

# SONOMA



**Highlights:**

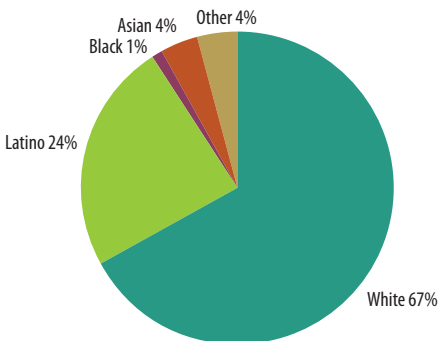
53% of the White population is 45 and older, while 60% of the Latino population is under 30 years old (See Figure 1).

During the 2007-2009 period, every employment sector experienced declines in employment. This trend continued in the 2009-2011 period for nearly all sectors except for Business Services and Manufacturing (See Figure 4).

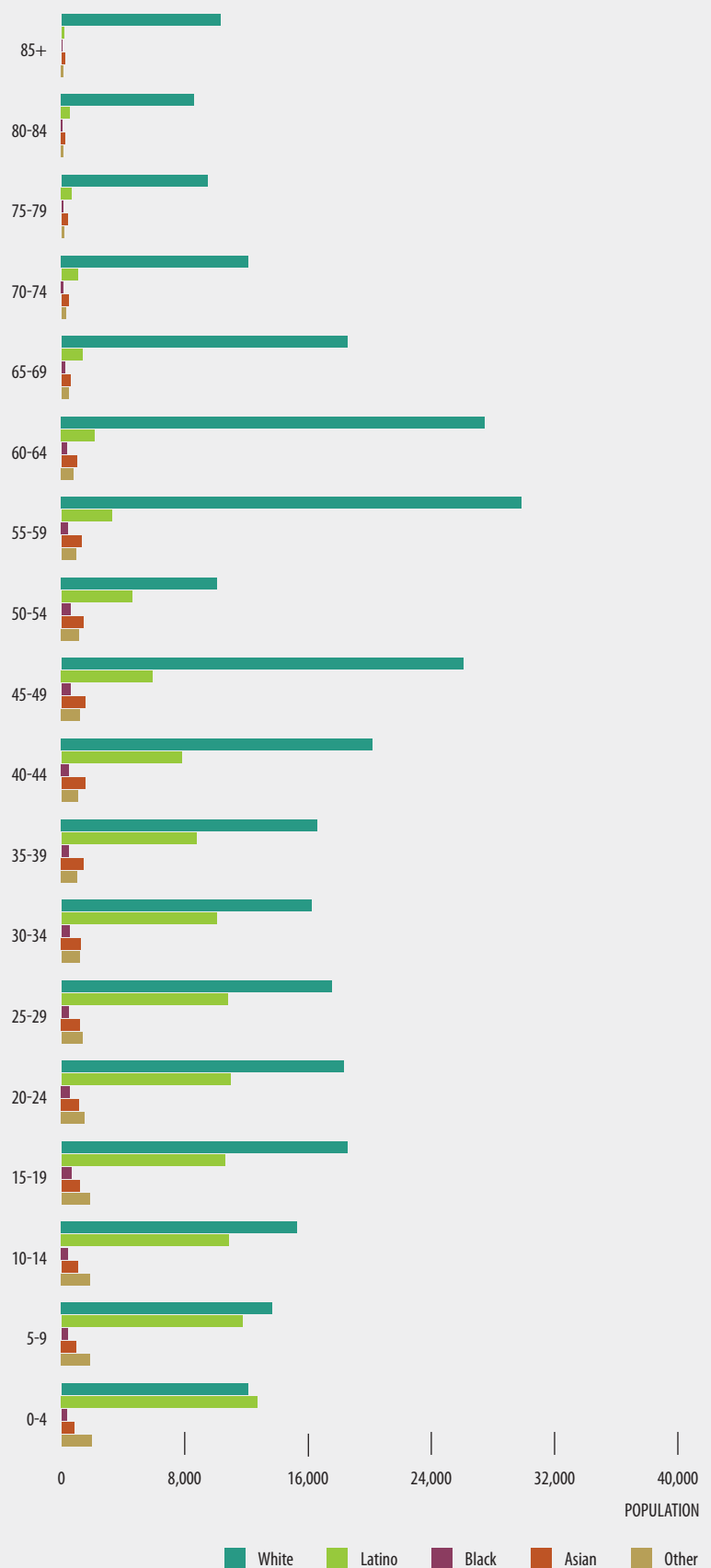
**1 in 13**  
**ARE UNEMPLOYED\***  
**OF THE LABOR FORCE**

**1 in 10**  
**LIVE BELOW\***  
**THE POVERTY LINE**  
 \*excluding individuals living in group quarters

**TOTAL**  
 SONOMA RESIDENTS  
**477,546**



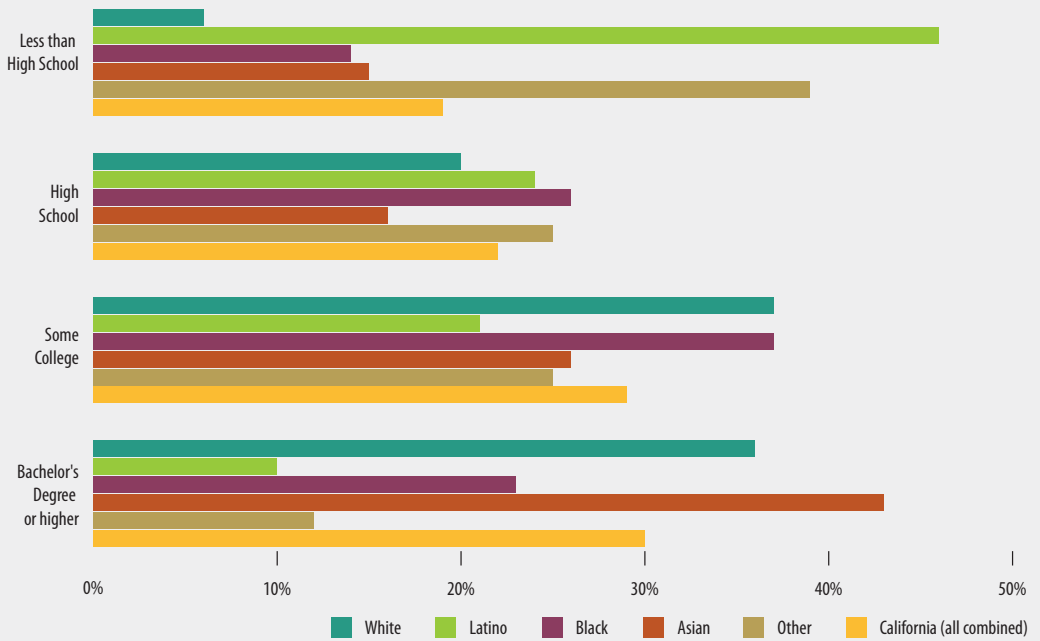
**FIGURE 1** POPULATION DEMOGRAPHICS  
 Number of individuals in each age category, by race



Source: 2006-2010 American Community, US Census

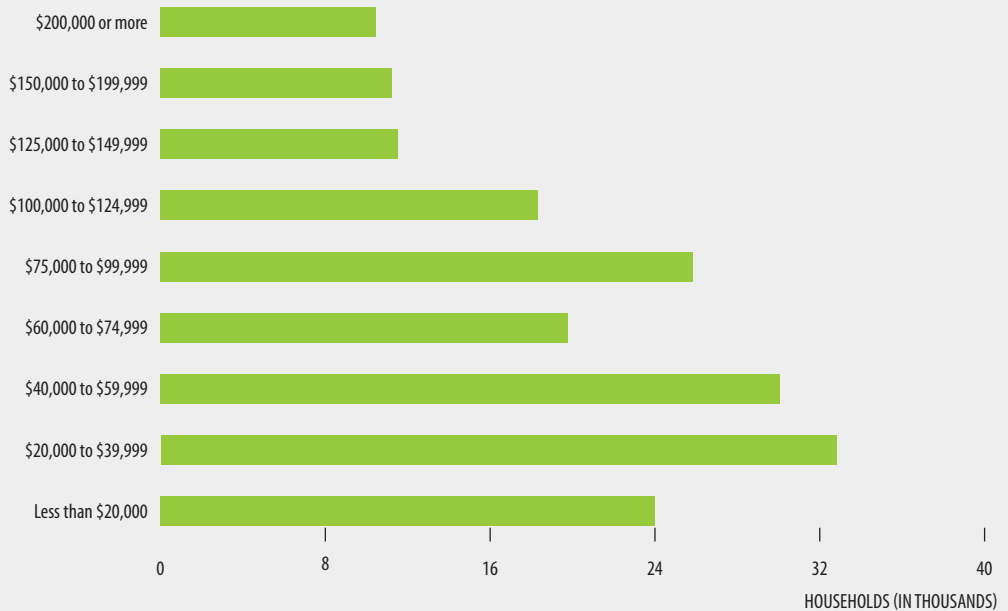


**FIGURE 2 EDUCATIONAL ATTAINMENT BY RACE AND ETHNICITY**  
Percent of population 25 and older, by education category



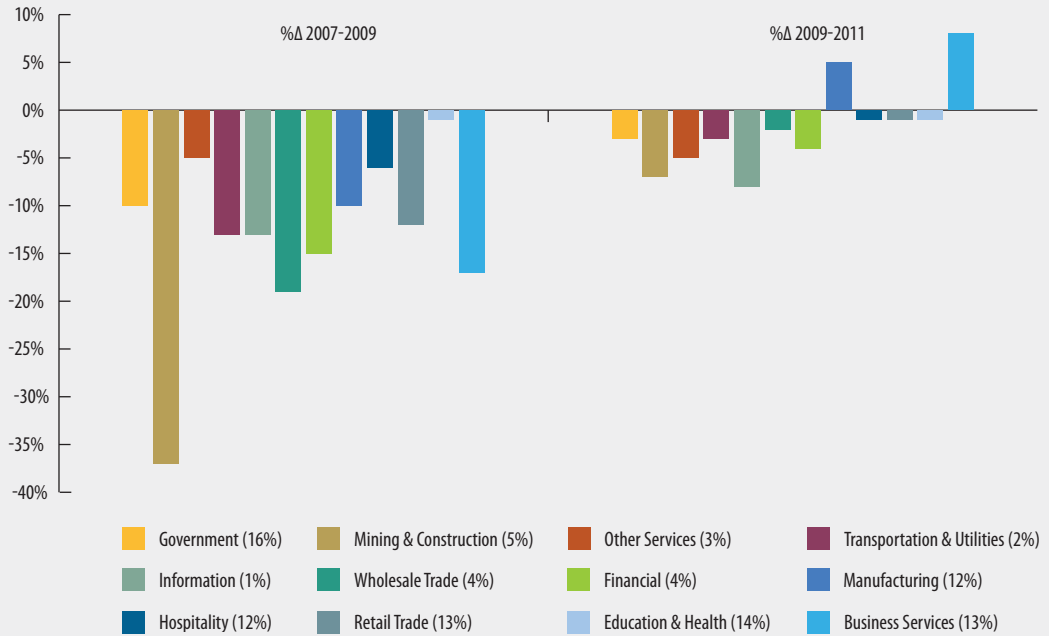
Source: 2006-2010 American Community, US Census

**FIGURE 3 HOUSEHOLD INCOME DISTRIBUTION**  
Number of households in each income category



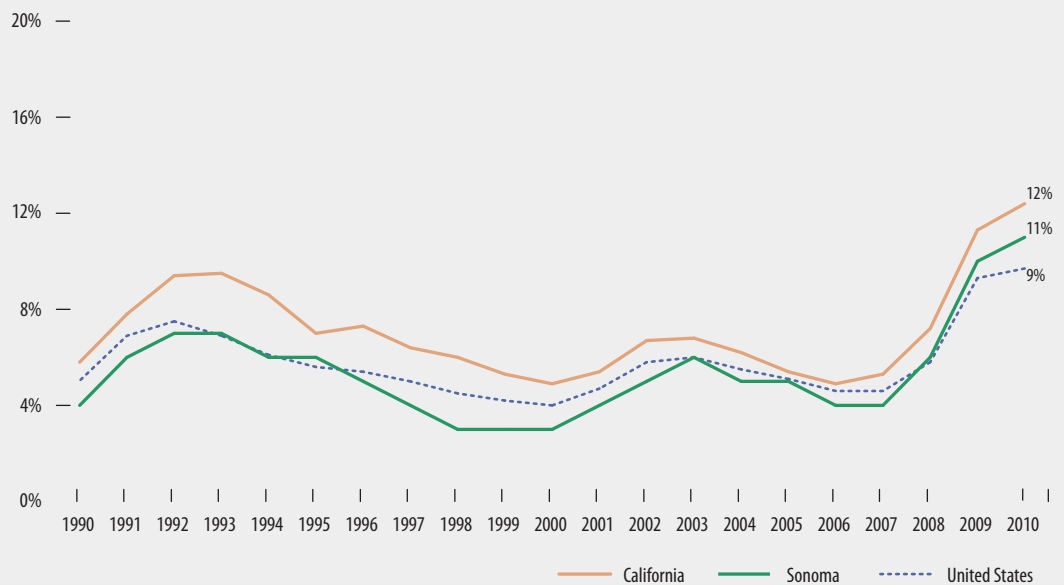
Source: 2006-2010 American Community, US Census

**FIGURE 4 PERCENT CHANGE IN EMPLOYMENT BY SECTOR AND PERIOD**



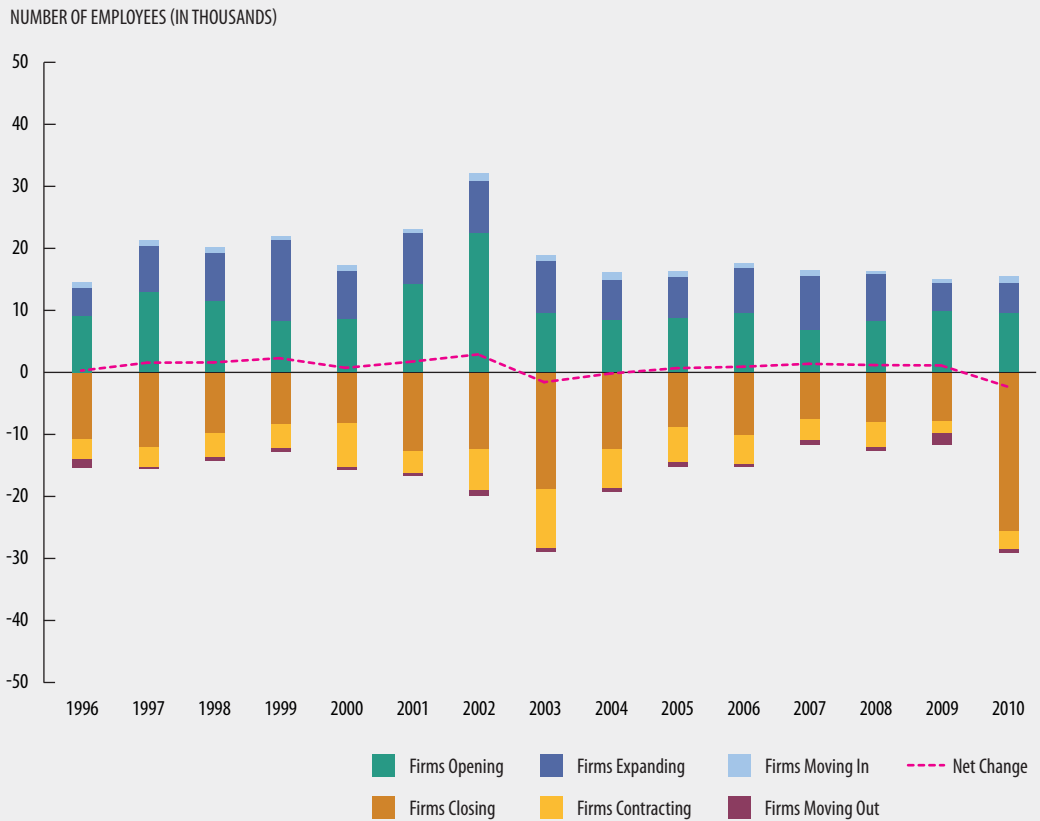
Source: Bureau of Labor Statistics, Current Employment Statistics (CES) seasonally adjusted  
 Note: Number in parentheses is the sector size by employment share.

**FIGURE 5 UNEMPLOYMENT RATE**  
 Percent of unemployed



Source: U.S. Bureau of Labor Statistics, Current Population Survey (CPS) and Local Area Unemployment Statistics (LAUS)

**FIGURE 6** **JOBS GAINED AND LOST, BY SOURCE**  
 Number of jobs lost or gained annually



Source: Bureau of Labor Statistics, Current Employment Statistics (CES) seasonally adjusted

**HIGHLIGHTS**

Unemployment in the region was consistently lower than the rest of California, with an 11% unemployment rate in 2010 (See Figure 5).

Non-Latino Whites are the overwhelming majority in the region, representing 67% of the population (See Figure 1).

In 2010, the region lost nearly 13,500 jobs, which is the largest decline in jobs between 1996 and 2010 (See Figure 6).

**COUNTY**

Sonoma