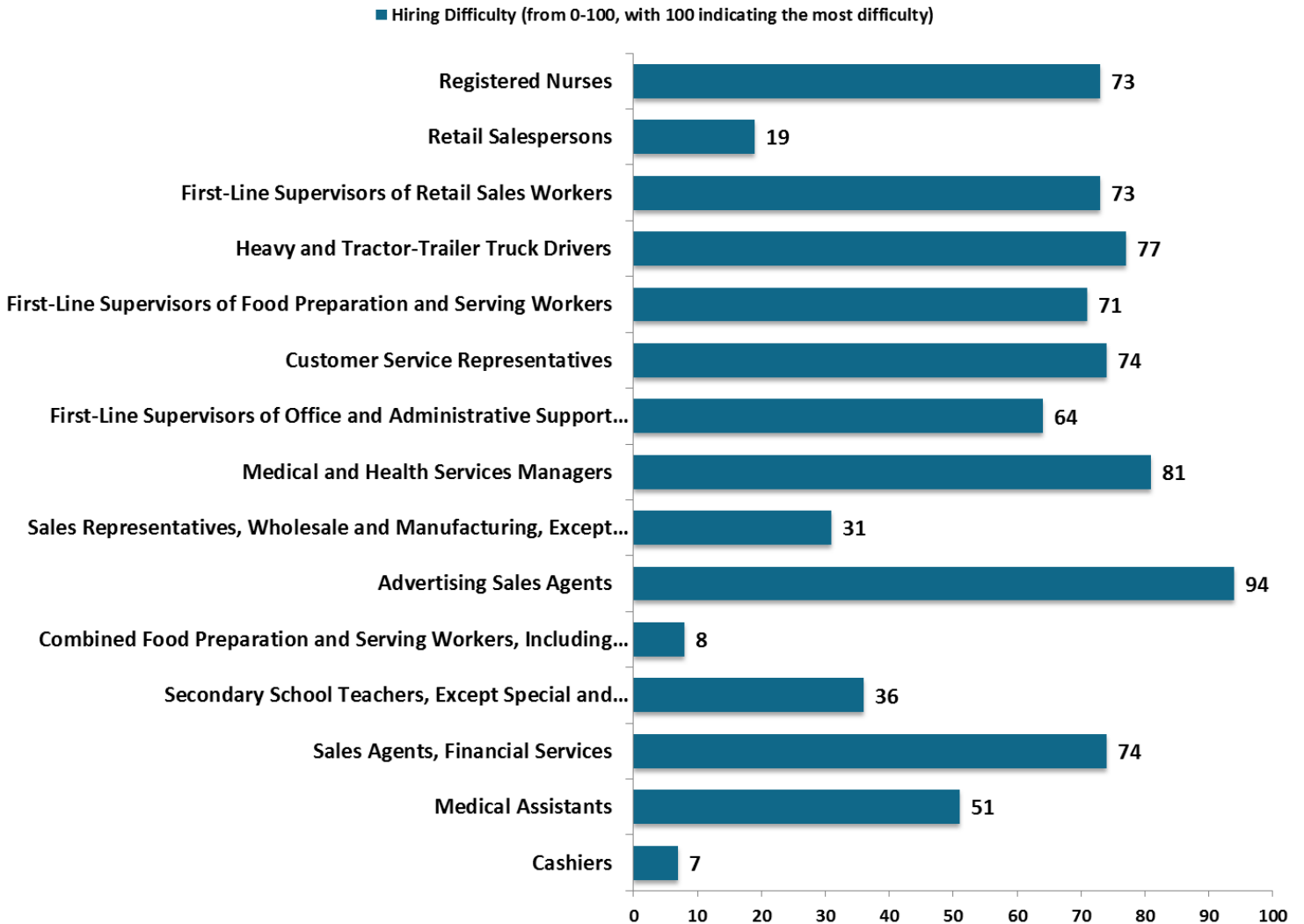


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TOP 15 JOB OPENINGS AND HIRING DIFFICULTY: Of the Top 15 job openings in Sonoma County, **Advertising Sales Agents, Medical and Health Services Managers, and Heavy and Tractor-Trailer Drivers** had the highest hiring difficulty in May 2016. Employers hiring **Advertising Sales Agents** include *Best Version Media, The Press Democrat, and Attorney at Law Magazine*.

TOP 15 JOB OPENINGS AND HIRING DIFFICULTY



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TOP 10 HARD SKILLS IN DEMAND: Demand for **Bilingualism** continues to dominate the Top 10 Hard Skills and reflects Sonoma County’s diverse population. **Behavioral Health** had the largest percentage increase from the prior year, followed by **Customer Relationship Management** and **Pediatrics**.

TOP 10 SOFT SKILLS IN DEMAND: Top 10 soft skills demand has fallen from the prior year, which reflects increasing prioritization of hard skills over soft skills. **Oral and Written Communication, Integrity** and **Customer Service Oriented** were the top 3 soft skills in demand for May.

TOP 10 HARD SKILLS & SOFT SKILLS IN-DEMAND

Rank	Hard Skills	Ad Volume	Prior Year	Soft Skills	Ad Volume	Prior Year
1	Bilingual	353	-12.19%	Oral and written communication skills	2,136	-27.52%
2	Bilingual Spanish	228	1.79%	Integrity	947	-15.45%
3	Quality Assurance	221	-14.34%	Customer service oriented	859	-25.04%
4	Behavioral health	220	47.65%	Detail oriented	818	-29.85%
5	Food preparation	143	-11.73%	Marketing	813	-45.10%
6	Pediatrics	136	34.65%	Microsoft Office	630	-42.25%
7	Technical Support	98	25.64%	Team-oriented, teamwork	591	-43.44%
8	Quality control	97	-9.35%	Creativity	543	-43.90%
9	Customer relationship management	96	35.21%	Problem solving	515	-43.65%
10	Geriatrics	89	-12.75%	Work independently	474	-36.29%

TOP 10 CERTIFICATIONS IN DEMAND: **Driver’s License** continues to be the most wanted certification in Sonoma County, however **Commercial Driver’s License** jumped up the list to 4th, displaying a 121.90% increase from the prior year as demand for **Heavy and Tractor-Trailer Truck Drivers, Driver/Sales Workers, Light Truck/Delivery Services Driver,** and **Bus and Truck Mechanics and Engine Specialists** continued to climb in recent months. Other notable increases were in **Certification in Cardiopulmonary Resuscitation, Certification in Nursing Administration,** and **HAZMAT**. The continuous demand for healthcare related certifications spotlights Sonoma County’s thriving healthcare sector.

TOP 10 CERTIFICATIONS IN DEMAND

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,127	26.35%
2	Certified Registered Nurse	447	8.23%
3	Certification in Cardiopulmonary Resuscitation	322	63.45%
4	Commercial Driver’s License	304	121.90%
5	Basic Life Support	282	-3.42%
6	First Aid certification	183	5.78%
7	HAZMAT	177	40.48%
8	Advanced Cardiac Life Support	147	-2.65%
9	Certified in Nursing Administration	126	100.00%
10	Driver's License	1,127	26.35%

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TOP EMPLOYERS

	Top 20 Employers	Ad Volume
1	Santa Rosa City Schools	257
2	St. Joseph Health System	218
3	Kaiser Permanente	203
4	State Of California	197
5	Best Version Media	158
6	Sutter Health	137
7	County Of Sonoma	117
8	Brookdale	116
9	Santa Rosa Junior College	99
10	Wells Fargo	84
11	Medtronic	77
12	Sears Holdings Corporation	74
13	Target Corporation	73
14	Sutter Pacific Medical Foundation	69
15	Whole Foods	62
16	Sutter Santa Rosa Regional Hospital	61
17	Taco Bell	60
18	Sonoma State University	59
19	Perdue Farms, Inc.	55
20	Calix	54

TOURISM & HOSPITALITY INDUSTRY SPOTLIGHT (June 1st 2015 – May 31st 2016)

There were **1,768 available job openings** in Sonoma County recorded in the Tourism & Hospitality sector¹ from **June 1st 2015 – May 31st 2016**, almost doubling prior year's numbers. Majority of the job openings were for **Santa Rosa** and **Sonoma** at **27.2%** and **26.5%** respectively, with faster job growth in **Sonoma** and **Healdsburg** at **over 73%** in the prior year. **First Line Supervisors of Food Preparation and Serving Workers, Combined Food Preparation and Serving Workers, Maids and Housekeeping Cleaners, Waiters and Waitresses, Food Service Managers, Cooks (Restaurant), and Hotel, Motel, and Resort Desk Clerks** were the most in-demand Tourism & Hospitality related occupations, all experiencing positive growth in the past year. Accelerated hiring and industry employment is a result of one of the strongest years in Tourism in more than a decade, and continues to play a prominent role in the local economy. According to Visit California, total direct travel spending increased 2.3% to \$1.82 billion in 2015, the highest amongst neighboring counties, which generated 19,710 jobs in industry employment.

Even in the off-season, hotel occupancy rates in Sonoma County have remained high, exceeding the state and nation's occupancy rate for yet another year. Rising disposable incomes, higher confidence, and lower energy prices, are likely contributors for increased year-round travel, especially from visitors in the Bay Area who recognize Sonoma County as a convenient destination for an indulgent wine and beer

¹ Tourism & Hospitality Sector as defined by "Hospitality and Tourism", Maryland Department of Labor, 2006.

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country getaway, to a refreshing retreat out in nature. The growing share of permanent / full-time jobs instead of temporary / part-time jobs, demonstrates Sonoma County’s ability to attract visitors year-round, and reflects a stabilizing Tourism & Hospitality sector less seasonal in its employment.

Oral and Written Communication, Teamwork, Integrity, Guest Service Experience, Coaching, and Marketing are the top soft skills demanded by local Tourism & Hospitality employers. In addition, employers look for candidates with experience in **Food Preparation, Apple Safari, Quality Assurance, Preventive Maintenance Inspection, Financial Accounting, Bilingualism, and Multilingualism**. Jobs in the Tourism & Hospitality sector occasionally require **Food Safety Certification, Driver’s License, or First Aid Certification**. The annual median salary advertised online for the Tourism & Hospitality sector in Sonoma County is **\$36,700**, around 35% lower than the \$56,400 median salary for all industries. The Tourism & Hospitality sector is given a moderate **hiring difficulty of 43** (1 = easiest to hire, 100 = hardest to hire), compared to 53 for all industries, with an estimated 81 qualified candidates per job opening.

Top Tourism & Hospitality Sector Employers by Ad Volume

	Top Employers
1	Marriott
2	Fairmont Hotels & Restaurants
3	DoubleTree by Hilton
4	Sonoma Renaissance Resort & Spa
5	Burger King
6	24 Hour Fitness
7	Starbucks
8	Applebee’s
9	Pizza Hut
10	Hyatt Vineyard Creek Hotel and Spa
11	Chipotle
12	Hampton Inn
13	River Rock Casino
14	Mayacama Golf Club
15	Round Table Pizza

For more information, please contact Heather LoBue at heather.lobue@sonoma-county.org

This report was prepared by Amelia Yim, Brian Marland, and Aadhar Chhabra.