



# Madera County, CA

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## Economy Overview

**157,923**

**Population (2018)**

Population **grew by 6,105** over the last 5 years and is projected to **grow by 5,082** over the next 5 years.

**55,168**

**Jobs (2018)**

Jobs **grew by 2,612** over the last 5 years and are projected to **grow by 3,541** over the next 5 years.

**\$48.2K**

**Median Household Income (2017)**

Median household income is **\$9.4K below** the national median household income of \$57.7K.

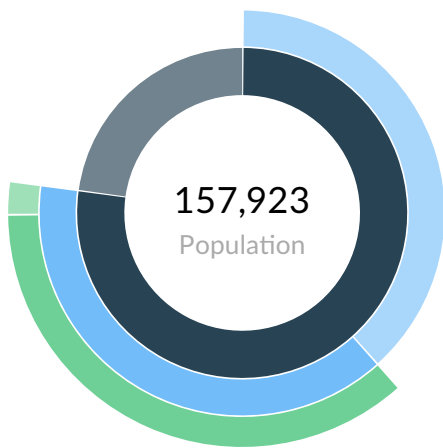
### Takeaways

- As of 2018 the region's population **increased by 4.0%** since 2013, growing by 6,105. Population is expected to **increase by 3.2%** between 2018 and 2023, adding 5,082.
- From 2013 to 2018, jobs **increased by 5.0%** in Madera County, CA from 52,556 to **55,168**. This change **fell short of the national growth rate of 7.8% by 2.8%**. As the number of jobs increased, the **labor force participation rate decreased from 51.0% to 50.3% between 2013 and 2018**.
- Concerning educational attainment, **8.4% of Madera County, CA residents possess a Bachelor's Degree** (10.3% below the national average), and **6.8% hold an Associate's Degree** (1.2% below the national average).
- The top three industries in 2018 are Support Activities for Crop Production, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	157,923	61,250	55,168	122.3	\$5.24B	\$7.68B	\$7.09B
State	39,853,042	19,627,394	19,568,418	133.8	\$2.82T	\$1.39T	\$1.97T

## Economy Overview - Cont.

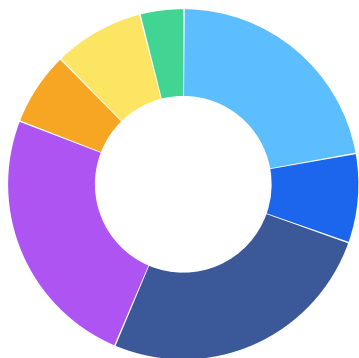
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	121,745
● Not in Labor Force (15+)	60,495
● Labor Force	61,250
● Employed	57,637
● Unemployed	3,613
● Under 15	36,178

### Educational Attainment

Concerning educational attainment, **8.4% of Madera County, CA residents possess a Bachelor's Degree** (10.3% below the national average), and **6.8% hold an Associate's Degree** (1.2% below the national average).

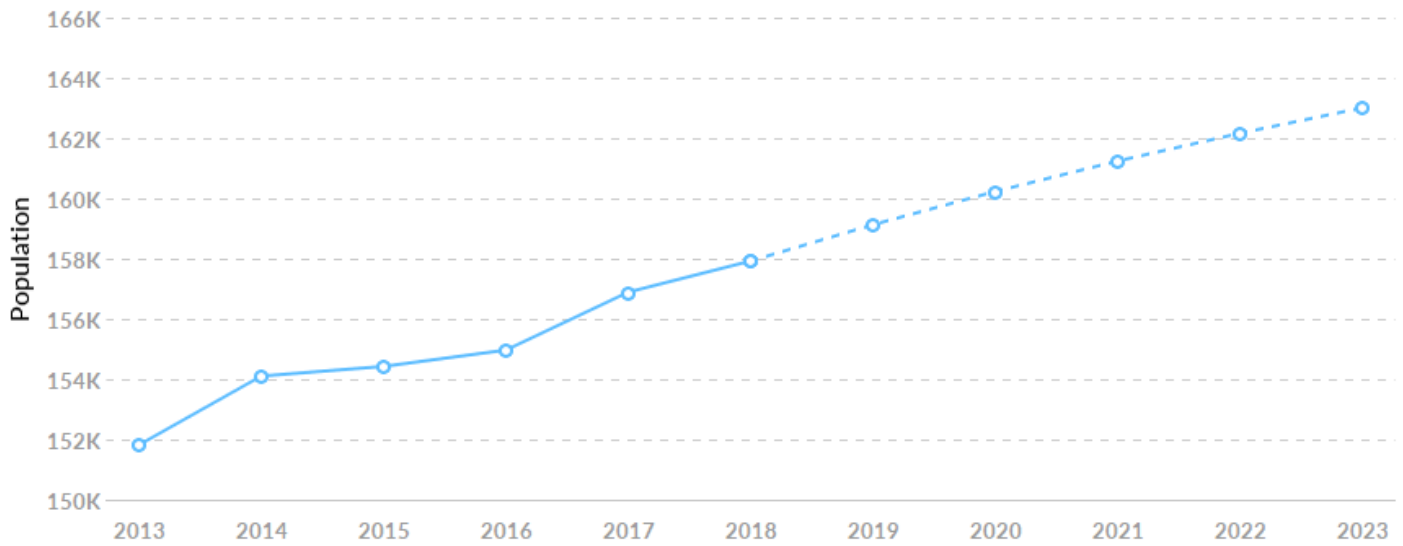


	% of Population	Population
● Less Than 9th Grade	22.1%	22,007
● 9th Grade to 12th Grade	8.2%	8,183
● High School Diploma	26.0%	25,861
● Some College	24.5%	24,377
● Associate's Degree	6.8%	6,762
● Bachelor's Degree	8.4%	8,317
● Graduate Degree and Higher	4.0%	4,030

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 4.0% since 2013, growing by 6,105. Population is expected to increase by 3.2% between 2018 and 2023, adding 5,082.

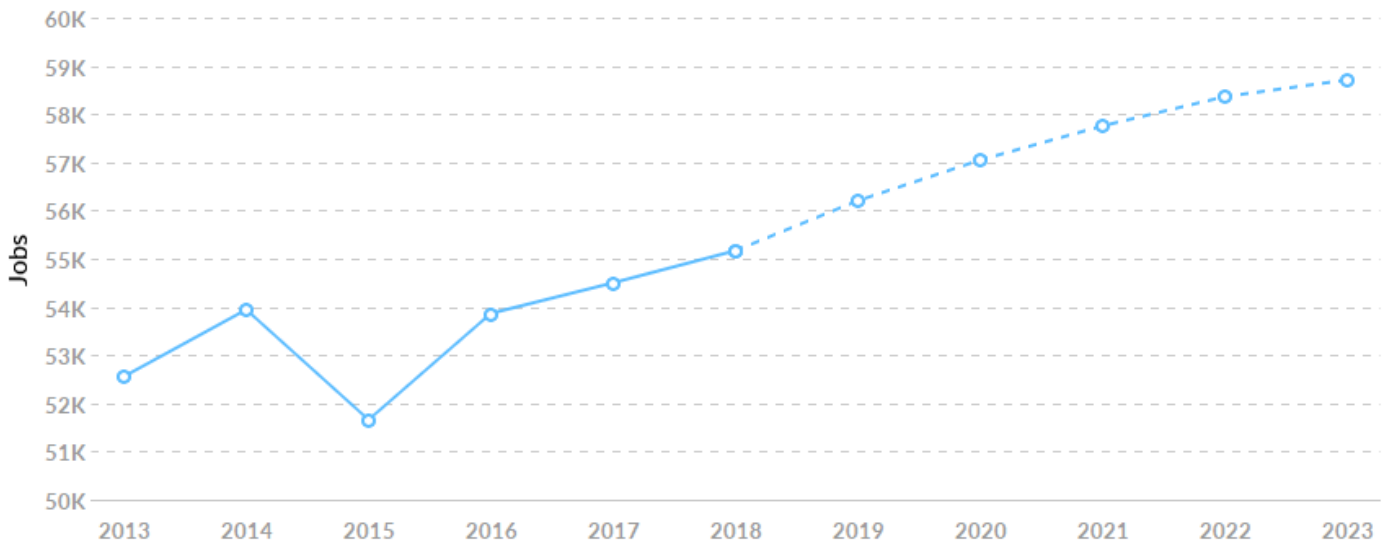


Timeframe	Population
2013	151,818
2014	154,103
2015	154,424
2016	154,966
2017	156,889
2018	157,923
2019	159,127
2020	160,230
2021	161,240
2022	162,163
2023	163,005

# Historic & Projected Trends - Cont.

## Job Trends

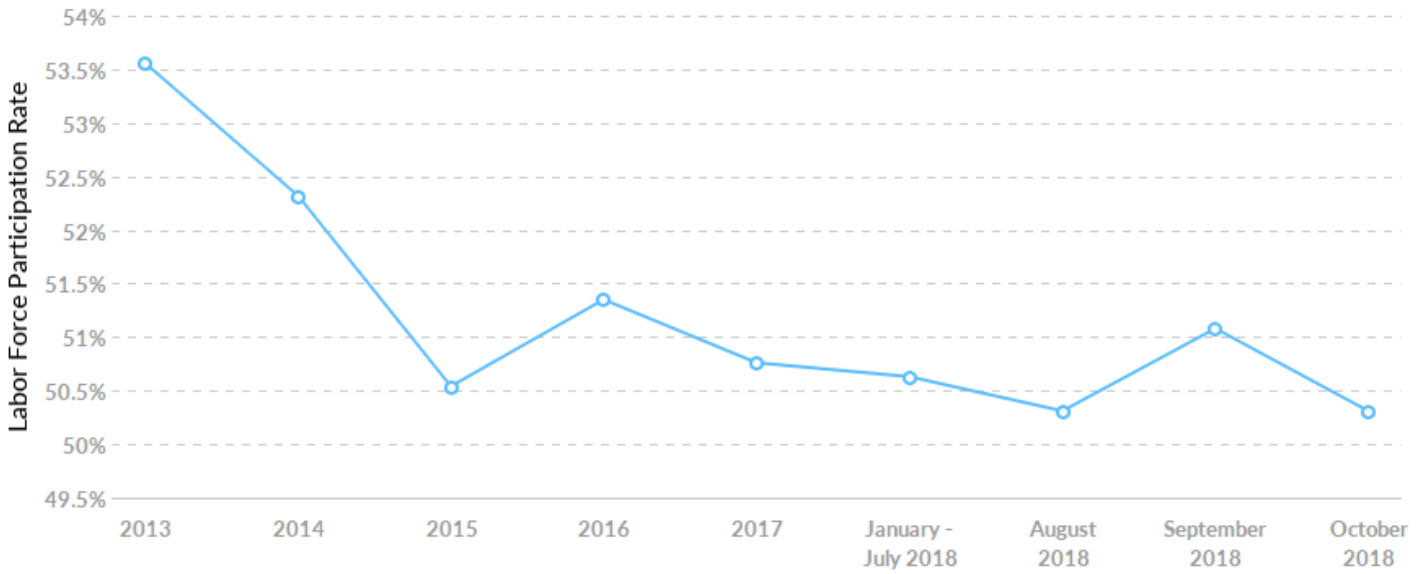
From 2013 to 2018, jobs increased by 5.0% in Madera County, CA from 52,556 to 55,168. This change fell short of the national growth rate of 7.8% by 2.8%.



Timeframe	Jobs
2013	52,556
2014	53,943
2015	51,659
2016	53,865
2017	54,500
2018	55,168
2019	56,204
2020	57,047
2021	57,755
2022	58,362
2023	58,709

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

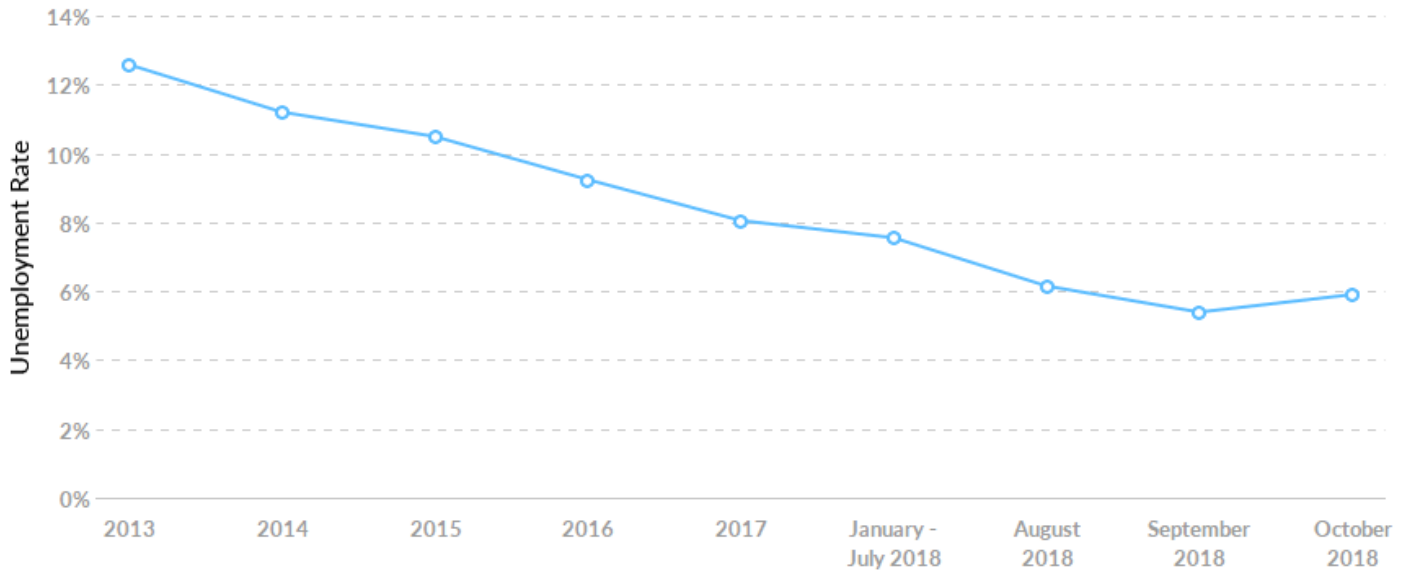


Timeframe	Labor Force Participation Rate
2013	53.56%
2014	52.32%
2015	50.54%
2016	51.35%
2017	50.76%
January - July 2018	50.63%
August 2018	50.31%
September 2018	51.08%
October 2018	50.31%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

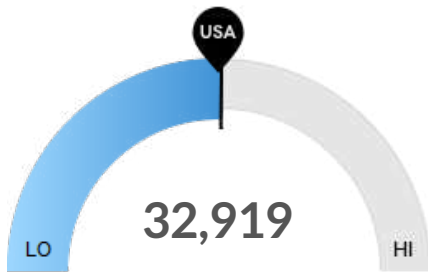
Madera County, CA had an October 2018 unemployment rate of 5.90%, **decreasing from 12.58%** 5 years before.



Timeframe	Unemployment Rate
2013	12.58%
2014	11.20%
2015	10.49%
2016	9.24%
2017	8.05%
January - July 2018	7.55%
August 2018	6.15%
September 2018	5.39%
October 2018	5.90%

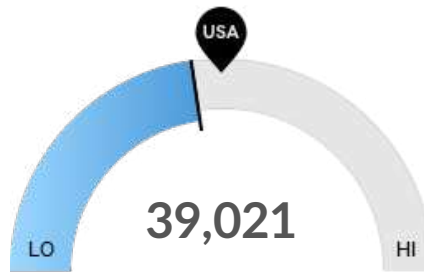


## Population Characteristics



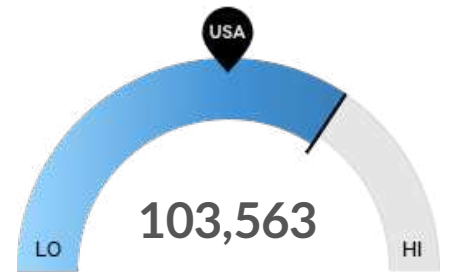
**Millennials**

Madera County, CA has 32,919 millennials (ages 20-34). The national average for an area this size is 32,494.



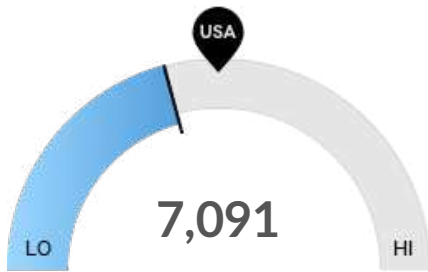
**Retiring Soon**

Retirement risk is low in Madera County, CA. The national average for an area this size is 44,725 people 55 or older, while there are 39,021 here.



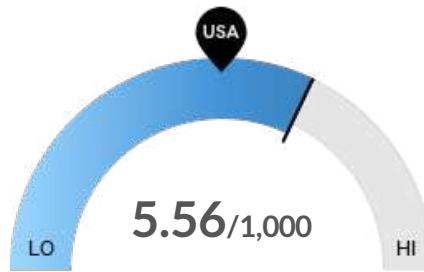
**Racial Diversity**

Racial diversity is high in Madera County, CA. The national average for an area this size is 61,613 racially diverse people, while there are 103,563 here.



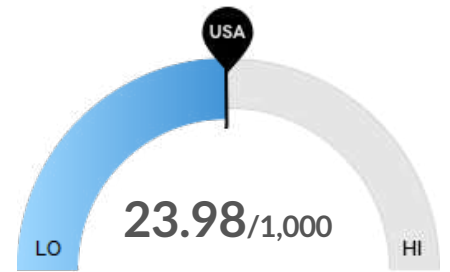
**Veterans**

Madera County, CA has 7,091 veterans. The national average for an area this size is 9,122.



**Violent Crime**

Madera County, CA has 5.56 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



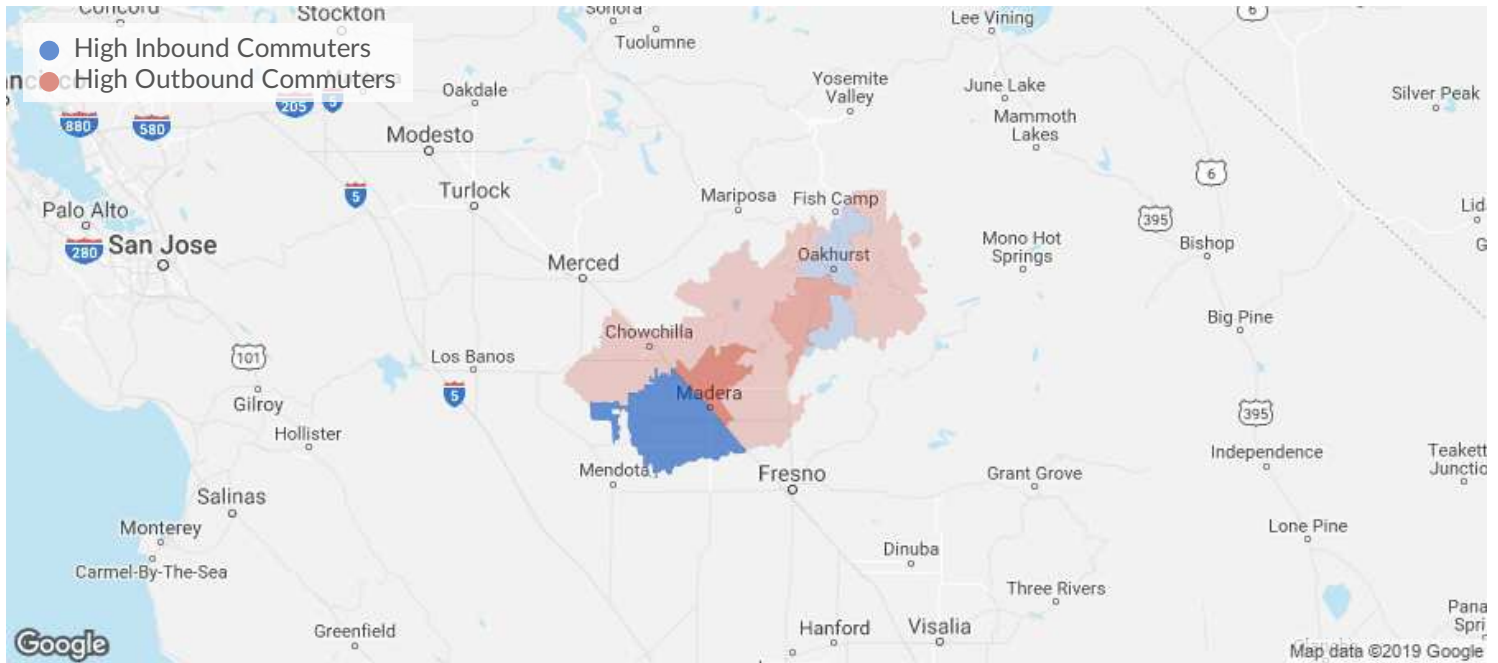
**Property Crime**

Madera County, CA has 23.98 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Madera County, CA currently works compared to where talent lives can help you optimize site decisions.



**Where Talent Works**

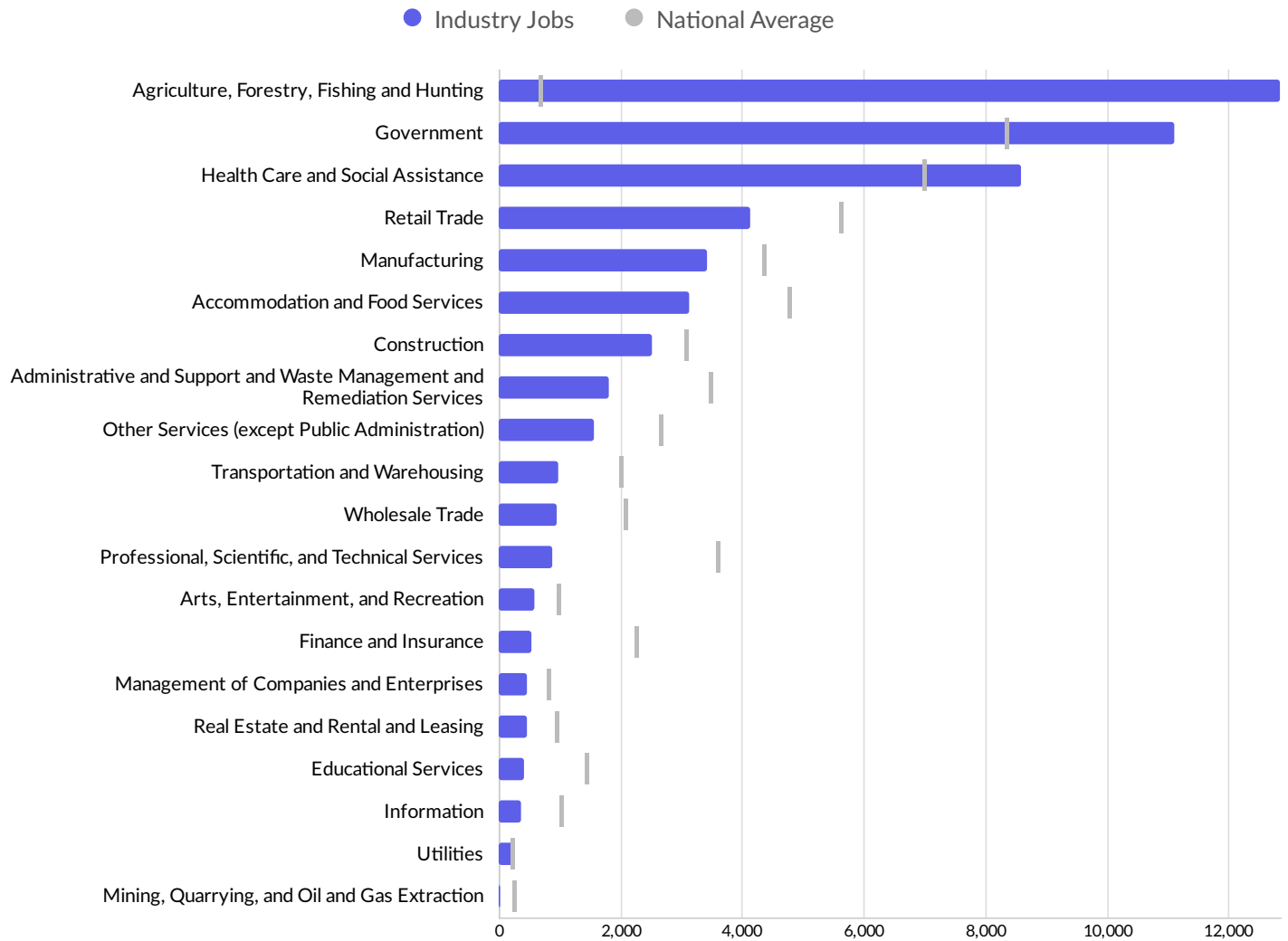
**Where Talent Lives**

ZIP	Name	2018 Employment
93637	Madera, CA (in Madera...	27,740
93638	Madera, CA (in Madera...	8,742
93636	Madera, CA (in Madera...	5,755
93610	Chowchilla, CA (in Ma...	4,929
93644	Oakhurst, CA (in Made...	4,265

ZIP	Name	2018 Workers
93637	Madera, CA (in Madera...	16,618
93638	Madera, CA (in Madera...	16,514
93610	Chowchilla, CA (in Ma...	6,555
93636	Madera, CA (in Madera...	6,145
93614	Coarsegold, CA (in Ma...	5,225

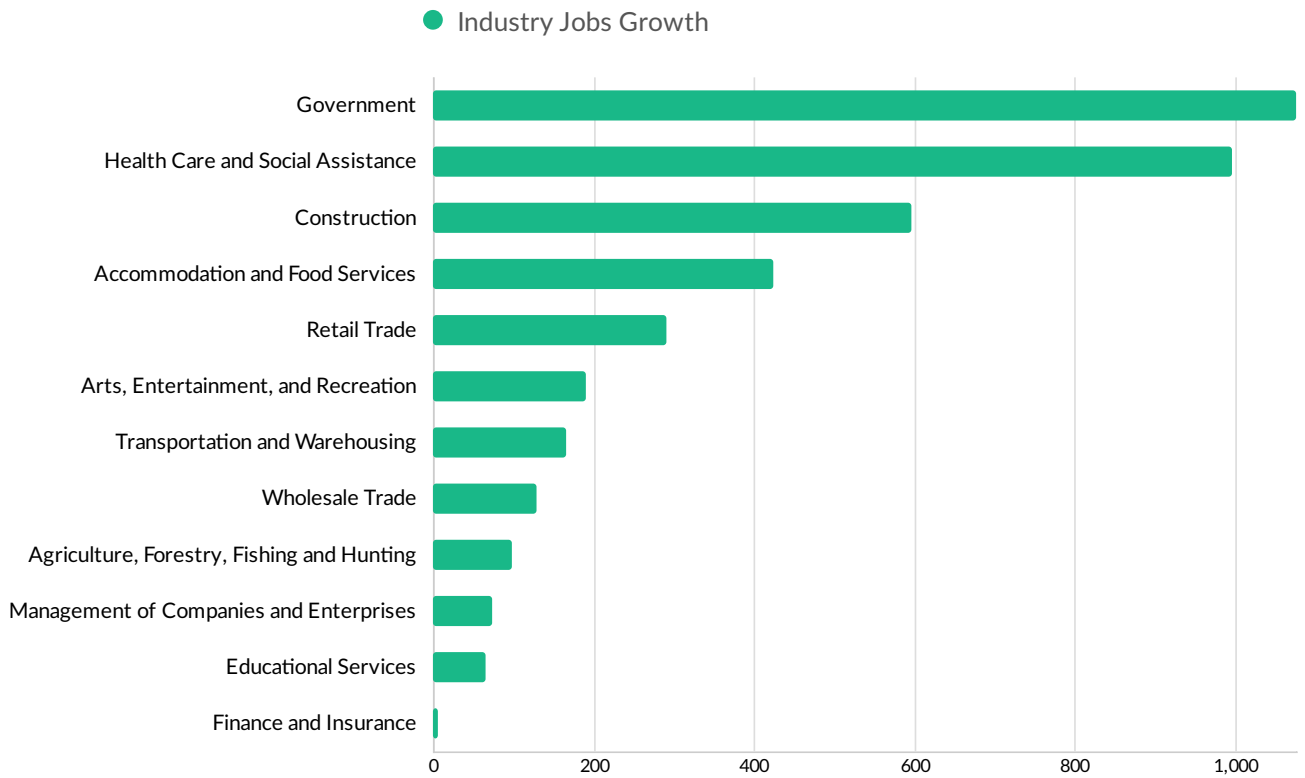
# Industry Characteristics

## Largest Industries



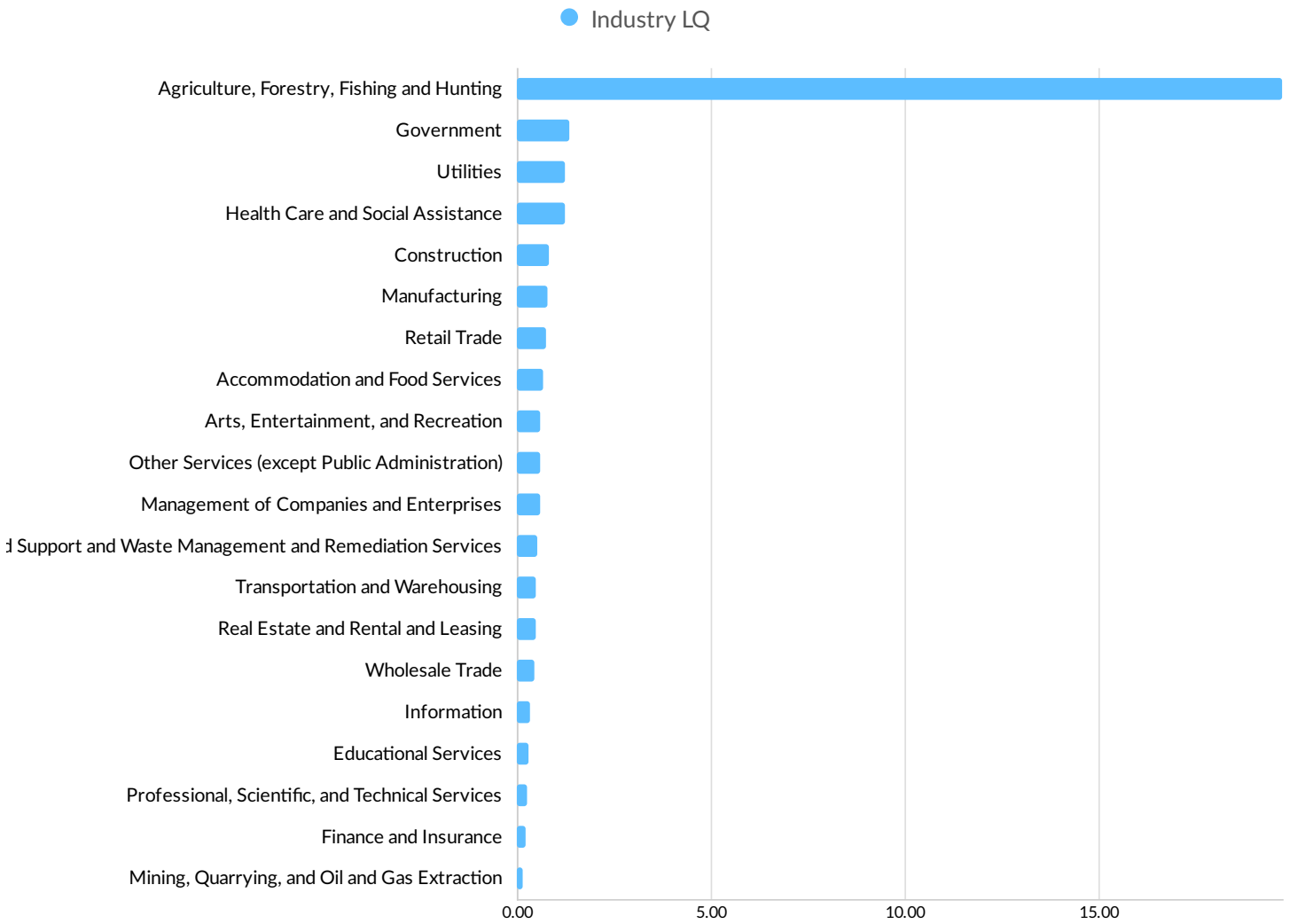
## Industry Characteristics - Cont.

### Top Growing Industries



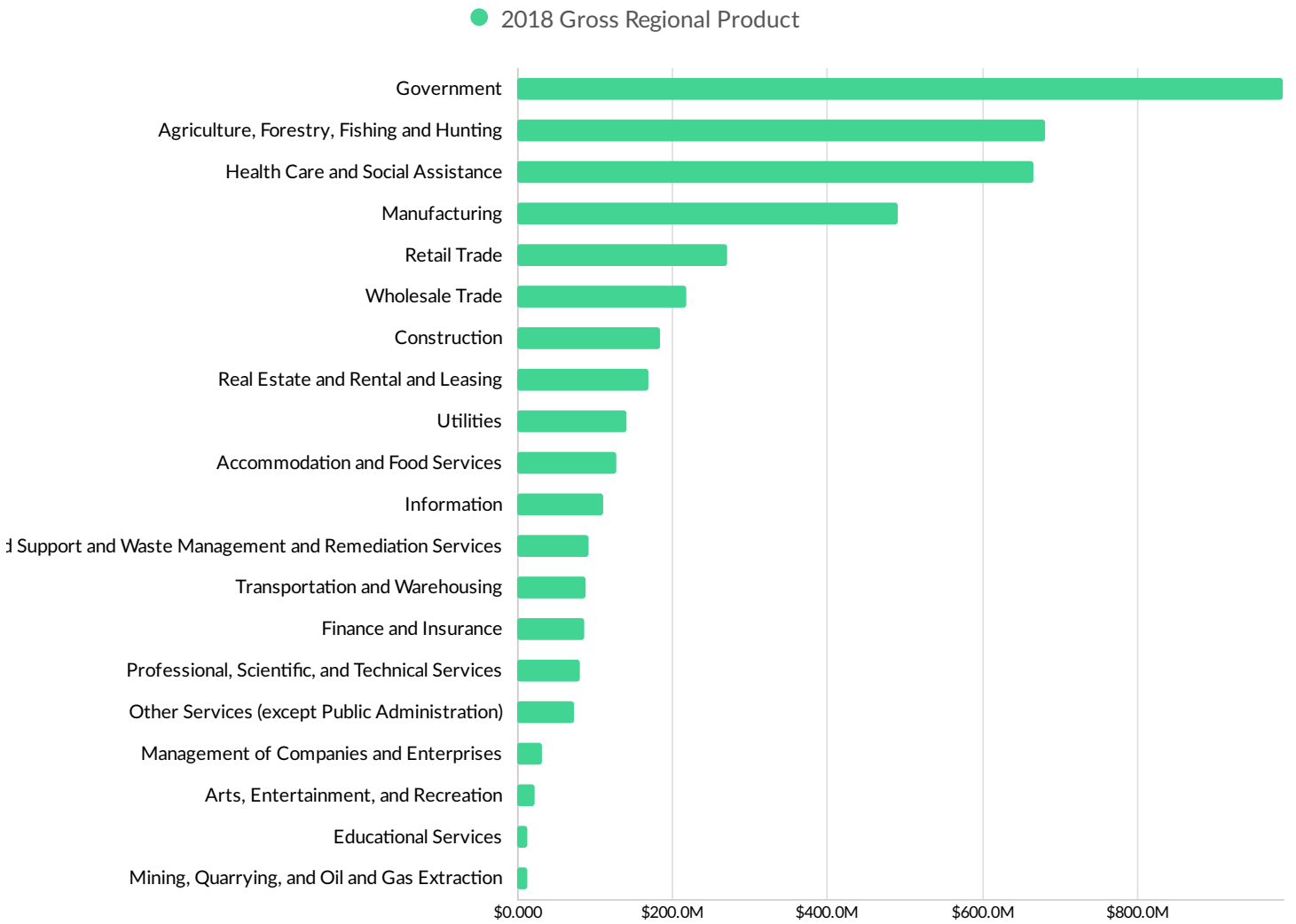
## Industry Characteristics - Cont.

### Top Industry LQ



# Industry Characteristics - Cont.

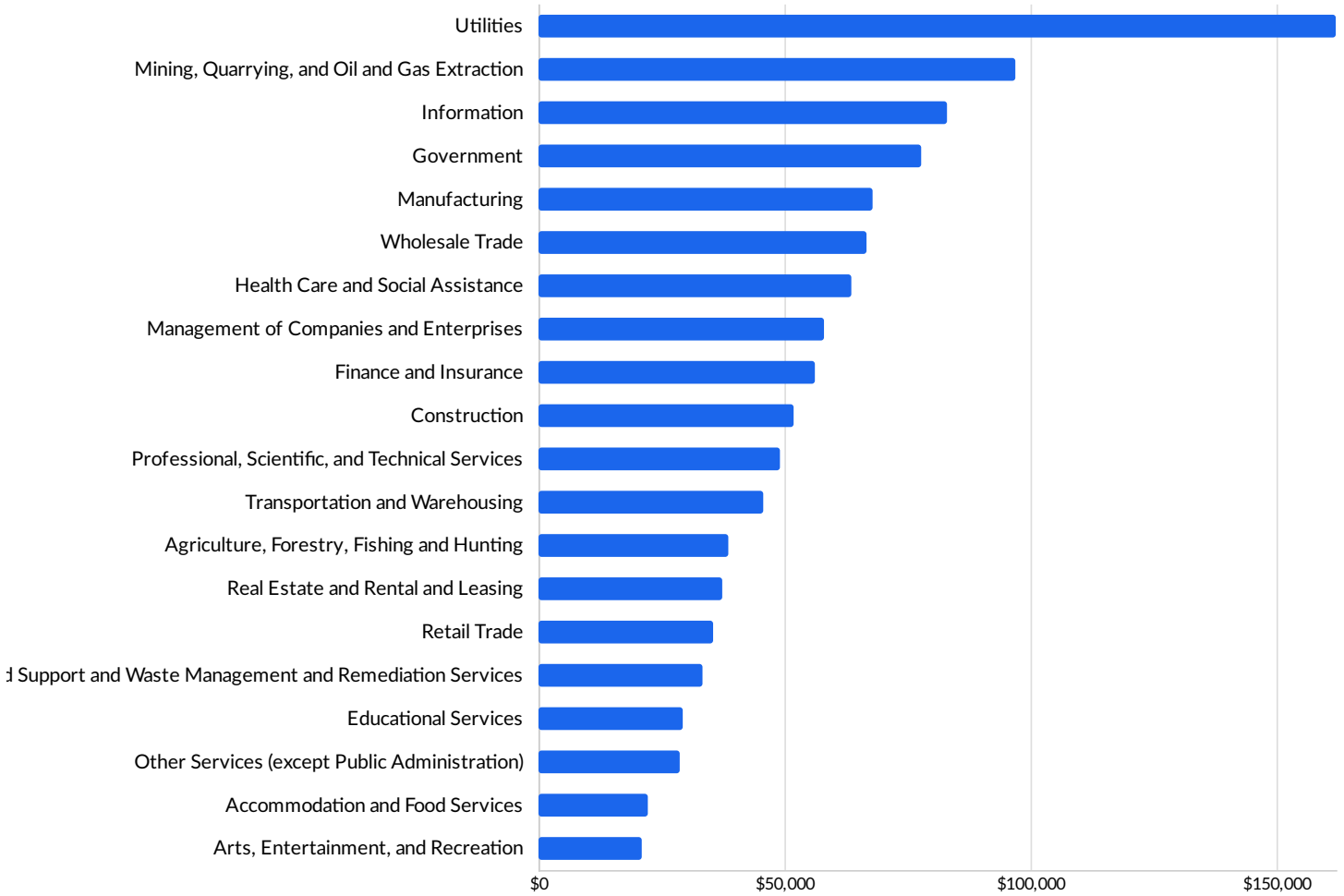
## Top Industry GRP



# Industry Characteristics - Cont.

## Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Agriculture, Forestry, Fishing and Hunting	12,747	12,845	98	+1%	19.72	\$38,467	\$681.72M
Government	10,023	11,099	1,076	+11%	1.34	\$77,646	\$988.83M
Health Care and Social Assistance	7,597	8,593	996	+13%	1.23	\$63,580	\$667.66M
Retail Trade	3,855	4,147	292	+8%	0.74	\$35,395	\$271.94M
Manufacturing	4,012	3,435	-577	-14%	0.79	\$67,823	\$491.65M
Accommodation and Food Services	2,712	3,137	425	+16%	0.66	\$22,284	\$127.17M
Construction	1,925	2,521	596	+31%	0.82	\$51,793	\$184.45M
Administrative and Support and Waste Management and Remediation Services	2,501	1,800	-701	-28%	0.52	\$33,317	\$92.04M
Other Services (except Public Administration)	1,604	1,572	-32	-2%	0.60	\$28,642	\$73.80M
Transportation and Warehousing	823	988	165	+20%	0.50	\$45,595	\$88.45M
Wholesale Trade	821	950	129	+16%	0.46	\$66,568	\$218.68M
Professional, Scientific, and Technical Services	914	880	-34	-4%	0.25	\$49,196	\$81.67M
Arts, Entertainment, and Recreation	388	578	190	+49%	0.60	\$21,030	\$21.84M
Finance and Insurance	536	542	6	+1%	0.24	\$56,300	\$86.86M
Management of Companies and Enterprises	396	469	73	+18%	0.60	\$58,021	\$31.61M
Real Estate and Rental and Leasing	560	455	-105	-19%	0.49	\$37,260	\$169.38M
Educational Services	346	412	66	+19%	0.29	\$29,197	\$13.88M
Information	411	358	-53	-13%	0.35	\$83,027	\$110.36M
Utilities	242	237	-5	-2%	1.24	\$162,065	\$141.97M






















## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	44	31	-13	-30%	0.14	\$96,835	\$12.65M

## Business Characteristics

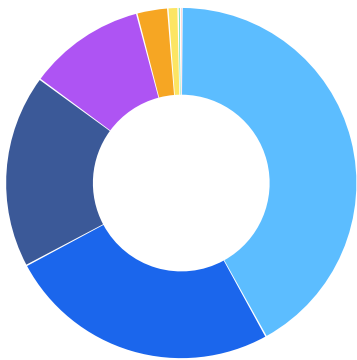
### 6,800 Companies Employ Your Workers

Online profiles for your workers mention 6,800 companies as employers, with the top 10 appearing below. In the last 12 months, 1,244 companies in Madera County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Madera County Office of Educ...	127 	CRST International, Inc.	368 
Children's Hospital Central Cal...	120 	Valley Children's Hospital	331 
Madera Community Hospital	106 	C.R. England, Inc.	315 
Chukchansi Gold Resort & Casi...	74 	Chukchansi Gold Resort & Casi...	282 
Musd	56 	Lyft, Inc.	186 
Madera Unified School District	54 	Madera Community Hospital	180 
Constellation Brands, Inc.	40 	Madera Unified School District	139 
County of Madera	38 	Pilot Flying J	108 
State of California	37 	The Home Depot Inc	99 
Wal-Mart Stores, Inc.	34 	Comphealth Associates, Inc	98 

## Business Characteristics - Cont.

### Business Size

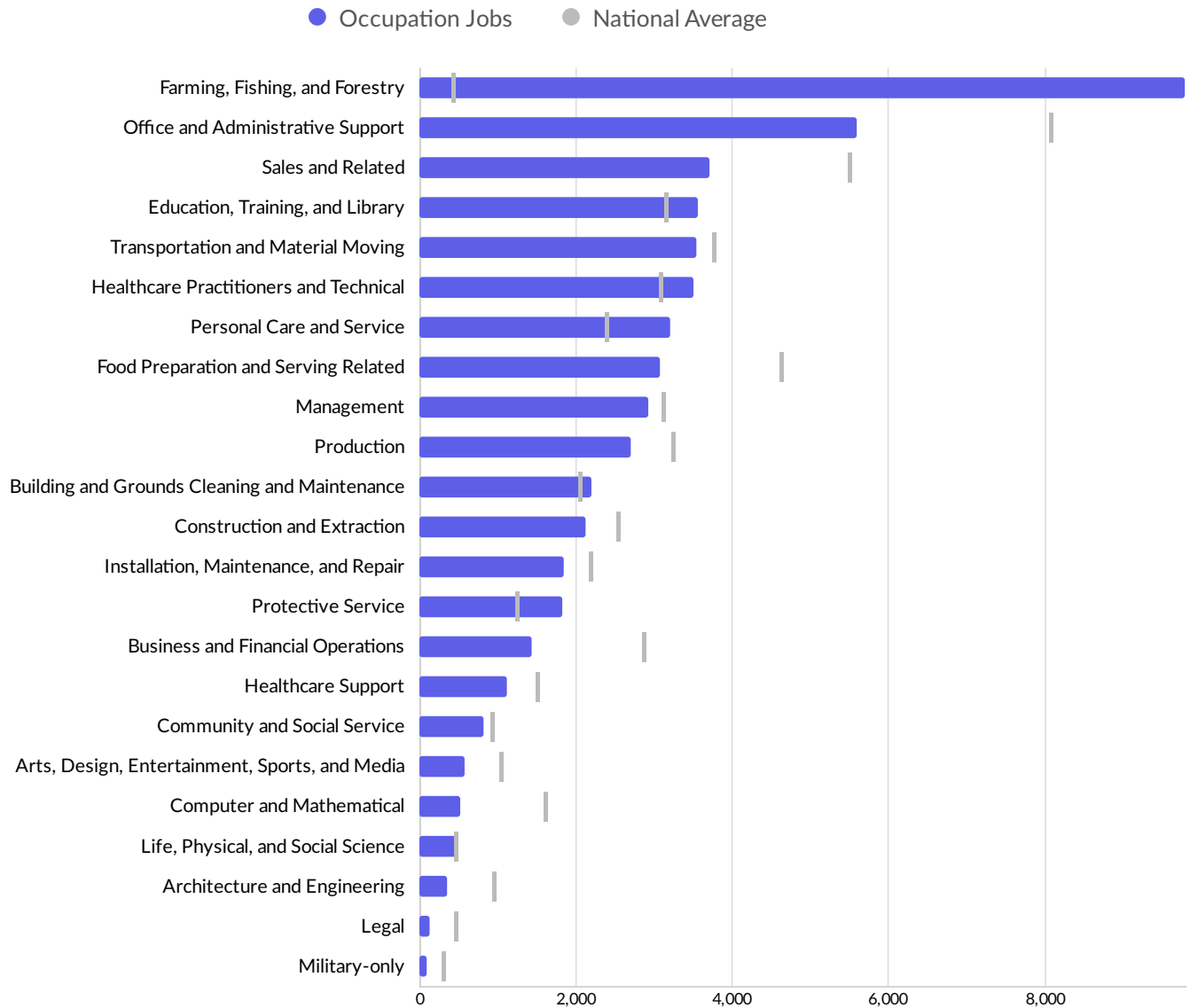


	Percentage	Business Count
1 to 4 employees	41.9%	1,873
5 to 9 employees	25.3%	1,129
10 to 19 employees	17.9%	799
20 to 49 employees	10.8%	484
50 to 99 employees	2.9%	128
100 to 249 employees	0.9%	42
250 to 499 employees	0.2%	9
500+ employees	0.2%	7

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

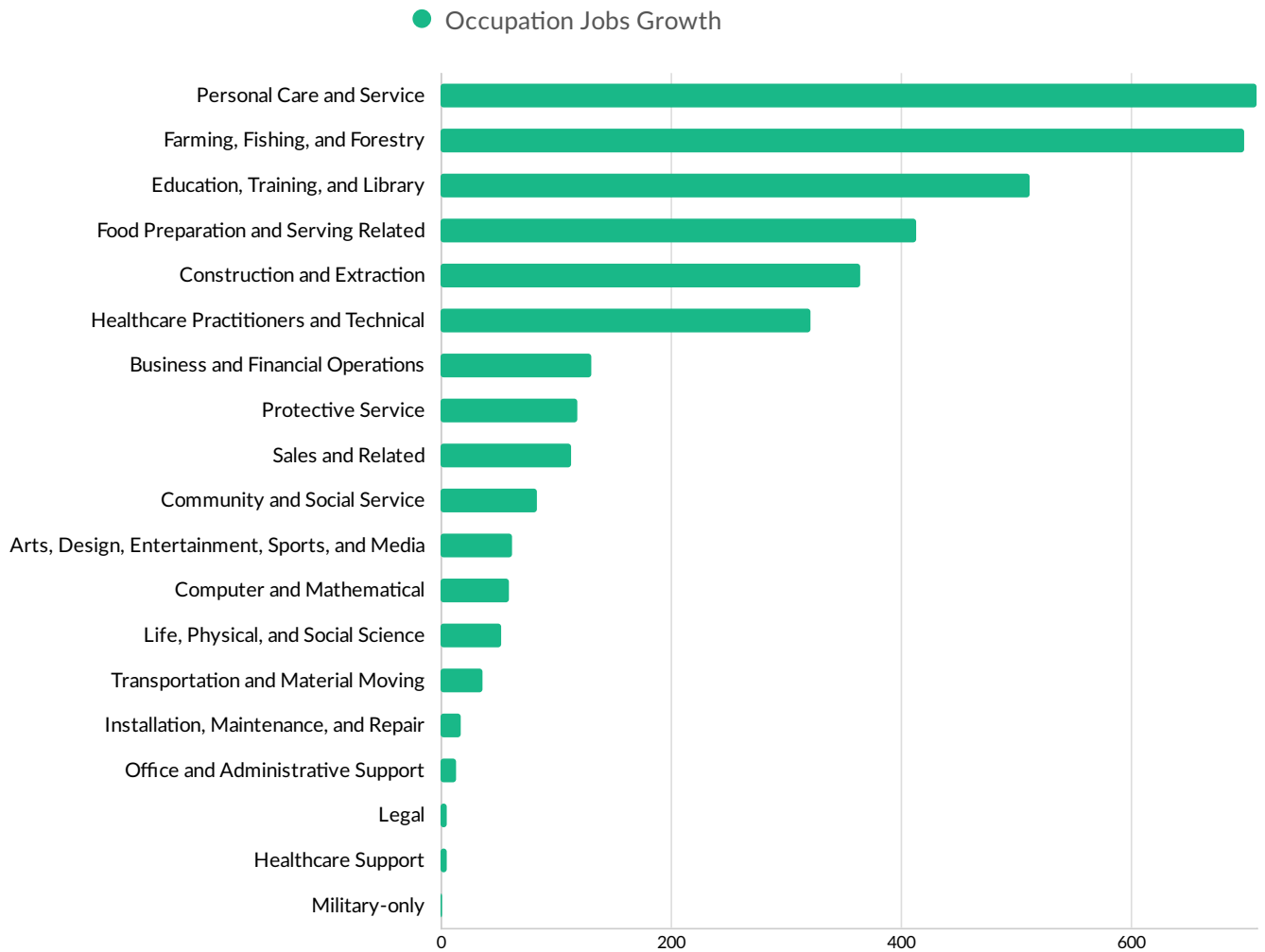
# Workforce Characteristics

## Largest Occupations



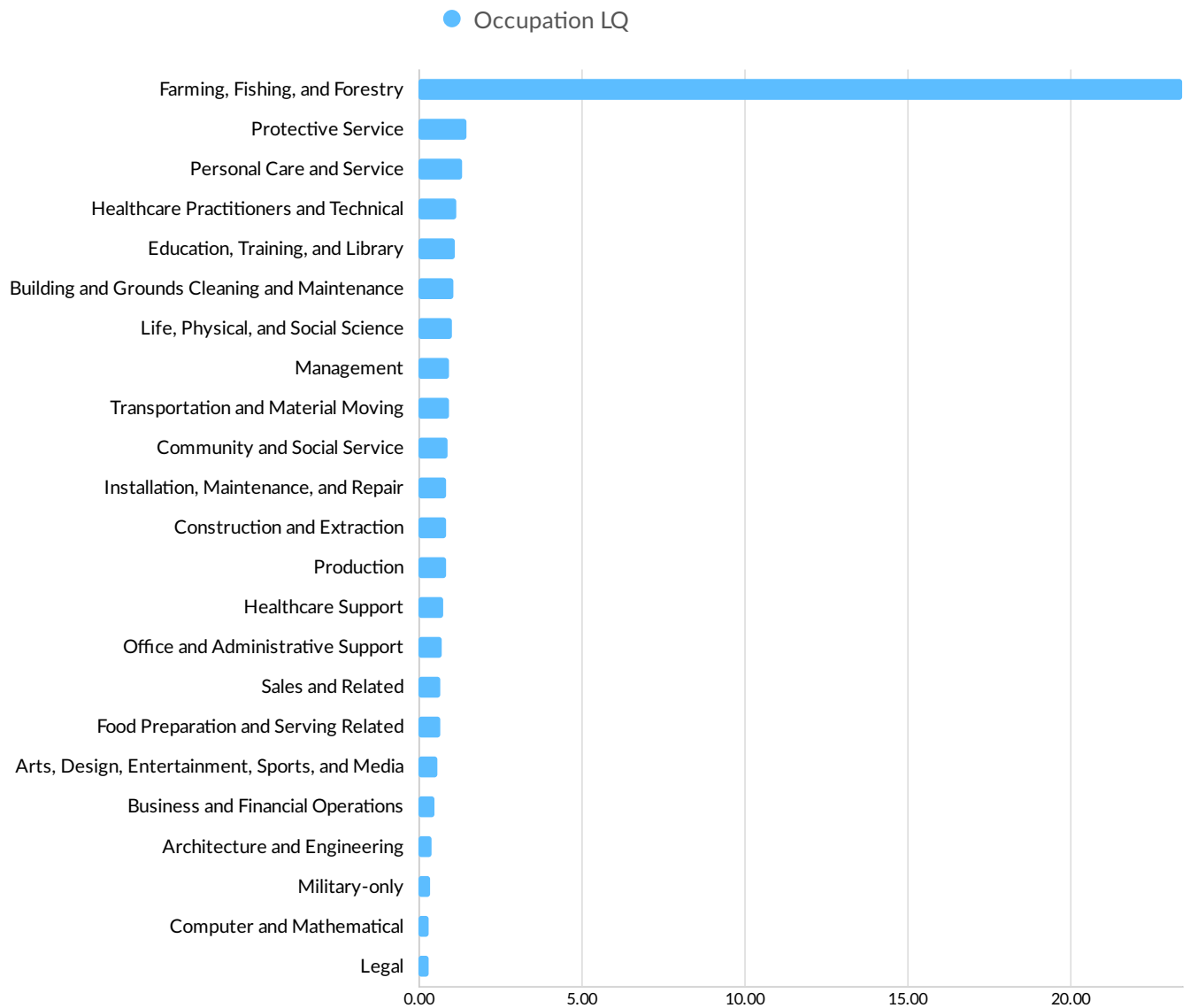
# Workforce Characteristics - Cont.

## Top Growing Occupations



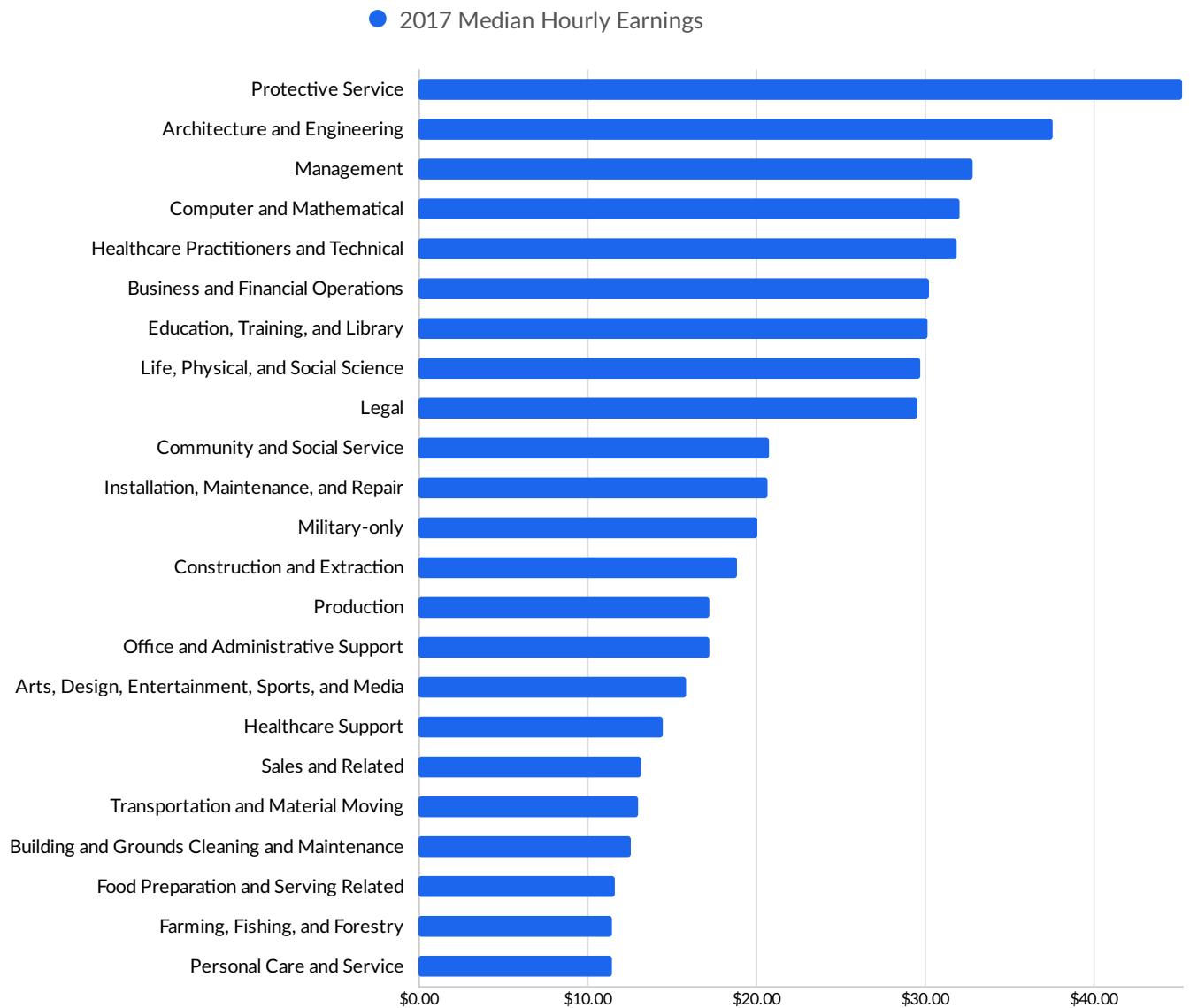
## Workforce Characteristics - Cont.

### Top Occupation LQ



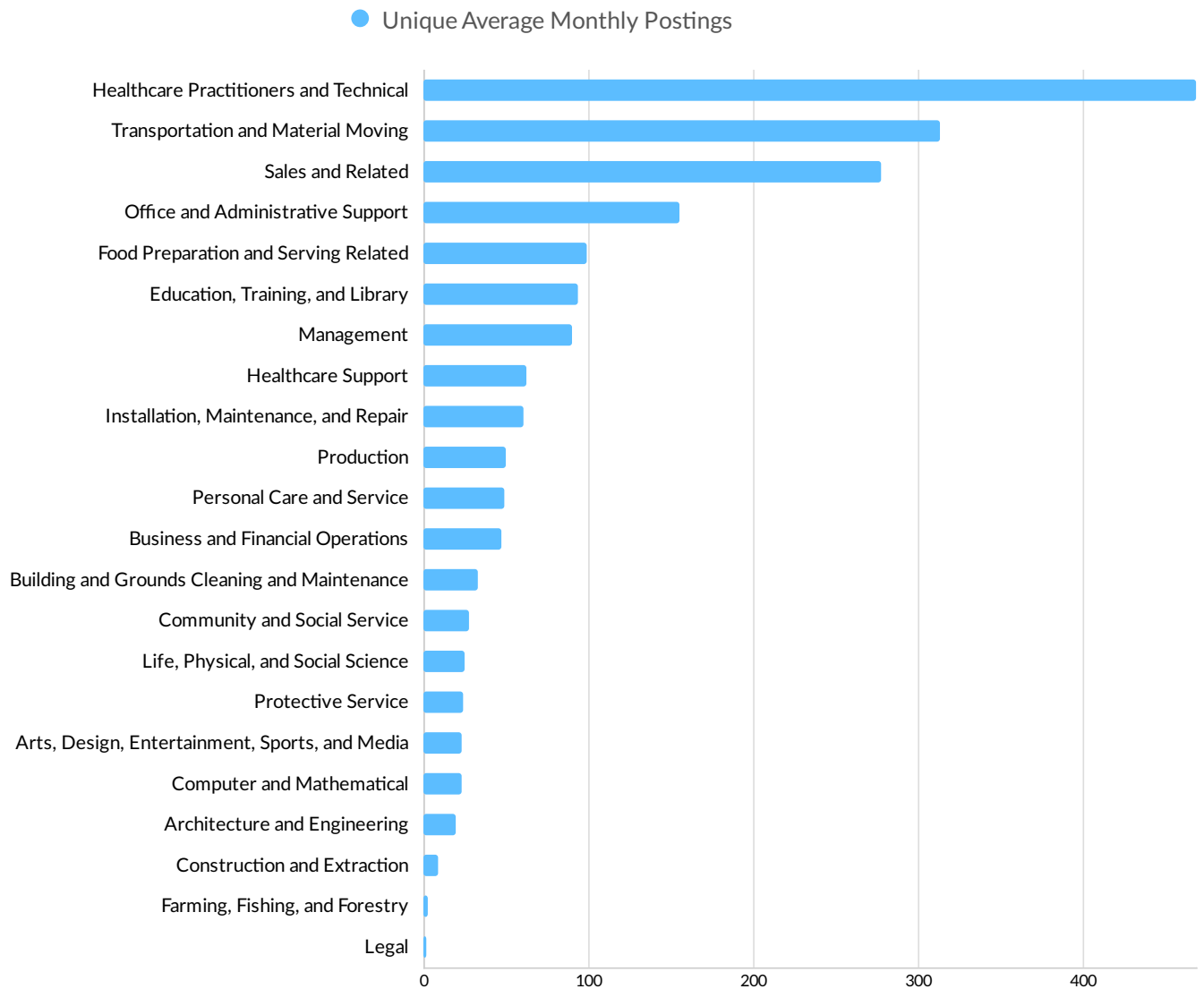
# Workforce Characteristics - Cont.

## Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	9,100	9,798	698	+8%	23.46	\$11.49	3
Office and Administrative Support	5,577	5,591	14	+0%	0.69	\$17.21	155
Sales and Related	3,594	3,708	114	+3%	0.68	\$13.22	278
Education, Training, and Library	3,046	3,558	512	+17%	1.14	\$30.18	94
Transportation and Material Moving	3,513	3,550	37	+1%	0.95	\$13.06	313
Healthcare Practitioners and Technical	3,184	3,505	321	+10%	1.14	\$31.95	469
Personal Care and Service	2,498	3,207	709	+28%	1.35	\$11.43	50
Food Preparation and Serving Related	2,673	3,086	413	+15%	0.67	\$11.66	99
Management	3,120	2,929	-191	-6%	0.95	\$32.84	91
Production	2,941	2,706	-235	-8%	0.84	\$17.24	50
Building and Grounds Cleaning and Maintenance	2,869	2,194	-675	-24%	1.08	\$12.59	33
Construction and Extraction	1,759	2,124	365	+21%	0.84	\$18.89	9
Installation, Maintenance, and Repair	1,837	1,854	17	+1%	0.86	\$20.68	61
Protective Service	1,701	1,820	119	+7%	1.47	\$45.29	24
Business and Financial Operations	1,304	1,435	131	+10%	0.50	\$30.27	47
Healthcare Support	1,107	1,113	6	+1%	0.74	\$14.53	63
Community and Social Service	744	828	84	+11%	0.91	\$20.81	28

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	514	576	62	+12%	0.56	\$15.86	23
Computer and Mathematical	463	523	60	+13%	0.33	\$32.11	23
Life, Physical, and Social Science	419	472	53	+13%	1.04	\$29.75	25
Architecture and Engineering	365	356	-9	-2%	0.38	\$37.61	19
Legal	134	140	6	+4%	0.31	\$29.56	2
Military-only	96	97	1	+1%	0.34	\$20.06	0

## Educational Pipeline

In 2017, there were 0 graduates in Madera County, CA. This pipeline has shrunk by 100% over the last 5 years. The highest share of these graduates come from "Cosmetology/Cosmetologist, General", Nail Technician/Specialist and Manicurist, and Railroad and Railway Transportation.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Madera Beauty College	0	

- Certificate
- Associate's
- Bachelor's
- Master's or Higher