



SONOMA COUNTY INDICATORS REPORT

INDUSTRY REPORT

2023



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EXECUTIVE SUMMARY

September 2023

The Sonoma County Economic Development Board is pleased to present this 2023 Local Economic Indicators Report. Sources for all data are listed at the end of this report.

For additional information, questions, comments, or suggestions, please contact us at (707) 565-7170 or visit www.sonomaedb.org.

Disclaimer to the Reader: *The forthcoming details in this report reflect trends sourced from data gathered during the novel COVID-19 pandemic. Figures, such as employment rates, have been susceptible to great variability and are ever-changing.*

HIGHLIGHTS

Economy: Sonoma County's economy proves to be vibrant relative to its Bay Area and regional counterparts. Unemployment rates are one percentage point below national averages and more than two percentage points below the state average. This is in part due to over 20,000 business locations located in the county and nearly 10,000 jobs added to the region over the past year. Following the pandemic recovery efforts, tourism-related industries, including Air Transportation and Food Services, have experienced the largest growth in Sonoma County.

Workforce: Sonoma County continues to exceed the national- and state-level indicators for labor force participation rate. This is partially due to Sonoma County's workforce having a larger share of mature workers. However, younger workers are choosing to begin their careers in more affordable and family-friendly areas. As Sonoma County's median age continues to rise, demand for healthcare has spiked and healthcare occupations continue to be the fastest growing occupations in the region, followed by government and manufacturing occupations.

Housing: Housing continues to be a much discussed topic for Sonoma County. Housing market demand remains strong as median home prices continue to rise. Despite a low rating on the housing affordability index, homeowner vacancy rates were trending downward before the pandemic, to an all time low of 0.3%. Following the pandemic there has been an upward trend in vacancy rates hitting an all time high of 9.3%. Housing continues to be a contributing factor for young, working-age people leaving the area in search of more affordable housing solutions. Sonoma County needs to invest in affordable housing to attract and prevent the flight of prime working-age people and young families.

Society: The population of Sonoma County continues to get older and smaller. All the while, the median age in Sonoma County is higher than regional counterparts. The predominant racial group in Sonoma County is White (85.9%) and the Hispanic population is on the rise, an increase of 8% since 2017. The higher cost of living and high housing costs are the main contributing factors to an aging and increasingly less diverse population. Relative to the state and national averages, Sonoma County is well educated with over 70% of its 25 and older population having at least some college educational attainment.

Creative: The Creative Economy is robust and essential to Sonoma County at large. With supportive institutions, such as Creative Sonoma, who awarding almost \$320,000 in grants and contracts to 61 grantees, the Sonoma County creative economy continues to thrive. The creative economy is projected to grow by 4% in the next five years.

Tourism: Tourism is essential to Sonoma County, and, in the face of COVID-19, the county's tourism industry took a large hit. With low hotel occupancy rates and a nearly 60% decline in airport foot traffic in 2020, Sonoma County's tourism industry was able to rise above its challenges. In 2022, the airport saw the highest passenger volume ever, up by 25% from 2019.

EXECUTIVE SUMMARY

Health: Health is a demonstrated priority for Sonoma County Residents when looking at health metrics relative to state and regional averages. Uninsured residents have been on a steep decline for the past decade compared to similar regions, due in large part to the proliferation of socially-funded healthcare in the form of the Affordable Care Act (Obamacare). Sonoma County adults reported low rates of fair/poor health compared to other comparable areas.

Environment: Sonoma County remains the cleanest and best environment in the region, with second highest amount of good air quality days and decreasing greenhouse gas emissions (GHGs). The decrease in GHGs is in part due to over 99% of energy production in Sonoma County being renewable. The greatest contributor to this feat are the geothermal facilities nestled in the Mayacamas Mountains.



CITIES & TOWNS

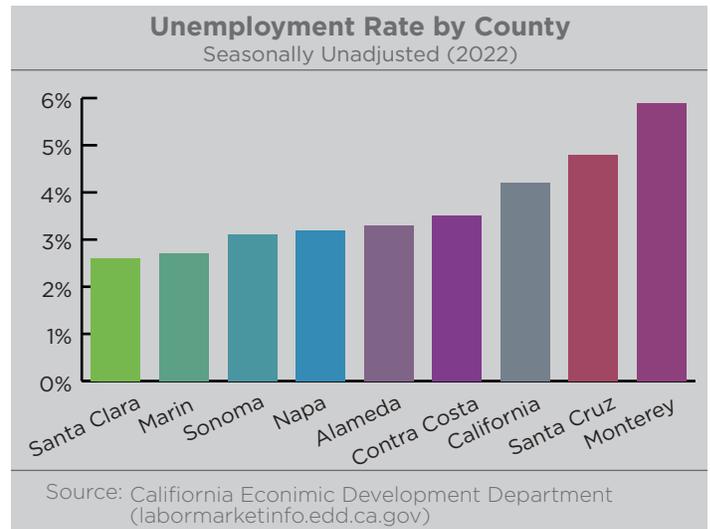
	Total Population	Number of Households	Median Household Income	Median Home Sales Price	Unemployment Rate	Labor Force Participation Rate
Cloverdale	8,881	3,330	\$90,204	\$749,244	3.4%	63.9%
Cotati	7,642	3,074	\$87,284	\$700,973	4.2%	67.6%
Healdsburg	11,266	4,455	\$113,832	\$1,651,506	4.0%	63.6%
Petaluma	59,102	22,766	\$108,614	\$1,029,812	3.7%	64.8%
Rohnert Park	45,017	17,107	\$81,073	\$700,973	3.3%	67.1%
Santa Rosa	178,465	66,973	\$87,505	\$853,621	4.7%	65.4%
Sebastopol	7,358	3,356	\$101,911	\$1,237,791	3.4%	65.4%
City of Sonoma	10,621	4,907	\$99,944	\$1,491,323	6.2%	61.2%
Windsor	25,452	8,716	\$115,310	\$921,557	3.9%	66.4%

Source: ESRI (www.bao.arcgis.com), Lightcast (www.lightcast.io), U.S Census Bureau (www.census.gov)
 Bay Area Real Estate Information Services (<https://bareis.com/my-bareis/statistics.html>)

ECONOMY

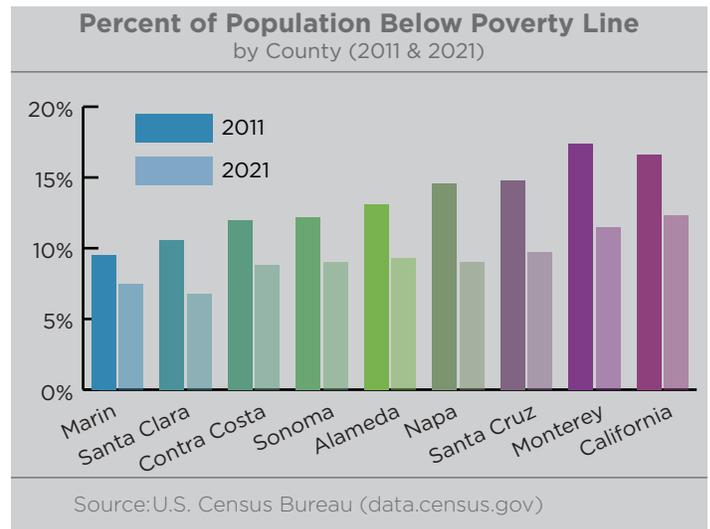
Seasonally Unadjusted Unemployment Rate

In 2022, Sonoma County’s annual unemployment rate was measured at 3.1%. Unemployment has had its challenges since the beginning of the pandemic, but the numbers are gradually improving over time. Among comparable counties, Sonoma’s unemployment rate is the median. From 2018-2022, Sonoma County’s unemployment rate has increased from 2.8% to 3.1%. California as a whole maintained a 4.2% unemployment rate from 2018-2022. Since the peak of the pandemic in 2020 at 8.0%, unemployment rates in the county has been trending downward. Our current metrics of unemployment may not capture the chronically unemployed.



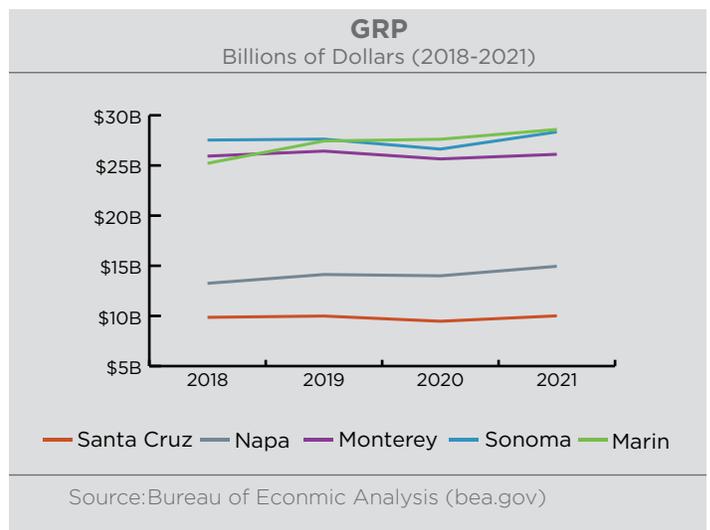
Percent of Population Below Poverty Line

Similar to the state trend, all Bay Area counties have seen a reduction in the population of people living below the poverty line. Sonoma County has seen a drop from 12.2% in 2011 to 9.0% in 2021. Due to the lingering economic impacts of COVID-19, 2021 poverty levels were higher than 2020 rates.



GRP by County

Sonoma County has been a leader in gross regional product compared to similar regions from 2018 to 2022 with a GRP of \$28.3B, trailing just behind Marin County’s GRP (\$28.6B). Marin County overtook Sonoma County’s GRP for the first time in 2019. Monterey County’s GRP was \$26.1B in 2022, ranking third overall. Santa Cruz County’s GRP was \$15.2B and Napa County’s GRP was \$11.2B in 2022.



ECONOMY

GRP by Industry

Sonoma County’s diverse manufacturing cluster continues to bring value for the region’s GRP. Manufacturing comprises 18.1% of the county’s total GRP with \$6.0B, followed by Healthcare & Social Assistance (11.6%) with \$3.8B, Government (9.9%) with \$3.3B, Retail Trade (7.8%) with \$2.6B, and Construction (7.4%) with \$2.4B.

Value of Exports

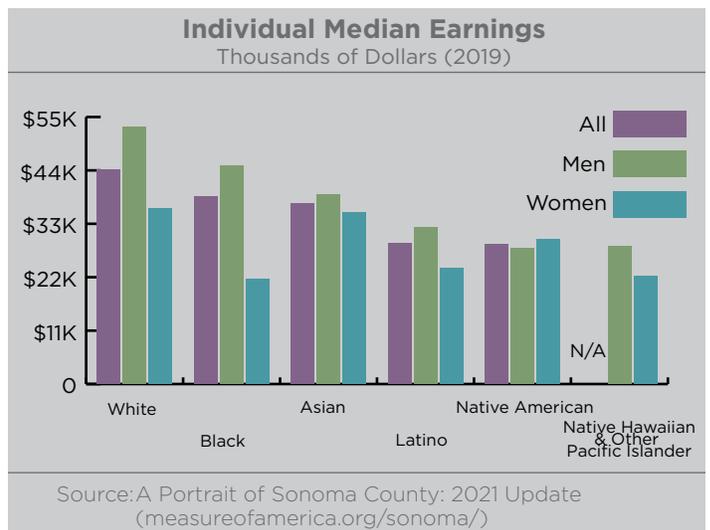
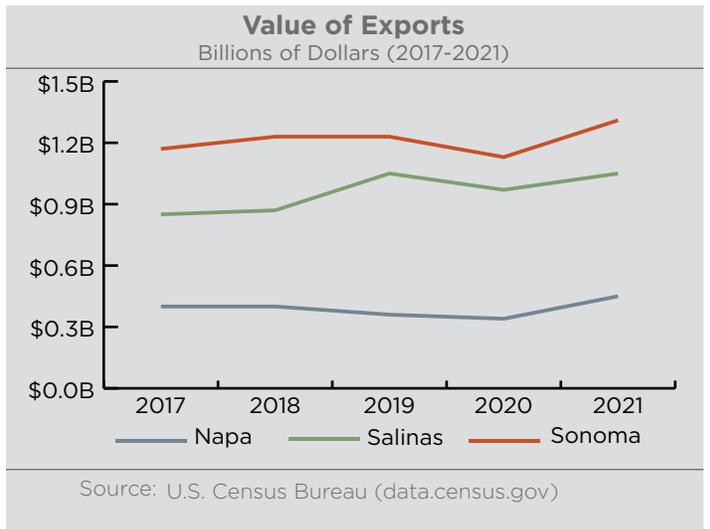
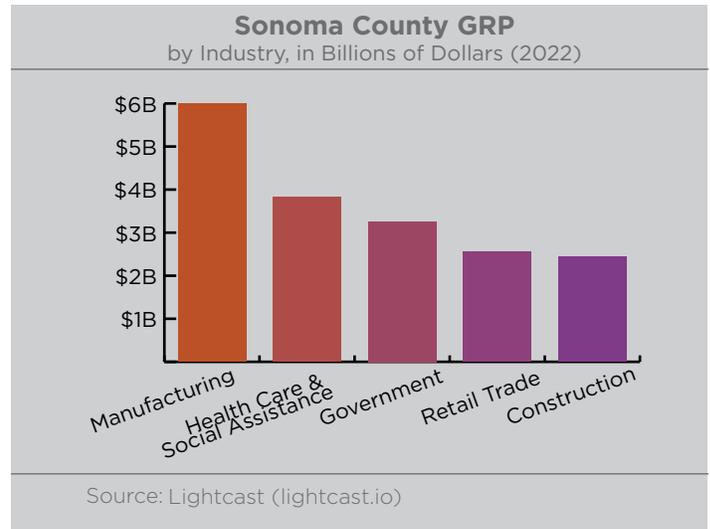
Sonoma, Napa, and Salinas metropolitan areas’ gross regional products are all due in part to their robust manufacturing industries. Sonoma relies heavily on computers and other electronic manufacturing, while Napa relies on beverage manufacturing. Salinas relies on chemical/medical manufacturing. Sonoma County has consistently ranked higher by value of exports, finishing 2021 with \$1.31B in exports. Salinas brought in \$1.1B, and Napa \$0.4B.

Note: Due to the changes in the data collection process, the value of exports no longer represents county totals, but rather Metropolitan Statistical Areas (MSA’s) defined by the Census Bureau.

Individual Median Earnings by Gender, Race, and Ethnicity

Individual median earnings in Sonoma County are highest for White males, with \$52,989, followed by Black males (\$44,958), and Asian males (\$38,927). Black women earn \$31,380 less than White males, or 40% of a White male’s earnings.

Note: Data has not been sufficiently or reliably updated since last reporting.



ECONOMY

Household Median Income by County

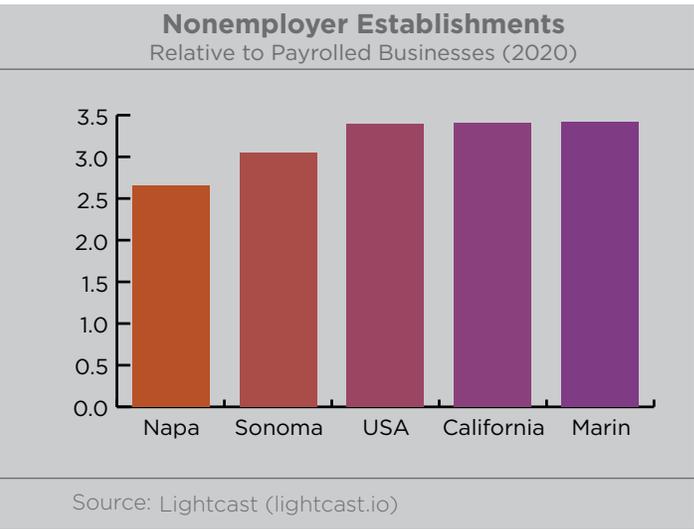
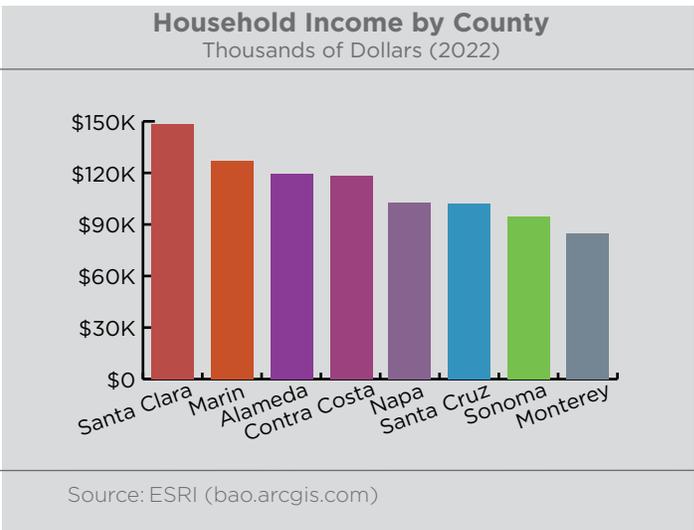
As of 2022, Sonoma County’s median household income was \$94,631. The only Bay Area county that had a lower median household income was Monterey (\$84,567). The other Bay Area counties are ranked as follows: Santa Cruz (\$101,922), Napa (\$102,885), Contra Costa (\$118,402), Marin (\$126,960), and Santa Clara (\$148,530).

Note: Due to delays in recent Census data releases, 2022 data is estimated by Esri Business Analyst Online.

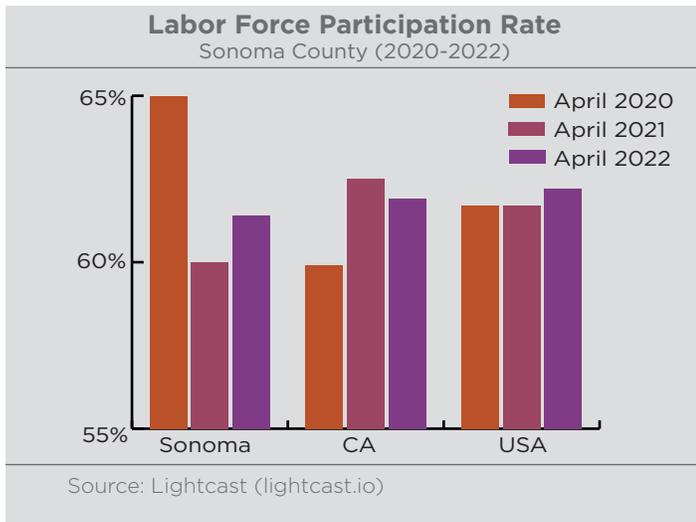
Non-Employer Establishments

A non-employer establishment (NES) is defined by the US Census Bureau as an establishment that has no paid employees and is subject to federal income tax. NES data allow us to have a better understanding of the role entrepreneurship has in Sonoma County. The figure to the left shows how many non-employer establishments there are to every one pay-rolled business location. Sonoma County (3.05:1) ranks lower than the state (3.41:1) and the nation (3.39:1) for non-employer establishments to pay-rolled business locations. Napa ranks the lowest out of the counties (2.65:1). Marin (3.42:1), ranking higher than all of the listed geographies, has a fewer number of non-employer establishments than Sonoma county, 34,281 and 43,462 respectively. However, because Marin County has a lower amount of pay-rolled business locations (10,025), they rank higher in this particular ratio.

Note: Due to the delays in recent Census data releases, 2020 data is the most recent data available.

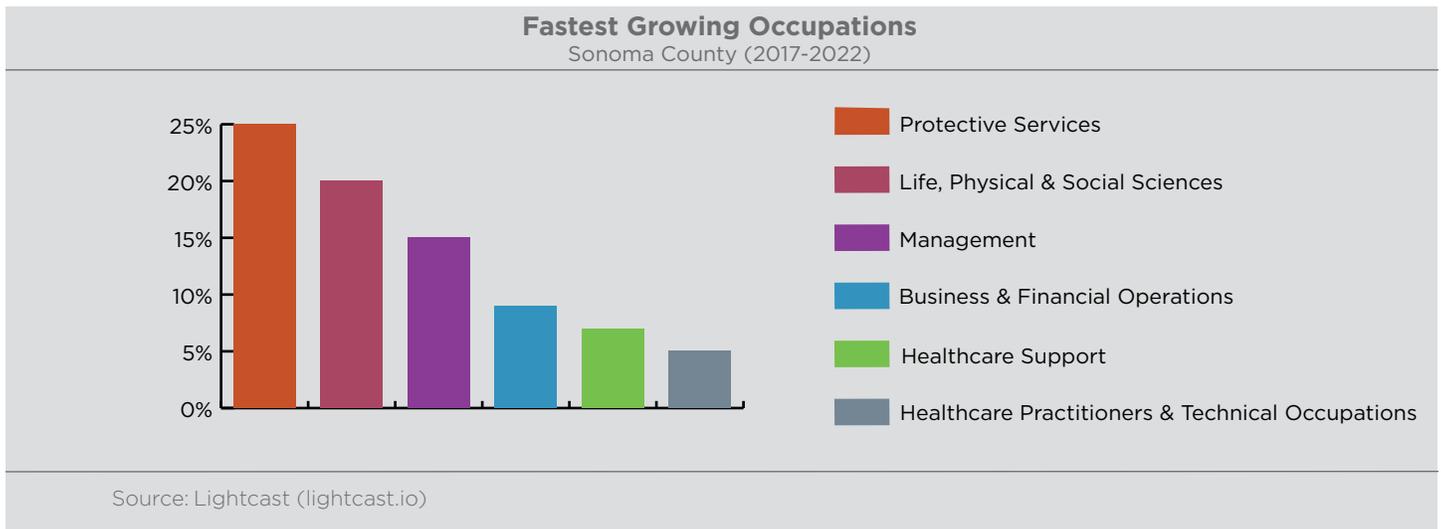


WORKFORCE



Labor Force Participation Rate

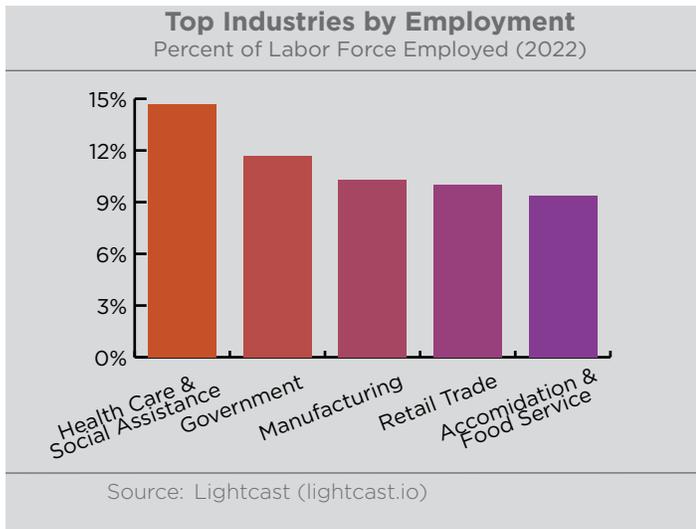
The labor force participation (LFP) rate has seen a limited steady decline over the last decade. During this corresponding time, Sonoma County has stayed consistently higher than the state and country rate by an average of 1.6%. Due to the economic shutdown as a result of Covid-19, 2021 saw a significant downturn in the LFP across the board, but 2022 saw a steady increase as lockdowns lifted and the economy reopened. Partially due to an older than average workforce, Sonoma County boasts a higher LFP rate than both the United States and California with the 2023 Sonoma County LFP rate at 62.5%, while the US had a rate of 62.6% followed by the state which had a rate of 62.1%.



Fastest Growing Occupations

The largest percent change in jobs from 2017 to 2022, according to 2-digit Standard Occupational Classification (SOC) codes, comes from Public Safety (21%), followed by Life, Physical, & Social Sciences Occupations (20%), Management (15%), Military-Only (11%), Business & Financial Operations (9%), and Healthcare Support (6%). In the next five years, Healthcare, Protective Services, and Food Preparation Occupations are predicted to experience the highest amount of growth.

WORKFORCE

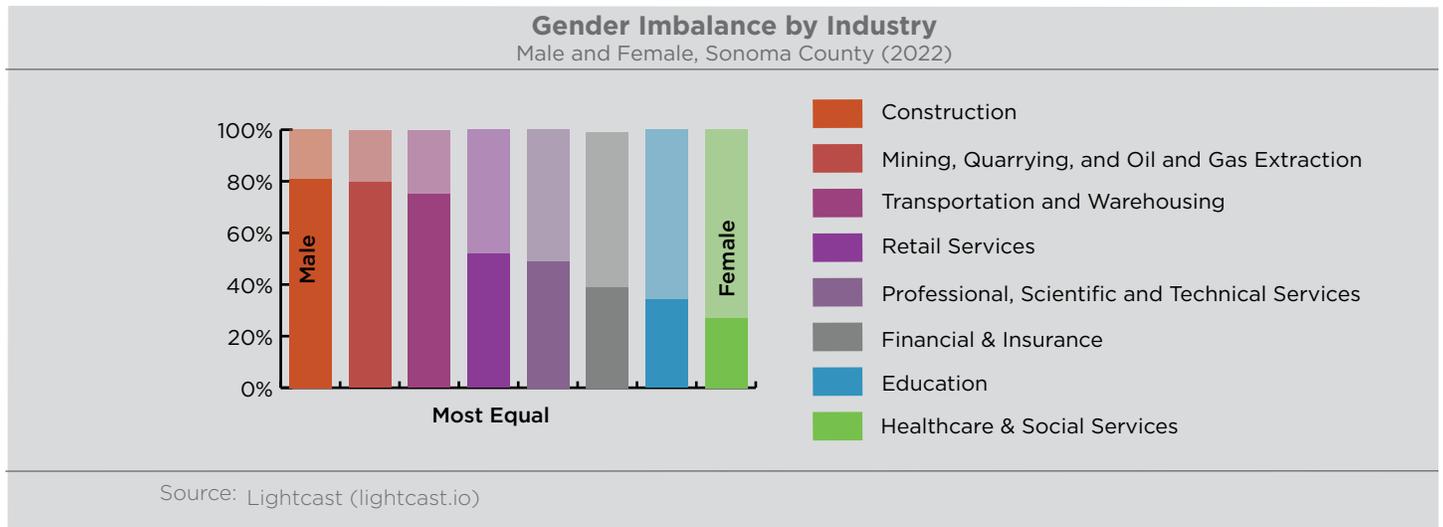


Top Industries by Employment

The Health Care & Social Assistance industry employs 14.7% of the Sonoma County labor force with 35,378 jobs in 2022. Government jobs represent 11.7% of the labor force with 28,275 jobs, followed by Manufacturing (10.3%) with 24,941 jobs, Retail (10%) with 23,081 jobs, and Accommodation and Food Services (9.4%) with 22,668 jobs.

Gender Imbalance by Industry

In Sonoma County, the most male-dominated industry is the Construction industry, with 81% of the workforce identifying as male. The most female dominated industry is Healthcare & Social Assistance, with 73% of the industry population identifying as female. Nationally, the Construction industry in the US is 85% male and the Healthcare & Social Assistance industry is 77% female. The most balanced industries in Sonoma County are Professional, Scientific, & Technical Services as well as the Arts, Entertainment, & Recreation industries; those industries have a workforce that is composed of 49%, 52%, and 53% male and 51%, 48%, and 47% female, respectively. Nationally, the most gender balanced industry is the retail trade which is split evenly at 50%.



HOUSING

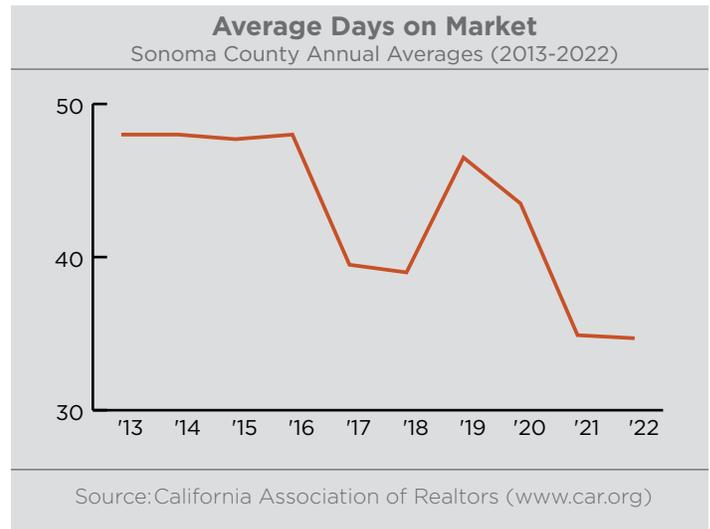
Housing Affordability Index

The Housing Affordability Index (HAI) measures the percentage of households that can afford to purchase the median priced home in a region. Up until Q3 2020, Sonoma County consistently fell below the California HAI, indicating that Sonoma County’s median home price was more expensive than the state median. Since 2013, California and Sonoma County’s HAI’s have fallen drastically, with Sonoma County recording an HAI of 18% and California 20% in 2022. Compared to other neighboring counties, Sonoma County has recently become less affordable: Alameda (18%), Marin (20%), Napa (20%) Contra Costa (28%), San Francisco (21%), and Solano (28%).



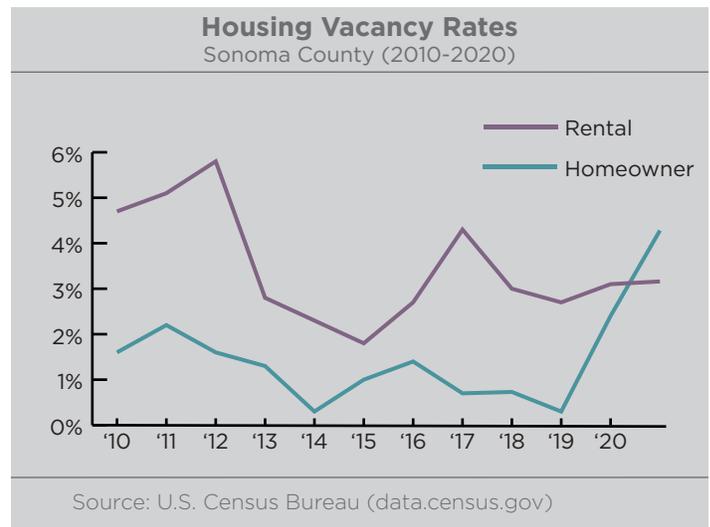
Days on Market

Over the past decade, the average number of days a house remains on the market has bounced up and down from a high of 48 (2013) to a low of 34.7 (2022), about a range of 28%. 2022 has an average days on the market of 34.7. This erratic pattern of days on market, as seen in the chart to the right, could be due in part to Sonoma County’s proximity to the greater Bay Area. Sonoma County has a relatively higher HAI compared to other Bay Area counties, while the other Bay Area counties have a higher median household income. The quick selling inventory could be the result of a trade off that commuters are making, sacrificing a longer commute to work for more affordable housing.



Housing Vacancy Rates

Average vacancy rates have been on the decline in Sonoma County’s housing market. This could be in part due to Sonoma County being an attractive tourist destination. According to the US Census Bureau, vacation homes made up almost 4.5% of all housing units in 2019, which is significantly higher than the California (2.57%) and national (3.86%) averages. Even with the decreasing vacancy rate, housing stock grew by 3,046 dwellings, approximately 1.5% between 2018 and 2019, according to the US Census Bureau.



Note: Data has not been sufficiently or reliably updated since last reporting.



HOUSING

Median Rent

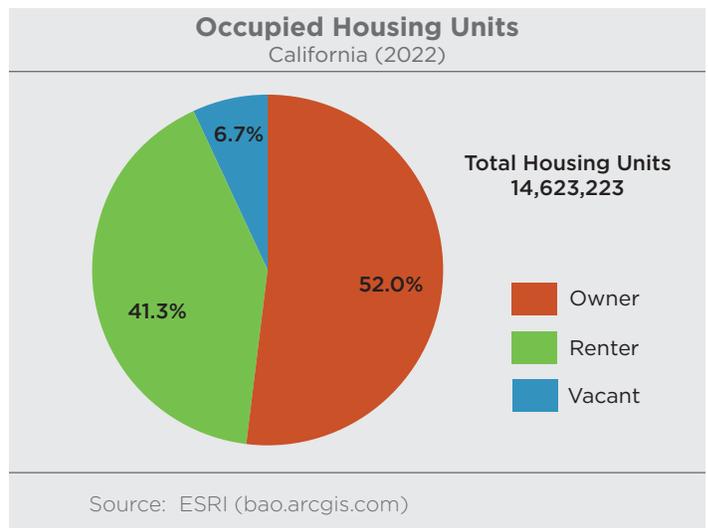
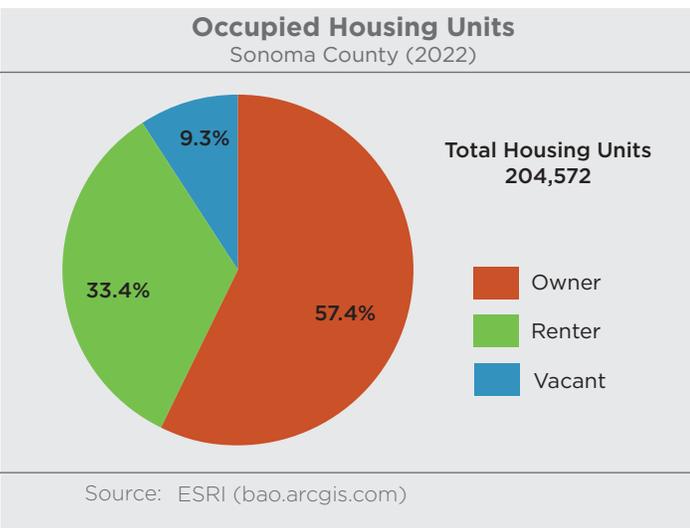
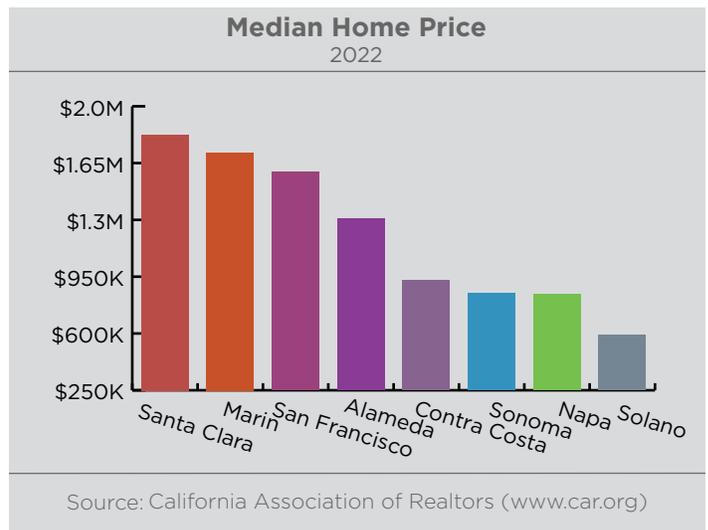
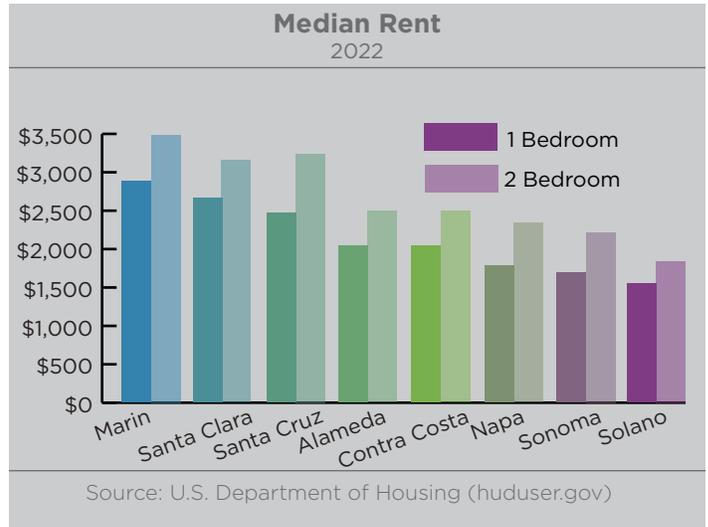
As median rent continues to rise, Sonoma County fares well relative to its Bay Area neighbors. With the exception of Solano County, Sonoma County has the lowest median rent in the Bay Area with a 2-bedroom going for \$2,215 in 2022. Considering its proximity to the Bay Area, it is likely that rent will continue to increase in Sonoma County in the years to come.

Median House Price

The median sale price of existing single-family homes recorded in 2022 across Bay Area counties shows Sonoma County to have a relatively low median sale price of \$850,000. This is exceptionally low compared to Santa Clara County with a median home price of \$1.83 million and Marin County with a median home sale price of \$1.72 million. Napa (\$843,750) and Solano (\$590,000) counties were the only two with lower median home prices.

Occupied Housing Units

The majority of housing units in Sonoma County are occupied by homeowners. In 2022, it is estimated that 118,342 housing units were occupied by homeowners (57.4%), 69,273 (6.7%) housing units were occupied by renters (33.6%), and 18,555 housing units were vacant. California, on the other hand, had 52.0% of housing units occupied by homeowners, 41.3% occupied by renters, and 6.7% were vacant.



HOUSING

Renters Facing a Housing Burden

There appears to be a racial and ethnic disparity when it comes to the high rental burden faced by renters in Sonoma County. A high rental burden means they spend more than 30% of their incomes on rent. 68% of Black renters face a high rental burden, followed by Hispanic renters (59%), White renters (53%), and Asian renters (52%).

Note: Data has not been sufficiently or reliably updated since last reporting.

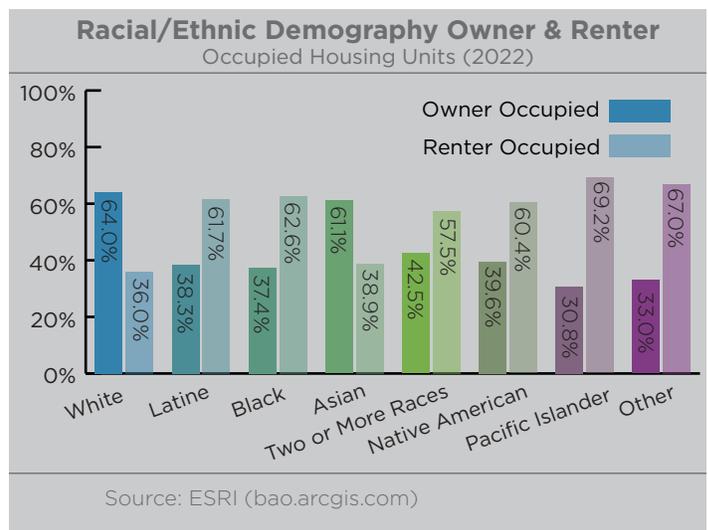
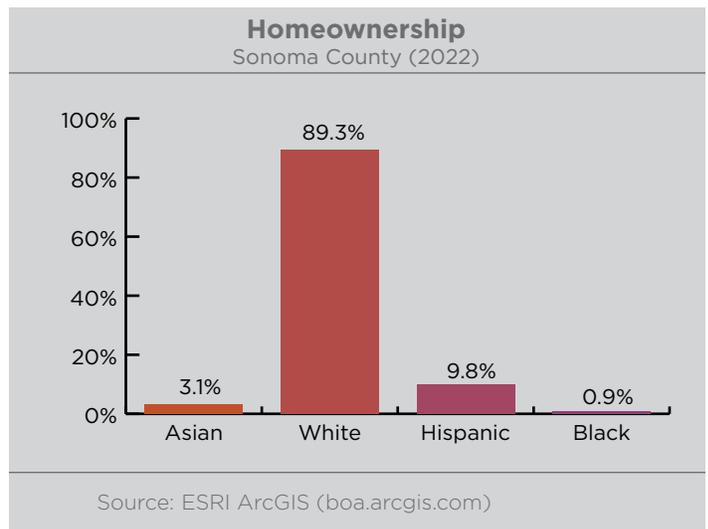
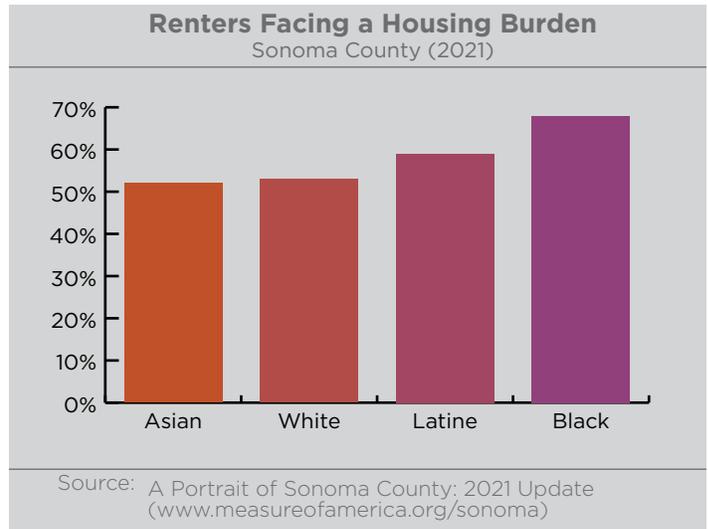
Disparities in Homeownership

There are also racial and ethnic discrepancies in home ownership in Sonoma County. 89.3% of the White population (non-Hispanic) are homeowners while making up 60.18% of the total population. 9.8% of Hispanics are homeowners despite making up 29.33% of the population, and only 0.9% of the Black population are homeowners while making up 1.71% of the population. Furthermore, White homeowners own homes with the greatest median home value (\$600K), followed by Asian homeowners (\$550K), Black homeowners (\$500K), and Hispanic homeowners (\$450K).

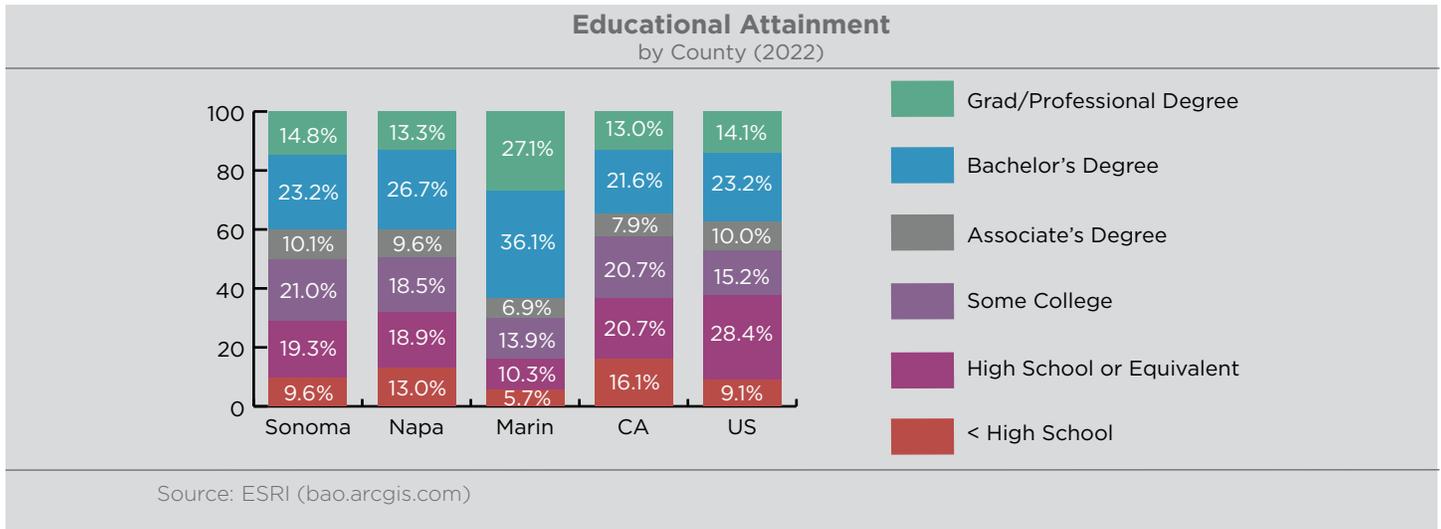
Racial Ethnic Demography Renter & Owner Occupied Housing Units

There are disparities in homeownership along racial and ethnic lines in Sonoma County. White and Asian populations tend to own their homes vs rent at a ratio of 2:1 (64% and 61.1% owning their homes respectively) while the rest of the racial/ethnic make up of the population tend to own as opposed to rent at a ratio of around 1:2, owning their homes between 30.8%-42.5% within their specific demographics.

This information tells us that there may be systemic and historic barriers to homeownership affecting specific demographics of Sonoma County that don't negatively impact the White and Asian communities.



SOCIETY



Educational Attainment by County

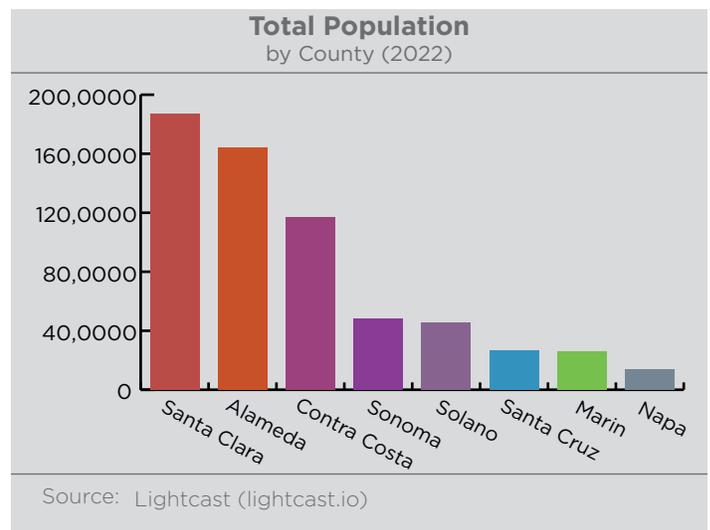
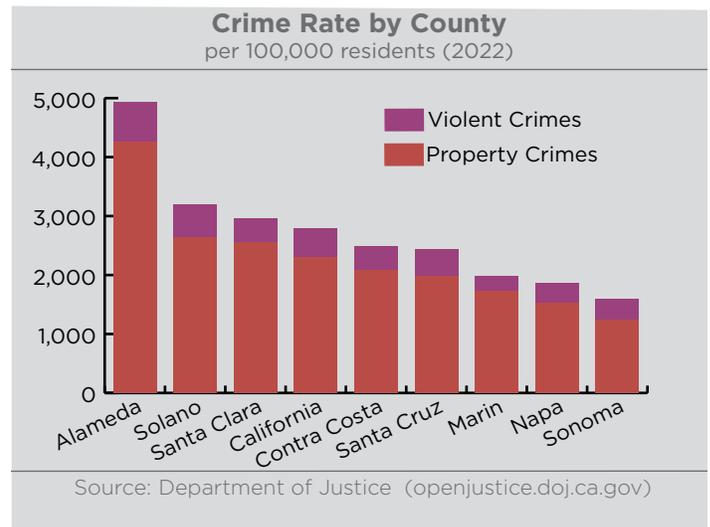
Sonoma County outperforms the California average in rates of attending Some College, attaining a Bachelor's Degree, and attaining a Graduate/Professional degree. It still trails Marin County in Bachelor's and Grad/Professional Degree attainment. In terms of attaining at least a high school diploma, Sonoma County (90.4%) performs slightly better than the U.S. average (89.5%).

Crime Rate by County

The 2022 crime rate data reveals Sonoma County has among the lowest crime rates in the Bay Area. This is particularly true regarding property crime rates, where Sonoma County has the lowest rate (1,590.8 per 100,000 residents). When factoring in both property and violent crimes, Sonoma County ranks lowest among other Bay Area counties. Crime rates are related to public safety, an important indicator for societal health.

Total Population by County

Sonoma County's population continues to shrink. In 2022, Sonoma County was estimated to have 483,585 residents. This is 18,618 (3.7%) less residents than in 2017. Sonoma County sustained continuous population growth until 2016 when the trend began to shift toward negative population growth. However, devastating wildfires and rising housing costs have likely been responsible for the recent population decline.



SOCIETY

Racial Distribution

The 2023 population of Sonoma County is predominantly White (85.92%). Other racial groups represent a smaller portion of the population: Asian (4.85%), Two or more races (4.34%), American Indian or Alaska Native (2.29%), Black (2.18%), and Native Hawaiian or Pacific islander (0.42%).

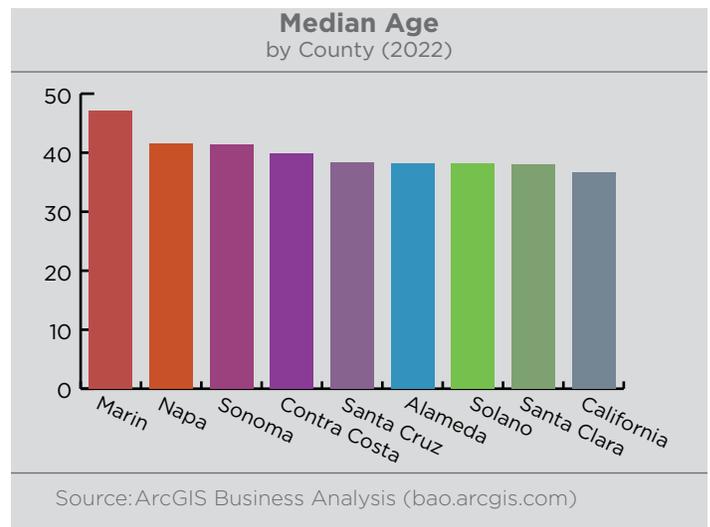
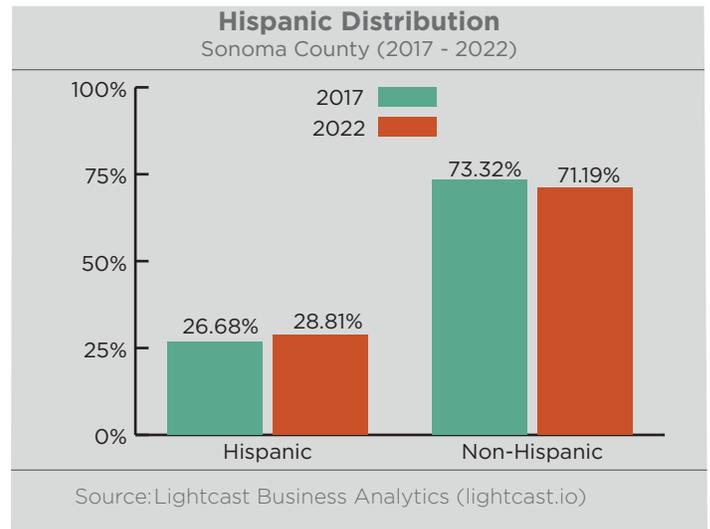
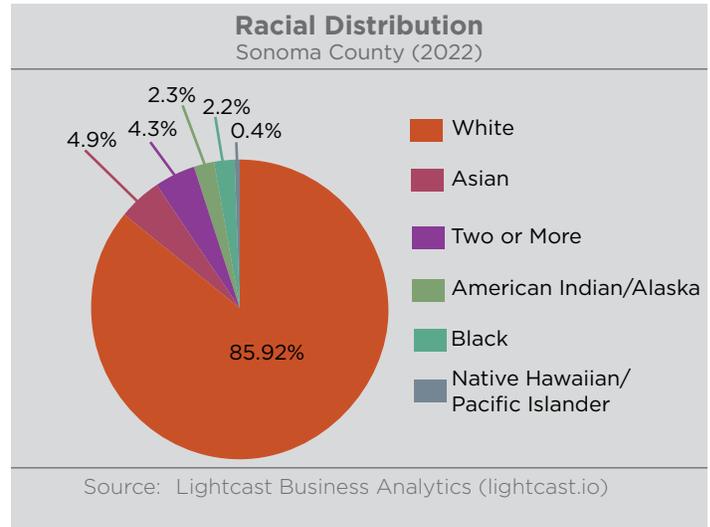
Hispanic Distribution

Individuals of Hispanic origin represent the fastest growing minority group, accounting for over a quarter of the population (28.81%), an increase of nearly 8% from 2017. It is worth noting that people who identify as part of a specific racial demographic from the pie chart above can also identify as either Hispanic or Non-Hispanic.

Median Age

Sonoma County has the third highest median age compared to neighboring counties at 41.4 years. It falls behind only Marin County (47.1 years) and is just under Napa's median age (41.6). This aging population in the county could be partially responsible for the robust growth that the healthcare industry has experienced in Sonoma County. The largest age cohorts in the county are persons 40-59 years old (25.52%) and persons 60-79 years old (24.25%), meaning about half of the population is between 40-79 years old.

While the 55+ population cohort grew by 1.79%, the 25-54 cohort shrank by 3.72% in 2022.



CREATIVE

Creative Economy Percent of Total Employment

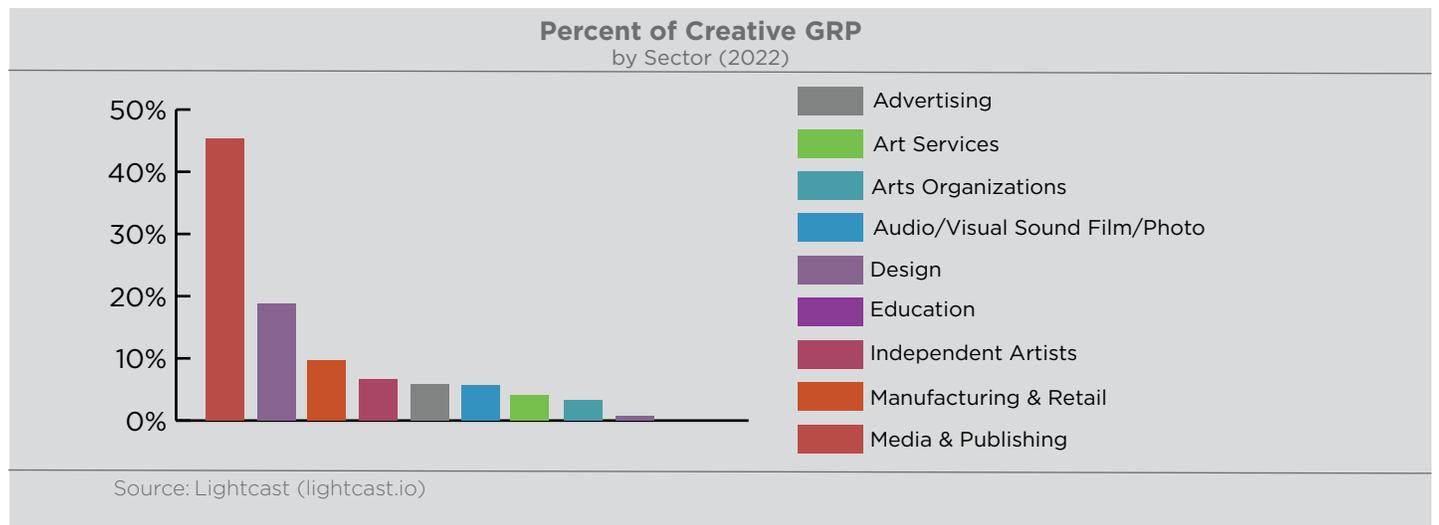
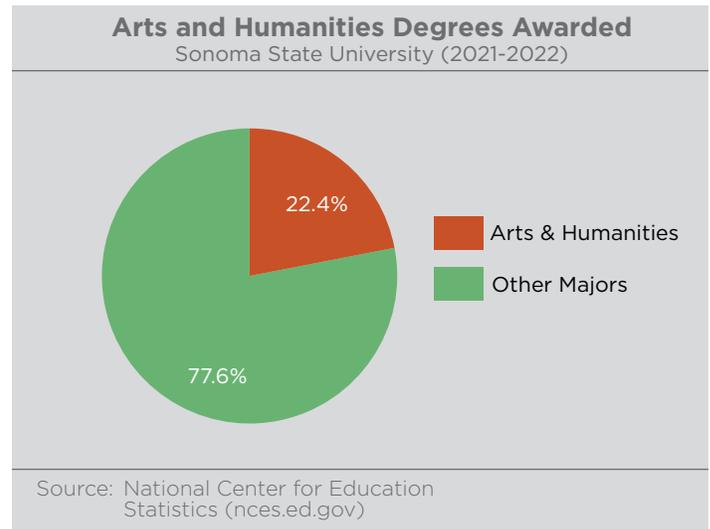
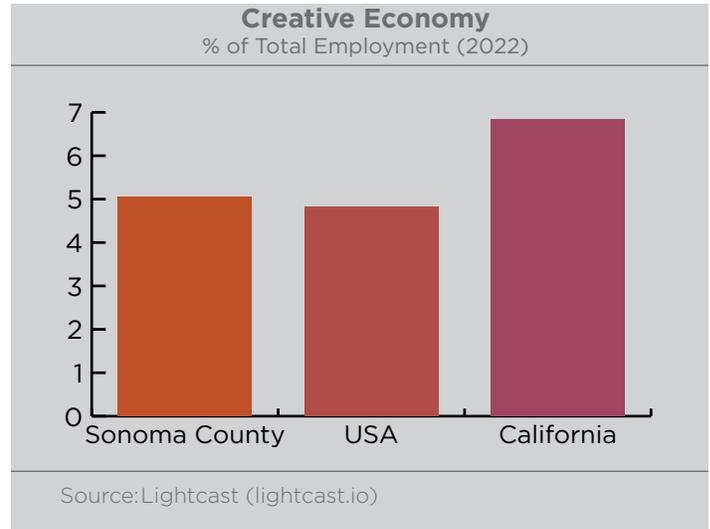
Sonoma County's creative economy accounts for 5.1% of total employment. This is just above the United States average of 4.8%, though the California average is higher at 6.8% and concentrated in Southern California. Top creative industries by number of jobs in Sonoma County include Independent Artists, Writers, Performers; Wired Telecommunications Carriers; Custom Computer Programming Services; Architectural Services; and Graphic Design Services.

Arts & Humanities Degrees Awarded

Sonoma State University awarded 2,374 degrees during the 2021-22 school year. The programs within the university that awarded the most degrees include Business, Management, Marketing & Related Support Services (419), Social Sciences (304), Psychology (201), Liberal Arts & Sciences, General Studies & Humanities (136), and Education (127).

Creative Sector GRP

Using the Bureau of Labor Statistics' Arts and Cultural Production Satellite Account definition of the creative economy, the largest producing sector in Sonoma County was the Media & Publishing Industry, which accounted for 45.3% of the creative economy's GRP. This sector includes industries such as Wired Telecommunication Carriers, Book Publishers, and Radio Broadcasting Stations.



CREATIVE

Creative Economy by Age

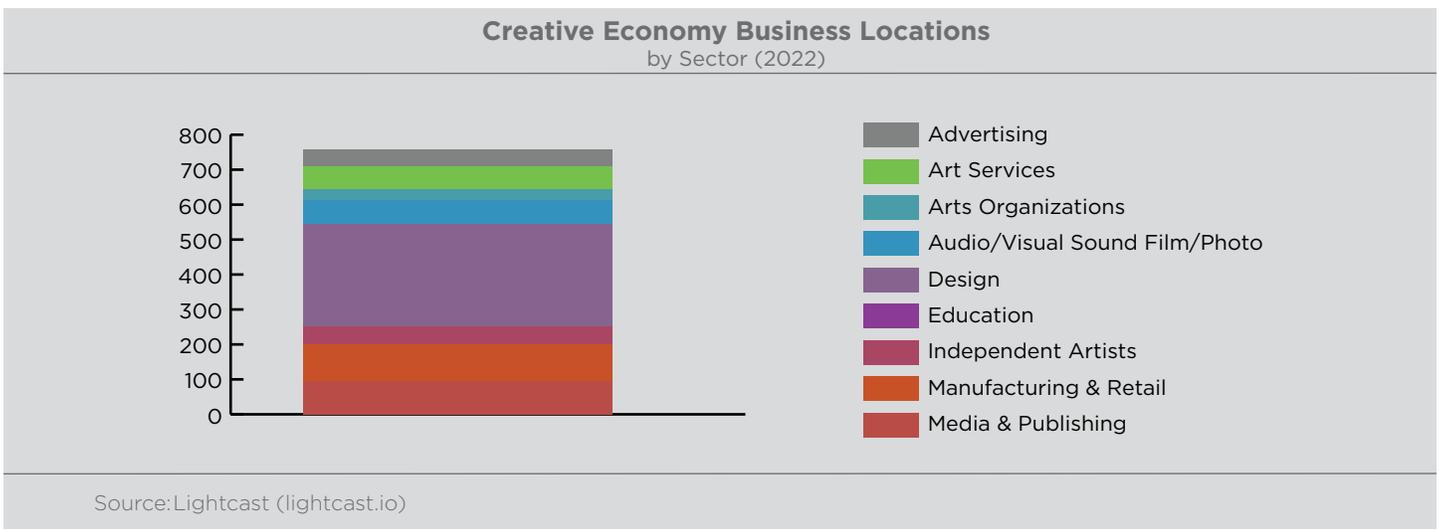
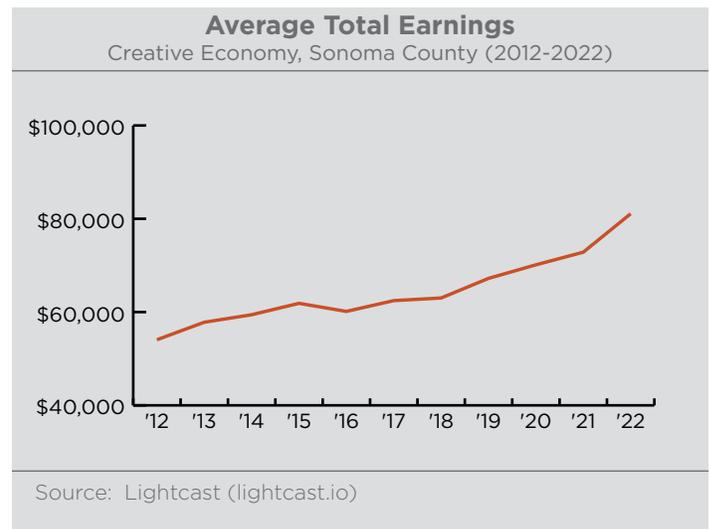
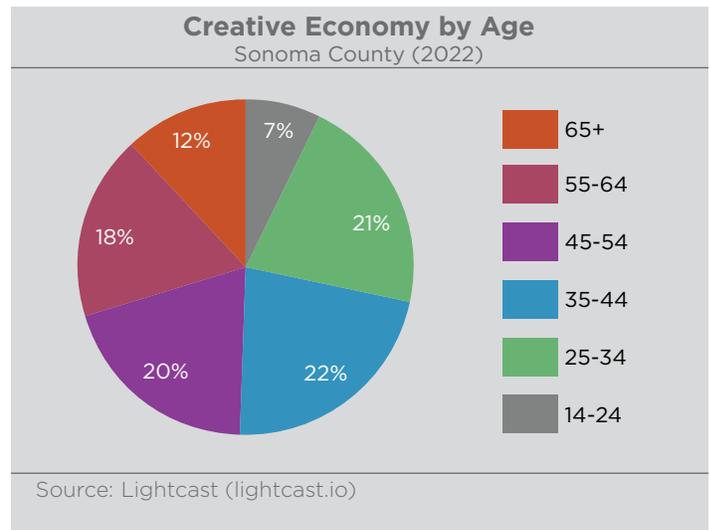
Sonoma County’s creative economy skews younger than the county’s overall demography. The largest age cohort comprising creative economy are those between the ages of 35 and 44, accounting for 22.0% of the creative economy. The second and third largest age cohort are people between the ages of 25 and 34, accounting for 21.2% and the ages of 45-54 accounting for 19.9% of the creative economy.

Average Total Earnings

Average annual earnings have increased in the creative economy over the past decade. Since 2012, earnings have risen 50% from \$54,064 in 2012 to \$81,075 in 2021. The top earning industries include Custom Computer Programming Services (\$116K), Media Representation (\$110K) Newspaper Publishers (\$108K), Architectural Services (\$103K), Book Publishers (\$104K), and Book Publishers (\$104K). Lowest earning industries include Florists (\$21K), Book Stores (\$22K), and Dance Companies (\$26K).

Creative Economy Business Locations

Design (267), Manufacturing & Retail (105), and Media & Publishing (96) represent the bulk of business locations for creative economy sectors in Sonoma County.



TOURISM

Destination Spending

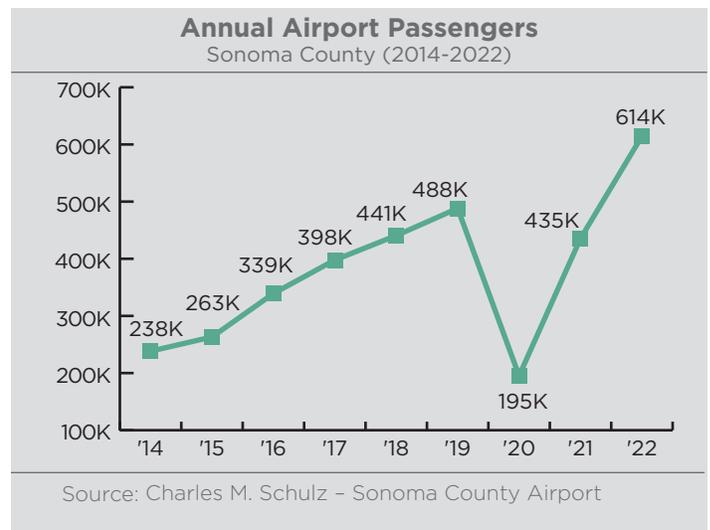
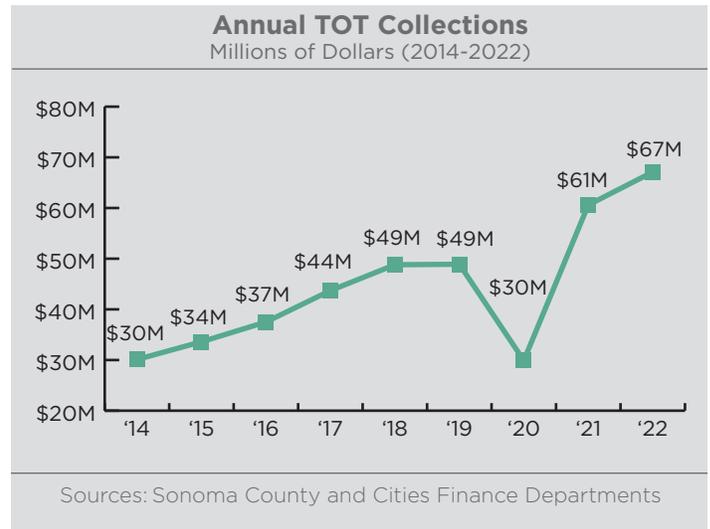
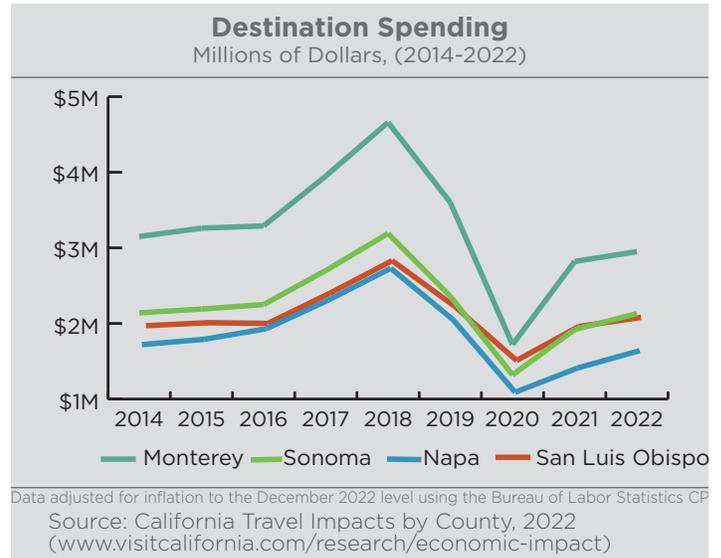
Destination spending is the total amount spent by visitors in Sonoma County. This indicator includes all spending on accommodations, wine activities, retail, and other tourism-related purchases. The most recent figures show that Sonoma County’s destination spending increased by 84% from the height of the pandemic, from \$1.25 billion in 2020 to \$2.3 billion in 2021.

Annual TOT Collections

TOT revenues in Sonoma County increased 9.8% from \$61 million in 2021 to \$67 million in 2022 -- the highest ever collected.

Airport Passengers

Arrivals at Charles M. Schulz-Sonoma County Airport exceeded pre-pandemic levels in 2022 with 614,481 passengers. Since 2012, passenger traffic at the Airport has increased each year, with the exception in 2020 due to COVID-19. During this slower period, Charles M. Schulz-Sonoma County Airport initiated construction of its Terminal Improvement and Modernization Project, which was completed this summer and included 4 new terminals to allow for increased arrival capacity.



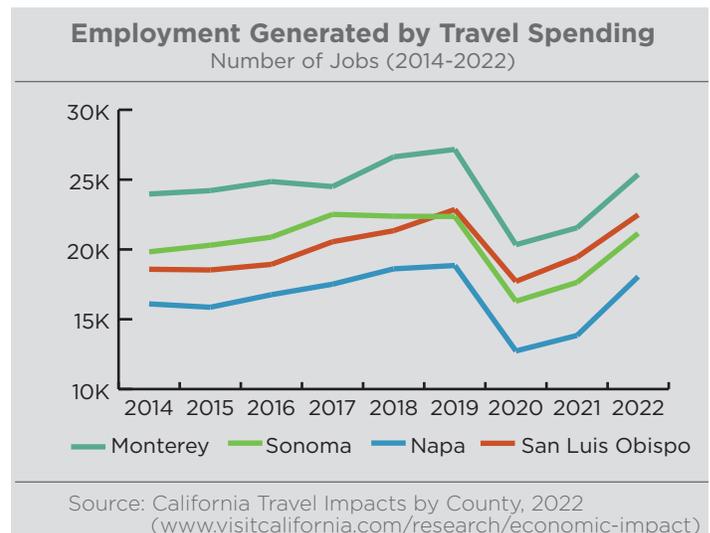
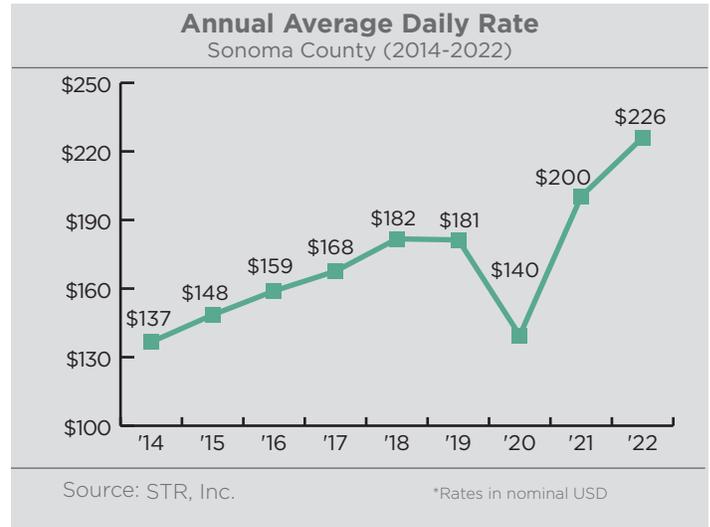
TOURISM

Annual Average Daily Rate

Average daily rate (ADR) represents the average amount spent on accommodations by a visitor per room night in Sonoma County. 2020 was the first year that this number has decreased since 2010. For 2020, the average daily rate fell by 22.7% over the previous year to \$140. The ADR for Sonoma County in 2022 saw a slight increase and the highest number in the last decade, sitting at an average of \$226 a night, and a 13.0% increase from the previous year.

Employment Generated by Travel Spending

With 21,150 jobs generated by tourist destination spending, Sonoma County ranks third against comparable counties - Monterey generated 25,370 tourism jobs, San Luis Obispo generated 22,480 tourism jobs, and Napa generated 18,050 tourism jobs in 2022.



HEALTH

Adult Obesity

In 2022, 27% of Sonoma County residents had a body mass index of 30 or higher, classifying them as obese. Since 2013, adult obesity in Sonoma County and across the state has generally fluctuated between 20% and 27%. Comparatively California had an obesity rate of 26% in 2022.

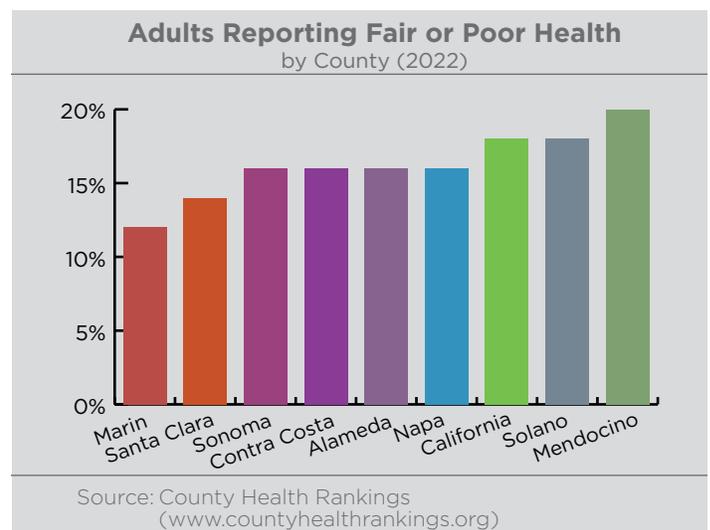
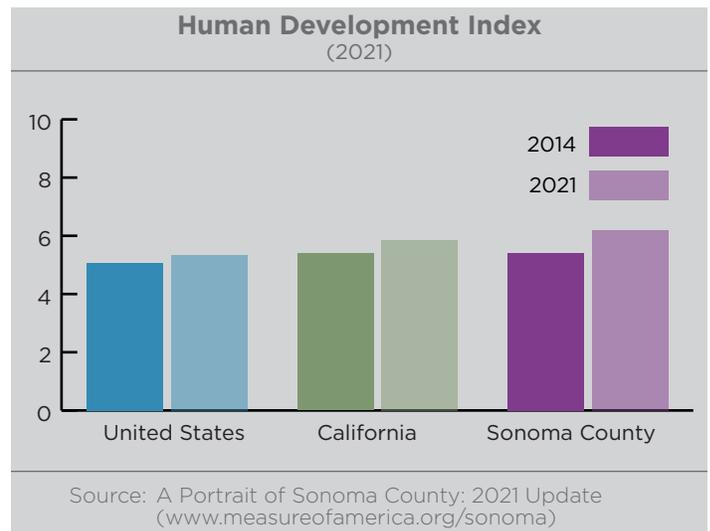
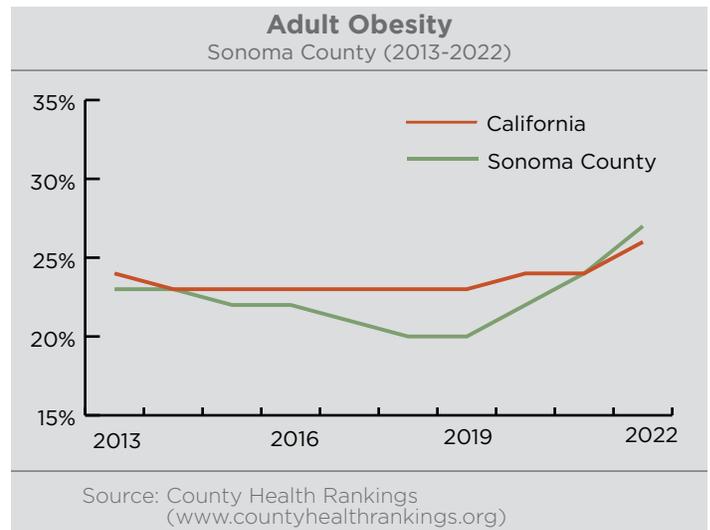
Human Development Index

The American Human Development Index (HDI) is a composite measure of well-being and access to opportunity made up of health, education, and earnings indicators. The index is expressed on a scale of 0 to 10. A Portrait of Sonoma County recently reported Sonoma County to have an HDI of 6.19, up from 5.42 in 2014. These scores are favorable to the United States and California averages of 5.33 and 5.85, respectively, in 2021.

Note: Data has not been sufficiently or reliably updated since last reporting.

Adults Reporting Fair or Poor Health

In 2022, 12% of the population of Sonoma County reported their health status as fair or poor. That number is favorable to the state average of 14%, and similar to other Bay Area counties' averages. Marin and Santa Clara counties had the lowest rate of adults reporting fair or poor health, with 10% and 11%, respectively.



HEALTH

Births to Teen Mothers

Since 2018, Sonoma County’s number of births to teen mothers has declined by 50%. Similarly, California’s number of births to teen mothers decreased almost 47%. In 2022, there were 10 births to teen mothers, per 1000 mothers, in the county. There were 16 births to teen mothers per 1000 mothers in California, 60% higher than Sonoma County.

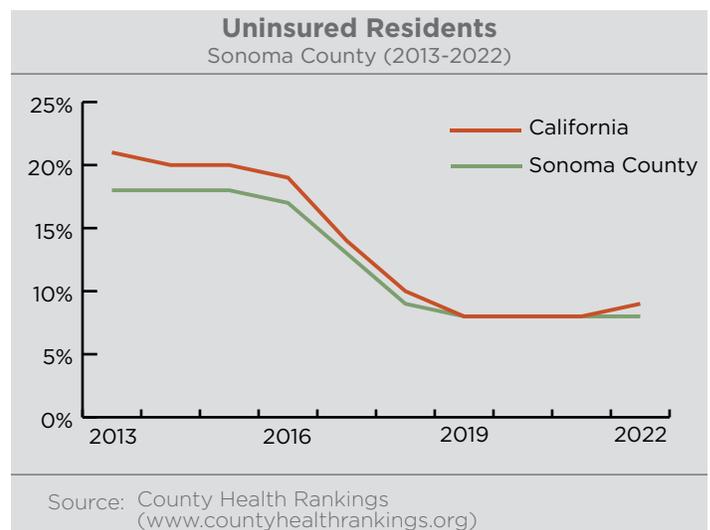
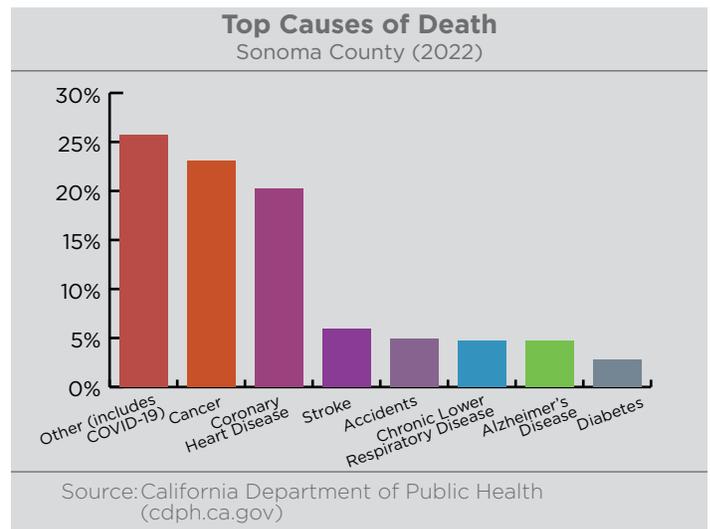
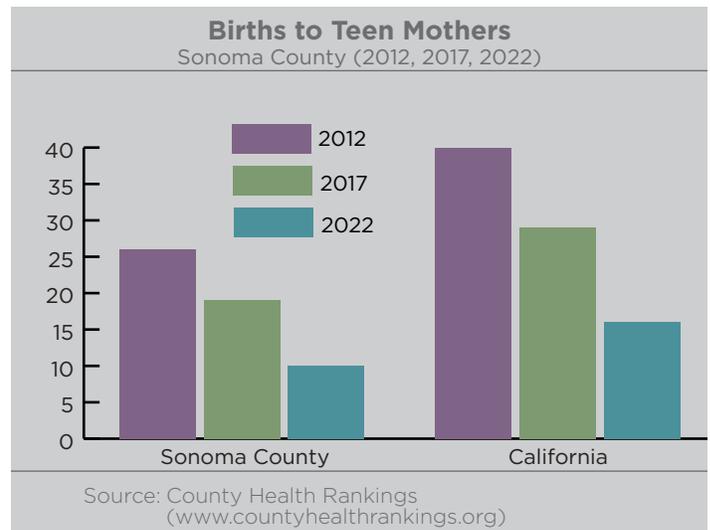
Top Causes of Death

The leading cause of death was in the “Other” category (25.7%), which included deaths caused by COVID-19. In 2022, Sonoma County recorded 113 deaths caused by COVID-19. Cancer was the second highest cause of death (23.0%), followed by Coronary Heart Disease (20.3%). Apart from COVID-19, California also records Cancer and Coronary Heart Disease as its top two leading causes of death.

Note: Change in source. Previous years have drawn on data provided by the US Census Bureau.

Uninsured Residents

Sonoma County’s adult population has become increasingly more insured since 2013. With better access to insurance, the healthcare and support industry has benefitted from more local demand. This decrease in percent of residents who are uninsured in Sonoma County is likely due to the wider access to health care offered by the Affordable Care Act (ACA, aka “Obamacare”).



ENVIRONMENT

Air Quality Index

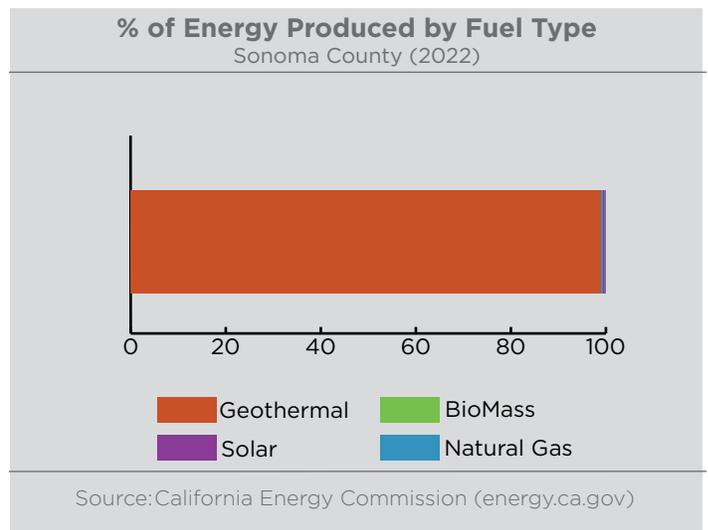
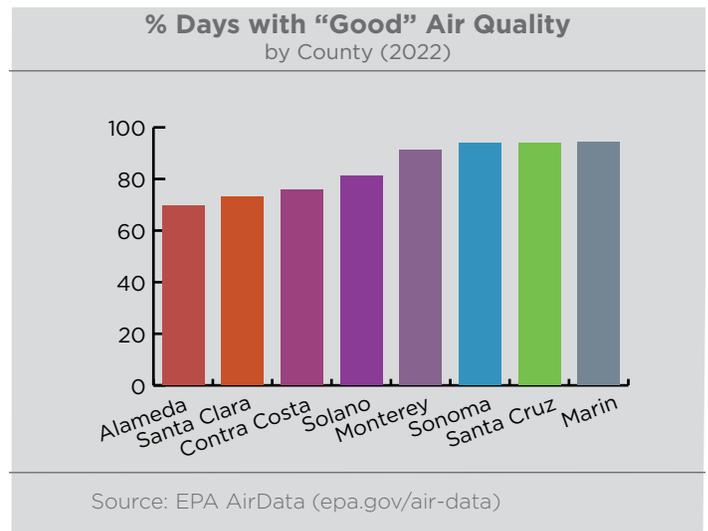
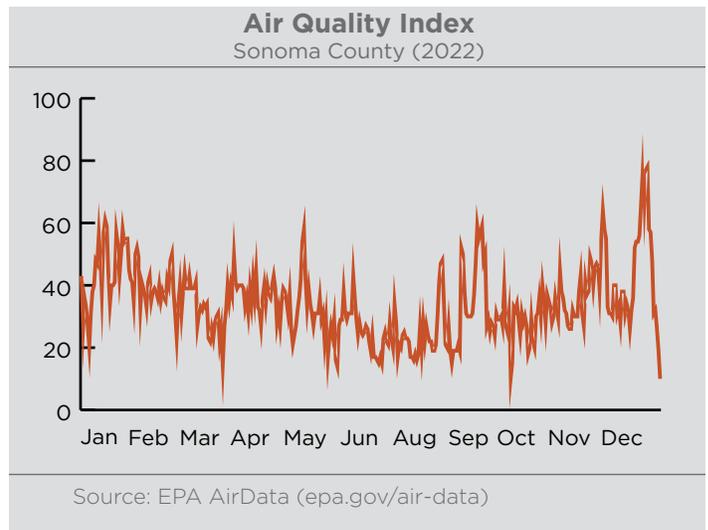
Sonoma County experienced excellent air quality in 2022. The AQI never went above 100, meaning the air quality was in the Good to Moderate range and never reached Unhealthy for Sensitive Groups. The highest AQI of the year was 79 and came on December 20th. The lowest AQI of 10 was recorded on both September 28th and December 31st.

Air Quality

A healthy AQI is essential for high quality of life and preventing risk to human health brought on by pollution. Sonoma County tied for the second highest for air quality in 2022 among comparable Bay Area counties. Marin County had 344 days of good air quality (AQI <=50), while Santa Cruz County and Sonoma County had 343 days of good air quality.

% Energy Produced by Fuel Type

The main source for energy production in Sonoma County is geothermal energy. In 2022, Sonoma County produced 5,032,375 MWh of energy. On the other hand, Sonoma County only consumed 6%, or 306,803 MWh, of the energy it produced. This surplus of energy is used to supply neighboring regions with energy to support businesses and households across the North Bay.



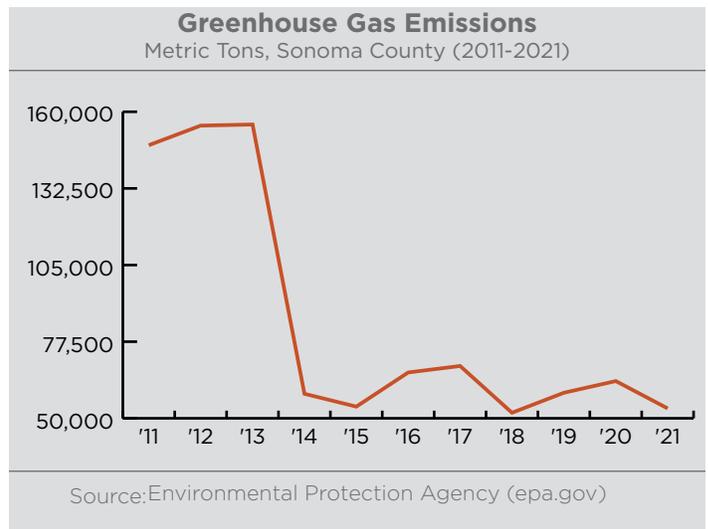
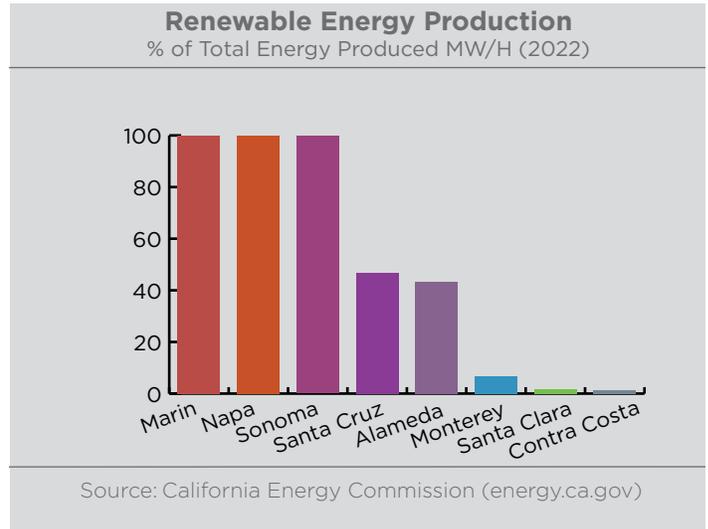
ENVIRONMENT

Renewable Energy Production

Sonoma County’s energy production is 99.7% renewable. The majority of the energy produced in Sonoma County comes from geysers in the Mayacama Mountains, which is the largest geothermal development in the world. Sonoma County’s percent of renewable energy produced compared to nonrenewable energy only falls behind Napa and Marin counties. It is important to note that Sonoma County produces over 5 million MWh of electricity per year, whereas Napa and Marin counties produce just over 25,000 MWh combined. Napa and Marin counties consume more energy than they produce.

Greenhouse Gas Emissions

2021 greenhouse gas emissions at the Sonoma County Central Disposal Site totaled 53,546 metric tons of carbon dioxide. From 2011 to 2021, the county’s disposal site has reduced its emissions by 63%. Between 2013 and 2014, Sonoma County’s Central Disposal Site reported greenhouse gas emissions plummeted.



SOURCES

NOTE

The 2023 *Sonoma County Indicators* provide a comparative study on various economic, demographic, environmental, and social aspects of Sonoma County. Sonoma County Economic Development Board (EDB) research originates from information available from outside resources and previously published material. The 2023 *Sonoma County Indicators* offer partial or composite representations of raw data and cite respective source data sets. For more information, please see the listed sources.

The Indicators do not provide complete in-depth analyses of all facets of Sonoma County. The EDB believes all data contained within this report to be accurate and the most current available, but does not guarantee its accuracy or completeness. Use of data from an outside source does not represent an endorsement of any product or service by the EDB, its members or affiliates.

Interested readers are encouraged to contact data source agencies or organizations for further research, or visit our website www.sonomaedb.org. Readers are also invited to suggest indicators for future reports by calling (707) 565-7170 or emailing edb@sonoma-county.org.

The [Economic Development Board](#) offers business tools that include assistance in talent attraction, navigating the permit process; market research tools to identify growth potential; site selection assistance to help locate a site to meet business needs; customized demographic and psychographic information to help identify customers; and connections to additional resources to help local businesses grow and expand. [Sonoma County Job Link](#), the one-stop career center administered by the WIB, offers job counseling, training, financial assistance for employers, scholarships, hiring events and job fairs, and business referral services. Employers and job seekers are encouraged to take advantage of these resources.

DATA SOURCES

Environmental Systems Research Institute (ESRI)
 Bureau of Labor Statistics
 California Employment Development Department
 US Census Bureau
 Bureau of Economic Analysis
 Lightcast
 International Trade Administration
 American Community Survey
 US Census Bureau
 California Association of Realtors
 Bay Area Real Estate Information Services
 National Association of Realtors
 California Department of Justice
 Sonoma State University
 Visit California
 Charles M. Schulz- Sonoma County Airport STR, INC.
 Countyhealthrankings.org
 California Department of Education
 California Department of Public Health
 Environmental Protection Agency
 California Energy Commission
 North Bay Business Journal
 Dean Runyan & Associates
 US Department of Housing and Urban Development (HUD)

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