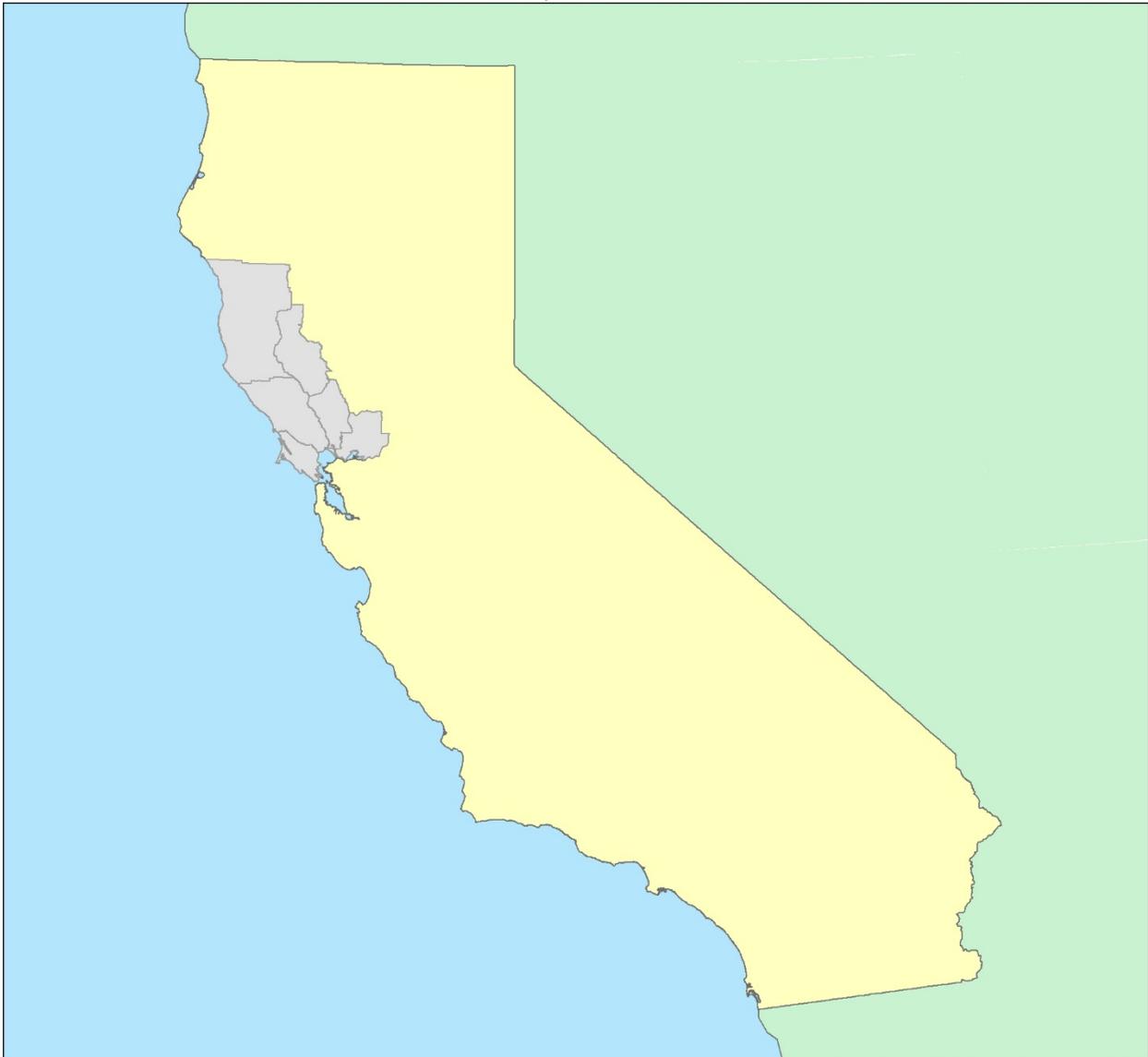


Regional Planning Unit Summary: North Bay

Employment Development Department, Labor Market Information Division
Revised September 1, 2016



Lake, Marin, Mendocino, Napa, Solano, and Sonoma Counties

Regional Planning Unit: North Bay

Local Workforce Development Areas: Marin County, Mendocino County, Napa-Lake, Solano County, and Sonoma County

Counties: Lake, Marin, Mendocino, Napa, Solano, and Sonoma

Labor Market Profile

	May 2016	May 2015	Change	Percent
Labor Market	752,640	756,670	-4,030	-0.5%
Employed	723,580	720,800	2,780	0.4%
Unemployed	29,060	35,880	-6,820	-19.0%
Unemployment Rate	3.9%	4.7%	-0.9%	-

Source: Employment Development Department, Labor Market Information Division.

Data Note: Numbers may not add due to rounding.

Unemployment Insurance Claims

Unemployment Insurance Claims data is available by county [here](#).

Source: Employment Development Department, Unemployment Insurance Division.

Commute Patterns

Living and Employed in the Area	Inflow	Outflow
337,941	145,188	216,534

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

Regional Economic Growth

Major Industry Sector	May 2016 (preliminary)	May 2012	Change	Percent	Location Quotient
Total All Industries	590,850	524,620	66,230	12.6%	-
Total Farm	17,750	17,260	490	2.8%	1.1
Total Nonfarm	573,100	507,360	65,740	13.0%	1.0
Mining and Logging	730	900	-170	-18.9%	0.8
Construction	28,710	22,430	6,280	28.0%	1.1
Manufacturing	53,410	45,670	7,740	16.9%	1.2
Trade, Transportation and Utilities	101,930	92,140	9,790	10.6%	1.0
Information	7,080	7,340	-260	-3.5%	0.4
Financial Activities	23,240	23,250	-10	0.0%	0.8
Professional and Business Services	60,240	53,770	6,470	12.0%	0.7
Educational and Health Services	100,480	84,940	15,540	18.3%	1.1
Leisure and Hospitality	75,750	64,930	10,820	16.7%	1.1
Other Services	20,120	18,460	1,660	9.0%	1.0
Government	96,630	90,640	5,990	6.6%	1.1

Source: Employment Development Department, Labor Market Information Division.

Data Note: Numbers may not add due to suppression. Location quotients (LQs) are ratios that allow a Regional Planning Unit (RPU)'s distribution of employment for an industry to be compared to California's distribution of employment for the same industry. Specifically, LQs are calculated by first dividing RPU industry employment by the all industry total of RPU employment. Second, California industry employment is divided by the all industry total for California. Finally, the RPU ratio (first calculation) is divided by the California ratio (second calculation). If an LQ is equal to 1, then the industry has the same share of RPU employment as it does in California. An LQ greater than 1 indicates an industry with a greater share of RPU employment than is the case statewide.

Demand Industry Sectors

Top Demand Industry Sub Sector	Total Projected Job Openings 2012-2022	Location Quotient
Restaurants and Other Eating Places	22,985	1.1
Elementary and Secondary Schools	11,561	1.1
General Medical and Surgical Hospitals	8,099	0.9
Individual and Family Services	7,602	1.2
Beverage Manufacturing	7,140	10.2
Grocery Stores	6,559	1.5
Management, Scientific, and Technical Consulting Services	5,225	0.8
Traveler Accommodation	5,128	1.7
Employment Services	4,437	0.6
Outpatient Care Centers	4,310	2.5

Source: Employment Development Department, Labor Market Information Division.

Data Note: Total projected job openings are the sum of new and replacement job openings.

Emergent Industry Sectors

Top Emergent Industry Sub Sector	Numeric Change 2012-2022	Percent Change	Location Quotient
Management, Scientific, and Technical Consulting Services	4,320	99.8%	0.8
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	2,280	56.6%	1.5
Residential Building Construction	2,690	54.9%	2.0
Computer Systems Design and Related Services	2,060	51.8%	0.4
Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	1,070	47.6%	3.3
Other General Merchandise Stores	2,200	47.3%	1.1
Nonresidential Building Construction	700	47.0%	0.9
Other Support Services	550	44.0%	1.4
Electronic Shopping and Mail Order Houses	610	42.4%	1.0
Building Finishing Contractors	1,640	42.2%	1.2

Source: Employment Development Department, Labor Market Information Division.

Data Note: Emergent industry sectors are industries with the highest levels of growth as measured by percent change.

Top 25 Middle-Skill, Middle-Wage or Higher Occupations

Top 25 Middle-Skill, Middle-Wage or Higher Occupations	Total Projected Job Openings 2012-2022	HWOL Job Ads	Median Annual Wage 2016 1st Quarter
Registered Nurses	4,627	2,894	\$111,486
Heavy and Tractor-Trailer Truck Drivers	1,444	976	\$44,804
Licensed Practical and Licensed Vocational Nurses	818	403	\$56,255
Emergency Medical Technicians and Paramedics	739	38	\$37,859
Medical Assistants	642	379	\$39,334
Preschool Teachers, Except Special Education	635	277	\$32,744
Dental Assistants	590	353	\$44,606
Firefighters	547	23	\$53,049
First-Line Supervisors of Production and Operating Workers	541	583	\$62,717
Computer User Support Specialists	525	458	\$60,243
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	503	131	\$55,940
Medical and Clinical Laboratory Technicians	493	31	\$52,166
Dental Hygienists	328	58	\$99,986
Web Developers	324	167	\$75,229
Massage Therapists	290	128	\$44,827
Medical Records and Health Information Technicians	286	116	\$44,448
Library Technicians	276	12	\$41,442
Paralegals and Legal Assistants	249	86	\$63,861
Radiologic Technologists	233	101	\$92,679
Veterinary Technologists and Technicians	218	80	\$42,491
Respiratory Therapists	201	56	\$91,596
Telecommunications Equipment Installers and Repairers, Except Line Installers	186	101	\$64,454
Phlebotomists	171	40	\$41,761
Surgical Technologists	167	136	\$63,727
Psychiatric Technicians	165	44	\$59,117

Source: Employment Development Department, Labor Market Information Division; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending June 21, 2016.

Data Note: Middle-skill occupations typically require more than a high school diploma but less than a Bachelor's degree. Middle-wage occupations make at least 80 percent of the area's median annual wage (\$40,259).

Demographic Data

Age	Population	Percent Share of Total Population
Under 5 Years	83,446	5.7%
5 to 9 Years	90,005	6.2%
10 to 14 Years	90,605	6.2%
15 to 17 Years	56,371	3.9%
18 and 19 Years	36,527	2.5%
20 Years	19,660	1.4%
21 Years	17,907	1.2%
22 to 24 Years	53,863	3.7%
25 to 29 Years	89,806	6.2%
30 to 34 Years	89,526	6.1%
35 to 39 Years	87,097	6.0%
40 to 44 Years	96,790	6.6%
45 to 49 Years	103,592	7.1%
50 to 54 Years	111,778	7.7%
55 to 59 Years	107,609	7.4%
60 and 61 Years	43,591	3.0%
62 to 64 Years	59,483	4.1%
65 and 66 Years	33,844	2.3%
67 to 69 Years	41,790	2.9%
70 to 74 Years	51,778	3.5%
75 to 79 Years	36,491	2.5%
80 to 84 Years	28,372	1.9%
85 Years and Older	31,359	2.2%
Total	1,461,290	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Gender	Population
Male	722,647
Female	738,643
Total	1,461,290

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Median Household Income by County	Median Household Income
Lake	\$35,997
Marin	\$91,529
Mendocino	\$43,290
Napa	\$70,925
Solano	\$67,341
Sonoma	\$63,799

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Poverty Status	Population	Percentage
Income in the Past 12 Months Below Poverty Level	181,688	12.7%
Income in the Past 12 at or Above Poverty Level	1,246,521	87.3%
Total	1,428,209	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Race	Population	Percentage
Hispanic or Latino	348,823	100.0%
White Alone	191,306	54.8%
Black or African American Alone	3,221	0.9%
American Indian and Alaska Native Alone	5,962	1.7%
Asian Alone	2,359	0.7%
Native Hawaiian and Other Pacific Islander Alone	511	0.1%
Some Other Race Alone	125,285	35.9%
Two or More Races	20,179	5.8%
Non-Hispanic or Latino	1,112,467	100.0%
White Alone	857,657	77.1%
Black or African American Alone	75,886	6.8%
American Indian and Alaska Native Alone	10,312	0.9%
Asian Alone	107,949	9.7%
Native Hawaiian and Other Pacific Islander Alone	6,323	0.6%
Some Other Race Alone	4,304	0.4%
Two or More Races	50,036	4.5%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Native and Foreign Born	Population	Percentage
Native	1,197,061	81.9%
Foreign Born	264,229	18.1%
Total	1,461,290	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

English Learners	Population	Percentage
Speaks English Less Than "Very Well"	149,972	10.9%
Speaks English "Very Well"	216,584	15.7%
Speaks Only English	1,011,288	73.4%
Total	1,377,844	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Veteran Status	Population	Percentage
Male Veterans	95,833	92.3%
Female Veterans	7,952	7.7%
Total	103,785	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Disability Status	Population	Percentage
With Any Disability	165,050	11.5%
No Disability	1,267,163	88.5%
Total	1,432,213	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Labor Force Participation	Population	Percentage
Employed or in Armed Forces	678,147	57.6%
Unemployed	75,713	6.4%
Not in labor force	424,311	36.0%
Total	1,178,171	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Individuals with Barriers to Employment	Total
Ethnic Minorities	603,633
Households with Cash Public Assistance or Food Stamps	43,209
Population 18 and Over with Less Than a 9th Grade Level Education	66,575
Single Parent Households	91,522
Speak English Less Than "Very Well"	149,972
Youth Ages 10 to 24	274,933

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Educational Attainment	Male	Percentage	Female	Percentage
Less than 9th grade	35,795	6.4%	30,780	5.3%
9th to 12th grade, no diploma	44,369	7.9%	34,213	5.9%
High school graduate (includes equivalency)	127,873	22.9%	116,527	20.0%
Some college, no degree	151,017	27.0%	163,517	28.1%
Associate's degree	40,675	7.3%	53,563	9.2%
Bachelor's degree	98,766	17.7%	121,385	20.9%
Graduate or professional degree	60,294	10.8%	62,089	10.7%
Total	558,789	100.0%	582,074	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Educational Attainment, 25 Years and Over	Hispanic or Latino	Percent of Hispanic or Latino, Total	White alone, not Hispanic or Latino	Percent of White alone, not Hispanic or Latino, Total
Less than high school diploma	72,400	38.7%	34,799	5.3%
High school graduate (includes equivalency)	46,446	24.8%	126,783	19.2%
Some college or associate's degree	46,170	24.7%	238,481	36.1%
Bachelor's degree or higher	22,168	11.8%	260,283	39.4%
Total	187,184	100.0%	660,346	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Educational Attainment by Race, 25 Years and Over	White Alone	Percent of White Alone, Total	Black or African American Alone	Percent of Black or African American Alone, Total	American Indian and Alaska Native Alone	Percent of American Indian and Alaska Native Alone, Total	Asian Alone	Percent of Asian Alone, Total	Native Hawaiian and Other Pacific Islander Alone	Percent of Native Hawaiian and Other Pacific Islander Alone, Total	Some Other Race Alone	Percent of Some Other Race Alone, Total	Two or More Races	Percent of Two or more races, Total
Less than high school diploma	72,931	9.6%	6,597	12.5%	2,403	24.2%	8,857	11.1%	779	16.3%	31,107	43.2%	3,430	11.3%
High school graduate (includes equivalency)	152,200	19.9%	12,986	24.6%	2,767	27.9%	12,206	15.4%	1,542	32.2%	18,225	25.3%	6,661	21.9%
Some college or associate's degree	263,828	34.6%	23,531	44.5%	3,680	37.1%	24,579	30.9%	1,687	35.2%	16,247	22.6%	12,403	40.8%
Bachelor's degree or higher	274,569	36.0%	9,717	18.4%	1,061	10.7%	33,858	42.6%	779	16.3%	6,372	8.9%	7,904	26.0%
Total	763,528	100.0%	52,831	100.0%	9,911	100.0%	79,500	100.0%	4,787	100.0%	71,951	100.0%	30,398	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Gross Domestic Product (GDP) by Metropolitan Statistical Area (MSA)

The Bureau of Economic Analysis (BEA) estimates GDP at the State and MSA level only. Where applicable, the tables below display MSA data as a substitute for county level data.

GDP by San Francisco-Oakland-Hayward MSA (substitute for Marin County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$411,969
Agriculture, Forestry, Fishing, and Hunting	(D)
Mining	(D)
Utilities	(D)
Construction	\$13,414
Manufacturing	\$43,019
Wholesale Trade	\$18,853
Retail Trade	\$19,693
Transportation and Warehousing	(D)
Information	\$33,702
Finance, Insurance, Real Estate, Rental, and Leasing	\$97,533
Professional and Business Services	\$80,680
Educational Services, Health Care, and Social Assistance	\$25,929
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$14,949
Other Services, Except Government	\$7,893
Government	\$37,617

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). (D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals. Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

GDP by Napa MSA (substitute for Napa County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$8,805
Agriculture, Forestry, Fishing, and Hunting	(D)
Mining	(D)
Utilities	\$71
Construction	\$454
Manufacturing	\$2,017
Wholesale Trade	\$414
Retail Trade	\$500
Transportation and Warehousing	\$150
Information	\$119
Finance, Insurance, Real Estate, Rental, and Leasing	\$1,386
Professional and Business Services	\$684
Educational Services, Health Care, and Social Assistance	\$702
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$718
Other Services, Except Government	\$192
Government	\$1,002

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). (D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals. Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

GDP by Vallejo-Fairfield MSA (substitute for Solano County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$18,055
Agriculture, Forestry, Fishing, and Hunting	\$192
Mining	\$64
Utilities	\$280
Construction	\$923
Manufacturing	\$4,489
Wholesale Trade	\$790
Retail Trade	\$1,229
Transportation and Warehousing	\$296
Information	\$196
Finance, Insurance, Real Estate, Rental, and Leasing	\$2,213
Professional and Business Services	\$853
Educational Services, Health Care, and Social Assistance	\$1,957
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$535
Other Services, Except Government	\$396
Government	\$3,644

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

GDP by Santa Rosa MSA (substitute for Sonoma County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$23,804
Agriculture, Forestry, Fishing, and Hunting	\$406
Mining	\$107
Utilities	(D)
Construction	\$1,292
Manufacturing	\$3,169
Wholesale Trade	\$1,552
Retail Trade	\$1,913
Transportation and Warehousing	(D)
Information	\$673
Finance, Insurance, Real Estate, Rental, and Leasing	\$5,145
Professional and Business Services	\$2,237
Educational Services, Health Care, and Social Assistance	\$2,316
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$1,056
Other Services, Except Government	\$664
Government	\$2,505

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). (D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals. Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

Skill Requirements for Top 25 Middle-Skill, Middle-Wage or Higher Occupations

Occupations	Skills																										
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Operation and Control	Operation Monitoring	Operations Analysis	Programming	Quality Control Analysis	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Troubleshooting	Writing	
Registered Nurses	•	•		•	•			•				•					•				•	•	•				
Heavy and Tractor-Trailer Truck Drivers		•	•		•	•						•	•	•				•					•	•	•		
Licensed Practical and Licensed Vocational Nurses		•		•	•				•			•						•				•	•	•	•		
Emergency Medical Technicians and Paramedics	•	•		•	•				•			•						•				•	•	•			
Medical Assistants	•	•		•	•							•						•				•	•	•		•	
Preschool Teachers, Except Special Education		•		•	•					•		•						•				•	•	•	•		
Dental Assistants	•	•			•			•				•						•				•	•	•		•	
Firefighters*		•		•	•				•			•		•				•				•	•	•			
First-Line Supervisors of Production and Operating Workers		•	•	•	•						•							•				•	•	•	•		•
Computer User Support Specialists	•	•		•	•			•				•						•				•	•	•		•	
Heating, Air Conditioning, and Refrigeration Mechanics and Installers*		•		•	•	•	•						•				•	•	•						•		
Medical and Clinical Laboratory Technicians	•	•	•	•	•				•			•						•		•		•	•	•			
Dental Hygienists	•	•	•	•	•							•						•				•	•	•		•	
Web Developers	•	•	•		•				•			•			•	•		•								•	
Massage Therapists	•	•			•				•			•						•				•	•	•		•	
Medical Records and Health Information Technicians		•	•		•				•	•		•						•					•	•		•	
Library Technicians	•	•		•	•			•				•						•				•	•	•		•	
Paralegals and Legal Assistants	•	•		•	•							•						•					•	•	•		•
Radiologic Technologists	•	•		•	•							•						•				•	•	•		•	
Veterinary Technologists and Technicians	•	•		•	•				•			•						•				•	•	•		•	
Respiratory Therapists	•	•			•				•			•						•		•		•	•	•		•	
Telecommunications Equipment Installers and Repairers, Except Line Installers	•	•	•		•							•		•			•	•	•						•		
Phlebotomists	•	•		•	•			•				•						•				•	•	•		•	
Surgical Technologists	•	•	•	•	•			•		•		•						•				•	•	•		•	
Psychiatric Technicians	•	•		•	•				•			•						•				•	•	•		•	

Source: U.S. Department of Labor’s Occupational Information Network (O*NET) at www.onetonline.org.

* Skills listed for the occupation represent a specialty occupation.

Knowledge Requirements for Top 25 Middle-Skill, Middle-Wage or Higher Occupations

Occupations	Knowledge																												
	Administration and Management	Biology	Building and Construction	Chemistry	Clerical	Communications and Media	Computers and Electronics	Customer and Personal Service	Design	Economics and Accounting	Education and Training	Engineering and Technology	English Language	Geography	Law and Government	Mathematics	Mechanical	Medicine and Dentistry	Personnel and Human Resources	Philosophy and Theology	Physics	Production and Processing	Psychology	Public Safety and Security	Sales and Marketing	Sociology and Anthropology	Telecommunications	Therapy and Counseling	Transportation
Registered Nurses		•			•			•			•	•				•		•					•			•		•	
Heavy and Tractor-Trailer Truck Drivers	•							•			•	•	•	•	•	•	•							•				•	
Licensed Practical and Licensed Vocational Nurses				•	•			•			•	•				•		•		•			•					•	
Emergency Medical Technicians and Paramedics				•				•			•	•				•		•					•	•				•	•
Medical Assistants	•				•		•	•			•	•						•					•	•				•	
Preschool Teachers, Except Special Education	•							•			•	•	•							•			•	•		•		•	
Dental Assistants				•	•		•	•			•	•						•				•	•		•				
Firefighters*	•		•	•				•			•	•			•		•				•			•					
First-Line Supervisors of Production and Operating Workers	•				•		•		•		•	•					•	•		•			•						
Computer User Support Specialists	•						•	•	•		•	•	•				•										•		
Heating, Air Conditioning, and Refrigeration Mechanics and Installers*			•	•			•	•	•			•	•				•	•			•								
Medical and Clinical Laboratory Technicians		•		•	•		•	•				•				•		•				•		•					
Dental Hygienists		•		•	•		•	•			•	•						•					•		•				
Web Developers	•				•	•	•	•	•		•	•				•									•				
Massage Therapists	•	•			•			•			•	•						•					•		•				•
Medical Records and Health Information Technicians	•				•	•	•	•			•	•			•	•								•					
Library Technicians	•				•	•	•	•			•	•			•	•													
Paralegals and Legal Assistants	•				•	•	•	•			•	•			•	•								•					
Radiologic Technologists		•			•	•	•				•	•					•		•		•		•						
Veterinary Technologists and Technicians	•	•			•	•	•				•	•				•		•							•				
Respiratory Therapists		•		•			•	•			•	•				•		•					•						•
Telecommunications Equipment Installers and Repairers, Except Line Installers					•		•	•			•	•				•	•							•			•		
Phlebotomists				•	•		•	•			•	•						•		•			•	•					
Surgical Technologists		•		•			•	•			•	•						•					•	•					•
Psychiatric Technicians	•				•		•	•			•	•			•								•	•			•		•

Source: U.S. Department of Labor’s Occupational Information Network (O*NET) at www.onetonline.org.

* Knowledge listed for the occupation represent a specialty occupation.