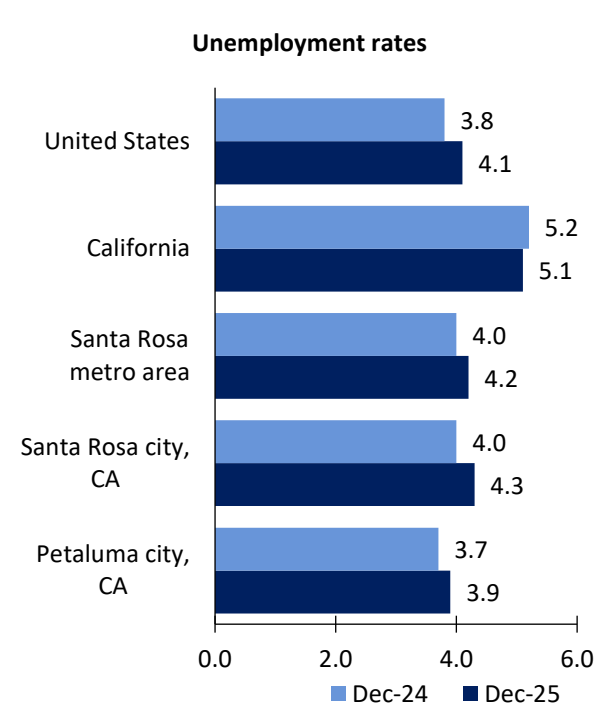


Santa Rosa Area Economic Summary

Updated February 18, 2026

This summary presents a sampling of economic information for the area; supplemental data are provided for regions and the nation. Subjects include **unemployment, employment, wages, prices, spending, and benefits**. All data are not seasonally adjusted and some may be subject to revision. Area definitions may differ by subject. For more area summaries and geographic definitions, see <https://www.bls.gov/regions/economic-summaries.htm>.

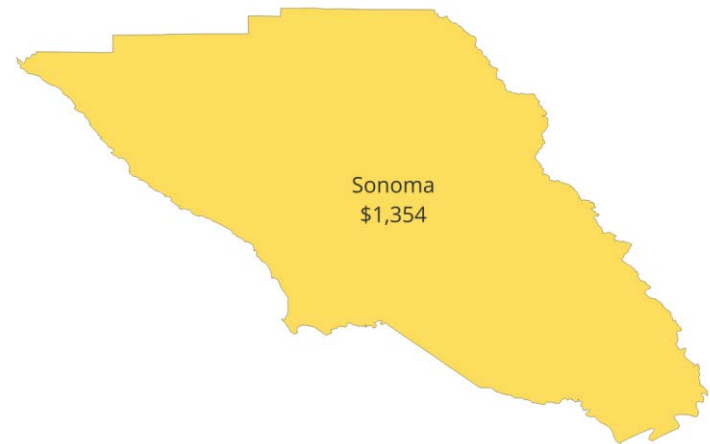
Unemployment rates for the nation and selected areas



Source: U.S. BLS, Local Area Unemployment Statistics.

Average weekly wages for all industries by county

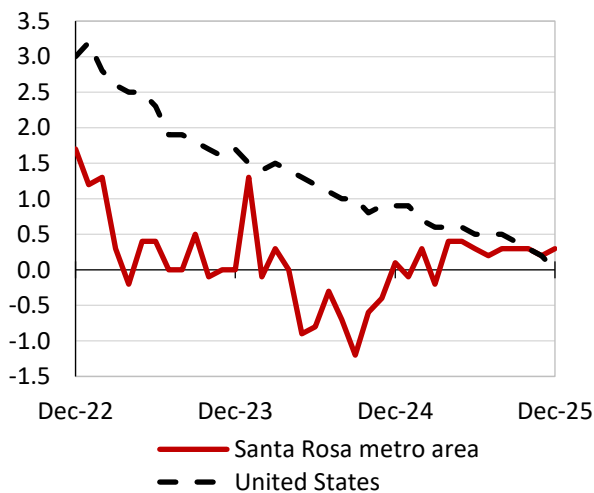
Santa Rosa metro area, second quarter 2025
(U.S. = \$1,436; Area = \$1,354)



Source: U.S. BLS, Quarterly Census of Employment and Wages.

Employment on nonfarm payrolls and employment by major industry sector, over-the-year changes

12-month percent changes in employment

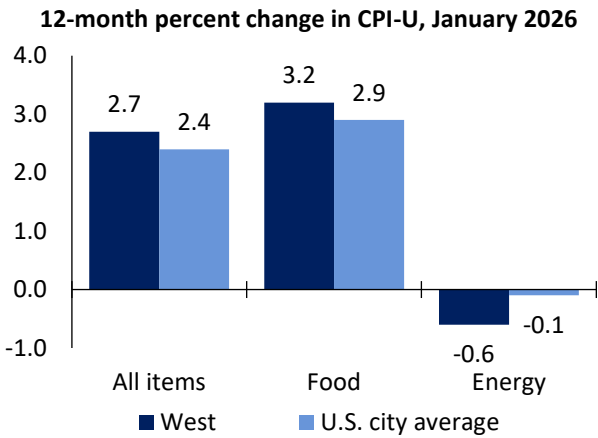


Santa Rosa metro area employment (number in thousands)	Dec. 2025	Change from Dec. 2024 to Dec. 2025	
		Number	Percent
Total nonfarm	206.1	0.6	0.3
Mining and logging	0.2	0.0	0.0
Construction	15.5	-0.7	-4.3
Manufacturing	21.1	-0.5	-2.3
Trade, transportation, and utilities	34.5	0.1	0.3
Information	2.4	-0.2	-7.7
Financial activities	6.9	0.1	1.5
Professional and business services	23.9	0.2	0.8
Education and health services	40.4	2.1	5.5
Leisure and hospitality	25.5	0.1	0.4
Other services	7.7	-0.1	-1.3
Government	28.0	-0.5	-1.8

Source: U.S. BLS, Current Employment Statistics.

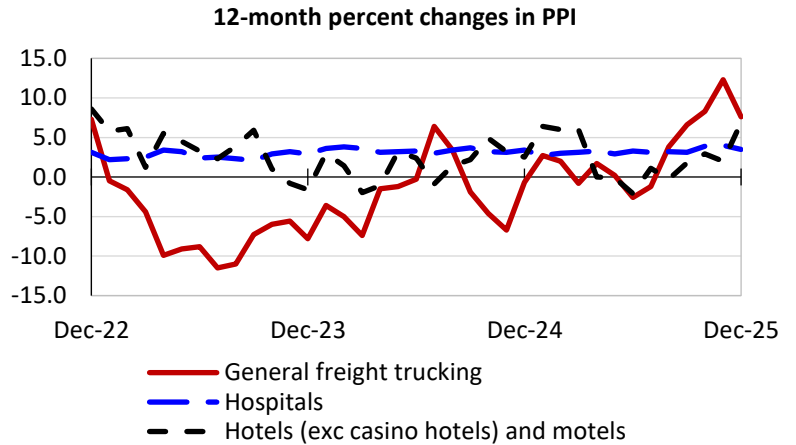


Prices paid by urban consumers for selected categories, over-the-year change



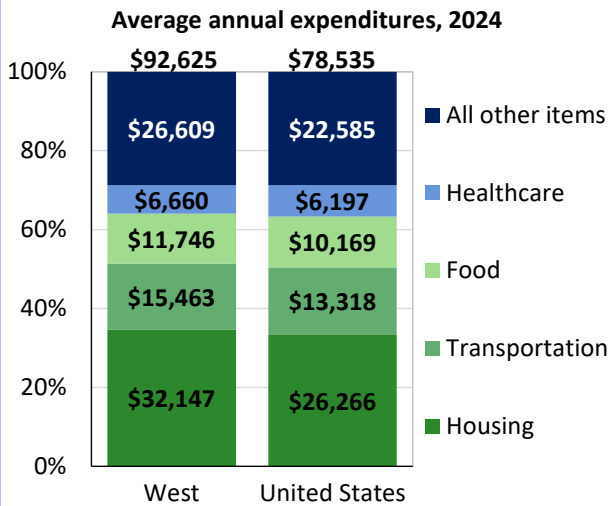
Source: U.S. BLS, Consumer Price Index.

Selling prices received by producers for selected industries nationwide, over-the-year change



Source: U.S. BLS, Producer Price Index.

Average annual spending and percent distribution for selected categories



Source: U.S. BLS, Consumer Expenditure Survey.

Average hourly wages for selected occupations, May 2024

Occupation	Santa Rosa metro area	United States
All occupations	\$34.89	\$32.66
Veterinarians	87.84	67.44
Marriage and family therapists	49.53	34.96
Drywall and ceiling tile installers	43.78	30.20
Demonstrators and product promoters	23.59	21.03
Hotel, motel, and resort desk clerks	20.02	16.70
Home health and personal care aides	18.18	16.82

Source: U.S. BLS, Occupational Employment and Wage Statistics.

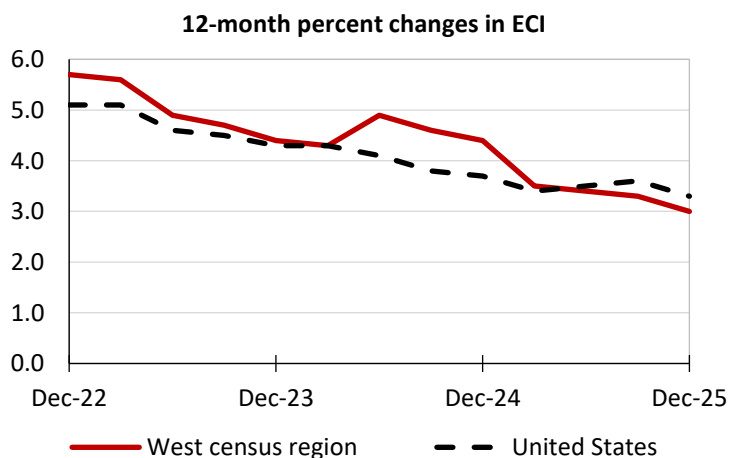
Employer costs per hour worked for wages and selected employee benefits by census division

Private industry, June 2025	Pacific	United States
Total compensation	\$54.25	\$45.65
Wages and salaries	37.41	32.07
Total benefits	16.84	13.58
Paid leave	4.32	3.44
Vacation	2.14	1.75
Supplemental pay	2.41	1.84
Insurance	3.93	3.44
Retirement and savings	2.03	1.54
Legally required benefits	4.15	3.31

Map of Census Regions and Divisions

Source: U.S. BLS, Employer Costs for Employee Compensation.

Changes in wages and salaries over-the-year



Source: U.S. BLS, Employment Cost Index.

