

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 444,900 people and 148,300 wage and salary jobs. The per capita income in Tulare County is \$26,156, and the average salary per worker is \$37,242.

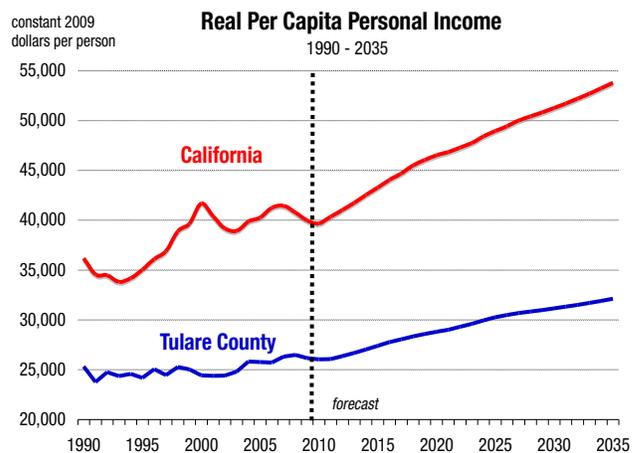
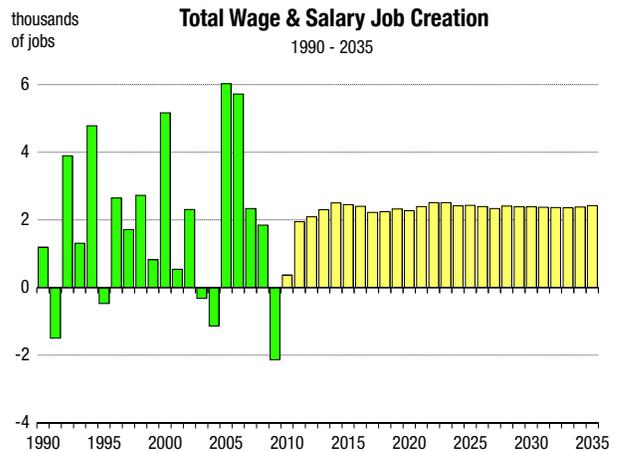
Employment in Northern California contracted during 2009, consistent with the rest of the state and nation. In 2009, over 2,000 total wage and salary jobs were lost in Tulare County, representing a decline in employment of 1.4 percent. Farm employment, which accounts for 26 percent of total employment, increased 4.4 percent in 2009 and has risen 29 percent since reaching a bottom in 2004. The non-farm sectors lost 3,800 jobs in 2009, representing a growth rate of -3.3 percent. The unemployment rate increased to 16.4 percent in 2009.

The only industries producing jobs in 2009 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; together they account for 47 percent of total employment. The employment decline was largest in construction and retail trade. Respectively these sectors lost 700 and 900 jobs during 2009.

The population in Tulare County grew at a rate of 1.5 percent during 2009. Visalia is the largest city in the county and is currently home to 123,700 residents. Between January 2008 and January 2009 Visalia grew at a rate of 2.6 percent.

FORECAST HIGHLIGHTS

- Virtually no new employment growth is forecast in 2010. The point forecast is a scant +0.2 percent. Between 2010 and 2015, total employment growth averages 1.5 percent per year and non-farm job growth averages 2.0 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 0.8 percent per year between 2010 and 2015.
- Between 2010 and 2015, principle job creation occurs in professional services, education and health care, construction, transportation and warehousing, and government. All of these sectors grow by over 10 percent during this time period. Farm employment remains unchanged.
- The population in the county will continue to grow faster than the state average. Annual growth in the 2010 to 2015 period averages 1.6 percent per year.

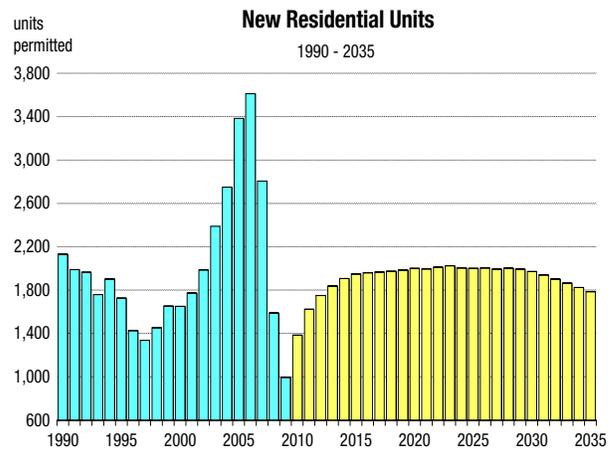
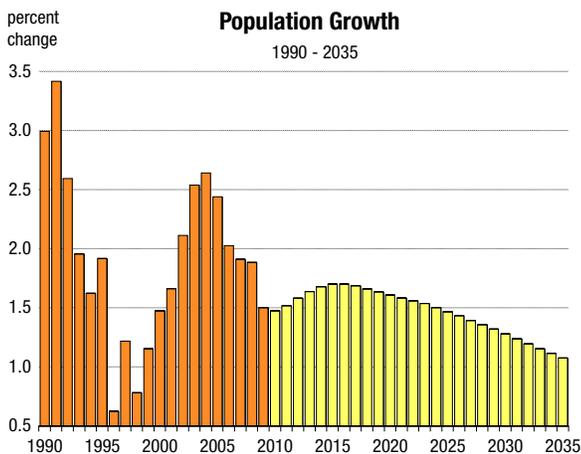


- Net migration will increase to approximately 750 people in 2010. From 2010 to 2015 net migration is expected to average 1,400 net migrants entering the county per year.
- Real per capita income is forecast to decline 0.4 percent in 2010. Between 2010 and 2015, the growth of real per capita income is expected to average 1.0 percent per year.
- Total taxable sales are expected to increase by an average of 2.4 percent per year from 2010 to 2015, though growth does not turn positive until 2012.
- Industrial production is forecast to remain unchanged in 2010. During the 2010 to 2015 period the growth rate of industrial production averages 3.8 percent per year.
- Farm production is forecast to increase by 0.7 percent per year between 2010 and 2015. The principal crop in the county is dairy products.

Tulare County Economic Forecast

2002-2009 History, 2010-2035 Forecast

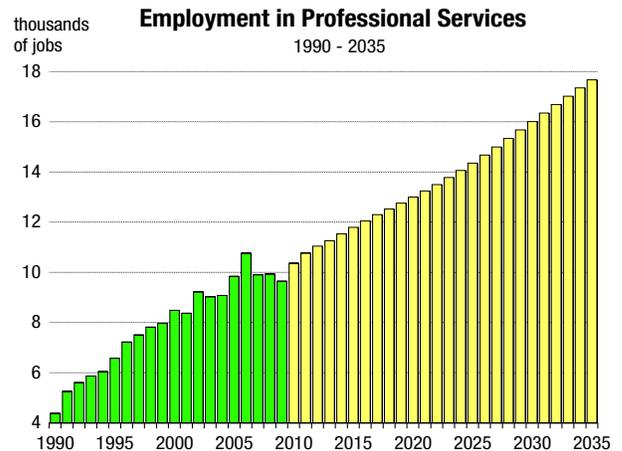
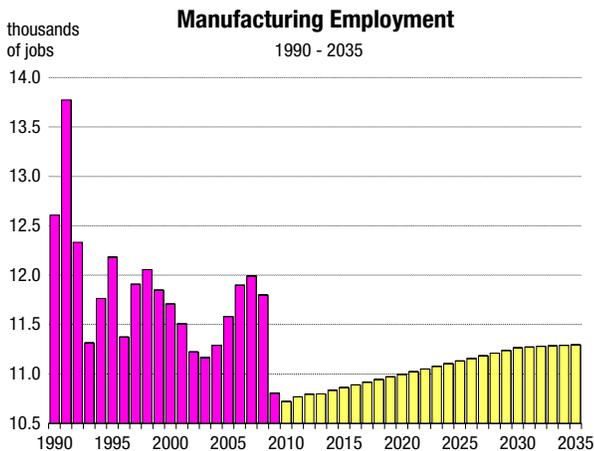
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (billions)	Real Industrial Production (billions)	Unemploy- ment Rate (percent)
2002	383,722	3,338	299	113	1,988	\$3.3	\$8.0	\$24,400	1.6	3.74	1.82	12.0
2003	393,465	4,873	301	115	2,390	\$3.6	\$8.5	\$24,796	1.8	3.78	1.95	12.3
2004	403,859	5,324	324	117	2,751	\$4.0	\$9.2	\$25,806	1.2	4.58	2.09	11.6
2005	413,715	4,361	332	119	3,386	\$4.5	\$9.6	\$25,757	2.0	4.85	2.25	9.5
2006	422,102	3,093	341	122	3,612	\$4.8	\$10.1	\$25,716	3.2	4.17	2.48	8.5
2007	430,167	2,391	343	126	2,807	\$4.9	\$10.9	\$26,303	3.4	5.08	2.47	9.2
2008	438,276	2,235	345	129	1,590	\$4.9	\$11.5	\$26,475	3.0	5.08	2.53	10.8
2009	444,864	623	344	131	998	\$4.6	\$11.6	\$26,156	0.8	4.47	2.45	16.4
2010	451,432	753	346	133	1,386	\$4.6	\$12.0	\$26,042	2.1	4.50	2.46	16.4
2011	458,291	979	347	134	1,623	\$4.7	\$12.5	\$26,066	2.4	4.51	2.54	14.4
2012	465,548	1,290	350	136	1,751	\$4.9	\$13.1	\$26,364	2.1	4.54	2.65	13.3
2013	473,177	1,570	354	137	1,840	\$5.1	\$13.8	\$26,672	2.2	4.59	2.75	12.2
2014	481,123	1,790	360	139	1,909	\$5.4	\$14.5	\$27,034	2.2	4.63	2.85	11.1
2015	489,307	1,935	366	141	1,950	\$5.8	\$15.3	\$27,399	2.2	4.67	2.96	10.5
2016	497,635	1,991	373	143	1,961	\$6.2	\$16.1	\$27,773	2.2	4.72	3.05	10.2
2017	506,028	1,981	380	145	1,968	\$6.5	\$16.9	\$28,027	2.2	4.73	3.14	10.1
2018	514,433	1,925	387	147	1,975	\$6.9	\$17.7	\$28,323	2.2	4.76	3.25	10.1
2019	522,845	1,879	393	149	1,986	\$7.2	\$18.5	\$28,584	2.2	4.79	3.37	9.8
2020	531,260	1,844	399	151	2,000	\$7.6	\$19.4	\$28,805	2.1	4.83	3.51	9.8
2021	539,675	1,820	405	153	1,997	\$8.0	\$20.3	\$29,003	2.5	4.83	3.63	9.8
2022	548,090	1,814	412	155	2,012	\$8.4	\$21.4	\$29,308	2.6	4.86	3.76	9.7
2023	556,512	1,835	419	157	2,025	\$8.8	\$22.5	\$29,608	2.5	4.85	3.88	9.6
2024	564,874	1,799	427	159	2,007	\$9.3	\$23.6	\$29,937	2.4	4.89	4.01	9.5
2025	573,161	1,759	436	161	2,001	\$9.8	\$24.8	\$30,270	2.5	4.93	4.14	9.5
2026	581,379	1,731	444	163	2,005	\$10.2	\$26.0	\$30,494	2.5	4.96	4.28	9.5
2027	589,483	1,668	452	165	1,996	\$10.7	\$27.2	\$30,674	2.6	4.99	4.42	9.5
2028	597,491	1,623	460	167	2,003	\$11.2	\$28.5	\$30,833	2.8	4.99	4.57	9.5
2029	605,384	1,559	467	169	1,995	\$11.7	\$29.8	\$30,987	2.7	5.03	4.72	9.4
2030	613,141	1,457	473	171	1,973	\$12.2	\$31.1	\$31,147	2.7	5.06	4.88	9.4
2031	620,734	1,329	480	173	1,940	\$12.7	\$32.5	\$31,317	2.7	5.08	5.04	9.3
2032	628,158	1,194	487	175	1,903	\$13.3	\$33.9	\$31,497	2.7	5.10	5.21	9.4
2033	635,413	1,055	494	176	1,865	\$13.8	\$35.5	\$31,689	2.7	5.10	5.38	9.5
2034	642,504	918	501	178	1,826	\$14.4	\$37.0	\$31,893	2.7	5.11	5.56	9.6
2035	649,428	782	508	180	1,788	\$15.0	\$38.7	\$32,111	2.7	5.11	5.74	9.7

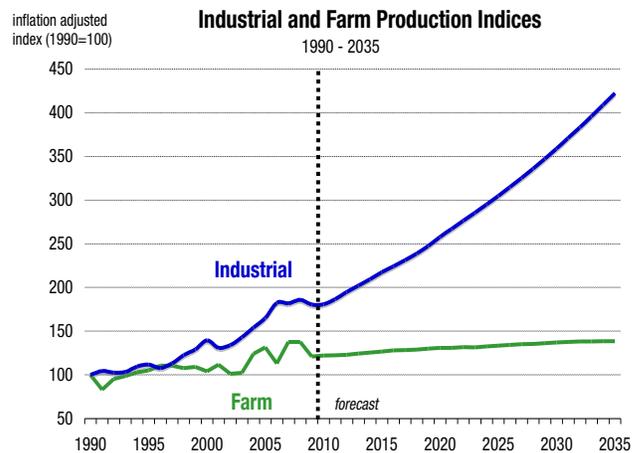
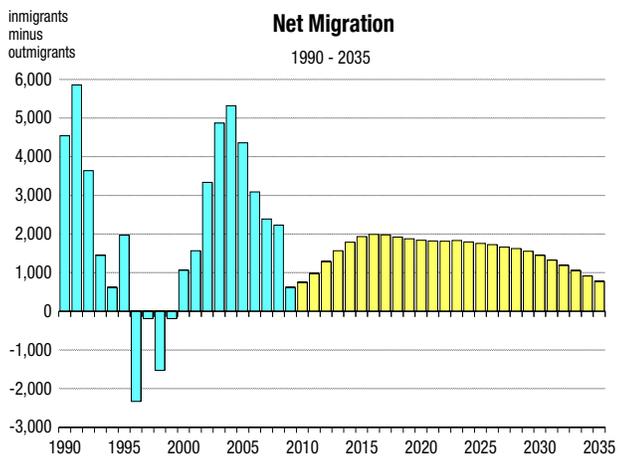
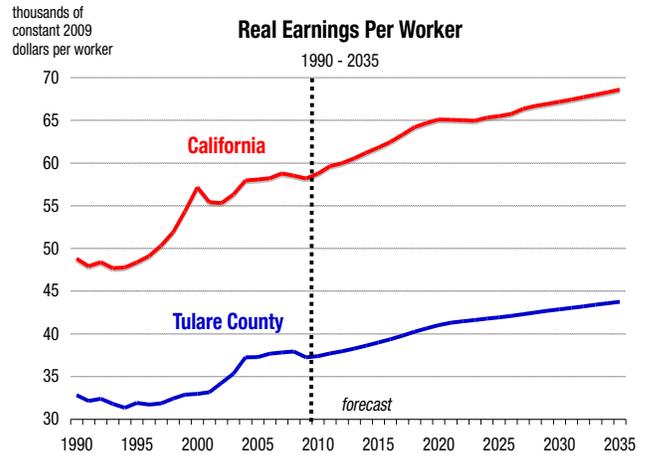
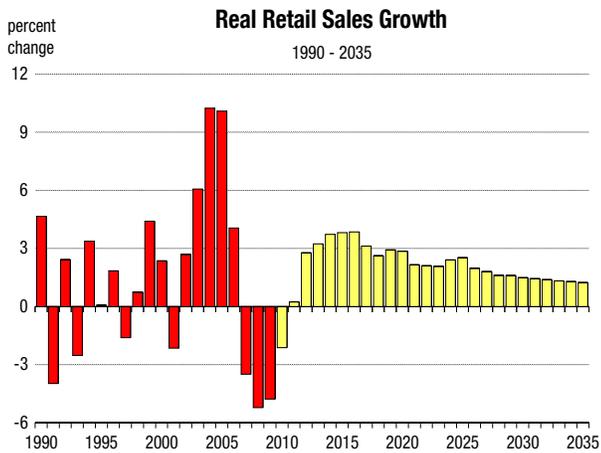


Tulare County Employment Forecast

2002-2009 History, 2010-2035 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)-----												
2002	136.0	33.5	5.6	11.2	5.2	16.6	4.5	9.2	1.0	8.9	7.9	29.6
2003	135.6	32.9	6.1	11.2	5.1	16.7	4.5	9.0	1.1	9.3	7.9	29.0
2004	134.5	30.0	6.6	11.3	5.1	17.2	4.3	9.1	1.2	9.5	7.9	29.4
2005	140.5	32.2	7.5	11.6	5.0	17.9	4.5	9.8	1.1	9.8	8.1	29.9
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	150.5	37.1	6.2	11.8	5.3	19.8	4.4	9.9	1.4	10.9	8.8	31.6
2009	148.3	38.8	5.5	10.8	5.4	18.8	4.1	9.6	1.4	11.1	8.5	31.5
2010	148.7	38.6	5.6	10.7	5.3	18.9	3.9	10.4	1.4	11.4	8.6	31.0
2011	150.6	38.5	5.9	10.8	5.6	19.0	3.9	10.8	1.4	11.7	8.7	31.5
2012	152.7	38.4	6.1	10.8	6.0	19.2	3.9	11.0	1.4	12.2	8.8	31.9
2013	155.0	38.4	6.3	10.8	6.3	19.4	4.0	11.3	1.4	12.6	8.9	32.7
2014	157.5	38.5	6.5	10.8	6.6	19.7	4.0	11.5	1.4	13.0	9.0	33.5
2015	160.0	38.6	6.6	10.9	6.9	20.0	4.0	11.8	1.4	13.4	9.1	34.2
2016	162.4	38.7	6.6	10.9	7.2	20.3	4.0	12.1	1.4	13.8	9.2	35.0
2017	164.6	38.8	6.7	10.9	7.4	20.5	4.1	12.3	1.4	14.2	9.4	35.7
2018	166.9	39.0	6.7	10.9	7.6	20.7	4.1	12.5	1.4	14.7	9.5	36.4
2019	169.2	39.1	6.8	11.0	7.9	21.0	4.1	12.8	1.4	15.2	9.6	37.0
2020	171.5	39.3	6.8	11.0	8.1	21.3	4.1	13.0	1.4	15.7	9.7	37.6
2021	173.9	39.4	6.9	11.0	8.4	21.5	4.1	13.3	1.4	16.4	9.8	38.2
2022	176.4	39.6	6.9	11.1	8.7	21.8	4.1	13.5	1.4	17.1	9.9	38.7
2023	178.9	39.7	7.0	11.1	8.9	22.1	4.1	13.8	1.5	17.7	10.1	39.3
2024	181.3	39.8	7.1	11.1	9.2	22.3	4.2	14.1	1.5	18.4	10.2	39.9
2025	183.8	39.9	7.1	11.1	9.4	22.6	4.2	14.4	1.5	19.0	10.3	40.5
2026	186.2	40.1	7.2	11.2	9.6	22.9	4.3	14.7	1.5	19.5	10.4	41.0
2027	188.5	40.2	7.2	11.2	9.7	23.2	4.3	15.0	1.5	20.1	10.5	41.6
2028	190.9	40.4	7.3	11.2	9.9	23.5	4.4	15.3	1.5	20.6	10.6	42.2
2029	193.3	40.5	7.4	11.2	10.1	23.8	4.4	15.7	1.5	21.1	10.7	42.9
2030	195.7	40.7	7.4	11.3	10.2	24.1	4.4	16.0	1.5	21.6	10.8	43.6
2031	198.1	40.8	7.4	11.3	10.4	24.3	4.5	16.4	1.5	22.0	10.9	44.2
2032	200.4	40.9	7.4	11.3	10.6	24.6	4.5	16.7	1.5	22.5	11.0	44.9
2033	202.8	41.1	7.4	11.3	10.8	24.9	4.6	17.0	1.5	23.0	11.1	45.7
2034	205.2	41.2	7.5	11.3	10.9	25.2	4.6	17.4	1.5	23.4	11.1	46.5
2035	207.6	41.3	7.5	11.3	11.1	25.5	4.7	17.7	1.5	23.9	11.2	47.3





County Economic and Demographic Indicators

Projected Economic Growth (2010-2015)

Expected retail sales growth:	14.5 %
Expected job growth:	7.6 %
Fastest growing jobs sector:	Transportation, Warehousing, and Utilities
Expected personal income growth:	14.0 %

Expected population growth:	8.4 %
Net migration to account for:	20.0 %
Expected growth in number of vehicles:	6.0 %

Demographics (2009)

Unemployment rate (December):	14.2 %
County Rank* in California (58 counties):	32nd
Working age (16-64) population:	63.6 %

Population with B.A. Degree or higher:	11.8 %
Median Home Selling Price:	\$121,237
Median Household Income:	\$42,521

Quality of Life

Violent Crime rate (2008):	520 per 100,000 persons
County Rank* in California (58 counties):	42nd
Average Commute Time to work (2009):	23.2 minutes

High School drop out rate (2008):	19.3 %
Households at/below poverty line:	18.6 %

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