



Economic Overview

Petaluma city, CA



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Demographic Profile

The population in the Petaluma city, CA was 60,865 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 32,546 with a participation rate of 64.8%. Of individuals 25 to 64 in the Petaluma city, CA, 42.4% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Petaluma city, CA is \$92,762 and the median house value is \$664,200.

Summary¹

	Percent			Value		
	Petaluma city, CA	Sonoma County, California	California	Petaluma city, CA	Sonoma County, California	California
Demographics						
Population (ACS)	—	—	—	60,865	496,801	39,346,023
Male	50.2%	48.8%	49.7%	30,567	242,657	19,562,882
Female	49.8%	51.2%	50.3%	30,298	254,144	19,783,141
Median Age ²	—	—	—	42.8	42.4	36.7
Under 18 Years	19.9%	19.6%	22.8%	12,123	97,601	8,956,641
18 to 24 Years	7.1%	8.1%	9.5%	4,335	40,081	3,724,239
25 to 34 Years	12.8%	12.9%	15.3%	7,791	64,016	6,007,913
35 to 44 Years	13.0%	12.6%	13.3%	7,920	62,401	5,233,903
45 to 54 Years	13.6%	12.7%	12.8%	8,259	63,292	5,039,155
55 to 64 Years	15.2%	14.5%	12.0%	9,243	71,949	4,739,675
65 to 74 Years	11.1%	12.0%	8.3%	6,779	59,609	3,270,380
75 Years and Over	7.3%	7.6%	6.0%	4,415	37,852	2,374,117
Race: White	76.1%	72.5%	56.1%	46,317	360,200	22,053,721
Race: Black or African American	1.3%	1.7%	5.7%	776	8,266	2,250,962
Race: American Indian and Alaska Native	0.8%	0.9%	0.8%	495	4,441	311,629
Race: Asian	4.4%	4.3%	14.8%	2,650	21,239	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.3%	0.4%	63	1,614	149,636
Race: Some Other Race	10.4%	13.3%	14.3%	6,321	66,089	5,623,747
Race: Two or More Races	7.0%	7.0%	7.9%	4,243	34,952	3,122,016
Hispanic or Latino (of any race)	21.7%	27.0%	39.1%	13,236	134,024	15,380,929
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.8%	64.9%	63.6%	32,546	266,216	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	86.4%	84.6%	81.5%	20,522	159,854	13,211,621
Armed Forces Labor Force	0.5%	0.2%	0.4%	241	1,010	140,982
Veterans, Age 18-64	2.4%	3.2%	3.0%	888	9,667	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	91.7%	79.2%	76.1%	814	7,653	565,185
Median Household Income ²	—	—	—	\$92,762	\$86,173	\$78,672
Per Capita Income	—	—	—	\$46,303	\$44,071	\$38,576
Mean Commute Time (minutes)	—	—	—	31.1	25.6	29.8
Commute via Public Transportation	2.5%	1.6%	4.6%	776	3,926	843,498
Educational Attainment, Age 25-64						
No High School Diploma	10.1%	11.8%	15.2%	3,370	30,862	3,199,850
High School Graduate	14.8%	18.9%	20.4%	4,924	49,401	4,282,776
Some College, No Degree	25.0%	25.5%	21.0%	8,316	66,828	4,412,172
Associate's Degree	7.6%	9.4%	8.0%	2,537	24,476	1,678,082
Bachelor's Degree	28.0%	22.8%	22.6%	9,292	59,624	4,741,354
Postgraduate Degree	14.4%	11.6%	12.9%	4,774	30,467	2,706,412
Housing						

Summary¹

	Percent			Value		
	Petaluma city, CA	Sonoma County, California	California	Petaluma city, CA	Sonoma County, California	California
Total Housing Units	—	—	—	23,503	206,498	14,210,945
Median House Value (of owner-occupied units) ²	—	—	—	\$664,200	\$640,000	\$538,500
Homeowner Vacancy	0.1%	0.7%	1.1%	16	803	77,702
Rental Vacancy	2.4%	3.0%	3.7%	202	2,269	227,993
Renter-Occupied Housing Units (% of Occupied Units)	35.9%	38.7%	44.7%	8,178	73,113	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.2%	4.8%	7.0%	1,411	9,120	920,362
Social						
Poverty Level (of all people)	6.6%	8.8%	12.6%	3,989	43,086	4,853,434
Households Receiving Food Stamps/SNAP	5.3%	5.9%	9.0%	1,204	11,060	1,183,873
Enrolled in Grade 12 (% of total population)	1.9%	1.4%	1.5%	1,173	6,745	576,714
Disconnected Youth ³	0.7%	1.9%	1.9%	24	450	38,451
Children in Single Parent Families (% of all children)	23.1%	31.3%	32.8%	2,704	28,882	2,796,858
Uninsured	3.9%	6.0%	7.2%	2,366	29,765	2,806,173
With a Disability, Age 18-64	6.9%	9.0%	8.0%	2,569	26,778	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	50.1%	50.7%	43.0%	1,288	13,571	837,117
Foreign Born	15.2%	16.6%	26.6%	9,272	82,422	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	9.5%	10.9%	17.4%	5,532	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.

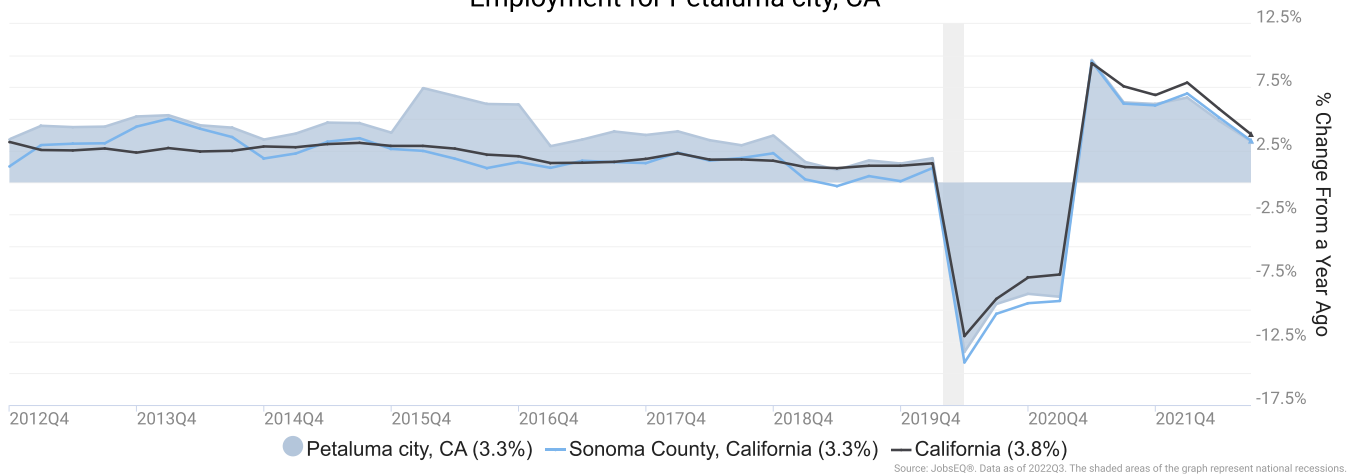
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

Employment Trends

As of 2022Q3, total employment for the Petaluma city, CA was 34,463 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 3.3% in the region.

Employment for Petaluma city, CA

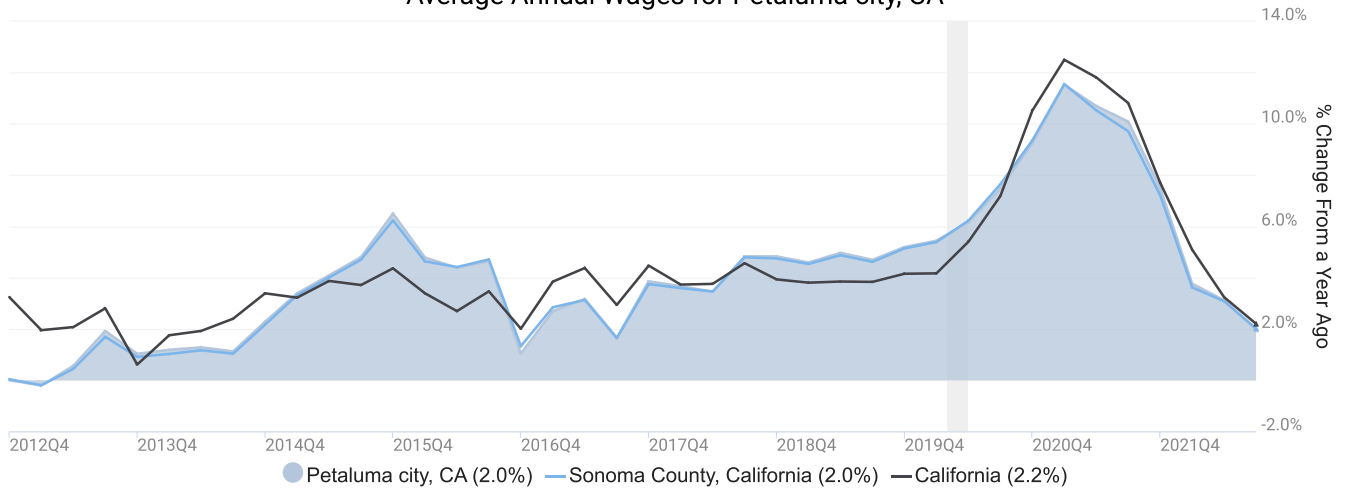


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

Wage Trends

The average worker in the Petaluma city, CA earned annual wages of \$67,062 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 Petaluma city, CA



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 Petaluma city, CA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Petaluma city, CA	\$67,062	162.8	\$41,187
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®](#)

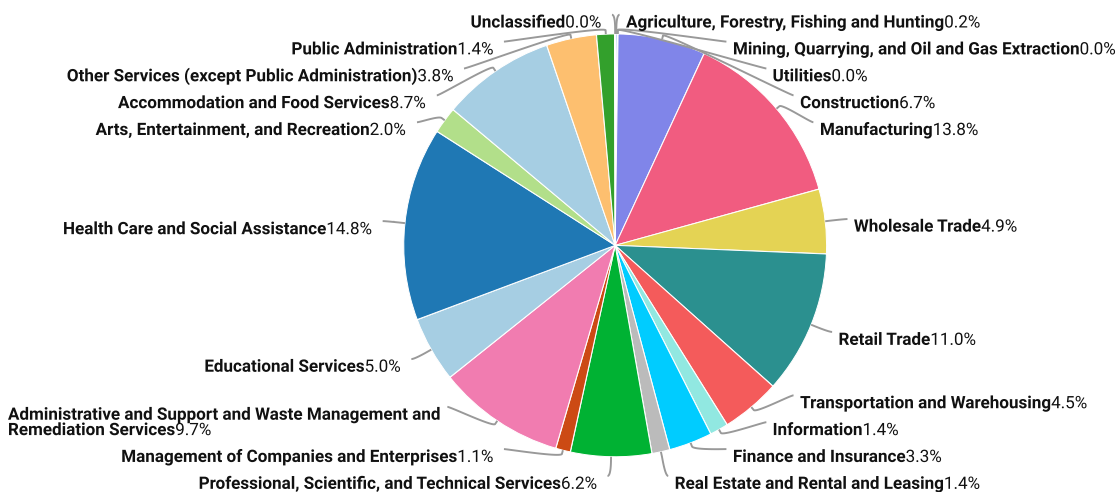
Data as of 2022Q3

Cost of Living per [COLI](#) data as of 2022Q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Petaluma city, CA is Health Care and Social Assistance, employing 5,086 workers. The next-largest sectors in the region are Manufacturing (4,757 workers) and Retail Trade (3,776). 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 Manufacturing (LQ = 1.71), Administrative and Support and Waste Management and Remediation Services (1.50), and Wholesale Trade (1.32).

Total Workers for Petaluma city, CA by Industry



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 Petaluma city, CA with the highest average wages per worker are Utilities (\$147,207), Management of Companies and Enterprises (\$123,050), and Finance and Insurance (\$115,980). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Administrative and Support and Waste Management and Remediation Services (+686 jobs), Health Care and Social Assistance (+576), and Construction (+430).

Over the next 5 years, employment in the Petaluma city, CA is projected to expand by 253 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+282 jobs), Accommodation and Food Services (+159), and Professional, Scientific, and Technical Services (+44).

Petaluma city, CA, 2022Q3¹

NAICS	Industry	Empl	Current	5-Year History			5-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	5,086	\$71,131	1.03	576	2.4%	2,963	1,234	1,446	282	1.1%
31	Manufacturing	4,757	\$100,900	1.71	124	0.5%	2,443	947	1,610	-114	-0.5%
44	Retail Trade	3,776	\$45,721	1.08	-205	-1.1%	2,483	1,129	1,493	-139	-0.7%
56	Administrative and Support and Waste Management and Remediation Services	3,358	\$51,249	1.50	686	4.7%	2,026	824	1,207	-5	0.0%
72	Accommodation and Food Services	2,983	\$33,451	1.02	45	0.3%	2,824	1,206	1,460	159	1.0%
23	Construction	2,308	\$74,825	1.13	430	4.2%	1,104	403	720	-19	-0.2%
54	Professional, Scientific, and Technical Services	2,136	\$85,838	0.85	223	2.2%	1,011	356	611	44	0.4%
61	Educational Services	1,727	\$58,706	0.63	-140	-1.5%	820	401	443	-24	-0.3%
42	Wholesale Trade	1,699	\$81,910	1.32	-40	-0.5%	915	346	591	-22	-0.3%
48	Transportation and Warehousing	1,560	\$66,866	0.91	351	5.2%	968	383	559	26	0.3%
81	Other Services (except Public Administration)	1,323	\$43,711	0.90	-149	-2.1%	844	340	469	36	0.5%
52	Finance and Insurance	1,143	\$115,980	0.82	-49	-0.8%	527	202	332	-7	-0.1%
71	Arts, Entertainment, and Recreation	704	\$32,137	1.07	-72	-1.9%	558	223	308	28	0.8%
51	Information	485	\$79,899	0.69	-15	-0.6%	253	85	154	14	0.6%
92	Public Administration	485	\$93,288	0.30	-42	-1.6%	228	98	140	-10	-0.4%
53	Real Estate and Rental and Leasing	468	\$69,917	0.77	49	2.2%	231	108	132	-9	-0.4%
55	Management of Companies and Enterprises	391	\$123,050	0.74	-104	-4.6%	181	68	116	-3	-0.1%
11	Agriculture, Forestry, Fishing and Hunting	59	\$67,488	0.13	-36	-9.2%	36	16	21	-1	-0.3%
22	Utilities	15	\$147,207	0.09	2	2.9%	6	3	5	-1	-0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$66,901	0.01	1	n/a	1	0	0	0	0.0%
99	Unclassified	1	\$79,940	0.02	-110	-58.2%	1	0	0	0	0.2%
Total - All Industries		34,463	\$67,062	1.00	1,524	0.9%	20,166	8,321	11,593	253	0.1%

Source: [JobsEQ®](#)

Data as of 2022Q3

Note: Figures may not sum due to rounding.

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

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.

Occupation Snapshot

The largest major occupation group in the Petaluma city, CA is Office and Administrative Support Occupations, employing 3,574 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,562 workers) and Transportation and Material Moving Occupations (3,526). 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 Building and Grounds Cleaning and Maintenance Occupations (LQ = 1.47), Production Occupations (1.35), and Transportation and Material Moving Occupations (1.17).

Occupation groups in the Petaluma 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 0.9% among Healthcare Practitioners and Technical Occupations to 5.3% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the Petaluma city, CA is expected to be Healthcare Support Occupations with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+149 jobs) and Food Preparation and Serving Related Occupations (+127). 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 (2,771 jobs) and Transportation and Material Moving Occupations (2,415).

Petaluma city, CA, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			5-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	3,574	\$53,000	0.84	83	2.4%	n/a	-291	-1.6%	1,949	936	1,149	-136	-0.8%
41-0000	Sales and Related	3,562	\$54,000	1.10	98	3.3%	n/a	-216	-1.2%	2,248	1,037	1,316	-105	-0.6%
53-0000	Transportation and Material Moving	3,526	\$49,200	1.17	88	3.8%	n/a	348	2.1%	2,447	911	1,504	32	0.2%
35-0000	Food Preparation and Serving Related	2,895	\$40,900	1.06	139	5.3%	n/a	-53	-0.4%	2,899	1,274	1,497	127	0.9%
51-0000	Production	2,637	\$50,700	1.35	38	3.0%	n/a	-105	-0.8%	1,418	578	929	-89	-0.7%
11-0000	Management	2,245	\$128,600	0.95	34	1.5%	n/a	219	2.1%	991	302	646	43	0.4%
29-0000	Healthcare Practitioners and Technical	1,982	\$129,100	0.99	13	0.9%	n/a	254	2.8%	706	310	318	77	0.8%
13-0000	Business and Financial Operations	1,968	\$88,400	0.89	28	1.5%	n/a	330	3.7%	902	299	583	21	0.2%
31-0000	Healthcare Support	1,695	\$40,500	1.12	42	2.8%	n/a	227	2.9%	1,414	580	685	149	1.7%
37-0000	Building and Grounds Cleaning and Maintenance	1,672	\$46,500	1.47	44	3.6%	n/a	393	5.5%	1,105	480	628	-2	0.0%
47-0000	Construction and Extraction	1,636	\$71,400	1.05	52	3.8%	n/a	219	2.9%	776	276	506	-5	-0.1%
25-0000	Educational Instruction and Library	1,253	\$74,500	0.68	24	1.9%	n/a	-111	-1.7%	585	298	294	-6	-0.1%
49-0000	Installation, Maintenance, and Repair	1,245	\$64,100	0.94	14	1.7%	n/a	73	1.2%	611	227	378	5	0.1%
15-0000	Computer and Mathematical	981	\$114,300	0.83	9	1.0%	n/a	190	4.4%	373	107	240	26	0.5%
39-0000	Personal Care and Service	834	\$43,500	1.00	55	5.3%	n/a	-40	-0.9%	826	314	458	54	1.3%
17-0000	Architecture and Engineering	616	\$108,600	1.10	5	1.3%	n/a	-7	-0.2%	217	85	136	-4	-0.1%

Petaluma city, CA, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			Total Demand	5-Year Forecast			Ann % Growth
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %		Exits	Transfers	Empl Growth	
27- 0000	Arts, Design, Entertainment, Sports, and Media	578	\$73,600	0.95	23	3.4%	n/a	-11	-0.4%	314	123	180	12	0.4%
21- 0000	Community and Social Service	463	\$69,400	0.76	6	1.4%	n/a	-13	-0.6%	256	97	136	22	0.9%
33- 0000	Protective Service	455	\$69,700	0.62	18	2.8%	n/a	84	4.2%	330	162	164	4	0.2%
19- 0000	Life, Physical, and Social Science	330	\$93,900	1.09	5	1.8%	n/a	27	1.7%	159	38	115	6	0.3%
23- 0000	Legal	171	\$138,500	0.58	2	1.0%	n/a	6	0.8%	59	26	29	4	0.4%
45- 0000	Farming, Fishing, and Forestry	143	\$41,000	0.65	14	3.6%	n/a	2	0.3%	110	36	76	-2	-0.3%
Total - All Occupations		34,463	\$67,800	1.00	n/a	n/a	n/a	1,524	0.9%	20,714	8,495	11,966	253	0.1%

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.

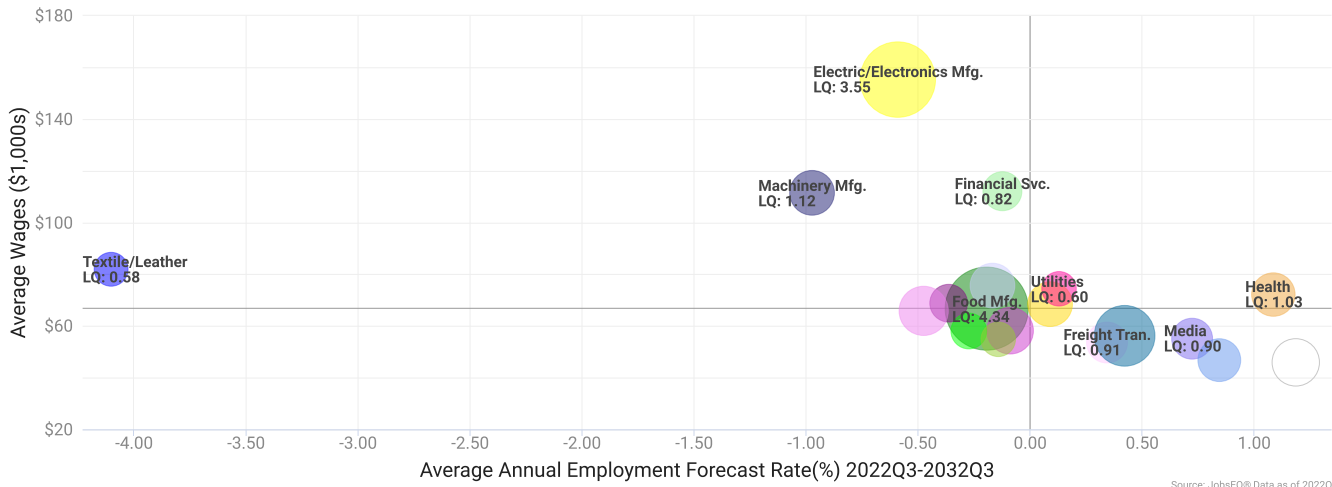
2. Wage data represent the average for all Covered Employment

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 Petaluma city, CA with the highest relative concentration is Food Mfg. with a location quotient of 4.34. This cluster employs 1,772 workers in the region with an average wage of \$66,619. 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 Petaluma city, CA as of 2022Q3

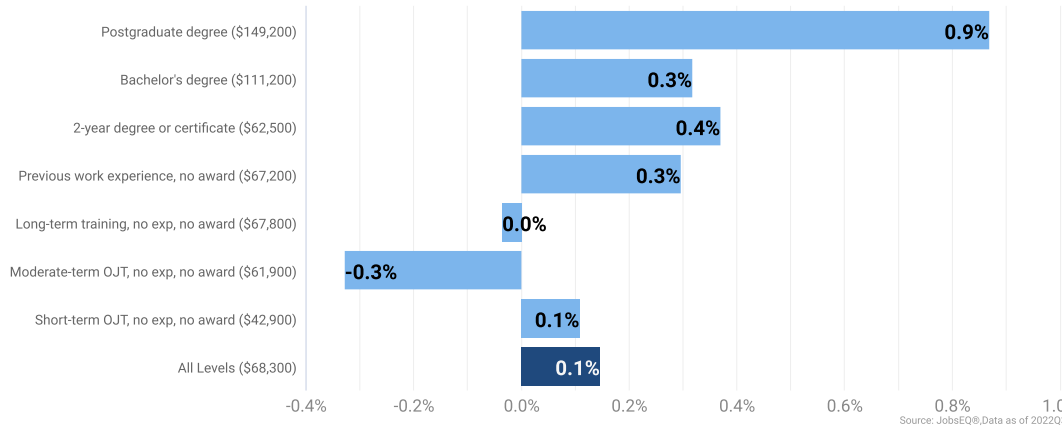


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections from 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 Petaluma city, CA is projected to grow 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.9% 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 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.

Petaluma 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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