

# TULARE COUNTY ECONOMIC FORECAST

Tulare County is located in the San Joaquin Valley. Nearly half of all land in the county is devoted to national parks or national forests. It also has a large agricultural sector, and routinely garners the second highest crop value in the nation, behind Fresno County. Its most prevalent commodity is milk, which generates almost \$2 billion in annual output. The county is also a large producer of oranges, cattle, and grapes.

Tulare County has a population of 456,000 people and a total of 148,000 wage and salary jobs. The income per capita is \$32,069 and the average salary per worker is \$44,033.

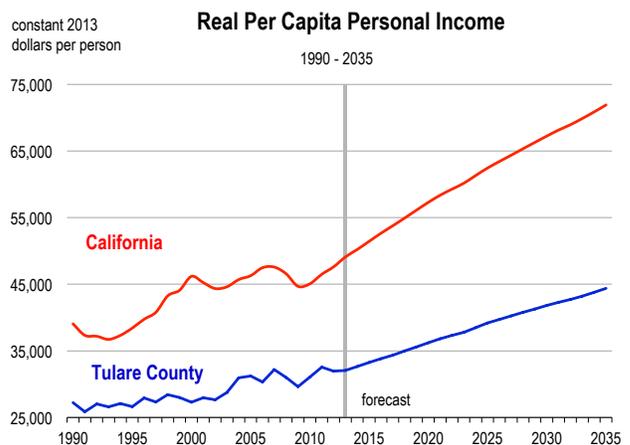
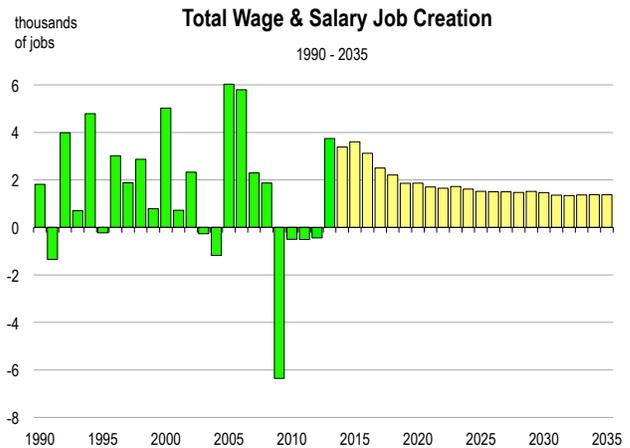
In 2013, employment across Northern California increased by 3.7 percent, whereas employment in the San Joaquin Valley (Fresno, Kings, Madera, Merced, San Joaquin, Stanislaus, and Tulare counties) grew by 3.5 percent. In Tulare County, 3,700 total wage and salary jobs were gained, representing a growth rate of 2.6 percent. This was the first annual increase since 2008. The unemployment rate, while still very high, improved from 15.9 percent in 2012 to 14.0 percent in 2013.

In 2013, the largest employment gains were observed in wholesale and retail trade (+1,100 jobs), education and healthcare (+800 jobs), professional and business services (+790 jobs), leisure and hospitality (+480 jobs), and agriculture (+450 jobs). The sector with the largest losses was government (-590 jobs).

Population growth in Tulare County has slowed in recent years, but remains near the average for the state as a whole. During the 2008-2013 period, growth averaged 1.1 percent per year in Tulare County. All of this growth was due to natural increase (new births), as overall net migration was negative.

## FORECAST HIGHLIGHTS

- In 2014, total employment is expected to increase by 2.3 percent, while agricultural employment will rise by 2.6 percent. Between 2014 and 2019, total growth will average 1.7 percent per year and agricultural growth will average 1.3 percent per year.
- Average salaries are currently below the California state average, and will remain so over the forecast period. In Tulare County, inflation-adjusted salaries are expected to rise by an average of 1.5 percent per year between 2014 and 2019.
- Between 2014 and 2019, the largest employment gains will be observed in agriculture (+2,300 jobs), professional services (+1,900 jobs), education and healthcare (+1,900 jobs), construction (+1,500 jobs), and government (+1,300 jobs). Together, these sectors will account for 67 percent of net job creation in the county.
- In Tulare County, population growth will accelerate. Annual growth in the 2014-2019 period will average 1.3 percent.

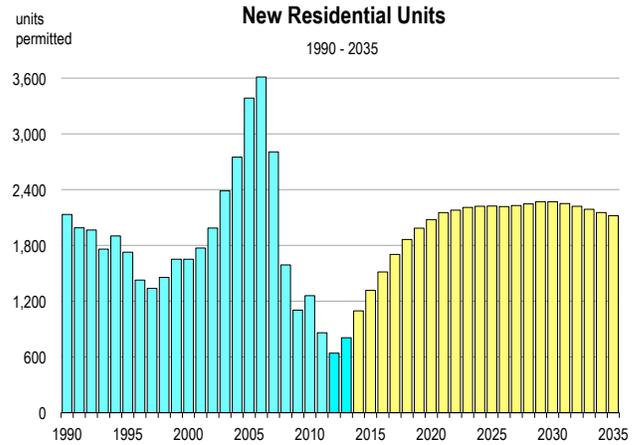
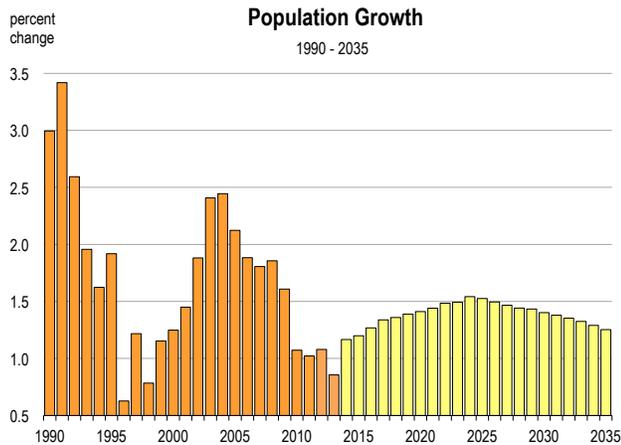


- In 2014, net migration will be virtually flat. Net migration will then increase, and over the entire 2014-2019 period, an average of 890 net migrants will enter the county each year.
- Real income per capita is projected to rise by 1.8 percent in 2014. Between 2014 and 2019, the growth of real income per capita is expected to average 1.7 percent per year.
- Total taxable sales, adjusted for inflation, are expected to increase by an average of 2.3 percent per year from 2014 to 2019.
- Industrial production is forecasted to rise by 5.4 percent in 2014. During the 2014-2019 period, the growth rate of industrial production will average 3.8 percent per year.
- Farm production is forecasted to increase by 1.1 percent per year between 2014 and 2019. The principal commodity in the county is milk.

# Tulare County Economic Forecast

## 2006-2013 History, 2014-2040 Forecast

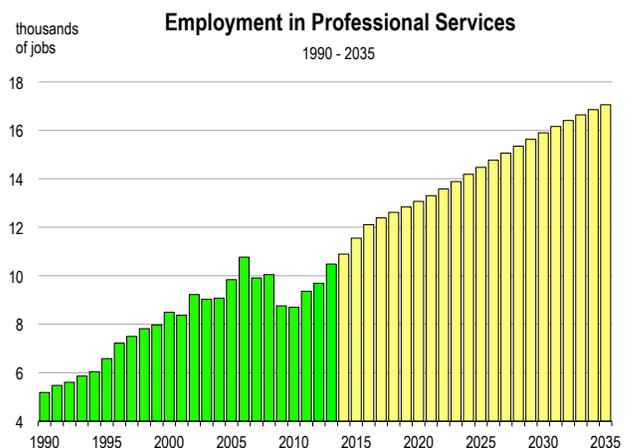
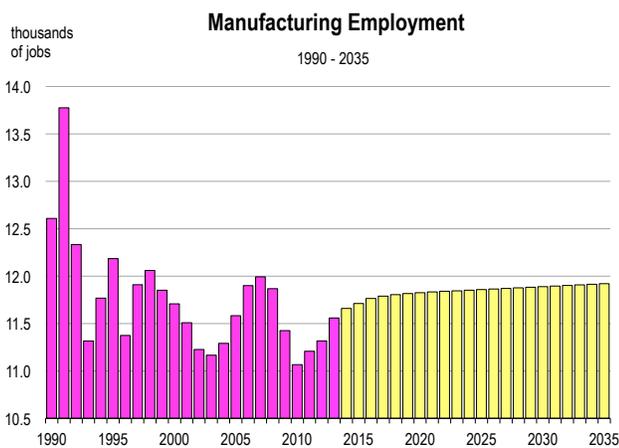
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (billions)	Real Industrial Production (billions)	Unemploy- ment Rate (percent)
2006	416,092	2,395	341	121.4	3,612	\$4.8	\$10.8	\$30,309	3.2	4.54	2.90	8.5
2007	423,608	1,864	343	124.6	2,807	\$4.9	\$12.0	\$32,177	3.4	5.52	2.93	9.2
2008	431,471	2,045	345	127.6	1,590	\$4.8	\$12.1	\$30,978	3.0	5.52	3.16	10.8
2009	438,408	1,179	347	129.4	1,105	\$4.1	\$11.9	\$29,633	0.8	4.42	3.03	15.2
2010	443,111	-891	349	130.3	1,259	\$4.5	\$12.8	\$31,064	1.3	5.24	2.89	17.0
2011	447,641	-772	347	131.0	860	\$5.1	\$13.9	\$32,569	2.7	5.91	2.94	16.8
2012	452,473	-457	348	131.8	641	\$5.5	\$14.1	\$31,958	2.7	6.35	3.21	15.9
2013	456,347	-1,299	360	132.5	807	\$5.8	\$14.6	\$32,069	2.2	6.58	3.39	14.0
2014	461,669	212	364	133.3	1,096	\$6.1	\$15.4	\$32,653	2.7	6.61	3.58	12.8
2015	467,205	394	369	134.4	1,316	\$6.4	\$16.3	\$33,265	3.2	6.58	3.75	11.6
2016	473,131	715	373	135.7	1,515	\$6.7	\$17.2	\$33,833	3.1	6.69	3.88	10.7
2017	479,464	1,021	376	137.2	1,704	\$7.0	\$18.0	\$34,367	2.3	6.77	4.02	10.5
2018	485,982	1,084	381	138.9	1,864	\$7.2	\$18.9	\$34,972	2.2	6.86	4.16	10.3
2019	492,733	1,213	385	140.8	1,986	\$7.5	\$19.8	\$35,598	2.3	6.97	4.32	10.3
2020	499,687	1,327	390	142.8	2,079	\$7.9	\$20.8	\$36,218	2.3	6.91	4.48	10.2
2021	506,887	1,498	395	144.8	2,154	\$8.2	\$21.9	\$36,819	2.4	6.83	4.64	10.3
2022	514,414	1,743	401	147.0	2,180	\$8.5	\$23.0	\$37,312	2.5	6.97	4.80	10.3
2023	522,090	1,823	406	149.2	2,209	\$8.9	\$24.1	\$37,793	2.4	7.08	4.98	10.2
2024	530,141	2,133	412	151.4	2,222	\$9.2	\$25.3	\$38,484	2.4	7.22	5.15	10.3
2025	538,230	2,107	418	153.6	2,224	\$9.6	\$26.7	\$39,171	2.4	7.33	5.33	10.3
2026	546,280	2,005	423	155.9	2,219	\$10.1	\$28.0	\$39,733	2.4	7.39	5.53	10.3
2027	554,293	1,909	428	158.1	2,230	\$10.5	\$29.3	\$40,252	2.4	7.41	5.73	10.3
2028	562,285	1,832	433	160.3	2,247	\$10.9	\$30.7	\$40,778	2.4	7.50	5.95	10.3
2029	570,346	1,833	438	162.6	2,271	\$11.4	\$32.2	\$41,297	2.4	7.55	6.19	10.4
2030	578,342	1,687	442	164.9	2,271	\$11.8	\$33.6	\$41,802	2.4	7.47	6.43	10.4
2031	586,320	1,596	447	167.2	2,251	\$12.3	\$35.1	\$42,286	2.4	7.39	6.69	10.4
2032	594,255	1,479	452	169.4	2,222	\$12.9	\$36.7	\$42,716	2.4	7.58	6.95	10.4
2033	602,129	1,357	457	171.7	2,189	\$13.4	\$38.3	\$43,232	2.4	7.75	7.22	10.4
2034	609,898	1,206	463	173.9	2,154	\$14.0	\$40.1	\$43,790	2.4	7.89	7.51	10.4
2035	617,540	1,049	468	176.0	2,120	\$14.5	\$41.9	\$44,385	2.4	7.92	7.80	10.4
2036	625,034	887	473	178.2	2,087	\$15.1	\$43.8	\$44,990	2.4	8.14	8.11	10.5
2037	632,367	738	479	180.3	2,056	\$15.8	\$45.8	\$45,640	2.4	8.25	8.42	10.5
2038	639,548	606	485	182.3	2,027	\$16.4	\$47.9	\$46,325	2.4	8.08	8.75	10.5
2039	646,566	465	491	184.4	1,998	\$17.1	\$50.1	\$47,035	2.4	8.22	9.09	10.5
2040	653,413	325	496	186.4	1,964	\$17.8	\$52.4	\$47,763	2.4	8.34	9.55	10.5

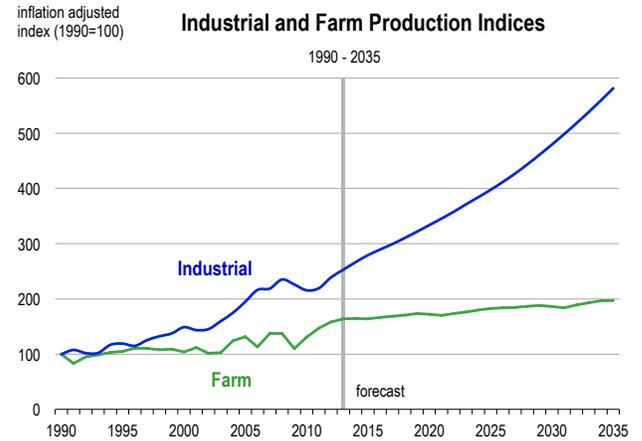
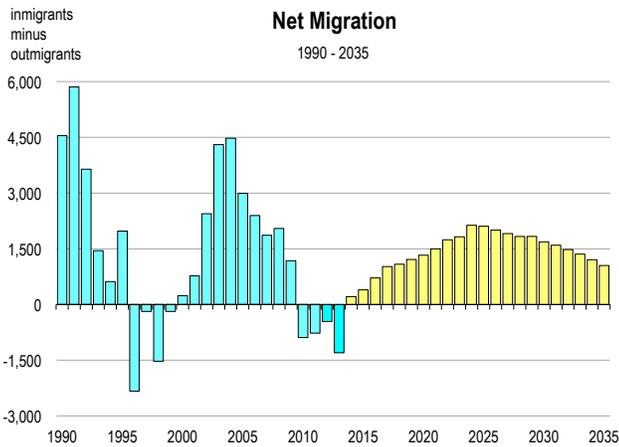
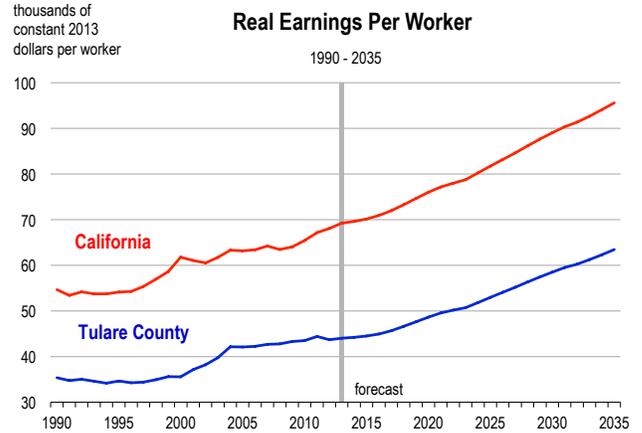
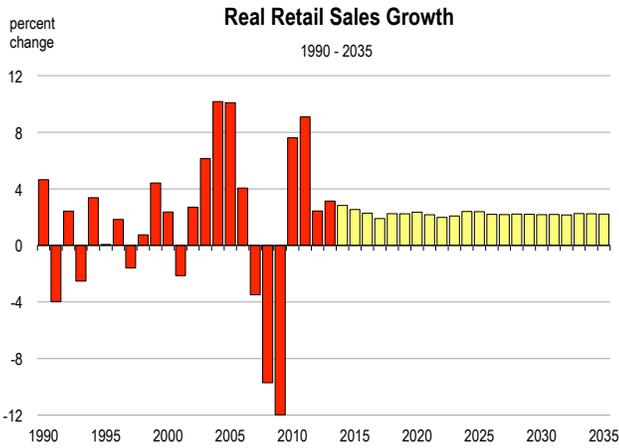


# Tulare County Employment Forecast

## 2006-2013 History, 2014-2040 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	147.5	33.7	8.4	11.9	5.3	18.9	4.5	10.8	1.1	11.1	8.6	30.2
2007	149.8	35.0	7.6	12.0	5.4	19.6	4.5	9.9	1.1	11.6	9.0	31.0
2008	151.6	36.7	6.2	11.9	5.3	20.0	4.4	10.1	1.4	12.0	8.9	31.8
2009	145.3	36.4	4.7	11.4	5.0	18.6	4.0	8.8	1.2	12.0	9.0	31.4
2010	144.8	37.7	3.9	11.1	5.1	18.4	3.8	8.7	1.1	12.0	8.9	31.1
2011	144.3	36.4	3.9	11.2	5.6	18.6	3.8	9.4	1.0	11.9	8.9	30.6
2012	143.8	33.7	4.0	11.3	6.1	19.4	3.8	9.7	0.9	11.8	9.5	30.6
2013	147.6	34.2	4.2	11.6	6.5	20.4	3.8	10.5	0.9	12.6	10.0	30.0
2014	151.0	35.1	4.4	11.7	6.8	20.7	3.9	10.9	0.9	13.0	10.2	30.3
2015	154.6	35.8	4.8	11.7	7.1	20.9	3.9	11.6	0.9	13.4	10.4	30.7
2016	157.7	36.3	5.1	11.8	7.4	21.2	4.0	12.1	1.0	13.8	10.7	31.0
2017	160.2	36.7	5.4	11.8	7.6	21.4	4.1	12.4	1.0	14.1	11.0	31.2
2018	162.4	37.0	5.7	11.8	7.8	21.6	4.1	12.6	1.0	14.5	11.1	31.5
2019	164.2	37.3	5.9	11.8	8.0	21.8	4.2	12.8	1.0	14.8	11.2	31.6
2020	166.1	37.6	6.2	11.8	8.2	22.0	4.2	13.1	1.1	15.2	11.2	31.8
2021	167.8	37.7	6.4	11.8	8.5	22.2	4.3	13.3	1.1	15.6	11.3	31.9
2022	169.5	37.8	6.6	11.8	8.7	22.4	4.3	13.6	1.1	15.9	11.3	32.0
2023	171.2	38.0	6.8	11.8	8.9	22.6	4.3	13.9	1.1	16.3	11.3	32.1
2024	172.8	38.1	6.9	11.9	9.1	22.8	4.4	14.2	1.1	16.7	11.3	32.3
2025	174.3	38.3	6.9	11.9	9.4	23.0	4.4	14.5	1.2	17.0	11.3	32.5
2026	175.8	38.4	6.9	11.9	9.6	23.2	4.4	14.8	1.2	17.3	11.3	32.6
2027	177.3	38.5	6.9	11.9	9.9	23.4	4.4	15.1	1.2	17.6	11.4	32.8
2028	178.8	38.6	6.9	11.9	10.1	23.6	4.4	15.3	1.2	17.9	11.4	33.0
2029	180.3	38.8	7.0	11.9	10.4	23.9	4.4	15.6	1.2	18.2	11.4	33.2
2030	181.8	38.8	7.0	11.9	10.6	24.1	4.4	15.9	1.3	18.5	11.4	33.3
2031	183.1	38.9	7.0	11.9	10.9	24.3	4.4	16.2	1.3	18.8	11.4	33.5
2032	184.5	38.9	7.0	11.9	11.2	24.6	4.4	16.4	1.3	19.1	11.5	33.7
2033	185.8	39.0	6.9	11.9	11.4	24.8	4.4	16.6	1.3	19.3	11.5	33.9
2034	187.2	39.1	6.8	11.9	11.7	25.1	4.4	16.9	1.3	19.6	11.5	34.0
2035	188.6	39.2	6.8	11.9	12.0	25.3	4.4	17.1	1.4	19.9	11.5	34.2
2036	190.0	39.3	6.7	11.9	12.3	25.6	4.4	17.3	1.4	20.2	11.5	34.4
2037	191.4	39.5	6.7	11.9	12.6	25.9	4.3	17.5	1.4	20.4	11.5	34.6
2038	192.9	39.6	6.6	11.9	12.9	26.1	4.3	17.7	1.4	20.7	11.6	34.8
2039	194.3	39.6	6.6	11.9	13.2	26.4	4.3	17.9	1.4	21.0	11.6	35.0
2040	195.7	39.7	6.6	12.0	13.5	26.7	4.3	18.1	1.5	21.2	11.6	35.1





## County Economic and Demographic Indicators

### Projected Economic Growth (2014-2019)

Expected retail sales growth:	11.7%
Expected job growth:	8.8%
Fastest growing jobs sector:	Construction
Expected personal income growth:	16.4%

Expected population growth:	6.7%
Net migration to account for:	14.3%
Expected growth in number of vehicles:	5.8%

### Demographics (2014)

Unemployment rate (April 2014):	13.4%
County rank* in California (58 counties):	54th
Working age (16-64) population:	62.0%

Population with B.A. degree or higher:	12.8%
Median home selling Price (2013):	\$149,500
Median household income:	\$41,786

### Quality of Life

Violent crime rate (2012):	464 per 100,000 persons
County rank* in California (58 counties):	40th
Average commute time to work (2014):	24.3 minutes

High school drop out rate (2012):	13.1%
Households at/below poverty line (2014):	20.5%

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