



# Economic Overview

## Cotati city, CA



Joshua Metz  
Senior Advisor, Economic Development  
(650) 587-7300 x27  
[Rgs.ca.gov](http://Rgs.ca.gov)

Demographic Profile..... 3

Employment Trends ..... 5

Wage Trends ..... 6

Cost of Living Index ..... 7

Industry Snapshot ..... 8

Occupation Snapshot ..... 10

Industry Clusters ..... 12

Education Levels..... 13

Cotati city, CA Regional Map..... 14

FAQ..... 15

# Demographic Profile

The population in the Cotati city, CA was 7,487 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 4,287 with a participation rate of 70.1%. Of individuals 25 to 64 in the Cotati city, CA, 34.1% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Cotati city, CA is \$86,982 and the median house value is \$541,600.

## Summary<sup>1</sup>

	Percent			Value		
	Cotati city, CA	Sonoma County, California	California	Cotati city, CA	Sonoma County, California	California
<b>Demographics</b>						
Population (ACS)	—	—	—	7,487	496,801	39,346,023
Male	47.2%	48.8%	49.7%	3,531	242,657	19,562,882
Female	52.8%	51.2%	50.3%	3,956	254,144	19,783,141
Median Age <sup>2</sup>	—	—	—	38.7	42.4	36.7
Under 18 Years	20.1%	19.6%	22.8%	1,505	97,601	8,956,641
18 to 24 Years	11.1%	8.1%	9.5%	834	40,081	3,724,239
25 to 34 Years	14.6%	12.9%	15.3%	1,094	64,016	6,007,913
35 to 44 Years	14.2%	12.6%	13.3%	1,065	62,401	5,233,903
45 to 54 Years	11.9%	12.7%	12.8%	892	63,292	5,039,155
55 to 64 Years	12.6%	14.5%	12.0%	946	71,949	4,739,675
65 to 74 Years	8.4%	12.0%	8.3%	627	59,609	3,270,380
75 Years and Over	7.0%	7.6%	6.0%	524	37,852	2,374,117
Race: White	82.2%	72.5%	56.1%	6,154	360,200	22,053,721
Race: Black or African American	1.1%	1.7%	5.7%	84	8,266	2,250,962
Race: American Indian and Alaska Native	2.2%	0.9%	0.8%	161	4,441	311,629
Race: Asian	2.4%	4.3%	14.8%	176	21,239	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.3%	0.3%	0.4%	20	1,614	149,636
Race: Some Other Race	5.6%	13.3%	14.3%	418	66,089	5,623,747
Race: Two or More Races	6.3%	7.0%	7.9%	474	34,952	3,122,016
Hispanic or Latino (of any race)	22.3%	27.0%	39.1%	1,669	134,024	15,380,929
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	70.1%	64.9%	63.6%	4,287	266,216	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	88.4%	84.6%	81.5%	2,696	159,854	13,211,621
Armed Forces Labor Force	0.0%	0.2%	0.4%	0	1,010	140,982
Veterans, Age 18-64	6.8%	3.2%	3.0%	328	9,667	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	91.5%	79.2%	76.1%	300	7,653	565,185
Median Household Income <sup>2</sup>	—	—	—	\$86,982	\$86,173	\$78,672
Per Capita Income	—	—	—	\$39,213	\$44,071	\$38,576
Mean Commute Time (minutes)	—	—	—	28.7	25.6	29.8
Commute via Public Transportation	3.8%	1.6%	4.6%	154	3,926	843,498
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	5.3%	11.8%	15.2%	210	30,862	3,199,850
High School Graduate	22.4%	18.9%	20.4%	894	49,401	4,282,776
Some College, No Degree	26.5%	25.5%	21.0%	1,060	66,828	4,412,172
Associate's Degree	11.8%	9.4%	8.0%	471	24,476	1,678,082
Bachelor's Degree	23.4%	22.8%	22.6%	936	59,624	4,741,354
Postgraduate Degree	10.7%	11.6%	12.9%	426	30,467	2,706,412
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Cotati city, CA	Sonoma County, California	California	Cotati city, CA	Sonoma County, California	California
Total Housing Units	—	—	—	2,917	206,498	14,210,945
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$541,600	\$640,000	\$538,500
Homeowner Vacancy	1.9%	0.7%	1.1%	30	803	77,702
Rental Vacancy	1.6%	3.0%	3.7%	20	2,269	227,993
Renter-Occupied Housing Units (% of Occupied Units)	44.2%	38.7%	44.7%	1,212	73,113	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	2.0%	4.8%	7.0%	56	9,120	920,362
<b>Social</b>						
Poverty Level (of all people)	9.6%	8.8%	12.6%	713	43,086	4,853,434
Households Receiving Food Stamps/SNAP	6.6%	5.9%	9.0%	180	11,060	1,183,873
Enrolled in Grade 12 (% of total population)	0.5%	1.4%	1.5%	37	6,745	576,714
Disconnected Youth <sup>3</sup>	0.0%	1.9%	1.9%	0	450	38,451
Children in Single Parent Families (% of all children)	25.3%	31.3%	32.8%	366	28,882	2,796,858
Uninsured	4.1%	6.0%	7.2%	308	29,765	2,806,173
With a Disability, Age 18-64	8.1%	9.0%	8.0%	393	26,778	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	48.1%	50.7%	43.0%	189	13,571	837,117
Foreign Born	12.2%	16.6%	26.6%	915	82,422	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	8.7%	10.9%	17.4%	618	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.

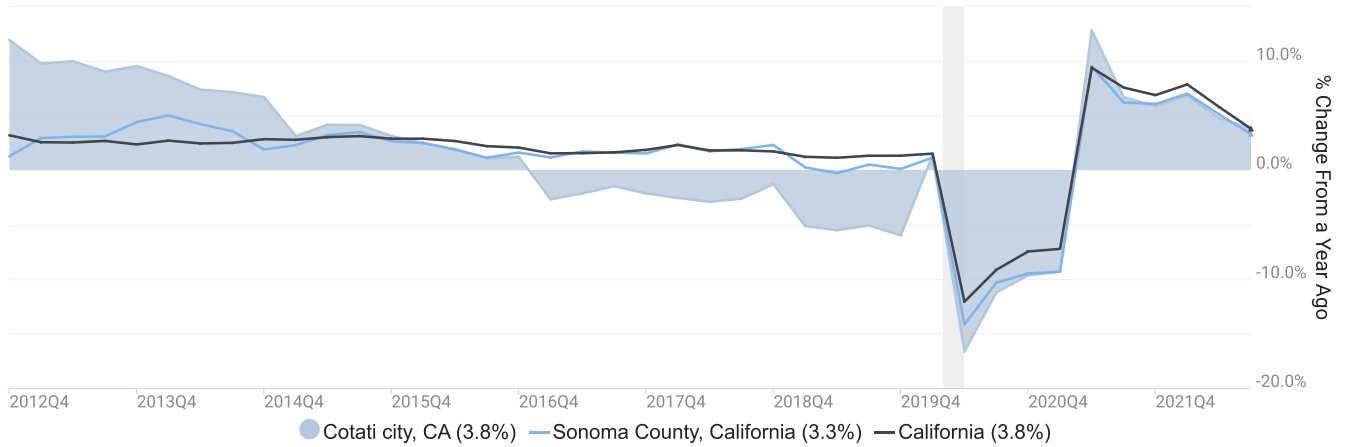
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

# Employment Trends

As of 2022Q3, total employment for the Cotati city, CA was 3,582 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 3.8% in the region.

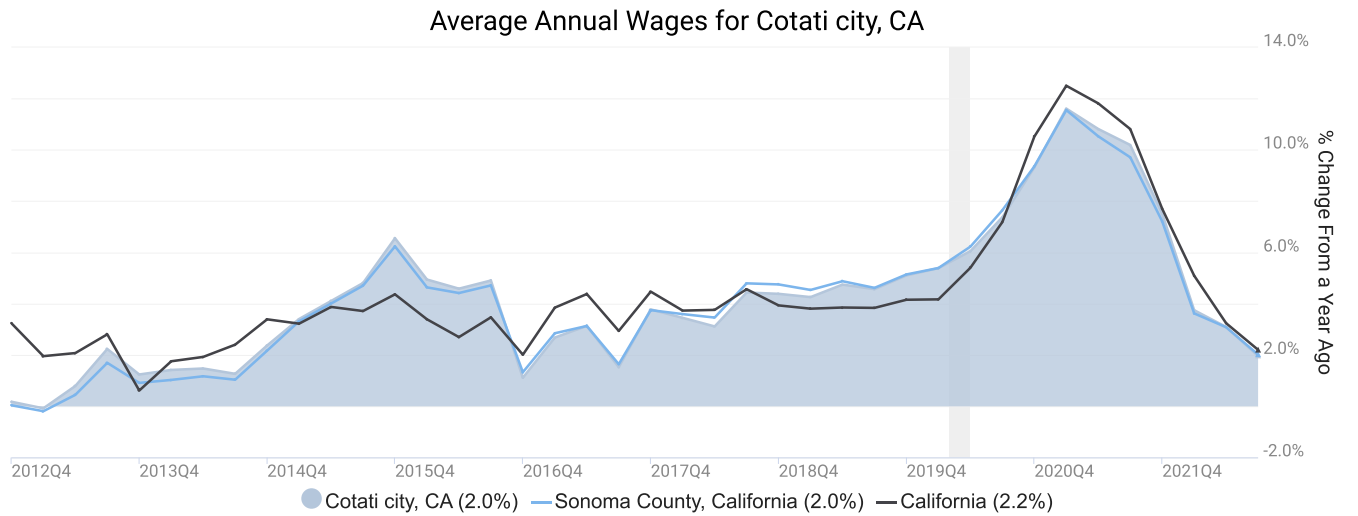
Employment for Cotati city, CA



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 Cotati city, CA earned annual wages of \$66,638 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 Cotati city, CA than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Cotati city, CA	\$66,638	162.8	\$40,927
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®](#)

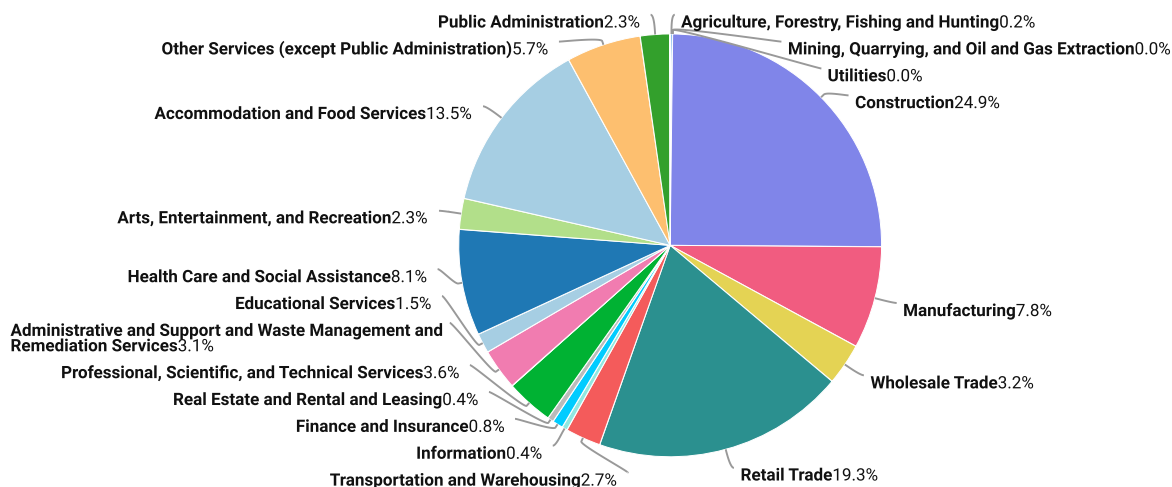
Data as of 2022Q3

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

# Industry Snapshot

The largest sector in the Cotati city, CA is Construction, employing 892 workers. The next-largest sectors in the region are Retail Trade (691 workers) and Accommodation and Food Services (482). 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 Construction (LQ = 4.19), Retail Trade (1.91), and Accommodation and Food Services (1.59).

Total Workers for Cotati 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 Cotati city, CA with the highest average wages per worker are Management of Companies and Enterprises (\$123,057), Finance and Insurance (\$114,415), and Manufacturing (\$99,075). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Construction (+231 jobs), Administrative and Support and Waste Management and Remediation Services (+32), and Real Estate and Rental and Leasing (+7).

Over the next 5 years, employment in the Cotati city, CA is projected to expand by 15 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+24 jobs), Health Care and Social Assistance (+24), and Other Services (except Public Administration) (+6).



Cotati city, CA, 2022Q3<sup>1</sup>

NAICS	Industry	Empl	Current	5-Year History		Total Demand	5-Year Forecast				
			Avg Ann Wages	LQ	Empl Change		Ann %	Exits	Transfers	Empl Growth	Ann % Growth
23	Construction	892	\$74,887	4.19	231	6.2%	425	156	278	-9	-0.2%
44	Retail Trade	691	\$45,849	1.91	-14	-0.4%	462	207	274	-20	-0.6%
72	Accommodation and Food Services	482	\$33,485	1.59	-12	-0.5%	455	195	236	24	1.0%
62	Health Care and Social Assistance	291	\$70,838	0.57	-523	-18.6%	179	71	84	24	1.6%
31	Manufacturing	280	\$99,075	0.97	-13	-0.9%	138	55	94	-11	-0.8%
81	Other Services (except Public Administration)	204	\$43,913	1.33	-10	-1.0%	131	53	73	6	0.6%
54	Professional, Scientific, and Technical Services	130	\$85,454	0.50	-12	-1.8%	62	22	37	3	0.4%
42	Wholesale Trade	114	\$82,021	0.85	-12	-2.0%	62	23	40	-1	-0.3%
56	Administrative and Support and Waste Management and Remediation Services	112	\$50,980	0.48	32	7.0%	66	27	40	-1	-0.2%
48	Transportation and Warehousing	96	\$71,795	0.54	0	0.0%	55	23	34	-2	-0.4%
71	Arts, Entertainment, and Recreation	84	\$32,244	1.23	-18	-3.8%	68	27	37	4	0.9%
92	Public Administration	81	\$92,737	0.49	-6	-1.5%	38	16	23	-2	-0.4%
61	Educational Services	54	\$58,386	0.19	5	1.9%	26	13	14	0	-0.2%
52	Finance and Insurance	29	\$114,415	0.20	3	2.5%	13	5	9	0	-0.2%
53	Real Estate and Rental and Leasing	16	\$72,789	0.25	7	13.0%	8	4	5	0	-0.4%
51	Information	15	\$80,823	0.21	-48	-24.9%	7	3	5	0	-0.2%
11	Agriculture, Forestry, Fishing and Hunting	7	\$69,220	0.15	1	3.1%	4	2	2	0	-0.2%
55	Management of Companies and Enterprises	1	\$123,057	0.01	-10	-43.5%	0	0	0	0	-0.1%
99	Unclassified	0	n/a	0.00	-11	n/a	0	0	0	0	0.2%
<b>Total - All Industries</b>		<b>3,582</b>	<b>\$66,638</b>	<b>1.00</b>	<b>-409</b>	<b>-2.1%</b>	<b>2,082</b>	<b>864</b>	<b>1,203</b>	<b>15</b>	<b>0.1%</b>

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 Cotati city, CA is Construction and Extraction Occupations, employing 587 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (454 workers) and Sales and Related Occupations (451). 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 Construction and Extraction Occupations (LQ = 3.63), Food Preparation and Serving Related Occupations (1.61), and Sales and Related Occupations (1.34).

Occupation groups in the Cotati 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 0.8% among Healthcare Practitioners and Technical Occupations to 5.3% among Personal Care and Service Occupations.

Over the next 5 years, the fastest growing occupation group in the Cotati city, CA is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+22 jobs) and Healthcare Support Occupations (+19). 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 (436 jobs) and Sales and Related Occupations (320).

Cotati city, CA, 2022Q3<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	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
47-0000	Construction and Extraction	587	\$71,400	3.63	5	3.2%	n/a	129	5.1%	276	97	181	-2	-0.1%
35-0000	Food Preparation and Serving Related	454	\$40,900	1.61	15	4.8%	n/a	-13	-0.6%	458	200	236	22	0.9%
41-0000	Sales and Related	451	\$54,000	1.34	14	3.3%	n/a	-14	-0.6%	306	145	175	-14	-0.6%
53-0000	Transportation and Material Moving	311	\$49,200	0.99	10	3.6%	n/a	-54	-3.1%	213	80	133	0	0.0%
43-0000	Office and Administrative Support	305	\$53,000	0.69	14	2.3%	n/a	-86	-4.8%	157	80	94	-16	-1.1%
11-0000	Management	208	\$128,600	0.85	4	1.4%	n/a	4	0.4%	92	28	61	2	0.2%
51-0000	Production	196	\$50,700	0.97	3	2.3%	n/a	-20	-1.9%	101	43	66	-9	-0.9%
31-0000	Healthcare Support	157	\$40,500	1.00	6	2.5%	n/a	32	4.7%	137	59	59	19	2.3%
49-0000	Installation, Maintenance, and Repair	150	\$64,100	1.08	4	1.7%	n/a	-10	-1.2%	72	27	47	-1	-0.1%
13-0000	Business and Financial Operations	146	\$88,400	0.64	3	1.4%	n/a	17	2.5%	66	22	44	0	0.0%
37-0000	Building and Grounds Cleaning and Maintenance	122	\$46,500	1.03	4	3.3%	n/a	28	5.3%	81	36	45	0	0.0%
39-0000	Personal Care and Service	98	\$43,500	1.14	8	5.3%	n/a	1	0.2%	92	35	51	6	1.2%
29-0000	Healthcare Practitioners and Technical	85	\$129,100	0.41	2	0.8%	n/a	-407	-29.7%	31	12	17	2	0.4%
27-0000	Arts, Design, Entertainment, Sports, and Media	67	\$73,600	1.06	1	2.8%	n/a	-6	-1.8%	37	14	21	2	0.5%
25-0000	Educational Instruction and Library	59	\$74,500	0.31	3	1.8%	n/a	3	1.0%	31	15	15	1	0.2%
15-0000	Computer and Mathematical	43	\$114,300	0.35	1	1.0%	n/a	0	0.1%	16	5	11	1	0.3%

### Cotati city, CA, 2022Q3<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	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
21-0000	Community and Social Service	41	\$69,400	0.66	1	1.4%	n/a	0	-0.2%	23	9	12	1	0.7%
17-0000	Architecture and Engineering	34	\$108,600	0.58	1	1.4%	n/a	-1	-0.8%	12	5	8	0	-0.3%
33-0000	Protective Service	31	\$69,700	0.40	3	2.5%	n/a	-6	-3.8%	19	9	10	0	0.0%
19-0000	Life, Physical, and Social Science	14	\$93,900	0.44	1	2.2%	n/a	-6	-7.2%	7	2	5	0	0.2%
23-0000	Legal	13	\$138,500	0.41	0	n/a	n/a	-1	-2.1%	4	2	2	0	0.3%
45-0000	Farming, Fishing, and Forestry	11	\$41,000	0.49	1	3.3%	n/a	2	3.5%	9	3	6	0	-0.2%
<b>Total - All Occupations</b>		<b>3,582</b>	<b>\$67,800</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-409</b>	<b>-2.1%</b>	<b>2,241</b>	<b>926</b>	<b>1,300</b>	<b>15</b>	<b>0.1%</b>

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.

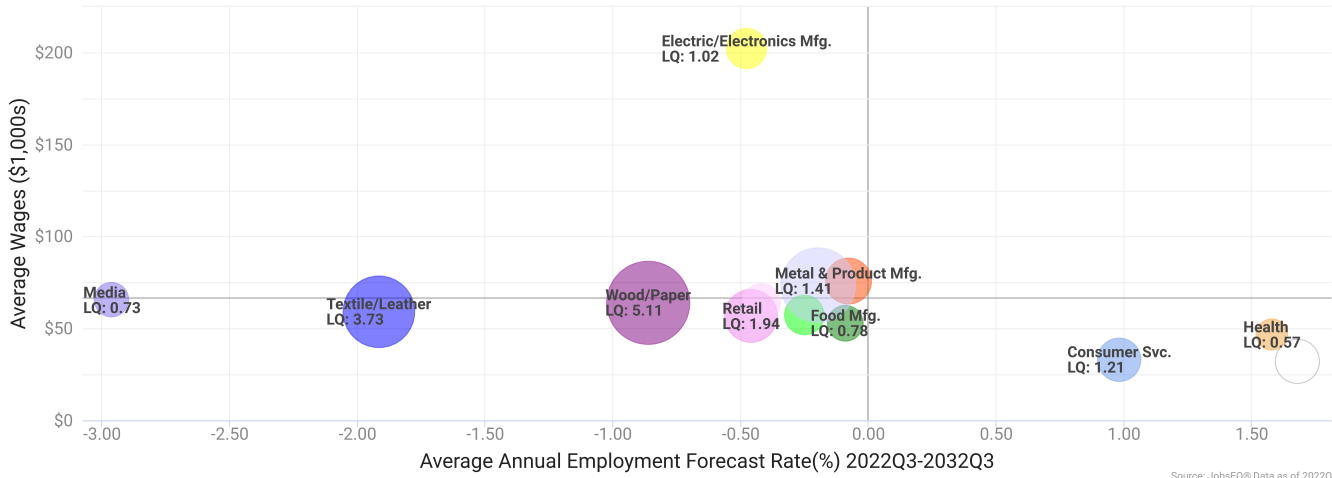
2. Wage data represent the average for all Covered Employment

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 Cotati city, CA with the highest relative concentration is Wood/Paper with a location quotient of 5.11. This cluster employs 105 workers in the region with an average wage of \$64,106. Employment in the Wood/Paper cluster is projected to contract in the region about 0.9% per year over the next ten years.

Industry Clusters for Cotati city, CA as of 2022Q3



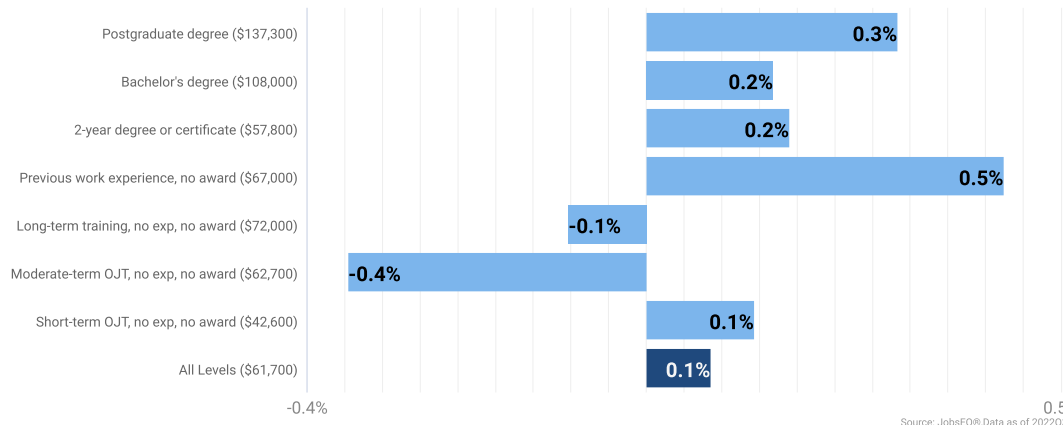
Source: JobsEQ® Data as of 2022Q3

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 Cotati city, CA is projected to grow 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.3% per year, those requiring a bachelor’s degree are forecast to grow 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.2% 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.

# Cotati 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

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.