

Sonoma County Industry Growth and Location Quotients Q4 -2025

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1. Nonfarm Employment

Figure 1 - 1: Regional Growth Relative to California and the United States

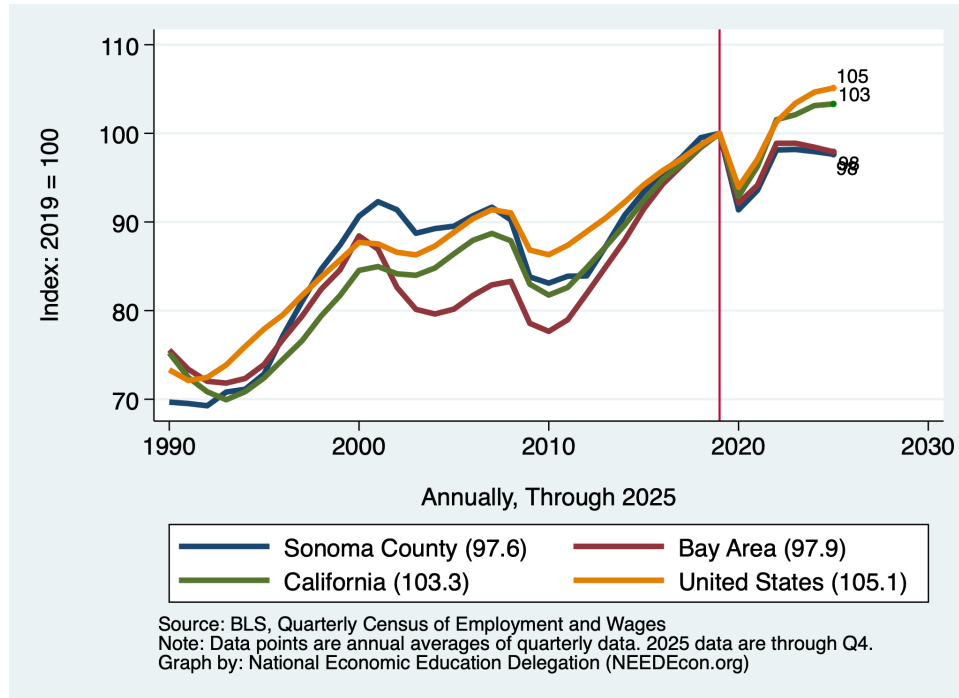
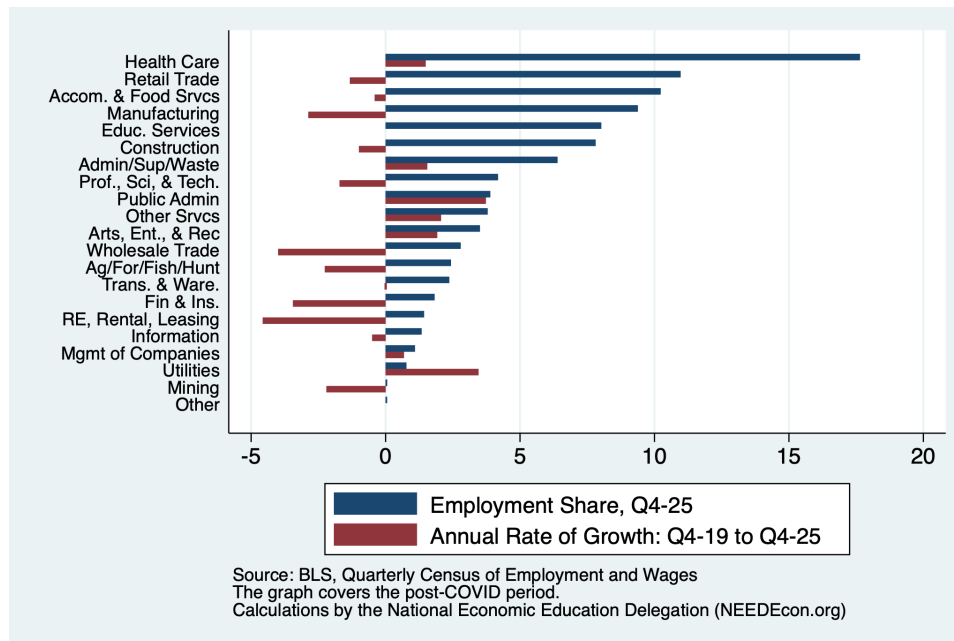


Table 1.1: Total Nonfarm Employment Growth
(Q4 of each year.)

Region	Current Employment	Year over Year Change (#)	Annual Rate of Growth						
			Over last:	Since:					
			Year	2 Years	3 Years	5 Years	2010	2000	1990
Sonoma County	206,247	-878	-0.4	-0.6	-0.4	1.5	1.0	0.2	1.1
Bay Area	3,956,965	2,608	0.1	-0.3	-0.4	1.5	1.7	0.4	0.8
California	18,413,900	47,570	0.3	0.6	0.5	2.3	1.8	0.9	1.1
United States	156,854,848	386,112	0.2	0.6	0.9	2.2	1.4	0.8	1.2

Source: BLS, QCEW; Calculations by National Economic Education Delegation

Figure 1 - 2: Industry Shares and Growth



**Table 1.2: Nonfarm Employment Growth by 2-Digit NAICS Category
(Q4 of each year.)**

Region	Current Employment	Year over Year Change (#)	Annual Rate of Growth						
			Over last: Year	2 Years	3 Years	5 Years	Since: 2010	2000	1990
Ag, For, Fish, & Hunting	5,020	-287	-5.4	-8.3	-1.0	-0.5	-0.6	-1.0	-0.2
Mining	127	-26	-16.8	-10.5	-3.9	-2.6	0.8	-2.4	-2.1
Utilities	1,602	-13	-0.8	2.9	3.2	3.1	1.6	3.9	27.8
Construction	16,109	-376	-2.3	-1.6	-0.9	-0.2	5.5	0.8	1.5
Manufacturing	19,347	-1,131	-5.5	-6.9	-6.1	-2.4	-0.3	-1.5	-0.3
Wholesale Trade	5,756	-386	-6.3	-6.4	-5.9	-4.2	-0.9	0.0	0.1
Retail Trade	22,626	-260	-1.1	-1.0	-1.2	-0.8	0.2	-0.3	0.1
Trans. & Ware.	4,883	15	0.3	0.3	-1.0	0.8	0.3	0.1	0.6
Information	2,764	-159	-5.4	0.8	-1.5	3.0	0.3	-1.4	-0.4
Fin & Ins.	3,762	-39	-1.0	-0.2	-3.7	-2.9	-1.5	-1.9	-1.3
RE, Rental, Leasing	2,949	-12	-0.4	-10.2	-6.5	0.3	0.4	-0.1	0.9
Prof., Sci., & Tech.	8,623	-43	-0.5	-4.3	-4.0	-1.4	-2.0	0.6	1.8
Mgmt of Companies	2,256	-76	-3.3	2.0	3.7	2.4	1.9	-1.0	32.9
Admin, Support, & Waste	13,190	210	1.6	4.6	1.0	3.2	4.5	1.2	3.6
Educ. Services	16,541	243	1.5	2.3	2.5	75.4	23.8	13.2	20.4
Health Care & Soc. Asst.	36,382	1,132	3.2	3.1	3.1	3.2	3.7	2.7	4.3
Arts, Ent., & Rec	7,234	96	1.3	3.8	5.1	12.2	9.0	6.8	8.3
Accom. & Food Svcs	21,099	41	0.2	-0.7	-0.7	6.9	1.7	1.6	2.1
Other Svcs	7,830	52	0.7	1.7	3.2	7.3	-0.6	0.6	1.4
Public Admin	8,032	52	0.7	3.0	3.5	4.5	1.0	0.3	0.8
Other	116	88	323.2	26.4	70.9	2,293.3	-5.3	-3.9	-2.8

Source: BLS, QCEW; Calculations by National Economic Education Delegation

2. Location Quotients: Graphical History

Figure 2 - 1: Health Care & Soc. Asst.

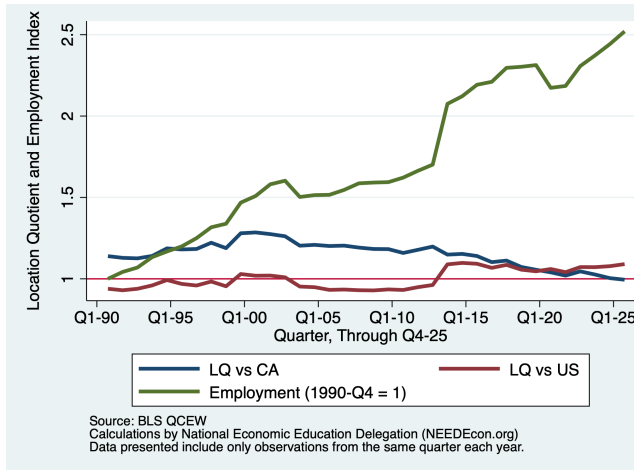


Figure 2 - 2: Retail Trade

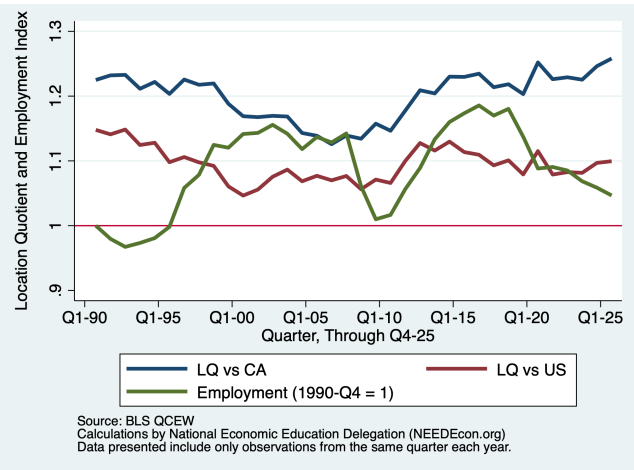


Figure 2 - 3: Accom. & Food Svcs

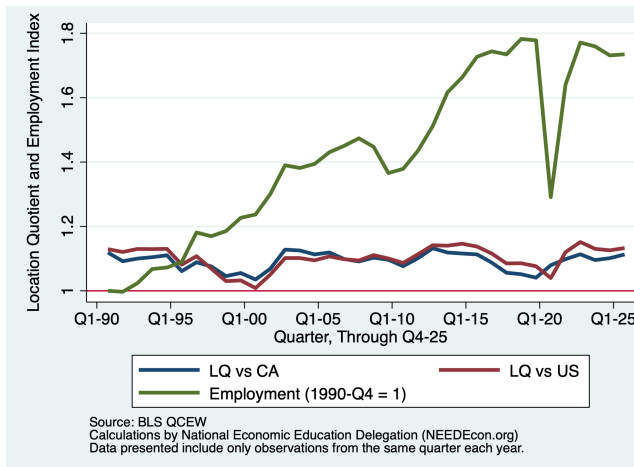


Figure 2 - 4: Manufacturing

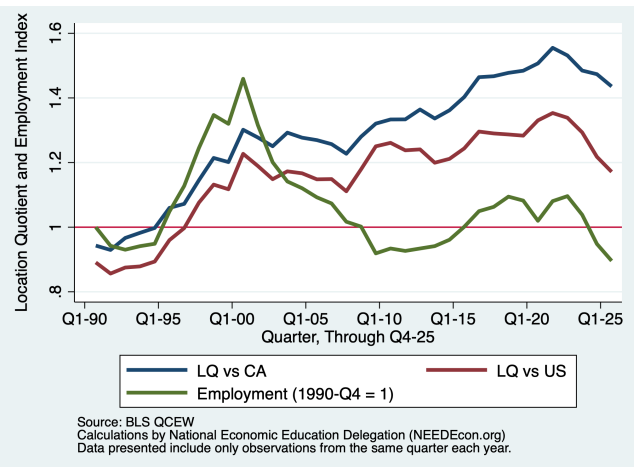


Figure 2 - 5: Educ. Services

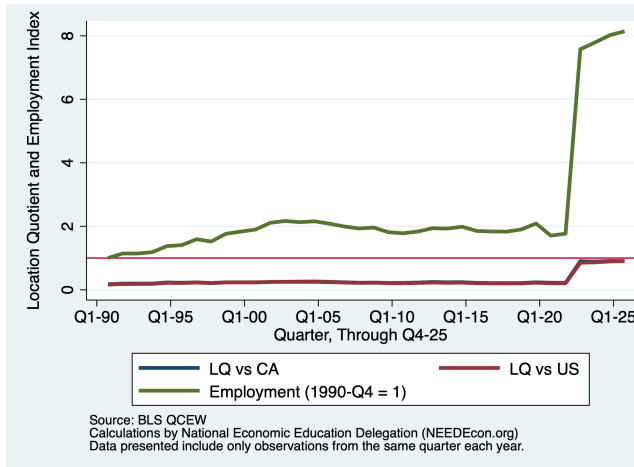


Figure 2 - 6: Construction

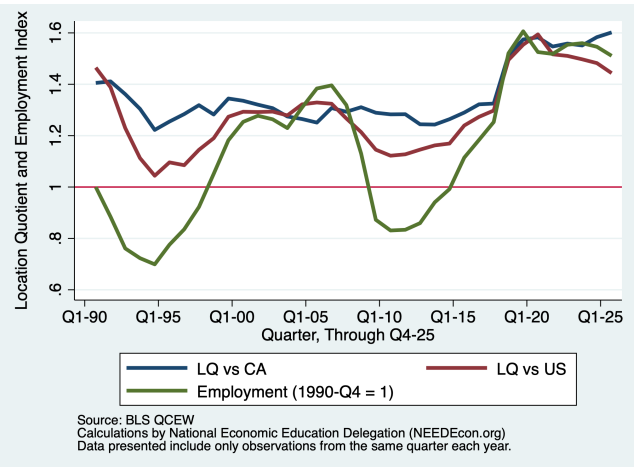


Figure 2 - 7: Admin, Support, & Waste

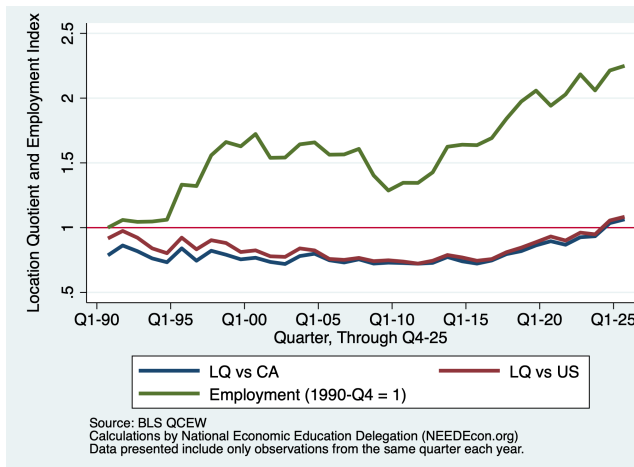
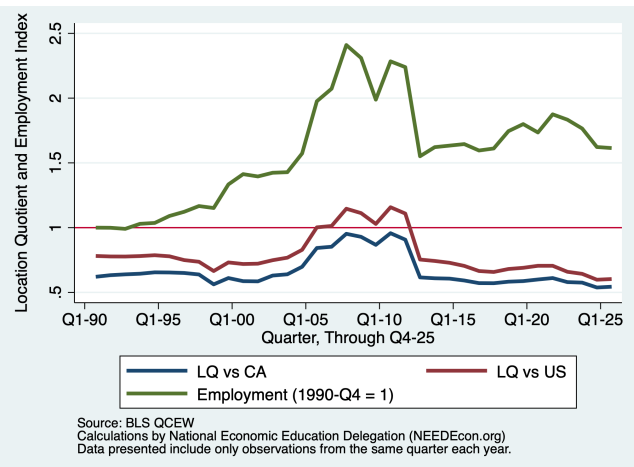


Figure 2 - 8: Prof., Sci., & Tech.



3. Location Quotients: 2-digit NAICS

Table 3.1: Location Quotients for 2-Digit NAICS Industries
(Q4 of each year.)

NAICS Industry	LQ vs California			LQ vs United States		
	Current	5 Years Ago	2000	Current	5 Years Ago	2000
Agriculture, Forestry, Fishing and Hunting	1.17	1.12	1.19	3.12	3.06	3.45
Mining, Quarrying, and Oil and Gas Extraction	0.70	0.75	0.38	0.17	0.21	0.12
Utilities	1.19	1.09	1.00	1.38	1.27	1.17
Construction	1.60	1.58	1.28	1.44	1.59	1.12
Manufacturing	1.44	1.51	1.33	1.17	1.33	1.26
Wholesale Trade	0.80	0.97	0.84	0.73	0.95	0.88
Retail Trade	1.26	1.25	1.15	1.10	1.12	1.07
Transportation and Warehousing	0.49	0.49	0.74	0.47	0.50	0.67
Information	0.46	0.38	0.49	0.71	0.62	0.68
Finance and Insurance	0.68	0.69	0.77	0.45	0.53	0.64
Real Estate and Rental and Leasing	0.86	0.88	0.91	0.91	0.97	1.03
Professional, Scientific, and Technical Services	0.54	0.60	0.96	0.60	0.71	1.16
Management of Companies and Enterprises	0.68	0.72	0.75	0.66	0.64	0.69
Administrative and Support and Waste Management and Remediation Services	1.06	0.90	0.73	1.08	0.93	0.74
Educational Services	0.91	0.22	0.22	0.91	0.21	0.21
Health Care and Social Assistance	0.99	1.04	1.16	1.09	1.06	0.93
Arts, Entertainment, and Recreation	1.56	1.68	0.83	1.89	1.73	1.03
Accommodation and Food Services	1.11	1.08	1.08	1.13	1.04	1.09
Other Services (except Public Administration)	1.20	1.09	0.95	1.27	1.05	1.40
Public Administration	0.80	0.66	0.70	0.79	0.65	0.69

Source: BLS, QCEW; Calculations by National Economic Education Delegation

4. Location Quotients: 3-digit NAICS

**Table 4.1: Location Quotients for 3-Digit NAICS Industries
(Q4 of each year.)**

NAICS Industry	LQ vs California			LQ vs United States		
	Current	5 Years Ago	2000	Current	5 Years Ago	2000
Crop Production	1.60	1.38	1.54	3.70	3.45	4.47
Support Activities for Agriculture and Forestry	0.71	0.74	0.67	3.40	3.57	3.11
Utilities	1.19	1.09	1.00	1.38	1.27	1.17
Construction of Buildings	1.71	1.75	1.41	1.61	1.85	1.33
Heavy and Civil Engineering Construction	1.19	1.19	1.22	0.78	0.88	0.81
Specialty Trade Contractors	1.64	1.60	1.25	1.56	1.69	1.14
Food Manufacturing	1.81	2.30	1.66	1.43	1.86	1.49
Beverage and Tobacco Product Manufacturing	10.20	10.29	12.70	16.70	18.72	26.25
Fabricated Metal Product Manufacturing	0.56	0.58	0.57	0.39	0.44	0.45
Machinery Manufacturing	1.62	2.16	1.97	0.89	1.33	1.17
Computer and Electronic Product Manufacturing	0.95	0.94	0.89	1.82	2.16	1.97
Miscellaneous Manufacturing	1.46	1.27	1.71	1.69	1.53	2.15
Merchant Wholesalers, Durable Goods	0.67	0.72	0.80	0.57	0.67	0.80
Merchant Wholesalers, Nondurable Goods	1.04	1.35	1.00	1.08	1.53	1.13
Motor Vehicle and Parts Dealers	1.29	1.16	1.07	1.01	0.92	0.91
Building Material and Garden Equipment and Supplies Dealers	1.82	1.85	1.54	1.41	1.52	1.31
Food and Beverage Stores	1.70	1.78	1.53	1.71	1.77	1.58
Truck Transportation	0.61	0.60	0.85	0.51	0.48	0.61
Transit and Ground Passenger Transportation	0.95	0.73	0.80	0.86	0.69	0.70
Postal Service	1.26	1.16	1.27	1.02	1.02	1.19
Couriers and Messengers	0.45	0.60	0.89	0.52	0.69	0.86
Telecommunications	1.93	1.40	0.61	1.36	1.06	0.58
Credit Intermediation and Related Activities	0.83	0.75	0.83	0.54	0.58	0.70
Insurance Carriers and Related Activities	0.62	0.69	0.81	0.38	0.50	0.63
Real Estate	0.82	0.80	0.93	0.91	0.92	1.09
Professional, Scientific, and Technical Services	0.54	0.60	0.96	0.60	0.71	1.16
Management of Companies and Enterprises	0.68	0.72	0.75	0.66	0.64	0.69
Administrative and Support Services	1.03	0.87	0.71	1.05	0.91	0.72
Waste Management and Remediation Services	1.61	1.47	1.12	1.56	1.41	1.04
Educational Services	0.91	0.22	0.22	0.91	0.21	0.21
Ambulatory Health Care Services	0.95	1.22	1.31	0.97	1.18	1.22
Hospitals	0.88	0.74	0.90	0.66	0.57	0.70
Nursing and Residential Care Facilities	1.44	1.36	1.30	1.20	1.05	0.86
Social Assistance	0.97	0.95	1.17	1.80	1.62	0.86
Performing Arts, Spectator Sports, and Related Industries	0.73	0.69	0.65	1.05	1.12	0.90
Amusement, Gambling, and Recreation Industries	1.87	0.81	0.90	2.19	0.76	1.12
Accommodation	1.51	1.50	1.35	1.58	1.46	1.38
Food Services and Drinking Places	1.05	1.02	1.02	1.06	0.98	1.03
Repair and Maintenance	1.50	1.20	1.09	1.37	1.16	1.14
Personal and Laundry Services	1.06	0.98	0.92	1.14	0.88	0.90
Religious, Grantmaking, Civic, Professional, and Similar Organizations	1.17	1.06	0.90	1.28	1.04	0.95
Executive, Legislative, and Other General Government Support	0.85	0.81	0.81	0.56	0.51	0.51
Justice, Public Order, and Safety Activities	0.76	0.68	0.63	0.92	0.85	0.87
Administration of Human Resource Programs	1.15	0.13	0.21	1.80	0.20	0.29

Source: BLS, QCEW; Calculations by National Economic Education Delegation

Note: Top 50 industries, by employment share.

5. Location Quotients: 4-digit NAICS

Table 5.1: Location Quotients for 4-Digit NAICS Industries
(Q4 of each year.)

NAICS Industry	LQ vs California			LQ vs United States		
	Current	5 Years Ago	2000	Current	5 Years Ago	2000
Fruit and Tree Nut Farming	2.10	1.88	2.46	9.47	8.80	11.45
Support Activities for Crop Production	0.67	0.73	0.62	3.64	3.94	3.23
Residential Building Construction	2.34	2.40	1.81	2.64	2.98	2.16
Foundation, Structure, and Building Exterior Contractors	1.75	1.40	1.22	1.87	1.67	1.15
Building Equipment Contractors	1.35	1.40	1.08	1.14	1.31	0.85
Building Finishing Contractors	1.87	1.93	1.35	2.58	2.85	1.71
Other Specialty Trade Contractors	2.05	2.00	1.61	1.51	1.63	1.33
Beverage Manufacturing	10.23	0.00	12.70	17.34	0.00	28.84
Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	1.96	1.75	1.45	3.28	3.40	2.82
Medical Equipment and Supplies Manufacturing	1.81	1.57	2.19	2.62	2.32	3.24
Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	5.04	6.12	4.89	4.27	5.49	4.66
Automobile Dealers	1.33	1.17	1.13	1.08	0.95	0.97
Building Material and Supplies Dealers	1.71	1.74	1.49	1.38	1.49	1.30
Grocery Stores	1.72	1.78	1.55	1.75	1.79	1.59
Depository Credit Intermediation	0.97	0.85	0.87	0.55	0.56	0.72
Agencies, Brokerages, and Other Insurance Related Activities	0.85	0.98	0.79	0.60	0.82	0.71
Activities Related to Real Estate	0.82	0.76	0.90	0.99	0.97	1.27
Accounting, Tax Preparation, Bookkeeping, and Payroll Services	0.68	0.95	3.43	0.74	1.03	3.97
Architectural, Engineering, and Related Services	0.89	0.96	0.98	0.86	1.00	1.07
Management, Scientific, and Technical Consulting Services	0.58	0.55	0.71	0.61	0.62	1.02
Other Professional, Scientific, and Technical Services	1.51	1.59	1.15	1.19	1.32	1.07
Management of Companies and Enterprises	0.68	0.72	0.75	0.66	0.64	0.69
Employment Services	0.54	0.58	0.66	0.61	0.66	0.70
Investigation and Security Services	0.71	0.59	0.45	0.98	0.80	0.58
Services to Buildings and Dwellings	2.08	1.58	1.23	1.99	1.56	1.22
Elementary and Secondary Schools	1.00	0.97	1.03	0.96	0.85	0.93
Junior Colleges	1.45	0.00	0.00	2.13	0.00	0.00
Colleges, Universities, and Professional Schools	0.46	0.47	0.49	0.42	0.42	0.44
Offices of Physicians	0.77	0.91	0.98	0.60	0.72	0.94
Offices of Dentists	1.09	1.16	1.30	1.25	1.34	1.55
Offices of Other Health Practitioners	0.68	0.73	0.79	0.69	0.68	0.66
Outpatient Care Centers	1.43	1.81	2.50	3.05	3.43	3.32
General Medical and Surgical Hospitals	0.83	0.00	0.70	0.62	0.00	0.55
Nursing Care Facilities	1.20	1.14	1.16	0.96	0.84	0.71
Community Care Facilities for the Elderly	2.07	1.93	1.62	1.99	1.75	1.32
Individual and Family Services	0.96	0.93	1.38	2.20	1.98	0.99
Child Day Care Services	1.09	1.06	1.00	0.80	0.71	0.68
Gambling Industries	5.30	0.00	0.00	8.12	0.00	0.00
Other Amusement and Recreation Industries	1.56	1.36	1.55	1.58	0.94	1.42
Traveler Accommodation	1.48	1.48	1.33	1.56	1.45	1.37
Automotive Repair and Maintenance	1.72	1.43	1.26	1.75	1.45	1.38
Personal Care Services	1.04	0.99	1.10	1.19	0.82	0.97
Executive, Legislative, and Other General Government Support	0.85	0.81	0.81	0.56	0.51	0.51
Justice, Public Order, and Safety Activities	0.76	0.68	0.63	0.92	0.85	0.87
Administration of Human Resource Programs	1.15	0.13	0.21	1.80	0.20	0.29

Source: BLS, QCEW; Calculations by National Economic Education Delegation

Note: Top 50 industries, by employment share.