



Kern County, CA

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Economy Overview

901,042

Population (2018)

Population grew by 37,034 over the last 5 years and is projected to grow by 31,024 over the next 5 years.

356,323

Jobs (2018)

Jobs grew by 16,675 over the last 5 years and are projected to grow by 20,169 over the next 5 years.

\$50.8K

Median Household Income (2017)

Median household income is \$6.8K below the national median household income of \$57.7K.

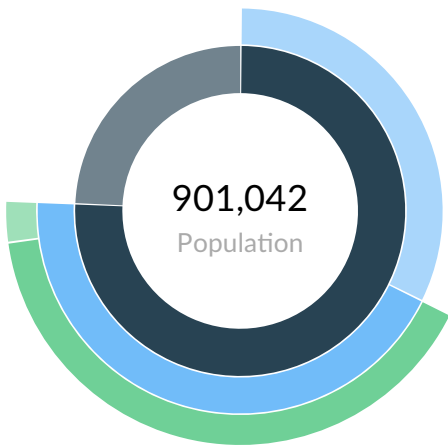
Takeaways

- As of 2018 the region's population **increased by 4.3%** since 2013, growing by 37,034. Population is expected to **increase by 3.4%** between 2018 and 2023, adding 31,024.
- From 2013 to 2018, jobs **increased by 4.9%** in Kern County, CA from 339,648 to **356,323**. This change **fell short of the national growth rate of 7.8% by 2.9%**. As the number of jobs increased, the **labor force participation rate decreased from 60.4% to 57.4% between 2013 and 2018**.
- Concerning educational attainment, **10.2% of Kern County, CA residents possess a Bachelor's Degree** (8.4% below the national average), and **7.0% hold an Associate's Degree** (1.0% 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	901,042	390,888	356,323	118.3	\$38.44B	\$45.68B	\$54.25B
State	39,853,042	19,627,394	19,568,418	133.8	\$2.82T	\$1.39T	\$1.97T

Economy Overview - Cont.

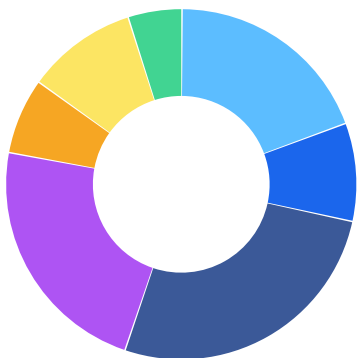
2018 Labor Force Breakdown



	Population
● Total Working Age Population	681,362
● Not in Labor Force (15+)	290,474
● Labor Force	390,888
● Employed	365,158
● Unemployed	25,730
● Under 15	219,680

Educational Attainment

Concerning educational attainment, **10.2% of Kern County, CA residents possess a Bachelor's Degree** (8.4% below the national average), and **7.0% hold an Associate's Degree** (1.0% below the national average).

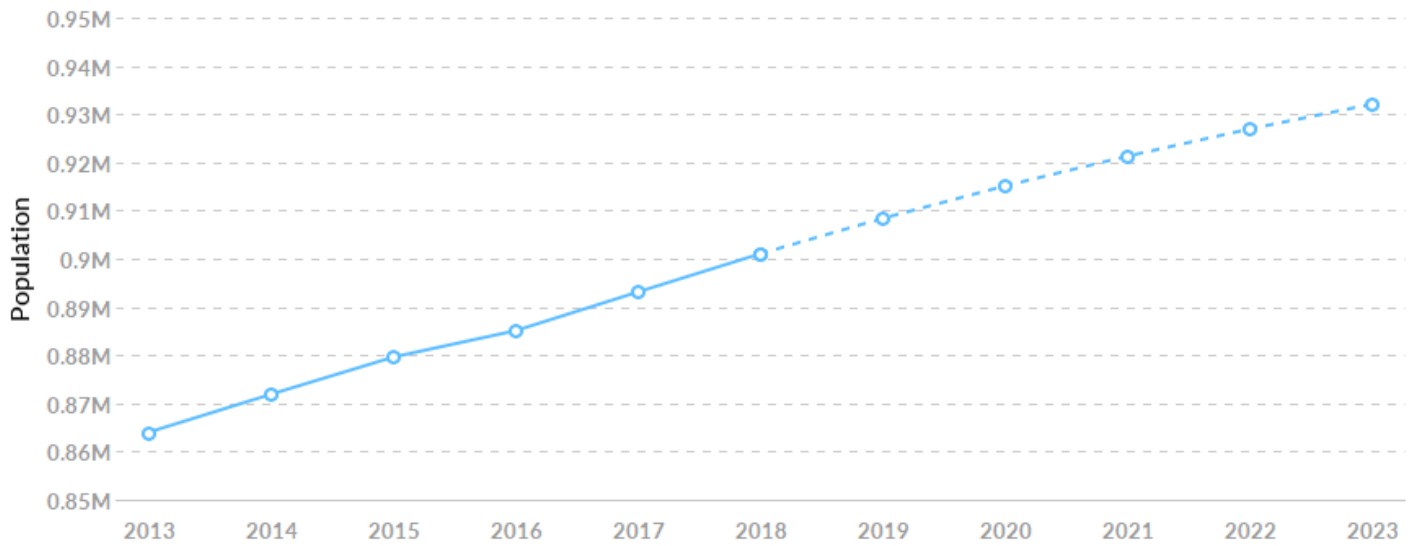


	% of Population	Population
● Less Than 9th Grade	19.3%	105,725
● 9th Grade to 12th Grade	9.1%	49,657
● High School Diploma	26.8%	146,922
● Some College	22.7%	124,452
● Associate's Degree	7.0%	38,376
● Bachelor's Degree	10.2%	55,906
● Graduate Degree and Higher	5.0%	27,267

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 4.3% since 2013, growing by 37,034. Population is expected to increase by 3.4% between 2018 and 2023, adding 31,024.

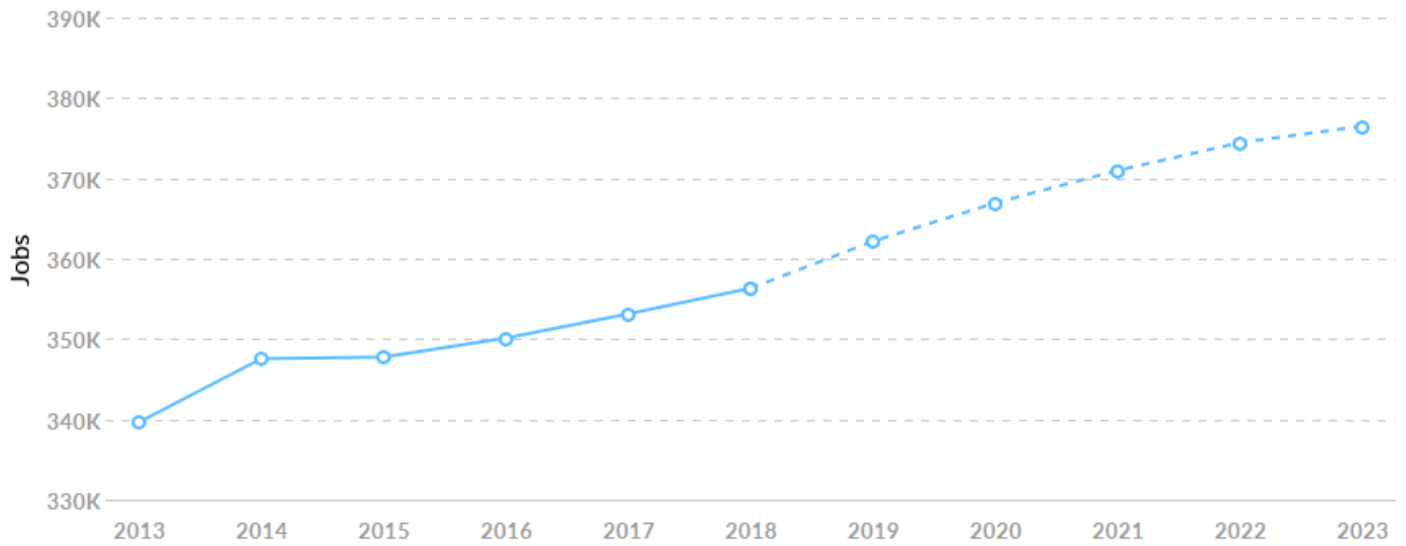


Timeframe	Population
2013	864,008
2014	871,892
2015	879,607
2016	885,084
2017	893,115
2018	901,042
2019	908,379
2020	915,111
2021	921,277
2022	926,920
2023	932,067

Historic & Projected Trends - Cont.

Job Trends

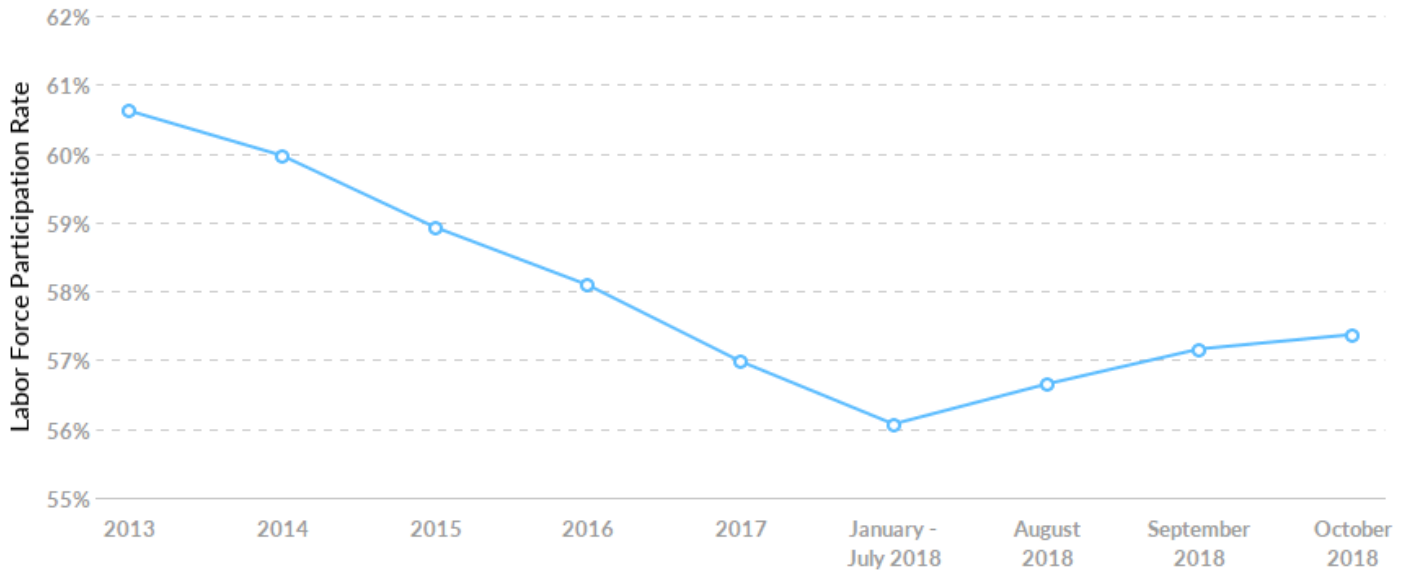
From 2013 to 2018, jobs increased by 4.9% in Kern County, CA from 339,648 to 356,323. This change fell short of the national growth rate of 7.8% by 2.9%.



Timeframe	Jobs
2013	339,648
2014	347,546
2015	347,757
2016	350,120
2017	353,127
2018	356,323
2019	362,168
2020	366,949
2021	370,986
2022	374,443
2023	376,492

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

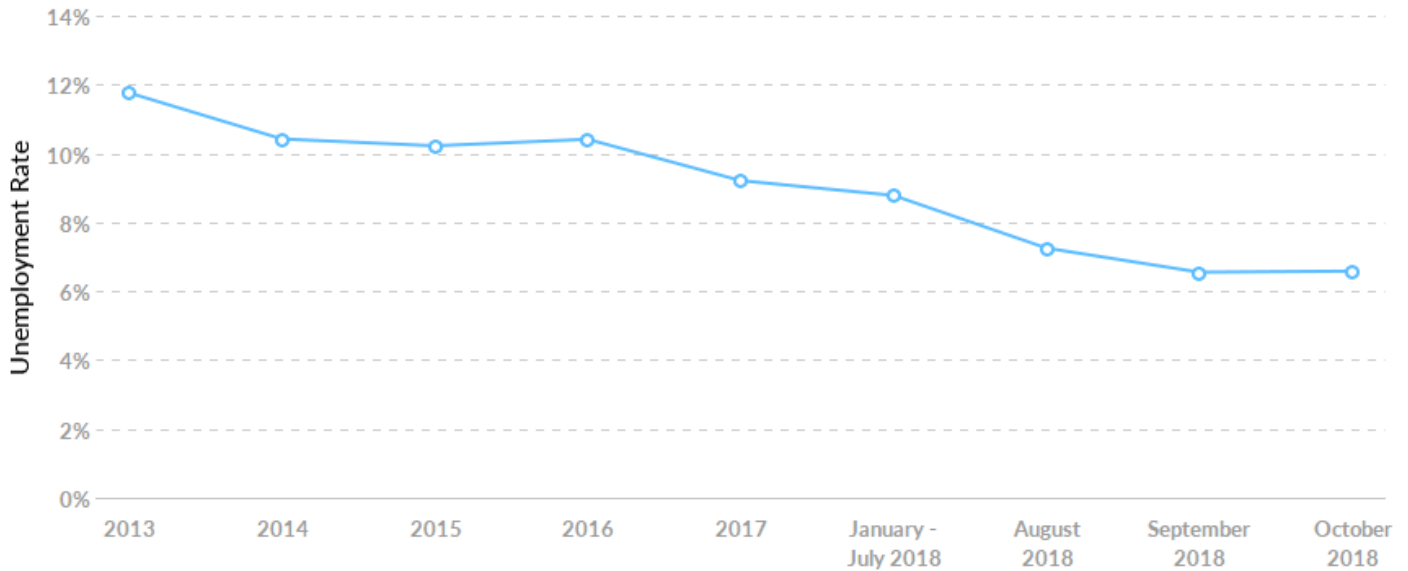


Timeframe	Labor Force Participation Rate
2013	60.62%
2014	59.97%
2015	58.93%
2016	58.09%
2017	56.98%
January - July 2018	56.07%
August 2018	56.65%
September 2018	57.16%
October 2018	57.37%

Historic & Projected Trends - Cont.

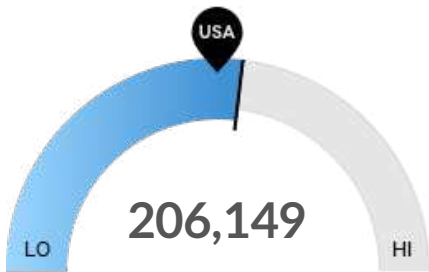
Unemployment Rate Trends

Kern County, CA had an October 2018 unemployment rate of 6.58%, **decreasing from 11.76%** 5 years before.



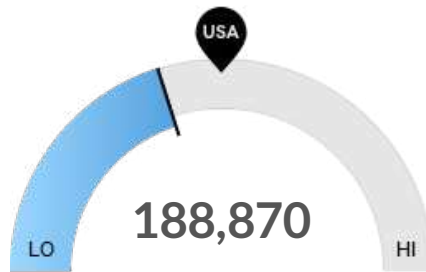
Timeframe	Unemployment Rate
2013	11.76%
2014	10.42%
2015	10.22%
2016	10.41%
2017	9.21%
January - July 2018	8.78%
August 2018	7.25%
September 2018	6.55%
October 2018	6.58%

Population Characteristics



Millennials

Kern County, CA has 206,149 millennials (ages 20-34). The national average for an area this size is 184,978.



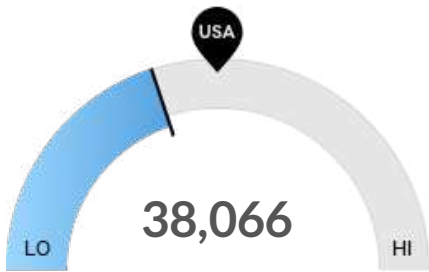
Retiring Soon

Retirement risk is low in Kern County, CA. The national average for an area this size is 254,605 people 55 or older, while there are 188,870 here.



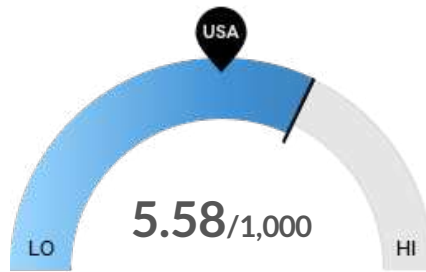
Racial Diversity

Racial diversity is high in Kern County, CA. The national average for an area this size is 350,743 racially diverse people, while there are 589,008 here.



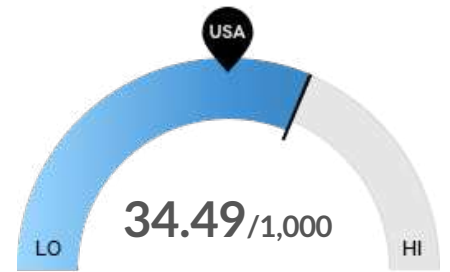
Veterans

Kern County, CA has 38,066 veterans. The national average for an area this size is 51,931.



Violent Crime

Kern County, CA has 5.58 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



Property Crime

Kern County, CA has 34.49 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 Kern County, CA currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #5 for resident workers. The top ZIP for resident workers is 93307.



Where Talent Works

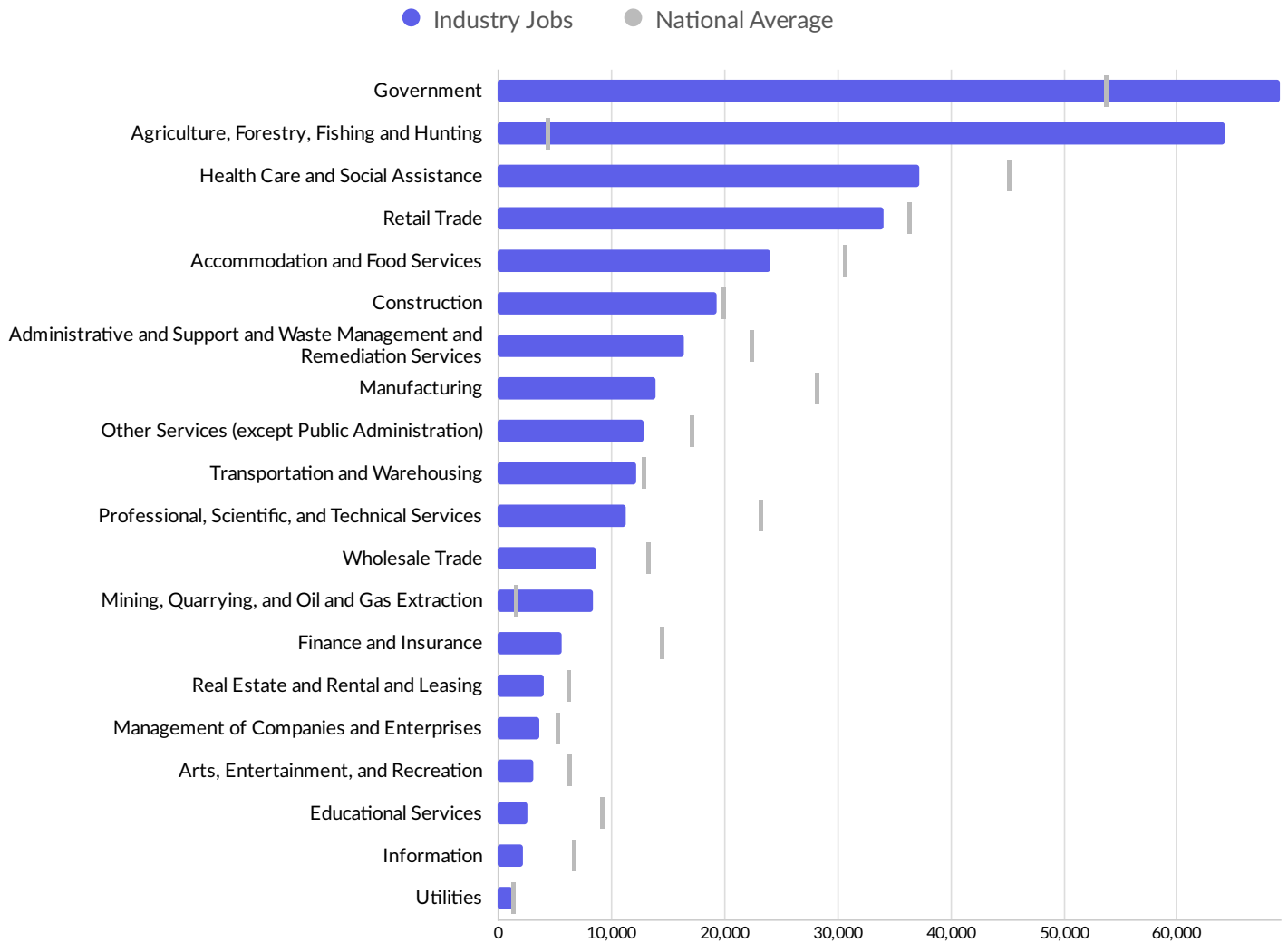
Where Talent Lives

ZIP	Name	2018 Employment
93308	Bakersfield, CA (in Kern...	48,156
93309	Bakersfield, CA (in Kern...	31,670
93313	Bakersfield, CA (in Kern...	26,655
93301	Bakersfield, CA (in Kern...	26,182
93312	Bakersfield, CA (in Kern...	19,238

ZIP	Name	2018 Workers
93307	Bakersfield, CA (in Kern...	31,974
93312	Bakersfield, CA (in Kern...	29,401
93309	Bakersfield, CA (in Kern...	29,398
93306	Bakersfield, CA (in Kern...	27,644
93308	Bakersfield, CA (in Kern...	24,177

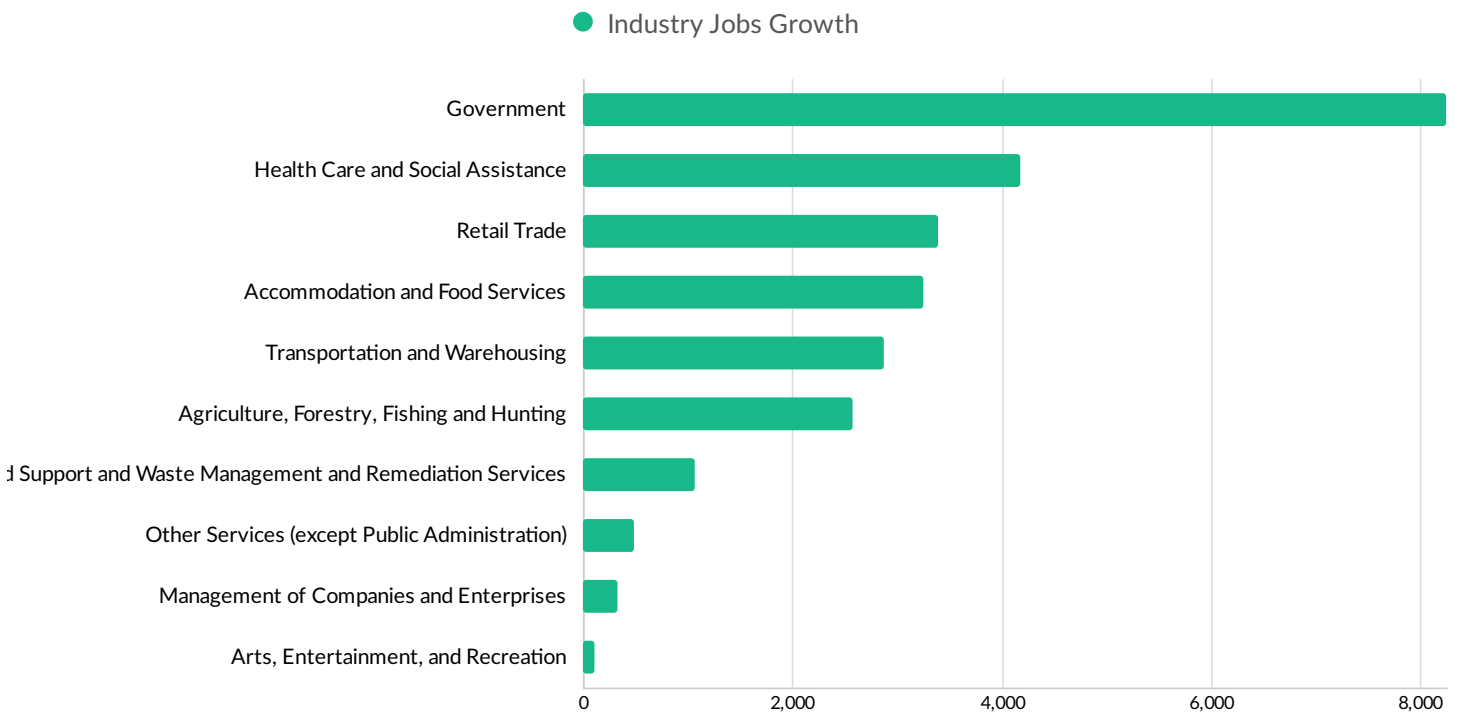
Industry Characteristics

Largest Industries



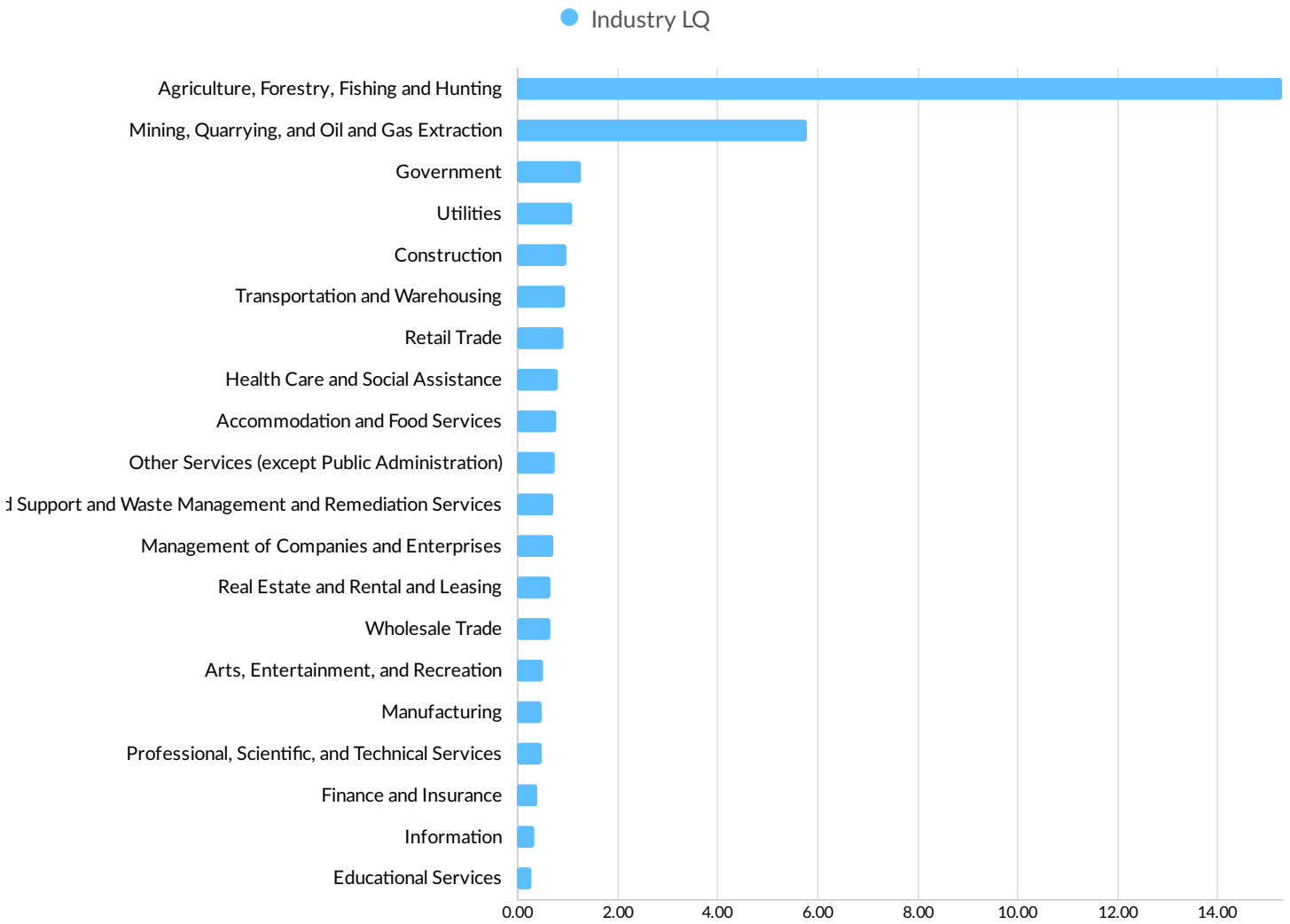
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

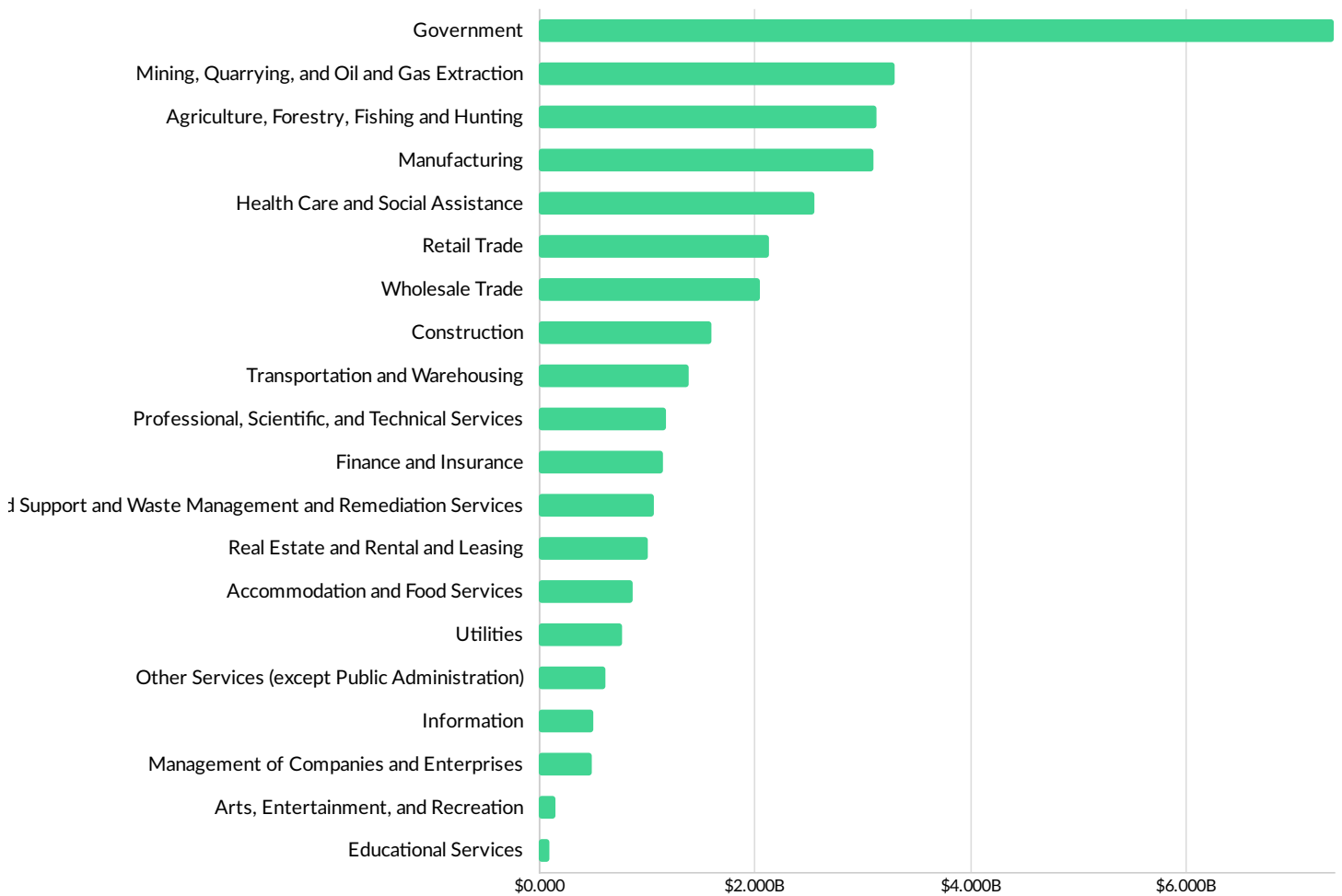
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

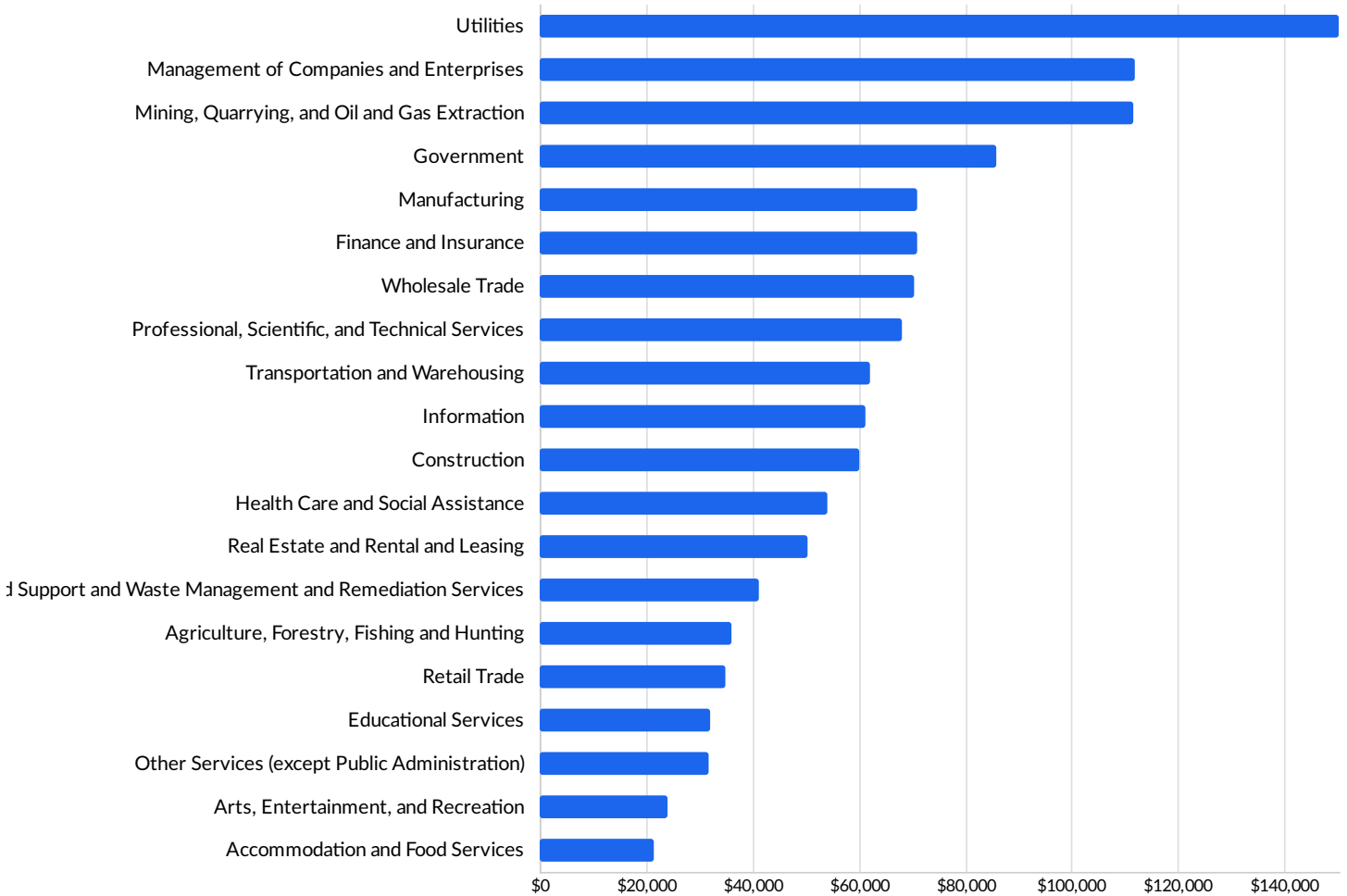
● 2018 Gross Regional Product



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	60,919	69,169	8,250	+14%	1.29	\$85,972	\$7.37B
Agriculture, Forestry, Fishing and Hunting	61,765	64,349	2,584	+4%	15.30	\$36,059	\$3.13B
Health Care and Social Assistance	33,047	37,232	4,185	+13%	0.83	\$54,092	\$2.56B
Retail Trade	30,779	34,175	3,396	+11%	0.94	\$34,843	\$2.13B
Accommodation and Food Services	20,888	24,139	3,251	+16%	0.79	\$21,419	\$874.70M
Construction	21,385	19,337	-2,048	-10%	0.98	\$60,081	\$1.60B
Administrative and Support and Waste Management and Remediation Services	15,453	16,514	1,061	+7%	0.74	\$41,272	\$1.07B
Manufacturing	14,400	13,904	-496	-3%	0.50	\$70,970	\$3.10B
Other Services (except Public Administration)	12,438	12,925	487	+4%	0.76	\$31,865	\$612.84M
Transportation and Warehousing	9,429	12,310	2,881	+31%	0.96	\$62,110	\$1.39B
Professional, Scientific, and Technical Services	13,068	11,376	-1,692	-13%	0.49	\$68,109	\$1.18B
Wholesale Trade	9,381	8,758	-623	-7%	0.66	\$70,402	\$2.05B
Mining, Quarrying, and Oil and Gas Extraction	12,350	8,433	-3,917	-32%	5.79	\$111,702	\$3.30B
Finance and Insurance	6,253	5,673	-580	-9%	0.39	\$70,923	\$1.15B
Real Estate and Rental and Leasing	4,314	4,098	-216	-5%	0.68	\$50,340	\$1.01B
Management of Companies and Enterprises	3,400	3,732	332	+10%	0.73	\$111,842	\$486.67M
Arts, Entertainment, and Recreation	3,066	3,169	103	+3%	0.51	\$24,092	\$160.51M
Educational Services	2,727	2,667	-60	-2%	0.29	\$32,112	\$104.57M
Information	2,670	2,217	-453	-17%	0.34	\$61,105	\$512.53M

Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Utilities	1,437	1,353	-84	-6%	1.10	\$150,239	\$774.44M

Business Characteristics

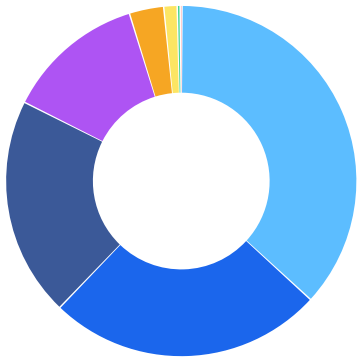
42,052 Companies Employ Your Workers

Online profiles for your workers mention 42,052 companies as employers, with the top 10 appearing below. In the last 12 months, 5,903 companies in Kern County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kern County Superintendent o...	1,117 	CRST International, Inc.	2,071 
Bakersfield College	1,070 	Kern Community College Distri...	995 
Chevron Corporation	1,032 	Dignity Health	876 
Kern Union High School District	928 	The Act 1 Group Inc	757 
United States Department of t...	829 	C.R. England, Inc.	746 
Aera Energy LLC	682 	Lyft, Inc.	557 
Bakersfield City School District	624 	Pilot Flying J	548 
California State University, Bak...	572 	The Boeing Company	537 
Bakersfield Memorial Hospital	507 	The Home Depot Inc	509 
Wm. Bolthouse Farms, Inc.	506 	Creative Financial Staffing LLC	475 

Business Characteristics - Cont.

Business Size

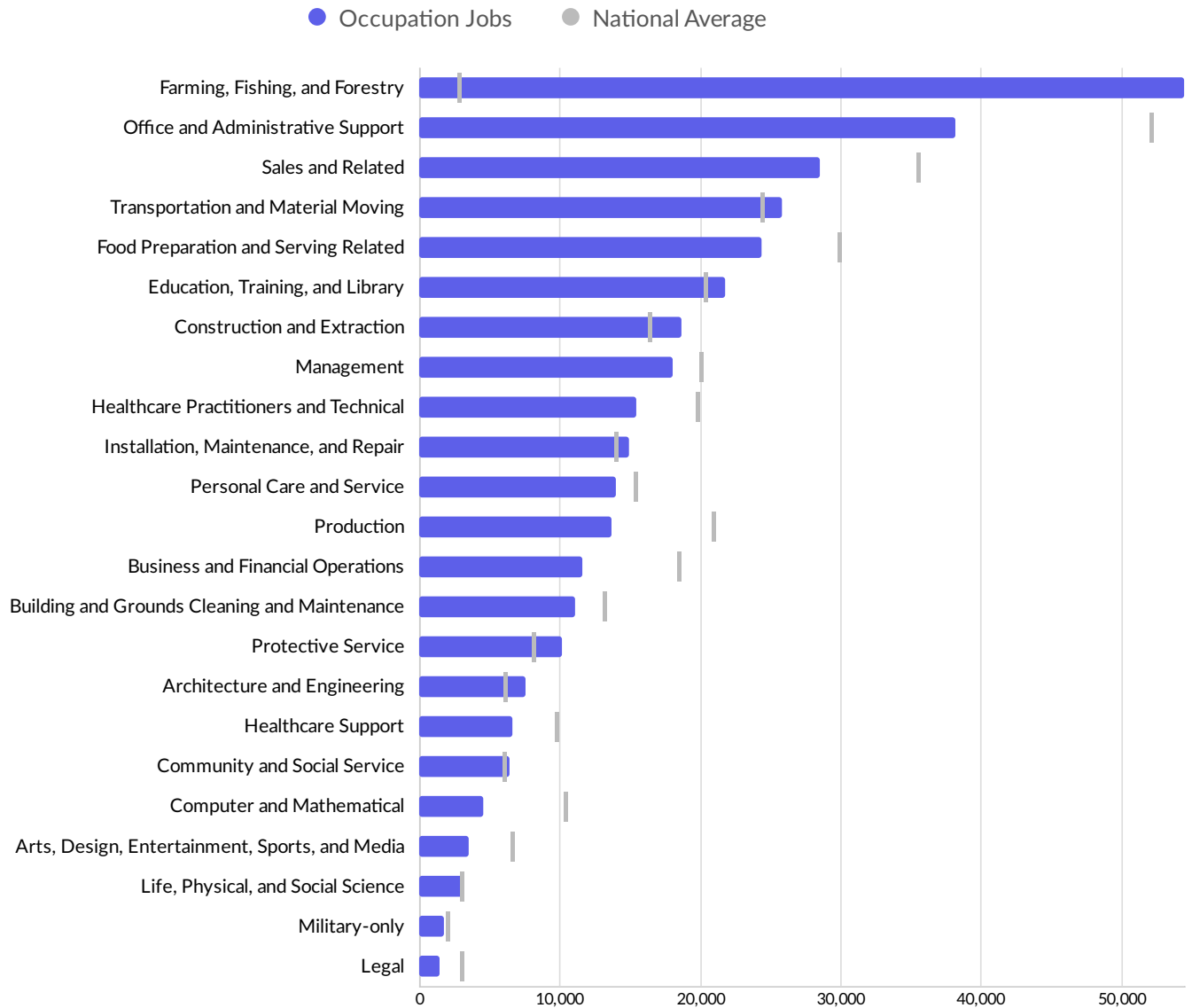


	Percentage	Business Count
1 to 4 employees	36.7%	8,185
5 to 9 employees	25.4%	5,653
10 to 19 employees	20.2%	4,506
20 to 49 employees	12.8%	2,855
50 to 99 employees	3.2%	707
100 to 249 employees	1.2%	275
250 to 499 employees	0.3%	61
500+ employees	0.2%	37

**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.*

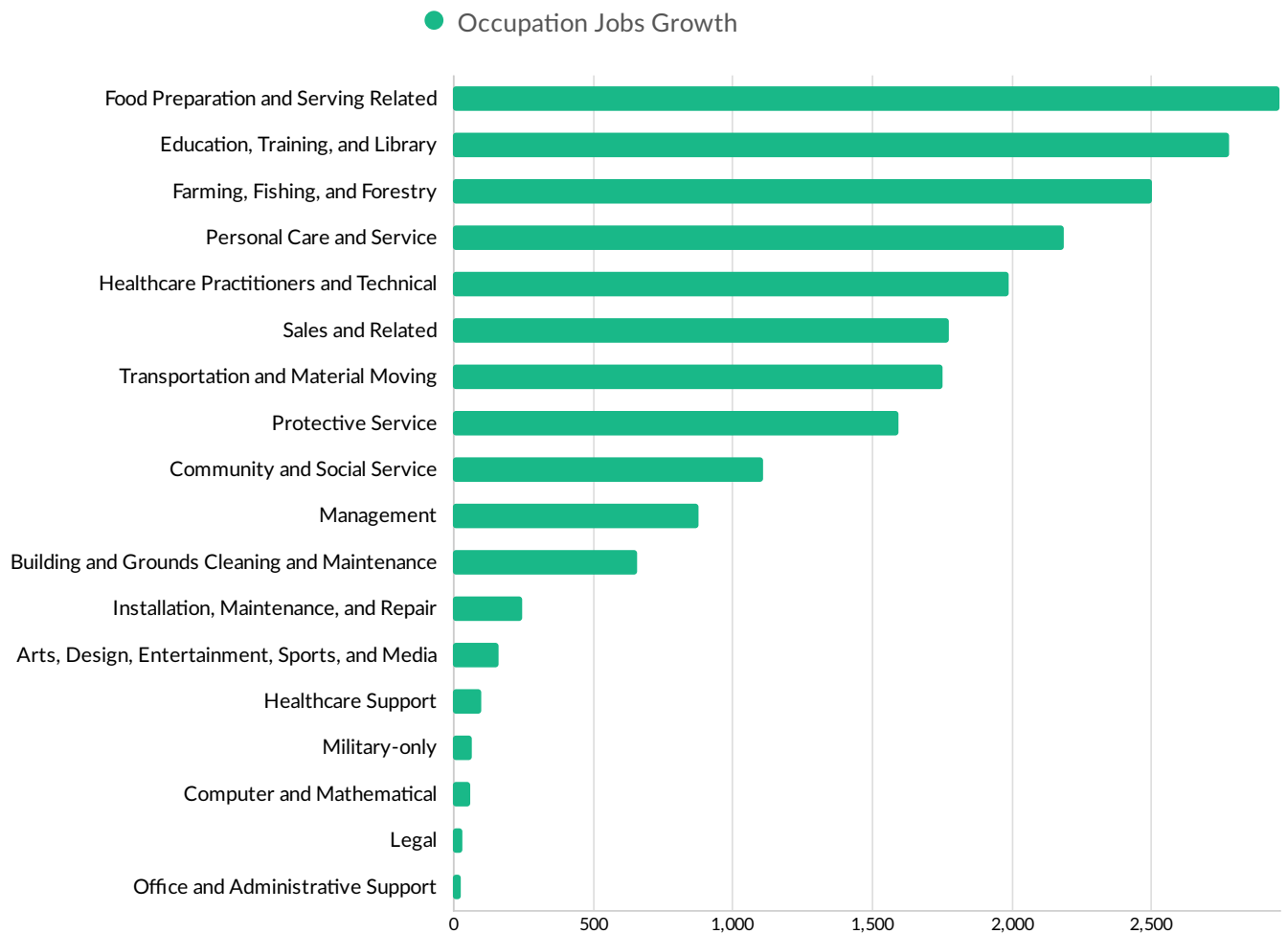
Workforce Characteristics

Largest Occupations



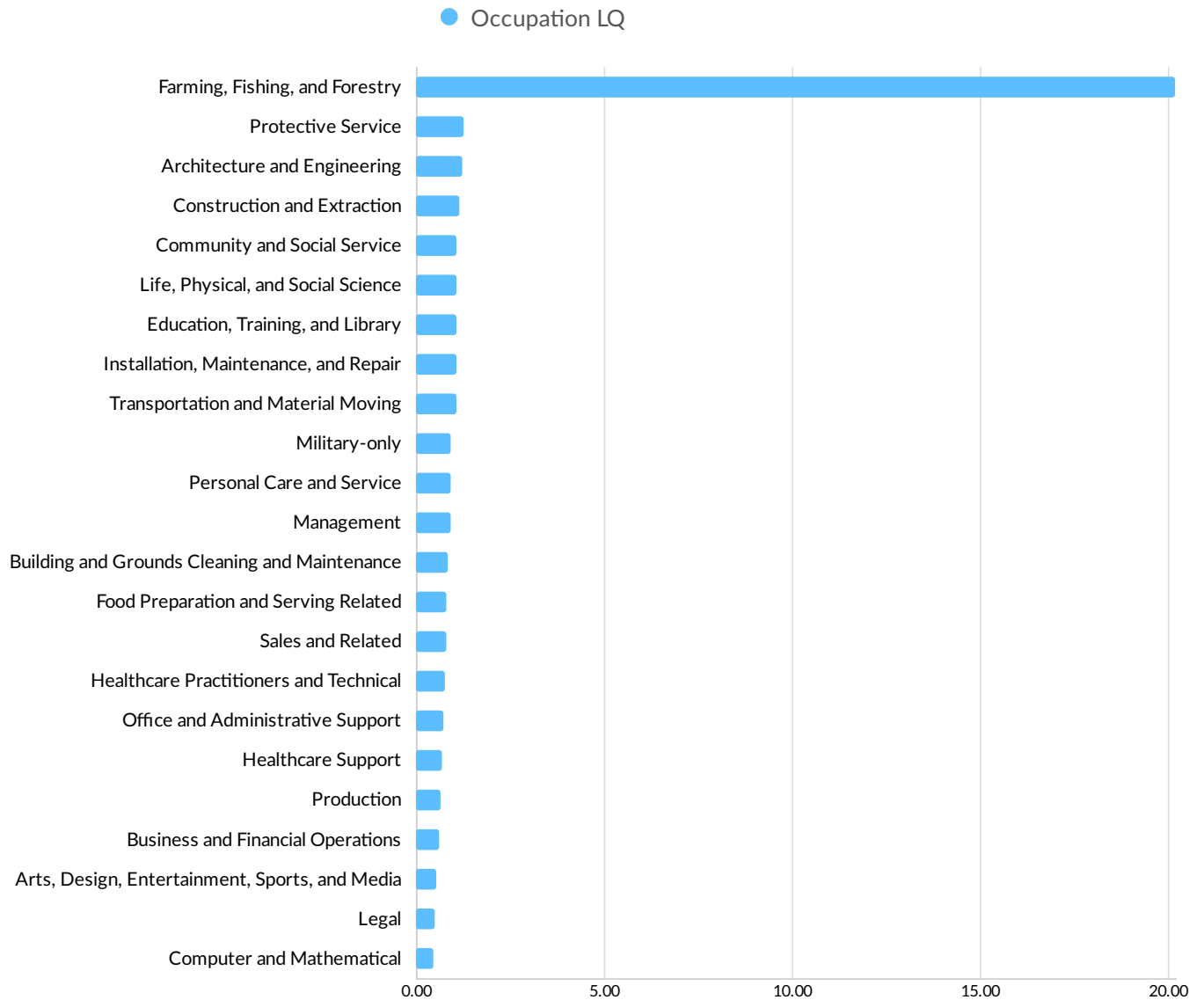
Workforce Characteristics - Cont.

Top Growing Occupations



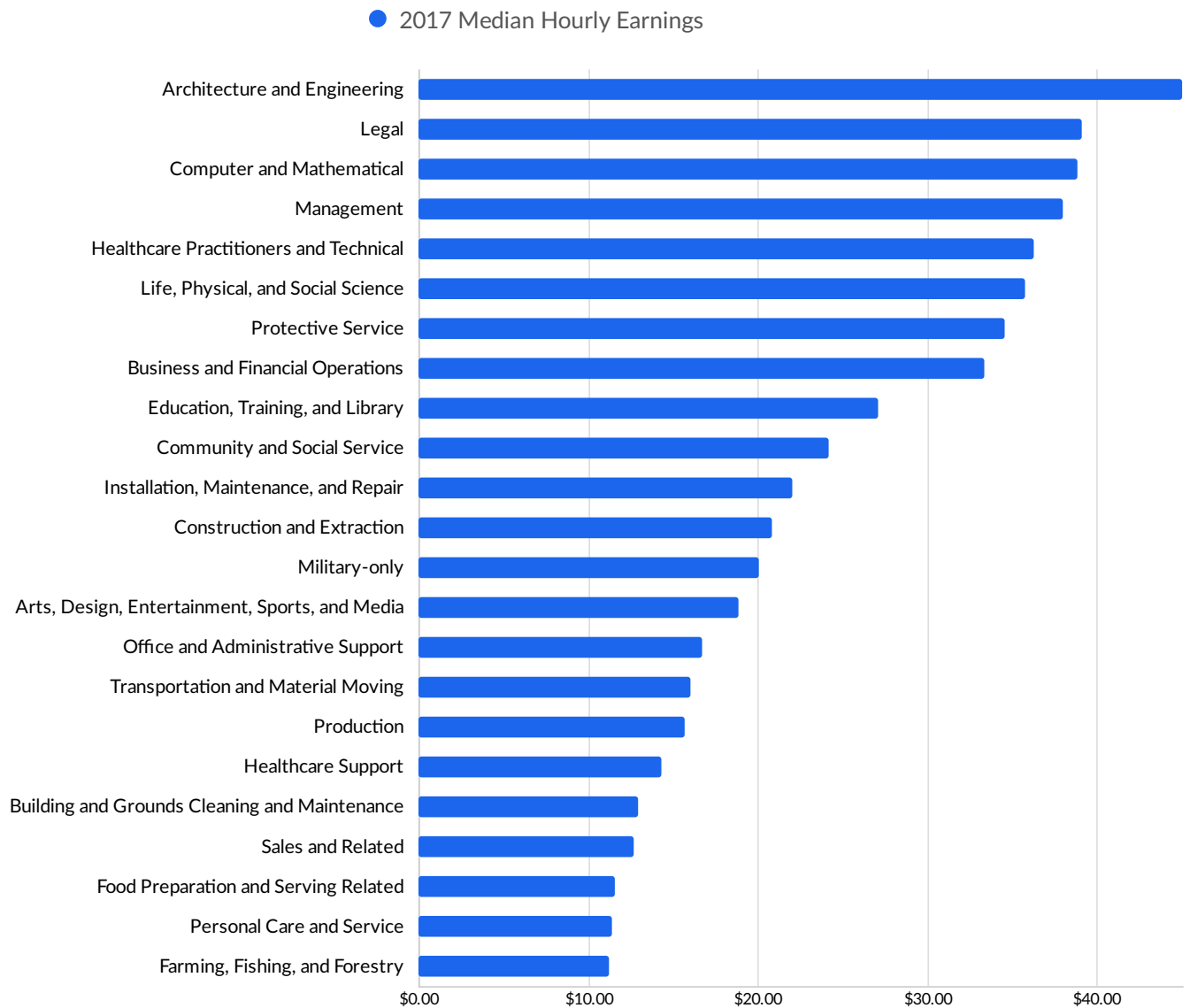
Workforce Characteristics - Cont.

Top Occupation LQ



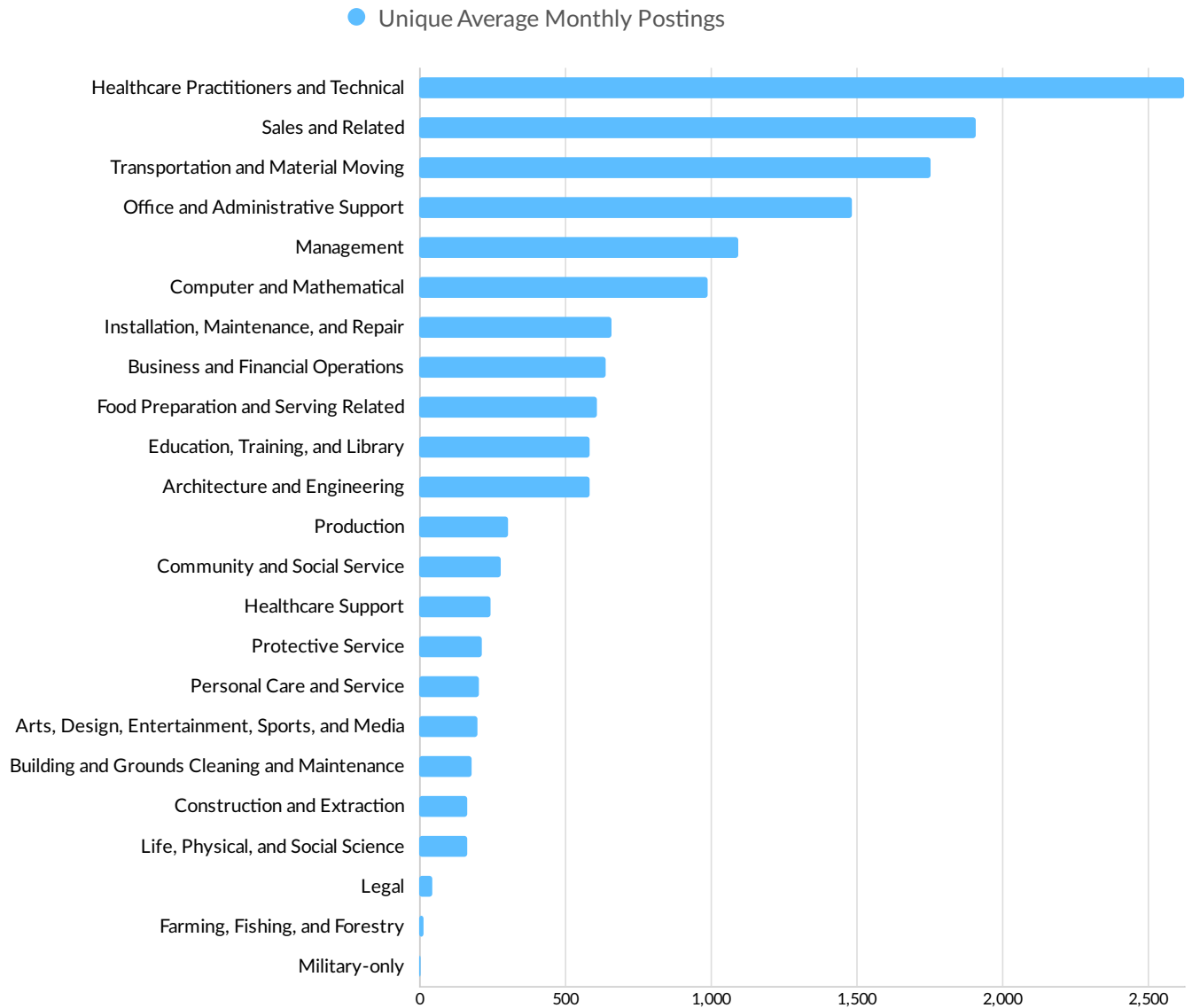
Workforce Characteristics - Cont.

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	52,012	54,515	2,503	+5%	20.21	\$11.21	14
Office and Administrative Support	38,218	38,247	29	+0%	0.73	\$16.72	1,483
Sales and Related	26,790	28,566	1,776	+7%	0.81	\$12.71	1,910
Transportation and Material Moving	24,099	25,853	1,754	+7%	1.07	\$16.02	1,755
Food Preparation and Serving Related	21,479	24,439	2,960	+14%	0.82	\$11.59	608
Education, Training, and Library	19,031	21,813	2,782	+15%	1.08	\$27.14	586
Construction and Extraction	21,818	18,676	-3,142	-14%	1.15	\$20.82	167
Management	17,198	18,077	879	+5%	0.90	\$38.06	1,097
Healthcare Practitioners and Technical	13,528	15,518	1,990	+15%	0.78	\$36.26	2,623
Installation, Maintenance, and Repair	14,737	14,983	246	+2%	1.07	\$22.03	661
Personal Care and Service	11,836	14,026	2,190	+19%	0.92	\$11.43	203
Production	14,155	13,663	-492	-3%	0.65	\$15.72	307
Business and Financial Operations	11,646	11,584	-62	-1%	0.63	\$33.36	638
Building and Grounds Cleaning and Maintenance	10,489	11,147	658	+6%	0.85	\$13.00	178
Protective Service	8,588	10,184	1,596	+19%	1.28	\$34.55	216
Architecture and Engineering	8,041	7,538	-503	-6%	1.25	\$45.05	586

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
Healthcare Support	6,502	6,603	101	+2%	0.68	\$14.33	246
Community and Social Service	5,284	6,396	1,112	+21%	1.09	\$24.21	279
Computer and Mathematical	4,503	4,563	60	+1%	0.44	\$38.85	990
Arts, Design, Entertainment, Sports, and Media	3,406	3,570	164	+5%	0.54	\$18.85	198
Life, Physical, and Social Science	3,224	3,194	-30	-1%	1.09	\$35.82	163
Military-only	1,645	1,715	70	+4%	0.93	\$20.06	4
Legal	1,417	1,452	35	+2%	0.49	\$39.14	47

Educational Pipeline

In 2017, there were 6,785 graduates in Kern County, CA. This pipeline has grown by 16% over the last 5 years. The highest share of these graduates come from Medical/Clinical Assistant, Child Care Provider/Assistant, and Liberal Arts and Sciences/Liberal Studies.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Bakersfield College	2,456	
California State University-Bakersfield	1,935	
Taft College	614	
UEI College-Bakersfield	583	
Cerro Coso Community College	528	
Brightwood College-Bakersfield	201	
Milan Institute-Bakersfield	198	
Santa Barbara Business College-Bakersfield	183	
Milan Institute-Bakersfield West	48	
Lyles Bakersfield College of Beauty	39	

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