

Sonoma County Real Personal Income

Bureau of Economic Analysis

2024 Update

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Definition of Personal Income

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. It includes income from domestic sources as well as from the rest of the world.

Personal income is the income that is available to persons for consumption expenditures, taxes, interest payments, transfer payments to governments and the rest of the world, or for saving.

The data in this report have been adjusted for inflation into 2024 \$ using the: Consumer Price Index for All Urban Consumers: All Items.

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1. Region - Among Comparables

Figure 1 - 1: Real Per Capita Personal Income - Comparables (Rank)

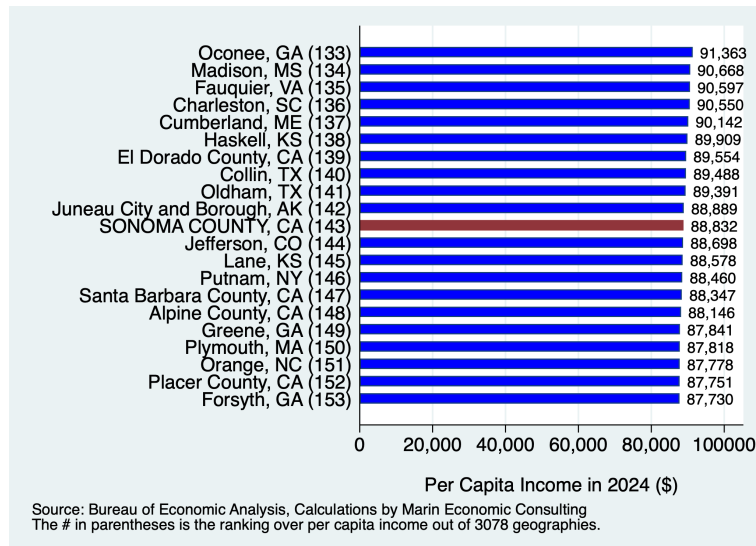
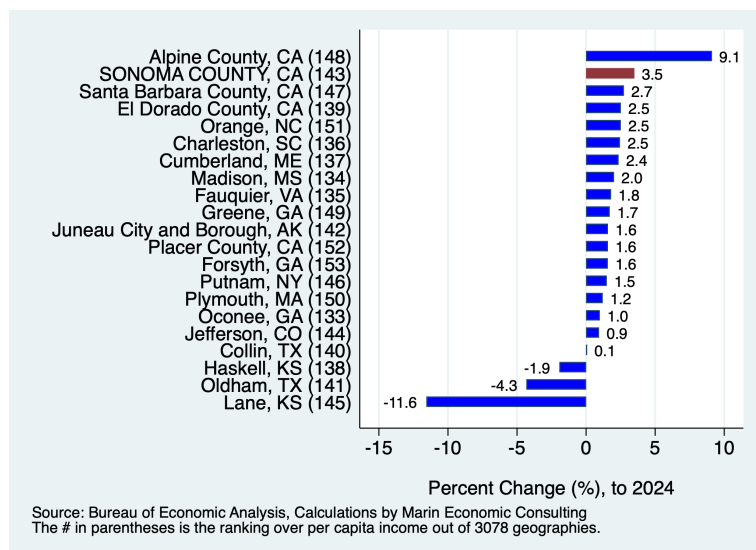


Figure 1 - 2: Year over Year Growth in Real Per Capita Personal Income - Comparables (Rank by Absolute Income Level)



2. Real Per Capita Personal Income

Figure 2 - 1: Real Per Capita Personal Income - History
Figure 2 - 2: Real Per Capita Personal Income - Last 10 Years

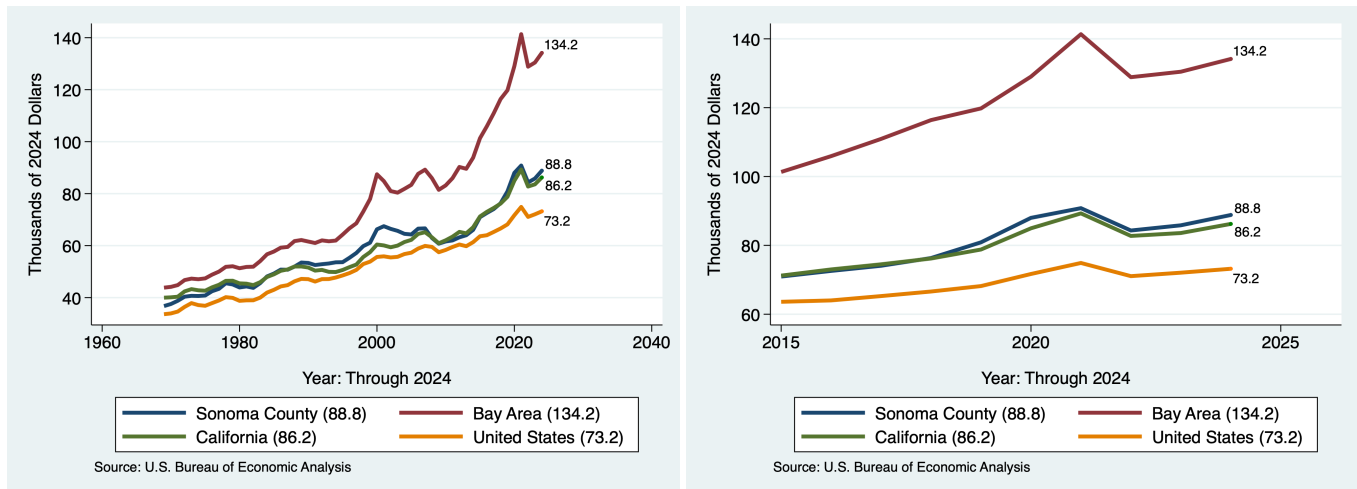


Figure 2 - 3: Growth in Real Per Capita Personal Income

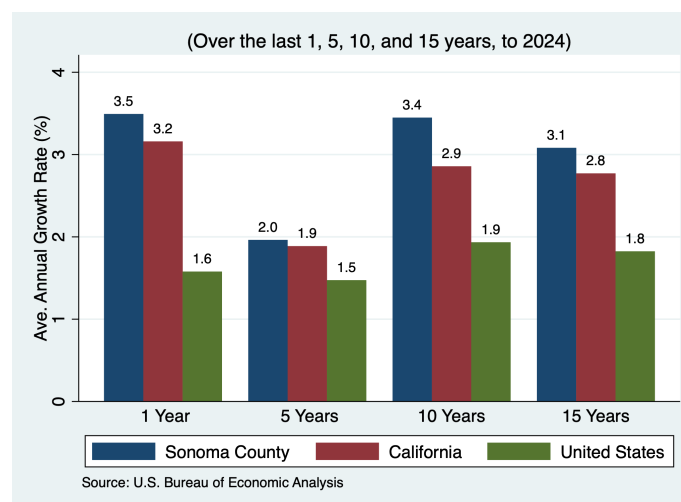


Table 2.1. Percentile Ranking Among All U.S. Counties

Ranking by Levels					
	2024	2021	2019	1015	2010
Sonoma County	95	95	95	91	89
Ranking by Growth Rate Since:					
	Last Year	2021	2019	1015	2010
Sonoma County		69	73	94	94

Source: Bureau of Economic Analysis

Note: Higher # indicates a higher ranking (1-100).

Table 2.2. Real Per Capita Personal Income (2024 \$)

	2024	2021	2019	1015	2010
Sonoma County	88,832	90,813	80,890	70,951	61,591
North Bay	120,908	122,169	107,854	94,295	79,299
Bay Area	134,153	141,348	119,791	101,332	83,165
California	86,232	89,294	78,796	71,225	62,056
United States	73,204	74,891	68,180	63,609	58,344

Source: Bureau of Economic Analysis

Table 2.3. Growth in Real Per Capita Personal Income
 (CAGR: Cumulative Annual Growth Rate (%))

	<i>Last Year</i>	2021	2019	1015	2010
Sonoma County		-0.73	1.89	2.53	2.65
North Bay		-0.35	2.31	2.80	3.06
Bay Area		-1.73	2.29	3.17	3.47
California		-1.16	1.82	2.15	2.38
United States		-0.76	1.43	1.57	1.63

Source: Bureau of Economic Analysis

3. Real Total Personal Income

Figure 3 - 1: Total Real Personal Income - History

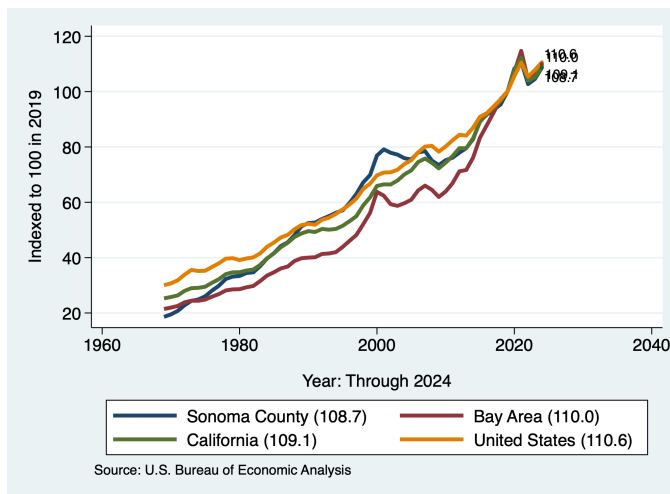


Figure 3 - 2: Total Real Personal Income - Last 10 years

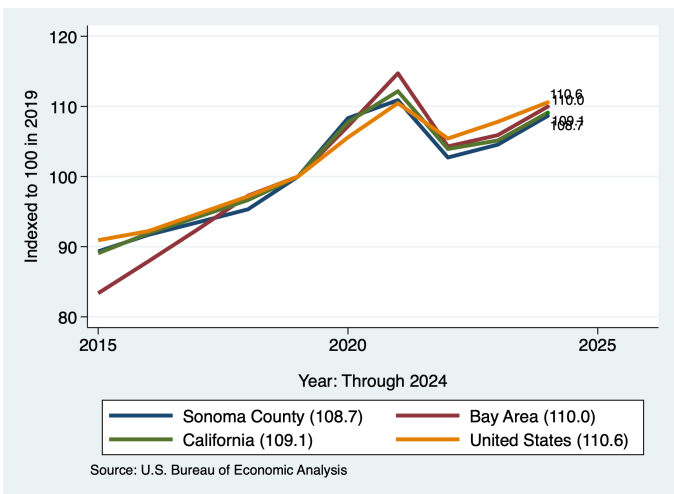


Figure 3 - 3: Growth in Total Real Personal Income

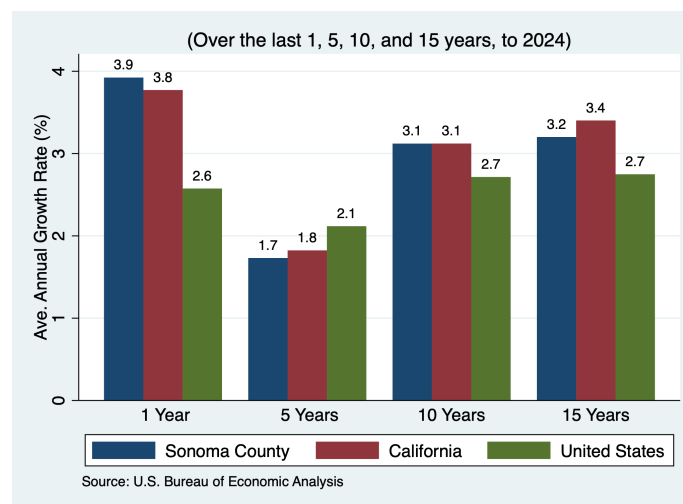


Table 3.1. Percentile Ranking Among All U.S. Counties

Ranking by Levels					
	2024	2021	2019	1015	2010
Sonoma County	96	96	96	96	96
Ranking by Growth Rate Since:					
	Last Year	2021	2019	1015	2010
Sonoma County		59	54	77	85

Source: Bureau of Economic Analysis

Note: Higher # indicates a higher ranking (1-100).

Table 3.2. Total Real Personal Income (Thousands of 2024 \$)

	2024	2021	2019	1015	2010
Sonoma County	43,116,855	44,004,317	39,682,905	35,448,043	29,848,644
North Bay	105,734,364	107,513,092	96,291,468	85,284,335	69,341,969
Bay Area	1,026,007,479	1,070,242,560	932,950,292	777,736,239	596,047,525
California	3,400,237,317	3,495,204,620	3,116,242,469	2,775,417,722	2,316,100,039
United States	24,897,613,000	24,871,214,950	22,514,740,234	20,470,522,031	18,050,505,110

Source: Bureau of Economic Analysis

Table 3.3. Growth in Total Real Personal Income
 (CAGR: Cumulative Annual Growth Rate (%))

	Last Year	2021	2019	1015	2010
Sonoma County		-0.68	1.67	2.20	2.66
North Bay		-0.55	1.89	2.42	3.06
Bay Area		-1.40	1.92	3.13	3.96
California		-0.91	1.76	2.28	2.78
United States		0.04	2.03	2.20	2.32

Source: Bureau of Economic Analysis

4. Population

Figure 4 - 1: Population - History

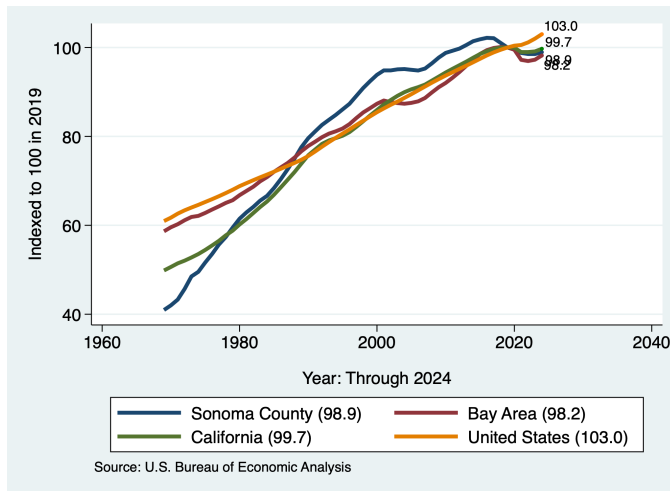


Figure 4 - 2: Population - Last 10 Years

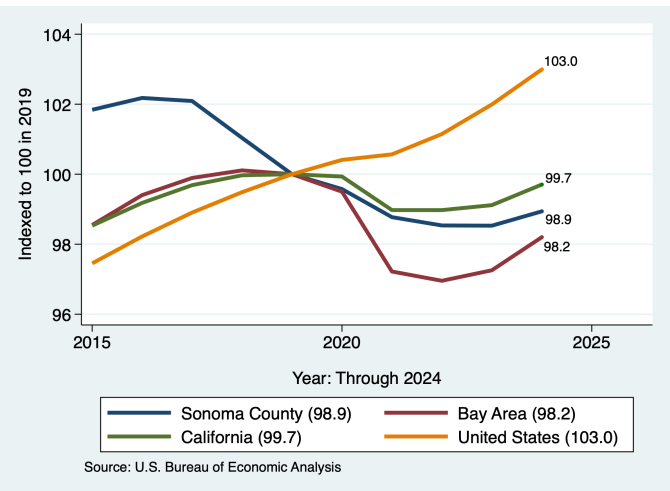


Figure 4 - 3: Average Annual Population Growth

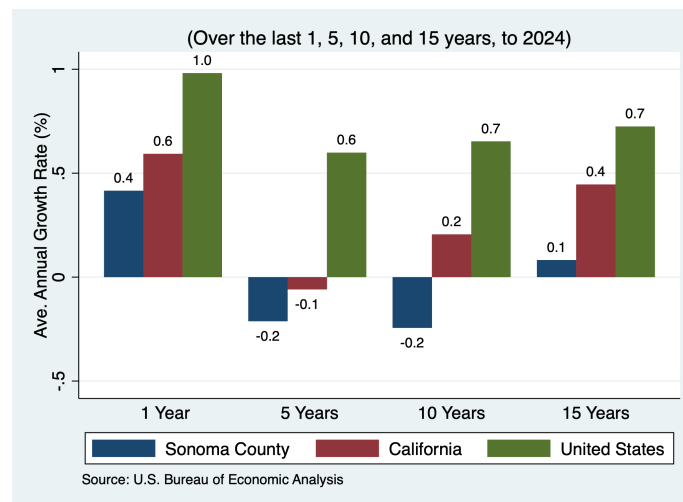


Table 4.1. Percentile Ranking Among All U.S. Counties

Ranking by Levels					
	2024	2021	2019	1015	2010
Sonoma County	95	95	95	96	96
Ranking by Growth Rate Since:					
	Last Year	2021	2019	1015	2010
Sonoma County		41	33	31	50

Source: Bureau of Economic Analysis

Note: Higher # indicates a higher ranking (1-100).

Table 4.2. Population

	2024	2021	2019	1015	2010
Sonoma County	485,375	484,561	490,579	499,611	484,628
North Bay	874,502	880,034	892,795	904,446	874,433
Bay Area	7,648,014	7,571,670	7,788,146	7,675,126	7,167,009
California	39,431,263	39,142,565	39,547,995	38,966,939	37,322,523
United States	340,110,988	332,099,760	330,226,227	321,815,121	309,378,227

Source: Bureau of Economic Analysis

Table 4.3. Population Growth

(CAGR: Cumulative Annual Growth Rate (%))

	<i>Last Year</i>	2021	2019	1015	2010
Sonoma County		0.06	-0.21	-0.32	0.01
North Bay		-0.21	-0.41	-0.37	0.00
Bay Area		0.33	-0.36	-0.04	0.47
California		0.25	-0.06	0.13	0.39
United States		0.80	0.59	0.62	0.68

Source: Bureau of Economic Analysis