

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

133,490

Population (2023)

Population **decreased by 5,130** over the last 5 years and is projected to **decrease by 4,952** over the next 5 years.

88,527

Total Regional Employment

Jobs **decreased by 498** over the last 5 years but are projected to **grow by 6,830** over the next 5 years.

\$105.8K

Median Household Income (2022)

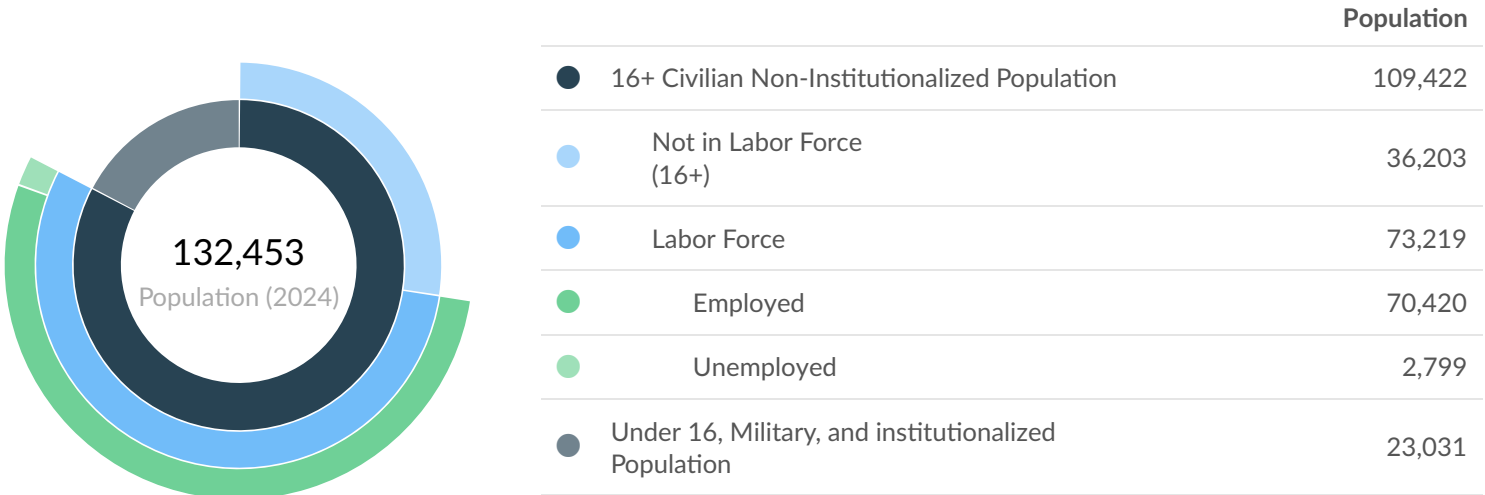
Median household income is **\$30.7K above** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **declined by 3.7%** since 2018, falling by 5,130. Population is expected to **decrease by 3.7%** between 2023 and 2028, losing 4,952.
- From 2018 to 2023, jobs **declined by 0.6%** in Napa County, CA from 89,026 to **88,527**. This change **fell short of the national growth rate of 4.3% by 4.9%**. As the number of jobs declined, the **labor force participation rate increased from 63.9% to 64.1% between 2018 and 2023**.
- Concerning educational attainment, **24.5% of Napa County, CA residents possess a Bachelor's Degree** (3.3% above the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).
- The top three industries in 2023 are Beverage Manufacturing, Restaurants and Other Eating Places, and Traveler Accommodation.

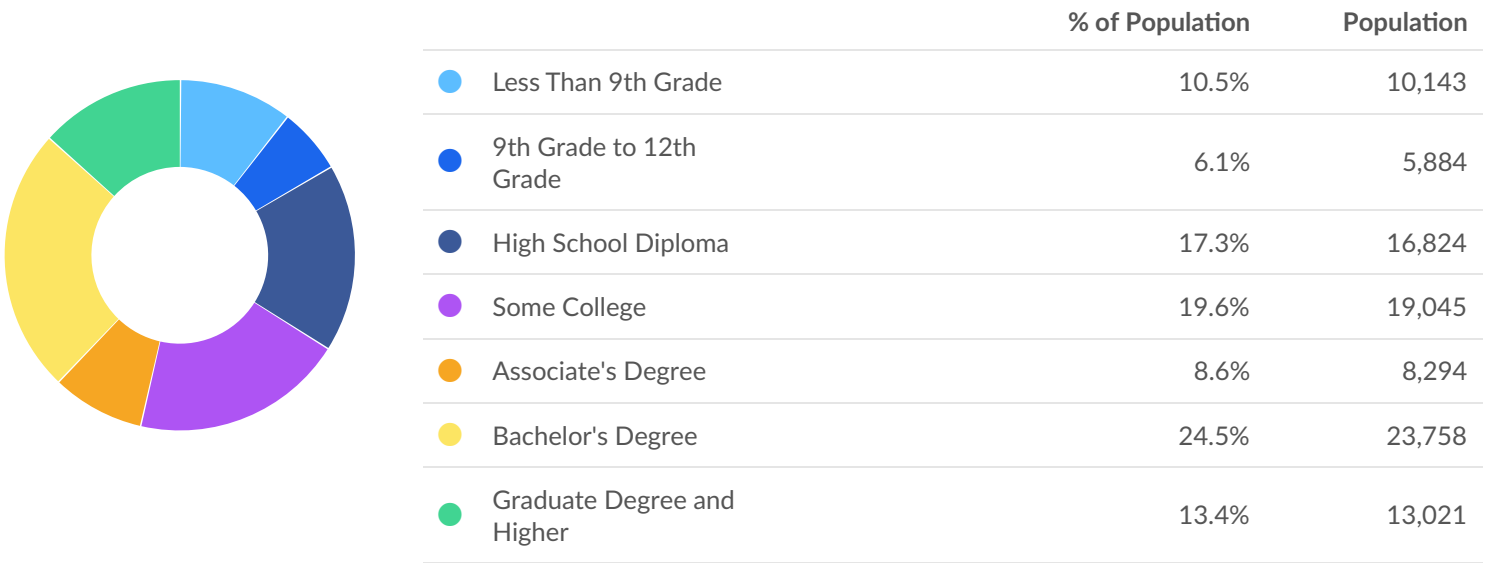
	Population (2024)	Labor Force (Jun 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	132,453	73,219	88,527	143.8	\$14.14B	\$16.50B	\$17.06B
State	38,772,527	19,290,622	20,469,059	134.8	\$3.78T	\$1.90T	\$2.70T

Jun 2024 Labor Force Breakdown



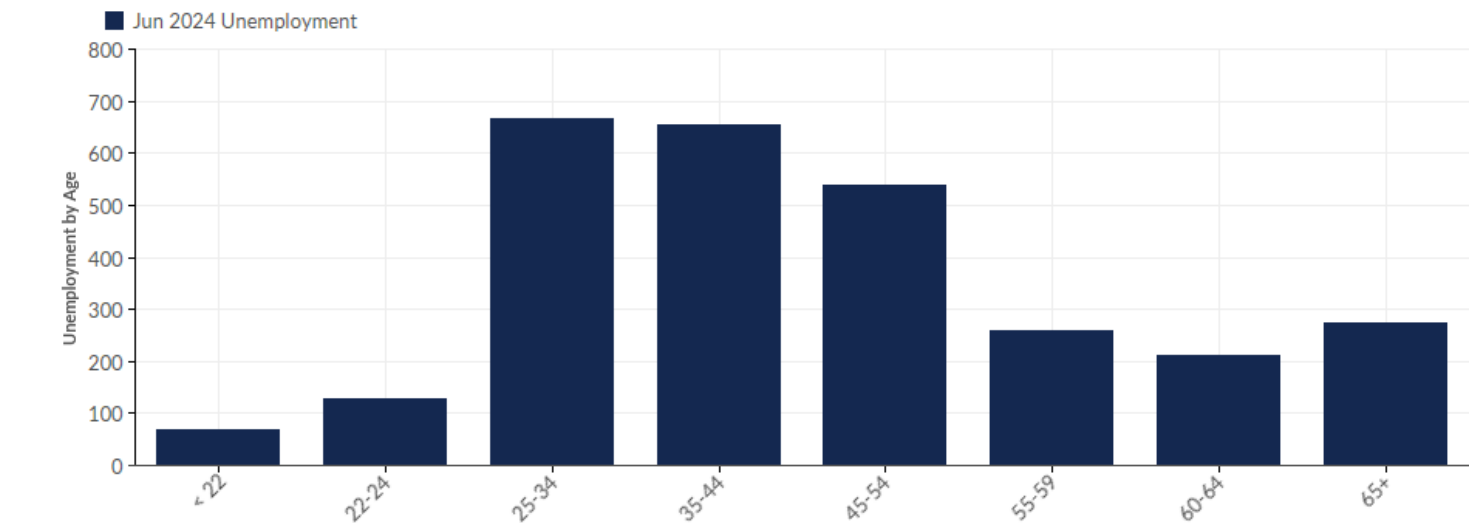
Educational Attainment

Concerning educational attainment, **24.5% of Napa County, CA residents possess a Bachelor's Degree** (3.3% above the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).



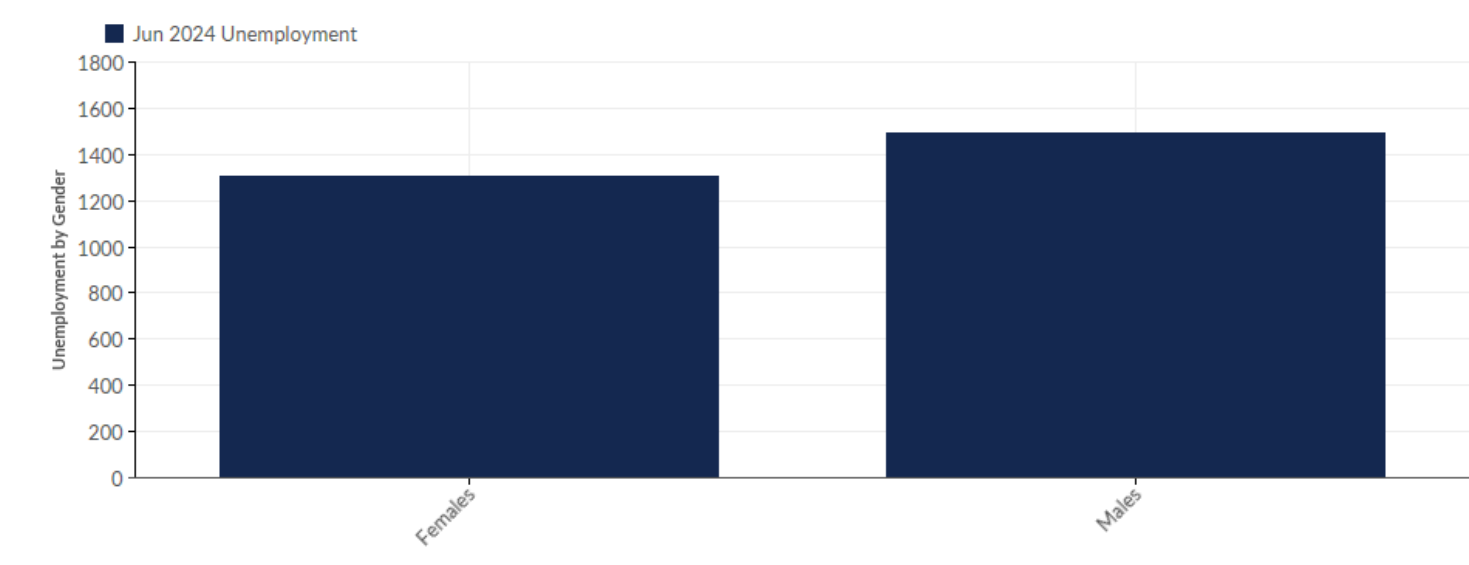
Unemployment by Demographics

Unemployment by Age



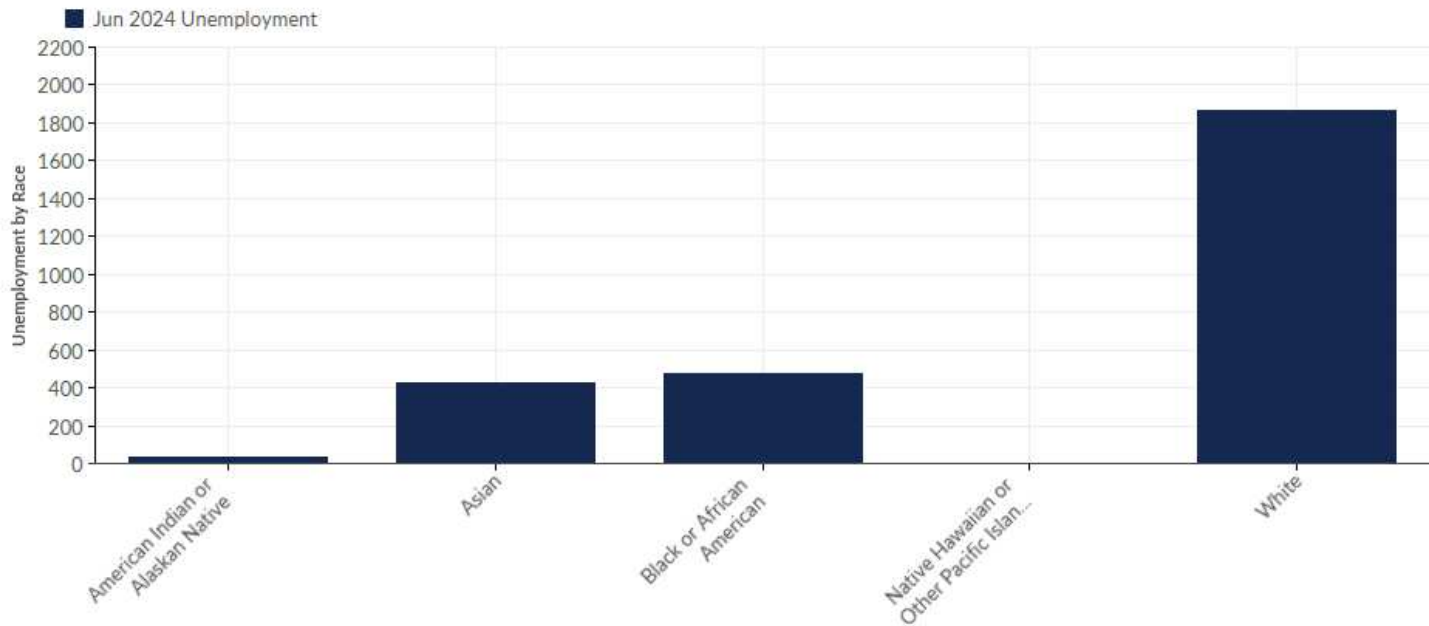
Age	Unemployment (Jun 2024)	% of Unemployed
< 22	70	2.50%
22-24	127	4.54%
25-34	666	23.79%
35-44	653	23.33%
45-54	537	19.19%
55-59	260	9.29%
60-64	213	7.61%
65+	274	9.79%
Total	2,799	100.00%

Unemployment by Gender



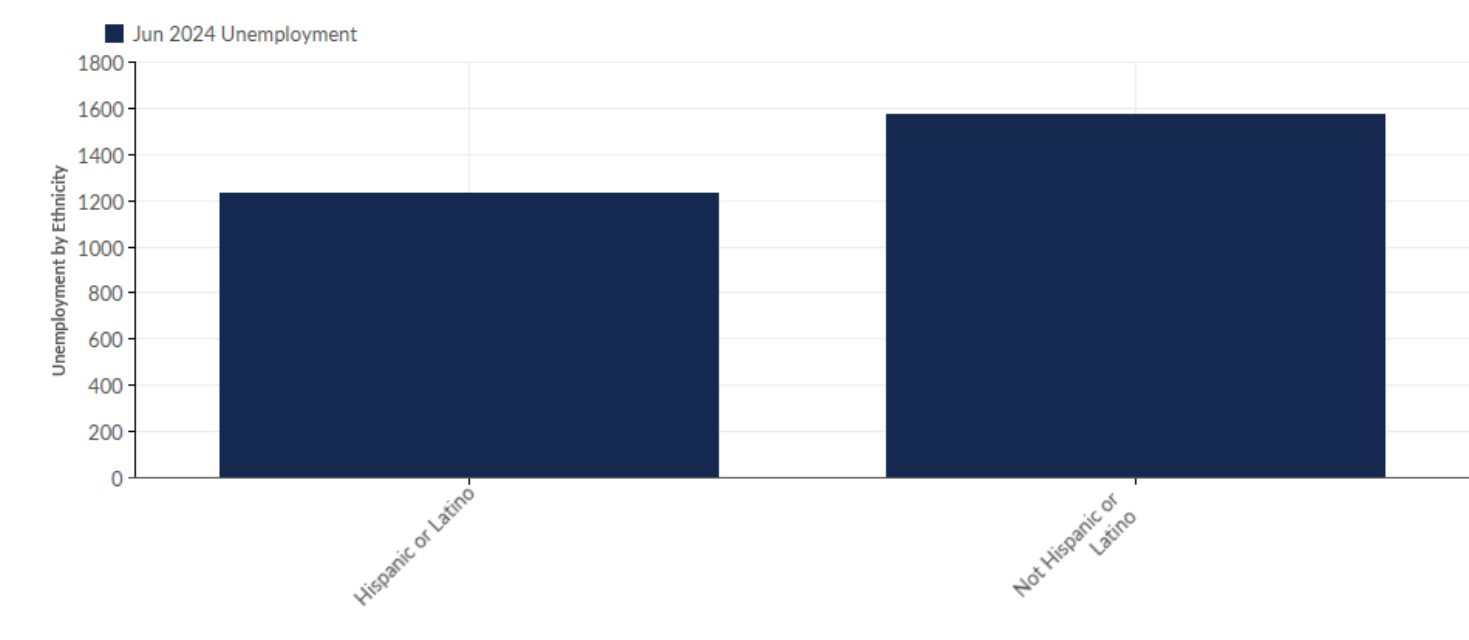
Gender	Unemployment (Jun 2024)	% of Unemployed
Females	1,305	46.62%
Males	1,494	53.38%
Total	2,799	100.00%

Unemployment by Race



Race	Unemployment (Jun 2024)	% of Unemployed
American Indian or Alaskan Native	29	1.04%
Asian	426	15.22%
Black or African American	476	17.01%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,869	66.77%
Total	2,799	100.00%

Unemployment by Ethnicity

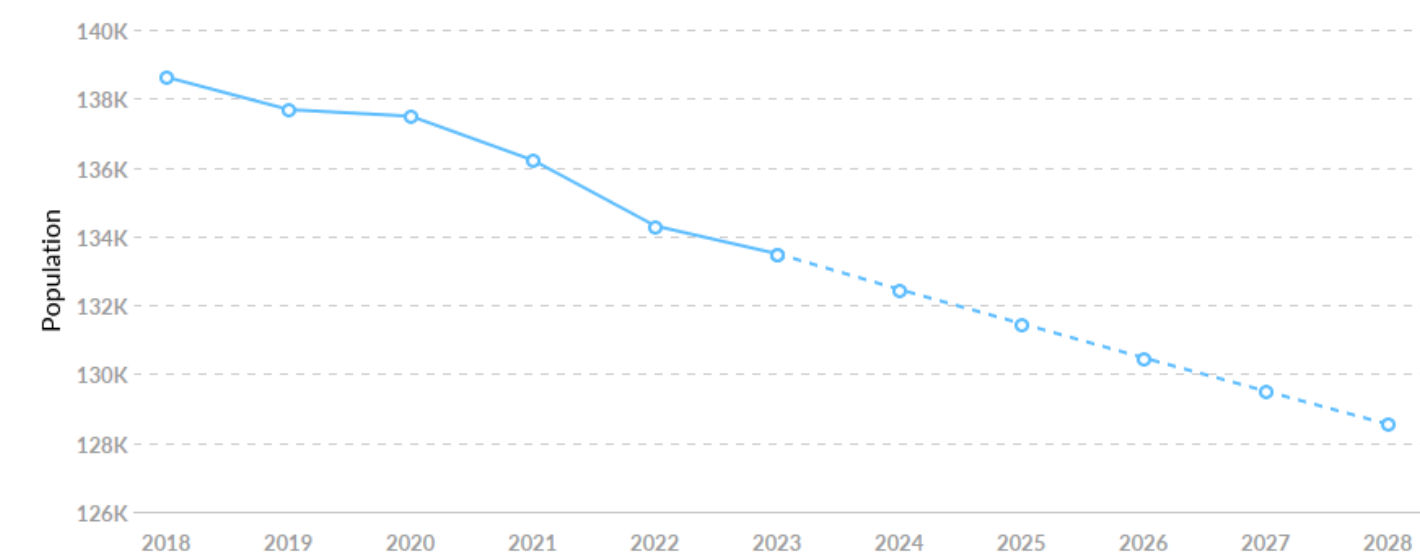


Ethnicity	Unemployment (Jun 2024)	% of Unemployed
Hispanic or Latino	1,229	43.91%
Not Hispanic or Latino	1,570	56.09%
Total	2,799	100.00%

Historic & Projected Trends

Population Trends

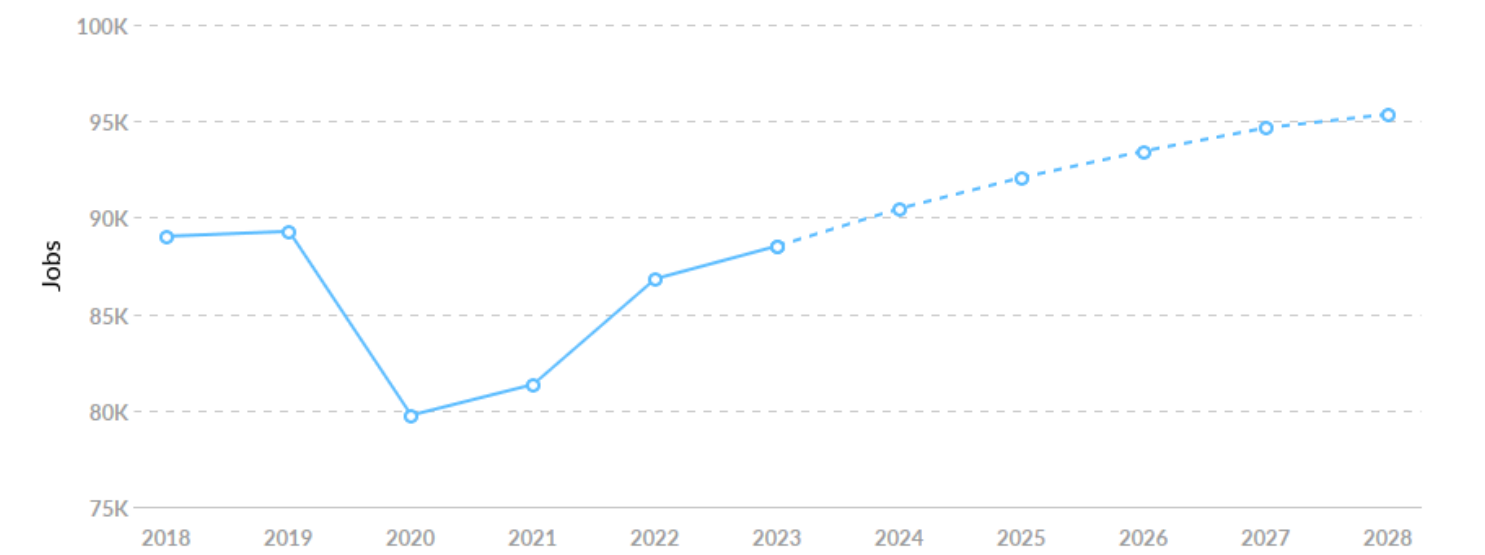
As of 2023 the region's population **declined by 3.7%** since 2018, falling by 5,130. Population is expected to **decrease by 3.7%** between 2023 and 2028, losing 4,952.



Timeframe	Population
2018	138,620
2019	137,678
2020	137,485
2021	136,206
2022	134,300
2023	133,490
2024	132,453
2025	131,461
2026	130,467
2027	129,499
2028	128,538

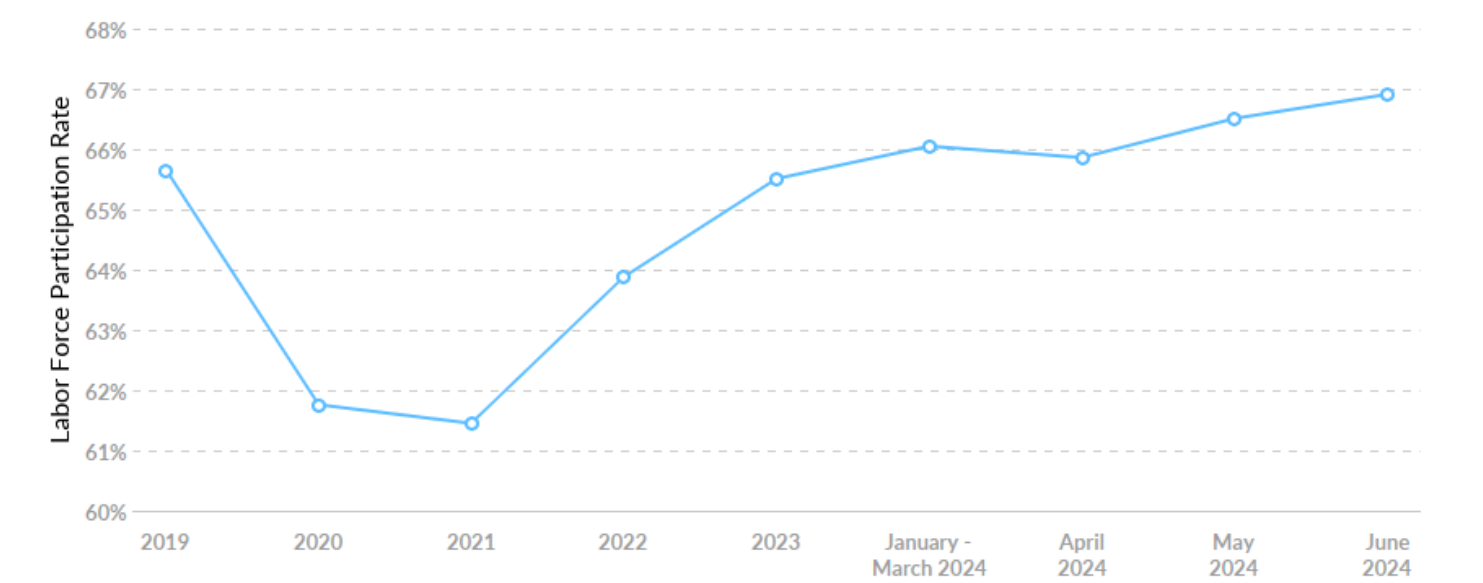
Job Trends

From 2018 to 2023, jobs **declined by 0.6%** in Napa County, CA from 89,026 to **88,527**. This change **fell short of the national growth rate of 4.3% by 4.9%**.



Timeframe	Jobs
2018	89,026
2019	89,280
2020	79,744
2021	81,342
2022	86,821
2023	88,527
2024	90,468
2025	92,076
2026	93,449
2027	94,653
2028	95,357

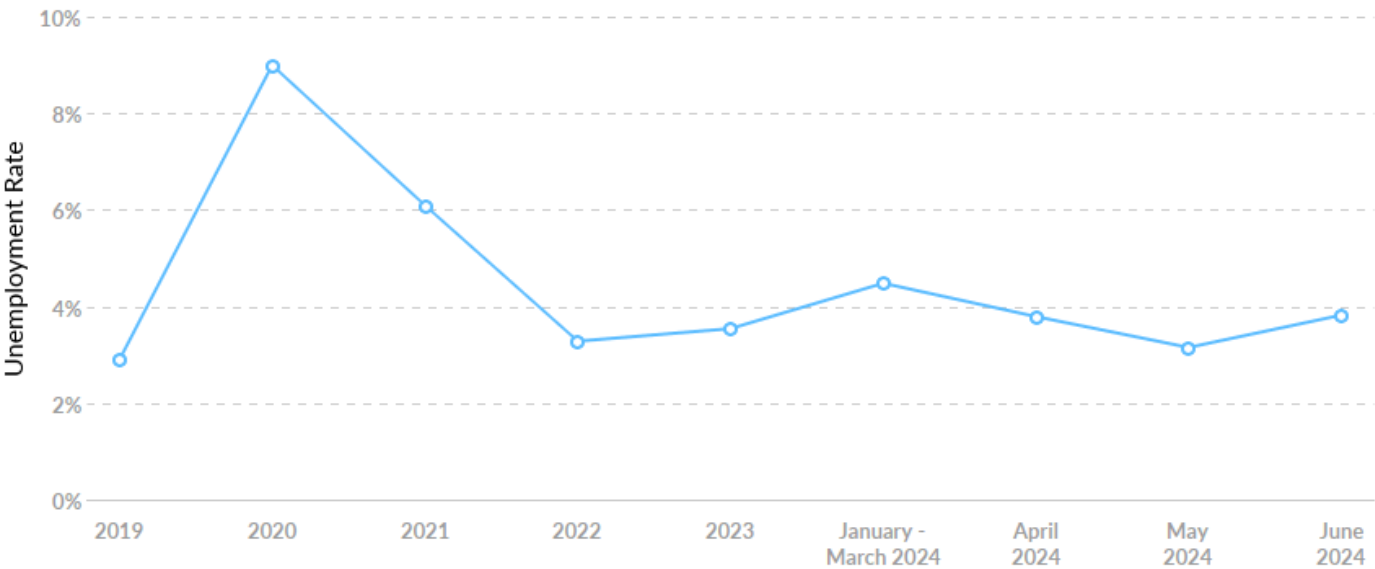
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.66%
2020	61.76%
2021	61.45%
2022	63.88%
2023	65.51%
January - March 2024	66.05%
April 2024	65.86%
May 2024	66.51%
June 2024	66.91%

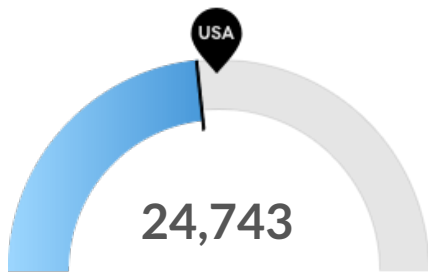
Unemployment Rate Trends

Napa County, CA had a June 2024 unemployment rate of 3.82%, **increasing from 2.89%** 5 years before.



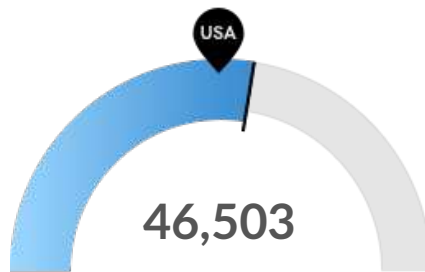
Timeframe	Unemployment Rate
2019	2.89%
2020	8.99%
2021	6.09%
2022	3.28%
2023	3.54%
January - March 2024	4.48%
April 2024	3.79%
May 2024	3.15%
June 2024	3.82%

Population Characteristics



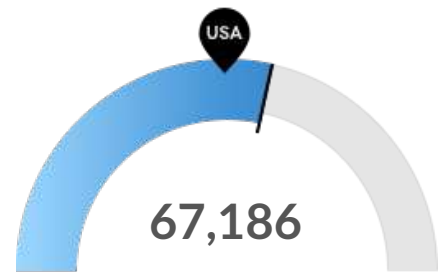
Millennials

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



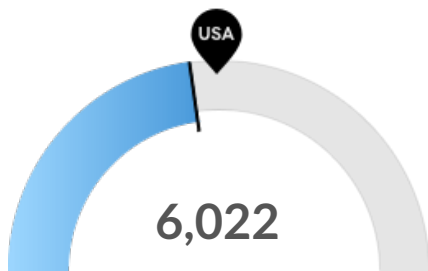
Retiring Soon

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.



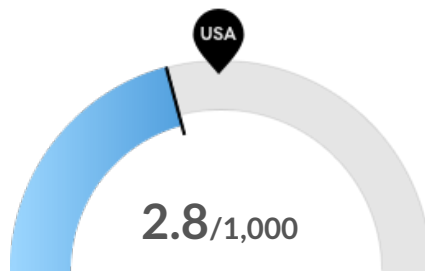
Racial Diversity

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.



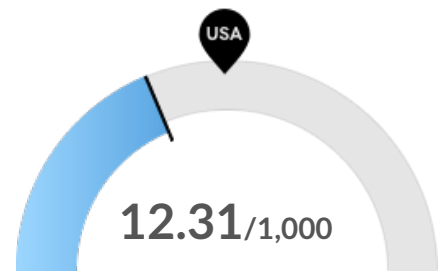
Veterans

Napa County, CA has 6,022 veterans. The national average for an area this size is 6,866.



Violent Crime

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

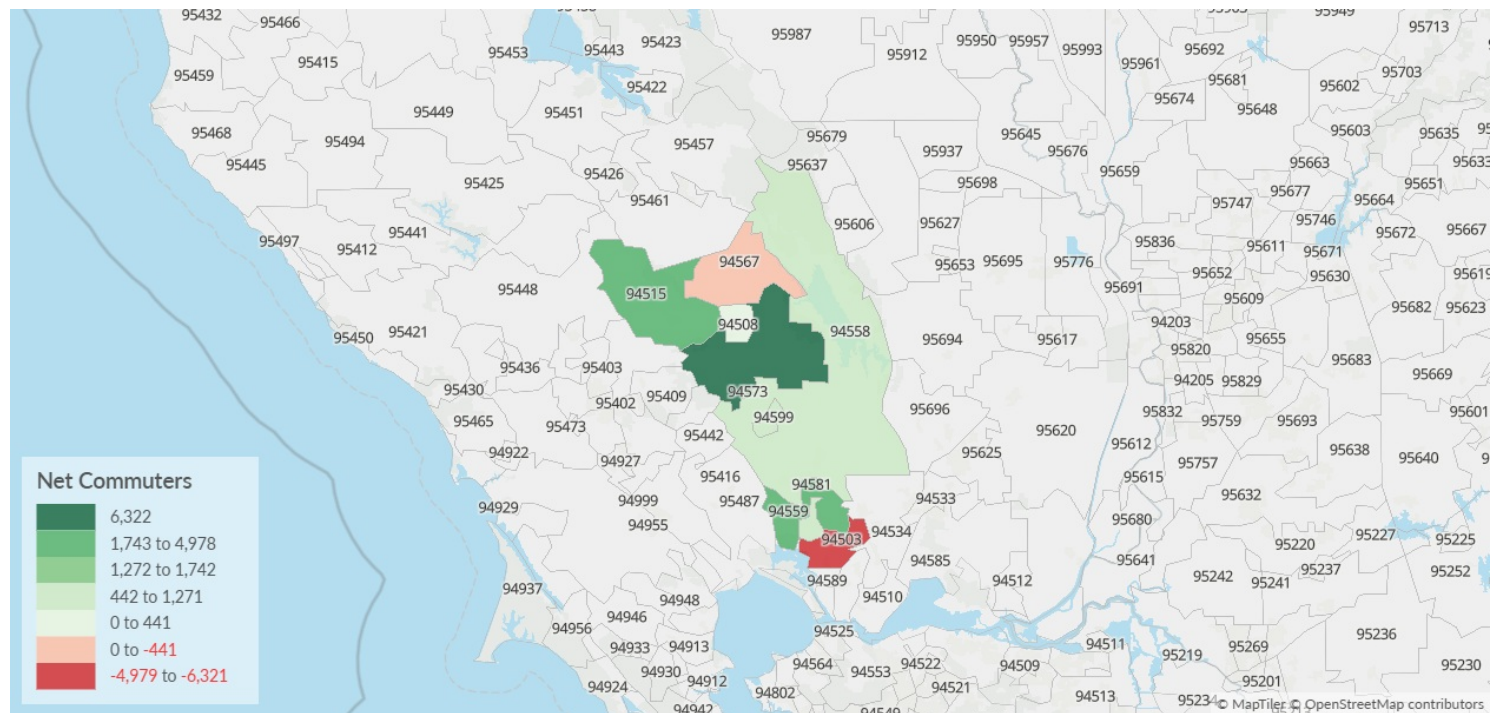


Property Crime

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.

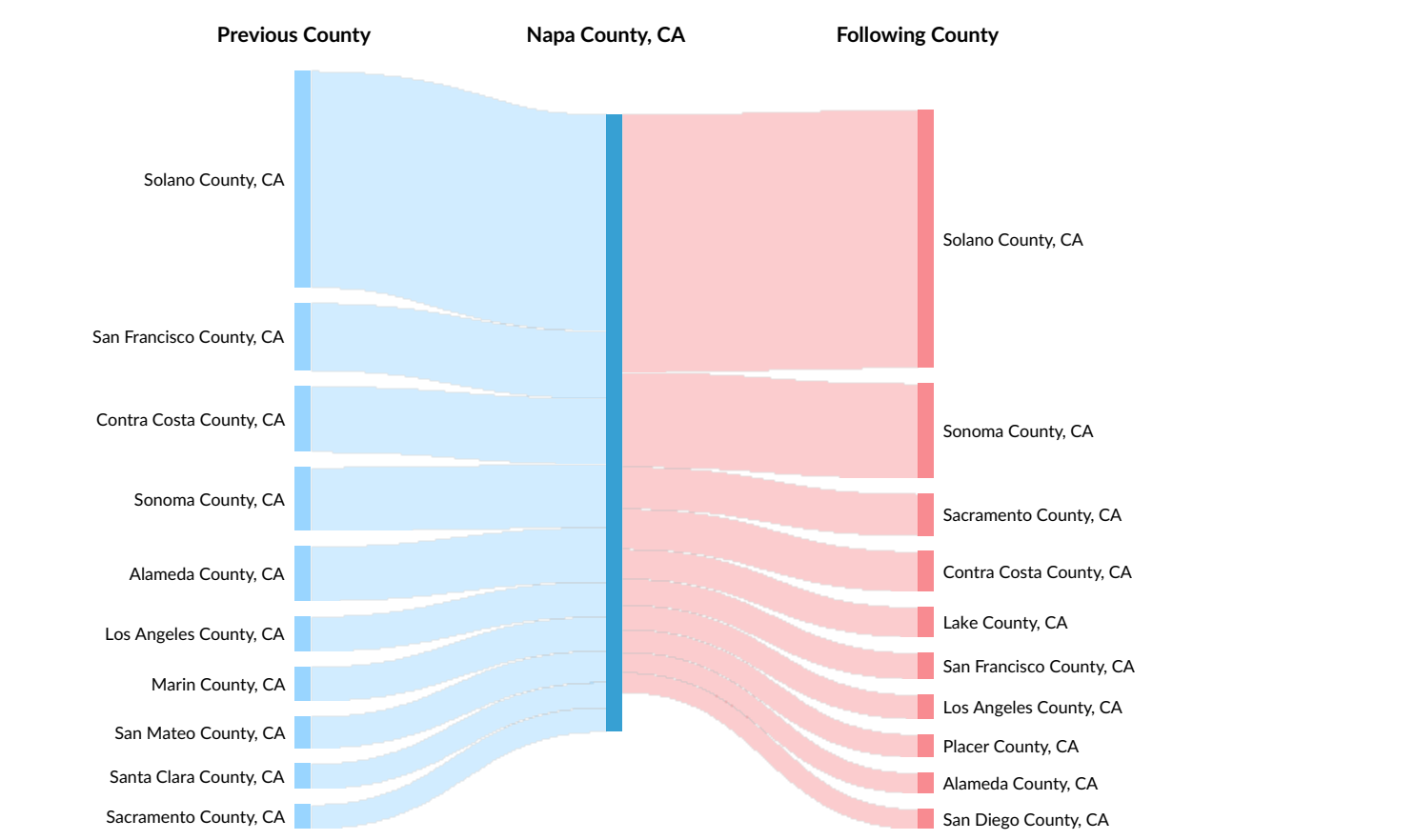


Where Talent Works			Where Talent Lives		
ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
94558	Napa, CA (in Napa coun...	38,517	94558	Napa, CA (in Napa coun...	38,075
94559	Napa, CA (in Napa coun...	18,363	94559	Napa, CA (in Napa coun...	16,620
94574	Saint Helena, CA (in Na...	11,419	94503	American Canyon, CA (i...	11,887
94503	American Canyon, CA (i...	6,908	94574	Saint Helena, CA (in Na...	5,097
94515	Calistoga, CA (in Napa c...	6,727	94515	Calistoga, CA (in Napa c...	4,648

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.

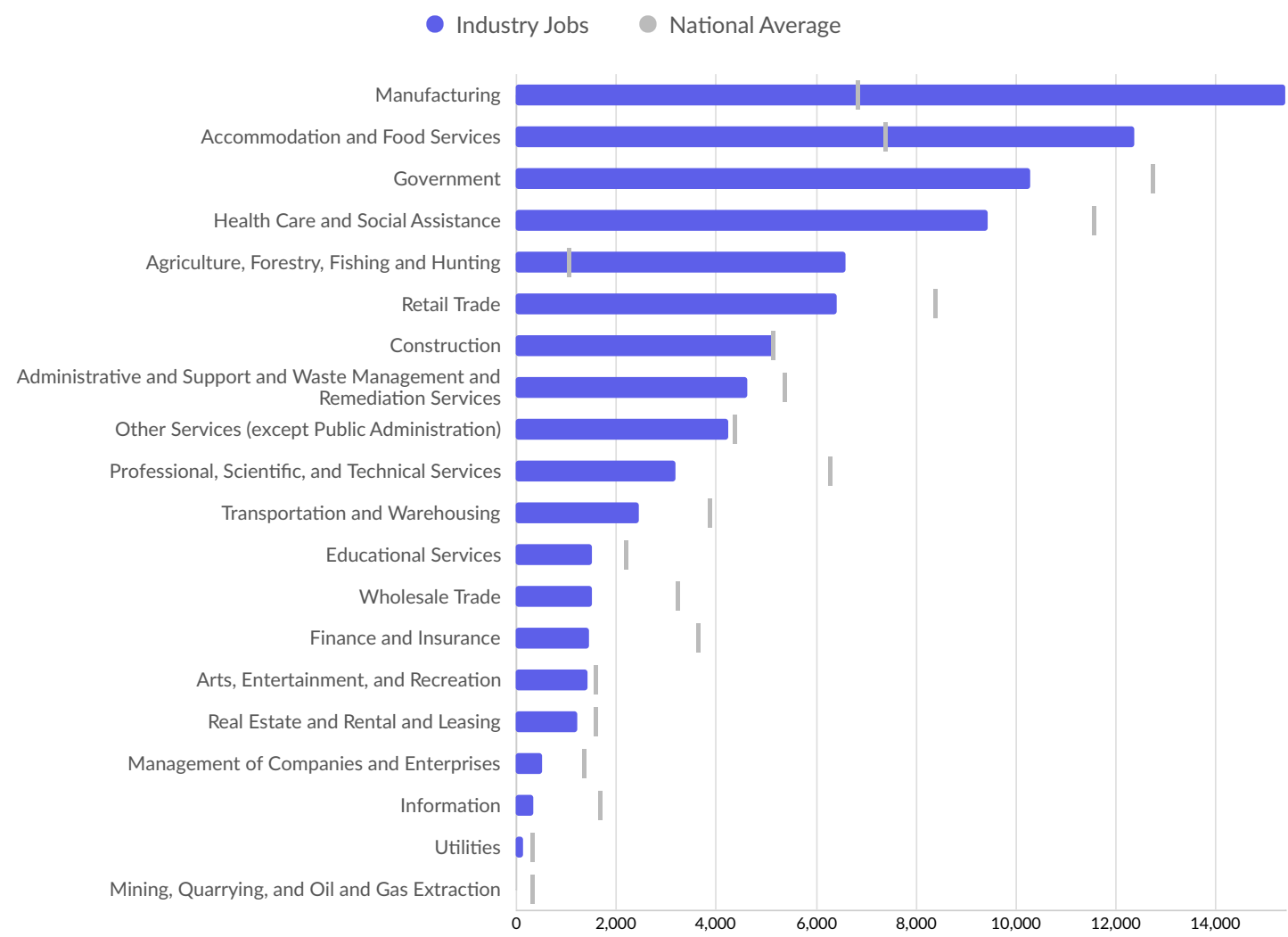


Top Previous Counties	Migrations
Solano County, CA	1,142
San Francisco County, CA	355
Contra Costa County, CA	346
Sonoma County, CA	334
Alameda County, CA	287
Los Angeles County, CA	183

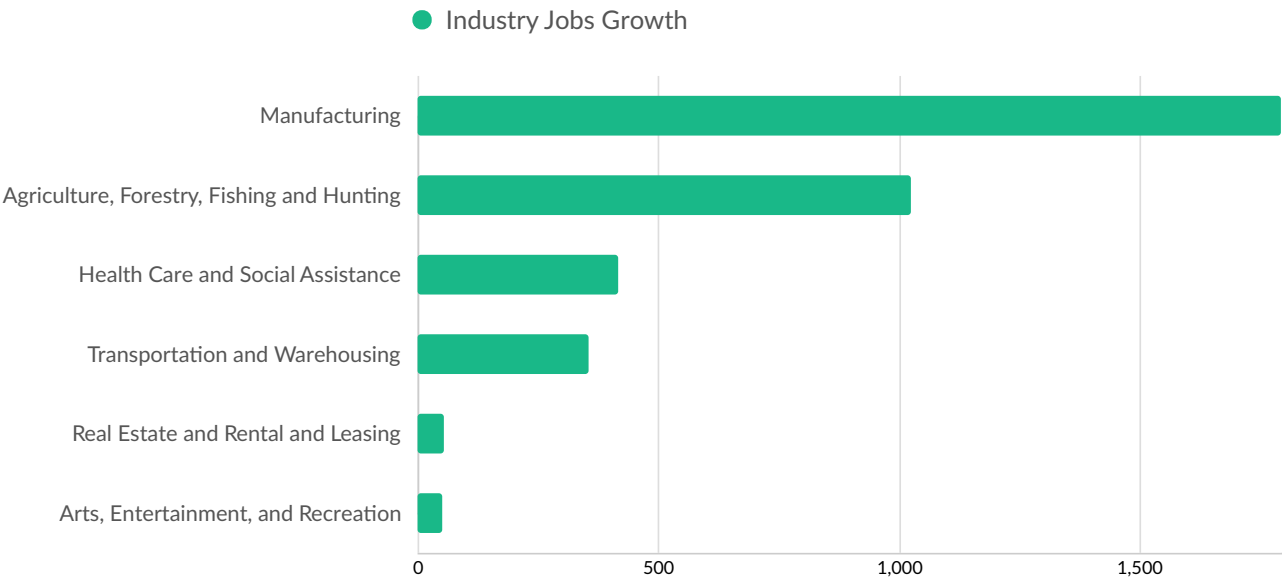
Top Previous Counties	Migrations
Marin County, CA	180
San Mateo County, CA	166
Santa Clara County, CA	133
Sacramento County, CA	127
San Diego County, CA	82
Orange County, CA	69
Lake County, CA	59
Santa Barbara County, CA	58
Riverside County, CA	54
Top Following Counties	Migrations
Solano County, CA	1,359
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

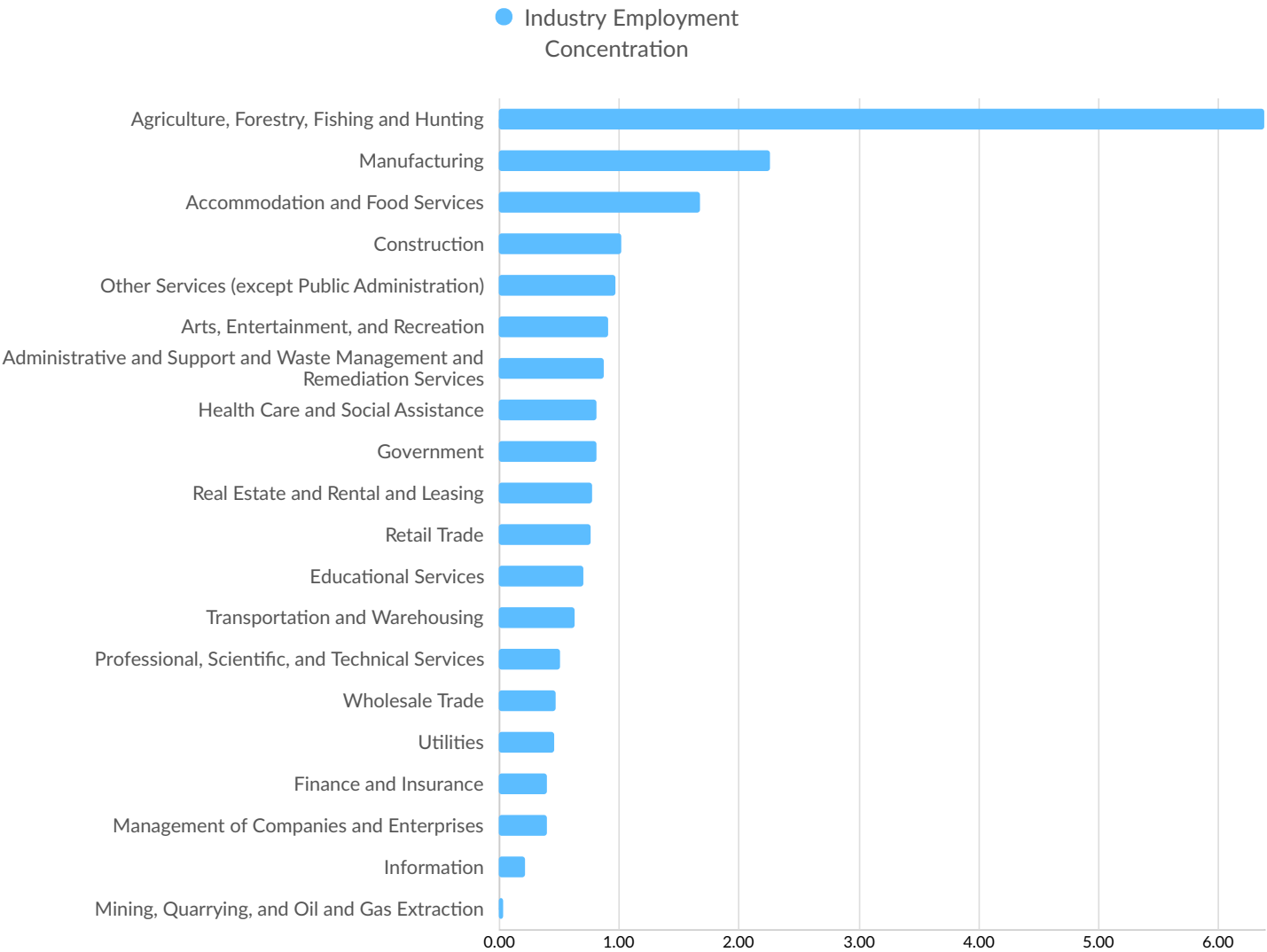
Largest Industries



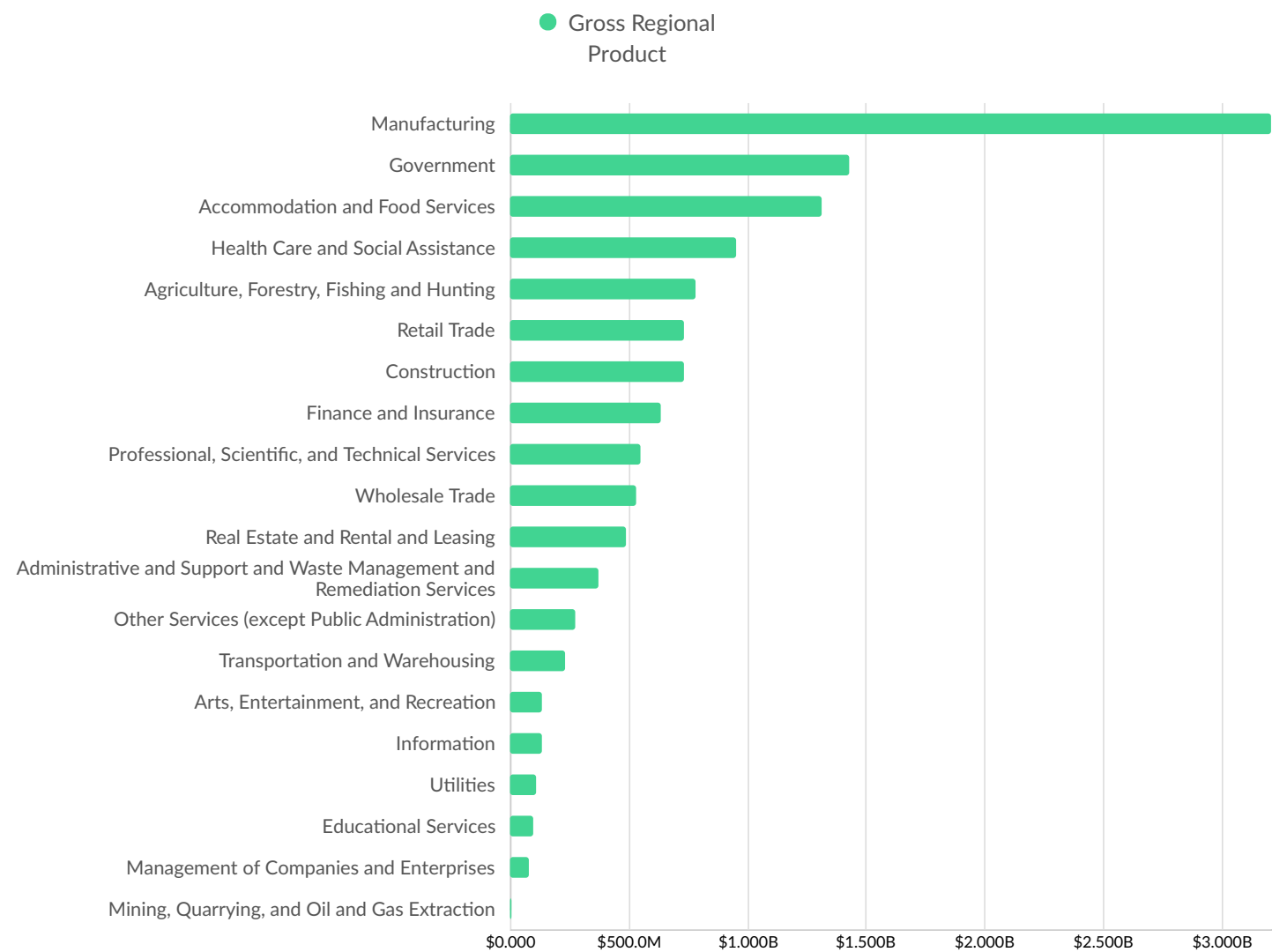
Top Growing Industries



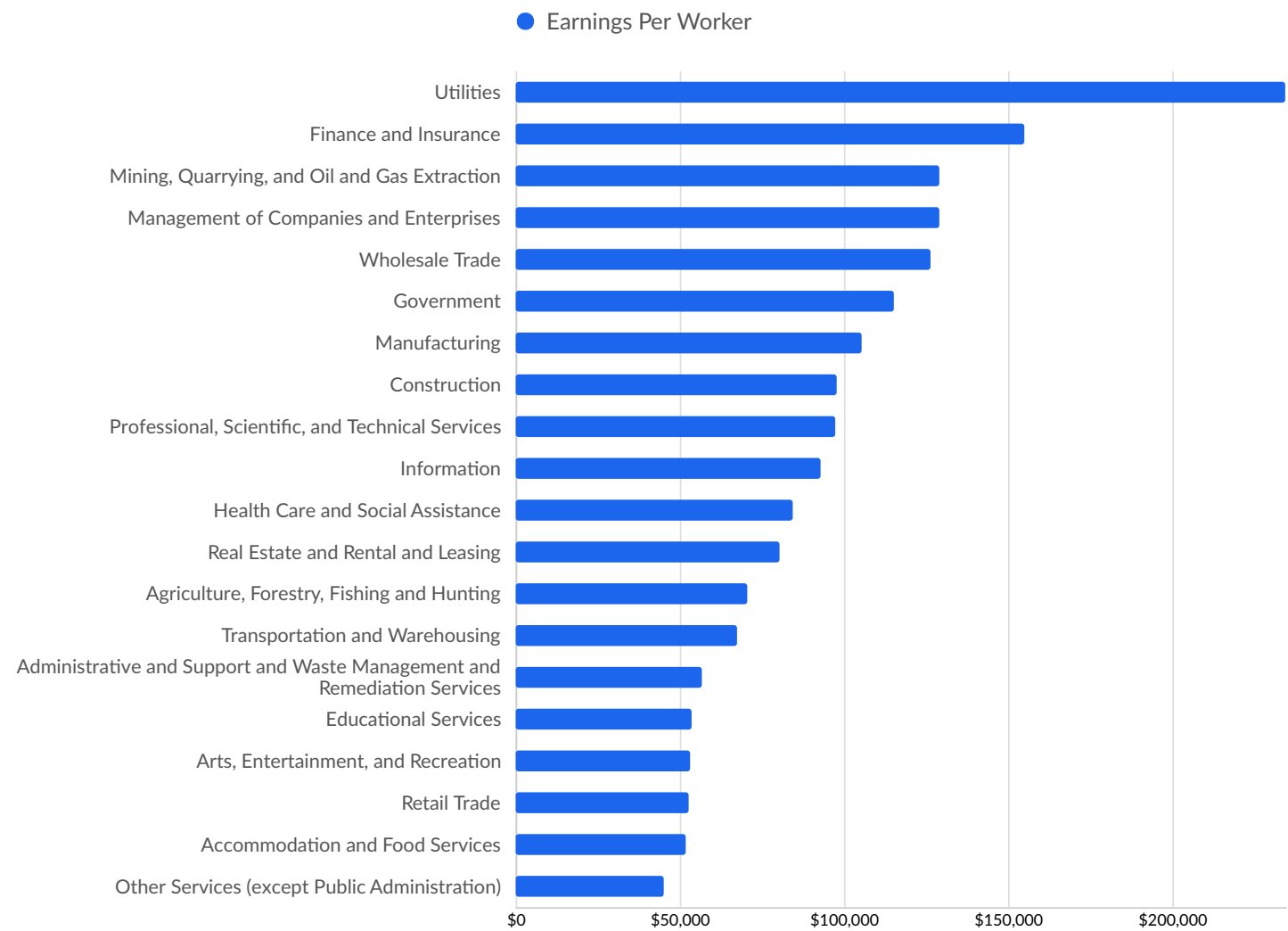
Top Industry Employment Concentration



Top Industry GRP




















Top Industry Earnings



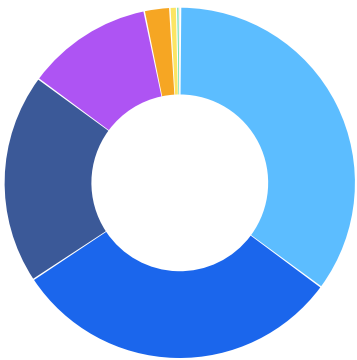
Business Characteristics

19,752 Companies Employ Your Workers

Online profiles for your workers mention 19,752 companies as employers, with the top 10 appearing below. In the last 12 months, 2,557 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...	536 	Napa Valley Unified School Distr...	498 
Kaiser Permanente	485 	Providence	444 
Napa County	323 	Adventist Health	378 
Pacific Union College	255 	Auberge Resorts	237 
Nvusd	242 	NAPA Auto Parts	223 
County Of Napa	241 	State of California	211 
City Of Napa	201 	Aerotek	183 
Queen Of The Valley Medical Ce...	201 	Treasury Wine Estates	177 
Trinchero Family Estates	200 	The Culinary Institute Of America	165 
Treasury Wine Estates	180 	Bear	146 

Business Size

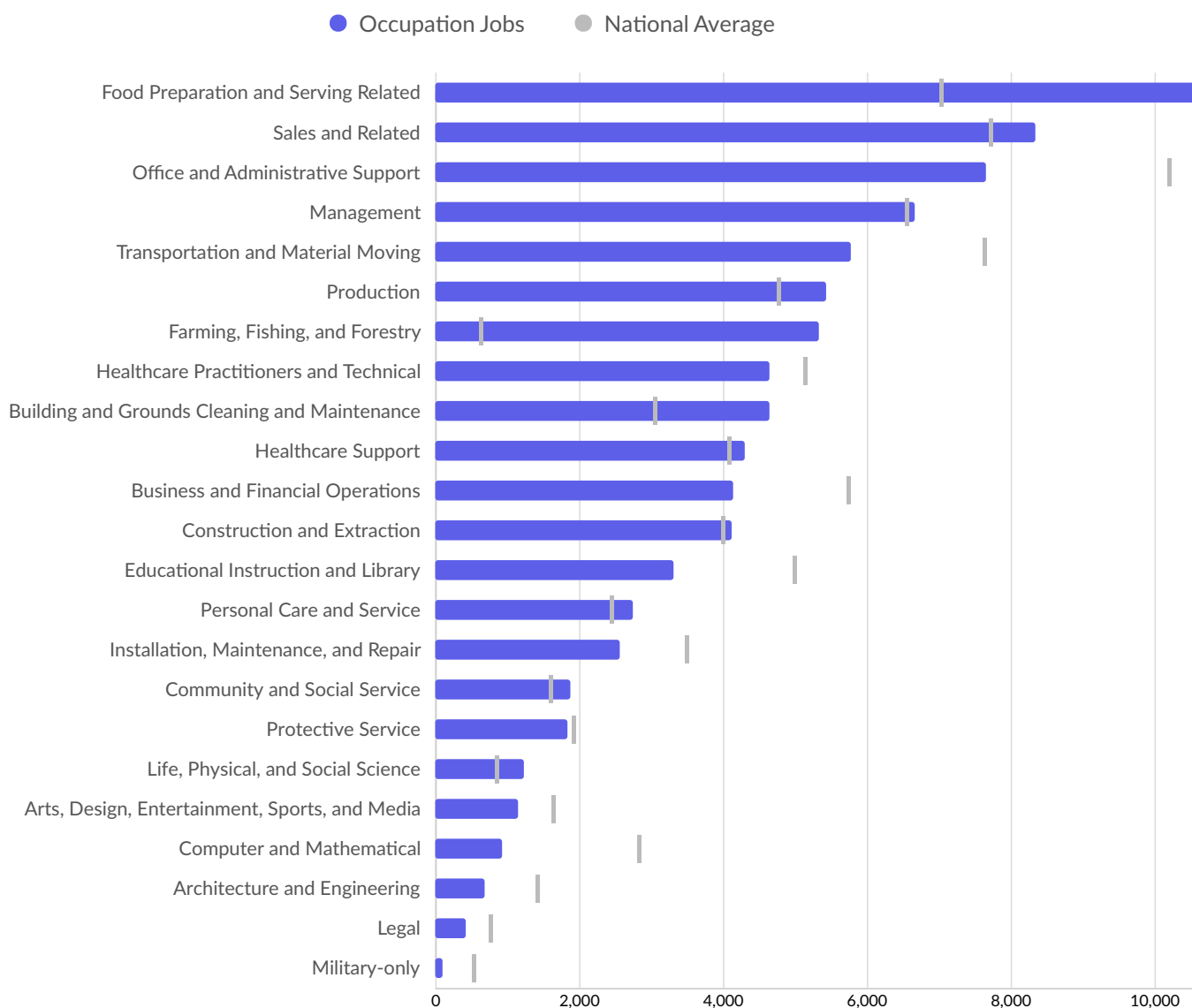


	Percentage	Business Count
1 to 4 employees	35.0%	2,947
5 to 9 employees	30.6%	2,573
10 to 19 employees	19.4%	1,630
20 to 49 employees	11.6%	979
50 to 99 employees	2.4%	198
100 to 249 employees	0.6%	52
250 to 499 employees	0.2%	19
500+ employees	0.1%	11

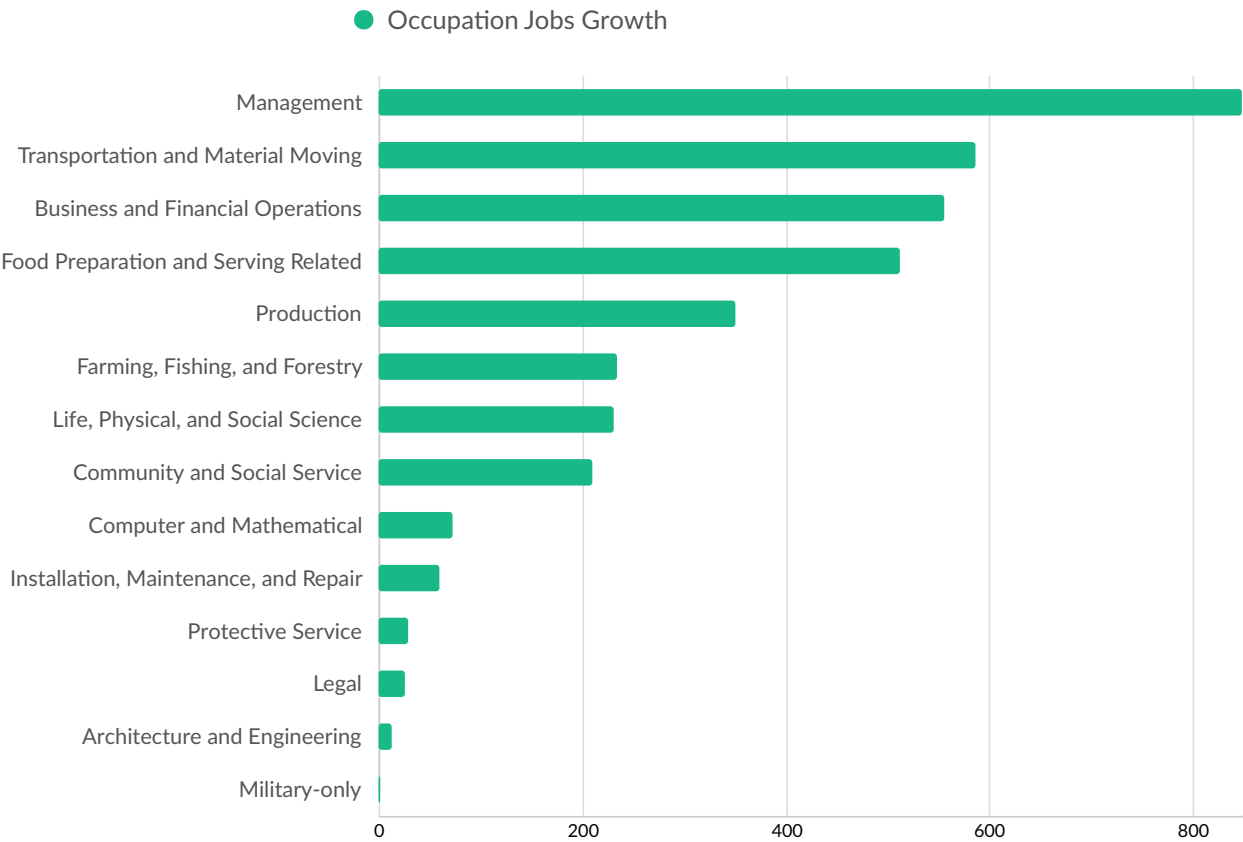
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

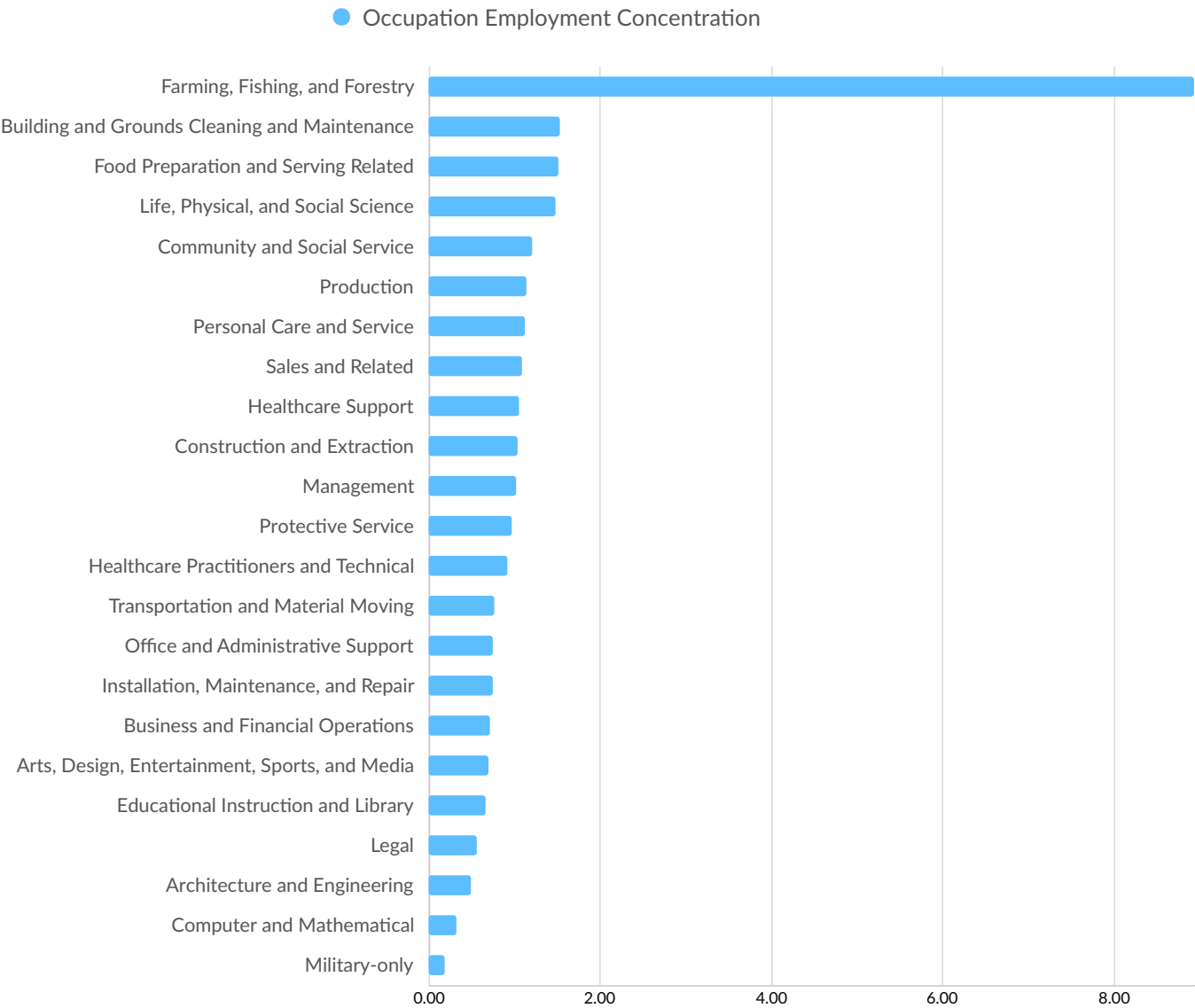
Largest Occupations



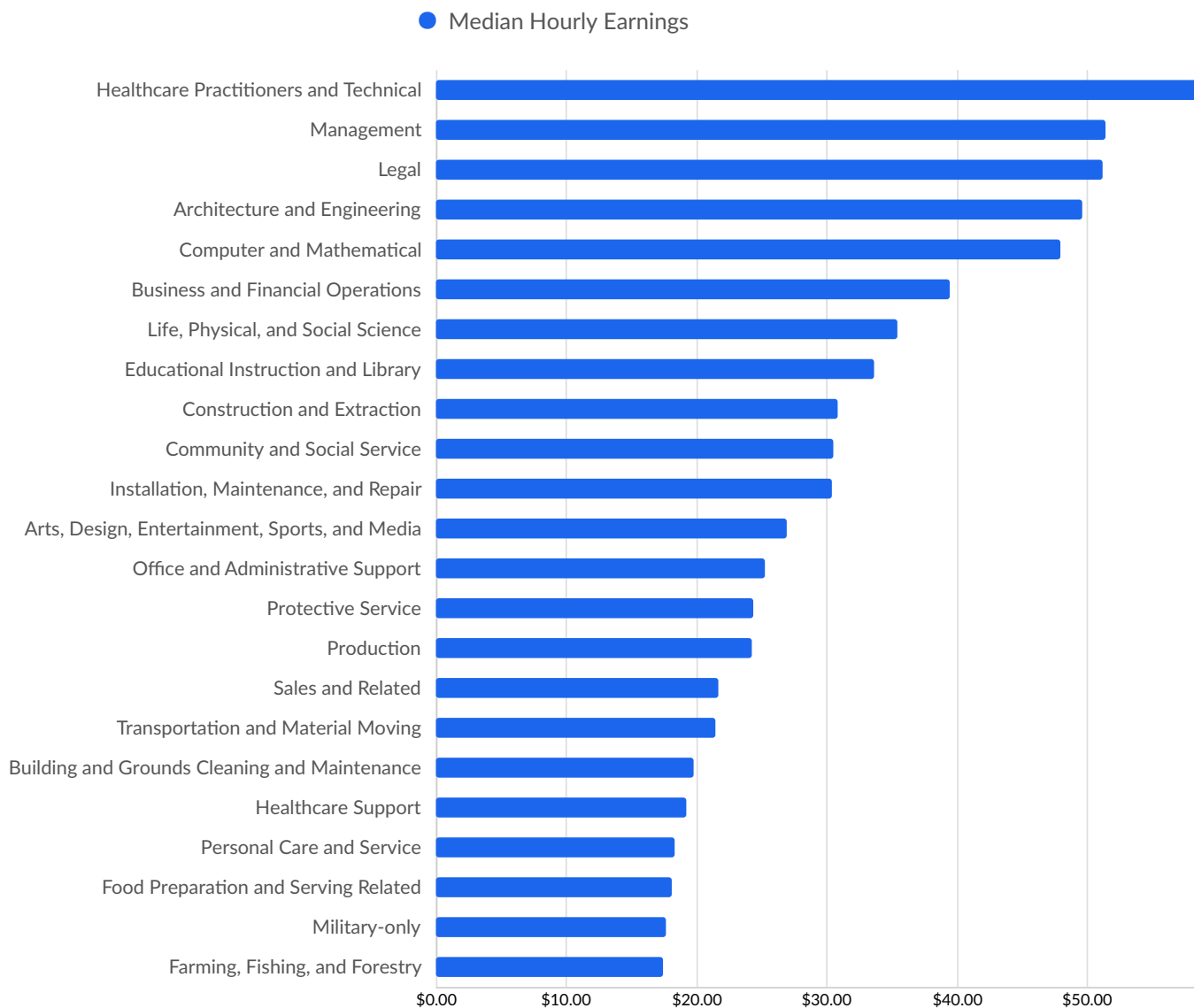
Top Growing Occupations



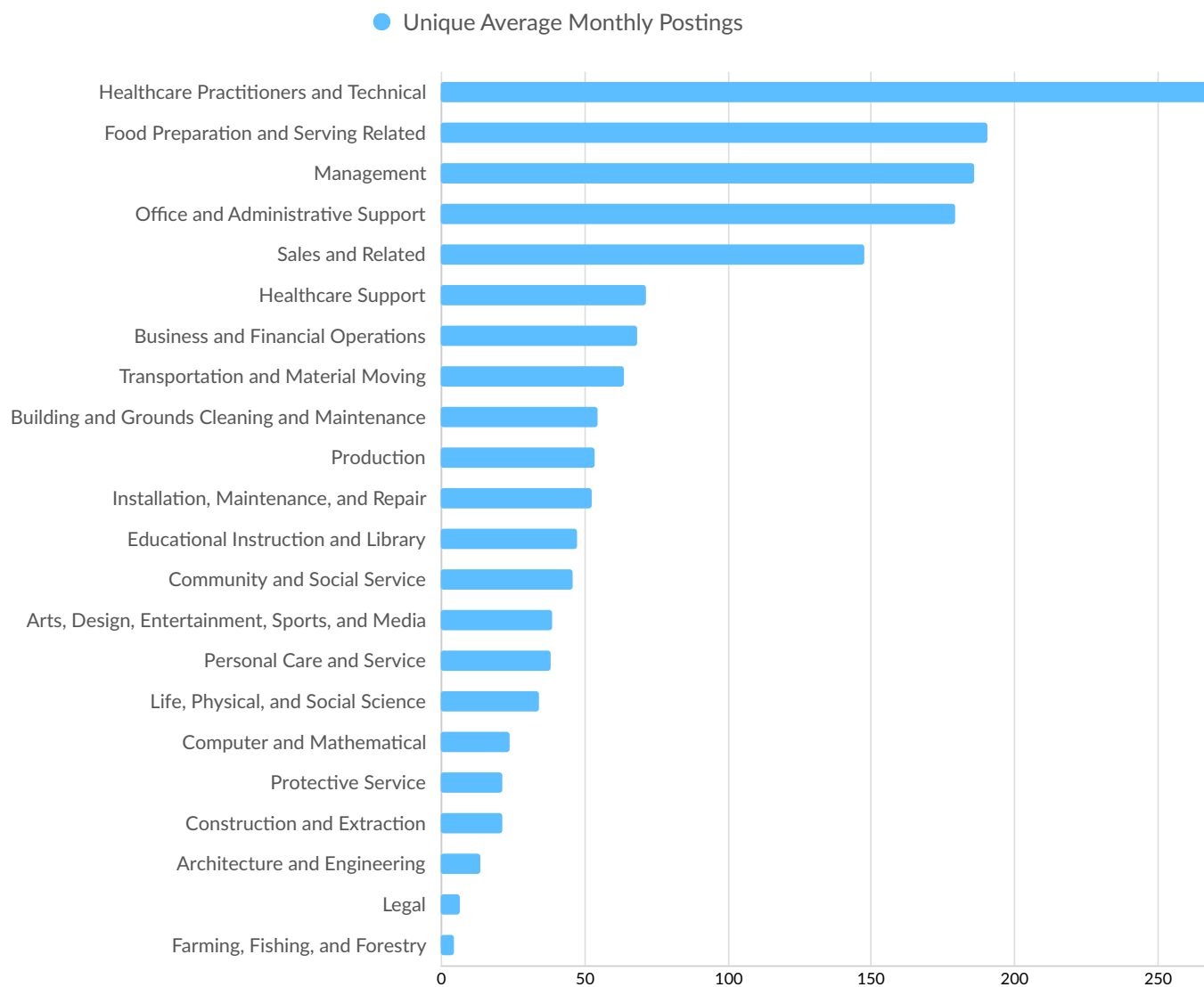
Top Occupation Employment Concentration



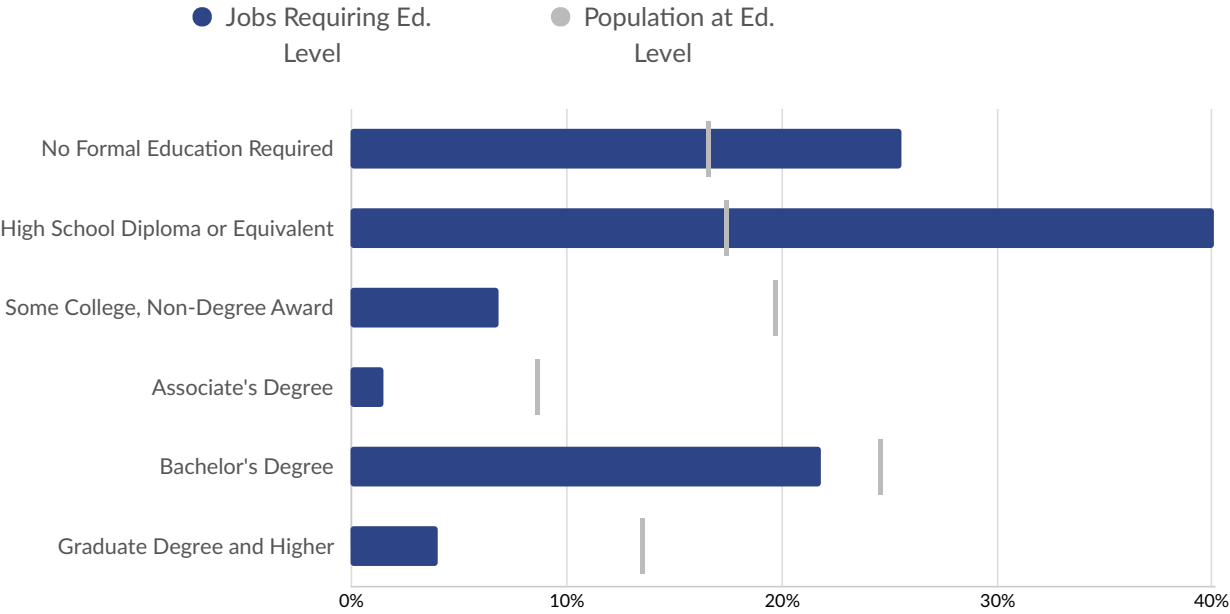
Top Occupation Earnings



Top Posted Occupations

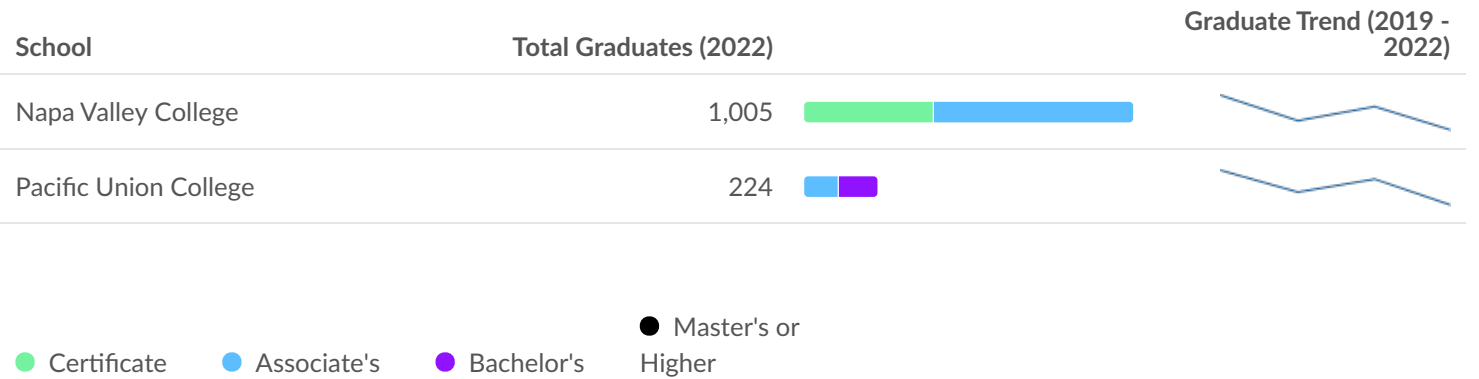


Underemployment



Educational Pipeline

In 2022, there were 1,229 graduates in Napa County, CA. This pipeline has shrunk by 26% over the last 4 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).



In-Demand Skills

