

Napa County, CA

Workforce Alliance of the North Bay



P.O. Box 247
Napa, California 94559

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Report Parameters

1 County

6055 Napa County, CA

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

135,812

Population (2022)

Population **decreased by 4,006** over the last 5 years and is projected to **decrease by 2,944** over the next 5 years.

86,907

Total Regional Employment

Jobs **grew by 101** over the last 5 years and are projected to **grow by 6,882** over the next 5 years.

\$97.5K

Median Household Income (2021)

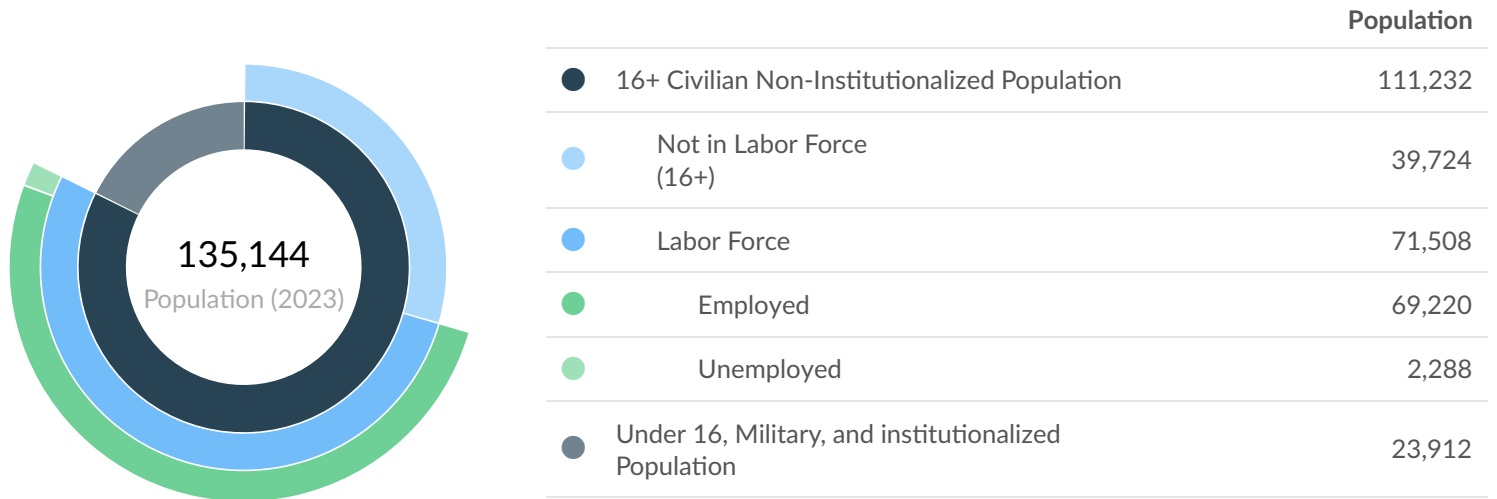
Median household income is **\$28.5K above** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **declined by 2.9%** since 2017, falling by 4,006. Population is expected to **decrease by 2.2%** between 2022 and 2027, losing 2,944.
- From 2017 to 2022, jobs **increased by 0.1%** in Napa County, CA from 86,805 to **86,907**. This change **fell short of the national growth rate of 3.8% by 3.7%**. As the number of jobs increased, the **labor force participation rate decreased from 63.4% to 62.8% between 2017 and 2022**.
- Concerning educational attainment, **24.6% of Napa County, CA residents possess a Bachelor's Degree** (3.8% above the national average), and **8.9% hold an Associate's Degree** (0.0% above the national average).
- The top three industries in 2022 are Beverage Manufacturing, Restaurants and Other Eating Places, and Traveler Accommodation.

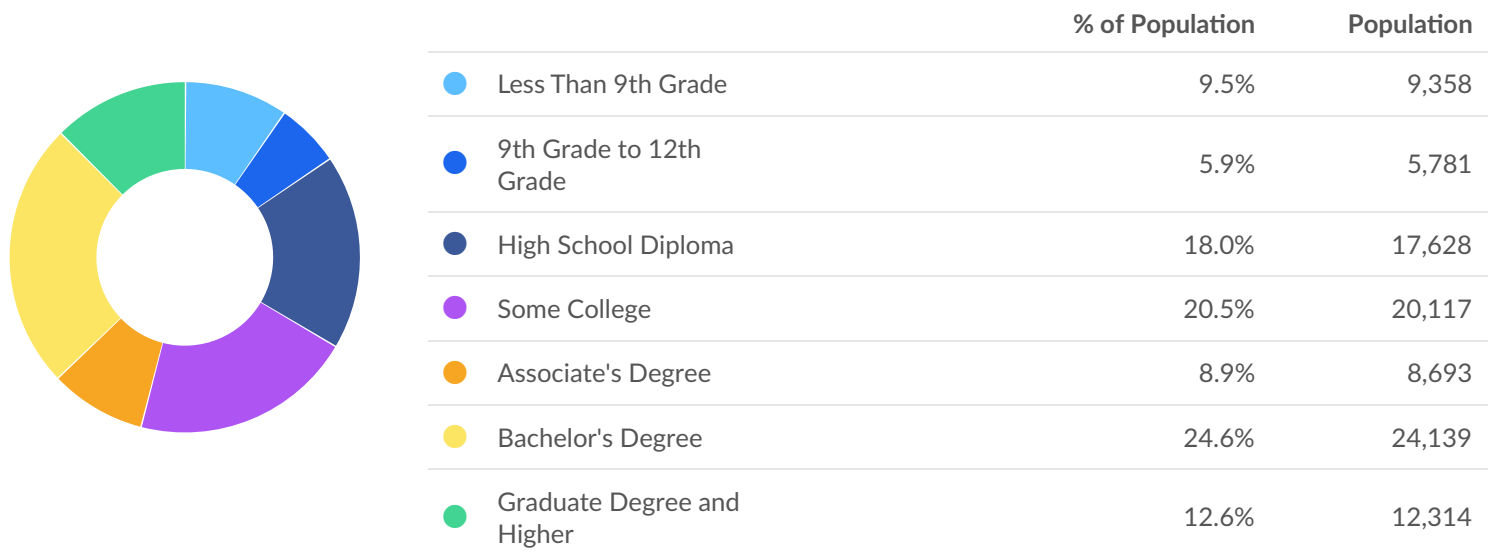
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	135,144	71,508	86,907	144.1	\$13.19B	\$14.94B	\$15.48B
State	39,081,899	19,307,410	20,388,768	135.2	\$3.55T	\$1.83T	\$2.54T
Nation	335,839,277	166,220,270	168,791,091	100.0	\$25.16T	\$0	\$11.30T

Apr 2023 Labor Force Breakdown



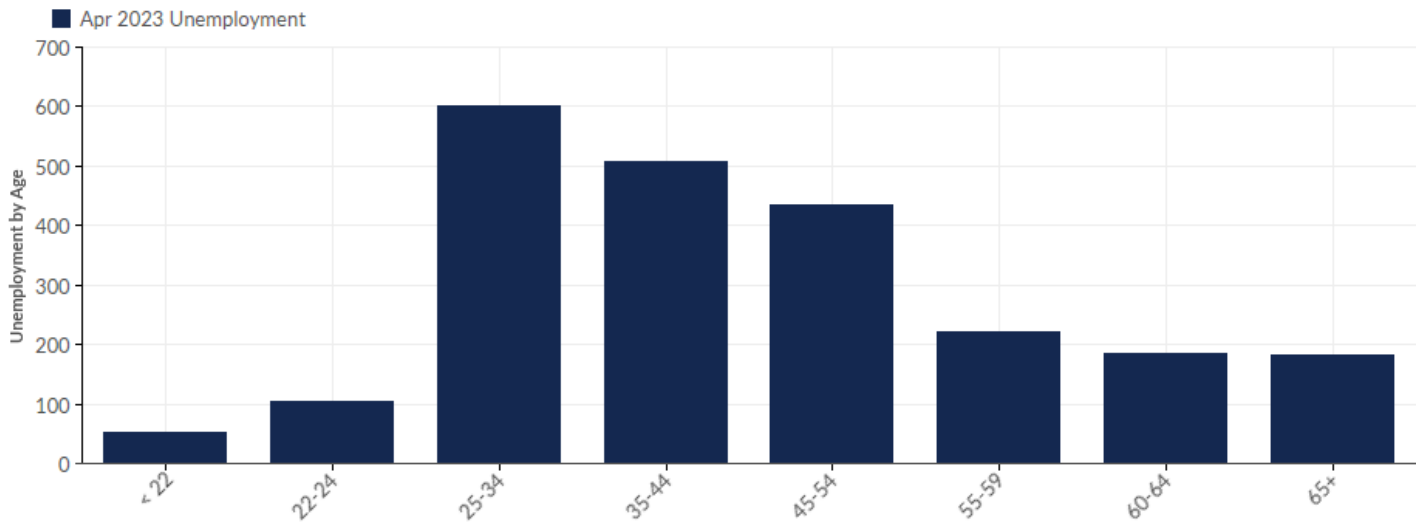
Educational Attainment

Concerning educational attainment, **24.6% of Napa County, CA residents possess a Bachelor's Degree** (3.8% above the national average), and **8.9% hold an Associate's Degree** (0.0% above the national average).



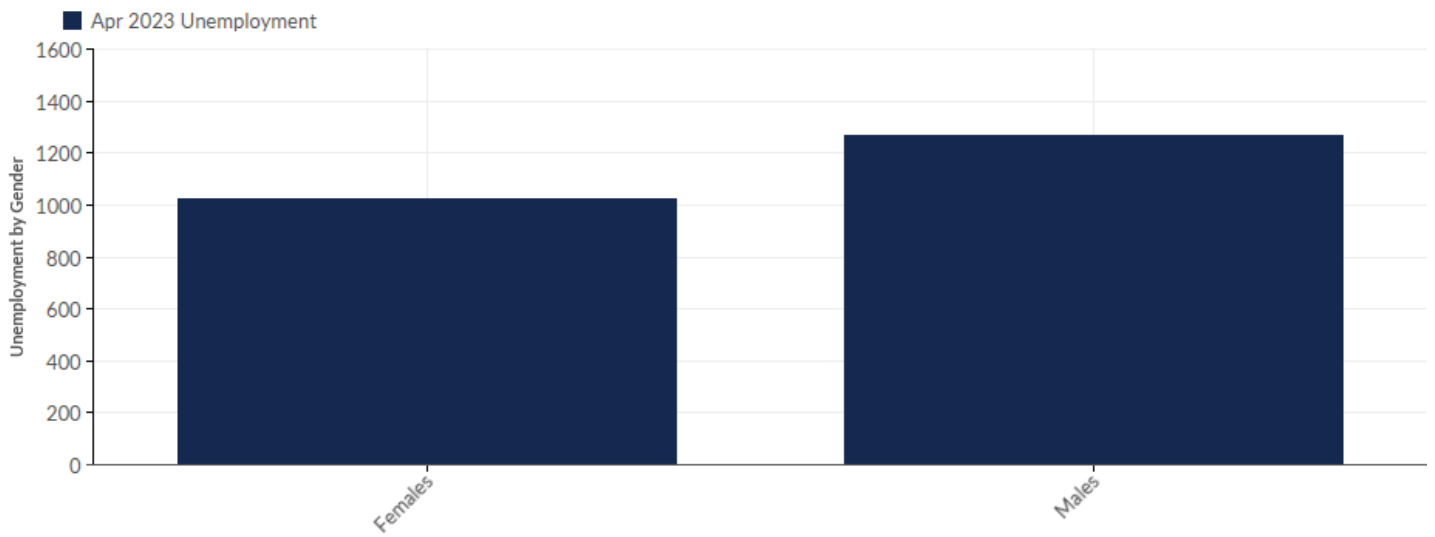
Unemployment by Demographics

Unemployment by Age



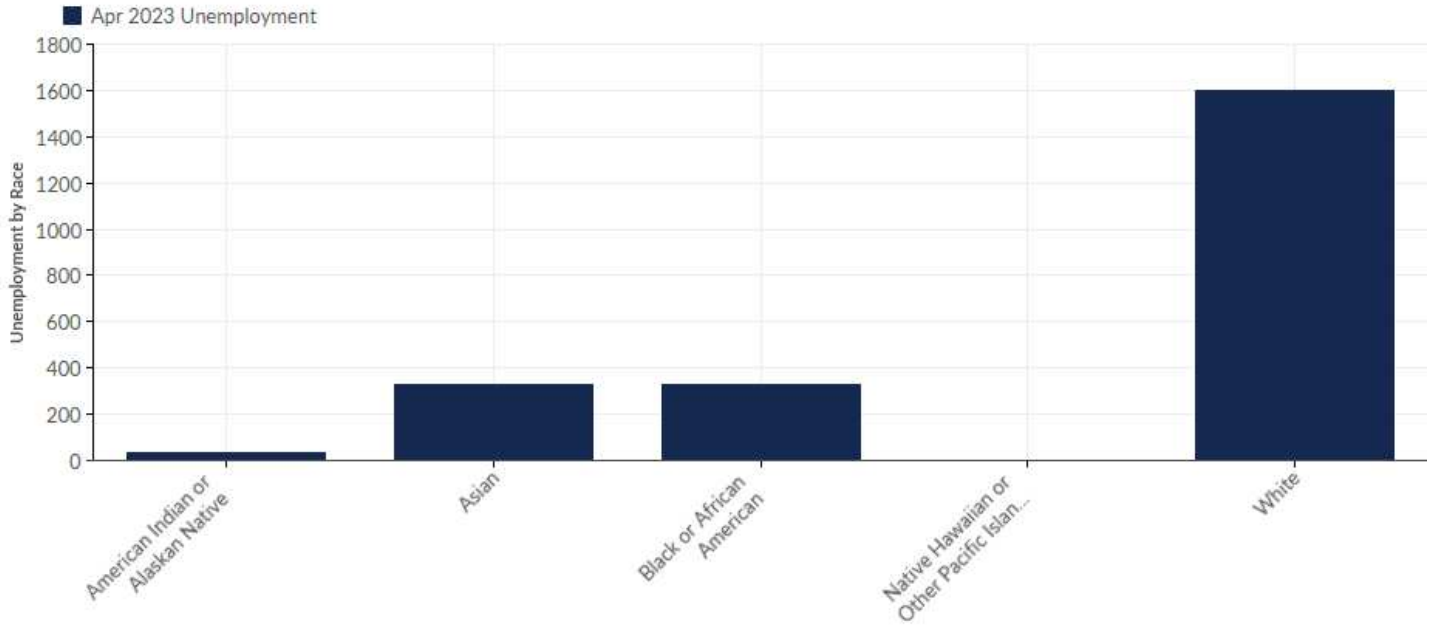
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	52	2.27%
22-24	105	4.59%
25-34	602	26.31%
35-44	506	22.12%
45-54	433	18.92%
55-59	222	9.70%
60-64	184	8.04%
65+	183	8.00%
Total	2,288	100.00%

Unemployment by Gender



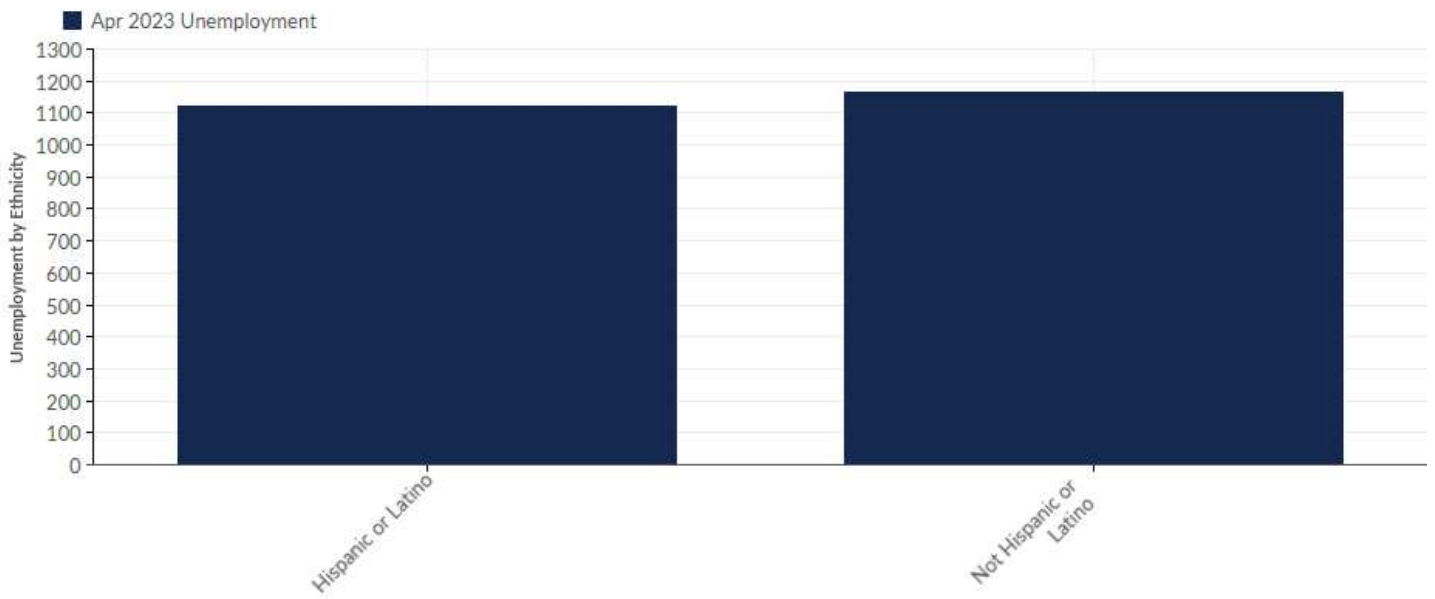
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	1,020	44.58%
Males	1,268	55.42%
Total	2,288	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	34	1.49%
Asian	326	14.25%
Black or African American	327	14.29%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,601	69.97%
Total	2,288	100.00%

Unemployment by Ethnicity

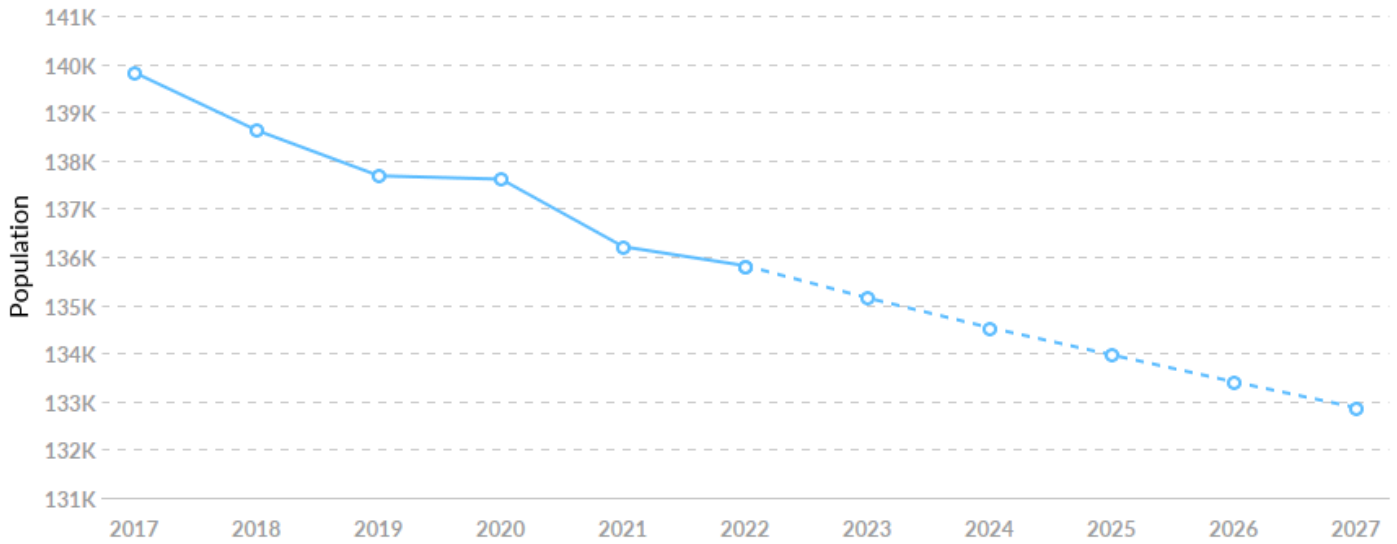


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	1,123	49.08%
Not Hispanic or Latino	1,165	50.92%
Total	2,288	100.00%

Historic & Projected Trends

Population Trends

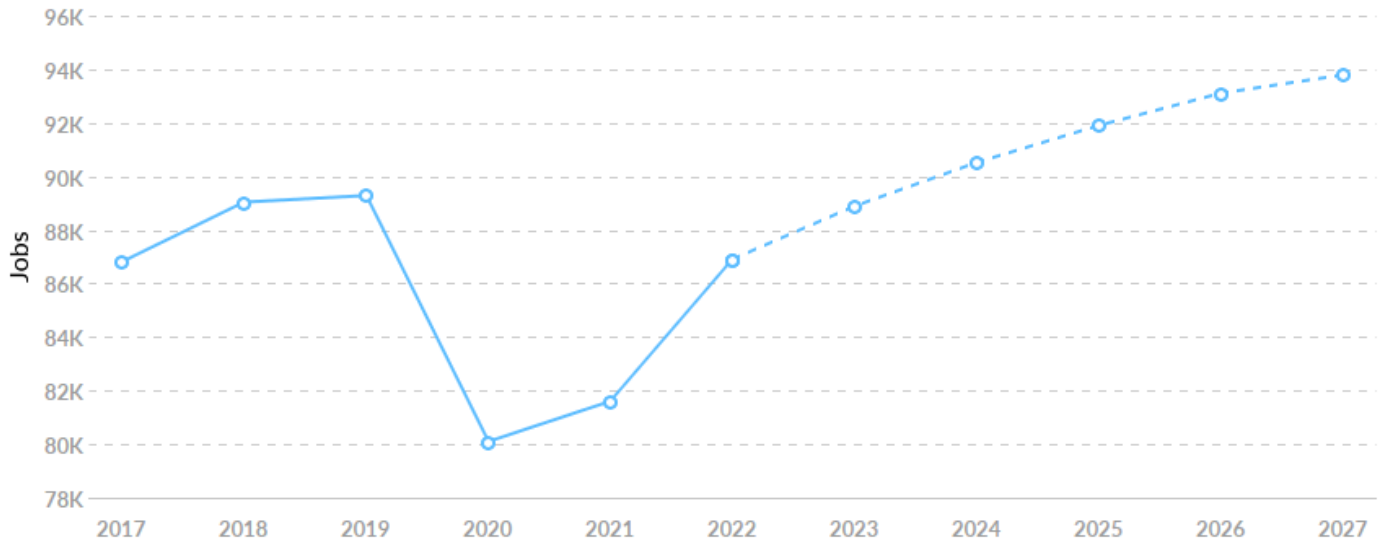
As of 2022 the region's population **declined by 2.9%** since 2017, falling by 4,006. Population is expected to **decrease by 2.2%** between 2022 and 2027, losing 2,944.



Timeframe	Population
2017	139,818
2018	138,620
2019	137,678
2020	137,608
2021	136,207
2022	135,812
2023	135,144
2024	134,527
2025	133,962
2026	133,403
2027	132,868

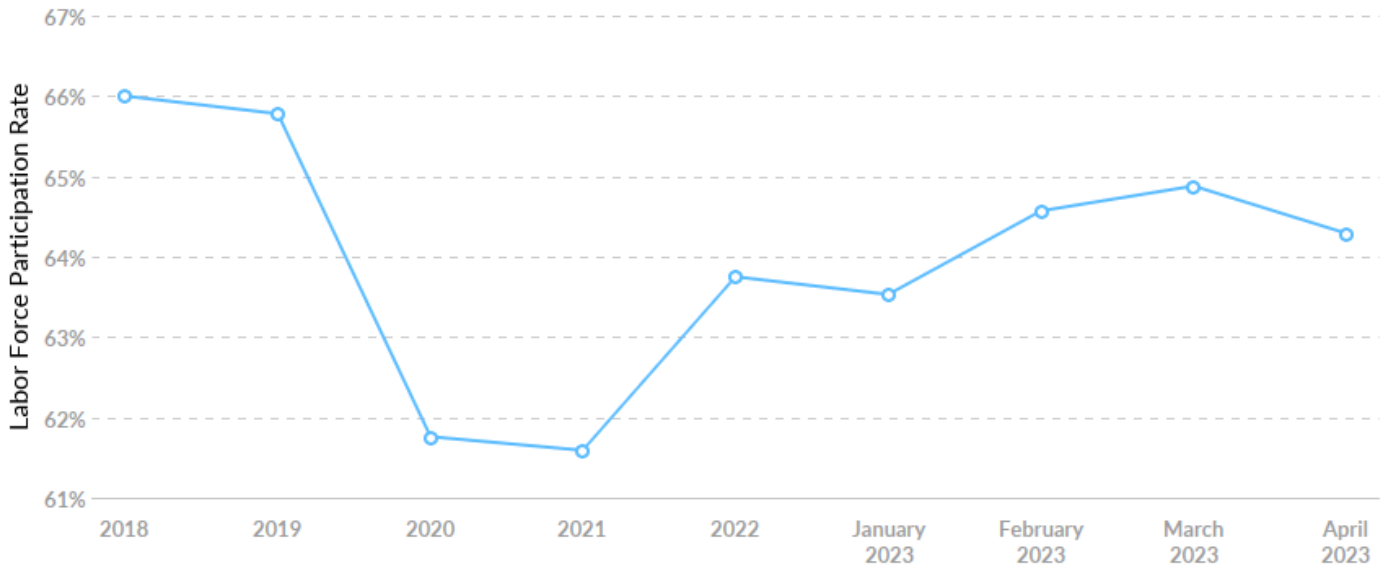
Job Trends

From 2017 to 2022, jobs increased by 0.1% in Napa County, CA from 86,805 to 86,907. This change fell short of the national growth rate of 3.8% by 3.7%.



Timeframe	Jobs
2017	86,805
2018	89,036
2019	89,283
2020	80,095
2021	81,604
2022	86,907
2023	88,890
2024	90,520
2025	91,902
2026	93,108
2027	93,788

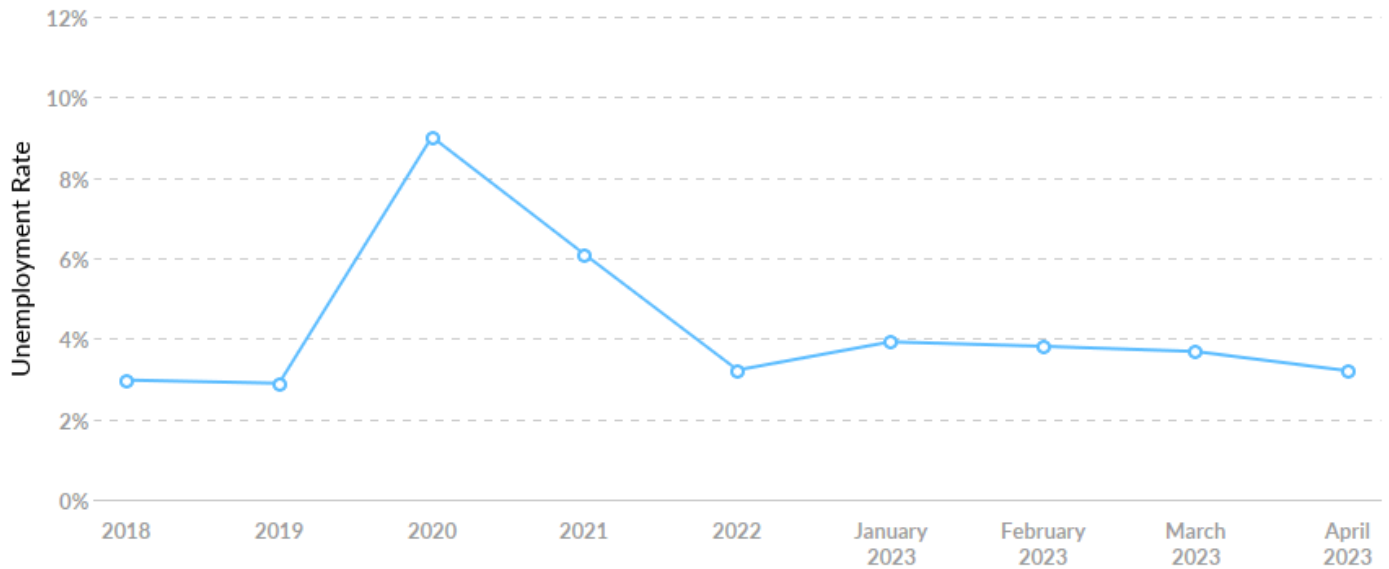
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.00%
2019	65.78%
2020	61.76%
2021	61.59%
2022	63.75%
January 2023	63.53%
February 2023	64.57%
March 2023	64.88%
April 2023	64.29%

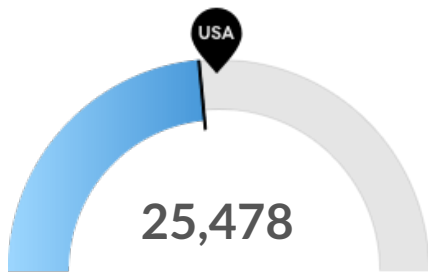
Unemployment Rate Trends

Napa County, CA had an April 2023 unemployment rate of 3.20%, **increasing from 2.97%** 5 years before.



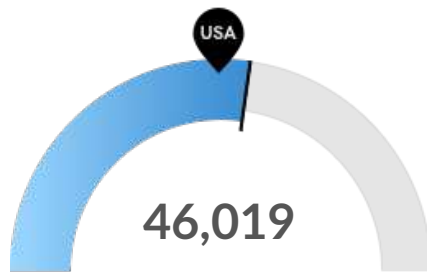
Timeframe	Unemployment Rate
2018	2.97%
2019	2.89%
2020	9.01%
2021	6.09%
2022	3.22%
January 2023	3.92%
February 2023	3.81%
March 2023	3.68%
April 2023	3.20%

Population Characteristics



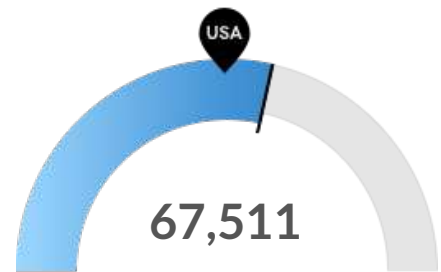
Millennials

Napa County, CA has 25,478 millennials (ages 25-39). The national average for an area this size is 27,822.



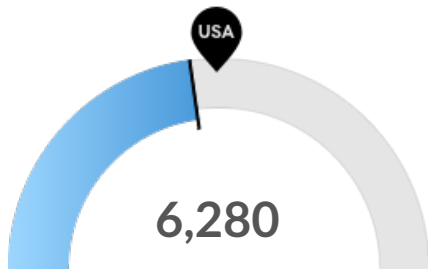
Retiring Soon

Retirement risk is high in Napa County, CA. The national average for an area this size is 40,486 people 55 or older, while there are 46,019 here.



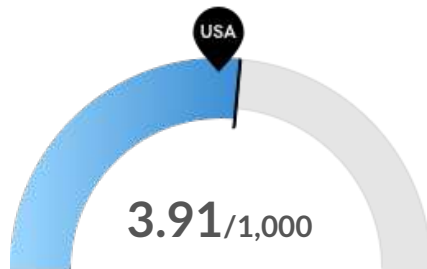
Racial Diversity

Racial diversity is high in Napa County, CA. The national average for an area this size is 55,428 racially diverse people, while there are 67,511 here.



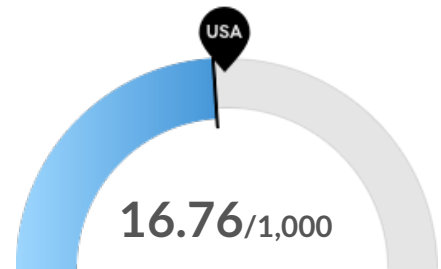
Veterans

Napa County, CA has 6,280 veterans. The national average for an area this size is 7,154.



Violent Crime

Napa County, CA has 3.91 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

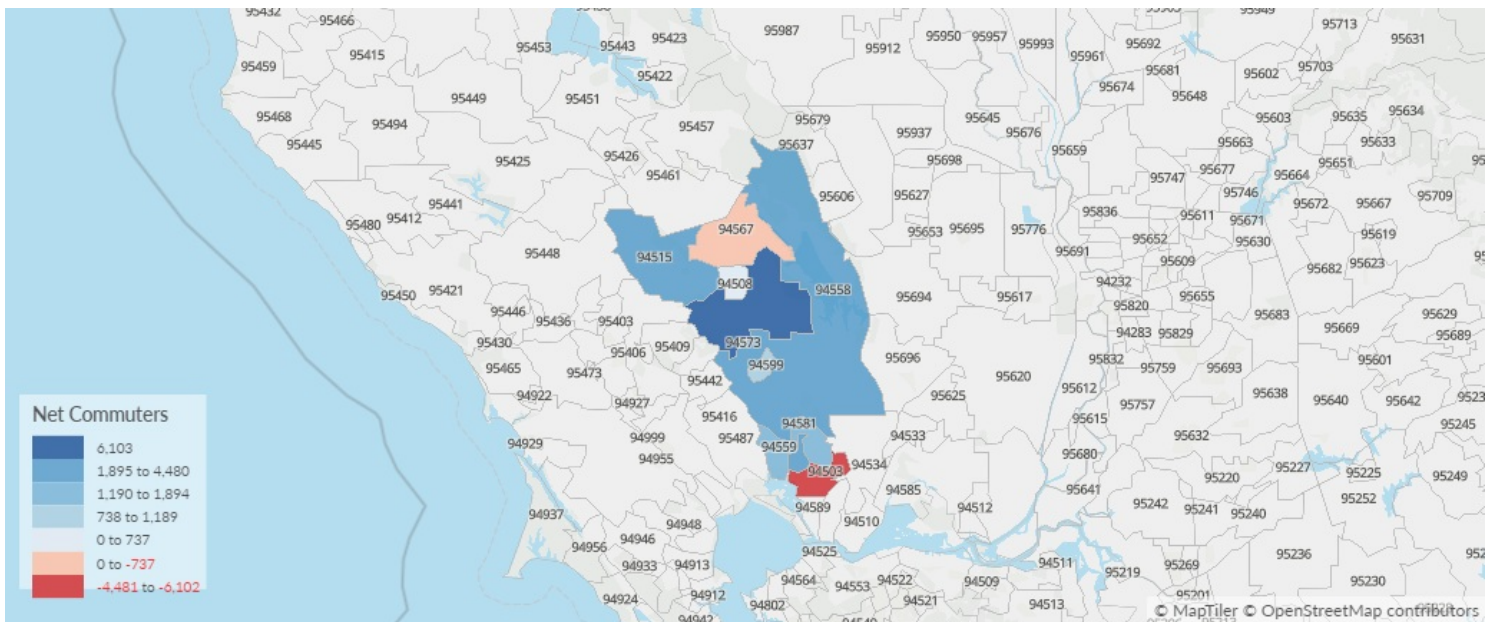


Property Crime

Napa County, CA has 16.76 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Napa County, CA currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2022 Employment
94558	Napa, CA (in Napa coun...	39,000
94559	Napa, CA (in Napa coun...	18,015
94574	Saint Helena, CA (in Na...	10,680
94503	American Canyon, CA (i...	6,914
94515	Calistoga, CA (in Napa c...	5,957

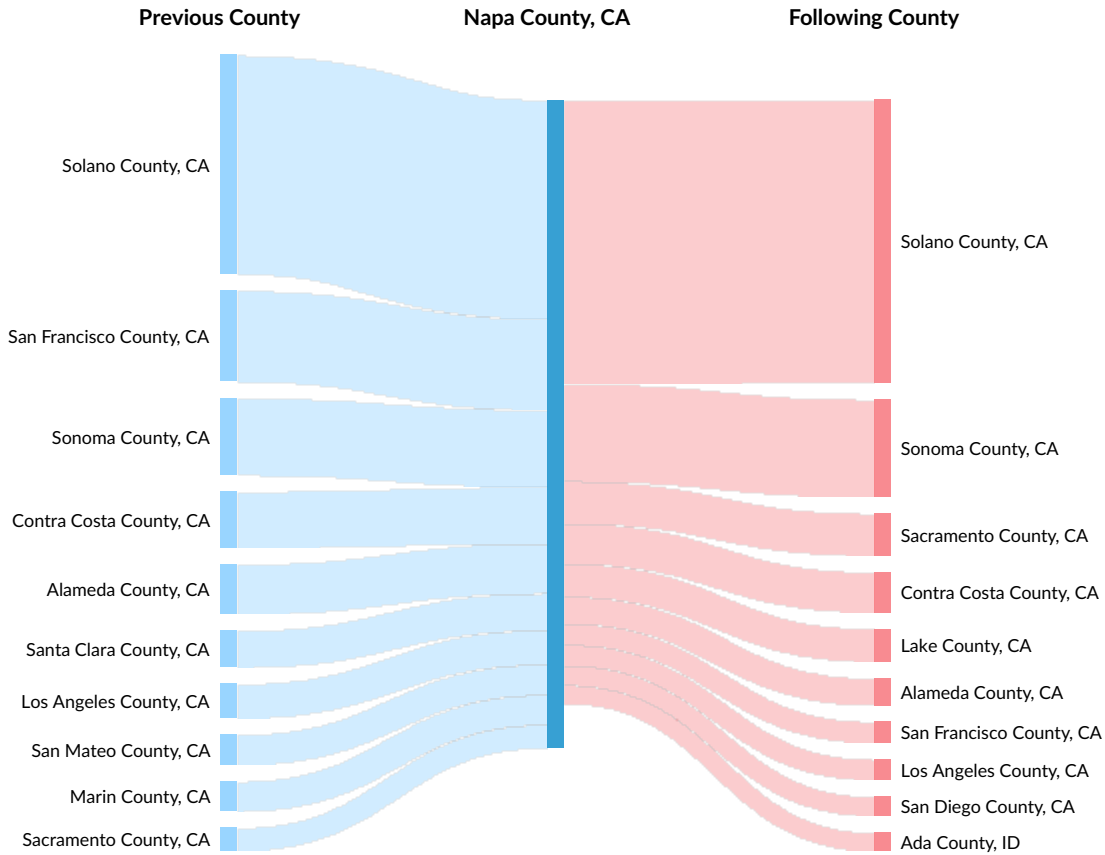
Where Talent Lives

ZIP	Name	2022 Workers
94558	Napa, CA (in Napa coun...	36,739
94559	Napa, CA (in Napa coun...	16,805
94503	American Canyon, CA (i...	11,395
94574	Saint Helena, CA (in Na...	4,576
94515	Calistoga, CA (in Napa c...	4,062

Inbound and Outbound Migration

The table below analyzes past and current residents of Napa County, CA. The left column shows residents of other counties migrating to Napa County, CA. The right column shows residents migrating from Napa County, CA to other counties.

As of 2020, 1,170 people have migrated from Solano County, CA to Napa County, CA. In the same year, 1,514 people left Napa County, CA migrating to Solano County, CA. The total Net Migration for Napa County, CA in 2020 was -882.

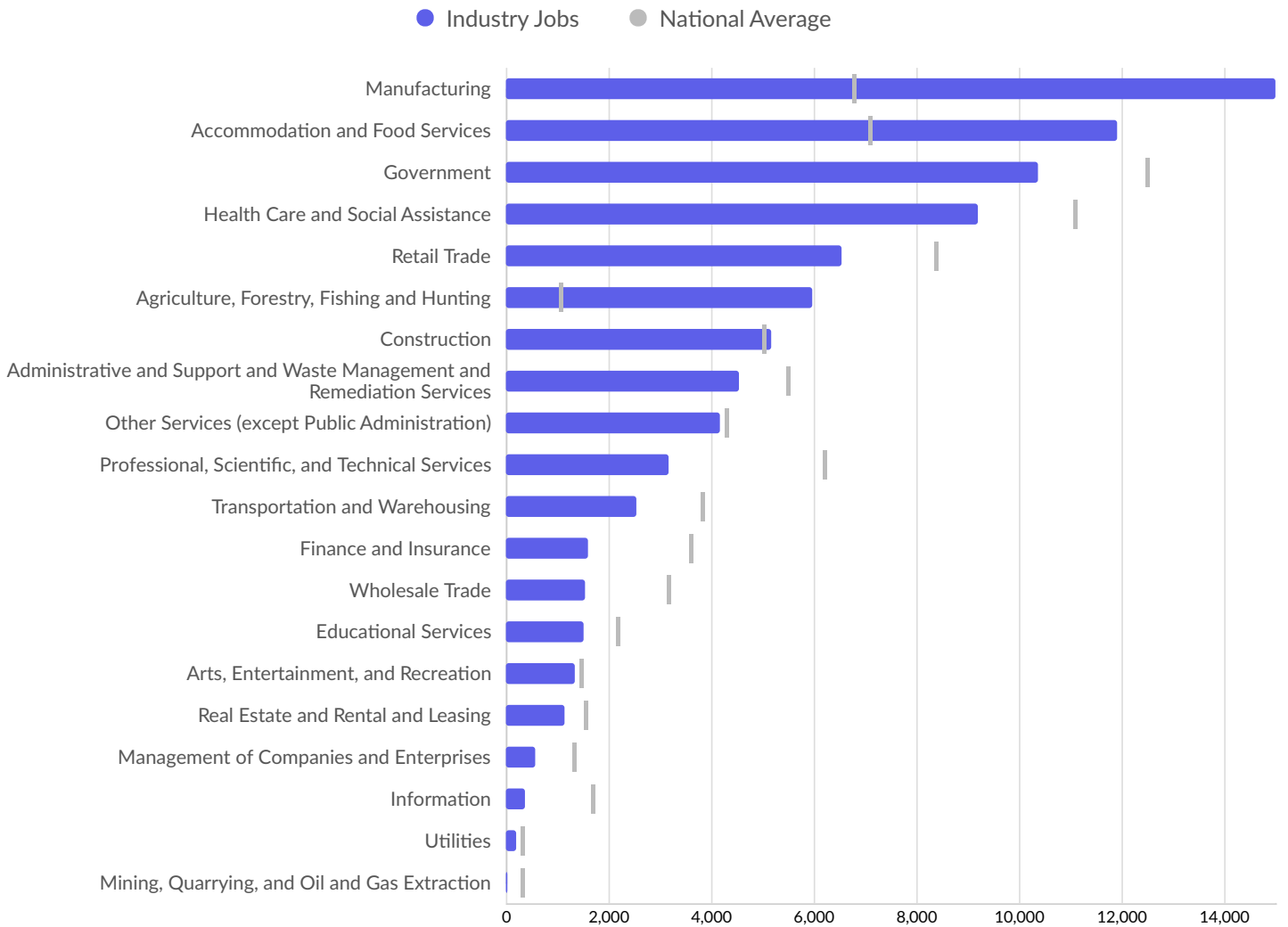


Top Previous Counties	Migrations
Solano County, CA	1,170
San Francisco County, CA	486
Sonoma County, CA	411
Contra Costa County, CA	301
Alameda County, CA	266
Santa Clara County, CA	197

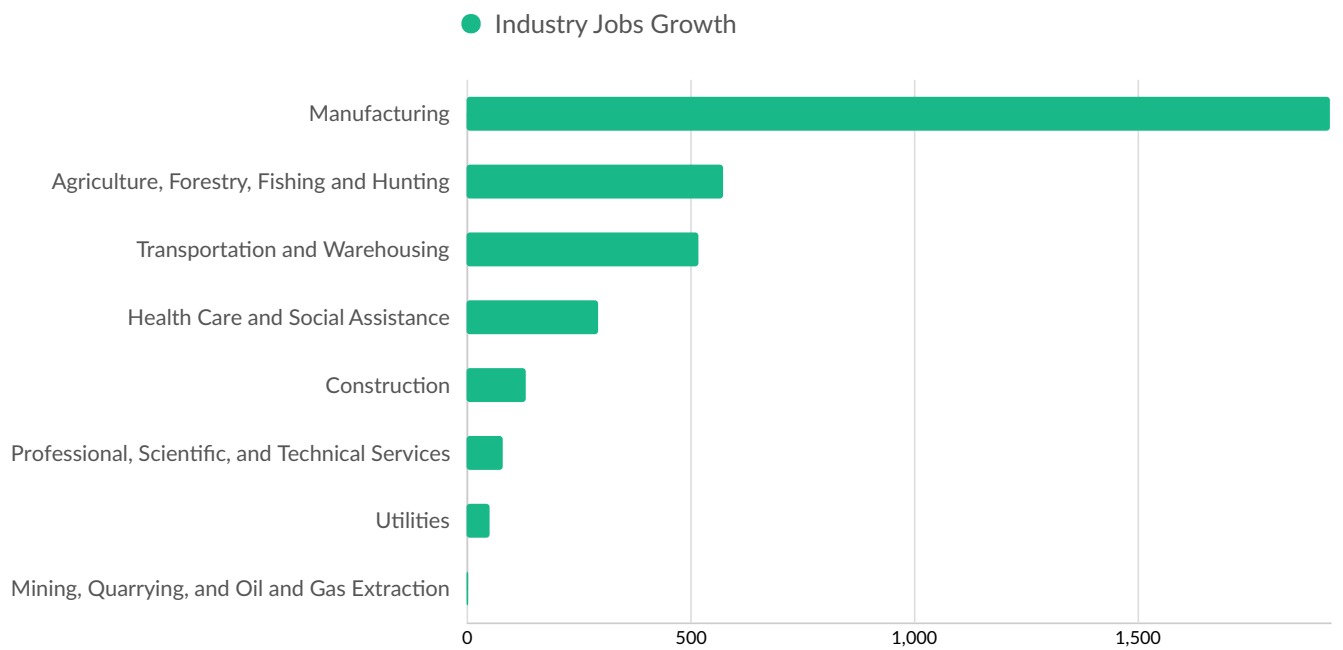
Top Previous Counties	Migrations
Los Angeles County, CA	183
San Mateo County, CA	162
Marin County, CA	160
Sacramento County, CA	124
San Diego County, CA	100
Riverside County, CA	65
San Joaquin County, CA	63
Orange County, CA	60
Lake County, CA	46
Top Following Counties	Migrations
Solano County, CA	1,514
Sonoma County, CA	521
Sacramento County, CA	225
Contra Costa County, CA	215
Lake County, CA	176
Alameda County, CA	144
San Francisco County, CA	113
Los Angeles County, CA	111
San Diego County, CA	104
Ada County, ID	99
Placer County, CA	93
Marin County, CA	92
Maricopa County, AZ	77
Orange County, CA	75
Riverside County, CA	69

Industry Characteristics

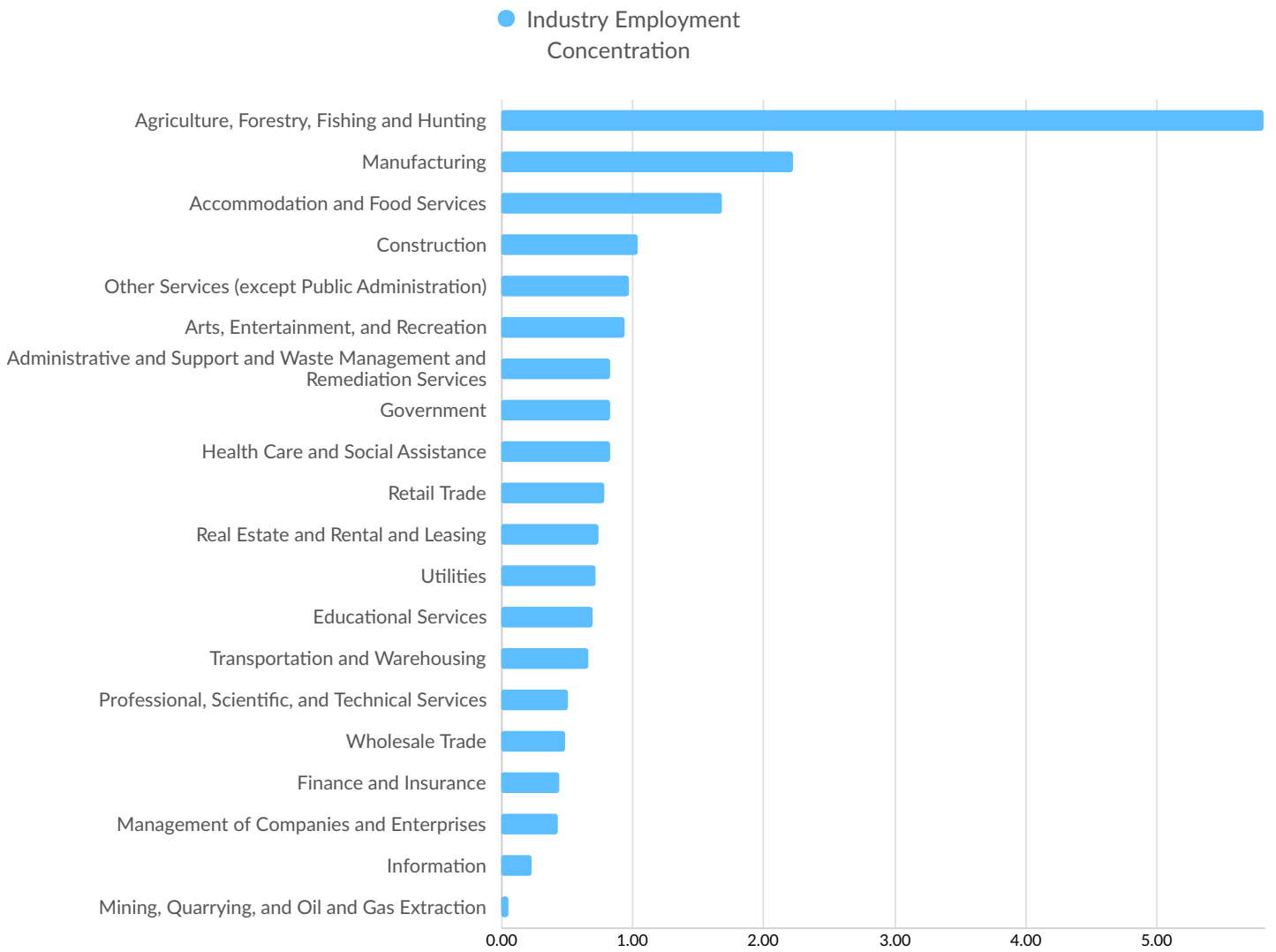
Largest Industries



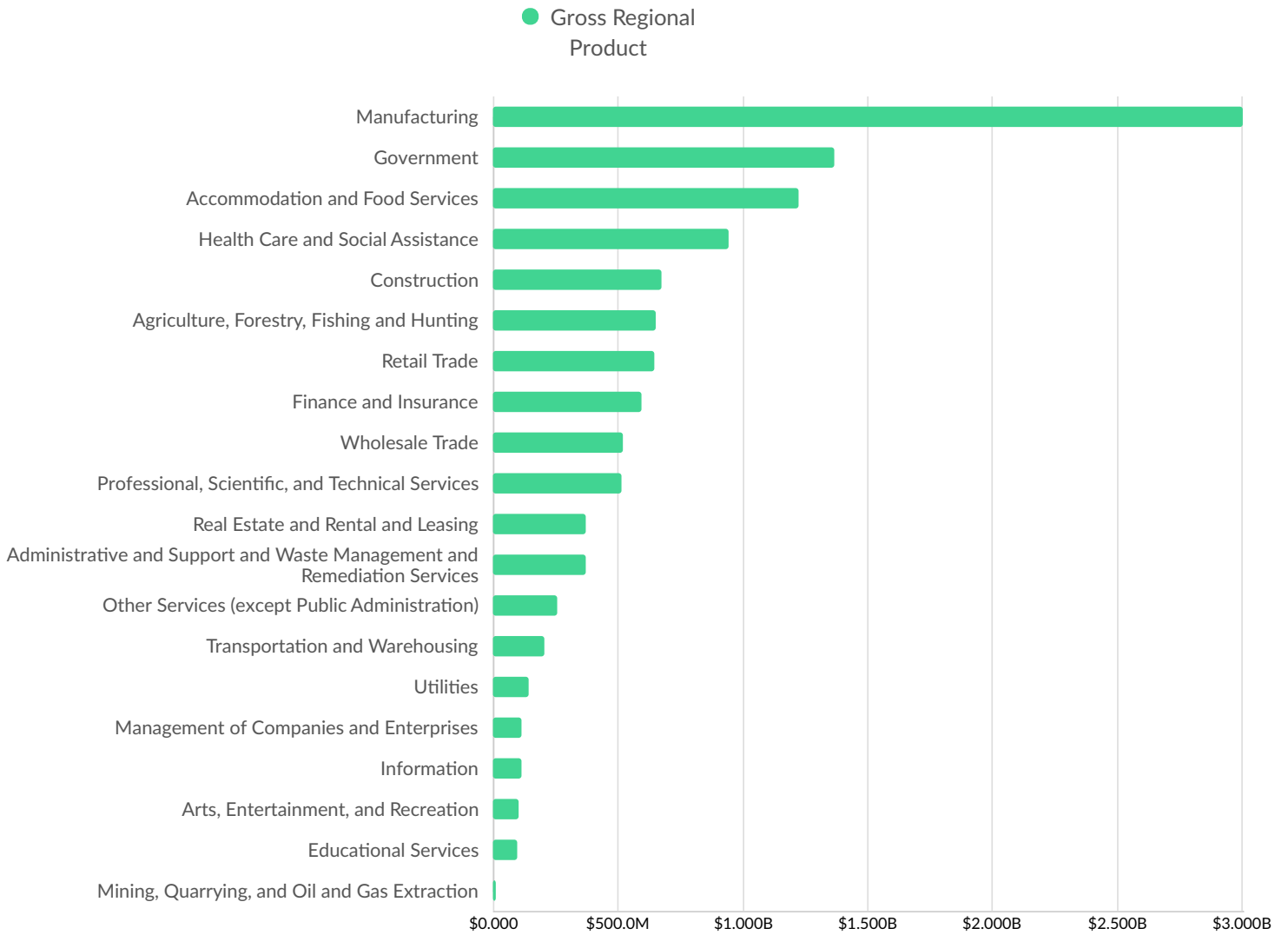
Top Growing Industries



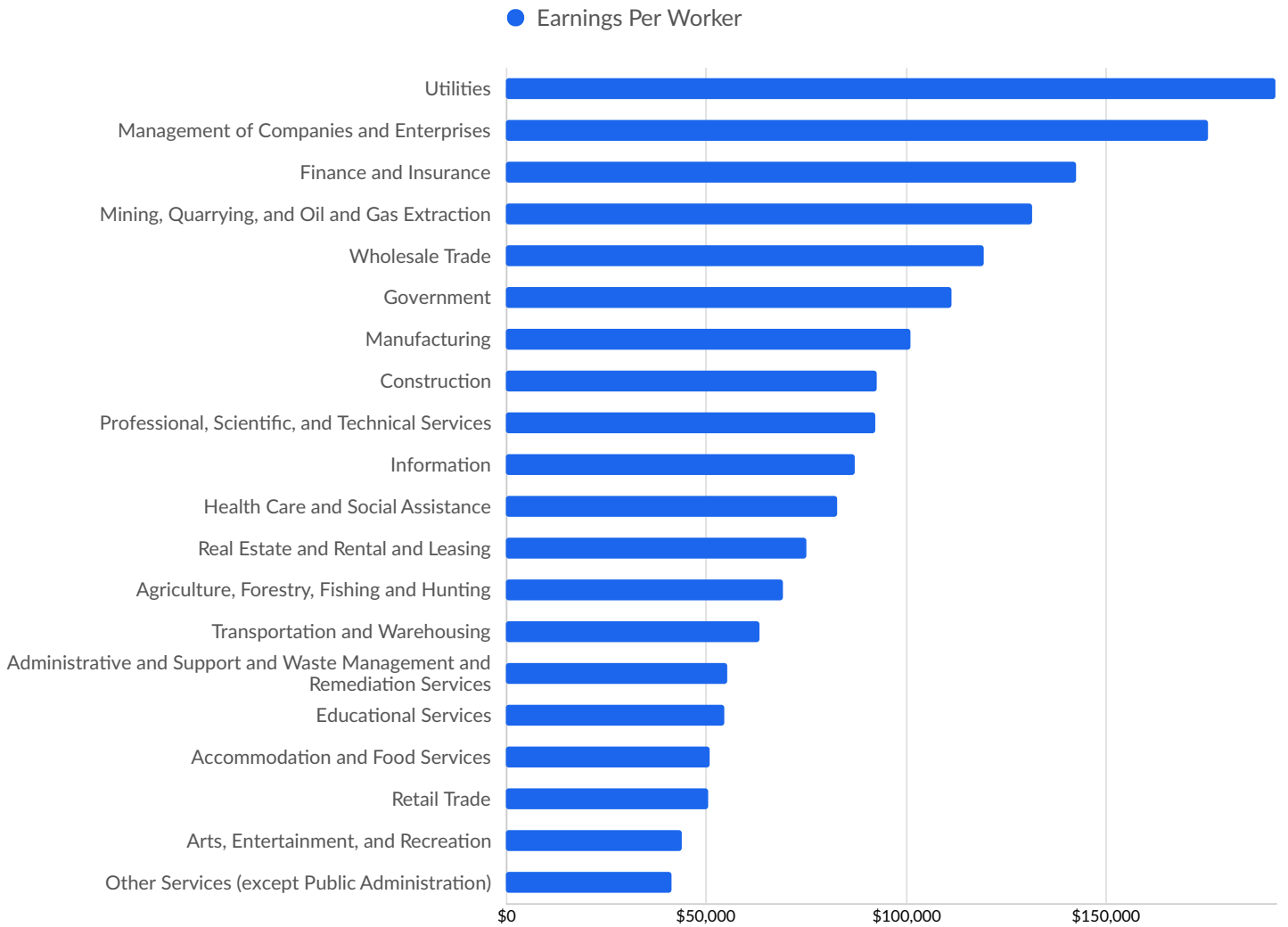
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



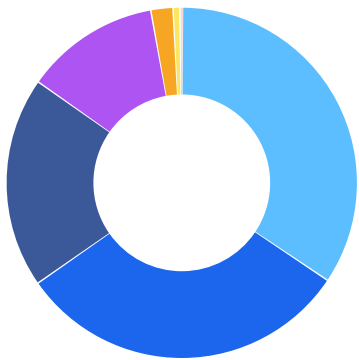
Business Characteristics

16,047 Companies Employ Your Workers

Online profiles for your workers mention 16,047 companies as employers, with the top 10 appearing below. In the last 12 months, 3,016 companies in Napa County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Napa Valley Unified School Distr...	508 	Providence	996 
Kaiser Permanente	454 	Adventist Health	408 
Napa-sonoma Small Business D...	312 	CareInHomes	339 
Napa County	301 	Napa Valley Unified School Distr...	315 
County Of Napa	283 	Aimbridge Hospitality	282 
Pacific Union College	253 	Kaiser Permanente	280 
Nvusd	238 	The Estate Yountville	269 
Queen Of The Valley Medical Ce...	209 	NAPA Auto Parts	254 
California Department Of State ...	201 	State of California	240 
City Of Napa	195 	The Meritage Resort And Spa	225 

Business Size

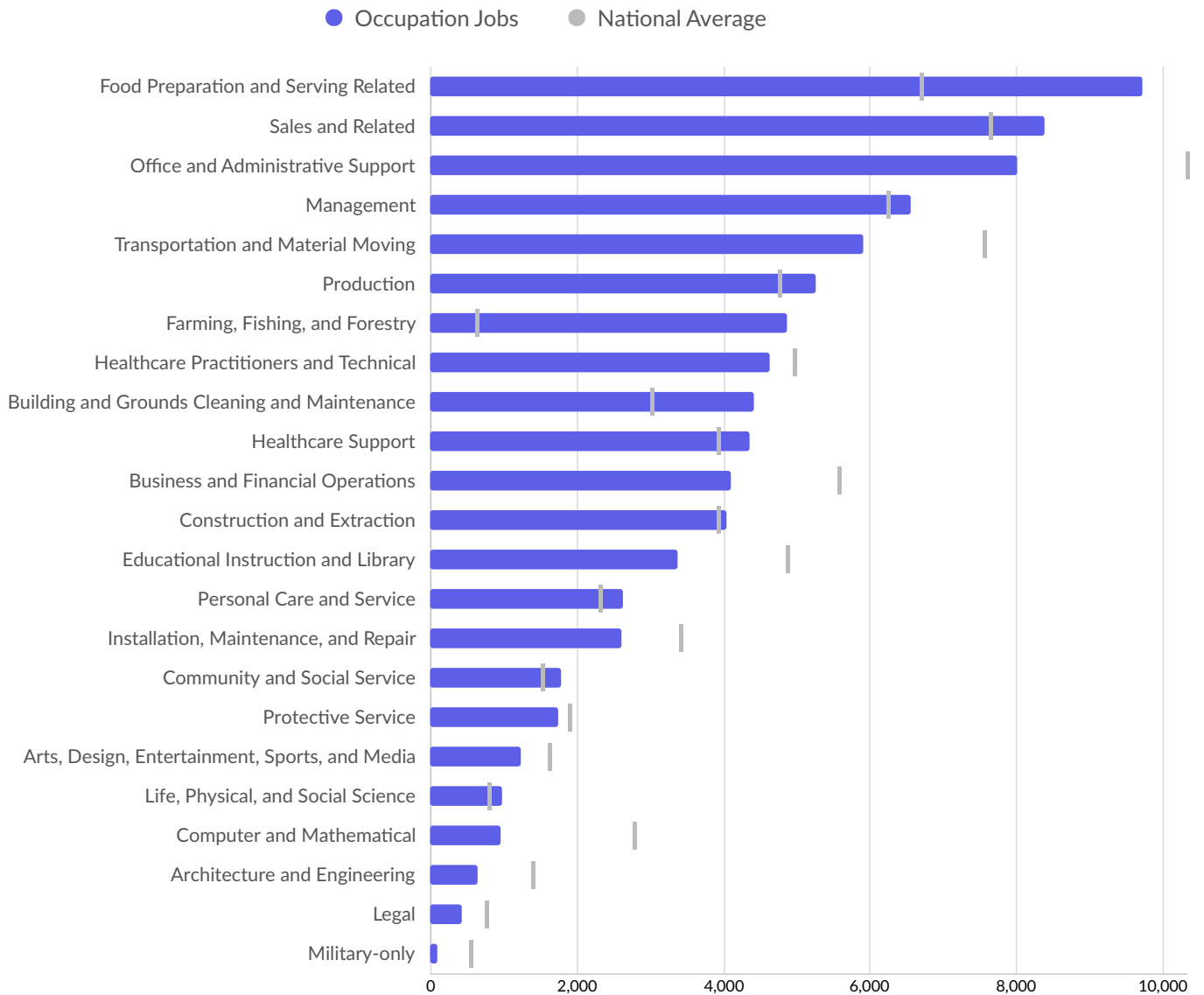


	Percentage	Business Count
● 1 to 4 employees	34.3%	2,527
● 5 to 9 employees	30.9%	2,278
● 10 to 19 employees	19.4%	1,432
● 20 to 49 employees	12.4%	914
● 50 to 99 employees	2.0%	150
● 100 to 249 employees	0.6%	46
● 250 to 499 employees	0.1%	11
● 500+ employees	0.1%	7

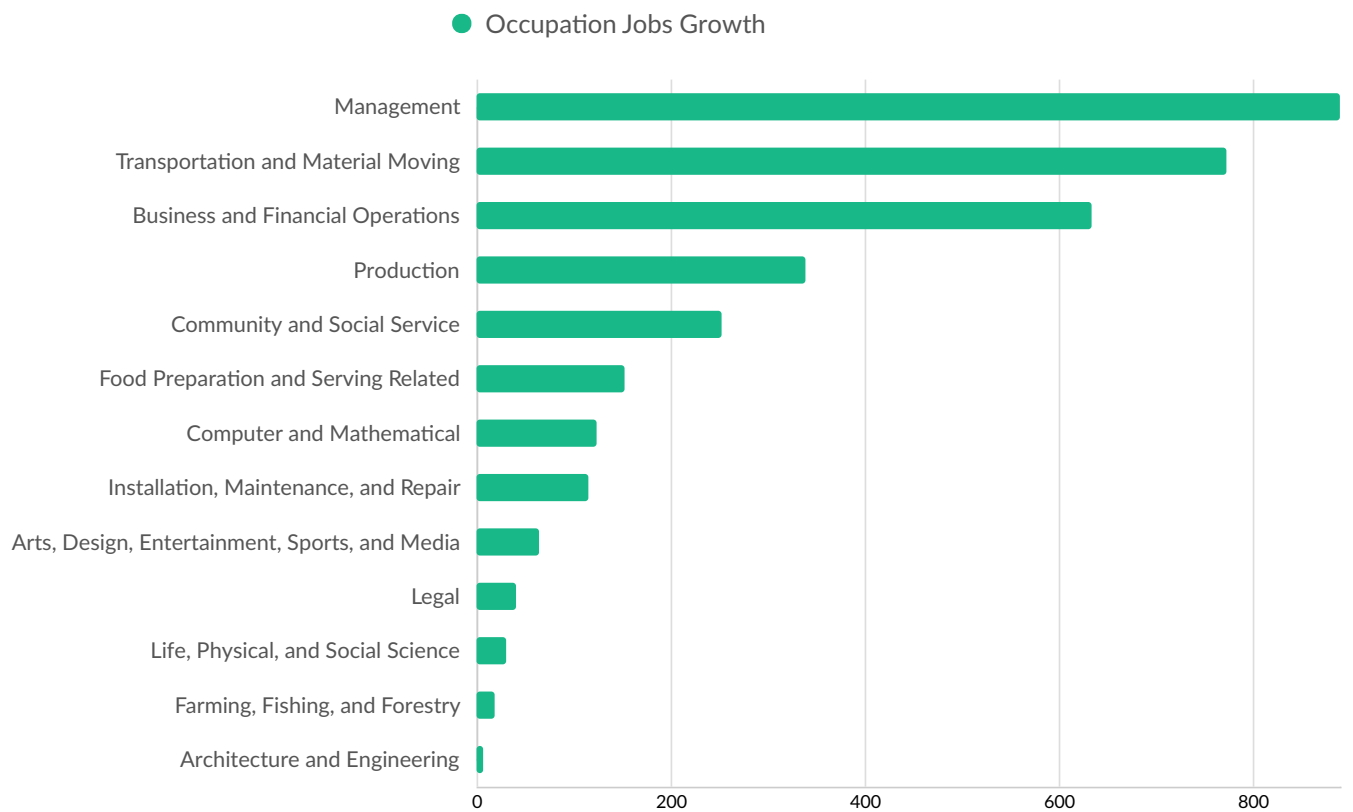
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

Largest Occupations

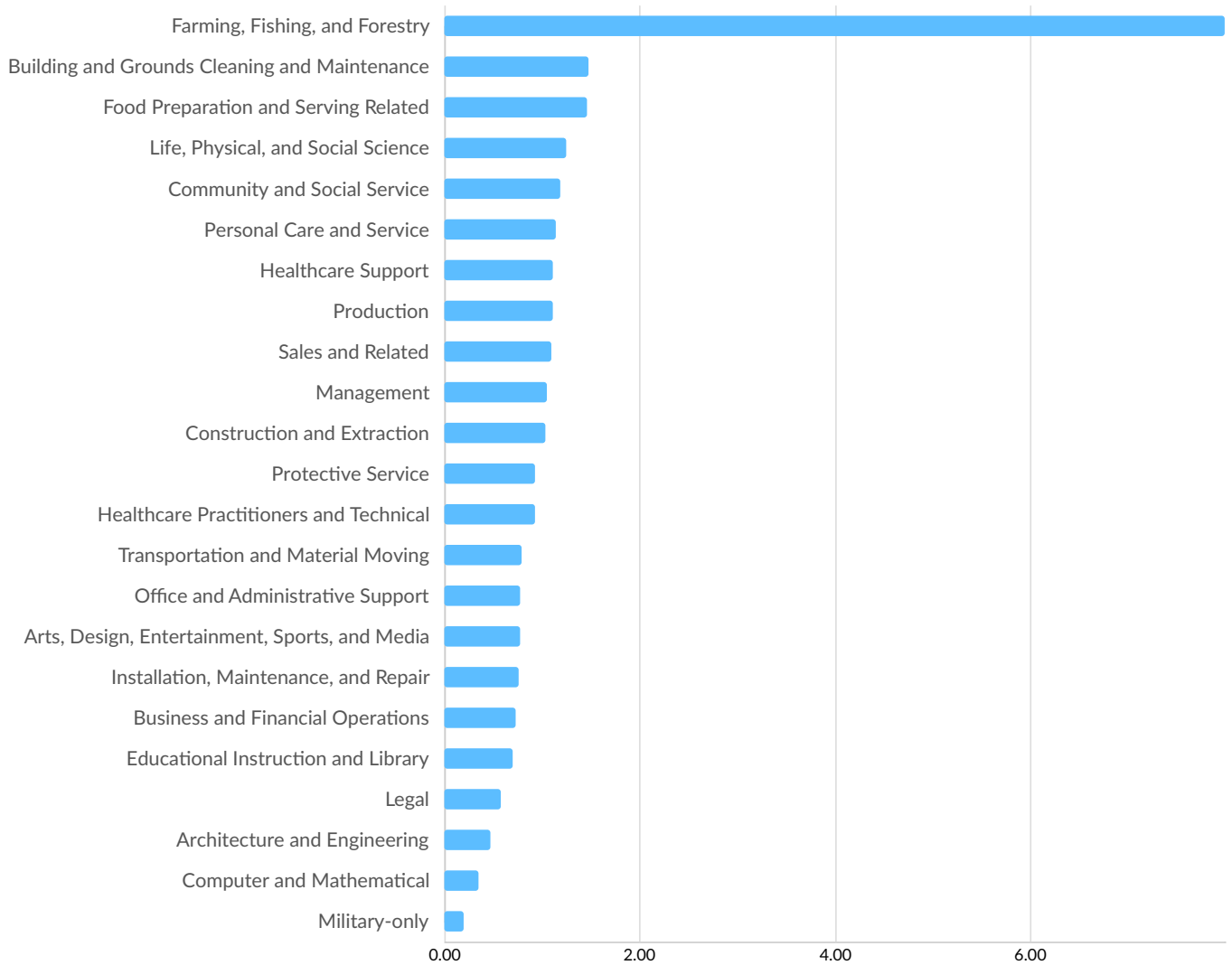


Top Growing Occupations

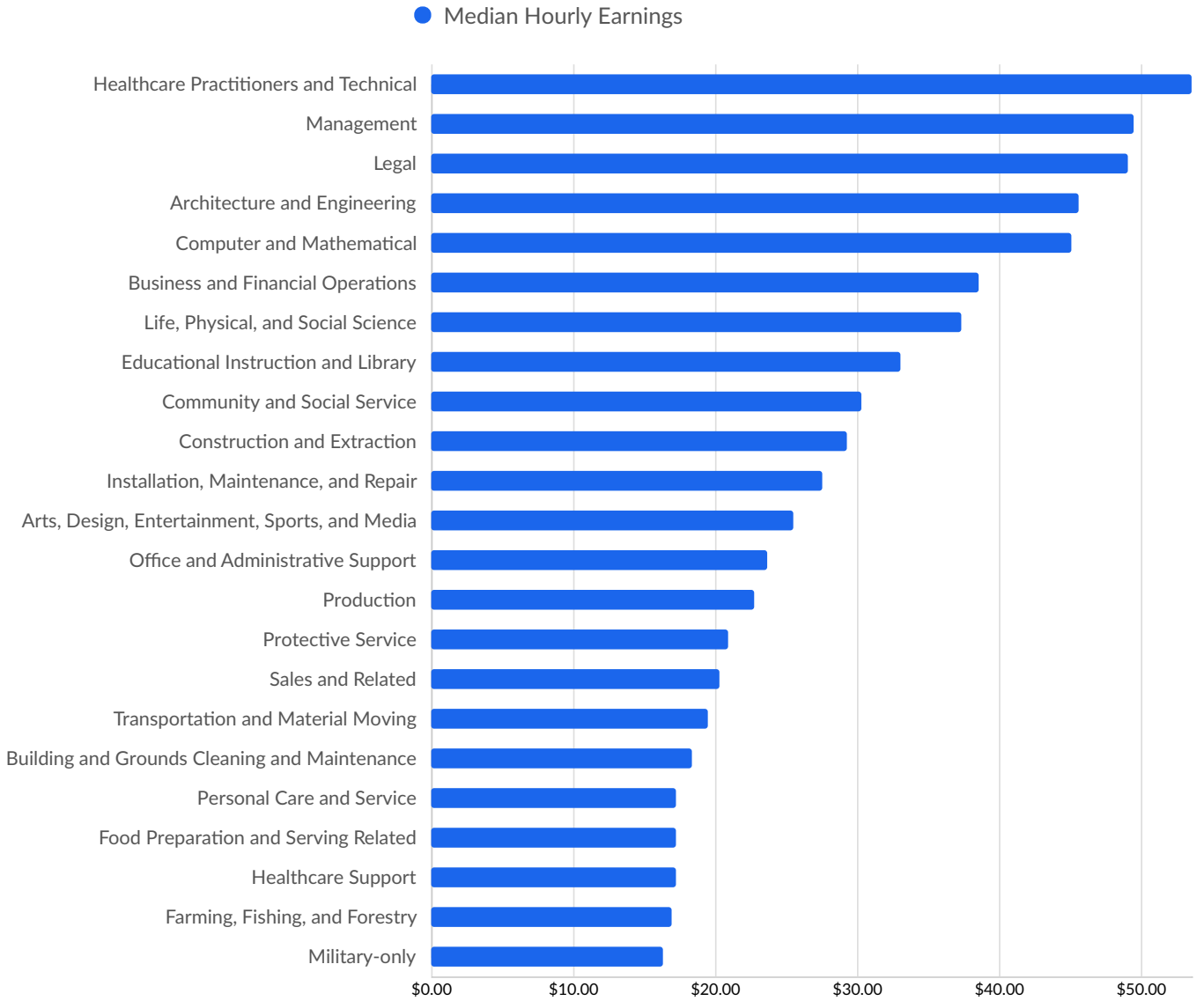


Top Occupation Employment Concentration

● Occupation Employment Concentration

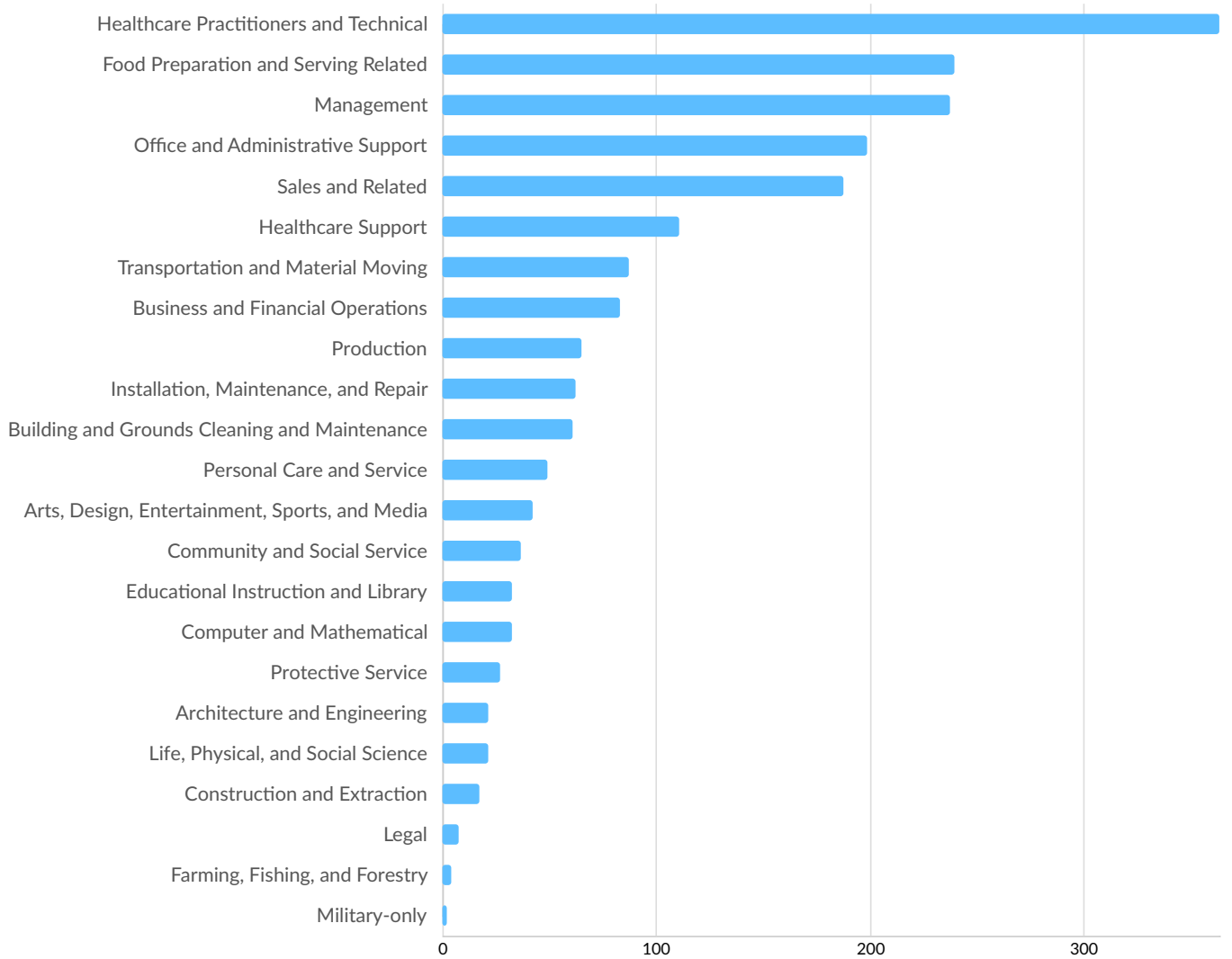


Top Occupation Earnings

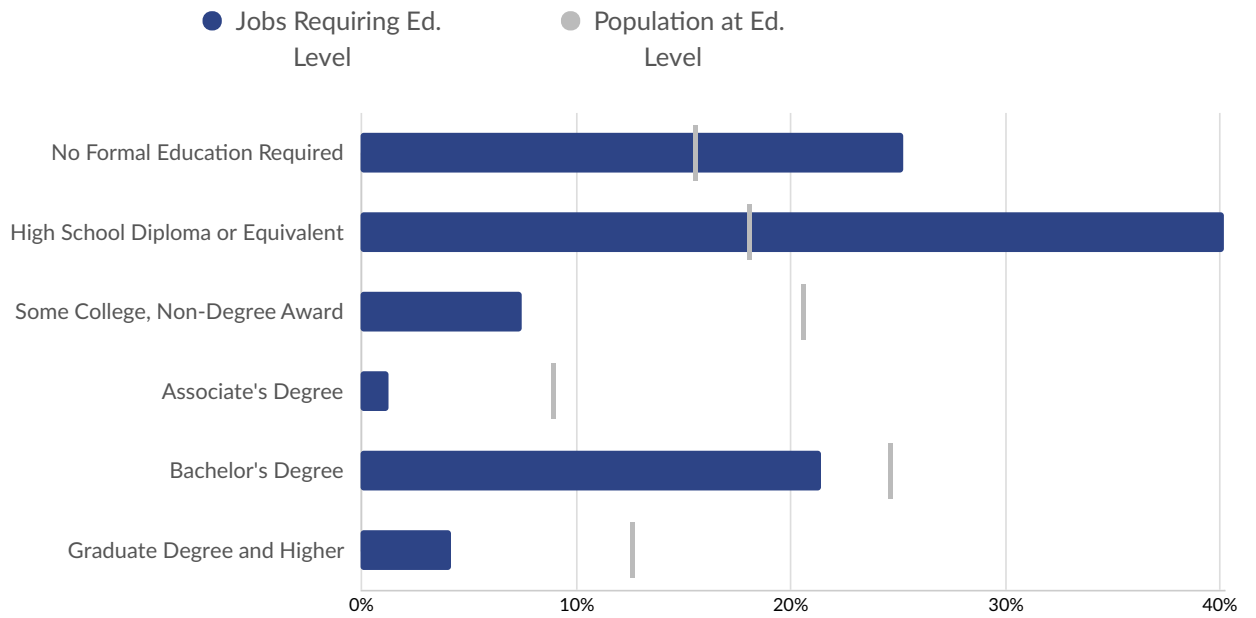


Top Posted Occupations

● Unique Average Monthly Postings

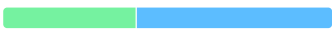






Underemployment



Educational Pipeline

In 2021, there were 1,527 graduates in Napa County, CA. This pipeline has shrunk by 4% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Certificate), "Biological and Physical Sciences" (Associate's), and "Registered Nursing/Registered Nurse" (Associate's).

School	Total Graduates (2021)	Graduate Trend (2017 - 2021)
Napa Valley College	1,226 	
Pacific Union College	301 	
LeMelange Academy of Hair	0	

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

