Napa County

Demographic and Economic Profile and Long-Run Forecast



Napa County Profile

- Napa County ranked seventh among California's counties in per capita income ($96,500 in 2024$) in 2023, just behind Contra Costa and Alameda counties.
- Napa County's median price for a single-family home was $937,000 in 2024, nearly 108 percent of the statewide average price of $867,000 for the same period.
- It costs about $10,900 a month ($131,000 a year) for a family of three to live in the county, about 20 percent more than the statewide average, and nearly 1.6 times the cost to live in Imperial and Kern counties, the cheapest in California, with a cost of about $6,700 a month.



Napa County Latest Actual

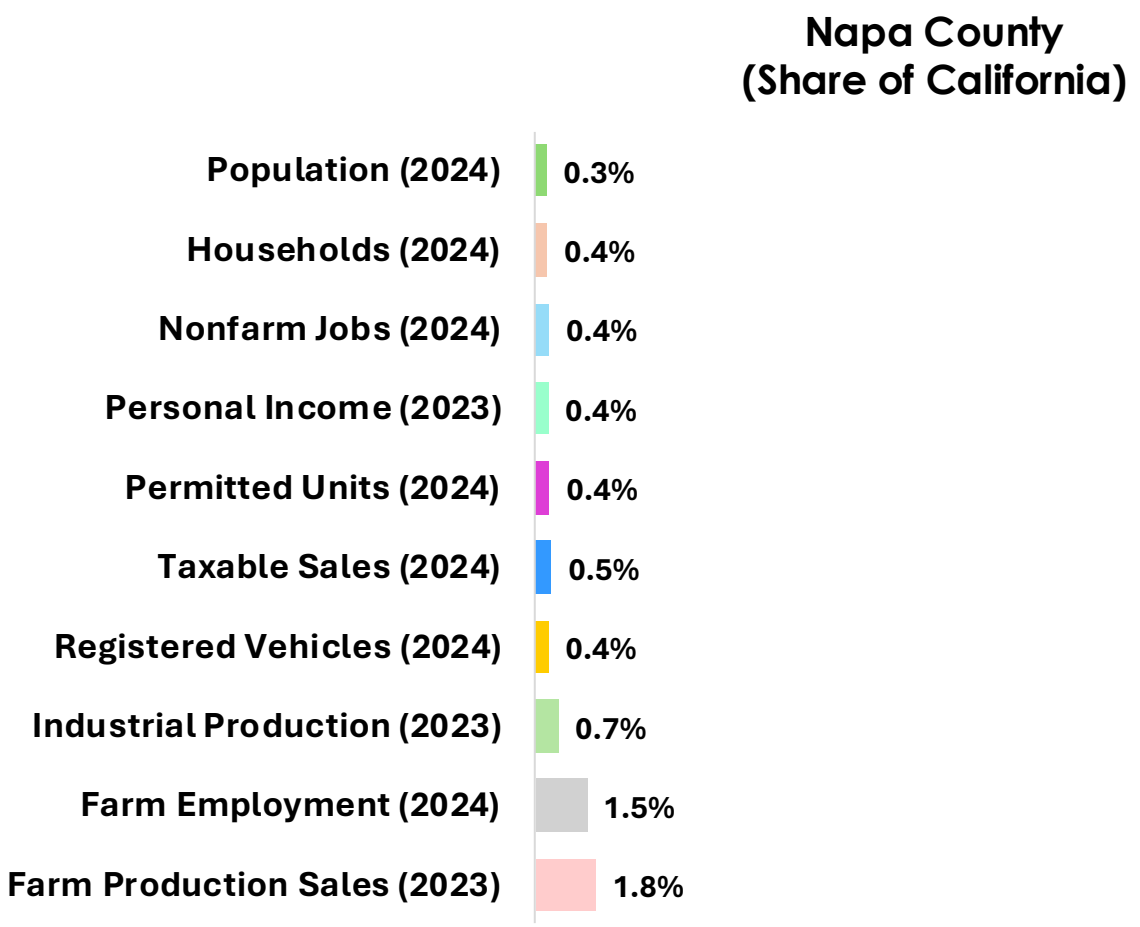
Levels and State Rank

Population 134,900 in 2024 (# 34)	**Households** 50,500 in 2024 (# 33)	**Net Migration** -70 in 2024 (# 29)	**Nonfarm Jobs** 75,500 in 2024 (# 28)	**Unemployment Rate**[1] 3.9% in 2024 (# 3)
Personal Income $12.7 Billion in 2023 (# 29)	**Per Capita Income**[3] $96,500 in 2023 (# 7)	**Inflation Rate**[1,2] 3.1% in 2024 (# 3)	**New Homes Permitted** 440 Units in 2024 (# 30)	**Taxable Sales** $4.6 Billion in 2024 (# 27)
Registered Vehicles 145,000 in 2024 (# 34)	**Real Industrial Production** $2.8 Billion in 2023 (# 23)	**Farm Jobs** 6,300 in 2024 (# 16)	**Farm Production Sales** $1.2 Billion in 2023 (# 15)	



1. Inflation and unemployment rates are ordered from the lowest to highest, such that counties with lower rates rank closer to #1, reflecting a favorable economic status.
2. Inflation rates are based on four regional Consumer Price Index (CPI) estimates produced by the U.S. Bureau of Labor Statistics (BLS). County-level CPI data do not exist, and all 58 counties are assigned to one of the four regions or the statewide inflation forecast, resulting in only five distinct inflation rankings.
3. Per capita income is converted into 2024 dollars using the statewide California Consumer Price Index (CPI).

Napa County Latest Actual



Unemployment Rate Differential
-1.4 ppt in 2024

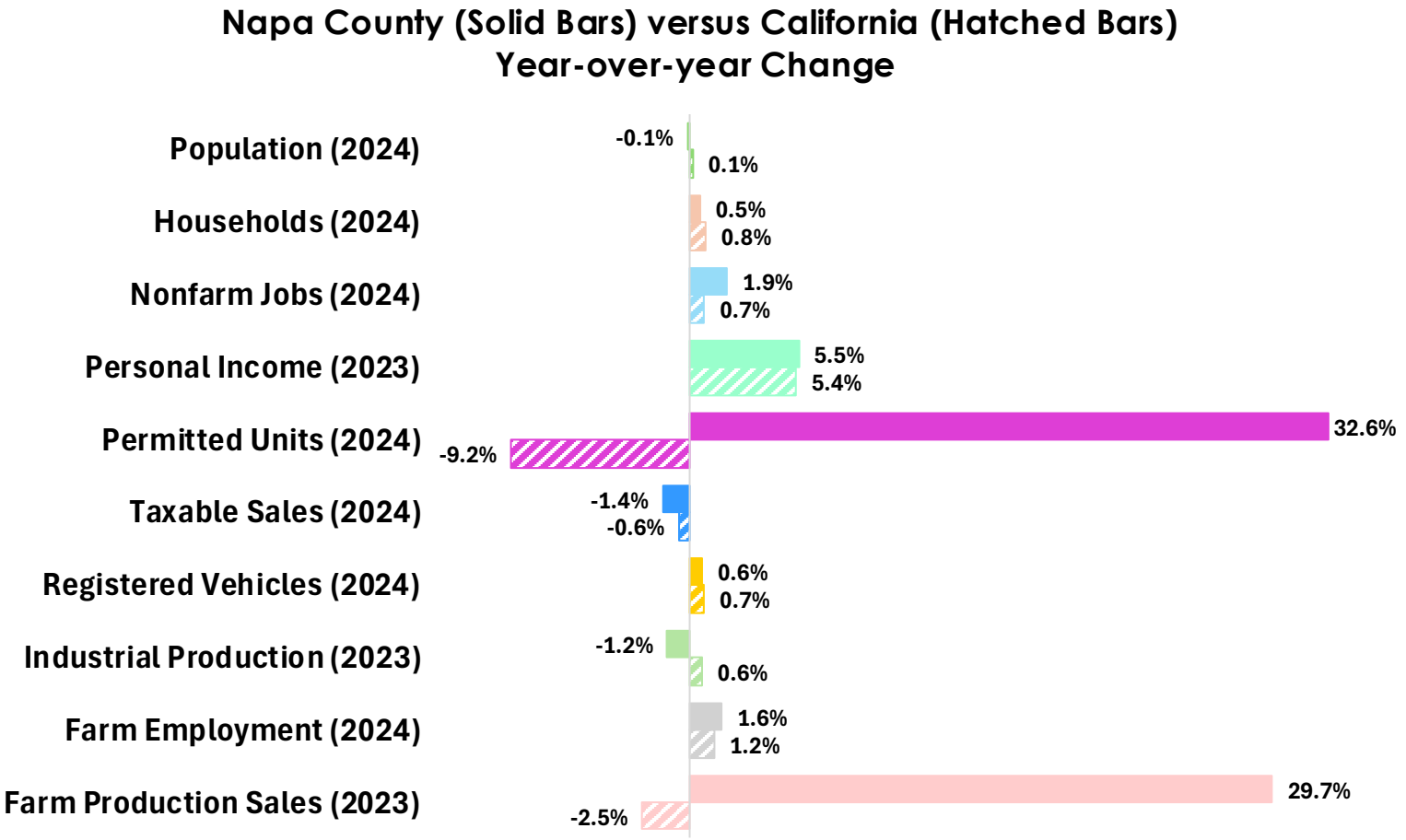
Per Capita Income Ratio
115% in 2023

Inflation Rate Differential
0 ppt in 2024

Net Migration
-70
(CA -62,700)
in 2024



Napa County Profile



Unemployment Rate Change
0.5 (2024) ppt
CA: 0.6 ppt in 2024

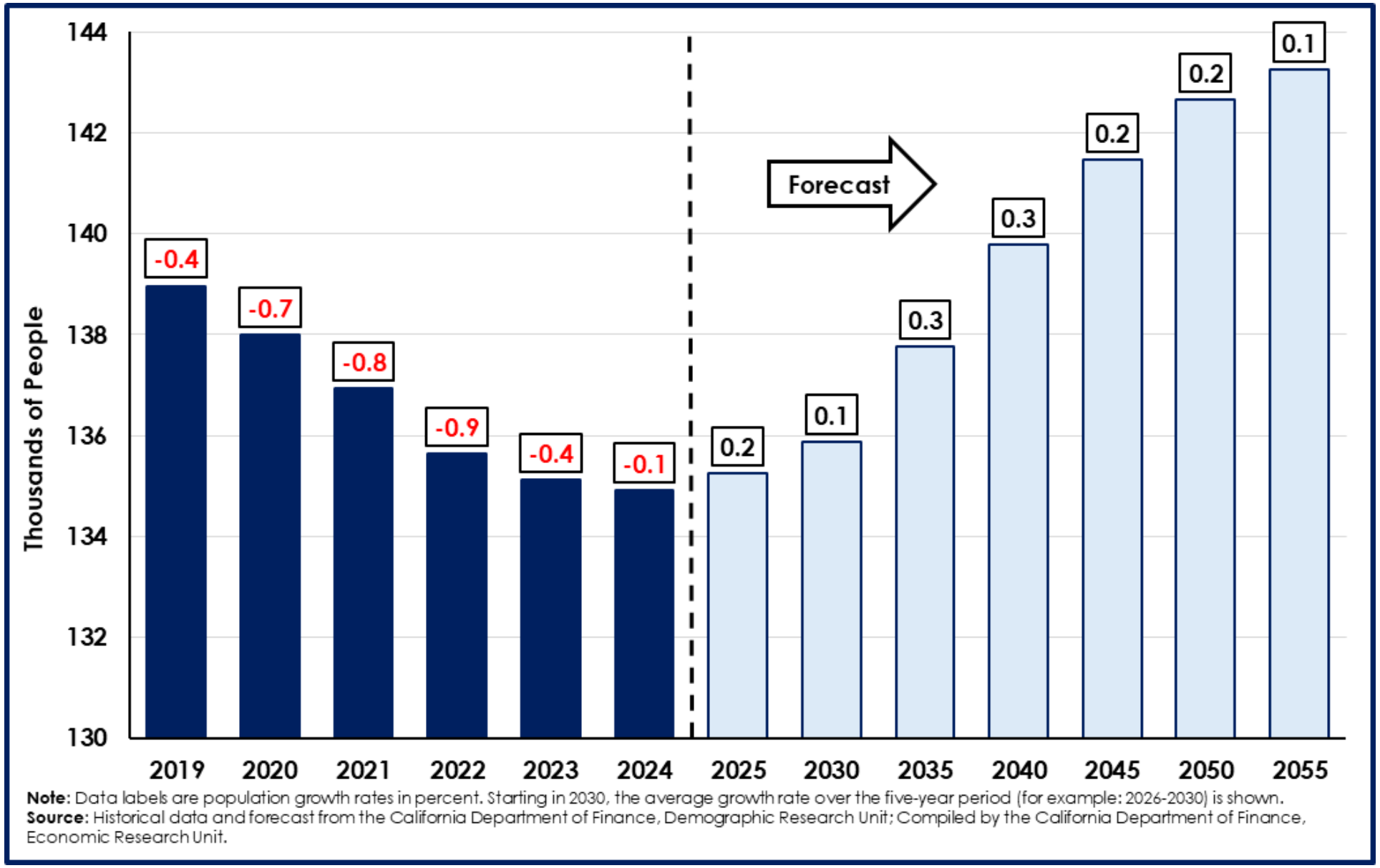
Per Capita Income Change (2023)
2%
CA: 1.4%

Inflation Rate Change (2024)
-0.8 ppt
CA: -0.8 ppt (2024)

Net Migration
-500 in 2023
(CA: -133,400)
-70 in 2024
(CA: -62,700)



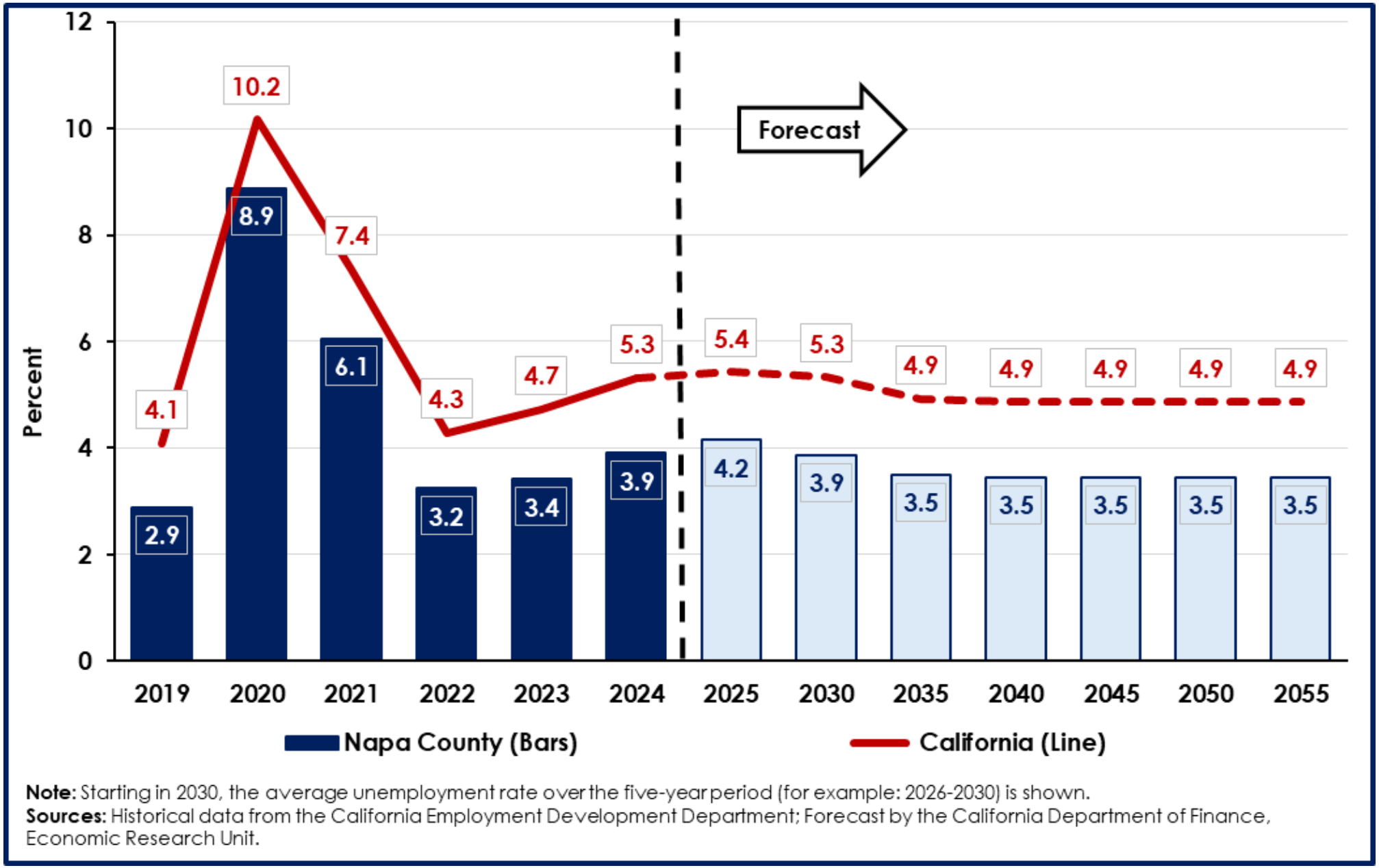
Napa County Population Forecast



Note: Data labels are population growth rates in percent. Starting in 2030, the average growth rate over the five-year period (for example: 2026-2030) is shown.
Source: Historical data and forecast from the California Department of Finance, Demographic Research Unit; Compiled by the California Department of Finance, Economic Research Unit.



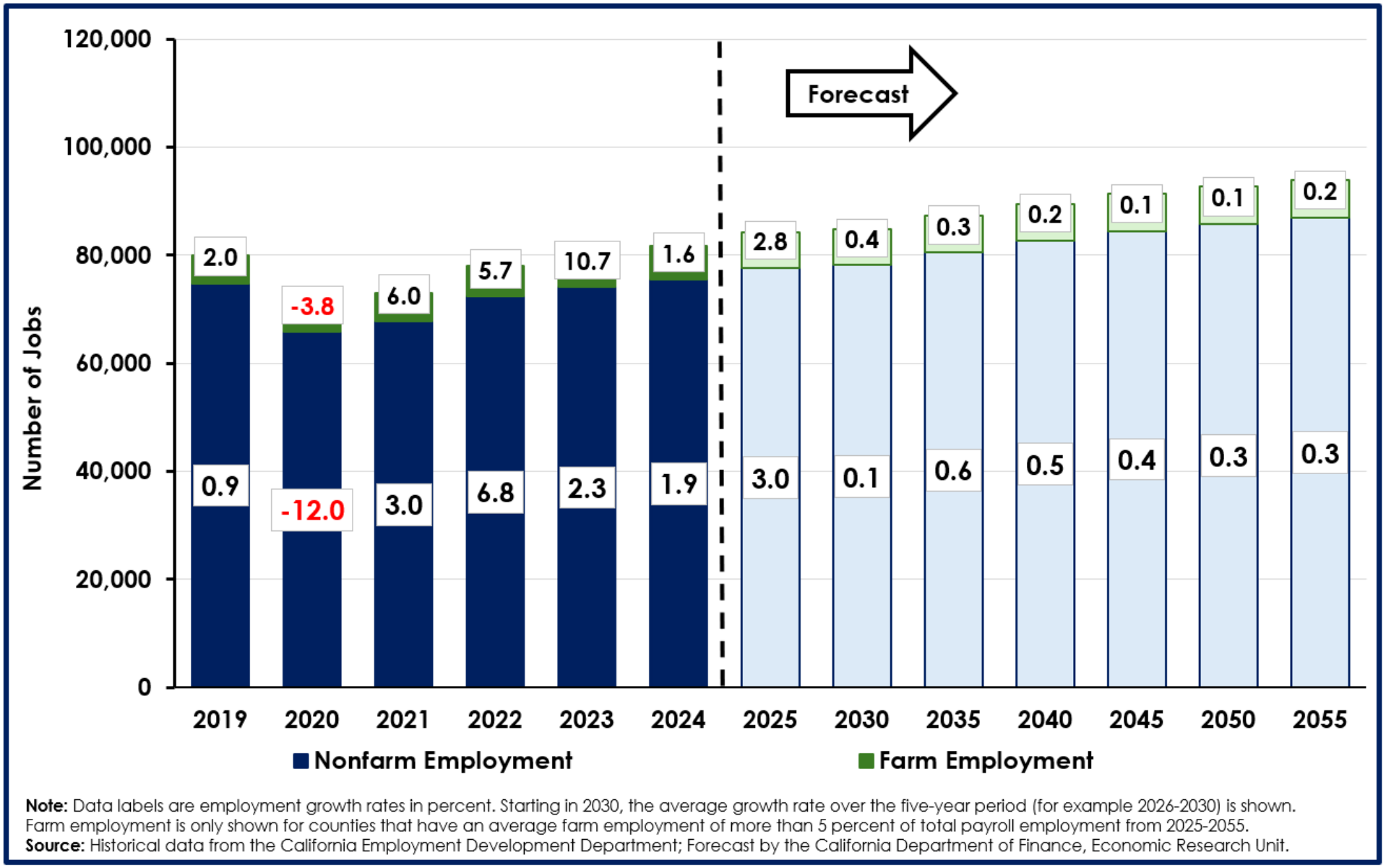
Napa County and California Unemployment Rate Forecast





Note: Starting in 2030, the average unemployment rate over the five-year period (for example: 2026-2030) is shown.
Sources: Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.

Napa County Payroll Employment Forecast

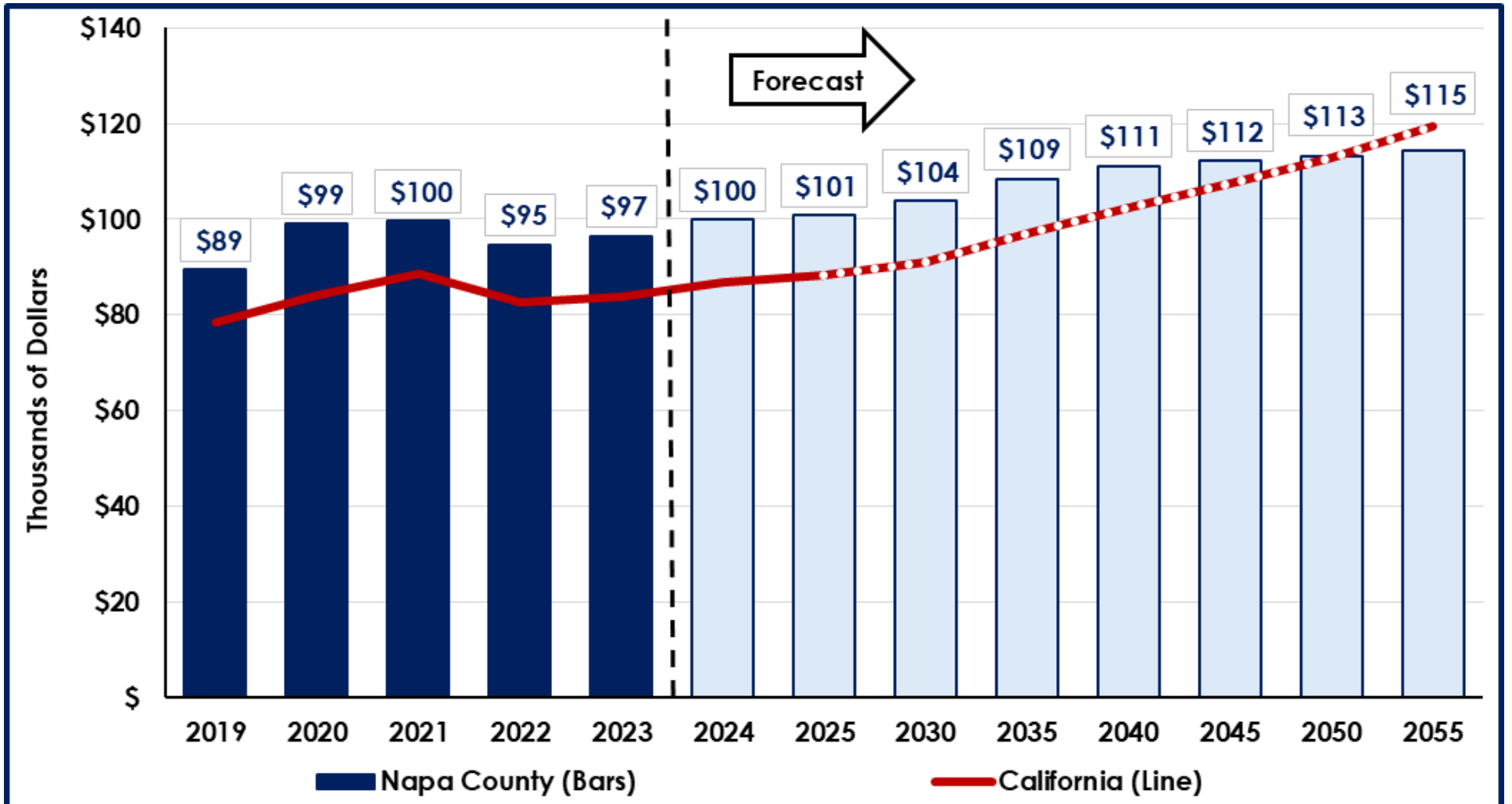


Note: Data labels are employment growth rates in percent. Starting in 2030, the average growth rate over the five-year period (for example 2026-2030) is shown. Farm employment is only shown for counties that have an average farm employment of more than 5 percent of total payroll employment from 2025-2055.
Source: Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



Caltrans

Napa County and California Per Capita Income Forecast





Note: Forecast starts in 2024 for Napa County and in 2025 for California.
Per capita income figures are in 2024 dollars and are deflated using the statewide California Consumer Price Index for All Urban Consumers (CPI-U).
Starting in 2030, the average per capita income over the five-year period (for example: 2026-2030) is shown.
Source: Population data and forecast from the California Department of Finance, Demographic Research Unit; personal income data from the U.S. Bureau of Economic Analysis and forecast by the California Department of Finance, Economic Research Unit.



For More Information: eru@dof.ca.gov