

Tool-Kit for 2001: The Economic Outlook for Sonoma County

Presented to:

**3rd Annual
Straight to the Bottom Line Conference
Santa Rosa, California**

Presented by:

**Dr. Steven G. Cochrane
Director of Regional Services
Economy.com, Inc.**

November 9, 2000

**ECONOMY
.COM**

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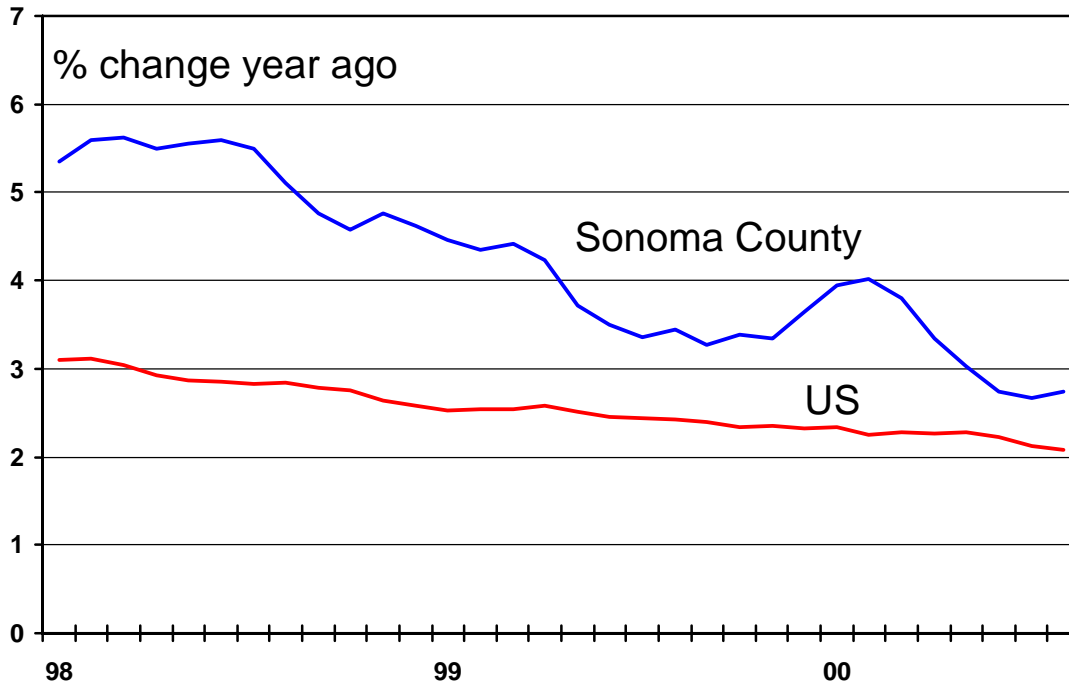
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Job Growth Strong but Slowing



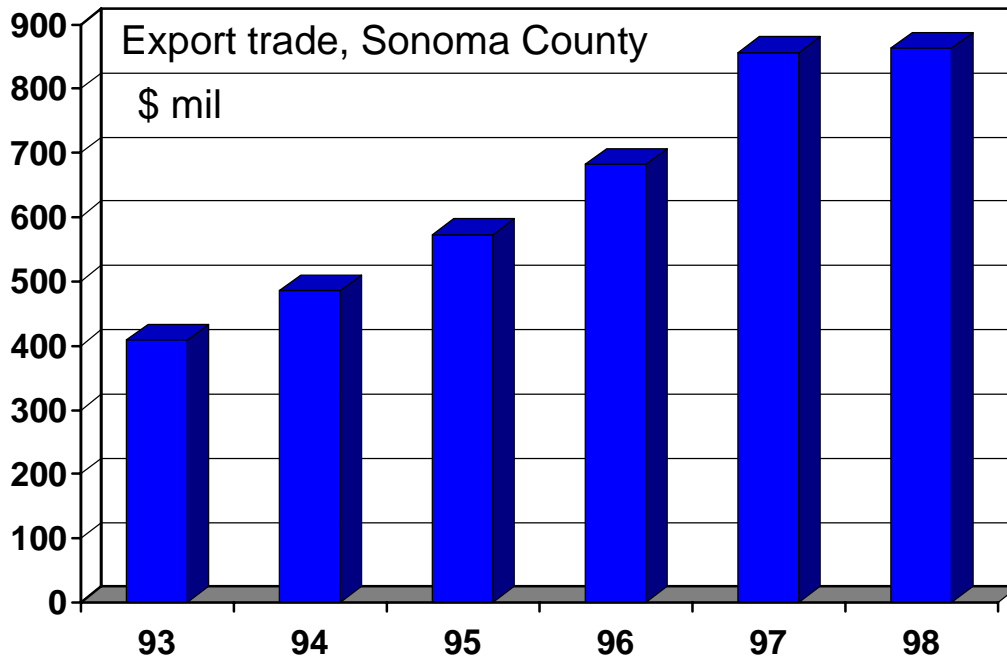
WHY IS THIS IMPORTANT?

- Employment is one of the most timely and detailed data series that indicates the pace of economic growth in the county. It is released monthly and lags the present date by only one to two months.

WHAT IS THIS TELLING US?

- Job growth has slowed to under 3% in recent months, just half its rate two years ago. Several factors lead to slower growth. First, while the Asian export markets are recovering, they are not as strong as they were prior to 1998. Second, tight labor market conditions make it increasingly difficult to fill positions that are available. Third, venture capital funding is increasingly scrutinizing young startup companies looking for R&D funding.

Global Crisis Hurt Sonoma



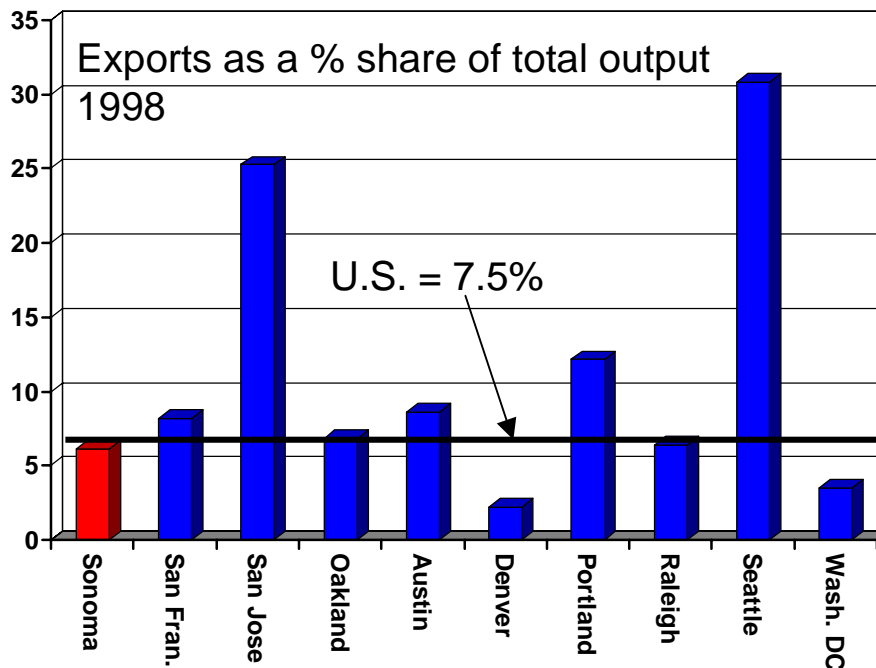
WHY IS THIS IMPORTANT?

- Export trade is an increasingly large component of the Sonoma County economy. Its growth is an important factor that shapes the growth of the economy.
- Export trade from Sonoma County directly supports the food and wine industry and the telecommunications equipment and electronics industries.

WHAT IS THIS TELLING US?

- Exports are an important market for Sonoma County, but they can't be counted on for continued uninterrupted growth. Exports did not rise in 1998, the year of the global economic crisis. Coincidentally, employment growth slowed in 1998 for the first time in six years. It is likely that 1999 showed little growth as well, but that export trade is finally accelerating once again. Statewide, exports began to accelerate once again in mid-1999.

Export Exposure Near Average



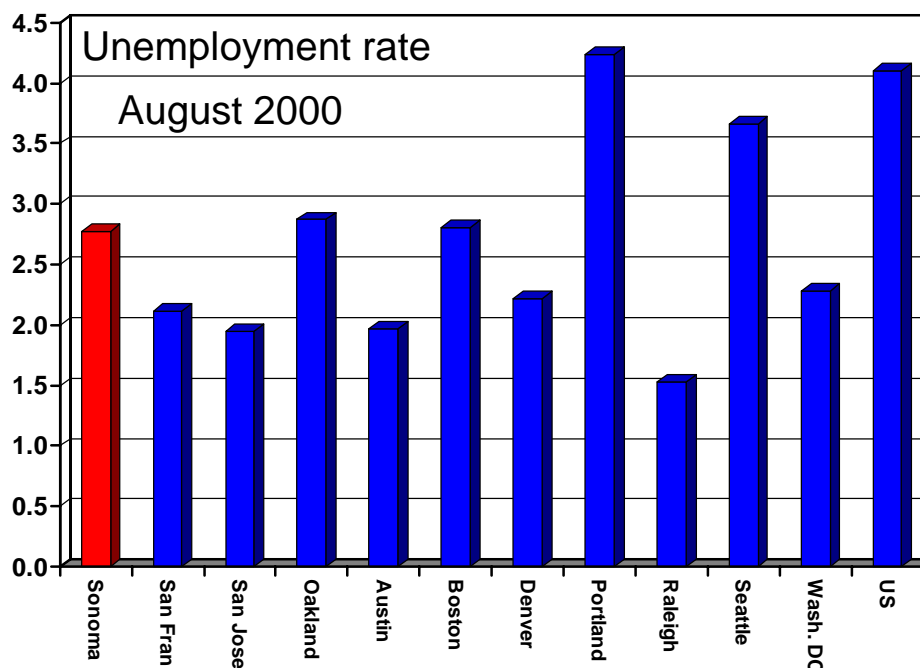
WHY IS THIS IMPORTANT?

- **Export trade is often countercyclical. In other words, when the U.S. economy is expanding, exports are weak, and when the U.S. economy slows, the rest of the world often continues to expand. If a firm or a region has markets well balanced between domestic and foreign locations, then these countercyclical trends can balance one another.**

WHAT IS THIS TELLING US?

- **The halt in Sonoma's export growth in 1998 contributed to a slower pace of growth for the county.**
- **While export trade is important for the county, it is not as export intensive as San Jose and Seattle or even Portland (OR), Austin or San Francisco.**
- **There appears to be room for the economy to expand its export markets so as to diversify its market risks.**

A Tight Labor Market



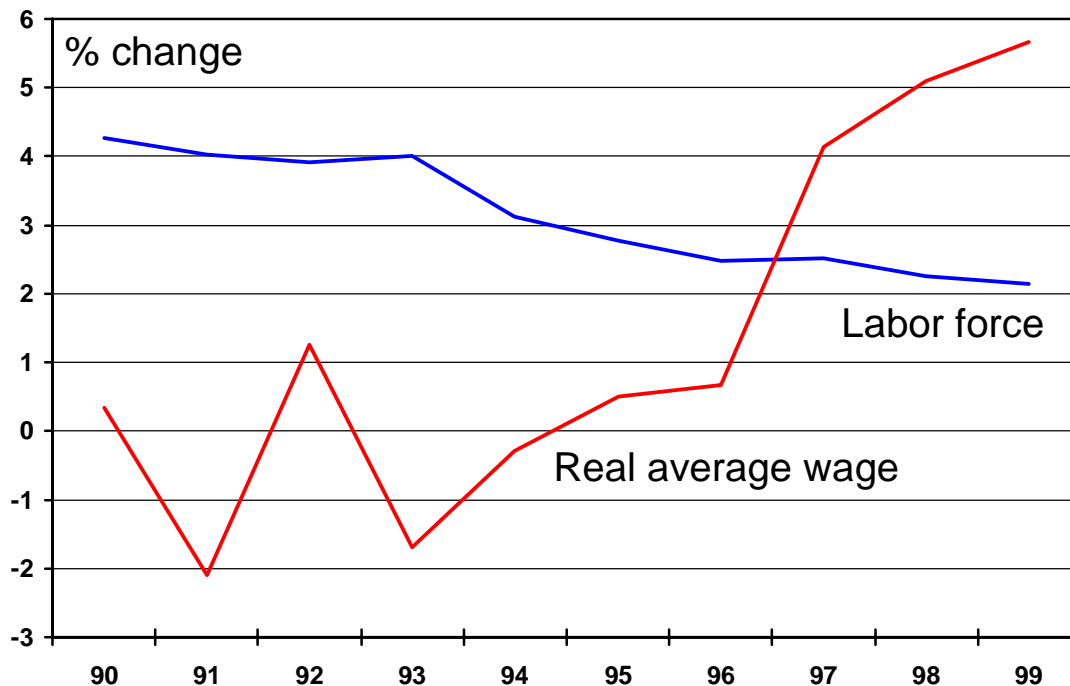
WHY IS THIS IMPORTANT?

- Employers around the country say that tight labor market conditions and the lack of available skilled labor is a major constraint to expansion. While no one wants to see a high unemployment rate, an extremely low jobless rate signals a lack of available labor supply. If the unemployment rate becomes exceedingly low, one must find ways to facilitate in-migration of the labor required by local firms.

WHAT IS THIS TELLING US?

- Sonoma County's unemployment rate is near a record low and is more than one percentage point below an already low national rate of approximately 4%. The local labor market is tight and getting tighter, yet conditions in Sonoma County are not as bad as in most other centers of technology. This provides an advantage for the county going forward, for while the county's labor market may be tight, skilled labor is even less available in Silicon Valley and other high-tech centers.

Labor Force & Wage Growth



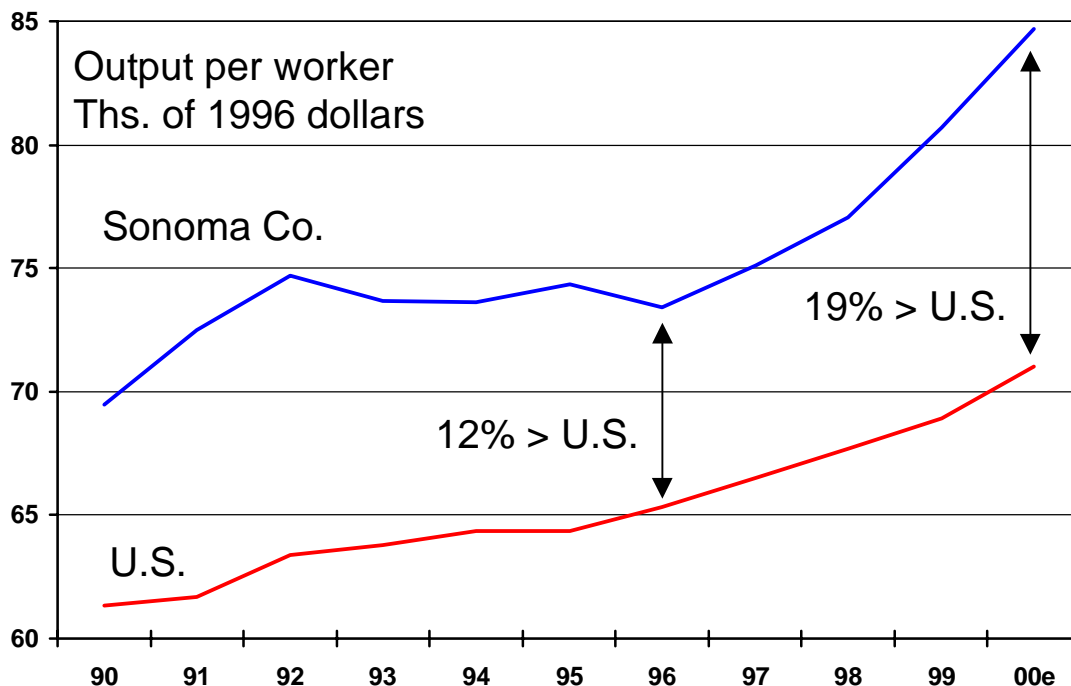
WHY IS THIS IMPORTANT?

- An expanding labor force is a critical element of an expanding economy. A lack of available labor can create an imbalance in the economy.
- Tight labor markets raise wages for workers, but raise costs for employers.

WHAT IS THIS TELLING US?

- Labor shortages are increasing and real wage growth is accelerating.
- In a tight labor market, productivity gains are critical to continued economic expansion to keep unit labor costs down.
- Recruitment and training expenses will be high but necessary.
- Facilitating migration of skilled workers to Sonoma County will be important.

Productivity Growth Soars



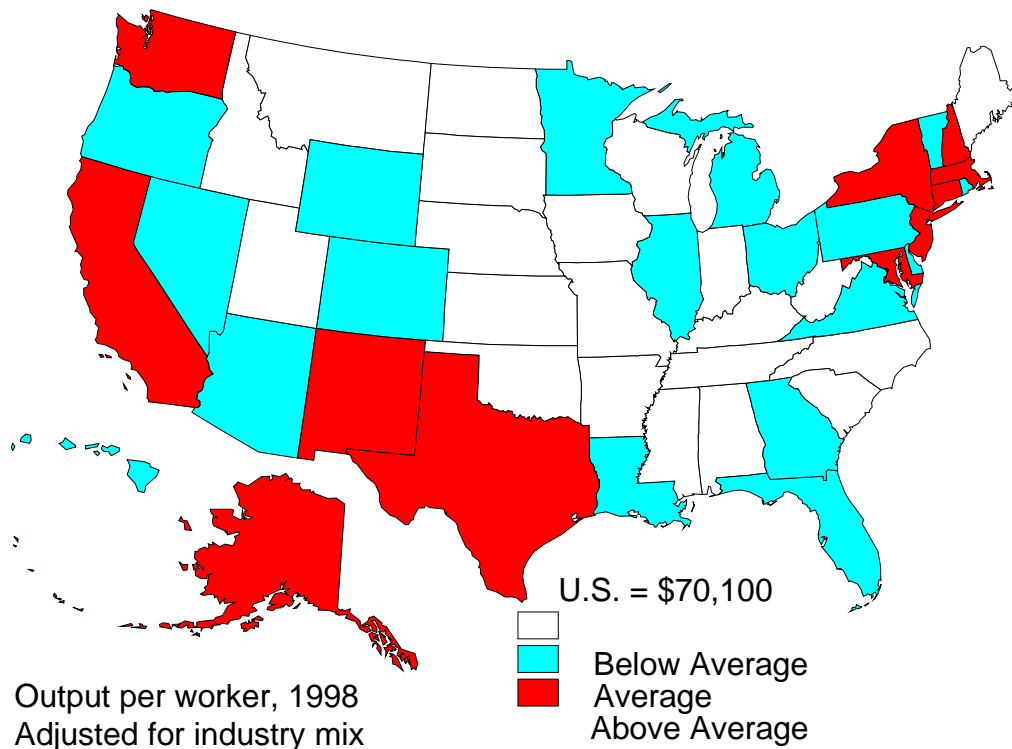
WHY IS THIS IMPORTANT?

- Productivity provides the greatest comparative advantage for economic growth. Real income growth can only occur when productivity rises. Furthermore, a productive area is able to attract industries searching for a productive environment. Households are also attracted to productive regions if there is a good probability that they can work more productively due to available training or greater capital investment by local firms.

WHAT IS THIS TELLING US?

- Productivity in Sonoma County is higher than average and is soaring ahead of the national average. Productivity growth reached nearly 5% annually over the past two years. Thus, one can expect continued income gains in the county in the coming years. Moreover, accelerating productivity within the county should work to attract other high-tech and high value-added industries to the area.

Productivity Is Concentrated



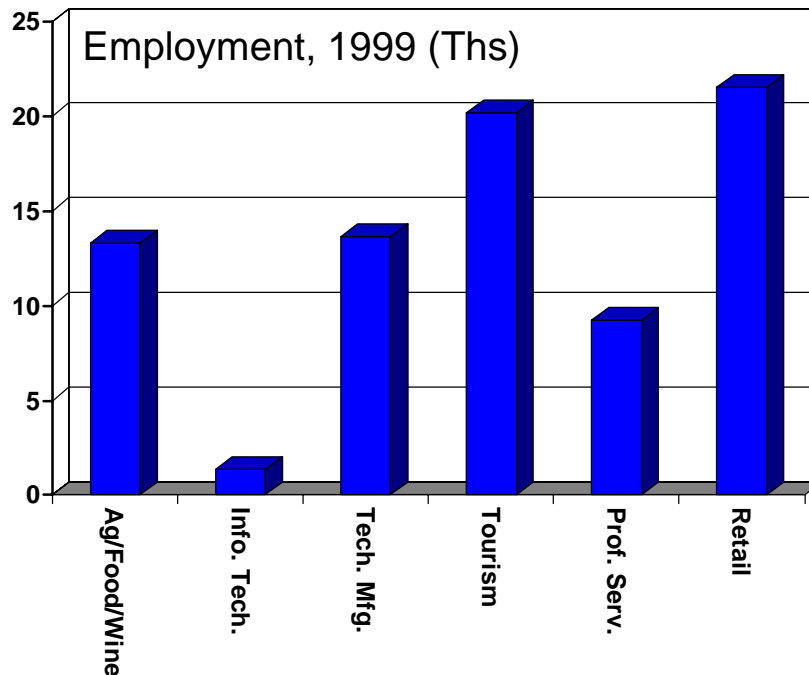
WHY IS THIS IMPORTANT?

- Long term differences in regional performance can be explained to a large degree by productivity. It determines patterns of long-term income growth. It can influence migration patterns.

WHAT DOES THIS TELL US?

- Sonoma County is within one of the most productive regions of the country. The impact is twofold.
- First, the county itself must maintain its high productivity in order to compete with other metropolitan areas in the region. Capital investment, training, networking and public-private cooperative efforts will remain necessary over the long term to maintain this advantage.
- Second, the county has an advantage of being located within one of the most productive labor pools in the nation.

Employment by Leading Cluster



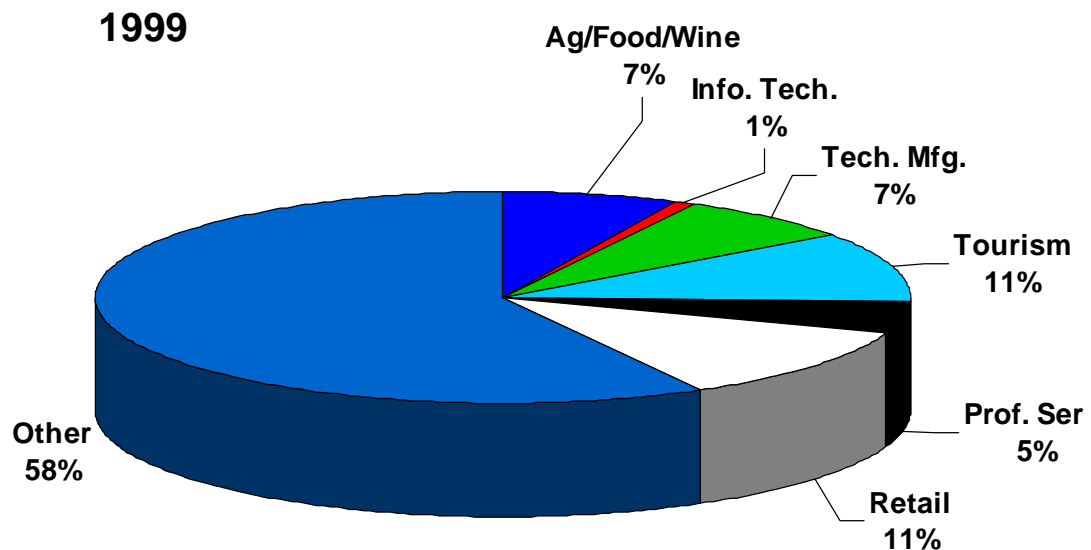
WHY THIS IS IMPORTANT?

- The leading clusters are the main groups of industries that either sell their goods and services outside of the county, or they cater to visitors.
- These are often called the basic sectors of an economy since, through their “export” of products, they bring new income into the county. Thus they are the industries contributing to the economy’s expansion.

WHAT IS THIS TELLING US?

- The distribution of basic industries is quite broad. They range from retail and tourism, which cater to visitors from within the nearby region and from around the world, to high-value-added manufacturing and agribusiness that sell their products in the global marketplace.
- The diversity of these leading clusters provides a myriad of employment opportunities with a range of required skills.
- The broad mix of leading clusters provides multiple avenues of growth for the economy that can help to balance out the natural cycles of any single industry within the cluster.

Employment Distribution



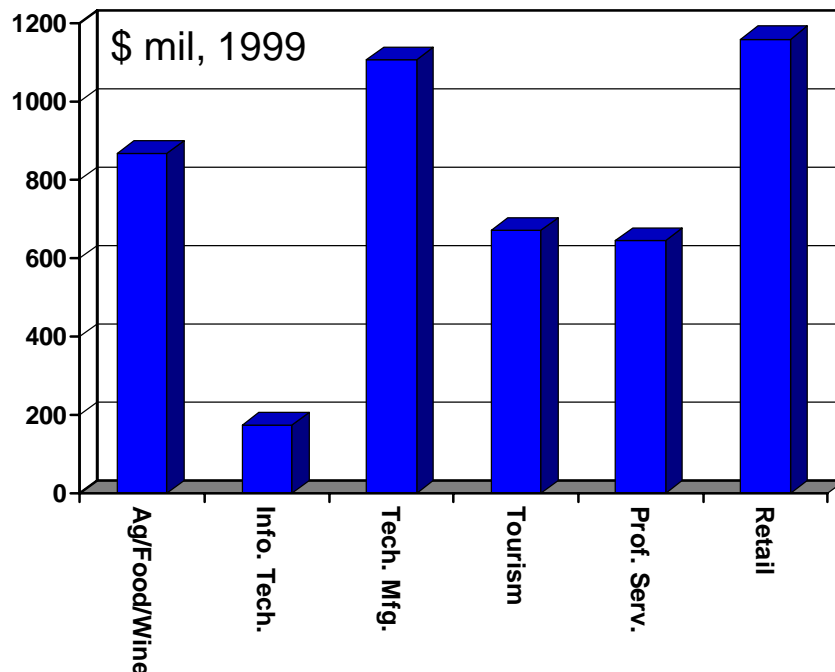
WHY IS THIS IMPORTANT?

- While the basic clusters are important in terms of generating income and wealth, it is important to remember that they make up just a portion of the economy. The remainder is made up of industries that serve local needs. While the remainder are not part of the basic economy, they employ a large number of people, pay taxes and require public and private services as well.

WHAT IS THIS TELLING US?

- The non-basic sectors of the economy employ over 40% of Sonoma County's workforce. This is smaller than average and illustrates the large impact of the basic clusters. When they grow, they have a very strong accelerator impact upon the entire economy.

Output by Leading Cluster



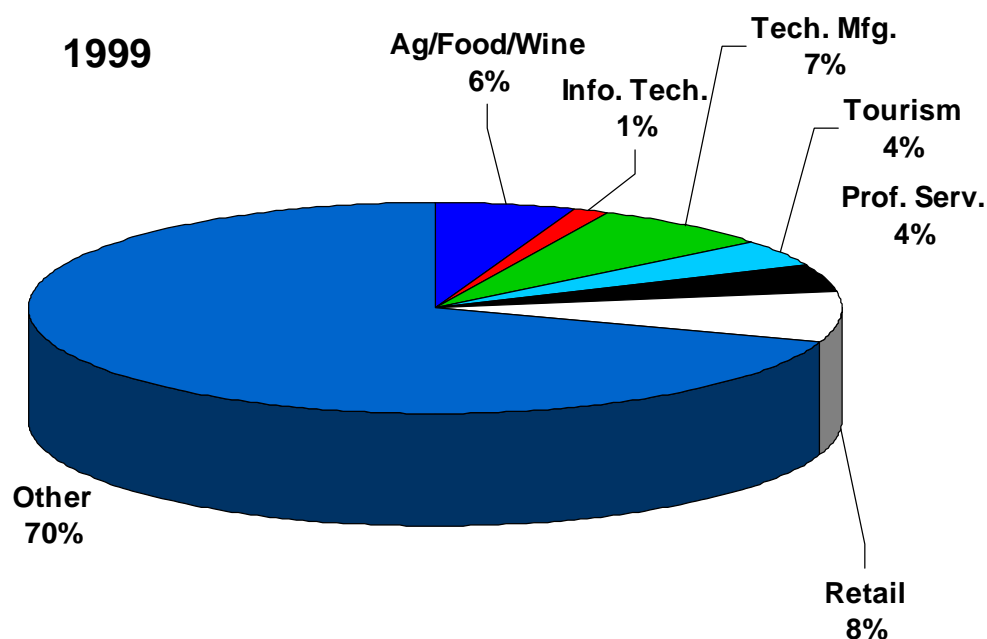
WHY IS THIS IMPORTANT?

- The distribution of output illustrates the impact that a single industry can have on the economy. It also illustrates the relative productivity of the industries.

WHAT IS THIS TELLING US?

- While high-value-added manufacturing is not the largest employer among the leading clusters, it produces nearly the greatest value of output. Thus its growth is of particular importance to the economy's well being. It indicates that technology manufacturing is quite productive, generating more output per worker, thus it can pay high wages and contribute greatly to wealth creation in the county.
- On the other hand, the tourism cluster is the third largest employer, yet its level of output ranks fourth. It is, nevertheless, an important engine of growth for the economy, but it will generally pay lower wages than the tech sectors.

Output Distribution



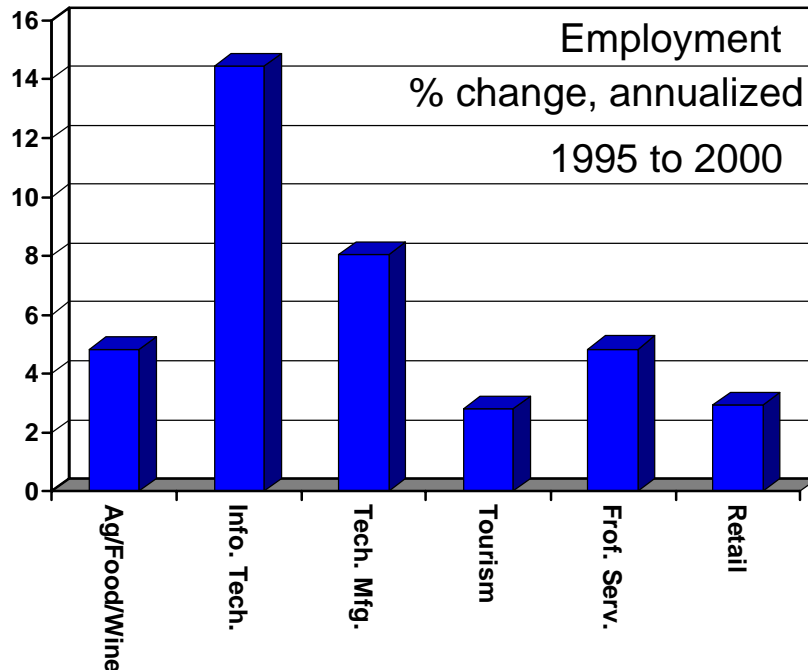
WHY IS THIS IMPORTANT?

- Output reflects the value added to goods and services that are produced in Sonoma County. The distribution of output among the leading clusters illustrates the size of each cluster in the economy. Output per worker is a measure of industry productivity.

WHAT IS THIS TELLING US?

- The distribution of output among the clusters is largely equal to the distribution of their workforces. The two exceptions are tourism and retail trade, whose shares of output are less than their shares of total employment.
- Tourism and retail trade produce less output per worker than the other clusters. They are more labor intensive industries and the jobs they create require fewer skills. Nevertheless, when they cater to visitors from outside, they are generating new income for the local economy. The ability of these two industries to act as accelerators of the county's economic growth, however, is less than that of the other leading clusters because of their lower productivity.

Tech Industries Drive Economy



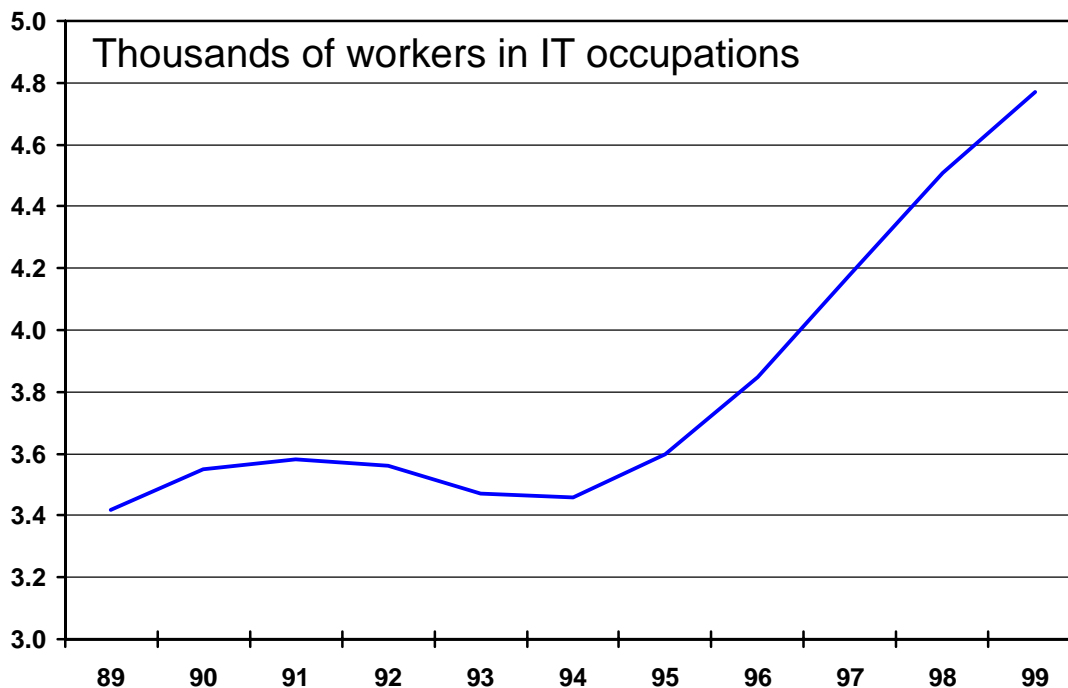
WHY IS THIS IMPORTANT?

- These five industry groups are the main drivers of Sonoma County's economy. They generate new wealth in the economy by selling their goods and services to other regions and overseas, or by attracting visitors who spend their money in the county.

WHAT IS THIS TELLING US?

- The technology-based industries are the most important driving industries in the county. Employment in information technology, including computer programming and data processing, as well as the manufacture of electronics, telecom equipment and optical goods, has soared over the past five years.
- Equally important, however, is the balanced nature of the county's growth. Wine & food, tourism and other professional services have generated healthy employment gains, and the income growth seen throughout northern California has boosted retail trade.

Soaring IT Employment



WHY IS THIS IMPORTANT?

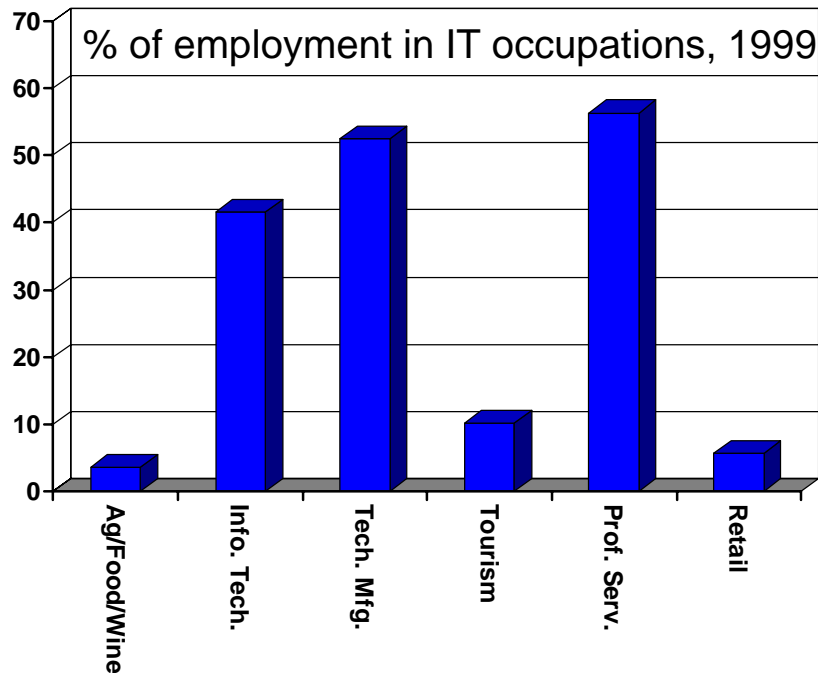
- Information technology is becoming pervasive in all industries. It is not isolated in high-tech industries. Information technology helps improve the productivity of all industries.
- Information technology and improved productivity help Sonoma County industries remain competitive even in a tight labor market where wages are rising.

WHAT IS THIS TELLING US?

- The surge in high-tech industries is indicative of the improving productivity seen in a variety of industries in Sonoma County.
- No company, large or small, can ignore the need for IT applications to remain competitive over the long term.

Note: IT occupations include electrical & electronic engineers, computer engineers and mathematicians, engineering and science technicians, programmers, broadcast technicians, communications equipment operators, computer and peripheral equipment operators, telecommunications wiring installers and repairers, electrical mechanics, installers and repairers, industrial machinery mechanics.

IT Occupations Are Critical



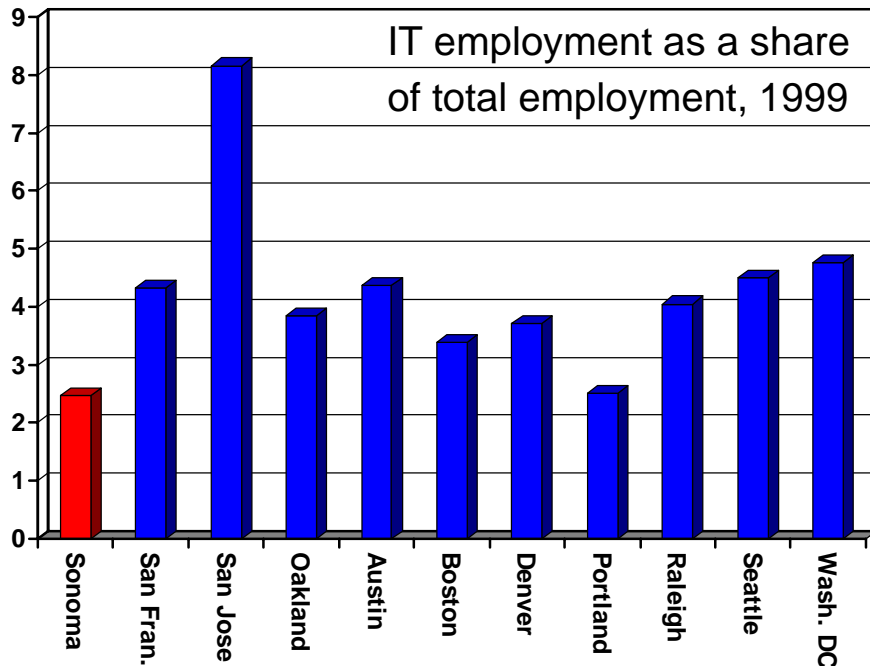
WHY IS THIS IMPORTANT?

- Information technology is pervasive throughout much of the economy. It helps to create the kind of productivity gains that generate high wage gains in a low inflationary environment. Furthermore, productivity gains keep Sonoma County industries competitive versus others elsewhere in the U.S. and abroad.

WHAT IS THIS TELLING US?

- Approximately half of the workforce in information technology and high-tech manufacturing industries are in IT occupations, as are nearly 60% of those working in professional services. Yet these are exactly the occupations that are hardest to fill as supply of skilled workers is short. The implications are twofold. First, these rapidly growing industries will be constrained by labor supply. Second, the other leading industry groups will likely see increases in their share of technology workers as they strive to achieve greater productivity and competitiveness.

IT Concentration Still Lags



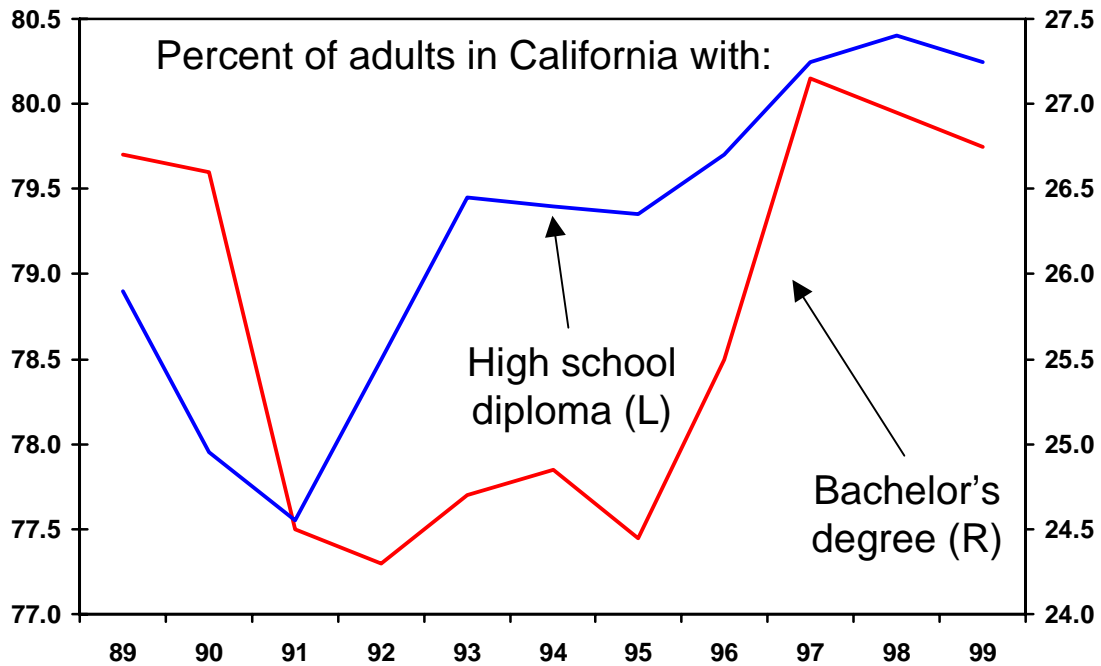
WHY IS THIS IMPORTANT?

- Sonoma County's relative position with other centers of technology help us to understand its comparative advantages and disadvantages. For example, the county is often heralded as a technology center with innovative industries. Yet is it really?

WHAT IS THIS TELLING US?

- By using the concentration of IT jobs in the area, it is apparent that Sonoma County lags behind most of its competitors. While the county clearly has a focus on IT with its telecommunications equipment industries, the county's diversity of occupations across a wide variety of industries mutes the role of information technology. This diversity of occupations, however, does provide for a wide variety of economic opportunities in the area.

Educational Attainment



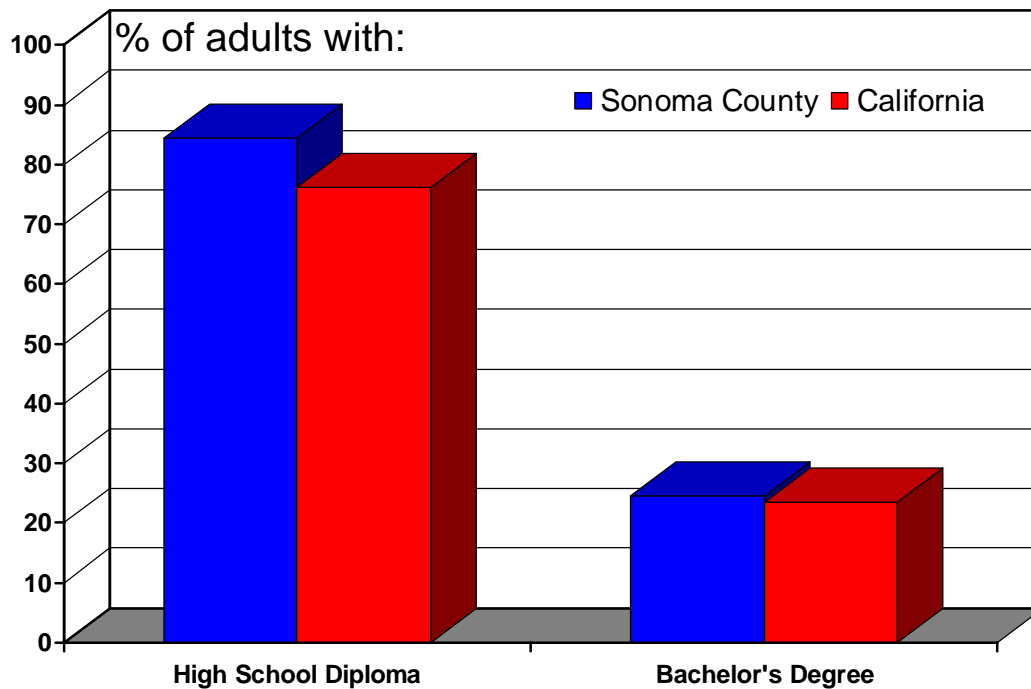
WHY IS THIS IMPORTANT?

- Skilled labor is one of the most important resources supporting economic growth in Sonoma County and in California.
- Competition for skilled labor is intense.
- Skilled labor is mobile.

WHAT IS THIS TELLING US?

- Labor force attraction and retention is critical, particularly if the pace of economic growth slows.
- During the California recession of the early 1990's, out-migration from the state took with it many of the state's best workers. This could happen again.
- Labor supplies are volatile.

Educational Attainment, 1990



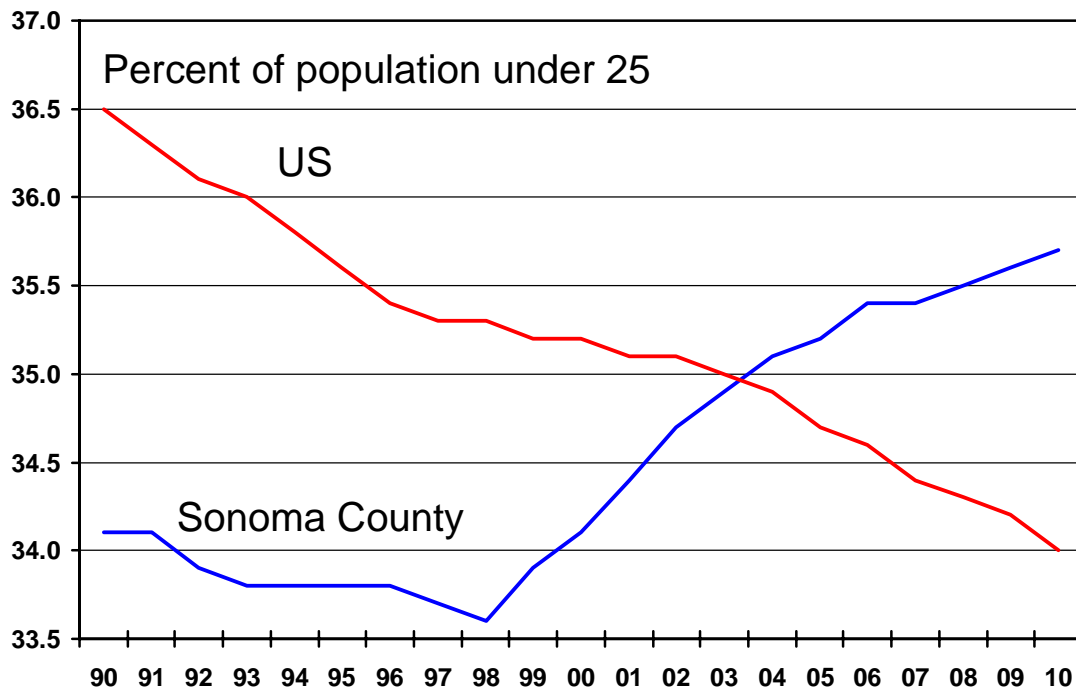
WHY IS THIS IMPORTANT?

- The county's high-tech economy depends upon skilled labor.
- Areas with highly-skilled labor tend to attract similarly-skilled workers.
- Sonoma County must make itself attractive to skilled workers.

WHAT IS THIS TELLING US?

- The high rate of adults with high school diploma's tells us that basic education is good and most of the population is able to participate in the workforce.
- The near-average share of adults with a college degree tells us that the county's workforce provides little comparative advantage for high-tech firms. In fact, within the Bay Area, only the Vallejo metro area (Napa and Solano counties) has a lower percentage of adults with college degrees.

Sonoma's Younger Population



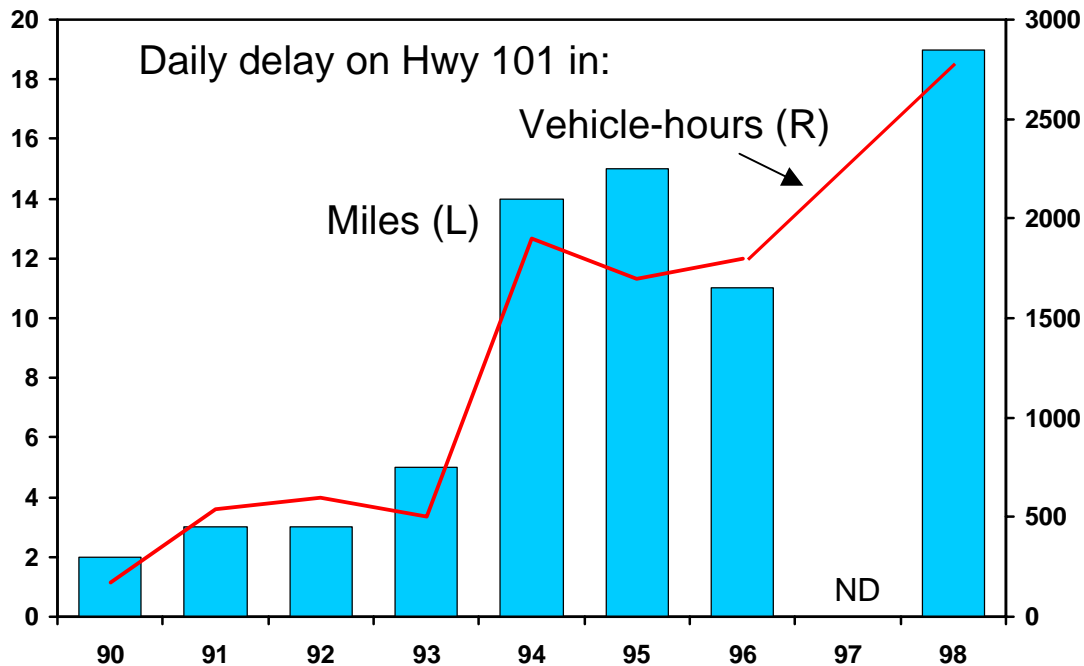
WHY IS THIS IMPORTANT?

- **Changing demographic patterns pose a significant challenge to the national and local economies. As the population ages the composition of the labor force changes. Older workers generally are more productive with their cumulative experience. But younger workers are needed to replenish the workforce and to bring new ideas into the workplace.**

WHAT IS THIS TELLING US?

- **Trends in Sonoma County will be counter to the national trend, with the share of the under-25 age cohort rising rather than falling. This will replenish the labor force with younger workers, but education and on-the-job training will become increasingly important. Efforts by local school districts, Santa Rosa Junior College, Sonoma State University and by employers themselves will be critical to maintaining a highly productive workforce in the years to come.**

Traffic Congestion Gets Worse



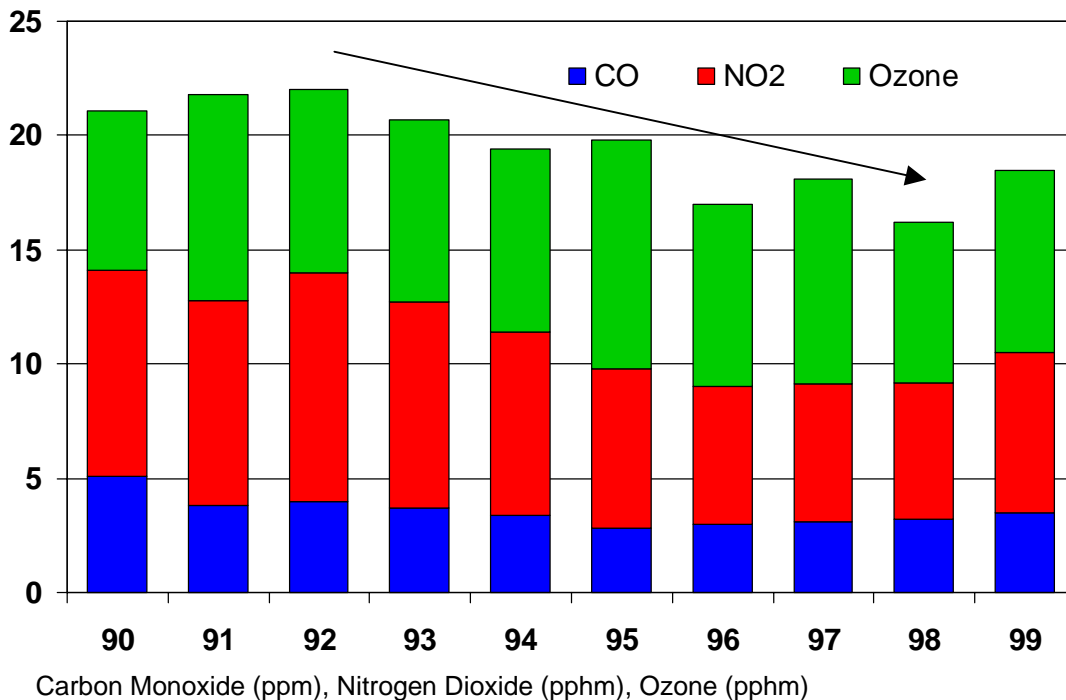
WHY IS THIS IMPORTANT?

- **Quality of life is increasingly important for skilled workers that are highly mobile and face high demand for their services. Traffic congestion is one of the most immediate QOL indicators that begins to deteriorate as economies grow and infrastructure fails to keep up. It is an inconvenience that nearly everyone must face every day.**

WHAT IS THIS TELLING US?

- **The economy began to take off at mid-decade. This is exactly when traffic congestion began to worsen, according to the CalTrans. Both miles of delay and vehicle hours of delay shot up in 1994 and continued to worsen through 1998.**
- **The data tells us that one of the prices of economic development is the need to constantly improve public infrastructure to handle the increased economic activity. This is a public cost that must be planned for and implemented in as timely a fashion as possible.**

Air Quality



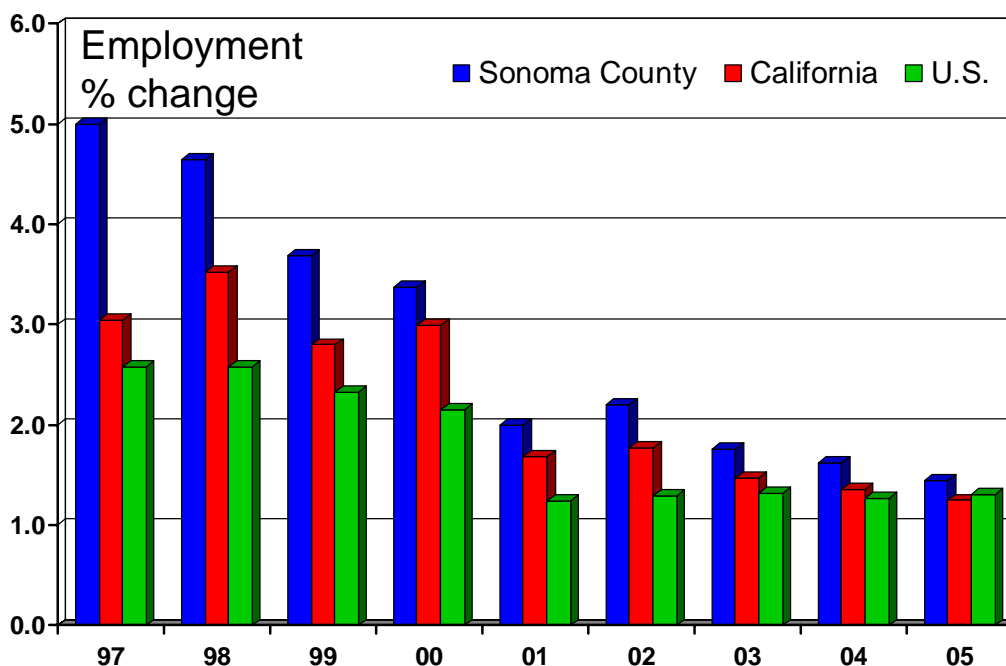
WHY IS THIS IMPORTANT?

- **Quality of life becomes increasingly important when workers and households are mobile and economic conditions are strong nearly everywhere. Households have choices and will move to areas that provide them not only a good living, but a good quality of life.**

WHAT IS THIS TELLING US?

- **Air quality has improved over the decade considerably, preserving the natural beauty and quality of life in the county.**
- **In 1999, however, air quality did deteriorate with a greater presence of the three primary air pollutants. An expanding economy does create more auto travel and more pollution from stationary sources. Thus, while the county enjoys the benefits of economic growth, it must continue to encourage policies that can minimize its accompanying pollution.**
- **Despite the rise last year, Sonoma remains within Federal air quality standards and exceeded state standards for only one day in 1999.**

The County's Outlook



WHY IS THIS IMPORTANT?

- **Economy.com models the interaction of the local economy with national, international, and industry trends, using historic performance patterns to estimate future results.**

WHAT IS THIS TELLING US?

- **The county's economy is slowing to a more sustainable long-term pace from a peak job growth rate of 5% in 1997.**
- **While the economy will maintain a very healthy rate of growth, factors that will lead to a slower pace include a slowdown in business investment, higher costs of capital due to tamer equity markets and higher interest rates, and slower income growth nationwide.**
- **Sonoma County will continue to outpace California and the nation, but the gap will narrow. A more moderate pace of growth will help the county to balance economic, social and environmental concerns in a healthy economic environment.**

Sonoma County Economic Indicators

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Average Annual Growth	
													94-99	00-05
Gross Metro Product (\$ bil)	10.3	10.9	11.6	12.6	13.8	15.3	17.0	18.2	19.4	20.7	21.9	23.1	8.3	6.3
<i>% Change</i>	5.0	5.5	6.4	9.3	8.9	11.2	11.1	6.8	6.9	6.4	6.1	5.5		
Gross Metro Product (Bil Constant\$)	10.8	11.2	11.6	12.4	13.3	14.5	15.7	16.4	17.1	17.8	18.5	19.1	6.0	4.0
<i>% Change</i>	2.0	3.1	3.5	7.4	7.4	8.6	8.4	4.3	4.6	4.0	3.7	3.2		
Total Employment (Ths)	147.0	150.2	157.5	165.4	173.0	179.4	185.5	189.2	193.4	196.8	199.9	202.8	4.1	1.8
<i>% Change</i>	2.0	2.2	4.8	5.0	4.6	3.7	3.4	2.0	2.2	1.8	1.6	1.4		
Manufacturing	21.1	21.9	23.5	26.1	28.1	29.7	31.4	31.8	31.9	31.8	31.8	31.7	7.2	0.2
Construction	7.2	7.4	8.3	9.3	10.2	12.0	13.0	13.3	14.4	14.8	14.9	14.8	10.7	2.6
Services	38.9	41.3	44.4	47.4	49.7	51.5	52.3	53.8	55.6	57.4	59.1	60.9	5.8	3.1
Business Services	6.6	7.7	8.5	9.4	9.1	9.5	10.0	10.4	10.9	11.3	11.7	12.0	7.5	3.9
Legal Services	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.3	1.9	1.5
Engineering & Mgmt. Services	3.0	3.1	3.4	3.5	3.8	4.0	4.3	4.4	4.6	4.8	5.0	5.1	6.4	3.8
Trade	38.0	38.6	40.4	41.3	42.5	42.6	43.4	43.8	44.3	45.0	45.7	46.4	2.3	1.4
Wholesale	6.8	6.9	7.2	7.7	8.0	7.3	7.3	7.4	7.5	7.6	7.7	7.8	1.4	1.4
Retail	31.2	31.8	33.2	33.6	34.5	35.3	36.1	36.4	36.8	37.4	38.0	38.6	2.5	1.4
Trans, Comm, and Utilities	5.9	5.6	5.9	6.1	6.4	6.4	6.8	6.9	7.1	7.2	7.4	7.5	1.8	2.1
Transportation	3.2	3.2	3.4	3.6	3.8	3.7	4.0	4.0	4.1	4.2	4.3	4.4	2.4	1.9
Finance	10.6	9.8	9.5	9.6	9.9	10.3	10.2	10.3	10.5	10.7	11.0	11.2	-0.7	1.8
Government	24.9	25.1	25.0	25.2	25.6	26.6	28.1	28.9	29.2	29.4	29.7	29.9	1.3	1.3
Mining	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	-5.3	-0.8
Labor Force	226.4	225.3	230.0	239.6	246.8	251.2	258.5	264.4	270.1	274.8	279.2	283.1	2.1	1.8
<i>% Change</i>	2.1	-0.5	2.1	4.2	3.0	1.8	2.9	2.3	2.1	1.8	1.6	1.4		
Number of Employed	213.2	212.8	219.9	230.6	238.6	244.4	251.6	256.2	261.0	265.5	269.7	273.3	2.8	1.7
Number of Unemployed	13.1	12.5	10.1	9.0	8.2	6.7	6.9	8.2	9.0	9.3	9.6	9.7	-12.5	7.2
													Average	
Unemployment Rate (%)	5.8	5.5	4.4	3.8	3.3	2.7	2.7	3.1	3.3	3.4	3.4	3.4	4.3	3.2
Personal Income (\$ bil)	10.4	10.8	11.5	12.4	13.4	14.6	15.7	17.0	18.3	19.5	20.8	22.1	7.0	7.0
<i>% Change</i>	4.3	4.1	6.4	8.3	7.8	8.6	8.2	7.7	7.7	7.0	6.4	6.1		
Personal Income (Bil Constant\$)	10.8	11.0	11.5	12.2	13.0	13.9	14.6	15.3	16.1	16.8	17.4	18.1	5.1	4.3
Per Capita Income (\$ ths)	25.2	26.0	27.3	29.1	30.9	33.0	35.1	37.1	39.2	41.1	42.9	44.7	5.5	4.9
Median Household Income (\$ ths)	40.1	41.5	43.8	45.6	47.4	50.7	53.6	56.4	59.3	61.9	64.4	66.9	4.8	4.5
Personal Bankruptcy Filings (Ths)	1.2	1.6	2.0	2.1	2.2	1.6	1.3	1.4	1.5	1.6	1.6	1.6	5.5	4.4
Wages & Salaries (\$ bil)	4.1	4.3	4.7	5.2	5.8	6.5	7.1	7.6	8.1	8.7	9.2	9.7	9.9	6.3
<i>% Change</i>	4.4	5.6	8.6	11.9	11.7	11.9	9.4	7.2	6.7	6.2	5.9	5.7		
Consumer Price Index, U.S.	148.3	152.5	157.0	160.6	163.1	166.7	172.3	176.7	181.2	185.5	189.7	194.1	2.4	2.4

Sonoma County Economic Indicators

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Average Annual Growth	
													94-99	00-05
Population (Ths)	410.1	414.7	419.3	426.4	433.8	440.0	447.0	456.0	465.1	474.5	483.7	492.7	1.4	2.0
<i>% Change</i>	<i>0.9</i>	<i>1.1</i>	<i>1.1</i>	<i>1.7</i>	<i>1.7</i>	<i>1.4</i>	<i>1.6</i>	<i>2.0</i>	<i>2.0</i>	<i>2.0</i>	<i>1.9</i>	<i>1.9</i>		
Age: <5	33.2	32.9	32.0	31.0	30.2	30.2	30.5	30.8	31.1	31.6	32.2	32.9	-1.8	1.5
Age: 5-19	83.1	85.6	88.7	91.0	92.9	95.6	98.0	100.7	103.2	105.7	108.1	110.3	2.8	2.4
Age: 20-24	22.2	21.7	21.2	21.7	22.6	23.3	24.2	25.5	26.8	28.3	29.4	30.5	0.9	4.7
Age: 25-44	140.2	140.4	140.4	141.7	142.9	142.2	141.7	141.7	141.7	141.8	142.1	142.5	0.3	0.1
Age: 45-64	76.3	78.3	80.5	84.1	88.0	91.3	94.7	98.6	102.7	106.8	110.7	114.6	3.7	3.9
Age: >65	55.1	55.8	56.6	56.9	57.2	57.5	58.0	58.7	59.4	60.3	61.1	62.0	0.8	1.3
Households (Ths)	155.8	158.2	160.6	164.0	167.3	169.9	173.0	176.7	180.5	184.4	188.2	192.1	1.7	2.1
<i>% Change</i>	<i>0.4</i>	<i>1.5</i>	<i>1.5</i>	<i>2.1</i>	<i>2.0</i>	<i>1.6</i>	<i>1.8</i>	<i>2.1</i>	<i>2.1</i>	<i>2.2</i>	<i>2.1</i>	<i>2.0</i>		
													Average	
Net Migration (Ths)	1.9	2.9	4.0	5.9	5.4	4.7	6.8	7.3	7.8	7.6	7.3	7.1	4.1	7.3
Retail Sales (\$ bil)	3.7	3.8	4.1	4.3	4.5	5.1	5.6	5.9	6.2	6.6	6.9	7.3	6.7	5.6
<i>% Change</i>	<i>3.7</i>	<i>4.0</i>	<i>6.3</i>	<i>5.3</i>	<i>5.7</i>	<i>12.3</i>	<i>9.7</i>	<i>5.2</i>	<i>6.5</i>	<i>5.5</i>	<i>5.4</i>	<i>5.5</i>		
													Average	
Total Housing Permits (Ths)	2.5	1.9	1.5	2.0	3.1	3.0	3.0	4.0	4.1	4.0	3.9	3.8	2.3	3.8
<i>% Change</i>	<i>29.6</i>	<i>-23.1</i>	<i>-23.0</i>	<i>31.9</i>	<i>56.1</i>	<i>-0.8</i>	<i>-0.3</i>	<i>31.3</i>	<i>2.0</i>	<i>-0.7</i>	<i>-2.9</i>	<i>-2.6</i>		
Single-family Permits	2.2	1.6	1.4	1.8	2.1	2.3	2.6	3.3	3.4	3.4	3.3	3.2	1.9	3.2
Multifamily Permits	0.3	0.3	0.1	0.2	1.0	0.7	0.5	0.7	0.7	0.7	0.6	0.6	0.4	0.6
Existing Home Price (\$ ths)	218.6	219.2	216.6	226.8	247.7	278.0	324.9	350.8	371.9	391.1	409.2	427.0	4.9	5.6
<i>% Change</i>	<i>-0.9</i>	<i>0.3</i>	<i>-1.2</i>	<i>4.7</i>	<i>9.2</i>	<i>12.2</i>	<i>16.9</i>	<i>8.0</i>	<i>6.0</i>	<i>5.2</i>	<i>4.6</i>	<i>4.3</i>		
Single-Family Home Sales (Ths)	10.2	8.9	10.4	11.6	13.3	14.2	12.5	12.1	12.9	12.2	11.6	11.8	6.8	-1.3
Mortgage Originations (\$ bil)	2.4	1.7	2.3	2.8	6.1	4.9	3.9	4.2	4.5	4.5	4.5	4.8	15.4	4.0
													Average	
Affordability Index	74.3	71.4	74.9	75.0	74.5	71.4	61.6	59.0	56.4	59.1	60.0	61.6	73.6	59.6

California Economic Indicators

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Average Annual Growth	
													94-99	00-05
Gross Metro Product (\$ bil)	878.1	924.6	971.8	1,043.7	1,118.9	1,219.5	1,349.1	1,443.1	1,539.9	1,637.9	1,737.1	1,832.2	6.8	6.3
<i>% Change</i>	3.7	5.3	5.1	7.4	7.2	9.0	10.6	7.0	6.7	6.4	6.1	5.5		
Gross Metro Product (Bil Constant\$)	909.9	940.1	971.8	1,028.9	1,093.9	1,176.6	1,276.6	1,334.6	1,394.1	1,448.4	1,501.2	1,550.0	5.3	4.0
<i>% Change</i>	1.4	3.3	3.4	5.9	6.3	7.6	8.5	4.5	4.5	3.9	3.6	3.2		
Total Employment (Ths)	12,158.9	12,420.0	12,744.7	13,132.8	13,596.0	13,976.4	14,394.3	14,636.5	14,895.7	15,114.9	15,320.5	15,511.8	2.8	1.5
<i>% Change</i>	0.9	2.1	2.6	3.0	3.5	2.8	3.0	1.7	1.8	1.5	1.4	1.2		
Manufacturing	1,777.3	1,794.0	1,852.1	1,914.5	1,951.2	1,923.8	1,923.5	1,929.2	1,930.5	1,925.6	1,922.0	1,919.2	1.6	0.0
Construction	464.0	484.8	505.8	550.5	611.0	679.8	733.2	757.4	811.0	825.7	826.8	814.6	7.9	2.1
Services	3,558.1	3,726.9	3,891.6	4,026.7	4,224.5	4,379.4	4,551.6	4,674.3	4,804.0	4,933.4	5,061.9	5,192.8	4.2	2.7
Business Services	804.8	885.4	974.6	1,043.1	1,145.5	1,217.1	1,298.5	1,351.7	1,402.8	1,449.4	1,492.0	1,533.7	8.6	3.4
Legal Services	120.5	118.5	117.2	117.1	119.1	120.8	124.4	126.3	128.0	129.3	130.3	131.2	0.1	1.1
Engineering & Mgmt. Services	389.0	398.0	407.2	416.8	433.7	439.2	457.4	474.5	493.7	510.8	526.8	542.1	2.5	3.5
Trade	2,844.9	2,915.3	2,974.1	3,048.9	3,123.3	3,193.2	3,272.8	3,317.8	3,360.9	3,412.9	3,468.0	3,519.3	2.3	1.5
Wholesale	701.7	724.4	744.0	774.2	799.1	813.9	831.3	844.6	857.5	869.7	880.5	891.4	3.0	1.4
Retail	2,143.2	2,190.9	2,230.2	2,274.7	2,324.2	2,379.3	2,441.5	2,473.2	2,503.4	2,543.1	2,587.5	2,627.9	2.1	1.5
Trans, Comm, and Utilities	618.6	630.1	641.6	663.6	695.8	719.3	747.0	762.7	774.9	785.0	793.8	802.7	3.1	1.4
Transportation	385.6	400.0	413.6	426.5	444.6	459.1	477.7	488.5	497.8	505.6	512.4	519.3	3.6	1.7
Finance	770.5	731.7	736.7	758.5	799.7	821.6	832.7	839.4	847.4	857.4	867.1	876.8	1.3	1.0
Government	2,093.8	2,107.2	2,113.6	2,141.1	2,165.2	2,235.7	2,310.2	2,332.6	2,343.7	2,351.8	2,357.9	2,363.3	1.3	0.5
Mining	31.8	30.0	29.2	29.1	25.2	23.6	23.3	23.1	23.2	23.2	23.1	23.1	-5.8	-0.2
Labor Force (Mil)	15.4	15.3	15.5	15.9	16.3	16.6	17.0	17.3	17.7	18.0	18.2	18.4	1.5	1.6
<i>% Change</i>	0.4	-0.3	1.0	2.9	2.4	1.6	2.5	2.0	2.0	1.5	1.4	1.2		
Number of Employed (Mil)	14.1	14.1	14.4	14.9	15.4	15.7	16.2	16.4	16.6	16.9	17.1	17.3	2.3	1.4
Number of Unemployed (Mil)	1.3	1.2	1.1	1.0	1.0	0.9	0.9	1.0	1.1	1.1	1.1	1.2	-8.2	6.3
													Average	
Unemployment Rate (%)	8.6	7.9	7.2	6.3	5.9	5.2	5.0	5.6	6.1	6.2	6.2	6.3	6.8	5.9
Personal Income (\$ bil)	735.1	771.5	812.4	862.8	920.5	990.6	1,065.2	1,137.0	1,212.4	1,285.5	1,356.9	1,428.6	6.1	6.0
<i>% Change</i>	2.9	4.9	5.3	6.2	6.7	7.6	7.5	6.7	6.6	6.0	5.6	5.3		
Personal Income (Bil Constant\$)	768.1	788.0	812.4	846.3	893.4	944.8	990.2	1,028.8	1,070.9	1,105.6	1,138.5	1,170.7	4.2	3.4
Per Capita Income (\$ ths)	23.5	24.5	25.5	26.7	28.1	29.8	31.6	33.3	35.0	36.5	38.0	39.5	4.9	4.6
Median Household Income (\$ ths)	35.3	37.0	38.8	39.7	40.9	43.4	45.9	48.1	50.3	52.4	54.4	56.3	4.2	4.2
Personal Bankruptcy Filings (Ths)	131.0	134.9	171.9	198.0	204.5	173.9	144.0	151.3	160.5	164.8	167.6	170.0	5.8	3.4
Wages & Salaries (\$ bil)	394.4	414.7	440.5	475.8	517.9	568.5	617.7	660.2	701.3	742.9	784.8	827.7	7.6	6.0
<i>% Change</i>	2.7	5.2	6.2	8.0	8.9	9.8	8.7	6.9	6.2	5.9	5.6	5.5		
Consumer Price Index, U.S.	148.3	152.5	157.0	160.6	163.1	166.7	172.3	176.7	181.2	185.5	189.7	194.1	2.4	2.4

California Economic Indicators

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Average Annual Growth	
													94-99	00-05
Population (Mil)	31.3	31.5	31.8	32.2	32.7	33.1	33.6	34.1	34.6	35.1	35.6	36.1	1.1	1.4
<i>% Change</i>	<i>0.5</i>	<i>0.6</i>	<i>0.9</i>	<i>1.4</i>	<i>1.4</i>	<i>1.4</i>	<i>1.4</i>	<i>1.5</i>	<i>1.5</i>	<i>1.5</i>	<i>1.4</i>	<i>1.4</i>		
Age: <5	2.8	2.8	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.7	2.7	2.7	-1.9	1.0
Age: 5-19	6.7	6.8	7.0	7.2	7.3	7.5	7.7	7.8	8.0	8.1	8.3	8.4	2.4	1.8
Age: 20-24	2.3	2.2	2.1	2.2	2.2	2.3	2.4	2.5	2.6	2.7	2.7	2.8	0.2	3.6
Age: 25-44	10.6	10.6	10.6	10.6	10.7	10.6	10.6	10.5	10.5	10.4	10.4	10.4	0.0	-0.4
Age: 45-64	5.6	5.7	5.8	6.0	6.3	6.5	6.8	7.0	7.3	7.5	7.8	8.0	3.3	3.4
Age: >65	3.4	3.5	3.5	3.6	3.6	3.6	3.6	3.7	3.7	3.7	3.7	3.8	1.3	0.7
Households (Mil)	10.8	10.9	11.0	11.2	11.4	11.6	11.8	12.0	12.2	12.4	12.6	12.8	1.5	1.6
<i>% Change</i>	<i>0.1</i>	<i>1.0</i>	<i>1.3</i>	<i>1.9</i>	<i>1.8</i>	<i>1.6</i>	<i>1.6</i>	<i>1.6</i>	<i>1.6</i>	<i>1.6</i>	<i>1.5</i>	<i>1.5</i>		
													Average	
Net Migration (Ths)	-192.4	-107.2	56.5	156.2	168.5	175.2	190.2	210.5	215.1	197.3	172.6	160.7	42.8	191.1
Retail Sales (\$ bil)	245.4	254.0	267.1	278.0	292.3	318.5	345.5	357.9	377.1	395.3	414.5	434.2	5.4	4.7
<i>% Change</i>	<i>6.4</i>	<i>3.5</i>	<i>5.2</i>	<i>4.1</i>	<i>5.2</i>	<i>8.9</i>	<i>8.5</i>	<i>3.6</i>	<i>5.4</i>	<i>4.8</i>	<i>4.8</i>	<i>4.7</i>		
													Average	
Total Housing Permits (Ths)	97.0	83.9	92.1	109.6	124.0	138.0	160.5	187.9	190.5	188.7	182.5	177.9	107.4	181.3
<i>% Change</i>	<i>15.0</i>	<i>-13.5</i>	<i>9.8</i>	<i>19.0</i>	<i>13.2</i>	<i>11.3</i>	<i>16.3</i>	<i>17.0</i>	<i>1.4</i>	<i>-0.9</i>	<i>-3.3</i>	<i>-2.5</i>		
Single-family Permits (Ths)	77.8	68.1	73.5	84.1	93.4	102.7	110.7	130.4	132.0	130.7	127.9	124.6	83.3	126.0
Multifamily Permits (Ths)	19.2	15.7	18.5	25.4	30.6	35.3	49.8	57.5	58.5	58.0	54.7	53.3	24.1	55.3
Existing Home Price (\$ ths)	168.0	165.5	167.1	175.6	189.4	205.7	238.6	255.1	267.7	279.2	289.9	300.3	4.1	4.7
<i>% Change</i>	<i>-0.3</i>	<i>-1.5</i>	<i>1.0</i>	<i>5.0</i>	<i>7.9</i>	<i>8.6</i>	<i>16.0</i>	<i>6.9</i>	<i>5.0</i>	<i>4.3</i>	<i>3.8</i>	<i>3.6</i>		
Existing Home Sales (Ths)	458.9	428.0	552.9	595.0	663.0	706.3	687.4	637.2	676.1	636.1	605.4	610.4	9.0	-2.4
Mortgage Originations (\$ bil)	135.1	114.4	157.5	189.1	376.8	290.2	243.2	248.8	265.5	263.1	262.5	273.3	16.5	2.4
													Average	
Affordability Index	85.2	84.5	86.0	84.4	84.1	83.2	71.8	69.3	66.5	70.0	71.4	73.7	84.6	70.5

U.S. Economic Indicators

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Average Annual Growth		
													94-99	00-05	
Gross Metro Product (\$ bil)	7,054.3	7,400.5	7,813.2	8,318.4	8,790.2	9,299.2	10,003.7	10,600.3	11,204.2	11,871.3	12,534.6	13,192.1		5.7	5.7
<i>% Change</i>	6.2	4.9	5.6	6.5	5.7	5.8	7.6	6.0	5.7	6.0	5.6	5.2			
Gross Metro Product (Bil Constant\$)	7,347.7	7,543.8	7,813.1	8,159.4	8,515.7	8,875.8	9,343.3	9,670.9	10,028.7	10,375.3	10,713.4	11,039.3		3.9	3.4
<i>% Change</i>	4.0	2.7	3.6	4.4	4.4	4.2	5.3	3.5	3.7	3.5	3.3	3.0			
Total Employment (Mil)	114.1	117.2	119.6	122.7	125.8	128.8	131.5	133.2	134.9	136.7	138.4	140.2		2.4	1.3
<i>% Change</i>	3.1	2.7	2.1	2.6	2.6	2.3	2.1	1.2	1.3	1.3	1.3	1.3			
Manufacturing	18.3	18.5	18.5	18.7	18.8	18.5	18.5	18.5	18.5	18.5	18.4	18.4		0.2	-0.1
Construction	5.0	5.2	5.4	5.7	6.0	6.4	6.7	6.6	6.6	6.7	6.7	6.8		5.1	0.4
Services	31.6	33.1	34.5	36.0	37.5	39.0	40.4	41.3	42.3	43.4	44.4	45.5		4.3	2.4
Business Services	6.3	6.8	7.3	8.0	8.6	9.3	9.8	10.1	10.5	10.8	11.1	11.4		8.1	3.1
Legal Services	0.9	0.9	0.9	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0		1.5	0.5
Engineering & Mgmt. Services	2.6	2.7	2.8	3.0	3.1	3.3	3.4	3.5	3.6	3.8	3.9	4.0		4.8	3.3
Trade	26.7	27.6	28.1	28.6	29.1	29.7	30.2	30.6	31.1	31.5	32.0	32.4		2.2	1.4
Wholesale	6.2	6.4	6.5	6.6	6.8	6.9	7.1	7.2	7.3	7.3	7.4	7.5		2.4	1.3
Retail	20.5	21.2	21.6	22.0	22.3	22.8	23.2	23.5	23.8	24.2	24.5	24.9		2.1	1.4
Trans, Comm, and Utilities	6.0	6.1	6.3	6.4	6.6	6.8	7.0	7.1	7.2	7.2	7.3	7.3		2.7	1.0
Transportation	3.8	3.9	4.0	4.1	4.3	4.4	4.5	4.6	4.7	4.7	4.7	4.8		3.2	1.1
Finance	6.9	6.8	6.9	7.1	7.4	7.6	7.6	7.6	7.7	7.7	7.8	7.8		1.9	0.6
Government	19.1	19.3	19.4	19.5	19.8	20.2	20.6	20.8	21.0	21.1	21.3	21.4		1.1	0.8
Mining	0.6	0.6	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5		-2.3	0.2
Labor Force	131.0	132.3	133.9	136.3	137.7	139.4	141.1	142.6	144.4	146.1	147.7	149.2		1.2	1.1
<i>% Change</i>	1.4	1.0	1.2	1.8	1.0	1.2	1.3	1.1	1.2	1.2	1.1	1.1			
Number of Employed (Ths)	123.1	124.9	126.7	129.6	131.5	133.5	135.5	136.4	137.4	138.9	140.3	141.8		1.6	0.9
Number of Unemployed (Ths)	8.0	7.4	7.2	6.7	6.2	5.9	5.7	6.3	6.9	7.2	7.3	7.5		-5.9	5.6
														Average	
Unemployment Rate (%)	6.1	5.6	5.4	4.9	4.5	4.2	4.0	4.4	4.8	4.9	5.0	5.0		5.1	4.7
Personal Income (\$ bil)	5,888.0	6,200.9	6,547.4	6,937.0	7,391.0	7,789.7	8,300.5	8,823.4	9,372.3	9,895.6	10,404.9	10,914.9		5.8	5.6
<i>% Change</i>	5.0	5.3	5.6	6.0	6.5	5.4	6.6	6.3	6.2	5.6	5.1	4.9			
Personal Income (Bil Constant\$)	6,152.3	6,334.1	6,547.3	6,804.7	7,173.6	7,429.7	7,718.6	7,988.0	8,282.5	8,515.4	8,734.5	8,948.9		3.8	3.0
Per Capita Income (\$ ths)	22.6	23.6	24.7	25.9	27.3	28.5	30.1	31.7	33.4	35.0	36.5	37.9		4.8	4.7
Median Household Income (\$ ths)	32.3	34.1	35.5	37.0	38.9	40.5	42.7	44.8	47.0	49.0	50.9	52.7		4.7	4.3
Personal Bankruptcy Filings (Ths)	780.2	874.7	1,124.9	1,349.1	1,397.4	1,281.1	1,211.7	1,250.3	1,333.8	1,375.5	1,403.2	1,425.9		10.4	3.3
Wages & Salaries (\$ bil)	3,236.7	3,424.7	3,626.5	3,888.9	4,190.7	4,470.0	4,776.2	5,085.6	5,384.8	5,686.0	5,989.7	6,299.7		6.7	5.7
<i>% Change</i>	4.9	5.8	5.9	7.2	7.8	6.7	6.8	6.5	5.9	5.6	5.3	5.2			
Consumer Price Index, U.S.	148.3	152.5	157.0	160.6	163.1	166.7	172.3	176.7	181.2	185.5	189.7	194.1		2.4	2.4

U.S. Economic Indicators

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Average Annual Growth	
													94-99	00-05
Population (Mil)	260.3	262.8	265.2	267.8	270.2	272.7	275.2	277.7	280.2	282.7	285.1	287.6	0.9	0.9
<i>% Change</i>	<i>1.0</i>	<i>1.0</i>	<i>0.9</i>	<i>1.0</i>	<i>0.9</i>	<i>0.9</i>	<i>0.9</i>	<i>0.9</i>	<i>0.9</i>	<i>0.9</i>	<i>0.9</i>	<i>0.9</i>		
Age: <5	19.7	19.5	19.3	19.1	19.0	18.7	18.7	18.7	18.8	18.8	18.9	19.0	-1.0	0.4
Age: 5-19	55.2	56.2	57.1	58.0	58.7	59.0	59.4	59.7	59.9	60.1	60.4	60.5	1.4	0.4
Age: 20-24	18.4	18.0	17.5	17.5	17.7	18.2	18.7	19.2	19.6	20.0	20.2	20.4	-0.2	1.7
Age: 25-44	82.9	83.3	83.6	83.6	83.3	82.9	82.4	81.8	81.2	80.6	80.1	79.7	0.0	-0.7
Age: 45-64	50.9	52.2	53.7	55.4	57.3	59.2	61.2	63.2	65.4	67.5	69.5	71.6	3.1	3.2
Age: >65	33.2	33.6	34.0	34.2	34.4	34.6	34.9	35.1	35.4	35.7	36.1	36.4	0.8	0.9
Households (Mil)	96.1	97.5	98.9	100.0	101.2	102.3	103.4	104.5	105.6	106.7	107.7	108.9	1.2	1.0
<i>% Change</i>	<i>0.8</i>	<i>1.4</i>	<i>1.4</i>	<i>1.2</i>	<i>1.1</i>	<i>1.1</i>	<i>1.1</i>	<i>1.0</i>	<i>1.0</i>	<i>1.0</i>	<i>1.0</i>	<i>1.0</i>		
													Average	
International Migration (Ths)	804.7	720.4	915.6	804.0	804.0	804.0	804.0	804.0	804.0	804.0	804.0	804.0	808.8	804.0
Retail Sales (\$ bil)	2,246.1	2,361.3	2,496.5	2,612.9	2,745.7	2,994.2	3,236.5	3,358.9	3,527.4	3,672.7	3,825.7	3,988.0	5.9	4.3
<i>% Change</i>	<i>8.0</i>	<i>5.1</i>	<i>5.7</i>	<i>4.7</i>	<i>5.1</i>	<i>9.1</i>	<i>8.1</i>	<i>3.8</i>	<i>5.0</i>	<i>4.1</i>	<i>4.2</i>	<i>4.2</i>		
													Average	
Housing Starts (Mil)	1.4	1.4	1.5	1.5	1.6	1.7	1.6	1.4	1.4	1.4	1.4	1.4	1.5	1.4
<i>% Change</i>	<i>11.9</i>	<i>-5.9</i>	<i>7.9</i>	<i>0.4</i>	<i>9.9</i>	<i>3.4</i>	<i>-5.0</i>	<i>-10.9</i>	<i>0.9</i>	<i>-1.6</i>	<i>0.2</i>	<i>0.9</i>		
Single-Family Housing Starts	1.2	1.1	1.2	1.1	1.3	1.3	1.2	1.1	1.1	1.1	1.1	1.1	1.2	1.1
Multi-Family Housing Starts	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Existing Home Price (\$ ths)	106.8	109.8	115.5	121.4	128.0	133.0	137.3	141.7	147.2	153.1	159.5	166.4	4.5	3.9
<i>% Change</i>	<i>4.2</i>	<i>2.7</i>	<i>5.3</i>	<i>5.1</i>	<i>5.4</i>	<i>3.9</i>	<i>3.3</i>	<i>3.2</i>	<i>3.9</i>	<i>4.0</i>	<i>4.2</i>	<i>4.3</i>		
Existing Home Sales (Mil)	3.9	3.9	4.2	4.4	5.0	5.2	4.9	4.4	4.6	4.2	3.9	3.9	5.8	-4.7
Mortgage Originations (\$ bil)	776.2	636.5	786.1	857.0	1,525.7	1,208.3	947.2	909.0	953.5	922.4	902.9	928.5	9.3	-0.4
													Average	
Affordability Index	132.8	130.6	131.2	131.3	139.8	137.8	130.6	129.8	126.2	133.3	135.8	139.3	133.9	132.5
Const. Put-in-Place: Office (Bil 96\$)	23.5	26.2	27.7	33.1	39.3	41.7	45.9	49.3	51.6	53.1	54.1	54.9	12.1	3.7
Const. Put-in-Place: Comm. (Bil 96\$)	39.6	43.7	48.1	50.0	49.9	51.1	53.5	54.5	56.1	57.3	58.4	59.5	5.3	2.2
Const. Put-in-Place: Ind. (Bil 96\$)	30.7	34.8	36.2	35.4	37.7	31.3	33.8	35.4	36.1	36.8	37.6	38.3	0.4	2.5
Const. Put-in-Place: Other (Bil 96\$)	33.6	35.0	41.5	48.3	50.7	51.2	52.9	54.2	58.9	63.7	66.5	68.5	8.8	5.3

Sonoma County Employment by Leading Cluster (Ths)

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	Average Annual Growth		% Share of Emp.
												90-95	95-00	2000
Total	149.0	153.2	152.3	154.6	157.0	160.0	167.1	174.9	182.8	189.3	195.5	1.4	4.1	100.0
<i>% change</i>	5.3	2.8	-0.5	1.5	1.6	1.9	4.4	4.7	4.5	3.6	3.3			
Ag/Food/Wine	9.6	9.9	10.1	10.5	10.4	11.1	11.3	11.8	12.3	13.3	14.0	2.8	4.8	7.2
<i>% change</i>	-3.2	2.9	1.7	4.5	-1.0	6.2	1.7	4.5	4.4	8.0	5.6			
Information Technology	0.5	0.5	0.6	0.5	0.6	0.8	1.0	1.2	1.2	1.4	1.6	11.6	14.5	0.8
<i>% change</i>	15.3	3.3	17.0	-12.9	29.6	26.8	21.7	18.7	6.0	11.3	15.3			
High-Value Manufacturing	9.0	8.8	9.1	8.9	9.2	9.9	10.7	12.0	13.4	13.6	14.5	1.8	8.1	7.4
<i>% change</i>	10.1	-2.6	3.3	-2.1	3.9	6.9	8.0	12.2	12.0	1.7	6.7			
Tourism	15.1	15.9	15.7	16.4	17.2	17.9	18.9	19.4	20.0	20.2	20.6	3.4	2.8	10.5
<i>% change</i>	3.9	4.8	-1.2	4.4	4.9	4.4	5.4	2.6	3.0	1.0	2.2			
Professional Services	7.1	6.7	6.8	6.6	6.9	7.5	8.2	8.8	8.9	9.2	9.5	1.2	4.9	4.9
<i>% change</i>	7.0	-4.7	0.5	-2.7	4.5	8.9	9.5	7.7	0.9	3.6	3.0			
Retail Trade	19.0	18.8	17.9	18.7	18.7	19.0	19.8	20.1	20.8	21.5	21.9	0.0	2.9	11.2
<i>% change</i>	3.7	-1.1	-4.5	4.3	-0.2	1.6	4.3	1.4	3.6	3.4	2.0			
Sum of Clusters	60.3	60.6	60.1	61.6	63.0	66.1	69.8	73.2	76.6	79.2	82.2	1.9	4.4	42.0
<i>% change</i>	3.9	0.4	-0.8	2.5	2.3	5.0	5.5	4.9	4.7	3.4	3.8			
Other	88.7	92.6	92.2	93.0	94.0	93.9	97.3	101.7	106.2	110.1	113.3	1.1	3.8	58.0
<i>% change</i>	6.3	4.4	-0.4	0.8	1.1	-0.1	3.6	4.6	4.4	3.7	2.9			

Sonoma County
Gross Regional Product by Leading Cluster (Mil \$96)

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	Average Annual Growth		% Share of GDP
												90-95	95-00	2000
Total	9,673.1	10,356.3	10,598.7	10,615.0	10,827.3	11,167.7	11,562.2	12,419.3	13,332.7	14,480.4	15,693.6	2.9	7.0	100.0
<i>% change</i>	5.2	7.1	2.3	0.2	2.0	3.1	3.5	7.4	7.4	8.6	8.4			
Ag/Food/Wine	512.1	585.4	636.0	553.6	586.8	632.9	661.9	811.7	790.8	859.6	926.7	4.3	7.9	5.9
<i>% change</i>	1.7	14.3	8.7	-13.0	6.0	7.9	4.6	22.6	-2.6	8.7	7.8			
Information Technology	47.6	49.9	62.0	61.2	81.7	91.8	107.6	130.5	137.2	155.8	187.0	14.0	15.3	1.2
<i>% change</i>	33.9	4.7	24.3	-1.2	33.4	12.4	17.2	21.2	5.1	13.6	20.1			
High-Value Manufacturing	464.5	472.1	488.0	451.1	498.5	631.4	701.9	801.4	987.9	1,140.8	1,272.9	6.3	15.1	8.1
<i>% change</i>	2.0	1.6	3.4	-7.6	10.5	26.7	11.2	14.2	23.3	15.5	11.6			
Tourism	440.2	462.3	466.8	455.6	473.3	502.3	530.5	561.8	612.3	646.7	670.8	2.7	6.0	4.3
<i>% change</i>	2.3	5.0	1.0	-2.4	3.9	6.1	5.6	5.9	9.0	5.6	3.7			
Professional Services	412.1	393.5	412.8	431.3	443.2	461.8	505.3	529.7	540.2	576.7	605.4	2.3	5.6	3.9
<i>% change</i>	16.2	-4.5	4.9	4.5	2.8	4.2	9.4	4.8	2.0	6.8	5.0			
Retail Trade	733.0	737.4	761.6	801.0	819.0	840.1	890.4	953.9	1,068.4	1,181.6	1,248.8	2.8	8.3	8.0
<i>% change</i>	4.0	0.6	3.3	5.2	2.2	2.6	6.0	7.1	12.0	10.6	5.7			
Sum of Clusters	2,609.4	2,700.5	2,827.3	2,753.8	2,902.6	3,160.3	3,397.6	3,789.0	4,136.7	4,561.1	4,911.7	3.9	9.2	31.3
<i>% change</i>	5.1	3.5	4.7	-2.6	5.4	8.9	7.5	11.5	9.2	10.3	7.7			
Other	7,063.6	7,655.8	7,771.4	7,861.2	7,924.7	8,007.4	8,164.6	8,630.4	9,196.1	9,919.3	10,782.0	2.5	6.1	68.7
<i>% change</i>	5.3	8.4	1.5	1.2	0.8	1.0	2.0	5.7	6.6	7.9	8.7			

Sonoma County Productivity by Leading Cluster (Output per Worker)

												Average Annual Growth	
	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	90-95	95-00
Total	64.9	67.6	69.6	68.7	69.0	69.8	69.2	71.0	72.9	76.5	80.3	1.5	2.8
<i>% change</i>	-0.1	4.2	2.9	-1.3	0.4	1.2	-0.8	2.6	2.7	4.9	4.9		
Ag/Food/Wine	53.1	59.0	63.1	52.5	56.3	57.1	58.8	68.9	64.3	64.7	66.1	1.5	2.9
<i>% change</i>	5.1	11.1	6.8	-16.7	7.1	1.6	2.8	17.3	-6.7	0.6	2.1		
Information Technology	103.4	104.8	111.4	126.3	130.0	115.2	111.0	113.3	112.4	114.7	119.4	2.2	0.7
<i>% change</i>	16.1	1.4	6.2	13.4	2.9	-11.4	-3.7	2.1	-0.8	2.0	4.1		
High-Value Manufacturing	51.5	53.7	53.7	50.7	54.0	63.9	65.8	67.0	73.7	83.7	87.5	4.4	6.5
<i>% change</i>	-7.4	4.4	0.0	-5.6	6.4	18.5	3.0	1.7	10.1	13.5	4.6		
Tourism	29.1	29.2	29.8	27.9	27.6	28.0	28.1	29.0	30.7	32.1	32.6	-0.7	3.0
<i>% change</i>	-1.5	0.2	2.2	-6.5	-0.9	1.6	0.2	3.2	5.8	4.6	1.5		
Professional Services	58.3	58.4	60.9	65.4	64.3	61.6	61.5	59.9	60.5	62.4	63.6	1.1	0.7
<i>% change</i>	8.5	0.2	4.4	7.4	-1.7	-4.3	-0.1	-2.6	1.1	3.1	1.9		
Retail Trade	38.6	39.3	42.5	42.8	43.9	44.3	45.0	47.5	51.4	54.9	56.9	2.8	5.2
<i>% change</i>	0.3	1.7	8.1	0.8	2.5	0.9	1.6	5.7	8.1	6.9	3.6		
Other	7,063.6	7,655.8	7,771.4	7,861.2	7,924.7	8,007.4	8,164.6	8,630.4	9,196.1	9,919.3	10,782.0	2.5	6.1
<i>% change</i>	5.3	8.4	1.5	1.2	0.8	1.0	2.0	5.7	6.6	7.9	8.7		