

# TULARE COUNTY ECONOMIC FORECAST

Tulare County is located in the San Joaquin Valley. Nearly half of the land in the county is devoted to national parks or national forests. Tulare's large agricultural sector routinely ranks as the second highest grossing crop value in the nation, behind Fresno County. Tulare County has a population of 444,100 people and 144,000 wage and salary jobs. The per capita income in Tulare County is \$27,897, and the average salary per worker is \$39,200.

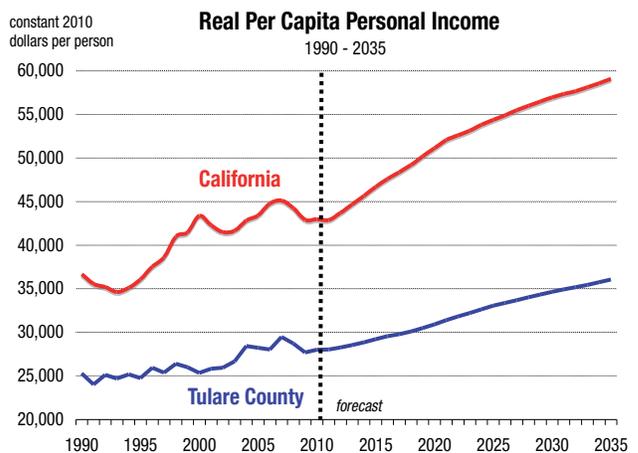
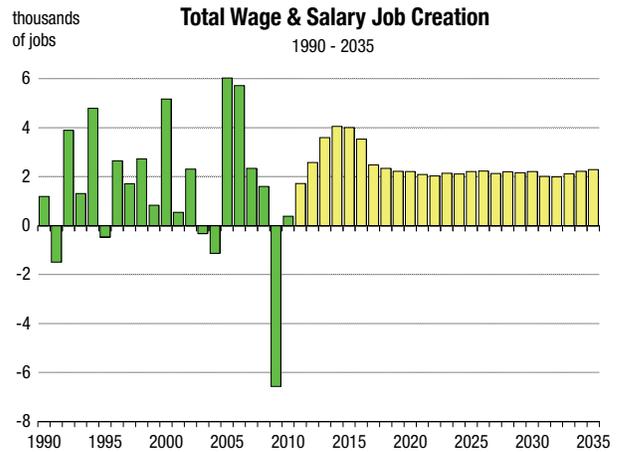
Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. However Tulare County was one of the few counties to record increased employment during 2010, adding 400 jobs for an increase of 0.3 percent. All of this growth came in the farm sector, which makes up 27 percent of total employment, and increased by 2,400 positions in 2010. The non-farm sectors lost 2,000 jobs in 2010, representing a growth rate of -1.9 percent. The unemployment rate increased to 16.8 percent in 2010.

The only industries producing jobs in 2010 in Tulare County were farm, healthcare and education, and the transportation-warehousing-and utilities sector. The two largest sectors in the county are government and farm, and together they account for 48 percent of total employment. The sectors with the largest employment declines during 2010 were construction and manufacturing. Respectively these sectors lost 700 and 500 jobs during 2010.

Tulare County had one of the higher population growth rates in the state between the 2000 and 2010 census, with population increasing by 20.2 percent. Visalia is the largest city in the county and is currently home to 124,400 residents. In the last 10 years Visalia grew by 35.4 percent.

## FORECAST HIGHLIGHTS

- Employment growth is projected at 1.2 percent in 2011. Between 2011 and 2016, total employment growth averages 1.5 percent per year and non-farm job growth averages 2.3 percent per year.
- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to rise an average of 0.9 percent per year between 2011 and 2016.
- Between 2011 and 2016, the momentum for employment growth occurs in professional services, wholesale and retail trade, construction, and government. These sectors account for 58 percent of growth during this time period. Farm employment rises modestly and contributes 11 percent of total employment growth.
- The population in the county will continue to grow faster than the state average. Annual growth in the 2011 to 2016 period averages 1.9 percent per year.

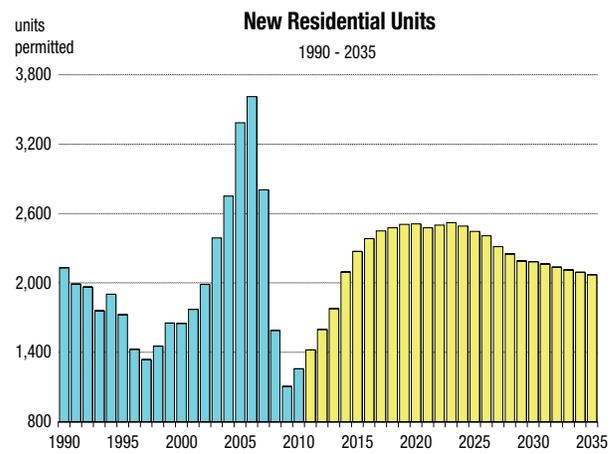
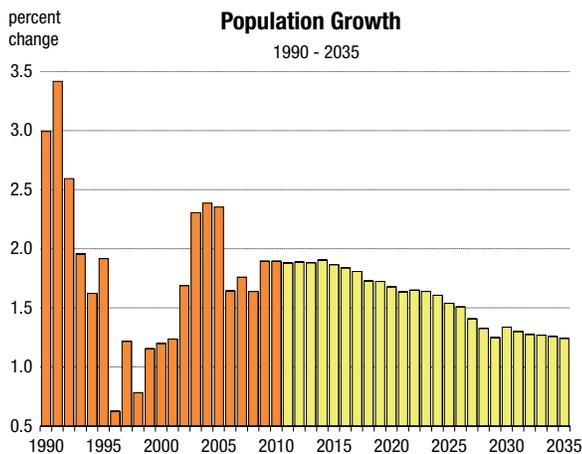


- Net migration will remain at approximately the 2010 level, with around 2,700 people entering the county in 2011. From 2011 to 2016 net migration is expected to average 2,900 net migrants entering the county per year.
- Real per capita income is forecast to rise 0.1 percent in 2011. Between 2011 and 2016, the growth of real per capita income is expected to average 1.1 percent per year.
- Total taxable sales, adjusted for inflation, are expected to increase by an average of 6.0 percent per year from 2011 to 2016, but do not return to the 2006 peak level until 2014.
- Industrial production is forecast to rise 2.7 percent in 2011. During the 2011 to 2016 period the growth rate of industrial production also averages 2.7 percent per year.
- Farm production is forecast to increase by 2.9 percent per year between 2011 and 2016. The principal crop in the county is dairy products.

# Tulare County Economic Forecast

## 2006-2010 History, 2011-2040 Forecast

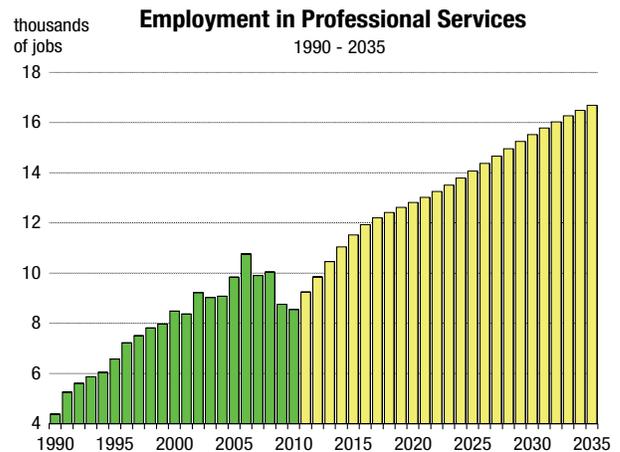
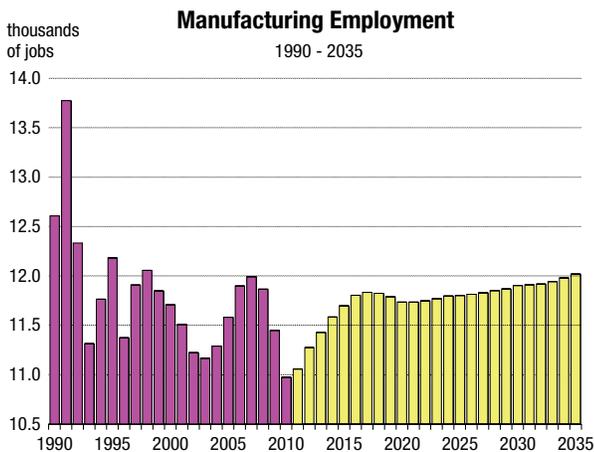
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (billions)	Real Industrial Production (billions)	Unemploy- ment Rate (percent)
2006	413,549	1,397	341	122	3,612	\$4.8	\$10.7	\$28,022	3.2	4.21	2.77	8.5
2007	420,826	1,625	343	126	2,807	\$4.9	\$11.8	\$29,474	3.4	5.13	2.77	9.2
2008	427,727	1,083	345	129	1,590	\$4.8	\$12.0	\$28,708	3.0	5.13	3.03	10.7
2009	435,835	2,508	347	131	1,105	\$4.1	\$11.9	\$27,691	0.8	4.10	3.18	15.2
2010	444,096	2,649	349	132	1,259	\$4.4	\$12.4	\$27,987	1.3	4.24	3.18	16.8
2011	452,452	2,655	351	133	1,421	\$4.7	\$13.1	\$28,028	3.3	4.67	3.27	15.7
2012	461,000	2,800	355	135	1,598	\$5.1	\$13.8	\$28,249	2.3	4.95	3.36	14.7
2013	469,680	2,863	359	136	1,778	\$5.6	\$14.5	\$28,524	2.3	5.14	3.46	13.4
2014	478,630	3,056	364	138	2,095	\$6.0	\$15.3	\$28,838	2.4	5.26	3.54	12.0
2015	487,562	2,961	370	140	2,273	\$6.5	\$16.2	\$29,220	2.1	5.31	3.62	10.9
2016	496,533	2,921	378	142	2,384	\$7.0	\$17.0	\$29,566	2.1	5.39	3.73	10.2
2017	505,511	2,851	385	145	2,450	\$7.5	\$17.8	\$29,774	2.1	5.47	3.85	10.0
2018	514,247	2,529	393	147	2,477	\$8.1	\$18.7	\$30,084	2.0	5.56	3.97	9.6
2019	523,111	2,560	400	150	2,508	\$8.6	\$19.7	\$30,493	1.9	5.66	4.07	9.3
2020	531,898	2,378	407	152	2,511	\$9.1	\$20.6	\$30,912	1.7	5.68	4.19	9.0
2021	540,599	2,176	414	155	2,478	\$9.6	\$21.6	\$31,404	1.7	5.65	4.33	9.0
2022	549,518	2,277	420	157	2,501	\$10.1	\$22.8	\$31,816	2.2	5.70	4.46	9.1
2023	558,537	2,267	427	160	2,522	\$10.6	\$24.0	\$32,214	2.2	5.78	4.59	9.1
2024	567,517	2,115	433	162	2,492	\$11.2	\$25.2	\$32,634	2.1	5.90	4.73	9.1
2025	576,253	1,762	439	165	2,446	\$11.8	\$26.4	\$33,051	2.1	6.01	4.87	9.1
2026	584,949	1,611	445	167	2,409	\$12.4	\$27.7	\$33,377	2.1	6.09	5.01	9.1
2027	593,188	1,054	451	170	2,315	\$13.0	\$28.9	\$33,688	2.1	6.15	5.17	9.1
2028	601,058	597	457	172	2,251	\$13.6	\$30.2	\$34,009	2.1	6.22	5.33	9.1
2029	608,567	156	462	174	2,190	\$14.2	\$31.5	\$34,337	2.1	6.28	5.49	9.1
2030	616,708	714	468	177	2,186	\$14.8	\$32.9	\$34,639	2.1	6.28	5.67	9.1
2031	624,730	531	474	179	2,163	\$15.4	\$34.4	\$34,918	2.2	6.23	5.85	9.2
2032	632,707	432	479	181	2,136	\$16.1	\$35.8	\$35,174	2.2	6.30	6.04	9.2
2033	640,738	437	485	183	2,114	\$16.8	\$37.4	\$35,449	2.1	6.42	6.24	9.2
2034	648,808	434	490	185	2,094	\$17.4	\$39.0	\$35,732	2.2	6.55	6.45	9.2
2035	656,879	403	496	187	2,072	\$18.2	\$40.7	\$36,049	2.2	6.63	6.67	9.2
2036	664,982	410	501	189	2,053	\$18.9	\$42.5	\$36,385	2.1	6.79	6.89	9.2
2037	673,104	409	507	191	2,034	\$19.6	\$44.3	\$36,737	2.2	6.92	7.11	9.2
2038	681,218	385	513	194	2,015	\$20.4	\$46.3	\$37,116	2.1	6.91	7.34	9.2
2039	689,328	367	519	196	1,996	\$21.2	\$48.4	\$37,515	2.1	6.97	7.57	9.2
2040	697,466	382	525	198	1,979	\$22.0	\$50.5	\$37,939	2.1	7.05	7.82	9.2

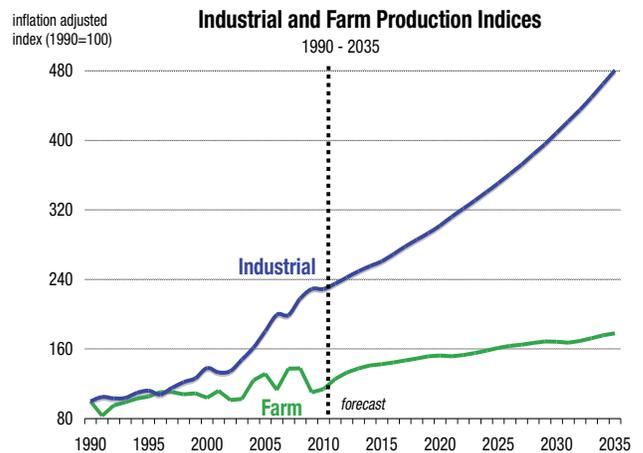
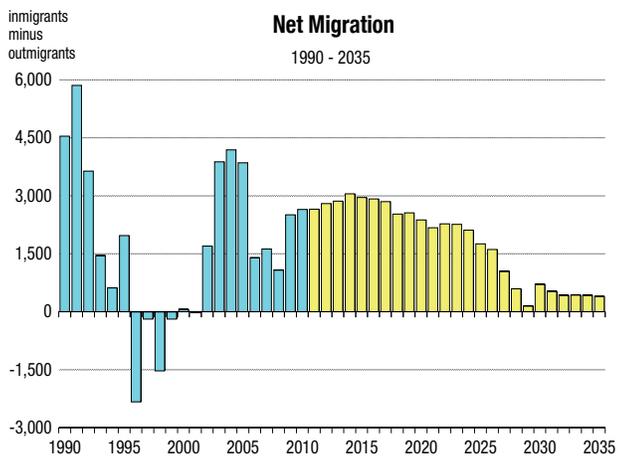
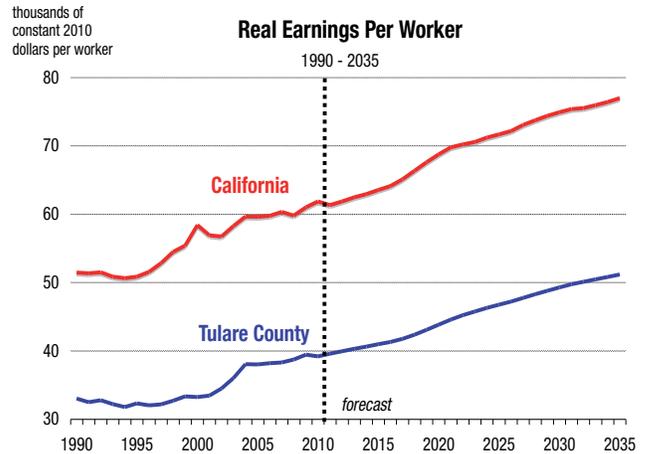
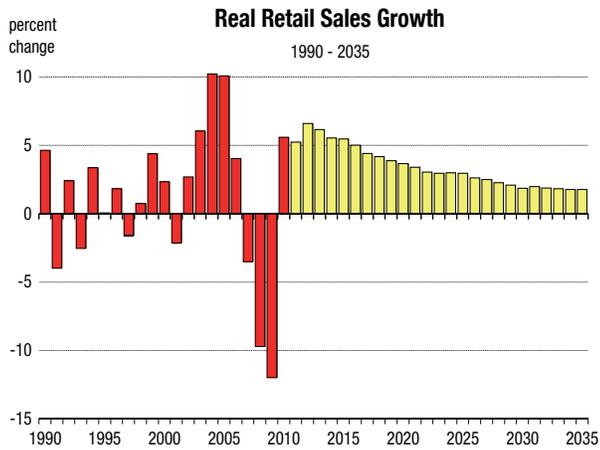


# Tulare County Employment Forecast

## 2006-2010 History, 2011-2040 Forecast

	Total Wage & Salary	Farm	Construction	Manufacturing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
-----employment (thousands of jobs)-----												
2006	146.3	33.7	8.3	11.9	5.3	18.7	4.5	10.8	1.1	10.3	8.6	30.2
2007	148.6	35.0	7.6	12.0	5.4	19.4	4.5	9.9	1.1	10.7	9.0	31.0
2008	150.2	36.7	6.1	11.9	5.3	19.8	4.4	10.1	1.4	10.8	8.9	31.8
2009	143.6	36.4	4.6	11.5	5.0	18.3	4.0	8.8	1.2	10.6	9.0	31.3
2010	144.0	38.7	3.9	11.0	5.1	18.0	3.8	8.6	1.1	10.9	8.9	31.1
2011	145.7	38.4	4.4	11.1	5.2	18.5	3.8	9.2	1.1	11.2	9.1	30.7
2012	148.3	38.6	4.8	11.3	5.4	19.0	3.9	9.9	1.1	11.4	9.3	30.5
2013	151.9	39.0	5.1	11.4	5.6	19.7	4.0	10.5	1.2	11.6	9.5	31.0
2014	156.0	39.4	5.6	11.6	5.8	20.5	4.1	11.0	1.2	11.9	9.8	31.6
2015	160.0	39.9	6.1	11.7	5.9	21.3	4.2	11.5	1.2	12.2	10.1	32.2
2016	163.5	40.4	6.5	11.8	6.1	22.1	4.2	11.9	1.2	12.5	10.4	32.7
2017	166.0	40.8	6.7	11.8	6.2	22.6	4.3	12.2	1.2	12.7	10.7	32.9
2018	168.4	41.3	6.9	11.8	6.3	23.1	4.3	12.4	1.2	12.9	10.9	33.3
2019	170.6	41.7	7.0	11.8	6.5	23.5	4.3	12.6	1.2	13.1	11.1	33.6
2020	172.8	42.2	7.1	11.7	6.8	23.9	4.4	12.8	1.2	13.3	11.3	34.0
2021	174.9	42.5	7.1	11.7	7.0	24.4	4.4	13.0	1.3	13.6	11.4	34.4
2022	176.9	42.7	7.0	11.7	7.2	24.9	4.4	13.3	1.3	13.8	11.6	34.7
2023	179.1	43.0	7.1	11.8	7.3	25.4	4.5	13.5	1.3	14.0	11.7	35.1
2024	181.2	43.4	7.1	11.8	7.5	25.8	4.5	13.8	1.3	14.3	11.9	35.4
2025	183.4	43.7	7.1	11.8	7.7	26.3	4.6	14.1	1.3	14.6	12.0	35.8
2026	185.6	44.2	7.1	11.8	7.8	26.8	4.6	14.4	1.3	14.8	12.2	36.1
2027	187.7	44.6	7.0	11.8	7.9	27.3	4.7	14.7	1.3	15.1	12.3	36.4
2028	189.9	45.0	6.9	11.9	8.0	27.8	4.7	15.0	1.3	15.4	12.5	36.7
2029	192.1	45.3	6.9	11.9	8.1	28.3	4.8	15.3	1.3	15.7	12.7	37.1
2030	194.3	45.7	6.9	11.9	8.3	28.8	4.8	15.5	1.3	16.0	12.8	37.4
2031	196.3	45.9	6.8	11.9	8.4	29.2	4.9	15.8	1.3	16.3	13.0	37.7
2032	198.3	46.1	6.8	11.9	8.5	29.7	4.9	16.0	1.3	16.6	13.1	38.1
2033	200.4	46.3	6.8	11.9	8.7	30.2	4.9	16.3	1.3	17.0	13.3	38.4
2034	202.7	46.7	6.8	12.0	8.8	30.7	5.0	16.5	1.3	17.3	13.5	38.8
2035	204.9	47.1	6.7	12.0	9.0	31.2	5.0	16.7	1.3	17.6	13.7	39.1
2036	207.3	47.5	6.7	12.1	9.1	31.7	5.1	16.9	1.4	17.9	13.9	39.5
2037	209.7	48.1	6.7	12.1	9.2	32.2	5.1	17.1	1.4	18.3	14.1	39.9
2038	212.2	48.5	6.7	12.1	9.4	32.7	5.2	17.3	1.4	18.6	14.3	40.3
2039	214.6	48.9	6.6	12.1	9.5	33.2	5.2	17.5	1.4	19.0	14.5	40.7
2040	217.0	49.3	6.6	12.1	9.7	33.8	5.3	17.7	1.4	19.3	14.7	41.1





## County Economic and Demographic Indicators

### Projected Economic Growth (2011-2016)

Expected retail sales growth:	32.4 %
Expected job growth:	12.2 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	15.8 %

Expected population growth:	9.7 %
Net migration to account for:	33.1 %
Expected growth in number of vehicles:	7.5 %

### Demographics (2011)

Unemployment rate (June 2011):	15.8 %
County Rank* in California (58 counties):	44th
Working age (16-64) population:	61.2 %

Population with B.A. Degree or higher:	12.6 %
Median Home Selling Price:	\$140,000
Median Household Income:	\$41,668

### Quality of Life

Violent Crime rate (2009):	505 per 100,000 persons
County Rank* in California (58 counties):	45th
Average Commute Time to work (2011):	22.2 minutes

High School drop out rate (2009):	26.1 %
Households at/below poverty line:	18.6 %

\* The county ranked 1st corresponds to the lowest rate in California