



Economic Overview

Healdsburg city, CA



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Demographic Profile

The population in the Healdsburg city, CA was 11,924 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 6,372 with a participation rate of 64.1%. Of individuals 25 to 64 in the Healdsburg city, CA, 36.5% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Healdsburg city, CA is \$89,239 and the median house value is \$805,900.

Summary¹

	Percent			Value		
	Healdsburg city, CA	Sonoma County, California	California	Healdsburg city, CA	Sonoma County, California	California
Demographics						
Population (ACS)	—	—	—	11,924	496,801	39,346,023
Male	46.8%	48.8%	49.7%	5,575	242,657	19,562,882
Female	53.2%	51.2%	50.3%	6,349	254,144	19,783,141
Median Age ²	—	—	—	44.8	42.4	36.7
Under 18 Years	18.7%	19.6%	22.8%	2,228	97,601	8,956,641
18 to 24 Years	7.2%	8.1%	9.5%	860	40,081	3,724,239
25 to 34 Years	10.1%	12.9%	15.3%	1,207	64,016	6,007,913
35 to 44 Years	14.1%	12.6%	13.3%	1,684	62,401	5,233,903
45 to 54 Years	11.6%	12.7%	12.8%	1,385	63,292	5,039,155
55 to 64 Years	13.9%	14.5%	12.0%	1,656	71,949	4,739,675
65 to 74 Years	17.7%	12.0%	8.3%	2,109	59,609	3,270,380
75 Years and Over	6.7%	7.6%	6.0%	795	37,852	2,374,117
Race: White	81.9%	72.5%	56.1%	9,762	360,200	22,053,721
Race: Black or African American	0.0%	1.7%	5.7%	0	8,266	2,250,962
Race: American Indian and Alaska Native	0.2%	0.9%	0.8%	26	4,441	311,629
Race: Asian	1.1%	4.3%	14.8%	137	21,239	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.3%	0.4%	8	1,614	149,636
Race: Some Other Race	14.2%	13.3%	14.3%	1,692	66,089	5,623,747
Race: Two or More Races	2.5%	7.0%	7.9%	299	34,952	3,122,016
Hispanic or Latino (of any race)	26.0%	27.0%	39.1%	3,100	134,024	15,380,929
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.1%	64.9%	63.6%	6,372	266,216	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	90.7%	84.6%	81.5%	3,878	159,854	13,211,621
Armed Forces Labor Force	0.0%	0.2%	0.4%	0	1,010	140,982
Veterans, Age 18-64	2.7%	3.2%	3.0%	183	9,667	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	77.0%	79.2%	76.1%	141	7,653	565,185
Median Household Income ²	—	—	—	\$89,239	\$86,173	\$78,672
Per Capita Income	—	—	—	\$51,726	\$44,071	\$38,576
Mean Commute Time (minutes)	—	—	—	22.6	25.6	29.8
Commute via Public Transportation	0.6%	1.6%	4.6%	38	3,926	843,498
Educational Attainment, Age 25-64						
No High School Diploma	6.8%	11.8%	15.2%	401	30,862	3,199,850
High School Graduate	19.5%	18.9%	20.4%	1,157	49,401	4,282,776
Some College, No Degree	23.3%	25.5%	21.0%	1,382	66,828	4,412,172
Associate's Degree	14.0%	9.4%	8.0%	828	24,476	1,678,082
Bachelor's Degree	25.6%	22.8%	22.6%	1,516	59,624	4,741,354
Postgraduate Degree	10.9%	11.6%	12.9%	648	30,467	2,706,412
Housing						

Summary¹

	Percent			Value		
	Healdsburg city, CA	Sonoma County, California	California	Healdsburg city, CA	Sonoma County, California	California
Total Housing Units	—	—	—	5,481	206,498	14,210,945
Median House Value (of owner-occupied units) ²	—	—	—	\$805,900	\$640,000	\$538,500
Homeowner Vacancy	0.0%	0.7%	1.1%	0	803	77,702
Rental Vacancy	6.8%	3.0%	3.7%	156	2,269	227,993
Renter-Occupied Housing Units (% of Occupied Units)	44.5%	38.7%	44.7%	2,104	73,113	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	3.5%	4.8%	7.0%	166	9,120	920,362
Social						
Poverty Level (of all people)	9.7%	8.8%	12.6%	1,153	43,086	4,853,434
Households Receiving Food Stamps/SNAP	5.1%	5.9%	9.0%	240	11,060	1,183,873
Enrolled in Grade 12 (% of total population)	1.4%	1.4%	1.5%	168	6,745	576,714
Disconnected Youth ³	0.2%	1.9%	1.9%	1	450	38,451
Children in Single Parent Families (% of all children)	32.2%	31.3%	32.8%	685	28,882	2,796,858
Uninsured	9.1%	6.0%	7.2%	1,081	29,765	2,806,173
With a Disability, Age 18-64	8.2%	9.0%	8.0%	553	26,778	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	66.2%	50.7%	43.0%	366	13,571	837,117
Foreign Born	13.5%	16.6%	26.6%	1,613	82,422	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	12.0%	10.9%	17.4%	1,347	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.

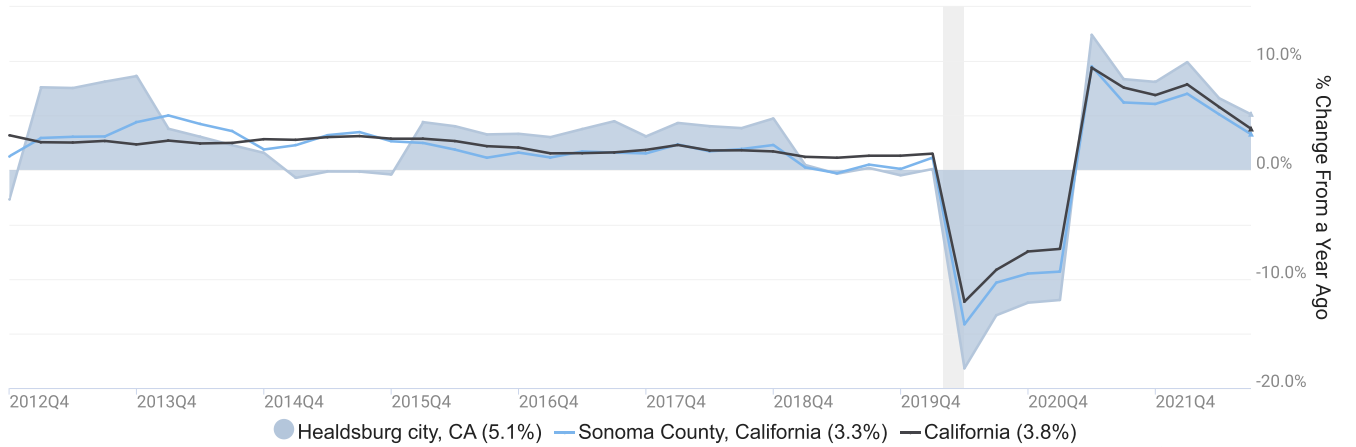
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

Employment Trends

As of 2022Q3, total employment for the Healdsburg city, CA was 7,559 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 5.1% in the region.

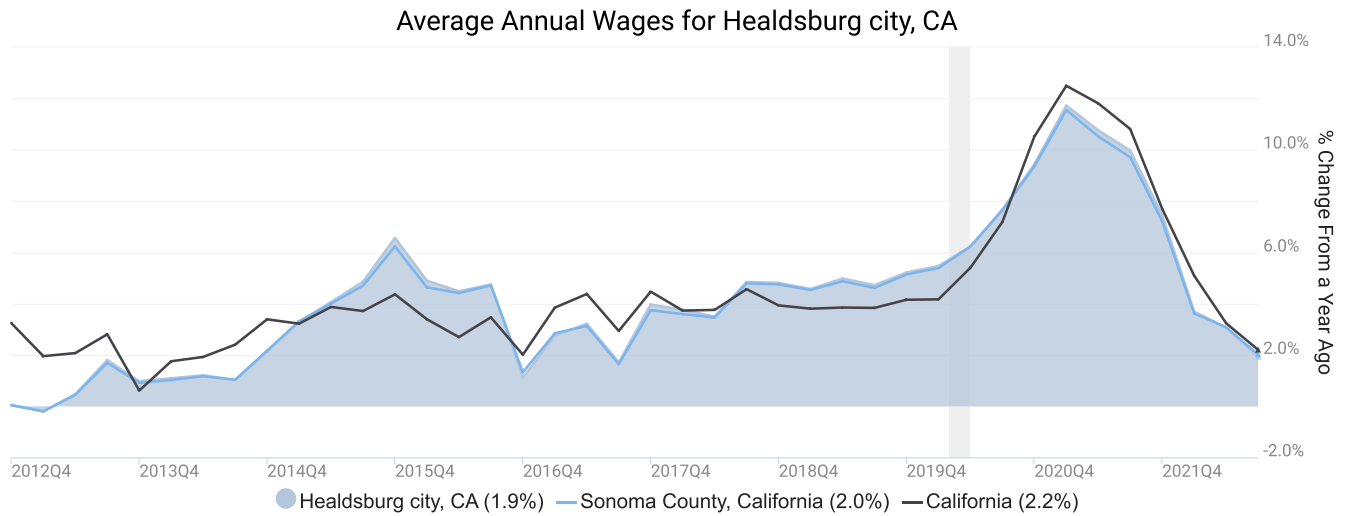
Employment for Healdsburg city, CA



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 Healdsburg city, CA earned annual wages of \$67,465 as of 2022Q3. Average annual wages per worker increased 1.9% 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 Healdsburg city, CA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Healdsburg city, CA	\$67,465	162.8	\$41,435
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®](#)

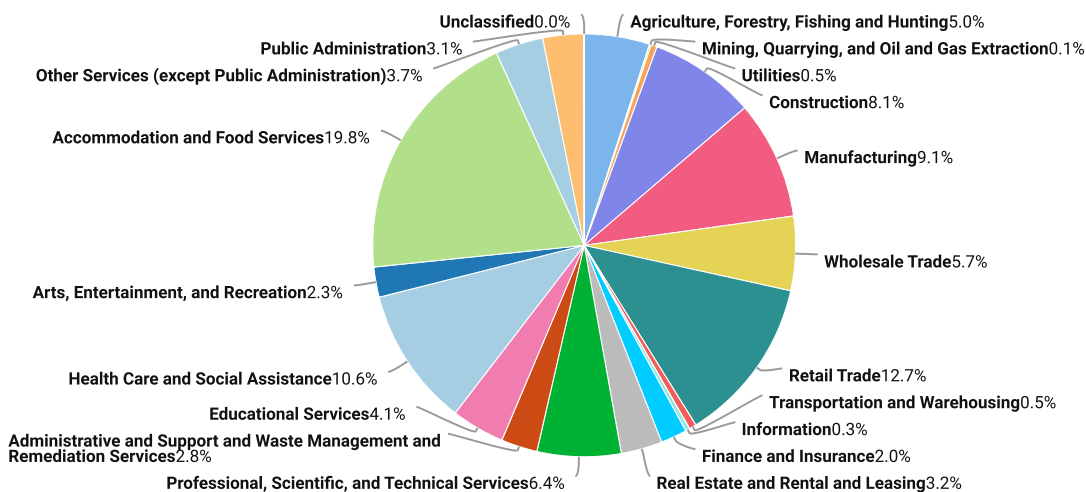
Data as of 2022Q3

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

Industry Snapshot

The largest sector in the Healdsburg city, CA is Accommodation and Food Services, employing 1,498 workers. The next-largest sectors in the region are Retail Trade (960 workers) and Health Care and Social Assistance (803). 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 = 3.75), Accommodation and Food Services (2.34), and Real Estate and Rental and Leasing (1.78).

Total Workers for Healdsburg 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 Healdsburg city, CA with the highest average wages per worker are Utilities (\$147,139), Finance and Insurance (\$117,237), and Manufacturing (\$101,355). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Agriculture, Forestry, Fishing and Hunting (+167 jobs), Professional, Scientific, and Technical Services (+76), and Real Estate and Rental and Leasing (+57).

Over the next 5 years, employment in the Healdsburg city, CA is projected to expand by 83 jobs. The fastest growing sector in the region is expected to be Accommodation and Food Services with a +1.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+90 jobs), Health Care and Social Assistance (+36), and Arts, Entertainment, and Recreation (+9).

Healdsburg city, CA, 2022Q3¹

NAICS	Industry	Empl	Current	5-Year History			5-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	1,498	\$33,420	2.34	-20	-0.3%	1,433	607	735	90	1.2%
44	Retail Trade	960	\$45,700	1.25	-75	-1.5%	627	287	379	-38	-0.8%
62	Health Care and Social Assistance	803	\$71,213	0.74	-18	-0.4%	457	194	227	36	0.9%
31	Manufacturing	684	\$101,355	1.12	-28	-0.8%	362	137	233	-8	-0.2%
23	Construction	615	\$75,113	1.37	-2	-0.1%	295	107	192	-5	-0.2%
54	Professional, Scientific, and Technical Services	485	\$85,907	0.88	76	3.5%	225	81	138	6	0.2%
42	Wholesale Trade	429	\$81,953	1.51	-23	-1.0%	231	87	149	-5	-0.3%
11	Agriculture, Forestry, Fishing and Hunting	379	\$54,224	3.75	167	12.3%	242	106	135	1	0.1%
61	Educational Services	308	\$58,188	0.51	-27	-1.7%	146	72	79	-5	-0.3%
81	Other Services (except Public Administration)	277	\$42,380	0.85	41	3.3%	176	71	98	7	0.5%
53	Real Estate and Rental and Leasing	238	\$68,234	1.78	57	5.6%	117	55	67	-6	-0.5%
92	Public Administration	238	\$92,533	0.68	21	1.8%	113	48	69	-5	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	209	\$51,151	0.42	35	3.8%	130	52	76	3	0.3%
71	Arts, Entertainment, and Recreation	174	\$32,403	1.20	-18	-2.0%	141	55	77	9	1.0%
52	Finance and Insurance	151	\$117,237	0.49	-22	-2.7%	70	27	44	-1	-0.1%
48	Transportation and Warehousing	40	\$69,550	0.11	-4	-1.8%	23	10	14	-1	-0.3%
22	Utilities	35	\$147,139	0.91	6	3.7%	15	6	10	-2	-0.9%
51	Information	26	\$67,305	0.17	3	2.3%	14	5	8	1	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	9	\$77,876	0.35	2	4.4%	5	2	3	0	-0.2%
99	Unclassified	0	n/a	0.00	-19	n/a	0	0	0	0	0.2%
Total - All Industries		7,559	\$67,465	1.00	152	0.4%	4,458	1,828	2,547	83	0.2%

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 Healdsburg city, CA is Food Preparation and Serving Related Occupations, employing 1,255 workers. The next-largest occupation groups in the region are Sales and Related Occupations (874 workers) and Office and Administrative Support Occupations (742). 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 = 4.72), Food Preparation and Serving Related Occupations (2.10), and Construction and Extraction Occupations (1.27).

Occupation groups in the Healdsburg 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 0.9% among Healthcare Practitioners and Technical Occupations to 5.9% among Personal Care and Service Occupations.

Over the next 5 years, the fastest growing occupation group in the Healdsburg city, CA is expected to be Healthcare Support Occupations with a +1.8% 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 (+62 jobs) and Healthcare Support Occupations (+21). 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 (1,206 jobs) and Sales and Related Occupations (602).

Healdsburg city, CA, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			5-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	1,255	\$40,900	2.10	37	5.8%	n/a	-66	-1.0%	1,268	547	659	62	1.0%
41-0000	Sales and Related	874	\$54,000	1.23	26	3.8%	n/a	-53	-1.2%	576	274	328	-27	-0.6%
43-0000	Office and Administrative Support	742	\$53,000	0.80	18	2.7%	n/a	-43	-1.1%	423	201	246	-24	-0.7%
11-0000	Management	576	\$128,600	1.11	9	1.5%	n/a	90	3.5%	271	102	159	10	0.4%
53-0000	Transportation and Material Moving	562	\$49,200	0.85	17	4.2%	n/a	-26	-0.9%	388	144	243	1	0.0%
47-0000	Construction and Extraction	434	\$71,400	1.27	8	3.8%	n/a	-9	-0.4%	207	73	135	-1	0.0%
13-0000	Business and Financial Operations	406	\$88,400	0.84	6	1.7%	n/a	74	4.1%	189	63	120	6	0.3%
29-0000	Healthcare Practitioners and Technical	379	\$129,100	0.87	3	0.9%	n/a	-17	-0.9%	124	58	57	10	0.5%
51-0000	Production	298	\$50,700	0.70	8	3.1%	n/a	-29	-1.8%	163	65	106	-7	-0.5%
37-0000	Building and Grounds Cleaning and Maintenance	291	\$46,500	1.17	8	4.1%	n/a	36	2.7%	207	93	107	7	0.5%
49-0000	Installation, Maintenance, and Repair	275	\$64,100	0.94	3	1.9%	n/a	30	2.4%	136	51	83	2	0.2%
25-0000	Educational Instruction and Library	246	\$74,500	0.61	5	2.2%	n/a	-21	-1.6%	116	58	58	0	0.0%
45-0000	Farming, Fishing, and Forestry	229	\$41,000	4.72	9	3.9%	n/a	85	9.8%	183	59	123	1	0.0%
31-0000	Healthcare Support	226	\$40,500	0.68	8	2.9%	n/a	35	3.4%	192	76	94	21	1.8%
39-0000	Personal Care and Service	160	\$43,500	0.88	9	5.9%	n/a	-13	-1.5%	155	59	87	9	1.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	148	\$73,600	1.11	5	3.3%	n/a	16	2.3%	83	32	47	4	0.5%

Healdsburg city, CA, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			5-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
15- 0000	Computer and Mathematical	129	\$114,300	0.49	2	1.1%	n/a	39	7.6%	48	14	31	3	0.5%
33- 0000	Protective Service	94	\$69,700	0.58	3	2.9%	n/a	6	1.4%	58	27	31	0	0.0%
21- 0000	Community and Social Service	80	\$69,400	0.60	1	1.5%	n/a	8	2.0%	41	16	23	2	0.4%
17- 0000	Architecture and Engineering	69	\$108,600	0.56	2	1.6%	n/a	3	1.0%	24	10	15	-1	-0.2%
19- 0000	Life, Physical, and Social Science	45	\$93,900	0.67	1	2.4%	n/a	6	3.1%	22	5	16	0	0.2%
23- 0000	Legal	41	\$138,500	0.63	0	n/a	n/a	0	0.2%	14	6	7	1	0.4%
Total - All Occupations		7,559	\$67,800	1.00	n/a	n/a	n/a	152	0.4%	4,892	2,033	2,776	83	0.2%

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.

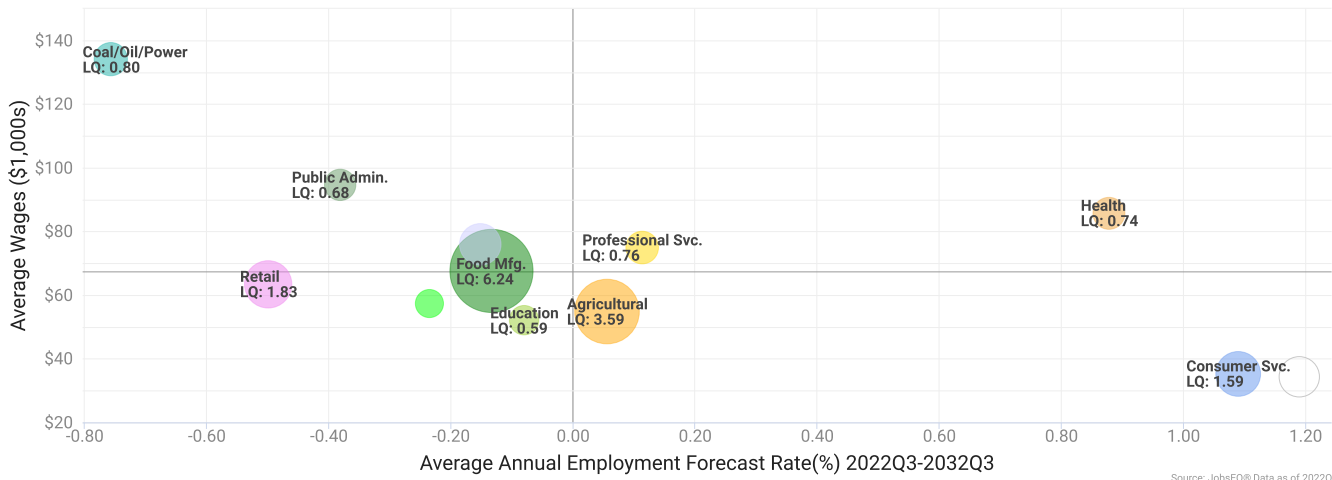
2. Wage data represent the average for all Covered Employment

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 Healdsburg city, CA with the highest relative concentration is Food Mfg. with a location quotient of 6.24. This cluster employs 559 workers in the region with an average wage of \$67,532. Employment in the Food Mfg. cluster is projected to contract in the region about 0.1% per year over the next ten years.

Industry Clusters for Healdsburg city, CA as of 2022Q3



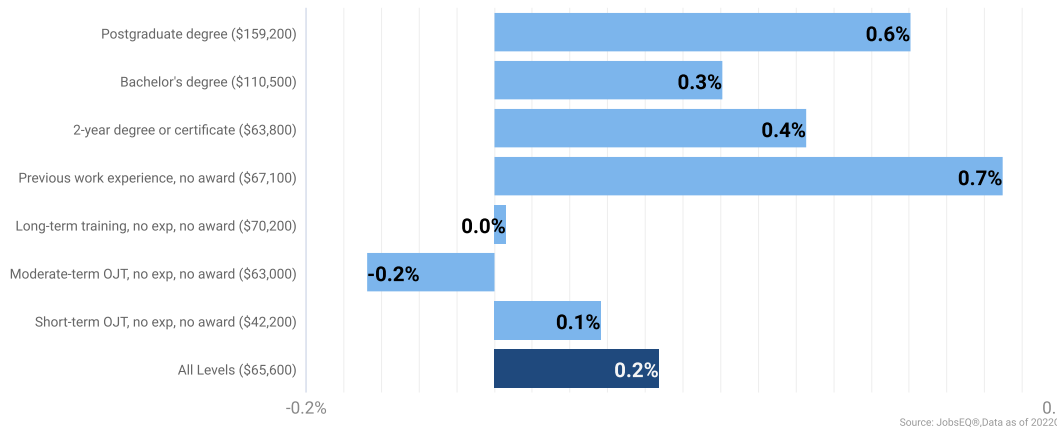
Source: JobsEQ® Data as of 2022Q3

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 Healdsburg city, CA is projected to grow 0.2% 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 0.3% 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



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.

Healdsburg 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

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