

# 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

132,138

Population (2024)

Population **decreased by 5,540** over the last 5 years and is projected to **decrease by 5,173** over the next 5 years.

89,182

Total Regional Employment

Jobs **decreased by 113** over the last 5 years but are projected to **grow by 4,548** over the next 5 years.

\$109.0K

Median Household Income (2023)

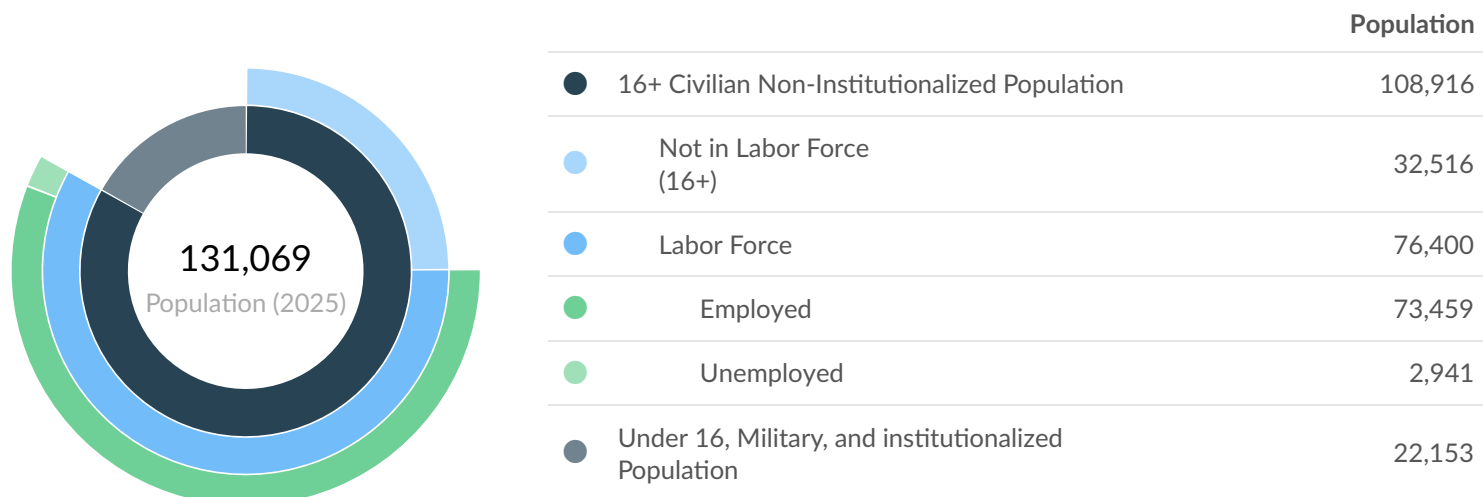
Median household income is **\$30.4K above** the national median household income of \$78.5K.

## Takeaways

- As of 2024 the region's population **declined by 4.0%** since 2019, falling by 5,540. Population is expected to **decrease by 3.9%** between 2024 and 2029, losing 5,173.
- From 2019 to 2024, jobs **declined by 0.1%** in Napa County, CA from 89,295 to **89,182**. This change **fell short of the national growth rate of 4.1% by 4.2%**. As the number of jobs declined, the **labor force participation rate increased from 64.1% to 67.4% between 2019 and 2024**.
- Concerning educational attainment, **24.2% of Napa County, CA residents possess a Bachelor's Degree** (2.7% above the national average), and **8.3% hold an Associate's Degree** (0.5% below the national average).
- The top three industries in 2024 are Beverage Manufacturing, Restaurants and Other Eating Places, and Traveler Accommodation.

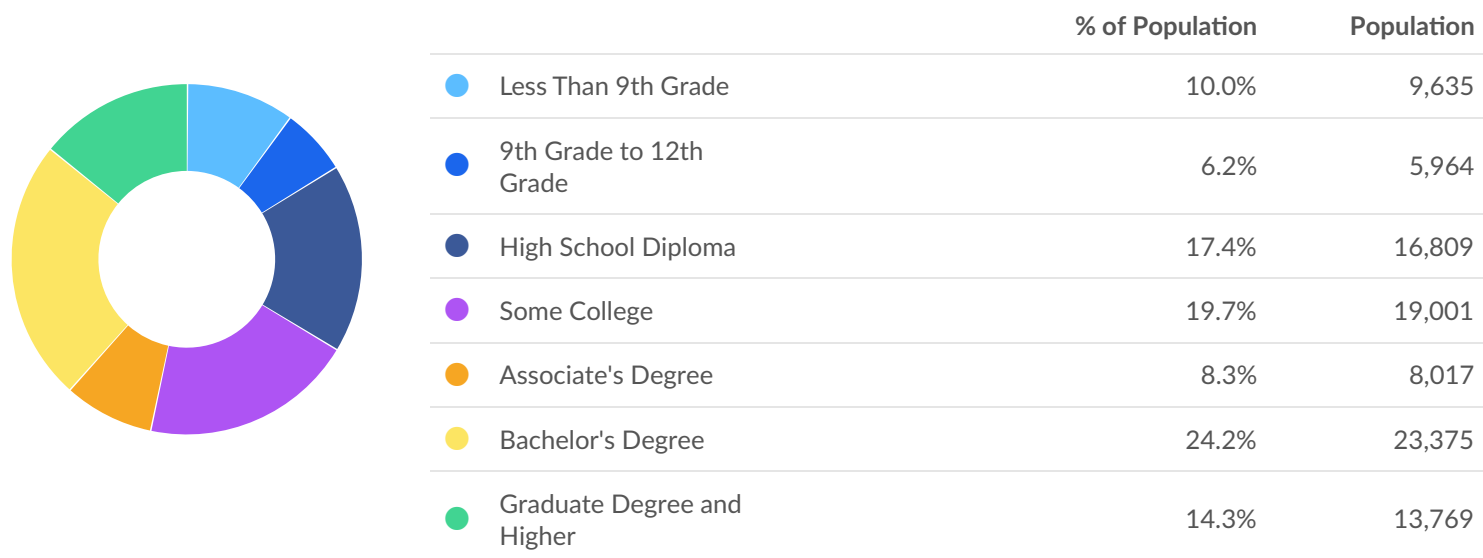
|        | Population<br>(2025) | Labor<br>Force<br>(Apr<br>2025) | Jobs (2024) | Cost<br>of<br>Living | GRP      | Imports  | Exports  |
|--------|----------------------|---------------------------------|-------------|----------------------|----------|----------|----------|
| Region | 131,069              | 76,400                          | 89,182      | 144.0                | \$14.79B | \$17.03B | \$17.49B |
| State  | 38,638,873           | 19,812,938                      | 20,624,198  | 135.2                | \$3.97T  | \$1.99T  | \$2.77T  |

## Apr 2025 Labor Force Breakdown



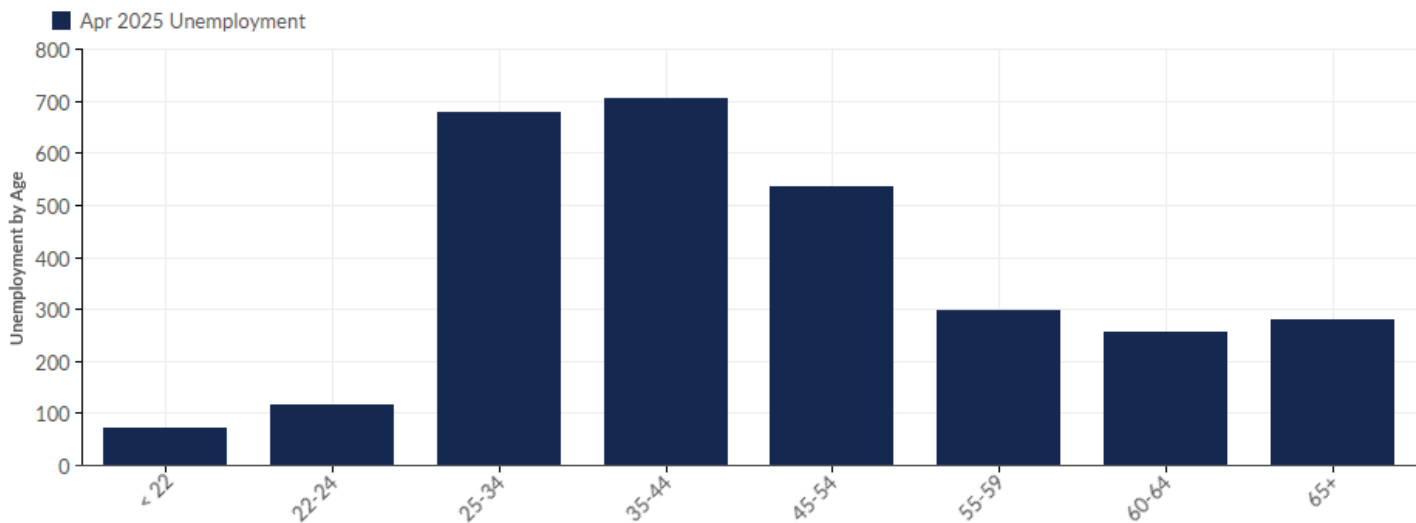
## Educational Attainment

Concerning educational attainment, **24.2% of Napa County, CA residents possess a Bachelor's Degree** (2.7% above the national average), and **8.3% hold an Associate's Degree** (0.5% below the national average).



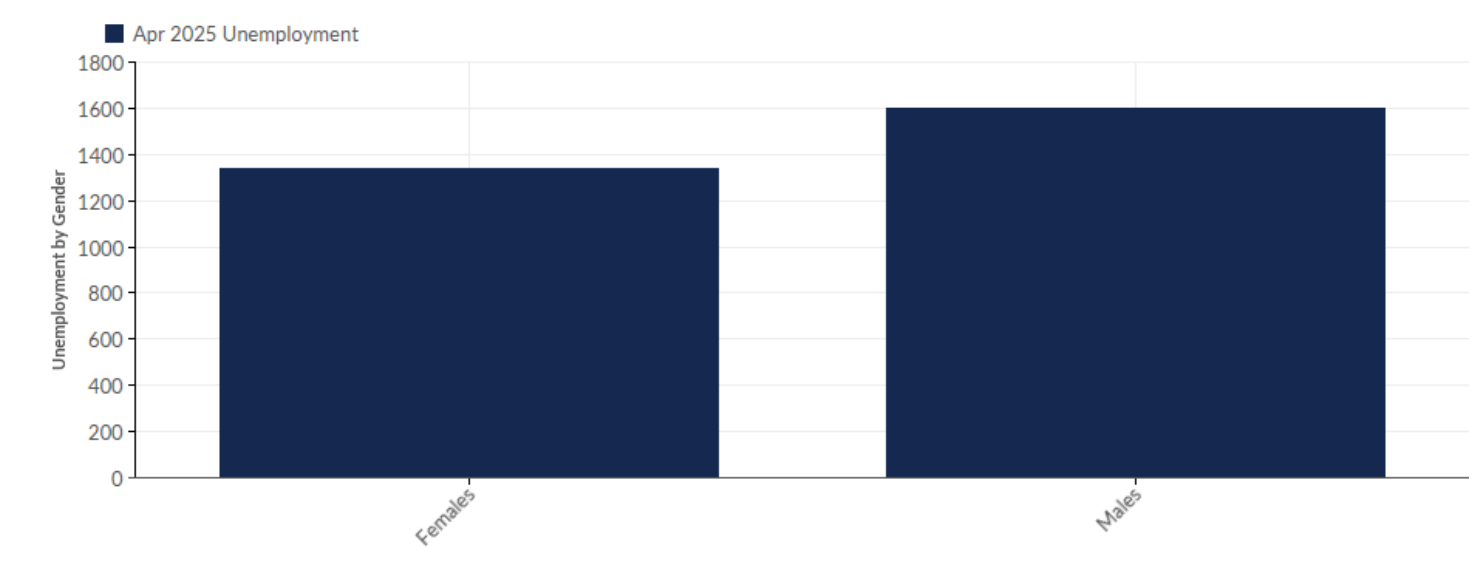
# Unemployment by Demographics

## Unemployment by Age



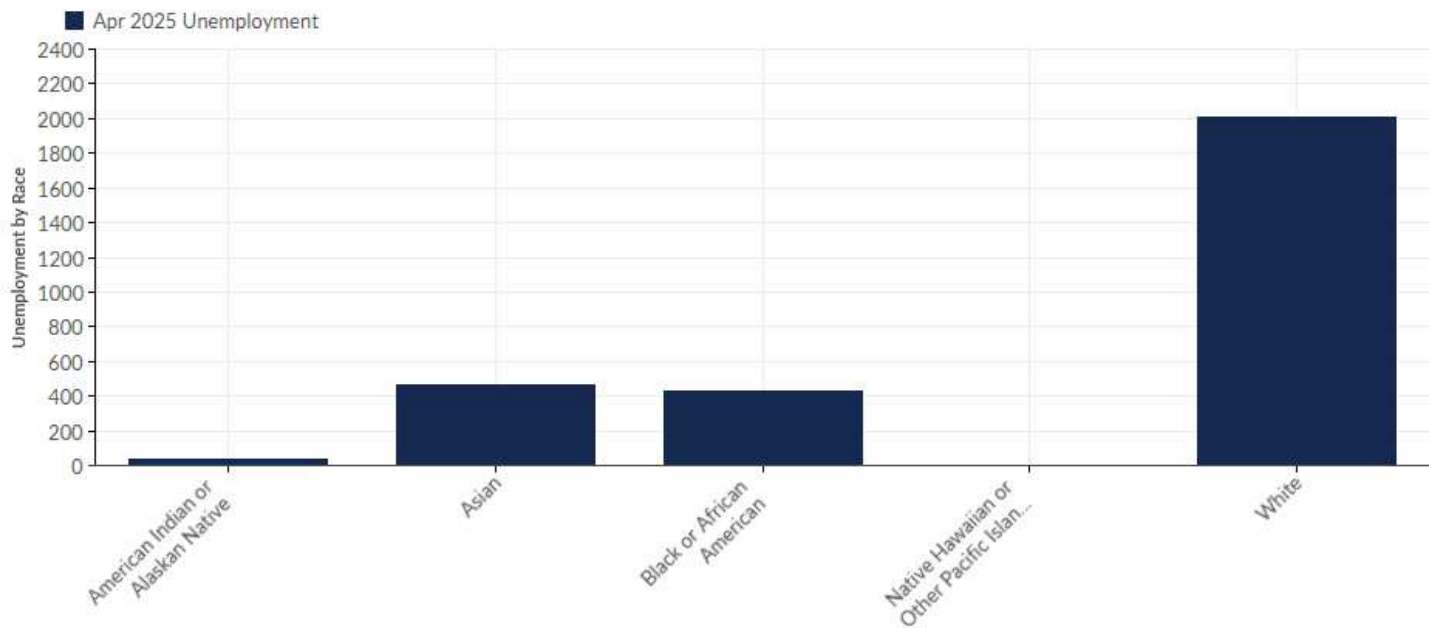
| Age   | Unemployment (Apr 2025) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22  | 72                      | 2.45%           |
| 22-24 | 117                     | 3.98%           |
| 25-34 | 678                     | 23.05%          |
| 35-44 | 704                     | 23.94%          |
| 45-54 | 536                     | 18.23%          |
| 55-59 | 299                     | 10.17%          |
| 60-64 | 255                     | 8.67%           |
| 65+   | 280                     | 9.52%           |
| Total | 2,941                   | 100.00%         |

Unemployment by Gender



| Gender  | Unemployment (Apr 2025) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 1,339                   | 45.53%          |
| Males   | 1,602                   | 54.47%          |
| Total   | 2,941                   | 100.00%         |

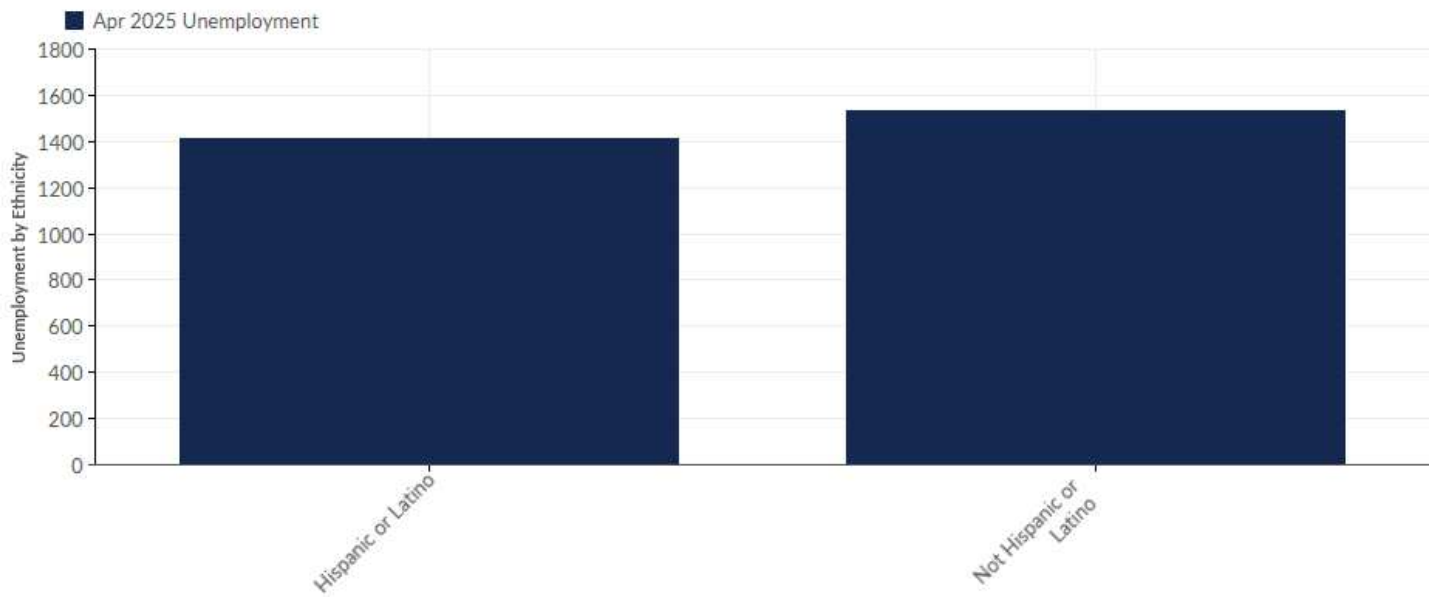
## Unemployment by Race



| Race                                      | Unemployment (Apr 2025) | % of Unemployed |
|-------------------------------------------|-------------------------|-----------------|
| American Indian or Alaskan Native         | 35                      | 1.19%           |
| Asian                                     | 465                     | 15.81%          |
| Black or African American                 | 431                     | 14.65%          |
| Native Hawaiian or Other Pacific Islander | 0                       | 0.00%           |
| White                                     | 2,010                   | 68.34%          |
| Total                                     | 2,941                   | 100.00%         |



## Unemployment by Ethnicity

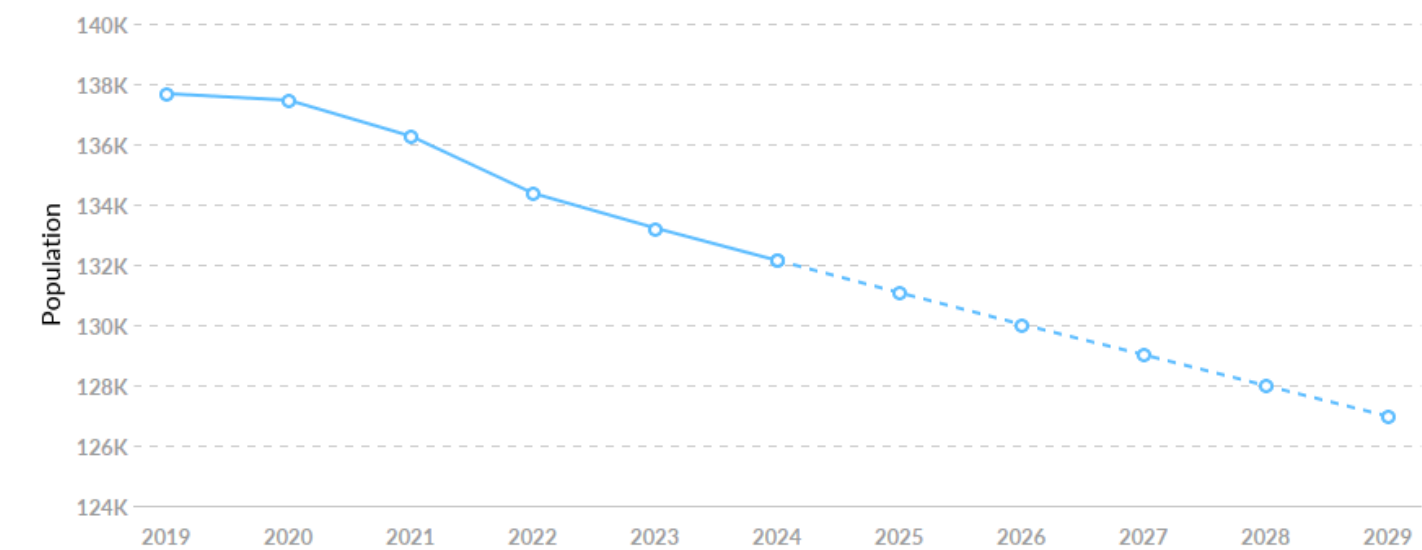


| Ethnicity              | Unemployment (Apr 2025) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino     | 1,411                   | 47.98%          |
| Not Hispanic or Latino | 1,530                   | 52.02%          |
| Total                  | 2,941                   | 100.00%         |

# Historic & Projected Trends

## Population Trends

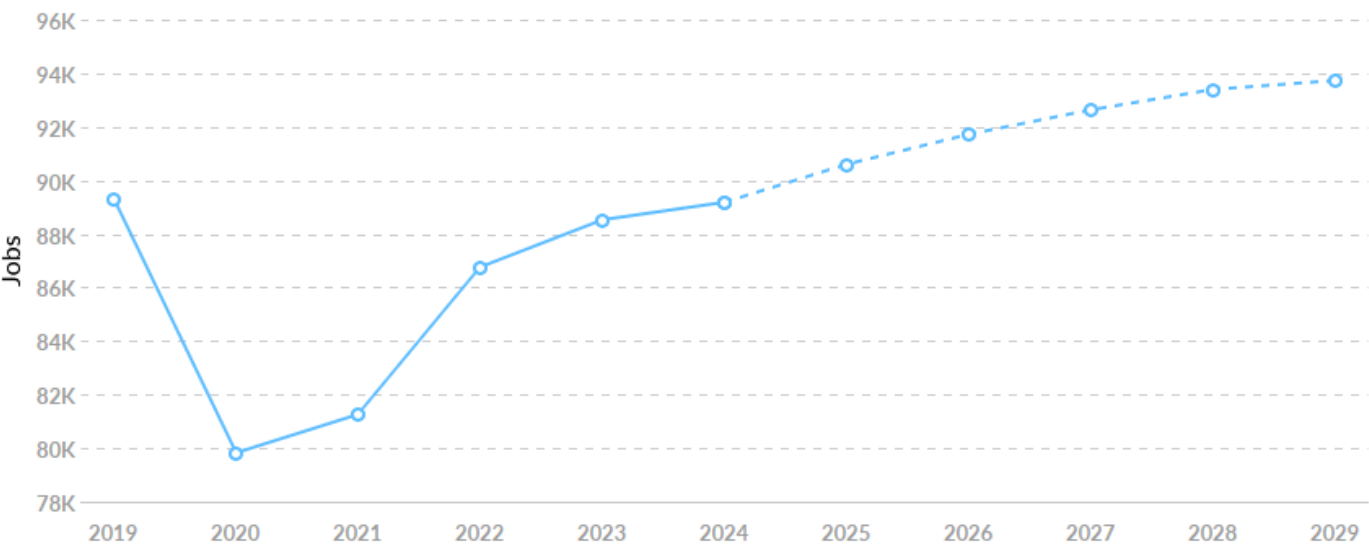
As of 2024 the region's population **declined by 4.0%** since 2019, falling by 5,540. Population is expected to **decrease by 3.9%** between 2024 and 2029, losing 5,173.



| Timeframe | Population |
|-----------|------------|
| 2019      | 137,678    |
| 2020      | 137,459    |
| 2021      | 136,265    |
| 2022      | 134,370    |
| 2023      | 133,216    |
| 2024      | 132,138    |
| 2025      | 131,069    |
| 2026      | 130,018    |
| 2027      | 129,009    |
| 2028      | 127,984    |
| 2029      | 126,965    |

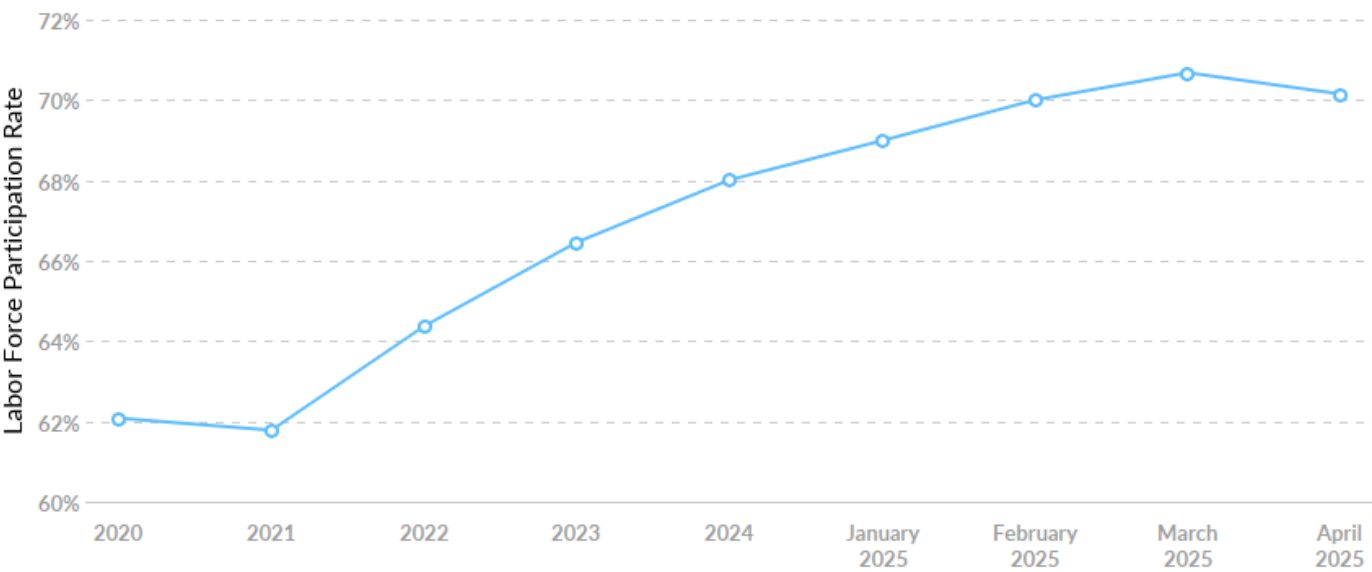
Job Trends

From 2019 to 2024, jobs declined by 0.1% in Napa County, CA from 89,295 to 89,182. This change fell short of the national growth rate of 4.1% by 4.2%.



| Timeframe | Jobs   |
|-----------|--------|
| 2019      | 89,295 |
| 2020      | 79,822 |
| 2021      | 81,261 |
| 2022      | 86,762 |
| 2023      | 88,527 |
| 2024      | 89,182 |
| 2025      | 90,599 |
| 2026      | 91,720 |
| 2027      | 92,634 |
| 2028      | 93,395 |
| 2029      | 93,730 |

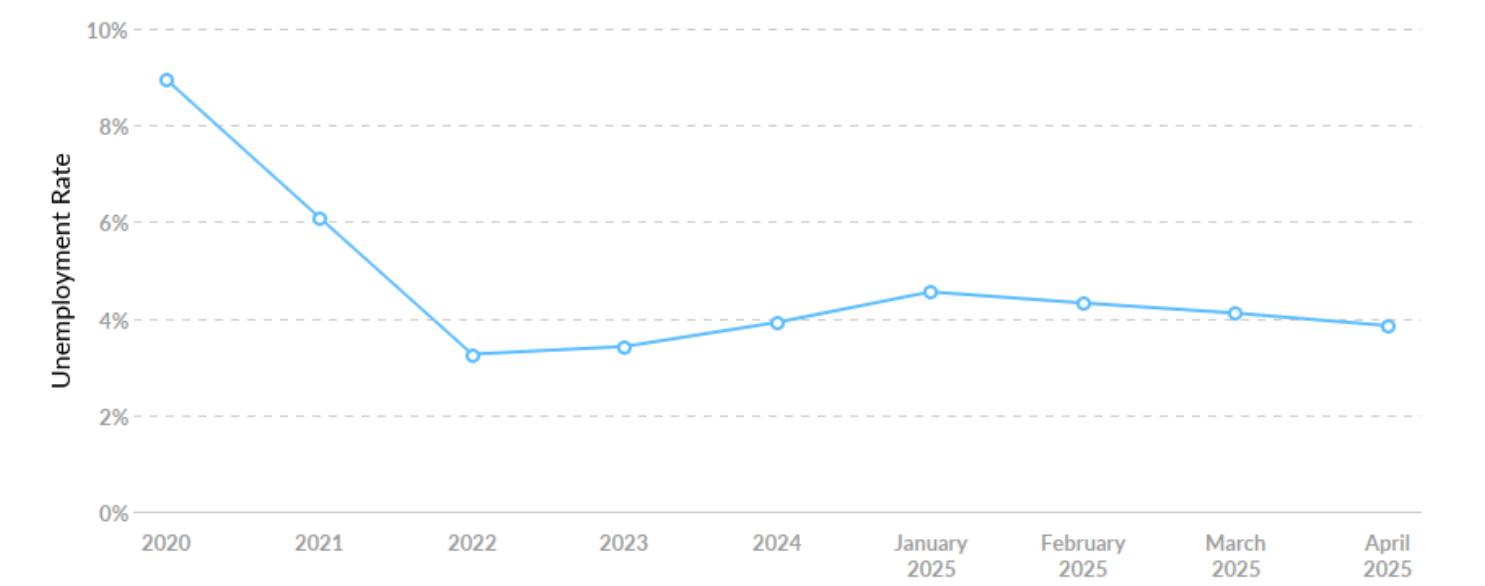
Labor Force Participation Rate Trends



| Timeframe     | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2020          | 62.08%                         |
| 2021          | 61.78%                         |
| 2022          | 64.37%                         |
| 2023          | 66.46%                         |
| 2024          | 68.01%                         |
| January 2025  | 68.99%                         |
| February 2025 | 70.00%                         |
| March 2025    | 70.68%                         |
| April 2025    | 70.15%                         |

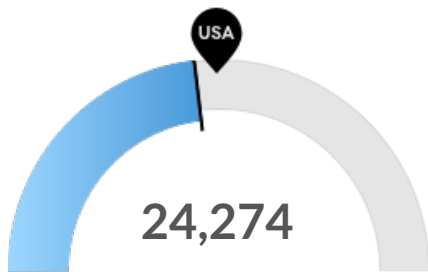
## Unemployment Rate Trends

Napa County, CA had an April 2025 unemployment rate of 3.85%, **decreasing from 8.94%** 5 years before.



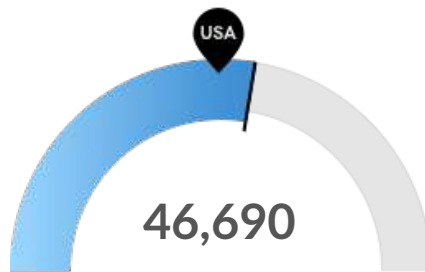
| Timeframe     | Unemployment Rate |
|---------------|-------------------|
| 2020          | 8.94%             |
| 2021          | 6.09%             |
| 2022          | 3.26%             |
| 2023          | 3.42%             |
| 2024          | 3.92%             |
| January 2025  | 4.55%             |
| February 2025 | 4.32%             |
| March 2025    | 4.11%             |
| April 2025    | 3.85%             |

## Population Characteristics



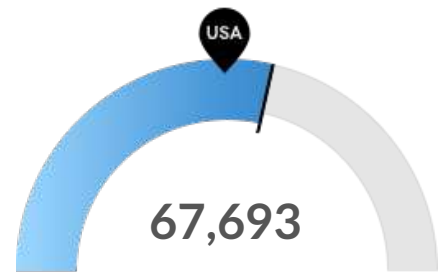
**Millennials**

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



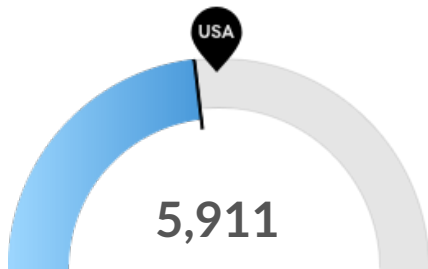
**Retiring Soon**

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.



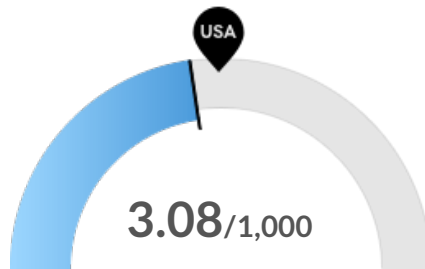
**Racial Diversity**

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.



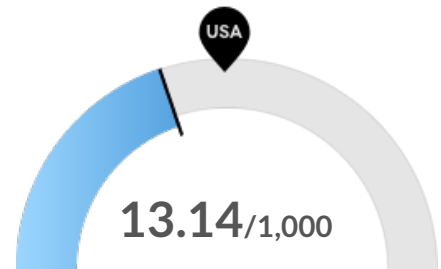
**Veterans**

Napa County, CA has 5,911 veterans. The national average for an area this size is 6,591.



**Violent Crime**

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

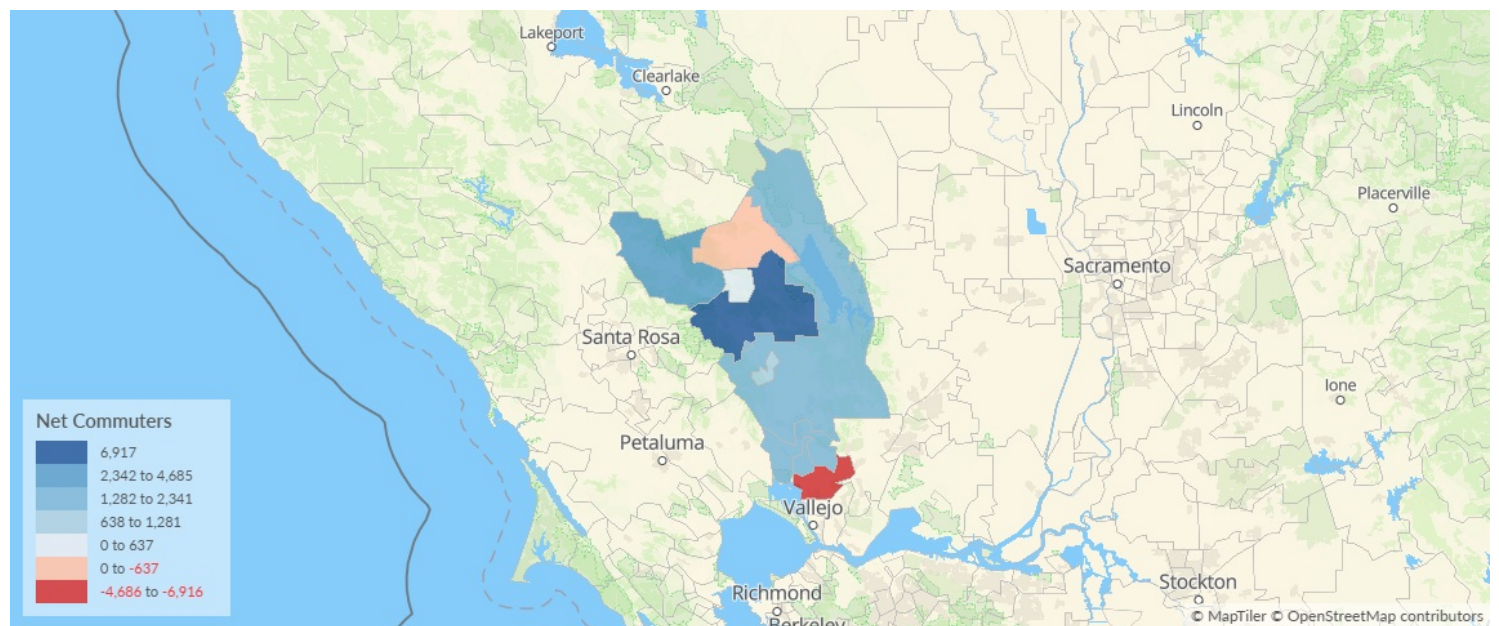


**Property Crime**

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.

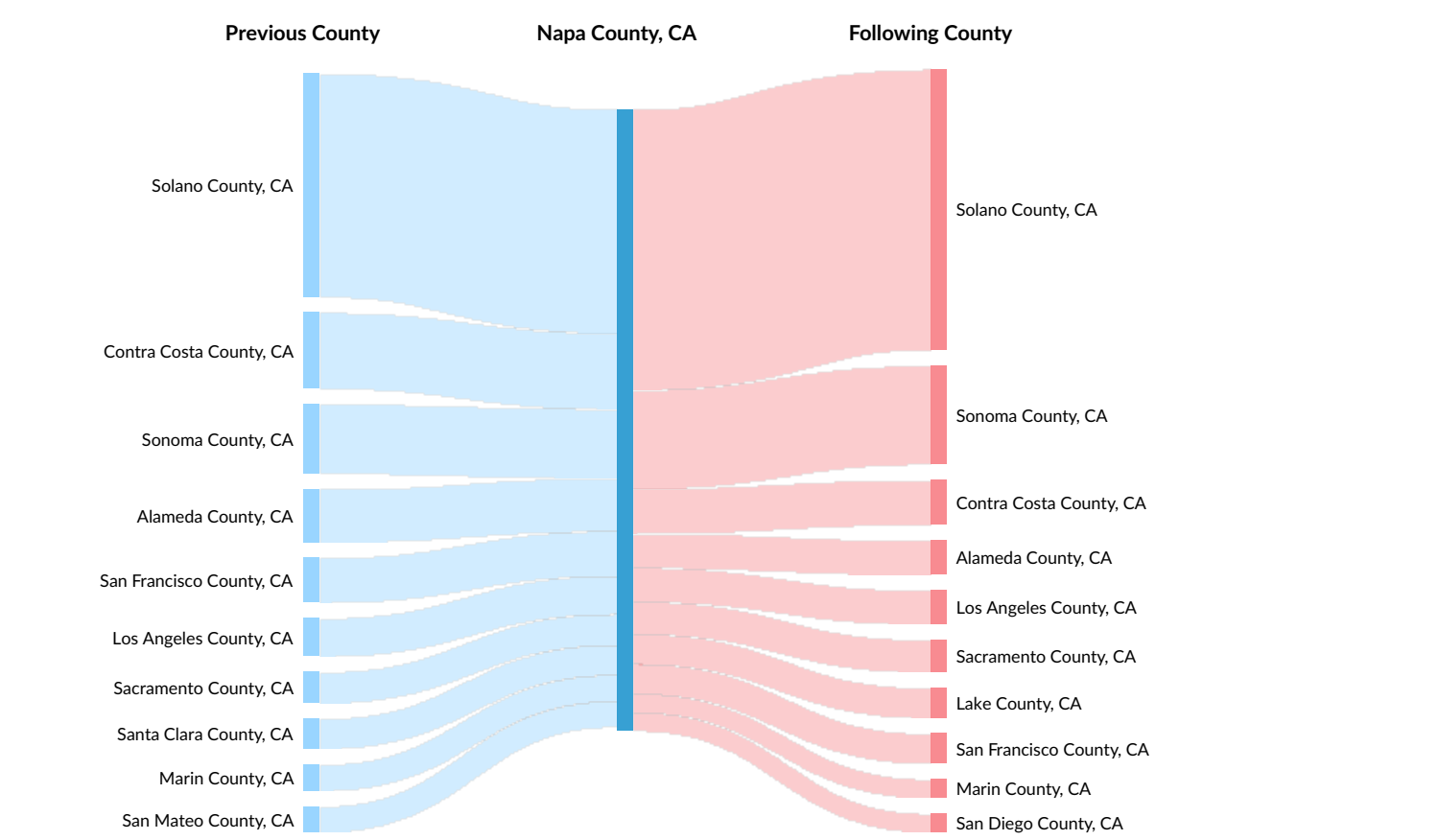


| Where Talent Works |                             |                 | Where Talent Lives |                             |              |
|--------------------|-----------------------------|-----------------|--------------------|-----------------------------|--------------|
| ZIP                | Name                        | 2024 Employment | ZIP                | Name                        | 2024 Workers |
| 94558              | Napa, CA (in Napa coun...   | 38,971          | 94558              | Napa, CA (in Napa coun...   | 37,345       |
| 94559              | Napa, CA (in Napa coun...   | 18,299          | 94559              | Napa, CA (in Napa coun...   | 16,914       |
| 94574              | Saint Helena, CA (in Na...  | 11,726          | 94503              | American Canyon, CA (i...   | 11,595       |
| 94503              | American Canyon, CA (i...   | 6,909           | 94574              | Saint Helena, CA (in Na...  | 4,809        |
| 94515              | Calistoga, CA (in Napa c... | 6,668           | 94515              | Calistoga, CA (in Napa c... | 4,327        |

# 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.



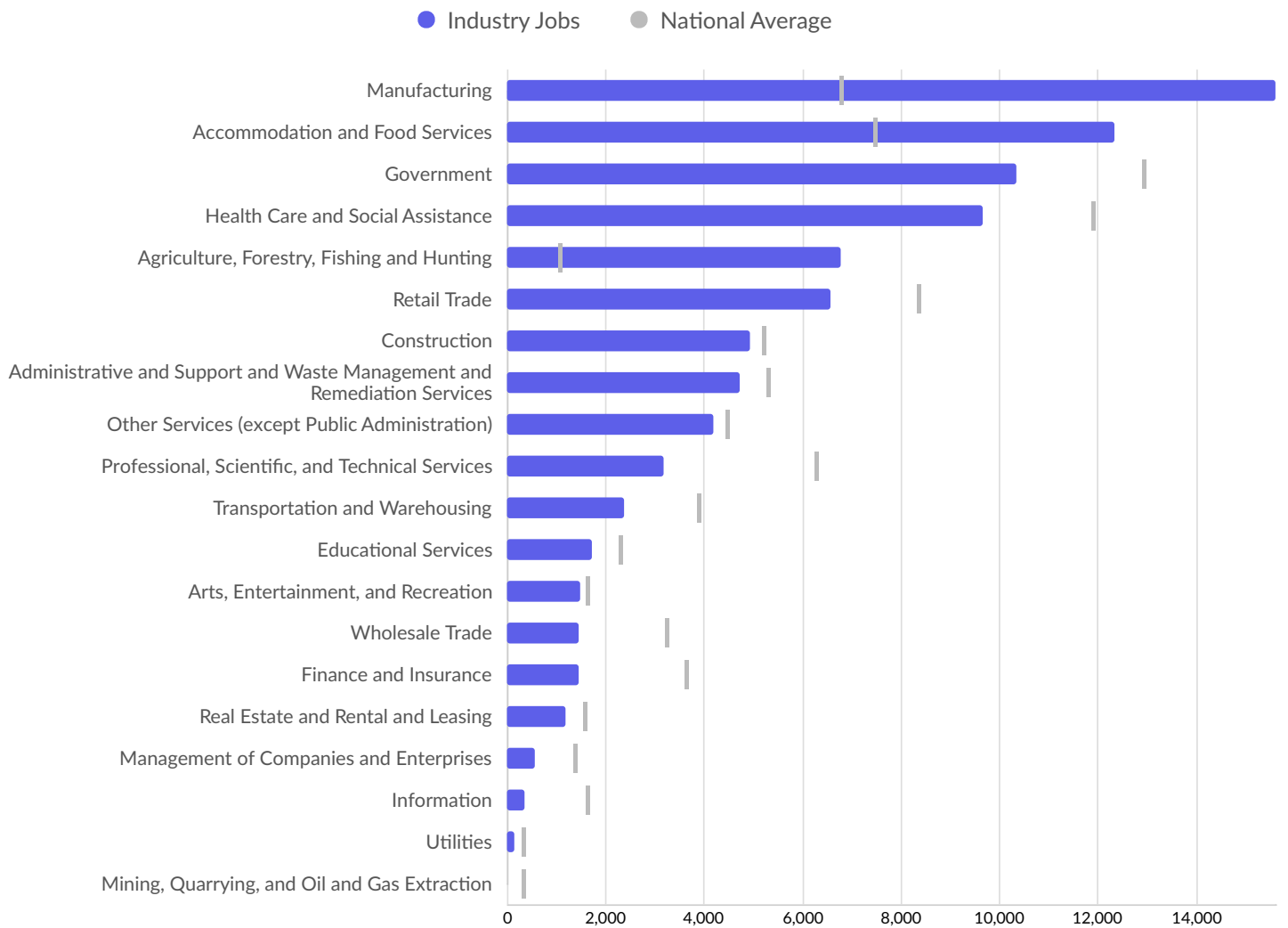
| Top Previous Counties    | Migrations |
|--------------------------|------------|
| Solano County, CA        | 1,046      |
| Contra Costa County, CA  | 355        |
| Sonoma County, CA        | 324        |
| Alameda County, CA       | 247        |
| San Francisco County, CA | 209        |
| Los Angeles County, CA   | 178        |



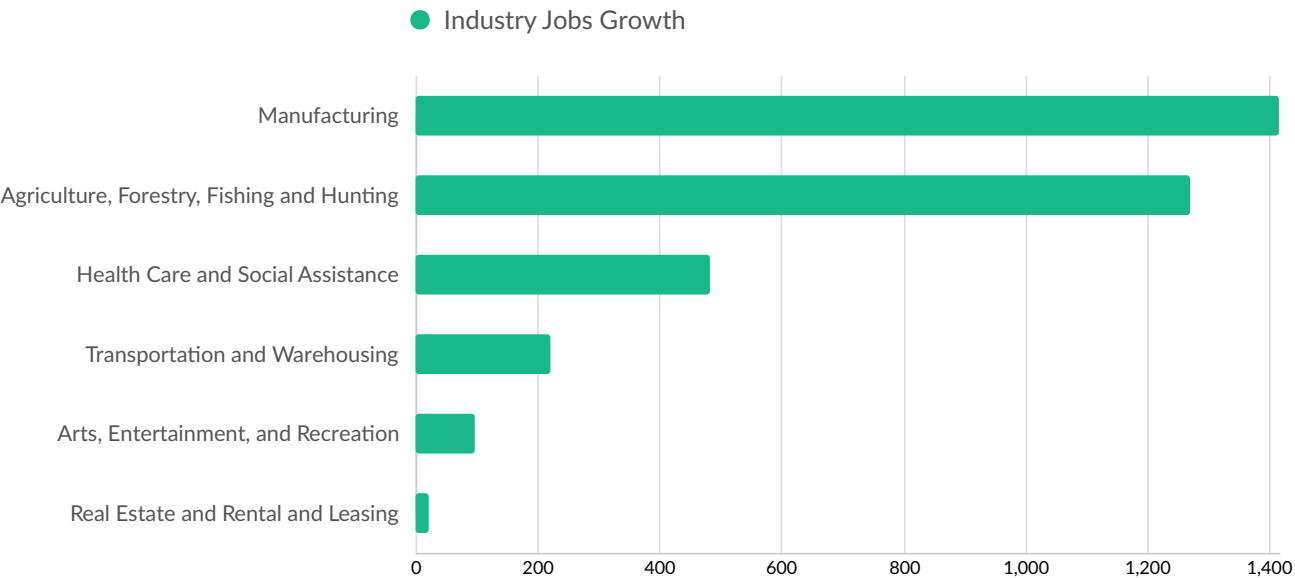
| Top Previous Counties    | Migrations |
|--------------------------|------------|
| Sacramento County, CA    | 145        |
| Santa Clara County, CA   | 140        |
| Marin County, CA         | 122        |
| San Mateo County, CA     | 121        |
| San Diego County, CA     | 77         |
| Lake 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        |
| Lake County, CA          | 140        |
| San Francisco County, CA | 139        |
| 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         |
| Orange County, CA        | 60         |

# Industry Characteristics

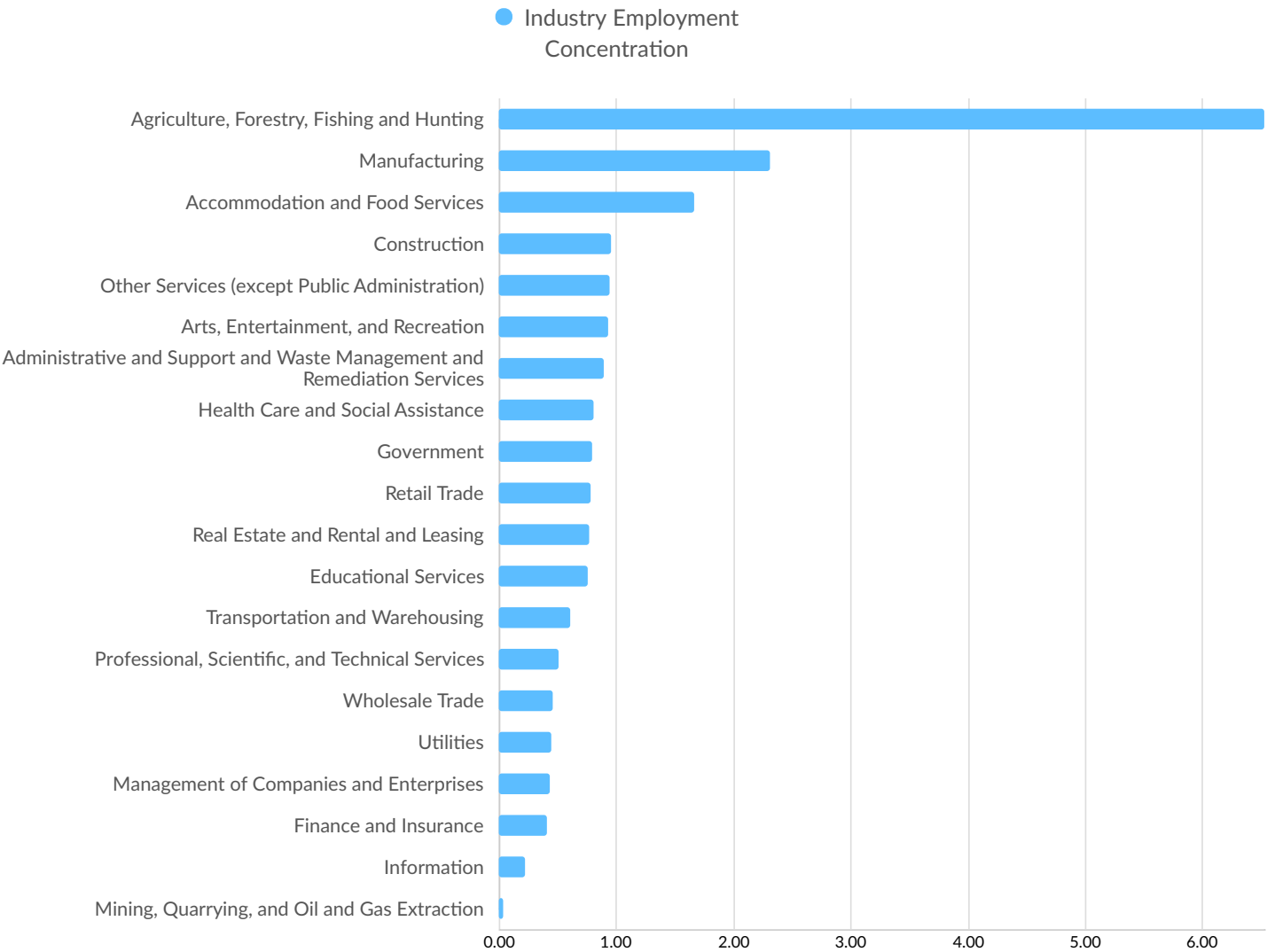
## Largest Industries



Top Growing Industries

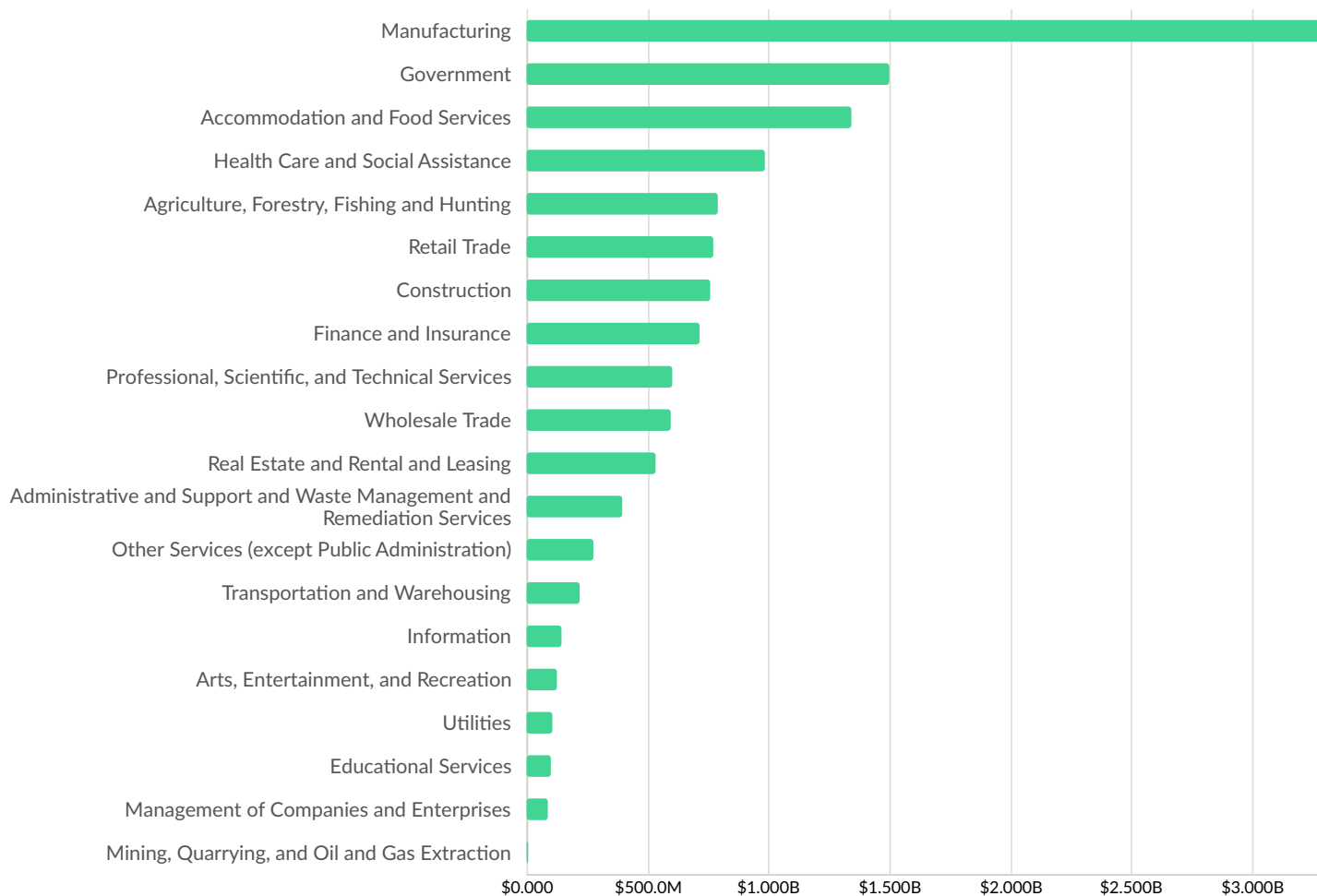


## Top Industry Employment Concentration

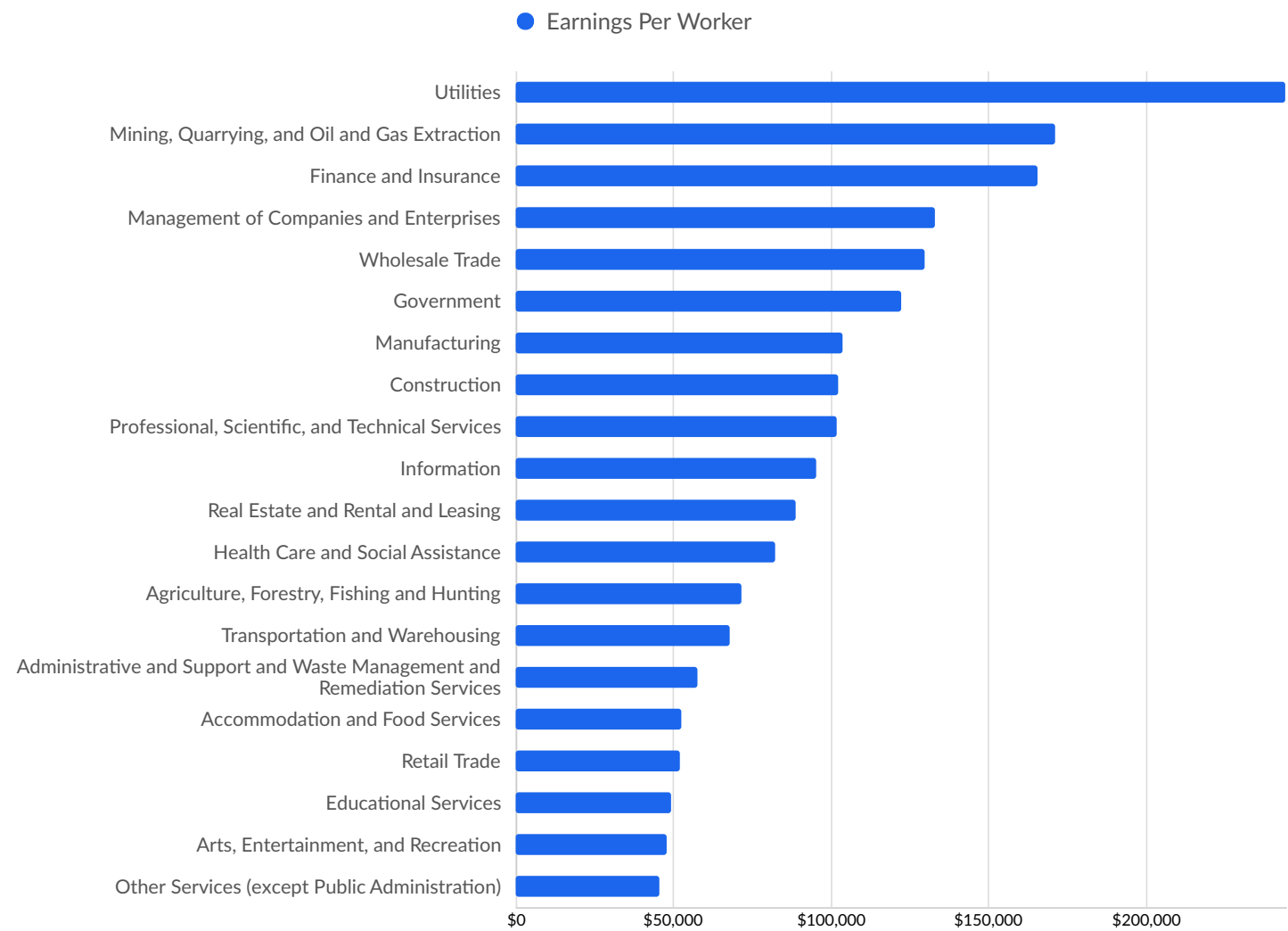


## Top Industry GRP

● Gross Regional Product



## Top Industry Earnings



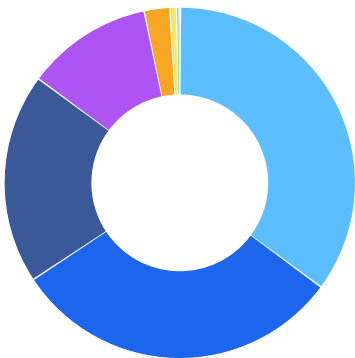
## Business Characteristics

### 15,544 Companies Employ Your Workers

Online profiles for your workers mention 15,544 companies as employers, with the top 10 appearing below. In the last 12 months, 2,645 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... | 704 <div></div> | Napa Valley Unified School Distr... | 570 <div></div> |
| Kaiser Permanente                   | 455 <div></div> | Providence                          | 441 <div></div> |
| Napa County                         | 344 <div></div> | Adventist Health                    | 360 <div></div> |
| Pacific Union College               | 264 <div></div> | Soliant Health                      | 231 <div></div> |
| County Of Napa                      | 252 <div></div> | State of California                 | 215 <div></div> |
| City Of Napa                        | 230 <div></div> | Swing Education                     | 213 <div></div> |
| Queen Of The Valley Medical Ce...   | 197 <div></div> | Aerotek                             | 212 <div></div> |
| Napa Valley College                 | 181 <div></div> | Kaiser Permanente                   | 168 <div></div> |
| Trinchero Family Estates            | 167 <div></div> | The Estate Yountville               | 168 <div></div> |
| Treasury Wine Estates               | 163 <div></div> | Auberge                             | 163 <div></div> |

## Business Size



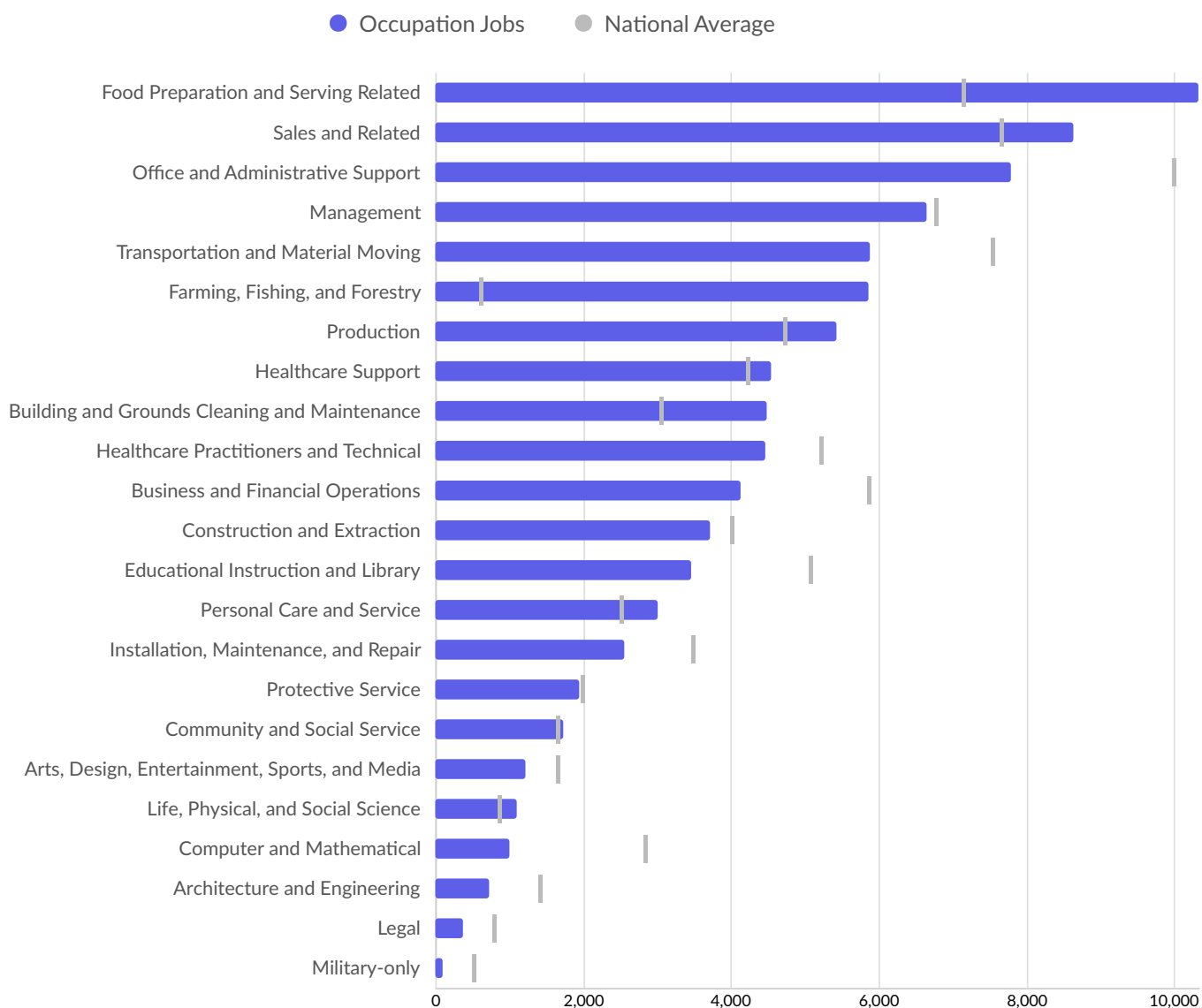
|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 35.0%      | 2,947          |
| 5 to 9 employees     | 30.6%      | 2,573          |
| 10 to 19 employees   | 19.4%      | 1,630          |
| 20 to 49 employees   | 11.6%      | 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.*

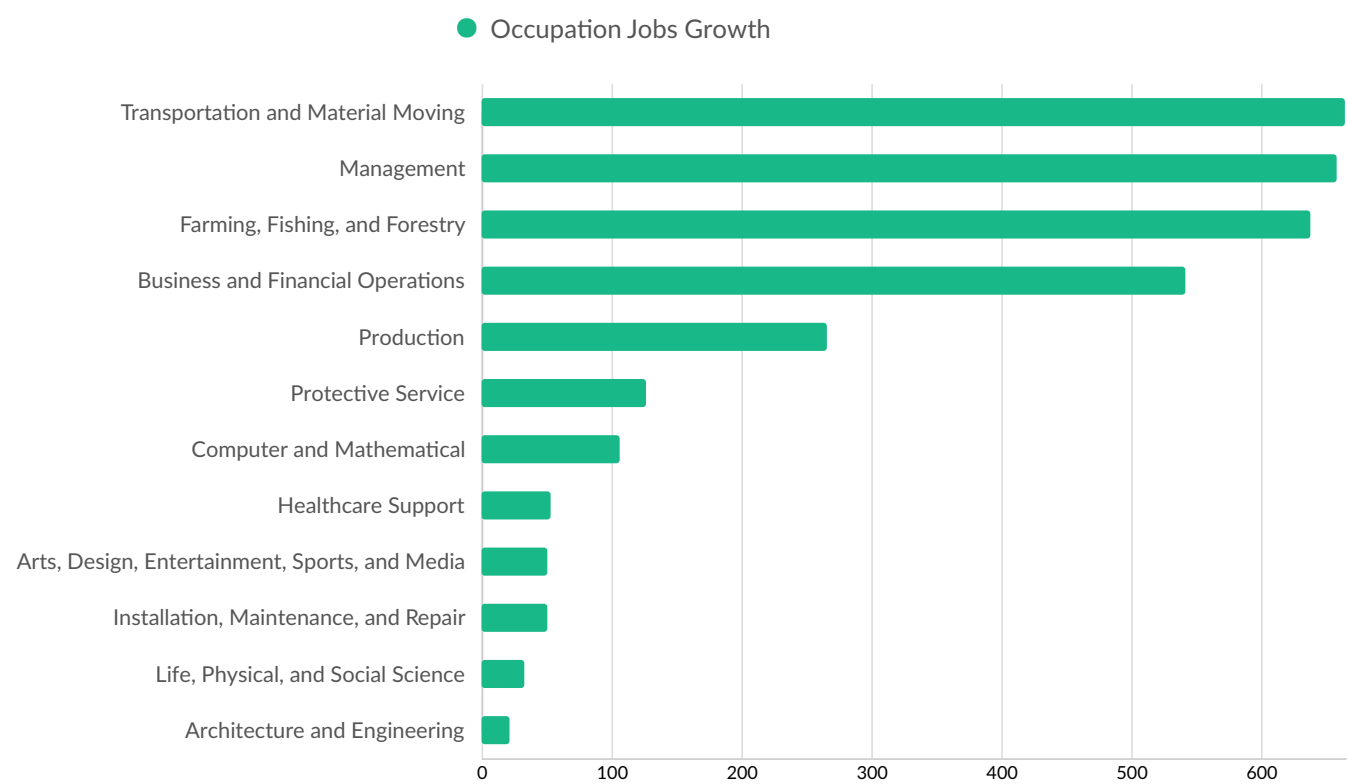


# Workforce Characteristics

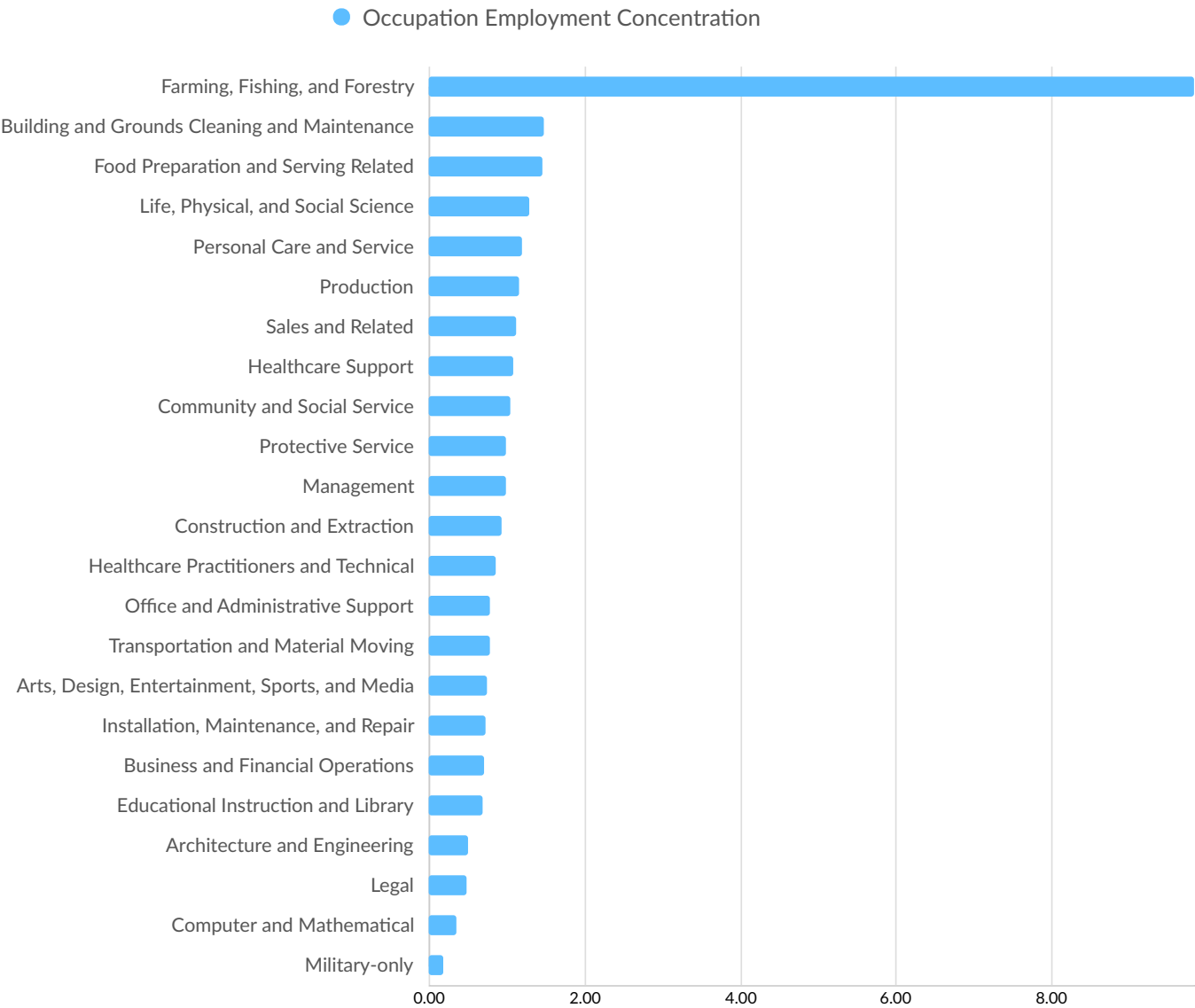
## Largest Occupations



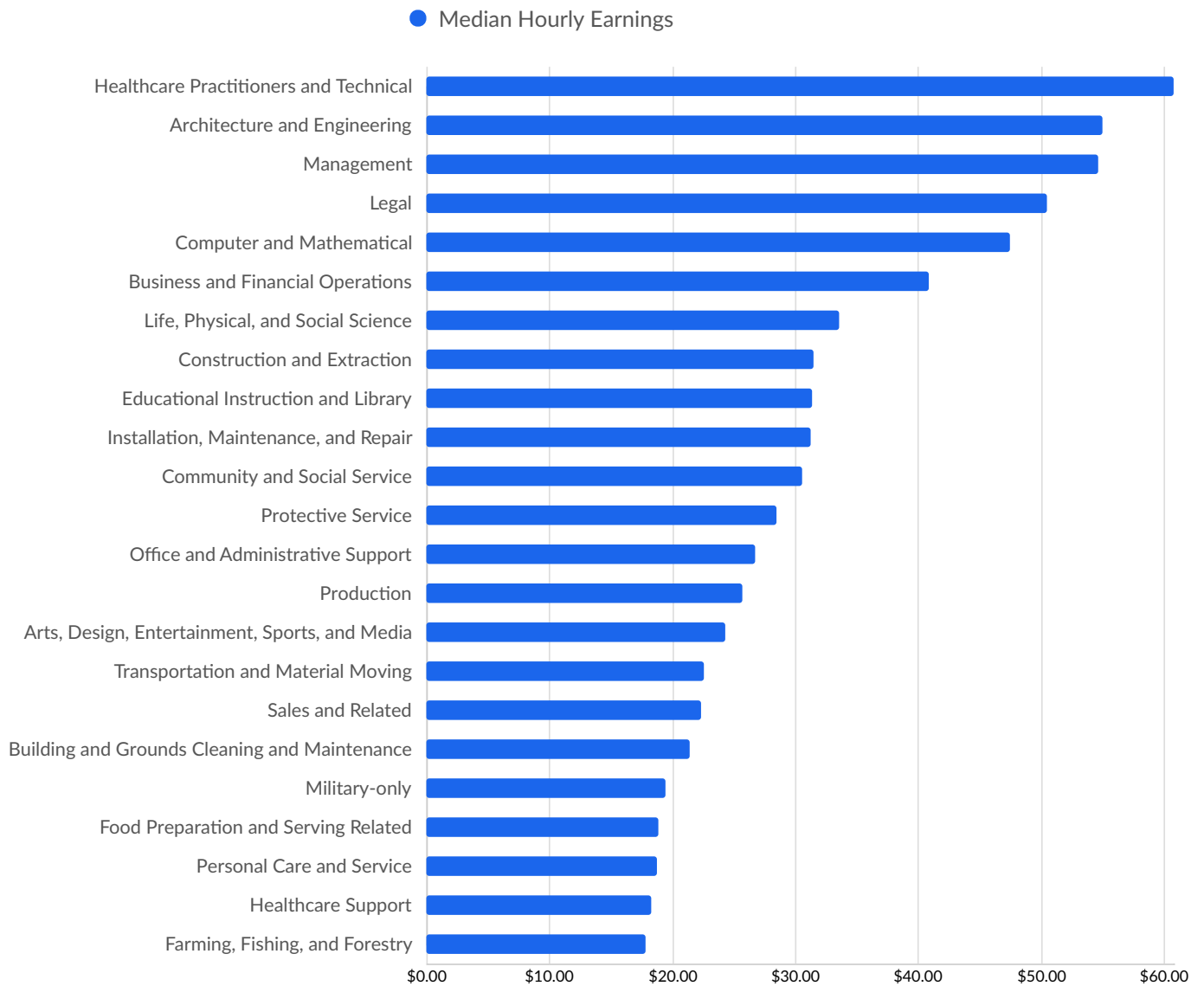
## Top Growing Occupations



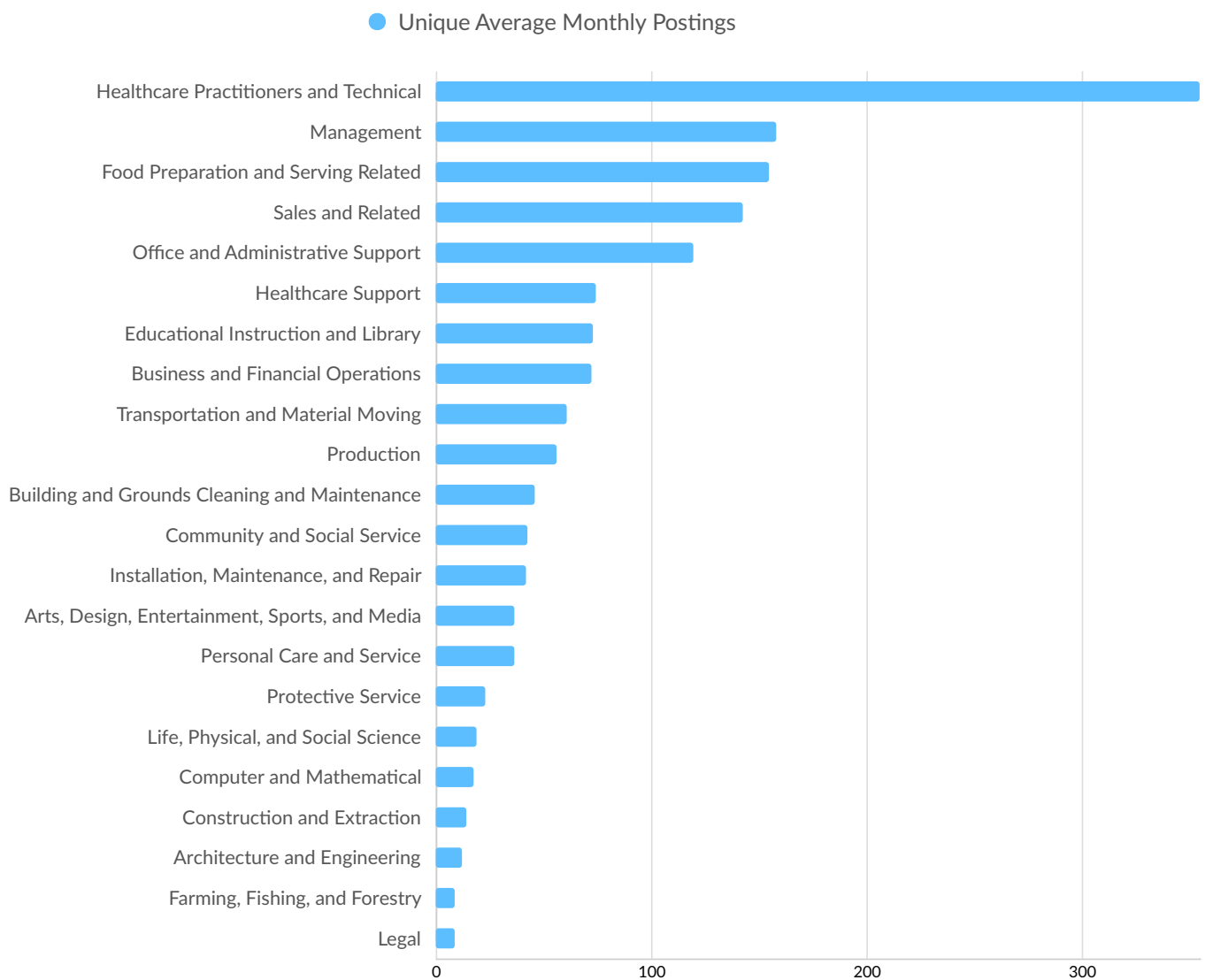
## Top Occupation Employment Concentration



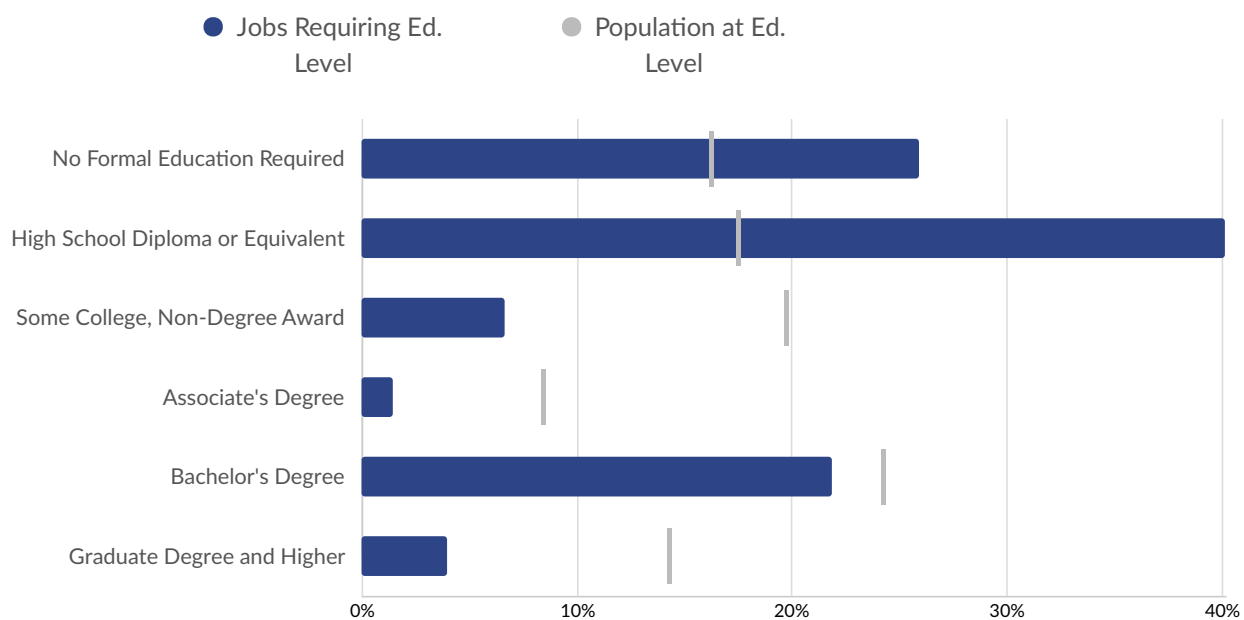
## Top Occupation Earnings



## Top Posted Occupations

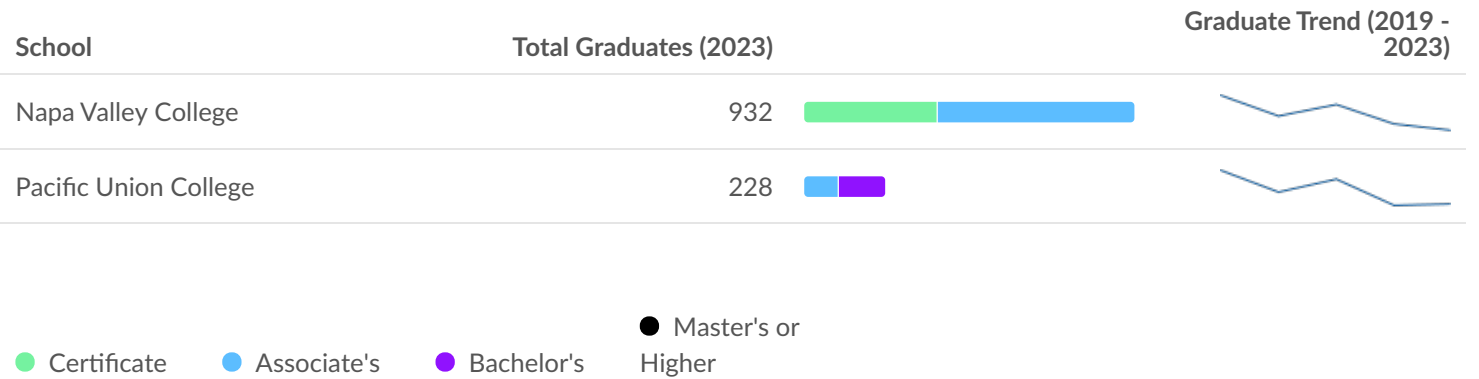


## Underemployment



## 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

