

For customized demographics for your business, please contact Christine Palmer at 707.565.7296 or cpalmer@sonoma-county.org



# Sonoma County Profile

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)

2011 Business Profile	Sonoma County	CA State	USA
Total Businesses	25,124	1,486,827	12,239,620
Total Daytime Employees	217,095	15,932,470	146,234,700

2011 Resident Summary			
Population	484,768	37,461,000	310,704,322
Population Growth: 2011-16	0.4%	0.7%	0.7%
Households	186,174	12,648,240	117,457,661
Average Household Size	2.55	2.90	2.58
Median Age	40.0	35.2	37.2
Median Household Income	\$64,031	\$57,587	\$50,557
Median Household Income Growth: 2011-16	3.6%	3.4%	2.8%
Owner Occupied Units	57.4%	52.0%	58.0%
Renter Occupied Units	33.3%	40.4%	30.1%

Employed Population 16+ by Industry			
Agriculture/Mining	2.3%	1.9%	1.8%
Construction	8.0%	5.9%	6.5%
Manufacturing	8.9%	9.2%	9.6%
Wholesale Trade	2.7%	3.6%	3.2%
Retail Trade	11.5%	10.9%	11.4%
Transportation/Utilities	3.8%	4.3%	4.9%
Information	2.0%	2.9%	2.3%
Finance, Insurance, Real Estate (FIRE)	8.3%	7.4%	7.1%
Services	48.6%	49.4%	48.0%
Public Administration	3.8%	4.5%	5.1%

Population 25+ by Educational Attainment			
Less than 9th Grade	7.1%	10.5%	6.3%
9th - 12th Grade, No Diploma	6.1%	8.7%	8.5%
High School Graduate	23.0%	22.9%	29.6%
Some College, No Degree	23.8%	20.3%	19.9%
Associate Degree	8.5%	7.7%	7.7%
Bachelor's Degree	20.6%	19.2%	17.7%
Graduate/Professional Degree	10.9%	10.8%	10.4%



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2011 Resident Profile	Sonoma County	CA State	USA	
<b>Ethnicity</b>				
White Alone	76.5%	57.5%	72.4%	
Black Alone	1.6%	6.1%	12.6%	
American Indian Alone	1.3%	1.0%	0.9%	
Asian Alone	3.8%	13.0%	4.7%	
Pacific Islander Alone	0.3%	0.4%	0.2%	
Some Other Race	12.1%	17.1%	6.3%	
Two or More Race	4.5%	4.9%	2.9%	
Hispanic	25.5%	38.0%	16.6%	
<b>Household Type</b>				
Family Households	65.2%	68.9%	68.1%	
Nonfamily Households	34.8%	31.1%	31.9%	
Households with Children	34.0%	39.1%	35.5%	
Households with Persons 65+	24.0%	22.3%	23.4%	
<b>Population by Age</b>				
0 - 4	5.7%	6.7%	6.5%	
5 - 9	6.0%	6.7%	6.6%	
10 - 14	6.1%	6.9%	6.7%	
15 - 19	6.8%	7.5%	7.1%	
20 - 24	6.6%	7.5%	7.0%	
25 - 34	12.7%	14.3%	13.4%	
35 - 44	12.4%	13.8%	13.2%	
45 - 54	15.1%	14.0%	14.5%	
55 - 64	14.3%	11.0%	12.0%	
65 - 74	7.5%	6.3%	7.2%	
75 - 84	4.3%	3.7%	4.2%	
85+	2.3%	1.6%	1.8%	
<b>Annual Household Budget Expenditures</b>				
	<b>Sonoma County</b>		<b>USA</b>	
	<b>Spending Potential Index*</b>	<b>Average Annual Amount Spent</b>	<b>Spending Potential Index*</b>	<b>Average Annual Amount Spent</b>
Total Expenditures	122	\$79,521	100	\$65,090
Food at Home	121	\$5,244	100	\$4,337
Food Away from Home	121	\$3,798	100	\$3,120
Alcoholic Beverages	124	\$688	100	\$553
Housing	127	\$25,090	100	\$19,693
Shelter	130	\$19,957	100	\$15,302
Utilities, Fuel and Public Services	117	\$5,133	100	\$4,391
Household Operations	123	\$1,885	100	\$1,530
Housekeeping Supplies	119	\$808	100	\$680
Household Furnishings/Equipment	111	\$2,215	100	\$1,996
Apparel and Services	87	\$2,014	100	\$2,321
Transportation	119	\$11,611	100	\$9,736
Travel	133	\$2,448	100	\$1,835
Health Care	118	\$4,271	100	\$3,611
Entertainment and Recreation	126	\$3,951	100	\$3,124
Personal Care Products & Services	123	\$834	100	\$676
Education	123	\$1,452	100	\$1,182
Life/Other Insurance	119	\$483	100	\$404
Pensions and Social Security	124	\$7,889	100	\$6,382
*Spending Potential Index (SPI) represents the annual amount spent for a product or service related to the national average of 100. A SPI greater than 100 is above the national average. A SPI less than 100 is below the national average.				
Source: 2012 ESRI Business Analyst Online				