

Table 1. Labor Force and Employment in the Santa Rosa-Petaluma HMA, 2000 Through December 2012

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	12 Months Ending	
													December 2011	December 2012
Labor force	253.3	257.9	258.1	254.8	255.0	253.9	254.6	257.7	260.1	256.6	256.3	256.4	256.4	256.9
Resident employment	244.8	248.4	244.9	240.9	242.3	242.6	244.5	246.5	245.2	231.9	229.5	231.2	231.2	234.9
Unemployment	8.5	9.5	13.1	13.9	12.7	11.3	10.2	11.2	14.9	24.7	26.8	25.2	25.2	22.0
Unemployment rate (%)	3.4	3.7	5.1	5.5	5.0	4.5	4.0	4.3	5.7	9.6	10.5	9.8	9.8	8.6
Total nonfarm payroll jobs	186.1	189.8	186.6	183.2	184.9	186.4	189.1	190.4	185.6	170.5	166.7	168.9	168.9	170.6
Goods-producing sectors	43.7	44.3	40.9	38.6	38.1	37.9	37.8	36.7	35.0	30.1	28.9	28.9	28.9	28.4
Mining, logging, & construction	13.5	14.0	13.6	13.3	14.0	14.4	14.9	14.7	13.0	9.9	9.0	8.8	8.8	8.8
Manufacturing	30.2	30.4	27.3	25.3	24.2	23.5	22.9	22.0	22.0	20.2	19.9	20.2	20.2	19.6
Service-providing sectors	142.4	145.4	145.7	144.7	146.8	148.5	151.4	153.7	150.6	140.4	137.8	140.0	140.0	142.2
Trade	29.5	30.1	30.0	30.1	30.3	31.1	31.3	31.9	30.8	28.3	28.1	28.6	28.6	29.4
Wholesale trade	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Retail trade	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Transportation & utilities	4.1	4.0	4.1	3.8	3.9	3.7	4.2	4.5	4.4	4.0	3.9	3.8	3.8	3.9
Information	4.1	4.5	4.2	4.0	4.3	3.7	3.2	3.0	2.8	2.6	2.5	2.5	2.5	2.6
Financial activities	10.2	10.4	10.3	10.3	10.0	9.8	9.7	9.3	8.5	7.8	7.7	7.6	7.6	7.4
Professional & business services	20.6	20.0	19.0	19.0	19.6	20.4	22.1	23.0	22.1	18.3	18.8	18.0	18.0	17.9
Education & health services	22.0	22.9	23.3	22.7	22.5	22.8	23.1	23.5	24.2	24.1	24.1	24.5	24.5	25.1
Leisure & hospitality	17.9	18.7	19.7	19.9	20.2	20.5	20.7	21.0	21.0	20.1	20.1	20.5	20.5	21.9
Other services	6.4	6.8	6.7	6.4	6.4	6.2	6.3	6.4	6.4	6.1	5.9	6.1	6.1	6.3
Government	27.6	28.0	28.4	28.5	29.7	30.4	30.7	31.1	30.4	29.2	26.8	28.4	28.4	27.6

Notes: Numbers may not add to totals because of rounding. Data are reported in thousands.

Source: U.S. Bureau of Labor Statistics

**Table 2. Population and Household Trends in the Santa Rosa-Petaluma HMA, 2000 to January 1, 2016**

	2000	2010	Current	Forecast	Average Annual Change					
					2000 to 2010		2010 to Current		Current to Forecast	
					Number	Rate (%)	Number	Rate (%)	Number	Rate (%)
<b>Population</b>										
Santa Rosa-Petaluma HMA	458,614	483,878	492,300	502,200	2,525	0.5	3,075	0.6	3,300	0.7
City of Santa Rosa submarket	149,260	167,815	170,800	174,300	1,850	1.2	1,075	0.6	1,175	0.7
Balance of Sonoma County submarket	309,354	316,063	321,500	327,900	670	0.2	1,975	0.6	2,125	0.7
<b>Households</b>										
Santa Rosa-Petaluma HMA	172,403	185,825	189,400	193,500	1,350	0.8	1,300	0.7	1,375	0.7
City of Santa Rosa submarket	56,036	63,590	64,750	66,050	760	1.3	420	0.7	430	0.7
Balance of Sonoma County submarket	116,367	122,235	124,700	127,500	590	0.5	900	0.7	930	0.7

Notes: Numbers may not add to totals because of rounding. Current date: January 1, 2013. Forecast date: January 1, 2016. Rates of change are calculated on a compound basis.

Sources: 2000 and 2010—2000 Census and 2010 Census; current and forecast—estimates by analyst

**Table 3. Housing Inventory, Tenure, and Vacancy in the Santa Rosa-Petaluma HMA, 2000, 2010, and Current**

	Santa Rosa-Petaluma HMA			City of Santa Rosa Submarket			Balance of Sonoma County Submarket		
	2000	2010	Current	2000	2010	Current	2000	2010	Current
Total housing inventory	183,421	204,572	206,200	57,578	67,396	68,050	125,843	137,176	138,200
Occupied units	172,403	185,825	189,400	56,036	63,590	64,750	116,367	122,235	124,700
Owners	110,475	112,280	111,900	32,798	34,427	33,900	77,677	77,853	77,950
%	64.1	60.4	59.1	58.5	54.1	52.4	66.8	63.7	62.5
Renters	61,928	73,545	77,500	23,238	29,163	30,850	38,690	44,382	46,700
%	35.9	39.6	40.9	41.5	45.9	47.6	33.2	36.3	37.4
Vacant units	11,018	18,747	16,850	1,542	3,806	3,300	9,476	14,941	13,500
Available units	2,432	6,145	4,825	727	2,271	1,800	1,705	3,874	3,025
For sale	887	2,142	1,575	235	716	550	652	1,426	1,025
Rate (%)	0.8	1.9	1.4	0.7	2.0	1.6	0.8	1.8	1.3
For rent	1,545	4,003	3,250	492	1,555	1,250	1,053	2,448	2,000
Rate (%)	2.4	5.2	4.0	2.1	5.1	3.9	2.6	5.2	4.1
Other vacant	8,586	12,602	12,000	815	1,535	1,500	7,771	11,067	10,500

Notes: Numbers may not add to totals because of rounding. Current date: January 1, 2013.

Sources: 2000 and 2010—2000 Census and 2010 Census; current—estimates by analyst

**Table 4. Residential Building Permit Activity in the Santa Rosa-Petaluma HMA, 2000 Through December 2012**

Type of Building Permit	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	12 Months Ending	
													December 2011	December 2012
<b>Santa Rosa-Petaluma HMA</b>														
Total	3,131	2,583	1,926	2,252	1,929	2,805	1,912	1,601	612	442	477	632	556	540
Single-family	2,013	1,717	1,350	1,503	1,342	1,598	1,357	910	544	371	287	449	416	292
Multifamily	1,118	866	576	749	587	1,207	555	691	68	71	190	183	140	248
<b>City of Santa Rosa submarket</b>														
Total	1,478	1,569	801	756	612	1,205	868	840	197	101	224	255	255	220
Single-family	865	997	534	489	494	520	494	368	150	101	86	185	185	86
Multifamily	613	572	267	267	118	685	374	472	47	0	138	70	70	134
<b>Balance of Sonoma County submarket</b>														
Total	1,653	1,014	1,125	1,496	1,317	1,600	1,044	761	415	341	253	377	301	320
Single-family	1,148	720	816	1,014	848	1,078	863	542	394	270	201	264	231	206
Multifamily	505	294	309	482	469	522	181	219	21	71	52	113	70	114

Note: Numbers may not add to totals because of rounding.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

**Table 5.** Median Income in the Santa Rosa-Petaluma HMA, 1999, 2009, and 2011

	Median Income (\$)			Average Annual Change (%)	
	1999	2009	2011	1999 to 2009	2009 to 2011
Median Family Income	55,900	80,200	81,500	3.7	0.8
Median household income	52,798	59,055	61,020	1.1	1.7

Sources: Median Family Income—U.S. Department of Housing and Urban Development, Office of Policy Development and Research; 1999 median household income—2000 Census; 2009 and 2011 median household income—U.S. Census Bureau, 2009 and 2011 American Community Survey 1-year data