



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

132,727

Population (2024)

Population decreased by 4,951 over the last 5 years and is projected to decrease by 5,321 over the next 5 years.

89,003

Total Regional Employment

Jobs decreased by 295 over the last 5 years but are projected to grow by 5,065 over the next 5 years.

\$109.0K

Median Household Income (2023)

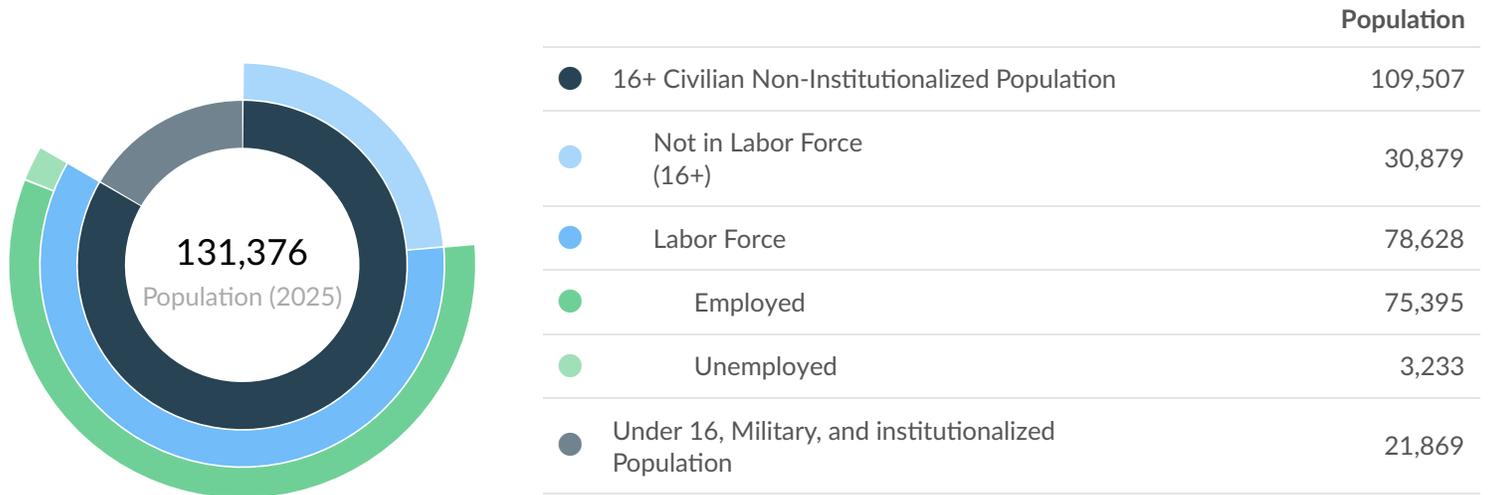
Median household income is \$30.4K above the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population declined by 3.6% since 2019, falling by 4,951. Population is expected to decrease by 4.0% between 2024 and 2029, losing 5,321.
- From 2019 to 2024, jobs declined by 0.3% in Napa County, CA from 89,298 to 89,003. This change fell short of the national growth rate of 4.4% by 4.7%. As the number of jobs declined, the labor force participation rate increased from 64.1% to 67.0% 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.

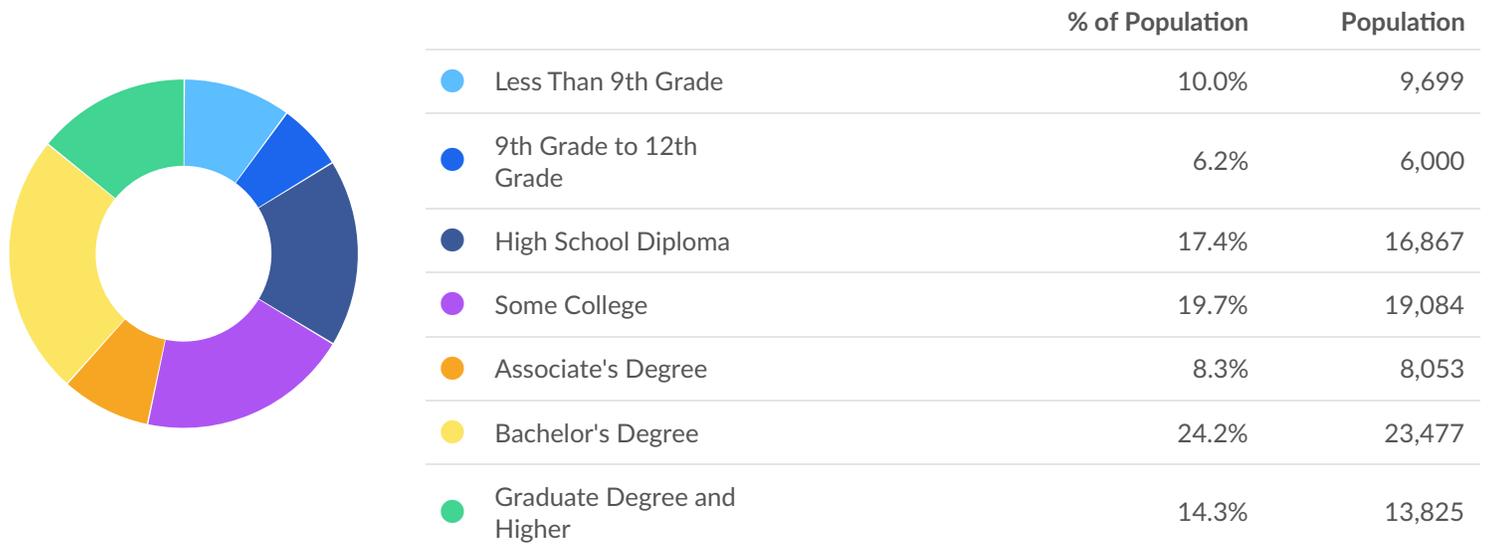
	Population (2025)	Labor Force (Sep 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	131,376	78,628	89,003	144.0	\$14.86B	\$17.18B	\$17.70B
State	39,189,106	19,983,464	20,654,885	135.2	\$4.00T	\$2.00T	\$2.81T

Sep 2025 Labor Force Breakdown



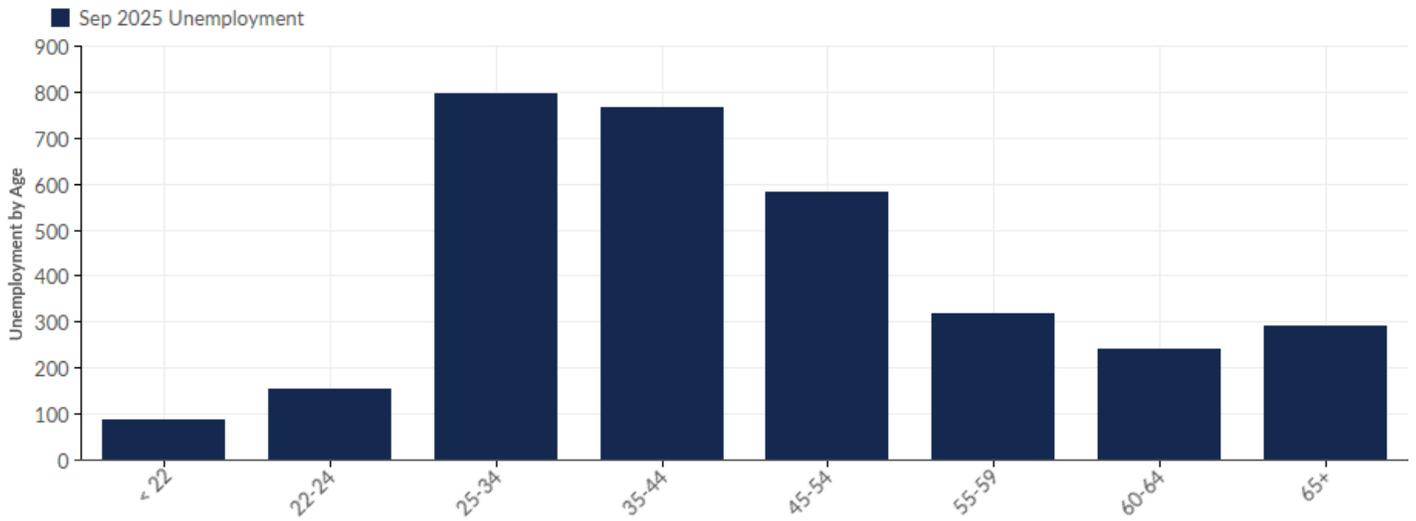
Educational Attainment

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).



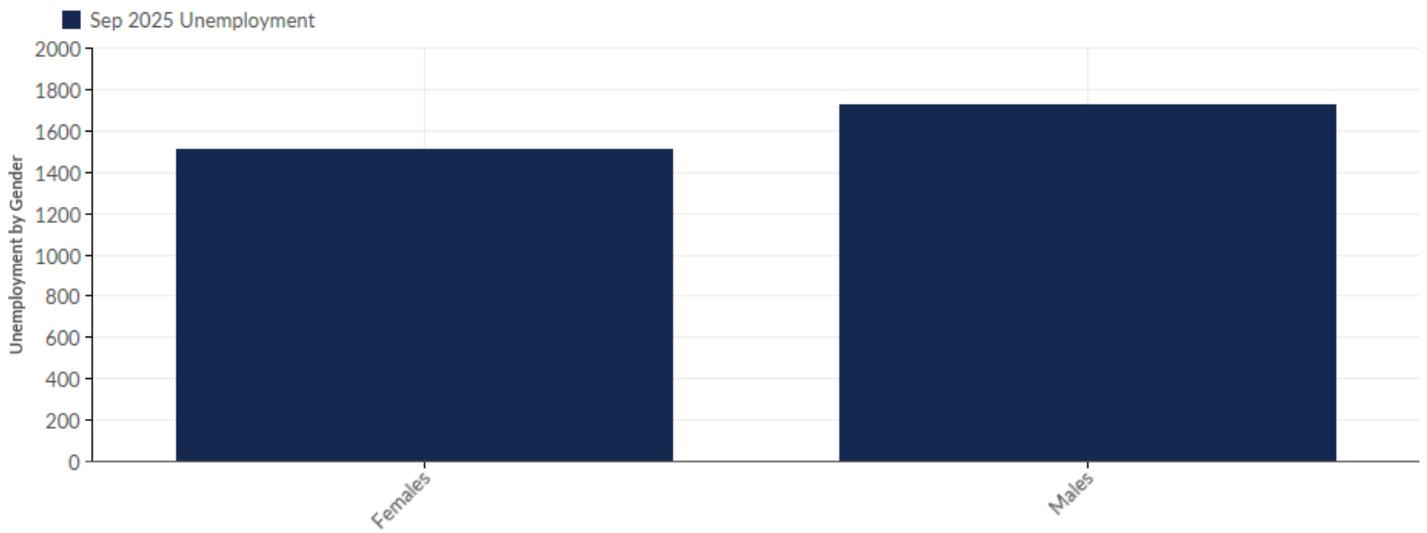
Unemployment by Demographics

Unemployment by Age



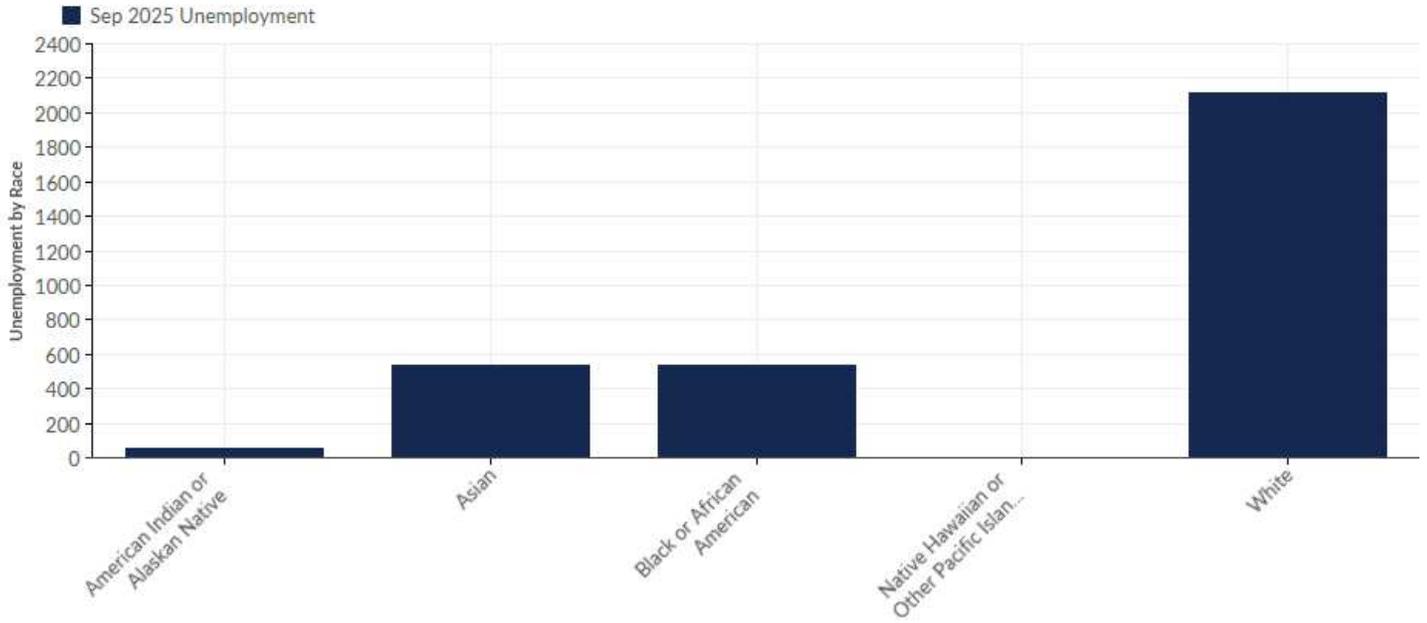
Age	Unemployment (Sep 2025)	% of Unemployed
< 22	88	2.72%
22-24	153	4.73%
25-34	795	24.59%
35-44	766	23.69%
45-54	581	17.97%
55-59	319	9.87%
60-64	241	7.45%
65+	289	8.94%
Total	3,233	100.00%

Unemployment by Gender



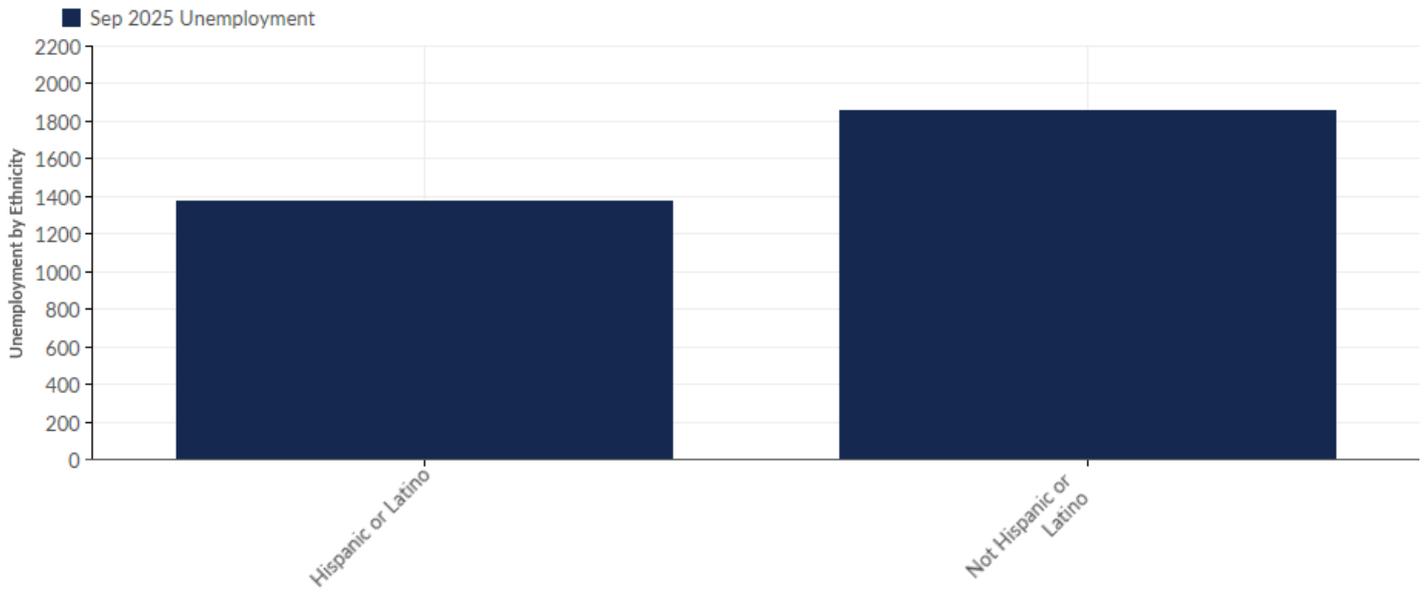
Gender	Unemployment (Sep 2025)	% of Unemployed
Females	1,509	46.67%
Males	1,724	53.33%
Total	3,233	100.00%

Unemployment by Race



Race	Unemployment (Sep 2025)	% of Unemployed
American Indian or Alaskan Native	53	1.64%
Asian	532	16.46%
Black or African American	536	16.58%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	2,112	65.33%
Total	3,233	100.00%

Unemployment by Ethnicity

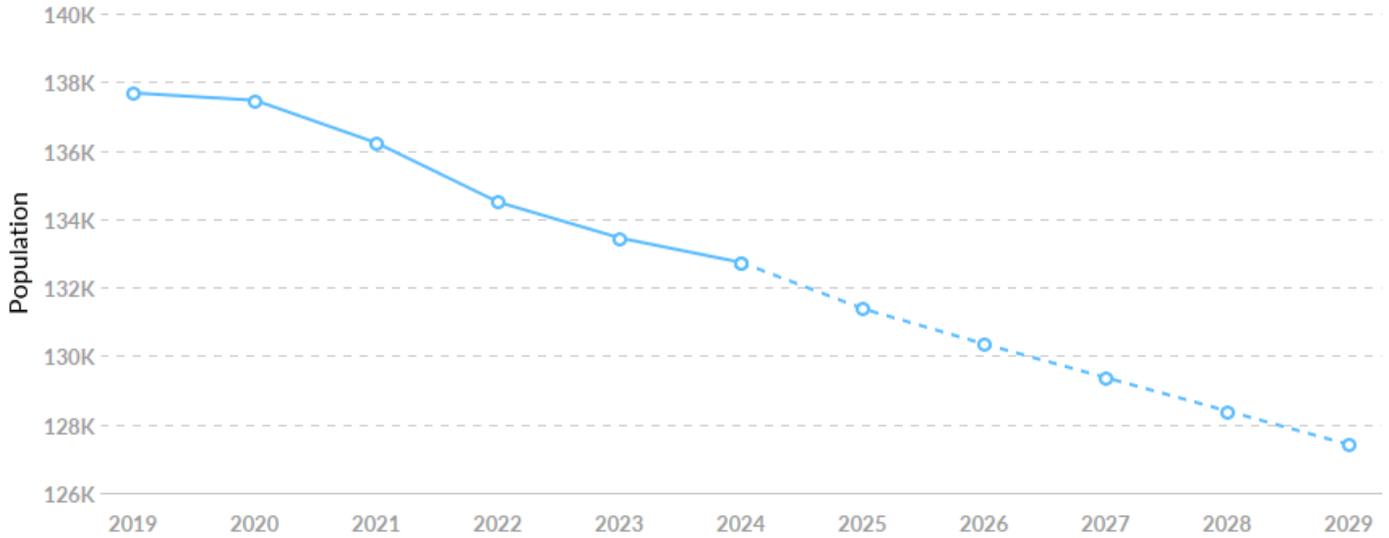


Ethnicity	Unemployment (Sep 2025)	% of Unemployed
Hispanic or Latino	1,377	42.59%
Not Hispanic or Latino	1,856	57.41%
Total	3,233	100.00%

Historic & Projected Trends

Population Trends

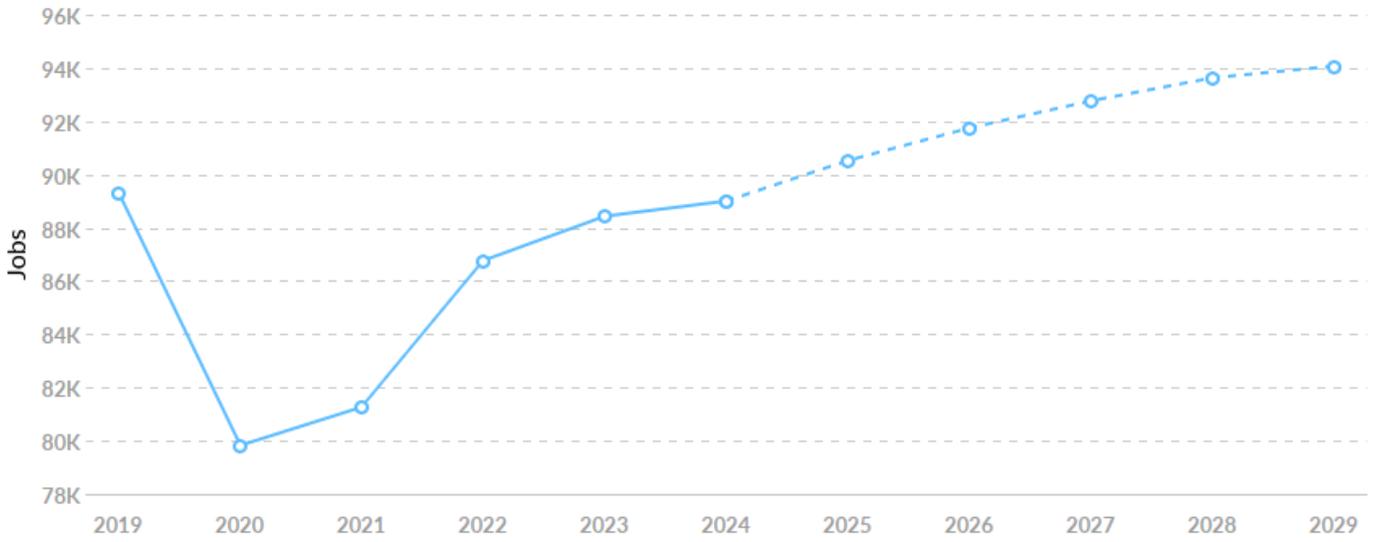
As of 2024 the region's population **declined by 3.6%** since 2019, falling by 4,951. Population is expected to **decrease by 4.0%** between 2024 and 2029, losing 5,321.



Timeframe	Population
2019	137,678
2020	137,465
2021	136,219
2022	134,492
2023	133,444
2024	132,727
2025	131,376
2026	130,345
2027	129,363
2028	128,387
2029	127,406

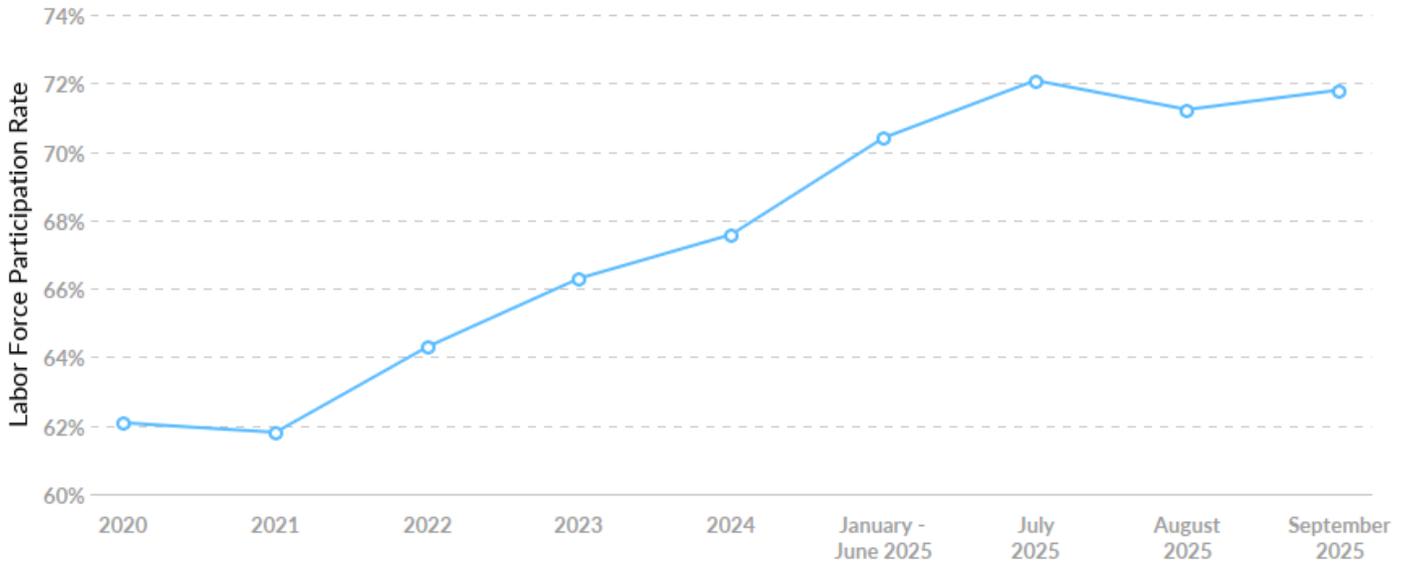
Job Trends

From 2019 to 2024, jobs declined by 0.3% in Napa County, CA from 89,298 to **89,003**. This change fell short of the national growth rate of 4.4% by 4.7%.



Timeframe	Jobs
2019	89,298
2020	79,821
2021	81,263
2022	86,766
2023	88,431
2024	89,003
2025	90,523
2026	91,746
2027	92,763
2028	93,631
2029	94,068

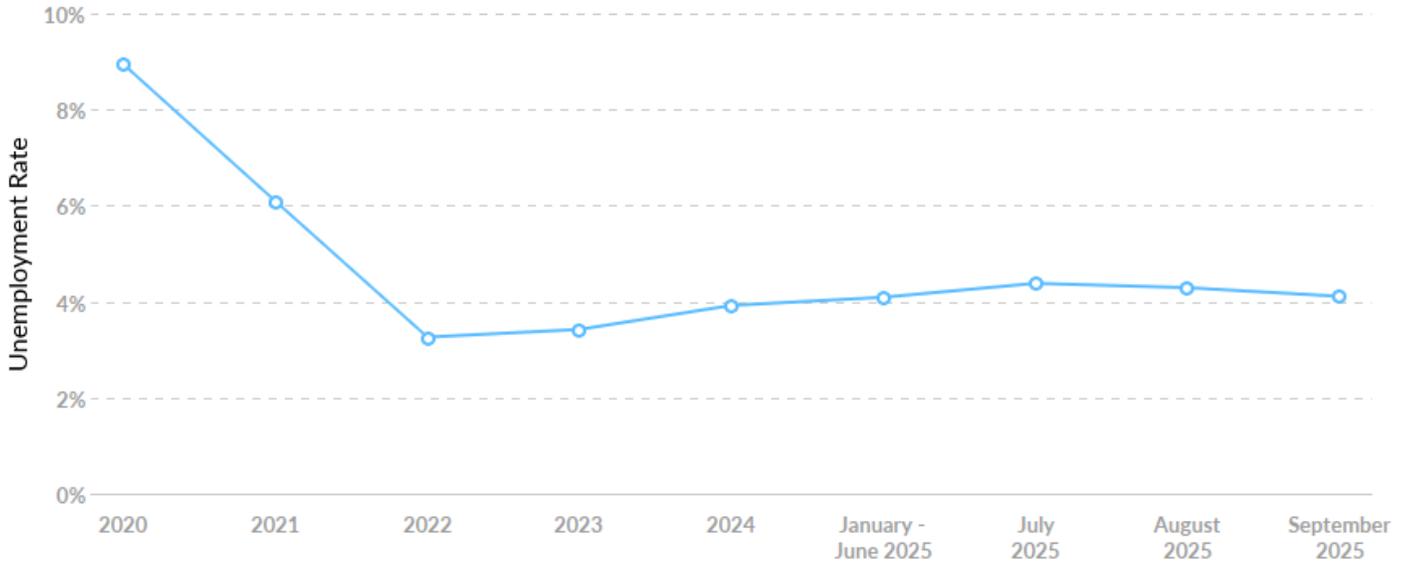
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	62.08%
2021	61.80%
2022	64.30%
2023	66.30%
2024	67.58%
January - June 2025	70.40%
July 2025	72.08%
August 2025	71.23%
September 2025	71.80%

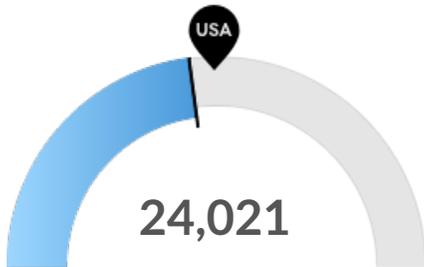
Unemployment Rate Trends

Napa County, CA had a September 2025 unemployment rate of 4.11%, **decreasing from 8.94%** 5 years before.



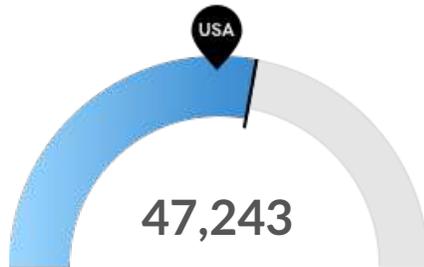
Timeframe	Unemployment Rate
2020	8.94%
2021	6.09%
2022	3.26%
2023	3.42%
2024	3.92%
January - June 2025	4.09%
July 2025	4.38%
August 2025	4.29%
September 2025	4.11%

Population Characteristics



Millennials

Napa County, CA has 24,021 millennials (ages 25-39). The national average for an area this size is 27,170.



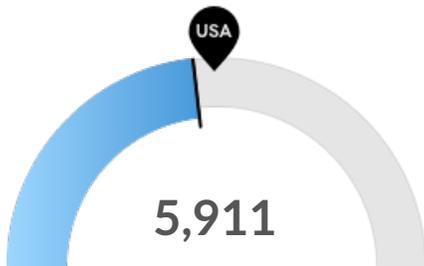
Retiring Soon

Retirement risk is high in Napa County, CA. The national average for an area this size is 40,134 people 55 or older, while there are 47,243 here.



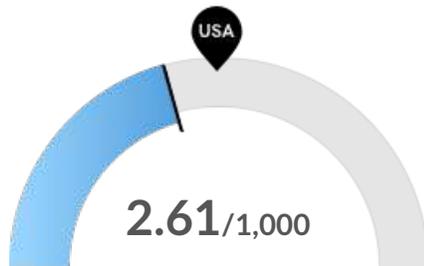
Racial Diversity

Racial diversity is high in Napa County, CA. The national average for an area this size is 56,460 racially diverse people, while there are 68,468 here.



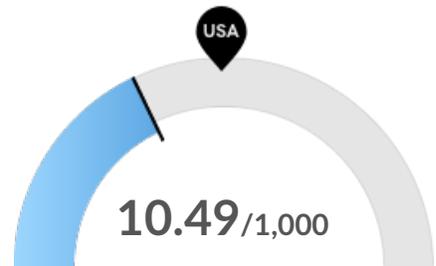
Veterans

Napa County, CA has 5,911 veterans. The national average for an area this size is 6,565.



Violent Crime

Napa County, CA has 2.61 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

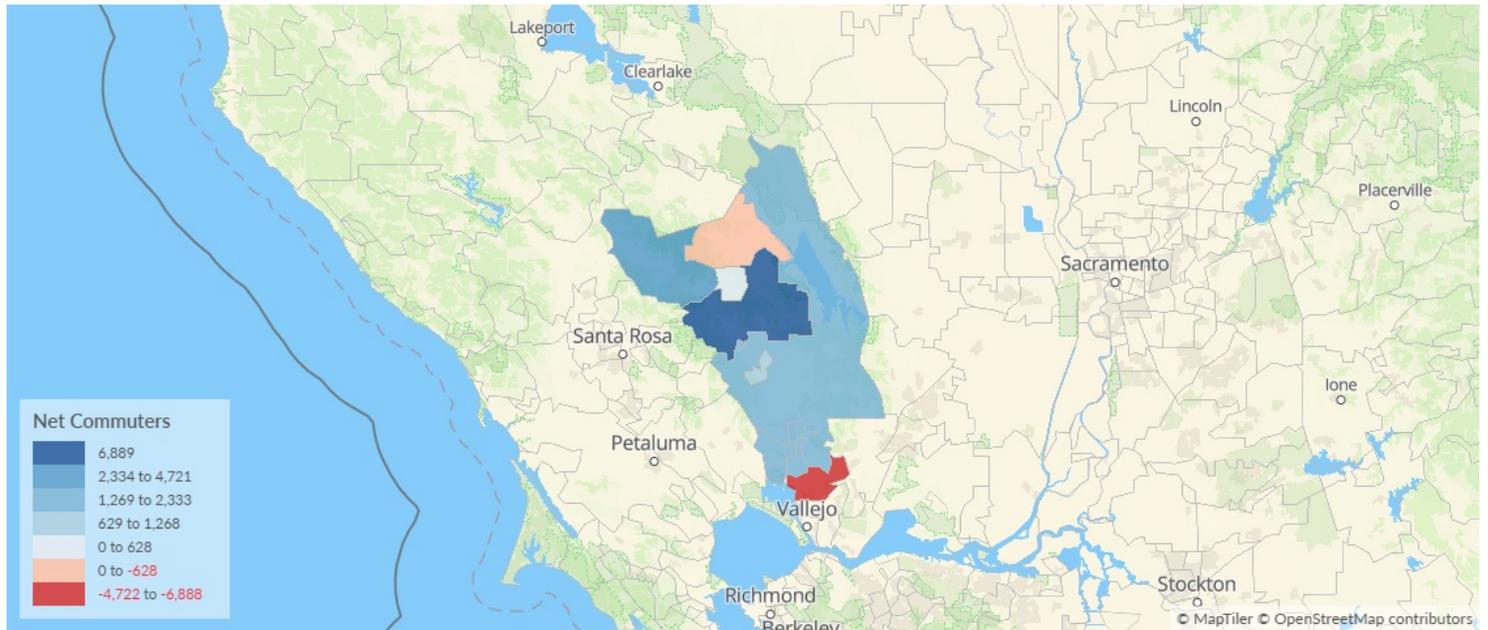


Property Crime

Napa County, CA has 10.49 property crimes per 1,000 people. The national rate is 16.44 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...	38,990
94559	Napa, CA (in Napa coun...	18,238
94574	Saint Helena, CA (in Na...	11,663
94503	American Canyon, CA (i...	6,866
94515	Calistoga, CA (in Napa c...	6,639

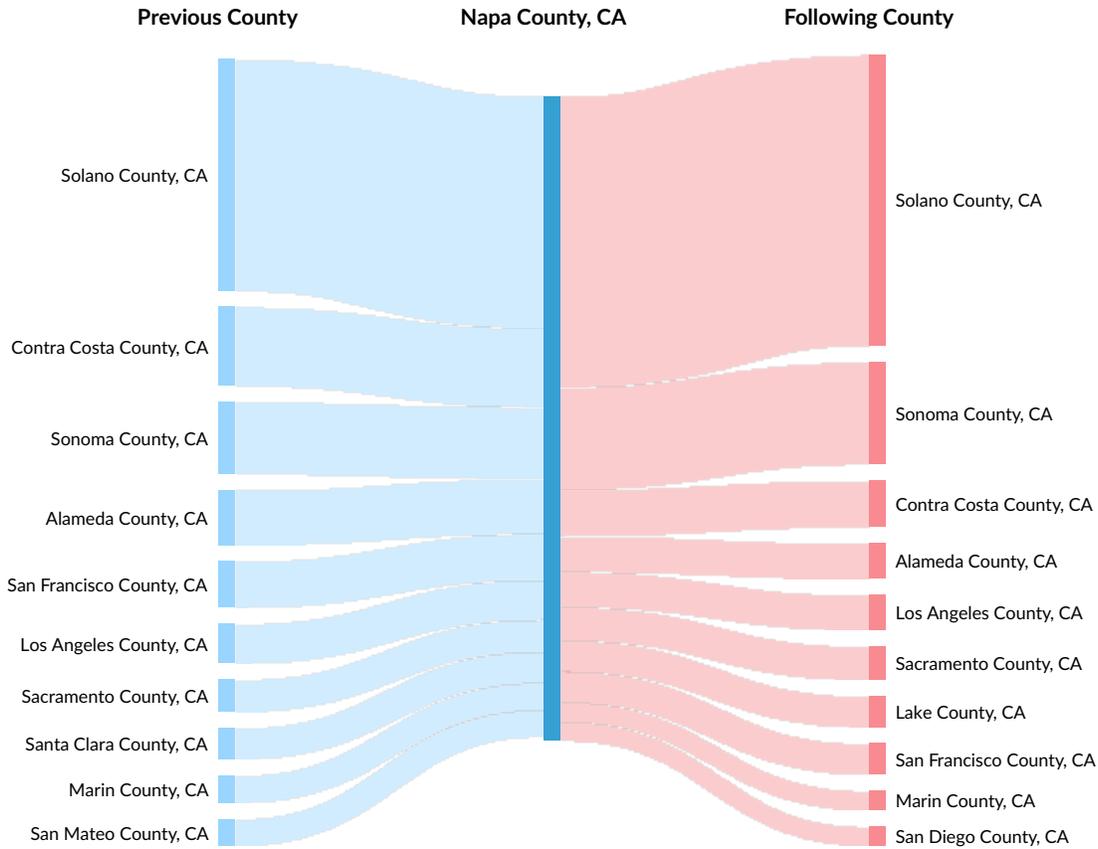
Where Talent Lives

ZIP	Name	2024 Workers
94558	Napa, CA (in Napa coun...	37,268
94559	Napa, CA (in Napa coun...	16,858
94503	American Canyon, CA (i...	11,588
94574	Saint Helena, CA (in Na...	4,775
94515	Calistoga, CA (in Napa c...	4,306

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.

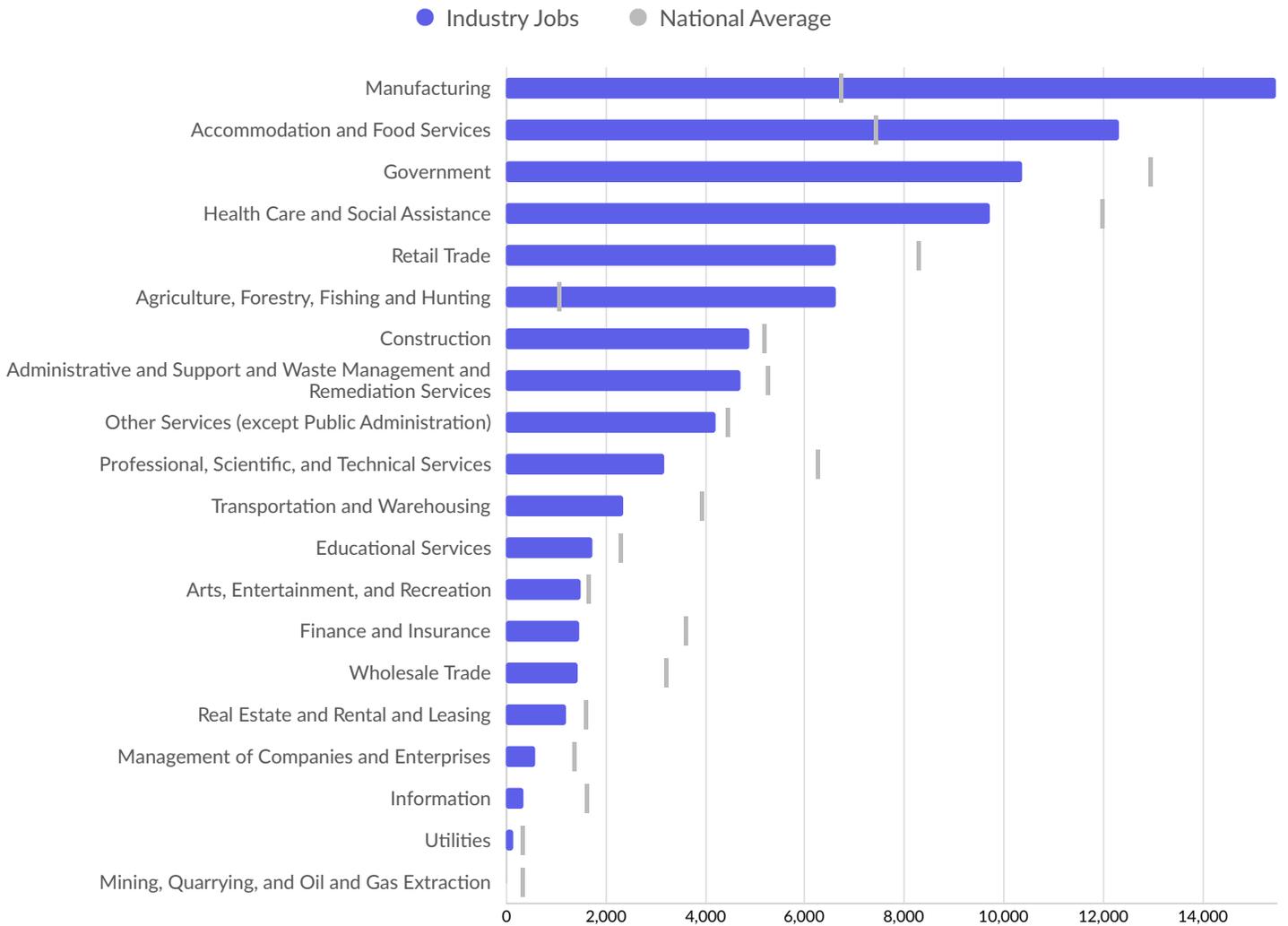


Top Previous Counties	Migrations
Solano County, CA	1,046
Contra Costa County, CA	355
Sonoma County, CA	324
Alameda County, CA	247
San Francisco County, CA	209
Los Angeles County, CA	178

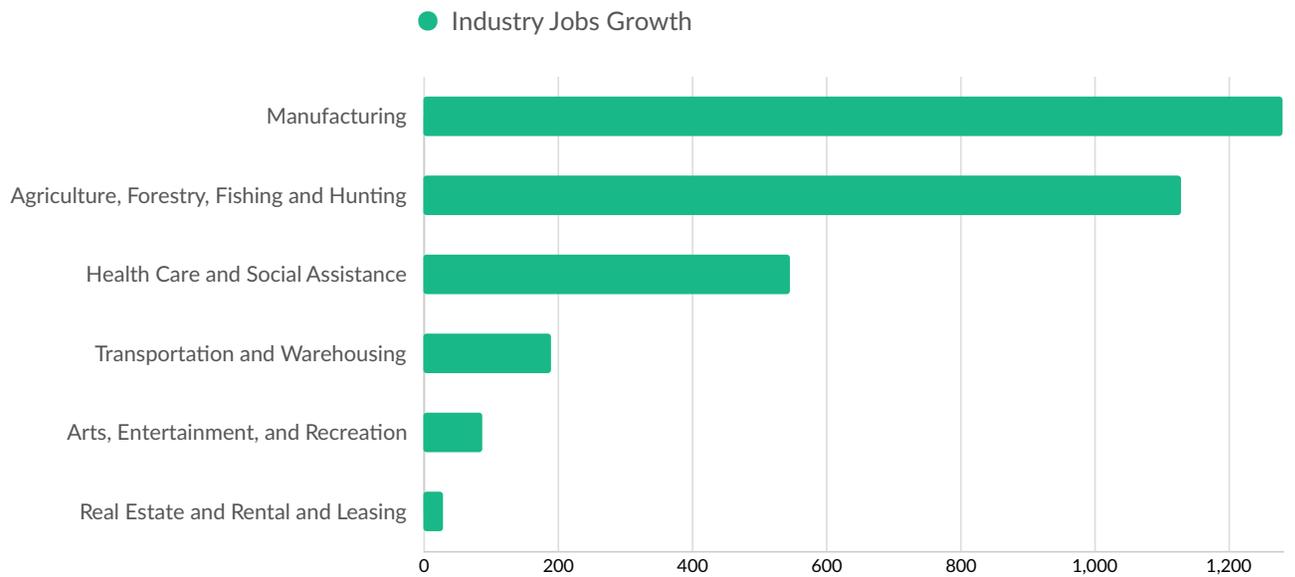
Top Previous Counties	Migrations
Sacramento County, CA	145
Santa Clara County, CA	140
Marin County, CA	122
San Mateo County, CA	121
San Diego County, CA	77
Lake County, CA	64
Orange County, CA	60
Yolo County, CA	53
Riverside County, CA	40
Top Following Counties	Migrations
Solano County, CA	1,313
Sonoma 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

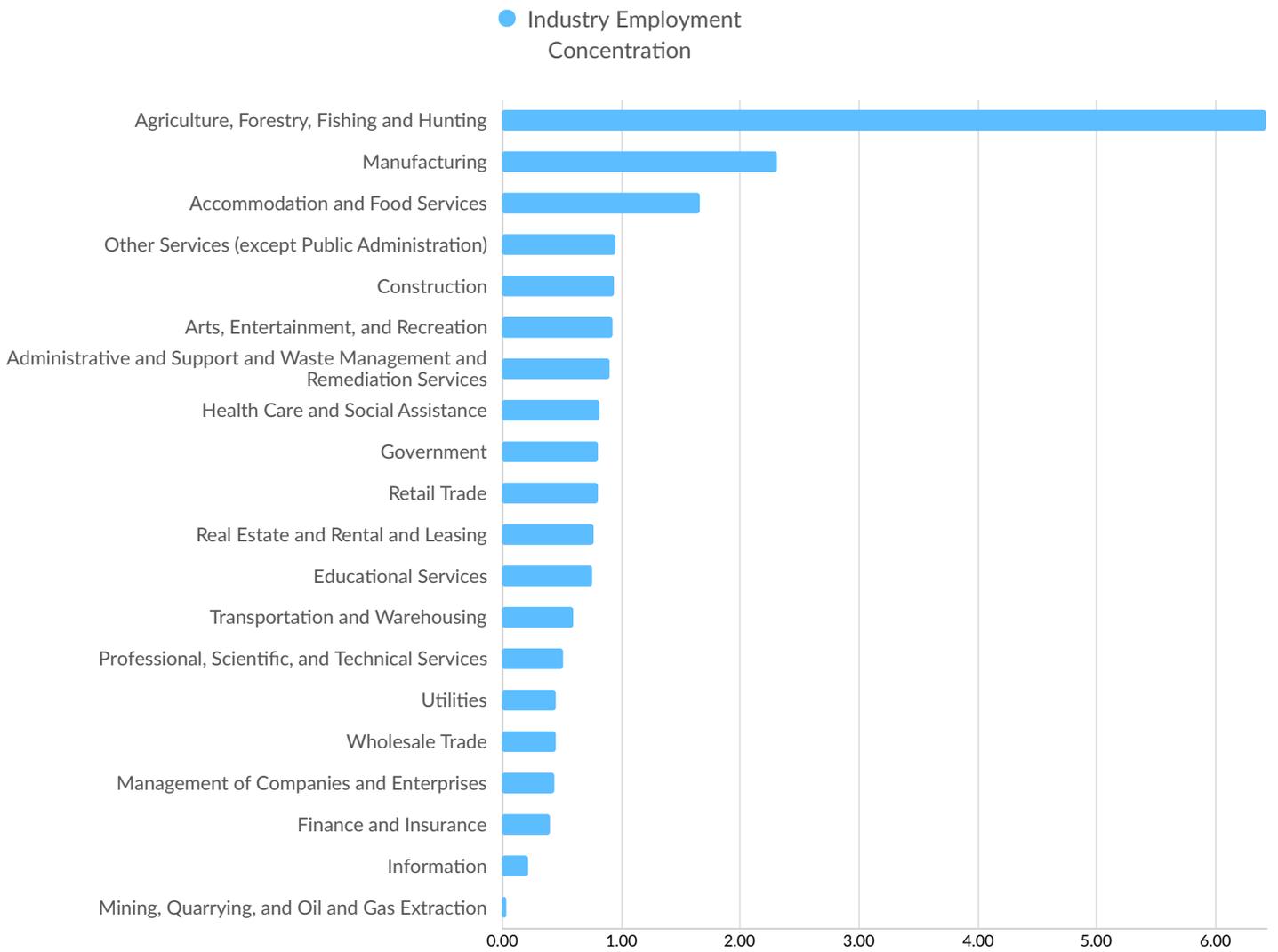
Largest Industries



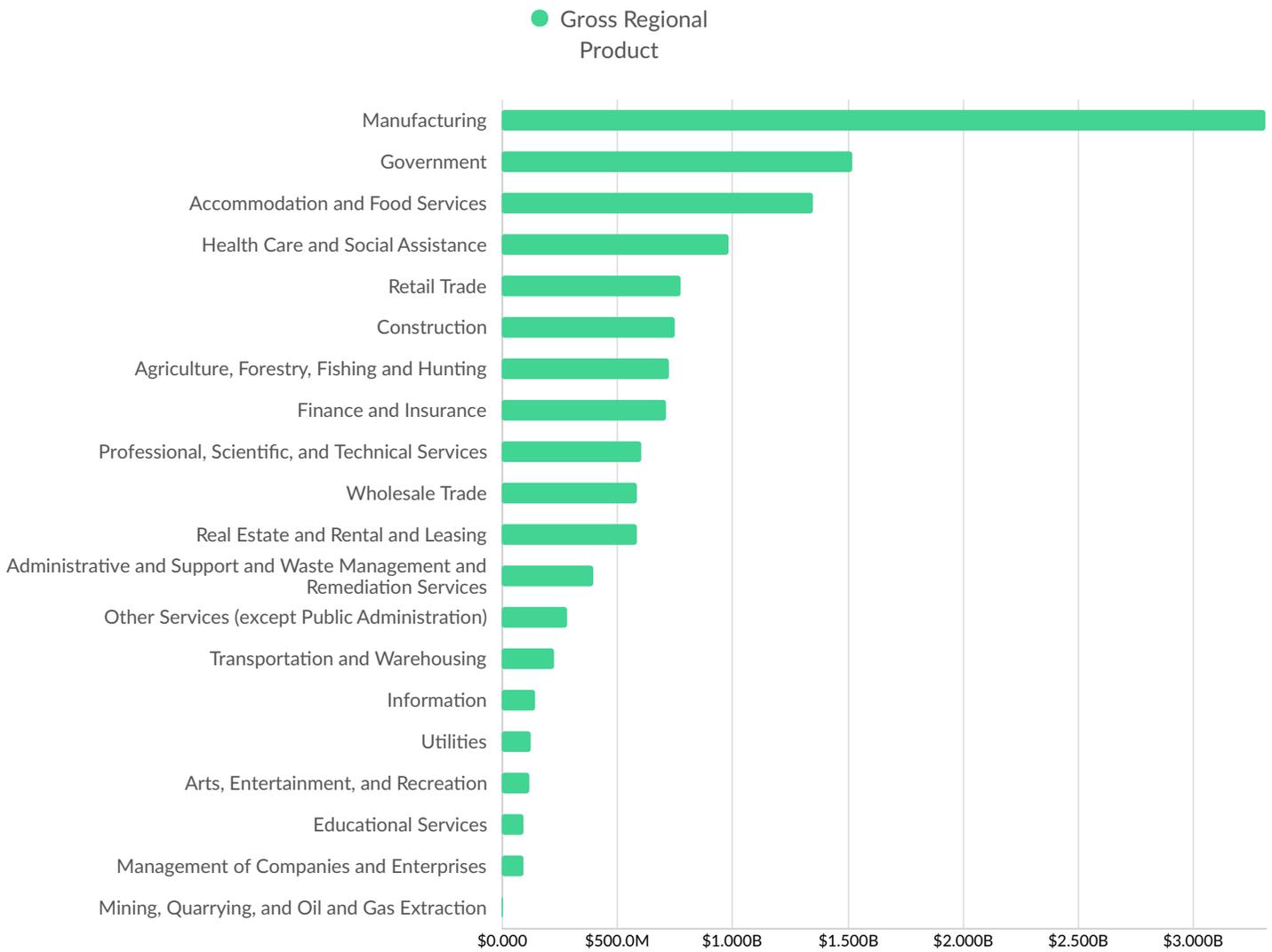
Top Growing Industries



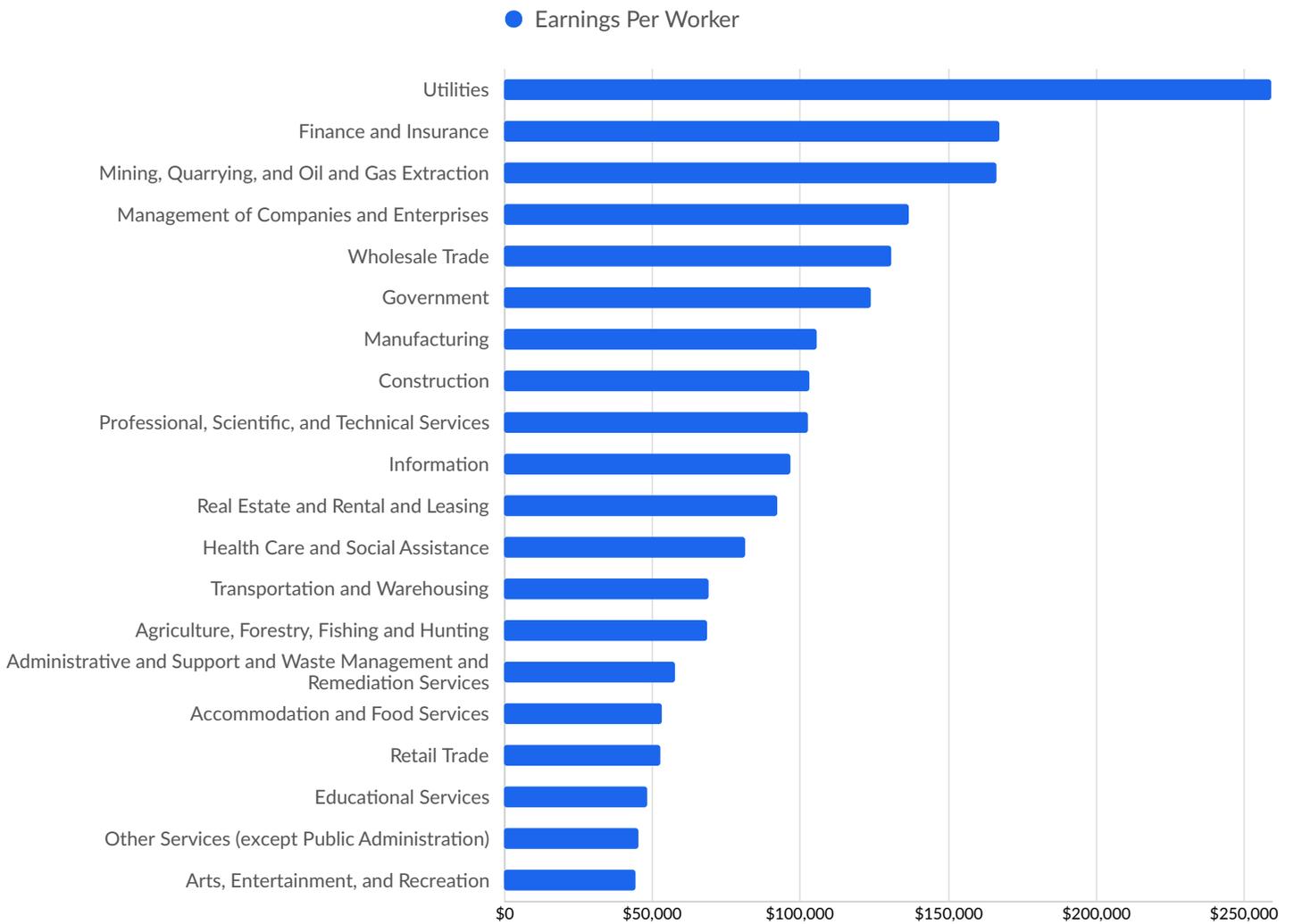
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



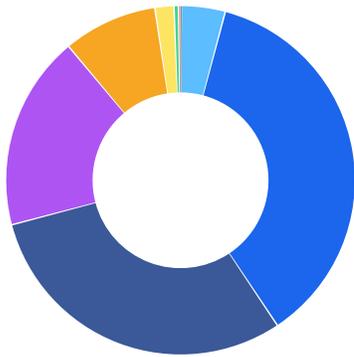
Business Characteristics

18,397 Companies Employ Your Workers

Online profiles for your workers mention 18,397 companies as employers, with the top 10 appearing below. In the last 12 months, 2,727 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...	555 	Napa Valley Unified School Distr...	510 
Kaiser Permanente	447 	Providence	458 
Napa County	352 	Adventist Health	349 
Napa Valley College	269 	State of California	262 
Pacific Union College	260 	Kaiser Permanente	253 
Nvusd	237 	Soliant Health	241 
County Of Napa	233 	The Estate Yountville	174 
City Of Napa	227 	Auberge	160 
Trinchero Family Estates	212 	Aerotek	158 
Treasury Wine Estates	194 	AMN Healthcare	151 

Business Size

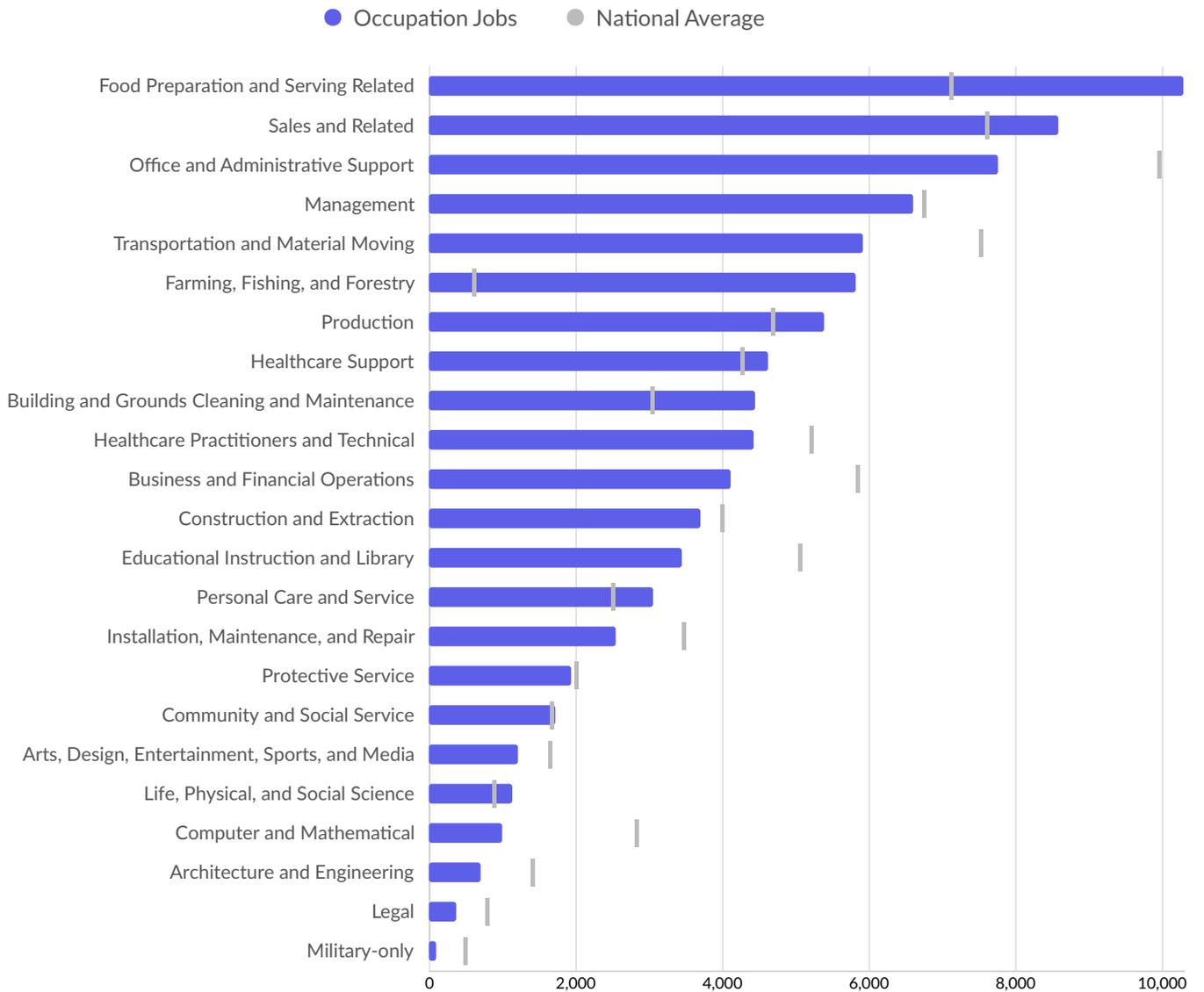


	Percentage	Business Count
1 to Professional employees	4.1%	219
1 to 4 employees	36.5%	1,968
5 to 9 employees	30.3%	1,631
10 to 19 employees	18.0%	972
20 to 49 employees	8.7%	470
50 to 99 employees	1.8%	95
100 to 249 employees	0.4%	22
250 to 499 employees	0.2%	10
500+ employees	0.1%	4

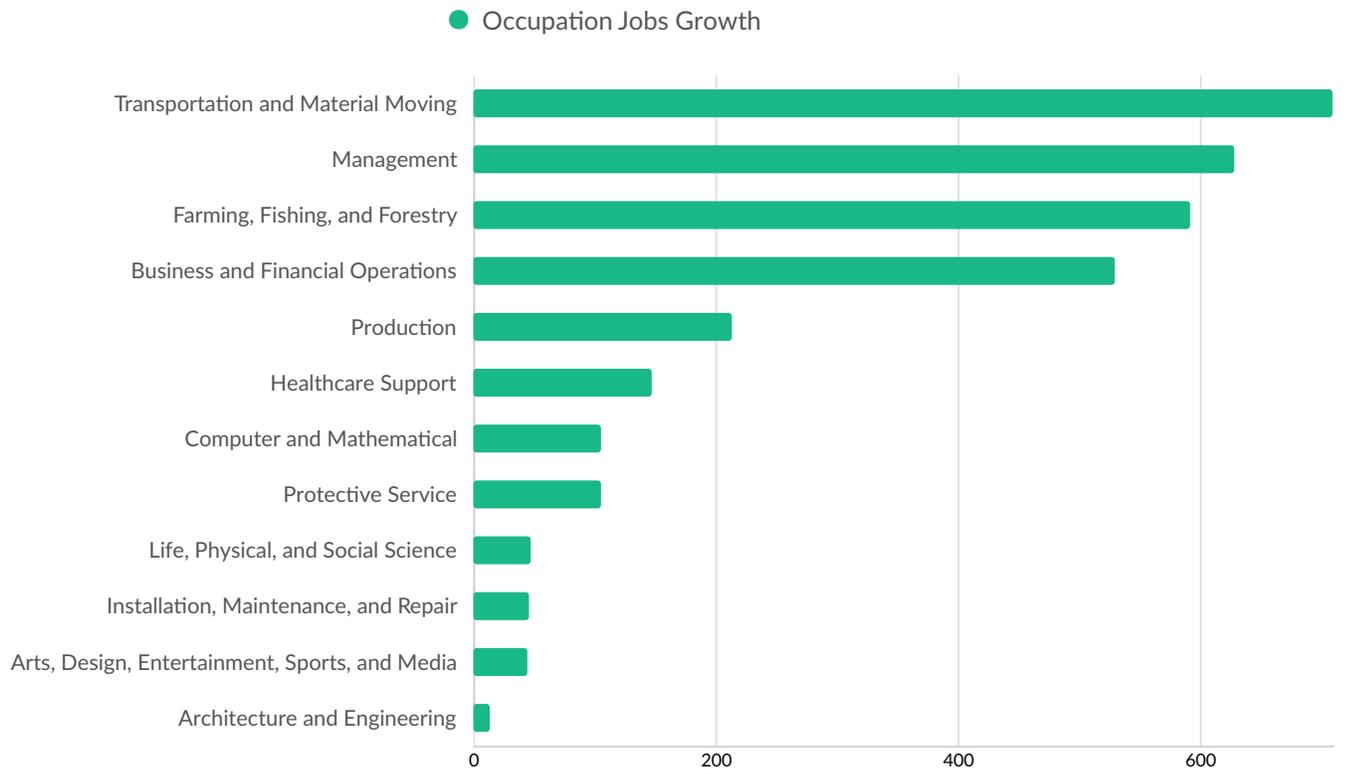
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

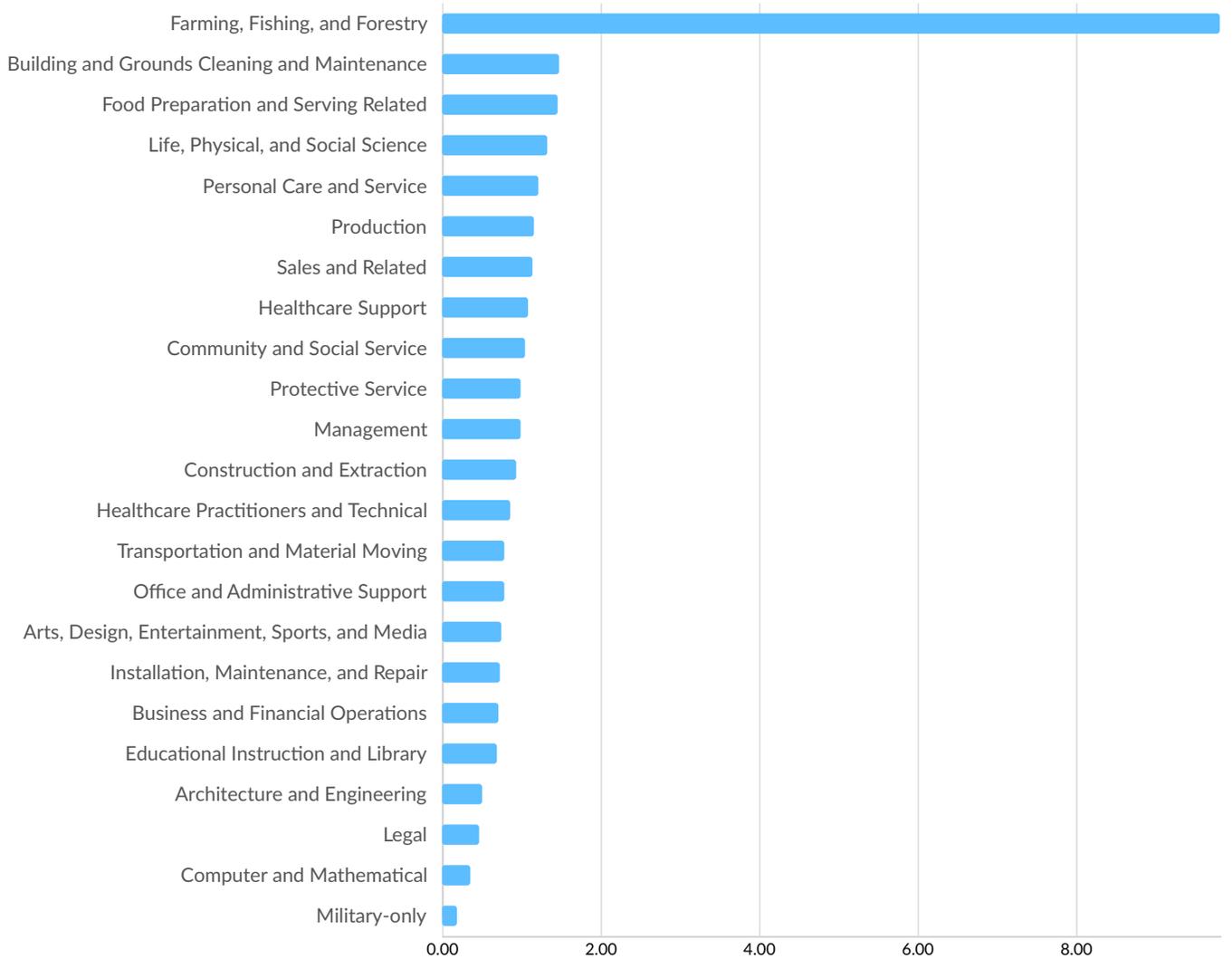


Top Growing Occupations

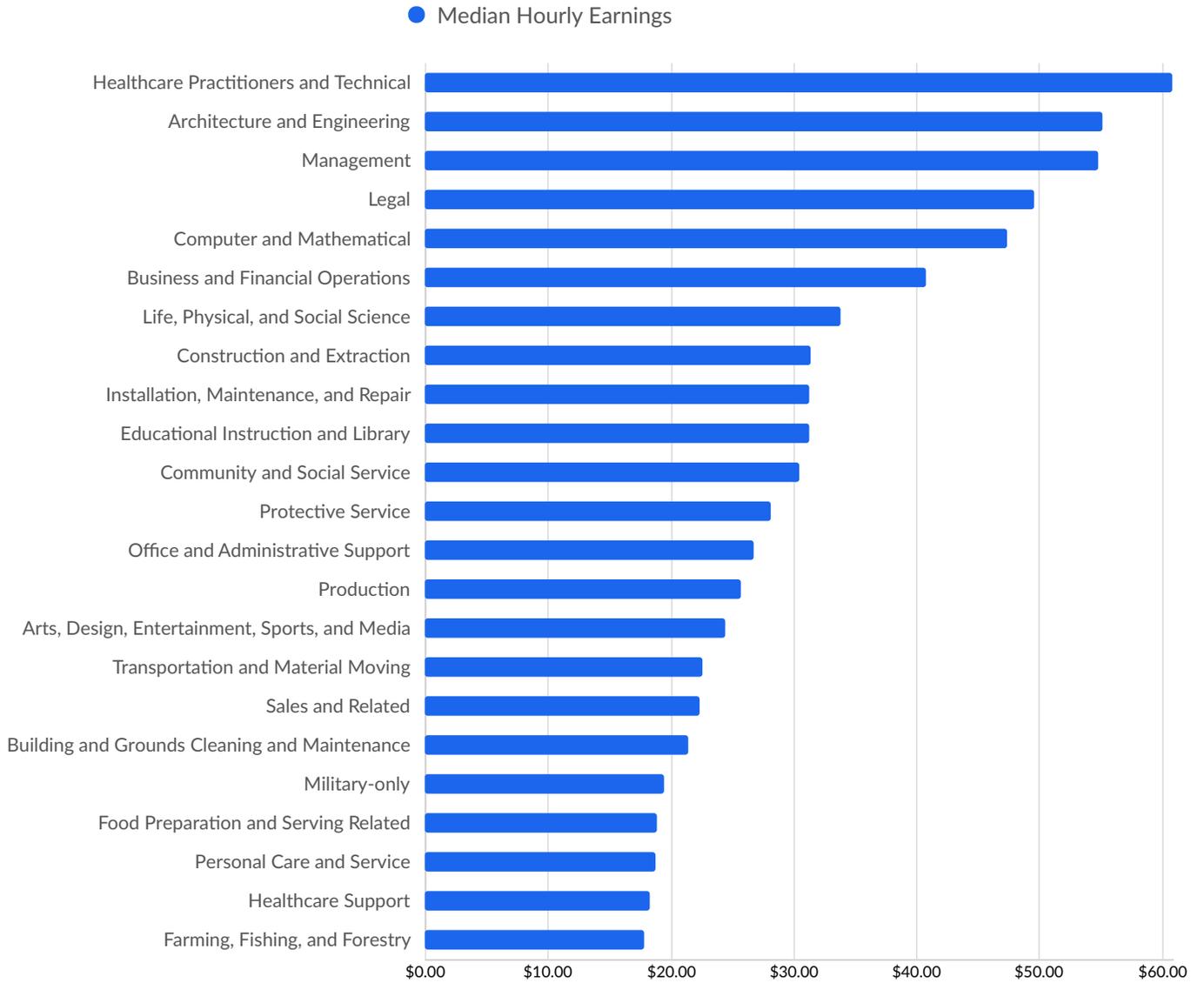


Top Occupation Employment Concentration

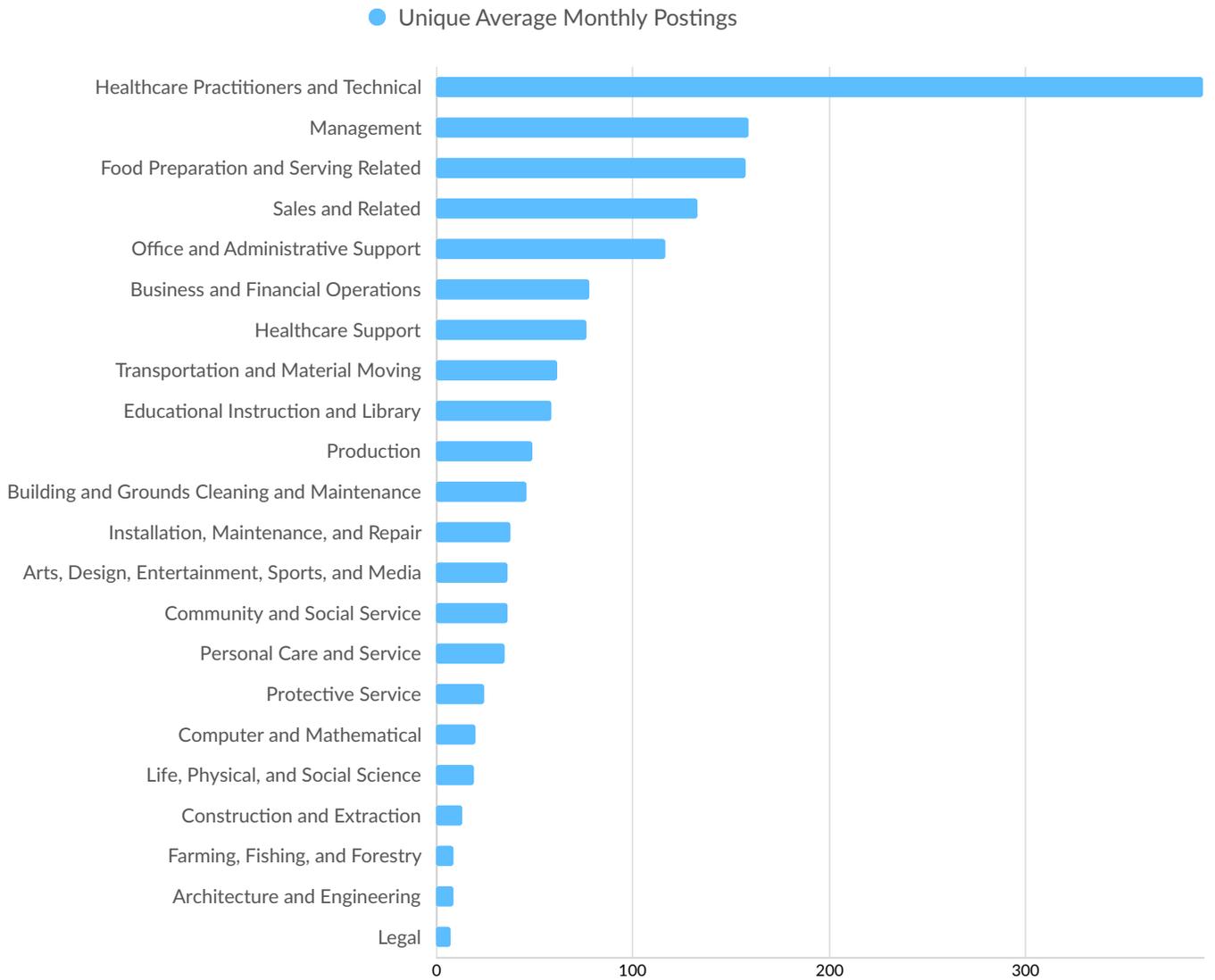
● Occupation Employment Concentration



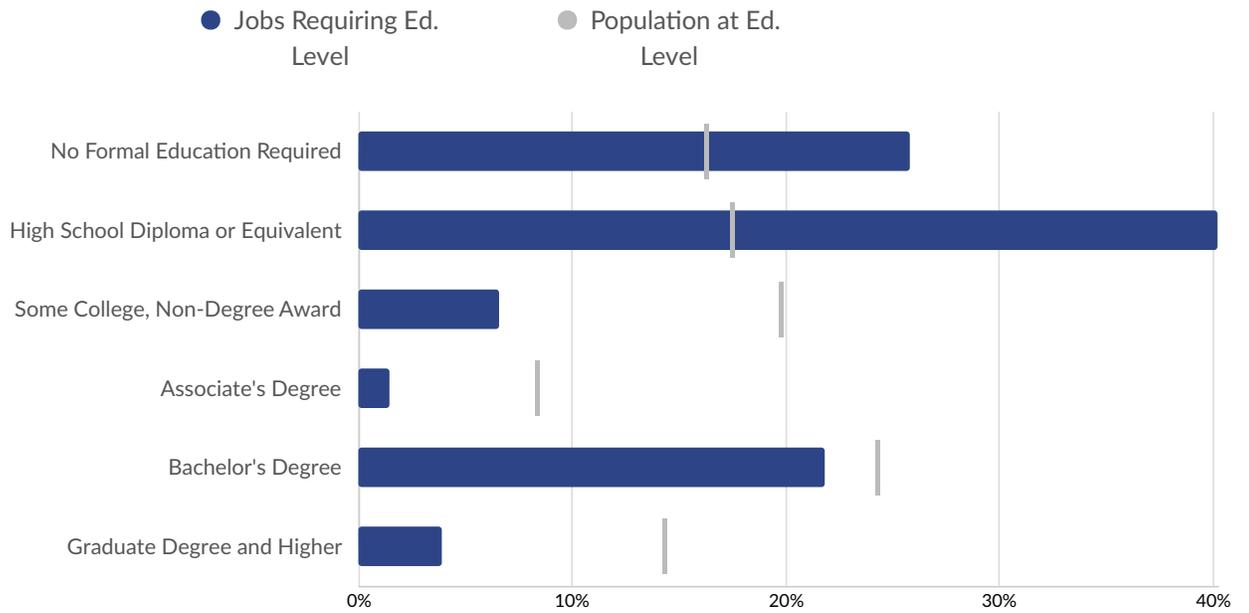
Top Occupation Earnings



Top Posted Occupations

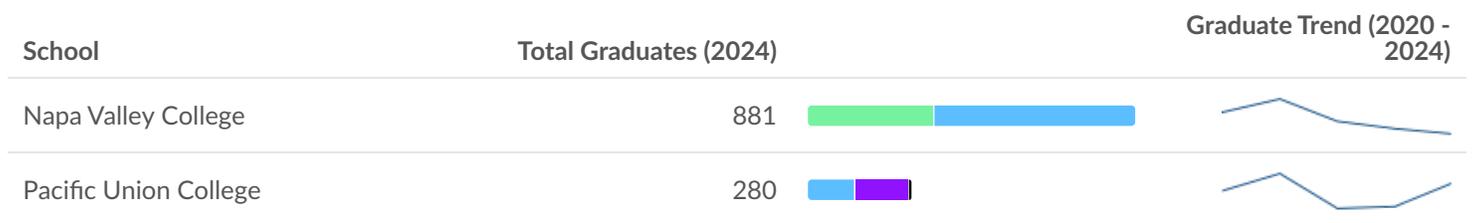


Underemployment



Educational Pipeline

In 2024, there were 1,161 graduates in Napa County, CA. This pipeline has shrunk by 15% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Certificate), "Registered Nursing/Registered Nurse" (Associate's), and "Biological and Physical Sciences" (Associate's).



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

In-Demand Skills

