

Manufacturing Industry & Workforce Report

Sonoma County's manufacturing industry generates revenue, jobs, and career pathways. In terms of **jobs by industry**, Sonoma County's manufacturing industry ranks **fourth** compared to other industries, and there are **23% more manufacturing jobs in Sonoma County than the national average for an area of this size**. The Sonoma County Economic Development Board produced an industry report based on 2023 Quarter 2 data that aims to provide **insight on employment trends, job postings, and sought after skills in the manufacturing industry**.



24,582
employees in
manufacturing
industry (2022)



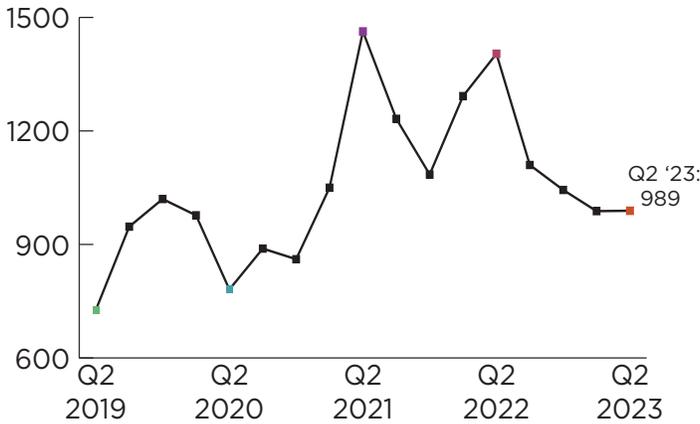
\$51.8K
median
advertised
salary (2023 Q2)



\$5.9 billion
Total GRP from
Manufacturing
Industry(2022)

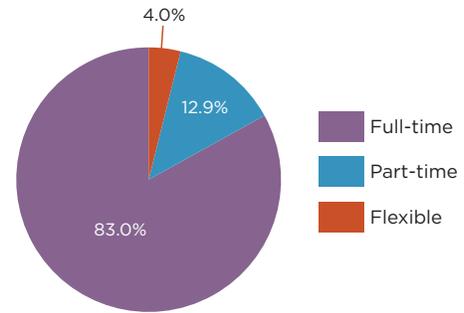
JOB POSTINGS & SALARY

UNIQUE QUARTERLY JOB POSTINGS IN MANUFACTURING FROM 2019 TO 2023, HIGHLIGHTED Q2 2019-2023



989 unique job postings

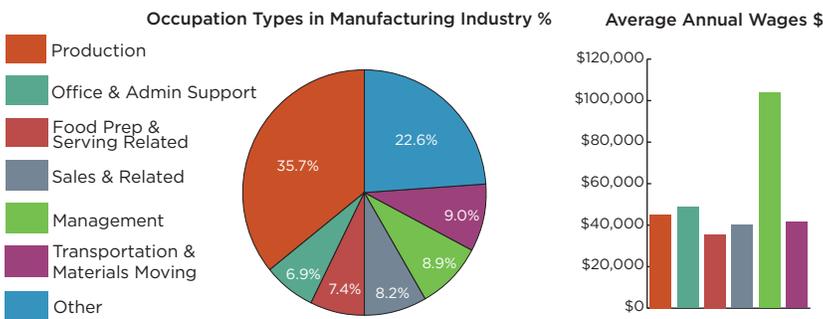
from April 2023 to June 2023, with 83.0% of the postings for full time positions



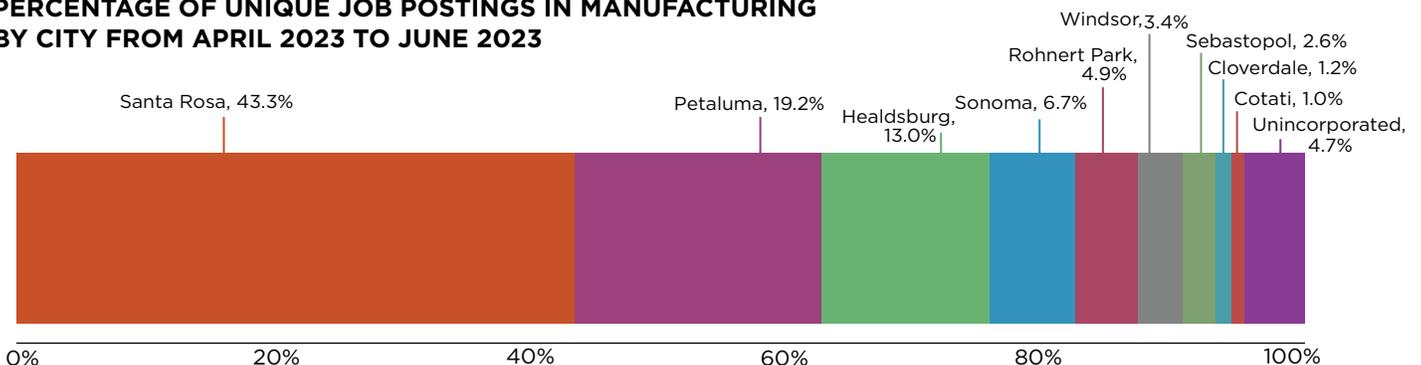
TOP 10 MANUFACTURING EMPLOYERS BY UNIQUE JOB POSTINGS FROM APRIL 2023 TO JUNE 2023

Employer	Posting Volume
Jackson Family Wines, Inc.	103
Vintage Wine Estates	46
Keysight	31
L3Harris Technologies	30
Medtronic	29
Abbott Laboratories	23
E&J Gallo Winery	22
Rack & Riddle	20
Amy's Kitchen	18
Foley Family Wines	17

OCCUPATION TYPES IN THE MANUFACTURING INDUSTRY, BY PERCENTAGE, WITH AVERAGE ANNUAL WAGES (2022)



PERCENTAGE OF UNIQUE JOB POSTINGS IN MANUFACTURING BY CITY FROM APRIL 2023 TO JUNE 2023



SKILLS & CERTIFICATIONS

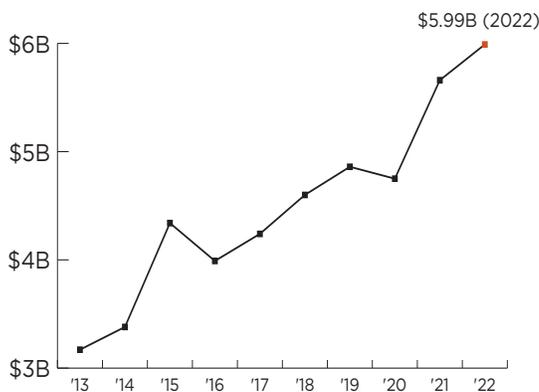
Forklift Truck	100
Manufacturing	99
Winemaking	97
Warehousing	94
Auditing	91
Merchandising	79
Workflow Management	69
Project Management	69

TOP SPECIALIZED SKILLS, QUALIFICATIONS, AND CERTIFICATIONS IN MANUFACTURING FROM APRIL 2023 TO JUNE 2023

	Valid Driver's License
	Security Clearance
	Forklift Certification
	Food Handler's Card
	Commercial Driver's License

INDUSTRY INSIGHT

MANUFACTURING INDUSTRY TOTAL GRP 2013 TO 2022 BY BILLIONS OF DOLLARS

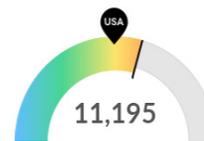


RETIREMENT RISK AND DIVERSITY SPOTLIGHT OF THE MANUFACTURING INDUSTRY 2022



Retiring Soon

Retirement risk is about average in Sonoma County, CA. The national average for an area this size is 6,884* employees 55 or older, while there are 7,562 here.



Racial Diversity

Racial diversity is high in Sonoma County, CA. The national average for an area this size is 8,774* racially diverse employees, while there are 11,195 here.



Gender Diversity

Gender diversity is high in Sonoma County, CA. The national average for an area this size is 7,293* female employees, while there are 9,643 here.

*National average values are derived by taking the national value for Manufacturing and scaling it down to account for the difference in overall workforce size between the nation and Sonoma County, CA. In other words, the values represent the national average adjusted for region size.

Resources and Services

[Career Technical Education Foundation](#) partners with education and industry to seed career technical education programs in alignment with Sonoma County's workforce needs. Its mission is to innovate the education-to-career experience to strengthen economic development and student success, helping highschool students get hands on experience as they enter the workforce.

[Sonoma County Office of Education](#) established the Maker Certificate Program, oversees Maker Design Lab in Santa Rosa, holds conferences on maker education movement to train educators, offers a California Career Pathways Trust Grant to support strong, integrated career pathways from high school through Community College.

[Sonoma County Job Link](#) hosts job fairs to connect employers to a pool of qualified job seekers, screens candidates, offers support and financial assistance for workforce development and training, customized training in hard and soft skills and staff development. Job Link also provides layoff support and prevention and labor market information.

[Santa Rosa Junior College](#) offers a certificate Manufacturing program designed to help prepare students enter manufacturing careers revolved around many industries including robotics, agriculture, 21st century automated manufacturing, aerospace, wine manufacturing, film and electronics. The certificant program propels students into manufacturing employment opportunities.

[Sonoma State University](#) offers a Bachelors of Science in electrical engineering with numerous courses surrounding the manufacturing and technological industries, and a multitude of diverse hands on experiences.

METHODOLOGY & SOURCES

Data for the top employers, occupational groups, job postings, and skills and certificates, were aggregated by Lightcast, using the 2-digit NAICS code (31) for the Manufacturing industry. The hard skills, common skills, and qualifications listed are organized by the frequency of their occurrences in online public job postings for Sonoma County. Unless noted otherwise, all information in this report is based off 2023 Quarter 2 data.

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 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.

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