



# Economic Overview

# Cloverdale city, CA



Joshua Metz  
Senior Advisor, Economic Development  
(650) 587-7300 x27  
[Rgs.ca.gov](http://Rgs.ca.gov)

Demographic Profile..... 3

Employment Trends ..... 5

Wage Trends ..... 6

Cost of Living Index ..... 7

Industry Snapshot ..... 8

Occupation Snapshot ..... 10

Industry Clusters ..... 12

Education Levels..... 13

Cloverdale city, CA Regional Map ..... 14

FAQ..... 15

# Demographic Profile

The population in the Cloverdale city, CA was 8,854 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 4,578 with a participation rate of 63.4%. Of individuals 25 to 64 in the Cloverdale city, CA, 23.4% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Cloverdale city, CA is \$80,896 and the median house value is \$493,500.

## Summary<sup>1</sup>

	Percent			Value		
	Cloverdale city, CA	Sonoma County, California	California	Cloverdale city, CA	Sonoma County, California	California
<b>Demographics</b>						
Population (ACS)	—	—	—	8,854	496,801	39,346,023
Male	48.2%	48.8%	49.7%	4,266	242,657	19,562,882
Female	51.8%	51.2%	50.3%	4,588	254,144	19,783,141
Median Age <sup>2</sup>	—	—	—	43.0	42.4	36.7
Under 18 Years	20.3%	19.6%	22.8%	1,793	97,601	8,956,641
18 to 24 Years	7.7%	8.1%	9.5%	681	40,081	3,724,239
25 to 34 Years	10.7%	12.9%	15.3%	949	64,016	6,007,913
35 to 44 Years	12.7%	12.6%	13.3%	1,123	62,401	5,233,903
45 to 54 Years	14.9%	12.7%	12.8%	1,320	63,292	5,039,155
55 to 64 Years	14.3%	14.5%	12.0%	1,267	71,949	4,739,675
65 to 74 Years	12.5%	12.0%	8.3%	1,106	59,609	3,270,380
75 Years and Over	6.9%	7.6%	6.0%	615	37,852	2,374,117
Race: White	79.9%	72.5%	56.1%	7,072	360,200	22,053,721
Race: Black or African American	1.2%	1.7%	5.7%	106	8,266	2,250,962
Race: American Indian and Alaska Native	2.4%	0.9%	0.8%	214	4,441	311,629
Race: Asian	1.6%	4.3%	14.8%	139	21,239	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.3%	0.4%	9	1,614	149,636
Race: Some Other Race	7.4%	13.3%	14.3%	651	66,089	5,623,747
Race: Two or More Races	7.5%	7.0%	7.9%	663	34,952	3,122,016
Hispanic or Latino (of any race)	27.9%	27.0%	39.1%	2,467	134,024	15,380,929
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	63.4%	64.9%	63.6%	4,578	266,216	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	86.4%	84.6%	81.5%	2,931	159,854	13,211,621
Armed Forces Labor Force	0.0%	0.2%	0.4%	0	1,010	140,982
Veterans, Age 18-64	3.0%	3.2%	3.0%	161	9,667	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	75.8%	79.2%	76.1%	122	7,653	565,185
Median Household Income <sup>2</sup>	—	—	—	\$80,896	\$86,173	\$78,672
Per Capita Income	—	—	—	\$41,412	\$44,071	\$38,576
Mean Commute Time (minutes)	—	—	—	25.7	25.6	29.8
Commute via Public Transportation	0.5%	1.6%	4.6%	24	3,926	843,498
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	16.8%	11.8%	15.2%	782	30,862	3,199,850
High School Graduate	21.1%	18.9%	20.4%	981	49,401	4,282,776
Some College, No Degree	30.3%	25.5%	21.0%	1,413	66,828	4,412,172
Associate's Degree	8.4%	9.4%	8.0%	391	24,476	1,678,082
Bachelor's Degree	15.9%	22.8%	22.6%	740	59,624	4,741,354
Postgraduate Degree	7.6%	11.6%	12.9%	352	30,467	2,706,412
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Cloverdale city, CA	Sonoma County, California	California	Cloverdale city, CA	Sonoma County, California	California
Total Housing Units	—	—	—	3,541	206,498	14,210,945
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$493,500	\$640,000	\$538,500
Homeowner Vacancy	0.0%	0.7%	1.1%	0	803	77,702
Rental Vacancy	0.0%	3.0%	3.7%	0	2,269	227,993
Renter-Occupied Housing Units (% of Occupied Units)	32.2%	38.7%	44.7%	1,130	73,113	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.8%	4.8%	7.0%	169	9,120	920,362
<b>Social</b>						
Poverty Level (of all people)	8.7%	8.8%	12.6%	764	43,086	4,853,434
Households Receiving Food Stamps/SNAP	9.2%	5.9%	9.0%	323	11,060	1,183,873
Enrolled in Grade 12 (% of total population)	2.5%	1.4%	1.5%	217	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)	21.4%	31.3%	32.8%	373	28,882	2,796,858
Uninsured	5.6%	6.0%	7.2%	494	29,765	2,806,173
With a Disability, Age 18-64	10.2%	9.0%	8.0%	545	26,778	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	32.7%	50.7%	43.0%	178	13,571	837,117
Foreign Born	18.1%	16.6%	26.6%	1,606	82,422	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	11.9%	10.9%	17.4%	1,010	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.

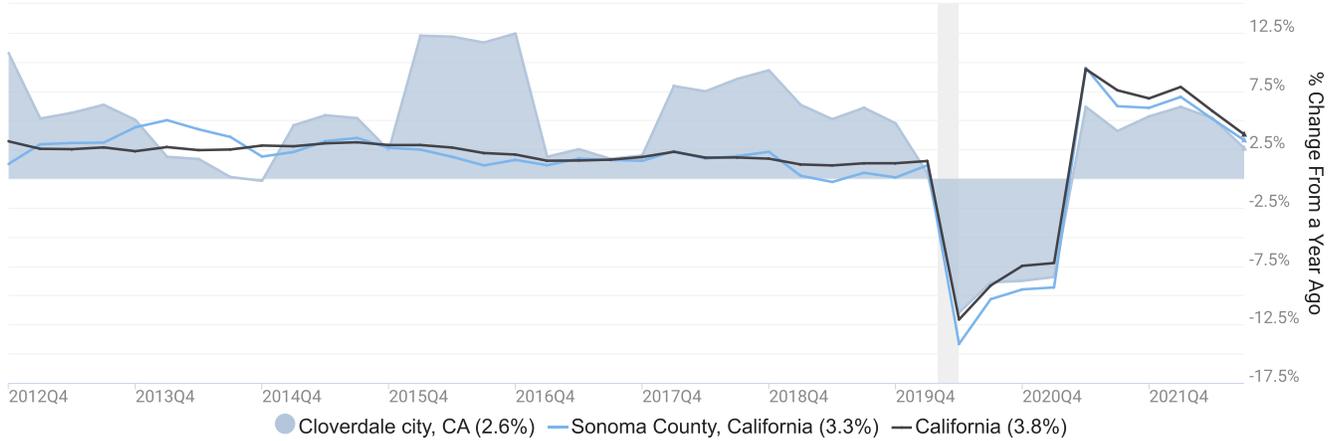
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

# Employment Trends

As of 2022Q3, total employment for the Cloverdale city, CA was 2,631 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 2.6% in the region.

Employment for Cloverdale city, CA

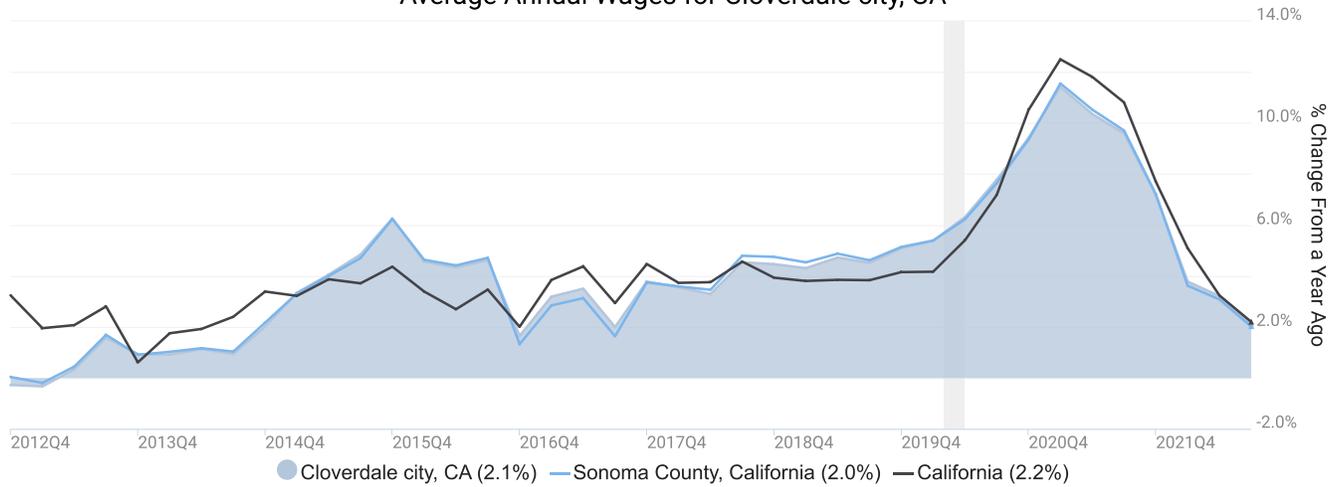


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

# Wage Trends

The average worker in the Cloverdale city, CA earned annual wages of \$67,716 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.

Average Annual Wages for Cloverdale city, CA



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 Cloverdale city, CA than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Cloverdale city, CA	\$67,716	162.8	\$41,589
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®](#)

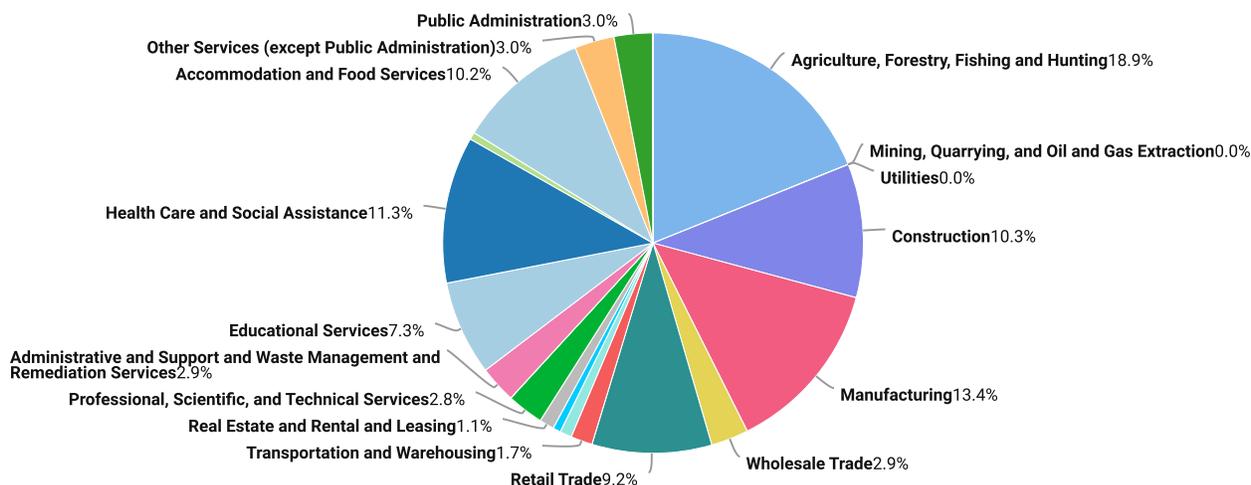
Data as of 2022Q3

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

# Industry Snapshot

The largest sector in the Cloverdale city, CA is Agriculture, Forestry, Fishing and Hunting, employing 497 workers. The next-largest sectors in the region are Manufacturing (353 workers) and Health Care and Social Assistance (297). 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 = 14.12), Construction (1.73), and Manufacturing (1.66).

Total Workers for Cloverdale 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 Cloverdale city, CA with the highest average wages per worker are Finance and Insurance (\$115,693), Manufacturing (\$100,131), and Public Administration (\$92,447). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+118 jobs), Construction (+111), and Retail Trade (+27).

Over the next 5 years, employment in the Cloverdale city, CA is projected to expand by 27 jobs. The fastest growing sector in the region is expected to be Information with a +2.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Agriculture, Forestry, Fishing and Hunting (+24 jobs), Accommodation and Food Services (+13), and Health Care and Social Assistance (+10).

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

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
11	Agriculture, Forestry, Fishing and Hunting	497	\$50,562	14.12	-3	-0.1%	347	142	181	24	0.9%
31	Manufacturing	353	\$100,131	1.66	118	8.5%	186	71	120	-4	-0.3%
62	Health Care and Social Assistance	297	\$70,915	0.79	-1	0.0%	165	71	84	10	0.7%
23	Construction	271	\$74,606	1.73	111	11.2%	130	47	85	-2	-0.2%
72	Accommodation and Food Services	268	\$33,458	1.20	9	0.7%	252	108	131	13	1.0%
44	Retail Trade	242	\$45,587	0.91	27	2.4%	157	72	95	-10	-0.8%
61	Educational Services	191	\$61,679	0.92	-20	-1.9%	87	44	49	-6	-0.6%
81	Other Services (except Public Administration)	80	\$44,954	0.71	5	1.3%	51	21	28	2	0.5%
92	Public Administration	78	\$92,447	0.64	-6	-1.4%	37	16	23	-1	-0.4%
42	Wholesale Trade	76	\$81,772	0.77	18	5.6%	41	16	27	-1	-0.2%
56	Administrative and Support and Waste Management and Remediation Services	75	\$50,578	0.44	13	3.7%	45	18	27	-1	-0.2%
54	Professional, Scientific, and Technical Services	74	\$84,871	0.38	3	0.8%	34	12	21	0	0.1%
48	Transportation and Warehousing	44	\$72,482	0.34	0	0.1%	24	11	15	-1	-0.7%
53	Real Estate and Rental and Leasing	29	\$70,485	0.63	8	7.0%	14	7	8	-1	-0.4%
51	Information	24	\$70,349	0.45	6	5.5%	16	4	8	3	2.7%
52	Finance and Insurance	16	\$115,693	0.15	2	2.3%	7	3	5	0	-0.1%
71	Arts, Entertainment, and Recreation	14	\$40,564	0.29	-1	-1.6%	11	5	6	0	0.3%
99	Unclassified	0	n/a	0.00	-7	n/a	0	0	0	0	0.2%
<b>Total - All Industries</b>		<b>2,631</b>	<b>\$67,716</b>	<b>1.00</b>	<b>283</b>	<b>2.3%</b>	<b>1,549</b>	<b>636</b>	<b>886</b>	<b>27</b>	<b>0.2%</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 Cloverdale city, CA is Farming, Fishing, and Forestry Occupations, employing 351 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (277 workers) and Sales and Related Occupations (224). 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 = 20.79), Construction and Extraction Occupations (1.53), and Food Preparation and Serving Related Occupations (1.33).

Occupation groups in the Cloverdale 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 0.5% among Business and Financial Operations Occupations to 2.0% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the Cloverdale city, CA is expected to be Personal Care and Service Occupations with a +1.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Farming, Fishing, and Forestry Occupations (+20 jobs) and Food Preparation and Serving Related Occupations (+11). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Farming, Fishing, and Forestry Occupations (293 jobs) and Food Preparation and Serving Related Occupations (263).

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

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	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
45-0000	Farming, Fishing, and Forestry	351	\$41,000	20.79	4	1.3%	n/a	5	0.3%	313	95	198	20	1.1%
35-0000	Food Preparation and Serving Related	277	\$40,900	1.33	10	2.0%	n/a	16	1.2%	274	120	143	11	0.8%
41-0000	Sales and Related	224	\$54,000	0.91	5	1.4%	n/a	26	2.5%	150	73	85	-8	-0.7%
43-0000	Office and Administrative Support	215	\$53,000	0.66	3	0.9%	n/a	16	1.5%	113	56	65	-9	-0.9%
11-0000	Management	200	\$128,600	1.11	1	0.5%	n/a	21	2.3%	92	41	50	1	0.1%
53-0000	Transportation and Material Moving	194	\$49,200	0.84	6	1.4%	n/a	33	3.7%	136	49	84	3	0.3%
47-0000	Construction and Extraction	182	\$71,400	1.53	5	1.4%	n/a	67	9.6%	86	31	56	-1	-0.1%
51-0000	Production	163	\$50,700	1.10	4	1.1%	n/a	39	5.6%	88	34	57	-4	-0.5%
25-0000	Educational Instruction and Library	130	\$74,500	0.93	1	0.6%	n/a	-13	-1.9%	54	29	29	-3	-0.5%
31-0000	Healthcare Support	108	\$40,500	0.94	2	1.0%	n/a	3	0.6%	88	37	44	7	1.3%
29-0000	Healthcare Practitioners and Technical	104	\$129,100	0.68	0	n/a	n/a	-1	-0.2%	35	17	16	2	0.4%
13-0000	Business and Financial Operations	90	\$88,400	0.53	1	0.5%	n/a	24	6.5%	41	13	27	1	0.1%
37-0000	Building and Grounds Cleaning and Maintenance	87	\$46,500	1.01	3	1.3%	n/a	14	3.4%	57	24	33	0	0.0%
49-0000	Installation, Maintenance, and Repair	80	\$64,100	0.79	1	0.6%	n/a	17	5.0%	39	15	24	0	0.0%
39-0000	Personal Care and Service	49	\$43,500	0.78	2	1.9%	n/a	2	0.9%	50	19	28	3	1.4%
27-0000	Arts, Design, Entertainment, Sports, and Media	34	\$73,600	0.74	0	n/a	n/a	6	3.9%	19	7	11	1	0.5%

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

SOC	Occupation	Empl	Current				5-Year History			5-Year Forecast				
			Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
15- 0000	Computer and Mathematical	32	\$114,300	0.36	0	n/a	n/a	8	5.7%	12	4	8	0	0.3%
17- 0000	Architecture and Engineering	29	\$108,600	0.68	0	n/a	n/a	1	0.6%	11	4	7	0	0.0%
21- 0000	Community and Social Service	29	\$69,400	0.62	0	n/a	n/a	0	0.1%	14	6	8	0	0.3%
33- 0000	Protective Service	29	\$69,700	0.51	0	n/a	n/a	-1	-0.9%	17	8	9	0	-0.3%
19- 0000	Life, Physical, and Social Science	13	\$93,900	0.58	0	n/a	n/a	1	1.0%	6	2	5	0	0.0%
23- 0000	Legal	10	\$138,500	0.44	0	n/a	n/a	1	1.8%	3	1	2	0	0.2%
<b>Total - All Occupations</b>		<b>2,631</b>	<b>\$67,800</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>283</b>	<b>2.3%</b>	<b>1,700</b>	<b>685</b>	<b>989</b>	<b>27</b>	<b>0.2%</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.

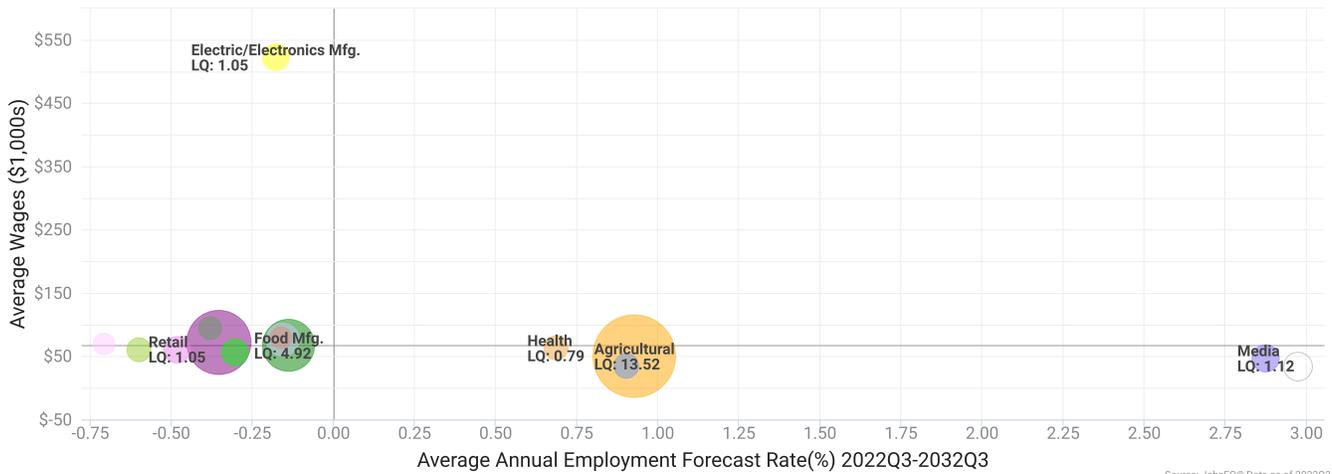
2. Wage data represent the average for all Covered Employment

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 Cloverdale city, CA with the highest relative concentration is Agricultural with a location quotient of 13.52. This cluster employs 498 workers in the region with an average wage of \$49,991. Employment in the Agricultural cluster is projected to expand in the region about 0.9% per year over the next ten years.

Industry Clusters for Cloverdale city, CA as of 2022Q3



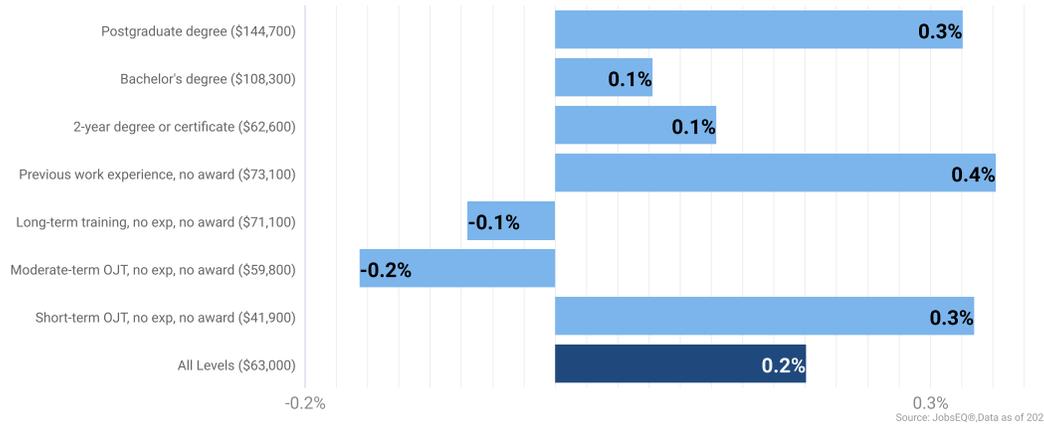
Source: JobsEQ® Data as of 2022Q3

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 Cloverdale city, CA is projected to grow 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.3% per year, those requiring a bachelor’s degree are forecast to grow 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.1% 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.

# Cloverdale 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.