

Healdsburg, California

Indicators Report

by
The National Economic Education Delegation (NEED)

April 20, 2024

Exploring the economics, demographics, and well-being of Healdsburg and its residents through indicators.

This report was produced by the:

National Economic Education Delegation
271 Arias St.
San Rafael, CA 94903
415-336-5705
www.NEEDEcon.org
Contact: Jon@NEEDEcon.org

Executive Summary

Assessing the City with Indicators

About this Report

This report provides background or summary information for the city of Healdsburg (the City) in the form of indicators.

Using this Report

Indicators are measures of various aspects of a regional economy. They help to provide an indication of the quality of life in a region and progress toward improving conditions in the local economy. This report focuses on indicators

for changing demographics, incomes, housing markets, commute patterns, and employment in Healdsburg. These indicators are compared to Sonoma County (the County) as a whole, a broader region where one is well defined, California, and the United States.

This report is vital for understanding trends in the underlying economy. It does not provide forecasts, but Rob Eyler and Jon Haveman at Economic Forensics and Analytics are available to provide them if that is of interest.

Topics Covered:

- **Demographics:** A detailed snapshot of Healdsburg demographics is presented. This provides evidence on the size, age and sex, income and poverty status, race and ethnicity, housing status, living arrangements, education, health, and transportation choices of the population. Beyond the current population level, data on trends in local population growth, in comparison with other broader regions is presented, in both tabular and graphical form.
- **Employment Report:** Here, we provide a brief snapshot of employment and unemployment in Healdsburg and how the City's experience differs from broader regions.
- **Income and Earnings:** Vital to understanding the prosperity of a city relative to its surrounding area is information on income and earnings. We provide a ranking of the City's income relative to all cities in California as well as growth relative to local regions. Inequality and poverty status are also important indicators for the level of equity in the community. We provide evidence of trends in both, not only for all residents, but also for children separately.
- **Housing:** This section provides evidence on the cost and availability of housing. Both median home values and rental costs are included, along with detailed information on home ownership, by age and income, in particular. Further, evidence is provided on the housing burden in the City, again, in comparison with other broader regions. We also provide evidence on the rate at which new buildings and units are permitted along with a broader housing picture. Finally, we provide evidence on the age of the housing stock in Healdsburg, along with information on how long the City's residents have been in place.
- **Transportation:** Increasingly important, in the wake of the pandemic, is an understanding of the transportation patterns and choices of local residents. We provide detailed evidence on the proportion of residents who work from home and on the various transportation choices of those who head to the office. This information is also provided for those who work in Healdsburg, but do not necessarily live in Healdsburg.
- **Migration:** Population changes comes primarily through organic causes: births and deaths. Migration between regions also plays a significant role in population growth. A final section of the report provides evidence on migration into and out of the City.

Contents

Executive Summary	1
Assessing the City with Indicators	1
Demographics	3
A Demographic Snapshot	3
Current Population	5
Employment Report	8
Citywide Employment and Unemployment	8
County Employment by Industry	9
Some Employee Detail	10
Income and Earnings	16
Per Capita Personal Income Growth	16
Poverty and Inequality	19
Housing	21
Housing Costs and Affordability	21
Housing Picture	25
Vintage of Residential Housing	27
Occupation of Residential Housing	29
Residential Permitting	31
Commute Patterns	34
Mode of Transportation	34
Commute Times for Employed Residents	36
Commute Times for Those Employed in the City	37
Place of Work	38
Commute Mode by Income	40
Commute Mode by Poverty Status	41
Migration	42
Overall Migration Flows	42
Demographics of Migration Flows	44
References and Sources	46

Demographics

Definition:

Data on the demographics of a city indicate the nature of the population, with a focus on age, gender, race and ethnicity, as well as household composition.

Why is it important?

The characteristics and growth of Healdsburg's population are fundamental indicators of the city's growth potential.

A Demographic Snapshot

Statistic	2022	2019
POPULATION		
Population Estimate (#, 5yr)	11,481.0	11,845.0
Veterans (#, 5yr)	513.0	762.0
Foreign born persons (% , 5yr)	15.2	15.1
Population age 25+ (#, 5yr)	8,630.0	8,825.0
AGE AND SEX		
Persons under 5 years (% , 5yr)	4.7	4.4
Persons under 18 years (% , 5yr)	15.7	17.7
Persons 65 years and over (% , 5yr)	27.6	22.5
Female persons (% , 5yr)	53.1	52.1
INCOME AND POVERTY		
Median household income (\$, 5yr)	94,799.0	96,016.0
Per capita income in past 12 months (\$, 5yr)	56,833.0	53,126.0
Persons in poverty (% , 5yr)	10.8	5.8
Children age less than 18 in poverty (#, 5yr)	288.0	96.0
Children age less than 18 in poverty (% , 5yr)	16.0	4.6
RACE AND ETHNICITY		
White alone (% , 5yr)	72.0	78.4
African American alone (% , 5yr)	0.0	0.0
American Indian or Alaska Native alone (% , 5yr)	0.2	0.5
Asian alone (% , 5yr)	1.9	1.8
Native Hawaiian and Other Pacific Islander alone (% , 5yr)	0.2	0.1
Two or More Races (% , 5yr)	7.4	3.4
Hispanic or Latino (% , 5yr)	27.8	31.0
White alone, not Hispanic or Latino (% , 5yr)	65.6	63.8
HOUSING		
Housing units (#, 5yr)	5,668.0	5,289.0
Owner-occupied housing units (% , 5yr)	57.2	60.5
Median value of owner-occupied housing units (\$, 5yr)	933,400.0	724,700.0
Median selected monthly owner costs-with a mortgage (\$, 5yr)	3,228.0	2,574.0
Median selected monthly owner costs-without a mortgage (\$, 5yr)	847.0	602.0
Median gross rent (\$, 5yr)	2,167.0	1,736.0
FAMILIES AND LIVING ARRANGEMENTS		
Households (#, 5yr)	4,838.0	4,635.0
Persons per household (#, 5yr)	2.3	2.5
Living in same house 1 year ago, % of persons age 1+ (5yr)	86.1	85.6
EDUCATION		
High school graduate or higher, % of persons age 25+ (5yr)	90.7	93.1
Bachelor's degree or higher, % of persons age 25+ (5yr)	44.0	43.7
HEALTH		
With a disability, under age 65 years (#, 5yr)	597.0	628.0
Persons without health insurance, under age 65 years (% , 5yr)	7.7	6.9
LABOR FORCE		
In civilian labor force, persons age 16+ (% , 5yr)	59.3	66.9
In civilian labor force, women age 16+ (% , 5yr)	55.5	63.0
Employed, persons age 16+ (% , 5yr)	52.7	62.2
Self employed (% , 5yr)	13.5	13.7
TRANSPORTATION		
Mean travel time to work, workers age 16+ (Mins., 5yr)	14.3	21.7
Drive alone in private vehicle (% , 5yr)	65.1	73.3
Using public transportation (% , 5yr)	1.4	0.9
Worked from home (% , 5yr)	21.7	7.8

Source: American Community Survey, Summary Files

Note: Data are from the 1-year files unless indicated by the notation 5yr.

Current Population

The data in these two tables and the following two graphs are from the CA Department of Finance (DOF). The DOF produces population estimates for geographies around California twice a year: January and July. As estimates for cities are only available in January, these two tables are based on the January data. The remaining figures are from the American Community Survey (ACS), provided annually by the U.S. Bureau of the Census.

Table 1. Population Change by Region
(Thousands, January to January)

Region	2023 Population	% Change		
		1 Year	3 Year	5 Year
City				
Healdsburg	10,914	-0.72	-8.29	-10.78
County and Broader Regions				
Sonoma County	478,174	-0.51	-2.68	-4.91
Bay Area	7,548,792	-0.45	-2.58	-2.62
California	38,940,231	-0.35	-1.79	-2.01

Source: CA DOF; Calculations by National Economic Education Delegation

Table 2. County Population Change by City
(Thousands, January to January)

City	2022	2023	% Change		
			Local	Bay Area	California
Sonoma County	480.6	478.2	-0.51	-0.45	-0.35
Santa Rosa	175.4	174.5	-0.47		
Petaluma	58.6	58.3	-0.39		
Rohnert Park	43.7	43.7	-0.02		
Windsor	25.8	25.6	-1.07		
Healdsburg	11.0	10.9	-0.72		
Sonoma	10.8	10.7	-1.18		
Cloverdale	8.9	8.8	-0.92		
Cotati	7.4	7.4	-0.67		
Sebastopol	7.4	7.3	-1.14		

Source: CA DOF; Calculations by National Economic Education Delegation

Figure 1: Population Growth (1)

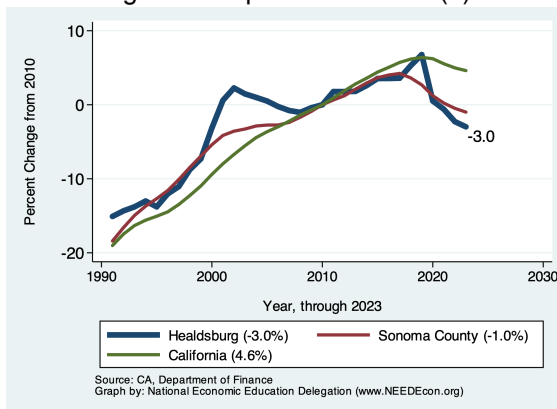


Figure 2: Population Growth (2)

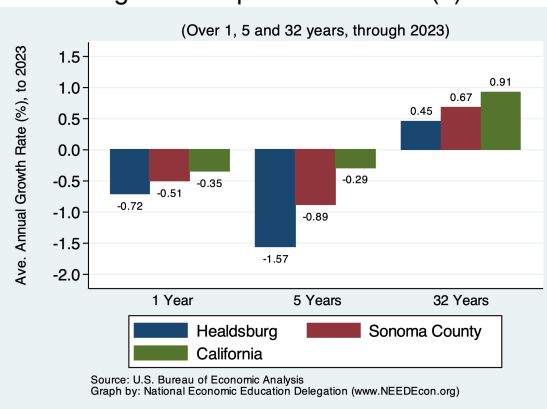


Figure 3: Population by Age - Detailed Age Categories

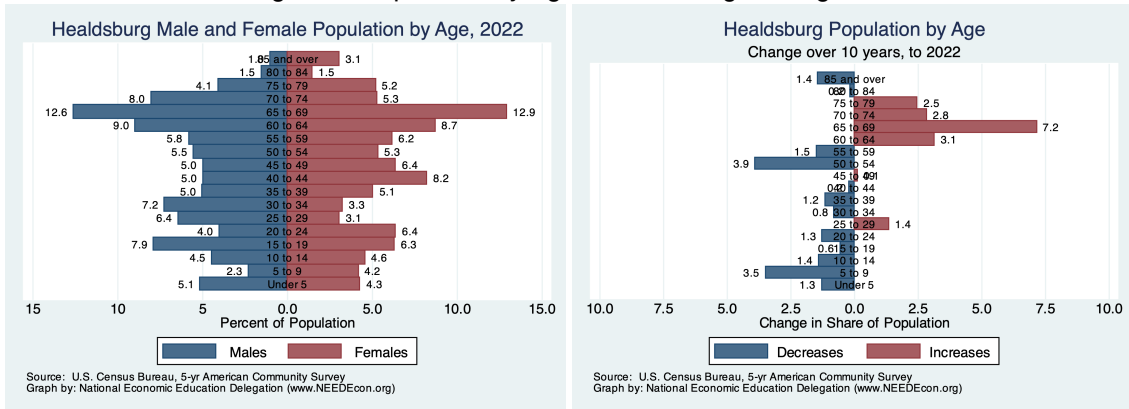


Figure 4: Population by Age - Broad Age Categories

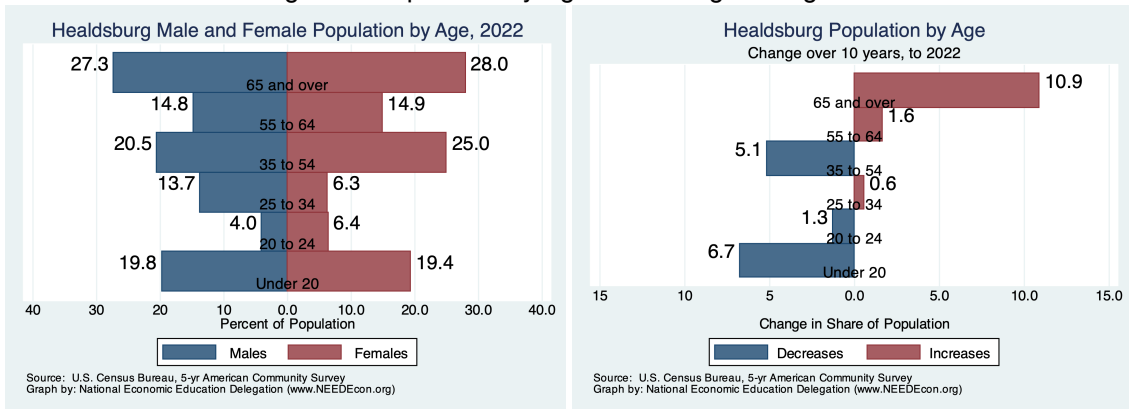


Figure 5: Population by Educational Attainment

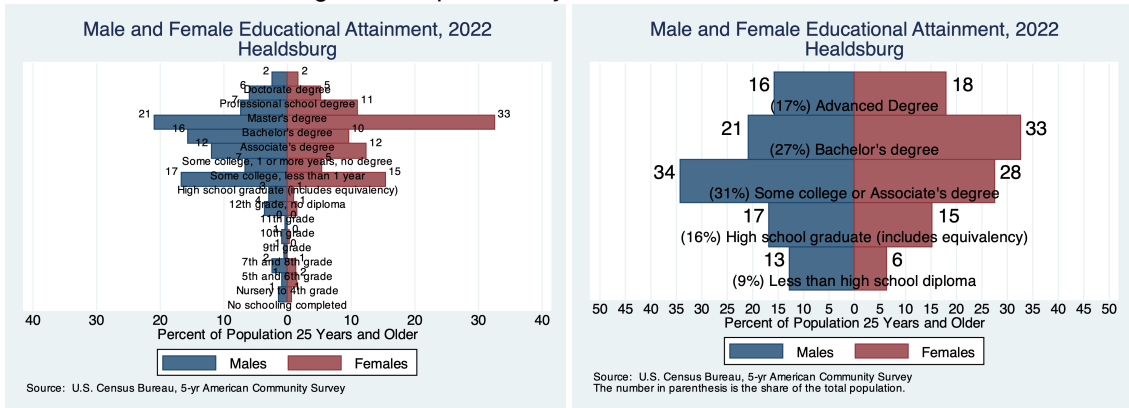


Figure 6: Population by Race/Ethnicity

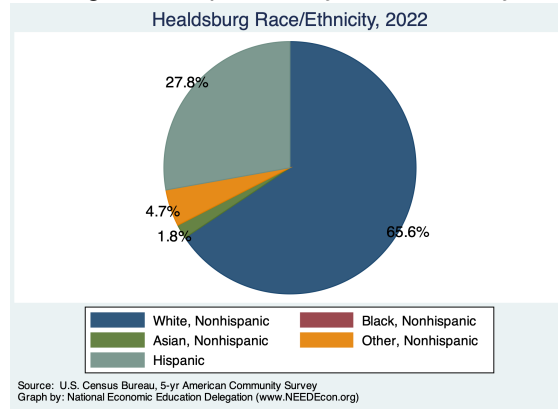
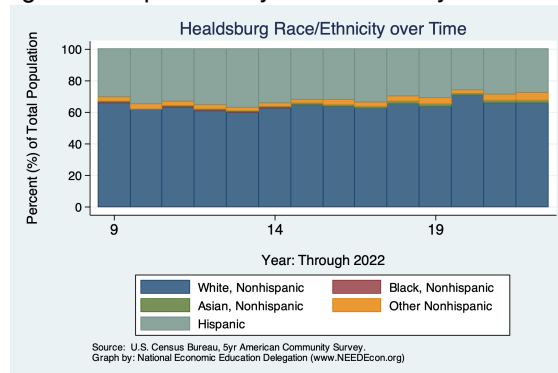


Figure 7: Population by Race/Ethnicity Over Time



Employment Report

Citywide Employment and Unemployment

Definition:

Each month, California's Employment Development Division (EDD) publishes an update on employment in California and in MSAs, counties, and cities all across the state. The report focuses primarily on non-farm employment, providing estimates of changes in em-

ployment by industry as well as unemployment in each region. Data for cities is limited to aggregate employment, labor force, and unemployment data. Those are reported below.

Why is it important?

Employment growth is a fundamental indicator of the health of an economy.

Table 3. Healdsburg Summary for March, 2024

Category	Current Value	Change From:		
		Last Month	2 Months Ago	Last Year
Employment	8,924	-30	-53	-103
Labor Force	9,644	9	15	96
Number Unemployed	678	-4	21	97
Unemployment Rate	7.0	-0.0	0.2	0.9

Source: EDD, National Economic Education Delegation

Figure 8: Historical Employment and Unemployment - Last 12 Months



Figure 9: Employment and Unemployment - Last 12 Months



Figure 10: Relative Employment Growth Across Regions - since 2010

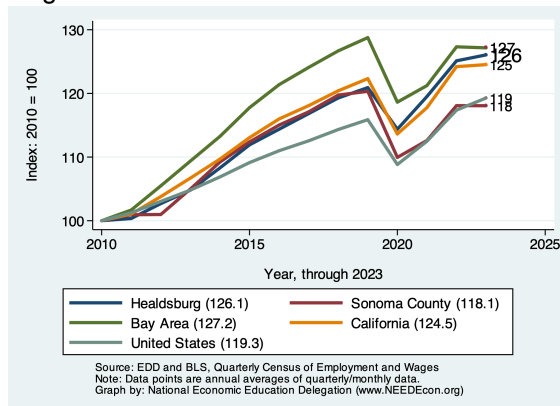
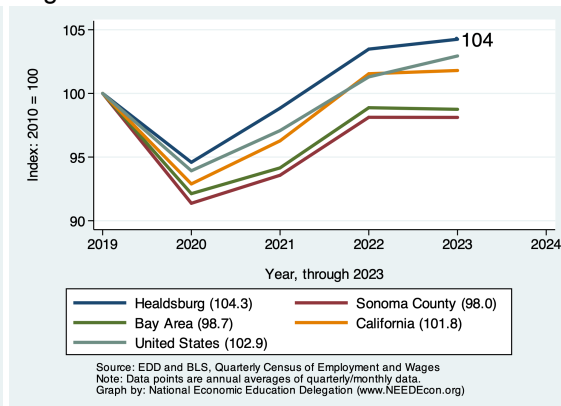


Figure 11: Relative Employment Growth Across Regions - since 2019



County Employment by Industry

California's Employment Development Division (EDD) does not regularly produce data on employment by industry for cities. However, we are able to report industry-level employment data for Sonoma County. The following table provides the latest data for the County.

Table 4. Employment Growth by Industry in Sonoma County for March, 2024

Industry	Employment	Share	Empl Growth	% Growth - Annualized Rate					
				Month	Qtr	6mo	1yr	3yr	5yr
Total Nonfarm	209,486	100.0	-97.9	-0.6	2.6	3.5	2.3	3.3	0.1
Total Private	181,380	86.6	-223.2	-1.5	1.1	3.1	2.1	3.1	0.3
Goods Producing	39,851	19.0	-59.9	-1.8	0.0	3.1	1.9	0.9	0.1
Mining, Logging and Construction	16,850	8.0	216.7	16.8	4.2	4.8	4.4	0.8	0.5
Mining and Logging	200	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Construction	16,528	7.9	235.7	18.8	-0.3	3.0	4.4	0.8	0.5
Manufacturing	23,040	11.0	-127.1	-6.4	-2.3	2.6	-0.0	0.7	-0.3
Durable Goods	8,755	4.2	-87.5	-11.2	-4.0	-2.9	-3.4	-0.3	-0.6
Non-Durable Goods	14,295	6.8	-48.9	-4.0	-1.2	6.0	2.1	1.4	-0.1
Service Providing	169,624	81.0	-107.5	-0.8	3.1	3.5	2.4	3.9	0.1
Trade, Trans & Utilities	34,539	16.5	-60.5	-2.1	3.2	2.0	-0.0	-0.7	-0.9
Wholesale Trade	6,580	3.1	-42.2	-7.4	-7.6	-4.0	-4.3	-4.3	-2.7
Retail Trade	23,203	11.1	21.6	1.1	4.4	2.9	0.8	-0.2	-1.0
Information	2,400	1.1	0.0	0.0	-15.1	-7.8	-4.0	1.4	-1.5
Financial Activities	8,008	3.8	64.7	10.2	7.1	7.1	2.4	3.1	-1.6
Finance & Insurance	4,035	1.9	48.8	15.7	-5.0	1.6	-2.4	-2.3	-2.9
Professional & Business Svcs	24,853	11.9	102.8	5.1	2.9	4.3	-0.6	2.4	1.3
Prof, Sci, & Tech	9,671	4.6	30.9	3.9	0.9	3.4	0.9	1.3	0.1
Admin & Support Svcs	11,797	5.6	48.2	5.0	2.2	3.2	-2.6	3.2	1.9
Educational & Health Svcs	37,983	18.1	59.8	1.9	3.7	4.1	6.5	3.8	1.6
Health Care & Social Assistance	35,907	17.1	24.8	0.8	3.3	5.2	7.6	3.7	1.8
Leisure & Hospitality	26,066	12.4	-469.2	-19.3	-1.6	1.5	1.6	12.6	0.2
Accommodation & Food Svcs	21,977	10.5	-524.7	-24.7	-1.2	2.8	1.4	11.4	0.1
Other Svcs	7,881	3.8	80.0	13.0	7.0	7.7	5.4	9.4	1.8
Government	27,979	13.4	93.3	4.1	11.6	4.5	3.1	4.4	-1.1
Federal	1,300	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State	2,943	1.4	-51.6	-18.8	-10.4	-5.5	-2.9	3.0	-4.8
Local	23,740	11.3	135.6	7.1	16.1	5.8	4.1	4.9	-0.5
County	4,987	2.4	21.5	5.3	4.4	6.3	4.2	1.3	0.7
City	2,752	1.3	35.0	16.6	4.0	3.5	4.0	2.8	1.7
Local Government Education	11,780	5.6	26.5	2.7	27.4	4.1	2.2	6.3	-2.2

Source: EDD, National Economic Education Delegation (NEED)

Some Employee Detail

Employed in Healdsburg

Figure 12: Employment by Occupation

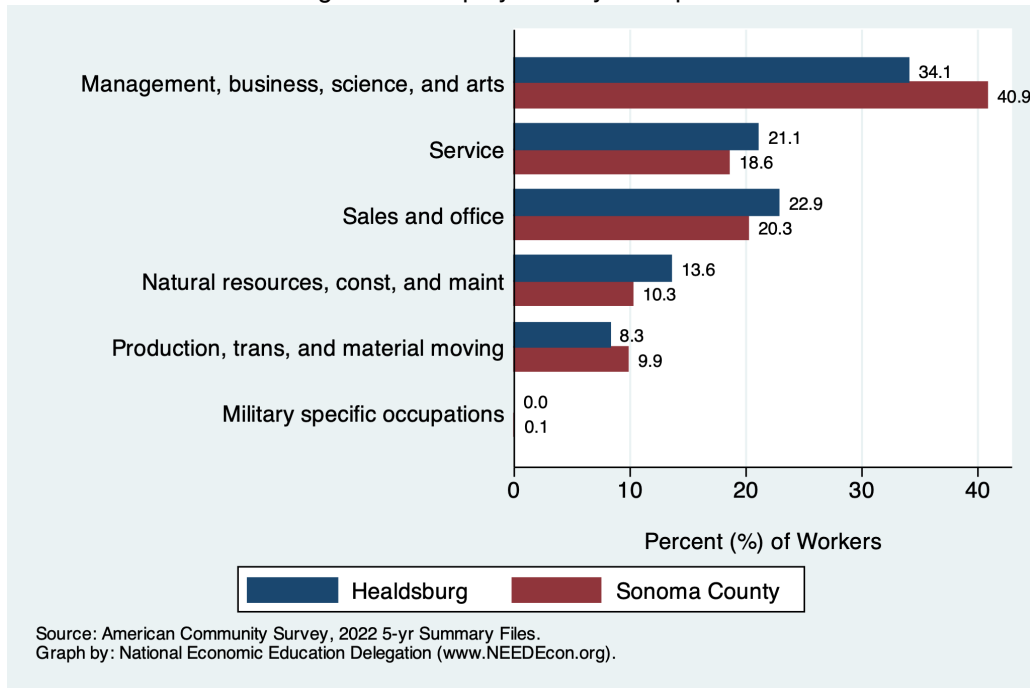


Figure 13: Employment by Industry

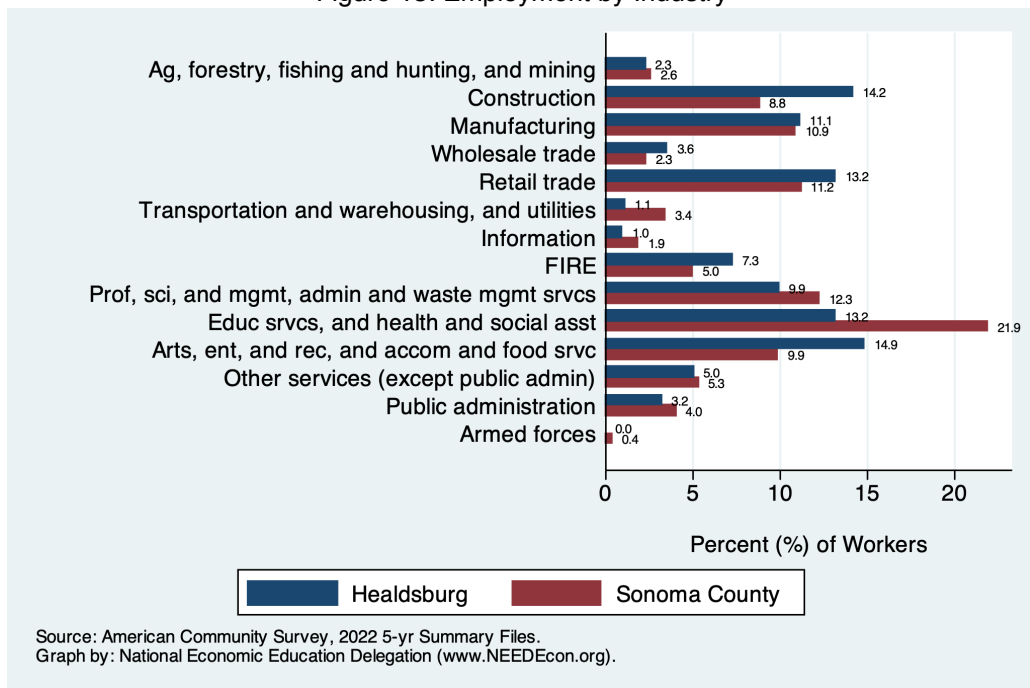
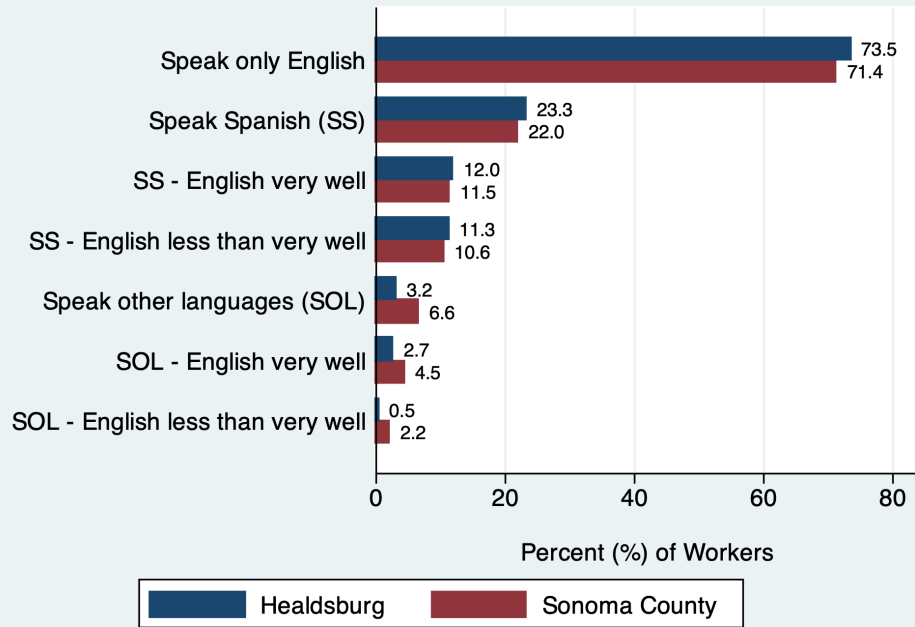
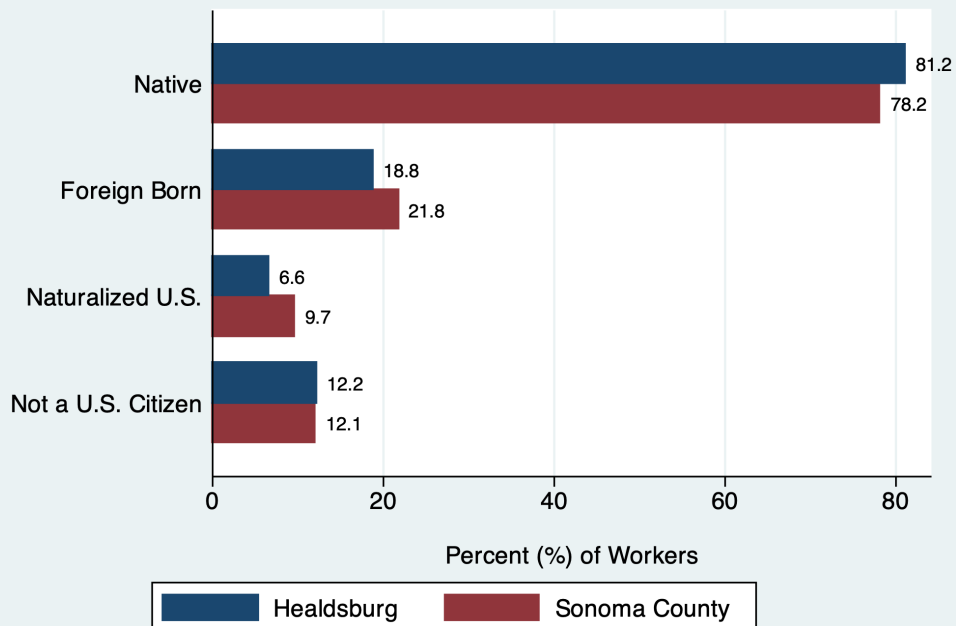


Figure 14: Language Spoken at Home



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Figure 15: Citizenship



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Employed Residents of Healdsburg

Figure 16: Employment by Occupation

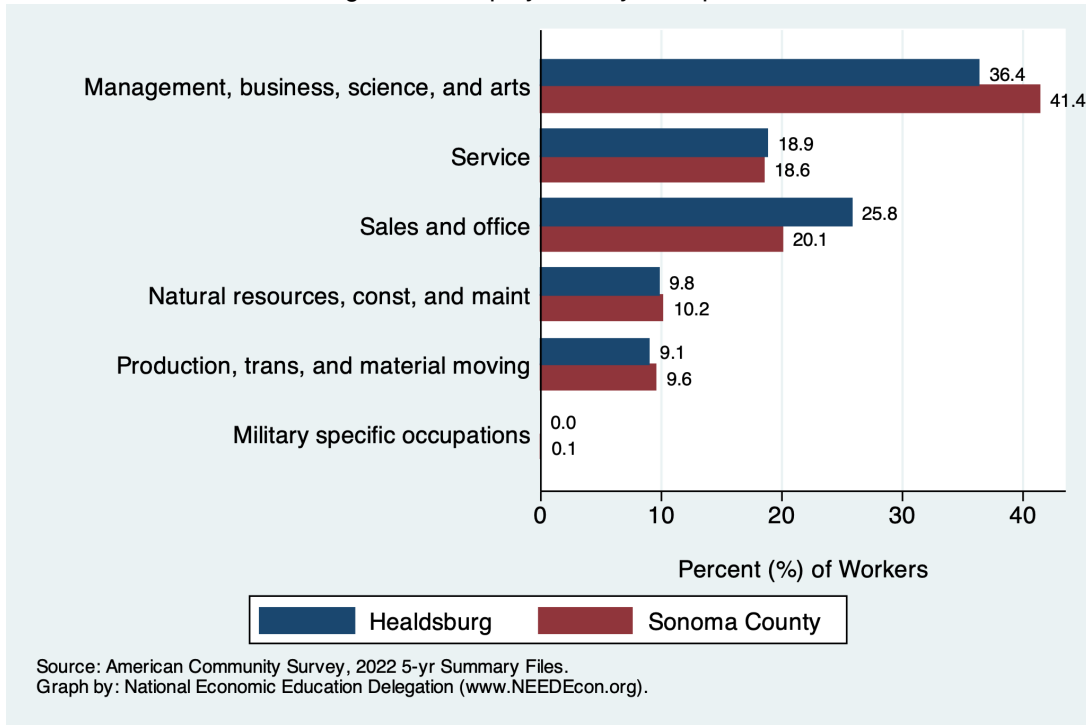


Figure 17: Employment by Industry

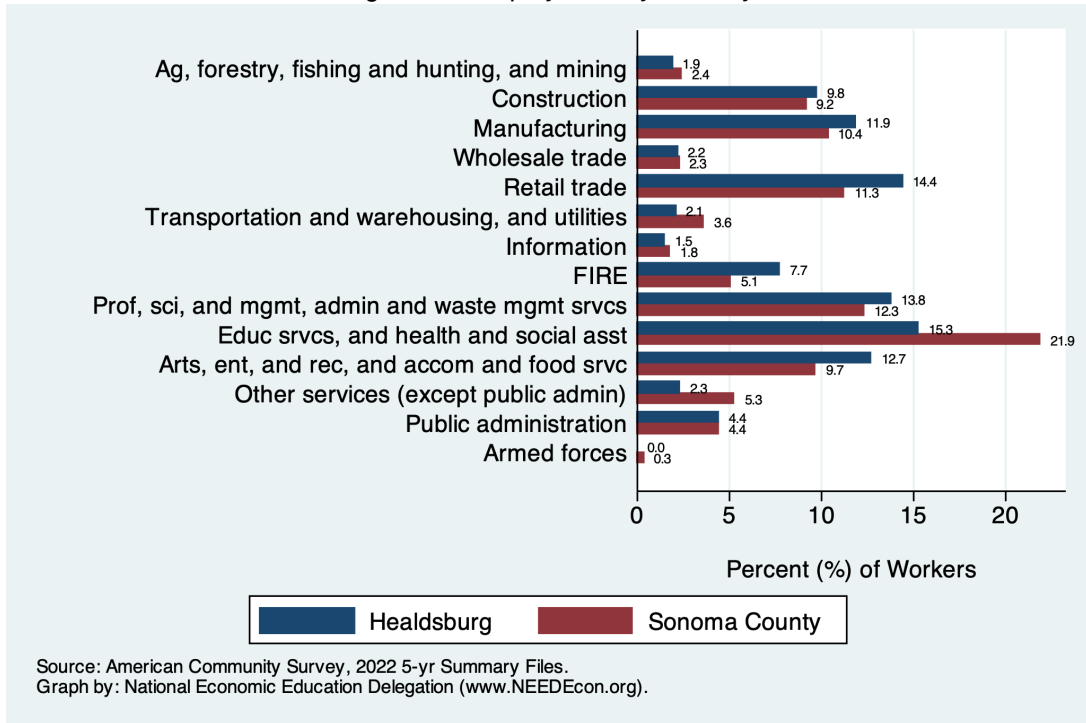
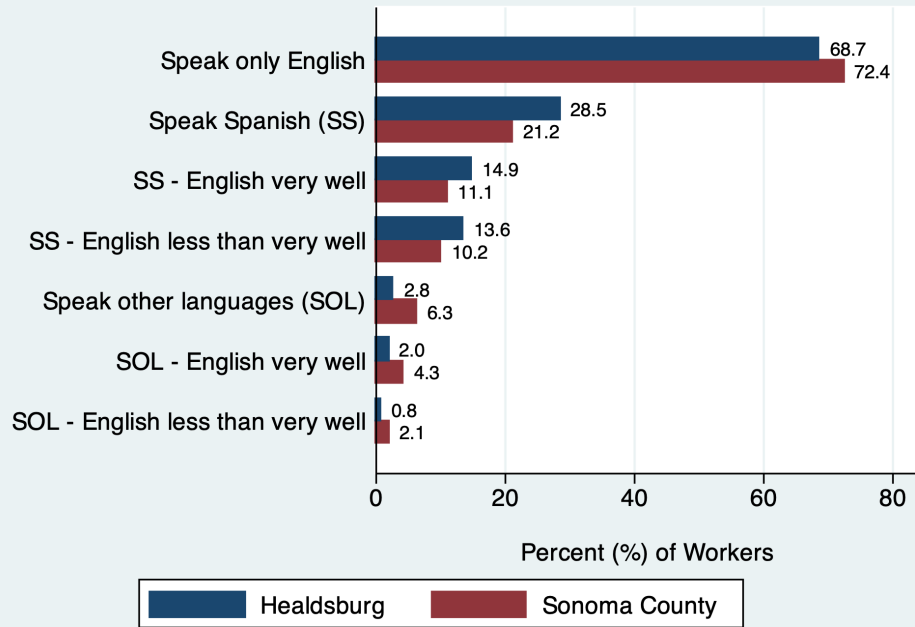
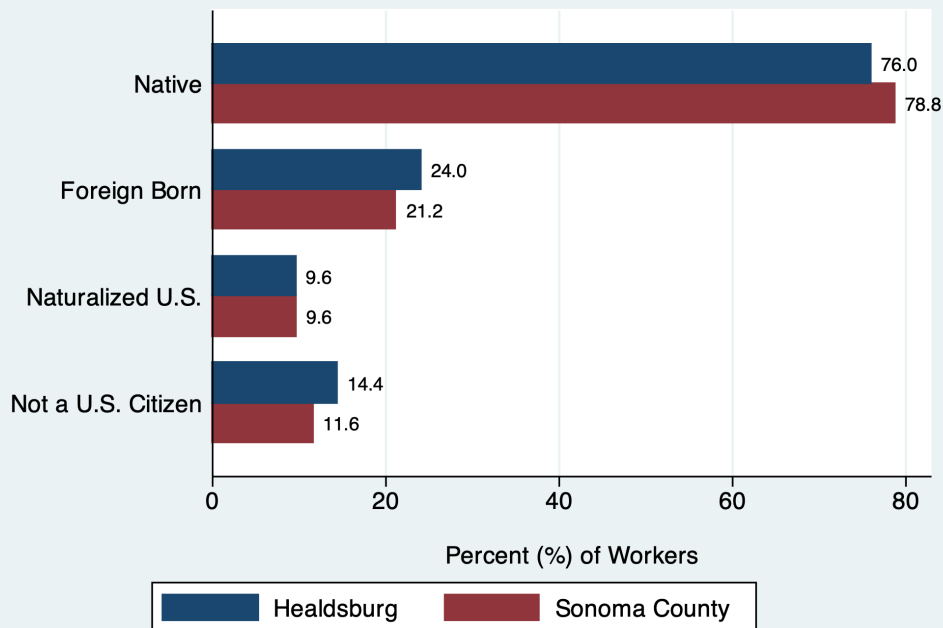


Figure 18: Language Spoken at Home



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Figure 19: Citizenship



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Employed Residents vs Workers in Healdsburg

Figure 20: Employment by Occupation

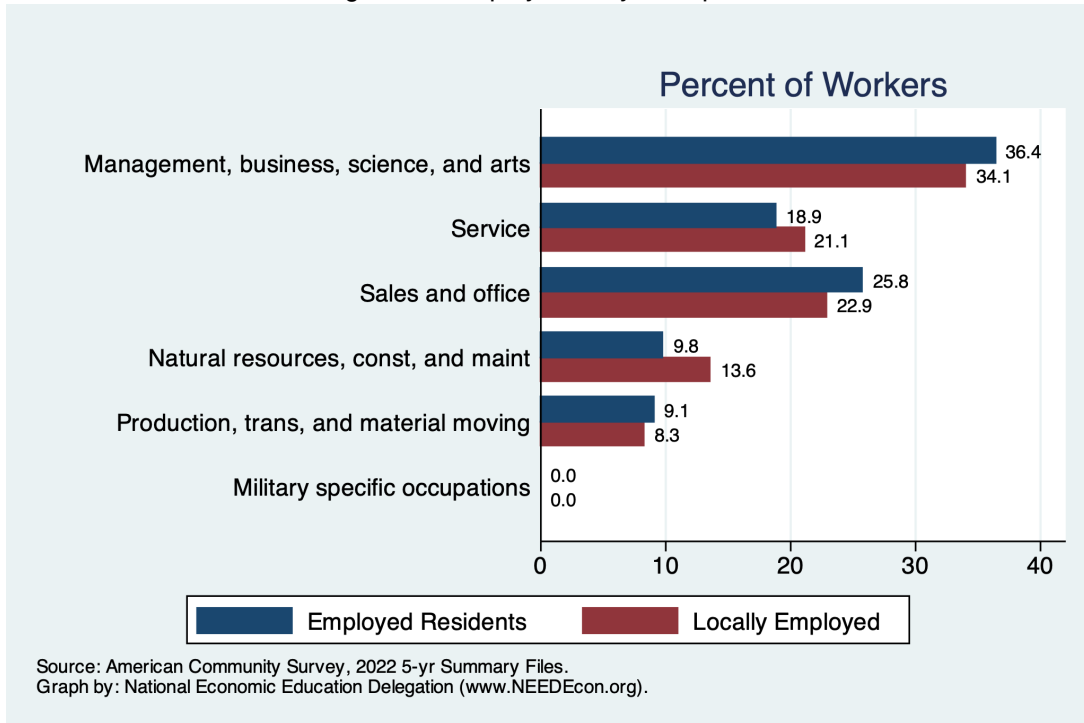


Figure 21: Employment by Industry

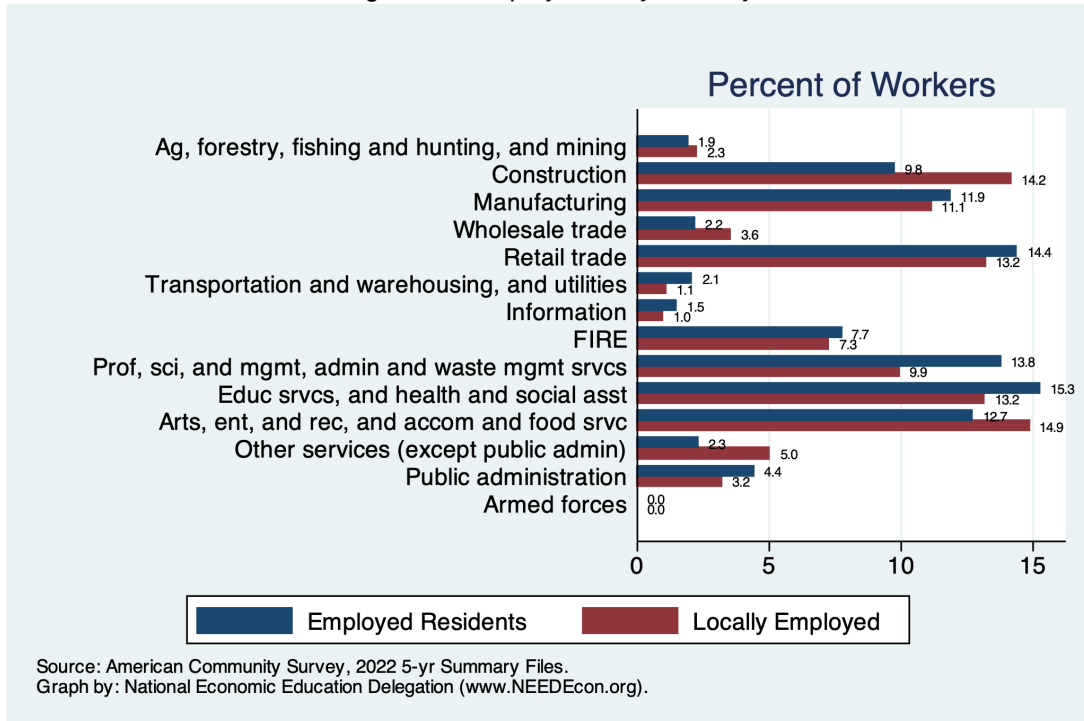


Figure 22: Language Spoken at Home

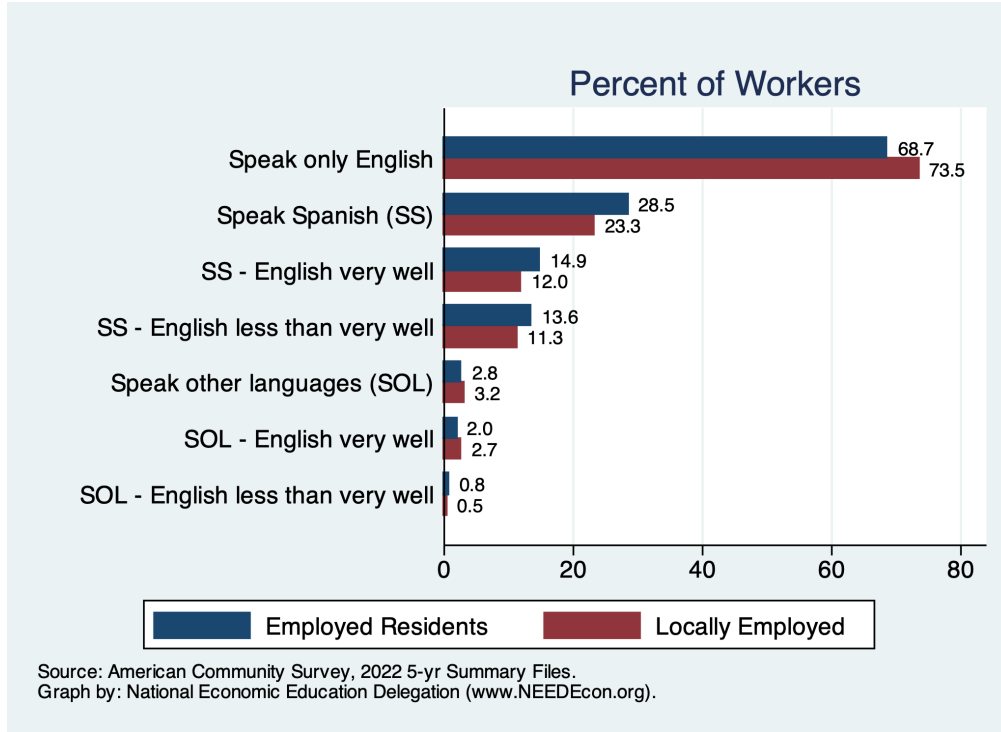
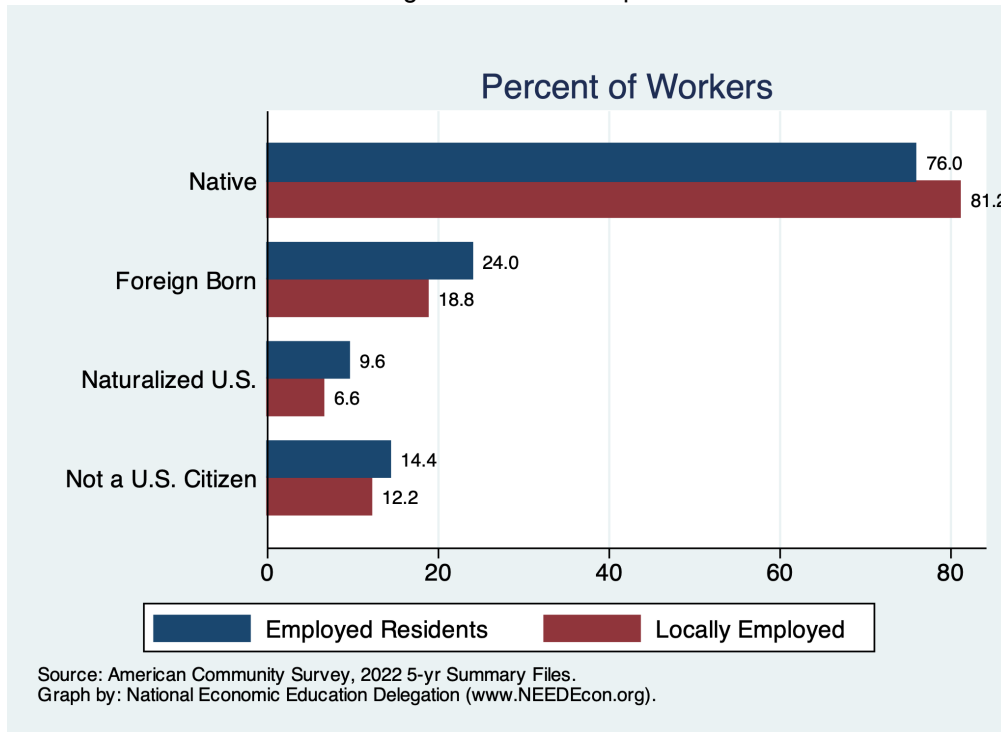


Figure 23: Citizenship



Income and Earnings

Per Capita Income Growth

Definition:

Per capita income is the average income per person in Healdsburg. Personal income is the income received by, or on behalf of, all persons from all sources: from participation as laborers in production, from owning a home or unincorporated business, from the ownership of financial assets, and from government and business

in the form of transfer receipts. Noncash government benefits are not included.

Why is it important?

Income is the money that is available to persons for consumption expenditures, taxes, interest payments, transfer payments to governments and the rest of the world, or for saving. As such, it is an important indicator of economic well-being in a community.

Figure 24: Real Per Capita Income Ranking Among California Cities

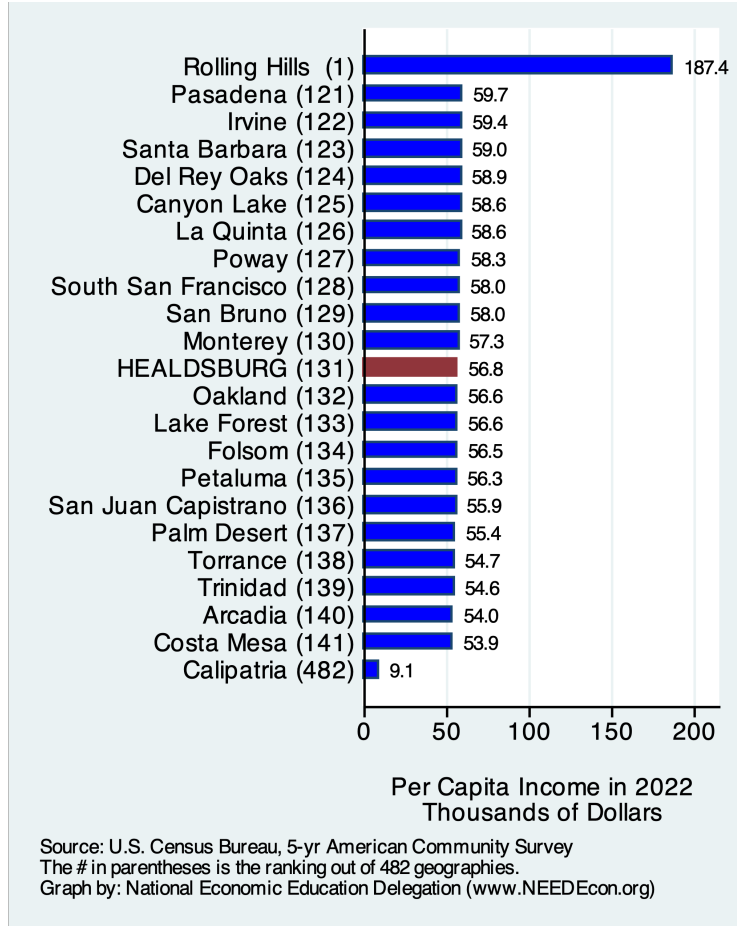
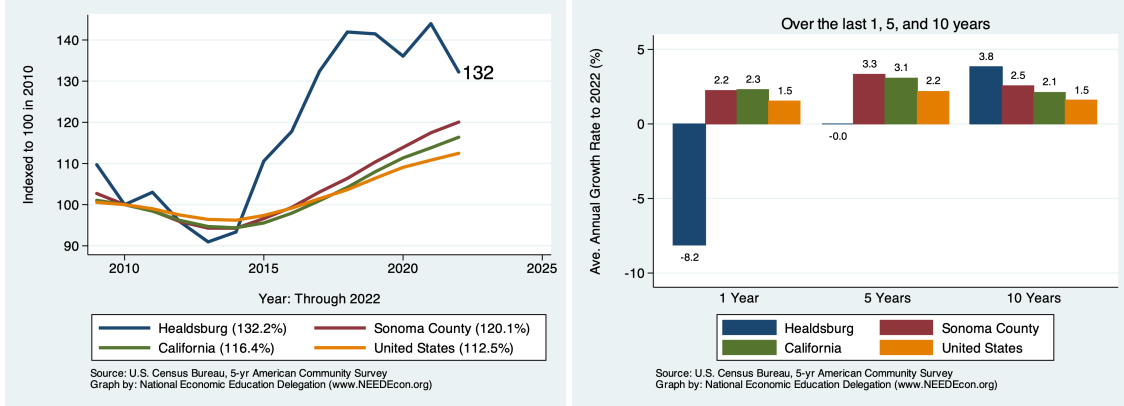


Figure 25: Regional Comparison of Growth over Time



Real Per Capita Income Ranking Among California Cities - w/Comparable Populations

Figure 26: Income Levels

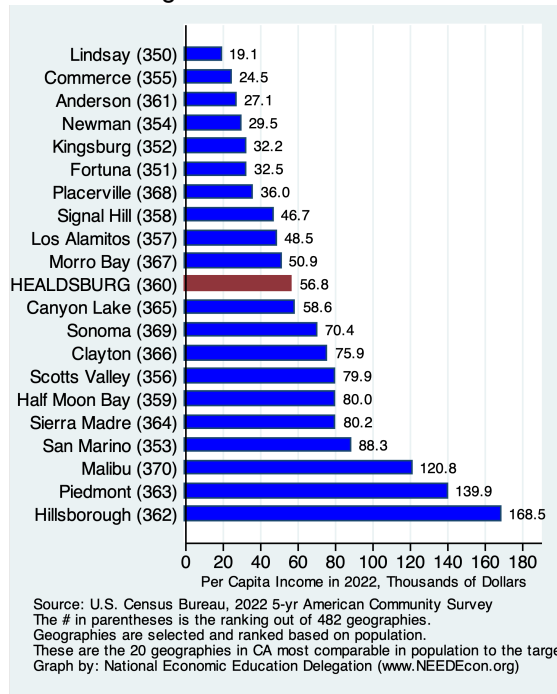
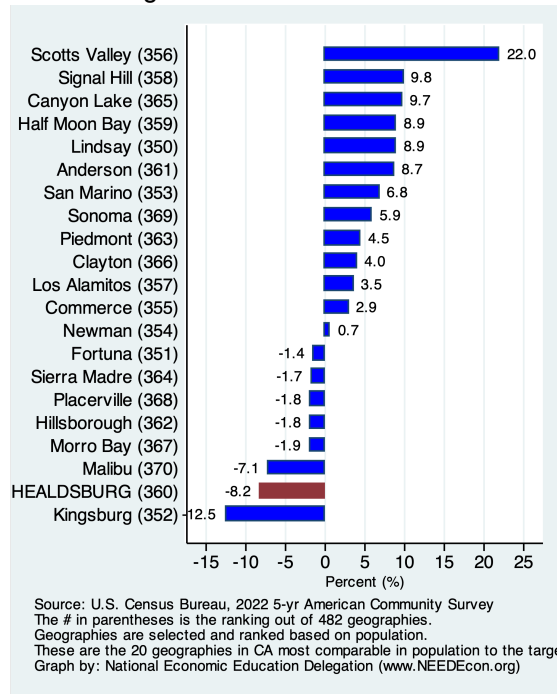


Figure 27: Growth over Time



Real Per Capita Income Ranking Among Cities in Sonoma County

Figure 28: Income Levels

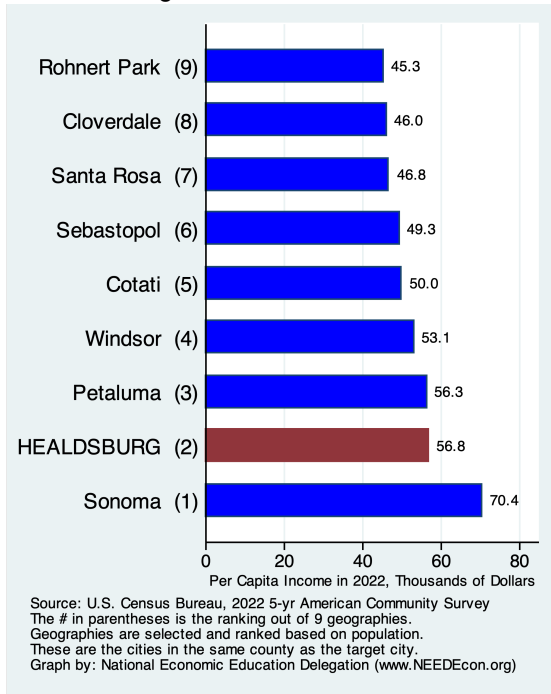


Figure 29: Growth over Time

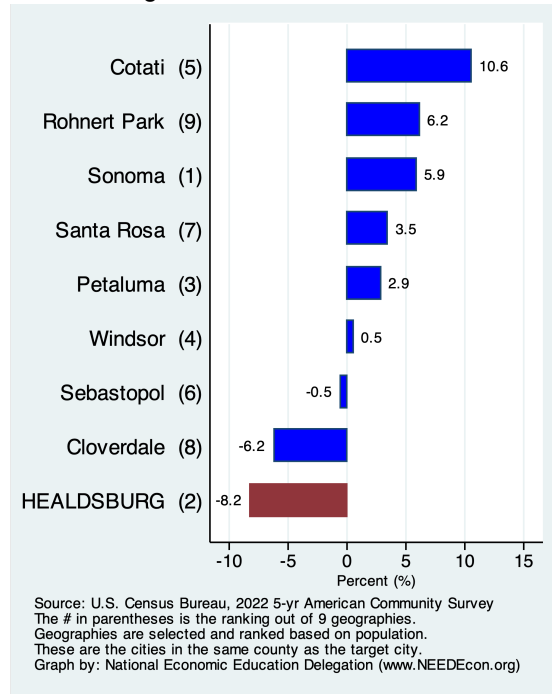
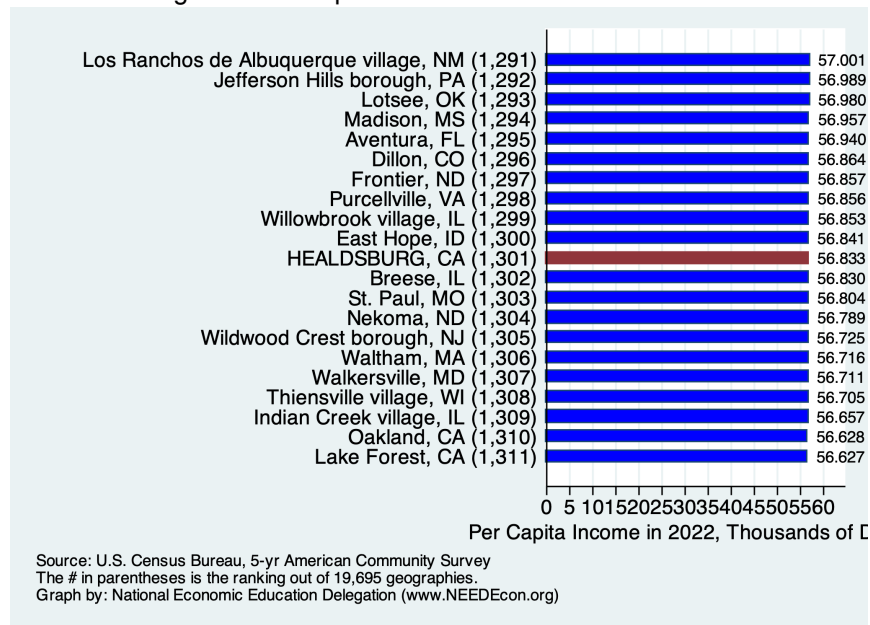


Figure 30: Comparison with All Cities Nationwide



Poverty and Inequality

Definition:

The local poverty rate provides an indication of the well-being of those at the bottom of the income distribution. The federal poverty rate measures the proportion of households in the region that are classified as living in poverty. Also included are measures of the extent to which the City's children are impoverished. Measures of the income distribution provide

further evidence on disparities in income in the region and how those disparities have changed over time.

Why is it important?

It is important to track measures of poverty and inequality to assess the extent of income disparities in the region, with an eye toward understanding how well the local economy is performing for all of its citizens.

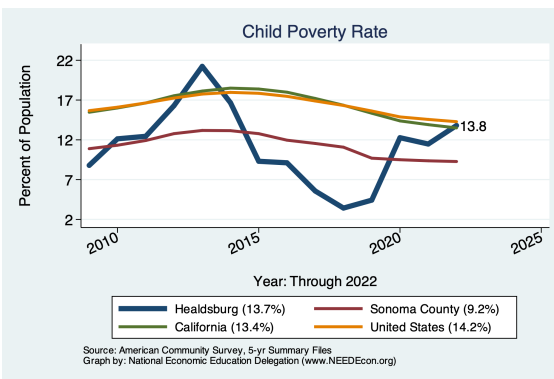
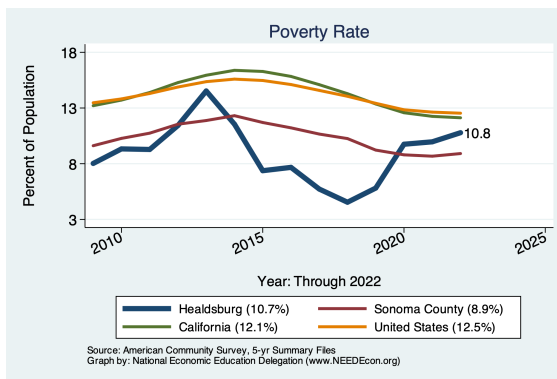


Figure 31: Inequality

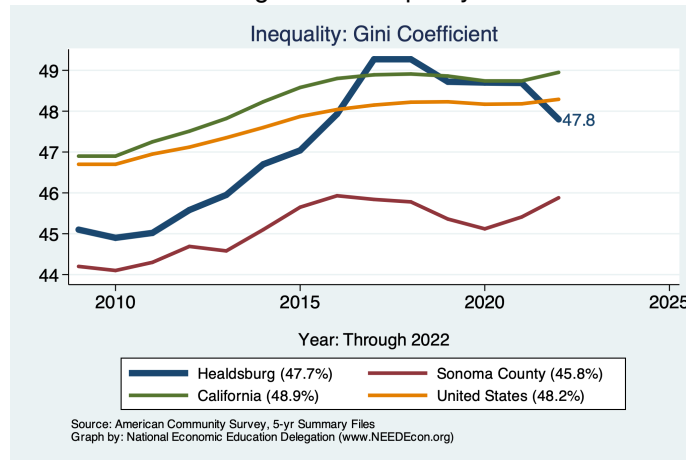


Figure 32: Shares Across the Income Distribution

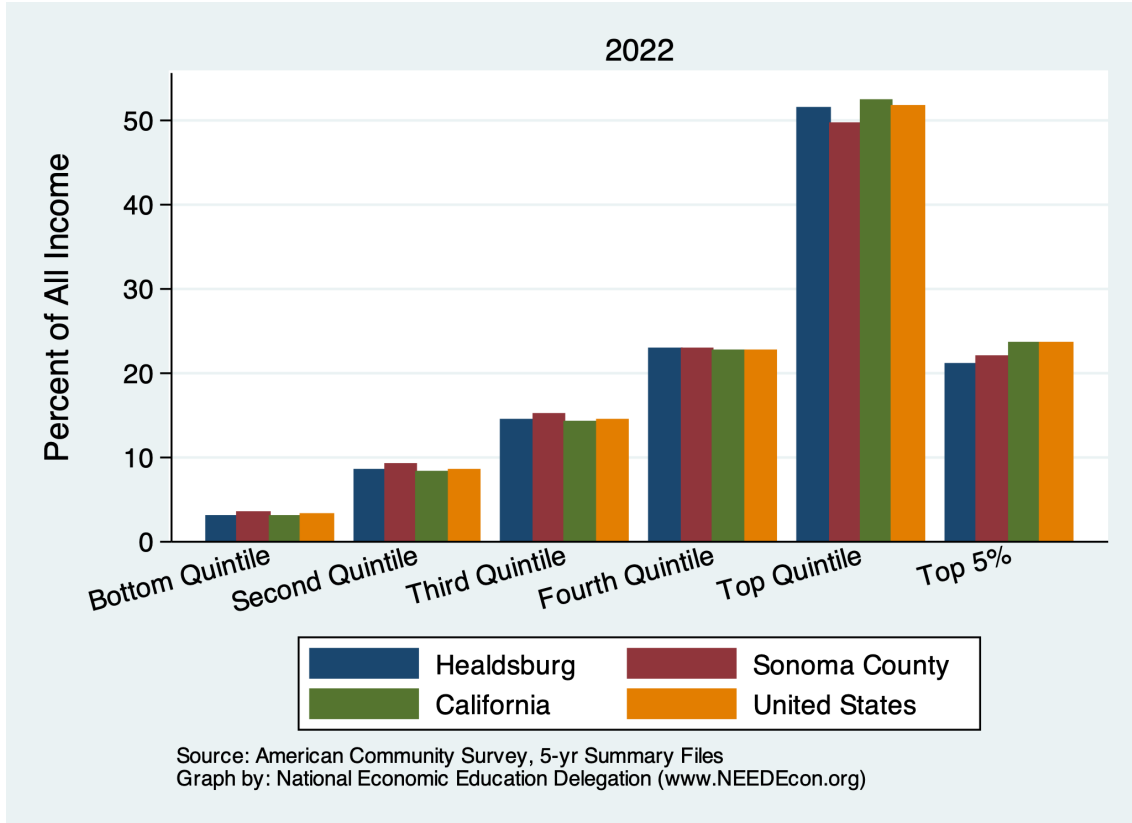
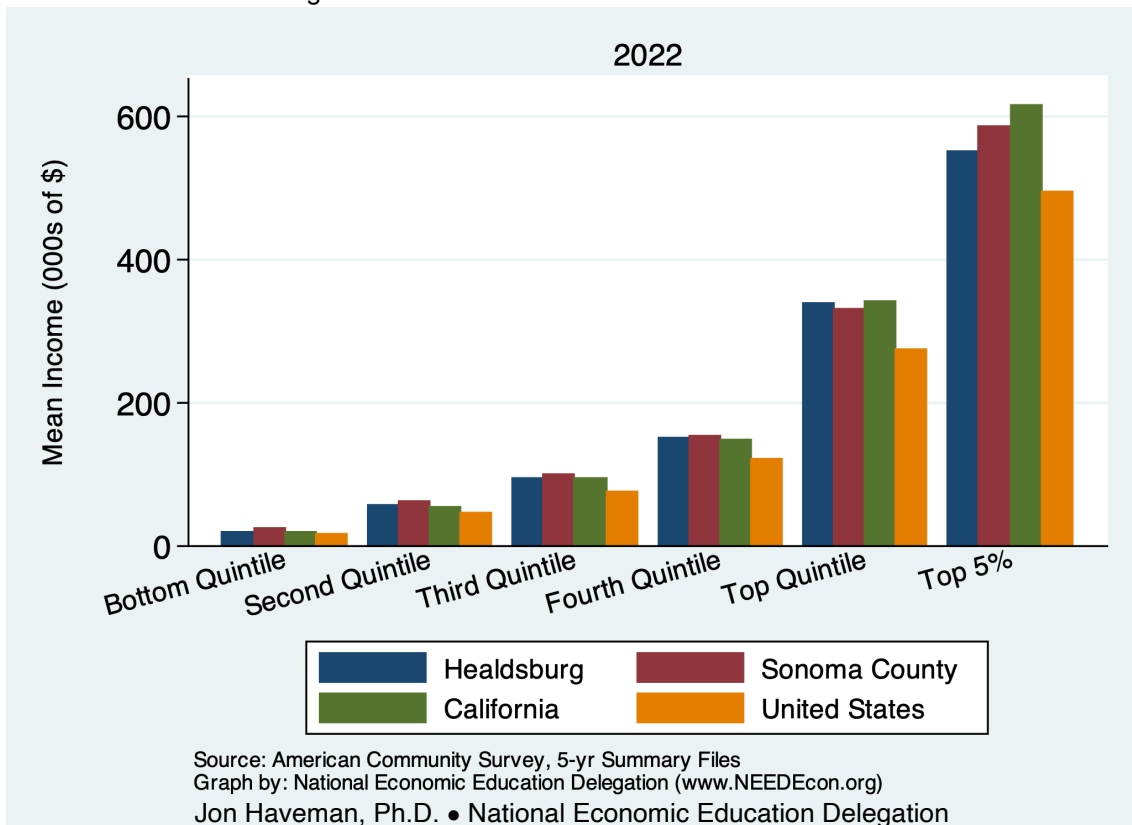


Figure 33: Means Across the Income Distribution



Housing

Housing Costs and Affordability

Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. Housing burden is defined as a household needing to commit more than 30% of their household income toward housing costs. The median value is the amount in the middle. Fifty

percent of units are above the median and 50 percent are below.

Why is it important?

Housing is one of three fundamental necessities, along with food and clothing. A measure of the cost of housing is an integral part of the measurement of the cost of living in a specific community. This is particularly true in cities and regions throughout the Bay Area, where housing costs are high relative to income.

Cost of Housing in Healdsburg and Broader Regions

Figure 34: Median Home Prices

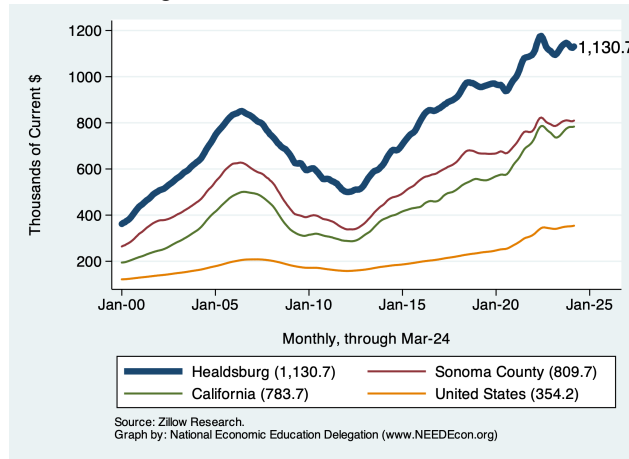
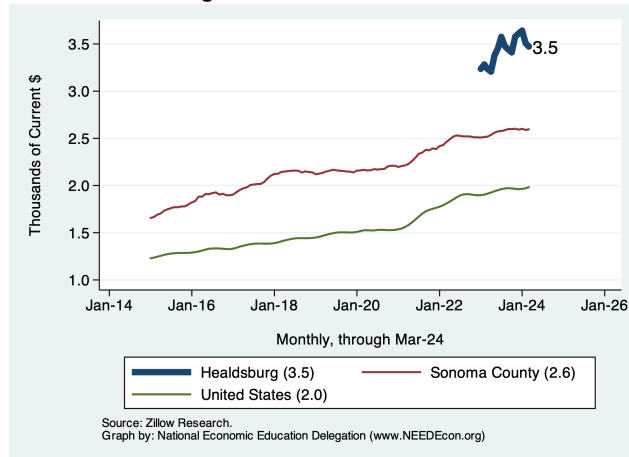


Figure 35: Median Rents



Housing Ownership in Healdsburg and Broader Regions

Figure 36: Home Ownership Rates

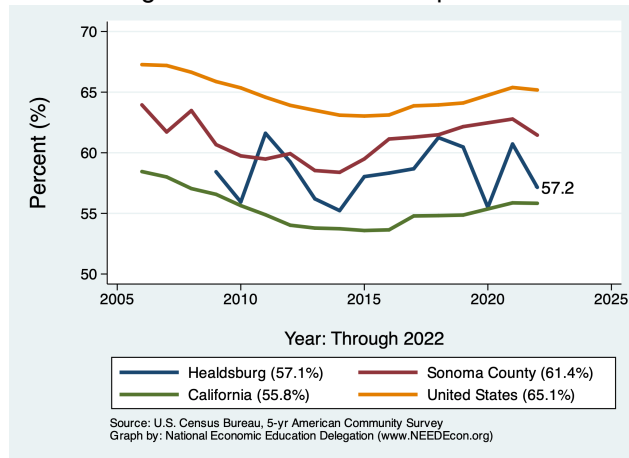


Figure 37: Home Ownership by Age

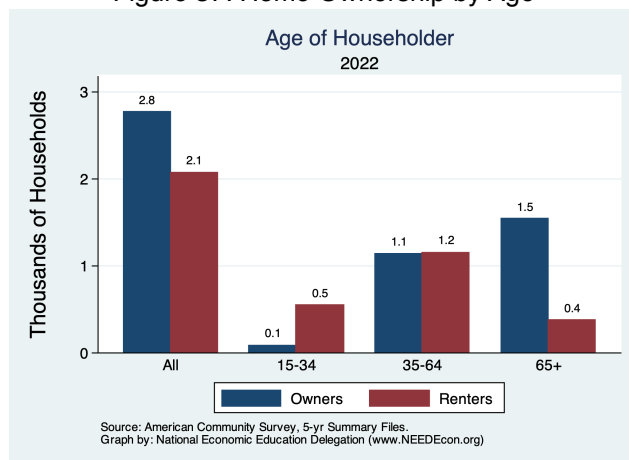


Figure 38: Income by Tenure

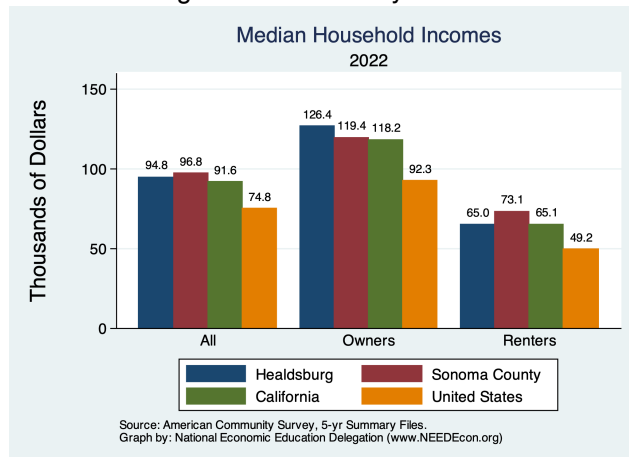


Figure 39: Income Distribution by Tenure

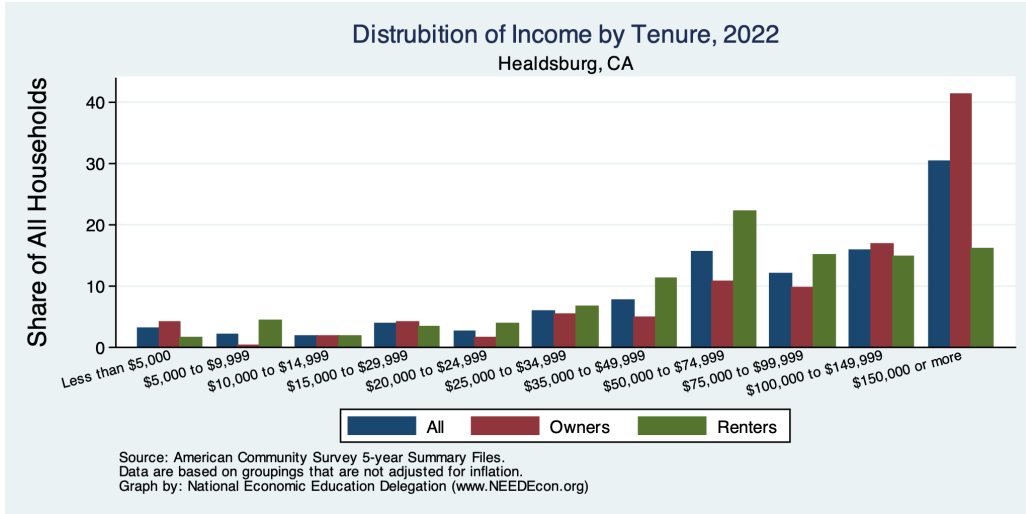


Figure 40: Income Distribution of Home Owners

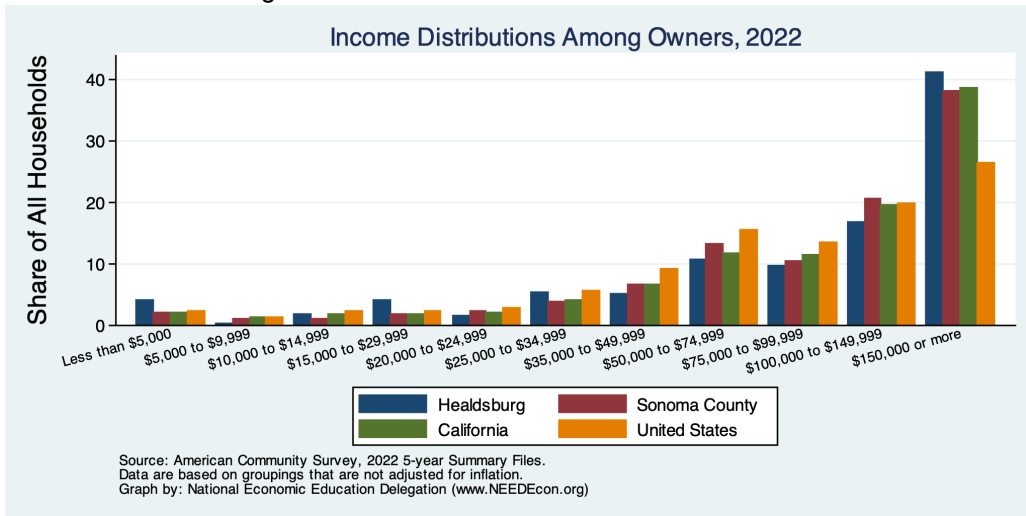
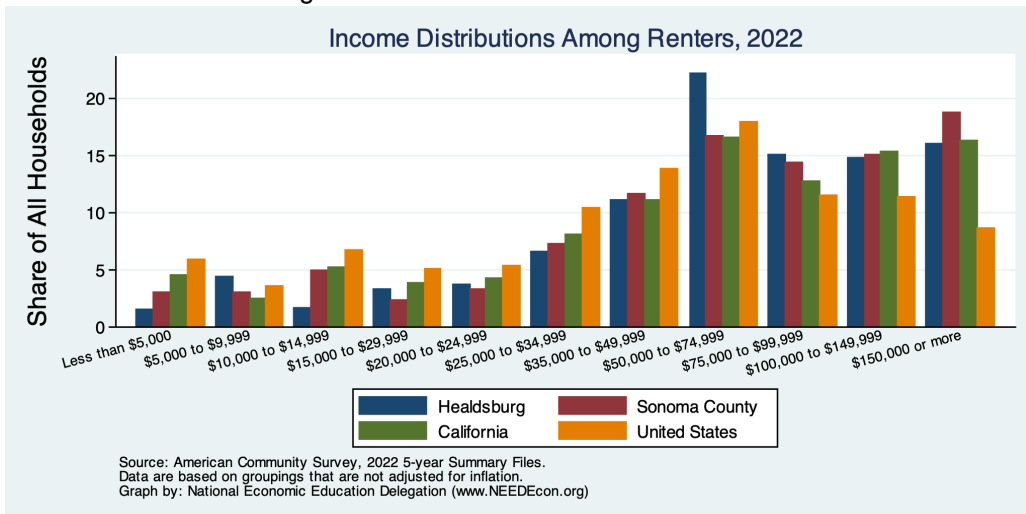


Figure 41: Income Distribution of Renters



Housing Burden in Healdsburg and Broader Regions

Figure 42: Home Owners w/ A Mortgage

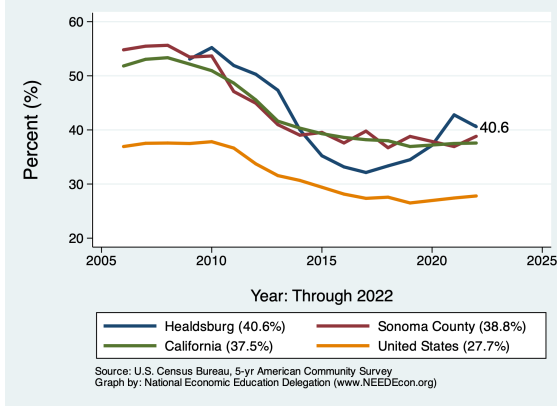


Figure 43: Home Owners w/o A Mortgage

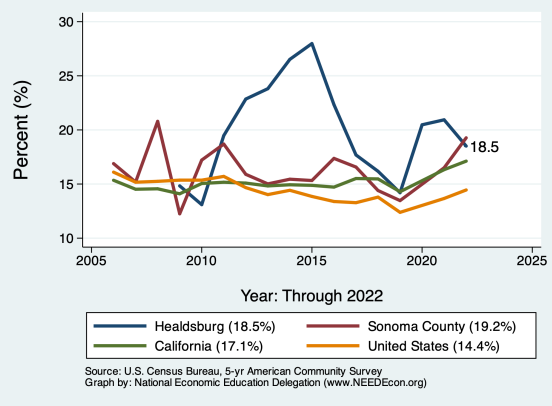


Figure 44: Renters

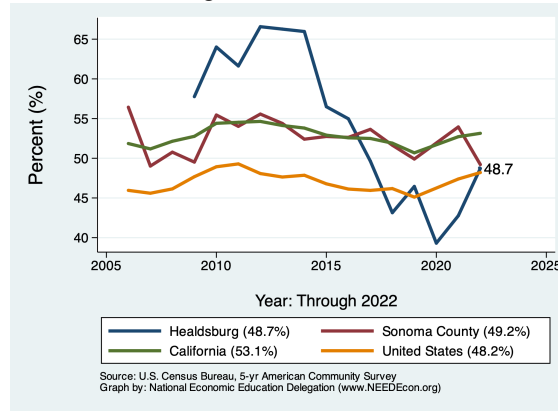
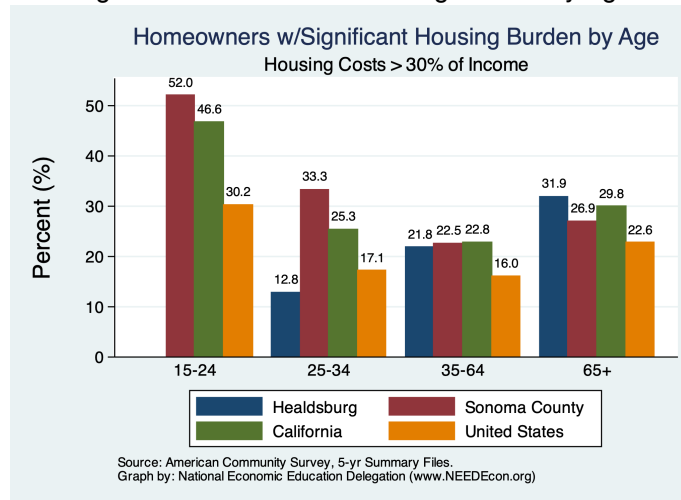


Figure 45: Homeowner Housing Burden by Age



Housing Picture

Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. The median value is the amount in the middle. Fifty percent of units are above the median and 50 percent are below.

Why is it important?

In areas where the rate of population growth exceeds the rate of housing growth, this is likely to reflect a tightening housing market. A tightening housing market will also likely be reflected in lower vacancy rates and higher occupancy rates. It may also be reflected in higher numbers of people per household.

Table 5. Housing Market Indicators

Indicator	2023	2019	2010	% Change from	
				2019	2010
Total Population	10,914.0	12,166.0	11,254.0	-10.3	-3.0
Total # of Homes	5,108.0	5,025.0	4,794.0	1.7	6.5
# Occupied Units	4,532.0	4,545.0	4,378.0	-0.3	3.5
Persons per Household	2.4	2.7	2.6	-10.0	-6.3
Vacancy Rate (%)	11.3	9.6	8.7	18.1	30.0

Source: CA DOF; Calculations by the National Economic Education Delegation

Figure 46: Housing Growth

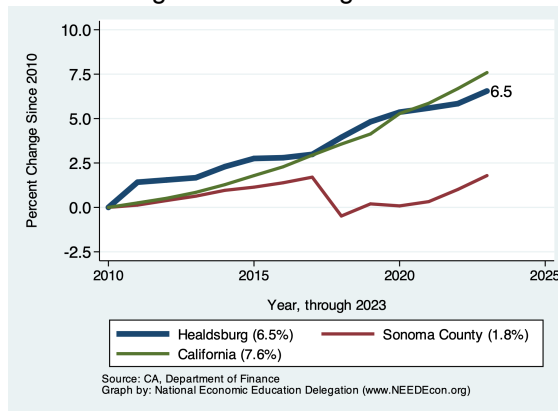


Figure 47: Persons per Household

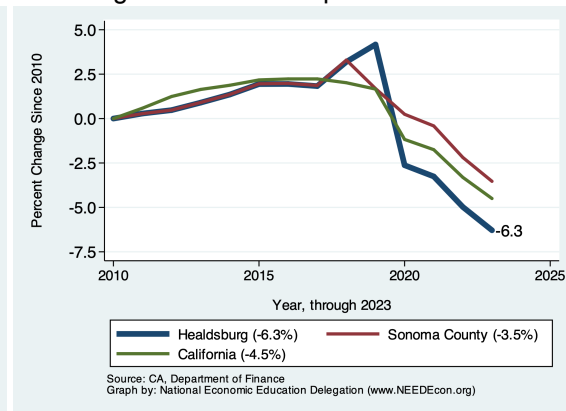


Figure 48: Vacancy Rates

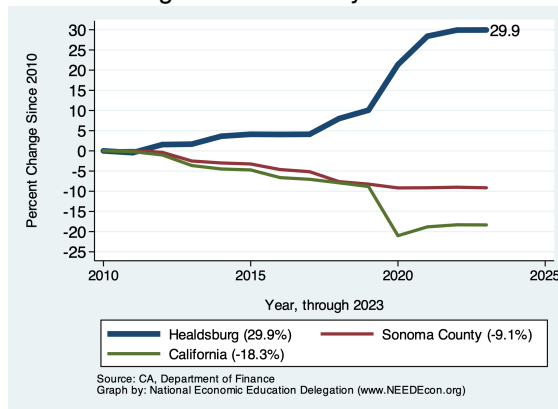
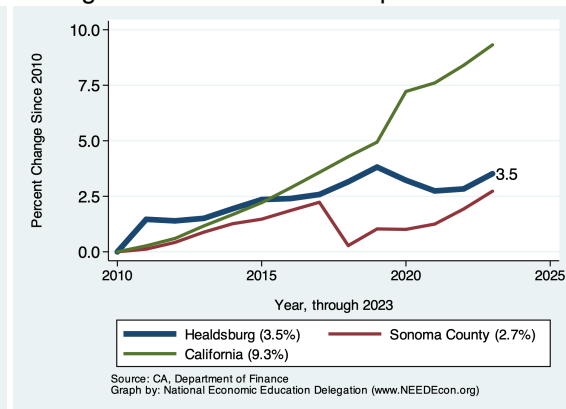


Figure 49: Number of Occupanied Units



Trends in the Growth of Housing by Housing Type

Figure 50: Single Detached Homes

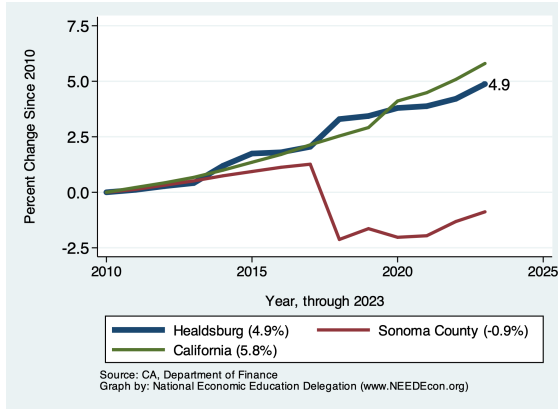


Figure 51: Single Attached Homes

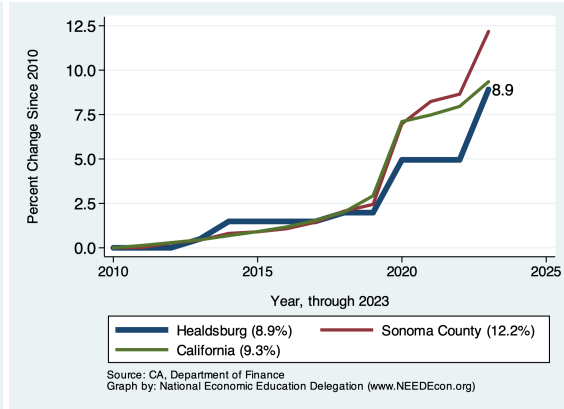


Figure 52: Housing in Buildings with Two to Four Units

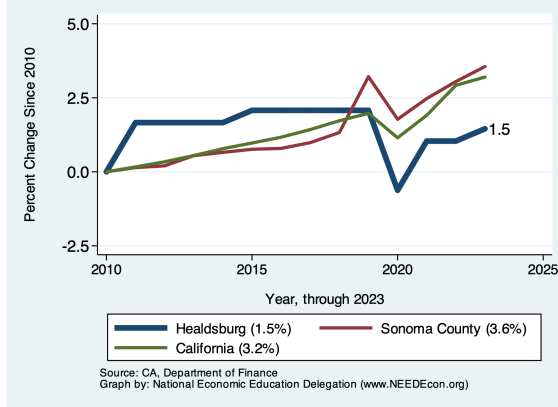
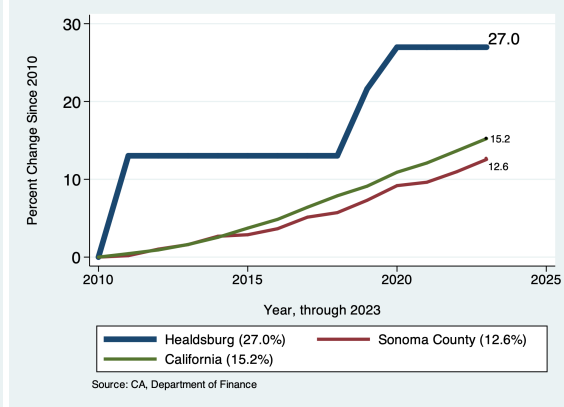


Figure 53: Housing in Buildings with Five or More Units



Vintage of Residential Housing

Why is it important?

This section provides evidence on the year in which residential housing in Healdsburg was built. We break it down into owned versus rented residences and provide a comparison across Sonoma County and broader regions. A sense of the age of housing in a region provides an indication of the urgency with which a region might pursue additional housing. As the

housing stock ages, an urgency with which renovations and rebuilds are permitted might result. All things equal, more recently constructed housing will be more likely to meet current codes and standards. Remodeling of existing units will be more desirable when existing units are, on average, older.

Figure 54: Distribution of Housing Construction

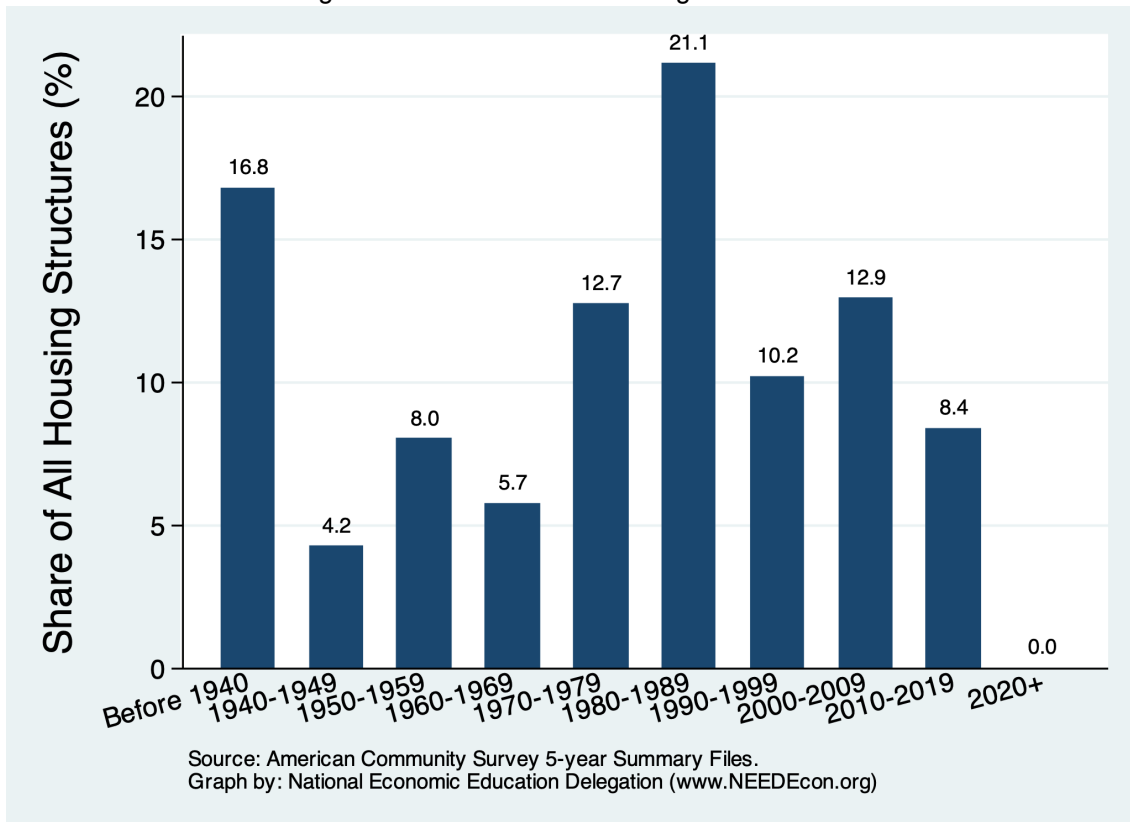


Figure 55: Housing Vintage across Regions

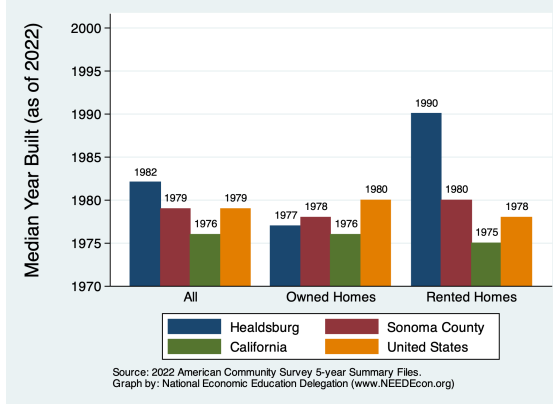


Figure 56: Housing Vintage by Tenure

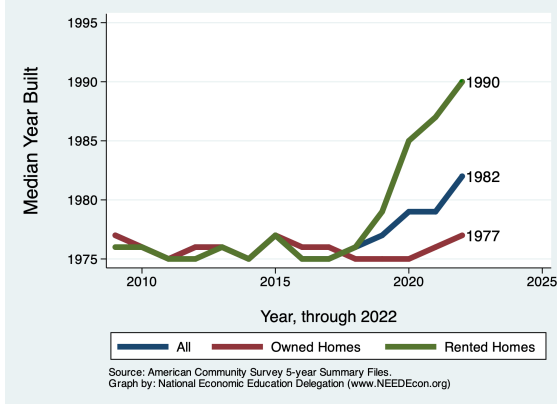


Figure 57: Vintage of Owned Residences

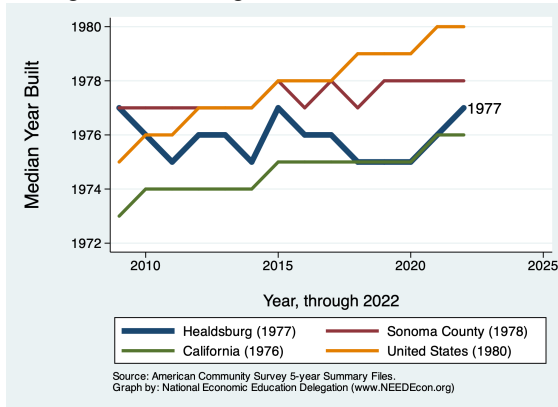


Figure 58: Vintage of Rented Residences

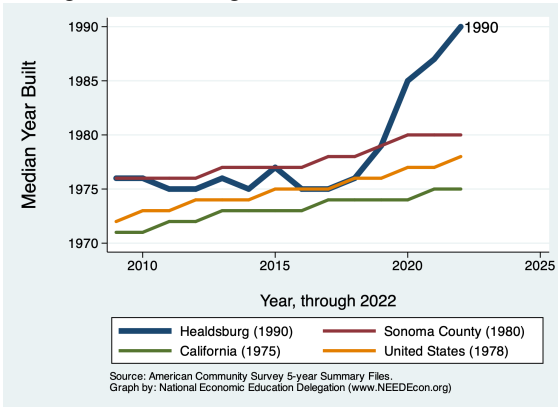
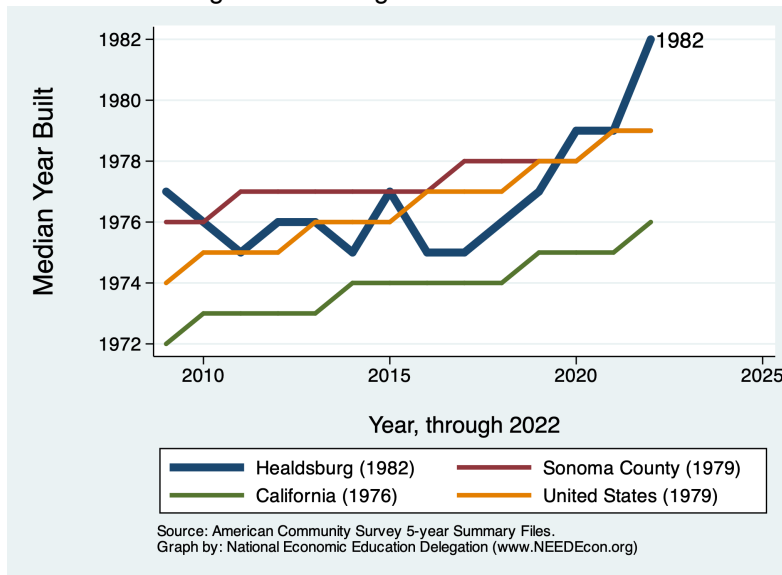


Figure 59: Vintage of All Residences



Occupation of Residential Housing

Why is it important?

The duration of residence in a city is important for developing future policies regarding growing the local population. If a region is highly mobile, evidenced by most residences having

been recently occupied, a city might propose policies to reduce that mobility, or ask why the mobility happens. Policies could be put in place to either reduce or increase migration.

Figure 60: Year Current Occupant Moved In

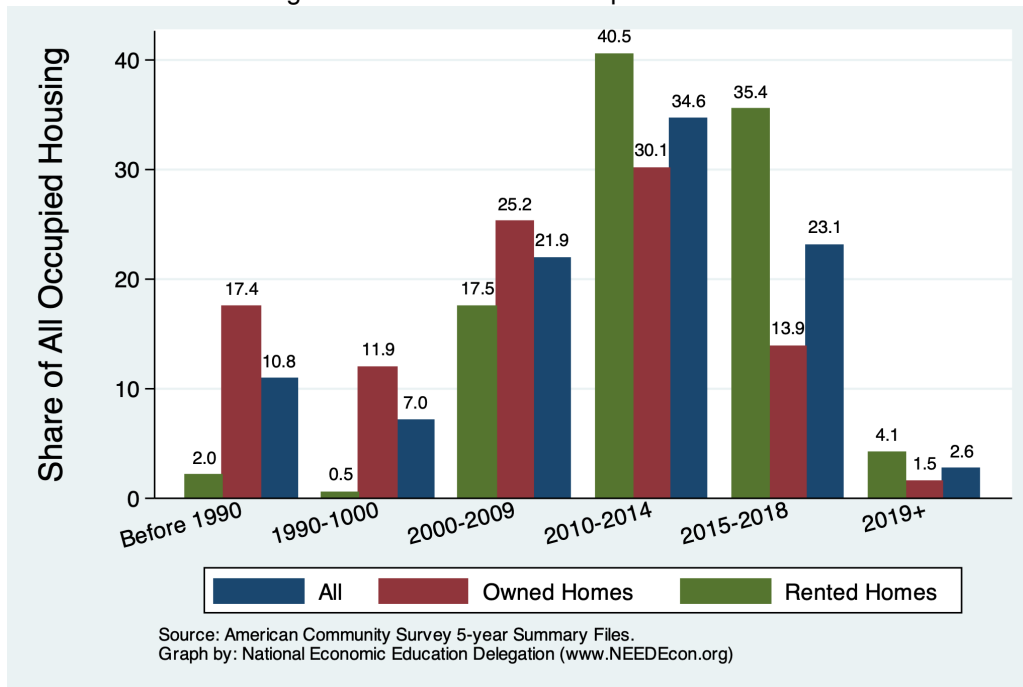


Figure 61: Year Occupied by Current Residents across Regions

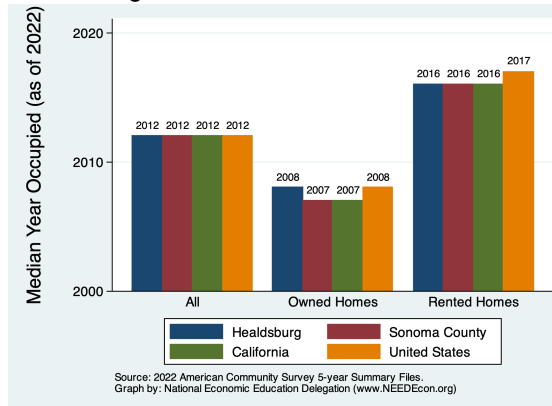


Figure 62: Year Occupied by Current Residents by Tenure

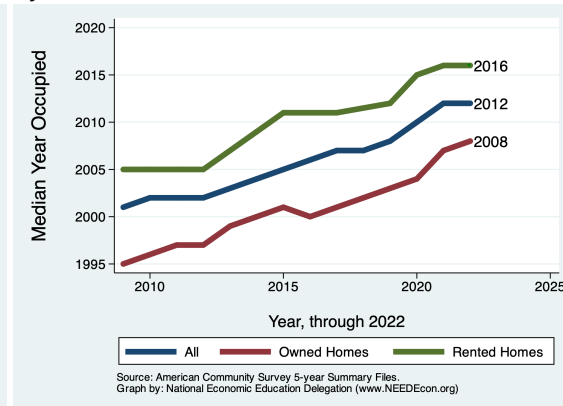


Figure 63: Year Occupied by Current Residents for Owned Housing

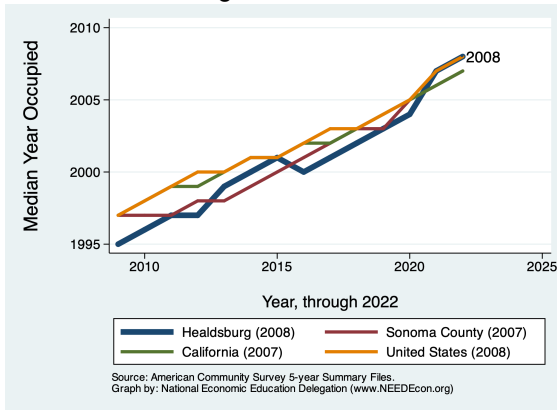


Figure 64: Year Occupied by Current Residents for Rented Housing

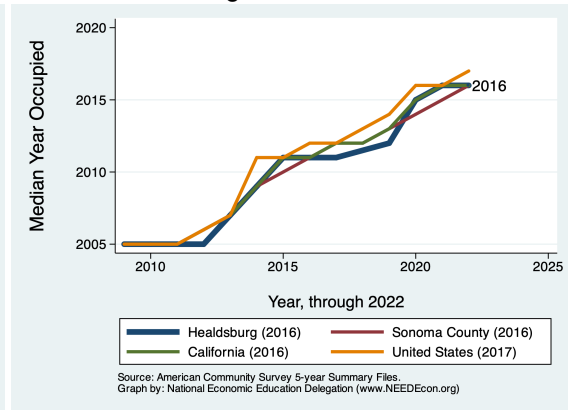
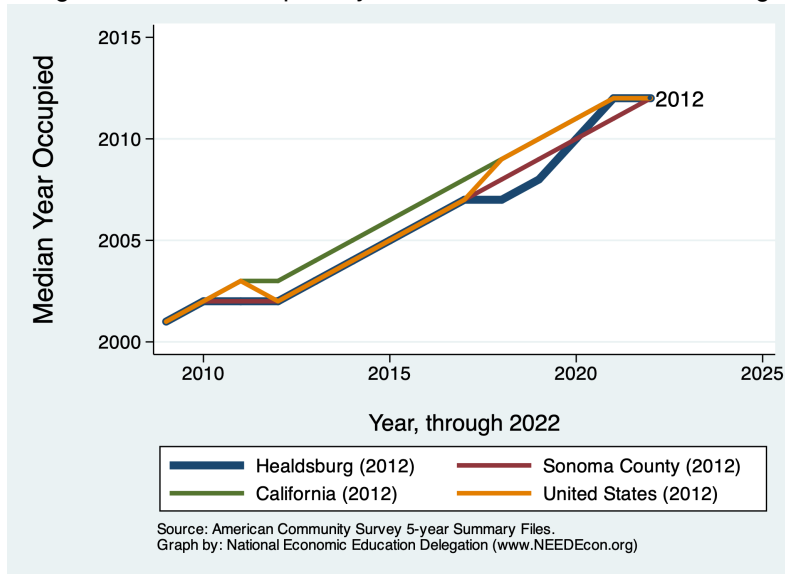


Figure 65: Year Occupied by Current Residents for All Housing



Residential Permitting

Definition:

This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Healdsburg is compared with data from Sonoma County as a whole and broader regions. The statistic provided scales the number of permits by population. This is done to facilitate comparisons across regions.

Why is it important?

Building permits are the best indicator available of new units coming on the market. In order for a region's population to grow and flourish, new residential properties must be added to the existing stock. Building, both in the City and in the County more generally, is an indication of the extent to which new residences accommodate new residents or are affecting prices through increased supply.

Healdsburg - Ranking Among Comparables

Figure 66: Number of Units Permitted - Nationwide Comparables (Rank)

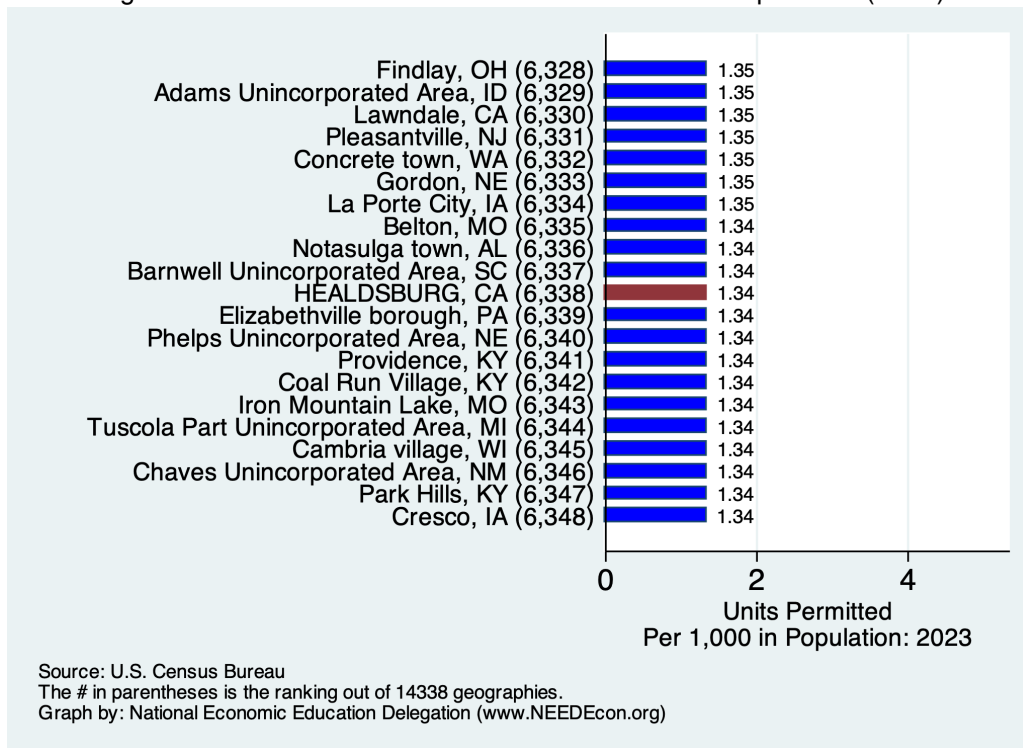
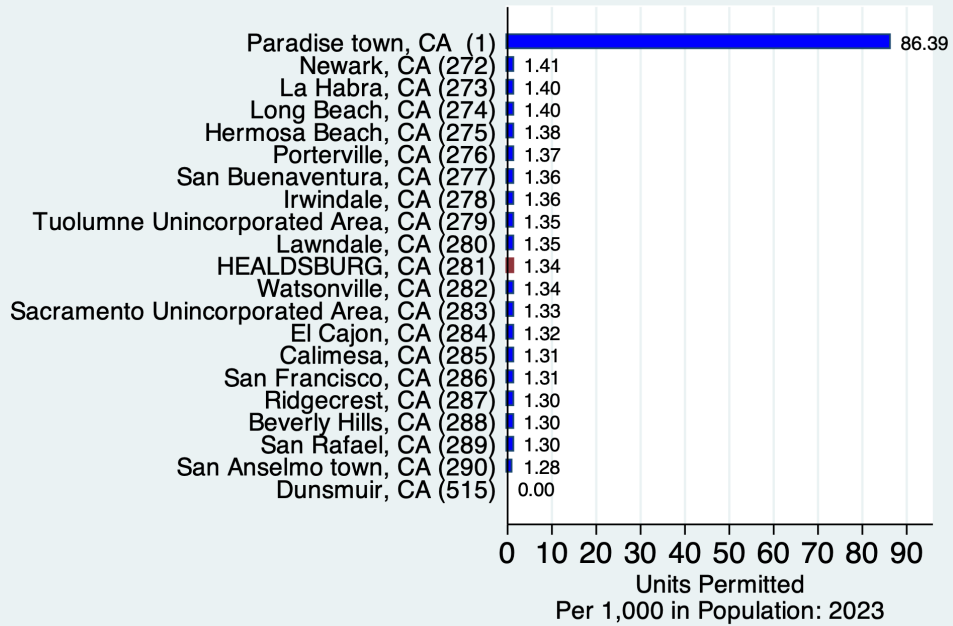
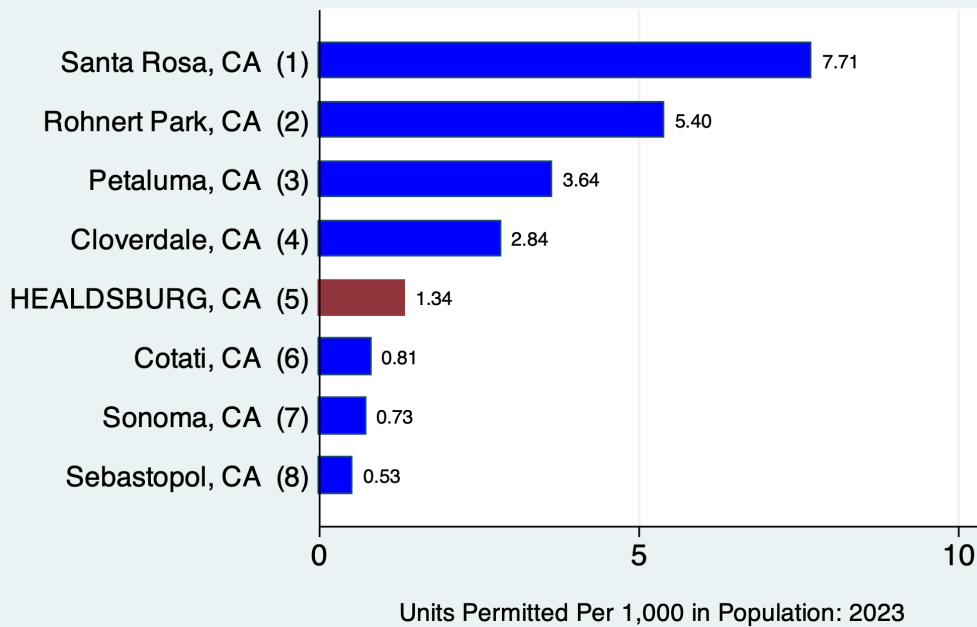


Figure 67: Number of Units Permitted - California Comparables (Rank)



Source: U.S. Census Bureau.
 The # in parentheses is the ranking out of 515 geographies.
 Graph by: National Economic Education Delegation (www.NEEDecon.org)

Figure 68: Number of Units Permitted - Cities in Sonoma County (Rank)



Source: U.S. Census Bureau,
 The # in parentheses is the ranking out of 8 geographies.
 Graph by: National Economic Education Delegation (www.NEEDecon.org)

Healdsburg - Permitting Activity

Annual Units Permitted - Per Capita in Healdsburg

Figure 69: Units Permitted Each Year

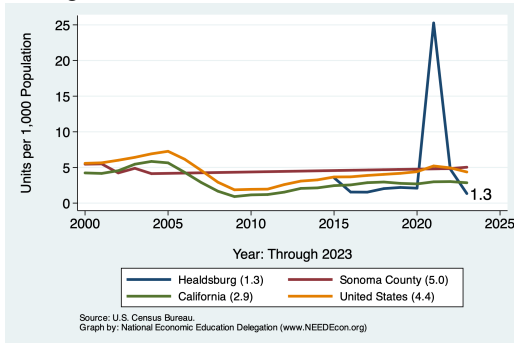
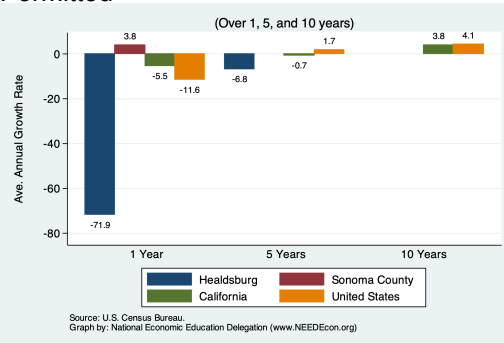


Figure 70: Average Annual Growth in Units Permitted



Annual Number of Buildings Permitted - Per Capita in Healdsburg

Figure 71: Units Permitted Each Year

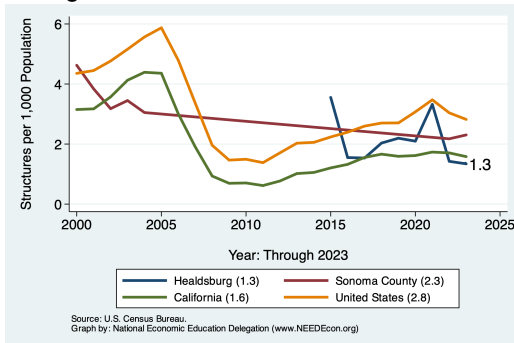
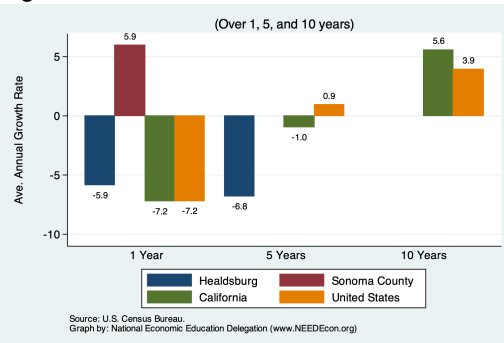


Figure 72: Average Annual Growth in Buildings Permitted



Annual Value of Property Permitted - Per Capita in Healdsburg

Figure 73: Value Permitted Each Year

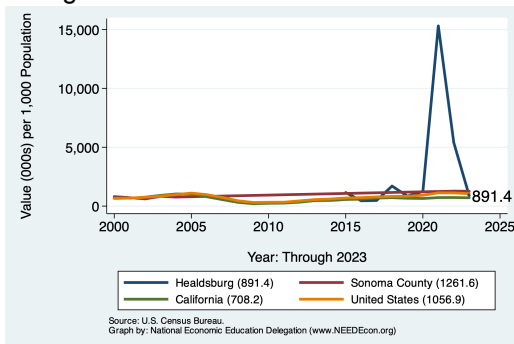
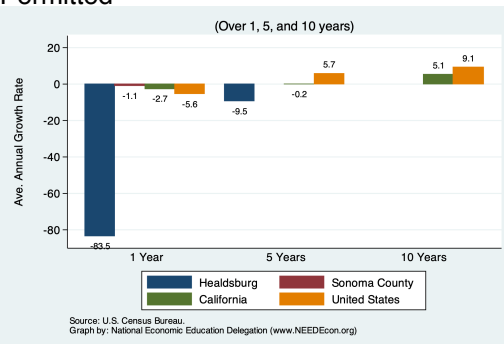


Figure 74: Average Annual Growth in Value Permitted



Commute Patterns

During the recovery from the Great Recession, the period from 2010 to 2019, the Bay Area economy, and Silicon Valley in particular, has been growing at a pace roughly double that of the state as a whole and triple that of the nation. This growth has precipitated a tight hous-

ing market and also brought about some significant changes in commute patterns, many of which have been reversed by the pandemic. Recent years have seen significant changes in both the mode of transportation and commute times.

Mode of Transportation

Figure 75: Percent of Workers Commuting by Car Alone

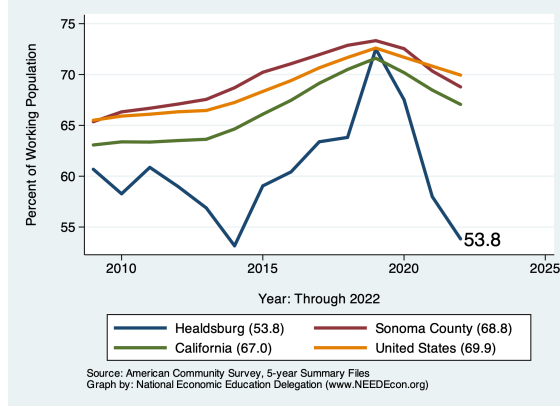


Figure 76: Percent of Workers Commuting by Carpool

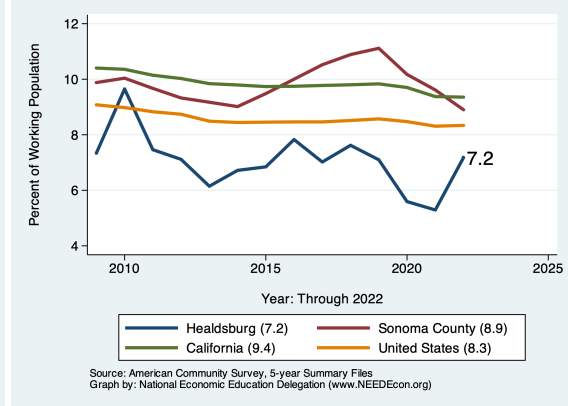


Figure 77: Percent of Workers using Public Transportation

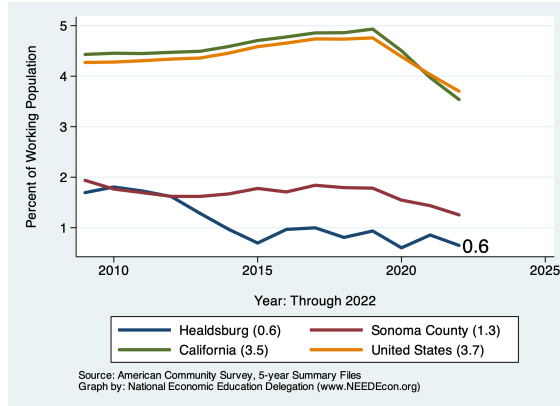
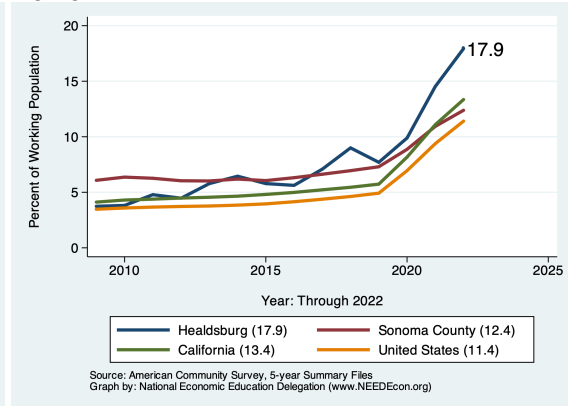


Figure 78: Percent of Workers Who Work From Home



The first table on this page presents data for those who LIVE in Healdsburg. The second provides data on those who work, but do not necessarily live in Healdsburg. The final two columns provide for a comparison of commute mode choices of people locally with those in California more broadly.

Table 6. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van:	2,109	66.2	1,742	55.7	3,851	61.0	78.0
Drove Alone	1,793	56.3	1,605	51.3	3,398	53.8	68.4
Carpooled:	316	9.9	137	4.4	453	7.2	9.5
In 2-person carpool	303	9.5	94	3.0	397	6.3	6.9
In 3-person carpool	0	0.0	43	1.4	43	0.7	1.5
In 4-or-more-person carpool	13	0.4	0	0.0	13	0.2	1.1
Public Transportation (excl Taxi):	31	1.0	10	0.3	41	0.6	3.6
Bus or Trolley Bus	31	1.0	0	0.0	31	0.5	2.3
Streetcar or Trolley Car	0	0.0	0	0.0	0	0.0	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	10	0.3	10	0.2	0.1
Bicycle	119	3.7	17	0.5	136	2.2	0.7
Walked	94	3.0	96	3.1	190	3.0	2.4
Taxicab, Motorcycle, or other	18	0.6	31	1.0	49	0.8	1.7
Worked at Home	378	11.9	754	24.1	1,132	17.9	13.6
Total:	2,749	86.3	2,650	84.8	5,399	85.5	

Source: 2022 5-year American Community Survey, Summary File

Table 7. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van:	3,337	67.5	2,735	72.1	6,072	70.2	78.0
Drove Alone	2,872	58.1	2,578	68.0	5,450	63.0	68.5
Carpooled:	465	9.4	157	4.1	622	7.2	9.5
In 2-person carpool	366	7.4	148	3.9	514	5.9	6.9
In 3-person carpool	43	0.9	0	0.0	43	0.5	1.5
In 4-or-more-person carpool	56	1.1	9	0.2	65	0.8	1.1
Public Transportation (excl Taxi):	0	0.0	12	0.3	12	0.1	3.6
Bus or Trolley Bus	0	0.0	12	0.3	12	0.1	2.3
Streetcar or Trolley Car	0	0.0	0	0.0	0	0.0	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	197	4.0	12	0.3	209	2.4	0.7
Walked	73	1.5	96	2.5	169	2.0	2.4
Taxicab, Motorcycle, or other	80	1.6	58	1.5	138	1.6	1.7
Worked at Home	378	7.6	754	19.9	1,132	13.1	13.6
Total:	4,065	82.3	3,667	96.7	7,732	89.4	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Commute Times for Employed Residents

Table 8. SEX OF WORKERS BY TRAVEL TIME TO WORK

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Less than 5 minutes	160	5.4	174	6.1	334	5.7	2.0
5 to 9 minutes	616	20.9	339	11.8	955	16.4	7.5
10 to 14 minutes	430	14.6	468	16.3	898	15.4	12.2
15 to 19 minutes	282	9.6	283	9.8	565	9.7	15.0
20 to 24 minutes	355	12.0	275	9.6	630	10.8	14.3
25 to 29 minutes	153	5.2	77	2.7	230	3.9	6.3
30 to 34 minutes	90	3.1	135	4.7	225	3.9	15.0
35 to 39 minutes	56	1.9	18	0.6	74	1.3	2.9
40 to 44 minutes	42	1.4	5	0.2	47	0.8	4.3
45 to 59 minutes	12	0.4	76	2.6	88	1.5	8.6
60 to 89 minutes	140	4.7	29	1.0	169	2.9	7.9
90 or more minutes	35	1.2	17	0.6	52	0.9	4.0
Total:	2,371	80.4	1,896	65.9	4,267	73.2	

Source: 2022 5-year American Community Survey, Summary File

Figure 79: Percent of Employed Population With Commutes of More than 30 Minutes

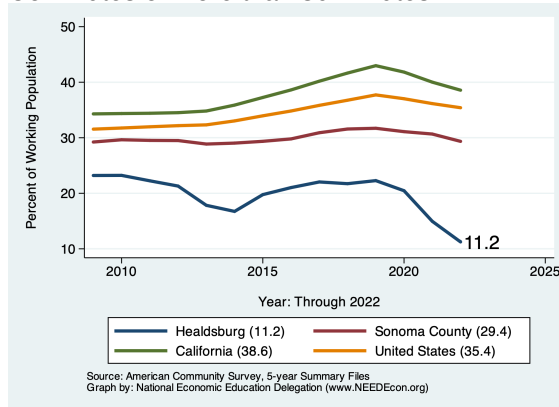


Figure 80: Percent of Employed Population With Commutes of More than 90 Minutes

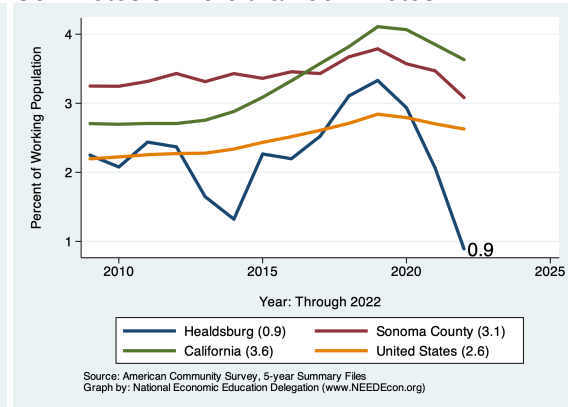
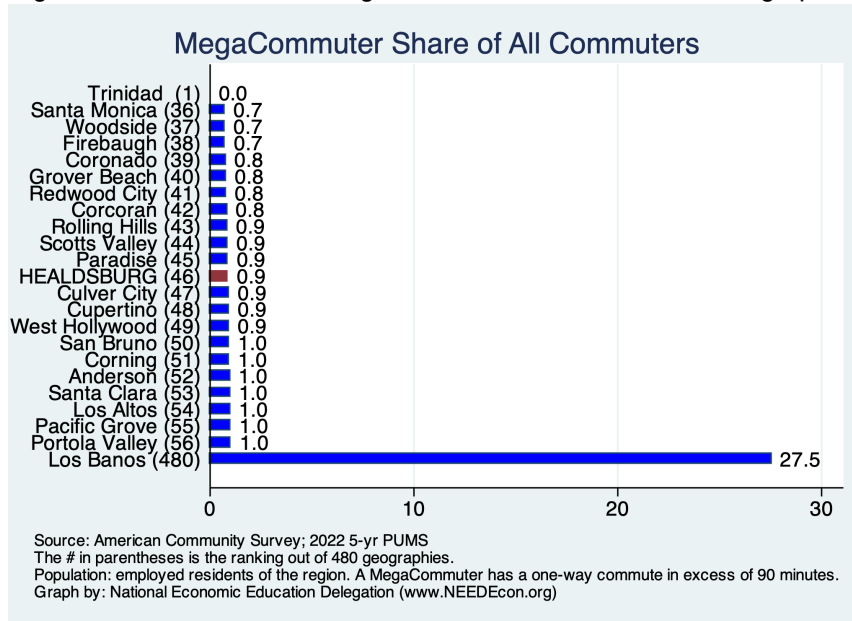


Figure 81: Rank: Share of MegaCommuters Across Similar Geographies



Commute Times for Those Employed in the City

Table 9. SEX OF WORKERS BY TRAVEL TIME TO WORK FOR WORKPLACE GEOGRAPHY

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Less than 5 minutes	201	4.4	158	4.5	359	4.4	2.0
5 to 9 minutes	672	14.5	390	11.0	1,062	13.0	7.5
10 to 14 minutes	514	11.1	510	14.4	1,024	12.5	12.2
15 to 19 minutes	519	11.2	473	13.4	992	12.2	15.0
20 to 24 minutes	300	6.5	548	15.5	848	10.4	14.3
25 to 29 minutes	285	6.2	317	8.9	602	7.4	6.3
30 to 34 minutes	663	14.4	199	5.6	862	10.6	15.0
35 to 39 minutes	61	1.3	136	3.8	197	2.4	2.9
40 to 44 minutes	79	1.7	67	1.9	146	1.8	4.3
45 to 59 minutes	97	2.1	78	2.2	175	2.1	8.6
60 to 89 minutes	126	2.7	19	0.5	145	1.8	7.9
90 or more minutes	170	3.7	18	0.5	188	2.3	4.0
Total:	3,687	79.8	2,913	82.2	6,600	80.9	

Source: 2022 5-year American Community Survey, Summary File
The results in this table are for those who work in the region, regardless of the location of their residence.

Figure 82: Percent of Local Employees With Commutes of More than 30 Minutes

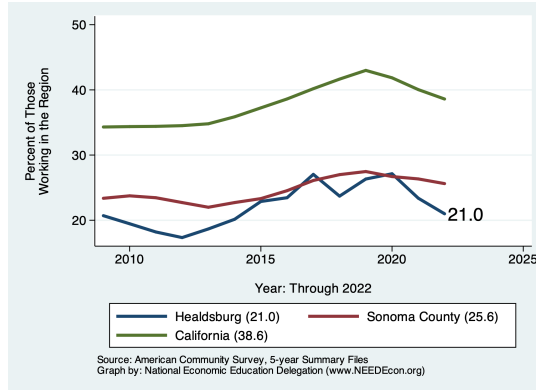


Figure 83: Percent of Local Employees With Commutes of More than 90 Minutes

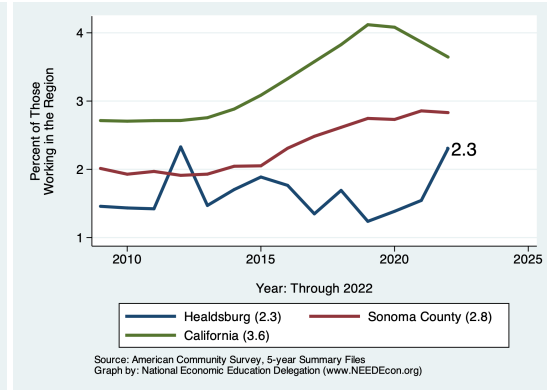
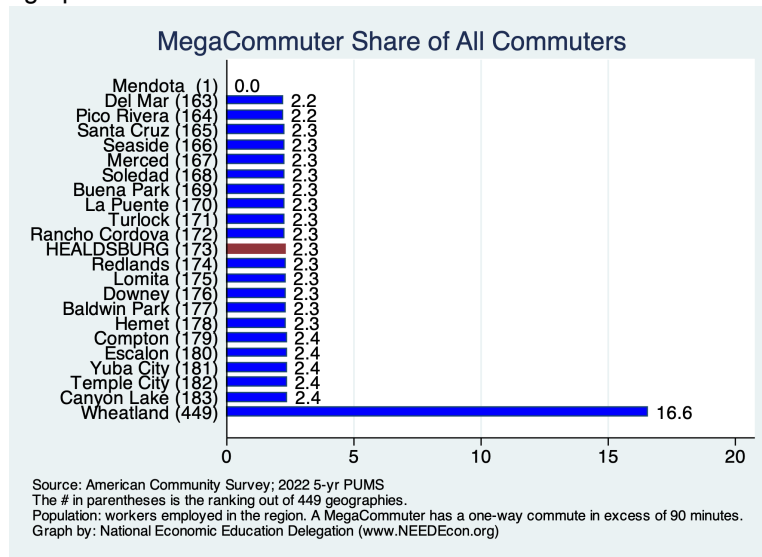


Figure 84: Rank: Share of MegaCommuters Across Similar Geographies



Place of Work

This section provides evidence on where workers living in Healdsburg work. As evidenced in the first table, some of Healdsburg’s employed workers work in the City, but many do not. The first table and graph pair provide evidence at the county level while the second provide evidence with regard to working outside of the Healdsburg city boundary.

Table 10. SEX OF WORKERS BY PLACE OF WORK—STATE AND COUNTY LEVEL

Place of Work	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Worked in state of residence:	2,700	84.7	2,634	84.3	5,334	84.5	99.6
Worked in county of residence	2,575	80.8	2,533	81.0	5,108	80.9	84.1
worked outside of county of residence	125	3.9	101	3.2	226	3.6	15.4
Worked outside state of residence	49	1.5	16	0.5	65	1.0	0.4
Total:	2,749	86.3	2,650	84.8	5,399	85.5	

Source: 2022 5-year American Community Survey, Summary File

Figure 85: Percent of Workers Employed Outside of Their County of Residence

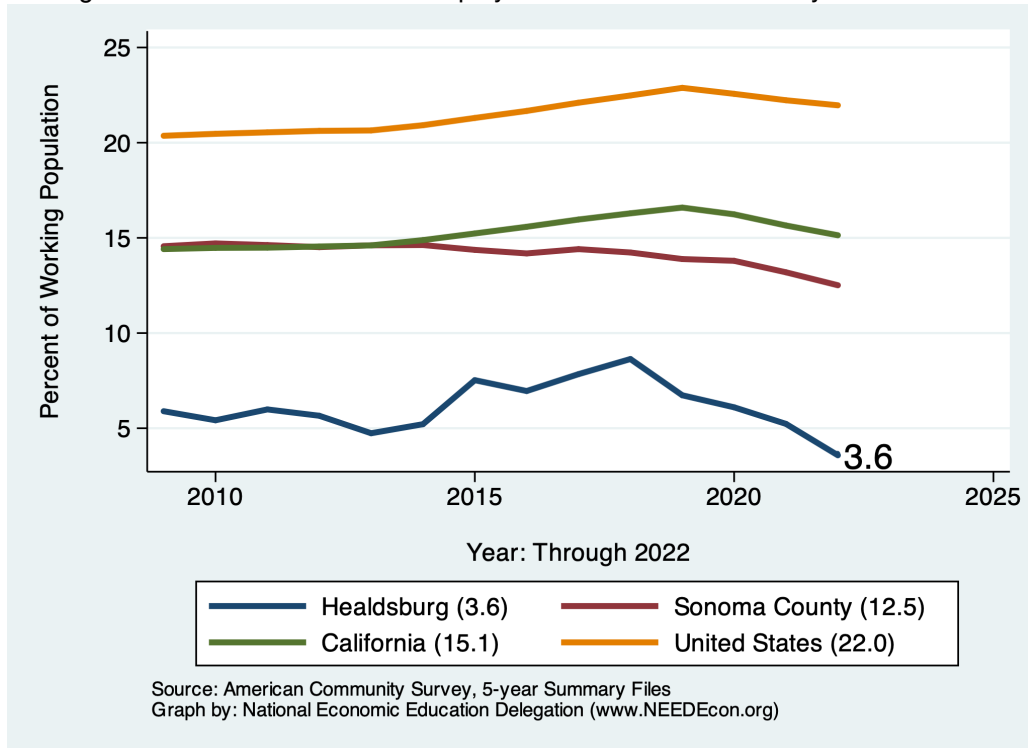
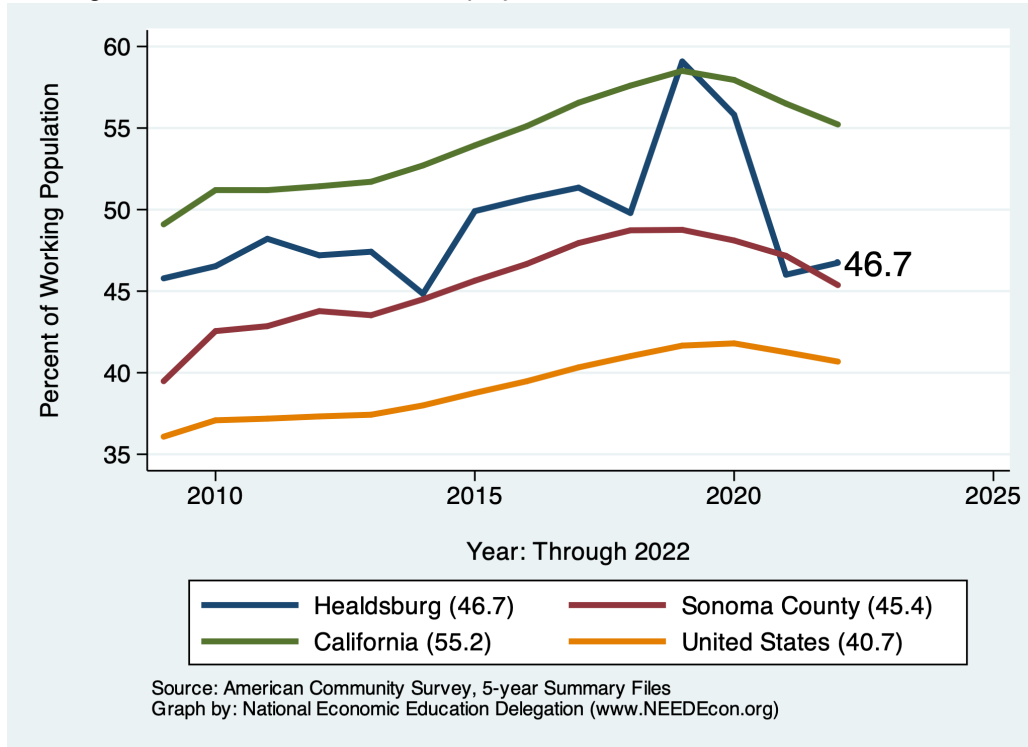


Table 11. SEX OF WORKERS BY PLACE OF WORK-PLACE LEVEL

Place of Work	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Living in a place:	2,749	86.3	2,650	84.8	5,399	85.5	95.9
Worked in place of residence	1,147	36.0	1,302	41.7	2,449	38.8	39.5
Worked outside place of residence	1,602	50.3	1,348	43.1	2,950	46.7	56.4
Not living in a place	0	0.0	0	0.0	0	0.0	4.1
Total:	2,749	86.3	2,650	84.8	5,399	85.5	

Source: 2022 5-year American Community Survey, Summary File

Figure 86: Percent of Workers Employed Outside of Their Place of Residence



Commute Mode by Income

**Table 12. MEDIAN EARNINGS IN THE PAST 12 MONTHS
BY MEANS OF TRANSPORTATION TO WORK**

	City	California	Ratio	United States	
	Median	Median		Median	Ratio
Car, truck, or van - drove alone	44,000	48,566	88.9	46,171	88.5
Car, truck, or van - carpooled	46,298	36,463	124.6	34,487	124.6
Public transportation (excluding taxicab)	66,406	40,179	162.2	45,100	136.7
Walked		29,366		27,142	
Taxicab, motorcycle, bicycle, or other means		40,433		36,140	
Worked from home	69,844	75,153	91.2	67,180	96.5
Total:	49,667	48,747	101.9	46,099	107.7

Source: 2022 5-year American Community Survey, Summary File

Notes: 1) Ratio = the ratio of the regional median to either the CA or US median, relative to the Total ratio.

Values above 100 imply a high local median. Values below 100 imply a low local median.

For example, a value of 200 means that the local mean is 2x higher than would be expected.

For "Total:", ratio is simply the ratio of the medians.

2) For regions with more than one geography, the medians are averages weighted by working population.

Table 13. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS

Mode of Transit	< \$25,000		\$25,000-\$74,999		\$75,000+		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	561	28.9	1,039	49.6	939	52.2	3,398	53.8	68.4
Car, Truck, or Van: Carpooled	70	3.6	111	5.3	191	10.6	453	7.2	9.5
Public Transportation (excl Taxi)	7	0.4	34	1.6	0	0.0	41	0.6	3.6
Walked	46	2.4	37	1.8	56	3.1	190	3.0	2.4
Taxicab, Motorcycle, or other	94	4.8	30	1.4	49	2.7	185	2.9	2.4
Worked at Home	265	13.6	292	13.9	564	31.4	1,132	17.9	13.6
Total:	1,043	53.7	1,543	73.7	1,799		5,399	85.5	100.0

Source: 2022 5-year American Community Survey, Summary File

**Table 14. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS FOR
WORKPLACE GEOGRAPHY**

Mode of Transit	< \$25,000		\$25,000-\$74,999		\$75,000+		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	1,337	43.2	1,809	59.0	1,736	69.4	5,450	63.0	68.5
Car, Truck, or Van: Carpooled	98	3.2	352	11.5	76	3.0	622	7.2	9.5
Public Transportation (excl Taxi)	12	0.4	0	0.0	0	0.0	12	0.1	3.6
Walked	46	1.5	37	1.2	35	1.4	169	2.0	2.4
Taxicab, Motorcycle, or other	35	1.1	172	5.6	90	3.6	347	4.0	2.4
Worked at Home	265	8.6	292	9.5	564	22.6	1,132	13.1	13.6
Total:	1,793	57.9	2,662	86.9	2,501		7,732	89.4	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Commute Mode by Poverty Status

Table 15. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS

Mode of Transit	In Poverty		100-149% of Pov		>150% of Pov		All #	All (%)	All of CA (%)
	#	(%)	#	(%)	#	(%)			
Car, Truck, or Van: Drove Alone	79	24.2	222	40.4	3,097	52.5	3,398	53.8	68.7
Car, Truck, or Van: Carpooled	10	3.1	0	0.0	443	7.5	453	7.2	9.5
Public Transportation (excl Taxi)	7	2.1	0	0.0	34	0.6	41	0.6	3.6
Walked	10	3.1	0	0.0	180	3.0	190	3.0	2.1
Taxicab, Motorcycle, or other	0	0.0	0	0.0	185	3.1	185	2.9	2.4
Worked at Home	12	3.7	88	16.0	1,032	17.5	1,132	17.9	13.6
Total:	118	36.1	310	56.5	4,971	84.2	5,399	85.5	

Source: 2022 5-year American Community Survey, Summary File

Table 16. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS FOR WORKPLACE GEOGRAPHY

Mode of Transit	In Poverty		100-149% of Pov		>150% of Pov		All #	All (%)	All of CA (%)
	#	(%)	#	(%)	#	(%)			
Car, Truck, or Van: Drove Alone	174	41.1	196	31.4	5,080	64.8	5,450	63.0	68.7
Car, Truck, or Van: Carpooled	50	11.8	11	1.8	561	7.2	622	7.2	9.5
Public Transportation (excl Taxi)	0	0.0	0	0.0	12	0.2	12	0.1	3.6
Walked	10	2.4	0	0.0	159	2.0	169	2.0	2.1
Taxicab, Motorcycle, or other	0	0.0	0	0.0	347	4.4	347	4.0	2.4
Worked at Home	12	2.8	88	14.1	1,032	13.2	1,132	13.1	13.6
Total:	246	58.2	295	47.3	7,191	91.7	7,732	89.4	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Migration

Overall Migration Flows

Definition:

The United States is a country with an increasingly mobile population. People move, migrate, from one place to another with increasing frequency.

Why is it important?

Having a handle on whether or not Healdsburg is a net recipient (migration inflows) or donor (migration outflows) of population is very im-

portant for understanding trends in the City's development. This section outlines migration patterns by age, education, income, marital status, and housing tenure. Understanding recent trends is very important for making policy, investment, and other decisions about the future. Also, understanding the extent to which the population is stable, or experiences significant turnover each year is helpful for planning purposes.

Figure 87: Overall Movements of Residents

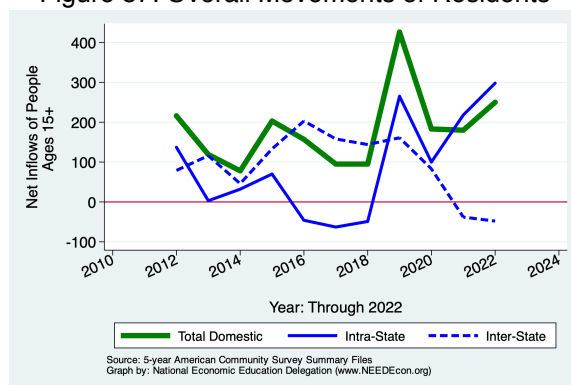


Table 17: Migration by Income

Category	Population	Net Inflows				
		All Migration	Same State		Across States	From Abroad
			W/in County	Between Counties		
No income	1,195	-52	-16	-36	0	0
With income	8,851	314	333	17	-48	12
\$1 to \$9,999 or less	1,017	44	70	-4	-22	0
\$10,000 to \$14,999	653	17	2	-5	20	0
\$15,000 to \$24,999	812	148	66	82	0	0
\$25,000 to \$34,999	1,509	19	27	5	-13	0
\$35,000 to \$49,999	993	116	134	-23	5	0
\$50,000 to \$64,999	713	-49	-49	0	0	0
\$65,000 to \$74,999	508	-22	-17	-5	0	0
\$75,000 or more	2,646	41	100	-33	-38	12
All:	10,046	262	317	-19	-48	12

Source: 2022 5-year American Community Survey, Summary File

Note: The data in this and other tables in this section are limited in that there is no information on the City's population that has moved abroad.

The "From Abroad" column is gross movements into the City from abroad.

Figure 88: Overall Movements of Low Income Residents

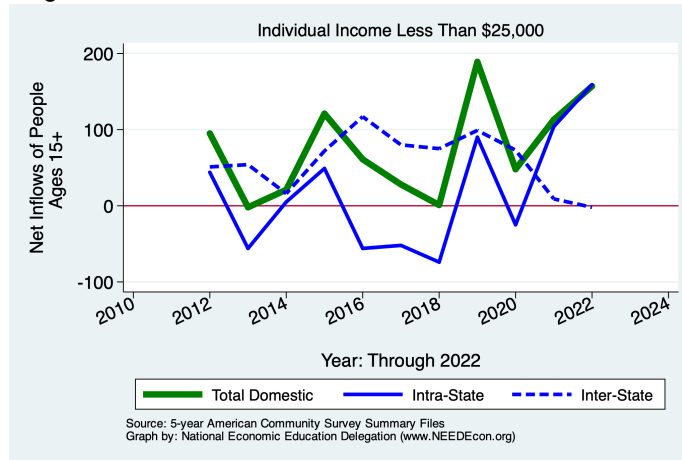


Figure 89: Overall Movements of Middle Income Residents

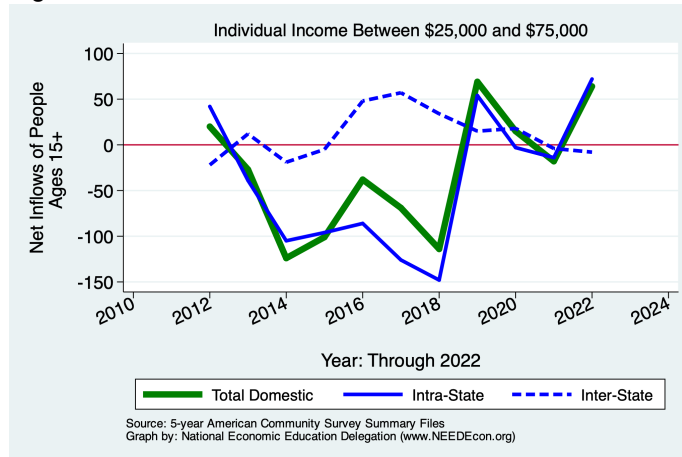
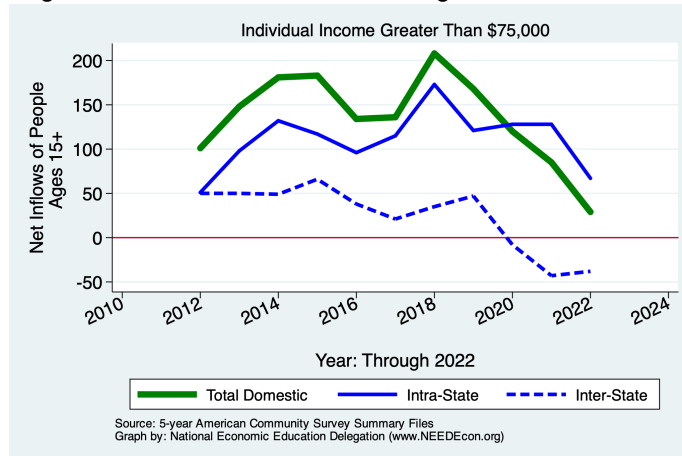


Figure 90: Overall Movements of High Income Residents



Demographics of Migration Flows

Table 18: Migration by Marital Status

Category	Population	Net Inflows				
		All Migration	Same State			From Abroad
			W/in County	Between Counties	Across States	
Never married	3,202	-108	-19	-108	7	12
Now married, except separated	4,865	396	343	117	-64	0
Divorced	1,443	-42	-31	-11	0	0
Separated	123	-9	-9	0	0	0
Widowed	413	25	33	-17	9	0
Total:	10,046	262	317	-19	-48	12

Source: 2022 5-year American Community Survey, Summary File

Table 19: Migration by Tenure

Category	Population	Net Inflows				
		All Migration	Same State			From Abroad
			W/in County	Between Counties	Across States	
Householder lived in owner-occupied housing units	6,206	-26	64	-30	-60	0
Householder lived in renter-occupied housing units	5,120	392	333	40	7	12
Total:	11,326	366	397	10	-53	12

Source: 2022 5-year American Community Survey, Summary File

Figure 91: Domestic Movements of Residents by Tenure

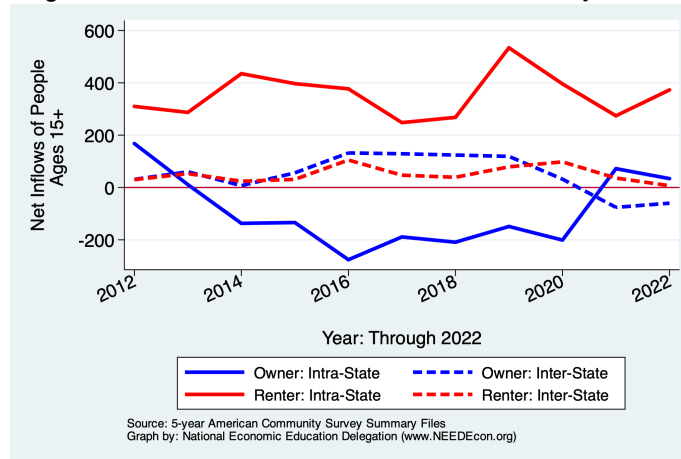


Table 20: Migration by Age

Category	Population	Net Inflows				
		All Migration	Same State			From Abroad
			W/in County	Between Counties	Across States	
1 to 4 years	489	65	78	0	-13	0
5 to 17 years	1,261	15	10	-10	15	0
18 and 19 years	446	-5	45	-50	0	0
20 to 24 years	606	-14	4	-18	0	0
25 to 29 years	534	-145	-146	1	0	0
30 to 34 years	589	57	76	-31	0	12
35 to 39 years	579	-28	-3	0	-25	0
40 to 44 years	769	0	0	0	0	0
45 to 49 years	658	79	42	15	22	0
50 to 54 years	624	-3	18	-20	-1	0
55 to 59 years	690	67	58	-2	11	0
60 to 64 years	1,014	63	44	19	0	0
65 to 69 years	1,467	233	188	45	0	0
70 to 74 years	754	-61	-9	13	-65	0
75 years and over	952	2	-10	9	3	0
Total Population:	11,432	325	395	-29	-53	12

Source: 2022 5-year American Community Survey, Summary File

Table 21: Migration by Educational Attainment

Category	Population	Net Inflows				
		All Migration	Same State			From Abroad
			W/in County	Between Counties	Across States	
Less than high school graduate	805	-24	-24	0	0	0
High school graduate (includes equiv)	1,382	-12	-52	40	0	0
Some college or assoc. degree	2,649	149	134	56	-53	12
Bachelor's degree	2,333	96	89	0	7	0
Graduate or professional degree	1,461	55	111	-47	-9	0
Total:	8,630	264	258	49	-55	12

Source: 2022 5-year American Community Survey, Summary File

Table 22: Median Income of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	40,374	40,374
Moved Within Same County	47,808	51,766
Total Population:	41,391	42,659

Source: 2022 5-year American Community Survey, Summary File

Table 23: Median Age of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	48.8	48.8
Moved Within Same County	40.4	27.4
Moved to Different County, Same State	68.0	30.9
Moved Between States	45.6	70.1
Total Population:	48.6	47.9

Source: 2022 5-year American Community Survey, Summary File

References and Sources

The majority of the data presented in this report are from the American Community Survey (ACS). For larger geographies, the 1-year Summary Files provide the data. For smaller communities, roughly those with less than 65,000 in population in 2021, the 5-year Summary Files provide the data.

The ACS data are supplemented by building permit data from the U.S. Census Bureau, population and housing data from the California Department of Finance, and home price and rental rates from Zillow.

U.S. Census Bureau. American Community Survey 1-year and 5-year Summary Files. <https://www.census.gov/programs-surveys/acs/data/data-via-ftp.html>. The 1-year data are released in September each year and the 5-year data are released in January.

Zillow Research Data <https://www.zillow.com/research/data/>

U.S. Census Bureau. Building Permits Data, updated annually in February. <https://www.census.gov/construction/bps/current.html>

State of California, Department of Finance, E-5 Population and Housing Estimates for Cities, Counties and the State — January 1. Sacramento, California, May. <https://dof.ca.gov/forecasting/demographics/estimates/>

State of California, Department of Finance, E-2. California County Population Estimates and Components of Change by Year, July 1, 2010-2021. Sacramento, California, December. <https://dof.ca.gov/forecasting/demographics/>

State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1. Sacramento, California, May. <https://dof.ca.gov/forecasting/demographics/>