Redwood Coast Region, California

Indicators Report

by
The National Economic Education Delegation (NEED)

December 12, 2023

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

Regional Definition: The Redwood Coast region consists of: Del Norte, Humboldt, Lake, and Mendocino counties in Northern California.

This report was produced by the:

Executive Summary

Assessing the Region with Indicators

About this Report

This report provides background or summary information for the city of Redwood Coast (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 Redwood Coast. These indicators are compared to a broader region where one is well defined, California, and the United Sates.

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 can provide that if you are interested.

Topics Covered:

- **Demographics:** A detailed snopshot of Redwood Coast 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 or employment and unemployment in Redwood Coast 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 specifically.

- **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 Redwood Coast, 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 indication of the transportation patterns and choices of local residents. We provide detailed evidence on the proprotion 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 Redwood Coast, but do not live in Redwood Coast.

- **Migration:** In most cities, the population grows, but the pattern of this growth can vary over time. Accordingly, we provide information on migration flows between Redwood Coast, surrounding regions and internationally.

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Contents

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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 compositon.

Why is it important?

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

A Demographic Snapshot

Statistic	2022	2019
POPULATION		
Population Estimate (#, 5yr)	322,763.0	314,854.0
Veterans (#, 5yr)	18,303.0	21,428.0
Foreign born persons (%, 5yr)	8.5	8.2
Population age 25+ (#, 5yr)	227,392.0	220,538.0
AGE AND SEX		
Persons under 5 years (%, 5yr)	5.2	5.6
Persons under 18 years (%, 5yr)	20.2	20.4
Persons 65 years and over (%, 5yr)	21.1	19.4
Female persons (%, 5yr)	49.9	50.0
INCOME AND POVERTY		
Median household income ($, 5yr)	236,624.0	191,780.0
Per capita income in past 12 months ($, 5yr)	131,381.0	108,840.0
Persons in poverty (%, 5yr)	17.7	19.1
Children age less than 18 in poverty (#, 5yr)	12,881.0	14,547.0
Children age less than 18 in poverty (%, 5yr)	20.3	23.2
RACE AND ETHNICITY		
White alone (%, 5yr)	73.2	79.9
African American alone (%, 5yr)	1.5	1.4
American Indian or Alaska Native alone (%, 5yr)	4.0	4.8
Asian alone (%, 5yr)	2.5	2.4
Native Hawaiian and Other Pacific Islander alone (%, 5yr)	0.2	0.2
Two or More Races (%, 5yr)	10.7	5.4
Hispanic or Latino (%, 5yr)	19.5	17.9
White alone, not Hispanic or Latino (%, 5yr)	67.1	69.9
HOUSING		
Housing units (#, 5yr)	149,102.0	150,273.0
Owner-occupied housing units (%, 5yr)	61.5	60.1
Median value of owner-occupied housing units ($, 5yr)	1,423,500.0	1,128,900.0
Median selected monthly owner costs-with a mortgage ($, 5yr)	7,554.0	6,609.0
Median selected monthly owner costs-without a mortgage ($, 5yr)	2,374.0	1,905.0
Median gross rent ($, 5yr)	4,783.0	3,983.0
FAMILIES AND LIVING ARRANGEMENTS		
Households (#, 5yr)	125,069.0	124,692.0
Persons per household (#, 5yr)	10.2	9.8
Living in same house 1 year ago, % of persons age 1+ (5yr)	84.8	82.0
EDUCATION		
High school graduate or higher, % of persons age 25+ (5yr)	88.3	87.4
Bachelor's degree or higher, % of persons age 25+ (5yr)	25.1	24.2
HEALTH		
With a disability, under age 65 years (#, 5yr)	34,667.0	31,591.0
Persons without health insurance, under age 65 years (%, 5yr)	6.8	7.7
LABOR FORCE		
In civilian labor force, persons age 16+ (%, 5yr)	55.8	56.3
In civilian labor force, women age 16+ (%, 5yr)	52.5	53.9
Employed, persons age 16+ (%, 5yr)	48.4	49.4
Self employed (%, 5yr)	15.0	16.3
TRANSPORTATION		
Mean travel time to work, workers age 16+ (Mins., 5yr)	19.5	19.3
Using public transportation (%, 5yr)	1.4	1.6
Drive alone in private vehicle (%, 5yr)	70.9	71.9

Source: American Community Survey, Summary Files
Note: Data are from the 1-year files unless indicated by the notation 5yr.

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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. These two tables will often provide estimates from different years. The estimates for cities are only available from the January estimates. In order to provide the most up to date data, the first table will be based on which every dataset was most recently released and the second will always be based on the January estimates.

Table 1. Population Change by Region

Region	Jan. 1, 2023 Population	% Change 1 Year	3 Year	5 Year
County and Broader Regions				
Redwood Coast	316,610	−0.60	1.55	−0.27
California	77,880,462	−0.35	−1.79	−2.01

Source: CA DOF; Calculations by Marin Economic Consulting

Table 2. County Population Change by City
(January 1 of Each Year, Thousands of People)

City	2022	2023	% Change Local	California
Redwood Coast	318.5	316.6	−0.60	−0.35
Del Norte County	27	26.6	−1.32	
Humboldt County	134.5	134	−.36	
Lake County	67.4	66.8	−.92	
Mendocino County	89.6	89.2	−.52	

Source: CA DOF; Calculations by Marin Economic Consulting

Figure 1: Population Growth (1)

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 2: Population Growth (2)

Source: California Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 3: Population by Age

Redwood Coast Male and Female Population by Age, 2022

Percent of Population

Males Females

Redwood Coast Population by Age
Change over 10 years, to 2022

Change in Share of Population

Decreases Increases

Figure 4: Population by Age - California

California Male and Female Population by Age, 2022

Percent of Population

Males Females

California Population by Age
Change over 10 years, to 2022

Change in Share of Population

Decreases Increases

Figure 5: Population by Age - Forecast, 2030

Redwood Coast Male and Female Population by Age, 2030

Percent of Population

Males Females

Redwood Coast Population by Age
Change over 10 years, to 2030

Change in Share of Population

Decreases Increases

Figure 6: Population by Age - Forecast, 2030 - California

California Male and Female Population by Age, 2030

Age	Males	Females
85 and over	2.2	3.4
80 to 84	2.7	3.4
75 to 79	3.8	4.6
70 to 74	4.9	5.4
65 to 69	5.2	5.6
60 to 64	5.4	5.6
55 to 59	5.5	5.7
50 to 54	5.7	5.6
45 to 49	6.0	5.8
40 to 44	5.9	5.5
35 to 39	7.2	6.6
30 to 34	7.2	6.6
25 to 29	6.7	6.4
20 to 24	7.5	7.1
15 to 19	6.8	6.4
10 to 14	6.0	5.7
5 to 9	5.4	5.1
Under 5	5.8	5.4

Percent of Population

Males **Females**

California Population by Age
Change over 10 years, to 2030

Age	Decreases	Increases
85 and over		0.7
80 to 84		1.2
75 to 79		1.4
70 to 74		1.0
65 to 69		0.3
60 to 64	0.6	
55 to 59	0.6	
50 to 54	0.5	
45 to 49	0.2	
40 to 44	0.4	
35 to 39		0.5
30 to 34		0.7
25 to 29	0.7	
20 to 24	0.2	
15 to 19	0.1	
10 to 14	0.1	
5 to 9	0.9 1.3	
Under 5	0.4	

Change in Share of Population

Decreases **Increases**

Figure 7: Population by Race/Ethnicity

Redwood Coast Race/Ethnicity, 2022

- 63.8%
- 23.4%
- 9.2%
- 2.3%
- 1.3%

White, Nonhispanic **Black, Nonhispanic**
Asian, Nonhispanic **Other, Nonhispanic**
Hispanic

Redwood Coast Race/Ethnicity, 2030

- 67.7%
- 19.9%
- 6.6%
- 4.4%
- 1.4%

White, Nonhispanic **Black, Nonhispanic**
Asian, Nonhispanic **Other, Nonhispanic**
Hispanic

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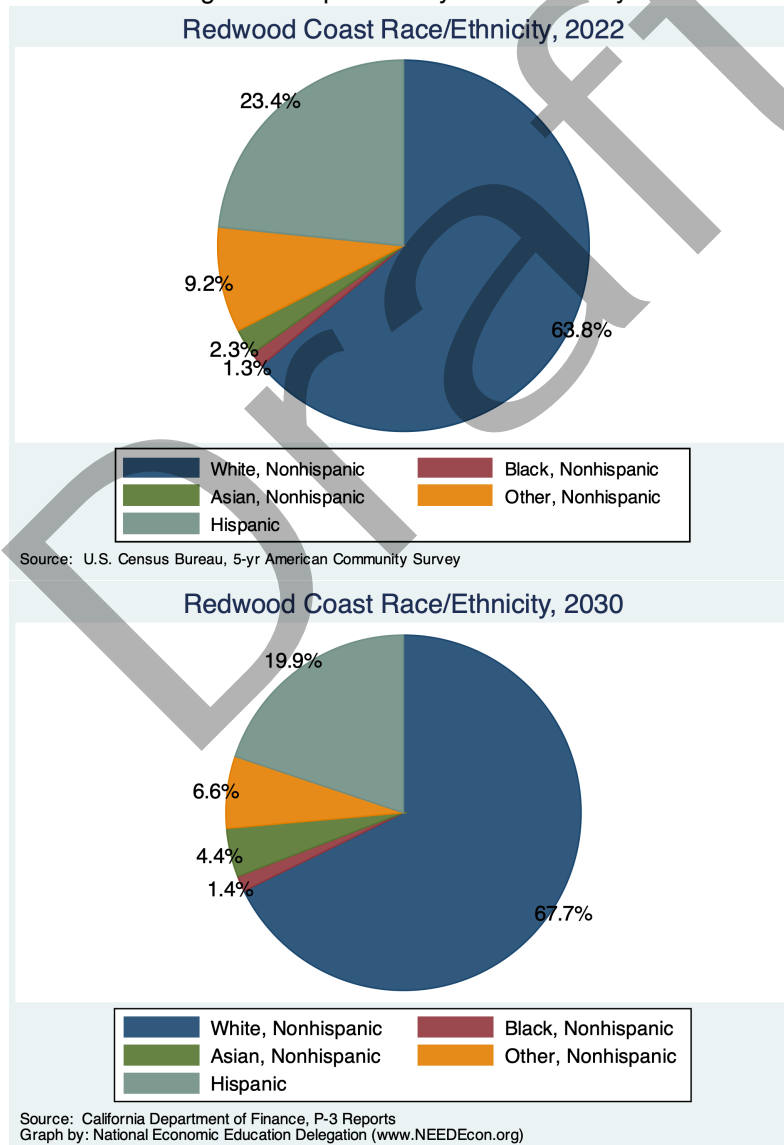
Figure 8: Population by Educational Attainment in the Region and California

Male and Female Educational Attainment, 2022
Redwood Coast

Percent of Population 25 Years and Older

Males   Females

Male and Female Educational Attainment, 2022
Redwood Coast

8 (9%) Advanced Degree 10
14 (16%) Bachelor's Degree 18
36 (38%) Some college or Associate's degree 39
28 (26%) High school graduate (includes equivalency) 23
13 (12%) Less than high school diploma 10

Percent of Population 25 Years and Older

Males   Females

Male and Female Educational Attainment, 2022
California

Percent of Population 25 Years and Older

Males   Females

Male and Female Educational Attainment, 2022
California

14 (14%) Advanced Degree 15
22 (23%) Bachelor's Degree 23
27 (27%) Some college or Associate's degree 28
22 (20%) High school graduate (includes equivalency) 19
16 (15%) Less than high school diploma 15

Percent of Population 25 Years and Older

Males   Females

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School Enrollment

Figure 9: Total K-12 Public School Enrollment

Figure 10: Total Kindergarten Public School Enrollment

Source: California Department of Finance
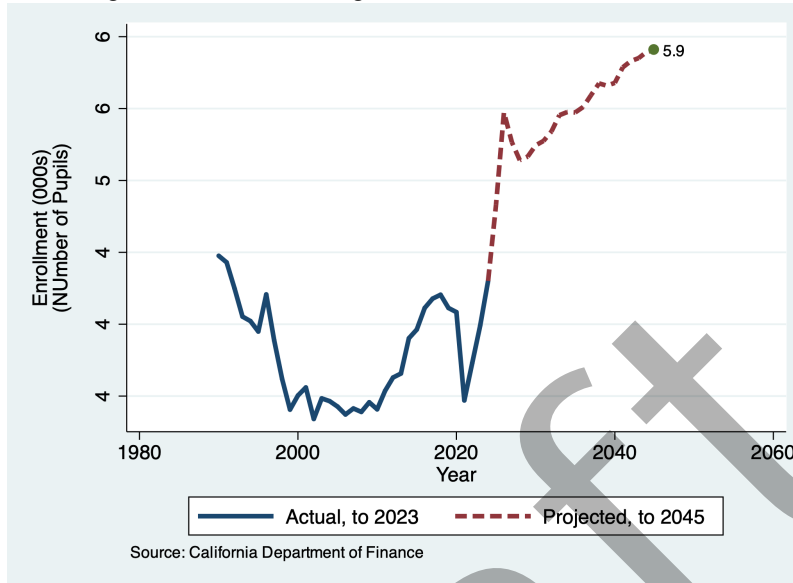
Figure 11: Total Elementary Public School Enrollment (Includes Kindergarten)

Source: California Department of Finance
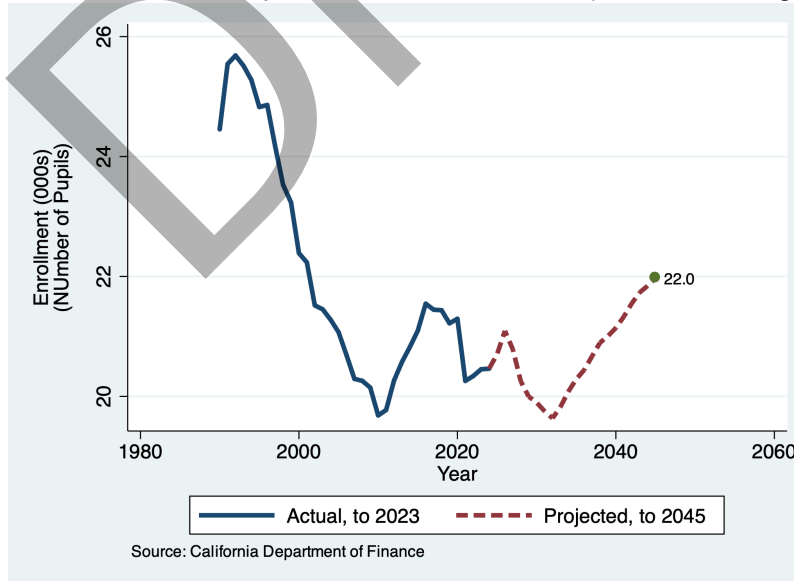
Figure 12: Total Public Middle (6-8) School Enrollment

Source: California Department of Finance
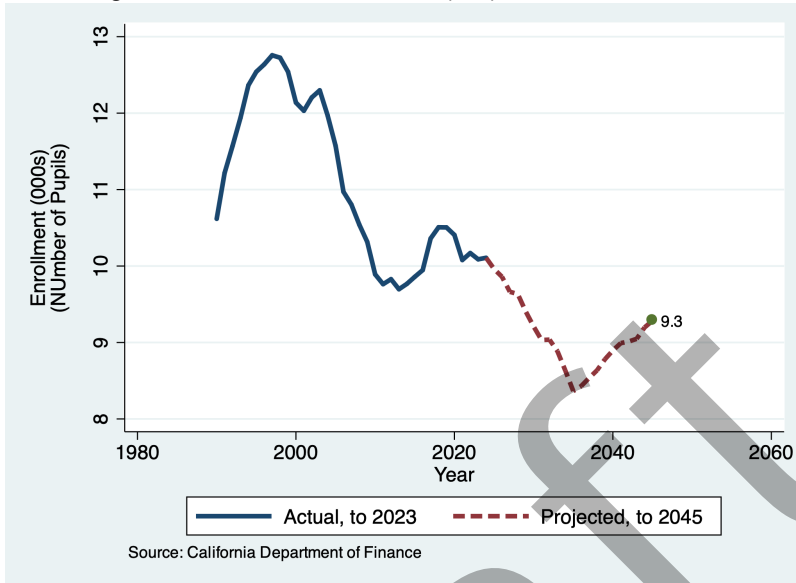
Figure 13: Total Public High School Enrollment

Source: California Department of Finance
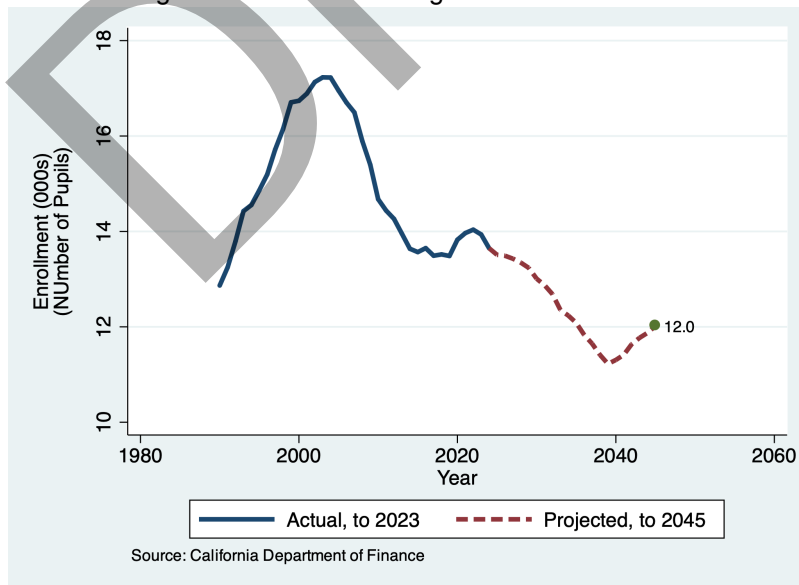
Table 2. School Enrollment Actuals and Projections

Year	Kindergarten	Elementary	Middle	High School	K-12
2000	3,504	22,389	12,138	16,739	51,266
2001	3,560	22,235	12,031	16,889	51,155
2002	3,341	21,519	12,205	17,131	50,855
2003	3,484	21,452	12,298	17,230	50,980
2004	3,465	21,279	11,970	17,226	50,475
2005	3,427	21,071	11,574	16,954	49,599
2006	3,372	20,691	10,971	16,701	48,363
2007	3,414	20,293	10,804	16,495	47,592
2008	3,390	20,259	10,541	15,894	46,694
2009	3,457	20,147	10,316	15,400	45,863
2010	3,408	19,683	9,891	14,676	44,250
2011	3,537	19,773	9,763	14,438	43,974
2012	3,629	20,264	9,828	14,263	44,355
2013	3,657	20,573	9,697	13,951	44,221
2014	3,902	20,824	9,767	13,637	44,228
2015	3,963	21,096	9,859	13,567	44,522
2016	4,113	21,546	9,947	13,650	45,143
2017	4,178	21,446	10,361	13,491	45,298
2018	4,205	21,437	10,507	13,518	45,462
2019	4,113	21,219	10,505	13,486	45,210
2020	4,084	21,295	10,407	13,826	45,528
2021	3,470	20,259	10,079	13,966	44,304
2022	3,730	20,340	10,170	14,037	44,547
2023	3,990	20,453	10,088	13,936	44,477
Projected					
2024	4,301	20,462	10,108	13,648	44,218
2025	4,830	20,700	9,962	13,510	44,172
2026	5,474	21,093	9,860	13,490	44,443
2027	5,266	20,784	9,663	13,429	43,876
2028	5,141	20,251	9,634	13,346	43,231
2029	5,166	19,997	9,406	13,236	42,639
2030	5,244	19,898	9,209	13,009	42,116
2031	5,275	19,754	9,032	12,873	41,659
2032	5,341	19,636	9,037	12,684	41,357
2033	5,454	19,824	8,887	12,354	41,065
2034	5,476	20,080	8,633	12,236	40,949
2035	5,473	20,287	8,365	12,082	40,734
2036	5,511	20,441	8,430	11,831	40,702
2037	5,594	20,671	8,536	11,648	40,855
2038	5,675	20,896	8,636	11,411	40,943
2039	5,659	21,007	8,781	11,224	41,012
2040	5,679	21,142	8,896	11,306	41,344
2041	5,787	21,330	8,992	11,414	41,736
2042	5,830	21,550	9,013	11,638	42,201
2043	5,851	21,733	9,048	11,771	42,552
2044	5,894	21,843	9,197	11,875	42,915
2045	5,906	21,974	9,285	12,018	43,277

Source: CA DOF, National Economic Education Delegation

Employment Report

Definition:

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

Why is it important?

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

Table 3. Redwood Coast Summary for October, 2023

Category	Current Value	Change From: Last Year	2019	2010
Employment	127,135	-1,542	-6,618	-2,748
Labor Force	134,199	-405	-5,416	-13,472
Number Unemployed	6,942	1,151	1,339	-11,056
Unemployment Rate	5.2	0.9	1.2	-7.0

Source: EDD, National Economic Education Delegation
THe data are from October, 2023 in each year.

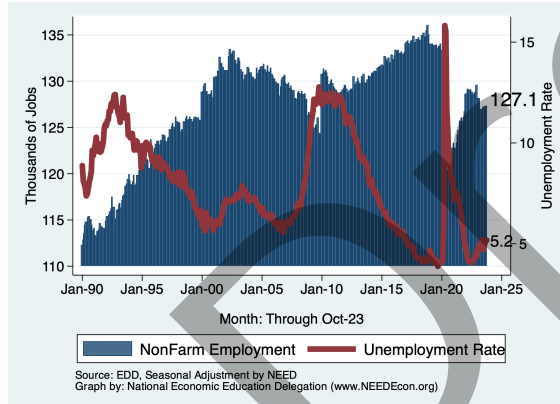Figure 14: Historical Employment and Unemployment

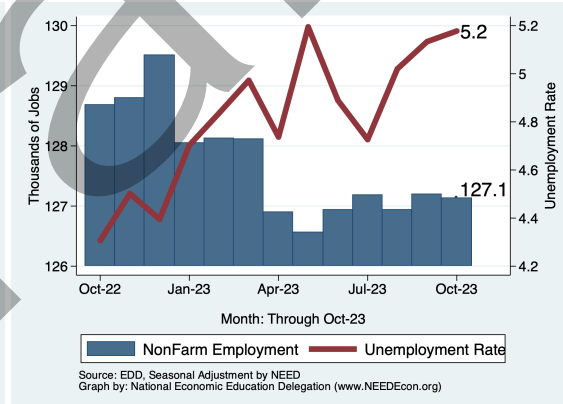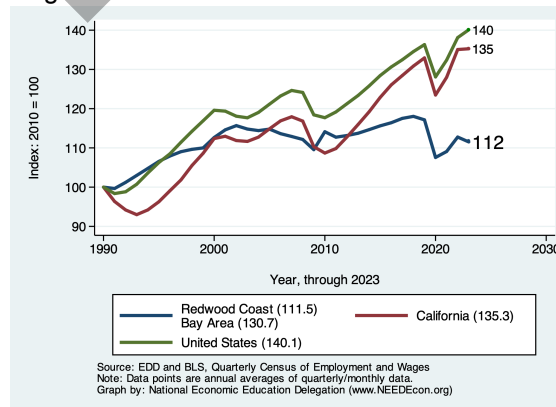Figure 15: Employment and Unemployment - Last 12 Months

Figure 16: Relative Employment Growth Across Regions

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Table 4. Total Nonfarm Employment Growth
(Q2 of each year, to 2023)

| | | | Annual Rate of Growth (%) | | | | | | |
Region	Current Employment	Year over Year Change (#)	Over last: Year	2 Years	3 Years	5 Years	Since: 2010	2000	1990
Redwood Coast	108,058	1,254	1.2	2.5	4.7	−0.1	0.7	0.1	0.5
California	18,074,436	148,474	0.8	3.6	5.7	0.8	1.9	0.9	1.1

Source: BLS, QCEW; Calculations by NEED

Table 5. Nonfarm Employment Growth by 2-Digit NAICS Category
(Q2 of each year, to 2023)

| | | | Annual Rate of Growth (%) | | | | | | |
Region	Current Employment	Year over Year Change (#)	Over last: Year	2 Years	3 Years	5 Years	Since: 2010	2000	1990
Ag, For, Fish, & Hunting	1,609	−2,293	−58.8	−15.3	−6.8	−9.7	−3.6		
Mining	0	−38	−100.0	−50.0	−33.3	−20.0	−7.7	−4.3	−3.0
Utilities	972	35	3.8	5.7	7.7	3.0	1.9	9.3	8.5
Construction	5,154	141	2.8	5.8	8.5	4.3	5.4	1.5	0.7
Manufacturing	5,489	−13	−0.2	1.6	7.4	2.4	1.4	−2.0	−1.6
Wholesale Trade	1,826	−192	−9.5	−1.8	0.0	−0.9	0.4	6.1	3.6
Retail Trade	13,916	−530	−3.7	−1.6	1.6	−1.5	−0.1	−0.1	0.2
Trans. & Ware.	1,549	−69	−4.3	−7.4	4.1	1.0	1.4	−1.8	−1.3
Information	787	−38	−4.6	14.6	9.7	−0.1	−2.5	−1.9	−1.3
Fin & Ins.	1,816	−85	−4.5	−0.2	−1.1	−1.8	−0.9	−0.7	−0.7
RE, Rental, Leasing	1,341	−79	−5.6	1.5	4.4	−1.0	0.0	−0.1	0.5
Prof., Sci, & Tech.	2,184	−108	−4.7	−4.7	−0.8	−1.8	−1.5	0.2	1.0
Mgmt of Companies	717	99	16.0	8.3	9.1	12.0	1.9	−1.9	
Admin, Support, & Waste	2,704	−20	−0.7	−2.7	−1.2	−0.9	1.5	−0.6	1.9
Educ. Services	12,191	736	6.4	67.2	41.7	20.0	1.4	5.9	4.5
Health Care & Soc. Asst.	20,313	1,020	5.3	5.8	3.8	0.4	3.7	3.8	4.0
Arts, Ent., & Rec	2,695	215	8.7	23.8	83.0	10.6	2.8	0.2	5.6
Accom. & Food Srvcs	11,171	−225	−2.0	5.0	25.9	−0.0	1.7	0.2	0.9
Other Srvcs	3,371	88	2.7	6.1	9.4	1.3	−3.4	−1.5	−0.3
Public Admin	12,145	156	1.3	8.2	5.8	3.3	0.2	1.4	2.4
Other	78	76	3,783.3		2,555.6	−15.5	−4.4	−4.3	−3.0

Source: BLS, QCEW; Calculations by NEED

Table 6: Employment in the Region's Counties
(Q2 of 2023)

NAICS	Region	Del_Norte	Humboldt	Lake	Mendocino
Accom. and Food Srvcs	11,171	784	3,812	1,115	5,460
Admin, Support, and Waste	2,704	99	1,058	392	1,156
Ag, For, Fish, and Hunting	1,609	299	0	0	1,310
Arts, Ent., and Rec	2,695	457	583	776	878
Construction	5,154	248	1,532	809	2,564
Educ. Services	12,191	916	3,310	1,655	6,311
Fin and Ins.	1,816	67	466	173	1,111
Health Care and Soc. Asst.	20,313	12	5,896	4,901	9,504
Information	787	72	247	104	364
Manufacturing	5,489	163	2,577	333	2,416
Mgmt of Companies	717	0	247	77	392
Other	78	4	24	14	36
Other Srvcs	3,371	81	677	427	2,185
Prof., Sci, and Tech.	2,184	0	634	281	1,269
Public Admin	12,145	2,154	2,819	1,456	5,717
RE, Rental, Leasing	1,341	107	490	149	594
Retail Trade	13,916	1,063	4,434	2,199	6,220
Trans. and Ware.	1,549	107	738	337	366
Utilities	972	15	269	488	200
Wholesale Trade	1,826	1	734	73	1,018
Mining	0		0	0	
Total	102,028	6,649	30,547	15,759	49,071

Source: BLS, QCEW; Calculations by NEED

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Figure 17: Industry Shares and Growth

Source: BLS, Quarterly Census of Employment and Wages
The recovery refers to the post-2010 period. The recovery from the Great Recession.
Calculations by Marin Economic Consulting
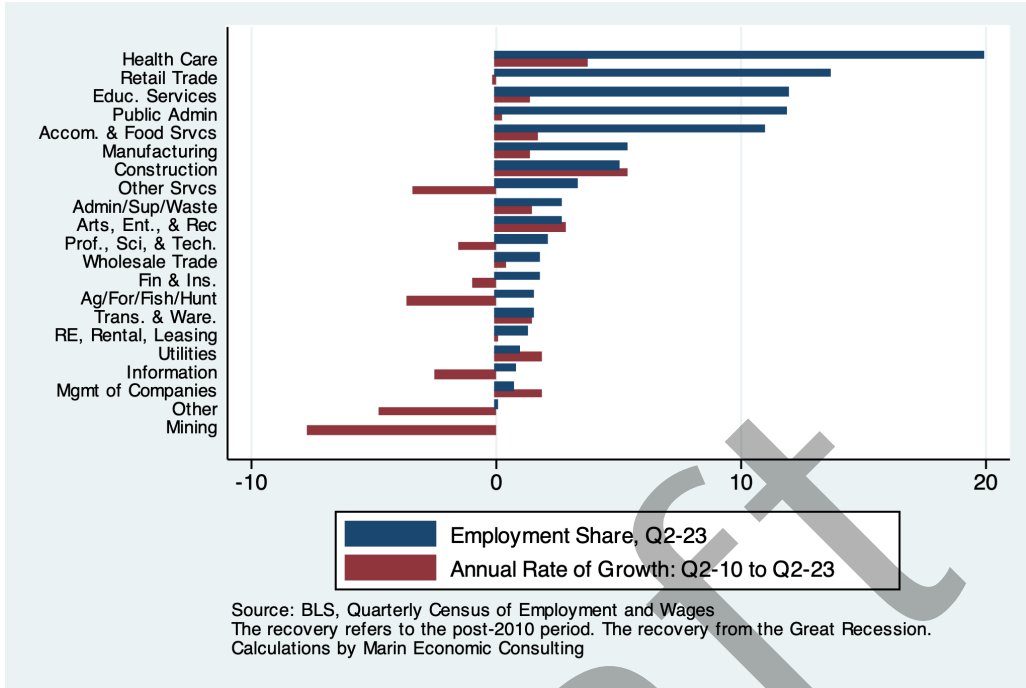
Figure 18: Average Weekly Wages

Source: BLS, Quarterly Census of Employment and Wages
Note: Data points are annual averages of quarterly data.
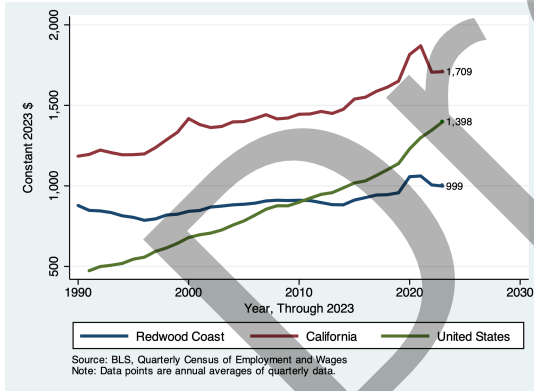
Figure 19: Wage Growth Since the Recession

Source: BLS QCEW, Calculations by Marin Economic Consulting

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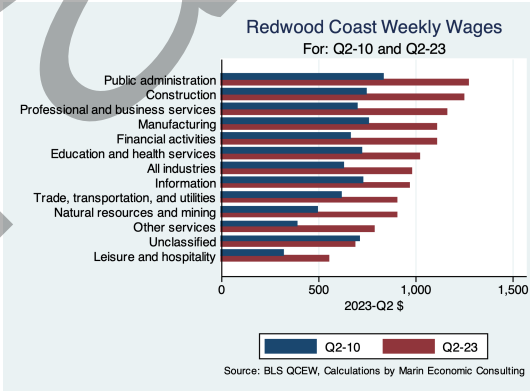
Table 7. Quarterly Summary for Q 2 − 2023

| Sector | Levels in Q 2 − 2023 | | | | Change vs Q2 of 2010 | | | |
| | Employment | Wages | Relative to: | | Employment | Wages | Relative to: | |
			Bay	U.S.			Bay	U.S.
Public administration	12, 145	1, 275.2	0.7	0.8	368	442.14	0.02	0.03
Construction	5, 154	1, 247.5	0.8	0.9	2, 125	501.51	0.04	0.06
Professional and business services	5, 683	1, 159.2	0.5	0.7	78	456.75	−0.04	0.01
Manufacturing	5, 489	1, 110.3	0.5	0.7	839	351.17	−0.09	0.02
Financial activities	3, 157	1, 108.1	0.5	0.6	−230	441.27	−0.03	0.03
Education and health services	34, 061	1, 023.7	0.8	0.8	8, 396	298.66	0.02	−0.01
Information	787	970.0	0.2	0.4	−374	242.79	−0.20	−0.21
Trade, transportation, and utilities	19, 416	906.3	0.7	0.8	120	287.51	−0.04	−0.02
Natural resources and mining	4, 852	902.4	1.0	0.7	256	405.74	0.10	0.15
Other services	3, 371	789.1	0.8	0.8	−2, 639	400.04	0.02	0.13
Unclassified	78	688.1	0.5	0.5	−123	−24.69	−0.20	−0.31
Leisure and hospitality	13, 866	554.8	0.8	0.9	386	236.92	0.04	0.05
Total	108, 058	982.1	0.6	0.7	8, 575	351.86	−0.04	0.01

Source: BLS, QCEW; Calculations by NEED

Location Quotients: Top 15 NAICS Industries

Table 8: Location Quotients for 3-Digit NAICS Industries
(15 Industries with the largest Location Quotients relative to California in Q2 of 2023)

NAICS Industry	Current Employment Level (#)	LQ vs California			LQ vs United States		
		Current	5 Years Ago	2010	Current	5 Years Ago	2010
Forestry and Logging	664	50.87	45.49	35.68	18.11	15.87	12.96
Fishing, Hunting and Trapping	104	38.77	10.71	49.63	18.26	5.00	26.69
Wood Product Manufacturing	1,314	8.26	6.91	8.90	4.44	3.58	4.78
Administration of Environmental Quality Programs	1,628	4.21	3.39	1.79	6.44	4.83	2.65
Beverage and Tobacco Product Manufacturing	1,320	3.24	3.18	3.33	5.56	6.11	6.63
Scenic and Sightseeing Transportation	86	3.13	0.00	0.00	3.64	0.00	0.00
Executive, Legislative, and Other General Government Support	4,016	2.87	2.50	2.24	1.82	1.55	1.40
Administration of Human Resource Programs	2,391	2.61	0.06	0.17	3.98	0.08	0.24
Building Material and Garden Equipment and Supplies Dealers	1,853	2.37	2.56	2.46	1.81	2.04	2.01
Animal Production	397	2.35	2.73	2.33	2.09	2.51	2.61
Administration of Economic Programs	1,055	2.31	1.75	1.50	2.41	1.76	1.56
Accommodation	2,947	2.08	1.40	1.45	2.11	1.40	1.45
Food and Beverage Stores	4,271	1.88	1.90	1.78	1.88	1.86	1.84
Justice, Public Order, and Safety Activities	3,012	1.84	1.80	1.46	2.28	2.22	2.01
Social Assistance	10,364	1.83	1.97	1.77	3.16	3.25	1.33

Source: BLS, QCEW; Calculations by Marin Economic Consulting

Table 9: Location Quotients for 3-Digit NAICS Industries
(15 Industries with the largest employment in Q2 of 2023)

NAICS Industry	Current Employment Level (#)	LQ vs California			LQ vs United States		
		Current	5 Years Ago	2010	Current	5 Years Ago	2010
Educational Services	12,191	1.34	0.65	1.08	1.32	0.64	1.06
Social Assistance	10,364	1.83	1.97	1.77	3.16	3.25	1.33
Food Services and Drinking Places	8,224	0.93	0.98	1.05	0.96	1.00	1.05
Ambulatory Health Care Services	5,086	0.86	0.92	1.07	0.84	0.87	1.00
Food and Beverage Stores	4,271	1.88	1.90	1.78	1.88	1.86	1.84
Executive, Legislative, and Other General Government Support	4,016	2.87	2.50	2.24	1.82	1.55	1.40
Justice, Public Order, and Safety Activities	3,012	1.84	1.80	1.46	2.28	2.22	2.01
Accommodation	2,947	2.08	1.40	1.45	2.11	1.40	1.45
Specialty Trade Contractors	2,555	0.71	0.62	0.67	0.72	0.65	0.61
Administration of Human Resource Programs	2,391	2.61	0.06	0.17	3.98	0.08	0.24
Professional, Scientific, and Technical Services	2,184	0.26	0.30	0.38	0.29	0.35	0.46
Administrative and Support Services	2,118	0.33	0.34	0.33	0.34	0.35	0.33
Amusement, Gambling, and Recreation Industries	2,076	1.26	1.19	1.48	1.39	1.31	1.71
Building Material and Garden Equipment and Supplies Dealers	1,853	2.37	2.56	2.46	1.81	2.04	2.01
Support Activities for Agriculture and Forestry	1,841	1.27	1.01	0.86	6.56	5.17	4.53

Source: BLS, QCEW; Calculations by Marin Economic Consulting

Income and Earnings

Per Capita Income Growth

Definition:

Per capita income is the average income per person in Redwood Coast. 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. Non-cash 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.

The data in this report have been adjusted for inflation into 2022 $ using the: Consumer Price Index for All Urban Consumers: All Items.

Region - Among Comparables

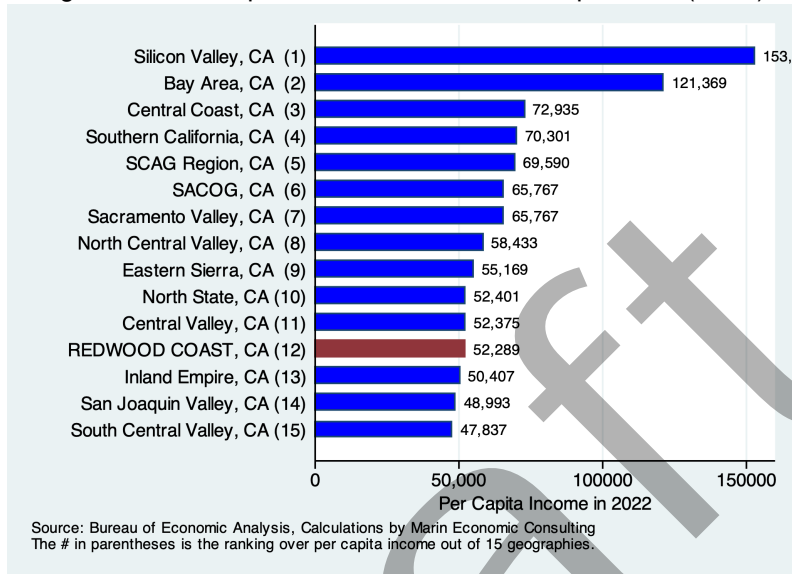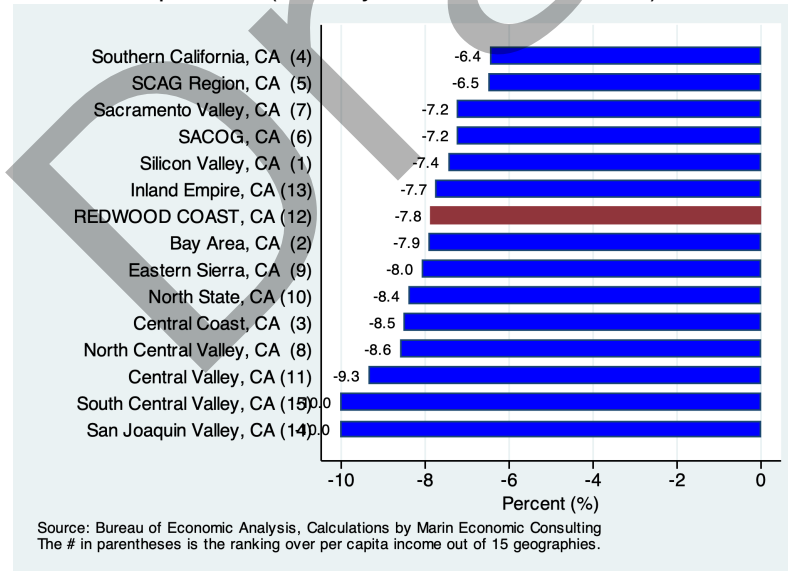## Figure 20: Per Capita Personal Income - Comparables (Rank)

Region	Per Capita Income in 2022
Silicon Valley, CA (1)	153,0
Bay Area, CA (2)	121,369
Central Coast, CA (3)	72,935
Southern California, CA (4)	70,301
SCAG Region, CA (5)	69,590
SACOG, CA (6)	65,767
Sacramento Valley, CA (7)	65,767
North Central Valley, CA (8)	58,433
Eastern Sierra, CA (9)	55,169
North State, CA (10)	52,401
Central Valley, CA (11)	52,375
REDWOOD COAST, CA (12)	52,289
Inland Empire, CA (13)	50,407
San Joaquin Valley, CA (14)	48,993
South Central Valley, CA (15)	47,837

Source: Bureau of Economic Analysis, Calculations by Marin Economic Consulting
The # in parentheses is the ranking over per capita income out of 15 geographies.

Figure 21: Year over Year Growth in Real Per Capita Personal Income - Comparables (Rank by Absolute Income Level)

Region	Percent (%)
Southern California, CA (4)	-6.4
SCAG Region, CA (5)	-6.5
Sacramento Valley, CA (7)	-7.2
SACOG, CA (6)	-7.2
Silicon Valley, CA (1)	-7.4
Inland Empire, CA (13)	-7.7
REDWOOD COAST, CA (12)	-7.8
Bay Area, CA (2)	-7.9
Eastern Sierra, CA (9)	-8.0
North State, CA (10)	-8.4
Central Coast, CA (3)	-8.5
North Central Valley, CA (8)	-8.6
Central Valley, CA (11)	-9.3
South Central Valley, CA (15)	0.0
San Joaquin Valley, CA (14)	0.0

Source: Bureau of Economic Analysis, Calculations by Marin Economic Consulting
The # in parentheses is the ranking over per capita income out of 15 geographies.

Real Per Capita Personal Income

Figure 22: Real Per Capita Personal Income

Source: U.S. Bureau of Economic Analysis
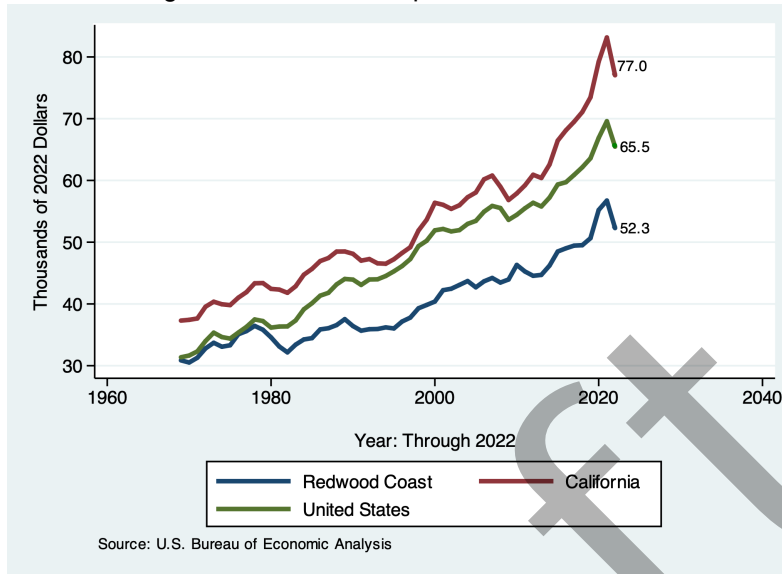
Figure 23: Growth in Real Per Capita Personal Income

Source: U.S. Bureau of Economic Analysis
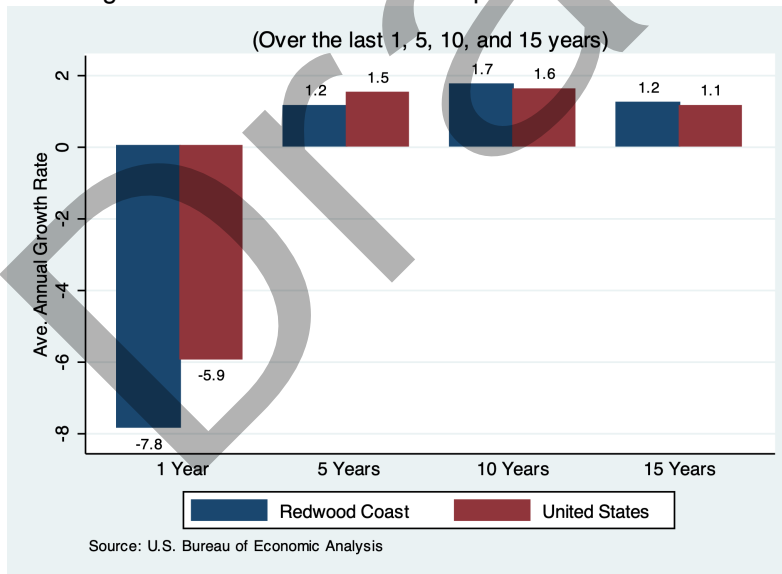
The folllowing table provides an indication of the county's standing nationwide. In each year, the nation's counties are ranked according to their absolute level of per capita income and the year over year growth in per capita income. They are assigned a number from 1-99 that indicates where they are in the ranking. Low numbers reflect a low ranking and high number represent a high ranking. A county ranked in the 90s is in the top 10% nationwide. More specifically, if the value is 85, then 15% of counties nationwide rank higher than county in question.

Table 10. Percentile Ranking Among Counties

Ranking by Levels

	2022	2010	2007	2000	1990
Redwood Coast	20	30	25	25	15

Ranking by Growth Rate Since:

	Last Year	2010	2007	2000	1990
Redwood Coast	20	10	45	40	30

Source: Bureau of Economic Analysis
Note: Higher # indicates a higher ranking (1-100).

Table 11. Real Per Capita Personal Income (2022 $)

	2022	2010	2007	2000	1990
Redwood Coast	52,289	46,317	44,206	40,389	36,422
Del Norte County	43,677	36,713	34,884	32,195	31,223
Humboldt County	54,043	47,632	45,514	40,538	36,610
Lake County	45,623	41,714	41,268	40,416	37,567
Mendocino County	57,310	50,810	47,429	42,754	36,962
California	77,036	57,896	60,791	56,381	48,119
United States	65,470	54,432	55,877	51,922	43,944

Source: Bureau of Economic Analysis

Table 12. Growth in Real Per Capita Personal Income
(CAGR: Cumulative Annual Growth Rate (%))

	Last Year	2010	2007	2000	1990
Redwood Coast	−7.84	1.02	1.13	1.18	1.14
Del Norte County	−9.55	1.46	1.51	1.40	1.05
Humboldt County	−7.70	1.06	1.15	1.32	1.22
Lake County	−9.84	0.75	0.67	0.55	0.61
Mendocino County	−6.42	1.01	1.27	1.34	1.38
California	−7.36	2.41	1.59	1.43	1.48
United States	−5.92	1.55	1.06	1.06	1.25

Source: Bureau of Economic Analysis

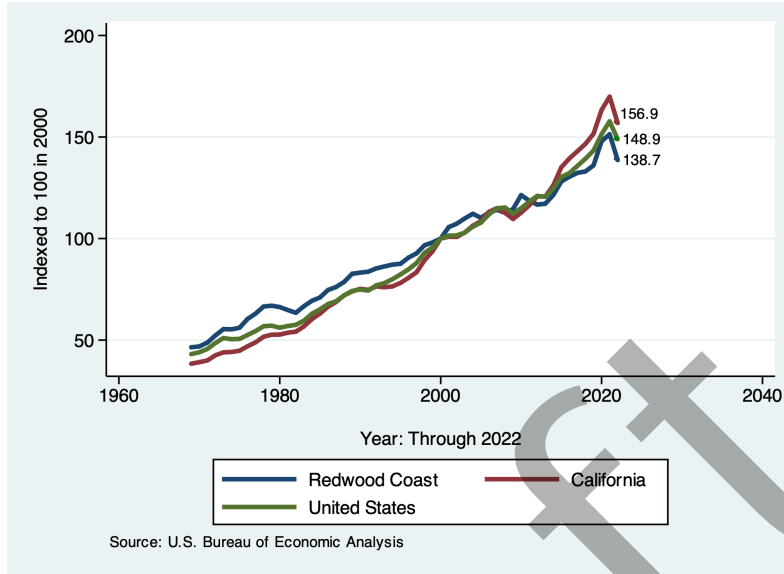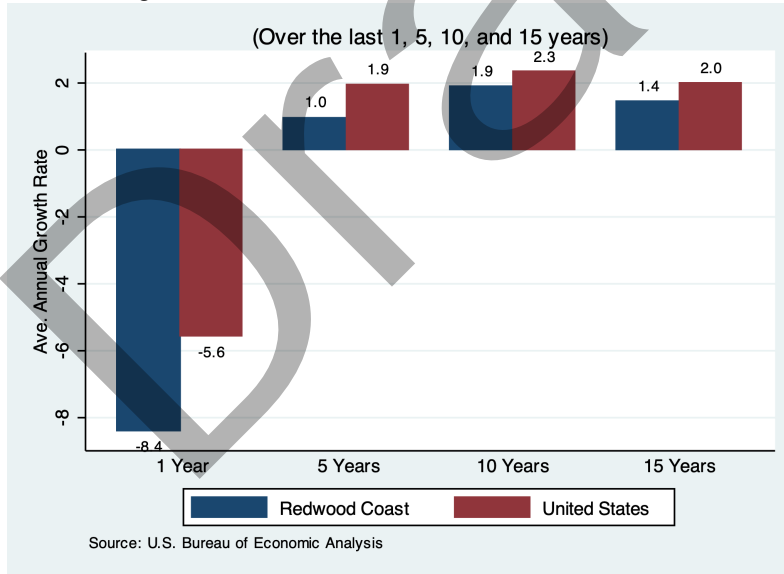## *Real Total Personal Income*

Figure 24: Total Real Personal Income

Source: U.S. Bureau of Economic Analysis

Figure 25: Growth in Total Real Personal Income
(Over the last 1, 5, 10, and 15 years)

Source: U.S. Bureau of Economic Analysis

This table is similar in spirit and construction to the previous earlier tabble, but the underlying statistic is total per capita income in the county.

Table 13. Percentile Ranking Among Counties

Ranking by Levels					
	2022	2010	2007	2000	1990
Redwood Coast	10	10	10	10	10
Ranking by Growth Rate Since:					
	Last Year	2010	2007	2000	1990
Redwood Coast	10	10	15	5	5

Source: Bureau of Economic Analysis
Note: Higher # indicates a higher ranking (1-100).

Table 14. Total Real Personal Income (Thousands of 2022 $)

	2022	2010	2007	2000	1990
Redwood Coast	$16,735,787$	$14,652,323$	$13,773,138$	$12,070,102$	$10,043,068$
Del Norte County	$1,182,855$	$1,048,627$	$991,215$	$883,427$	$748,932$
Humboldt County	$7,296,395$	$6,432,324$	$6,007,872$	$5,126,568$	$4,383,960$
Lake County	$3,111,067$	$2,704,062$	$2,644,355$	$2,365,886$	$1,921,472$
Mendocino County	$5,145,470$	$4,467,310$	$4,129,696$	$3,694,221$	$2,988,704$
California	$3,006,647,281$	$2,160,797,026$	$2,203,717,863$	$1,916,278,011$	$1,441,619,939$
United States	$21,820,248,000$	$16,840,152,456$	$16,831,686,436$	$14,650,138,546$	$10,969,283,159$

Source: Bureau of Economic Analysis

Table 15. Growth in Total Real Personal Income
(CAGR: Cumulative Annual Growth Rate (%))

	Last Year	2010	2007	2000	1990
Redwood Coast	-8.39	1.11	1.31	1.50	1.61
Del Norte County	-11.09	1.01	1.19	1.34	1.44
Humboldt County	-7.58	1.06	1.30	1.62	1.60
Lake County	-10.36	1.18	1.09	1.25	1.52
Mendocino County	-7.67	1.18	1.48	1.52	1.71
California	-7.63	2.79	2.09	2.07	2.32
United States	-5.56	2.18	1.75	1.83	2.17

Source: Bureau of Economic Analysis

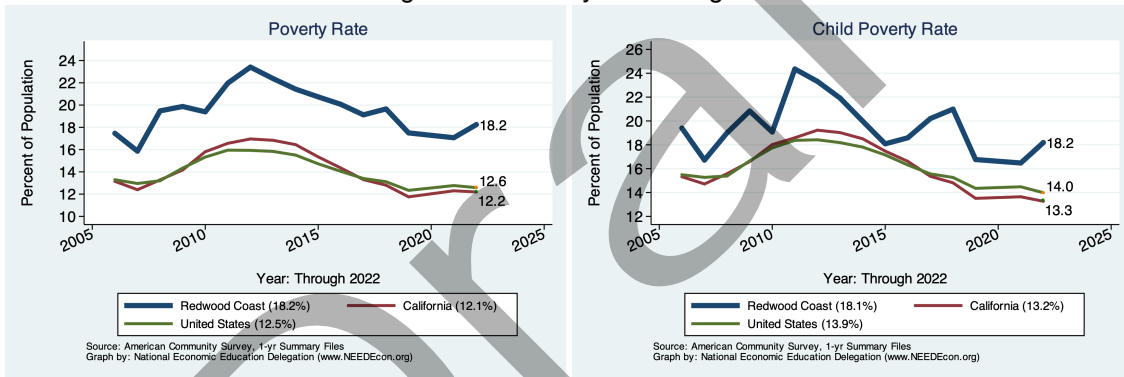## *Poverty and Inequality*

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.

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 26: Poverty in the Region

Poverty Rate

Percent of Population

24	
22	
20	18.2
18	
16	12.6
14	12.2
12	
10	

2005 2010 2015 2020 2025

Year: Through 2022

Redwood Coast (18.2%)   California (12.1%)
United States (12.5%)

Child Poverty Rate

Percent of Population

26	
24	
22	
20	18.2
18	
16	14.0
14	13.3
12	

2005 2010 2015 2020 2025

Year: Through 2022

Redwood Coast (18.1%)   California (13.2%)
United States (13.9%)

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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 to ward 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.

Housing Ownership in Redwood Coast and Broader Regions
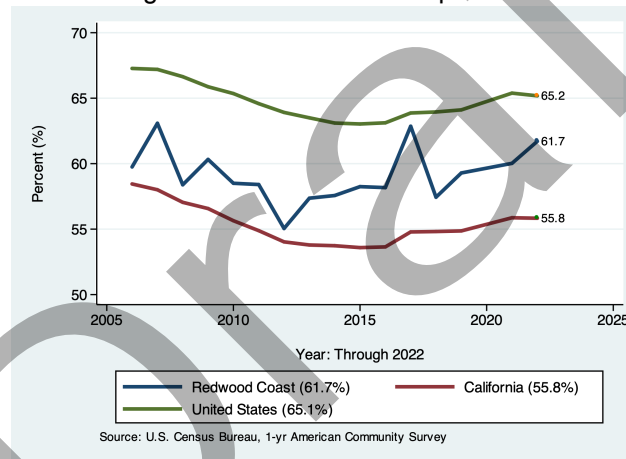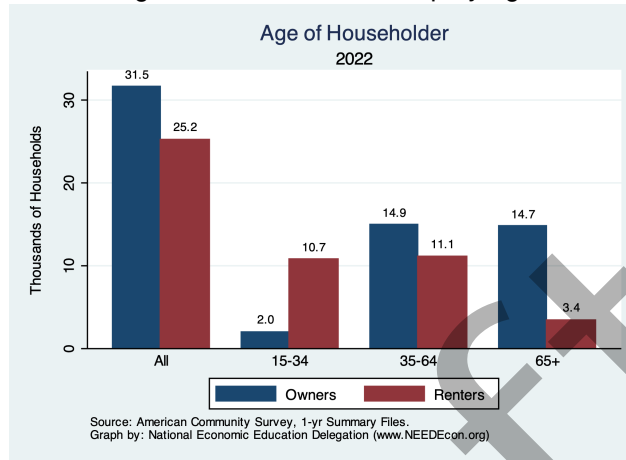
Figure 27: Home Ownership Rates

Source: U.S. Census Bureau, 1-yr American Community Survey

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Figure 28: Home Ownership by Age

Age of Householder
2022

Source: American Community Survey, 1-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Housing Burden in Redwood Coast and Broader Regions

Figure 29: Home Owners w/ A Mortgage

Redwood Coast (29.9%) — California (37.5%)
United States (27.7%)

Source: U.S. Census Bureau, 1-yr American Community Survey

Figure 30: Renters

Redwood Coast (23.7%) — California (53.1%)
United States (48.2%)

Source: U.S. Census Bureau, 1-yr American Community Survey

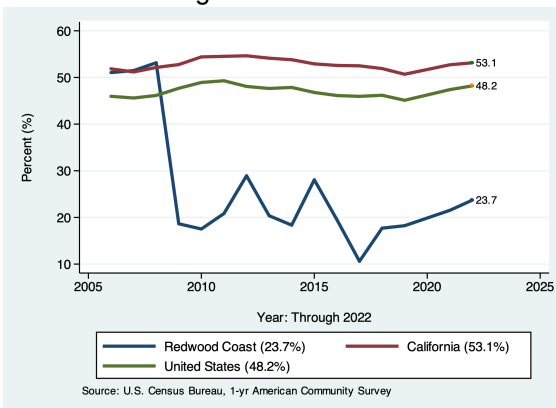Jon Haveman, Ph.D. ● National Economic Education Delegation
Jon@NEEDEcon.org ● 415-336-5705
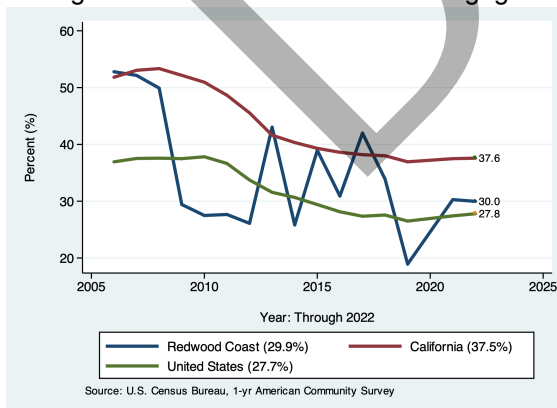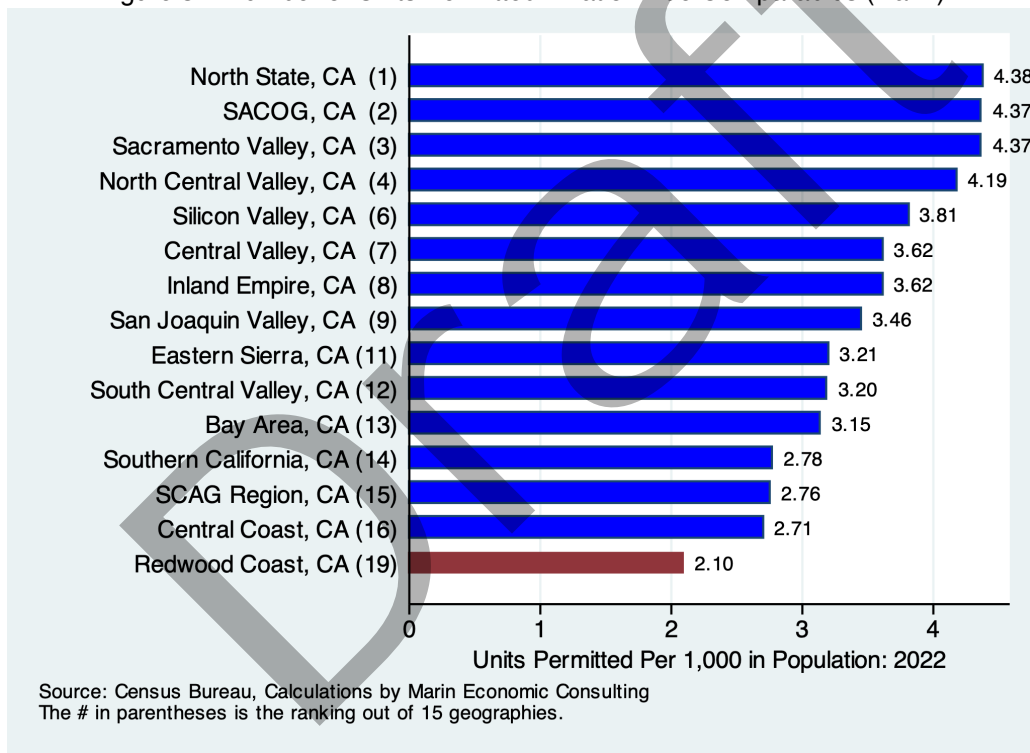
Residential Permitting

Definition:

This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Redwood Coast is compared with data from 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 are affecting prices through increased supply.

Redwood Coast - Ranking Among Comparables

Figure 31: Number of Units Permitted - Nationwide Comparables (Rank)

Region	Value
North State, CA (1)	4.38
SACOG, CA (2)	4.37
Sacramento Valley, CA (3)	4.37
North Central Valley, CA (4)	4.19
Silicon Valley, CA (6)	3.81
Central Valley, CA (7)	3.62
Inland Empire, CA (8)	3.62
San Joaquin Valley, CA (9)	3.46
Eastern Sierra, CA (11)	3.21
South Central Valley, CA (12)	3.20
Bay Area, CA (13)	3.15
Southern California, CA (14)	2.78
SCAG Region, CA (15)	2.76
Central Coast, CA (16)	2.71
Redwood Coast, CA (19)	2.10

Units Permitted Per 1,000 in Population: 2022

Source: Census Bureau, Calculations by Marin Economic Consulting
The # in parentheses is the ranking out of 15 geographies.

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.
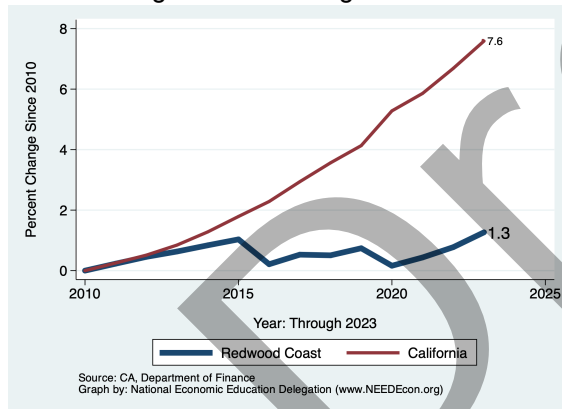
Why is it important?

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 16. Housing Market Indicators

Indicator	2023	2019	2010	% Change from 2019	% Change from 2010
Total Population	316,610.0	313,779.0	315,739.0	0.9	0.3
Total # of Homes	150,441.0	149,659.0	148,560.0	0.5	1.3
# Occupied Units	131,128.0	128,667.0	127,431.0	1.9	2.9
Persons per Household	2.3	2.3	2.4	-0.1	-1.6
Vacancy Rate (%)	12.8	14.0	14.2	-8.5	-9.7

Source: CA DOF; Calculations by Marin Economic Consulting

Figure 32: Housing Growth

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Trends in the Growth of Housing by Housing Type

Figure 33: Single Detached Homes

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
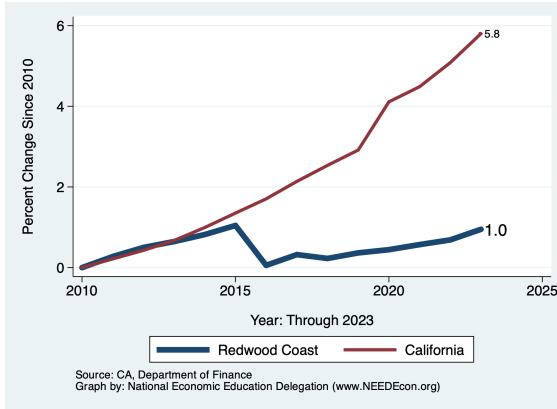
Figure 34: Single Attached Homes

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
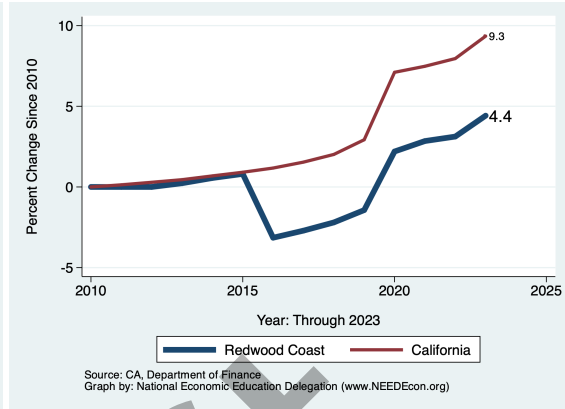
Figure 35: Housing in Buildings with Two to Four Units

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
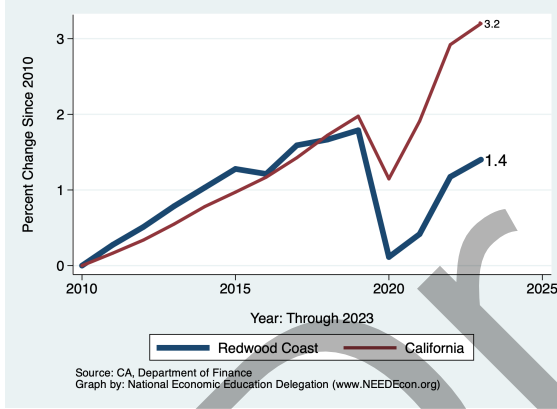
Figure 36: Housing in Buildings with Five or More Units

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
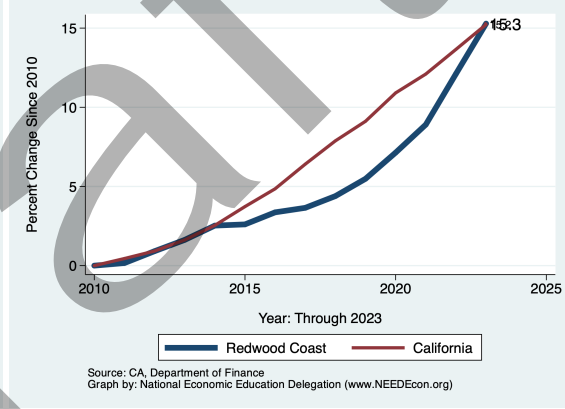
Vintage of Residential Housing

Why is it important?

This section provides evidence on the year in which residential housing in Redwood Coast was built. We break it down into onwed versus rented residences and provide a comparison across broader regions. A sense of the age of housing in a region provides an indication of the urgency with with 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.

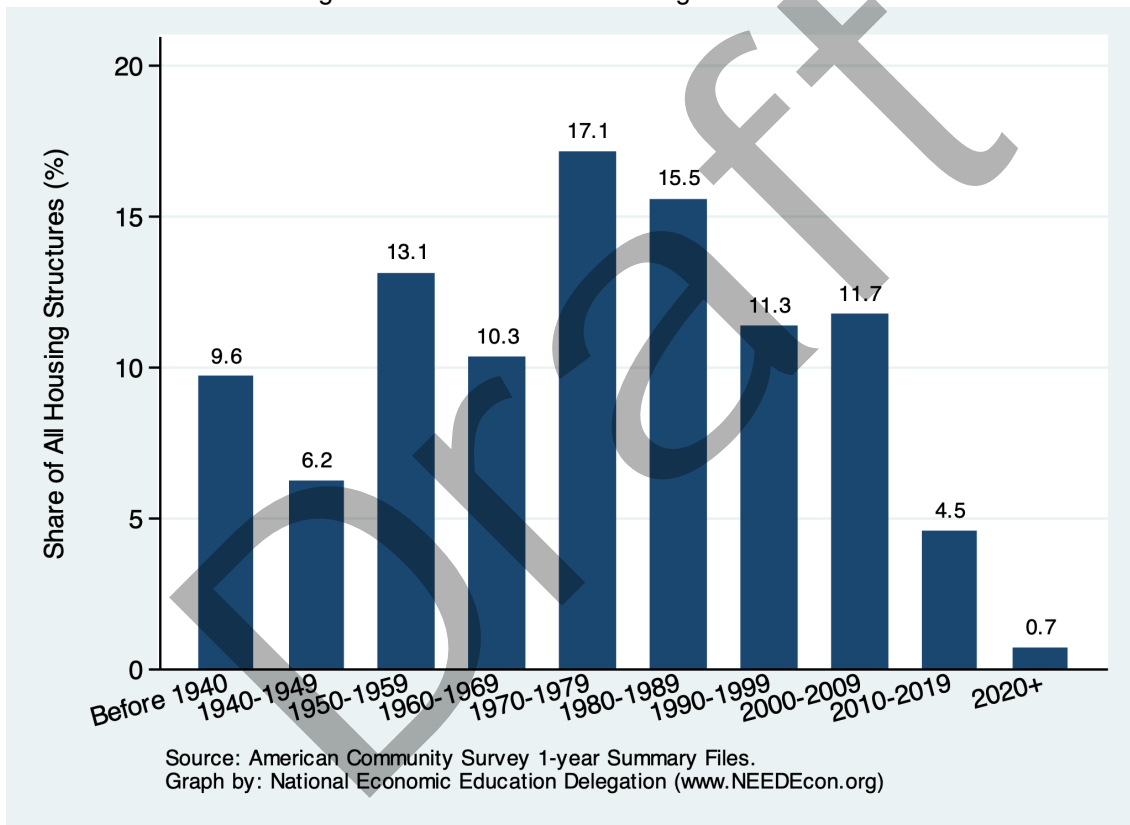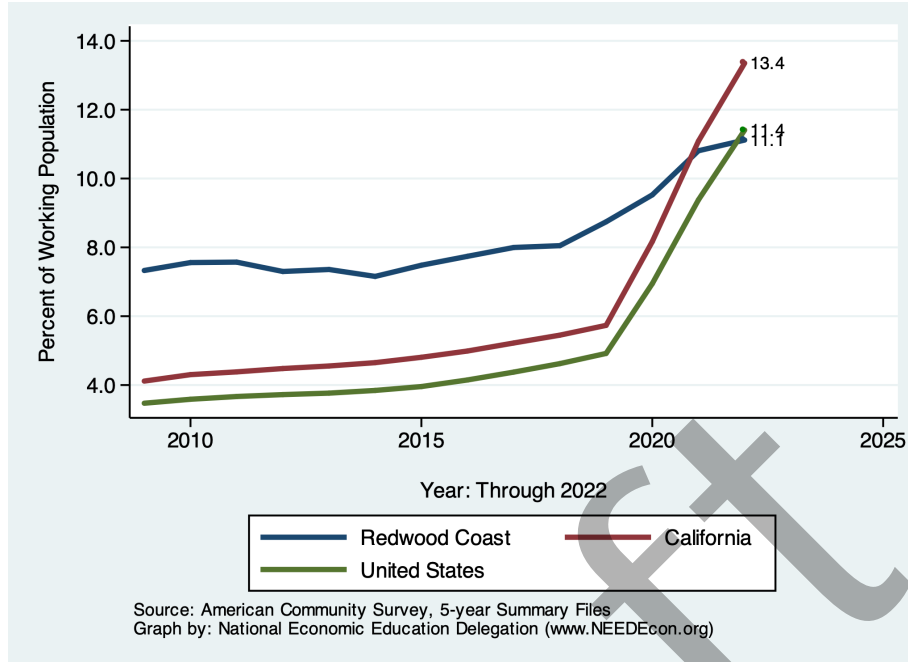Figure 37: Distribution of Housing Construction

Source: American Community Survey 1-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 38: Percent of Workers Who Work From Home

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

Working From Home

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 housing 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.

Table 17. Redwood Coast Migration and Telecommuting
(Share of the Working Population that Works From Home (%).)

Year	All Workers	Migrated Into Region	Intra-State Migrants	Inter-State Migrants
2015	6.2	4.2	3.1	1.1
2016	6.7	6.6	15.1	10.3
2017	6.7	5.4	10.0	4.4
2018	8.8	7.1	12.5	6.8
2019	7.8	3.9	5.9	1.8
2020	14.1	15.7	17.5	24.4
2021	14.6	17.5	31.3	12.9
2022	12.9	10.9	13.9	18.6

Source: ACS Public Use Microdata Sample (PUMS), various years.
The data pertain to the following PUMA codes:
0601500, 0602300, 0603300

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 Redwood Coast is a net recipient (migration inflows) or donor (migration outflows) of population is very important for understanding trends in the region'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.
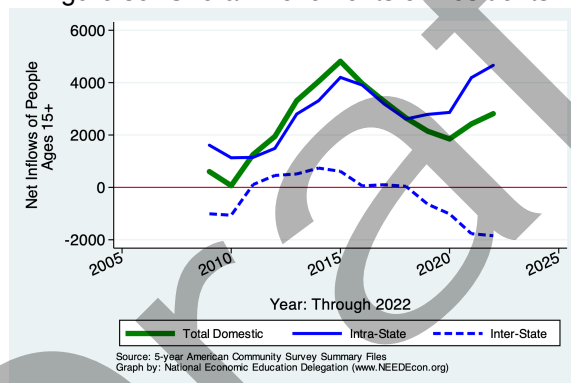
Figure 39: Overall Movements of Residents

Source: 5-year American Community Survey Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Table 18: Migration by Income

		Net Inflows				
			Same State			
		All Migration	W/in County	Intra-State	Inter-State	From Abroad
Category	Population					
No income	11,778	710	0	678	32	0
With income	103,601	3,195	0	3,774	−726	147
$1 to $9,999 or loss	18,827	1,027	0	1,077	−106	56
$10,000 to $14,999	9,458	341	0	478	−137	0
$15,000 to $24,999	15,004	581	0	294	196	91
$25,000 to $34,999	12,247	346	0	483	−137	0
$35,000 to $49,999	16,388	641	0	604	37	0
$50,000 to $64,999	9,342	728	0	683	45	0
$65,000 to $74,999	3,117	0	0	0	0	0
$75,000 or more	19,218	−469	0	155	−624	0
All:	115,379	3,905	0	4,452	−694	147

Source: 2022 1-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 regions's population that has moved abroad.
The "From Abroad" column is gross movements into the region from abroad.
Universe: Population 15 years and over in the United States

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Figure 40: Overall Movements of Low Income Residents in the Region

Individual Income Less Than $25,000

Year: Through 2022

Legend: Total Domestic — Intra-State — Inter-State
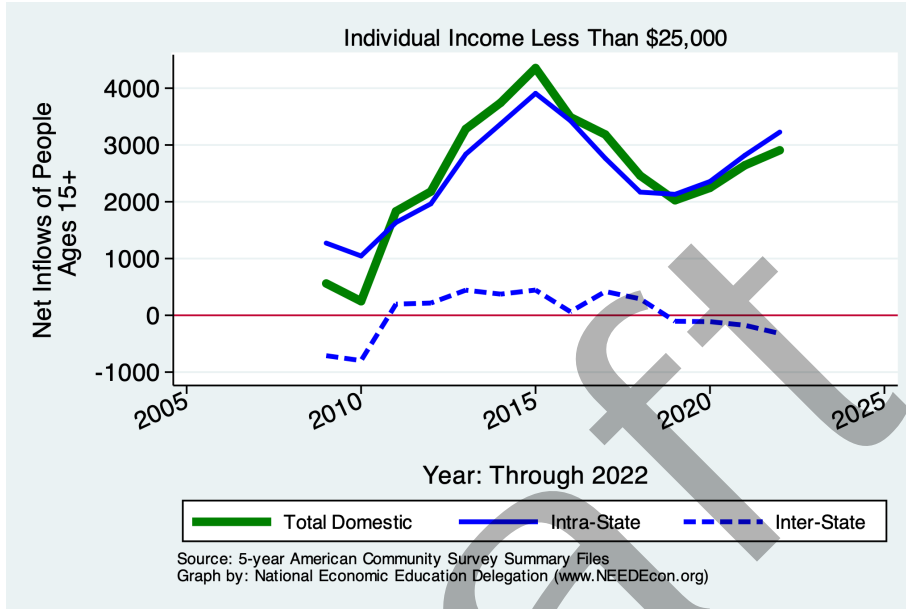
Figure 41: Overall Movements of Low Income Residents in California

Individual Income Less Than $25,000

Year: Through 2022

Legend: Total Domestic — Intra-State — Inter-State
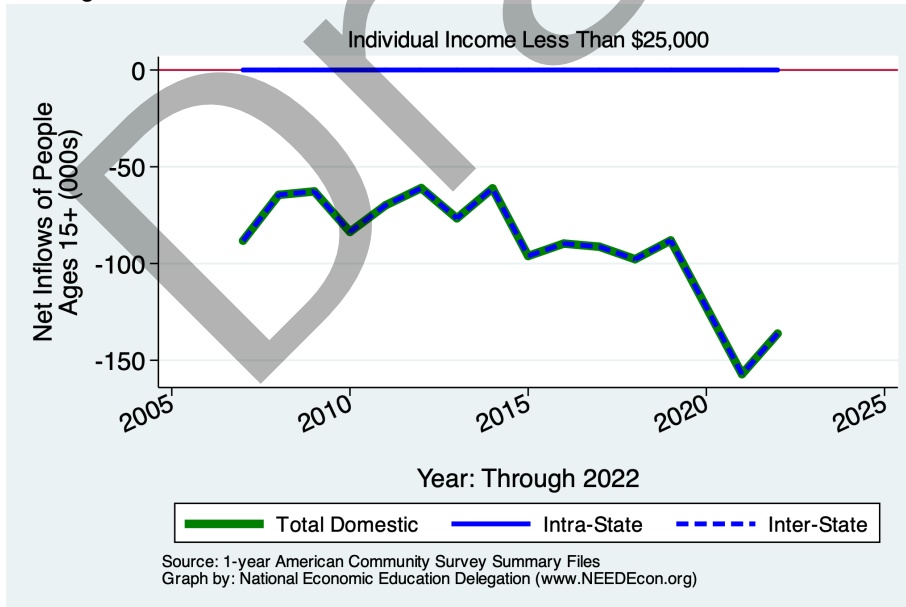
Figure 42: Overall Movements of Middle Income Residents in the Region

Individual Income Between $25,000 and $75,000

Year: Through 2022

| Total Domestic | Intra-State | Inter-State |
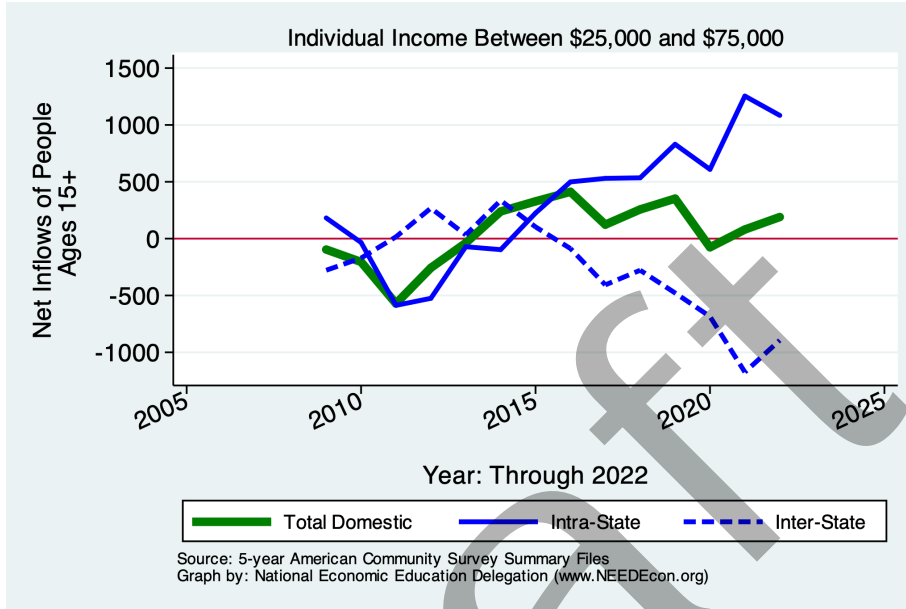
Figure 43: Overall Movements of Middle Income Residents in California

Individual Income Between $25,000 and $75,000

Year: Through 2022

| Total Domestic | Intra-State | Inter-State |
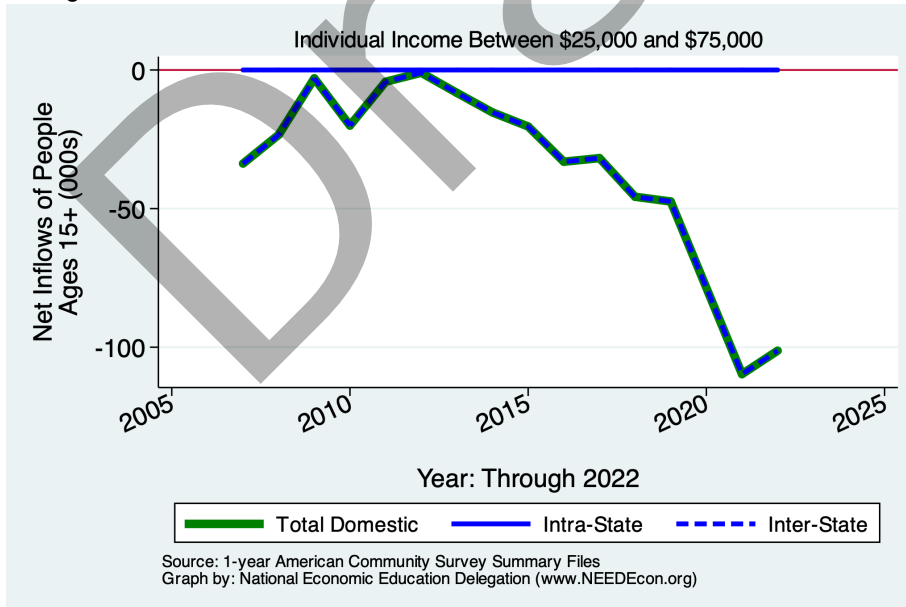
Figure 44: Overall Movements of High Income Residents in the Region

Individual Income Greater Than $75,000

Year: Through 2022

Legend: Total Domestic — Intra-State — Inter-State

Source: 5-year American Community Survey Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
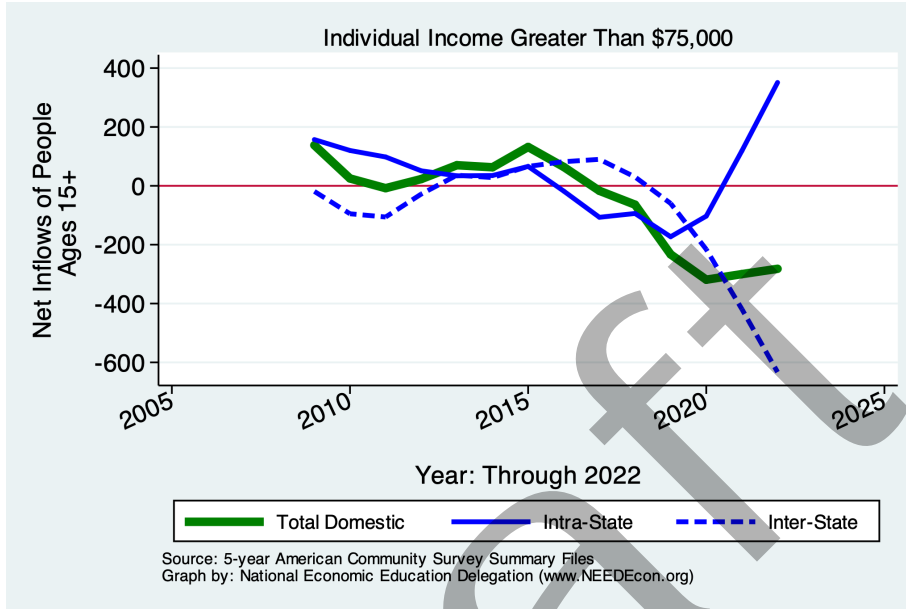
Figure 45: Overall Movements of High Income Residents in California

Individual Income Greater Than $75,000

Year: Through 2022

Legend: Total Domestic — Intra-State — Inter-State

Source: 1-year American Community Survey Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
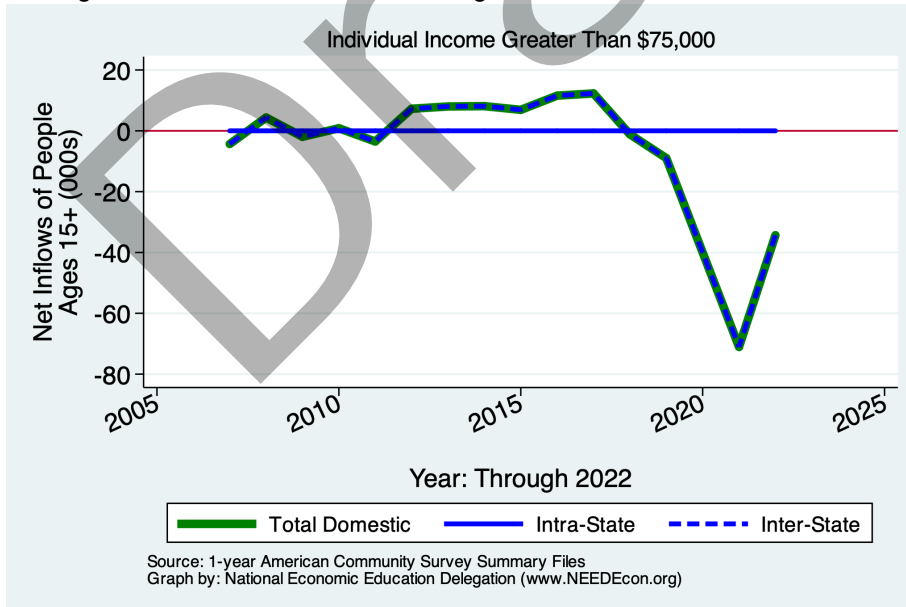
Demographics of Migration Flows

Table 19: Migration by Marital Status

		Net Inflows				
			Same State			
			W/in	Between	Across	From
Category	Population	All Migration	County	Counties	States	Abroad
Never married	47,779	2,343	0	2,742	−513	114
Now married, except separated	46,561	1,291	0	1,211	80	0
Divorced	14,755	146	0	253	−140	33
Separated	1,238	246	0	246	0	0
Widowed	5,046	−121	0	0	−121	0
Total:	115,379	3,905	0	4,452	−694	147

Source: 2022 1-year American Community Survey, Summary File
Universe: Population 15 years and over in the United States.

Table 20: Migration by Tenure

		Net Inflows				
			Same State			
			W/in	Between	Across	From
Category	Population	All Migration	County	Counties	States	Abroad
Householder lived in owner-occupied housing units	180,471	1,176	0	2,404	−1,570	342
Householder lived in renter-occupied housing units	102,719	2,387	0	2,783	−707	311
Total:	283,190	3,563	0	5,187	−2,277	653

Source: 2022 1-year American Community Survey, Summary File
Universe: Population 1 year and over in households in the United States.

Table 21: Migration by Age

Category	Population	Net Inflows All Migration	Same State W/in County	Same State Between Counties	Across States	From Abroad
1 to 4 years	13,555	66	0	50	6	10
5 to 17 years	48,317	1,097	0	719	314	64
18 and 19 years	8,114	712	0	565	130	17
20 to 24 years	22,090	1,018	0	848	75	95
25 to 29 years	19,690	138	0	628	−554	64
30 to 34 years	19,600	150	0	−33	158	25
35 to 39 years	20,029	737	0	845	−118	10
40 to 44 years	19,732	202	0	317	−116	1
45 to 49 years	18,423	224	0	166	41	17
50 to 54 years	18,050	−29	0	313	−347	5
55 to 59 years	20,073	316	0	252	32	32
60 to 64 years	23,848	125	0	287	−197	35
65 to 69 years	23,075	−268	0	210	−487	9
70 to 74 years	19,727	136	0	229	−212	119
75 years and over	25,145	−370	0	−187	−287	104
Total Population:	319,468	4,254	0	5,209	−1,562	607

Source: 2022 5-year American Community Survey, Summary File
Universe: Population 1 year and over in the United States

Table 22: Migration by Educational Attainment

Category	Population	Net Inflows All Migration	Same State W/in County	Same State Between Counties	Across States	From Abroad
Less than high school graduate	16,921	1,555	0	1,362	59	134
High school graduate (includes equiv)	36,376	−124	0	433	−557	0
Some college or assoc. degree	60,210	2,859	0	2,337	337	185
Bachelor's degree	29,287	3	0	205	−313	111
Graduate or professional degree	17,921	−521	0	−55	−466	0
Total:	160,715	3,772	0	4,282	−940	430

Source: 2022 1-year American Community Survey, Summary File
Universe: Population 25 years and over in the United States

Gross Regional Product (GDP for Regions)

Definition:

Each year, the Bureau of Economic Analysis provides updated data on gross regional product (GRP). GRP is a concept analogous to GDP for the nation. It is a measure of the value added in the local economy. Value added is a measure of economic activity.

Why is it important?

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

County's Ranking by Size and Growth

Figure 46: County's Rank Among World Economies

Source: U.S. BEA and World Bank; Calculations by Marin Economic Consulting
The # in parentheses is the ranking out of 187 geographies.

Figure 47: County's Rank Among All U.S. Counties

Source: U.S. BEA; Calculations by Marin Economic Consulting
The # in parentheses is the ranking out of 13 geographies.
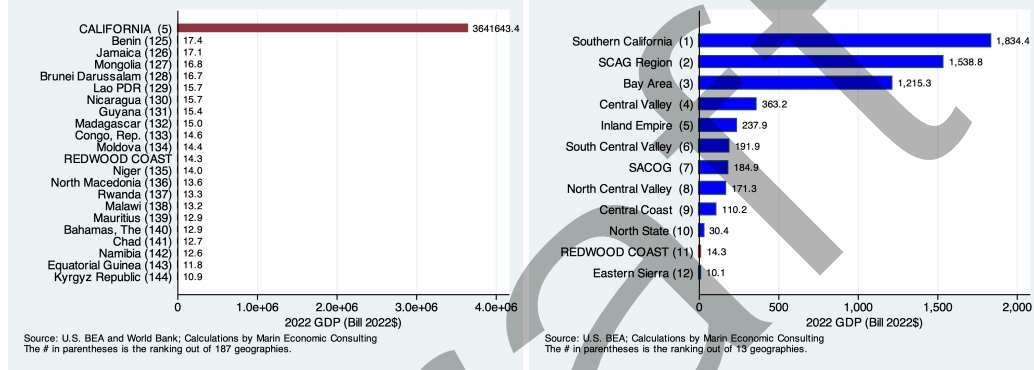
Figure 48: County's Rank Among California Counties

Source: U.S. BEA; Calculations by Marin Economic Consulting
The # in parentheses is the ranking out of 15 geographies.
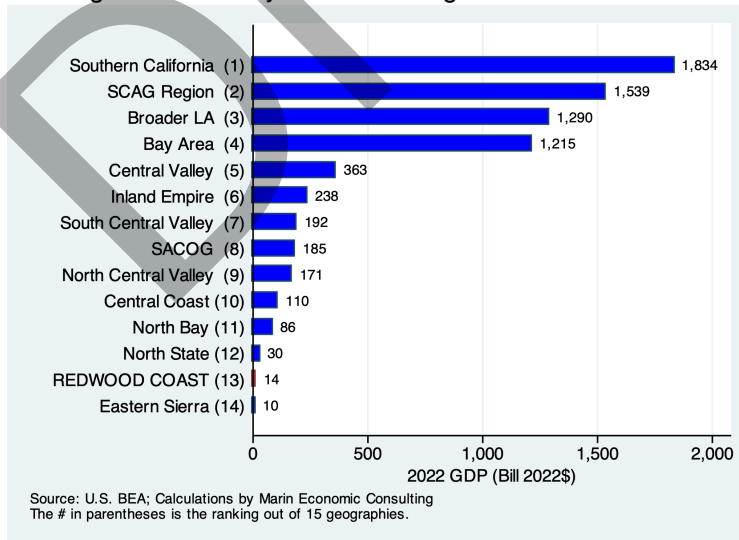
Figure 49: County's Rank Among All U.S. Counties - Growth

Geography	YoY GDP Growth (%)
Eastern Sierra (1)	9.33
Inland Empire (2)	8.93
South Central Valley (3)	8.70
Southern California (4)	8.20
SCAG Region (5)	8.17
Broader LA (6)	7.97
Central Valley (7)	7.96
SACOG (8)	7.72
North Central Valley (9)	7.14
Central Coast (10)	6.91
North State (11)	6.76
REDWOOD COAST (12)	6.65
North Bay (13)	5.80
Bay Area (14)	3.67

Year over Year GDP Growth (%), to 2022

Source: U.S. BEA; Calculations by Marin Economic Consulting
The # in parentheses is the ranking out of 14 geographies.

Figure 50: County's Rank Among California Counties - Growth

Geography	YoY GDP Growth (%)
Eastern Sierra (1)	9.3
Inland Empire (2)	8.9
South Central Valley (3)	8.7
Southern California (4)	8.2
SCAG Region (5)	8.2
Broader LA (6)	8.0
Central Valley (7)	8.0
SACOG (8)	7.7
North Central Valley (9)	7.1
Central Coast (10)	6.9
North State (11)	6.8
REDWOOD COAST (12)	6.7
North Bay (13)	5.8
Bay Area (14)	3.7

Year over Year GDP Growth (%), to 2022

Source: U.S. BEA; Calculations by Marin Economic Consulting
The # in parentheses is the ranking out of 14 geographies.

Overview of GSP Changes Since Onset of Pandemic

Redwood Coast GSP by Industry
Share of Total GSP: 2019 and 2022

Legend: Share in 2019 (blue), Share in 2022 (dark red)

X-axis: Share of Total GSP (%)

Industries (top to bottom):
- Total Government
- RE, Rental, Leasing
- Retail Trade
- Health Care & Soc. Asst.
- Construction
- Manufacturing
- Accom. & Food Srvcs
- Prof., Sci, & Tech.
- Wholesale Trade
- Utilities
- Admin, Support, & Waste
- Fin & Ins.
- Other Srvcs
- Ag, For, Fish, & Hunting

Source: U.S. BEA; Calculations by Marin Economic Consulting
GSP data are not available in all years for all industries.

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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.

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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 relased in January.

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Appendix: Region Definitions

Eastern Sierra: Alpine, Amador, Calaveras, Inyo, Mariposa, Mono, and Tuolumne counties in Northern California.

North State: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity counties in Northern California.

Redwood Coast: Del Norte, Humboldt, Lake, and Mendocino counties in Northern California.

Bay Area: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties in Northern California.

North Bay: Marin, Napa, and Sonoma Counties in Northern California.

Central Coast: Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura counties along Coastal California.

North Central Valley: Butte, Colusa, El Dorado, Placer, Sacramento, San Joaquin, Shasta, Sutter, Tehama, Yolo, and Yuba counties in Central California.

Central Valley: 18 California counties from Shasta in Northern California to Kern in Southern California.

South Central Valley: Fresno, Kern, Kings, Madera, Merced, Stanislaus, and Tulare counties in Central California.

SCAG: Los Angeles, Imperial, Orange, Riverside, San Bernardino, and Ventura counties in Southern California.

Southern California: Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura Counties.

Broader LA: Los Angeles, Orange, and Ventura counties in Southern California.

Inland Empire: Riverside and San Bernardino counties in Southern California.

SACOG: El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba Counties in North Central California.