



# Tulare County, CA

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## Economy Overview

**467,645**

**Population (2018)**

Population **grew by 13,991** over the last 5 years and is projected to **grow by 13,209** over the next 5 years.

**178,107**

**Jobs (2018)**

Jobs **grew by 14,950** over the last 5 years and are projected to **grow by 8,428** over the next 5 years.

**\$44.9K**

**Median Household Income (2017)**

Median household income is **\$12.8K below** the national median household income of \$57.7K.

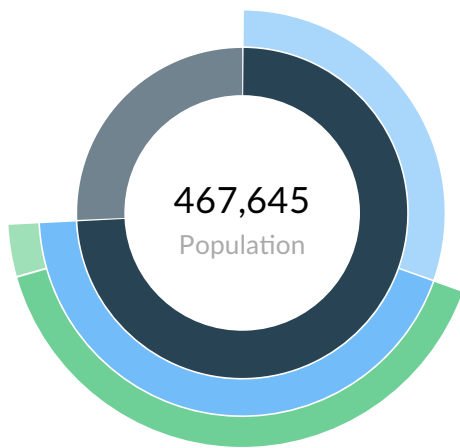
### Takeaways

- As of 2018 the region's population **increased by 3.1%** since 2013, growing by 13,991. Population is expected to **increase by 2.8%** between 2018 and 2023, adding 13,209.
- From 2013 to 2018, jobs **increased by 9.2%** in Tulare County, CA from 163,156 to **178,107**. This change **outpaced the national growth rate of 7.8% by 1.4%**. As the number of jobs increased, the **labor force participation rate increased from 58.9% to 59.1% between 2013 and 2018**.
- Concerning educational attainment, **8.5% of Tulare County, CA residents possess a Bachelor's Degree** (10.1% below the national average), and **7.5% hold an Associate's Degree** (0.6% below the national average).
- The top three industries in 2018 are Support Activities for Crop Production, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	467,645	205,035	178,107	116.4	\$16.28B	\$20.67B	\$17.08B
State	39,853,042	19,627,394	19,568,418	133.8	\$2.82T	\$1.39T	\$1.97T

## Economy Overview - Cont.

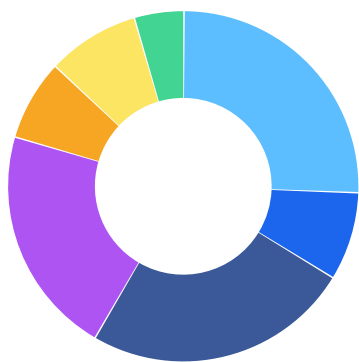
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	346,931
● Not in Labor Force (15+)	141,896
● Labor Force	205,035
● Employed	187,941
● Unemployed	17,094
● Under 15	120,714

### Educational Attainment

Concerning educational attainment, **8.5% of Tulare County, CA residents possess a Bachelor's Degree** (10.1% below the national average), and **7.5% hold an Associate's Degree** (0.6% below the national average).

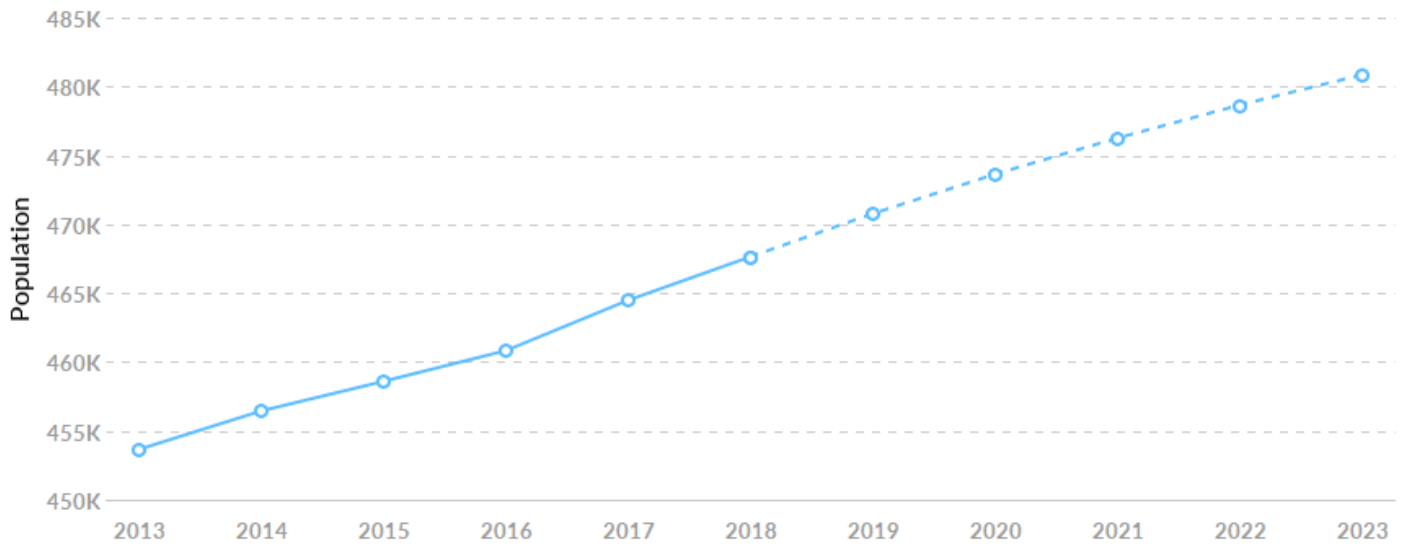


	% of Population	Population
● Less Than 9th Grade	25.5%	70,424
● 9th Grade to 12th Grade	8.1%	22,457
● High School Diploma	24.7%	68,029
● Some College	21.2%	58,370
● Associate's Degree	7.5%	20,558
● Bachelor's Degree	8.5%	23,477
● Graduate Degree and Higher	4.6%	12,621

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **increased by 3.1%** since 2013, growing by 13,991. Population is expected to **increase by 2.8%** between 2018 and 2023, adding 13,209.

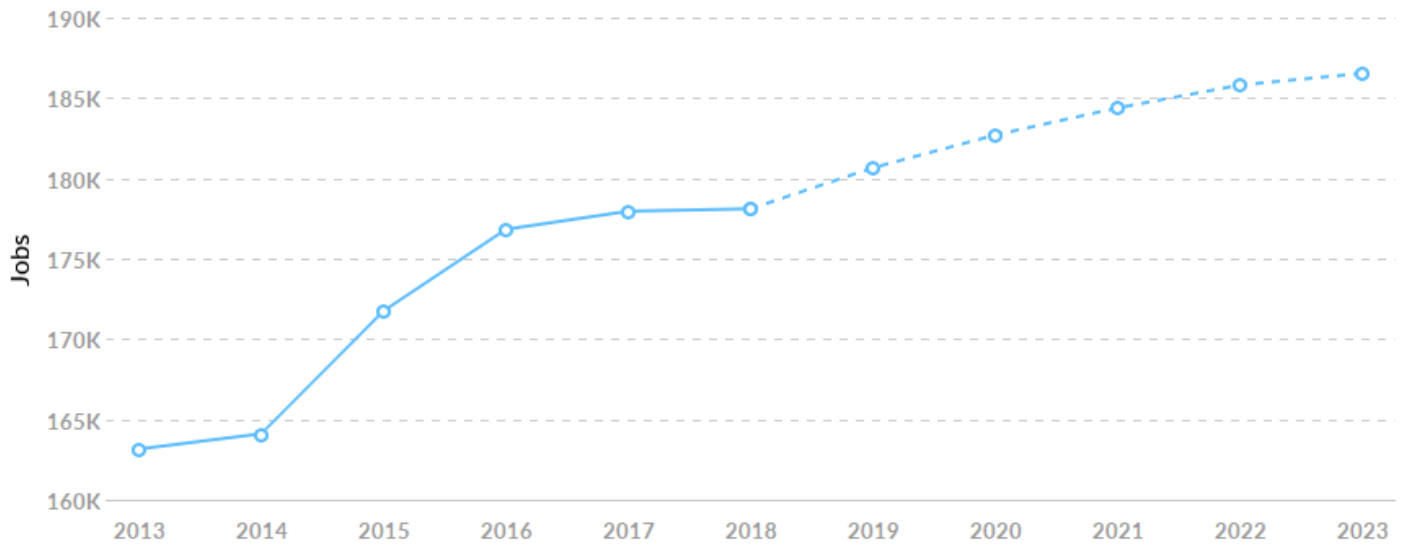


Timeframe	Population
2013	453,654
2014	456,446
2015	458,596
2016	460,828
2017	464,485
2018	467,645
2019	470,774
2020	473,639
2021	476,261
2022	478,662
2023	480,854

# Historic & Projected Trends - Cont.

## Job Trends

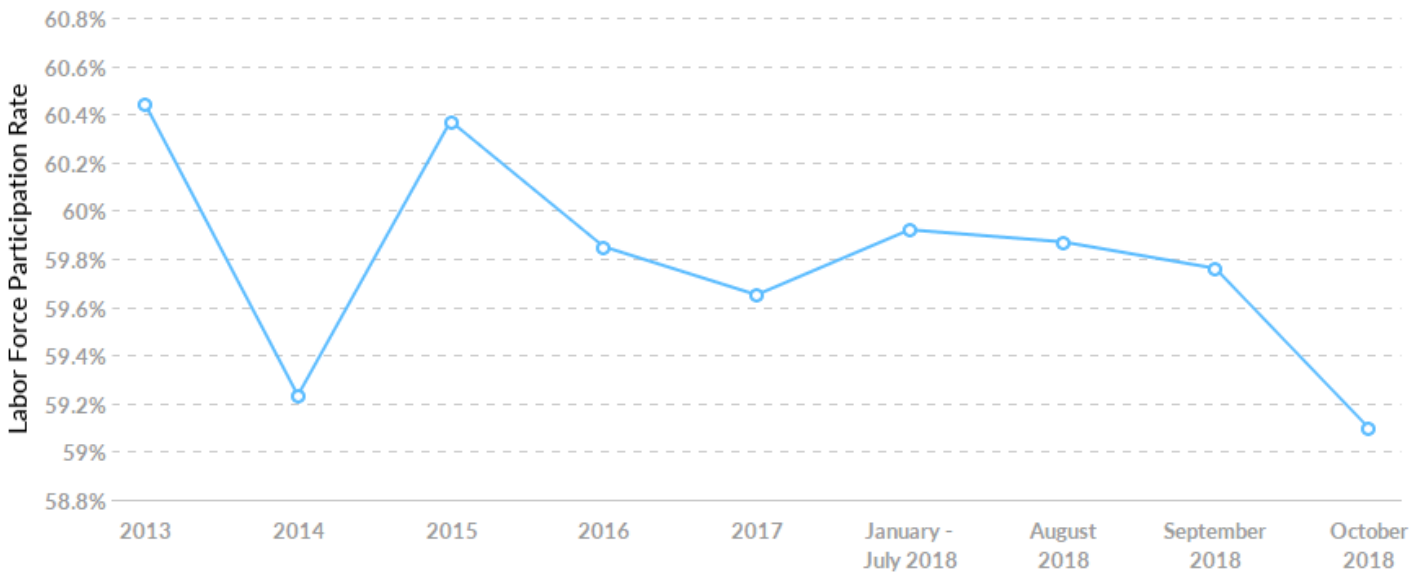
From 2013 to 2018, jobs increased by 9.2% in Tulare County, CA from 163,156 to 178,107. This change outpaced the national growth rate of 7.8% by 1.4%.



Timeframe	Jobs
2013	163,156
2014	164,104
2015	171,749
2016	176,827
2017	177,952
2018	178,107
2019	180,656
2020	182,697
2021	184,384
2022	185,805
2023	186,535

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

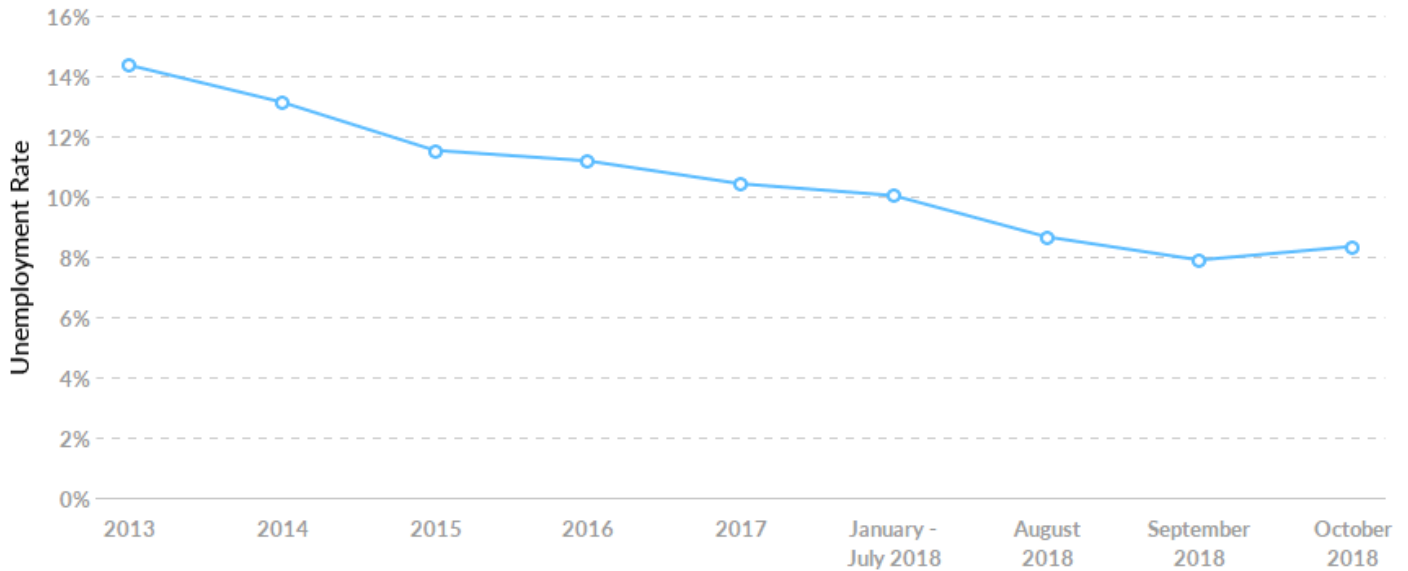


Timeframe	Labor Force Participation Rate
2013	60.44%
2014	59.23%
2015	60.37%
2016	59.85%
2017	59.65%
January - July 2018	59.92%
August 2018	59.87%
September 2018	59.76%
October 2018	59.10%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

Tulare County, CA had an October 2018 unemployment rate of 8.34%, **decreasing from 14.36%** 5 years before.



Timeframe	Unemployment Rate
2013	14.36%
2014	13.13%
2015	11.53%
2016	11.18%
2017	10.42%
January - July 2018	10.03%
August 2018	8.66%
September 2018	7.89%
October 2018	8.34%

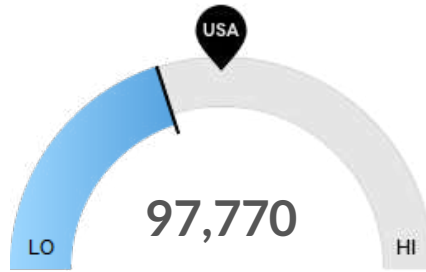


## Population Characteristics



**Millennials**

Tulare County, CA has 99,573 millennials (ages 20-34). The national average for an area this size is 96,202.



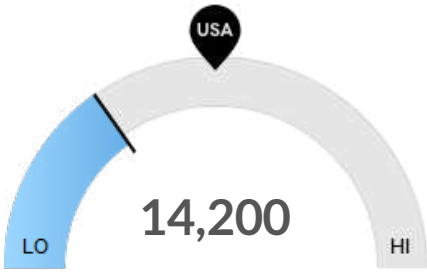
**Retiring Soon**

Retirement risk is low in Tulare County, CA. The national average for an area this size is 132,413 people 55 or older, while there are 97,770 here.



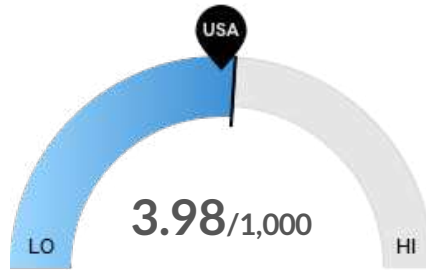
**Racial Diversity**

Racial diversity is high in Tulare County, CA. The national average for an area this size is 182,412 racially diverse people, while there are 331,851 here.



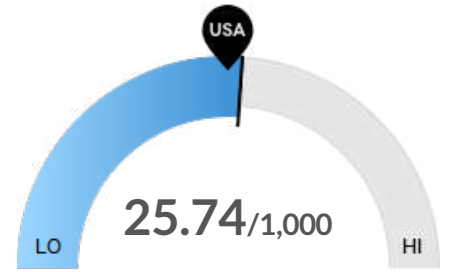
**Veterans**

Tulare County, CA has 14,200 veterans. The national average for an area this size is 27,008.



**Violent Crime**

Tulare County, CA has 3.98 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



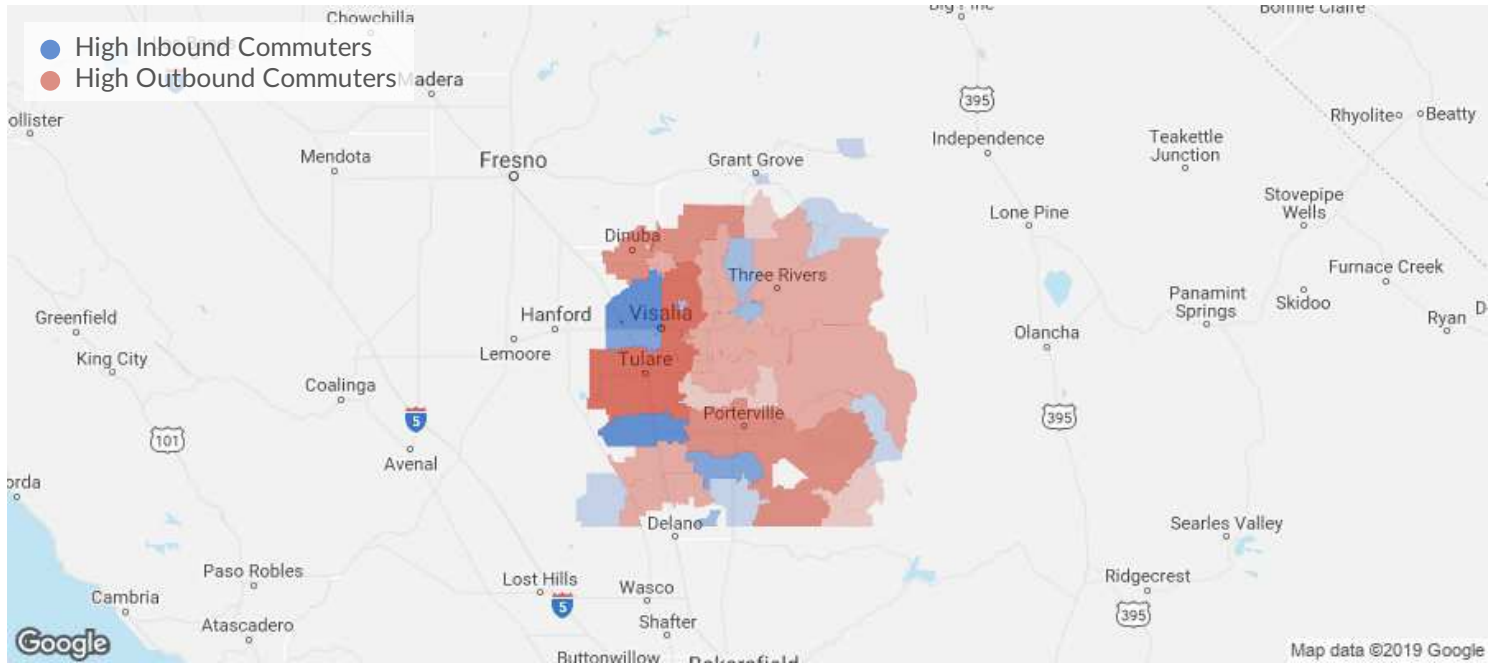
**Property Crime**

Tulare County, CA has 25.74 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 Tulare County, CA currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #4 for resident workers. The top ZIP for resident workers is 93274.



### Where Talent Works

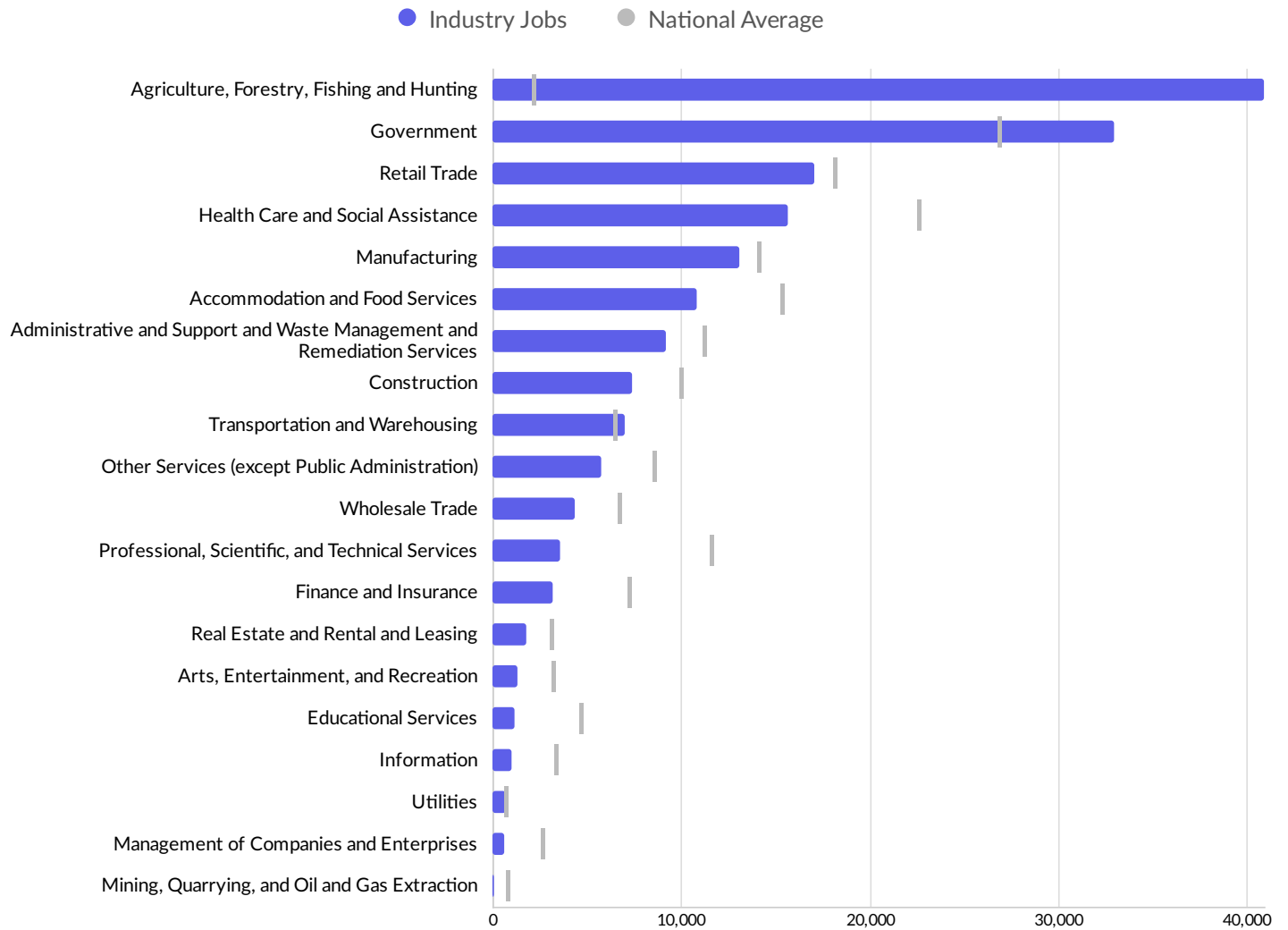
ZIP	Name	2018 Employment
93291	Visalia, CA (in Tulare co...	32,273
93277	Visalia, CA (in Tulare co...	28,290
93257	Porterville, CA (in Tular...	25,037
93274	Tulare, CA (in Tulare co...	22,343
93272	Tipton, CA (in Tulare co...	12,107

### Where Talent Lives

ZIP	Name	2018 Workers
93274	Tulare, CA (in Tulare co...	30,479
93257	Porterville, CA (in Tular...	29,450
93277	Visalia, CA (in Tulare co...	24,028
93291	Visalia, CA (in Tulare co...	22,930
93292	Visalia, CA (in Tulare co...	18,402

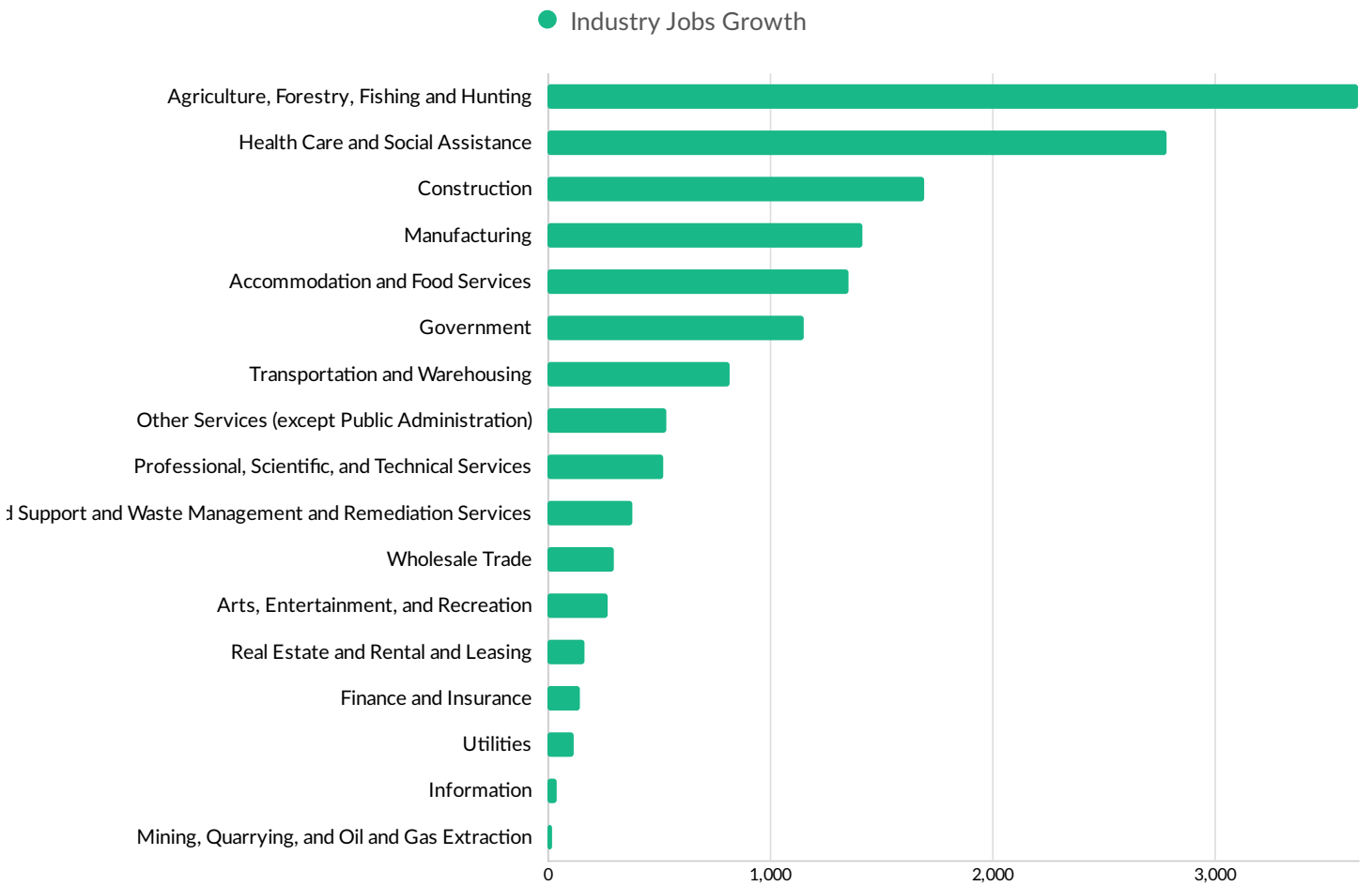
# Industry Characteristics

## Largest Industries



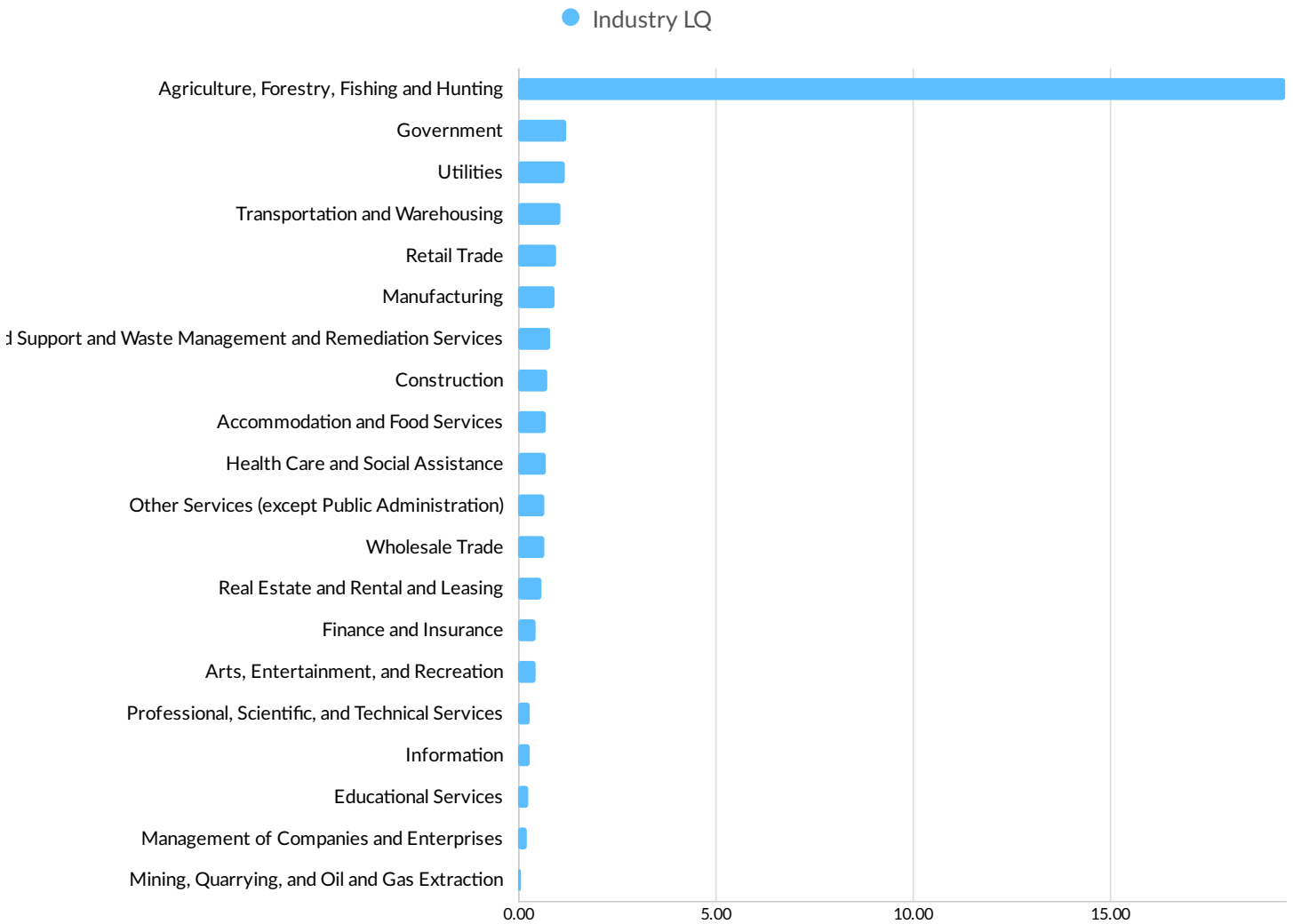
# Industry Characteristics - Cont.

## Top Growing Industries



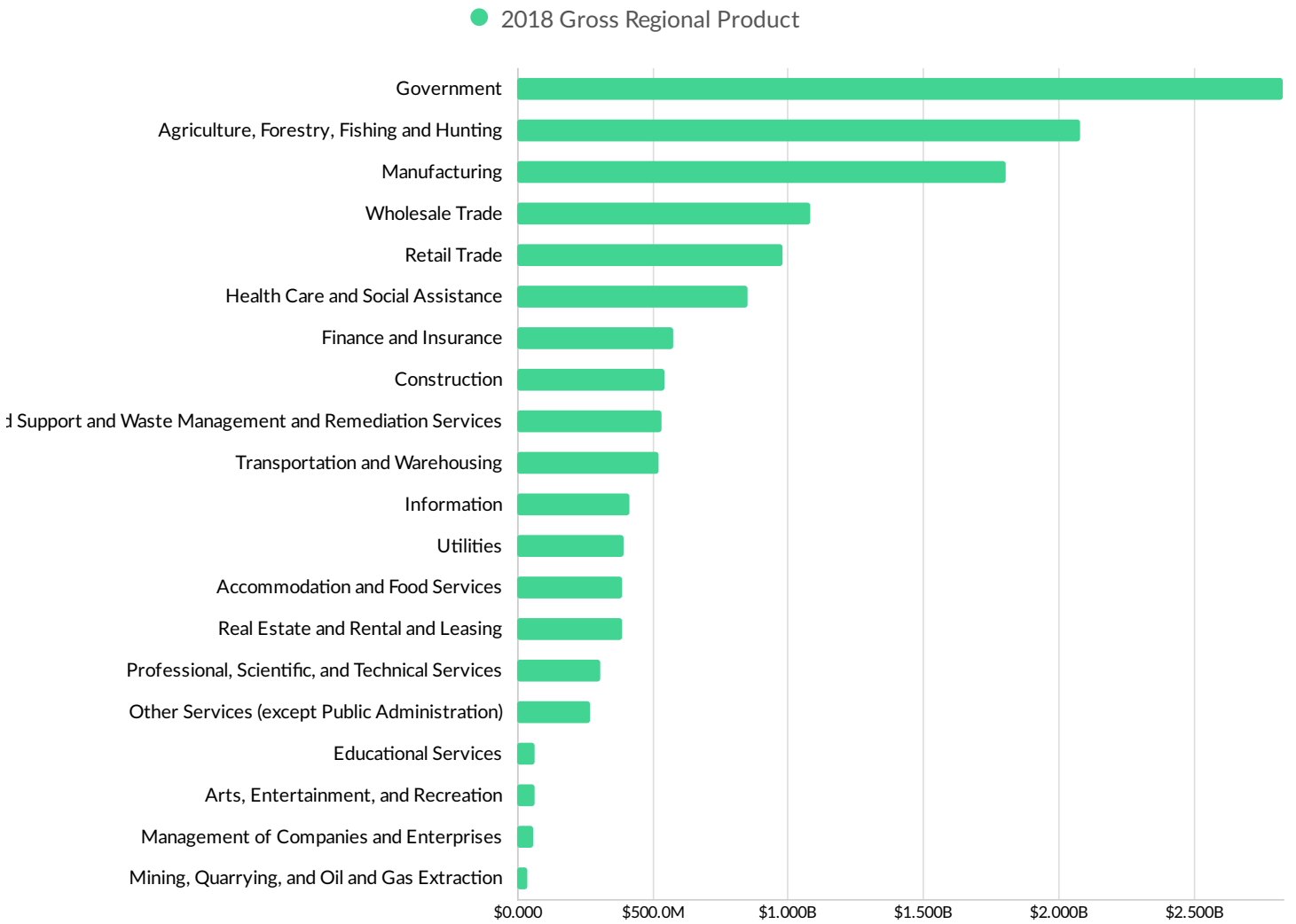
## Industry Characteristics - Cont.

### Top Industry LQ



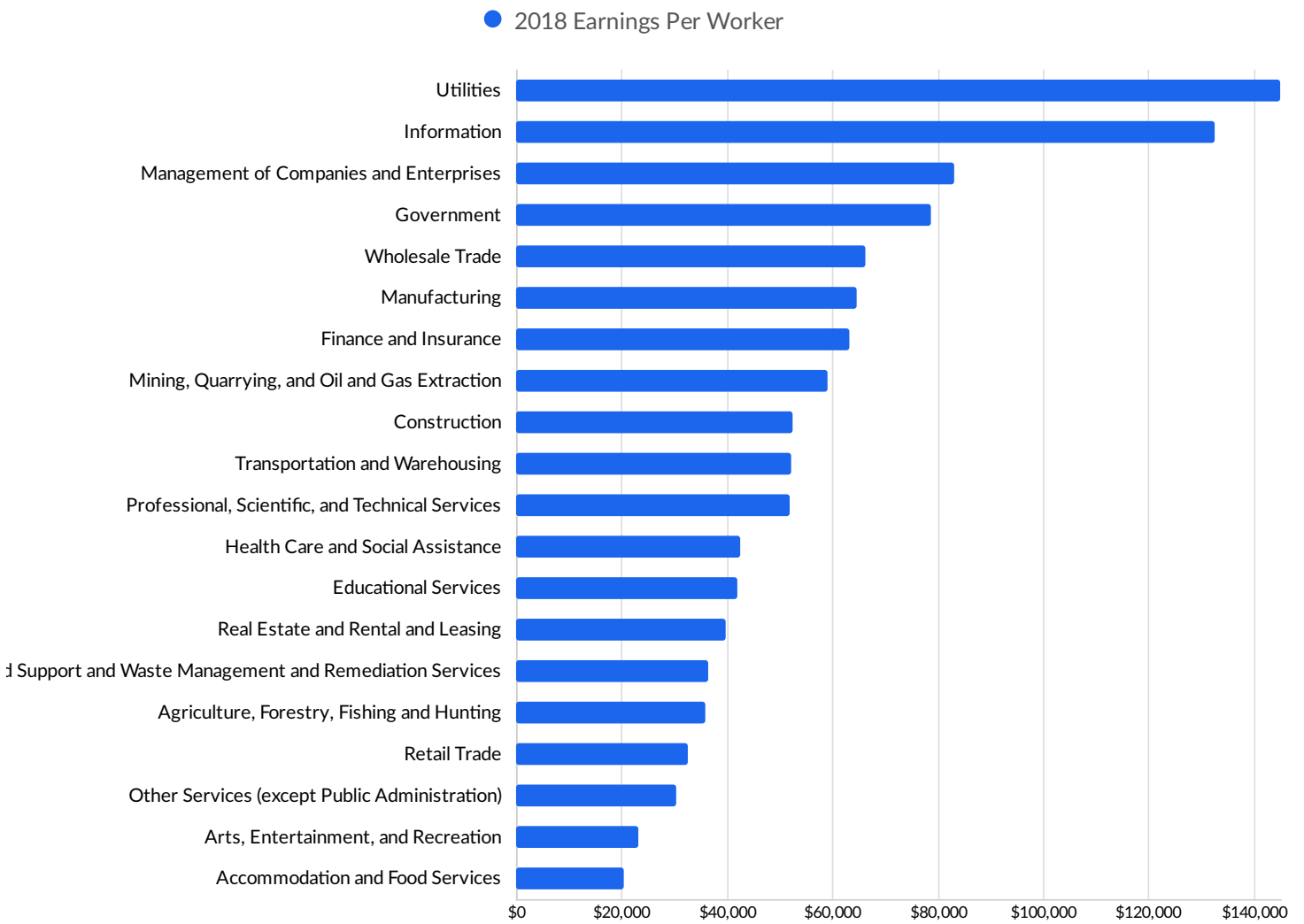
# Industry Characteristics - Cont.

## Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## 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	37,261	40,906	3,645	+10%	19.45	\$35,944	\$2.08B
Government	31,794	32,949	1,155	+4%	1.23	\$78,635	\$2.83B
Retail Trade	17,484	17,099	-385	-2%	0.95	\$32,519	\$982.30M
Health Care and Social Assistance	12,905	15,692	2,787	+22%	0.70	\$42,502	\$853.22M
Manufacturing	11,690	13,109	1,419	+12%	0.94	\$64,623	\$1.81B
Accommodation and Food Services	9,490	10,847	1,357	+14%	0.71	\$20,476	\$387.79M
Administrative and Support and Waste Management and Remediation Services	8,780	9,161	381	+4%	0.82	\$36,369	\$536.60M
Construction	5,732	7,427	1,695	+30%	0.75	\$52,477	\$544.66M
Transportation and Warehousing	6,156	6,974	818	+13%	1.09	\$52,184	\$521.44M
Other Services (except Public Administration)	5,199	5,731	532	+10%	0.67	\$30,416	\$270.63M
Wholesale Trade	4,042	4,342	300	+7%	0.66	\$66,385	\$1.08B
Professional, Scientific, and Technical Services	3,050	3,573	523	+17%	0.31	\$51,868	\$308.32M
Finance and Insurance	3,061	3,208	147	+5%	0.45	\$63,169	\$578.37M
Real Estate and Rental and Leasing	1,612	1,777	165	+10%	0.59	\$39,919	\$387.78M
Arts, Entertainment, and Recreation	1,049	1,322	273	+26%	0.43	\$23,091	\$62.73M
Educational Services	1,285	1,152	-133	-10%	0.25	\$42,087	\$64.16M
Information	944	984	40	+4%	0.30	\$132,720	\$414.63M
Utilities	604	723	119	+20%	1.18	\$145,063	\$395.69M
Management of Companies and Enterprises	737	608	-129	-18%	0.24	\$83,240	\$59.27M























## 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	41	65	24	+59%	0.09	\$59,239	\$37.62M

## Business Characteristics

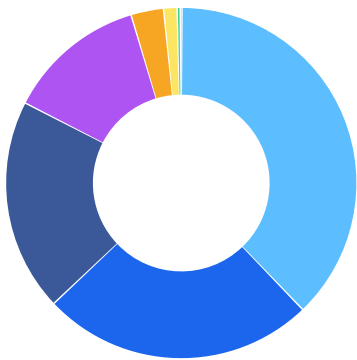
### 18,394 Companies Employ Your Workers

Online profiles for your workers mention 18,394 companies as employers, with the top 10 appearing below. In the last 12 months, 2,827 companies in Tulare County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Delta Kaweah Medical Center	654 	Anthem, Inc.	2,022 
County of Tulare	633 	CRST International, Inc.	1,758 
Visalia Unified School District	446 	Kaweah Delta Health Care Dist...	769 
Porterville Unified School Distr...	438 	C.R. England, Inc.	739 
College of The Sequoias	300 	Lyft, Inc.	623 
Tulare County Office of Educat...	288 	County of Tulare	535 
Cigna Corporation	284 	Kern Community College Distri...	500 
Wal-Mart Stores, Inc.	268 	Visalia Unified School District	487 
Kaweah Delta Health Care Dist...	254 	Pridestaff, Inc	472 
Sierra View General Partnership	228 	Urbansitter, Inc.	418 

## Business Characteristics - Cont.

### Business Size

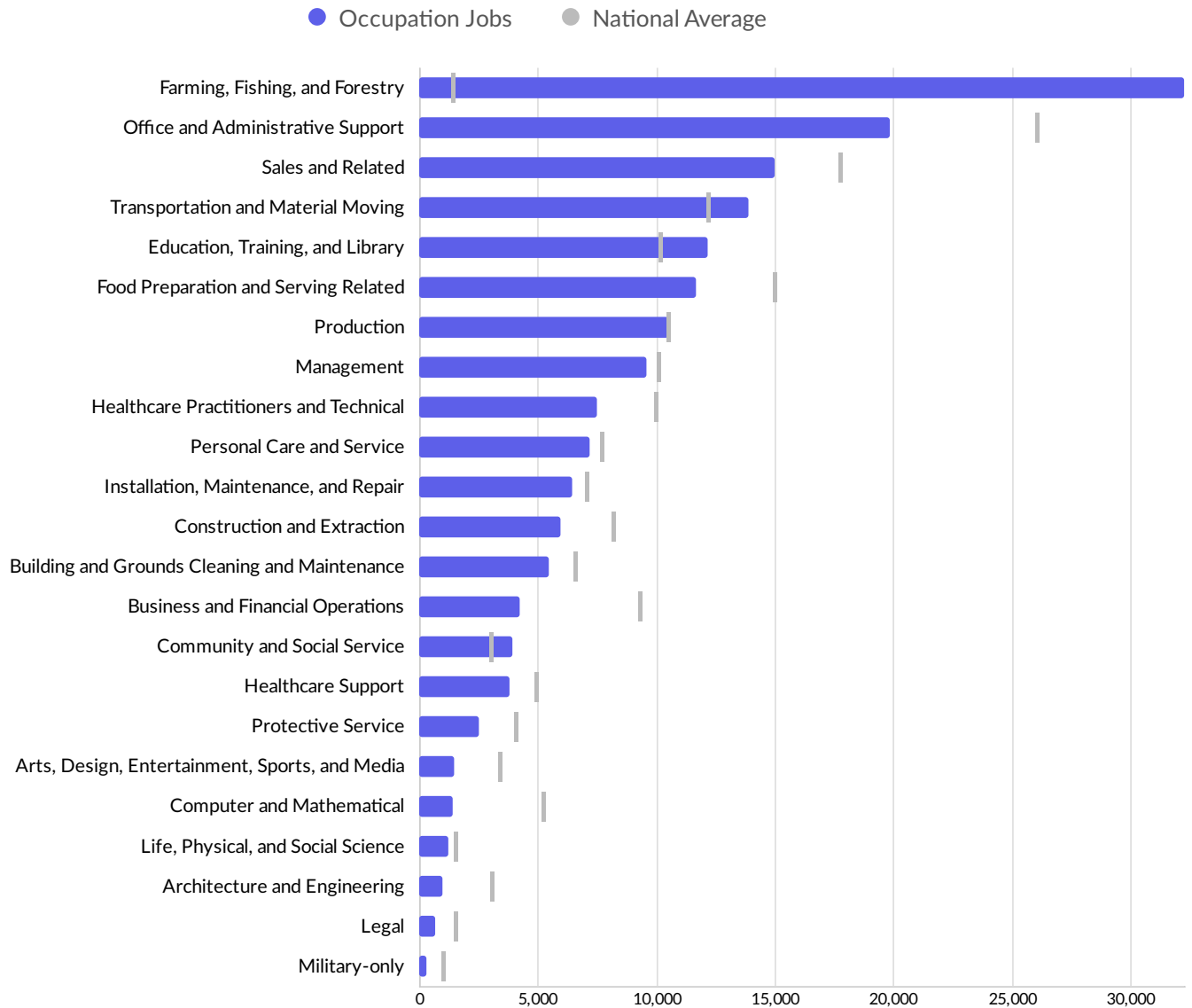


	Percentage	Business Count
1 to 4 employees	37.8%	4,513
5 to 9 employees	25.1%	3,003
10 to 19 employees	19.6%	2,342
20 to 49 employees	12.8%	1,534
50 to 99 employees	3.0%	359
100 to 249 employees	1.2%	148
250 to 499 employees	0.3%	35
500+ employees	0.2%	19

*\*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.*

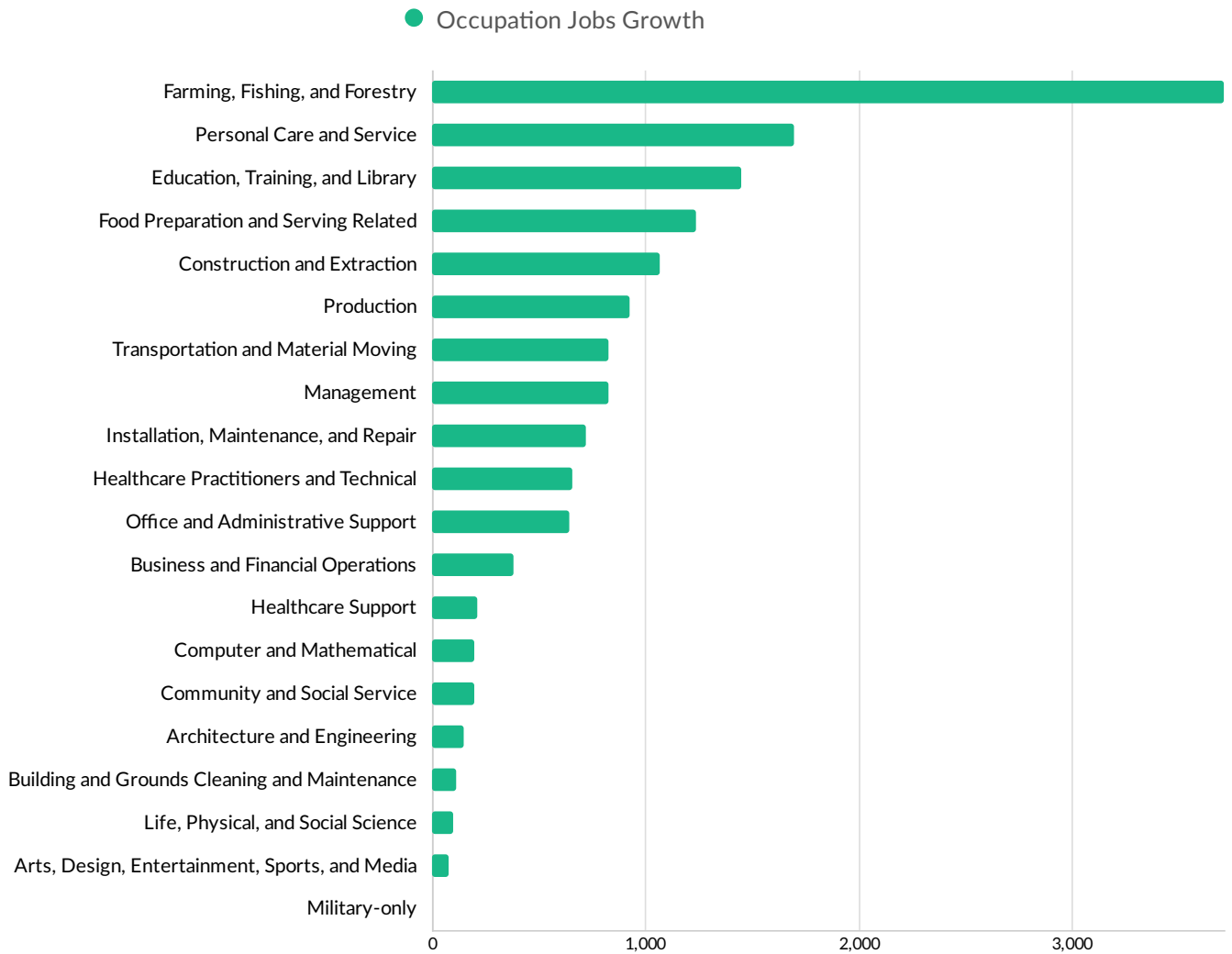
# Workforce Characteristics

## Largest Occupations



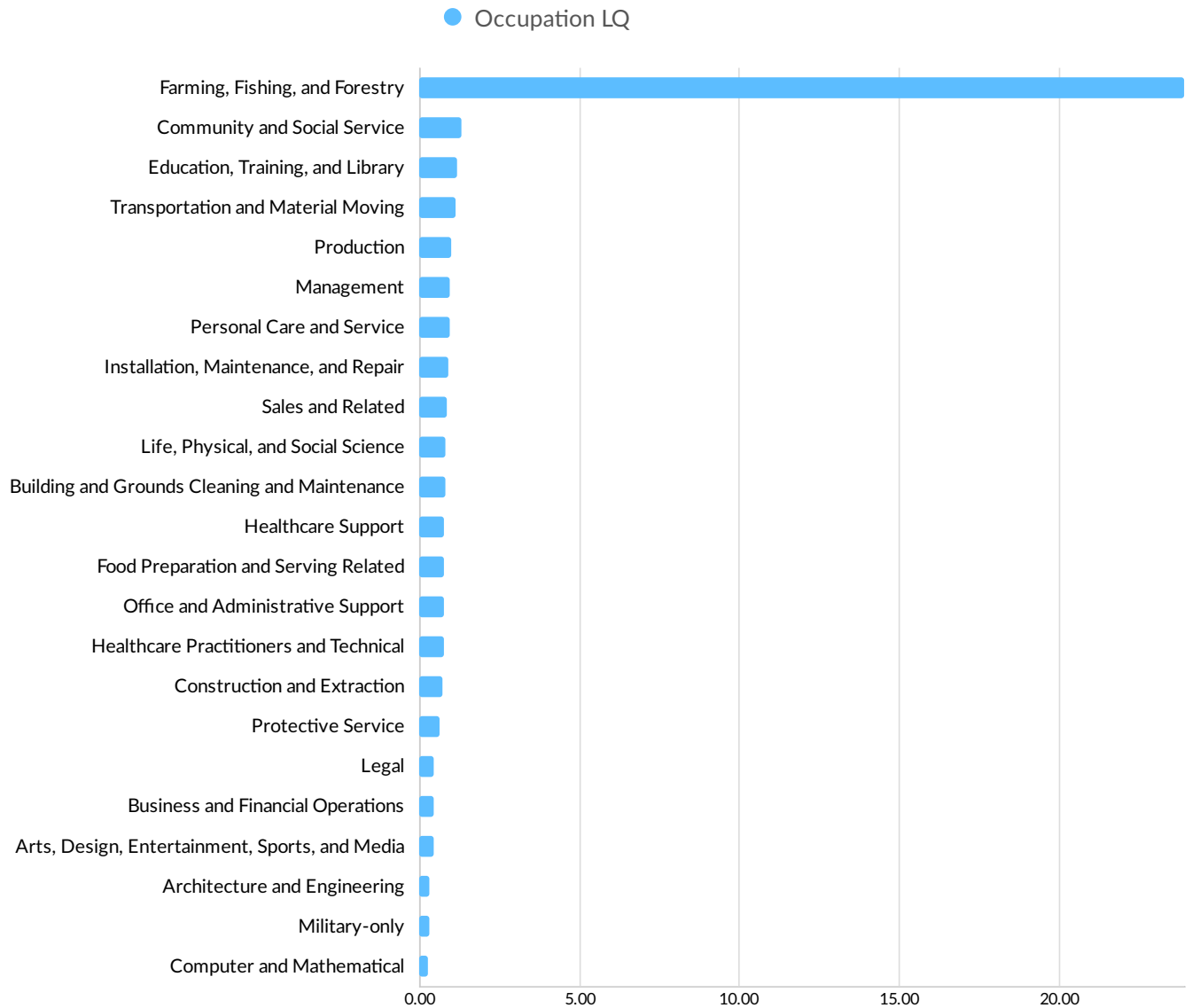
# Workforce Characteristics - Cont.

## Top Growing Occupations



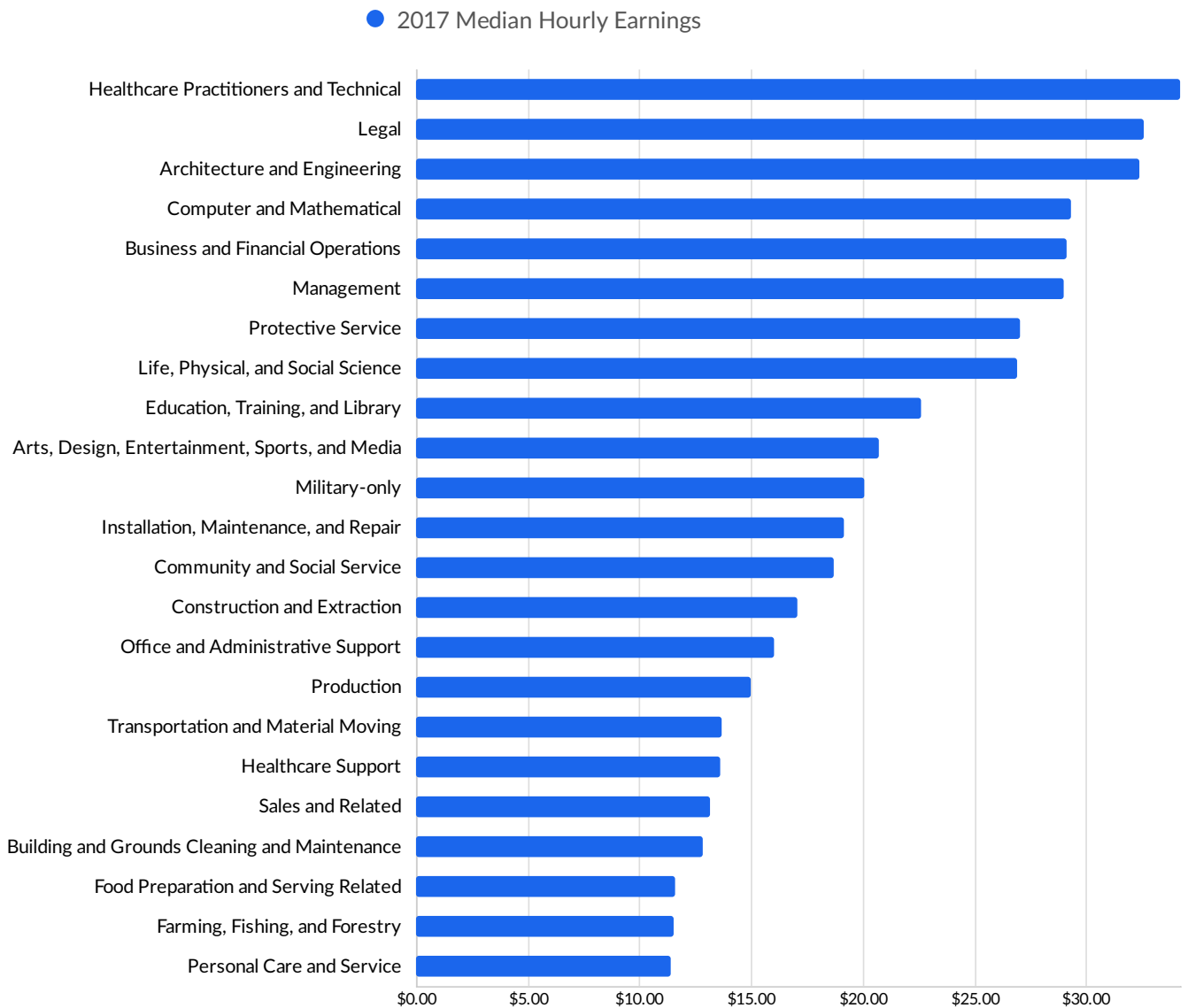
# Workforce Characteristics - Cont.

## Top Occupation LQ



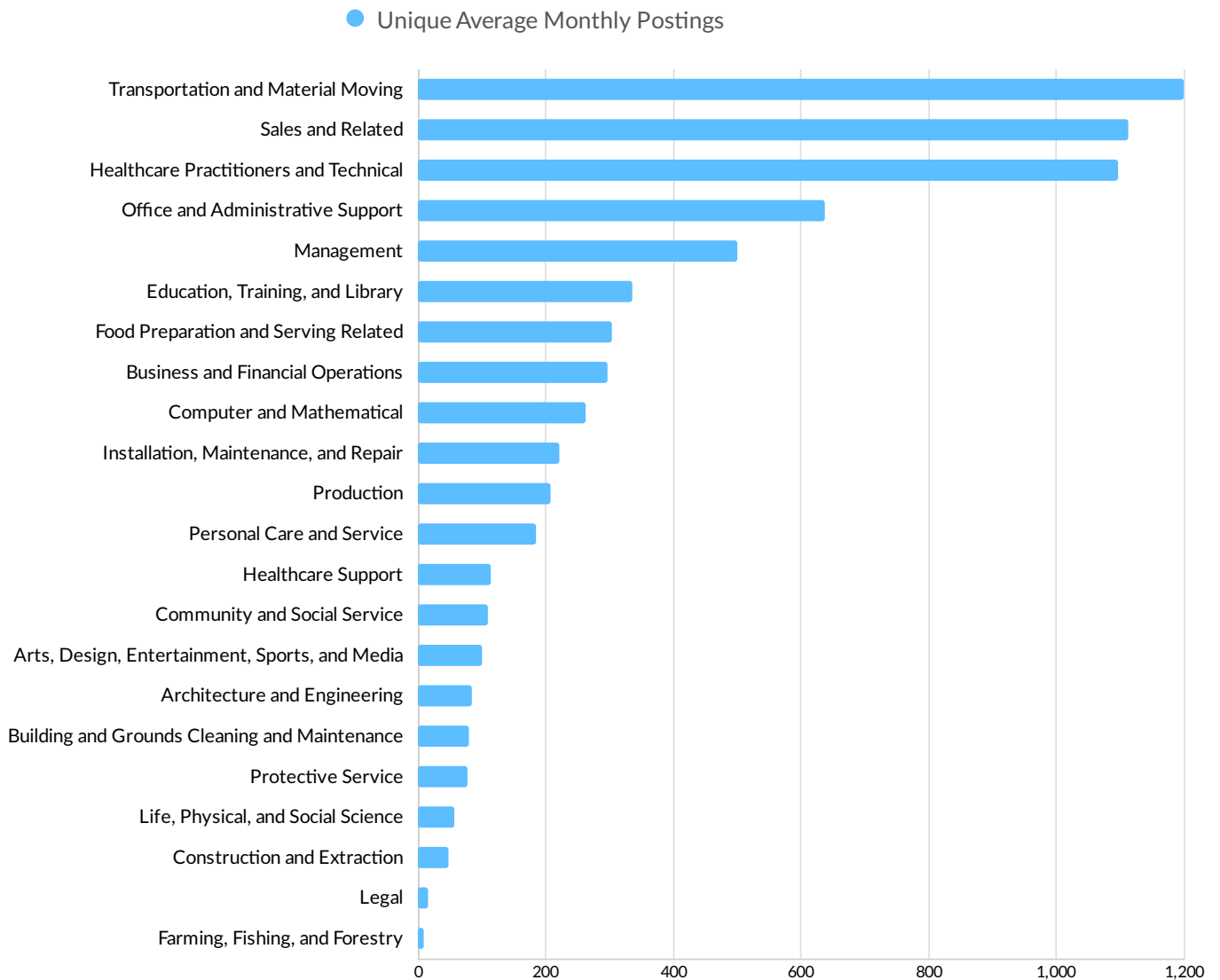
# Workforce Characteristics - Cont.

## 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	28,545	32,259	3,714	+13%	23.92	\$11.51	10
Office and Administrative Support	19,192	19,833	641	+3%	0.76	\$16.03	637
Sales and Related	15,071	14,991	-80	-1%	0.85	\$13.18	1,114
Transportation and Material Moving	13,047	13,875	828	+6%	1.14	\$13.71	1,201
Education, Training, and Library	10,697	12,145	1,448	+14%	1.20	\$22.63	336
Food Preparation and Serving Related	10,447	11,685	1,238	+12%	0.78	\$11.63	304
Production	9,612	10,536	924	+10%	1.01	\$14.97	207
Management	8,780	9,607	827	+9%	0.96	\$29.00	501
Healthcare Practitioners and Technical	6,841	7,498	657	+10%	0.76	\$34.21	1,098
Personal Care and Service	5,469	7,169	1,700	+31%	0.94	\$11.42	185
Installation, Maintenance, and Repair	5,753	6,473	720	+13%	0.93	\$19.19	222
Construction and Extraction	4,884	5,949	1,065	+22%	0.73	\$17.06	48
Building and Grounds Cleaning and Maintenance	5,360	5,470	110	+2%	0.84	\$12.85	81
Business and Financial Operations	3,862	4,247	385	+10%	0.46	\$29.10	297
Community and Social Service	3,720	3,917	197	+5%	1.33	\$18.72	109
Healthcare Support	3,622	3,833	211	+6%	0.79	\$13.62	114

## 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
Protective Service	2,619	2,504	-115	-4%	0.63	\$27.03	77
Arts, Design, Entertainment, Sports, and Media	1,379	1,455	76	+6%	0.44	\$20.71	100
Computer and Mathematical	1,215	1,416	201	+17%	0.28	\$29.30	263
Life, Physical, and Social Science	1,132	1,234	102	+9%	0.84	\$26.88	56
Architecture and Engineering	866	1,013	147	+17%	0.34	\$32.36	85
Legal	747	699	-48	-6%	0.47	\$32.57	15
Military-only	296	299	3	+1%	0.32	\$20.06	0

## Educational Pipeline

In 2017, there were 6,442 graduates in Tulare County, CA. This pipeline has grown by 73% over the last 5 years. The highest share of these graduates come from Medical/Clinical Assistant, Liberal Arts and Sciences/Liberal Studies, and Medical/Clinical Assistant.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
San Joaquin Valley College-Visalia	3,181	
College of the Sequoias	1,712	
Porterville College	613	
Advanced Career Institute	440	
Milan Institute-Visalia	364	
Milan Institute of Cosmetology-Visalia	85	
Estes Institute of Cosmetology Arts and Science	47	
Tulare Beauty College	0	

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