



# Merced County, CA

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## Economy Overview

**274,589**

**Population (2018)**

Population **grew by 11,876** over the last 5 years and is projected to **grow by 9,319** over the next 5 years.

**90,567**

**Jobs (2018)**

Jobs **grew by 8,922** over the last 5 years and are projected to **grow by 7,161** over the next 5 years.

**\$46.3K**

**Median Household Income (2017)**

Median household income is **\$11.3K below** the national median household income of \$57.7K.

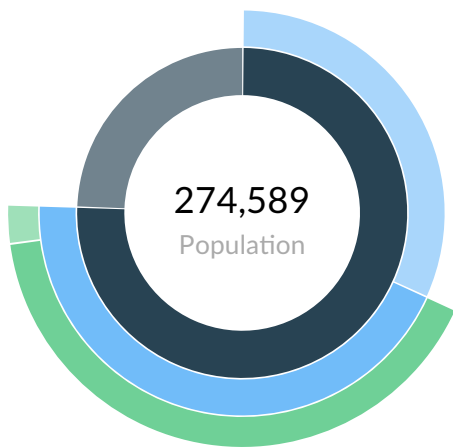
## Takeaways

- As of 2018 the region's population **increased by 4.5%** since 2013, growing by 11,876. Population is expected to **increase by 3.4%** between 2018 and 2023, adding 9,319.
- From 2013 to 2018, jobs **increased by 10.9%** in Merced County, CA from 81,645 to **90,567**. This change **outpaced the national growth rate of 7.8% by 3.1%**. As the number of jobs increased, the **labor force participation rate increased from 57.4% to 58.0% between 2013 and 2018**.
- Concerning educational attainment, **8.6% of Merced County, CA residents possess a Bachelor's Degree** (10.0% below the national average), and **6.6% hold an Associate's Degree** (1.4% below the national average).
- The top three industries in 2018 are Education and Hospitals (Local Government), Support Activities for Crop Production, and Crop Production.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	274,589	120,179	90,567	119.7	\$8.20B	\$12.75B	\$9.61B
State	39,853,042	19,627,394	19,568,418	133.8	\$2.82T	\$1.39T	\$1.97T

## Economy Overview - Cont.

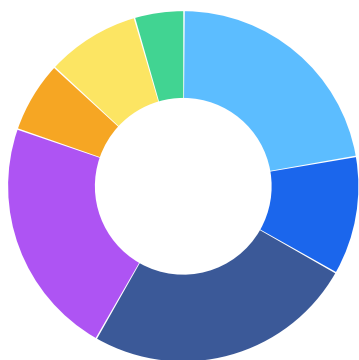
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	207,301
● Not in Labor Force (15+)	87,122
● Labor Force	120,179
● Employed	112,818
● Unemployed	7,361
● Under 15	67,288

### Educational Attainment

Concerning educational attainment, **8.6% of Merced County, CA residents possess a Bachelor's Degree** (10.0% below the national average), and **6.6% hold an Associate's Degree** (1.4% below the national average).

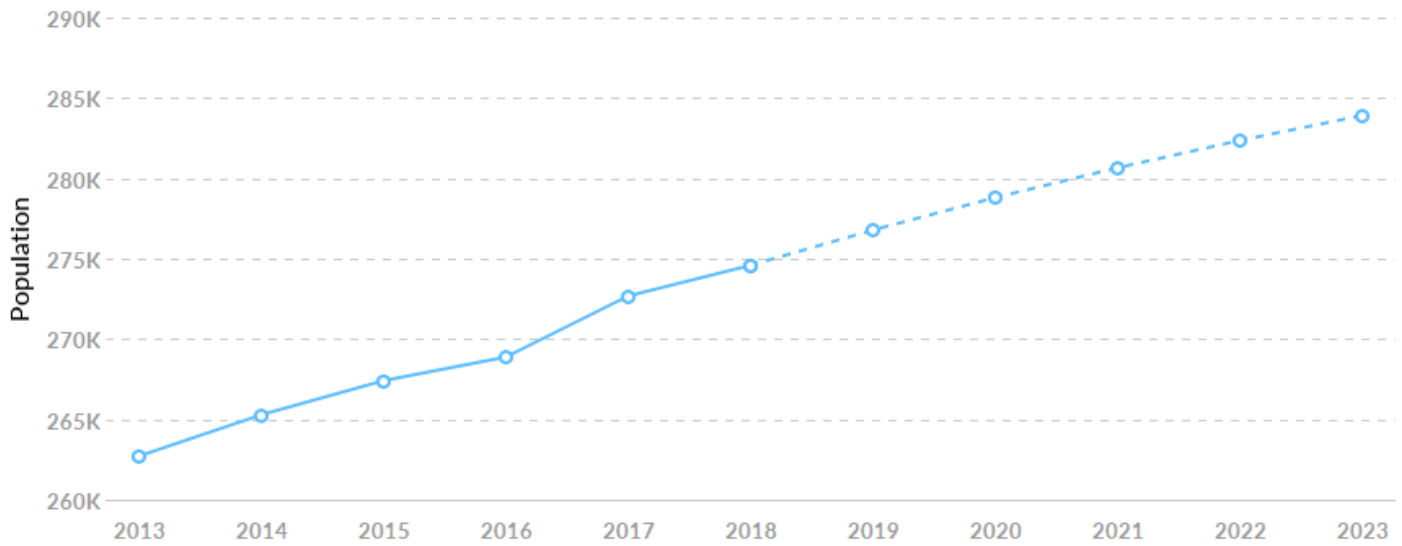


	% of Population	Population
● Less Than 9th Grade	22.2%	36,221
● 9th Grade to 12th Grade	10.9%	17,840
● High School Diploma	25.1%	40,879
● Some College	22.0%	35,951
● Associate's Degree	6.6%	10,722
● Bachelor's Degree	8.6%	14,090
● Graduate Degree and Higher	4.6%	7,445

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **increased by 4.5%** since 2013, growing by 11,876. Population is expected to **increase by 3.4%** between 2018 and 2023, adding 9,319.

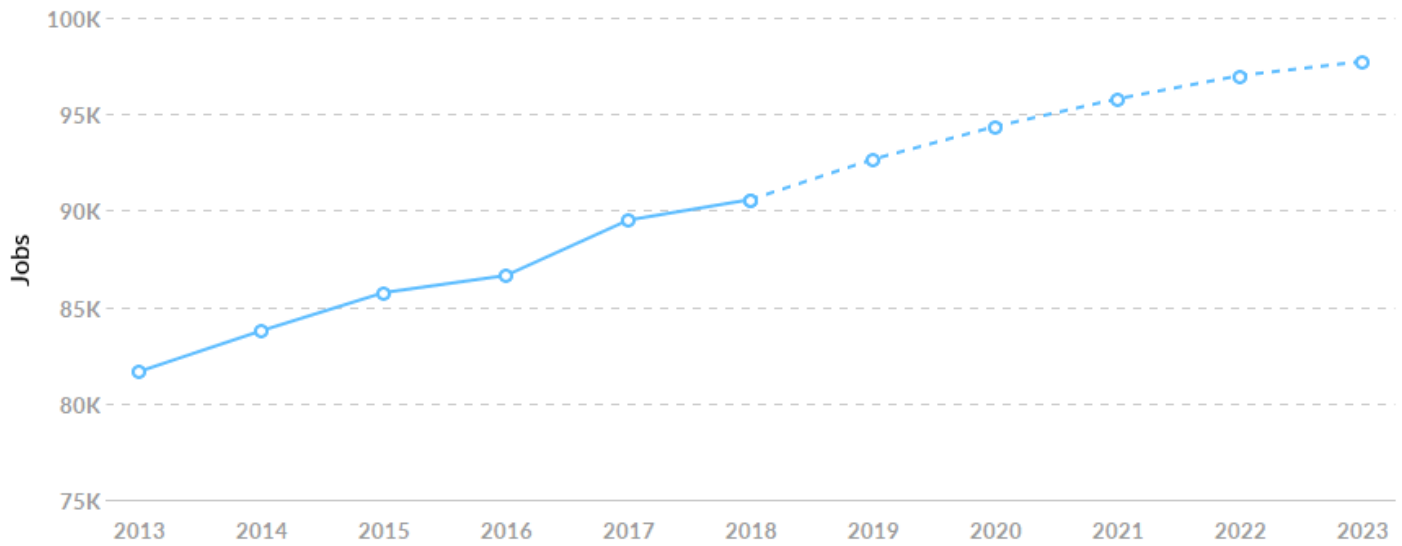


Timeframe	Population
2013	262,713
2014	265,284
2015	267,410
2016	268,882
2017	272,678
2018	274,589
2019	276,783
2020	278,803
2021	280,659
2022	282,358
2023	283,908

# Historic & Projected Trends - Cont.

## Job Trends

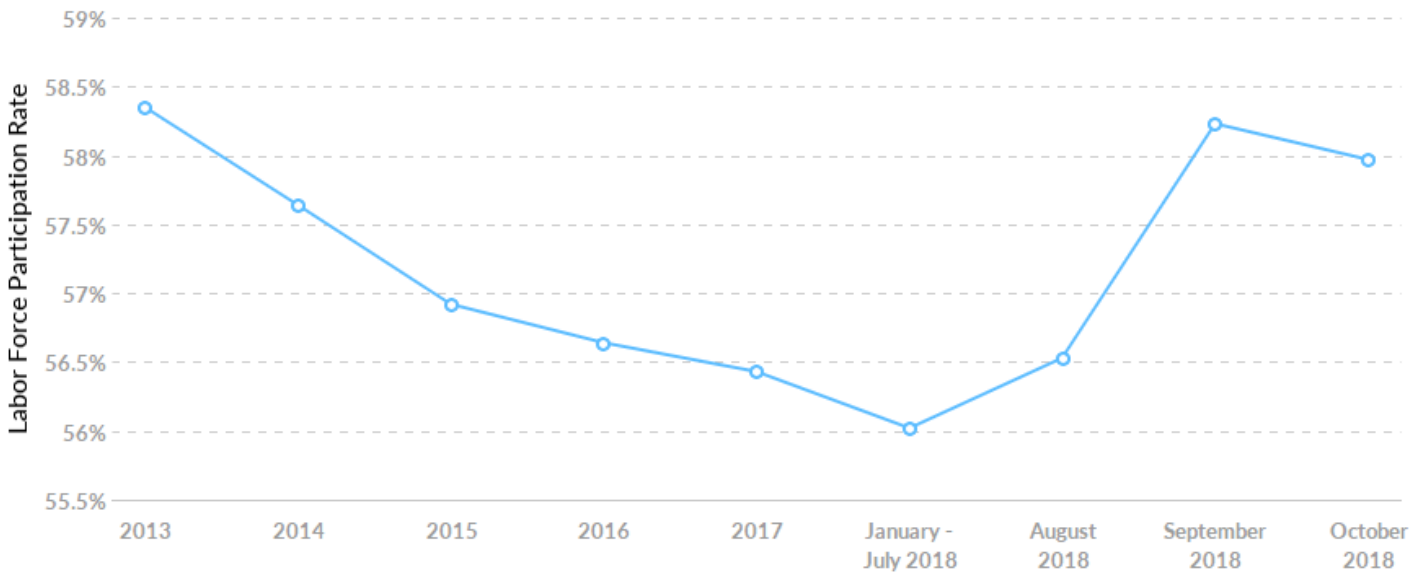
From 2013 to 2018, jobs increased by 10.9% in Merced County, CA from 81,645 to 90,567. This change outpaced the national growth rate of 7.8% by 3.1%.



Timeframe	Jobs
2013	81,645
2014	83,762
2015	85,739
2016	86,628
2017	89,501
2018	90,567
2019	92,656
2020	94,359
2021	95,793
2022	96,998
2023	97,728

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

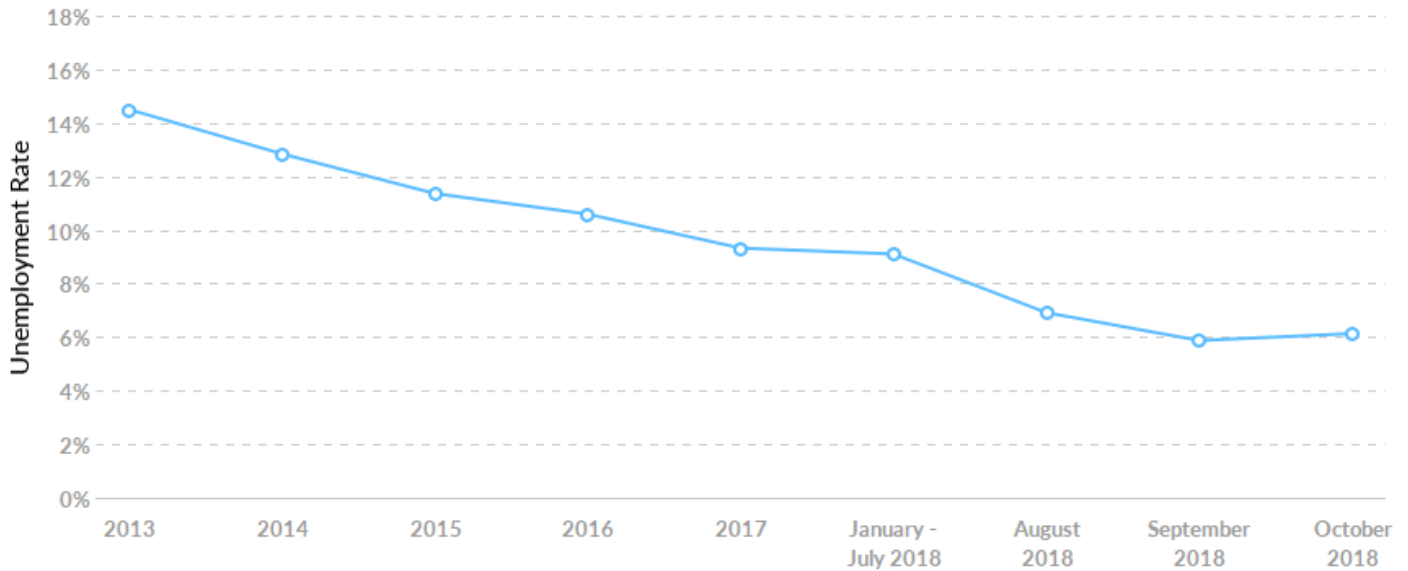


Timeframe	Labor Force Participation Rate
2013	58.35%
2014	57.64%
2015	56.92%
2016	56.64%
2017	56.43%
January - July 2018	56.02%
August 2018	56.53%
September 2018	58.23%
October 2018	57.97%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

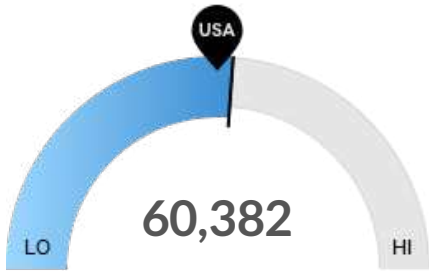
Merced County, CA had an October 2018 unemployment rate of 6.13%, **decreasing from 14.50%** 5 years before.



Timeframe	Unemployment Rate
2013	14.50%
2014	12.84%
2015	11.36%
2016	10.59%
2017	9.32%
January - July 2018	9.10%
August 2018	6.91%
September 2018	5.87%
October 2018	6.13%

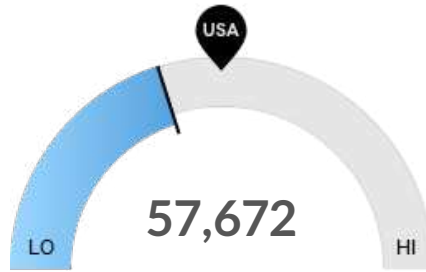


## Population Characteristics



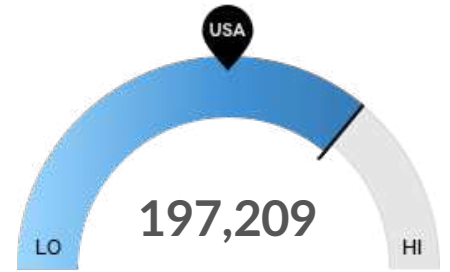
**Millennials**

Merced County, CA has 60,382 millennials (ages 20-34). The national average for an area this size is 56,476.



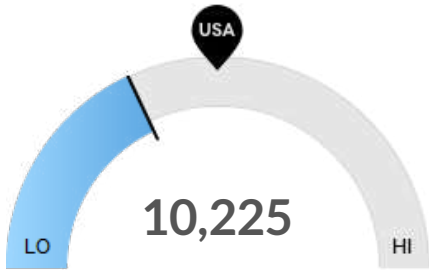
**Retiring Soon**

Retirement risk is low in Merced County, CA. The national average for an area this size is 77,734 people 55 or older, while there are 57,672 here.



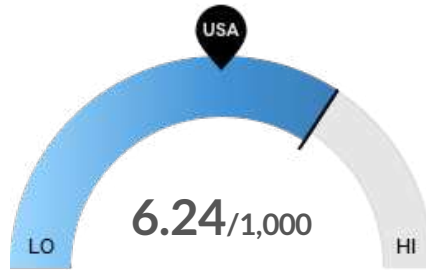
**Racial Diversity**

Racial diversity is high in Merced County, CA. The national average for an area this size is 107,086 racially diverse people, while there are 197,209 here.



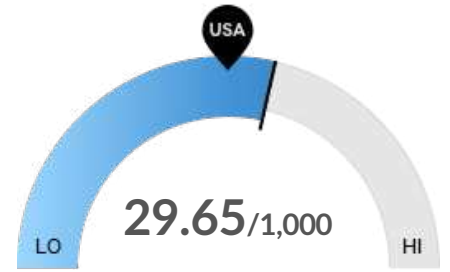
**Veterans**

Merced County, CA has 10,225 veterans. The national average for an area this size is 15,855.



**Violent Crime**

Merced County, CA has 6.24 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



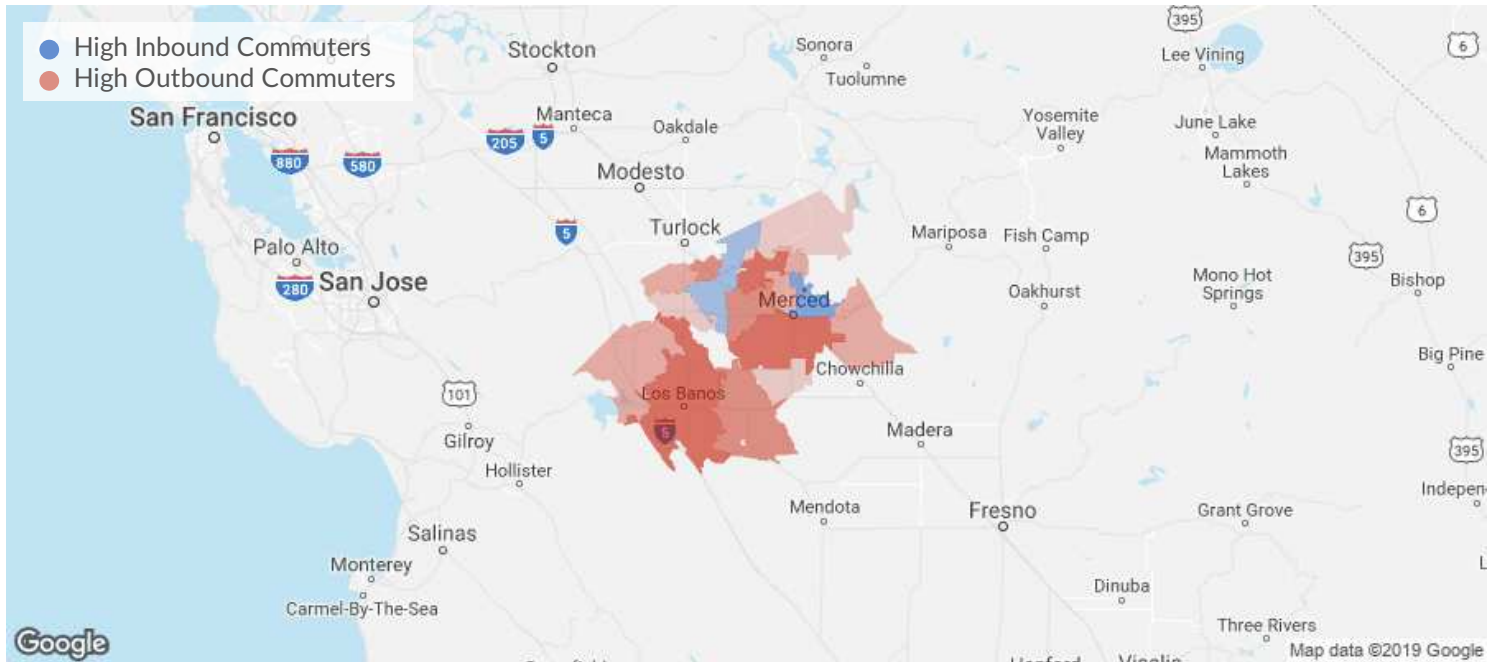
**Property Crime**

Merced County, CA has 29.65 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 Merced County, CA currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 95301.



### Where Talent Works

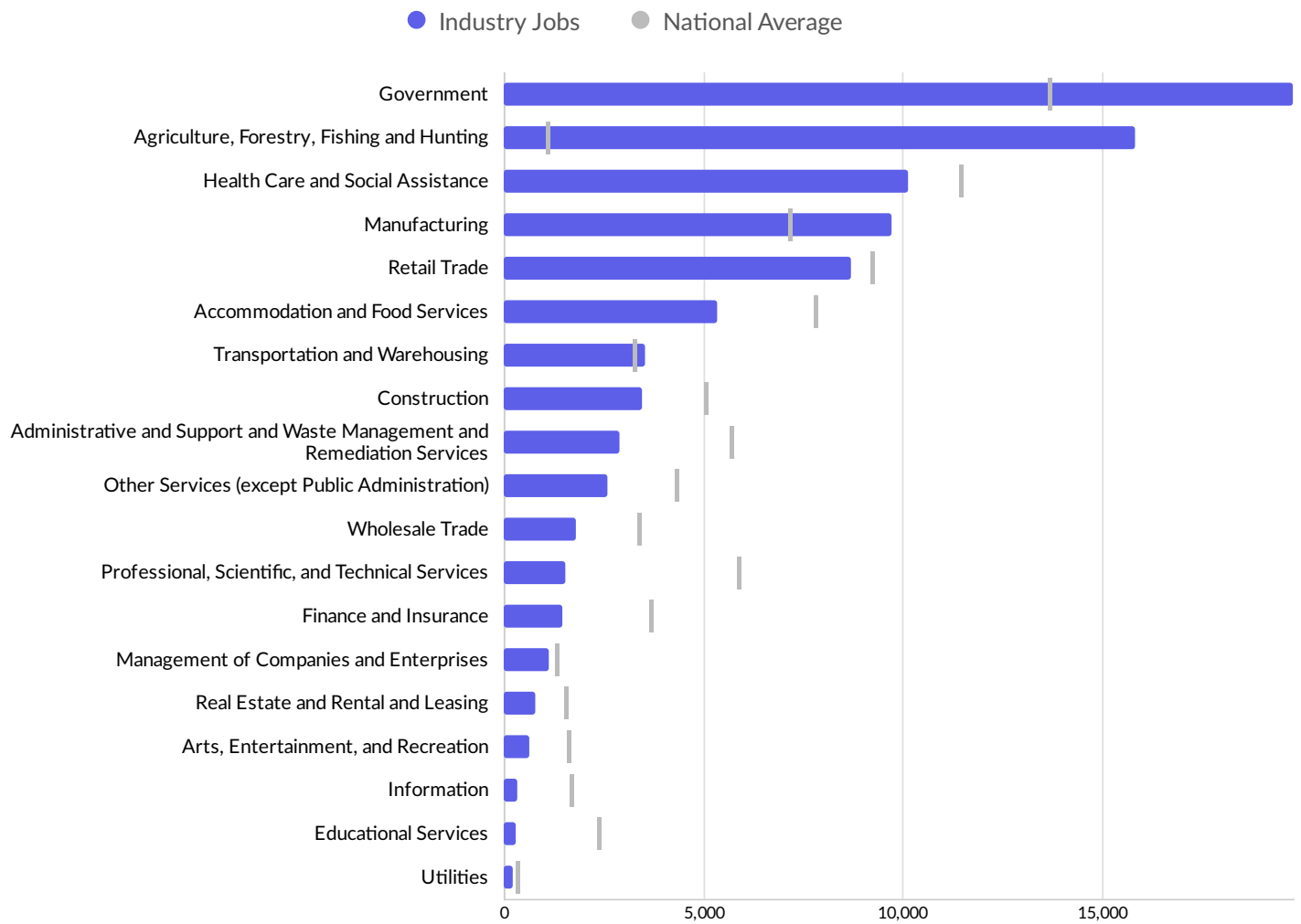
ZIP	Name	2018 Employment
95340	Merced, CA (in Merced...)	17,916
95301	Atwater, CA (in Merce...)	15,720
95348	Merced, CA (in Merced...)	13,194
93635	Los Banos, CA (in Merc...)	10,501
95334	Livingston, CA (in Merc...)	7,733

### Where Talent Lives

ZIP	Name	2018 Workers
95301	Atwater, CA (in Merce...)	17,635
95340	Merced, CA (in Merced...)	16,105
93635	Los Banos, CA (in Merc...)	14,021
95348	Merced, CA (in Merced...)	13,742
95341	Merced, CA (in Merced...)	12,403

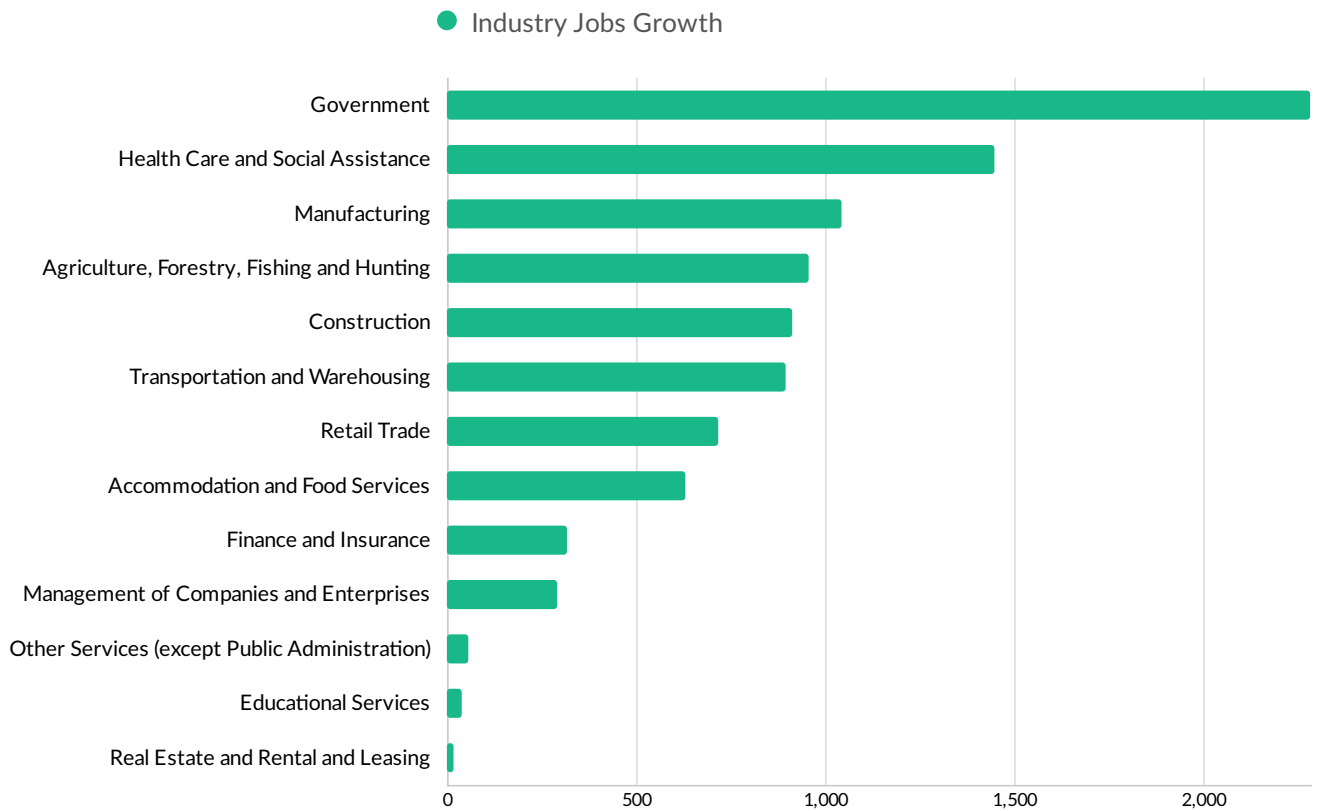
# Industry Characteristics

## Largest Industries



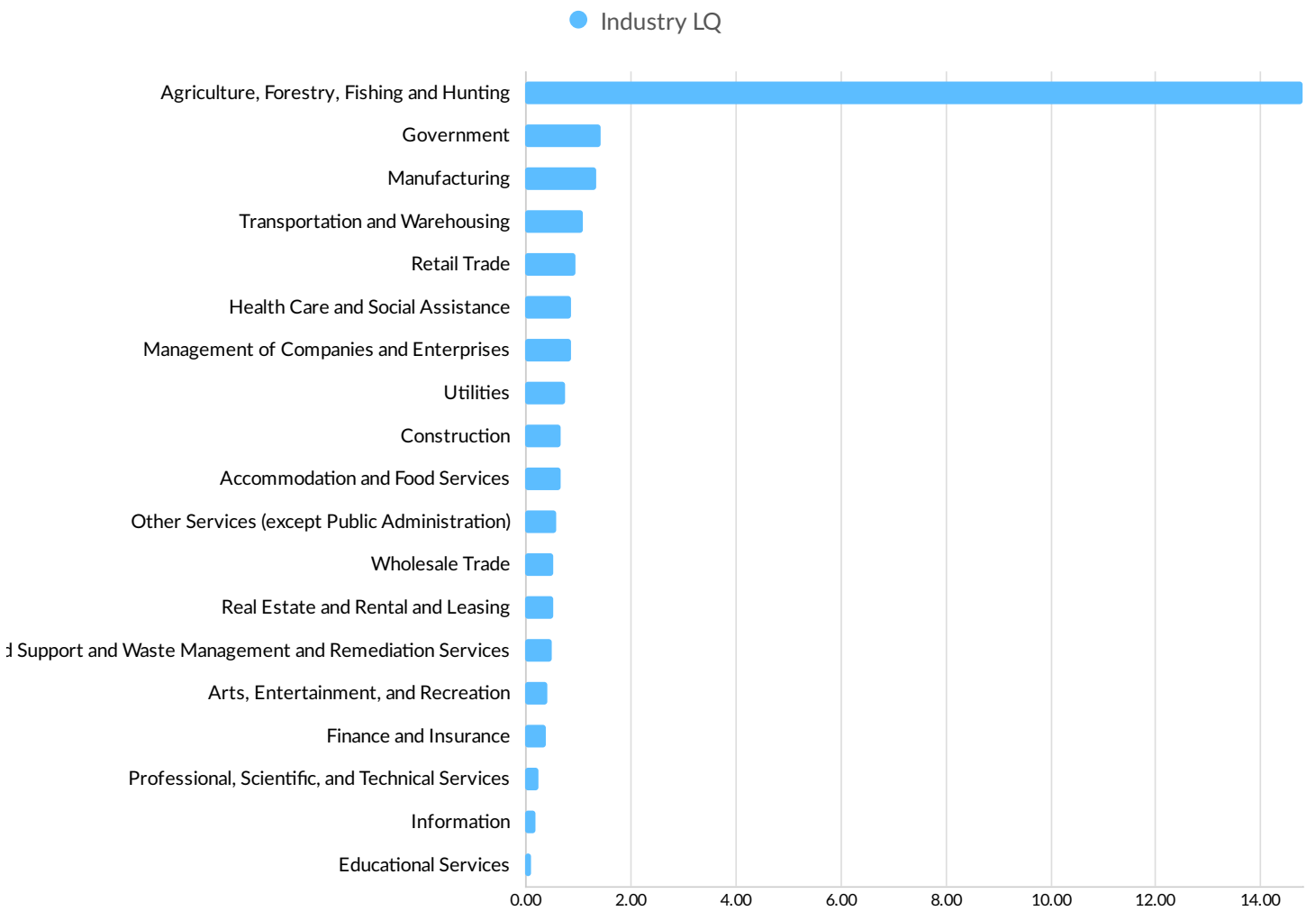
# Industry Characteristics - Cont.

## Top Growing Industries



# Industry Characteristics - Cont.

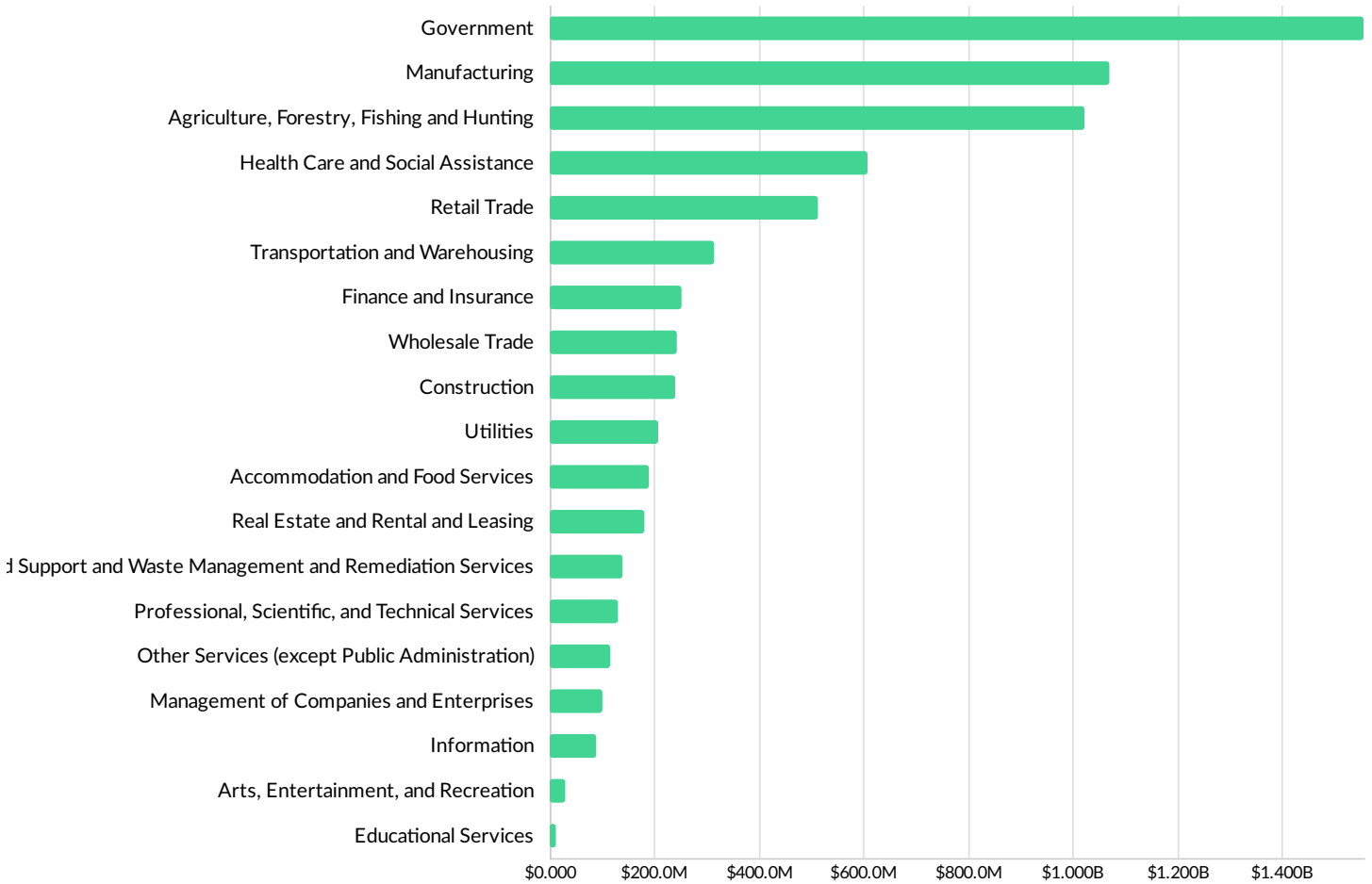
## Top Industry LQ



# Industry Characteristics - Cont.

## Top Industry GRP

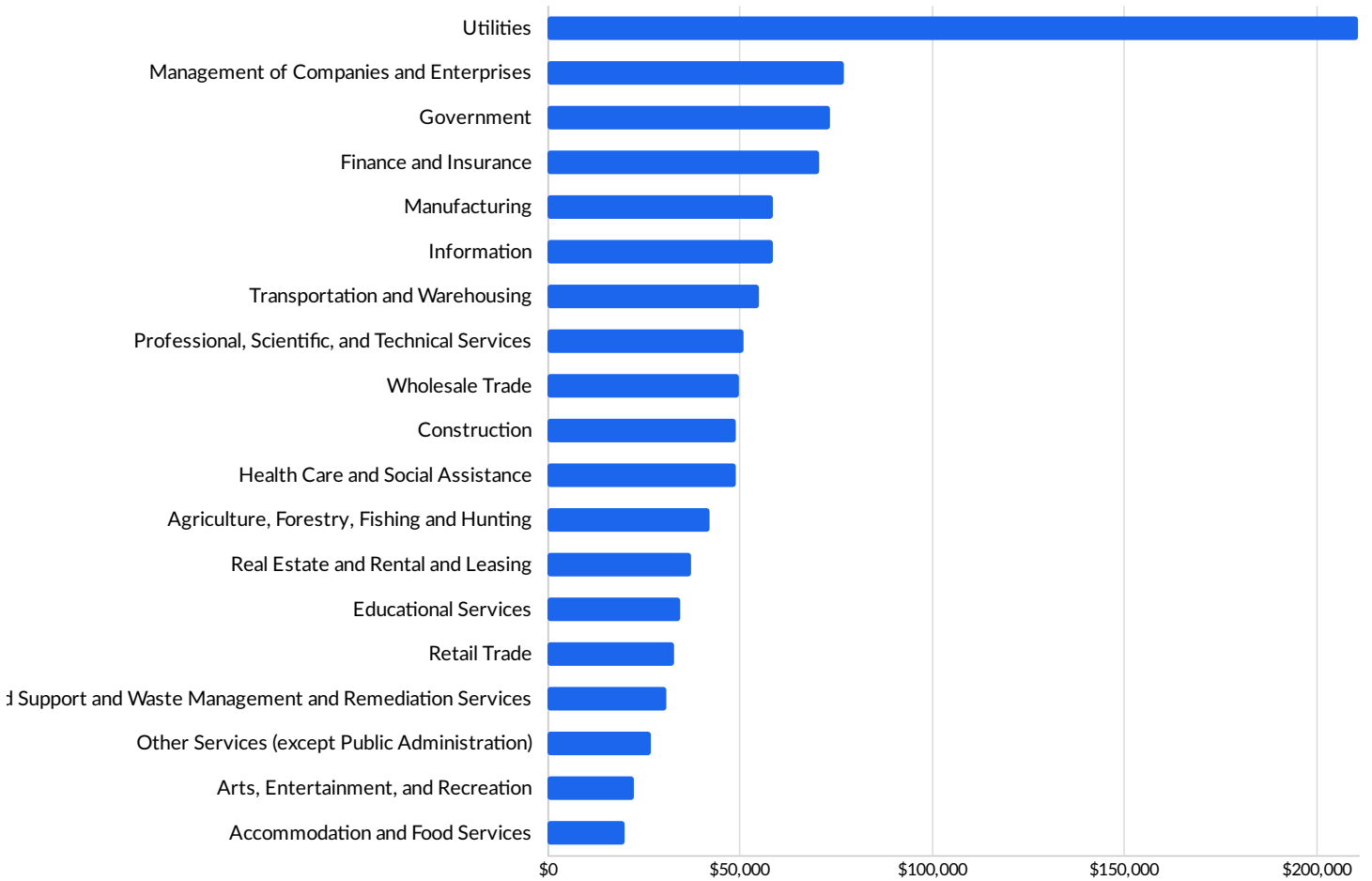
● 2018 Gross Regional Product



# 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
Government	17,527	19,808	2,281	+13%	1.45	\$73,699	\$1.56B
Agriculture, Forestry, Fishing and Hunting	14,876	15,834	958	+6%	14.81	\$42,063	\$1.02B
Health Care and Social Assistance	8,721	10,166	1,445	+17%	0.89	\$48,939	\$608.21M
Manufacturing	8,697	9,738	1,041	+12%	1.37	\$58,500	\$1.07B
Retail Trade	8,000	8,717	717	+9%	0.95	\$32,746	\$513.61M
Accommodation and Food Services	4,718	5,347	629	+13%	0.69	\$20,257	\$190.28M
Transportation and Warehousing	2,664	3,560	896	+34%	1.10	\$54,844	\$313.36M
Construction	2,543	3,454	911	+36%	0.69	\$49,019	\$238.62M
Administrative and Support and Waste Management and Remediation Services	2,908	2,893	-15	-1%	0.51	\$30,802	\$138.84M
Other Services (except Public Administration)	2,539	2,594	55	+2%	0.60	\$27,073	\$115.24M
Wholesale Trade	2,147	1,822	-325	-15%	0.54	\$49,789	\$243.24M
Professional, Scientific, and Technical Services	1,812	1,537	-275	-15%	0.26	\$50,993	\$129.70M
Finance and Insurance	1,154	1,473	319	+28%	0.40	\$70,738	\$252.62M
Management of Companies and Enterprises	824	1,113	289	+35%	0.86	\$77,330	\$101.31M
Real Estate and Rental and Leasing	781	798	17	+2%	0.52	\$37,495	\$179.68M
Arts, Entertainment, and Recreation	662	654	-8	-1%	0.42	\$22,577	\$29.15M
Information	415	332	-83	-20%	0.20	\$58,467	\$89.64M
Educational Services	249	288	39	+16%	0.12	\$34,624	\$12.86M
Utilities	292	242	-50	-17%	0.77	\$210,931	\$207.58M



## Business Characteristics

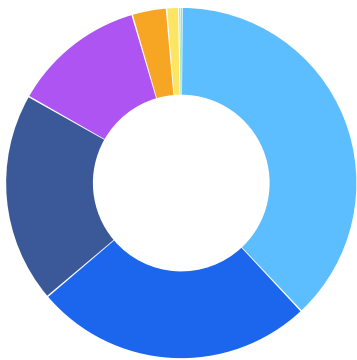
### 14,013 Companies Employ Your Workers

Online profiles for your workers mention 14,013 companies as employers, with the top 10 appearing below. In the last 12 months, 2,391 companies in Merced County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of California	977 	University of California	929 
Merced County Office of Educ...	284 	CRST International, Inc.	844 
Merced County Library	268 	C.R. England, Inc.	581 
AT&T Inc.	246 	Merced County Office of Educ...	385 
Mercy Medical Center, Inc.	241 	Dignity Health	359 
Foster Poultry Farms, Inc	234 	Foster Poultry Farms	250 
Merced Union High School Dis...	233 	Travelcenters of America LLC	250 
Merced City School District	196 	Dollar General Corporation	232 
Wal-Mart Stores, Inc.	169 	Lyft, Inc.	214 
Hilmar Cheese Company, Inc.	133 	The Home Depot Inc	203 

## Business Characteristics - Cont.

### Business Size

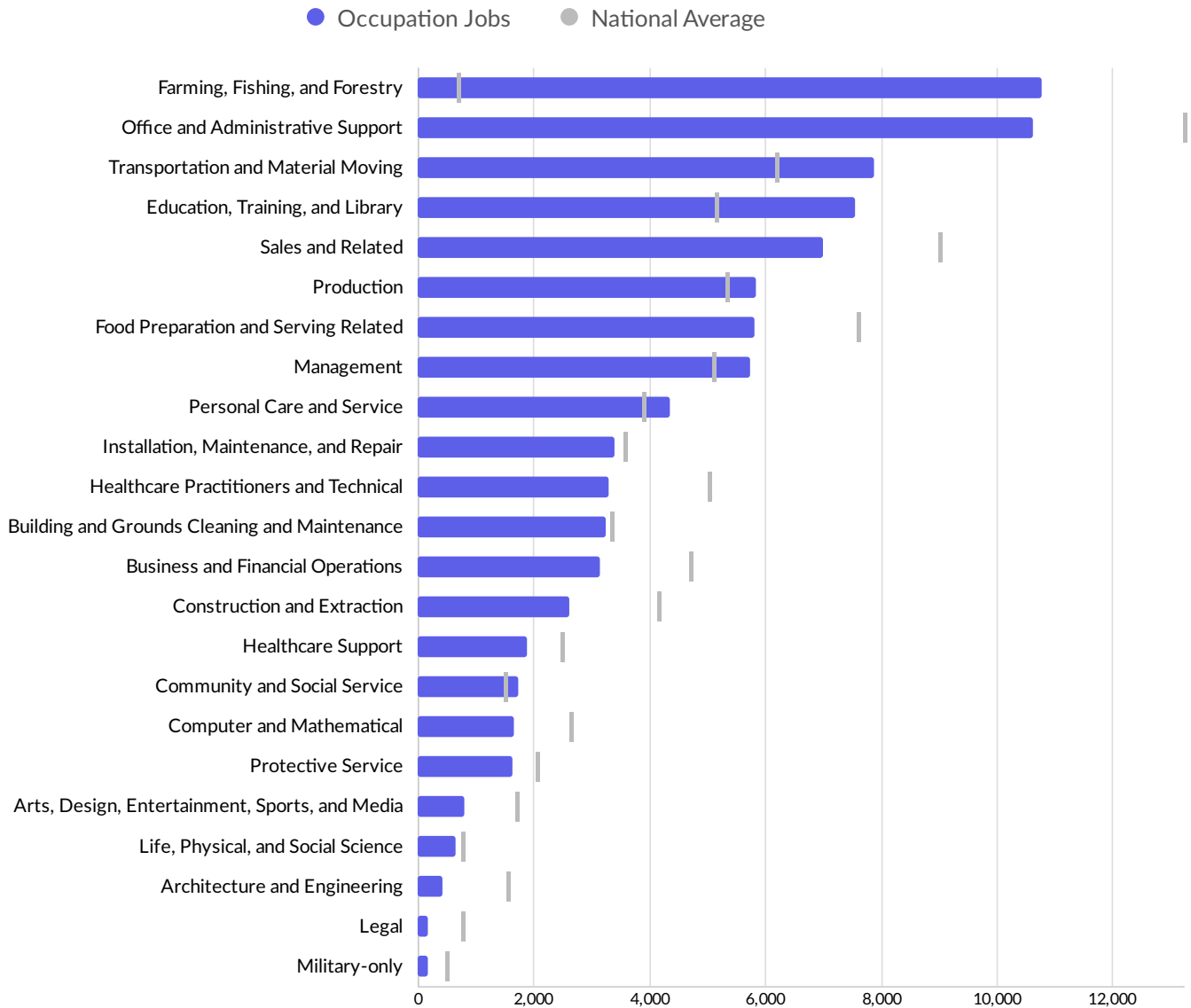


	Percentage	Business Count
1 to 4 employees	37.9%	2,305
5 to 9 employees	25.8%	1,567
10 to 19 employees	19.4%	1,179
20 to 49 employees	12.3%	745
50 to 99 employees	3.2%	193
100 to 249 employees	1.1%	68
250 to 499 employees	0.2%	12
500+ employees	0.1%	6

*\*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.*

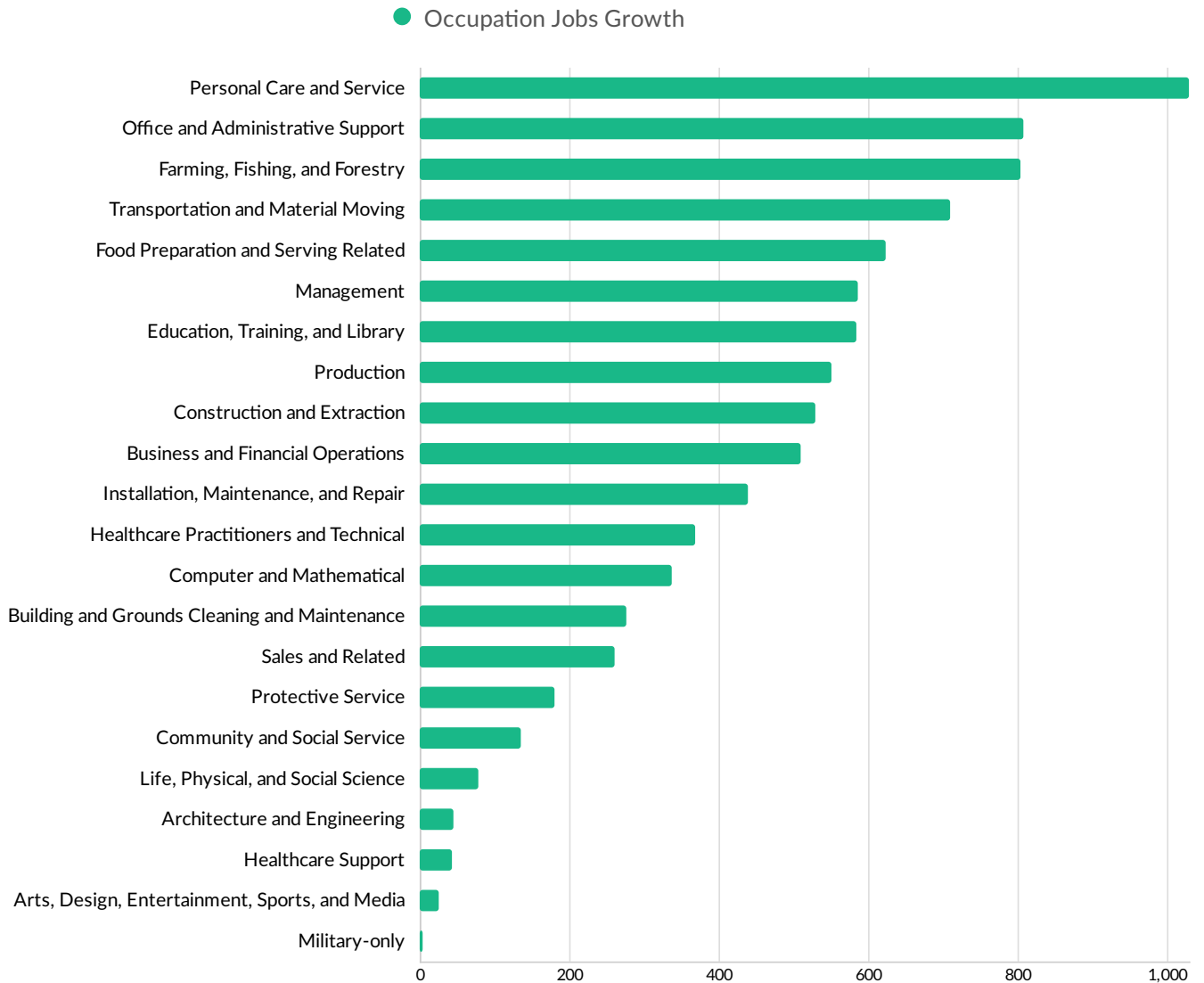
# Workforce Characteristics

## Largest Occupations



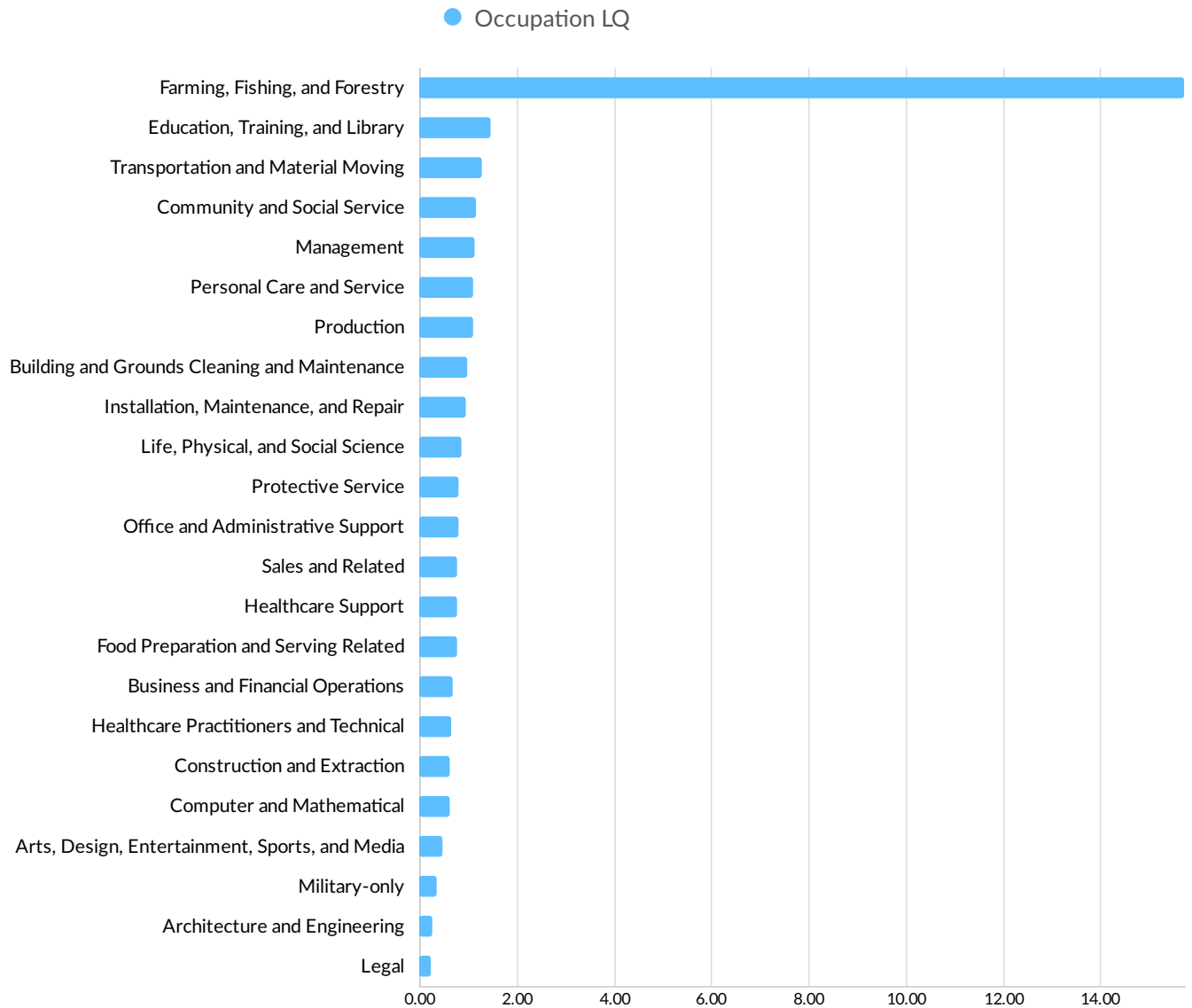
# Workforce Characteristics - Cont.

## Top Growing Occupations



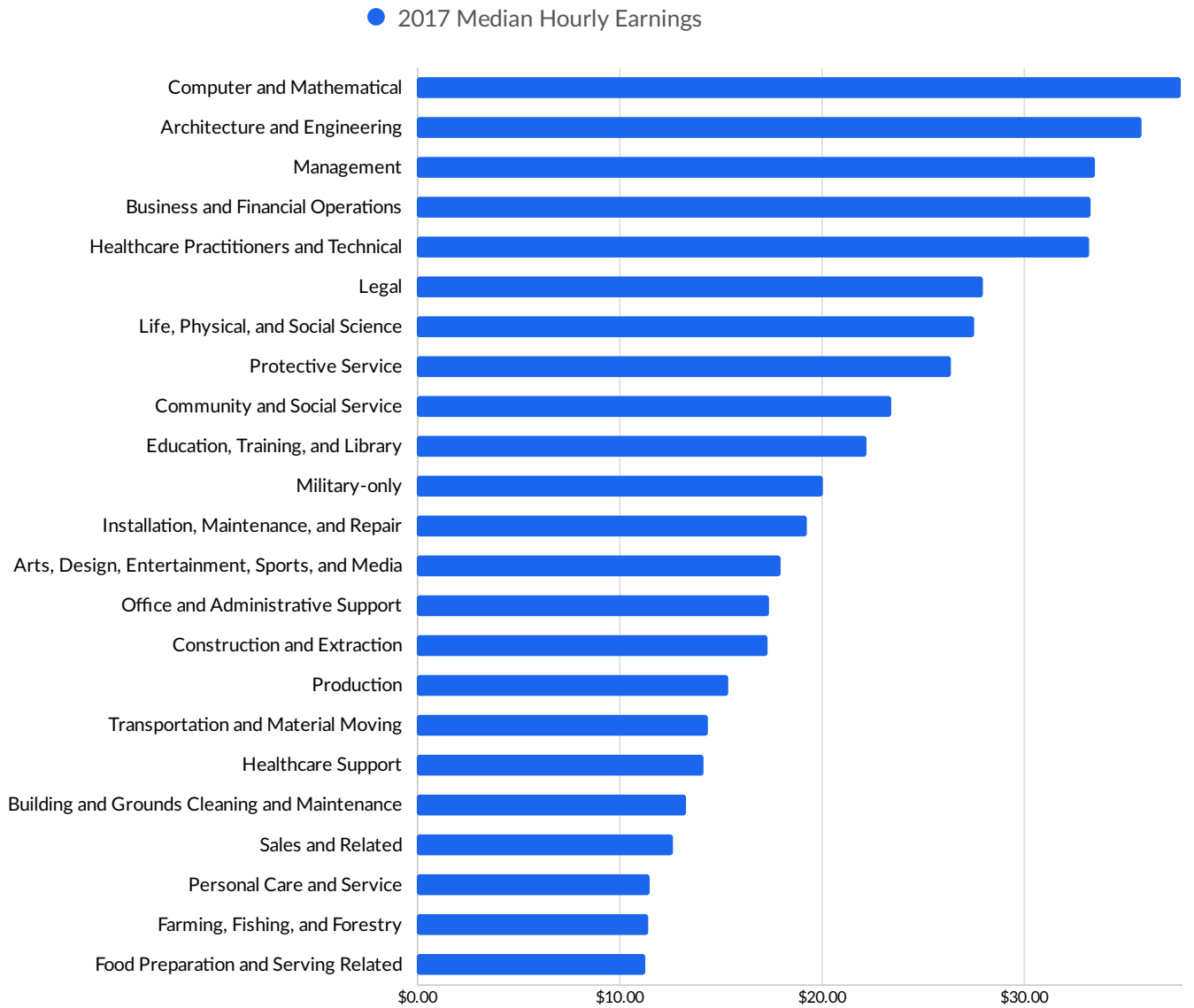
# Workforce Characteristics - Cont.

## Top Occupation LQ



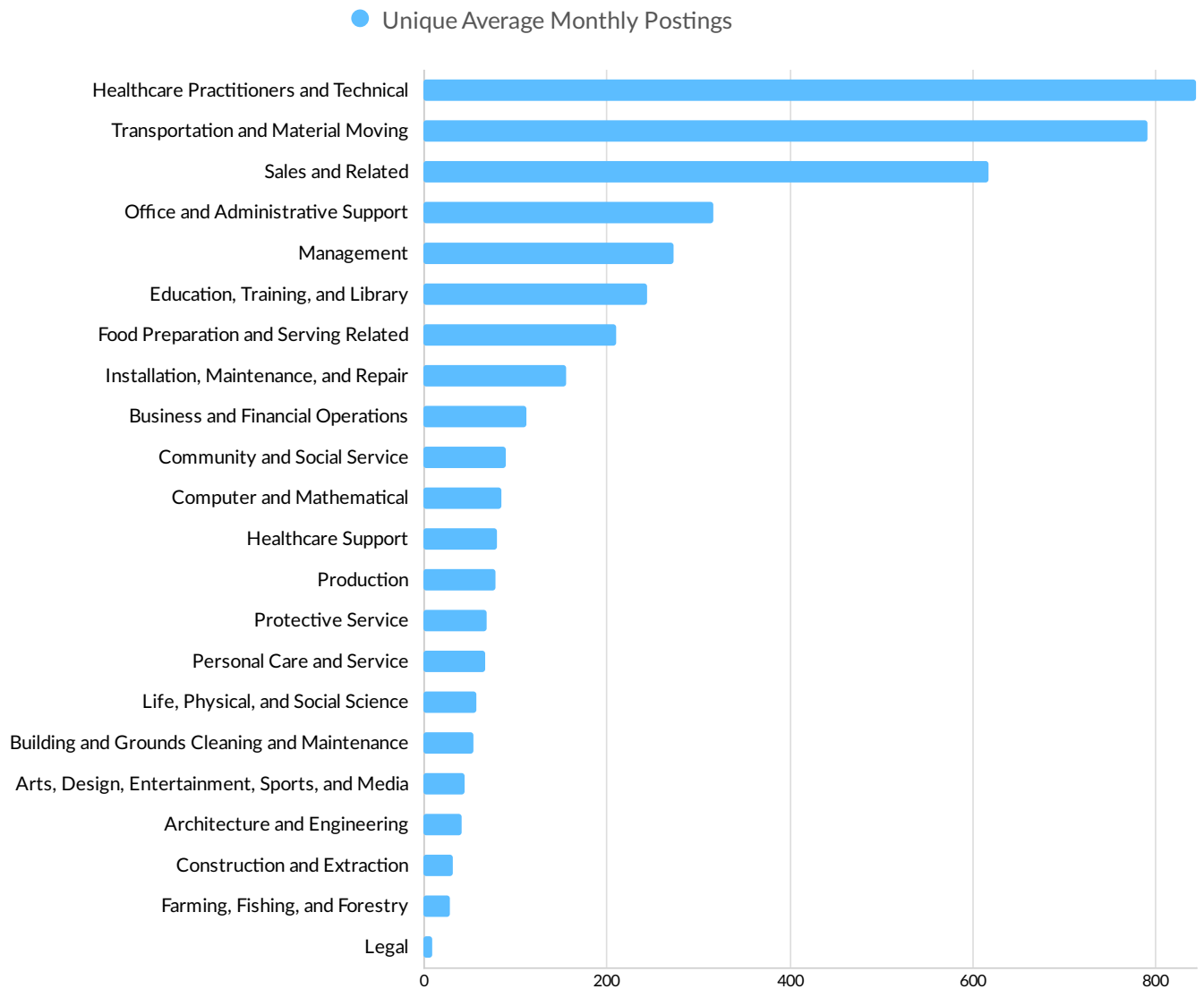
## Workforce Characteristics - Cont.

### 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	9,977	10,781	804	+8%	15.72	\$11.43	30
Office and Administrative Support	9,831	10,639	808	+8%	0.80	\$17.40	317
Transportation and Material Moving	7,166	7,876	710	+10%	1.28	\$14.41	791
Education, Training, and Library	6,982	7,567	585	+8%	1.47	\$22.23	244
Sales and Related	6,736	6,997	261	+4%	0.78	\$12.65	617
Production	5,296	5,847	551	+10%	1.10	\$15.40	79
Food Preparation and Serving Related	5,206	5,830	624	+12%	0.77	\$11.34	212
Management	5,159	5,745	586	+11%	1.13	\$33.53	274
Personal Care and Service	3,326	4,356	1,030	+31%	1.12	\$11.51	68
Installation, Maintenance, and Repair	2,961	3,401	440	+15%	0.96	\$19.29	157
Healthcare Practitioners and Technical	2,935	3,304	369	+13%	0.66	\$33.28	845
Building and Grounds Cleaning and Maintenance	2,983	3,260	277	+9%	0.98	\$13.30	55
Business and Financial Operations	2,651	3,161	510	+19%	0.67	\$33.32	113
Construction and Extraction	2,100	2,630	530	+25%	0.64	\$17.35	32
Healthcare Support	1,848	1,892	44	+2%	0.77	\$14.22	81
Community and Social Service	1,603	1,738	135	+8%	1.16	\$23.49	91

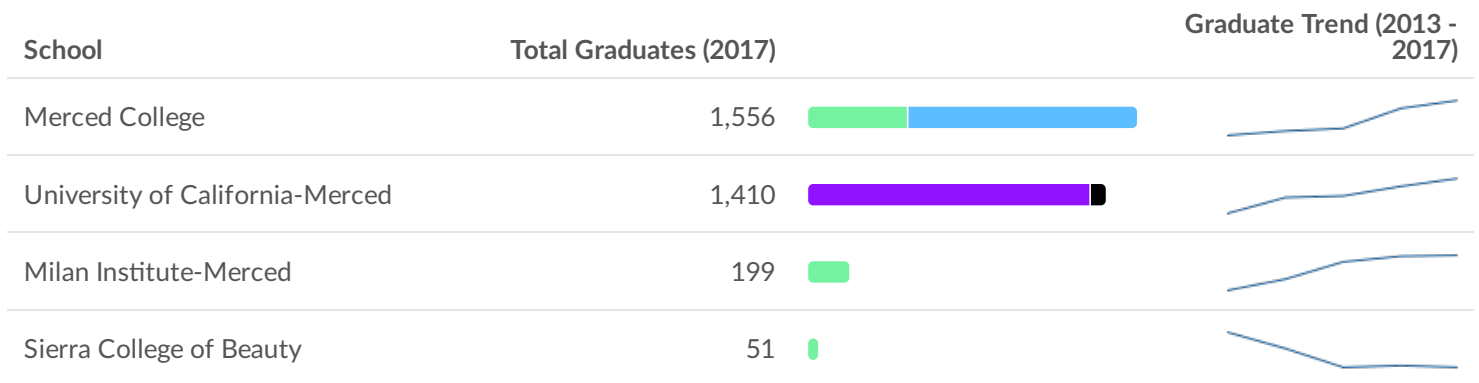


## Workforce Characteristics - Cont.

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
Computer and Mathematical	1,321	1,658	337	+26%	0.63	\$37.80	85
Protective Service	1,452	1,633	181	+12%	0.80	\$26.44	70
Arts, Design, Entertainment, Sports, and Media	770	796	26	+3%	0.48	\$18.00	45
Life, Physical, and Social Science	577	656	79	+14%	0.88	\$27.58	59
Architecture and Engineering	391	436	45	+12%	0.28	\$35.83	42
Legal	203	188	-15	-7%	0.25	\$28.01	9
Military-only	170	173	3	+2%	0.37	\$20.06	0

## Educational Pipeline

In 2017, there were 3,216 graduates in Merced County, CA. This pipeline has grown by 65% over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General", "Psychology, General", and "Psychology, General".



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