JOBS**eQ**

Economic Overview

Santa Rosa city, CA

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Demographic Profile

The population in the Santa Rosa city, CA was 178,391 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 96,116 with a participation rate of 66.5%. Of individuals 25 to 64 in the Santa Rosa city, CA, 31.7% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Santa Rosa city, CA is $80,472 and the median house value is $571,600.

Summary[1]

	Percent			Value		
	Santa Rosa city, CA	Sonoma County, California	California	Santa Rosa city, CA	Sonoma County, California	California
Demographics						
Population (ACS)	—	—	—	178,391	496,801	39,346,023
Male	48.0%	48.8%	49.7%	85,637	242,657	19,562,882
Female	52.0%	51.2%	50.3%	92,754	254,144	19,783,141
Median Age[2]	—	—	—	39.6	42.4	36.7
Under 18 Years	21.4%	19.6%	22.8%	38,234	97,601	8,956,641
18 to 24 Years	8.2%	8.1%	9.5%	14,582	40,081	3,724,239
25 to 34 Years	14.0%	12.9%	15.3%	25,051	64,016	6,007,913
35 to 44 Years	13.5%	12.6%	13.3%	24,155	62,401	5,233,903
45 to 54 Years	12.5%	12.7%	12.8%	22,354	63,292	5,039,155
55 to 64 Years	12.6%	14.5%	12.0%	22,535	71,949	4,739,675
65 to 74 Years	10.2%	12.0%	8.3%	18,147	59,609	3,270,380
75 Years and Over	7.5%	7.6%	6.0%	13,333	37,852	2,374,117
Race: White	64.0%	72.5%	56.1%	114,154	360,200	22,053,721
Race: Black or African American	2.5%	1.7%	5.7%	4,511	8,266	2,250,962
Race: American Indian and Alaska Native	1.1%	0.9%	0.8%	1,902	4,441	311,629
Race: Asian	6.0%	4.3%	14.8%	10,764	21,239	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.5%	0.3%	0.4%	972	1,614	149,636
Race: Some Other Race	18.9%	13.3%	14.3%	33,690	66,089	5,623,747
Race: Two or More Races	6.9%	7.0%	7.9%	12,398	34,952	3,122,016
Hispanic or Latino (of any race)	32.7%	27.0%	39.1%	58,298	134,024	15,380,929
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	66.5%	64.9%	63.6%	96,116	266,216	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.6%	84.6%	81.5%	60,329	159,854	13,211,621
Armed Forces Labor Force	0.2%	0.2%	0.4%	273	1,010	140,982
Veterans, Age 18-64	3.0%	3.2%	3.0%	3,230	9,667	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	77.1%	79.2%	76.1%	2,491	7,653	565,185
Median Household Income[2]	—	—	—	$80,472	$86,173	$78,672
Per Capita Income	—	—	—	$38,773	$44,071	$38,576
Mean Commute Time (minutes)	—	—	—	23.3	25.6	29.8
Commute via Public Transportation	1.8%	1.6%	4.6%	1,559	3,926	843,498
Educational Attainment, Age 25-64						
No High School Diploma	14.7%	11.8%	15.2%	13,802	30,862	3,199,850
High School Graduate	19.1%	18.9%	20.4%	18,014	49,401	4,282,776
Some College, No Degree	24.9%	25.5%	21.0%	23,401	66,828	4,412,172
Associate's Degree	9.6%	9.4%	8.0%	9,080	24,476	1,678,082
Bachelor's Degree	20.7%	22.8%	22.6%	19,432	59,624	4,741,354
Postgraduate Degree	11.0%	11.6%	12.9%	10,366	30,467	2,706,412
Housing						

Summary[1]

	Percent			Value		
	Santa Rosa city, CA	Sonoma County, California	California	Santa Rosa city, CA	Sonoma County, California	California
Total Housing Units	—	—	—	69,515	206,498	14,210,945
Median House Value (of owner-occupied units)[2]	—	—	—	$571,600	$640,000	$538,500
Homeowner Vacancy	0.4%	0.7%	1.1%	133	803	77,702
Rental Vacancy	2.4%	3.0%	3.7%	753	2,269	227,993
Renter-Occupied Housing Units (% of Occupied Units)	44.8%	38.7%	44.7%	29,829	73,113	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.9%	4.8%	7.0%	3,937	9,120	920,362
Social						
Poverty Level (of all people)	10.0%	8.8%	12.6%	17,577	43,086	4,853,434
Households Receiving Food Stamps/SNAP	7.2%	5.9%	9.0%	4,824	11,060	1,183,873
Enrolled in Grade 12 (% of total population)	1.2%	1.4%	1.5%	2,088	6,745	576,714
Disconnected Youth[3]	2.9%	1.9%	1.9%	253	450	38,451
Children in Single Parent Families (% of all children)	33.4%	31.3%	32.8%	12,000	28,882	2,796,858
Uninsured	7.5%	6.0%	7.2%	13,239	29,765	2,806,173
With a Disability, Age 18-64	9.8%	9.0%	8.0%	10,501	26,778	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	51.7%	50.7%	43.0%	5,427	13,571	837,117
Foreign Born	20.9%	16.6%	26.6%	37,301	82,422	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	14.6%	10.9%	17.4%	24,559	51,560	6,432,102

Source: JobsEQ®

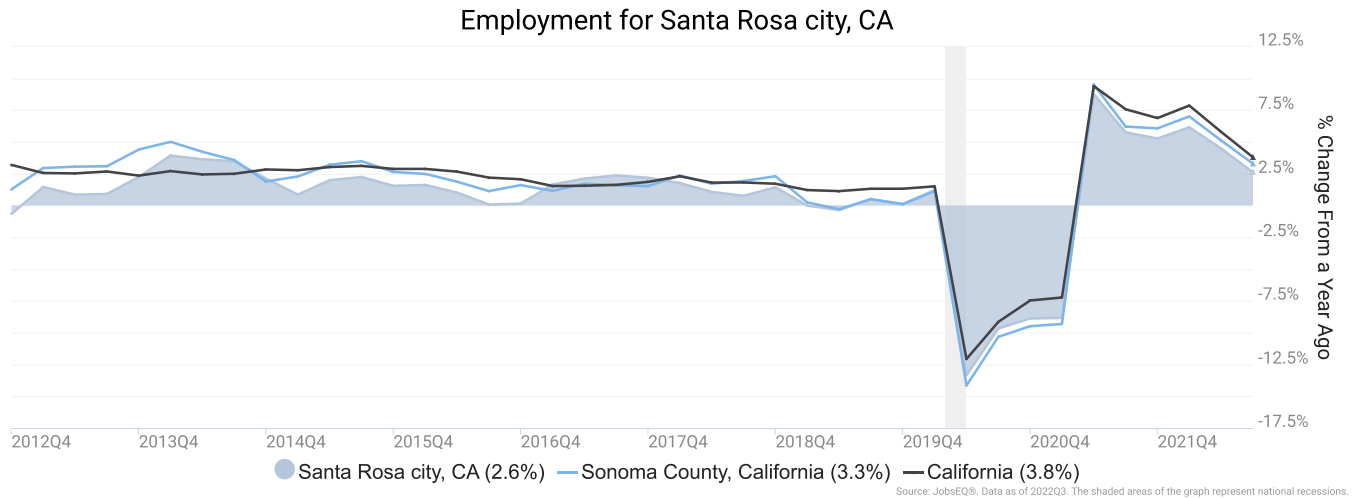1. American Community Survey 2016-2020, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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

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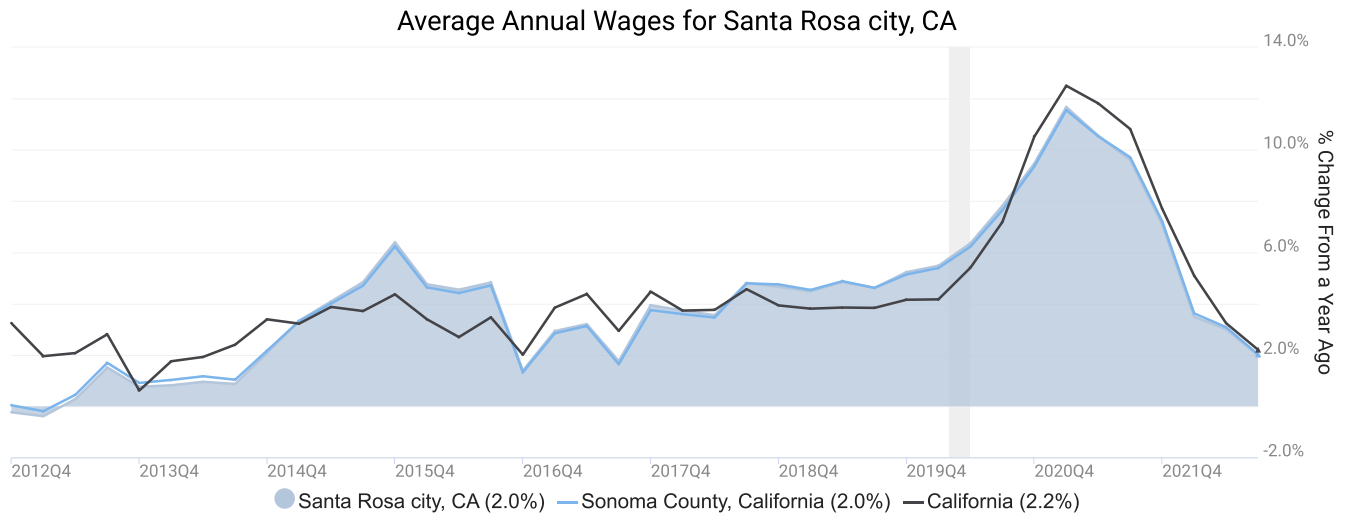
Employment Trends

As of 2022Q3, total employment for the Santa Rosa city, CA was 81,985 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 2.6% in the region.

Employment for Santa Rosa city, CA

Santa Rosa city, CA (2.6%) — Sonoma County, California (3.3%) — California (3.8%)

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

Wage Trends

The average worker in the Santa Rosa city, CA earned annual wages of $67,570 as of 2022Q3. Average annual wages per worker increased 2.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were $68,132 in the nation as of 2022Q3.

Average Annual Wages for Santa Rosa city, CA

Santa Rosa city, CA (2.0%) — Sonoma County, California (2.0%) — California (2.2%)

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

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 62.8% higher in Santa Rosa city, CA than the U.S. average.

Cost of Living Information

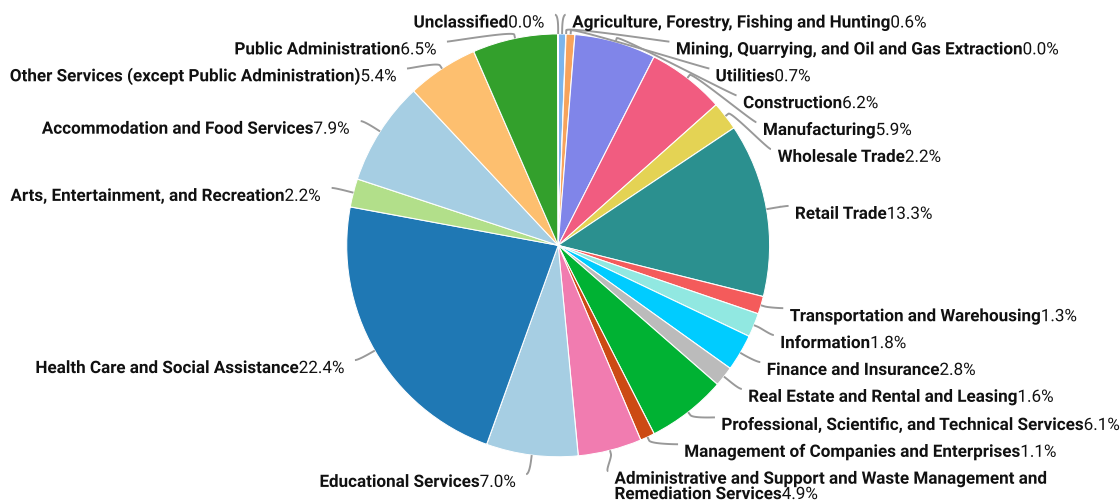|	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Santa Rosa city, CA	$67,570	162.8	$41,499
Sonoma County, California	$67,366	162.8	$41,374
California	$83,734	141.5	$59,178
USA	$68,132	100.0	$68,132

Source: JobsEQ®
Data as of 2022Q3
Cost of Living per COLI, data as of 2022Q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Santa Rosa city, CA is Health Care and Social Assistance, employing 18,390 workers. The next-largest sectors in the region are Retail Trade (10,890 workers) and Accommodation and Food Services (6,509). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Health Care and Social Assistance (LQ = 1.56), Public Administration (1.41), and Retail Trade (1.31).

Total Workers for Santa Rosa city, CA by Industry

Industry	%
Unclassified	0.0%
Agriculture, Forestry, Fishing and Hunting	0.6%
Mining, Quarrying, and Oil and Gas Extraction	0.0%
Utilities	0.7%
Construction	6.2%
Manufacturing	5.9%
Wholesale Trade	2.2%
Retail Trade	13.3%
Transportation and Warehousing	1.3%
Information	1.8%
Finance and Insurance	2.8%
Real Estate and Rental and Leasing	1.6%
Professional, Scientific, and Technical Services	6.1%
Management of Companies and Enterprises	1.1%
Administrative and Support and Waste Management and Remediation Services	4.9%
Educational Services	7.0%
Health Care and Social Assistance	22.4%
Arts, Entertainment, and Recreation	2.2%
Accommodation and Food Services	7.9%
Other Services (except Public Administration)	5.4%
Public Administration	6.5%

Source: JobsEQ®,Data as of 2022Q3

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

Sectors in the Santa Rosa city, CA with the highest average wages per worker are Utilities ($125,226), Management of Companies and Enterprises ($123,055), and Finance and Insurance ($115,520). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Construction (+1,099 jobs), Professional, Scientific, and Technical Services (+631), and Health Care and Social Assistance (+525).

Over the next 5 years, employment in the Santa Rosa city, CA is projected to expand by 835 jobs. The fastest growing sector in the region is expected to be Mining, Quarrying, and Oil and Gas Extraction with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,066 jobs), Accommodation and Food Services (+354), and Other Services (except Public Administration) (+104).

Santa Rosa city, CA, 2022Q3[1]

NAICS	Industry	Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
		Current			**5-Year History**		**5-Year Forecast**				
62	Health Care and Social Assistance	18,390	$71,645	1.56	525	0.6%	10,768	4,467	5,235	1,066	1.1%
44	Retail Trade	10,890	$45,754	1.31	-1,052	-1.8%	7,182	3,258	4,308	-384	-0.7%
72	Accommodation and Food Services	6,509	$33,447	0.94	-412	-1.2%	6,173	2,632	3,187	354	1.1%
61	Educational Services	5,738	$59,730	0.88	-560	-1.8%	2,692	1,330	1,470	-107	-0.4%
92	Public Administration	5,351	$92,855	1.41	-178	-0.7%	2,532	1,087	1,547	-102	-0.4%
23	Construction	5,109	$74,856	1.05	1,099	5.0%	2,450	892	1,595	-37	-0.1%
54	Professional, Scientific, and Technical Services	4,972	$86,031	0.83	631	2.8%	2,275	823	1,413	39	0.2%
31	Manufacturing	4,862	$100,277	0.73	177	0.7%	2,533	970	1,650	-88	-0.4%
81	Other Services (except Public Administration)	4,462	$42,952	1.27	-251	-1.1%	2,827	1,144	1,579	104	0.5%
56	Administrative and Support and Waste Management and Remediation Services	3,998	$51,293	0.75	324	1.7%	2,395	980	1,435	-19	-0.1%
52	Finance and Insurance	2,296	$115,520	0.69	-677	-5.0%	1,064	406	667	-10	-0.1%
42	Wholesale Trade	1,798	$81,693	0.59	41	0.5%	966	366	625	-25	-0.3%
71	Arts, Entertainment, and Recreation	1,772	$37,683	1.13	-99	-1.1%	1,402	560	775	67	0.7%
51	Information	1,504	$80,591	0.90	4	0.0%	678	256	466	-45	-0.6%
53	Real Estate and Rental and Leasing	1,274	$70,666	0.88	-14	-0.2%	630	293	361	-24	-0.4%
48	Transportation and Warehousing	1,099	$66,376	0.27	19	0.3%	667	268	392	7	0.1%
55	Management of Companies and Enterprises	919	$123,055	0.74	175	4.3%	425	160	272	-6	-0.1%
22	Utilities	539	$125,226	1.30	86	3.5%	244	93	163	-13	-0.5%
11	Agriculture, Forestry, Fishing and Hunting	485	$57,730	0.44	15	0.6%	319	137	174	8	0.3%
21	Mining, Quarrying, and Oil and Gas Extraction	15	$76,534	0.05	-8	-8.2%	9	3	5	1	1.3%
99	Unclassified	4	$79,940	0.02	-293	-58.8%	2	1	1	0	0.2%
	Total - All Industries	**81,985**	**$67,570**	**1.00**	**-448**	**-0.1%**	**48,271**	**19,821**	**27,615**	**835**	**0.2%**

Occupation Snapshot

The largest major occupation group in the Santa Rosa city, CA is Office and Administrative Support Occupations, employing 9,243 workers. The next-largest occupation groups in the region are Sales and Related Occupations (8,469 workers) and Healthcare Support Occupations (6,539). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Healthcare Support Occupations (LQ = 1.81), Community and Social Service Occupations (1.46), and Healthcare Practitioners and Technical Occupations (1.30).

Occupation groups in the Santa Rosa city, CA with the highest average wages per worker are Legal Occupations ($138,500), Healthcare Practitioners and Technical Occupations ($129,100), and Management Occupations ($128,600). The unemployment rate in the region varied among the major groups from 1.1% among Healthcare Practitioners and Technical Occupations to 6.1% among Personal Care and Service Occupations.

Over the next 5 years, the fastest growing occupation group in the Santa Rosa city, CA is expected to be Healthcare Support Occupations with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+649 jobs) and Food Preparation and Serving Related Occupations (+270). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (6,135 jobs) and Sales and Related Occupations (5,793).

Santa Rosa city, CA, 2022Q3[1]

		Current					5-Year History			5-Year Forecast			
SOC	Occupation	Empl	Mean Ann Wages[2]	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	9,243	$53,000	0.91	276	3.0%	n/a	-1,008	-2.0%	5,042	2,450	2,947	-355	-0.8%
41-0000	Sales and Related	8,469	$54,000	1.10	354	4.5%	n/a	-877	-2.0%	5,508	2,604	3,189	-285	-0.7%
31-0000	Healthcare Support	6,539	$40,500	1.81	197	3.4%	n/a	221	0.7%	5,490	2,292	2,549	649	1.9%
35-0000	Food Preparation and Serving Related	6,430	$40,900	0.99	522	6.0%	n/a	-613	-1.8%	6,405	2,826	3,309	270	0.8%
29-0000	Healthcare Practitioners and Technical	6,159	$129,100	1.30	54	1.1%	n/a	533	1.8%	2,010	942	901	167	0.5%
53-0000	Transportation and Material Moving	5,437	$49,200	0.76	309	4.4%	n/a	46	0.2%	3,861	1,459	2,372	30	0.1%
11-0000	Management	5,138	$128,600	0.92	106	2.1%	n/a	343	1.4%	2,276	728	1,448	100	0.4%
13-0000	Business and Financial Operations	4,619	$88,400	0.88	90	2.3%	n/a	643	3.0%	2,104	706	1,354	44	0.2%
25-0000	Educational Instruction and Library	4,239	$74,500	0.97	99	2.6%	n/a	-419	-1.9%	1,991	1,028	986	-23	-0.1%
47-0000	Construction and Extraction	3,854	$71,400	1.04	237	4.0%	n/a	579	3.3%	1,846	663	1,194	-11	-0.1%
51-0000	Production	3,231	$50,700	0.70	161	3.2%	n/a	-176	-1.1%	1,774	728	1,141	-95	-0.6%
37-0000	Building and Grounds Cleaning and Maintenance	2,968	$46,500	1.10	160	4.1%	n/a	135	0.9%	2,019	915	1,087	17	0.1%
49-0000	Installation, Maintenance, and Repair	2,804	$64,100	0.89	66	2.0%	n/a	5	0.0%	1,363	513	857	-6	0.0%
39-0000	Personal Care and Service	2,342	$43,500	1.18	149	6.1%	n/a	-195	-1.6%	2,207	838	1,249	119	1.0%
21-0000	Community and Social Service	2,115	$69,400	1.46	31	2.0%	n/a	-95	-0.9%	1,171	440	627	104	1.0%
33-0000	Protective Service	1,900	$69,700	1.09	55	3.3%	n/a	2	0.0%	1,072	492	595	-15	-0.2%
15-0000	Computer and Mathematical	1,870	$114,300	0.66	25	1.5%	n/a	281	3.3%	688	205	453	30	0.3%

Santa Rosa city, CA, 2022Q3[1]

SOC	Occupation	Current					5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages[2]	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
27-0000	Arts, Design, Entertainment, Sports, and Media	1,542	$73,600	1.07	73	5.4%	n/a	-18	-0.2%	814	327	472	15	0.2%
17-0000	Architecture and Engineering	1,282	$108,600	0.96	25	2.1%	n/a	28	0.4%	471	183	293	-5	-0.1%
23-0000	Legal	721	$138,500	1.03	8	1.5%	n/a	31	0.9%	259	112	128	18	0.5%
19-0000	Life, Physical, and Social Science	659	$93,900	0.92	16	2.6%	n/a	59	1.9%	302	79	219	3	0.1%
45-0000	Farming, Fishing, and Forestry	425	$41,000	0.81	61	4.1%	n/a	46	2.3%	349	111	232	6	0.3%
	Total - All Occupations	**81,985**	**$67,800**	**1.00**	**n/a**	**n/a**	**n/a**	**-448**	**-0.1%**	**49,079**	**20,640**	**27,604**	**835**	**0.2%**

Source: JobsEQ®

Data as of 2022Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

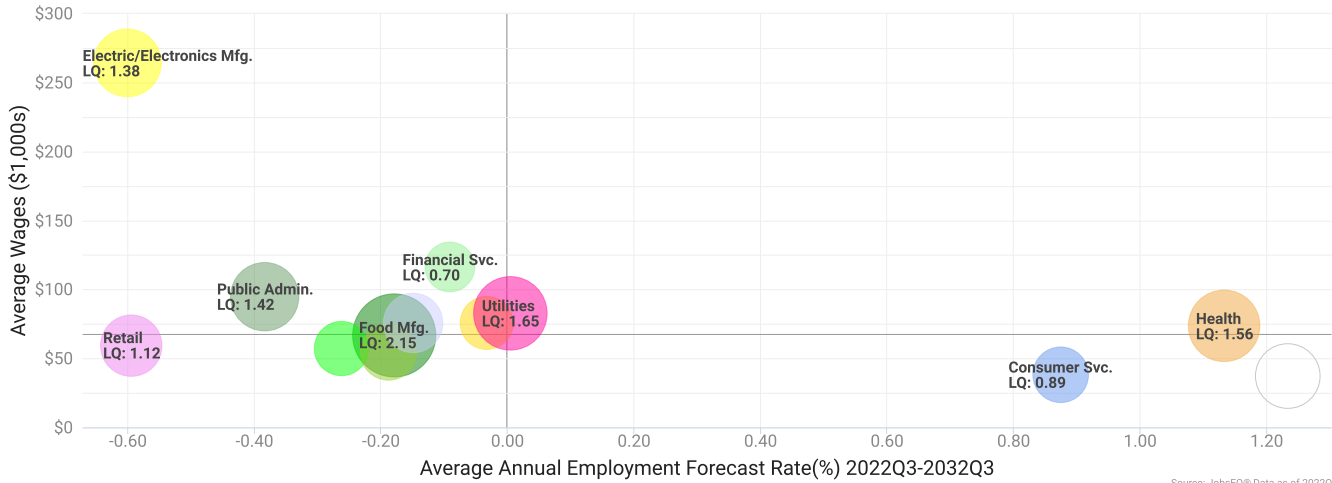1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q2, imputed where necessary with preliminary estimates updated to 2022Q3. Wages by occupation are as of 2022 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Santa Rosa city, CA with the highest relative concentration is Food Mfg. with a location quotient of 2.15. This cluster employs 2,090 workers in the region with an average wage of $66,824. Employment in the Food Mfg. cluster is projected to contract in the region about 0.2% per year over the next ten years.
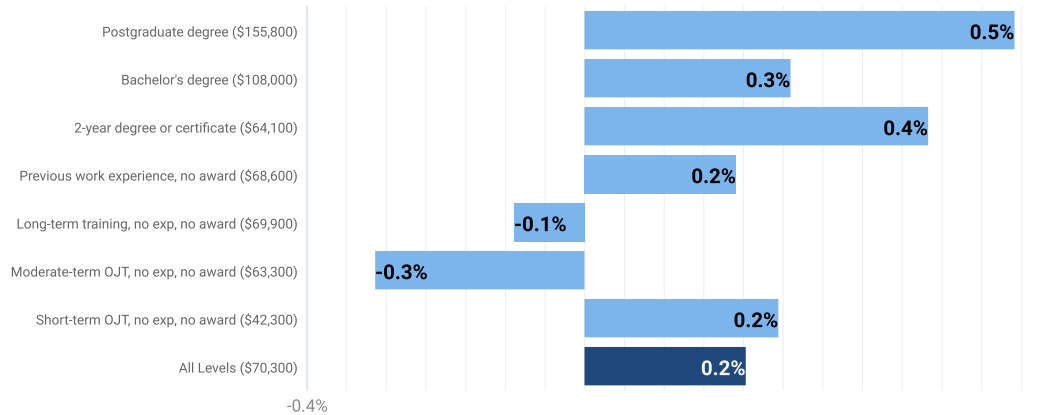

Industry Clusters for Santa Rosa city, CA as of 2022Q3

Source: JobsEQ®,Data as of 2022Q3

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Santa Rosa city, CA is projected to grow 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.5% per year, those requiring a bachelor's degree are forecast to grow 0.3% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.
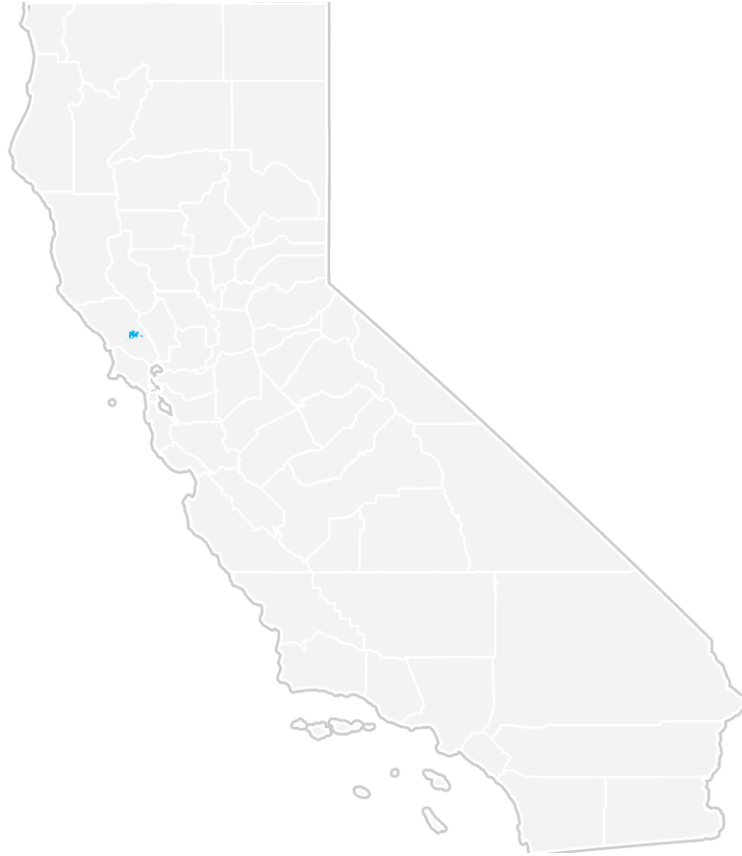
Annual Average Projected Job Growth by Training Required

Category	Growth
Postgraduate degree ($155,800)	0.5%
Bachelor's degree ($108,000)	0.3%
2-year degree or certificate ($64,100)	0.4%
Previous work experience, no award ($68,600)	0.2%
Long-term training, no exp, no award ($69,900)	-0.1%
Moderate-term OJT, no exp, no award ($63,300)	-0.3%
Short-term OJT, no exp, no award ($42,300)	0.2%
All Levels ($70,300)	0.2%

-0.4%

Source: JobsEQ®,Data as of 2022Q3

Employment by occupation data are estimates are as of 2022Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Santa Rosa city, CA Regional Map

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the "all industry" level to the 6-digit level. The first two digits define the top level category, known as the "sector," which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.