

2018



# SONOMA COUNTY

## Economic & Demographic Profile



# Acknowledgments



Thank you to the Sonoma County  
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



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# Sonoma County

- |  |                |   |                  |
|--|----------------|---|------------------|
|  | Major Highways |  | Tribal Areas     |
|  | Major Roads    |  | Census Places    |
|  | Other Roads    |  | National Forests |
|  | State Park     |  | Water Areas      |

0 2.5 5 10 Miles



# Introduction

Welcome to the 2018 Sonoma County Economic and Demographic Profile. This profile is part of the 2018 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 January 1st, 2018, 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, and 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) for more information.

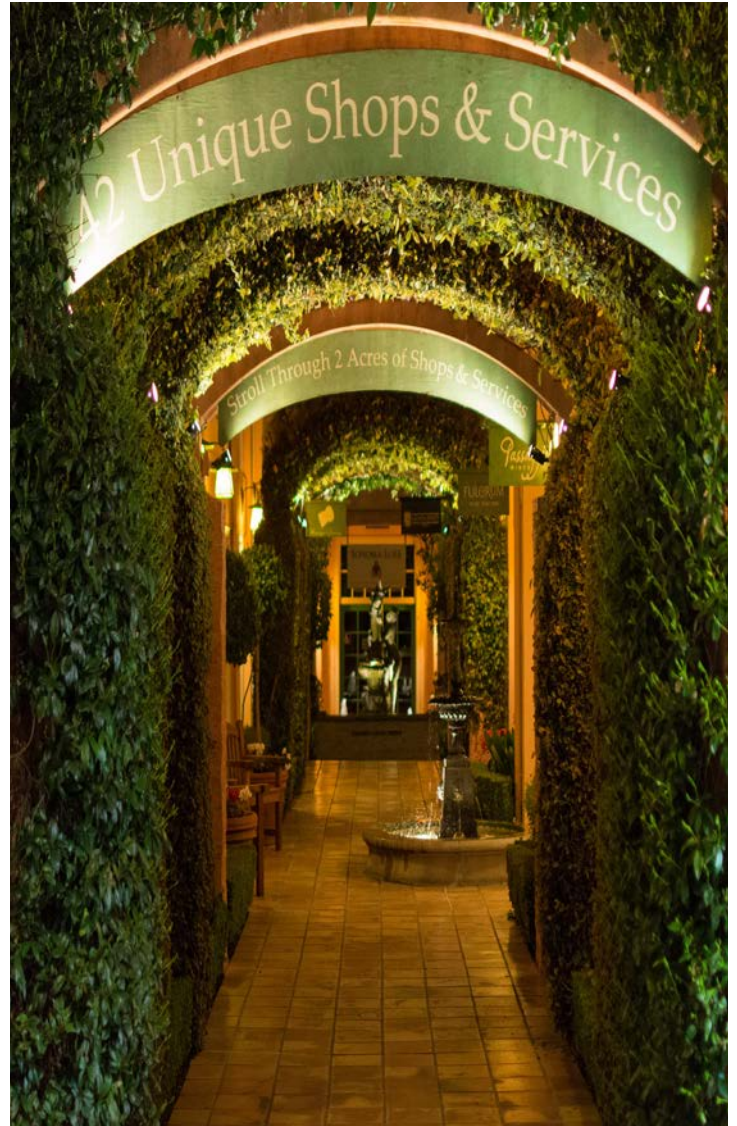
The indicators in this document are bits of information that highlight what is happening in a larger system and provide feedback on how an overall community is doing. While each indicator is presented individually in this document, it is important to note and understand, most indicators are, in some 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. By 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.

*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, Sonoma County Economic Development Board, for making the document possible.





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# DEMOGRAPHIC INDICATORS



This section presents data on basic demographic characteristics of Sonoma County, such as population, age, and ethnicity. Between 2008 and 2017, the non-incarcerated population of Sonoma County increased by roughly 30,300, or 6.4 percent. The largest single-year increase was in 2015, when the non-incarcerated population grew by 1.2 percent (roughly 5,800 people).



Between 2008 and 2017, Sonoma County's population has steadily increased through a combination of steady in-migration and childbirths, although total births have declined slightly since 2008. Notably, almost twice as many people moved to Sonoma County in 2013 as in other years, with a large in-migration also occurring in 2014.

The largest sending and receiving county for migrants to and from Sonoma County between 2015 and 2016 came from neighboring Marin County, which lost 2,011 residents to Sonoma County but also gained 984 residents from Sonoma, yielding a net Marin-to-Sonoma migration of 1,027 residents. The second-largest sending county for Sonoma was San Francisco County, with 905 in-migrants, whereas Lake County was the second-largest receiving county with 675 out-migrants from Sonoma.



In 2016, slightly over half of Sonoma County's population was between 25 and 64 years old, with an additional 30 percent of the population aged 24 years or younger. However, between 2007 and 2016 the fastest growing age range in the county were those aged 65 to 74, who increased by roughly 50 percent during this period. In general, Sonoma County's population features a slightly higher percentage of residents aged 65 or older than the rest of the state.

Sonoma County experienced its largest growth between 2007 and 2016 in its Hispanic/Latino, Black, and Native Hawaiian/Pacific Islander populations, which grew by 136, 181, and 253 percent, respectively, during this period. Sonoma County also experienced declines in its white population, which declined by 28 percent during this period, and its American Indian population, which declined by 41 percent. In 2016 the county was majority Hispanic/Latino (46 percent), while those identifying as White alone made up 43 percent of the population. The smallest racial and ethnic groups in the county are those who identify solely as American Indian (0.4 percent) and Native Hawaiian/Pacific Islander (0.6 percent).

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# 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. 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?

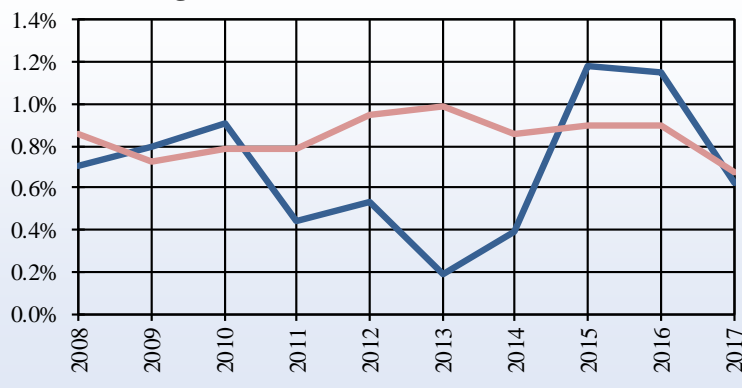
Population represents a general overview of the size of the consumer market, labor availability, and the potential impact of human habitation on the environment. The data is often required for grant applications as well as business and community development plans. It is important to note that the population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

## Non-Incarcerated Population, Sonoma County

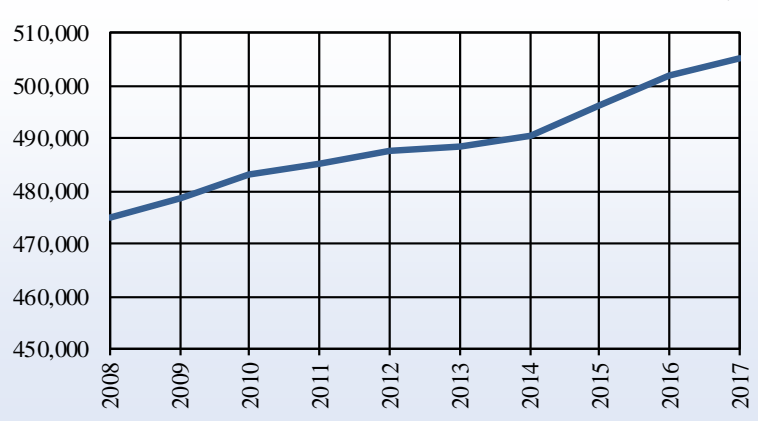
Year	Sonoma County	1-year change	CA 1-year change
2008	474,819	0.7 %	0.9 %
2009	478,622	0.8 %	0.7 %
2010	482,961	0.9 %	0.8 %
2011	485,082	0.4 %	0.8 %
2012	487,671	0.5 %	0.9 %
2013	488,580	0.2 %	1.0 %
2014	490,486	0.4 %	0.9 %
2015	496,253	1.2 %	0.9 %
2016	501,959	1.1 %	0.9 %
2017	505,120	0.6 %	0.7 %

Source: California Department of Finance, Demographic Research Unit

## Non-Incarcerated Population Annual Percent Change



## County Non-Incarcerated Population



## City Population, Sonoma County

City	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Cloverdale	8,484	8,542	8,594	8,630	8,642	8,700	8,736	8,799	8,825	8,931
Cotati	7,219	7,232	7,258	7,262	7,190	7,113	7,118	7,144	7,153	7,272
Healdsburg	11,133	11,203	11,249	11,421	11,410	11,439	11,544	11,667	11,699	11,800
Petaluma	56,792	57,344	57,791	58,069	58,195	58,889	59,508	59,934	60,375	60,941
Rohnert Park	41,000	40,938	40,952	40,690	40,840	41,262	41,463	41,797	42,003	42,067
Santa Rosa	162,657	165,405	167,302	168,175	169,168	170,895	172,317	174,475	175,667	176,799
Sebastopol	7,244	7,250	7,380	7,388	7,387	7,406	7,448	7,502	7,527	7,579
Sonoma	10,337	10,471	10,605	10,655	10,606	10,596	10,722	10,826	10,865	10,989
Windsor	26,325	26,565	26,751	26,790	26,818	26,710	26,821	26,961	27,031	27,371

Source: California Department of Finance, Demographic Research Unit



# Components of Population Change

## What is it?

The California Department of Finance releases annual estimates on how births, deaths, and net migration influence annual population change at the county level. The number of births and deaths is from the California Department of Public Health. 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 Department of Finance.

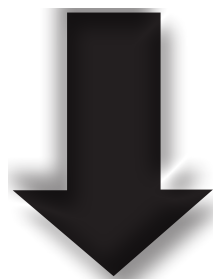
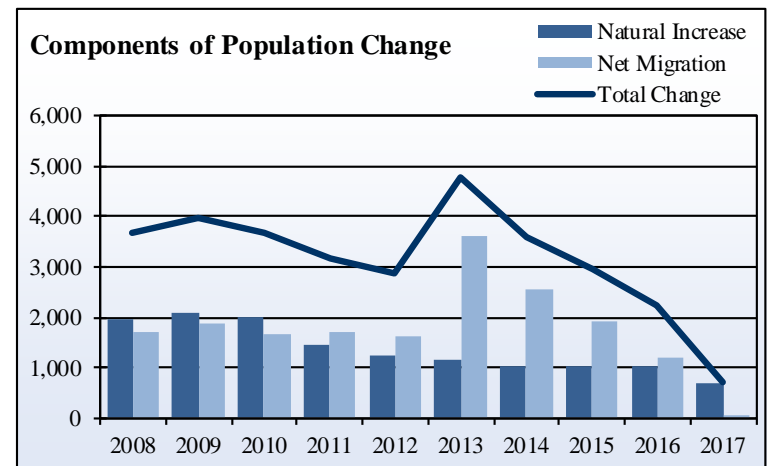
## How is it used?

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. Between 2008 and 2017, Sonoma County's population has steadily increased through a combination of steady in-migration and childbirths, although total births have declined slightly since 2008. Notably, almost twice as many people moved to Sonoma County in 2013 as in other years, with a large in-migration also occurring in 2014. 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
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	3,844	1,464	1,708	3,172
2012	5,044	3,823	1,221	1,642	2,863
2013	5,067	3,895	1,172	3,616	4,788
2014	4,992	3,967	1,025	2,568	3,593
2015	5,065	4,018	1,047	1,915	2,962
2016	5,138	4,090	1,048	1,185	2,233
2017	4,930	4,254	676	55	731

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



**BETWEEN  
2008 & 2017,  
BIRTHS  
DECREASED BY 15%  
& DEATHS  
INCREASED BY 11%**



# Migration Patterns

## What is it?

The tables below provide data on migration patterns for those who either left or arrived in Sonoma County between 2015 and 2016, based on the 10 most numerous sending and receiving counties. The data are derived from Internal Revenue Service (IRS) tax records for all individual 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, 2015-16, Sonoma County

County	Number of In-Migrants
Marin County	2,011
San Francisco County	905
Alameda County	822
Los Angeles County	672
Contra Costa County	644
San Mateo County	641
Santa Clara County	620
Napa County	502
Mendocino County	426
Sacramento County	411

Source: Internal Revenue Service

### Top 10 Out-Migration Counties, 2015-16, Sonoma County

County	Number of Out-Migrants
Marin County	984
Lake County	675
Sacramento County	640
Solano County	561
Mendocino County	513
Napa County	499
Alameda County	471
Los Angeles County	471
San Francisco County	470
Contra Costa County	451

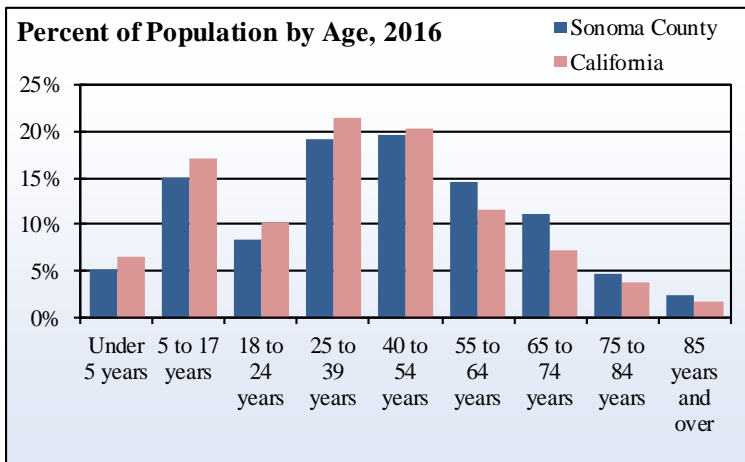
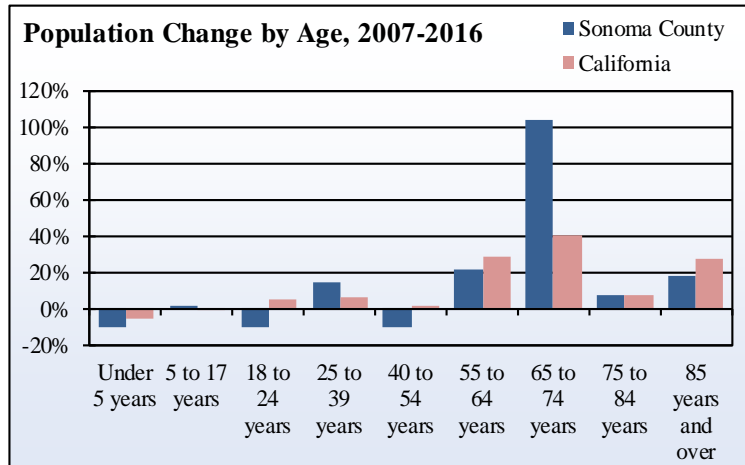
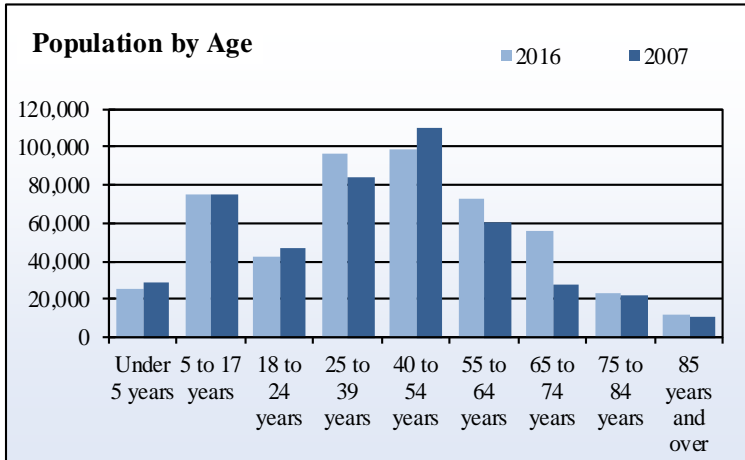
Source: Internal Revenue Service



# 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 are taken from American Community Survey 1-Year estimates for 2007 and 2016, and all analyses of change are derived from these two point-in-time estimates. This 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 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	2016	2007
Under 5	25,519	28,278
5 to 17	75,164	74,685
18 to 24	41,935	46,664
25 to 39	96,109	83,950
40 to 54	98,860	110,519
55 to 64	73,388	60,479
65 to 74	56,376	27,687
75 to 84	23,536	21,895
85 years	12,183	10,278

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

## Population by Age Compared to California, Sonoma County

Age Range	Percent of Total, 2016		2007 to 2016 10-year Change	
	County	California	County	California
Under 5 years	5.1 %	6.5 %	-9.8%	- 5.1 %
5 to 17 Years	14.9 %	17.2 %	0.6%	- 0.0 %
18 to 24 Years	8.3 %	10.2 %	-10.1%	4.5 %
25 to 39 Years	19.1 %	21.4 %	14.5%	5.8 %
40 to 54 Years	19.7 %	20.2 %	-10.5%	0.8 %
55 to 64 Years	14.6 %	11.6 %	21.3%	28.7 %
65 to 74 Years	11.2 %	7.3 %	103.6%	40.6 %
75 to 84 Years	4.7 %	3.8 %	7.5%	6.9 %
85 years and over	2.4 %	1.8 %	18.5%	27.0 %

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



# Population by Race and Ethnicity

## What is it?

Race and ethnicity can sometimes be difficult to classify. These measures are 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. The data presented in this section includes the incarcerated population. Sonoma County experienced its largest population growth between 2007 and 2016 in its Hispanic/Latino, Black/African American, and Native Hawaiian/Pacific Islander populations, which grew by 136, 181, and 253 percent, respectively, during this period. Sonoma County also experienced declines in its White population, which declined by 28 percent during this period, and its American Indian population, which declined by 41 percent.

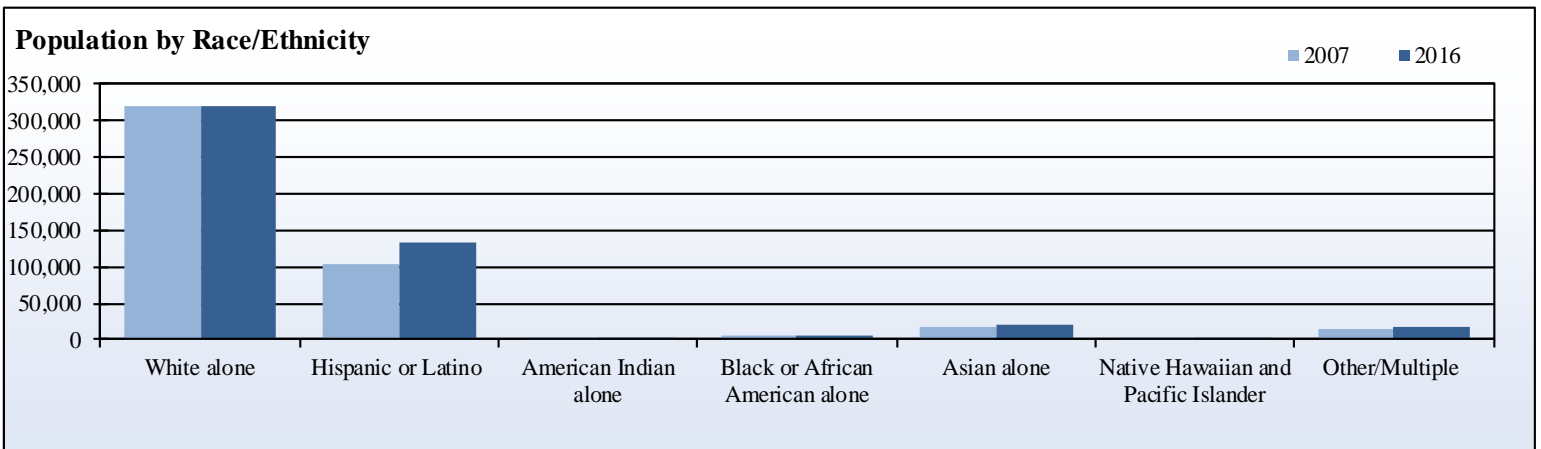
## How is it used?

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.

## Population by Race/Ethnicity, Sonoma County

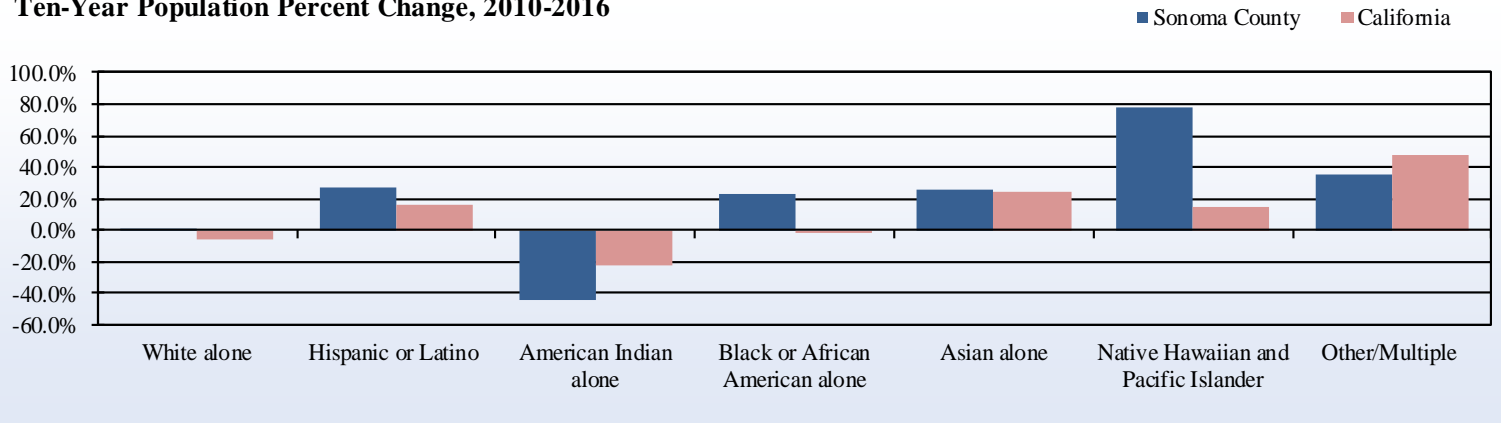
Race/Ethnicity	2007	2016	Percent of Total in 2016		2007 to 2016 10-year Change	
			County	California	County	California
White alone	319,040	319,385	63.5 %	37.5 %	0.1 %	- 5.1 %
Hispanic or Latino	104,862	133,617	26.6 %	38.9 %	27.4 %	15.6 %
American Indian alone	3,662	2,049	0.4 %	0.3 %	- 44.0 %	- 22.3 %
Black or African American alone	5,382	6,641	1.3 %	5.5 %	23.4 %	- 1.6 %
Asian alone	16,809	21,115	4.2 %	14.1 %	25.6 %	24.0 %
Native Hawaiian and Pacific Islander	868	1,542	0.3 %	0.3 %	77.6 %	15.5 %
Other/Multiple	13,812	18,721	3.7 %	3.3 %	35.5 %	47.8 %

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

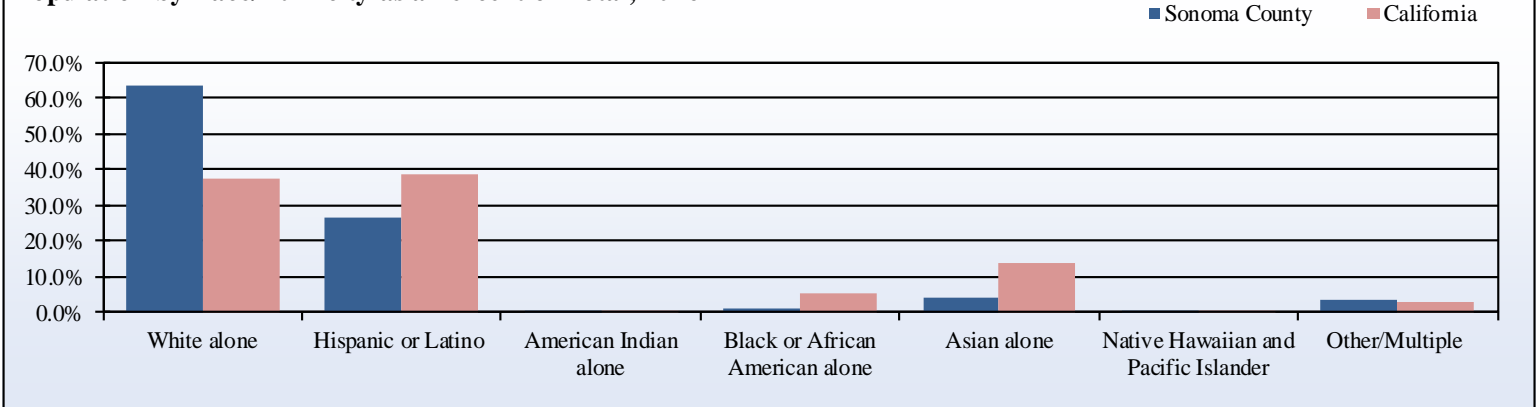




**Ten-Year Population Percent Change, 2010-2016**



**Population by Race/Ethnicity as a Percent of Total, 2016**



BETWEEN  
 2007 & 2016,  
 THE HISPANIC  
 OR LATINO  
 POPULATION  
 INCREASED BY  
**27** PERCENT  
 IN SONOMA  
 COUNTY











# ENVIRONMENTAL INDICATORS

Environmental indicators describe the quality of the land, air, and water resources with which humans regularly interact. The indicators include measures of population density, land use, climate, commuting patterns, traffic volumes, and electricity consumption, among others. Environmental indicators are also helpful in identifying the potential impacts that a regional population may be having on the natural environment around them.

Sonoma County’s population in 2017 was significantly denser than the rest of California: while the rest of the state averaged 253 people per square mile, Sonoma County featured roughly 321 per square mile. Between 2007 and 2016, the total number of harvested acres in the county declined by roughly 15,000 acres, with the majority of acreage being devoted to range pasture (78 percent) and wine grapes (15 percent). Average temperatures and rainfall levels in the county have remained relatively consistent over the past 50 years or so.

The size of the county’s commuting workforce grew by roughly 20 percent between 2006 and 2015, and much of this commuter growth has occurred within travel time ranges of 34 minutes and shorter. This suggests that new workers in the county may be seeking to live closer to their places of work. Notably, these trends are in contrast to the rest of the state, where commute times of 35 minutes and longer have increased since 2007 and those taking 34 minutes and shorter have decreased. The majority (72 percent) of commuters drove alone, with 13 percent carpooling and 4 percent walking to work. Notably, the use of public transportation has decreased by 37 percent since 2007 and those walking to work decreased by 20 percent, but those commuting by bicycle increased by 61 percent. Vehicle traffic in Sonoma County has experienced the biggest increases in the US 101/Rohnert Park interchange and at the US 101 county border with Marin County (a 22 and 12 percent increase, respectively), while traffic decreased by roughly 8 percent at the State Route 1 / Stewarts Point / Skaggs interchange.

Between 2011 and 2017, groundwater depths in Sonoma County have had significant swings, with average well depth increasing from 47 feet in 2011 to 82 feet in 2014, but then swung back to 36 feet by 2017. Non-residential electrical power consumption in Sonoma County (measured in kilowatt hours per capita) has remained somewhat lower than the rest of the state between 2007 and 2016, while Sonoma’s residential electricity consumption remained slightly higher than the rest of the state during this same period.

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# 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 or 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."

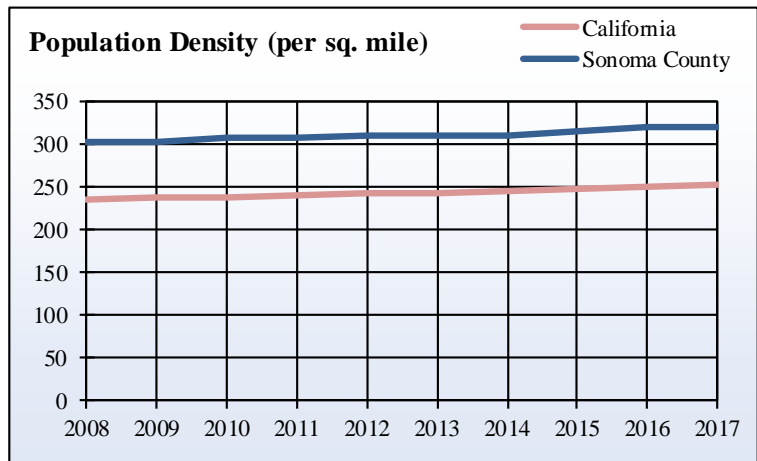
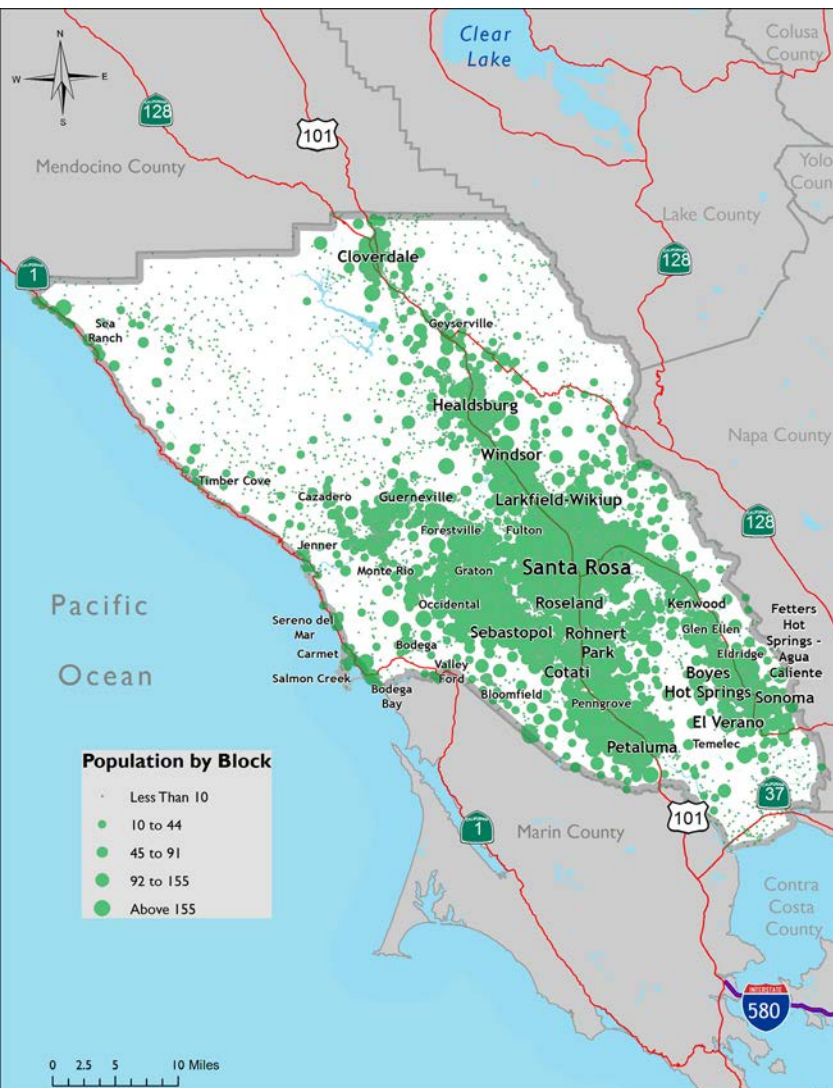
## How is it used?

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 below represents Sonoma County's population within 2010 Census block groups. As can be seen, the county population is largely distributed based on the county's topography and major highways, with the majority concentrated in and around the Highway 101 corridor that stretches from Petaluma to Cloverdale and the Highway 12 corridor between Schellville and Santa Rosa.

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

Year	Land Area (sq. miles)	Total Population	Population Density (per sq. mile)	
			County	State
2008	1,576	474,819	301.3	235.3
2009	1,576	478,622	303.7	237.0
2010	1,576	482,961	306.5	238.7
2011	1,576	485,082	307.8	240.0
2012	1,576	487,672	309.5	241.5
2013	1,576	490,423	311.2	243.4
2014	1,576	490,486	311.2	245.8
2015	1,576	496,253	314.9	248.2
2016	1,576	502,604	318.9	251.3
2017	1,576	505,120	320.5	253.4

Source: California Department of Finance





# Land Ownership

## What is it?

Land Ownership shows the total square miles and percentage of land owned by the public and private sectors. It is a summation of land area by county parcel. Publicly-owned lands categorized by public landowner (not subject to property tax). Private lands are not categorized.

## How is it used?

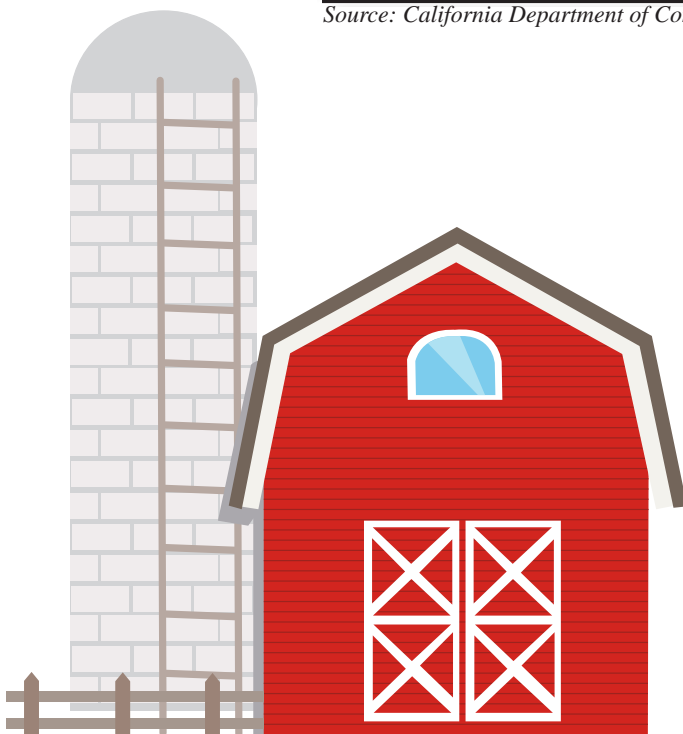
The data is used to show to what extent non local governmental organizations are in control of local land use. It also shows how much land is not subject to property tax. This is important whenever state or federal governments threaten to eliminate or modify funding agreements that pay counties with large portions of government land in lieu of property tax collections.



## Land Use in Acres, Sonoma County

Year	Urban and Built-Up Land	Farmland (Excludes Grazing)	Grazing Land	Water Area	Other Land
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	417,772	17,533	355,314
2012	75,258	160,918	417,094	17,520	355,298
2014	75,602	161,440	416,291	17,520	355,235

Source: California Department of Conservation



IN 2014,  
**56%**  
 OF SURVEYED LAND  
 WAS USED FOR  
**FARMING OR GRAZING**  
 IN SONOMA COUNTY

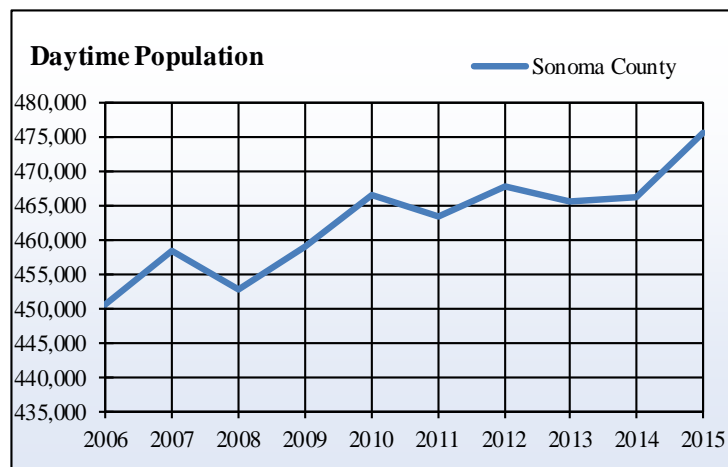
# Daytime Population

## What is it?

Daytime population measures the total number of people who are present in an area during normal business hours, and is distinct from the resident population in that it accounts for those who are not present in an area during evening and overnight hours (i.e., residents). Daytime population is calculated by adding the total resident population and the total number of workers in an area, and then subtracting the total number of resident workers in that same area.

## How is it used?

Sonoma County's location in the North Bay area means that the county's population may significantly fluctuate during daytime hours, due to both residents who commute into San Francisco and Oakland, and also residents of outlying counties who may commute into Sonoma County for work. Daytime population measurements are useful to businesses when estimating potential workforce size, as well as spending patterns for those visiting the county. For instance, a larger commuting-in workforce size than those commuting out may indicate that there are jobs available in the county, and can potentially attract those who reside outside of the county. From 2006 to 2015, Sonoma County's commuting-out workforce remained consistently larger than its commuting-in workforce, which suggests that many Sonoma County residents are commuting elsewhere in the Bay Area for work.



## Daytime Population, Sonoma County

Year	Total Population	Workforce Commuting In	Workforce Commuting Out	Estimated Daytime Population
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
2014	490,486	57,264	81,424	466,326
2015	496,253	57,905	78,560	475,598

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



# Air Quality

## What is it?

Air quality is the general term used to describe several aspects of the air that people are exposed to in their daily lives. There are four main contaminants that affect 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 gathered into counties and air basins. Air quality standards are set at both state and federal levels. The tables to the right are based upon the California 8-hour ozone average of 0.07 parts per million, and record the number of days that the County exceeded this standard.

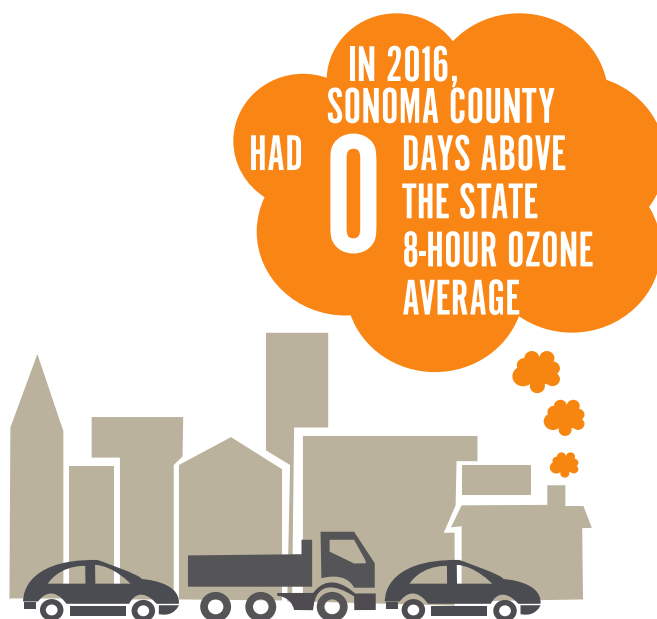
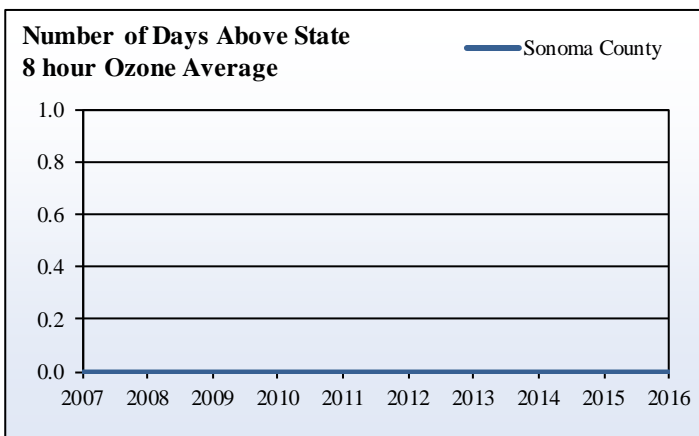
## How is it used?

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 of the four pollutants described above, there could be a potential limit to the type of new industrial facilities that can be built in an area and more restrictions on existing operations. As industry, agricultural production, and traffic increase, air quality may decrease if certain actions or policies are not in place. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for health services. Air quality is a quality of life issue and can be an important factor in determining where people are willing, or able, to live as well. Sonoma County's air quality remained quite high between 2007 and 2016, with zero days that exceeded either the statewide 8-hour ozone average of 0.07 ppm or the national average for particulate matter (PM) that is 2.5 micrometers in diameter or smaller.

## Air Quality, Sonoma County

Year	Days Above State 8 hour Ozone Average	Days Above National PM2.5 Average
2007	0	0
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0
2013	0	0
2014	0	0
2015	0	0
2016	0	0

Source: California Air Resource Board



# 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 method for estimating harvested acreage from county to county or from year to year. However, commissioners are required to base their estimate on a local survey; therefore, these figures are 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).



### Total Harvested Acreage, Sonoma County

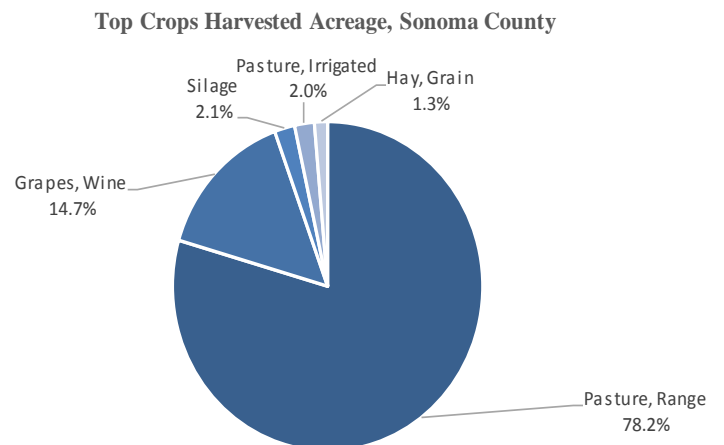
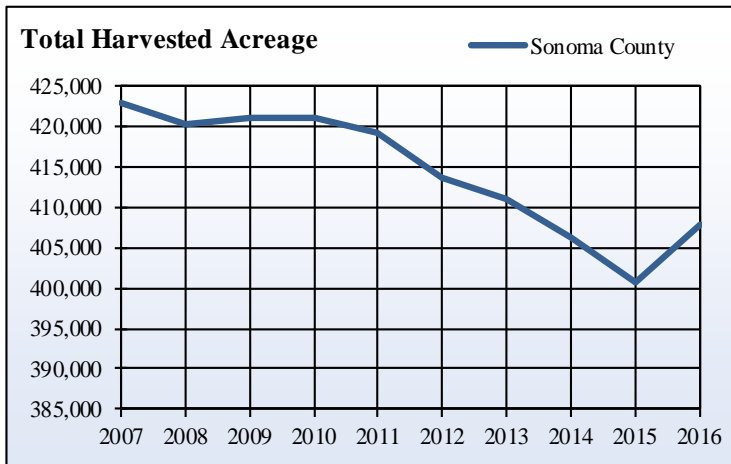
Year	Total Acres Harvested	Percent of Total Land Area
2007	422,788	41.9 %
2008	420,317	41.7 %
2009	421,029	41.7 %
2010	420,914	41.7 %
2011	419,112	41.6 %
2012	413,619	41.0 %
2013	410,955	40.7 %
2014	406,303	40.3 %
2015	400,762	39.7 %
2016	407,838	40.4 %

Source: California Agricultural Statistics Service, California Department of Finance

### Total Crops Harvested Acreage, Sonoma County

Crop	2016	Percent of Total
Pasture, Range	319,000	78.2 %
Grapes, Wine	60,000	14.7 %
Silage	8,460	2.1 %
Pasture, Irrigated	8,260	2.0 %
Hay, Grain	5,490	1.3 %
Apples, All	2,190	0.5 %
Hay, Wild	1,740	0.4 %
Hay, Green Chop	1,130	0.3 %
Oats, Grain	521	0.1 %
Vegetables, Unspecified	482	0.1 %

Source: California Agricultural Statistics Service, California Department of Finance





# 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 are 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?

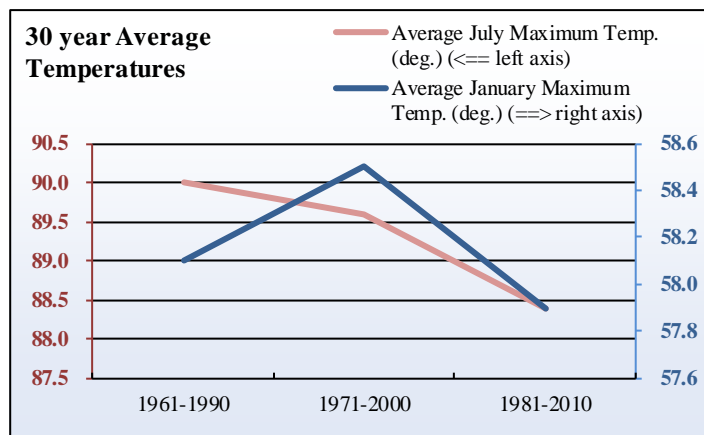
Historical climate data provides an accurate picture of a region's average temperatures and precipitation throughout the different seasons. Climate data can give prospective residents and business owners a general idea of the weather patterns they can expect in a particular region throughout the year. For Sonoma County, July and January maximum temperatures have decreased somewhat over the past 60 years, but minimum temperatures for these months have also increased, indicating a slight contraction in temperature ranges over this long period. January precipitation levels have remained relatively steady at between 6 to 6.5 inches, while July has remained quite dry with only 0 to 0.1 inches of rain recorded.



## Climate Data, Sonoma County

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

Source: California Air Resource Board



# 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 artificiality high.

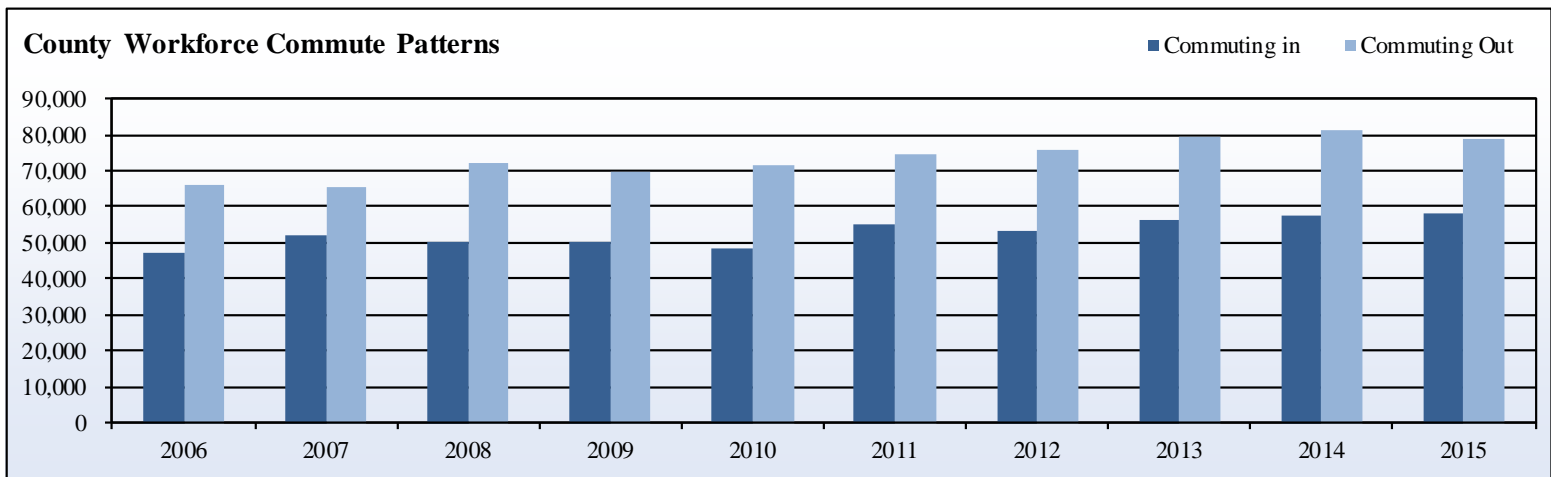
## How is it used?

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.

## Place of Work Patterns, Sonoma County

Year	Jobs in County	Employed Local Workforce	Local Workforce Employed in County	Workforce Commuting In	Percent Commuting In	Workforce Commuting Out	Percent Commuting Out
2006	176,813	195,902	129,880	46,933	26.5%	66,022	33.7 %
2007	178,678	191,882	126,511	52,167	29.2%	65,371	34.1 %
2008	179,080	201,204	128,929	50,151	28.0%	72,275	35.9 %
2009	170,529	189,971	120,292	50,237	29.5%	69,679	36.7 %
2010	167,697	191,029	119,376	48,321	28.8%	71,653	37.5 %
2011	172,831	192,197	117,543	55,288	32.0%	74,654	38.8 %
2012	165,631	188,609	112,603	53,028	32.0%	76,006	40.3 %
2013	177,171	200,288	121,010	56,161	31.7%	79,278	39.6 %
2014	180,730	204,890	123,466	57,264	31.7%	81,424	39.7 %
2015	193,045	213,700	135,140	57,905	30.0%	78,560	36.8 %

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





# 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 one-year estimate.

## How is it used?

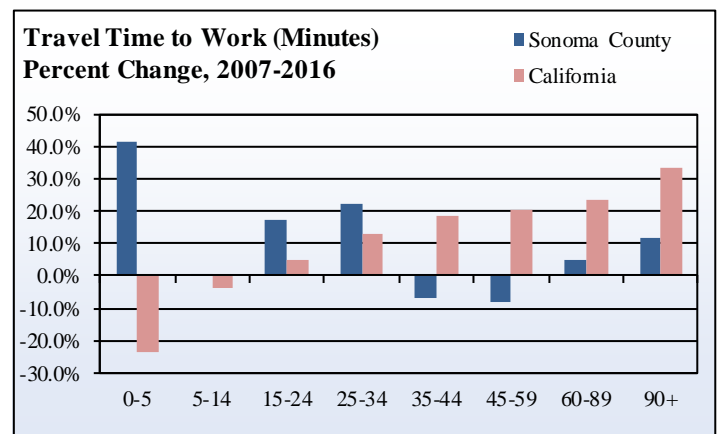
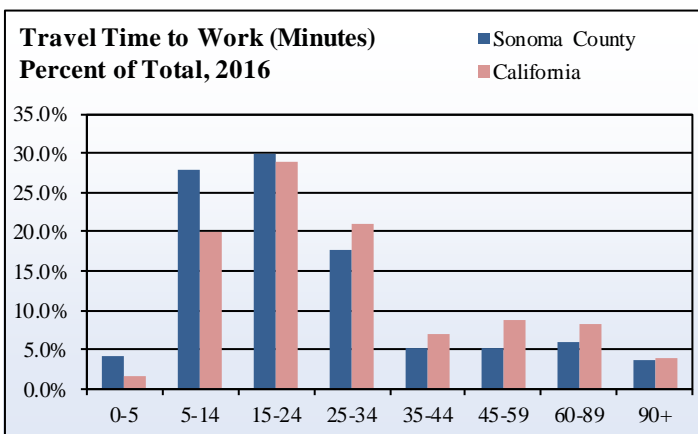
As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. For many, commuting has become a way of life. Many people in other counties spend an increasing number of hours on the road traveling to and from work at the expense of time that otherwise might be spent working, at home, or in recreation. Between 2007 and 2016, commute times of 34 minutes or less greatly increased (with the exception of 5-14 minute commutes, which increased only slightly), and commute times between 35 and 59 minutes generally decreased. This stands in contrast to statewide trends during this same period, in which longer commute times generally increased.



## Travel Time to Work, Sonoma County

Travel Time to Work	2007	2016	Percent of Total in 2016		Change from 2007 to 2016	
			County	California	County	California
Less than 5 minutes	6,974	9,874	4.3%	1.7%	41.6%	-23.4%
5 to 14 minutes	64,246	64,504	28.0%	20.1%	0.4%	-4.0%
15 to 24 minutes	58,918	69,221	30.0%	28.9%	17.5%	4.7%
25 to 34 minutes	33,226	40,574	17.6%	21.0%	22.1%	12.7%
35 to 44 minutes	13,023	12,102	5.3%	7.1%	-7.1%	18.5%
45 to 59 minutes	13,000	11,932	5.2%	8.9%	-8.2%	20.6%
60 to 89 minutes	13,032	13,639	5.9%	8.3%	4.7%	23.3%
90 or more minutes	7,752	8,660	3.8%	4.0%	11.7%	33.5%
Total not working at home	210,171	230,506	100.0%	100.0%	9.7%	8.2%

Source: U.S. Census Bureau, 2007 and 2016, ACS 1- year estimates



# 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, this indicator was measured every ten years by the decennial census until 2005. The American Community Survey now asks means of transportation to work, and the data is reported as a one-year estimate.

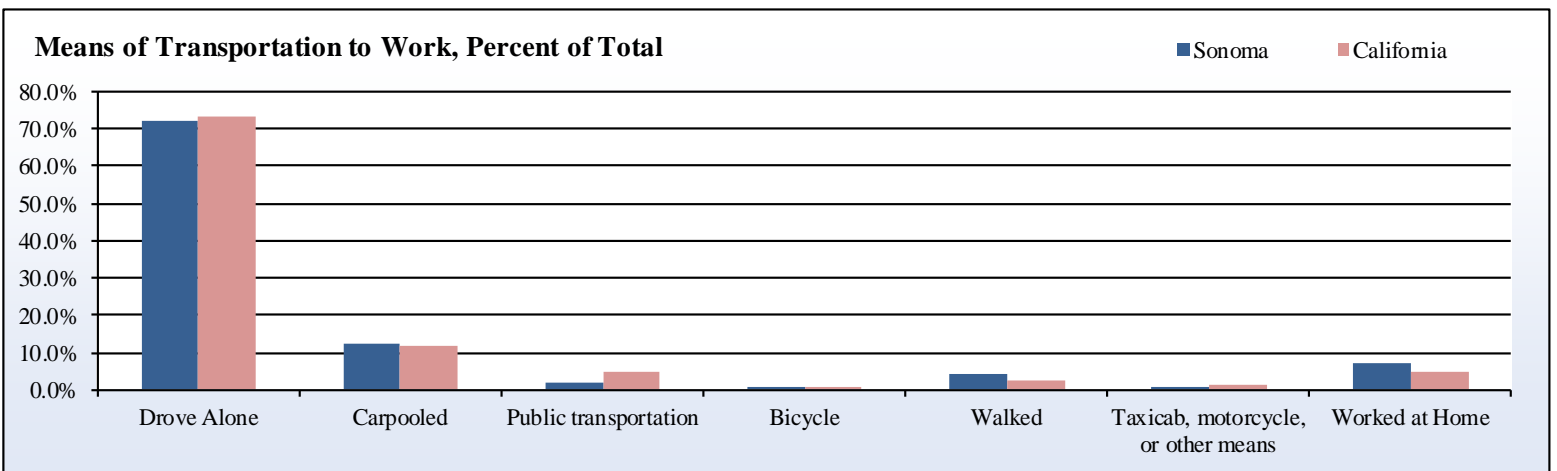
## How is it used?

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. Between 2007 and 2016, the number of people either using public transportation or walking to work decreased by 37 and 20 percent, respectively, whereas the number of people commuting by bicycle increased by roughly 61 percent.

## Means of Transportation to Work, Sonoma County

Means of Transportation	Sonoma County		Percent of Total in 2016		Change from 2007 to 2016	
	2007	2016	County	California	County	California
Drove Alone	164,049	186,407	72.4%	73.2%	13.6%	9.8%
Carpooled	28,419	28,139	12.5%	11.9%	-1.0%	-5.3%
Public transportation	4,905	3,087	2.2%	5.1%	-37.1%	8.1%
Bicycle	1,787	2,874	0.8%	0.9%	60.8%	27.8%
Walked	9,151	7,305	4.0%	2.8%	-20.2%	4.1%
Taxicab, motorcycle, or other means	1,860	2,694	0.8%	1.4%	44.8%	22.2%
Worked at Home	16,433	18,100	7.3%	4.8%	10.1%	32.7%
<b>Total</b>	<b>226,604</b>	<b>248,606</b>	<b>100.0%</b>	<b>100.0%</b>	<b>9.7%</b>	<b>9.2%</b>

Source: U.S. Census Bureau, 2007 and 2016, ACS 1-year estimates





# 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 from all reasons and need 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; however, these are typically not collected as often for state highways. The table includes traffic counts going both directions on each side of the given intersection.

## How is it used?

Most traffic growth over a ten-year period reflects changes in commute patterns, although other factors have an impact. Changes in traffic volume can reflect population changes; however, if traffic volume grows at a faster pace than population growth, then tourism increases may outpace population growth. Vehicle traffic in Sonoma County has experienced the biggest increases in the US 101/Rohnert Park interchange and at the US 101 county border with Marin County (a 22 and 12 percent increase, respectively), while traffic decreased by roughly 8 percent at the State Route 1 / Stewarts Point / Skaggs interchange

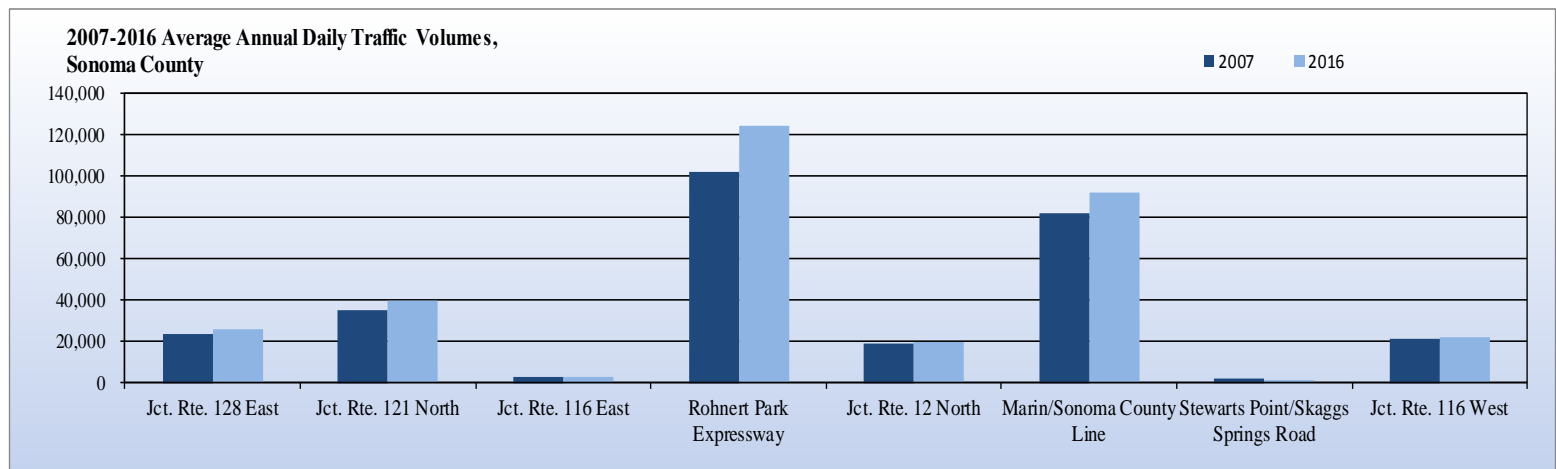


### Average Annual Daily Traffic Volumes, Sonoma County

Highway/ Interstate	Location	2007	2016	Percent Change
U.S. 101	Jct. Rte. 128 East	23,500	26,000	10.6 %
S.R. 37	Jct. Rte. 121 North	35,500	39,500	11.3 %
S.R. 1	Jct. Rte. 116 East	2,700	2,800	3.7 %
U.S. 101	Rohnert Park	102,000	124,000	21.6 %
S.R. 121	Jct. Rte. 12 North	19,200	20,000	4.2 %
U.S. 101	Marin/Sonoma County	82,000	92,000	12.2 %
S.R. 1	Stewarts Point/Skaggs	1,800	1,650	- 8.3 %
S.R. 121	Jct. Rte. 116 West	21,500	22,200	3.3 %

Source: California Department of Transportation

**BETWEEN 2007 & 2016,  
TRAFFIC COUNTS ON  
ROHNERT PARK  
INCREASED BY  
21.6%**



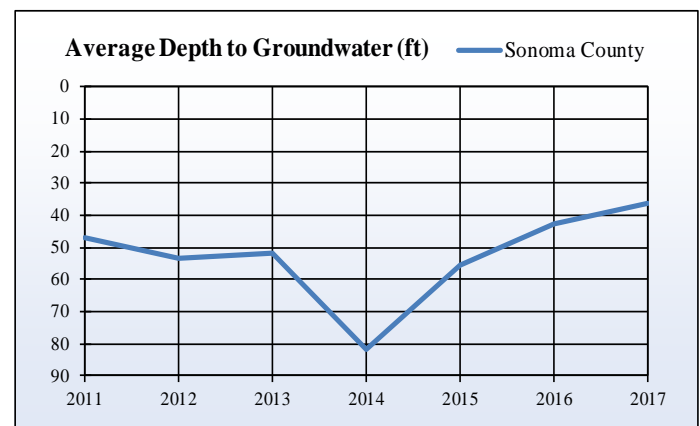
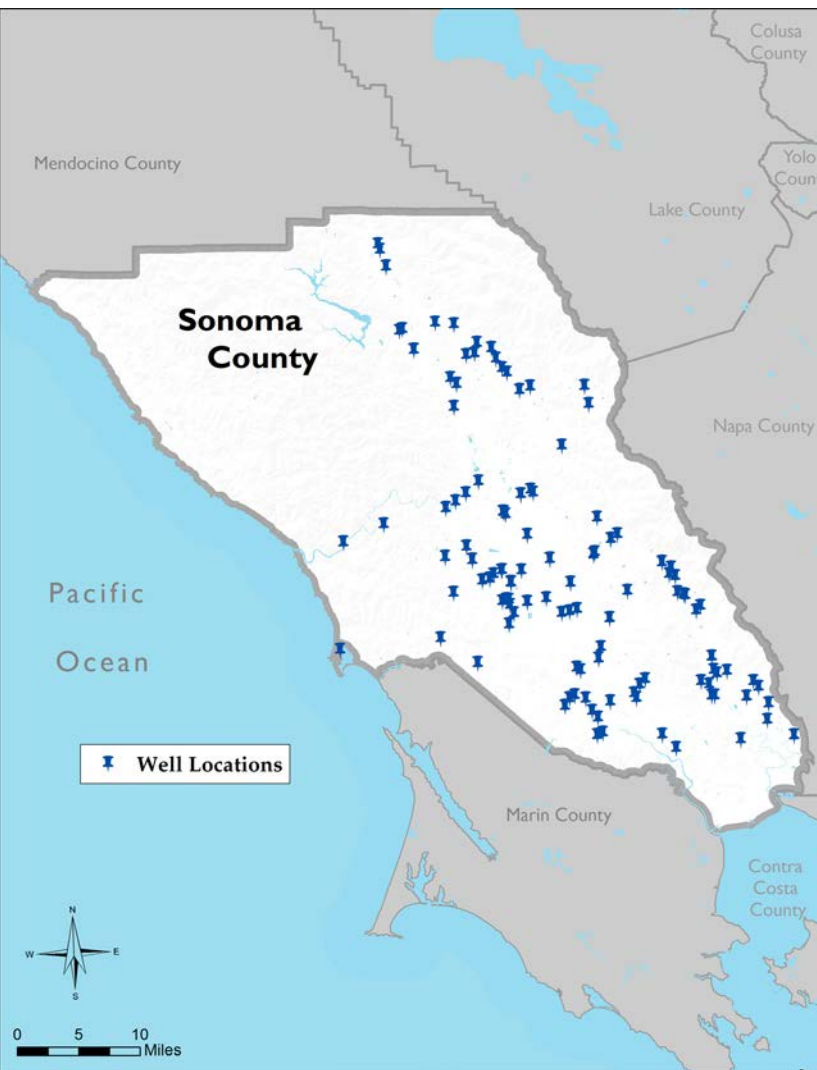
# Water Table Depth

## What is it?

Reported by the California Department of Water Resources, groundwater depth statistics are based on water well tests that include recordings of water depth. Only wells with recorded readings for every year between 2011 and 2017 are included. For this indicator, low depths to groundwater means there are higher levels of groundwater; therefore, lower numbers are preferred.

## How is it used?

Water is scarce in many parts of California creating tremendous pressure to redistribute the state's water resources as well as find new methods of storing and delivering water more efficiently. In addition, water is only plentiful certain times of the year. Typically, whenever water shortages occur, groundwater is used to supplement surface water storage and delivery. Therefore, water table depth is a measure of sustainable use of water resources. Declining groundwater depth indicates unsustainable water use. Groundwater depth is expected to decline during drought years and then recover during wet years. The long-term trend is key to evaluating this measure. The map below displays the locations of wells in Sonoma County, which are primarily located in the largely-agricultural inland valley regions of the county.



**Average Depth to Groundwater, Sonoma County**

Year	Depth	Percent Change
2011	47.0	n/a
2012	53.4	13.6%
2013	51.7	-3.3%
2014	81.9	58.6%
2015	55.7	-32.0%
2016	42.8	-23.2%
2017	36.4	-15.0%

Source: California Department of Water Resources



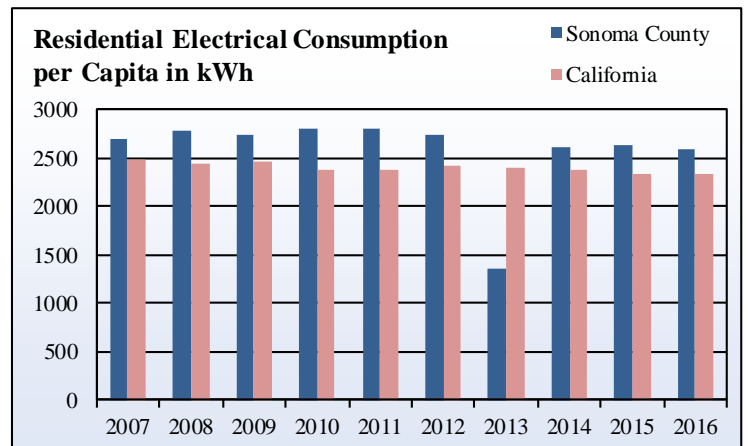
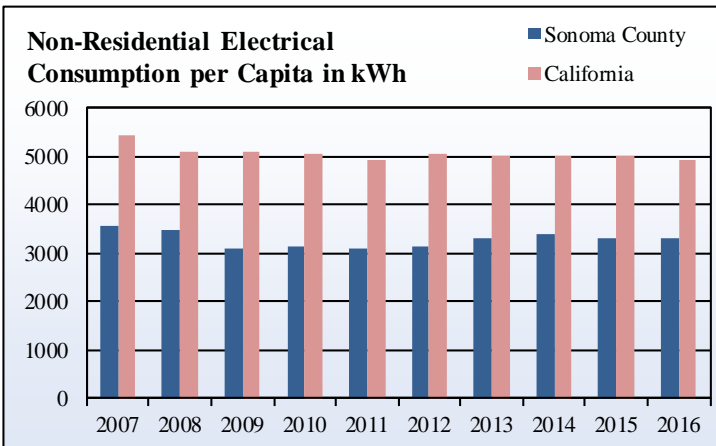
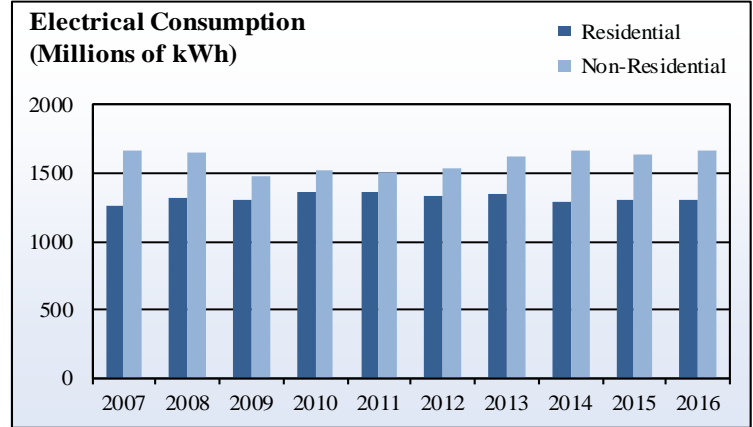
# Electricity Use

## 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 Pacificorp. 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 which will affect 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
2007	1267.2	2,687.7	1670.2	3,542.6	2,937.4
2008	1320.2	2,780.5	1650.2	3,475.5	2,970.5
2009	1305.5	2,727.6	1476.6	3,085.1	2,782.1
2010	1354.3	2,804.2	1520.6	3,148.4	2,874.9
2011	1368.3	2,808.9	1512.6	3,105.1	2,880.9
2012	1338.5	2,744.7	1540.5	3,158.8	2,879.0
2013	1346.4	1,346.4	1619.2	3,314.2	2,965.7
2014	1282.0	2,613.7	1660.7	3,385.8	2,942.7
2015	1308.9	2,637.6	1638.6	3,302.0	2,947.5
2016	1303.0	2,595.8	1662.2	3,311.4	2,965.2

Source: California Energy Commission

# Natural Gas Use

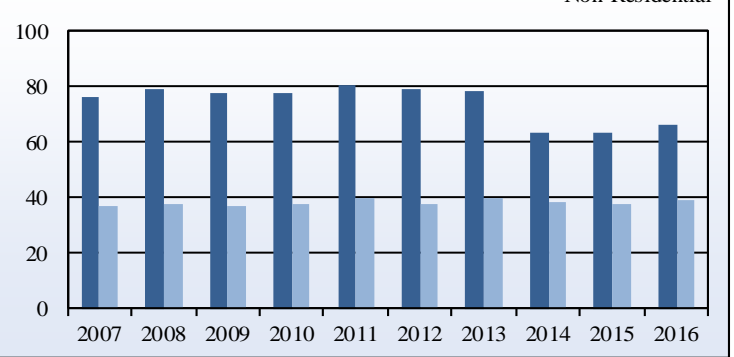
## What is it?

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.

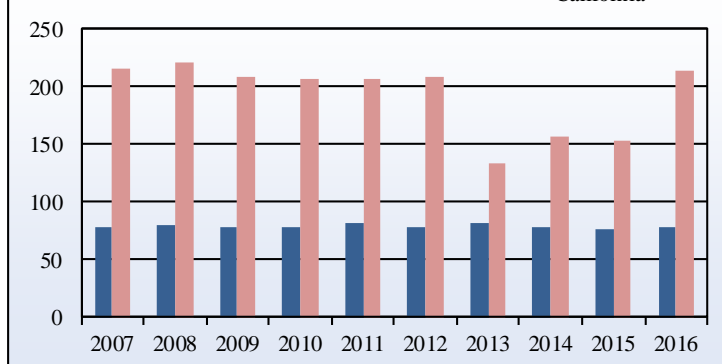
## How is it used?

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 2015, 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.

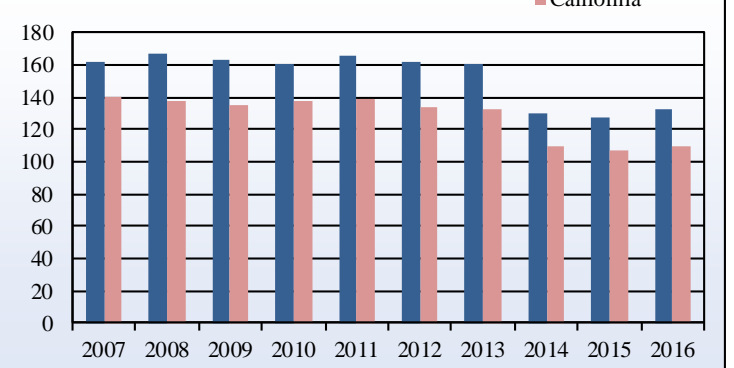
**Natural Gas Consumption (Millions of Therms)**



**Non-Residential Natural Gas Consumption per Capita in Therms**



**Residential Natural Gas Consumption per Capita in Therms**

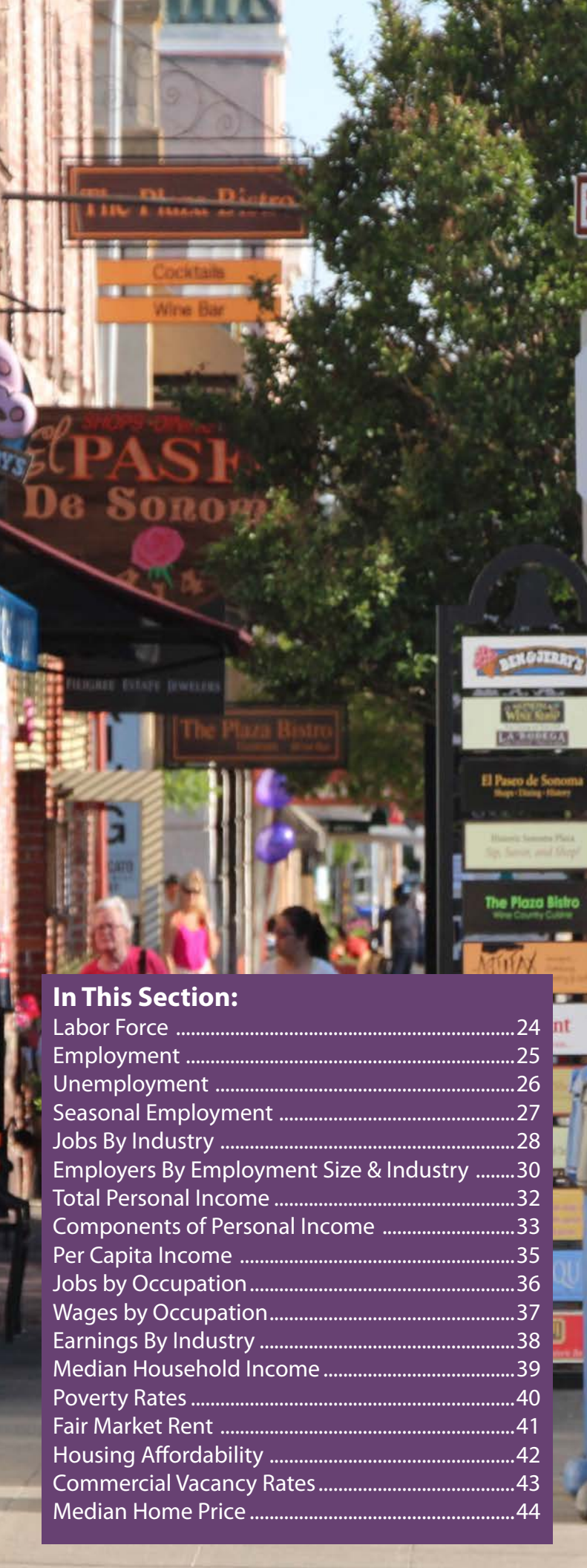


## Sonoma County Natural Gas Consumption

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
2007	76.16	161.52	37.27	79.06	113.43
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
2015	63.32	127.60	38.12	76.81	101.44
2016	66.55	132.59	39.42	78.53	105.97

Source: California Energy Commission





# ECONOMIC INDICATORS

Economic indicators provide insight into changes in a county's economic and workforce changes in employment and wages for particular industries within the county, as well as poverty and unemployment rates.

Between 2007 and 2016, Sonoma County experienced significant declines in its labor force and employment levels, and corollary increases in its unemployment rate; these declines were especially pronounced during the recession period between 2008 and 2010. However, since 2011 the county's economy has strengthened significantly and returned to pre-recession employment and workforce levels by 2016. Seasonal employment levels are driven significantly by agricultural harvesting periods, with the months between April and October experiencing the largest growth in seasonal workers, on average, between 2007 and 2016.

Employment by industry has grown most rapidly in Sonoma County since 2007 in state and federal government services, educational services, arts, entertainment, and recreation, and government enterprises. In contrast, farm proprietor's employment, retail trade, real estate rental and leasing, finance, insurance, and construction have experienced the most significant declines in employment since 2007. The vast majority of employers in the county (roughly 65 percent) are relatively small in size, with between 1 and 4 employees in total.

Per capita income has grown in Sonoma County by roughly 22 percent since 2007, after adjusting for inflation, with nominal per capita income at roughly \$56,700 in 2016. The three most highest-paying industries in the county during this same period, in terms of total personal earnings, were government and government enterprises, health care and social assistance, manufacturing, and professional, scientific, and technical services. Between 2007 and 2016, median household income in Sonoma County rose by 18 percent to \$73,496, outpacing the rest of California which rose by 13 percent to \$67,715 by 2016.

While the county's poverty rate has remained consistently lower than the rest of California since 2007, it increased significantly between 2008 and 2010 and remained at 9.4 percent in 2016. Renting costs in Sonoma have increased significantly in Sonoma since 2009, and are inflated drastically by household size. For example, while the monthly cost of a 1-bedroom apartment increased by 38 percent between 2009 and 2018 (from \$1,026 to \$1,420), the cost of a 4 bedroom apartment increased by almost 51 percent (from \$2,150 to \$3,246). Median home sale prices have also fluctuated widely between 2007 and 2016, with a notable 43 percent decrease between 2007 and 2011, and a subsequent increase of 78 percent to return to pre-recession price levels; the median home price for Sonoma County in 2016 was \$535,000.

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# 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. They 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?

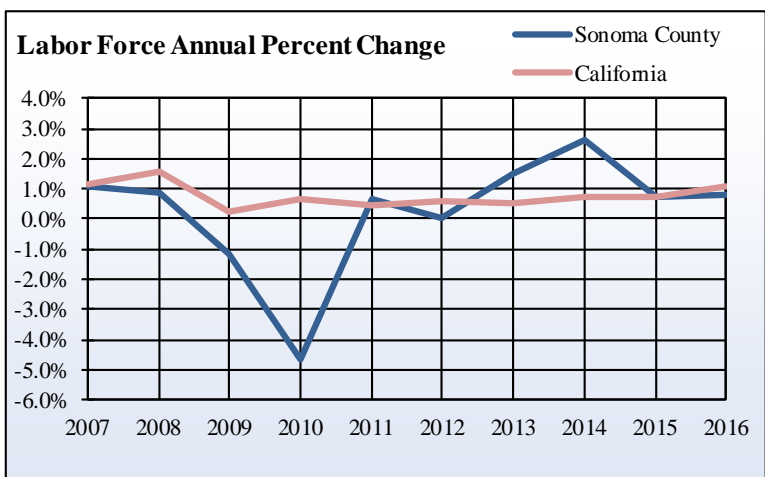
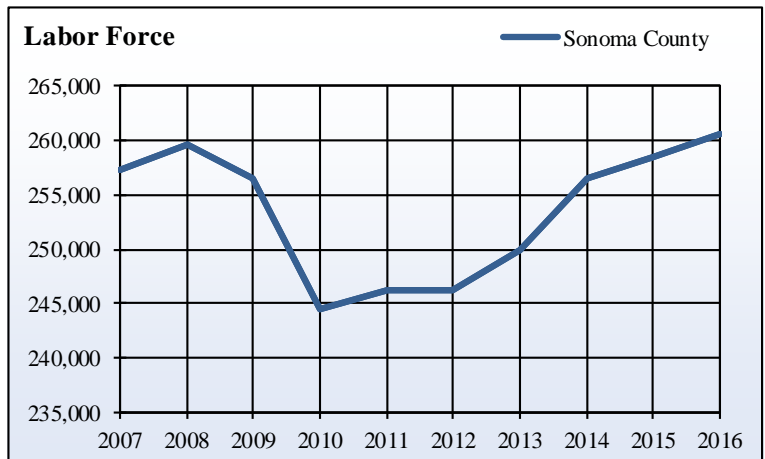
An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants. 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.

Sonoma County's labor force decreased significantly after 2008 due to the Great Recession, but began to grow in 2010 and eventually returned to a pre-recession level of roughly 260,500 by 2016.

## Total Labor Force, Sonoma County

Year	Labor Force		1-Year Change	
	County	State	County	State
2007	257,300	17,893,100	1.1%	1.2%
2008	259,600	18,178,100	0.9%	1.6%
2009	256,500	18,215,100	-1.2%	0.2%
2010	244,600	18,336,300	-4.6%	0.7%
2011	246,200	18,415,100	0.7%	0.4%
2012	246,300	18,523,800	0.0%	0.6%
2013	250,000	18,624,300	1.5%	0.5%
2014	256,600	18,755,000	2.6%	0.7%
2015	258,400	18,893,200	0.7%	0.7%
2016	260,500	19,102,700	0.8%	1.1%

Source: California Employment Development Department, Labor Market Information Division





# Employment

## What is it?

Employment includes all individuals who, during the week including the 12th of the month, either worked at least one hour for a wage or salary, were self-employed, or were working at least 15 unpaid hours in a family business or on a family farm. 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?

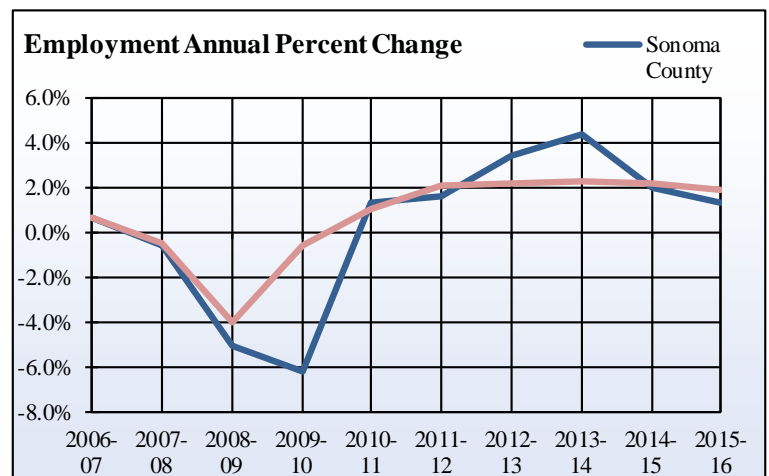
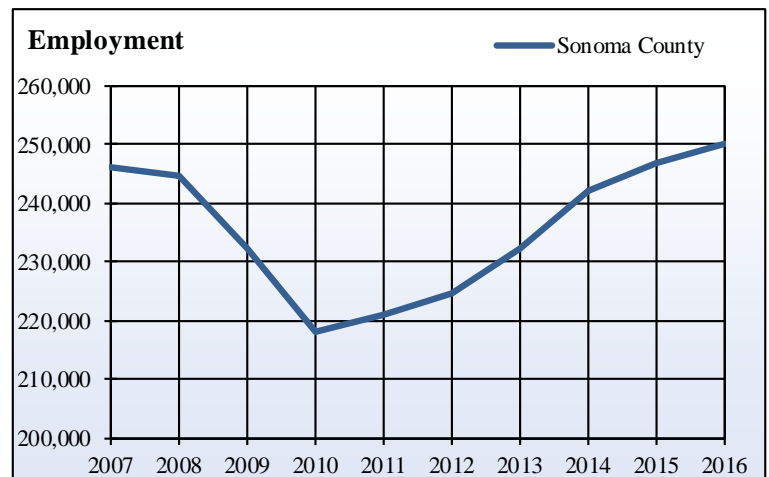
Employment is the primary indicator of the economic situation of workers living in the area. Increasing employment means more jobs for workers, and workers have an easier time finding work. This is a primary indicator of the health of the economy as the unemployment rate is affected by labor force shifts.

Between 2007 and 2016, Sonoma County's total employment increased by roughly 1.7 percent, despite significant declines in total employment between 2008 and 2010. By 2015, total employment had increased to pre-recession levels, and continued to increase to roughly 250,000 by 2016.

## Total Employment, Sonoma County

Year	Employed		1-Year Change	
	County	State	County	State
2007	246,100	16,931,600	0.7%	0.7%
2008	244,700	16,854,500	-0.6%	-0.5%
2009	232,400	16,182,600	-5.0%	-4.0%
2010	218,100	16,091,900	-6.2%	-0.6%
2011	221,000	16,258,100	1.3%	1.0%
2012	224,500	16,602,700	1.6%	2.1%
2013	232,200	16,958,700	3.4%	2.1%
2014	242,200	17,348,600	4.3%	2.3%
2015	246,900	17,723,300	1.9%	2.2%
2016	250,200	18,065,000	1.3%	1.9%

Source: California Employment Development Department, Labor Market Information Division



# 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?

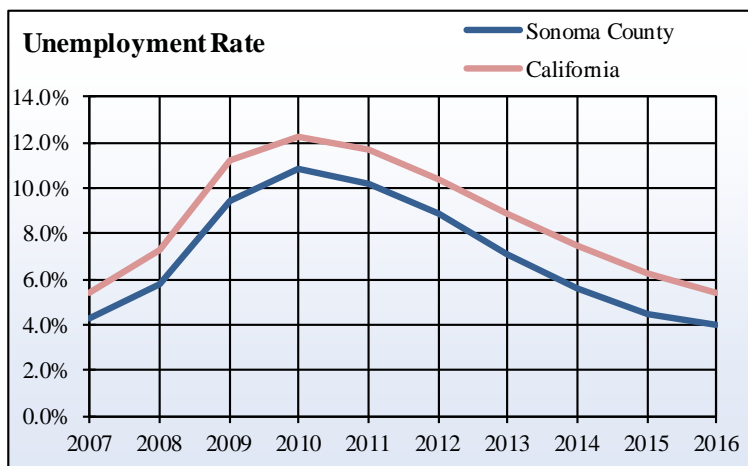
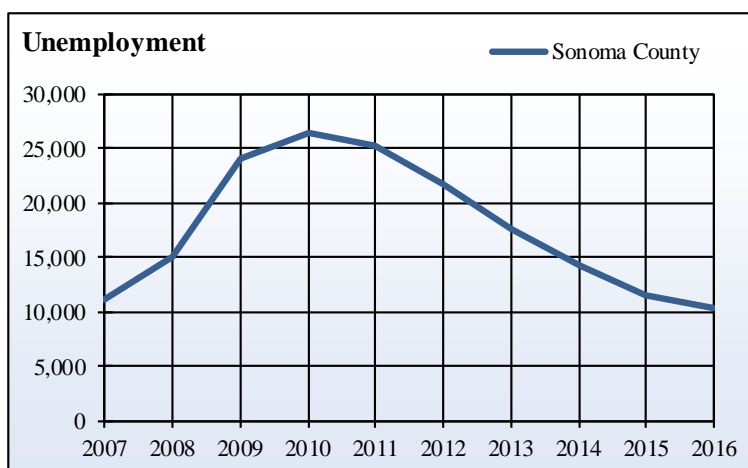
The unemployment rate is often used as a primary measure of economic health. When in reality it is often a lagging indicator due to labor force shifts. Sustained high unemployment rates typically indicate the presence of structural economic and/or social issues within the community, although what is 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.

Consistent with changes to Sonoma County’s Labor Force and Employment levels during the same period, the county unemployment rate spiked significantly between 2008 and 2010, and thereafter slowly decreased to pre-recession levels by 2015.

## Total Unemployment, Sonoma County

Year	County Unemployed	Unemployment Rate		1-Year Change	
		County	State	County	State
2007	11,200	4.3%	5.4%	9.8%	11.1%
2008	15,000	5.8%	7.3%	33.9%	37.7%
2009	24,100	9.4%	11.2%	60.7%	53.6%
2010	26,500	10.8%	12.2%	10.0%	10.4%
2011	25,200	10.2%	11.7%	-4.9%	-3.9%
2012	21,800	8.9%	10.4%	-13.5%	-10.9%
2013	17,700	7.1%	8.9%	-18.8%	-13.3%
2014	14,400	5.6%	7.5%	-18.6%	-15.6%
2015	11,500	4.5%	6.2%	-20.1%	-16.8%
2016	10,300	4.0%	5.4%	-10.4%	-11.3%

Source: California Employment Development Department, Labor Market Information Division





# 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?

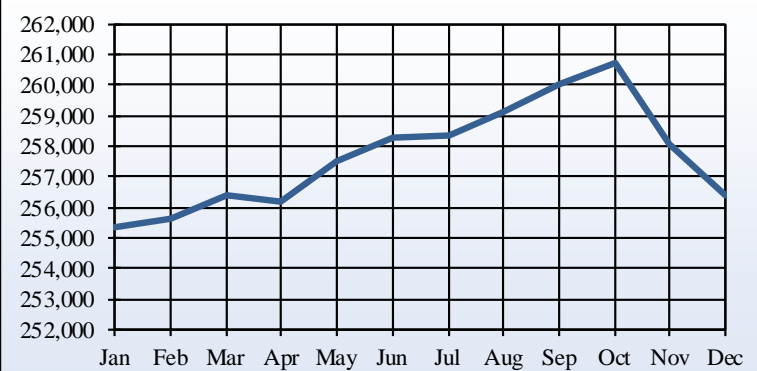
Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course of the year that cannot be observed in the annual average. The employment difference in the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

## Average Monthly Labor Statistics, Sonoma County, 2007-2016

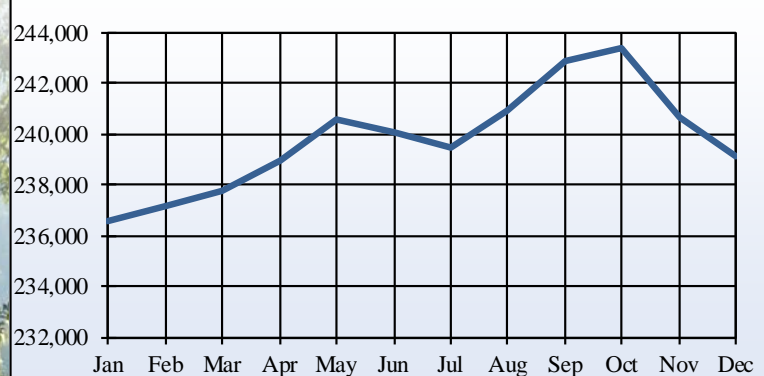
Month	Labor Force	Employed	Unemployed	Unemp. Rate
Jan	255,340	236,580	18,760	7.3 %
Feb	255,670	237,190	18,510	7.2 %
Mar	256,410	237,800	18,590	7.3 %
April	256,170	239,000	17,170	6.7 %
May	257,520	240,560	16,980	6.6 %
Jun	258,260	240,080	18,180	7.0 %
Jul	258,330	239,520	18,790	7.3 %
Aug	259,100	240,930	18,180	7.0 %
Sep	260,040	242,870	17,170	6.6 %
Oct	260,690	243,430	17,260	6.6 %
Nov	258,100	240,700	17,410	6.7 %
Dec	256,380	239,170	17,200	6.7 %

Source: California Employment Development Department, Labor Market Information Division

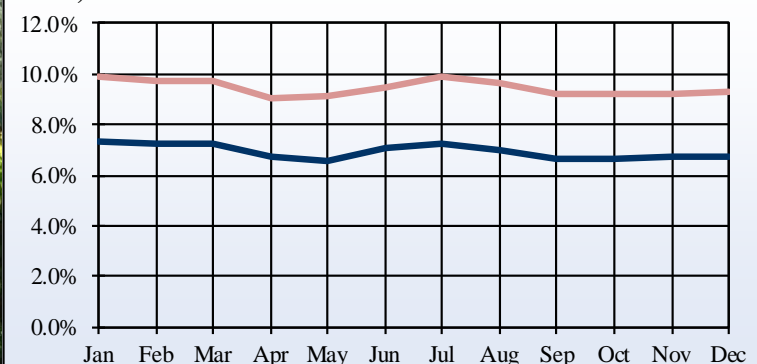
## Average Monthly Labor Force, 2007-2016



## Average Monthly Employment, 2007-2016



## Average Monthly Unemployment Rate, 2007-2016



# 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 workers live. 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?

Job growth by industry sector is a measure of the economic diversity and stability of the local economy. A healthy economy will create a balance between industries. If too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy. Job growth is an important indicator for business and government planning. It allows for a better understanding of which sectors are the major generators of jobs in the area and which sectors are continuing to grow. This can provide insight into which industries have the greatest potential for growth in the near future.

## Top Five Growing Industries, Sonoma County, 2011-2016

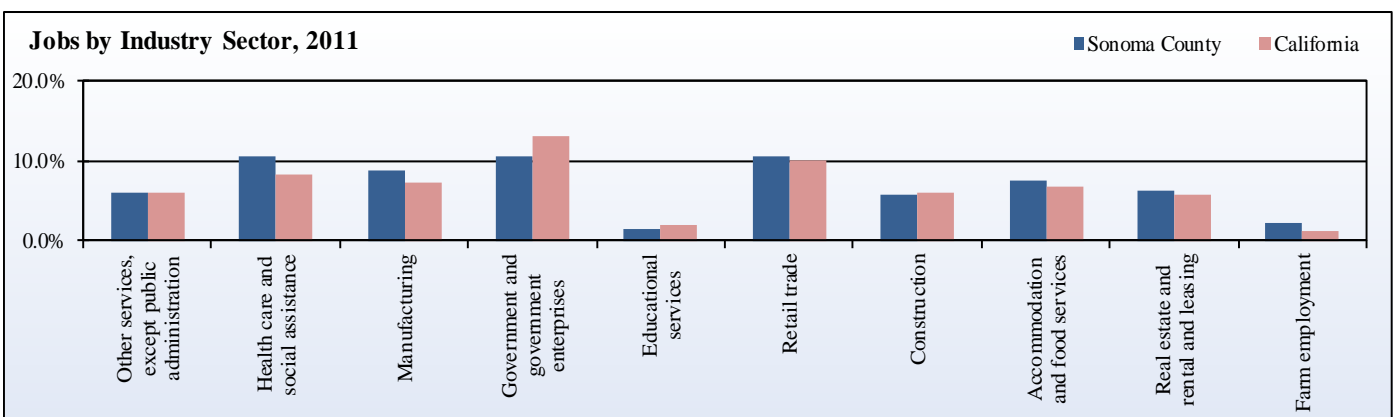
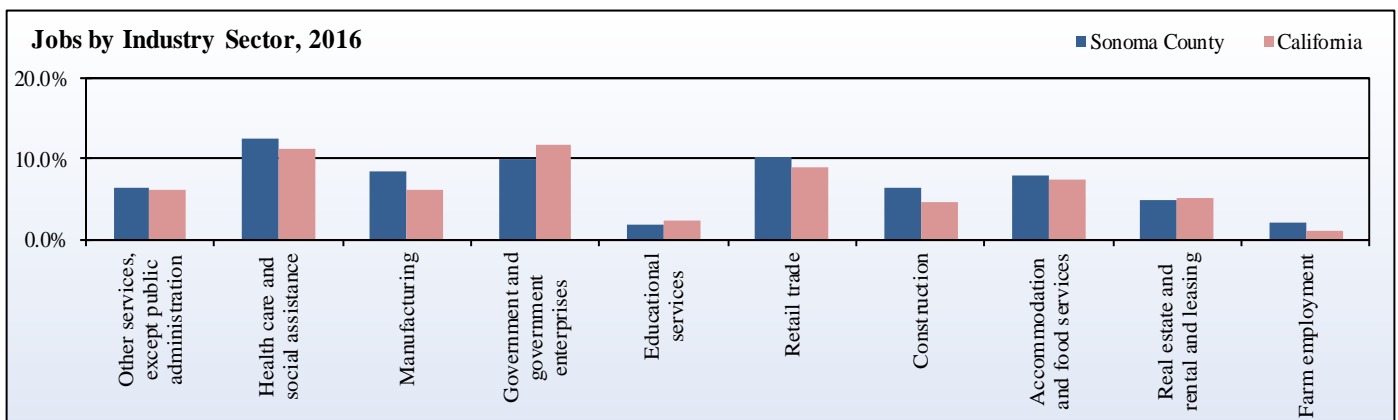
Industry	2011-2016 Percent Change
Management of companies and enterprises	57.4%
Mining	50.7%
Health care and social assistance	33.4%
Transportation and warehousing	27.8%
Educational services	27.4%

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

## Top Three Declining Industries, Sonoma County, 2011-2016

Industry	2011-2016 Percent Change
Real estate and rental and leasing	-10.0%
Professional, scientific, and technical	-5.9%
Finance and insurance	-3.8%

Source: U.S. Department of Commerce, Bureau of Economic Analysis  
\*Only three industries in Sonoma County had a negative growth rate between 2011-2016





### Jobs by Industry, Sonoma County, 2011

Industry	Sonoma County	County Percent of Total	California Percent of Total
Farm employment	6,104	2.3%	1.1%
Forestry, fishing, and related activities	2,602	1.0%	1.0%
Mining	527	0.2%	0.2%
Utilities	688	0.3%	0.3%
Construction	15,594	5.9%	5.9%
Manufacturing	23,051	8.7%	7.4%
Wholesale trade	8,805	3.3%	3.8%
Retail trade	28,125	10.6%	10.1%
Transportation and warehousing	4,640	1.7%	2.9%
Information	3,726	1.4%	2.7%
Finance and insurance	11,229	4.2%	4.6%
Real estate and rental and leasing	16,626	6.2%	5.7%
Professional, scientific, and technical services	24,872	9.3%	8.3%
Management of companies and enterprises	1,544	0.6%	1.0%
Administrative and waste services	13,874	5.2%	6.4%
Educational services	4,216	1.6%	1.9%
Health care and social assistance	28,294	10.6%	8.4%
Arts, entertainment, and recreation	8,168	3.1%	2.5%
Accommodation and food services	19,775	7.4%	6.8%
Other services, except public administration	15,830	6.0%	6.0%
Government and government enterprises	27,728	10.4%	12.9%
Sum of withheld "(D)" values	n/a	0.0%	n/a
<b>Total Jobs</b>	<b>266,018</b>	<b>100.0%</b>	<b>100.0%</b>

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

### Jobs by Industry, Sonoma County, 2016

Industry	Sonoma County	County Percent of Total	California Percent of Total
Farm employment	6,268	2.1%	1.0%
Forestry, fishing, and related activities	3,069	1.0%	1.1%
Mining	794	0.3%	0.3%
Utilities	781	0.3%	0.3%
Construction	19,752	6.5%	4.7%
Manufacturing	25,896	8.5%	6.1%
Wholesale trade	10,772	3.5%	3.8%
Retail trade	31,478	10.4%	9.1%
Transportation and warehousing	5,928	1.9%	3.8%
Information	3,961	1.3%	2.6%
Finance and insurance	10,797	3.6%	4.4%
Real estate and rental and leasing	14,971	4.9%	5.0%
Professional, scientific, and technical services	23,404	7.7%	8.6%
Management of companies and enterprises	2,430	0.8%	1.1%
Administrative and waste services	17,040	5.6%	6.4%
Educational services	5,370	1.8%	2.3%
Health care and social assistance	37,751	12.4%	11.2%
Arts, entertainment, and recreation	9,463	3.1%	2.8%
Accommodation and food services	24,242	8.0%	7.5%
Other services, except public administration	19,504	6.4%	6.2%
Government and government enterprises	30,410	10.0%	11.8%
Sum of withheld "(D)" values	n/a	0.0%	n/a
<b>Total Jobs</b>	<b>304,081</b>	<b>100.0%</b>	<b>100.0%</b>

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

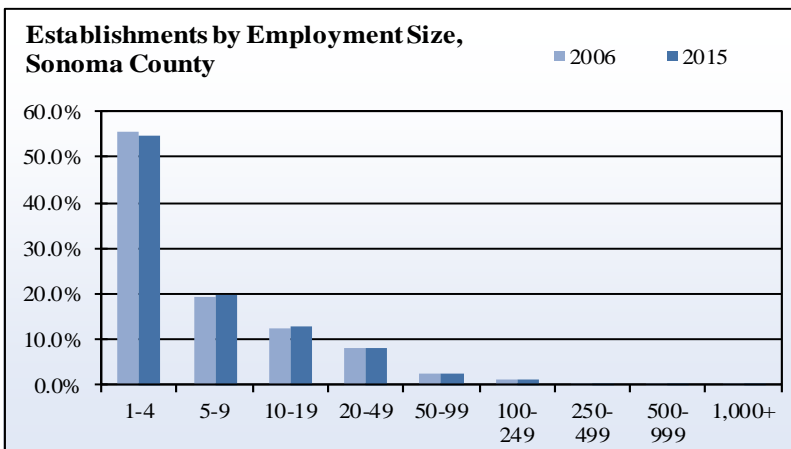
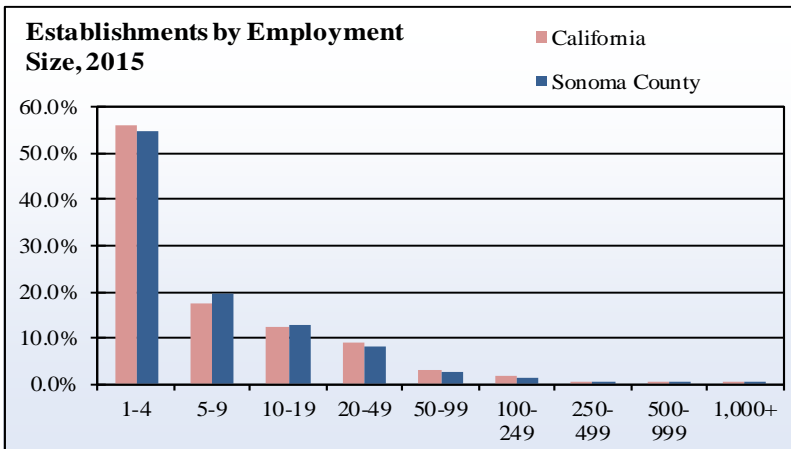
# Employers By Employment Size & Industry

## 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.





## Number of Establishments by Employment Size and Industry, Sonoma County, 2015

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	1,000 or more
Agriculture, forestry, fishing and hunting	53	6	9	5	4	1	0	0	0
Mining, quarrying, and oil and gas extraction	4	1	2	5	1	0	0	0	0
Utilities	6	5	1	1	0	0	0	1	0
Construction	1,237	301	170	84	22	2	1	0	0
Manufacturing	345	177	131	131	41	33	5	1	2
Retail trade	802	472	318	148	54	47	6	0	0
Transportation and warehousing	116	38	35	26	11	5	1	0	0
Wholesale trade	276	127	85	61	18	14	3	1	0
Information	121	41	21	22	3	6	1	0	0
Finance and insurance	431	136	72	35	16	2	2	0	0
Real estate and rental and leasing	479	108	41	21	4	0	0	0	0
Professional, scientific, and technical services	1,135	235	115	56	17	4	2	0	0
Management of companies and enterprises	13	12	13	17	9	3	1	0	0
Administrative and support and waste management	447	115	85	52	22	15	3	1	1
Educational services	107	32	28	24	8	2	0	0	0
Health care and social assistance	715	385	205	111	37	33	10	4	1
Arts, entertainment, and recreation	129	35	32	23	13	8	2	0	1
Accommodation and food services	359	249	301	279	56	12	0	1	0
Other services (except public administration)	681	237	105	48	16	7	0	0	0
Industries not classified	60	4	0	0	0	0	0	0	0
Total Establishments	7,516	2,716	1,769	1,148	352	194	37	9	5

Source: U.S. Bureau of the Census, County Business Patterns, 2015

## Number of Establishments by Employment Size and Industry, Sonoma County, 2006

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	1,000 or more
Agriculture, forestry, fishing and hunting	45	9	9	7	0	0	0	0	0
Mining, quarrying, and oil and gas extraction	4	2	2	4	0	0	0	0	0
Utilities	7	2	1	1	0	0	1	0	0
Construction	1,407	356	180	110	32	8	1	0	0
Manufacturing	367	145	132	127	53	33	3	3	2
Retail trade	804	489	293	160	56	46	5	0	0
Transportation and warehousing	148	50	35	30	10	4	0	0	0
Wholesale trade	332	132	85	76	18	7	2	1	0
Information	117	30	23	31	9	3	2	0	0
Finance and insurance	431	152	81	69	20	5	4	0	1
Real estate and rental and leasing	539	106	56	13	7	1	0	0	0
Professional, scientific, and technical services	1,085	198	143	69	13	6	1	0	0
Management of companies and enterprises	11	8	14	14	4	3	0	1	0
Administrative and support and waste management	406	103	73	46	23	14	3	2	0
Educational services	76	27	21	21	11	2	0	0	0
Health care and social assistance	771	376	201	95	43	27	2	2	3
Arts, entertainment, and recreation	112	42	33	20	15	5	1	1	0
Accommodation and food services	394	215	255	214	40	16	1	1	0
Other services (except public administration)	658	233	111	40	14	2	0	0	0
Industries not classified	48	2	0	0	0	0	0	0	0
Total Establishments	7,762	2,677	1,748	1,147	368	182	26	11	6

Source: U.S. Bureau of the Census, County Business Patterns, 2006

# Total Personal Income

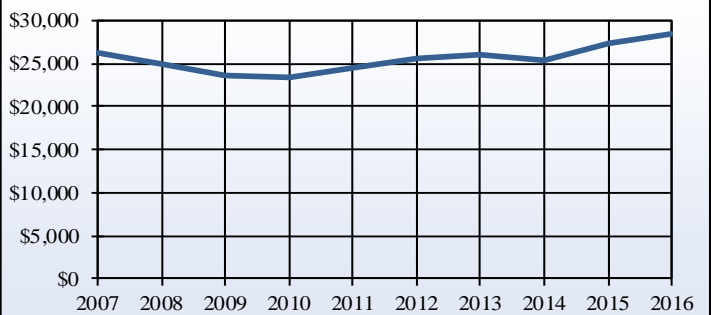
## What is it?

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.

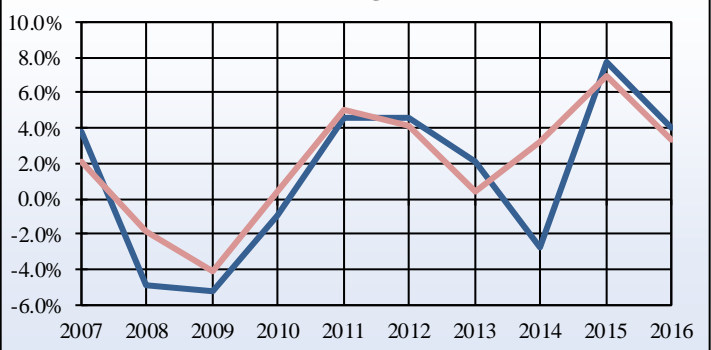
## How is it used?

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 average annual inflation rate from 2007 to 2016 was 4.7 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.

**Inflation-Adjusted Total Personal Income (in Millions)**



**Inflation-Adjusted Total Personal Income, 1-Year Change**



## 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 (2015)	1-Year Change	1-Year Change
2007	\$21,948	3.8%	\$26,175	3.8%	2.1%
2008	\$21,760	-0.9%	\$24,886	-4.9%	-1.8%
2009	\$20,620	-5.2%	\$23,575	-5.3%	-4.1%
2010	\$20,961	1.7%	\$23,352	-0.9%	0.4%
2011	\$22,292	6.3%	\$24,435	4.6%	5.1%
2012	\$23,999	7.7%	\$25,559	4.6%	4.1%
2013	\$24,906	3.8%	\$26,109	2.2%	0.5%
2014	\$24,607	-1.2%	\$25,394	-2.7%	3.2%
2015	\$26,875	9.2%	\$27,362	7.8%	7.0%
2016	\$28,457	5.9%	\$28,457	4.0%	3.3%

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



# 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.

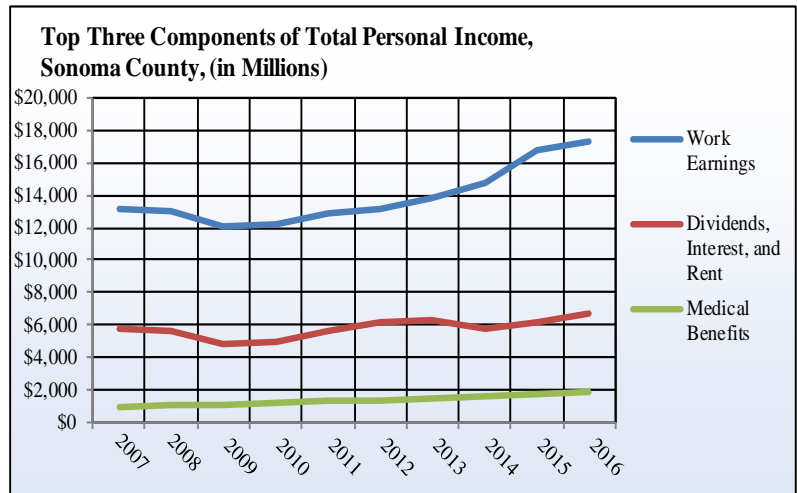
Between 2007 and 2016, Sonoma County experienced a roughly 340 percent increase in transfer payments categorized as "Other Government Benefits." These benefits include several different types of transfer payments, including compensation of survivors of public safety officers, disaster relief benefits (FEMA), and Bureau of Indian Affairs benefits. It is unclear exactly why Sonoma County has experienced such large increases in these types of transfer payments. This same trend of increasing government benefits has occurred in multiple parts of California.

IN 2016,  
**WORK EARNINGS**  
 IN SONOMA COUNTY  
 ACCOUNTED FOR  
**61** PERCENT  
 OF TOTAL  
 PERSONAL  
 INCOME

## Components of Total Personal Income, Sonoma County, 2016

Component	Percent of total in 2016		2007 to 2016 Average Annual Change	
	County	California	County	California
Work Earnings	60.9 %	71.6 %	3.2 %	3.5 %
Contributions to SSI, etc.	- 6.4 %	- 7.4 %	2.9 %	3.3 %
Commuter Income	6.7 %	- 0.1 %	- 1.0 %	73.5 %
Dividends, Interest, & Rent	23.8 %	20.8 %	1.9 %	4.3 %
Retirement / Disability Benefits	5.9 %	4.2 %	6.5 %	5.3 %
Medical Benefits	6.6 %	7.5 %	8.8 %	9.1 %
Income Maintenance Benefits	0.9 %	1.6 %	3.0 %	3.4 %
Unemployment Benefits	0.2 %	0.2 %	- 1.2 %	0.4 %
Veterans benefits	0.4 %	0.4 %	10.4 %	14.8 %
Education and training assistance	0.3 %	0.4 %	13.7 %	13.8 %
Other Government Benefits	0.3 %	0.3 %	339.5 %	343.2 %
Nonprofit Institutions	0.2 %	0.2 %	3.0 %	3.1 %
Private Personal Injury Liability	0.2 %	0.2 %	14.0 %	14.0 %
<b>Total Personal Income</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>3.0 %</b>	<b>4.1 %</b>

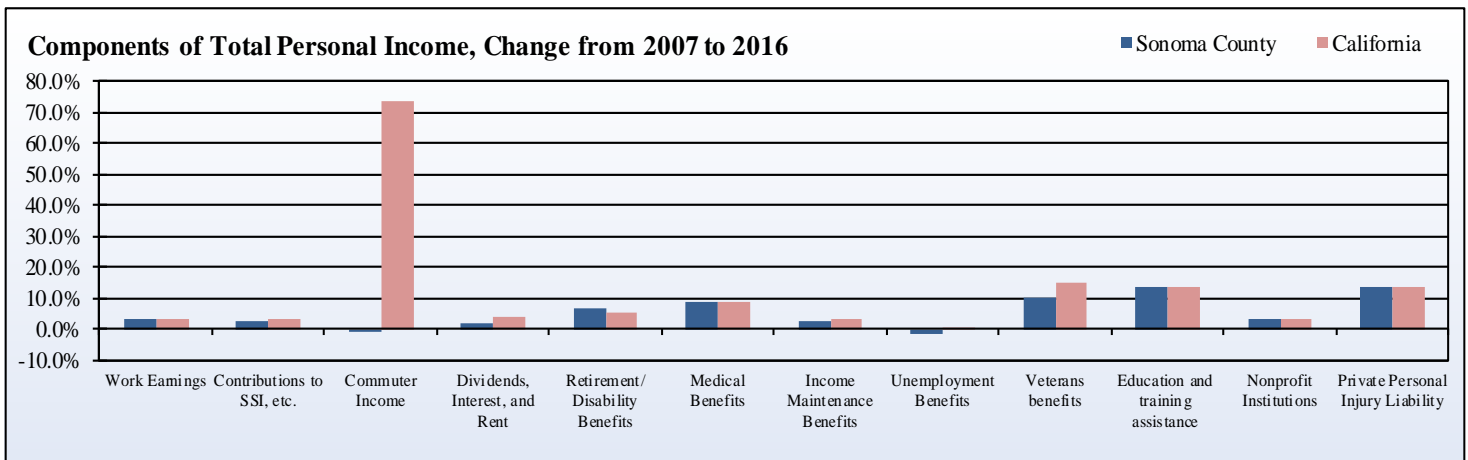
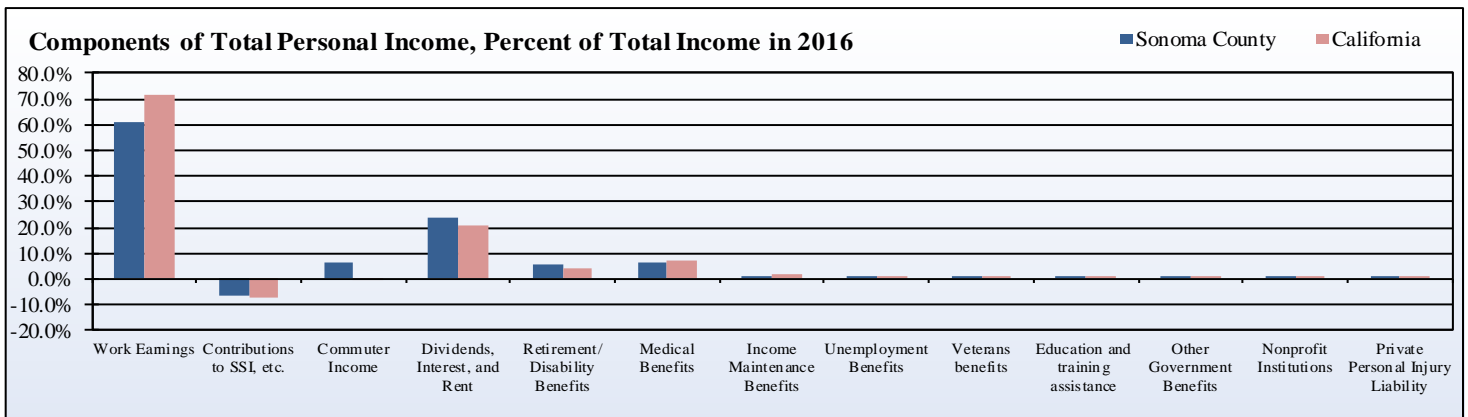
Source: U.S. Department of Commerce, Bureau of Economic Analysis



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

Component	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Work Earnings	\$13,098	\$12,950	\$12,073	\$12,264	\$12,842	\$13,157	\$13,852	\$14,696	\$16,720	\$17,332
Contributions to SSI, etc.	-\$1,418	-\$1,429	-\$1,352	-\$1,368	-\$1,290	-\$1,284	-\$1,519	-\$1,606	-\$1,743	-\$1,833
Commuter Income	\$2,133	\$2,012	\$2,048	\$1,817	\$1,777	\$2,485	\$2,636	\$1,970	\$1,534	\$1,915
Dividends, Interest, and Rent	\$5,709	\$5,578	\$4,794	\$4,936	\$5,639	\$6,195	\$6,348	\$5,800	\$6,235	\$6,772
Retirement/ Disability Benefits	\$1,014	\$1,071	\$1,177	\$1,228	\$1,274	\$1,373	\$1,456	\$1,539	\$1,621	\$1,674
Medical Benefits	\$1,004	\$1,084	\$1,148	\$1,271	\$1,293	\$1,375	\$1,447	\$1,621	\$1,806	\$1,886
Income Maintenance Benefits	\$192	\$198	\$227	\$242	\$250	\$254	\$257	\$255	\$254	\$250
Unemployment Benefits	\$58	\$101	\$262	\$297	\$230	\$176	\$120	\$69	\$54	\$51
Veterans benefits	\$53	\$55	\$61	\$67	\$71	\$81	\$93	\$97	\$107	\$107
Education and training assistance	\$40	\$46	\$60	\$75	\$83	\$90	\$88	\$89	\$90	\$94
Other Government Benefits	\$2	\$133	\$47	\$122	\$114	\$20	\$17	\$63	\$81	\$85
Nonprofit Institutions	\$50	\$49	\$52	\$59	\$57	\$61	\$62	\$64	\$63	\$65
Private Personal Injury Liability	\$26	\$38	\$40	\$41	\$55	\$41	\$38	\$44	\$52	\$61
<b>Total Personal Income</b>	<b>\$21,960</b>	<b>\$21,885</b>	<b>\$20,638</b>	<b>\$21,051</b>	<b>\$22,396</b>	<b>\$24,023</b>	<b>\$24,896</b>	<b>\$24,700</b>	<b>\$26,875</b>	<b>\$28,457</b>

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



Note: Other government benefits is not included for components of total personal income in this figure due to large fluctuations in its 10-year average percent change.



# 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?

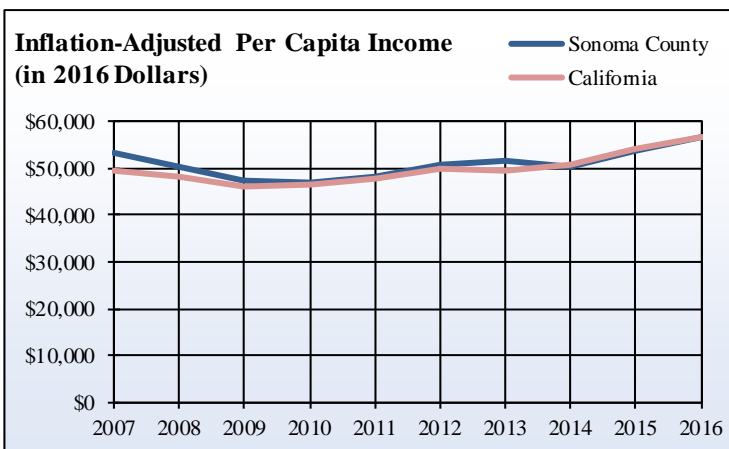
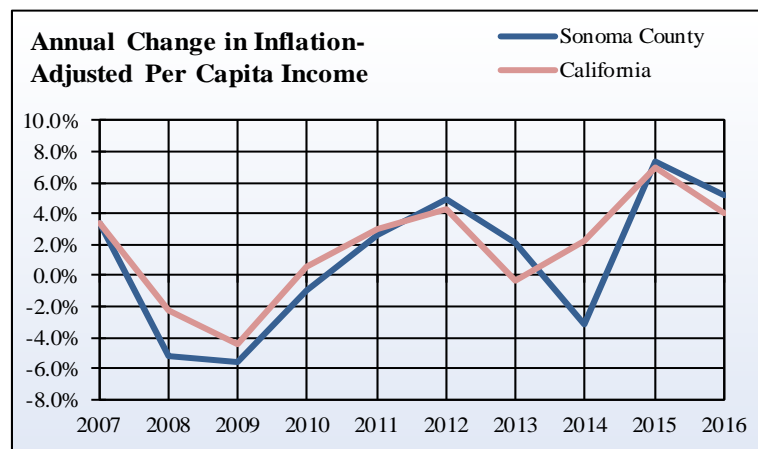
Per capita income is one of the primary measures of economic well-being in a community. Changes can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and 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 Nominal Per Capita Income	Sonoma County 1-Year Change	Inflation-adjusted Per Capita Income (2015)		Inflation-adjusted 1-Year Change	
			Sonoma County	California	Sonoma County	California
2007	\$ 46,552	3.4%	\$ 53,202	\$ 49,366	3.4%	3.4%
2008	\$ 45,829	-1.6%	\$ 50,429	\$ 48,255	-5.2%	-2.2%
2009	\$ 43,083	-6.0%	\$ 47,584	\$ 46,117	-5.6%	-4.4%
2010	\$ 43,402	0.7%	\$ 47,145	\$ 46,395	-0.9%	0.6%
2011	\$ 45,954	5.9%	\$ 48,408	\$ 47,775	2.7%	3.0%
2012	\$ 49,211	7.1%	\$ 50,777	\$ 49,819	4.9%	4.3%
2013	\$ 50,976	3.6%	\$ 51,843	\$ 49,674	2.1%	-0.3%
2014	\$ 50,168	-1.6%	\$ 50,213	\$ 50,790	-3.1%	2.2%
2015	\$ 53,819	7.3%	\$ 53,908	\$ 54,318	7.4%	6.9%
2016	\$ 56,693	5.3%	\$ 56,693	\$ 56,532	5.2%	4.1%

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



# Jobs 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?

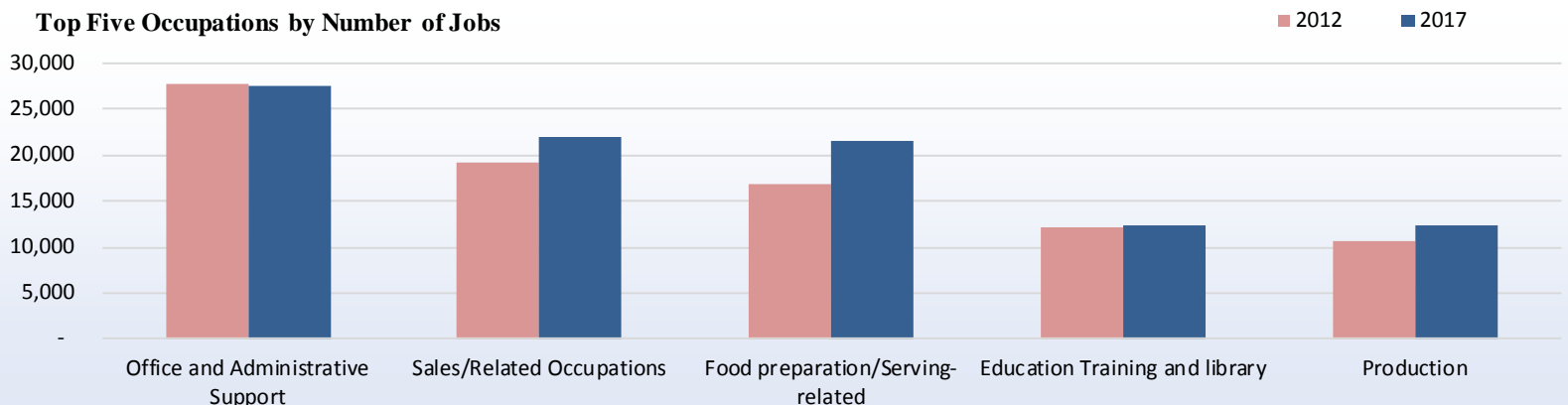
Wages by occupation help analysts understand which occupational categories are more likely to produce livable wages. Also, wages help compare the progress of occupations in the region as compared with that of the state. Jobs by occupation help workforce development organizations plan appropriately as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

## Jobs by Occupation, Sonoma County, 2017

Occupation	2012	2017	Percent
Management Occupations	9,410	11,410	21.3 %
Business and Financial Operations Occupations	10,640	8,570	- 19.5 %
Computer and Mathematical Occupations	3,020	3,020	0.0 %
Architecture and Engineering Occupations	2,870	2,950	2.8 %
Life, Physical, and Social Science	1,420	1,860	31.0 %
Community and Social Services Occupations	1,930	3,230	67.4 %
Legal Occupations	640	750	17.2 %
Education, Training, and Library Occupations	12,140	12,450	2.6 %
Arts, Design, Entertainment, Sports, and Media Occupations	2,060	2,140	3.9 %
Healthcare Practitioners and Technical Occupations	10,560	10,920	3.4 %
Healthcare Support Occupations	5,230	4,600	- 12.0 %
Protective Service Occupations	3,300	2,830	- 14.2 %
Food Preparations and Serving-Related Occupations	16,590	21,530	29.8 %
Building and Grounds Cleaning and Maintenance Occupations	6,320	7,210	14.1 %
Personal Care and Service Occupations	4,770	7,790	63.3 %
Sales and Related Occupations	19,190	22,030	14.8 %
Office and Administrative support Occupations	27,580	27,650	0.3 %
Farming, Fishing, and Forestry Occupations	2,360	2,490	5.5 %
Construction and Extraction Occupations	6,500	8,940	37.5 %
Installation, Maintenance, and Repair Occupations	5,850	7,250	23.9 %
Production Occupations	10,550	12,370	17.3 %
Transportation and Material Moving Occupations	9,590	11,650	21.5 %

Source: California Employment Development Department

## Top Five Occupations by Number of Jobs





# Wages By Occupation

## Wages by Occupation, Sonoma County, 2017

Occupation	Mean Hourly	Mean Annual Pay	Mean CA Pay	Sonoma Pay % of CA Pay
Management Occupations	\$ 56.27	\$ 117,032	\$ 132,859	90.1 %
Business and Financial Operations Occupations	\$ 36.66	\$ 76,266	\$ 84,603	89.2 %
Computer and Mathematical Occupations	\$ 44.70	\$ 92,970	\$ 104,271	93.4 %
Architecture and Engineering Occupations	\$ 44.72	\$ 93,021	\$ 99,613	100.9 %
Life, Physical, and Social Science	\$ 39.78	\$ 82,733	\$ 81,983	99.9 %
Community and Social Services Occupations	\$ 26.70	\$ 55,533	\$ 55,614	86.4 %
Legal Occupations	\$ 52.67	\$ 109,547	\$ 126,732	90.8 %
Education, Training, and Library Occupations	\$ 27.37	\$ 56,931	\$ 62,672	80.4 %
Arts, Design, Entertainment, Sports, and Media Occupations	\$ 29.19	\$ 60,718	\$ 75,553	95.6 %
Healthcare Practitioners and Technical Occupations	\$ 43.99	\$ 91,492	\$ 95,674	114.5 %
Healthcare Support Occupations	\$ 20.59	\$ 42,832	\$ 37,399	108.7 %
Protective Service Occupations	\$ 30.51	\$ 63,447	\$ 58,353	106.1 %
Food Preparations and Serving-Related Occupations	\$ 14.35	\$ 29,839	\$ 28,124	104.5 %
Building and Grounds Cleaning and Maintenance Occupations	\$ 16.31	\$ 33,917	\$ 32,458	105.0 %
Personal Care and Service Occupations	\$ 15.33	\$ 31,883	\$ 30,373	93.9 %
Sales and Related Occupations	\$ 19.58	\$ 40,720	\$ 43,370	103.6 %
Office and Administrative support Occupations	\$ 20.90	\$ 43,478	\$ 41,967	122.4 %
Farming, Fishing, and Forestry Occupations	\$ 14.91	\$ 31,012	\$ 25,346	106.1 %
Construction and Extraction Occupations	\$ 29.52	\$ 61,412	\$ 57,856	101.2 %
Installation, Maintenance, and Repair Occupations	\$ 26.75	\$ 52,802	\$ 52,157	104.5 %
Production Occupations	\$ 19.03	\$ 39,584	\$ 37,889	100.6 %
Transportation and Material Moving Occupations	\$ 18.34	\$ 38,150	\$ 37,914	0.0 %

Source: California Employment Development Department



# 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 are 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 symbol "(L)" is used when reported values are less than \$50,000. Values for both (D) and (L) are included in aggregate totals.

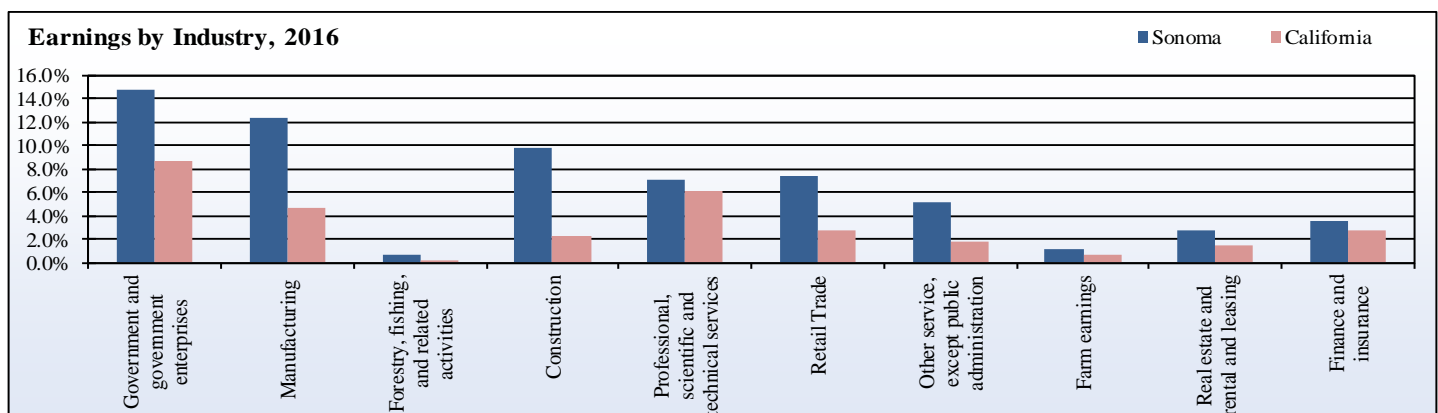
## How is it used?

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 are 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.

## Earnings by Industry, Sonoma County, 2016 (in Millions)

Industry	Sonoma County	County Percent of Total	California Percent of Total
Farm employment	\$ 217.6	1.3 %	0.7 %
Forestry, fishing, and related activities	\$ 136.3	0.8 %	0.3 %
Mining	\$ 13.9	0.1 %	0.3 %
Utilities	\$ 127.3	0.7 %	0.3 %
Construction	\$ 1,691.6	9.8 %	2.3 %
Manufacturing	\$ 2,134.0	12.3 %	4.7 %
Wholesale trade	\$ 773.3	4.5 %	2.4 %
Retail trade	\$ 1,284.8	7.4 %	2.8 %
Transportation and warehousing	\$ 299.8	1.7 %	1.4 %
Information	\$ 395.3	2.3 %	3.0 %
Finance and insurance	\$ 617.7	3.6 %	2.7 %
Real Estate, rental, and leasing	\$ 488.7	2.8 %	1.6 %
Professional, scientific, and technical services	\$ 1,240.5	7.2 %	6.1 %
Management of companies and enterprises	\$ 347.2	2.0 %	1.1 %
Administrative and waste services	\$ 663.8	3.8 %	2.0 %
Educational services	\$ 136.5	0.8 %	0.8 %
Health care and social assistance	\$ 2,352.4	13.6 %	4.7 %
Arts, entertainment and recreation	\$ 232.4	1.3 %	0.8 %
Accommodation and food services	\$ 727.3	4.2 %	1.6 %
Other services, except public administration	\$ 901.3	5.2 %	1.8 %
Government and government enterprises	\$ 2,549.9	14.7 %	8.7 %
Sum of withheld "(D)" values	\$ 0.0	n/a	n/a
Total Earnings	\$17,331.6	100%	100%

Source: California Employment Development Department, Labor Market Information Division





# 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.

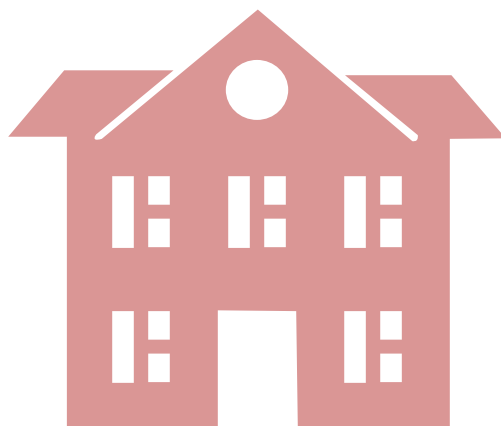
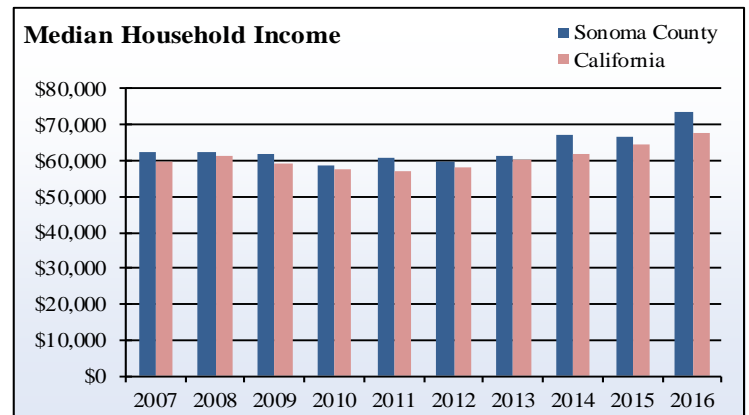
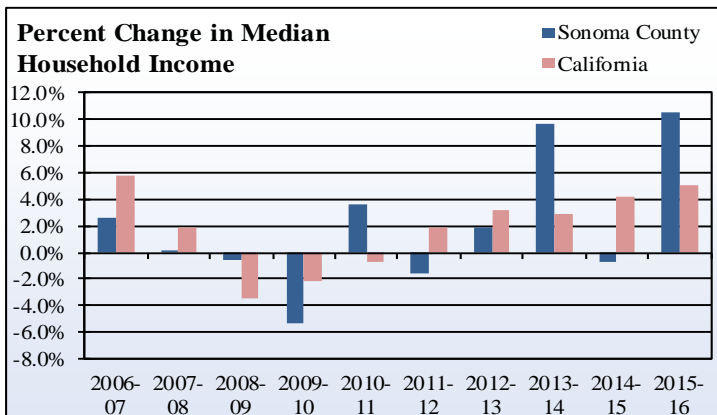
## How is it used?

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.

## Median Household Income (Nominal), Sonoma County

Year	County	California
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	\$66,949	\$61,927
2015	\$66,463	\$64,483
2016	\$73,496	\$67,715

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



IN 2016,  
**MEDIAN HOUSEHOLD INCOME**  
**IN SONOMA COUNTY WAS**  
**9% HIGHER THAN IN**  
**CALIFORNIA**

# 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 non cash 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?

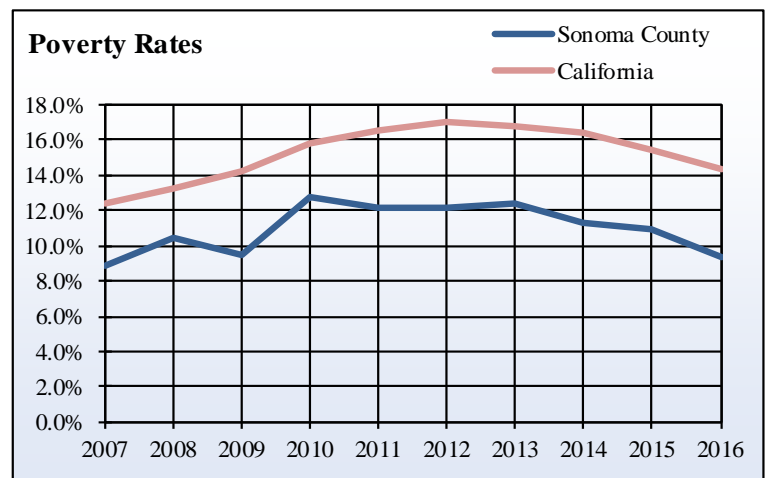
A high poverty rate in an area can indicate economic and social issues among persons living in the community. It may also indicate a scarcity of available employment, or a death of skilled labor capable of earning higher wages. Between 2007 and 2016, Sonoma County's poverty rate remained lower than the statewide rate by roughly 2 to 5 percent.



## Poverty Rates, Sonoma County

Year	County	California
2007	8.9 %	12.4 %
2008	10.4 %	13.3 %
2009	9.5 %	14.2 %
2010	12.8 %	15.8 %
2011	12.2 %	16.6 %
2012	12.1 %	17.0 %
2013	12.4 %	16.8 %
2014	11.3 %	16.4 %
2015	11.0 %	15.4 %
2016	9.4 %	14.4 %

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



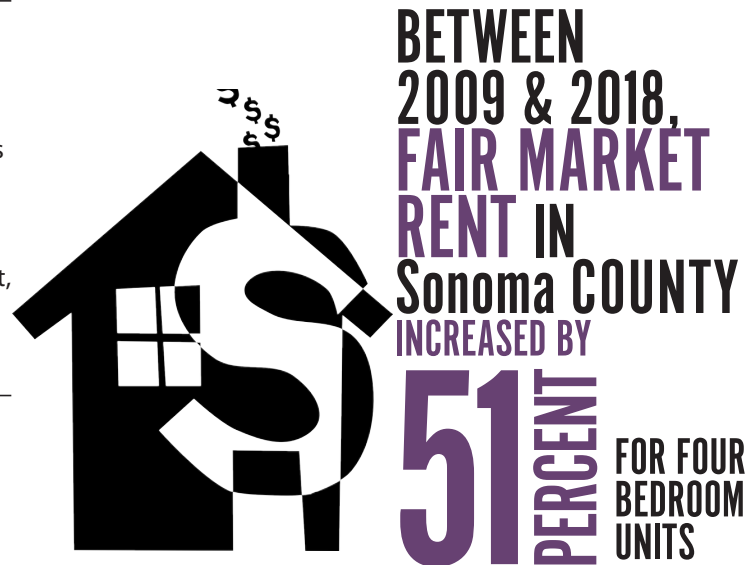
# Fair Market Rent

## 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?

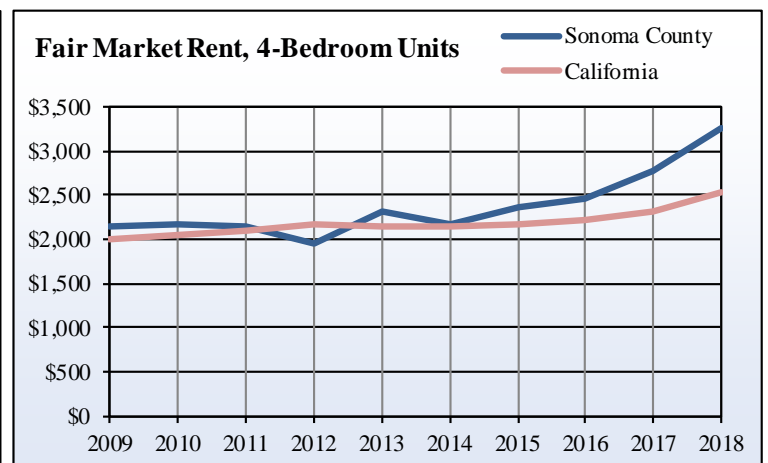
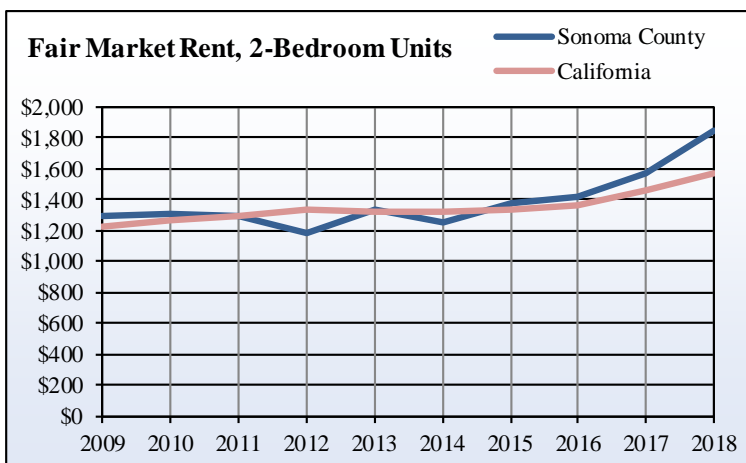
Most wealthy households can afford a home. Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market 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
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
2015	\$ 898	\$ 1,047	\$ 1,370	\$ 2,019	\$ 2,367
2016	\$ 934	\$ 1,090	\$ 1,414	\$ 2,061	\$ 2,469
2017	\$ 1,047	\$ 1,213	\$ 1,572	\$ 2,288	\$ 2,770
2018	\$ 1,224	\$ 1,420	\$ 1,843	\$ 2,681	\$ 3,246

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





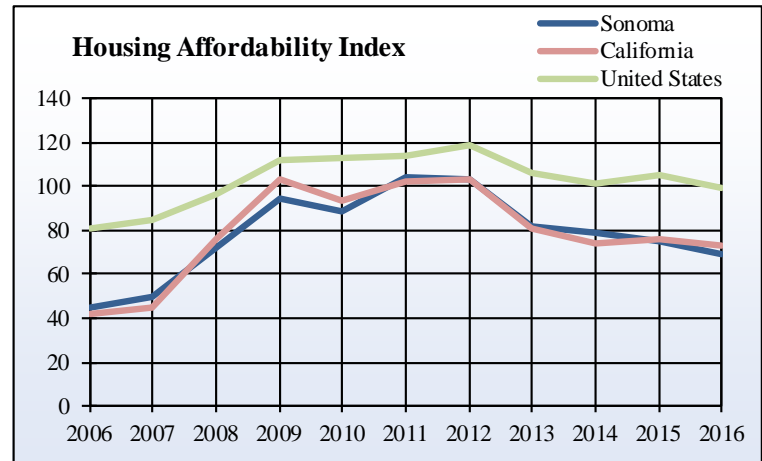
# Housing Affordability

## 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?

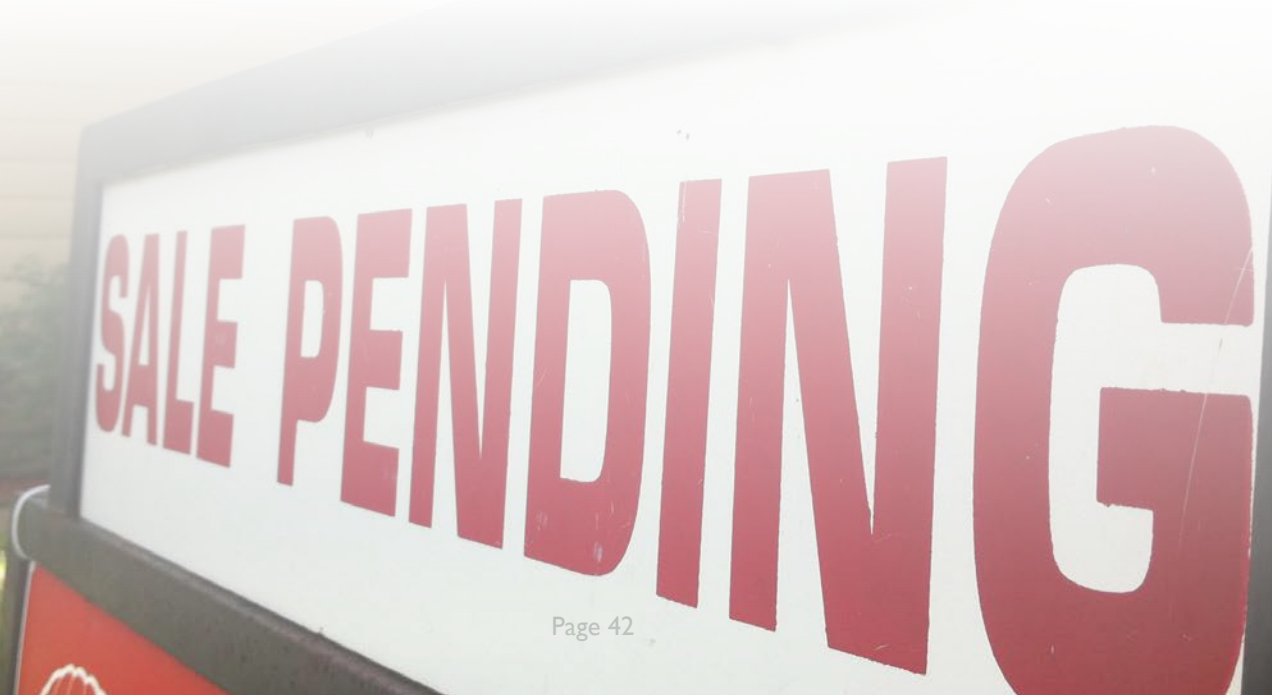
The housing affordability index tracks the health of the housing market as well as family household progress. Home ownership is a definite priority for social prosperity and financial stability among families.



**Housing Affordability Index, Sonoma County**

Year	Sonoma	California	U.S.
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
2015	74.9	75.6	105.5
2016	69.3	72.8	99.7

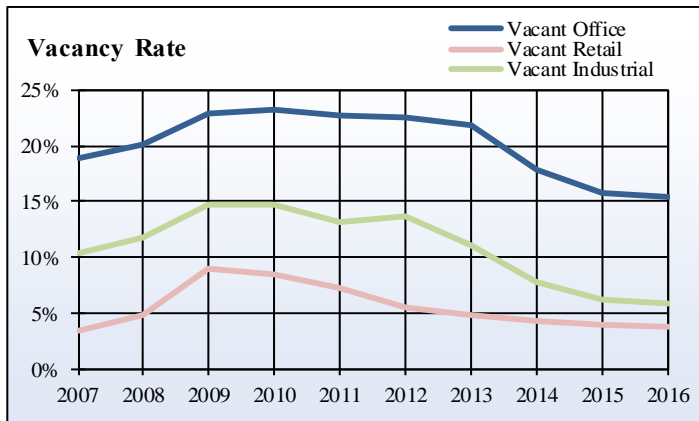
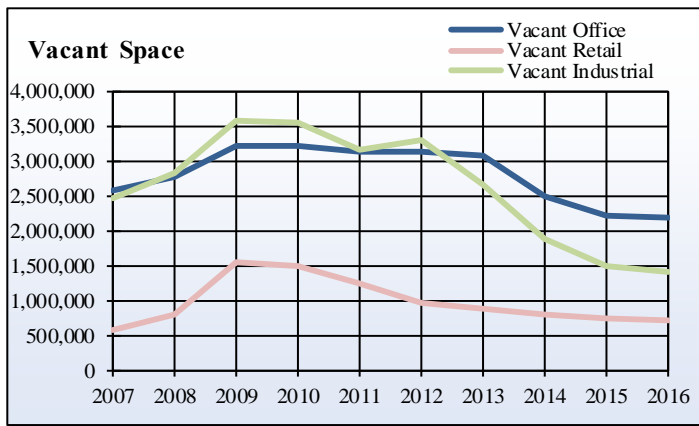
*Source: Bay Area Real Estate Information Services (county home prices), California Association of Realtors (California and National home prices), Federal Housing Finance Board (interest rates), U.S. Census Bureau (median family income), and the National Association of Realtors (calculation formula)*



# 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



## Retail Space Vacancy Rate

Year	Vacant Retail Sq Ft	Total Office Sq Ft	Vacancy Rates
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 %
2016	728,269	18,595,301	3.9 %

Source: Keegan & Coppin Company, Inc.

## 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 Rates
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 %
2016	2,187,387	14,222,963	15.4 %

Source: Keegan & Coppin Company, Inc.

## Industrial Space Vacancy Rate

Year	Vacant Industrial Sq Ft	Total Office Sq Ft	Vacancy Rates
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 %
2016	1,430,011	24,328,824	5.9 %

Source: Keegan & Coppin Company, Inc.

# 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?

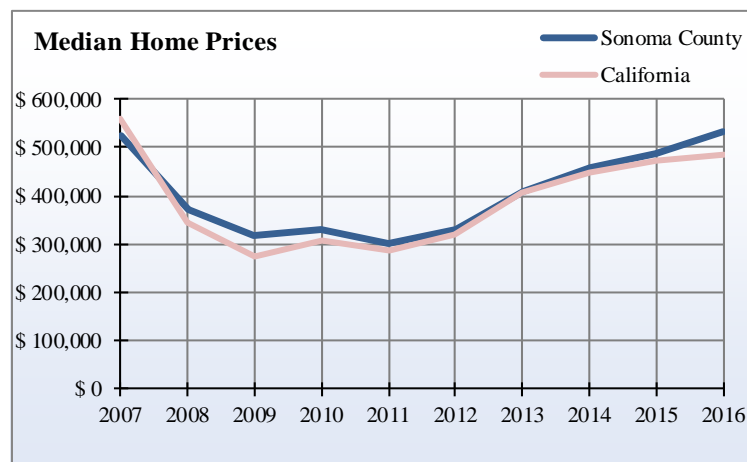
This indicator can be used to track the health of a region's real estate market as a whole. This information is important for home buyers as well as investors to make decisions on buying or selling of residential real estate.



**Median Home Sale Price, Sonoma County, 2007-2016**

Year	Sonoma County Median Home Price	1-Year Change	Average Days On Market	Units Sold	California Median Home Price
2007	\$ 525,000	-5.9%	105	4,005	\$ 560,270
2008	\$ 369,940	-29.5%	102	4,929	\$ 346,410
2009	\$ 318,000	-14.0%	101	5,473	\$ 275,000
2010	\$ 330,800	4.0%	99	5,060	\$ 305,631
2011	\$ 300,750	-9.1%	106	5,394	\$ 286,838
2012	\$ 330,000	9.7%	101	6,132	\$ 319,310
2013	\$ 410,000	24.2%	75	5,647	\$ 407,180
2014	\$ 459,000	12.0%	67	5,330	\$ 448,751
2015	\$ 487,000	6.1%	63	5,911	\$ 473,995
2016	\$ 535,000	9.9%	62	5,500	\$ 485,800

Source: California Association of Realtors







# SOCIAL INDICATORS

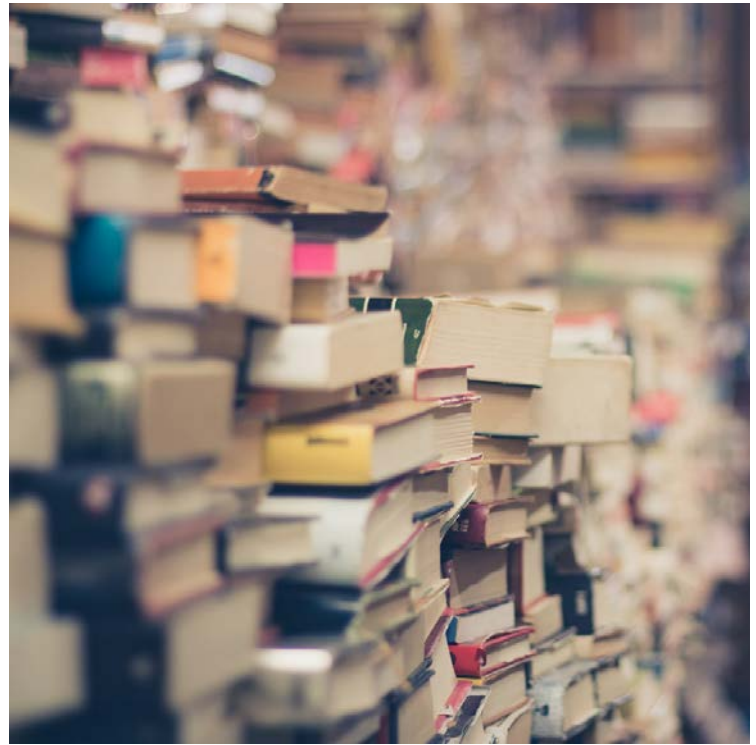
Social indicators explain the capacity of community systems to provide adequate human health, education, safety and social participation. Effective social systems intensify the human capacity for growth and improvement, including the attainment of improved lifestyles through quality of life and physical environmental changes. These are often called “quality-of-life” measures because they include noneconomic community attributes that many people wish to have.

In 2015, the leading causes of death in Sonoma County largely mirrored the rest of the state, with heart disease, cancer, and stroke accounting for the largest numbers of deaths. County deaths from Alzheimer’s disease and cancer were slightly higher than the statewide average. Births to teenage mothers have declined by roughly 57 percent since 2007, and constituted 3.4 percent of total births in Sonoma County in 2016. Infant mortality rates in Sonoma County generally remained below the statewide rate between 2006 and 2015 with the exception of 2011 and 2015, when the county infant mortality rate exceeded the statewide rate by 1.9 and 2.9 percent, respectively. The number of infants born with a low birth weight (<5.5 pounds) has remained relatively steady since 2007 but has also remained slightly below the statewide low birth weight percentage. The proportion of pregnant mothers who received late prenatal care (i.e., saw a physician about the pregnancy only after the second trimester) in Sonoma County has declined somewhat since 2007 (from 154 to 133) and constituted 2.7 percent of all live births in 2016.

The average number of CalWORKS case recipients in Sonoma County increased relatively rapidly after 2008, with a 24 percent increase between 2008 and 2011, but this number has continued to decline since 2012 and reached a low-point of 4,922 recipients in 2016. Medi-Cal recipients in Sonoma County have increased rapidly since 2007, when they constituted 11 percent of the county’s population, to roughly 26 percent in 2016, yielding a 156 percent increase in recipients during this period. Despite these rapid increases in Medi-Cal coverage, Sonoma County has consistently had lower Medi-Cal recipient rates than the rest of the state.

Sonoma County residents remain fairly well educated, with roughly 74 percent of residents possessing at least some college educational experience. Notably, the proportion of the county population with only some college experience, but no degree, has increased by roughly 122 percent since 2010. High school dropout rates have mirrored the statewide decrease since the 2006-2007 school year, when Sonoma County’s dropout rate was 5.4 percent, down to 2.6 percent in 2015-2016. The percentage of county high school graduates deemed eligible for enrollment in a University of California or California State University educational institution declined significantly between 2006-2007 (35 percent) and 2008-2009 (25 percent), but has increased to 36 percent in 2015-2016. However, Sonoma County’s CSU/UC-eligible students have consistently remained fewer in number than the statewide average since 2006.

Crime rates in Sonoma County remained well below statewide averages, but while violent crime rates have fallen since 2007, property crime rates spiked considerably in 2013 and have remained at historically elevated levels until 2016. Between 2002 and 2016, voter registration rates in Sonoma County have remained comparable to the rest of the state, but Sonoma County voters have been 10 to 15 percent more active in their political participation than the rest of the state during this same period.



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# Leading Causes of Death

## What is it?

Each death in the 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 leading causes of death data is collected and reported by the California Department of Public Health. For Sonoma County, data is available until 2016.

## How is it used?

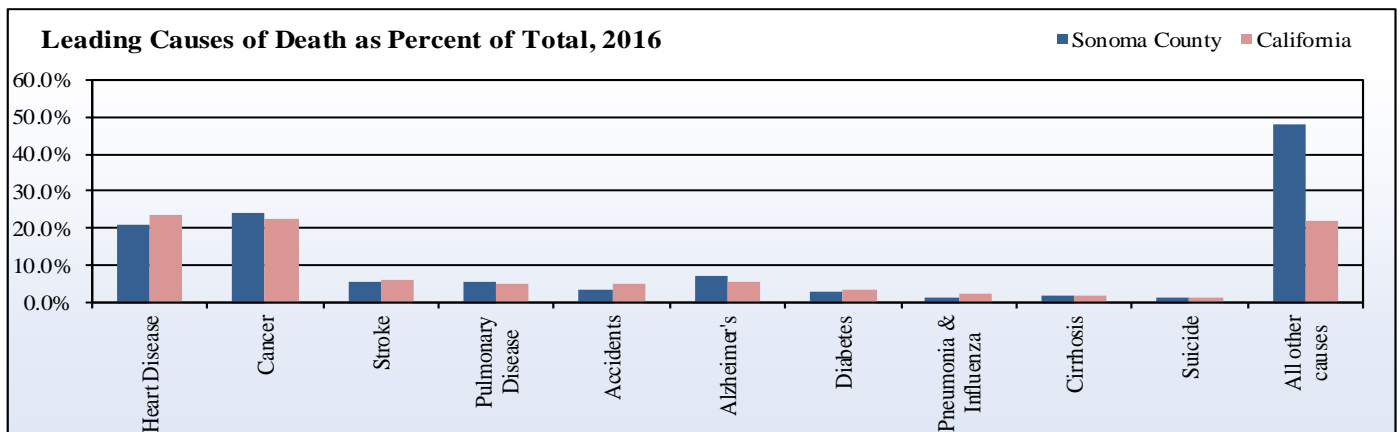
Cause of death statistics indicates the health of a community. If death rates for preventable causes are greater than the regional average, there may be a health or safety issues that can be addressed locally. If death rates for environmentally-influenced factors, such as cancer and influenza, are high,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



**Cause of Death as a Percentage of Total Deaths, 2016**

Cause of Death	Sonoma County	California
Heart Disease	22.6%	23.5%
Cancer	22.9%	22.7%
Stroke	5.6%	6.0%
Pulmonary Disease	5.3%	5.2%
Accidents	5.1%	5.0%
Alzheimer's	6.9%	5.9%
Diabetes	2.9%	3.5%
Pneumonia & Influenza	1.8%	2.3%
Cirrhosis	1.7%	2.0%
Suicide	1.6%	1.6%
All other causes	23.6%	22.2%

Source: California Department of Public Health

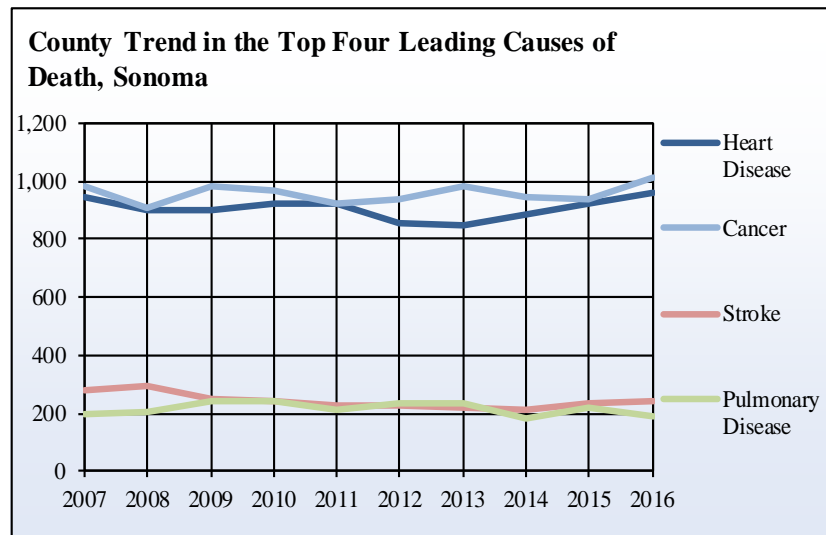




## Leading Causes of Death, Sonoma County

Causes of Death	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
All Causes	3,778	3,754	3,770	3,945	3,792	3,857	4,032	3,902	4,095	4,156
Heart Disease	942	896	900	924	921	854	847	884	925	962
Cancer	981	904	985	970	925	933	979	945	936	1,015
Stroke	281	291	245	244	229	223	222	214	231	242
Pulmonary Disease	195	205	242	241	213	230	233	183	215	190
Accidents	156	159	164	155	114	149	139	195	210	189
Alzheimer's	180	245	218	278	246	238	296	282	282	275
Diabetes	94	89	87	83	100	103	118	107	120	112
Pneumonia & Influenza	98	101	66	54	47	59	62	56	75	67
Cirrhosis	60	57	65	70	63	78	72	71	68	62
Suicide	58	76	63	76	70	61	54	87	66	71
All other causes	733	731	735	850	864	929	1,010	878	967	971

Source: California Department of Public Health



**IN 2016,  
HEART DISEASE  
ACCOUNTED  
FOR 23 PERCENT  
OF TOTAL  
DEATHS  
IN SONOMA COUNTY**

# Births to Teenage Mothers

## What is it?

This is a subset of the birth data published by the California Department of Public Health (CDPH). For Sonoma County, the most current data available are for 2016.

## How is it used?

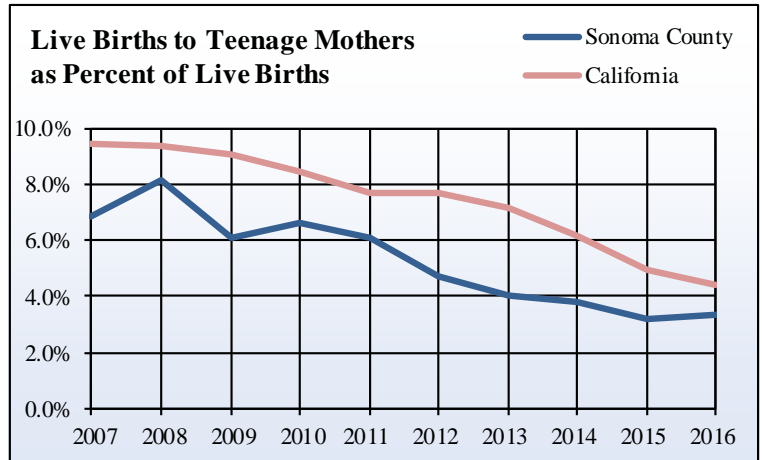
Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. For example, according to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely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




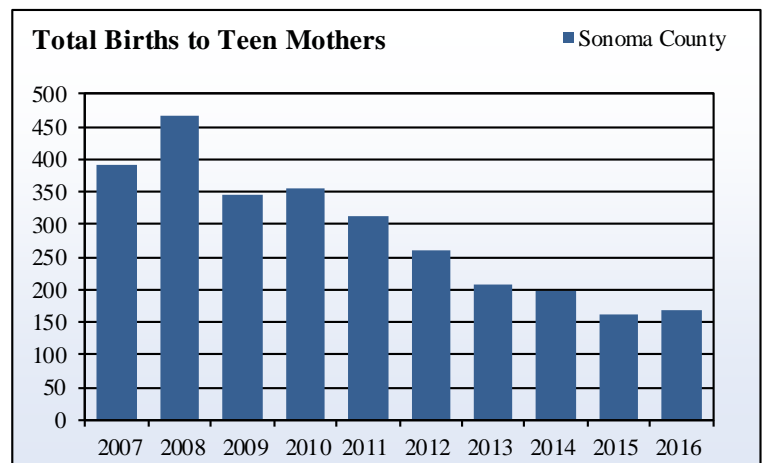
## Total Teen Births, Sonoma County

Year	Number	Percent of Total Live Births	
		Sonoma County	California
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	314	6.1 %	7.7 %
2012	260	4.7 %	7.7 %
2013	209	4.1 %	7.1 %
2014	199	3.8 %	6.1 %
2015	161	3.2 %	5.0 %
2016	168	3.4 %	4.4 %

Source: California Department of Public Health, Center for Disease Control and Prevention



**BETWEEN  
2007 & 2016,  
BIRTHS TO  
TEEN  
MOTHERS  
DECREASED  
BY  
57%**

# 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, and for Sonoma County, data is only released until 2015.

## How is it used?

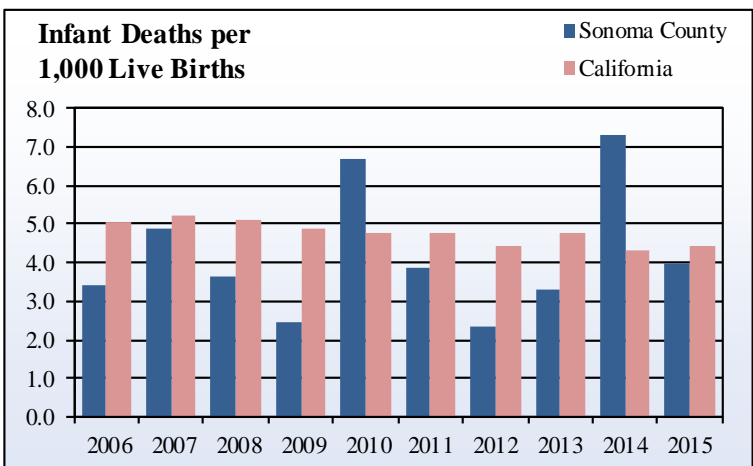
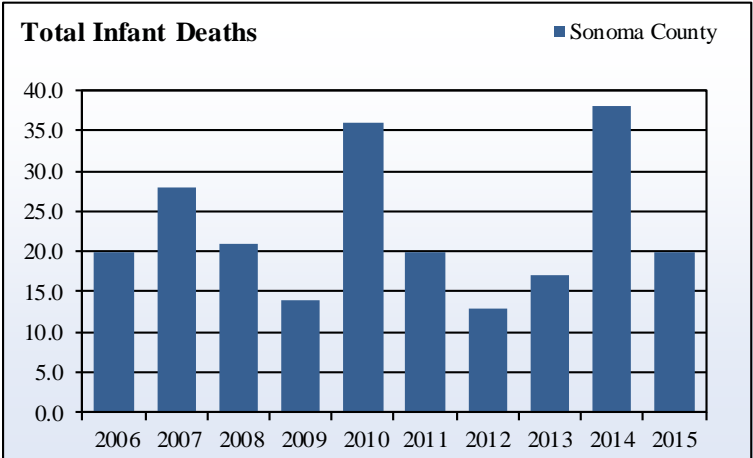
Infant mortality is used to compare the health and well-being of populations internationally. Infant mortality represents many factors surrounding birth, including but not limited to the health and socioeconomic status of the mother, prenatal care, quality of the health services delivered to the mother 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. Infant mortality rates in Sonoma County generally remained below the statewide rate between 2006 and 2015 with the exception of 2011 and 2015, when the county infant mortality rate exceeded the statewide rate by 1.9 and 2.9 percent, respectively.



## Infant Mortality, Sonoma County

Year	Number	Deaths per 1,000 Live Births	
		Sonoma County	California
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	2.3	4.5
2013	17	3.3	4.8
2014	38	7.3	4.3
2015	20	4.0	4.4

Source: California Department of Public Health





# Low Birth Weight Infants

## What is it?

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.

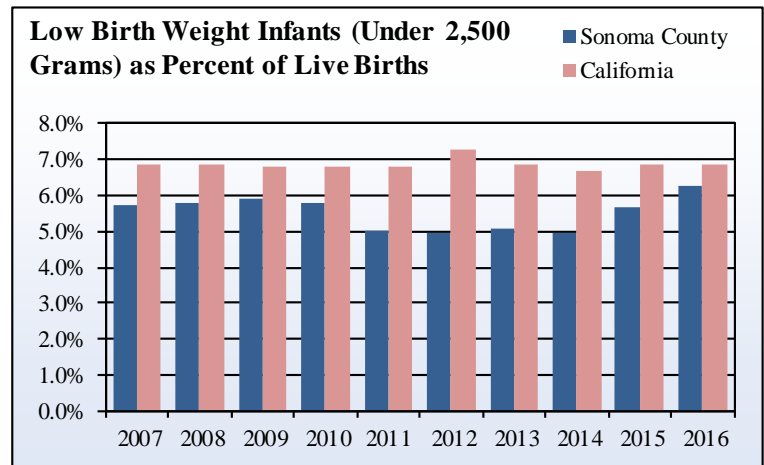
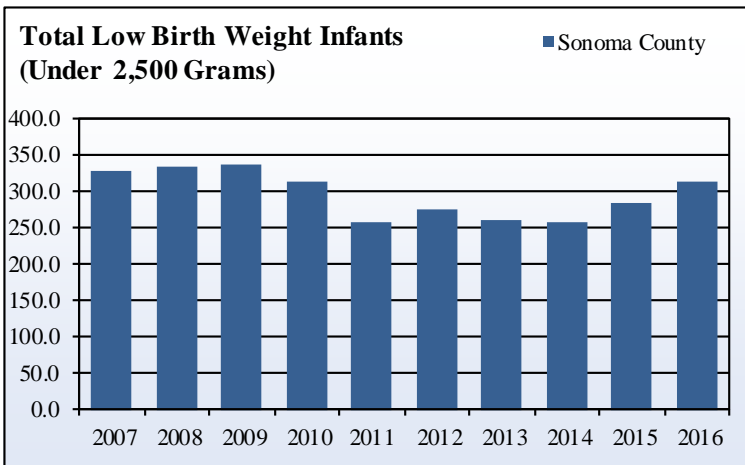
## How is it used?

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 of being 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
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	258	5.0%	6.8%
2012	275	5.0%	7.3%
2013	260	5.0%	6.8%
2014	256	4.9%	6.7%
2015	283	5.6%	6.8%
2016	311	6.3%	6.8%

Source: California Department of Public Health, Center for Disease Control and Prevention



IN 2016  
LOW BIRTH WEIGHT  
INFANTS ACCOUNTED FOR

**6.3%**

OF ALL LIVE BIRTHS  
IN SONOMA COUNTY



# 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 second trimester. 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.

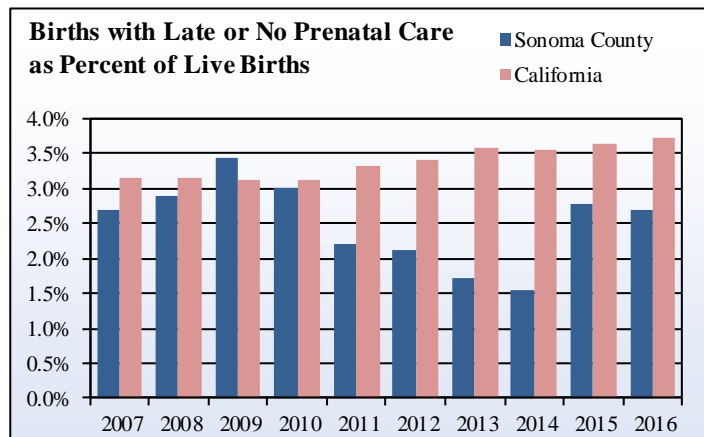
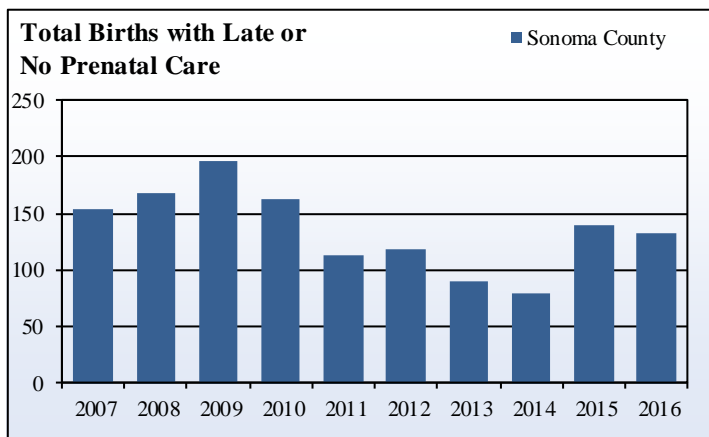
## How is it used?

Late prenatal care is one of the more prominent risk factors for many medical complications later in pregnancy, during childbirth, or among the children themselves. Early medical care can help expectant mothers with lifestyle and medication changes that might otherwise affect their child.

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

Year	Number	Percent of Live Births	
		Sonoma County	California
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%	3.3%
2012	118	2.1%	3.4%
2013	89	1.7%	3.6%
2014	80	1.5%	3.6%
2015	140	2.8%	3.6%
2016	133	2.7%	3.7%

Source: California Department of Public Health



**BETWEEN 2007 & 2016,  
BIRTHS WITH  
LATE OR NO  
PRENATAL CARE  
DECREASED  
BY  
14%  
IN SONOMA COUNTY**

# 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?

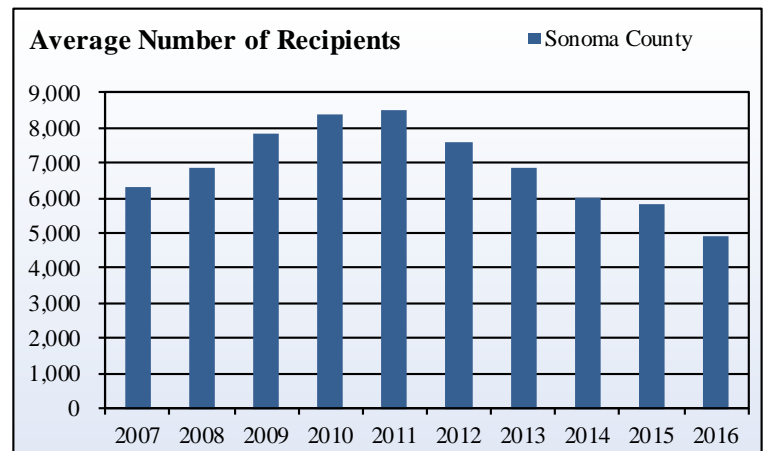
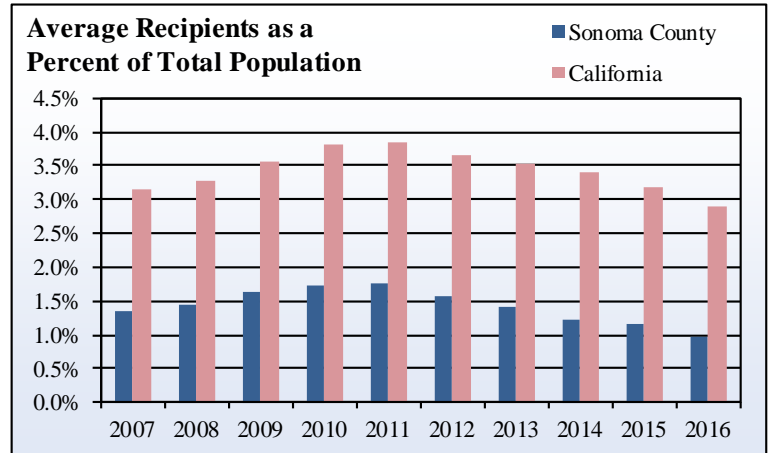
Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKs enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment. Between 2007 and 2016, the total number on recipients in Sonoma County have remained below the state average.

In the past several years, there have been multiple factors causing a reduction in TANF-CalWORKs caseloads. First, during the 2007-2009 recession, cash assistance caseloads experienced a large increase overall in the United States. As the economy recovered, and there was less of a need, many regions experienced a decrease in cash assistance caseloads, which have slowly returned to pre-recession levels. Second, in 2011, a Senate Bill reduced the duration a person may be eligible for CalWORKs, specifically the Safety Net Cases, from 60 months to 48 months, therefore reducing the number of caseloads. Beginning in 2014, CalWORKs family cases that have reached the 48-month limit (Safety Net cases) had their funding switched from the federal TANF to a separate Non-Maintenance-of-Effort State General Fund, and are no longer active in the TANF/CALWORKS caseloads. While there has been a reduction in the total amount of TANF/CalWORKS caseloads, some of this decline may be misleading as cases are being covered by different funds.

## TANF/CalWORKs Caseloads, Sonoma County

Year	Average Number of recipients	Recipients per Capita, County	Recipients per Capita, State
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%
2015	5,828	1.2%	3.2%
2016	4,922	1.0%	2.9%

Source: California Department of Social Services





# Medi-Cal Caseload

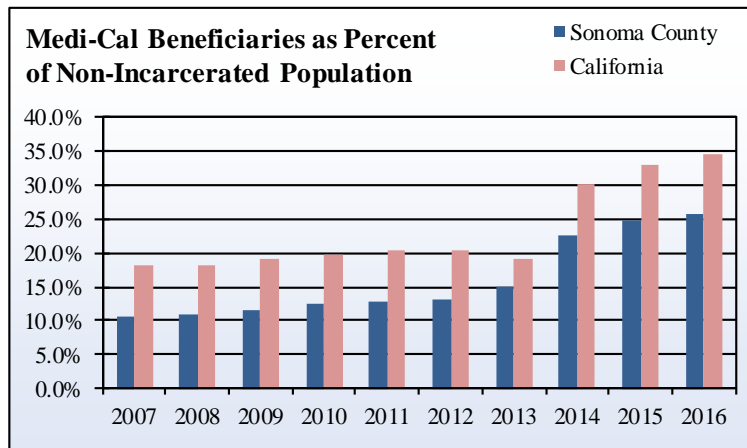
## What is it?

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.

The passing of the Affordable Care Act in 2012, resulted in a significant reform to Medi-Cal payments and recipient eligibility requirements, which has drastically affected the amount of eligible Californians. This reform shifted adults that are eligible for Medi-Cal from Fee-for-Service delivery system, to Managed Care Plans and also transitioned children from the Healthy Families Program into Medi-Cal. This has caused a large increase in Medi-Cal enrollees after 2013, with over 1 in every 3 Californians being covered in 2016.



## Medi-Cal Users, Sonoma County

Year	County Beneficiaries	Percentage of County Non-Incarcerated Population	California Beneficiaries	Percentage of California Population
2007	50,288	10.7%	6,553,258	18.0 %
2008	51,592	10.9%	6,721,003	18.3 %
2009	55,798	11.7%	7,094,877	19.2 %
2010	60,645	12.6%	7,397,748	19.9 %
2011	62,643	12.9%	7,594,640	20.4 %
2012	63,908	13.1%	7,619,341	20.3 %
2013	73,691	15.0%	7,280,074	19.0 %
2014	109,966	22.4%	11,522,700	30.1 %
2015	123,126	24.7%	12,834,234	33.0 %
2016	128,685	25.6%	13,542,960	34.6 %

Source: California Department of Healthcare Services

# School Free and Reduced Meal Program

## What is it?

This indicator is the count of K-12 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 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.

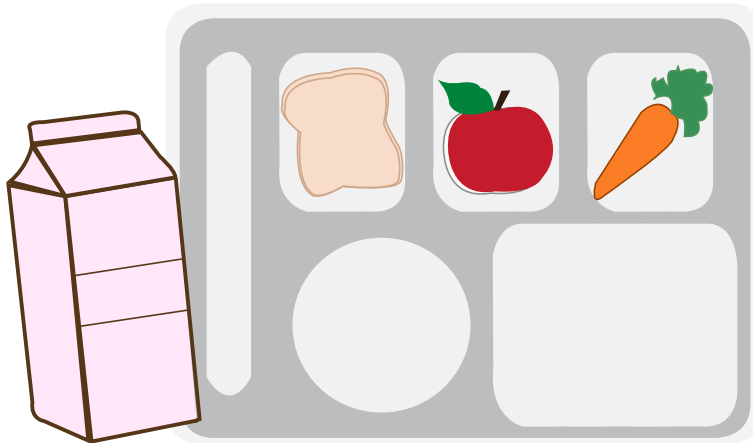
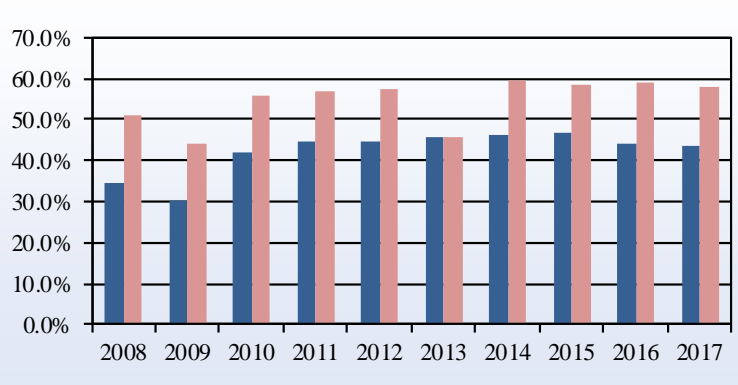


## School Free and Reduced Meals, Sonoma County

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students	
			County	California
2008	23,497	68,329	34.4 %	51.2 %
2009	20,564	68,209	30.1 %	44.0 %
2010	28,609	68,461	41.8 %	55.9 %
2011	30,512	67,987	44.9 %	56.7 %
2012	30,657	68,467	44.8 %	57.5 %
2013	32,122	70,646	45.5 %	45.5 %
2014	32,915	70,940	46.4 %	59.4 %
2015	33,366	71,108	46.9 %	58.6 %
2016	31,375	71,138	44.1 %	58.9 %
2017	30,959	70,952	43.6 %	58.1 %

Source: California Department of Education

County Percent of Students Using Free and Reduced Meals Program



**IN 2017,  
SONOMA COUNTY  
HAD 14.5%  
FEWER STUDENTS  
RECEIVING  
FREE OR REDUCED SCHOOL LUNCH  
THAN IN CALIFORNIA**

# Educational Attainment

## What is it?

Educational attainment is the highest level of education attained by individuals living in the region. The American Community Survey collects data on educational attainment and produces estimates annually for counties with more than 65,000 people and five-year estimates in all other counties. The data reported below uses the ACS one-year estimates.

## How is it used?

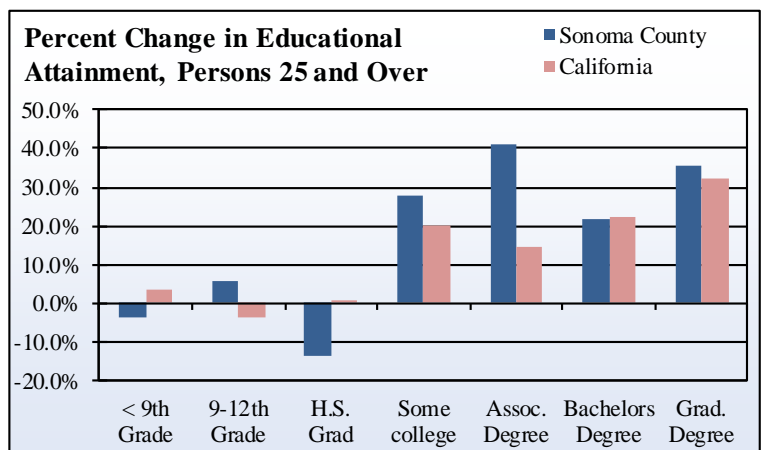
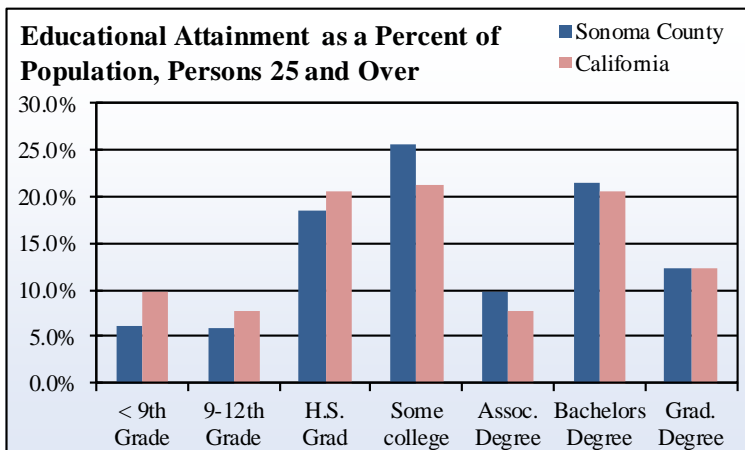
An educated workforce is an important factor for economic development. Educational attainment is linked with the skill level of the workforce. Greater portions of the population with higher educational attainment are linked to higher incomes and lower unemployment. Generally, people with college degrees have an easier time finding jobs. In addition, higher education is linked with higher incomes.



## Educational Attainment, Sonoma County

Educational Attainment	2007	2016	Percent of Total in 2016		2007 to 2016 10-year Change	
			County	California	County	California
Less than 9th grade	23,296	22,414	6.2%	7.4%	-3.8%	3.4%
9th to 12th grade, no diploma	20,148	21,317	5.9%	6.4%	5.8%	-3.9%
High school graduate or equivalent	77,443	66,982	18.6%	24.6%	-13.5%	0.0%
Some college, no degree	72,406	92,522	25.7%	23.0%	27.8%	20.1%
Associate's degree	24,870	35,135	9.7%	7.9%	41.3%	14.6%
Bachelor's degree	63,591	77,301	21.4%	20.2%	21.6%	22.4%
Graduate or professional degree	33,055	44,781	12.4%	10.5%	35.5%	32.0%
<b>Total Persons Age 25 and Over</b>	<b>314,808</b>	<b>360,452</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>14.5%</b>	<b>12.7%</b>

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





# 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.

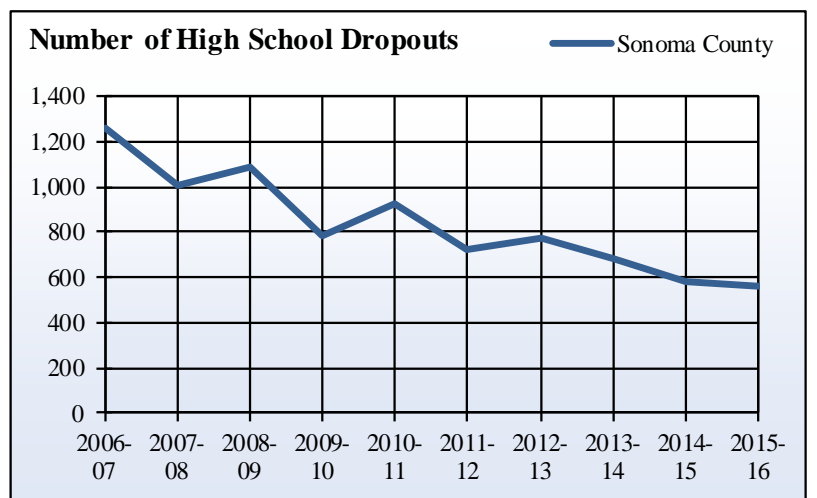
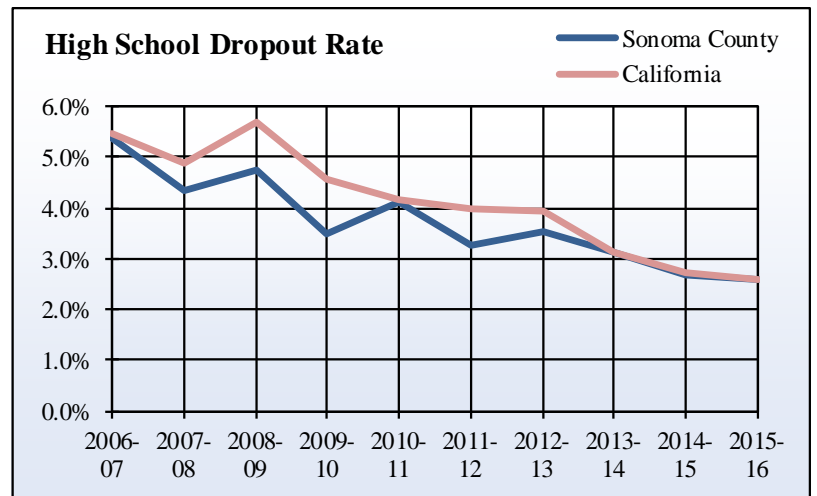
## High School Dropouts, Sonoma County

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
2006-2007	1,258	5.4 %	5.5 %
2007-2008	1,005	4.4 %	4.9 %
2008-2009	1,088	4.8 %	5.7 %
2009-2010	785	3.5 %	4.6 %
2010-2011	923	4.1 %	4.2 %
2011-2012	717	3.3 %	4.0 %
2012-2013	770	3.5 %	3.9 %
2013-2014	678	3.1 %	3.1 %
2014-2015	582	2.7 %	2.8 %
2015-2016	557	2.6 %	2.6 %

Source: California Department of Education



**IN 2016,**  
**SONOMA COUNTY**  
**HIGH SCHOOL**  
**DROPOUTS**  
**DECREASED BY**  
**25** STUDENTS  
**FROM**  
**THE**  
**PREVIOUS**  
**YEAR**



# Graduates Eligible For UC & CSU Systems

## 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 SAT or other college entrance exams are not included here.

## How is it used?

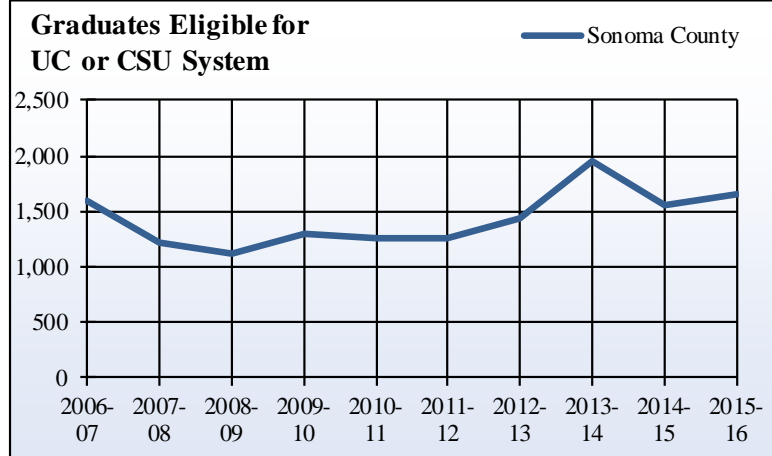
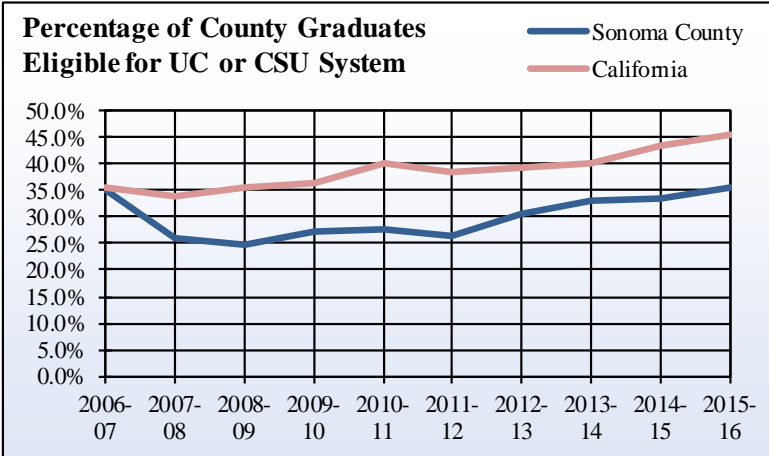
This indicator is important in identifying areas where support to K-12 students is lacking from local schools, the community, and parents. In order to remain a competitive applicant, a college education is critical for most students looking for higher-wage employment; therefore, in areas where there 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.



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

Year	County Graduates		CA Graduates
	Number	Sonoma County	California
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%
2014-15	1,563	33.7 %	43.4%
2015-16	1,653	35.7 %	45.4%

Source: California Department of Education



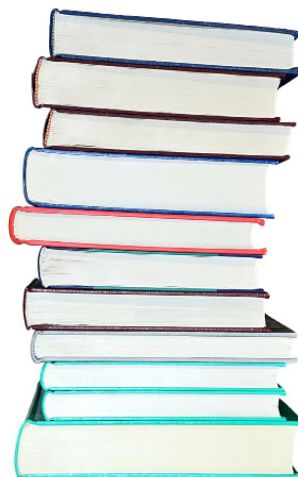
# Average SAT Scores

## What is it?

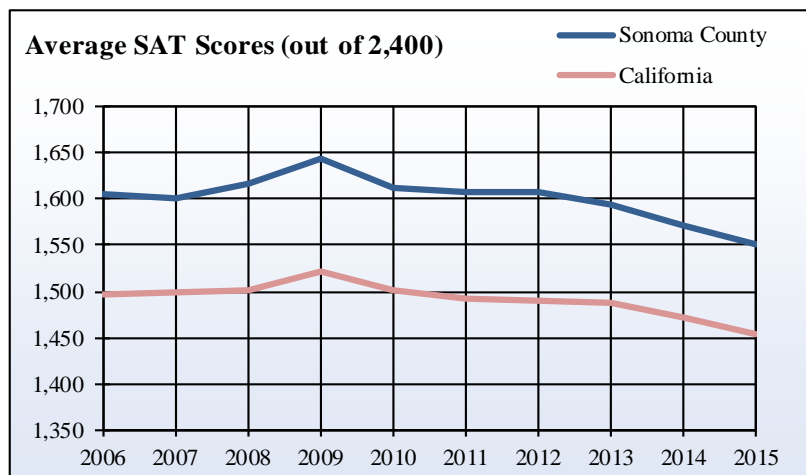
The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors are thought to affect the results of the test scores. Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the SAT is not an accurate measure of the effectiveness of school curriculum or teaching. SAT 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?

SAT 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.



IN THE 2015-16 SCHOOL YEAR, SONOMA COUNTY'S AVERAGE SAT SCORE WAS **6.5%** HIGHER THAN THE CALIFORNIA AVERAGE



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

School Year	Sonoma County		California	
	Percent of Students who took SAT	Average SAT Scores	Percent of Students who took SAT	Average SAT Scores
2006-07	33.5 %	1,605	36.9 %	1,497
2007-08	32.2 %	1,601	35.9 %	1,500
2008-09	29.5 %	1,615	34.7 %	1,502
2009-10	27.6 %	1,644	33.3 %	1,521
2010-11	32.8 %	1,611	37.9 %	1,502
2011-12	35.9 %	1,608	39.3 %	1,492
2012-13	36.8 %	1,607	40.4 %	1,489
2013-14	35.8 %	1,593	41.1 %	1,487
2014-15	34.7 %	1,570	42.4 %	1,473
2015-16	35.9 %	1,550	43.5 %	1,455

Source: California Department of Education

\*In newly released 2016 data, the method used to calculate average SAT scores has changed, and therefore is not directly comparable to previous year's data.



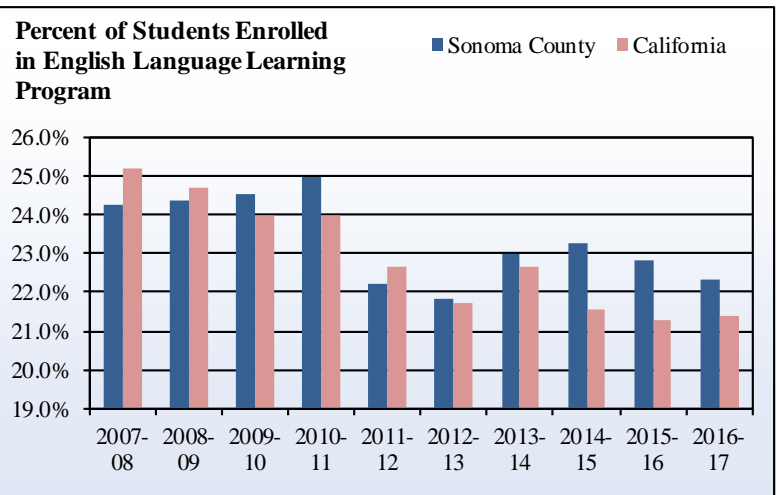
# English Learners Enrollment

## What is it?

This is the count of K-12 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?

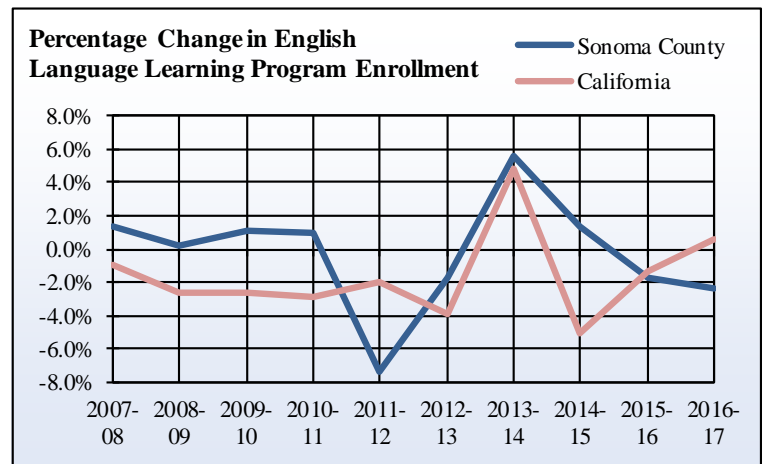
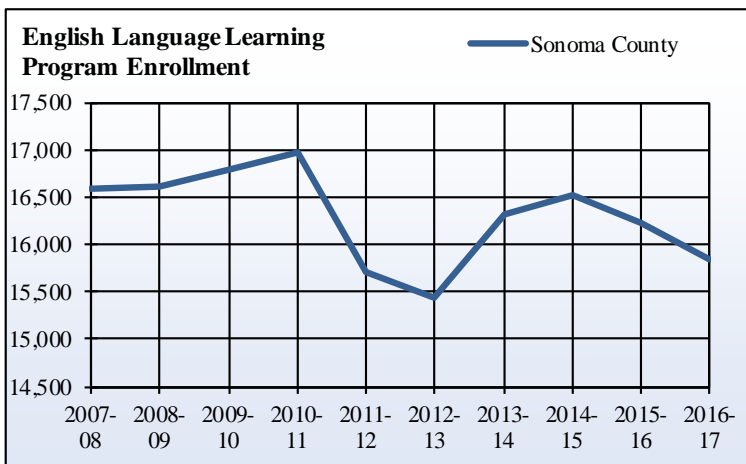
ELL programs require additional school resources per student, although enrollment in the program does not increase school funding, so this can be a measure of hardship for local school districts. It is also a measure of community culture – children and families who continue to primarily use a non-English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



## English Language Learning Program Enrollment, Sonoma County

Year	Sonoma County			California	
	Enrolled E.L.L. Students	Percentage Change in E.L.L. Enrollment	Total Enrolled Students K-12	Percent of Enrolled Students in E.L.L.	Percent of Enrolled E.L.L. Students
2007-08	16,582	1.4%	1,850	896.3%	25.2%
2008-09	16,617	0.2%	1,731	960.0%	24.7%
2009-10	16,799	1.1%	1,649	1018.7%	24.0%
2010-11	16,962	1.0%	1,733	978.8%	24.0%
2011-12	15,716	-7.3%	1,840	854.1%	22.6%
2012-13	15,437	-1.8%	2,038	757.5%	21.7%
2013-14	16,307	5.6%	2,006	812.9%	22.7%
2014-15	16,519	1.3%	2,111	782.5%	21.5%
2015-16	16,232	-1.7%	2,081	780.0%	21.3%
2016-17	15,845	-2.4%	1,998	793.0%	21.4%

Source: California Department of Education



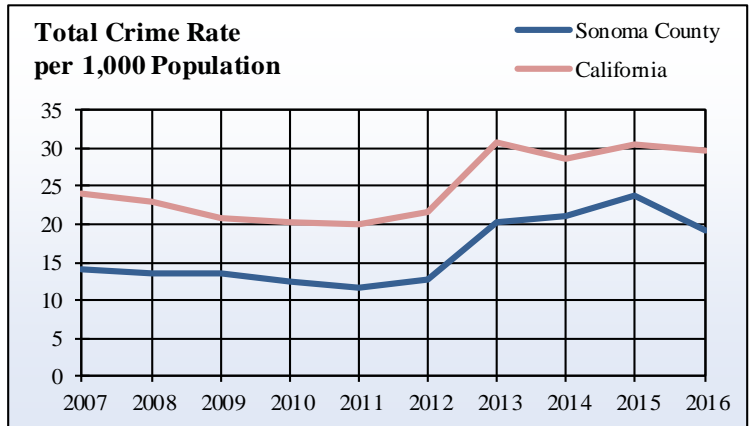
# Crime Rates

## 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 are artificially high because most crime occurs in commercial areas. Therefore, careful analysis is needed when evaluating change in crime rates.



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

Year	Property Crime Rate		Violent Crime Rate		Total Crime Rate	
	County	California	County	California	County	California
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
2015	19.9	26.3	3.8	4.3	23.7	30.6
2016	15.5	25.5	3.7	4.2	19.2	29.7

Source: California Department of Justice, Criminal Justice Statistics Center

**IN 2016,  
SONOMA COUNTY  
HAD  
39%  
FEWER PROPERTY CRIMES  
PER CAPITA  
THAN IN  
CALIFORNIA**

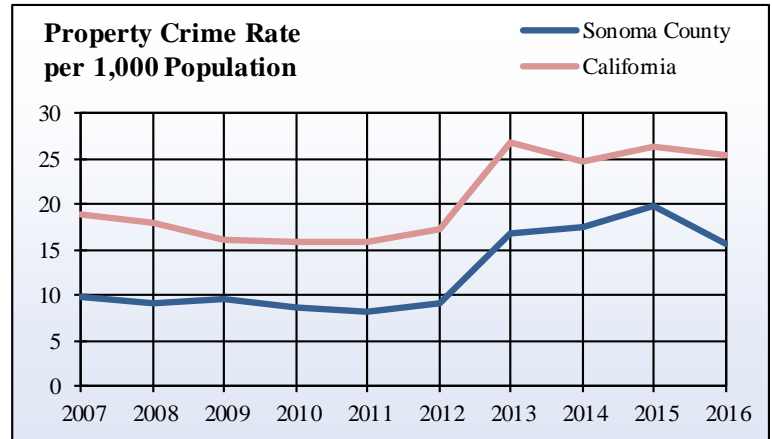


**IN 2016,  
SONOMA COUNTY  
HAD  
12%  
FEWER VIOLENT CRIMES  
PER CAPITA  
THAN IN  
CALIFORNIA**

### Property Crimes, Sonoma County

Year	Motor Vehicle		Larceny	Total
	Burglary	Theft	Over \$400	
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
2015	1,750	1,031	2,009	4,790
2016	1,529	885	1,682	4,096

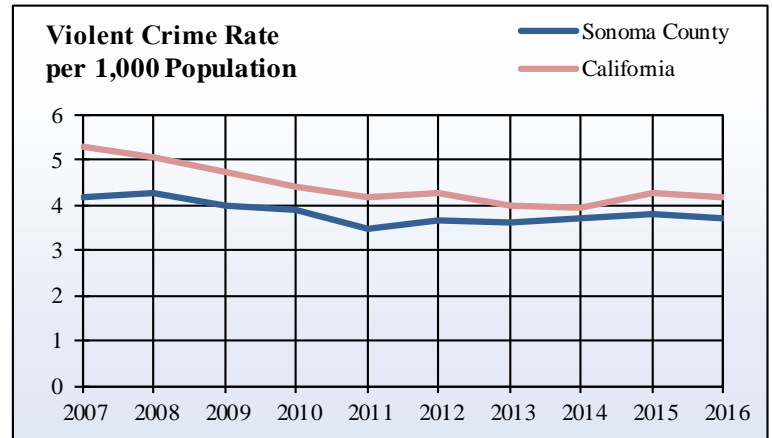
Source: California Department of Justice, Criminal Justice Statistics Center




### Violent Crimes, Sonoma County

Year	Homicide	Forcible		Aggravated		Total
		Rape	Robbery	Assault		
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	170	239	1,403	1,819	
2015	9	251	300	1,333	1,893	
2016	0	275	236	1,340	1,851	

Source: California Department of Justice, Criminal Justice Statistics Center



**BETWEEN 2007 AND 2016,  
ROBBERY  
CRIMES  
DECREASED BY 13 PERCENT**





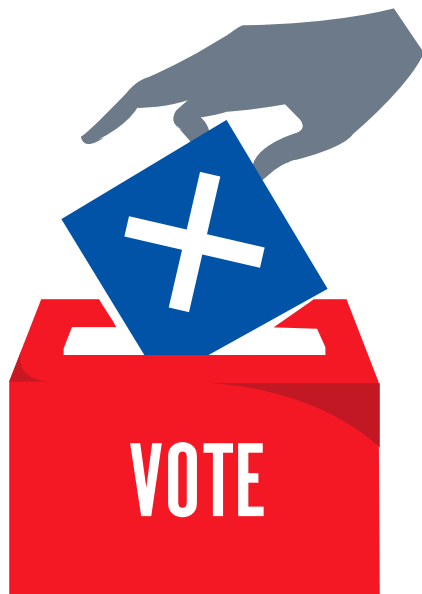
# Voter Registration and Participation

## What is it?

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

## 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. Between 2002 and 2016, the voter registration rate in Sonoma County remained comparable to the statewide average, whereas voter participation rates were consistently greater than the rest of the state.

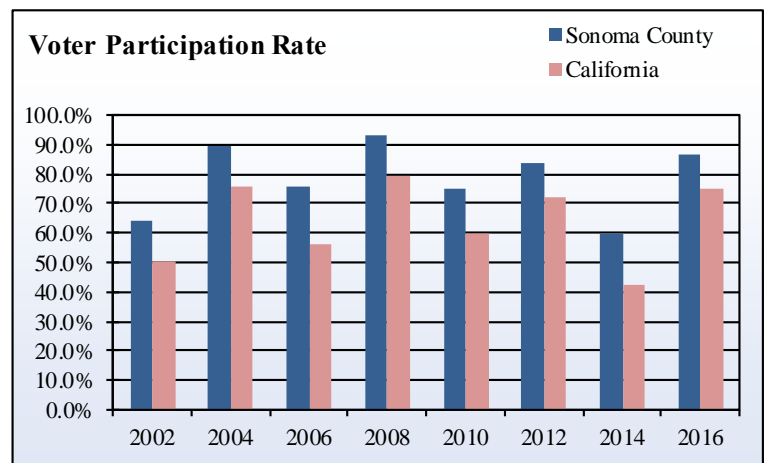
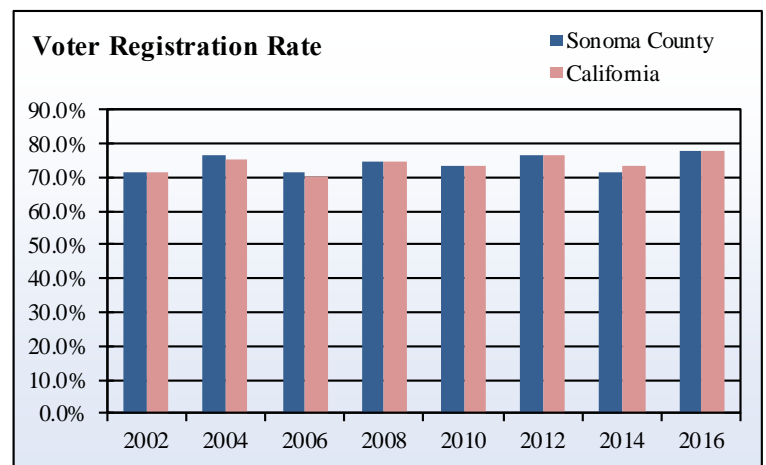


IN 2016,  
SONOMA COUNTY  
HAD A **VOTER**  
**PARTICIPATION RATE**  
OF **86.8%**

## 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 %
2016	350,393	273,432	237,358	78.0%	86.8 %

Source: California Secretary of State, Elections Divisions







# INDUSTRY INDICATORS

Industry indicators show the status and growth of key industries linked to economic growth within Northern California. Most economic development efforts in the region focus on some, if not all, of these industries. Their growth is linked with the environmental, economic, and social improvement of Northern California communities. While agricultural employment and timber production values have declined slightly in Sonoma County between 2007 and 2016, agricultural earnings have increased from 6.4 to 7.7 percent of total earnings. Notably, agricultural earnings increased by 86 percent between 2011 and 2015, to reach a high point of roughly \$1.5 million in earnings by 2015. The most valuable crops in county agricultural production in 2016 were wine grapes, followed by milk, poultry, and livestock products.

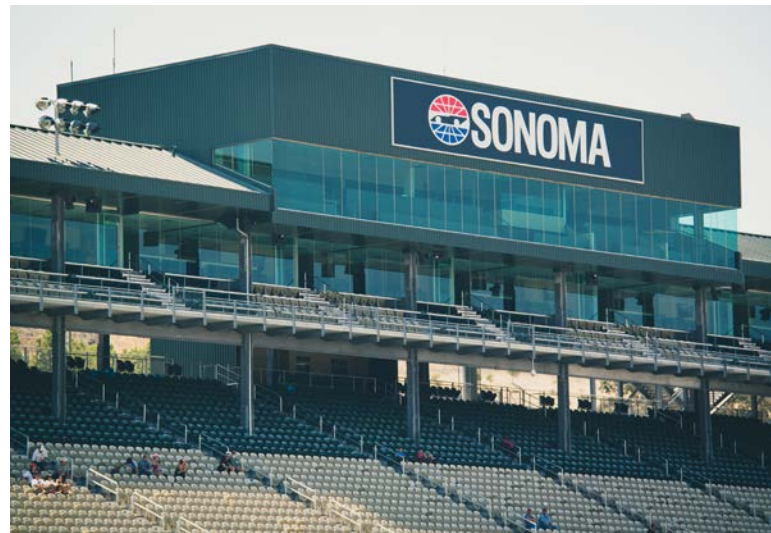
Electricity generation in Sonoma County in 2016 was largely concentrated in geothermal sources, with 98 percent of electricity being generated by geothermal sources. County energy and utility earnings increased by 32 percent between 2007 and 2016, but remain somewhat below statewide average earnings. Changes in construction earnings and employment have generally remained consistent with statewide trends: while both earnings and jobs declined precipitously between 2008 and 2012, and have risen since that time, employment levels remain below pre-recession levels.

The number of new single-family homes authorized for construction in Sonoma County has fluctuated widely since 2008, with a notable decline of almost 50 percent in new single family homes between 2008 and 2010, and then a significant increase of 137 percent between 2015 and 2016. In contrast, construction of new multi-family units has increased by almost 680 percent since 2008, when only 45 new units were authorized, to 351 new authorized units in 2017. Multi-family housing construction also spiked significantly in 2013, with 732 new units authorized in that year. The permitted value of new housing unit construction decreased by roughly 21 percent between 2008 and 2017, but this decrease is largely due to decreases within the single-family home market; multi-family unit construction in fact increased by 688 percent during this same period.

Manufacturing employment in Sonoma County increased by 4 percent between 2007 and 2016, but its percentage of total employment in the county decreased from 8.8 to 8.5 percent during this same period. Earnings in manufacturing employment grew by 19.6 percent between 2007 and 2016, and constituted 12.3 percent of total earnings in Sonoma County in 2016. Employment in travel and recreation-related positions increased by 21.4 percent during this same period, and constituted 11 percent of total county employment in 2016; total earnings in travel and recreation increased by roughly 71 percent between 2007 and 2016 to reach over \$1M in total county earnings in the latter year. Employment and earnings from travel and recreation in Sonoma County have outpaced the rest of California counties since 2012.

Retail employment in Sonoma has remained relatively steady since 2007, with only a 2 percent increase in employment between 2007 and 2016; within this period, retail employment rapidly decreased between 2008 and 2010 but has since increased to pre-recession levels. During this same period, earnings in the retail sector increased by 14 percent, but also declined in their proportion of total county earnings by 1.3 percent. Total taxable sales for both retail and non-retail establishments likewise declined by roughly 17 percent between 2008 and 2010, but rose by 29 percent between 2010 and 2014.

Employment in county government increased by only 1.7 percent between 2007 and 2016. Sonoma County's government revenue has seen steady increases since 2007, and increased by roughly 36 percent between 2007 and 2016. County government expenditures have also increased fairly steadily, with some fluctuations; notably, between 2015 and 2016 expenditures increased by 13 percent.



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# Agricultural Including Forestry and Fishing

## What is it?

The agricultural sector of the economy has a vast effect on the entire economy as a whole, especially in rural areas. When there is a change in agricultural production, it leads to an effect on overall jobs and income. 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.

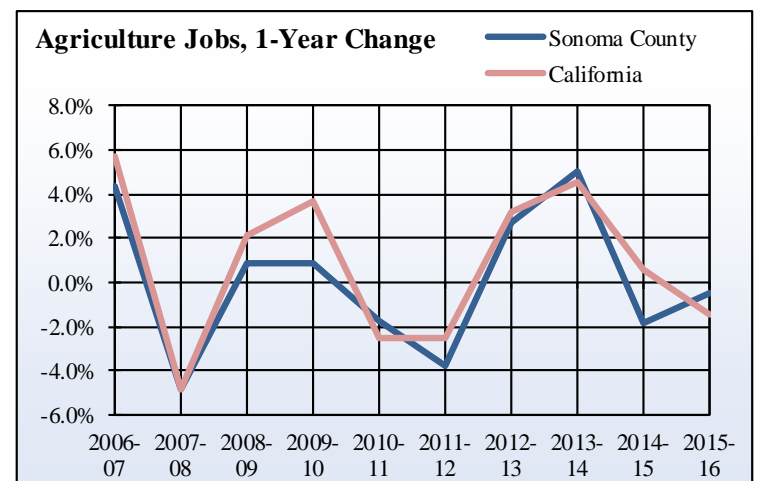
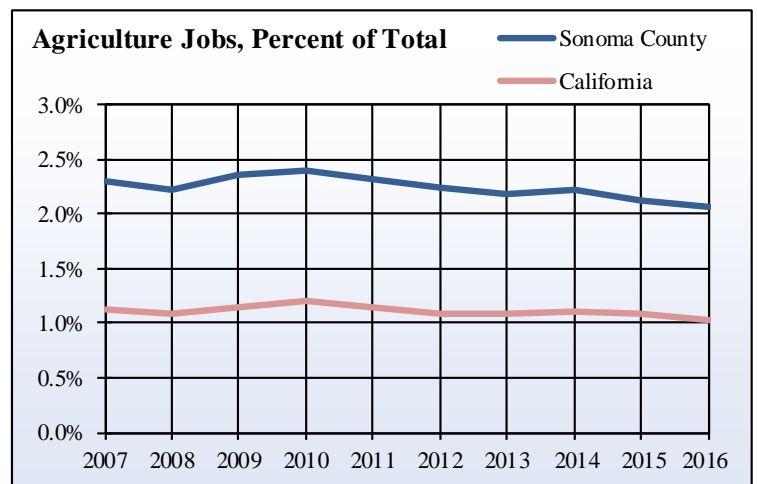
## How is it used?

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 agriculture sector depends on stability over a longer period of time.

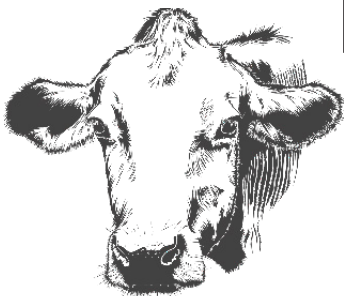
## Agriculture Jobs, Sonoma County

Year	Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	6,498	2.3%	1.1 %	4.4 %	5.7 %
2008	6,183	2.2%	1.1 %	- 4.8 %	- 4.9 %
2009	6,235	2.4%	1.1 %	0.8 %	2.2 %
2010	6,290	2.4%	1.2 %	0.9 %	3.7 %
2011	6,180	2.3%	1.1 %	- 1.7 %	- 2.5 %
2012	5,947	2.2%	1.1 %	- 3.8 %	- 2.6 %
2013	6,109	2.2%	1.1 %	2.7 %	3.2 %
2014	6,417	2.2%	1.1 %	5.0 %	4.6 %
2015	6,299	2.1%	1.1 %	- 1.8 %	0.6 %
2016	6,268	2.1%	1.0 %	- 0.5 %	- 1.4 %

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



**BETWEEN 2007 & 2016,  
AGRICULTURE JOBS  
DECREASED  
BY 3.5  
PERCENT**



# Agricultural Earnings & Value Including Forestry and Fishing

## Agriculture Earnings (in Thousands), Sonoma County

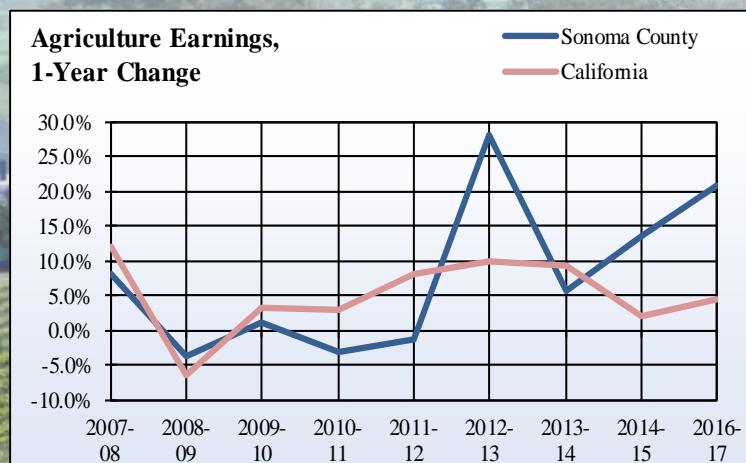
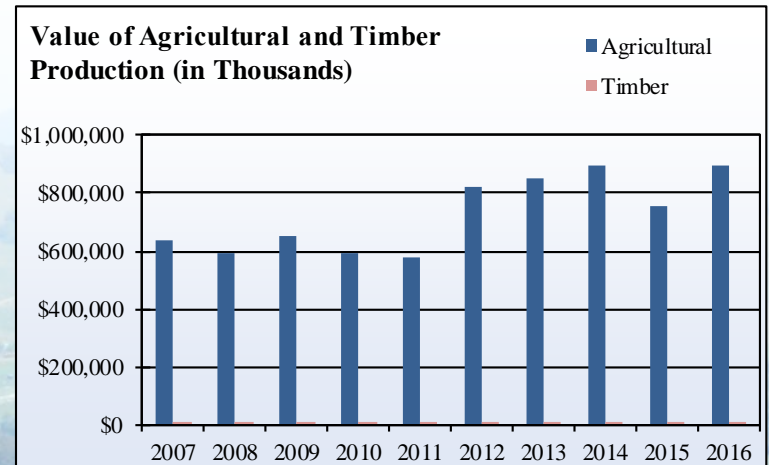
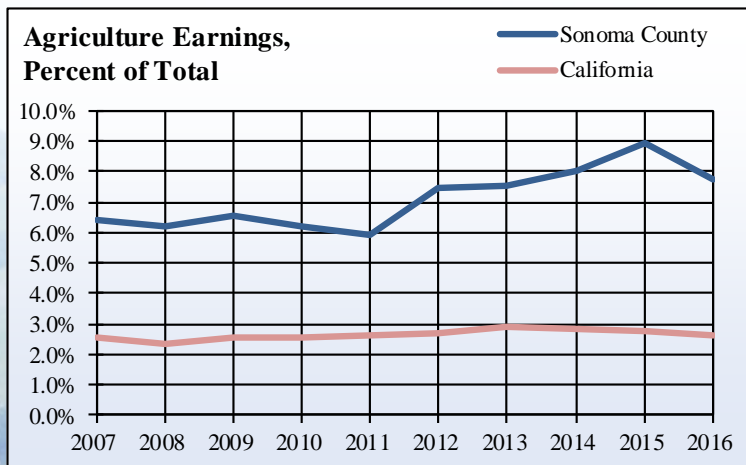
Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$ 865,467	6.4 %	2.5 %	8.3 %	12.1 %
2008	\$ 833,213	6.2 %	2.4 %	- 3.7 %	- 6.4 %
2009	\$ 842,239	6.6 %	2.6 %	1.1 %	3.4 %
2010	\$ 816,652	6.2 %	2.6 %	- 3.0 %	3.1 %
2011	\$ 807,491	5.9 %	2.6 %	- 1.1 %	8.1 %
2012	\$ 1,034,731	7.5 %	2.7 %	28.1 %	9.9 %
2013	\$ 1,092,484	7.6 %	2.9 %	5.6 %	9.5 %
2014	\$ 1,241,959	8.1 %	2.8 %	13.7 %	2.0 %
2015	\$ 1,499,299	9.0 %	2.8 %	20.7 %	4.6 %
2016	\$ 1,337,718	7.7 %	2.6 %	- 10.8 %	- 0.7 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis  
 \*Revised estimates for 2001-2014 were recently released by the BEA, therefore data may not be directly comparable to previous years.

## Value of Agriculture and Timber Production (in Thousands), Sonoma County

Year	Agricultural Value	Timber Value	Timber as a Percent of Total Value	Total Value
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
2014	\$ 899,015	\$ 3,843	0.4 %	\$ 902,858
2015	\$ 756,475	\$ 4,604	0.6 %	\$ 761,079
2016	\$ 898,129	\$ 3,417	0.4 %	\$ 901,546

Source: County Agricultural Commissioners' Reports and State Board of Equalization, Timber Tax Division





# Top Crops by Value

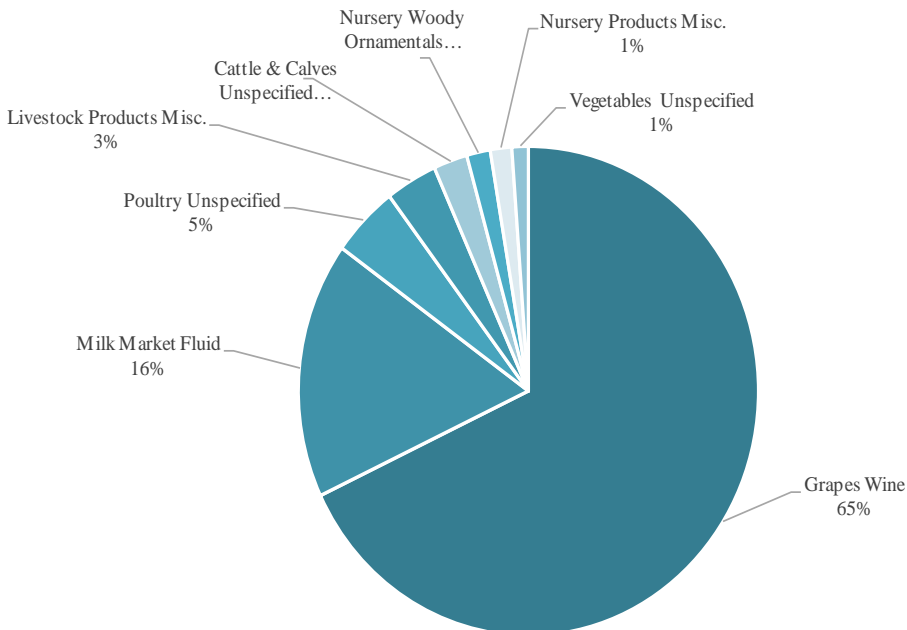
## Top Crops by Value in 2016, Sonoma County

Crop	Value
Grapes Wine	\$586,518,000
Milk Market Fluid	\$146,475,000
Poultry Unspecified	\$40,823,000
Livestock Products Misc.	\$31,299,000
Cattle & Calves Unspecified	\$20,562,000
Nursery Woody Ornamentals	\$14,322,000
Nursery Products Misc.	\$13,002,000
Vegetables Unspecified	\$9,961,000
Sheep & Lambs Unspecified	\$8,481,000
Pasture Range	\$6,461,000
Other	\$20,225,000
<b>Total Value of Agriculture</b>	<b>\$898,129,000</b>

Source: USDA National Agriculture Statistics Service



## Top Crops by Value in 2016, Sonoma County





# Source & Distribution of Farm Income

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

Year	Cash Receipts		Government Payments	Other Misc. Income
	Livestock	Crops		
2007	\$226,292	\$433,939	\$1,627	\$35,556
2008	\$231,699	\$388,327	\$3,312	\$52,861
2009	\$228,329	\$491,457	\$6,532	\$44,882
2010	\$276,920	\$420,330	\$3,408	\$45,750
2011	\$332,667	\$379,370	\$1,961	\$64,856
2012	\$355,363	\$654,344	\$3,920	\$85,824
2013	\$377,180	\$706,302	\$3,004	\$67,515
2014	\$429,079	\$706,172	\$3,130	\$64,305
2015	\$410,822	\$559,062	\$2,764	\$67,673
2016	\$396,213	\$499,826	\$2,076	\$59,931

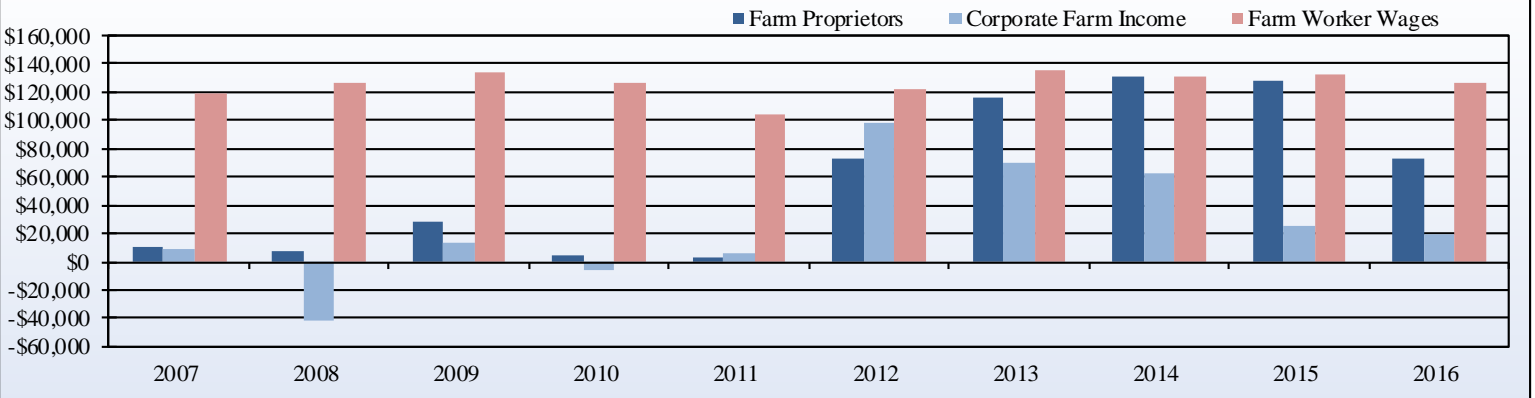
Source: U.S. Department of Commerce, Bureau of Economic Analysis

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

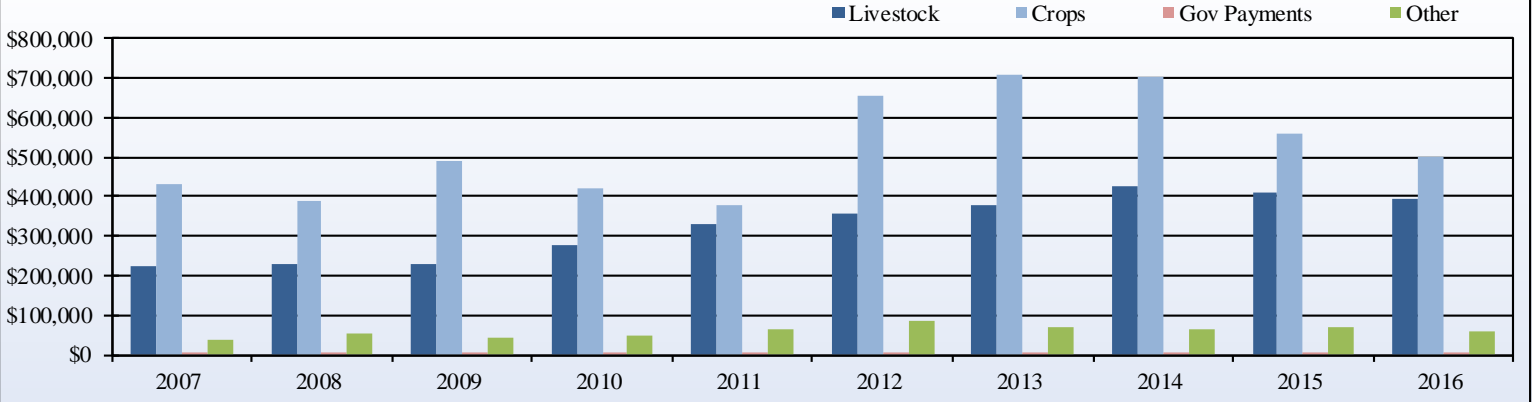
Year	Farm Proprietors	Corporate Farm Income	Farmworker Wages
2007	\$9,747	\$8,528	\$119,531.00
2008	\$7,025	-\$41,799	\$126,133.00
2009	\$28,225	\$13,075	\$134,549.00
2010	\$4,811	-\$6,306	\$126,940.00
2011	\$2,817	\$6,601	\$104,198.00
2012	\$72,544	\$97,898	\$122,245.00
2013	\$115,630	\$69,322	\$135,880.00
2014	\$131,747	\$62,102	\$130,420.00
2015	\$128,641	\$24,874	\$133,189.00
2016	\$72,327	\$18,739	\$126,549.00

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

**Distribution of Farm Income (in Thousands)**



**Source of Farm Income (in Thousands)**



# 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?

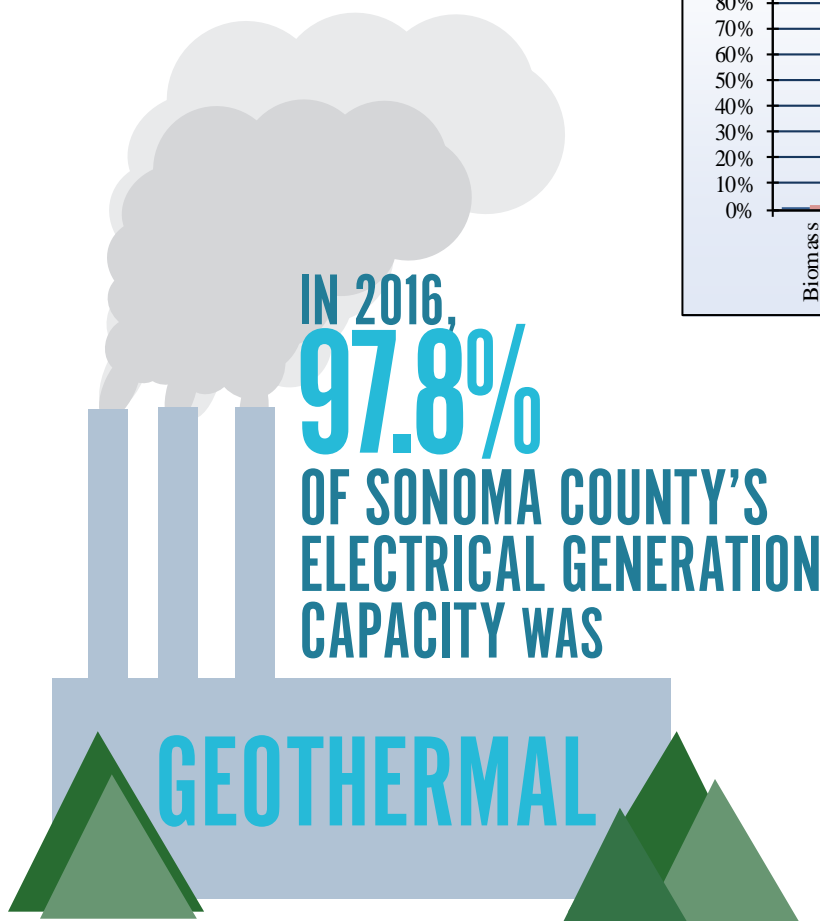
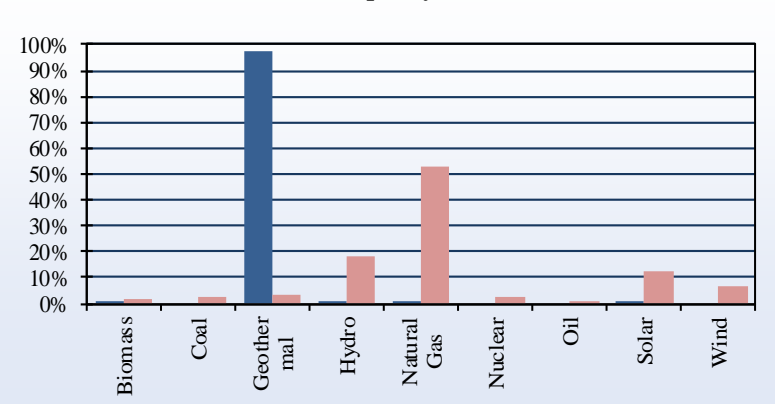
Changes in electrical generation capacity allow planners an estimate of growth and capabilities of electrical capacity. The data can be compared to energy use in the Environment section to evaluate whether an area is energy self-sufficient. In addition, energy is often a base industry in rural counties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

## Electrical Generation Capacity, Sonoma County, 2016

Facility Type	Total Capacity (Megawatts)	Percent of Capacity	
		County	California
Biomass	8	1%	1.5%
Coal	0	0%	2.2%
Geothermal	1237.9	97.8%	3.1%
Hydro	2.79	0.2%	17.9%
Natural Gas	2.48	0%	52.8%
Nuclear	0	0%	2.7%
Oil	0	0%	0.2%
Solar	14.2	1.1%	12.8%
Wind	0	0%	6.8%

Source: The California Energy Commission

## Electricity Generation Capacity, Licensed Power Plants Over 0.1 MW Capacity



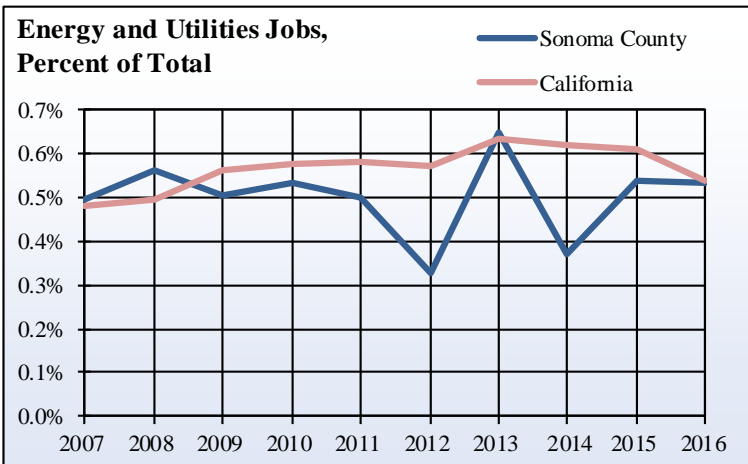
# Energy and Utilities Jobs and Earnings

## Energy and Utilities Jobs, Sonoma County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	1,368	0.5%	0.5%	214.5%	5.0%
2008	1,587	0.6%	0.5%	16.0%	12.6%
2009	1,402	0.5%	0.6%	-11.7%	-1.8%
2010	1,413	0.5%	0.6%	0.8%	0.4%
2011	1,310	0.5%	0.6%	-7.3%	0.1%
2012	866	0.3%	0.6%	-33.9%	13.5%
2013	1,725	0.6%	0.6%	99.2%	1.3%
2014	1,032	0.4%	0.6%	-40.2%	1.7%
2015	1,551	0.5%	0.6%	50.3%	-9.3%
2016	1,575	0.5%	0.5%	1.5%	0.0%

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

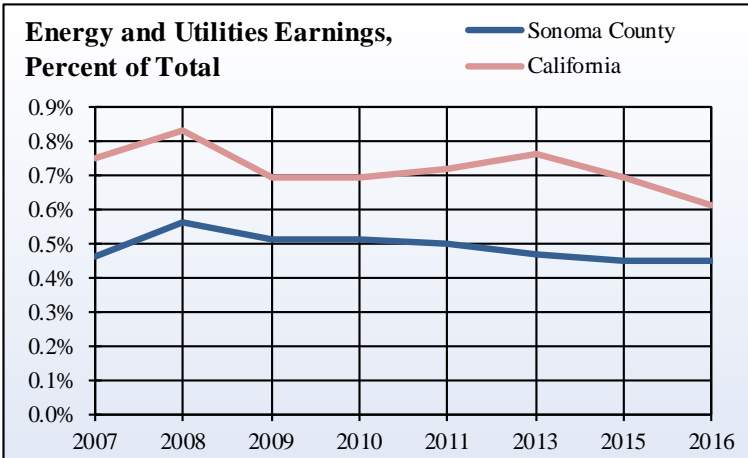
\*Note: (D) Withheld disclosure of confidential business data



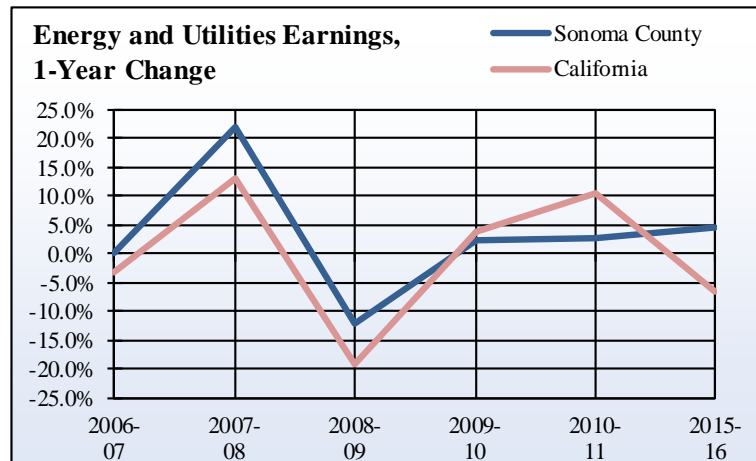
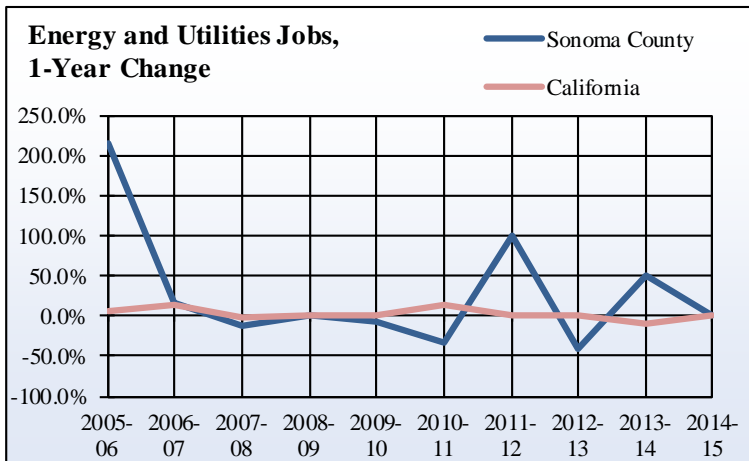
## Energy and Utilities Earnings, Sonoma County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$ 96,162	0.5%	0.7%	n/a	-3.2%
2008	\$ 117,410	0.6%	0.8%	22.1%	13.0%
2009	\$ 103,144	0.5%	0.7%	-12.2%	-19.3%
2010	\$ 105,408	0.5%	0.7%	2.2%	3.9%
2011	\$ 108,095	0.5%	0.7%	2.5%	10.5%
2012	(D)	0.0%	0.7%	n/a	4.8%
2013	\$ 110,942	0.5%	0.8%	n/a	8.7%
2014	(D)	0.0%	0.7%	n/a	1.5%
2015	\$ 121,573	0.5%	0.7%	n/a	1.5%
2016	\$ 127,314	0.4%	0.6%	4.7%	-6.8%

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



\*Due to undisclosed values, 2012 and 2014 have been excluded from the graph





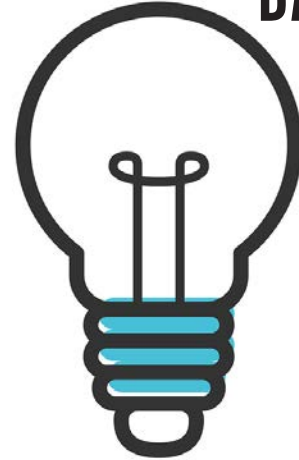
# Energy Rates

## Resident Utility Base Rate

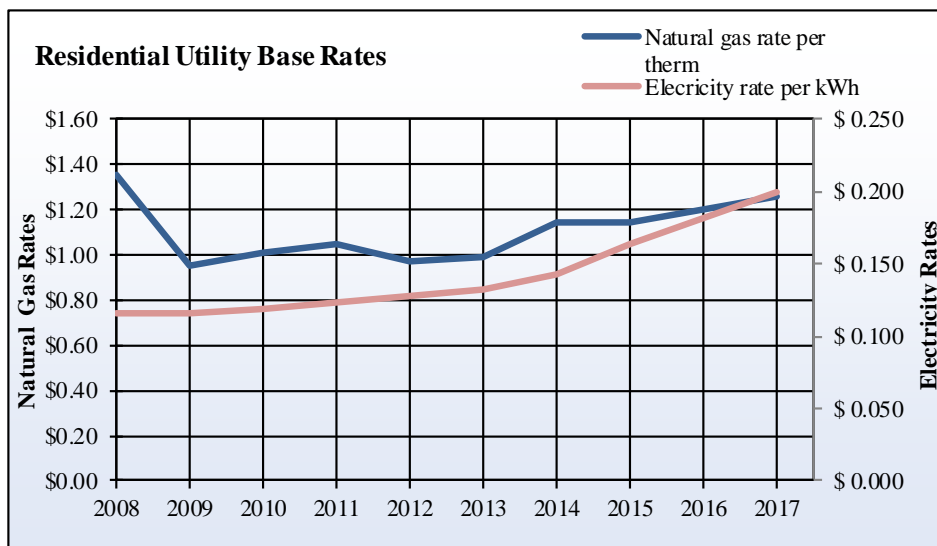
Year	Natural gas rate per therm	Electricity rate per kWh
2008	\$1.35	\$0.116
2009	\$0.96	\$0.115
2010	\$1.01	\$0.119
2011	\$1.05	\$0.123
2012	\$0.97	\$0.128
2013	\$0.99	\$0.132
2014	\$1.14	\$0.142
2015	\$1.14	\$0.164
2016	\$1.20	\$0.182
2017	\$1.26	\$0.200

Source: Pacific Gas and Electric Company

IN 2017,  
THE RESIDENT ELECTRICITY  
BASE RATE



COST  
**.20**  
CENTS  
PER KWH



# 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 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.

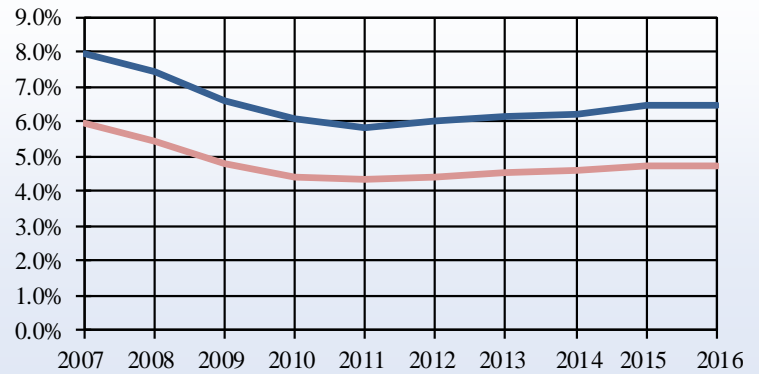


## Construction Jobs, Sonoma County

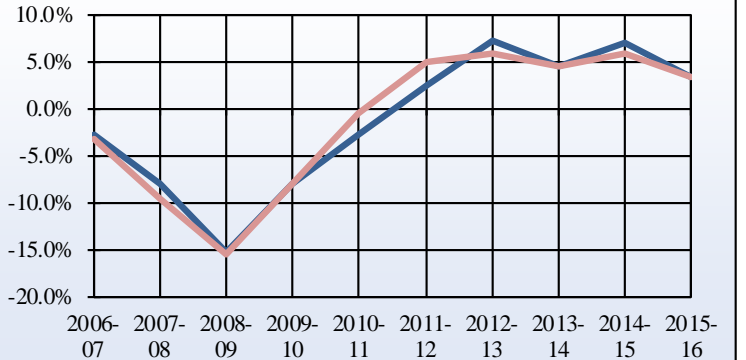
Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	22,348	7.9%	6.0%	-2.7%	-3.2%
2008	20,527	7.4%	5.5%	-8.1%	-9.6%
2009	17,395	6.6%	4.8%	-15.3%	-15.6%
2010	16,015	6.1%	4.4%	-7.9%	-8.1%
2011	15,563	5.8%	4.3%	-2.8%	-0.6%
2012	15,943	6.0%	4.4%	2.4%	4.9%
2013	17,104	6.1%	4.5%	7.3%	6.0%
2014	17,881	6.2%	4.6%	4.5%	4.4%
2015	19,134	6.4%	4.7%	7.0%	5.8%
2016	19,752	6.5%	4.7%	3.2%	3.3%

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

## Construction Jobs, Percent of Total



## Construction Jobs, 1-Year Change

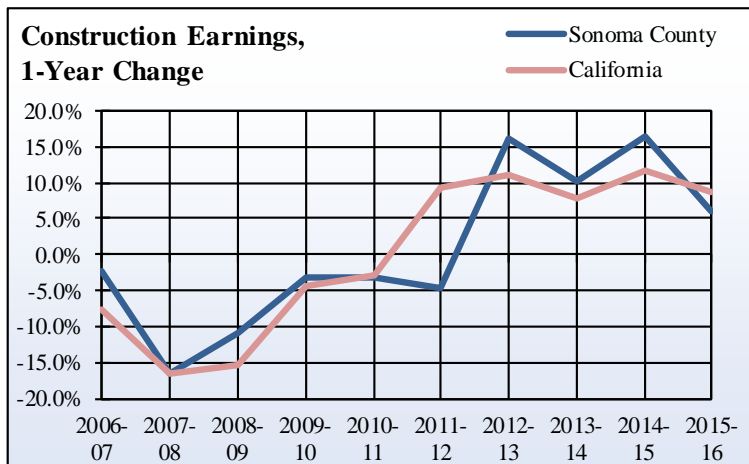
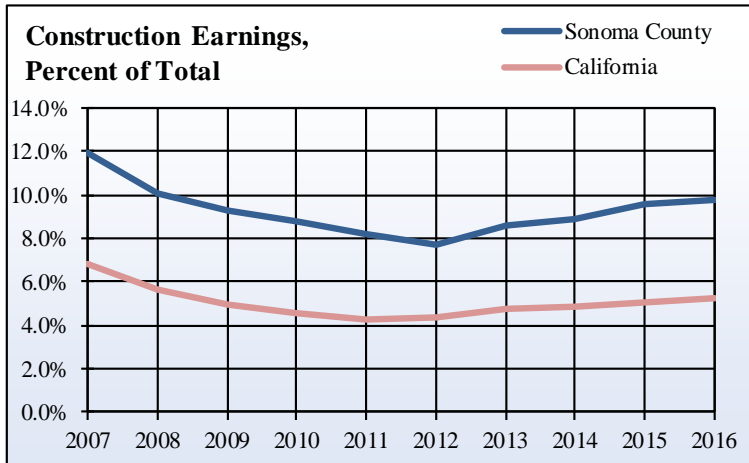




## Construction Earnings (in Thousands), Sonoma County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$ 1,606,982	12.0%	6.8%	-2.2%	-7.7%
2008	\$ 1,343,255	10.0%	5.6%	-16.4%	-16.7%
2009	\$ 1,198,660	9.3%	5.0%	-10.8%	-15.5%
2010	\$ 1,160,024	8.8%	4.6%	-3.2%	-4.5%
2011	\$ 1,122,210	8.2%	4.2%	-3.3%	-3.0%
2012	\$ 1,070,442	7.7%	4.4%	-4.6%	9.3%
2013	\$ 1,244,781	8.6%	4.7%	16.3%	11.2%
2014	\$ 1,370,042	8.9%	4.9%	10.1%	7.8%
2015	\$ 1,593,743	9.5%	5.1%	16.3%	11.8%
2016	\$ 1,691,615	9.8%	5.3%	6.1%	8.6%

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





# New Housing Units Authorized by Building Permits

**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 single-family Sonoma County
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	294	732	1,026	28.7%
2014	293	214	507	57.8%
2015	236	206	442	53.4%
2016	560	264	824	68.0%
2017	533	351	884	60.3%

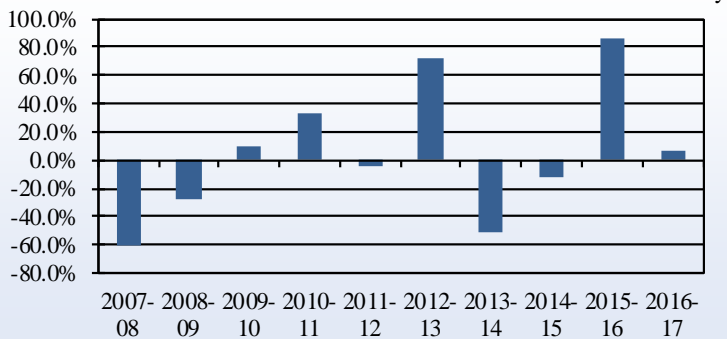
Source: CIRB and California Homebuilding Foundation (CHF)

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

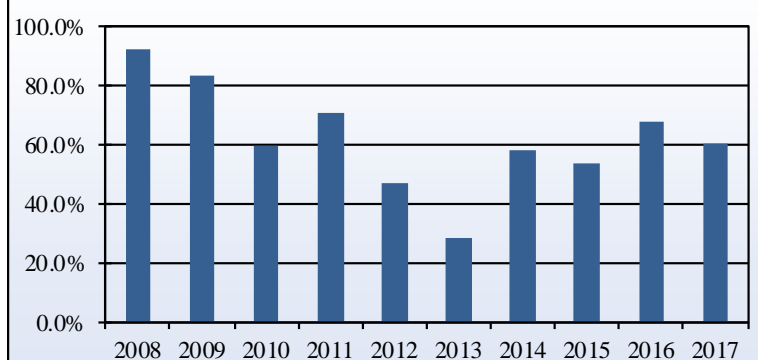
Year	Annual Percent Change Sonoma County
2007-08	-61.3 %
2008-09	-27.2 %
2009-10	9.3 %
2010-11	33.4 %
2011-12	-4.8 %
2012-13	71.9 %
2013-14	-50.6 %
2014-15	-12.8 %
2015-16	86.4 %
2016-17	7.3 %

Source: CIRB and California Homebuilding Foundation (CHF)

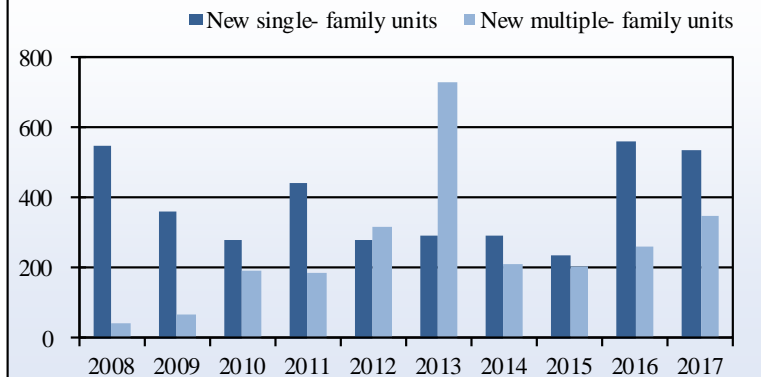
**Annual Percent Change of New Residential Units Authorized by Building Permits** ■ Sonoma County



**Percent of New Housing Units that are Single-Family (2007-2016)** ■ Sonoma County



**New Housing Units Authorized by Building Permits**



# Permitted Value of New Housing Units

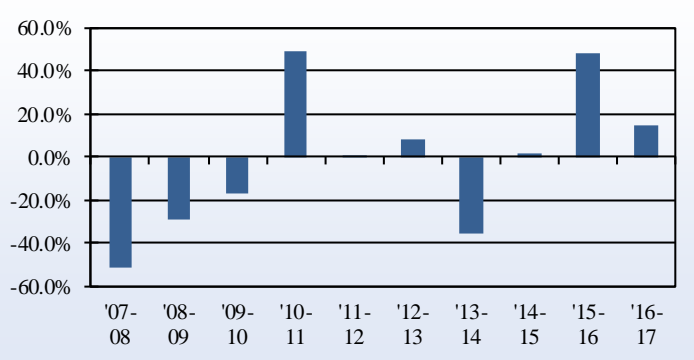
## Annual Percent Change in Permitted Value of New Housing Units, Sonoma County

Year	Change in Total Value of New Single and Multi-Family Units Sonoma County
2007-08	-51.5 %
2008-09	-29.0 %
2009-10	-16.5 %
2010-11	48.9 %
2011-12	0.5 %
2012-13	7.8 %
2013-14	-35.3 %
2014-15	1.8 %
2015-16	48.3 %
2016-17	14.9 %

Source: CIRB and California Homebuilding Foundation (CHF)



## Annual Percent Change in Permitted Value of New County Housing



**BETWEEN 2008 & 2017,  
THE VALUE OF  
NEW SINGLE FAMILY &  
MULTI-FAMILY UNITS**

**INCREASED BY  
7 PERCENT  
IN SONOMA  
COUNTY**



# Permitted Value of New Construction

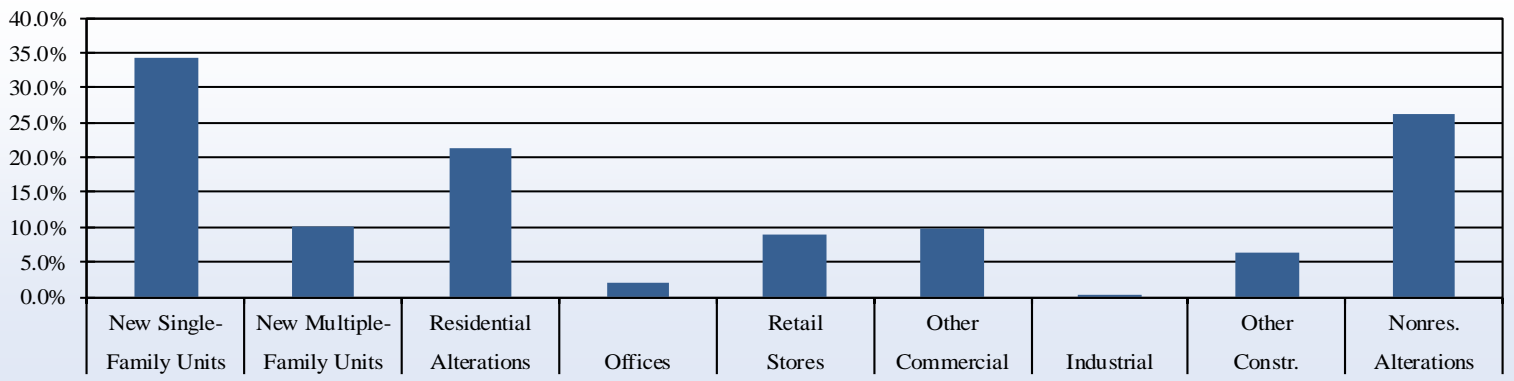
**Value of New Construction Authorized by Building Permits (In Thousands), Sonoma County**

Year	New Single-Family units	New multiple-Family units	Residential Alterations	Offices	Retail Stores	Other Commercial	Industrial	Other Const.	Non-Residential Alterations	Total Value
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	\$ 91,144	\$ 51,211	\$ 57,033	\$ 2,668	\$ 38,519	\$ 41,351	\$ 0	\$ 22,205	\$ 53,551	\$ 316,495
2014	\$ 70,064	\$ 22,018	\$ 66,319	\$ 7,183	\$ 20,345	\$ 2,427	\$ 0	\$ 31,242	\$ 72,632	\$ 134,265
2015	\$ 65,968	\$ 27,797	\$ 78,005	\$ 1,052	\$ 28,010	\$ 0	\$ 2,485	\$ 7,570	\$ 84,642	\$ 236,134
2016	\$ 112,941	\$ 26,149	\$ 71,079	\$ 1,107	\$ 71,342	\$ 75,558	\$ 156	\$ 17,236	\$ 79,944	\$ 356,915
2017	\$ 113,202	\$ 46,627	\$ 73,824	\$ 10,004	\$ 47,233	\$ 60,240	\$ 0	\$ 8,094	\$ 91,579	\$ 346,939
<b>Total</b>	<b>\$ 954,534</b>	<b>\$ 278,731</b>	<b>\$ 590,093</b>	<b>\$ 59,833</b>	<b>\$ 249,123</b>	<b>\$ 271,471</b>	<b>\$ 9,453</b>	<b>\$ 177,717</b>	<b>\$ 724,131</b>	<b>\$ 2,772,585</b>

Source: CIRB and California Homebuilding Foundation (CHF)

**Value of Construction Authorized by Building Permits (Percent of Total), 2007 - 2016**

■ Sonoma County



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

— Sonoma County





# 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.

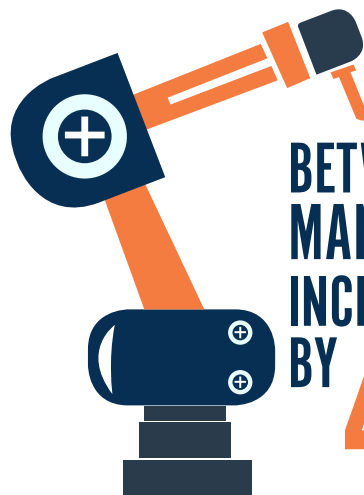
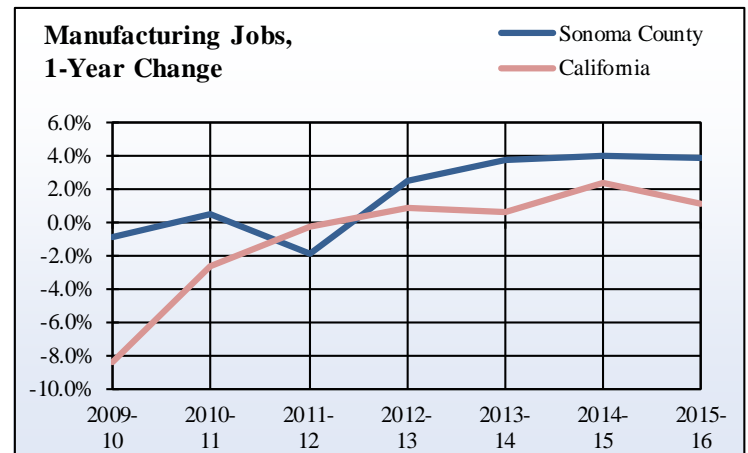
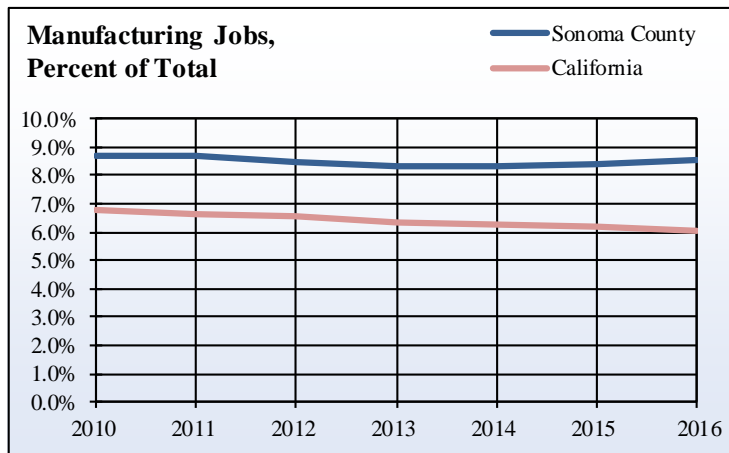
## How is it used?

Manufacturing is usually an economic base industry, making it an important local economic indicator. Economic shocks can positively or negatively affect certain manufacturing industries. If an industry is showing growth during this current economic downturn, that industry may be critical to a county's economic recovery. Counties that have a solid manufacturing base of export goods bring in outside money into the region.

## Manufacturing Jobs, Sonoma County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	24,800	8.8%	7.4%	-3.0%	-0.4%
2008	24,469	8.8%	7.3%	-1.3%	-1.8%
2009	23,159	8.8%	6.9%	-5.4%	-3.0%
2010	22,954	8.7%	6.8%	-0.9%	-8.4%
2011	23,048	8.7%	6.6%	0.4%	-2.7%
2012	22,596	8.5%	6.5%	-2.0%	-0.3%
2013	23,139	8.3%	6.3%	2.4%	0.8%
2014	23,990	8.3%	6.3%	3.7%	0.6%
2015	24,938	8.4%	6.2%	4.0%	2.3%
2016	25,896	8.5%	6.1%	3.8%	1.1%

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



**BETWEEN 2007 & 2016,  
MANUFACTURING JOBS  
INCREASED  
BY 4 PERCENT  
IN SONOMA  
COUNTY**

# Manufacturing Earnings

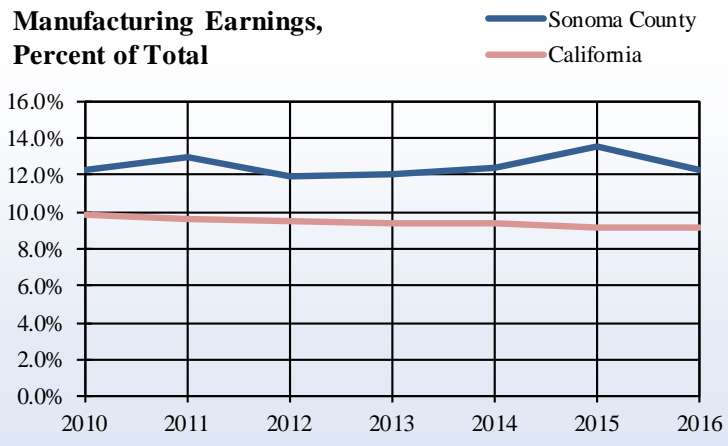
## Manufacturing Earnings (in Thousands), Sonoma County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$ 1,783,573	13.3%	10.5%	-0.1%	2.0%
2008	\$ 1,817,625	13.6%	10.3%	1.9%	-1.6%
2009	\$ 1,613,813	12.6%	9.9%	-11.2%	-7.9%
2010	\$ 1,619,305	12.3%	9.8%	0.3%	1.9%
2011	\$ 1,775,789	13.0%	9.6%	9.7%	3.8%
2012	\$ 1,654,400	11.9%	9.5%	-6.8%	4.0%
2013	\$ 1,740,372	12.1%	9.3%	5.2%	1.1%
2014	\$ 1,911,621	12.4%	9.4%	9.8%	5.7%
2015	\$ 2,259,100	13.5%	9.2%	18.2%	4.6%
2016	\$ 2,134,038	12.3%	9.2%	-5.5%	4.0%

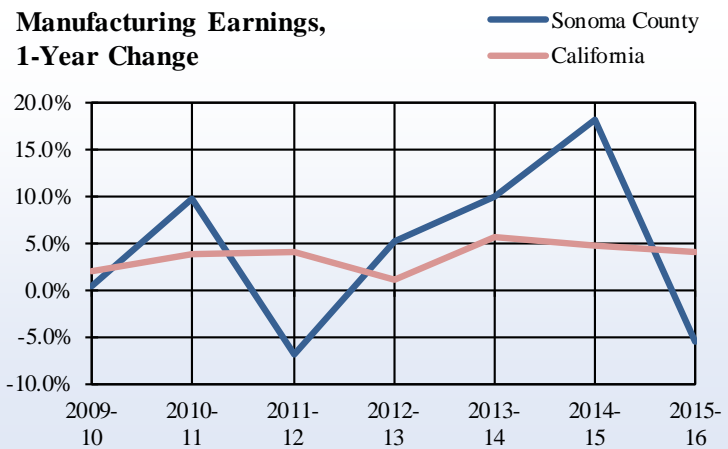
Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Manufacturing Earnings, Percent of Total**



**Manufacturing Earnings, 1-Year Change**



# Travel and Recreation Jobs

## What is it?

The travel and recreation industry is the economic activity generated from recreational expenditures and other travel expenditures made in the county by visitors. This section evaluates jobs and earnings for the travel and recreation industry from the U.S. Department of Commerce, as well as travel expenditures provided by the California Travel and Tourism Commission.

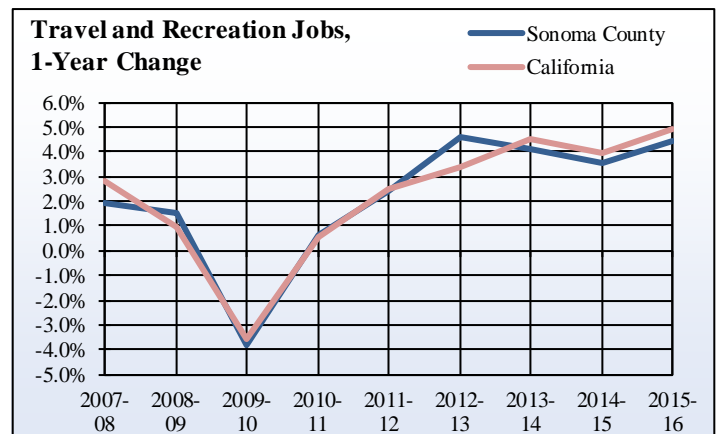
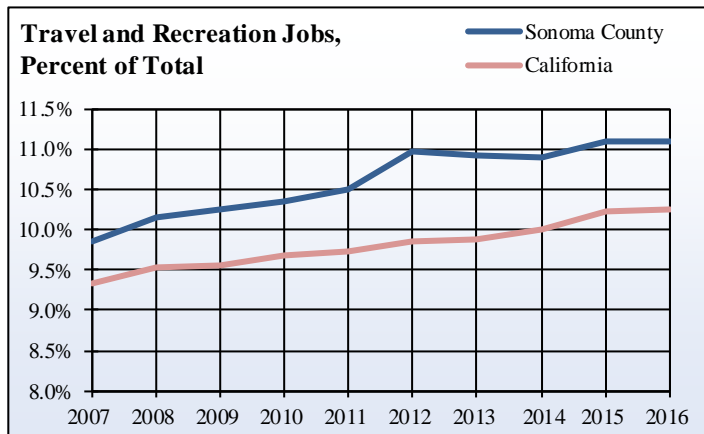
## How is it used?

Travel into a county can show the desirability of the 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.

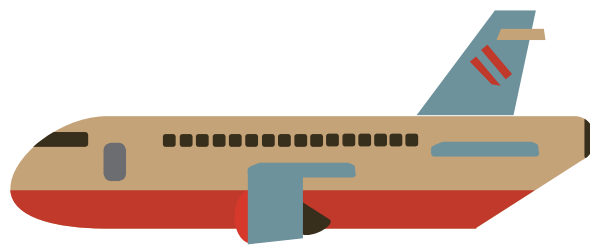
## Travel and Recreation Jobs, Sonoma County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	27,765	9.9%	9.3%	1.9%	2.8%
2008	28,180	10.2%	9.5%	1.5%	0.9%
2009	27,100	10.3%	9.6%	-3.8%	-3.6%
2010	27,275	10.4%	9.7%	0.6%	0.5%
2011	27,924	10.5%	9.7%	2.4%	2.5%
2012	29,212	11.0%	9.9%	4.6%	3.4%
2013	30,422	10.9%	9.9%	4.1%	4.5%
2014	31,506	10.9%	10.0%	3.6%	4.0%
2015	32,916	11.1%	10.2%	4.5%	4.9%
2016	33,705	11.1%	10.3%	2.4%	3.1%

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



IN 2016,  
TRAVEL & RECREATION  
IN SONOMA COUNTY  
ACCOUNTED FOR **11%** OF TOTAL JOBS





# Travel and Recreation Earnings & Expenditures

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

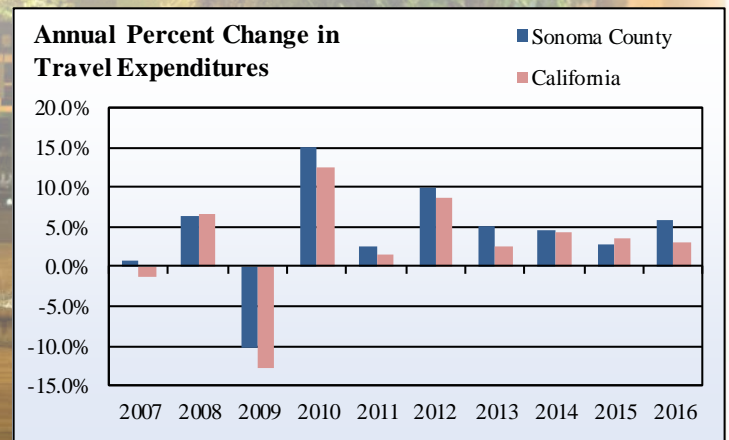
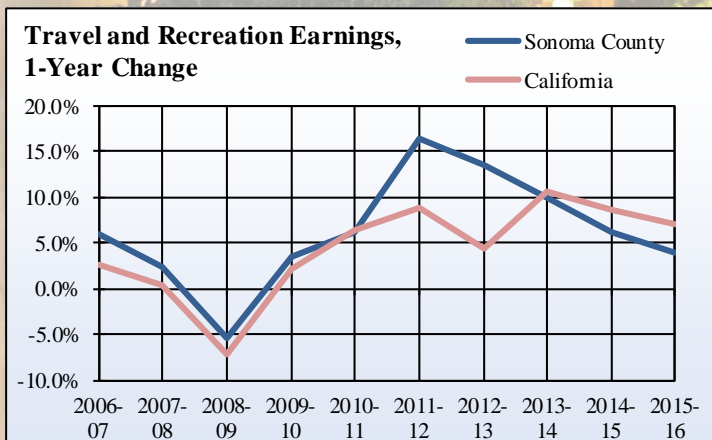
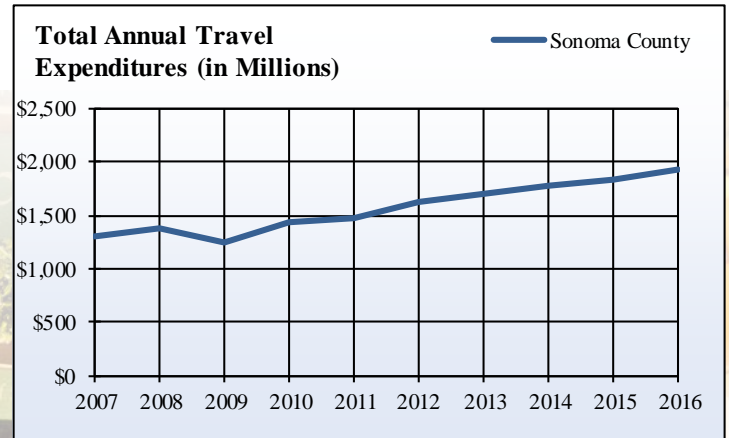
Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$597,497	4.5%	5.0%	6.0%	2.5%
2008	\$611,165	4.6%	5.0%	2.3%	0.4%
2009	\$577,758	4.5%	4.8%	-5.5%	-7.2%
2010	\$597,472	4.5%	4.8%	3.4%	2.1%
2011	\$634,451	4.6%	4.8%	6.2%	6.4%
2012	\$738,694	5.3%	5.0%	16.4%	8.8%
2013	\$838,623	5.8%	5.0%	13.5%	4.3%
2014	\$923,018	6.0%	5.3%	10.1%	10.6%
2015	\$980,200	5.9%	5.4%	6.2%	8.5%
2016	\$1,019,453	5.9%	5.5%	4.0%	7.0%

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

**Travel and Recreation Expenditures (in Millions),  
Sonoma County**

Year	Expenditures in County	Annual percent change	Expenditures in California	Annual percent change
2007	\$ 1,305.2	0.7%	\$191,592	-1.3%
2008	\$ 1,389.0	6.4%	\$204,372	6.7%
2009	\$ 1,246.3	-10.3%	\$178,486	-12.7%
2010	\$ 1,435.0	15.1%	\$200,634	12.4%
2011	\$ 1,471.7	2.6%	\$203,663	1.5%
2012	\$ 1,619.0	10.0%	\$221,165	8.6%
2013	\$ 1,700.0	5.0%	\$227,075	2.7%
2014	\$ 1,780.0	4.7%	\$236,761	4.3%
2015	\$ 1,829.0	2.8%	\$245,047	3.5%
2016	\$ 1,934.0	5.7%	\$252,577	3.1%

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



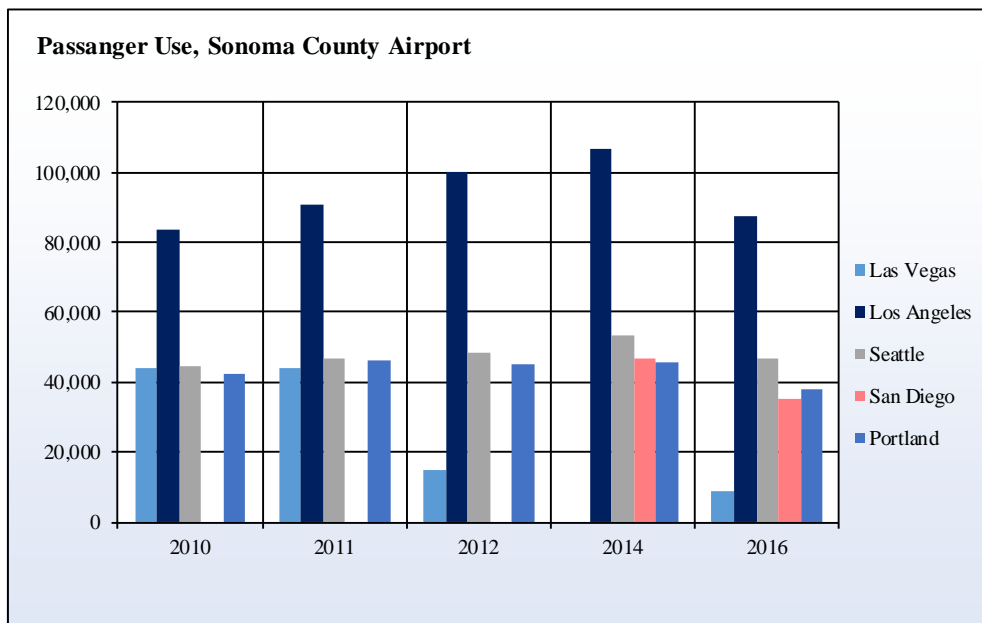
# Passenger Air Transportation

## Passenger Use of Sonoma County Airport

Destination	Direction	2010	2011	2012	2014	2016
Las Vegas	Arriving	21,827	21,871	7,476	n/a	4,390
	Departing	22,093	21,909	7,430	n/a	4,564
	Total	43,920	43,780	14,906	n/a	8,954
Los Angeles	Arriving	41,729	45,057	49,438	52,718	43,496
	Departing	41,952	45,816	50,669	53,928	44,063
	Total	83,681	90,873	100,107	106,646	87,559
Portland	Arriving	22,205	23,178	22,923	22,937	19,331
	Departing	20,400	23,129	22,439	22,628	18,883
	Total	42,605	46,307	45,362	45,565	38,214
Seattle	Arriving	21,585	23,507	24,612	27,361	23,597
	Departing	22,920	23,489	23,952	26,273	23,064
	Total	44,505	46,996	48,564	53,634	46,661
San Diego	Arriving	n/a	n/a	n/a	23,249	17,414
	Departing	n/a	n/a	n/a	23,571	17,872
	Total	n/a	n/a	n/a	46,820	35,286
Total	Arriving	107,346	113,613	104,449	126,265	103,838
	Departing	107,365	114,343	104,490	126,400	103,882
	Total	214,711	227,956	208,939	252,665	207,720

Source: Charles M. Schultz- Sonoma County Airport

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



# Retail Jobs

## What is it?

This section includes taxable retail sales. It also includes non-retail and total taxable sales because goods and services sold by non-retail 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.

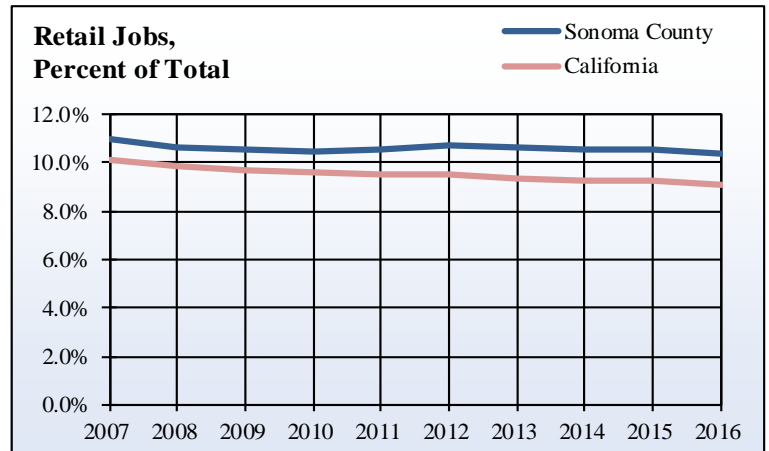
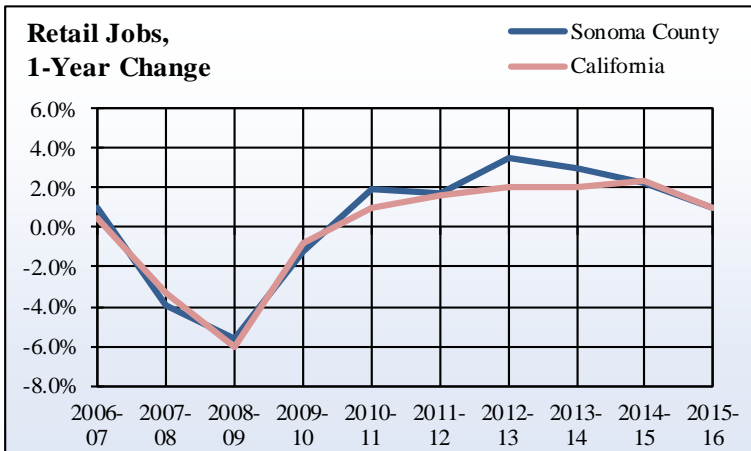
## How is it used?

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 traditional base industries like agriculture and manufacturing. It is used to help assess the economic impact of changes in base industries. Retail is also typically one of the largest industry sectors in local economies. While retail jobs in Sonoma County declined between 2008 and 2010, they have increased annually since 2010 and reached pre-recession levels by 2014.

## Retail Jobs, Sonoma County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
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%
2015	31,171	10.5%	9.2%	2.2%	2.4%
2016	31,478	10.4%	9.1%	1.0%	1.0%

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



IN 2016,  
RETAIL JOBS  
IN SONOMA COUNTY  
ACCOUNTED FOR **10%** OF TOTAL JOBS

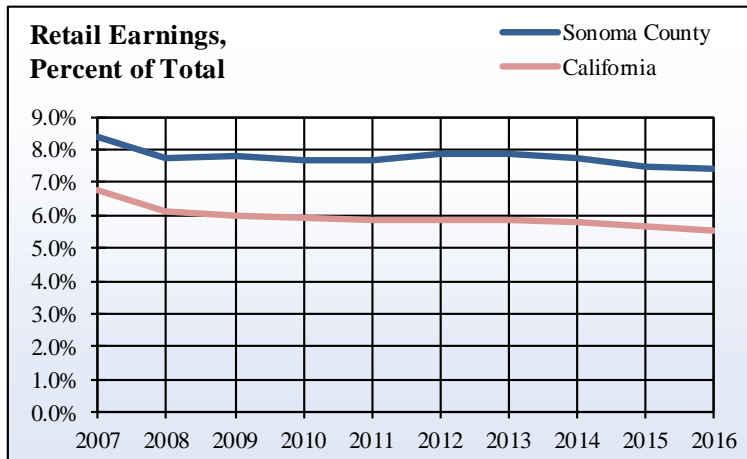
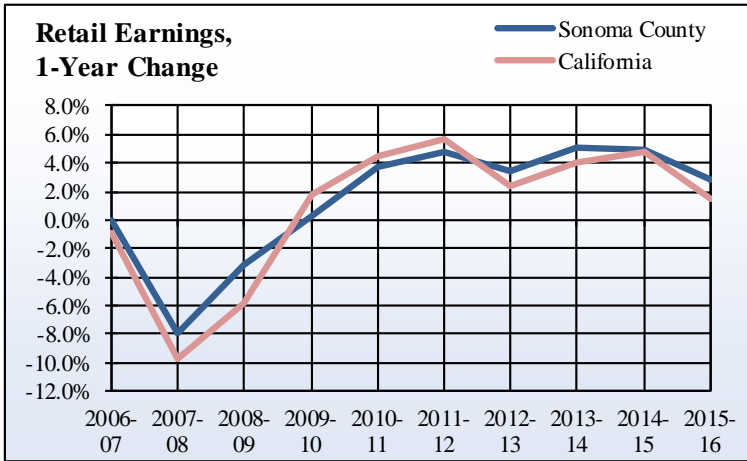


# Retail Earnings

Retail Earnings (in Thousands), Sonoma County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$ 1,126,273	8.4 %	6.8 %	0.1 %	- 0.9 %
2008	\$ 1,037,293	7.7 %	6.1 %	- 7.9 %	- 9.7 %
2009	\$ 1,004,391	7.8 %	6.0 %	- 3.2 %	- 5.8 %
2010	\$ 1,007,868	7.6 %	5.9 %	0.3 %	1.8 %
2011	\$ 1,045,296	7.7 %	5.9 %	3.7 %	4.4 %
2012	\$ 1,095,613	7.9 %	5.9 %	4.8 %	5.6 %
2013	\$ 1,133,567	7.9 %	5.8 %	3.5 %	2.4 %
2014	\$ 1,190,679	7.7 %	5.8 %	5.0 %	4.1 %
2015	\$ 1,249,536	7.5 %	5.7 %	4.9 %	4.8 %
2016	\$ 1,284,797	7.4 %	5.5 %	2.8 %	1.5 %

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



# Taxable Sales

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

Year	Retail Stores	Non-retail	Total
2006	\$5,500,588	\$2,394,007	\$7,894,595
2007	\$5,404,597	\$2,472,598	\$7,877,195
2008	\$5,009,164	\$2,359,945	\$7,369,109
2009	\$4,413,001	\$1,850,828	\$6,263,829
2010	\$4,583,801	\$1,902,149	\$6,485,950
2011	\$4,895,477	\$2,066,636	\$6,962,114
2012	\$5,228,062	\$2,154,936	\$7,382,997
2013	\$5,618,188	\$2,399,695	\$8,017,883
2014	\$5,931,984	\$2,535,567	\$8,467,551
2015	\$6,104,395	\$2,600,574	\$8,704,969

Source: California Board of Equalization

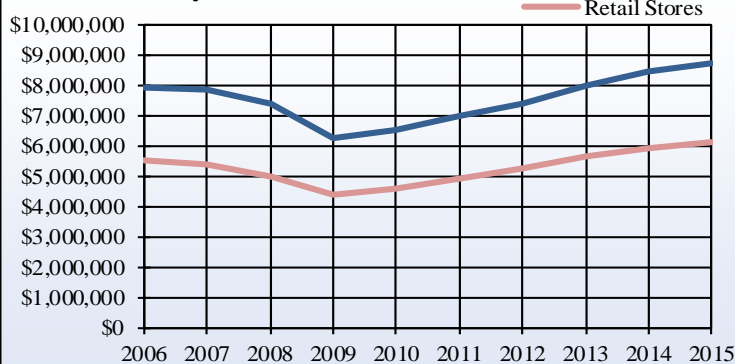
**\*Note:** Starting in 2015, the California State Board of Equalization now includes retailers that operate part time; therefore, 2015 data is not directly comparable to previous years of data.

## Taxable Sales Annual Change, Sonoma County

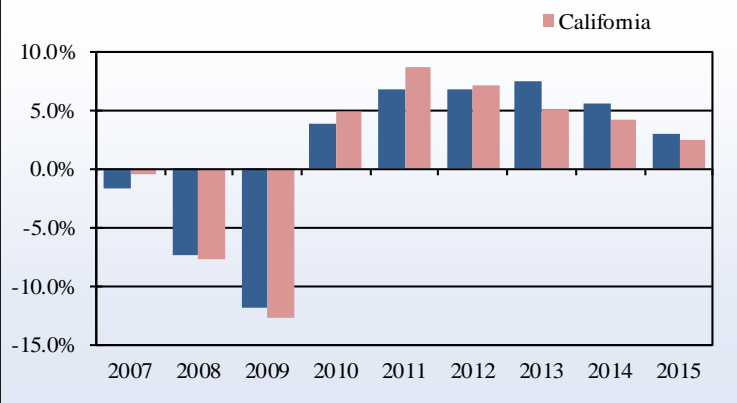
Year	Taxable Retail Sales		Total Taxable Sales	
	County	California	County	California
2006	1.4%	3.4%	3.6%	4.2%
2007	-1.7%	-0.5%	-0.2%	0.2%
2008	-7.3%	-7.8%	-6.5%	-5.5%
2009	-11.9%	-12.6%	-15.0%	-13.8%
2010	3.9%	4.9%	3.5%	4.5%
2011	6.8%	8.7%	7.3%	8.9%
2012	6.8%	7.0%	6.0%	7.0%
2013	7.5%	5.0%	8.6%	4.7%
2014	5.6%	4.1%	5.6%	4.8%
2015	2.9%	2.5%	2.8%	2.7%

Source: California Board of Equalization

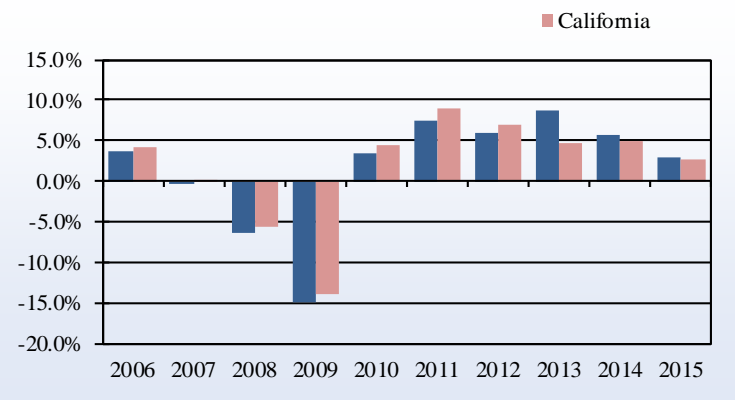
## Total Taxable Sales (in Thousands) Sonoma County



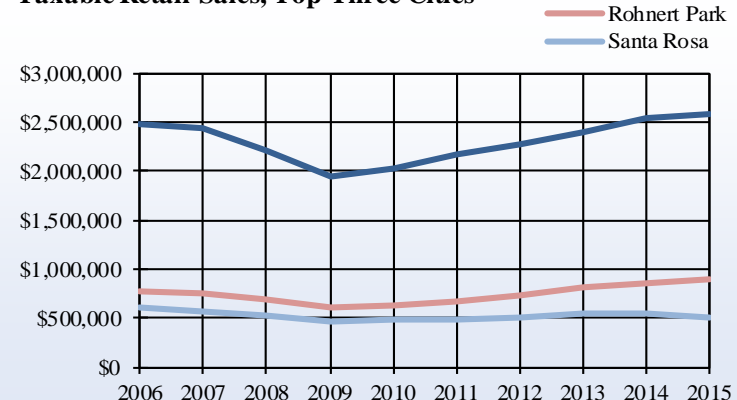
## Taxable Retail Sales, 1-Year Change



## Total Taxable Sales, 1-Year Change



## Taxable Retail Sales, Top Three Cities





# 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. Government jobs include all employees of the State, local, and Federal government.

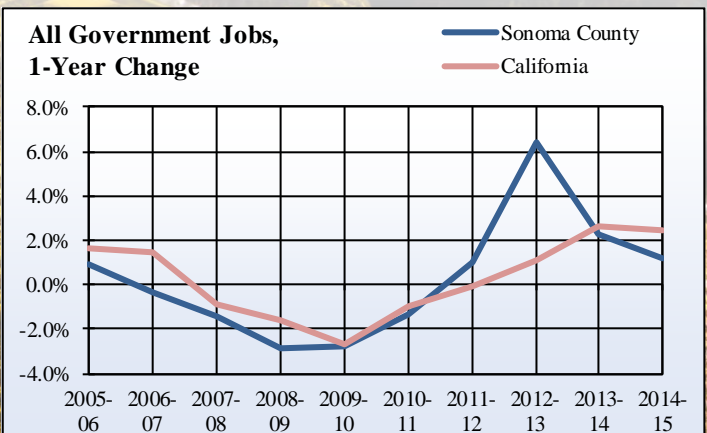
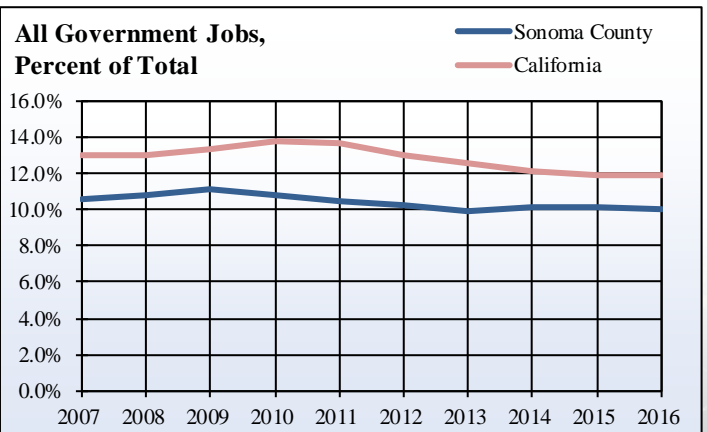
## How is it used?

Local government revenue shows the amount of money generated by sources such as property tax, sales tax 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	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
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 %
2015	30,054	10.1 %	11.9 %	2.3 %	2.6 %
2016	30,410	10.0 %	11.9 %	1.2 %	2.5 %

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





# Government Earnings

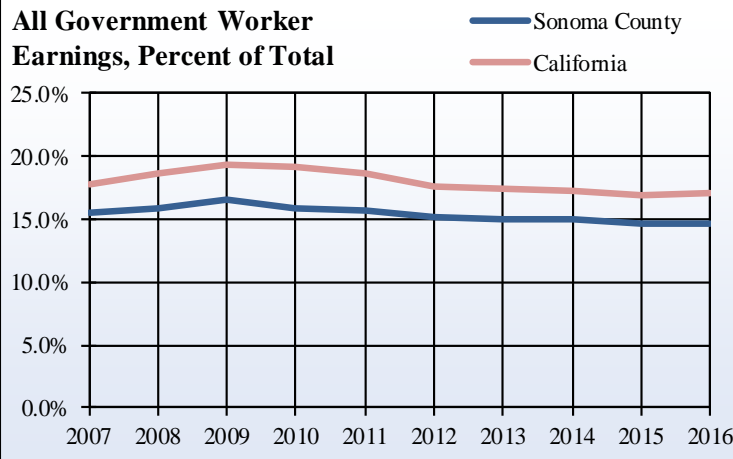
## Government Worker Earnings (in Thousands), Sonoma County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	\$ 2,073,921	15.4 %	17.8 %	5.2 %	6.8 %
2008	\$ 2,131,652	15.9 %	18.6 %	2.8 %	4.9 %
2009	\$ 2,123,308	16.5 %	19.4 %	- 0.4 %	0.5 %
2010	\$ 2,100,202	15.9 %	19.2 %	- 1.1 %	2.0 %
2011	\$ 2,154,922	15.8 %	18.6 %	2.6 %	2.0 %
2012	\$ 2,111,431	15.2 %	17.6 %	- 2.0 %	- 0.3 %
2013	\$ 2,179,022	15.1 %	17.4 %	3.2 %	1.9 %
2014	\$ 2,313,006	15.0 %	17.3 %	6.1 %	4.4 %
2015	\$ 2,442,698	14.6 %	17.0 %	5.6 %	4.9 %
2016	\$ 2,549,932	14.7 %	17.1 %	4.4 %	4.7 %

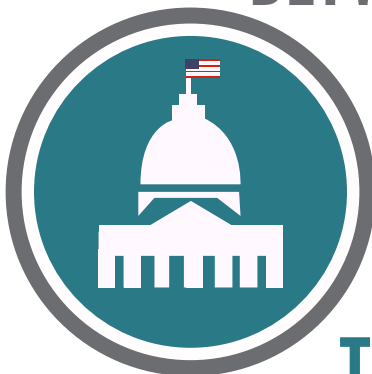
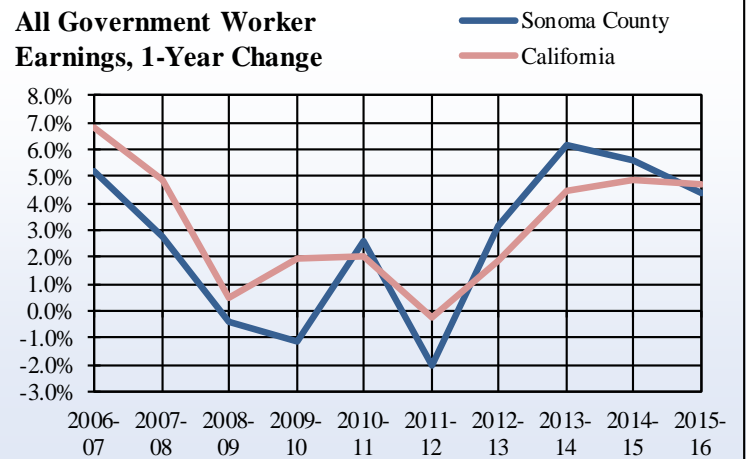
Source: U.S. Department of Commerce, Bureau of Economic Analysis



### All Government Worker Earnings, Percent of Total



### All Government Worker Earnings, 1-Year Change



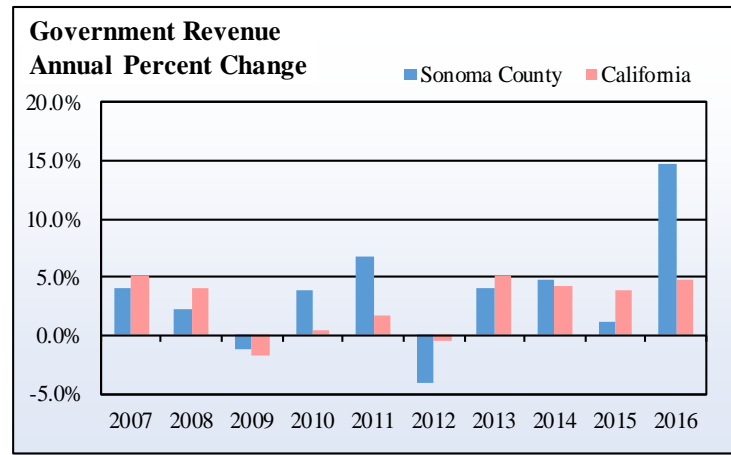
**BETWEEN 2007 & 2016,  
GOVERNMENT EARNINGS  
IN SONOMA COUNTY  
INCREASED BY  
TWENTY-THREE PERCENT**

# Government Revenue

## County Government Revenue, Annual Percent Change, Sonoma County

Year	Sonoma County		California
	Total	Percent Change	Percent Change
2007	\$ 645,428,986	4.1 %	5.1 %
2008	\$ 660,313,116	2.3 %	4.1 %
2009	\$ 652,242,726	- 1.2 %	- 1.7 %
2010	\$ 677,495,267	3.9 %	0.5 %
2011	\$ 722,844,179	6.7 %	1.8 %
2012	\$ 693,777,798	- 4.0 %	- 0.5 %
2013	\$ 721,652,871	4.0 %	5.2 %
2014	\$ 755,625,336	4.7 %	4.2 %
2015	\$ 764,389,066	1.2 %	3.9 %
2016	\$ 876,947,905	14.7 %	4.8 %

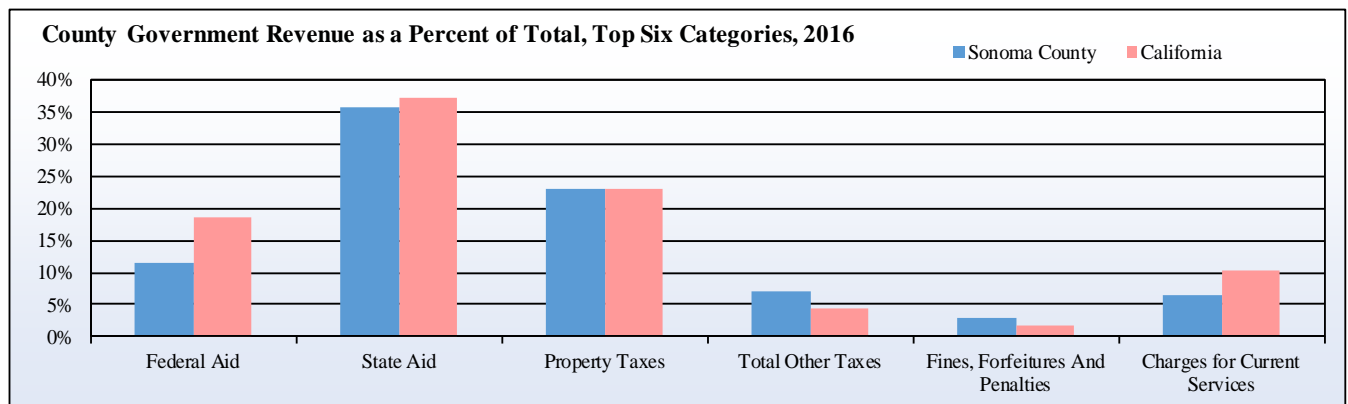
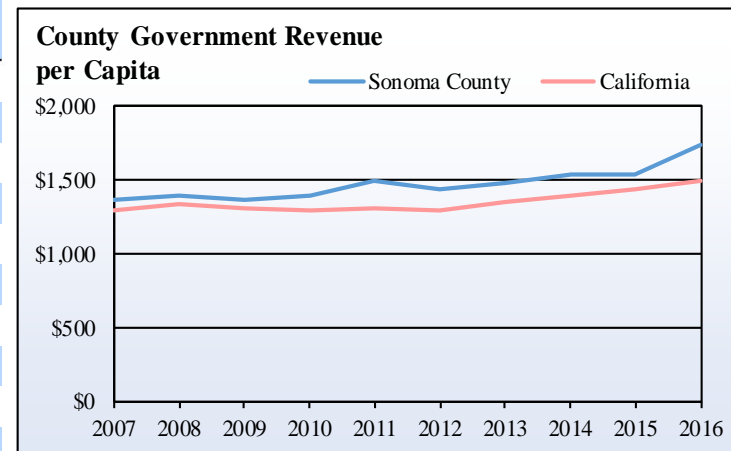
Source: California State Controller's Office, County Annual Reports



## County Government Revenue (in thousands), Fiscal Year 2016, Sonoma County

Revenue Source	Sonoma County		California
	Revenue	Percent of Total	Percent of Total
Federal Aid	\$99,890	11.4 %	18.6 %
State Aid	\$312,757	35.7 %	37.1 %
Property Taxes	\$200,661	22.9 %	23.1 %
Total Other Taxes	\$60,677	6.9 %	4.3 %
Fines, Forfeitures, and Penalties	\$24,823	2.8 %	1.6 %
Charges for Current Services	\$56,083	6.4 %	10.4 %
Other Governmental Agencies	\$73,808	8.4 %	1.3 %
Licenses, Permits, and Franchises	\$27,784	3.2 %	1.1 %
Revenue From the Use of Money & Property	\$7,447	0.8 %	1.0 %
Special Benefit Assessments	(D)	n/a	n/a
Transfers In	\$23	0.0 %	0.1 %
Total Miscellaneous Revenue	\$12,994	1.5 %	1.3 %
<b>Total</b>	<b>\$876,948</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: California State Controller's Office, County Annual Reports



# Government Expenditures

## County Government Expenditures, Sonoma County, Fiscal Year 2016

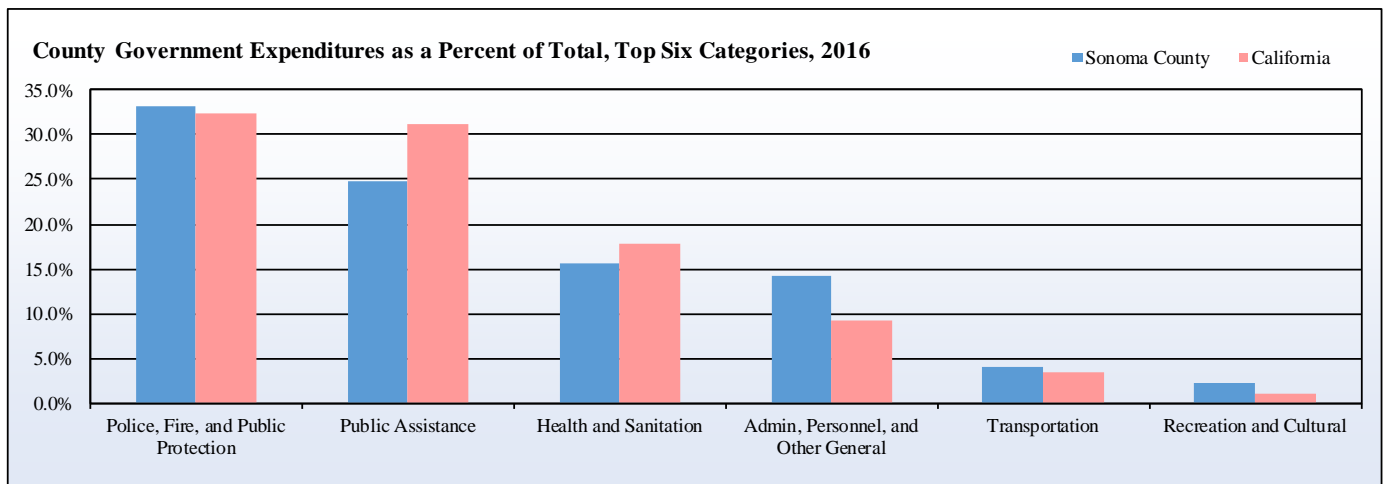
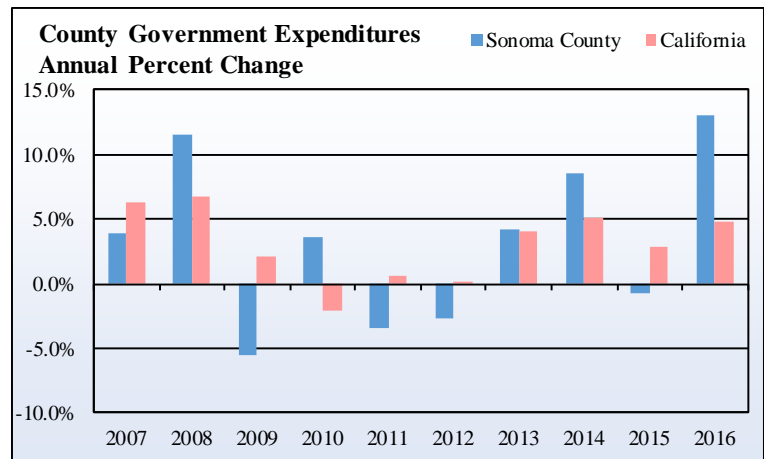
Expenditure Function	Sonoma County	Percent of Total Expenditures	California Average Percent of Total Expenditures
Police, Fire, and Public Protection	\$ 284,550,224	33.2 %	32.5 %
Public Assistance	\$ 212,333,645	24.8 %	31.1 %
Health and Sanitation	\$ 134,594,370	15.7 %	17.9 %
Admin, Personnel, and Other General	\$ 122,033,135	14.2 %	9.2 %
Debt Service	\$ 34,620,680	4.0 %	3.5 %
Transportation	\$ 19,981,879	2.3 %	1.1 %
Recreation and Cultural	\$ 46,417,791	5.4 %	2.5 %
Education and Library	\$ 1,031,508	0.1 %	0.9 %
Transfers Out	\$ 1,332,030	0.2 %	1.5 %
<b>Total of Expenditures</b>	<b>\$ 856,895,262</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: California State Controller's Office, County Annual Reports

## Sonoma County Government Expenditures, Annual Percent Change

Year	Sonoma County		California
	Total	Percent Change	Percent Change
2007	\$ 658,298,433	3.9 %	6.3 %
2008	\$ 733,997,102	11.5 %	6.8 %
2009	\$ 693,326,960	-5.5 %	2.2 %
2010	\$ 718,288,071	3.6 %	-2.0 %
2011	\$ 693,268,691	-3.5 %	0.7 %
2012	\$ 674,598,544	-2.7 %	0.0 %
2013	\$ 702,831,864	4.2 %	4.0 %
2014	\$ 762,814,009	8.5 %	5.1 %
2015	\$ 757,590,775	-0.7 %	2.9 %
2016	\$ 856,895,262	13.1 %	4.8 %

Source: California State Controller's Office, County Annual Reports







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