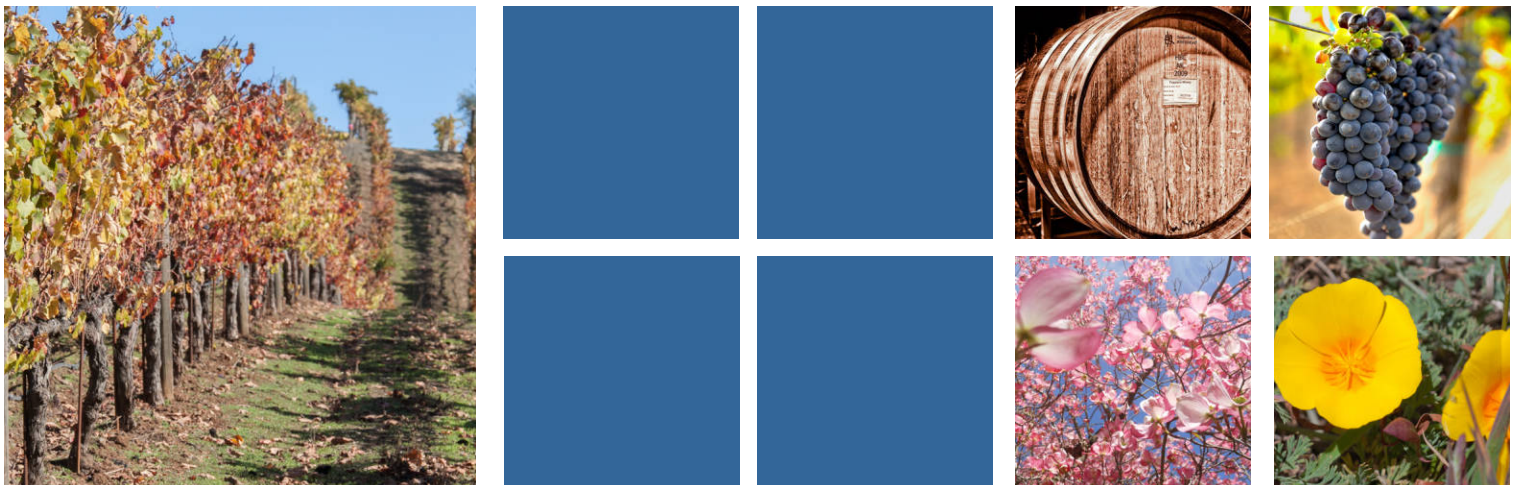




# 2016

## Sonoma County

Economic and Demographic Profile



# Acknowledgments

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## Document Production

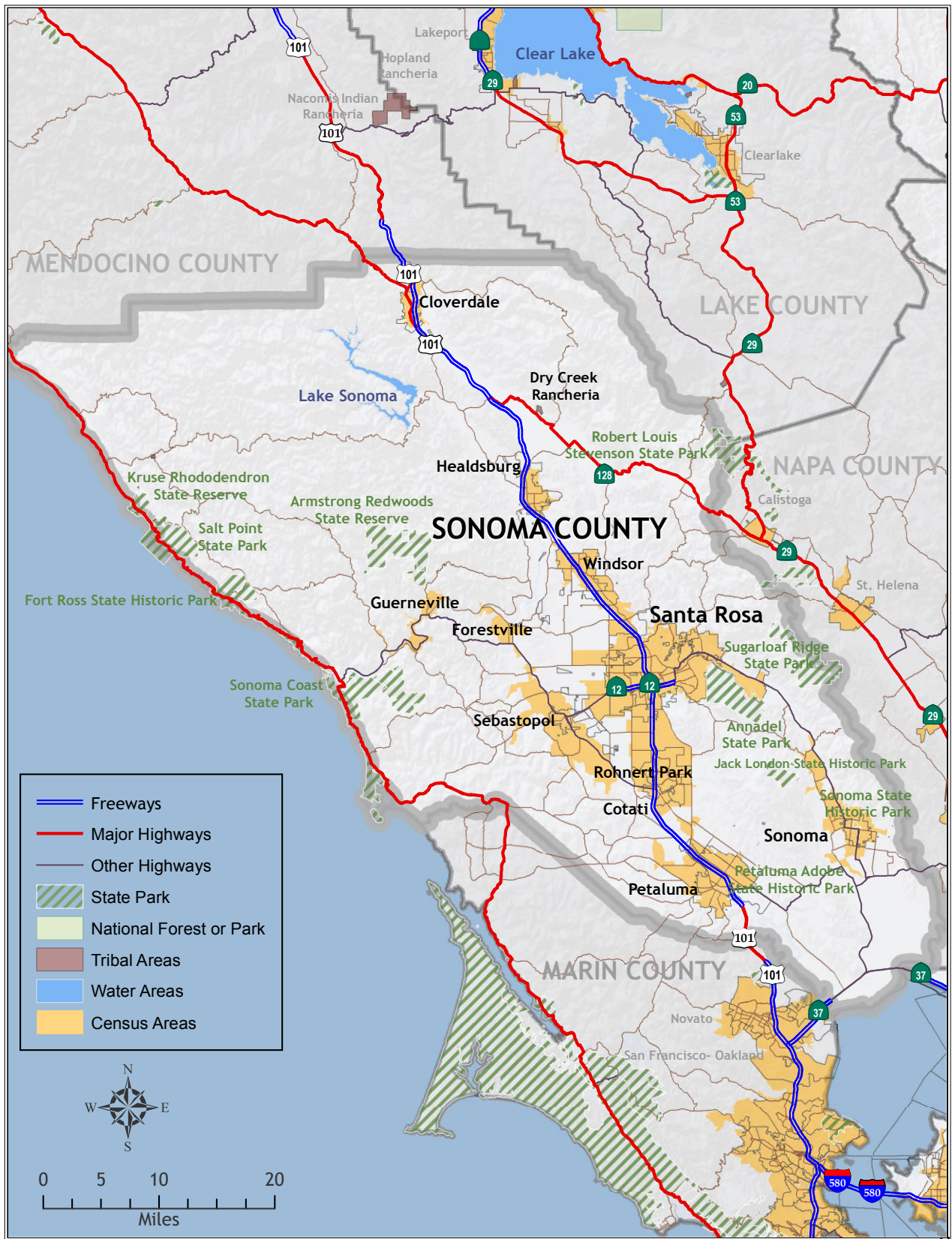
Michael Suplita, Associate Director of Research  
Meagan Weaver, Project Specialist  
David Thibeault, Research Assistant  
Michael Schreiber, Research Assistant  
Tiffany Lightle, Research Assistant  
Charity Zimmerman, Research Assistant

Thank you to the Sonoma County Economic Development Board for making this document available to the public.



Center for Economic Development  
California State University, Chico  
(530) 898-4598  
[www.cedcal.com](http://www.cedcal.com)





# Introduction

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Welcome to the 2016 Sonoma County Economic and Demographic Profile. This profile is part of the 2016 County Economic and Demographic Profile Series which is designed to give community members access to local economic and demographic data. The data provided in this document can be used for grant writing, market analysis, community promotion, business planning, community planning, or simply to satisfy general curiosity.

This profile is organized to reflect five core community aspects: population, environment, economy, society, and industry. The data and information provided is the latest available as of February 1, 2016, and shows a ten year history of change, where data is available.

The document was produced by the Center for Economic Development, (CED) at California State University, Chico with funding from the Sonoma County Economic Development Board. The CED specializes in providing the most recent, reliable, relevant information for communities and businesses. For more information about the CED, please visit our web-site at [www.cedcal.com](http://www.cedcal.com).

The indicators in this document are bits of information that highlight what is happening in a larger system and provide feedback on how an overall community is doing. While each indicator is presented individually in this document, it is important to note and understand, most indicators are, in some way, linked with most of the others. For example, poverty is linked with teenage pregnancy, urban land consumption is linked with agricultural production, and age distribution is linked with components of personal income. These are just a few examples of hundreds of indicator linkages that can be documented. We encourage the user to think about indicator linkages and how improvement of one indicator can have a positive or negative effect on other indicators. Doing this, we effectively work to improve the quality of our community's environment, economy, and society.

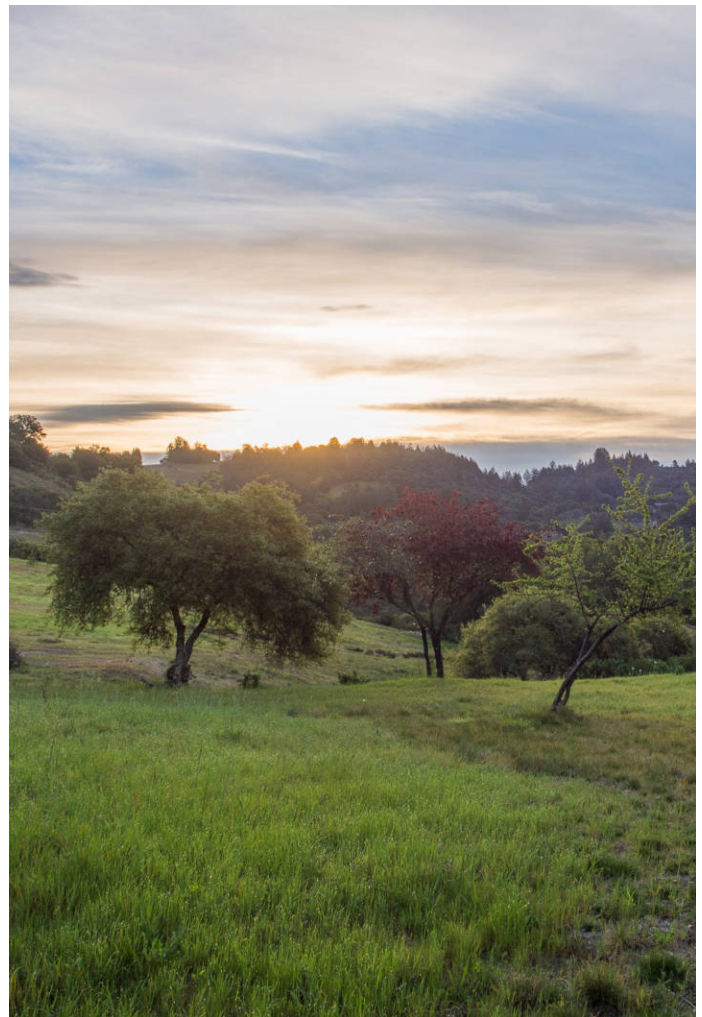
Data selected for presentation this year was based on sponsor requests and feedback, availability of new data from the U.S. Census Bureau and other data providers of interest to the general public, and the availability of annual data for every county in California. If you are looking for a specific piece of data on the county or any of its communities, please feel free to contact the Center for Economic Development at 530-898-4598, and our research staff will gladly direct you to the most recent and reliable measure.

The profile was made possible through sponsorship by the Sonoma County Economic Development Board. If your organization is interested in sponsoring a county profile, please contact the Center for Economic Development for more information.

## Can I copy the tables and charts in this report and insert them in my own documents?

Adobe Acrobat allows you to copy images and paste them into your own documents. If you are using Acrobat Reader version 10, go to the edit menu and select "Take a Snapshot." Click and drag to create a box around the graphic you wish to copy. Reader will copy the image in the box automatically. Simply paste the graphic in your word processor or graphic design software. If you want to improve the quality of the image, zoom in to the document in Acrobat a level of at least 100 percent.

If you copy and paste images from this document, please be sure to include or cite the source of the data as indicated in the data tables. We also request that you credit the Center for Economic Development at CSU, Chico for providing the research and formatting, and our sponsor, the Sonoma County Economic Development Board, for making the document possible.



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# DEMOGRAPHIC INDICATORS

Demographic indicators describe the volume of the human population in a given community. Basic demographic characteristics include age and ethnicity, which provide a framework from which most other community indicators are based.

Between 2006 and 2015, the population of Sonoma County grew by almost 30,000 people which was due mostly to an increase in net migration into the County. From 2005 to 2014 the natural increase for Sonoma County has been slowly decreasing; however, in 2015 the County had a natural rate of increase of 1,195 people. Between 2005 and 2014, the County saw a decrease in the number of births while the number of deaths within the county slowly increased over the same period. Sonoma County’s net migration was negative until 2007; however, between 2007 and 2014, net migration was positive and the County experienced large numbers of in-migration. Sonoma County had an average annual net migration of 1,899 new residents between 2010 and 2014. In 2014, 3,177 new residents migrated to Sonoma County. Many of Sonoma County’s migrants migrated from Marin County, San Francisco County, and Alameda County; however, these same counties are the top counties to where Sonoma County residents are migrating.

In 2014, Sonoma County had almost as many age groups with an increase in population, as age groups with a decrease in population. Between 2005 and 2014, the under 5 year age group and the 40-54 year age group declined in size. The under 5 years age group experienced a 7.4 percent decrease over the last ten years. The baby boomers, ages 55-64 and 65-74, grew the most between 2005 and 2014, at 32.6 and 84.7 percent, respectively. In addition, in 2014, the age group of 55-74 represented 24.7 percent of Sonoma County’s population.

Between 2005 and 2014, the fastest growing racial and ethnic group in Sonoma County was Hispanic or Latino, growing 36 percent over that ten-year period. The American Indian population in Sonoma County saw a population decrease of 52 percent over the same ten-year period. The white alone population saw the slowest growth rates over the past four years; however, even with stagnant growth rates, Sonoma County is still predominately Caucasian.

**In this Section**  
Section 1.1: Total Population 2  
Section 1.2: Components of Population Change 3  
Section 1.3: Migration Patterns 4  
Section 1.4: Age Distribution 5  
Section 1.5: Population by Race and Ethnicity 6

# 1.1 Total Population

## What is it?

Total population is the number of people who consider the area their primary residence. It does not include persons who are here temporarily, unless they consider this area their primary residence and it does not include incarcerated individuals. The data is estimated annually by the California Department of Finance and reflects population estimates on January 1 of that year. The data is released annually in May.

## How is it used?

Population represents a general overview of the size of the consumer market, labor availability, and the potential impact of human habitation on the environment. The data is often required for grant applications, and business and community development plans. It is important to note that the population data only accounts for the non-incarcerated population.

**Sonoma County Population, Non-incarcerated**

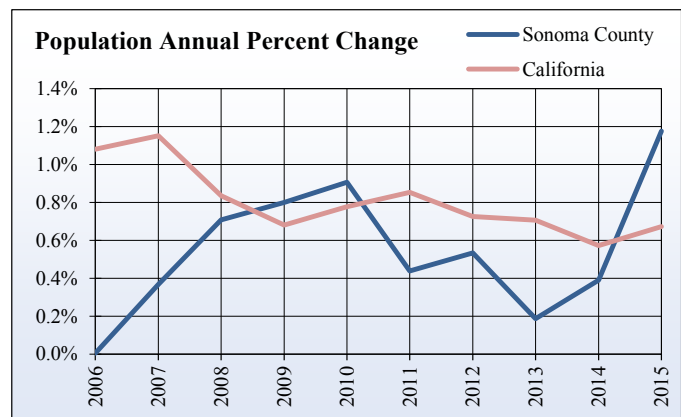
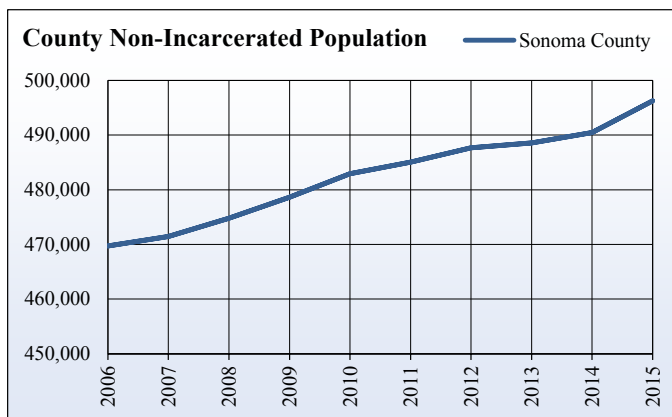
Year	Sonoma County	1-year change	CA 1-year change
2006	469,751	0.0 %	1.1 %
2007	471,479	0.4 %	1.2 %
2008	474,819	0.7 %	0.8 %
2009	478,622	0.8 %	0.7 %
2010	482,961	0.9 %	0.8 %
2011	485,082	0.4 %	0.9 %
2012	487,671	0.5 %	0.7 %
2013	488,580	0.2 %	0.7 %
2014	490,486	0.4 %	0.6 %
2015	496,253	1.2 %	0.7 %

Source: California Department of Finance, Demographic Research Unit

**City Population, Sonoma County**

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Cloverdale	8,371	8,397	8,484	8,542	8,594	8,623	8,641	8,636	8,641	8,708
Cotati	7,085	7,219	7,219	7,232	7,258	7,271	7,286	7,282	7,288	7,346
Healdsburg	11,222	11,161	11,133	11,203	11,249	11,420	11,458	11,465	11,541	11,687
Petaluma	55,991	56,230	56,792	57,344	57,791	58,033	58,245	58,581	59,000	59,540
Rohnert Park	41,290	40,997	41,000	40,938	40,952	40,641	40,725	40,700	40,722	41,077
Santa Rosa	158,365	159,716	162,657	165,405	167,302	168,034	169,069	169,452	170,236	173,071
Sebastopol	7,368	7,321	7,244	7,250	7,380	7,387	7,415	7,417	7,440	7,507
Sonoma	10,135	10,245	10,337	10,471	10,605	10,658	10,680	10,691	10,801	10,933
Windsor	25,710	26,121	26,325	26,565	26,751	26,803	27,041	27,028	27,104	27,335

Source: California Department of Finance, Demographic Research Unit





## 1.2 Components of Population Change

### *What is it?*

The California Department of Public Health releases annual estimates on how births and deaths influence annual population change at the county level. The natural rate of population change is calculated by subtracting births from deaths. The remaining change in population is due to net migration. Net migration is in-migration minus out-migration. In- and out-migration are not independently estimated by the California Department of Finance. Components of population change are lagging a year behind total population change from the Department of Finance.

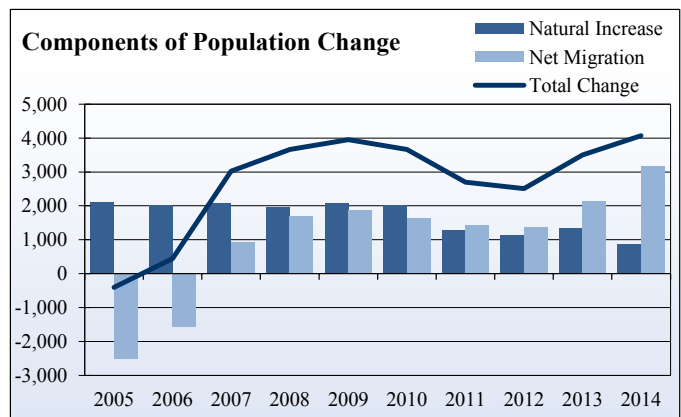
### *How is it used?*

If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural rate of change is negative (more deaths than births), then generally age distribution is weighted towards older populations. Migration can occur for several reasons. People may migrate either in or out primarily due to employment opportunities, housing prices, and quality of life; however, migration has decreased significantly in recent years due to the lagging national economy. The components of population change are yearly totals, while the total population in section 1.1 is just a snapshot of the total population recorded on January 1st of each calendar year. Because of this difference, the data reported in this section is not directly comparable to the population data presented on page two.

Components of Population Change, Sonoma County

Year	Births	Deaths	Natural Increase	Net Migration	Total Change
2005	5,743	3,627	2,116	- 2,525	- 409
2006	5,763	3,745	2,018	- 1,575	443
2007	5,795	3,698	2,097	923	3,020
2008	5,809	3,831	1,978	1,685	3,663
2009	5,652	3,585	2,067	1,881	3,948
2010	5,604	3,589	2,015	1,645	3,660
2011	5,308	4,027	1,281	1,413	2,694
2012	5,179	4,036	1,143	1,362	2,505
2013	5,174	3,820	1,354	2,147	3,501
2014	5,008	4,120	888	3,177	4,065

Source: California Department of Public Health and California Department of Finance, Demographic Research Unit



**BETWEEN 2013 & 2014, BIRTHS DECREASED BY 3%**

**BETWEEN 2013 & 2014, DEATHS INCREASED BY 8%**

## 1.3 Migration Patterns

### What is it?

This indicator includes migration patterns between Sonoma County and those with the highest levels of migratory interaction. It includes the top ten counties in terms of out-migration and in-migration. Collected from the Internal Revenue Service (IRS), these numbers are based on income taxes paid by all people in households. Migrants to and from group quarters, such as college dormitories, nursing homes, or correctional institutions, are not included.

### How is it used?

Migration data can indicate changes in the economic, political, and social structure of an area based on the characteristics in the area from which the migrants originate. For example, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political and social climate. They also bring their patterns of consumer spending that create opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin. Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However, if a non-neighboring county, even one with a smaller total population, is present among the top few counties in terms of migration, there may be a unique interaction that is worth further evaluation.

The portion of population growth driven by in-migration is the product of some economic factor or amenity attracting new residents. The attraction could be an increase in employment opportunities, the recognition of the environmental advantages of the area, or expanding business opportunities. In general, new residents do not move to an area without good reason, and when they do, they fuel economic expansion.

### Top 10 In-Migration Counties 2013-14, Sonoma County

County	Number of In-Migrants
Marin County	1,123
San Francisco County	645
Alameda County	485
Los Angeles County	371
Contra Costa County	330
Santa Clara County	325
San Mateo County	310
Sacramento County	286
Napa County	284
Solano County	234

Source: Internal Revenue Service

### Top 10 Out-Migration Counties 2013-14, Sonoma County

County	Number of Out-Migrants
Marin County	706
San Francisco County	433
Alameda County	379
Sacramento County	304
Contra Costa County	291
Lake County	287
Napa County	273
Los Angeles County	258
Solano County	249
San Diego County	210

Source: Internal Revenue Service

 **IN 2013,  
NET MIGRATION  
IN SONOMA  
COUNTY  
WAS AN IN-FLOW OF** **2,147** **PEOPLE**

# 1.4 Age Distribution

## What is it?

Population by age is the number of permanent residents of the area categorized by age as of April 1 of the given year. The data for this section is from the American Community Survey 1-year estimates. The earliest 1-year estimate available are the 2005 estimates. Therefore, all analysis of change will be over the 10 year period from 2005-2014. The data includes the incarcerated population.

## How is it used?

Age distribution information is valuable to companies that target specific age groups. It is used for revenue projections, business plans, and for marketing. Age distribution affects the area's school system, public services, and overall economy. It is also an important measure of diversity within a community. A large older teen and young adult demographic has a greater need for higher education and vocational training facilities, while a large middle-aged group creates more focus on employment opportunities. An area with a large mature or retired population typically has fewer employment concerns, but a

greater need for medical and social services. A county with a large number of young children is attractive to day care centers, and other family-related services. Age distribution information is also used in conjunction with components of population change in order to project population growth in the future.

### Population by Age, Sonoma County

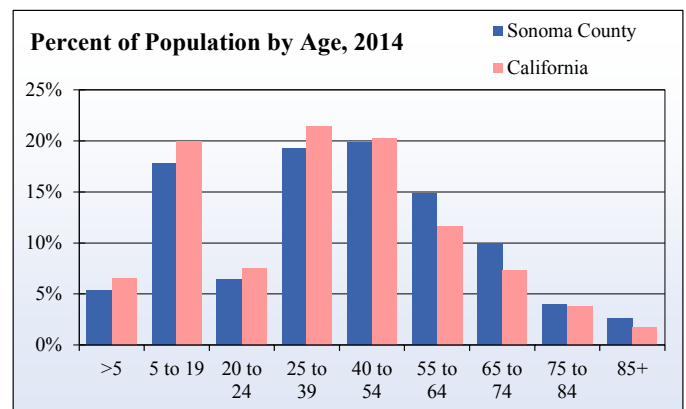
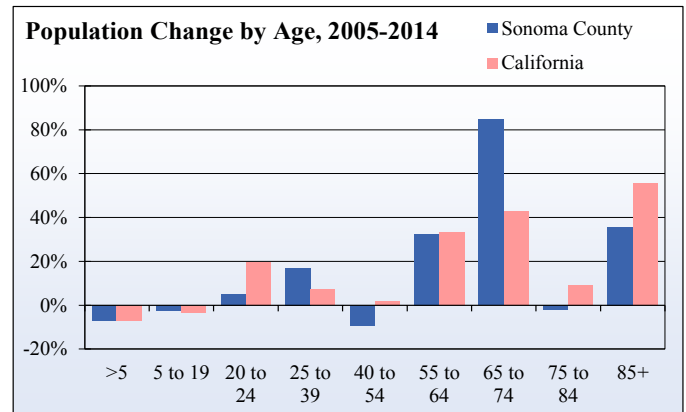
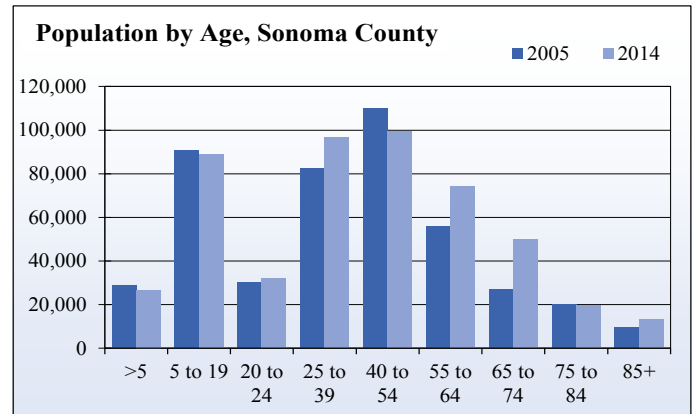
Age Range	2005	2014
Under 5 years	28,865	26,733
5 to 17 years	90,942	88,806
18 to 24 years	30,418	31,968
25 to 39 years	82,505	96,584
40 to 54 years	109,851	99,572
55 to 64 years	55,882	74,093
65 to 74 years	26,909	49,694
75 to 84 years	20,169	19,763
85 years and over	9,642	13,079

Source: U.S. Census Bureau, ACS 1-Yr Estimates

### Population by Age Compared to California

Age Range	Percent of Total 2014		2005 to 2014 10-year Change	
	County	California	County	California
Less than 5 years	5.3 %	6.5 %	-7.4%	- 7.2 %
5 to 19 years	17.8 %	19.9 %	-2.3%	- 3.3 %
20 to 24 years	6.4 %	7.5 %	5.1%	19.7 %
25 to 39 years	19.3 %	21.4 %	17.1%	7.1 %
40 to 54 years	19.9 %	20.2 %	-9.4%	2.0 %
55 to 64 years	14.8 %	11.6 %	32.6%	33.3 %
65 to 74 years	9.9 %	7.3 %	84.7%	43.1 %
75 to 84 years	4.0 %	3.8 %	-2.0%	9.1 %
85+ years	2.6 %	1.7 %	35.6%	55.8 %

Source: U.S. Census Bureau, ACS 1-Yr Estimates



# 1.5 Population by Race and Ethnicity

## What is it?

While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are seven major race/ethnic categories: American Indian, Asian, Black, Hispanic/Latino, Native Hawaiian/Pacific Islander, White, and other. Data in the table is sorted by size of race/ethnic category in 2014.

## How is it used?

Population by race statistics are used by advertisers to market products to a particular ethnic group and to determine whether investments in businesses with race specific target markets are likely to be lucrative. For example, investing in a start-up Spanish radio station may be a better investment in a predominantly Hispanic area. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area. Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

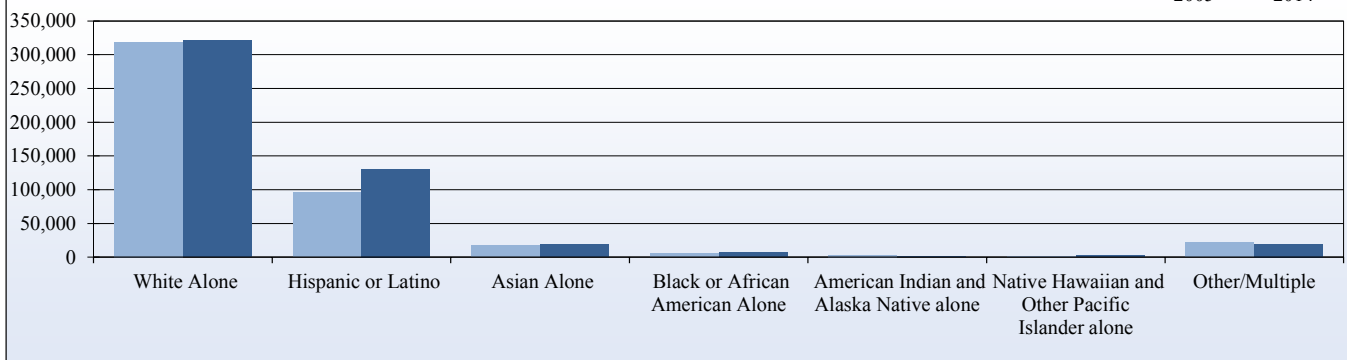
**Sonoma County Population by Race/Ethnicity**

Race/Ethnicity	2005	2014	Percent of Total in 2014		2005 to 2014 10-year Change	
			County	California	County	California
White Alone	318,648	320,942	64.2 %	37.7 %	0.7 %	- 5.9 %
Hispanic or Latino	96,024	130,595	26.1 %	38.9 %	36.0 %	18.6 %
Asian Alone	16,930	19,327	3.9 %	13.9 %	14.2 %	23.7 %
Black or African American Alone	5,987	6,506	1.3 %	5.6 %	8.7 %	2.7 %
American Indian and Alaska Native alone	3,137	1,506	0.3 %	0.3 %	- 52.0 %	- 28.6 %
Native Hawaiian and Other Pacific Islander alone	1,245	1,811	0.4 %	0.4 %	45.5 %	18.2 %
Other/Multiple	22,246	19,605	3.9 %	3.1 %	- 11.9 %	47.1 %

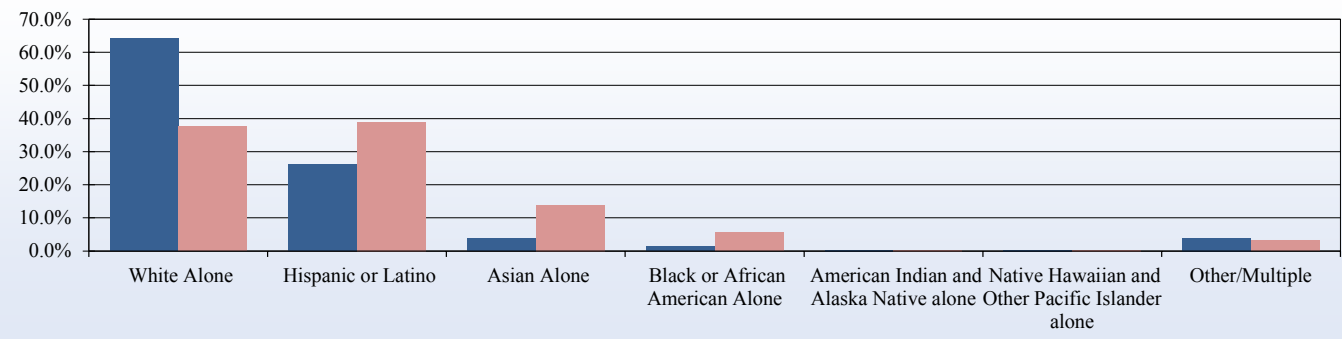
Source: U.S. Census Bureau, American Community Survey 1-Yr estimates



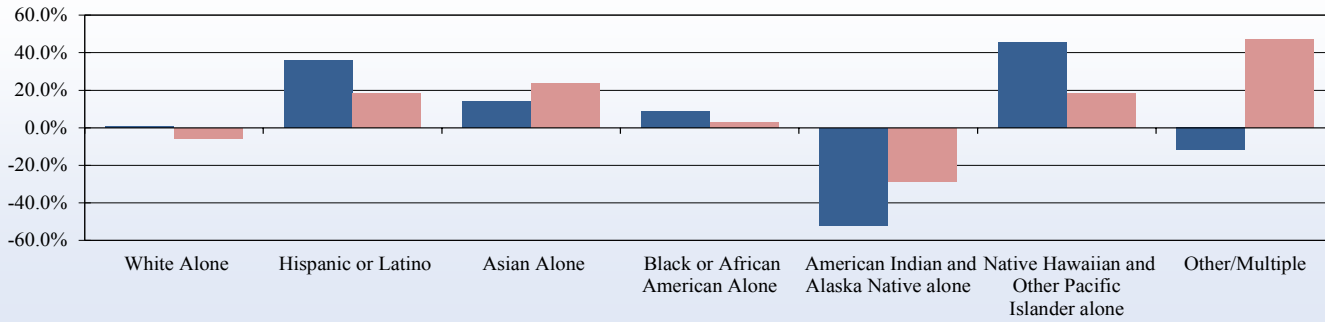
**Population by Race/Ethnicity**



**Percent of Population by Race/Ethnicity, 2014**



**Population Change by Race/Ethnicity, From 2005**







# ENVIRONMENTAL INDICATORS

Environmental indicators describe the quality of the physical places with which humans interact, especially land, air, and water resources. The indicators include measures linked with land consumption for development and air pollution.

Sonoma County’s environment fared slightly worse than California’s in some regards, but overall was fairly close to the state. In 2015, there were far less people per square mile in Sonoma County than there were in the state. In 2014, a larger percentage of Sonoma County residents drove alone to work (75.1 percent), compared to California (73.5 percent). Additionally, only 2.1 percent of residents in Sonoma County used public transportation, compared to 5.3 percent of California residents. Residential electrical consumption per capita was worse in Sonoma County than it was in California.

In 2014, the non-residential electrical and natural gas consumption per capita was much lower in Sonoma County than it was in California. On the contrary, residential natural gas and electricity consumption was slightly higher than the state average. Sonoma County’s air quality has not experienced any days above the state eight hour ozone average for the past nine years. In 2014, a higher percentage of Sonoma County residents enjoyed less than a 15 minute drive to work, and less Sonoma County residents took long periods of time (between 16 minutes and 89 minutes) to reach their jobs than the California average. There were more Sonoma County residents commuting out of the county to work than residents from other counties commuting in. This can be interpreted as a deficiency of jobs for its residents, but could also be beneficial for the County because residents bring in money from other counties into Sonoma County.

Sonoma County saw a 1.6 degree Fahrenheit decrease for the average maximum July temperature since the past half century and a 0.2 degree Fahrenheit decrease for the average maximum January temperature. The amount of harvested acreage in Sonoma County decreased 19.3 percent between 2005 and 2014. There were 410,955 acres harvested in 2014, roughly 80 percent of which were used for pasture/ranging.

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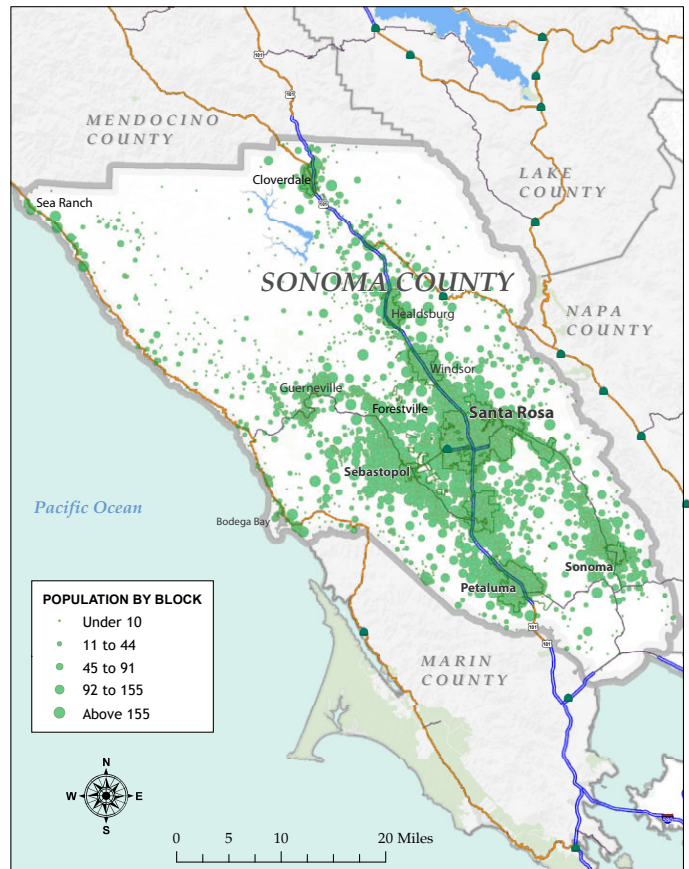
## 2.1 Land, Area, & Population Density

### *What is it?*

Population density is determined by dividing the total population (non-incarcerated) of the area by its land area in square miles. It indicates the degree to which a county is more urban versus more rural. Urban and rural are relative concepts. For example, people living in San Francisco may consider Redding to be rural, while residents of Weaverville may refer to Redding as “the city.”

### *How is it used?*

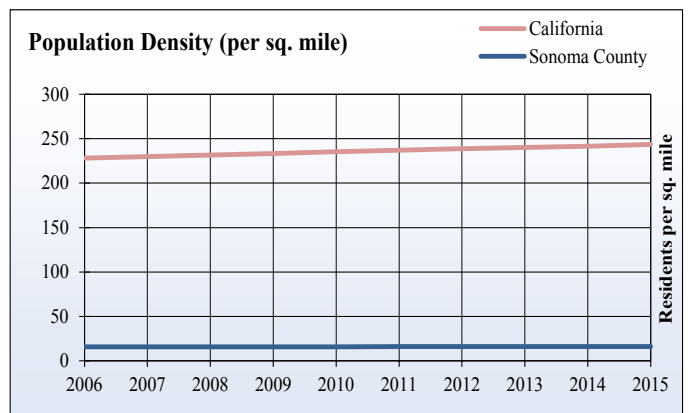
Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. The map to the right represents the population density of Sonoma County. As you can see, most of the population is concentrated around the Highway 101 corridor.



**Land Area and Population Density, Sonoma County**

Year	Land area (sq. miles)	Non-incarcerated Population	Population density (per sq. mile)	
			County	State
2006	1,576	24,837	15.8	228.1
2007	1,576	24,858	15.8	230.0
2008	1,576	25,092	15.9	231.6
2009	1,576	25,136	16.0	233.4
2010	1,576	25,211	16.0	235.3
2011	1,576	25,325	16.1	237.0
2012	1,576	25,370	16.1	238.7
2013	1,576	25,346	16.1	240.0
2014	1,576	25,477	16.2	241.5
2015	1,576	25,351	16.1	243.4

Source: California Department of Finance





## 2.2 Urban Land Consumption

### What is it?

Every two years, the California Department of Conservation conducts aerial land surveys in agricultural areas to determine the extent to which farmland may or may not be replaced by other uses over time. Generally, the most common land use conversion is from agriculture to urban developed land. Therefore, in this process, the amount of urban land is recalculated every two years. Urban land acreage values are shown as persons per urban acre to measure the efficiency of housing population in new urban lands.

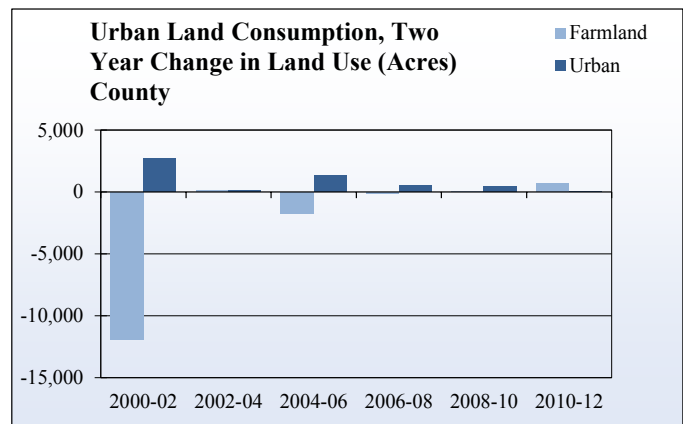
### How is it used?

Urban land use efficiency in terms of persons per urban acre is a measure of land use sustainability. More compact development allows the housing of more people on fewer acres of land, which means less land is taken from agriculture and other potentially productive land uses.

**Land Use in Acres, Sonoma County**

Year	Urban and Built-Up Land	Farmland	Grazing Land	Water Area	Other Land
2000	70,137	173,906	432,724	17,354	331,937
2002	72,847	162,008	421,166	17,354	352,685
2004	72,935	162,110	420,322	17,354	353,334
2006	74,231	160,342	420,022	17,533	353,931
2008	74,741	160,217	419,004	17,533	354,589
2010	75,213	160,248	419,004	17,533	355,314
2012	75,258	160,915	417,091	17,520	355,296

Source: California Department of Conservation



## 2.3 Harvested Acreage

### What is it?

This indicator reports agricultural land in production every year. Harvested acreage of agricultural land is reported by the County Agricultural Commissioner to the U.S. Department of Agriculture. Unfortunately, there is no consistent methodology for estimating harvested acreage from county to county, or from year to year. Commissioners are required to base their estimate on a local survey, which makes these figures the most reliable, consistent, and continuous measure available.

### How is it used?

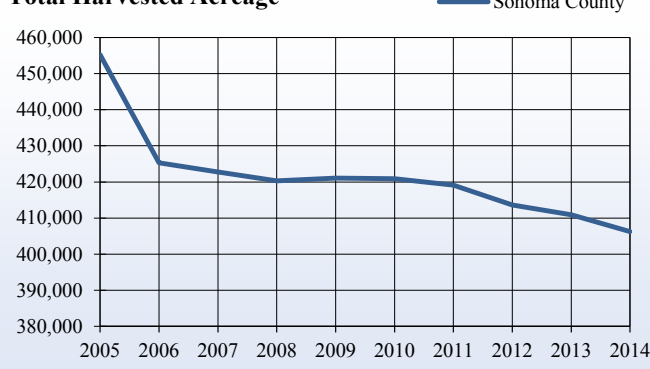
Agriculture is often a dominant land use in rural landscapes. In addition to being a major economic engine, agriculture has become a major social factor (a source of community and regional identity) as well as an environmental factor (productive land must be sustainably maintained). The amount of land in agricultural production can be affected by annual water availability and long-term urban land conversion.

#### Total Harvested Acreage, Sonoma County

Year	Total Acres Harvested	Percent of Total Land Area
2005	441,555	43.8 %
2006	425,270	42.2 %
2007	422,788	41.9 %
2008	420,317	41.7 %
2009	421,029	41.7 %
2010	420,914	41.7 %
2011	419,112	41.6 %
2012	413,619	41.0 %
2013	410,955	40.7 %
2014	406,303	40.3 %

Source: California Agricultural Statistics Service, California Department of Finance

#### Total Harvested Acreage

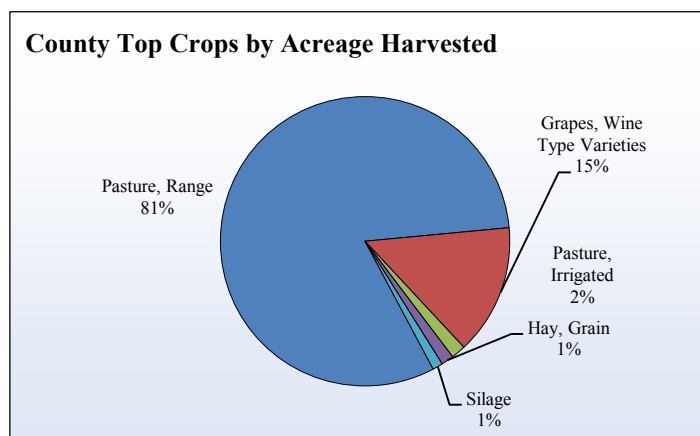


#### 2014 Top Crops Harvested Acreage, Sonoma County

Crop	Acres	Percent of Total
Pasture Range	325,000	70.3 %
Grapes Wine	58,300	12.6 %
Pasture Irrigated	6,590	1.4 %
Hay Grain	5,690	1.2 %
Silage	4,480	1.0 %
Apples All	2,320	0.5 %
Hay Green Chop	2,070	0.4 %
Oats Grain	548	0.1 %
Vegetables Unspecified	535	0.1 %
Olives	422	0.1 %

Source: California Agricultural Statistics Service, California Department of Finance

#### County Top Crops by Acreage Harvested



## 2.4 Climate Data

### What is it?

Daily temperatures and precipitation are collected at weather stations throughout the state and reported by the Western Regional Climate Center. Climate data is calculated by taking the averages of these readings over an extended period of time. Thirty-year averages were chosen to provide the most accurate climate analysis for Sonoma County.

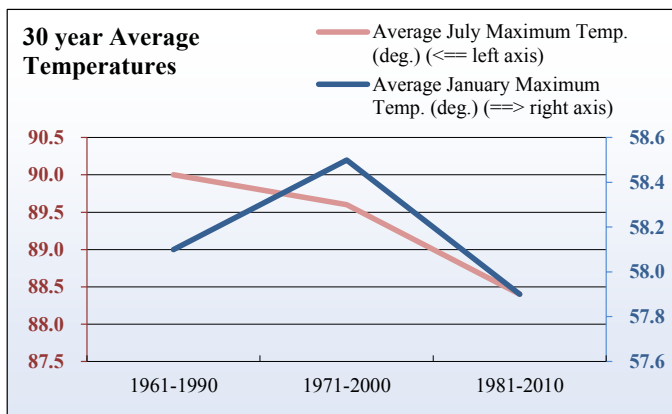
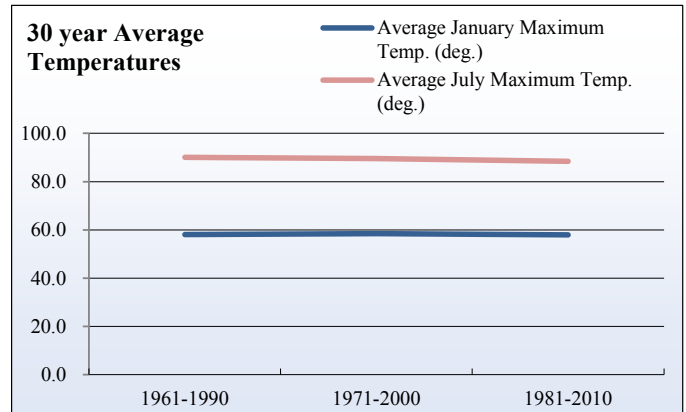
### How is it used?

Historical climate data provides an accurate picture of a region's average temperatures and precipitation throughout the different seasons. Climate data can give prospective residents and business owners a general idea of the weather patterns they can expect in a particular region throughout the year.

### Climate Readings, Sonoma County

	1961-1990	1971-2000	1981-2010
Average July Maximum Temp. (deg.)	90.0	89.6	88.4
Average January Maximum Temp. (deg.)	58.1	58.5	57.9
Average July Minimum Temp. (deg.)	50.5	52.0	52.7
Average January Minimum Temp. (deg.)	36.4	37.4	37.7
Average July Precipitation (in.)	0.1	0.1	0.0
Average January Precipitation (in.)	6.1	6.5	6.1
Average Annual Precipitation (in.)	29.2	31.1	31.2
Average January Snowfall (in.)	0.0	0.0	0.0
Average Annual Snowfall (in.)	0.0	0.0	0.0

Source: Western Regional Climate Center



## 2.5 Air Quality

### What is it?

Air quality is the general term used to describe various aspects of the air that people are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10 and PM 2.5), tropospheric ozone (O3), carbon monoxide (CO), and oxides of nitrogen (NOX). Air quality is reported by the California Air Resources Board. The data is reported by site which is grouped into counties and air basins. Air quality standards are set at both state and federal levels. Here, the California 8-hr ozone standard is used as the indicator for air quality and is reported by the California Air Resources Board.

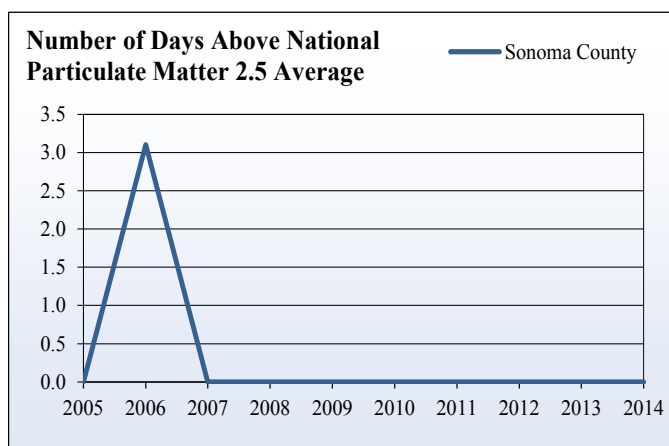
### How is it used?

Standards for air pollutants are established to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region exceeds one or more standards the four pollutants described above, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future. As industry, agricultural production, and traffic continues to increase across Sonoma County, air quality may decrease if certain actions or policies are not in place. Counties with good overall air quality typically experience less hospitalizations for asthma and other respiratory diseases. A county with clean air will see less need for health services than those who have large amounts of air pollution. Air quality is a quality of life issue and can be an important factor in determining where people are willing, or able, to live and work. A county with clean air is typically seen as a more desirable location to live and individuals may be drawn to the area because of it.

### Air Quality, Sonoma County

Year	Days Above State 8 hour Ozone Average	Days Above National PM2.5 Average
2005	0	0
2006	0	3
2007	0	0
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0
2013	0	0
2014	0	0

Source: California Air Resource Board



## 2.6 Travel Time to Work

### What is it?

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It was measured every ten years by the decennial census until 2005. The American Community Survey now asks about travel time to work and data is reported as a five-year estimate.

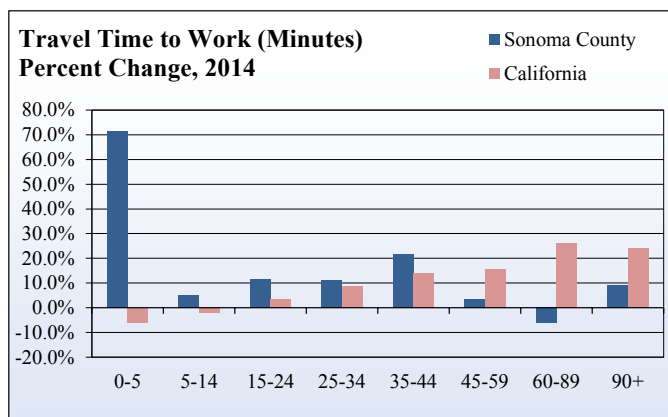
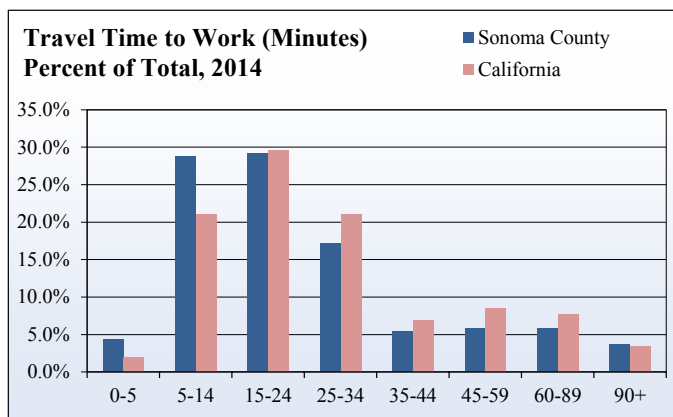
### How is it used?

As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. For many, commuting has become a way of life. People spend an increasing number of hours on the road traveling to and from work at the expense of time that otherwise might be spent working, at home, or in recreation. Increasing commute time is linked with air pollution because most commuting occurs in private vehicles. The increasing use of the Internet to conduct business has had an impact on the number of people working from their homes or nearby offices, although this may not reduce total commute times because people who telecommute tend to accept employment that is further from their home. A community can use this data to help determine the need for public transportation.

### Travel Time to Work, Sonoma County

Travel Time to Work	2005	2014	Percent of Total in 2014		Change from 2005 to 2014	
			County	California	County	California
Less than 5 minutes	10,394	9,844	4.3 %	2.0 %	- 5.3 %	- 17.7 %
5 to 14 minutes	60,215	65,312	28.8 %	21.0 %	8.5 %	0.6 %
15 to 24 minutes	58,894	66,040	29.1 %	29.6 %	12.1 %	9.9 %
25 to 34 minutes	30,603	38,913	17.1 %	21.0 %	27.2 %	13.2 %
35 to 44 minutes	9,187	12,103	5.3 %	6.8 %	31.7 %	14.1 %
45 to 59 minutes	13,226	13,208	5.8 %	8.5 %	- 0.1 %	18.5 %
60 to 89 minutes	12,415	13,227	5.8 %	7.7 %	6.5 %	19.3 %
90 or more minutes	8,134	8,321	3.7 %	3.4 %	2.3 %	20.5 %
Total not working at home	203,068	226,968	100.0 %	100.0 %	11.8 %	9.7 %

Source: U.S. Census Bureau, American Community Survey 1-Yr estimates



## 2.7 Means of Transportation to Work

### *What is it?*

Means of transportation to work is the type of vehicle or mode used to get from home to work on most work days. As with travel time, it was measured every ten years by the decennial census until 2005. The American Community Survey now asks about travel time to work and data is reported as a five-year estimate.

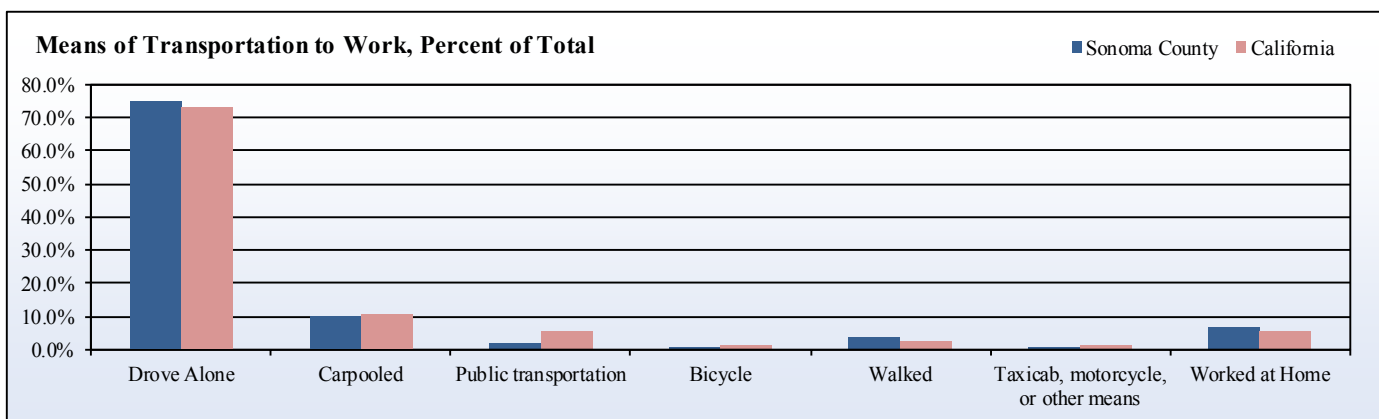
### *How is it used?*

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county. Change in means of transportation, especially conversion from driving alone to carpooling or public transportation, is an indicator of environmental conservation because the latter modes produce less air pollution.

### Means of Transportation to Work, Sonoma County 2014

Means of Transportation	Sonoma County		Percent of Total in 2014		Change from 2005 to 2014	
	2005	2014	County	California	County	California
Drove Alone	161,945	182,963	75.1 %	73.5 %	13.0 %	13.2 %
Carpooled	24,035	24,997	10.3 %	10.5 %	4.0 %	- 4.5 %
Public transportation	4,566	5,198	2.1 %	5.3 %	13.8 %	25.2 %
Bicycle	1,529	2,373	1.0 %	1.2 %	55.2 %	87.1 %
Walked	8,249	9,285	3.8 %	2.7 %	12.6 %	25.4 %
Taxicab, motorcycle, or other means	2,744	2,152	0.9 %	1.5 %	- 21.6 %	71.5 %
Worked at Home	13,140	16,584	6.8 %	5.4 %	26.2 %	44.7 %
<b>Total</b>	<b>216,208</b>	<b>243,552</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>12.6 %</b>	<b>13.9 %</b>

Source: U.S. Bureau of the Census, 2005 and 2014 American Community Survey, 1-year Estimates



## 2.8 County Commute Patterns

### What is it?

Knowing how long people take to get to work and what means of transportation they use are part of the story to understand the structure of commuting in Sonoma County. This includes how to utilize it in business marketing, and how to make commuting more efficient and environmentally friendly. The third critical link is to see where commuters are going and from where they are coming. The U.S. Census Bureau's Longitudinal Employment and Household Dynamics system produces a useful time-series to better evaluate changing commute patterns for America's communities. The data includes all jobs reported to the IRS by businesses, with social security numbers matched to the locations of residential tax returns. Because commute pattern data is calculated by where W-2's

are coming from, government employees are considered as commuting-out because their W-2's come from Sacramento. Therefore, the workforce commuting-out data can be artificially higher than it should be.

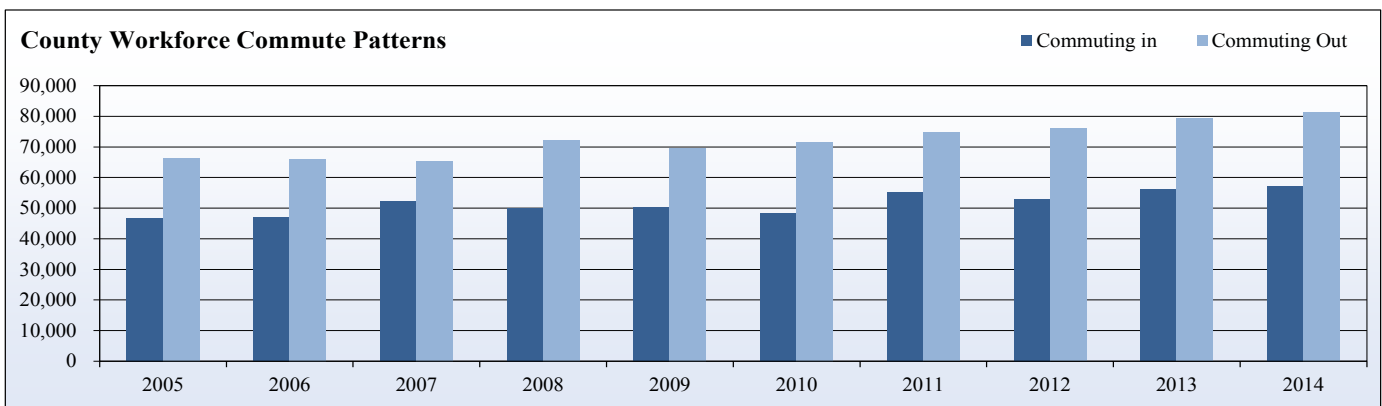
### How is it used?

Commute data is used to determine sales markets for businesses (especially retail stores), labor market catchment areas, and for retail transportation planning of both highways and mass transportation.

### Sonoma County, Place of Work Patterns

Year	Jobs in County	Employed Local Workforce	Local Workforce Employed in County	Workforce Commuting in	Percent Commuting In	Workforce Commuting Out	Percent Commuting Out
2005	178,870	198,443	132,072	46,798	26.2 %	66,371	50.3 %
2006	176,813	195,902	129,880	46,933	26.5 %	66,022	50.8 %
2007	178,678	191,882	126,511	52,167	29.2 %	65,371	51.7 %
2008	179,080	201,204	128,929	50,151	28.0 %	72,275	56.1 %
2009	170,529	189,971	120,292	50,237	29.5 %	69,679	57.9 %
2010	167,697	191,029	119,376	48,321	28.8 %	71,653	60.0 %
2011	172,831	192,197	117,543	55,288	32.0 %	74,654	63.5 %
2012	165,631	188,609	112,603	53,028	32.0 %	76,006	67.5 %
2013	177,171	200,288	121,010	56,161	31.7 %	79,278	65.5 %
2014	172,831	204,890	123,466	57,264	33.1 %	81,424	65.9 %

Source: U.S. Census Bureau's Longitudinal Employment Data



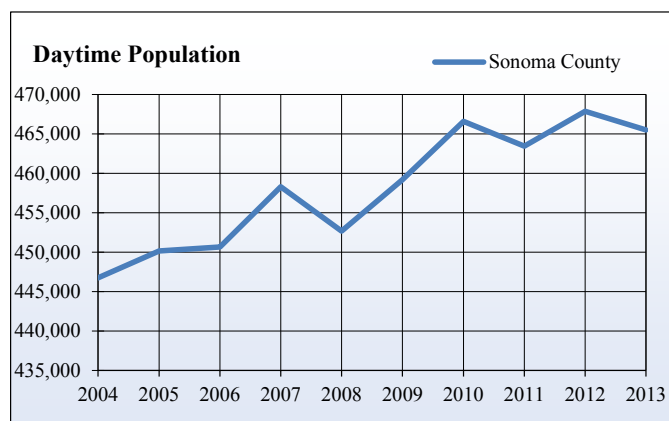
## 2.9 Daytime Population

### What is it?

Daytime population measures the similar aspects as the County Commute Patterns in section 2.8; however, it focuses on the population. This indicator uses three numbers as a base to find the daytime population: total population, population commuting in, and population commuting out.

### How is it used?

Due to Sonoma County's location in the North Bay Area, it is important to point out daytime population. The daytime population can be useful to businesses, who can use the indicator to predict the number of potential employees. Spending patterns can also be predicted, as consumer spending from other counties flows into Sonoma County. Additionally, daytime population can be an indicator of the lack of or abundance of jobs. A larger workforce commuting in than commuting out signifies that there are plenty of jobs in a county. Not just for the residents of Sonoma County, but also for the residents of surrounding counties. The opposite is also true. Over the past decade, the gap between the workforce commuting in and the workforce commuting out of the county has narrowed.



### Daytime Population, Sonoma County

Year	Total Population	Workforce Commuting In	Workforce Commuting Out	Estimated Daytime Population
2004	469,103	43,813	66,156	446,760
2005	469,734	46,798	66,371	450,161
2006	469,751	46,933	66,022	450,662
2007	471,479	52,167	65,371	458,275
2008	474,819	50,151	72,275	452,695
2009	478,622	50,237	69,679	459,180
2010	482,961	55,288	71,653	466,596
2011	485,082	53,028	74,654	463,456
2012	487,671	56,161	75,984	467,848
2013	488,580	56,161	79,245	465,496

Source: California Dept. of Finance, U.S. Census Bureau's Longitudinal Employment Data



## 2.10 Highway Traffic Volume

### *What is it?*

Highway traffic occurs for many more reasons than just commuting to work. This indicator shows the change in actual highway traffic due to all reasons for travel. Traffic volumes on California State Highways are estimated annually and measured periodically by the California Department of Transportation. The data is collected to help the state understand where traffic volume is growing and for planning traffic improvements. In addition, county departments of public works will have traffic counts for local roads, although typically these are not collected as often for state highways. The table includes traffic counts going both directions in each side of the given intersection.

### *How is it used?*

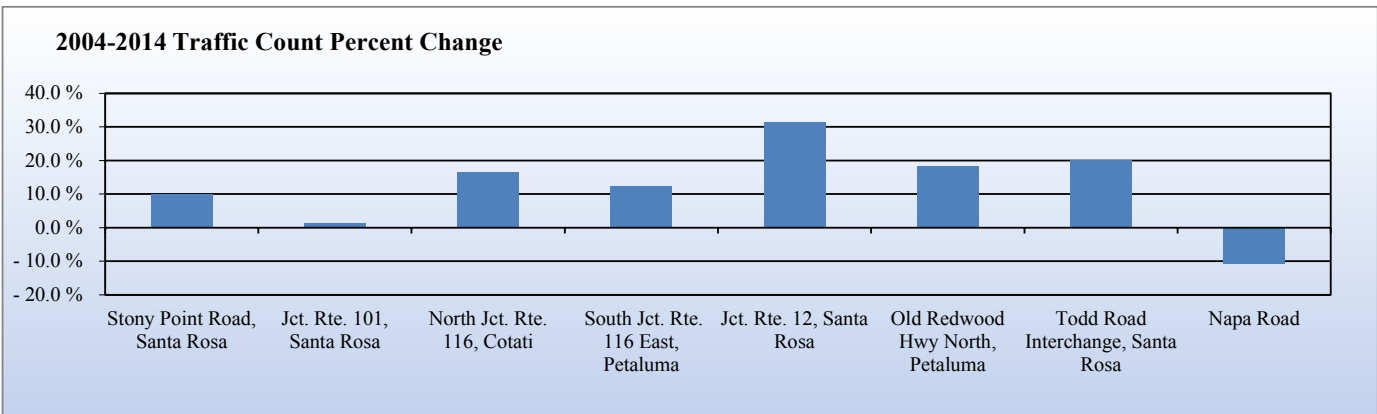
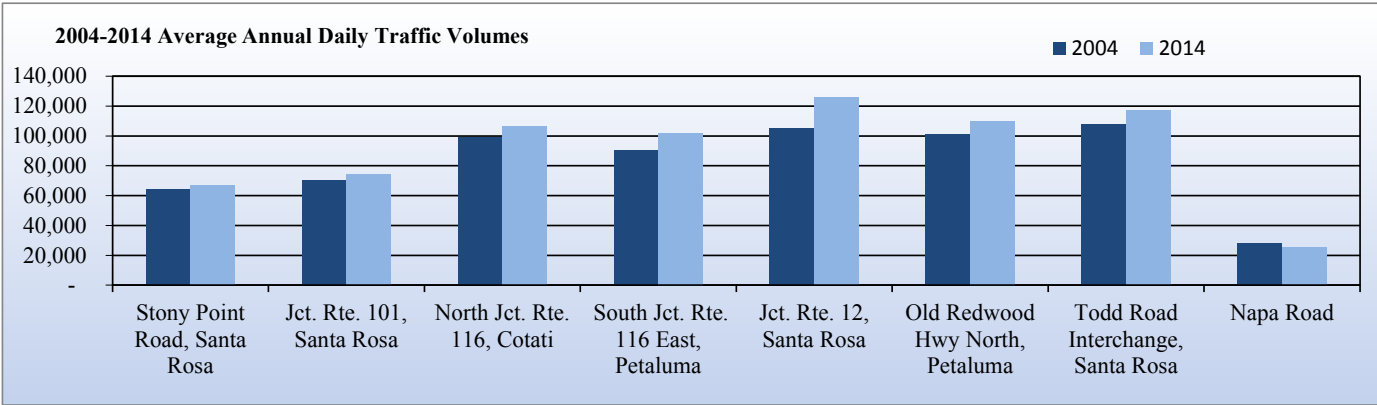
Most traffic growth over a ten-year period reflects increases in commute patterns, although other factors include increased shopping trips and commercial traffic. Changes in traffic volume can reflect population increases, although if traffic volume grows at a slower pace than population growth, then more efficient land use and transportation may be occurring, resulting in less environmental impact.

**BETWEEN 2004 AND 2014,  
JCT RTE. 12, SANTA  
INCREASED IN ROSA  
TRAFFIC VOLUME  
BY OVER **31** PERCENT**

**Average Annual Daily Traffic Volumes, Sonoma County**

Highway/ Interstate	Location	2004	2014	Percent Change
SR 12	Stony Point Road, Santa Rosa	64,000	67,000	9.8 %
SR 12	Jct. Rte. 101, Santa Rosa	70,000	74,000	1.4 %
SR 101	North Jct. Rte. 116, Cotati	99,000	106,000	16.5 %
SR 101	South Jct. Rte. 116 East, Petaluma	90,000	102,000	12.2 %
SR 101	Jct. Rte. 12, Santa Rosa	105,000	126,000	31.3 %
SR 101	Old Redwood Hwy North, Petaluma	101,000	110,000	18.3 %
SR 101	Todd Road Interchange, Santa Rosa	108,000	117,000	20.0 %
SR 121	Napa Road	28,000	25,000	-10.7 %

*Source: California Department of Transportation*



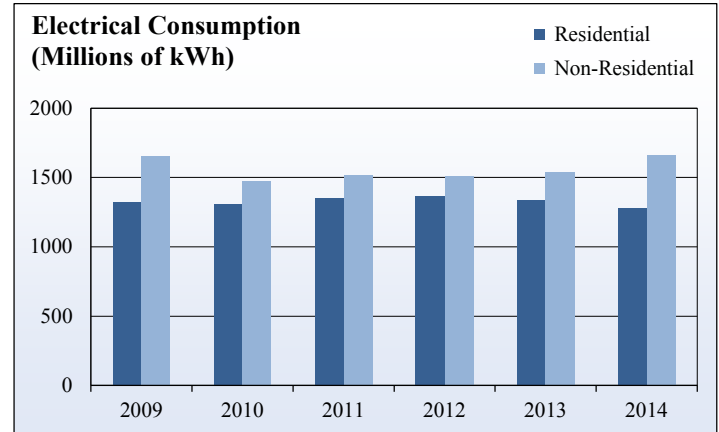
## 2.11 Electricity Use

### *What is it?*

The California Energy Commission estimates annual electricity use by county based on electricity delivered to local providers and data submitted by larger providers like Pacific Gas and Electric and Southern California Edison. Here, electricity consumption is calculated on a per-person basis. This includes both residential and commercial electricity consumption.

### *How is it used?*

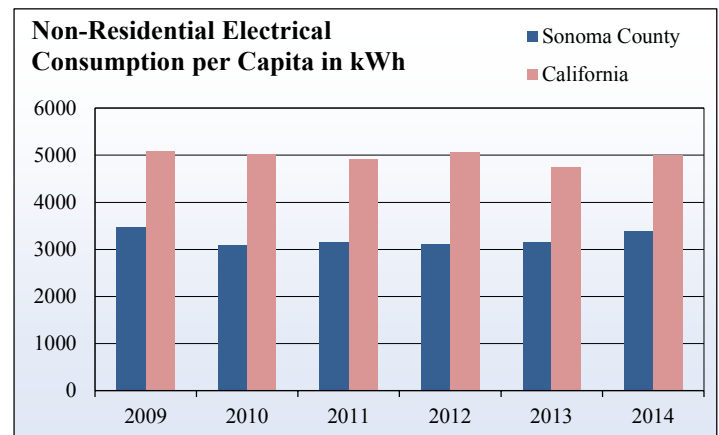
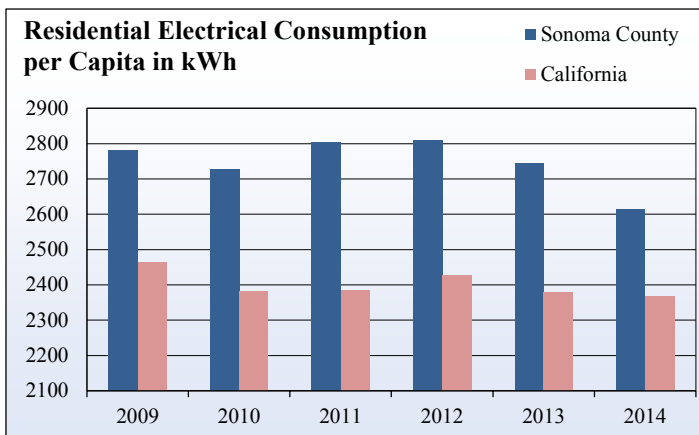
Energy consumption per capita can indicate greater efficiencies in energy consumption over time. The measure includes both residential and commercial consumption, so it also serves as a measure of industrial sustainability—some areas have a disproportionate share of industries with high electricity use. That affects this indicator. New industries can be built around the improvement of energy efficiency which can improve both short-run and long-run economic health by reducing energy costs and creating jobs, as opposed to paying higher electricity bills to non-local providers.



### Electrical Consumption, Sonoma County

Year	Residential Sector		Non-Residential Sector		Both Sectors
	Consumption in Millions of kWh	Consumption per Capita in kWh	Consumption in Millions of kWh	Consumption per Capita in kWh	Total Consumption In Millions of kWh
2009	1,320.2	2,780.5	1,650.2	3,475.5	2,970.5
2010	1,305.5	2,727.6	1,476.6	3,085.1	2,782.1
2011	1,354.3	2,804.2	1,520.6	3,148.4	2,874.9
2012	1,368.3	2,808.9	1,512.6	3,105.1	2,880.9
2013	1,338.5	2,744.7	1,540.5	3,158.8	2,879.0
2014	1,282.0	2,613.7	1,660.7	3,385.8	2,942.7

Source: California Energy Commission



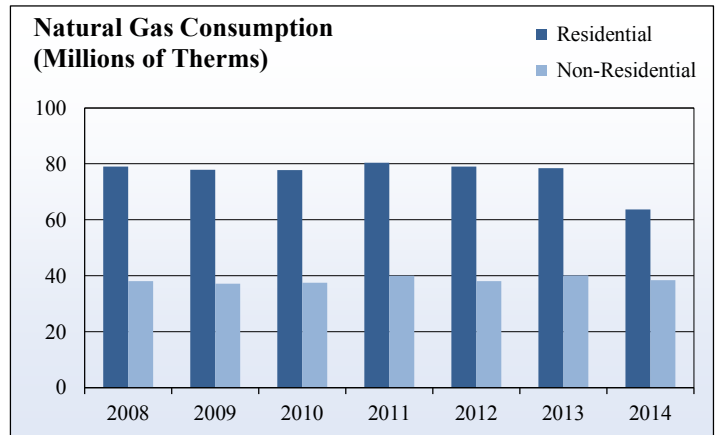
## 2.12 Natural Gas Use

### *What is it?*

Natural gas use is calculated by the California Energy Commission based on end use data. Natural gas use indicates both the level of growth in natural gas energy demand and the efficiency of use as populations have increased.

### *How is it used?*

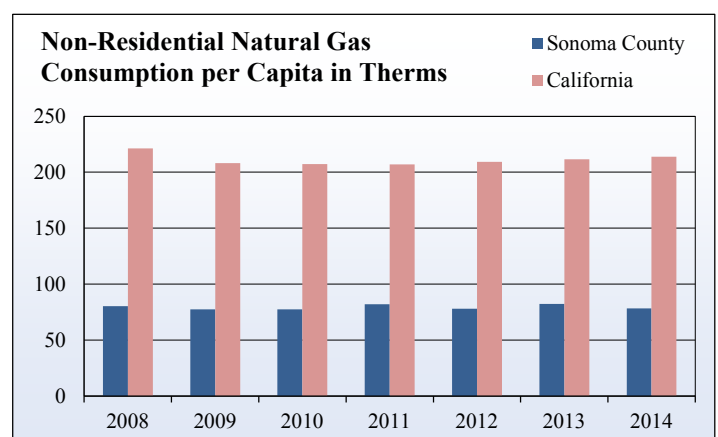
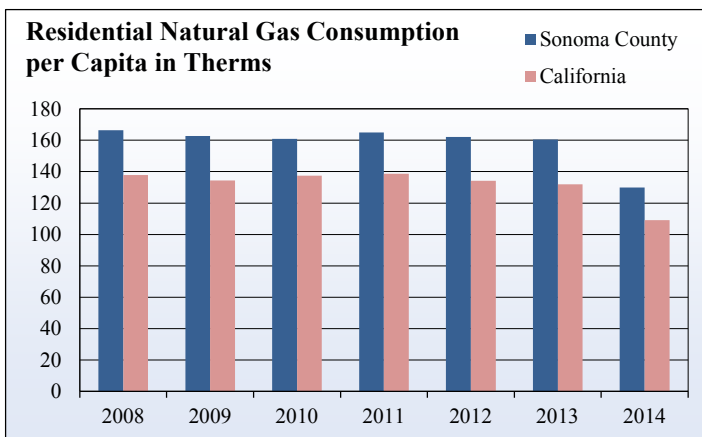
Although natural gas is a cleaner alternative fuel, an increase in consumption can cause environmental impacts. Another important indicator derived from the total consumption is the amount consumed per capita or the rate of efficiency of natural gas use. Since natural gas is a scarce resource, any improvements in efficiency are progress. Short-term dips in natural gas use, such as in 2014, could be an indicator of a mild winter, but it could also be the start of a shift to renewable energy like solar and wind.



### Sonoma County Natural Gas Consumption

Year	Residential Sector		Non-Residential Sector		Both Sectors
	Consumption in Millions of Therms	Consumption per Capita in Therms	Consumption in Millions of Therms	Consumption per Capita in Therms	Total Consumption In Millions of Therms
2008	79.02	166.43	38.12	80.29	117.15
2009	77.93	162.82	37.15	77.63	115.08
2010	77.72	160.92	37.48	77.60	115.20
2011	80.36	164.97	40.02	82.17	120.39
2012	79.02	162.04	38.12	78.17	117.15
2013	78.45	160.56	40.19	82.25	118.63
2014	63.75	129.97	38.38	78.25	102.13

Source: California Energy Commission



# ECONOMIC INDICATORS

Economic indicators describe available financial capital and financial growth in the community. Adequate finances are required for people to afford to buy not only the necessities of life, but also some of the luxuries that make life rewarding.

Sonoma County experienced steady economic growth between 2005 and 2007 until the recession. Between 2007 and 2010, the County experienced a rise in unemployment; however, fortunately, Sonoma County was able to stay below the California average over the past decade. In recent years the unemployment rate decreased. From 2010 to 2014, the county unemployment rate dropped by 40 percent. A drop in personal income was also apparent in 2009; however, it recovered quickly and surpassed pre-recession levels in 2011 continuing to increase until 2014. As should be expected, poverty rates rose after the recession reaching its peak in 2010 at 12.8 percent, remaining above 12 percent until 2014 when poverty rates dropped to 11.3 percent. While Sonoma County's poverty rates had not decreased back down to pre-recession levels, they remained far below the state average in 2014.

Sonoma County's available labor force grew steadily until 2008, where it saw a decline that bottomed out in 2010. Between 2010 and 2014, the labor force grew by four percent, but still didn't surpass 2008 levels. In 2014, the industries that employed the most people in the County were retail trade, health care and social assistance, and government enterprises. Retail trade, health care and social assistance, and government enterprises each provided 10.5, 12.2 and 10.2 percent of all jobs, respectively. A majority of businesses within the County are small businesses employing 1 to 4 employees, accounting for almost 60 percent of all businesses.

In 2014, the four largest earning industries in Sonoma County were government and government enterprises, manufacturing, and health care and social assistance. Combined they earn 42.8 percent of the income in Sonoma County. The median household income was at its highest point in the past decade in 2014 at \$64,082. Median household income has fully recovered since 2008 and sits 3.8 percent above the state average. The County obtains less of its income from work earnings than California, but work earnings make up the largest percentage of the income in the County. Sonoma County receives more of its income from commuters, dividends, interest and rent, retirement and disability benefits, than California.

For Sonoma County, between 2005 and 2014, fair market rent remained around the same as the state. Fair market rent for Sonoma County was higher than the state average until 2007, and between 2008 and 2014 Sonoma County numbers remained slightly below the state averages for a 2-bedroom unit. Between 2005 and 2014, Sonoma County poverty rates had remained far below that of the state, and stayed below double-digits until 2008. The peak poverty rate was in 2010 at 12.8%, but slowly dropped since down to 11.3 percent in 2014.

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# 3.1 Labor Force

## What is it?

The labor force is the number of people living in the area who are willing and able to work. This is defined as all individuals who are over the age of 16, not in the military, and not institutionalized. The labor force is the sum of employment (persons currently working) and unemployment (persons actively seeking work). Therefore, changes in both employment and unemployment affect the labor force. Individuals who are unemployed and are no longer actively seeking work are considered discouraged workers and are not included in the labor force estimates. The labor force is estimated monthly by the California Employment Development Department. Annual data is the average of the twelve months of the year.

## How is it used?

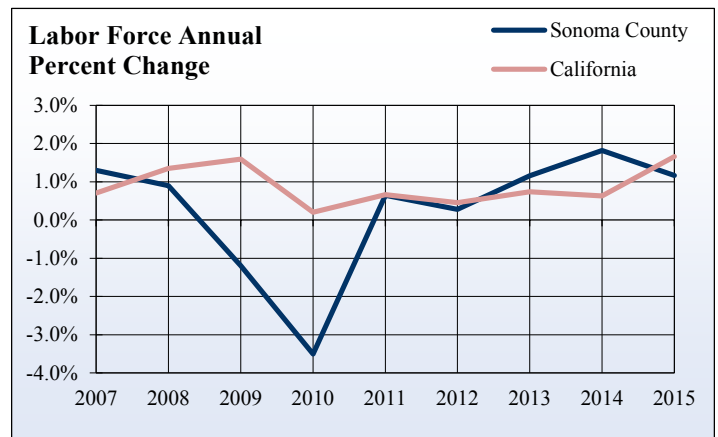
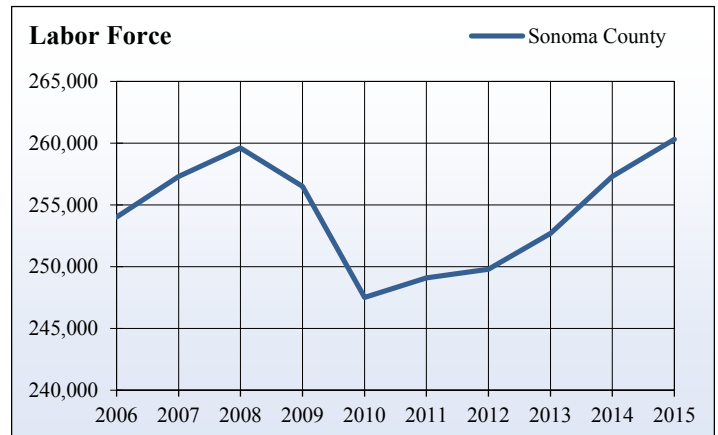
An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants. An increase in the labor force without a subsequent increase in employment may mean discouraged workers are reentering the labor force because they think opportunities are increasing.



**Total Labor Force, Sonoma County**

Year	Labor Force		1-Year Change	
	County	State	County	State
2006	254,000	17,530,100	0.2 %	0.8 %
2007	257,300	17,654,100	1.3 %	0.7 %
2008	259,600	17,893,100	0.9 %	1.4 %
2009	256,500	18,178,100	- 1.2 %	1.6 %
2010	247,500	18,215,100	- 3.5 %	0.2 %
2011	249,100	18,336,300	0.6 %	0.7 %
2012	249,800	18,419,500	0.3 %	0.5 %
2013	252,700	18,554,800	1.2 %	0.7 %
2014	257,300	18,671,600	1.8 %	0.6 %
2015	260,300	18,981,800	1.2 %	1.7 %

Source: California Employment Development Department, Labor Market Information Division



## 3.2 Employment

### *What is it?*

Employment includes all individuals who worked at least one hour for a wage or salary, or were self-employed, or were working at least 15 unpaid hours in a family business or on a family farm, during the week including the 12th of the month. The annual average is the mean average of the twelve months in the calendar year. Those who were on vacation, on other kinds of leave, or involved in a labor dispute were also counted as employed.

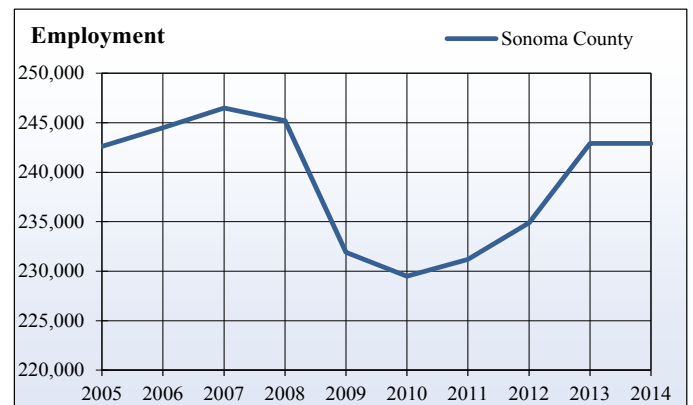
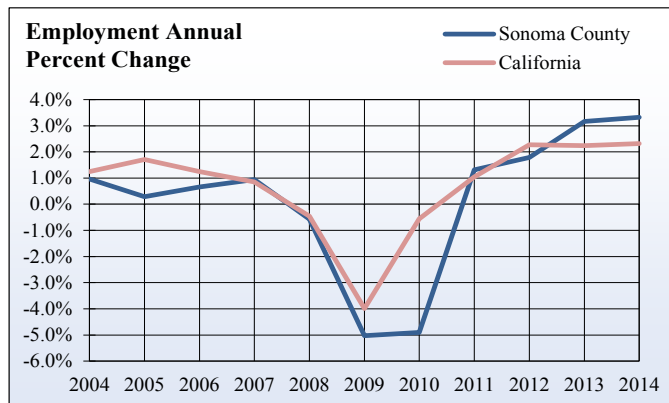
### *How is it used?*

Employment is the primary indicator of the economic situation of workers living in the area. Increasing employment means more jobs for workers, and workers have an easier time finding work. This is a primary indicator of the health of the economy as the unemployment rate is affected by labor force shifts.

### Total Employment, Sonoma County

Year	Employed		1-year change	
	County	State	County	State
2006	243,800	16,789,400	0.7 %	1.2 %
2007	246,100	16,931,600	0.9 %	0.8 %
2008	244,700	16,854,500	- 0.6 %	- 0.5 %
2009	232,400	16,182,600	- 5.0 %	- 4.0 %
2010	221,000	16,091,900	- 4.9 %	- 0.6 %
2011	223,900	16,260,100	1.3 %	1.0 %
2012	227,900	16,630,100	1.8 %	2.3 %
2013	235,100	17,002,900	3.2 %	2.2 %
2014	242,900	17,397,100	3.3 %	2.3 %
2015	248,700	17,798,600	2.4 %	2.3 %

Source: California Employment Development Department, Labor Market



BETWEEN  
2005-2014,  
EMPLOYMENT  
PERCENT  
CHANGE  
WAS LESS THAN

**ONE  
PERCENT**

# 3.3 Unemployment

## What is it?

Unemployment is the estimated number of people who are actively seeking work, are not working at least one hour per week for pay, and who are not self-employed. The data is estimated at the place of residence and reported by the California Employment Development Department (EDD) primarily from data collected by the U.S. Current Population Survey (CPS).

Unfortunately, through the CPS, the government has a difficult time determining exactly how many people meet the technical definition of “unemployed” at the county level, as opposed to those with unreported jobs or those who are not seriously looking for work. Because a person does not have to be receiving unemployment benefits to be considered unemployed, this indicator is an inexact measure of whether or not people have a difficult time finding a job.

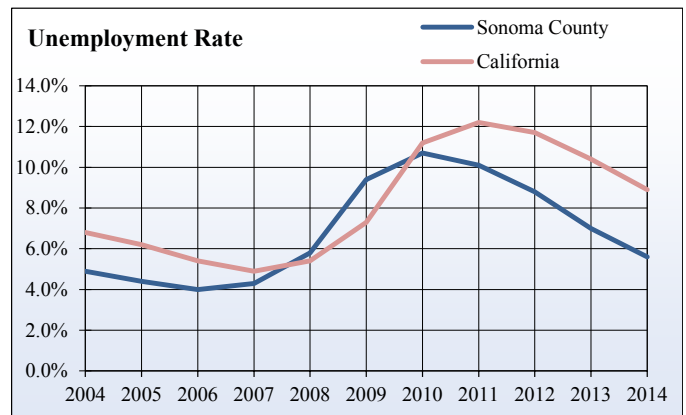
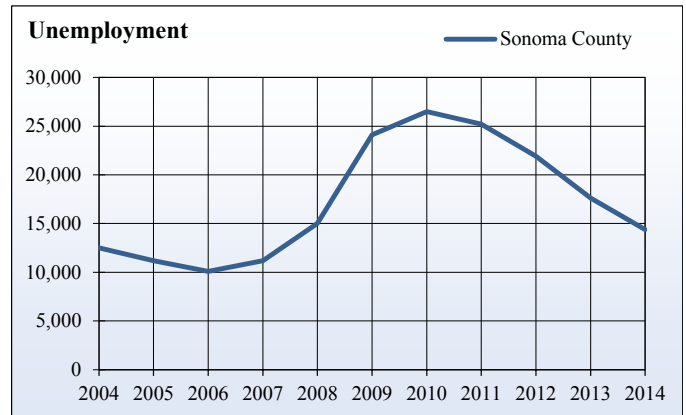
## How is it used?

The unemployment rate is often used as a primary measure of economic health when in reality it is often a lagging indicator due to labor force shifts. Sustained high unemployment rates typically indicate the presence of structural economic and/or social issues within the community, although what is considered “high” may vary from one community to the next. The unemployment rate can also indicate a change in potentially-qualified workers available in the community. As unemployment falls, employers have a more difficult time attracting qualified employees at the same rates of pay.

**Total Unemployment, Sonoma County**

Year	County Unemployed	Unemployment Rate		1-year change	
		County	State	County	State
2006	10,200	4.0 %	5.4 %	- 9.7 %	- 12.2 %
2007	11,200	4.4 %	4.9 %	9.8 %	- 8.7 %
2008	14,900	5.7 %	5.4 %	33.0 %	11.2 %
2009	24,700	9.6 %	7.3 %	65.8 %	37.7 %
2010	26,800	10.8 %	11.2 %	8.5 %	53.6 %
2011	25,200	10.1 %	12.2 %	- 6.0 %	10.4 %
2012	22,000	8.8 %	11.7 %	- 12.7 %	- 3.8 %
2013	17,500	6.9 %	10.4 %	- 20.5 %	- 10.9 %
2014	14,400	5.6 %	8.9 %	- 17.7 %	- 13.3 %
2015	11,600	4.0 %	6.6 %	- 19.4 %	- 16.3 %

Source: California Employment Development Department, Labor Market Information Division



**BETWEEN 2006 AND 2015,  
UNEMPLOYMENT  
INCREASED BY**

**14 PERCENT** 





# 3.4 Seasonal Employment

## What is it?

The California Employment Development Department estimates labor market data (labor force, employment, unemployment, and the unemployment rate) for each month. The department uses the week including the twelfth of each month to calculate a person's employment status. Mid-month time periods are less sensitive to changes in the overall business climate and are more representative of average conditions. For specific definitions of each measure, please see the previous three indicators in this section.

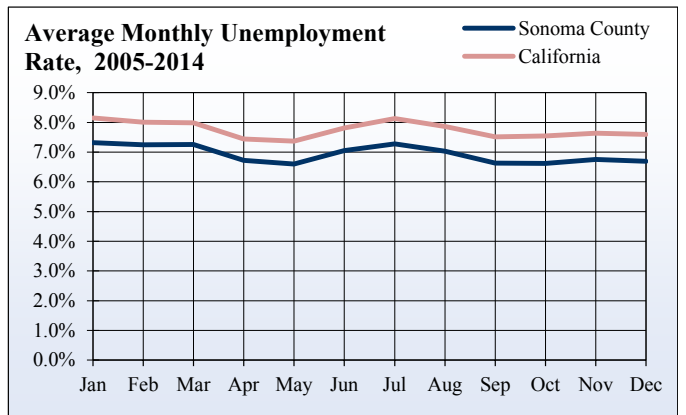
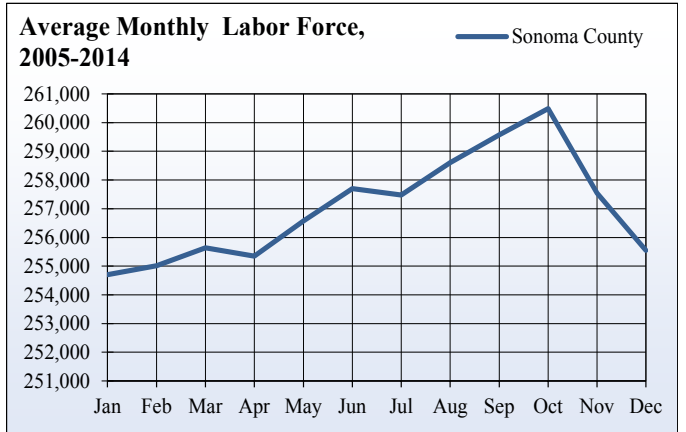
## How is it used?

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course of the year that cannot be observed in the annual average. The employment difference in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees relocate temporarily and leave during the off-season, but some remain year-round and are unemployed during this period.

**Sonoma County Average Monthly Labor Statistics, 2005-2014**

Month	Labor Force	Employed	Unemployed	Unemp. Rate
Jan	254,700	236,080	18,640	7.3 %
Feb	255,010	236,550	18,490	7.3 %
Mar	255,640	237,070	18,550	7.3 %
Apr	255,350	238,180	17,160	6.7 %
May	256,580	239,680	16,920	6.6 %
Jun	257,700	239,540	18,180	7.1 %
Jul	257,480	238,740	18,740	7.3 %
Aug	258,600	240,440	18,170	7.0 %
Sep	259,570	242,360	17,220	6.6 %
Oct	260,490	243,260	17,230	6.6 %
Nov	257,550	240,200	17,380	6.7 %
Dec	255,550	238,440	17,100	6.7 %

Source: California Employment Development Department, Labor Market Information Division



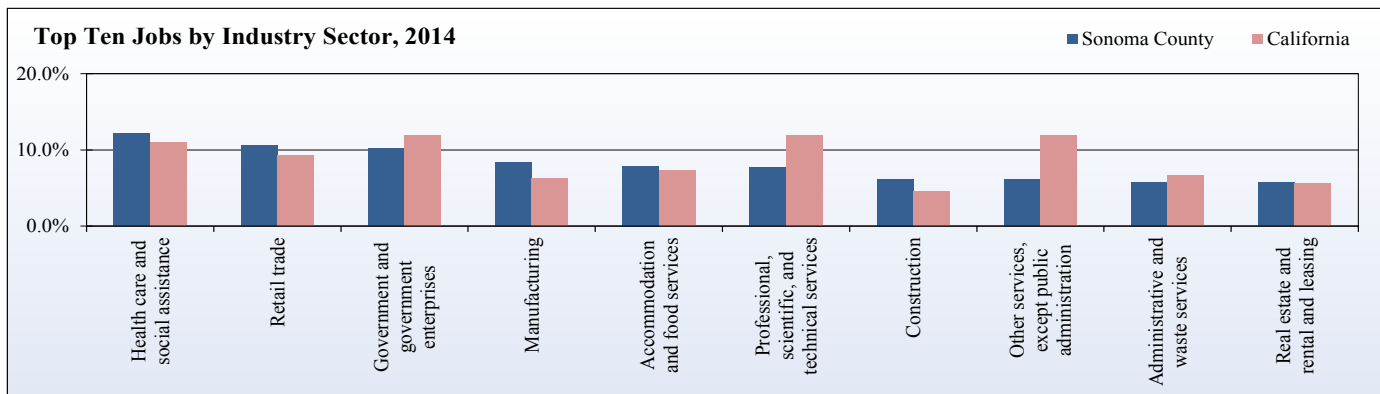
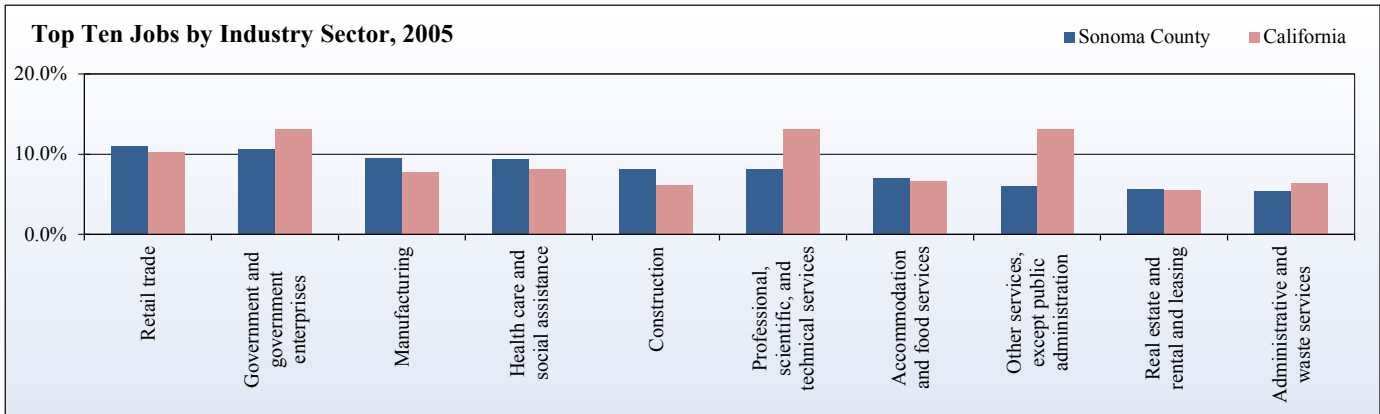
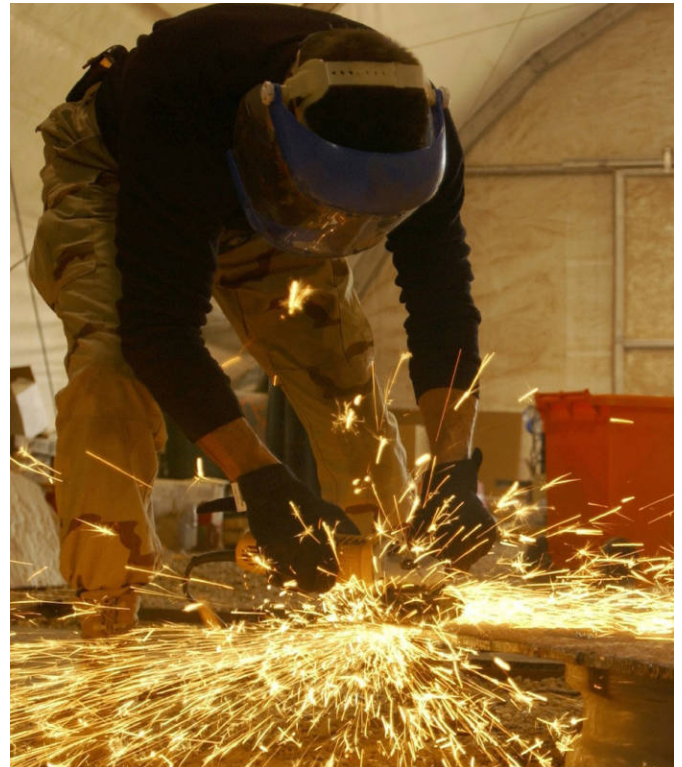
# 3.5 Jobs By Industry

## What is it?

Published by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), this measure of jobs is by place of work; that is, where the job is being performed regardless of where its worker lives. The BEA uses business tax returns from the Internal Revenue Service to calculate jobs by industry. Therefore, each person who worked for a company for pay or profit over the course of a year is counted. That means if a person changed jobs once over the course of a year, they are counted twice—once for each company at which they worked. The same holds true for part-time and seasonal employees who hold more than one job over the course of a year. Self-employed proprietors and members of business partnerships are counted as well. A person with a full-time job who owns or co-owns a business on the side is counted for each job. Unpaid family workers and volunteers are not included.

## How is it used?

Jobs by industry is an important indicator to understanding the industries that are driving the local economy. If too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy. In addition, jobs by industry is a valuable indicator for business and government planning, allowing for a better understanding of which sectors are the major generators of jobs in the area.



### Jobs by Industry, Sonoma County, 2005

Industry	2005 Sonoma County	County Percent of Total	California Percent of Total
Farm employment	6,638	2.4 %	1.2 %
Forestry, fishing, and related activities	2,180	0.8 %	1.0 %
Mining	431	0.2 %	0.2 %
Utilities	605	0.2 %	0.3 %
Construction	22,476	8.1 %	6.2 %
Manufacturing	26,113	9.4 %	7.8 %
Wholesale trade	9,347	3.4 %	3.8 %
Retail trade	30,476	11.0%	10.2%
Transportation and warehousing	4,539	1.6 %	2.9 %
Information	5,087	1.8 %	2.8 %
Finance and insurance	10,999	4.0 %	4.6 %
Real estate and rental and leasing	15,475	5.6 %	5.5 %
Professional, scientific, and technical services	22,350	8.1 %	7.9 %
Management of companies and enterprises	1,719	0.6 %	1.2 %
Administrative and waste services	14,982	5.4 %	6.4 %
Educational services	4,416	1.6 %	1.9 %
Health care and social assistance	25,923	9.4 %	8.1 %
Arts, entertainment, and recreation	7,605	2.7 %	2.4 %
Accommodation and food services	19,297	7.0 %	6.7 %
Other services, except public administration	16,506	6.0 %	6.0 %
Government and government enterprises	29,514	10.7 %	13.1 %
Sum of withheld "(D)" values	(D)	n/a	n/a
Total Jobs	276,678	100.0 %	100.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

### Jobs by Industry, Sonoma County, 2014

Industry	2014 Sonoma County	County Percent of Total	California Percent of Total
Farm employment	6,417	2.2 %	1.1 %
Forestry, fishing, and related activities	2,950	1.0 %	1.1 %
Mining	1,032	0.4 %	0.3 %
Utilities	(D)	n/a	0.3 %
Construction	17,881	6.2 %	4.6 %
Manufacturing	23,990	8.3 %	6.3 %
Wholesale trade	9,795	3.4 %	3.6 %
Retail trade	30,486	10.5%	9.2 %
Transportation and warehousing	(D)	n/a	3.0 %
Information	3,890	1.3 %	2.5 %
Finance and insurance	10,807	3.7 %	4.6 %
Real estate and rental and leasing	16,468	5.7 %	5.7 %
Professional, scientific, and technical services	22,204	7.7 %	8.6 %
Management of companies and enterprises	2,214	0.8 %	1.1 %
Administrative and waste services	16,545	5.7 %	6.6 %
Educational services	4,853	1.7 %	2.3 %
Health care and social assistance	35,319	12.2 %	11.0 %
Arts, entertainment, and recreation	8,668	3.0 %	2.7 %
Accommodation and food services	22,838	7.9 %	7.3 %
Other services, except public administration	17,662	6.1 %	6.2 %
Government and government enterprises	29,390	10.2 %	11.9 %
Sum of withheld "(D)" values	5,905	2.0 %	n/a
Total Jobs	289,314	100.0 %	100.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

### Top Ten Fast Growing Industries, 2005-2014, Sonoma County

Industry	Ten Year Percent Change
Mining	139%
Healthcare and social assistance	36%
Forestry, fishing, and related activities	35%
Management of companies and enterprises	29%
Accommodation and food services	18%
Educational services	10%
Other services, except public administration	7%
Real estate and rental and leasing	6%
Wholesale trade	5%
Retail trade	0%
Government and government enterprises	0%

Source: U.S. Department of Commerce, Bureau of Economic Analysis

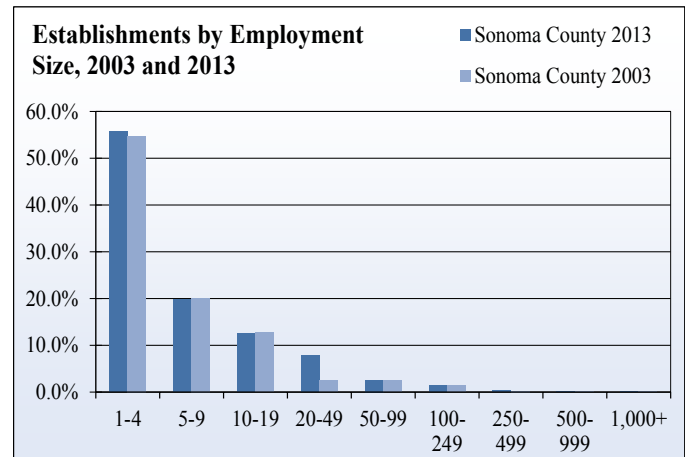
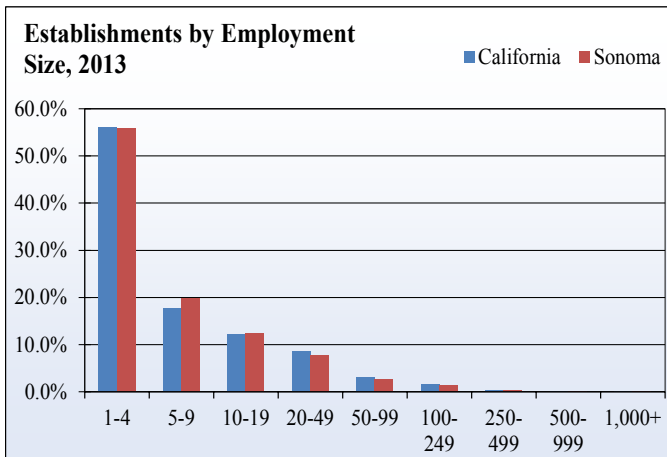
## 3.6 Employers by Employment Size and Industry

### What is it?

Each year, the U.S. Department of Commerce's Census Bureau tabulates the number of employers with employees that are covered by unemployment insurance. Establishments without payroll are not included. Most businesses are non-employers, although most jobs are employee positions.

### How is it used?

The stability of a local economy is dependent upon a diverse mix of businesses, both in terms of size and industry sector. A diverse employer mix allows an economy to weather economic downturns more easily than one that is dependent on a few types of businesses. For example, during the 2001 recession, the Bay Area was heavily dependent upon computer technology employers when the dot-com crisis hit. The national economy experienced a small recession during a few months in 2001, but the Bay Area suffered from a much deeper economic downturn that lasted several years.



**Number of Establishments by Employment Size and Industry, Sonoma County 2003**

Industry	Number of Employees								
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000 or more
Agriculture, Forestry, Fishing and Hunting	53	17	6	5	0	1	0	0	0
Mining, Quarrying, and Oil and Gas Extraction	10	1	3	2	1	0	0	0	0
Utilities	9	2	2	0	0	0	0	1	0
Construction	1,332	350	187	99	20	9	2	0	0
Manufacturing	341	152	138	134	50	35	4	3	2
Wholesale Trade	310	111	97	71	21	2	2	0	0
Retail Trade	783	527	280	154	60	47	6	0	0
Transportation and Warehousing	146	41	40	32	8	2	1	0	0
Information	101	40	26	27	10	6	1	1	0
Finance and Insurance	401	133	97	58	23	7	4	0	1
Real Estate and Rental and Leasing	465	114	56	22	0	0	0	0	0
Professional, Scientific, and Technical Services	1,046	233	100	64	12	4	2	0	0
Management of Companies and Enterprises	11	6	10	8	1	3	1	0	0
Administrative and Support and Waste Management and Remediation Services	395	103	77	55	19	21	1	1	0
Educational Services	73	34	24	16	7	3	0	0	0
Health Care and Social Assistance	722	387	203	103	36	23	2	3	3
Arts, Entertainment, and Recreation	111	33	34	21	15	6	1	0	0
Accommodation and Food Services	385	201	234	187	44	11	1	0	0
Other Services (except Public Administration)	657	233	117	44	13	4	0	0	0
Industries not classified	57	1	1	0	0	0	0	0	0
<b>Total for all sectors</b>	<b>7,408</b>	<b>2,719</b>	<b>1,732</b>	<b>1,102</b>	<b>340</b>	<b>184</b>	<b>28</b>	<b>9</b>	<b>6</b>

Source: U.S. Bureau of the Census, County Business Patterns

**Number of Establishments by Employment Size and Industry, Sonoma County 2013**

Industry	Number of Employees								
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000 or more
Agriculture, Forestry, Fishing and Hunting	53	11	6	6	2	1	0	0	0
Mining, Quarrying, and Oil and Gas Extraction	4	3	0	3	0	0	0	0	0
Utilities	7	4	0	0	0	0	0	1	0
Construction	1,199	278	139	74	19	4	0	0	0
Manufacturing	340	152	138	117	45	29	5	0	2
Wholesale Trade	330	134	90	58	16	9	5	0	0
Retail Trade	794	470	284	149	50	43	5	0	0
Transportation and Warehousing	124	50	27	21	11	7	0	0	0
Information	107	30	23	22	4	6	1	0	0
Finance and Insurance	452	128	78	34	15	3	0	1	0
Real Estate and Rental and Leasing	491	101	44	15	4	0	0	0	0
Professional, Scientific, and Technical Services	1,126	227	103	60	13	6	2	0	0
Management of Companies and Enterprises	17	9	12	17	5	1	1	0	0
Administrative and Support and Waste Management and Remediation Services	432	110	76	46	21	14	3	1	0
Educational Services	111	30	25	19	7	3	0	0	0
Health Care and Social Assistance	698	376	186	105	41	30	7	2	2
Arts, Entertainment, and Recreation	106	38	26	25	17	6	1	1	0
Accommodation and Food Services	372	246	306	230	53	11	1	0	0
Other Services (except Public Administration)	661	249	102	39	20	2	0	0	0
Industries not classified	35	0	1	0	0	0	0	0	0
<b>Total for all sectors</b>	<b>7,459</b>	<b>2,646</b>	<b>1,666</b>	<b>1,040</b>	<b>343</b>	<b>175</b>	<b>31</b>	<b>6</b>	<b>4</b>

Source: U.S. Bureau of the Census, County Business Patterns

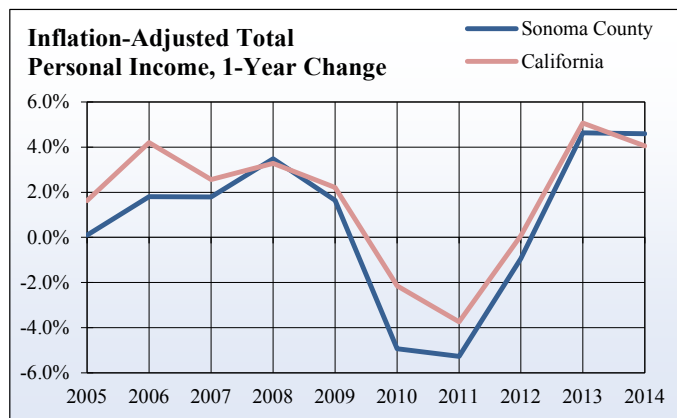
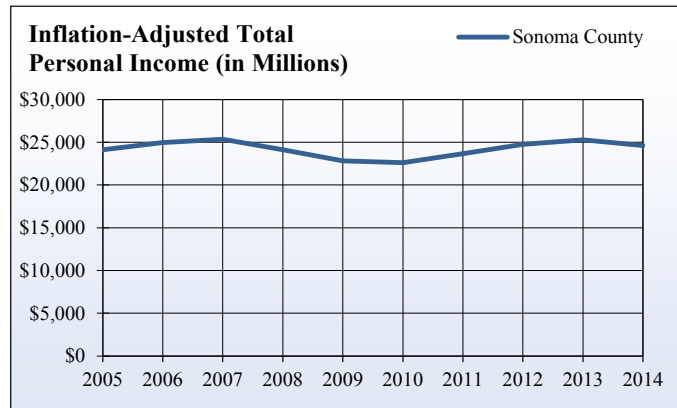
# 3.7 Total Personal Income

## What is it?

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social insurance (such as payments to Social Security or Medicare). The data is tabulated from individual and corporate tax returns to the Internal Revenue Service, and so it is only available after all tax returns have been processed, which usually takes more than a year.

## How is it used?

Total personal income is the basis for several other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation rate. The annual average inflation rate from 2005 to 2014 was 4.5 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.



## Total Personal Income, Sonoma County

Year	Sonoma County				California
	Nominal Personal Income in Millions of Dollars	1-Year Change	Inflation Adjusted Personal Income in Millions of Dollars (2014)	1-Year Change	1-Year Change
2005	\$ 19,658	4.8 %	\$ 24,113	1.8 %	2.6 %
2006	\$ 21,155	7.6 %	\$ 24,954	3.5 %	3.3 %
2007	\$ 21,948	3.8 %	\$ 25,364	1.6 %	2.2 %
2008	\$ 21,760	- 0.9 %	\$ 24,115	- 4.9 %	- 2.1 %
2009	\$ 20,620	- 5.2 %	\$ 22,844	- 5.3 %	- 3.7 %
2010	\$ 20,961	1.7 %	\$ 22,628	- 0.9 %	0.1 %
2011	\$ 22,292	6.3 %	\$ 23,678	4.6 %	5.1 %
2012	\$ 23,999	7.7 %	\$ 24,766	4.6 %	4.0 %
2013	\$ 24,906	3.8 %	\$ 25,299	2.2 %	1.2 %
2014	\$ 24,607	- 1.2 %	\$ 24,607	- 2.7 %	2.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



# 3.8 Components of Personal Income

## What is it?

Personal income is earned from many sources including employment, retirement, returns on investment, or transfer payments such as supplemental social security, medical, and unemployment. The U.S. Department of Commerce Bureau of Economic Analysis reports annual income broken down by component for counties.

## How is it used?

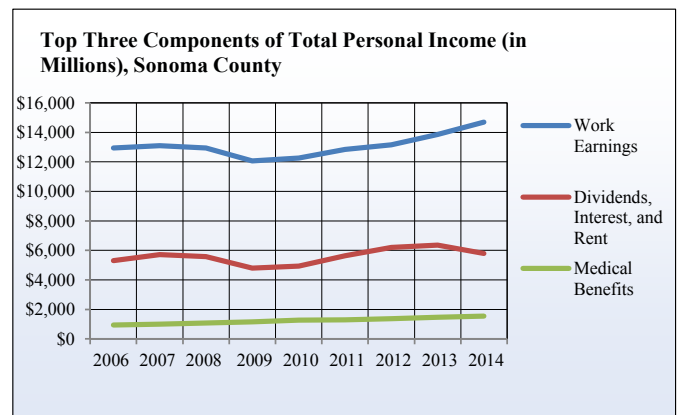
Understanding how income is earned in the community can shed light on the structure of the local economy. If a greater proportion is in earnings by place of work, then industry performance is driving economic growth. If there is a greater proportion of adjustment by place of residence or of transfer payments, then people living in the community are importing income into the area, which means that the community's economic performance may be driven by factors currently outside the area's influence.

**Change Components of Total Personal Income, Sonoma County**

	Percent of total in 2014		2005 to 2014 Average Annual Change	
	County	California	County	California
Work Earnings	55.6 %	72.5 %	2.0 %	2.7 %
Contributions to SSI, etc.	- 6.1 %	- 7.6 %	1.7 %	2.5 %
Commuter Income	10.6 %	- 0.1 %	0.1 %	37.7 %
Dividends, Interest, & Rent	25.5 %	20.1 %	3.4 %	3.2 %
Retirement / Disability Benefits	5.9 %	4.5 %	6.6 %	5.0 %
Medical Benefits	5.9 %	7.0 %	8.7 %	6.6 %
Income Maintenance Benefits	1.0 %	1.8 %	5.4 %	4.4 %
Unemployment Benefits	0.5 %	0.3 %	2.0 %	4.4 %
Veterans benefits	0.4 %	0.4 %	9.5 %	11.4 %
Education and training assistance	0.3 %	0.5 %	7.8 %	9.9 %
Other Government Benefits	0.0 %	0.3 %	55.7 %	57.3 %
Nonprofit Institutions	0.2 %	0.3 %	1.9 %	2.7 %
Private Personal Injury Liability	0.2 %	0.2 %	13.3 %	18.0 %
<b>Total Personal Income</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>2.8 %</b>	<b>3.3 %</b>

Source: U.S. Department of Commerce, Bureau of Economic Analysis

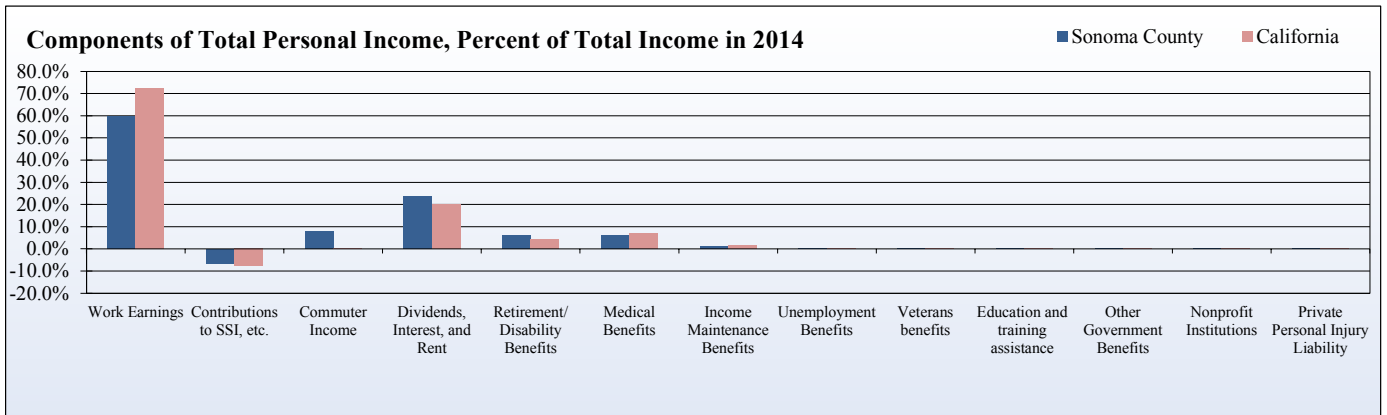
**IN 2014, WORK EARNINGS ACCOUNTED FOR 56 PERCENT OF TOTAL PERSONAL INCOME**



**Components of Total Personal Income (Millions of Dollars), Sonoma County**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Work Earnings	12,567.9	12,943.2	13,097.9	12,950.0	12,073.2	12,264.5	12,842.0	13,157.0	13,852.4	14,695.9
Contributions to SSI, etc.	- 1,403.4	- 1,415.6	- 1,417.6	- 1,428.7	- 1,351.6	- 1,367.6	- 1,289.6	- 1,283.7	- 1,519.2	- 1,606.4
Commuter Income	1,948.6	2,025.9	2,132.7	2,011.8	2,048.4	1,816.8	1,777.1	2,485.1	2,636.4	1,970.4
Dividends, Interest, and Rent	4,444.1	5,306.9	5,708.8	5,578.1	4,793.6	4,935.5	5,638.6	6,194.8	6,348.0	5,799.7
Retirement/ Disability Benefits	922.1	968.8	1,016.4	1,073.5	1,179.1	1,230.1	1,276.2	1,375.2	1,458.2	1,536.2
Medical Benefits	789.5	939.8	1,004.0	1,084.0	1,147.7	1,270.7	1,292.7	1,373.7	1,471.5	1,539.7
Income Maintenance Benefits	165.3	172.9	178.6	201.1	212.8	240.4	251.0	244.6	246.1	252.4
Unemployment Benefits	59.2	56.6	57.8	101.3	261.7	296.9	230.0	175.3	119.3	69.4
Veterans benefits	47.0	49.2	52.5	54.9	61.9	70.5	77.2	87.2	102.2	97.0
Education and training assistance	48.1	44.2	39.9	46.1	59.9	74.5	79.2	82.7	84.2	87.7
Other Government Benefits	1.8	1.6	2.3	1.7	41.0	29.2	5.4	4.0	4.2	62.8
Nonprofit Institutions	53.7	50.8	49.5	48.8	52.3	58.9	56.9	61.0	61.3	62.6
Private Personal Injury Liability	14.4	10.5	25.5	37.8	40.3	41.0	54.9	41.6	41.1	39.3
<b>Total Personal Income</b>	<b>19,658.4</b>	<b>21,154.7</b>	<b>21,948.4</b>	<b>21,760.4</b>	<b>20,620.3</b>	<b>20,961.4</b>	<b>22,291.5</b>	<b>23,998.5</b>	<b>24,905.8</b>	<b>24,606.7</b>

Source: U.S. Department of Commerce, Bureau of Economic Analysis





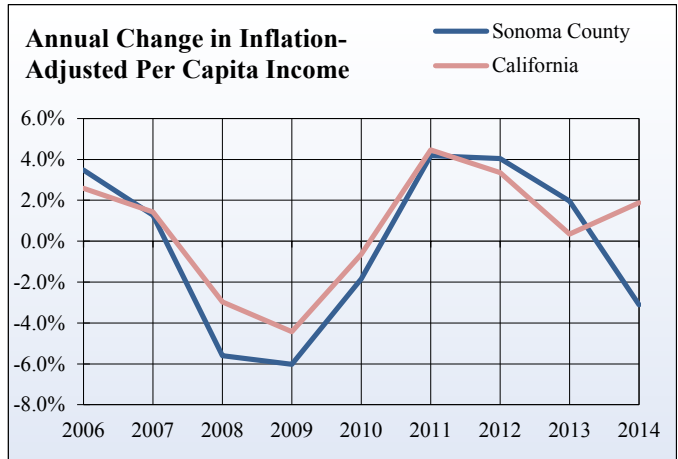
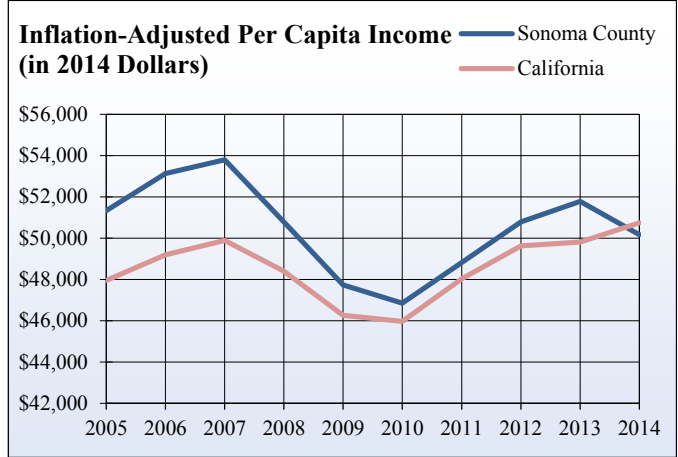
# 3.9 Per Capita Income

## What is it?

Per capita income is calculated by the Bureau of Economic Analysis by dividing its estimate of total personal income by the U.S. Census Bureau's estimate of total population.

## How is it used?

Per capita income is one of the primary measures of economic well-being in a community. Changes can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during recessions. Income influences buying power and therefore affects consumer choice and local retail sales. Income is one measure of the benefits to people provided by employment, government, or their own investments.



Per Capita Income, Sonoma County

Year	Sonoma County		Inflation-adjusted Per Capita Income (2014)		Inflation-adjusted 1-Year Change	
	Nominal Per Capita Income	Sonoma County 1-Year Change	Sonoma County	California	Sonoma County	California
2004	\$ 39,979	3.3 %	\$ 50,496	\$ 47,135	0.7 %	1.5 %
2005	\$ 41,850	4.7 %	\$ 51,334	\$ 47,944	1.7 %	1.7 %
2006	\$ 45,034	7.6 %	\$ 53,122	\$ 49,184	3.5 %	2.6 %
2007	\$ 46,552	3.4 %	\$ 53,797	\$ 49,884	1.3 %	1.4 %
2008	\$ 45,829	- 1.6 %	\$ 50,787	\$ 48,400	- 5.6 %	- 3.0 %
2009	\$ 43,083	- 6.0 %	\$ 47,729	\$ 46,257	- 6.0 %	- 4.4 %
2010	\$ 43,402	0.7 %	\$ 46,853	\$ 45,965	- 1.8 %	- 0.6 %
2011	\$ 45,954	5.9 %	\$ 48,811	\$ 48,020	4.2 %	4.5 %
2012	\$ 49,211	7.1 %	\$ 50,785	\$ 49,631	4.0 %	3.4 %
2013	\$ 50,976	3.6 %	\$ 51,781	\$ 49,805	2.0 %	0.4 %
2014	\$ 50,168	- 1.6 %	\$ 50,168	\$ 50,745	- 3.1 %	1.9 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

## 3.10 Earnings By Industry

### *What is it?*

Earnings by industry is the total personal earnings from jobs in individual industries. It is not the total revenue an industry generates. The total earnings of an industry is calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income. Earnings by industry are the components of earnings by place of work from the section on components of personal income. The symbol "(D)" is used for information withheld to avoid disclosing data for individual companies. The withheld numbers are included in aggregated totals.

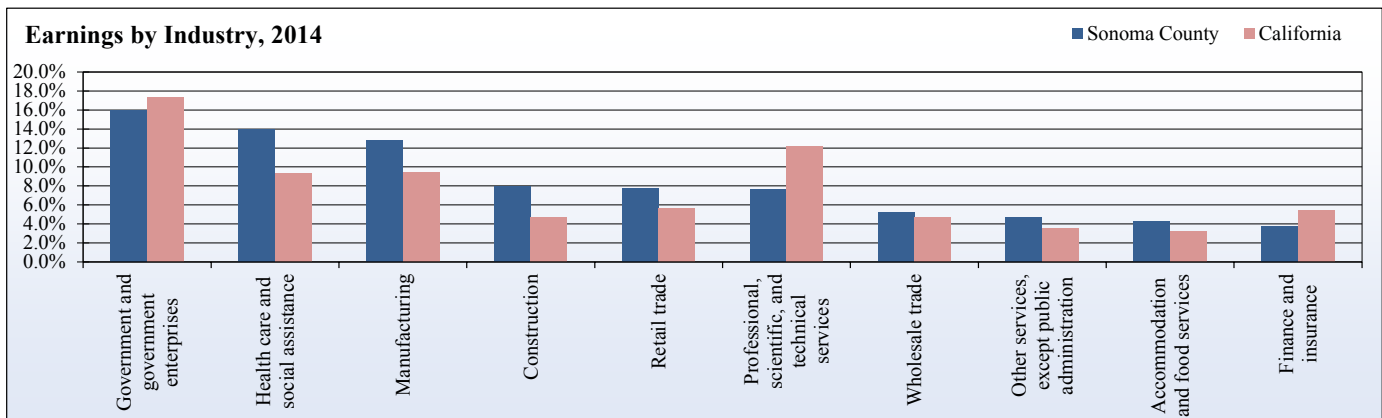
### *How is it used?*

Earnings by industry allows comparisons between industries or geographic areas because sales by industry are not reliably available annually at the county level. Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. Growth in one industry may indicate potential for expansion in related industries. The indicator can also be used to determine economic diversity.

**County Earnings by Industry, 2014 (in Millions)**

Industry Sector	Sonoma County	County Percent of Total	California Percent of Total
Farm earnings	\$ 324.3	2.3 %	1.3 %
Forestry, fishing, and related activities	\$ 114.1	0.8 %	0.6 %
Mining	\$ 35.2	0.2 %	0.5 %
Utilities	(D)	n/a	0.7 %
Construction	\$ 1,136.2	8.0 %	4.7 %
Manufacturing	\$ 1,827.6	12.8 %	9.4 %
Wholesale trade	\$ 745.7	5.2 %	4.7 %
Retail trade	\$ 1,110.4	7.8 %	5.6 %
Transportation and warehousing	(D)	n/a	2.8 %
Information	\$ 316.1	2.2 %	6.0 %
Finance and insurance	\$ 529.7	3.7 %	5.5 %
Real estate and rental and leasing	\$ 434.2	3.0 %	3.1 %
Professional, scientific, and technical services	\$ 1,087.3	7.6 %	12.2 %
Management of companies and enterprises	\$ 255.9	1.8 %	2.2 %
Administrative and waste services	\$ 528.8	3.7 %	4.1 %
Educational services	\$ 112.9	0.8 %	1.5 %
Health care and social assistance	\$ 1,991.6	14.0 %	9.4 %
Arts, entertainment, and recreation	\$ 163.6	1.1 %	1.6 %
Accommodation and food services	\$ 607.3	4.3 %	3.2 %
Other services, except public administration	\$ 669.9	4.7 %	3.5 %
Government and government enterprises	\$ 2,281.5	16.0 %	17.4 %
Value of withheld "(D)" earnings	\$ 423.5	3.0 %	0.0 %
<b>Total Earnings by Place of Work</b>	<b>\$14,272.4</b>	<b>100 %</b>	<b>100 %</b>

Source: U.S. Department of Commerce, Bureau of Economic Analysis



## 3.11 Median Household Income

### *What is it?*

Median household income is the income level at which half of the area's households earn more and the other half earn less. It can be conceptualized as the income midpoint and is estimated annually for counties by the U.S. Census Bureau. The median household income is better to use than the mean because it is less influenced by outliers. Homes that are very expensive or very cheap will heavily impact the mean.

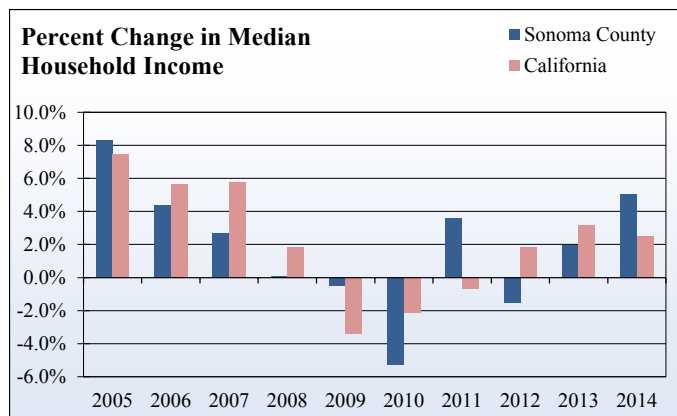
### *How is it used?*

Median household income is a better measure of average income than per capita income when evaluating income growth among all economic classes. Changes in per capita income may be driven by growth increases in the high income ranges only, whereas growth in median household income usually indicates expansion across the full range of incomes.

**Sonoma County Median Household Income (Nominal)**

Year	County	California
2005	\$ 58,110	\$ 53,627
2006	\$ 60,656	\$ 56,646
2007	\$ 62,279	\$ 59,928
2008	\$ 62,314	\$ 61,017
2009	\$ 61,985	\$ 58,925
2010	\$ 58,703	\$ 57,664
2011	\$ 60,792	\$ 57,275
2012	\$ 59,855	\$ 58,322
2013	\$ 61,020	\$ 60,185
2014	\$ 64,082	\$ 61,689

Source: U.S. Department of Commerce, Bureau of the Census, Small Area Income and Poverty Estimates



## 3.12 Poverty Rates

### *What is it?*

Poverty status is defined for each household; either everyone in the household is considered to be living in poverty, or no one. The characteristics of the family used to determine poverty status include number of people, number of children under 18, and whether the head of household is over age 65. If a household's total income is less than the poverty threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, although they are updated annually for inflation using the Consumer Price Index. The official poverty definition includes income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps. This indicator shows the number and percent of all persons living below the poverty line.

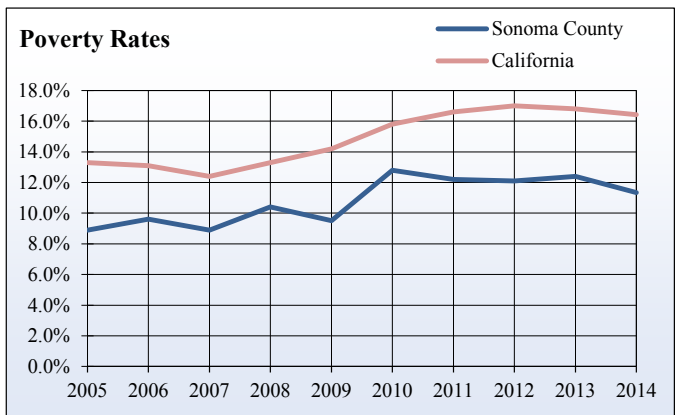
### *How is it used?*

A high poverty rate in an area can indicate economic and social issues among persons living in the community. It may also indicate a scarcity of available employment, or a lack of skilled labor capable of earning higher wages.

**Poverty Rates, Sonoma County**

Year	County	California
2005	8.9 %	13.7 %
2006	9.6 %	13.2 %
2007	8.9 %	13.3 %
2008	10.4 %	13.1 %
2009	9.5 %	12.4 %
2010	12.8 %	13.3 %
2011	12.2 %	14.2 %
2012	12.1 %	15.8 %
2013	12.4 %	16.6 %
2014	11.3 %	17.0 %

Source: U.S. Census Bureau, *Small Area Income and Poverty Estimates*



**IN 2014,  
SONOMA COUNTY  
HAD NEARLY  
6 PERCENT  
LESS PEOPLE IN  
POVERTY  
THAN CALIFORNIA**



## 3.13 Jobs and Wages by Occupation

### *What is it?*

Wages and jobs by occupation is estimated by California Employment Development Department. These estimates represent the mean wages and are determined by the most recent state occupational survey. Occupations are a calculation of all jobs in the area regardless of the jobholders place of residence.

### *How is it used?*

Wages by occupation help analysts understand which occupational categories are more likely to produce livable wages. Also, wages help compare the progress of occupations in the region as compared with that of the state. Jobs by occupation help workforce development organizations plan appropriately as well as provide job planning for individuals.



### Jobs by Occupation, Sonoma County

Occupation	2009	2014	Percent Change
Management Occupations	9,930	11,150	12.3 %
Business and Financial Operations Occupations	9,280	9,060	- 2.4 %
Computer and Mathematical Occupations	2,900	3,070	5.9 %
Architecture and Engineering Occupations	3,620	2,990	- 17.4 %
Life, Physical, and Social Science Occupations	1,870	1,720	- 8.0 %
Community and Social Services Occupations	2,250	3,430	52.4 %
Legal Occupations	570	780	36.8 %
Education, Training, and Library Occupations	12,050	11,380	- 5.6 %
Arts, Design, Entertainment, Sports, and Media Occupations	1,960	2,340	19.4 %
Healthcare Practitioners and Technical Occupations	9,440	10,600	12.3 %
Healthcare Support Occupations	4,740	4,070	- 14.1 %
Protective Service Occupations	3,630	2,810	- 22.6 %
Food Preparation and Serving-Related Occupations	17,120	19,770	15.5 %
Building and Grounds Cleaning and Maintenance Occupations	6,480	7,030	8.5 %
Personal Care and Service Occupations	4,810	6,130	27.4 %
Sales and Related Occupations	19,230	21,550	12.1 %
Office and Administrative Support Occupations	28,190	27,430	- 2.7 %
Farming, Fishing, and Forestry Occupations	2,200	2,380	8.2 %
Construction and Extraction Occupations	8,960	7,940	- 11.4 %
Installation, Maintenance, and Repair Occupations	5,610	6,080	8.4 %
Production Occupations	11,280	11,990	6.3 %
Transportation and Material Moving Occupations	10,860	10,870	0.1 %

Source: California Employment Development Department

BETWEEN  
2009 & 2014,  
COMMUNITY  
& SOCIAL  
& SERVICE  
OCCUPATIONS  
INCREASED BY

**52**  
PERCENT

## Wages by Occupation

Occupation	Mean Hourly Wage, Sonoma County	Annual Sonoma County Wages	Annual State Wages	Percent of State Wages
Management Occupations	\$ 54.11	\$ 112,530	\$ 126,847	88.7 %
Business and Financial Operations Occupations	\$ 35.13	\$ 73,077	\$ 80,844	90.4 %
Computer and Mathematical Occupations	\$ 42.71	\$ 88,834	\$ 100,839	88.1 %
Architecture and Engineering Occupations	\$ 42.43	\$ 88,266	\$ 97,006	91.0 %
Life, Physical, and Social Science Occupations	\$ 35.76	\$ 74,375	\$ 79,333	93.8 %
Community and Social Services Occupations	\$ 24.64	\$ 51,246	\$ 52,270	98.0 %
Legal Occupations	\$ 53.44	\$ 111,151	\$ 121,778	91.3 %
Education, Training, and Library Occupations	\$ 24.74	\$ 51,459	\$ 58,901	87.4 %
Arts, Design, Entertainment, Sports, and Media Occupations	\$ 27.15	\$ 56,478	\$ 71,424	79.1 %
Healthcare Practitioners and Technical Occupations	\$ 40.40	\$ 84,038	\$ 93,985	89.4 %
Healthcare Support Occupations	\$ 19.02	\$ 39,556	\$ 34,682	114.1 %
Protective Service Occupations	\$ 28.15	\$ 58,552	\$ 53,933	108.6 %
Food Preparation and Serving-Related Occupations	\$ 11.89	\$ 24,729	\$ 24,013	103.0 %
Building and Grounds Cleaning and Maintenance Occupations	\$ 15.30	\$ 31,810	\$ 29,501	107.8 %
Personal Care and Service Occupations	\$ 14.32	\$ 29,777	\$ 27,488	108.3 %
Sales and Related Occupations	\$ 19.54	\$ 40,635	\$ 43,296	93.9 %
Office and Administrative Support Occupations	\$ 19.88	\$ 41,344	\$ 39,974	103.4 %
Farming, Fishing, and Forestry Occupations	\$ 12.73	\$ 26,459	\$ 21,585	122.6 %
Construction and Extraction Occupations	\$ 28.55	\$ 59,374	\$ 54,925	108.1 %
Installation, Maintenance, and Repair Occupations	\$ 25.01	\$ 52,023	\$ 50,441	103.1 %
Production Occupations	\$ 17.95	\$ 37,334	\$ 35,848	104.1 %
Transportation and Material Moving Occupations	\$ 16.73	\$ 34,801	\$ 35,574	97.8 %

Source: California Employment Development Department



## 3.14 Fair Market Rent

### *What is it?*

Fair market rent acts as a proxy for monthly rent values. It is calculated by the U.S. Department of Housing and Urban Development using surveys of privately-owned dwellings with standard sanitary facilities. Fair market rent is set at the fortieth percentile, which means that 40 percent of the units in a given area rent for less than the fair market rent and 60 percent rent for more. It is calculated for various numbers of bedrooms in the house or apartment. Fair market rental values are gross rent estimates and they include shelter, rent, and the cost of utilities, except telephone.

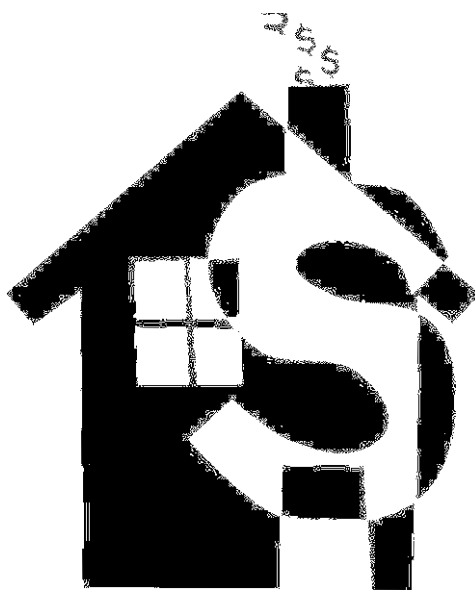
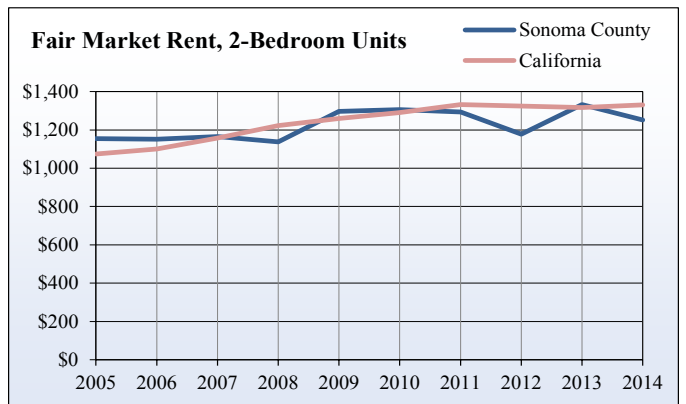
### *How is it used?*

Most wealthy households can afford a home. Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market in the region and are useful for individuals or businesses contemplating a move to the area.

**Fair Market Rent, Sonoma County**

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
2005	\$ 751	\$ 914	\$ 1,154	\$ 1,638	\$ 1,914
2006	\$ 749	\$ 912	\$ 1,151	\$ 1,633	\$ 1,910
2007	\$ 758	\$ 923	\$ 1,165	\$ 1,653	\$ 1,933
2008	\$ 740	\$ 901	\$ 1,137	\$ 1,613	\$ 1,886
2009	\$ 844	\$ 1,026	\$ 1,296	\$ 1,839	\$ 2,150
2010	\$ 850	\$ 1,034	\$ 1,306	\$ 1,853	\$ 2,167
2011	\$ 842	\$ 1,024	\$ 1,293	\$ 1,835	\$ 2,145
2012	\$ 767	\$ 933	\$ 1,178	\$ 1,672	\$ 1,954
2013	\$ 873	\$ 1,018	\$ 1,332	\$ 1,963	\$ 2,301
2014	\$ 820	\$ 956	\$ 1,251	\$ 1,843	\$ 2,161

Source: U.S. Department of Housing and Urban Development



**BETWEEN  
2005 & 2014,  
FAIR MARKET  
RENT IN  
SONOMA  
COUNTY  
INCREASED BY**

**13 PERCENT**

**FOR FOUR  
BEDROOM  
UNITS**

# 3.15 Median Home Price

## What is it?

Median home prices are calculated by the California Association of Realtors using the market data for the number of homes sold in a particular area and the prices associated with those sales. Unlike the average price of homes sold, which can be skewed by extremely high sales or very low sales, median home price indicates the price which separates the larger half of median home values from the lower half. This is usually a more reliable indicator compared to others.

## How is it used?

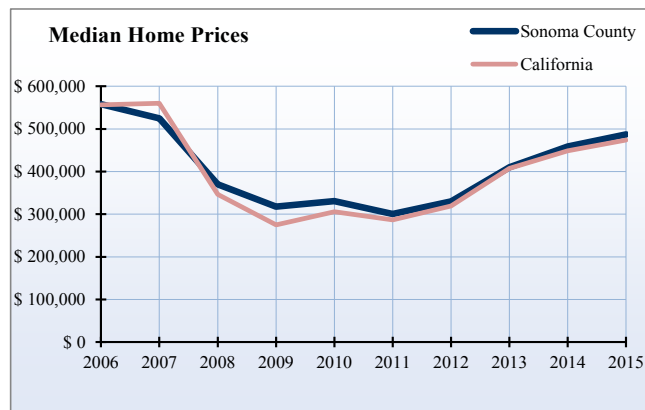
This indicator can be used to track the health of a region's real estate market as a whole. This information is important for home buyers as well as investors to make decisions on buying or selling of residential real estate. Between 2006 and 2015, the median home price in Sonoma County follows the same trend as the state average.



### Median Home Price and Average Days on Market

	County median price	1-year change	Units sold	Average days on market	California median price*
2006	\$ 557,975	n/a	5,206	86	\$ 556,640
2007	\$ 525,000	- 5.9 %	4,005	105	\$ 560,270
2008	\$ 369,940	- 29.5 %	4,929	102	\$ 346,410
2009	\$ 318,000	- 14.0 %	5,473	101	\$ 275,000
2010	\$ 330,800	4.0 %	5,060	99	\$ 305,631
2011	\$ 300,750	- 9.1 %	5,394	106	\$ 286,838
2012	\$ 330,000	9.7 %	6,132	101	\$ 319,310
2013	\$ 410,000	24.2 %	5,647	75	\$ 407,180
2014	\$ 459,000	12.0 %	5,330	67	\$ 448,751
2015	\$ 487,000	6.1 %	5,911	63	\$ 473,995

Source: Bay Area Real Estate Information Services



2015  
**MEDIAN HOME PRICE:**  
**\$487,000**





## 3.16 Housing Affordability

### *What is it?*

The housing affordability index is a ratio indicating the percentage of households in an area that can afford a median priced home as first-time home buyers. A reading of 100 means a family earning the area's median family income (reported by the Census Bureau) can qualify for a mortgage on a typical, median-priced existing single-family home. Values above 100 indicate that housing is generally affordable, while values below 100 typically signal unaffordable conditions. The calculation assumes a 20 percent down payment. Therefore, an increase in the Housing Affordability Index shows that the average family is more able to afford the median priced home.

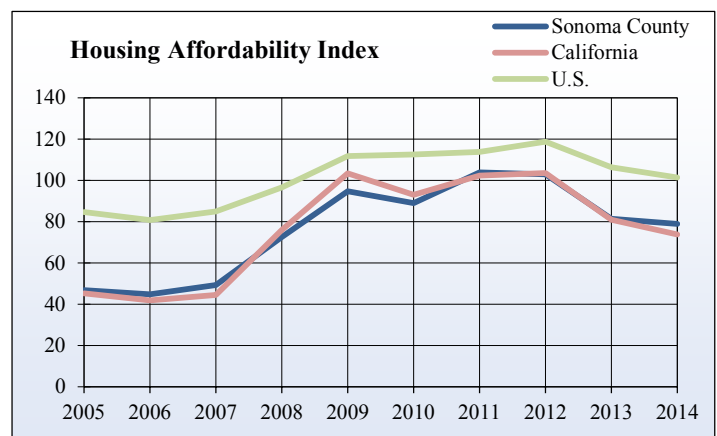
### *How is it used?*

The housing affordability index tracks the health of the housing market as well as family household progress. Home ownership is a definite priority for social prosperity and financial stability among families.

### Housing Affordability Index, Sonoma County

2005	46.8	45.2	84.6
2006	44.8	41.8	80.8
2007	49.3	44.4	85.0
2008	72.5	75.9	96.6
2009	94.6	103.4	111.8
2010	89.0	93.0	112.5
2011	103.8	102.2	113.8
2012	102.9	103.5	118.7
2013	81.4	80.8	106.2
2014	78.9	73.8	101.4

Source: Bay Area Real Estate Information Services (county home prices), California Association of Realtors (California and National home prices), Federal Housing Finance Board (interest rates), U.S. Census Bureau (median family income), and the National Association of Realtors (calculation formula)



**2005-2014  
HOUSING AFFORDABILITY  
INDEX  
PERCENT CHANGE 69 PERCENT MORE AFFORDABLE**

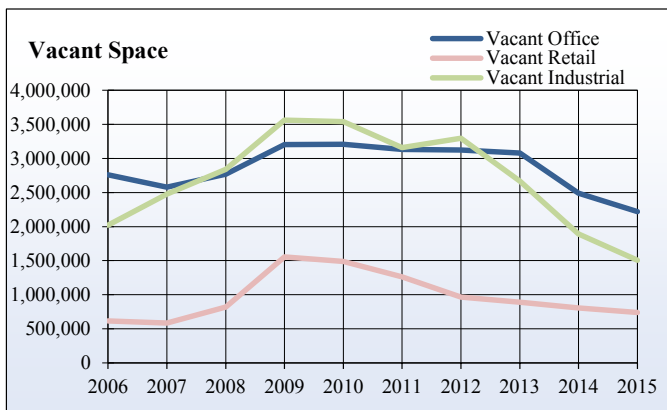
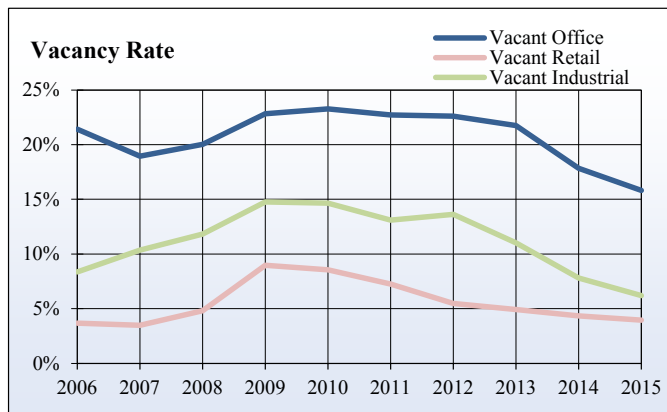
## 3.17 Commercial Vacancy Rates

### What is it?

Vacancy rates are calculated by dividing average square footage of available space for retail, office, and industrial use by the total square footage in the county dedicated to the specified use. Vacancy rates can be seen one of two ways. County officials see high or raising vacancy rates as a negative because it means that there must have been business closures or relocations outside the county. From a business standpoint, high vacancy rates often mean lower rent due to the abundant supply.

### How is it used?

Vacancy rates are an important indicator of economic performance, and they indicate how business is moving. Low vacancy rates are a sign that market conditions for business are good which means that businesses will have confidence to invest in expanding and upgrading and new businesses are starting up. If this is the case, then it will lead to an increase in demand for office space. In addition, low vacancy rates are good for landlords. The lower the vacancy rates, the more competition for office space, which typically means landlords can charge higher rent prices. On the contrary, high vacancy rates indicate that conditions for business growth is not good. If businesses are struggling, they're less likely to need as much office space as they look to cut costs, reduce staff and hold off on any expansion plans. However, a high rate can also indicate an oversupply of offices on the market.



### Office Space Vacancy Rate

Year	Vacant Office Sq Ft	Total Office Sq Ft	Vacancy Rate
2006	2,759,871	12,893,250	21.4 %
2007	2,578,805	13,614,714	18.9 %
2008	2,771,328	13,840,683	20.0 %
2009	3,205,161	14,041,299	22.8 %
2010	3,209,552	13,785,598	23.3 %
2011	3,132,821	13,796,301	22.7 %
2012	3,124,288	13,827,701	22.6 %
2013	3,081,135	14,164,743	21.8 %
2014	2,489,223	13,954,019	17.8 %
2015	2,221,287	14,043,128	15.8 %

Source: Keegan & Coppin Company, Inc.

### Retail Space Vacancy Rate

Year	Vacant Retail Sq Ft	Total Retail Sq Ft	Vacancy Rate
2006	613,317	16,705,782	3.7 %
2007	585,911	16,809,111	3.5 %
2008	820,096	16,978,517	4.8 %
2009	1,553,354	17,302,925	9.0 %
2010	1,487,037	17,402,783	8.5 %
2011	1,264,046	17,453,977	7.2 %
2012	966,040	17,586,741	5.5 %
2013	891,105	18,115,546	4.9 %
2014	805,769	18,536,663	4.3 %
2015	739,271	18,638,844	4.0 %

Source: Keegan & Coppin Company, Inc.

### Industrial Space Vacancy Rate

Year	Vacant Industrial Sq Ft	Total Industrial Sq Ft	Vacancy Rate
2006	2,019,806	24,108,854	8.4 %
2007	2,475,934	23,891,970	10.4 %
2008	2,840,121	24,005,676	11.8 %
2009	3,564,386	24,150,198	14.8 %
2010	3,541,432	24,176,083	14.6 %
2011	3,159,098	24,107,054	13.1 %
2012	3,297,124	24,172,685	13.6 %
2013	2,667,044	24,183,951	11.0 %
2014	1,893,589	24,246,938	7.8 %
2015	1,504,537	24,286,076	6.2 %

Source: Keegan & Coppin Company, Inc.





# SOCIAL INDICATORS

Social indicators explain the capacity of community systems to succeed in providing adequate human health, education, safety and social participation. Effective social systems intensify human capacity for growth and improvement, including the capabilities of higher income earnings and of improving the physical environment. These are often called “quality-of-life” measures because they include non-economic community attributes that many people seek.

The leading causes of death in Sonoma County in 2013 were very similar to the state averages. However, presumably due to Sonoma County’s large population of retirement aged residents, there were a few causes that remain higher than state averages including cancer, pulmonary disease, and Alzheimer’s. For heart disease, Sonoma County had a 3.1 percent lower death rate than California. Other social discrepancies were found in the educational system. In 2015, 11.3 percent fewer children received free or reduced meals from their school compared to California’s percentage. This indicates a lower percentage of children were living in low-income households in Sonoma County than in California. However, the percentage of high school graduates eligible for the UC and CSU system was lower in Sonoma County than it was for California as a whole. The percentage of Sonoma County graduates eligible for UC’s and CSU’s slowly decreased from the 2004-2005 school year until the 2009-2010 school year when the percentage increased. In the 2013-2014 school year, 32.9 percent of Sonoma County graduates were eligible for the UC or CSU system.

Between 2003 and 2012, the number of births to teenage mothers was considerably lower than those of California. Between 2005 and 2014, infant mortality and low birth weight infants mostly stayed below California percentages. Over the same time period, the percentage of live births with late or no prenatal care have stayed relatively low and decreased in both Sonoma County and California from 2009 to 2012. In addition, in 2014, the percentage of TANF/CalWORKs recipients in Sonoma County was less than half of those for California, and the percentage of Sonoma County Medi-cal users in 2013 was considerably lower than California’s. In 2014, Sonoma County’s population had higher education levels than that of California. The County had lower percentages of people without a high school diploma, lower high school dropout rates, and a larger percentage with at least a high school education in Sonoma County than in California. From 2008 to 2014, Sonoma County had higher student’s average S.A.T. scores than the state, and Sonoma County has a lower percentage of students enrolled in English language learning. Between 2005 and 2014, property crime and total crime was lower in Sonoma County than the state average, and violent crime rates in Sonoma County steadily decreased since their peak in 2005. Lastly, between 2002 and 2014, voter participation rates were much higher in Sonoma County than it was in California.

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# 4.1 Leading Causes of Death

## What is it?

Each death in a county is reported with certain characteristic information, including age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. The tables show the number of deaths in Sonoma County and in California in order of California's top ten most common causes of death in California between 2004 and 2013. The data is collected and reported by the California Department of Public Health.

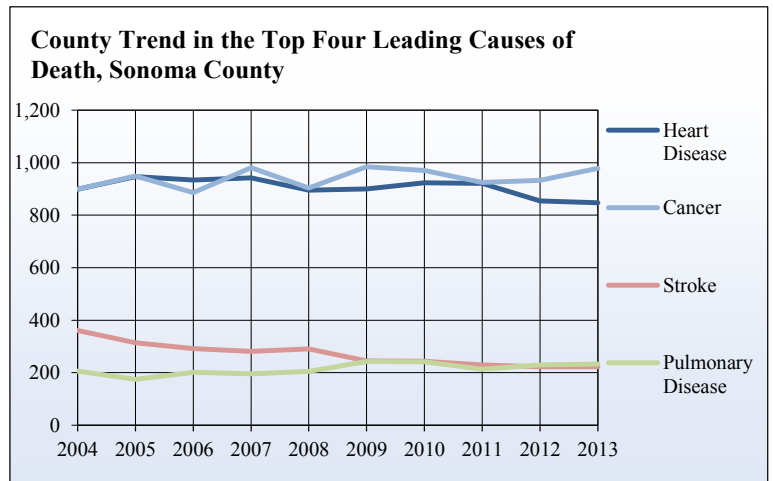
## How is it used?

Cause of death statistics indicates the health of a community. If death rates for preventable causes are greater than the regional average, there may be a health or safety issues that can be addressed locally. If death rates for environmentally-influenced factors, such as cancer and influenza, are high, this may indicate an environmental issue worth investigating.

Cause of Death as a Percentage of Total Deaths, 2013

	Sonoma County	California
Heart Disease	21.0 %	24.1 %
Cancer	24.3 %	23.2 %
Stroke	5.5 %	5.5 %
Pulmonary Disease	5.8 %	5.5 %
Accidents	3.4 %	4.5 %
Alzheimers	7.3 %	4.8 %
Diabetes	2.9 %	3.2 %
Pneumonia & Influenza	1.5 %	2.6 %
Cirrhosis	1.8 %	1.9 %
Suicide	1.3 %	1.6 %
All other causes	25.0 %	23.1 %

Source: California Department of Public Health



IN 2013,  

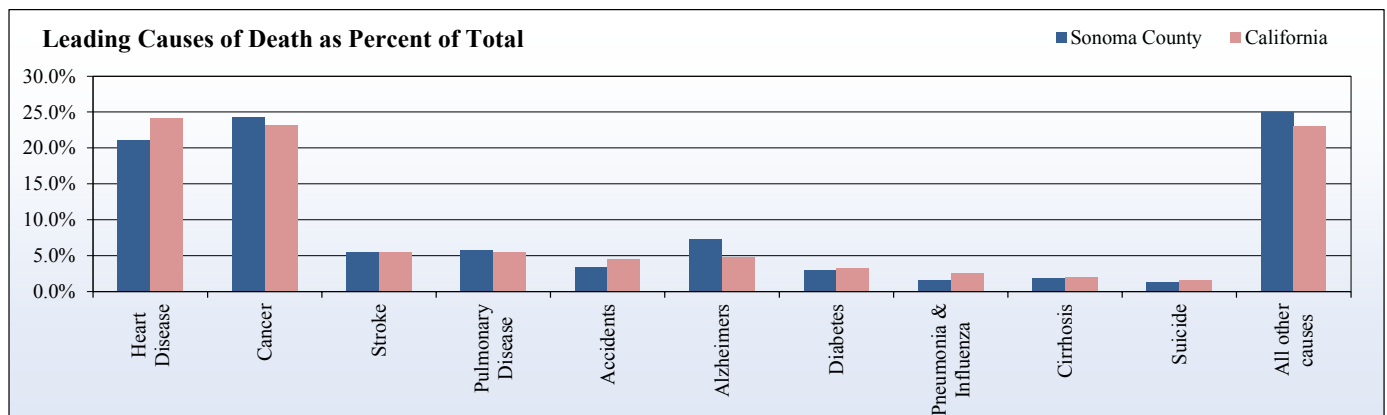
**HEART DISEASE** **21** **PERCENT**  
 ACCOUNTED FOR **OF DEATHS**



### Leading Causes of Death, Sonoma County

Cause of Death	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
All Causes	3,697	3,703	3,778	3,754	3,770	3,945	3,792	3,857	4,032	4,032
Heart Disease	947	934	942	896	900	924	921	854	847	847
Cancer	949	886	981	904	985	970	925	933	979	979
Stroke	314	292	281	291	245	244	229	223	222	222
Pulmonary Disease	174	201	195	205	242	241	213	230	233	233
Accidents	199	156	156	159	164	155	114	149	139	139
Alzheimers	158	176	180	245	218	278	246	238	296	296
Diabetes	98	89	94	89	87	83	100	103	118	118
Pneumonia & Influenza	93	107	98	101	66	54	47	59	62	62
Cirrhosis	59	70	60	57	65	70	63	78	72	72
Suicide	51	50	58	76	63	76	70	61	54	54
All other causes	655	742	733	731	735	850	864	929	1,010	1,010

Source: California Department of Public Health



## 4.2 Births to Teenage Mothers

### What is it?

This is a subset of the birth data published by the California Department of Public Health. The data represented in this section, represents the number of births to teenage mothers and not total teenage pregnancy. Unfortunately, birth data is only reported until 2012.

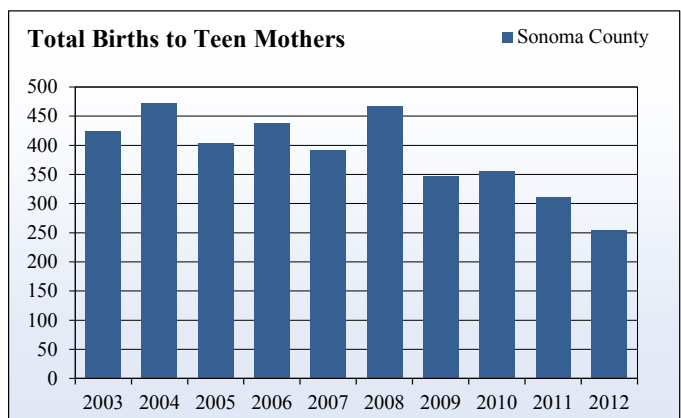
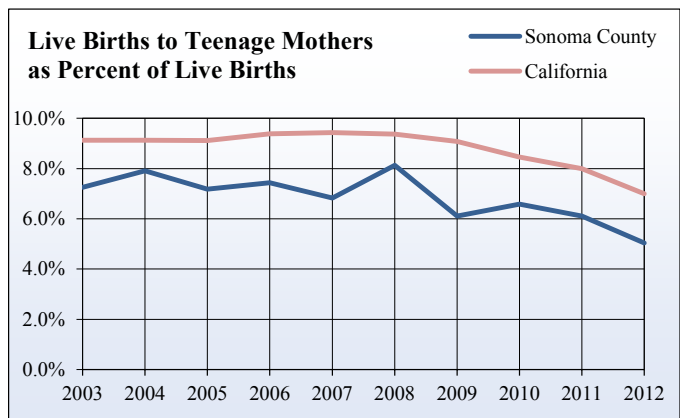
### How is it used?

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. For example, according to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely (before thirty-seven completed weeks of pregnancy). Many factors contribute to the increased risk of health problems of babies born to teenage mothers.

**Total Teen Births, Sonoma County**

Year	Number	Percent of Live Births	
		Sonoma County	California
2003	424	7.3 %	9.1 %
2004	472	7.9 %	9.1 %
2005	403	7.2 %	9.1 %
2006	438	7.4 %	9.4 %
2007	392	6.8 %	9.4 %
2008	468	8.1 %	9.4 %
2009	347	6.1 %	9.1 %
2010	355	6.6 %	8.5 %
2011	311	6.1 %	8.0 %
2012	255	5.0 %	7.0 %

Source: California Department of Public Health



## 4.3 Infant Mortality

### *What is it?*

Infant mortality rates are calculated as deaths of infants less than one year old divided by total births. It is reported by the California Department of Public Health.

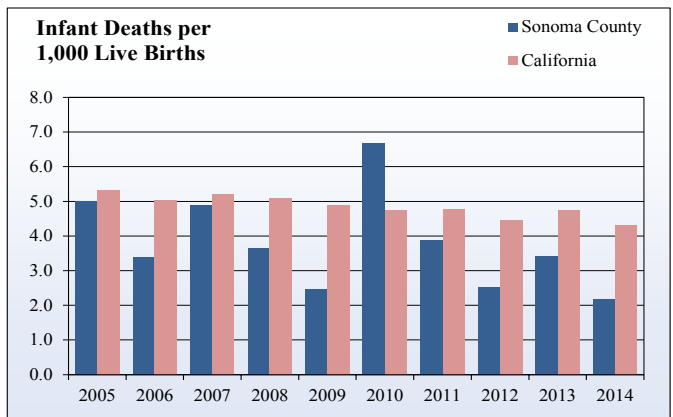
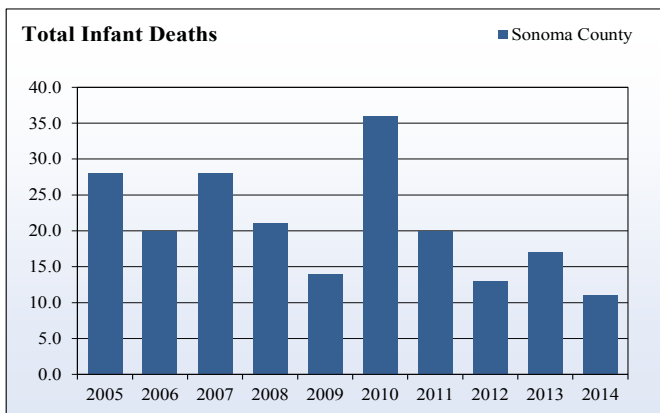

### *How is it used?*

Infant mortality is used to compare the health and well-being of populations internationally. Infant mortality represents many factors surrounding birth, including but not limited to the health and socioeconomic status of the mother, prenatal care, quality of the health services delivered to the mother and child, and infant care. In addition, high infant mortality rates are often considered preventable and can be influenced by various education and care programs.

Number of Infant Deaths, Sonoma County

Year	Number	Deaths per 1,000 Live Births	
		Sonoma County	California
2005	28	5.0	5.3
2006	20	3.4	5.0
2007	28	4.9	5.2
2008	21	3.6	5.1
2009	14	2.5	4.9
2010	36	6.7	4.7
2011	20	3.9	4.8
2012	13	2.5	4.5
2013	17	3.4	4.8
2014	11	2.2	4.3

Source: Center for Disease Control and Prevention, Detailed Mortality Tables

**BETWEEN  
2005 & 2014,  
INFANT  
MORTALITY  
DECREASED  
BY **61%****

# 4.4 Low Birthweight Infants

## What is it?

Births of infants with a low birth weight (less than 2,500 grams, about 5.5 pounds) are reported by the California Department of Public Health as a subset of total births.

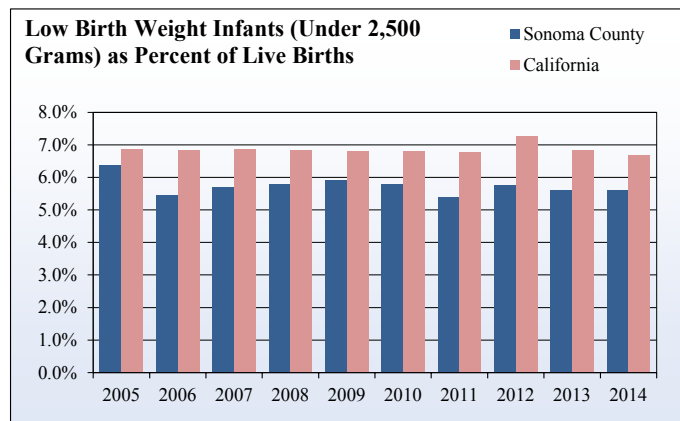
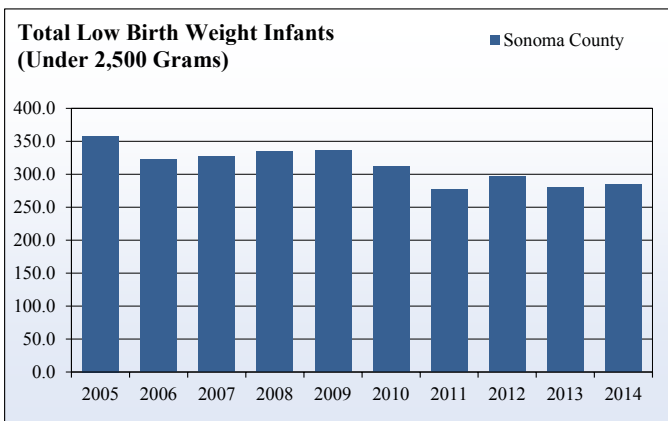
## How is it used?

Low birth weight is a major cause of infant mortality. Birth weight is also an important element in child development. Low birth weight babies are at a higher risk to be born with underdeveloped organs. This can lead to lung problems, such as respiratory distress syndrome, bleeding of the brain, vision loss, and/or serious intestinal problems. Low birth weight babies are more than twenty times more likely to die in their first year of life than babies born at a normal weight.

## Low Birth Weight Infants, Sonoma County

Year	Number	Percent of Live Births	
		Sonoma County	California
2005	358	6.4 %	6.9 %
2006	322	5.5 %	6.9 %
2007	327	5.7 %	6.9 %
2008	334	5.8 %	6.8 %
2009	336	5.9 %	6.8 %
2010	312	5.8 %	6.8 %
2011	277	5.4 %	6.8 %
2012	296	5.8 %	7.3 %
2013	280	5.6 %	6.8 %
2014	284	5.6 %	6.7 %

Source: Center for Disease Control and Prevention, Natality Tables





## 4.5 Late Prenatal Care

### *What is it?*

Late prenatal care is a count of births where the mother first saw a physician about her pregnancy after her third trimester began. Data is collected by county health departments from surveys of every birth and reported to the California Department of Public Health. The survey includes a question about when the mother first sought medical care during her pregnancy.

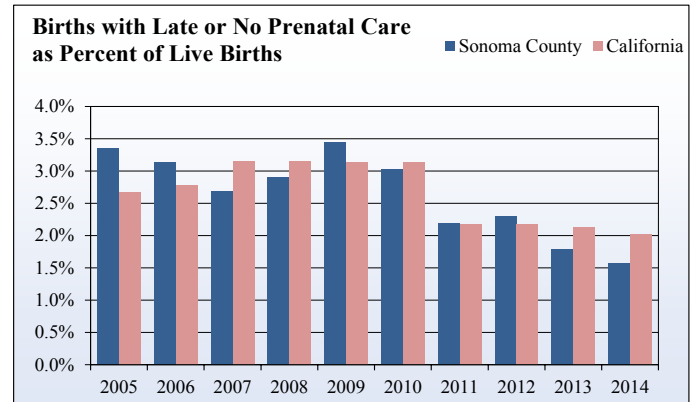
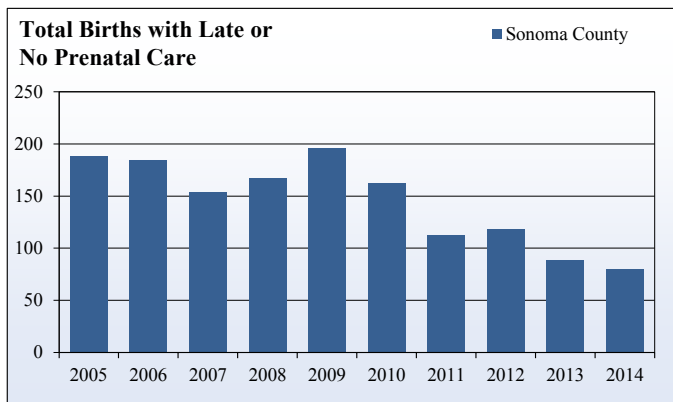
### *How is it used?*

Late prenatal care is one of the more prominent risk factors for many medical complications later in pregnancy, during child-birth, or among the children themselves. Early medical care can help expectant mothers with lifestyle and medication changes that might otherwise affect their child. In both Sonoma County and the state, the percent of woman with late or no prenatal care decreased between 2009 and 2014. This is a good sign of health because it indicates that more woman have access to prenatal care. In addition, it can also indicate that more woman are being educated on the importance of prenatal care during pregnancy.

**Births With Late or No Prenatal Care, Sonoma County**

Year	Number	Percent of Live Births	
		Sonoma County	California
2005	188	3.3 %	2.7 %
2006	185	3.1 %	2.8 %
2007	154	2.7 %	3.2 %
2008	167	2.9 %	3.2 %
2009	196	3.4 %	3.1 %
2010	163	3.0 %	3.1 %
2011	113	2.2 %	2.2 %
2012	118	2.3 %	2.2 %
2013	89	1.8 %	2.1 %
2014	80	1.6 %	2.0 %

Source: California Department of Public Health



## 4.6 TANF/CalWORKs Caseload

### *What is it?*

This indicator shows the annual average number of California Work Opportunity and Responsibility to Kids (CalWORKs) recipients (persons) and cases (families or households). CalWORKs is California's implementation of the federal Temporary Aid to Needy Families (TANF) program. CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. If a family has little or no cash and needs housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help. Families eligible for cash aid are those with needy children who are deprived because of a disability, absence or death of a parent, or unemployment of the principal earner. The assistance is intended to encourage work, enable families to become self-sufficient, and provide financial support for children who lack the proper support and care.

### *How is it used?*

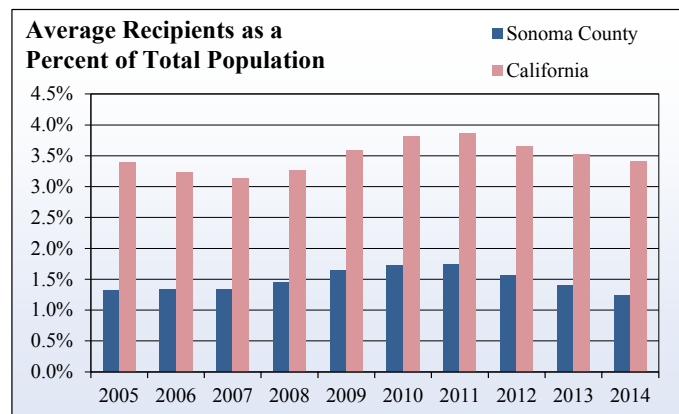
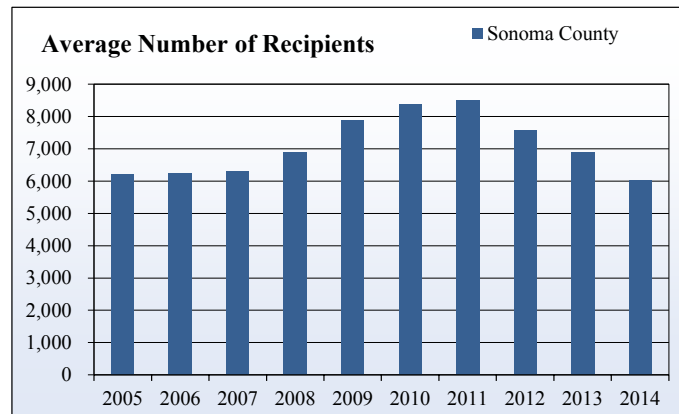
Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKs enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment.

**IN 2014,  
SONOMA COUNTY  
HAD **2.2**  
PERCENT  
LESS  
TANF/  
CALWORKS  
CASELOADS  
THAN CALIFORNIA**

TANF/CalWORKs Caseload, Sonoma County

Year	Average Number of recipients	Recipients per Capita, County	Recipients per Capita, State
2005	6,196	1.3 %	3.4 %
2006	6,249	1.3 %	3.2 %
2007	6,310	1.3 %	3.1 %
2008	6,878	1.4 %	3.3 %
2009	7,866	1.6 %	3.6 %
2010	8,369	1.7 %	3.8 %
2011	8,509	1.7 %	3.9 %
2012	7,586	1.6 %	3.6 %
2013	6,877	1.4 %	3.5 %
2014	6,041	1.2 %	3.4 %

Source: California Department of Social Services



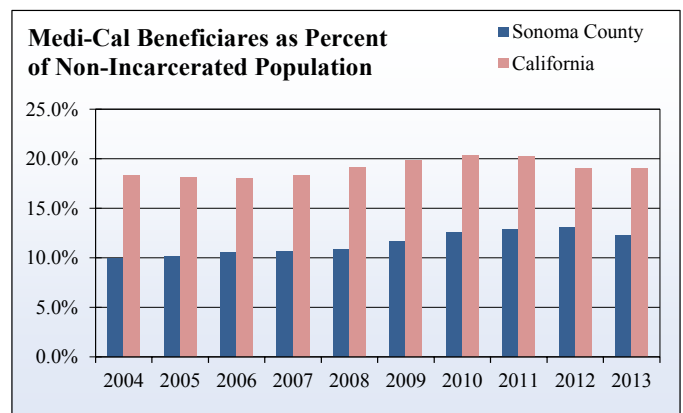
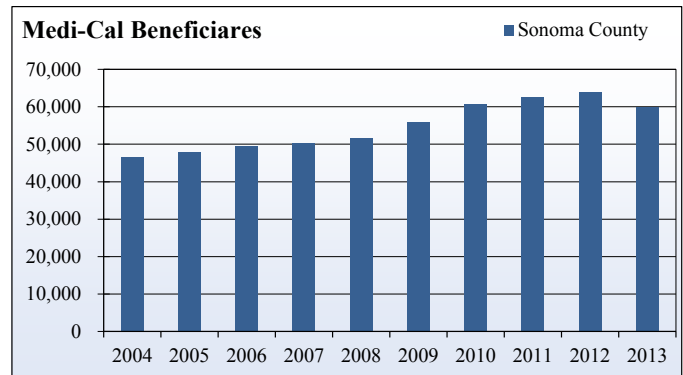
## 4.7 Medi-Cal Caseload

### What is it?

Medi-Cal is California's program that replaces the federal Medicaid program in the state. It was created before Medicaid and, therefore, California legislators successfully requested that the federal government exclude the state from their program. It covers people who are disadvantaged physically or financially. Some examples of Medi-Cal eligible groups are people aged 65 or older, those who are blind or disabled, those who receive a check through the Supplemental Security Income/State Supplemental Payments program, children and parents who receive financial assistance through the CalWORKs program, and women who are pregnant or diagnosed with cervical or breast cancer.

### How is it used?

Information on Medi-Cal programs is helpful in determining the need for public medical assistance in a particular community. As with CalWORKs and food stamps, the relative need for assistance is also an indicator of the social and/or economic status of area residents.



### Medi-Cal Users, Sonoma County

Year	Beneficiaries	Percentage of County Non-Incarcerated Population	California Beneficiaries	Percentage of California Population
2004	46,652	9.9 %	6,560,346	18.3 %
2005	47,844	10.2 %	6,534,983	18.1 %
2006	49,535	10.5 %	6,553,258	18.0 %
2007	50,288	10.7 %	6,721,003	18.3 %
2008	51,592	10.9 %	7,094,877	19.2 %
2009	55,798	11.7 %	7,397,748	19.9 %
2010	60,645	12.6 %	7,594,640	20.4 %
2011	62,643	12.9 %	7,619,341	20.3 %
2012	63,908	13.1 %	7,280,074	19.0 %
2013	60,020	12.2 %	7,280,074	19.0 %

Source: California Department of Healthcare Services

# 4.8 School Free and Reduced Meal Program

## What is it?

This indicator is the count of kindergarten through 12th grade students enrolled in the free or reduced-priced meal program. The program provides meals to students from income-qualifying families. Families only have to claim a certain income level to enroll their children in the program, and no evidence or auditing is required. Periodically, schools will actively promote the program, which can temporarily boost enrollment.

## How is it used?

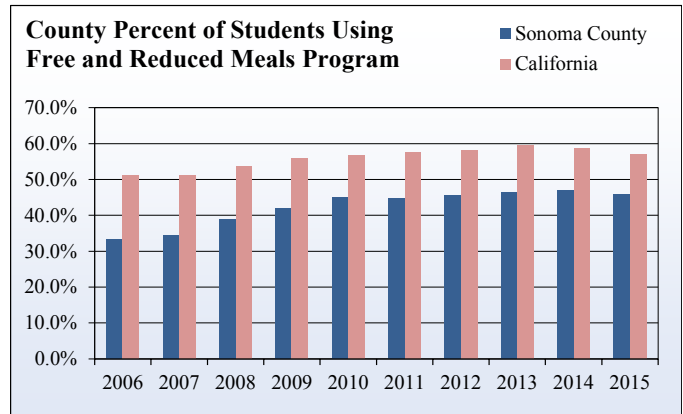
The data can be used to emphasize the degree to which families need assistance within an area. It can also be used as a means to encourage more support for reduced priced lunches if the demand is increasing, or to justify support from the community to continue the assistance program. The data can also be used as a proxy for change in child poverty rates.



### School Free and Reduced Meals, Sonoma County

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students	
			County	California
2006	23,355	70,031	33.3 %	51.0 %
2007	23,497	68,329	34.4 %	51.2 %
2008	26,503	68,209	38.9 %	53.8 %
2009	28,609	68,461	41.8 %	55.9 %
2010	30,512	67,987	44.9 %	56.7 %
2011	30,657	68,467	44.8 %	57.5 %
2012	32,122	70,646	45.5 %	58.0 %
2013	32,915	70,940	46.4 %	59.4 %
2014	33,366	71,108	46.9 %	58.6 %
2015	32,571	71,108	45.8 %	57.1 %

Source: California Department of Education



2006-2015  
SONOMA COUNTY  
PERCENT CHANGE **39** PERCENT INCREASE



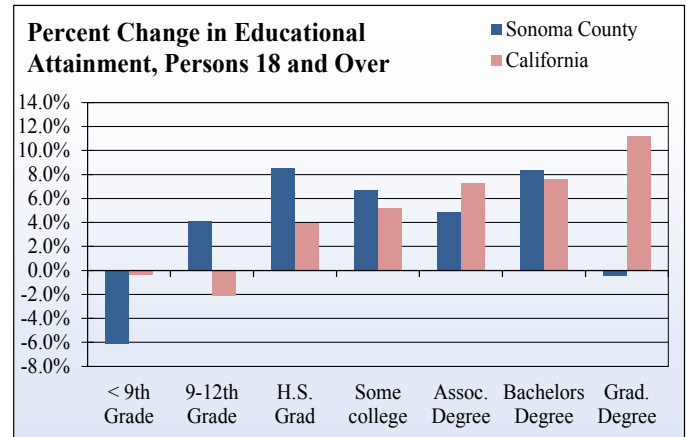
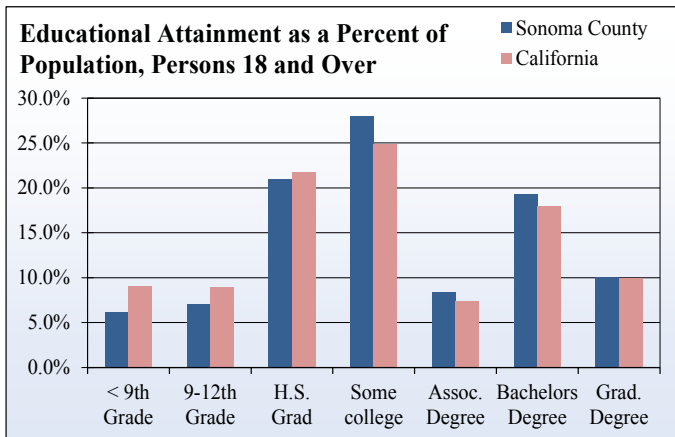
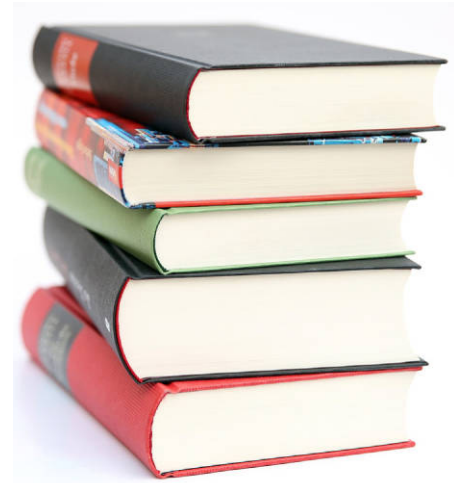
# 4.9 Educational Attainment

## What is it?

Educational attainment is the highest level of education attained by individuals, who are 18 and older, living in the region. The American Community Survey collects data on educational attainment and produces annual estimates for large counties.

## How is it used?

An educated workforce is an important factor for economic development. Educational attainment is linked with the skill level of the workforce. Greater portions of the population with higher educational attainment are linked to higher incomes and lower unemployment. Generally, people with college degrees have an easier time finding jobs. In addition, a region with an educated workforce attracts businesses who employ individuals with a higher level of education, like engineering firms or technology companies.



**Sonoma County Population by Educational Attainment, Population 18 and Over**

Educational Attainment	2009	2014	Percent of total in 2014		Change from 2009 to 2014	
			County	California	County	California
Less than 9th grade	25,596	24,020	6.2 %	9.0 %	- 6.2 %	- 0.4 %
9th to 12th grade, no diploma	26,200	27,269	7.0 %	9.0 %	4.1 %	- 2.2 %
High school graduate or equivalent	74,877	81,281	21.0 %	21.8 %	8.6 %	3.9 %
Some college, no degree	101,629	108,394	28.0 %	24.9 %	6.7 %	5.2 %
Associate's degree	30,929	32,443	8.4 %	7.4 %	4.9 %	7.3 %
Bachelor's degree	69,077	74,871	19.3 %	18.0 %	8.4 %	7.6 %
Graduate or professional degree	39,162	38,980	10.1 %	9.9 %	- 0.5 %	11.2 %
<b>Total Persons Age 18 and Over</b>	<b>367,470</b>	<b>387,258</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>5.4 %</b>	<b>4.8 %</b>

Source: U.S. Bureau of the Census, 2014 ACS 5-yr estimates

# 4.10 High School Dropout Rate

## What is it?

High school dropout rates are calculated by the California Department of Education, and are based on the National Center for Education Statistics definition. The data is derived by adding the number of dropouts from the 12th grade that year, the 11th grade the previous year, the 10th grade two years ago, and the 9th grade three years ago; divided by that sum plus the number of graduates.

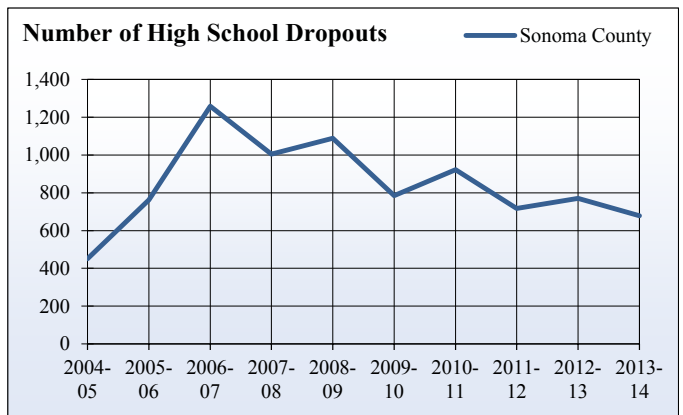
## How is it used?

This rate is an indicator of how well youth are prepared to enter the workforce or to obtain higher levels of education. Lower dropout rates are directly related to lower levels of poverty and higher incomes, which improves economies and diversifies the workforce.

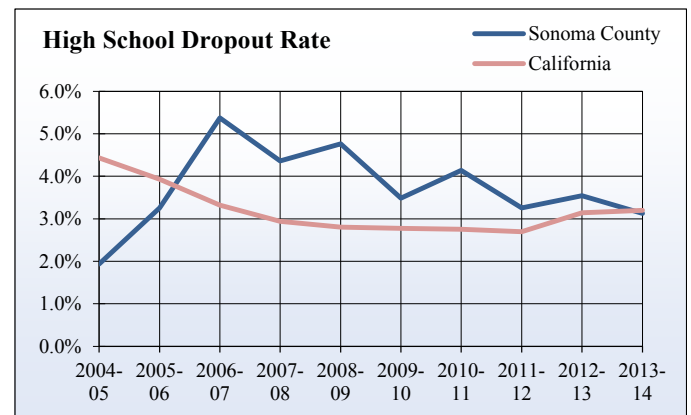
**High School Dropouts, Sonoma County**

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
2004-2005	450	1.9 %	4.4 %
2005-2006	762	3.3 %	3.9 %
2006-2007	1,258	5.4 %	3.3 %
2007-2008	1,005	4.4 %	2.9 %
2008-2009	1,088	4.8 %	2.8 %
2009-2010	785	3.5 %	2.8 %
2010-2011	923	4.1 %	2.8 %
2011-2012	717	3.3 %	2.7 %
2012-2013	770	3.5 %	3.1 %
2013-2014	678	3.1 %	3.2 %

Source: California Department of Education



**IN 2013,  
HIGH SCHOOL  
DROPOUTS  
DECREASED BY  
92 FROM  
THE  
PREVIOUS  
STUDENTS YEAR**



## 4.11 Graduates Eligible for UC or CSU System

### *What is it?*

This indicator is the count of high school graduates who have completed coursework required by either the California State University or the University of California postsecondary education systems. Historic data was reported by schools to the California Department of Education in their annual California Basic Educational Data System (CBEDS) reports. This system has now been replaced with the California Longitudinal Pupil Achievement Data System (CALPADS). Further eligibility based on S.A.T. or other college entrance exams are not included here.

### *How is it used?*

This indicator is important in identifying areas where support to K-12 students is lacking from local schools, the community, and parents. In order to remain a competitive applicant, a college education is critical for most students looking for higher-wage employment; therefore, in areas where there are very few high school graduates qualified to go to a UC or CSU, supplementary programs and educational opportunities are needed to encourage and provide students with the resources they need.

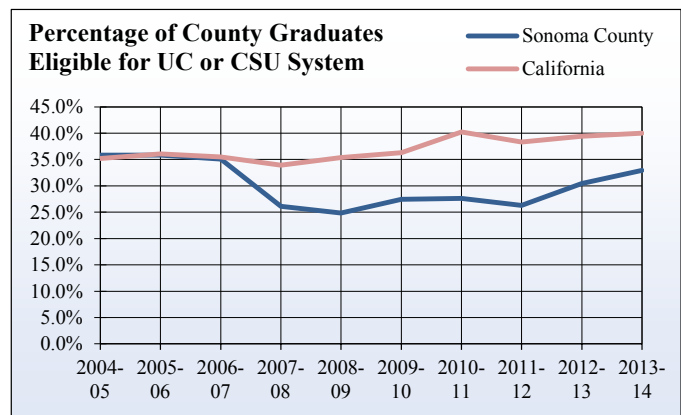
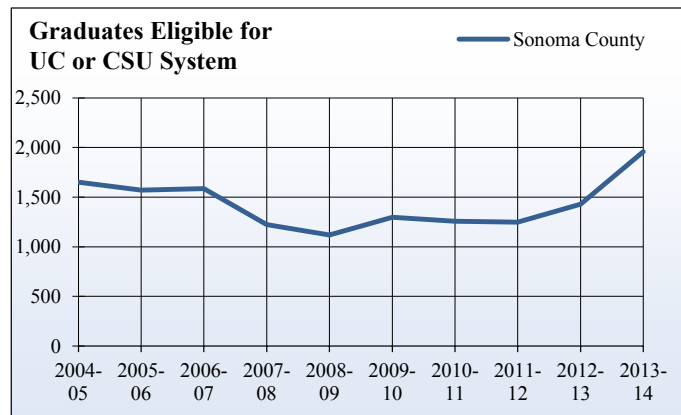


**IN 2013,  
GRADUATES ELIGIBLE  
FOR UC & CSU  
IN SONOMA COUNTY  
WERE 8 PERCENT  
LOWER  
THAN IN  
CALIFORNIA**

**Graduates Eligible for UC or CSU System, Sonoma County**

Year	County Graduates		CA Graduates
	Count	Percentage	Percentage
2004-05	1,650	35.8 %	35.2 %
2005-06	1,571	35.8 %	36.1 %
2006-07	1,587	35.1 %	35.5 %
2007-08	1,222	26.1 %	33.9 %
2008-09	1,119	24.9 %	35.3 %
2009-10	1,297	27.4 %	36.3 %
2010-11	1,257	27.6 %	40.3 %
2011-12	1,249	26.3 %	38.3 %
2012-13	1,429	30.4 %	39.4 %
2013-14	1,957	32.9 %	40.0 %

Source: California Department of Education



## 4.12 Average S.A.T. Scores

### What is it?

The S.A.T. is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors are thought to affect the results of the test scores. Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the S.A.T. is not an accurate measure of the effectiveness of school curriculum or teaching. S.A.T. scores can be affected by the percentage of eligible students taking the test; as the number of test takers increases, scores tend to fall. If a small percentage of students from a school take the test, then the average score could reflect selective testing; a school may encourage only those students who are identified as high achievers to participate. For this reason, the percentage of students who took the exam is provided. The highest possible score a student can receive is 2400.

### How is it used?

S.A.T. scores are usually an indicator of academic performance for children in local schools, except where an exceptionally low or high percentage of students took the test. The measure is commonly used to compare student performance nationally. Scores can also be affected by the social and economic fabric of the community.

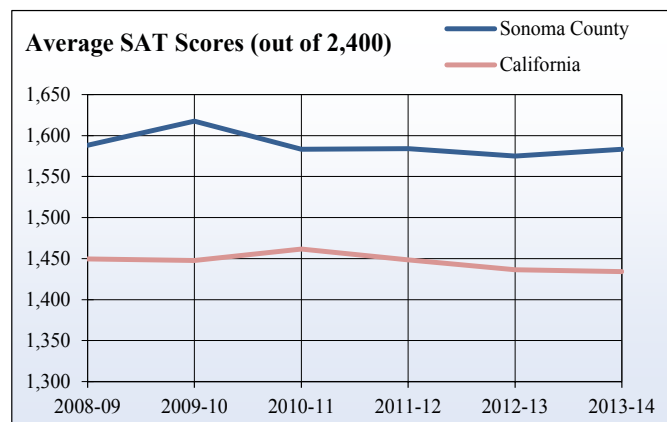
\*Note: In the 2013-14 school year, the California Department of Education changed how it reported total enrollment. In 2013-14, the total enrollment was reported as all students enrolled in 9th-12th grade, while in previous years total enrollment was the count of students in the 12th grade. As a result, the percent of students taking the SAT in the 2013-14 school year is not comparable to the percent taking the test in previous years.

### Average SAT Scores (out of 2,400), Sonoma County

School Year	County		California	
	Percent of Students who took SAT	Average SAT Scores	Percent of Students who took SAT	Average SAT Scores
2008-09	29.5 %	1,588	34.7 %	1,448
2009-10	27.6 %	1,618	33.4 %	1,448
2010-11	32.8 %	1,583	37.9 %	1,462
2011-12	35.9 %	1,584	39.3 %	1,449
2012-13	36.8 %	1,575	40.4 %	1,436
2013-14*	12.5 %	1,583	15.5 %	1,434

Source: California Department of Education

**IN 2013-14,  
SONOMA COUNTY  
HAD 3%  
FEWER STUDENTS  
TAKING THE SAT  
THAN IN CALIFORNIA**





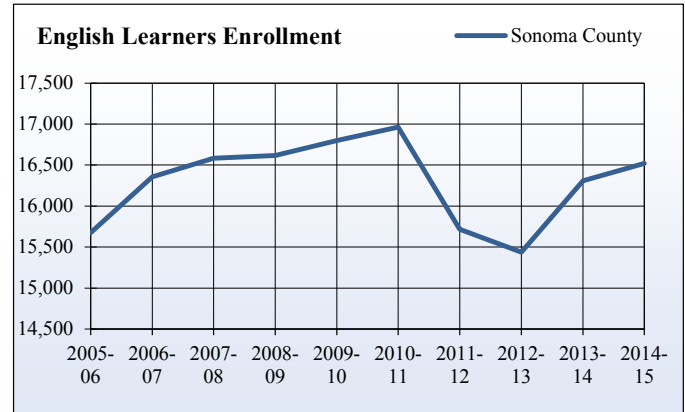
# 4.13 English Learners Enrollment

## What is it?

This is the count of kindergarten through 12th grade students enrolled in English language learning (ELL) programs. These programs were once referred to as “English as a second language” (ESL). The California Department of Education tabulates enrollment by school district.

## How is it used?

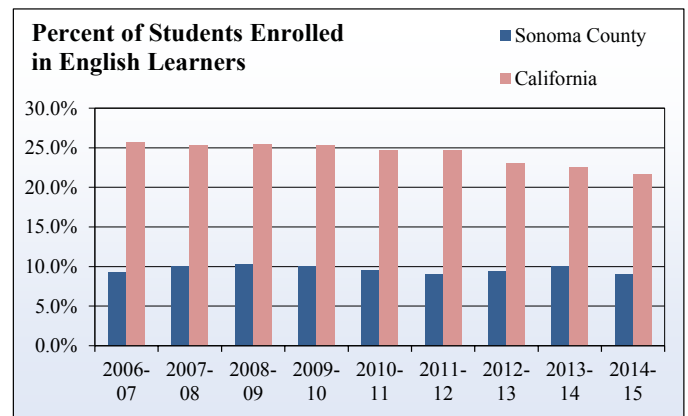
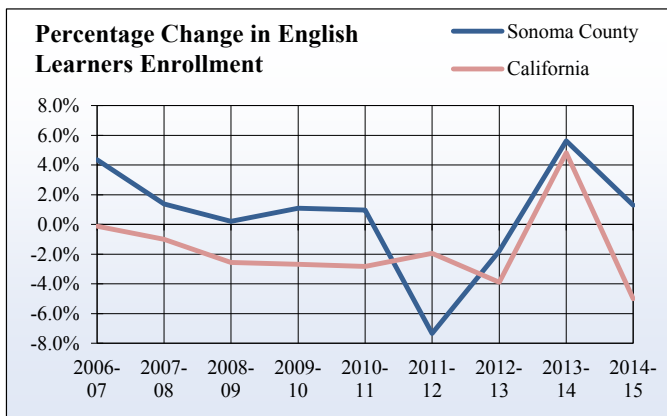
ELL programs require additional school resources per student, although enrollment in the program does not increase school funding, so this can be a measure of hardship for local school districts. It is also a measure of community culture – children and families who continue to primarily use a non-English language can indicate adherence to native culture and may have less access to high paying employment opportunities.



English Learners Enrollment, Sonoma County

Year	Enrolled English Learner Students	Percentage Change in E.L. Enrollment	Total Enrolled Students K-12	Percent of Enrolled Students in E.L.	Percent of Enrolled E.L. Students in California
2005-2006	15,675	n/a	70,868	22.1 %	25.5 %
2006-2007	16,357	4.4 %	70,031	23.4 %	25.6 %
2007-2008	16,582	1.4 %	68,329	24.3 %	25.3 %
2008-2009	16,617	0.2 %	68,209	24.4 %	25.4 %
2009-2010	16,799	1.1 %	68,461	24.5 %	23.8 %
2010-2011	16,962	1.0 %	67,987	24.9 %	23.0 %
2011-2012	15,716	- 7.3 %	70,673	22.2 %	22.5 %
2012-2013	15,437	- 1.8 %	70,637	21.9 %	21.6 %
2013-2014	16,307	5.6 %	70,932	23.0 %	22.7 %
2014-2015	16,519	1.3 %	71,096	23.2 %	21.5 %

Source: California Department of Education



## 4.14 Voter Registration and Participation

### What is it?

Voter information includes voter registration and political party affiliation. It is reported by the California Secretary of State.

### How is it used?

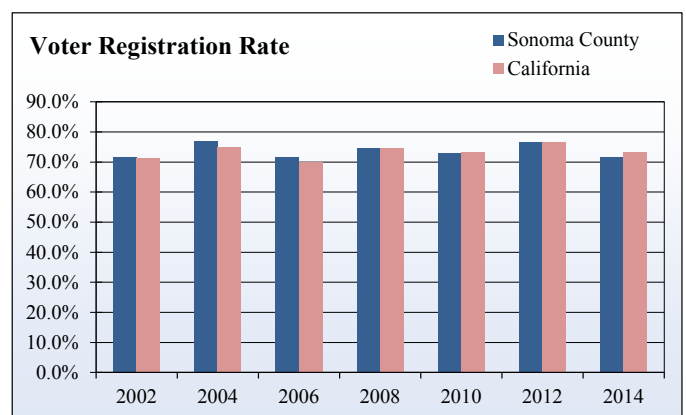
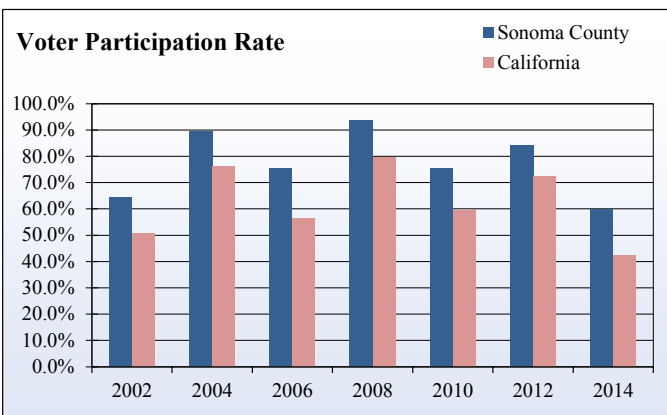
People typically choose a political party representing social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds.



**Voter Participation in General Elections, Sonoma County**

Year	Eligible to Register	Registered Voters	Total Voters	Registration Rate	Participation Rate
2002	324,623	232,808	149,663	71.7 %	64.3 %
2004	323,999	248,998	222,538	76.9 %	89.4 %
2006	328,374	234,891	177,328	71.5 %	75.5 %
2008	332,700	248,122	231,817	74.6 %	93.4 %
2010	339,466	248,273	186,920	73.1 %	75.3 %
2012	339,309	260,315	218,820	76.7 %	84.1 %
2014	341,804	244,448	146,627	71.5 %	60.0 %

Source: California Secretary of State, Elections Divisions



## 4.15 Crime Rates

### What is it?

Crime rate is the number of reported crimes per 100,000 people. It is reported by the California Department of Justice and represents misdemeanor and felony reports, but not infractions.

### How is it used?

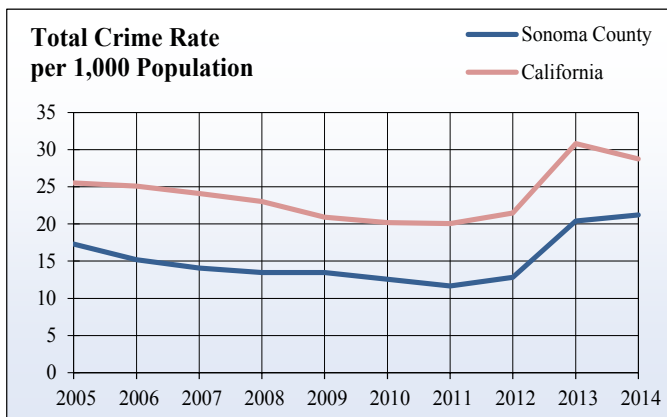
Crime is an important factor in terms of an area's perceived quality of life. An area with a high crime rate is often seen as a much less attractive place to live than one with a low rate. While it is impossible to predict when or where a crime will occur, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies. Crime rates can rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement

agencies. Another issue is where crime rates are calculated in areas with low population and lots of commercial area – crime rates for these areas is artificially high because most crime occurs in commercial areas. Therefore, careful analysis is needed when evaluating change in crime rates. Between 2005 and 2014, Sonoma County followed the same trend as the state. However, Sonoma County was consistently lower than that of California.

**Crime Rate per 1,000 Population, Sonoma County**

Year	Property Crime Rate		Violent Crime Rate		Total Crime Rate	
	County	California	County	California	County	California
2005	12.2	20.2	5.1	5.3	17.3	25.5
2006	10.6	19.7	4.6	5.4	15.2	25.1
2007	9.9	18.8	4.2	5.3	14.1	24.1
2008	9.2	18.0	4.3	5.1	13.5	23.0
2009	9.5	16.2	4.0	4.7	13.5	20.9
2010	8.7	15.8	3.9	4.4	12.6	20.2
2011	8.2	15.9	3.5	4.2	11.7	20.0
2012	9.1	17.2	3.7	4.3	12.8	21.5
2013	16.8	26.8	3.6	4.0	20.4	30.8
2014	17.5	24.8	3.7	4.0	21.2	28.7

Source: California Department of Justice, Criminal Justice Statistics Center

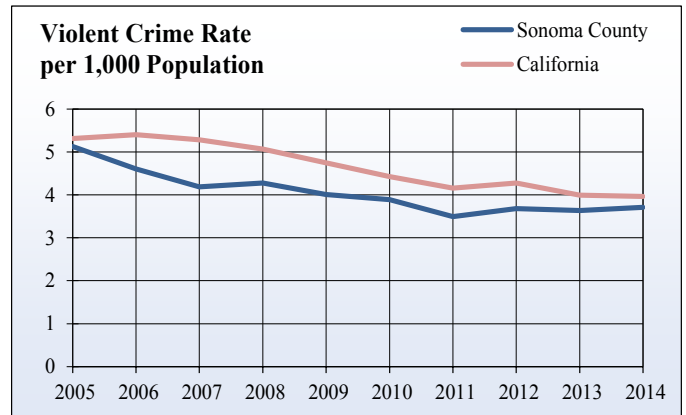


**IN 2014,  
SONOMA COUNTY  
HAD 7.3%  
FEWER PROPERTY  
CRIMES THAN IN  
CALIFORNIA**

**Violent Crimes, Sonoma County**

Year	Homicide	Forcible Rape	Robbery	Aggravated Assault	Total
2005	5	168	288	1,946	2,407
2006	11	173	300	1,679	2,163
2007	8	153	270	1,543	1,974
2008	12	145	274	1,600	2,031
2009	9	163	318	1,427	1,917
2010	6	126	279	1,465	1,876
2011	11	138	234	1,319	1,702
2012	4	152	232	1,404	1,792
2013	9	126	242	1,405	1,782
2014	7	172	239	1,403	1,821

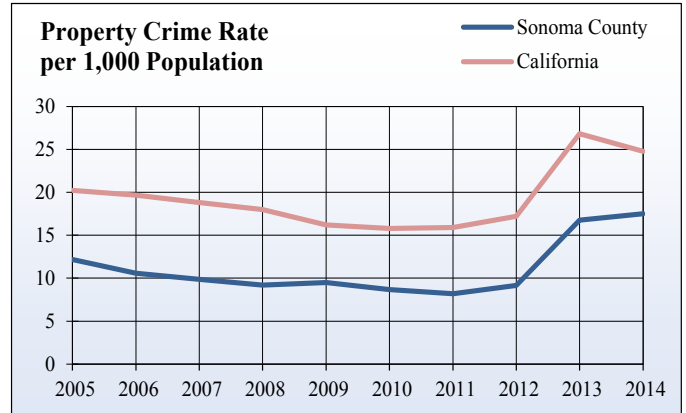
Source: California Department of Justice, Criminal Justice Statistics Center



**Property Crimes, Sonoma County**

Year	Burglary	Motor Vehicle Theft	Larceny Over \$400	Total
2005	2,340	1,310	2,061	5,711
2006	2,209	971	1,789	4,969
2007	2,154	932	1,568	4,654
2008	2,060	815	1,496	4,371
2009	1,993	786	1,758	4,537
2010	1,902	653	1,635	4,190
2011	1,664	602	1,722	3,988
2012	1,826	706	1,919	4,451
2013	1,804	721	1,712	4,237
2014	1,643	840	1,878	4,361

Source: California Department of Justice, Criminal Justice Statistics Center



**BETWEEN 2005 AND 2014,**

**VIOLENT CRIME  
& PROPERTY  
CRIME  
DECREASED BY**

**24  
PERCENT**





# INDUSTRY INDICATORS

Industry indicators show the status and growth of key industries linked to economic growth in any area. Most economic development efforts in Sonoma County focus on some if not all of these industries. Their growth is linked with the environmental, economic, and social improvement of California's communities.

In 2014, Sonoma County's top earning industries were government and government enterprises, manufacturing, and health care and social assistance. The percent of total earnings for government and government enterprises was slightly lower for Sonoma County than for California. Manufacturing and health care and social assistance were both higher percentages in total earnings for Sonoma County when compared to California. Some of the County's industries, such as the energy and utilities industry, and construction, declined between 2006 and 2009. However, many of the industries in Sonoma County experienced positive growth from 2010 to 2014.

The number of jobs in the agriculture industry remained about the same between 2005 and 2014. In 2014, agriculture provided only 2.2 percent of the total jobs and accounted for 4.8 percent of earnings in Sonoma County. Agriculture in Sonoma County was dominated by grapes and wine; milk market and fluids; and poultry. Agricultural earnings were on the rise between 2002 and 2014, surpassing one million dollars in 2014.

In 2014, construction in Sonoma County provided 6.2 percent of the total jobs and 4.6 percent of total earnings. Construction earnings in the County peaked in 2006, at the same time as they did in California, and crashed with the rest of the market. Construction earnings in Sonoma County recovered at about the same rate as those for California, although earnings were roughly \$300,000 below the pre-recession levels. Value of new housing in Sonoma County followed the overall housing market trend; although it was more extreme and sporadic. In 2014, manufacturing in Sonoma County made up 8.3 percent of all jobs and 7.4 percent of total earnings. Compared to manufacturing in California, which makes up 6.3 percent of the total jobs and 6.8 percent of the earnings.

In 2014, travel and recreation jobs accounted for 10.9 percent of total jobs and 3.4 percent of total earnings. These numbers were very similar to the State averages, and remained fairly constant over the past decade. Retail jobs and earnings in Sonoma County and California were hardly affected by the recession. Retail earnings in the County and the State fell by less than 1 percent during the recession. Retail accounts for 10.5 percent of all jobs in Sonoma County.

Between 2005 and 2014, government jobs and the income from these jobs remained stable for both Sonoma County and for California. In 2014, government jobs in Sonoma County accounted for 10.2 percent of total jobs in the area and approximately 9.3 percent of the total earnings which were both less than those for California.

## In this Section

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# 5.1 Agriculture

## What is it?

The agricultural sector of the economy has vast effects on the entire economy as a whole, especially in rural areas. When agricultural production changes, it leads to an effect on overall jobs and income not only in the agricultural sectors, but in other industries as well. The United States Department of Agriculture releases a summary of the agricultural commissioner's reports to track the changes in overall agricultural production. Farm income is separated by livestock and crop measurements, government payments and other payments. The distribution of farm income represents farm wages separated by proprietor and corporate farm income. Top crops by value shows the top ten crops by total revenue within the county. Agriculture jobs and income are also provided to show how locals benefit from the agriculture industry.

## How is it used?

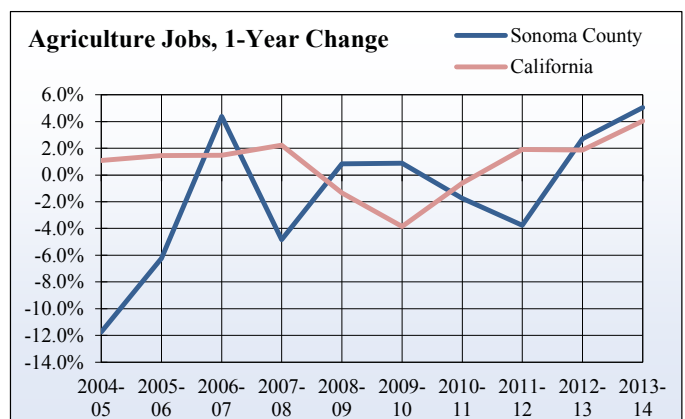
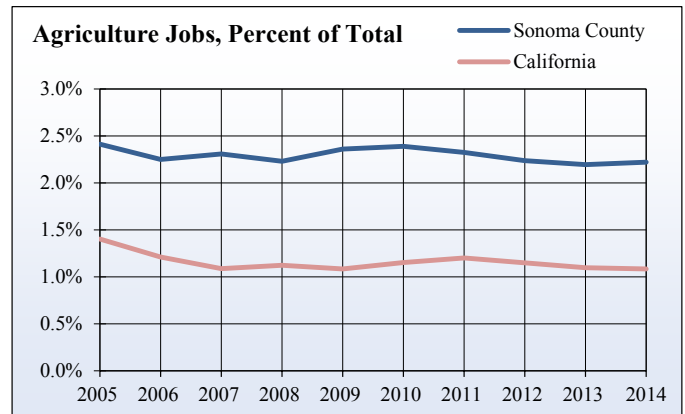
Agriculture is typically a base industry, that is, it is responsible for bringing in revenues from outside the county to support the local economy. Values for agricultural production are important to monitor because they indicate how much agriculture is contributing year-to-year. Agriculture tends to be a volatile industry, subject to annual fluctuations based on weather, crop prices, and other factors. The sustainability of the agricultural sector depends on stability over a longer period of time.



**Agriculture Jobs, Sonoma County**

Year	Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	6,638	2.4 %	1.4 %	- 11.8 %	1.1 %
2006	6,225	2.2 %	1.2 %	- 6.2 %	1.5 %
2007	6,498	2.3 %	1.1 %	4.4 %	1.5 %
2008	6,183	2.2 %	1.1 %	- 4.8 %	2.2 %
2009	6,235	2.4 %	1.1 %	0.8 %	- 1.3 %
2010	6,290	2.4 %	1.1 %	0.9 %	- 3.9 %
2011	6,180	2.3 %	1.2 %	- 1.7 %	- 0.6 %
2012	5,947	2.2 %	1.1 %	- 3.8 %	1.9 %
2013	6,109	2.2 %	1.1 %	2.7 %	1.9 %
2014	6,417	2.2 %	1.1 %	5.0 %	4.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis





**Agriculture Earnings (in Thousands), Sonoma County**

Year	Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 795,866	4.0 %	2.0 %	n/a	0.2 %
2006	\$ 746,681	3.5 %	1.8 %	-6.2 %	-2.3 %
2007	\$ 790,829	3.6 %	2.0 %	5.9 %	11.3 %
2008	\$ 742,616	3.4 %	1.8 %	-6.1 %	-4.3 %
2009	\$ 783,925	3.8 %	2.0 %	5.6 %	3.3 %
2010	\$ 784,401	3.7 %	2.0 %	0.1 %	4.0 %
2011	\$ 786,603	3.5 %	2.1 %	0.3 %	12.1 %
2012	\$ 945,946	3.9 %	2.0 %	20.3 %	4.2 %
2013	\$ 976,616	3.9 %	2.1 %	3.2 %	6.4 %
2014	\$ 1,178,767	4.8 %	2.1 %	20.7 %	5.4 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**Source of Farm Income (in Thousands), Sonoma County**

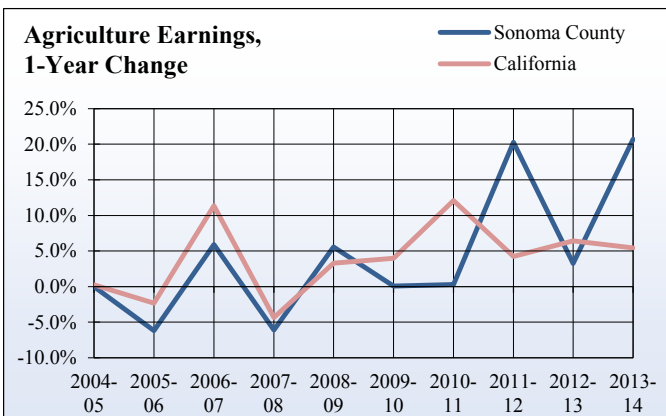
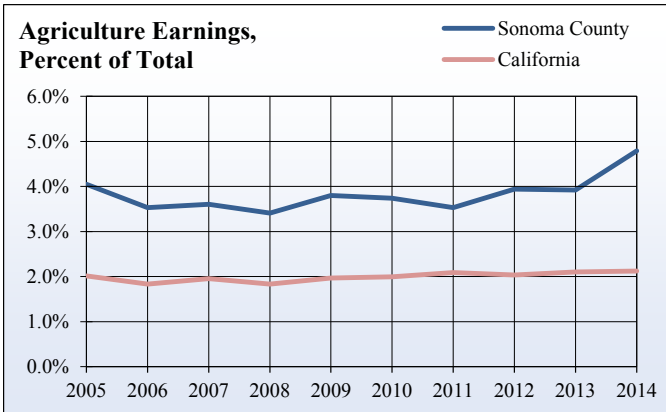
Year	Cash Receipts		Government Payments	Other Misc. Income
	Livestock	Crops		
2005	\$ 181,203	\$ 486,823	\$ 2,713	\$ 35,588
2006	\$ 136,649	\$ 454,589	\$ 2,207	\$ 46,133
2007	\$ 226,292	\$ 433,939	\$ 685	\$ 35,556
2008	\$ 216,722	\$ 387,018	\$ 2,869	\$ 51,182
2009	\$ 200,443	\$ 491,291	\$ 6,730	\$ 45,245
2010	\$ 223,649	\$ 421,989	\$ 3,066	\$ 48,053
2011	\$ 252,471	\$ 397,753	\$ 1,152	\$ 58,702
2012	\$ 249,394	\$ 442,317	\$ 3,110	\$ 49,905
2013	\$ 377,180	\$ 706,302	\$ 3,004	\$ 67,515
2014	\$ 429,079	\$ 706,172	\$ 3,130	\$ 64,305

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**Distribution of Farm Income (in Thousands), Sonoma County**

Year	Farm Proprietors	Corporate Farm Income	Farmworker Wages
2005	\$ 39,890	\$ 31,167	\$ 127,560
2006	\$ 2,067	- \$ 5,770	\$ 124,106
2007	\$ 23,397	- \$ 5,770	\$ 119,553
2008	- \$ 56,640	\$ 8,234	\$ 128,399
2009	\$ 71,103	- \$ 56,627	\$ 138,505
2010	- \$ 33,091	\$ 4,018	\$ 130,838
2011	- \$ 2,746	- \$ 24,956	\$ 111,441
2012	\$ 9,045	- \$ 26,460	\$ 97,267
2013	\$ 202,416	- \$ 17,464	\$ 135,880
2014	\$ 124,527	\$ 69,322	\$ 130,420

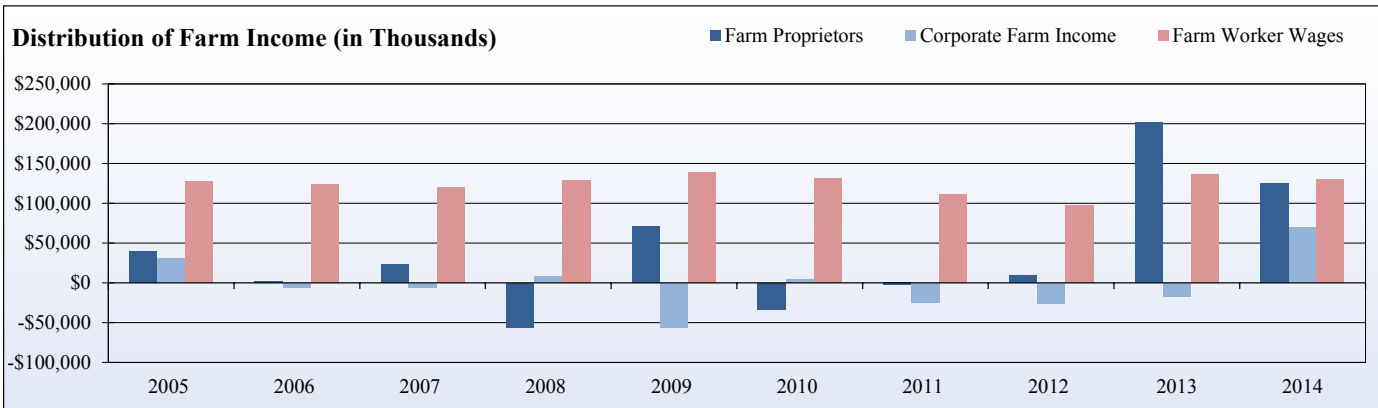
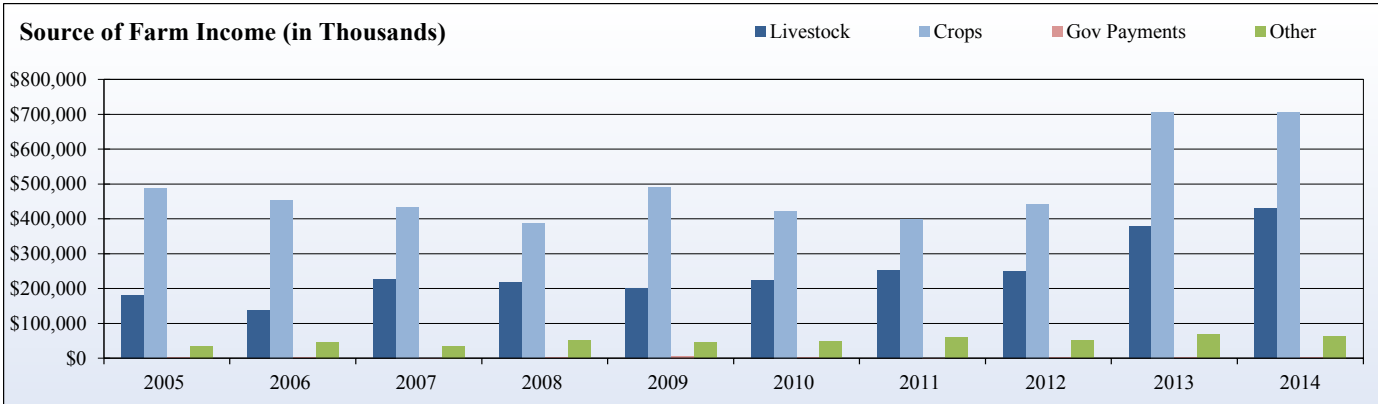
Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Value of Agricultural and Timber Production (in Thousands), Sonoma County**

Year	Agricultural Value	Timber Value	Timber as a Percent of Total Value	Total Value
2004	\$ 528,232	\$ 5,749	1.1 %	\$ 533,981
2005	\$ 637,333	\$ 4,984	0.8 %	\$ 642,317
2006	\$ 590,618	\$ 6,324	1.1 %	\$ 596,942
2007	\$ 639,056	\$ 5,498	0.9 %	\$ 644,554
2008	\$ 593,407	\$ 6,806	1.1 %	\$ 600,213
2009	\$ 649,518	\$ 512	0.1 %	\$ 650,030
2010	\$ 593,822	\$ 4,020	0.7 %	\$ 597,842
2011	\$ 581,081	\$ 1,728	0.3 %	\$ 582,809
2012	\$ 821,346	\$ 771	0.1 %	\$ 822,117
2013	\$ 848,321	\$ 3,553	0.4 %	\$ 851,874

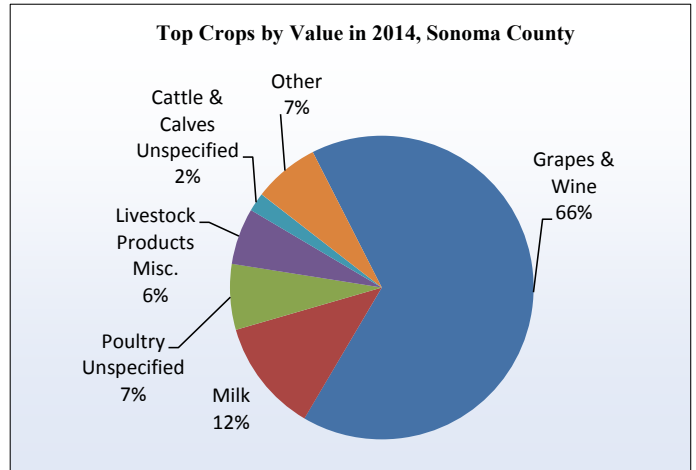
Source: USDA National Agricultural Statistics Service



**Top Crops By Value in 2014, Sonoma County**

Crop Name	Value
Grapes & Wine	\$ 592,798,000
Milk Market Fluid	\$ 109,541,000
Poultry Unspecified	\$ 65,445,000
Livestock Products Misc.	\$ 54,198,000
Cattle & Calves Unspecified	\$ 15,839,000
Vegetables Unspecified	\$ 12,613,000
Nursery Products Misc.	\$ 11,770,000
Sheep & Lambs Unspecified	\$ 7,573,000
Nursery Woody Ornamntals	\$ 7,377,000
Pasture Range	\$ 6,501,000
Other	\$ 15,360,100
<b>Total Value of Agriculture</b>	<b>\$ 899,015,100</b>

Source: USDA National Agriculture Statistics Service



## 5.2 Energy and Utilities

### *What is it?*

Electricity use and generation is reported by the California Energy Commission. Electricity generation capacity is the amount of energy that power plants with more than 0.1 megawatts in capacity are capable of producing, assuming they are running at full capacity 100 percent of the time. Actual production is somewhat less than capacity, especially for plant types that use less reliable sources, such as solar, wind, and hydroelectric. Energy and utilities jobs and income are also provided to show how locals benefit from the industry.

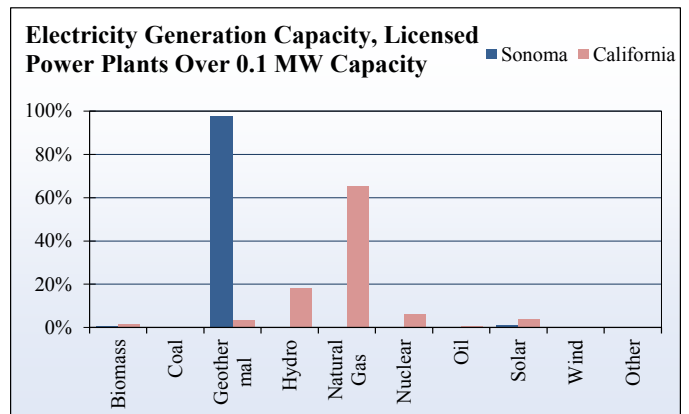
### *How is it used?*

Changes in electrical generation capacity allow planners an estimate of growth and capabilities of electrical capacity. The data can be compared to energy use in the Environment section to evaluate whether an area is energy self-sufficient. In addition, energy is often a base industry in rural counties and provides a valuable economic indicator.

### Electricity Generation Capacity, Other

Facility Type	Total Capacity (Megawatts)	Percent of Capacity	
		County	California
Biomass	9.1	0.7%	1.5%
Coal	0	0.0%	0.4%
Geothermal	1237.9	97.8%	3.6%
Hydro	2.79	0.2%	18.3%
Natural Gas	1.4	0.1%	65.5%
Nuclear	0	0.0%	6.0%
Oil	0	0.0%	0.5%
Solar	14.21	1.1%	4.0%
Wind	0	0.0%	0.2%
Other	0	0.0%	0.0%

Source: The California Energy Commission



**IN 2014,  
ENERGY &  
UTILITY  
JOBS  
DECREASED BY**



**40 PERCENT FROM THE PREVIOUS YEAR**



**Energy and Utilities Earnings (in Thousands),  
Sonoma County**

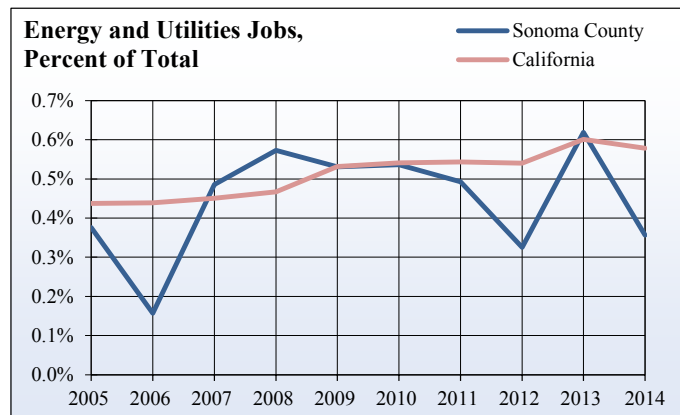
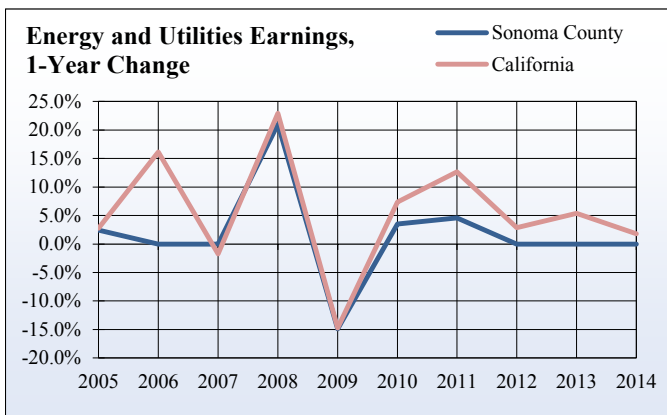
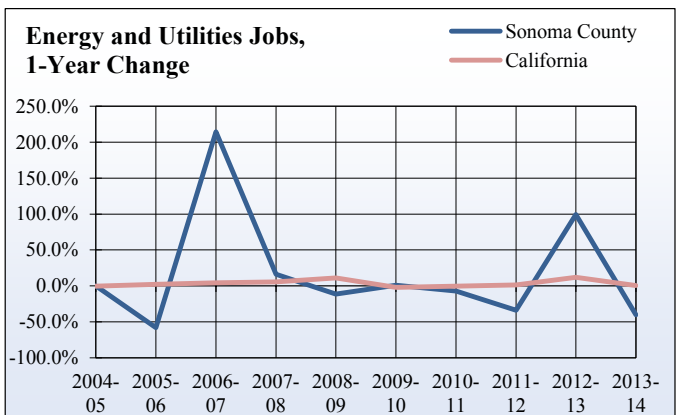
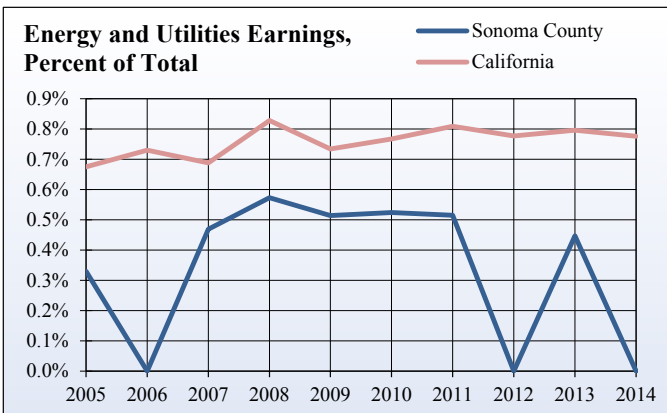
Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 64,828	0.33 %	0.7 %	2.5 %	2.8 %
2006	(D)	n/a	0.7 %	n/a	16.1 %
2007	\$ 103,038	0.47 %	0.7 %	n/a	- 1.7 %
2008	\$ 124,675	0.57 %	0.8 %	21.0 %	22.9 %
2009	\$ 106,070	0.51 %	0.7 %	- 14.9 %	- 14.7 %
2010	\$ 109,810	0.52 %	0.8 %	3.5 %	7.3 %
2011	\$ 114,837	0.52 %	0.8 %	4.6 %	12.7 %
2012	(D)	n/a	0.8 %	n/a	2.8 %
2013	\$ 111,417	0.45 %	0.8 %	n/a	5.4 %
2014	(D)	n/a	0.8 %	n/a	1.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis  
\*Note: (D) Withheld disclosure of confidential business data

**Energy and Utilities Jobs, Sonoma County**

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	1,036	0.4 %	0.4 %	n/a	- 0.4 %
2006	(D)	n/a	0.4 %	n/a	2.0 %
2007	1,368	0.5 %	0.5 %	n/a	4.4 %
2008	1,587	0.6 %	0.5 %	16.0 %	5.6 %
2009	1,402	0.5 %	0.5 %	- 11.7 %	11.0 %
2010	1,413	0.5 %	0.5 %	0.8 %	- 2.1 %
2011	1,310	0.5 %	0.5 %	- 7.3 %	- 0.3 %
2012	(D)	n/a	0.5 %	n/a	1.4 %
2013	1,725	0.6 %	0.6 %	n/a	11.9 %
2014	(D)	n/a	0.6 %	n/a	0.3 %

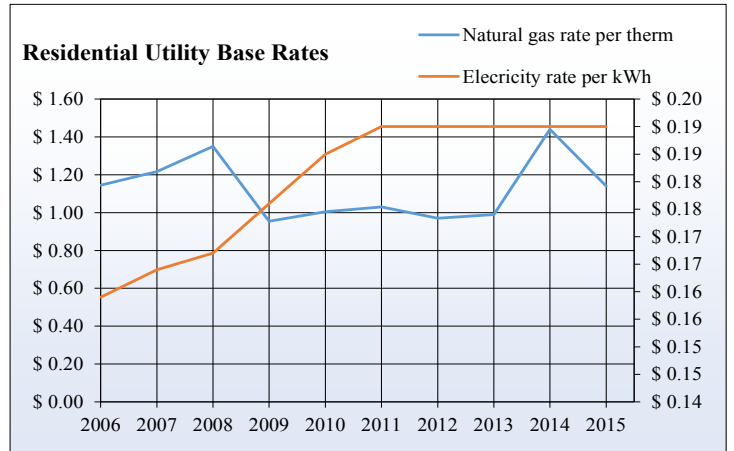
Source: U.S. Department of Commerce, Bureau of Economic Analysis  
\*Note: (D) Withheld disclosure of confidential business data



### Residential Utility Base Rate

Year	Natural gas rate per therm	Electricity rate per kWh
2006	\$ 1.145	\$ 0.159
2007	\$ 1.217	\$ 0.164
2008	\$ 1.350	\$ 0.167
2009	\$ 0.955	\$ 0.176
2010	\$ 1.005	\$ 0.185
2011	\$ 1.030	\$ 0.190
2012	\$ 0.970	\$ 0.190
2013	\$ 0.990	\$ 0.190
2014	\$ 1.440	\$ 0.190
2015	\$ 1.140	\$ 0.190

Source: Pacific Gas and Electric Company



BETWEEN  
2006 & 2015  
NATURAL  
GAS PRICES  
DECREASED  
BY **\$.005**



## 5.3 Construction

### *What is it?*

New housing units indicate growth in both construction and population. The California Construction Industry Research Board provides statistics that indicate the status of construction in each county by city. The data is tabulated for single- and multiple-family units and a percentage is provided for comparison. The permitted value of new construction shows the type of growth in new construction. Construction jobs and income are also provided by the U.S. Department of Commerce's Bureau of Economic Analysis to show how locals benefit from the construction industry.

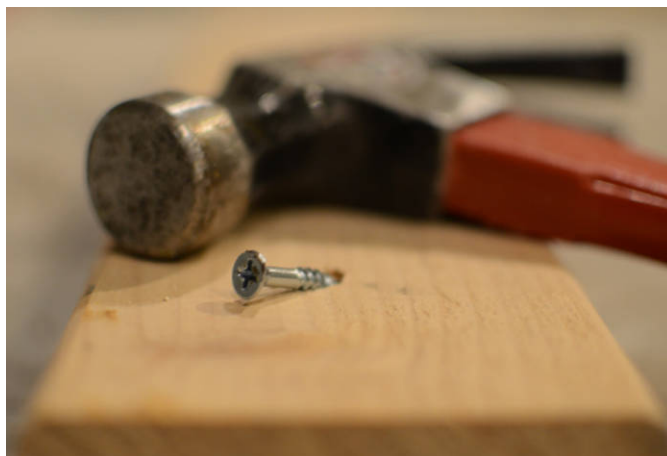
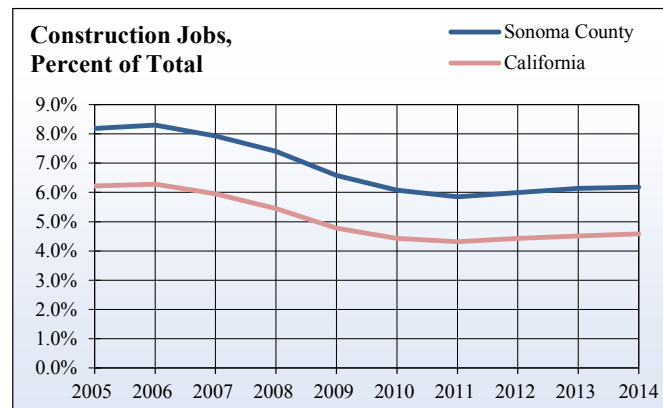
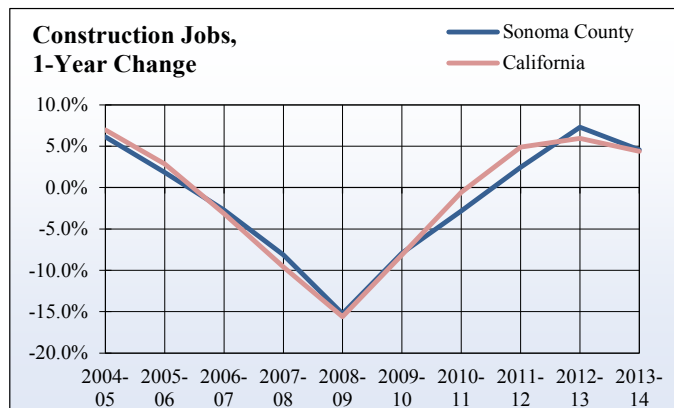
### *How is it used?*

Construction is often a leading indicator of economic growth. Increasing production often requires new or reconstructed facilities. Furthermore, the construction industry provides employment for a large number of blue collar workers and has a large local economic multiplier. Because construction typically requires few entry-level requirements, areas with lots of new construction are likely to have fewer people unemployed.

### Construction Jobs, Sonoma County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	22,555	8.2 %	6.2 %	6.1 %	7.0 %
2006	22,971	8.3 %	6.3 %	1.8 %	2.9 %
2007	22,348	7.9 %	6.0 %	-2.7 %	-3.2 %
2008	20,527	7.4 %	5.5 %	-8.1 %	-9.6 %
2009	17,395	6.6 %	4.8 %	-15.3 %	-15.6 %
2010	16,015	6.1 %	4.4 %	-7.9 %	-8.1 %
2011	15,563	5.8 %	4.3 %	-2.8 %	-0.6 %
2012	15,943	6.0 %	4.4 %	2.4 %	4.9 %
2013	17,104	6.1 %	4.5 %	7.3 %	6.0 %
2014	17,881	6.2 %	4.6 %	4.5 %	4.4 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Construction Earnings (in Thousands), Sonoma County**

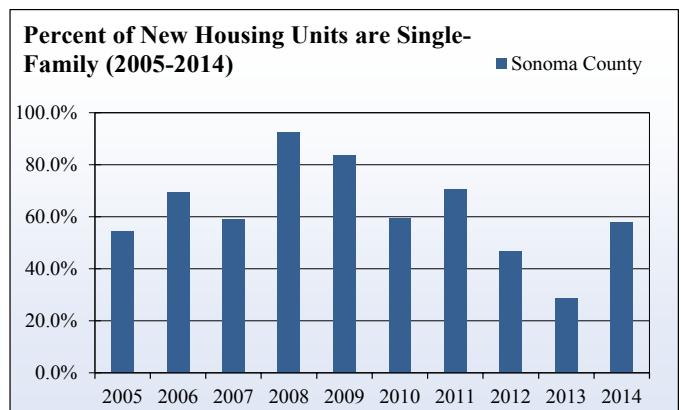
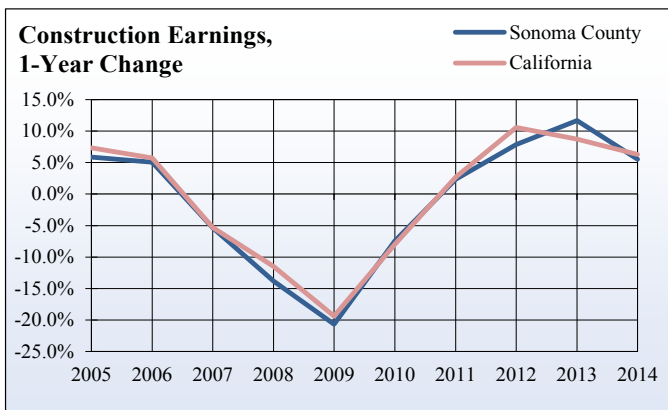
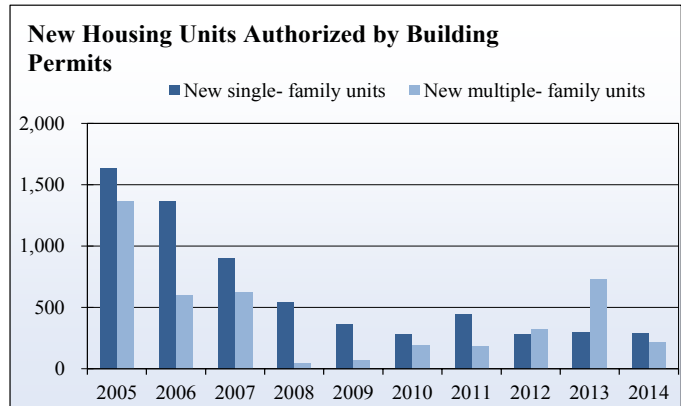
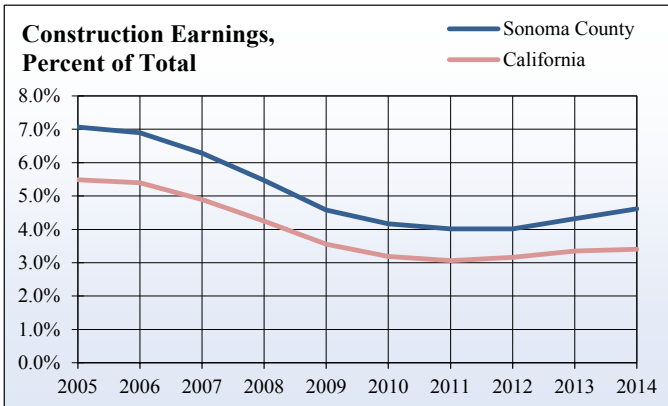
Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 1,388,692	7.1 %	5.5 %	5.9 %	7.4 %
2006	\$ 1,458,910	6.9 %	5.4 %	5.1 %	5.7 %
2007	\$ 1,380,603	6.3 %	4.9 %	- 5.4 %	- 5.3 %
2008	\$ 1,189,712	5.5 %	4.2 %	- 13.8 %	- 11.5 %
2009	\$ 943,712	4.6 %	3.6 %	- 20.7 %	- 19.4 %
2010	\$ 873,219	4.2 %	3.2 %	- 7.5 %	- 8.0 %
2011	\$ 893,852	4.0 %	3.1 %	2.4 %	2.7 %
2012	\$ 964,011	4.0 %	3.2 %	7.8 %	10.6 %
2013	\$ 1,076,512	4.3 %	3.3 %	11.7 %	8.7 %
2014	\$ 1,136,201	4.6 %	3.4 %	5.5 %	6.3 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**New Housing Units Authorized by Building Permits, Sonoma County**

Year	New single-family units	New multiple-family units	Total new housing units	Percent of units are
				single-family
2005	1,639	1,364	3,003	54.6 %
2006	1,361	601	1,962	69.4 %
2007	904	622	1,526	59.2 %
2008	546	45	591	92.4 %
2009	359	71	430	83.5 %
2010	280	190	470	59.6 %
2011	443	184	627	70.7 %
2012	279	318	597	46.7 %
2013	295	732	1,027	28.7 %
2014	292	214	506	57.7 %
Total	6,398	4,341	10,739	59.6 %

Source: CIRB and California Homebuilding Foundation (CHF)





**Total New Housing Units Authorized by Building Permits, Cities in Sonoma County**

City/Town	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Cloverdale	91	63	6	1	1	0	0	0	99	0
Cotati	53	36	3	3	0	0	0	0	2	4
Healdsburg	16	47	25	25	81	3	10	12	32	10
Petaluma	369	272	186	13	30	5	155	170	337	308
Rohnert Park	205	0	24	0	0	0	0	0	0	2
Santa Rosa	1,242	883	862	176	94	224	255	239	484	314
Sebastopol	31	4	23	10	6	20	16	12	9	2
Sonoma	76	45	33	12	0	7	47	3	30	24
Windsor	227	153	64	5	1	0	22	3	1	10
Unincorporated Area	693	459	300	346	217	211	122	158	33	46

Source: CIRB and California Homebuilding Foundation (CHF)

**Annual Percent Change of New Housing Units Authorized by Building Permits**

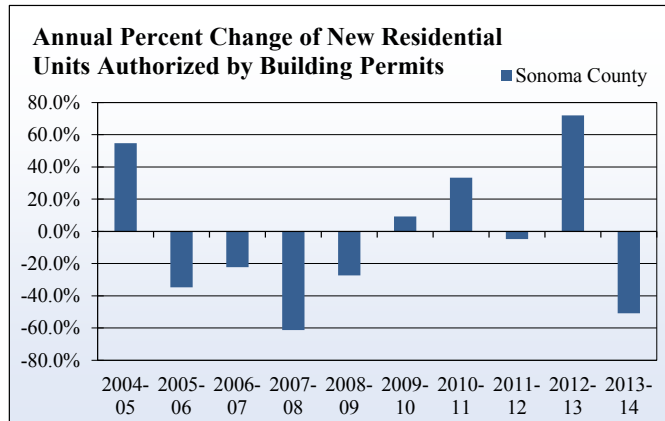
Year	Annual Percent Change Sonoma County
2004-05	54.7 %
2005-06	-34.7 %
2006-07	-22.2 %
2007-08	-61.3 %
2008-09	-27.2 %
2009-10	9.3 %
2010-11	33.4 %
2011-12	-4.8 %
2012-13	72.0 %
2013-14	-50.7 %

Source: CIRB and California Homebuilding Foundation (CHF)

**Percent of New Housing Units Authorized by Building Permits are Single-Family (2004-2015)**

City/Town	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family
Cloverdale	147	114	261	56.3 %
Cotati	71	30	101	70.3 %
Healdsburg	182	77	261	69.7 %
Petaluma	723	978	1,845	39.2 %
Rohnert Park	80	151	231	34.6 %
Santa Rosa	2,406	2,303	4,773	50.4 %
Sebastopol	123	10	133	92.5 %
Sonoma	222	51	277	80.1 %
Windsor	431	55	486	88.7 %
Unincorporated Area	2,013	572	2,585	77.9 %

Source: CIRB and California Homebuilding Foundation (CHF)

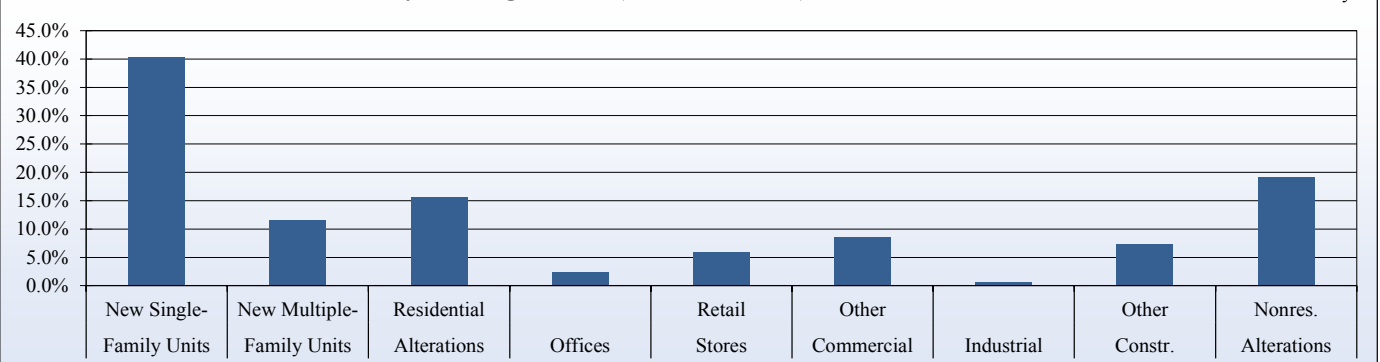


**Permitted Value of New Construction (in Thousands), Sonoma County**

Year	New Single-Family Units	New Multiple-Family Units	Residential Alterations	Offices	Retail Stores	Other Commercial	Industrial	Other Constr.	Nonres. Alterations	Total Value
2005	\$ 398,597	\$ 128,382	\$ 89,454	\$ 9,617	\$ 65,542	\$ 79,743	\$ 3,127	\$ 51,523	\$ 88,695	\$ 839,523
2006	\$ 328,693	\$ 65,621	\$ 93,193	\$ 10,489	\$ 46,745	\$ 64,234	\$ 8,914	\$ 52,312	\$ 102,629	\$ 715,596
2007	\$ 219,642	\$ 86,983	\$ 71,030	\$ 25,492	\$ 19,967	\$ 59,684	\$ 5,426	\$ 46,140	\$ 106,301	\$ 595,205
2008	\$ 142,928	\$ 5,915	\$ 60,567	\$ 12,032	\$ 32,041	\$ 53,073	\$ 3,619	\$ 36,592	\$ 87,098	\$ 389,792
2009	\$ 93,260	\$ 12,433	\$ 38,404	\$ 0	\$ 3,942	\$ 5,344	\$ 1,191	\$ 18,726	\$ 43,319	\$ 212,677
2010	\$ 68,353	\$ 19,869	\$ 54,556	\$ 0	\$ 1,482	\$ 1,482	\$ 0	\$ 23,433	\$ 65,120	\$ 232,814
2011	\$ 114,931	\$ 16,402	\$ 49,243	\$ 0	\$ 1,890	\$ 1,890	\$ 0	\$ 3,965	\$ 69,301	\$ 255,733
2012	\$ 81,742	\$ 50,309	\$ 41,062	\$ 25,787	\$ 4,318	\$ 30,106	\$ 2,001	\$ 8,654	\$ 76,946	\$ 290,820
2013	\$ 91,419	\$ 51,211	\$ 59,125	\$ 5,095	\$ 38,519	\$ 43,778	\$ 0	\$ 22,830	\$ 55,293	\$ 323,655
2014	\$ 69,788	\$ 22,018	\$ 64,228	\$ 4,756	\$ 20,345	\$ 0	\$ 0	\$ 30,617	\$ 70,890	\$ 127,105
Total	\$ 1,609,356	\$ 459,144	\$ 620,862	\$ 93,268	\$ 234,791	\$ 339,333	\$ 24,279	\$ 294,792	\$ 765,591	\$ 3,982,921

Source: CIRB and California Homebuilding Foundation (CHF)

**Value of Construction Authorized by Building Permits (Percent of Total), 2005-2014**

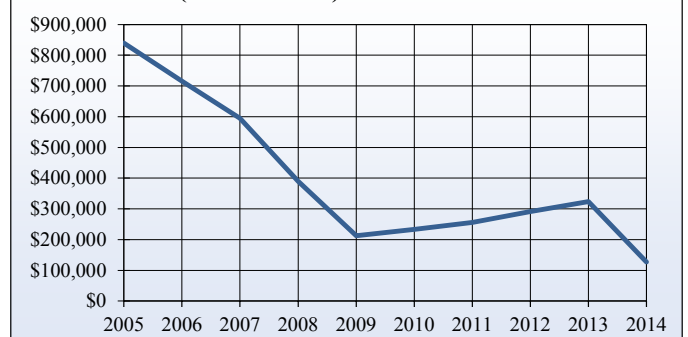


**Annual Percent Change in Permitted Value of New Housing Units, Sonoma County**

Year	Change in Total Value of New Single and Multi-Family Units County
2004-05	46.5 %
2005-06	-25.2 %
2006-07	-22.2 %
2007-08	-51.5 %
2008-09	-29.0 %
2009-10	-16.5 %
2010-11	48.9 %
2011-12	0.5 %
2012-13	8.0 %
2013-14	-35.6 %

Source: CIRB and CHF

**Total Permitted Value of New Construction (in Thousands)**



**City Permitted Value of New Housing Units (in Thousands), Sonoma County**

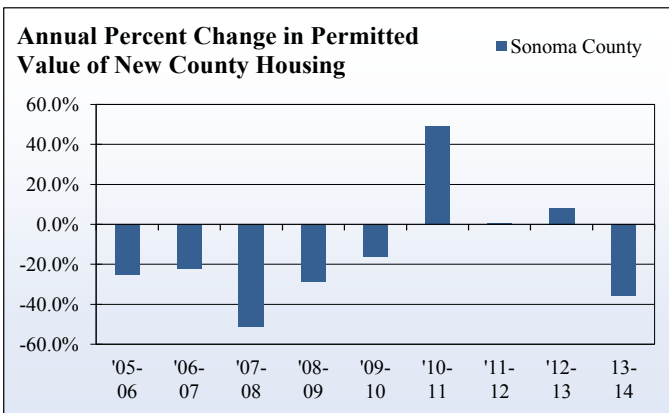
City/Town	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Cloverdale	\$17,550	\$10,791	\$1,378	\$311	\$189	\$0	\$0	\$0	\$3,500	\$0
Cotati	\$7,686	\$8,416	\$541	\$647	\$0	\$0	\$0	\$0	\$333	\$694
Healdsburg	\$4,400	\$17,932	\$7,942	\$6,447	\$15,188	\$774	\$3,433	\$5,750	\$9,671	\$2,860
Petaluma	\$84,826	\$51,586	\$40,312	\$4,380	\$9,780	\$1,242	\$26,400	\$32,312	\$20,706	\$18,481
Rohnert Park	\$26,332	\$0	\$3,160	\$0	\$0	\$0	\$0	\$0	\$0	\$115
Santa Rosa	\$174,626	\$141,004	\$134,075	\$31,642	\$19,135	\$32,027	\$49,164	\$48,962	\$74,004	\$45,091
Sebastopol	\$4,575	\$603	\$3,635	\$2,067	\$883	\$2,739	\$1,871	\$2,202	\$19,022	\$560
Sonoma	\$17,507	\$8,279	\$7,339	\$3,092	\$0	\$2,002	\$5,522	\$853	\$5,974	\$3,723
Windsor	\$57,359	\$36,066	\$15,192	\$1,160	\$40	\$0	\$3,578	\$488	\$275	\$4,145
Unincorporated Area	\$132,119	\$119,638	\$93,050	\$99,097	\$60,478	\$49,439	\$41,366	\$41,486	\$9,145	\$16,138

Source: CIRB and California Homebuilding Foundation (CHF)

**Permitted Value of New Housing Units (in Thousands), 2005-2014, Sonoma County**

City/Town	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family
Cloverdale	\$28,425	\$5,295	\$33,719	84.3 %
Cotati	\$15,865	\$2,452	\$18,317	86.6 %
Healdsburg	\$59,588	\$14,808	\$74,396	80.1 %
Petaluma	\$201,321	\$88,704	\$290,024	69.4 %
Rohnert Park	\$10,973	\$18,635	\$29,607	37.1 %
Santa Rosa	\$484,977	\$264,752	\$749,729	64.7 %
Sebastopol	\$36,787	\$1,371	\$38,158	96.4 %
Sonoma	\$49,171	\$5,119	\$54,290	90.6 %
Windsor	\$107,044	\$11,259	\$118,304	90.5 %
Unincorporated	\$615,206	\$46,749	\$661,955	92.9 %

Source: CIRB and California Homebuilding Foundation (CHF)



# 5.4 Manufacturing

## What is it?

Manufacturing is defined in the President’s Office of Management and Budget’s North American Industrial Classification System as the mechanical, physical, or chemical transformation of materials, substances, or components into new products. Manufacturing jobs and income are also provided to show how locals benefit from the manufacturing industry.

## How is it used?

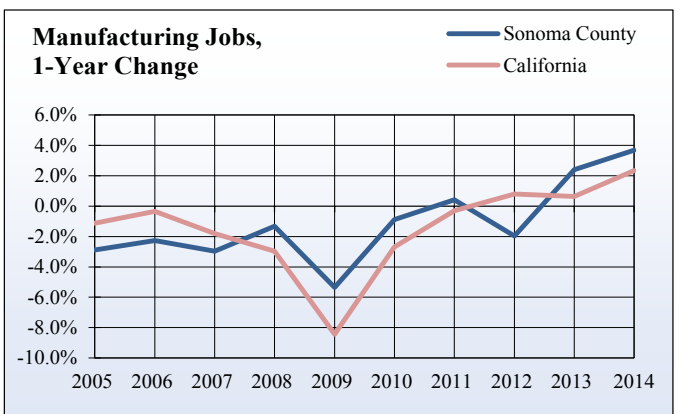
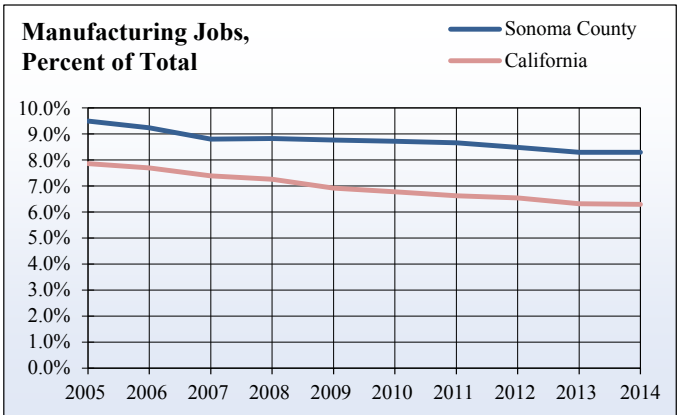
Manufacturing is usually an economic base industry, making it an important local economic indicator. Certain manufacturing industries are affected either positively or negatively to economic shocks. If an industry is showing growth during this current economic downturn, that industry may be critical to a county’s economic recovery. Counties with a solid manufacturing base often export goods which brings in outside money into their region.



**Manufacturing Jobs, Sonoma County**

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	26,154	9.5 %	7.9 %	- 2.9 %	- 1.1 %
2006	25,559	9.2 %	7.7 %	- 2.3 %	- 0.4 %
2007	24,800	8.8 %	7.4 %	- 3.0 %	- 1.8 %
2008	24,469	8.8 %	7.3 %	- 1.3 %	- 3.0 %
2009	23,159	8.8 %	6.9 %	- 5.4 %	- 8.4 %
2010	22,954	8.7 %	6.8 %	- 0.9 %	- 2.7 %
2011	23,048	8.7 %	6.6 %	0.4 %	- 0.3 %
2012	22,596	8.5 %	6.5 %	- 2.0 %	0.8 %
2013	23,139	8.3 %	6.3 %	2.4 %	0.6 %
2014	23,990	8.3 %	6.3 %	3.7 %	2.3 %

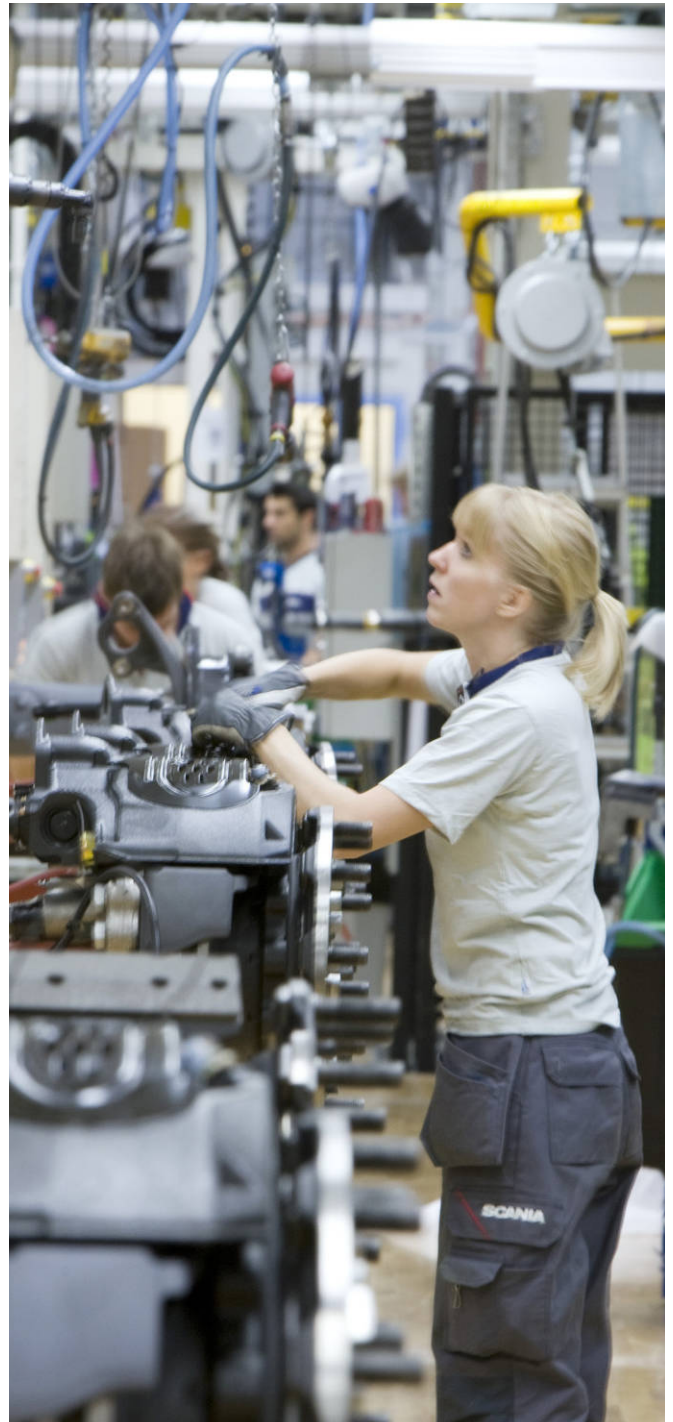
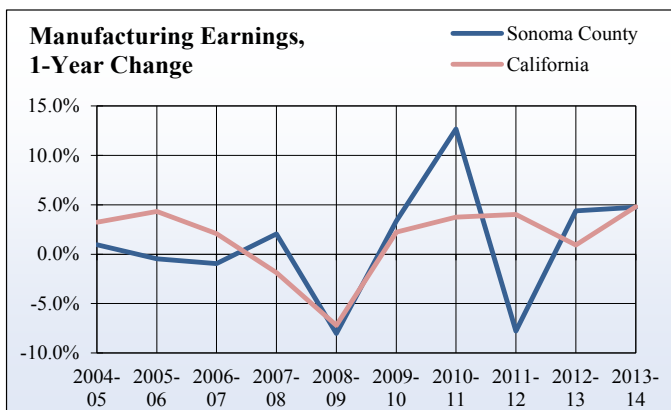
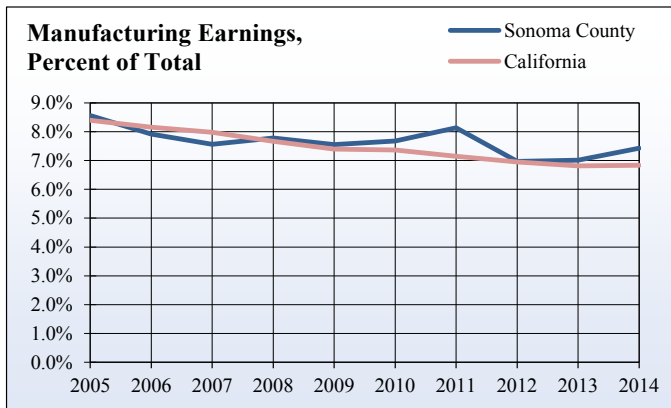
Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Manufacturing Earnings (in Thousands), Sonoma County**

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 1,682,724	8.6 %	8.4 %	1.0 %	3.2 %
2006	\$ 1,674,691	7.9 %	8.2 %	- 0.5 %	4.3 %
2007	\$ 1,658,916	7.6 %	8.0 %	- 0.9 %	2.1 %
2008	\$ 1,692,671	7.8 %	7.7 %	2.0 %	- 1.9 %
2009	\$ 1,556,688	7.5 %	7.4 %	- 8.0 %	- 7.2 %
2010	\$ 1,608,665	7.7 %	7.4 %	3.3 %	2.2 %
2011	\$ 1,812,566	8.1 %	7.1 %	12.7 %	3.7 %
2012	\$ 1,671,336	7.0 %	6.9 %	- 7.8 %	4.0 %
2013	\$ 1,744,875	7.0 %	6.8 %	4.4 %	0.9 %
2014	\$ 1,827,558	7.4 %	6.8 %	4.7 %	4.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



# 5.5 Travel and Recreation

## What is it?

The travel and recreation industry includes the amount of travel expenditures by point of sale made in a county by visitors. Travel and tourism expenditures were provided by the California Travel and Tourism Commission. Travel and recreation jobs and income are also provided to show how locals benefit from the industry.

Also reported in this section is the Sonoma County airport data from the Charles M. Schultz airport for Alaskan Airlines. The data shows the annual number of flights to and from the top destinations. However, 2013 and 2015 data is not reported because the source reported only nine months for these years, making the dataset incomplete. Alegiant Air also offers flights to Las Vegas and Pheonix; however, their flight data is not reported to the public.

## How is it used?

Travel into a county can show the desirability of a county to attract visitors. Visitor-serving industries are often an important economic base industry because they attract spending from outside of the area. This makes travel and recreation industry performance an important local economic indicator.

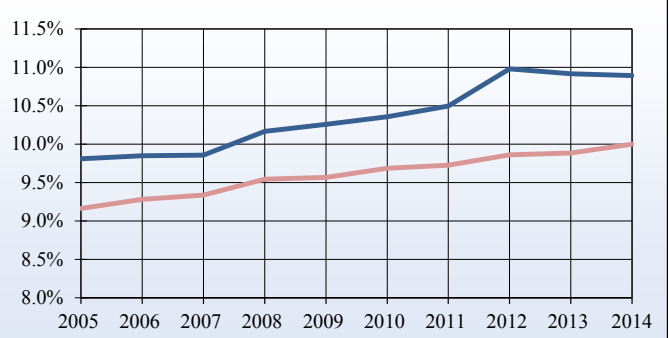


**Travel and Recreation Jobs, Sonoma County**

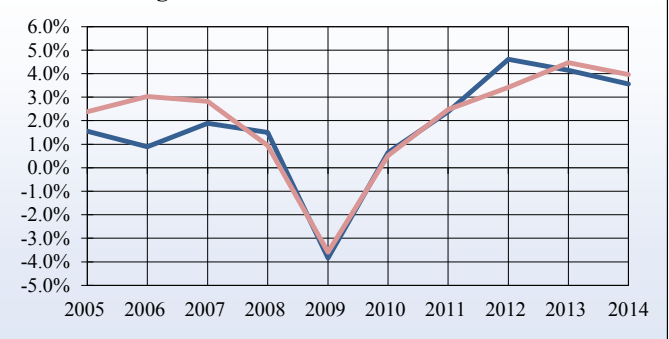
Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	27,010	9.8 %	9.1 %	1.6 %	2.4 %
2006	27,249	9.8 %	9.2 %	0.9 %	3.0 %
2007	27,765	9.9 %	9.3 %	1.9 %	2.8 %
2008	28,180	10.2 %	9.3 %	1.5 %	0.9 %
2009	27,100	10.3 %	9.5 %	- 3.8 %	- 3.6 %
2010	27,275	10.4 %	9.6 %	0.6 %	0.5 %
2011	27,924	10.5 %	9.7 %	2.4 %	2.5 %
2012	29,212	11.0 %	9.7 %	4.6 %	3.4 %
2013	30,422	10.9 %	9.9 %	4.1 %	4.5 %
2014	31,506	10.9 %	9.9 %	3.6 %	4.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**Travel and Recreation Jobs, Percent of Total**



**Travel and Recreation Jobs, 1-Year Change**



**Travel and Recreation Earnings (in Thousands),  
Sonoma County**

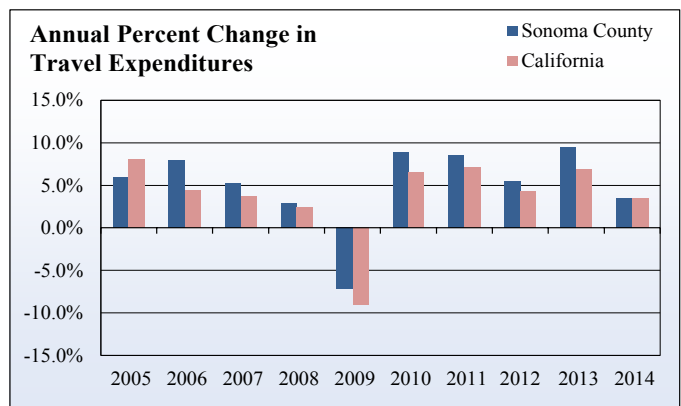
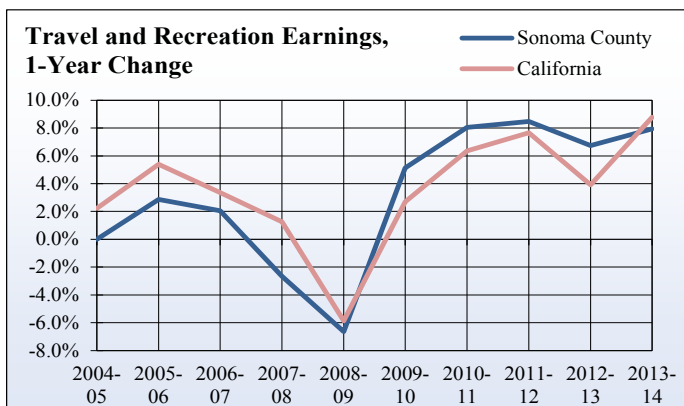
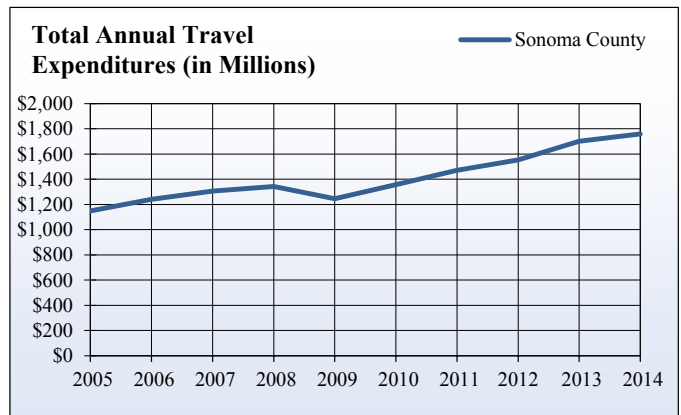
Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 608,030	3.4 %	3.7 %	4.8 %	2.2 %
2006	\$ 625,481	3.3 %	3.6 %	2.9 %	5.4 %
2007	\$ 638,322	3.2 %	3.6 %	2.1 %	3.3 %
2008	\$ 621,336	2.9 %	3.5 %	- 2.7 %	1.3 %
2009	\$ 580,034	2.6 %	3.5 %	- 6.6 %	- 5.9 %
2010	\$ 609,857	2.8 %	3.5 %	5.1 %	2.7 %
2011	\$ 658,967	3.2 %	3.4 %	8.1 %	6.4 %
2012	\$ 714,863	3.4 %	3.5 %	8.5 %	7.7 %
2013	\$ 763,037	3.4 %	3.5 %	6.7 %	3.9 %
2014	\$ 823,679	3.4 %	3.6 %	7.9 %	8.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**Total Annual Travel Expenditures (in Millions),  
Sonoma County**

Year	Expenditures in County	Annual percent change	Expenditure in California	Annual percent change
2006	\$ 1,239.6	8.0 %	\$ 92,388	4.4 %
2007	\$ 1,305.2	5.3 %	\$ 95,796	3.7 %
2008	\$ 1,343.0	2.9 %	\$ 98,169	2.5 %
2009	\$ 1,246.3	- 7.2 %	\$ 89,243	-9.1 %
2010	\$ 1,356.8	8.9 %	\$ 95,103	6.6 %
2011	\$ 1,471.7	8.5 %	\$ 101,832	7.1 %
2012	\$ 1,552.0	5.5 %	\$ 106,226	4.3 %
2013	\$ 1,700.0	9.5 %	\$ 113,538	6.9 %
2014	\$ 1,760.0	3.5 %	\$ 117,508	3.5 %

Source: California Travel and Tourism Commission, Dean Runyan Assoc.

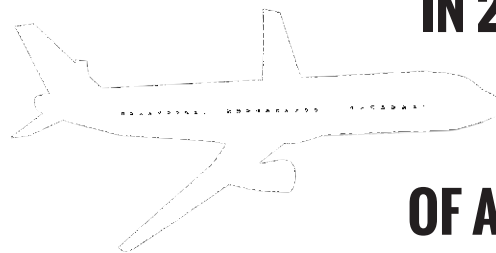
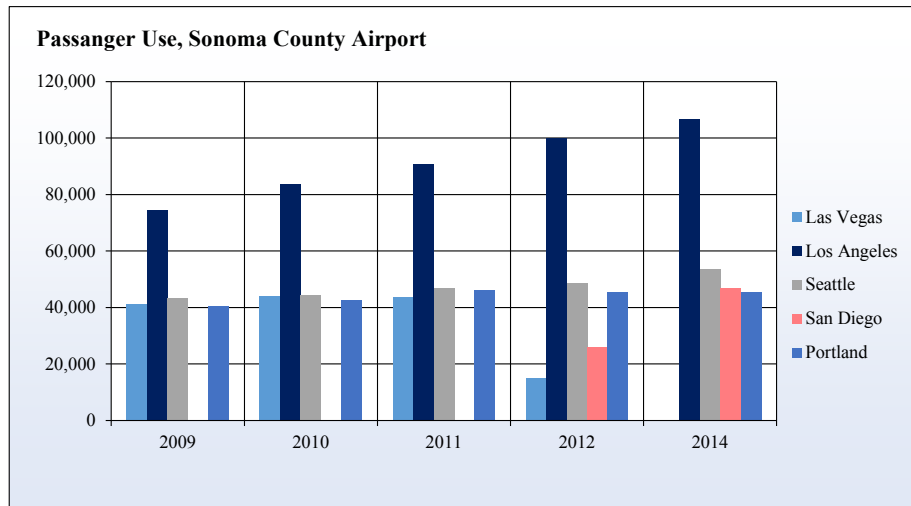


### Passenger Use of Sonoma County Airport

Destination	Direction	2009	2010	2011	2012	2014
Las Vegas	Arriving	20,754	21,827	21,871	7,476	n/a
	Departing	20,556	22,093	21,909	7,430	n/a
	Total	41,310	43,920	43,780	14,906	n/a
Los Angeles	Arriving	36,943	41,729	45,057	49,438	52,718
	Departing	37,647	41,952	45,816	50,669	53,928
	Total	74,590	83,681	90,873	100,107	106,646
Portland	Arriving	20,810	22,205	23,178	22,923	22,937
	Departing	19,830	20,400	23,129	22,439	22,628
	Total	40,640	42,605	46,307	45,362	45,565
Seattle	Arriving	21,419	21,585	23,507	24,612	27,361
	Departing	21,892	22,920	23,489	23,952	26,273
	Total	43,311	44,505	46,996	48,564	53,634
San Diego	Arriving	n/a	n/a	n/a	12,685	23,249
	Departing	n/a	n/a	n/a	13,434	23,571
	Total	n/a	n/a	n/a	26,119	46,820
Total	Arriving	99,926	107,346	113,613	117,134	126,265
	Departing	99,925	107,365	114,343	117,924	126,400
	Total	199,851	214,711	227,956	235,058	252,665

Source: Charles M. Schultz- Sonoma County Airport

\*\*2013 & 2015 Data incomplete and not reported in table.



**IN 2014,**  
**42%**  
**OF ALL FLIGHTS,**  
**WERE TO OR FROM**  
**LOS ANGELES**



Center for Economic Development at California State University, Chico



## 5.6 Retail

### What is it?

This section includes taxable retail sales. It also includes nonretail and total taxable sales because goods and services sold by nonretail stores and offices often serve as a substitute for sales at retail stores. Items subject to sales tax are included, which covers any items considered nonessential food items. Items not included in taxable sales include milk, bread, cereal, and other basic foods not prepared for final consumption. Retail jobs and income are also provided to show how locals benefit from the retail industry.

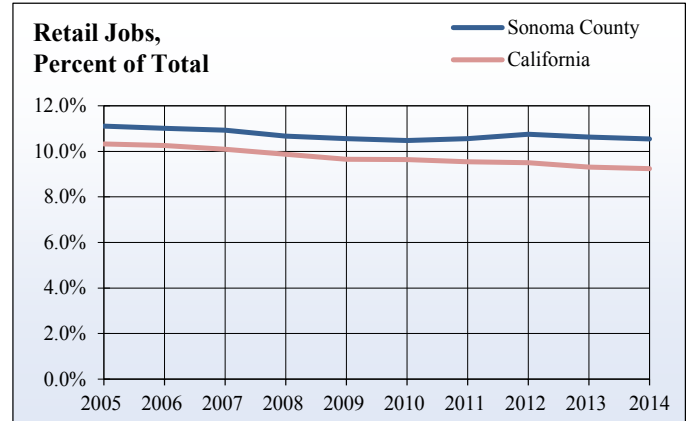
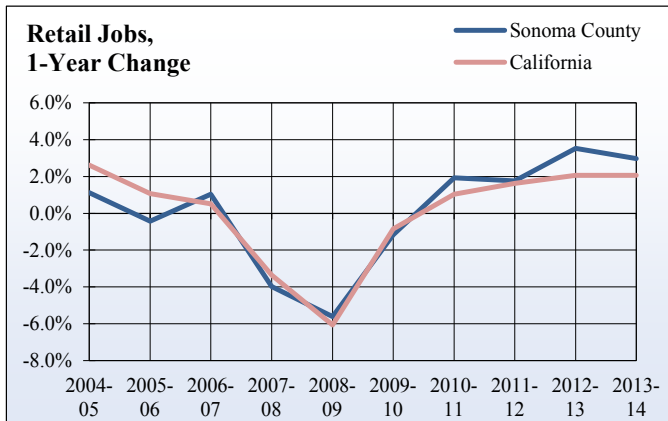
### How is it used?

Retail is usually a local-serving industry, meaning it primarily sells to people living within the area. Retail activity is usually impacted by changes in traditionally base industries like agriculture and manufacturing. It is used to assess the economic impact of changes in base industries. Retail is also typically one of the largest industry sectors in local economies.

### Retail Jobs, Sonoma County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	30,596	11.1 %	10.3 %	1.1 %	2.6 %
2006	30,466	11.0 %	10.3 %	- 0.4 %	1.1 %
2007	30,783	10.9 %	10.1 %	1.0 %	0.5 %
2008	29,560	10.7 %	9.9 %	- 4.0 %	- 3.3 %
2009	27,901	10.6 %	9.6 %	- 5.6 %	- 6.1 %
2010	27,575	10.5 %	9.6 %	- 1.2 %	- 0.8 %
2011	28,107	10.6 %	9.5 %	1.9 %	1.0 %
2012	28,599	10.7 %	9.5 %	1.8 %	1.6 %
2013	29,608	10.6 %	9.3 %	3.5 %	2.1 %
2014	30,486	10.5 %	9.2 %	3.0 %	2.1 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Retail Earnings (in Thousands), Sonoma County**

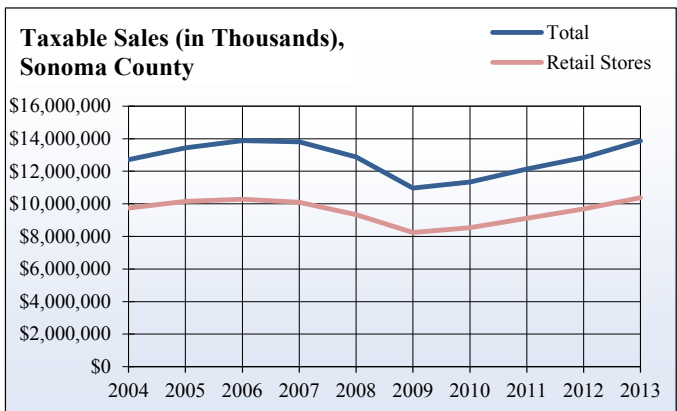
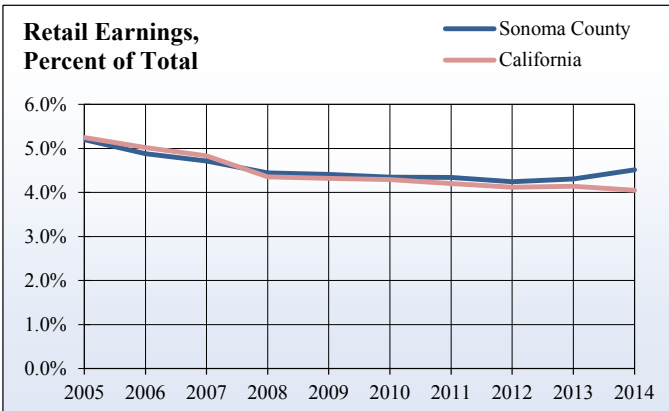
Year	Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 1,021,803	5.2 %	5.2 %	2.6 %	3.6 %
2006	\$ 1,031,723	4.9 %	5.0 %	1.0 %	2.7 %
2007	\$ 1,034,489	4.7 %	4.8 %	0.3 %	0.5 %
2008	\$ 967,017	4.4 %	4.4 %	- 6.5 %	- 8.1 %
2009	\$ 909,745	4.4 %	4.3 %	- 5.9 %	- 4.5 %
2010	\$ 911,338	4.3 %	4.3 %	0.2 %	2.0 %
2011	\$ 967,285	4.3 %	4.2 %	6.1 %	4.5 %
2012	\$ 1,017,614	4.2 %	4.1 %	5.2 %	5.1 %
2013	\$ 1,071,406	4.3 %	4.1 %	5.3 %	3.3 %
2014	\$ 1,110,367	4.5 %	4.0 %	3.6 %	2.2 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

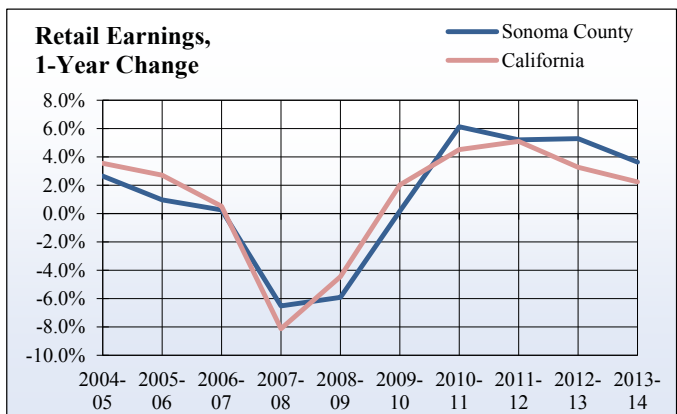
**Total Taxable Sales, Retail and Non-retail (in Thousands), Sonoma County**

Year	Retail Stores	Non-retail	Total
2004	\$ 9,749,261	\$ 2,967,758	\$ 12,717,019
2005	\$ 10,161,327	\$ 3,281,812	\$ 13,443,139
2006	\$ 10,282,350	\$ 3,607,583	\$ 13,889,933
2007	\$ 10,093,721	\$ 3,712,661	\$ 13,806,382
2008	\$ 9,333,355	\$ 3,541,909	\$ 12,875,264
2009	\$ 8,247,212	\$ 2,721,490	\$ 10,968,701
2010	\$ 8,546,038	\$ 2,790,508	\$ 11,336,546
2011	\$ 9,111,457	\$ 3,026,515	\$ 12,137,972
2012	\$ 9,688,682	\$ 3,150,992	\$ 12,839,674
2013	\$ 10,371,502	\$ 3,499,937	\$ 13,871,439

Source: California Board of Equalization



**IN 2014,  
RETAIL  
EARNINGS  
ACCOUNTED FOR  
4.5 PERCENT  
OF TOTAL EARNINGS**



**Taxable Retail Sales in Cities (in Thousands), Sonoma County**

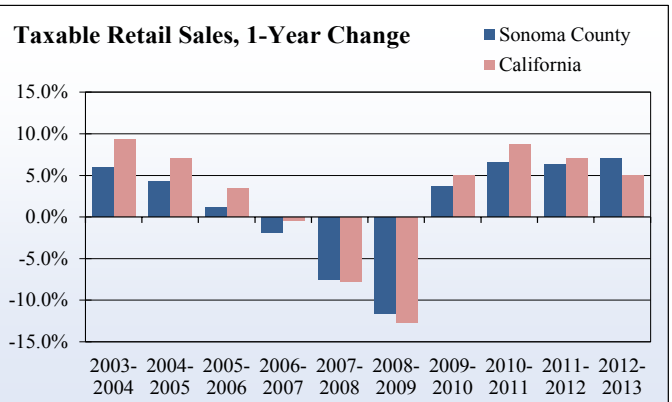
Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Santa Rosa	\$ 2,796,110	\$ 2,967,250	\$ 2,995,739	\$ 2,945,933	\$ 2,705,824	\$ 2,326,477	\$ 2,414,077	\$ 2,616,018	\$ 2,744,427	\$ 2,401,094
Petaluma	\$ 979,562	\$ 1,016,393	\$ 1,064,296	\$ 1,054,042	\$ 977,480	\$ 796,033	\$ 805,825	\$ 869,638	\$ 921,574	\$ 808,203
Rohnert Park	\$ 668,026	\$ 692,353	\$ 700,873	\$ 677,642	\$ 632,234	\$ 552,534	\$ 573,557	\$ 565,016	\$ 589,371	\$ 538,308
Windsor	\$ 301,385	\$ 332,729	\$ 350,914	\$ 335,604	\$ 311,212	\$ 275,258	\$ 285,733	\$ 295,587	\$ 318,521	\$ 233,452
Healdsburg	\$ 268,409	\$ 289,534	\$ 302,406	\$ 304,704	\$ 309,657	\$ 265,605	\$ 269,652	\$ 290,237	\$ 312,594	\$ 242,033
Sonoma	\$ 206,546	\$ 206,610	\$ 208,216	\$ 215,424	\$ 213,002	\$ 184,997	\$ 194,845	\$ 209,359	\$ 227,606	\$ 209,144
Cotati	\$ 147,054	\$ 146,576	\$ 183,501	\$ 200,850	\$ 163,163	\$ 133,153	\$ 134,128	\$ 149,677	\$ 152,594	\$ 145,143
Sebastopol	\$ 119,973	\$ 125,465	\$ 140,141	\$ 139,165	\$ 137,977	\$ 123,868	\$ 123,806	\$ 126,645	\$ 133,792	\$ 119,704
Cloverdale	\$ 40,867	\$ 44,130	\$ 49,252	\$ 55,823	\$ 55,606	\$ 46,947	\$ 48,973	\$ 53,681	\$ 56,198	\$ 56,234

Source: California Board of Equalization

**Taxable Sales Annual Change, Sonoma County**

Year	Taxable Retail Sales		Total Taxable Sales	
	County	California	County	California
2003-2004	5.9 %	9.3 %	5.7 %	8.8 %
2004-2005	4.2 %	7.1 %	5.7 %	7.0 %
2005-2006	1.2 %	3.4 %	3.3 %	4.2 %
2006-2007	- 1.8 %	- 0.5 %	- 0.6 %	0.2 %
2007-2008	- 7.5 %	- 7.8 %	- 6.7 %	- 5.5 %
2008-2009	- 11.6 %	- 12.6 %	- 14.8 %	- 13.8 %
2009-2010	3.6 %	4.9 %	3.4 %	4.5 %
2010-2011	6.6 %	8.7 %	7.1 %	8.9 %
2011-2012	6.3 %	7.0 %	5.8 %	7.0 %
2012-2013	7.0 %	5.0 %	8.0 %	4.7 %

Source: California Board of Equalization



**IN 2013, RETAIL SALES ACCOUNTED FOR 75% OF TOTAL SALES**

## 5.7 Government

### *What is it?*

This section includes revenue and expenditures to and from county government. It does not include city government revenues and expenditures, or those from special districts such as schools, utility districts, public safety districts, etc. Government jobs and income are also provided to show how locals benefit from government employment.

### *How is it used?*

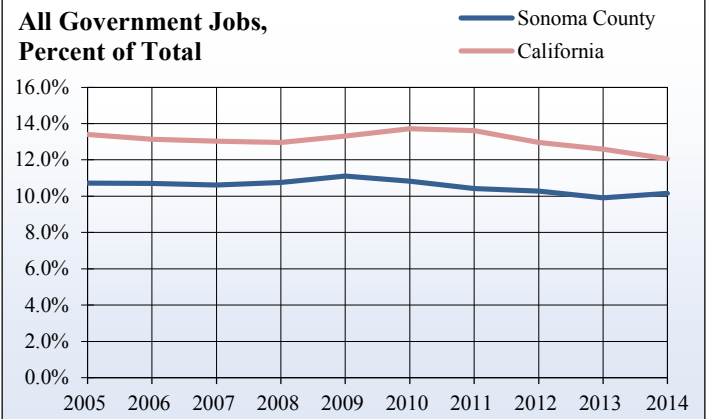
Local government revenue shows the amount of money generated by sources such as property taxes, sales taxes and federal and state funding. Expenditures show the amount of money spent on things such as police, fire, public assistance and health. Changes in funding over time can be compared to population growth to assess the degree to which local government can keep pace with the local demand for public services. Local government finance in California is tricky, so state and local officials need to see how changes in public finance methodology affect government finance at the local level. Because government is often a large portion of the local economy, increases or decreases in government spending can have a direct impact on a county's economy.

**All Government Worker Jobs, Sonoma County**

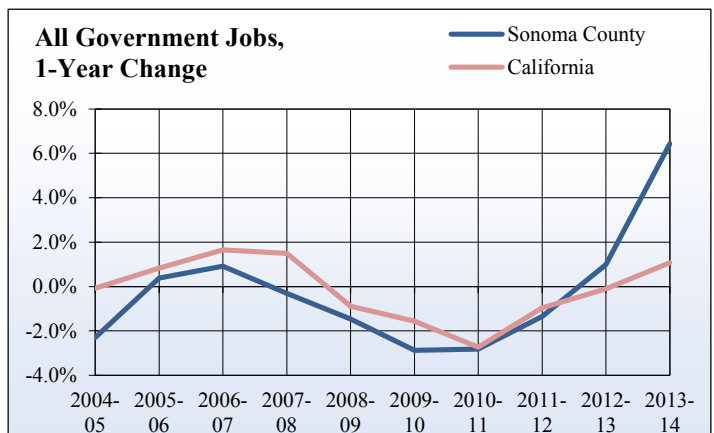
Year	Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2005	29,503	10.7 %	13.4 %	- 2.3 %	- 0.1 %
2006	29,618	10.7 %	13.1 %	0.4 %	0.8 %
2007	29,889	10.6 %	13.0 %	0.9 %	1.7 %
2008	29,796	10.7 %	13.0 %	- 0.3 %	1.5 %
2009	29,361	11.1 %	13.3 %	- 1.5 %	- 0.9 %
2010	28,516	10.8 %	13.7 %	- 2.9 %	- 1.6 %
2011	27,712	10.4 %	13.6 %	- 2.8 %	- 2.7 %
2012	27,341	10.3 %	13.0 %	- 1.3 %	- 1.0 %
2013	27,612	9.9 %	12.6 %	1.0 %	- 0.1 %
2014	29,390	10.2 %	12.1 %	6.4 %	1.1 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**All Government Jobs, Percent of Total**



**All Government Jobs, 1-Year Change**



**Government Worker Earnings (in Thousands),  
Sonoma County**

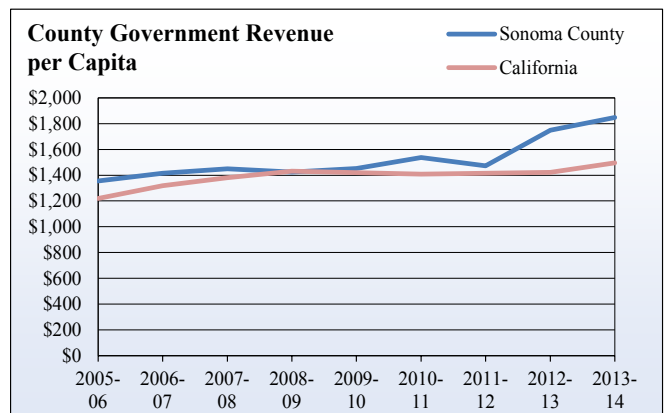
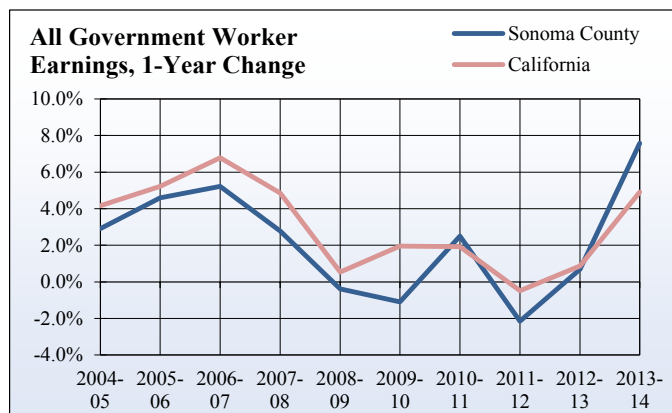
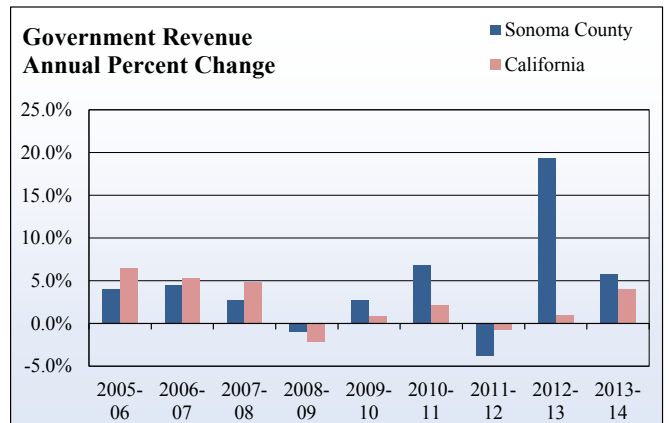
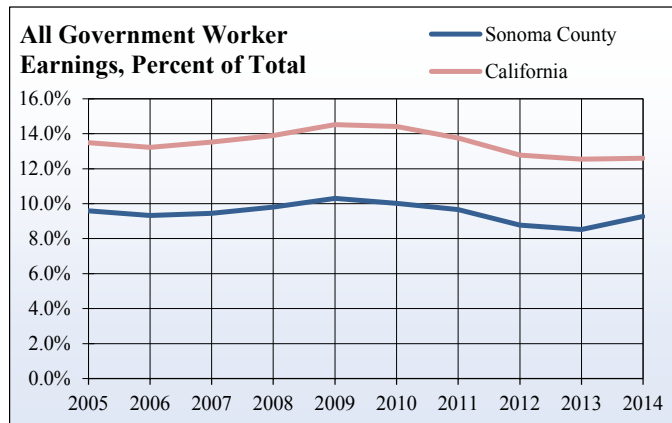
Year	Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2005	\$ 1,884,306	9.6 %	13.5 %	2.9 %	4.2 %
2006	\$ 1,970,991	9.3 %	13.2 %	4.6 %	5.2 %
2007	\$ 2,073,921	9.4 %	13.5 %	5.2 %	6.8 %
2008	\$ 2,131,652	9.8 %	13.9 %	2.8 %	4.9 %
2009	\$ 2,123,308	10.3 %	14.5 %	- 0.4 %	0.5 %
2010	\$ 2,100,155	10.0 %	14.4 %	- 1.1 %	2.0 %
2011	\$ 2,152,644	9.7 %	13.8 %	2.5 %	1.9 %
2012	\$ 2,106,342	8.8 %	12.8 %	- 2.2 %	- 0.5 %
2013	\$ 2,120,815	8.5 %	12.5 %	0.7 %	0.9 %
2014	\$ 2,281,518	9.3 %	12.6 %	7.6 %	4.9 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**County Government Revenue, Annual Percent Change**

Year	Sonoma County		California
	Total	Percent Change	Percent Change
2005-06	\$ 636,412,280	4.0 %	6.5 %
2006-07	\$ 664,663,652	4.4 %	5.4 %
2007-08	\$ 676,106,106	2.8 %	4.9 %
2008-09	\$ 694,829,071	- 1.0 %	- 2.1 %
2009-10	\$ 694,829,071	2.8 %	0.9 %
2010-11	\$ 742,316,062	6.8 %	2.2 %
2011-12	\$ 714,266,183	- 3.8 %	- 0.7 %
2012-13	\$ 852,974,148	19.4 %	1.0 %
2013-14	\$ 902,912,786	5.9 %	4.0 %

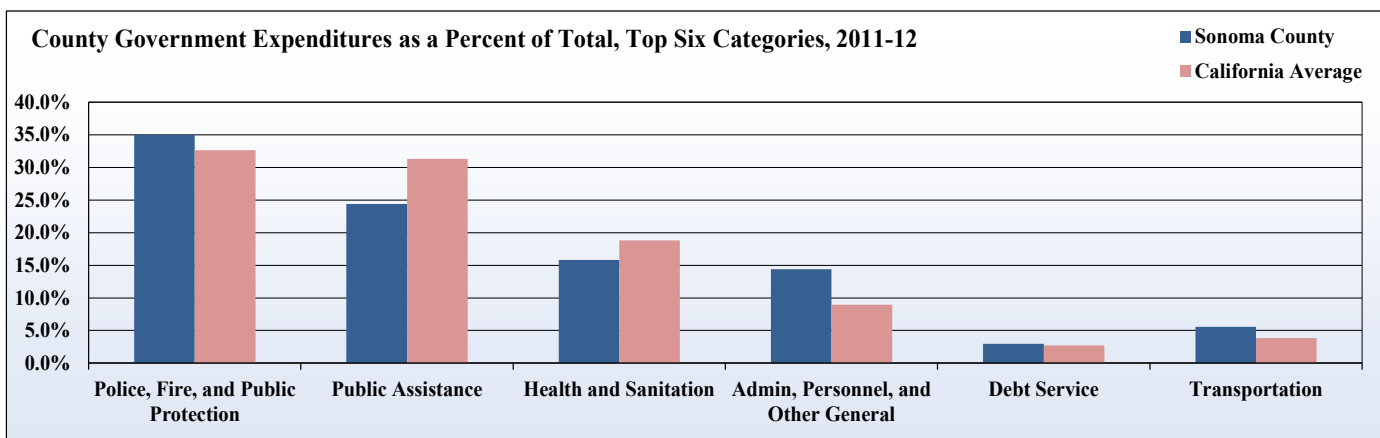
Source: California State Controllers Office, County Annual Reports



### County Government Expenditures, Sonoma County, Fiscal Year 2011-2012

Expenditure Function	Sonoma County	Percent of Total Expenditures	California Average Percent of Total Expenditures
Police, Fire, and Public Protection	\$ 242,980,005	35.0 %	32.6 %
Public Assistance	\$ 169,393,814	24.4 %	31.3 %
Health and Sanitation	\$ 109,711,775	15.8 %	18.8 %
Admin, Personnel, and Other General	\$ 99,964,604	14.4 %	9.0 %
Debt Service	\$ 20,571,343	3.0 %	2.7 %
Transportation	\$ 38,554,730	5.6 %	3.8 %
Recreation and Cultural	\$ 12,180,278	1.8 %	0.9 %
Education and Library	\$ 606,103	0.1 %	0.9 %
<b>Total of Expenditures</b>	<b>\$ 693,962,652</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: California State Controllers Office, County Annual Reports



### County Government Revenue Sonoma County Fiscal Year 2011-12

Revenue Source	Sonoma County		California Average
	Number	Percent of Total	Percent of Total
State Funding	298,514,934	41.8 %	35.2 %
Property Taxes	181,194,934	25.4 %	22.5 %
Federal Funding	51,589,649	7.2 %	20.6 %
Charges for Current Services	56,572,507	7.9 %	11.1 %
Taxes, Other than Property	44,943,688	6.3 %	2.9 %
Fines Forfeitures and Penalties	15,405,638	2.2 %	1.4 %
Liscenses Permits and Franchises	15,982,562	2.2 %	2.0 %
Govt. Other than State or Federal	26,627,291	3.7 %	1.9 %
Miscellaneous Revenue	7,328,567	1.0 %	0.9 %
From Use of Money and Property	13,344,011	1.9 %	1.0 %
Special Benefit Assesments	0	0.0 %	0.3 %
Transfers In	2,762,402	0.4 %	0.0 %
<b>Total Funding</b>	<b>714,266,183.00</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: California State Controllers Office, County Annual Reports



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