

Sonoma County

Demographic and Economic Profile and Long-Run Forecast



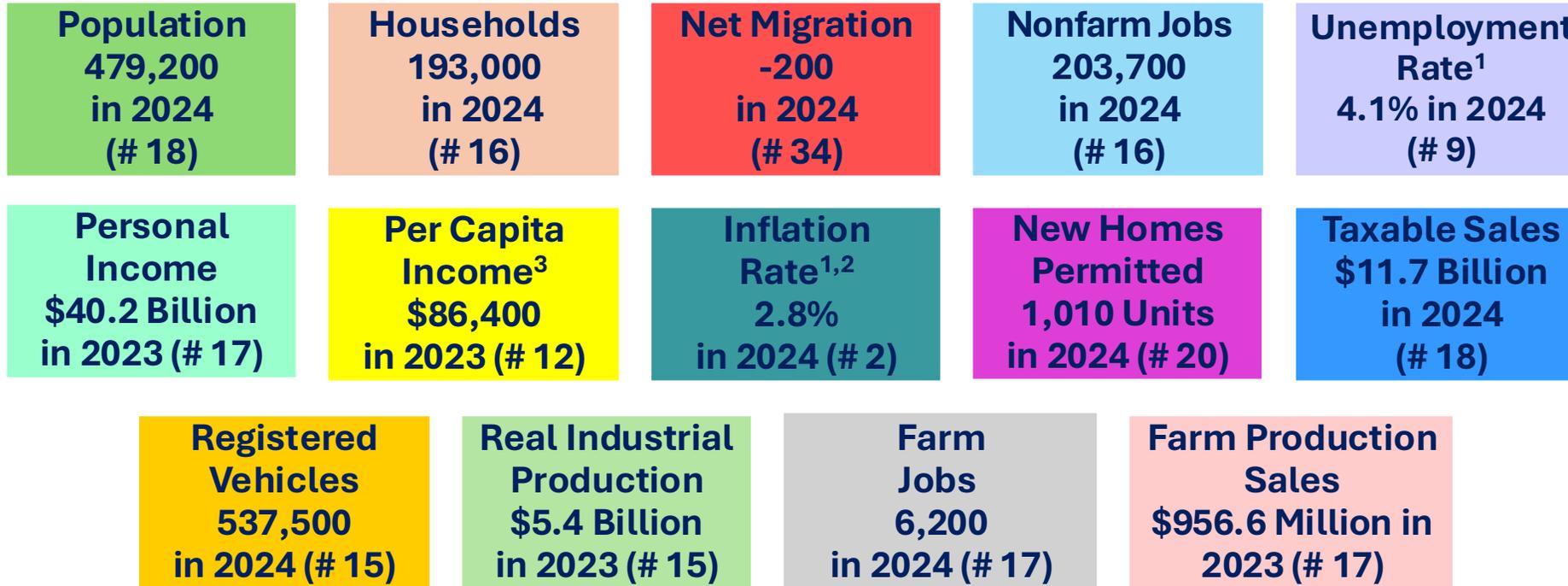
Sonoma County Profile

- Sonoma County had the ninth-lowest unemployment rate (4.1 percent) of California counties in 2024.
- Sonoma County's median price of a single-family home was \$839,000 in 2024, slightly less than the statewide average price of \$867,000 for the same period.
- It costs about \$10,000 a month (\$120,100 a year) for a family of three to live in the county, about ten percent more than the statewide average, and about 1.5 times the cost of Imperial and Kern counties, the cheapest in California, with a cost of about \$6,700 a month.



Sonoma County Latest Actual

Levels and State Rank



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).



Sonoma County Latest Actual

Sonoma County (Share of California)

Population (2024)	1.2%
Households (2024)	1.4%
Nonfarm Jobs (2024)	1.1%
Personal Income (2023)	1.3%
Permitted Units (2024)	1.0%
Taxable Sales (2024)	1.3%
Registered Vehicles (2024)	1.5%
Industrial Production (2023)	1.3%
Farm Employment (2024)	1.5%
Farm Production Sales (2023)	1.4%

Unemployment
Rate Differential
-1.2 ppt in 2024

Per Capita
Income Ratio
103% in 2023

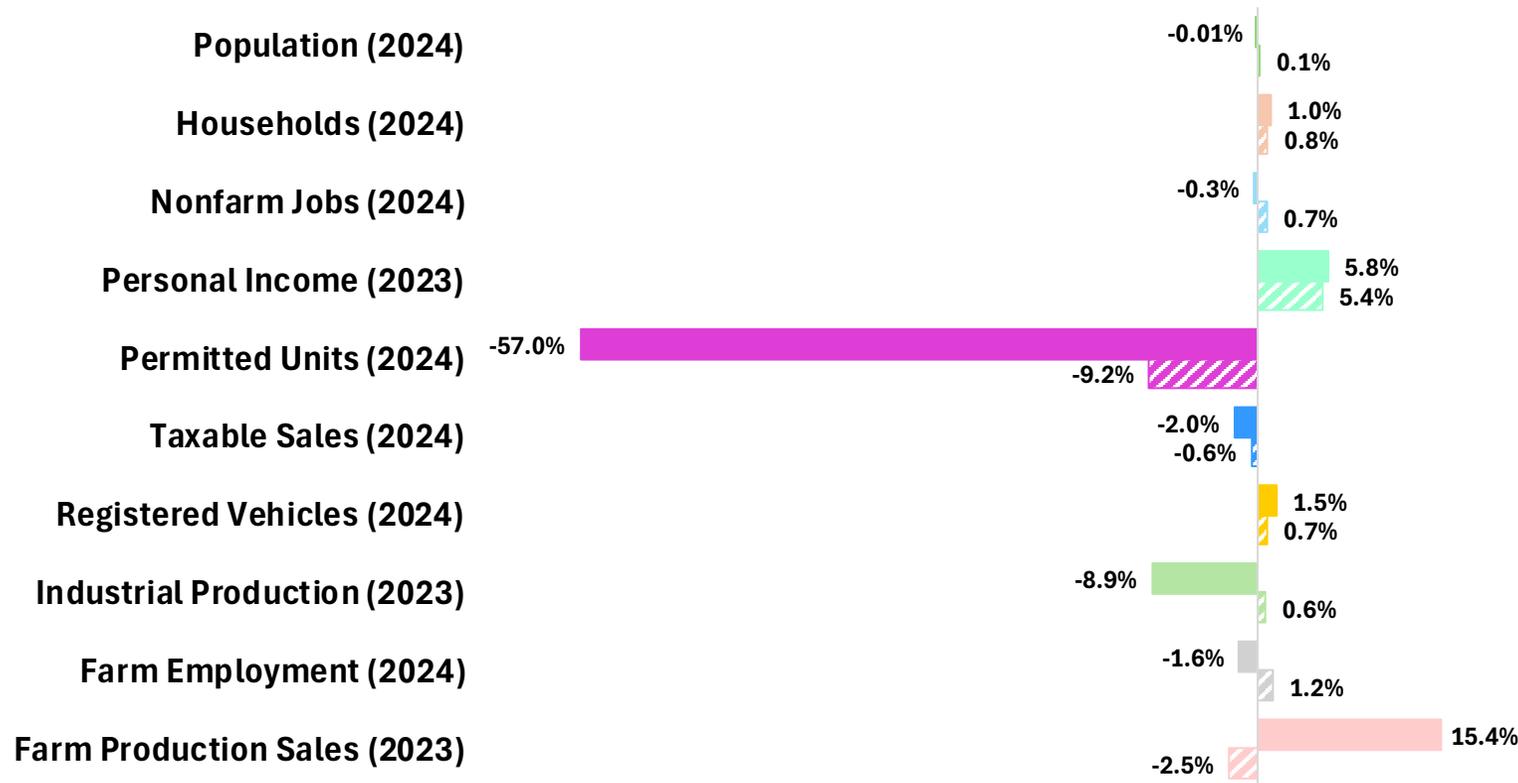
Inflation Rate
Differential
-0.3 ppt in 2024

Net Migration
-200
(CA -62,700)
in 2024



Sonoma County Latest Actual

Sonoma County (Solid Bars) versus California (Hatched Bars)
Year-over-year Change



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

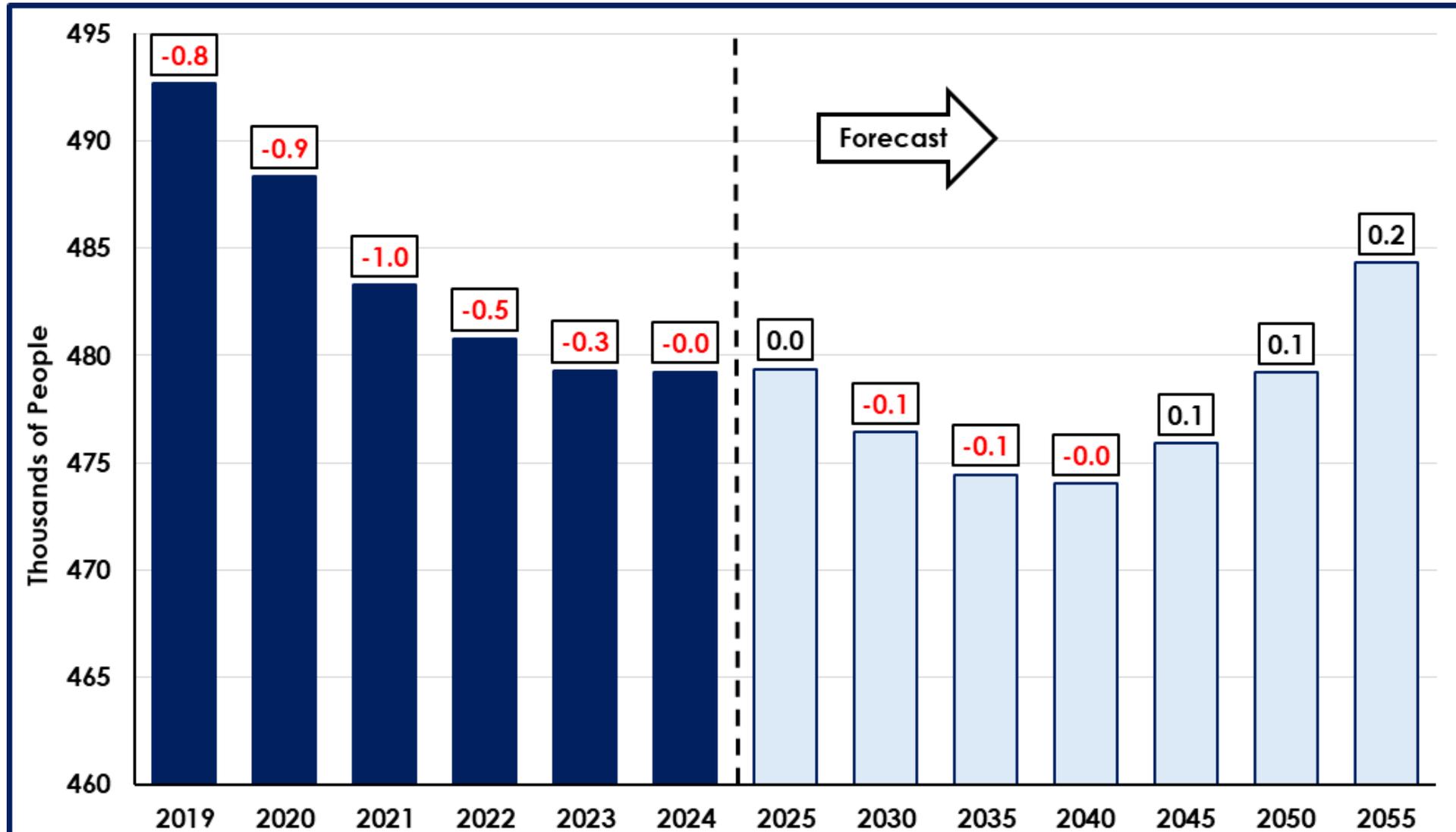
Per Capita Income Change (2023)
2.2%
CA: 1.4%

Inflation Rate Change
-0.9 ppt in 2024
CA: -0.8 ppt

Net Migration
-1,200 in 2023
(CA: -133,400)
-200 in 2024 (CA: -62,700)



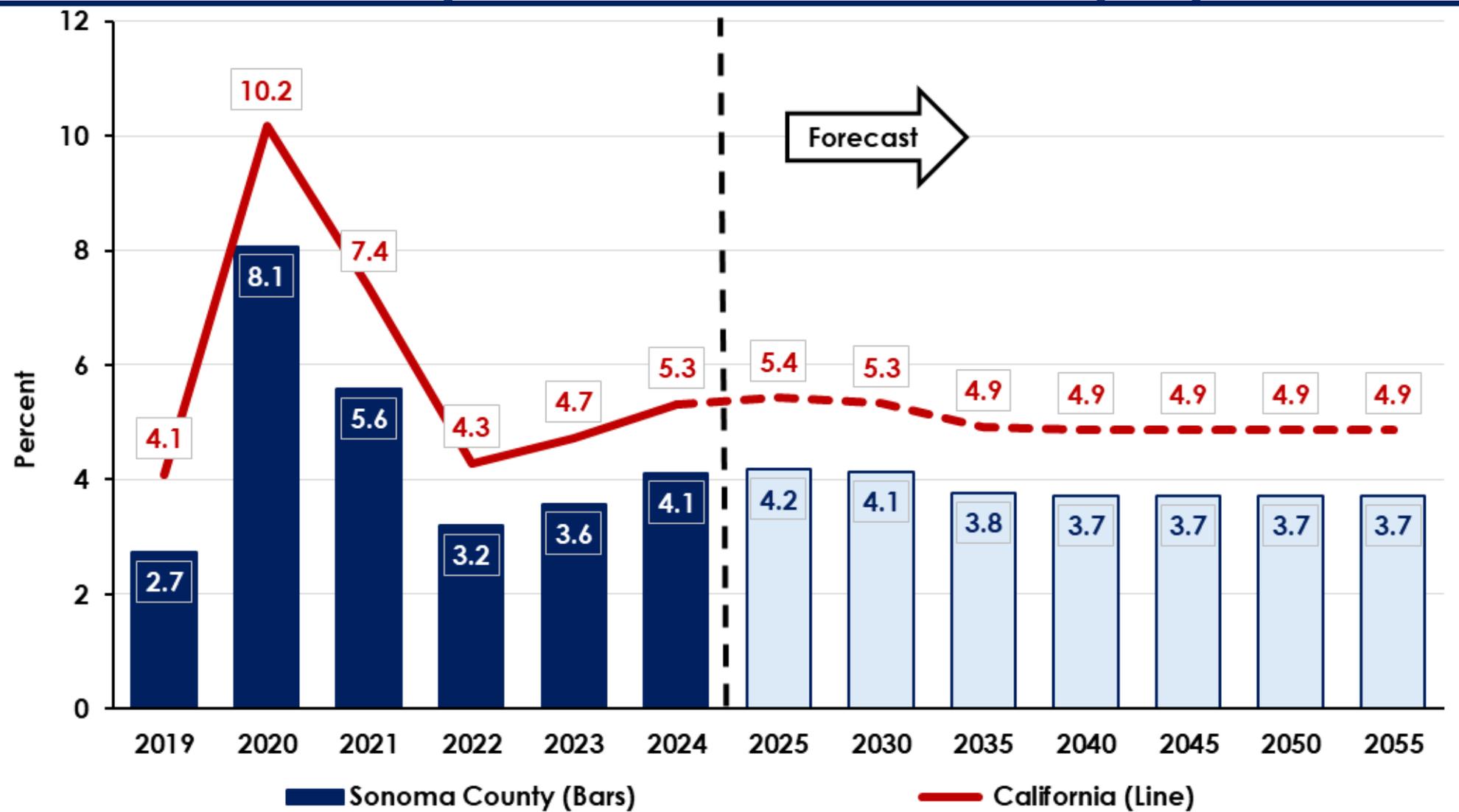
Sonoma County Population Forecast



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.



Sonoma County and California Unemployment Rate Forecast

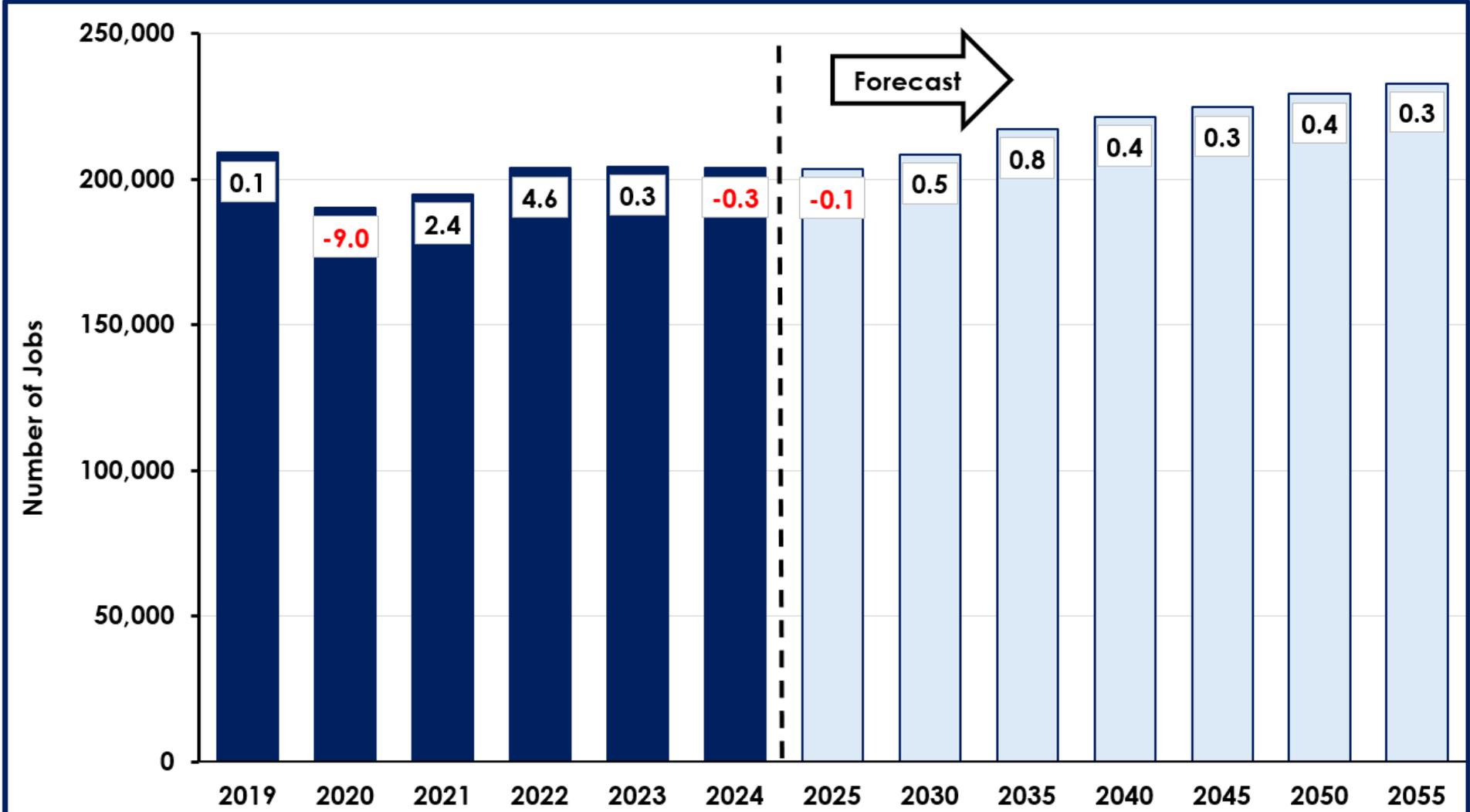


Note: Starting in 2030, the average unemployment rate over the five-year period (for example: 2026-2030) is shown.

Sources: Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



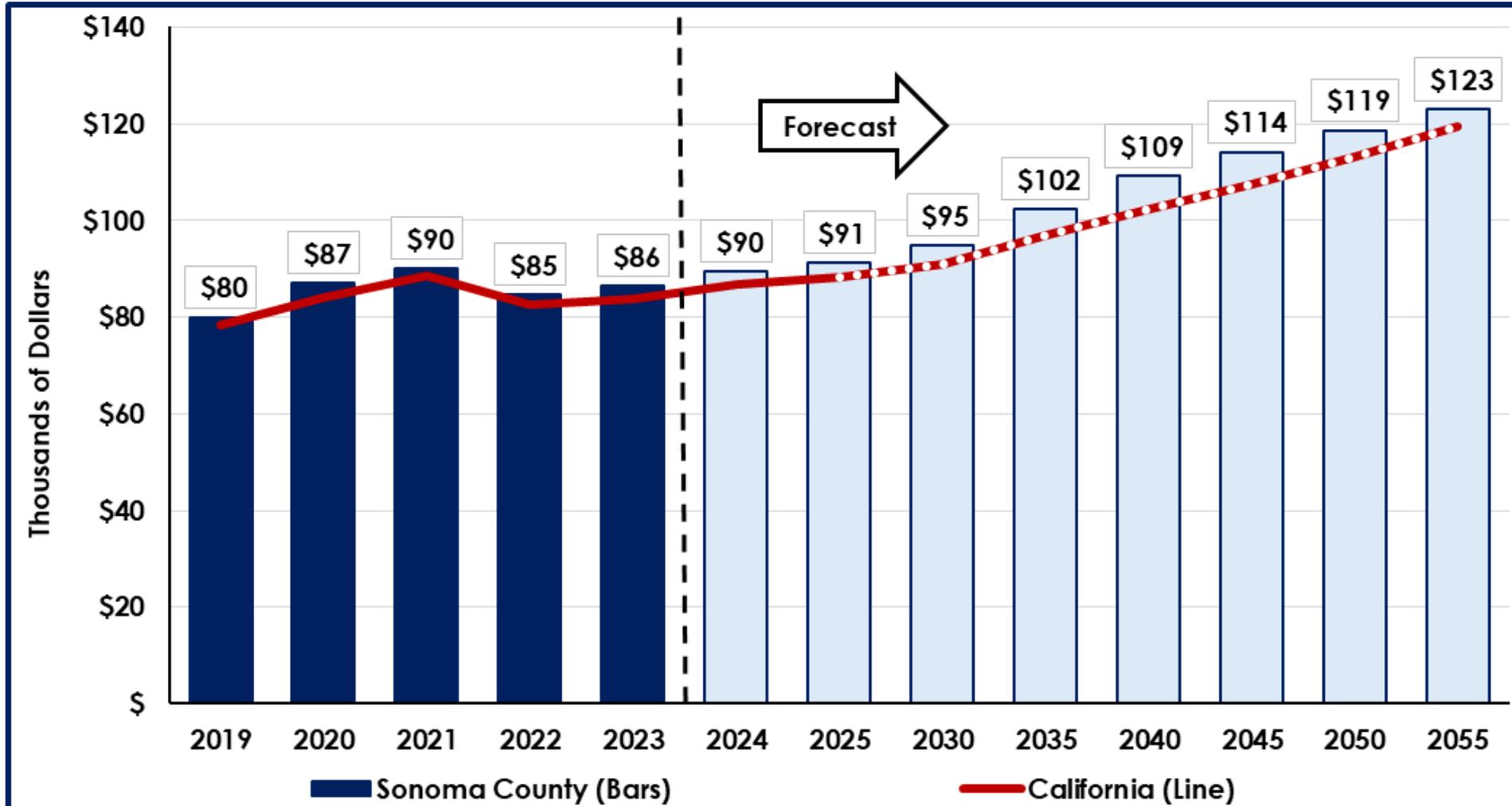
Sonoma County Nonfarm Payroll Forecast



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.



Sonoma County and California Per Capita Income Forecast



Note: Forecast starts in 2024 for Sonoma 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: econ@dof.ca.gov

