# BEARFACTS 1995 – 2005
# Santa Rosa-Petaluma (MSA) [42220]

Santa Rosa-Petaluma is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2005 population of 462,299 ranked 103rd in the nation.

## PER CAPITA PERSONAL INCOME

In 2005 Santa Rosa-Petaluma had a per capita personal income (PCPI) of $40,784. This PCPI ranked 23rd in the United States and was 118 percent of the national average, $34,690. The 2005 PCPI reflected an increase of 4.9 percent from 2004. The 2004-2005 national change was 4.6 percent. In 1995 the PCPI of Santa Rosa-Petaluma was $25,716 and ranked 32nd in the United States. The 1995-2005 average annual growth rate of PCPI was 4.7 percent. The average annual growth rate for the nation was 4.2 percent.

## TOTAL PERSONAL INCOME

In 2005 Santa Rosa-Petaluma had a total personal income (TPI) of $18,854,400*. This TPI ranked 82nd in the United States. In 1995 the TPI of Santa Rosa-Petaluma was $10,859,377* and ranked 85th in the United States. The 2005 TPI reflected an increase of 4.5 percent from 2004. The 2004-2005 national change was 5.6 percent. The 1995-2005 average annual growth rate of TPI was 5.7 percent. The average annual growth rate for the nation was 5.3 percent.

## COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Rosa-Petaluma. In 2005 net earnings accounted for 68.1 percent of TPI (compared with 64.0 in 1995); dividends, interest, and rent were 20.6 percent (compared with 24.0 in 1995); and personal current transfer receipts were 11.3 percent (compared with 12.0 in 1995). From 2004 to 2005 net earnings increased 4.7 percent; dividends, interest, and rent increased 3.8 percent; and personal current transfer receipts increased 4.5 percent. From 1995 to 2005 net earnings increased on average 6.3 percent each year; dividends, interest, and rent increased on average 4.1 percent; and personal current transfer receipts increased on average 5.0 percent.

## EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Rosa-Petaluma increased from $11,572,963* in 2004 to $12,156,151* in 2005, an increase of 5.0 percent. The 2004-2005 national change was 5.3 percent. The average annual growth rate from the 1995 estimate of $6,222,368* to the 2005 estimate was 6.9 percent. The average annual growth rate for the nation was 5.5 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

USDOC, Bureau of Economic Analysis, April 23, 2009