

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.

Summary¹

Image: Properties of the			Percent				
Population (ACS)		• •	• • • • • • • • • • • • • • • • • • • •	California	•		California
Male 48.0% 48.8% 49.7% 85.67 24.265 19.58/2.80 Female 52.0% 51.2% 93.3% 22.44 254,144 19.87 19.86 42.4 36.7 10.0 33.6 42.4 36.7 10.0 38.234 97.601 8.956,61 13.03 22.8% 38.234 97.601 8.956,61 13.00 22.8% 38.234 97.601 8.956,61 13.00 14.582 40.081 3.724,23 23.00 23.00 38.234 97.601 8.956,61 13.00 24.155 60.00,73 33.00 24.155 60.00,73 33.00 24.155 62.00 52.30,93 23.00 33.00 33.20 33.20 33.20 33.90 47.39,93 23.00 33.00 33.20 33.752 23.741,17 86.00 13.33 13.03 13.20 23.751,17 86.00 13.33 13.03 33.22 23.741,17 86.00 13.33 33.03 23.20,13 33.20 23.741,17 86.00 13.00 13.00	Demographics						
Female 520% 51.2% 50.3% 92.75 25.144 19.78.14 Median Rege* — — — — 336 42.4 36.7 18 to 24 Years 2.24% 9.90% 2.25% 38.24 47.06 8.95,61 18 to 24 Years 2.24% 8.24% 9.5% 14.58 40.08 5.72,42 25 to 34 Years 1.26% 1.21% 1.23% 2.55,53 6.01,66 6.023,30 35 to 44 Years 1.25% 1.22% 1.22% 2.234 63.32 2.338,05 55 to 64 Years 1.26% 1.25% 1.20% 1.25% 7.5% 6.0 13.33 1.79.59 3.279.36 55 to 64 Years 1.60 7.5% 7.6% 6.0 13.33 1.79.59 2.275.91 75 Years and Over 7.5% 7.6% 6.0 13.33 1.79.59 2.275.91 Roc: Black or African American 1.5% 7.5% 1.0 4.5 4.5 4.5 1.2 6.0 <	Population (ACS)	_	_	_	178,391	496,801	39,346,023
Median Age¹ — — — — 39.6 42.4 9.6 Under I Years 21.4 19.6 22.8 38.14 9.6 8.26 8.35 9.5 14.2 8.25 8.14 9.5 14.2 15.2 25.03 25.05 64.01 6.007.93 35 to 44 Years 13.5% 12.2% 13.3% 22.45 62.01 5.233,007 35.05 15.2 12.5% 12.2% 12.8% 26.25 7.1949 4.733,075 55.05 12.2% 12.2% 12.2% 12.2% 12.2% 12.2% 12.35 7.1949 4.735,075 55.07 12.2% 12.2% 12.2% 12.3% 12.35 7.1949 4.735,075 55.07 12.2% <td< td=""><td>Male</td><td>48.0%</td><td>48.8%</td><td>49.7%</td><td>85,637</td><td>242,657</td><td>19,562,882</td></td<>	Male	48.0%	48.8%	49.7%	85,637	242,657	19,562,882
Under 18 Years 21.4K 19.6K 22.8K 38,23k 38,23k 40,601 3,724,203 18 to 24 Years 8.2K 8.1K 9.5K 11,582 40,081 3,724,233 25 to 34 Years 12.6K 12.9K 12.3K 22,415 62,401 5,233,003 35 to 44 Years 12.5K 12.5K 12.5K 22,7K 22,354 63,202 5,039,155 55 to 64 Years 12.6K 14.5K 12.0K 8.3K 18,147 59,609 3,730,803 75 Years and Over 7.5K 7.6K 6.0K 13,333 37,852 2,275,712 Race: Black or African American 2.5K 1.7K 5.7K 6.0K 13,333 37,852 2,275,72 Race: Black or African American 2.5K 1.7K 5.7K 6.0K 13,333 37,852 2,275,72 Race: Asian 6.0K 4.3K 1.0K 10,4 11,4 31,4 30,0 4,41 311,629 Race: Asian 1.0K 3.0K 3.0K<	Female	52.0%	51.2%	50.3%	92,754	254,144	19,783,141
18 to 24 Years 8.2% 8.1% 9.5% 14,582 40,081 3,724,232 25 to 34 Years 14,064 12.9% 15.3% 55,015 64,016 6,007,913 35 to 44 Years 12,5% 12,5% 12,8% 22,354 62,401 8,233,003 45 to 54 Years 12,6% 14,5% 12,0% 22,555 71,99 4,739,675 55 to 74 Years 12,0% 14,5% 12,0% 22,355 71,99 4,739,675 55 to 74 Years 12,0% 12,0% 8,33 13,145 95,009 3,273,030 75 Years and Over 7,5% 7,6% 6,0% 13,333 37,852 2,237,117 Race: White 46,0% 72,5% 5,5% 114,15 360,00 22,203,721 Race: American Indian and Alaska Native 11% 0,9% 0,8% 1,902 4,441 313,66 25,83,312 Race: American Indian and Other Pacific Islander 1,0% 4,3% 14,8% 10,76 1,26 2,250,362 Race: Ame	Median Age ²	_	_	_	39.6	42.4	36.7
25 to 34 Years 14.0% 12.9% 15.3% 25.01 64.016 6.007.93 35 to 44 Years 13.5% 12.6% 13.3% 24.155 62.401 5.233,903 55 to 64 Years 12.5% 12.6% 12.6% 22.55 67.999 5.793,903 55 to 64 Years 12.6% 14.5% 12.0% 8.3% 18.147 95.09 3.270,380 55 to 74 Years 10.2% 12.0% 8.3% 18.147 95.09 3.270,380 55 to 74 Years 10.0% 6.0% 13.33 37.852 23.74,117 Race: White 64.0% 72.5% 56.15 114.14 360,00 22.053,721 Race: Black or African American 2.5% 1.7% 5.7% 4.511 8.66 22.50,062 Race: Watter American Indian and Alaska Native 1.0% 4.3% 1.0% 9.0 4.44 131.62 Race: Shark or African American 6.5% 4.3% 1.48 10.04 4.44 131.62 Race: Shark or Mark 1.0% <td>Under 18 Years</td> <td>21.4%</td> <td>19.6%</td> <td>22.8%</td> <td>38,234</td> <td>97,601</td> <td>8,956,641</td>	Under 18 Years	21.4%	19.6%	22.8%	38,234	97,601	8,956,641
13.5% 12.6% 13.3% 24.15\$ 62.40 5.233.003 45 to 54 Years 12.5% 12.7% 12.8% 22.354 63.29 5.039.155 55 to 64 Years 12.6% 14.5% 12.0% 22.355 71.949 4.739.675 65 to 74 Years 10.2% 12.0% 8.3% 18.147 9.566 3.270,380 75 Years and Over 7.5% 7.6% 6.0% 13.333 37.852 2.374,117 8ace: White 64.0% 72.5% 56.1% 114.14 80.000 22.053.721 8ace: Harkor African American 2.5% 7.6% 6.0% 13.333 37.852 2.374,117 8ace: White Over African American 2.5% 7.6% 56.1% 114.154 82.66 2.250,962 8ace: American Indian and Alaska Native 1.1% 0.9% 0.8% 1.902 4.441 311.629 8ace: American Indian and Alaska Native 1.1% 0.9% 0.8% 1.902 4.441 311.629 8ace: American Indian and Other Pacific Islander 0.5% 0.3% 0.4% 9.72 1.614 1.496.636 8ace: Share Other Race 18.9% 13.3% 14.8% 10.764 21.299 5.633.312 8ace: Two or More Races 6.9% 7.0% 7.9% 12.399 3.4952 3.122.016 8ace: Two or More Races 6.9% 7.0% 7.9% 12.399 3.4952 3.122.016 8ace: Two or More Races 6.9% 6.6	18 to 24 Years	8.2%	8.1%	9.5%	14,582	40,081	3,724,239
12.5% 12.5% 12.5% 12.5% 12.5% 12.6% 12.5% 12.9% 12.35% 13.94 12.39, 17.39, 17.55 13.64 14.5% 12.0% 12.0% 12.35% 13.14% 13.79, 17.55 15.05 to 74 Years 10.2% 12.0% 12.0% 13.33% 37.852 3.2734, 11.75 13.20% 13.33% 37.852 3.2734, 11.75 13.20% 13.33% 37.852 3.2734, 11.75 13.20% 13	25 to 34 Years	14.0%	12.9%	15.3%	25,051	64,016	6,007,913
55 to 64 Years 12.6% 14.5% 12.0% 22,335 71,949 4,739,757 65 to 74 Years 10.2% 12.0% 8.3% 18.14 95,609 3,70,380 75 Years and Over 7.5% 7.6% 6.0% 11,41,15 360,00 22,053,741 Race: Black or African American 2.5% 1.7% 5.7% 4,511 8,606 22,050,727 Race: Black or African American 2.5% 1.7% 5.7% 4,511 8,606 22,050,727 Race: Aslain 0.0% 0.3% 0.4% 1,902 4,414 114,629 Race: Some Other Race 1.8% 13.3% 14.4% 972 1,614 14,948,63 Race: Some Other Race 1.8% 7.0% 7.9% 12,39 36,009 3,223,747 Race: Some Other Race 1.8% 7.0% 7.9% 12,39 36,009 3,223,747 Race: Some Other Race 1.8% 6.6% 6.8% 9.9 1,39 13,221,016 Hispance Face Participation Rate and Size (civil	35 to 44 Years	13.5%	12.6%	13.3%	24,155	62,401	5,233,903
65 to 74 Years 10.2% 12.0% 8.3% 18.147 59,609 3,270,80 75 Years and Over 7.5% 7.6% 6.0% 13,333 37,852 2,374,117 Race: White 64.0% 7.5% 56.1% 114,154 360,200 22,053,722 Race: Askin 6.0% 1.7% 5.5% 4.1% 360,200 22,053,723 Race: Askin 6.0% 4.3% 14.8% 10,76 21,239 5,834,312 Race: Askin 6.0% 4.3% 14.8% 10,76 21,239 5,834,312 Race: Share Other Race 18.9% 13.3% 4.4% 972 1,614 149,636 Race: Two or More Races 6.0% 7.0% 7.3% 12,398 34,952 31,220,06 Hispanic or Latino (of any race) 32.7% 20.0 39.1% 58,298 134,024 15,380,929 Exercation Fore Participation Rate and Size (civilian population 16 years and over) 66.5% 61.9% 81.5% 60,349 3,581,582 13,211,621	45 to 54 Years	12.5%	12.7%	12.8%	22,354	63,292	5,039,155
75 Years and Over 7.5% 6.6% 13,333 37,852 2,374,117 Race: White 64.0% 72.5% 56.1% 114,154 360,000 22,053,721 Race: Alexican Indian and Alaska Native 1.1% 0.9% 0.8% 1,902 4,441 116,02 Race: Asian 6.0% 4.3% 14.8% 10,76 21,239 5,834,312 Race: Asian 6.0% 4.3% 14.8% 10,76 21,239 5,834,312 Race: Stative Hawaiian and Other Pacific Islander 0.5% 0.3% 0.4% 972 1,614 149,636 Race: Two or More Races 1.8% 1.3 14.3% 33,69 60,689 5,237,47 Race: Two or More Races 6.9% 7.0% 12,298 34,952 21,220,60 Hispanic or Latino (of any race) 32,7% 27.0% 39.1% 58,298 131,00 15,380,92 Portree Participation Rate and Size (civilian population 16 years) 66.5% 81.6% 81.5% 60,329 159,854 13,211,612 Prin	55 to 64 Years	12.6%	14.5%	12.0%	22,535	71,949	4,739,675
Race: White 64.0% 72.5% 66.1% 114,154 360,200 22,053,721 Race: Black or African American 2.5% 1.7% 5.7% 4,511 8,666 2,250,962 Race: American Indian and Alaska Native 1.1% 0.9% 0.8% 1,902 4,441 311,629 Race: Astain 6.0% 4.3% 14.8% 10,764 2,239 58,34,312 Race: Some Other Race 18.9% 13.3% 14.3% 33,690 66.09 5,623,747 Race: Wo or More Races 6.6% 7.0% 7.9% 12,398 34,952 3,122,016 Hispanic or Latino (of any race) 6.6.% 7.0% 7.9% 12,398 34,952 3,122,016 Hispanic or Latino (of any race) 6.6.% 66.9% 66.6% 96,116 266,216 19,875,973 Hispanic or Latino (of any race) 66.5% 64.9% 81.5% 60,319 96,116 266,216 19,875,973 Hispanic or Latino (of any race) 66.5% 64.9% 81.5% 60,319 66,116 <td>65 to 74 Years</td> <td>10.2%</td> <td>12.0%</td> <td>8.3%</td> <td>18,147</td> <td>59,609</td> <td>3,270,380</td>	65 to 74 Years	10.2%	12.0%	8.3%	18,147	59,609	3,270,380
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: Askain 6.6% 4.3% 14.8% 10,764 12,239 5,834,312 Race: Askive Hawaiian and Other Pacific Islander 0.5% 0.3% 0.4% 972 1,614 149,636 Race: Two or More Races 6.9% 7.0% 7.9% 12,338 34,952 3,122,016 Hispanic or Latino (of any race) 32.7% 27.0% 39.1% 58,238 134,024 15,380,929 Economic 2.0% 66.5% 64.9% 66.9% 96,116 266,216 19,875,973 Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 84.6% 81.5% 60,329 159,854 13,111,621 Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 84.6% 81.5% 81.5% 60,329 159,854 13,111,621 Prime-Age Labor Force Participation Rate a	75 Years and Over	7.5%	7.6%	6.0%	13,333	37,852	2,374,117
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: Asian 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 5,632,472 Race: Two or More Races 6.9% 7.0% 7.9% 12,338 43,952 31,220,169 Hispanic or Latino (of any race) 32.7% 27.0% 39.1% 58,298 134,022 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 15 years and over) 84.6% 81.5% 60,329 159,854 13,211,621 Prime-Age Labor Force Participation Rate and Size (civilian population 25 years) 84.6% 81.5% 81.5% 60,329 159,854 <t< td=""><td>Race: White</td><td>64.0%</td><td>72.5%</td><td>56.1%</td><td>114,154</td><td>360,200</td><td>22,053,721</td></t<>	Race: White	64.0%	72.5%	56.1%	114,154	360,200	22,053,721
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 34,922 3,122,016 Hispanic or Latino (of any race) 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 16 years and over) 84.6% 81.5% 60,329 159,854 13,211,621 Armed Force Participation Rate and Size (civilian population 16 years and size (civilian population 18	Race: Black or African American	2.5%	1.7%	5.7%	4,511	8,266	2,250,962
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 Latin (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% 86,116 266,216 19,875,973 Prime-Age Labor Force Participation Rate and Size (civilian population 25.54) 84.6% 81.5% 60,329 159,854 13,211,621 Armed Forces Labor Force Participation Rate and Size, (civilian population 25.54) 84.6% 81.5% 80,329 159,854 13,211,621 Veterans, Age 18-64 3.0% 3.2% 0.4% 273 1,010 140,982 Veterans, Age 18-64 77.1% 79.2% 76.1% 2,491 7,653 <td>Race: American Indian and Alaska Native</td> <td>1.1%</td> <td>0.9%</td> <td>0.8%</td> <td>1,902</td> <td>4,441</td> <td>311,629</td>	Race: American Indian and Alaska Native	1.1%	0.9%	0.8%	1,902	4,441	311,629
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% 81.5% 60,329 159,854 13,211,621 Armed Forces Labor Force Participation Rate and Size, Age 18-64 30.0% 32.2% 0.4% 273 1,010 140,982 Veterans, Age 18-64 77.1% 79.2% 76.1% 2,491 7,653 565,185 Median Household Income³ — — — 880,472 \$86,173 578,672 Per Capita Income — — — 938,773 \$44,071 538,576 Mean Commute Time (minutes) —	Race: Asian	6.0%	4.3%	14.8%	10,764	21,239	5,834,312
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 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 and Size (civilian population) 84.6% 84.6% 81.5% 60,329 159,854 13,211,621 Armed Forces Labor Force Participation Rate and Size (civilian population) 84.6% 84.6% 81.5% 60,329 159,854 13,211,621 Armed Forces Labor Force Participation Rate and Size (civilian population) 3.0% 3.2% 0.4% 273 1,010 140,982 Veterans, Age 18-64 3.0% 3.2% 3.0% 3,230 9,667 742,317 Veterans, Age 18-64 77.1% 79.2% 76.1% 2,491 7,653 565,185 Median Household Income* - - -	Race: Native Hawaiian and Other Pacific Islander	0.5%	0.3%	0.4%	972	1,614	149,636
Hispanic or Latino (of any race) 32.7% 27.0% 39.1% 58.298 134,024 15,380,929	Race: Some Other Race	18.9%	13.3%	14.3%	33,690	66,089	5,623,747
Commit	Race: Two or More Races	6.9%	7.0%	7.9%	12,398	34,952	3,122,016
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 - - - 880,472 \$86,173 578,672 Per Capita Income - - - 838,773 \$44,071 538,576 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 1.6% 1.8 15.2% </td <td>Hispanic or Latino (of any race)</td> <td>32.7%</td> <td>27.0%</td> <td>39.1%</td> <td>58,298</td> <td>134,024</td> <td>15,380,929</td>	Hispanic or Latino (of any race)	32.7%	27.0%	39.1%	58,298	134,024	15,380,929
and over) 66.5% 64.9% 63.6% 96,116 266,216 19,878,978 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 Income² — — — — \$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 1 11.8% 15.2% 13,802 30,862	Economic						
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 Income² — — — — \$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 — — — 2 33,862 3,199,850 High School Diploma 14.7% 11.8% 15.2% 13,401 49,401 4,282,776 Some College, No Deg		66.5%	64.9%	63.6%	96,116	266,216	19,875,973
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 <td< td=""><td></td><td>84.6%</td><td>84.6%</td><td>81.5%</td><td>60,329</td><td>159,854</td><td>13,211,621</td></td<>		84.6%	84.6%	81.5%	60,329	159,854	13,211,621
Veterans Labor Force Participation Rate and Size, Age 18-64 77.1% 79.2% 76.1% 2,491 7,653 565,185 Median Household Income² — — — — \$80,472 \$86,173 \$78,672 Per Capita Income — — — — \$38,773 \$44,071 \$38,576 Mean Commute Time (minutes) — — — — 2.33 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 — — — — 13,802 30,862 3,199,850 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	Armed Forces Labor Force	0.2%	0.2%	0.4%	273	1,010	140,982
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 — — — — 13,802 30,862 3,199,850 High School Diploma 14.7% 11.8% 15.2% 13,802 30,862 3,199,850 Some College, No Degree 24.9% 25.5% 21.0% 23,401 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	Veterans, Age 18-64	3.0%	3.2%	3.0%	3,230	9,667	742,317
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	Veterans Labor Force Participation Rate and Size, Age 18-64	77.1%	79.2%	76.1%	2,491	7,653	565,185
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	Median Household Income ²	_	_	_	\$80,472	\$86,173	\$78,672
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	Per Capita Income	_	_	_	\$38,773	\$44,071	\$38,576
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	Mean Commute Time (minutes)	_	_	_	23.3	25.6	29.8
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	Commute via Public Transportation	1.8%	1.6%	4.6%	1,559	3,926	843,498
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	Educational Attainment, Age 25-64						
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	No High School Diploma	14.7%	11.8%	15.2%	13,802	30,862	3,199,850
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	High School Graduate	19.1%	18.9%	20.4%	18,014	49,401	4,282,776
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	Some College, No Degree	24.9%	25.5%	21.0%	23,401	66,828	4,412,172
Postgraduate Degree 11.0% 11.6% 12.9% 10,366 30,467 2,706,412	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
Housing	Postgraduate Degree	11.0%	11.6%	12.9%	10,366	30,467	2,706,412
	Housing						

Summary¹

		Percent		Value				
	Santa Rosa city,	Sonoma County,	California	Santa Rosa city,	Sonoma County,	C-lifi-		
	CA	California	California	CA	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

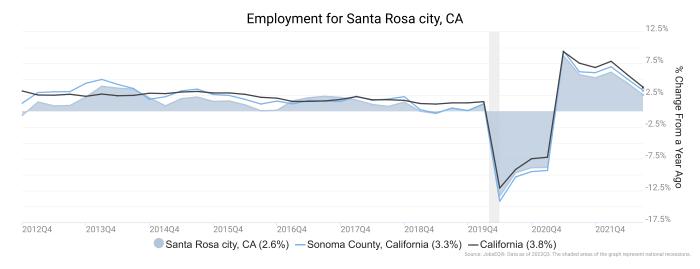
^{2.} Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

^{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.

 $^{{\}it 4. Census Population Estimate for 2020, annual average growth rate since 2010.}\\$

Employment Trends

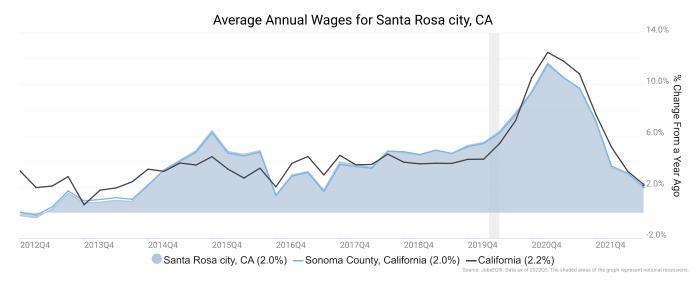
As of 2022Q3, total employment for the Santa Rosa city, CA was 81,985 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 2.6% in the region.



Employment 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.



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

	Cost of Living Index				
	Annual Average Salary	(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		

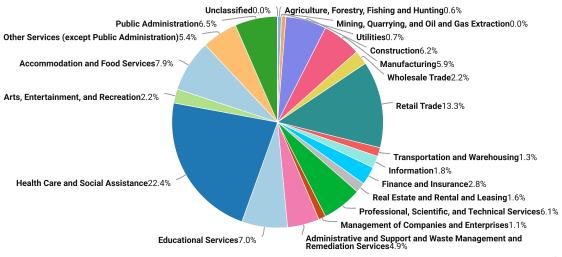
Source: JobsEQ®
Data as of 2022Q3

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).





Source: JobsEQ®,Data as of 2022Q

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, 2022Q31

			Current		5-Year	History					
NAICS	In director.	FI	Avg Ann	10	Empl	A == 0/	Total Demand	Fy:to	Transfers	Empl Growth	Ann % Growth
NAICS	Industry Health Care and Social	Empl	Wages	LQ	Change	Ann %	Demand	Exits	Hallsters	Giowiii	Glowth
62	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%

Source: JobsEQ® Data as of 2022Q3

Exits and transfers are approximate estimates based upon occupation separation rates.

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

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

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, 2022Q31

				C	urrent		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, 2022Q31

			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
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.

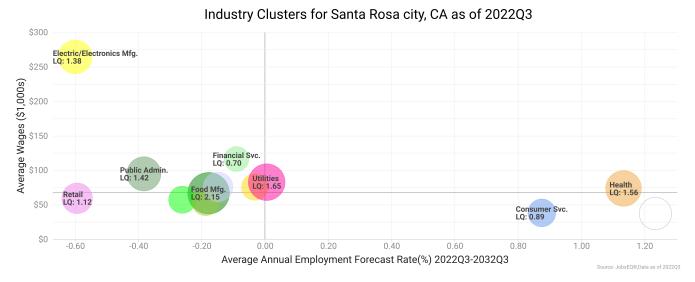
Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q2, imputed where necessary 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.

 $^{{\}bf 1.}\ {\bf Data}\ {\bf based}\ {\bf on}\ {\bf a}\ {\bf four-quarter}\ {\bf moving}\ {\bf average}\ {\bf unless}\ {\bf noted}\ {\bf otherwise}.$

^{2.} Wage data represent the average for all Covered Employment

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.

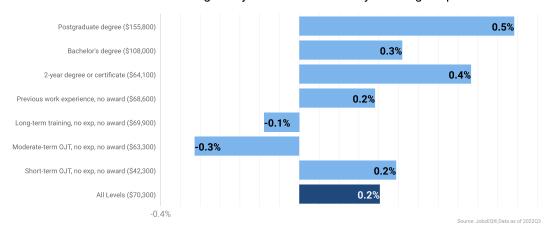


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections from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



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.

About This Report

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