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Visalia Trade Market Comparative Data

PROJECTED POPULATION GROWTH RATE

Source: California Department of Finance: E-4 Population Estimates for Cities, Counties and the State, 2011-2013, with 2010 Benchmark; dof.ca.gov/research/demographic/reports/estimates/e-4/2011-2010/view.php

	Visalia	Bakersfield	Clovis	Fresno	Madera	Merced	Modesto	Paso Robles	Stockton	Tulare Co	California	Visalia - Rank
Current Population (1/1/13)	128,443	359,221	99,983	508,453	63,040	80,599	205,987	30,504	296,344	455,599	37,966,471	5
Proj. Population Growth %	3.2%	3.4%	4.6%	2.8%	2.6%	2.1%	2.4%	2.4%	1.6%	3.0%	1.9%	3
Proj. Population Growth Rank	71	59	30	98	115	171	135	136	243	3		3

INCOME & BENEFITS (2011 Inflation adjusted)

Source: American Community Survey - 2007-2011 5-Year Estimates: Selected Economic Characteristics (DP03); factfinder2.census.gov

	Visalia	Bakersfield	Clovis	Fresno	Madera	Merced	Modesto	Paso Robles	Stockton	Tulare Co	California	Visalia - Rank
Median Household	54,019	54,656	65,300	43,440	41,991	37,025	49,852	57,927	47,365	43,550	61,632	4
Mean Household	69,680	71,133	77,925	60,091	51,880	53,174	66,097	71,255	63,047	58,931	85,148	4
\$200K +	3.0%	3.5%	3.6%	2.6%	1.2%	1.8%	2.9%	3.6%	2.5%	2.3%	6.9%	4
\$150K - \$199,999	4.9%	4.8%	5.9%	3.3%	1.5%	2.5%	3.7%	4.0%	3.8%	3.3%	6.7%	2
\$100K - \$149,999	14.9%	13.8%	18.3%	10.1%	8.2%	9.9%	12.1%	13.7%	11.4%	10.1%	15.2%	2
\$75K - \$99,999	13.3%	13.6%	14.8%	10.7%	9.6%	10.4%	12.3%	13.1%	11.5%	11.0%	12.6%	3
\$50K - \$74,999	17.9%	18.4%	18.0%	17.4%	21.1%	15.5%	18.8%	21.5%	18.6%	17.6%	17.3%	7
\$35K - \$49,999	13.5%	14.3%	13.7%	14.1%	15.9%	13.4%	14.7%	13.5%	15.7%	15.2%	12.4%	7
< \$35,000	32.6%	31.6%	25.7%	41.8%	42.5%	46.5%	35.5%	30.6%	36.5%	40.5%	28.9%	4

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EDUCATIONAL ATTAINMENT (Population 25 years and over)

Source: American Community Survey - 2007-2011 5-Year Estimates: Selected Social Characteristics (DPO2); factfinder2.census.gov

	Visalia	Bakersfield	Clovis	Fresno	Madera	Merced	Modesto	Paso Robles	Stockton	Tulare Co	California	Visalia - Rank
Graduate or Professional Degree	7.1%	6.7%	10.0%	6.3%	2.8%	5.1%	6.5%	6.7%	5.6%	4.2%	11.0%	2
Bachelor's Degree	13.0%	13.1%	20.0%	13.8%	7.3%	10.4%	12.2%	15.5%	11.6%	8.7%	19.3%	5
Associate's Degree	10.3%	7.9%	10.2%	7.6%	6.1%	9.1%	7.3%	9.1%	8.4%	7.9%	7.7%	1
Some College; No Degree	26.7%	24.9%	27.4%	23.3%	18.3%	24.4%	26.2%	28.7%	23.4%	22.9%	21.8%	3
High School Diploma or Equivalency	23.6%	25.2%	21.3%	23.7%	20.4%	21.5%	27.2%	24.2%	24.4%	24.2%	21.1%	4
Less than High School Diploma or Equivalency	19.4%	22.2%	11.0%	25.3%	45.0%	29.5%	20.6%	15.9%	26.7%	32.2%	19.2%	3
High School or Better	80.7%	77.8%	88.9%	74.7%	54.9%	70.5%	79.4%	84.2%	73.4%	67.9%	80.9%	3
College Degree or Better	30.4%	27.7%	40.2%	27.7%	16.2%	24.6%	26.0%	31.3%	25.6%	20.8%	38.0%	3

EMPLOYMENT STATUS

Source: American Community Survey - 2007-2011 5-Year Estimates: Selected Economic Characteristics (DPO3); factfinder2.census.gov

	Visalia	Bakersfield	Clovis	Fresno	Madera	Merced	Modesto	Paso Robles	Stockton	Tulare Co	California	Visalia - Rank
Population over age 16	88,847	245,826	71,025	359,135	41,393	55,784	151,547	22,197	212,365	309,977	286,796,402	5
In Labor Force	56,561	160,308	46,874	227,453	24,593	33,229	93,564	14,110	130,694	193,878	18,618,649	5
Not in Labor Force	32,286	85,518	24,151	131,682	16,800	22,555	57,983	8,087	81,671	116,099	10,177,753	4
Percent Unemployed	9.9%	11.3%	10.7%	14.0%	10.9%	14.1%	14.0%	8.4%	15.7%	13.5%	10.1%	2



OCCUPATIONAL BREAKDOWN

Source: American Community Survey - 2007-2011 5-Year Estimates: Selected Economic Characteristics (DP03); factfinder2.census.gov

	Visalia	Bakersfield	Clovis	Fresno	Madera	Merced	Modesto	Paso Robles	Stockton	Tulare Co	California	Visalia - Rank
Management & Professional	31.5%	30.4%	39.1%	29.3%	18.5%	27.1%	29.6%	28.5%	26.4%	23.7%	36.5%	2
Service	20.0%	19.7%	15.9%	20.6%	17.7%	21.5%	18.2%	22.3%	20.0%	18.6%	17.9%	4
Sales & Office	25.1%	24.7%	27.9%	26.4%	19.3%	24.0%	27.5%	22.8%	25.0%	21.0%	25.0%	4
Natural Resources, Construction & Maintenance	10.9%	12.7%	8.8%	11.7%	29.9%	12.9%	11.2%	14.9%	12.9%	22.1%	9.6%	8
Production, Transportation & Material Moving	12.2%	12.5%	8.4%	12.1%	14.6%	14.4%	13.6%	11.1%	15.6%	14.6%	10.9%	6

HOUSING STATUS

Source: American Community Survey - 2007-2011 5-Year Estimates: Profile of General Population & Housing Characteristics (DP01); factfinder2.census.gov

	Visalia	Bakersfield	Clovis	Fresno	Madera	Merced	Modesto	Paso Robles	Stockton	Tulare Co	California	Visalia - Rank
Owner-Occupied	61.4%	59.7%	62.3%	49.1%	50.8%	42.7%	57.0%	59.2%	51.6%	58.8%	55.9%	2
Renter-Occupied	38.6%	40.3%	37.7%	50.9%	49.2%	57.3%	43.0%	40.8%	48.4%	41.2%	44.1%	8
Avg Household Size - Owner-occupied	2.91	3.11	2.92	3.03	3.56	2.98	2.84	2.6	3.13	3.24	2.95	7
Ave Household Size - Renter-occupied	3.08	3.07	2.73	3.11	4.09	3.24	2.9	2.93	3.19	3.52	2.83	5