



4 California Counties

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Economy Overview

4,049,740

Population (2018)

Population grew by **243,361** over the last 5 years and is projected to grow by **166,796** over the next 5 years.

1,755,237

Total Regional Employment

Jobs grew by **221,767** over the last 5 years and are projected to grow by **122,785** over the next 5 years.

\$79.4K

Avg. Earnings Per Job (2018)

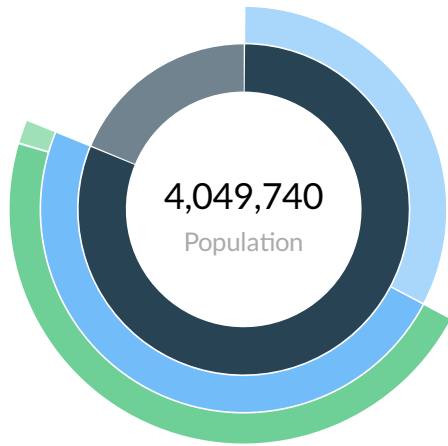
Regional average earnings per job are **\$12.5K above** the national average earnings of \$66.9K per job.

Takeaways

- As of 2018 the region's population increased by **6.4%** since 2013, growing by 243,361. Population is expected to increase by **4.1%** between 2018 and 2023, adding 166,796.
- From 2013 to 2018, jobs increased by **14.5%** in 4 California Counties from 1,533,470 to **1,755,237**. This change outpaced the national growth rate of **8.5%** by **6.0%**. As the number of jobs increased, the labor force participation rate decreased from **60.7%** to **59.8%** between 2013 and 2018.
- Concerning educational attainment, **22.2%** of the selected regions' residents possess a Bachelor's Degree (3.6% above the national average), and **7.8%** hold an Associate's Degree (0.2% below the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	4,049,740	1,965,588	1,755,237	136.0	\$277.89B	\$267.28B	\$262.81B
State	39,853,042	19,533,849	19,747,652	133.5	\$2.92T	\$1.42T	\$2.04T

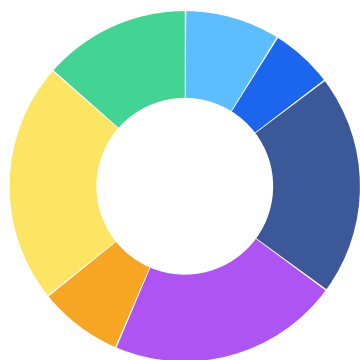
2018 Labor Force Breakdown



	Population
Total Working Age Population	3,287,159
Not in Labor Force (15+)	1,321,571
Labor Force	1,965,588
Employed	1,897,208
Unemployed	68,380
Under 15	762,581

Educational Attainment

Concerning educational attainment, **22.2% of the selected regions' residents possess a Bachelor's Degree** (3.6% above the national average), and **7.8% hold an Associate's Degree** (0.2% below the national average).

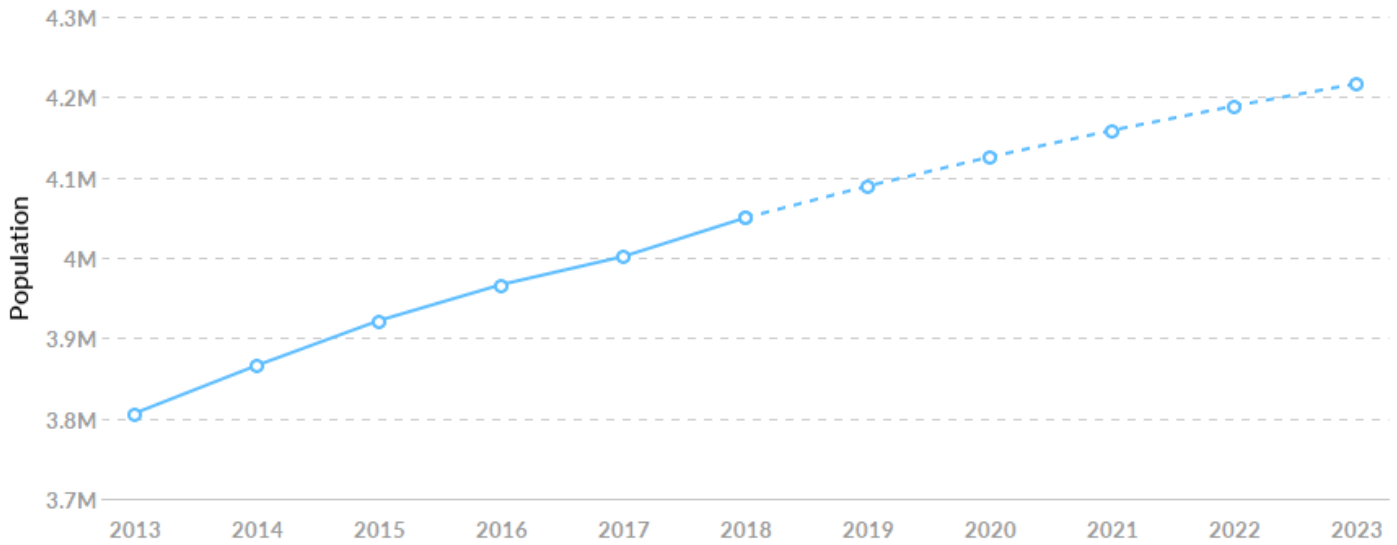


	% of Population	Population
Less Than 9th Grade	8.8%	245,051
9th Grade to 12th Grade	5.8%	162,381
High School Diploma	20.4%	568,531
Some College	21.4%	595,599
Associate's Degree	7.8%	217,754
Bachelor's Degree	22.2%	619,185
Graduate Degree and Higher	13.6%	379,639

Historic & Projected Trends

Population Trends

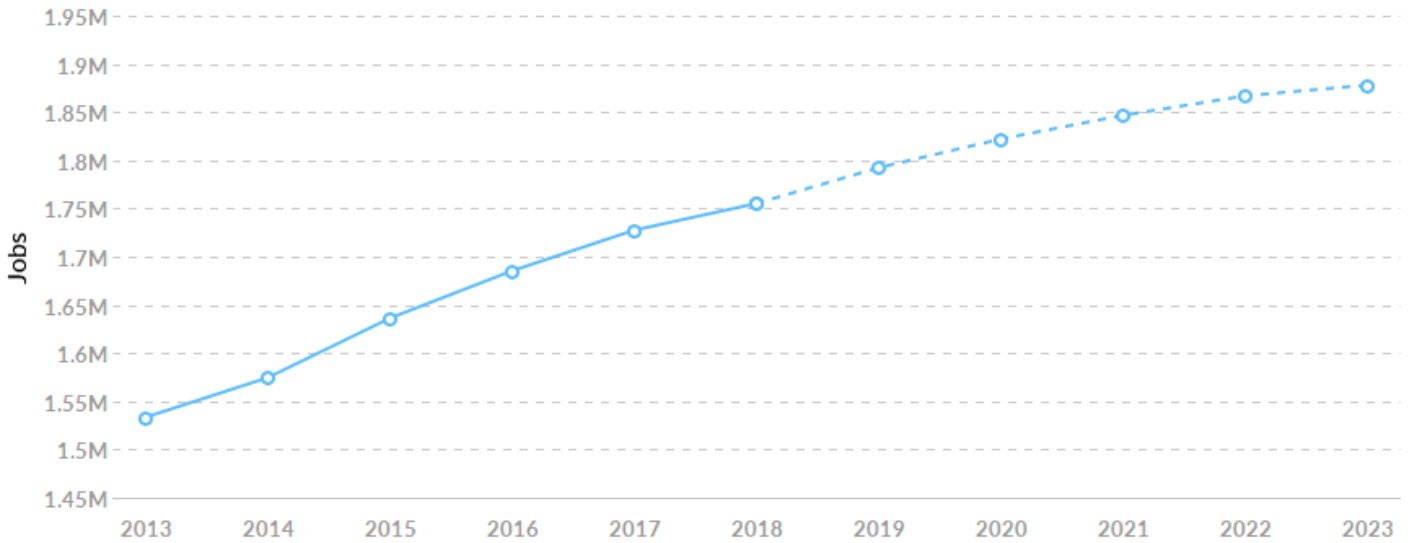
As of 2018 the region's population **increased by 6.4%** since 2013, growing by 243,361. Population is expected to **increase by 4.1%** between 2018 and 2023, adding 166,796.



Timeframe	Population
2013	3,806,379
2014	3,865,996
2015	3,921,781
2016	3,966,503
2017	4,001,516
2018	4,049,740
2019	4,089,172
2020	4,125,374
2021	4,158,542
2022	4,188,875
2023	4,216,536

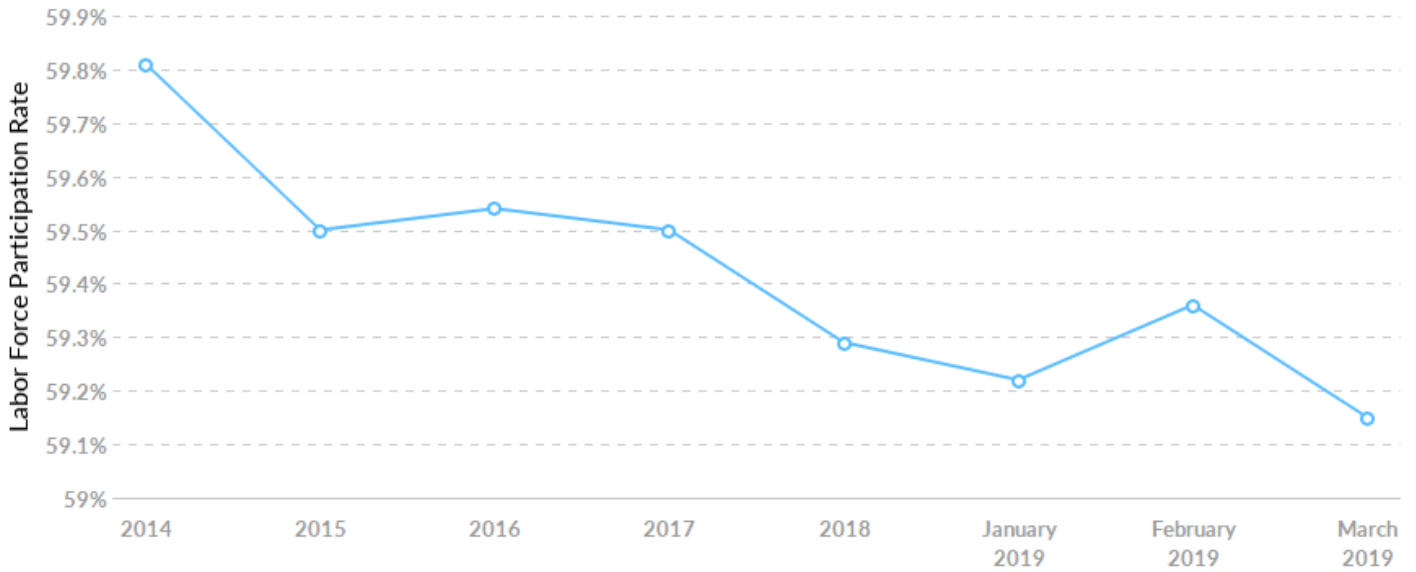
Job Trends

From 2013 to 2018, jobs increased by 14.5% in 4 California Counties from 1,533,470 to 1,755,237. This change outpaced the national growth rate of 8.5% by 6.0%.



Timeframe	Jobs
2013	1,533,470
2014	1,574,598
2015	1,636,284
2016	1,685,407
2017	1,727,530
2018	1,755,237
2019	1,792,330
2020	1,822,071
2021	1,846,650
2022	1,866,809
2023	1,878,022

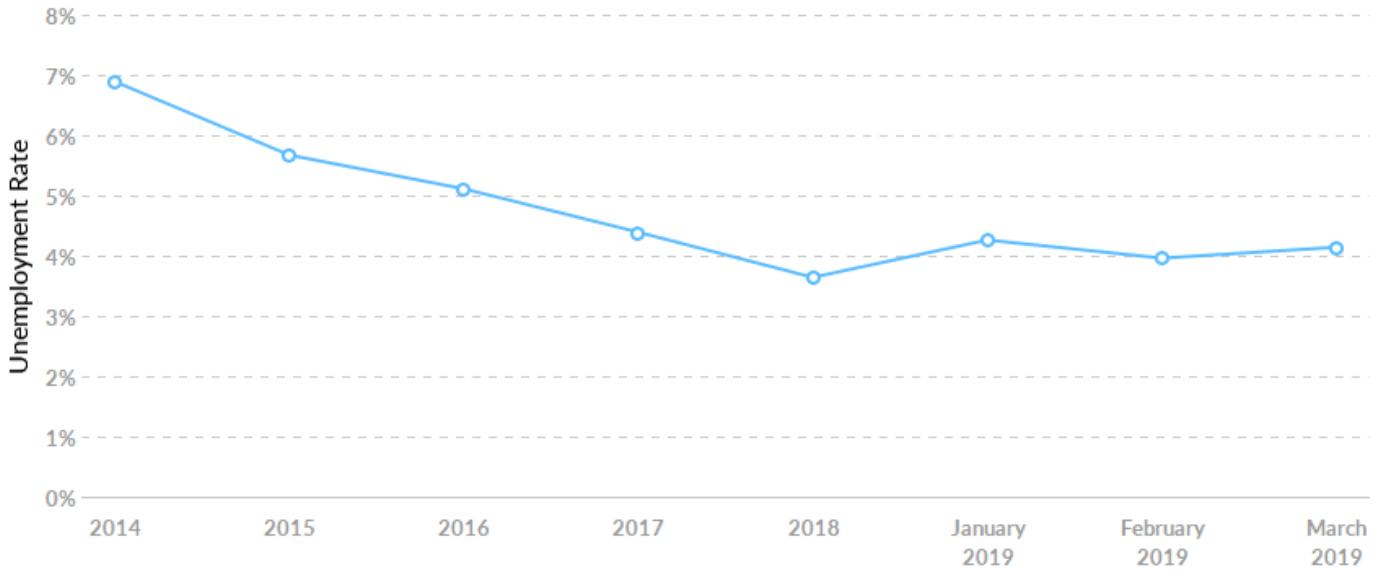
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	59.81%
2015	59.50%
2016	59.54%
2017	59.50%
2018	59.29%
January 2019	59.22%
February 2019	59.36%
March 2019	59.15%

Unemployment Rate Trends

Your areas had a March 2019 unemployment rate of 4.14%, decreasing from 6.89% 5 years before.



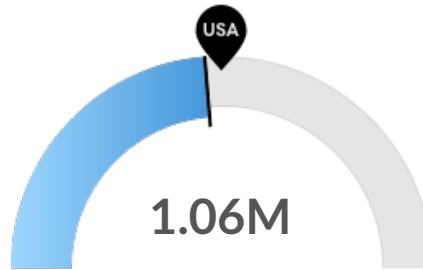
Timeframe	Unemployment Rate
2014	6.89%
2015	5.67%
2016	5.11%
2017	4.39%
2018	3.64%
January 2019	4.26%
February 2019	3.96%
March 2019	4.14%

Population Characteristics



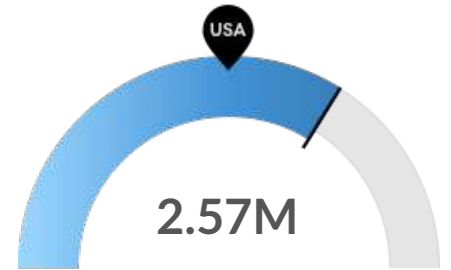
Millennials

Your area has 844,989 millennials (ages 20-34). The national average for an area this size is 828,774.



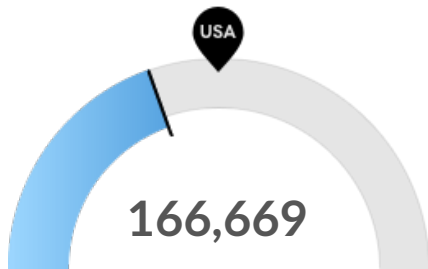
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 1,140,732 people 55 or older, while there are 1,058,357 here.



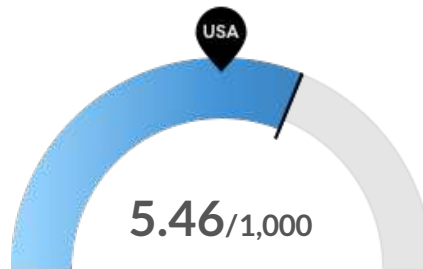
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 1,571,471 racially diverse people, while there are 2,568,660 here.



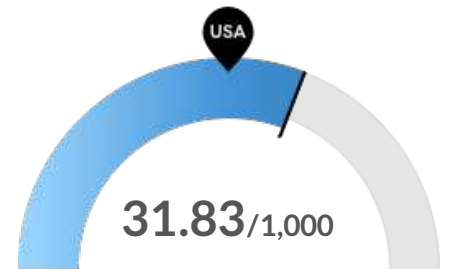
Veterans

Your area has 166,669 veterans. The national average for an area this size is 232,672.



Violent Crime

Your area has 5.46 violent crimes per 1,000 people. The national rate is 3.86 per 1,000 people.

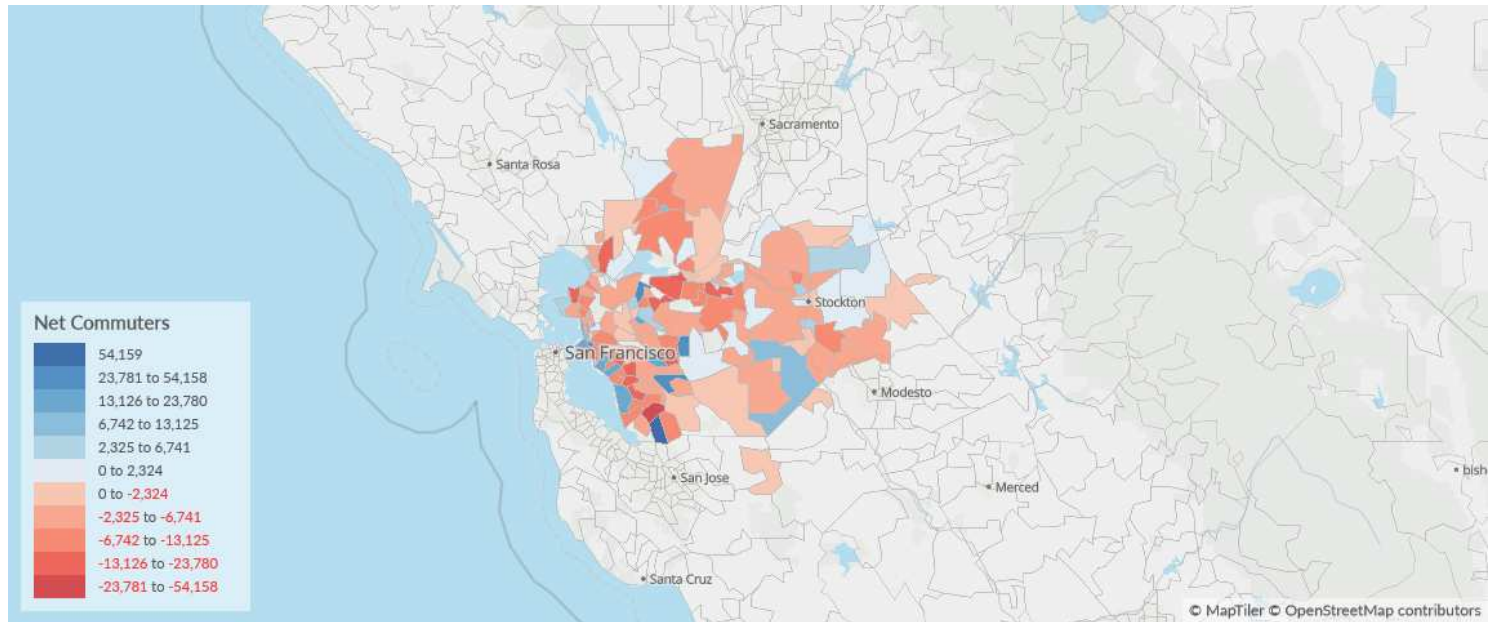


Property Crime

Your area has 31.83 property crimes per 1,000 people. The national rate is 22.94 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region 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 94587.



Where Talent Works

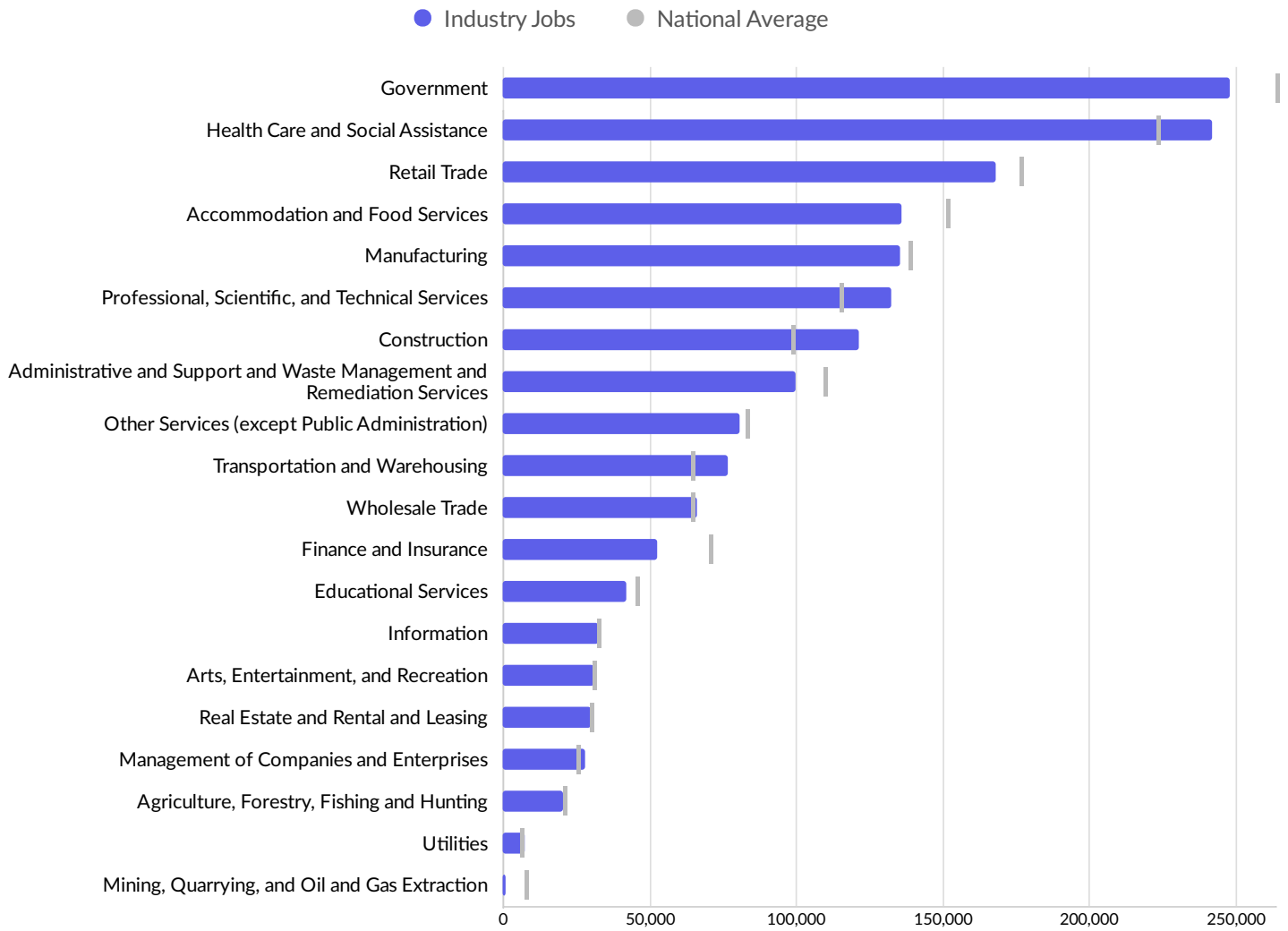
ZIP	Name	2018 Employment
94538	Fremont, CA (in Alamed...	93,702
94588	Pleasanton, CA (in Alam...	57,216
94577	San Leandro, CA (in Ala...	46,919
94612	Oakland, CA (in Alamed...	45,346
94520	Concord, CA (in Contra ...	44,385

Where Talent Lives

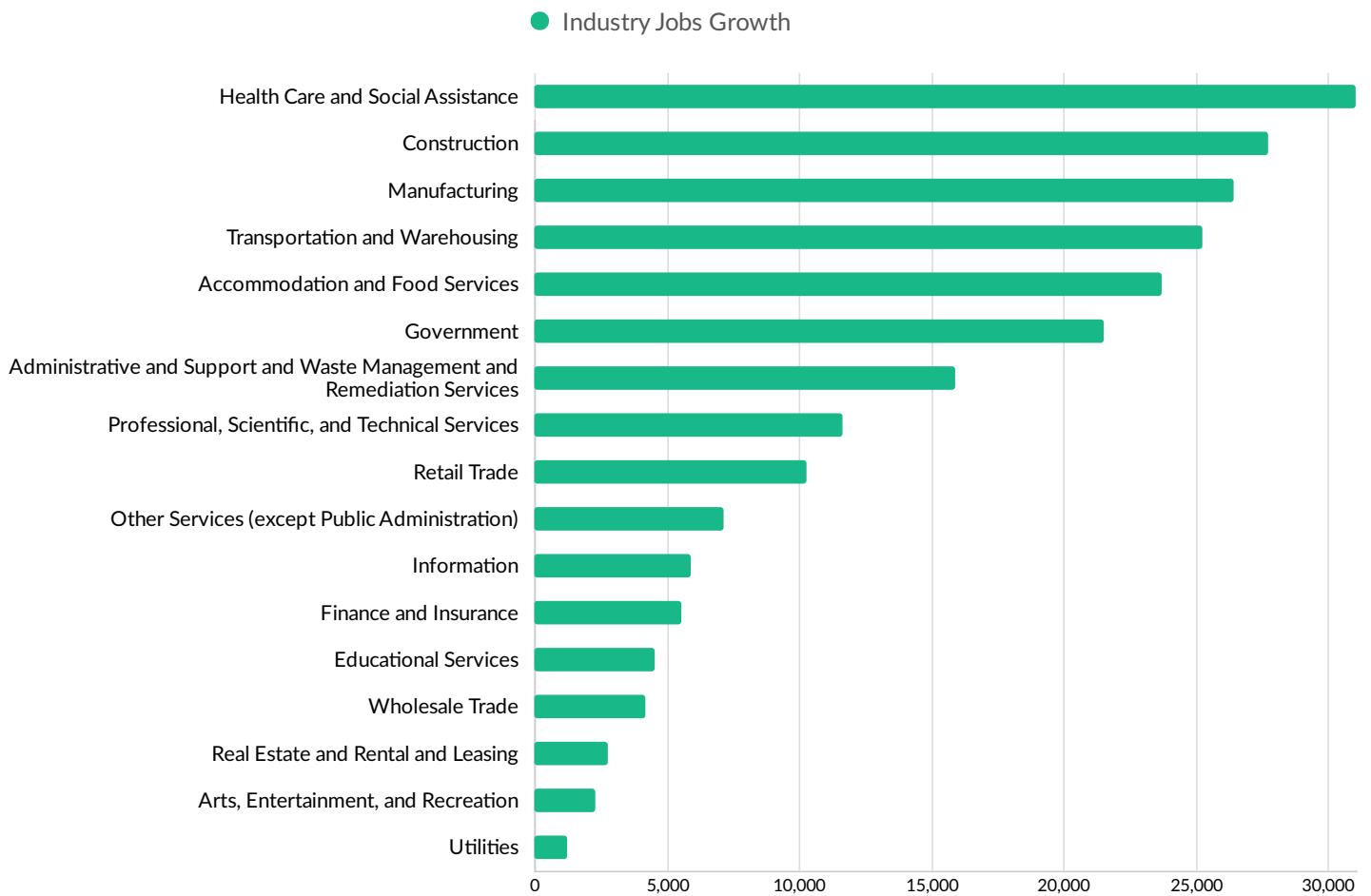
ZIP	Name	2018 Workers
94587	Union City, CA (in Alam...	40,752
94538	Fremont, CA (in Alamed...	39,543
94565	Pittsburg, CA (in Contra ...	39,329
94501	Alameda, CA (in Alamed...	38,820
94544	Hayward, CA (in Alamed...	38,415

Industry Characteristics

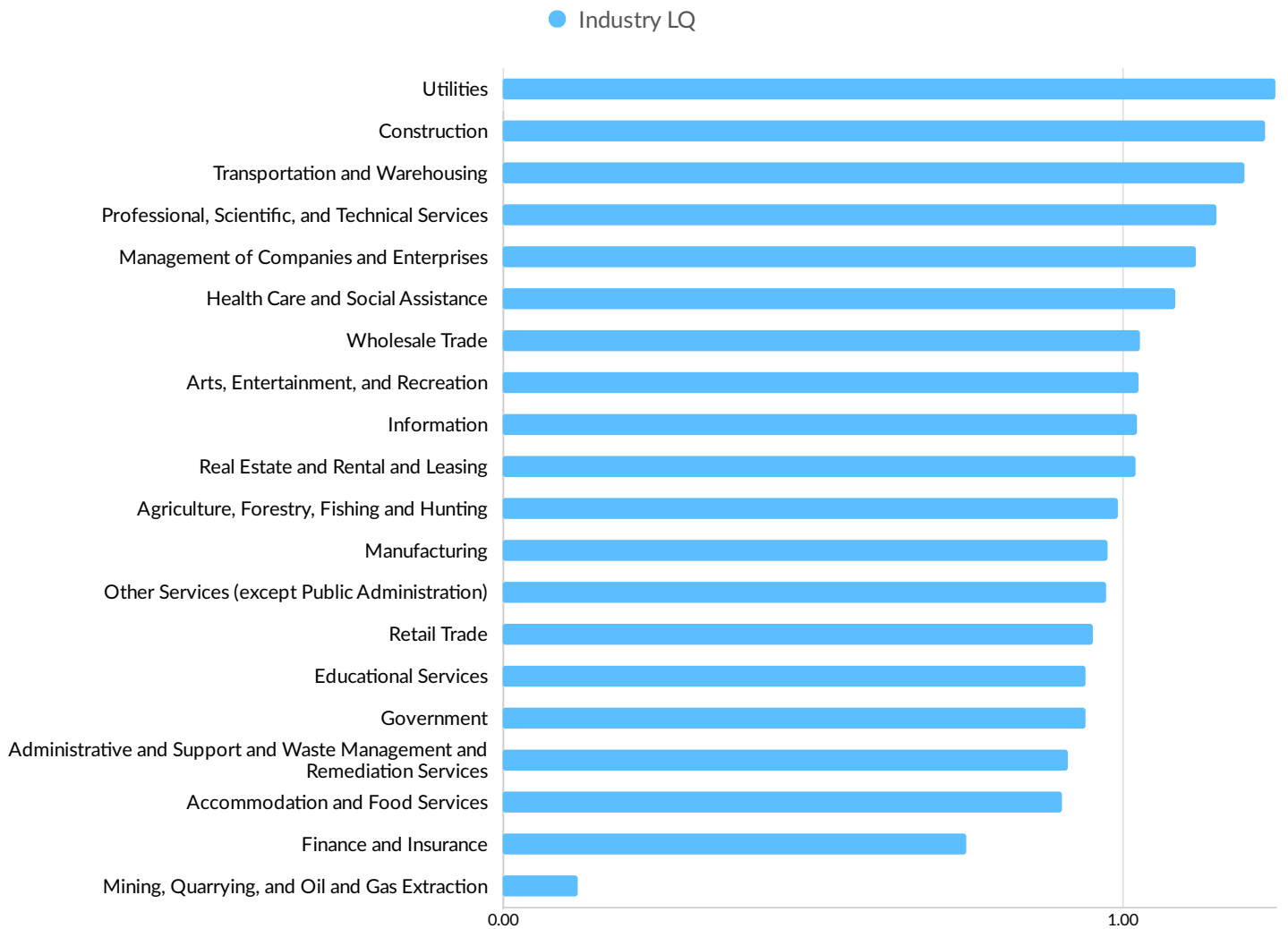
Largest Industries



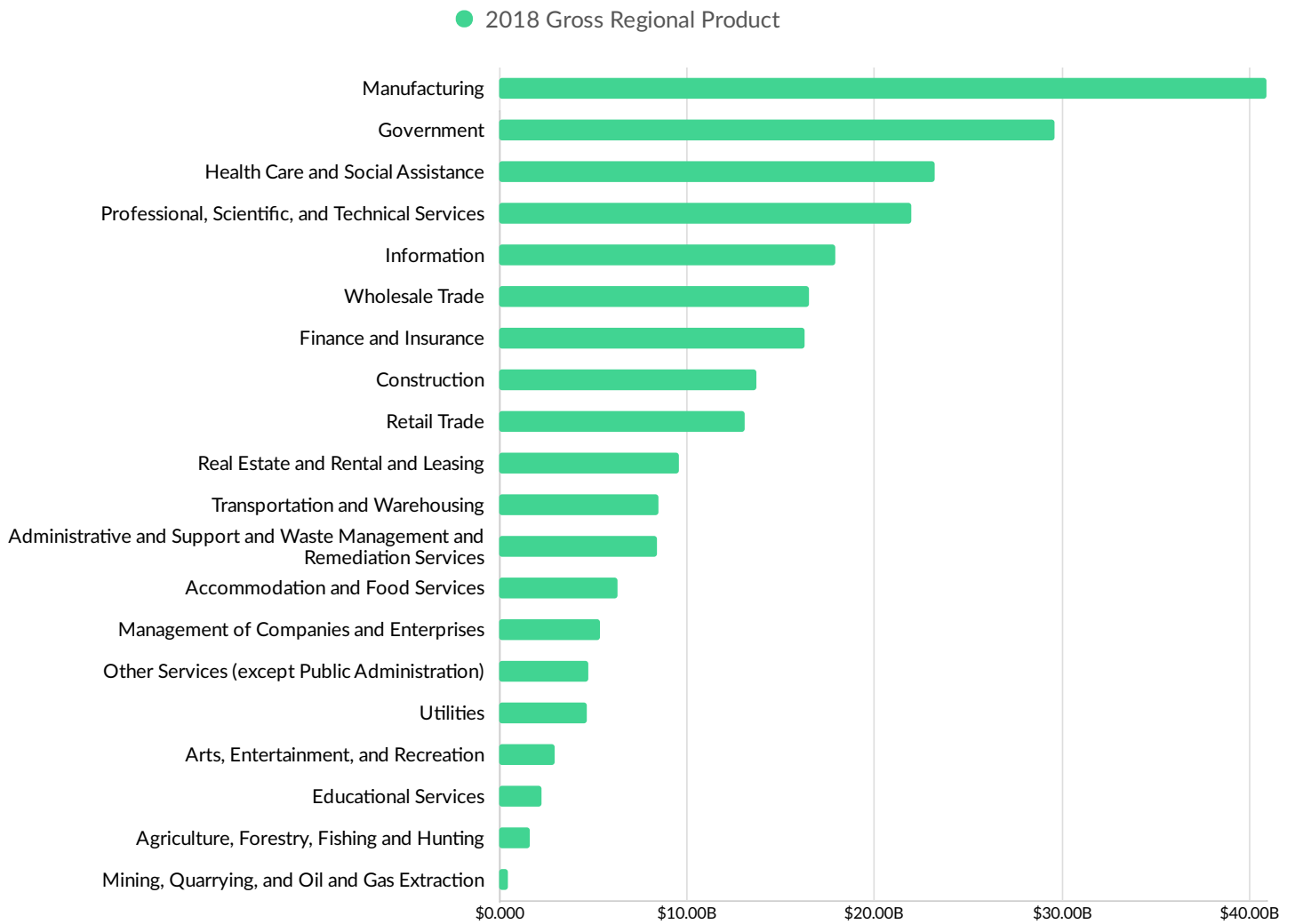
Top Growing Industries



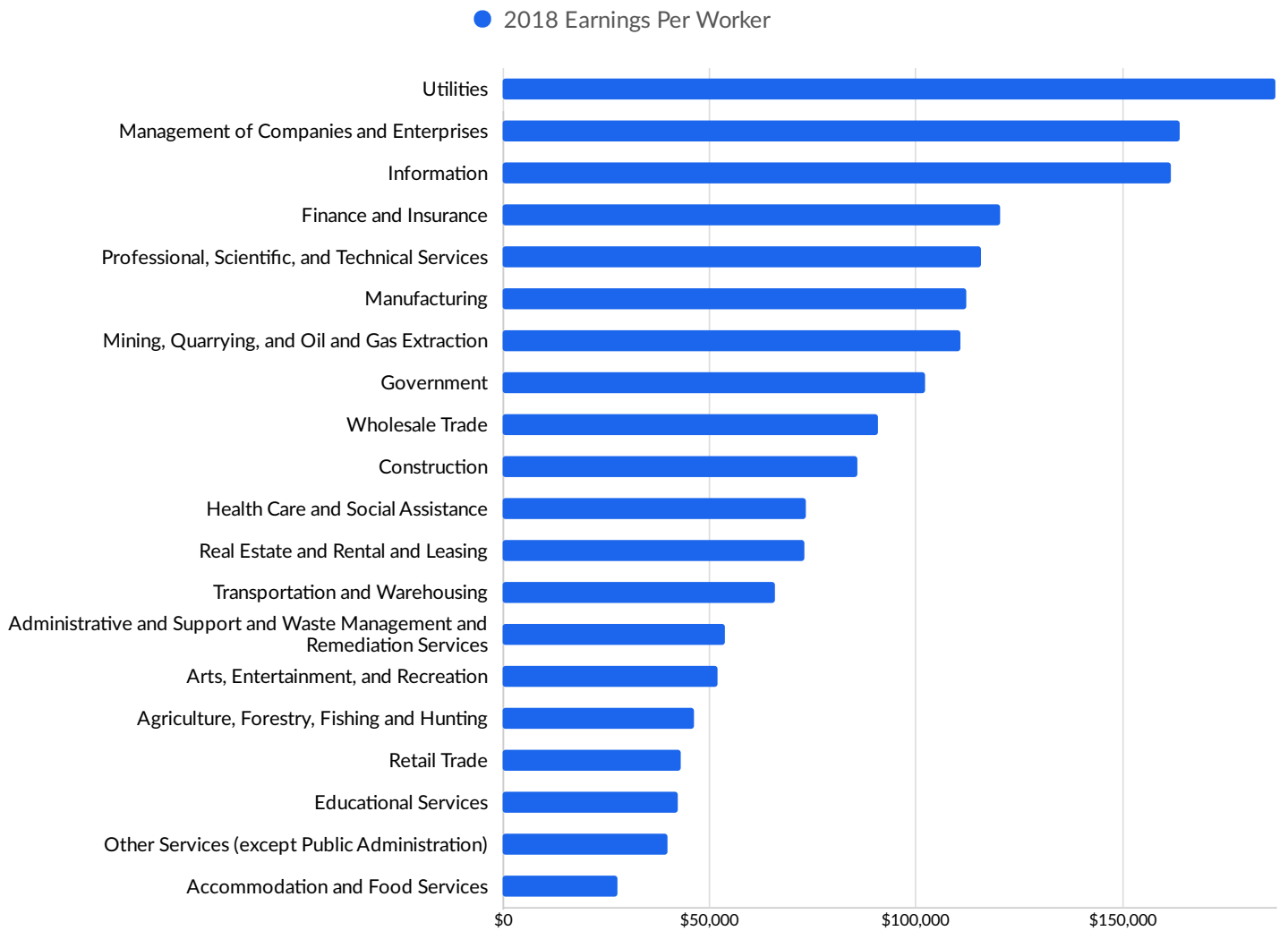
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Government	226,361	247,898	21,537	+10%	0.94	\$102,354	\$29.66B
Health Care and Social Assistance	210,941	242,002	31,061	+15%	1.09	\$73,643	\$23.24B
Retail Trade	157,674	167,991	10,317	+7%	0.95	\$43,201	\$13.12B
Accommodation and Food Services	112,555	136,266	23,711	+21%	0.90	\$27,920	\$6.31B
Manufacturing	108,965	135,386	26,421	+24%	0.98	\$112,191	\$40.95B
Professional, Scientific, and Technical Services	120,633	132,312	11,679	+10%	1.15	\$115,854	\$22.03B
Construction	93,622	121,364	27,742	+30%	1.23	\$86,040	\$13.73B
Administrative and Support and Waste Management and Remediation Services	84,077	100,019	15,942	+19%	0.91	\$53,978	\$8.45B
Other Services (except Public Administration)	73,795	80,937	7,142	+10%	0.97	\$39,809	\$4.73B
Transportation and Warehousing	51,407	76,675	25,268	+49%	1.20	\$65,877	\$8.49B
Wholesale Trade	61,967	66,172	4,205	+7%	1.03	\$91,007	\$16.53B
Finance and Insurance	47,099	52,687	5,588	+12%	0.75	\$120,474	\$16.34B
Educational Services	37,757	42,305	4,548	+12%	0.94	\$42,571	\$2.25B
Information	26,919	32,834	5,915	+22%	1.02	\$161,835	\$17.92B
Arts, Entertainment, and Recreation	28,909	31,190	2,281	+8%	1.03	\$51,978	\$2.96B
Real Estate and Rental and Leasing	27,436	30,227	2,791	+10%	1.02	\$73,035	\$9.60B
Management of Companies and Enterprises	31,267	28,244	-3,023	-10%	1.12	\$163,940	\$5.41B
Agriculture, Forestry, Fishing and Hunting	21,003	20,345	-658	-3%	0.99	\$46,519	\$1.65B
Utilities	6,237	7,482	1,245	+20%	1.25	\$187,251	\$4.67B
Mining, Quarrying, and Oil and Gas Extraction	1,536	896	-640	-42%	0.12	\$110,896	\$459.17M

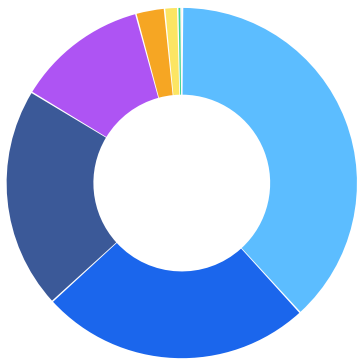
Business Characteristics

235,759 Companies Employ Your Workers

Online profiles for your workers mention 235,759 companies as employers, with the top 10 appearing below. In the last 12 months, 31,634 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kaiser Permanente	10,991 	Oracle Corporation	13,480 
University of California	7,061 	Kaiser Permanente	9,714 
Google Inc.	4,777 	Robert Half International Inc.	8,276 
Wells Fargo & Company	4,118 	University of California	5,556 
AT&T Inc.	3,099 	CRST International, Inc.	4,307 
Safeway Inc.	3,052 	Hub Group, Inc.	3,704 
Wal-Mart Stores, Inc.	2,649 	Sutter Health	3,681 
Bank of America Corporation	2,603 	Uber Technologies, Inc.	3,573 
Pacific Gas and Electric Company	2,452 	AppleOne	3,459 
Chevron Corporation	2,324 	RANDSTAD HOLDING nv	3,457 

Business Size

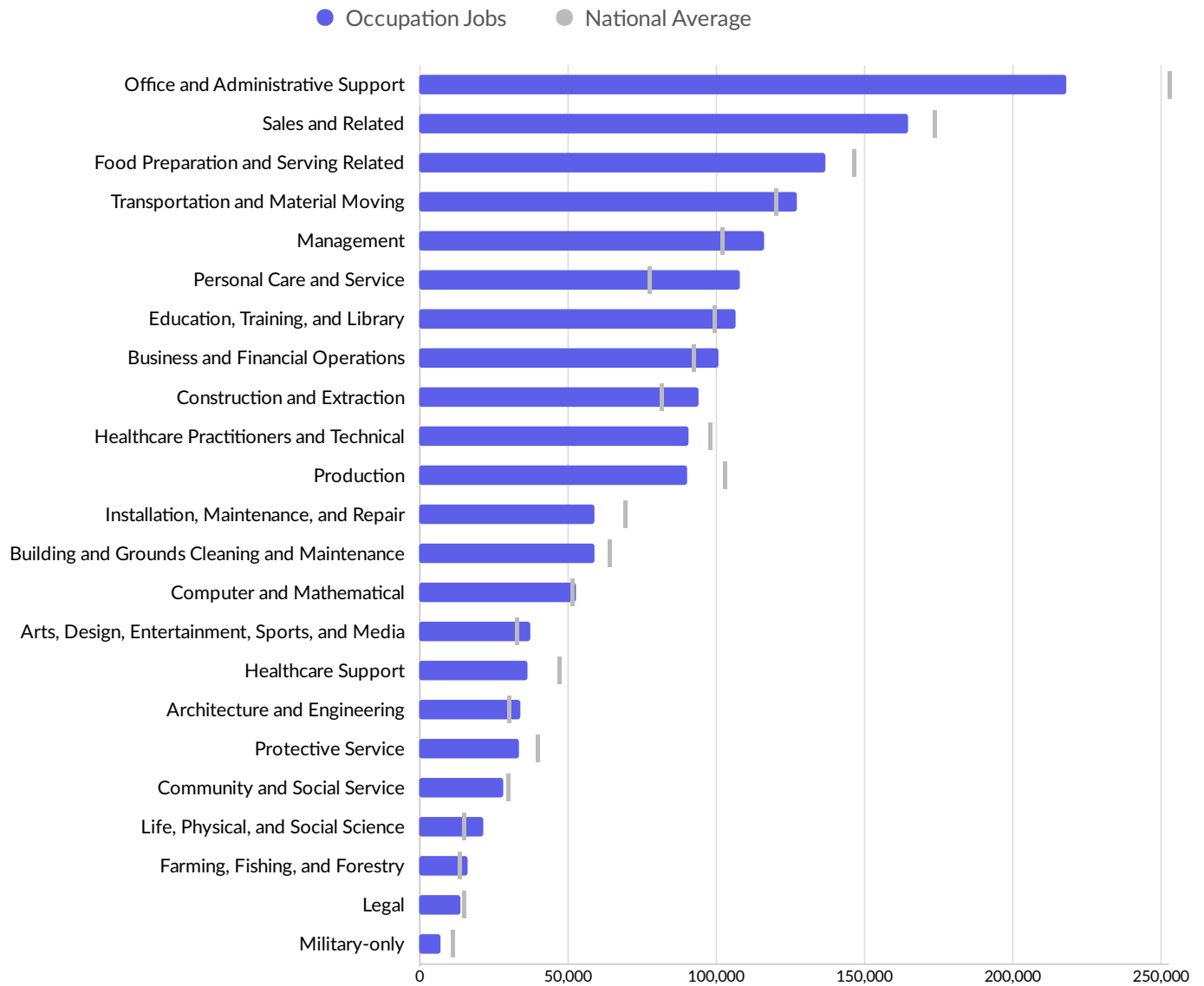


	Percentage	Business Count
1 to 4 employees	38.2%	50,438
5 to 9 employees	25.0%	33,042
10 to 19 employees	20.4%	27,029
20 to 49 employees	12.1%	16,025
50 to 99 employees	2.6%	3,499
100 to 249 employees	1.2%	1,594
250 to 499 employees	0.3%	406
500+ employees	0.1%	176

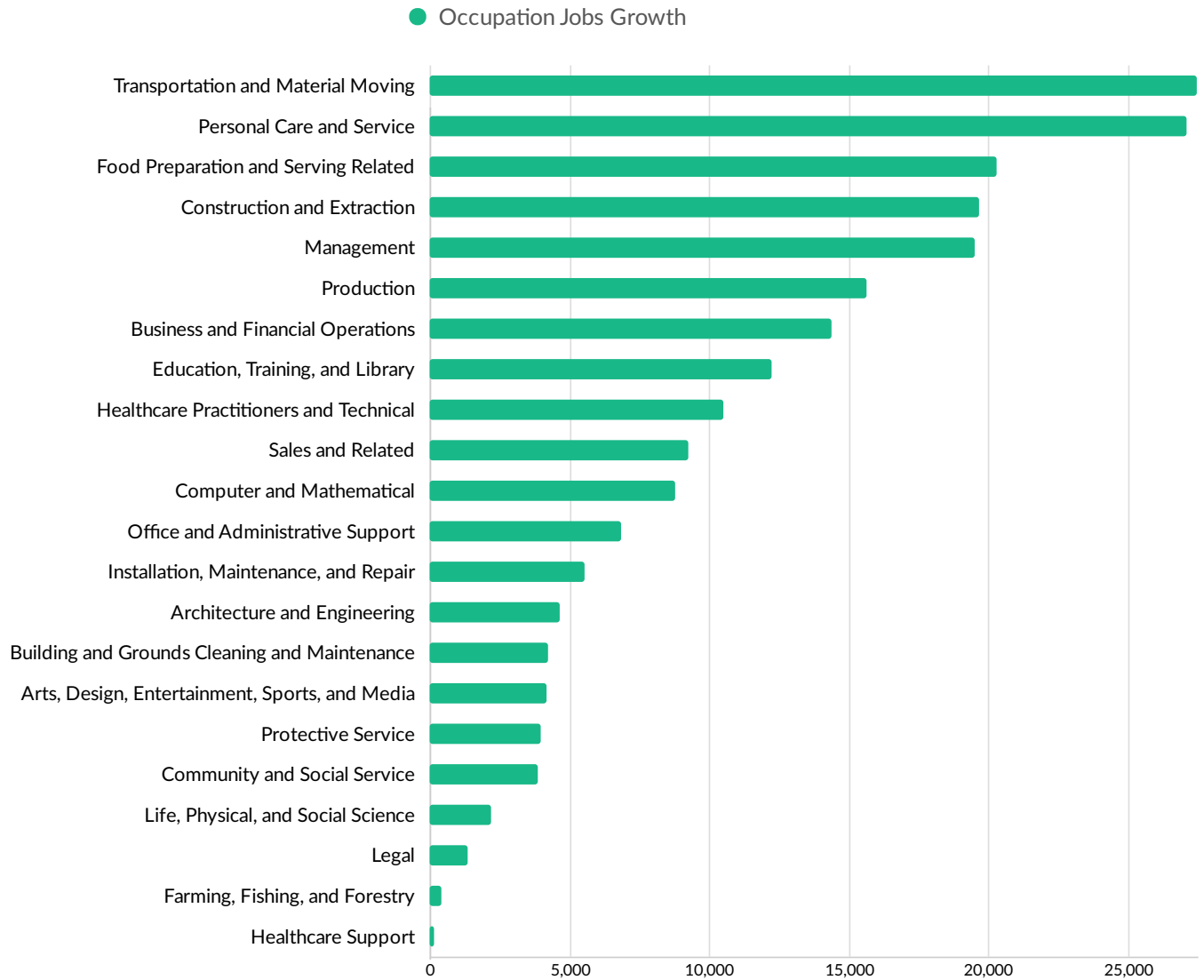
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

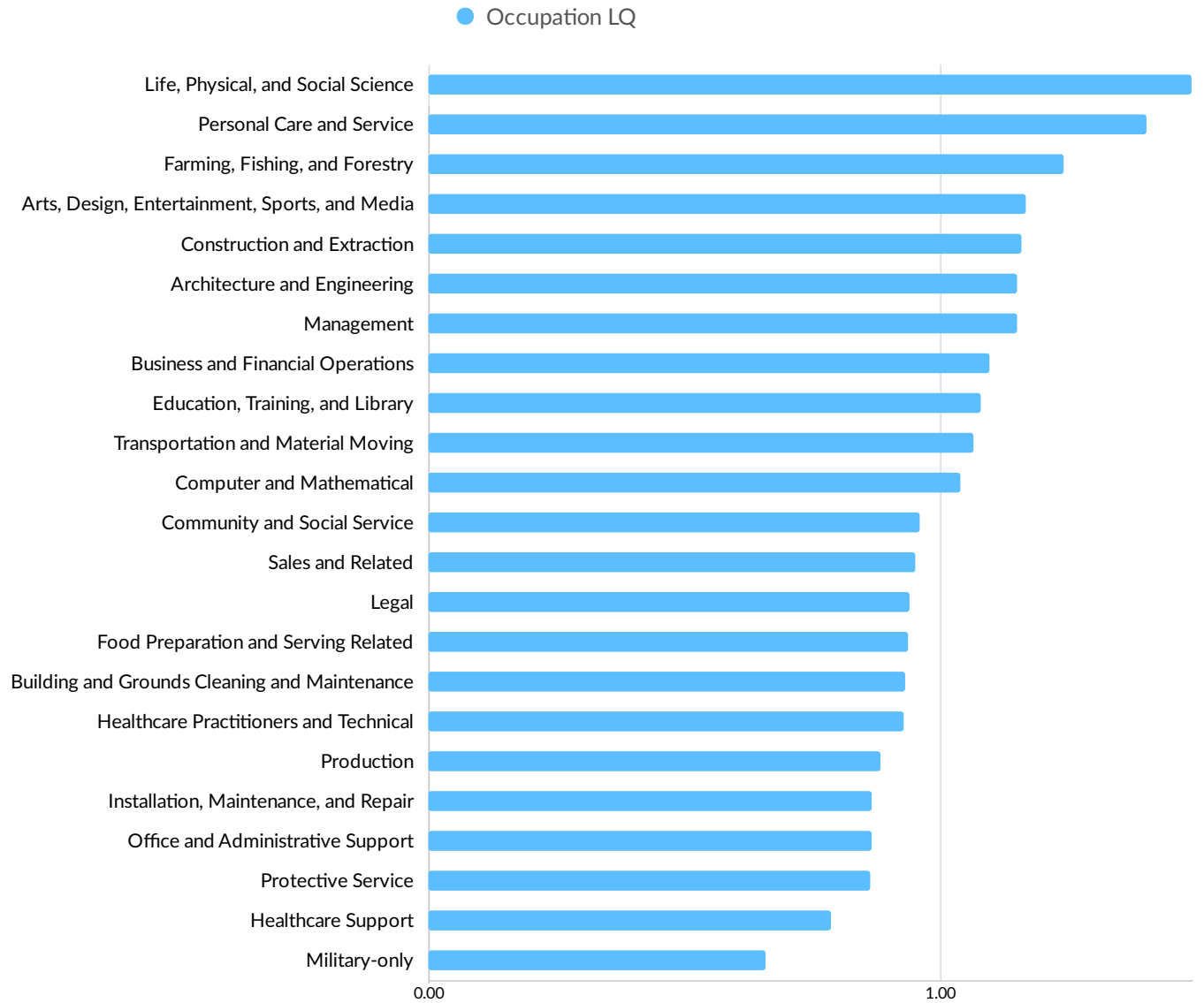
Largest Occupations



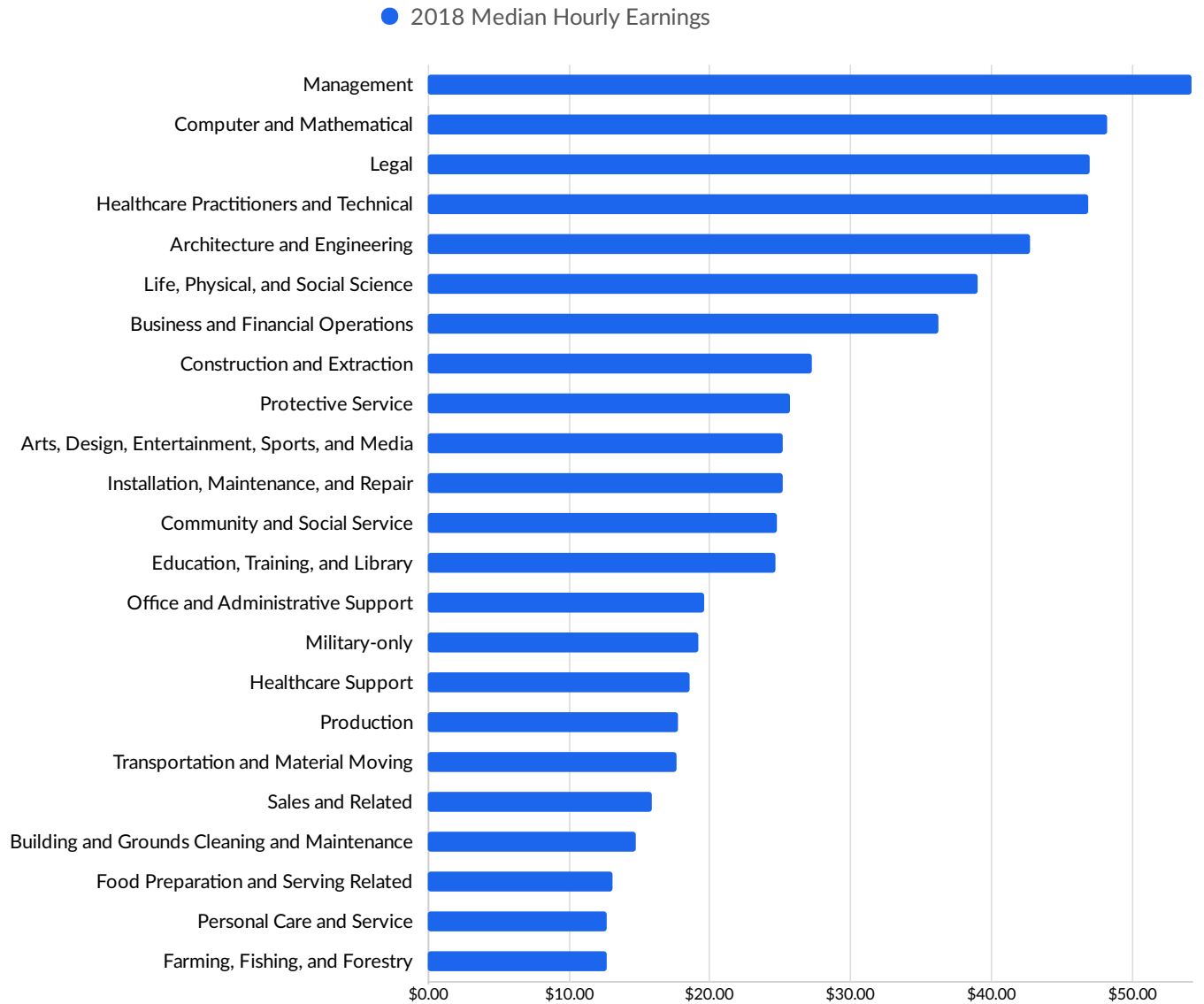
Top Growing Occupations



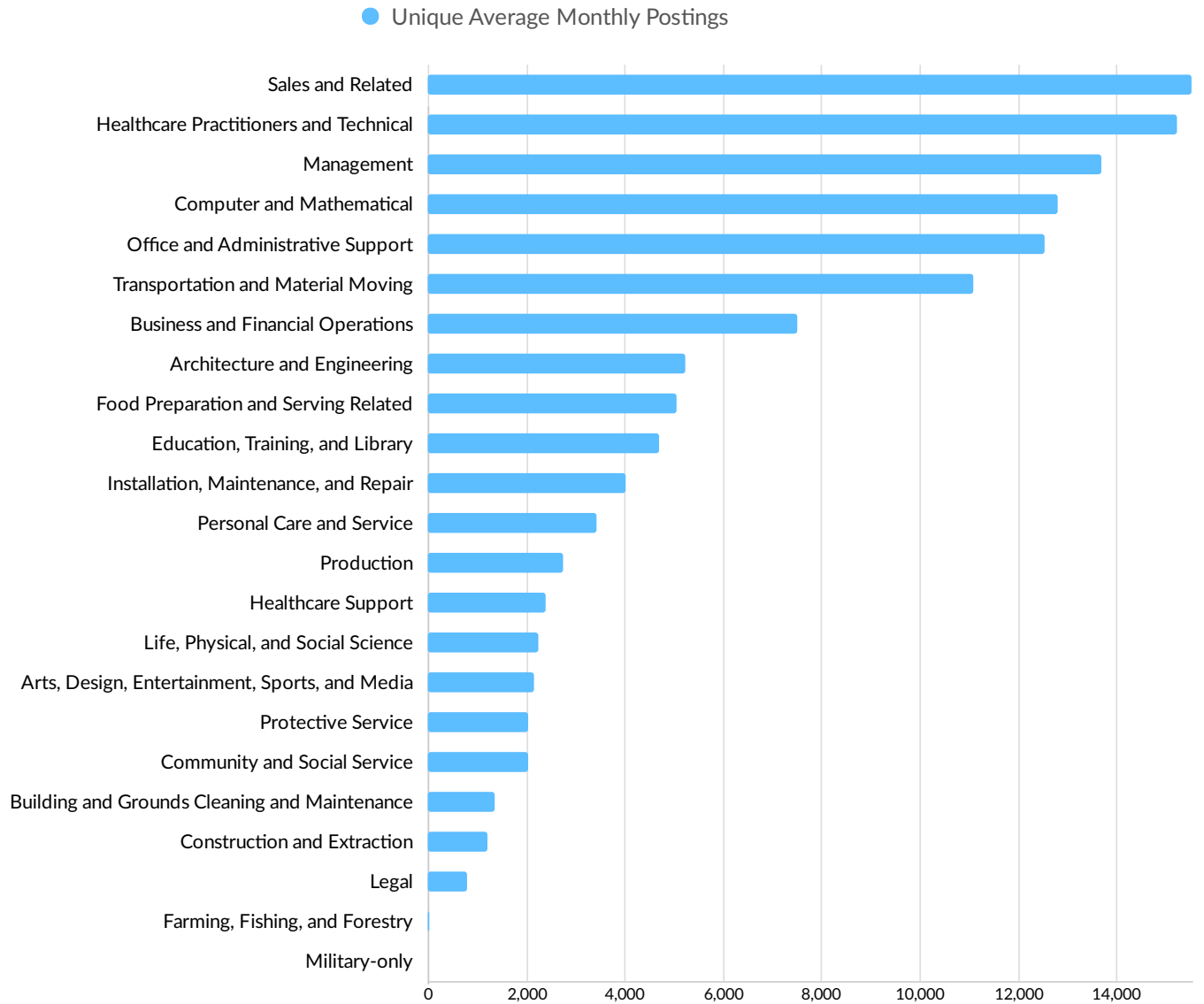
Top Occupation LQ



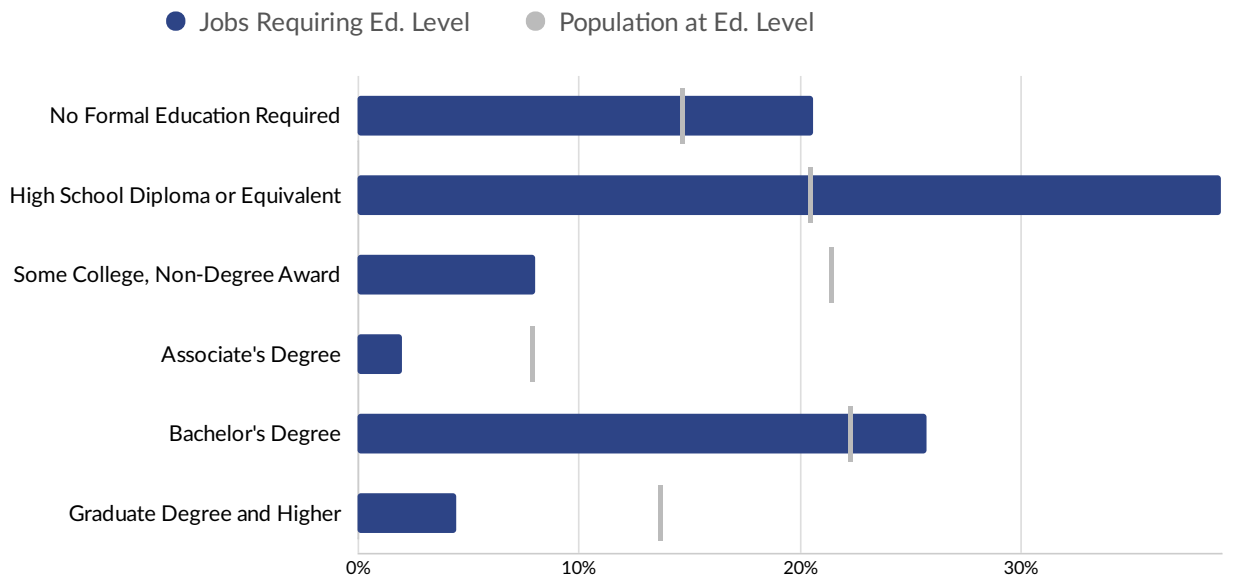
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Sep 2018 - Aug 2019 Unique Average Monthly Postings
Office and Administrative Support	211,538	218,393	6,855	+3%	0.86	\$19.59	12,533
Sales and Related	155,574	164,844	9,270	+6%	0.95	\$15.96	15,530
Food Preparation and Serving Related	116,640	136,974	20,334	+17%	0.94	\$13.17	5,071
Transportation and Material Moving	99,877	127,356	27,479	+28%	1.07	\$17.73	11,100
Management	96,837	116,381	19,544	+20%	1.15	\$54.27	13,698
Personal Care and Service	81,015	108,107	27,092	+33%	1.40	\$12.69	3,439
Education, Training, and Library	94,428	106,688	12,260	+13%	1.08	\$24.75	4,702
Business and Financial Operations	86,533	100,940	14,407	+17%	1.10	\$36.33	7,515
Construction and Extraction	74,447	94,150	19,703	+26%	1.16	\$27.28	1,210
Healthcare Practitioners and Technical	80,272	90,769	10,497	+13%	0.93	\$46.95	15,229
Production	74,620	90,282	15,662	+21%	0.88	\$17.81	2,737
Installation, Maintenance, and Repair	53,838	59,402	5,564	+10%	0.87	\$25.20	4,024
Building and Grounds Cleaning and Maintenance	54,816	59,063	4,247	+8%	0.93	\$14.83	1,359
Computer and Mathematical	44,253	53,021	8,768	+20%	1.04	\$48.24	12,809
Arts, Design, Entertainment, Sports, and Media	33,401	37,573	4,172	+12%	1.17	\$25.27	2,147
Healthcare Support	36,643	36,790	147	+0%	0.79	\$18.61	2,402
Architecture and Engineering	29,489	34,162	4,673	+16%	1.15	\$42.84	5,232
Protective Service	29,885	33,880	3,995	+13%	0.86	\$25.74	2,056

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Sep 2018 - Aug 2019 Unique Average Monthly Postings
Community and Social Service	24,306	28,186	3,880	+16%	0.96	\$24.80	2,053
Life, Physical, and Social Science	19,206	21,426	2,220	+12%	1.49	\$39.12	2,235
Farming, Fishing, and Forestry	15,731	16,144	413	+3%	1.24	\$12.69	40
Legal	12,351	13,715	1,364	+11%	0.94	\$47.09	785
Military-only	7,770	6,993	-777	-10%	0.66	\$19.27	14

Educational Pipeline

In 2017, there were 47,581 graduates in 4 California Counties. This pipeline has grown by 9% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, "Business Administration and Management, General", and Biological and Physical Sciences.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
University of California-Berkeley	12,582	
California State University-East Bay	4,673	
San Joaquin Delta College	3,911	
Diablo Valley College	2,828	
Los Medanos College	2,445	
University of the Pacific	1,795	
Solano Community College	1,631	
Ohlone College	1,514	
Chabot College	1,214	
Saint Mary's College of California	1,102	

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

In-Demand Skills

