Napa County, CA

Workforce Alliance of the North Bay

P.O. Box 247
Napa, California 94559

Contents

Report Parameters 1
Economy Overview 2
Unemployment by Demographics 4
Historic & Projected Trends 8
Population Characteristics 12
Inbound and Outbound Migration 14
Industry Characteristics 16
Business Characteristics 21
Workforce Characteristics 23
Educational Pipeline 29
In-Demand Skills 30

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

133,955

Population (2023)

Population **decreased by 4,665** over the last 5 years and is projected to **decrease by 2,406** over the next 5 years.

87,875

Total Regional Employment

Jobs **decreased by 1,151** over the last 5 years but are projected to **grow by 6,434** over the next 5 years.

$97.5K

Median Household Income (2021)

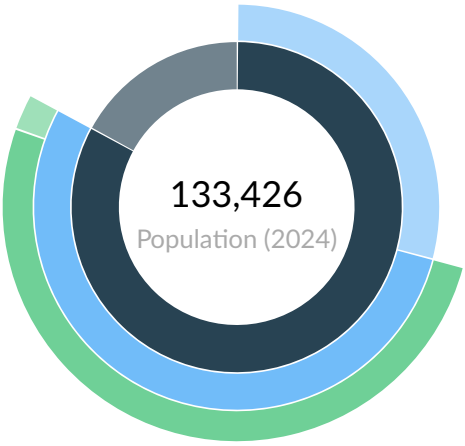
Median household income is **$28.5K above** the national median household income of $69.0K.

Takeaways

- As of 2023 the region's population **declined by 3.4%** since 2018, falling by 4,665. Population is expected to **decrease by 1.8%** between 2023 and 2028, losing 2,406.
- From 2018 to 2023, jobs **declined by 1.3%** in Napa County, CA from 89,026 to **87,875**. This change **fell short of the national growth rate of 3.6% by 4.9%**. As the number of jobs declined, the **labor force participation rate decreased from 63.9% to 62.7% between 2018 and 2023**.
- Concerning educational attainment, **25.2% of Napa County, CA residents possess a Bachelor's Degree** (4.1% above the national average), and **8.8% hold an Associate's Degree** (0.1% below the national average).
- The top three industries in 2023 are Beverage Manufacturing, Restaurants and Other Eating Places, and Traveler Accommodation.

	Population (2024)	Labor Force (Jan 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	133,426	71,773	87,875	143.8	$13.04B	$15.10B	$15.67B
State	38,761,774	19,344,189	20,494,638	134.9	$3.54T	$1.80T	$2.54T

Jan 2024 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	110,549
Not in Labor Force (16+)	38,776
Labor Force	71,773
Employed	68,444
Unemployed	3,329
Under 16, Military, and institutionalized Population	22,877

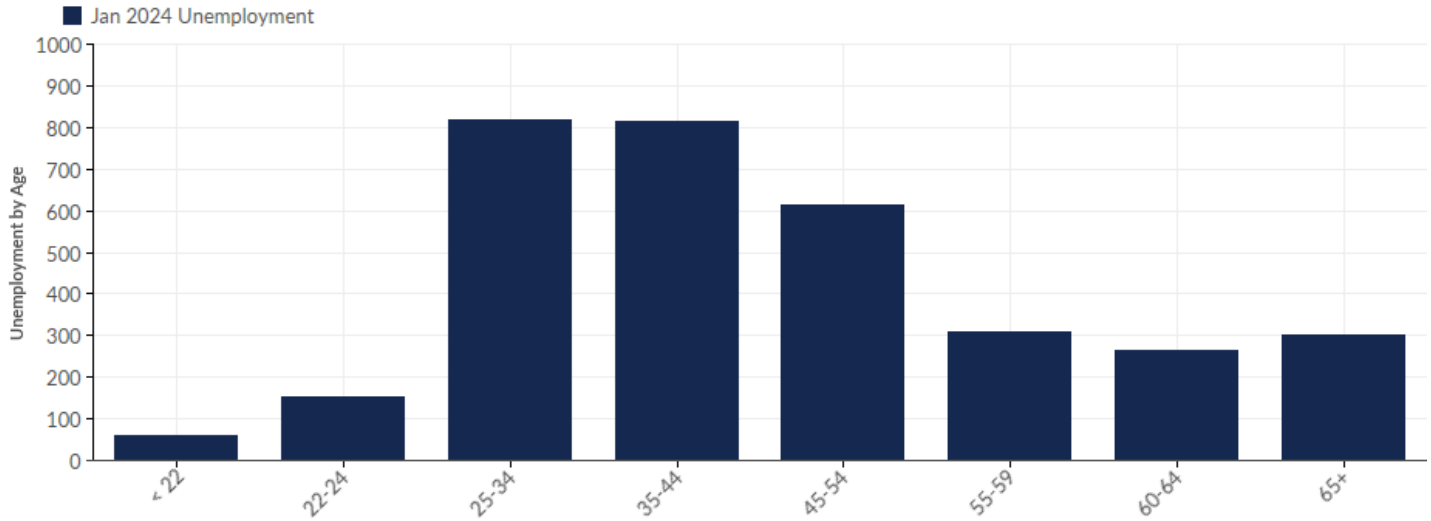
Educational Attainment

Concerning educational attainment, **25.2% of Napa County, CA residents possess a Bachelor's Degree** (4.1% above the national average), and **8.8% hold an Associate's Degree** (0.1% below the national average).

	% of Population	Population
Less Than 9th Grade	9.3%	9,105
9th Grade to 12th Grade	5.8%	5,668
High School Diploma	17.8%	17,328
Some College	20.2%	19,675
Associate's Degree	8.8%	8,596
Bachelor's Degree	25.2%	24,514
Graduate Degree and Higher	12.8%	12,492

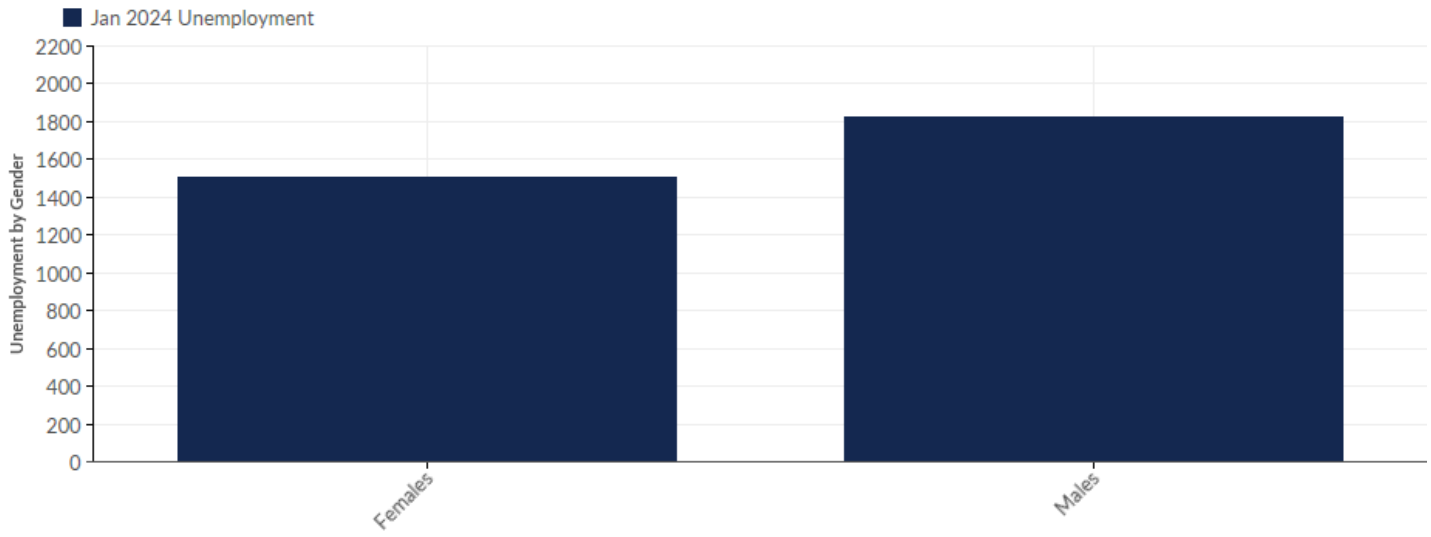
Unemployment by Demographics

Unemployment by Age



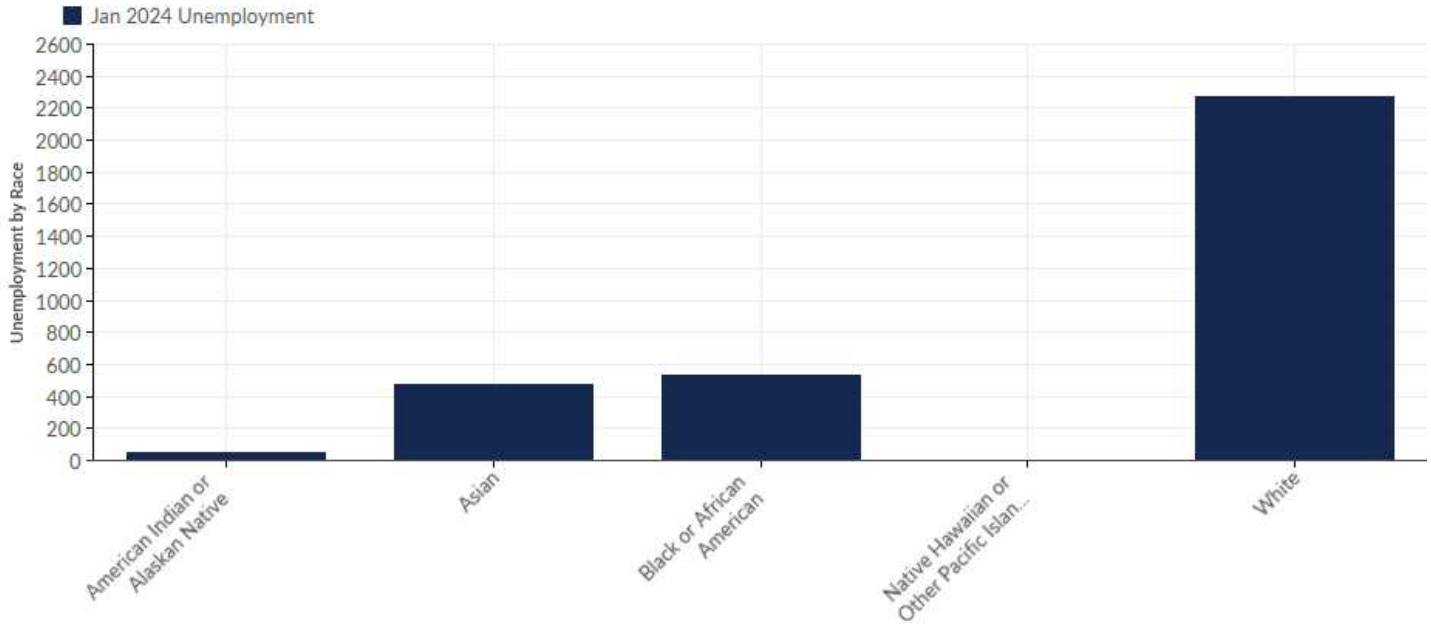
Age	Unemployment (Jan 2024)	% of Unemployed
< 22	61	1.83%
22-24	151	4.54%
25-34	817	24.54%
35-44	815	24.48%
45-54	612	18.38%
55-59	308	9.25%
60-64	263	7.90%
65+	302	9.07%
Total	3,329	100.00%

Unemployment by Gender



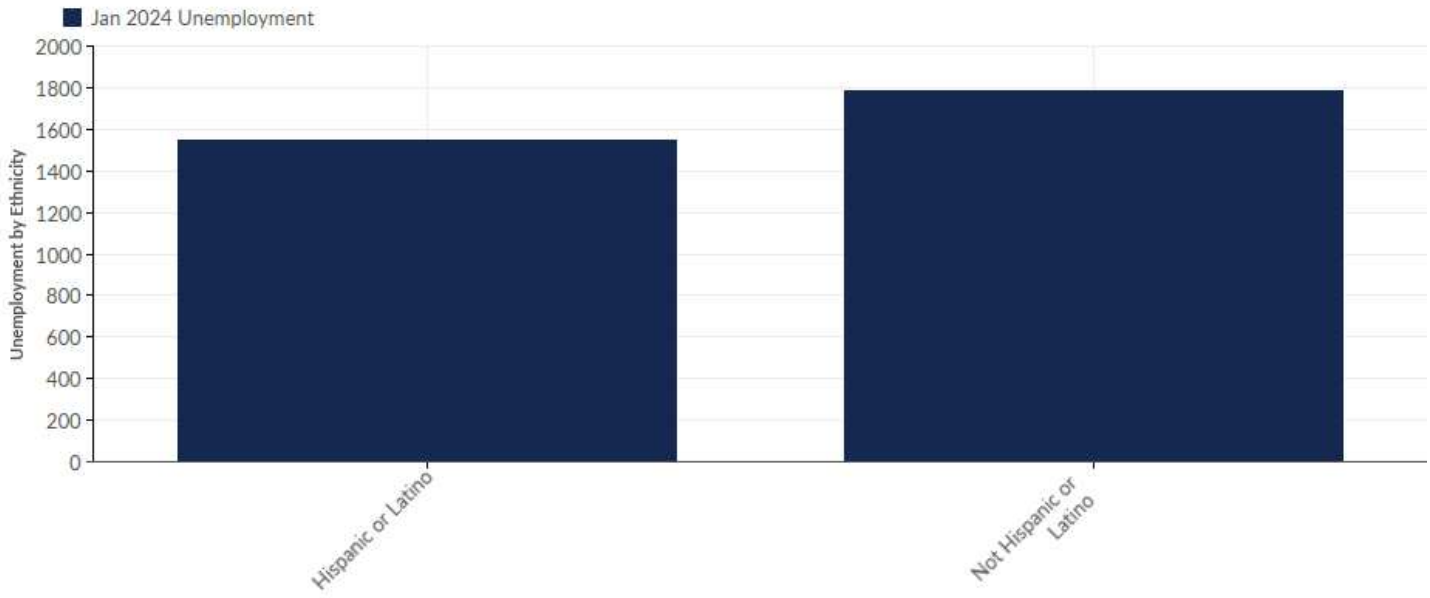
Gender		Unemployment (Jan 2024)	% of Unemployed
Females		1,504	45.18%
Males		1,825	54.82%
	Total	3,329	100.00%

Unemployment by Race



Race	Unemployment (Jan 2024)	% of Unemployed
American Indian or Alaskan Native	47	1.41%
Asian	473	14.21%
Black or African American	536	16.10%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	2,272	68.25%
Total	3,329	100.00%

Unemployment by Ethnicity

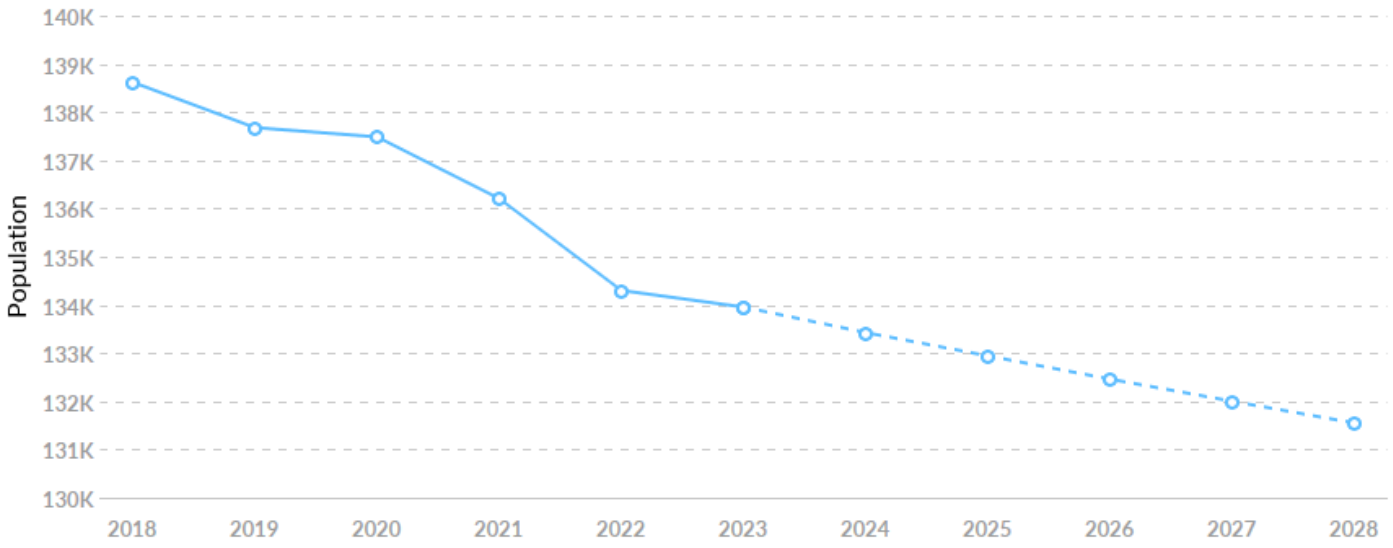


Ethnicity		Unemployment (Jan 2024)	% of Unemployed
Hispanic or Latino		1,546	46.44%
Not Hispanic or Latino		1,783	53.56%
	Total	3,329	100.00%

Historic & Projected Trends

Population Trends

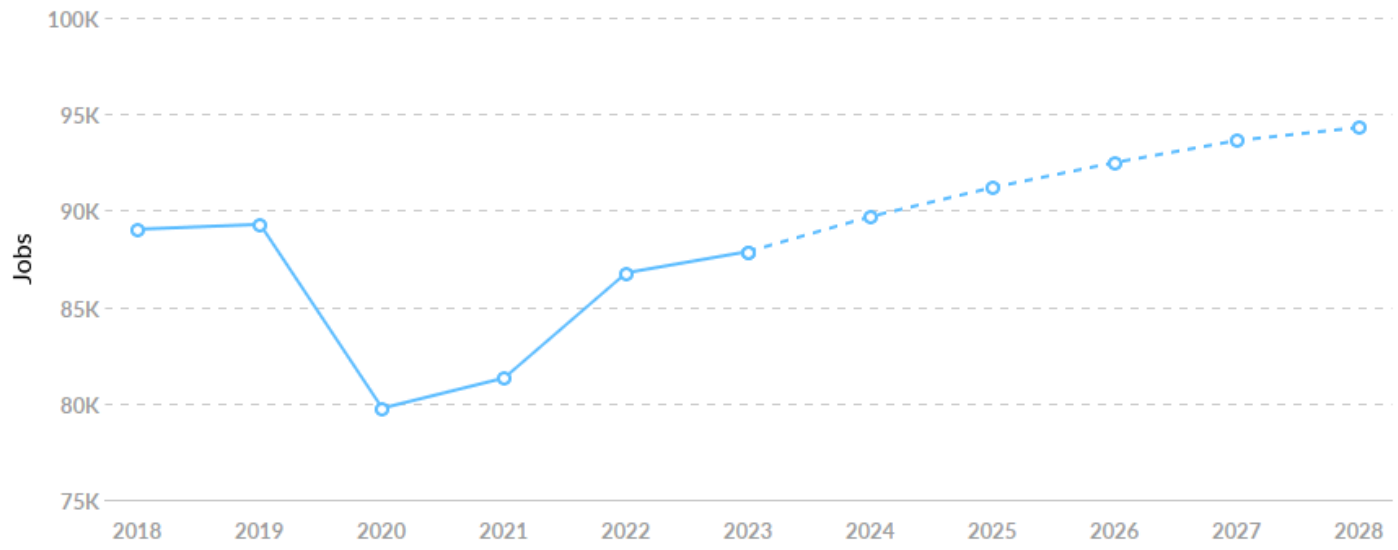
As of 2023 the region's population **declined by 3.4%** since 2018, falling by 4,665. Population is expected to **decrease by 1.8%** between 2023 and 2028, losing 2,406.



Timeframe	Population
2018	138,620
2019	137,678
2020	137,485
2021	136,206
2022	134,300
2023	133,955
2024	133,426
2025	132,943
2026	132,460
2027	132,001
2028	131,549

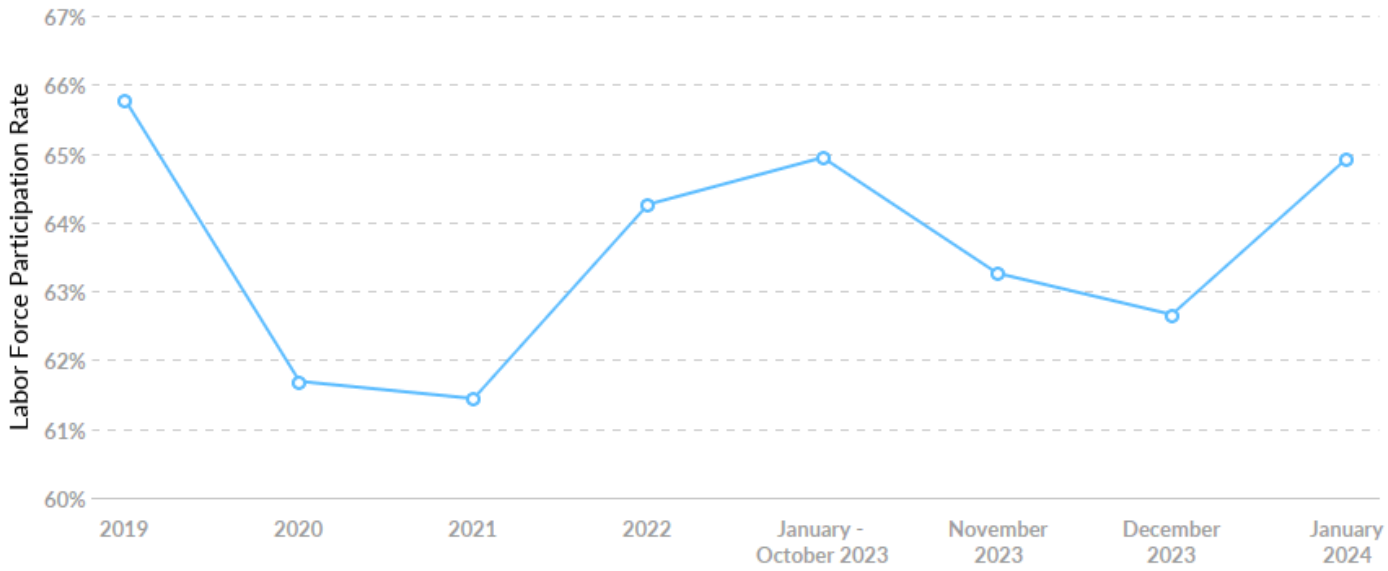
Job Trends

From 2018 to 2023, jobs **declined by 1.3%** in Napa County, CA from 89,026 to **87,875**. This change **fell short of the national growth rate of 3.6% by 4.9%**.



Timeframe	Jobs
2018	89,026
2019	89,280
2020	79,744
2021	81,313
2022	86,769
2023	87,875
2024	89,688
2025	91,196
2026	92,489
2027	93,630
2028	94,309

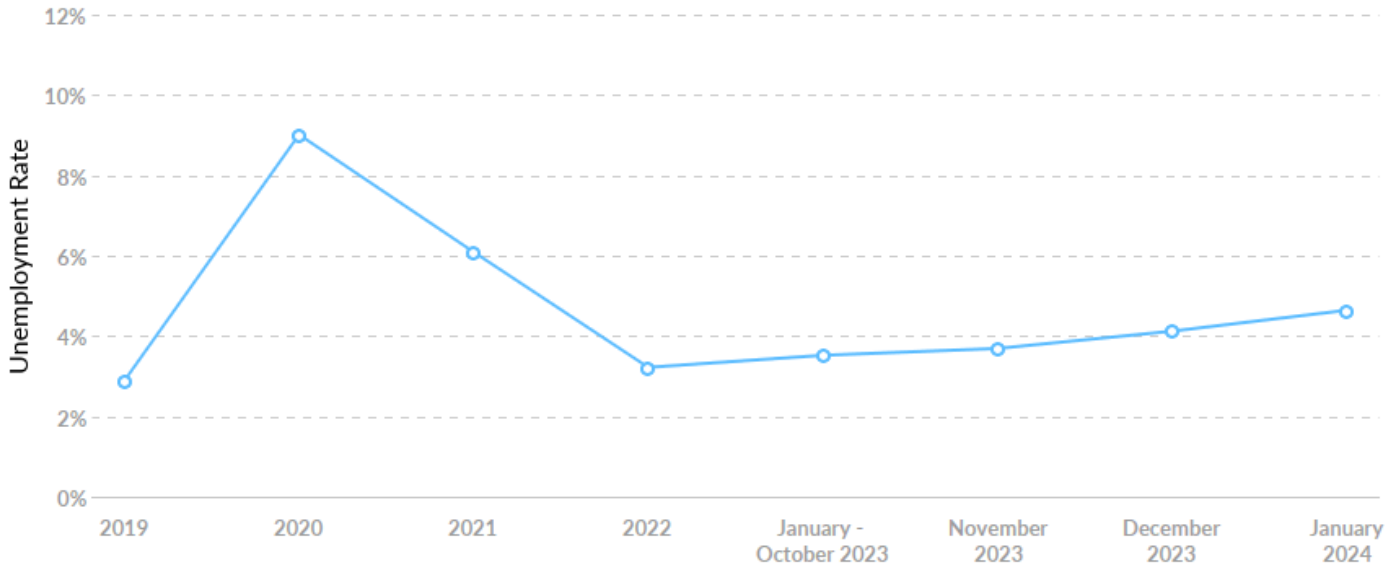
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.78%
2020	61.69%
2021	61.44%
2022	64.26%
January - October 2023	64.94%
November 2023	63.26%
December 2023	62.66%
January 2024	64.92%

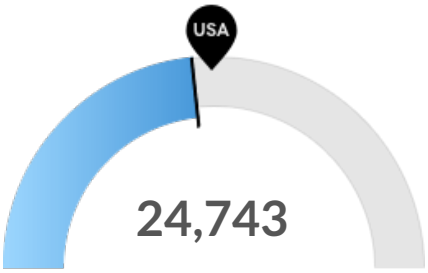
Unemployment Rate Trends

Napa County, CA had a January 2024 unemployment rate of 4.64%, **increasing from 2.89%** 5 years before.



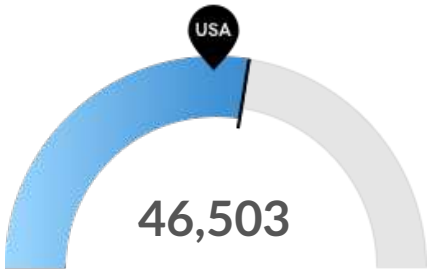
Timeframe	Unemployment Rate
2019	2.89%
2020	9.01%
2021	6.09%
2022	3.22%
January - October 2023	3.52%
November 2023	3.69%
December 2023	4.12%
January 2024	4.64%

Population Characteristics



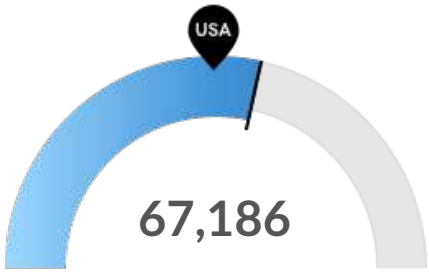
Millennials

Napa County, CA has 24,743 millennials (ages 25-39). The national average for an area this size is 27,308.



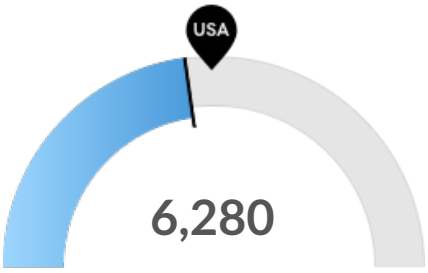
Retiring Soon

Retirement risk is high in Napa County, CA. The national average for an area this size is 40,247 people 55 or older, while there are 46,503 here.



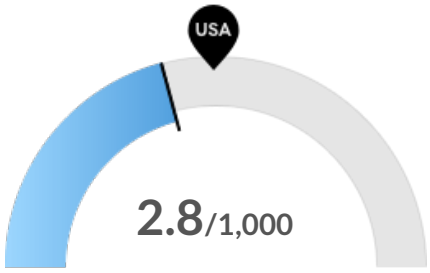
Racial Diversity

Racial diversity is high in Napa County, CA. The national average for an area this size is 55,230 racially diverse people, while there are 67,186 here.



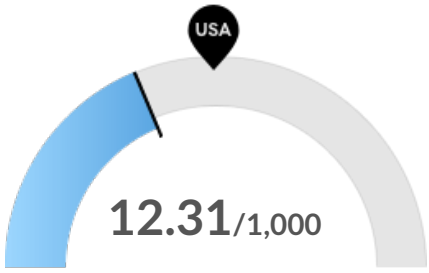
Veterans

Napa County, CA has 6,280 veterans. The national average for an area this size is 7,151.



Violent Crime

Napa County, CA has 2.8 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

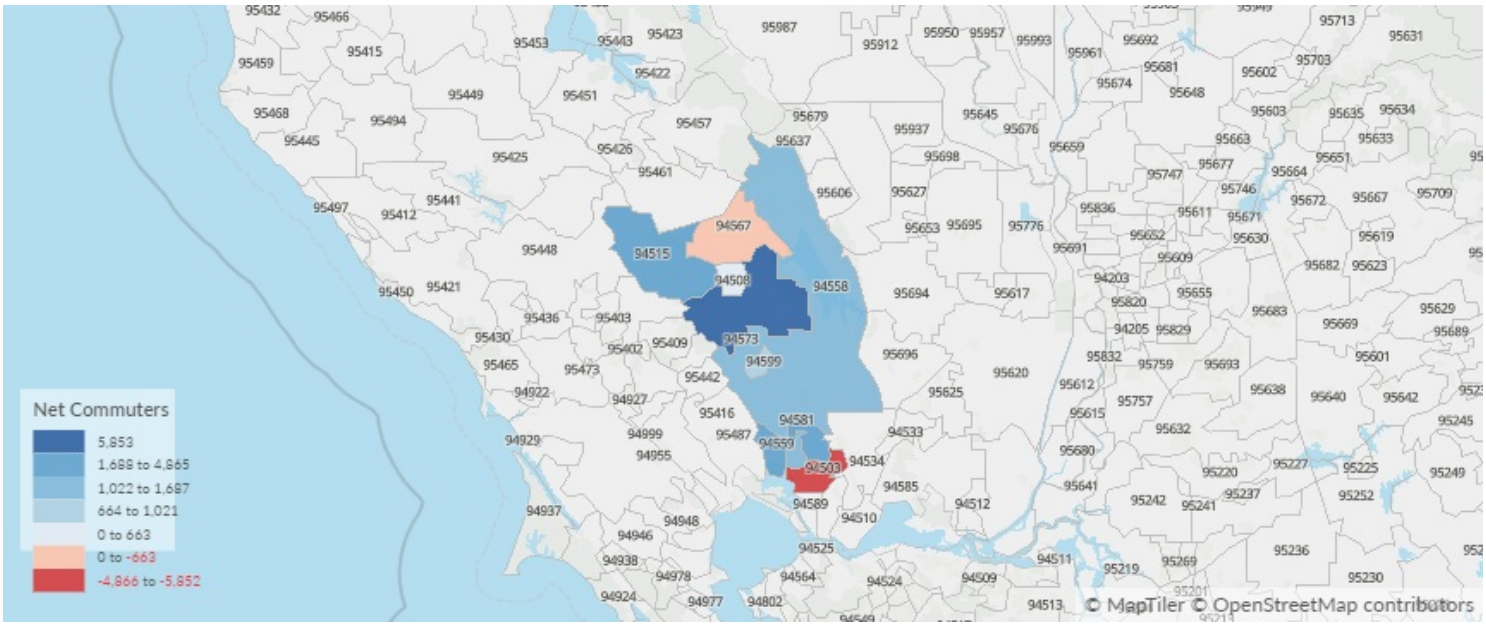


Property Crime

Napa County, CA has 12.31 property crimes per 1,000 people. The national rate is 18.22 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	2023 Employment
94558	Napa, CA (in Napa coun…	39,176
94559	Napa, CA (in Napa coun…	18,282
94574	Saint Helena, CA (in Na…	10,824
94503	American Canyon, CA (i…	7,059
94515	Calistoga, CA (in Napa c…	6,238

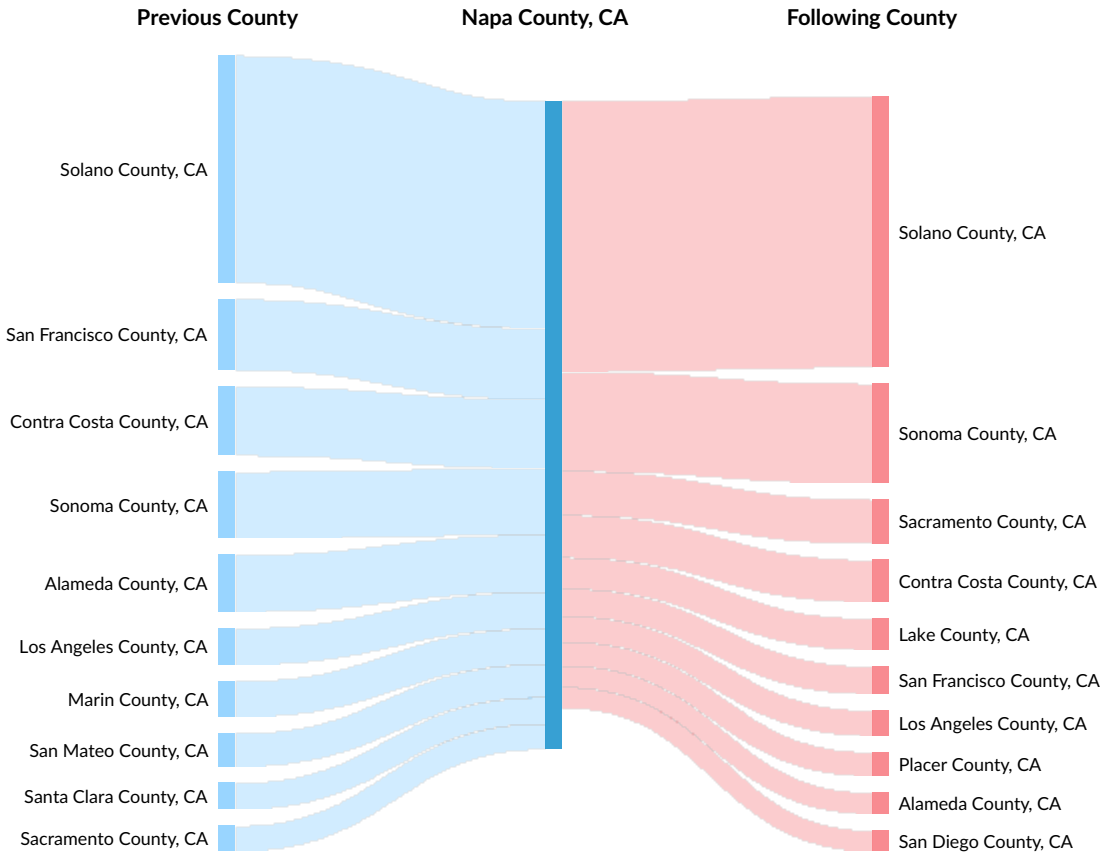
Where Talent Lives

ZIP	Name	2023 Workers
94558	Napa, CA (in Napa coun…	38,154
94559	Napa, CA (in Napa coun…	16,594
94503	American Canyon, CA (i…	11,925
94574	Saint Helena, CA (in Na…	4,971
94515	Calistoga, CA (in Napa c…	4,454

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 2021, 1,142 people have migrated from Solano County, CA to Napa County, CA. In the same year, 1,359 people left Napa County, CA migrating to Solano County, CA. The total Net Migration for Napa County, CA in 2021 was -1,057.



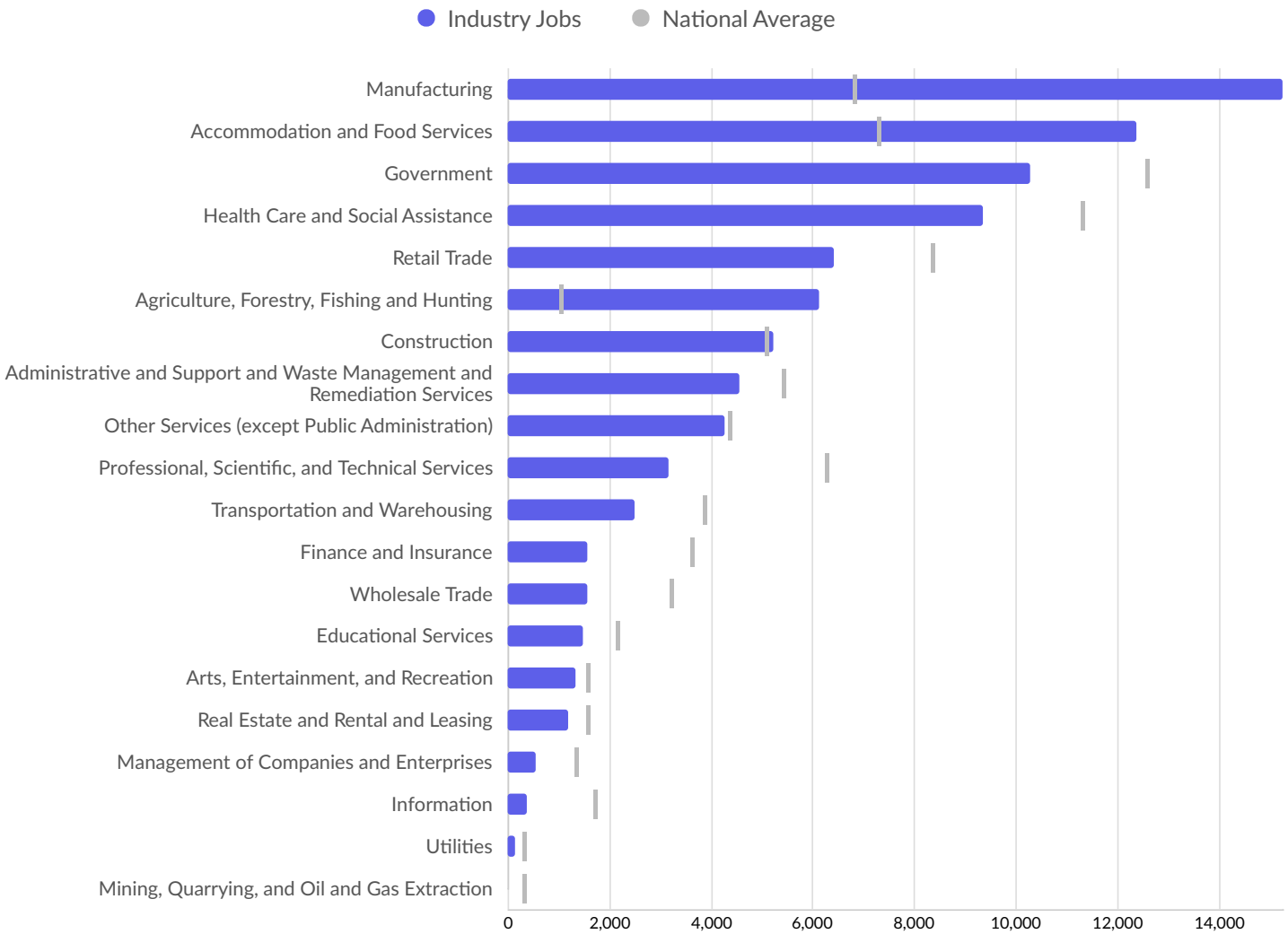
Top Previous Counties	Migrations
Solano County, CA	1,142
San Francisco County, CA	355
Contra Costa County, CA	346
Sonoma County, CA	334
Alameda County, CA	287
Los Angeles County, CA	183

Top Previous Counties	Migrations
Marin County, CA	180
San Mateo County, CA	166
Santa Clara County, CA	133
Sacramento County, CA	127
San Diego County, CA	82
Orange County, CA	69
Lake County, CA	59
Santa Barbara County, CA	58
Riverside County, CA	54

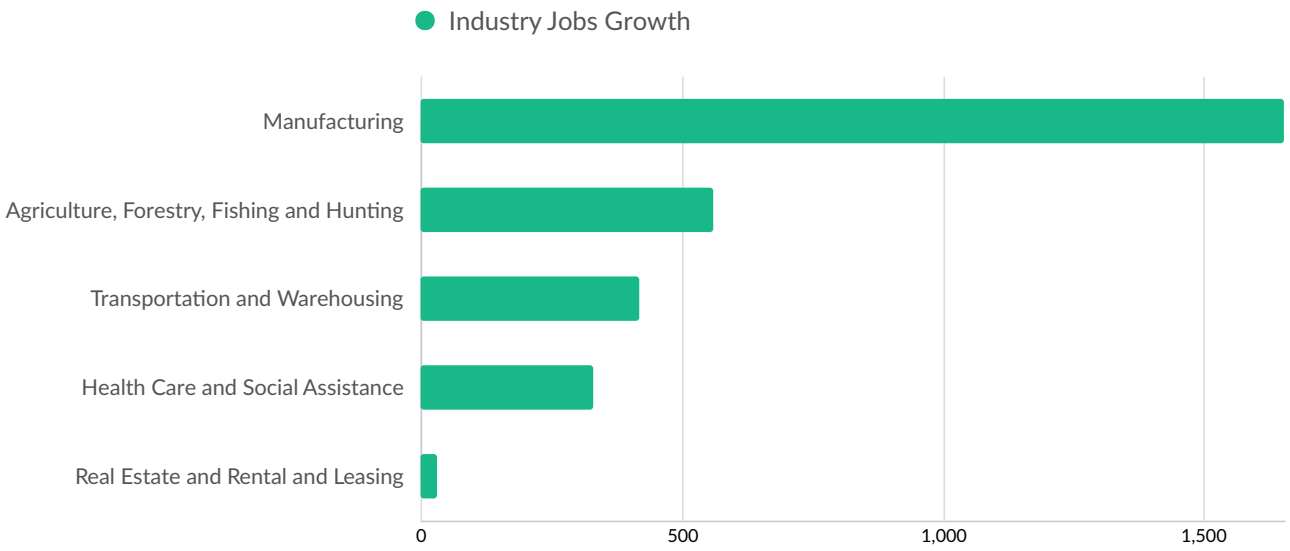
Top Following Counties	Migrations
Solano County, CA	1,359
Sonoma County, CA	499
Sacramento County, CA	221
Contra Costa County, CA	212
Lake County, CA	157
San Francisco County, CA	138
Los Angeles County, CA	127
Placer County, CA	120
Alameda County, CA	108
San Diego County, CA	104
Maricopa County, AZ	88
Marin County, CA	83
Yolo County, CA	78
San Mateo County, CA	72
Orange County, CA	66

Industry Characteristics

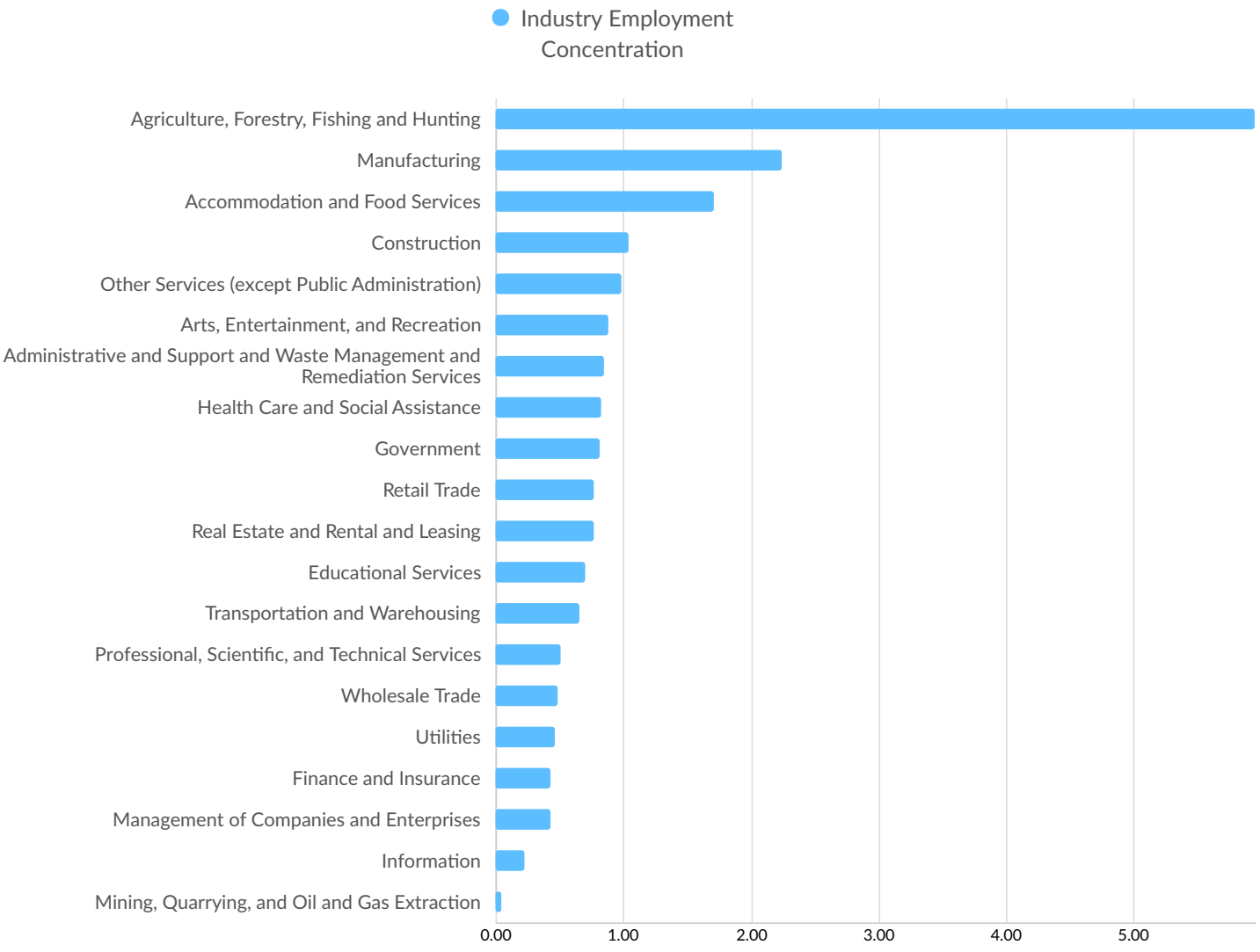
Largest Industries



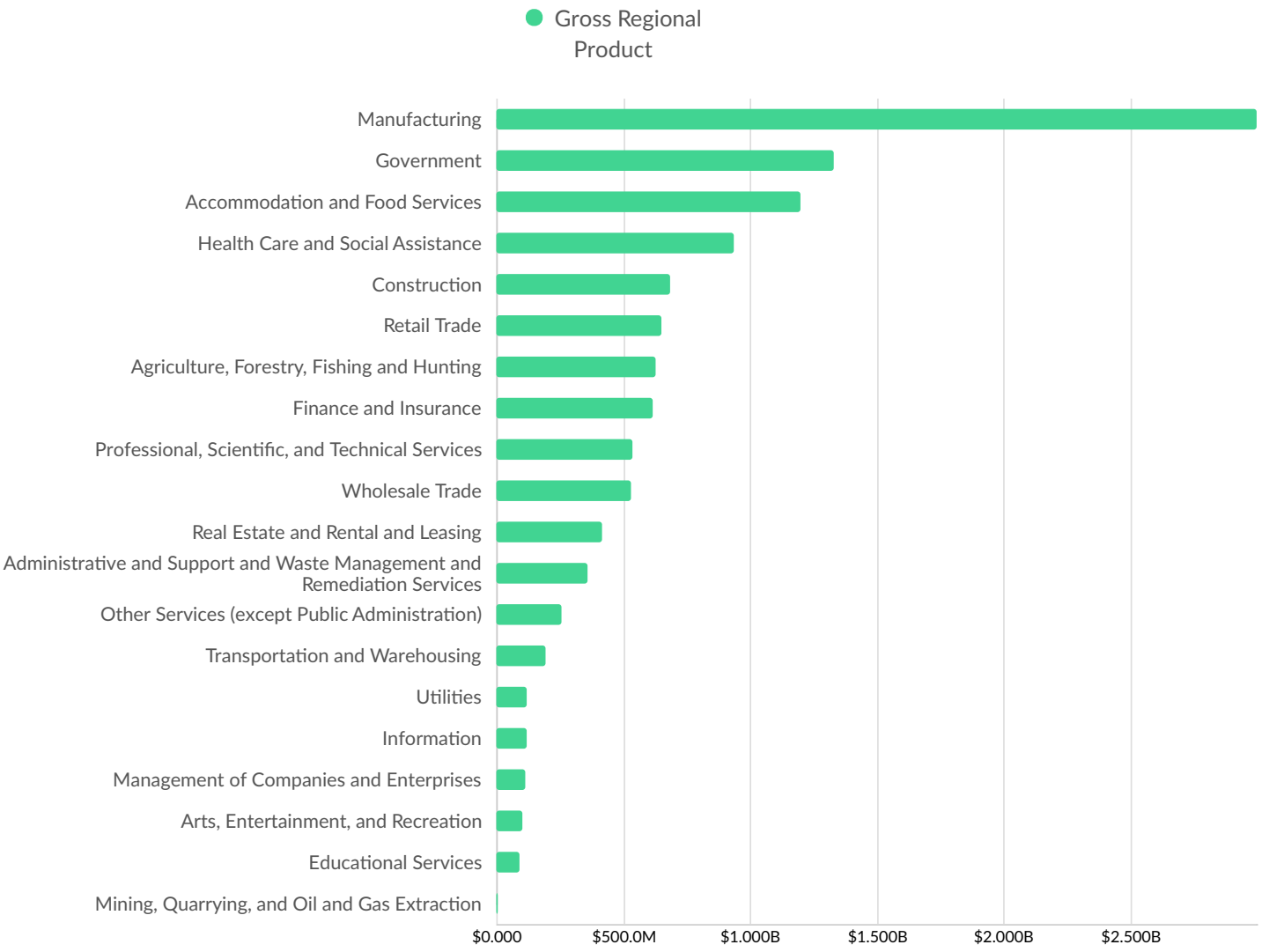
Top Growing Industries



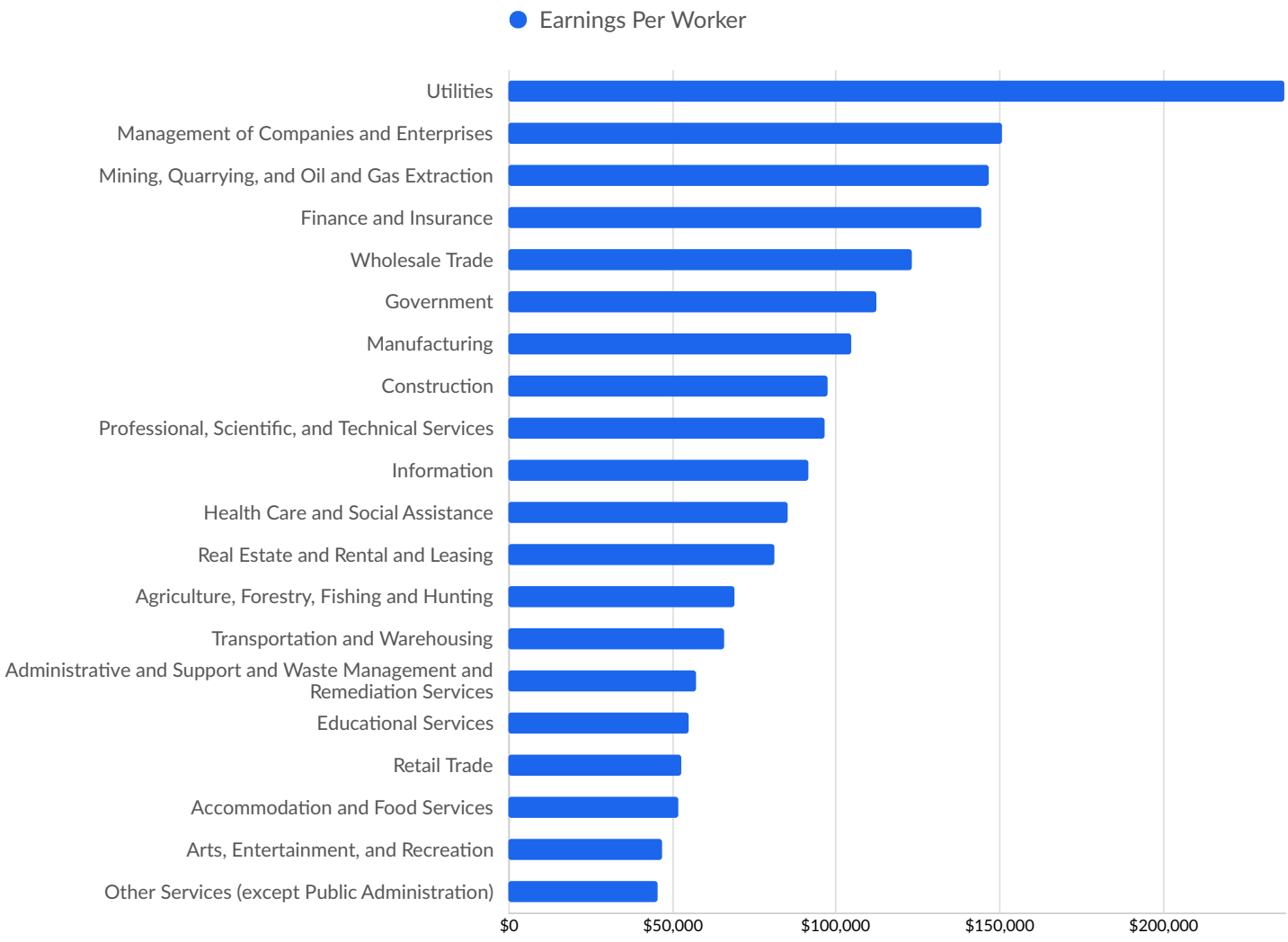
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

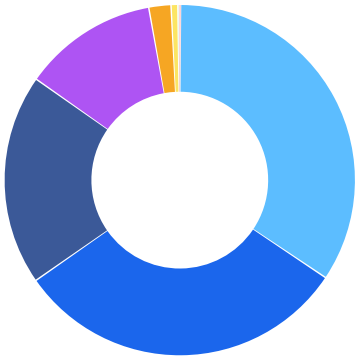
21,657 Companies Employ Your Workers

Online profiles for your workers mention 21,657 companies as employers, with the top 10 appearing below. In the last 12 months, 2,969 companies in Napa County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Napa Valley Unified School Distr...	558
Kaiser Permanente	506
Napa County	302
County Of Napa	268
Pacific Union College	259
Nvusd	252
Queen Of The Valley Medical Ce...	224
City Of Napa	203
Trinchero Family Estates	198
Napa Valley College	181

Top Companies Posting	Unique Postings
Providence	605
Napa Valley Unified School Distr...	506
Adventist Health	350
NAPA Auto Parts	247
Auberge Resorts	242
The Estate Yountville	224
Aerotek	182
Randstad	171
Treasury Wine Estates	170
Hyatt	164

Business Size

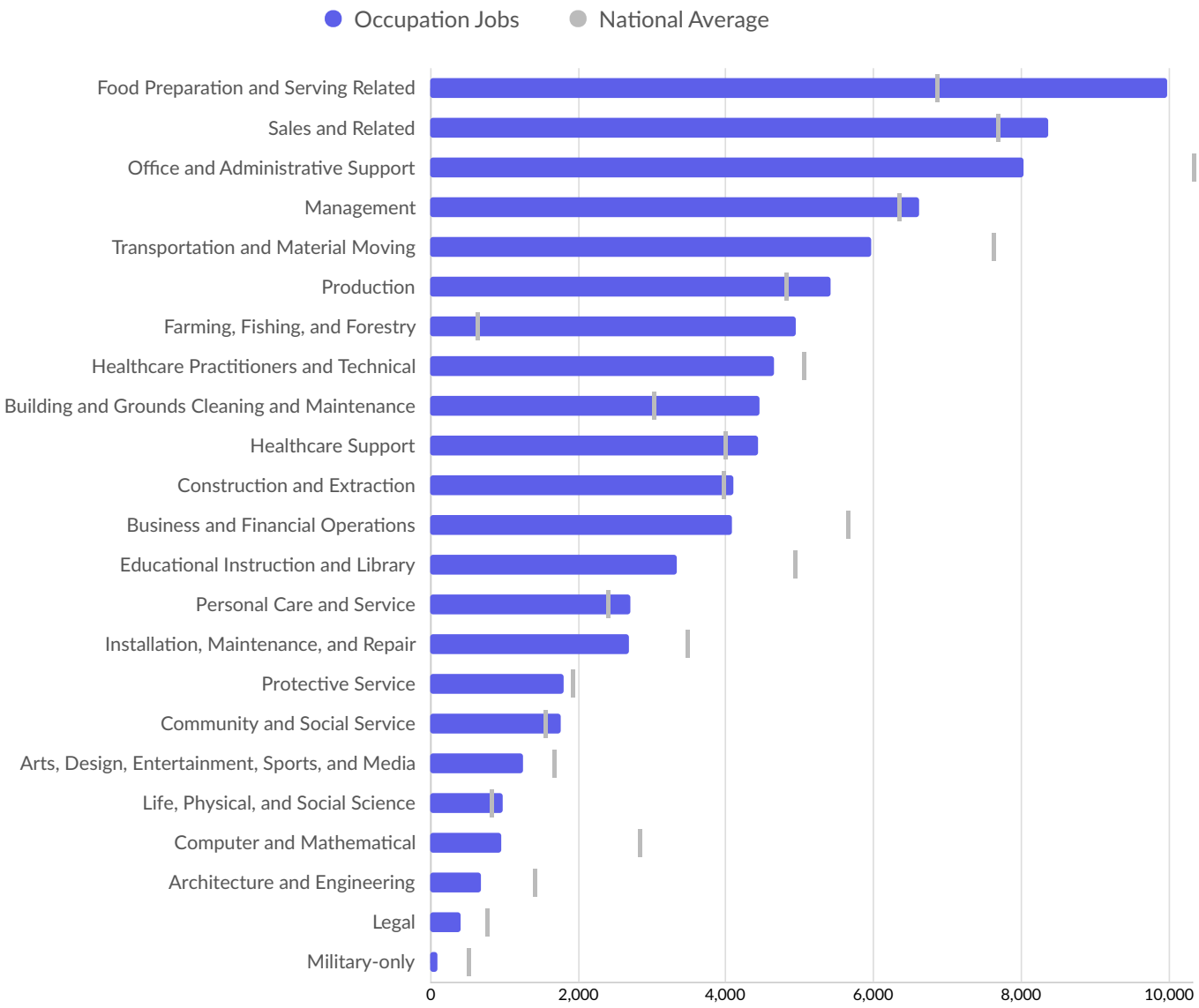


	Percentage	Business Count
1 to 4 employees	34.3%	2,527
5 to 9 employees	30.9%	2,278
10 to 19 employees	19.4%	1,432
20 to 49 employees	12.4%	914
50 to 99 employees	2.0%	150
100 to 249 employees	0.6%	46
250 to 499 employees	0.1%	11
500+ employees	0.1%	7

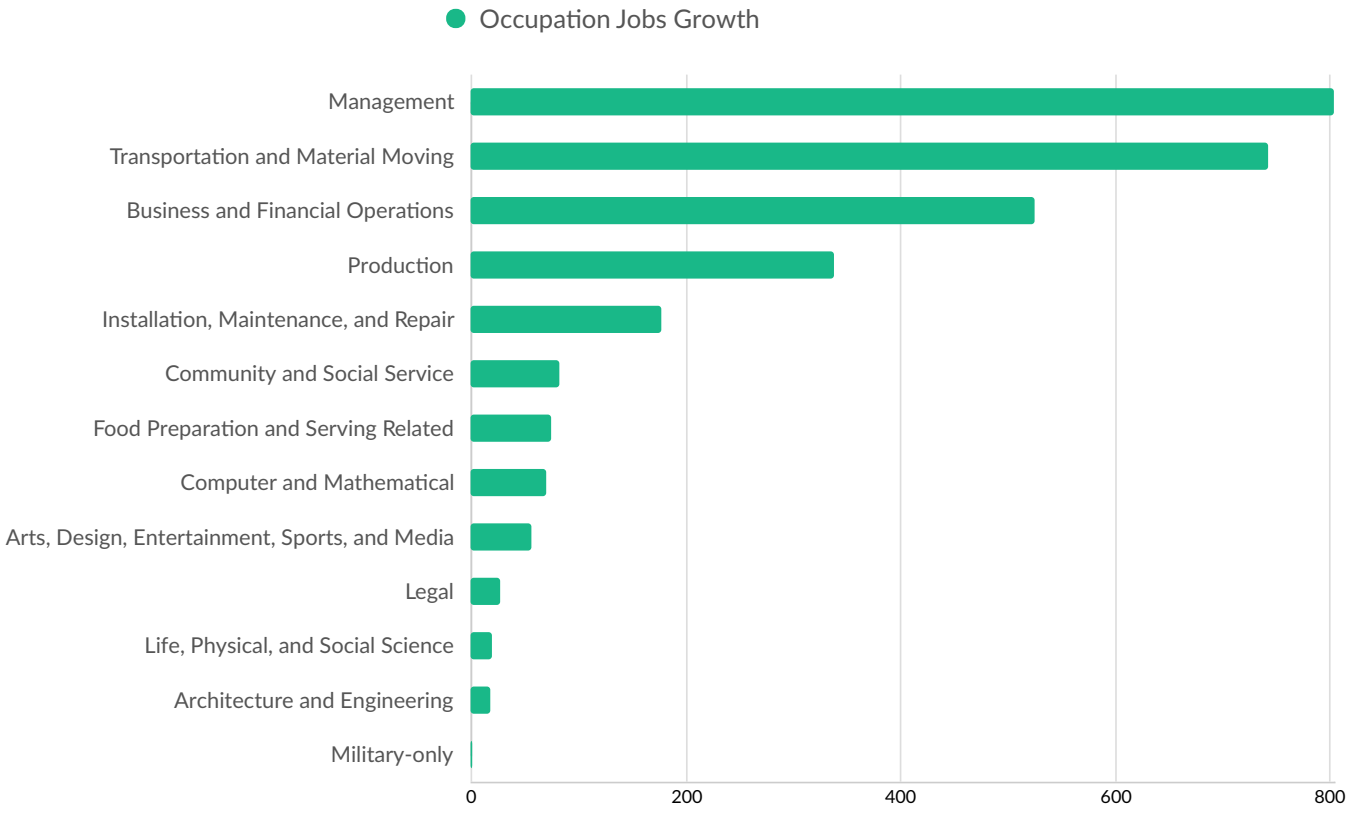
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

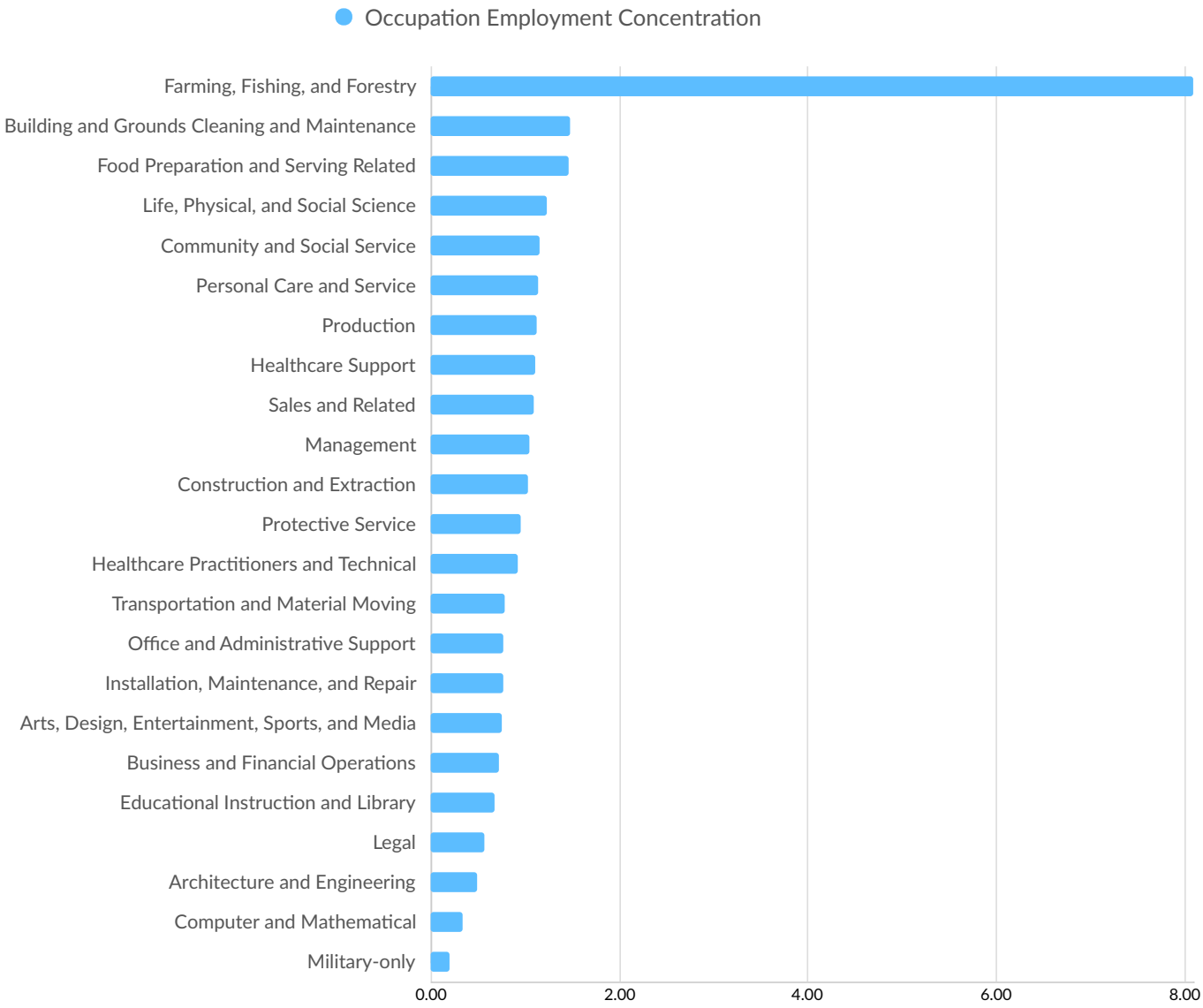
Largest Occupations



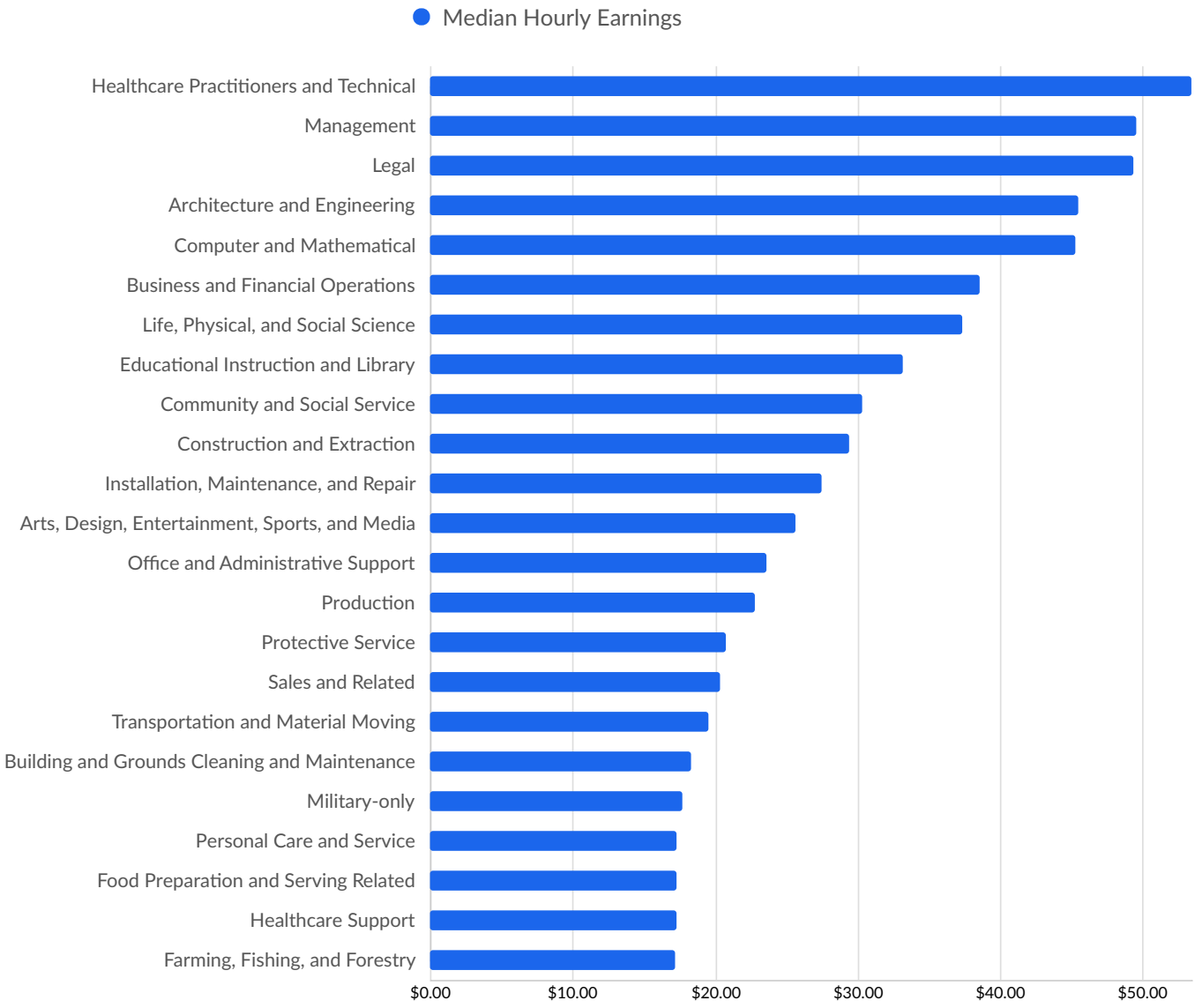
Top Growing Occupations



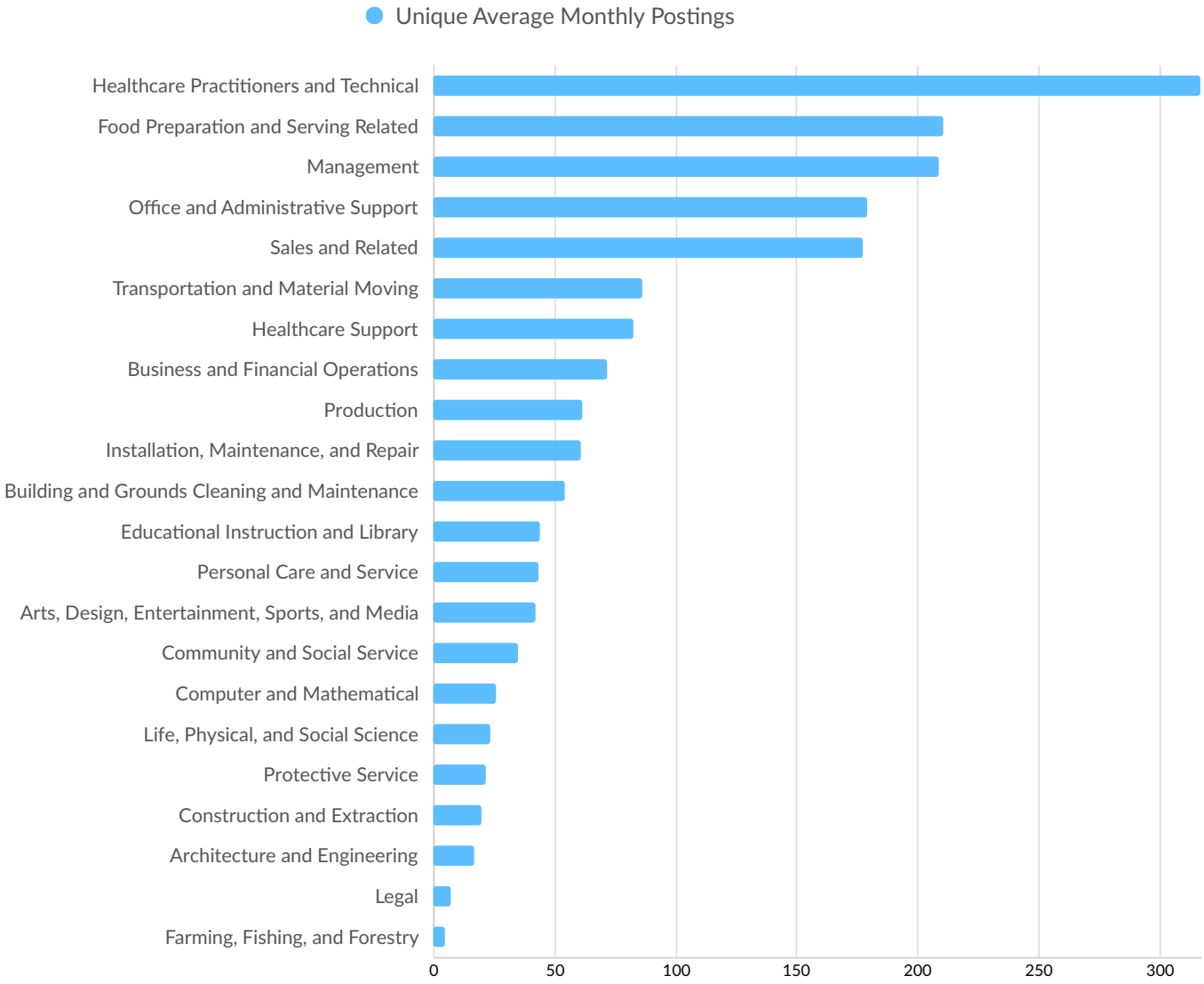
Top Occupation Employment Concentration



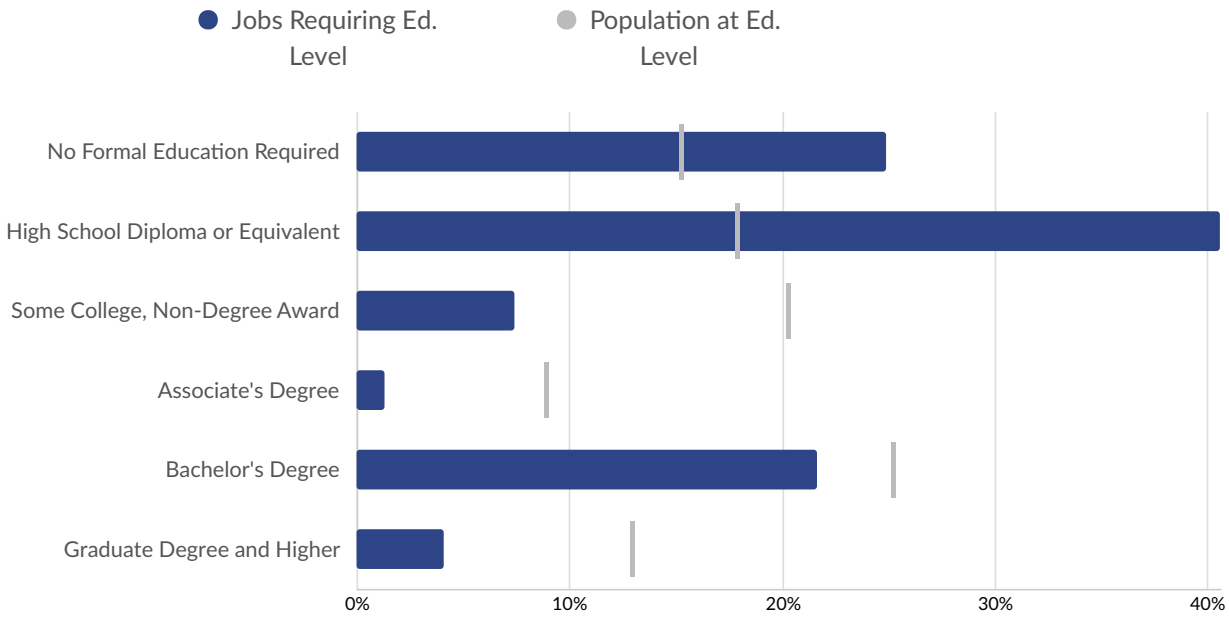
Top Occupation Earnings



Top Posted Occupations

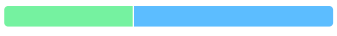
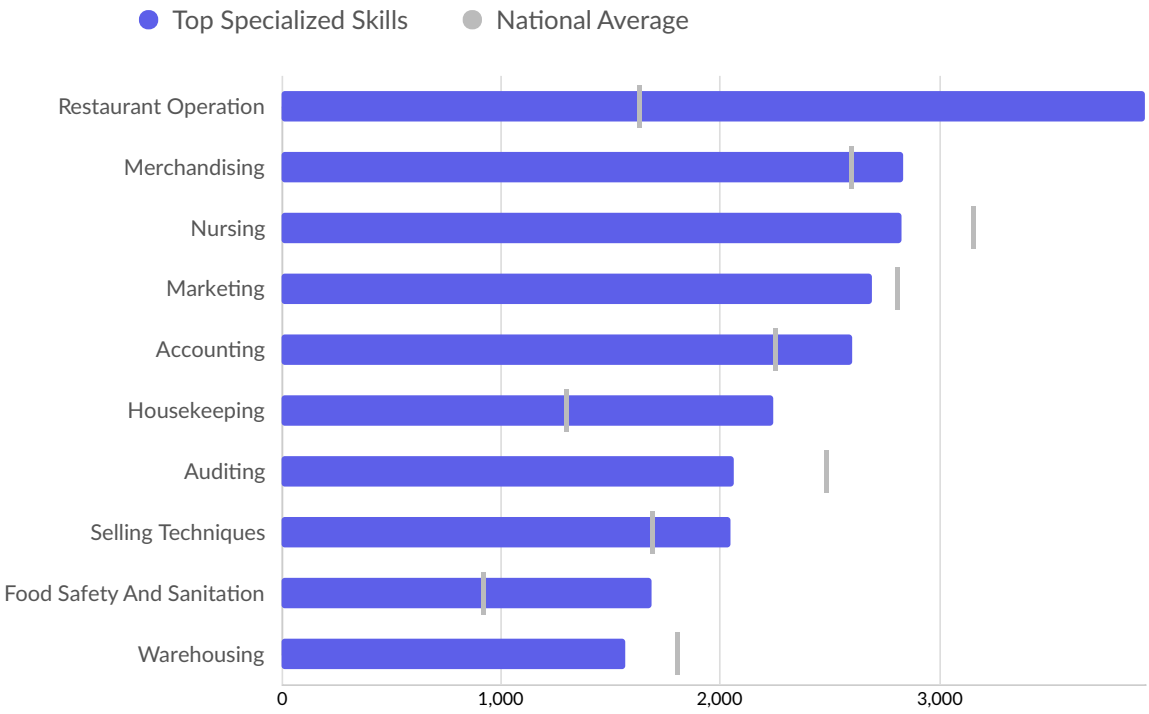


Underemployment



Educational Pipeline

In 2022, there were 1,229 graduates in Napa County, CA. This pipeline has shrunk by 23% 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 (2022)		Graduate Trend (2018 - 2022)
Napa Valley College	1,005		
Pacific Union College	224		
LeMelange Academy of Hair (not current)	0		

In-Demand Skills