

Community Socioeconomic Profile

July 9, 2021

Purpose of the Community Profile



This profile provides a high-level demographic and socioeconomic snapshot of the City of Petaluma. It highlights demographic, economic, and housing characteristics and trends that merit consideration during the City's General Plan Update. For context, the report also compares city data with state and county data.

Purpose of the Community Profile



Scores of metrics about the city from a variety of sources and were reviewed when preparing this profile. Those data are being used by the General Plan Update team as a common point of reference to inform a variety of analysis. However, the profile is limited to a small number of characteristics and trends that distinguish the city and help establish a shared, community-wide baseline of understanding.

Purpose of the Community Profile



To complement this profile, the General Plan Update team is preparing detailed and thorough analyses on a wide range of topics. Reports are forthcoming that focus on natural resources, hazards, land use, urban design, historic resources, housing, transportation, infrastructure, parks, public facilities, the arts, economic conditions, climate change, and environmental justice.

Profile Overview



Key insights about Petaluma are summarized in the next five slides below.



These insights are followed by more detailed demographic, economic, and housing information about the city.

1

Five Key Insights about Petaluma



Age

Petaluma's population is aging.

The proportion of residents in the age range of 55-74 years has grown substantially in recent years, and nearly 32 percent of the city's population is 55 years of age or older. The population of children under 18 is decreasing, and fewer households have children compared to 20 years ago.

2

Five Key Insights about Petaluma



Race, Ethnic Origin and Language

Petaluma is becoming more racially and ethnically diverse.

Most notable is the increase in the city's Hispanic/Latino population, which grew by 7.3 percent from 2000 to 2019. However, White residents still represent a significant majority of Petaluma's population (77.5 percent in 2019). 5 percent of adults in Petaluma do not speak English well (referred to as "linguistic isolation"), compared to 9 percent statewide.

3

Five Key Insights about Petaluma

\$ Income

Petaluma is an increasingly affluent community.

The city has a significantly higher median household income and a lower rate of poverty than Sonoma County or California. In 2019 nearly 60 percent of households in Petaluma earned more than \$75,000 per year, and more than 26 percent of households earned \$150,000 or more per year.

4

Five Key Insights about Petaluma



Housing Costs

Despite relatively high income levels, housing costs are a challenge.

The median monthly housing cost in Petaluma in 2019 was \$1,951 – about 20 percent higher than the statewide median housing cost of \$1,629 per month. Housing cost burden is also prevalent, with 18.6 percent of the city’s households spending 30 to 50 percent of their income on housing, and 15.4 percent of households spent more than 50 percent of income on housing.

5

Five Key Insights about Petaluma



Travel to Work

Residents mostly drive to work.

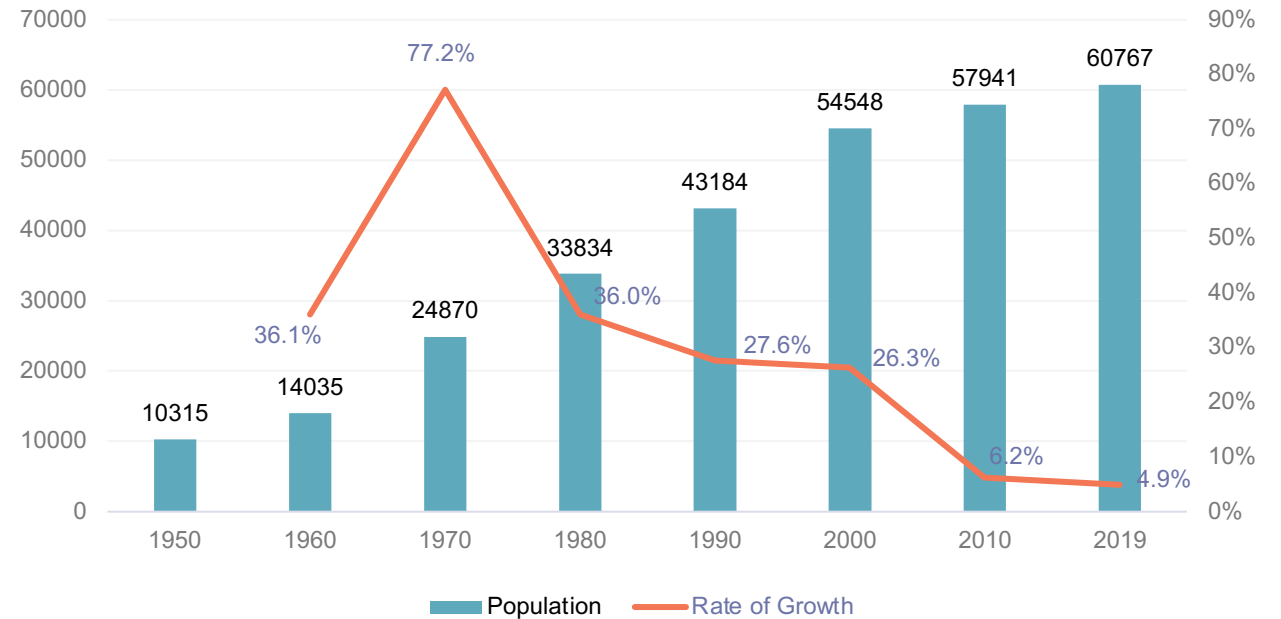
Despite a high proportion of local commuters (within Sonoma County), as of 2019 a large majority of employed residents of Petaluma drove to work alone (72.6 percent). The share of Petaluma residents who use public transportation to get to work dropped from 5 percent in 2000 to 3.1 percent in 2019. During the same period, the number of Petaluma residents who work from home nearly doubled – from 4.7 percent in 2000 to 8.7 percent in 2019.

population & households

Total Population

- In 2019, Petaluma had 60,767 residents, which is 12 percent of Sonoma County's population.
- The decade of most rapid population growth for the city over the last 50 years was the 1990s, when population increased by 26.3 percent.
- Over the past decade population growth has been more moderate – between 2010 and 2019 the population increased from about 58,000 to just under 60,800, a growth rate of 4.9 percent.
- Petaluma's population has grown at a faster rate over the past decade than that of Sonoma County (3.3 percent).

Population - City of Petaluma (1950-2019)

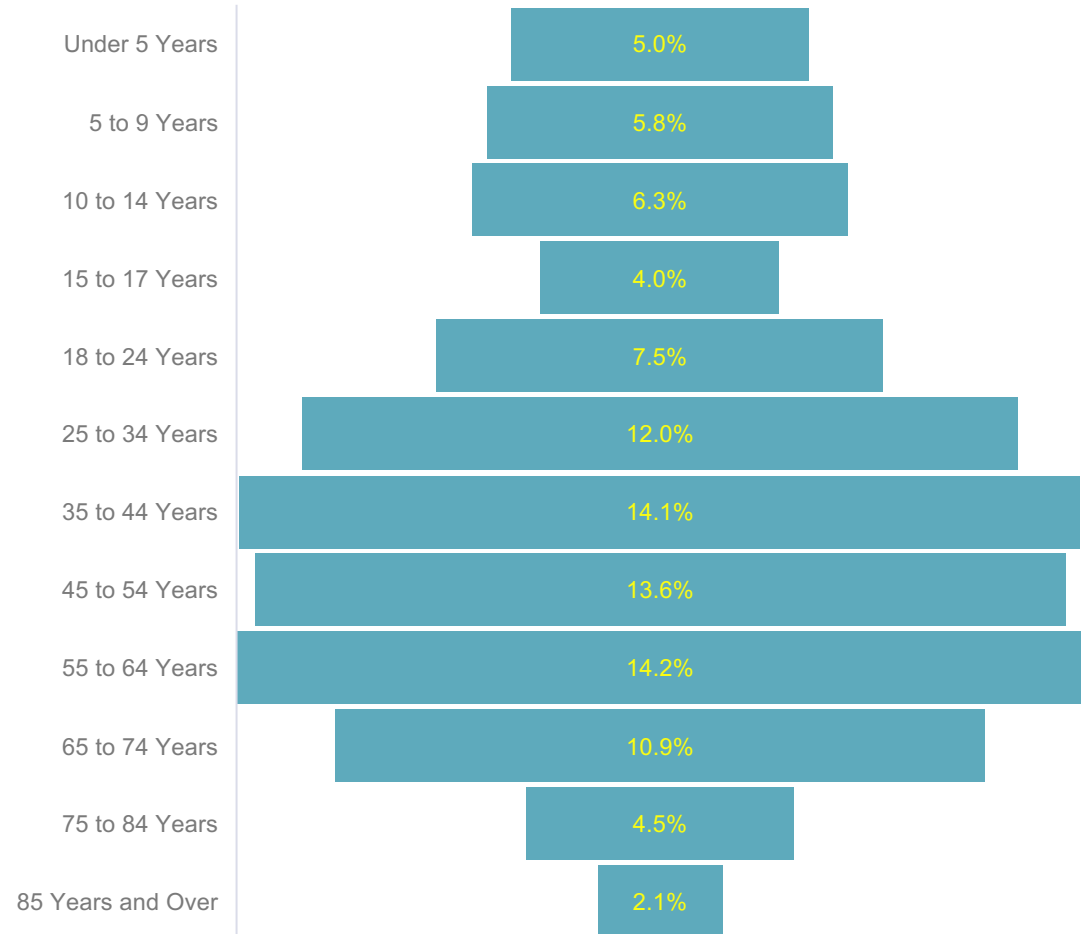


Source: U.S. Census and American Community Survey

Age

- Petaluma's population is aging. Since 2000, the share of population age 65 and over has increased by 57.7 percent, which is more than double the rate in California (26.1 percent) and higher than in Sonoma County (48.8 percent).
- At the same time, the shares of middle-aged adults (35-54) and children under 18 in Petaluma have decreased substantially. There was a 19.2 percent decrease of both children and middle-aged adults, compared to 15.8 and 9.3 percent statewide.

Age Distribution - Petaluma (2019)

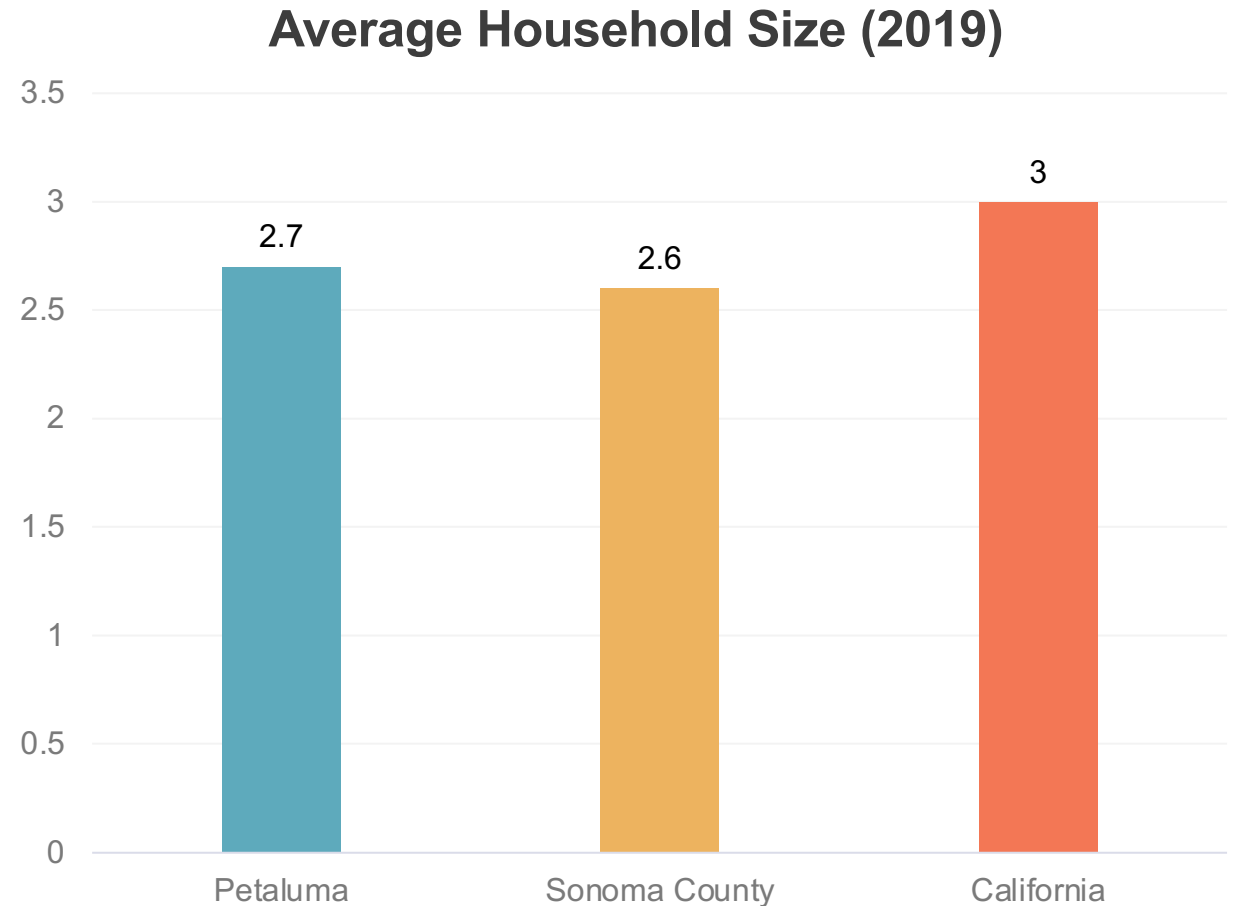


Source: American Community Survey

Household Sizes and Types

- For the last 20 years, the average household size in Petaluma has been 2.7 persons, smaller than the current statewide average of 3.0 but slightly larger than the countywide average of 2.6 persons per household.

↓ **The percentage of households with children under 18 dropped during the past two decades, falling from 39.1 percent in 2000 to 31.5 percent in 2019.**

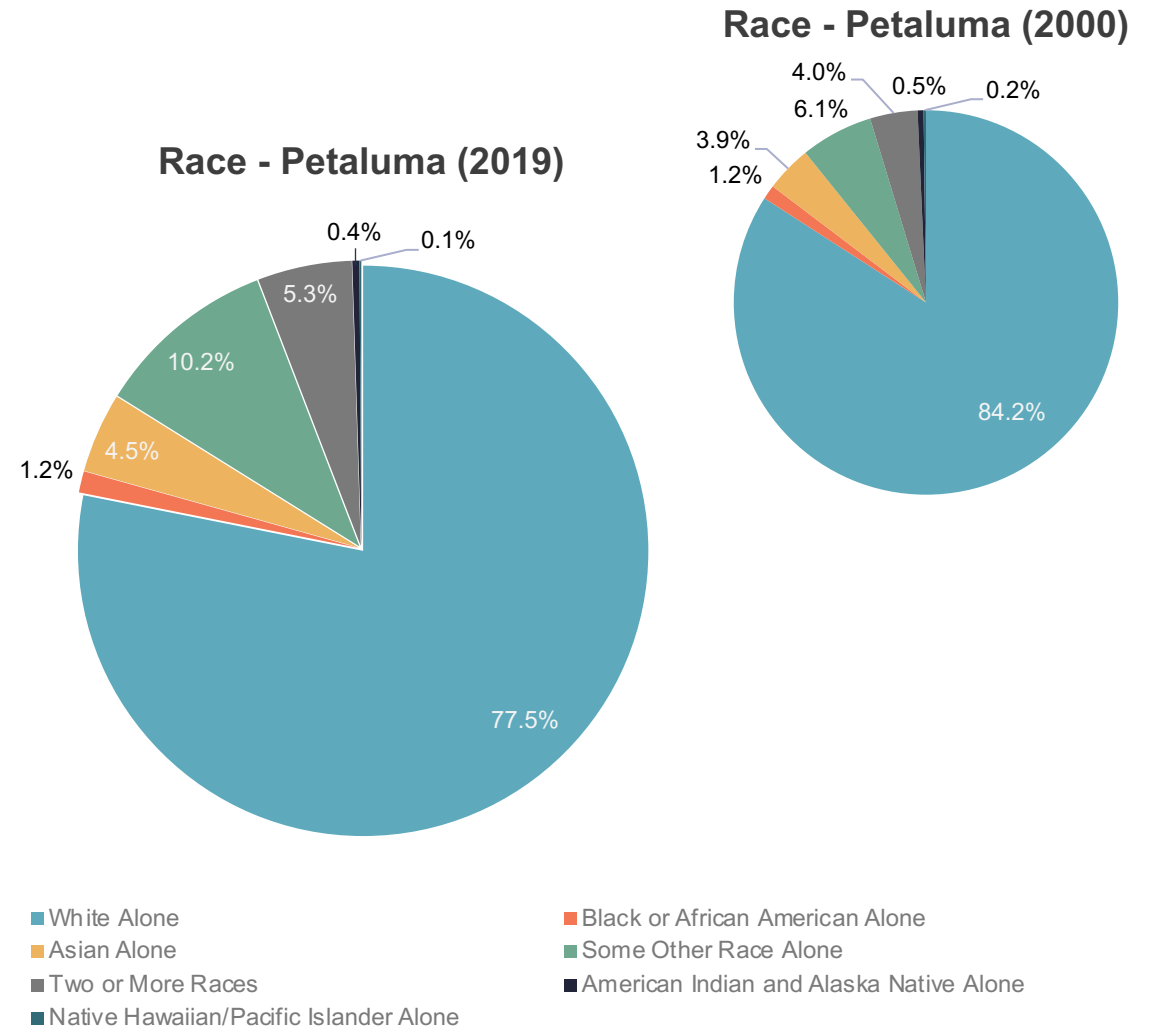


Source: American Community Survey

race, ethnic origin, & languages

Race

- Petaluma has become more racially diverse over the past two decades. In 2000 the city's population was 84.2 percent White, compared with 77.5 percent in 2019.
- The city currently has a higher percentage of White residents than Sonoma County (74.7 percent) or California (59.7).
- The proportion of the Asian population grew between 2000 and 2019, as did the population identifying as biracial or multi-racial. During that time period the percentage of Native American, Alaska Native and Pacific Islander residents decreased, while the percentage of Black residents remained consistent.



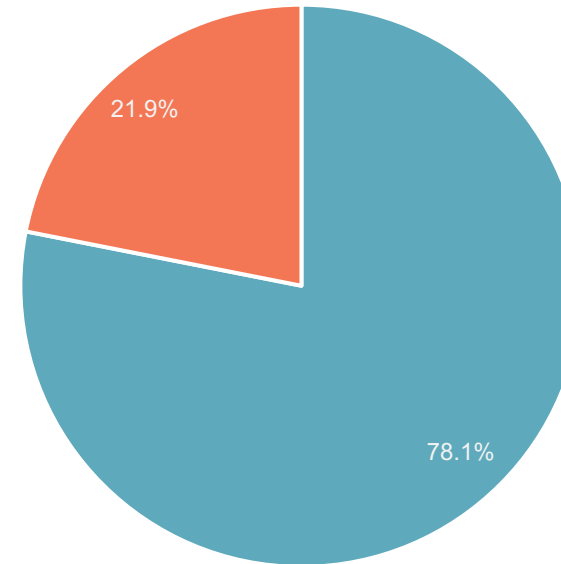
Source: U.S. Census and American Community Survey

Ethnic Origin

- Petaluma's population of residents of Hispanic or Latino ethnic origin* grew from 14.6 percent in 2000 to 21.9 percent in 2019.
- Despite the increase in Petaluma's Hispanic population since 2000, the percentage of Hispanic/Latino residents of the city in 2019 (21.9 percent) is still lower than the countywide (26.7 percent) and statewide (39.0) percentages.

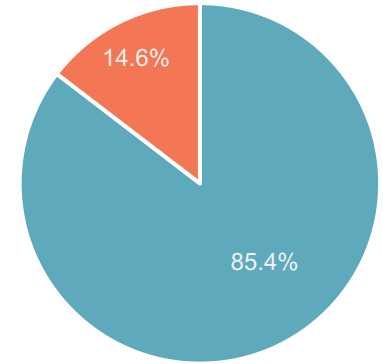
*The U.S. Census collects race data according to five defined racial groups: White, Black or African American, American Indian or Alaska Native, Asian, and Native Hawaiian or Other Pacific Islander. The Census also allows respondents to select a sixth category - Some Other Race – or to report more than one race. People who identify their origin as Hispanic or Latino may be of any race. The concept of race is distinct from the concept of Hispanic origin.

Ethnic Origin - Petaluma (2019)



■ Not Hispanic or Latino: ■ Hispanic or Latino:

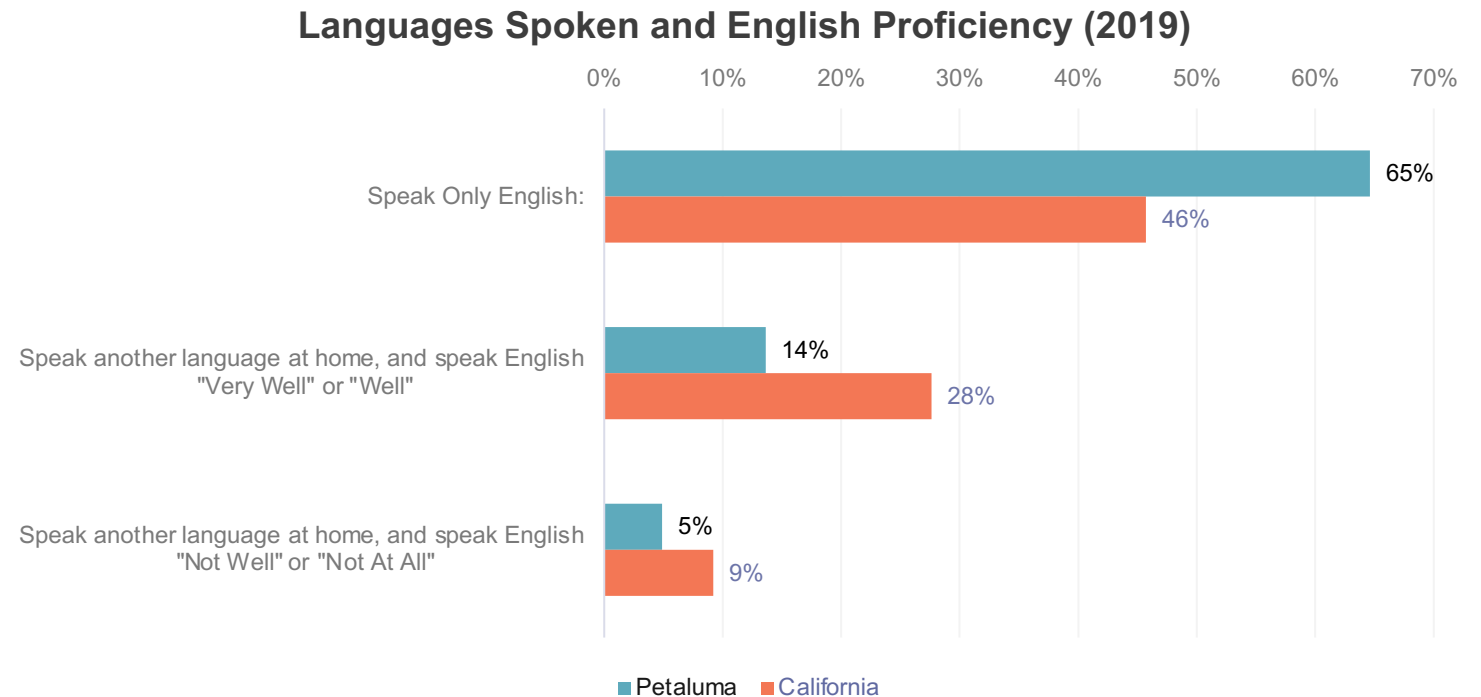
Ethnic Origin - Petaluma (2000)



Source: U.S. Census and American Community Survey

Language and Linguistic Isolation

- Petaluma has a substantially higher proportion of residents who only speak English than in California as a whole, and less “linguistic isolation” (fewer adults who don’t speak English well).
- In 2019, 65 percent of Petaluma’s adult residents spoke only English. Of the 19 percent who spoke a language besides English at home, nearly three-quarters also spoke English ‘well’ or ‘very well.’
- Five percent of Petaluma’s adult population in 2019 spoke English ‘not well’ or ‘not at all’ (compared to 9 percent statewide).



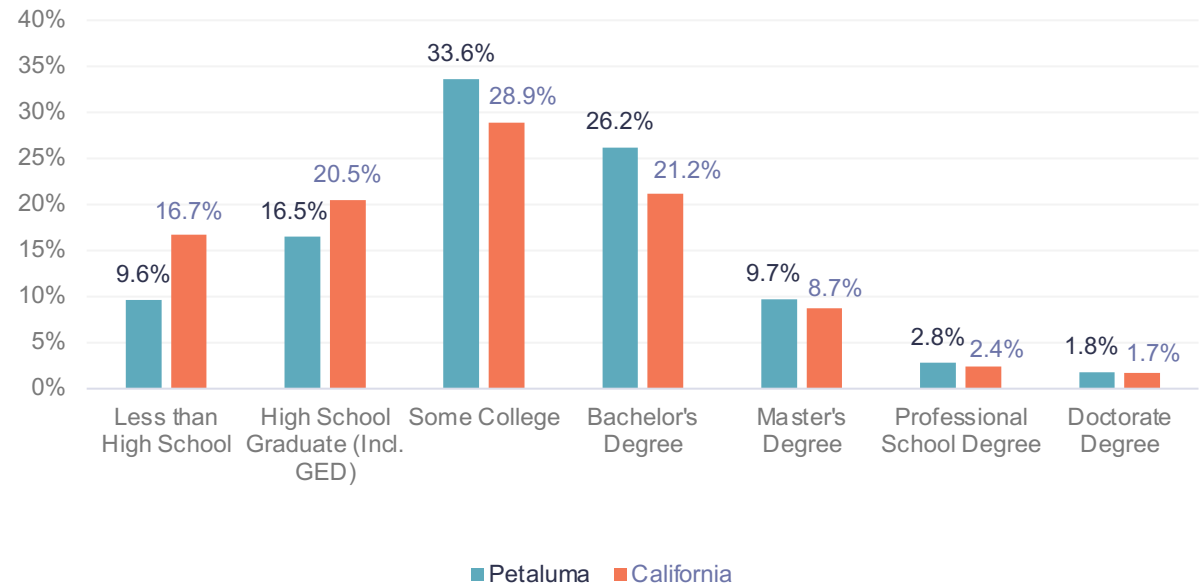
Source: American Community Survey

education, employment, & income

Educational Attainment

- Petaluma's population has higher educational attainment than that of the state and county, and education levels in Petaluma have increased over the past two decades.
- As of 2019, 26.2 percent of Petaluma residents over the age of 25 had earned a bachelor's degree, and 14.3 percent had earned an advanced degree (master's, professional degree, or doctorate).
- Educational attainment levels in Petaluma also show a substantial increase as compared to 2000, when 20.8 percent of residents age 25+ had a bachelor's degree and 9.3 percent had an advanced degree.

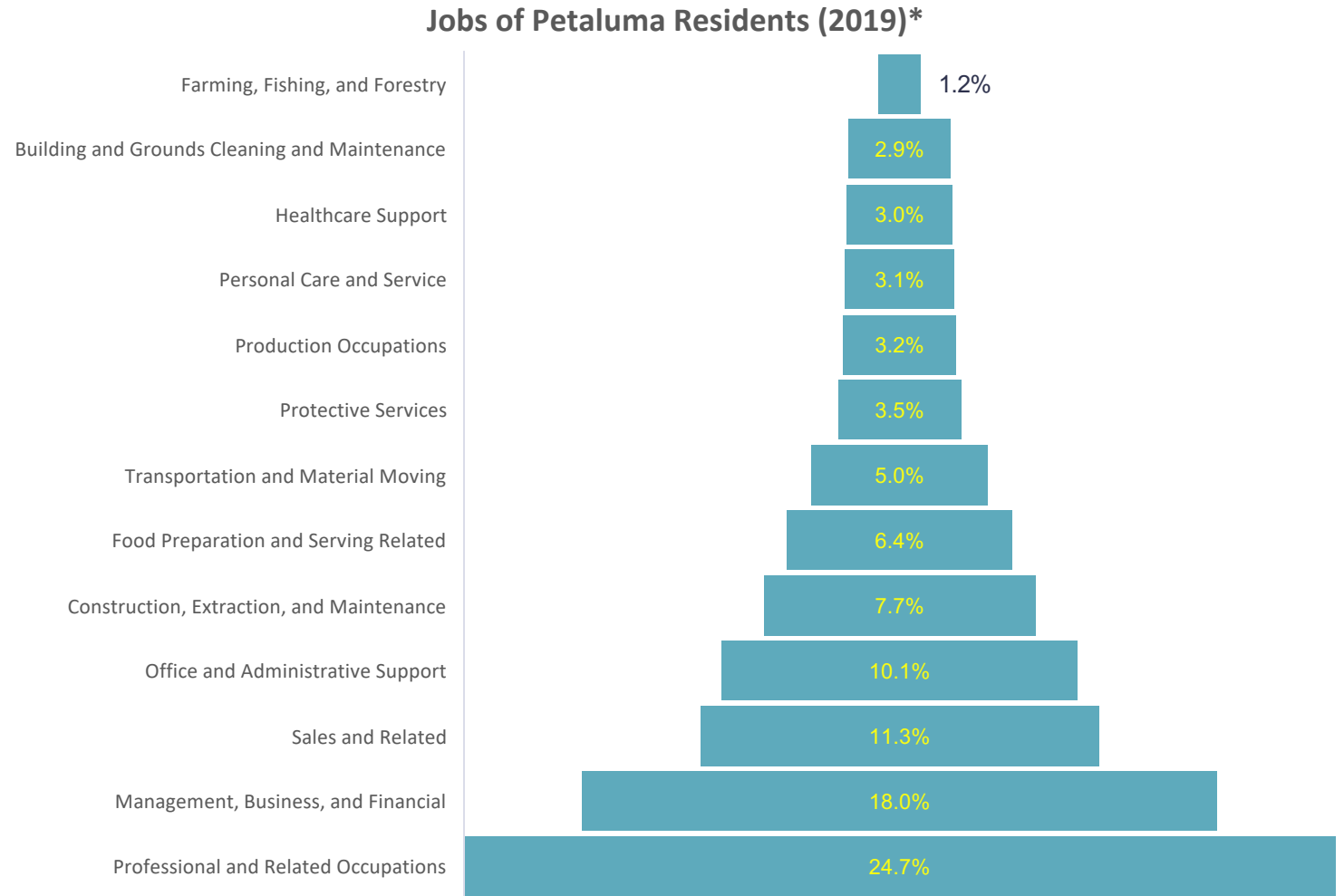
**Educational Attainment for Age 25+ -
Petaluma and California (2019)**



Source: American Community Survey

Occupations

- Nearly a quarter of Petaluma residents aged 16+ worked in professional occupations as of 2019. Other important occupations include management, business, and finance (18 percent), sales and related occupations (11.3 percent), and office and administrative support (10.1 percent), and office and administrative support (10.1 percent).
- Fewer Petaluma residents work in the healthcare, production, agriculture and forestry, and transportation and material moving industries than in Sonoma County and California.



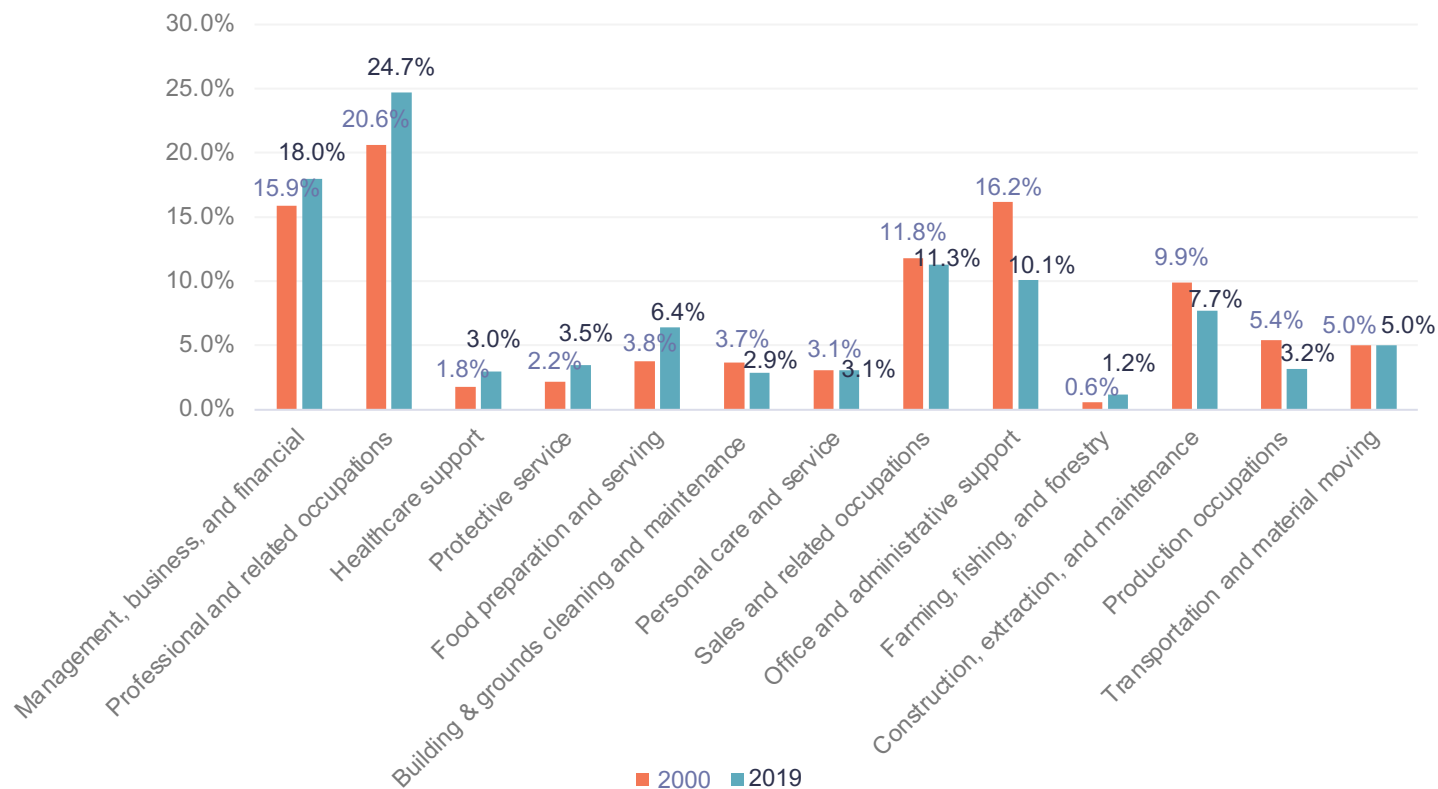
*Occupations of people aged 16 and older who live in Petaluma

Source: American Community Survey

Occupations

- There has been a rise in the last two decades in the percentage of Petaluma residents employed in management, business, financial, professional, healthcare, and food preparation and service occupations.
- Fewer Petaluma residents worked in the office, administrative support, construction, and production industries in 2019 than in 2000.

Jobs of Petaluma Residents (2000 and 2019)*



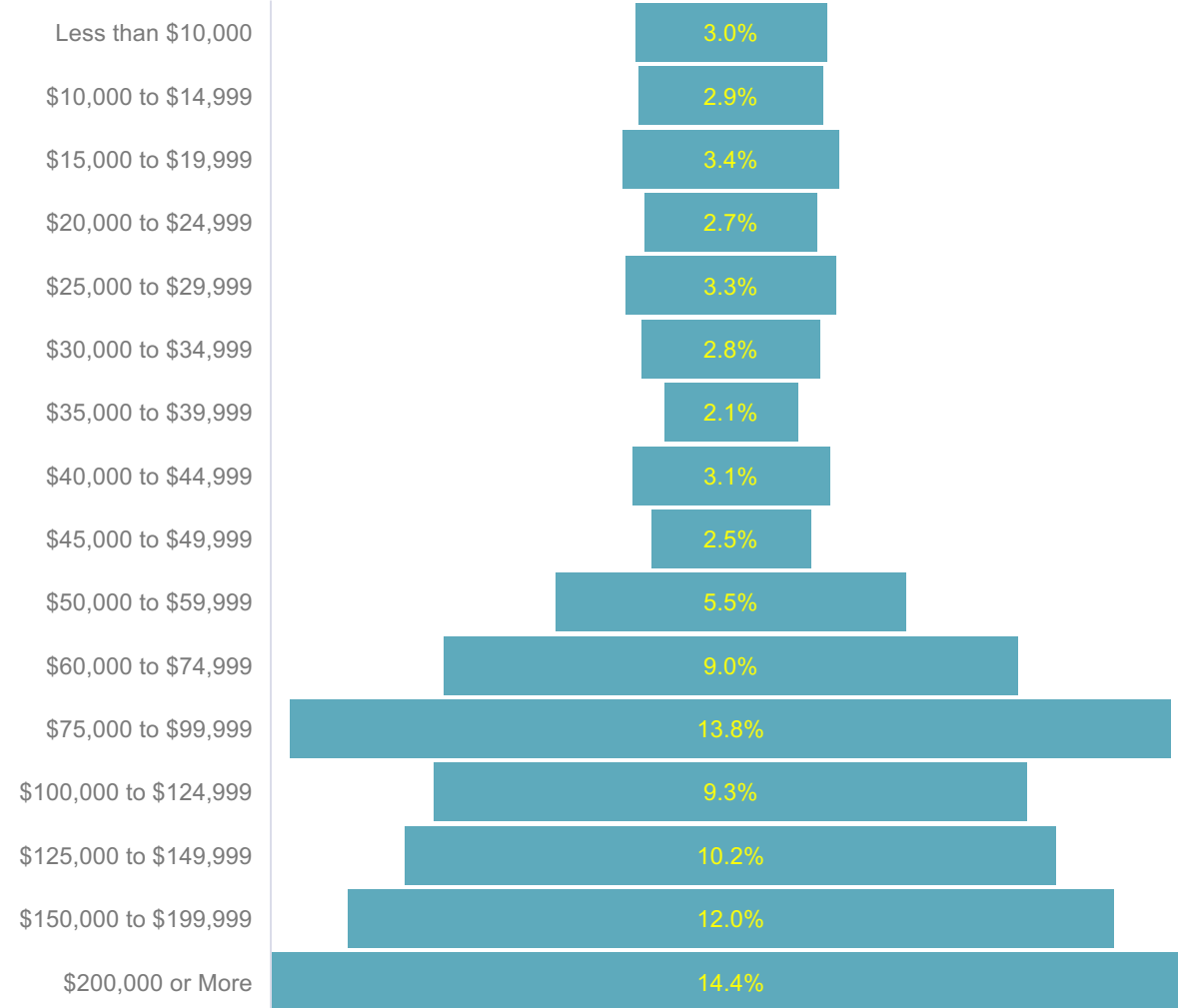
*Occupations of people aged 16 and older who live in Petaluma

Source: U.S. Census and American Community Survey

Income

- Petaluma is a relatively affluent community with a median household income in 2019 of \$91,528 – nearly 13 percent higher than the median household income for Sonoma County and 22 percent higher than that of California.
- Just under 60 percent of the households in Petaluma earned \$75,000 or more per year, and more than 26 percent of households earned \$150,000 or more per year.

Household Income Distribution - Petaluma (2019)

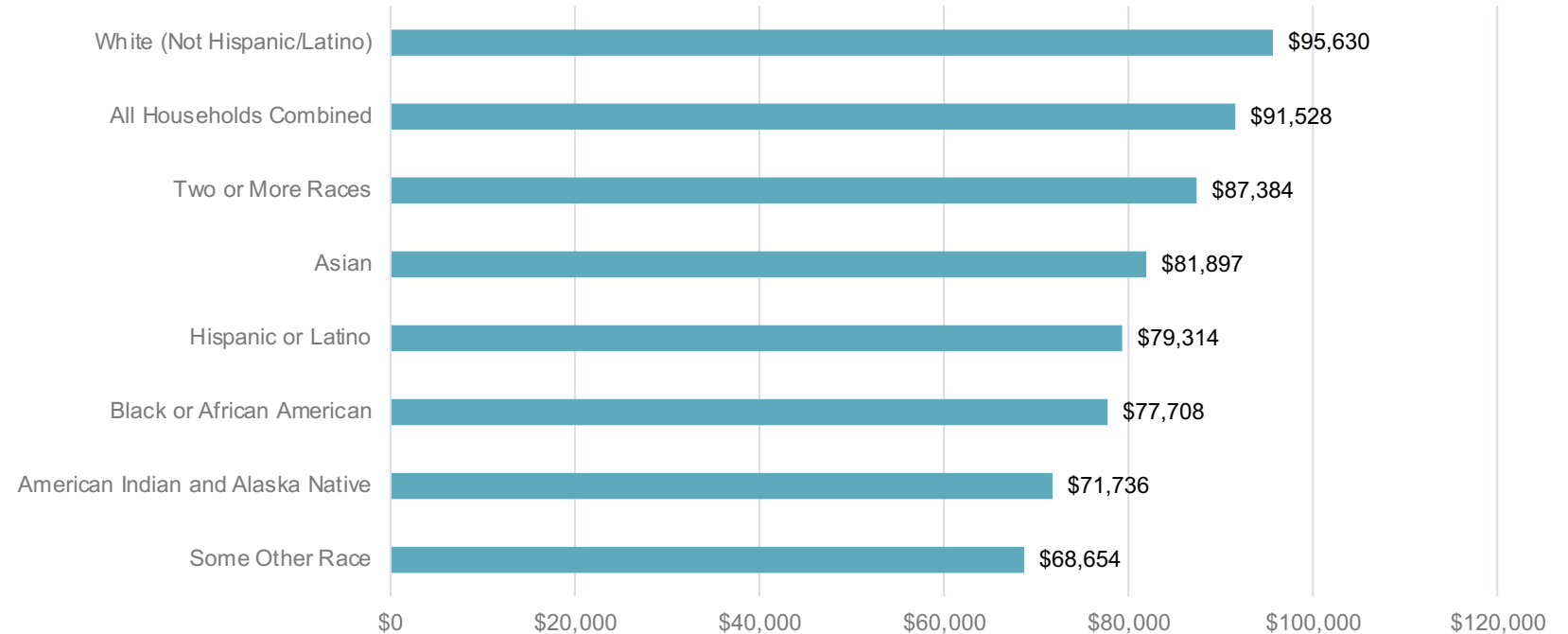


Source: American Community Survey

Income

- Significant racial and ethnic disparities in income exist in Petaluma, as is the case countywide and statewide.
- The 2019 median income for White households (\$95,630) is 20.6 percent higher than for Hispanic households (\$79,314), 23.1 percent higher than for Black households (\$77,708), 16.8 percent higher for Asian households (\$81,897), and 9.4 percent higher than for biracial and multiracial households (\$87,384).

Median Household Income by Race and Ethic Origin - Petaluma (2019)

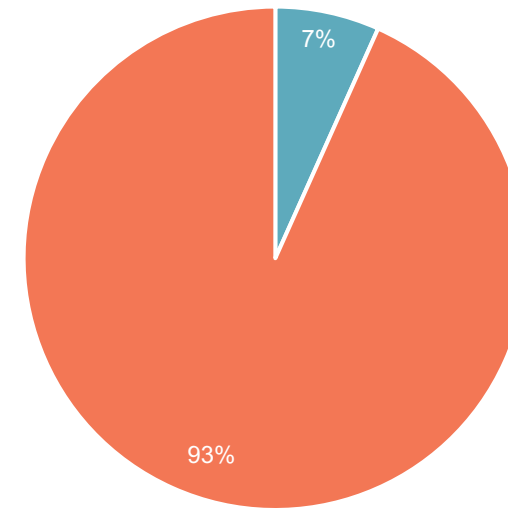


Source: American Community Survey

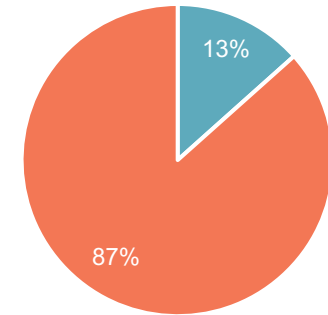
Poverty Rate

- The percentage of the population living below the poverty level is lower in Petaluma than in Sonoma County or the state as a whole.
- In 2019, seven percent of Petaluma's population had income below the federal poverty level (\$12,490 for an individual or \$16,910 for a household of two persons), compared to nine percent of Sonoma County's population and 13 percent of California's population.
- The poverty rate in Petaluma increased slightly between 2000 and 2019 (from 6 to 7 percent), during the same time period that the poverty rate in California decreased from 14 to 13 percent.

Poverty Rate - Petaluma (2019)



Poverty Rate - California (2019)



■ Income in the Past 12 Months Below Poverty Level
■ Income in the Past 12 Months At or Above Poverty Level

Source: American Community Survey

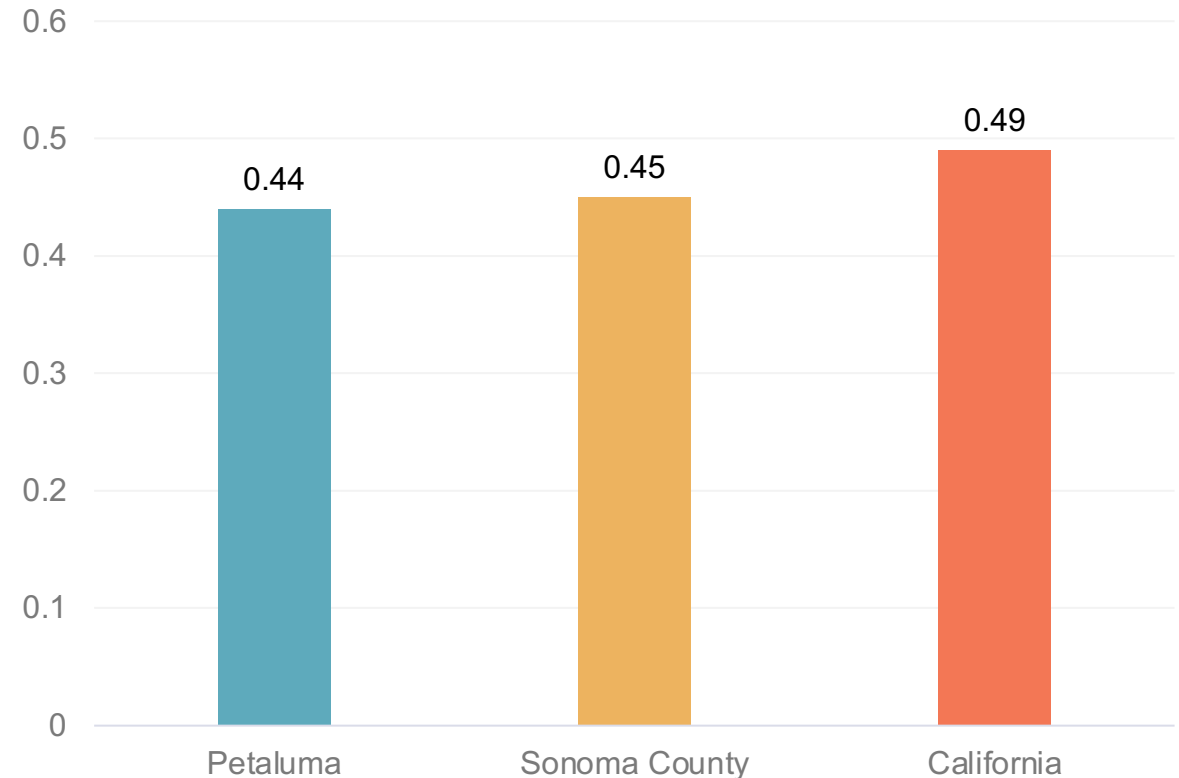
Income Inequality

- The Gini coefficient (or Gini index) is a measure of income inequality among a specific population or group of people.*
- The 2019 Gini index of 0.44 for Petaluma is slightly lower than for Sonoma County (0.45) or California (0.49) (Petaluma has a slightly more equitable distribution of income than the county or state).

Petaluma's Gini index has increased in recent years, up from 0.41 in 2012, showing a trend of growing income inequality.

Note: The national Gini index for the United States in 2019 was 0.39, illustrating that income distribution in California is more unequal than the national average.

Gini Coefficient (2019)



Source: American Community Survey

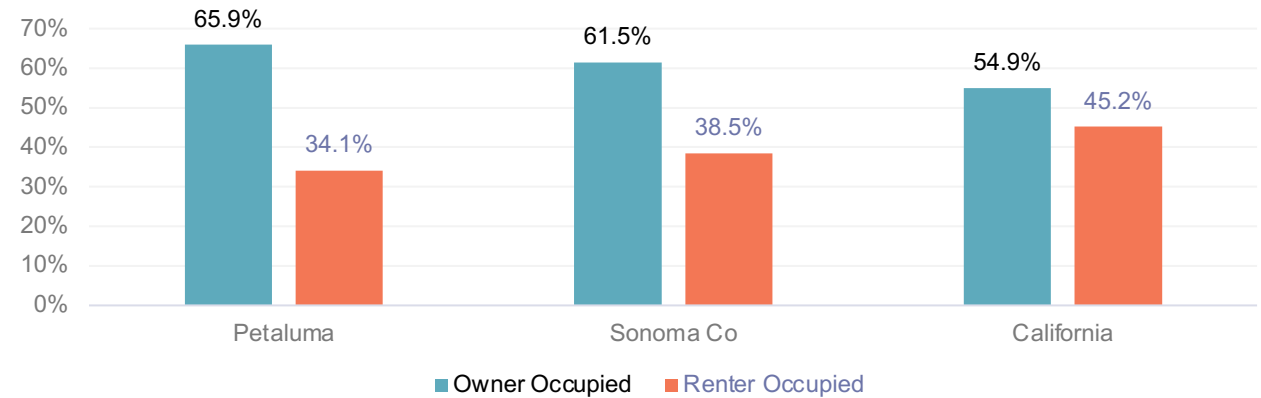
*According to the U.S. Census Bureau, the Gini coefficient summarizes the dispersion of income across the entire income distribution. The Gini coefficient ranges from 0, indicating perfect equality (where everyone receives an equal share), to 1, perfect inequality (where only one recipient or group of recipients receives all the income).

housing

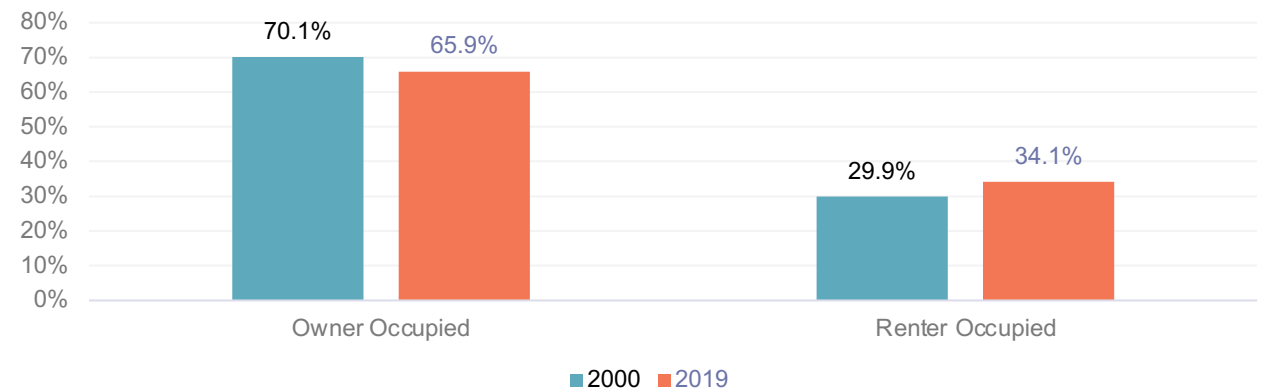
Housing Tenure

- Petaluma has a higher rate of homeownership than Sonoma County or the state – approximately 65.9 percent of Petaluma’s units were owner-occupied in 2019, as opposed to 64.1 percent in the county and 54.9 percent statewide.
- Despite these relatively high rates of owner occupancy, homeownership rates have fallen in Petaluma over the last 20 years. The percentage of owner-occupied homes in 2019 was down about 6 percent from 2000, when 70.1 percent of units were owner-occupied.

Housing Tenure - Petaluma, Sonoma Co. and California (2019)



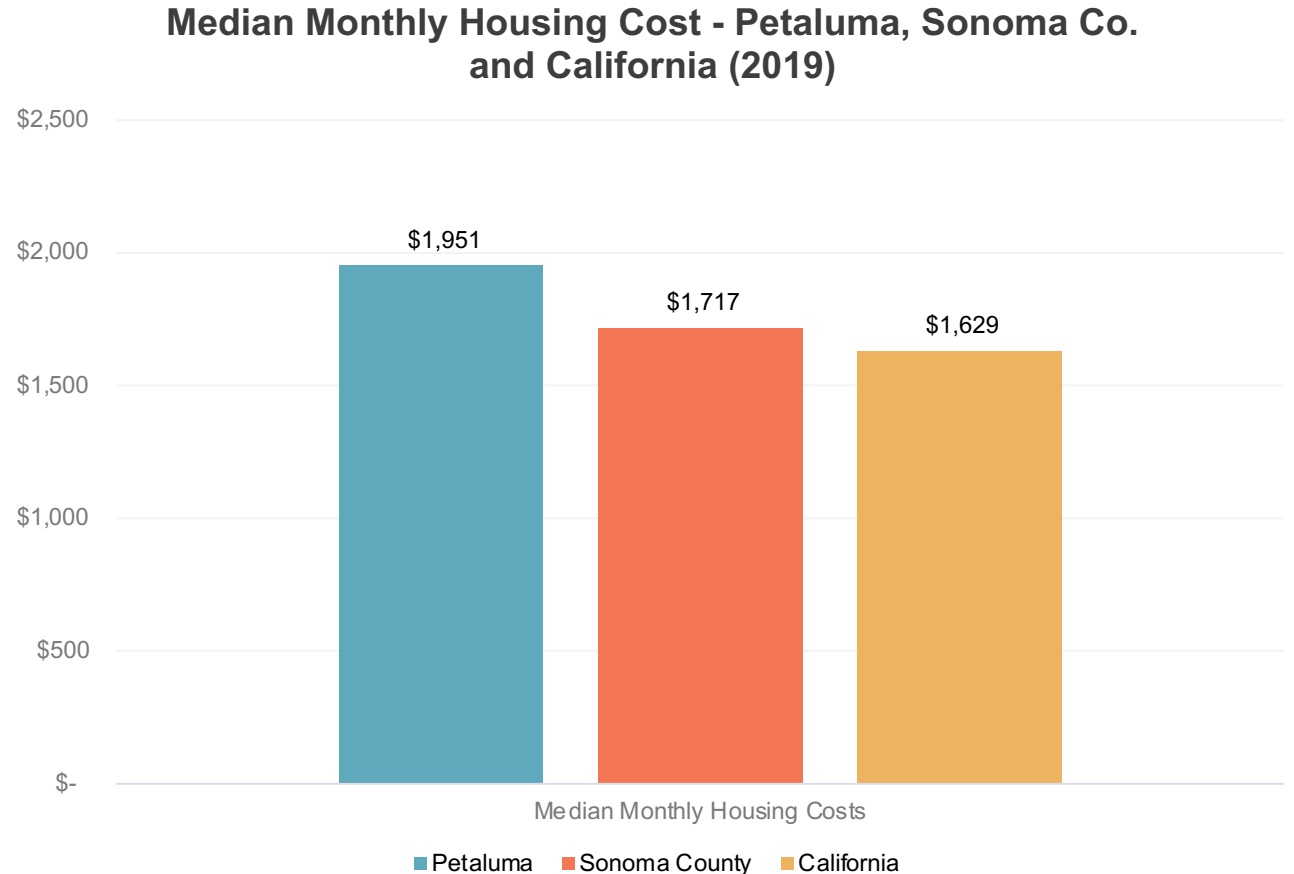
Housing Tenure - Petaluma (2000 and 2019)



Source: U.S. Census and American Community Survey

Housing Cost

- The median monthly housing cost in Petaluma in 2019 was \$1,951. This was approximately 13.6 percent higher than the Sonoma County median housing cost of \$1,717 per month and about 20 percent higher than the statewide median housing cost of \$1,629 per month.
- The overall rate of increase in housing costs in Petaluma over the past several years has been less than the rate of inflation.



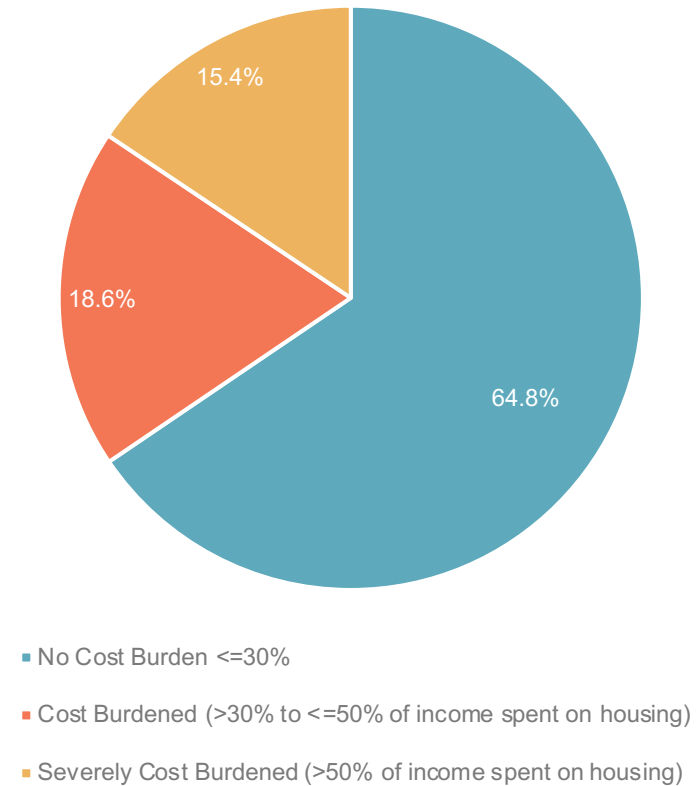
Source: American Community Survey

Cost Burden

- Housing cost burden* is a significant concern in Petaluma. In 2017, 18.6 percent of households spent 30 to 50 percent of their income on housing, and 15.4 percent of households spent more than 50 percent of income on housing (34.1 percent of households are moderately or severely housing cost burdened).
- This trend has improved since 2012, when 42.0 percent of households were moderately or severely cost-burdened in terms of housing.
- Petaluma has a lower share of cost-burdened households than Sonoma County, where a total of 38.4 percent of households are moderately or severely cost-burdened.

*The U.S. Dept. of Housing and Urban Development (HUD) defines housing cost burden as paying more than 30 percent of income for housing costs, and severe housing cost burden as paying more than 50 percent of income for housing costs.

Housing Cost Burden, Petaluma (2017)



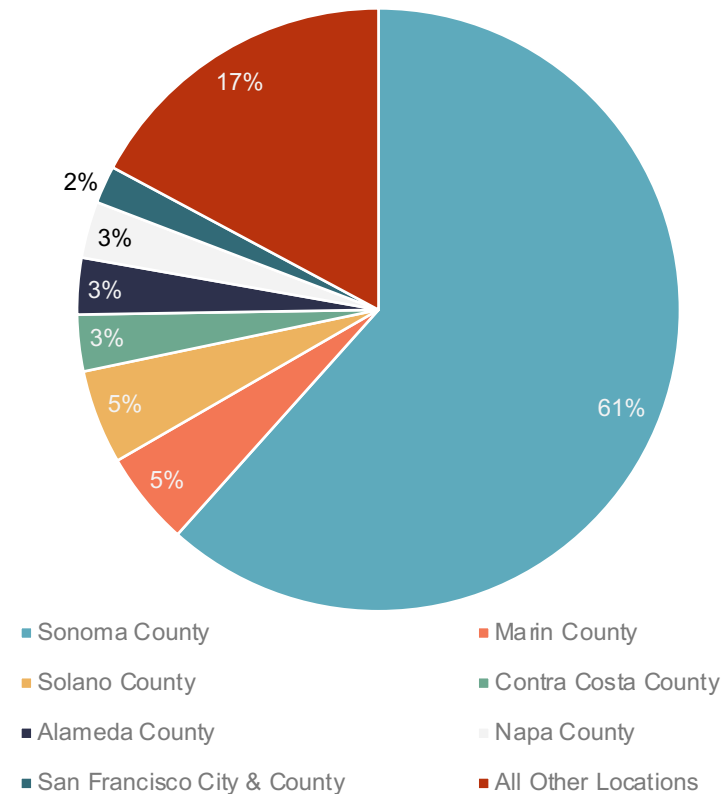
Source: U.S. Dept of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS) Data

transportation & commuting

Commute Patterns

- As of 2018 (pre-COVID-19), a significant proportion of commute trips, both for Petaluma residents and for people whose jobs are located in Petaluma, were relatively local in scale (e.g., within Petaluma or within Sonoma County).
- A large majority (61 percent) of workers employed in Petaluma resided in Sonoma County (21 percent of those who worked in the city lived in Petaluma).
- Approximately 21 percent of the workforce in Petaluma commuted from other Bay Area counties, and 17 percent were residents of locations outside the Bay Area.

Home Location of Petaluma Workers (2018)

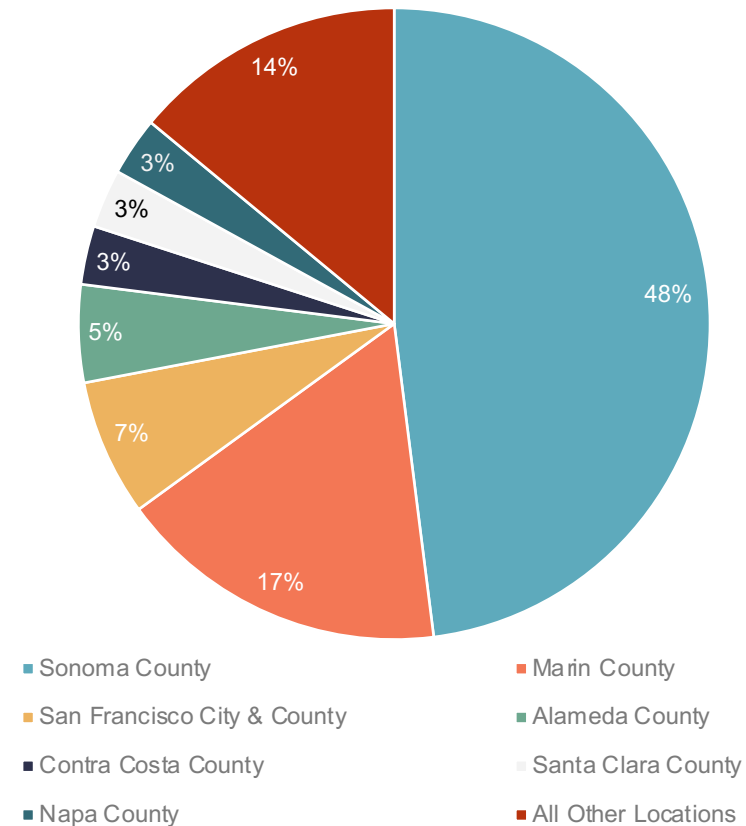


Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics data

Commute Patterns

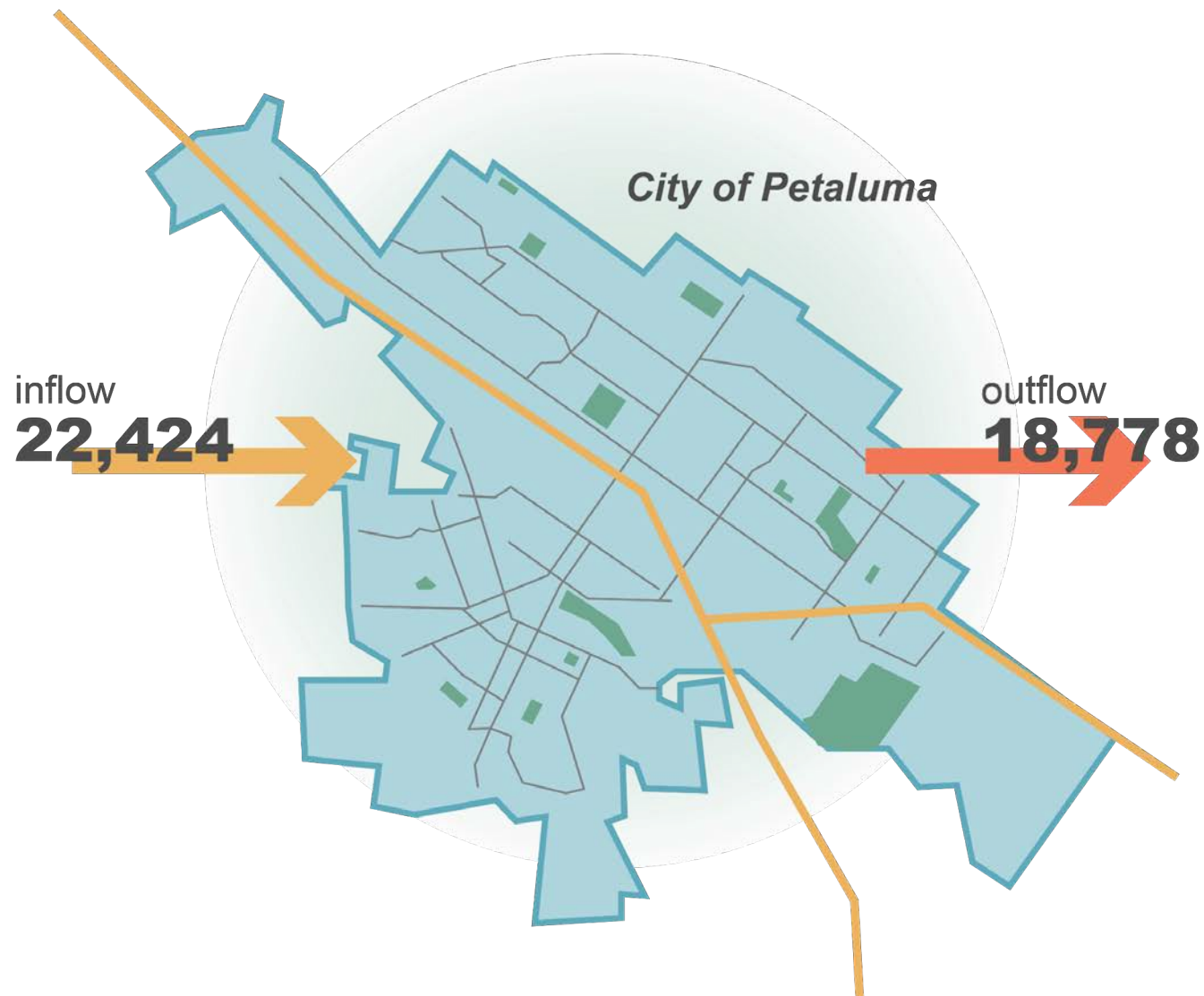
- In 2018 the share of employed Petaluma residents who worked in Sonoma County was 48 percent, with half of these people (24 percent of the total number) residing in Petaluma.
- About 17 percent of Petaluma's working population was employed in neighboring Marin County, and 7 percent was employed in San Francisco.
- The remaining 28 percent of Petaluma residents commuted to jobs in other parts of the Bay Area and beyond.

Work Location of Petaluma Residents (2018)



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics data

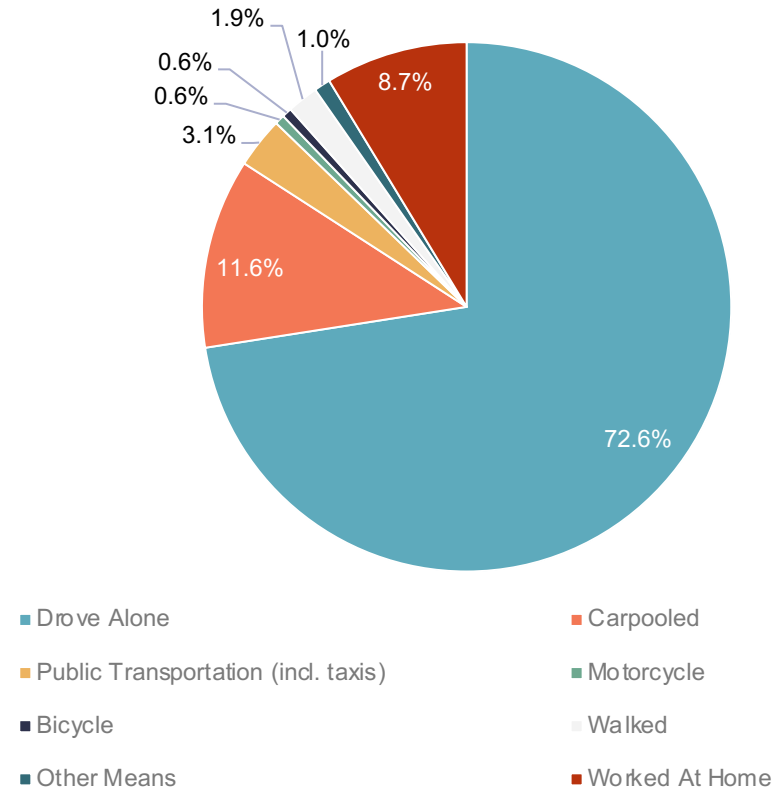
Commute Patterns—Inflow-Outflow



Means of Transportation to Work

- In 2019 (prior to the COVID-19 pandemic), a large majority of employed residents of Petaluma drove to work alone (72.6 percent).
- The share of workers who carpool to work with others was 11.6 percent. Commuters who used public transit accounted for 3.1 percent of Petaluma workers, and 1.9 percent walked to work.

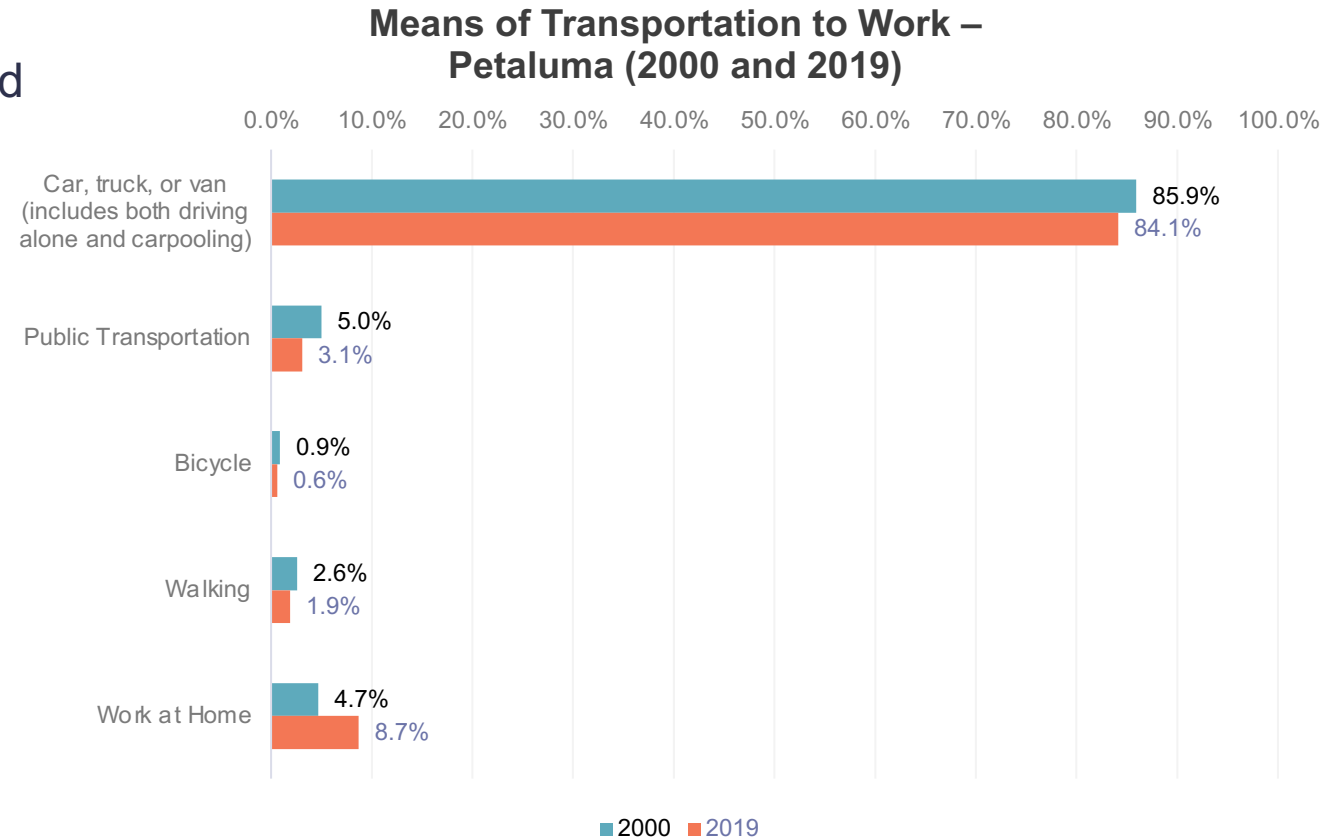
Means of Transportation to Work – Petaluma (2019)



Source: American Community Survey

Means of Transportation to Work

- Between 2000 and 2019, the rate of Petaluma residents commuting by public transit decreased from 5.0 percent to 3.1 percent, and the share of residents who work from home increased from 4.7 percent in 2000 to 8.7 percent in 2019.
- In 2019 a lower percentage of Petaluma residents drove to work alone than in the county (74.6 percent) or state (73.7 percent). The city had a greater share of residents who commute by public transportation than the county (1.9 percent), but a smaller share than the state (5.3 percent).
- A larger percentage of Petaluma residents carpool to work, and a smaller percentage of residents walk or bike to work, than in Sonoma County or California.



Source: U.S. Census and American Community Survey