

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

133,216

Population (2023)

Population **decreased by 5,404** over the last 5 years and is projected to **decrease by 5,250** over the next 5 years.

88,870

Total Regional Employment

Jobs **decreased by 155** over the last 5 years but are projected to **grow by 5,078** 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 3.9%** since 2018, falling by 5,404. Population is expected to **decrease by 3.9%** between 2023 and 2028, losing 5,250.
- From 2018 to 2023, jobs **declined by 0.2%** in Napa County, CA from 89,026 to **88,870**. This change **fell short of the national growth rate of 4.5% by 4.7%**. 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, **24.4% 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.

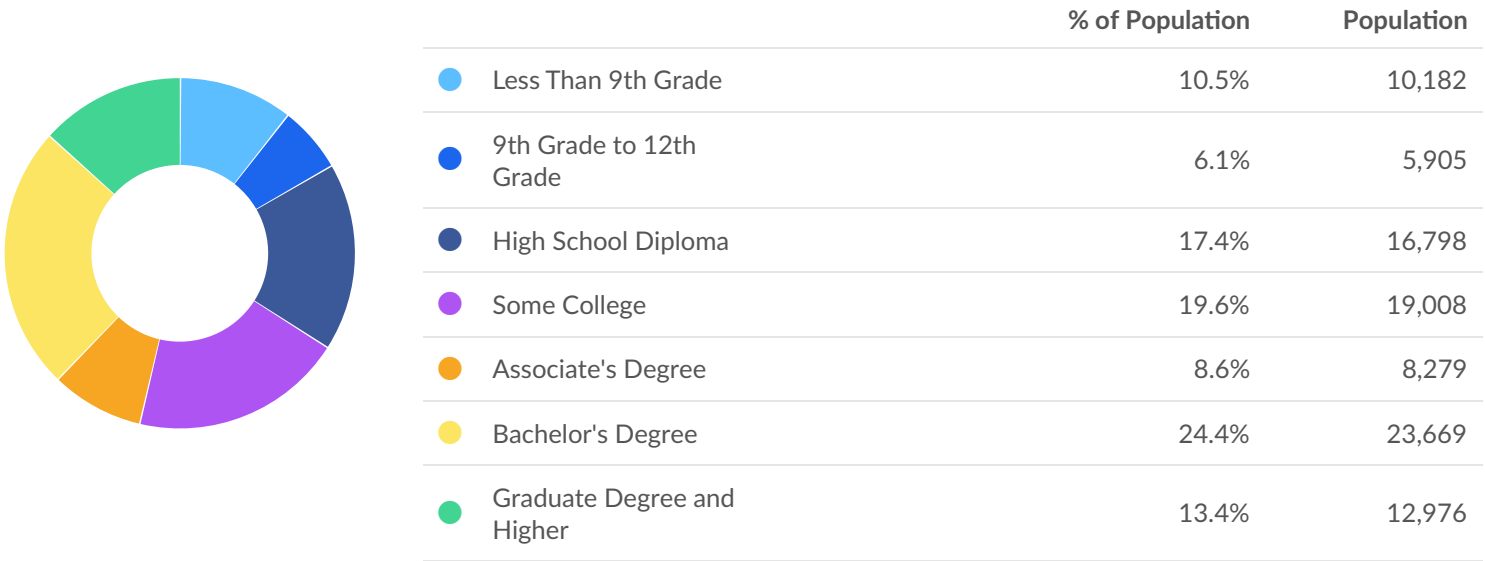
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	132,118	73,004	88,870	143.8	\$14.15B	\$16.52B	\$17.00B
State	38,776,275	19,501,409	20,505,099	134.8	\$3.76T	\$1.90T	\$2.67T

Sep 2024 Labor Force Breakdown



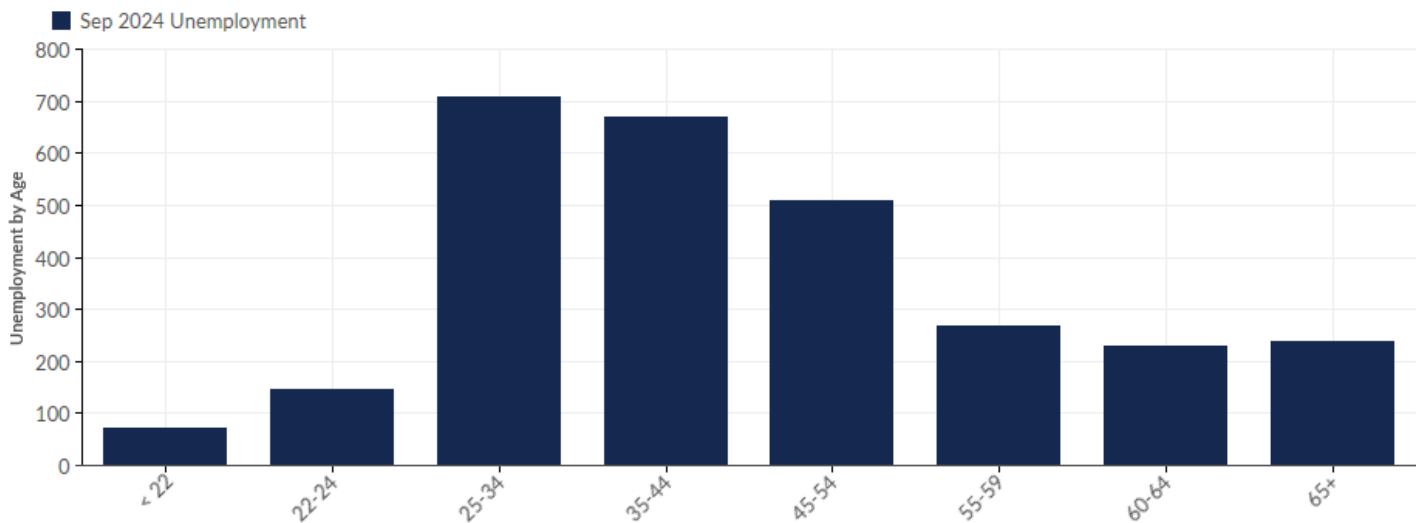
Educational Attainment

Concerning educational attainment, **24.4% 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).



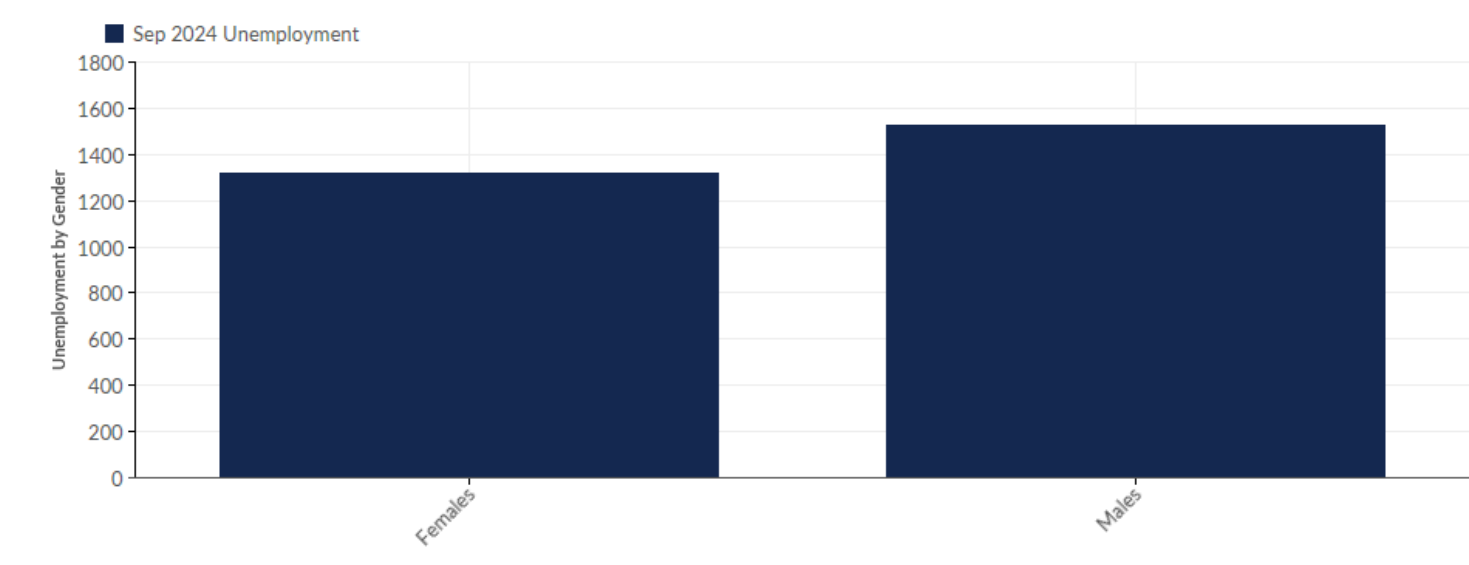
Unemployment by Demographics

Unemployment by Age



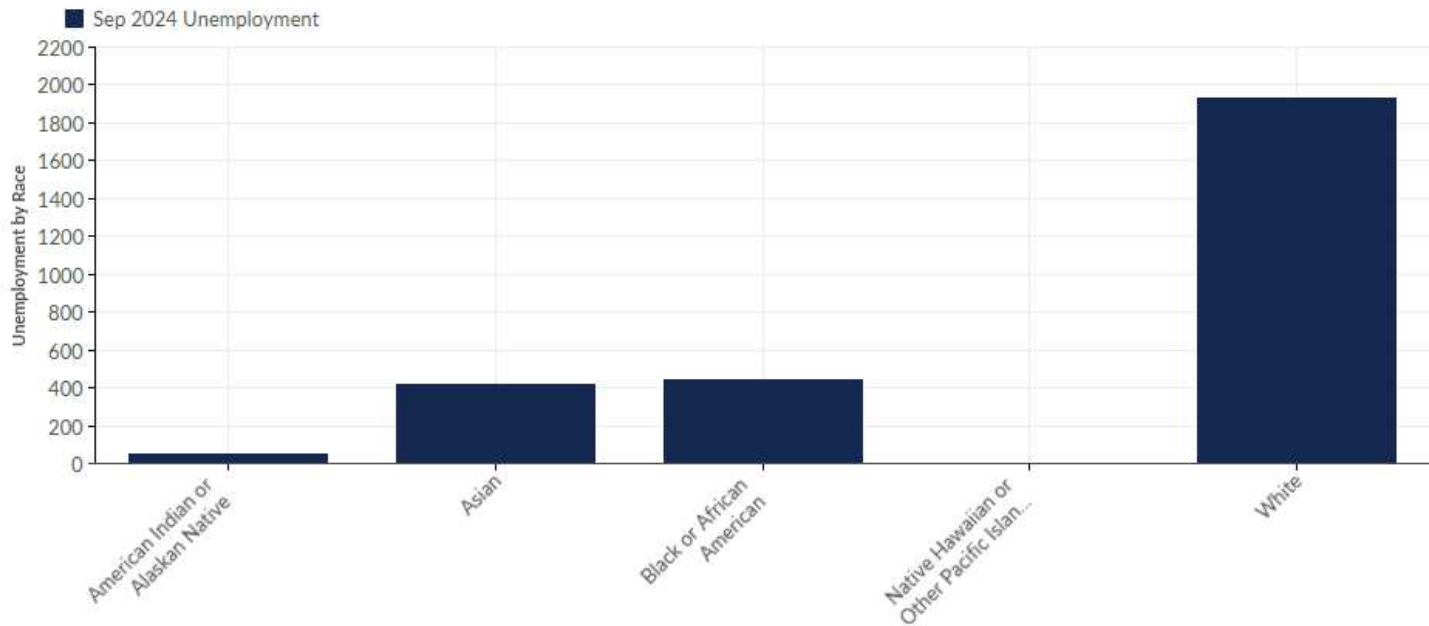
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	72	2.54%
22-24	146	5.14%
25-34	709	24.98%
35-44	670	23.61%
45-54	509	17.94%
55-59	266	9.37%
60-64	228	8.03%
65+	238	8.39%
Total	2,838	100.00%

Unemployment by Gender



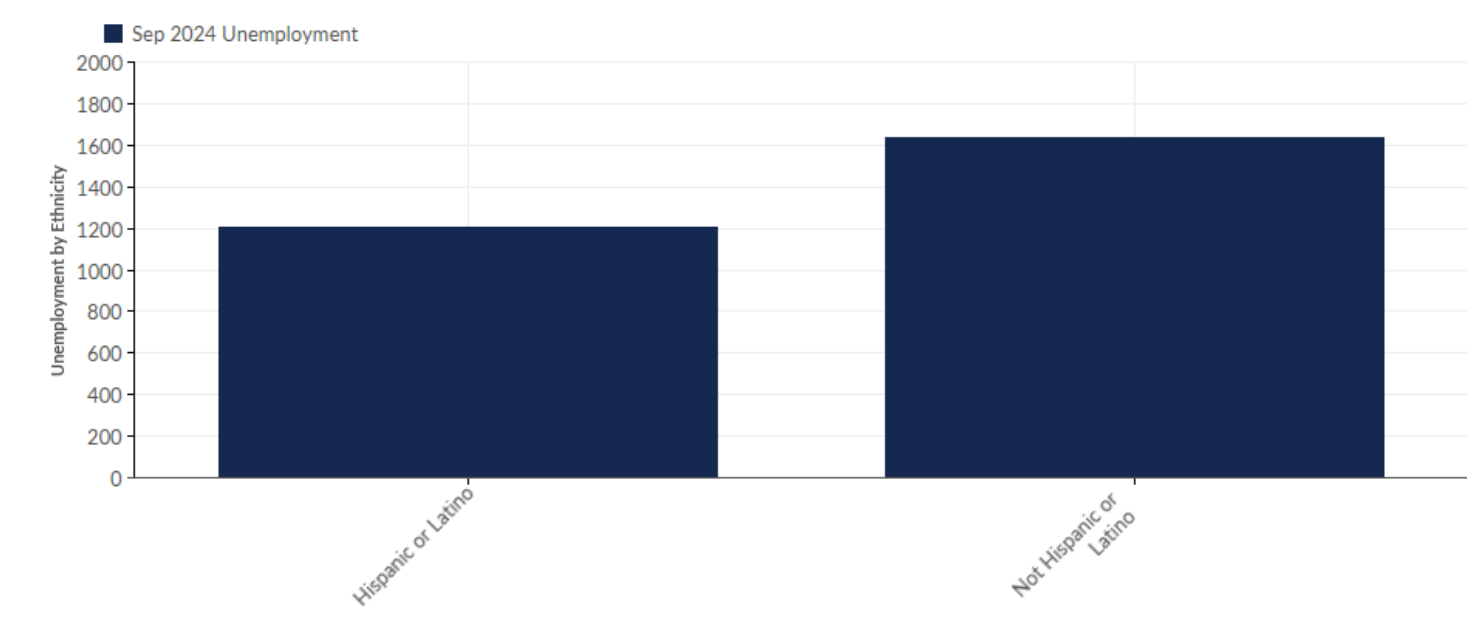
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	1,315	46.34%
Males	1,523	53.66%
Total	2,838	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	50	1.76%
Asian	416	14.66%
Black or African American	444	15.64%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,928	67.94%
Total	2,838	100.00%

Unemployment by Ethnicity

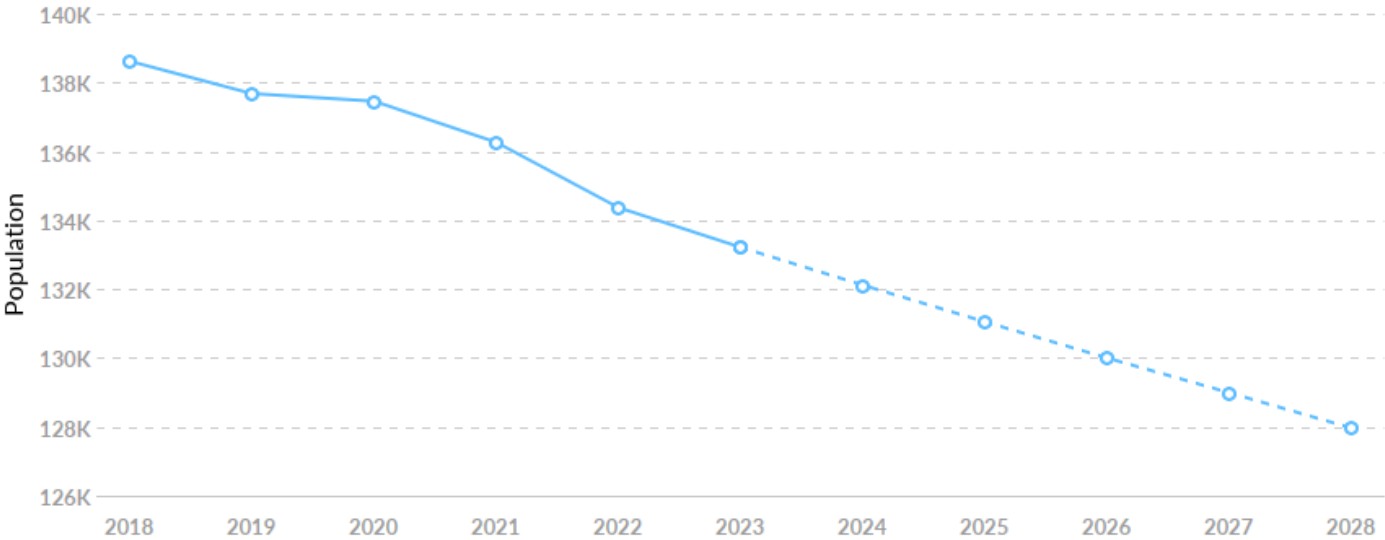


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	1,204	42.42%
Not Hispanic or Latino	1,634	57.58%
Total	2,838	100.00%

Historic & Projected Trends

Population Trends

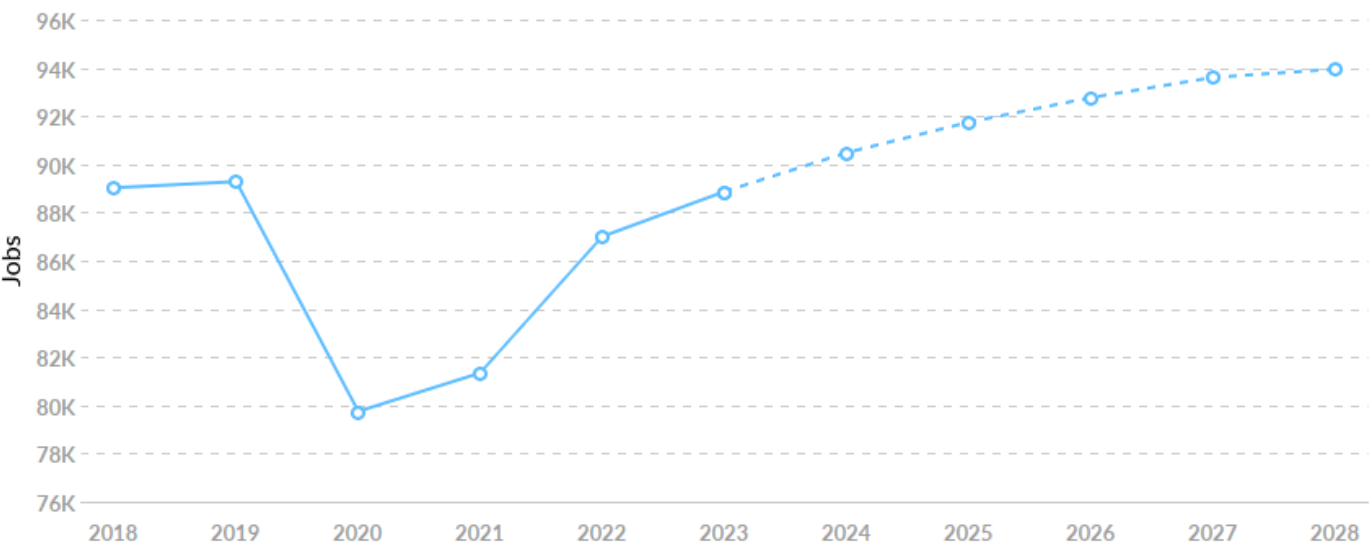
As of 2023 the region's population **declined by 3.9%** since 2018, falling by 5,404. Population is expected to **decrease by 3.9%** between 2023 and 2028, losing 5,250.



Timeframe	Population
2018	138,620
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

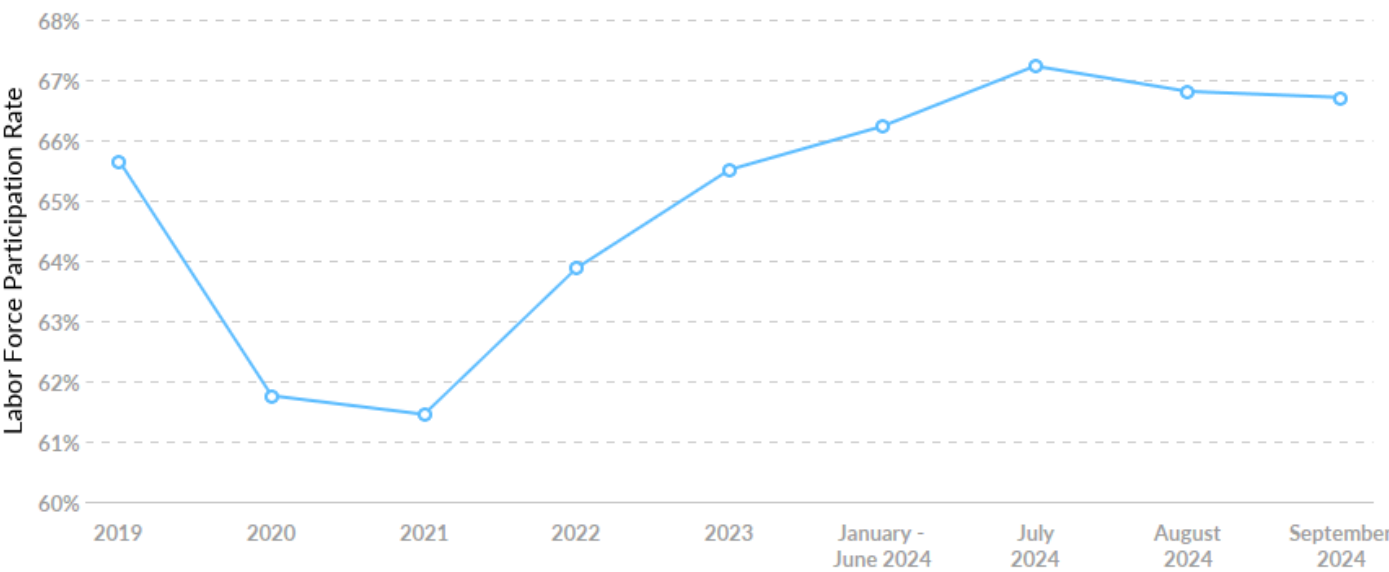
Job Trends

From 2018 to 2023, jobs declined by 0.2% in Napa County, CA from 89,026 to 88,870. This change fell short of the national growth rate of 4.5% by 4.7%.



Timeframe	Jobs
2018	89,026
2019	89,280
2020	79,744
2021	81,342
2022	87,003
2023	88,870
2024	90,483
2025	91,747
2026	92,767
2027	93,605
2028	93,949

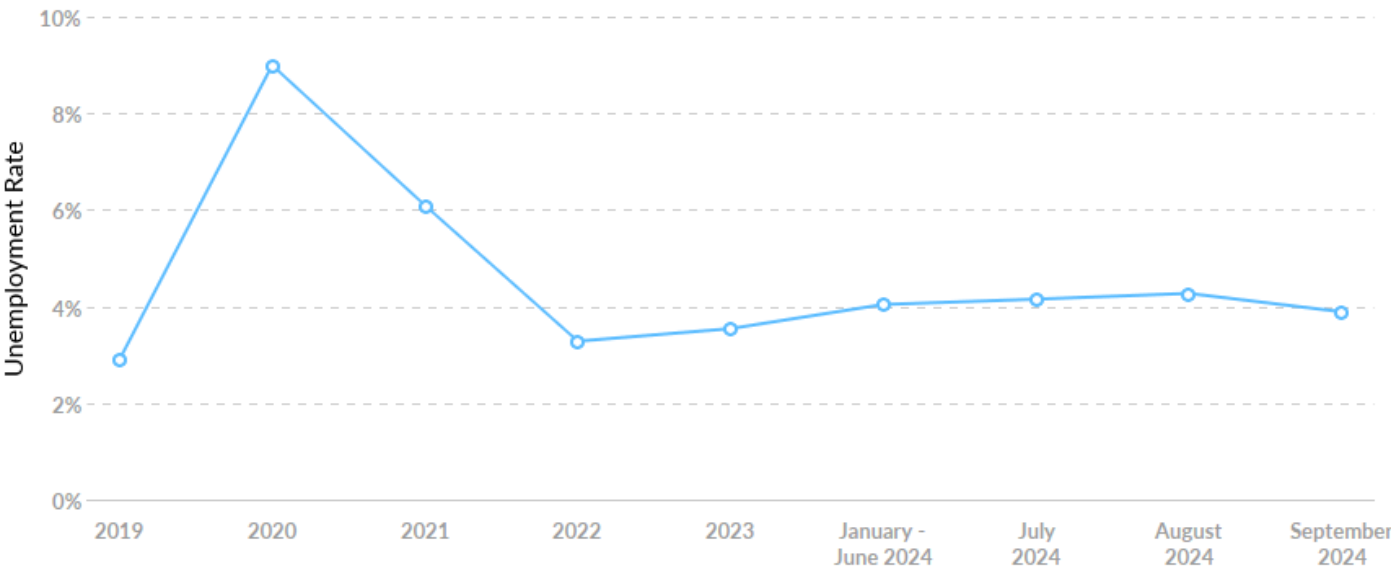
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.66%
2020	61.76%
2021	61.45%
2022	63.88%
2023	65.51%
January - June 2024	66.23%
July 2024	67.23%
August 2024	66.81%
September 2024	66.71%

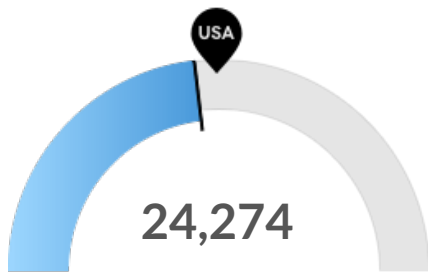
Unemployment Rate Trends

Napa County, CA had a September 2024 unemployment rate of 3.89%, **increasing from 2.89%** 5 years before.



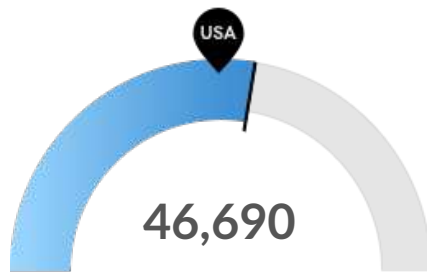
Timeframe	Unemployment Rate
2019	2.89%
2020	8.99%
2021	6.09%
2022	3.28%
2023	3.54%
January - June 2024	4.04%
July 2024	4.15%
August 2024	4.27%
September 2024	3.89%

Population Characteristics



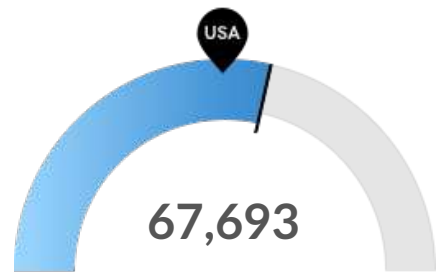
Millennials

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



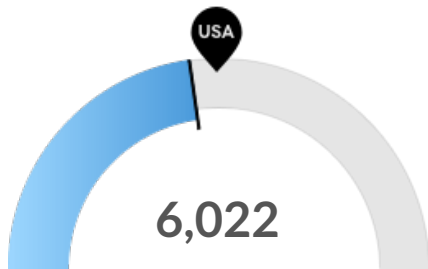
Retiring Soon

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.



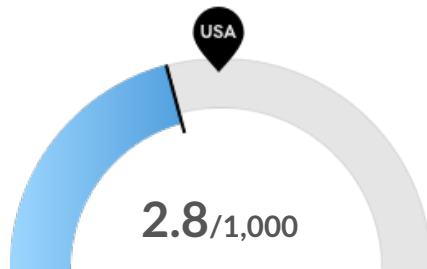
Racial Diversity

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.



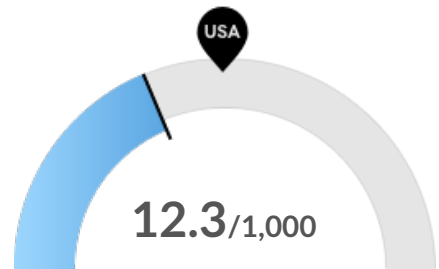
Veterans

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



Violent Crime

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

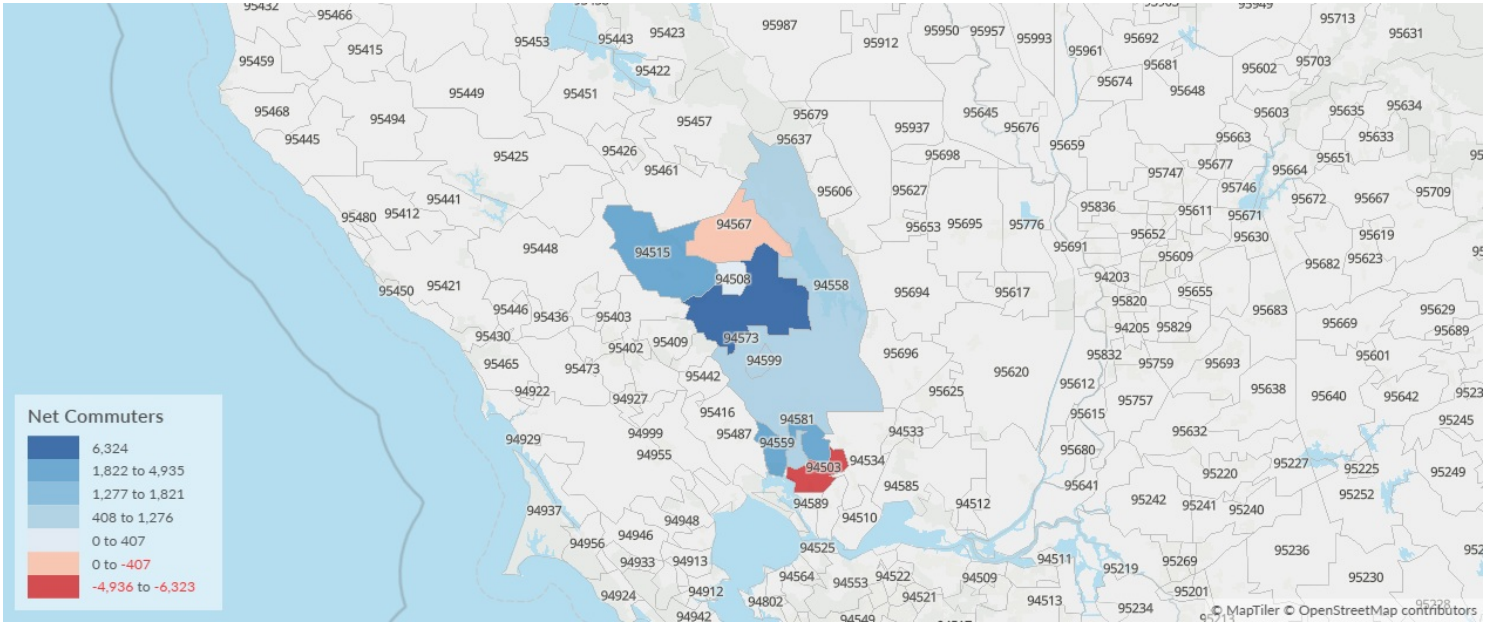


Property Crime

Napa County, CA has 12.3 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...	38,569
94559	Napa, CA (in Napa coun...	18,480
94574	Saint Helena, CA (in Na...	11,440
94503	American Canyon, CA (i...	6,973
94515	Calistoga, CA (in Napa c...	6,753

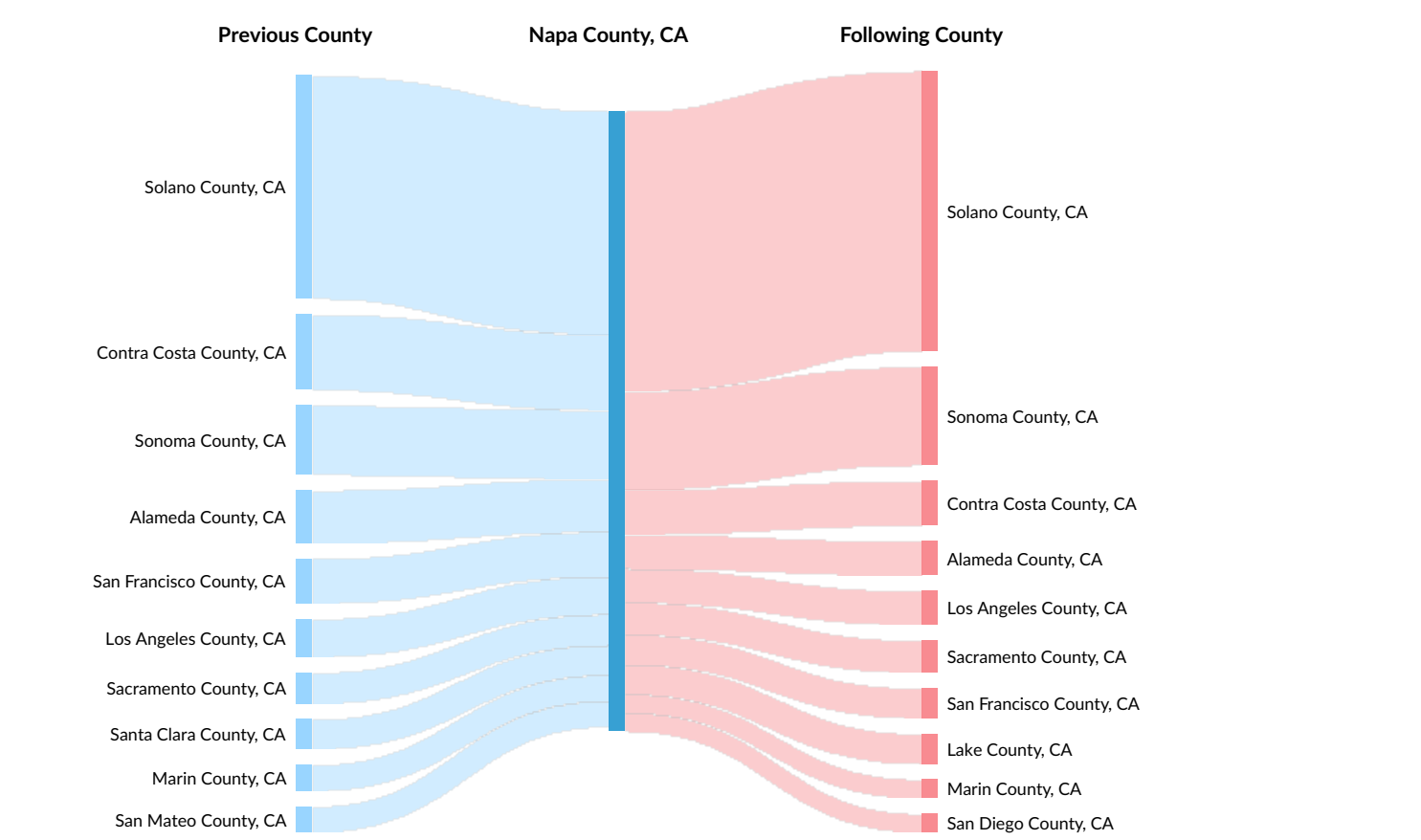
Where Talent Lives

ZIP	Name	2023 Workers
94558	Napa, CA (in Napa coun...	38,161
94559	Napa, CA (in Napa coun...	16,659
94503	American Canyon, CA (i...	11,908
94574	Saint Helena, CA (in Na...	5,116
94515	Calistoga, CA (in Napa c...	4,661

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.

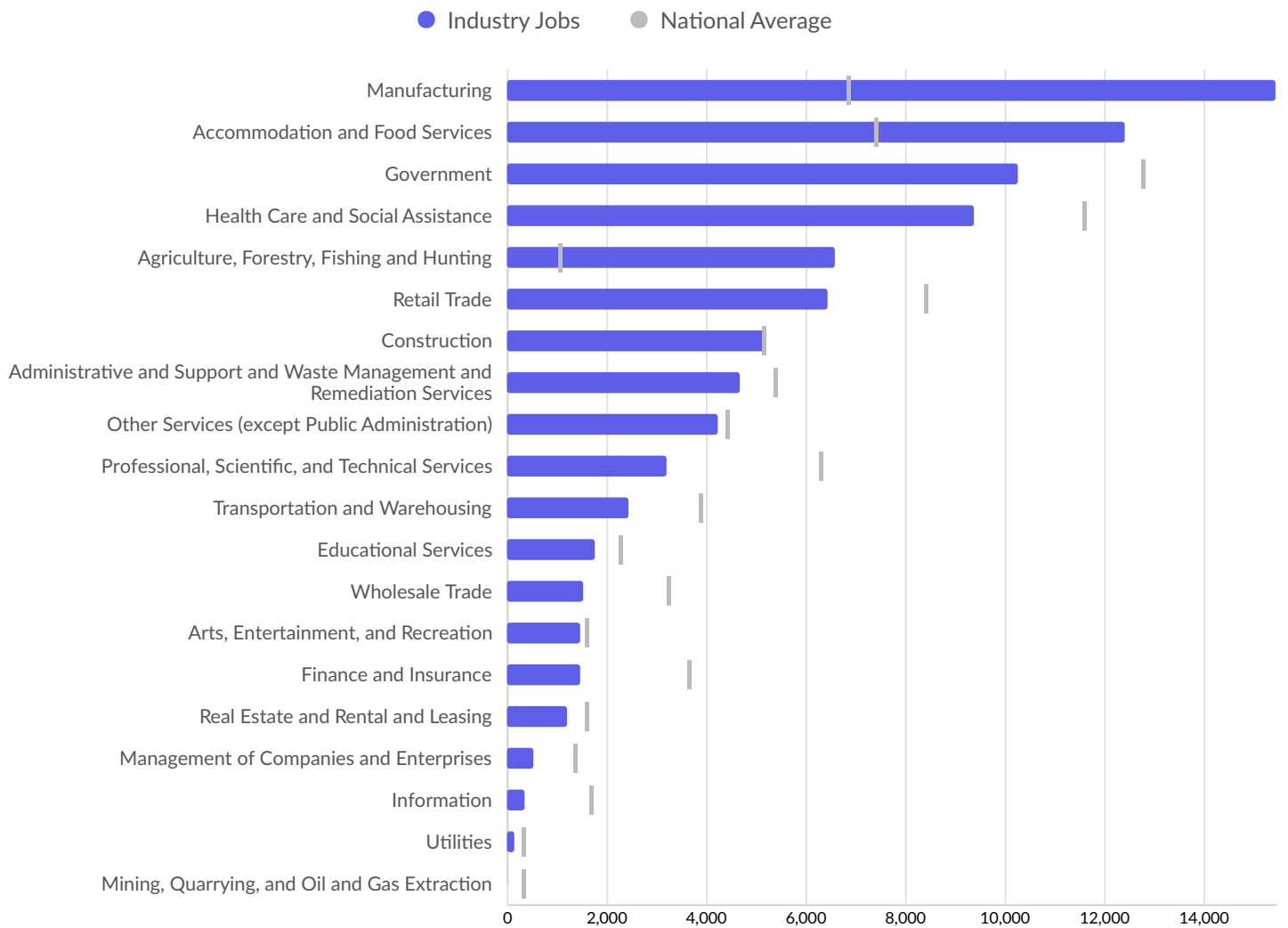


Top Previous Counties	Migrations
Solano County, CA	1,046
Contra Costa County, CA	354
Sonoma County, CA	324
Alameda County, CA	247
San Francisco County, CA	209
Los Angeles County, CA	178

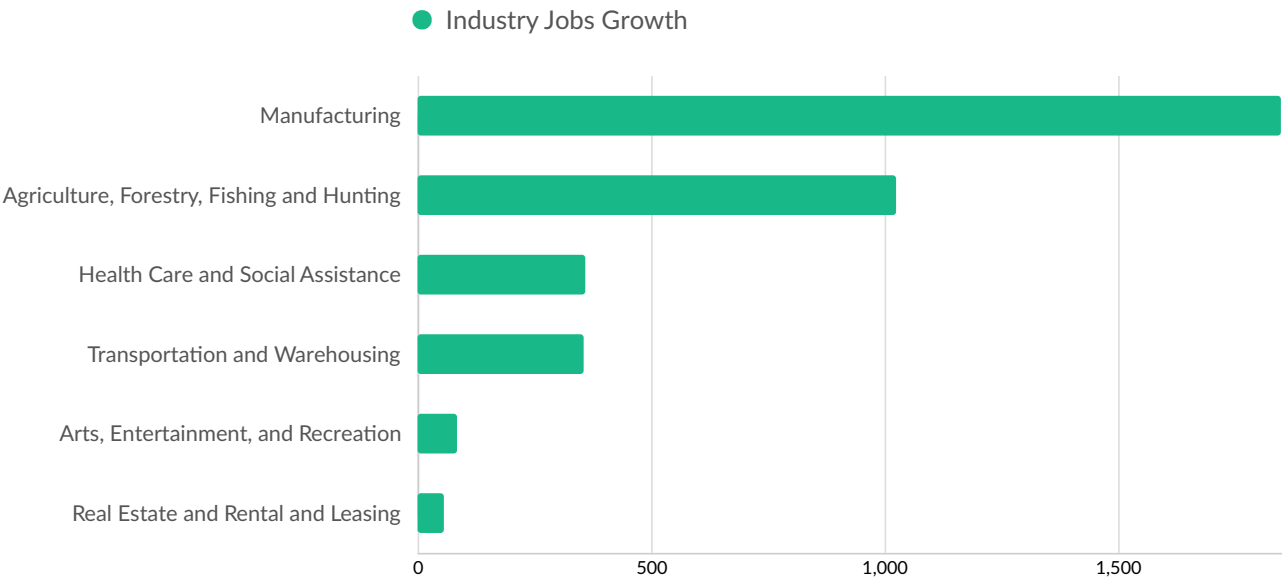
Top Previous Counties	Migrations
Sacramento County, CA	145
Santa Clara County, CA	140
Marin County, CA	122
San Mateo County, CA	120
San Diego County, CA	76
Lake County, CA	64
Orange County, CA	60
Yolo County, CA	53
Riverside County, CA	40
Top Following Counties	Migrations
Solano County, CA	1,313
Sonoma 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

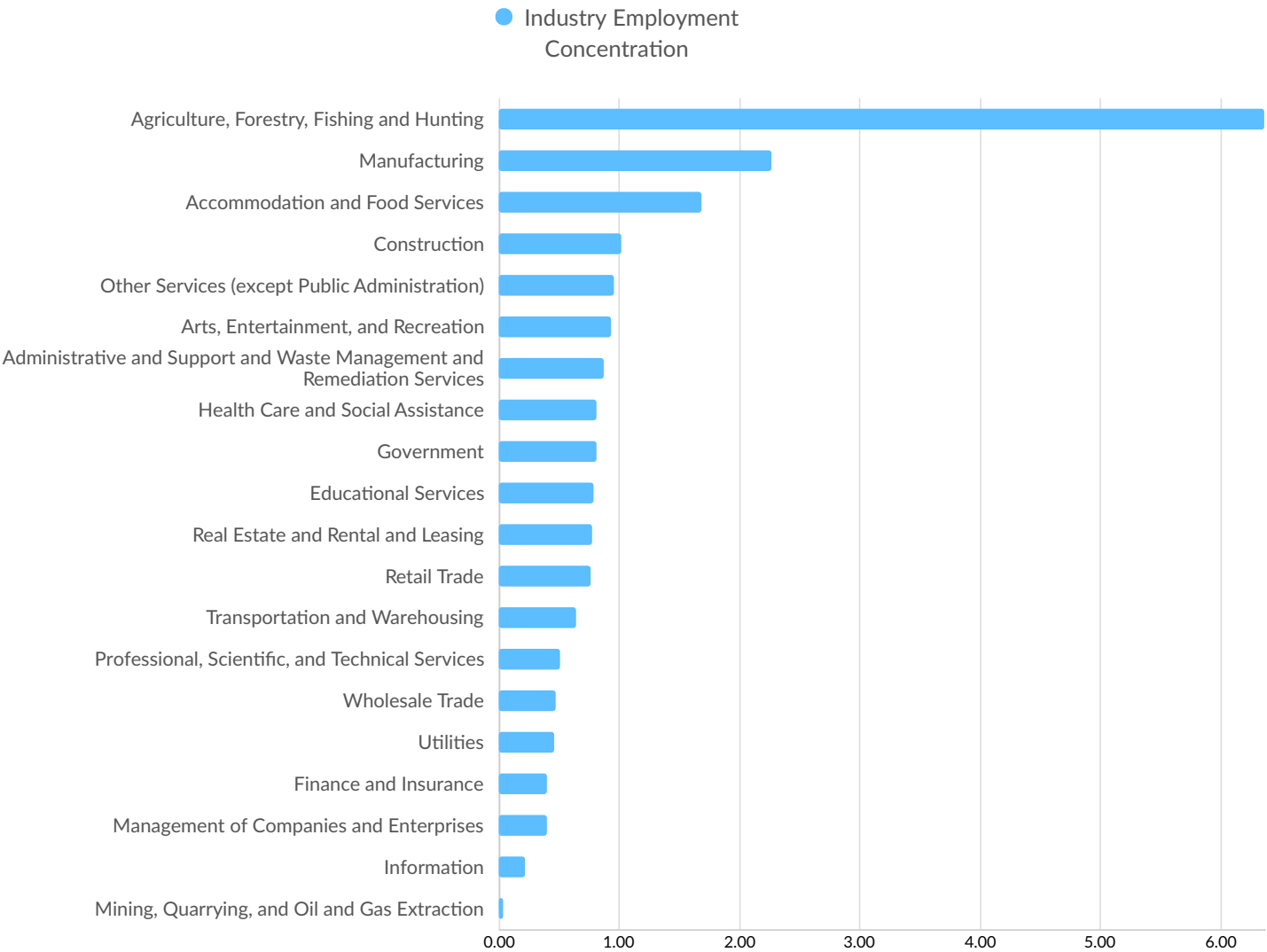
Largest Industries



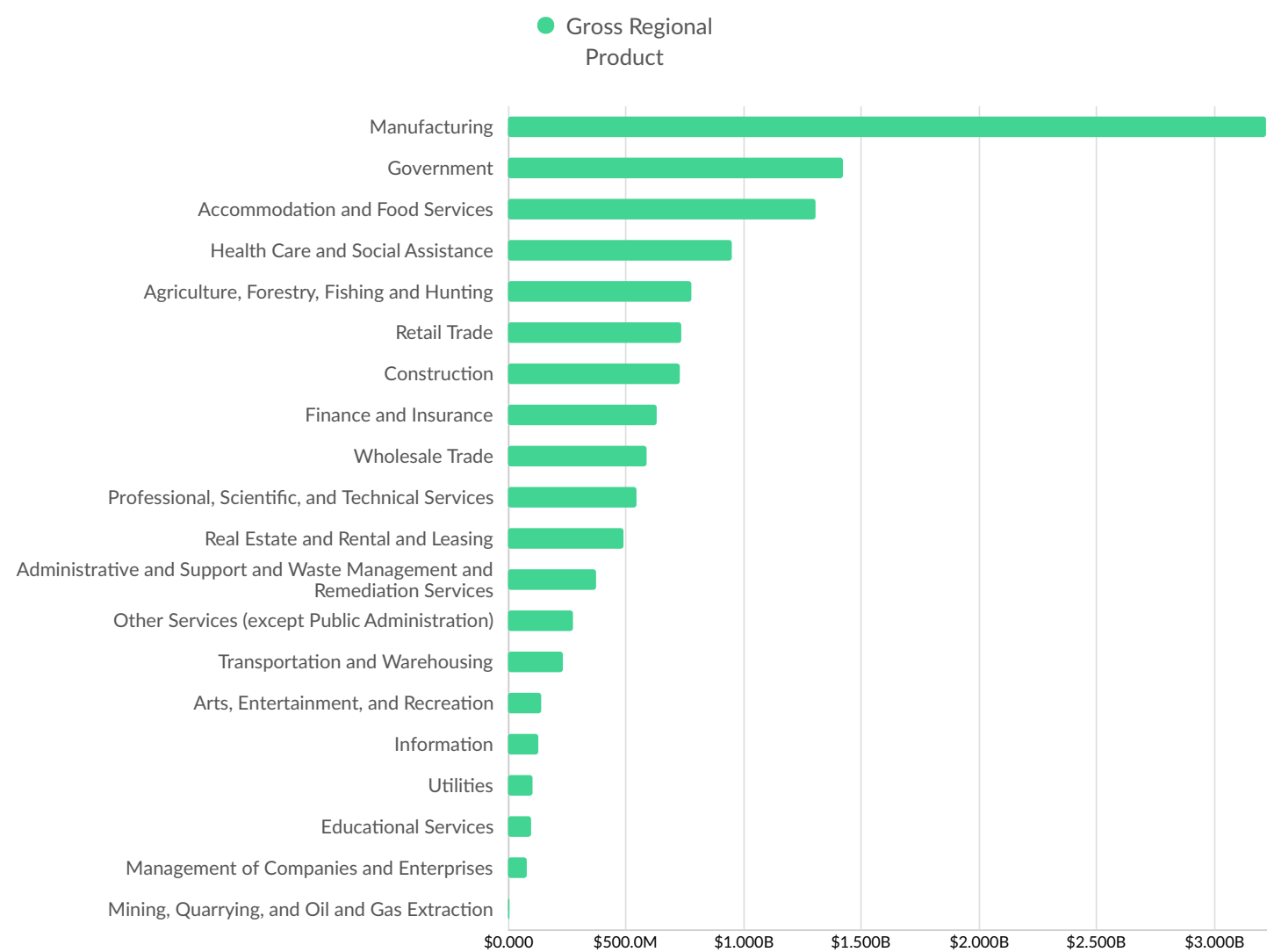
Top Growing Industries



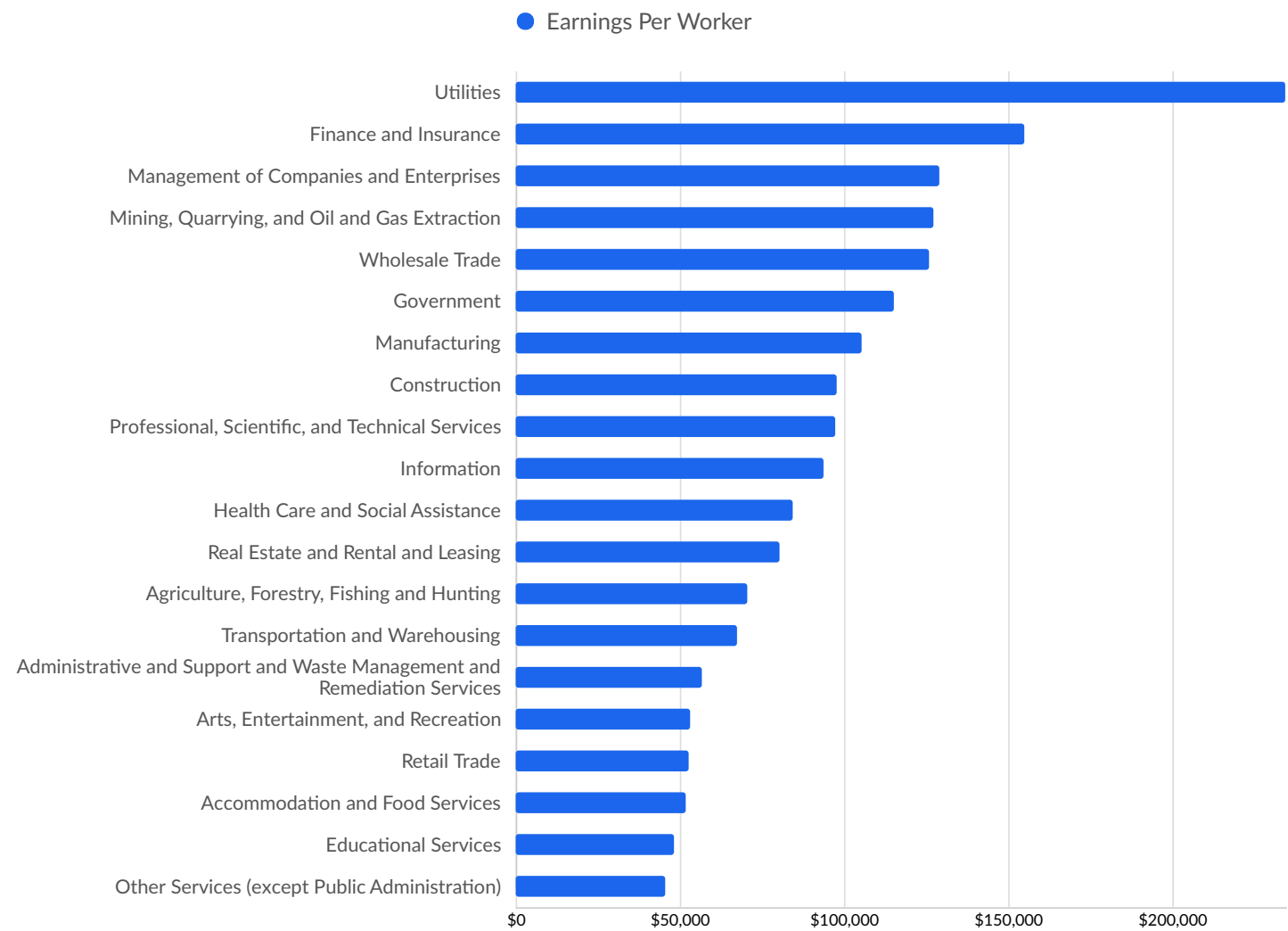
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



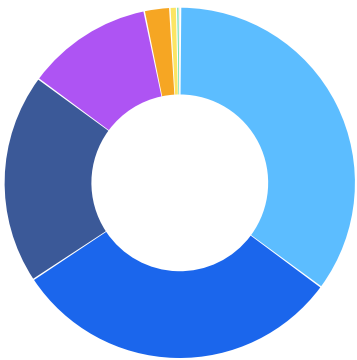
Business Characteristics

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, 2,543 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...	530 
Kaiser Permanente	506 	Providence	407 
Napa County	342 	Adventist Health	361 
Pacific Union College	265 	Auberge Resorts	219 
Nvusd	256 	Aerotek	182 
City Of Napa	227 	Treasury Wine Estates	180 
Queen Of The Valley Medical Ce...	214 	Swing Education	179 
County Of Napa	213 	State of California	174 
Trinchero Family Estates	205 	NAPA Auto Parts	166 
Treasury Wine Estates	188 	The Culinary Institute Of America	159 

Business Size

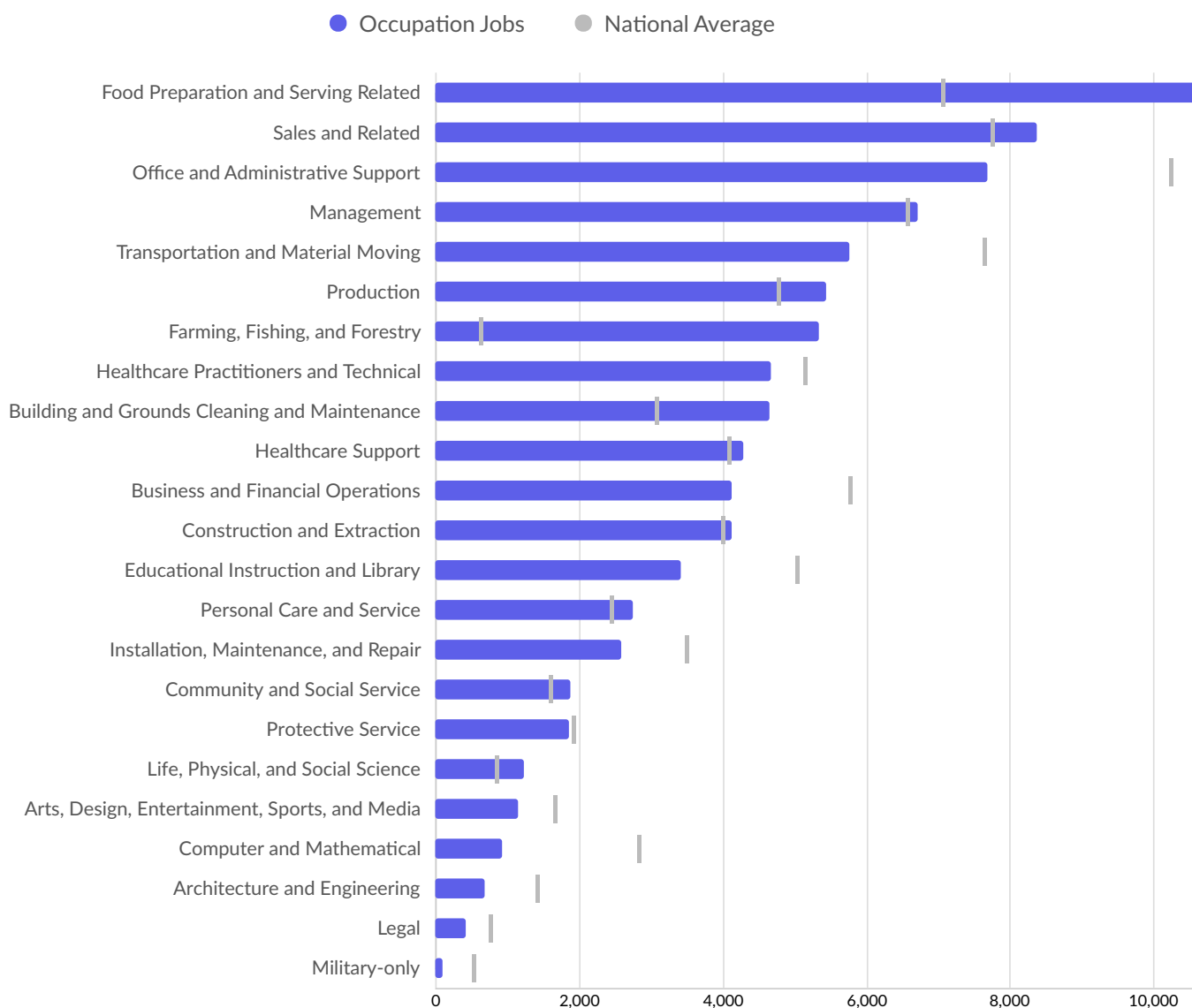


	Percentage	Business Count
1 to 4 employees	35.0%	2,947
5 to 9 employees	30.6%	2,573
10 to 19 employees	19.4%	1,630
20 to 49 employees	11.6%	979
50 to 99 employees	2.4%	198
100 to 249 employees	0.6%	52
250 to 499 employees	0.2%	19
500+ employees	0.1%	11

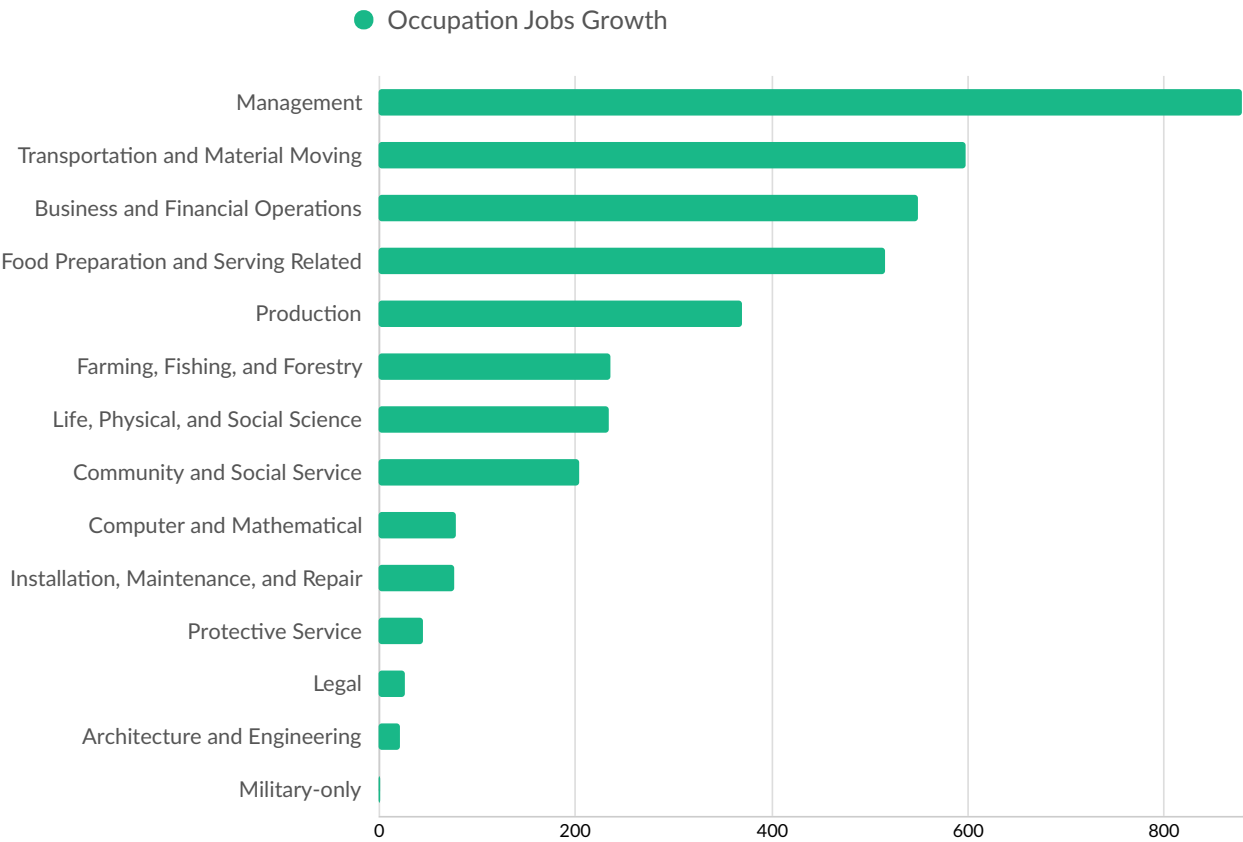
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

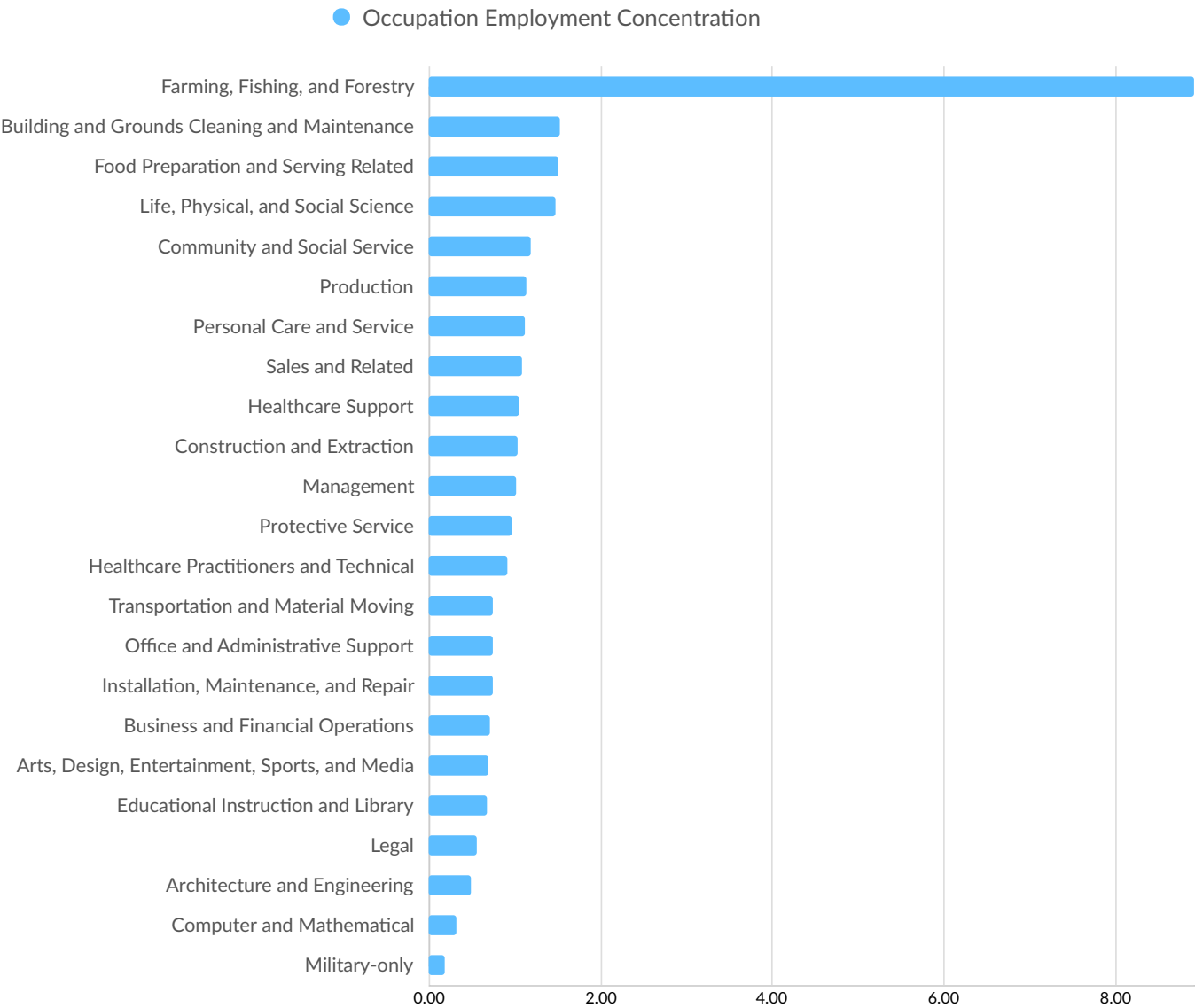
Largest Occupations



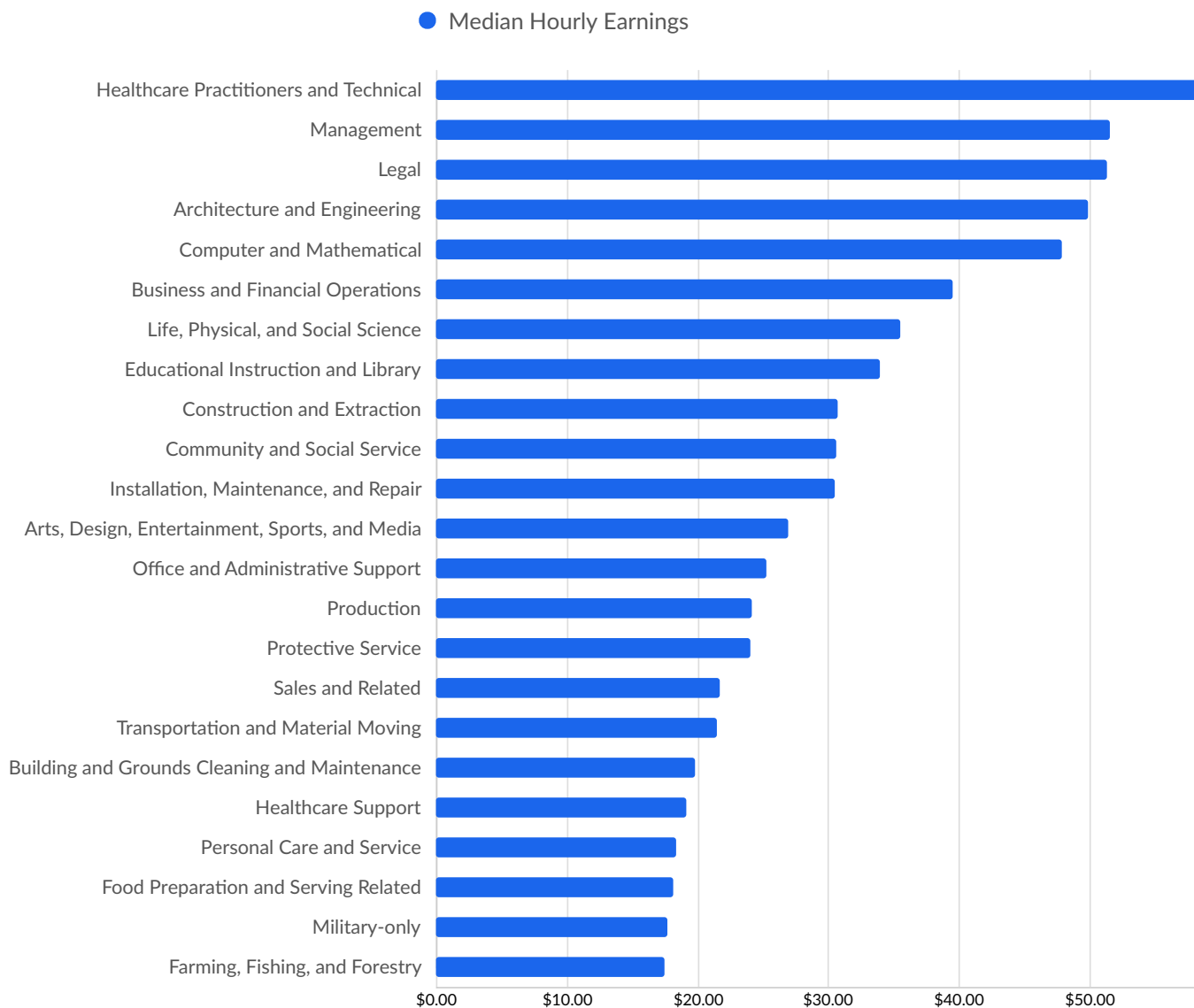
Top Growing Occupations



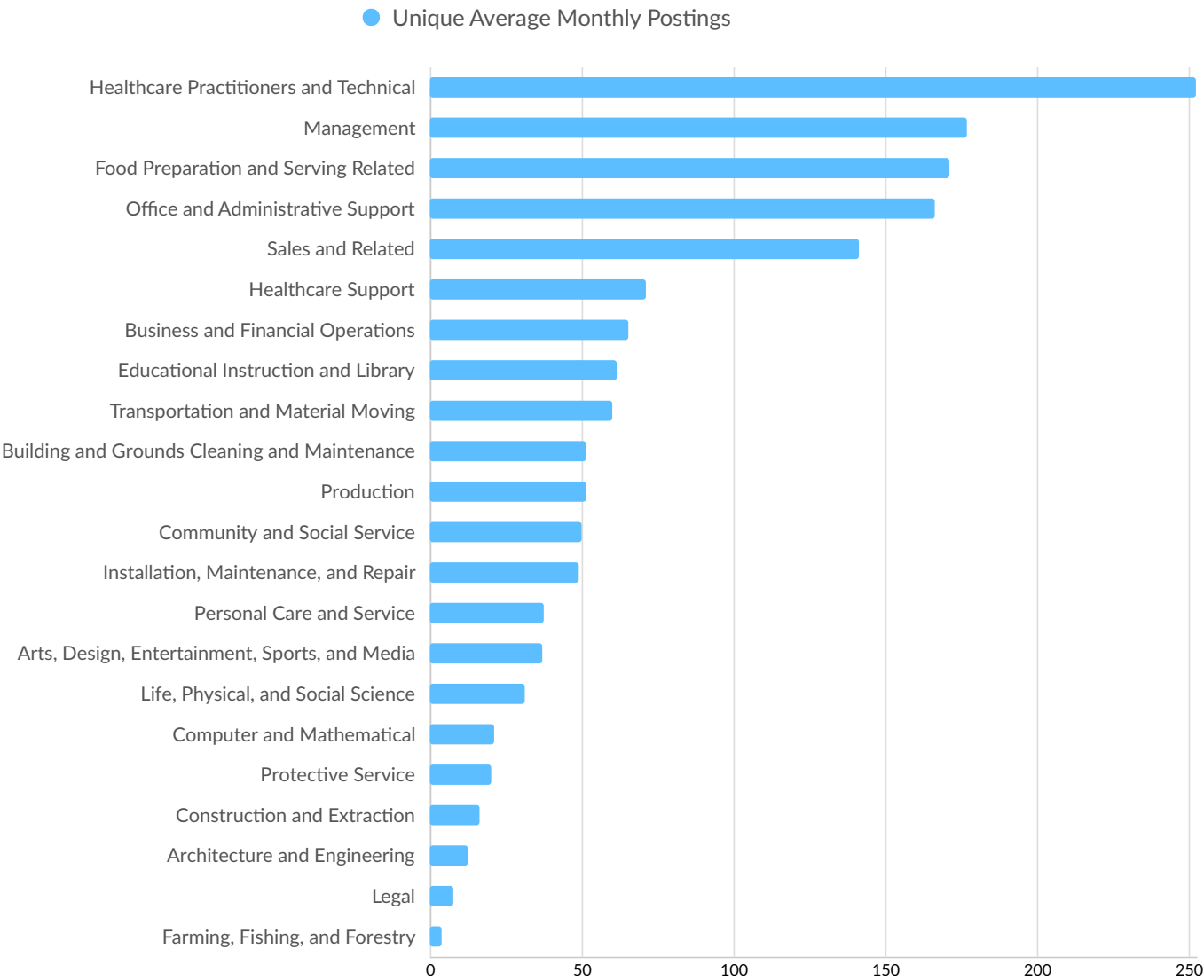
Top Occupation Employment Concentration



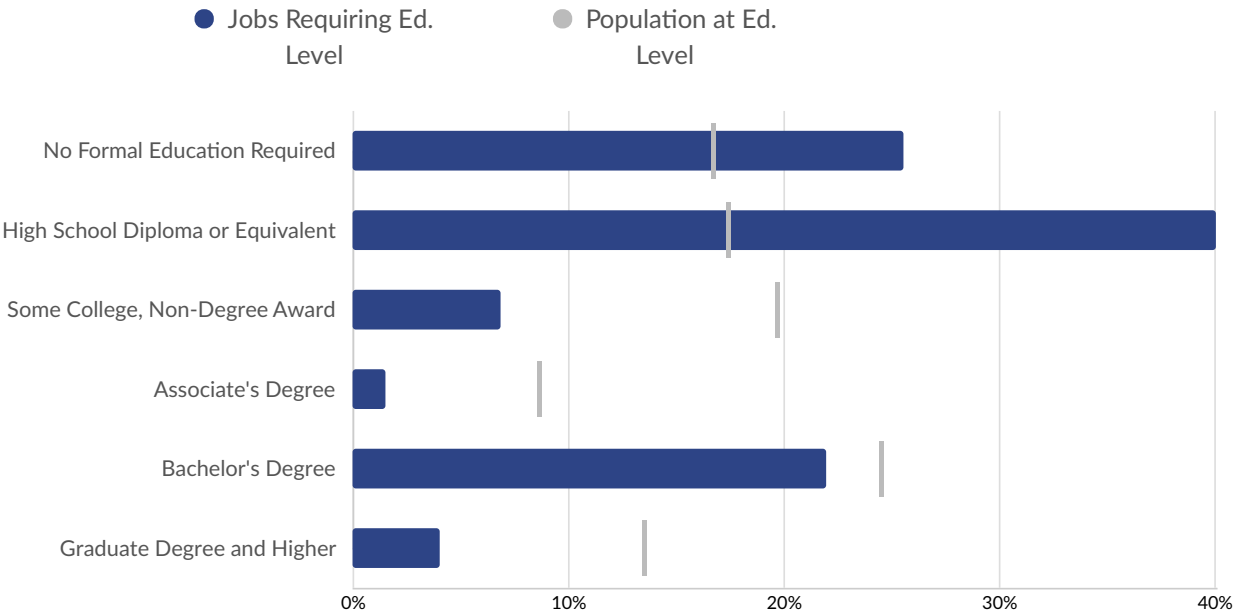
Top Occupation Earnings



Top Posted Occupations

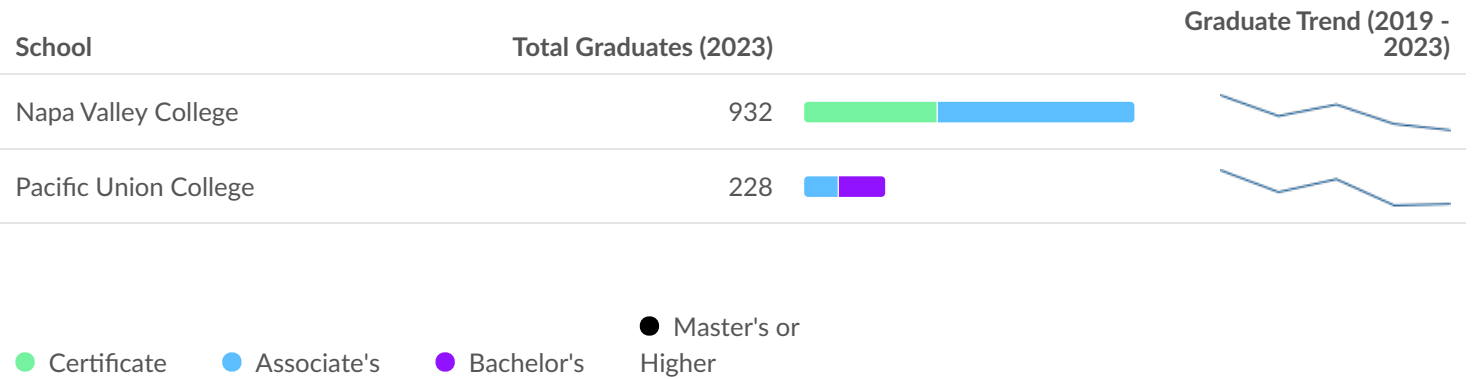


Underemployment



Educational Pipeline

In 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).



In-Demand Skills

