

October 27, 2016



Economic Overview

Salinas City



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Demographic Profile

In 2010, the population in the Salinas City* was 147,411.

The region has a civilian labor force of 68,629 with a participation rate of 63.4%. Of individuals 25 to 64 in the Salinas City,* 11.4% have a bachelor's degree or higher which compares with 30.9% in the nation.

The median household income in the Salinas City* is \$49,709 and the median house value is \$264,886.

Summary ¹						
	Percent			Value		
	Salinas City	California	USA	Salinas City	California	USA
Demographics						
Population	—	—	—	147,411	37,253,956	308,745,538
Median Age ³	—	—	—	29.3	35.2	37.2
Under 18 Years	31.4%	25.0%	24.0%	46,247	9,295,040	74,181,467
18 to 24 Years	12.0%	10.5%	9.9%	17,658	3,922,951	30,672,088
25 to 34 Years	16.4%	14.3%	13.3%	24,232	5,317,877	41,063,948
35 to 44 Years	13.4%	13.9%	13.3%	19,698	5,182,710	41,070,606
45 to 54 Years	11.4%	14.1%	14.6%	16,827	5,252,371	45,006,716
55 to 64 Years	7.8%	10.8%	11.8%	11,499	4,036,493	36,482,729
65 to 74 Years	3.9%	6.1%	7.0%	5,722	2,275,336	21,713,429
75 Years, and Over	3.8%	5.3%	6.0%	5,528	1,971,178	18,554,555
Race: White	46.0%	57.6%	72.4%	67,756	21,453,934	223,553,265
Race: Black or African American	1.9%	6.2%	12.6%	2,813	2,299,072	38,929,319
Race: American Indian and Alaska Native	1.3%	1.0%	0.9%	1,884	362,801	2,932,248
Race: Asian	6.0%	13.0%	4.8%	8,825	4,861,007	14,674,252
Race: Native Hawaiian and Other Pacific Islander	0.3%	0.4%	0.2%	454	144,386	540,013
Race: Some Other Race	39.6%	17.0%	6.2%	58,304	6,317,372	19,107,368
Race: Two or More Races	5.0%	4.9%	2.9%	7,375	1,815,384	9,009,073
Hispanic or Latino (of any race)	75.3%	37.6%	16.3%	111,057	14,013,719	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁴	63.4%	63.4%	63.5%	68,629	18,975,006	157,940,014
Armed Forces Labor Force ⁴	0.1%	0.4%	0.4%	94	133,870	1,025,497
Veterans, Age 18-64 ⁴	2.5%	4.0%	5.8%	2,244	968,466	11,371,344
Median Household Income ^{3,4}	—	—	—	\$49,709	\$61,489	\$53,482
Per Capita Income ^{3,4}	—	—	—	\$17,764	\$29,906	\$28,555
Poverty Level (of all people) ⁴	20.4%	16.4%	15.6%	30,240	6,115,244	47,755,606
Households Receiving Food Stamps ⁴	9.9%	8.7%	13.0%	3,916	1,102,641	15,089,358
Mean Commute Time (minutes) ⁴	—	—	—	23.4	27.6	25.7
Commute via Public Transportation ⁴	0.6%	5.2%	5.1%	361	859,372	7,157,671
Union Membership ⁵	14.4%	16.4%	11.1%	—	—	—
Educational Attainment, Age 25-64						

Summary ¹						
	Percent			Value		
	Salinas City	California	USA	Salinas City	California	USA
No High School Diploma ⁴	39.6%	17.7%	12.0%	29,663	3,582,292	19,939,890
High School Graduate ⁴	23.2%	20.3%	26.5%	17,390	4,103,854	44,000,387
Some College, No Degree ⁴	18.2%	22.4%	21.9%	13,644	4,530,225	36,270,359
Associate's Degree ⁴	7.5%	8.0%	8.7%	5,643	1,620,584	14,487,486
Bachelor's Degree ⁴	8.1%	20.4%	19.7%	6,050	4,131,150	32,646,533
Postgraduate Degree ⁴	3.4%	11.3%	11.2%	2,512	2,279,854	18,533,513
Housing						
Total Housing Units ⁴	—	—	—	41,521	13,781,929	132,741,033
Median House Value (of owner-occupied units) ^{3,4}	—	—	—	\$264,886	\$371,400	\$175,700
Homeowner Vacancy ⁴	1.8%	1.6%	2.1%	318	114,943	1,591,421
Rental Vacancy ⁴	3.1%	4.6%	6.9%	729	275,877	3,105,361
Renter-Occupied Housing Units (% of Occupied Units) ⁴	56.6%	45.2%	35.6%	22,307	5,708,355	41,423,632
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁴	5.9%	7.8%	9.1%	2,308	984,914	10,594,153
Social						
Enrolled in Grade 12 (% of total population) ⁴	1.9%	1.6%	1.4%	2,897	627,396	4,443,768
Disconnected Youth ^{4,6}	3.5%	2.7%	3.3%	365	59,427	572,277
Children in Single Parent Families (% of all children) ⁴	41.1%	33.8%	34.7%	18,563	2,969,144	24,388,185
Disabled, Age 18-64 ⁴	5.9%	8.0%	10.2%	5,376	1,916,028	19,703,061
Disabled, Age 18-64, Labor Force Participation Rate and Size ⁴	36.5%	40.5%	41.2%	1,962	776,518	8,119,295
Foreign Born ⁴	37.3%	27.0%	13.1%	56,244	10,290,636	41,056,885
Speak English Less Than Very Well (population 5 yrs and over) ⁴	39.0%	19.1%	8.6%	53,356	6,789,522	25,305,202

Source: [JobsEQ®](#)

1, Census 2010, unless noted otherwise

2, Census 2015, annual average growth rate since 2005

3, Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

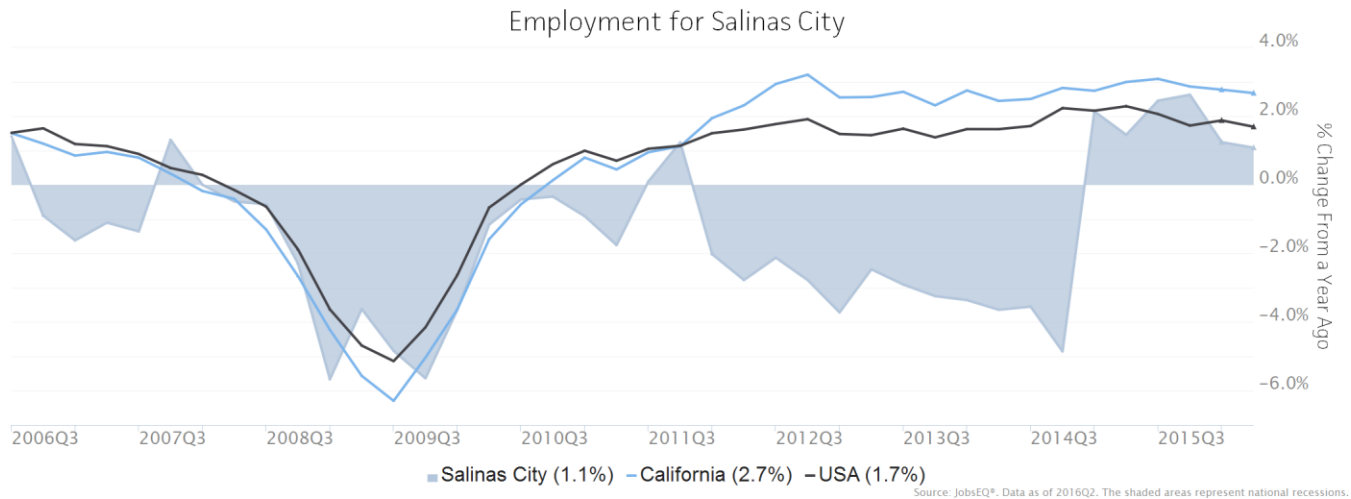
4, ACS 2010-2014

5, 2014; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

6, Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

Employment Trends

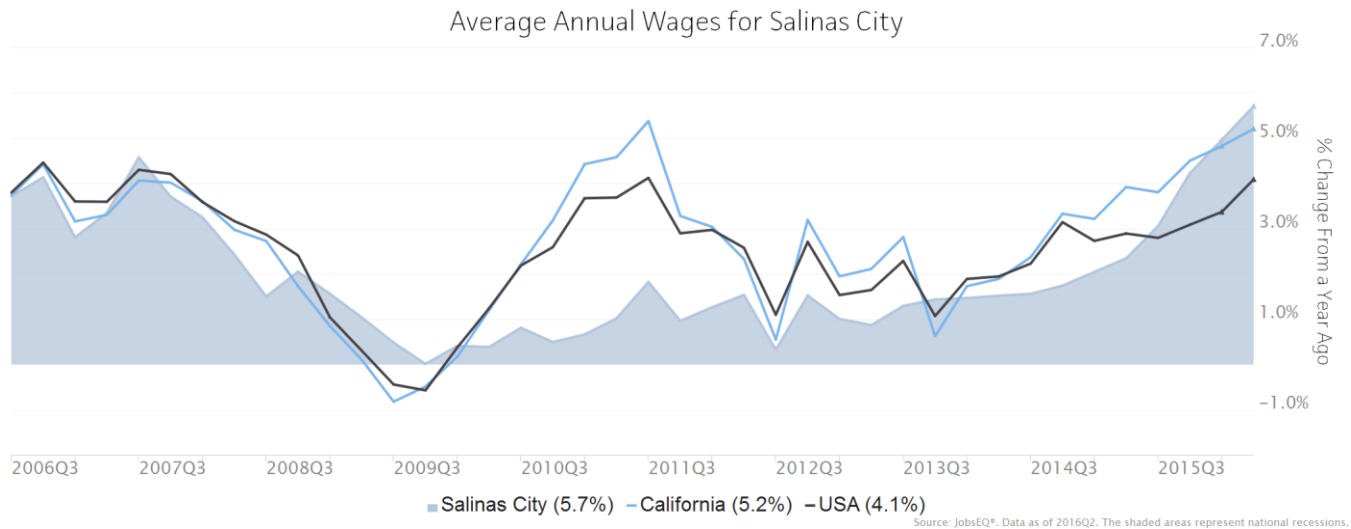
As of 2016Q2, total employment for the Salinas City was 56,887 (based on a four-quarter moving average). Over the year ending 2016Q2, employment increased 1.1% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q4 with preliminary estimates updated to 2016Q2.

Wage Trends

The average worker in the Salinas City earned annual wages of \$47,264 as of 2016Q2. Average annual wages per worker increased 5.7% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$53,084 in the nation as of 2016Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q4 with preliminary estimates updated to 2016Q2.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 49.1% higher in Salinas City than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Salinas City	\$45,298	149.1	\$30,371
California	\$63,513	156.8	\$40,505
USA	\$54,152	100.0	\$54,152

Source: [JobsEQ®](#)

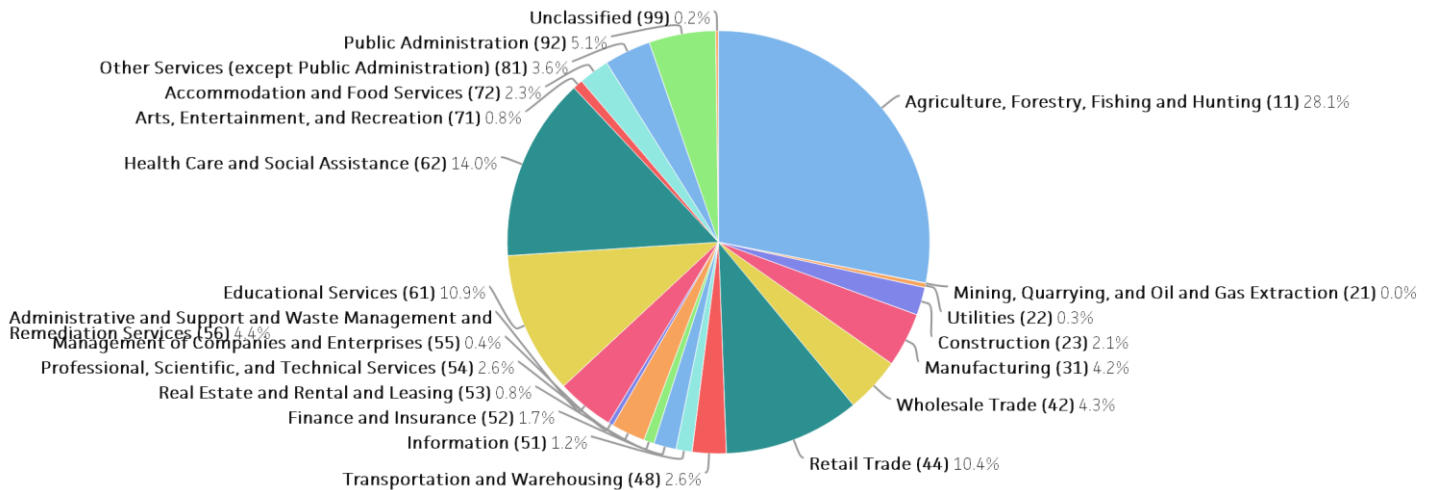
Data as of 2016Q2

The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

Industry Snapshot

The largest sector in the Salinas City is Agriculture, Forestry, Fishing and Hunting, employing 15,990 workers. The next-largest sectors in the region are Health Care and Social Assistance (7,983 workers) and Educational Services (6,194). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 19.23), Educational Services (1.31), and Wholesale Trade (1.07).

Total Workers for Salinas City by Industry



Source: JobsEQ®, Data as of 2016Q2

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q4 with preliminary estimates updated to 2016Q2.

Sectors in the Salinas City with the highest average wages per worker are Utilities (\$107,988), Mining, Quarrying, and Oil and Gas Extraction (\$95,102), and Finance and Insurance (\$86,321). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Educational Services (+1,211 jobs), Agriculture, Forestry, Fishing and Hunting (+938), and Wholesale Trade (+502).

Over the next 10 years, employment in the Salinas City is projected to expand by 5,143 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,842 jobs), Agriculture, Forestry, Fishing and Hunting (+825), and Educational Services (+496).

		Current			Historical				Forecast		
		Four Quarters Ending with 2016q2			Total Change over the Last 5 Years	Average Annual % Change in Employment 2011q2-2016q2			Over the Next 10 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	Salinas City	California	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	15,990	\$42,048	19.23	938	1.2%	1.3%	1.0%	5,753	825	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	9	\$95,102	0.03	2	5.8%	-1.0%	-0.4%	2	1	0.9%
22	Utilities	188	\$107,988	0.61	19	2.2%	0.2%	0.2%	49	13	0.7%
23	Construction	1,215	\$51,026	0.39	142	2.5%	5.1%	2.7%	255	194	1.5%
31	Manufacturing	2,363	\$50,869	0.50	-352	-2.7%	0.7%	1.1%	549	8	0.0%
42	Wholesale Trade	2,420	\$75,781	1.07	502	4.8%	2.0%	1.4%	549	170	0.7%
44	Retail Trade	5,927	\$33,079	0.96	173	0.6%	1.7%	1.5%	1,896	463	0.8%
48	Transportation and Warehousing	1,474	\$53,397	0.63	94	1.3%	3.6%	2.4%	391	68	0.5%
51	Information	695	\$68,010	0.61	-137	-3.5%	3.0%	0.6%	166	-15	-0.2%
52	Finance and Insurance	976	\$86,321	0.43	-105	-2.0%	0.5%	0.9%	238	83	0.8%
53	Real Estate and Rental and Leasing	452	\$54,702	0.47	-36	-1.5%	1.6%	1.7%	105	41	0.9%
54	Professional, Scientific, and Technical Services	1,478	\$68,761	0.40	-117	-1.5%	2.9%	2.5%	325	228	1.4%
55	Management of Companies and Enterprises	213	\$75,613	0.26	-361	-18.0%	3.5%	3.5%	47	17	0.8%
56	Administrative and Support and Waste Management and Remediation Services	2,496	\$33,179	0.68	466	4.2%	4.0%	2.9%	590	315	1.2%
61	Educational Services	6,194	\$55,345	1.31	1,211	4.4%	1.3%	0.4%	1,338	496	0.8%
62	Health Care and Social Assistance	7,983	\$54,205	1.00	130	0.3%	6.6%	2.3%	1,686	1,842	2.1%
71	Arts, Entertainment, and Recreation	433	\$37,004	0.39	-52	-2.2%	2.5%	2.1%	138	49	1.1%
72	Accommodation and Food Services	1,336	\$26,318	0.27	-1,747	-15.4%	4.2%	3.1%	486	128	0.9%
81	Other Services (except Public Administration)	2,026	\$32,926	0.80	-995	-7.7%	-5.0%	-0.1%	526	170	0.8%
92	Public Administration	2,895	\$74,781	1.06	-3,635	-15.0%	0.0%	-0.4%	708	83	0.3%
99	Unclassified	124	\$34,395	1.12	64	15.7%	15.0%	12.6%	31	11	0.9%
	Total - All Industries	56,887	\$47,264	1.00	-3,797	-1.3%	2.5%	1.7%	14,370	5,143	0.9%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q4 with preliminary estimates updated to 2016Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Salinas City is Farming, Fishing, and Forestry Occupations, employing 10,970 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (6,905 workers) and Sales and Related Occupations (5,046). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 30.07), Education, Training, and Library Occupations (1.30), and Management Occupations (1.12).

Occupation groups in the Salinas City with the highest average wages per worker are Management Occupations (\$103,000), Healthcare Practitioners and Technical Occupations (\$100,700), and Legal Occupations (\$92,900). The unemployment rate in the region varied among the major groups from 0.9% among Legal Occupations to 9.7% among Transportation and Material Moving Occupations.

Over the next 10 years, the fastest growing occupation group in the Salinas City is expected to be Healthcare Support Occupations with a +2.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Practitioners and Technical Occupations (+544 jobs) and Transportation and Material Moving Occupations (+409). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Farming, Fishing, and Forestry Occupations (2,968 jobs) and Sales and Related Occupations (1,701).

Occupation Snapshot in Salinas City															
		Current					Historical					Forecast			
		Four Quarters Ending with 2016q2			2016q2		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2011q2-2016q2			Over the Next 10 Years				
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Salinas City	California	USA	Current Online Job Ads ²	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent	
11-0000	Management Occupations	3,844	\$103,000	1.12	89	2.0%	-219	-1.1%	2.1%	1.5%	133	1,694	99	0.3%	
13-0000	Business and Financial Operations Occupations	1,734	\$80,200	0.62	77	3.8%	-558	-5.4%	2.0%	1.6%	71	396	172	1.0%	
15-0000	Computer and Mathematical Occupations	657	\$86,800	0.42	28	3.3%	-254	-6.3%	4.0%	2.7%	42	103	89	1.3%	
17-0000	Architecture and Engineering Occupations	362	\$91,500	0.38	18	3.6%	-118	-5.5%	1.4%	1.3%	14	92	22	0.6%	
19-0000	Life, Physical, and Social Science Occupations	444	\$78,800	0.98	21	4.7%	-89	-3.6%	1.7%	1.1%	25	152	39	0.8%	
21-0000	Community and Social Service Occupations	837	\$45,600	0.92	21	2.9%	71	1.8%	4.6%	1.5%	53	194	144	1.6%	
23-0000	Legal Occupations	327	\$92,900	0.73	3	0.9%	-115	-5.8%	0.7%	0.2%	3	67	31	0.9%	
25-0000	Education, Training, and Library Occupations	4,181	\$63,700	1.30	118	4.0%	616	3.2%	1.5%	0.5%	101	920	367	0.8%	
27-	Arts, Design,	686	\$50,200	0.69	28	4.1%	-84	-2.3%	1.8%	1.2%	33	250	44	0.6%	

Occupation Snapshot in Salinas City

		Current					Total Change over the Last 5 Years	Historical			Forecast			
		Four Quarters Ending with 2016q2			2016q2			Avg Ann % Chg in Empl 2011q2-2016q2			Over the Next 10 Years			
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate		Empl	Salinas City	Californi a	USA	Current Online Job Ads ²	Total Repl Demand	Total Growth Demand
0000	Entertainment, Sports, and Media Occupations													
29-0000	Healthcare Practitioners and Technical Occupations	3,383	\$100,700	1.06	47	1.8%	-382	-2.1%	2.4%	1.5%	154	771	544	1.5%
31-0000	Healthcare Support Occupations	1,584	\$34,600	0.95	82	5.5%	116	1.5%	6.4%	2.3%	48	364	380	2.2%
33-0000	Protective Service Occupations	1,170	\$49,900	1.06	83	5.7%	-759	-9.5%	1.5%	0.8%	54	260	88	0.7%
35-0000	Food Preparation and Serving Related Occupations	1,725	\$27,000	0.35	372	9.2%	-1,754	-13.1%	4.1%	3.0%	115	654	166	0.9%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	1,960	\$33,500	0.95	219	8.4%	-185	-1.8%	-1.8%	1.0%	50	469	201	1.0%
39-0000	Personal Care and Service Occupations	1,564	\$28,000	0.69	123	5.9%	-410	-4.6%	5.0%	2.2%	101	446	288	1.7%
41-0000	Sales and Related Occupations	5,046	\$40,500	0.85	386	6.8%	15	0.1%	1.8%	1.4%	533	1,701	366	0.7%
43-0000	Office and Administrative Support Occupations	6,905	\$38,400	0.81	482	6.1%	-384	-1.1%	2.3%	1.6%	205	1,538	371	0.5%
45-0000	Farming, Fishing, and Forestry Occupations	10,970	\$24,200	30.07	n/a	n/a	629	1.2%	1.6%	1.4%	4	2,968	365	0.3%
47-0000	Construction and Extraction Occupations	1,140	\$53,900	0.45	153	7.5%	-28	-0.5%	4.3%	2.3%	29	227	167	1.4%
49-0000	Installation, Maintenance, and Repair Occupations	1,743	\$48,400	0.80	122	5.6%	-16	-0.2%	2.5%	1.7%	64	450	200	1.1%
51-0000	Production Occupations	2,439	\$34,000	0.69	250	8.6%	-42	-0.3%	1.7%	1.6%	33	684	163	0.6%
53-0000	Transportation and Material Moving Occupations	4,194	\$34,700	1.09	555	9.7%	160	0.8%	3.3%	2.3%	108	1,105	409	0.9%
00-0000	Total - All Occupations	56,894	\$48,300	1.00	n/a	n/a	-3,789	-1.3%	2.5%	1.7%	1,973	15,504	4,714	0.8%

Source: [JobsEQ®](#)

Data as of 2016Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2015 and should be taken as the average for all Covered Employment

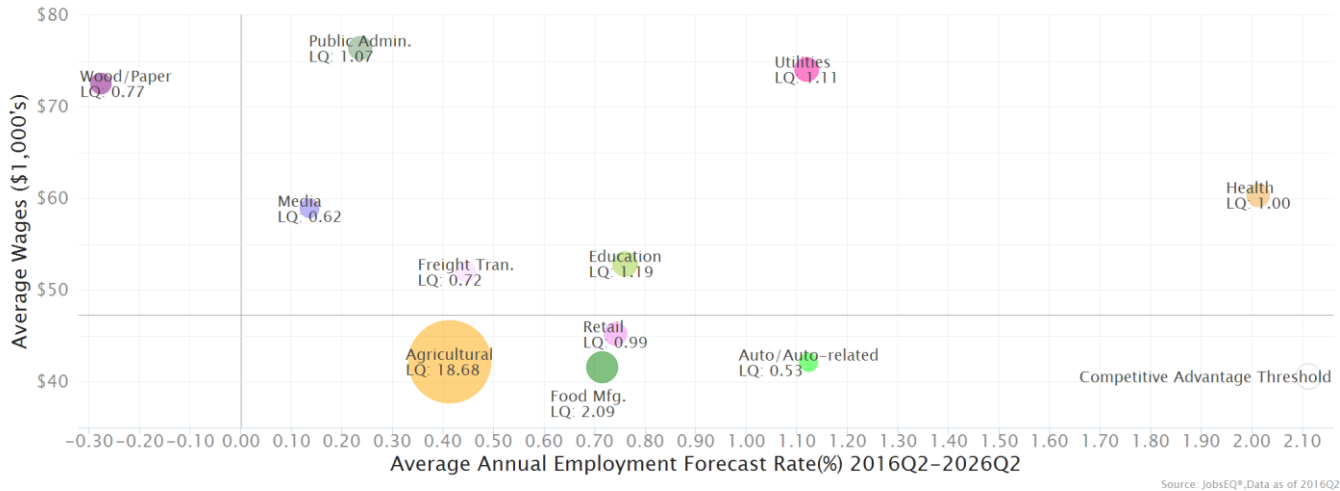
2. Data represent found online ads active within the last thirty days in any zip code intersecting or within the selected region; data represents a sampling rather than the complete universe of postings; the listing search uses keywords that are similar to but not the equivalent of the SOC occupation definitions.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2015Q4, imputed where necessary with preliminary estimates updated to 2016Q2. Wages by occupation are as of 2015 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Salinas City with the highest relative concentration is Agricultural with a location quotient of 18.68. This cluster employs 16,032 workers in the region with an average wage of \$42,196. Employment in the Agricultural cluster is projected to expand in the region about 0.4% per year over the next ten years.

Industry Clusters for Salinas City as of 2016Q2

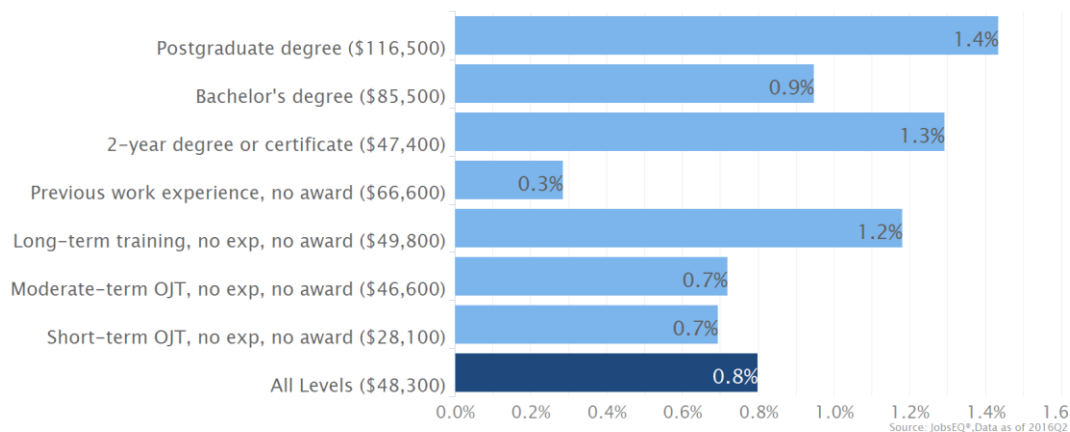


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2015Q4 with preliminary estimates updated to 2016Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Salinas City is projected to grow 0.8% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.4% per year, those requiring a bachelor’s degree are forecast to grow 0.9% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.3% per year.

Annual Average Projected Job Growth by Training Required for Salinas City



Employment by occupation data are estimates as of 2016Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Region Definition

Salinas City is defined as the following zip code tabulation areas: ZCTA 93901; ZCTA 93905; ZCTA 93906

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements—retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.