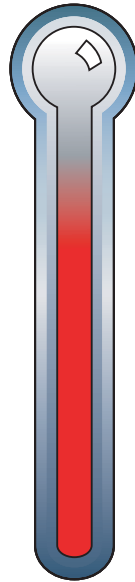


*Winter 2005*

**BUSINESS**



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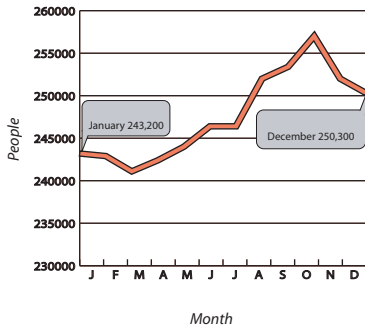


# Employment:

Sonoma County's unemployment picture steadily improved through 2004.

## Total Employment<sup>1</sup>

Sonoma County



Change From Last Month



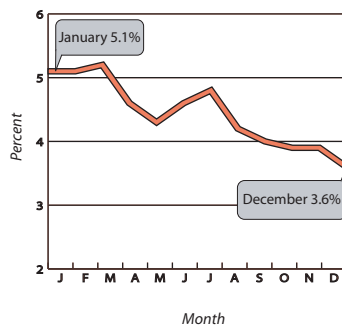
Year To Date Change



Source: EDD

## Unemployment Rate

Sonoma County



Change From Last Month



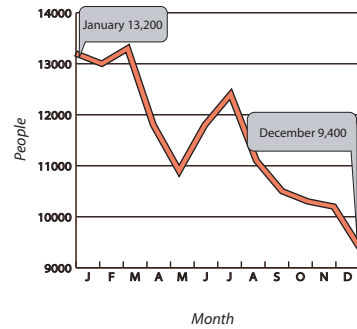
Year To Date Change



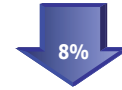
Source: EDD

## Total Unemployment

Sonoma County



Change From Last Month



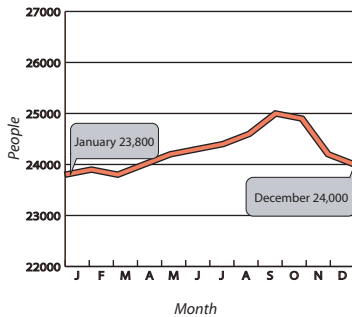
Year To Date Change



Source: EDD

## Manufacturing Employment

Sonoma County



Change From Last Month



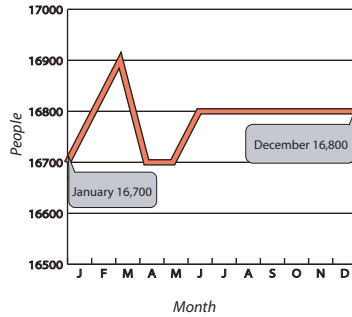
Year To Date Change



Source: EDD

## Health Care Employment

Sonoma County



Change From Last Month



Year To Date Change



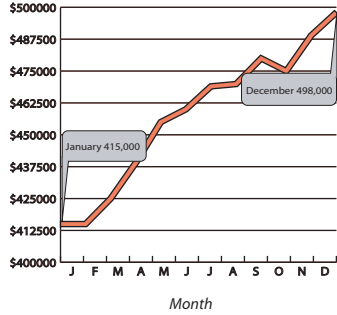
Source: EDD

# Prices:

Overall prices have changed little, but gasoline and home prices have increased significantly.

## Multiple Listing Service: Single Family Home Median List Prices

Sonoma County



Change From Last Month



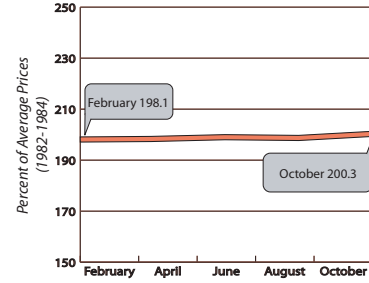
Year To Date Change



Source: Bay Area Real Estates Information Services

## Consumer Price Index<sup>2</sup>

San Francisco Bay Area



Two Months Change



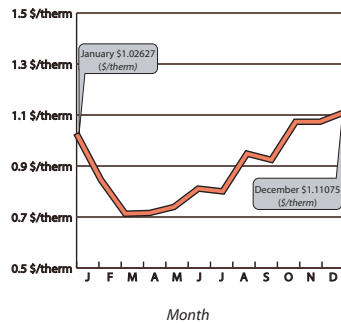
Year To Date Change



Source: The U.S. Bureau of Labor Statistics

## Natural Gas Price<sup>3</sup>

PG & E



Change From Last Month



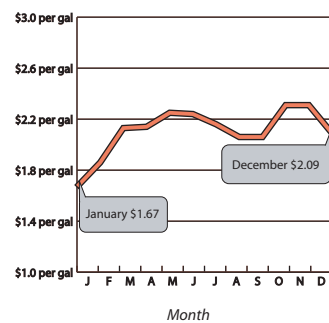
Year To Date Change



Source: PG & E

## Average Gasoline Price

Santa Rosa



Change From Last Month



Year To Date Change



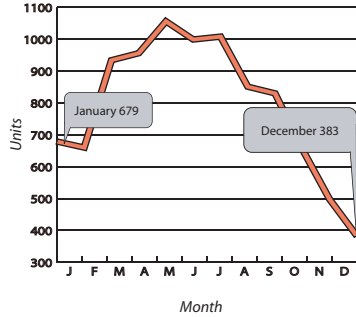
Source: AAA

# Housing And Construction:

Home listings have decreased significantly while construction was seasonally variable.

## Multiple Listing Service: New Single Family Home Listings

Sonoma County



Change From Last Month



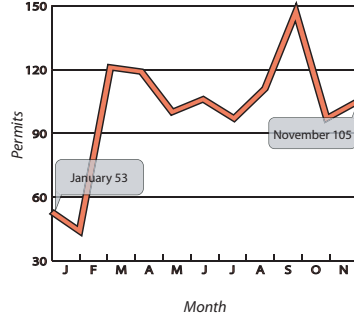
Year To Date Change



Source: Bay Area Real Estates Information Services

## Building Permits: Single Family Homes

Sonoma County



Change From Last Month



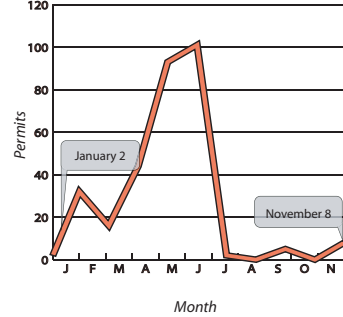
Year To Date Change



Source: Construction Industry Research Board

## Building Permits: Multi-Family Homes

Sonoma County



Change From Last Month



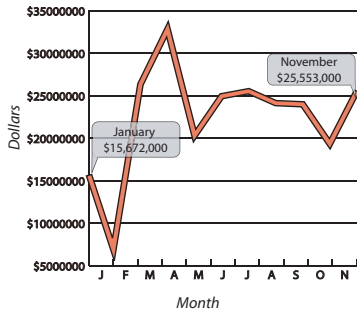
Year To Date Change



Source: Construction Industry Research Board

## Dollar Volume: Single Family Home Construction

Sonoma County



Change From Last Month



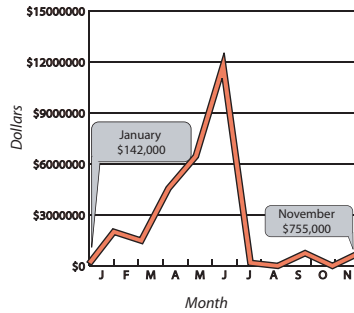
Year To Date Change



Source: Construction Industry Research Board

## Dollar Volume: Multi-Family Home Construction

Sonoma County



Change From Last Month



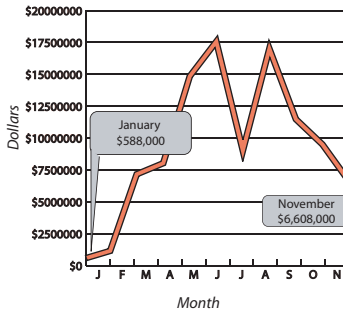
Year To Date Change



Source: Construction Industry Research Board

## Dollar Volume: New Commercial Construction

Sonoma County



Change From Last Month



Year To Date Change



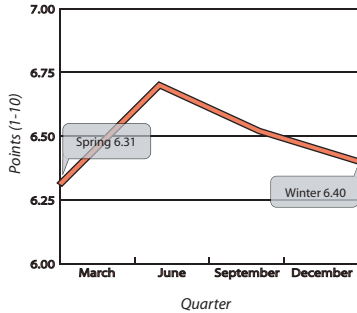
Source: Construction Industry Research Board

# Other Indicators:

The other indicators give a mixed picture of the local economy for 2004.

## Business Confidence Index

Sonoma County



Change From Last Quarter



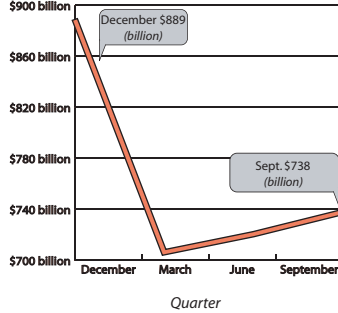
Year To Date Change



Source: Sonoma County EDB

## Regional Deposits in FDIC Insured Institutions

San Francisco Region



Change From Last Quarter



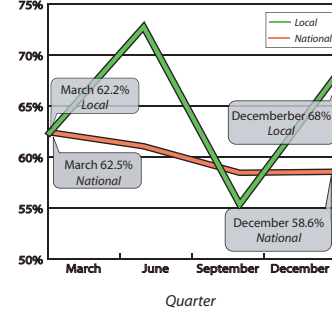
Year To Date Change



Source: Federal Deposit Insurance Corporation

## Local Purchasing Manager's Index vs. National Purchasing Manager's Index

Sonoma County



Change From Last Quarter



Year To Date Change



Source: Sonoma County EDB

## Notes and Acknowledgements

The purpose of these local economic indicators is to provide a sense of how the Sonoma County economy is performing. These indicators are divided into four different types of data: employment, housing and construction, prices, and other indicators. Looking at them together gives one a broad picture of the health of the local economy. This report will be published quarterly and, therefore, the Economic Development Board is asking interested readers to recommend any pertinent local indicator that you think would improve this feature.

Contact us at:

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**edb@sonoma-county.org**

### Footnotes:

- 1 - All December employment data is preliminary and may be subject to revision.
- 2 - Consumer Price Index figures are for all urban consumers.
- 3 - Natural Gas price is the baseline total charge for residential customers.  
*Data is not seasonal adjusted*

### Acknowledgements:

- Data compiled by Katherine Valenzuela and Steve Bowen
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