Sonoma County 2022

Santa Rosa
City Snapshot

178,465 People

34.5% of residents are of Hispanic origin

38.6 MEDIAN AGE

$44,951 PER CAPITA INCOME

22.9% of residents have a Bachelor's Degree

66,973 Households

BY INCOME:

- > $150K: 22.8%
- $100K-$150K: 20.4%
- $75K-$100K: 16.0%
- $50K-$75K: 17.0%
- $25K-$50K: 15.2%
- < $25K: 8.7%

38.9% of income consumption is spent on housing

$87,505 MEDIAN HOUSEHOLD INCOME

8,761 Businesses

TOP INDUSTRIES BY EMPLOYMENT:

- Health Care: 16.4%
- Retail Trade: 16.1%
- Accommodation and Food: 8.3%
- Professional/Scientific/Tech: 7.2%
- Manufacturing: 6.0%

2,440 Homes sold

$675,000 median home sales price

26 Average days on market

6.1% Housing vacancy rate

4.4% Unemployment Rate

64.7% Labor Force Participation Rate

22.4% Age 65+

Data Sources: U.S. Census Bureau, Esri Business Analyst Online, Economic Development Department (EDD), Bay Area Real Estate Information Services (BAREIS). Design Sources: IAE Regional Infographic Series, LAEDC