



# HEALDSBURG

CITY PROFILE AND  
PROJECTIONS REPORT

2018



*Report developed by the Sonoma County Economic  
Development Board in partnership with the City  
of Healdsburg and the Healdsburg Chamber of  
Commerce*

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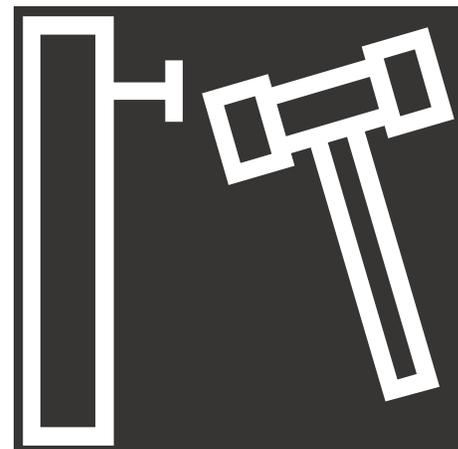


# EXECUTIVE SUMMARY

March 2018

## Highlights from this year's report include:

- Healdsburg's population grew to 11,992 in 2017, and is projected to reach 12,511 in 2022. This five-year growth projection is the second-fastest of Sonoma County's nine incorporated cities, at 4.3%. The city's median age in 2017 was 42.3, about a year higher than the countywide average.
- Healdsburg experienced the fifth-lowest unemployment rate among Sonoma County's cities at 3% in 2017, below the rates of the county (3.4%), the state (4.8%), and the country (4.4%).
- In 2017, Healdsburg had the fifth-highest median household income at \$63,224. The city's median household income was \$3,559 less than the countywide average. Five-year projections predict that Healdsburg's median household income will grow by 13.7% to \$71,900 in 2022.
- Total taxable sales grew by 2.3% to \$389.9 million, the seventh-highest single-year growth in the county. This translates as \$32,515 in taxable sales per resident, nearly double the county average.
- Healdsburg's 2017 median home sales price fell by \$23,000 to \$804,000, but is still the highest median price among Sonoma County's cities and is above the 2017 county median of \$535,000.
- Healdsburg's three-year average SAT composite scores is ranked seventh among the county's cities, at 1526; this is lower than the county composite scores (1571), but higher than the state scores (1472).



### A Note from Our Executive Director

The Sonoma County Economic Development Board (EDB)—in partnership with the Sonoma County Workforce Investment Board (WIB), the City of Healdsburg, and the Healdsburg Chamber of Commerce—is pleased to present the 2018 Healdsburg *City Profile and Projections Report*. The EDB publishes a comprehensive annual report on each of the county's nine incorporated cities—Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor. *These reports provide projections and forecasts for the demographic, economic, income, and housing data for each city*, and showcase some of their unique qualities and local cultures.

This report is meant to reflect conditions in the city with the most recent information available in 2018. While every effort was made to ensure this report contained up-to-date information, certain data was unavailable at the time this report was released; thus, some figures may reflect information from prior years.

Thank you for your interest in the Economic Development Board's research. For access to each of the *City Profile and Projections Reports*, or for general questions, concerns, and comments, please reach out to us at (707) 565-7170 or visit [www.sonomaedb.org](http://www.sonomaedb.org).

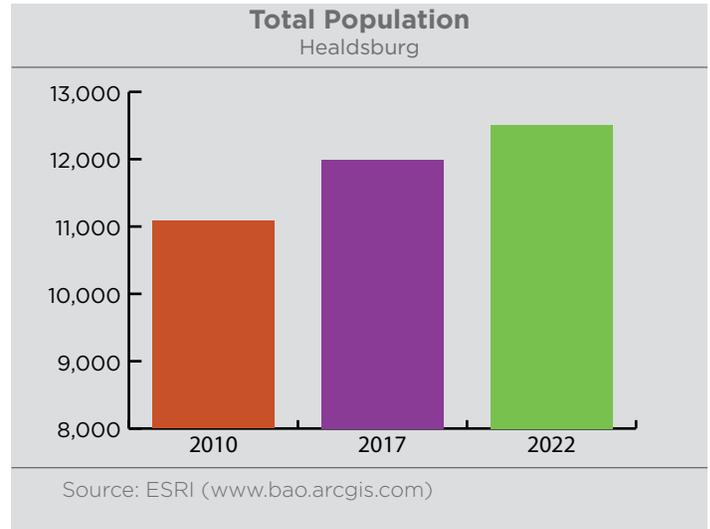
*Ben Stone*  
Executive Director



# DEMOGRAPHICS

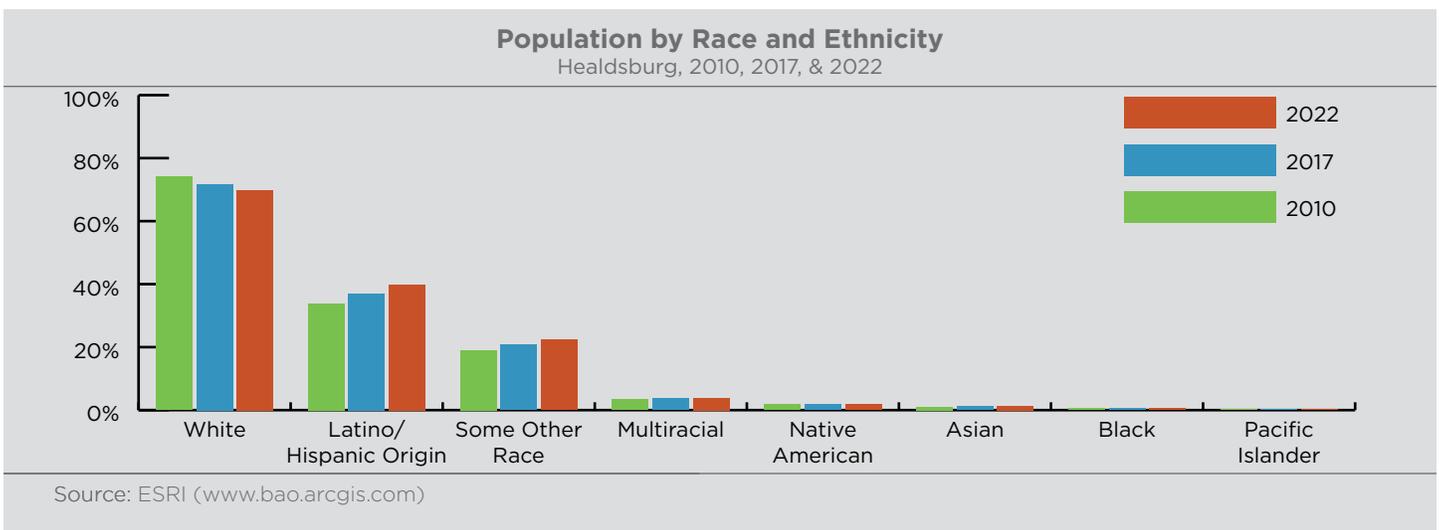
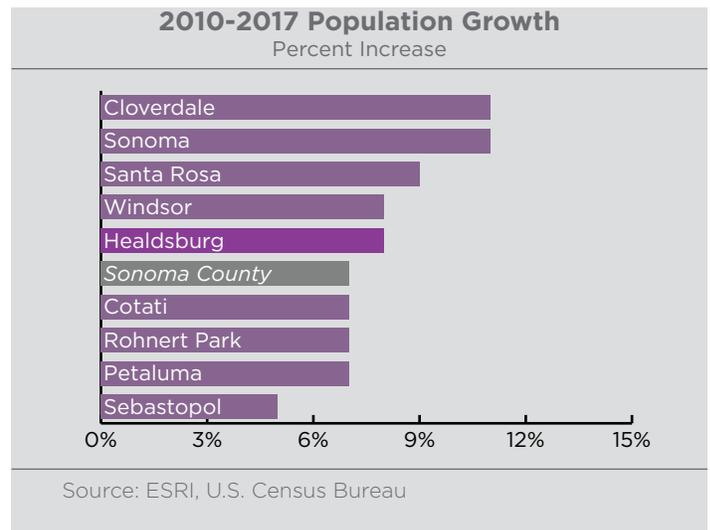
## POPULATION

Healdsburg’s population increased to 11,992 residents in 2017, ranking fifth among Sonoma County’s nine incorporated cities. Between 2010 and 2017, the city grew by 8.2%. This amount of growth is fifth-highest among comparable cities and is higher than the growth of Sonoma County (7.4%), California (8%), and the United States (7.1%) during this period of time. Looking into the future, Healdsburg is projected to grow 4.3% by 2022 and will be home to 12,511 residents. The city’s five-year growth is projected to outpace the county, state, and nation.



## RACE AND ETHNICITY

In 2017, the five largest ethnicities which residents identified with were White (74.1%), Some Other Race (19%), Multiracial (3.4%), Native American (1.8%), and Asian (1.1%). 33.9% of residents identify as Hispanic across all races.



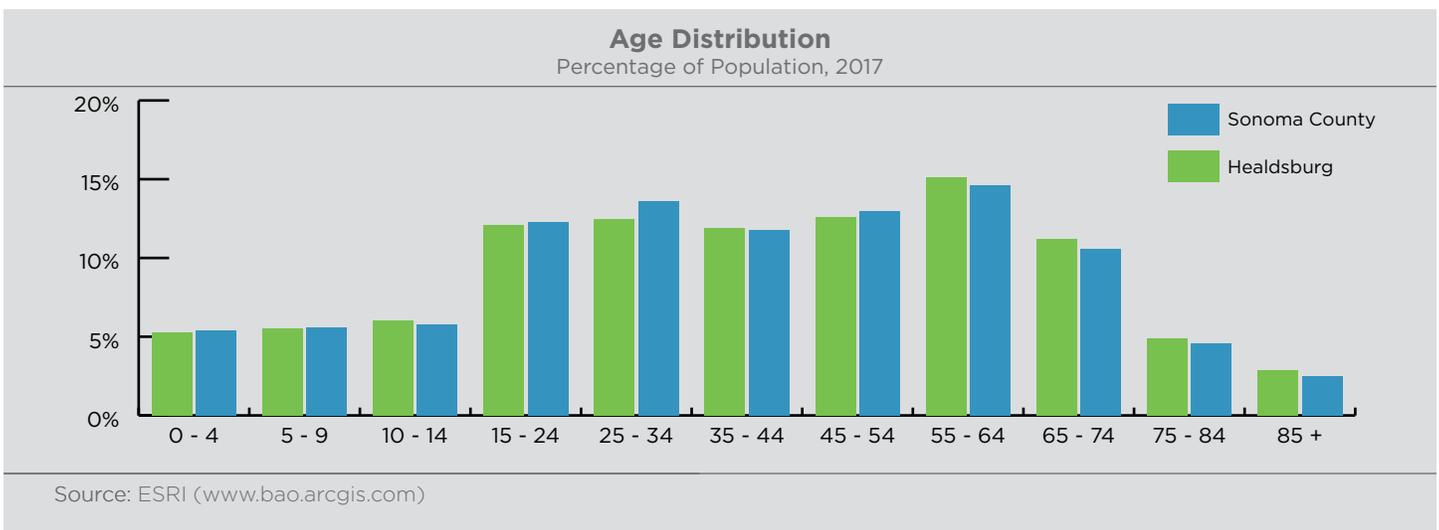
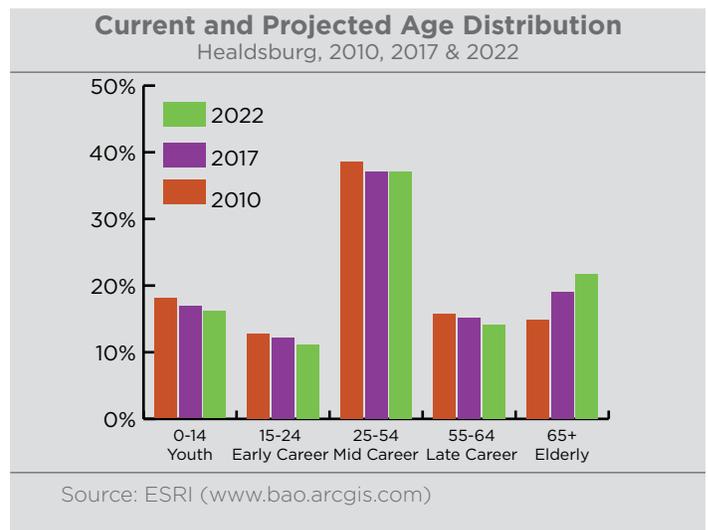
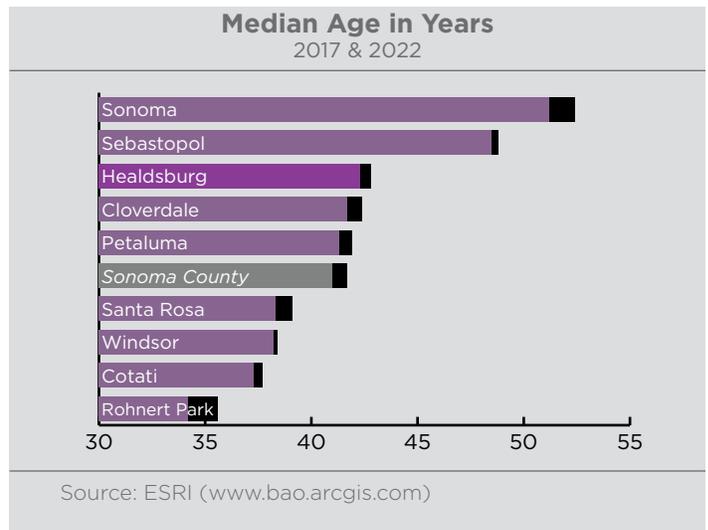
# DEMOGRAPHICS

## MEDIAN AGE

The median age of Healdsburg residents was 42.3 years old in 2017. It is ranked third-oldest among Sonoma County’s comparable cities, with Sonoma ranking as the oldest at 51.2 and Rohnert Park as the youngest at 34.2. Healdsburg is older than the median ages of the state (36.0) and the country (37.7). Looking into the future, Healdsburg’s median age is projected to increase 0.5 years to 42.8 by 2022.

## AGE STRUCTURE

Healdsburg’s age structure largely mirrors Sonoma County. It has 0.5% more *Late Career* aged residents and 1.3% more *Elderly* aged residents than the county average. However, it has 0.2% fewer *Early Career* residents and 1.4% fewer *Mid Career* residents. Overall, Healdsburg’s labor force is aging at the same rate as the county. In 2022, the city is projected to still have a sizable proportion of *Youth* at 16.8% of total population; this is an indicator of future workforce sustainability.



# EMPLOYMENT

## UNEMPLOYMENT

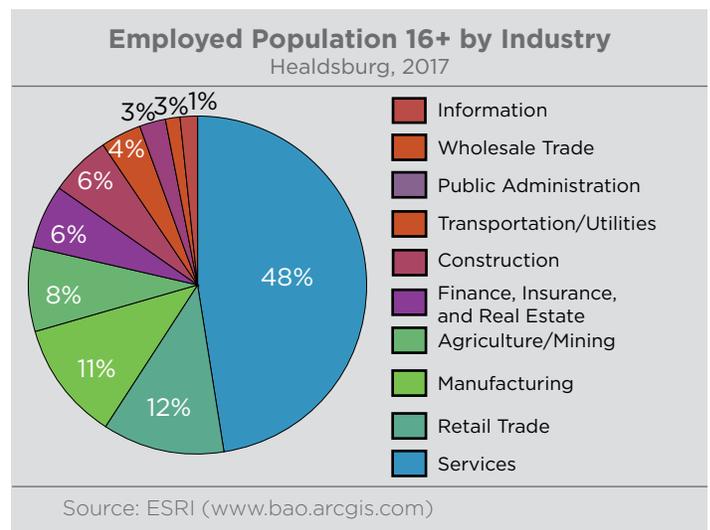
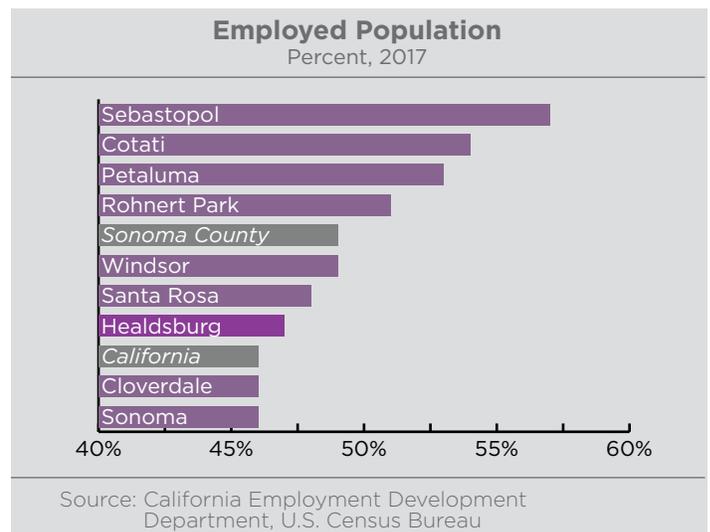
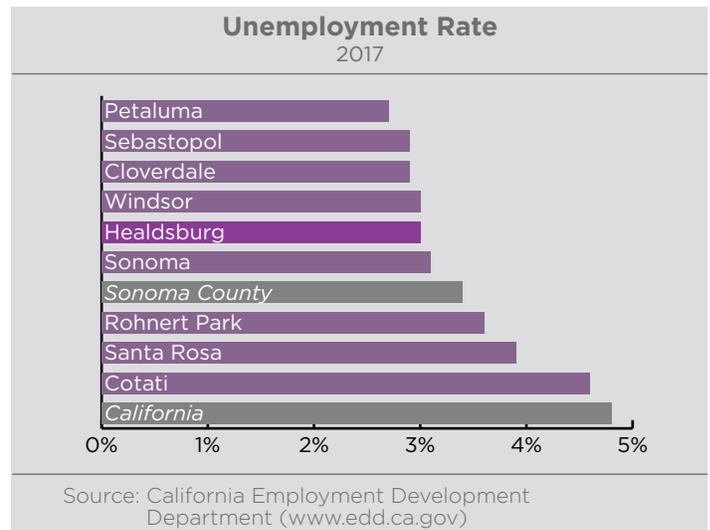
In 2017, Healdsburg’s annual unemployment rate was 3%—the fifth-lowest rate of Sonoma County’s cities. Healdsburg’s unemployment rate is lower than the rates of the county (3.4%), California (4.8%), and the United States (4.4%). Healdsburg saw a 0.4 percentage point single-year drop in unemployment from 3.4% in 2016 to 3% in 2017. An unemployment rate of 3% translates as 200 workers. More broadly, Sonoma County has seen annual unemployment fall from a high of 10.8% in 2010 to its current two-decade low of 3.4% in 2017.

## LABOR FORCE

A low unemployment rate does not necessarily indicate a high level of employment, because residents who are not actively seeking work such as homemakers, retirees, or discouraged workers are not considered unemployed. Looking at the employed population—the number of workers divided by total population—is a good measure of workforce participation. 47% of Healdsburg’s total population is employed, which translates as 5,600 workers. Healdsburg has a higher employed population percentage than the state (46%), is tied with the country (47%), and is lower than the county (49%). Countywide, employment levels did not return to pre-recession levels until 2014.

## INDUSTRY

Breaking down employment by industry, nearly half of workers in Healdsburg are employed in the *Services* industry at 48%, followed by 12% employed in *Retail Trade* and 11% in *Manufacturing*. Healdsburg compares with Sonoma County as having 4.9% more *Agriculture/Mining* and 2.1% more *Manufacturing* workers, but has 2.8% fewer workers in *Services* and 1.7% fewer in *Construction*.



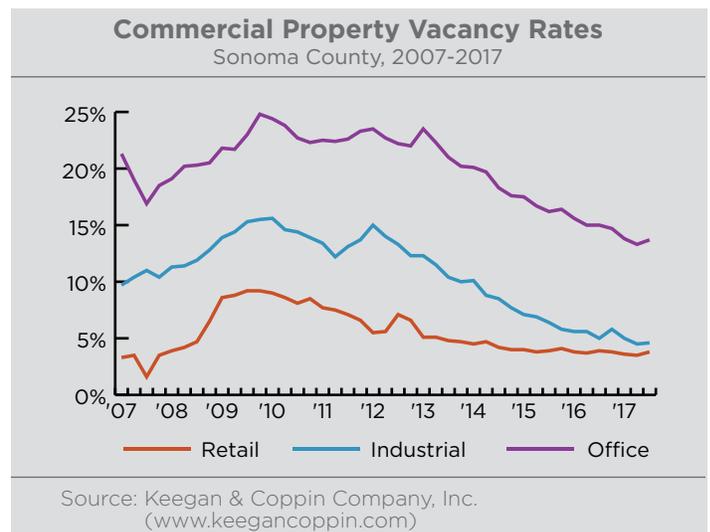
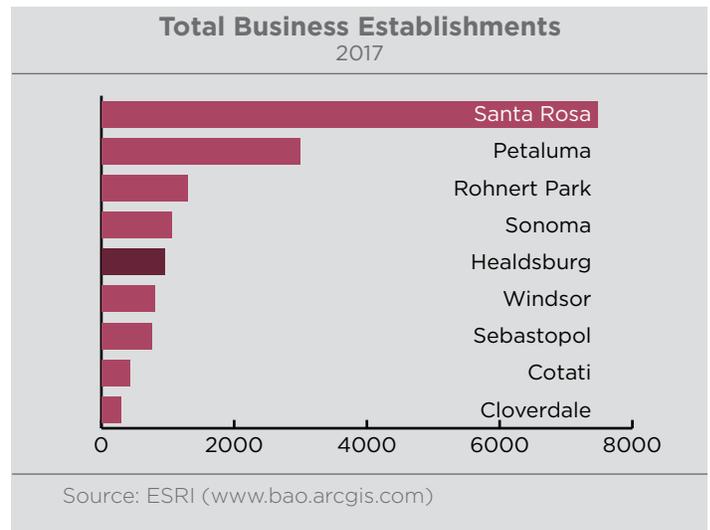
# BUSINESS

## BUSINESSES

Healdsburg has the fifth-most number of businesses in comparable cities at 954. This figure scales as 79.6 businesses per 1,000 residents in the city, a rate which is higher than the county average of 43.3 businesses per 1,000 residents.

## COMMERCIAL VACANCY RATES

The commercial vacancy rates for retail, industrial, and office space measure how many of these properties are actively on the market and are available to lease. While some level of vacancy will naturally develop as a consequence of friction, a lower vacancy rate generally indicates how much demand exists for incorporating in a particular city. While data does not currently exist for Healdsburg alone, there is information for the county. Sonoma County's industrial vacancy rate averaged 5% across 2016 Q4 to 2017 Q3, the most recent available data. The county's office vacancy space averaged 14% and its retail rate averaged 4%. Office vacancy rates tend to be higher because there is more flexibility in where and how employees complete their work (telecommuting, hoteling, coworking spaces, etc.), while industrial and retail spaces remain in demand due in part to their inflexible space requirements. Across the county, industrial vacancy rates saw the greatest decline as demand rose during the economic recovery.



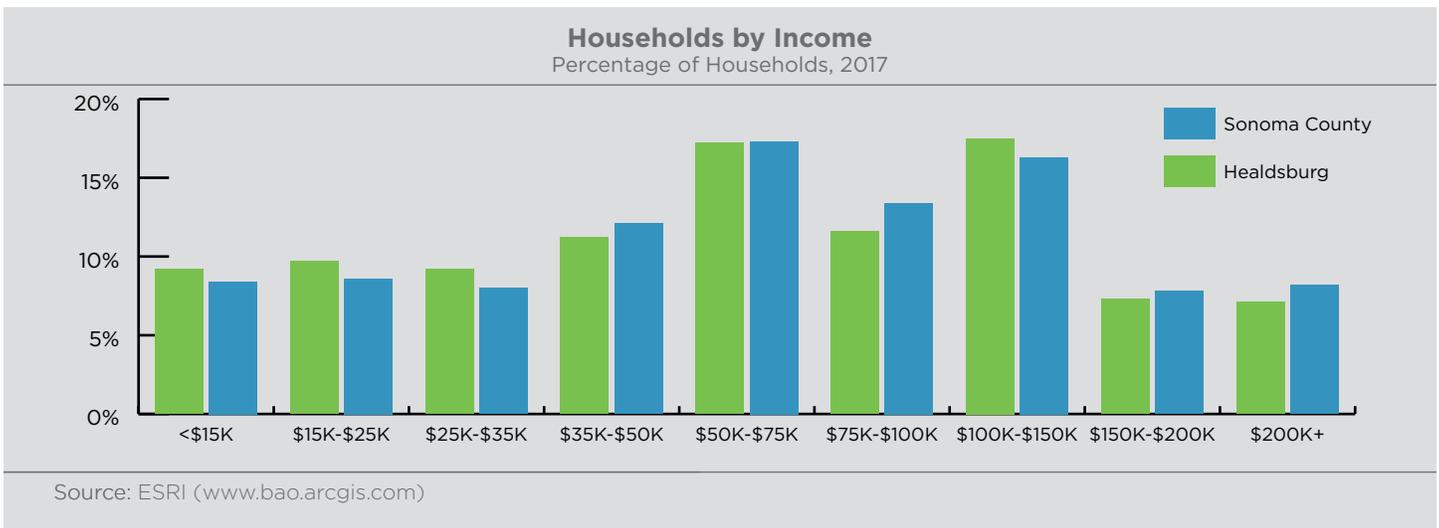
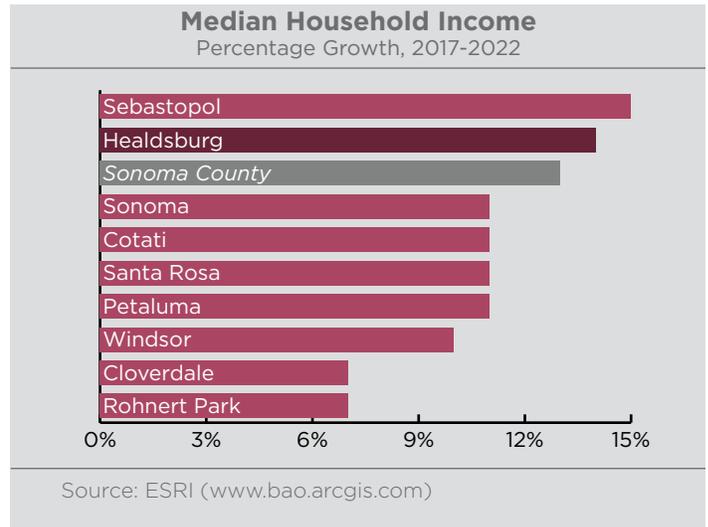
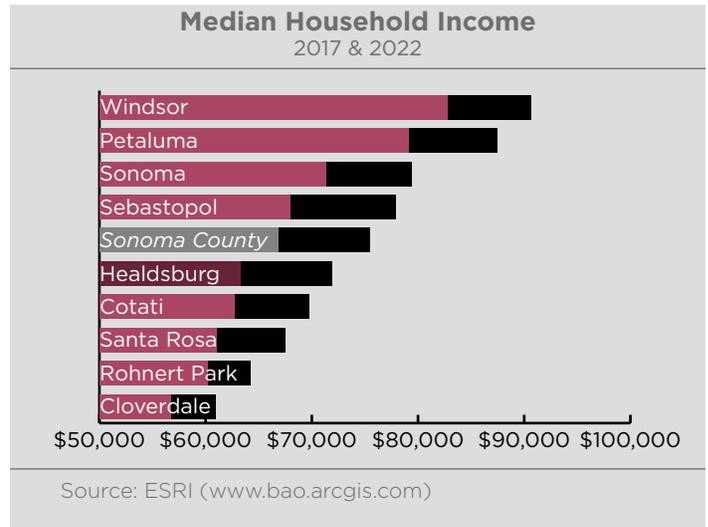
# INCOME & SPENDING

## MEDIAN HOUSEHOLD INCOME

In 2017, Healdsburg had the fifth-highest median household income among Sonoma County cities, at \$63,224. Windsor ranked first at \$82,763 and Cloverdale ranked ninth at \$56,727. Healdsburg's median household income was \$3,559 below the countywide average. The city is projected to see a 13.7% increase in median household income by 2022, placing it second of nine for five-year growth. Sebastopol is projected to experience the highest growth of household income at 14.7%, and the county is projected to average 13% growth.

## HOUSEHOLDS BY INCOME

The largest income bracket in Healdsburg is \$100,000-\$150,000 at 17.5%, followed by \$50,000-\$75,000 at 17.3% and \$75,000-\$100,000 at 11.6%. 68.1% of households earn less than \$100,000. Healdsburg has 0.4% fewer households earning over \$100,000 than the county average. Looking into 2022, the largest income bracket expected to grow is \$100,000-\$150,000 by 1.8% while the income bracket projected to shrink most is \$50,000-\$75,000 by 1.9%.



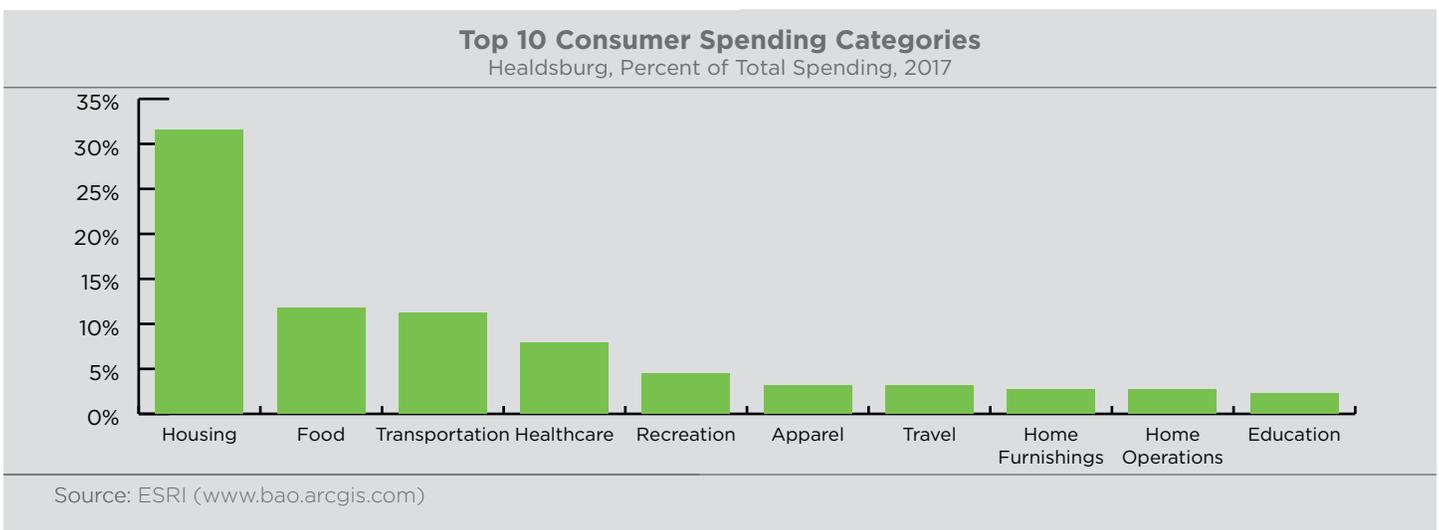
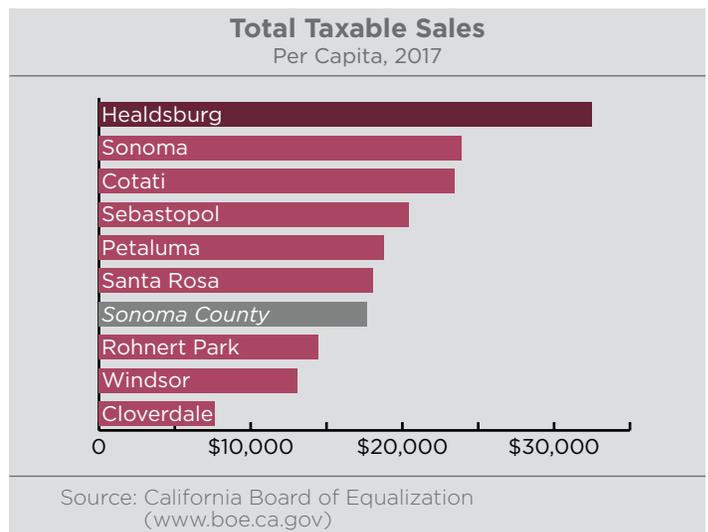
# INCOME & SPENDING

## TOTAL TAXABLE SALES

In 2016, the last year with available data, Healdsburg businesses recorded \$389.9 million in total taxable sales. Taxable sales are a good indicator of aggregate economic health because it directly speaks to the success of local businesses, and indirectly speaks to the purchasing power of residents. Total taxable sales generally correlate with population, with the largest cities taking in the most sales; but examining city sales per capita can give insight into how Healdsburg compares on individual output. Healdsburg ranks first for sales per capita, at \$32,515. This figure is nearly double the county average (\$17,682). Healdsburg saw a 2.3% growth in total taxable sales from 2015 to 2016.

## CONSUMER SPENDING

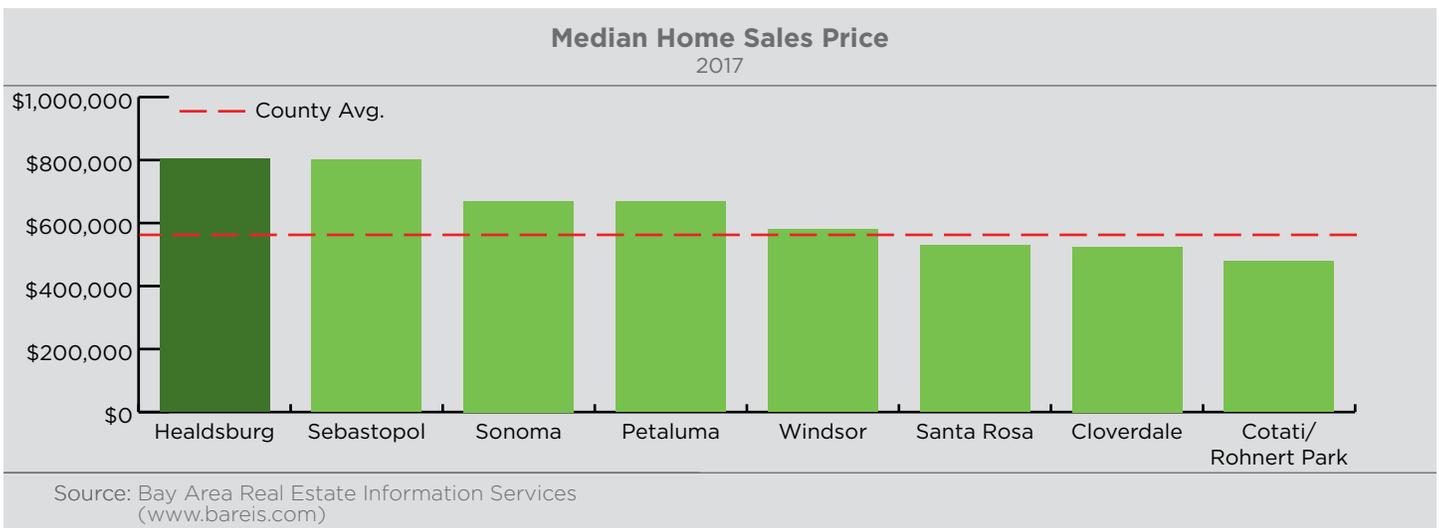
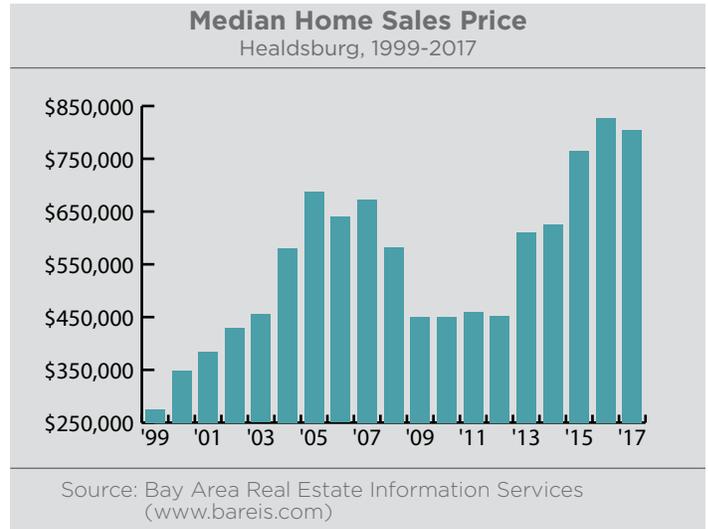
Healdsburg residents spend their income across a variety of major spending categories. In aggregate, the top five spending categories in 2017 were Housing (31.5%), Food (11.8%), Transportation (11.2%), Healthcare (7.9%), and Recreation (4.5%). Healdsburg's consumer spending was nearly aligned with county averages, with some slight deviations: Healdsburg residents spend less on Transportation by 0.3% and more on Housing by 0.5%.



# HOUSING

## MEDIAN HOME SALES PRICE

The 2017 median home sales price was \$804,000 in Healdsburg, comparing higher than the county median of \$576,000. This price marks the second highest on record for the city after a peak price of \$827,000 in 2016. Healdsburg ranks as having the highest median home sales price in Sonoma County, with Sebastopol ranking second at \$800,000 and Cotati/Rohnert Park ranking eighth/ninth at \$479,500. Healdsburg's median home sales price fell by \$23,000 from 2016 to 2017, and was one of two cities to see home prices fall (Sonoma also saw a price decrease of \$1,250). Looking at the past five years, Healdsburg's median home sales prices rose 78%, nearly aligning with Sonoma County's 75% growth during this time. Cloverdale saw the largest growth in the past five years at 104%, while the city of Sonoma saw the lowest growth at 61%.



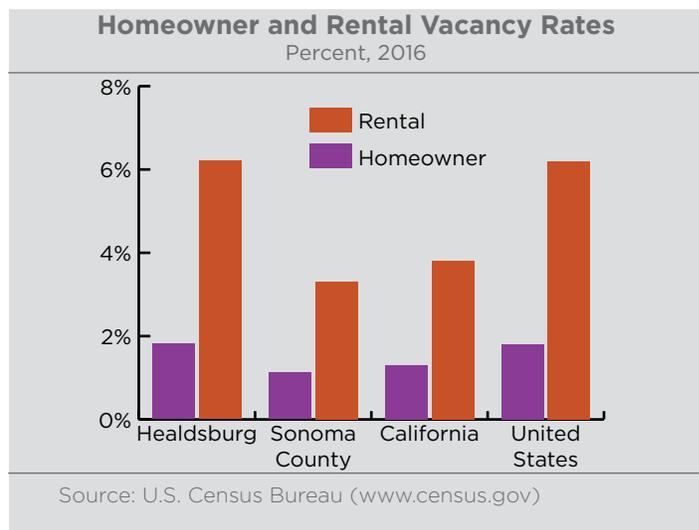
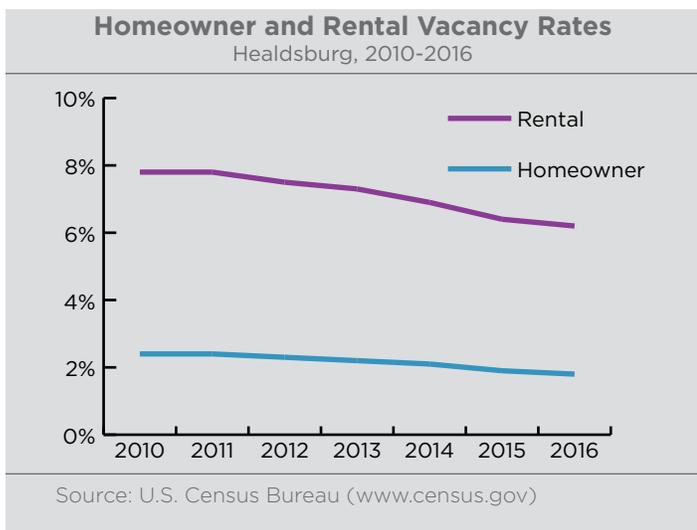
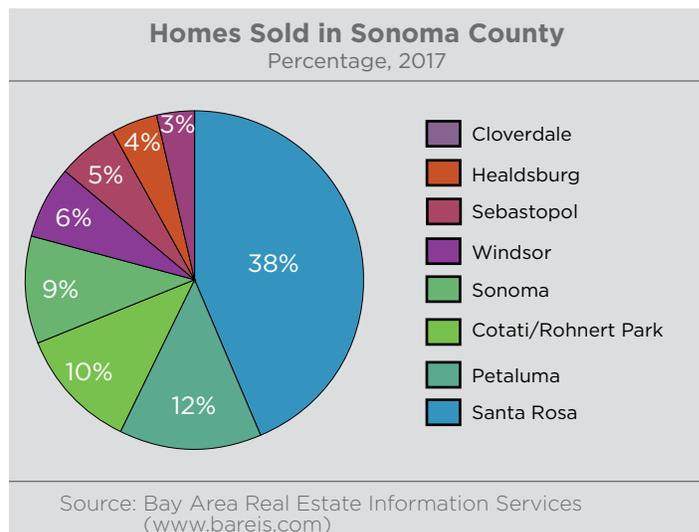
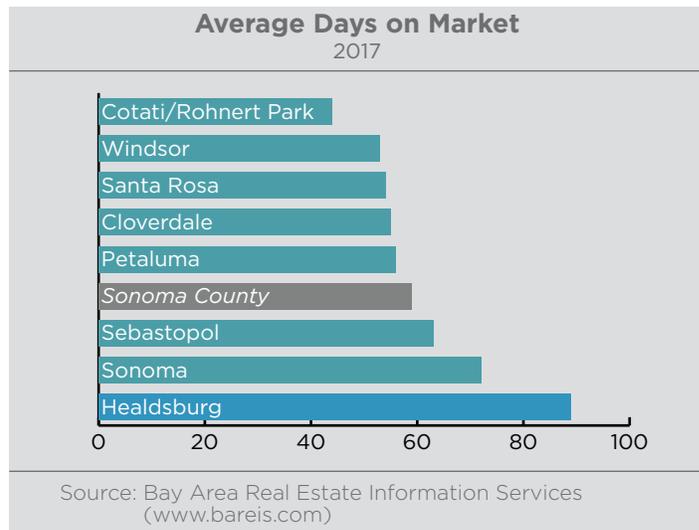
# HOUSING

## DAYS ON MARKET

In 2017, homes in Healdsburg were on the market for an average of 89 days. This measures as the coldest real estate activity among Sonoma County's nine incorporated cities. Countywide, homes were on the market for 59 days. Cotati/Rohnert Park experienced the hottest activity at 44 days. 4% of the 5,514 homes sold in Sonoma County were in Healdsburg.

## HOUSING VACANCY RATES

Homeowner and rental vacancy rates measure the number of homes which are actively on the market to rent or buy, but which are still not bought/rented. Vacancy rates are good measures of how tight the housing market is, because it indicates how much demand exists for housing. A value below the U.S. vacancy rate indicates that demand for housing is greater than supply. Healdsburg's homeowner vacancy rate was 1.8% in 2016, the latest available data. This compares higher than the county (1.1%) and state (1.3%), and aligns with the nation's homeowner vacancy rate (1.8%). Healdsburg's rental vacancy rate was 6.2%, the highest in Sonoma County. It compares higher than the county (3.3%), state (3.8%), and again aligns with the nation (6.2%).



# EDUCATION

## WORKFORCE EDUCATION

In Healdsburg, 88.9% of adult residents (age 25+) possess at least a high school diploma, comparing higher than the county (87.3%), the state (82%), and the nation (87.0%). 41.1% possess at least a bachelor’s degree, comparing favorably again against the county (33.1%), state (32.0%), and nation (30.3%). 14.3% of adult residents possess advanced degrees. Against comparable cities, Healdsburg ranks fifth, third, and second on educational attainment for High School Graduate, Bachelor’s Degree, and Advanced Degree respectively. 11.2% of adult residents did not graduate high school, with 5.6% having less than a 9th grade education.

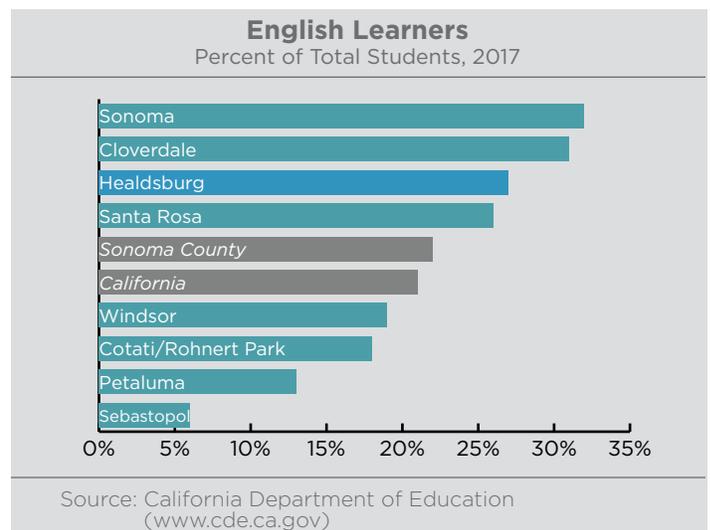
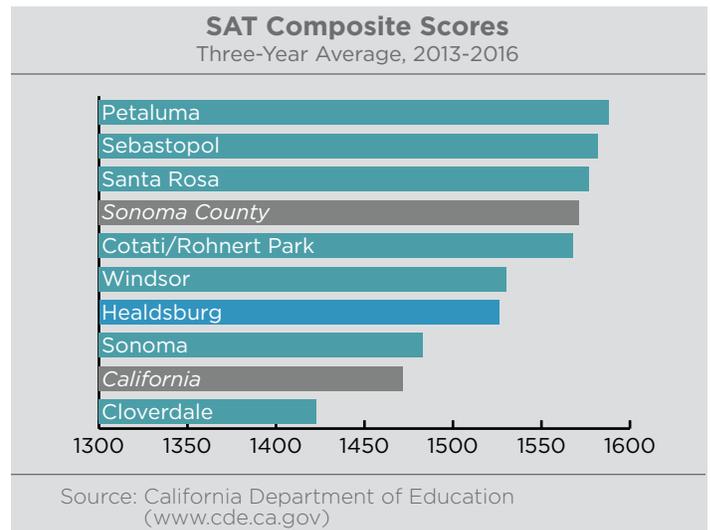
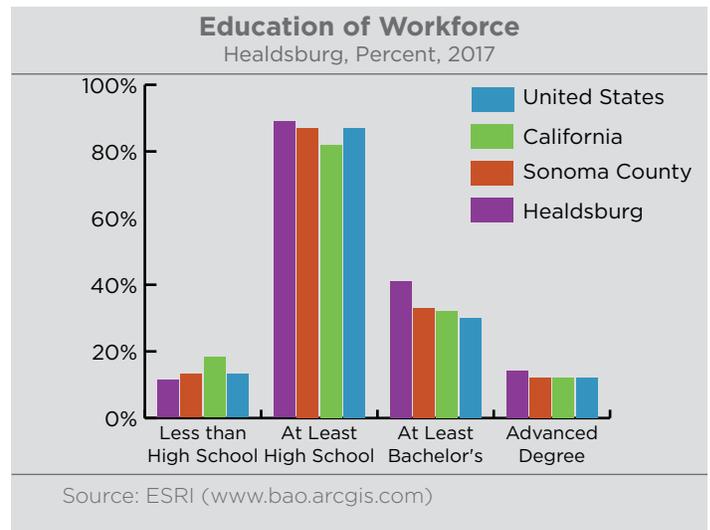
## SAT SCORES

SAT scores are one of many measures of student success and college/career readiness. The SAT is comprised of three sections—reading, math, and writing—and has a maximum composite score of 2400. The SAT composite scores for 2015-2016 (the latest available) show that Healdsburg students scored 1481, ranking seventh among comparable cities. Healdsburg’s SAT scores have been volatile recently, but the city’s three-year average is 1526, below the county (1571) and above the state (1472) averages.

For a list of schools located in each district, visit <http://www.scoe.org/pub/htdocs/finddistrict.html>.

## ENGLISH LEARNERS

The California Department of Education defines an “English Learner” as a student for whom English is not the spoken language at home and who has been assessed to lack a sufficient level English comprehension. Sonoma County schools allocate resources to support English Learners in becoming proficient. Healdsburg schools have the third-highest percentage of English Learners at 26.9%, above the county (22.3%) and state (21.4%) averages. Sonoma has the highest percentage of English learners at 31.5%, while Sebastopol has the lowest at 6.3%.



# CITY DATA SNAPSHOT

 Total Population	Unemployment Rate	Median Household Income	Median Home Sales Price	Total Taxable Sales	Three-Year Average SAT Composite Scores	
Cloverdale	9,149	2.9%	\$56,727	\$525,000	\$69.9 million	1423
Cotati	7,586	4.6%	\$62,712	\$479,500	\$177.7 million	1568
Healdsburg	11,992	3.0%	\$63,224	\$804,000	\$389.1 million	1526
Petaluma	60,738	2.7%	\$79,129	\$667,750	\$1.14 billion	1588
Rohnert Park	43,435	3.6%	\$60,135	\$479,500	\$626.9 million	1568
Santa Rosa	177,684	3.9%	\$60,972	\$529,900	\$3.21 billion	1577
Sebastopol	7,709	2.9%	\$67,925	\$800,000	\$157.6 million	1582
City of Sonoma	11,405	3.1%	\$71,323	\$670,000	\$272.8 million	1483
Windsor	27,934	3.0%	\$82,763	\$579,888	\$364.8 million	1530
Sonoma County	509,142	3.4%	\$66,783	\$576,000	\$9.0 billion	1571

# SOURCES & ACKNOWLEDGMENTS

## NOTE ON DATA SOURCES

The 2018 Healdsburg *City Profile and Projections Report* is a brief summary on various demographic, economic, and social aspects of the city. This report is meant to act as a spot-in-time profile to reflect conditions in the city in a given year. The Sonoma County Economic Development Board's (EDB) research is developed from information available from outside sources and public information as well as previously published material. The 2018 Healdsburg *City Profile and Projections Report* offers partial or composite representations of raw data and cites' respective source datasets. For more information, please see the listed sources or contact the EDB.

All efforts have been made to ensure the accuracy of all data contained within this report, but does not guarantee its completeness. Use of data from an outside source does not represent an endorsement of any product or service by the EDB, its members, or affiliates.

The 2018 Healdsburg *City Profile and Projections Report* was developed from national and local data sources. Interested readers are encouraged to contact data source agencies or organizations for further research. Readers are also invited to suggest topics for future reports by contacting the EDB.

This report was prepared by Craig Dermody. Please direct any questions, comments, or suggestions to (707) 565-7170 or edb@sonoma-county.org.

## ACKNOWLEDGMENTS

This report would not be possible without the input and collaboration of the City of Healdsburg and the Healdsburg Chamber of Commerce.

## DATA SOURCES

Bay Area Real Estate Information Services  
 California Board of Equalization  
 California Department of Education  
 California Employment Development Department  
 Emsi  
 Esri  
 Keegan & Coppin, Inc.  
 U.S. Census  
 U.S. Census 2016 American Community Survey



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