



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

132,118

Population (2024)

Population **decreased by 5,560** over the last 5 years and is projected to **decrease by 5,189** over the next 5 years.

89,208

Total Regional Employment

Jobs **decreased by 74** over the last 5 years but are projected to **grow by 4,584** 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 2024 the region's population **declined by 4.0%** since 2019, falling by 5,560. Population is expected to **decrease by 3.9%** between 2024 and 2029, losing 5,189.
- From 2019 to 2024, jobs **declined by 0.1%** in Napa County, CA from 89,282 to **89,208**. This change **fell short of the national growth rate of 3.9% by 4.0%**. As the number of jobs declined, the **labor force participation rate increased from 63.7% to 64.3% between 2019 and 2024**.
- Concerning educational attainment, **24.8% of Napa County, CA residents possess a Bachelor's Degree** (3.4% above the national average), and **8.5% hold an Associate's Degree** (0.4% below the national average).
- The top three industries in 2024 are Beverage Manufacturing, Restaurants and Other Eating Places, and Traveler Accommodation.

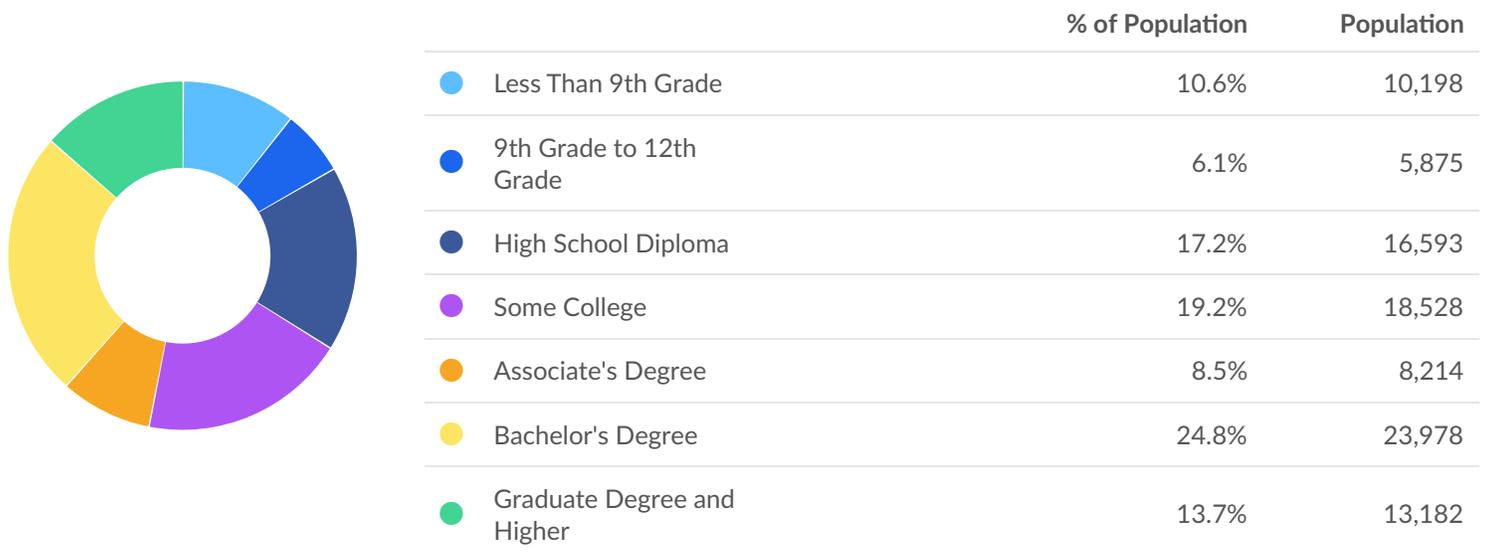
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	132,118	70,374	89,208	143.8	\$14.23B	\$16.79B	\$17.26B
State	38,776,275	19,323,960	20,578,854	134.8	\$3.82T	\$1.94T	\$2.68T

Dec 2024 Labor Force Breakdown



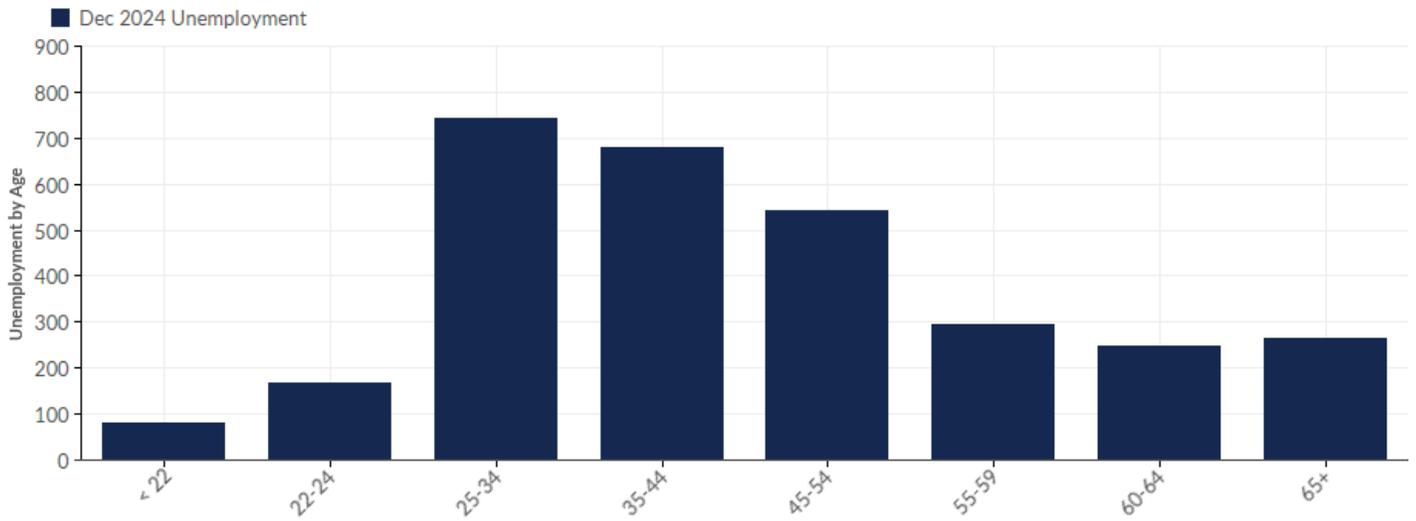
Educational Attainment

Concerning educational attainment, **24.8% of Napa County, CA residents possess a Bachelor's Degree** (3.4% above the national average), and **8.5% hold an Associate's Degree** (0.4% below the national average).



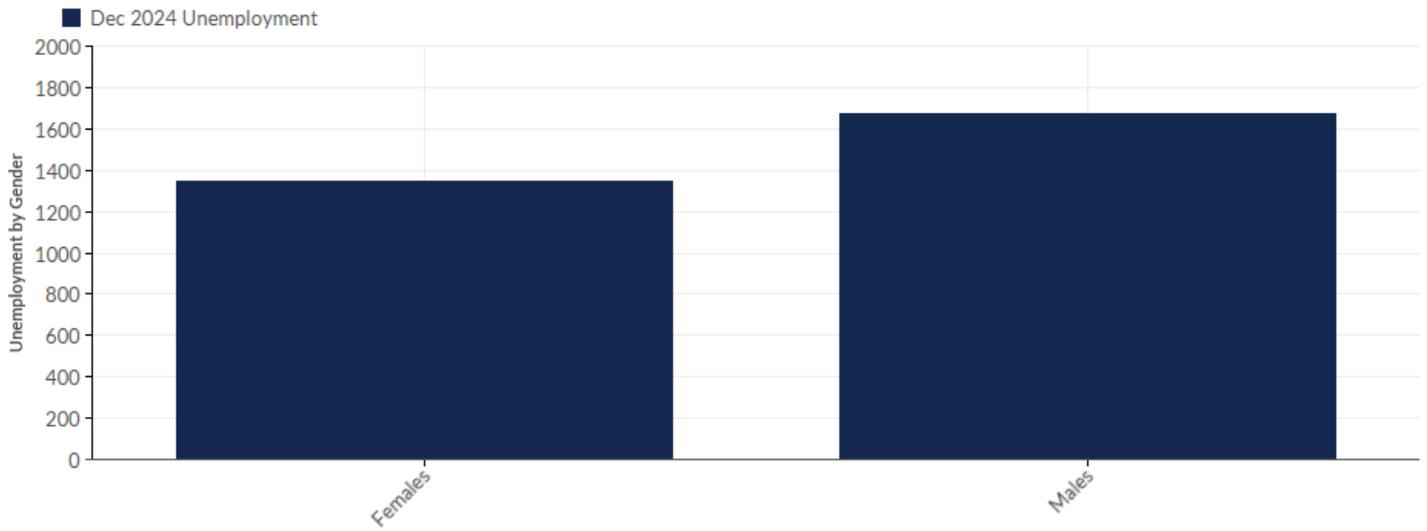
Unemployment by Demographics

Unemployment by Age



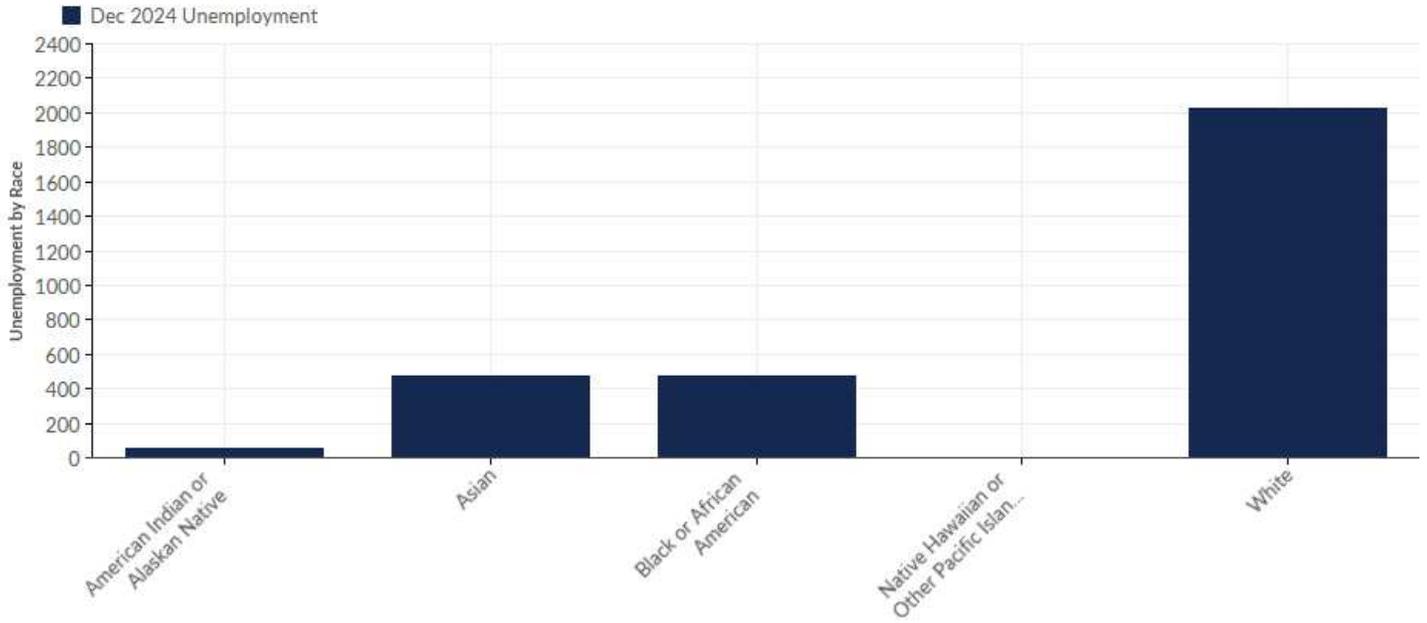
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	79	2.62%
22-24	167	5.54%
25-34	742	24.59%
35-44	679	22.51%
45-54	543	18.00%
55-59	295	9.78%
60-64	247	8.19%
65+	264	8.75%
Total	3,017	100.00%

Unemployment by Gender



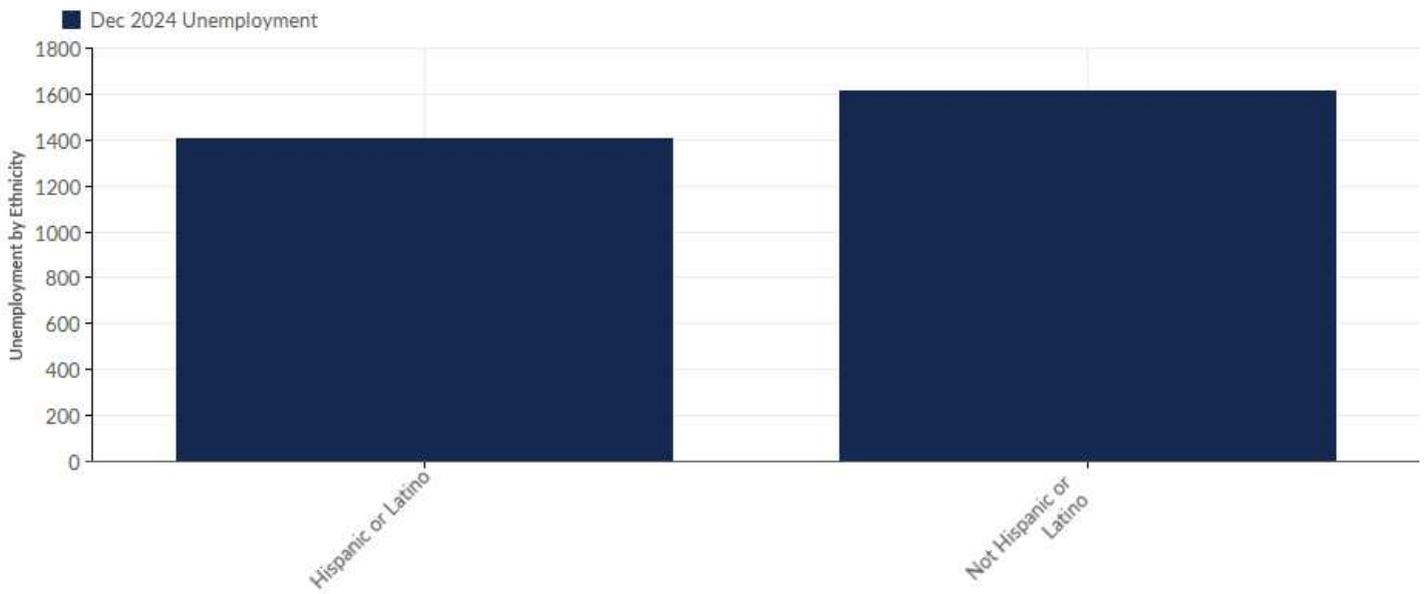
Gender	Unemployment (Dec 2024)	% of Unemployed
Females	1,343	44.51%
Males	1,674	55.49%
Total	3,017	100.00%

Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	52	1.72%
Asian	472	15.64%
Black or African American	469	15.55%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	2,023	67.05%
Total	3,017	100.00%

Unemployment by Ethnicity

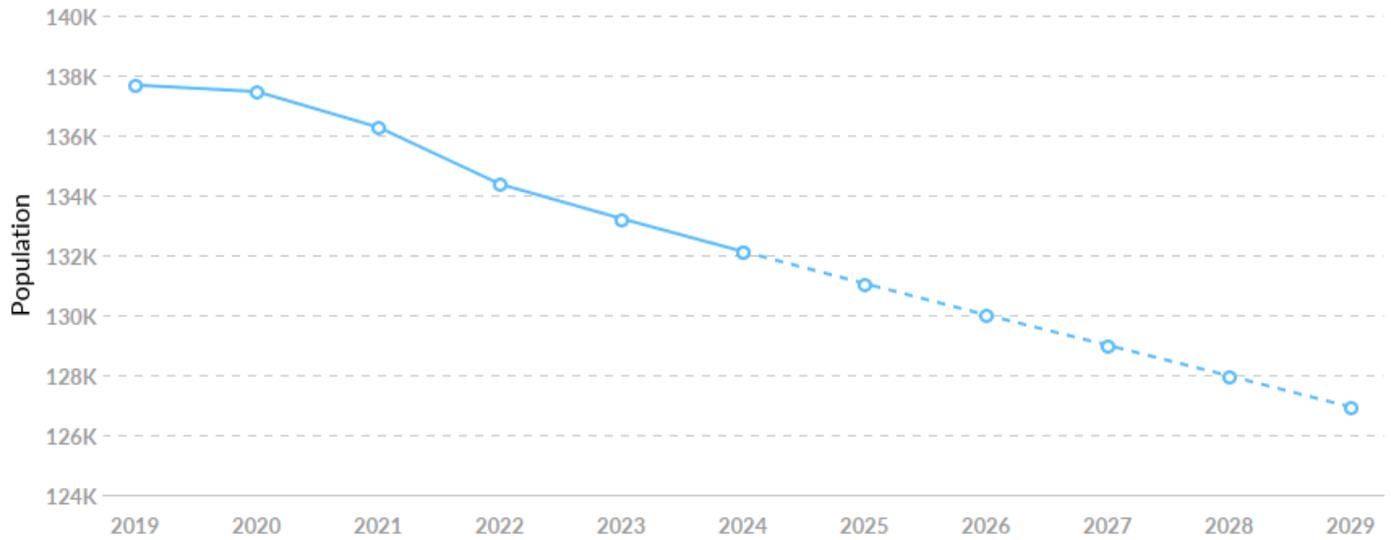


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	1,403	46.50%
Not Hispanic or Latino	1,614	53.50%
Total	3,017	100.00%

Historic & Projected Trends

Population Trends

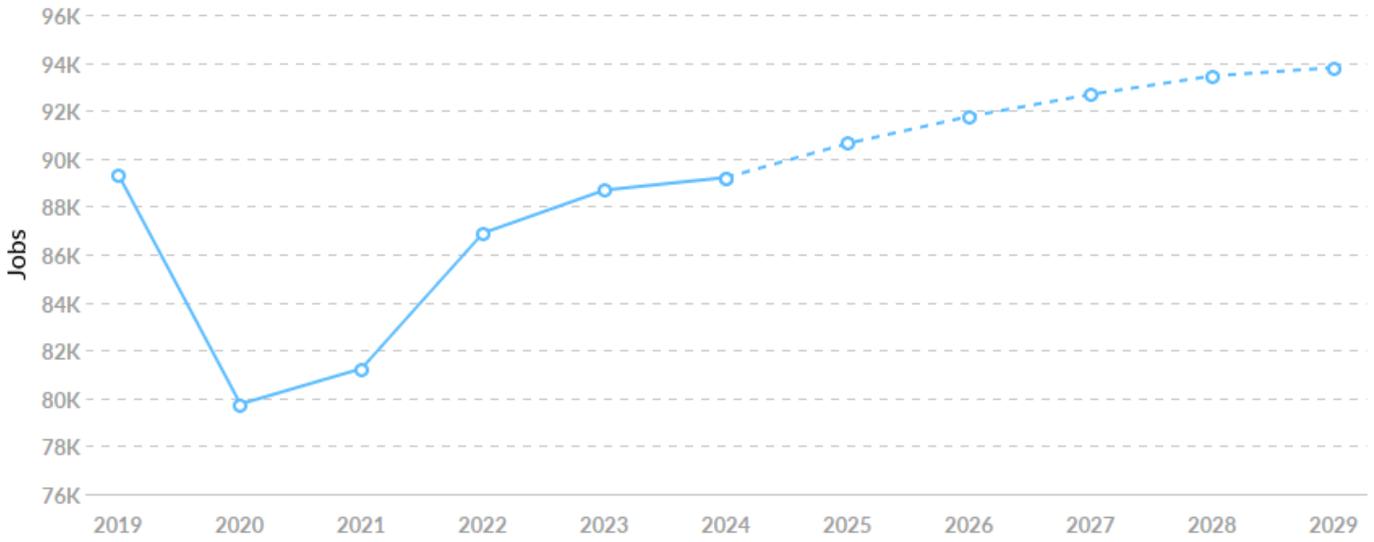
As of 2024 the region's population **declined by 4.0%** since 2019, falling by 5,560. Population is expected to **decrease by 3.9%** between 2024 and 2029, losing 5,189.



Timeframe	Population
2019	137,678
2020	137,459
2021	136,265
2022	134,370
2023	133,216
2024	132,118
2025	131,051
2026	130,001
2027	128,992
2028	127,966
2029	126,929

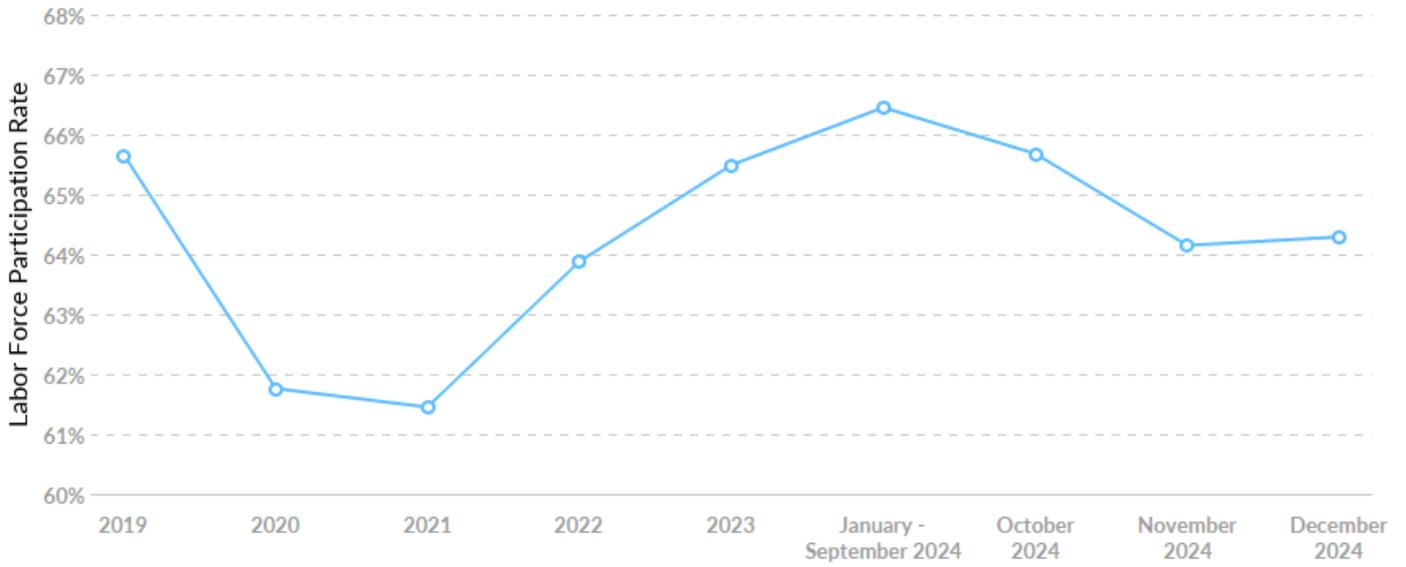
Job Trends

From 2019 to 2024, jobs declined by 0.1% in Napa County, CA from 89,282 to **89,208**. This change fell short of the national growth rate of 3.9% by 4.0%.



Timeframe	Jobs
2019	89,282
2020	79,749
2021	81,234
2022	86,892
2023	88,682
2024	89,208
2025	90,631
2026	91,758
2027	92,676
2028	93,444
2029	93,792

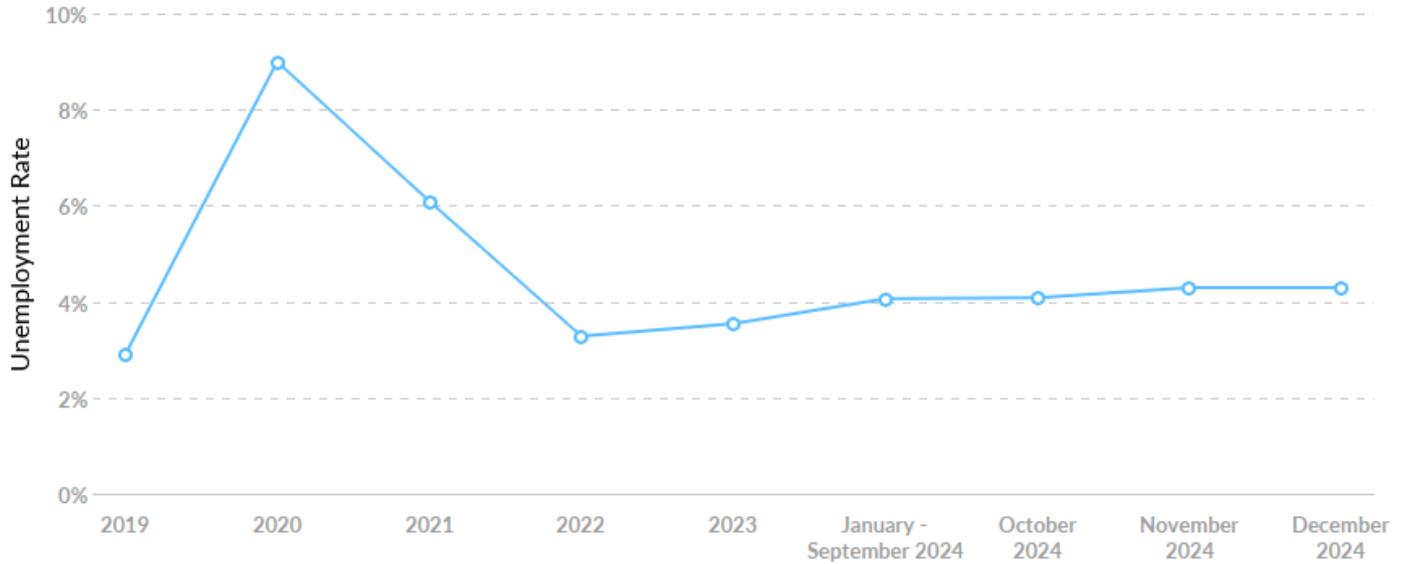
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.66%
2020	61.76%
2021	61.45%
2022	63.88%
2023	65.49%
January - September 2024	66.45%
October 2024	65.68%
November 2024	64.15%
December 2024	64.29%

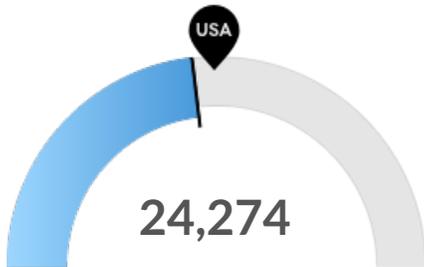
Unemployment Rate Trends

Napa County, CA had a December 2024 unemployment rate of 4.29%, **increasing from 2.89%** 5 years before.



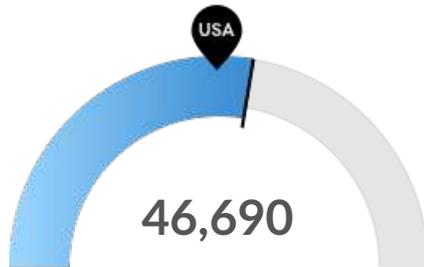
Timeframe	Unemployment Rate
2019	2.89%
2020	8.99%
2021	6.09%
2022	3.28%
2023	3.54%
January - September 2024	4.06%
October 2024	4.08%
November 2024	4.29%
December 2024	4.29%

Population Characteristics



Millennials

Napa County, CA has 24,274 millennials (ages 25-39). The national average for an area this size is 27,067.



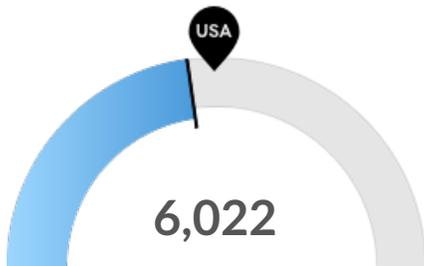
Retiring Soon

Retirement risk is high in Napa County, CA. The national average for an area this size is 40,215 people 55 or older, while there are 46,690 here.



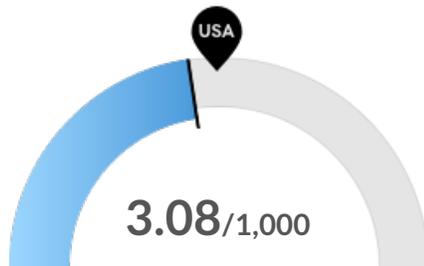
Racial Diversity

Racial diversity is high in Napa County, CA. The national average for an area this size is 55,481 racially diverse people, while there are 67,693 here.



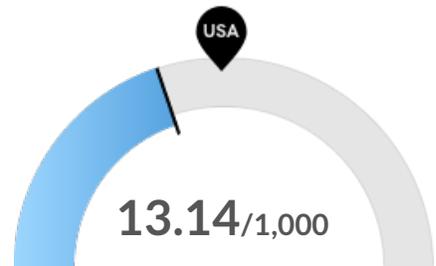
Veterans

Napa County, CA has 6,022 veterans. The national average for an area this size is 6,870.



Violent Crime

Napa County, CA has 3.08 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

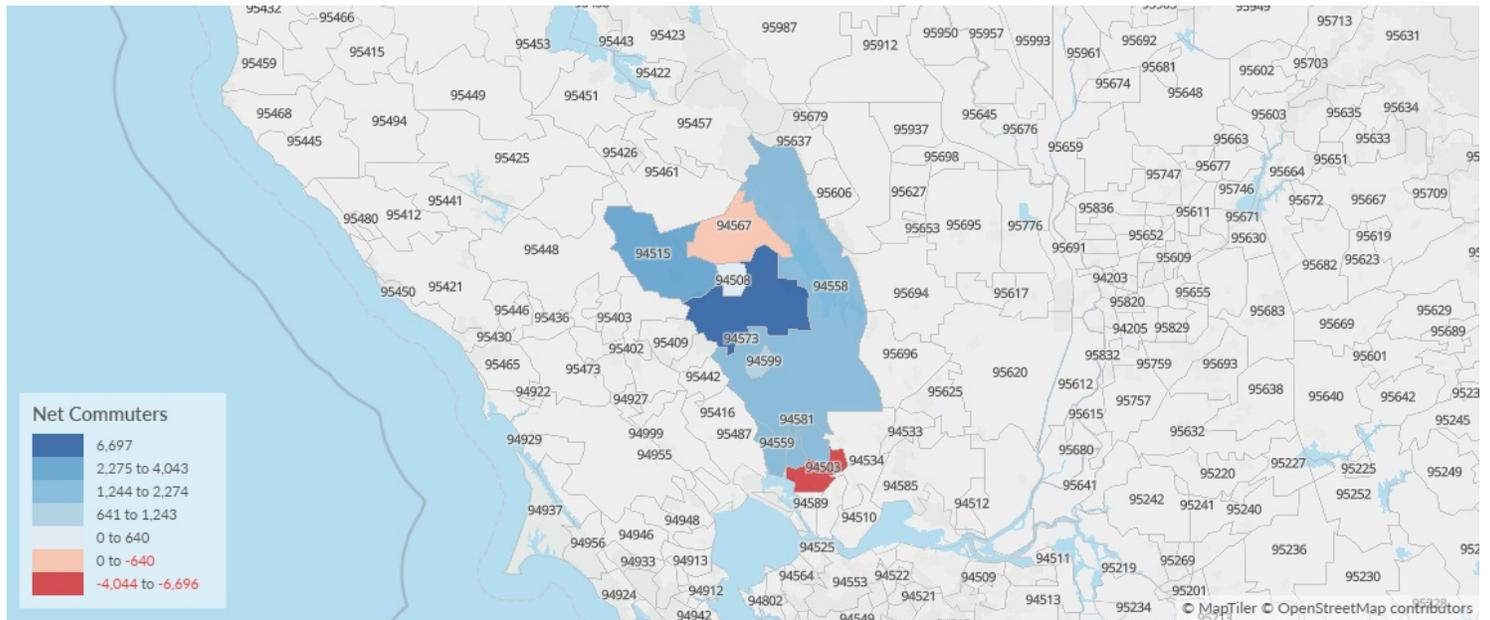


Property Crime

Napa County, CA has 13.14 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
94558	Napa, CA (in Napa coun...	38,796
94559	Napa, CA (in Napa coun...	18,263
94574	Saint Helena, CA (in Na...	11,471
94503	American Canyon, CA (i...	7,664
94515	Calistoga, CA (in Napa c...	6,550

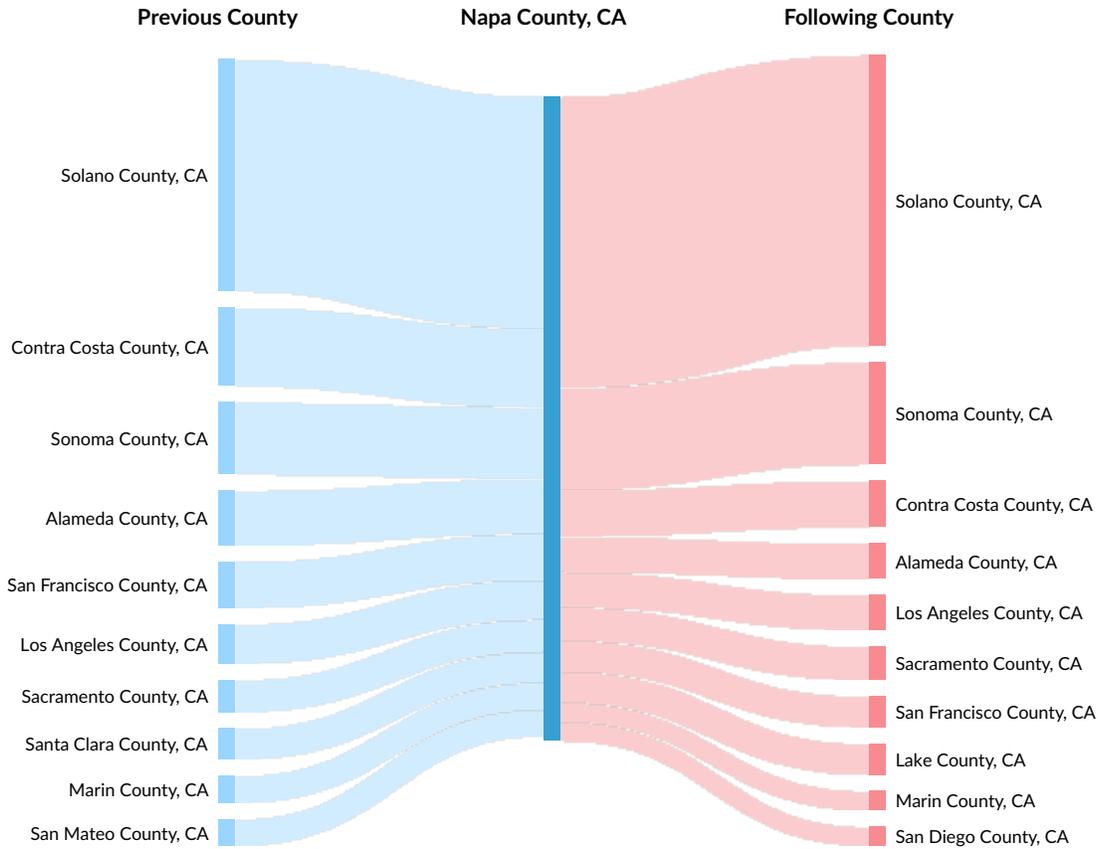
Where Talent Lives

ZIP	Name	2024 Workers
94558	Napa, CA (in Napa coun...	37,267
94559	Napa, CA (in Napa coun...	16,911
94503	American Canyon, CA (i...	11,708
94574	Saint Helena, CA (in Na...	4,774
94515	Calistoga, CA (in Napa c...	4,275

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 2022, 1,046 people have migrated from Solano County, CA to Napa County, CA. In the same year, 1,313 people left Napa County, CA migrating to Solano County, CA. The total Net Migration for Napa County, CA in 2022 was -1,208.

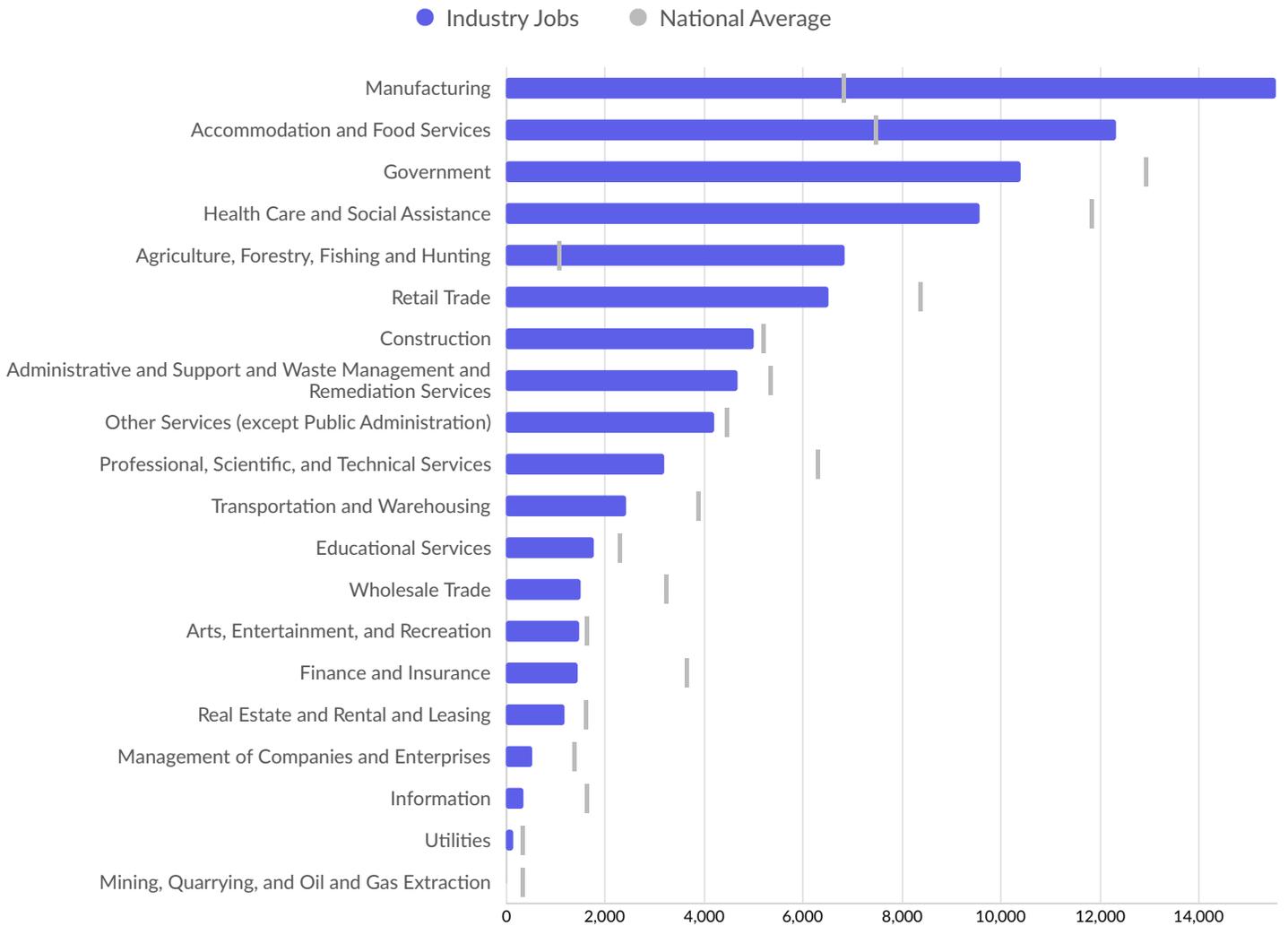


Top Previous Counties	Migrations
Solano County, CA	1,046
Contra Costa County, CA	354
Sonoma County, CA	324
Alameda County, CA	247
San Francisco County, CA	209
Los Angeles County, CA	178

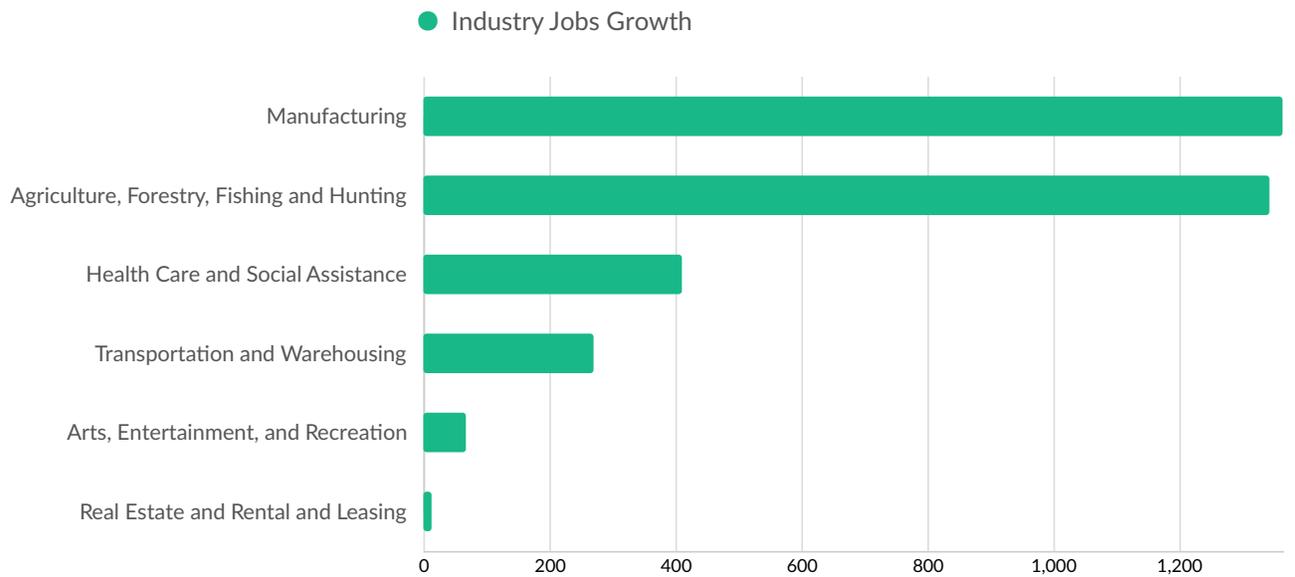
Top Previous Counties	Migrations
Sacramento County, CA	145
Santa Clara County, CA	140
Marin County, CA	122
San Mateo County, CA	120
San Diego County, CA	76
Lake County, CA	64
Orange County, CA	60
Yolo County, CA	53
Riverside County, CA	40
Top Following Counties	Migrations
Solano County, CA	1,313
Sonoma County, CA	461
Contra Costa County, CA	209
Alameda County, CA	160
Los Angeles County, CA	158
Sacramento County, CA	151
San Francisco County, CA	140
Lake County, CA	140
Marin County, CA	87
San Diego County, CA	87
Santa Clara County, CA	80
Placer County, CA	78
Yolo County, CA	69
San Mateo County, CA	66
Riverside County, CA	60

Industry Characteristics

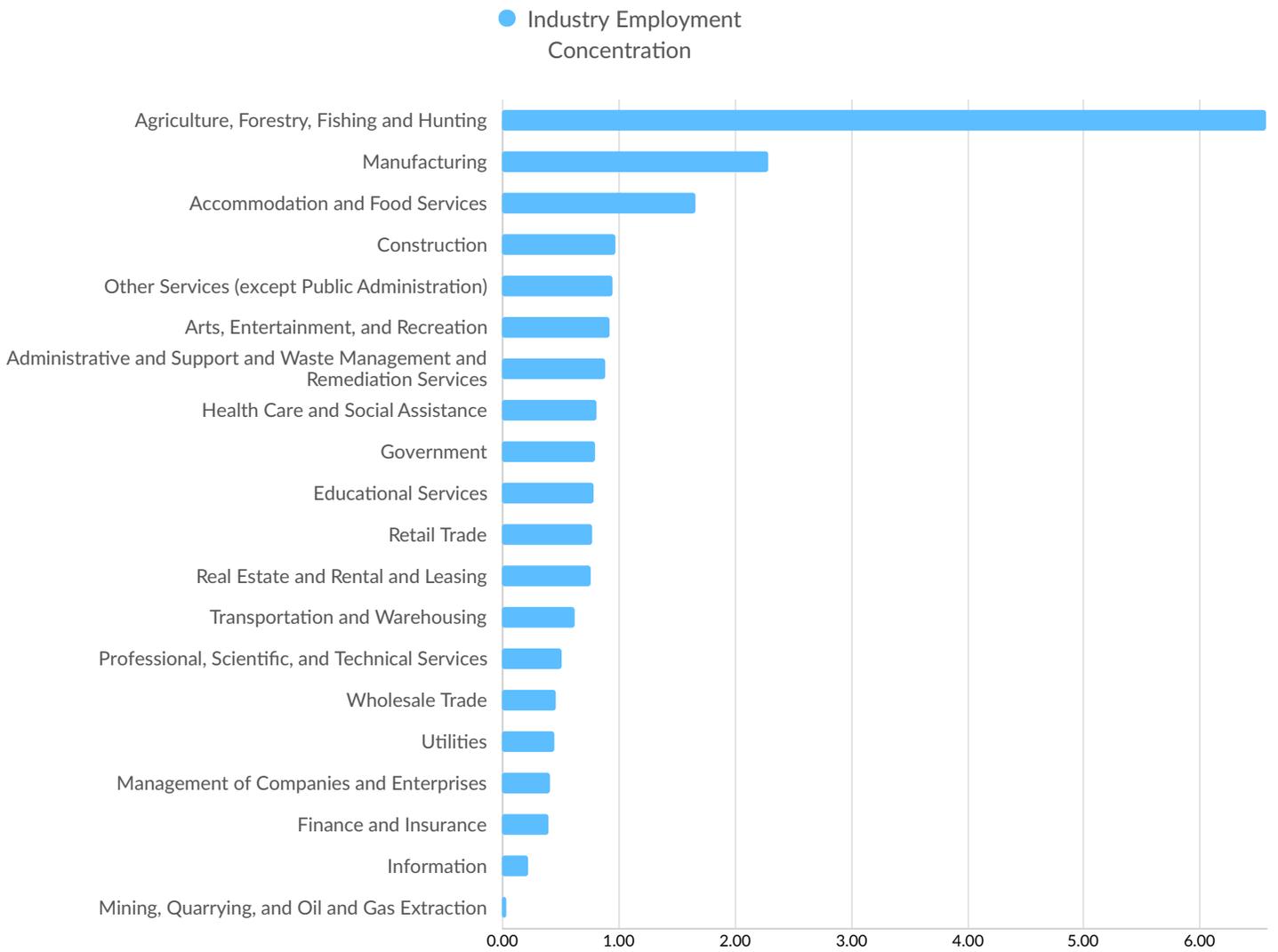
Largest Industries



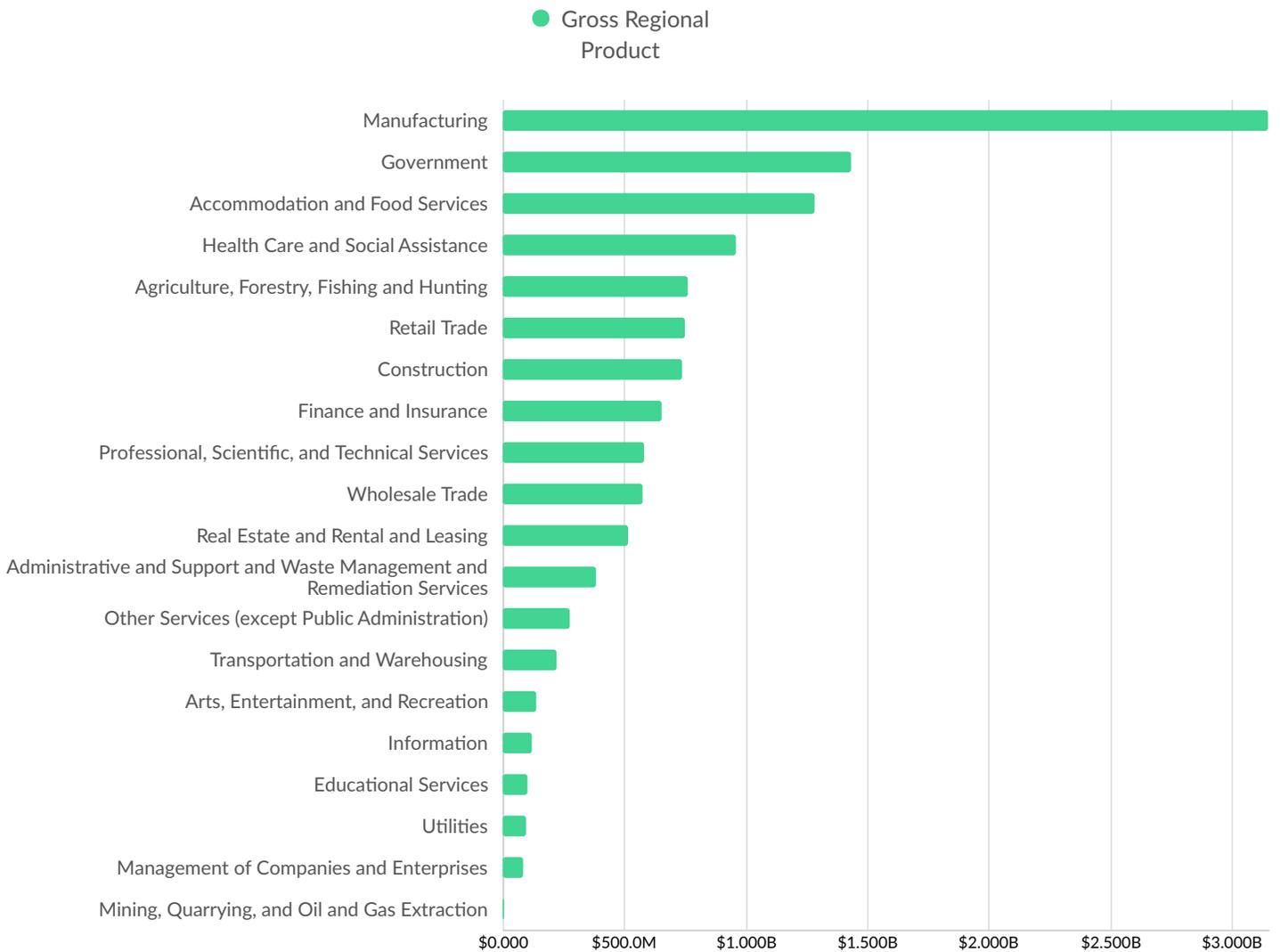
Top Growing Industries



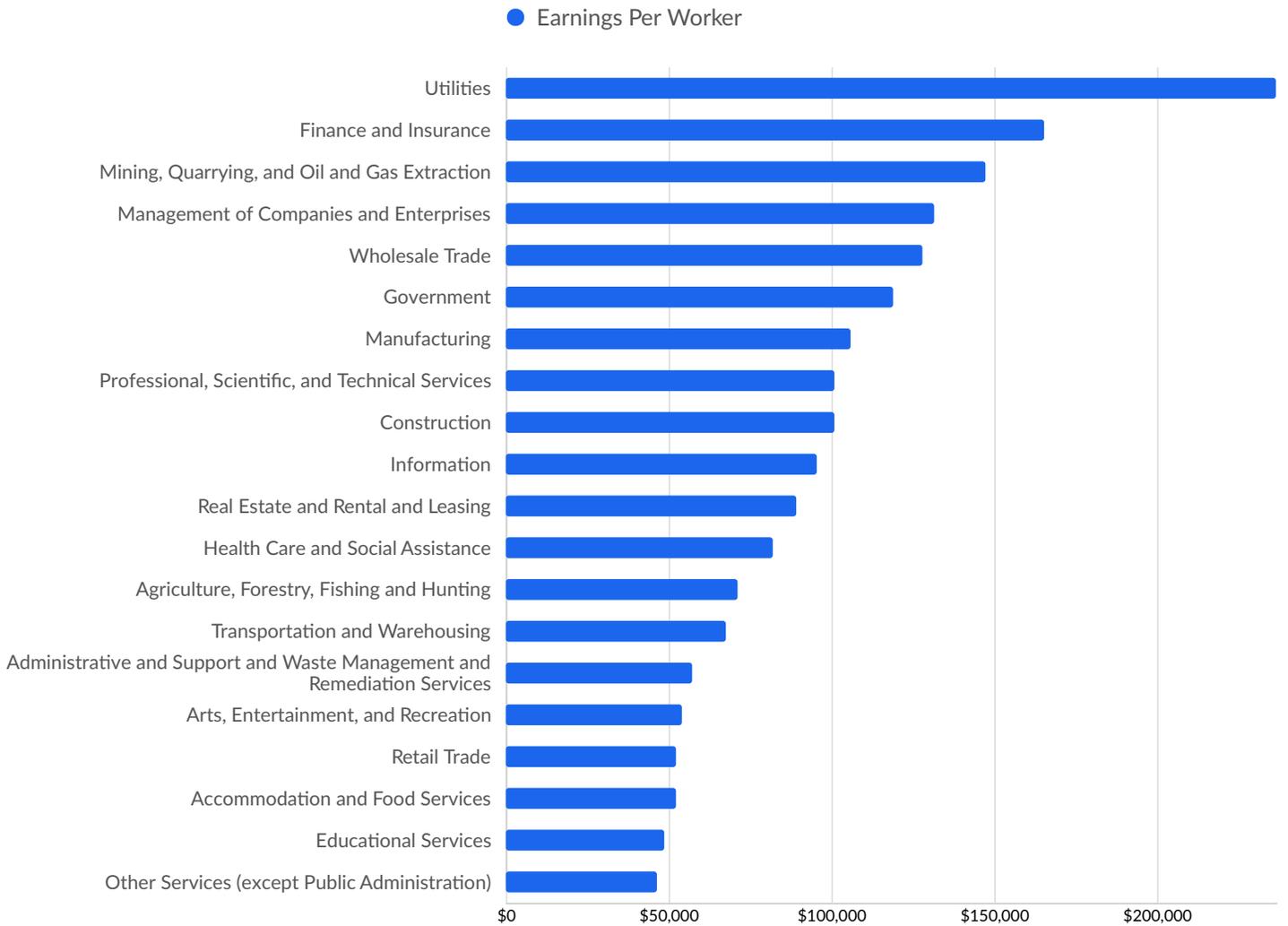
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



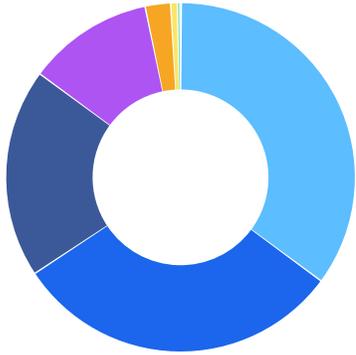
Business Characteristics

19,521 Companies Employ Your Workers

Online profiles for your workers mention 19,521 companies as employers, with the top 10 appearing below. In the last 12 months, 2,634 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...	580 	Napa Valley Unified School Distr...	596 
Kaiser Permanente	506 	Providence	387 
Napa County	342 	Adventist Health	340 
Pacific Union College	265 	State of California	220 
Nvusd	256 	Aerotek	216 
City Of Napa	227 	Swing Education	203 
Queen Of The Valley Medical Ce...	214 	NAPA Auto Parts	157 
County Of Napa	213 	Treasury Wine Estates	148 
Trinchero Family Estates	205 	Auberge Resorts	145 
Treasury Wine Estates	188 	Culinary Institute of America	139 

Business Size

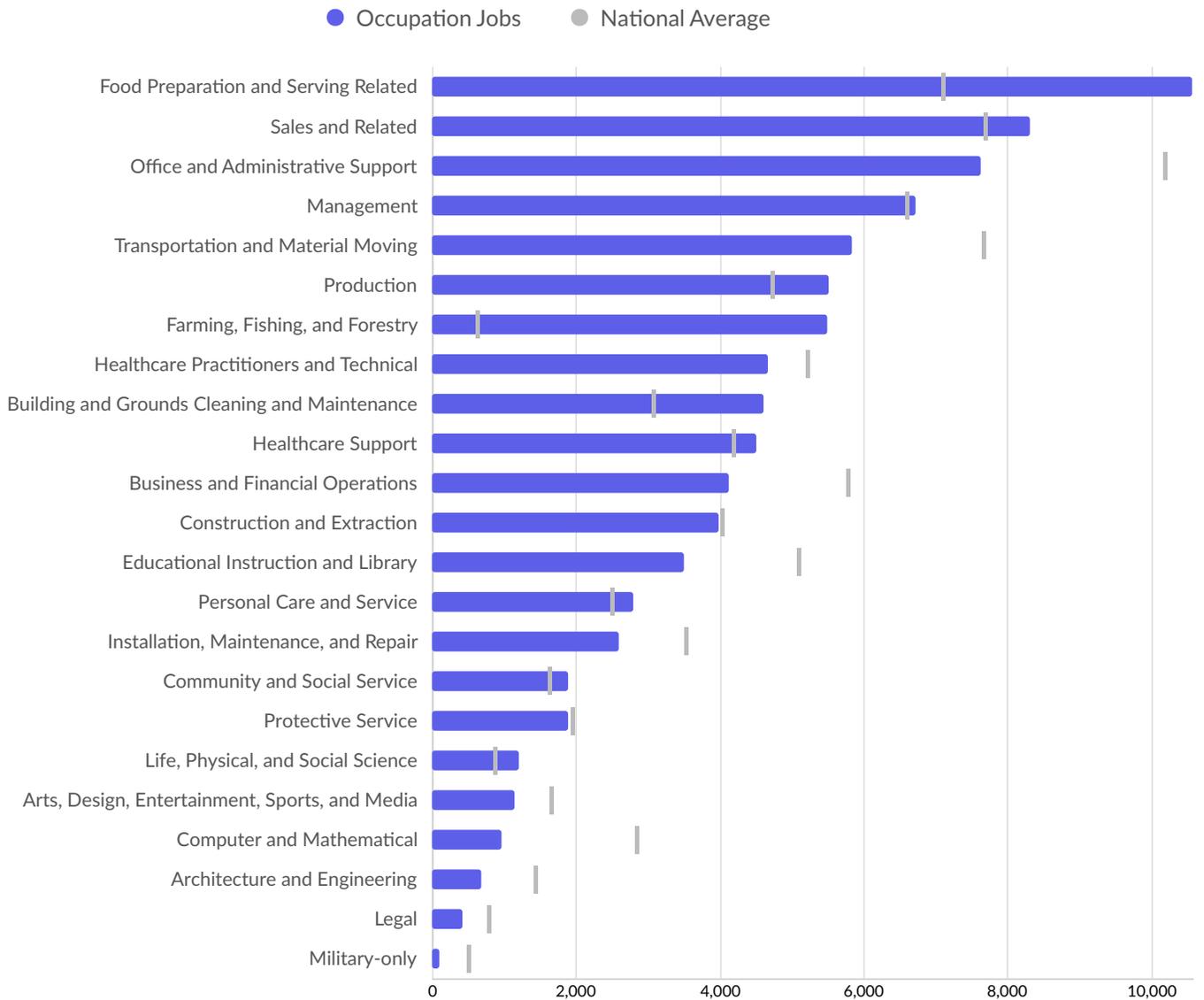


	Percentage	Business Count
● 1 to 4 employees	35.0%	2,947
● 5 to 9 employees	30.6%	2,573
● 10 to 19 employees	19.4%	1,630
● 20 to 49 employees	11.6%	979
● 50 to 99 employees	2.4%	198
● 100 to 249 employees	0.6%	52
● 250 to 499 employees	0.2%	19
● 500+ employees	0.1%	11

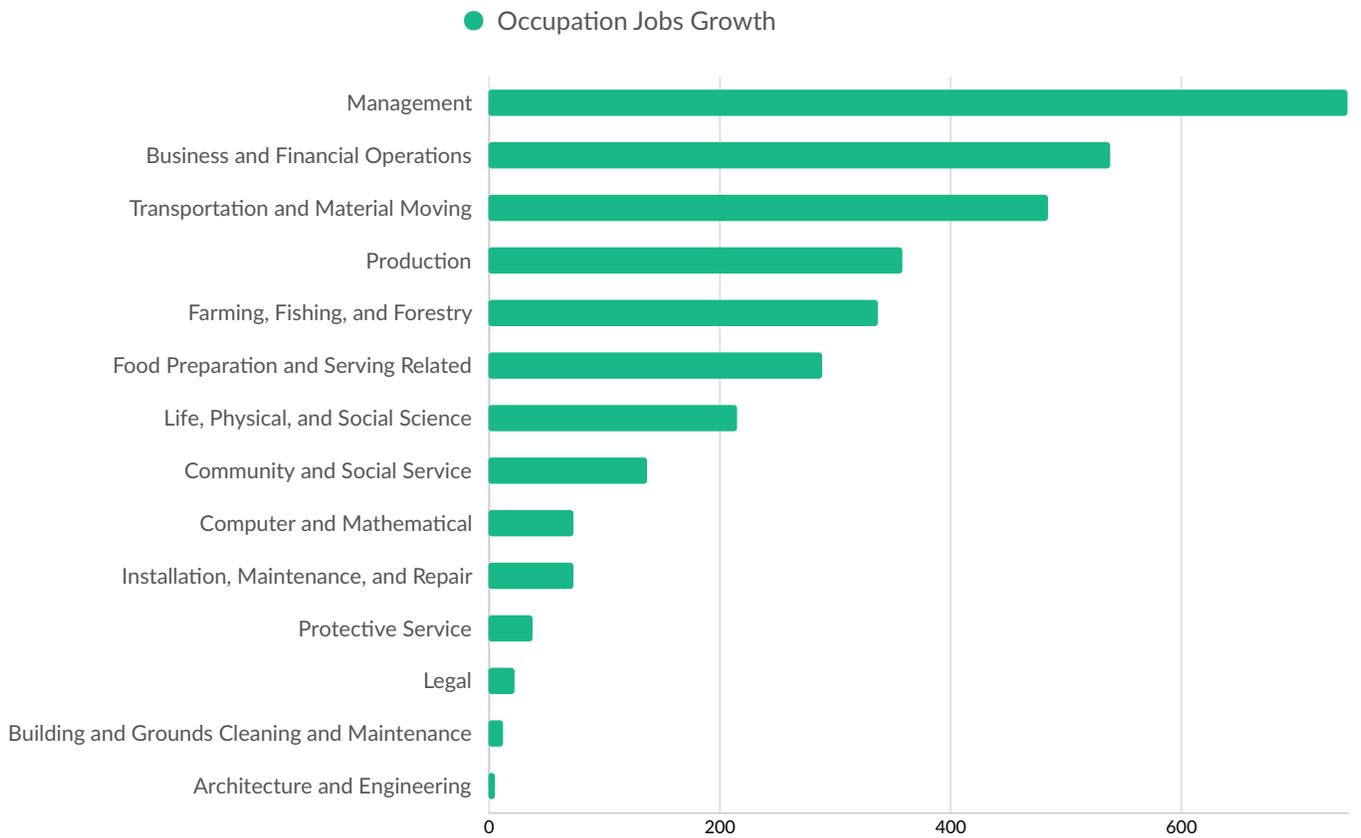
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

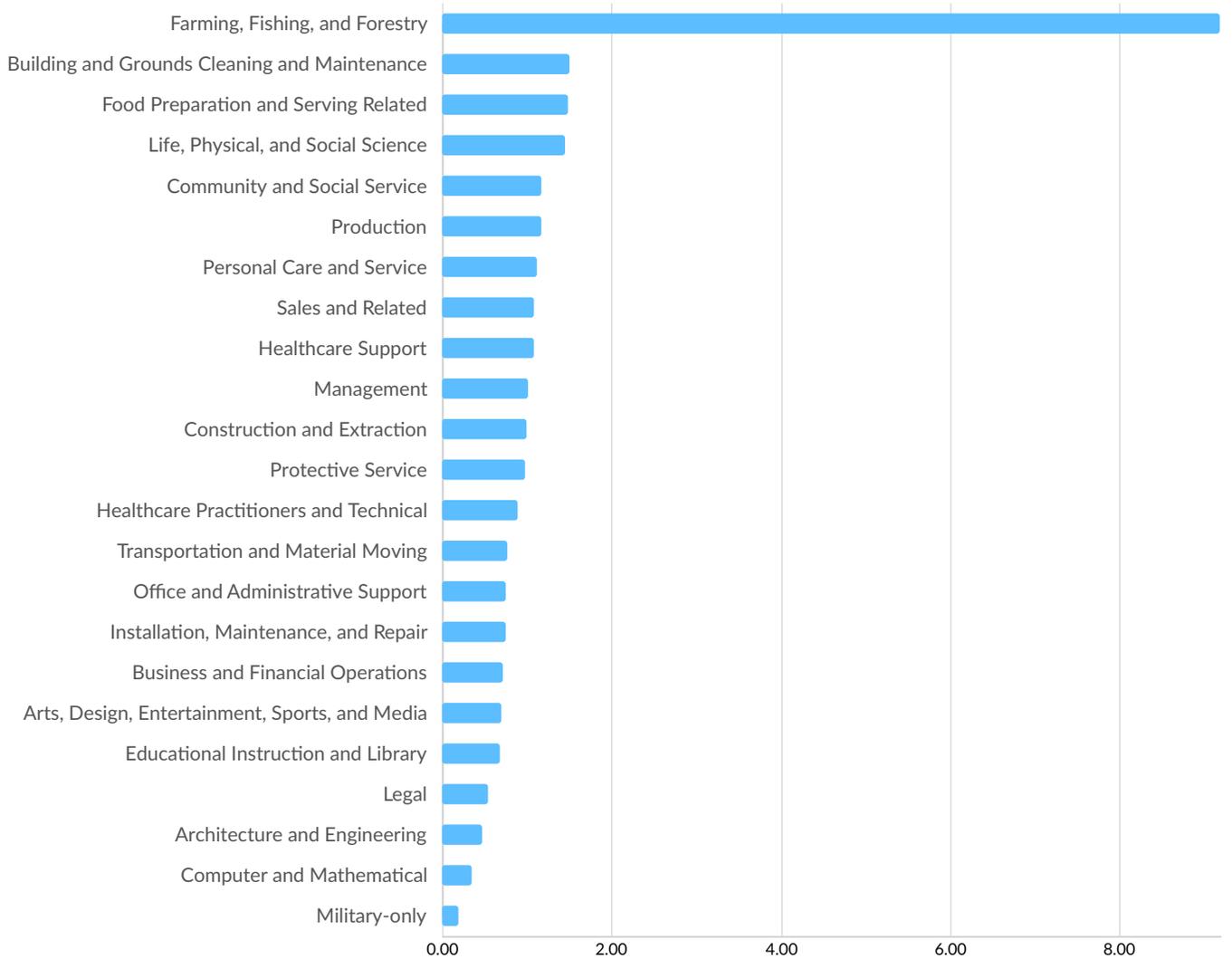


Top Growing Occupations

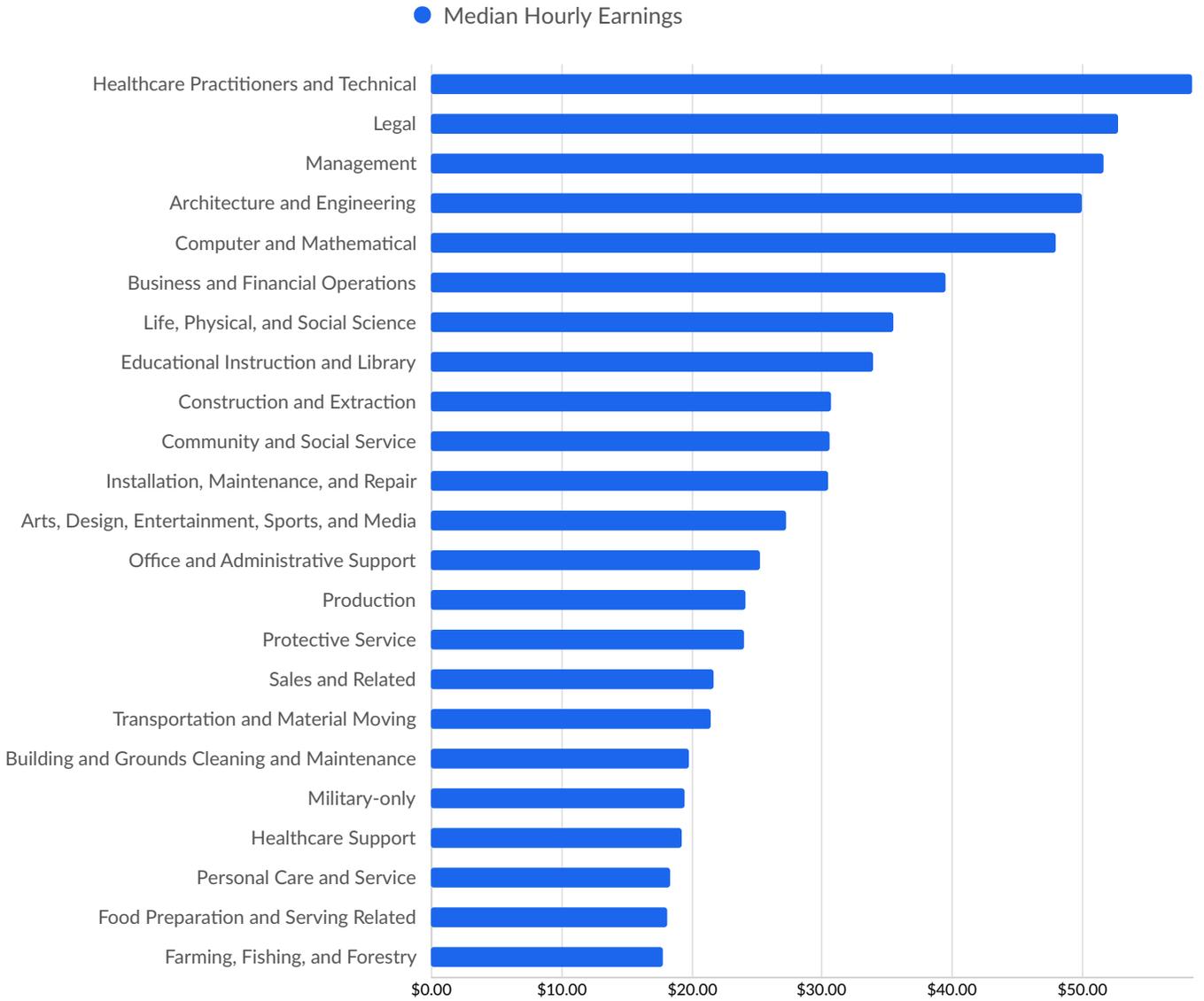


Top Occupation Employment Concentration

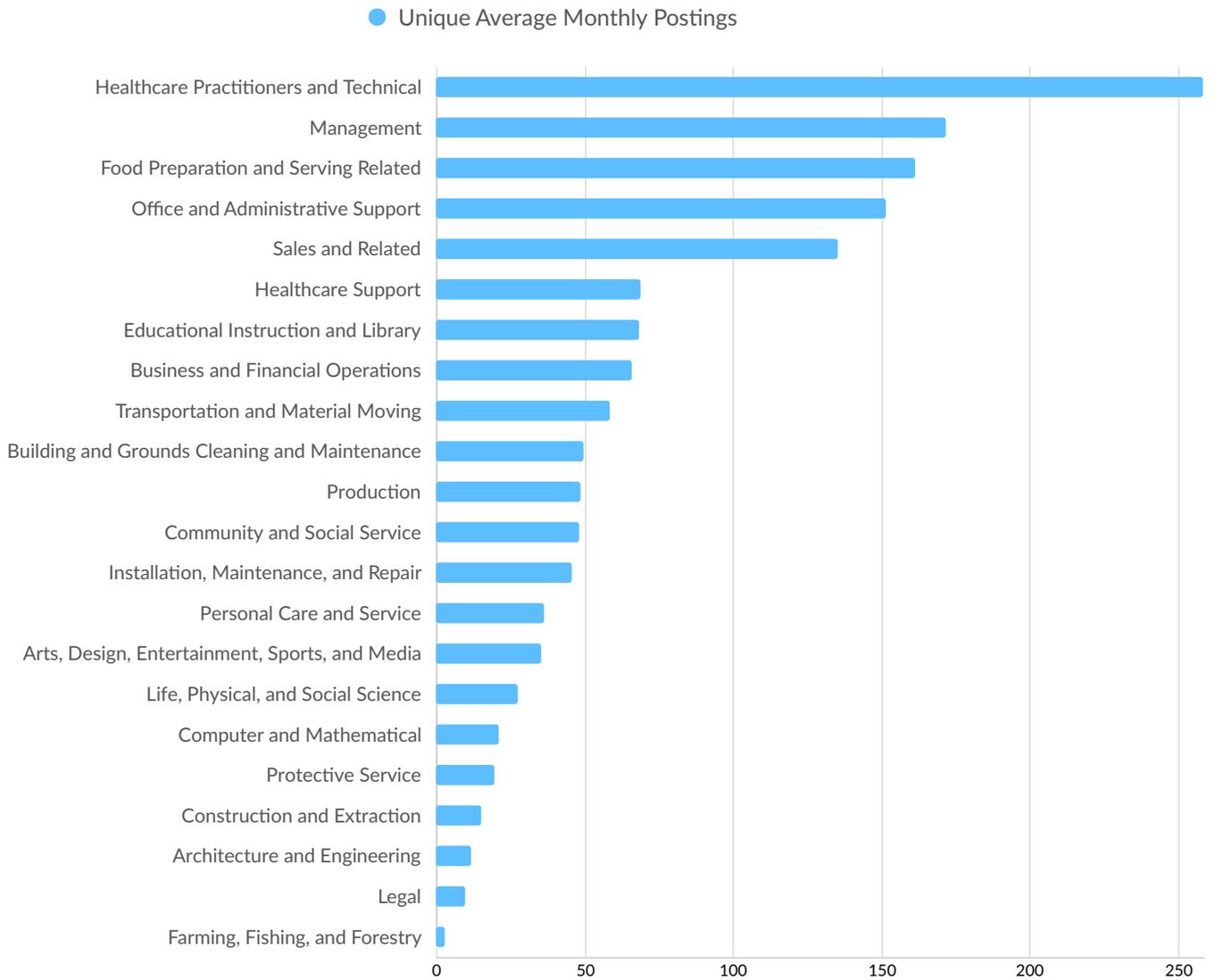
● Occupation Employment Concentration



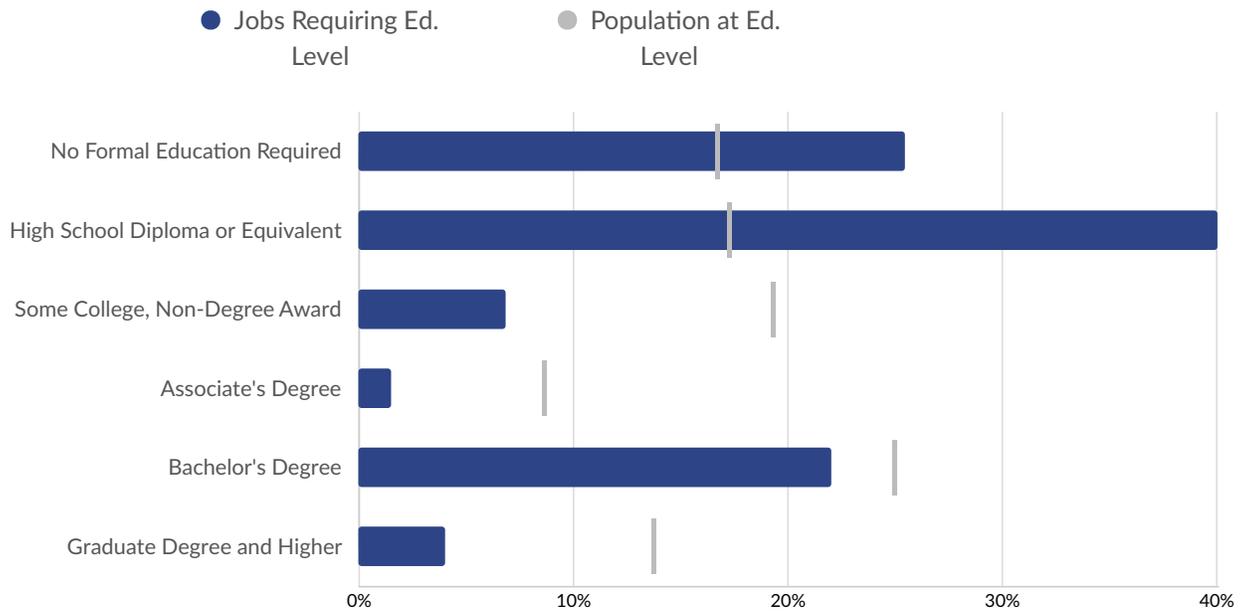
Top Occupation Earnings



Top Posted Occupations

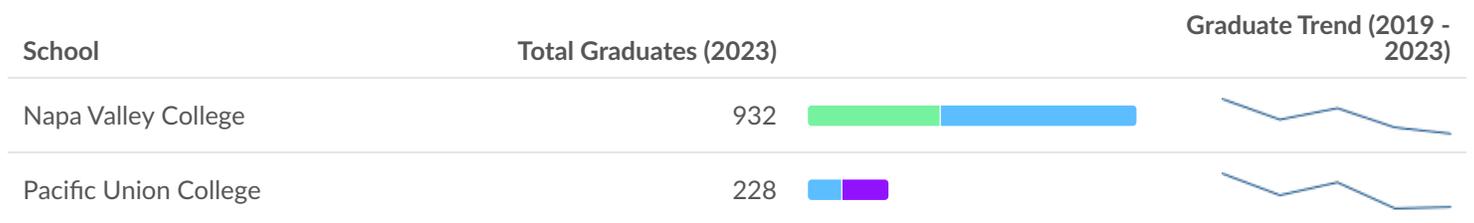


Underemployment



Educational Pipeline

In 2023, there were 1,160 graduates in Napa County, CA. This pipeline has shrunk by 30% 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).



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

In-Demand Skills

