



# Economic Overview

## Sonoma city, CA



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# Demographic Profile

The population in the Sonoma city, CA was 11,082 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 5,640 with a participation rate of 56.9%. Of individuals 25 to 64 in the Sonoma city, CA, 48.1% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Sonoma city, CA is \$85,509 and the median house value is \$825,600.

## Summary<sup>1</sup>

	Percent			Value		
	Sonoma city, CA	Sonoma County, California	California	Sonoma city, CA	Sonoma County, California	California
<b>Demographics</b>						
Population (ACS)	—	—	—	11,082	496,801	39,346,023
Male	45.0%	48.8%	49.7%	4,985	242,657	19,562,882
Female	55.0%	51.2%	50.3%	6,097	254,144	19,783,141
Median Age <sup>2</sup>	—	—	—	54.5	42.4	36.7
Under 18 Years	14.1%	19.6%	22.8%	1,560	97,601	8,956,641
18 to 24 Years	5.0%	8.1%	9.5%	549	40,081	3,724,239
25 to 34 Years	9.2%	12.9%	15.3%	1,015	64,016	6,007,913
35 to 44 Years	7.7%	12.6%	13.3%	857	62,401	5,233,903
45 to 54 Years	15.3%	12.7%	12.8%	1,692	63,292	5,039,155
55 to 64 Years	16.3%	14.5%	12.0%	1,811	71,949	4,739,675
65 to 74 Years	18.3%	12.0%	8.3%	2,028	59,609	3,270,380
75 Years and Over	14.2%	7.6%	6.0%	1,570	37,852	2,374,117
Race: White	89.3%	72.5%	56.1%	9,899	360,200	22,053,721
Race: Black or African American	1.4%	1.7%	5.7%	157	8,266	2,250,962
Race: American Indian and Alaska Native	0.0%	0.9%	0.8%	0	4,441	311,629
Race: Asian	1.9%	4.3%	14.8%	209	21,239	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.3%	0.4%	0	1,614	149,636
Race: Some Other Race	2.5%	13.3%	14.3%	276	66,089	5,623,747
Race: Two or More Races	4.9%	7.0%	7.9%	541	34,952	3,122,016
Hispanic or Latino (of any race)	17.7%	27.0%	39.1%	1,960	134,024	15,380,929
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	56.9%	64.9%	63.6%	5,640	266,216	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	81.4%	84.6%	81.5%	2,901	159,854	13,211,621
Armed Forces Labor Force	0.0%	0.2%	0.4%	0	1,010	140,982
Veterans, Age 18-64	3.6%	3.2%	3.0%	214	9,667	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	67.3%	79.2%	76.1%	144	7,653	565,185
Median Household Income <sup>2</sup>	—	—	—	\$85,509	\$86,173	\$78,672
Per Capita Income	—	—	—	\$56,109	\$44,071	\$38,576
Mean Commute Time (minutes)	—	—	—	29.3	25.6	29.8
Commute via Public Transportation	2.1%	1.6%	4.6%	105	3,926	843,498
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	8.0%	11.8%	15.2%	428	30,862	3,199,850
High School Graduate	14.9%	18.9%	20.4%	801	49,401	4,282,776
Some College, No Degree	20.1%	25.5%	21.0%	1,080	66,828	4,412,172
Associate's Degree	9.0%	9.4%	8.0%	483	24,476	1,678,082
Bachelor's Degree	32.3%	22.8%	22.6%	1,736	59,624	4,741,354
Postgraduate Degree	15.8%	11.6%	12.9%	847	30,467	2,706,412
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Sonoma County,		California	Sonoma County,		California
	Sonoma city, CA	California		Sonoma city, CA	California	
Total Housing Units	—	—	—	5,962	206,498	14,210,945
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$825,600	\$640,000	\$538,500
Homeowner Vacancy	0.5%	0.7%	1.1%	16	803	77,702
Rental Vacancy	2.0%	3.0%	3.7%	45	2,269	227,993
Renter-Occupied Housing Units (% of Occupied Units)	39.7%	38.7%	44.7%	2,160	73,113	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	8.0%	4.8%	7.0%	436	9,120	920,362
<b>Social</b>						
Poverty Level (of all people)	8.9%	8.8%	12.6%	959	43,086	4,853,434
Households Receiving Food Stamps/SNAP	3.8%	5.9%	9.0%	206	11,060	1,183,873
Enrolled in Grade 12 (% of total population)	1.6%	1.4%	1.5%	182	6,745	576,714
Disconnected Youth <sup>3</sup>	0.0%	1.9%	1.9%	0	450	38,451
Children in Single Parent Families (% of all children)	29.1%	31.3%	32.8%	409	28,882	2,796,858
Uninsured	3.0%	6.0%	7.2%	327	29,765	2,806,173
With a Disability, Age 18-64	11.7%	9.0%	8.0%	683	26,778	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	63.5%	50.7%	43.0%	434	13,571	837,117
Foreign Born	10.4%	16.6%	26.6%	1,152	82,422	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	4.9%	10.9%	17.4%	522	51,560	6,432,102

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, unless noted otherwise

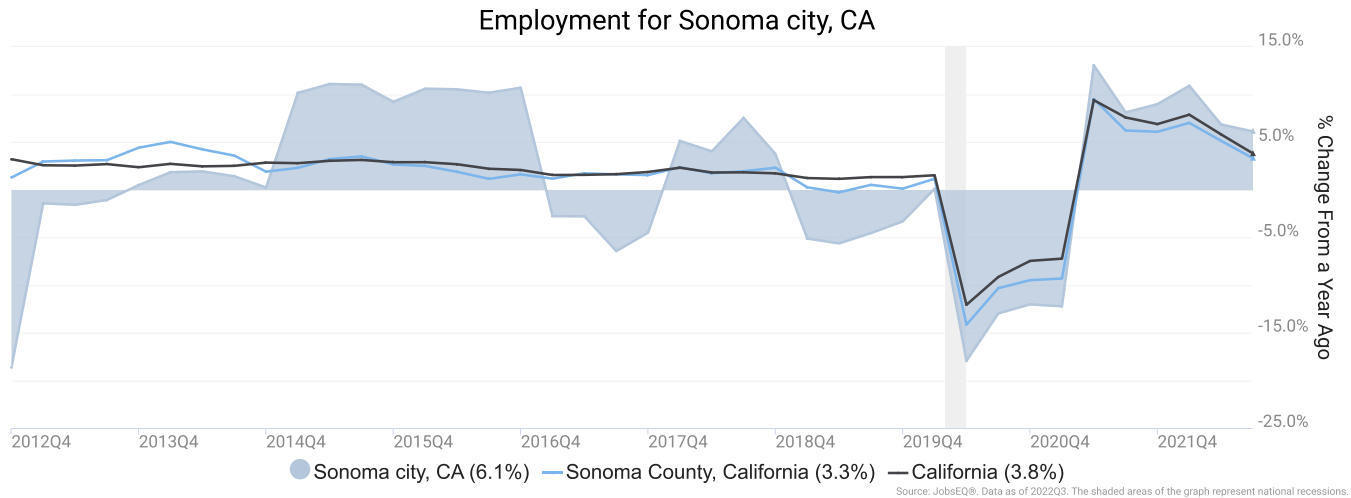
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

# Employment Trends

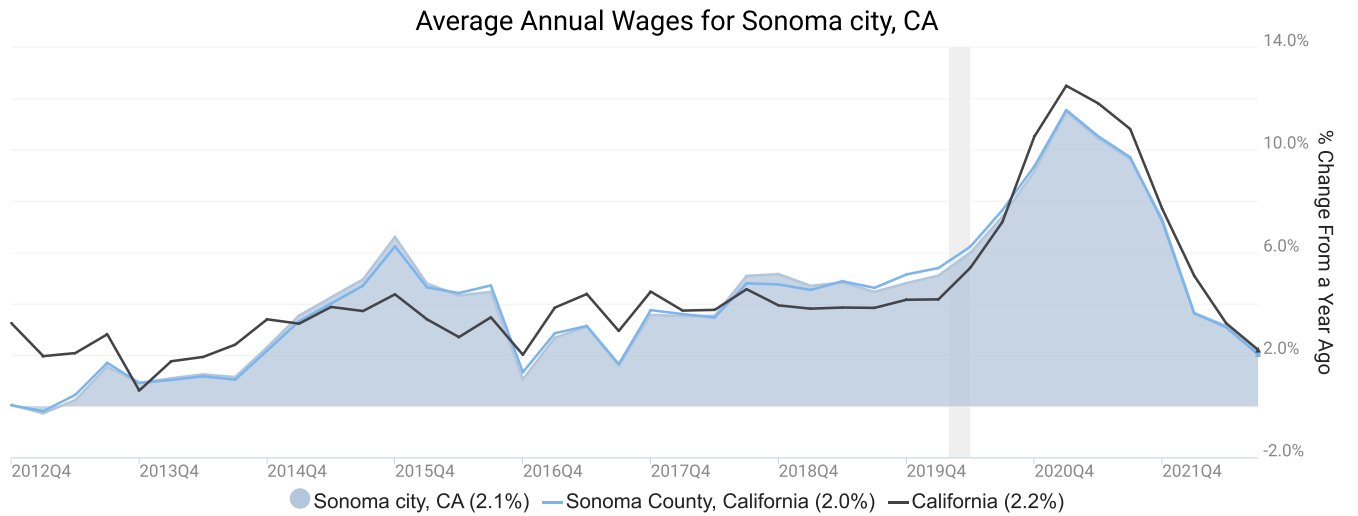
As of 2022Q3, total employment for the Sonoma city, CA was 8,485 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 6.1% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

# Wage Trends

The average worker in the Sonoma city, CA earned annual wages of \$67,301 as of 2022Q3. Average annual wages per worker increased 2.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,132 in the nation as of 2022Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 62.8% higher in Sonoma city, CA than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Sonoma city, CA	\$67,301	162.8	\$41,334
Sonoma County, California	\$67,366	162.8	\$41,374
California	\$83,734	141.5	\$59,178
USA	\$68,132	100.0	\$68,132

Source: [JobsEQ®](#)

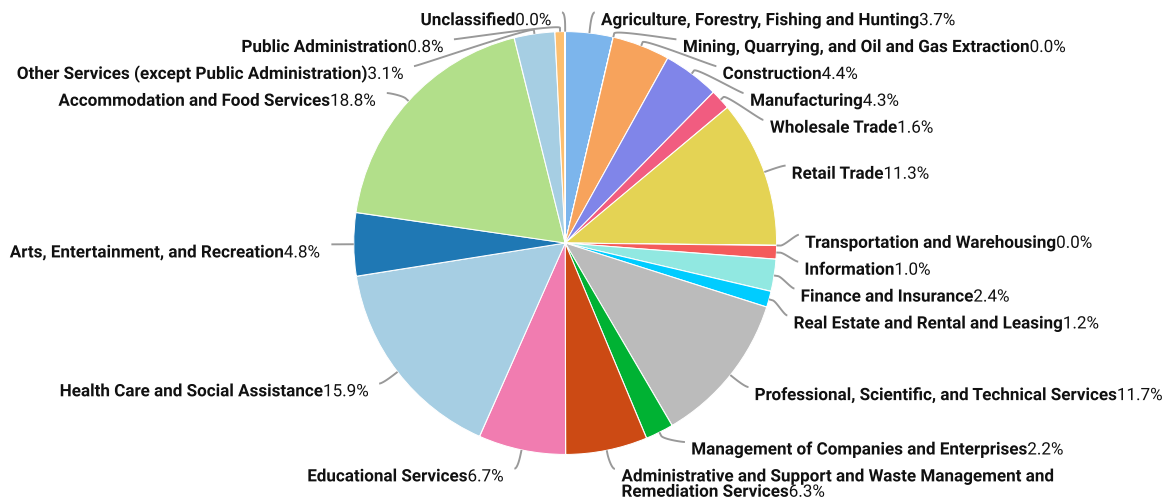
Data as of 2022Q3

Cost of Living per [COLI](#) data as of 2022Q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Sonoma city, CA is Accommodation and Food Services, employing 1,596 workers. The next-largest sectors in the region are Health Care and Social Assistance (1,346 workers) and Professional, Scientific, and Technical Services (990). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 2.73), Arts, Entertainment, and Recreation (2.52), and Accommodation and Food Services (2.22).

Total Workers for Sonoma city, CA by Industry



Source: JobsEQ® Data as of 2022Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

Sectors in the Sonoma city, CA with the highest average wages per worker are Management of Companies and Enterprises (\$123,059), Finance and Insurance (\$115,961), and Manufacturing (\$100,695). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Administrative and Support and Waste Management and Remediation Services (+129 jobs), Professional, Scientific, and Technical Services (+118), and Construction (+107).

Over the next 5 years, employment in the Sonoma city, CA is projected to expand by 159 jobs. The fastest growing sector in the region is expected to be Accommodation and Food Services with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+109 jobs), Health Care and Social Assistance (+34), and Arts, Entertainment, and Recreation (+27).



**Sonoma city, CA, 2022Q3<sup>1</sup>**

NAICS	Industry	Empl	Current	5-Year History		Total Demand	5-Year Forecast				
			Avg Ann Wages	LQ	Empl Change		Ann %	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	1,596	\$33,379	2.22	-146	-1.7%	1,545	649	786	109	1.3%
62	Health Care and Social Assistance	1,346	\$71,165	1.11	-201	-2.7%	733	322	377	34	0.5%
54	Professional, Scientific, and Technical Services	990	\$86,164	1.59	118	2.6%	467	165	283	19	0.4%
44	Retail Trade	955	\$45,636	1.11	-87	-1.7%	621	285	377	-40	-0.9%
61	Educational Services	565	\$56,545	0.84	38	1.4%	280	132	146	1	0.0%
56	Administrative and Support and Waste Management and Remediation Services	531	\$51,234	0.96	129	5.7%	317	130	190	-3	-0.1%
71	Arts, Entertainment, and Recreation	409	\$31,851	2.52	-24	-1.1%	339	131	181	27	1.3%
23	Construction	374	\$74,505	0.74	107	7.0%	178	65	117	-4	-0.2%
31	Manufacturing	366	\$100,695	0.53	16	0.9%	191	73	124	-6	-0.3%
11	Agriculture, Forestry, Fishing and Hunting	310	\$51,154	2.73	-34	-2.0%	214	89	113	13	0.8%
81	Other Services (except Public Administration)	263	\$44,479	0.72	-35	-2.5%	168	68	93	7	0.5%
52	Finance and Insurance	208	\$115,961	0.61	-21	-1.9%	98	37	61	0	0.0%
55	Management of Companies and Enterprises	183	\$123,059	1.42	-62	-5.7%	85	32	54	-1	-0.1%
42	Wholesale Trade	132	\$81,800	0.42	-25	-3.4%	71	27	46	-2	-0.3%
53	Real Estate and Rental and Leasing	104	\$70,253	0.69	-3	-0.5%	51	24	29	-2	-0.4%
51	Information	88	\$77,477	0.51	9	2.2%	46	15	28	3	0.6%
92	Public Administration	65	\$92,776	0.17	-5	-1.4%	31	13	19	-1	-0.4%
48	Transportation and Warehousing	1	\$37,464	0.00	-7	-29.1%	1	0	1	0	-0.8%
99	Unclassified	0	n/a	0.00	-19	n/a	0	0	0	0	0.2%
<b>Total - All Industries</b>		<b>8,485</b>	<b>\$67,301</b>	<b>1.00</b>	<b>-251</b>	<b>-0.6%</b>	<b>5,088</b>	<b>2,060</b>	<b>2,870</b>	<b>159</b>	<b>0.4%</b>

Source: [JobsEQ®](#)

Data as of 2022Q3

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the Sonoma city, CA is Food Preparation and Serving Related Occupations, employing 1,088 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (858 workers) and Sales and Related Occupations (790). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 4.11), Building and Grounds Cleaning and Maintenance Occupations (1.98), and Arts, Design, Entertainment, Sports, and Media Occupations (1.88).

Occupation groups in the Sonoma city, CA with the highest average wages per worker are Legal Occupations (\$138,500), Healthcare Practitioners and Technical Occupations (\$129,100), and Management Occupations (\$128,600). The unemployment rate in the region varied among the major groups from 1.0% among Computer and Mathematical Occupations to 5.7% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the Sonoma city, CA is expected to be Personal Care and Service Occupations with a +1.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+60 jobs) and Healthcare Support Occupations (+27). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (1,043 jobs) and Sales and Related Occupations (549).

Sonoma city, CA, 2022Q3<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			5-Year History			Total Demand	5-Year Forecast			
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	1,088	\$40,900	1.62	32	5.7%	n/a	-97	-1.7%	1,102	475	568	60	1.1%
43-0000	Office and Administrative Support	858	\$53,000	0.82	15	2.7%	n/a	-128	-2.7%	522	240	301	-19	-0.4%
41-0000	Sales and Related	790	\$54,000	0.99	19	3.6%	n/a	-79	-1.9%	524	249	300	-25	-0.6%
11-0000	Management	594	\$128,600	1.02	6	1.6%	n/a	-2	-0.1%	283	93	172	18	0.6%
29-0000	Healthcare Practitioners and Technical	592	\$129,100	1.21	2	1.0%	n/a	-54	-1.7%	192	91	91	9	0.3%
37-0000	Building and Grounds Cleaning and Maintenance	554	\$46,500	1.98	11	4.1%	n/a	22	0.8%	395	178	203	14	0.5%
13-0000	Business and Financial Operations	507	\$88,400	0.93	5	1.6%	n/a	47	2.0%	241	79	151	10	0.4%
53-0000	Transportation and Material Moving	459	\$49,200	0.62	18	4.2%	n/a	-18	-0.8%	332	123	206	3	0.1%
31-0000	Healthcare Support	411	\$40,500	1.10	7	2.9%	n/a	0	0.0%	338	136	175	27	1.3%
25-0000	Educational Instruction and Library	410	\$74,500	0.91	4	2.1%	n/a	14	0.7%	206	103	99	4	0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	281	\$73,600	1.88	5	3.5%	n/a	-12	-0.8%	164	64	89	11	0.8%
47-0000	Construction and Extraction	276	\$71,400	0.72	10	4.0%	n/a	62	5.2%	131	47	85	-1	-0.1%
51-0000	Production	264	\$50,700	0.55	9	3.2%	n/a	-27	-1.9%	150	62	94	-5	-0.4%
39-0000	Personal Care and Service	245	\$43,500	1.19	10	5.6%	n/a	-14	-1.1%	257	97	142	18	1.5%
49-0000	Installation, Maintenance, and Repair	227	\$64,100	0.69	3	1.8%	n/a	2	0.2%	119	44	69	6	0.5%
15-0000	Computer and Mathematical	225	\$114,300	0.77	1	1.0%	n/a	42	4.2%	85	25	55	6	0.5%

### Sonoma city, CA, 2022Q3<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			5-Year History			Total Demand	5-Year Forecast			Ann % Growth
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %		Exits	Transfers	Empl Growth	
45-0000	Farming, Fishing, and Forestry	224	\$41,000	4.11	7	3.8%	n/a	-16	-1.3%	197	60	126	11	0.9%
17-0000	Architecture and Engineering	129	\$108,600	0.93	1	1.5%	n/a	0	0.0%	48	19	30	-1	-0.1%
21-0000	Community and Social Service	122	\$69,400	0.81	1	1.5%	n/a	19	3.5%	63	25	35	3	0.5%
33-0000	Protective Service	79	\$69,700	0.43	3	2.9%	n/a	2	0.6%	61	29	30	1	0.4%
19-0000	Life, Physical, and Social Science	76	\$93,900	1.03	1	1.8%	n/a	-10	-2.4%	36	9	26	2	0.4%
23-0000	Legal	76	\$138,500	1.05	0	n/a	n/a	-5	-1.2%	27	12	13	2	0.6%
<b>Total - All Occupations</b>		<b>8,485</b>	<b>\$67,800</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-251</b>	<b>-0.6%</b>	<b>5,477</b>	<b>2,259</b>	<b>3,058</b>	<b>159</b>	<b>0.4%</b>

Source: [JobsEQ®](#)

Data as of 2022Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

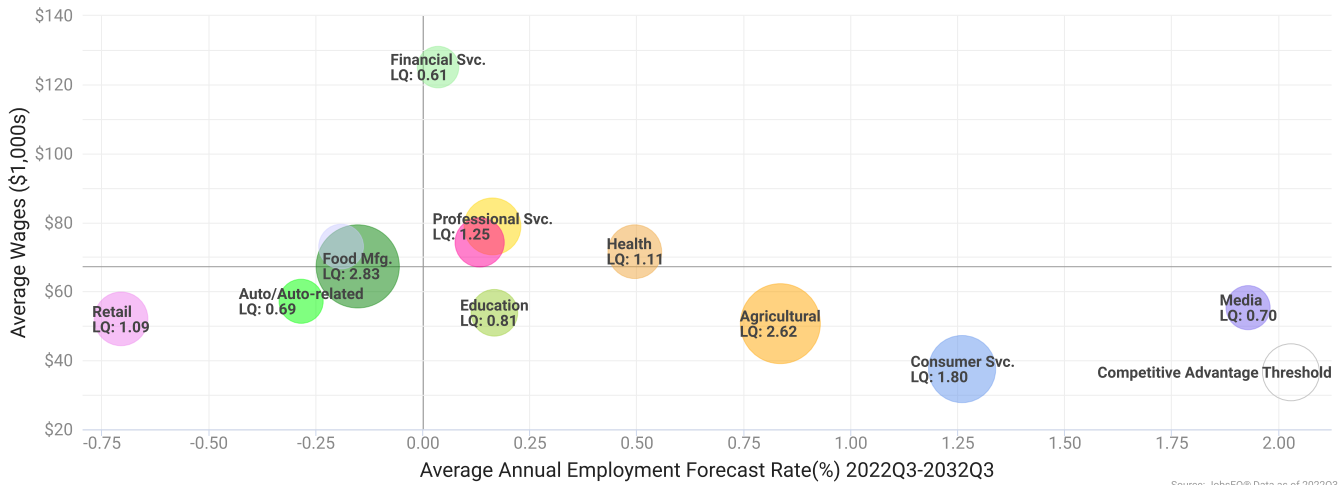
2. Wage data represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q2, imputed where necessary with preliminary estimates updated to 2022Q3. Wages by occupation are as of 2022 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Sonoma city, CA with the highest relative concentration is Food Mfg. with a location quotient of 2.83. This cluster employs 285 workers in the region with an average wage of \$67,309. Employment in the Food Mfg. cluster is projected to contract in the region about 0.2% per year over the next ten years.

Industry Clusters for Sonoma city, CA as of 2022Q3



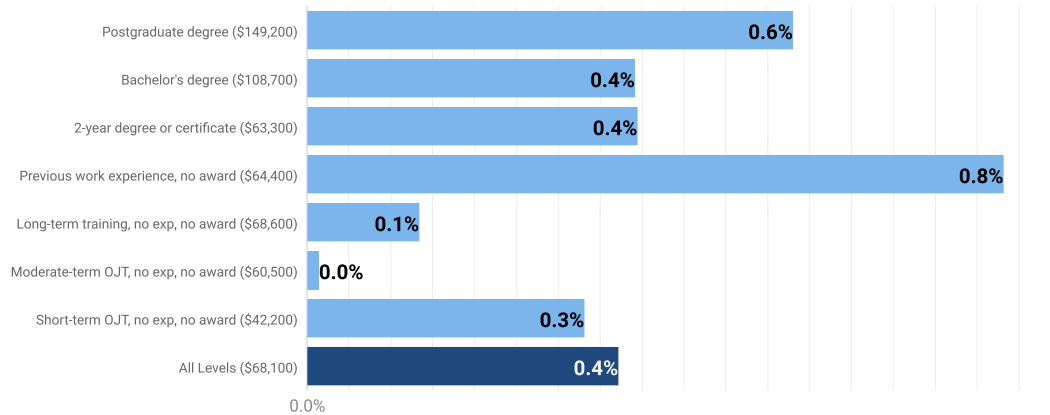
Source: JobsEQ® Data as of 2022Q3

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Sonoma city, CA is projected to grow 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.6% per year, those requiring a bachelor's degree are forecast to grow 0.4% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.

Annual Average Projected Job Growth by Training Required



Source: JobsEQ® Data as of 2022Q3

Employment by occupation data are estimates as of 2022Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Sonoma city, CA Regional Map



# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

### About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.