



# Stanislaus County, CA

Opportunity Stanislaus



**OPPORTUNITY**  
*Stanislaus*

1625 I Street  
Modesto, California 95354

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## Economy Overview

**552,620**

**Population (2018)**

Population **grew by 28,000** over the last 5 years and is projected to **grow by 20,665** over the next 5 years.

**212,479**

**Total Regional Employment**

Jobs **grew by 23,775** over the last 5 years and are projected to **grow by 13,504** over the next 5 years.

**\$54.3K**

**Median Household Income (2017)**

Median household income is **\$3.4K below** the national median household income of \$57.7K.

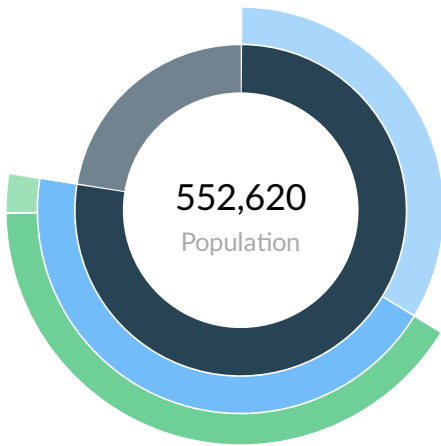
## Takeaways

- As of 2018 the region's population **increased by 5.3%** since 2013, growing by 28,000. Population is expected to **increase by 3.7%** between 2018 and 2023, adding 20,665.
- From 2013 to 2018, jobs **increased by 12.6%** in Stanislaus County, CA from 188,704 to **212,479**. This change **outpaced the national growth rate of 8.5%** by 4.1%. As the number of jobs increased, the **labor force participation rate decreased from 59.7% to 56.6%** between 2013 and 2018.
- Concerning educational attainment, **11.0% of Stanislaus County, CA residents possess a Bachelor's Degree** (7.6% below the national average), and **7.4% hold an Associate's Degree** (0.6% below the national average).
- The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	552,620	242,180	212,479	122.9	\$22.47B	\$26.84B	\$21.86B
State	39,853,042	19,533,849	19,747,652	133.5	\$2.92T	\$1.42T	\$2.04T
Nation	328,038,851	162,012,815	163,329,158	100.0	\$20.28T	\$0	\$8.59T

## Economy Overview - Cont.

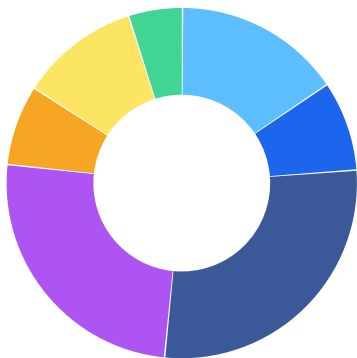
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	428,021
● Not in Labor Force (15+)	185,841
● Labor Force	242,180
● Employed	227,152
● Unemployed	15,028
● Under 15	124,599

### Educational Attainment

Concerning educational attainment, **11.0% of Stanislaus County, CA residents possess a Bachelor's Degree** (7.6% below the national average), and **7.4% hold an Associate's Degree** (0.6% below the national average).

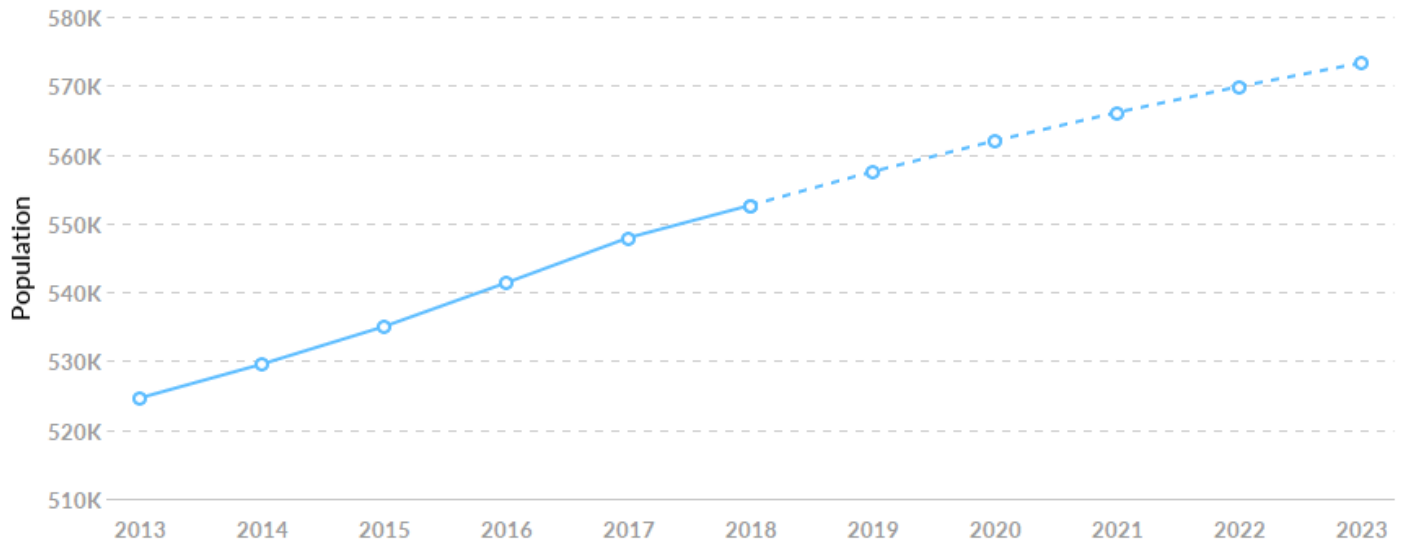


	% of Population	Population
● Less Than 9th Grade	15.4%	54,240
● 9th Grade to 12th Grade	8.3%	29,153
● High School Diploma	27.8%	97,489
● Some College	25.1%	88,261
● Associate's Degree	7.4%	26,010
● Bachelor's Degree	11.0%	38,637
● Graduate Degree and Higher	5.0%	17,456

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 5.3% since 2013, growing by 28,000. Population is expected to increase by 3.7% between 2018 and 2023, adding 20,665.

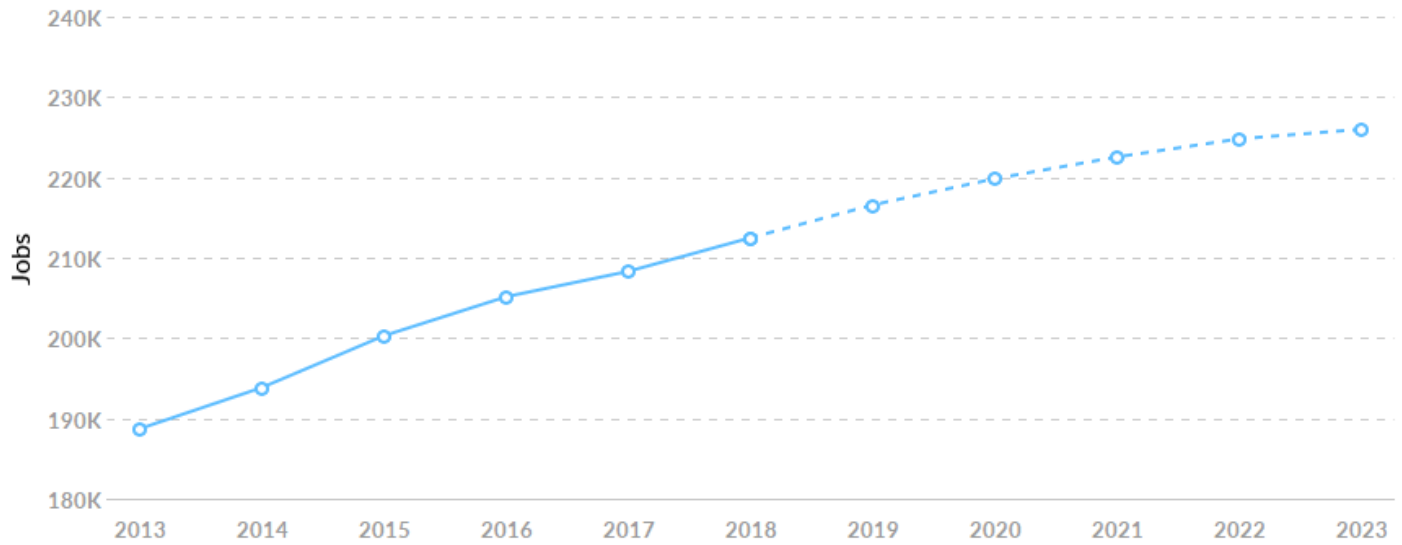


Timeframe	Population
2013	524,620
2014	529,542
2015	535,000
2016	541,354
2017	547,898
2018	552,620
2019	557,503
2020	561,987
2021	566,095
2022	569,855
2023	573,285

# Historic & Projected Trends - Cont.

## Job Trends

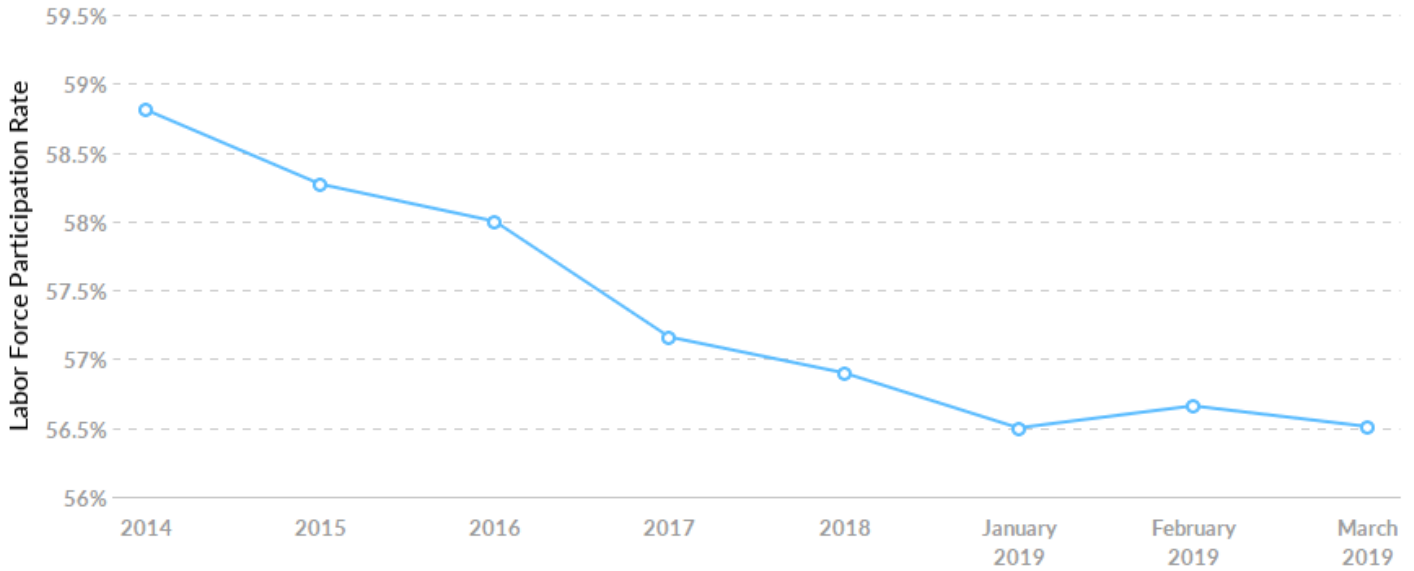
From 2013 to 2018, jobs increased by **12.6%** in Stanislaus County, CA from 188,704 to 212,479. This change **outpaced the national growth rate of 8.5%** by 4.1%.



Timeframe	Jobs
2013	188,704
2014	193,836
2015	200,286
2016	205,141
2017	208,301
2018	212,479
2019	216,563
2020	219,835
2021	222,537
2022	224,791
2023	225,983

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

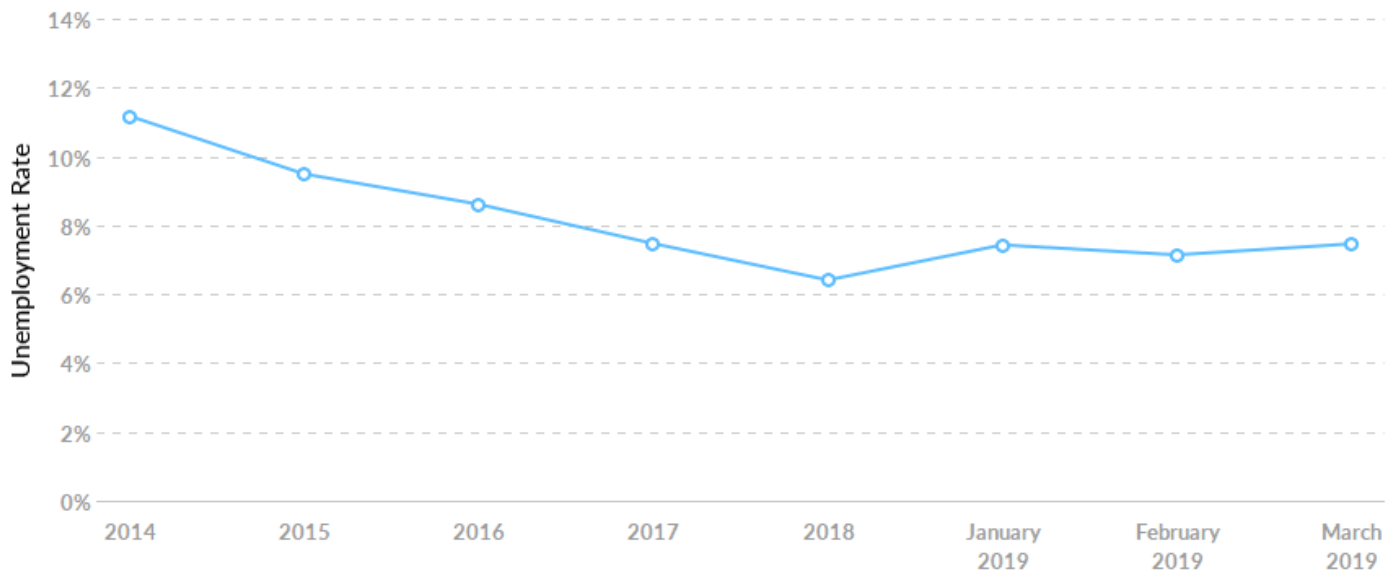


Timeframe	Labor Force Participation Rate
2014	58.81%
2015	58.27%
2016	58.00%
2017	57.16%
2018	56.90%
January 2019	56.50%
February 2019	56.66%
March 2019	56.51%

# Historic & Projected Trends - Cont.

## Unemployment Rate Trends

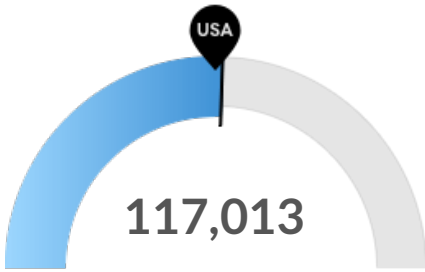
Stanislaus County, CA had a March 2019 unemployment rate of 7.46%, **decreasing from 11.17%** 5 years before.



Timeframe	Unemployment Rate
2014	11.17%
2015	9.49%
2016	8.61%
2017	7.47%
2018	6.41%
January 2019	7.43%
February 2019	7.14%
March 2019	7.46%

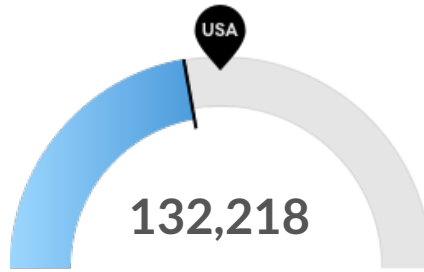


## Population Characteristics



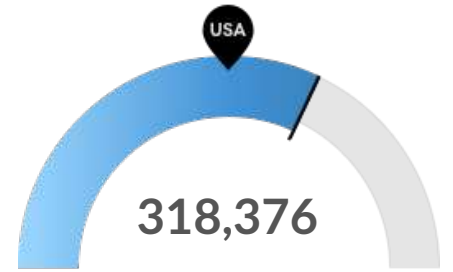
Millennials

Stanislaus County, CA has 117,013 millennials (ages 20-34). The national average for an area this size is 113,478.



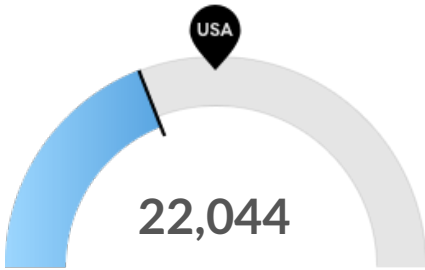
Retiring Soon

Retirement risk is low in Stanislaus County, CA. The national average for an area this size is 156,192 people 55 or older, while there are 132,218 here.



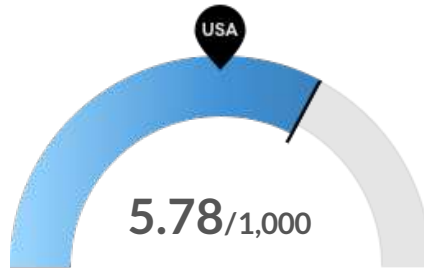
Racial Diversity

Racial diversity is high in Stanislaus County, CA. The national average for an area this size is 215,170 racially diverse people, while there are 318,376 here.



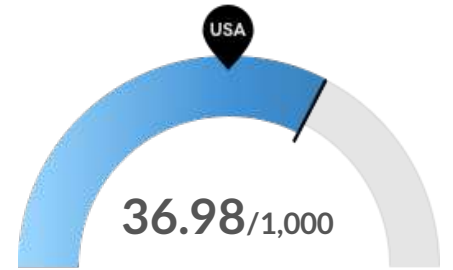
Veterans

Stanislaus County, CA has 22,044 veterans. The national average for an area this size is 31,858.



Violent Crime

Stanislaus County, CA has 5.78 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



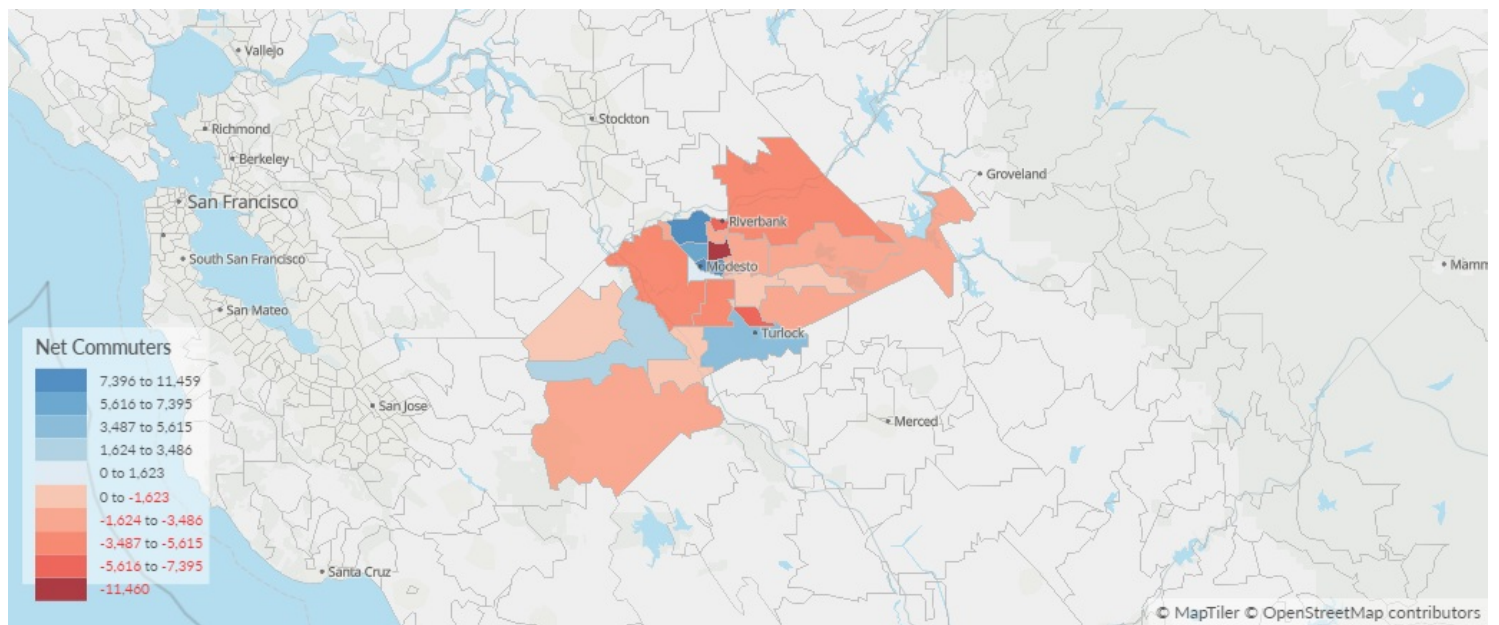
Property Crime

Stanislaus County, CA has 36.98 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 Stanislaus County, CA currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 95355.



### Where Talent Works

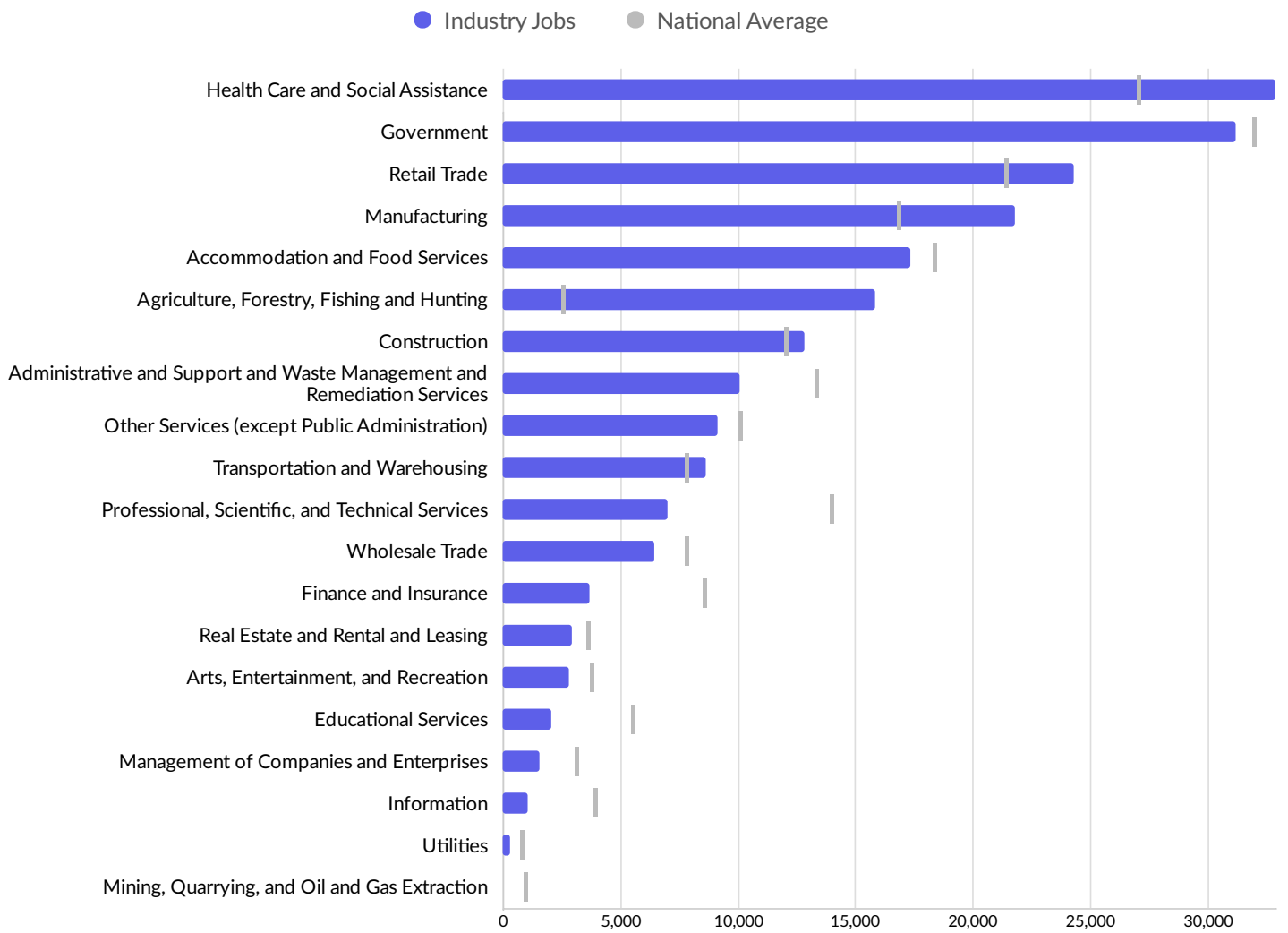
ZIP	Name	2018 Employment
95350	Modesto, CA (in Stanislaus County)	27,456
95356	Modesto, CA (in Stanislaus County)	24,249
95380	Turlock, CA (in Stanislaus County)	23,022
95354	Modesto, CA (in Stanislaus County)	18,903
95351	Modesto, CA (in Stanislaus County)	17,368

### Where Talent Lives

ZIP	Name	2018 Workers
95355	Modesto, CA (in Stanislaus County)	23,845
95350	Modesto, CA (in Stanislaus County)	21,839
95380	Turlock, CA (in Stanislaus County)	18,648
95307	Ceres, CA (in Stanislaus County)	17,677
95382	Turlock, CA (in Stanislaus County)	17,563

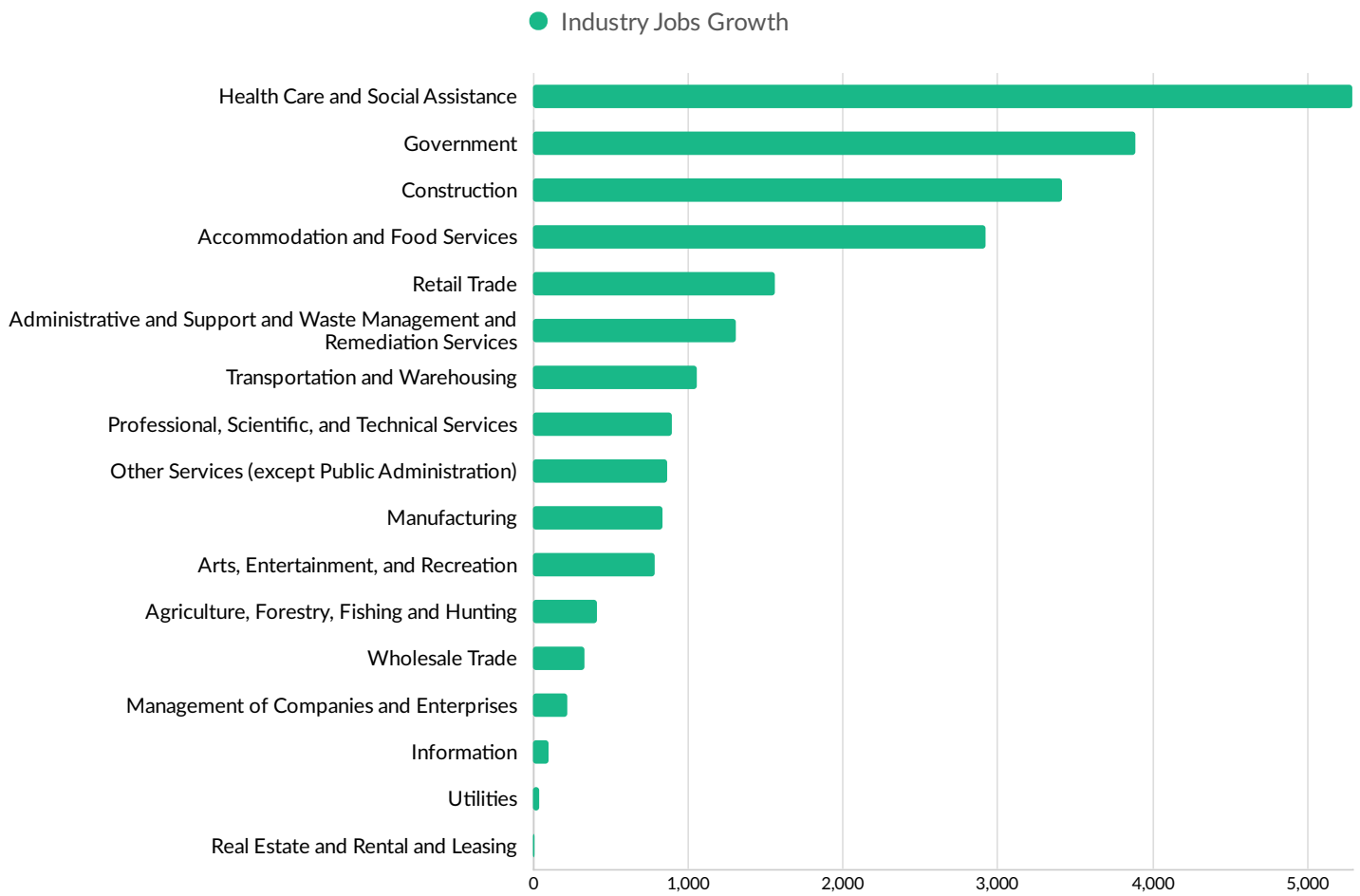
# Industry Characteristics

## Largest Industries



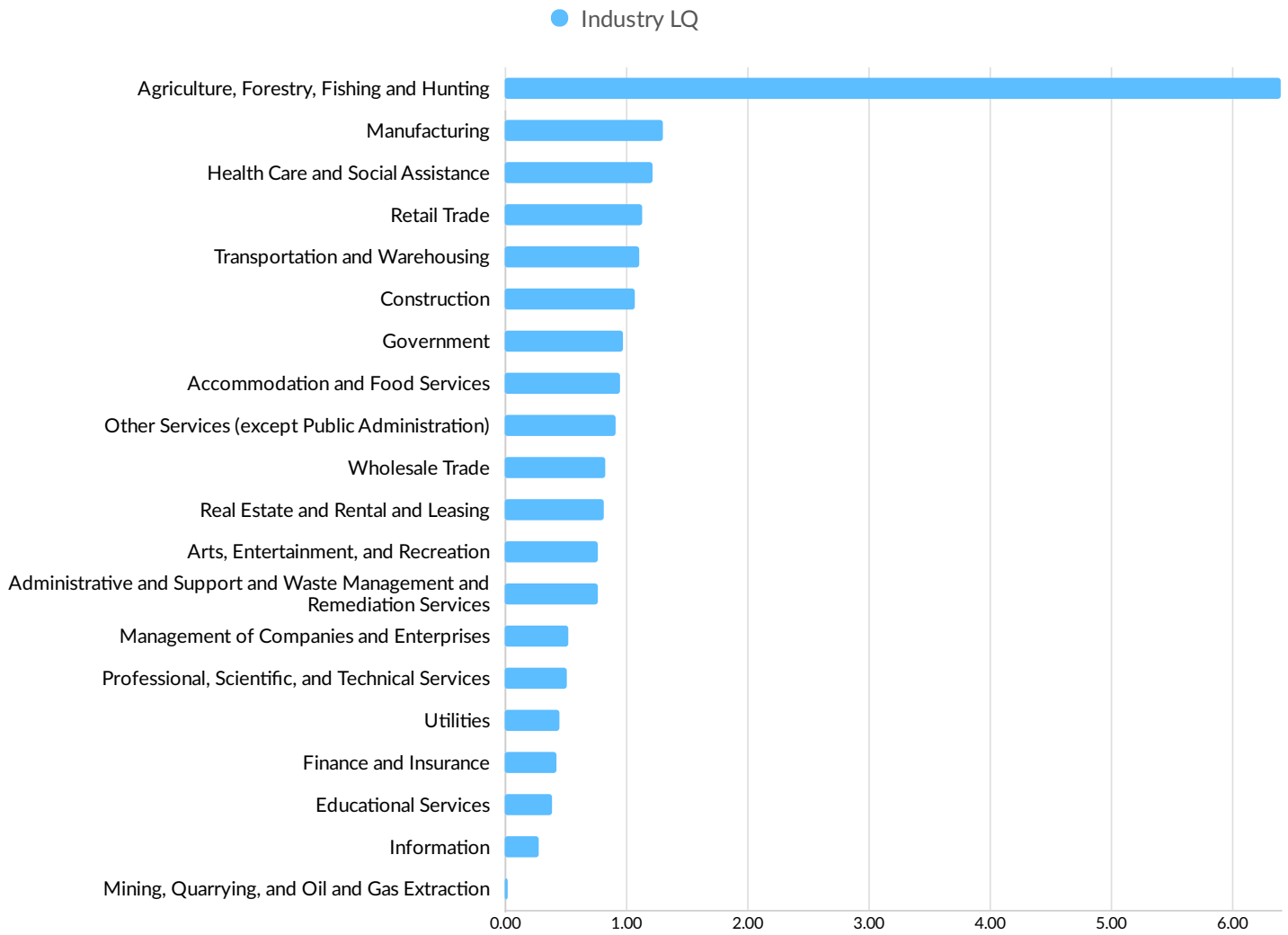
# Industry Characteristics - Cont.

## Top Growing Industries



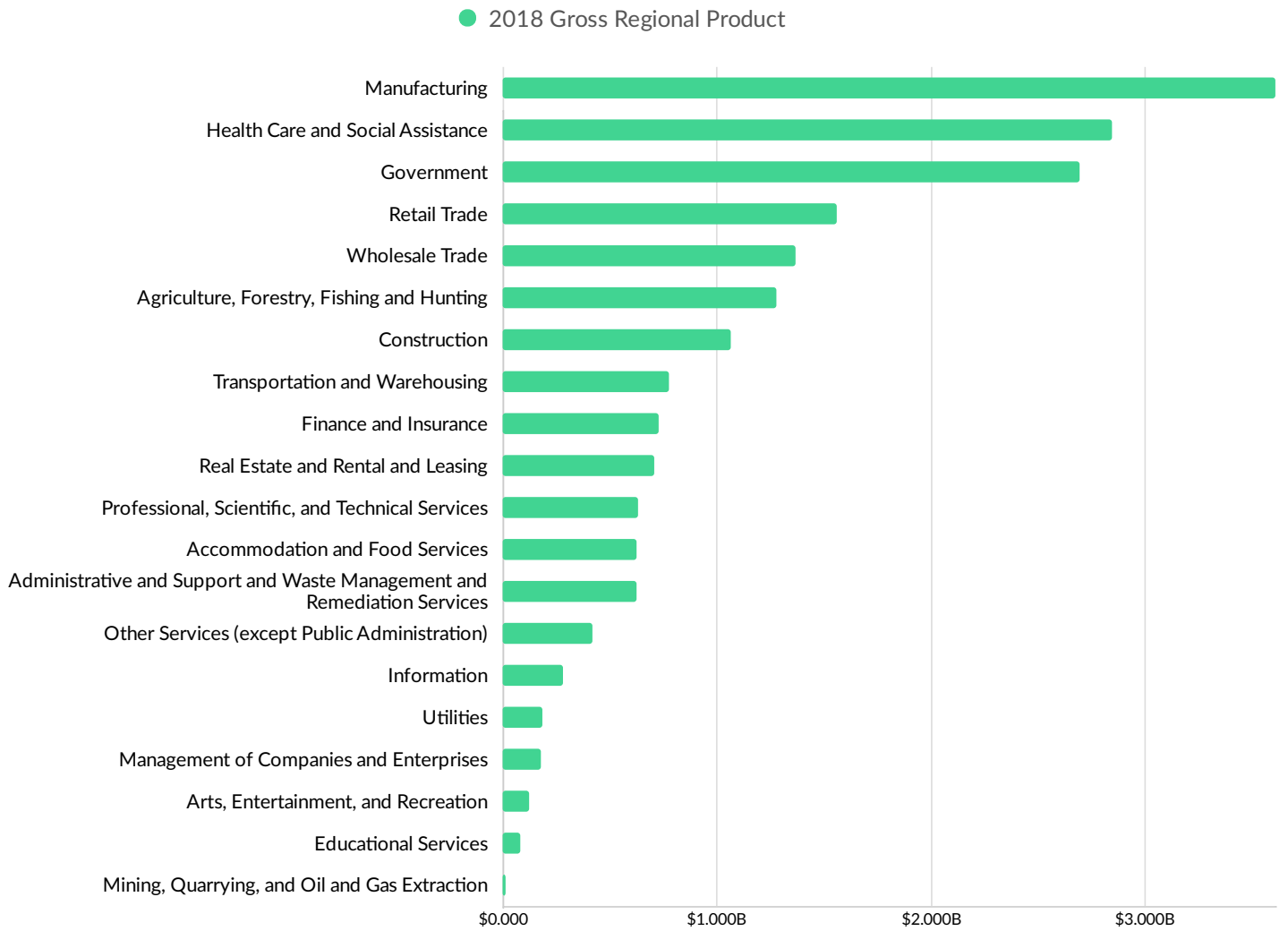
## Industry Characteristics - Cont.

### Top Industry LQ



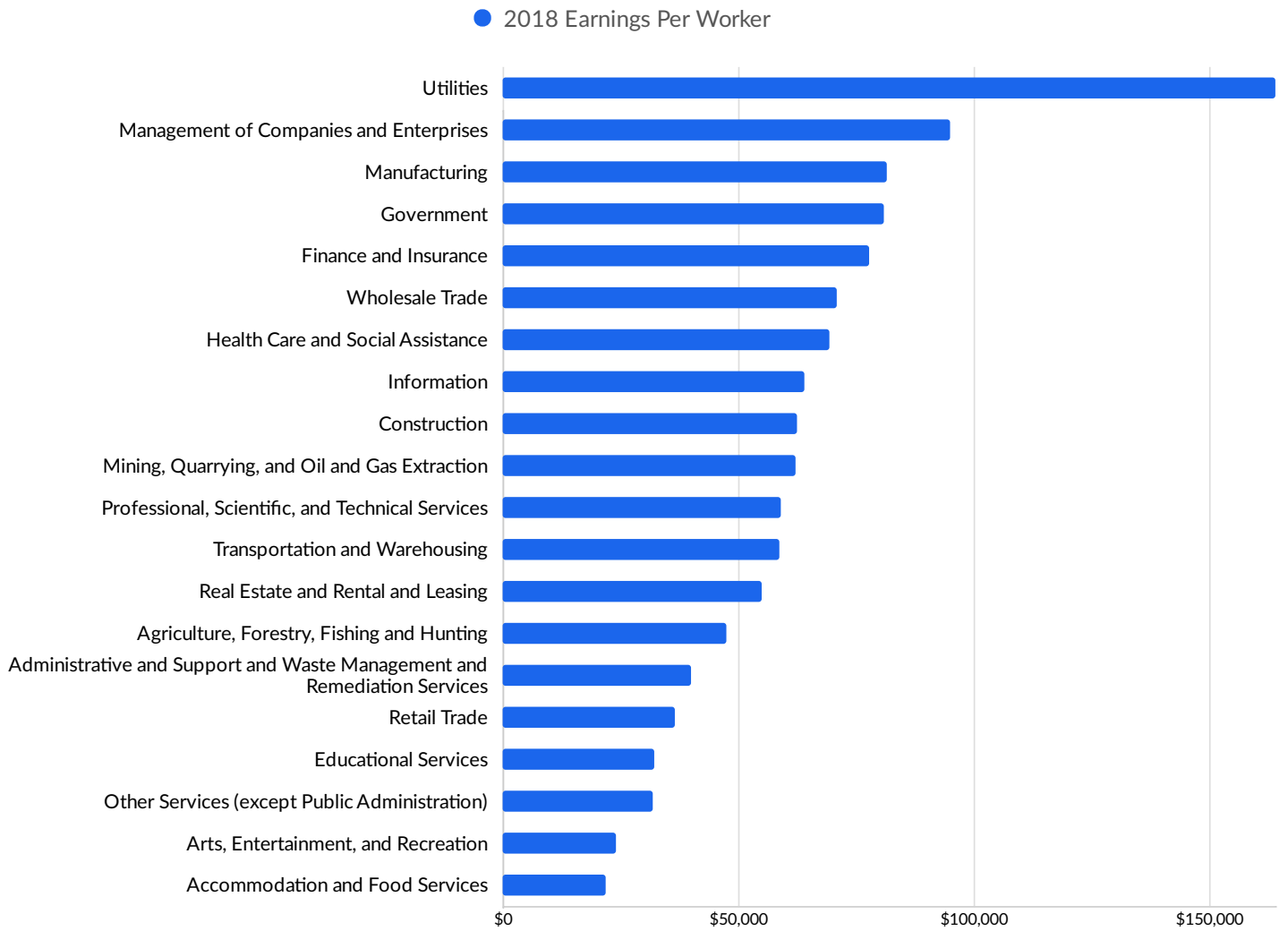
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.





















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	27,611	32,907	5,296	+19%	1.22	\$69,331	\$2.85B
Government	27,308	31,206	3,898	+14%	0.98	\$80,869	\$2.70B
Retail Trade	22,745	24,307	1,562	+7%	1.14	\$36,665	\$1.56B
Manufacturing	20,990	21,832	842	+4%	1.30	\$81,606	\$3.61B
Accommodation and Food Services	14,462	17,387	2,925	+20%	0.95	\$21,793	\$627.59M
Agriculture, Forestry, Fishing and Hunting	15,440	15,856	416	+3%	6.40	\$47,476	\$1.28B
Construction	9,440	12,857	3,417	+36%	1.08	\$62,509	\$1.07B
Administrative and Support and Waste Management and Remediation Services	8,806	10,117	1,311	+15%	0.76	\$40,175	\$624.53M
Other Services (except Public Administration)	8,282	9,145	863	+10%	0.91	\$31,951	\$422.04M
Transportation and Warehousing	7,575	8,634	1,059	+14%	1.11	\$58,644	\$779.21M
Professional, Scientific, and Technical Services	6,148	7,043	895	+15%	0.51	\$59,247	\$635.96M
Wholesale Trade	6,103	6,434	331	+5%	0.83	\$70,949	\$1.37B
Finance and Insurance	3,704	3,688	-16	0%	0.43	\$77,781	\$728.37M
Real Estate and Rental and Leasing	2,922	2,934	12	+0%	0.82	\$55,101	\$710.03M
Arts, Entertainment, and Recreation	2,049	2,838	789	+39%	0.77	\$23,972	\$121.72M
Educational Services	2,135	2,099	-36	-2%	0.39	\$32,294	\$80.47M
Management of Companies and Enterprises	1,363	1,588	225	+17%	0.52	\$95,010	\$176.69M
Information	993	1,091	98	+10%	0.28	\$64,061	\$283.50M
Utilities	282	324	42	+15%	0.45	\$164,176	\$188.19M
Mining, Quarrying, and Oil and Gas Extraction	37	20	-17	-46%	0.02	\$62,385	\$12.26M



## Business Characteristics

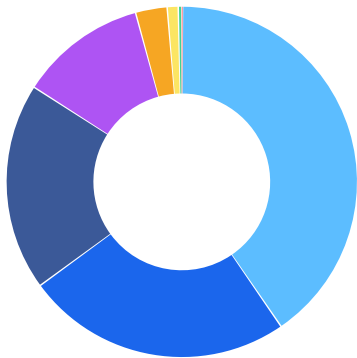
### 48,635 Companies Employ Your Workers

Online profiles for your workers mention 48,635 companies as employers, with the top 10 appearing below. In the last 12 months, 4,654 companies in Stanislaus County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
E & J Gallo Winery	1,465 	Anthem, Inc.	5,651 
Stanislaus County	1,464 	Comphealth Associates, Inc	1,191 
Modesto City Schools	937 	Sutter Health	1,093 
Sutter Health	839 	CRST International, Inc.	1,030 
Doctors Medical Center	749 	Tenet Healthcare Corporation	870 
Amazon.com, Inc.	743 	Hub Group, Inc.	670 
Kaiser Permanente	692 	Stanislaus County	576 
Wal-Mart Stores, Inc.	641 	Kaiser Permanente	482 
Save Mart Supermarkets	617 	Availability, Inc	452 
California State University, Stani...	606 	E & J Gallo Winery	410 

## Business Characteristics - Cont.

### Business Size

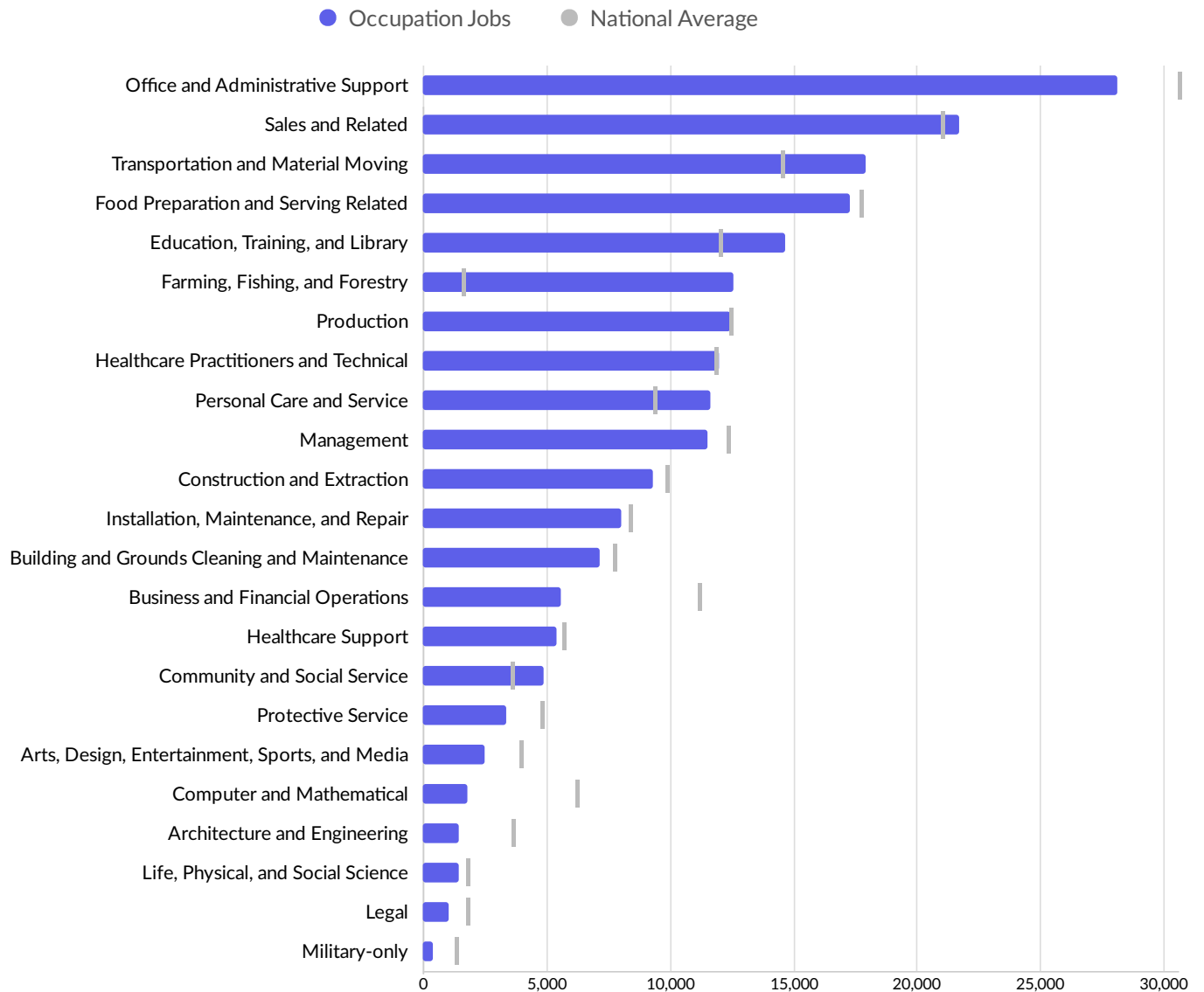


	Percentage	Business Count
1 to 4 employees	40.4%	6,494
5 to 9 employees	24.5%	3,947
10 to 19 employees	19.1%	3,078
20 to 49 employees	11.7%	1,880
50 to 99 employees	2.9%	469
100 to 249 employees	1.0%	163
250 to 499 employees	0.3%	52
500+ employees	0.1%	11

*\*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.*

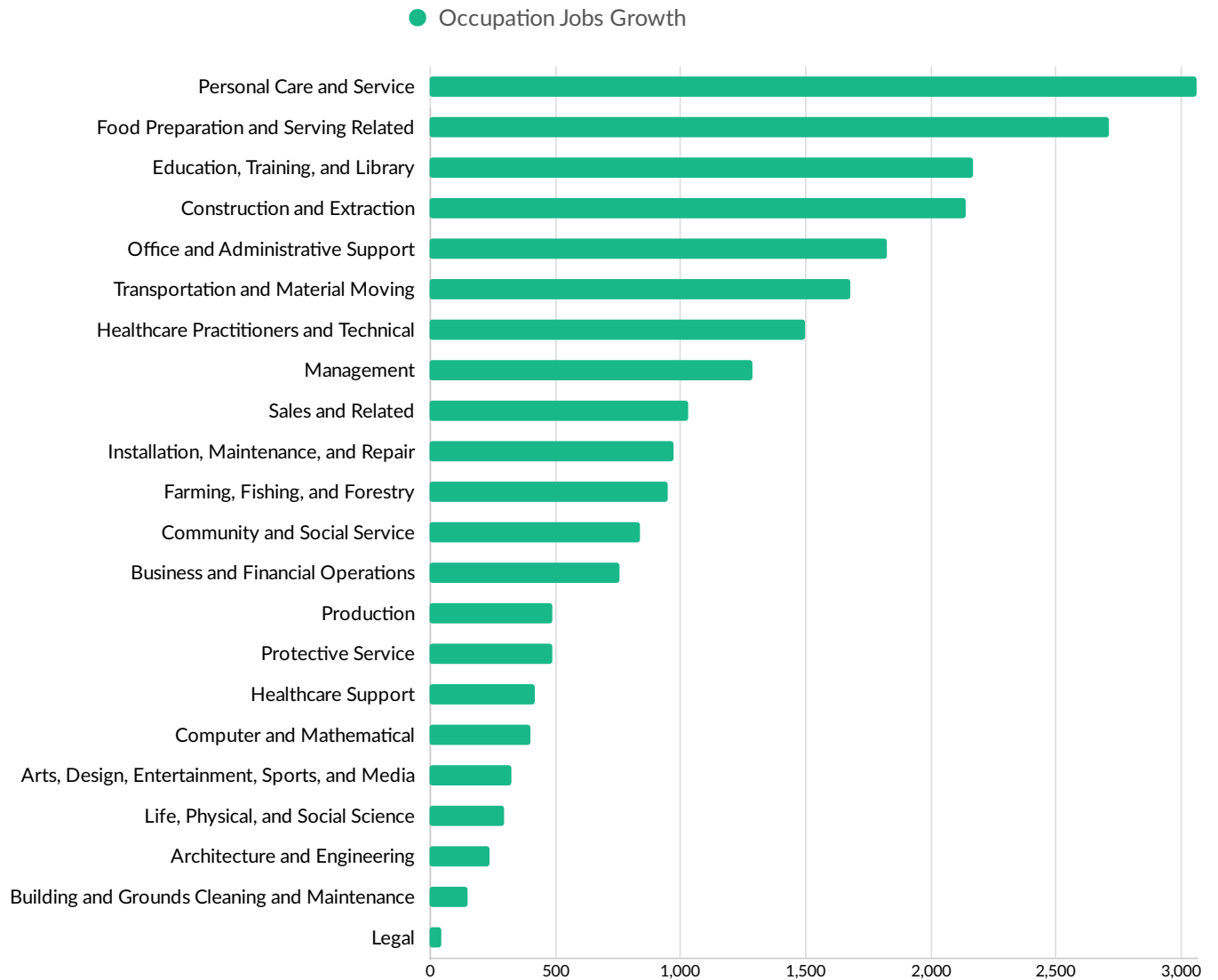
# Workforce Characteristics

## Largest Occupations



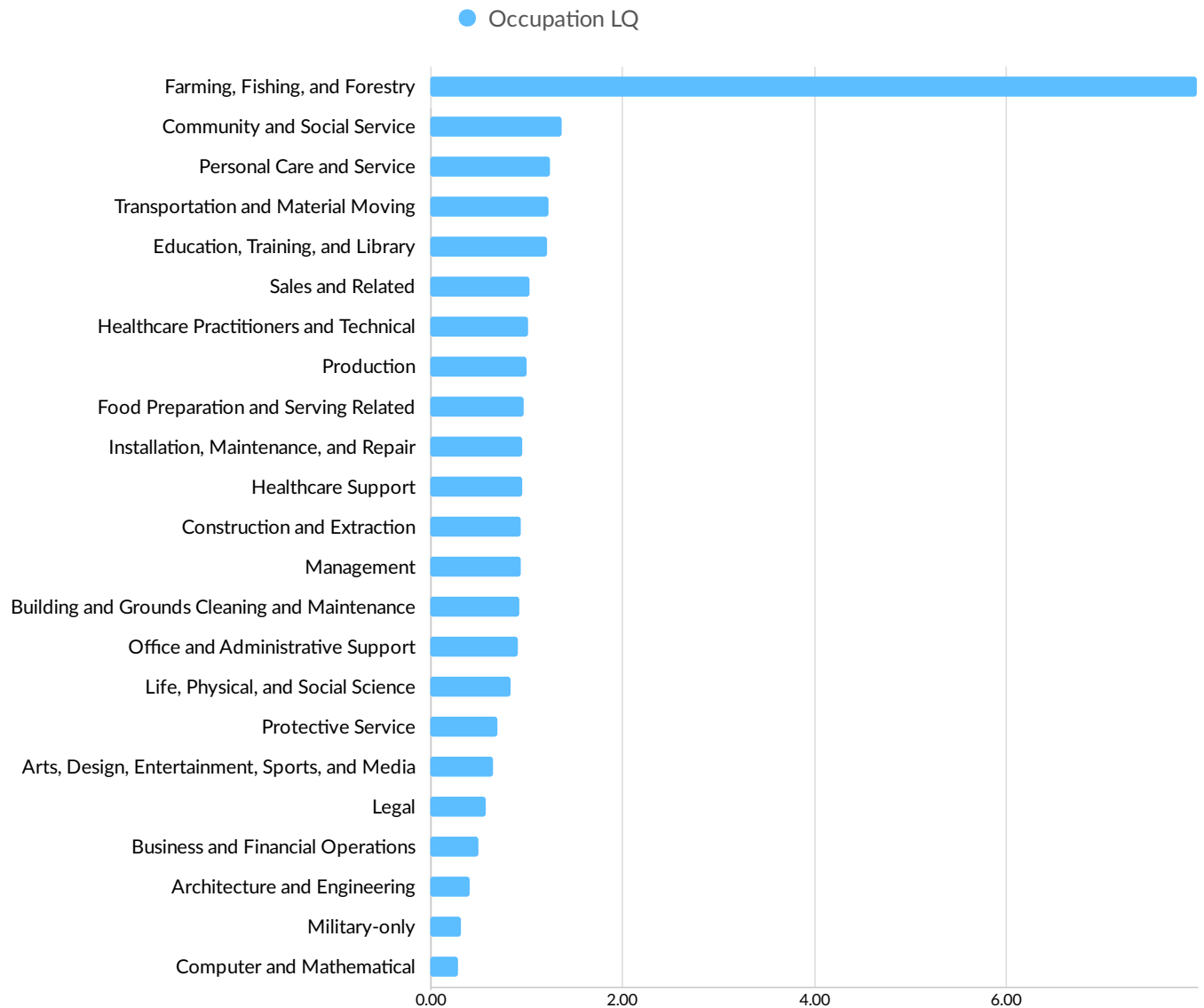
# Workforce Characteristics - Cont.

## Top Growing Occupations



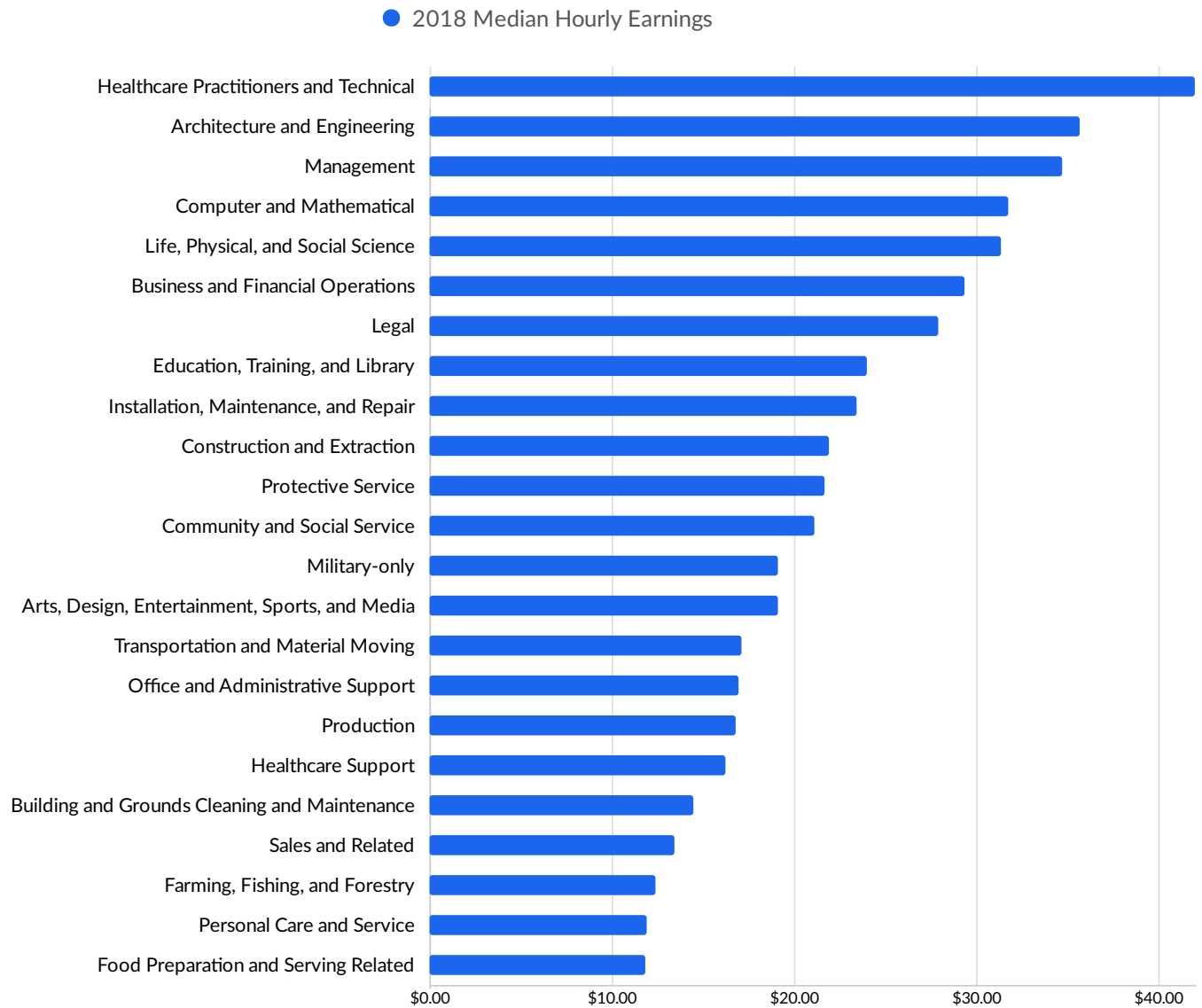
# Workforce Characteristics - Cont.

## Top Occupation LQ



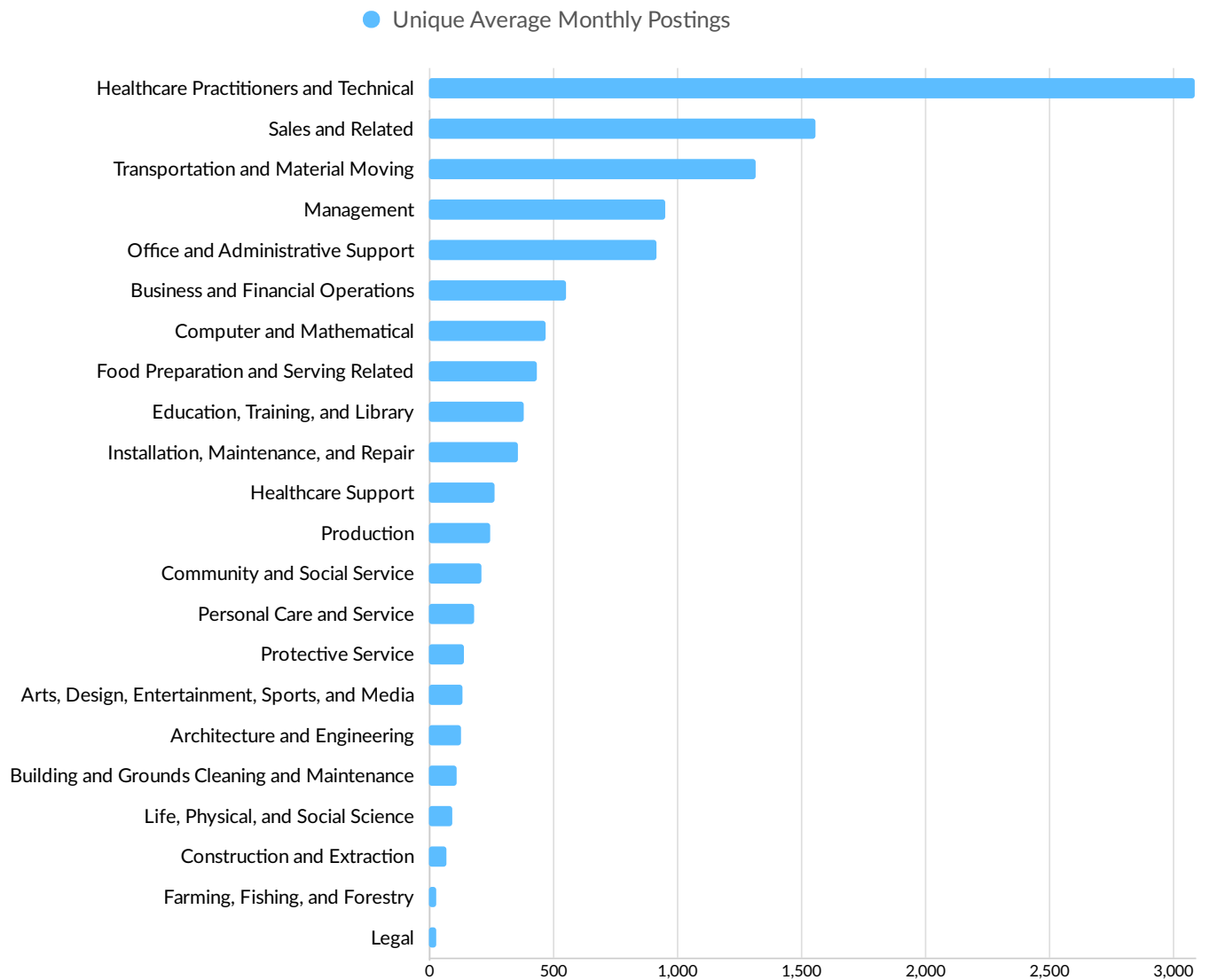
## Workforce Characteristics - Cont.

### Top Occupation Earnings



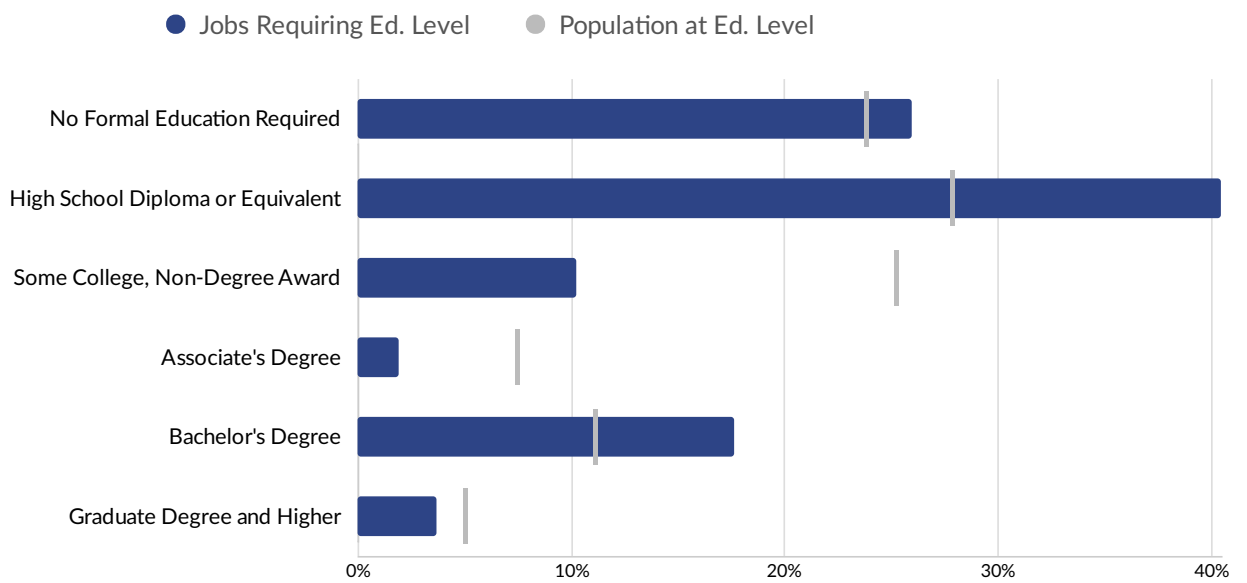
## Workforce Characteristics - Cont.

### Top Posted Occupations



# Workforce Characteristics - Cont.

## Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Jul 2018 - Jun 2019 Unique Average Monthly Postings
Office and Administrative Support	26,291	28,117	1,826	+7%	0.92	\$16.99	918
Sales and Related	20,680	21,713	1,033	+5%	1.04	\$13.44	1,558
Transportation and Material Moving	16,263	17,942	1,679	+10%	1.24	\$17.13	1,316
Food Preparation and Serving Related	14,589	17,302	2,713	+19%	0.98	\$11.85	436
Education, Training, and Library	12,511	14,682	2,171	+17%	1.23	\$23.95	380
Farming, Fishing, and Forestry	11,655	12,604	949	+8%	8.00	\$12.36	30
Production	11,950	12,443	493	+4%	1.00	\$16.77	246
Healthcare Practitioners and Technical	10,481	11,981	1,500	+14%	1.01	\$41.98	3,090
Personal Care and Service	8,606	11,671	3,065	+36%	1.25	\$11.91	185
Management	10,238	11,526	1,288	+13%	0.94	\$34.70	956
Construction and Extraction	7,187	9,329	2,142	+30%	0.95	\$21.89	71
Installation, Maintenance, and Repair	7,061	8,035	974	+14%	0.97	\$23.40	357
Building and Grounds Cleaning and Maintenance	7,030	7,180	150	+2%	0.94	\$14.48	113
Business and Financial Operations	4,835	5,594	759	+16%	0.50	\$29.33	555
Healthcare Support	4,990	5,412	422	+8%	0.95	\$16.27	264
Community and Social Service	4,034	4,874	840	+21%	1.37	\$21.09	212
Protective Service	2,868	3,361	493	+17%	0.71	\$21.65	143

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Jul 2018 - Jun 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	2,195	2,522	327	+15%	0.65	\$19.08	135
Computer and Mathematical	1,427	1,827	400	+28%	0.30	\$31.78	472
Architecture and Engineering	1,224	1,461	237	+19%	0.41	\$35.67	131
Life, Physical, and Social Science	1,163	1,460	297	+26%	0.84	\$31.36	95
Legal	981	1,026	45	+5%	0.58	\$27.94	28
Military-only	445	416	-29	-7%	0.32	\$19.14	0

## Educational Pipeline

In 2017, there were 5,660 graduates in Stanislaus County, CA. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from "Cosmetology/Cosmetologist, General", "Business Administration and Management, General", and Biological and Physical Sciences.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Modesto Junior College	2,392	
California State University-Stanislaus	2,375	
Brightwood College-Modesto	268	
Paul Mitchell the School-Modesto	234	
Computer Tutor Business and Technical Institute	134	
North Adrian's College of Beauty Inc	82	
California Beauty School	68	
Adrian's College of Beauty Turlock	55	
Toni & Guy Hairdressing Academy-Modesto	29	
DeHart Technical School	23	

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