

Santa Rosa, CA

Advanced industries employ

13,274

full-time workers. (2015)

These direct jobs supports an additional

10,620

indirect jobs in other industries in the region.

Advanced industries produce

\$3.3

billion dollars in output in the region.
(2015, 2009 Chained)

Advanced industries pay, on average

\$102,638

dollars per year (2015).

Advanced industries directly account for

6.4%

of all jobs in the region.

This employment share is

#126

among all small metros.

This accounts for

13.8%

of all output in the region (2015).

This compares to average pay of

\$50,683

for all industries (2015).

Advanced industry annual average growth, 2013-2015

OUTPUT

JOB

4.40% RANK:
#62

2.70%

2.09%

2.46% RANK:
#121

Santa Rosa, CA

U.S.

Santa Rosa, CA

U.S.

What are Advanced Industries?

The Metropolitan Policy Program at Brookings defines advanced industries as those that: 1) Spend at least \$450 per worker per year on R&D and 2) employ at least 20 percent of their workforce in STEM-intensive occupations. The definition identifies 50 4-digit NAICS industries across the manufacturing, energy, and services sectors that together constitute the advanced industries super-sector.

Why do Advanced Industries Matter?

Advanced industries encompass the nation's "tech" sector at its broadest and most consequential. They represent a sizable economic anchor for the U.S. economy and have led the post-recession employment recovery. Their competitiveness and growth are prerequisites for any future broadly shared prosperity. As such, the sector encompasses the country's best shot at supporting innovative, inclusive, and sustainable growth. Advanced industries are present in nearly every U.S. region, but the sector's geography is uneven.

For More Information

VIEW THE FULL REPORT

www.brookings.edu/advancedindustries

SEE THE INTERACTIVE

www.brookings.edu/advancedindustries

FOLLOW US ON TWITTER

@BrookingsMetro | @MarkMuro1 | #AdvIndustries

DATA NOTES

All figures reflect Brookings analysis of data from Moody's Analytics.

Santa Rosa, CA

Twenty-Five Largest Advanced Industries (2015)

There are 8 advanced industries in Santa Rosa, CA with LQs over 1.5. LQs over 1.5 indicate specialization †

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2015)	Industry Location Quotient (LQ) † 2015	Industry Share of Total Advanced Industries Employment (2015)	Industry Employment Annual Growth		Industry Share of Total Advanced Industries Output (2015)	Industry Output Annual Growth	
					2010- 2013	2013- 2015		2010- 2013	2013- 2015
5413	Engineering	1,980	1.00	14.9%	-7.9%	6.3%	9.5%	-8.4%	8.4%
3345	Precision Instruments	1,680	2.99	12.7%	2.7%	-2.1%	15.3%	9.1%	2.4%
5416	Management Consulting	1,540	0.85	11.6%	-8.3%	11.5%	6.8%	-10.5%	2.8%
5415	Computer Systems Design	1,230	0.46	9.2%	-4.3%	-1.3%	8.9%	-1.3%	8.4%
3391	Medical Equipment & Supplies	1,100	2.55	8.3%	1.2%	-10.4%	5.9%	-1.9%	-8.3%
3344	Semiconductors	840	1.61	6.3%	0.3%	5.8%	7.2%	7.9%	2.3%
5417	R&D Services	690	0.74	5.2%	-1.3%	13.6%	4.6%	1.1%	16.2%
3333	Commercial & Service Machinery	580	4.58	4.3%	-4.9%	2.2%	2.3%	-4.8%	-4.4%
6215	Medical and Diagnostic Laboratories	370	1.01	2.8%	4.5%	6.9%	1.0%	3.6%	1.0%
3399	Misc. Manufacturing	320	0.81	2.4%	-3.4%	-7.2%	1.2%	-7.9%	-9.1%
2211	Power Generation & Supply	310	0.55	2.3%	3.4%	-5.4%	3.3%	-3.4%	-13.1%
3339	General Purpose Machinery	280	0.73	2.1%	3.4%	-0.7%	1.1%	3.4%	-8.6%
3332	Industrial Machinery	230	1.41	1.7%	8.5%	10.3%	1.2%	12.0%	9.3%
3254	Pharmaceuticals	190	0.48	1.4%	10.3%	26.6%	4.3%	15.0%	23.0%
3343	Audio & Video Equipment	170	6.11	1.3%	-12.3%	-5.8%	1.7%	6.8%	-0.1%
3271	Clay Product and Refractory Manufacturing	160	2.94	1.2%	-7.4%	4.6%	0.5%	-6.1%	2.1%
5191	Web Search Portals and Internet Publishing	160	0.46	1.2%	10.3%	15.7%	1.7%	21.7%	3.4%
3253	Pesticides & Fertilizers	140	2.72	1.1%	4.1%	26.8%	1.7%	11.4%	21.4%
5179	Other telecommunications	120	1.04	0.9%	-12.5%	-24.0%	1.1%	-19.1%	-25.9%
3331	Agri., Constr., Mining Machinery	110	0.34	0.9%	5.5%	-3.4%	0.4%	3.2%	-8.6%
3336	Engine & Power Equipment	110	0.78	0.8%	-0.8%	-4.6%	0.1%	-21.2%	-23.6%
5112	Software Products	100	0.20	0.7%	-11.2%	9.7%	2.8%	-5.5%	13.8%
5172	Wireless Telecom Carriers	90	0.45	0.6%	-50.9%	92.2%	7.6%	67.1%	59.9%
3341	Computer Equipment	80	0.35	0.6%	-14.0%	2.6%	1.3%	-8.3%	7.2%
5182	Data Processing & Hosting	60	0.15	0.5%	35.3%	10.9%	0.4%	22.8%	11.0%
IFG	Advanced industries manufacturing	6,540	0.83	49.3%	-1.0%	-1.1%	47.8%	2.5%	1.6%
	Advanced industries energy	360	0.40	2.7%	3.3%	-5.8%	6.6%	3.9%	-12.1%
	Advanced industries services	6,370	0.68	48.0%	-6.6%	6.3%	45.6%	-3.4%	11.2%
	ADVANCED INDUSTRIES TOTAL	13,270	0.73	100.0%	-3.5%	2.1%	100.0%	0.0%	4.4%

† Location quotients are a measure of specialization for an industry using employment. A LQ of over 1 indicates that an industry employs more workers, as a share of total employment, than the nation as a whole.