





# Demographic and Income Profile

Sonoma County, CA  
 Sonoma County, CA (06097)  
 Geography: County

Sonoma County Economic Development

Summary	Census 2010	2020	2025
Population	483,878	492,485	496,946
Households	185,825	187,233	188,462
Families	117,114	117,785	118,495
Average Household Size	2.55	2.57	2.58
Owner Occupied Housing Units	112,280	116,182	117,455
Renter Occupied Housing Units	73,545	71,051	71,007
Median Age	39.8	41.1	41.9
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.18%	0.55%	0.72%
Households	0.13%	0.50%	0.72%
Families	0.12%	0.50%	0.64%
Owner HHs	0.22%	0.65%	0.72%
Median Household Income	1.81%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	12,042	6.4%	10,699	5.7%
\$15,000 - \$24,999	12,045	6.4%	10,534	5.6%
\$25,000 - \$34,999	12,057	6.4%	10,733	5.7%
\$35,000 - \$49,999	18,904	10.1%	17,310	9.2%
\$50,000 - \$74,999	28,773	15.4%	27,498	14.6%
\$75,000 - \$99,999	25,023	13.4%	24,964	13.2%
\$100,000 - \$149,999	35,904	19.2%	37,695	20.0%
\$150,000 - \$199,999	20,754	11.1%	23,529	12.5%
\$200,000+	21,731	11.6%	25,500	13.5%
Median Household Income	\$83,165		\$90,991	
Average Household Income	\$111,140		\$124,102	
Per Capita Income	\$42,408		\$47,218	

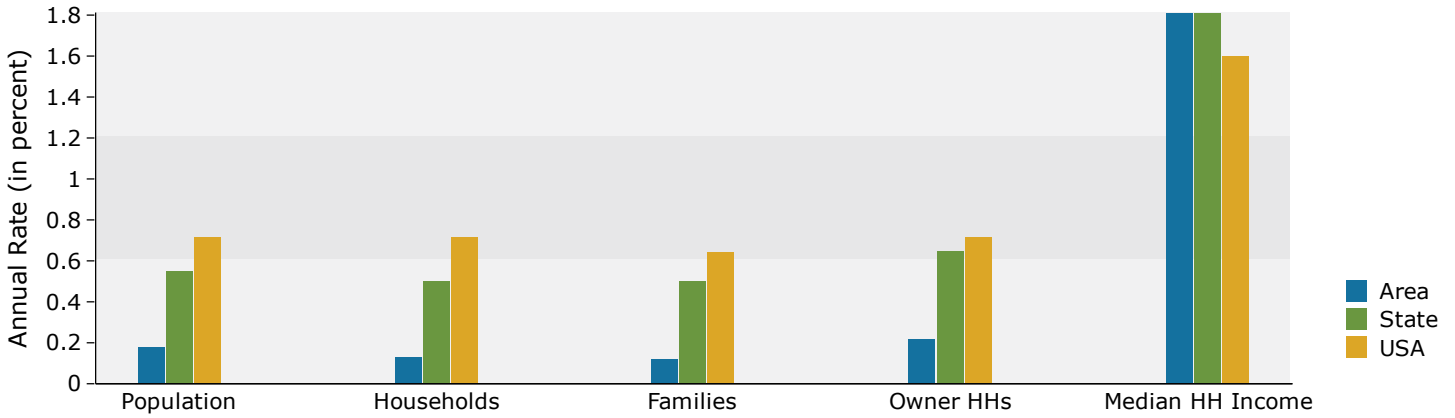
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	28,199	5.8%	26,239	5.3%	26,614	5.4%
5 - 9	29,263	6.0%	26,811	5.4%	26,346	5.3%
10 - 14	29,724	6.1%	28,168	5.7%	27,230	5.5%
15 - 19	33,298	6.9%	29,874	6.1%	28,623	5.8%
20 - 24	32,068	6.6%	28,986	5.9%	27,993	5.6%
25 - 34	61,297	12.7%	68,225	13.9%	65,472	13.2%
35 - 44	60,603	12.5%	59,666	12.1%	65,997	13.3%
45 - 54	73,518	15.2%	59,866	12.2%	56,670	11.4%
55 - 64	68,544	14.2%	70,524	14.3%	64,314	12.9%
65 - 74	35,544	7.3%	56,569	11.5%	60,508	12.2%
75 - 84	20,614	4.3%	25,103	5.1%	34,361	6.9%
85+	11,206	2.3%	12,454	2.5%	12,818	2.6%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	371,412	76.8%	364,183	73.9%	359,140	72.3%
Black Alone	7,610	1.6%	9,026	1.8%	9,710	2.0%
American Indian Alone	6,489	1.3%	6,348	1.3%	6,378	1.3%
Asian Alone	18,341	3.8%	21,859	4.4%	23,782	4.8%
Pacific Islander Alone	1,558	0.3%	1,665	0.3%	1,781	0.4%
Some Other Race Alone	56,966	11.8%	64,693	13.1%	69,957	14.1%
Two or More Races	21,502	4.4%	24,711	5.0%	26,198	5.3%
Hispanic Origin (Any Race)	120,430	24.9%	136,741	27.8%	148,248	29.8%

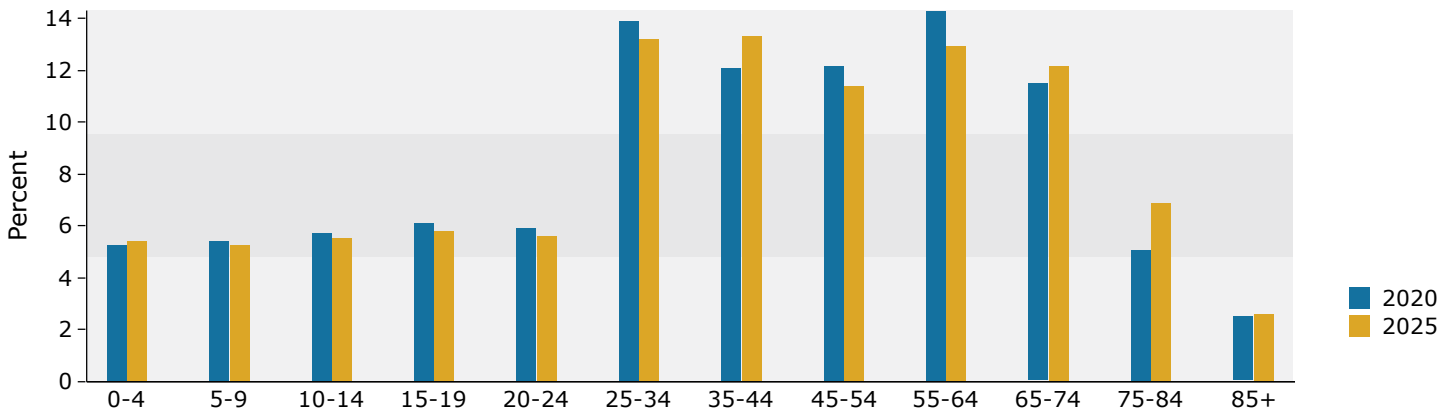
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

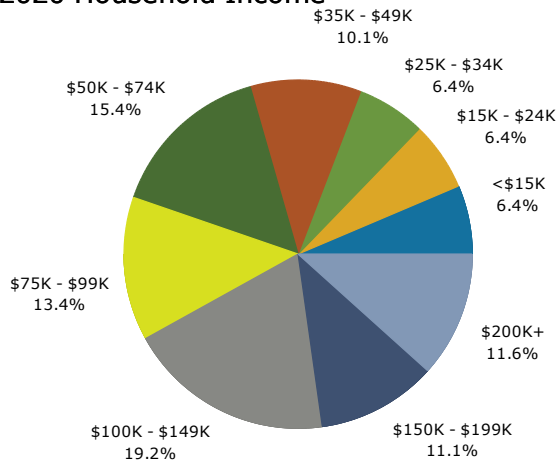
## Trends 2020-2025



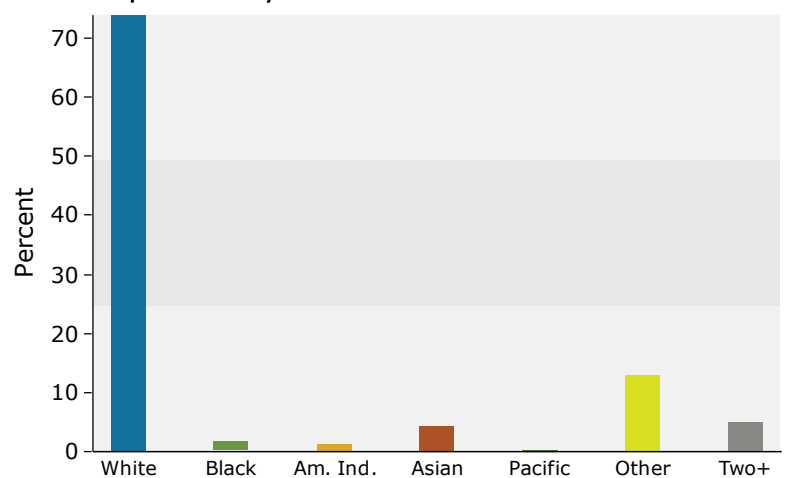
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 27.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



# Household Budget Expenditures

Sonoma County, CA  
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<b>Demographic Summary</b>		<b>2020</b>	<b>2025</b>	
Population		492,485	496,946	
Households		187,233	188,462	
Average Household Size		2.57	2.58	
Families		117,785	118,495	
Median Age		41.1	41.9	
Median Household Income		\$83,165	\$90,991	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	123	\$94,724.92	\$17,735,631,632	100.0%
Food	122	\$11,149.77	\$2,087,604,563	11.8%
Food at Home	122	\$6,524.29	\$1,221,562,535	6.9%
Food Away from Home	123	\$4,625.48	\$866,042,027	4.9%
Alcoholic Beverages	127	\$788.80	\$147,688,514	0.8%
Housing	125	\$30,354.56	\$5,683,375,982	32.0%
Shelter	127	\$24,523.29	\$4,591,568,959	25.9%
Utilities, Fuel and Public Services	119	\$5,831.27	\$1,091,807,023	6.2%
Household Operations	123	\$2,626.21	\$491,713,667	2.8%
Housekeeping Supplies	121	\$937.45	\$175,521,718	1.0%
Household Furnishings and Equipment	122	\$2,657.90	\$497,646,637	2.8%
Apparel and Services	122	\$2,626.53	\$491,772,672	2.8%
Transportation	119	\$10,669.52	\$1,997,686,645	11.3%
Travel	126	\$3,046.88	\$570,476,438	3.2%
Health Care	120	\$6,902.84	\$1,292,439,613	7.3%
Entertainment and Recreation	121	\$3,941.55	\$737,987,551	4.2%
Personal Care Products & Services	123	\$1,126.44	\$210,907,554	1.2%
Education	126	\$2,251.19	\$421,497,526	2.4%
Smoking Products	111	\$446.84	\$83,663,789	0.5%
Lotteries & Pari-mutuel Losses	128	\$68.93	\$12,906,294	0.1%
Legal Fees	130	\$233.91	\$43,796,115	0.2%
Funeral Expenses	117	\$107.43	\$20,114,487	0.1%
Safe Deposit Box Rentals	120	\$5.83	\$1,090,670	0.0%
Checking Account/Banking Service Charges	119	\$37.68	\$7,055,608	0.0%
Cemetery Lots/Vaults/Maintenance Fees	117	\$11.04	\$2,066,460	0.0%
Accounting Fees	134	\$150.28	\$28,138,241	0.2%
Miscellaneous Personal Services/Advertising/Fines	125	\$94.18	\$17,633,880	0.1%
Occupational Expenses	129	\$78.79	\$14,753,018	0.1%
Expenses for Other Properties	129	\$124.23	\$23,259,432	0.1%
Credit Card Membership Fees	132	\$10.48	\$1,962,589	0.0%
Shopping Club Membership Fees	126	\$41.33	\$7,738,275	0.0%
Support Payments/Cash Contributions/Gifts in Kind	123	\$2,877.72	\$538,804,239	3.0%
Life/Other Insurance	119	\$642.11	\$120,224,102	0.7%
Pensions and Social Security	123	\$10,165.97	\$1,903,405,926	10.7%

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 05, 2020



# Tapestry Segmentation Area Profile

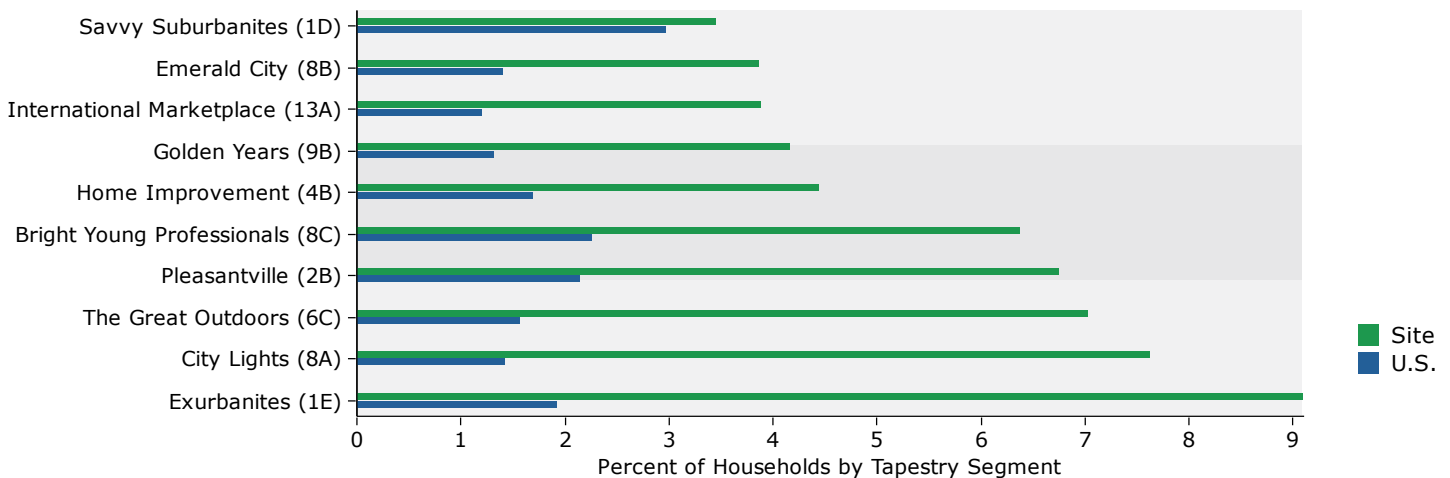
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	9.1%	9.1%	1.9%	1.9%	470
2	City Lights (8A)	7.6%	16.7%	1.4%	3.3%	533
3	The Great Outdoors (6C)	7.0%	23.7%	1.6%	4.9%	447
4	Pleasantville (2B)	6.8%	30.5%	2.1%	7.0%	314
5	Bright Young Professionals (8C)	6.4%	36.9%	2.3%	9.3%	283
	<b>Subtotal</b>	<b>36.9%</b>		<b>9.3%</b>		
6	Home Improvement (4B)	4.4%	41.3%	1.7%	11.0%	261
7	Golden Years (9B)	4.2%	45.5%	1.3%	12.3%	313
8	International Marketplace (13A)	3.9%	49.4%	1.2%	13.5%	323
9	Emerald City (8B)	3.9%	53.3%	1.4%	14.9%	273
10	Savvy Suburbanites (1D)	3.5%	56.8%	3.0%	17.9%	116
	<b>Subtotal</b>	<b>19.9%</b>		<b>8.6%</b>		
11	In Style (5B)	3.3%	60.1%	2.2%	20.1%	146
12	Front Porches (8E)	2.8%	62.9%	1.6%	21.7%	180
13	Set to Impress (11D)	2.8%	65.7%	1.4%	23.1%	202
14	Urban Chic (2A)	2.6%	68.3%	1.3%	24.4%	201
15	The Elders (9C)	2.5%	70.8%	0.7%	25.1%	339
	<b>Subtotal</b>	<b>14.0%</b>		<b>7.2%</b>		
16	Down the Road (10D)	2.5%	73.3%	1.2%	26.3%	215
17	Urban Villages (7B)	2.4%	75.7%	1.0%	27.3%	229
18	Retirement Communities (9E)	2.0%	77.7%	1.2%	28.5%	170
19	Old and Newcomers (8F)	2.0%	79.7%	2.3%	30.8%	85
20	American Dreamers (7C)	1.8%	81.5%	1.5%	32.3%	121
	<b>Subtotal</b>	<b>10.7%</b>		<b>7.2%</b>		
	<b>Total</b>	<b>81.5%</b>		<b>32.4%</b>		<b>251</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri