California County-Level Economic Forecast 2011 - 2040

California Economic Forecast

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California County-Level Economic Forecast 2011 - 2040

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Mariposa
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Santa Clara
Merced
Santa Cruz
Madera
San Benito
Fresno
Inyo
Tulare
Monterey
Kings
San Luis Obispo
Kern
San Bernardino
Santa Barbara
Ventura
Los Angeles
Riverside
Orange
San Diego
Imperial

2011 County Level Long Term Economic Forecast

Introduction

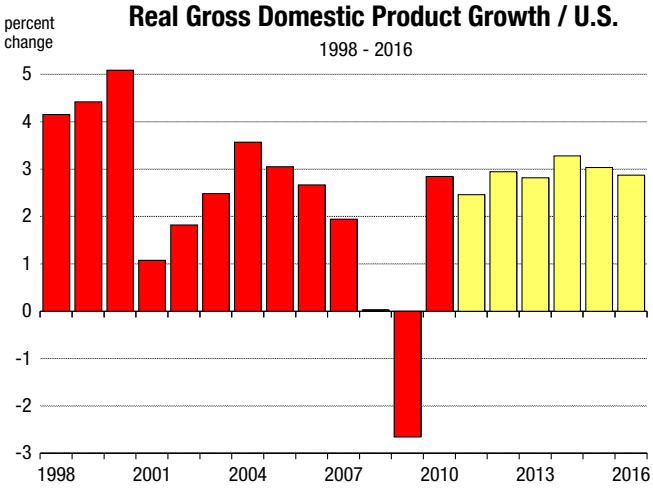
The 2011 county-level long term forecast for all 58 counties of California is presented in this edition of the CalTrans Economic Forecast. The forecast was conducted from June 2011 through August 2011. Actual information for the state, the nation and the region was used through June of 2011 to conduct the forecast. The projections span the 2011 to 2040 period.

U.S. and State Economic Outlook for 2011

County level economic and demographic indicators are influenced by state and national economic indicators. Consequently, a separate forecast for the U.S. and California is typically necessary to produce the regional forecasts.

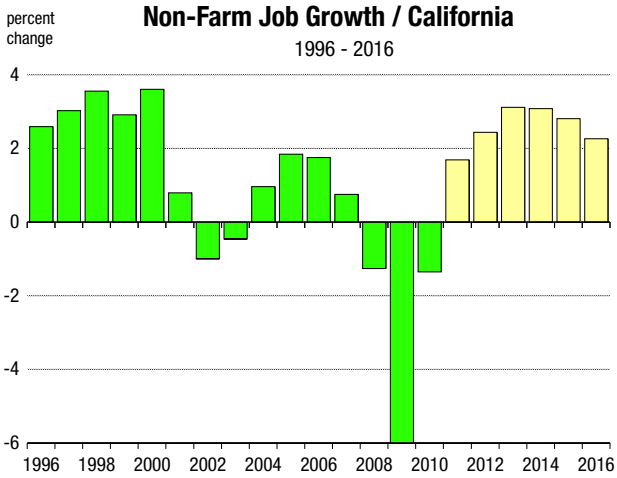
The UCLA Anderson Forecast produces projections of state and national economic indicators four times a year. In the past, we have relied on these forecasts to "drive" the regional forecasts. The June 2011 U.S. and California economic projections were used for the 2011 forecast presented here.

The forecast for the nation indicates that 2011 will be a transition year for the economy, and gradual improvement in economic growth will occur throughout the year. The unemployment rate will also be in decline during the year. Job creation has already resumed, and will continue throughout the year. Currently, the U.S. labor markets are on a pace that will produce over 2.8 million private sector jobs during calendar 2011. Employment growth accelerates in 2012 and beyond when over 2.8 million jobs are created per year.

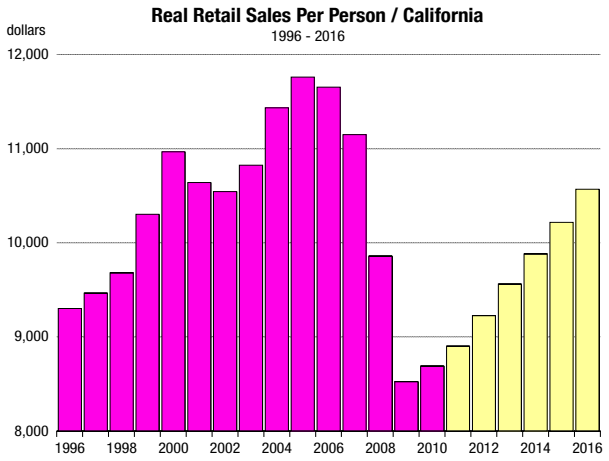


GDP growth will remain positive this year and accelerate to just under 3 percent in 2012. Unemployment will decline slowly, not falling below 8 percent until 2014.

In California, the contraction in employment ended at the end of the 4th quarter, 2010. New job creation is forecast to become more apparent in California beginning in the second half of 2011 and into 2012. The state economy lags the national economy, due largely to the negative influence of shrinking state government revenues which will mandate further downsizing of the state and local government sector through 2012.



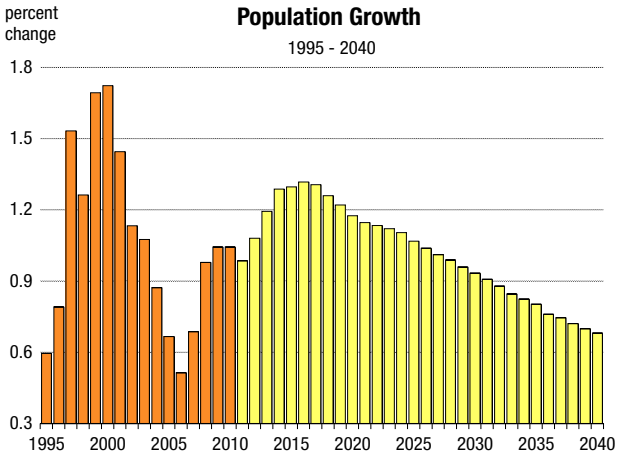
Job, income, and retail sales growth accelerate in 2012 and 2013. While a more normal period for job creation is forecast in 2012, the lack of job creation between 2008 and 2010 together with massive additions to the labor force in California since 2007 keep the rate of unemployment elevated. Consequently, income gains through higher wages and salaries are modest. Consumers spend more in 2012 and 2013 because they've delayed these purchases since 2007, but spending growth is limited by income gains, and real retail spending per person does not approach the previous peak until the next decade.



Presentation of the Results

The Short Run

The County level forecast is updated annually to incorporate revised historical data and changes in the U.S. and California economic outlooks, which influence the direction of the regional economies. Consequently, greater attention in the explanation of the forecast is directed at the near term, principally 2012 and 2013. However, a growth forecast for economic indicators is presented (for comparison purposes) for the 2011 to 2016 period for every county.

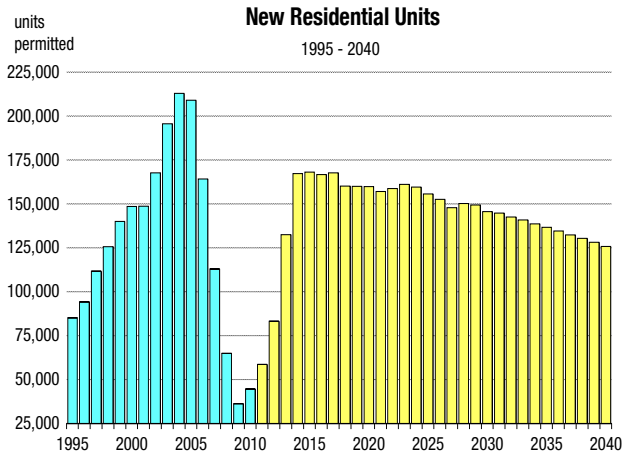


The Long Term

The longer term forecast: 2016 to 2040 is based on the extrapolation of the near term forecast twenty five years hence. The long term "trend" forecast responds to how the economic indicators might reasonably grow (or change) over time, consistent with reasonable assumptions about population and housing growth, and the growth of the U.S. and California economies.

The longer term forecast is important because it presents a scenario of population, employment, income, and housing growth in the county that falls within a reasonable range of likelihood. However, for small counties, the reasonable range of likelihood includes a wider range of outcomes, because economic history for the small counties tends to include much greater variance over time. That variance extrapolated into the future widens the range of possible forecast outcomes.

While there are many long term unknown factors associated with the U.S. and California economies, the trend forecast for the regions is a plausible scenario of growth, in the absence of unexpected shocks or changes in the nation and world. Furthermore, because the county models are developed from a series of mathematical equations that simulate economic behavior and the relationships between the behavior of the sectors over time, the long term forecast provides for consistency of the various economic and demographic indicators.



New housing production remains at very low levels during 2011 and 2012, breaking out in 2013 and 2014. More housing will be sorely needed in California to accommodate net positive in-migration and an increase in births from an expanding 25 to 44 age population. California will need at least 160,000 to 175,000 units per year once the housing sector recovers.

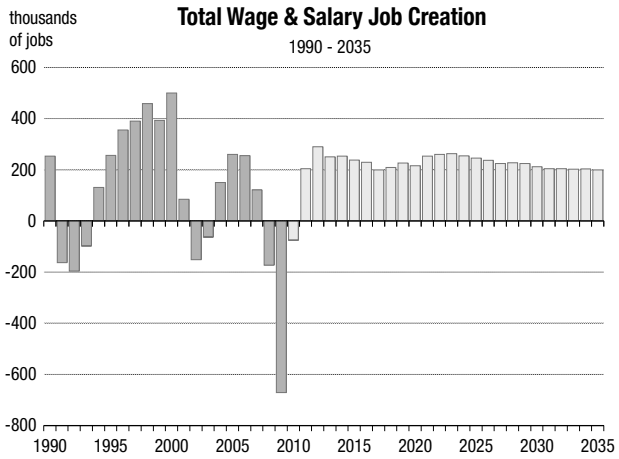
The 2010 Forecast and Comparison to the 2011 Forecast

The previous 2010 forecast, conducted during the winter and spring months of 2010, was completed in March. The forecast was made having knowledge of actual economic information through 2009.

The 2010 Forecast

The 2010 regional forecast of California counties did not capture the magnitude of the economic contraction that had occurred. Revisions made to the regional economic data after the forecast was completed showed much more significant employment contraction, and sharper declines in nearly all other economic indicators.

The U.S. and California projections of economic activity by the UCLA Anderson Forecast projected 2010 to be the recovery year. While the economy was officially out of recession during this time, employment continued to decline, the housing market remained stagnant, and the recovery scenario proved to be optimistic. Other projections by credible forecasters called for a similar turnaround in 2010, and it appeared to be the most likely scenario in view of the economic information that was being evaluated.



The 2010 forecast for job creation in California called for minor job loss in 2010. More vibrant job growth was forecast for 2011 and 2012. The new 2011 forecast still calls for job growth in those years, though peak job creation has now been pushed to 2013 and 2014.

The near term forecast produced in 2010 called for a very slight decline in employment. Income gains were expected to be minor, but positive, a scenario that supported modest increases in retail sales.

The housing market was expected to recover substantially as fewer homes were foreclosed upon, and the improving labor markets supported existing and new home owners alike. The new housing market would begin to recover, with twice as many new units permitted in 2010.

These assumptions were the basis of the regional forecasts, which also anticipated a stronger recovery in 2010 than current information had shown.

The 2011 Forecast

The economic decline embedded in the historical data through 2010 is the basis for the forecast that begins in 2011. Consequently the forecast benefits from having a full incorporation of the great recession as part of the modeling system. The gradual transition from recovery to expansion is the scenario that characterizes the U.S. and California economies, and is the basis for the county economic forecasts.

The Labor Market Recovery

Most counties show increasing levels of employment in 2011, though the pace of job creation is slow. By 2012 all counties are creating employment, with even stronger growth observed in 2013.

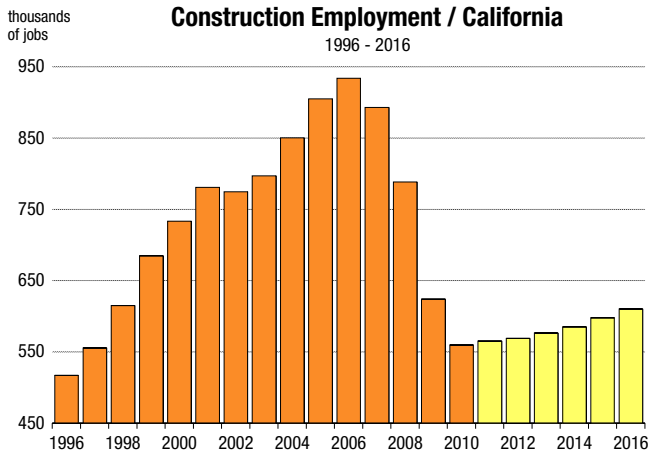
This generally develops as follows:

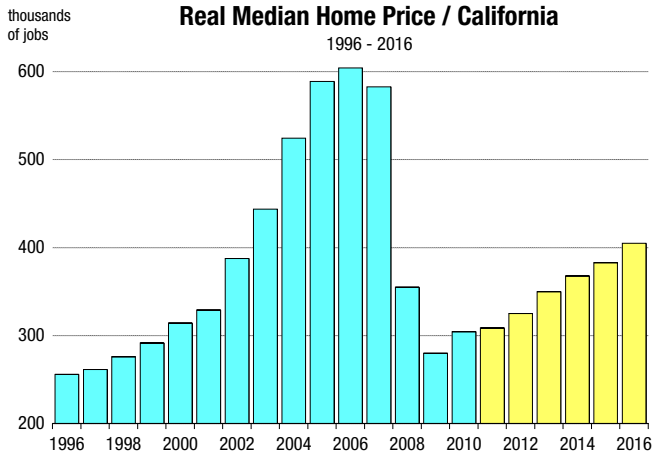
- Job stability has already been achieved in the majority of California counties. By the second half of 2011 job growth becomes entrenched
- More convincing job growth during the 2nd half of 2011 sets the foundation for a more vibrant labor market recovery throughout 2012
- The engines of growth in California and principal regions of the state are (1) exports, (2) technology, and (3) distribution and transportation

- The unemployment rate remains high despite more employment opportunities because the additions to the labor force since 2007 have been much greater than job creation.

Higher unemployment rates prevailing in the counties slow the growth in real (inflation adjusted) wages and salaries, and ultimately total personal income.

The epicenter of the Great Recession of 2008-2009 was real estate including new home building. Employment in construction declined sharply throughout California and the nation. Due to a substantial stock of unused non-residential structures, as well as foreclosed homes, building activity recovers very slowly in 2011. This tepid recovery flows through to construction employment, which remains substantially below the previous peak.





The Housing Recovery

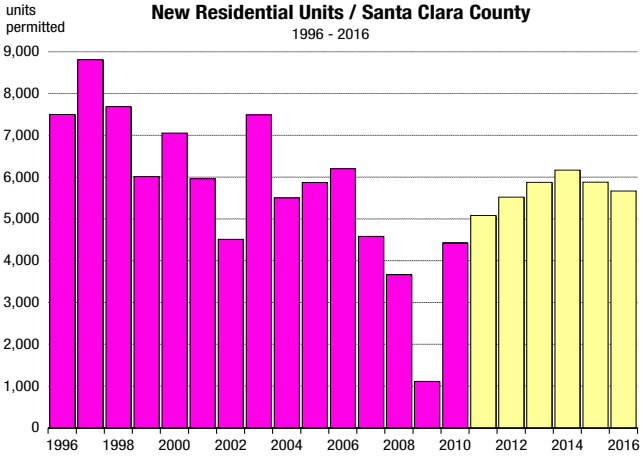
Real estate related sectors under perform the general economy in 2011, employment growth in both finance and construction is weak. Home sales improve for the year, though prices barely move as distressed housing continues to place a drag on home values.

There will be a positive albeit weak rebound during the year in new home production. This occurs because the inventory of existing housing declines to levels that necessitate new additions to the housing stock to meet demand.

New home building remains very low through 2012, and does not reach "normal" levels of building until 2014.

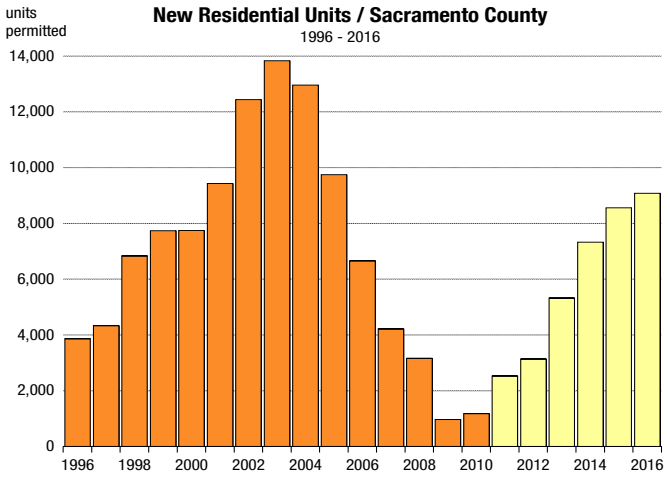
While the forecast presents a year-by-year distribution of new housing units (permits) over the next 5 years (and then for 25 more years after that), it is not practical to forecast housing units by year with any accuracy. There are too many non-market influences that produce great variability in the distribution of housing units at the local county level. These influences include the uncertain entitlement process that requires an environmental impact report, public review and comment, mitigation methods of environmental impacts, architecture review, and final tract map reviews by local decision makers who can and do exercise significant discretion into the process.

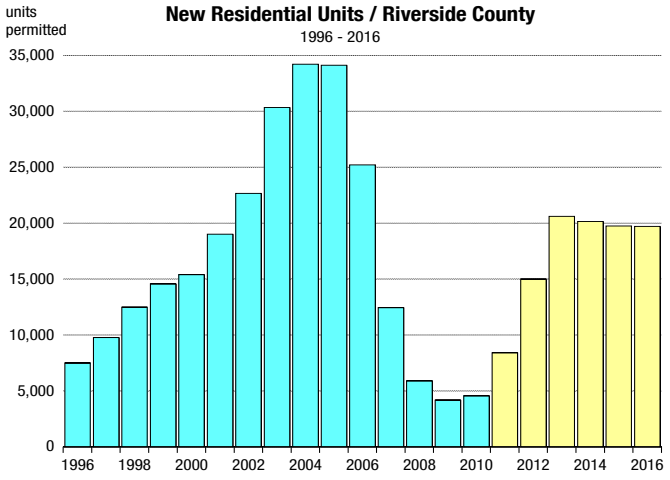
The sum of housing units over the next 5 years is more important than the year by year allocation of units. In the short run, the forecast of new housing units is not sufficient to prevent average household sizes from rising.



The longer term housing forecast is not strictly based on the number of housing units needed to accommodate population growth in the county. An unprecedented level of housing build-out might be required to support long term economic growth including population growth. Therefore, the forecast of housing units for the county tends to be a cross between what is needed (population growth) and what is plausible given the history of permitted housing units over the last 10 or 15 years.

This forecast frequently does not provide for enough housing over the long term, but does indicate to planning communities that housing may be insufficient to meet moderate economic growth if additional housing is not enabled.





The Short Term Forecast

2011 is a transition year and in 2012, more "normal" patters of growth in the county level economic indicators are forecast to occur. By 2013, there is full participation in the statewide economic expansion by all counties in California.

Labor markets are mixed in 2011, the majority of counties are creating jobs, and total employment in the state grows by over one percent. However counties heavily dependent on public sector employment, particularly in Northern California, do not experience a significant recovery.

More sustainable growth is achieved in 2012. All counties are contributing to the expansion by this point, and total state employment grows in excess of 2 percent. The unemployment rate remains high for the next 3 years in all counties.

For the northernmost region of the state, the unemployment rate will remain high into 2015. There is not much job growth forecast for the northern region of California now or for the foreseeable future.

The economy of California and its component counties follow the consensus forecast of a weak expansion in 2011, followed by more strength in 2012 and 2013.

Labor markets will create jobs this year, particularly in the second half of the year. Unemployment rates have peaked and are now slowly declining. However, unemployment is destined to remain elevated for an extended period of time because of faster than normal labor force growth in tandem with only moderate job creation.

Housing slowly rebounds. More home sales are expected in 2011, though price appreciation is minimal. There will be more conventional home sales (rather than distressed home sales). As distress makes up a smaller portion of the market prices will rise.

New housing and the construction sector improve slightly in 2011 and 2012, a more convincing recovery is not evident until 2013 and 2014.

Manufacturing is expected to begin returning to the state after over a decade of decline. A weaker dollar, lower labor costs, and shifting global consumption patterns return competitiveness to the state.

Wholesale trade jobs recover first, along with temporary help services (business services), technology (professional services), and information (internet media). The public sector is the biggest drag on growth. Job losses in government were shallow in 2009-2010 relative to the private sector. Continued budget deficits require more cutbacks through 2012.

The principal regions of economic rebound in the California Economy will be Northern California followed by Southern California. The inland areas of the Sacramento and San Joaquin Valleys will lag the principal regions by 6 months to a year. They will participate in the labor market and housing recoveries because there is a dearth of housing in California and inland areas represent the most affordable locations for new housing.

Over time, most of the growth in California occurs inland, principally between Sacramento and Riverside Counties, along the I5 and highway 99 corridors (denoted by the red rectangle in the map on the following page).

Which counties are forecast to recover first?

Employment

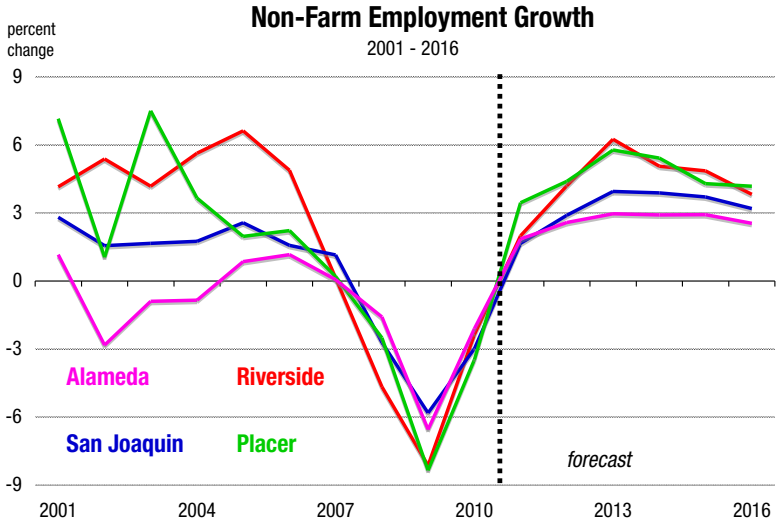
The inland counties, notably the counties Placer, Riverside, El Dorado, San Bernardino, Madera and San Joaquin are forecast to show above average job growth potential in 2011, 2012, and 2013.

Job growth in the Sacramento Valley is lead by Placer and El Dorado Counties. Sacramento shows more growth after 2013, when the drag of government layoffs ends.

Riverside County leads the Southern California region in job growth, followed by San Diego, San Bernardino, and Orange Counties. Los Angeles County barely eclipses 2 percent job growth in any year of the forecast.

Sonoma and Alameda Counties lead Bay Area job growth over the short run forecast with growth rates that average 2.8 and 2.5 percent, respectively from 2011 to 2013. Napa and Marin Counties have the slowest employment growth, Napa barely eclipse 2 percent growth in any year, while Marin reaches a peak of just 1.8 percent.

In Central California, Madera, San Joaquin, and Stanislaus are forecast to produce the highest rates of job creation among all the counties located between the Bay Area and Southern California.



Del Norte
Siskiyou
Modoc
Trinity
Shasta
Lassen
Humboldt
Tehama
Plumas
Mendocino
Butte
Glenn
Sierra
Colusa
Yuba
Lake
Sutter
Yolo
El Dorado
Sonoma
Napa
Amador
Sacramento
Solano
Calaveras
Marin
San Joaquin
Contra Costa
Tuolumne
Mono
San Francisco
Alameda
Stanislaus
Mariposa
San Mateo
Santa Clara
Merced
Santa Cruz
Madera
San Benito
Fresno
Inyo
Tulare
Monterey
Kings
San Luis Obispo
Kern
San Bernardino
Santa Barbara
Ventura
Los Angeles
Orange
Riverside
San Diego
Imperial

Income

The regions of principal income growth between 2011 and 2013 are the Bay Area, and the fast growing inland counties. Over the next 3 years both Santa Clara and Riverside Counties average real income growth in excess of 4 percent per year. Income growth closely follows employment growth.

Orange, San Bernardino, and San Diego Counties in Southern California are also forecast to realize 3.0+ percent real income growth annually over the next 3 years.

In the Sacramento Valley, Placer County will lead the region in growth, Sutter and Yuba Counties have the slowest growth in the region.

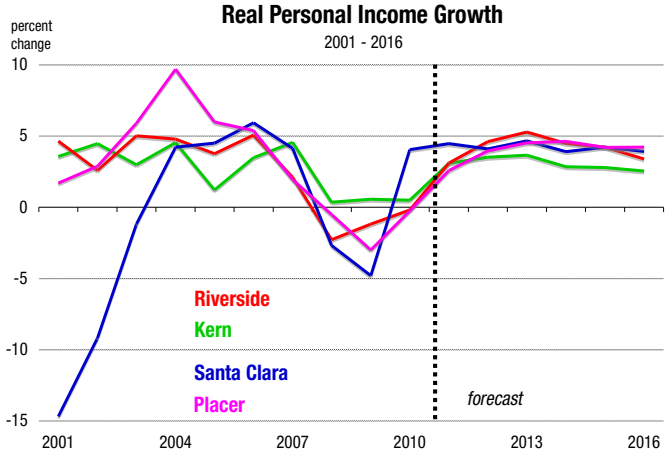
In the central valley income growth is strongest in Kern County over the next 3 years. Over the longer term horizon San Joaquin County produces the largest income gains.

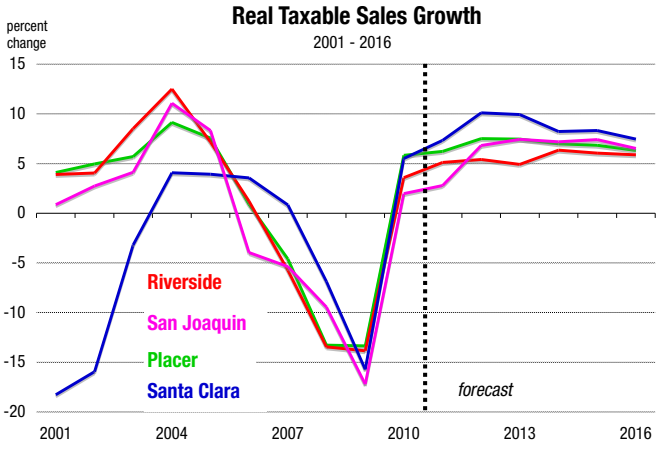
Taxable Sales

Consumer and business spending in the counties on real taxable goods and services began to improve in 2010, and will recover further in 2011. Large revisions to the 2009 data showed a sharper drop than originally anticipated, and as a result even strong growth in the 2011-2016 period barely brings real taxable sales to their previous levels.

The largest counties demonstrating the fastest recovery and a return to more normal sales growth are Santa Clara, Placer, San Joaquin, and Orange. The inland counties of Riverside and San Bernardino show strong growth throughout, however after 2013 the rebound is even more pronounced.

Smaller counties showing strong growth in sales in the 2011 to 2013 period include Nevada, San Benito, Plumas, Calaveras, and Lake.





County Forecasts

Alameda County Economic Forecast

Alameda County is located in the East Bay of the San Francisco Bay Area. The county is home to the Port of Oakland, the fourth busiest container port in the United States. Along with Contra Costa County to the north, the East Bay metro area had the third highest median family income in California, at $90,300 in 2010.

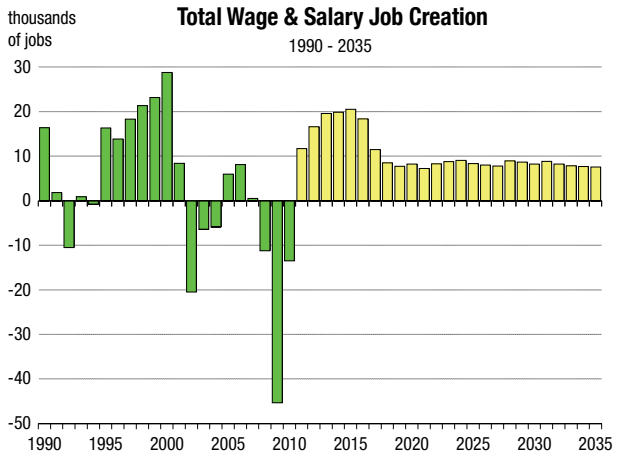
The county and the region have never returned to the employment levels of 2000-2001. Moreover, as a result of the last recession, employment fell to the lowest level in over a decade. Alameda County has a population of over 1.5 million people and more than 632,000 wage and salary jobs. The per capita income in Alameda County is $49,070, and the average salary per worker is $71,058.

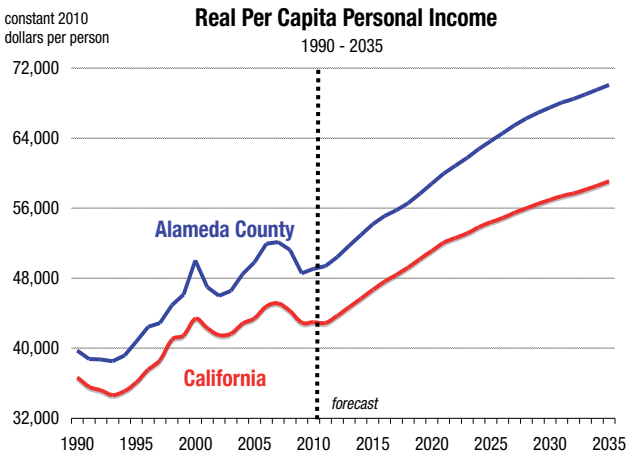
Employment growth in Northern California was negative in 2010. Employment in the greater Bay Area declined by 1.4 percent last year. In Alameda County, 13,500 jobs were lost. The wage and salary job growth rate was -2.1 percent. The annual unemployment rate increased to 11.3 percent.

During 2010 the leisure, education and healthcare, and financial activities sectors all increased employment. Employment losses were greatest in government (-3,800 jobs), construction (-3,500 jobs), manufacturing (-3,300 jobs), retail trade (-1,300 jobs) and wholesale trade (-1,300 jobs) sectors.

After losing population between 2002 and 2005 as a result of the dotcom crash, population growth has been strong in the past 3 years. Between the 2000 and 2010 census the fastest growing cities in the county have been Dublin and Emeryville, which grew by 54 and 46 percent, respectively. Oakland, the largest city in the county has lost population over the past 10 years.

Employment and population growth are expected to be strong in Alameda County over the medium term forecast, though growth will slow in the longer term.





Forecast Highlights

- Job growth turns positive in 2011, with an estimated gain of 1.8 percent. From 2011 to 2016, the employment growth rate is forecast to average 2.8 percent per year.

- Average salaries adjusted for inflation are currently well above the California average, and will remain so over the foreseeable future. Real average salaries are forecast to rise an average of 1.2 percent per year during the 2011 to 2016 period.

- Between 2011 and 2016, the momentum for employment growth is largely in professional services, construction, information, and wholesale trade which each have annual growth rates over 4 percent per year. The manufacturing sector experiences slight declines in employment during this time frame.

- Population growth is expected to be 1.5 percent in 2011. Annual growth in the 2011 to 2016 period will average 1.2 percent per year.

- Net migration is expected to remain high in the near term forecast and moderate to low in the longer term forecast. Between 2011 and 2016 net migration will average 9,400 persons entering the county per year.

- Real per capita incomes rise 0.6 percent in 2011. From 2011 to 2016 real per capita incomes are forecast to increase 2.2 percent per year.

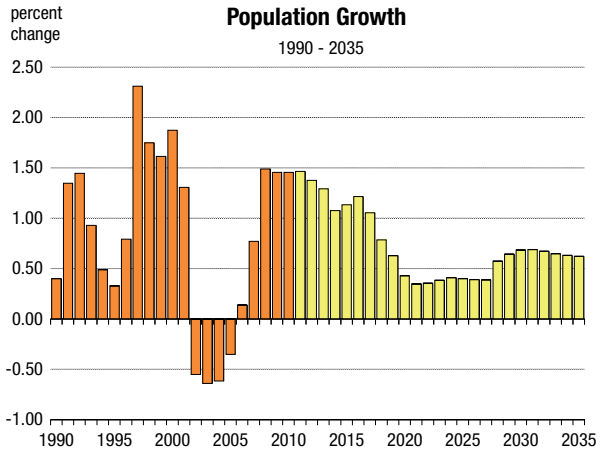
- Total taxable sales adjusted for inflation are expected to increase by an average of 4.5 percent per year between 2011 and 2016.

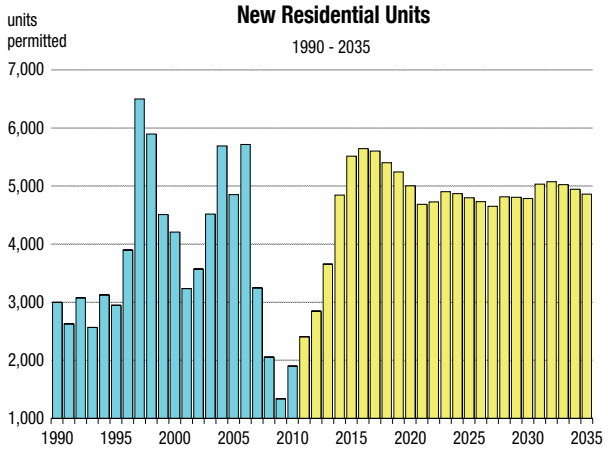
- Industrial production is expected to increase 2.3 percent in 2011. From 2011 to 2016 the growth rate of industrial production is forecast to average 2.0 percent per year.

Alameda County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	1,439,776	-9,615	1.22	546	5,716	$25.2	$68.7	$51,930	3.2	47.2	14.6	4.5
2007	1,450,879	-919	1.23	549	3,251	$25.8	$71.9	$52,122	3.4	44.6	14.7	4.7
2008	1,472,478	9,581	1.23	552	2,057	$23.9	$73.8	$51,222	3.0	42.1	15.0	6.1
2009	1,493,935	9,841	1.23	556	1,338	$20.4	$71.6	$48,560	0.8	37.7	14.5	10.5
2010	1,515,704	11,057	1.24	558	1,900	$21.8	$74.4	$49,061	1.3	38.2	14.1	11.3
2011	1,537,915	11,706	1.24	559	2,380	$22.9	$78.4	$49,375	3.3	38.5	14.4	10.3
2012	1,559,085	10,701	1.27	561	2,793	$24.4	$83.0	$50,389	2.3	38.8	14.6	9.6
2013	1,579,227	9,752	1.29	564	3,626	$26.2	$88.2	$51,693	2.3	39.0	14.9	8.9
2014	1,596,235	6,670	1.32	567	4,827	$28.0	$93.5	$52,928	2.4	39.2	15.1	7.9
2015	1,614,322	7,941	1.35	572	5,508	$29.9	$98.8	$54,156	2.1	39.4	15.5	6.8
2016	1,633,963	9,612	1.37	577	5,648	$31.9	$103.9	$55,110	2.1	39.6	15.9	5.8
2017	1,651,214	7,282	1.38	582	5,614	$33.7	$108.4	$55,742	2.1	39.8	16.4	5.3
2018	1,664,201	3,085	1.40	587	5,417	$35.5	$113.1	$56,577	2.0	39.9	16.8	5.1
2019	1,674,674	649	1.41	592	5,272	$37.2	$118.1	$57,639	1.9	40.1	17.3	4.9
2020	1,681,896	-2,527	1.42	597	5,055	$39.0	$123.1	$58,813	1.7	40.2	17.9	4.8
2021	1,687,756	-3,853	1.43	602	4,748	$40.7	$128.1	$59,942	1.7	40.3	18.6	4.8
2022	1,693,771	-3,723	1.44	606	4,746	$42.6	$133.3	$60,845	2.2	40.4	19.1	4.7
2023	1,700,294	-3,180	1.45	611	4,879	$44.5	$138.7	$61,741	2.2	40.5	19.6	4.7
2024	1,707,275	-2,691	1.46	615	4,822	$46.6	$144.6	$62,783	2.1	40.6	20.2	4.6
2025	1,714,133	-2,793	1.47	620	4,763	$48.8	$150.4	$63,675	2.1	40.7	20.7	4.6
2026	1,720,858	-3,009	1.48	624	4,710	$51.1	$156.2	$64,541	2.1	40.7	21.3	4.7
2027	1,727,583	-3,091	1.48	629	4,651	$53.4	$162.4	$65,466	2.1	40.8	21.8	4.7
2028	1,737,516	29	1.49	633	4,831	$55.8	$168.8	$66,251	2.1	40.9	22.5	4.6
2029	1,748,717	1,226	1.50	638	4,836	$58.3	$175.2	$66,916	2.1	40.9	23.1	4.6
2030	1,760,700	1,957	1.51	642	4,820	$60.9	$181.7	$67,501	2.1	41.0	23.8	4.6
2031	1,772,857	2,055	1.52	647	5,067	$63.6	$188.5	$68,059	2.2	41.0	24.5	4.6
2032	1,784,770	1,754	1.53	651	5,106	$66.4	$195.2	$68,495	2.2	41.0	25.3	4.6
2033	1,796,375	1,422	1.54	656	5,057	$69.3	$202.2	$69,011	2.1	41.1	26.0	4.7
2034	1,807,749	1,194	1.55	661	4,977	$72.4	$209.5	$69,529	2.2	41.1	26.9	4.7
2035	1,818,996	1,088	1.56	665	4,892	$75.6	$217.0	$70,085	2.2	41.2	27.7	4.7
2036	1,830,304	1,179	1.57	670	4,813	$78.9	$224.8	$70,634	2.1	41.2	28.6	4.7
2037	1,841,763	1,353	1.58	674	4,743	$82.4	$232.9	$71,186	2.2	41.2	29.5	4.7
2038	1,853,500	1,641	1.59	679	4,683	$86.0	$241.3	$71,769	2.1	41.2	30.4	4.7
2039	1,865,601	2,006	1.60	683	4,631	$89.8	$250.0	$72,363	2.1	41.3	31.3	4.7
2040	1,878,064	2,367	1.61	687	4,584	$93.7	$258.9	$72,948	2.1	41.3	32.3	4.6

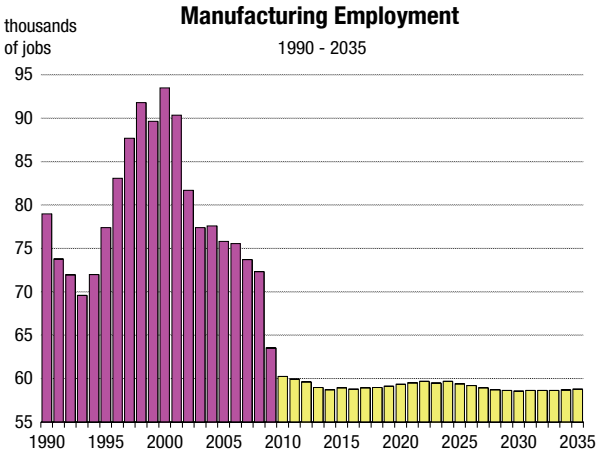


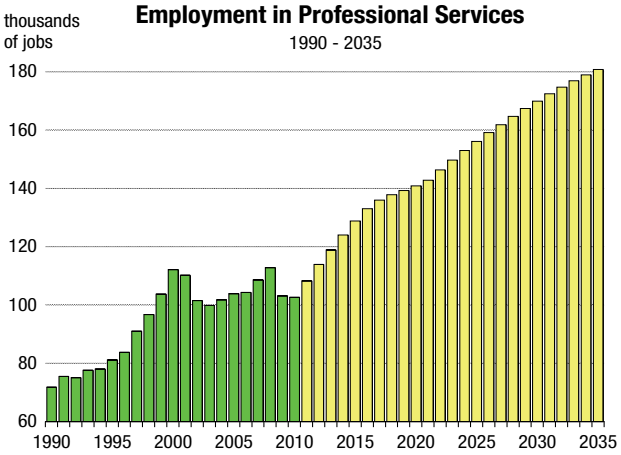


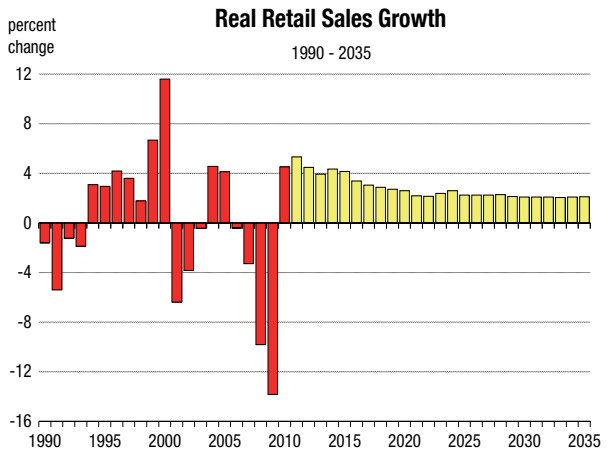
Alameda County Employment Forecast

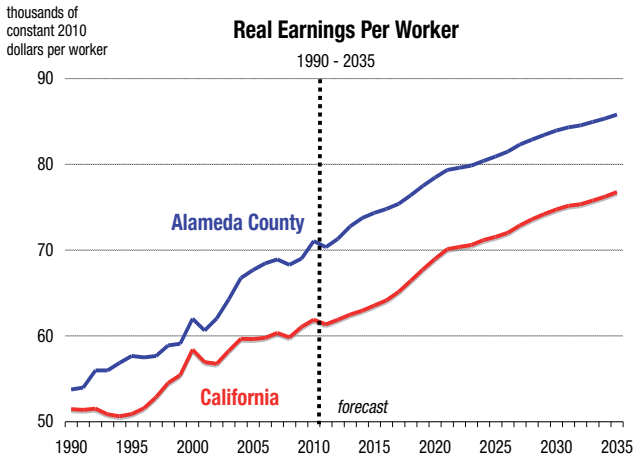
2006-2010 History, 2011-2040 Forecast

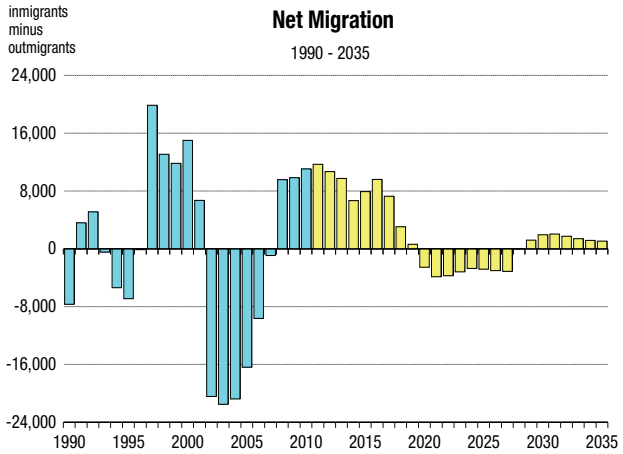
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	702.2	0.76	44.5	75.6	26.6	109.0	35.6	104.4	16.7	79.1	53.2	133.1
2007	702.7	0.79	43.5	73.7	28.5	108.5	33.3	108.6	16.0	79.5	54.8	131.7
2008	691.5	0.74	39.4	72.3	27.1	104.7	30.6	112.9	16.1	83.0	56.3	124.6
2009	646.1	0.68	32.7	63.5	24.7	96.8	27.0	103.1	14.7	83.8	53.7	122.8
2010	632.7	0.69	29.1	60.3	23.7	94.1	27.2	102.6	13.9	85.4	54.0	119.1
2011	644.3	0.69	29.9	59.9	24.2	97.8	27.6	108.2	14.8	86.3	54.4	117.9
2012	661.0	0.69	30.2	59.6	25.0	101.8	28.8	113.8	15.5	87.1	55.4	119.5
2013	680.5	0.69	31.1	58.9	25.8	106.9	30.6	118.9	16.2	87.8	56.4	122.6
2014	700.4	0.69	32.3	58.7	26.8	111.8	31.8	124.0	17.0	88.5	57.8	125.7
2015	720.9	0.69	34.3	58.9	27.9	116.6	32.5	128.8	17.7	89.2	59.3	128.8
2016	739.2	0.69	36.8	58.8	28.8	120.9	33.1	133.1	18.3	89.9	60.6	131.5
2017	750.7	0.69	38.1	58.9	29.3	123.3	33.7	136.1	18.6	90.6	61.7	132.5
2018	759.3	0.70	38.4	59.0	30.1	125.1	34.2	137.9	18.8	91.2	62.5	133.8
2019	767.0	0.70	38.2	59.1	31.0	126.7	34.8	139.4	18.9	91.7	63.3	135.2
2020	775.2	0.70	37.8	59.3	32.2	128.6	35.3	141.0	19.0	92.1	63.9	136.8
2021	782.5	0.70	36.6	59.5	33.2	130.5	35.7	143.0	19.1	92.5	64.5	138.4
2022	790.8	0.70	36.2	59.7	34.1	132.5	36.1	145.3	19.2	92.8	65.1	140.0
2023	799.6	0.70	36.4	59.6	35.0	134.5	36.5	147.8	19.4	93.0	65.7	141.5
2024	808.7	0.70	36.6	59.8	35.7	136.6	37.0	150.4	19.5	93.2	66.2	142.9
2025	817.0	0.71	36.6	59.5	36.4	138.8	37.5	153.0	19.7	93.3	66.8	144.2
2026	825.0	0.71	36.5	59.4	37.0	140.9	38.1	155.7	19.9	93.4	67.3	145.4
2027	832.8	0.71	36.5	59.1	37.4	142.9	38.6	158.4	20.0	93.4	67.9	146.6
2028	841.8	0.71	37.2	58.9	38.1	145.1	39.1	161.2	20.2	93.4	68.5	147.8
2029	850.5	0.71	37.7	58.8	38.7	147.2	39.6	163.8	20.5	93.4	69.1	149.0
2030	858.7	0.71	38.2	58.7	39.2	149.2	40.0	166.3	20.6	93.3	69.7	150.2
2031	867.5	0.71	39.0	58.8	39.8	151.3	40.4	168.8	20.8	93.2	70.3	151.5
2032	875.8	0.71	39.5	58.8	40.3	153.4	40.9	171.0	21.0	93.2	71.0	152.8
2033	883.6	0.71	39.7	58.8	40.8	155.4	41.3	173.2	21.2	93.2	71.6	154.0
2034	891.3	0.71	39.8	58.9	41.4	157.5	41.7	175.1	21.3	93.3	72.2	155.3
2035	898.8	0.71	39.7	59.0	41.9	159.7	42.2	177.0	21.5	93.3	72.8	156.6
2036	906.6	0.71	39.7	59.1	42.5	161.8	42.6	178.9	21.7	93.3	73.5	157.9
2037	914.4	0.71	39.7	59.2	43.0	164.0	43.1	180.8	21.9	93.4	74.1	159.2
2038	922.3	0.71	39.8	59.2	43.6	166.2	43.6	182.8	22.0	93.6	74.7	160.5
2039	930.5	0.72	39.9	59.3	44.1	168.5	44.0	184.8	22.2	93.7	75.3	161.9
2040	938.8	0.72	40.0	59.4	44.7	170.8	44.5	186.8	22.4	93.9	75.9	163.2

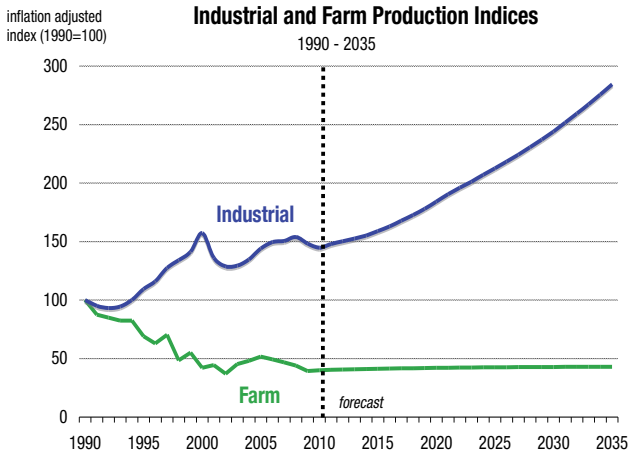












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.5 %
Expected job growth:	14.7 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	18.6 %
Expected population growth:	6.2 %
Net migration to account for:	46.5 %
Expected growth in number of vehicles:	10.0%

Demographics (2011)

Unemployment rate (June 2011):	10.9 %
County Rank* in California (58 counties):	13th
Working age (16-64) population:	67.9 %
Population with B.A. Degree or higher:	40.1 %
Median Home Selling Price:	$370,000
Median Household Income:	$68,008

Quality of Life

Violent Crime rate (2009):	719 per 100,000 persons
County Rank* in California (58 counties):	56th
Average Commute Time to work (2011):	30.3 minutes
High School drop out rate (2009):	26.7 %
Households at/below poverty line:	7.6 %

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

Alpine County Economic Forecast

Alpine County is located on the California-Nevada state border. The county has the smallest population of all counties in California, with just 1,171 residents. Alpine County has 643 wage and salary jobs. Many of the jobs are filled by residents of adjacent El Dorado County, Calaveras County and Douglas County, Nevada. The per capita income in Alpine County is $40,685, and the average salary per worker is $43,615.

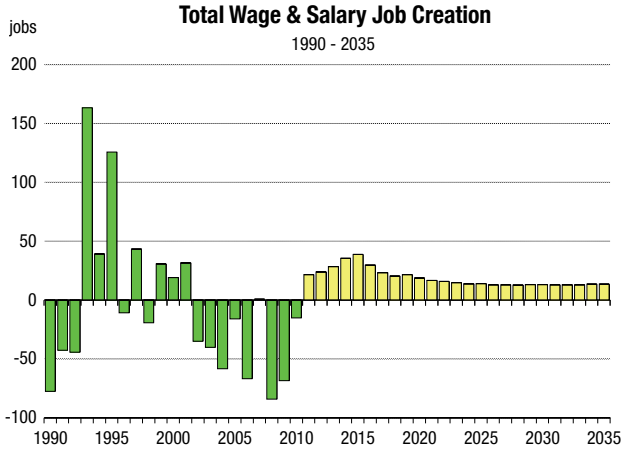
In 2010, total wage and salary employment in Alpine County fell by 15 jobs, representing a decline of 2.3 percent. Unemployment increased to 16.4 percent in 2010.

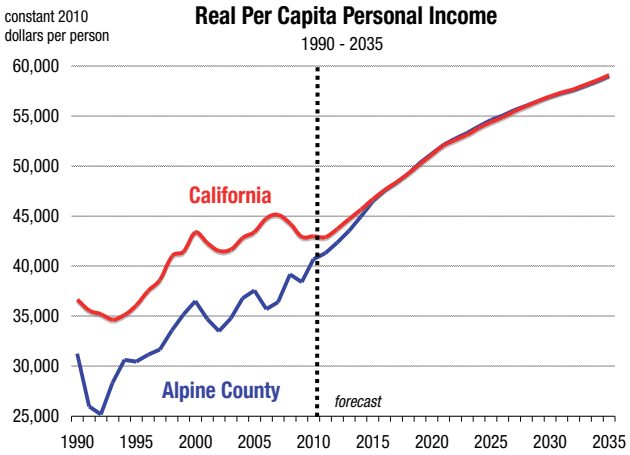
The goods producing industries lost an estimated 5 jobs last year, bringing total jobs in that sector to 16. The public sector, which represents 39 percent of total employment in the county, lost 6 workers. Four jobs were lost in the services sector, which accounts for 59 percent of total employment in the county. The services sector is dominated by Kirkwood Mountain Resort, which employs 700 people during the winter season, and approximately 150 people during the summer months. An estimated 400,000 people visit the Resort every year.

Between the 2000 and 2010 census, the population of Alpine county declined by 2.7 percent, one of only 3 counties to lose population.

Employment levels, which vary with the length of the ski season are expected to rebound slightly in 2010. Employment growth remains strong through 2017 in percentage terms, though this equates to 20-40 jobs created per year.

Population growth will be near zero in 2011 as net migration remains negative. Additions to the population are expected to remain at less than 20 people per year.





Forecast Highlights

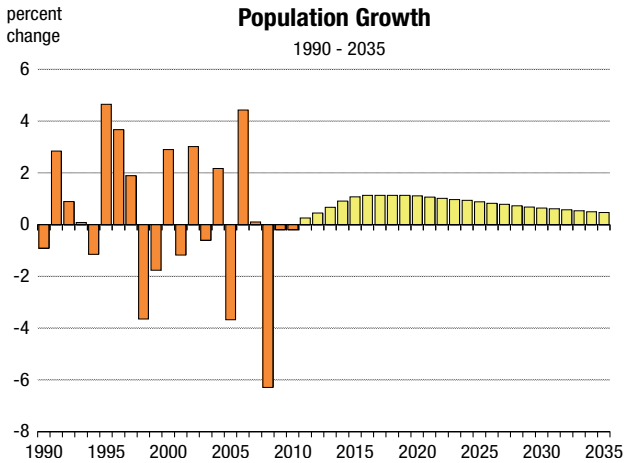
- From 2011 to 2016 job growth is expected to average 4.3 percent per year.
- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to increase an average of 0.9 percent per year from 2011 to 2016.
- Between 2011 and 2016, the momentum for employment growth occurs in the services sector. The services sector (largely recreation services) is forecast to add 144 jobs by 2016, 92 percent of all employment created over this period.
- Population growth is expected to be near zero during 2011. Annual growth in the 2011 to 2016 period averages 0.8 percent per year.
- Between 2011 and 2016 migration will average approximately 5 net migrants entering the county per year. Due to an aging population, net migration will account for an increasing share of population growth throughout the forecast.
- Real per capita income is forecast to rise 1.5 percent in 2011. During the 2011 to 2016 period the growth in real per capita income will average approximately 2.8 percent per year.
- Total taxable sales adjusted for inflation are expected to increase by an average of 1.2 percent per year between 2011 and 2016.
- From 2011 to 2016 industrial production increases by an average of 2.6 percent per year.

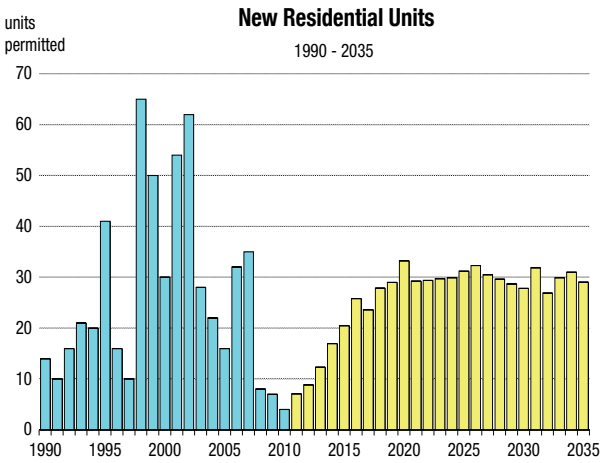
Alpine County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (number)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (millions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value*	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	1,253	46	2.1	0.5	32	$29	$0.04	$35,711	3.2	0.0	3.8	6.7
2007	1,255	-10	2.0	0.6	35	$22	$0.04	$36,396	3.4	0.0	9.7	8.2
2008	1,176	-89	2.0	0.6	8	$21	$0.05	$39,175	3.0	0.0	6.7	10.9
2009	1,173	-3	1.9	0.6	7	$21	$0.04	$38,402	0.8	0.0	4.9	15.1
2010	1,171	-3	2.0	0.6	4	$21	$0.05	$40,685	1.3	0.0	3.8	16.4
2011	1,174	-1	2.0	0.6	7	$23	$0.05	$41,292	3.3	0.0	3.6	15.7
2012	1,179	2	2.0	0.6	9	$24	$0.05	$42,340	2.3	0.0	3.6	14.1
2013	1,187	4	2.0	0.6	12	$25	$0.06	$43,530	2.3	0.0	3.7	12.1
2014	1,198	7	2.0	0.6	17	$26	$0.06	$44,928	2.4	0.0	3.8	9.8
2015	1,211	9	2.0	0.6	20	$27	$0.06	$46,444	2.1	0.0	4.0	7.8
2016	1,225	10	2.0	0.6	26	$28	$0.07	$47,514	2.1	0.0	4.1	6.5
2017	1,239	11	2.0	0.6	24	$28	$0.07	$48,321	2.1	0.0	4.3	5.8
2018	1,253	11	2.0	0.6	28	$29	$0.07	$49,231	2.0	0.0	4.5	5.2
2019	1,267	12	2.0	0.6	29	$30	$0.08	$50,317	1.9	0.0	4.7	4.6
2020	1,281	12	2.0	0.6	33	$31	$0.08	$51,237	1.7	0.0	4.8	4.2
2021	1,295	12	2.0	0.6	29	$32	$0.09	$52,113	1.7	0.0	5.1	4.2
2022	1,308	11	1.9	0.6	29	$32	$0.09	$52,732	2.2	0.0	5.3	4.1
2023	1,320	11	1.9	0.7	30	$33	$0.09	$53,312	2.2	0.0	5.5	4.1
2024	1,333	11	1.9	0.7	30	$34	$0.10	$53,981	2.1	0.0	5.7	4.1
2025	1,345	11	1.9	0.7	31	$35	$0.10	$54,591	2.1	0.0	6.0	4.1
2026	1,356	11	1.9	0.7	32	$36	$0.10	$55,049	2.1	0.0	6.2	4.1
2027	1,367	11	1.9	0.7	30	$38	$0.11	$55,581	2.1	0.0	6.5	4.1
2028	1,377	11	1.9	0.7	30	$39	$0.11	$56,042	2.1	0.0	6.8	4.1
2029	1,386	11	1.8	0.7	29	$40	$0.12	$56,487	2.1	0.0	7.0	4.1
2030	1,395	11	1.8	0.7	28	$41	$0.12	$56,903	2.1	0.0	7.3	4.1
2031	1,403	11	1.8	0.7	32	$42	$0.13	$57,277	2.2	0.0	7.6	4.1
2032	1,411	11	1.8	0.7	27	$43	$0.13	$57,563	2.2	0.0	7.9	4.1
2033	1,419	11	1.8	0.7	30	$44	$0.13	$57,986	2.1	0.0	8.2	4.1
2034	1,426	11	1.8	0.7	31	$45	$0.14	$58,444	2.2	0.0	8.5	4.1
2035	1,433	11	1.8	0.7	29	$46	$0.14	$58,969	2.2	0.0	8.8	4.1
2036	1,439	11	1.9	0.8	29	$48	$0.15	$59,500	2.1	0.0	9.2	4.1
2037	1,445	11	1.9	0.8	29	$49	$0.15	$60,067	2.2	0.0	9.5	4.1
2038	1,450	11	1.9	0.8	29	$50	$0.16	$60,700	2.1	0.0	9.9	4.0
2039	1,455	11	1.9	0.8	29	$51	$0.17	$61,373	2.1	0.0	10.2	4.0
2040	1,460	11	1.9	0.8	29	$52	$0.17	$62,069	2.1	0.0	10.6	4.0

*Alpine County crop values are included with El Dorado County crop values



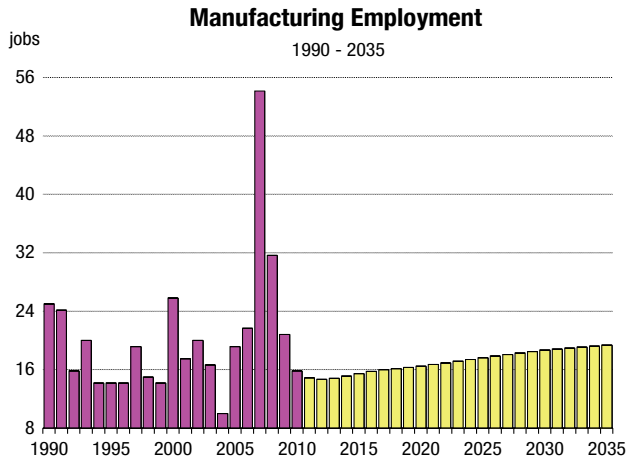


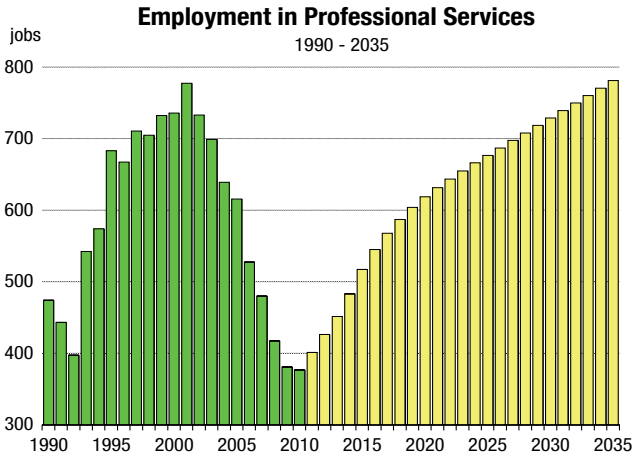
Alpine County Employment Forecast

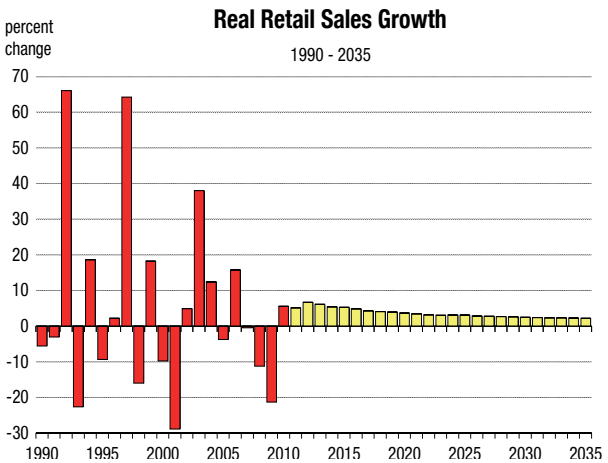
2006-2010 History, 2011-2040 Forecast

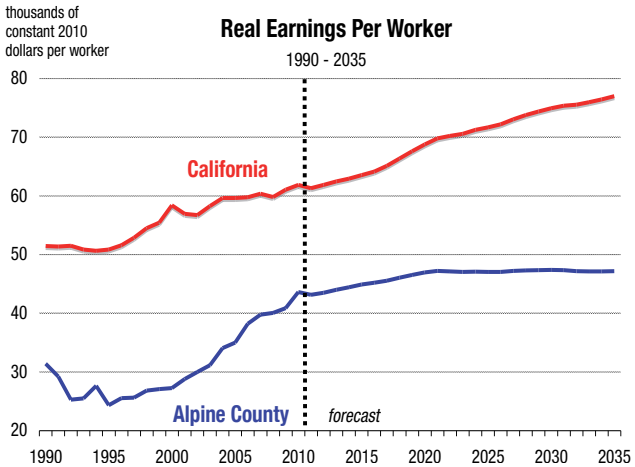
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	0.8	0.01	0.0	0.02	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.25
2007	0.8	0.00	0.1	0.05	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.27
2008	0.7	0.00	0.0	0.03	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.28
2009	0.7	0.00	0.0	0.02	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.26
2010	0.6	0.00	0.0	0.02	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.25
2011	0.7	0.00	0.0	0.01	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.25
2012	0.7	0.00	0.0	0.01	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.25
2013	0.7	0.00	0.0	0.01	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.25
2014	0.8	0.00	0.0	0.02	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.25
2015	0.8	0.00	0.0	0.02	0.00	0.00	0.00	0.52	0.00	0.00	0.00	0.26
2016	0.8	0.00	0.0	0.02	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.26
2017	0.8	0.00	0.0	0.02	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.26
2018	0.9	0.00	0.0	0.02	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.26
2019	0.9	0.00	0.0	0.02	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.27
2020	0.9	0.00	0.0	0.02	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.27
2021	0.9	0.00	0.0	0.02	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.27
2022	0.9	0.00	0.0	0.02	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.28
2023	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.28
2024	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.28
2025	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.29
2026	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.29
2027	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.29
2028	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.29
2029	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.30
2030	1.0	0.00	0.0	0.02	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.30
2031	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.30
2032	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.30
2033	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.31
2034	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.31
2035	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.31
2036	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.32
2037	1.1	0.00	0.0	0.02	0.00	0.00	0.00	0.80	0.00	0.00	0.00	0.32
2038	1.2	0.00	0.0	0.02	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.32
2039	1.2	0.00	0.0	0.02	0.00	0.00	0.00	0.82	0.00	0.00	0.00	0.32
2040	1.2	0.00	0.0	0.02	0.00	0.00	0.00	0.83	0.00	0.00	0.00	0.33

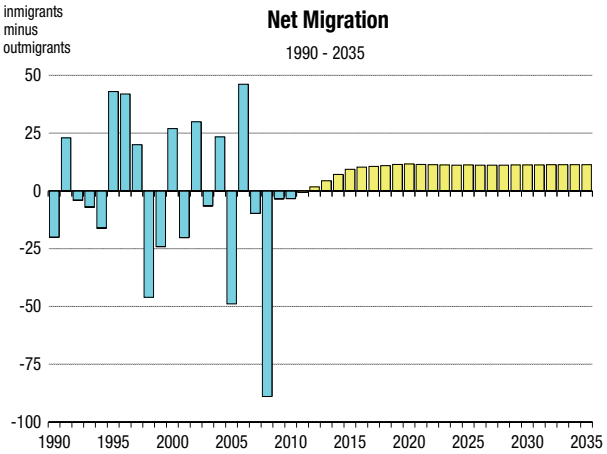
*Alpine County farm data is included with El Dorado farm employment

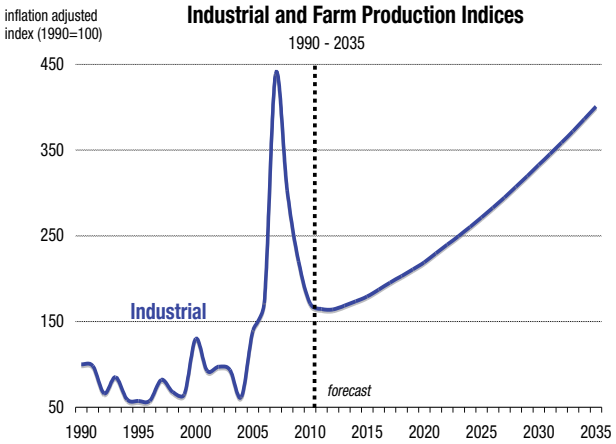












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	32.0 %
Expected job growth:	23.6 %
Fastest growing jobs sector:	Services
Expected personal income growth:	20.0 %
Expected population growth:	4.3 %
Net migration to account for:	65.2 %
Expected growth in number of vehicles:	0.3 %

Demographics (2011)

Unemployment rate (June 2011)	19.2 %
County Rank* in California (58 counties):	56th
Working age (16-64) population:	66.9 %
Population with B.A. Degree or higher:	26.7 %
Median Home Selling Price:	$290,750
Median Household Income:	$54,747

Quality of Life

Violent Crime rate (2009):	1,082 per 100,000 persons
County Rank* in California (58 counties):	58th
Average Commute Time to work (2011):	25.4 minutes
High School drop out rate (2009):	11.1 %
Households at/below poverty line:	5.8 %

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

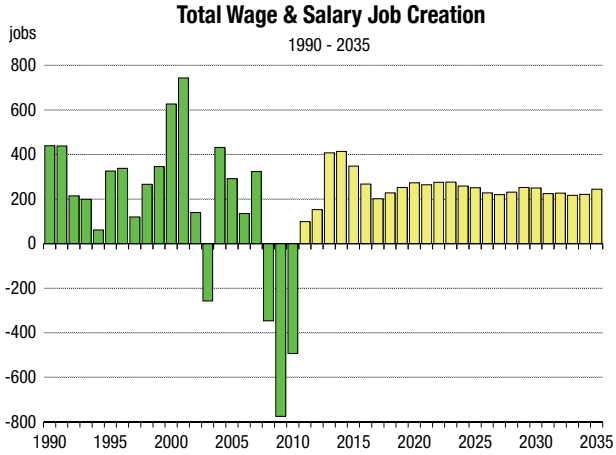
Amador County Economic Forecast

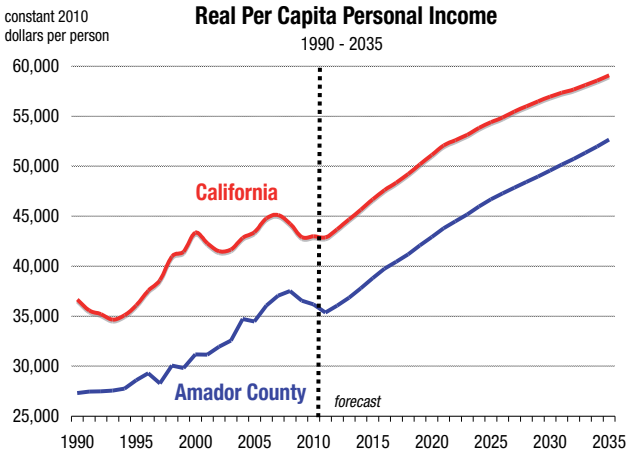
Amador County is located in the western foothills of the Sierra Nevada Mountains. It is the only county in the state named for a native Californian. Although wine grape production in Amador County is small compared to counties like Napa and Sonoma, the amount of grapes harvested has tripled in the past fifteen years as more new wineries are established. Located in the city of Ione, Mule Creek State Prison has approximately 3,400 incarcerated inmates, and employs over 1,200 guards and support staff. Amador County has a population of 38,065 people and 11,440 wage and salary jobs. The per capita income in Amador County is $36,171, and the average salary per worker is $46,993.

In 2010, 500 total wage and salary jobs were lost in Amador County, representing a decline in employment of 4.1 percent. Non-farm employment, which accounts for 97 percent of total employment, declined by 503 jobs. The unemployment rate increased to 13.4 percent.

During 2010 the farm, manufacturing, transportation and warehousing, and education and healthcare sectors all created employment, though in all cases the increase was 20 jobs or fewer. The largest employment losses were in the government (-330 jobs), leisure (-70 jobs), retail trade (-70 jobs), and construction (-50 jobs) sectors. Government employment currently accounts for 45 percent of total employment in the county, but is expected to decline to 42 percent by 2012.

The population in Amador County rose by 8.5 percent between the 2000 and 2010 census. The largest city in the county is Ione (7,900 residents), which increased by 11.1 percent over the past decade. Net migration has been nearly zero over the past two years, leading to a declining population. Any positive influence on population growth is due to net in-migration. The population is much older in Amador County and the natural increase has been negative since 1991. It is expected to remain negative for the duration of the forecast.





Forecast Highlights

- Total wage and salary job growth is forecast to be 0.9 percent in 2011. From 2011 to 2016, total job growth averages 2.6 percent per year.

- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the long term forecast. Inflation adjusted salaries are expected to rise an average of 0.3 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in the professional services, construction, retail trade, and government sectors, which account for 77 percent of total job growth.

- Population growth is expected to turn positive in 2011, at 0.8 percent. Annual growth from 2011 to 2016 averages 1.3 percent per year. The natural increase remains negative, as deaths continue to outpace births.

- An estimated 388 people will migrate into the county during 2011. Between 2011 and 2016 net migration is expected to average 590 net migrants per year.

- Real per capita income is forecast to decline in 2011, falling by 2.2 percent. Between 2011 and 2016 real per capita incomes are expected to increase an average of 2.4 percent per year.

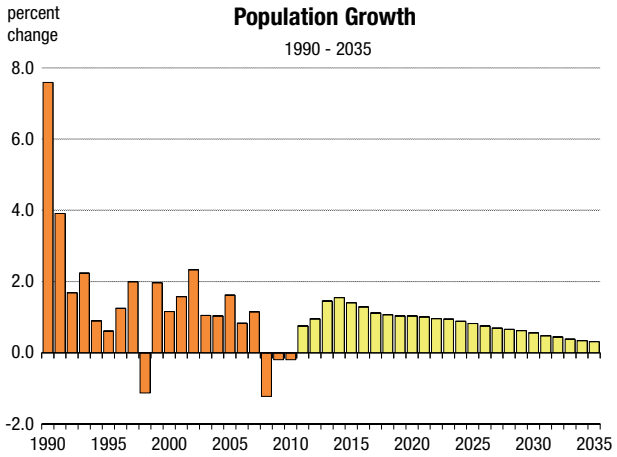
- Total taxable sales, adjusted for inflation, are forecast to decline at a rate of 2.1 percent in 2011. From 2011 to 2016 real taxable sales will increase by an average of 5.9 percent per year, but do not reach the previous peak until 2018.

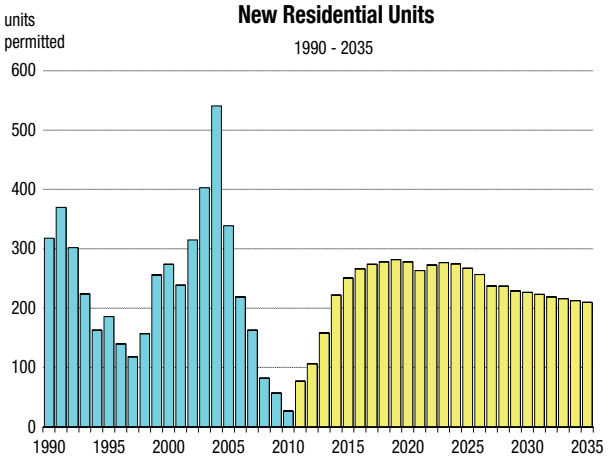
- Industrial production is forecast to increase by 4.6 percent in 2011. Between 2011 and 2016 the growth rate of industrial production will increase by an average of 2.5 percent per year.

Amador County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	38,248	452	55.2	14.4	219	$0.48	$1.27	$36,066	3.2	32.4	251.6	5.8
2007	38,687	553	54.3	14.6	163	$0.49	$1.36	$37,043	3.4	29.9	242.9	5.8
2008	38,215	-350	54.3	14.9	82	$0.43	$1.40	$37,516	3.0	29.3	264.4	7.6
2009	38,140	12	53.6	14.9	57	$0.36	$1.38	$36,542	0.8	22.6	225.3	11.7
2010	38,065	7	53.5	15.0	27	$0.36	$1.38	$36,171	1.3	23.0	231.0	13.4
2011	38,353	388	53.7	15.1	77	$0.38	$1.40	$35,361	3.3	23.2	241.5	12.5
2012	38,718	465	54.3	15.2	107	$0.41	$1.47	$36,062	2.3	23.3	245.0	11.6
2013	39,282	666	55.5	15.2	158	$0.44	$1.56	$36,849	2.3	23.4	252.5	10.3
2014	39,890	712	56.7	15.4	222	$0.48	$1.65	$37,791	2.4	23.4	259.7	9.0
2015	40,452	667	57.6	15.5	251	$0.52	$1.75	$38,805	2.1	23.5	266.1	7.8
2016	40,973	630	58.3	15.7	266	$0.56	$1.86	$39,737	2.1	23.5	273.7	7.0
2017	41,431	572	58.8	15.9	274	$0.59	$1.95	$40,444	2.1	23.5	281.5	6.5
2018	41,873	560	59.3	16.1	278	$0.63	$2.05	$41,194	2.0	23.5	288.7	6.2
2019	42,308	557	59.9	16.4	282	$0.67	$2.16	$42,073	1.9	23.6	296.0	5.8
2020	42,746	566	60.5	16.6	278	$0.71	$2.27	$42,923	1.7	23.6	303.2	5.5
2021	43,177	566	61.2	16.9	264	$0.76	$2.40	$43,790	1.7	23.6	312.1	5.5
2022	43,592	557	61.8	17.1	273	$0.80	$2.52	$44,480	2.2	23.6	320.8	5.5
2023	44,003	557	62.4	17.4	277	$0.85	$2.65	$45,185	2.2	23.6	329.3	5.5
2024	44,392	539	63.0	17.6	275	$0.90	$2.78	$45,962	2.1	23.6	338.2	5.5
2025	44,758	521	63.6	17.9	267	$0.95	$2.91	$46,677	2.1	23.6	347.7	5.5
2026	45,095	497	64.0	18.1	257	$1.01	$3.04	$47,276	2.1	23.6	357.5	5.5
2027	45,409	475	64.5	18.4	238	$1.07	$3.18	$47,863	2.1	23.6	368.0	5.5
2028	45,706	463	65.0	18.6	237	$1.13	$3.32	$48,416	2.1	23.6	378.9	5.5
2029	45,992	453	65.5	18.8	229	$1.20	$3.47	$48,977	2.1	23.6	390.1	5.5
2030	46,250	427	66.0	19.1	227	$1.26	$3.63	$49,563	2.1	23.6	401.9	5.5
2031	46,472	392	66.5	19.3	223	$1.33	$3.78	$50,160	2.2	23.6	413.8	5.5
2032	46,678	376	66.9	19.5	219	$1.41	$3.94	$50,724	2.2	23.6	426.1	5.5
2033	46,856	350	67.3	19.7	216	$1.49	$4.11	$51,343	2.1	23.7	438.7	5.5
2034	47,015	331	67.8	19.9	213	$1.57	$4.28	$51,973	2.2	23.7	451.7	5.5
2035	47,164	322	68.2	20.1	210	$1.65	$4.46	$52,661	2.2	23.7	465.1	5.5
2036	47,272	282	68.6	20.3	207	$1.74	$4.66	$53,402	2.1	23.7	478.9	5.5
2037	47,347	250	69.0	20.5	203	$1.84	$4.85	$54,154	2.2	23.7	493.1	5.5
2038	47,399	228	69.3	20.7	200	$1.94	$5.05	$54,949	2.1	23.7	507.8	5.4
2039	47,433	210	69.6	20.9	197	$2.05	$5.27	$55,790	2.1	23.7	522.9	5.4
2040	47,442	185	70.0	21.1	194	$2.16	$5.49	$56,680	2.1	23.7	538.6	5.4

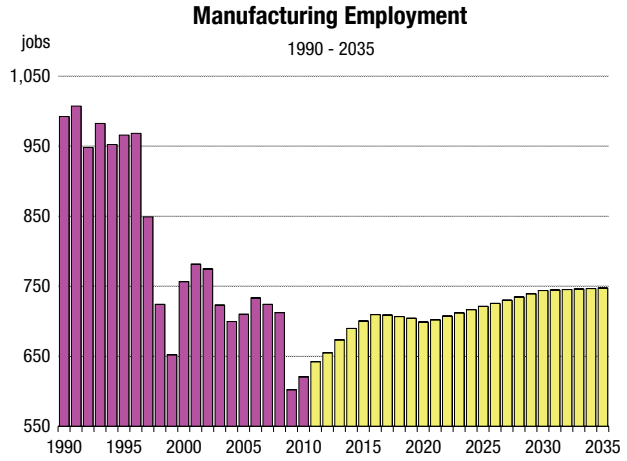


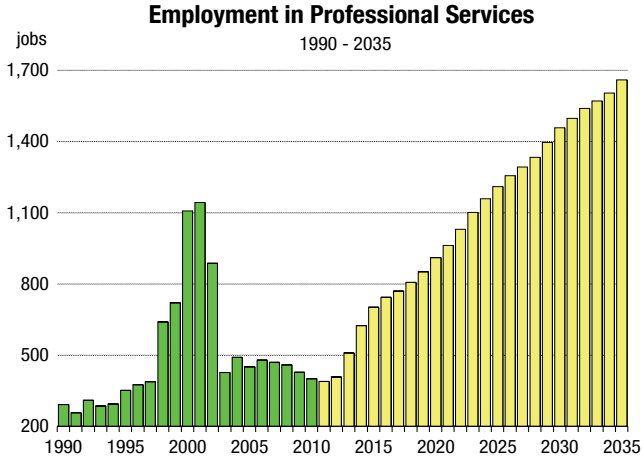


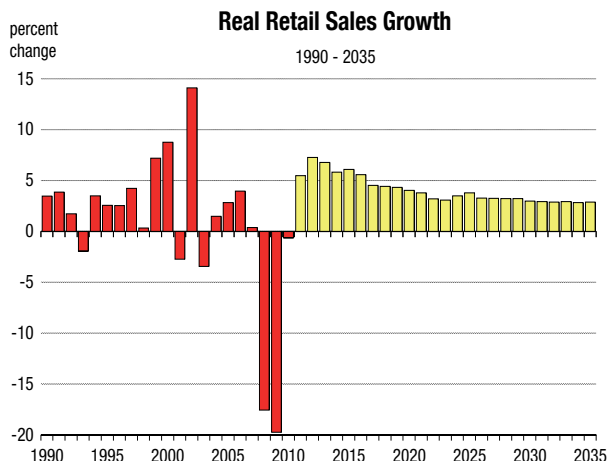
Amador County Employment Forecast

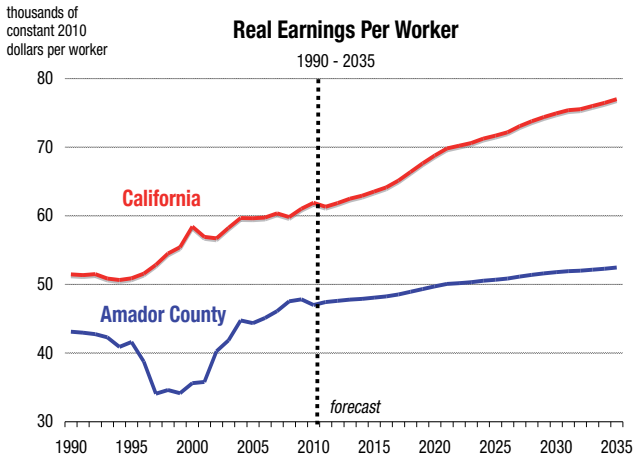
2006-2010 History, 2011-2040 Forecast

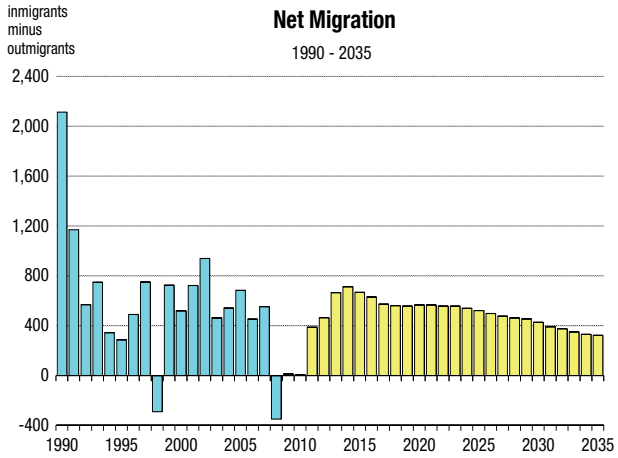
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	12.7	0.29	0.61	0.73	0.17	1.95	0.34	0.48	0.21	1.31	1.17	5.15
2007	13.0	0.31	0.55	0.72	0.18	2.07	0.31	0.47	0.21	1.28	1.14	5.51
2008	12.7	0.29	0.44	0.71	0.16	1.92	0.29	0.46	0.20	1.27	1.08	5.57
2009	11.9	0.30	0.30	0.60	0.16	1.61	0.28	0.43	0.18	1.31	1.01	5.44
2010	11.4	0.31	0.25	0.62	0.16	1.54	0.28	0.40	0.18	1.32	0.94	5.11
2011	11.5	0.33	0.30	0.64	0.16	1.63	0.28	0.39	0.19	1.34	0.95	5.00
2012	11.7	0.33	0.32	0.66	0.17	1.72	0.28	0.41	0.19	1.36	0.97	4.94
2013	12.1	0.34	0.36	0.67	0.17	1.81	0.29	0.51	0.20	1.37	0.98	5.04
2014	12.5	0.34	0.40	0.69	0.17	1.88	0.30	0.62	0.20	1.39	1.00	5.15
2015	12.9	0.34	0.43	0.70	0.17	1.96	0.30	0.70	0.21	1.41	1.02	5.25
2016	13.1	0.34	0.45	0.71	0.17	2.03	0.31	0.74	0.21	1.43	1.04	5.33
2017	13.3	0.33	0.46	0.71	0.17	2.09	0.31	0.77	0.21	1.44	1.05	5.40
2018	13.6	0.32	0.48	0.71	0.17	2.15	0.31	0.81	0.21	1.46	1.06	5.50
2019	13.8	0.32	0.49	0.70	0.17	2.21	0.32	0.85	0.22	1.48	1.07	5.61
2020	14.1	0.32	0.50	0.70	0.17	2.26	0.32	0.91	0.22	1.49	1.08	5.74
2021	14.3	0.32	0.51	0.70	0.17	2.31	0.32	0.96	0.22	1.51	1.08	5.87
2022	14.6	0.32	0.52	0.71	0.17	2.35	0.32	1.03	0.22	1.52	1.09	5.98
2023	14.9	0.32	0.53	0.71	0.17	2.39	0.32	1.10	0.22	1.54	1.10	6.10
2024	15.2	0.32	0.54	0.72	0.17	2.44	0.33	1.16	0.22	1.56	1.10	6.22
2025	15.4	0.32	0.55	0.72	0.17	2.49	0.33	1.21	0.22	1.58	1.11	6.33
2026	15.6	0.32	0.56	0.73	0.17	2.53	0.33	1.26	0.22	1.60	1.12	6.42
2027	15.9	0.32	0.56	0.73	0.17	2.57	0.34	1.29	0.22	1.62	1.12	6.53
2028	16.1	0.32	0.57	0.73	0.17	2.62	0.34	1.33	0.23	1.64	1.13	6.63
2029	16.3	0.32	0.57	0.74	0.17	2.66	0.34	1.40	0.23	1.66	1.13	6.73
2030	16.6	0.32	0.58	0.74	0.17	2.70	0.35	1.46	0.23	1.68	1.14	6.84
2031	16.8	0.32	0.58	0.74	0.17	2.73	0.35	1.50	0.23	1.70	1.15	6.94
2032	17.0	0.32	0.59	0.75	0.17	2.77	0.35	1.54	0.23	1.72	1.15	7.05
2033	17.3	0.32	0.59	0.75	0.17	2.81	0.36	1.57	0.23	1.74	1.16	7.16
2034	17.5	0.32	0.59	0.75	0.17	2.85	0.36	1.60	0.23	1.76	1.16	7.27
2035	17.7	0.32	0.60	0.75	0.17	2.89	0.36	1.66	0.23	1.79	1.17	7.38
2036	17.9	0.33	0.60	0.75	0.17	2.92	0.37	1.68	0.24	1.81	1.18	7.49
2037	18.1	0.33	0.60	0.75	0.17	2.96	0.37	1.67	0.24	1.83	1.18	7.61
2038	18.3	0.33	0.60	0.75	0.17	3.00	0.37	1.67	0.24	1.86	1.19	7.72
2039	18.5	0.33	0.60	0.75	0.17	3.04	0.38	1.66	0.24	1.88	1.19	7.84
2040	18.7	0.33	0.60	0.75	0.17	3.07	0.38	1.64	0.24	1.91	1.20	7.95

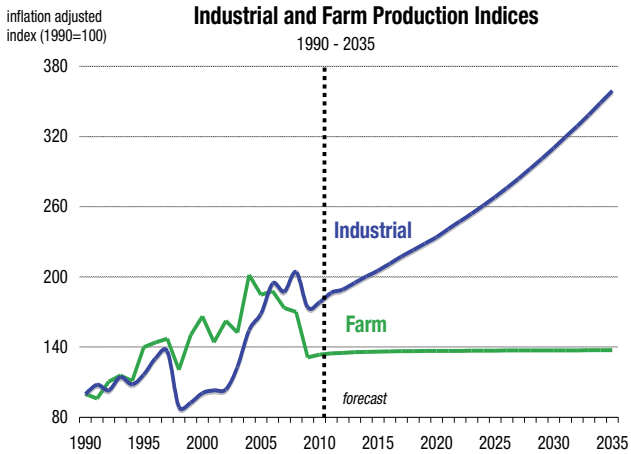












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	35.8 %
Expected job growth:	13.8 %
Fastest growing jobs sector:	Professional Services
Expected personal income growth:	20.1%
Expected population growth:	6.8 %
Net migration to account for:	100 %
Expected growth in number of vehicles:	8.5 %

Demographics (2011)

Unemployment rate (June 2011)	12.6 %
County Rank* in California (58 counties):	26th
Working age (16-64) population:	65.9 %
Population with B.A. Degree or higher:	19.7 %
Median Home Selling Price:	$175,000
Median Household Income:	$55,283

Quality of Life

Violent Crime rate (2009):	281 per 100,000 persons
County Rank* in California (58 counties):	17th
Average Commute Time to work (2011):	29.5 minutes
High School drop out rate (2009):	8.8 %
Households at/below poverty line:	5.9 %

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

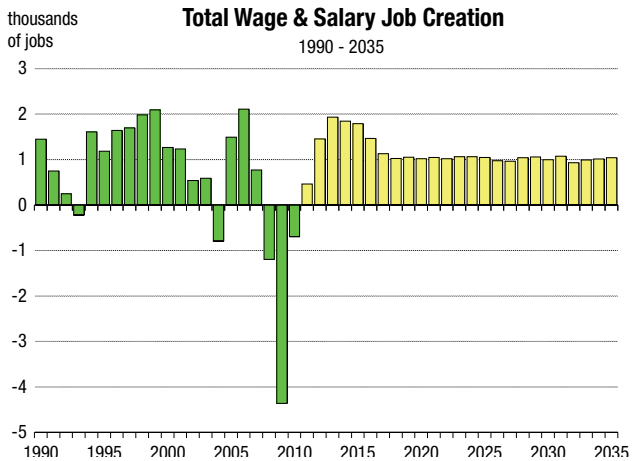
Butte County Economic Forecast

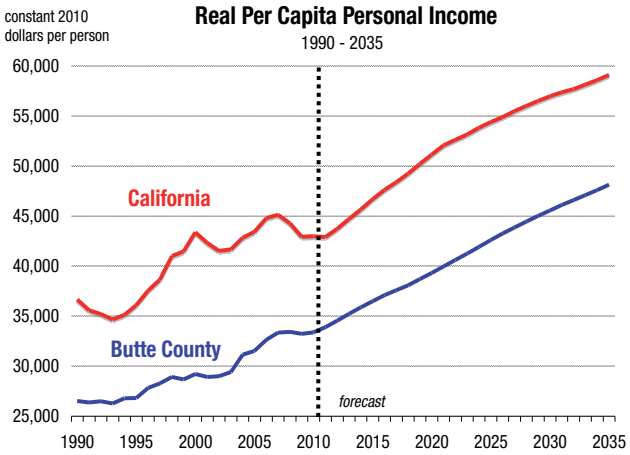
Butte County is the largest California County in terms of population north of the Bay Area and the Sacramento Valley. The county is home to Chico State, the second oldest college in the California State University system. Butte County has a population of 220,269 people and 72,633 wage and salary jobs. The per capita income in Butte County is $33,363, and the average salary per worker is $41,016.

In 2010, 692 total wage and salary jobs were lost in Butte County, representing a decline in employment of 0.9 percent. The unemployment rate increased to 14.0 percent in 2010.

During 2010, jobs were created in the retail trade, education and healthcare, financial activities, and professional services. The public sector, which accounts for 23 percent of total employment in Butte County, shed 442 jobs, or 2.6 percent of total employment. Other sectors with significant employment losses included leisure (-200 jobs), construction (-190 jobs) and transportation and warehousing (-180 jobs). Manufacturing employment fell to the lowest level on record.

The population in Butte County grew at a rate of 8.3 percent between the 2000 and 2010 census. The largest city in the county is Chico (86,200 residents), which grew 42.4 percent over the past decade. Slower migration has limited population growth in recent years, however migration and growth are expected to increase over the forecast.





Forecast Highlights

- Total wage and salary job growth is forecast to be 0.6 percent in 2011. Between 2011 and 2016, total employment growth averages 2.2 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 by an average of 0.8 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in professional services, education and healthcare services, retail trade, and miscellaneous services. These sectors account for 64 percent of all jobs created in the county during this time period.

- The population in the county will continue to grow at a modest rate. Annual growth in the 2011 to 2016 period averages 1.0 percent per year.

- Net migration is forecast to rise in 2011 to 1,100 people. Migration then accelerates, averaging over 1,800 people per year from 2011 to 2016.

- Real per capita income is forecast to increase 1.6 percent in 2011. Over the 2011 to 2016 period real per capita income growth is expected to average 1.8 percent per year.

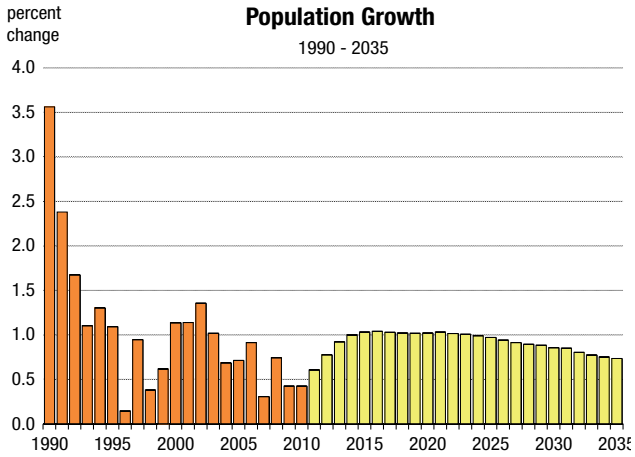
- Total taxable sales, adjusted for inflation, are forecast to rise by 3.6 percent in 2011. Between 2011 and 2016 real taxable sales are forecast to increase by an average of 3.8 percent per year.

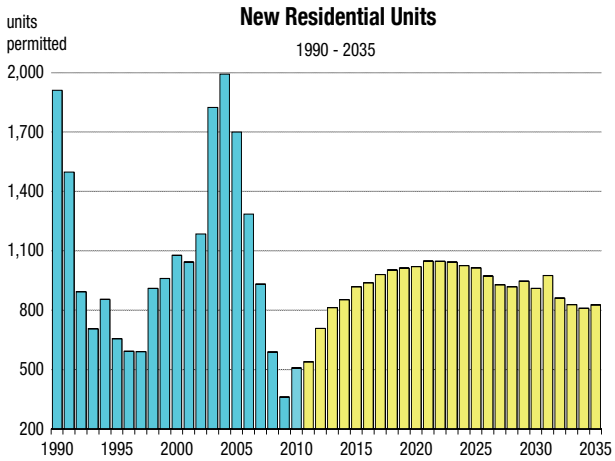
- Industrial production is forecast to rise 2.6 percent in 2011. From 2011 to 2016 the growth rate of industrial production will remain stable, averaging 2.7 percent growth per year.

Butte County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	216,119	1,687	227.8	87.2	1,286	$2.83	$6.48	$32,618	3.2	473	887	6.2
2007	216,787	390	223.9	88.5	932	$2.78	$6.87	$33,355	3.4	516	914	6.6
2008	218,404	1,349	225.9	89.7	589	$2.68	$7.15	$33,433	3.0	576	940	8.4
2009	219,335	708	225.5	90.0	362	$2.35	$7.19	$33,213	0.8	547	932	12.6
2010	220,269	710	225.4	90.4	508	$2.39	$7.35	$33,363	1.3	549	922	14.0
2011	221,609	1,103	225.2	90.9	540	$2.56	$7.75	$33,881	3.3	561	946	13.4
2012	223,337	1,502	225.7	91.5	708	$2.72	$8.15	$34,544	2.3	568	973	12.6
2013	225,399	1,844	227.0	92.2	813	$2.90	$8.58	$35,232	2.3	572	1,005	11.3
2014	227,653	2,040	228.8	93.0	854	$3.07	$9.04	$35,880	2.4	574	1,026	10.0
2015	230,006	2,141	231.0	93.8	919	$3.25	$9.49	$36,505	2.1	575	1,052	8.8
2016	232,401	2,183	233.3	94.7	939	$3.44	$9.94	$37,076	2.1	575	1,079	7.9
2017	234,799	2,189	235.7	95.7	981	$3.62	$10.39	$37,572	2.1	575	1,108	7.4
2018	237,201	2,198	238.1	96.6	1,003	$3.80	$10.85	$38,090	2.0	575	1,135	7.0
2019	239,623	2,226	240.4	97.6	1,013	$3.98	$11.34	$38,687	1.9	575	1,163	6.7
2020	242,074	2,270	242.7	98.6	1,021	$4.16	$11.84	$39,311	1.7	575	1,192	6.4
2021	244,576	2,338	245.0	99.6	1,048	$4.34	$12.37	$39,973	1.7	575	1,227	6.3
2022	247,067	2,344	247.3	100.7	1,047	$4.54	$12.98	$40,603	2.2	574	1,262	6.3
2023	249,558	2,360	249.5	101.7	1,044	$4.74	$13.60	$41,246	2.2	574	1,295	6.3
2024	252,036	2,360	251.8	102.7	1,026	$4.95	$14.26	$41,930	2.1	574	1,331	6.2
2025	254,486	2,343	254.0	103.7	1,015	$5.19	$14.94	$42,613	2.1	574	1,368	6.2
2026	256,886	2,305	256.3	104.8	973	$5.42	$15.63	$43,247	2.1	575	1,407	6.2
2027	259,236	2,264	258.4	105.7	930	$5.67	$16.32	$43,857	2.1	575	1,449	6.1
2028	261,559	2,246	260.6	106.6	919	$5.92	$17.05	$44,453	2.1	575	1,491	6.1
2029	263,874	2,245	262.8	107.5	947	$6.19	$17.79	$45,026	2.1	576	1,536	6.1
2030	266,135	2,196	265.0	108.5	910	$6.47	$18.54	$45,568	2.1	576	1,582	6.1
2031	268,401	2,206	267.2	109.4	975	$6.75	$19.33	$46,101	2.2	577	1,628	6.0
2032	270,567	2,109	269.4	110.3	861	$7.05	$20.12	$46,590	2.2	578	1,675	6.0
2033	272,668	2,048	271.5	111.2	829	$7.36	$20.94	$47,094	2.1	579	1,724	6.0
2034	274,720	2,003	273.7	112.0	810	$7.68	$21.79	$47,602	2.2	580	1,774	5.9
2035	276,748	1,984	275.9	112.8	828	$8.02	$22.67	$48,127	2.2	580	1,826	5.9
2036	278,771	1,982	278.0	113.6	860	$8.38	$23.59	$48,664	2.1	581	1,879	5.9
2037	280,791	1,983	280.2	114.5	893	$8.75	$24.54	$49,205	2.2	582	1,934	5.9
2038	282,780	1,955	282.4	115.4	876	$9.13	$25.53	$49,763	2.1	583	1,990	5.8
2039	284,729	1,919	284.6	116.2	857	$9.53	$26.55	$50,342	2.1	584	2,048	5.8
2040	286,638	1,885	286.8	117.1	837	$9.95	$27.60	$50,950	2.1	585	2,110	5.8

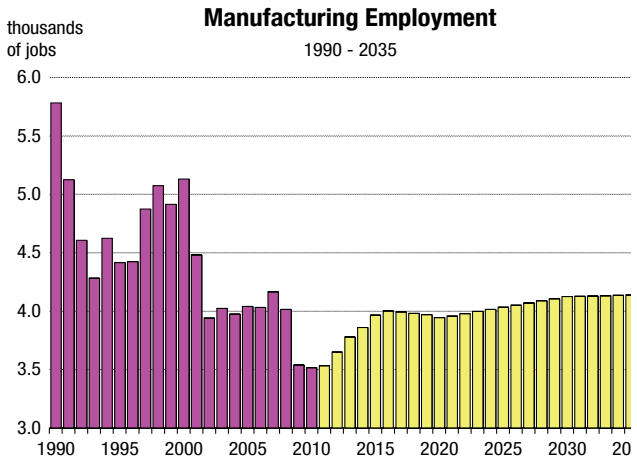


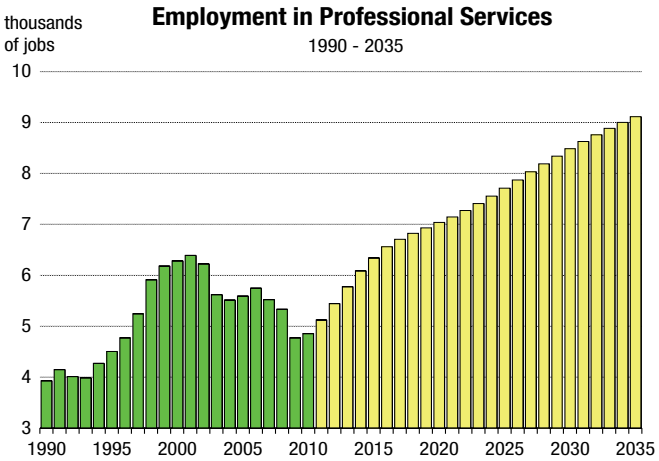


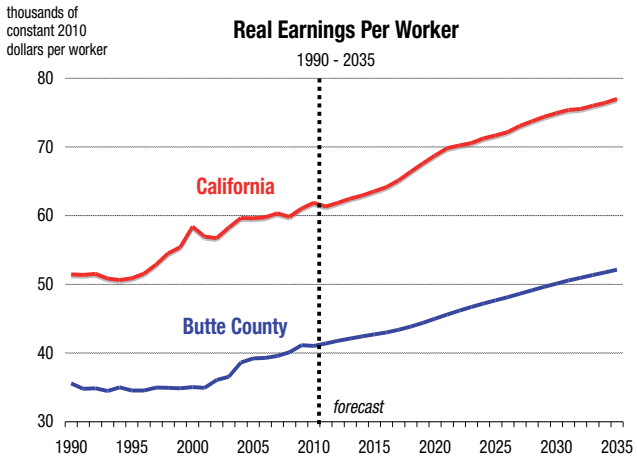
Butte County Employment Forecast

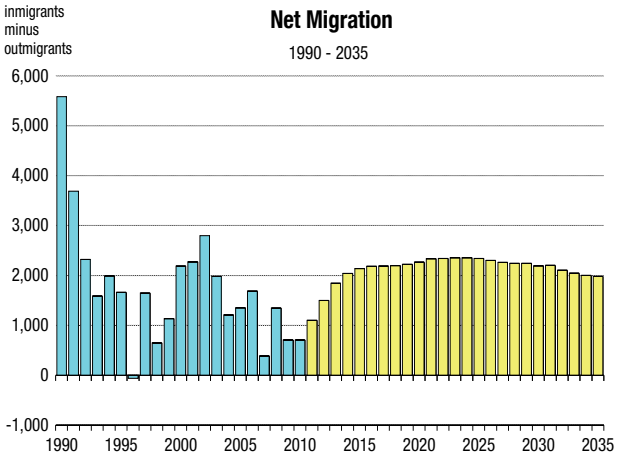
2006-2010 History, 2011-2040 Forecast

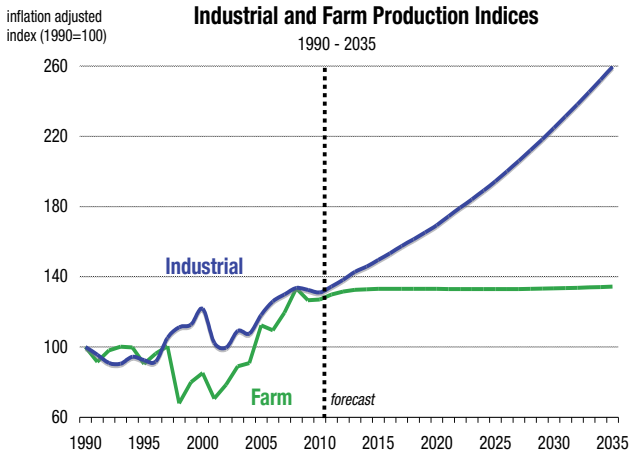
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	78.1	2.50	4.2	4.0	1.9	12.5	4.2	5.8	1.3	12.9	7.7	17.5
2007	78.9	2.58	3.8	4.2	2.0	12.3	4.2	5.5	1.2	13.0	8.0	18.5
2008	77.7	2.81	3.3	4.0	1.9	11.8	4.4	5.3	1.2	13.4	7.9	18.2
2009	73.3	2.70	2.6	3.5	1.8	11.1	4.4	4.8	1.1	13.3	7.3	17.3
2010	72.6	2.65	2.4	3.5	1.6	11.1	4.6	4.9	1.0	13.7	7.1	16.8
2011	73.1	2.67	2.5	3.5	1.6	11.2	4.6	5.1	1.0	13.9	7.1	16.5
2012	74.6	2.67	2.6	3.7	1.6	11.5	4.7	5.4	1.0	14.2	7.2	16.3
2013	76.5	2.67	2.7	3.8	1.7	11.8	4.8	5.8	1.0	14.4	7.4	16.5
2014	78.3	2.67	2.8	3.9	1.7	12.2	4.9	6.1	1.1	14.6	7.5	16.7
2015	80.1	2.67	2.9	4.0	1.7	12.5	5.0	6.3	1.1	14.8	7.7	16.9
2016	81.6	2.67	2.9	4.0	1.8	12.8	5.1	6.6	1.1	15.0	7.9	17.0
2017	82.7	2.67	2.9	4.0	1.8	13.0	5.2	6.7	1.1	15.2	8.1	17.1
2018	83.8	2.67	3.0	4.0	1.8	13.2	5.2	6.8	1.1	15.4	8.2	17.3
2019	84.8	2.67	3.0	4.0	1.8	13.3	5.3	6.9	1.1	15.6	8.4	17.5
2020	85.8	2.67	3.0	3.9	1.9	13.5	5.3	7.0	1.1	15.8	8.5	17.7
2021	86.9	2.67	3.1	4.0	1.9	13.7	5.4	7.1	1.1	16.0	8.6	18.0
2022	87.9	2.67	3.1	4.0	1.9	13.8	5.4	7.3	1.1	16.2	8.7	18.2
2023	89.0	2.67	3.1	4.0	1.9	14.0	5.4	7.4	1.1	16.4	8.8	18.4
2024	90.0	2.67	3.1	4.0	2.0	14.2	5.4	7.6	1.1	16.6	8.8	18.6
2025	91.1	2.67	3.2	4.0	2.0	14.4	5.5	7.7	1.1	16.8	8.9	18.8
2026	92.1	2.67	3.1	4.1	2.0	14.6	5.5	7.9	1.1	17.0	9.0	18.9
2027	93.0	2.67	3.1	4.1	2.0	14.7	5.5	8.0	1.1	17.2	9.1	19.1
2028	94.1	2.67	3.1	4.1	2.0	14.9	5.6	8.2	1.1	17.5	9.2	19.3
2029	95.1	2.67	3.2	4.1	2.1	15.0	5.6	8.3	1.1	17.7	9.3	19.5
2030	96.1	2.67	3.2	4.1	2.1	15.2	5.6	8.5	1.1	17.9	9.3	19.6
2031	97.2	2.67	3.2	4.1	2.1	15.3	5.6	8.6	1.2	18.2	9.4	19.8
2032	98.1	2.67	3.2	4.1	2.1	15.5	5.7	8.8	1.2	18.4	9.5	20.0
2033	99.1	2.67	3.2	4.1	2.1	15.6	5.7	8.9	1.2	18.7	9.6	20.2
2034	100.1	2.67	3.2	4.1	2.1	15.8	5.7	9.0	1.2	19.0	9.7	20.3
2035	101.2	2.67	3.2	4.1	2.2	16.0	5.8	9.1	1.2	19.2	9.8	20.5
2036	102.2	2.67	3.2	4.1	2.2	16.1	5.8	9.2	1.2	19.5	9.9	20.7
2037	103.3	2.67	3.3	4.1	2.2	16.3	5.8	9.3	1.2	19.8	9.9	20.9
2038	104.3	2.67	3.3	4.1	2.2	16.5	5.9	9.5	1.2	20.1	10.0	21.1
2039	105.4	2.67	3.3	4.1	2.2	16.6	5.9	9.6	1.2	20.3	10.1	21.2
2040	106.4	2.67	3.3	4.2	2.2	16.8	6.0	9.7	1.2	20.6	10.2	21.4











County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.2 %
Expected job growth:	11.6 %
Fastest growing jobs sector:	Professional Business Services
Expected personal income growth:	14.8 %
Expected population growth:	4.9 %
Net migration to account for:	90.0 %
Expected growth in number of vehicles:	3.6 %

Demographics (2011)

Unemployment rate (June 2011)	14.1 %
County Rank* in California (58 counties):	34th
Working age (16-64) population:	65.8 %
Population with B.A. Degree or higher:	24.0 %
Median Home Selling Price:	$184,500
Median Household Income:	$39,669

Quality of Life

Violent Crime rate (2009):	422 per 100,000 persons
County Rank* in California (58 counties):	34th
Average Commute Time to work (2011):	21.0 minutes
High School drop out rate (2009):	18.3 %
Households at/below poverty line:	11.7 %

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

Calaveras County Economic Forecast

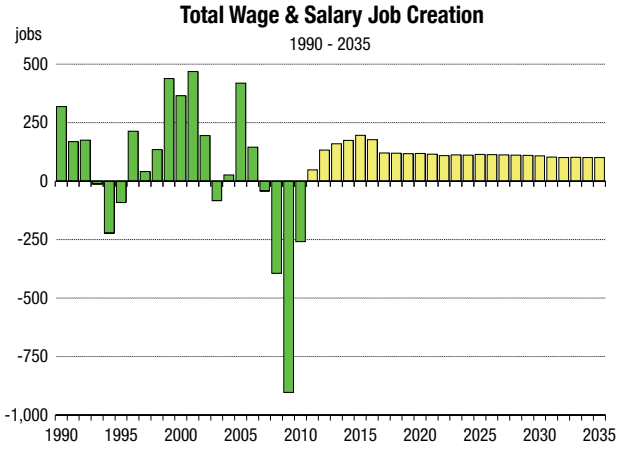
Calaveras County is located in the Sierra Nevada Mountains. The county was the setting of Mark Twain's famous short story, The Celebrated Jumping Frog of Calaveras County. Calaveras County has a population of 45,526 people and 7,670 wage and salary jobs. The per capita income in Calaveras County is $36,275, and the average salary per worker is $39,301.

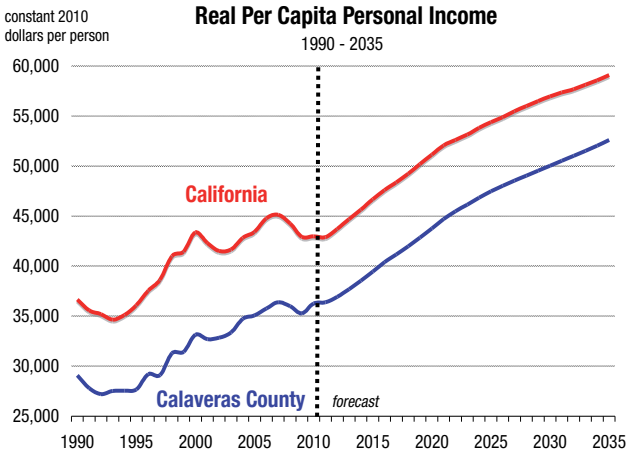
In 2010, 258 total wage and salary jobs were lost in Calaveras County, representing a decline in employment of 3.7 percent. Farm employment is extremely minimal, employing only 58 workers, or less than one percent of total employment in Calaveras County. The unemployment rate increased to 15.6 percent in 2010.

Transportation & warehousing, and leisure services were the only sectors to create jobs in 2010, adding a total of 29 workers. The largest employment losses were in the construction (-100 jobs), government (-80 jobs), and manufacturing (-40 jobs) sectors. The government sector is the largest employer in the county, accounting for 33 percent of total employment.

The population in Calaveras County rose by 12.4 percent between the 2000 and 2010 census. The only incorporated city in the county is Angels City, which grew by 27.7 percent in the last decade. Net migration was negative last year, with an estimated total of 158 migrants leaving the county. All of the population growth is due to net in-migrating population, because the natural increase has been negative since 1996.

Employment and population growth are both expected to moderate over the forecast, but still remain positive over the long term.





Forecast Highlights

- Total wage and salary job growth is forecast to be positive in 2011, increasing by 0.6 percent. Between 2011 and 2016, job growth will average 2.1 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 0.6 percent per year from 2011 to 2016.

- Between 2011 and 2016, job growth will be dominated by the construction, professional services, government, and leisure services sectors, which are expected to account for 68 percent of net job creation.

- Population growth is expected to be very minor in 2011, at just 0.3 percent. Annual growth from 2011 to 2016 averages 0.6 percent per year. The natural increase remains negative, as the number of forecast deaths continues to outpace births.

- Net migration is forecast at 296 people in 2011. Between 2011 and 2016 net migration is expected to average 410 net migrants per year.

- Real per capita income is forecast to increase 0.3 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to increase an average of 2.1 percent per year.

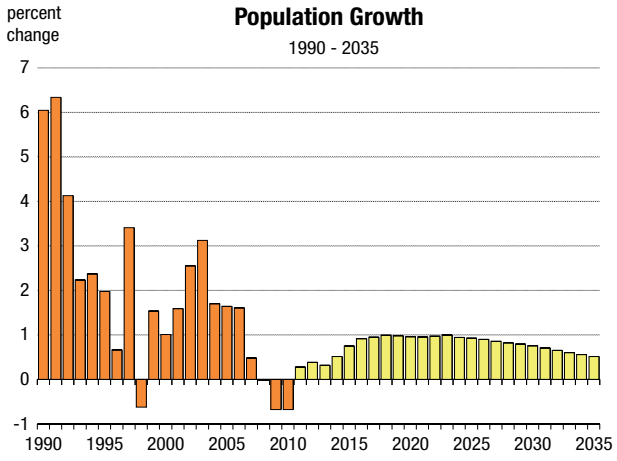
- Total taxable sales, adjusted for inflation, are forecast to rise at a rate of 4.4 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase an average of 5.1 percent per year.

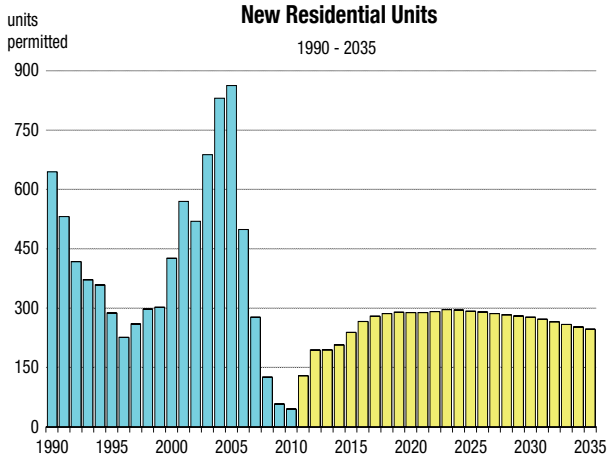
- Industrial production is forecast to increase 4.5 percent in 2011, due primarily to the strength of non durable manufacturing. From 2011 to 2016 the growth rate of industrial production will average 2.7 percent per year.

Calaveras County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	45,931	759	73.3	19.2	499	$0.36	$1.51	$35,772	3.2	17.9	107.8	5.9
2007	46,154	269	71.9	19.6	277	$0.35	$1.60	$36,383	3.4	17.8	109.4	6.4
2008	46,144	32	71.8	20.0	126	$0.31	$1.63	$36,005	3.0	16.1	114.0	8.6
2009	45,834	-205	71.3	20.2	58	$0.26	$1.60	$35,272	0.8	18.1	108.2	13.9
2010	45,526	-158	72.3	20.3	45	$0.27	$1.65	$36,275	1.3	18.1	102.9	15.6
2011	45,653	296	73.2	20.4	129	$0.29	$1.72	$36,393	3.3	19.2	107.5	15.0
2012	45,829	343	74.2	20.5	194	$0.31	$1.79	$36,944	2.3	19.8	109.9	13.9
2013	45,975	313	75.4	20.6	195	$0.34	$1.87	$37,719	2.3	19.9	113.3	12.4
2014	46,212	403	76.7	20.8	207	$0.36	$1.97	$38,551	2.4	20.3	116.2	10.7
2015	46,561	515	78.2	20.9	239	$0.39	$2.08	$39,473	2.1	20.9	119.1	9.3
2016	46,989	594	79.9	21.1	267	$0.42	$2.19	$40,407	2.1	21.4	122.7	8.3
2017	47,435	612	81.4	21.3	280	$0.44	$2.30	$41,182	2.1	21.7	126.2	7.7
2018	47,907	639	82.9	21.5	287	$0.47	$2.41	$41,980	2.0	21.8	129.4	7.2
2019	48,378	639	84.4	21.7	290	$0.49	$2.54	$42,867	1.9	21.7	132.5	6.7
2020	48,845	636	85.8	21.9	289	$0.52	$2.66	$43,772	1.7	21.7	135.9	6.4
2021	49,313	640	87.2	22.1	289	$0.55	$2.79	$44,715	1.7	21.8	140.2	6.4
2022	49,794	656	88.6	22.3	292	$0.57	$2.93	$45,486	2.2	21.8	144.3	6.4
2023	50,293	677	89.9	22.5	297	$0.60	$3.07	$46,164	2.2	21.6	148.4	6.4
2024	50,768	658	91.2	22.7	295	$0.63	$3.21	$46,854	2.1	21.2	152.8	6.4
2025	51,239	658	92.5	22.9	292	$0.67	$3.35	$47,502	2.1	20.8	157.3	6.4
2026	51,702	655	93.8	23.2	291	$0.70	$3.49	$48,041	2.1	20.4	162.2	6.4
2027	52,146	643	95.1	23.4	287	$0.74	$3.63	$48,551	2.1	20.0	167.3	6.4
2028	52,578	639	96.4	23.6	283	$0.77	$3.78	$49,047	2.1	19.6	172.7	6.4
2029	52,997	636	97.7	23.8	280	$0.81	$3.93	$49,541	2.1	19.2	178.2	6.4
2030	53,399	628	98.9	24.0	277	$0.85	$4.09	$50,031	2.1	19.1	183.9	6.4
2031	53,779	616	100.1	24.2	272	$0.89	$4.25	$50,526	2.2	19.0	189.7	6.4
2032	54,132	598	101.3	24.4	266	$0.94	$4.41	$51,026	2.2	18.6	195.6	6.3
2033	54,460	581	102.5	24.6	259	$0.98	$4.58	$51,540	2.1	18.0	201.6	6.3
2034	54,765	566	103.7	24.8	253	$1.03	$4.75	$52,059	2.2	17.3	207.8	6.3
2035	55,048	552	104.9	24.9	247	$1.08	$4.93	$52,614	2.2	16.7	214.2	6.3
2036	55,311	540	106.0	25.1	242	$1.13	$5.12	$53,196	2.1	16.0	220.8	6.3
2037	55,556	528	107.2	25.3	237	$1.18	$5.31	$53,798	2.2	15.3	227.6	6.3
2038	55,785	517	108.4	25.5	232	$1.24	$5.51	$54,436	2.1	15.0	234.6	6.3
2039	55,997	506	109.5	25.6	228	$1.30	$5.72	$55,109	2.1	14.6	241.8	6.3
2040	56,194	496	110.7	25.8	224	$1.36	$5.93	$55,821	2.1	14.1	249.6	6.3

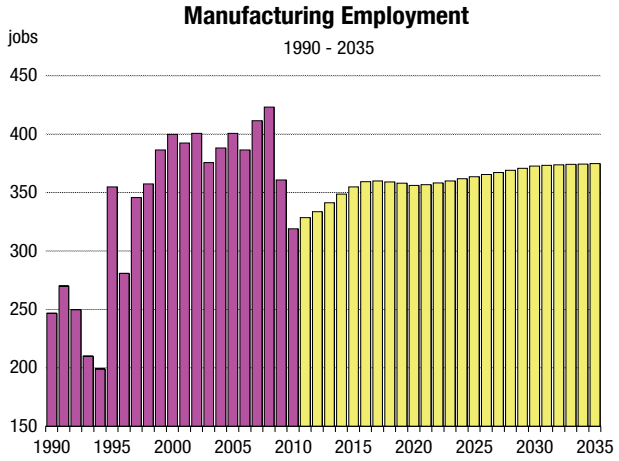


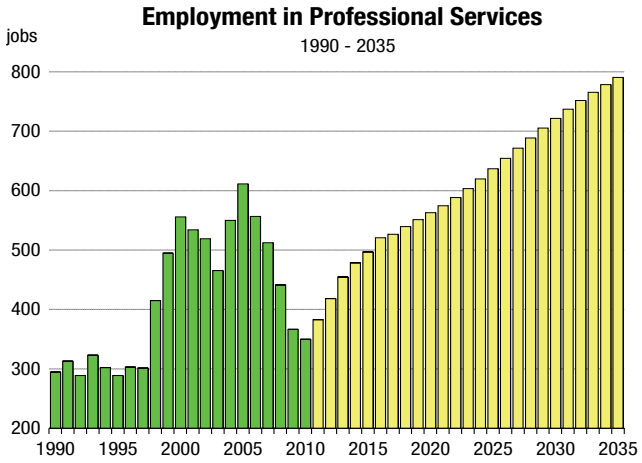


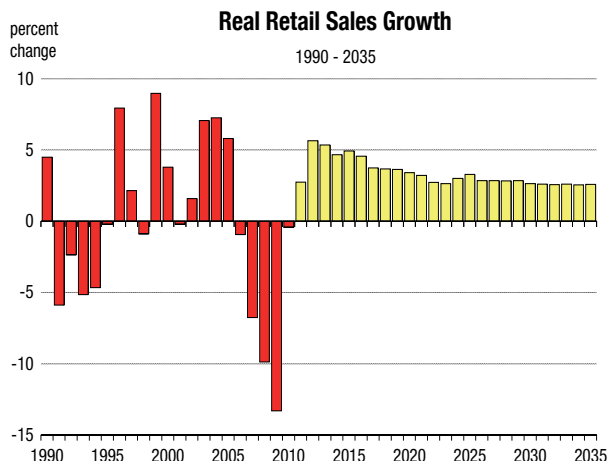
Calaveras County Employment Forecast

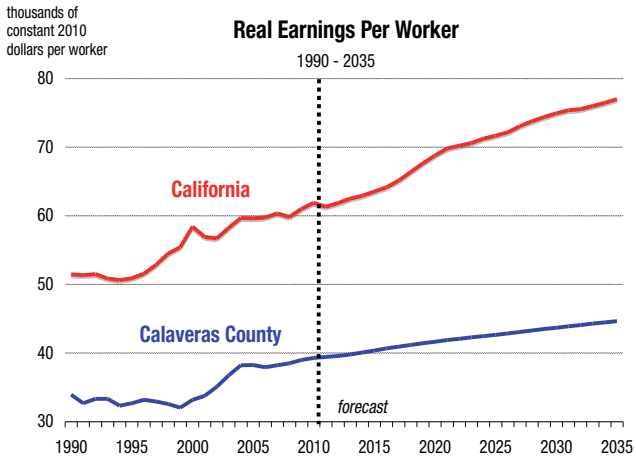
2006-2010 History, 2011-2040 Forecast

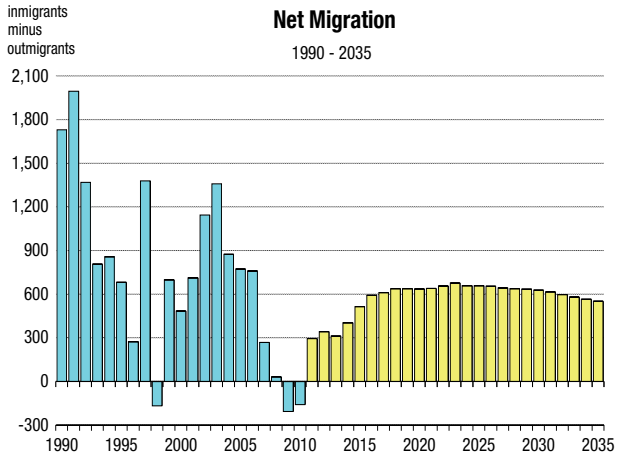
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	9.3	0.06	1.35	0.39	0.32	1.31	0.33	0.56	0.13	0.66	1.30	2.52
2007	9.2	0.07	1.26	0.41	0.31	1.29	0.33	0.51	0.12	0.62	1.35	2.60
2008	8.8	0.06	0.97	0.42	0.29	1.16	0.31	0.44	0.12	0.68	1.33	2.71
2009	7.9	0.06	0.66	0.36	0.26	1.03	0.27	0.37	0.12	0.66	1.17	2.63
2010	7.7	0.06	0.56	0.32	0.27	0.98	0.27	0.35	0.11	0.65	1.20	2.55
2011	7.7	0.06	0.60	0.33	0.27	1.01	0.26	0.38	0.11	0.66	1.20	2.48
2012	7.8	0.06	0.62	0.33	0.28	1.02	0.26	0.42	0.12	0.67	1.25	2.46
2013	8.0	0.06	0.63	0.34	0.28	1.04	0.27	0.45	0.12	0.68	1.29	2.47
2014	8.2	0.06	0.65	0.35	0.29	1.06	0.27	0.48	0.12	0.69	1.34	2.50
2015	8.4	0.06	0.67	0.35	0.29	1.08	0.27	0.50	0.12	0.70	1.40	2.54
2016	8.6	0.06	0.69	0.36	0.30	1.10	0.27	0.52	0.13	0.72	1.44	2.57
2017	8.7	0.06	0.72	0.36	0.30	1.12	0.27	0.53	0.13	0.73	1.48	2.57
2018	8.8	0.06	0.74	0.36	0.31	1.13	0.27	0.54	0.13	0.74	1.52	2.58
2019	8.9	0.07	0.76	0.36	0.31	1.14	0.27	0.55	0.13	0.75	1.55	2.59
2020	9.0	0.07	0.79	0.36	0.32	1.15	0.27	0.56	0.13	0.76	1.57	2.60
2021	9.1	0.07	0.81	0.36	0.33	1.17	0.27	0.57	0.13	0.77	1.60	2.61
2022	9.3	0.07	0.84	0.36	0.34	1.18	0.27	0.59	0.13	0.79	1.62	2.61
2023	9.4	0.07	0.86	0.36	0.34	1.19	0.27	0.60	0.13	0.80	1.64	2.62
2024	9.5	0.07	0.88	0.36	0.35	1.21	0.27	0.62	0.13	0.81	1.66	2.62
2025	9.6	0.07	0.90	0.36	0.35	1.22	0.27	0.64	0.13	0.82	1.68	2.63
2026	9.7	0.07	0.92	0.37	0.36	1.24	0.27	0.65	0.13	0.84	1.70	2.64
2027	9.8	0.07	0.93	0.37	0.36	1.25	0.27	0.67	0.14	0.85	1.72	2.65
2028	9.9	0.07	0.95	0.37	0.37	1.27	0.27	0.69	0.14	0.87	1.74	2.66
2029	10.0	0.07	0.96	0.37	0.37	1.28	0.27	0.71	0.14	0.88	1.76	2.67
2030	10.2	0.07	0.97	0.37	0.38	1.30	0.27	0.72	0.14	0.90	1.78	2.68
2031	10.3	0.07	0.99	0.37	0.38	1.31	0.27	0.74	0.14	0.91	1.80	2.69
2032	10.4	0.07	1.00	0.37	0.38	1.33	0.27	0.75	0.14	0.93	1.82	2.70
2033	10.5	0.07	1.01	0.37	0.39	1.34	0.27	0.77	0.14	0.94	1.85	2.71
2034	10.6	0.07	1.02	0.37	0.39	1.36	0.27	0.78	0.14	0.96	1.87	2.72
2035	10.7	0.07	1.03	0.37	0.40	1.37	0.27	0.79	0.14	0.98	1.89	2.73
2036	10.8	0.07	1.04	0.38	0.40	1.39	0.27	0.80	0.14	0.99	1.91	2.73
2037	10.9	0.07	1.05	0.38	0.41	1.41	0.27	0.81	0.15	1.01	1.93	2.74
2038	11.0	0.07	1.07	0.38	0.41	1.42	0.27	0.83	0.15	1.03	1.96	2.75
2039	11.1	0.07	1.08	0.38	0.42	1.44	0.28	0.84	0.15	1.05	1.98	2.76
2040	11.2	0.07	1.09	0.38	0.42	1.46	0.28	0.85	0.15	1.06	2.00	2.78

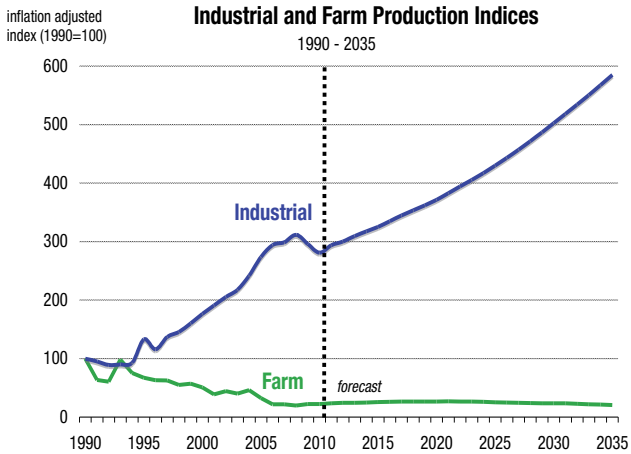












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	27.8%
Expected job growth:	10.9%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	13.9 %
Expected population growth:	2.9%
Net migration to account for:	100%
Expected growth in number of vehicles:	2.7%

Demographics (2011)

Unemployment rate (June 2011)	15.4%
County Rank* in California (58 counties):	40th
Working age (16-64) population:	64.2%
Population with B.A. Degree or higher:	19.6%
Median Home Selling Price:	$185,000
Median Household Income:	$53,455

Quality of Life

Violent Crime rate (2009):	183 per 100,000 persons
County Rank* in California (58 counties):	3rd
Average Commute Time to work (2011):	35.1 minutes
High School drop out rate (2009):	10.1%
Households at/below poverty line:	6.2%

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

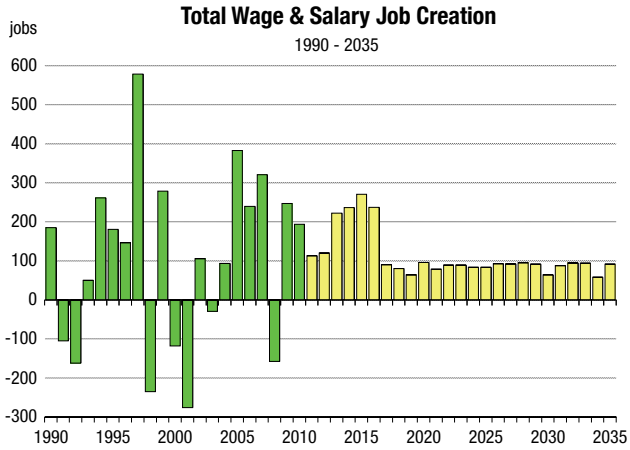
Colusa County Economic Forecast

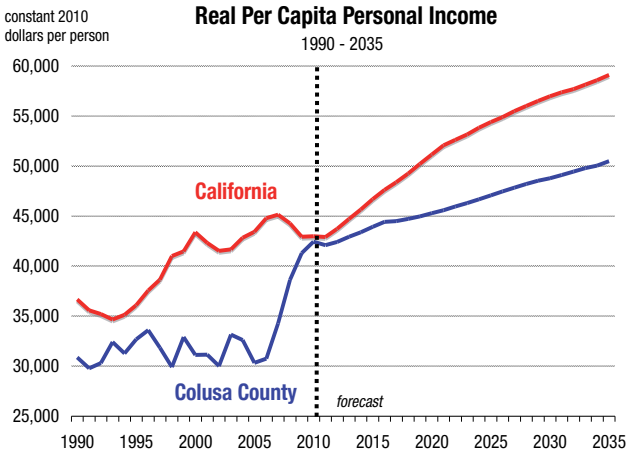
Colusa County is located northwest of the Sacramento Valley. The dominant industry in the county is agriculture. Rice, almonds and tomatoes are the major crops. Colusa County has a population of 21,461 people and 8,726 wage and salary jobs. The per capita income in Colusa County is $42,433, and the average salary per worker is $40,048.

In 2010, 194 total wage and salary jobs were created in Colusa County, representing a rise in employment of 2.3 percent. Non-farm employment rose by 26 jobs, representing a growth rate of 0.4 percent. The farm sector created 168 jobs last year, an increase of 7.3 percent. The unemployment rate increased to 20.1 percent in 2010.

Many sectors created jobs in Colusa County during 2010. Agriculture, construction, wholesale trade, education and healthcare, and financial activities all expanded wage and salary employment. Labor markets in Colusa County are dominated by agriculture and the public sector, together accounting for 52 percent of all employment. The largest decline in employment during 2010 was manufacturing, which declined by 45 jobs.

Between the 2000 and 2010 census the population of Colusa County grew by 13.9 percent. The only two incorporated cities are Colusa and Williams. Over the last decade Williams city has expanded rapidly, increasing in population by 39.6 percent. Growth in Colusa city has been more moderate expanding by 10.5 percent. Net migration was negative last year, with an estimated total of 52 migrants leaving the county.





Forecast Highlights

- Total wage and salary job growth is forecast at 1.3 percent in 2011. From 2011 to 2016, total employment growth averages 2.3 percent per year. Non-farm employment growth will average 2.8 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 1.2 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in agriculture, wholesale trade, and the public sector, combined these sectors account for 71 percent of all job growth. No other sector creates more than 15 jobs during this period.

- The population in the county will continue to grow, at an increasing rate through 2016. Annual growth in the 2011 to 2016 period averages 1.4 percent per year.

- Net migration is likely to remain negative in 2011, though there will be fewer people leaving the county than in recent years. Between 2011 and 2016 net migration is expected to average 58 net migrants per year.

- Real per capita income is forecast to decline 0.8 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to increase 2.5 percent per year.

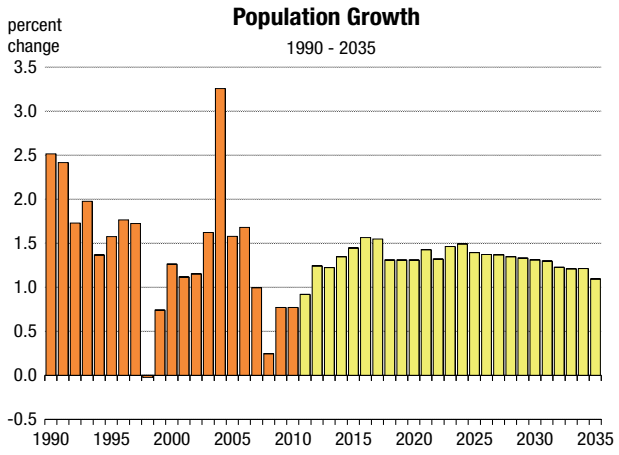
- Total taxable sales, adjusted for inflation, are forecast to rise at a rate of 1.4 percent in 2011. Over the 2011 to 2016 period the growth rate of real taxable sales is forecast to average 2.8 percent per year.

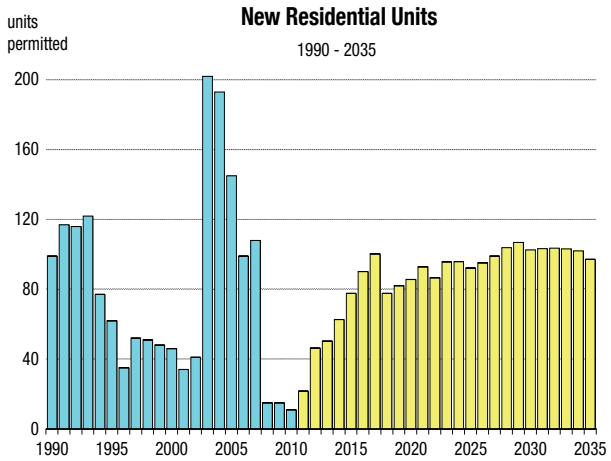
- Industrial production is forecast to rise by 2.7 percent in 2011. From 2011 to 2016 industrial production growth slows, increasing by an average of 1.4 percent per year. Total crop production, adjusted for inflation, is expected to decline an average of 0.4 percent per year between 2011 and 2016. The principle crop in the county is rice.

Colusa County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	20,873	101	26.3	6.8	99	$292	$0.59	$30,749	3.2	459.9	170.6	12.5
2007	21,081	-57	26.9	6.9	108	$296	$0.69	$34,263	3.4	509.7	202.6	11.9
2008	21,134	-193	27.3	7.0	15	$329	$0.80	$38,615	3.0	677.1	218.5	13.8
2009	21,297	-79	27.6	7.1	15	$541	$0.87	$41,308	0.8	644.6	216.4	18.1
2010	21,461	-52	27.8	7.1	11	$324	$0.91	$42,433	1.3	644.4	206.3	20.1
2011	21,659	-20	27.9	7.1	22	$340	$0.94	$42,099	3.3	674.1	211.8	18.8
2012	21,928	47	28.5	7.1	46	$357	$0.98	$42,415	2.3	661.0	213.9	17.4
2013	22,197	43	29.2	7.2	50	$377	$1.03	$42,942	2.3	657.5	217.2	15.5
2014	22,496	69	29.9	7.2	63	$396	$1.08	$43,376	2.4	654.0	219.2	13.4
2015	22,822	92	30.6	7.3	78	$417	$1.13	$43,933	2.1	644.1	221.3	11.6
2016	23,179	120	31.2	7.4	90	$436	$1.19	$44,411	2.1	661.0	226.7	10.4
2017	23,539	118	31.6	7.4	100	$450	$1.23	$44,495	2.1	657.5	233.4	9.7
2018	23,847	66	31.9	7.5	78	$468	$1.28	$44,728	2.0	657.5	240.0	9.1
2019	24,160	67	32.3	7.6	82	$486	$1.33	$44,954	1.9	661.0	246.5	8.5
2020	24,477	67	32.7	7.7	86	$506	$1.38	$45,292	1.7	640.2	253.3	8.2
2021	24,826	99	33.1	7.8	93	$524	$1.43	$45,593	1.7	637.1	261.2	8.1
2022	25,154	76	33.5	7.9	87	$546	$1.50	$45,964	2.2	664.5	268.7	8.1
2023	25,523	115	34.0	7.9	96	$569	$1.56	$46,305	2.2	660.7	276.3	8.1
2024	25,904	126	34.4	8.0	96	$593	$1.63	$46,664	2.1	664.5	283.9	8.1
2025	26,265	105	34.9	8.1	92	$619	$1.70	$47,074	2.1	661.0	292.4	8.1
2026	26,627	106	35.3	8.2	95	$644	$1.78	$47,468	2.1	654.0	301.3	8.1
2027	26,992	110	35.7	8.3	99	$671	$1.85	$47,840	2.1	650.8	310.7	8.1
2028	27,356	111	36.2	8.4	104	$699	$1.93	$48,198	2.1	657.5	320.4	8.1
2029	27,720	112	36.6	8.5	107	$728	$2.01	$48,535	2.1	654.0	330.3	8.1
2030	28,083	112	37.0	8.6	103	$756	$2.10	$48,787	2.1	637.1	340.7	8.1
2031	28,448	114	37.5	8.7	103	$787	$2.18	$49,104	2.2	637.1	351.5	8.1
2032	28,798	100	37.9	8.8	104	$820	$2.27	$49,439	2.2	671.2	362.9	8.1
2033	29,147	101	38.3	8.9	103	$853	$2.37	$49,792	2.1	667.7	374.5	8.1
2034	29,502	108	38.7	9.0	102	$886	$2.46	$50,052	2.2	664.5	386.3	8.1
2035	29,825	78	39.2	9.1	97	$923	$2.56	$50,487	2.2	650.8	398.6	8.0
2036	30,164	94	39.6	9.2	105	$961	$2.67	$50,918	2.1	674.4	411.3	8.0
2037	30,503	95	40.0	9.3	112	$1,001	$2.78	$51,370	2.2	661.0	424.4	8.0
2038	30,838	94	40.5	9.4	106	$1,041	$2.90	$51,786	2.1	626.8	438.0	8.0
2039	31,156	77	40.9	9.5	100	$1,083	$3.02	$52,252	2.1	664.2	452.0	8.0
2040	31,462	66	41.4	9.6	94	$1,129	$3.14	$52,831	2.1	661.0	466.9	8.0

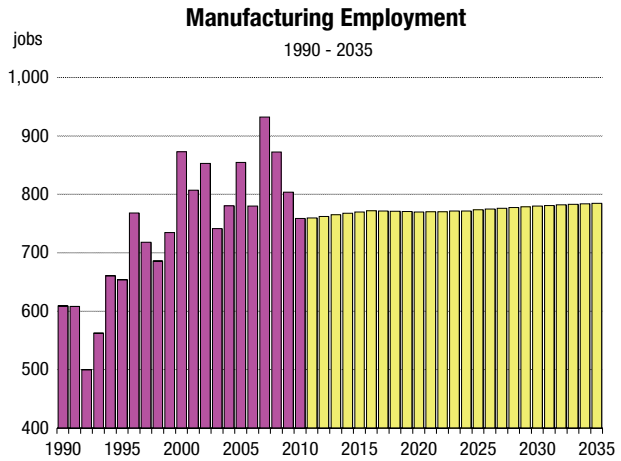


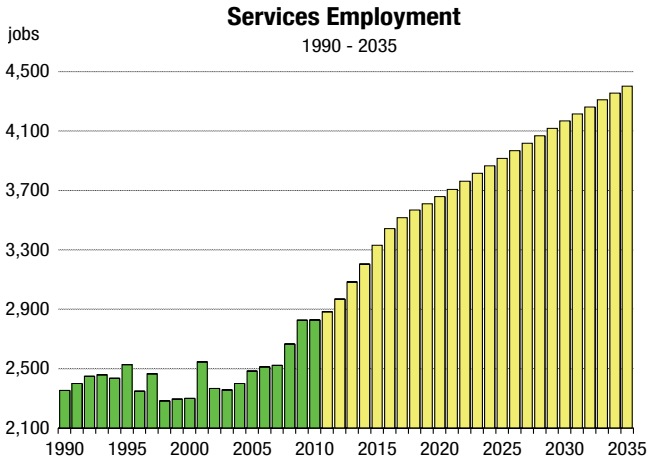


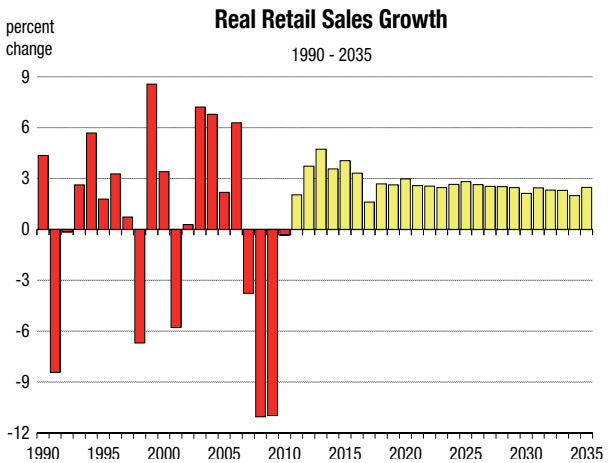
Colusa County Employment Forecast

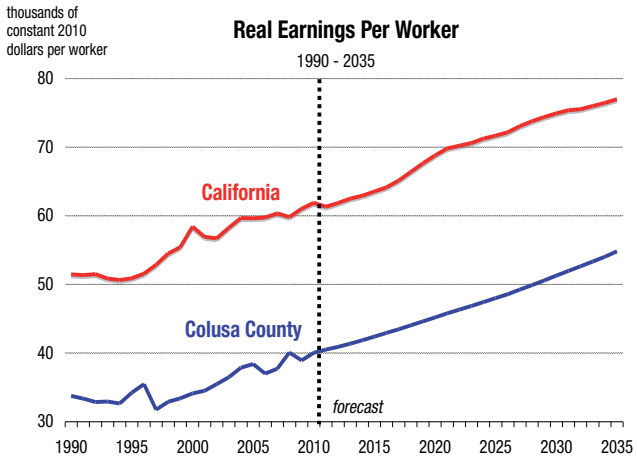
2006-2010 History, 2011-2040 Forecast

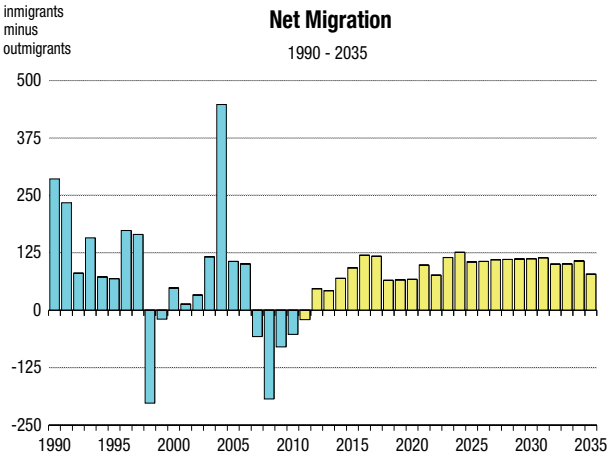
	Total Wage & Salary	Farm	Mining & Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Health & Education	Leisure	Government
	employment (thousands of jobs)									
2006	8.1	2.53	0.24	0.78	0.23	0.91	0.14	0.35	0.65	2.06
2007	8.4	2.54	0.25	0.93	0.26	0.88	0.16	0.36	0.65	2.20
2008	8.3	2.40	0.17	0.87	0.25	0.93	0.17	0.40	0.62	2.18
2009	8.5	2.31	0.48	0.80	0.20	1.07	0.17	0.41	0.62	2.12
2010	8.7	2.47	0.58	0.76	0.18	1.08	0.18	0.42	0.61	2.09
2011	8.8	2.56	0.58	0.76	0.19	1.11	0.18	0.43	0.61	2.06
2012	9.0	2.62	0.61	0.76	0.19	1.16	0.18	0.44	0.61	2.00
2013	9.2	2.66	0.62	0.77	0.19	1.24	0.19	0.44	0.61	2.06
2014	9.4	2.68	0.61	0.77	0.19	1.32	0.19	0.45	0.61	2.15
2015	9.7	2.69	0.63	0.77	0.19	1.40	0.20	0.46	0.61	2.27
2016	9.9	2.71	0.65	0.77	0.20	1.47	0.20	0.47	0.61	2.35
2017	10.0	2.72	0.65	0.77	0.20	1.51	0.20	0.47	0.61	2.35
2018	10.1	2.73	0.64	0.77	0.20	1.52	0.20	0.48	0.61	2.39
2019	10.2	2.74	0.63	0.77	0.21	1.53	0.20	0.49	0.61	2.42
2020	10.3	2.73	0.65	0.77	0.21	1.55	0.20	0.50	0.61	2.45
2021	10.3	2.73	0.65	0.77	0.21	1.57	0.21	0.50	0.61	2.48
2022	10.4	2.74	0.66	0.77	0.22	1.60	0.21	0.51	0.61	2.50
2023	10.5	2.74	0.67	0.77	0.22	1.63	0.21	0.52	0.61	2.52
2024	10.6	2.74	0.68	0.77	0.22	1.66	0.21	0.53	0.61	2.54
2025	10.7	2.75	0.68	0.77	0.23	1.68	0.21	0.53	0.61	2.57
2026	10.8	2.74	0.69	0.77	0.23	1.71	0.21	0.54	0.61	2.60
2027	10.9	2.74	0.71	0.78	0.24	1.74	0.21	0.55	0.61	2.63
2028	11.0	2.74	0.72	0.78	0.24	1.77	0.21	0.56	0.61	2.66
2029	11.1	2.74	0.73	0.78	0.25	1.79	0.21	0.57	0.62	2.69
2030	11.1	2.73	0.72	0.78	0.25	1.82	0.21	0.58	0.62	2.72
2031	11.2	2.73	0.74	0.78	0.25	1.85	0.21	0.59	0.62	2.74
2032	11.3	2.74	0.75	0.78	0.26	1.87	0.21	0.60	0.62	2.77
2033	11.4	2.75	0.76	0.78	0.26	1.90	0.21	0.60	0.62	2.80
2034	11.5	2.75	0.74	0.78	0.27	1.93	0.21	0.61	0.62	2.83
2035	11.5	2.75	0.76	0.78	0.27	1.95	0.21	0.62	0.62	2.86
2036	11.6	2.75	0.77	0.79	0.27	1.98	0.21	0.63	0.62	2.89
2037	11.7	2.75	0.80	0.79	0.28	2.01	0.22	0.63	0.62	2.92
2038	11.8	2.74	0.80	0.79	0.28	2.03	0.22	0.64	0.62	2.95
2039	11.9	2.74	0.79	0.79	0.29	2.06	0.22	0.65	0.62	2.98
2040	12.0	2.75	0.81	0.79	0.29	2.09	0.22	0.65	0.62	3.02

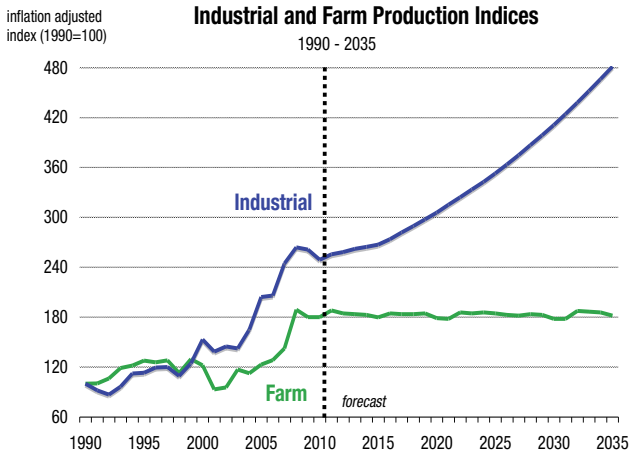












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	21.0%
Expected job growth:	12.3%
Fastest growing jobs sector:	Wholesae Trade
Expected personal income growth:	12.9%
Expected population growth:	7.0%
Net migration to account for:	24.4%
Expected growth in number of vehicles:	11.7%

Demographics (2011)

Unemployment rate (June 2011)	19.1%
County Rank* in California (58 counties):	55th
Working age (16-64) population:	60.8%
Population with B.A. Degree or higher:	13.6%
Median Home Selling Price:	$149,000
Median Household Income:	$45,324

Quality of Life

Violent Crime rate (2009):	268 per 100,000 persons
County Rank* in California (58 counties):	11th
Average Commute Time to work (2011):	24.1 minutes
High School drop out rate (2009):	18.9%
Households at/below poverty line:	12.1%

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

Contra Costa County Economic Forecast

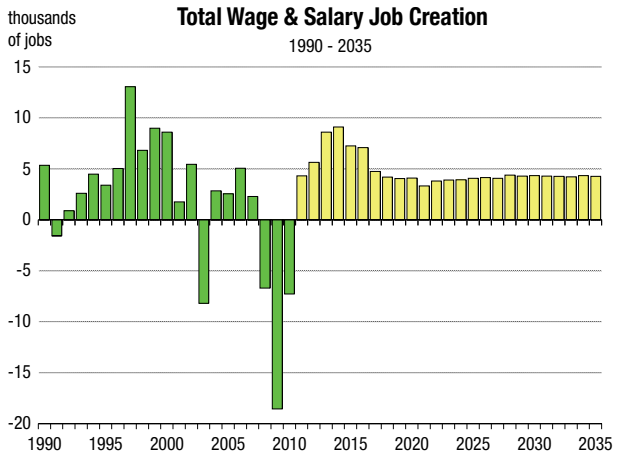
Contra Costa County is located in the East Bay of the San Francisco Bay Area. Along with Alameda County to the south, the East Bay metro area had the third highest median family income in California, at $90,300 in 2010. Contra Costa County has a population of 1.05 million people and 314,500 wage and salary jobs. The per capita income in Contra Costa County is $57,264, and the average salary per worker is $68,253.

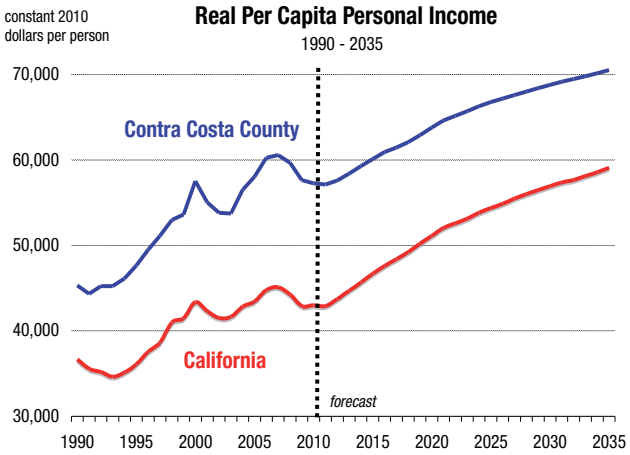
Employment growth in Northern California was negative in 2010, though job loss was minor relative to 2009. In Contra Costa County, 7,300 jobs were lost. The wage and salary job growth rate was -2.3 percent. The annual unemployment rate increased to 11.3 percent.

During 2010 the leisure, education and healthcare, and financial activities sectors all increased employment. Employment losses were greatest in government (-2,800 jobs), construction (-2,400 jobs), manufacturing (-1,000 jobs), and retail trade (-900 jobs).

Population growth remains positive in Contra Costa County. Between the 2000 and 2010 census the county increased in population by 10.6 percent, slightly faster than the state. The fastest growing city in the county was Brentwood, which more than doubled in population. The cities of Oakley and San Ramon also expanded rapidly, growing by 38 and 61 percent, respectively. The largest city in the county, Concord, grew just 0.2 percent over the last 10 years.

Contra Costa County will continue to be one of the fastest growing counties in the Bay Area over the forecast period due to relatively inexpensive housing, which induces in-migration.





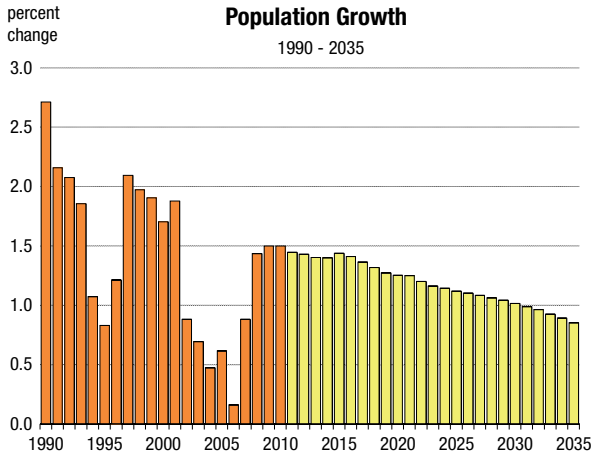
Forecast Highlights

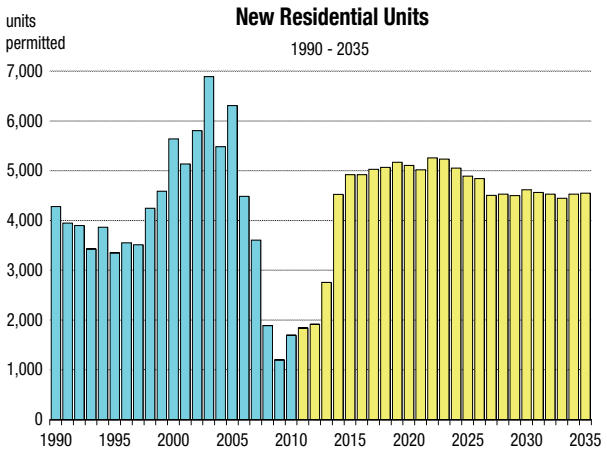
- Job growth will turn positive in 2011, expanding by 1.4 percent. From 2011 to 2016, the rate of employment growth is forecast to average 2.3 percent per year.
- Average salaries adjusted for inflation are currently well above the California average, and will remain so over the foreseeable future. Real average salaries are forecast to rise an average of 1.2 percent per year between 2011 and 2016.
- The professional services sector will lead employment growth with over 11,400 total jobs created between 2011 and 2016, an increase of nearly 24 percent. Construction adds the next most jobs, with over 4,300 created, an increase of 22 percent for the sector.
- All sectors contribute to job growth between 2011 and 2016.
- Population growth is forecast to rise at an annual average rate of 1.4 percent from 2011 to 2016.
- Net in-migration remains strong, at approximately the same levels as the past 3 years. From 2011 to 2016, net migration is expected to average 10,100 people entering the county per year.
- Real per capita incomes decline 0.2 percent in 2011 as population growth slightly outpaces income growth. Between 2011 and 2016 real per capita incomes are forecast to increase 1.3 percent per year.
- Total taxable sales adjusted for inflation are expected to increase by an average of 4.5 percent per year from 2011 to 2016.
- Industrial production is expected to increase 4.2 percent in 2011. Between 2011 and 2016 the growth rate of industrial production is forecast to average 2.5 percent per year.

Contra Costa County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	998,875	-4,786	0.92	375.8	4,488	$13.9	$55.3	$60,255	3.2	90.8	4.4	4.3
2007	1,007,685	2,064	0.92	381.5	3,607	$14.1	$58.0	$60,589	3.4	80.6	4.5	4.7
2008	1,022,153	8,074	0.92	384.7	1,894	$13.3	$59.7	$59,686	3.0	72.8	5.0	6.1
2009	1,037,496	9,513	0.92	387.1	1,201	$11.9	$59.0	$57,664	0.8	65.3	5.1	10.2
2010	1,053,068	9,945	0.92	388.4	1,698	$12.1	$60.3	$57,264	1.3	65.9	4.9	11.3
2011	1,068,311	10,061	0.92	389.1	1,842	$12.5	$63.0	$57,127	3.3	66.4	5.1	10.1
2012	1,083,580	9,988	0.92	390.8	1,918	$13.5	$65.9	$57,586	2.3	66.9	5.2	9.4
2013	1,098,792	9,863	0.92	392.6	2,759	$14.5	$69.3	$58,402	2.3	67.3	5.4	8.5
2014	1,114,183	9,851	0.93	395.2	4,527	$15.4	$73.1	$59,263	2.4	67.5	5.5	7.5
2015	1,130,210	10,386	0.94	399.4	4,922	$16.5	$76.8	$60,105	2.1	67.5	5.6	6.6
2016	1,146,169	10,270	0.96	404.0	4,924	$17.5	$80.6	$60,934	2.1	67.3	5.8	6.0
2017	1,161,808	9,913	0.97	408.5	5,028	$18.5	$84.0	$61,445	2.1	66.5	6.0	5.7
2018	1,177,125	9,567	0.98	413.2	5,070	$19.5	$87.7	$62,083	2.0	65.3	6.1	5.4
2019	1,192,109	9,285	0.98	417.9	5,174	$20.5	$91.8	$62,914	1.9	64.7	6.3	5.1
2020	1,207,053	9,332	0.99	422.7	5,108	$21.5	$95.8	$63,797	1.7	64.6	6.4	4.9
2021	1,222,154	9,598	1.00	427.5	5,018	$22.5	$100.0	$64,632	1.7	64.5	6.7	4.9
2022	1,236,843	9,202	1.00	432.2	5,259	$23.6	$104.3	$65,179	2.2	64.5	6.8	4.9
2023	1,251,229	8,926	1.01	437.0	5,237	$24.7	$108.6	$65,708	2.2	64.5	7.0	4.9
2024	1,265,548	8,885	1.02	441.9	5,057	$26.0	$113.2	$66,287	2.1	64.5	7.2	4.9
2025	1,279,707	8,765	1.02	446.6	4,895	$27.3	$117.8	$66,798	2.1	64.5	7.4	4.9
2026	1,293,805	8,747	1.03	451.2	4,846	$28.6	$122.3	$67,211	2.1	64.5	7.6	4.9
2027	1,307,828	8,724	1.03	455.7	4,509	$30.0	$127.0	$67,612	2.1	64.5	7.8	4.9
2028	1,321,740	8,678	1.04	459.9	4,530	$31.5	$131.8	$68,022	2.1	64.5	8.0	4.9
2029	1,335,531	8,624	1.05	464.1	4,502	$33.0	$136.8	$68,415	2.1	64.5	8.3	4.9
2030	1,349,109	8,484	1.06	468.3	4,619	$34.5	$141.9	$68,796	2.1	64.5	8.5	4.9
2031	1,362,466	8,334	1.07	472.6	4,568	$36.2	$147.2	$69,162	2.2	64.5	8.8	4.9
2032	1,375,606	8,189	1.08	476.8	4,531	$37.8	$152.6	$69,491	2.2	64.6	9.0	4.9
2033	1,388,335	7,851	1.09	481.0	4,447	$39.6	$158.0	$69,808	2.1	64.6	9.3	4.9
2034	1,400,719	7,592	1.10	485.2	4,531	$41.5	$163.8	$70,149	2.2	64.7	9.6	4.9
2035	1,412,662	7,237	1.12	489.4	4,552	$43.4	$169.6	$70,526	2.2	64.7	9.9	4.9
2036	1,424,355	7,075	1.13	493.6	4,582	$45.4	$175.7	$70,952	2.1	64.8	10.2	4.9
2037	1,435,822	6,936	1.14	497.9	4,702	$47.5	$182.1	$71,399	2.2	64.8	10.5	4.9
2038	1,447,072	6,810	1.16	502.2	4,623	$49.8	$188.7	$71,880	2.1	64.8	10.8	4.9
2039	1,458,114	6,695	1.17	506.5	4,656	$52.1	$195.5	$72,411	2.1	64.9	11.2	4.9
2040	1,468,953	6,587	1.18	510.9	4,589	$54.5	$202.6	$72,971	2.1	64.9	11.5	4.9

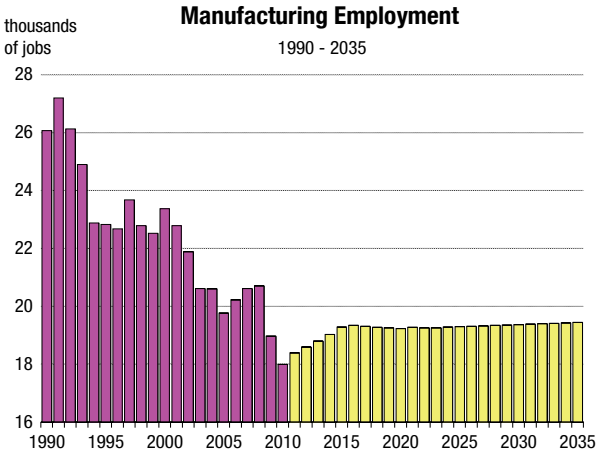


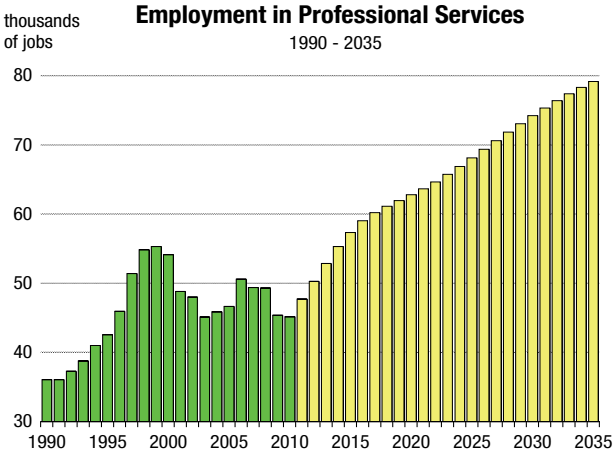


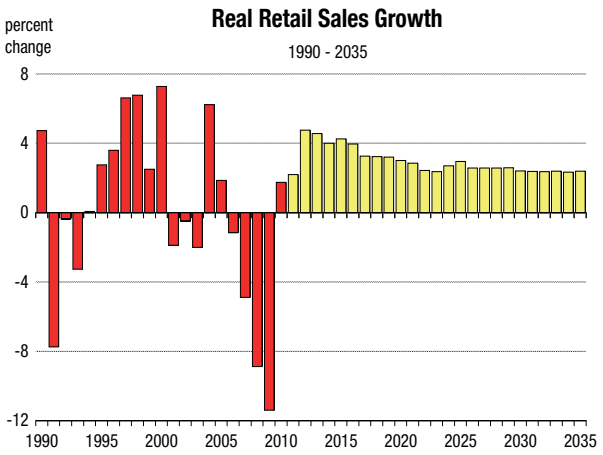
Contra Costa County Employment Forecast

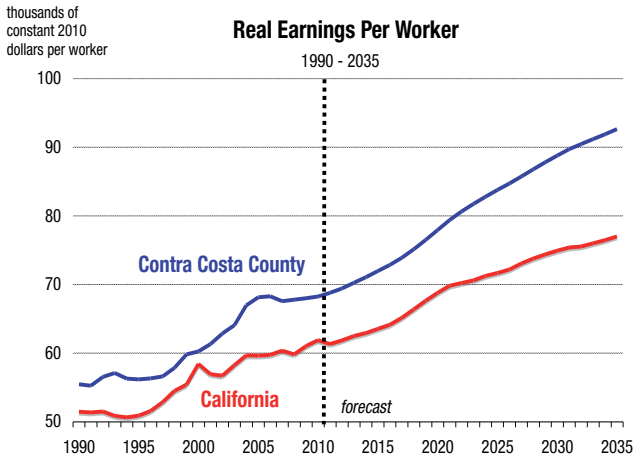
2006-2010 History, 2011-2040 Forecast

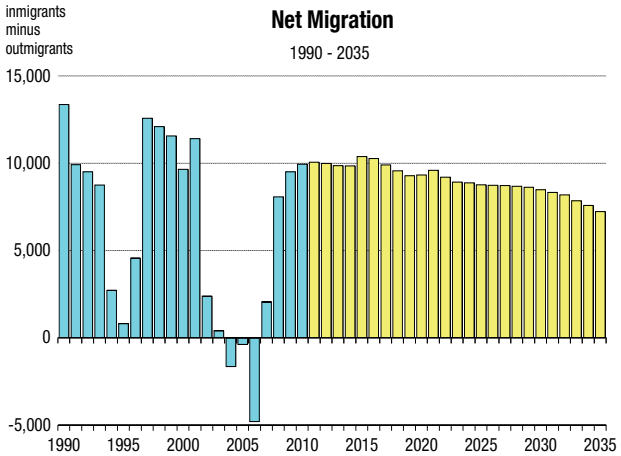
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	344.7	0.73	30.0	20.2	8.4	53.1	32.1	50.6	13.4	42.7	32.4	48.9
2007	347.0	0.73	29.4	20.6	8.8	53.5	29.1	49.4	13.0	44.6	33.2	52.2
2008	340.3	0.67	26.6	20.7	8.9	52.3	26.6	49.3	11.8	45.6	32.8	52.6
2009	321.8	0.78	22.1	19.0	8.4	49.1	25.6	45.4	10.4	46.2	31.5	51.8
2010	314.5	0.80	19.7	18.0	8.1	47.9	25.7	45.2	9.8	47.1	31.7	48.9
2011	318.8	0.80	20.1	18.4	8.3	48.3	25.8	47.7	9.8	47.4	32.0	48.5
2012	324.4	0.81	20.1	18.6	8.4	49.2	26.5	50.3	10.0	47.9	32.4	48.3
2013	333.1	0.81	21.2	18.8	8.6	50.5	27.7	52.9	10.4	48.4	32.9	48.8
2014	342.2	0.82	22.9	19.0	8.8	52.0	28.5	55.3	10.9	49.0	33.3	49.2
2015	349.4	0.82	23.3	19.3	8.9	53.5	29.0	57.3	11.3	49.7	33.9	49.6
2016	356.5	0.82	24.5	19.3	9.1	55.0	29.4	59.1	11.7	50.2	34.4	50.0
2017	361.3	0.80	24.9	19.3	9.2	56.1	29.8	60.2	12.0	50.6	35.0	50.3
2018	365.5	0.78	25.1	19.3	9.3	56.9	30.2	61.1	12.2	50.9	35.5	50.7
2019	369.5	0.77	25.4	19.3	9.5	57.6	30.6	62.0	12.3	51.3	36.0	51.1
2020	373.6	0.77	25.8	19.2	9.7	58.4	31.0	62.8	12.5	51.6	36.5	51.6
2021	376.9	0.77	25.4	19.3	9.9	59.1	31.3	63.7	12.6	52.0	37.0	52.1
2022	380.8	0.77	25.7	19.3	10.1	59.9	31.5	64.7	12.7	52.3	37.4	52.6
2023	384.7	0.77	25.7	19.3	10.2	60.6	31.8	65.8	12.9	52.7	37.8	53.1
2024	388.6	0.77	25.7	19.3	10.4	61.3	32.2	66.9	13.0	53.1	38.2	53.5
2025	392.7	0.77	25.6	19.3	10.5	62.1	32.6	68.1	13.2	53.5	38.6	53.9
2026	396.8	0.77	25.7	19.3	10.6	62.9	33.0	69.4	13.3	54.0	38.9	54.3
2027	400.9	0.77	25.5	19.3	10.7	63.6	33.4	70.6	13.5	54.6	39.3	54.7
2028	405.3	0.77	25.6	19.3	10.8	64.4	33.9	71.9	13.7	55.3	39.6	55.1
2029	409.6	0.77	25.6	19.4	11.0	65.1	34.3	73.1	13.9	56.0	39.9	55.5
2030	413.9	0.77	25.7	19.4	11.1	65.8	34.8	74.2	14.0	56.8	40.2	55.9
2031	418.2	0.77	25.6	19.4	11.2	66.6	35.2	75.4	14.2	57.6	40.5	56.3
2032	422.5	0.77	25.6	19.4	11.3	67.3	35.6	76.4	14.4	58.5	40.8	56.7
2033	426.7	0.77	25.6	19.4	11.5	68.0	36.1	77.4	14.6	59.5	41.1	57.1
2034	431.1	0.77	25.7	19.4	11.6	68.7	36.5	78.3	14.7	60.4	41.3	57.5
2035	435.3	0.77	25.7	19.4	11.7	69.4	37.0	79.2	14.9	61.4	41.6	58.0
2036	439.7	0.77	25.7	19.5	11.8	70.1	37.5	80.1	15.1	62.5	41.9	58.4
2037	444.1	0.77	25.8	19.5	12.0	70.8	37.9	80.9	15.3	63.6	42.1	58.9
2038	448.5	0.77	25.8	19.5	12.1	71.5	38.4	81.8	15.4	64.7	42.4	59.3
2039	452.9	0.77	25.8	19.5	12.2	72.2	38.9	82.7	15.6	65.8	42.7	59.8
2040	457.4	0.78	25.7	19.5	12.4	72.9	39.3	83.6	15.8	67.0	42.9	60.2

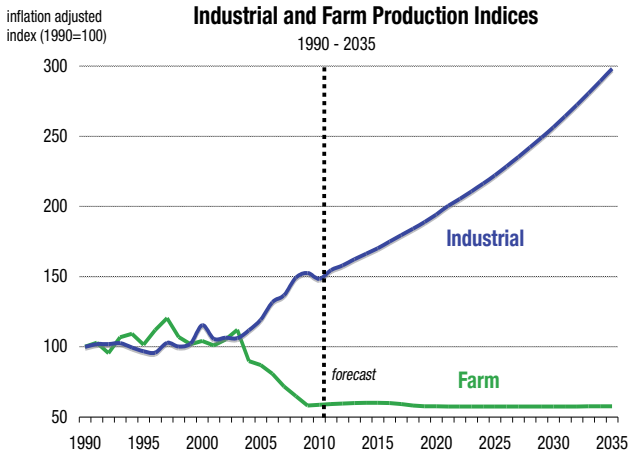












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.5 %
Expected job growth:	11.8 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	14.4 %
Expected population growth:	7.3 %
Net migration to account for:	64.7 %
Expected growth in number of vehicles:	4.3 %

Demographics (2011)

Unemployment rate (June 2011):	11.0 %
County Rank* in California (58 counties):	14th
Working age (16-64) population:	65.5 %
Population with B.A. Degree or higher:	37.6 %
Median Home Selling Price:	$275,000
Median Household Income:	$75,955

Quality of Life

Violent Crime rate (2009):	401 per 100,000 persons
County Rank* in California (58 counties):	30th
Average Commute Time to work (2011):	33.7 minutes
High School drop out rate (2009):	15.9 %
Households at/below poverty line:	6.6 %

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

Del Norte County Economic Forecast

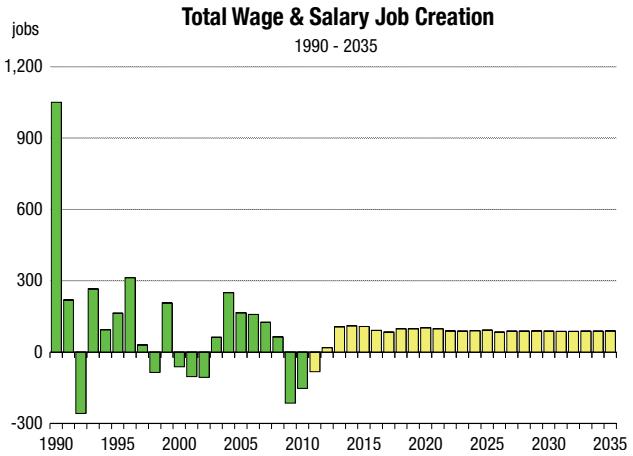
Del Norte County is located in the north-western corner of California. The county shares its northern border with the state of Oregon. The closest large city (with a population of 100,000 or more residents) is Eugene, Oregon, 225 miles to the north. Del Norte County has a population of 28,670 people and 8,129 wage and salary jobs. The per capita income in Del Norte County is $27,723, and the average salary per worker is $41,756.

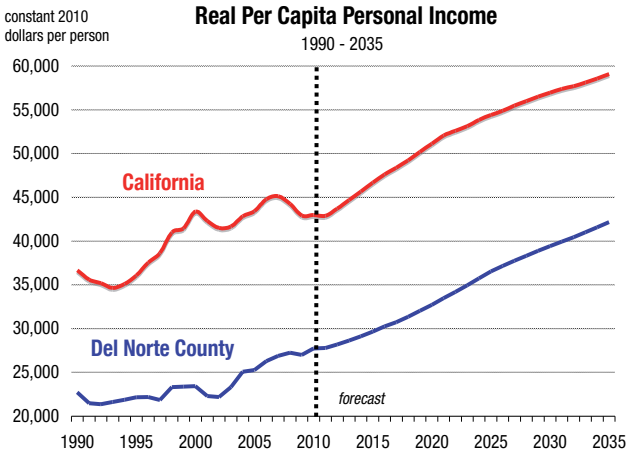
In 2010, 153 total wage and salary jobs were lost in Del Norte County, a decline of 1.8 percent. Non-farm employment accounts for over 95 percent of total employment. The unemployment rate increased to 13.3 percent in 2010.

The public sector is the largest employment sector in the county, contributing 48 percent of total employment. The public sector fared relatively well during 2010, reducing employment by only 1.3 percent. Pelican Bay State Penitentiary, located in Crescent City, is one of the largest employers in the county. The penitentiary employs 1,627 people, and houses 3,160 inmates.

The only non-farm sector to create jobs during 2010 was manufacturing, which grew by 4.2 percent. The largest employment losses were in the government (-49 jobs), construction (-45 jobs) and farm (-32 jobs) sectors.

The population grew in Del Norte County at a rate of 4.0 percent between the 2000 and 2010 census. The only incorporated city in the county is Crescent City, which grew in population by 4.0 percent over the last decade. Migration was positive last year, with an estimated 93 net migrants entering the county.





Forecast Highlights

- Total wage and salary employment is forecast to decline a further 1.0 percent in 2011. From 2011 to 2016, total employment growth averages 1.1 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 over the 2011 to 2016 period.

- Between 2011 and 2016, the momentum for employment growth is in government, healthcare and education, retail trade, construction, and manufacturing. These sectors account for nearly all jobs created in the county during this time.

- The population in the county will continue to grow, but at a slower rate than the state average. Annual growth in the 2011 to 2016 period averages a modest 0.8 percent per year.

- Net migration is estimated at 72 people entering the county in 2011. Between 2011 and 2016 migration is expected to average approximately 125 net migrants per year.

- Real per capita income is forecast to rise 0.2 percent in 2011. From 2011 to 2016 per capita incomes are expected to increase an average of 1.7 percent per year.

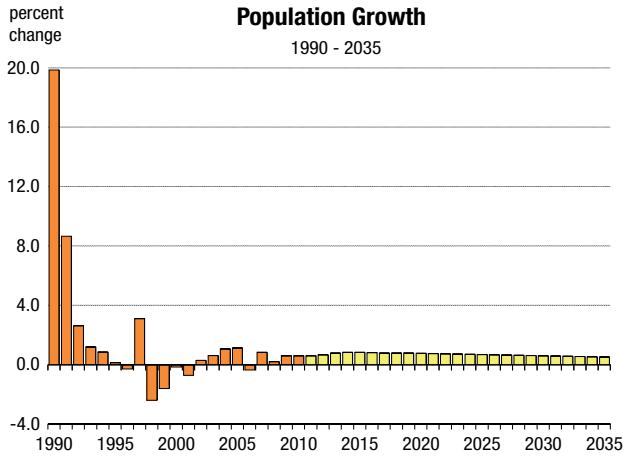
- Total taxable sales, adjusted for inflation, are forecast to grow 1.7 percent in 2011. Between 2011 and 2016 real taxable sales growth is forecast to average 2.8 percent per year.

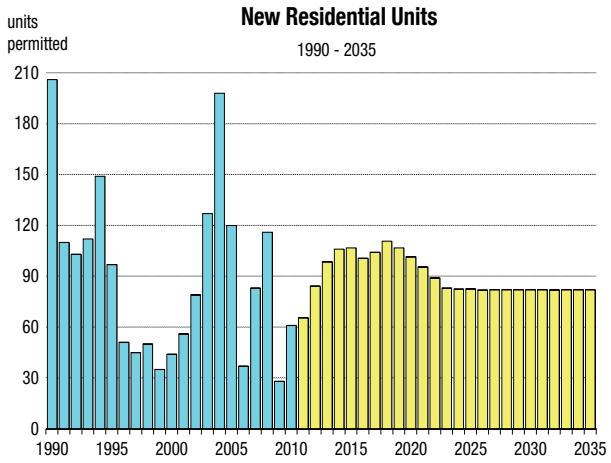
- Industrial production is forecast to rise 7.2 percent in 2011. Over the next five years industrial production grows rapidly, increasing by an average of 8.6 percent per year. Total crop production, adjusted for inflation, is expected to increase by an average of 0.4 percent per year between 2011 and 2016. The principle agricultural product in the county is cattle.

Del Norte County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	28,039	-144	27.7	9.6	37	$227.5	$0.68	$26,280	3.2	47.7	31.2	6.9
2007	28,273	145	27.9	9.7	83	$239.3	$0.72	$26,882	3.4	42.3	26.8	7.5
2008	28,331	-25	27.6	9.8	116	$232.2	$0.76	$27,256	3.0	40.7	26.9	8.7
2009	28,500	115	27.4	9.8	28	$201.2	$0.76	$26,996	0.8	39.2	23.3	12.1
2010	28,670	93	27.4	9.9	61	$207.3	$0.79	$27,723	1.3	39.6	24.8	13.3
2011	28,842	72	27.2	9.9	66	$217.8	$0.83	$27,779	3.3	40.4	26.6	12.4
2012	29,037	96	27.2	10.0	84	$229.4	$0.86	$28,175	2.3	40.7	28.5	11.4
2013	29,267	133	27.5	10.1	99	$241.7	$0.91	$28,640	2.3	40.9	31.0	10.0
2014	29,511	148	27.7	10.1	106	$254.3	$0.95	$29,103	2.4	41.0	33.7	8.4
2015	29,758	152	27.9	10.2	107	$267.2	$1.00	$29,655	2.1	41.0	36.7	7.0
2016	30,000	149	28.1	10.3	101	$280.0	$1.05	$30,244	2.1	41.2	40.2	6.0
2017	30,237	145	28.2	10.4	104	$292.1	$1.09	$30,727	2.1	41.4	43.8	5.3
2018	30,475	148	28.4	10.5	111	$304.3	$1.15	$31,341	2.0	41.6	47.1	4.7
2019	30,713	150	28.6	10.6	107	$316.5	$1.20	$32,044	1.9	41.9	50.3	4.2
2020	30,952	152	28.8	10.7	102	$328.3	$1.26	$32,720	1.7	41.7	53.1	3.8
2021	31,187	151	29.0	10.8	95	$339.8	$1.32	$33,476	1.7	41.5	56.3	3.6
2022	31,416	148	29.2	10.9	89	$352.6	$1.39	$34,195	2.2	41.9	59.5	3.5
2023	31,641	146	29.3	11.0	83	$365.6	$1.46	$34,934	2.2	42.1	62.7	3.4
2024	31,864	146	29.5	11.0	82	$379.8	$1.54	$35,743	2.1	42.5	66.0	3.3
2025	32,084	147	29.7	11.1	83	$395.4	$1.61	$36,524	2.1	42.7	69.5	3.2
2026	32,299	145	29.8	11.2	82	$410.5	$1.69	$37,153	2.1	42.8	73.2	3.1
2027	32,510	145	30.0	11.2	82	$426.2	$1.76	$37,757	2.1	42.9	77.1	3.0
2028	32,718	145	30.1	11.3	82	$442.7	$1.84	$38,321	2.1	43.1	81.1	2.9
2029	32,922	145	30.3	11.4	82	$460.0	$1.92	$38,873	2.1	43.2	85.4	2.8
2030	33,121	145	30.4	11.5	82	$477.6	$2.00	$39,409	2.1	43.0	89.9	2.7
2031	33,315	145	30.6	11.5	82	$496.0	$2.08	$39,942	2.2	42.8	94.4	2.7
2032	33,506	145	30.7	11.6	82	$515.1	$2.16	$40,448	2.2	43.3	98.9	2.6
2033	33,692	145	30.9	11.7	82	$535.0	$2.25	$41,005	2.1	43.7	103.4	2.5
2034	33,874	145	31.0	11.8	82	$555.8	$2.35	$41,567	2.2	44.0	108.0	2.4
2035	34,052	145	31.2	11.8	82	$577.4	$2.44	$42,170	2.2	44.1	112.6	2.4
2036	34,227	146	31.3	11.9	82	$599.9	$2.55	$42,786	2.1	44.6	117.3	2.3
2037	34,399	146	31.5	12.0	82	$623.4	$2.65	$43,417	2.2	44.8	122.1	2.2
2038	34,568	146	31.6	12.0	82	$647.8	$2.76	$44,086	2.1	44.5	127.0	2.2
2039	34,735	146	31.7	12.1	82	$673.3	$2.88	$44,780	2.1	44.8	132.0	2.1
2040	34,901	147	31.9	12.2	82	$699.7	$3.00	$45,497	2.1	45.0	137.1	2.0

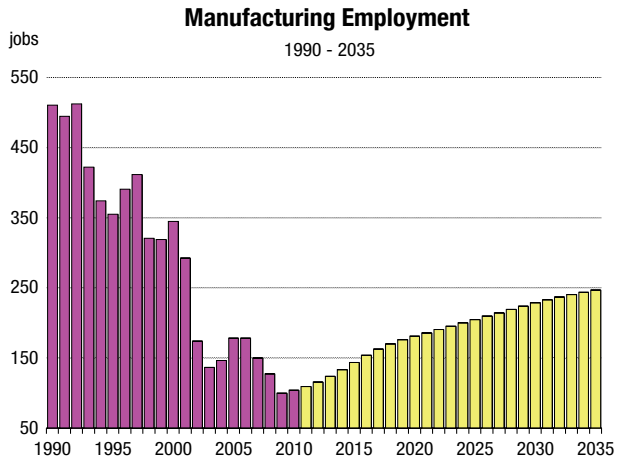


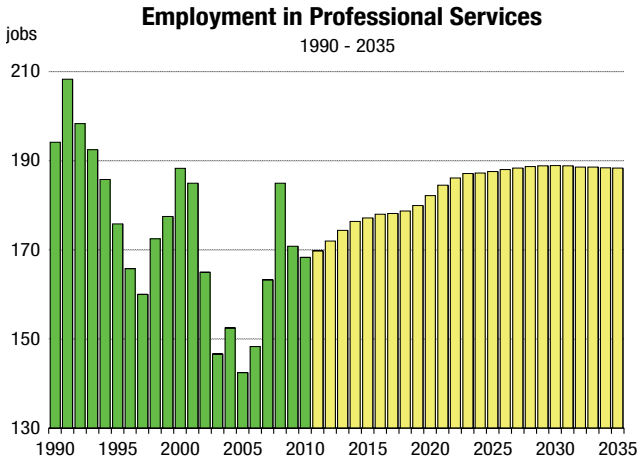


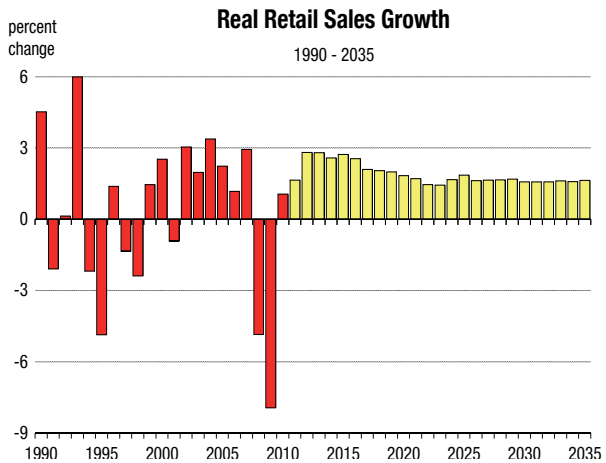
Del Norte County Employment Forecast

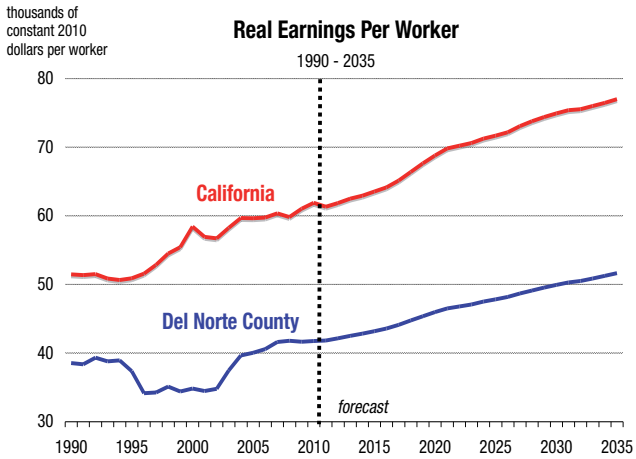
2006-2010 History, 2011-2040 Forecast

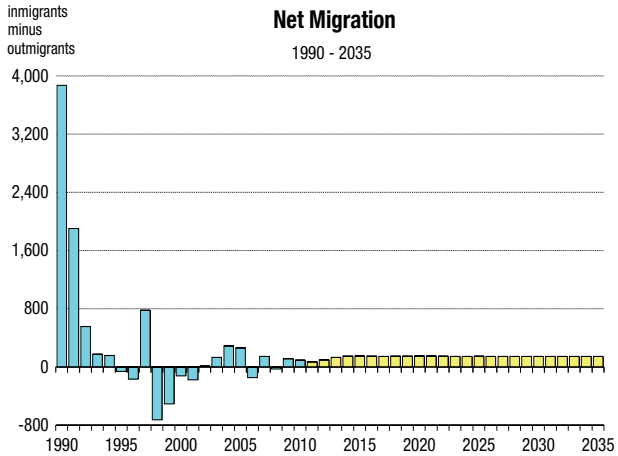
	Total Wage & Salary	Farm	Construction	Manufac-turing	Trade, Trans-poration & Utilities	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------										
2006	8.3	0.42	0.27	0.18	1.23	0.22	0.15	0.11	1.12	0.88	3.66
2007	8.4	0.39	0.25	0.15	1.26	0.22	0.16	0.11	1.19	0.87	3.76
2008	8.5	0.40	0.28	0.13	1.16	0.20	0.19	0.11	1.22	0.86	3.87
2009	8.3	0.35	0.22	0.10	1.10	0.20	0.17	0.10	1.23	0.79	3.92
2010	8.1	0.32	0.18	0.10	1.09	0.18	0.17	0.09	1.22	0.79	3.88
2011	8.0	0.31	0.18	0.11	1.10	0.18	0.17	0.09	1.21	0.79	3.78
2012	8.1	0.31	0.20	0.12	1.11	0.17	0.17	0.09	1.22	0.79	3.75
2013	8.2	0.30	0.21	0.12	1.14	0.17	0.17	0.10	1.23	0.80	3.80
2014	8.3	0.30	0.22	0.13	1.16	0.17	0.18	0.10	1.24	0.80	3.86
2015	8.4	0.29	0.22	0.14	1.19	0.17	0.18	0.10	1.26	0.81	3.91
2016	8.5	0.29	0.21	0.15	1.21	0.17	0.18	0.10	1.28	0.81	3.94
2017	8.6	0.28	0.22	0.16	1.23	0.17	0.18	0.11	1.30	0.81	3.98
2018	8.7	0.27	0.22	0.17	1.25	0.17	0.18	0.11	1.32	0.82	4.03
2019	8.8	0.26	0.22	0.18	1.26	0.17	0.18	0.11	1.34	0.82	4.08
2020	8.9	0.26	0.21	0.18	1.28	0.18	0.18	0.11	1.36	0.82	4.14
2021	9.0	0.25	0.21	0.19	1.29	0.18	0.18	0.11	1.38	0.83	4.20
2022	9.1	0.25	0.20	0.19	1.30	0.18	0.19	0.11	1.40	0.83	4.25
2023	9.1	0.25	0.20	0.20	1.31	0.18	0.19	0.11	1.43	0.84	4.31
2024	9.2	0.24	0.20	0.20	1.32	0.19	0.19	0.12	1.45	0.84	4.35
2025	9.3	0.24	0.20	0.20	1.34	0.19	0.19	0.12	1.47	0.84	4.40
2026	9.4	0.23	0.20	0.21	1.35	0.19	0.19	0.12	1.50	0.85	4.44
2027	9.5	0.23	0.20	0.21	1.36	0.19	0.19	0.12	1.52	0.85	4.49
2028	9.6	0.22	0.20	0.22	1.37	0.20	0.19	0.12	1.55	0.85	4.53
2029	9.7	0.22	0.20	0.22	1.38	0.20	0.19	0.12	1.57	0.86	4.58
2030	9.8	0.22	0.20	0.23	1.38	0.20	0.19	0.12	1.60	0.86	4.62
2031	9.9	0.21	0.20	0.23	1.39	0.21	0.19	0.12	1.63	0.86	4.66
2032	9.9	0.21	0.20	0.24	1.40	0.21	0.19	0.12	1.65	0.87	4.71
2033	10.0	0.20	0.20	0.24	1.41	0.21	0.19	0.13	1.68	0.87	4.75
2034	10.1	0.20	0.20	0.24	1.42	0.21	0.19	0.13	1.71	0.87	4.80
2035	10.2	0.20	0.20	0.25	1.43	0.21	0.19	0.13	1.74	0.87	4.84
2036	10.3	0.19	0.20	0.25	1.44	0.22	0.19	0.13	1.77	0.88	4.88
2037	10.4	0.19	0.20	0.25	1.45	0.22	0.19	0.13	1.80	0.88	4.93
2038	10.5	0.19	0.20	0.25	1.46	0.22	0.19	0.13	1.83	0.88	4.97
2039	10.6	0.18	0.20	0.26	1.47	0.22	0.19	0.13	1.86	0.89	5.01
2040	10.7	0.18	0.20	0.26	1.48	0.23	0.19	0.13	1.89	0.89	5.06

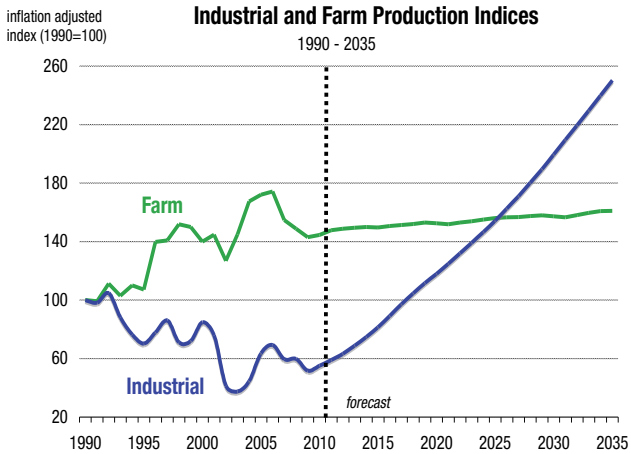












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	14.2%
Expected job growth:	5.4%
Fastest growing jobs sector:	Manufacturing
Expected personal income growth:	13.2%
Expected population growth:	4.0%
Net migration to account for:	58.6%
Expected growth in number of vehicles:	3.2%

Demographics (2011)

Unemployment rate (June 2011)	13.8%
County Rank* in California (58 counties):	32nd
Working age (16-64) population:	67.0%
Population with B.A. Degree or higher:	14.5%
Median Home Selling Price:	$149,250
Median Household Income:	$34,938

Quality of Life

Violent Crime rate (2009):	366 per 100,000 persons
County Rank* in California (58 counties):	25th
Average Commute Time to work (2011):	16.5 minutes
High School drop out rate (2009):	20.1%
Households at/below poverty line:	16.1%

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

El Dorado County Economic Forecast

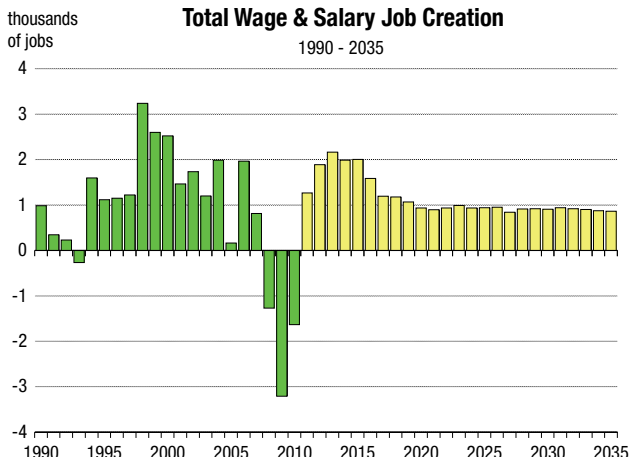
El Dorado County is home to the town of Coloma, where the first discoveries of gold sparked the California gold rush. It shares its eastern border with the state of Nevada. El Dorado County has a population of 181,400 people and 47,400 wage and salary jobs. The per capita income in El Dorado County is $49,891, and the average salary per worker is $46,083.

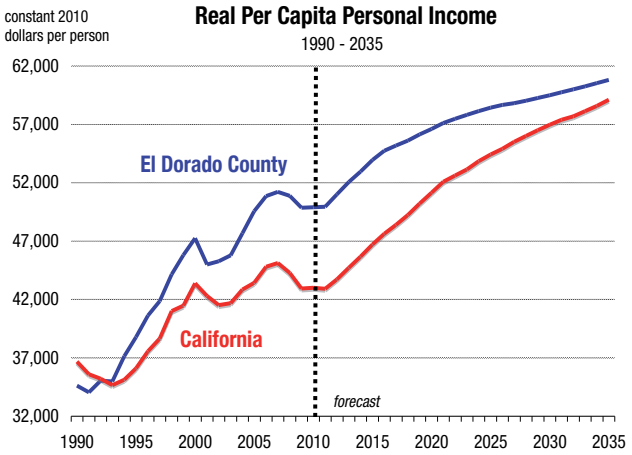
Employment in the Sacramento Valley (consisting of Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter Counties) declined 2.9 percent during 2010, the third straight year of contracting employment. In 2010, 1,600 total wage and salary jobs were lost in El Dorado County, a decline of -3.3 percent. The unemployment rate increased to 12.6 percent in 2010.

During 2010 the only non-farm sector to create jobs was professional services. Job losses were greatest in the government (-500 jobs), construction (-400 jobs), and financial activities (-300 jobs) sectors.

Between the 2000 and 2010 census, the population increased by 15.8 percent in El Dorado County. The majority of the gain in population occurred in the unincorporated areas of the county. The largest incorporated city, South Lake Tahoe, has declined in population over the past 10 years.

Employment and population growth in El Dorado County are both expected to accelerate over the next few years as the state slowly rebounds from the Great Recession.





Forecast Highlights

- Total employment is expected to increase by 2.7 percent in 2011. From 2011 to 2016, the growth rate is forecast to average 3.7 percent per year.

- Average salaries adjusted for inflation are currently below the California state average. They expected to rise an average of 0.4 percent per year between 2011 and 2016, slower than the expected growth rate for the average salary in California.

- The momentum for employment growth is in professional services, construction, and healthcare and education. These sectors account for 56 percent of all jobs created in the county during the 2011 to 2016 period. Other growing sectors include finance, wholesale trade, and transportation, each of which grows by over 25 percent during this time.

- Population is forecast to grow by 1.0 percent in 2011. Growth then accelerates, reaching nearly 2 percent by 2018. Annual growth in the 2011 to 2016 period also averages 1.5 percent per year.

- Net migration is forecast to remain at approximately 1,400 people in 2011. Between 2011 and 2016 net migration is expected to average 2,300 net migrants entering the county per year.

- Real per capita income is forecast to rise a scant 0.2 percent in 2011. Between 2011 and 2016 real per capita income is forecast to increase 1.9 percent per year.

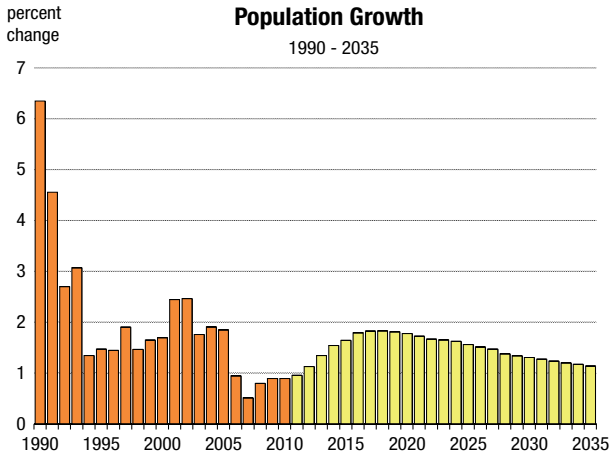
- Total taxable sales adjusted for inflation are expected to increase an average of 5.0 percent per year between 2011 and 2016.

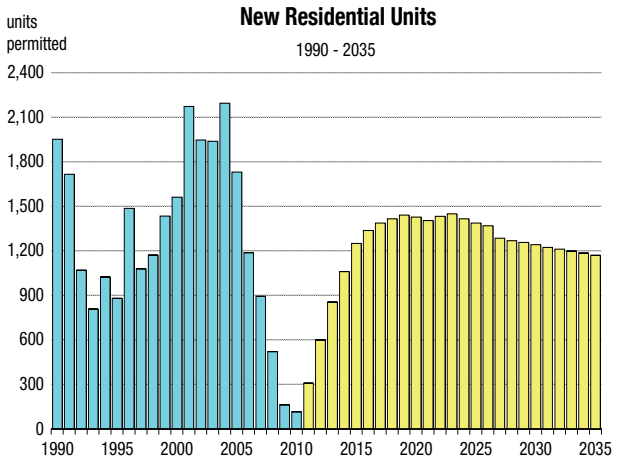
- Industrial production is forecast to decline by 2.7 percent in 2011, due to weakness in mining and non-durable manufacturing. From 2011 to 2016 industrial production is forecast to rebound, growing by an average of 3.5 percent per year.

El Dorado County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	175,882	898	227.8	67.7	1,189	$1.90	$8.22	$50,848	3.2	32.0	532.1	4.6
2007	176,794	218	224.3	68.7	894	$1.90	$8.61	$51,214	3.4	36.4	545.6	5.2
2008	178,210	797	221.9	69.3	521	$1.79	$8.87	$50,874	3.0	30.0	562.8	6.9
2009	179,811	1,260	218.8	69.8	162	$1.53	$8.85	$49,866	0.8	36.0	440.2	11.1
2010	181,426	1,337	215.4	70.2	115	$1.60	$9.05	$49,891	1.3	34.1	427.3	12.6
2011	183,169	1,356	219.3	71.0	304	$1.71	$9.46	$49,994	3.3	34.3	415.6	11.3
2012	185,236	1,690	228.8	71.6	601	$1.84	$9.99	$51,041	2.3	34.9	420.4	10.4
2013	187,733	2,133	239.7	72.2	853	$1.98	$10.58	$52,134	2.3	35.6	437.4	9.3
2014	190,631	2,540	249.7	72.8	1,059	$2.12	$11.20	$53,060	2.4	36.3	456.2	8.2
2015	193,761	2,778	259.8	73.6	1,249	$2.28	$11.84	$54,081	2.1	37.1	476.8	7.2
2016	197,235	3,121	267.8	74.5	1,338	$2.43	$12.48	$54,847	2.1	37.4	494.6	6.6
2017	200,841	3,247	273.8	75.5	1,391	$2.58	$13.06	$55,250	2.1	37.6	511.1	6.2
2018	204,530	3,323	279.7	76.6	1,415	$2.73	$13.67	$55,677	2.0	37.6	525.6	5.9
2019	208,234	3,328	285.1	77.7	1,438	$2.88	$14.32	$56,196	1.9	37.4	540.2	5.6
2020	211,932	3,313	289.8	78.9	1,424	$3.03	$14.95	$56,666	1.7	37.7	555.4	5.4
2021	215,583	3,258	294.3	80.1	1,399	$3.19	$15.60	$57,166	1.7	38.4	573.3	5.4
2022	219,172	3,200	299.0	81.4	1,443	$3.35	$16.30	$57,513	2.2	38.2	589.7	5.4
2023	222,822	3,261	304.0	82.6	1,459	$3.51	$17.03	$57,852	2.2	37.7	605.8	5.4
2024	226,461	3,253	308.7	83.9	1,422	$3.70	$17.78	$58,175	2.1	36.8	623.0	5.4
2025	230,008	3,165	313.4	85.1	1,392	$3.90	$18.53	$58,481	2.1	35.9	640.2	5.4
2026	233,506	3,120	318.2	86.4	1,372	$4.10	$19.28	$58,695	2.1	35.2	658.3	5.4
2027	236,946	3,071	322.4	87.6	1,286	$4.30	$20.02	$58,857	2.1	34.7	677.3	5.4
2028	240,218	2,915	327.0	88.8	1,269	$4.52	$20.80	$59,065	2.1	34.1	696.4	5.4
2029	243,444	2,878	331.7	90.0	1,257	$4.75	$21.61	$59,288	2.1	33.5	716.7	5.4
2030	246,633	2,845	336.3	91.2	1,243	$4.98	$22.45	$59,516	2.1	33.5	738.0	5.4
2031	249,778	2,812	341.0	92.3	1,224	$5.23	$23.32	$59,770	2.2	33.8	760.9	5.4
2032	252,871	2,771	345.6	93.4	1,212	$5.48	$24.23	$60,029	2.2	33.2	784.2	5.4
2033	255,916	2,741	350.2	94.5	1,198	$5.74	$25.16	$60,291	2.1	32.3	808.2	5.4
2034	258,918	2,711	354.6	95.6	1,185	$6.02	$26.13	$60,550	2.2	31.2	832.8	5.4
2035	261,879	2,685	358.9	96.7	1,171	$6.31	$27.12	$60,837	2.2	30.4	858.1	5.4
2036	264,771	2,636	363.3	97.7	1,158	$6.62	$28.16	$61,154	2.1	29.1	884.2	5.4
2037	267,612	2,602	367.6	98.8	1,143	$6.94	$29.23	$61,489	2.2	27.9	911.2	5.4
2038	270,416	2,578	372.1	99.8	1,128	$7.27	$30.35	$61,860	2.1	27.8	939.0	5.4
2039	273,184	2,547	376.6	100.8	1,113	$7.62	$31.50	$62,260	2.1	27.2	967.5	5.4
2040	275,922	2,519	381.2	101.8	1,098	$7.99	$32.70	$62,694	2.1	26.5	997.6	5.3

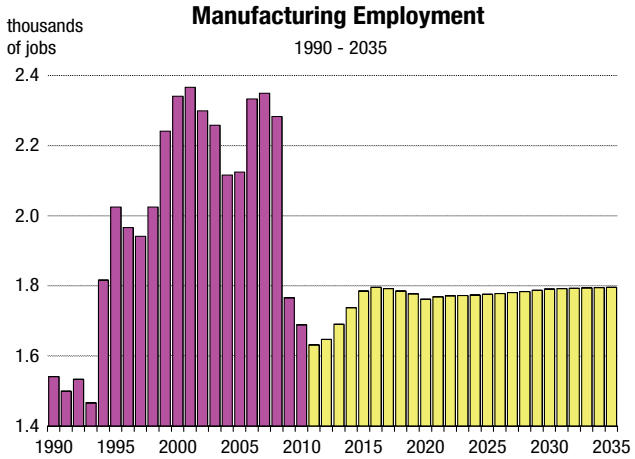


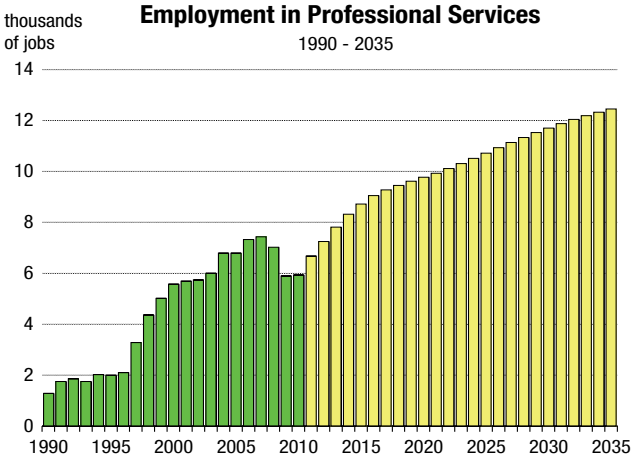


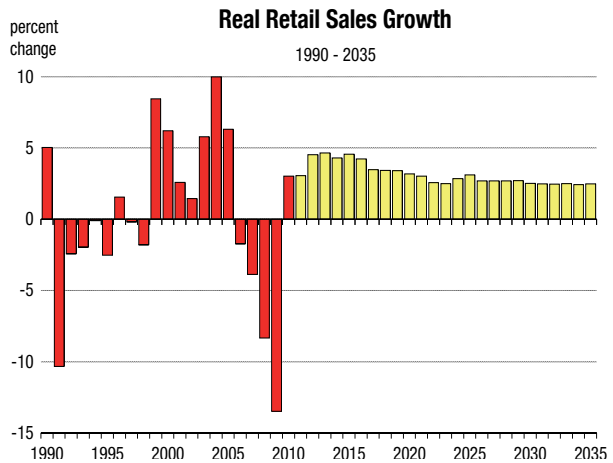
El Dorado County Employment Forecast

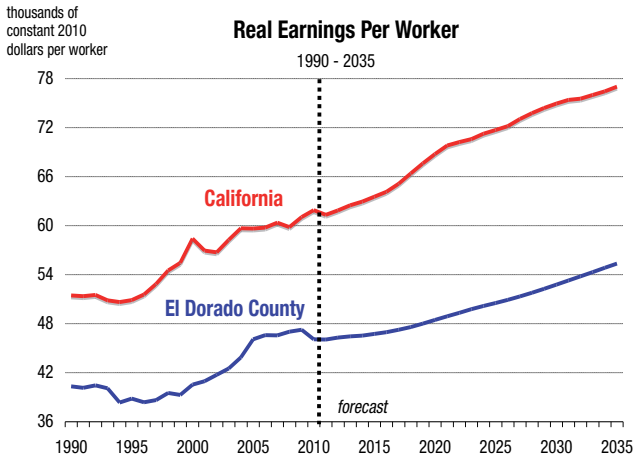
2006-2010 History, 2011-2040 Forecast

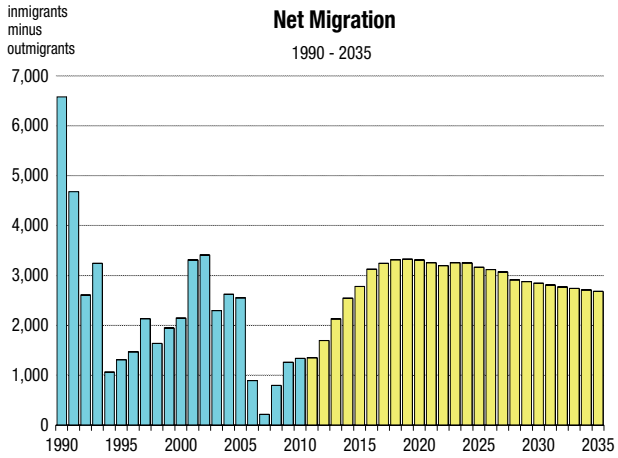
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	52.7	0.40	5.6	2.3	0.7	6.9	3.4	7.3	0.7	6.0	7.7	9.5
2007	53.5	0.37	5.7	2.4	0.7	7.0	3.5	7.4	0.8	6.1	7.6	9.8
2008	52.2	0.33	4.8	2.3	0.6	6.9	3.6	7.0	0.7	6.5	7.3	10.2
2009	49.0	0.28	3.4	1.8	0.6	6.2	3.5	5.9	0.6	6.5	7.0	11.4
2010	47.4	0.28	3.0	1.7	0.6	6.2	3.2	5.9	0.6	6.5	6.8	10.9
2011	48.7	0.27	3.2	1.6	0.6	6.3	3.2	6.7	0.6	6.7	6.9	10.7
2012	50.5	0.28	3.7	1.6	0.6	6.4	3.3	7.3	0.6	7.0	7.1	10.6
2013	52.7	0.29	4.2	1.7	0.6	6.6	3.6	7.8	0.6	7.2	7.2	10.6
2014	54.7	0.30	4.5	1.7	0.7	6.8	3.8	8.3	0.6	7.4	7.4	10.7
2015	56.7	0.31	4.9	1.8	0.7	7.1	3.9	8.7	0.6	7.7	7.7	10.9
2016	58.3	0.31	5.1	1.8	0.8	7.3	4.1	9.1	0.6	7.9	7.8	11.0
2017	59.5	0.31	5.2	1.8	0.8	7.4	4.2	9.3	0.6	8.1	8.0	11.1
2018	60.7	0.31	5.4	1.8	0.8	7.5	4.3	9.5	0.6	8.3	8.1	11.2
2019	61.7	0.31	5.6	1.8	0.8	7.7	4.4	9.6	0.6	8.5	8.2	11.4
2020	62.7	0.31	5.6	1.8	0.9	7.8	4.5	9.8	0.7	8.7	8.3	11.6
2021	63.6	0.32	5.6	1.8	0.9	7.9	4.5	9.9	0.7	8.9	8.4	11.7
2022	64.5	0.32	5.7	1.8	0.9	8.0	4.6	10.1	0.7	9.1	8.5	11.8
2023	65.5	0.31	5.8	1.8	1.0	8.1	4.7	10.3	0.7	9.3	8.5	12.0
2024	66.4	0.30	5.8	1.8	1.0	8.3	4.8	10.5	0.7	9.5	8.6	12.1
2025	67.4	0.29	5.8	1.8	1.0	8.4	4.9	10.7	0.7	9.7	8.7	12.3
2026	68.3	0.29	5.8	1.8	1.0	8.5	5.0	10.9	0.7	9.9	8.7	12.4
2027	69.2	0.28	5.7	1.8	1.0	8.7	5.1	11.1	0.7	10.1	8.8	12.6
2028	70.1	0.27	5.6	1.8	1.0	8.8	5.2	11.3	0.7	10.3	8.8	12.7
2029	71.0	0.27	5.6	1.8	1.0	8.9	5.3	11.5	0.7	10.6	8.9	12.8
2030	71.9	0.27	5.7	1.8	1.1	9.1	5.4	11.7	0.7	10.8	9.0	12.8
2031	72.9	0.27	5.6	1.8	1.1	9.2	5.5	11.9	0.7	11.0	9.0	13.0
2032	73.8	0.26	5.6	1.8	1.1	9.3	5.6	12.0	0.7	11.2	9.1	13.1
2033	74.7	0.25	5.6	1.8	1.1	9.5	5.7	12.2	0.7	11.5	9.2	13.2
2034	75.6	0.24	5.6	1.8	1.1	9.6	5.9	12.3	0.7	11.7	9.3	13.3
2035	76.4	0.23	5.6	1.8	1.1	9.7	6.0	12.5	0.7	11.9	9.3	13.3
2036	77.3	0.22	5.6	1.8	1.1	9.9	6.1	12.6	0.7	12.2	9.4	13.4
2037	78.2	0.20	5.6	1.8	1.1	10.0	6.2	12.7	0.7	12.4	9.5	13.5
2038	79.1	0.20	5.6	1.8	1.2	10.1	6.3	12.8	0.7	12.7	9.5	13.5
2039	80.0	0.19	5.6	1.8	1.2	10.3	6.4	13.0	0.7	12.9	9.6	13.6
2040	80.9	0.19	5.6	1.8	1.2	10.4	6.6	13.1	0.7	13.2	9.7	13.6

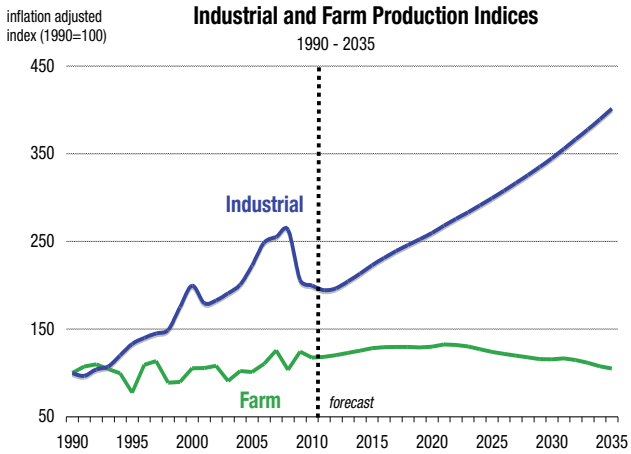












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	24.3 %
Expected job growth:	19.8 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	18.1 %
Expected population growth:	7.7 %
Net migration to account for:	87.2 %
Expected growth in number of vehicles:	22.1 %

Demographics (2011)

Unemployment rate (June 2011)	12.1 %
County Rank* in California (58 counties):	23rd
Working age (16-64) population:	67.0 %
Population with B.A. Degree or higher:	31.2 %
Median Home Selling Price:	$295,000
Median Household Income:	$66,019

Quality of Life

Violent Crime rate (2009):	289 per 100,000 persons
County Rank* in California (58 counties):	18th
Average Commute Time to work (2011):	29.4 minutes
High School drop out rate (2009):	11.4 %
Households at/below poverty line:	5.0 %

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

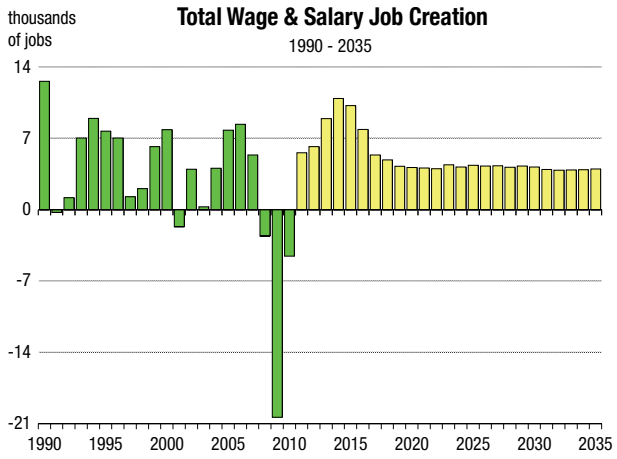
Fresno County Economic Forecast

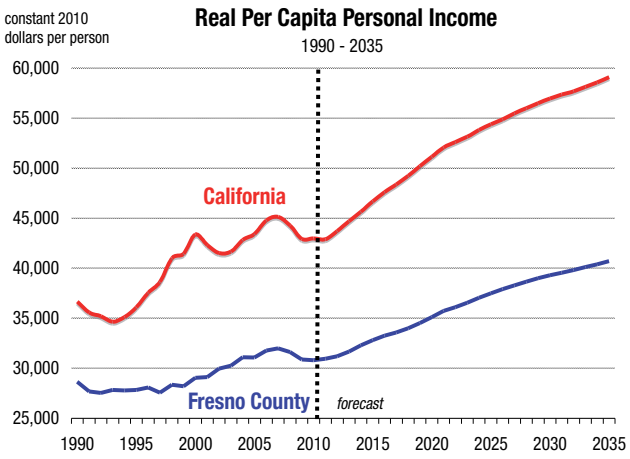
Fresno County is the most productive agricultural county in the nation. In each of the last four years the total value of agricultural crop production has exceeded $5 billion. Fresno County has a population of 933,600 people and just under 327,000 wage and salary jobs. The per capita income in Fresno County is $30,807, and the average salary per worker is $44,285.

Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. In 2010, 4,600 total wage and salary jobs were lost in Fresno County, representing a decline of 1.4 percent. Non-farm employment dropped by 2.3 percent. Farm employment was up by 4.5 percent. The average unemployment rate increased to 16.8 percent in 2010.

The labor market fall-out remained broad in 2010. The transportation and warehousing, leisure services, and education and healthcare sectors created a few jobs during the year, but in all cases the increase was under 100 positions added. Sectors with the largest declines in employment were construction (1,800 jobs), government (1,500 jobs), and professional services (1,400 jobs).

The population continues to grow in Fresno County, and the growth rate remained relatively high during calendar 2010 at 1.4 percent. Between the 2000 and 2010 census, the population of the county increased by 16.4 percent. The neighboring cities of Clovis and Fresno account for 63 percent of the county population and combined for 72 percent of the population growth over the past 10 years.





Forecast Highlights

- Total wage and salary employment is forecast to increase by 1.7 percent in 2011. Non-farm job growth is slightly slower, with an estimated 1.5 percent increase. From 2011 to 2016 total wage and salary growth averages 2.5 percent per year, while non-farm growth averages 2.7 percent per year.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the foreseeable future. Real average salaries rise an average of 0.9 percent per year during the 2011 to 2016 period.

- Between 2011 and 2016, employment growth will be led by construction, leisure services, professional services, healthcare and education, and government. These sectors are all forecast to add between 4,500 and 7,500 jobs from 2011 to 2016. Employment in all sectors is expected to increase during this time period.

- Annual population growth remains steady in 2011 at 1.4 percent. In the 2011 to 2016 period population growth averages 1.6 percent per year.

- Net migration remains positive, and increases compared to the previous five years. From 2011 to 2016 net migration is expected to average 4,500 net migrants entering the county per year.

- Real per capita incomes are forecast to rise 0.4 percent in 2011. Between 2011 and 2016 real per capita incomes are forecast to increase 1.5 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 4.8 percent per year from 2011 to 2016.

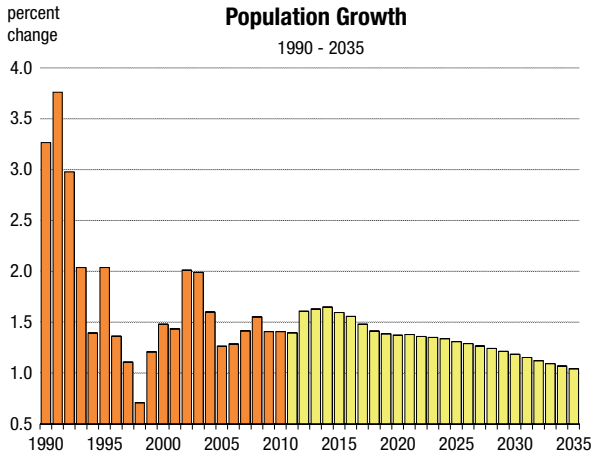
- Industrial production is forecast to rise 2.4 percent in 2011. Between 2011 and 2016 the growth rate of industrial production will decline when compared with last decade, with total production advancing an average of 2.1 percent per year.

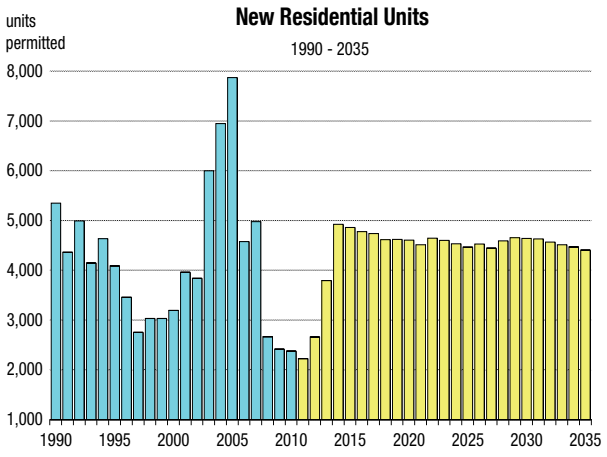
- Farm production is forecast to increase by 0.3 percent per year between 2011 and 2016. The principal crop in the county is grapes.

Fresno County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	881,432	836	711	278	4,580	$12.6	$25.7	$31,760	3.2	5.27	5.90	8.0
2007	893,919	1,515	713	284	4,979	$12.3	$27.2	$31,975	3.4	5.62	6.12	8.5
2008	907,811	2,646	713	288	2,669	$11.7	$28.1	$31,623	3.0	5.75	6.57	10.4
2009	920,603	2,730	717	292	2,416	$10.0	$28.0	$30,873	0.8	5.45	6.79	15.0
2010	933,575	2,887	721	295	2,380	$10.3	$28.8	$30,807	1.3	5.29	6.93	16.8
2011	946,625	2,675	721	297	2,226	$10.4	$30.2	$30,936	3.3	5.50	7.10	15.2
2012	961,852	4,655	723	299	2,660	$11.0	$31.7	$31,192	2.3	5.50	7.24	14.3
2013	977,535	4,933	727	302	3,795	$11.9	$33.4	$31,662	2.3	5.55	7.41	13.0
2014	993,655	5,206	735	305	4,926	$12.8	$35.5	$32,274	2.4	5.52	7.52	11.6
2015	1,009,524	4,799	744	310	4,860	$13.8	$37.4	$32,809	2.1	5.52	7.65	10.5
2016	1,025,260	4,497	755	315	4,779	$14.8	$39.3	$33,260	2.1	5.59	7.86	9.8
2017	1,040,458	3,792	767	319	4,741	$15.7	$41.1	$33,559	2.1	5.63	8.13	9.5
2018	1,055,178	3,186	779	324	4,615	$16.6	$43.1	$33,996	2.0	5.66	8.39	9.1
2019	1,069,827	3,010	792	328	4,622	$17.6	$45.2	$34,512	1.9	5.70	8.63	8.7
2020	1,084,508	2,984	807	333	4,610	$18.7	$47.4	$35,101	1.7	5.66	8.87	8.4
2021	1,099,491	3,247	822	337	4,513	$19.8	$49.7	$35,720	1.7	5.63	9.15	8.4
2022	1,114,447	3,218	838	341	4,646	$20.9	$52.0	$36,101	2.2	5.68	9.41	8.3
2023	1,129,499	3,347	854	346	4,602	$22.0	$54.5	$36,533	2.2	5.72	9.66	8.3
2024	1,144,633	3,489	870	350	4,532	$23.2	$57.2	$37,043	2.1	5.75	9.92	8.3
2025	1,159,644	3,456	887	354	4,466	$24.5	$59.9	$37,482	2.1	5.79	10.21	8.2
2026	1,174,614	3,511	904	359	4,529	$25.9	$62.6	$37,903	2.1	5.80	10.49	8.2
2027	1,189,498	3,523	921	363	4,447	$27.2	$65.4	$38,282	2.1	5.80	10.81	8.1
2028	1,204,277	3,510	938	367	4,591	$28.6	$68.2	$38,653	2.1	5.82	11.13	8.1
2029	1,218,901	3,450	955	372	4,659	$30.1	$71.2	$39,004	2.1	5.83	11.45	8.1
2030	1,233,348	3,371	971	376	4,643	$31.6	$74.1	$39,283	2.1	5.78	11.79	8.0
2031	1,247,580	3,245	987	380	4,630	$33.1	$77.1	$39,551	2.2	5.73	12.13	8.0
2032	1,261,585	3,103	1,003	385	4,566	$34.7	$80.2	$39,818	2.2	5.79	12.48	8.0
2033	1,275,396	2,999	1,018	389	4,514	$36.3	$83.4	$40,118	2.1	5.84	12.85	8.0
2034	1,289,040	2,924	1,034	394	4,473	$38.0	$86.8	$40,391	2.2	5.88	13.23	7.9
2035	1,302,503	2,851	1,049	398	4,408	$39.8	$90.2	$40,692	2.2	5.88	13.63	7.9
2036	1,315,792	2,786	1,064	402	4,356	$41.8	$93.9	$41,058	2.1	5.94	14.03	7.9
2037	1,328,918	2,719	1,080	406	4,291	$43.8	$97.8	$41,421	2.2	5.96	14.44	7.8
2038	1,341,918	2,674	1,096	410	4,240	$45.9	$101.8	$41,803	2.1	5.89	14.86	7.8
2039	1,354,807	2,633	1,112	414	4,204	$48.1	$106.0	$42,247	2.1	5.92	15.29	7.8
2040	1,367,604	2,593	1,129	418	4,168	$50.5	$110.5	$42,730	2.1	5.94	15.74	7.8

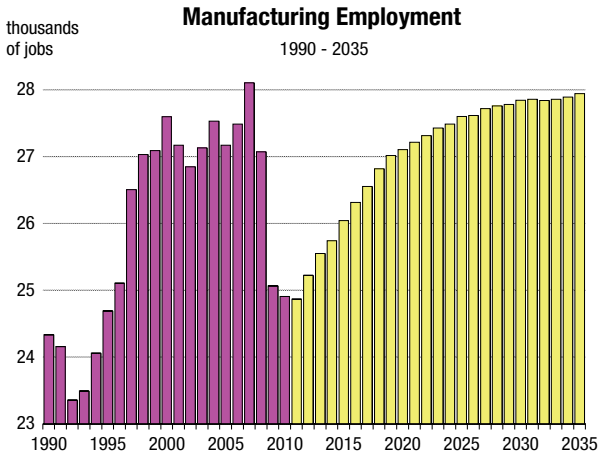


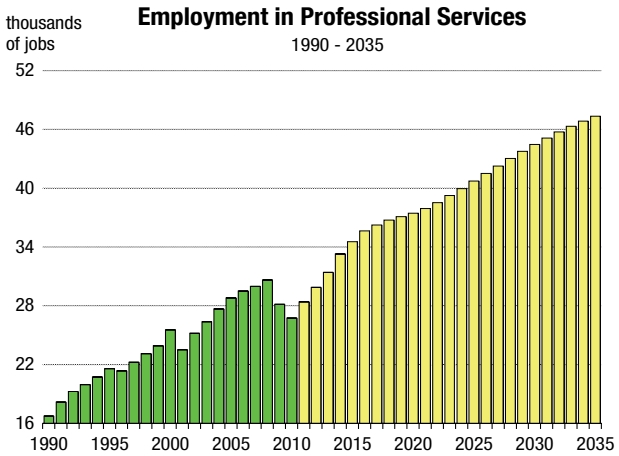


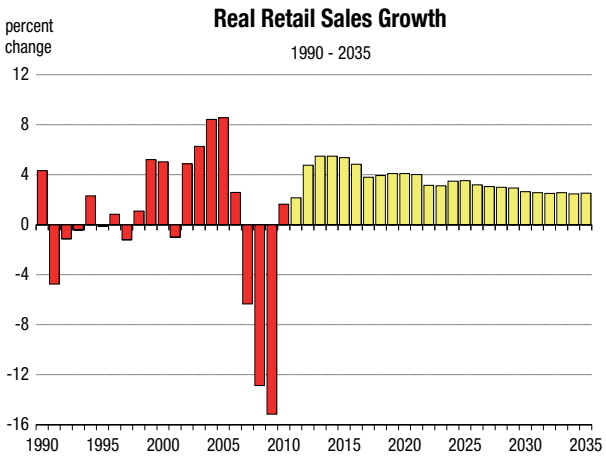
Fresno County Employment Forecast

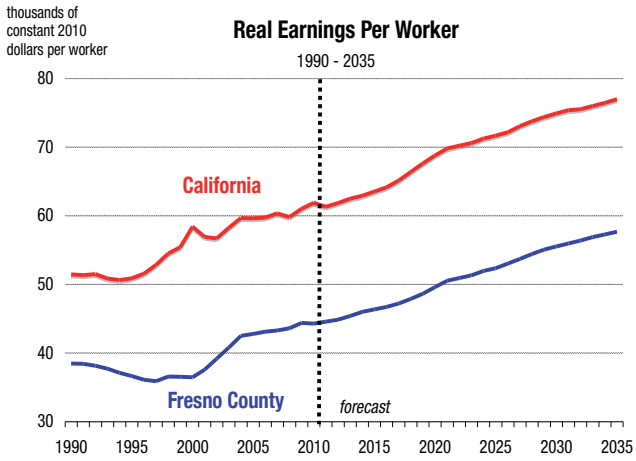
2006-2010 History, 2011-2040 Forecast

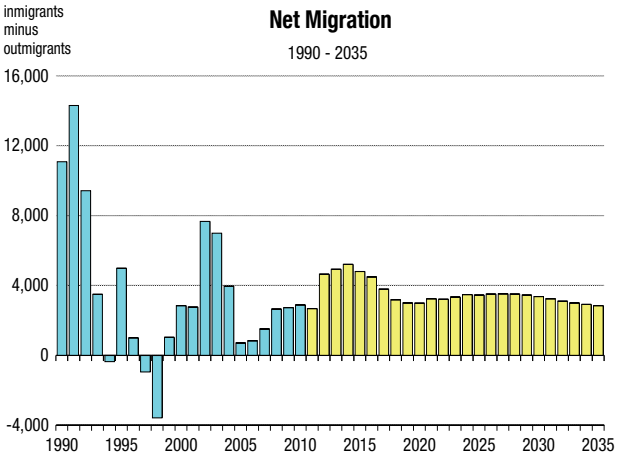
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	349.1	46.5	23.2	27.5	10.0	48.5	15.5	29.5	4.2	37.5	28.1	67.6
2007	354.5	48.1	21.1	28.1	10.7	49.8	15.3	30.0	4.2	38.9	28.2	69.2
2008	351.9	48.9	17.9	27.1	11.0	48.2	14.8	30.7	4.7	40.1	28.0	70.0
2009	331.5	45.1	13.7	25.1	10.6	45.0	13.8	28.2	4.1	40.2	26.6	68.7
2010	326.9	47.1	11.9	24.9	10.7	44.2	13.3	26.8	3.6	40.2	26.7	67.2
2011	332.5	48.5	12.3	24.9	10.8	44.0	13.3	28.4	3.7	41.4	27.5	67.4
2012	338.7	49.6	13.0	25.2	10.8	44.6	13.3	29.9	3.8	42.2	28.3	67.4
2013	347.7	50.5	14.7	25.6	10.8	45.6	13.6	31.4	3.8	43.0	29.2	68.4
2014	358.6	51.2	17.1	25.7	10.8	47.0	13.8	33.3	4.0	44.0	30.2	69.8
2015	368.8	51.7	19.1	26.0	10.9	48.5	14.0	34.6	4.2	45.0	31.4	71.6
2016	376.7	52.0	19.8	26.3	10.9	49.9	14.2	35.7	4.3	45.9	32.4	73.1
2017	382.0	52.2	20.2	26.6	10.9	50.9	14.3	36.3	4.4	46.7	33.2	74.0
2018	386.9	52.0	20.5	26.8	10.9	51.7	14.4	36.8	4.5	47.4	34.0	75.3
2019	391.2	51.8	20.7	27.0	10.9	52.4	14.5	37.1	4.6	48.3	34.6	76.3
2020	395.3	51.7	20.9	27.1	11.0	53.2	14.6	37.5	4.7	49.0	35.2	77.4
2021	399.4	51.5	21.0	27.2	11.0	54.0	14.7	37.9	4.8	49.8	35.8	78.5
2022	403.5	51.5	21.1	27.3	11.0	54.8	14.8	38.5	4.8	50.6	36.3	79.4
2023	407.9	51.4	21.3	27.4	11.0	55.7	14.9	39.3	4.8	51.4	36.8	80.2
2024	412.1	51.4	21.4	27.5	11.0	56.5	15.0	40.0	4.9	52.3	37.3	81.0
2025	416.4	51.3	21.4	27.6	11.0	57.4	15.0	40.7	4.9	53.3	37.8	81.8
2026	420.7	51.3	21.4	27.6	11.0	58.2	15.2	41.5	4.9	54.3	38.2	82.6
2027	425.0	51.3	21.5	27.7	11.1	59.0	15.3	42.3	5.0	55.3	38.7	83.4
2028	429.2	51.4	21.5	27.8	11.1	59.8	15.4	43.0	5.0	56.3	39.2	84.0
2029	433.5	51.4	21.6	27.8	11.1	60.6	15.6	43.8	5.0	57.4	39.7	84.7
2030	437.7	51.4	21.7	27.8	11.1	61.4	15.7	44.5	5.0	58.4	40.2	85.3
2031	441.6	51.4	21.7	27.9	11.1	62.1	15.8	45.1	5.1	59.5	40.6	85.9
2032	445.5	51.4	21.7	27.8	11.1	62.9	15.9	45.7	5.1	60.6	41.1	86.4
2033	449.4	51.5	21.6	27.9	11.1	63.7	16.0	46.3	5.1	61.7	41.6	86.9
2034	453.3	51.5	21.6	27.9	11.1	64.5	16.2	46.9	5.1	62.8	42.2	87.5
2035	457.3	51.5	21.6	27.9	11.1	65.3	16.3	47.4	5.1	64.0	42.7	88.0
2036	461.3	51.6	21.5	27.9	11.1	66.1	16.4	47.9	5.2	65.1	43.2	88.6
2037	465.4	51.6	21.5	28.0	11.1	66.9	16.5	48.4	5.2	66.3	43.7	89.2
2038	469.7	51.6	21.5	28.0	11.2	67.8	16.6	48.9	5.2	67.5	44.2	89.8
2039	474.0	51.7	21.5	28.0	11.2	68.6	16.7	49.4	5.2	68.8	44.8	90.5
2040	478.4	51.7	21.5	27.9	11.2	69.5	16.8	50.0	5.2	70.0	45.3	91.2

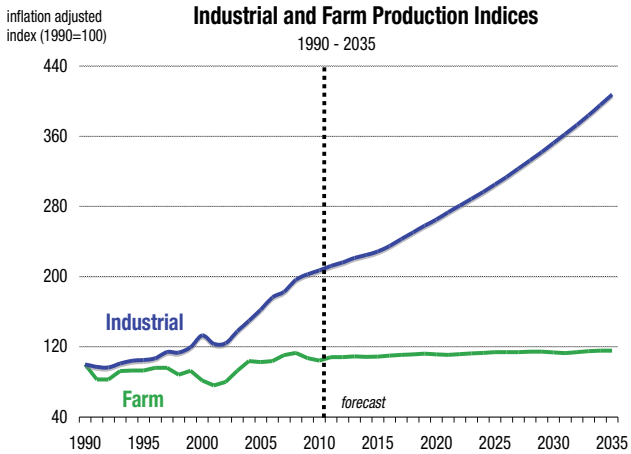












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	28.7 %
Expected job growth:	13.3 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	16.4 %
Expected population growth:	8.3 %
Net migration to account for:	30.6 %
Expected growth in number of vehicles:	4.8 %

Demographics (2011)

Unemployment rate (June 2011):	16.8 %
County Rank* in California (58 counties):	49th
Working age (16-64) population:	63.2 %
Population with B.A. Degree or higher:	19.5 %
Median Home Selling Price:	$160,000
Median Household Income:	$43,748

Quality of Life

Violent Crime rate (2009):	498 per 100,000 persons
County Rank* in California (58 counties):	44th
Average Commute Time to work (2011):	22.9 minutes
High School drop out rate (2009):	23.7 %
Households at/below poverty line:	16.5 %

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

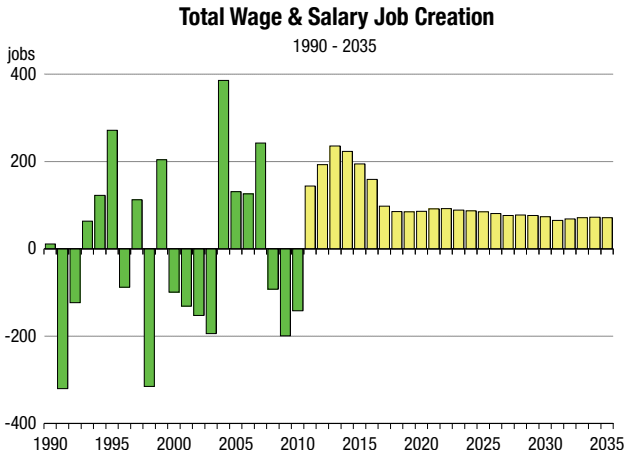
Glenn County Economic Forecast

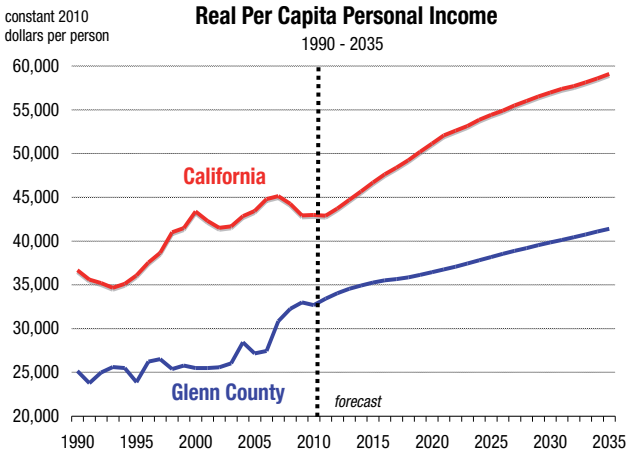
Glenn County is located in the Central Valley, in Northern California. Agriculture is a critical part of the economy of Glenn County, directly responsible for 23 percent of total employment. In 2010, total crop production was valued at $566 million with almond and rice production accounting for over half of the total. Glenn County has a population of 28,165 people and 7,658 wage and salary jobs. The per capita income in Glenn County is $32,669, and the average salary per worker is $40,829.

In 2010, 142 total wage and salary jobs were lost in Glenn County, a decline in employment of 1.8 percent. Non-farm employment lost 10 jobs. This represents a growth rate of -0.2 percent. Farm employment lost 132 jobs, representing a -7.0 percent growth rate. The unemployment rate increased to 16.3 percent in 2010.

The construction, manufacturing, transportation and warehousing, financial activities, and professional services sectors all created jobs during 2010. The transportation and manufacturing sectors recorded the largest employment increases, up by 48 and 38 jobs, respectively. The largest non-farm employment losses were in the wholesale trade (-62 jobs), and government (-39 jobs) sectors.

The Glenn County population grew by 6.3 percent between the 2000 and 2010 census. The only two incorporated cities in the county are Orland and Willows, which grew 16.1 percent and -0.9 percent, respectively, over the last decade. Net migration has been negative over the past 4 years, leading to very slow population growth.





Forecast Highlights

- A 1.9 percent rate of total wage and salary job growth is forecast in 2011. From 2011 to 2016, total employment growth averages 2.5 percent per year. Non-farm employment growth will average 2.6 percent per year. Farm employment will advance 2.0 percent annually over the five-year period.

- 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 0.5 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in farm, manufacturing, and wholesale and retail trade. These sectors account for over 64 percent of net job creation in the county during this time period.

- Annual population growth in the 2011 to 2016 period averages 0.9 percent per year, with growth gradually accelerating over the forecast.

- Net migration will remain negative in 2011 with an estimated 57 residents leaving the county. Over the next five years net migration is expected to average approximately 85 net migrants entering the county per year.

- Real per capita income is forecast to increase 2.3 percent in 2011. From 2011 to 2016 real per capita income growth is expected to average 1.2 percent per year.

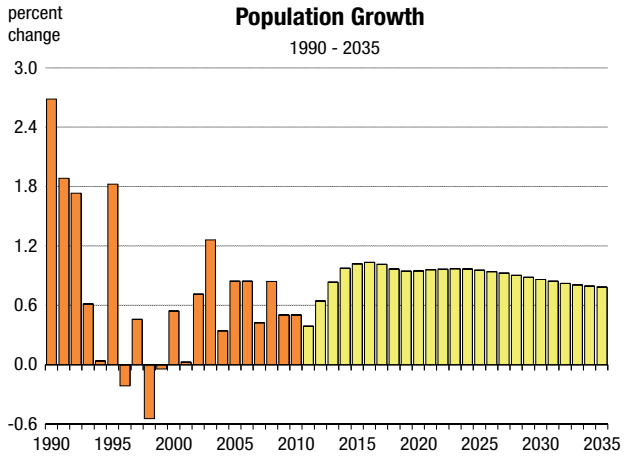
- Total taxable sales, adjusted for inflation, are forecast to rise at a rate of 2.7 percent in 2011. Between 2011 and 2016 real taxable sales are forecast to increase an average of 2.1 percent per year.

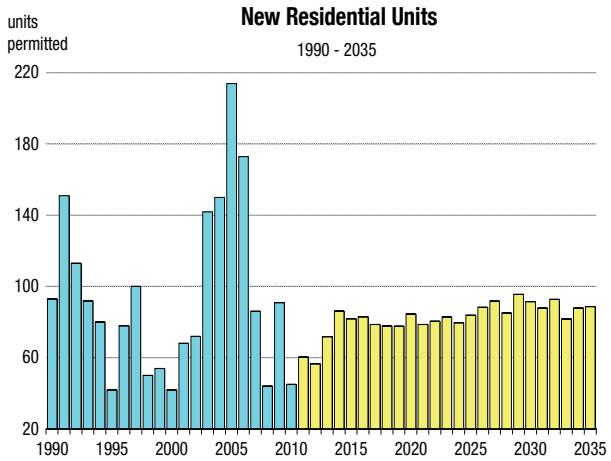
- Industrial production is forecast to rise 5.1 percent in 2011. From 2011 to 2016 the growth rate of industrial production will remain strong, averaging 5.5 percent per year. Total crop production, adjusted for inflation, is expected to increase by an average of 2.3 percent per year between 2011 and 2016. The principle crop in the county is rice.

Glenn County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	27,534	34	34.2	9.7	173	$335.3	$0.69	$27,436	3.2	401.3	142.3	8.0
2007	27,651	-68	34.2	9.8	86	$322.3	$0.81	$30,854	3.4	518.9	140.3	8.8
2008	27,884	-13	34.6	9.9	44	$318.0	$0.88	$32,244	3.0	570.9	141.7	10.4
2009	28,024	-101	34.7	10.0	91	$270.8	$0.91	$33,006	0.8	488.1	153.5	14.5
2010	28,165	-53	34.8	10.0	45	$269.5	$0.92	$32,669	1.3	566.3	171.3	16.3
2011	28,275	-57	35.0	10.1	60	$285.7	$0.98	$33,419	3.3	579.0	180.1	14.7
2012	28,457	13	35.5	10.1	57	$300.5	$1.02	$34,030	2.3	603.7	190.3	13.3
2013	28,694	65	36.2	10.2	72	$315.2	$1.07	$34,564	2.3	621.8	203.2	11.5
2014	28,974	105	37.1	10.3	86	$329.1	$1.12	$34,932	2.4	634.2	215.0	9.5
2015	29,270	118	38.2	10.4	82	$342.1	$1.17	$35,249	2.1	639.7	225.1	7.8
2016	29,573	122	39.2	10.5	83	$354.6	$1.21	$35,506	2.1	650.2	235.1	6.7
2017	29,873	116	40.2	10.6	79	$366.0	$1.25	$35,664	2.1	659.0	241.8	6.1
2018	30,162	102	41.2	10.6	78	$378.0	$1.30	$35,865	2.0	667.3	247.6	5.5
2019	30,448	97	42.1	10.7	78	$390.9	$1.35	$36,145	1.9	676.5	253.6	5.0
2020	30,737	99	42.9	10.8	85	$403.6	$1.39	$36,439	1.7	678.7	259.3	4.6
2021	31,032	106	43.6	10.9	79	$416.7	$1.44	$36,758	1.7	679.3	269.5	4.6
2022	31,331	108	44.2	11.0	81	$431.8	$1.50	$37,073	2.2	684.4	279.2	4.6
2023	31,636	110	44.8	11.1	83	$447.7	$1.56	$37,428	2.2	688.3	288.9	4.5
2024	31,942	111	45.3	11.2	80	$464.4	$1.63	$37,796	2.1	693.2	299.2	4.5
2025	32,247	110	45.7	11.3	84	$482.1	$1.70	$38,176	2.1	697.0	309.8	4.5
2026	32,551	109	46.1	11.4	88	$499.7	$1.76	$38,532	2.1	700.8	321.1	4.5
2027	32,852	107	46.5	11.5	92	$517.6	$1.83	$38,877	2.1	701.8	332.9	4.5
2028	33,149	104	46.8	11.6	85	$536.1	$1.91	$39,203	2.1	704.5	345.1	4.4
2029	33,442	102	47.1	11.7	96	$555.1	$1.98	$39,522	2.1	706.2	357.8	4.4
2030	33,730	97	47.3	11.8	92	$574.7	$2.05	$39,837	2.1	703.7	371.1	4.4
2031	34,015	92	47.6	11.9	88	$594.9	$2.13	$40,138	2.2	701.1	382.9	4.4
2032	34,294	85	47.8	12.0	93	$615.9	$2.21	$40,449	2.2	707.6	395.0	4.3
2033	34,571	81	48.0	12.1	82	$637.6	$2.30	$40,763	2.1	712.9	407.4	4.3
2034	34,846	77	48.3	12.2	88	$660.3	$2.39	$41,082	2.2	717.3	420.2	4.3
2035	35,120	73	48.5	12.3	89	$683.6	$2.48	$41,409	2.2	718.3	433.5	4.3
2036	35,394	69	48.7	12.3	89	$708.0	$2.57	$41,749	2.1	725.0	447.0	4.3
2037	35,668	65	48.8	12.4	92	$733.3	$2.67	$42,096	2.2	728.3	461.1	4.2
2038	35,941	61	49.0	12.5	103	$759.4	$2.77	$42,448	2.1	723.6	475.5	4.2
2039	36,215	57	49.2	12.7	93	$786.6	$2.87	$42,818	2.1	727.7	490.3	4.2
2040	36,488	53	49.4	12.8	100	$814.8	$2.98	$43,206	2.1	731.0	506.2	4.2

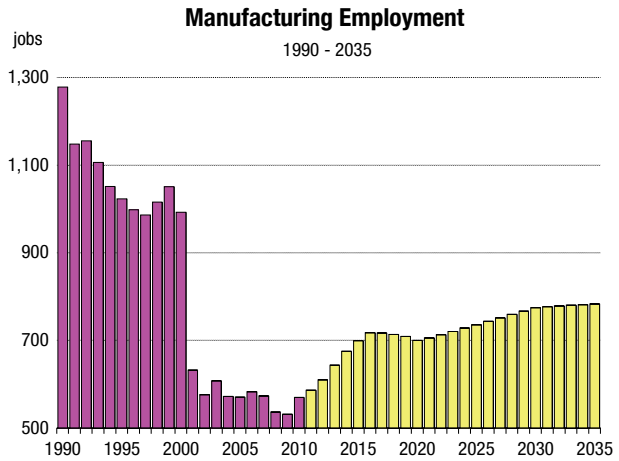


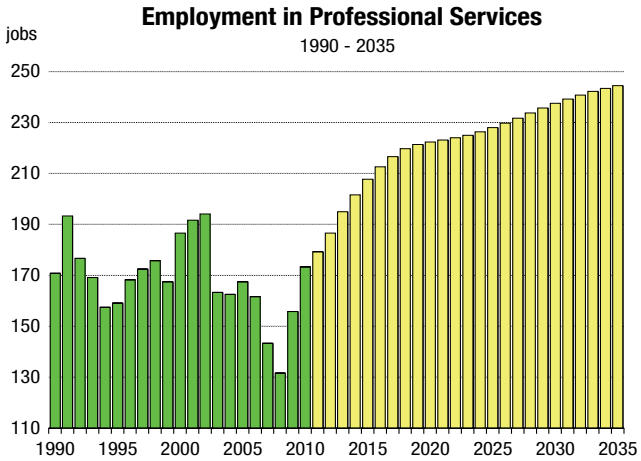


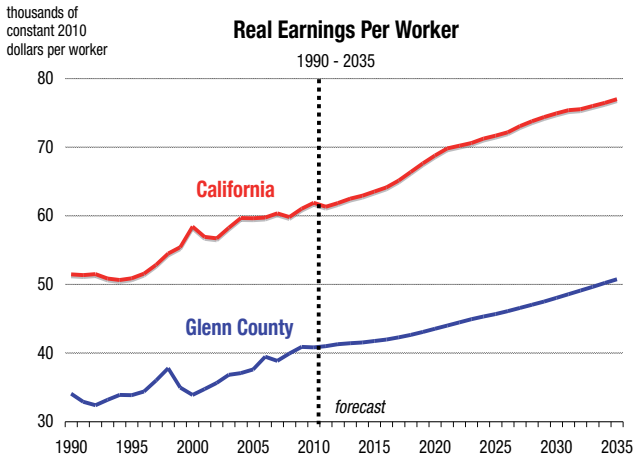
Glenn County Employment Forecast

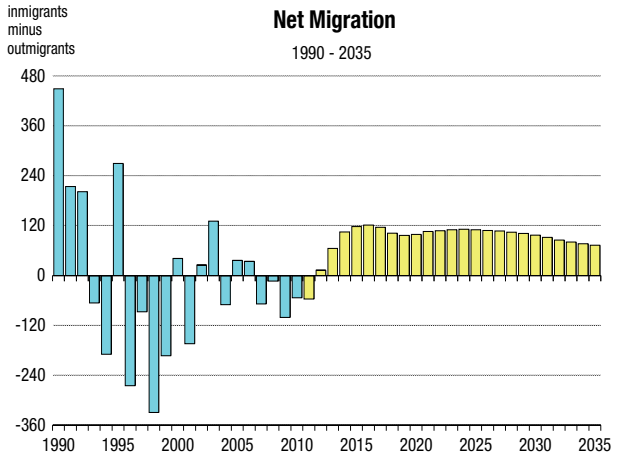
2006-2010 History, 2011-2040 Forecast

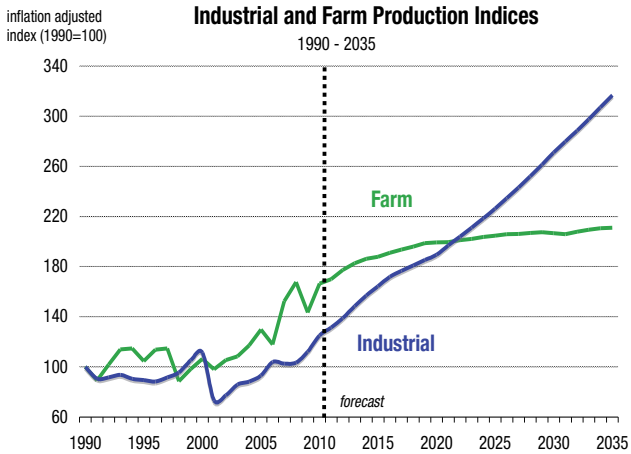
	Total Wage & Salary	Farm	Mining & Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------										
2006	7.8	1.46	0.30	0.58	0.41	1.08	0.14	0.16	0.48	0.63	2.46
2007	8.1	1.74	0.33	0.57	0.40	1.05	0.16	0.14	0.48	0.67	2.45
2008	8.0	1.81	0.30	0.54	0.40	1.00	0.16	0.13	0.48	0.73	2.37
2009	7.8	1.87	0.26	0.53	0.40	0.91	0.16	0.16	0.48	0.68	2.25
2010	7.7	1.74	0.26	0.57	0.45	0.84	0.17	0.17	0.48	0.68	2.22
2011	7.8	1.78	0.26	0.59	0.46	0.92	0.17	0.18	0.49	0.69	2.19
2012	8.0	1.82	0.26	0.61	0.48	1.00	0.16	0.19	0.50	0.70	2.18
2013	8.2	1.86	0.26	0.64	0.50	1.08	0.16	0.20	0.51	0.71	2.20
2014	8.5	1.90	0.26	0.68	0.53	1.15	0.16	0.20	0.52	0.73	2.21
2015	8.6	1.93	0.26	0.70	0.54	1.21	0.16	0.21	0.53	0.75	2.23
2016	8.8	1.96	0.26	0.72	0.56	1.26	0.16	0.21	0.54	0.77	2.25
2017	8.9	1.98	0.26	0.72	0.57	1.28	0.16	0.22	0.55	0.78	2.26
2018	9.0	2.01	0.26	0.71	0.58	1.29	0.16	0.22	0.56	0.80	2.28
2019	9.1	2.03	0.26	0.71	0.60	1.29	0.16	0.22	0.57	0.81	2.30
2020	9.2	2.05	0.26	0.70	0.62	1.30	0.16	0.22	0.58	0.82	2.32
2021	9.3	2.06	0.26	0.71	0.64	1.31	0.16	0.22	0.59	0.82	2.34
2022	9.3	2.07	0.26	0.71	0.65	1.33	0.16	0.22	0.60	0.83	2.37
2023	9.4	2.08	0.26	0.72	0.67	1.34	0.16	0.23	0.60	0.84	2.39
2024	9.5	2.09	0.26	0.73	0.68	1.36	0.16	0.23	0.61	0.85	2.41
2025	9.6	2.10	0.26	0.74	0.69	1.37	0.16	0.23	0.63	0.86	2.43
2026	9.7	2.11	0.26	0.74	0.70	1.38	0.16	0.23	0.64	0.86	2.45
2027	9.8	2.11	0.26	0.75	0.71	1.40	0.16	0.23	0.65	0.87	2.46
2028	9.8	2.12	0.26	0.76	0.71	1.41	0.16	0.23	0.66	0.88	2.48
2029	9.9	2.13	0.26	0.77	0.72	1.42	0.16	0.24	0.67	0.88	2.50
2030	10.0	2.13	0.26	0.78	0.73	1.43	0.16	0.24	0.68	0.89	2.52
2031	10.1	2.13	0.26	0.78	0.74	1.44	0.16	0.24	0.70	0.90	2.54
2032	10.1	2.13	0.26	0.78	0.75	1.45	0.16	0.24	0.71	0.91	2.56
2033	10.2	2.14	0.26	0.78	0.76	1.46	0.16	0.24	0.72	0.92	2.58
2034	10.3	2.14	0.26	0.78	0.77	1.47	0.16	0.24	0.73	0.92	2.60
2035	10.3	2.15	0.26	0.78	0.78	1.48	0.16	0.24	0.75	0.93	2.62
2036	10.4	2.16	0.26	0.78	0.78	1.49	0.16	0.25	0.76	0.94	2.64
2037	10.5	2.16	0.26	0.79	0.79	1.50	0.16	0.25	0.77	0.95	2.66
2038	10.6	2.17	0.26	0.79	0.80	1.51	0.16	0.25	0.79	0.96	2.68
2039	10.6	2.17	0.26	0.79	0.81	1.52	0.16	0.25	0.80	0.96	2.70
2040	10.7	2.18	0.26	0.79	0.82	1.53	0.16	0.25	0.81	0.97	2.73











County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	16.1%
Expected job growth:	12.9 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	11.1%
Expected population growth:	4.6 %
Net migration to account for:	32.6 %
Expected growth in number of vehicles:	11.9 %

Demographics (2011)

Unemployment rate (June 2011)	16.2 %
County Rank* in California (58 counties):	45th
Working age (16-64) population:	61.5%
Population with B.A. Degree or higher:	14.1 %
Median Home Selling Price:	$125,000
Median Household Income:	$39,157

Quality of Life

Violent Crime rate (2009):	185 per 100,000 persons
County Rank* in California (58 counties):	4th
Average Commute Time to work (2011):	20.4 minutes
High School drop out rate (2009):	17.5 %
Households at/below poverty line:	15.3 %

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

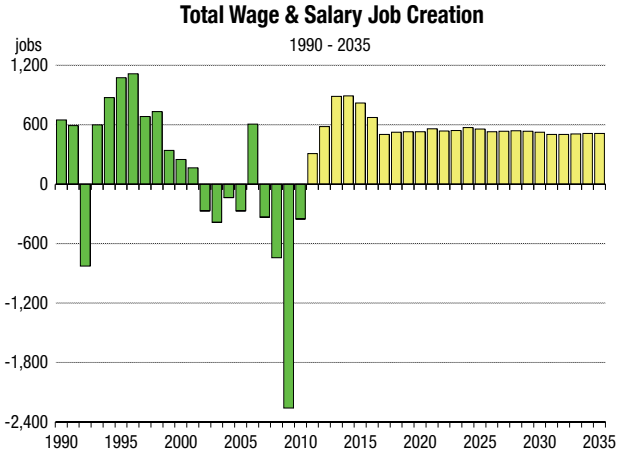
Humboldt County Economic Forecast

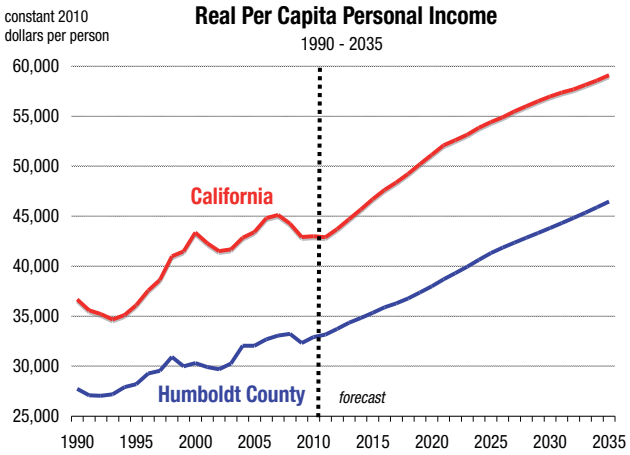
Humboldt County is located on the coast of California in a densely forested and mountainous region. The county is the largest timber producer in California and according to Humboldt State University, approximately 55 percent of manufacturing employment is lumber-based. Humboldt County has a population of 134,824 and 46,383 wage and salary jobs. The per capita income in Humboldt County is $32,909, and the average salary per worker is $40,170.

In 2010, total wage and salary employment declined by 350 jobs, representing a decline in employment of 0.7 percent. Non-farm employment fell by 133 jobs, representing a growth rate of -0.3 percent. Employment in the farm sector fell by 21.5 percent. The unemployment rate increased to 11.5 percent in 2010.

The natural resources, transportation and warehousing, retail trade, leisure, education and health service, and professional services sectors all increased employment in 2010. The largest employment losses were in the farm (-220 jobs), government (-180 jobs), construction (-180 jobs), and financial activities (-80 jobs) sectors. Manufacturing employment has been steadily declining for over a decade, and now employs only 38 percent as many workers as during 1996.

The population in Humboldt County grew by 6.4 percent between the 2000 and 2010 census. The largest city in the county is Eureka, with 27,200 residents; population grew by 4.1 percent ever the past decade. Net migration in the county was positive last year, with an estimated total of just under 1,000 migrants entering the county.





Forecast Highlights

- Total wage and salary job growth is forecast to turn positive in 2011, at 0.7 percent. From 2011 to 2016, total employment growth averages 1.6 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 0.4 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in healthcare and education, manufacturing, leisure, professional services and government. Together they are expected to account for 61 percent of all job creation. All sectors are expected to show at least moderate growth over this period.

- The population in the county will continue to grow, but at a slower rate than the state average. Annual growth in the 2011 to 2016 period averages 0.9 percent per year.

- Net migration is estimated at 903 people in 2011. Between 2011 and 2016 net migration is expected to average 1,000 people entering the county per year.

- Real per capita income is forecast to rise 0.7 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to increase an average of 1.6 percent per year.

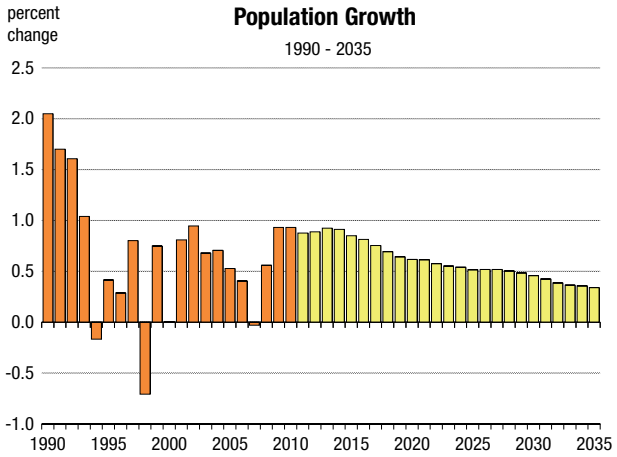
- Total taxable sales, adjusted for inflation, are forecast to rise 3.0 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase by an average of 1.9 percent per year.

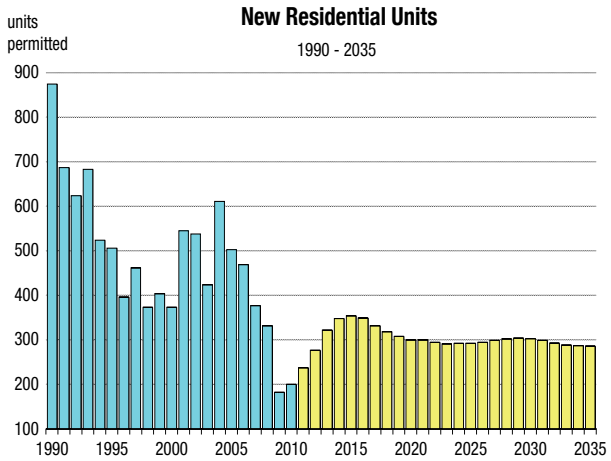
- Industrial production is forecast to increase 2.7 percent in 2011. Over the next five years the growth rate of industrial production averages 3.1 percent per year. Total crop production excluding timber, in real inflation adjusted dollars is expected to grow at an annual rate of 0.8 percent over the same period.

Humboldt County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	131,642	112	146.1	53.6	469	$1.70	$3.96	$32,692	3.2	127.1	0.95	5.5
2007	131,605	-396	147.3	54.0	377	$1.73	$4.13	$33,047	3.4	138.9	0.97	5.9
2008	132,341	466	146.6	54.4	332	$1.69	$4.30	$33,222	3.0	134.1	1.00	7.2
2009	133,577	949	147.1	54.7	182	$1.54	$4.26	$32,319	0.8	113.2	0.76	10.9
2010	134,824	983	148.7	55.0	200	$1.62	$4.44	$32,909	1.3	113.5	0.79	11.5
2011	136,006	903	149.6	55.2	237	$1.73	$4.66	$33,154	3.3	119.4	0.81	10.9
2012	137,216	959	150.6	55.4	276	$1.81	$4.89	$33,729	2.3	121.0	0.83	10.1
2013	138,484	1,044	151.7	55.6	322	$1.89	$5.14	$34,341	2.3	122.2	0.86	9.1
2014	139,749	1,067	152.8	55.9	348	$1.97	$5.38	$34,809	2.4	123.0	0.89	8.0
2015	140,938	1,026	154.1	56.3	354	$2.04	$5.63	$35,332	2.1	122.6	0.92	7.0
2016	142,086	1,016	155.4	56.6	349	$2.12	$5.88	$35,880	2.1	124.2	0.95	6.3
2017	143,158	957	156.7	56.9	332	$2.19	$6.11	$36,283	2.1	125.3	0.97	6.0
2018	144,153	906	158.0	57.2	319	$2.26	$6.37	$36,775	2.0	126.5	1.00	5.7
2019	145,081	860	159.3	57.5	308	$2.33	$6.63	$37,368	1.9	128.1	1.02	5.4
2020	145,976	842	160.6	57.8	300	$2.41	$6.90	$37,978	1.7	127.3	1.05	5.2
2021	146,876	861	161.9	58.1	300	$2.48	$7.19	$38,684	1.7	126.1	1.08	5.1
2022	147,721	823	163.1	58.3	295	$2.57	$7.51	$39,303	2.2	128.1	1.11	5.2
2023	148,538	813	164.4	58.6	291	$2.66	$7.84	$39,945	2.2	129.6	1.15	5.2
2024	149,342	823	165.7	58.9	292	$2.75	$8.19	$40,639	2.1	131.6	1.18	5.2
2025	150,115	823	166.9	59.2	292	$2.85	$8.54	$41,306	2.1	133.2	1.22	5.2
2026	150,896	853	168.2	59.4	294	$2.94	$8.88	$41,858	2.1	133.9	1.25	5.1
2027	151,681	880	169.4	59.7	299	$3.04	$9.22	$42,358	2.1	134.3	1.29	5.0
2028	152,445	886	170.7	60.0	302	$3.14	$9.57	$42,841	2.1	135.5	1.33	4.9
2029	153,186	885	171.9	60.3	304	$3.24	$9.94	$43,326	2.1	136.3	1.37	4.8
2030	153,890	869	173.1	60.5	303	$3.34	$10.31	$43,809	2.1	135.1	1.42	4.8
2031	154,544	843	174.3	60.8	299	$3.45	$10.70	$44,308	2.2	133.9	1.46	4.7
2032	155,144	804	175.4	61.1	293	$3.56	$11.10	$44,825	2.2	136.7	1.50	4.6
2033	155,710	785	176.6	61.4	288	$3.67	$11.52	$45,361	2.1	139.0	1.55	4.5
2034	156,267	794	177.8	61.6	287	$3.79	$11.95	$45,893	2.2	141.0	1.60	4.5
2035	156,801	787	178.9	61.9	286	$3.91	$12.40	$46,461	2.2	141.4	1.65	4.4
2036	157,308	777	180.0	62.2	285	$4.04	$12.87	$47,055	2.1	144.5	1.69	4.4
2037	157,788	765	181.1	62.4	284	$4.17	$13.36	$47,665	2.2	146.1	1.75	4.4
2038	158,240	751	182.2	62.7	282	$4.30	$13.87	$48,310	2.1	143.7	1.80	4.4
2039	158,665	739	183.3	63.0	281	$4.44	$14.40	$48,993	2.1	145.7	1.85	4.4
2040	159,072	736	184.4	63.2	280	$4.58	$14.95	$49,718	2.1	147.2	1.91	4.3

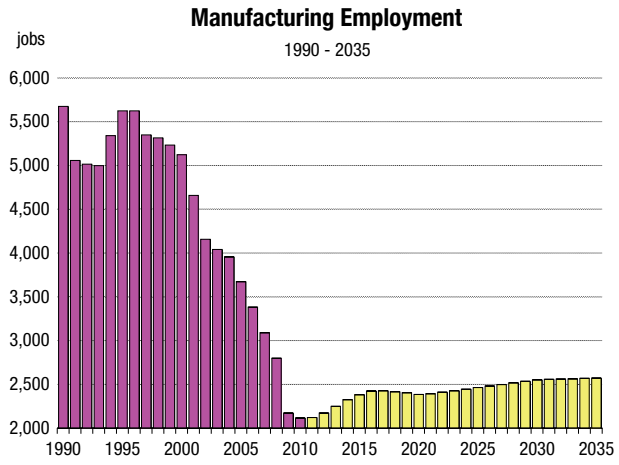


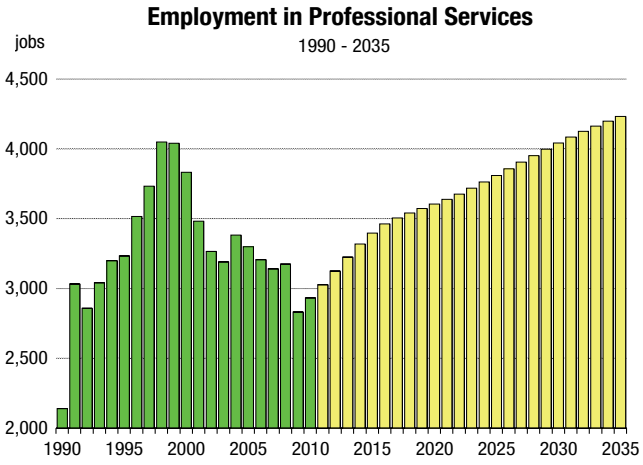


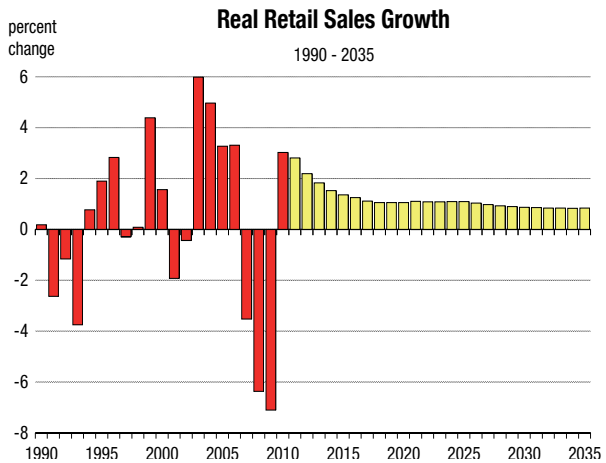
Humboldt County Employment Forecast

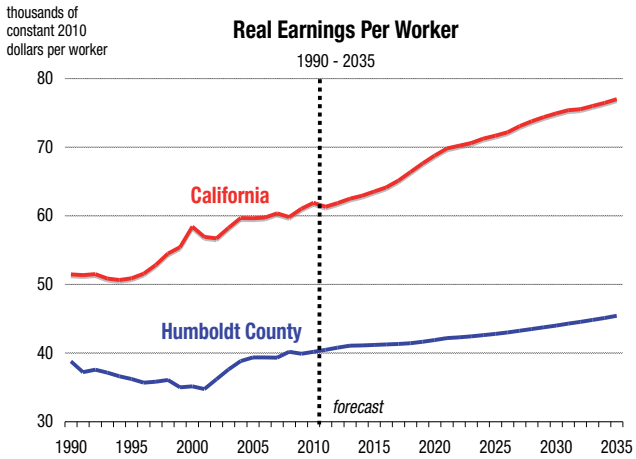
2006-2010 History, 2011-2040 Forecast

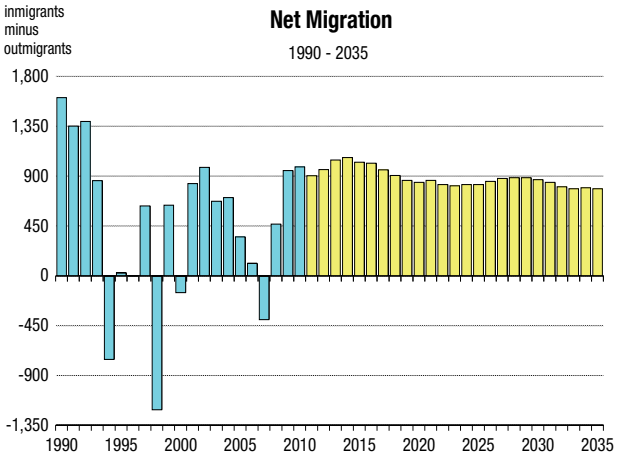
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	50.1	1.23	2.6	3.4	1.4	8.4	2.0	3.2	0.7	5.9	5.3	13.8
2007	49.7	1.26	2.4	3.1	1.4	8.4	2.0	3.1	0.7	5.8	5.2	13.9
2008	49.0	1.16	2.3	2.8	1.3	8.3	1.8	3.2	0.7	5.9	5.2	14.0
2009	46.7	1.01	1.9	2.2	1.2	7.9	1.7	2.8	0.6	6.4	5.1	13.8
2010	46.4	0.79	1.7	2.1	1.3	7.9	1.6	2.9	0.6	6.4	5.2	13.6
2011	46.7	0.87	1.8	2.1	1.3	7.9	1.6	3.0	0.6	6.5	5.2	13.4
2012	47.3	0.92	1.8	2.2	1.3	8.0	1.6	3.1	0.6	6.5	5.3	13.4
2013	48.2	0.95	1.9	2.3	1.3	8.1	1.7	3.2	0.6	6.6	5.4	13.6
2014	49.1	0.98	2.0	2.3	1.4	8.2	1.7	3.3	0.6	6.7	5.5	13.8
2015	49.9	1.00	2.0	2.4	1.4	8.3	1.7	3.4	0.6	6.8	5.6	14.0
2016	50.5	1.01	2.1	2.4	1.4	8.3	1.7	3.5	0.6	6.8	5.7	14.2
2017	51.1	1.02	2.1	2.4	1.5	8.4	1.7	3.5	0.7	6.9	5.8	14.4
2018	51.6	1.03	2.1	2.4	1.5	8.4	1.7	3.5	0.7	6.9	5.9	14.6
2019	52.1	1.04	2.1	2.4	1.5	8.5	1.8	3.6	0.7	7.0	6.0	14.8
2020	52.6	1.04	2.1	2.4	1.6	8.5	1.8	3.6	0.7	7.1	6.0	15.1
2021	53.2	1.04	2.1	2.4	1.6	8.6	1.8	3.6	0.7	7.1	6.1	15.3
2022	53.7	1.05	2.1	2.4	1.6	8.6	1.8	3.7	0.7	7.2	6.1	15.6
2023	54.3	1.05	2.1	2.4	1.7	8.6	1.8	3.7	0.7	7.2	6.2	15.8
2024	54.9	1.06	2.1	2.4	1.7	8.7	1.8	3.8	0.7	7.3	6.2	16.1
2025	55.4	1.07	2.2	2.5	1.7	8.7	1.8	3.8	0.7	7.4	6.3	16.3
2026	55.9	1.07	2.2	2.5	1.7	8.8	1.8	3.9	0.7	7.4	6.3	16.5
2027	56.5	1.08	2.2	2.5	1.8	8.8	1.8	3.9	0.7	7.5	6.4	16.7
2028	57.0	1.08	2.2	2.5	1.8	8.9	1.8	4.0	0.7	7.6	6.4	16.9
2029	57.6	1.09	2.2	2.5	1.8	8.9	1.8	4.0	0.8	7.6	6.5	17.2
2030	58.1	1.09	2.2	2.6	1.8	8.9	1.9	4.0	0.8	7.7	6.5	17.4
2031	58.6	1.09	2.2	2.6	1.8	9.0	1.9	4.1	0.8	7.7	6.6	17.6
2032	59.1	1.09	2.3	2.6	1.8	9.0	1.9	4.1	0.8	7.8	6.6	17.8
2033	59.6	1.10	2.3	2.6	1.9	9.1	1.9	4.2	0.8	7.9	6.7	18.0
2034	60.1	1.10	2.3	2.6	1.9	9.1	1.9	4.2	0.8	7.9	6.7	18.3
2035	60.6	1.11	2.3	2.6	1.9	9.1	1.9	4.2	0.8	8.0	6.8	18.5
2036	61.1	1.12	2.3	2.6	1.9	9.2	1.9	4.3	0.8	8.0	6.8	18.7
2037	61.7	1.13	2.3	2.6	1.9	9.2	1.9	4.3	0.8	8.1	6.9	19.0
2038	62.2	1.13	2.3	2.6	2.0	9.2	1.9	4.3	0.8	8.2	6.9	19.2
2039	62.7	1.13	2.3	2.6	2.0	9.3	1.9	4.4	0.8	8.2	7.0	19.4
2040	63.3	1.14	2.3	2.6	2.0	9.3	2.0	4.4	0.8	8.3	7.0	19.7

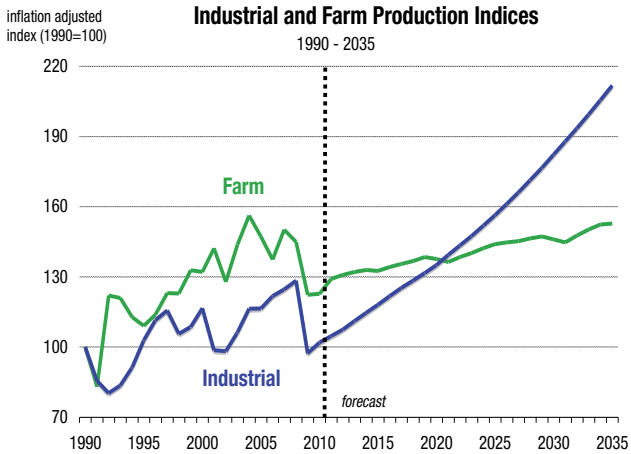












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	8.4%
Expected job growth:	8.3%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	13.1%
Expected population growth:	4.5%
Net migration to account for:	84.1%
Expected growth in number of vehicles:	3.9%

Demographics (2011)

Unemployment rate (June 2011)	11.4%
County Rank* in California (58 counties):	18th
Working age (16-64) population:	68.0%
Population with B.A. Degree or higher:	26.5%
Median Home Selling Price:	$233,000
Median Household Income:	$37,266

Quality of Life

Violent Crime rate (2009):	408 per 100,000 persons
County Rank* in California (58 counties):	32nd
Average Commute Time to work (2011):	19.0 minutes
High School drop out rate (2009):	17.4%
Households at/below poverty line:	13.2%

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

Imperial County Economic Forecast

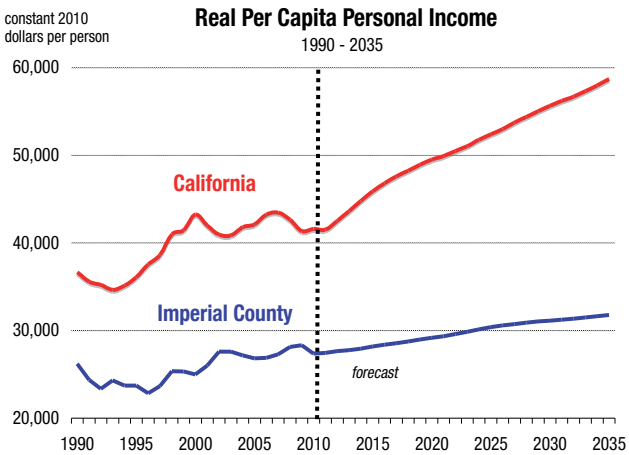
Imperial County is located at the extreme southeastern edge of the state, adjacent to San Diego County. It is the home of the Salton Sea, the largest lake in California. Imperial County has a population of over 175,500 people, together with 54,900 wage and salary jobs. The per capita income in Imperial County is $27,353, and the average salary per worker is $43,393, both measures representing the lowest levels among all Southern California counties. 2010 was the transition year in Southern California and Imperial County. After horrific job losses during 2009 conditions improved substantially in 2010.

Last year approximately 70 total jobs were created in Imperial County, implying a growth rate of 0.1 percent. The non-farm growth rate was significantly worse at -2.3 percent. The unemployment rate increased to 29.6 percent in 2010. This high unemployment rate is due principally to the large farm sector, which represents 19 percent of total employment in the county. Imperial County has the highest unemployment rate of any county in California.

The principal labor markets in Imperial County are farming, retail trade, and government. The latter accounts for 34 percent of total employment, while retail trade contributes another 12 percent of total jobs. Many of the government jobs in Imperial County are related to the two state correctional facilities, which employ over 2,500 staff and house nearly 8,400 inmates.

In 2010, the manufacturing sector added 240 jobs, while the farm sector added 1,100 workers. These gains were offset by 330 jobs lost in government, 270 lost in professional services, 210 in construction, and smaller losses in most other sectors.

Between 2009 and 2010, the population grew at a rate of 2.6 percent in Imperial County. The county continues to grow substantially faster than the state average.



Forecast Highlights

- Non-farm job growth is expected to resume in 2011, averaging 1.5 percent. From 2011 to 2016, the average annual non-farm growth rate is 3.0 percent per year. Total wage and salary growth will be lower at 2.8 percent, due to slower growth in the farm sector.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast horizon. Real average salaries rise by an average of 0.6 percent per year from 2011 to 2016.

- The sectors creating the most jobs between 2011 and 2016 will be government (2,500 jobs), farm (1,100 jobs), retail trade (800 jobs), and education and healthcare (770 jobs).

- The population will continue to grow much faster than the state average. Annual growth in the 2011 to 2016 period averages 2.0 percent per year.

- Net migration slows during the 2011 to 2016 period, though it remains positive. The forecast of net migration averages 1,500 people entering the county per year from 2011 to 2016.

- Real per capita incomes increases by 0.3 percent in 2011 as employment and income rise. An annual compound rate of growth of 0.7 percent is forecast from 2011 to 2016.

- Total taxable sales adjusted for inflation are expected to increase by an average of 4.2 percent per year between 2011 and 2016.

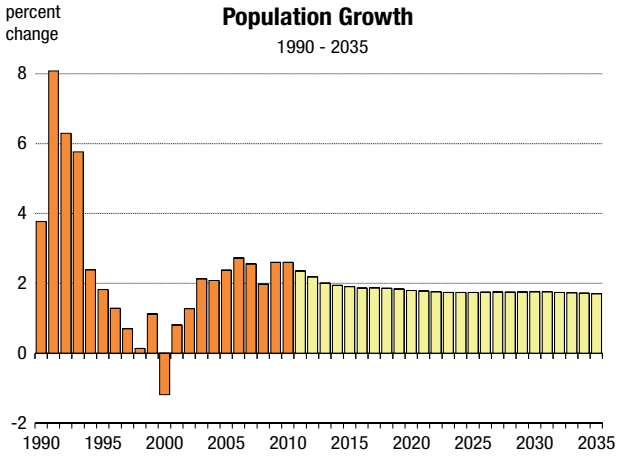
- Industrial production is expected to increase 4.6 percent in 2011 due to strength in manufacturing. From 2011 to 2016, the growth rate of industrial production is expected to average 5.1 percent per year.

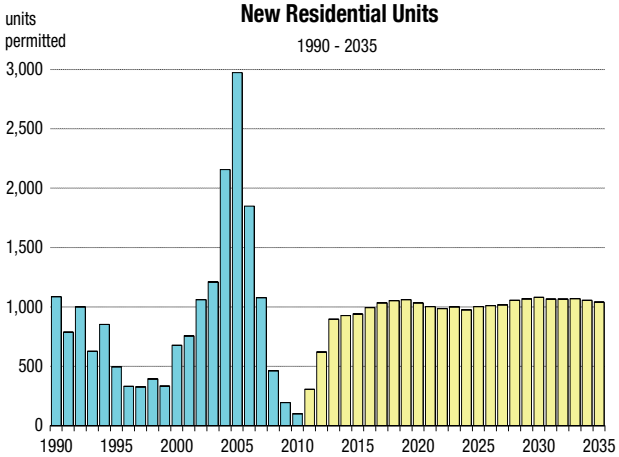
- Farm production is forecast to increase by 0.1 percent per year between 2011 and 2016. The principal farm product in the county is cattle.

Imperial County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	159,426	2,206	144.6	46.7	1,850	$2.15	$3.99	$26,881	4.3	1.47	0.68	15.4
2007	163,511	1,855	145.0	49.0	1,079	$2.25	$4.29	$27,261	3.3	1.44	0.67	18.0
2008	166,753	889	147.7	49.5	464	$2.18	$4.67	$28,123	3.5	1.69	0.73	22.2
2009	171,090	2,074	151.5	50.1	195	$1.77	$4.79	$28,310	-0.8	1.47	0.77	27.9
2010	175,540	2,191	155.8	50.4	102	$1.89	$4.80	$27,353	1.2	1.50	0.85	29.6
2011	179,682	1,948	156.3	50.6	307	$2.03	$5.05	$27,446	2.3	1.54	0.89	28.7
2012	183,613	1,711	160.5	50.9	621	$2.18	$5.31	$27,639	2.3	1.56	0.94	26.4
2013	187,294	1,438	164.8	51.5	898	$2.31	$5.57	$27,743	2.5	1.57	1.00	23.5
2014	190,936	1,379	169.6	52.4	928	$2.48	$5.88	$27,931	2.7	1.56	1.04	20.3
2015	194,589	1,369	174.8	53.3	942	$2.66	$6.21	$28,169	2.8	1.53	1.08	16.7
2016	198,227	1,337	179.9	54.2	996	$2.85	$6.56	$28,386	2.9	1.54	1.14	14.1
2017	201,948	1,401	184.7	55.2	1,036	$3.03	$6.90	$28,538	2.8	1.54	1.20	12.4
2018	205,713	1,436	189.6	56.2	1,054	$3.23	$7.27	$28,729	2.7	1.54	1.26	11.3
2019	209,498	1,445	194.5	57.2	1,063	$3.43	$7.65	$28,959	2.5	1.55	1.34	10.5
2020	213,265	1,414	199.1	58.3	1,035	$3.59	$8.02	$29,159	2.3	1.52	1.39	9.9
2021	217,065	1,435	203.4	59.3	1,005	$3.75	$8.40	$29,339	2.2	1.49	1.45	9.7
2022	220,893	1,447	207.8	60.3	987	$3.93	$8.82	$29,597	2.3	1.51	1.54	9.5
2023	224,748	1,435	212.2	61.2	1,001	$4.11	$9.25	$29,847	2.2	1.52	1.63	9.4
2024	228,659	1,451	216.6	62.2	977	$4.32	$9.70	$30,114	2.2	1.55	1.72	9.3
2025	232,634	1,468	221.0	63.2	1,004	$4.54	$10.17	$30,383	2.2	1.56	1.81	9.2
2026	236,709	1,524	225.3	64.2	1,013	$4.76	$10.64	$30,574	2.2	1.56	1.90	9.2
2027	240,863	1,568	229.2	65.2	1,018	$4.99	$11.11	$30,721	2.1	1.56	1.98	9.2
2028	245,071	1,603	233.1	66.2	1,056	$5.24	$11.61	$30,892	2.2	1.57	2.09	9.1
2029	249,376	1,674	237.0	67.2	1,069	$5.51	$12.13	$31,034	2.2	1.57	2.19	9.1
2030	253,768	1,740	240.8	68.2	1,081	$5.79	$12.65	$31,123	2.2	1.54	2.27	9.1
2031	258,234	1,794	244.5	69.3	1,066	$6.08	$13.20	$31,221	2.2	1.51	2.36	9.1
2032	262,735	1,808	248.5	70.3	1,067	$6.40	$13.79	$31,356	2.2	1.54	2.51	9.0
2033	267,286	1,837	252.4	71.4	1,071	$6.73	$14.41	$31,498	2.2	1.57	2.65	8.9
2034	271,893	1,873	256.3	72.4	1,056	$7.09	$15.05	$31,636	2.3	1.58	2.80	8.9
2035	276,536	1,891	260.2	73.5	1,042	$7.46	$15.71	$31,758	2.2	1.58	2.93	8.8
2036	281,207	1,902	264.4	74.5	1,030	$7.86	$16.42	$31,930	2.2	1.61	3.11	8.7
2037	285,923	1,922	268.9	75.5	1,023	$8.27	$17.16	$32,105	2.2	1.62	3.28	8.6
2038	290,701	1,956	273.4	76.5	1,022	$8.71	$17.91	$32,268	2.2	1.58	3.38	8.6
2039	295,529	1,980	278.3	77.5	1,023	$9.18	$18.71	$32,456	2.2	1.60	3.57	8.5
2040	300,419	2,008	283.5	78.5	1,022	$9.68	$19.54	$32,652	2.1	1.61	3.76	8.4

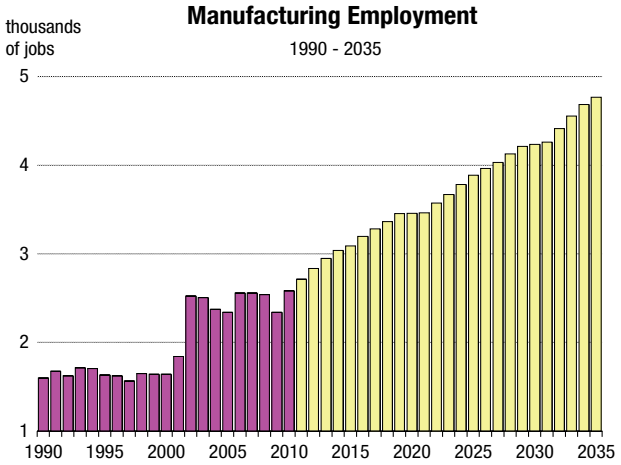


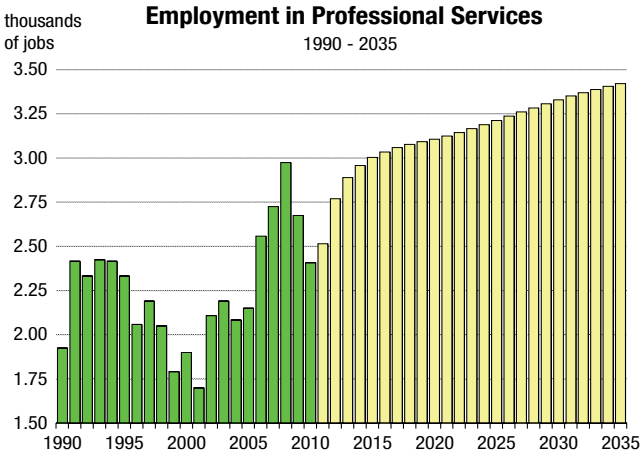


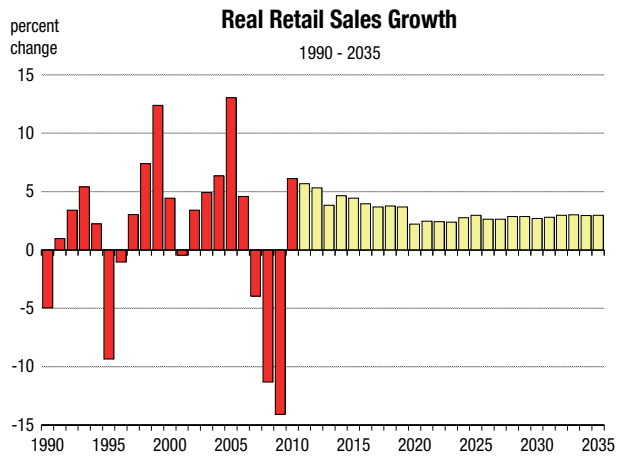
Imperial County Employment Forecast

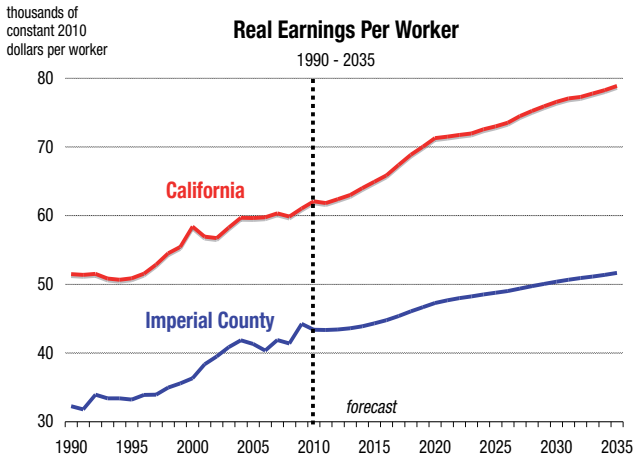
2006-2010 History, 2011-2040 Forecast

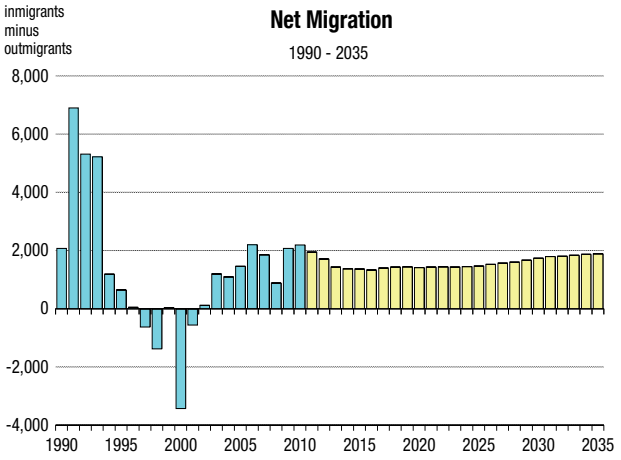
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	56.2	11.49	2.0	2.6	1.8	9.4	1.4	2.6	0.4	2.9	3.3	17.4
2007	56.0	10.09	1.9	2.6	1.8	9.4	1.4	2.7	0.4	2.9	3.5	18.1
2008	58.2	11.38	1.7	2.5	1.8	9.5	1.3	3.0	0.4	3.4	3.6	18.5
2009	54.8	9.36	1.5	2.3	1.8	8.6	1.3	2.7	0.4	3.8	3.4	18.8
2010	54.9	10.48	1.3	2.6	1.8	8.5	1.3	2.4	0.4	3.7	3.3	18.4
2011	56.2	11.08	1.4	2.7	1.8	8.7	1.3	2.5	0.4	3.8	3.4	18.5
2012	57.9	11.51	1.4	2.8	1.9	8.9	1.3	2.8	0.4	3.9	3.5	18.6
2013	59.5	11.81	1.5	2.9	2.0	9.1	1.3	2.9	0.4	4.0	3.6	18.9
2014	61.1	12.02	1.5	3.0	2.2	9.4	1.3	3.0	0.4	4.2	3.7	19.5
2015	62.8	12.15	1.5	3.1	2.3	9.6	1.3	3.0	0.4	4.4	3.8	20.2
2016	64.3	12.17	1.5	3.2	2.4	9.8	1.3	3.0	0.4	4.5	3.9	20.9
2017	65.7	12.20	1.6	3.3	2.4	10.0	1.3	3.1	0.4	4.7	3.9	21.6
2018	67.0	12.23	1.6	3.4	2.6	10.2	1.3	3.1	0.4	4.9	3.9	22.2
2019	68.1	12.24	1.6	3.5	2.7	10.3	1.3	3.1	0.4	5.1	4.0	22.6
2020	69.1	12.27	1.6	3.5	2.8	10.4	1.3	3.1	0.4	5.3	4.0	23.1
2021	70.0	12.23	1.6	3.5	3.0	10.5	1.3	3.1	0.4	5.4	4.0	23.5
2022	70.8	12.15	1.6	3.6	3.2	10.7	1.3	3.1	0.4	5.6	4.0	23.9
2023	71.7	12.14	1.6	3.7	3.3	10.8	1.3	3.2	0.4	5.7	4.0	24.2
2024	72.7	12.15	1.6	3.8	3.4	10.9	1.3	3.2	0.4	5.9	4.1	24.5
2025	73.6	12.20	1.6	3.9	3.6	11.0	1.3	3.2	0.4	6.0	4.1	24.8
2026	74.5	12.26	1.6	4.0	3.7	11.2	1.3	3.2	0.4	6.2	4.1	25.1
2027	75.3	12.30	1.6	4.0	3.7	11.3	1.3	3.3	0.4	6.3	4.1	25.4
2028	76.1	12.32	1.6	4.1	3.8	11.4	1.3	3.3	0.4	6.4	4.1	25.6
2029	76.8	12.34	1.6	4.2	3.9	11.6	1.3	3.3	0.4	6.5	4.1	25.8
2030	77.5	12.36	1.6	4.2	4.0	11.7	1.4	3.3	0.4	6.6	4.1	26.0
2031	78.1	12.33	1.7	4.3	4.1	11.8	1.4	3.4	0.4	6.7	4.2	26.2
2032	78.8	12.26	1.7	4.4	4.2	12.0	1.4	3.4	0.4	6.8	4.2	26.4
2033	79.6	12.26	1.7	4.6	4.3	12.1	1.4	3.4	0.4	6.9	4.2	26.6
2034	80.4	12.31	1.7	4.7	4.5	12.3	1.4	3.4	0.4	7.0	4.2	26.7
2035	81.2	12.36	1.7	4.8	4.6	12.4	1.4	3.4	0.4	7.1	4.2	26.9
2036	82.0	12.39	1.6	4.9	4.7	12.5	1.4	3.4	0.5	7.3	4.2	27.1
2037	82.9	12.47	1.6	5.1	4.8	12.7	1.4	3.5	0.5	7.4	4.3	27.4
2038	83.7	12.53	1.6	5.1	4.9	12.8	1.3	3.5	0.5	7.5	4.3	27.6
2039	84.5	12.51	1.6	5.2	5.0	13.0	1.3	3.5	0.5	7.5	4.3	27.9
2040	85.4	12.52	1.7	5.3	5.1	13.1	1.3	3.5	0.5	7.6	4.3	28.2

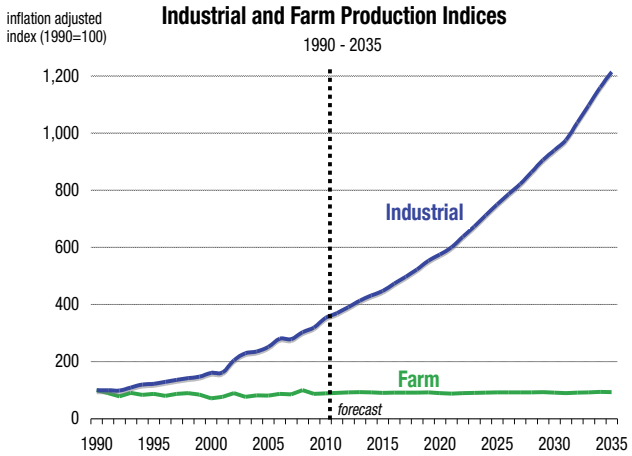












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	24.3 %
Expected job growth:	14.5 %
Fastest growing jobs sector:	Transport & Warehousing
Expected personal income growth:	14.1 %
Expected population growth:	10.3 %
Net migration to account for:	39.0 %
Expected growth in number of vehicles:	15.1 %

Demographics (2011)

Unemployment rate (June 2011):	28.5 %
County Rank* in California (58 counties):	58th
Working age (16-64) population:	61.6 %
Population with B.A. Degree or higher:	13.1 %
Median Home Selling Price:	$125,000
Median Household Income:	$36,739

Quality of Life

Violent Crime rate (2009):	329 per 100,000 persons
County Rank* in California (58 counties):	21st
Average Commute Time to work (2011):	20.0 minutes
High School drop out rate (2009):	12.6 %
Households at/below poverty line:	20.4 %

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

Inyo County Economic Forecast

Inyo County is the second largest county in California in terms of physical land, with 98 percent being publicly managed by state and federal government departments. The unique geography of the county includes Mount Whitney (highest point in the continental United States) and Badwater, Death Valley (the lowest point in the Western Hemisphere). Inyo County has a population of 18,565 people and 7,659 wage and salary jobs. The per capita income is $37,432, and the average salary per worker is $43,469.

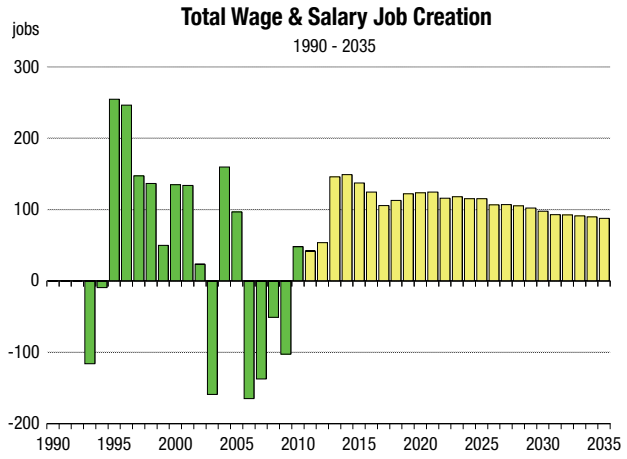
In 2010, 48 total wage and salary jobs were created in Inyo County, representing an increase in employment of 0.6 percent. The unemployment rate increased to 10.0 percent in 2010.

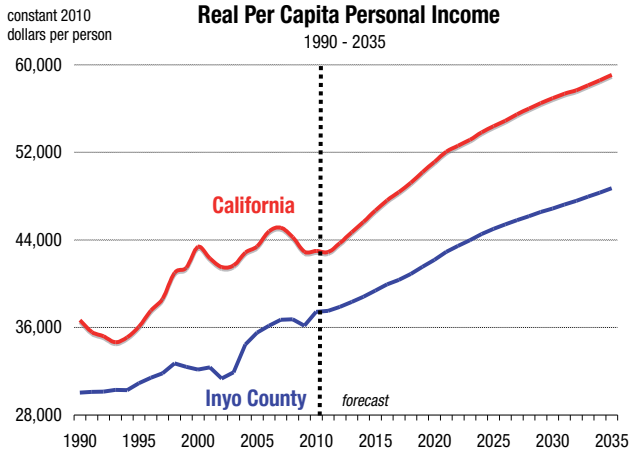
Employment increased in the farm, mining, wholesale trade, leisure, education and healthcare, financial activities, professional services, and government sectors. The retail trade and manufacturing sectors lost the most jobs during 2010.

Public sector employment currently accounts for 42 percent of total employment in the county, dominated by the Naval Air Warfare Center at China Lake. Leisure services and retail trade are the two other largest sectors accounting for 20 and 13 percent, respectively of total employment in the county. Death Valley National Park is the largest visitor attraction in Inyo County. Thousands of hikers climb Mount Whitney each year.

The population of Inyo County expanded by just 3.3 percent between the 2000 and 2010 census. The only incorporated city in the county is Bishop, where the population rose 8.5 percent in the past decade. Net migration was negative last year, with an estimated total of 32 migrants leaving the county.

Employment and population growth are both modest over the forecast. Due to the aging population the county relies primarily on migration to drive growth.





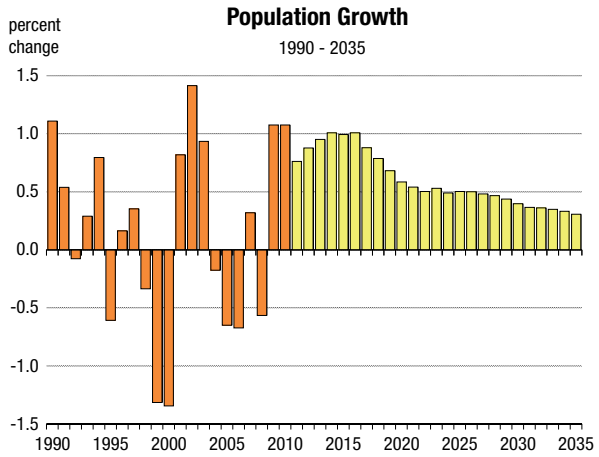
Forecast Highlights

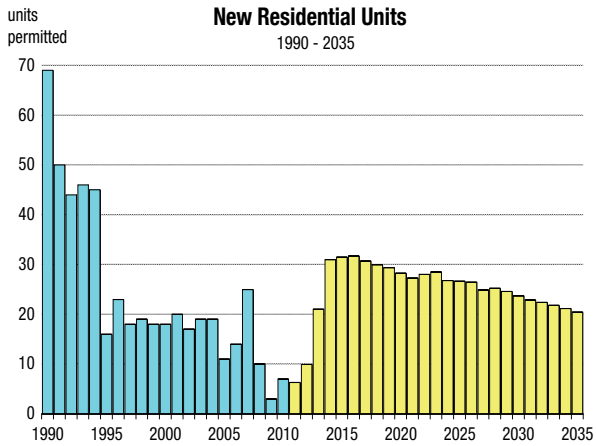
- Total wage and salary employment is forecast to be approximately unchanged in 2011. From 2011 to 2016, total employment growth averages 1.4 percent per year.
- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to rise an average of 0.5 percent per year from 2011 to 2016.
- Between 2011 and 2016, the momentum for employment growth is in professional business services, construction, education and healthcare, leisure services, and government. These sectors account for 75 percent of all jobs created in the county during this time period.
- The population in the county is forecast to grow, but at a slower rate than the state average. Annual growth in the 2011 to 2016 period averages 1.0 percent per year. Following this, growth slows over the remainder of the forecast period.
- Approximately 106 net migrants are expected to enter the county during 2011. From 2011 to 2016, net migration is expected to average 147 net migrants per year.
- Real per capita income is forecast to decline 0.2 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to increase an average of 1.3 percent per year.
- Total taxable sales adjusted for inflation are expected to increase by an average of 3.7 percent per year during the 2011 to 2016 period.
- Industrial production is forecast to rise 3.5 percent in 2011. During the 2011 to 2016 period the growth rate of industrial production will average 2.8 percent growth per year.

Inyo County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	18,217	-130	27.5	7.85	14	$330.7	$0.61	$36,163	3.2	19.6	64.2	4.6
2007	18,275	19	27.0	7.88	25	$323.0	$0.64	$36,692	3.4	21.0	67.4	4.9
2008	18,172	-136	27.1	7.90	10	$319.3	$0.65	$36,745	3.0	21.9	87.8	6.5
2009	18,367	156	27.3	7.90	3	$299.6	$0.66	$36,161	0.8	19.4	115.9	9.2
2010	18,565	174	27.4	7.91	7	$312.9	$0.69	$37,432	1.3	18.2	117.3	10.0
2011	18,697	106	27.6	7.93	6	$341.6	$0.72	$37,342	3.3	19.5	121.4	9.5
2012	18,853	128	27.6	7.94	9	$363.7	$0.75	$37,710	2.3	20.0	122.4	9.3
2013	19,029	146	27.6	7.95	21	$387.2	$0.79	$38,176	2.3	20.2	125.8	8.9
2014	19,223	162	27.8	7.97	31	$411.5	$0.83	$38,686	2.4	20.1	129.8	8.6
2015	19,421	166	28.0	8.00	32	$435.9	$0.87	$39,267	2.1	19.4	134.2	8.3
2016	19,627	175	28.7	8.03	32	$460.6	$0.91	$39,843	2.1	19.9	139.1	8.1
2017	19,813	156	29.2	8.06	31	$485.2	$0.94	$40,240	2.1	20.1	143.8	8.0
2018	19,985	142	29.7	8.10	31	$510.4	$0.99	$40,781	2.0	20.3	148.0	7.8
2019	20,140	124	30.2	8.13	30	$536.0	$1.03	$41,416	1.9	20.7	152.4	7.7
2020	20,279	106	30.7	8.16	29	$561.4	$1.07	$42,040	1.7	19.9	156.8	7.6
2021	20,412	97	31.1	8.19	29	$587.2	$1.11	$42,744	1.7	19.0	162.8	7.4
2022	20,539	88	31.5	8.22	29	$615.8	$1.16	$43,252	2.2	19.5	168.3	7.4
2023	20,675	91	31.9	8.25	30	$645.2	$1.20	$43,737	2.2	19.8	173.7	7.3
2024	20,804	81	32.3	8.28	28	$676.2	$1.25	$44,262	2.1	20.3	179.5	7.2
2025	20,939	83	32.7	8.30	28	$708.9	$1.30	$44,713	2.1	20.6	185.6	7.1
2026	21,075	82	33.0	8.33	28	$741.7	$1.35	$45,066	2.1	20.5	191.8	7.1
2027	21,209	79	33.3	8.36	27	$775.7	$1.39	$45,403	2.1	20.2	198.5	7.0
2028	21,342	77	33.6	8.39	27	$811.3	$1.44	$45,713	2.1	20.3	205.3	7.0
2029	21,471	73	33.9	8.42	27	$848.2	$1.49	$46,023	2.1	20.2	212.3	6.9
2030	21,592	66	34.2	8.44	26	$886.2	$1.54	$46,285	2.1	19.3	219.6	6.9
2031	21,708	59	34.4	8.47	25	$925.8	$1.59	$46,571	2.2	18.4	226.8	6.8
2032	21,825	58	34.7	8.49	25	$966.9	$1.65	$46,843	2.2	19.0	234.1	6.8
2033	21,940	54	35.0	8.52	24	$1,009.3	$1.70	$47,140	2.1	19.5	241.5	6.8
2034	22,052	49	35.2	8.54	23	$1,053.6	$1.76	$47,436	2.2	19.8	249.1	6.8
2035	22,159	44	35.5	8.57	23	$1,099.2	$1.82	$47,761	2.2	19.5	256.9	6.7
2036	22,260	36	35.8	8.59	22	$1,146.4	$1.88	$48,060	2.1	20.2	265.0	6.7
2037	22,357	30	36.1	8.61	21	$1,195.5	$1.94	$48,396	2.2	20.3	273.3	6.7
2038	22,450	24	36.3	8.63	21	$1,246.1	$2.00	$48,760	2.1	19.1	281.9	6.7
2039	22,538	18	36.6	8.65	20	$1,298.3	$2.07	$49,141	2.1	19.3	290.7	6.6
2040	22,623	12	36.9	8.67	19	$1,352.1	$2.14	$49,548	2.1	19.4	300.1	6.6

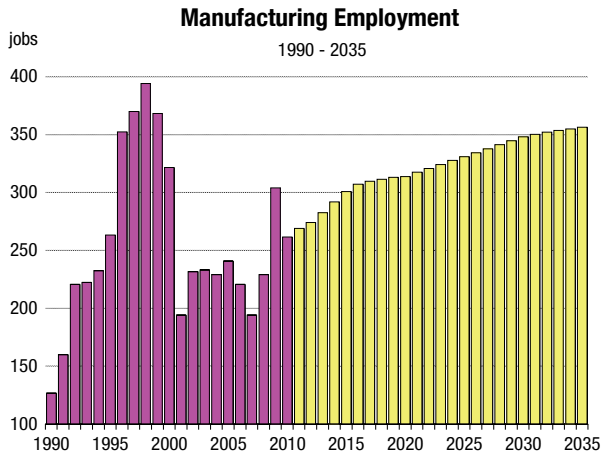


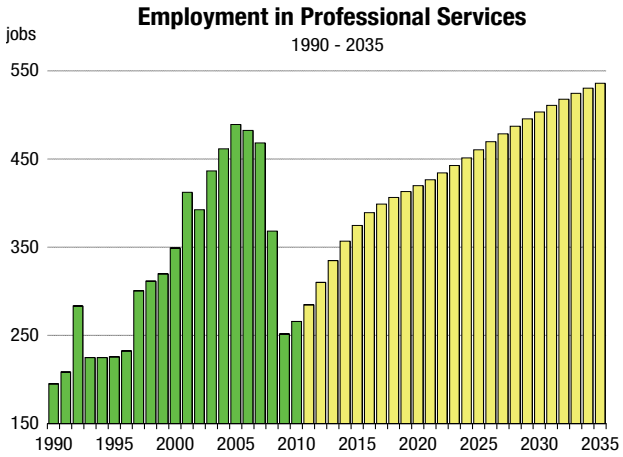


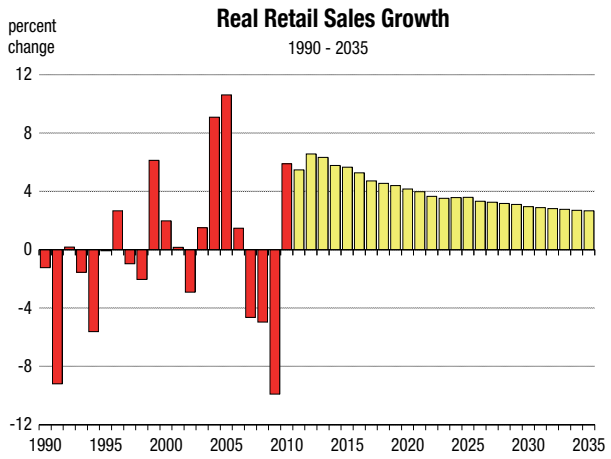
Inyo County Employment Forecast

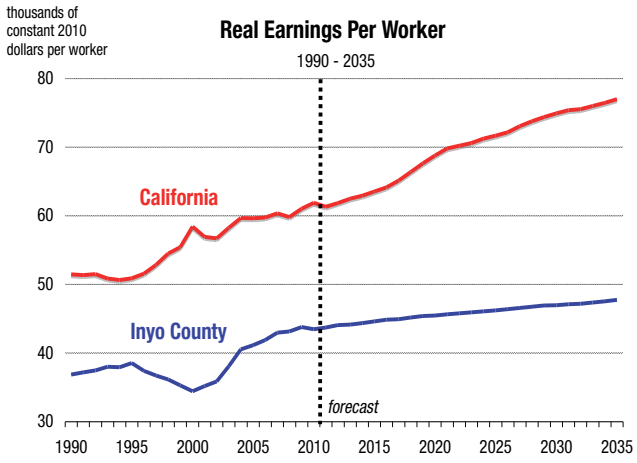
2006-2010 History, 2011-2040 Forecast

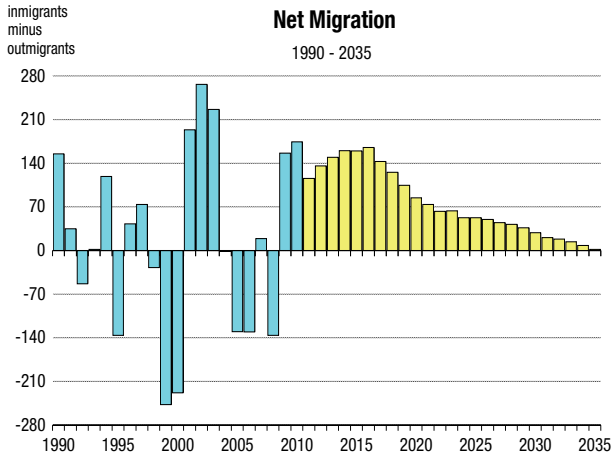
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	7.9	0.05	0.3	0.22	0.14	1.14	0.16	0.48	0.19	0.39	1.42	3.21
2007	7.8	0.04	0.3	0.19	0.16	1.10	0.15	0.47	0.20	0.39	1.39	3.15
2008	7.7	0.04	0.2	0.23	0.20	1.12	0.14	0.37	0.12	0.41	1.45	3.18
2009	7.6	0.04	0.2	0.30	0.20	1.10	0.14	0.25	0.09	0.42	1.47	3.19
2010	7.7	0.05	0.2	0.26	0.20	1.08	0.15	0.27	0.08	0.45	1.53	3.21
2011	7.7	0.05	0.2	0.27	0.20	1.10	0.15	0.28	0.09	0.44	1.53	3.14
2012	7.7	0.05	0.2	0.27	0.21	1.11	0.15	0.31	0.09	0.45	1.53	3.11
2013	7.8	0.05	0.2	0.28	0.21	1.12	0.15	0.33	0.09	0.45	1.54	3.16
2014	8.0	0.05	0.2	0.29	0.22	1.13	0.16	0.36	0.10	0.46	1.55	3.20
2015	8.1	0.05	0.2	0.30	0.22	1.13	0.16	0.37	0.10	0.47	1.57	3.25
2016	8.2	0.05	0.2	0.31	0.23	1.14	0.16	0.39	0.11	0.49	1.58	3.29
2017	8.3	0.05	0.2	0.31	0.23	1.15	0.16	0.40	0.11	0.51	1.58	3.32
2018	8.4	0.05	0.2	0.31	0.24	1.16	0.16	0.41	0.11	0.53	1.59	3.37
2019	8.5	0.05	0.2	0.31	0.24	1.17	0.16	0.41	0.12	0.55	1.60	3.42
2020	8.6	0.05	0.2	0.31	0.25	1.17	0.16	0.42	0.12	0.57	1.61	3.48
2021	8.8	0.05	0.2	0.32	0.25	1.18	0.16	0.43	0.12	0.59	1.62	3.54
2022	8.9	0.05	0.2	0.32	0.26	1.19	0.16	0.43	0.13	0.61	1.63	3.59
2023	9.0	0.05	0.3	0.32	0.26	1.19	0.16	0.44	0.13	0.62	1.63	3.65
2024	9.1	0.05	0.3	0.32	0.27	1.20	0.17	0.45	0.13	0.64	1.64	3.70
2025	9.2	0.05	0.3	0.33	0.27	1.21	0.17	0.46	0.13	0.66	1.65	3.75
2026	9.3	0.05	0.3	0.33	0.28	1.22	0.17	0.47	0.14	0.68	1.65	3.80
2027	9.4	0.05	0.3	0.33	0.28	1.22	0.17	0.48	0.14	0.70	1.66	3.85
2028	9.5	0.05	0.3	0.34	0.28	1.23	0.17	0.49	0.14	0.72	1.66	3.90
2029	9.6	0.05	0.3	0.34	0.29	1.24	0.17	0.50	0.14	0.73	1.67	3.94
2030	9.7	0.05	0.3	0.34	0.29	1.25	0.17	0.50	0.15	0.75	1.67	3.99
2031	9.8	0.05	0.3	0.35	0.29	1.25	0.17	0.51	0.15	0.76	1.68	4.04
2032	9.9	0.05	0.3	0.35	0.30	1.26	0.17	0.52	0.15	0.77	1.68	4.09
2033	10.0	0.05	0.3	0.35	0.30	1.27	0.17	0.52	0.15	0.77	1.69	4.14
2034	10.1	0.05	0.3	0.35	0.30	1.27	0.18	0.53	0.15	0.78	1.69	4.20
2035	10.1	0.05	0.3	0.35	0.30	1.28	0.18	0.54	0.16	0.78	1.70	4.25
2036	10.2	0.05	0.3	0.35	0.31	1.29	0.18	0.54	0.16	0.79	1.70	4.30
2037	10.3	0.05	0.3	0.35	0.31	1.30	0.18	0.55	0.16	0.79	1.71	4.35
2038	10.4	0.05	0.3	0.36	0.31	1.30	0.18	0.55	0.16	0.80	1.71	4.41
2039	10.5	0.05	0.3	0.36	0.32	1.31	0.18	0.56	0.16	0.80	1.72	4.46
2040	10.6	0.05	0.3	0.36	0.32	1.32	0.18	0.56	0.16	0.80	1.73	4.52

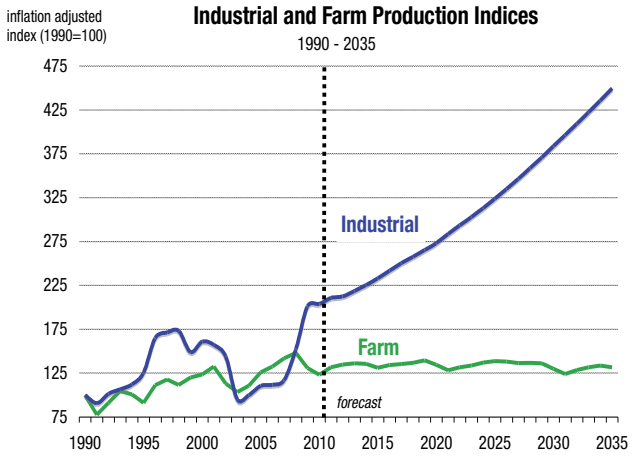












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	33.2 %
Expected job growth:	7.1 %
Fastest growing jobs sector:	Professional Business Services
Expected personal income growth:	12.0 %
Expected population growth:	5.0 %
Net migration to account for:	83.6 %
Expected growth in number of vehicles:	3.9 %

Demographics (2011)

Unemployment rate (June 2011):	10.3 %
County Rank* in California (58 counties):	9th
Working age (16-64) population:	64.0 %
Population with B.A. Degree or higher:	21.2 %
Median Home Selling Price:	$260,000
Median Household Income:	$44,126

Quality of Life

Violent Crime rate (2009):	443 per 100,000 persons
County Rank* in California (58 counties):	38th
Average Commute Time to work (2011):	18.4 minutes
High School drop out rate (2009):	57.0 %
Households at/below poverty line:	8.9 %

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

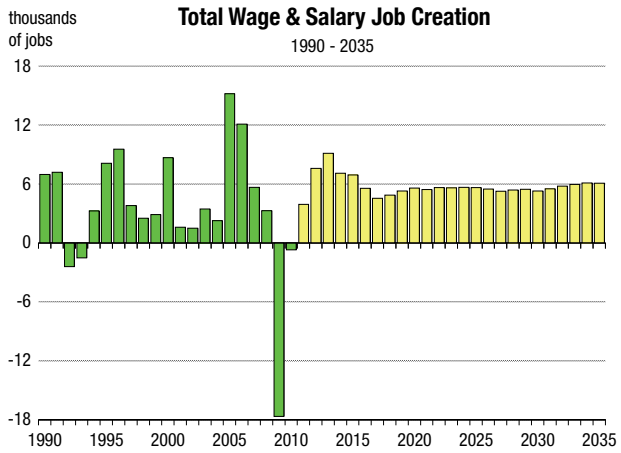
Kern County Economic Forecast

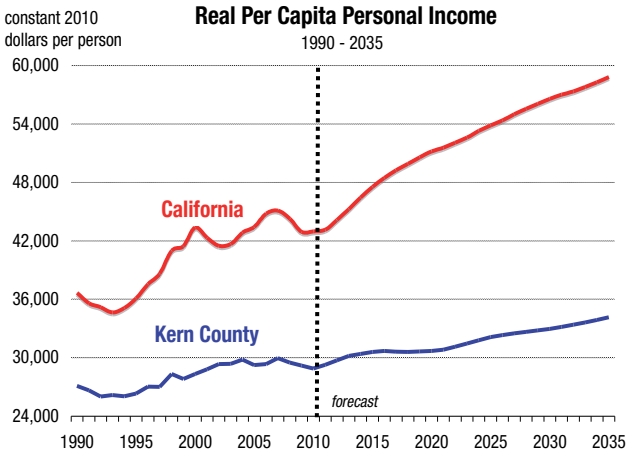
Kern County is located at the southern end of California's Central Valley, just north of Los Angeles County. Agriculture is a vital component of the county economy, and total crop value consistently ranks in the top five of the most productive counties in the nation. Kern County has a population of over 842,000 people, together with 269,000 wage and salary jobs. The per capita income in Kern County is $28,887, which is lower than the California state average. The average salary per worker in 2010 was $49,752.

During 2010, 700 total jobs were lost in Kern County, representing an employment decline of -0.3 percent. Farm production rose dramatically, up over 30 percent from 2009, and the most productive year on record by a wide margin. The decline in non-farm employment was more substantial at -1.2 percent. The unemployment rate increased to 15.9 percent.

Employment in the construction sector fell by 900 workers, the fourth straight year of significant decline. Home production was slightly higher than in 2009, but remains extremely low. 700 positions were lost in state and local government, though this was offset by hiring of temporary census workers at the federal level. The only sectors to create employment during 2010 were farm and natural resources. Farm jobs are expected to expand modestly over the forecast period, but will decline as a share of total wage and salary jobs.

Between the 2000 and 2010 census the population of Kern County grew by 27 percent, the 3rd fastest growing county in California. The largest city is Bakersfield, which accounts for over 40 percent of the county population, and grew by 41 percent in the past 10 years. Most of the job base in the county is located in Bakersfield.





Forecast Highlights

- Non-farm job growth is expected to increase 1.5 percent in 2011. Total wage and salary job growth is expected to average 2.5 percent per year between 2011 and 2016.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast horizon. Real average salaries rise an average of 0.6 percent per year from 2011 to 2016.

- Over the next five years, total employment is expected to rise more than 13 percent. Professional and business services, construction, wholesale trade, and transportation warehousing and utilities all grow by over 20 percent. Together these sectors create nearly 17,000 jobs, or 47 percent of all new jobs.

- Population growth has slowed in recent years, but is expected to accelerate to 2 percent again by 2013. The county will remain one of the faster growing areas of the state. Annual growth in the 2011 to 2016 period is expected to average 2.1 percent per year.

- From 2011 to 2016 net migration will rise as more job creation occurs. An average of 7,900 net migrants enter the county per year from 2011 to 2016.

- Real per capita incomes increase at a rate of 1.3 percent in 2011. An annual compound rate of growth of 0.9 percent is forecast from 2011 to 2016.

- Total taxable sales, adjusted for inflation, are expected to increase by an average of 3.9 percent per year between 2011 and 2016.

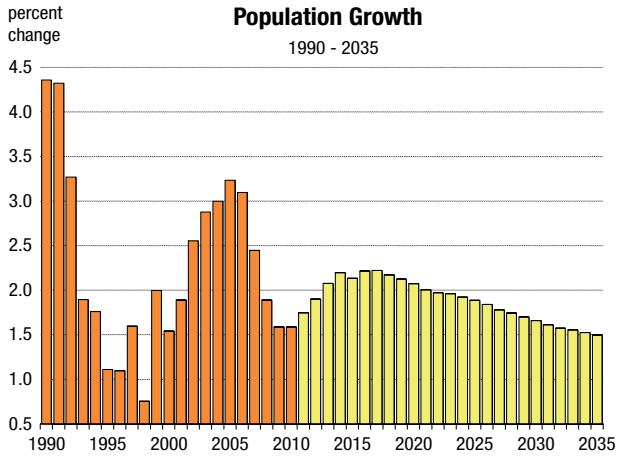
- Industrial production is expected to increase 3.0 percent in 2011. From 2011 to 2016, the growth rate of industrial production is expected to average 2.6 percent per year.

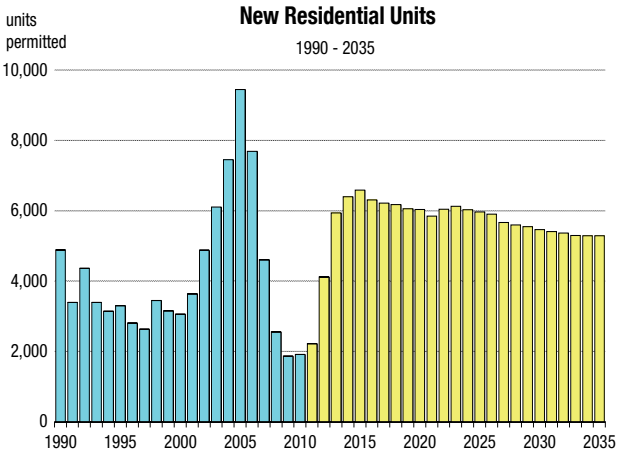
- Farm production is forecast to increase by 0.4 percent per year between 2011 and 2016. The principal farm product in the county is grapes.

Kern County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	781,905	14,379	669	237	7,691	$12.0	$21.4	$29,339	4.3	3.73	9.6	7.6
2007	801,040	9,238	672	244	4,608	$11.9	$23.1	$29,946	3.3	4.25	9.9	8.2
2008	816,179	4,930	676	249	2,558	$12.1	$24.0	$29,495	3.5	4.05	11.8	9.7
2009	829,153	3,393	678	252	1,868	$9.9	$23.9	$29,199	-0.8	3.66	9.8	14.4
2010	842,333	3,673	681	254	1,920	$10.2	$24.3	$28,887	1.2	4.76	9.6	15.9
2011	857,065	4,849	689	256	2,221	$11.0	$25.7	$29,270	2.3	4.30	9.8	15.1
2012	873,400	6,498	700	258	4,119	$11.8	$27.2	$29,735	2.3	4.34	10.0	13.7
2013	891,550	8,067	713	262	5,948	$12.7	$28.9	$30,194	2.5	4.36	10.2	12.1
2014	911,138	9,164	727	267	6,399	$13.4	$30.5	$30,386	2.7	4.38	10.5	10.8
2015	930,595	8,787	741	273	6,590	$14.3	$32.2	$30,585	2.8	4.37	10.8	9.4
2016	951,228	9,782	756	279	6,310	$15.2	$34.0	$30,685	2.9	4.40	11.2	8.6
2017	972,360	10,112	771	285	6,221	$16.2	$35.7	$30,624	2.8	4.42	11.6	8.2
2018	993,452	9,925	785	291	6,175	$17.3	$37.4	$30,590	2.7	4.45	12.0	8.1
2019	1,014,544	9,859	799	296	6,057	$18.4	$39.2	$30,652	2.5	4.48	12.3	7.9
2020	1,035,571	9,778	813	302	6,034	$19.5	$41.0	$30,684	2.3	4.46	12.7	7.7
2021	1,056,347	9,509	828	308	5,850	$20.7	$43.0	$30,828	2.2	4.44	13.2	7.7
2022	1,077,179	9,473	843	313	6,045	$21.7	$45.2	$31,120	2.3	4.48	13.6	7.7
2023	1,098,285	9,664	860	318	6,128	$22.7	$47.6	$31,455	2.2	4.51	14.1	7.8
2024	1,119,398	9,586	877	324	6,030	$23.8	$50.1	$31,789	2.2	4.55	14.6	7.8
2025	1,140,513	9,517	895	329	5,966	$25.1	$52.7	$32,110	2.2	4.59	15.1	7.9
2026	1,161,478	9,306	913	335	5,904	$26.3	$55.2	$32,329	2.2	4.60	15.7	7.9
2027	1,182,168	8,990	931	340	5,668	$27.5	$57.7	$32,496	2.1	4.61	16.3	7.8
2028	1,202,802	8,887	948	345	5,597	$28.8	$60.3	$32,651	2.2	4.63	16.9	7.7
2029	1,223,285	8,683	966	351	5,547	$30.2	$62.9	$32,809	2.2	4.65	17.5	7.7
2030	1,243,599	8,457	984	356	5,468	$31.6	$65.7	$32,956	2.2	4.63	18.2	7.6
2031	1,263,714	8,156	1,001	361	5,414	$33.1	$68.6	$33,154	2.2	4.60	18.8	7.6
2032	1,283,678	7,893	1,019	366	5,372	$34.7	$71.8	$33,384	2.2	4.66	19.5	7.6
2033	1,303,662	7,795	1,036	370	5,300	$36.4	$75.1	$33,628	2.2	4.71	20.3	7.6
2034	1,323,567	7,606	1,053	375	5,295	$38.1	$78.5	$33,878	2.3	4.75	21.0	7.6
2035	1,343,413	7,436	1,070	380	5,294	$39.9	$82.1	$34,143	2.2	4.75	21.8	7.6
2036	1,363,224	7,295	1,087	385	5,283	$41.8	$85.9	$34,434	2.2	4.82	22.6	7.6
2037	1,383,085	7,242	1,104	390	5,273	$43.7	$89.8	$34,735	2.2	4.85	23.4	7.6
2038	1,403,007	7,195	1,121	394	5,253	$45.8	$93.9	$35,042	2.2	4.80	24.3	7.6
2039	1,422,954	7,110	1,138	399	5,249	$48.0	$98.3	$35,379	2.2	4.84	25.2	7.6
2040	1,442,985	7,087	1,155	404	5,250	$50.2	$102.8	$35,741	2.1	4.88	26.2	7.5





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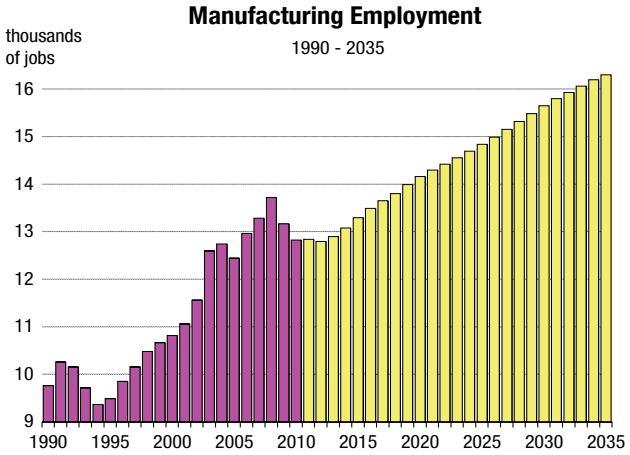
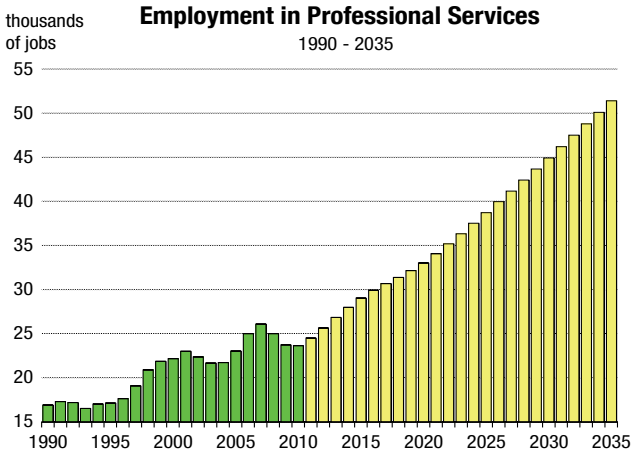
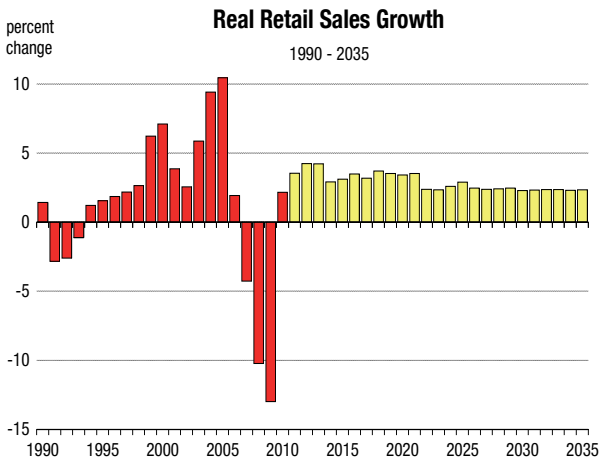
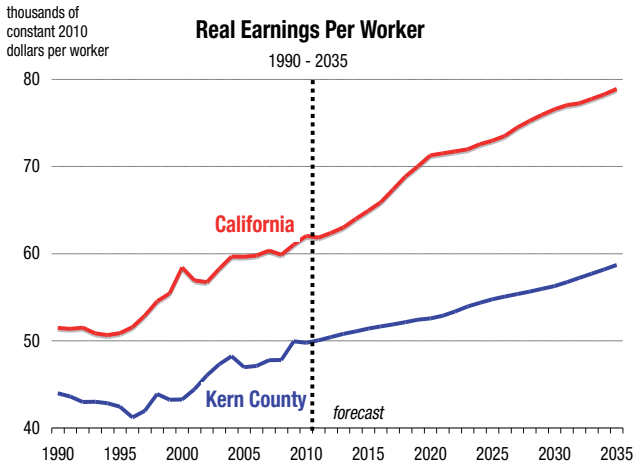
2006-2010 History, 2011-2040 Forecast

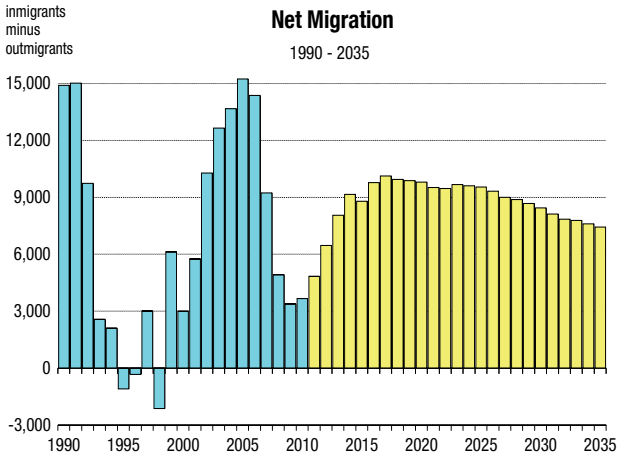
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	278.6	45.3	20.0	13.0	9.4	36.9	9.0	25.0	2.7	23.0	20.7	57.7
2007	284.3	45.6	18.4	13.3	9.6	36.9	9.1	26.1	2.8	24.5	21.5	60.0
2008	287.6	49.6	16.5	13.7	9.6	35.1	8.9	25.0	3.0	25.5	21.5	61.5
2009	269.9	42.8	13.1	13.2	8.9	32.8	8.5	23.7	2.8	25.8	20.9	60.8
2010	269.2	44.9	12.2	12.8	8.5	32.6	8.2	23.7	2.6	25.6	20.6	60.8
2011	273.1	45.6	12.7	12.8	8.9	33.3	8.3	24.5	2.6	26.2	21.2	60.1
2012	280.7	46.2	14.6	12.8	9.2	34.3	8.7	25.7	2.6	26.8	21.4	60.5
2013	289.9	46.8	16.8	12.9	9.5	35.5	9.1	26.8	2.6	27.4	22.2	61.6
2014	297.0	47.4	17.9	13.1	9.9	36.6	9.4	28.0	2.7	28.0	22.9	62.2
2015	303.9	47.7	19.0	13.3	10.2	37.7	9.5	29.0	2.7	28.6	23.6	63.1
2016	309.5	48.2	19.3	13.5	10.7	38.9	9.5	29.9	2.8	29.2	24.4	63.5
2017	314.0	48.6	19.5	13.7	11.0	39.6	9.5	30.7	2.8	29.9	25.0	63.9
2018	318.9	49.0	19.6	13.8	11.4	40.3	9.4	31.4	2.8	30.7	25.7	64.7
2019	324.2	49.5	19.6	14.0	11.8	41.0	9.4	32.2	2.9	31.6	26.3	65.8
2020	329.8	49.8	19.7	14.2	12.3	41.7	9.5	33.0	2.9	32.6	26.9	67.1
2021	335.2	49.9	19.6	14.3	12.7	42.6	9.5	34.1	2.9	33.8	27.4	68.1
2022	340.9	50.2	19.7	14.4	13.1	43.3	9.6	35.2	2.9	35.0	27.9	69.0
2023	346.5	50.5	19.8	14.6	13.5	44.0	9.6	36.3	2.9	36.1	28.4	70.0
2024	352.2	50.9	19.7	14.7	13.9	44.7	9.8	37.5	3.0	37.2	28.8	70.9
2025	357.8	51.4	19.7	14.8	14.3	45.5	9.9	38.7	3.0	38.2	29.2	71.8
2026	363.3	51.9	19.6	15.0	14.6	46.2	10.0	40.0	3.0	39.1	29.7	72.7
2027	368.6	52.2	19.5	15.2	14.9	46.9	10.1	41.2	3.0	40.1	30.1	73.6
2028	374.0	52.6	19.4	15.3	15.2	47.7	10.3	42.4	3.0	41.0	30.5	74.5
2029	379.5	53.0	19.4	15.5	15.5	48.5	10.4	43.7	3.0	41.8	31.0	75.3
2030	384.8	53.1	19.4	15.6	15.9	49.2	10.5	44.9	3.0	42.6	31.5	76.2
2031	390.3	53.2	19.4	15.8	16.2	50.0	10.6	46.2	2.9	43.7	32.1	77.1
2032	396.0	53.4	19.4	15.9	16.5	50.7	10.8	47.5	2.9	44.8	32.7	78.0
2033	402.0	53.9	19.3	16.1	16.8	51.5	10.9	48.8	2.9	45.8	33.4	78.9
2034	408.1	54.4	19.4	16.2	17.2	52.3	11.0	50.1	2.9	46.9	34.0	79.8
2035	414.2	54.8	19.4	16.3	17.5	53.1	11.2	51.4	2.9	47.9	34.7	80.8
2036	420.6	55.4	19.4	16.5	17.8	54.0	11.3	52.7	2.9	49.0	35.3	81.7
2037	427.1	56.0	19.4	16.6	18.2	54.8	11.4	54.1	2.9	50.0	36.0	82.6
2038	433.4	56.2	19.4	16.7	18.5	55.7	11.6	55.5	2.9	51.1	36.7	83.6
2039	439.9	56.6	19.5	16.9	18.9	56.6	11.7	57.0	2.9	52.3	37.4	84.6
2040	446.7	57.0	19.5	17.0	19.2	57.5	11.9	58.5	2.9	53.4	38.1	85.5

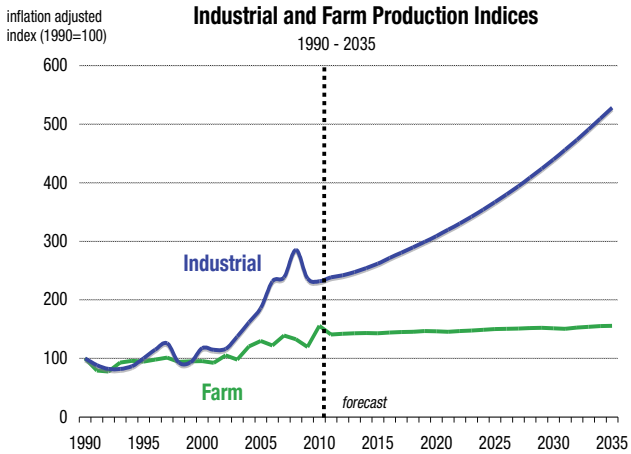












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.3 %
Expected job growth:	13.3 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	16.4 %
Expected population growth:	11.0 %
Net migration to account for:	44.9 %
Expected growth in number of vehicles:	9.7 %

Demographics (2011)

Unemployment rate (June 2011)	15.3 %
County Rank* in California (58 counties):	39th
Working age (16-64) population:	63.4 %
Population with B.A. Degree or higher:	14.2 %
Median Home Selling Price:	$130,000
Median Household Income:	$44,251

Quality of Life

Violent Crime rate (2009):	591 per 100,000 persons
County Rank* in California (58 counties):	50th
Average Commute Time to work (2011):	24.4 minutes
High School drop out rate (2009):	25.9 %
Households at/below poverty line:	17.1 %

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

Kings County Economic Forecast

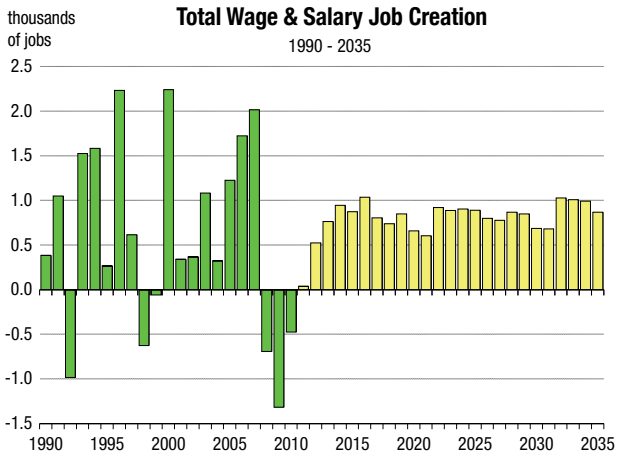
Kings County is located in the San Joaquin Valley, bordering Kern County to the south, Fresno County to the north and west, and Tulare County to the east. Kings County has a population of 153,000 people and 42,500 wage and salary jobs. The per capita income in Kings County is $26,709, and the average salary per worker is $54,063.

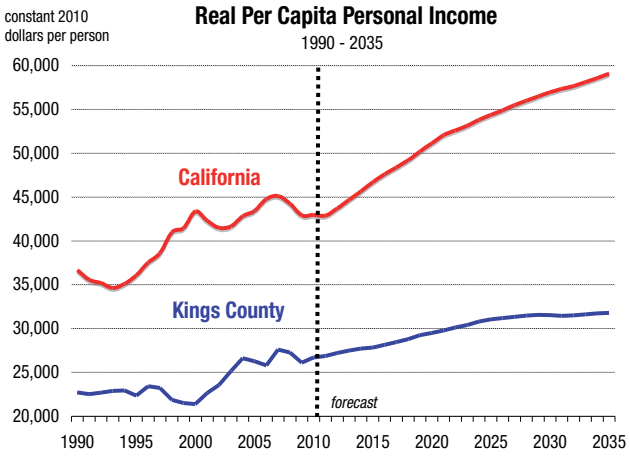
Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. In 2010, 475 total wage and salary jobs were lost in Kings County, representing a decline of 1.1 percent. Farm employment, which accounts for 16 percent of total employment, grew by 5.4 percent last year, adding 350 jobs. However, farm employment is still off 26 percent from its 2007 level. The non-farm sector lost 825 jobs, a decline of -2.3 percent. The average unemployment rate increased to 16.5 percent in 2010.

Employment growth in Kings County in 2010 occurred in the transportation and warehousing, leisure services, professional services, and farm sectors. The largest employment losses during 2010 occurred in the government (-590 jobs) and manufacturing (-220 jobs) sectors.

The state penitentiaries in Avenal and Corcoran, as well as the substance abuse treatment facility in Corcoran are among the largest employers in the county. Combined there are 5,600 total jobs at the facilities, and nearly 17,000 inmates.

The population of Kings County grew by 18.2 percent between the 2000 and 2010 census. The largest city, Hanford accounts for over one third of total county population, and grew by 29.5 percent in the past decade.





Forecast Highlights

- Total wage and salary jobs are expected to remain at the current level in 2011. From 2011 to 2016, total employment growth averages 1.9 percent per year, while 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. Inflation adjusted salaries are expected to rise an average of 0.6 percent per year between 2011 and 2016.

- Between 2011 and 2016, the momentum for employment growth is in the farm, public, leisure services, and professional services sectors. Together they account for 66 percent of all the expected job creation in the county during the next 5 years.

- Population growth in the county is expected to accelerate rapidly from its current depressed levels. Annual growth in the 2011 to 2016 period averages 1.4 percent per year.

- In 2011 the forecast calls for further out-migration of 1,100 persons. Between 2011 and 2016 migration is expected to average approximately 42 out-migrants leaving the county per year. Net migration turns positive by 2014.

- Real per capita incomes are forecast to rise 0.6 percent in 2011. From 2011 to 2016 real per capita incomes are forecast to increase 0.9 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 3.6 percent per year during the 2011 to 2016 period.

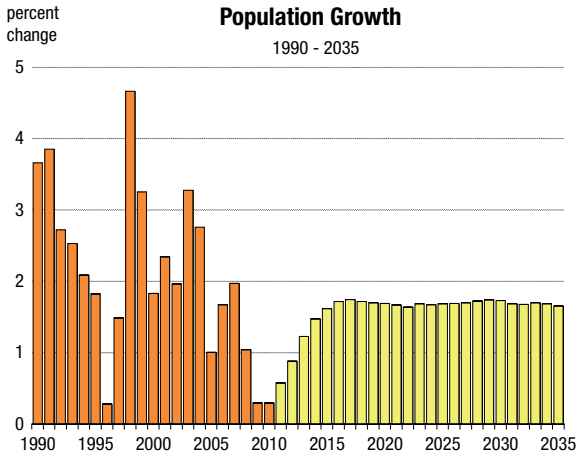
- Industrial production is forecast to advance 3.9 percent in 2011. From 2011 to 2016 industrial production is forecast to rise 2.5 percent per year.

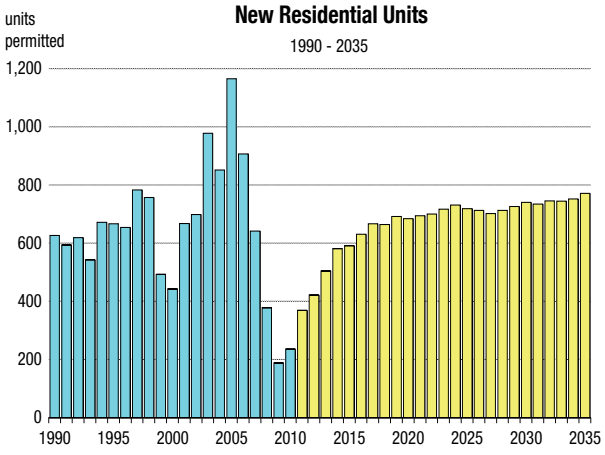
- Farm production is forecast to increase by 2.0 percent per year between 2011 and 2016. The principal crop in the county is milk.

Kings County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	147,604	651	102.7	38.3	907	$1.30	$3.50	$25,801	3.2	1.40	0.78	8.5
2007	150,516	980	103.7	39.2	642	$1.33	$3.95	$27,610	3.4	1.85	0.86	8.7
2008	152,088	-421	104.1	39.8	378	$1.39	$4.06	$27,273	3.0	1.77	1.16	10.5
2009	152,537	-1,340	104.1	40.1	188	$1.17	$3.93	$26,114	0.8	1.32	1.07	14.6
2010	152,987	-1,391	104.2	40.3	236	$1.17	$4.09	$26,709	1.3	1.35	1.05	16.5
2011	153,870	-1,050	105.5	40.6	369	$1.25	$4.27	$26,871	3.3	1.44	1.09	15.4
2012	155,228	-610	107.0	40.9	421	$1.33	$4.47	$27,199	2.3	1.49	1.12	14.6
2013	157,133	-95	108.8	41.3	505	$1.41	$4.69	$27,503	2.3	1.53	1.15	13.7
2014	159,454	289	110.8	41.8	582	$1.49	$4.91	$27,719	2.4	1.55	1.18	12.8
2015	162,038	522	112.9	42.4	591	$1.58	$5.13	$27,844	2.1	1.54	1.20	12.1
2016	164,825	694	115.1	43.0	631	$1.67	$5.38	$28,145	2.1	1.59	1.23	11.5
2017	167,705	753	117.5	43.6	667	$1.75	$5.65	$28,445	2.1	1.62	1.27	11.2
2018	170,588	724	119.9	44.2	665	$1.84	$5.93	$28,779	2.0	1.66	1.31	10.9
2019	173,491	710	122.4	44.9	692	$1.93	$6.25	$29,247	1.9	1.71	1.35	10.6
2020	176,427	713	124.8	45.6	685	$2.02	$6.52	$29,500	1.7	1.68	1.39	10.4
2021	179,378	696	127.2	46.2	695	$2.10	$6.81	$29,771	1.7	1.65	1.44	10.4
2022	182,321	658	129.5	46.9	700	$2.20	$7.15	$30,113	2.2	1.71	1.48	10.2
2023	185,398	763	131.8	47.6	717	$2.30	$7.51	$30,406	2.2	1.76	1.53	10.1
2024	188,502	761	134.1	48.3	732	$2.41	$7.89	$30,787	2.1	1.82	1.57	10.1
2025	191,684	813	136.3	49.0	719	$2.53	$8.26	$31,047	2.1	1.87	1.62	10.0
2026	194,929	849	138.4	49.7	713	$2.65	$8.62	$31,188	2.1	1.89	1.67	10.0
2027	198,248	899	140.6	50.4	702	$2.77	$8.99	$31,337	2.1	1.90	1.73	10.0
2028	201,671	980	142.8	51.0	713	$2.90	$9.39	$31,486	2.1	1.94	1.78	9.9
2029	205,187	1,051	145.0	51.7	726	$3.03	$9.78	$31,573	2.1	1.96	1.84	9.8
2030	208,743	1,069	147.2	52.4	740	$3.17	$10.15	$31,526	2.1	1.93	1.90	9.8
2031	212,269	1,016	149.5	53.2	735	$3.30	$10.52	$31,441	2.2	1.89	1.96	9.8
2032	215,828	1,026	151.9	53.9	745	$3.44	$10.95	$31,518	2.2	1.98	2.02	9.7
2033	219,500	1,114	154.3	54.6	745	$3.60	$11.42	$31,623	2.1	2.05	2.08	9.6
2034	223,203	1,121	156.8	55.3	753	$3.76	$11.90	$31,718	2.2	2.11	2.14	9.6
2035	226,905	1,096	159.4	56.1	771	$3.92	$12.39	$31,777	2.2	2.12	2.21	9.6
2036	230,599	1,065	162.1	56.8	765	$4.09	$12.93	$31,948	2.1	2.22	2.28	9.5
2037	234,349	1,099	164.9	57.5	748	$4.27	$13.46	$32,037	2.2	2.27	2.35	9.5
2038	238,068	1,044	167.8	58.3	751	$4.46	$13.94	$31,986	2.1	2.20	2.43	9.6
2039	241,747	981	170.7	59.0	737	$4.65	$14.53	$32,154	2.1	2.26	2.50	9.4
2040	245,525	1,054	173.7	59.7	723	$4.86	$15.13	$32,292	2.1	2.30	2.58	9.4

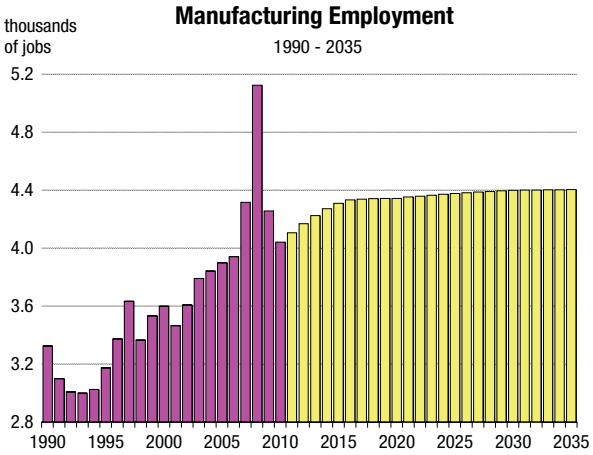


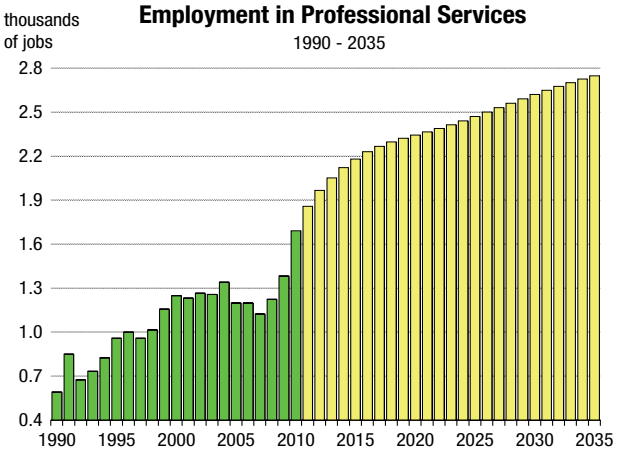


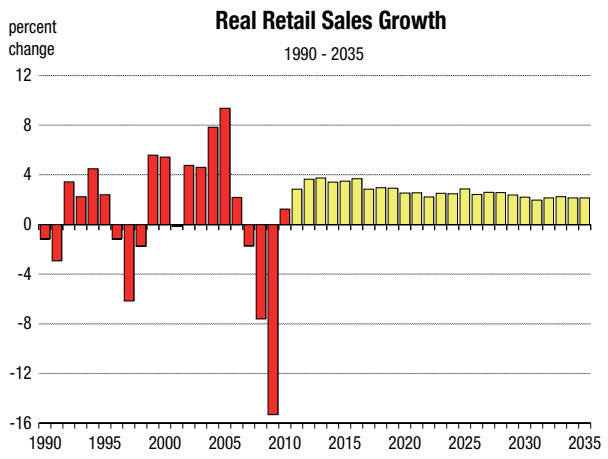
Kings County Employment Forecast

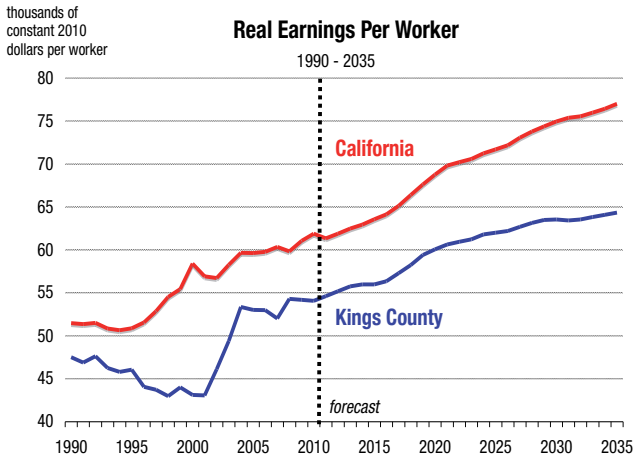
2006-2010 History, 2011-2040 Forecast

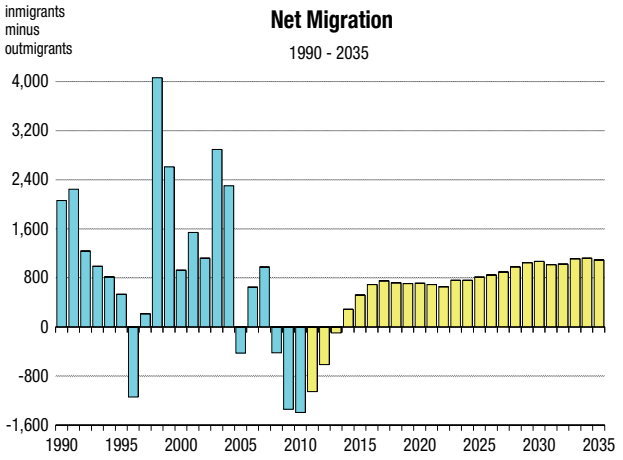
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	43.0	8.68	1.37	3.94	0.82	4.63	1.08	1.20	0.30	3.56	2.82	13.97
2007	45.0	9.30	1.26	4.32	0.82	4.71	1.08	1.13	0.33	3.88	2.83	14.73
2008	44.3	6.69	1.14	5.13	0.87	4.63	1.08	1.23	0.30	4.36	2.74	15.47
2009	43.0	6.51	0.91	4.26	0.78	4.46	0.99	1.38	0.28	4.53	2.74	15.61
2010	42.5	6.86	0.84	4.04	0.80	4.38	0.90	1.69	0.20	4.51	2.75	15.02
2011	42.5	6.96	0.86	4.11	0.82	4.41	0.91	1.86	0.21	4.52	2.80	14.56
2012	43.0	7.10	0.87	4.17	0.85	4.46	0.93	1.97	0.22	4.56	2.87	14.51
2013	43.8	7.20	0.89	4.23	0.87	4.51	0.96	2.05	0.22	4.62	2.94	14.71
2014	44.8	7.27	0.91	4.27	0.90	4.57	0.98	2.12	0.22	4.69	3.03	15.12
2015	45.6	7.24	0.93	4.31	0.93	4.62	0.99	2.18	0.23	4.76	3.14	15.57
2016	46.7	7.38	0.94	4.33	0.95	4.68	1.00	2.23	0.23	4.85	3.24	16.06
2017	47.5	7.48	0.96	4.34	0.98	4.73	1.02	2.27	0.23	4.94	3.32	16.41
2018	48.2	7.58	0.98	4.34	1.01	4.77	1.03	2.30	0.23	5.04	3.39	16.73
2019	49.1	7.72	1.00	4.34	1.03	4.82	1.03	2.32	0.24	5.14	3.45	17.12
2020	49.7	7.65	1.01	4.34	1.06	4.86	1.04	2.34	0.24	5.25	3.51	17.54
2021	50.3	7.55	1.03	4.35	1.09	4.90	1.05	2.37	0.24	5.36	3.56	17.93
2022	51.2	7.72	1.04	4.36	1.12	4.94	1.06	2.39	0.24	5.48	3.60	18.36
2023	52.1	7.86	1.05	4.37	1.15	4.99	1.07	2.41	0.25	5.59	3.65	18.80
2024	53.0	8.03	1.07	4.37	1.18	5.04	1.07	2.44	0.25	5.71	3.69	19.20
2025	53.9	8.17	1.08	4.38	1.21	5.09	1.08	2.47	0.25	5.83	3.73	19.63
2026	54.7	8.23	1.09	4.38	1.24	5.13	1.09	2.50	0.25	5.94	3.77	20.05
2027	55.5	8.27	1.09	4.39	1.27	5.18	1.10	2.53	0.25	6.06	3.81	20.49
2028	56.4	8.37	1.10	4.39	1.29	5.23	1.11	2.56	0.25	6.17	3.85	20.93
2029	57.2	8.44	1.11	4.40	1.32	5.28	1.12	2.59	0.25	6.28	3.89	21.39
2030	57.9	8.34	1.13	4.40	1.34	5.33	1.13	2.62	0.25	6.40	3.93	21.86
2031	58.6	8.23	1.13	4.40	1.37	5.38	1.14	2.65	0.26	6.51	3.98	22.34
2032	59.6	8.47	1.14	4.40	1.39	5.43	1.15	2.68	0.26	6.62	4.02	22.81
2033	60.6	8.68	1.15	4.40	1.42	5.48	1.16	2.70	0.26	6.73	4.06	23.30
2034	61.6	8.85	1.15	4.40	1.44	5.53	1.17	2.73	0.26	6.84	4.10	23.81
2035	62.5	8.89	1.16	4.41	1.47	5.59	1.17	2.75	0.27	6.95	4.15	24.33
2036	63.6	9.16	1.17	4.41	1.49	5.64	1.18	2.77	0.27	7.06	4.19	24.85
2037	64.6	9.30	1.17	4.41	1.52	5.70	1.19	2.79	0.27	7.17	4.24	25.39
2038	65.3	9.09	1.18	4.41	1.54	5.75	1.20	2.81	0.27	7.28	4.28	25.93
2039	66.3	9.26	1.18	4.41	1.56	5.81	1.21	2.84	0.28	7.40	4.33	26.49
2040	67.4	9.40	1.19	4.41	1.59	5.88	1.22	2.86	0.28	7.51	4.38	27.06

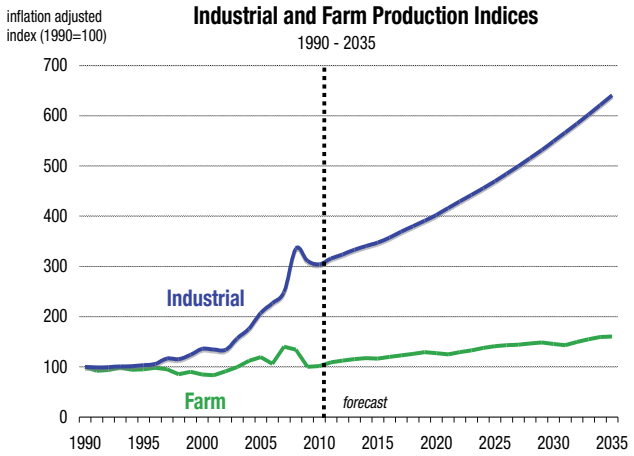












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.4 %
Expected job growth:	9.8 %
Fastest growing jobs sector: Professional Business Services	
Expected personal income growth:	12.2 %
Expected population growth:	7.1 %
Net migration to account for:	7.3 %
Expected growth in number of vehicles:	9.1 %

Demographics (2011)

Unemployment rate (June 2011):	16.7 %
County Rank* in California (58 counties):	47th
Working age (16-64) population:	67.4 %
Population with B.A. Degree or higher:	11.8 %
Median Home Selling Price:	$159,000
Median Household Income:	$44,480

Quality of Life

Violent Crime rate (2009):	363 per 100,000 persons
County Rank* in California (58 counties):	24th
Average Commute Time to work (2011):	23.2 minutes
High School drop out rate (2009):	24.5 %
Households at/below poverty line:	14.7 %

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

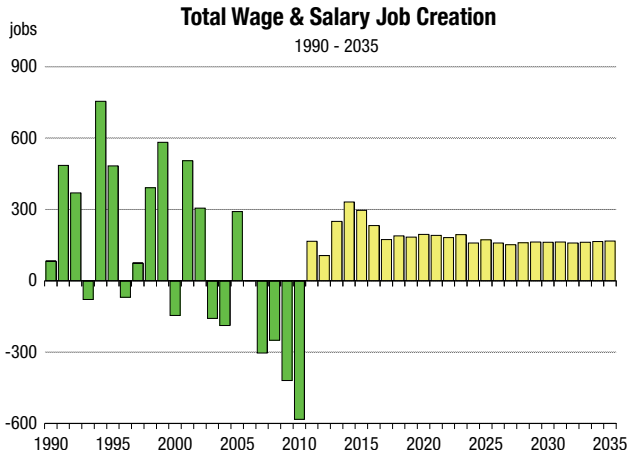
Lake County Economic Forecast

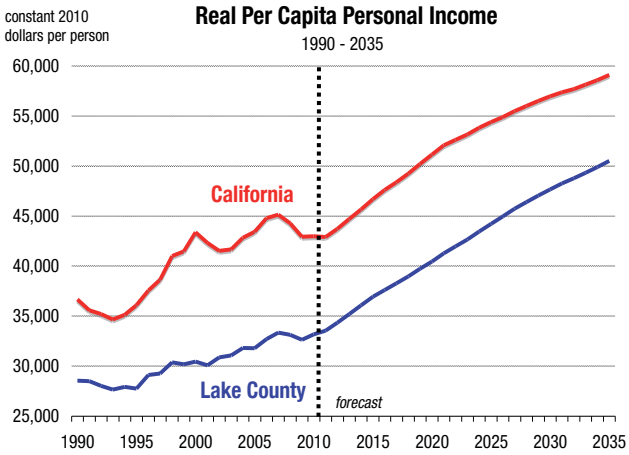
Lake County is located in Northern California approximately 100 miles north of San Francisco. The name of the county is derived from Clear Lake, which is the largest natural freshwater lake in California. The lake is a summer water sports recreation destination. Lake County has a population of 64,711 people and 12,938 wage and salary jobs. The per capita income in Lake County is $33,180 and the average salary per worker is $42,090.

Total wage and salary employment fell by 582 jobs or 4.3 percent in Lake County during 2010. Non-farm employment declined by 3.6 percent, while farm employment fell 12.4 percent. The unemployment rate increased to 18.1 percent in 2010.

The manufacturing sector was the only area of the economy to create jobs during 2010 (though manufacturing does not employ a significant workforce in Lake County). During 2010 employment losses were greatest in the leisure services (-180 jobs), farm (-140 jobs), construction (-90 jobs), and education and healthcare (-70 jobs) sectors. 2010 was the fourth straight year of significant job losses in Lake County, due in large part to the leisure sector, which has dwindled as consumers cut down on recreation spending.

The population in Lake County rose by 10.9 percent between the 2000 and 2010 census. The only two incorporated cities in the county are Clearlake and Lakeport. The population of the former grew 16 percent while the population of the latter declined 1.4 percent over the last decade. Net migration has been positive over the past few years, though the rate has slowed with the economy.





Forecast Highlights

- Total wage and salary job growth is forecast to turn positive in 2011, rising by 1.3 percent. From 2011 to 2016, total employment growth averages 1.8 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 1.0 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in education and healthcare services, leisure, transportation, professional services, and construction. These sectors account for 77 percent of net job creation during this time period.

- Annual population growth in the 2011 to 2016 period averages 0.9 percent per year.

- Net migration rises in 2011, with an estimated 390 migrants entering the county. Between 2011 and 2016 net migration is expected to average 590 net migrants entering the county per year. Net migration is responsible for all growth, as the natural increase is forecast to be negative for the duration of the forecast.

- Real per capita income is forecast to increase 1.1 percent in 2011. From 2011 to 2016 real per capita incomes are expected to increase an average of 2.3 percent per year.

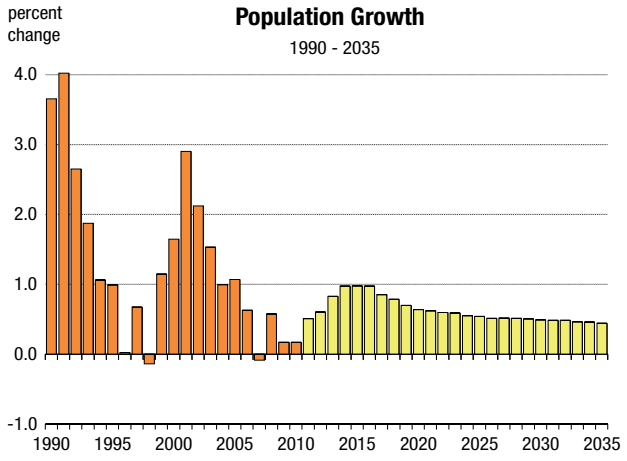
- Total taxable sales, adjusted for inflation, are forecast to rise by 5.7 percent in 2011. Between 2011 and 2016 real taxable sales are forecast to increase an average of 4.3 percent per year.

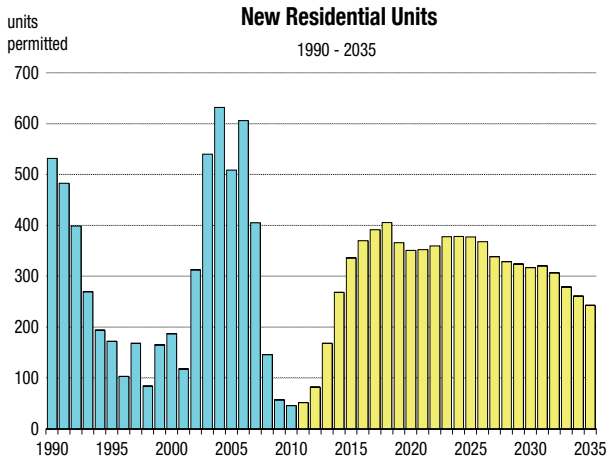
- Industrial production is forecast to rise 3.5 percent in 2011. From 2011 to 2016 the growth rate of industrial production will average 4.3 percent per year. Total crop production is expected to increase an average of 0.8 percent per year between 2011 and 2016. The principle crop in the county is wine grapes.

Lake County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	64,177	476	87.1	25.1	606	$0.57	$1.93	$32,714	3.2	71.8	146.1	7.7
2007	64,122	-13	85.5	25.7	405	$0.57	$2.03	$33,354	3.4	75.6	141.0	8.4
2008	64,492	443	85.1	26.0	146	$0.57	$2.09	$33,118	3.0	62.5	145.0	10.6
2009	64,601	209	84.9	26.2	57	$0.46	$2.08	$32,635	0.8	66.0	140.5	15.4
2010	64,711	209	85.0	26.3	46	$0.49	$2.15	$33,180	1.3	66.6	141.2	18.1
2011	65,042	390	85.4	26.4	52	$0.53	$2.25	$33,551	3.3	69.0	146.1	16.4
2012	65,436	452	86.0	26.5	82	$0.57	$2.37	$34,344	2.3	69.2	152.4	15.4
2013	65,978	600	86.7	26.6	168	$0.61	$2.51	$35,195	2.3	70.8	159.6	14.0
2014	66,622	689	87.5	26.7	268	$0.66	$2.66	$36,060	2.4	72.8	166.4	12.5
2015	67,275	696	88.4	26.8	336	$0.70	$2.81	$36,951	2.1	72.5	173.2	11.2
2016	67,931	702	89.2	27.0	370	$0.74	$2.95	$37,618	2.1	71.7	180.2	10.3
2017	68,511	628	90.1	27.3	392	$0.77	$3.09	$38,267	2.1	71.4	186.5	9.8
2018	69,049	592	90.8	27.6	406	$0.81	$3.23	$38,972	2.0	71.0	193.3	9.4
2019	69,531	546	91.5	27.9	366	$0.85	$3.38	$39,731	1.9	70.4	200.6	9.0
2020	69,977	522	92.0	28.1	351	$0.88	$3.52	$40,463	1.7	70.0	209.6	8.7
2021	70,413	528	92.5	28.4	352	$0.92	$3.68	$41,272	1.7	69.7	219.7	8.7
2022	70,833	520	92.9	28.7	360	$0.96	$3.84	$41,959	2.2	69.7	228.2	8.7
2023	71,253	529	93.2	28.9	378	$1.00	$4.02	$42,670	2.2	70.1	236.8	8.7
2024	71,646	513	93.5	29.2	378	$1.05	$4.20	$43,460	2.1	69.3	245.8	8.7
2025	72,034	517	93.7	29.5	377	$1.09	$4.39	$44,230	2.1	69.1	255.0	8.7
2026	72,404	511	93.9	29.8	368	$1.14	$4.58	$44,974	2.1	69.1	264.5	8.7
2027	72,779	527	94.0	30.0	339	$1.19	$4.78	$45,722	2.1	69.2	274.1	8.7
2028	73,153	540	94.2	30.3	329	$1.24	$4.98	$46,405	2.1	69.4	284.4	8.7
2029	73,524	548	94.5	30.5	324	$1.29	$5.18	$47,050	2.1	69.6	295.0	8.7
2030	73,885	553	94.8	30.8	317	$1.35	$5.39	$47,674	2.1	69.8	306.2	8.6
2031	74,244	565	95.2	31.0	321	$1.40	$5.60	$48,256	2.2	70.0	317.5	8.6
2032	74,605	580	95.7	31.3	307	$1.46	$5.81	$48,770	2.2	70.2	329.2	8.6
2033	74,951	578	96.3	31.5	279	$1.53	$6.03	$49,335	2.1	70.4	341.3	8.6
2034	75,297	594	97.1	31.7	261	$1.59	$6.26	$49,901	2.2	70.7	353.8	8.6
2035	75,631	595	97.8	31.9	243	$1.66	$6.50	$50,510	2.2	70.9	366.8	8.6
2036	75,951	597	98.7	32.1	230	$1.73	$6.75	$51,121	2.1	71.1	380.3	8.6
2037	76,266	607	99.7	32.3	217	$1.80	$7.01	$51,740	2.2	71.4	394.2	8.6
2038	76,565	605	100.7	32.5	203	$1.88	$7.28	$52,379	2.1	71.6	408.6	8.6
2039	76,844	601	101.9	32.6	206	$1.96	$7.55	$53,033	2.1	71.8	423.5	8.6
2040	77,114	607	103.1	32.8	198	$2.04	$7.83	$53,688	2.1	72.1	440.0	8.6

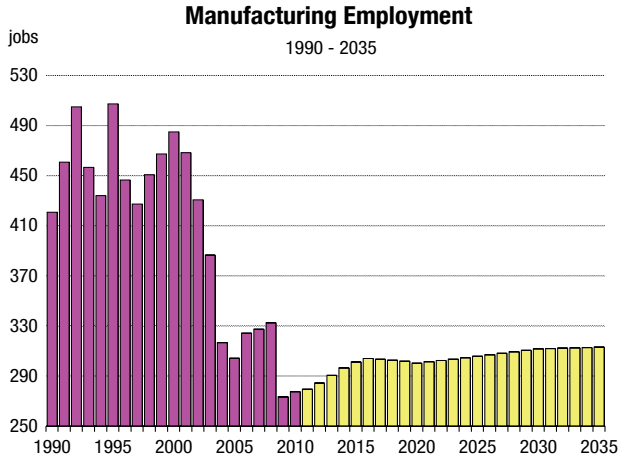


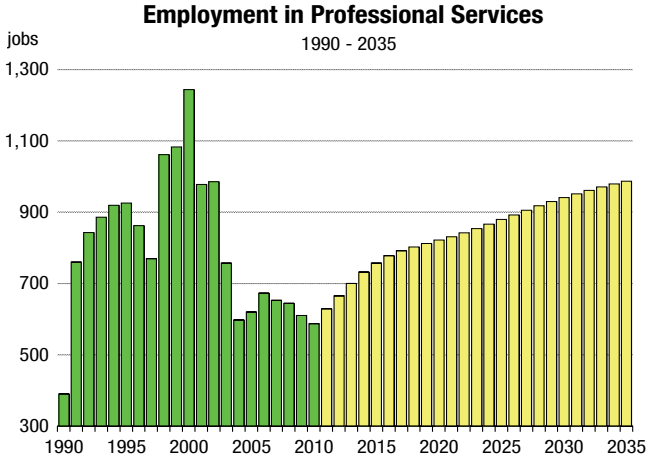


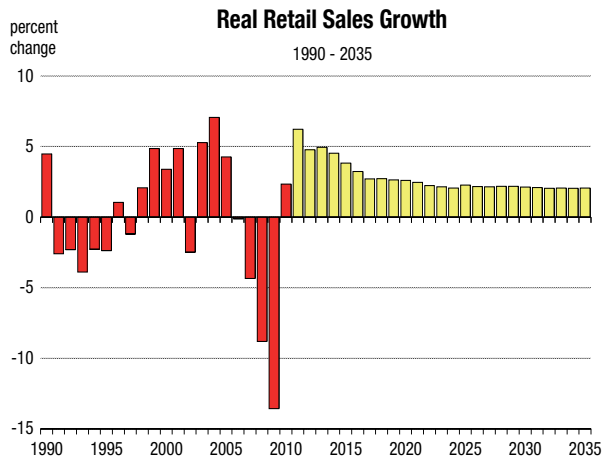
Lake County Employment Forecast

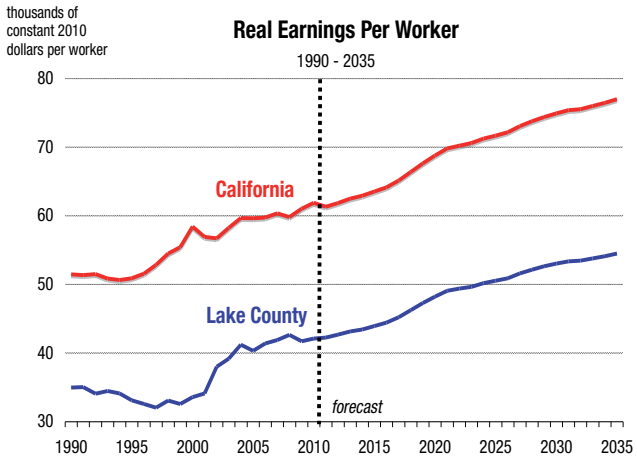
2006-2010 History, 2011-2040 Forecast

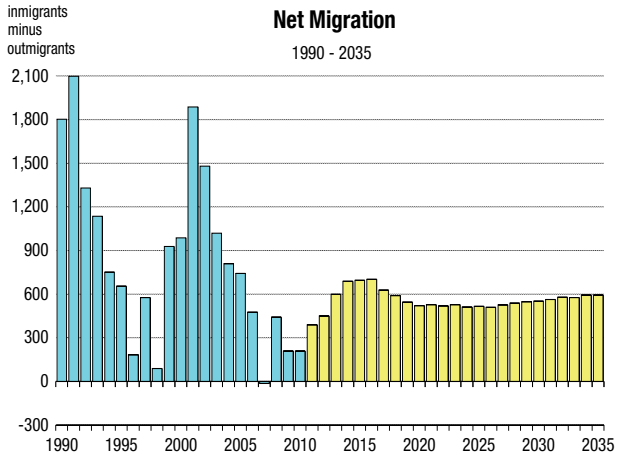
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	14.5	0.98	0.90	0.32	0.63	2.23	0.45	0.67	0.16	2.17	1.59	4.06
2007	14.2	1.04	0.84	0.33	0.60	2.26	0.43	0.65	0.15	2.21	1.41	3.95
2008	13.9	1.00	0.68	0.33	0.57	2.24	0.40	0.65	0.14	2.20	1.33	4.09
2009	13.5	1.13	0.47	0.27	0.54	2.17	0.37	0.61	0.13	2.15	1.26	4.10
2010	12.9	0.99	0.39	0.28	0.52	2.11	0.35	0.59	0.13	2.08	1.08	4.09
2011	13.1	1.00	0.41	0.28	0.53	2.13	0.35	0.63	0.13	2.14	1.14	4.03
2012	13.2	1.01	0.42	0.28	0.56	2.15	0.35	0.67	0.13	2.18	1.18	3.94
2013	13.5	1.01	0.45	0.29	0.59	2.17	0.37	0.70	0.13	2.23	1.23	3.95
2014	13.8	1.02	0.50	0.30	0.62	2.19	0.37	0.73	0.13	2.28	1.28	4.02
2015	14.1	1.03	0.55	0.30	0.65	2.21	0.37	0.76	0.13	2.34	1.33	4.08
2016	14.3	1.03	0.58	0.30	0.68	2.22	0.38	0.78	0.13	2.39	1.36	4.12
2017	14.5	1.03	0.60	0.30	0.70	2.24	0.38	0.79	0.13	2.43	1.38	4.17
2018	14.7	1.04	0.62	0.30	0.72	2.25	0.38	0.80	0.13	2.47	1.40	4.22
2019	14.9	1.04	0.62	0.30	0.76	2.26	0.38	0.81	0.13	2.51	1.42	4.29
2020	15.1	1.04	0.62	0.30	0.80	2.27	0.38	0.82	0.13	2.56	1.43	4.36
2021	15.3	1.04	0.63	0.30	0.83	2.28	0.39	0.83	0.13	2.60	1.43	4.43
2022	15.4	1.05	0.64	0.30	0.87	2.29	0.39	0.84	0.13	2.64	1.43	4.50
2023	15.6	1.05	0.66	0.30	0.90	2.30	0.39	0.85	0.13	2.69	1.44	4.56
2024	15.8	1.06	0.68	0.30	0.92	2.31	0.39	0.87	0.13	2.74	1.44	4.61
2025	16.0	1.06	0.69	0.31	0.95	2.32	0.39	0.88	0.13	2.79	1.44	4.65
2026	16.1	1.06	0.69	0.31	0.97	2.33	0.39	0.89	0.13	2.84	1.44	4.69
2027	16.3	1.07	0.69	0.31	0.99	2.33	0.40	0.91	0.13	2.90	1.44	4.74
2028	16.4	1.08	0.70	0.31	1.01	2.34	0.40	0.92	0.13	2.95	1.45	4.78
2029	16.6	1.08	0.71	0.31	1.03	2.35	0.40	0.93	0.13	3.01	1.45	4.83
2030	16.8	1.09	0.71	0.31	1.05	2.36	0.41	0.94	0.13	3.07	1.45	4.87
2031	16.9	1.09	0.72	0.31	1.08	2.37	0.41	0.95	0.13	3.13	1.45	4.91
2032	17.1	1.10	0.72	0.31	1.10	2.38	0.41	0.96	0.13	3.19	1.46	4.96
2033	17.2	1.11	0.71	0.31	1.12	2.39	0.41	0.97	0.13	3.25	1.46	5.01
2034	17.4	1.11	0.71	0.31	1.15	2.40	0.42	0.98	0.13	3.31	1.46	5.06
2035	17.6	1.12	0.71	0.31	1.17	2.41	0.42	0.99	0.13	3.37	1.46	5.12
2036	17.8	1.13	0.71	0.31	1.19	2.41	0.42	1.00	0.13	3.43	1.47	5.17
2037	17.9	1.14	0.71	0.31	1.22	2.42	0.42	1.00	0.14	3.50	1.47	5.22
2038	18.1	1.14	0.71	0.31	1.24	2.43	0.43	1.01	0.14	3.56	1.47	5.28
2039	18.3	1.15	0.71	0.31	1.27	2.44	0.43	1.02	0.14	3.63	1.47	5.33
2040	18.5	1.16	0.72	0.31	1.29	2.45	0.43	1.03	0.14	3.70	1.48	5.38

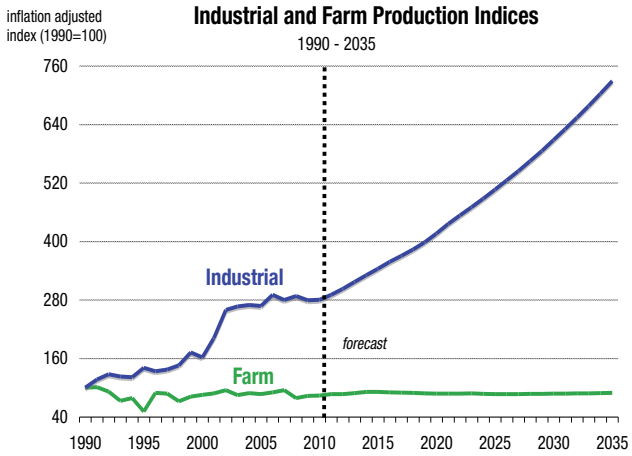












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.2%
Expected job growth:	9.3%
Fastest growing jobs sector:	Construction
Expected personal income growth:	17.1%
Expected population growth:	4.4%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	4.4%

Demographics (2011)

Unemployment rate (June 2011)	17.3%
County Rank* in California (58 counties):	51st
Working age (16-64) population:	63.5%
Population with B.A. Degree or higher:	16.9%
Median Home Selling Price:	$126,500
Median Household Income:	$37,958

Quality of Life

Violent Crime rate (2009):	433 per 100,000 persons
County Rank* in California (58 counties):	36th
Average Commute Time to work (2011):	28.1 minutes
High School drop out rate (2009):	16.7%
Households at/below poverty line:	12.6%

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

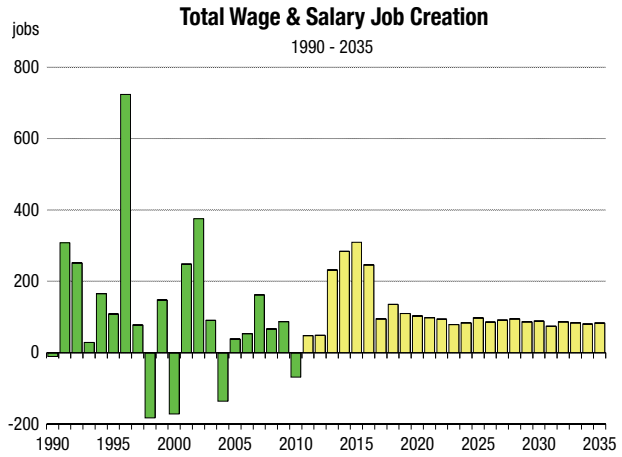
Lassen County Economic Forecast

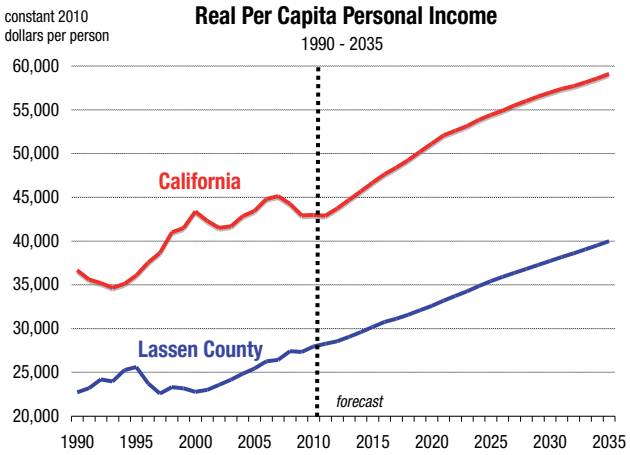
Lassen County is one of the northernmost counties in California. It is approximately the same size as the state of Connecticut. The county's name was derived from Mount Lassen, which is actually in neighboring Shasta County. Lassen County has a population of 34,876 people and 10,510 wage and salary jobs. The per capita income in Lassen County is $27,949, and the average salary per worker is $49,760.

In 2010, wage and salary employment fell by 68 jobs in Lassen County, a decline of 0.6 percent. The farm sector makes up only 4 percent of total employment, but accounted for half of the jobs lost during 2010. Non-farm employment declined by just 0.3 percent. The unemployment rate increased to 14.2 percent in 2010.

The natural resources, leisure, and government sectors had the only employment gains in 2010. Employment losses were greatest in the retail trade (-67 jobs), farm (-33 jobs), construction (-31 jobs), and education and healthcare (-25 jobs) sectors. The largest employment sectors in the county are public institutions. 64 percent of all jobs in the county are in the public sector. The penitentiaries and correctional institutions in Susanville are the largest employers in the county. They employ nearly 2,800 people, and detain 9,700 inmates.

Between the 2000 and 2010 census the population of Lassen County grew by 3.2 percent. The population of Susanville, the only incorporated city in the county, rose 3.0 percent in the last decade. Migration was negative last year with an estimated 95 net migrants leaving the county.





Forecast Highlights

- Total wage and salary job growth is forecast to be slightly positive in 2011, with an estimated gain of 0.5 percent. From 2011 to 2016 job growth is expected to average 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 0.7 percent per year over the 2011 to 2016 period.

- Between 2011 and 2016, employment growth is dominated by the public sector, which accounts for 51 percent of expected job growth. The leisure services, retail trade, and construction sectors account for an additional 29 percent of net job creation during this time.

- Population growth is expected to be 0.5 percent in 2011. Annual growth in the 2011 to 2016 period averages 1.1 percent per year.

- Net migration is forecast at approximately 78 persons entering the county in 2011. Between 2011 and 2016 migration is expected to average 248 net in-migrants per year.

- Real per capita income is forecast to increase 1.1 percent in 2011. From 2011 to 2016 real per capita incomes are expected to increase an average of 1.7 percent per year.

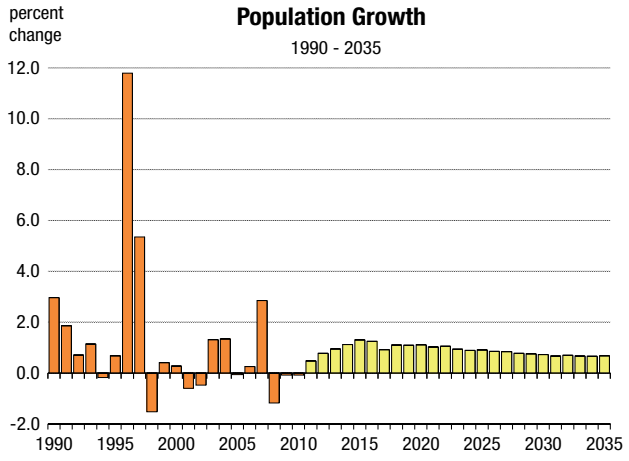
- Total taxable sales, adjusted for inflation, are forecast to rise 1.9 percent in 2011. Over the next five years real taxable sales are forecast to increase by an average of 3.3 percent per year.

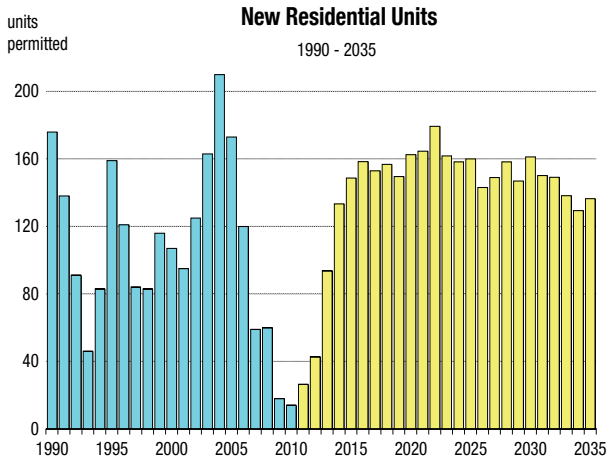
- Industrial production is forecast to decline by 0.5 percent in 2011. Between 2011 and 2016 growth rate of industrial production will average 1.6 percent per year.

Lassen County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	34,361	10	37.7	10.4	120	$286.5	$0.83	$26,260	3.2	79.5	121.8	7.9
2007	35,343	931	37.9	10.5	59	$279.9	$0.89	$26,437	3.4	69.0	106.7	8.1
2008	34,929	-515	37.6	10.5	60	$260.1	$0.94	$27,424	3.0	93.3	109.6	9.5
2009	34,903	-96	37.5	10.6	18	$221.5	$0.94	$27,342	0.8	70.2	64.1	12.6
2010	34,876	-95	37.1	10.6	14	$220.9	$0.97	$27,949	1.3	72.4	63.0	14.2
2011	35,046	78	37.8	10.6	26	$232.5	$1.02	$28,269	3.3	87.0	62.7	13.3
2012	35,318	166	37.9	10.7	43	$245.2	$1.07	$28,550	2.3	90.4	60.8	12.6
2013	35,655	227	38.6	10.7	94	$259.5	$1.12	$29,049	2.3	93.0	60.7	11.5
2014	36,057	292	39.4	10.8	133	$274.5	$1.18	$29,593	2.4	94.6	62.3	10.4
2015	36,528	368	40.3	10.9	149	$289.9	$1.25	$30,195	2.1	93.8	64.9	9.4
2016	36,987	361	40.9	11.0	158	$305.6	$1.31	$30,764	2.1	97.2	68.0	8.6
2017	37,329	243	41.2	11.1	153	$320.8	$1.37	$31,139	2.1	99.8	71.4	8.2
2018	37,744	320	41.6	11.2	157	$336.2	$1.43	$31,590	2.0	102.3	74.4	7.7
2019	38,159	314	41.9	11.3	149	$351.8	$1.50	$32,099	1.9	105.7	77.6	7.4
2020	38,587	320	42.2	11.4	162	$367.1	$1.57	$32,599	1.7	104.0	80.9	7.2
2021	38,984	296	42.5	11.5	165	$382.5	$1.64	$33,184	1.7	101.5	84.6	7.2
2022	39,399	318	42.7	11.6	179	$399.5	$1.72	$33,716	2.2	105.7	88.0	7.1
2023	39,773	302	43.0	11.8	162	$416.5	$1.80	$34,265	2.2	109.1	91.7	7.1
2024	40,130	300	43.2	11.9	158	$434.8	$1.89	$34,855	2.1	113.4	95.3	7.1
2025	40,498	311	43.5	12.0	160	$454.7	$1.98	$35,433	2.1	116.8	99.1	7.1
2026	40,846	295	43.7	12.1	143	$474.8	$2.06	$35,910	2.1	118.4	103.1	7.2
2027	41,194	305	44.0	12.2	149	$495.4	$2.15	$36,357	2.1	119.3	107.1	7.2
2028	41,517	294	44.2	12.3	158	$517.2	$2.24	$36,814	2.1	121.8	111.3	7.1
2029	41,834	293	44.5	12.4	147	$539.9	$2.33	$37,261	2.1	123.5	115.7	7.1
2030	42,140	285	44.7	12.5	161	$563.3	$2.43	$37,713	2.1	121.0	120.2	7.1
2031	42,426	269	44.9	12.6	150	$587.6	$2.53	$38,162	2.2	118.4	124.9	7.1
2032	42,725	284	45.2	12.7	149	$612.9	$2.63	$38,609	2.2	124.4	129.6	7.1
2033	43,014	274	45.4	12.8	138	$639.2	$2.74	$39,064	2.1	129.5	134.4	7.1
2034	43,301	275	45.6	12.9	129	$666.7	$2.85	$39,511	2.2	133.8	139.3	7.1
2035	43,598	286	45.9	13.0	136	$695.3	$2.97	$39,972	2.2	134.6	144.1	7.1
2036	43,915	308	46.1	13.1	141	$725.2	$3.09	$40,448	2.1	141.4	149.2	7.1
2037	44,239	315	46.4	13.2	155	$756.5	$3.22	$40,918	2.2	144.8	154.5	7.2
2038	44,551	304	46.6	13.3	149	$789.0	$3.35	$41,389	2.1	139.7	160.1	7.2
2039	44,875	319	46.9	13.4	152	$823.0	$3.48	$41,901	2.1	143.9	165.7	7.1
2040	45,187	308	47.2	13.6	147	$858.4	$3.62	$42,435	2.1	147.3	171.9	7.1

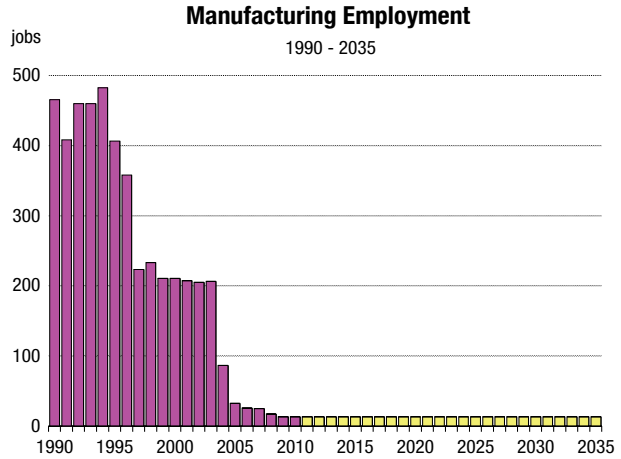


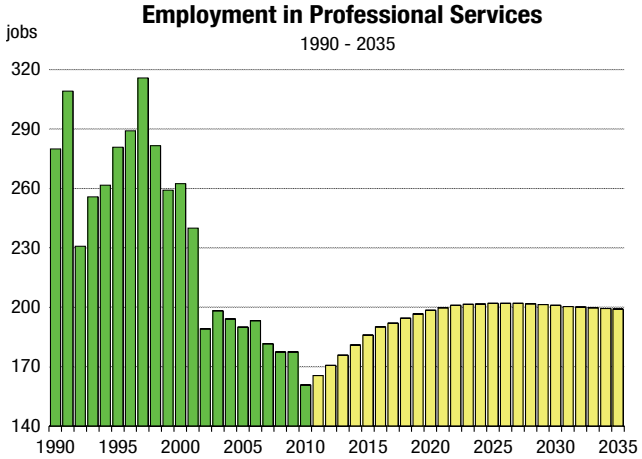


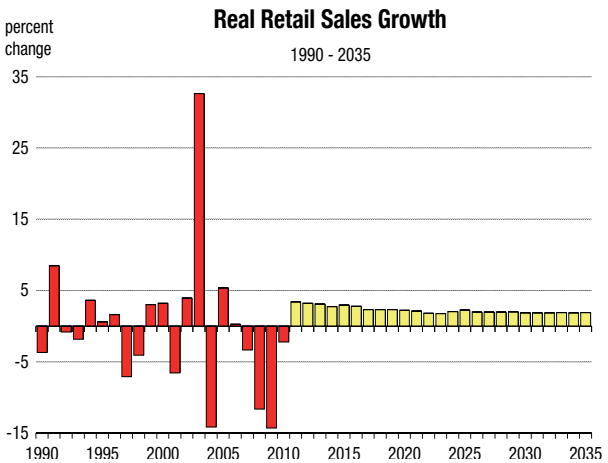
Lassen County Employment Forecast

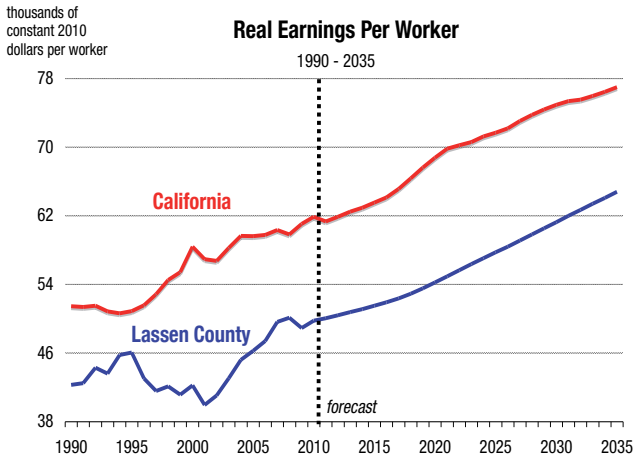
2006-2010 History, 2011-2040 Forecast

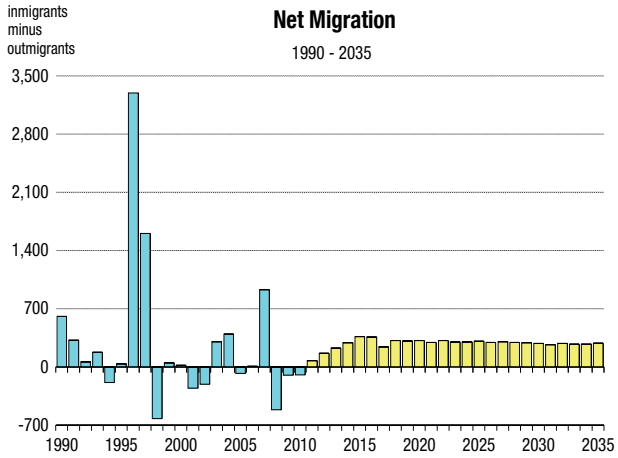
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	10.3	0.40	0.29	0.03	0.16	1.00	0.17	0.19	0.12	0.87	0.74	6.02
2007	10.4	0.41	0.23	0.03	0.15	1.06	0.17	0.18	0.13	0.86	0.71	6.22
2008	10.5	0.42	0.17	0.02	0.15	1.03	0.18	0.18	0.13	0.90	0.60	6.44
2009	10.6	0.47	0.12	0.01	0.11	0.98	0.16	0.18	0.11	0.95	0.60	6.64
2010	10.5	0.44	0.09	0.01	0.11	0.92	0.15	0.16	0.10	0.93	0.62	6.74
2011	10.6	0.44	0.11	0.01	0.11	0.88	0.16	0.17	0.08	0.94	0.59	6.83
2012	10.6	0.44	0.12	0.01	0.11	0.90	0.16	0.17	0.07	0.96	0.62	6.78
2013	10.8	0.45	0.16	0.01	0.11	0.93	0.16	0.18	0.08	0.97	0.64	6.89
2014	11.1	0.45	0.19	0.01	0.12	0.95	0.16	0.18	0.08	0.99	0.65	7.06
2015	11.4	0.45	0.21	0.01	0.13	0.98	0.16	0.19	0.09	1.01	0.67	7.26
2016	11.7	0.46	0.23	0.01	0.14	1.01	0.16	0.19	0.09	1.03	0.68	7.40
2017	11.8	0.46	0.24	0.01	0.15	1.01	0.16	0.19	0.09	1.04	0.69	7.43
2018	11.9	0.47	0.24	0.01	0.16	1.02	0.16	0.19	0.09	1.06	0.71	7.50
2019	12.0	0.47	0.24	0.01	0.17	1.02	0.16	0.20	0.09	1.07	0.72	7.56
2020	12.1	0.47	0.25	0.01	0.17	1.03	0.16	0.20	0.09	1.09	0.73	7.61
2021	12.2	0.46	0.25	0.01	0.18	1.03	0.16	0.20	0.10	1.10	0.75	7.66
2022	12.3	0.47	0.26	0.01	0.19	1.04	0.16	0.20	0.10	1.11	0.76	7.69
2023	12.4	0.48	0.26	0.01	0.21	1.05	0.16	0.20	0.10	1.13	0.77	7.72
2024	12.5	0.49	0.25	0.01	0.22	1.06	0.16	0.20	0.10	1.15	0.78	7.75
2025	12.6	0.49	0.25	0.01	0.22	1.06	0.16	0.20	0.10	1.16	0.79	7.79
2026	12.7	0.50	0.25	0.01	0.23	1.07	0.16	0.20	0.10	1.18	0.80	7.84
2027	12.8	0.50	0.25	0.01	0.24	1.07	0.16	0.20	0.10	1.19	0.82	7.88
2028	12.8	0.50	0.25	0.01	0.25	1.08	0.16	0.20	0.10	1.21	0.83	7.92
2029	12.9	0.51	0.25	0.01	0.26	1.09	0.16	0.20	0.10	1.23	0.84	7.97
2030	13.0	0.50	0.25	0.01	0.27	1.09	0.16	0.20	0.10	1.24	0.85	8.01
2031	13.1	0.50	0.25	0.01	0.28	1.10	0.16	0.20	0.10	1.26	0.86	8.05
2032	13.2	0.51	0.25	0.01	0.29	1.10	0.16	0.20	0.10	1.27	0.87	8.08
2033	13.3	0.52	0.25	0.01	0.29	1.11	0.16	0.20	0.10	1.29	0.88	8.12
2034	13.3	0.53	0.24	0.01	0.30	1.11	0.16	0.20	0.10	1.30	0.89	8.15
2035	13.4	0.53	0.24	0.01	0.31	1.12	0.16	0.20	0.10	1.32	0.90	8.19
2036	13.5	0.54	0.24	0.01	0.32	1.13	0.16	0.20	0.10	1.33	0.91	8.23
2037	13.6	0.55	0.25	0.01	0.32	1.13	0.16	0.20	0.10	1.35	0.92	8.27
2038	13.7	0.54	0.25	0.01	0.33	1.14	0.16	0.20	0.10	1.37	0.93	8.31
2039	13.8	0.55	0.25	0.01	0.34	1.14	0.17	0.20	0.10	1.38	0.94	8.36
2040	13.9	0.55	0.25	0.01	0.35	1.15	0.17	0.20	0.10	1.40	0.96	8.41

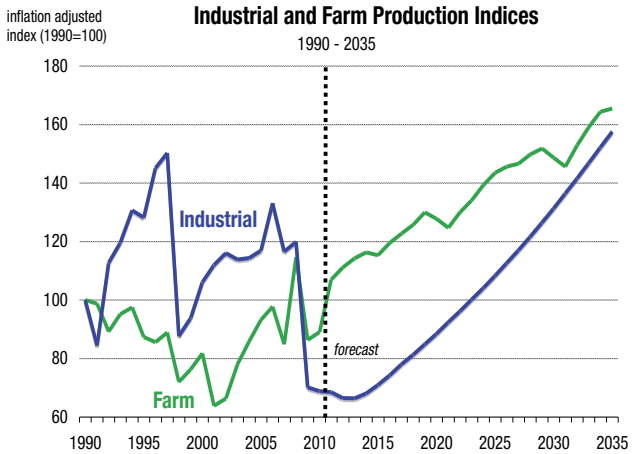












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	15.8%
Expected job growth:	10.6%
Fastest growing jobs sector:	Construction
Expected personal income growth:	14.9%
Expected population growth:	5.4%
Net migration to account for:	72.8%
Expected growth in number of vehicles:	8.3%

Demographics (2011)

Unemployment rate (June 2011)	13.4%
County Rank* in California (58 counties):	29th
Working age (16-64) population:	74.9%
Population with B.A. Degree or higher:	12.0%
Median Home Selling Price:	$120,000
Median Household Income:	$46,223

Quality of Life

Violent Crime rate (2009):	337 per 100,000 persons
County Rank* in California (58 counties):	13th
Average Commute Time to work (2011):	20.7 minutes
High School drop out rate (2009):	26.2%
Households at/below poverty line:	9.5%

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

Los Angeles County Economic Forecast

Los Angeles County is the largest county-level economy in California, with 9.8 million people, and 3.8 million wage and salary jobs. The per capita income in Los Angeles County is $42,042, and the average salary per worker is $62,533.

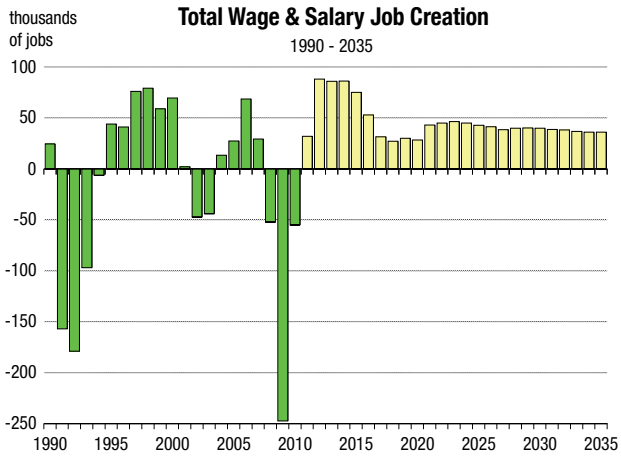
Economic growth in Southern California declined sharply between 2008 and 2010 and job losses were the largest on record. In 2010, 55,000 total jobs were lost in Los Angeles County, representing a growth rate of -1.4 percent. The unemployment rate increased to 12.7 percent in 2010 from 11.4 percent in 2009.

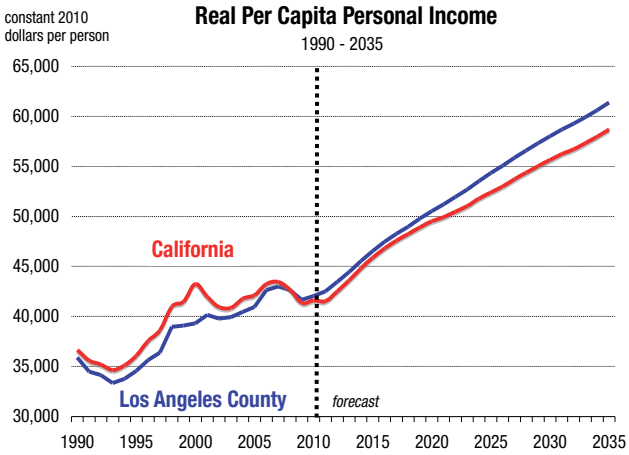
In previous years, Northern Los Angeles County (the Santa Clarita and Antelope Valleys) was the fastest growing area of the county. Over the long-term the region will be responsible for much of the growth in the county due to the availability of buildable land. However, in the short-term, growth will be slow and residential real estate may take over a decade to return to the previous peak. Since early 2008, new home production had virtually stopped in Northern Los Angeles County as developers tried to sell their existing inventory. The fewest new homes built on record occurred in 2010.

Employment in the construction sector fell by 13,000 workers, a decline of 11 percent. Employment declined in the manufacturing sector by 15,000 jobs. Government, which had no net job loss between 2008 and 2009 declined by 19,000 jobs or 3.2 percent. The only labor market to record significant positive job creation was education and health services, up by 8,000 positions.

Population growth remained slow in 2010, at 0.6 percent. Net migration remains negative, though the pace of out-migration has slowed in recent years. Over the forecast migration never turns significantly positive, limiting the county to sub one percent growth rates.

Imports and exports through the Ports of Long Beach and Los Angeles fell to their lowest levels since 2005 during the recession. This trend has sharply reversed, with first quarter 2011 imports reaching a new high, while exports are just below the previous peak.





Forecast Highlights

- Job growth is forecast to begin in 2011, though gains will be limited to 0.9 percent. From 2011 to 2016, the annual growth rate is expected to average 2.0 percent per year.

- Average salaries adjusted for inflation are currently marginally higher than the California state average, though it is estimated that in the later years of the forecast they will fall slightly below California. Real average salaries are forecast to rise an average of 1.0 percent per year over the next 5 years.

- Construction is expected to grow by 30 percent from 2011 to 2016, making it the fastest growing sector by a wide margin. From 2011 to 2016, total job gains exceed 10 percent in the professional, misc. service, transportation, leisure, natural resources extraction, and information service sectors. The farm sector is the only area with declining employment.

- Annual population growth in the 2011 to 2016 period averages 0.7 percent per year. A population that grows more quickly than in recent years is largely due to the forecast for less out migration, and marginally positive migration beginning in 2014.

- Real per capita incomes increase at a rate of 1.2 percent in 2011. An annual compound rate of growth of 2.2 percent over the 2011 to 2016 time period is forecast.

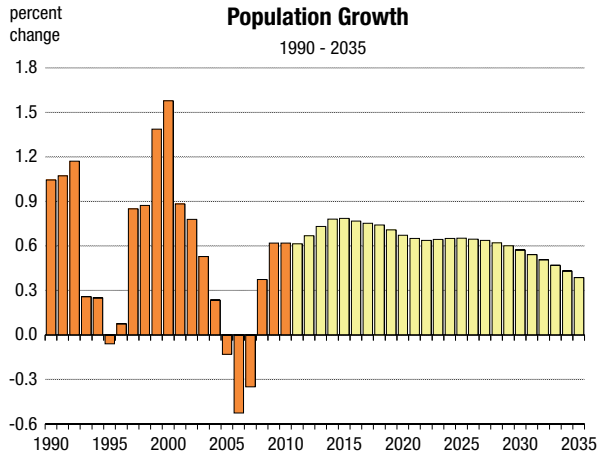
- Total taxable sales, adjusted for inflation, are expected to increase by an average of 4.0 percent per year from 2011 to 2016.

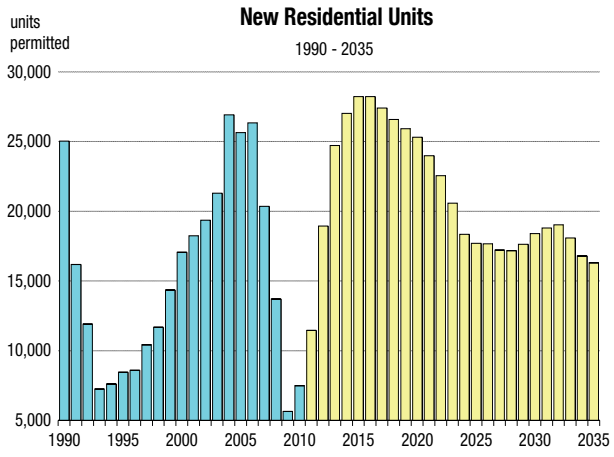
- Industrial production is expected to remain unchanged in 2011. From 2011 to 2016, the growth rate of industrial production is expected to average 2.9 percent per year.

Los Angeles County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	9,712,453	-140,729	7.6	3,223	26,348	$136.2	$385.7	$42,631	4.3	291	95.3	4.8
2007	9,678,652	-126,454	7.6	3,240	20,363	$137.8	$400.4	$42,995	3.3	263	94.2	5.1
2008	9,714,946	-56,564	7.5	3,260	13,704	$131.9	$412.6	$42,642	3.5	227	98.1	7.5
2009	9,775,217	-24,069	7.4	3,275	5,653	$112.7	$402.5	$41,665	-0.8	192	95.3	11.5
2010	9,835,863	-18,621	7.4	3,287	7,491	$117.2	$413.5	$42,042	1.2	197	94.5	12.7
2011	9,896,302	-14,447	7.5	3,282	11,459	$122.4	$430.7	$42,538	2.3	195	94.3	11.7
2012	9,962,563	-7,751	7.5	3,291	18,947	$130.5	$453.4	$43,489	2.3	194	96.4	10.5
2013	10,035,490	-1,671	7.6	3,306	24,731	$138.1	$478.6	$44,459	2.5	192	99.5	9.2
2014	10,113,870	3,305	7.7	3,327	27,029	$147.8	$507.4	$45,540	2.7	191	102.6	8.1
2015	10,193,440	3,972	7.8	3,349	28,235	$158.4	$537.6	$46,568	2.8	190	105.9	6.8
2016	10,271,710	1,748	8.0	3,372	28,240	$170.1	$568.3	$47,470	2.9	189	109.1	6.2
2017	10,349,040	-935	8.1	3,395	27,425	$182.1	$598.3	$48,253	2.8	188	111.9	6.1
2018	10,425,750	-3,191	8.2	3,417	26,594	$195.1	$628.4	$48,984	2.7	187	114.4	5.9
2019	10,499,600	-6,624	8.3	3,439	25,938	$209.3	$659.5	$49,803	2.5	186	117.1	5.7
2020	10,570,180	-9,948	8.4	3,460	25,321	$220.7	$689.4	$50,549	2.3	185	119.8	5.7
2021	10,638,960	-11,802	8.6	3,481	23,994	$233.2	$718.7	$51,219	2.2	184	122.7	5.7
2022	10,706,800	-13,266	8.7	3,501	22,565	$245.2	$750.1	$51,951	2.3	183	125.6	5.7
2023	10,775,830	-13,586	8.8	3,519	20,595	$257.3	$782.9	$52,706	2.2	183	128.7	5.7
2024	10,846,050	-13,532	8.9	3,536	18,358	$270.0	$818.2	$53,559	2.2	182	132.2	5.7
2025	10,916,840	-13,865	8.9	3,551	17,704	$284.0	$853.9	$54,359	2.2	181	135.7	5.7
2026	10,987,440	-14,170	9.0	3,565	17,680	$297.8	$889.8	$55,096	2.2	180	139.5	5.7
2027	11,057,490	-14,466	9.1	3,580	17,224	$311.5	$927.5	$55,872	2.1	180	143.4	5.7
2028	11,126,190	-14,972	9.2	3,594	17,186	$325.9	$966.2	$56,614	2.2	179	147.4	5.8
2029	11,193,180	-15,831	9.3	3,608	17,640	$341.0	$1,005.8	$57,330	2.2	179	151.6	5.8
2030	11,257,370	-17,235	9.4	3,622	18,408	$356.3	$1,046.4	$58,026	2.2	178	156.0	5.8
2031	11,318,480	-18,904	9.5	3,637	18,816	$371.8	$1,087.9	$58,692	2.2	178	160.6	5.8
2032	11,375,950	-20,684	9.5	3,653	19,031	$388.2	$1,129.3	$59,288	2.2	177	165.2	5.8
2033	11,429,420	-22,496	9.6	3,668	18,090	$404.6	$1,172.4	$59,938	2.2	177	170.0	5.8
2034	11,478,750	-24,294	9.7	3,683	16,800	$421.8	$1,217.8	$60,618	2.3	176	175.0	5.8
2035	11,523,260	-26,053	9.7	3,697	16,318	$439.5	$1,265.1	$61,373	2.2	176	180.1	5.8
2036	11,562,970	-27,760	9.8	3,710	16,134	$458.0	$1,314.2	$62,163	2.2	175	185.3	5.8
2037	11,597,860	-29,412	9.9	3,723	16,174	$477.2	$1,365.4	$62,992	2.2	175	190.8	5.7
2038	11,628,280	-30,811	10.0	3,736	16,284	$497.3	$1,418.8	$63,889	2.2	175	196.4	5.7
2039	11,654,820	-32,148	10.1	3,750	16,428	$518.4	$1,474.2	$64,840	2.2	174	202.1	5.7
2040	11,677,830	-33,427	10.2	3,763	16,708	$540.7	$1,531.3	$65,829	2.1	174	208.3	5.7

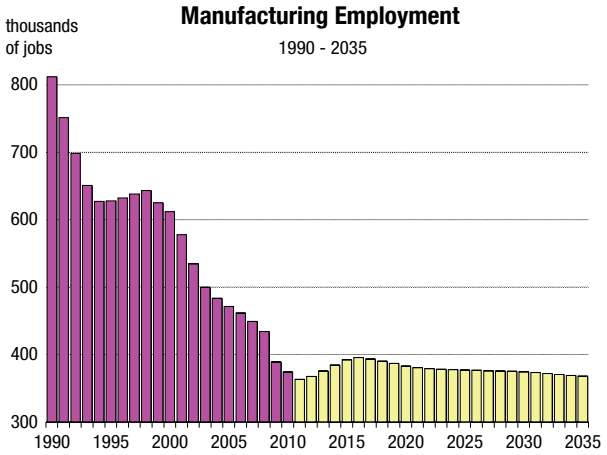


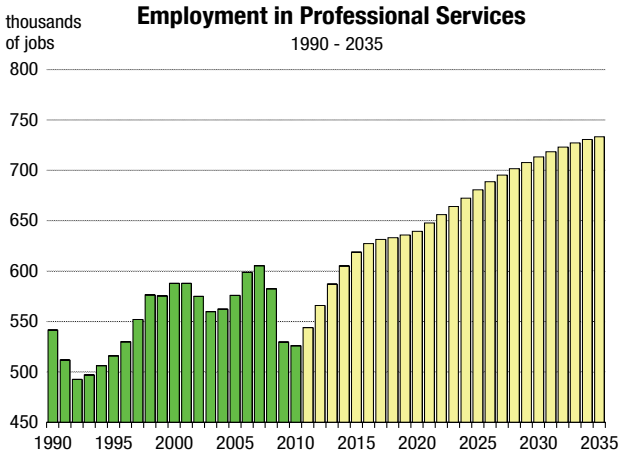


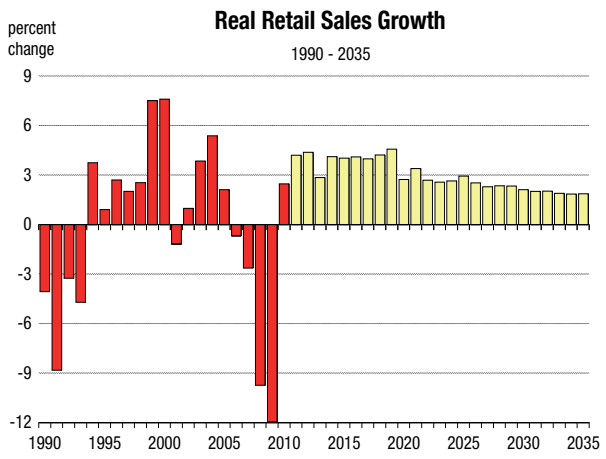
Los Angeles County Employment Forecast

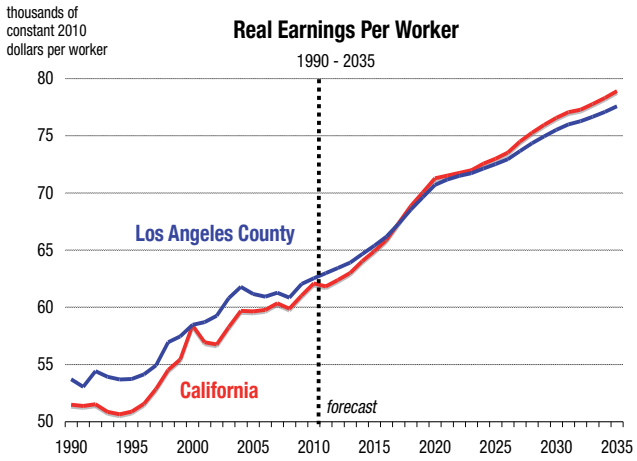
2006-2010 History, 2011-2040 Forecast

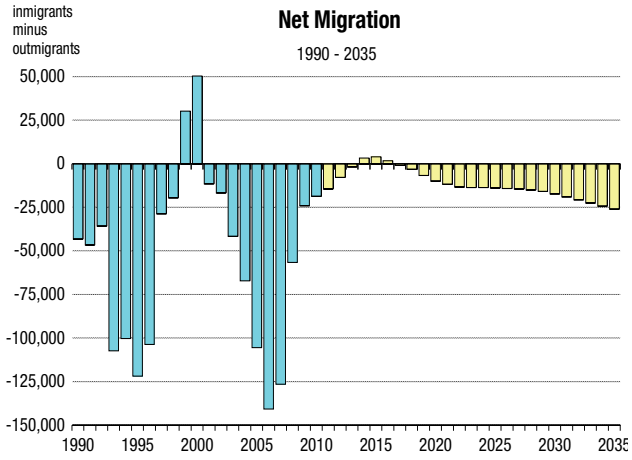
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	4,100.1	7.63	157.5	461.7	165.2	648.9	246.7	598.9	205.6	480.8	388.6	589.4
2007	4,129.6	7.50	157.6	449.2	165.6	653.0	243.8	605.4	209.8	492.7	397.9	595.7
2008	4,077.6	6.89	145.2	434.5	163.1	640.2	233.3	582.6	210.3	505.8	401.6	603.7
2009	3,830.3	6.19	117.3	389.2	151.2	591.5	216.0	529.8	191.2	514.6	385.6	595.8
2010	3,775.3	6.35	104.3	374.2	150.3	588.1	209.2	526.1	192.4	522.7	384.6	576.6
2011	3,807.4	6.20	110.0	363.6	152.6	599.6	209.7	544.1	193.8	527.6	389.9	569.2
2012	3,895.6	6.08	117.8	367.7	157.1	609.4	216.3	566.0	200.2	534.5	397.9	577.0
2013	3,981.6	5.99	130.8	375.7	161.0	615.7	222.6	587.2	207.0	542.1	406.2	577.1
2014	4,067.9	5.92	136.5	384.4	165.6	628.1	225.4	605.2	212.2	550.0	416.0	584.9
2015	4,143.0	5.86	141.6	392.5	170.0	635.2	225.4	618.9	217.4	560.4	427.9	590.5
2016	4,196.0	5.81	143.3	395.9	173.7	643.6	224.6	627.4	220.8	568.6	437.8	594.5
2017	4,227.6	5.77	143.4	393.7	175.9	650.2	222.8	631.7	222.6	575.8	446.1	597.9
2018	4,254.6	5.74	143.6	390.3	179.7	657.2	220.1	633.4	223.9	583.6	451.4	602.7
2019	4,284.8	5.71	143.8	387.0	184.3	664.8	218.2	636.0	224.9	592.9	454.4	608.2
2020	4,313.2	5.69	143.9	383.1	188.9	671.3	217.3	639.6	222.7	604.1	456.2	615.0
2021	4,356.2	5.67	143.5	380.9	192.8	678.3	216.4	647.8	223.4	618.5	461.0	620.8
2022	4,401.3	5.65	141.8	379.3	197.2	685.3	216.2	656.1	224.6	634.6	465.7	626.3
2023	4,447.7	5.63	141.0	378.3	201.3	692.3	216.4	664.4	226.0	650.0	470.3	631.6
2024	4,492.7	5.62	139.6	377.9	205.2	699.2	216.9	672.6	227.6	664.6	474.6	636.6
2025	4,535.7	5.60	137.9	377.3	208.7	706.4	217.6	680.9	229.3	677.5	478.8	641.6
2026	4,577.2	5.59	138.2	376.8	211.7	712.8	218.3	688.9	230.8	689.4	482.9	646.2
2027	4,615.7	5.58	138.4	376.3	214.0	718.5	219.3	695.3	232.6	701.0	487.0	651.0
2028	4,655.7	5.57	139.2	375.8	216.9	724.1	220.1	701.8	234.4	712.3	491.3	655.8
2029	4,695.9	5.56	140.2	375.2	219.8	729.8	220.9	707.8	236.3	723.8	495.7	660.7
2030	4,735.8	5.55	141.5	374.7	222.8	735.2	221.7	713.4	237.9	735.6	500.0	665.6
2031	4,774.7	5.54	142.6	373.4	225.8	740.5	222.6	718.6	239.4	747.6	504.5	670.6
2032	4,812.9	5.53	143.5	372.1	228.9	745.8	223.5	723.2	241.0	759.7	509.1	675.5
2033	4,849.8	5.52	143.5	370.7	232.0	751.0	224.4	727.3	242.6	771.9	513.5	680.4
2034	4,885.9	5.51	143.0	369.4	235.2	756.2	225.3	730.7	244.1	784.3	518.1	685.5
2035	4,922.0	5.51	142.8	368.0	238.4	761.3	226.3	733.5	245.7	796.8	522.7	690.6
2036	4,958.9	5.50	143.0	366.7	241.8	766.5	227.4	736.3	247.3	809.3	527.3	695.7
2037	4,996.3	5.49	143.5	365.4	245.1	771.8	228.4	739.3	248.9	821.7	532.0	700.9
2038	5,034.2	5.49	144.1	364.1	248.5	777.1	229.5	742.3	250.4	834.2	536.7	706.2
2039	5,072.5	5.48	144.8	362.8	252.0	782.5	230.6	745.5	252.0	846.5	541.5	711.5
2040	5,111.5	5.48	145.6	361.5	255.6	788.1	231.7	748.7	253.6	858.8	546.3	717.0

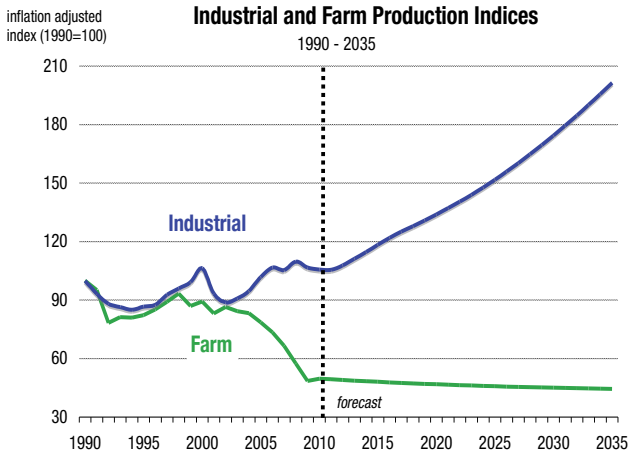












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	21.1 %
Expected job growth:	10.2 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	15.8 %
Expected population growth:	3.8 %
Net migration to account for:	0 %
Expected growth in number of vehicles:	6.9 %

Demographics (2011)

Unemployment rate (June 2011):	12.4 %
County Rank* in California (58 counties):	25th
Working age (16-64) population:	66.6 %
Population with B.A. Degree or higher:	28.6 %
Median Home Selling Price:	$335,000
Median Household Income:	$52,218

Quality of Life

Violent Crime rate (2009):	527 per 100,000 persons
County Rank* in California (58 counties):	48th
Average Commute Time to work (2011):	31.0 minutes
High School drop out rate (2009):	24.3 %
Households at/below poverty line:	12.6 %

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

Madera County Economic Forecast

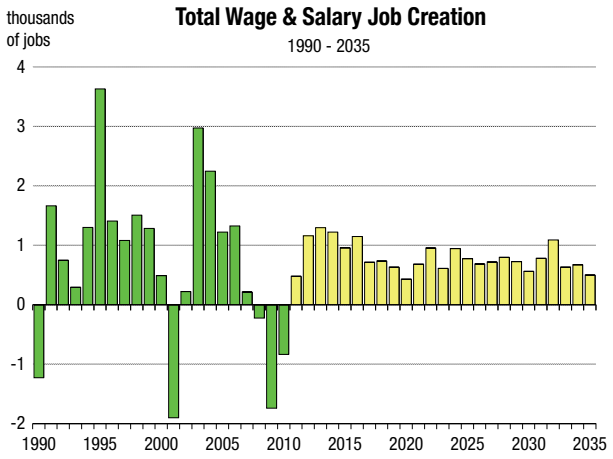
Madera County is located in the heart of the San Joaquin Valley and is part of the Fresno Metropolitan Statistical Area. Madera County has a population of 151,100 people and 42,700 wage and salary jobs. The per capita income in Madera County is $26,707, and the average salary per worker is $42,699.

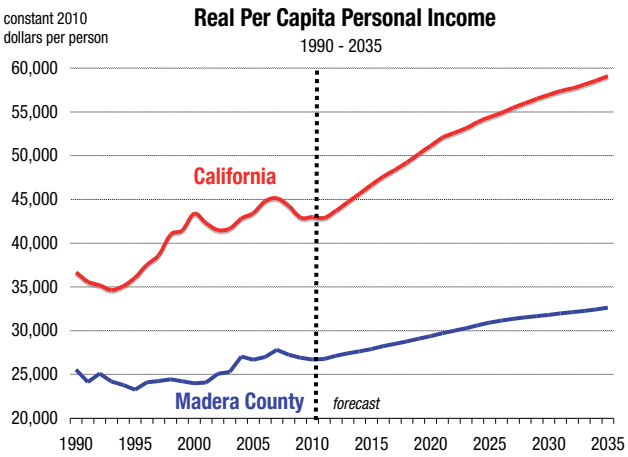
Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. In 2010, 800 total wage and salary jobs were lost in Madera County, representing a decline of 1.9 percent. The farm sector, which accounts for 24 percent of total employment, added 180 jobs. Excluding the farm sector, job growth rate was worse at -3.0 percent. The unemployment rate increased to 15.6 percent in 2010, the highest rate since the early 1990s.

In addition to the farm sector, the wholesale trade and professional services sectors also created employment during 2010. However both of these sectors are relatively small, and combined only 130 jobs were created. The majority of the employment decline in 2010 occurred in government (-380 jobs) and construction (-280 jobs). Only 193 new homes were constructed in 2010, compared to 2,379 in the peak year of 2005.

Between the 2000 and 2010 census, the population of Madera County grew by 22.5 percent, making it the 5th fastest growing county in the state. The two incorporated cities in the county, Chowchilla and Madera, grew at rates of 30 and 42 percent, respectively over the past 10 years.

Non-farm job growth rebounds in 2011 in Madera County. Population growth will accelerate as migration turns positive again.





Forecast Highlights

- Total wage and salary job growth is forecast to average 1.1 percent in 2011, while non-farm job growth is higher at 1.8 percent. From 2011 to 2016, total wage and salary job growth averages 2.5 percent and non-farm job growth averages 3.2 percent.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the foreseeable future. Real average salaries rise an average of 0.7 percent per year between 2011 and 2016.

- Between 2011 and 2016, the momentum for employment growth is in professional services, government, retail trade, construction, and education and healthcare services. These sectors account for the majority of growth in the county from 2011 to 2016. All sectors contribute to job growth during this period.

- The population will continue to grow at a rate above the state average. Annual growth in the 2011 to 2016 period averages 1.9 percent per year.

- Net migration will turn positive in 2011, with an estimated 550 people entering the county. From 2011 to 2016 net migration is expected to average 1,500 net migrants per year.

- Real per capita incomes are expected to increase 0.2 percent in 2011. During the 2011 to 2016 period real per capita incomes are forecast to increase by 1.1 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 4.6 percent per year over the next five years.

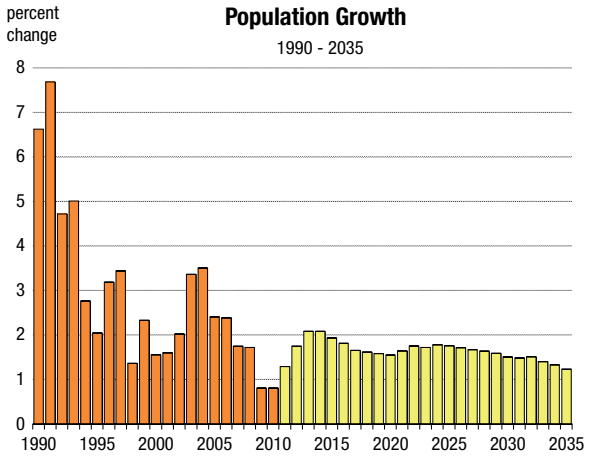
- Industrial production is forecast to increase 2.9 percent in 2011. From 2011 to 2016 the growth rate will average 3.3 percent per year.

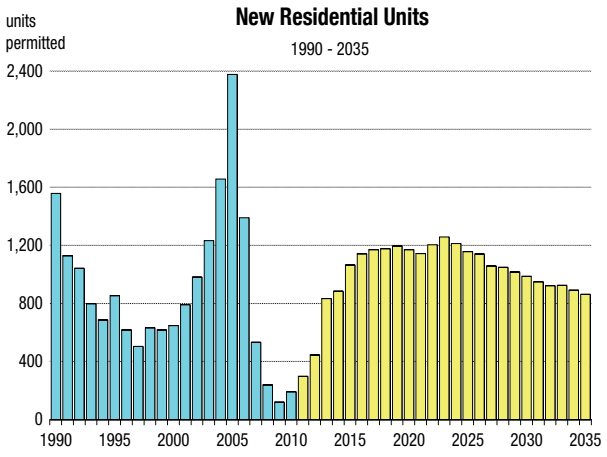
- Farm production is forecast to increase by 0.7 percent per year between 2011 and 2016. The principal crop in the county is grapes.

Madera County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	143,684	1,818	128.3	41.8	1,391	$1.43	$3.6	$26,997	3.2	1,124	608	7.0
2007	146,196	884	128.2	43.5	533	$1.44	$3.9	$27,799	3.4	1,284	617	7.5
2008	148,709	844	128.2	44.3	240	$1.33	$4.0	$27,255	3.0	1,339	653	9.4
2009	149,917	-306	128.6	44.7	120	$1.10	$4.0	$26,912	0.8	976	624	13.7
2010	151,135	-218	128.8	44.8	193	$1.12	$4.0	$26,707	1.3	986	617	15.6
2011	153,088	551	129.9	45.0	298	$1.14	$4.2	$26,772	3.3	980	634	14.8
2012	155,763	1,270	131.2	45.3	446	$1.21	$4.5	$27,121	2.3	997	658	14.0
2013	159,007	1,835	132.5	45.8	835	$1.30	$4.7	$27,406	2.3	1,021	680	12.9
2014	162,321	1,900	134.0	46.6	885	$1.40	$5.0	$27,635	2.4	1,019	698	11.6
2015	165,462	1,722	135.5	47.5	1,066	$1.49	$5.2	$27,897	2.1	992	719	10.5
2016	168,467	1,582	137.2	48.6	1,144	$1.60	$5.5	$28,248	2.1	1,014	747	9.7
2017	171,260	1,366	138.9	49.8	1,171	$1.70	$5.7	$28,497	2.1	997	771	9.3
2018	174,033	1,349	140.7	51.0	1,179	$1.80	$6.0	$28,783	2.0	995	799	8.9
2019	176,791	1,340	142.6	52.2	1,197	$1.90	$6.3	$29,087	1.9	1,001	827	8.6
2020	179,536	1,336	144.6	53.4	1,171	$2.00	$6.6	$29,377	1.7	964	856	8.3
2021	182,492	1,542	146.6	54.6	1,145	$2.11	$6.9	$29,718	1.7	969	891	8.3
2022	185,689	1,781	148.8	55.8	1,205	$2.22	$7.2	$29,998	2.2	1,031	926	8.3
2023	188,889	1,778	151.0	57.0	1,258	$2.33	$7.6	$30,264	2.2	1,024	950	8.3
2024	192,256	1,936	153.3	58.3	1,214	$2.46	$7.9	$30,626	2.1	1,040	984	8.3
2025	195,642	1,947	155.7	59.5	1,159	$2.59	$8.3	$30,934	2.1	1,035	1015	8.3
2026	198,996	1,911	158.1	60.7	1,141	$2.72	$8.7	$31,158	2.1	1,021	1048	8.3
2027	202,319	1,880	160.6	61.9	1,060	$2.86	$9.1	$31,356	2.1	1,014	1083	8.3
2028	205,636	1,873	163.2	63.0	1,049	$3.01	$9.5	$31,519	2.1	1,025	1121	8.3
2029	208,901	1,811	165.9	64.0	1,017	$3.16	$9.9	$31,675	2.1	1,016	1157	8.3
2030	212,049	1,684	168.6	65.1	987	$3.31	$10.3	$31,813	2.1	980	1194	8.3
2031	215,199	1,693	171.4	66.1	950	$3.47	$10.7	$31,973	2.2	980	1242	8.3
2032	218,459	1,811	174.2	67.1	923	$3.65	$11.2	$32,121	2.2	1,046	1294	8.3
2033	221,527	1,635	177.0	68.0	925	$3.82	$11.7	$32,261	2.1	1,030	1330	8.3
2034	224,478	1,539	179.9	68.9	891	$4.00	$12.1	$32,431	2.2	1,018	1379	8.3
2035	227,248	1,386	182.8	69.9	863	$4.19	$12.6	$32,618	2.2	984	1425	8.3
2036	230,063	1,451	185.8	70.7	826	$4.40	$13.1	$32,840	2.1	1,028	1486	8.3
2037	232,637	1,234	188.8	71.6	807	$4.60	$13.7	$33,041	2.2	991	1529	8.2
2038	234,982	1,028	191.7	72.4	760	$4.81	$14.2	$33,283	2.1	918	1579	8.2
2039	237,506	1,225	194.8	73.2	718	$5.06	$14.8	$33,581	2.1	994	1656	8.3
2040	239,827	1,042	197.8	73.9	731	$5.29	$15.3	$33,852	2.1	977	1703	8.2

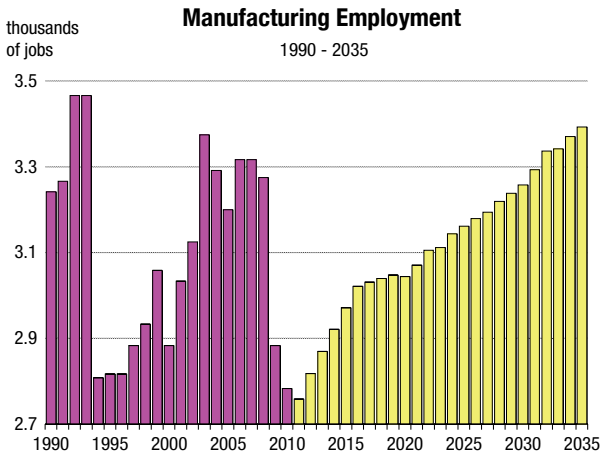


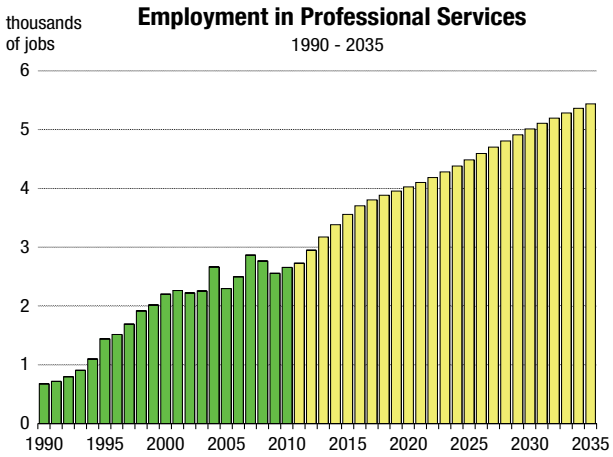


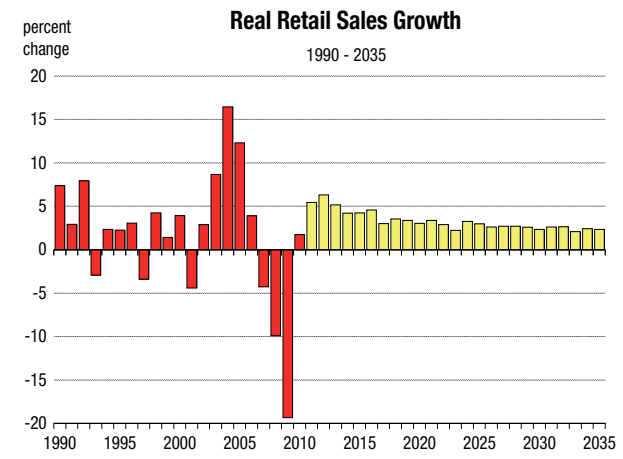
Madera County Employment Forecast

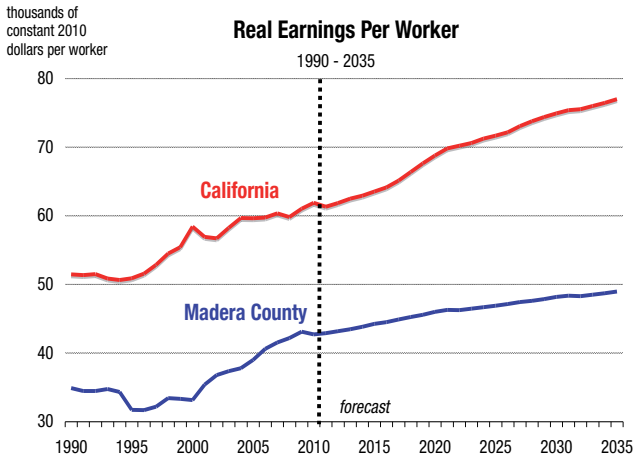
2006-2010 History, 2011-2040 Forecast

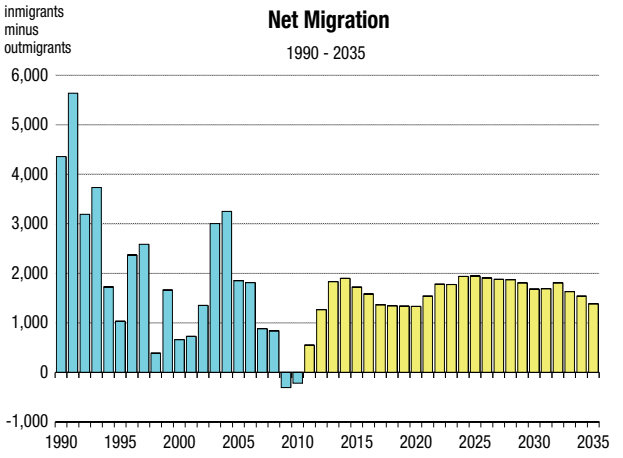
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	45.3	10.5	2.9	3.3	0.9	4.5	0.9	2.5	0.5	5.8	2.6	10.2
2007	45.5	10.4	2.4	3.3	0.9	4.4	0.8	2.9	0.5	5.7	2.7	10.6
2008	45.3	10.3	1.9	3.3	0.9	4.3	0.8	2.8	0.5	5.9	2.8	11.0
2009	43.6	10.1	1.4	2.9	0.9	4.2	0.8	2.6	0.4	6.0	2.6	11.0
2010	42.7	10.3	1.1	2.8	0.9	4.0	0.7	2.7	0.4	5.9	2.6	10.6
2011	43.2	10.2	1.2	2.8	0.9	4.2	0.7	2.7	0.4	6.1	2.7	10.5
2012	44.4	10.3	1.3	2.8	1.0	4.3	0.7	3.0	0.4	6.4	2.9	10.5
2013	45.7	10.4	1.4	2.9	1.0	4.4	0.8	3.2	0.4	6.7	2.9	10.7
2014	46.9	10.4	1.6	2.9	1.1	4.5	0.8	3.4	0.4	7.0	3.0	10.8
2015	47.9	10.3	1.7	3.0	1.2	4.7	0.8	3.6	0.4	7.3	3.1	11.0
2016	49.0	10.4	1.8	3.0	1.2	4.8	0.9	3.7	0.4	7.5	3.2	11.1
2017	49.7	10.3	1.9	3.0	1.3	4.9	0.9	3.8	0.4	7.8	3.3	11.2
2018	50.5	10.3	2.0	3.0	1.3	5.0	0.9	3.9	0.4	8.1	3.3	11.3
2019	51.1	10.3	2.0	3.0	1.4	5.0	0.9	4.0	0.4	8.3	3.4	11.3
2020	51.5	10.1	2.1	3.0	1.4	5.1	0.9	4.0	0.4	8.5	3.4	11.4
2021	52.2	10.1	2.1	3.1	1.5	5.2	1.0	4.1	0.4	8.7	3.4	11.4
2022	53.2	10.4	2.2	3.1	1.6	5.3	1.0	4.2	0.4	9.0	3.5	11.5
2023	53.8	10.4	2.2	3.1	1.6	5.4	1.0	4.3	0.4	9.2	3.5	11.5
2024	54.7	10.5	2.3	3.1	1.7	5.5	1.0	4.4	0.5	9.5	3.5	11.7
2025	55.5	10.5	2.3	3.2	1.7	5.6	1.0	4.5	0.5	9.8	3.6	11.8
2026	56.2	10.4	2.3	3.2	1.8	5.6	1.1	4.6	0.5	10.0	3.6	12.0
2027	56.9	10.4	2.4	3.2	1.8	5.7	1.1	4.7	0.5	10.3	3.6	12.2
2028	57.7	10.4	2.4	3.2	1.9	5.8	1.1	4.8	0.5	10.6	3.6	12.3
2029	58.4	10.4	2.4	3.2	1.9	5.9	1.1	4.9	0.5	10.8	3.6	12.5
2030	59.0	10.2	2.4	3.3	1.9	6.0	1.2	5.0	0.5	11.1	3.7	12.6
2031	59.8	10.2	2.4	3.3	2.0	6.1	1.2	5.1	0.5	11.3	3.7	12.8
2032	60.9	10.5	2.4	3.3	2.0	6.2	1.2	5.2	0.5	11.6	3.7	13.0
2033	61.5	10.4	2.4	3.3	2.1	6.2	1.2	5.3	0.5	11.8	3.8	13.2
2034	62.2	10.4	2.4	3.4	2.1	6.3	1.2	5.4	0.5	12.1	3.8	13.4
2035	62.7	10.2	2.4	3.4	2.2	6.4	1.3	5.4	0.4	12.3	3.8	13.5
2036	63.6	10.4	2.5	3.4	2.2	6.5	1.3	5.5	0.4	12.5	3.8	13.6
2037	64.0	10.2	2.5	3.4	2.3	6.6	1.3	5.6	0.4	12.7	3.8	13.7
2038	64.2	9.9	2.5	3.5	2.3	6.7	1.3	5.7	0.4	12.9	3.9	13.8
2039	65.2	10.3	2.5	3.5	2.4	6.8	1.4	5.7	0.4	13.0	3.9	13.9
2040	65.6	10.2	2.5	3.5	2.4	6.9	1.4	5.8	0.4	13.2	3.9	14.0

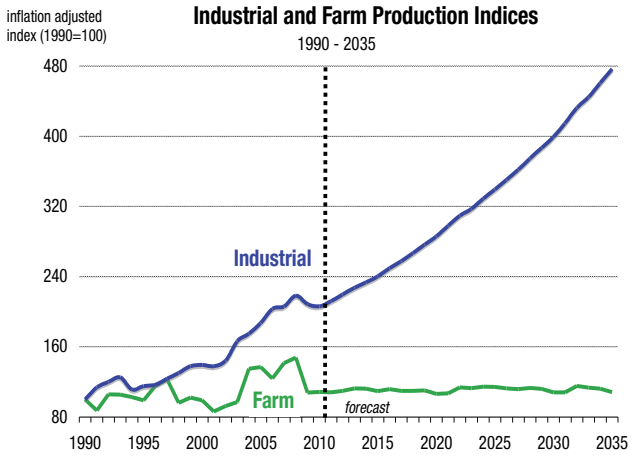












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	27.1 %
Expected job growth:	13.4 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	16.1 %
Expected population growth:	10.0 %
Net migration to account for:	54.0 %
Expected growth in number of vehicles:	5.6 %

Demographics (2011)

Unemployment rate (June 2011):	15.2 %
County Rank* in California (58 counties):	38th
Working age (16-64) population:	63.2 %
Population with B.A. Degree or higher:	13.8 %
Median Home Selling Price:	$134,000
Median Household Income:	$43,790

Quality of Life

Violent Crime rate (2009):	450 per 100,000 persons
County Rank* in California (58 counties):	39th
Average Commute Time to work (2011):	27.7 minutes
High School drop out rate (2009):	17.1 %
Households at/below poverty line:	13.0 %

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

Marin County Economic Forecast

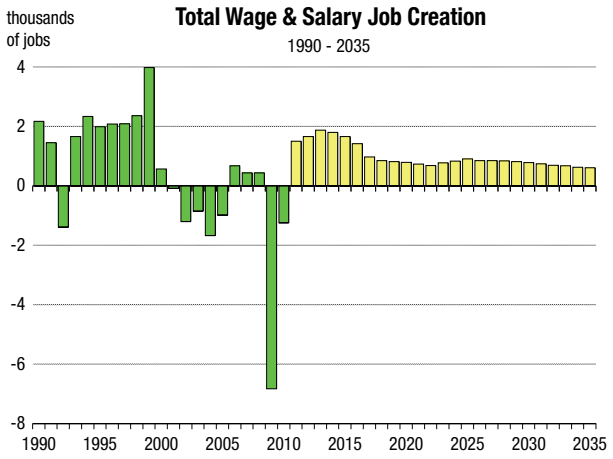
Marin County, located directly across the golden gate bridge north of San Francisco, is one of the most affluent counties in the state. Marin County has a population of 253,000 people and 100,900 wage and salary jobs. The per capita income in Marin County is $89,981, and the average salary per worker is $64,210. Together with San Francisco and San Mateo Counties, the median family income for 2010 was $99,400, second highest in the state behind Santa Clara County.

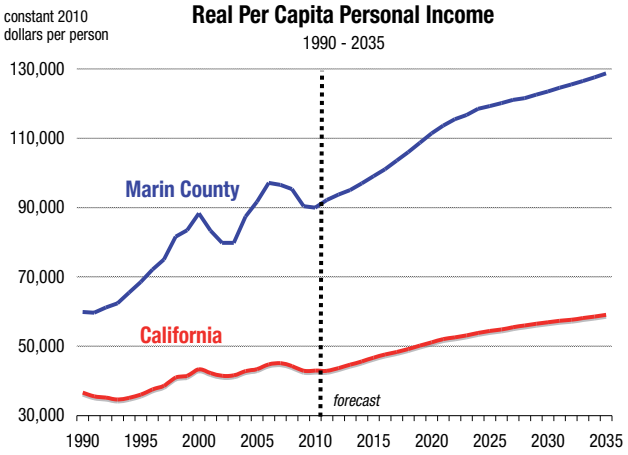
Employment growth in Northern California was negative in 2010, though job loss was minor relative to 2009. In 2010, 1,200 jobs were lost in Marin County, a decline of 1.2 percent. The unemployment rate increased to 8.3 percent in 2010. Marin County has the lowest unemployment in the state.

Professional services and leisure and hospitality were the only sectors to create jobs during 2010, though in both cases gains were very minor. Declines in construction (-500 jobs), financial activities (-300 jobs) and government (-200 jobs) accounted for nearly all job loss during the year.

Population growth remains positive, but slow in Marin County. Between the 2000 and 2010 census the population increased by just 2.1 percent. The only city to grow significantly was Novato, increasing population by 9 percent, and accounting for 83 percent of county growth. The annual growth rate between 2011 and 2016 is expected to average 0.8 percent.

The forecast calls for employment growth to average 1.6 percent per year in over the next 5 years. Slow job and population growth are due partially to an older resident population and home values that are among the highest in the state. An older resident population includes more retirees, and high home values serve as a deterrent to in-migrating families or the working age population.





Forecast Highlights

- Job growth remains turns positive in 2011, with an expected gain of 1.5 percent. From 2011 to 2016 the annual growth rate is forecast to average 1.6 percent per year.

- Average salaries adjusted for inflation are currently above the California average, and will remain so over the foreseeable future. Real average salaries are forecast to rise an average of 1.0 percent per year over the next 5 years.

- Between 2011 and 2016, the principal engine of employment growth is professional services which accounts for 52 percent of net job creation. Retail trade and healthcare and education are responsible for most of the remaining job growth.

- The population will grow at an average rate of 0.8 percent per year from 2011 to 2016.

- Net migration is expected to remain positive, but declines from the elevated levels of 2009-2010. Between 2011 and 2016 net migration is forecast to average about 1,400 migrants per year.

- Real per capita incomes rise by 2.5 percent in 2011. During the 2011 to 2016 period real per capita incomes are forecast to increase 1.9 percent per year.

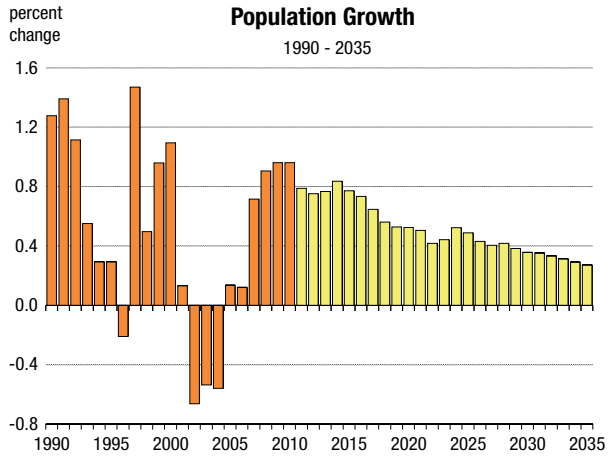
- Total taxable sales adjusted for inflation are expected to increase by an average of 3.9 percent per year between 2011 and 2016.

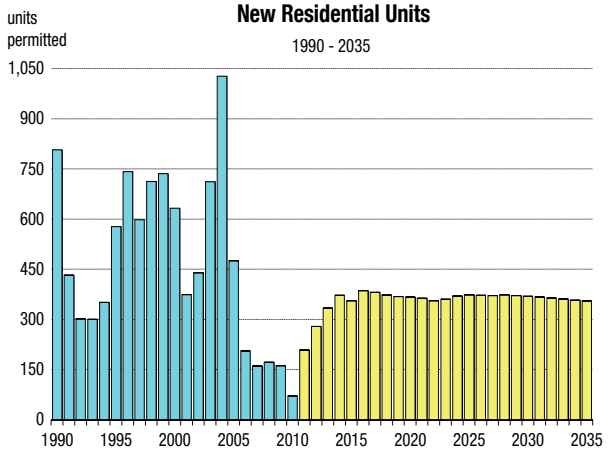
- Industrial production is expected to decline 1.7 percent in 2011, due to declining manufacturing. From 2011 to 2016 industrial production is forecast to decline by an average of 1.3 percent per year.

Marin County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	244,244	-636	242	103.3	206	$4.29	$21.8	$97,084	3.2	53.8	617	3.5
2007	245,992	792	245	104.0	161	$4.40	$22.6	$96,529	3.4	70.6	573	3.7
2008	248,221	1,273	241	104.1	172	$4.16	$23.2	$95,337	3.0	64.7	602	4.6
2009	250,609	1,636	240	104.2	162	$3.66	$22.4	$90,371	0.8	53.4	614	7.8
2010	253,020	1,784	240	104.4	72	$3.86	$22.8	$89,981	1.3	54.7	622	8.3
2011	255,015	1,346	239	104.4	209	$4.11	$24.3	$92,189	3.3	55.0	612	7.5
2012	256,935	1,311	241	104.6	279	$4.39	$25.5	$93,791	2.3	55.2	599	6.9
2013	258,908	1,388	243	104.8	334	$4.67	$26.6	$95,063	2.3	55.4	590	6.2
2014	261,075	1,598	244	105.1	372	$4.96	$28.0	$96,968	2.4	55.5	581	5.5
2015	263,091	1,462	246	105.4	356	$5.26	$29.5	$99,053	2.1	55.6	575	4.8
2016	265,021	1,393	247	105.7	386	$5.55	$30.9	$101,083	2.1	55.7	574	4.4
2017	266,735	1,191	248	106.0	382	$5.81	$32.5	$103,554	2.1	55.7	579	4.2
2018	268,231	987	249	106.3	373	$6.08	$34.1	$105,993	2.0	55.7	585	4.0
2019	269,648	922	250	106.6	369	$6.35	$35.9	$108,695	1.9	55.6	592	3.8
2020	271,065	938	251	106.9	368	$6.62	$37.6	$111,401	1.7	55.6	602	3.6
2021	272,436	912	252	107.1	364	$6.87	$39.2	$113,603	1.7	55.6	613	3.6
2022	273,575	700	253	107.4	356	$7.15	$40.9	$115,465	2.2	55.5	625	3.6
2023	274,787	796	254	107.7	361	$7.44	$42.4	$116,732	2.2	55.4	636	3.6
2024	276,227	1,049	255	108.0	370	$7.75	$44.1	$118,457	2.1	55.2	648	3.6
2025	277,576	982	256	108.3	374	$8.09	$45.6	$119,243	2.1	55.0	659	3.6
2026	278,772	842	258	108.6	372	$8.42	$47.1	$120,147	2.1	54.8	670	3.6
2027	279,900	787	259	108.9	372	$8.77	$48.6	$121,035	2.1	54.7	682	3.6
2028	281,069	842	260	109.2	374	$9.13	$50.1	$121,591	2.1	54.4	692	3.6
2029	282,149	762	261	109.5	372	$9.51	$51.8	$122,543	2.1	54.2	705	3.6
2030	283,157	699	262	109.8	369	$9.90	$53.5	$123,485	2.1	54.1	718	3.6
2031	284,158	696	263	110.1	368	$10.30	$55.3	$124,600	2.2	53.9	735	3.6
2032	285,108	653	264	110.4	364	$10.72	$57.1	$125,499	2.2	53.8	752	3.6
2033	286,003	609	265	110.6	361	$11.16	$59.0	$126,473	2.1	53.5	771	3.6
2034	286,839	563	266	110.9	358	$11.62	$61.0	$127,552	2.2	53.2	792	3.6
2035	287,620	525	267	111.2	355	$12.10	$63.0	$128,717	2.2	52.9	813	3.6
2036	288,337	491	267	111.5	353	$12.60	$65.1	$129,940	2.1	52.6	835	3.6
2037	288,982	454	268	111.8	351	$13.12	$67.3	$131,140	2.2	52.2	858	3.6
2038	289,553	419	269	112.1	349	$13.66	$69.5	$132,402	2.1	52.0	882	3.6
2039	290,047	386	270	112.3	348	$14.22	$71.9	$133,774	2.1	51.7	906	3.6
2040	290,469	360	270	112.6	347	$14.81	$74.2	$135,214	2.1	51.3	932	3.6

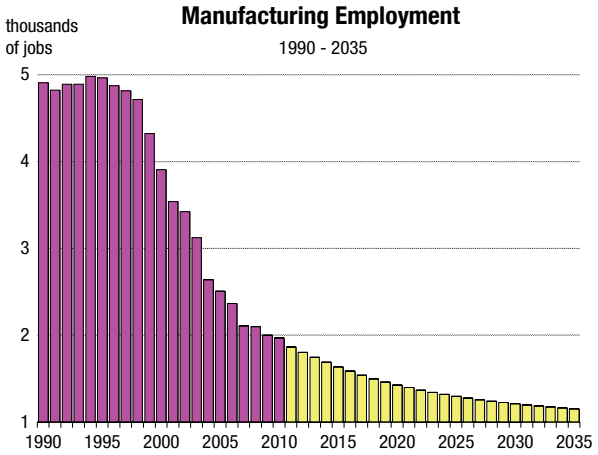


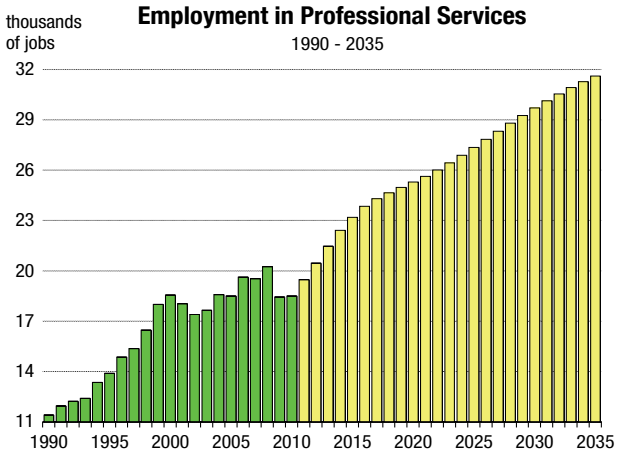


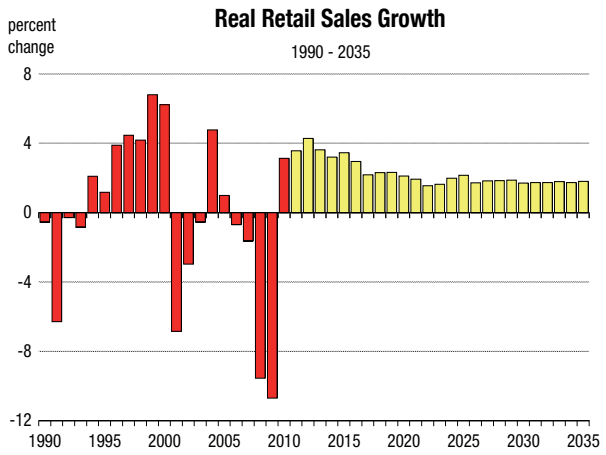
Marin County Employment Forecast

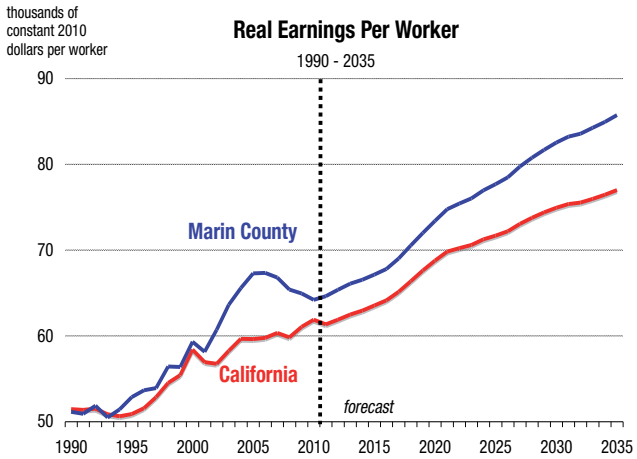
2006-2010 History, 2011-2040 Forecast

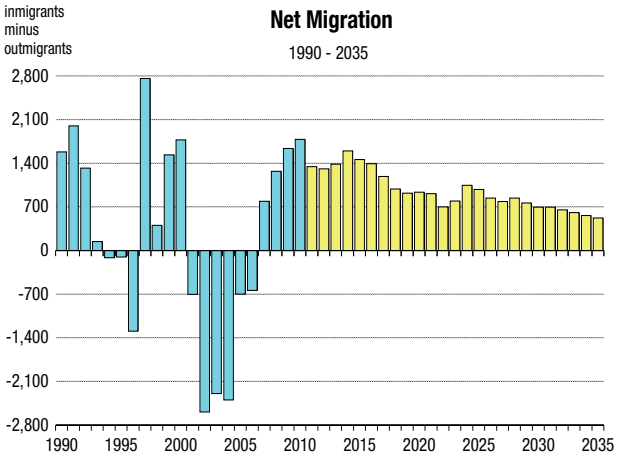
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	108.0	0.67	7.3	2.4	1.3	17.0	9.2	19.6	2.2	15.8	12.7	15.0
2007	108.5	0.64	7.7	2.1	1.2	17.3	8.8	19.5	2.4	15.7	13.0	15.1
2008	108.9	0.53	7.5	2.1	1.2	17.0	8.2	20.3	2.2	16.1	13.4	15.5
2009	102.1	0.50	6.0	2.0	1.1	15.4	7.7	18.4	2.2	16.6	12.7	14.8
2010	100.9	0.49	5.4	2.0	1.1	15.2	7.4	18.5	2.1	16.5	12.7	14.6
2011	102.4	0.49	5.6	1.9	1.1	15.5	7.3	19.5	2.1	16.7	12.8	14.5
2012	104.0	0.49	5.7	1.8	1.1	15.8	7.3	20.5	2.1	17.0	13.0	14.5
2013	105.9	0.49	5.9	1.7	1.0	16.1	7.3	21.5	2.1	17.2	13.1	14.5
2014	107.7	0.50	5.9	1.7	1.0	16.4	7.3	22.4	2.1	17.5	13.2	14.6
2015	109.4	0.50	6.0	1.6	1.0	16.6	7.2	23.2	2.1	17.8	13.4	14.7
2016	110.8	0.49	6.1	1.6	1.0	16.8	7.2	23.9	2.1	18.0	13.6	14.8
2017	111.8	0.49	6.2	1.5	1.0	17.0	7.1	24.3	2.0	18.2	13.7	14.8
2018	112.6	0.49	6.3	1.5	1.0	17.2	7.0	24.7	2.0	18.4	13.8	14.9
2019	113.4	0.49	6.4	1.5	1.0	17.3	7.0	25.0	1.9	18.5	13.9	14.9
2020	114.2	0.49	6.6	1.4	1.0	17.5	6.9	25.3	1.9	18.7	14.0	14.9
2021	115.0	0.49	6.7	1.4	1.0	17.6	6.8	25.6	1.8	18.8	14.1	14.9
2022	115.6	0.49	6.8	1.4	1.1	17.7	6.7	26.0	1.8	19.0	14.1	15.0
2023	116.4	0.49	6.9	1.3	1.1	17.9	6.6	26.4	1.7	19.1	14.2	15.0
2024	117.3	0.49	7.0	1.3	1.1	18.0	6.6	26.9	1.7	19.3	14.3	15.0
2025	118.2	0.49	7.1	1.3	1.1	18.2	6.5	27.4	1.6	19.4	14.3	15.0
2026	119.0	0.49	7.2	1.3	1.1	18.3	6.4	27.8	1.6	19.6	14.4	15.1
2027	119.9	0.49	7.3	1.3	1.1	18.4	6.4	28.3	1.5	19.8	14.4	15.1
2028	120.7	0.49	7.4	1.2	1.1	18.5	6.3	28.8	1.5	19.9	14.5	15.1
2029	121.5	0.49	7.5	1.2	1.0	18.7	6.2	29.3	1.4	20.1	14.6	15.2
2030	122.3	0.49	7.5	1.2	1.0	18.8	6.1	29.7	1.4	20.3	14.6	15.2
2031	123.1	0.49	7.6	1.2	1.0	18.9	6.1	30.1	1.3	20.4	14.7	15.2
2032	123.8	0.49	7.7	1.2	1.0	19.0	6.0	30.5	1.3	20.5	14.8	15.2
2033	124.4	0.49	7.7	1.2	1.1	19.1	5.9	30.9	1.2	20.6	14.8	15.3
2034	125.1	0.49	7.8	1.2	1.1	19.3	5.9	31.3	1.2	20.7	14.9	15.3
2035	125.7	0.49	7.8	1.2	1.1	19.4	5.8	31.6	1.1	20.7	15.0	15.3
2036	126.3	0.49	7.9	1.1	1.1	19.5	5.7	32.0	1.1	20.8	15.0	15.4
2037	126.9	0.49	8.0	1.1	1.1	19.6	5.7	32.3	1.0	20.8	15.1	15.4
2038	127.4	0.49	8.0	1.1	1.1	19.8	5.6	32.6	1.0	20.7	15.2	15.4
2039	128.0	0.49	8.1	1.1	1.1	19.9	5.5	33.0	0.9	20.7	15.2	15.5
2040	128.5	0.49	8.2	1.1	1.2	20.1	5.4	33.3	0.9	20.6	15.3	15.5

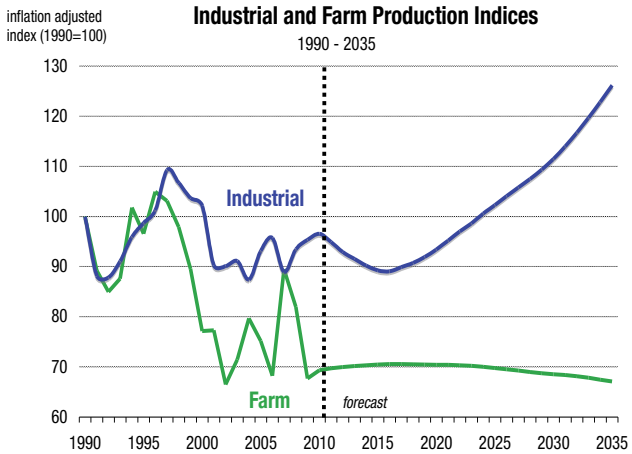












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	18.8 %
Expected job growth:	8.2 %
Fastest growing jobs sector:	Professional Business Services
Expected personal income growth:	13.9 %
Expected population growth:	3.9 %
Net migration to account for:	71.5 %
Expected growth in number of vehicles:	3.4 %

Demographics (2011)

Unemployment rate (June 2011):	8.0 %
County Rank* in California (58 counties):	1st
Working age (16-64) population:	64.9 %
Population with B.A. Degree or higher:	54.0 %
Median Home Selling Price:	$659,000
Median Household Income:	$86,900

Quality of Life

Violent Crime rate (2009):	203 per 100,000 persons
County Rank* in California (58 counties):	5th
Average Commute Time to work (2011):	28.8 minutes
High School drop out rate (2009):	7.7 %
Households at/below poverty line:	3.0 %

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

Mariposa County Economic Forecast

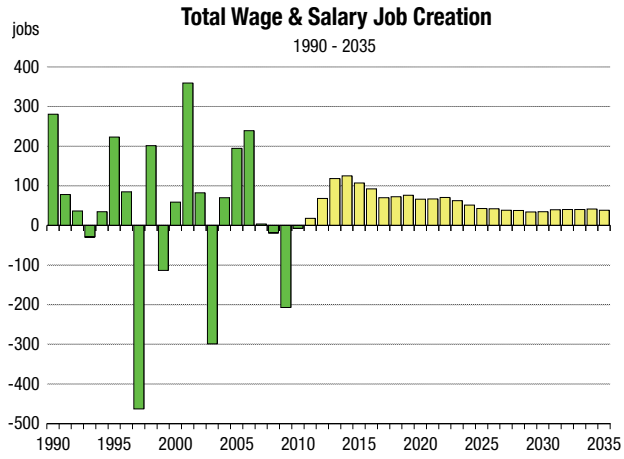
Mariposa County is located in the western foothills of the Sierra Nevada Mountains, in the center of California. Yosemite National Park is located in Mariposa County, and with nearly 4 million people visiting the park last year; Yosemite is a critical part of the county's economy. Mariposa County has a population of 18,200 people and 5,300 wage and salary jobs. The per capita income in Mariposa County is $34,213, and the average salary per worker is $38,890.

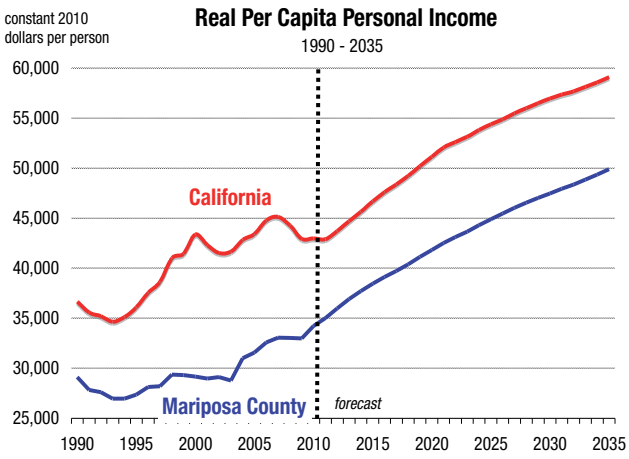
In 2010, an estimated 7 total wage and salary jobs were lost in Mariposa County, representing a decline of 0.1 percent. Employment in the farm sector is virtually non-existent with approximately 17 total workers in 2010, equal to less than 1 percent of total wage and salary jobs. The annual unemployment rate increased to 12.2 percent in 2010.

The only large employment sectors in the county are government and leisure services. Together these sectors make up 80 percent of all employment in Mariposa County. In 2010 the public sector (state, local, and federal government departments) added 27 jobs, while leisure services increased by 11 jobs. The majority of job declines occurred in miscellaneous services (-34 jobs), and construction (-32 jobs).

Between the 2000 and 2010 census, the population in Mariposa County grew by 6.5 percent. There are no incorporated cities in the county.

Employment and population growth is expected to be much lower than the state average over the forecast period. Government budget deficits severely limit growth in a county largely dependent on the national park service, national forecast service, and local government sector for employment.





Forecast Highlights

- Total employment is forecast to remain mostly unchanged in 2010, with a point estimate of 18 jobs gained. Job growth is expected to average +1.9 percent per year from 2011 to 2016.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to increase by an average of 0.6 percent per year between 2011 and 2016.

- Between 2011 and 2016, the fastest growing sectors will be government, construction, education and healthcare, and leisure services. These sectors account for 77 percent of all jobs created during the next 5 years.

- Population is expected to remain at the current level in 2011. Annual growth in the 2011 to 2016 period averages 0.7 percent per year.

- Net migration is forecast to be zero in 2011. Between 2011 and 2016 net migration is expected average 110 migrants entering the county per year. Net migration accounts for all population growth, as deaths exceed births over the forecast horizon.

- Real per capita income is forecast to rise 2.4 percent in 2011. From 2011 to 2016, the growth in real per capita income will average 2.2 percent per year.

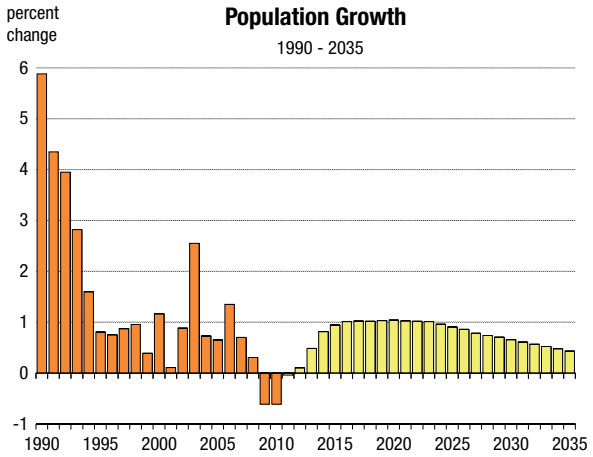
- Total taxable sales, adjusted for inflation, are forecast to rise 2.6 percent in 2011. Between 2011 and 2016, the growth in real taxable sales will average 4.2 percent per year.

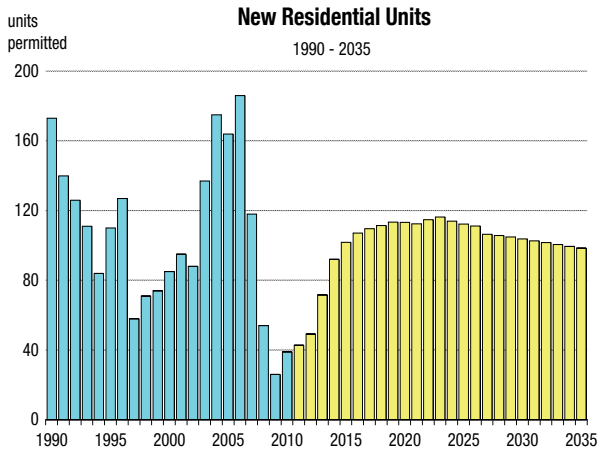
- Industrial production is forecast to rise 2.9 percent in 2011. From 2011 to 2016 the growth rate of industrial production averages 4.2 percent per year.

Mariposa County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	18,247	272	28.6	7.5	186	$168	$0.55	$32,575	3.2	30.1	47.5	5.7
2007	18,375	161	28.9	7.6	118	$167	$0.58	$33,048	3.4	29.7	43.0	6.1
2008	18,432	114	28.4	7.8	54	$171	$0.60	$33,021	3.0	25.5	46.7	7.5
2009	18,320	-90	28.2	7.8	26	$160	$0.60	$32,973	0.8	25.6	45.5	10.6
2010	18,208	-95	28.2	7.9	39	$166	$0.62	$34,213	1.3	25.6	45.2	12.2
2011	18,202	0	28.5	8.0	43	$176	$0.66	$35,017	3.3	25.9	46.5	11.5
2012	18,222	28	28.9	8.1	49	$188	$0.69	$35,976	2.3	25.8	48.6	10.8
2013	18,310	97	29.2	8.1	72	$201	$0.73	$36,912	2.3	25.7	51.2	9.8
2014	18,460	157	29.6	8.2	92	$214	$0.77	$37,715	2.4	25.3	53.5	8.8
2015	18,635	183	30.1	8.3	102	$228	$0.81	$38,453	2.1	24.7	55.3	8.1
2016	18,823	199	30.6	8.3	107	$242	$0.85	$39,124	2.1	24.7	57.2	7.5
2017	19,016	205	31.1	8.4	110	$255	$0.89	$39,724	2.1	24.6	59.1	7.3
2018	19,210	209	31.6	8.5	111	$269	$0.93	$40,387	2.0	24.5	61.0	7.0
2019	19,409	217	32.1	8.6	113	$284	$0.98	$41,116	1.9	24.5	63.1	6.7
2020	19,612	223	32.6	8.7	113	$299	$1.02	$41,809	1.7	23.8	65.5	6.6
2021	19,814	225	33.1	8.7	112	$314	$1.07	$42,516	1.7	23.1	68.0	6.6
2022	20,016	229	33.6	8.8	115	$330	$1.12	$43,095	2.2	23.2	70.1	6.6
2023	20,219	234	34.2	8.9	116	$347	$1.17	$43,664	2.2	23.1	72.3	6.6
2024	20,414	230	34.6	9.0	114	$365	$1.22	$44,299	2.1	23.2	74.7	6.6
2025	20,599	224	35.1	9.1	112	$383	$1.27	$44,895	2.1	23.1	77.2	6.6
2026	20,777	220	35.5	9.2	111	$402	$1.33	$45,456	2.1	22.9	79.8	6.6
2027	20,940	209	35.9	9.3	106	$421	$1.38	$46,036	2.1	22.5	82.3	6.6
2028	21,096	206	36.3	9.4	106	$440	$1.44	$46,549	2.1	22.3	85.0	6.6
2029	21,245	202	36.7	9.5	105	$459	$1.50	$47,018	2.1	22.1	87.8	6.6
2030	21,385	196	37.1	9.5	104	$478	$1.55	$47,474	2.1	21.3	90.7	6.6
2031	21,516	191	37.5	9.6	103	$499	$1.61	$47,932	2.2	20.6	93.5	6.6
2032	21,638	186	37.8	9.7	102	$519	$1.67	$48,355	2.2	20.8	96.3	6.6
2033	21,752	182	38.2	9.8	101	$541	$1.73	$48,844	2.1	20.9	99.5	6.6
2034	21,856	177	38.6	9.9	100	$564	$1.80	$49,354	2.2	20.9	103.0	6.6
2035	21,951	172	39.0	10.0	98	$587	$1.86	$49,901	2.2	20.5	106.6	6.6
2036	22,037	167	39.3	10.0	97	$612	$1.93	$50,470	2.1	20.8	110.1	6.6
2037	22,112	163	39.7	10.1	96	$638	$2.01	$51,109	2.2	20.7	114.0	6.6
2038	22,180	160	40.1	10.2	96	$666	$2.08	$51,802	2.1	19.8	117.9	6.6
2039	22,240	156	40.5	10.3	95	$694	$2.16	$52,536	2.1	19.7	121.5	6.5
2040	22,291	151	41.0	10.4	94	$725	$2.25	$53,330	2.1	19.7	125.7	6.5

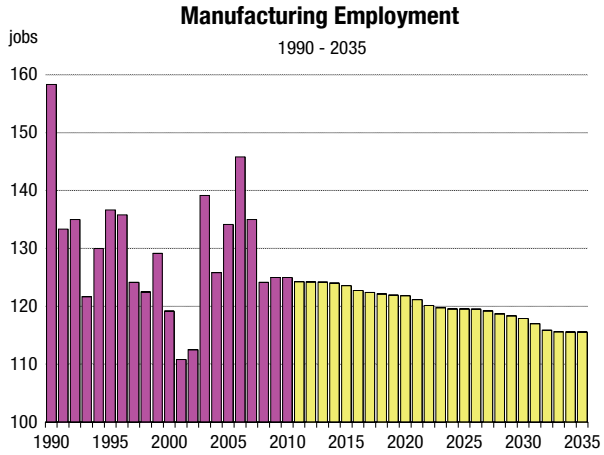


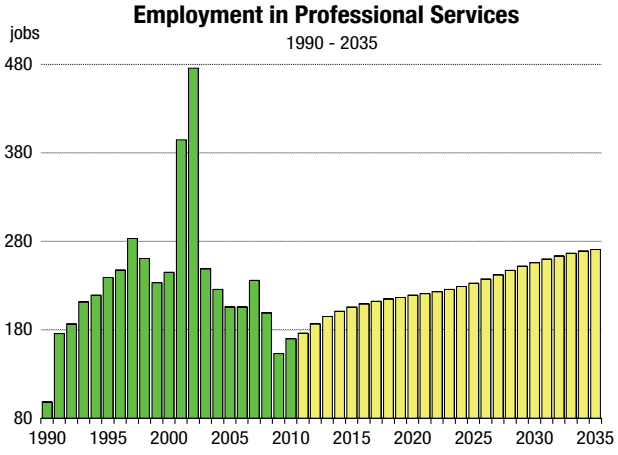


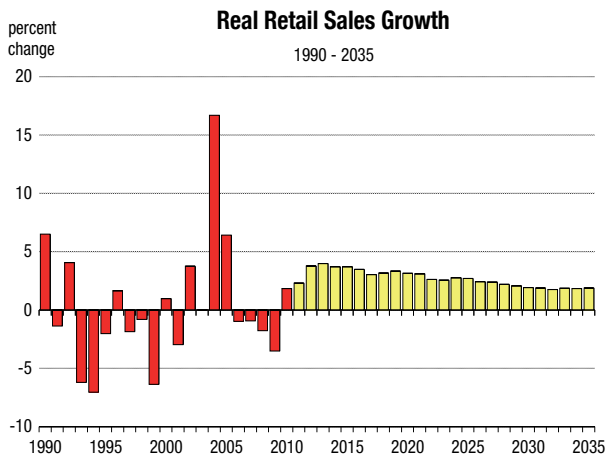
Mariposa County Employment Forecast

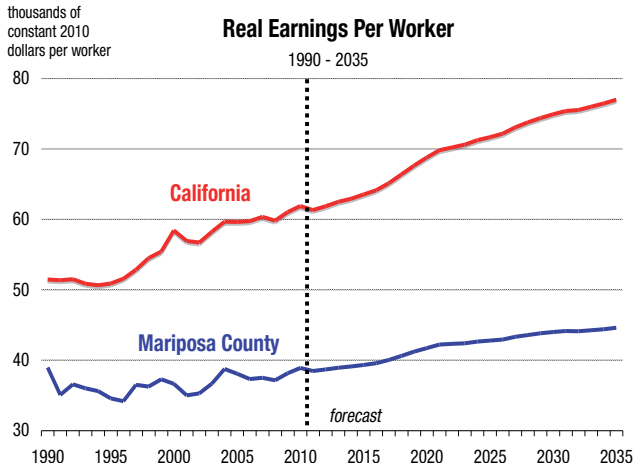
2006-2010 History, 2011-2040 Forecast

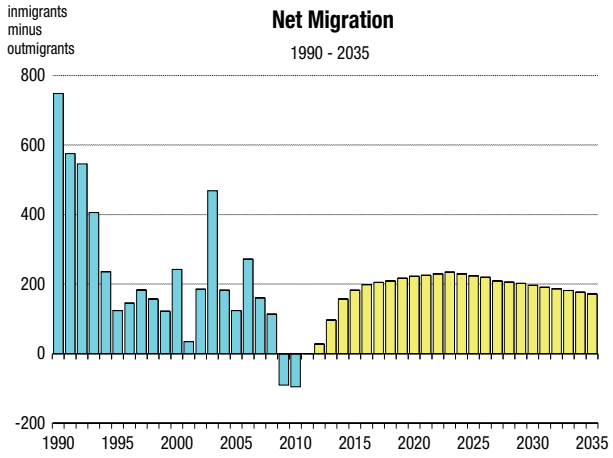
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	5.5	0.02	0.3	0.15	0.07	0.29	0.00	0.21	0.00	0.26	2.04	1.96
2007	5.5	0.02	0.3	0.14	0.07	0.29	0.00	0.24	0.00	0.23	2.03	2.04
2008	5.5	0.02	0.2	0.12	0.06	0.31	0.00	0.20	0.00	0.17	2.16	2.10
2009	5.3	0.02	0.1	0.13	0.06	0.28	0.00	0.15	0.00	0.16	2.10	2.14
2010	5.3	0.02	0.1	0.13	0.05	0.29	0.00	0.17	0.00	0.15	2.11	2.16
2011	5.3	0.02	0.1	0.12	0.05	0.30	0.00	0.18	0.00	0.16	2.14	2.10
2012	5.4	0.02	0.1	0.12	0.06	0.31	0.00	0.19	0.00	0.18	2.17	2.08
2013	5.5	0.02	0.2	0.12	0.07	0.32	0.00	0.20	0.00	0.19	2.20	2.10
2014	5.6	0.02	0.2	0.12	0.07	0.33	0.00	0.20	0.00	0.20	2.23	2.13
2015	5.8	0.02	0.2	0.12	0.08	0.34	0.00	0.21	0.00	0.21	2.27	2.15
2016	5.8	0.02	0.2	0.12	0.08	0.35	0.00	0.21	0.00	0.22	2.30	2.16
2017	5.9	0.02	0.2	0.12	0.09	0.36	0.00	0.21	0.00	0.23	2.32	2.18
2018	6.0	0.02	0.2	0.12	0.09	0.37	0.00	0.21	0.00	0.24	2.34	2.20
2019	6.1	0.02	0.2	0.12	0.10	0.38	0.00	0.22	0.00	0.25	2.37	2.22
2020	6.1	0.01	0.2	0.12	0.10	0.39	0.00	0.22	0.00	0.26	2.38	2.25
2021	6.2	0.01	0.2	0.12	0.11	0.40	0.00	0.22	0.00	0.28	2.39	2.27
2022	6.3	0.01	0.2	0.12	0.11	0.41	0.00	0.22	0.00	0.29	2.41	2.29
2023	6.3	0.01	0.3	0.12	0.12	0.41	0.00	0.23	0.00	0.30	2.42	2.32
2024	6.4	0.01	0.2	0.12	0.12	0.42	0.00	0.23	0.00	0.31	2.42	2.34
2025	6.4	0.01	0.2	0.12	0.13	0.43	0.00	0.23	0.00	0.32	2.42	2.36
2026	6.5	0.01	0.2	0.12	0.13	0.44	0.00	0.24	0.00	0.33	2.41	2.38
2027	6.5	0.01	0.2	0.12	0.13	0.45	0.00	0.24	0.00	0.34	2.41	2.40
2028	6.5	0.01	0.2	0.12	0.14	0.46	0.00	0.25	0.00	0.35	2.40	2.43
2029	6.6	0.01	0.2	0.12	0.14	0.46	0.00	0.25	0.00	0.36	2.38	2.45
2030	6.6	0.01	0.2	0.12	0.14	0.47	0.00	0.26	0.00	0.37	2.37	2.47
2031	6.7	0.01	0.2	0.12	0.15	0.48	0.00	0.26	0.00	0.38	2.37	2.49
2032	6.7	0.01	0.2	0.12	0.15	0.49	0.00	0.26	0.00	0.39	2.37	2.51
2033	6.7	0.01	0.2	0.12	0.15	0.49	0.00	0.27	0.00	0.40	2.37	2.53
2034	6.8	0.01	0.2	0.12	0.16	0.50	0.00	0.27	0.00	0.40	2.36	2.56
2035	6.8	0.01	0.2	0.12	0.16	0.51	0.00	0.27	0.00	0.41	2.36	2.58
2036	6.9	0.01	0.2	0.12	0.17	0.52	0.00	0.27	0.00	0.42	2.35	2.60
2037	6.9	0.01	0.2	0.12	0.17	0.53	0.00	0.28	0.00	0.43	2.36	2.62
2038	7.0	0.01	0.2	0.12	0.17	0.54	0.00	0.28	0.00	0.43	2.37	2.65
2039	7.0	0.01	0.2	0.11	0.18	0.54	0.00	0.28	0.00	0.44	2.38	2.67
2040	7.1	0.01	0.2	0.11	0.18	0.55	0.00	0.28	0.00	0.45	2.39	2.69

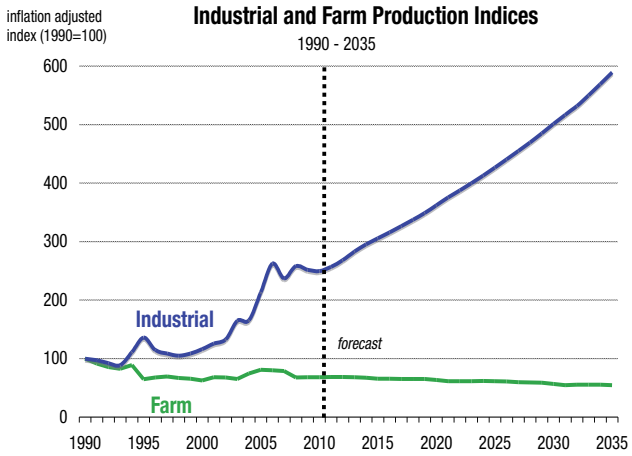












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	20.1 %
Expected job growth:	9.6 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	15.4 %
Expected population growth:	3.4 %
Net migration to account for:	100 %
Expected growth in number of vehicles:	7.2 %

Demographics (2011)

Unemployment rate (June 2011):	11.3 %
County Rank* in California (58 counties):	17th
Working age (16-64) population:	64.4 %
Population with B.A. Degree or higher:	18.2 %
Median Home Selling Price:	$163,500
Median Household Income:	$43,682

Quality of Life

Violent Crime rate (2009):	262 per 100,000 persons
County Rank* in California (58 counties):	10th
Average Commute Time to work (2011):	35.5 minutes
High School drop out rate (2009):	13.5 %
Households at/below poverty line:	7.2 %

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

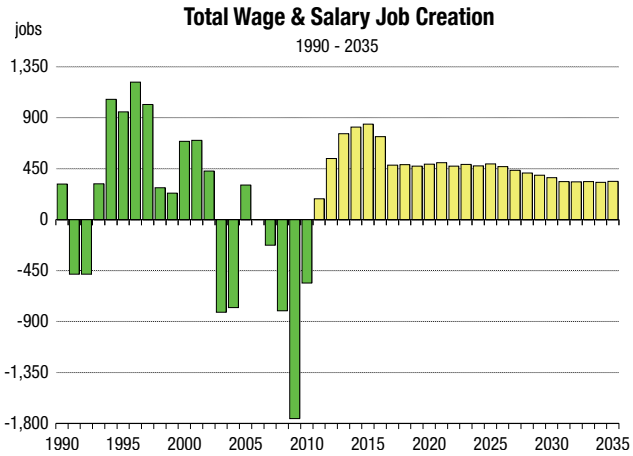
Mendocino County Economic Forecast

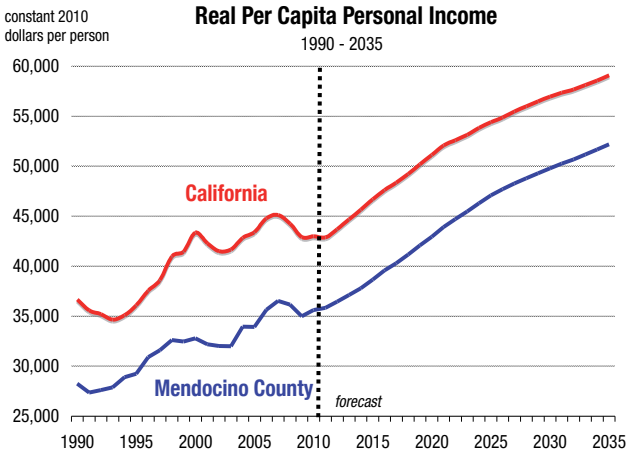
Mendocino County is located on the coast of Northern California. The county is noted for its distinctive Pacific Ocean coastline, Redwood forests, and wine production. Redwood Valley is the location of the principal wine growing region. Lake Mendocino is the largest recreational area offering year-round resident and visitor boating, fishing, water skiing, and hiking. Mendocino County has a population of 87,906 people and 29,244 wage and salary jobs. The per capita income in Mendocino County is $35,612, and the average salary per worker is $39,680.

In 2010, total wage and salary positions declined by 558 jobs. Non-farm employment lost 453 jobs (-1.6 percent), while farm employment lost 105 jobs (-6.4 percent). The unemployment rate rose to 11.4 percent in 2010.

Professional services, wholesale and retail trade, and mining were the only sectors to create jobs during 2010. The largest employment declines came in the manufacturing (-218 jobs), government (-171jobs), education and healthcare (-126 jobs), and farm (-105 jobs) sectors. Manufacturing employment has now fallen to less than half what it was ten years ago.

The population in Mendocino County grew just 1.8 percent between the 2000 and 2010 census. The largest city in the county is Ukiah, with 16,075 residents. Ukiah's population increased 3.7 percent over the last decade. Net migration was marginally positive in 2009 and 2010, reversing the trend of out migration over the previous 5 years.





Forecast Highlights

- Total wage and salary job growth will turn slightly positive in 2011, as employment grows a scant 0.6 percent. From 2011 to 2016, total employment growth rebounds, averaging 2.4 percent per year. Over that same period, non-farm growth averages 2.5 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 from 2011 to 2016.

- Between 2011 and 2016, labor market momentum will come from the education and healthcare, manufacturing, leisure services, professional services, and government sectors. Together these sectors account for 74 percent of all job creation. All sectors are expected to create jobs over the next five years.

- The population in the county will continue to grow, but at a much slower rate than the state average. Annual growth in the 2011 to 2016 period averages 0.8 percent per year.

- Net migration is expected to increase in 2011, with an approximately 165 migrants entering the county. Between 2011 and 2016 net migration is expected to average 370 migrants per year.

- Real per capita income is forecast to increase 0.6 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to increase an average of 2.0 percent per year.

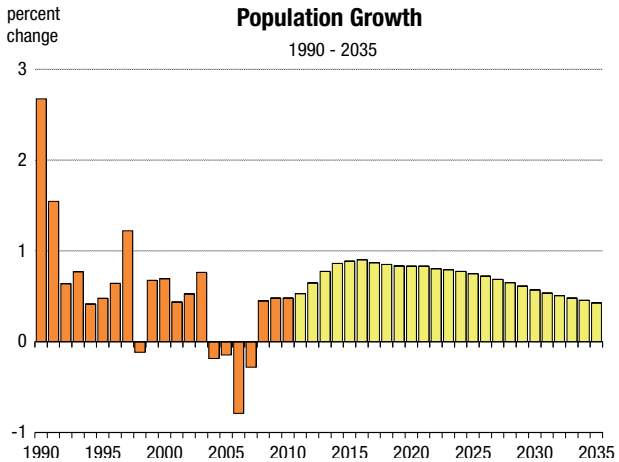
- Total taxable sales, adjusted for inflation, are forecast to increase 2.9 percent in 2011. During the 2011 to 2016 period real taxable sales are forecast to increase by an average of 3.2 percent per year.

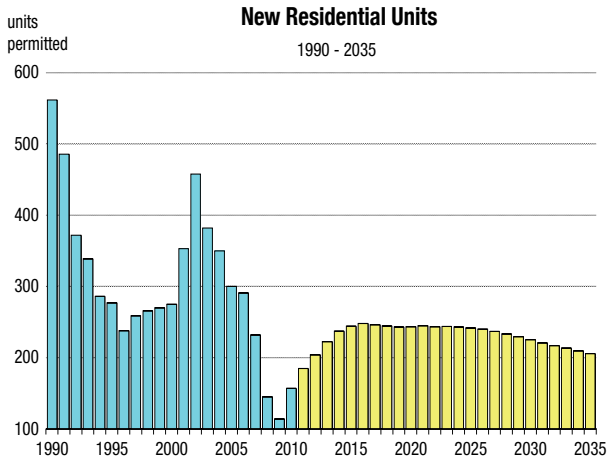
- Industrial production is forecast to rise 5.5 percent in 2011. From 2011 to 2016 the growth rate of industrial production averages 3.1 percent per year. Total crop production adjusted for inflation is expected to rise 0.3 percent per year between 2011 and 2016. The principal crop in the county is wine grapes.

Mendocino County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	86,919	-972	111.8	35.1	291	$1.25	$2.85	$35,622	3.2	149.2	770.5	5.2
2007	86,677	-592	110.8	35.3	232	$1.29	$3.01	$36,515	3.4	134.9	757.1	5.5
2008	87,066	-27	112.0	35.6	145	$1.25	$3.08	$36,144	3.0	111.1	783.7	6.8
2009	87,485	72	111.6	35.7	114	$1.06	$3.02	$34,997	0.8	119.7	664.0	10.3
2010	87,906	79	111.7	35.8	157	$1.10	$3.13	$35,612	1.3	116.2	684.3	11.4
2011	88,371	165	111.9	36.0	185	$1.20	$3.27	$35,842	3.3	120.2	722.2	10.7
2012	88,944	264	112.3	36.1	204	$1.27	$3.42	$36,455	2.3	120.8	734.3	9.6
2013	89,633	373	113.0	36.3	223	$1.34	$3.60	$37,120	2.3	121.1	759.0	8.3
2014	90,407	453	113.9	36.5	237	$1.41	$3.78	$37,782	2.4	121.4	785.7	6.9
2015	91,210	478	115.1	36.7	244	$1.49	$3.99	$38,663	2.1	121.3	812.3	5.7
2016	92,033	494	116.5	36.9	248	$1.57	$4.20	$39,568	2.1	121.8	843.2	4.8
2017	92,834	469	117.9	37.1	246	$1.64	$4.40	$40,297	2.1	122.2	871.1	4.3
2018	93,624	460	119.3	37.3	245	$1.71	$4.63	$41,153	2.0	122.5	896.3	3.9
2019	94,407	453	120.8	37.6	243	$1.79	$4.86	$42,075	1.9	123.0	922.4	3.5
2020	95,192	457	122.3	37.8	243	$1.86	$5.09	$42,956	1.7	122.8	948.7	3.3
2021	95,984	468	123.9	38.0	245	$1.93	$5.33	$43,904	1.7	122.4	983.2	3.2
2022	96,755	456	125.4	38.2	244	$2.02	$5.59	$44,702	2.2	123.0	1018.1	3.3
2023	97,523	459	127.0	38.5	244	$2.10	$5.86	$45,478	2.2	123.5	1054.9	3.3
2024	98,278	452	128.6	38.7	243	$2.19	$6.14	$46,294	2.1	124.0	1094.4	3.3
2025	99,014	443	130.3	38.9	242	$2.29	$6.42	$47,075	2.1	124.5	1135.5	3.3
2026	99,729	431	131.9	39.2	240	$2.38	$6.69	$47,694	2.1	124.7	1178.4	3.3
2027	100,414	410	133.5	39.4	237	$2.48	$6.96	$48,274	2.1	124.8	1219.6	3.2
2028	101,066	388	135.1	39.6	233	$2.59	$7.23	$48,797	2.1	125.1	1260.7	3.2
2029	101,685	364	136.7	39.8	230	$2.70	$7.51	$49,303	2.1	125.3	1303.0	3.2
2030	102,266	336	138.3	40.1	225	$2.81	$7.79	$49,788	2.1	125.0	1347.1	3.2
2031	102,814	308	139.8	40.3	221	$2.93	$8.07	$50,255	2.2	124.7	1390.7	3.2
2032	103,337	289	141.3	40.5	217	$3.05	$8.36	$50,690	2.2	125.4	1434.2	3.2
2033	103,835	266	142.7	40.7	213	$3.18	$8.67	$51,178	2.1	126.1	1478.9	3.2
2034	104,308	242	144.2	40.9	210	$3.31	$8.98	$51,666	2.2	126.6	1524.8	3.2
2035	104,755	219	145.6	41.1	206	$3.45	$9.31	$52,204	2.2	126.7	1572.0	3.2
2036	105,179	195	147.0	41.3	202	$3.60	$9.65	$52,752	2.1	127.4	1620.7	3.2
2037	105,581	171	148.3	41.5	198	$3.75	$10.00	$53,315	2.2	127.8	1670.9	3.2
2038	105,964	148	149.7	41.7	194	$3.91	$10.37	$53,921	2.1	127.2	1722.6	3.2
2039	106,329	125	151.0	41.9	190	$4.07	$10.74	$54,555	2.1	127.7	1775.8	3.2
2040	106,679	104	152.3	42.1	187	$4.24	$11.13	$55,221	2.1	128.1	1831.5	3.2

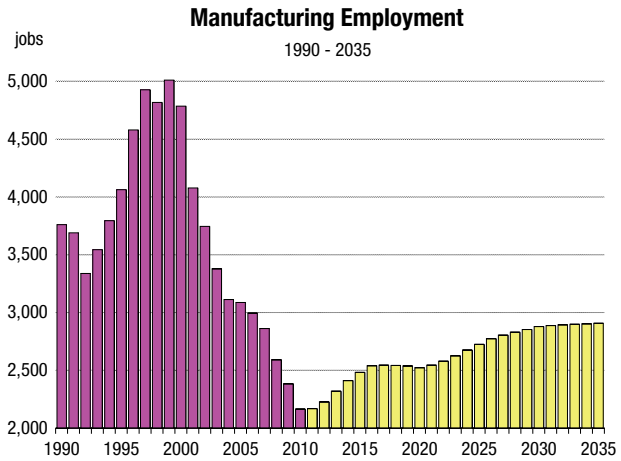


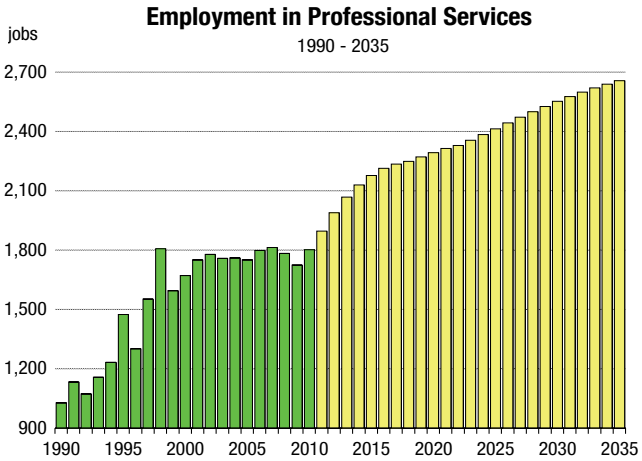


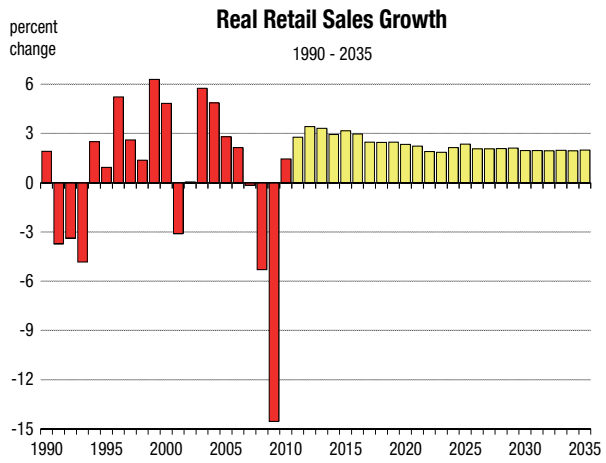
Mendocino County Employment Forecast

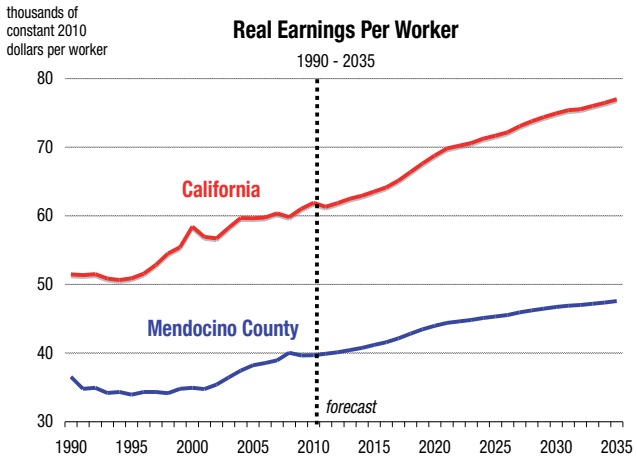
2006-2010 History, 2011-2040 Forecast

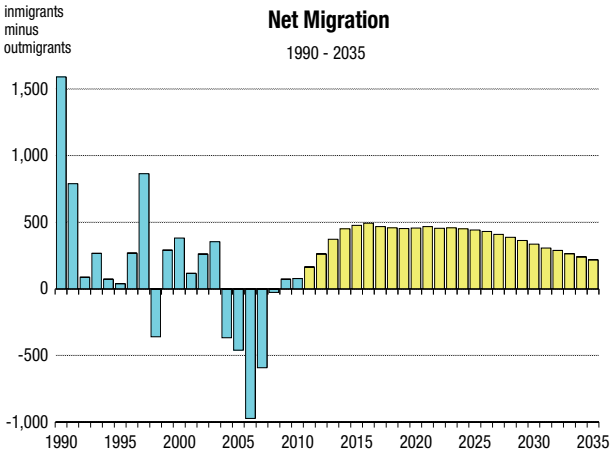
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	32.6	2.09	1.6	3.0	0.6	5.3	1.3	1.8	0.4	3.7	4.2	7.5
2007	32.4	2.01	1.5	2.9	0.6	5.4	1.2	1.8	0.4	3.8	4.2	7.5
2008	31.6	1.87	1.3	2.6	0.6	5.3	1.2	1.8	0.4	3.8	4.0	7.6
2009	29.8	1.64	1.0	2.4	0.6	5.0	1.2	1.7	0.3	3.8	3.7	7.5
2010	29.2	1.53	0.9	2.2	0.6	5.1	1.2	1.8	0.3	3.7	3.6	7.3
2011	29.4	1.57	1.0	2.2	0.6	5.1	1.2	1.9	0.3	3.8	3.6	7.1
2012	30.0	1.60	1.0	2.2	0.6	5.2	1.2	2.0	0.3	3.9	3.7	7.1
2013	30.7	1.62	1.0	2.3	0.6	5.3	1.2	2.1	0.4	4.0	3.8	7.3
2014	31.5	1.63	1.0	2.4	0.6	5.4	1.3	2.1	0.4	4.1	3.9	7.6
2015	32.4	1.63	1.0	2.5	0.7	5.5	1.3	2.2	0.4	4.2	4.0	7.9
2016	33.1	1.63	1.1	2.5	0.7	5.6	1.3	2.2	0.4	4.4	4.1	8.1
2017	33.6	1.60	1.1	2.5	0.7	5.6	1.3	2.2	0.4	4.5	4.2	8.3
2018	34.1	1.56	1.1	2.5	0.7	5.7	1.3	2.2	0.4	4.6	4.3	8.4
2019	34.6	1.54	1.1	2.5	0.8	5.8	1.3	2.3	0.4	4.7	4.4	8.6
2020	35.1	1.54	1.2	2.5	0.8	5.8	1.3	2.3	0.4	4.8	4.5	8.8
2021	35.6	1.53	1.2	2.5	0.8	5.9	1.3	2.3	0.4	4.9	4.5	9.0
2022	36.0	1.54	1.2	2.6	0.8	5.9	1.3	2.3	0.4	5.0	4.6	9.1
2023	36.5	1.54	1.2	2.6	0.9	6.0	1.3	2.4	0.4	5.1	4.6	9.3
2024	37.0	1.54	1.2	2.7	0.9	6.1	1.3	2.4	0.4	5.2	4.7	9.4
2025	37.5	1.55	1.3	2.7	0.9	6.1	1.4	2.4	0.4	5.2	4.7	9.6
2026	38.0	1.55	1.3	2.8	0.9	6.2	1.4	2.4	0.4	5.3	4.8	9.8
2027	38.4	1.55	1.3	2.8	0.9	6.3	1.4	2.5	0.4	5.3	4.8	9.9
2028	38.8	1.55	1.3	2.8	0.9	6.3	1.4	2.5	0.4	5.4	4.9	10.1
2029	39.2	1.55	1.3	2.9	1.0	6.4	1.4	2.5	0.4	5.4	4.9	10.2
2030	39.6	1.55	1.3	2.9	1.0	6.5	1.4	2.6	0.4	5.4	5.0	10.4
2031	39.9	1.56	1.3	2.9	1.0	6.5	1.4	2.6	0.4	5.4	5.0	10.5
2032	40.3	1.56	1.3	2.9	1.0	6.6	1.4	2.6	0.4	5.5	5.1	10.6
2033	40.6	1.57	1.4	2.9	1.0	6.7	1.4	2.6	0.4	5.5	5.1	10.8
2034	40.9	1.57	1.4	2.9	1.0	6.7	1.4	2.6	0.4	5.5	5.2	10.9
2035	41.3	1.57	1.4	2.9	1.0	6.8	1.4	2.7	0.4	5.5	5.2	11.0
2036	41.6	1.58	1.4	2.9	1.1	6.9	1.5	2.7	0.4	5.6	5.3	11.1
2037	41.9	1.58	1.4	2.9	1.1	7.0	1.5	2.7	0.4	5.6	5.3	11.2
2038	42.2	1.58	1.4	2.9	1.1	7.0	1.5	2.7	0.4	5.6	5.4	11.3
2039	42.6	1.59	1.4	2.9	1.1	7.1	1.5	2.7	0.4	5.6	5.4	11.4
2040	42.9	1.59	1.5	2.9	1.1	7.2	1.5	2.7	0.4	5.6	5.5	11.5

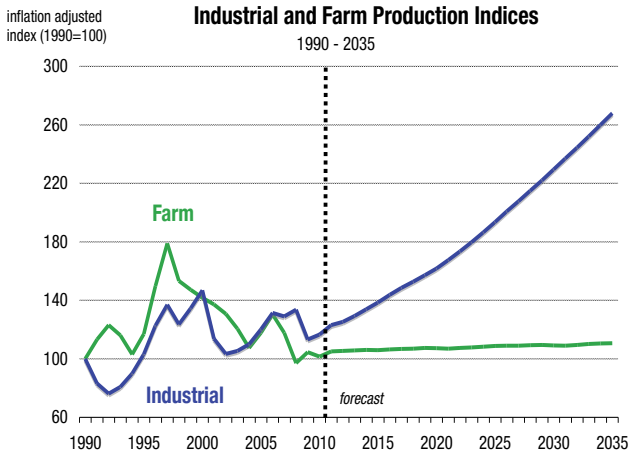












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	16.9%
Expected job growth:	12.6%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	15.0%
Expected population growth:	4.1%
Net migration to account for:	56.3%
Expected growth in number of vehicles:	4.1%

Demographics (2011)

Unemployment rate (June 2011)	10.9%
County Rank* in California (58 counties):	14th
Working age (16-64) population:	63.9%
Population with B.A. Degree or higher:	22.5%
Median Home Selling Price:	$246,500
Median Household Income:	$42,617

Quality of Life

Violent Crime rate (2009):	576 per 100,000 persons
County Rank* in California (58 counties):	48th
Average Commute Time to work (2011):	19.7 minutes
High School drop out rate (2009):	30.6%
Households at/below poverty line:	12.3%

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

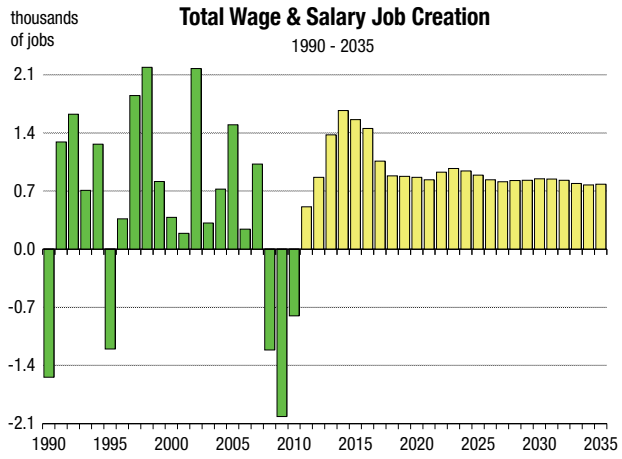
Merced County Economic Forecast

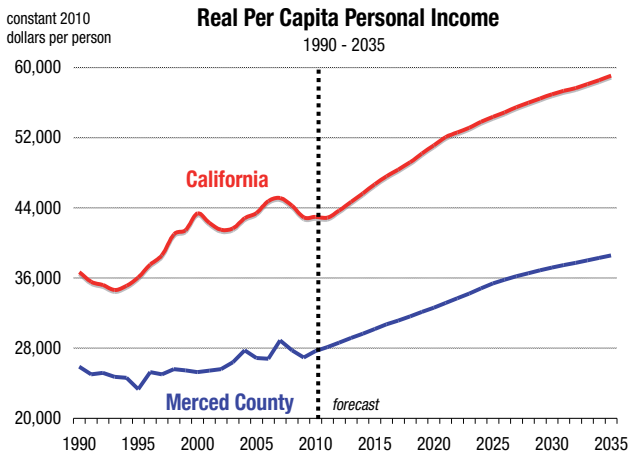
Merced County is located in the San Joaquin Valley and is home to the newest University of California campus, UC Merced. The campus opened in September 2005 and will have nearly 5,000 students for the 2011-2012 school year. Long-range plans call for a maximum of 25,000 students by 2030. Merced County has a population of 256,000 people and 66,000 wage and salary jobs. The per capita income in Merced County is $27,666, and the average salary per worker is $43,255.

Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. In 2010, 800 total wage and salary jobs were lost in Merced County, a decline of 1.2 percent. Farm employment, which accounts for 16 percent of total employment, declined by 7.7 percent or 880 jobs. The non-farm sectors gained 80 jobs, representing a growth rate of 0.1 percent. The average unemployment rate increased to 18.9 percent in 2010.

The majority of non-farm sectors created jobs during 2010. The only sectors with declining employment were construction, manufacturing, retail trade, and leisure services. The largest employment gains were in education and healthcare, up 340 jobs, and professional services, up 160 jobs.

The population of Merced County grew by 21.5 percent between the 2000 and 2010 census. The fastest growing cities in the county are Livingston and Los Banos, which grew 25 and 39 percent respectively, over the past 10 years. Merced is the largest city in the county and is currently home to 79,000 residents.





Forecast Highlights

- Total wage and salary job growth is forecast to rebound to +0.8 percent in 2011. From 2011 to 2016, total employment growth averages 2.0 percent per year, while non-farm job growth averages 2.3 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 1.1 percent per year between 2011 and 2016.

- Between 2011 and 2016, the momentum for employment growth is in the retail trade, construction, education and health services, wholesale trade, and leisure services sectors. These sectors account for 63 percent of all jobs created in the county from 2011 to 2016.

- Population growth accelerates in the coming years, but remains well below historical levels. Annual growth in the 2011 to 2016 period averages 1.4 percent per year.

- The forecast for net migration is positive at 200 people in 2011. From 2011 to 2016 net migration is expected to average approximately 580 people per year.

- Real per capita incomes rise by 1.6 percent in 2011. Between 2011 and 2016 real per capita incomes are forecast to increase an average of 1.8 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 3.3 percent per year during the 2011 to 2016 period.

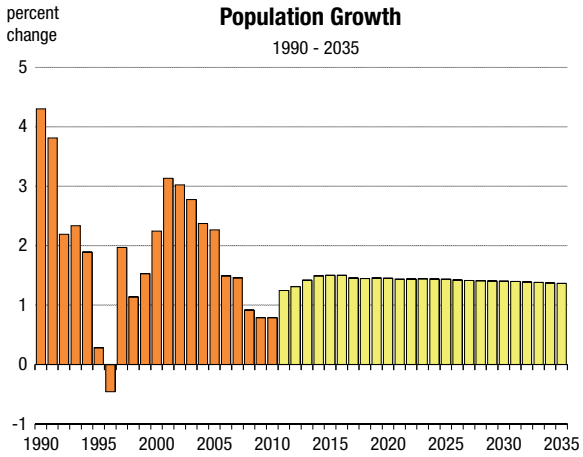
- Industrial production is forecast to increase 1.0 percent in 2011. From 2011 to 2016 the growth rate of industrial production will average 2.5 percent per year.

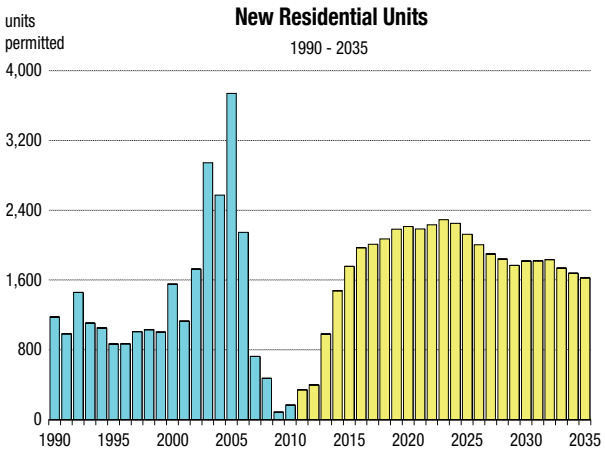
- Farm production is forecast to increase by 0.8 percent per year between 2011 and 2016. The principal crop in the county is dairy products.

Merced County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	246,154	539	204	74.9	2,147	$2.62	$6.1	$26,795	3.2	2.49	1.92	9.5
2007	249,753	232	203	78.0	725	$2.52	$6.9	$28,880	3.4	3.16	1.90	10.0
2008	252,048	-749	202	79.1	473	$2.39	$6.8	$27,739	3.0	3.06	2.14	12.5
2009	254,039	-871	202	79.5	87	$2.05	$6.8	$26,925	0.8	2.49	2.22	17.0
2010	256,046	-822	203	79.5	167	$2.15	$7.1	$27,666	1.3	2.53	2.21	18.9
2011	259,237	219	205	80.6	342	$2.35	$7.5	$28,105	3.3	2.61	2.19	17.5
2012	262,638	346	207	81.2	400	$2.50	$7.9	$28,628	2.3	2.64	2.20	16.1
2013	266,368	588	210	81.7	983	$2.64	$8.4	$29,146	2.3	2.67	2.26	14.2
2014	270,353	766	212	82.5	1,479	$2.78	$8.9	$29,637	2.4	2.69	2.32	12.1
2015	274,420	791	215	83.6	1,757	$2.93	$9.4	$30,170	2.1	2.68	2.38	10.4
2016	278,544	797	218	85.1	1,973	$3.08	$9.9	$30,704	2.1	2.71	2.48	9.1
2017	282,609	695	221	86.8	2,011	$3.21	$10.4	$31,129	2.1	2.74	2.58	8.4
2018	286,709	690	224	88.6	2,071	$3.35	$10.9	$31,625	2.0	2.76	2.67	7.8
2019	290,888	744	227	90.6	2,185	$3.50	$11.4	$32,137	1.9	2.80	2.75	7.2
2020	295,119	775	230	92.6	2,214	$3.66	$12.0	$32,606	1.7	2.78	2.84	6.8
2021	299,356	753	233	94.7	2,188	$3.81	$12.6	$33,139	1.7	2.76	2.93	6.7
2022	303,670	802	236	96.8	2,234	$3.98	$13.2	$33,691	2.2	2.80	3.03	6.7
2023	308,059	841	238	99.0	2,294	$4.15	$13.9	$34,229	2.2	2.83	3.13	6.6
2024	312,497	857	241	101.2	2,252	$4.34	$14.7	$34,822	2.1	2.87	3.23	6.5
2025	316,982	866	245	103.4	2,127	$4.54	$15.4	$35,375	2.1	2.90	3.34	6.5
2026	321,496	872	248	105.5	2,005	$4.74	$16.2	$35,789	2.1	2.92	3.46	6.4
2027	326,044	884	251	107.5	1,900	$4.95	$16.9	$36,188	2.1	2.92	3.58	6.4
2028	330,641	908	255	109.5	1,840	$5.17	$17.7	$36,547	2.1	2.95	3.71	6.4
2029	335,291	928	258	111.3	1,770	$5.41	$18.5	$36,881	2.1	2.96	3.84	6.3
2030	339,996	954	262	113.1	1,819	$5.64	$19.3	$37,187	2.1	2.94	3.98	6.3
2031	344,748	975	266	114.9	1,821	$5.89	$20.2	$37,476	2.2	2.92	4.12	6.2
2032	349,543	992	270	116.7	1,836	$6.15	$21.0	$37,721	2.2	2.97	4.26	6.2
2033	354,372	999	275	118.5	1,737	$6.41	$22.0	$38,003	2.1	3.01	4.40	6.1
2034	359,242	1,013	279	120.2	1,678	$6.69	$22.9	$38,282	2.2	3.04	4.54	6.1
2035	364,156	1,034	283	121.9	1,626	$6.99	$23.9	$38,581	2.2	3.05	4.69	6.1
2036	369,110	1,054	288	123.5	1,562	$7.29	$25.0	$38,878	2.1	3.10	4.84	6.0
2037	374,114	1,082	292	125.1	1,608	$7.61	$26.0	$39,186	2.2	3.13	5.00	6.0
2038	379,160	1,104	297	126.6	1,571	$7.95	$27.2	$39,514	2.1	3.09	5.16	5.9
2039	384,251	1,128	301	128.2	1,614	$8.29	$28.4	$39,854	2.1	3.12	5.33	5.9
2040	389,383	1,148	306	129.7	1,576	$8.66	$29.6	$40,198	2.1	3.15	5.51	5.9

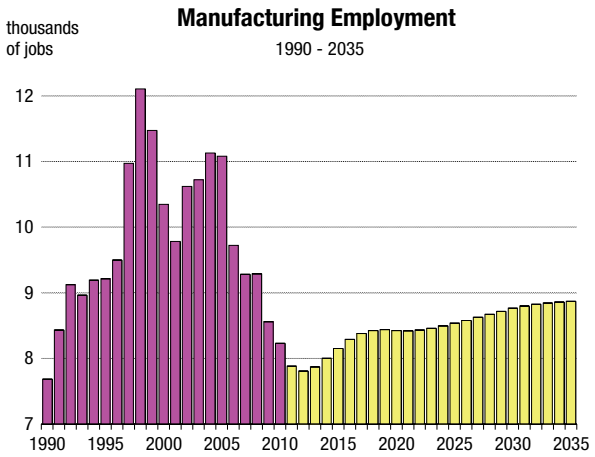


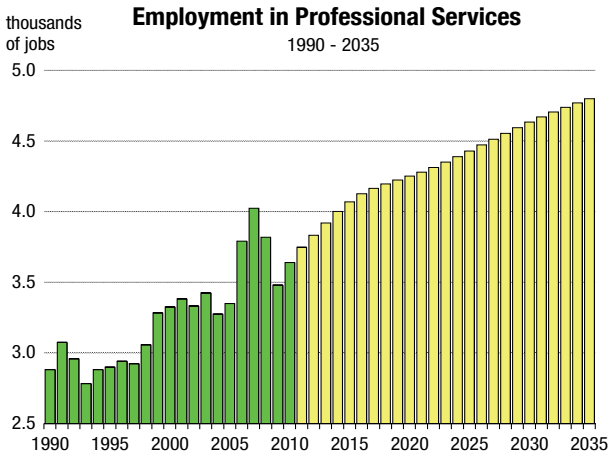


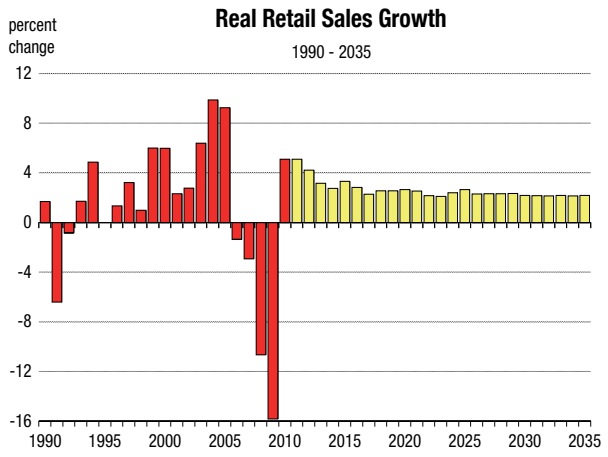
Merced County Employment Forecast

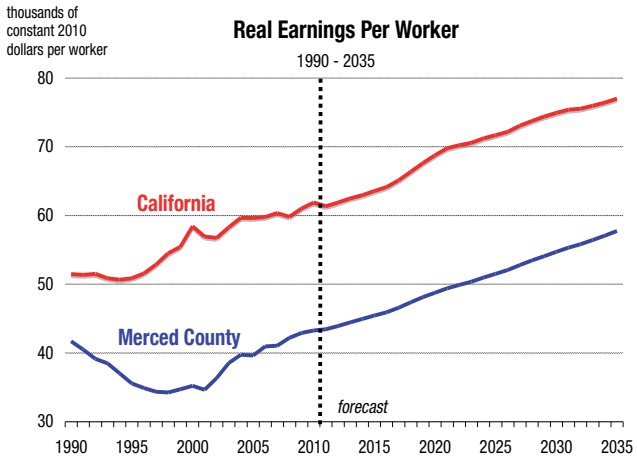
2006-2010 History, 2011-2040 Forecast

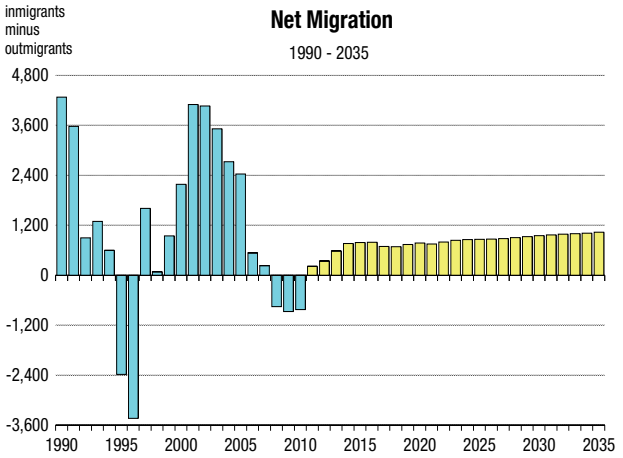
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	69.0	10.9	3.6	9.7	2.1	9.3	2.0	3.8	1.4	5.3	4.8	14.7
2007	70.1	11.1	3.2	9.3	2.3	9.7	1.9	4.0	1.4	5.6	5.0	15.2
2008	68.9	11.0	2.4	9.3	2.3	9.4	1.8	3.8	1.3	5.6	5.0	15.5
2009	66.8	11.4	1.6	8.6	2.2	9.4	1.6	3.5	1.2	5.6	4.7	15.8
2010	66.0	10.5	1.6	8.2	2.3	9.2	1.6	3.6	1.2	5.9	4.6	15.9
2011	66.5	10.5	1.6	7.9	2.4	9.6	1.6	3.7	1.2	6.1	4.7	15.8
2012	67.4	10.5	1.7	7.8	2.4	10.0	1.7	3.8	1.3	6.2	4.8	15.8
2013	68.8	10.6	2.0	7.9	2.5	10.4	1.7	3.9	1.4	6.3	4.9	15.8
2014	70.5	10.6	2.3	8.0	2.6	10.9	1.8	4.0	1.5	6.4	5.0	15.8
2015	72.0	10.6	2.6	8.2	2.8	11.3	1.8	4.1	1.6	6.5	5.2	15.9
2016	73.5	10.6	2.9	8.3	2.9	11.7	1.9	4.1	1.7	6.6	5.3	16.0
2017	74.5	10.6	3.0	8.4	2.9	11.9	1.9	4.2	1.8	6.8	5.3	16.1
2018	75.4	10.6	3.1	8.4	3.0	12.0	1.9	4.2	1.9	6.9	5.4	16.2
2019	76.3	10.6	3.2	8.4	3.1	12.2	1.9	4.2	1.9	7.1	5.5	16.3
2020	77.2	10.7	3.3	8.4	3.3	12.4	2.0	4.3	1.9	7.3	5.6	16.4
2021	78.0	10.7	3.3	8.4	3.4	12.5	2.0	4.3	2.0	7.5	5.6	16.6
2022	78.9	10.7	3.3	8.4	3.5	12.7	2.0	4.3	2.0	7.7	5.7	16.7
2023	79.9	10.7	3.3	8.5	3.6	13.0	2.0	4.4	2.1	7.9	5.7	16.9
2024	80.9	10.7	3.3	8.5	3.7	13.2	2.0	4.4	2.1	8.2	5.8	17.0
2025	81.7	10.7	3.3	8.5	3.9	13.4	2.1	4.4	2.1	8.4	5.8	17.2
2026	82.6	10.7	3.3	8.6	4.0	13.6	2.1	4.5	2.2	8.6	5.8	17.3
2027	83.4	10.8	3.2	8.6	4.0	13.8	2.1	4.5	2.2	8.7	5.9	17.5
2028	84.2	10.8	3.2	8.7	4.1	14.0	2.1	4.6	2.3	8.9	5.9	17.6
2029	85.1	10.8	3.2	8.7	4.2	14.2	2.2	4.6	2.3	9.1	6.0	17.7
2030	85.9	10.8	3.2	8.8	4.3	14.4	2.2	4.6	2.3	9.3	6.0	17.9
2031	86.7	10.8	3.2	8.8	4.4	14.6	2.2	4.7	2.4	9.4	6.1	18.0
2032	87.6	10.8	3.2	8.8	4.5	14.8	2.3	4.7	2.4	9.6	6.1	18.1
2033	88.4	10.8	3.2	8.8	4.5	15.0	2.3	4.7	2.5	9.7	6.2	18.3
2034	89.1	10.8	3.2	8.9	4.6	15.2	2.3	4.8	2.5	9.9	6.2	18.4
2035	89.9	10.9	3.1	8.9	4.7	15.4	2.3	4.8	2.6	10.0	6.3	18.5
2036	90.7	10.9	3.1	8.9	4.8	15.6	2.4	4.8	2.6	10.2	6.3	18.7
2037	91.5	10.9	3.1	8.9	4.9	15.9	2.4	4.9	2.7	10.3	6.4	18.8
2038	92.4	10.9	3.1	8.9	5.0	16.1	2.4	4.9	2.7	10.5	6.4	18.9
2039	93.2	10.9	3.1	8.9	5.1	16.3	2.5	4.9	2.7	10.6	6.5	19.1
2040	94.1	10.9	3.1	8.9	5.2	16.5	2.5	4.9	2.8	10.8	6.5	19.2

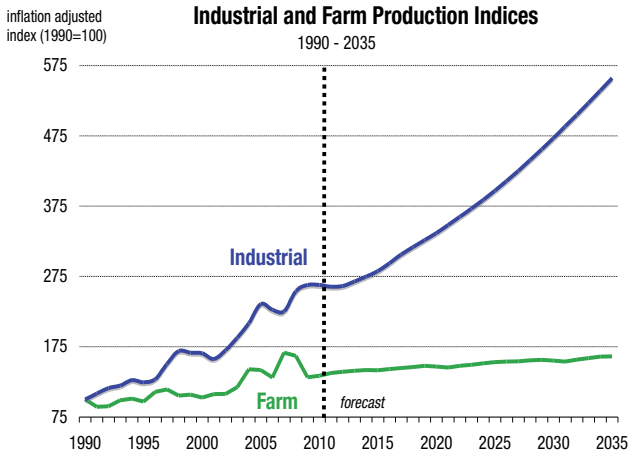












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	17.4 %
Expected job growth:	10.4 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	17.4 %
Expected population growth:	7.4 %
Net migration to account for:	17.0 %
Expected growth in number of vehicles:	6.3 %

Demographics (2011)

Unemployment rate (June 2011):	18.7 %
County Rank* in California (58 counties):	54th
Working age (16-64) population:	61.7 %
Population with B.A. Degree or higher:	12.1 %
Median Home Selling Price:	$116,000
Median Household Income:	$42,452

Quality of Life

Violent Crime rate (2009):	647 per 100,000 persons
County Rank* in California (58 counties):	55th
Average Commute Time to work (2011):	26.8 minutes
High School drop out rate (2009):	18.5 %
Households at/below poverty line:	18.6 %

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

Modoc County Economic Forecast

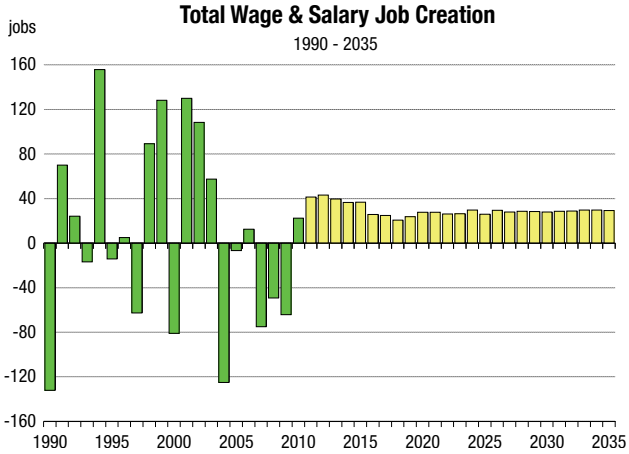
Modoc County is located in the northeastern corner of the state bordering Nevada and Oregon. Approximately 90 percent of the land in the county consists of national forests and wilderness areas. The county's official slogans include, "The last best place," and "Where the West still lives." Modoc County has a population of 9,691 people and 2,808 wage and salary jobs. The per capita income in Modoc County is $33,467, and the average salary per worker is $39,491.

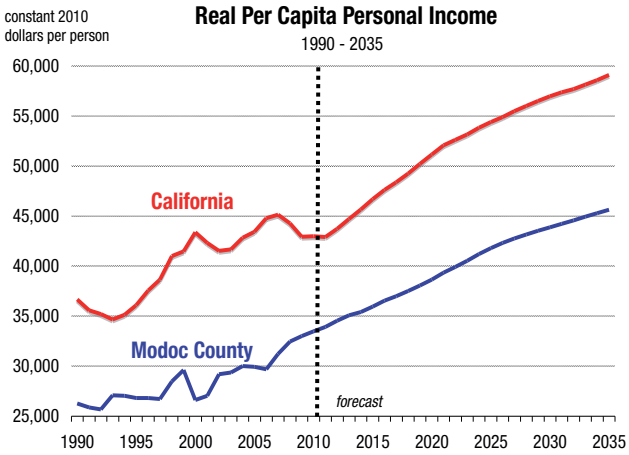
In 2010, total wage and salary employment increased by 23 jobs in Modoc County, a rise of 0.8 percent. Non-farm employment, which accounts for 88 percent of total employment in the county, created 26 jobs last year. The unemployment rate increased to 14.2 percent in 2010.

The government sector lost 16 jobs in 2010, the most of any sector in Modoc County. Employment levels in all service sectors were up by 44 jobs. The farm sector lost 3 jobs in 2010. The largest employment sector in the county is government, which accounts for half of all wage and salary jobs.

The population grew 2.5 percent between the 2000 and 2010 census. The only incorporated city is Alturas, home to 29 percent of the county's population. The population of Alturas declined 2.2 percent over the past decade. Net migration was positive last year, with 90 net migrants entering the county.

Employment growth is expected to remain positive, but slow over the next several years, the previous employment peak will not be surpassed until 2019. Population growth will also be sluggish.





Forecast Highlights

- Total wage and salary job growth is forecast at 1.5 percent in 2011. From 2011 to 2016, job growth averages 1.2 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 increase an average of 0.5 percent per year over the 2011 to 2016 period.

- Between 2011 and 2016, principal employment growth is forecast to occur in the wholesale and retail trade sector, which adds 63 jobs, and accounts for 35 percent of all growth, and services sectors, which create 66 jobs, and account for 36 percent of growth. The government sector increases by an average of just 0.4 percent per year over this time period.

- Annual population growth in the 2011 to 2016 period averages 0.7 percent per year.

- Net migration is forecast at approximately 65 persons entering the county in 2011. Between 2011 and 2016 migration is expected to average 74 net migrants per year. Net migration is responsible for all population growth because the natural increase is negative.

- Real per capita income is forecast to rise 1.3 percent in 2011. Over the next five years real per capita incomes are expected to increase an average of 1.5 percent per year.

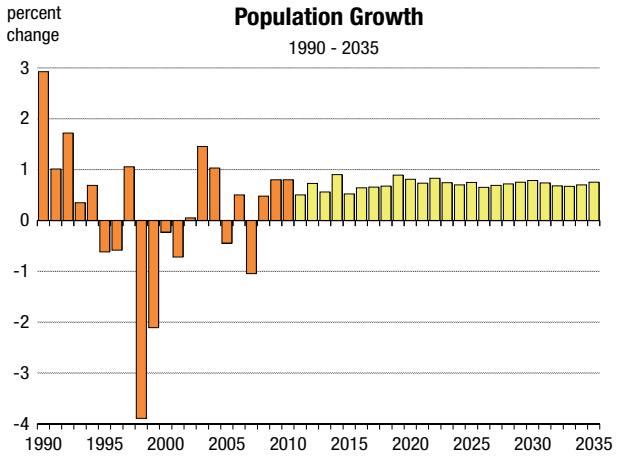
- Total taxable sales, adjusted for inflation, are forecast to rise 5.0 percent in 2011. Between 2011 and 2016 real taxable sales are forecast to increase 2.7 percent per year.

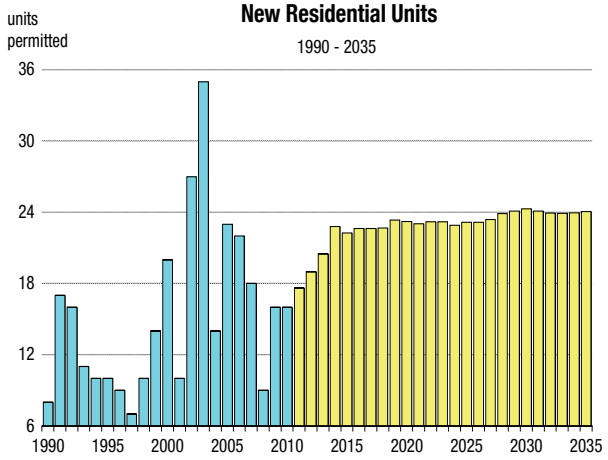
- Industrial production is forecast to rise 3.5 percent in 2011. Over the next five years the growth rate of industrial production averages 2.9 percent per year, due to increased goods producing employment. Total crop production, adjusted for inflation, is expected to increase an average of 1.0 percent per year between 2011 and 2016. The principle crop in the county is alfalfa hay.

Modoc County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (millions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	9,592	61	13.3	4.0	22	$90	$262	$29,688	3.2	101.2	34.8	7.8
2007	9,492	-82	13.5	4.0	18	$89	$282	$31,228	3.4	96.6	30.7	8.1
2008	9,538	51	13.7	4.1	9	$92	$303	$32,444	3.0	109.3	33.2	9.7
2009	9,614	104	13.7	4.1	16	$78	$313	$33,009	0.8	106.3	30.1	12.5
2010	9,691	90	13.6	4.1	16	$79	$324	$33,467	1.3	106.8	30.8	14.2
2011	9,740	65	13.9	4.1	18	$86	$341	$33,918	3.3	108.7	31.8	13.5
2012	9,811	84	14.1	4.1	19	$91	$358	$34,526	2.3	110.3	32.7	12.7
2013	9,866	67	14.4	4.1	20	$95	$374	$35,071	2.3	111.6	33.8	11.7
2014	9,955	99	14.6	4.1	23	$100	$390	$35,410	2.4	112.8	34.6	10.5
2015	10,007	60	14.8	4.1	22	$104	$407	$35,960	2.1	113.7	35.4	9.6
2016	10,071	71	14.9	4.1	23	$109	$424	$36,534	2.1	114.5	36.8	8.9
2017	10,138	71	15.1	4.2	23	$114	$441	$36,990	2.1	115.2	38.8	8.5
2018	10,206	72	15.2	4.2	23	$119	$460	$37,507	2.0	115.8	40.5	8.1
2019	10,298	93	15.3	4.2	23	$124	$479	$38,056	1.9	116.4	42.7	7.8
2020	10,381	84	15.5	4.2	23	$130	$499	$38,643	1.7	116.8	45.0	7.6
2021	10,457	76	15.6	4.2	23	$135	$521	$39,345	1.7	117.1	47.6	7.6
2022	10,544	86	15.8	4.2	23	$142	$545	$39,923	2.2	117.5	49.9	7.6
2023	10,623	77	15.9	4.2	23	$148	$569	$40,525	2.2	117.8	52.3	7.5
2024	10,697	72	16.1	4.3	23	$154	$594	$41,189	2.1	118.2	54.7	7.5
2025	10,777	77	16.3	4.3	23	$161	$621	$41,800	2.1	118.5	57.3	7.5
2026	10,847	67	16.4	4.3	23	$167	$646	$42,313	2.1	118.9	59.9	7.5
2027	10,922	72	16.6	4.3	23	$173	$670	$42,755	2.1	119.2	62.6	7.5
2028	11,001	77	16.7	4.3	24	$180	$696	$43,157	2.1	119.5	65.4	7.5
2029	11,084	82	16.9	4.3	24	$187	$722	$43,534	2.1	119.7	68.2	7.5
2030	11,172	87	17.1	4.3	24	$193	$749	$43,869	2.1	119.9	71.1	7.5
2031	11,255	81	17.2	4.3	24	$200	$777	$44,213	2.2	120.0	74.0	7.4
2032	11,332	75	17.4	4.4	24	$207	$806	$44,564	2.2	120.2	77.0	7.4
2033	11,408	74	17.6	4.4	24	$215	$836	$44,933	2.1	120.4	80.2	7.4
2034	11,488	78	17.7	4.4	24	$222	$867	$45,280	2.2	120.7	83.5	7.4
2035	11,574	85	17.9	4.4	24	$230	$899	$45,631	2.2	121.0	86.9	7.4
2036	11,658	81	18.1	4.4	24	$239	$933	$46,012	2.1	121.4	90.5	7.4
2037	11,738	78	18.2	4.4	24	$247	$968	$46,406	2.2	121.7	94.2	7.4
2038	11,813	73	18.4	4.4	24	$256	$1,004	$46,848	2.1	121.9	98.1	7.3
2039	11,894	78	18.6	4.5	24	$265	$1,042	$47,297	2.1	122.2	102.1	7.3
2040	11,982	84	18.8	4.5	24	$275	$1,081	$47,753	2.1	122.4	106.4	7.3

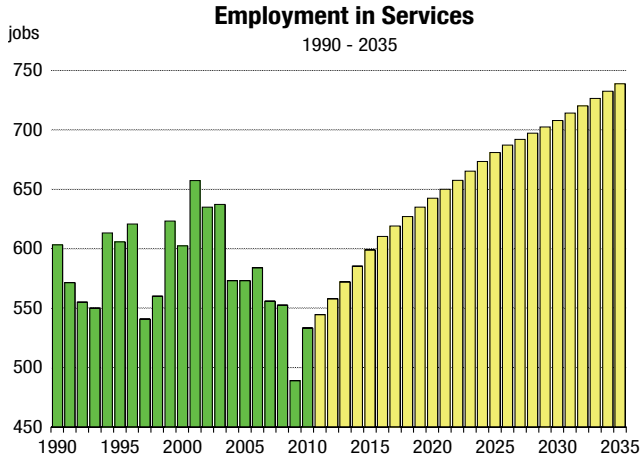


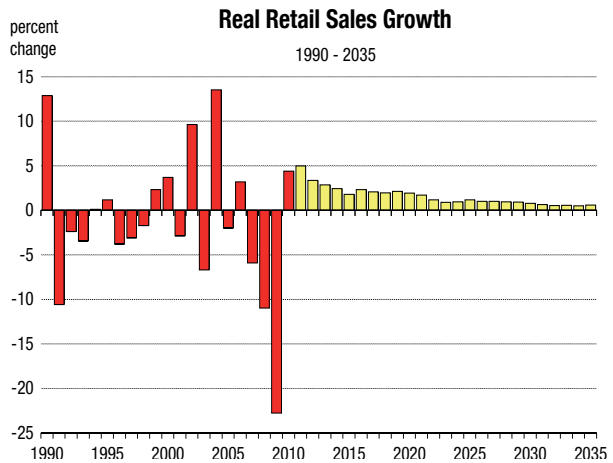


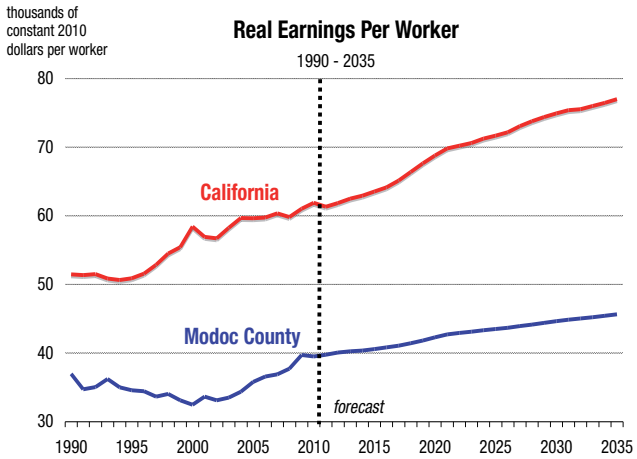
Modoc County Employment Forecast

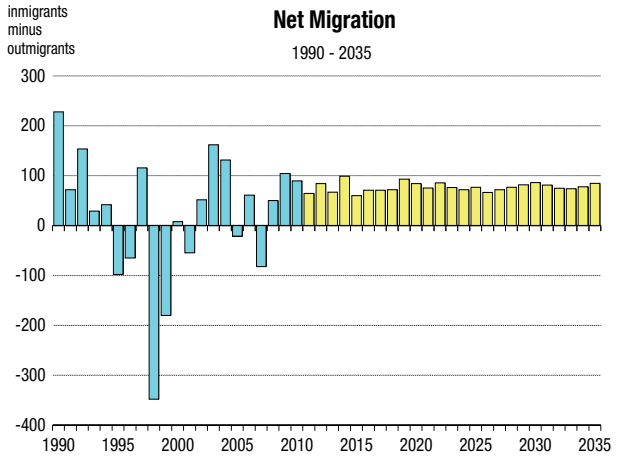
2006-2010 History, 2011-2040 Forecast

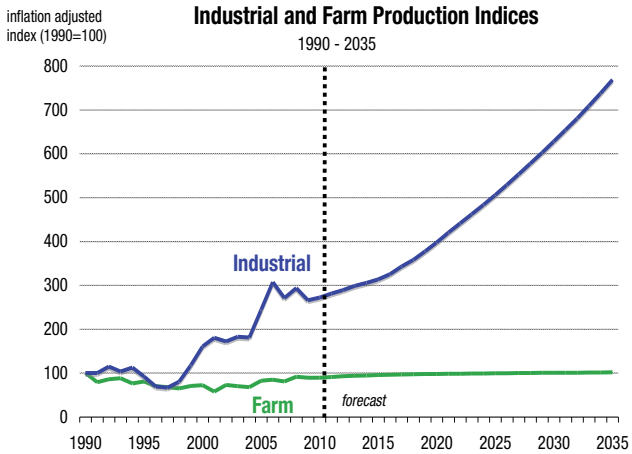
	Total Wage & Salary	Farm	Goods Producing	Wholesale & Retail Trade	Health & Education	Leisure	Government
	employment (jobs)						
2006	2,974	345	199	459	155	140	1,387
2007	2,899	333	172	470	158	126	1,369
2008	2,850	364	158	422	157	133	1,354
2009	2,786	351	129	415	153	134	1,402
2010	2,808	348	129	413	152	151	1,386
2011	2,850	354	131	431	153	154	1,390
2012	2,893	360	133	450	154	157	1,392
2013	2,933	365	135	464	155	159	1,396
2014	2,969	369	137	476	157	162	1,401
2015	3,006	371	139	489	158	165	1,407
2016	3,032	373	141	494	159	167	1,414
2017	3,057	370	144	502	159	169	1,421
2018	3,077	366	146	509	160	171	1,429
2019	3,101	365	150	514	161	174	1,437
2020	3,129	365	154	521	162	176	1,446
2021	3,157	366	157	527	162	179	1,456
2022	3,183	367	160	532	163	181	1,467
2023	3,209	367	163	536	164	183	1,478
2024	3,239	368	166	542	164	185	1,489
2025	3,265	369	169	546	165	187	1,500
2026	3,295	370	172	554	166	189	1,511
2027	3,323	371	174	563	167	189	1,522
2028	3,351	372	177	572	168	189	1,533
2029	3,380	372	179	582	169	188	1,544
2030	3,408	373	181	590	169	188	1,555
2031	3,436	373	183	599	170	189	1,566
2032	3,465	374	185	608	171	189	1,578
2033	3,495	375	187	618	172	190	1,589
2034	3,525	376	189	627	173	190	1,600
2035	3,554	377	191	636	174	191	1,612
2036	3,584	378	193	645	175	192	1,623
2037	3,615	379	195	655	176	193	1,635
2038	3,646	379	197	665	177	194	1,646
2039	3,677	380	199	675	177	195	1,658
2040	3,710	381	201	685	178	196	1,670











County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	13.5%
Expected job growth:	6.4%
Fastest growing jobs sector:	Wholesale & Retail Trade
Expected personal income growth:	11.4%
Expected population growth:	3.4%
Net migration to account for:	100%
Expected growth in number of vehicles:	7.4%

Demographics (2011)

Unemployment rate (June 2011)	13.4%
County Rank* in California (58 counties):	30th
Working age (16-64) population:	62.1%
Population with B.A. Degree or higher:	14.4%
Median Home Selling Price:	$77,500
Median Household Income:	$32,523

Quality of Life

Violent Crime rate (2009):	103 per 100,000 persons
County Rank* in California (58 counties):	1st
Average Commute Time to work (2011):	17.7 minutes
High School drop out rate (2009):	10.7%
Households at/below poverty line:	13.9%

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

Mono County Economic Forecast

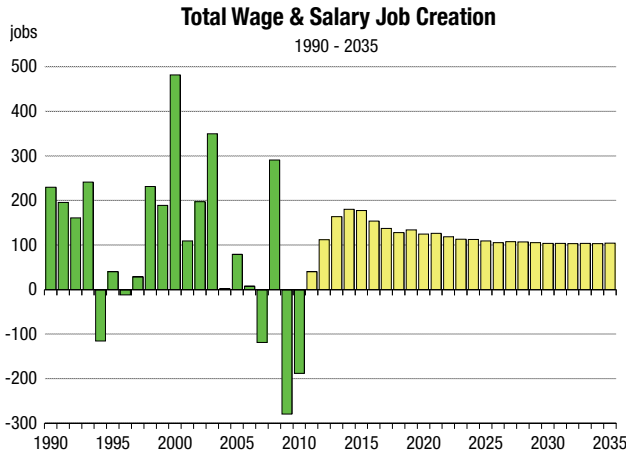
Mono County is located on the California-Nevada state border. The county economy is dependent on being a recreation destination for residents of Southern California. The principal draw is the Mammoth Mountain Ski resort, which includes year round outdoor activities, and features one of the longest skiing seasons in the nation. Mono County has a population of 14,215 people and 6,871 wage and salary jobs. The per capita income in Mono County is $40,067, and the average salary per worker is $41,626.

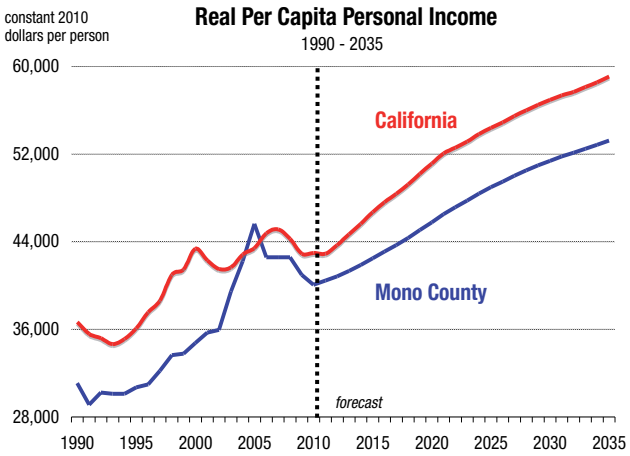
In 2010, 188 total wage and salary jobs were lost in Mono County, representing a decline in employment of 2.7 percent. Non-farm employment, which represents essentially all of the employment in the county, fell by 190 jobs. The unemployment rate increased to 10.5 percent in 2010.

The farm, manufacturing, education and healthcare, professional services, and government sectors created jobs in Mono County during 2010, though job gains were small in all cases other than professional services (which added 30 positions). The largest employment declines occurred in the leisure services (-185 jobs), and construction (-38 jobs) sectors. The largest sectors in the county are leisure services and government, which account for 69 percent of the total labor market.

Between the 2000 and 2010 census, the population in Mono County rose by 10.5 percent. The only incorporated city in the county is Mammoth Lakes, which increased in population by 16.1 percent over the last decade.

Employment and population growth are expected to be modest, but positive over the forecast period. Much of the growth in employment will be attributable to the tourism sector, which is driven by the resorts and national parks located in the county.





Forecast Highlights

- Total wage and salary job growth is expected to turn positive in 2011, rising by 0.6 percent. From 2011 to 2016, total job growth averages 2.2 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 grow slowly over the forecast, increasing by 0.3 percent per year between 2011 and 2016.

- Between 2011 and 2016, the momentum for employment growth occurs primarily in leisure services and government. These sectors account for 57 and 17 percent of job growth, respectively, over this time period.

- Annual population growth in the 2011 to 2016 period will average 1.3 percent per year.

- Net migration has been positive in recent years, and this trend is expected to continue, with 76 people entering the county in 2011. Between 2011 and 2016 an average of 95 net migrants enter the county per year.

- Real per capita income is forecast rise 0.9 percent in 2011. Between 2011 and 2016, the growth in real per capita income will average approximately 1.3 percent per year.

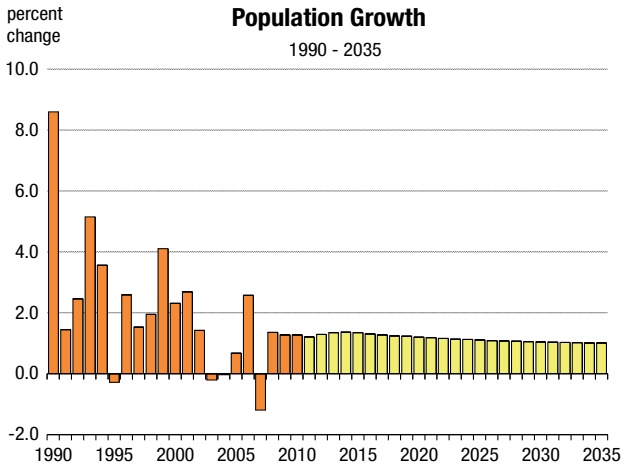
- Total taxable sales, adjusted for inflation, are forecast to rise 5.6 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase at an average rate of 4.5 percent per year.

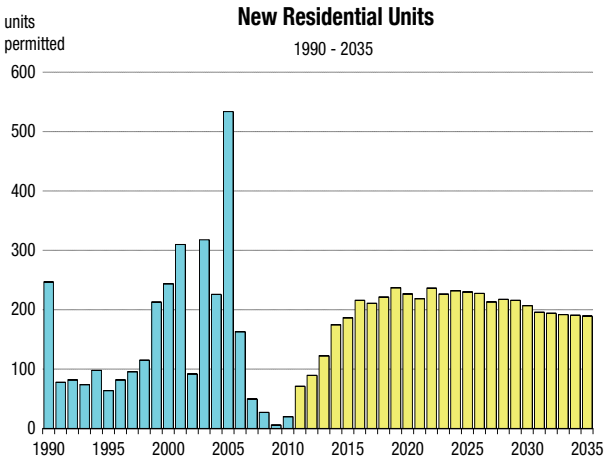
- Industrial production is forecast to increase 3.9 percent in 2011. Between 2011 and 2016 the growth rate of industrial production averages 2.3 percent per year.

Mono County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	13,839	205	17.2	5.98	163	$297.5	$0.54	$42,575	3.2	31.9	21.4	4.4
2007	13,674	-289	16.8	6.04	50	$267.6	$0.55	$42,576	3.4	38.8	22.0	4.8
2008	13,859	54	17.0	6.07	27	$255.9	$0.58	$42,575	3.0	42.0	24.4	5.9
2009	14,036	60	16.9	6.24	6	$201.3	$0.57	$40,958	0.8	33.1	23.6	9.1
2010	14,215	65	17.0	6.28	20	$216.4	$0.57	$40,067	1.3	34.3	24.2	10.5
2011	14,387	76	17.1	6.28	71	$235.9	$0.60	$40,440	3.3	36.1	25.1	9.5
2012	14,574	89	17.2	6.30	90	$252.6	$0.63	$40,839	2.3	36.8	25.6	8.8
2013	14,771	99	17.3	6.33	123	$270.2	$0.66	$41,322	2.3	37.2	26.3	7.9
2014	14,973	103	17.5	6.36	175	$288.8	$0.69	$41,862	2.4	37.5	26.8	7.0
2015	15,176	103	17.7	6.41	187	$308.1	$0.73	$42,486	2.1	37.4	27.4	6.2
2016	15,375	99	17.9	6.46	216	$327.8	$0.76	$43,097	2.1	38.0	28.2	5.7
2017	15,570	95	18.2	6.52	211	$346.7	$0.80	$43,691	2.1	38.5	29.2	5.4
2018	15,764	93	18.6	6.58	221	$366.1	$0.84	$44,337	2.0	38.9	30.0	5.2
2019	15,958	94	18.9	6.64	237	$386.2	$0.88	$45,054	1.9	39.6	30.8	4.9
2020	16,149	93	19.3	6.70	227	$406.3	$0.92	$45,759	1.7	39.2	31.6	4.8
2021	16,340	93	19.6	6.77	219	$426.9	$0.96	$46,512	1.7	38.8	32.6	4.7
2022	16,530	91	20.0	6.83	236	$449.4	$1.01	$47,155	2.2	39.6	33.5	4.7
2023	16,718	90	20.4	6.89	226	$472.3	$1.05	$47,756	2.2	40.2	34.5	4.7
2024	16,906	90	20.7	6.95	232	$496.8	$1.10	$48,387	2.1	41.0	35.5	4.7
2025	17,093	89	21.1	7.02	230	$523.3	$1.15	$48,969	2.1	41.6	36.6	4.7
2026	17,280	89	21.4	7.08	228	$549.4	$1.20	$49,487	2.1	41.9	37.8	4.7
2027	17,467	89	21.8	7.14	213	$576.2	$1.25	$50,021	2.1	42.1	39.2	4.6
2028	17,653	89	22.1	7.20	218	$604.3	$1.31	$50,510	2.1	42.5	40.5	4.6
2029	17,840	88	22.5	7.26	216	$633.6	$1.36	$50,965	2.1	42.8	41.9	4.6
2030	18,027	88	22.8	7.32	207	$663.5	$1.42	$51,388	2.1	42.4	43.3	4.6
2031	18,214	88	23.1	7.38	196	$694.6	$1.47	$51,783	2.2	41.9	44.8	4.6
2032	18,402	88	23.4	7.43	194	$727.0	$1.53	$52,125	2.2	43.0	46.3	4.5
2033	18,590	88	23.7	7.49	192	$760.7	$1.59	$52,497	2.1	43.9	47.8	4.5
2034	18,779	88	24.0	7.54	191	$795.9	$1.65	$52,856	2.2	44.7	49.4	4.5
2035	18,968	88	24.3	7.59	190	$832.4	$1.72	$53,223	2.2	44.9	51.1	4.5
2036	19,158	88	24.6	7.65	189	$870.4	$1.78	$53,577	2.1	46.1	52.8	4.5
2037	19,349	88	24.9	7.70	187	$910.1	$1.85	$53,928	2.2	46.7	54.5	4.5
2038	19,541	88	25.2	7.75	186	$951.4	$1.92	$54,287	2.1	45.8	56.3	4.5
2039	19,735	89	25.5	7.80	184	$994.4	$2.00	$54,648	2.1	46.6	58.2	4.4
2040	19,929	89	25.8	7.85	183	$1,039.1	$2.07	$55,003	2.1	47.2	60.2	4.4

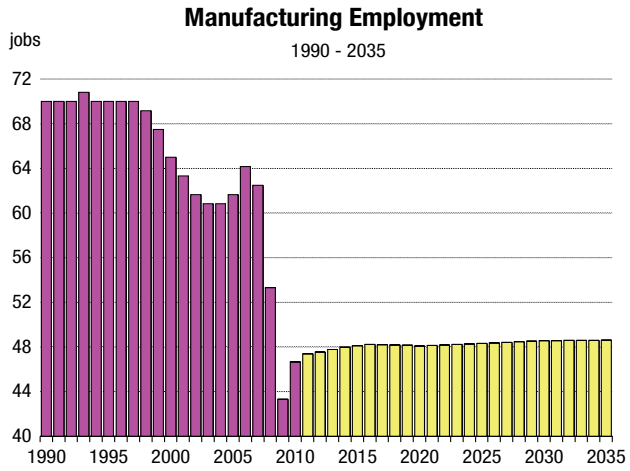


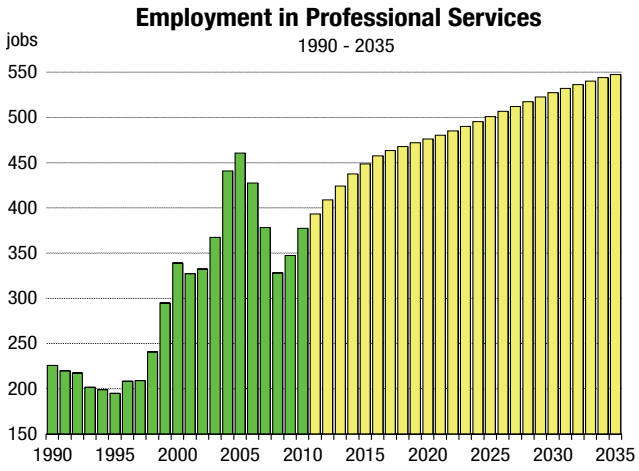


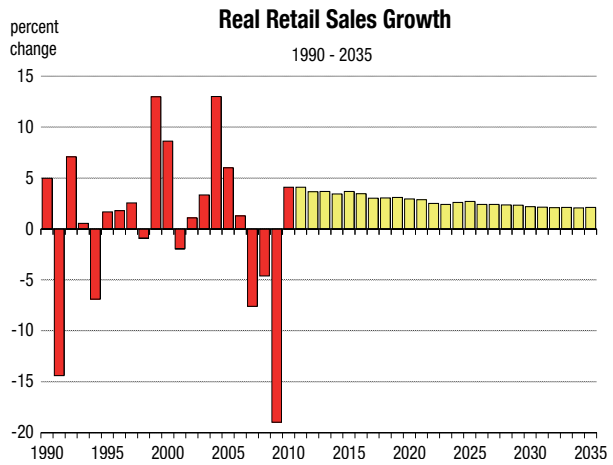
Mono County Employment Forecast

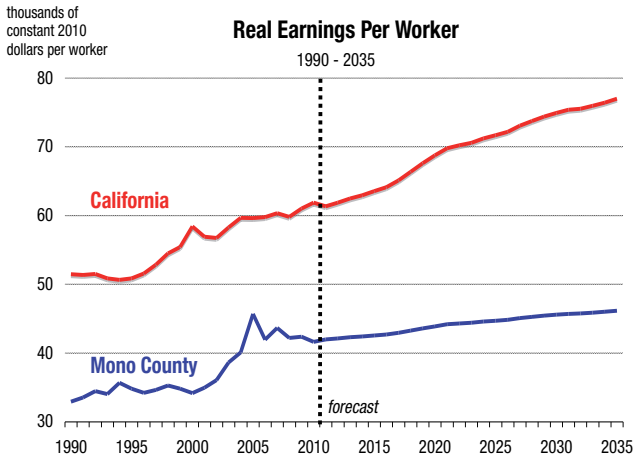
2006-2010 History, 2011-2040 Forecast

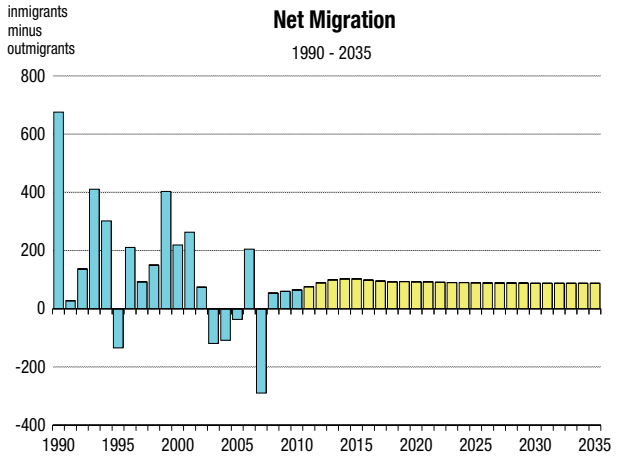
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------										
2006	7.2	0.03	0.6	0.06	0.07	0.76	0.45	0.43	0.05	3.00	1.50
2007	7.0	0.03	0.6	0.06	0.07	0.73	0.41	0.38	0.05	2.92	1.58
2008	7.3	0.03	0.5	0.05	0.09	0.69	0.38	0.33	0.05	3.34	1.64
2009	7.1	0.03	0.4	0.04	0.09	0.65	0.34	0.35	0.05	3.28	1.64
2010	6.9	0.03	0.3	0.05	0.08	0.64	0.32	0.38	0.05	3.09	1.65
2011	6.9	0.03	0.3	0.05	0.08	0.64	0.32	0.39	0.05	3.17	1.59
2012	7.0	0.03	0.3	0.05	0.09	0.64	0.34	0.41	0.06	3.24	1.59
2013	7.2	0.03	0.3	0.05	0.09	0.64	0.36	0.42	0.06	3.32	1.62
2014	7.4	0.03	0.3	0.05	0.09	0.64	0.38	0.44	0.06	3.42	1.66
2015	7.5	0.03	0.3	0.05	0.09	0.64	0.39	0.45	0.06	3.53	1.70
2016	7.7	0.03	0.4	0.05	0.10	0.64	0.40	0.46	0.07	3.62	1.73
2017	7.8	0.03	0.4	0.05	0.10	0.65	0.40	0.46	0.07	3.70	1.76
2018	8.0	0.03	0.4	0.05	0.10	0.65	0.41	0.47	0.07	3.76	1.79
2019	8.1	0.03	0.4	0.05	0.10	0.65	0.42	0.47	0.08	3.82	1.83
2020	8.2	0.03	0.4	0.05	0.11	0.65	0.42	0.48	0.08	3.87	1.87
2021	8.4	0.03	0.4	0.05	0.11	0.66	0.43	0.48	0.10	3.92	1.91
2022	8.5	0.03	0.4	0.05	0.11	0.66	0.44	0.49	0.11	3.96	1.95
2023	8.6	0.03	0.4	0.05	0.11	0.66	0.44	0.49	0.12	4.01	1.99
2024	8.7	0.03	0.4	0.05	0.11	0.66	0.45	0.50	0.12	4.05	2.02
2025	8.8	0.03	0.4	0.05	0.12	0.67	0.46	0.50	0.13	4.09	2.06
2026	8.9	0.03	0.5	0.05	0.12	0.67	0.46	0.51	0.14	4.13	2.09
2027	9.0	0.03	0.5	0.05	0.12	0.67	0.47	0.51	0.14	4.17	2.13
2028	9.1	0.03	0.5	0.05	0.12	0.67	0.48	0.52	0.15	4.21	2.16
2029	9.2	0.03	0.5	0.05	0.13	0.68	0.49	0.52	0.15	4.25	2.19
2030	9.3	0.03	0.5	0.05	0.13	0.68	0.50	0.53	0.16	4.29	2.23
2031	9.4	0.03	0.5	0.05	0.13	0.68	0.51	0.53	0.16	4.33	2.26
2032	9.5	0.03	0.5	0.05	0.13	0.68	0.52	0.54	0.17	4.38	2.30
2033	9.6	0.03	0.5	0.05	0.13	0.68	0.52	0.54	0.17	4.42	2.33
2034	9.7	0.03	0.5	0.05	0.14	0.69	0.53	0.54	0.17	4.46	2.37
2035	9.9	0.03	0.5	0.05	0.14	0.69	0.54	0.55	0.17	4.50	2.40
2036	10.0	0.03	0.5	0.05	0.14	0.69	0.55	0.55	0.18	4.55	2.44
2037	10.1	0.03	0.5	0.05	0.14	0.69	0.56	0.55	0.18	4.59	2.48
2038	10.2	0.03	0.5	0.05	0.15	0.69	0.57	0.56	0.18	4.64	2.51
2039	10.3	0.03	0.5	0.05	0.15	0.70	0.58	0.56	0.18	4.68	2.55
2040	10.4	0.03	0.5	0.05	0.15	0.70	0.59	0.56	0.18	4.73	2.59

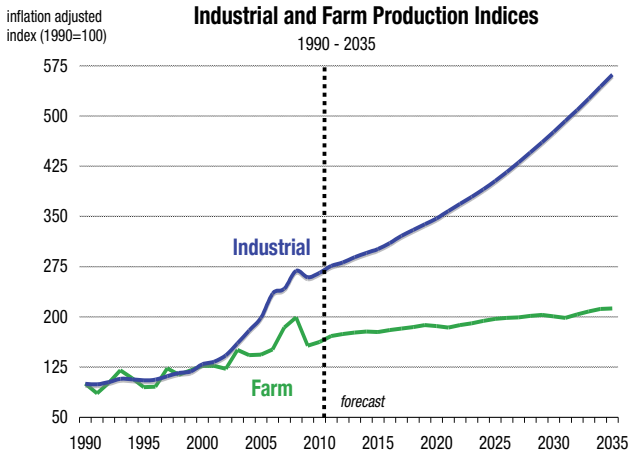












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.3 %
Expected job growth:	11.4 %
Fastest growing jobs sector:	Education and Healthcare
Expected personal income growth:	13.9 %
Expected population growth:	6.9 %
Net migration to account for:	49.9 %
Expected growth in number of vehicles:	5.2 %

Demographics (2011)

Unemployment rate (June 2011)	12.9 %
County Rank* in California (58 counties):	28th
Working age (16-64) population:	68.0 %
Population with B.A. Degree or higher:	29.5 %
Median Home Selling Price:	$278,500
Median Household Income:	$56,082

Quality of Life

Violent Crime rate (2009):	363 per 100,000 persons
County Rank* in California (58 counties):	23rd
Average Commute Time to work (2011):	17.2 minutes
High School drop out rate (2009):	24.1 %
Households at/below poverty line:	9.8 %

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

Monterey County Economic Forecast

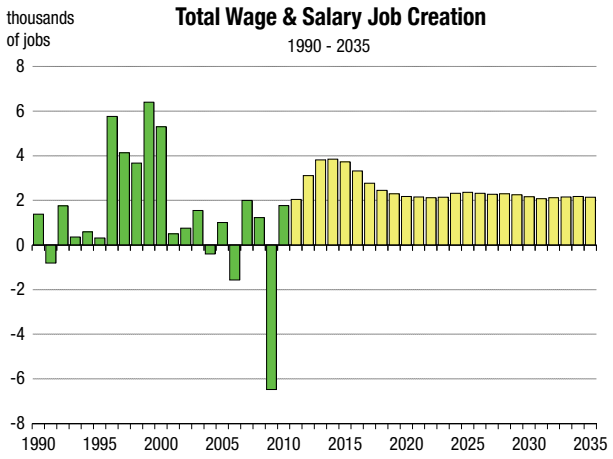
Monterey County is located on the central coast of California. Farming is a vital component of the county economy, accounting for over $4 billion in total crop sales, and 27 percent of the workforce. Lettuce is the principal crop in Monterey, accounting for 59 percent of the nation's total production. The county has a population of 416,300 people and 166,800 wage and salary jobs. The per capita income in Monterey County is $42,683 and the average salary per worker is $50,964.

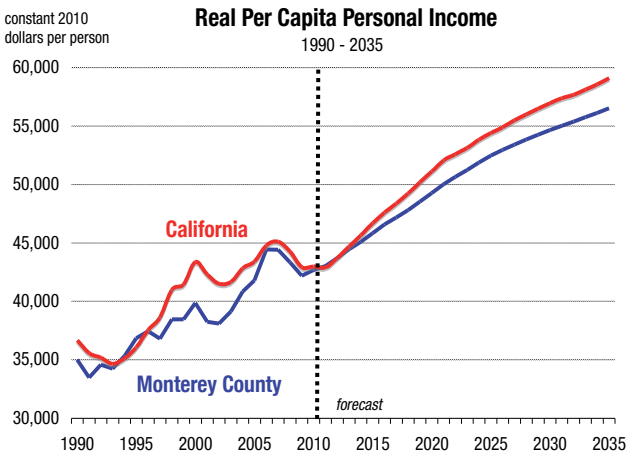
In 2010, an estimated 1,800 wage and salary jobs were created in Monterey County, representing an increase in employment of 1.2 percent. Non-farm employment fell by 775 jobs, a decline of 0.6 percent. The farm sector gained 2,500 jobs in 2010 and has increased by 6,300 jobs over the last ten years. Last year, the unemployment rate rose to 12.9 percent.

The only sectors creating jobs in 2010 other than farm were wholesale trade, professional services, and education/health services. The largest job losses occurred in the construction (-500 jobs), manufacturing (-400 jobs) and financial activities (-300 jobs) sectors.

Government and farm are the largest sectors in the county, accounting for a combined 46 percent of total employment. Many of the public sector jobs are associated with the state correctional facilities in Soledad, which accommodate a total of 10,400 inmates and employ 2,740 staff.

Between the 2000 and 2010 census the population of Monterey County grew by just 3.3 percent. The largest city in the county is Salinas with a population of just over 150,000, more than 100,000 people larger than the cities of Seaside and Monterey. Salinas has accounted for 58 percent of all population growth in the county over the past 10 years.





Forecast Highlights

- Job growth is forecast at approximately 1.2 percent in 2011. Between 2011 and 2016, a 2.0 percent average annual growth rate is forecast. Non-farm employment increases by an average of 2.5 percent per year over the same period.

- Average salaries adjusted for inflation are currently below the California state average. Inflation adjusted salaries are expected to rise an average of 0.3 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in the farm, wholesale trade, leisure, professional services, and public sectors. These sectors account for 84 percent of net job creation in the county during this time period, with each sector creating at least 1,800 jobs.

- Population growth will increase slightly over the near term forecast. Annual growth in the 2011 to 2016 period averages 1.4 percent per year.

- Net migration is positive over the forecast horizon, though in 2011 it will be approximately zero. From 2011 to 2016 in-migration is expected to average 1,300 net migrants per year.

- Real per capita incomes are expected to rise approximately 0.8 percent in 2011. Over the 2011 to 2016 period real per capita incomes are forecast to increase 1.6 percent per year.

- Total taxable sales adjusted for inflation are expected to rise an average of 3.6 percent per year from 2011 to 2016.

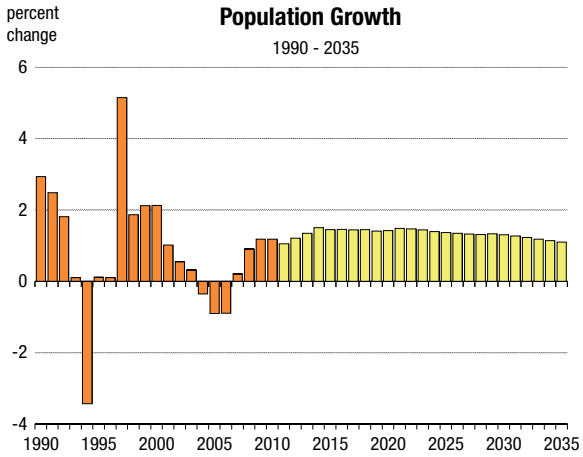
- Industrial production is forecast to increase 3.3 percent in 2011. From 2011 to 2016 the growth rate of industrial production will average 3.4 percent.

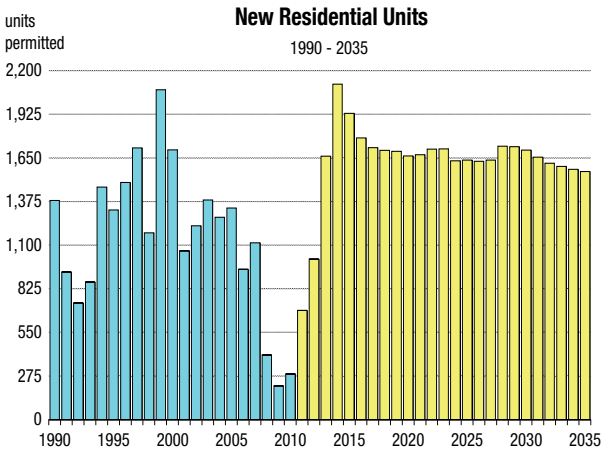
- Farm production is forecast to increase by 1.9 percent per year between 2011 and 2016. The principal crop in the county is lettuce.

Monterey County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	402,030	-8,649	348	128	948	$5.7	$16.4	$44,435	3.2	3.80	1.64	7.0
2007	402,883	-4,396	349	129	1,116	$5.7	$17.0	$44,421	3.4	4.02	1.65	7.2
2008	406,543	-1,746	349	129	408	$5.4	$17.2	$43,335	3.0	3.91	1.82	8.4
2009	411,374	-79	349	130	213	$4.7	$17.1	$42,185	0.8	4.09	1.83	11.9
2010	416,262	308	352	130	288	$4.9	$17.8	$42,683	1.3	4.13	1.76	12.9
2011	420,666	-64	355	130	689	$5.3	$18.7	$43,010	3.3	4.22	1.82	12.2
2012	425,768	631	358	131	1,013	$5.6	$19.7	$43,702	2.3	4.31	1.88	11.4
2013	431,521	1,275	362	132	1,662	$6.0	$20.8	$44,462	2.3	4.40	1.95	10.3
2014	438,021	2,012	368	134	2,116	$6.4	$22.0	$45,105	2.4	4.49	2.01	9.0
2015	444,392	1,879	374	136	1,931	$6.7	$23.1	$45,837	2.1	4.56	2.08	7.8
2016	450,867	1,966	380	137	1,776	$7.1	$24.4	$46,572	2.1	4.64	2.15	7.0
2017	457,391	1,991	386	139	1,715	$7.4	$25.6	$47,166	2.1	4.72	2.21	6.4
2018	464,021	2,071	393	141	1,699	$7.8	$26.8	$47,800	2.0	4.80	2.26	6.0
2019	470,577	1,977	399	142	1,692	$8.1	$28.1	$48,536	1.9	4.87	2.32	5.6
2020	477,283	2,120	405	144	1,663	$8.5	$29.5	$49,264	1.7	4.94	2.38	5.4
2021	484,394	2,514	411	145	1,671	$8.9	$30.9	$50,024	1.7	4.99	2.47	5.4
2022	491,514	2,522	417	147	1,707	$9.2	$32.4	$50,640	2.2	5.05	2.54	5.4
2023	498,621	2,510	423	149	1,708	$9.6	$34.0	$51,235	2.2	5.11	2.60	5.4
2024	505,603	2,383	429	150	1,632	$10.1	$35.7	$51,881	2.1	5.18	2.68	5.5
2025	512,532	2,329	435	152	1,637	$10.5	$37.3	$52,477	2.1	5.25	2.76	5.5
2026	519,446	2,300	441	153	1,629	$11.0	$39.0	$52,958	2.1	5.32	2.84	5.5
2027	526,337	2,270	446	155	1,636	$11.5	$40.7	$53,417	2.1	5.39	2.92	5.5
2028	533,276	2,310	452	156	1,724	$12.0	$42.5	$53,854	2.1	5.45	3.01	5.6
2029	540,414	2,498	458	158	1,722	$12.5	$44.3	$54,264	2.1	5.51	3.10	5.6
2030	547,483	2,414	463	160	1,699	$13.0	$46.1	$54,655	2.1	5.56	3.20	5.6
2031	554,477	2,334	469	161	1,656	$13.6	$48.1	$55,026	2.2	5.60	3.30	5.6
2032	561,302	2,159	475	163	1,616	$14.2	$50.1	$55,387	2.2	5.65	3.40	5.6
2033	567,969	1,999	480	164	1,598	$14.8	$52.1	$55,753	2.1	5.71	3.51	5.6
2034	574,479	1,845	485	166	1,578	$15.4	$54.2	$56,125	2.2	5.78	3.61	5.7
2035	580,808	1,669	490	167	1,564	$16.1	$56.4	$56,531	2.2	5.84	3.73	5.7
2036	586,983	1,525	496	169	1,541	$16.8	$58.7	$56,962	2.1	5.91	3.84	5.7
2037	593,076	1,448	501	170	1,524	$17.5	$61.0	$57,403	2.2	5.99	3.96	5.7
2038	599,048	1,332	506	172	1,503	$18.3	$63.5	$57,863	2.1	6.05	4.08	5.7
2039	604,930	1,244	511	173	1,489	$19.0	$66.0	$58,359	2.1	6.11	4.21	5.7
2040	610,664	1,093	516	175	1,475	$19.9	$68.6	$58,890	2.1	6.17	4.34	5.8

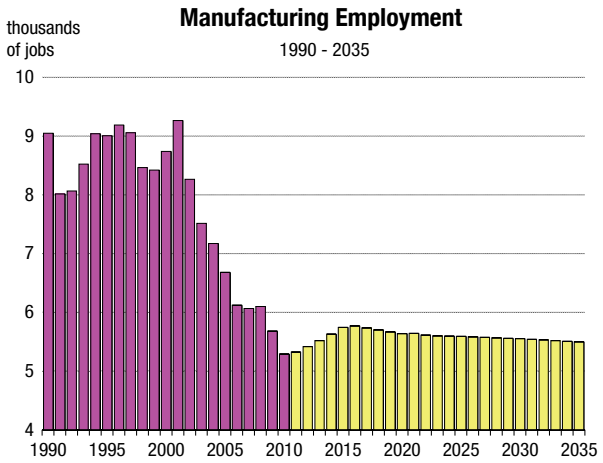


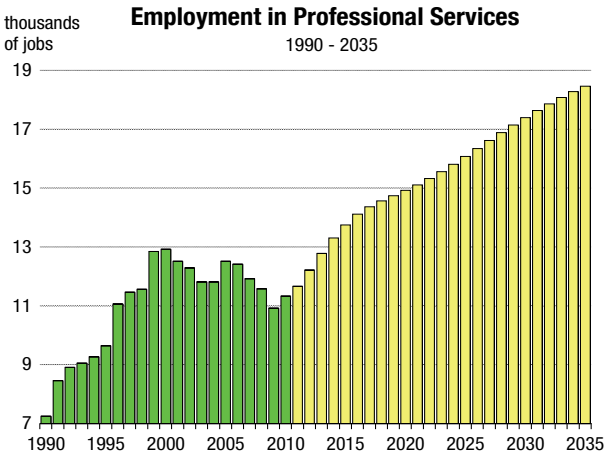


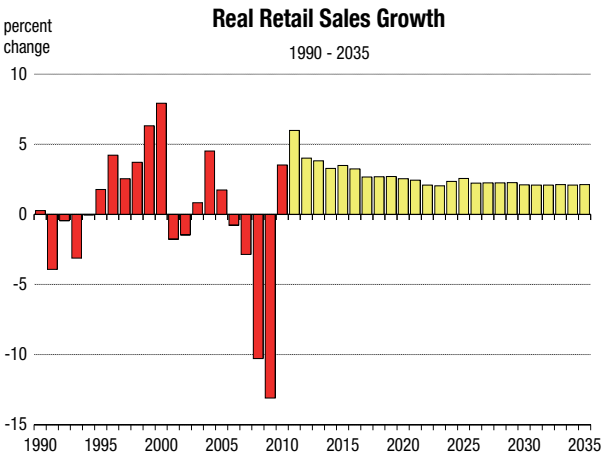
Monterey County Employment Forecast

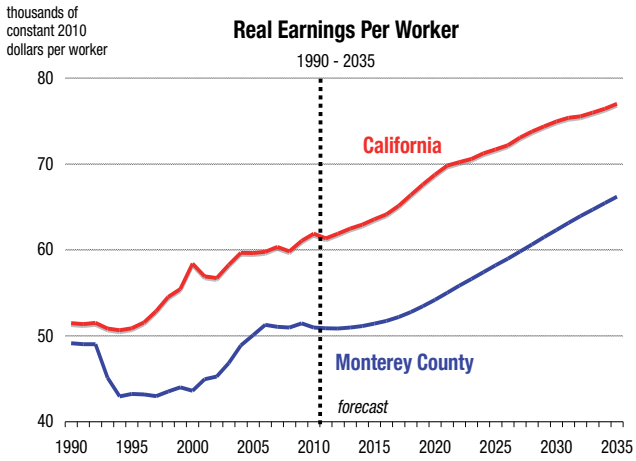
2006-2010 History, 2011-2040 Forecast

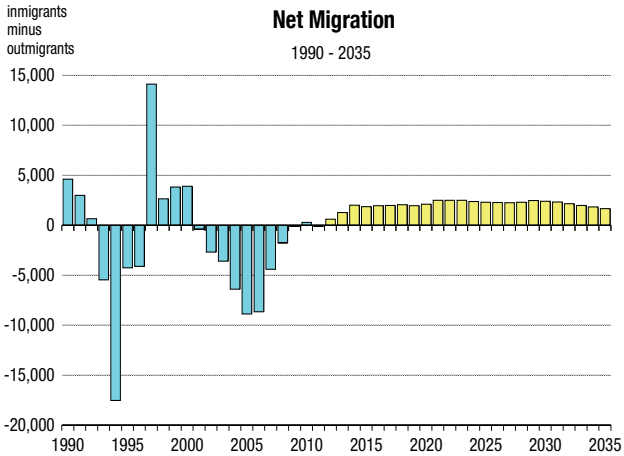
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	168.3	40.4	7.2	6.1	3.4	21.9	6.2	12.4	2.2	12.5	20.7	30.6
2007	170.3	41.6	7.0	6.1	3.6	21.9	6.0	11.9	2.1	12.7	21.1	31.5
2008	171.5	43.3	6.1	6.1	3.6	21.8	5.5	11.6	2.0	13.1	21.4	32.2
2009	165.1	42.8	4.6	5.7	3.4	20.0	4.7	10.9	1.7	13.6	20.3	32.6
2010	166.8	45.4	4.1	5.3	3.3	20.1	4.4	11.3	1.7	13.6	20.1	32.6
2011	168.9	45.8	4.6	5.3	3.4	20.7	4.3	11.7	1.8	13.9	20.3	32.2
2012	172.0	46.2	4.9	5.4	3.5	21.2	4.3	12.2	1.8	14.2	20.7	32.4
2013	175.8	46.6	5.3	5.5	3.6	21.9	4.4	12.8	1.9	14.5	21.1	33.0
2014	179.6	47.0	5.6	5.6	3.7	22.6	4.4	13.3	1.9	14.8	21.7	33.6
2015	183.4	47.3	5.8	5.7	3.8	23.3	4.4	13.7	1.9	15.2	22.3	34.2
2016	186.7	47.6	5.9	5.8	3.9	24.0	4.4	14.1	1.9	15.6	22.8	34.8
2017	189.5	48.0	6.1	5.7	3.9	24.5	4.4	14.4	1.9	15.9	23.3	35.4
2018	191.9	48.3	6.2	5.7	4.0	24.9	4.3	14.6	1.9	16.2	23.7	36.0
2019	194.2	48.7	6.4	5.7	4.1	25.3	4.3	14.7	1.9	16.5	24.0	36.5
2020	196.4	48.9	6.6	5.6	4.2	25.6	4.2	14.9	1.9	16.7	24.3	37.1
2021	198.6	49.2	6.8	5.6	4.4	25.9	4.2	15.1	1.9	16.9	24.6	37.7
2022	200.7	49.4	6.9	5.6	4.4	26.2	4.1	15.3	1.9	17.2	24.8	38.3
2023	202.8	49.7	7.1	5.6	4.5	26.5	4.1	15.6	1.9	17.5	25.0	38.8
2024	205.2	50.0	7.2	5.6	4.6	26.9	4.0	15.8	1.9	17.8	25.2	39.4
2025	207.5	50.3	7.3	5.6	4.7	27.2	4.0	16.1	1.9	18.2	25.5	40.0
2026	209.8	50.6	7.4	5.6	4.7	27.6	4.0	16.4	1.9	18.6	25.6	40.6
2027	212.1	50.9	7.6	5.6	4.8	27.9	4.0	16.6	1.9	18.9	25.8	41.2
2028	214.4	51.2	7.7	5.6	4.9	28.2	3.9	16.9	1.9	19.3	26.0	41.8
2029	216.7	51.5	7.8	5.6	4.9	28.6	3.9	17.1	1.9	19.7	26.2	42.4
2030	218.8	51.7	7.9	5.6	5.0	28.9	3.9	17.4	1.9	20.1	26.4	43.0
2031	220.9	51.9	8.0	5.5	5.0	29.3	3.9	17.6	1.9	20.5	26.6	43.6
2032	223.0	52.1	8.1	5.5	5.1	29.6	3.8	17.9	1.9	20.8	26.8	44.2
2033	225.2	52.3	8.1	5.5	5.1	29.9	3.8	18.1	1.8	21.2	27.0	44.8
2034	227.4	52.6	8.2	5.5	5.2	30.3	3.8	18.3	1.8	21.6	27.2	45.3
2035	229.5	52.9	8.3	5.5	5.2	30.6	3.7	18.5	1.8	22.0	27.4	45.9
2036	231.7	53.2	8.4	5.5	5.3	30.9	3.7	18.7	1.8	22.4	27.6	46.5
2037	234.0	53.6	8.5	5.5	5.4	31.3	3.7	18.8	1.8	22.7	27.8	47.1
2038	236.2	53.8	8.6	5.5	5.4	31.6	3.7	19.0	1.8	23.1	28.0	47.7
2039	238.4	54.1	8.7	5.5	5.5	32.0	3.7	19.2	1.8	23.5	28.2	48.3
2040	240.7	54.4	8.8	5.4	5.5	32.3	3.6	19.4	1.8	23.9	28.4	48.9

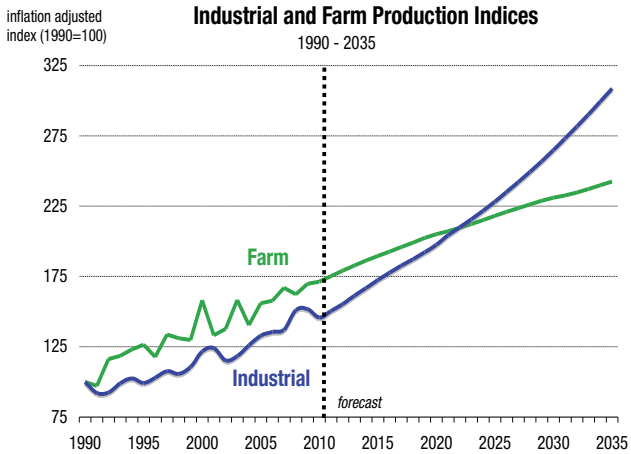












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.2 %
Expected job growth:	10.6 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	16.3 %
Expected population growth:	7.2 %
Net migration to account for:	25.7 %
Expected growth in number of vehicles:	7.1%

Demographics (2011)

Unemployment rate (June 2011):	11.1 %
County Rank* in California (58 counties):	16th
Working age (16-64) population:	64.5 %
Population with B.A. Degree or higher:	22.7 %
Median Home Selling Price:	$240,000
Median Household Income:	$58,364

Quality of Life

Violent Crime rate (2009):	490 per 100,000 persons
County Rank* in California (58 counties):	43rd
Average Commute Time to work (2011):	23.8 minutes
High School drop out rate (2009):	19.1 %
Households at/below poverty line:	11.4 %

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

Napa County Economic Forecast

Napa County is home to the Napa Valley, which is a popular tourist destination known for wine grapes and premium wine production. Napa County has a population of nearly 137,000 people and 63,700 wage and salary jobs. The per capita income in Napa County is $50,017, and the average salary per worker is $53,486. The median family income in the Napa-Solano metro area was estimated at $79,200 in 2010, among the highest in the state.

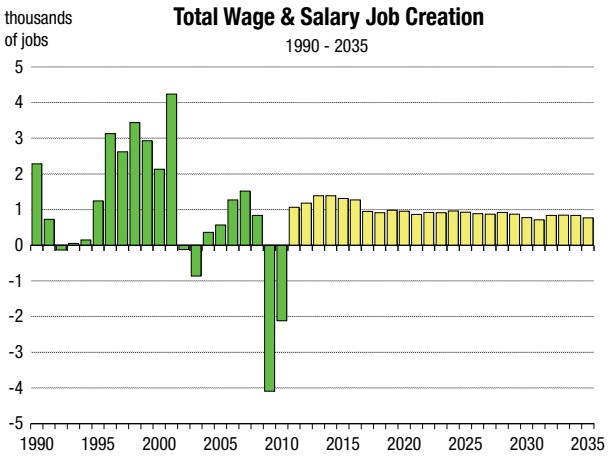
Employment growth in Northern California was negative in 2010, and employment in the greater Bay Area declined by 1.4 percent last year. There were 2,100 total wage and salary jobs lost in Napa County in 2010 representing a total workforce decline of -3.2 percent. Non-farm employment declined by 2.9 percent. Farm employment declined by 6.9 percent. The unemployment rate increased to 9.8 percent in 2010.

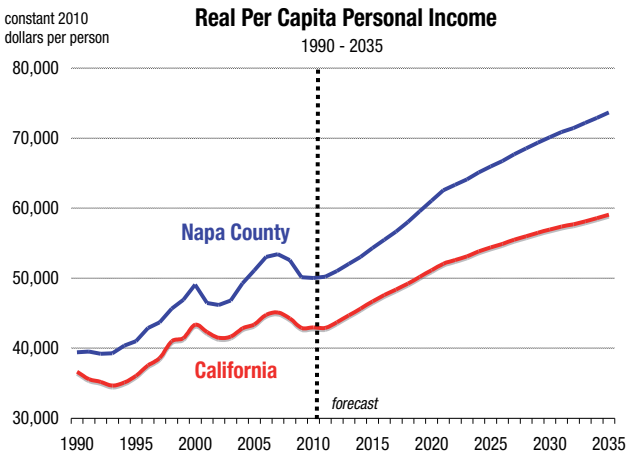
Employment gains were observed in the education and healthcare (+120 jobs), retail trade (+60 jobs), and leisure and hospitality (+250 jobs) sectors during 2010. The largest declines in employment were in the professional services (-500 jobs), construction (-480 jobs), manufacturing (-420 jobs), farm (-340 jobs), and government (-240 jobs) sectors. The non-durable manufacturing sector, largely beverage manufacturing from the wine industry has fallen 37 percent in the past two years.

There was virtually no building in the county during 2010. Just 117 homes were started during the year, the lowest on record by a substantial margin.

The population grew by 9.8 percent between the 2000 and 2010 census in Napa County. The fastest growing city in the county is American Canyon, where population nearly doubled, and accounted for 79 percent of all growth in the county. The city of Napa is by far the largest in the county, accounting for over 56 percent of the total population.

After a decline in 2010, employment is expected to increase in 2011, while population will continue to grow at just under one percent.





Forecast Highlights

- 1.6 percent job growth is forecast in 2011. The farm sector is expected to rise 6.0 percent, reversing the losses of last year. Between 2011 and 2016, the annual growth rate is forecast to average 2.0 percent per year.

- Average salaries adjusted for inflation are below the California average, and will remain so over the foreseeable future. Real average salaries are forecast to rise an average of 0.8 percent per year from 2011 to 2016.

- Between 2011 and 2016, job creation is concentrated in retail trade, healthcare and education, professional services, and manufacturing.

- Government employment will continue to decline through 2012, though losses are minor relative to what occurred in the private sector.

- Population growth is expected to average 0.8 percent per year from 2011 to 2016.

- During the 2011 to 2016 period net migration is forecast to average 750 people entering the county per year. Migration will decline over the longer term forecast, but remains positive.

- Real per capita incomes rise 0.4 percent in 2011. From 2011 to 2016 real per capita incomes are forecast to rise approximately 2.0 percent per year.

- Total taxable sales adjusted for inflation are expected to increase an average of 4.4 percent per year between 2011 and 2016.

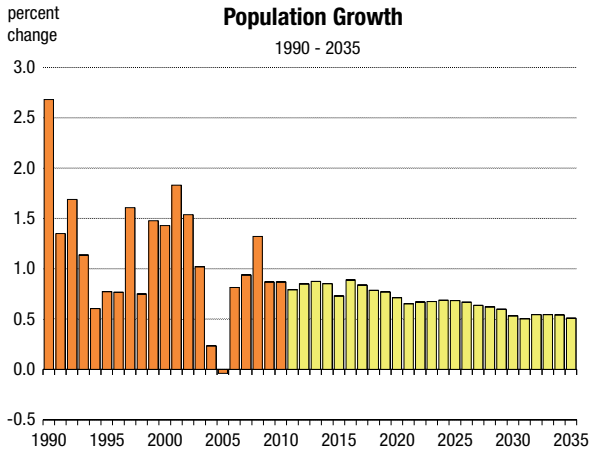
- Industrial production is expected to rise 3.4 percent in 2011. From 2011 to 2016 industrial production is forecast to grow an average of 2.9 percent per year.

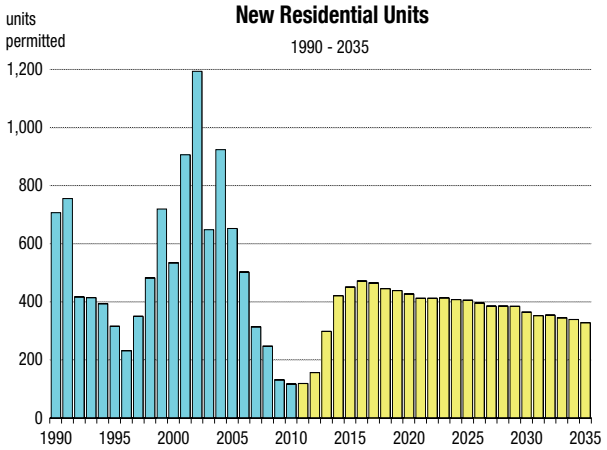
- Farm production is forecast to increase by 1.4 percent per year between 2011 and 2016. The principal crop in the county is wine grapes.

Napa County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	131,417	513	138	49.6	503	$2.44	$6.41	$53,053	3.2	520.0	2.16	3.9
2007	132,654	703	138	50.2	314	$2.57	$6.74	$53,408	3.4	507.2	2.26	4.0
2008	134,407	1,292	139	50.6	247	$2.55	$6.91	$52,561	3.0	418.2	2.66	5.1
2009	135,575	717	138	50.8	132	$2.22	$6.71	$50,121	0.8	508.9	2.63	8.6
2010	136,754	770	138	51.0	117	$2.33	$6.84	$50,017	1.3	461.5	2.61	9.8
2011	137,843	700	138	51.1	119	$2.41	$7.15	$50,203	3.3	492.3	2.70	9.1
2012	139,018	778	138	51.2	157	$2.55	$7.49	$51,012	2.3	504.3	2.78	8.5
2013	140,236	814	139	51.4	298	$2.73	$7.89	$52,041	2.3	513.3	2.87	7.5
2014	141,430	782	140	51.7	421	$2.92	$8.31	$53,056	2.4	519.1	2.94	6.5
2015	142,460	611	141	52.1	451	$3.13	$8.75	$54,316	2.1	516.3	3.01	5.7
2016	143,725	834	142	52.6	493	$3.35	$9.20	$55,508	2.1	528.4	3.11	5.1
2017	144,932	761	144	53.1	499	$3.56	$9.67	$56,655	2.1	537.3	3.23	4.8
2018	146,074	682	145	53.6	500	$3.78	$10.17	$58,004	2.0	546.2	3.35	4.5
2019	147,203	653	146	54.1	505	$4.01	$10.71	$59,497	1.9	558.3	3.47	4.2
2020	148,258	562	147	54.6	491	$4.24	$11.25	$60,950	1.7	552.1	3.60	4.0
2021	149,231	466	149	55.1	471	$4.47	$11.78	$62,384	1.7	543.2	3.74	4.0
2022	150,235	486	150	55.6	490	$4.70	$12.29	$63,236	2.2	558.3	3.87	4.0
2023	151,255	490	151	56.1	497	$4.94	$12.81	$64,073	2.2	570.0	4.01	4.0
2024	152,302	509	152	56.6	483	$5.19	$13.38	$65,108	2.1	585.1	4.14	4.0
2025	153,351	502	154	57.1	472	$5.46	$13.94	$65,987	2.1	597.1	4.29	4.0
2026	154,380	474	155	57.6	462	$5.74	$14.50	$66,780	2.1	603.0	4.44	4.0
2027	155,367	429	156	58.0	427	$6.02	$15.11	$67,744	2.1	606.1	4.59	4.0
2028	156,339	413	158	58.5	422	$6.32	$15.73	$68,609	2.1	615.0	4.76	4.0
2029	157,280	379	159	58.9	414	$6.63	$16.35	$69,426	2.1	620.9	4.92	4.0
2030	158,123	280	160	59.3	398	$6.95	$16.98	$70,204	2.1	611.9	5.10	4.0
2031	158,925	234	161	59.7	386	$7.28	$17.61	$70,922	2.2	603.0	5.27	4.0
2032	159,798	302	162	60.1	387	$7.62	$18.24	$71,497	2.2	624.0	5.45	4.0
2033	160,674	301	163	60.5	382	$7.97	$18.92	$72,220	2.1	641.9	5.64	4.0
2034	161,554	301	165	60.9	377	$8.34	$19.64	$72,938	2.2	657.0	5.83	4.0
2035	162,382	246	166	61.3	366	$8.73	$20.38	$73,736	2.2	660.0	6.04	4.0
2036	163,228	263	167	61.7	362	$9.13	$21.16	$74,548	2.1	683.8	6.25	4.0
2037	164,070	256	168	62.1	356	$9.56	$21.97	$75,372	2.2	695.8	6.48	4.0
2038	164,886	224	169	62.4	347	$10.00	$22.80	$76,228	2.1	677.9	6.71	4.0
2039	165,719	236	170	62.8	343	$10.47	$23.68	$77,161	2.1	692.7	6.94	4.0
2040	166,557	234	171	63.1	338	$10.95	$24.58	$78,094	2.1	704.8	7.19	4.0

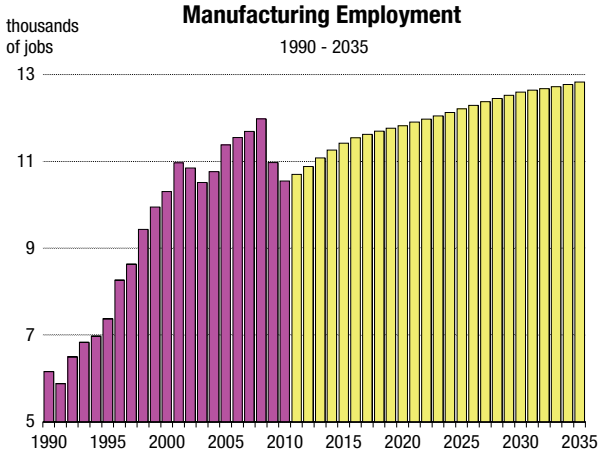


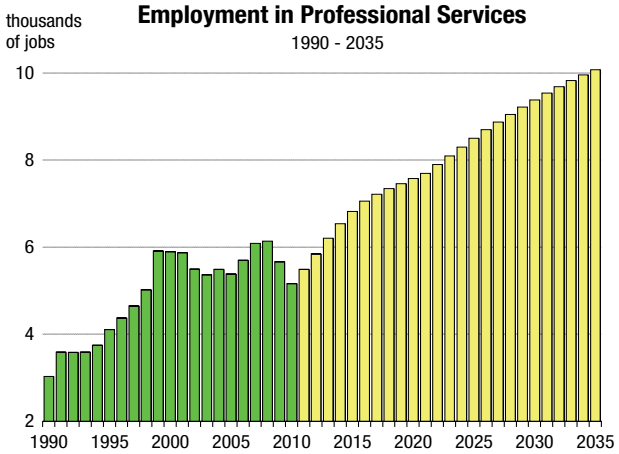


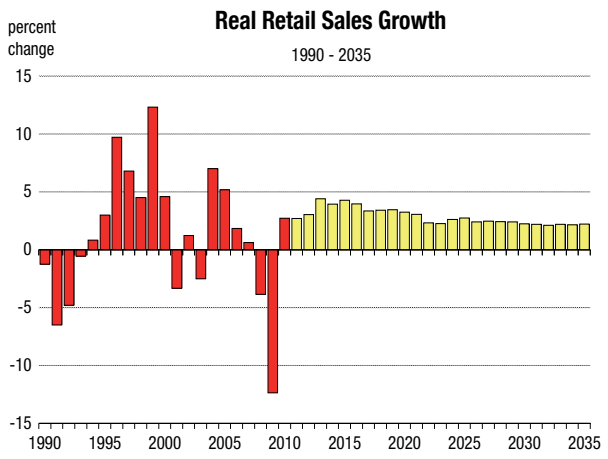
Napa County Employment Forecast

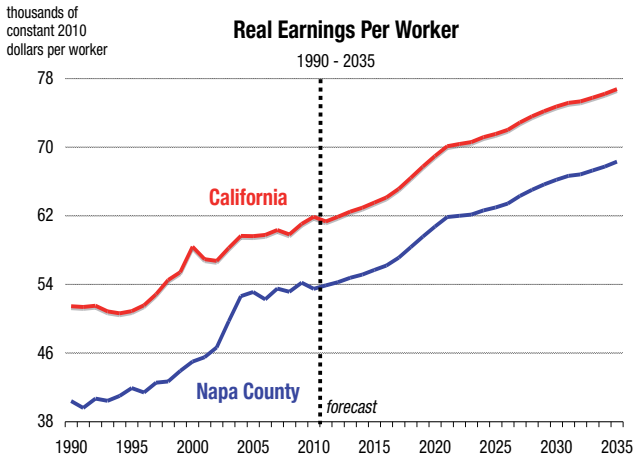
2006-2010 History, 2011-2040 Forecast

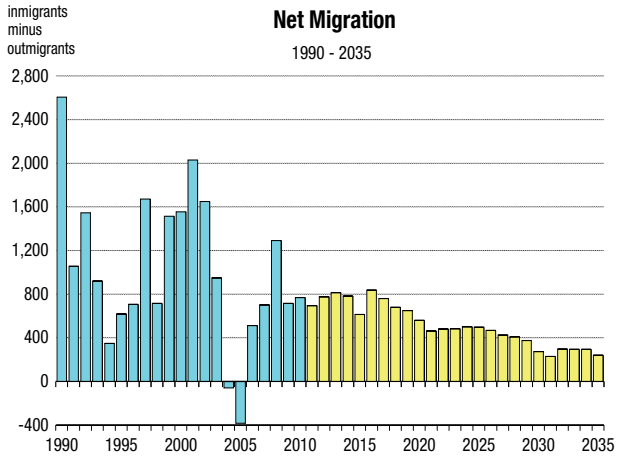
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	67.5	4.74	5.1	11.6	1.4	7.5	2.8	5.7	0.7	7.7	8.5	10.0
2007	69.0	4.91	4.5	11.7	1.6	7.8	2.6	6.1	0.7	8.0	9.1	10.2
2008	69.9	4.87	4.0	12.0	1.7	7.7	2.6	6.1	0.7	8.2	9.2	10.6
2009	65.8	4.93	3.0	11.0	1.6	7.3	2.4	5.7	0.6	8.0	8.8	10.6
2010	63.7	4.59	2.5	10.6	1.5	7.3	2.3	5.2	0.6	8.1	9.1	10.4
2011	64.7	4.87	2.6	10.7	1.5	7.4	2.3	5.5	0.6	8.3	9.0	10.2
2012	65.9	4.96	2.6	10.9	1.6	7.6	2.4	5.8	0.6	8.5	9.1	10.2
2013	67.3	5.03	2.6	11.1	1.7	7.8	2.4	6.2	0.7	8.6	9.2	10.2
2014	68.7	5.08	2.7	11.3	1.8	8.0	2.4	6.5	0.7	8.7	9.3	10.3
2015	70.0	5.07	2.8	11.4	1.9	8.2	2.5	6.8	0.7	8.9	9.5	10.5
2016	71.3	5.12	2.8	11.5	2.0	8.4	2.6	7.1	0.7	9.0	9.6	10.6
2017	72.2	5.13	2.9	11.6	2.0	8.6	2.6	7.2	0.7	9.2	9.6	10.6
2018	73.1	5.11	3.0	11.7	2.1	8.8	2.6	7.3	0.7	9.3	9.7	10.7
2019	74.1	5.14	3.2	11.8	2.2	9.0	2.7	7.5	0.7	9.5	9.8	10.7
2020	75.1	5.10	3.3	11.8	2.3	9.2	2.7	7.6	0.7	9.6	9.8	10.8
2021	75.9	5.06	3.5	11.9	2.4	9.4	2.7	7.7	0.7	9.7	9.9	10.9
2022	76.8	5.14	3.6	12.0	2.5	9.5	2.7	7.8	0.7	9.9	10.0	10.9
2023	77.7	5.20	3.7	12.1	2.6	9.7	2.7	8.0	0.7	10.0	10.0	11.0
2024	78.7	5.28	3.8	12.1	2.6	9.8	2.7	8.1	0.7	10.2	10.1	11.0
2025	79.6	5.34	3.9	12.2	2.7	10.0	2.7	8.3	0.7	10.3	10.1	11.1
2026	80.5	5.37	4.0	12.3	2.7	10.1	2.7	8.5	0.7	10.5	10.2	11.1
2027	81.4	5.39	4.1	12.4	2.8	10.2	2.7	8.7	0.8	10.6	10.3	11.2
2028	82.3	5.44	4.2	12.4	2.8	10.4	2.7	8.8	0.8	10.8	10.4	11.3
2029	83.2	5.47	4.2	12.5	2.9	10.5	2.7	9.0	0.8	10.9	10.5	11.3
2030	84.0	5.43	4.3	12.6	2.9	10.6	2.7	9.2	0.8	11.1	10.6	11.4
2031	84.7	5.38	4.4	12.6	3.0	10.8	2.7	9.3	0.8	11.2	10.7	11.5
2032	85.5	5.50	4.4	12.7	3.0	10.9	2.7	9.5	0.8	11.3	10.8	11.5
2033	86.3	5.59	4.5	12.7	3.1	11.0	2.7	9.6	0.8	11.4	10.9	11.6
2034	87.2	5.67	4.5	12.8	3.1	11.1	2.7	9.7	0.8	11.6	11.0	11.6
2035	87.9	5.69	4.6	12.8	3.2	11.3	2.7	9.8	0.8	11.7	11.1	11.7
2036	88.8	5.82	4.7	12.9	3.2	11.4	2.7	10.0	0.8	11.8	11.3	11.8
2037	89.7	5.88	4.7	13.0	3.3	11.5	2.7	10.1	0.8	11.9	11.4	11.8
2038	90.4	5.79	4.8	13.0	3.4	11.6	2.7	10.2	0.8	12.0	11.6	11.9
2039	91.3	5.87	4.8	13.1	3.4	11.8	2.7	10.3	0.8	12.0	11.8	12.0
2040	92.1	5.94	4.9	13.1	3.5	11.9	2.7	10.5	0.8	12.1	11.9	12.0

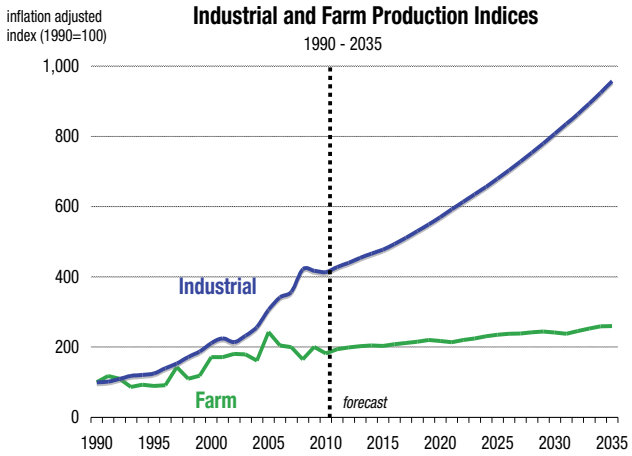












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	22.9 %
Expected job growth:	10.2 %
Fastest growing jobs sector:	Transportation, Warehousing, and Utilities
Expected personal income growth:	15.3 %
Expected population growth:	4.3 %
Net migration to account for:	64.9 %
Expected growth in number of vehicles:	3.2 %

Demographics (2011)

Unemployment rate (June 2011):	9.2 %
County Rank* in California (58 counties):	5th
Working age (16-64) population:	64.2 %
Population with B.A. Degree or higher:	30.5 %
Median Home Selling Price:	$335,000
Median Household Income:	$65,003

Quality of Life

Violent Crime rate (2009):	422 per 100,000 persons
County Rank* in California (58 counties):	33rd
Average Commute Time to work (2011):	25.1 minutes
High School drop out rate (2009):	20.4 %
Households at/below poverty line:	5.0 %

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

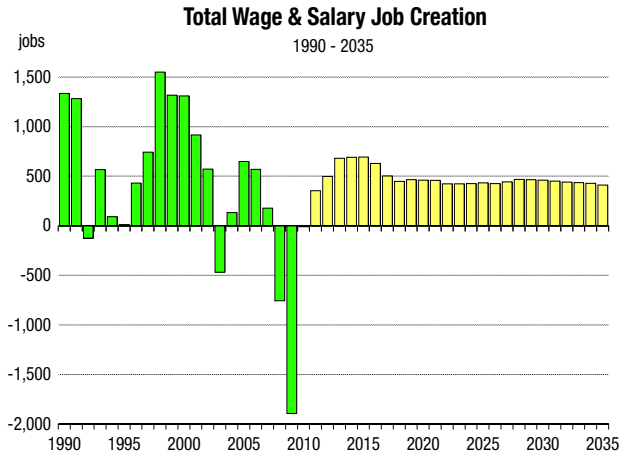
Nevada County Economic Forecast

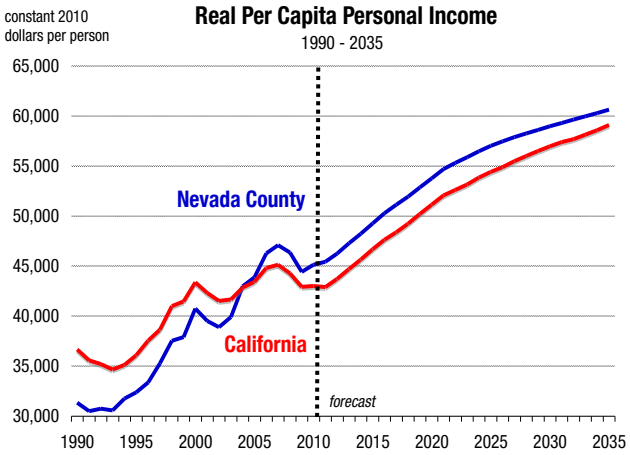
Nevada County is located on the California-Nevada state border. In addition to being a recreation destination, the county is a mini technology hub, home to over 70 high tech businesses. Nevada County has a population of 98,879 people and 27,880 wage and salary jobs. The per capita income in Nevada County is $45,129, and the average salary per worker is $45,970.

In 2010, 7 total wage and salary jobs were lost in Nevada County, leaving employment in the county essentially unchanged. Non-farm employment accounts for over 99 percent of total employment in the county. The unemployment rate rose to 11.5 percent in 2010.

During 2010 employment rose substantially in government (+420 jobs), and leisure (+305 jobs), no other sectors increased employment by more than 10 positions. These gains were offset by losses in construction (-190 jobs), professional services (-150 jobs), education and healthcare (-140 jobs), and retail trade (-140 jobs). Many of the largest employers in the county are related to tourism, including Soda Springs Ski Area, Sugar Bowl Ski Resort, and Boreal Mountain Resort.

The population of Nevada County grew by 7.3 percent between the 2000 and 2010 census. The largest city in the county is Truckee with 16,180 residents, which grew 16.7 percent over the past decade. Net migration into the county has been positive every year since 1971. Since 1997 the county has relied on net migration for growth, because the natural increase has been negative.





Forecast Highlights

- Total wage and salary job growth is forecast to be 1.3 percent in 2011. From 2011 to 2016, total employment growth averages 2.2 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 0.3 percent per year during the 2011 to 2016 period.

- Between 2011 and 2016, the momentum for employment growth is in professional services, health and education, leisure services, retail trade and construction. These sectors account for 73 percent of all job creation during this time. Government, the largest employer in the county has declining employment through 2012.

- Population growth in the 2011 to 2016 period is forecast to average 1.1 percent per year.

- Net migration is expected to be approximately 800 net migrants entering the county in 2011, continuing the upward trend of recent years. Between 2011 and 2016 net migration averages 1,200 net migrants per year.

- Real per capita income is forecast to rise 0.7 percent in 2011. From 2011 to 2016 real per capita incomes are expected to increase an average of 2.1 percent per year.

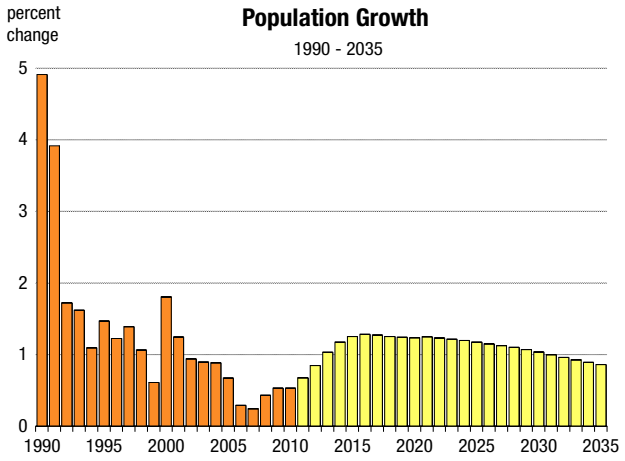
- Total taxable sales, adjusted for inflation, are forecast to increase 6.0 percent in 2011. Between 2011 and 2016 real taxable sales are forecast to increase at an average rate of 4.7 percent per year.

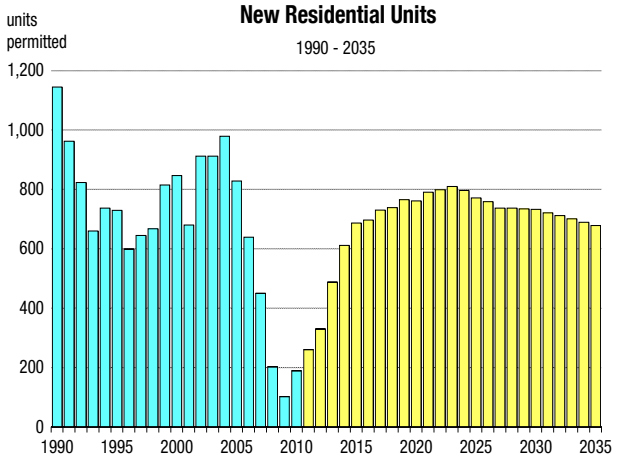
- Industrial production is forecast to increase by 2.7 percent in 2011. From 2011 to 2016 the growth rate of industrial production averages 3.1 percent per year.

Nevada County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	97,168	331	131.5	40.6	639	$1.35	$4.13	$46,264	3.2	9.7	412.3	4.9
2007	97,405	334	128.9	41.1	450	$1.32	$4.36	$47,103	3.4	10.1	436.7	5.0
2008	97,829	481	129.0	41.7	203	$1.19	$4.44	$46,360	3.0	9.5	496.9	5.1
2009	98,353	588	128.4	42.0	103	$0.98	$4.31	$44,406	0.8	9.8	499.0	10.5
2010	98,879	629	128.4	42.1	190	$1.03	$4.46	$45,129	1.3	10.1	479.9	11.5
2011	99,550	778	128.6	42.3	261	$1.12	$4.67	$45,436	3.3	10.0	492.8	10.6
2012	100,395	943	129.2	42.5	330	$1.21	$4.91	$46,257	2.3	10.0	507.0	10.0
2013	101,433	1,137	130.3	42.8	488	$1.31	$5.18	$47,286	2.3	10.0	524.6	9.1
2014	102,627	1,295	131.8	43.2	612	$1.40	$5.48	$48,241	2.4	10.0	540.7	8.2
2015	103,914	1,392	133.6	43.7	687	$1.49	$5.79	$49,266	2.1	10.0	557.9	7.5
2016	105,250	1,444	135.3	44.3	697	$1.58	$6.11	$50,290	2.1	10.0	574.2	7.0
2017	106,592	1,453	136.9	44.8	731	$1.67	$6.42	$51,137	2.1	10.1	589.3	6.7
2018	107,929	1,454	138.4	45.4	739	$1.76	$6.73	$51,952	2.0	10.1	603.8	6.5
2019	109,271	1,464	139.8	46.1	766	$1.84	$7.07	$52,871	1.9	10.1	619.0	6.3
2020	110,624	1,481	141.2	46.7	762	$1.93	$7.41	$53,788	1.7	10.1	634.5	6.2
2021	112,008	1,519	142.6	47.3	791	$2.01	$7.75	$54,684	1.7	10.1	656.8	6.2
2022	113,388	1,524	143.9	48.0	800	$2.10	$8.11	$55,306	2.2	10.1	674.3	6.3
2023	114,769	1,533	145.2	48.6	810	$2.19	$8.48	$55,887	2.2	10.1	692.6	6.3
2024	116,144	1,538	146.5	49.3	797	$2.29	$8.85	$56,490	2.1	10.1	713.1	6.4
2025	117,509	1,538	147.8	50.0	771	$2.39	$9.23	$57,028	2.1	10.1	734.0	6.4
2026	118,862	1,537	149.1	50.6	759	$2.48	$9.61	$57,469	2.1	10.1	756.1	6.4
2027	120,202	1,539	150.5	51.2	737	$2.58	$9.99	$57,882	2.1	10.1	779.5	6.4
2028	121,530	1,540	152.1	51.8	737	$2.68	$10.38	$58,260	2.1	10.1	803.6	6.4
2029	122,835	1,533	153.7	52.4	735	$2.79	$10.78	$58,622	2.1	10.1	828.6	6.3
2030	124,111	1,517	155.3	53.0	733	$2.90	$11.19	$58,972	2.1	10.1	854.6	6.3
2031	125,353	1,496	156.9	53.7	721	$3.01	$11.62	$59,313	2.2	10.1	881.5	6.2
2032	126,562	1,473	158.6	54.2	712	$3.12	$12.05	$59,645	2.2	10.1	909.1	6.2
2033	127,737	1,451	160.2	54.8	702	$3.24	$12.49	$59,970	2.1	10.2	937.6	6.1
2034	128,879	1,429	161.8	55.4	690	$3.36	$12.95	$60,297	2.2	10.2	967.0	6.1
2035	129,990	1,406	163.4	56.0	679	$3.48	$13.42	$60,647	2.2	10.2	997.2	6.1
2036	131,075	1,385	164.9	56.5	672	$3.61	$13.91	$61,018	2.1	10.2	1028.4	6.0
2037	132,134	1,364	166.4	57.1	664	$3.74	$14.41	$61,393	2.2	10.2	1060.6	6.0
2038	133,172	1,345	167.8	57.6	657	$3.88	$14.93	$61,791	2.1	10.2	1093.7	5.9
2039	134,189	1,328	169.2	58.2	647	$4.02	$15.46	$62,215	2.1	10.2	1127.8	5.9
2040	135,188	1,311	170.6	58.7	637	$4.16	$16.01	$62,667	2.1	10.2	1164.0	5.8

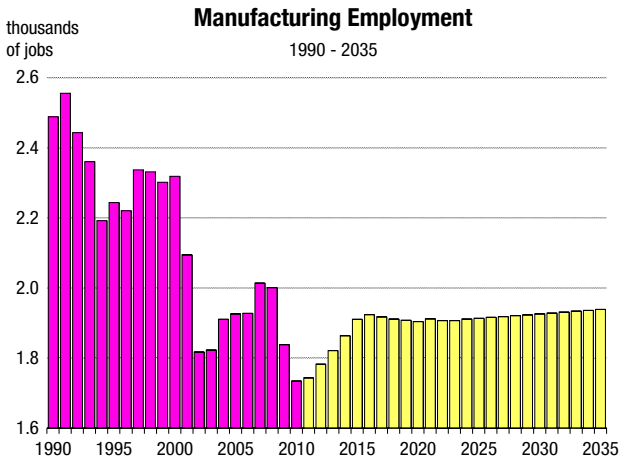


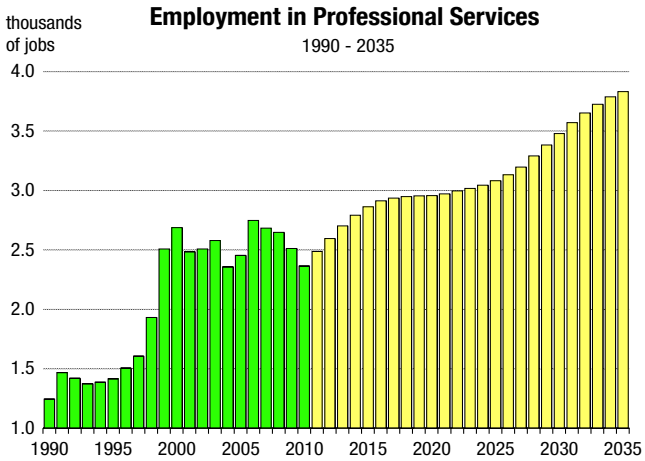


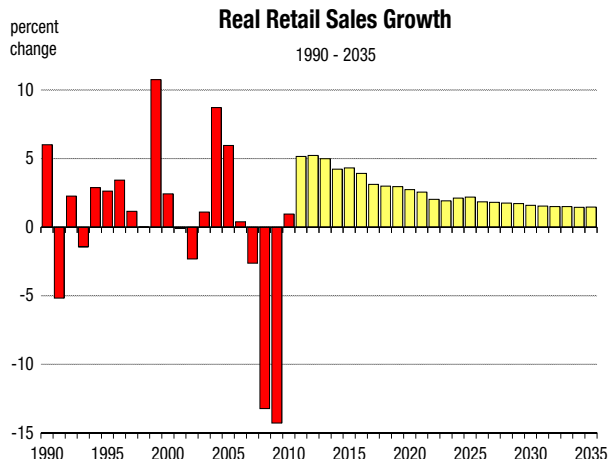
Nevada County Employment Forecast

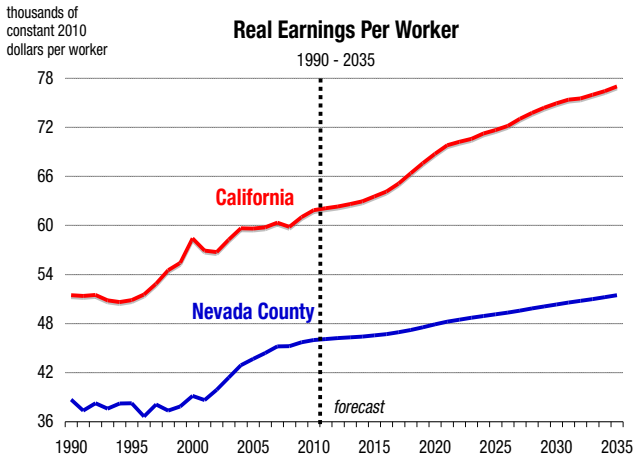
2006-2010 History, 2011-2040 Forecast

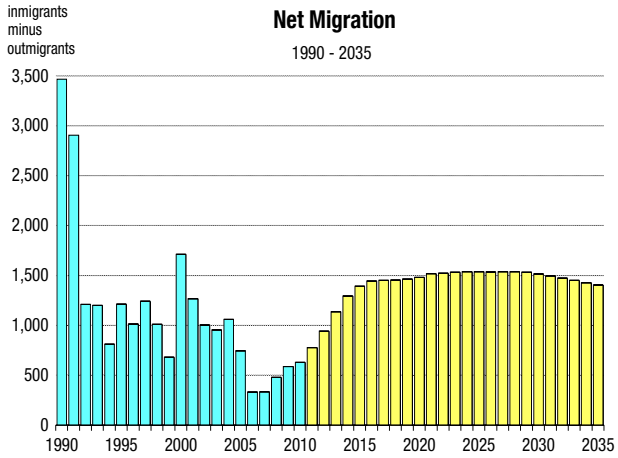
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	30.4	0.07	3.9	1.9	0.5	4.7	1.6	2.7	0.4	3.8	4.2	5.4
2007	30.5	0.09	3.7	2.0	0.5	4.7	1.6	2.7	0.4	3.8	4.4	5.4
2008	29.8	0.10	3.1	2.0	0.5	4.5	1.5	2.6	0.4	4.0	4.3	5.6
2009	27.9	0.07	2.3	1.8	0.5	4.2	1.4	2.5	0.4	4.1	4.1	5.6
2010	27.9	0.08	2.1	1.7	0.4	4.0	1.4	2.4	0.3	3.9	4.4	6.1
2011	28.2	0.08	2.1	1.7	0.4	4.1	1.4	2.5	0.4	4.0	4.6	5.9
2012	28.7	0.08	2.1	1.8	0.4	4.2	1.4	2.6	0.4	4.1	4.7	5.9
2013	29.4	0.09	2.2	1.8	0.4	4.3	1.4	2.7	0.4	4.2	4.9	5.9
2014	30.1	0.09	2.2	1.9	0.4	4.5	1.5	2.8	0.4	4.3	5.0	6.0
2015	30.8	0.09	2.3	1.9	0.4	4.6	1.5	2.9	0.4	4.3	5.2	6.1
2016	31.4	0.09	2.4	1.9	0.4	4.7	1.5	2.9	0.4	4.4	5.4	6.2
2017	31.9	0.09	2.5	1.9	0.4	4.8	1.5	2.9	0.4	4.5	5.6	6.2
2018	32.4	0.09	2.5	1.9	0.5	4.8	1.5	2.9	0.4	4.5	5.8	6.3
2019	32.9	0.08	2.6	1.9	0.5	4.9	1.6	3.0	0.4	4.6	5.9	6.4
2020	33.3	0.08	2.7	1.9	0.5	4.9	1.6	3.0	0.4	4.6	6.0	6.5
2021	33.8	0.08	2.8	1.9	0.5	5.0	1.6	3.0	0.4	4.7	6.1	6.6
2022	34.2	0.08	2.9	1.9	0.5	5.1	1.6	3.0	0.4	4.8	6.2	6.7
2023	34.6	0.08	3.0	1.9	0.5	5.1	1.6	3.0	0.4	4.8	6.3	6.8
2024	35.1	0.08	3.1	1.9	0.5	5.2	1.6	3.0	0.4	4.9	6.3	6.9
2025	35.5	0.08	3.2	1.9	0.5	5.2	1.6	3.1	0.4	4.9	6.4	7.0
2026	35.9	0.08	3.2	1.9	0.5	5.3	1.6	3.1	0.4	5.0	6.5	7.0
2027	36.4	0.08	3.3	1.9	0.5	5.4	1.6	3.2	0.4	5.1	6.6	7.1
2028	36.8	0.08	3.4	1.9	0.5	5.4	1.7	3.3	0.4	5.1	6.6	7.2
2029	37.3	0.08	3.4	1.9	0.5	5.5	1.7	3.4	0.4	5.2	6.7	7.3
2030	37.8	0.08	3.5	1.9	0.5	5.5	1.7	3.5	0.4	5.3	6.8	7.4
2031	38.2	0.08	3.6	1.9	0.5	5.6	1.7	3.6	0.4	5.3	6.9	7.5
2032	38.6	0.08	3.6	1.9	0.5	5.6	1.7	3.7	0.4	5.4	6.9	7.5
2033	39.1	0.08	3.7	1.9	0.5	5.7	1.7	3.7	0.4	5.5	7.0	7.6
2034	39.5	0.08	3.7	1.9	0.5	5.7	1.8	3.8	0.5	5.5	7.1	7.7
2035	39.9	0.09	3.8	1.9	0.5	5.8	1.8	3.8	0.5	5.6	7.2	7.8
2036	40.3	0.09	3.8	1.9	0.5	5.8	1.8	3.9	0.5	5.7	7.2	7.9
2037	40.7	0.09	3.9	1.9	0.6	5.9	1.8	3.9	0.5	5.8	7.3	8.0
2038	41.2	0.09	3.9	1.9	0.6	5.9	1.8	3.9	0.5	5.8	7.4	8.1
2039	41.6	0.09	4.0	1.9	0.6	6.0	1.8	4.0	0.5	5.9	7.5	8.1
2040	42.0	0.09	4.0	2.0	0.6	6.1	1.8	4.0	0.5	6.0	7.6	8.2

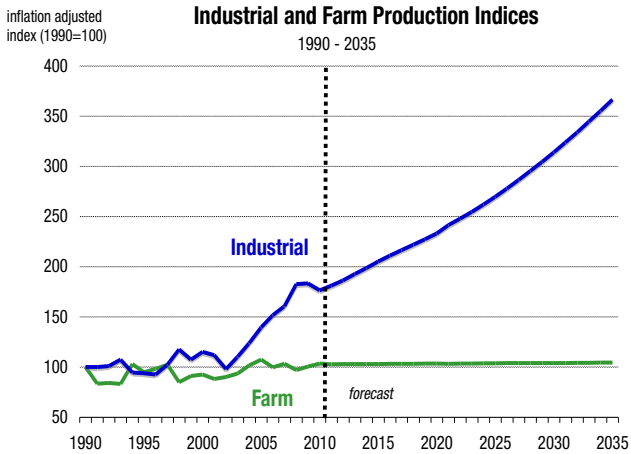












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	24.9%
Expected job growth:	11.3%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	17.0%
Expected population growth:	5.7%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	5.3%

Demographics (2011)

Unemployment rate (June 2011)	11.4%
County Rank* in California (58 counties):	19th
Working age (16-64) population:	64.6%
Population with B.A. Degree or higher:	32.4%
Median Home Selling Price:	$300,000
Median Household Income:	$56,364

Quality of Life

Violent Crime rate (2009):	293 per 100,000 persons
County Rank* in California (58 counties):	19th
Average Commute Time to work (2011):	23.2 minutes
High School drop out rate (2009):	70.5%
Households at/below poverty line:	5.3%

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

Orange County Economic Forecast

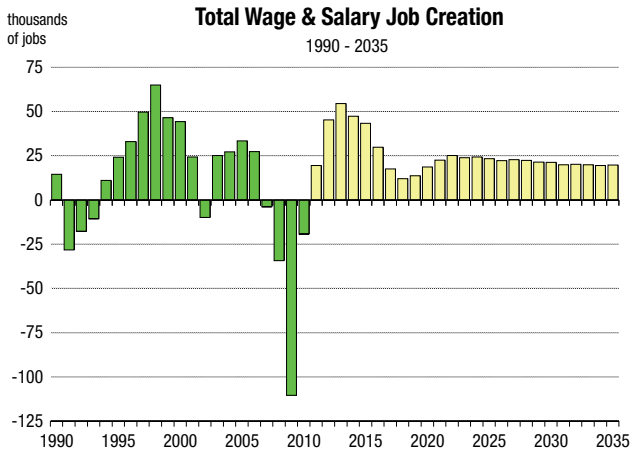
The population of Orange County is just over 3 million people. It is the third largest county in California, right behind neighboring San Diego County which has a population over 3.1 million. There are more than 1.3 million wage and salary jobs located in the county. The per capita income in Orange County is $49,862, which is the highest in Southern California, and the average salary is $60,758 per worker.

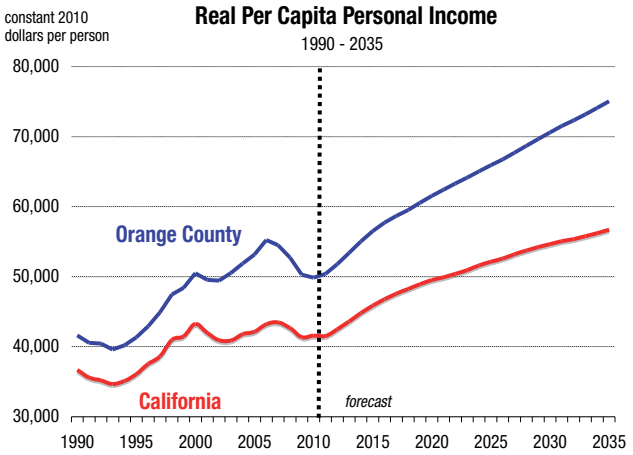
Job loss in Orange County continued for the 4th straight year in 2010, though at a much slower pace than during 2009. A total of just over 19,000 jobs were lost, representing a growth rate of -1.4 percent. The unemployment rate increased to 9.6 percent in 2010.

The net population gain from July 2009 to July 2010 in Orange County was 33,000 people, population growth has accelerated in recent years due to more in-migration.

The nationwide downturn in residential real estate had a disproportionately large impact on Orange County. Recent growth during this decade had been driven in large part by the expansion of mortgage loan companies headquartered in Orange County. In the past four years, a number of these companies declared bankruptcy and shut down as loan volumes declined and loan defaults soared.

Job losses in the financial services sector have been unprecedented. To date, employment in finance has declined by over 34,600 jobs, and is not expected to return to the previous peak until 2029. Substantial contraction in the financial sector combined with layoffs in construction, manufacturing, information, and retail trade have defined the general economic downturn in Orange County.





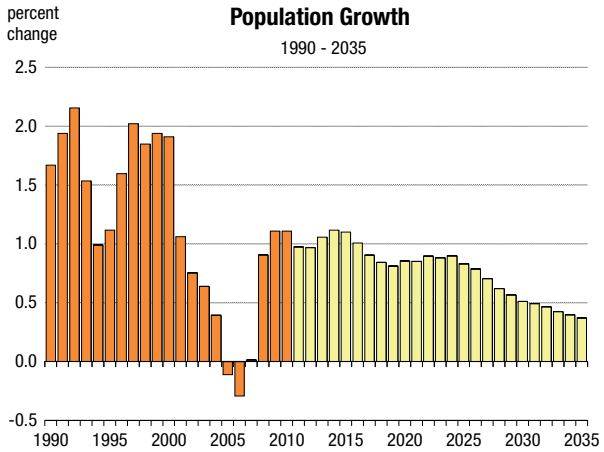
Forecast Highlights

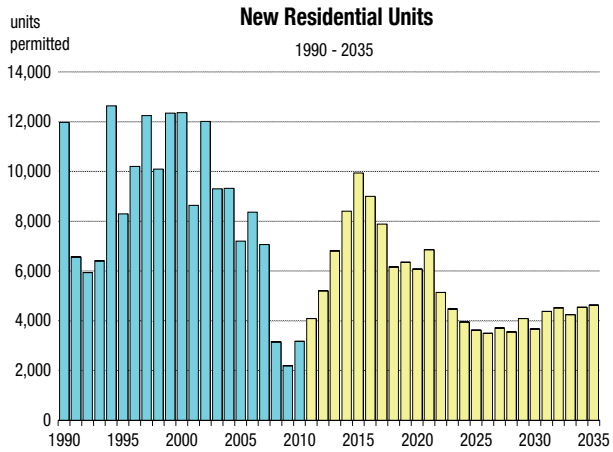
- Annual average job growth turns positive in 2011, rising by 1.4 percent. The county labor market expansion accelerates between 2011 and 2016, averaging 3.0 percent growth per year.
- Average salaries adjusted for inflation are nearly identical to the California state average. Average salaries move in lockstep with the state throughout the forecast.
- The services sector remains the growth engine of jobs in Orange County, especially professional business services.
- Employment in construction, wholesale trade, information, and professional services is expected to grow more than 20 percent between 2011 and 2016.
- The government sector continues to contract in 2011 as budget deficits force layoffs that were delayed during the recession.
- Annual population growth in the 2011 to 2016 period averages 1.1 percent per year.
- Net migration remains significantly positive, with over 68,000 new residents entering the county between 2011 and 2016.
- Real per capita income rises by 1.0 percent in 2011. Growth then accelerates sharply and between 2011 and 2016, the average annual rate of growth is 2.8 percent.
- Total taxable sales adjusted for inflation have already begun to rebound, and will grow at a faster pace in 2011 and 2012. Between 2011 and 2016 total taxable sales growth averages 5.4 percent per year.
- Industrial production in the county is expected to average 2.4 percent growth per year from 2011 to 2016.

Orange County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	2,926,818	-35,572	2.55	985	8,371	$57.9	$152.4	$55,233	4.3	309	30.1	3.4
2007	2,927,239	-26,497	2.54	991	7,072	$58.0	$155.3	$54,484	3.3	265	30.2	3.9
2008	2,953,778	-292	2.53	996	3,159	$54.2	$156.9	$52,705	3.5	229	31.1	5.2
2009	2,986,562	8,788	2.51	1,001	2,200	$46.3	$150.2	$50,276	-0.8	194	30.0	8.9
2010	3,019,710	10,371	2.52	1,006	3,181	$48.0	$152.4	$49,862	1.2	171	29.6	9.6
2011	3,049,141	7,808	2.54	1,006	4,097	$51.0	$159.0	$50,372	2.3	170	30.5	8.5
2012	3,078,699	8,460	2.57	1,010	5,213	$55.7	$168.8	$51,770	2.3	169	31.2	7.0
2013	3,111,272	11,715	2.62	1,014	6,812	$60.5	$180.4	$53,402	2.5	167	32.0	5.7
2014	3,146,047	14,197	2.68	1,021	8,405	$65.5	$192.9	$55,003	2.7	164	32.7	4.9
2015	3,180,703	14,388	2.74	1,028	9,938	$70.7	$206.0	$56,501	2.8	161	33.5	4.2
2016	3,212,796	11,996	2.79	1,038	9,000	$75.6	$218.6	$57,696	2.9	159	34.4	4.0
2017	3,241,864	8,865	2.84	1,046	7,889	$80.2	$230.5	$58,653	2.8	155	35.4	4.1
2018	3,269,226	7,137	2.87	1,053	6,171	$84.9	$242.3	$59,517	2.7	152	36.3	4.2
2019	3,295,785	6,403	2.90	1,059	6,353	$90.2	$254.7	$60,549	2.5	149	37.2	4.1
2020	3,324,011	8,190	2.93	1,065	6,084	$94.5	$267.1	$61,538	2.3	145	38.2	3.9
2021	3,352,346	8,489	2.96	1,070	6,863	$99.3	$279.3	$62,428	2.2	141	39.3	3.8
2022	3,382,415	10,428	2.99	1,076	5,142	$103.8	$292.3	$63,316	2.3	138	40.4	3.7
2023	3,412,273	10,558	3.02	1,081	4,480	$108.2	$305.3	$64,134	2.2	134	41.4	3.7
2024	3,442,928	11,416	3.06	1,085	3,962	$112.9	$319.2	$65,045	2.2	130	42.6	3.7
2025	3,471,551	9,644	3.09	1,089	3,625	$118.1	$333.2	$65,913	2.2	127	43.7	3.7
2026	3,498,886	8,825	3.13	1,092	3,497	$123.2	$347.3	$66,723	2.2	124	44.9	3.7
2027	3,523,592	6,892	3.16	1,095	3,717	$128.6	$362.3	$67,685	2.1	120	46.2	3.7
2028	3,545,446	4,824	3.19	1,099	3,554	$134.4	$377.9	$68,666	2.2	117	47.5	3.7
2029	3,565,531	3,923	3.23	1,102	4,100	$140.5	$393.8	$69,630	2.2	113	48.9	3.7
2030	3,583,770	2,877	3.26	1,106	3,676	$146.7	$410.1	$70,596	2.2	110	50.3	3.7
2031	3,601,470	3,088	3.29	1,109	4,383	$153.2	$426.7	$71,492	2.2	106	51.8	3.7
2032	3,618,241	3,007	3.32	1,113	4,529	$160.2	$443.4	$72,314	2.2	102	53.4	3.7
2033	3,633,630	2,598	3.35	1,117	4,254	$167.2	$460.6	$73,187	2.2	98	54.9	3.8
2034	3,648,102	2,894	3.38	1,121	4,550	$174.5	$478.7	$74,080	2.3	95	56.6	3.8
2035	3,661,652	3,144	3.41	1,125	4,638	$182.1	$497.6	$75,058	2.2	91	58.2	3.8
2036	3,674,466	3,465	3.44	1,130	4,325	$190.2	$517.1	$76,061	2.2	88	60.0	3.8
2037	3,686,367	3,428	3.47	1,134	4,555	$198.5	$537.5	$77,093	2.2	85	61.8	3.8
2038	3,696,891	3,064	3.50	1,138	4,389	$207.2	$558.8	$78,217	2.2	82	63.6	3.7
2039	3,706,049	2,840	3.53	1,142	4,265	$216.3	$581.0	$79,407	2.2	79	65.5	3.7
2040	3,714,160	2,680	3.56	1,146	4,114	$225.9	$603.8	$80,644	2.1	76	67.5	3.7

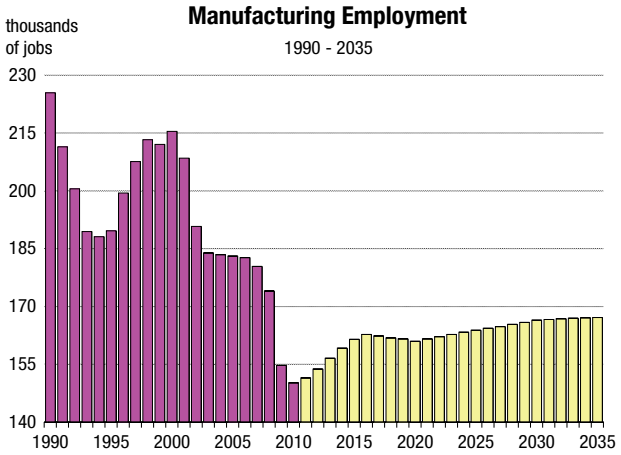


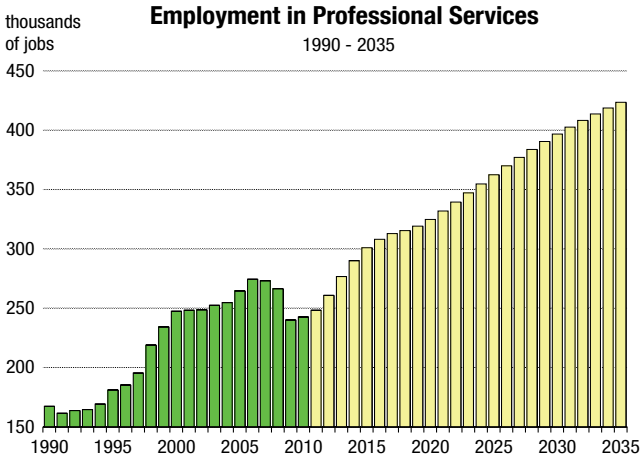


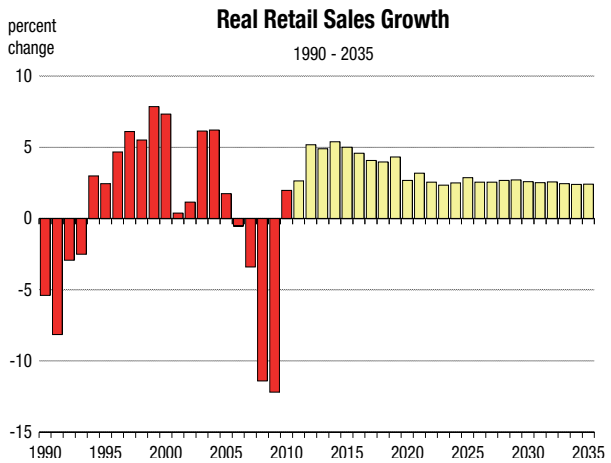
Orange County Employment Forecast

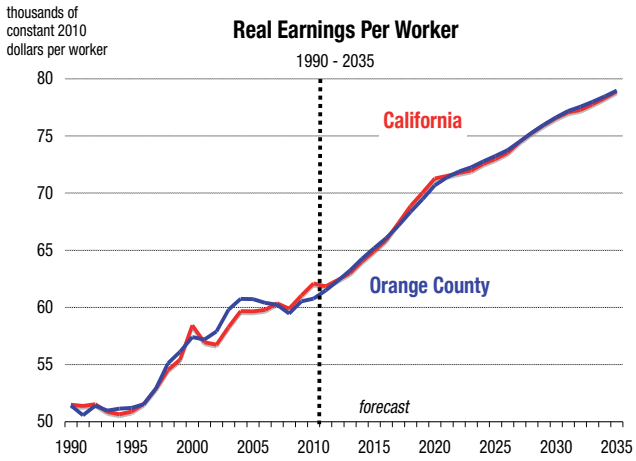
2006-2010 History, 2011-2040 Forecast

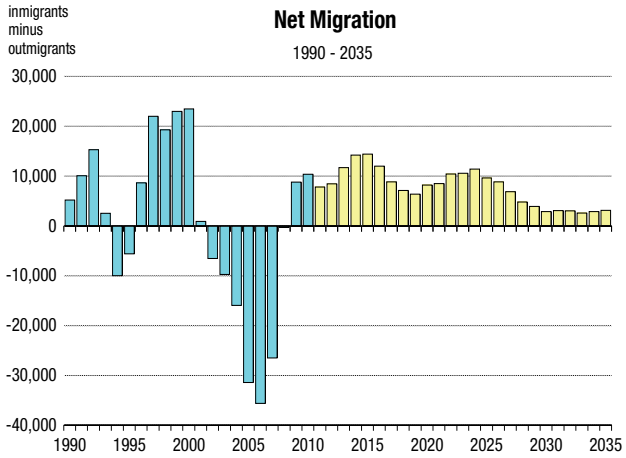
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	1,524.3	5.33	106.6	182.7	28.2	244.5	138.2	274.5	31.9	137.7	169.6	156.7
2007	1,520.5	5.01	103.1	180.4	28.9	248.1	127.7	273.3	31.2	142.6	172.9	159.4
2008	1,486.2	4.64	91.2	174.1	29.3	242.3	113.1	266.6	30.1	150.7	176.4	160.8
2009	1,375.9	3.79	74.2	154.8	27.8	221.7	105.1	240.2	27.3	152.1	169.1	156.6
2010	1,356.7	3.80	67.1	150.2	26.7	217.5	103.6	242.8	25.0	156.0	168.7	152.5
2011	1,376.3	3.58	68.9	151.5	27.0	222.8	104.5	248.3	25.6	158.1	170.1	151.9
2012	1,421.7	3.42	72.0	153.8	27.6	232.4	110.7	260.9	27.4	160.6	174.2	152.5
2013	1,476.2	3.29	74.0	156.6	28.2	243.1	116.8	276.8	29.3	163.2	178.6	157.5
2014	1,523.6	3.20	76.7	159.2	28.9	253.4	120.5	290.1	30.8	165.9	183.6	160.8
2015	1,567.0	3.11	80.6	161.5	29.6	263.5	121.5	301.0	32.2	169.2	188.9	163.4
2016	1,596.9	3.05	82.6	162.8	30.3	271.1	121.9	308.2	33.2	171.8	193.3	164.8
2017	1,614.5	2.99	83.2	162.4	30.7	275.4	121.4	312.9	33.7	174.2	197.0	165.8
2018	1,626.6	2.94	82.8	161.9	31.3	278.5	120.1	315.5	34.1	176.7	199.8	167.2
2019	1,640.3	2.90	81.7	161.6	31.9	281.5	119.9	319.2	34.4	179.6	201.9	169.1
2020	1,659.0	2.86	82.9	161.0	32.4	284.5	120.7	324.8	33.7	183.0	203.6	171.6
2021	1,681.6	2.81	83.0	161.6	32.9	287.6	121.7	332.0	33.9	187.4	205.6	174.1
2022	1,706.7	2.78	83.8	162.2	33.5	290.6	123.3	339.5	34.3	192.3	207.8	176.4
2023	1,730.6	2.74	83.4	162.8	33.9	293.3	125.2	347.2	34.7	196.9	210.0	178.7
2024	1,755.0	2.70	83.7	163.3	34.3	296.1	127.3	354.9	35.1	201.3	212.5	180.9
2025	1,778.4	2.67	83.5	163.9	34.6	299.0	129.5	362.6	35.6	205.2	214.7	183.0
2026	1,800.7	2.63	83.2	164.4	34.8	301.8	131.8	370.1	36.0	208.9	216.7	185.0
2027	1,823.5	2.60	84.0	164.8	35.0	304.6	134.2	377.1	36.5	212.4	219.0	186.9
2028	1,846.0	2.57	84.6	165.4	35.2	307.4	136.5	383.9	37.0	215.8	221.2	188.9
2029	1,867.4	2.53	84.5	165.9	35.4	310.1	138.7	390.5	37.6	219.2	223.3	190.8
2030	1,888.7	2.50	84.9	166.5	35.6	312.9	140.8	396.9	38.0	222.7	225.3	192.8
2031	1,908.7	2.47	84.9	166.7	35.8	315.5	142.8	402.7	38.5	226.3	227.3	194.7
2032	1,929.0	2.43	85.6	166.9	36.1	318.2	144.8	408.3	38.9	229.9	229.0	196.7
2033	1,949.0	2.40	86.0	167.0	36.3	320.8	146.8	413.6	39.3	233.6	231.0	198.7
2034	1,968.5	2.36	86.1	167.1	36.5	323.3	148.9	418.7	39.8	237.4	233.1	200.8
2035	1,988.2	2.33	86.5	167.2	36.8	325.9	150.9	423.5	40.2	241.2	235.3	202.8
2036	2,008.0	2.30	86.8	167.3	37.0	328.4	153.0	428.3	40.7	245.1	237.5	204.9
2037	2,027.7	2.27	86.9	167.5	37.2	330.9	155.1	433.1	41.1	249.0	239.7	207.0
2038	2,048.1	2.24	87.3	167.6	37.5	333.4	157.1	437.9	41.6	253.1	242.1	209.1
2039	2,068.4	2.21	87.4	167.7	37.7	335.9	159.2	442.8	42.0	257.2	244.5	211.3
2040	2,088.9	2.18	87.5	167.9	37.9	338.4	161.4	447.8	42.5	261.3	247.0	213.5

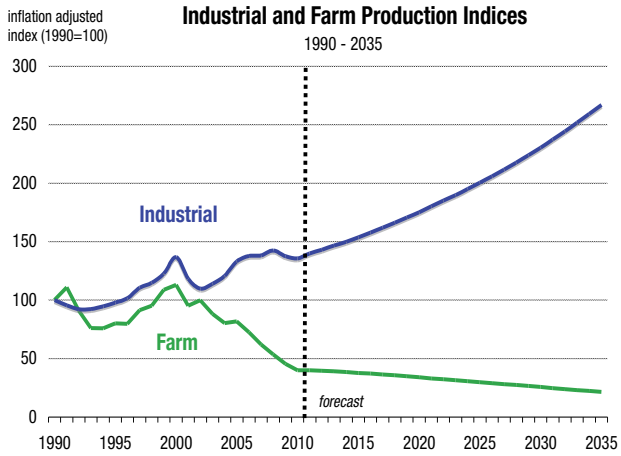












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	27.7 %
Expected job growth:	16.0 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	20.7 %
Expected population growth:	5.4 %
Net migration to account for:	37.1 %
Expected growth in number of vehicles:	10.0 %

Demographics (2011)

Unemployment rate (June 2011):	9.2 %
County Rank* in California (58 counties):	6th
Working age (16-64) population:	66.1 %
Population with B.A. Degree or higher:	35.1 %
Median Home Selling Price:	$435,000
Median Household Income:	$71,632

Quality of Life

Violent Crime rate (2009):	237 per 100,000 persons
County Rank* in California (58 counties):	6th
Average Commute Time to work (2011):	27.7 minutes
High School drop out rate (2009):	14.3 %
Households at/below poverty line:	7.0 %

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

Placer County Economic Forecast

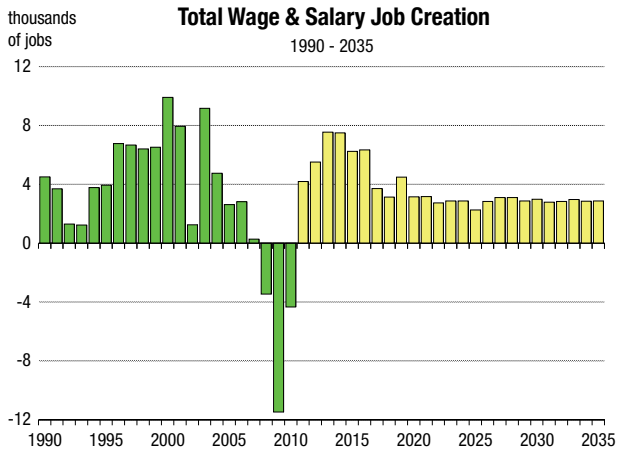
Rising from 100 feet above sea level on its western border to over 9,000 feet in the eastern Sierra Mountain range, Placer County is located in the northern Sacramento Valley with an eastern border that touches the Nevada state line. Placer County has a population of 350,000 people and just over 121,000 wage and salary jobs. The per capita income in Placer County is $45,861, and the average salary per worker is $53,025.

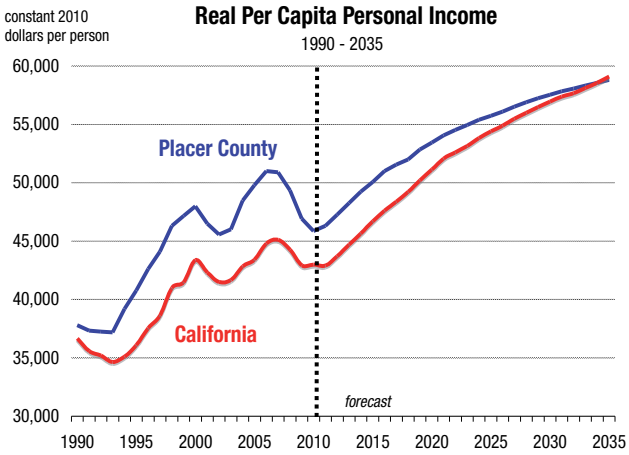
Employment in the Sacramento Valley (consisting of Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter Counties) declined 2.9 percent during 2010, the third straight year of contracting employment. In 2010, 4,300 total wage and salary jobs were lost in Placer County, representing decline of -3.5 percent. The unemployment rate increased to 11.5 percent in 2010.

During 2010, new jobs in professional services were created, but all other non-farm sectors experienced job contraction. As with most counties, employment in construction suffered the largest losses, down 1,100 jobs or 12 percent. Large losses also occurred in government (-1,000 jobs), and financial activities (-800 jobs).

The population increased by 40.3 percent in Placer County between the 2000 and 2010 census, making it the second fastest growing county in California. The fastest growing city in the county is Lincoln, which nearly quadrupled in population over the past 10 years.

Employment growth in Placer County is expected to be substantial over the next few years. Jobs are forecast to exceed pre-recession levels by 2014. Inland counties like Placer County will lead growth in the state due to the relative affordability and higher production of homes over the long run.





Forecast Highlights

- Jobs rapidly return to Placer County beginning in 2011, with an estimated increase of 3.5 percent. Job growth is expected to continue to exceed most areas of the state after 2011, averaging 4.8 percent per year between 2011 and 2016.

- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the foreseeable future. Average salaries adjusted for inflation are forecast to rise an average of 1.0 percent per year from 2011 to 2016.

- The momentum for employment growth occurs in construction, retail trade, leisure services, education and healthcare, and professional services. These sectors account for 67 percent of the total gain in employment between 2011 and 2016. Transportation and wholesale trade each grow by over 25 percent during this time, but start from a low employment base.

- Annual population growth in the 2011 to 2016 period averages 2.2 percent per year.

- Net migration will decline to approximately 5,200 people in 2011. Migration then accelerates as more jobs are created, averaging 6,600 people entering the county per year from 2011 to 2016.

- Real per capita incomes are expected to increase by 0.7 percent in 2011. During the 2011 to 2016 period real per capita income growth averages 2.1 percent per year.

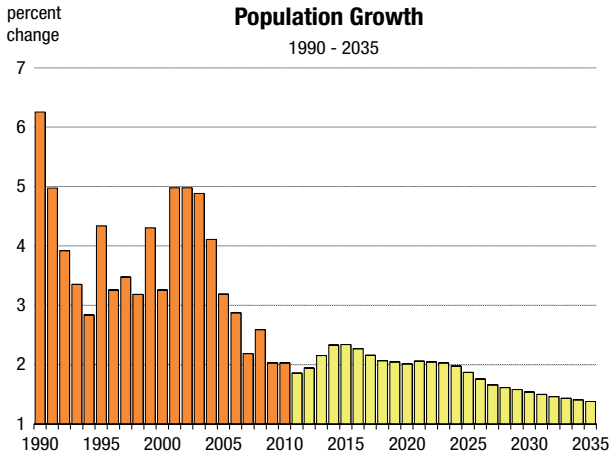
- Total taxable sales adjusted for inflation are expected to increase by an average of 7.0 percent per year between 2011 and 2016.

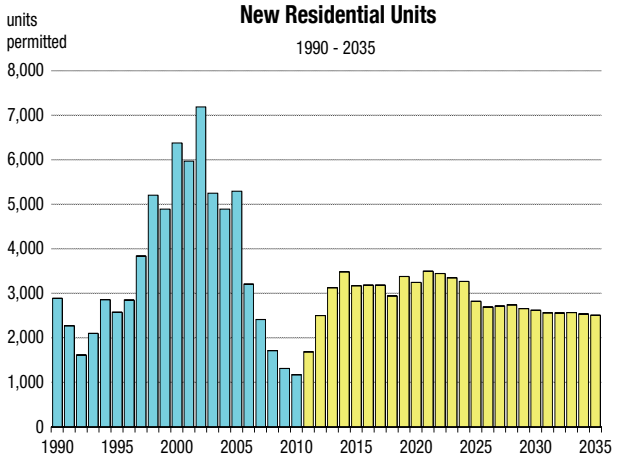
- Industrial production will improve by 8.6 percent in 2011. From 2011 to 2016 industrial production is forecast to rise 4.0 percent per year.

Placer County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	321,017	7,522	372.0	125.1	3,205	$7.53	$15.0	$51,004	3.2	57.4	1.70	4.2
2007	328,045	5,574	372.1	128.6	2,413	$7.43	$15.9	$50,882	3.4	55.4	1.64	4.8
2008	336,546	6,974	371.5	131.5	1,713	$6.63	$16.3	$49,343	3.0	53.5	1.56	6.4
2009	343,379	5,492	375.6	133.2	1,315	$5.80	$15.9	$46,915	0.8	67.4	1.53	10.4
2010	350,350	5,649	376.2	134.7	1,171	$6.22	$16.1	$45,861	1.3	65.6	1.49	11.5
2011	356,841	5,201	384.5	135.3	1,668	$6.82	$17.0	$46,191	3.3	64.6	1.62	9.7
2012	363,721	5,583	394.9	136.9	2,411	$7.50	$18.1	$47,115	2.3	64.7	1.68	8.8
2013	371,493	6,462	408.8	139.1	3,115	$8.24	$19.4	$48,220	2.3	65.2	1.75	7.7
2014	380,144	7,328	422.6	142.0	3,565	$9.03	$20.7	$49,303	2.4	66.1	1.83	6.6
2015	389,134	7,651	434.3	145.3	3,263	$9.86	$22.1	$50,192	2.1	67.5	1.89	5.8
2016	398,105	7,600	446.1	148.4	3,248	$10.69	$23.5	$51,131	2.1	67.9	1.97	5.2
2017	406,802	7,279	453.4	151.4	3,187	$11.48	$24.7	$51,578	2.1	67.9	2.03	5.1
2018	415,233	6,956	459.7	154.3	2,879	$12.25	$25.9	$52,004	2.0	67.5	2.09	4.9
2019	423,682	6,916	468.2	157.0	3,348	$13.10	$27.4	$52,834	1.9	66.3	2.15	4.4
2020	432,149	6,870	474.4	160.1	3,222	$13.94	$28.7	$53,403	1.7	66.3	2.21	4.4
2021	440,996	7,187	480.5	163.1	3,468	$14.79	$30.1	$54,005	1.7	67.4	2.29	4.4
2022	449,970	7,255	485.8	166.4	3,419	$15.69	$31.7	$54,432	2.2	66.7	2.37	4.4
2023	459,052	7,309	491.2	169.5	3,308	$16.60	$33.3	$54,824	2.2	65.1	2.44	4.4
2024	468,054	7,180	496.6	172.6	3,223	$17.59	$34.9	$55,238	2.1	62.7	2.52	4.4
2025	476,729	6,811	500.9	175.6	2,781	$18.64	$36.5	$55,554	2.1	59.9	2.60	4.4
2026	485,043	6,422	506.2	178.2	2,663	$19.66	$38.1	$55,902	2.1	57.6	2.69	4.4
2027	493,035	6,090	511.9	180.7	2,690	$20.74	$39.9	$56,300	2.1	55.8	2.78	4.3
2028	500,951	6,018	517.7	183.2	2,713	$21.87	$41.6	$56,678	2.1	53.8	2.87	4.3
2029	508,832	5,993	523.1	185.7	2,635	$23.04	$43.4	$56,991	2.1	51.8	2.97	4.4
2030	516,639	5,940	528.8	188.2	2,599	$24.23	$45.3	$57,297	2.1	51.3	3.07	4.3
2031	524,353	5,841	534.4	190.6	2,546	$25.47	$47.1	$57,552	2.2	51.8	3.17	4.4
2032	531,995	5,768	540.2	193.0	2,522	$26.74	$49.1	$57,772	2.2	50.3	3.27	4.4
2033	539,589	5,728	546.2	195.3	2,540	$28.07	$51.1	$58,021	2.1	47.6	3.37	4.3
2034	547,149	5,708	552.0	197.7	2,520	$29.46	$53.1	$58,249	2.2	44.5	3.48	4.3
2035	554,671	5,691	557.9	200.0	2,497	$30.91	$55.2	$58,501	2.2	42.0	3.59	4.3
2036	562,138	5,655	563.8	202.3	2,478	$32.42	$57.4	$58,763	2.1	38.2	3.70	4.3
2037	569,559	5,631	569.9	204.6	2,484	$34.01	$59.7	$59,038	2.2	34.6	3.82	4.3
2038	576,959	5,628	576.3	207.0	2,496	$35.66	$62.1	$59,344	2.1	33.7	3.94	4.3
2039	584,346	5,630	582.6	209.3	2,486	$37.39	$64.6	$59,663	2.1	31.8	4.06	4.3
2040	591,713	5,621	589.1	211.6	2,467	$39.19	$67.1	$59,999	2.1	29.4	4.19	4.3

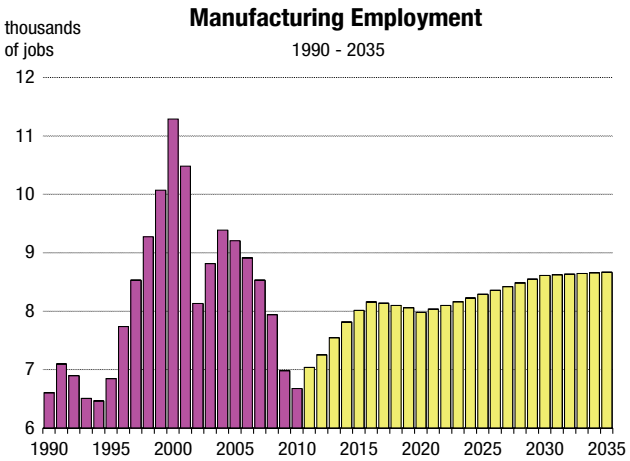


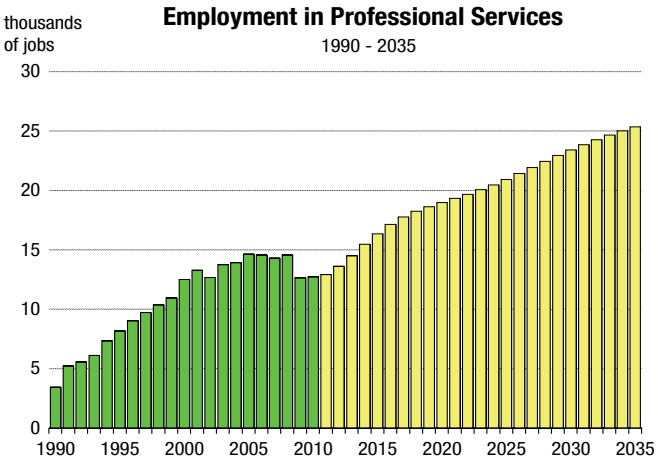


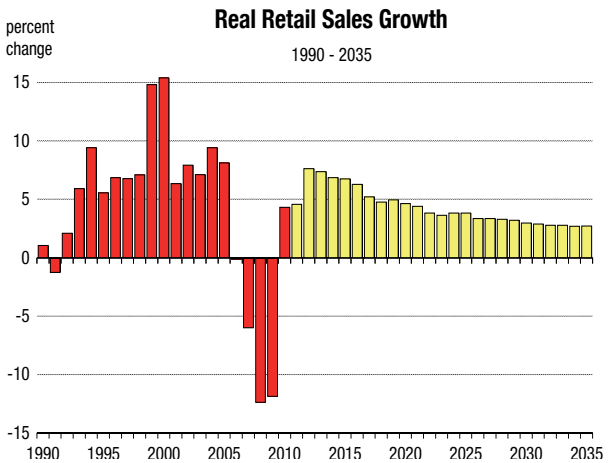
Placer County Employment Forecast

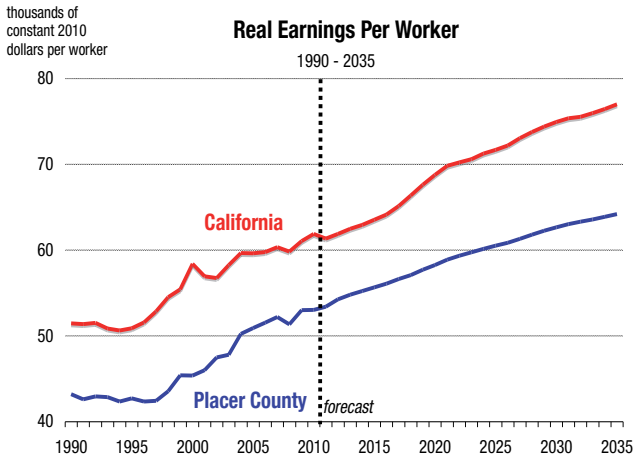
2006-2010 History, 2011-2040 Forecast

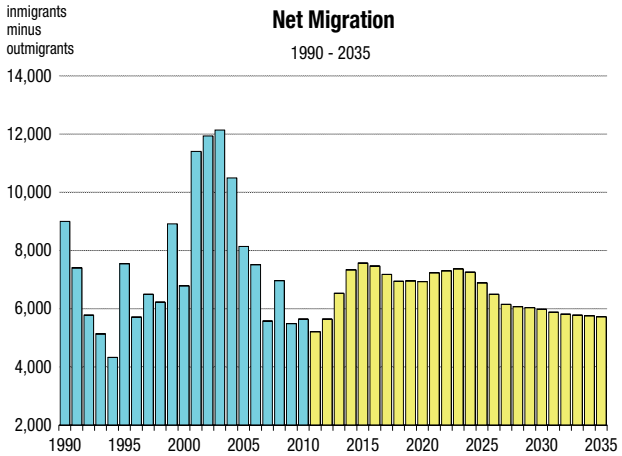
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	140.1	0.35	16.1	8.9	3.1	25.4	11.5	14.6	2.9	13.9	18.7	20.3
2007	140.4	0.34	14.7	8.5	3.1	26.1	11.3	14.3	2.6	15.8	19.1	20.0
2008	136.9	0.40	12.3	7.9	2.9	25.0	10.6	14.6	2.4	16.7	19.3	19.9
2009	125.5	0.33	9.0	7.0	2.9	23.0	10.1	12.7	2.5	16.6	18.1	18.5
2010	121.1	0.33	8.0	6.7	2.8	22.7	9.3	12.7	2.4	16.4	17.7	17.5
2011	125.3	0.35	8.4	7.0	3.0	23.7	9.8	12.9	2.4	17.5	18.5	17.0
2012	130.8	0.37	9.4	7.3	3.2	25.1	10.0	13.6	2.6	18.1	19.4	16.9
2013	138.4	0.39	11.0	7.5	3.3	26.8	10.4	14.5	2.7	18.6	20.4	17.3
2014	145.9	0.40	12.4	7.8	3.5	28.4	10.8	15.5	2.8	19.3	21.4	17.9
2015	152.1	0.41	12.7	8.0	3.7	29.9	10.9	16.4	2.9	20.0	22.5	18.6
2016	158.5	0.42	13.5	8.2	3.8	31.3	11.5	17.2	3.0	20.6	23.6	19.1
2017	162.2	0.41	13.7	8.1	3.9	32.1	11.8	17.8	3.0	21.1	24.4	19.2
2018	165.4	0.38	13.5	8.1	4.0	32.8	12.2	18.3	3.0	21.7	25.2	19.4
2019	169.8	0.36	14.8	8.1	4.2	33.4	12.5	18.6	3.1	22.2	26.0	19.6
2020	173.0	0.35	14.9	8.0	4.4	34.1	12.9	19.0	3.1	22.7	26.7	19.8
2021	176.2	0.34	15.3	8.0	4.5	34.8	13.0	19.3	3.1	23.3	27.3	20.0
2022	178.9	0.34	15.3	8.1	4.7	35.5	13.1	19.7	3.1	23.8	27.9	20.1
2023	181.8	0.34	15.2	8.2	4.8	36.1	13.4	20.1	3.2	24.4	28.4	20.2
2024	184.7	0.34	15.1	8.2	4.9	36.8	13.6	20.5	3.2	25.0	28.9	20.3
2025	186.9	0.34	14.2	8.3	5.0	37.5	13.9	20.9	3.2	25.7	29.4	20.5
2026	189.8	0.34	14.0	8.4	5.1	38.1	14.2	21.4	3.3	26.4	29.9	20.7
2027	192.9	0.34	14.1	8.4	5.2	38.6	14.4	21.9	3.3	27.0	30.4	20.8
2028	196.0	0.34	14.1	8.5	5.3	39.2	14.7	22.5	3.4	27.7	30.8	21.0
2029	198.9	0.34	13.9	8.5	5.4	39.8	14.9	23.0	3.4	28.5	31.3	21.2
2030	201.9	0.34	13.9	8.6	5.5	40.3	15.2	23.4	3.4	29.2	31.8	21.4
2031	204.6	0.34	13.8	8.6	5.6	40.9	15.4	23.9	3.5	29.9	32.3	21.6
2032	207.5	0.35	13.7	8.6	5.7	41.4	15.7	24.3	3.5	30.6	32.7	21.7
2033	210.5	0.35	13.8	8.6	5.8	41.9	16.0	24.7	3.6	31.4	33.2	21.9
2034	213.3	0.35	13.7	8.7	5.9	42.4	16.3	25.0	3.6	32.2	33.7	22.1
2035	216.2	0.35	13.7	8.7	6.0	42.9	16.5	25.4	3.6	33.0	34.2	22.3
2036	219.1	0.35	13.6	8.7	6.0	43.4	16.8	25.7	3.7	33.8	34.7	22.5
2037	222.0	0.36	13.6	8.7	6.1	44.0	17.1	26.0	3.7	34.6	35.2	22.7
2038	225.0	0.36	13.7	8.7	6.2	44.5	17.4	26.4	3.8	35.4	35.8	22.9
2039	228.0	0.36	13.6	8.7	6.3	45.0	17.7	26.7	3.8	36.2	36.3	23.1
2040	231.1	0.36	13.6	8.7	6.4	45.5	18.0	27.0	3.8	37.1	36.8	23.3

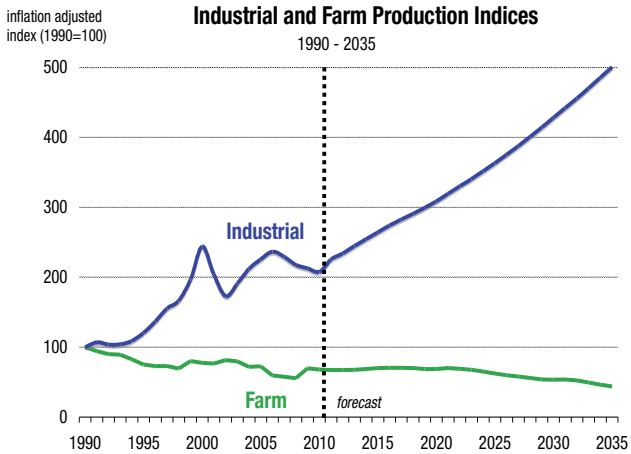












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	40.7 %
Expected job growth:	26.5 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	23.5 %
Expected population growth:	12.6 %
Net migration to account for:	83.9 %
Expected growth in number of vehicles:	16.0 %

Demographics (2011)

Unemployment rate (June 2011)	11.4 %
County Rank* in California (58 counties):	20th
Working age (16-64) population:	63.0 %
Population with B.A. Degree or higher:	33.5 %
Median Home Selling Price:	$280,000
Median Household Income:	$69,525

Quality of Life

Violent Crime rate (2009):	240 per 100,000 persons
County Rank* in California (58 counties):	7th
Average Commute Time to work (2011):	27.0 minutes
High School drop out rate (2009):	8.8 %
Households at/below poverty line:	4.2 %

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

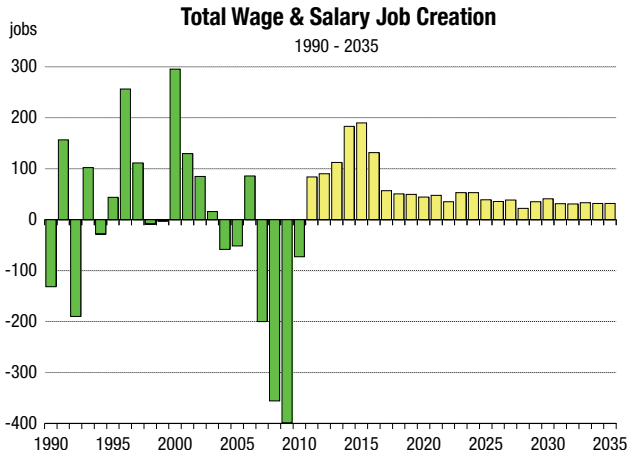
Plumas County Economic Forecast

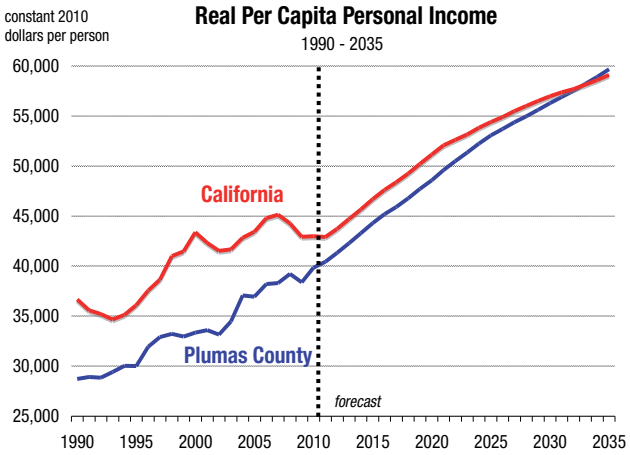
Plumas County is located in the Sierra Nevada Mountains of California. The county's name is derived from the original Spanish name for the Feather River (Rio de las Plumas). Plumas County has a population of 19,949 people and 6,381 wage and salary jobs. The per capita income in Plumas County is $39,843, and the average salary per worker is $42,828.

In 2010, 72 wage and salary jobs were lost in Plumas County, representing a decline in total employment of 1.1 percent. The farm sector in Plumas County is very small, employing fewer than 50 workers. The unemployment rate increased to 17.0 percent in 2010.

The largest sectors in the county are retail trade, leisure services, and government. During 2010 many of the smaller sectors created jobs, including mining, transportation and warehousing, education and healthcare, and professional services. In addition leisure services employment recorded modest gains during 2010. However these small employment gains were offset by losses in government (-60 jobs), construction (-48 jobs) and manufacturing (-28 jobs).

Between the 2000 and 2010 census the population in Plumas declined by 3.9 percent., the second largest decline of any county in California. The only incorporated city in the county is Portola. The population in Portola declined 5.5 percent over the last decade. Net migration was negative last year with 153 net migrants leaving the county.





Forecast Highlights

- Total wage and salary employment is forecast to rise by 1.3 percent in 2011. From 2011 to 2016, total employment growth averages 2.1 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 per worker salary growth is expected to average 0.8 percent annually over the 2011 to 2016 period.

- Between 2011 and 2016, the forecast calls for principal employment growth in construction, manufacturing, retail trade, and government. These sectors account for 65 percent of all jobs created in the county during this time. All sectors are forecast to create employment over the same period.

- The population in the county is forecast to grow at a average annual rate of 0.5 percent from 2011 to 2016.

- Net migration is expected to be marginally negative in 2011, before turning positive for the remainder of the forecast. Between 2011 and 2016 net migration is expected to average 141 net migrants entering the county per year. Net migration drives all positive population growth, because the natural increase has been negative for over a decade, and this trend is forecast to continue.

- Real per capita income is forecast to rise 1.5 percent in 2011. From 2011 to 2016 real per capita incomes are expected to increase an average of 2.3 percent per year.

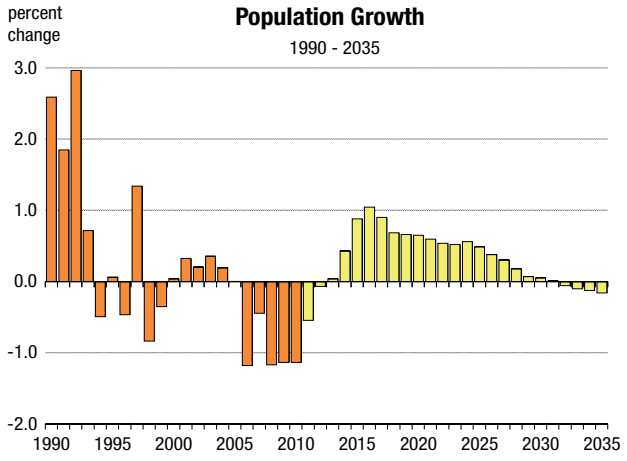
- Total taxable sales, adjusted for inflation, are forecast to rise 6.2 percent in 2011. Between 2011 and 2016 real taxable sales growth is forecast to average 5.6 percent per year.

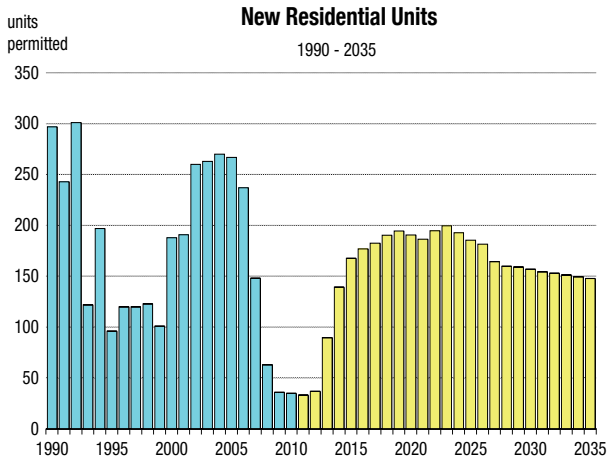
- Industrial production is forecast to grow by 3.7 percent in 2011. From 2011 to 2016 the growth rate of industrial production will average 5.9 percent per year.

Plumas County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	20,742	-227	35.7	10.1	237	$253.0	$0.73	$38,214	3.2	22.1	195.0	7.8
2007	20,650	-79	35.0	10.2	148	$238.1	$0.75	$38,303	3.4	22.2	195.8	8.6
2008	20,409	-223	35.1	10.4	63	$221.9	$0.78	$39,207	3.0	19.3	222.5	10.6
2009	20,178	-179	34.7	10.5	36	$175.1	$0.76	$38,386	0.8	20.0	174.0	15.8
2010	19,949	-153	34.0	10.5	35	$181.4	$0.79	$39,843	1.3	20.7	177.7	17.0
2011	19,840	-22	33.9	10.5	33	$198.8	$0.83	$40,437	3.3	21.5	184.2	16.4
2012	19,827	70	33.9	10.5	37	$213.8	$0.87	$41,332	2.3	22.1	194.1	15.2
2013	19,835	90	34.1	10.6	90	$229.5	$0.91	$42,286	2.3	22.5	207.9	13.6
2014	19,921	165	34.5	10.6	139	$249.4	$0.95	$43,279	2.4	22.8	221.2	12.0
2015	20,097	254	35.1	10.7	168	$271.0	$1.01	$44,287	2.1	23.0	233.5	10.5
2016	20,307	288	35.7	10.8	177	$291.1	$1.06	$45,200	2.1	23.2	245.0	9.3
2017	20,490	263	36.1	10.9	183	$307.4	$1.11	$45,909	2.1	23.5	253.3	8.5
2018	20,630	223	36.3	11.0	190	$323.4	$1.16	$46,776	2.0	23.8	260.3	8.0
2019	20,767	224	36.5	11.1	194	$339.2	$1.21	$47,708	1.9	24.2	267.3	7.5
2020	20,902	226	36.6	11.2	191	$353.8	$1.26	$48,585	1.7	24.5	273.4	7.1
2021	21,027	220	36.7	11.4	186	$368.3	$1.32	$49,592	1.7	24.7	284.4	7.1
2022	21,140	215	36.7	11.5	195	$383.4	$1.38	$50,477	2.2	24.9	294.3	7.1
2023	21,251	216	36.7	11.6	200	$399.8	$1.44	$51,346	2.2	25.0	304.2	7.1
2024	21,370	229	36.8	11.7	193	$416.9	$1.51	$52,241	2.1	25.1	314.7	7.1
2025	21,474	220	36.8	11.8	185	$432.3	$1.57	$53,056	2.1	25.1	325.7	7.1
2026	21,556	202	36.9	11.9	182	$445.8	$1.63	$53,718	2.1	25.2	337.1	7.1
2027	21,621	193	36.9	12.0	165	$459.5	$1.69	$54,375	2.1	25.2	349.1	7.1
2028	21,660	174	37.0	12.1	160	$471.7	$1.75	$54,979	2.1	25.2	361.5	7.1
2029	21,675	156	37.1	12.2	159	$485.6	$1.81	$55,627	2.1	25.2	374.4	7.1
2030	21,687	158	37.2	12.3	157	$501.2	$1.87	$56,272	2.1	25.3	387.8	7.1
2031	21,690	155	37.4	12.4	154	$517.4	$1.93	$56,897	2.2	25.3	400.0	7.0
2032	21,678	144	37.6	12.5	153	$534.4	$1.99	$57,512	2.2	25.2	412.5	7.0
2033	21,656	138	37.7	12.6	151	$552.7	$2.06	$58,209	2.1	25.2	425.4	7.0
2034	21,629	134	37.9	12.7	149	$572.1	$2.12	$58,918	2.2	25.2	438.7	7.0
2035	21,594	127	38.1	12.8	148	$592.5	$2.19	$59,687	2.2	25.2	452.5	7.0
2036	21,555	122	38.3	12.9	146	$613.8	$2.27	$60,484	2.1	25.2	466.6	7.0
2037	21,510	116	38.6	13.0	145	$636.4	$2.34	$61,314	2.2	25.1	481.1	7.0
2038	21,461	111	38.8	13.0	143	$660.1	$2.42	$62,205	2.1	25.1	496.2	7.0
2039	21,409	105	39.0	13.1	141	$684.9	$2.50	$63,145	2.1	25.1	511.7	7.0
2040	21,356	100	39.2	13.2	140	$710.8	$2.59	$64,127	2.1	25.1	528.1	7.0





Plumas County Employment Forecast

2006-2010 History, 2011-2040 Forecast

	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	20,742	-227	35.7	10.1	237	$253.0	$0.73	$38,214	3.2	22.1	195.0	7.8
2007	20,650	-79	35.0	10.2	148	$238.1	$0.75	$38,303	3.4	22.2	195.8	8.6
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2009	20,178	-179	34.7	10.5	36	$175.1	$0.76	$38,386	0.8	20.0	174.0	15.8
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2011	19,840	-22	33.9	10.5	33	$198.8	$0.83	$40,437	3.3	21.5	184.2	16.4
2012	19,827	70	33.9	10.5	37	$213.8	$0.87	$41,332	2.3	22.1	194.1	15.2
2013	19,835	90	34.1	10.6	90	$229.5	$0.91	$42,286	2.3	22.5	207.9	13.6
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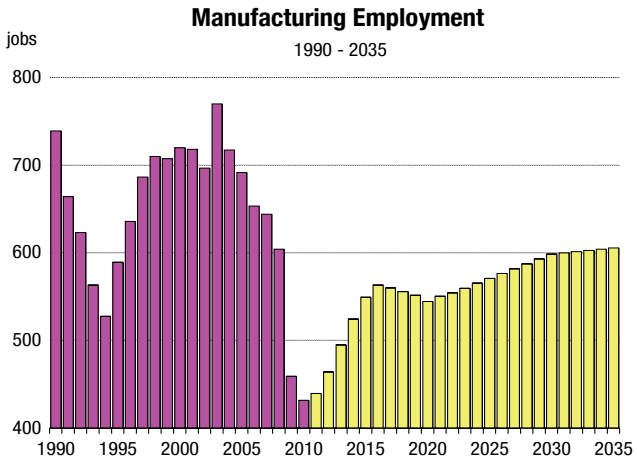
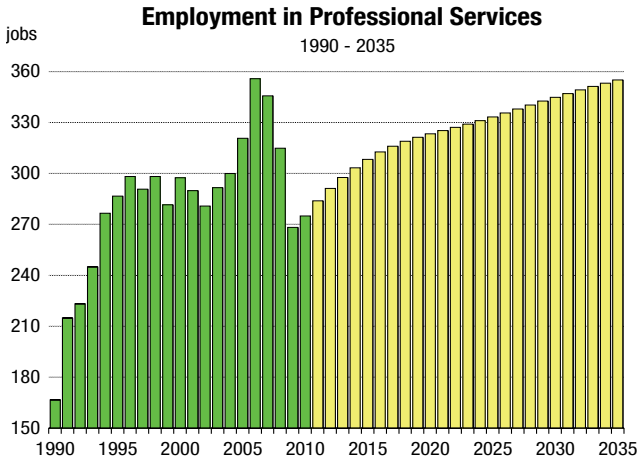
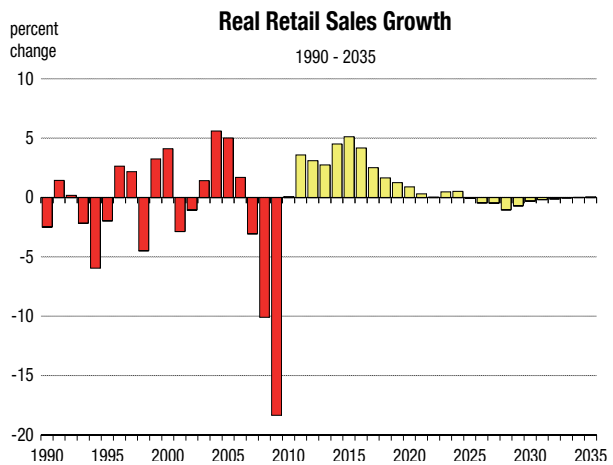
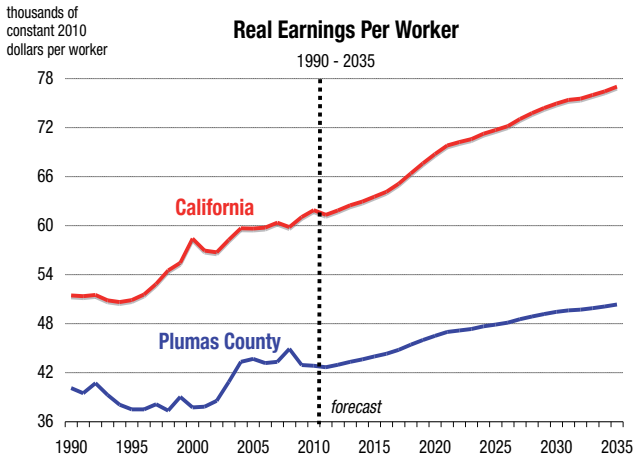
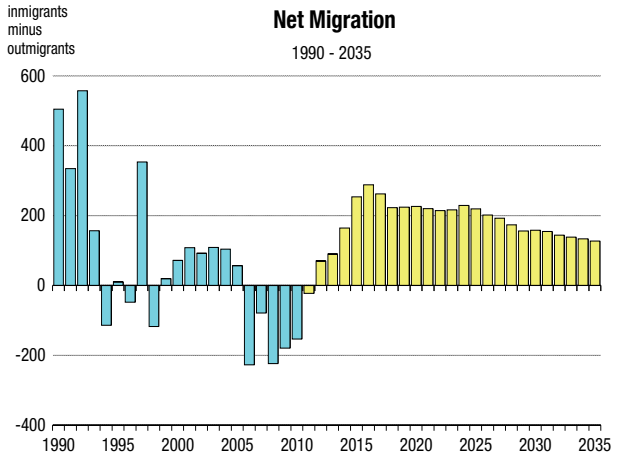
2037	21,510	116	38.6	13.0	145	$636.4	$2.34	$61,314	2.2	25.1	481.1	7.0
2038	21,461	111	38.8	13.0	143	$660.1	$2.42	$62,205	2.1	25.1	496.2	7.0
2039	21,409	105	39.0	13.1	141	$684.9	$2.50	$63,145	2.1	25.1	511.7	7.0
2040	21,356	100	39.2	13.2	140	$710.8	$2.59	$64,127	2.1	25.1	528.1	7.0

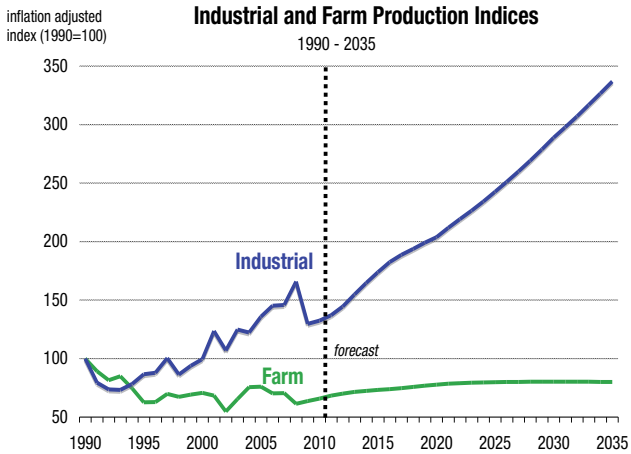












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	21.2%
Expected job growth:	11.0%
Fastest growing jobs sector:	Construction
Expected personal income growth:	14.4%
Expected population growth:	2.4%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	5.3%

Demographics (2011)

Unemployment rate (June 2011)	14.4%
County Rank* in California (58 counties):	35th
Working age (16-64) population:	62.8%
Population with B.A. Degree or higher:	19.3%
Median Home Selling Price:	$168,250
Median Household Income:	$46,121

Quality of Life

Violent Crime rate (2009):	586 per 100,000 persons
County Rank* in California (58 counties):	49th
Average Commute Time to work (2011):	20.5 minutes
High School drop out rate (2009):	16.4%
Households at/below poverty line:	7.5%

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

Riverside County Economic Forecast

Riverside County is the fourth largest county in the state in terms of total land area. The county, along with its neighbor to the north, San Bernardino County comprise the Inland Empire, one of the fastest growing metro areas of the state and nation from 1997 to 2006. However, because the real estate and labor market declines have been pronounced in the area, the economic fallout has been severe over the last three years.

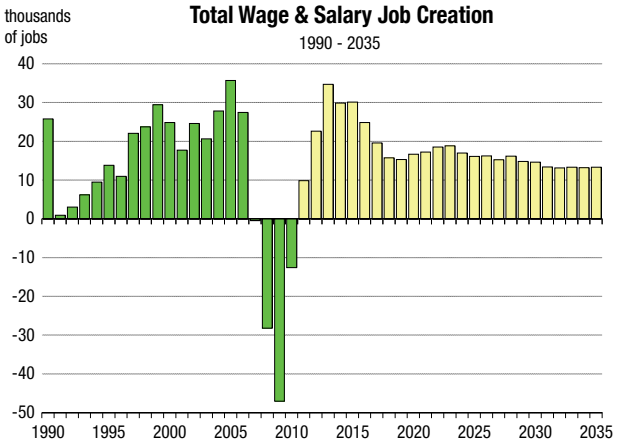
Riverside County has a population of 2.2 million people, and there are 532,000 wage and salary jobs located in the county. The per capita income in Riverside County is $29,035, and the average salary per worker is $47,134.

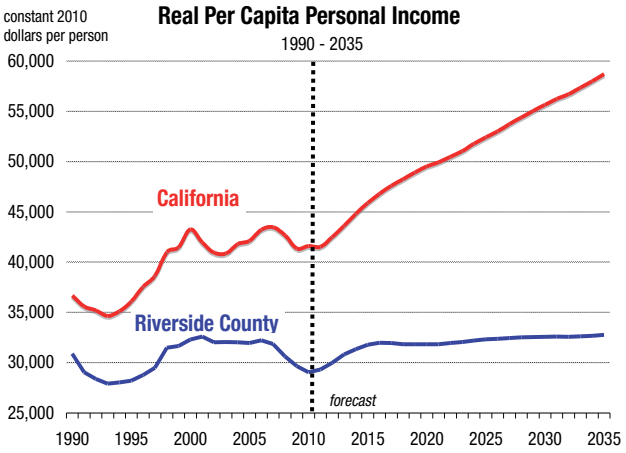
The economic contraction was severe in Southern California between 2008 and 2010, with particularly acute losses in the Inland Empire. In 2010, over 12,500 total jobs were lost in Riverside County, representing a growth rate of -2.3 percent. The unemployment rate increased to 14.7 percent.

Employment in the construction sector fell by 5,000 workers, and is now down 56 percent from the 2006 peak. The contraction was due primarily to a decline in new home production (down 87 percent from the peak in 2004). Employment declined in the manufacturing and government sectors by 1,800 and 2,300 jobs, respectively. The only sectors to record positive job creation were education and health services and information.

Population growth has slowed in recent years, but remained relatively high in 2010 at 2.0 percent. Migration continues to be positive in the county, though at slower rates than early in the decade. Population growth will accelerate over the forecast, but does not approach the previous peak levels.

Riverside County and the entire Inland Empire economy are expected to expand in 2011 but general economic growth will be muted until 2012 and 2013. Over the longer-term forecast, the Inland Empire will experience greater growth than the coastal counties, due largely to the availability of land at lower cost.





Forecast Highlights

- Job growth turns positive in 2011, expanding by 1.9 percent. From 2011 to 2016, the annual growth rate is expected to average 4.7 percent per year.

- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the foreseeable future. Real average salaries are forecast to rise an average of 1.4 percent per year from 2011 to 2016.

- From 2011 to 2016, the momentum for employment growth is broad based. Nearly every sector grows at least 10 percent, with the only exceptions being the farm and information sectors.

- Employment in construction, transportation, and wholesale trade rapidly increase, rising by more than 40 percent from 2011 to 2016.

- Population growth rises to 2.1 percent in 2011, and reaches nearly 3 percent by 2015. Annual growth in the 2011 to 2016 period is expected to average 2.6 percent per year.

- From 2011 to 2016 net migration will gradually increase, though it remains lower than levels observed between 2002 and 2006. An average of 39,300 net migrants enter the county per year from 2011 to 2016.

- Real per capita incomes are expected to rise 1.0 percent in 2011, then increase 1.7 percent per year between 2011 and 2016.

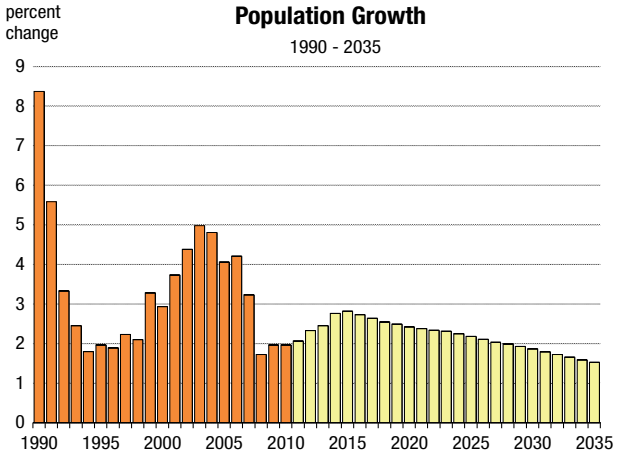
- Total taxable sales, adjusted for inflation, are expected to increase by an average of 5.7 percent per year during the 2011 to 2016 period.

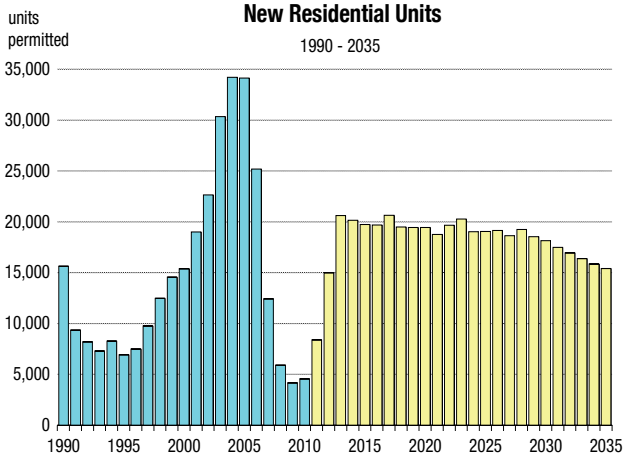
- Industrial production is expected to rise 3.9 percent in 2011. From 2011 to 2016, the growth rate of industrial production is expected to average 7.2 percent per year.

Riverside County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	2,014,437	63,130	1.70	627	25,211	$29.8	$60.5	$32,212	4.3	1,183	10.9	5.0
2007	2,079,543	44,806	1.70	654	12,453	$29.0	$63.7	$31,863	3.3	1,315	11.2	6.0
2008	2,115,437	15,622	1.69	671	5,919	$26.0	$64.5	$30,609	3.5	1,274	10.8	8.5
2009	2,157,049	23,506	1.69	678	4,190	$22.2	$63.2	$29,664	-0.8	1,028	9.9	13.4
2010	2,199,479	24,781	1.71	682	4,568	$23.3	$63.9	$29,035	1.2	1,053	9.7	14.7
2011	2,244,917	27,930	1.75	686	8,418	$25.1	$67.4	$29,333	2.3	1,045	10.1	13.2
2012	2,297,275	33,998	1.80	693	15,004	$27.0	$72.1	$29,986	2.3	1,037	10.7	11.5
2013	2,353,662	36,986	1.87	705	20,621	$29.1	$77.8	$30,815	2.5	1,030	11.5	9.8
2014	2,418,676	44,607	1.94	723	20,153	$31.7	$83.5	$31,334	2.7	1,024	12.4	8.4
2015	2,486,886	46,805	2.01	740	19,752	$34.6	$89.5	$31,762	2.8	1,018	13.4	6.9
2016	2,554,843	45,632	2.08	756	19,709	$37.7	$95.2	$31,970	2.9	1,013	14.3	6.3
2017	2,622,325	44,250	2.14	773	20,647	$40.9	$100.3	$31,938	2.8	1,009	15.1	6.1
2018	2,689,203	42,661	2.19	790	19,507	$44.3	$105.3	$31,821	2.7	1,004	15.9	6.0
2019	2,756,247	41,872	2.24	807	19,456	$47.7	$110.6	$31,809	2.5	1,000	16.7	5.8
2020	2,823,161	40,896	2.28	823	19,461	$50.4	$115.9	$31,813	2.3	997	17.6	5.6
2021	2,890,474	40,429	2.33	840	18,769	$53.1	$121.3	$31,810	2.2	994	18.4	5.6
2022	2,958,109	40,238	2.37	855	19,672	$55.9	$127.3	$31,921	2.3	991	19.1	5.5
2023	3,026,519	40,700	2.41	872	20,283	$58.7	$133.7	$32,037	2.2	989	19.9	5.5
2024	3,094,762	40,478	2.45	889	19,042	$61.8	$140.2	$32,174	2.2	986	20.8	5.5
2025	3,162,393	39,805	2.48	905	19,074	$65.2	$146.9	$32,286	2.2	983	21.7	5.5
2026	3,229,081	38,918	2.52	921	19,169	$68.5	$153.5	$32,349	2.2	980	22.6	5.5
2027	3,294,870	38,200	2.56	937	18,646	$72.1	$160.3	$32,413	2.1	978	23.5	5.5
2028	3,360,606	38,030	2.60	953	19,275	$75.8	$167.4	$32,478	2.2	975	24.5	5.5
2029	3,425,482	37,287	2.64	969	18,550	$79.7	$174.5	$32,506	2.2	973	25.4	5.5
2030	3,489,529	36,520	2.68	985	18,163	$83.7	$181.9	$32,532	2.2	971	26.4	5.5
2031	3,552,135	35,011	2.72	1,000	17,513	$87.8	$189.3	$32,539	2.2	970	27.4	5.5
2032	3,613,638	33,770	2.77	1,015	16,963	$92.1	$196.8	$32,525	2.2	968	28.4	5.5
2033	3,673,562	32,213	2.82	1,029	16,410	$96.6	$204.7	$32,562	2.2	966	29.5	5.5
2034	3,732,143	30,730	2.87	1,043	15,853	$101.3	$213.0	$32,614	2.3	964	30.6	5.5
2035	3,789,283	29,263	2.92	1,056	15,415	$106.2	$221.7	$32,708	2.2	962	31.8	5.5
2036	3,845,295	28,049	2.97	1,069	15,187	$111.3	$230.6	$32,806	2.2	960	32.8	5.5
2037	3,900,742	27,206	3.02	1,082	15,208	$116.6	$240.1	$32,932	2.2	957	33.9	5.5
2038	3,955,603	26,462	3.08	1,095	14,974	$122.2	$250.0	$33,090	2.2	956	35.0	5.5
2039	4,010,172	26,019	3.13	1,108	15,199	$128.0	$260.3	$33,274	2.2	954	36.2	5.4
2040	4,064,396	25,335	3.18	1,120	14,777	$134.0	$270.9	$33,466	2.1	952	37.4	5.4

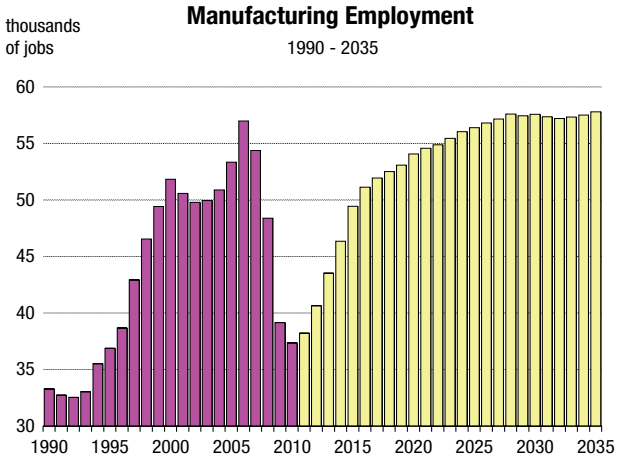


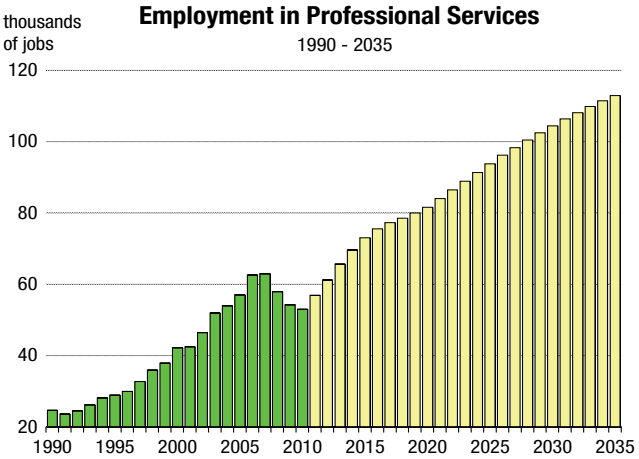


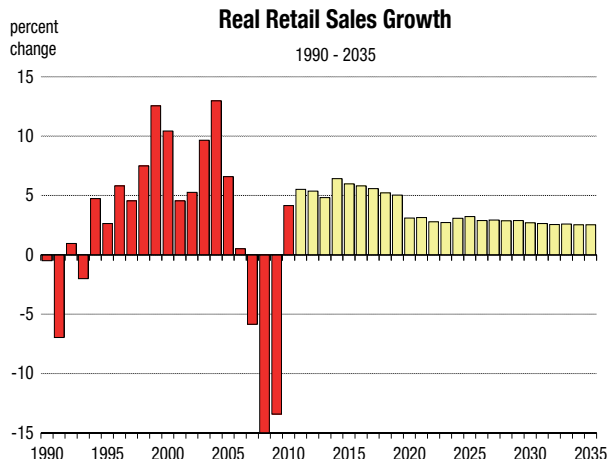
Riverside County Employment Forecast

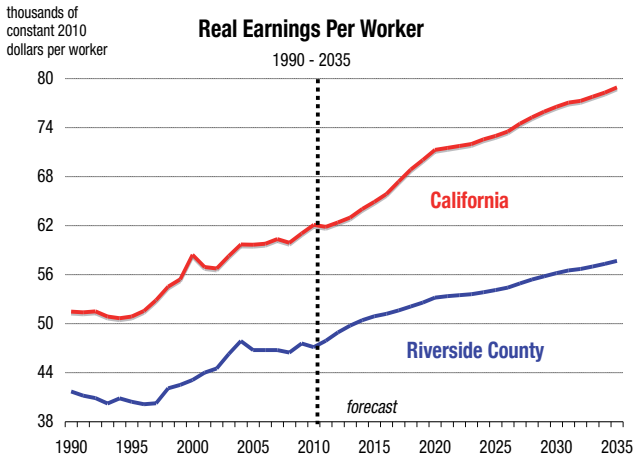
2006-2010 History, 2011-2040 Forecast

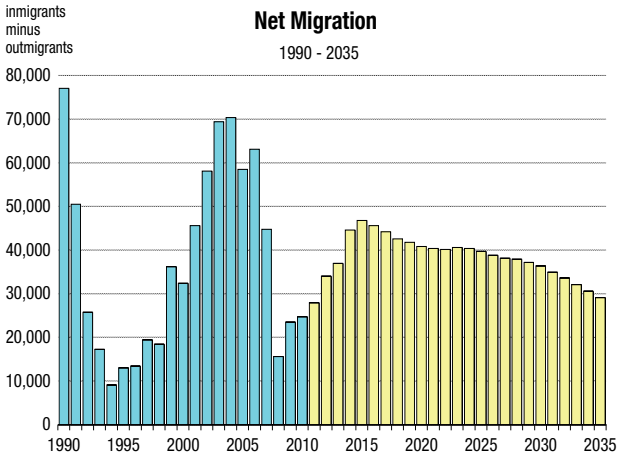
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	620.6	14.21	80.7	57.0	17.0	106.4	23.6	62.6	7.7	53.5	71.9	104.8
2007	620.2	12.97	68.9	54.4	20.9	109.1	23.0	63.0	7.8	56.9	73.7	108.8
2008	592.0	13.11	54.7	48.4	21.2	105.3	22.3	58.0	7.7	58.1	72.8	110.6
2009	545.0	13.16	40.2	39.2	19.7	97.0	20.8	54.3	7.3	57.9	68.2	109.3
2010	532.4	13.11	35.2	37.4	19.6	96.1	20.1	53.0	7.6	58.0	67.2	106.9
2011	542.7	13.06	35.2	38.2	20.3	98.7	20.4	56.9	7.8	59.6	69.5	104.6
2012	565.1	13.11	39.5	40.7	21.6	104.0	21.7	61.3	7.9	60.6	72.1	102.9
2013	599.6	13.16	47.7	43.5	23.3	110.9	23.0	65.7	8.0	61.8	74.9	106.5
2014	629.3	13.18	52.6	46.4	25.5	117.7	23.7	69.7	7.7	63.2	78.2	109.0
2015	659.2	13.18	56.2	49.5	27.7	124.7	23.9	73.1	7.7	64.9	82.2	112.4
2016	683.9	13.17	58.8	51.1	29.8	131.0	24.0	75.5	7.7	66.5	85.5	116.0
2017	703.4	13.10	61.1	51.9	31.7	135.0	23.9	77.3	7.7	68.0	88.3	119.6
2018	719.1	13.01	61.9	52.5	33.8	138.1	23.7	78.6	7.8	69.7	90.2	123.4
2019	734.3	12.96	62.9	53.1	36.0	140.8	23.6	80.0	8.0	71.6	91.2	127.1
2020	751.0	12.95	63.9	54.1	38.1	144.3	23.7	81.6	8.1	73.8	91.8	131.0
2021	768.2	12.96	64.5	54.6	40.2	147.8	23.8	84.1	8.2	76.2	93.3	134.3
2022	786.6	12.96	65.9	54.9	42.2	151.4	24.0	86.5	8.3	78.9	94.9	137.7
2023	805.3	12.96	67.6	55.4	44.3	154.8	24.3	88.9	8.3	81.5	96.4	140.9
2024	822.1	12.97	68.2	56.0	46.4	158.1	24.7	91.4	8.3	83.9	97.8	143.6
2025	838.1	12.97	69.0	56.4	48.4	161.4	25.0	93.8	8.2	86.1	99.2	146.2
2026	854.3	12.97	70.0	56.8	50.4	164.7	25.3	96.2	8.2	88.2	100.6	148.7
2027	869.4	12.97	70.9	57.2	52.2	167.9	25.7	98.4	8.2	90.3	102.0	151.0
2028	885.4	12.98	72.5	57.6	54.1	171.1	26.0	100.5	8.3	92.2	103.5	153.1
2029	900.0	12.98	73.6	57.4	56.1	174.3	26.3	102.5	8.3	94.2	104.9	155.1
2030	914.5	12.98	74.4	57.6	58.0	177.4	26.7	104.5	8.4	96.1	106.4	156.9
2031	927.6	12.99	74.8	57.3	59.8	180.5	27.1	106.4	8.4	98.0	107.8	158.3
2032	940.5	12.99	75.2	57.2	61.6	183.6	27.5	108.2	8.5	99.9	109.3	159.7
2033	953.6	13.00	75.6	57.3	63.4	186.7	27.9	109.9	8.6	101.8	110.8	161.1
2034	966.6	13.00	75.9	57.5	65.1	189.7	28.3	111.5	8.6	103.8	112.3	162.4
2035	979.7	13.01	76.4	57.8	66.9	192.8	28.7	112.9	8.7	105.6	113.9	163.7
2036	992.2	13.01	76.9	57.3	68.5	195.8	29.1	114.4	8.7	107.6	115.4	165.1
2037	1,005.3	13.02	77.8	57.1	70.2	198.9	29.6	115.9	8.8	109.6	117.0	166.6
2038	1,018.6	13.02	78.6	56.8	71.9	201.9	30.0	117.5	8.9	111.7	118.6	168.1
2039	1,032.5	13.03	79.6	56.6	73.5	205.0	30.4	119.0	8.9	113.8	120.2	169.7
2040	1,046.3	13.03	80.4	56.2	75.2	208.0	30.8	120.5	9.0	116.1	121.8	171.5

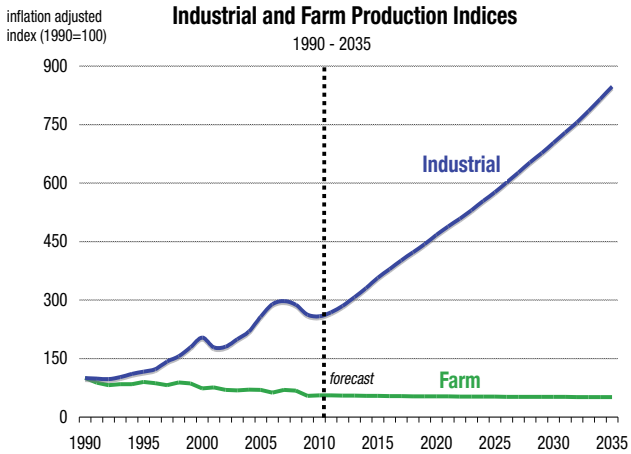












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	31.9 %
Expected job growth:	26.0 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	24.0%
Expected population growth:	13.8 %
Net migration to account for:	67.1%
Expected growth in number of vehicles:	19.0 %

Demographics (2011)

Unemployment rate (June 2011):	14.4 %
County Rank* in California (58 counties):	36th
Working age (16-64) population:	62.7%
Population with B.A. Degree or higher:	20.2%
Median Home Selling Price:	$200,000
Median Household Income:	$53,981

Quality of Life

Violent Crime rate (2009):	346 per 100,000 persons
County Rank* in California (58 counties):	22nd
Average Commute Time to work (2011):	32.6 minutes
High School drop out rate (2009):	21.9 %
Households at/below poverty line:	9.8 %

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

Sacramento County Economic Forecast

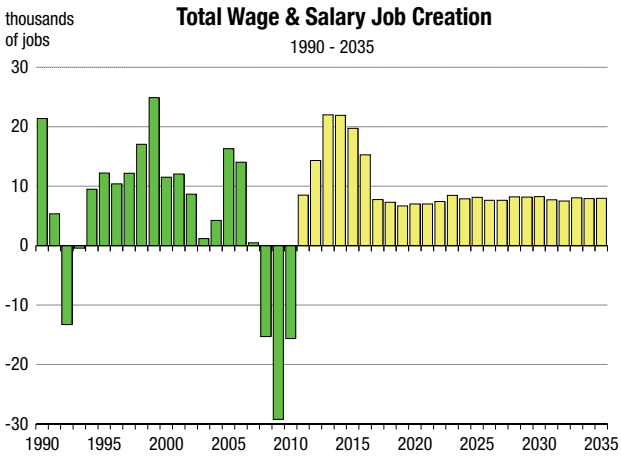
Sacramento County is home to the state capital and 6th largest city in California. Sacramento County has a population of 1.42 million people and 555,000 wage and salary jobs. The per capita income in Sacramento County is $37,640, and the average salary per worker is $62,814.

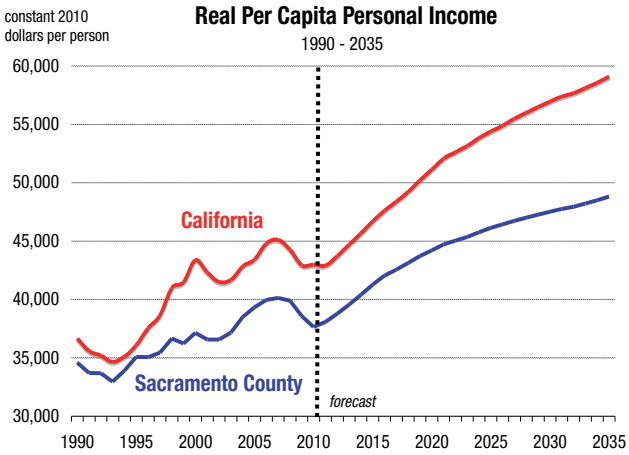
Employment in the Sacramento Valley (consisting of Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter Counties) declined 2.9 percent during 2010, the third straight year of contracting employment. In 2010, 15,600 total wage and salary jobs were lost in Sacramento County, a decline of -2.7 percent. The unemployment rate increased to 12.8 percent in 2010.

The only sector that produced jobs in Sacramento County during 2010 was professional business services. Employment in construction declined over 12 percent, the fifth straight year of declining employment, and currently down approximately 50 percent from the 2005 high. Housing production rose slightly in 2010, though it remains less than 10 percent of what was being built annually during the early part of the decade. The sectors that lost the most jobs during 2010 were government (-4,300 jobs), construction (-3,200 jobs), financial activities (-3,100 jobs), and leisure activities, (-1,200 jobs).

The city of Sacramento, which accounts for 33 percent of the total population in the county, grew by 14.6 percent between the 2000 and 2010 census. The fastest growing city in the county was Folsom, which grew 39.2 percent during this time period.

Employment and population growth in Sacramento County are both expected to accelerate over the next few years as the state rebounds from the Great Recession.





Forecast Highlights

- Job growth is forecast at 1.5 percent during 2011. From 2011 to 2016, the rate is forecast to average 3.1 percent per year.

- Average salaries adjusted for inflation are slightly above the California state average, but are expected to converge with the state in the long term. Average salaries adjusted for inflation rise an average of 0.7 percent per year from 2011 to 2016.

- Between 2011 and 2016, jobs will be created predominantly in professional services, construction, education and healthcare, government, and retail trade. These sectors are forecast to contribute 74 percent of all jobs created in the county from 2011 to 2016. The financial activities, farm, manufacturing, and government sectors have the slowest growth rates over this period.

- Population growth will accelerate over the next 5 years. Annual growth in the 2011 to 2016 period averages 1.5 percent per year.

- Net migration is expected to increase slightly in 2011, with approximately 5,400 people entering the county. Between 2011 and 2016 net migration is forecast to average 11,200 net migrants entering the county per year.

- Real per capita incomes are forecast to rise 1.2 percent in 2011. Between 2011 and 2016 growth will average 2.0 percent per year.

- Total taxable sales adjusted for inflation are expected to rise 2.7 percent during 2011. From 2011 to 2016 the average annual growth rate is 4.4 percent per year. Sales do not return to the previous peak until approximately 2019.

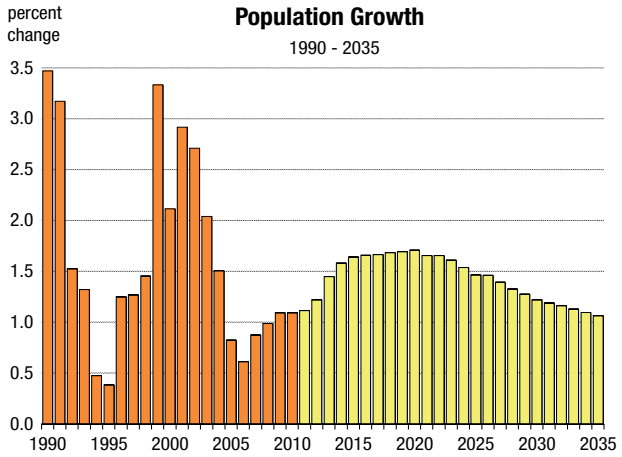
- Industrial production is expected to rise by 4.1 percent in 2011. Between 2011 and 2016 industrial production is forecast to rise by an average of 3.0 percent per year.

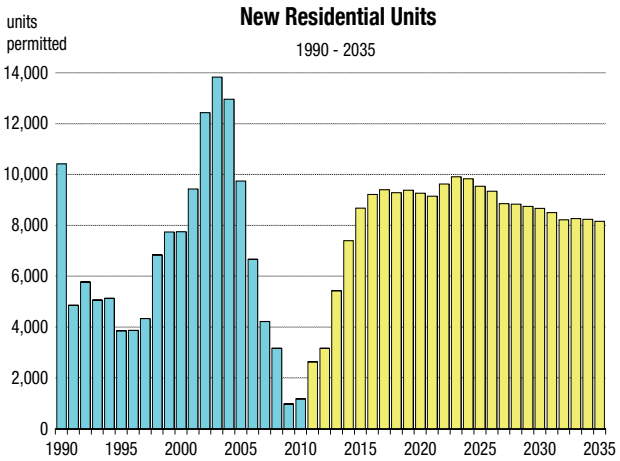
by an average of 3.3 percent per year.

Sacramento County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	1,366,303	-3,110	1,174.3	512.9	6,663	$21.1	$50.2	$39,948	3.2	333.9	5.61	4.8
2007	1,378,268	-176	1,166.0	521.6	4,223	$20.6	$52.6	$40,123	3.4	383.8	5.57	5.4
2008	1,391,877	1,401	1,157.0	526.7	3,164	$19.3	$54.3	$39,883	3.0	366.1	5.65	7.1
2009	1,407,101	4,198	1,159.9	530.1	973	$16.6	$53.6	$38,569	0.8	353.2	5.63	11.5
2010	1,422,492	4,967	1,157.3	531.5	1,181	$16.9	$53.5	$37,640	1.3	352.4	5.51	12.8
2011	1,438,156	5,413	1,175.5	533.2	2,537	$17.9	$56.6	$38,101	3.3	358.0	5.74	11.3
2012	1,455,802	7,532	1,189.9	535.7	3,145	$19.2	$59.6	$38,742	2.3	362.8	5.88	10.3
2013	1,476,770	10,895	1,209.7	538.7	5,325	$20.5	$63.1	$39,547	2.3	367.1	6.09	9.0
2014	1,500,073	13,291	1,231.7	543.9	7,331	$21.9	$67.0	$40,381	2.4	370.2	6.26	7.8
2015	1,524,536	14,542	1,253.8	551.0	8,563	$23.4	$71.1	$41,265	2.1	372.1	6.45	6.7
2016	1,549,984	15,546	1,275.7	559.3	9,085	$24.8	$75.1	$42,029	2.1	372.9	6.66	6.0
2017	1,575,815	15,855	1,294.4	568.1	9,233	$26.2	$78.9	$42,548	2.1	370.6	6.87	5.6
2018	1,602,711	16,780	1,312.2	577.0	9,180	$27.6	$83.0	$43,128	2.0	367.0	7.08	5.2
2019	1,630,767	17,809	1,329.6	585.9	9,299	$29.0	$87.2	$43,719	1.9	365.3	7.28	4.8
2020	1,660,412	19,288	1,346.6	594.9	9,227	$30.4	$91.4	$44,210	1.7	365.7	7.50	4.5
2021	1,690,641	19,752	1,363.4	603.8	9,171	$31.8	$95.7	$44,716	1.7	366.1	7.77	4.6
2022	1,720,923	19,689	1,378.1	612.7	9,580	$33.3	$100.3	$45,042	2.2	366.9	8.02	4.6
2023	1,751,209	19,546	1,392.2	622.0	9,880	$34.8	$104.9	$45,354	2.2	367.3	8.30	4.6
2024	1,781,040	18,998	1,405.9	631.5	9,768	$36.4	$110.0	$45,763	2.1	367.9	8.58	4.7
2025	1,810,157	18,250	1,417.6	641.0	9,527	$38.2	$115.1	$46,144	2.1	368.2	8.84	4.7
2026	1,839,758	18,648	1,431.4	650.2	9,382	$39.9	$120.1	$46,425	2.1	368.6	9.11	4.7
2027	1,868,617	17,911	1,444.9	659.3	8,917	$41.8	$125.4	$46,737	2.1	368.8	9.44	4.8
2028	1,896,605	17,191	1,459.1	667.9	8,915	$43.7	$130.7	$47,014	2.1	369.3	9.78	4.8
2029	1,923,959	16,714	1,473.7	676.6	8,825	$45.8	$136.2	$47,272	2.1	369.4	10.12	4.8
2030	1,950,531	16,119	1,488.9	685.1	8,744	$47.9	$141.7	$47,521	2.1	369.8	10.48	4.8
2031	1,976,844	16,012	1,503.6	693.6	8,582	$50.1	$147.5	$47,756	2.2	370.1	10.82	4.8
2032	2,002,573	15,585	1,518.6	701.9	8,295	$52.5	$153.3	$47,940	2.2	370.5	11.17	4.8
2033	2,027,760	15,228	1,534.1	709.9	8,345	$55.0	$159.4	$48,210	2.1	370.8	11.54	4.8
2034	2,052,508	14,992	1,548.9	718.0	8,283	$57.6	$165.9	$48,488	2.2	371.1	11.92	4.8
2035	2,076,867	14,823	1,562.8	726.0	8,201	$60.3	$172.6	$48,807	2.2	371.4	12.31	4.8
2036	2,099,562	13,475	1,577.3	733.9	8,089	$63.1	$179.5	$49,153	2.1	371.7	12.70	4.9
2037	2,121,359	12,898	1,593.3	741.8	8,198	$66.2	$186.7	$49,540	2.2	372.0	13.11	4.9
2038	2,142,526	12,561	1,610.2	749.7	8,121	$69.3	$194.2	$49,973	2.1	372.3	13.54	4.9
2039	2,163,158	12,302	1,627.5	757.6	8,052	$72.6	$202.1	$50,436	2.1	372.5	13.98	4.9
2040	2,183,321	12,090	1,644.2	765.4	7,981	$76.0	$210.1	$50,920	2.1	372.8	14.46	4.9

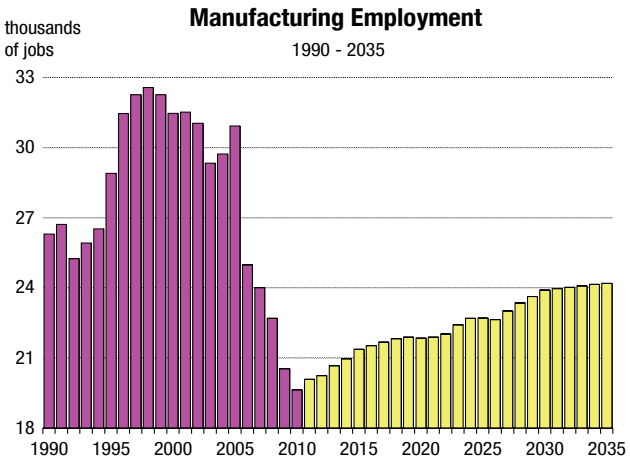


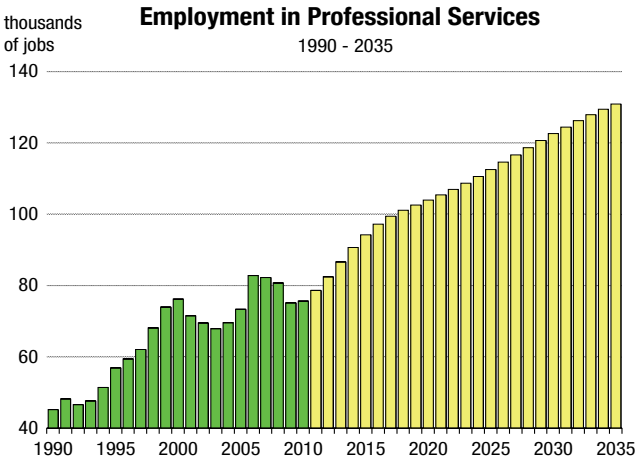


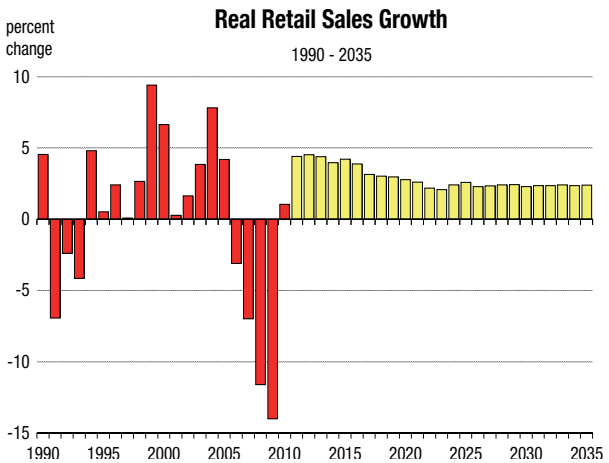
Sacramento County Employment Forecast

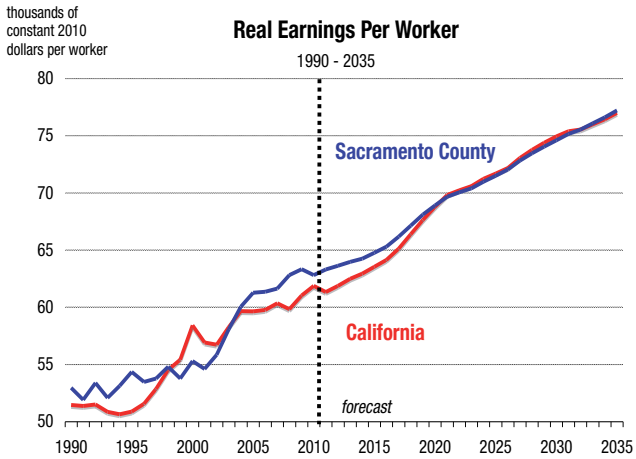
2006-2010 History, 2011-2040 Forecast

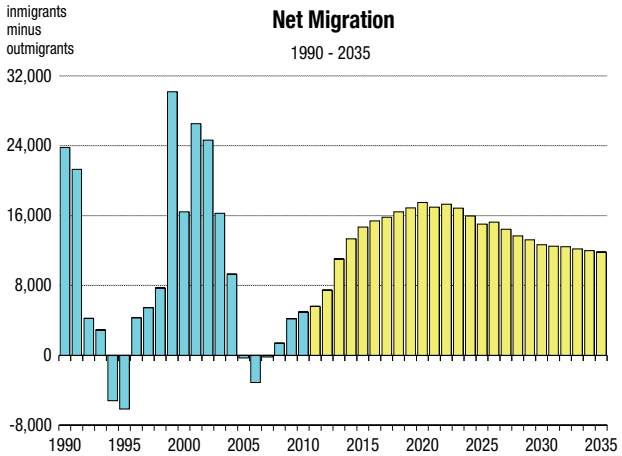
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	614.7	2.70	43.7	25.0	12.9	84.5	45.9	82.8	15.3	66.0	52.3	163.1
2007	615.2	2.92	41.0	24.0	13.6	81.7	42.8	82.3	15.5	68.3	53.3	169.1
2008	599.9	2.72	34.4	22.7	13.7	76.4	39.9	80.7	15.0	69.4	52.6	171.5
2009	570.7	2.91	26.7	20.5	12.9	69.4	37.1	75.2	14.1	69.5	50.1	171.9
2010	555.1	2.92	23.5	19.6	12.5	68.3	34.0	75.6	13.2	69.0	48.9	167.6
2011	563.6	2.95	23.4	20.1	12.6	70.3	35.5	78.6	14.0	71.0	50.6	164.0
2012	577.9	2.97	26.1	20.3	12.9	73.1	35.7	82.5	14.4	72.3	51.9	164.7
2013	599.9	3.00	32.0	20.7	13.3	76.5	36.5	86.7	14.8	73.7	53.2	167.5
2014	621.9	3.02	37.2	21.0	13.7	80.5	36.9	90.7	15.2	75.4	54.9	170.6
2015	641.6	3.03	40.3	21.4	14.2	84.2	37.0	94.3	15.5	77.1	56.8	174.4
2016	656.9	3.03	41.3	21.5	14.6	87.4	37.9	97.3	15.7	78.5	58.4	177.2
2017	664.7	3.02	40.5	21.7	14.8	89.2	38.5	99.5	15.9	79.5	59.7	177.8
2018	672.0	3.00	39.6	21.8	15.2	90.4	39.1	101.2	16.0	80.7	60.9	179.3
2019	678.7	2.99	38.9	21.9	15.6	91.4	39.6	102.6	16.1	81.9	61.9	180.5
2020	685.7	2.99	38.6	21.9	16.2	92.6	40.3	104.0	16.2	82.8	62.8	181.8
2021	692.7	2.99	38.6	21.9	16.7	93.8	40.4	105.4	16.3	83.8	63.6	183.1
2022	700.1	3.00	39.1	22.0	17.2	95.2	40.7	107.0	16.4	84.7	64.4	184.0
2023	708.6	3.00	39.9	22.4	17.6	96.8	41.1	108.7	16.5	85.5	65.1	184.9
2024	716.5	3.00	39.8	22.7	18.0	98.3	41.6	110.6	16.6	86.8	65.8	185.8
2025	724.6	3.00	39.9	22.7	18.4	99.7	42.1	112.6	16.7	88.1	66.5	187.0
2026	732.3	3.01	39.6	22.6	18.7	101.0	42.6	114.6	16.8	89.4	67.2	188.2
2027	739.9	3.01	39.0	23.0	19.0	102.2	43.2	116.7	17.0	90.8	67.9	189.5
2028	748.2	3.01	39.0	23.4	19.3	103.3	43.7	118.7	17.1	92.2	68.6	190.6
2029	756.3	3.01	38.9	23.6	19.6	104.6	44.2	120.7	17.3	93.6	69.3	191.8
2030	764.6	3.01	38.9	23.9	19.9	105.8	44.7	122.6	17.4	95.1	70.1	193.0
2031	772.3	3.02	38.7	24.0	20.2	107.1	45.2	124.5	17.5	96.7	70.8	194.0
2032	779.8	3.02	38.3	24.0	20.6	108.3	45.8	126.3	17.7	98.4	71.5	195.0
2033	787.9	3.02	38.4	24.1	20.9	109.6	46.3	127.9	17.8	100.2	72.3	196.1
2034	795.8	3.02	38.3	24.1	21.2	110.9	46.8	129.5	17.9	102.0	73.0	197.1
2035	803.8	3.02	38.3	24.2	21.6	112.2	47.3	130.9	18.1	103.8	73.8	198.3
2036	811.7	3.02	38.2	24.2	21.9	113.5	47.9	132.4	18.2	105.7	74.5	199.4
2037	819.9	3.03	38.5	24.2	22.3	114.8	48.4	133.8	18.3	107.6	75.3	200.5
2038	828.1	3.03	38.4	24.3	22.6	116.1	48.9	135.3	18.5	109.5	76.1	201.6
2039	836.4	3.03	38.4	24.4	23.0	117.4	49.5	136.8	18.6	111.5	76.9	202.8
2040	844.8	3.03	38.4	24.4	23.3	118.8	50.0	138.2	18.7	113.4	77.6	204.1

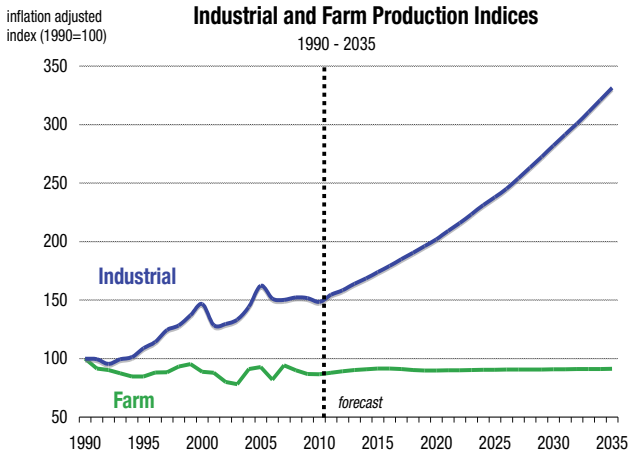












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	22.9%
Expected job growth:	16.6%
Fastest growing jobs sector:	Construction
Expected personal income growth:	18.9%
Expected population growth:	7.8%
Net migration to account for:	55.3%
Expected growth in number of vehicles:	8.5%

Demographics (2011)

Unemployment rate (June 2011)	12.6%
County Rank* in California (58 counties):	27th
Working age (16-64) population:	65.5%
Population with B.A. Degree or higher:	27.6%
Median Home Selling Price:	$173,000
Median Household Income:	$54,339

Quality of Life

Violent Crime rate (2009):	627 per 100,000 persons
County Rank* in California (58 counties):	52nd
Average Commute Time to work (2011):	26.8 minutes
High School drop out rate (2009):	23.3 %
Households at/below poverty line:	10.3 %

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

San Benito County Economic Forecast

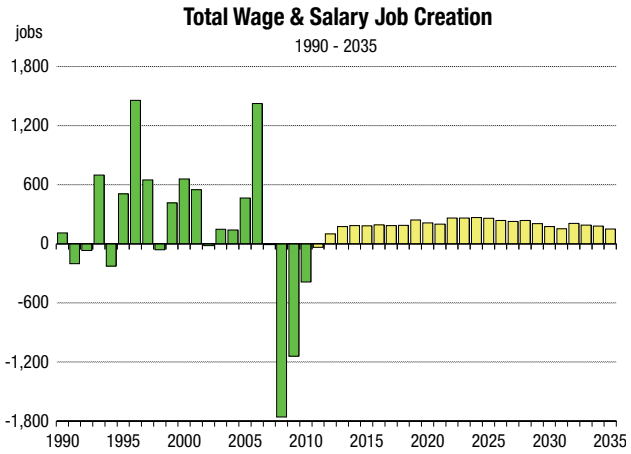
San Benito County is located in the Coast Range Mountains of Central California. San Benito has one of the highest rates in California of workers who reside in the county but commute outside the county for work, principally to Santa Clara County. San Benito County has a population of 55,300 people and 14,300 wage and salary jobs. The per capita income in San Benito County is $35,619, and the average salary per worker is $45,754.

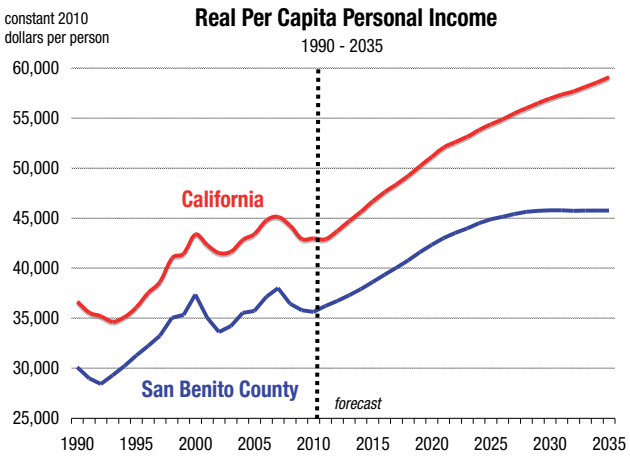
In 2010, employment declined by 400 jobs, or 2.6 percent in San Benito County. The farm sector lost 170 jobs representing a decline of 8.1 percent. The unemployment rate rose to 17.5 percent.

During 2010 the non-farm sectors that created jobs were transportation and warehousing, information, education and health care, and professional services. The contraction of employment was dominated by the construction and government sectors, each of which lost 90 jobs during the year.

The Population of San Benito County grew 3.8 percent between the 2000 and 2010 census. Nearly two thirds of the population lives in Hollister, which grew just 1.5 percent over the past decade.

There were an estimated 200 net migrants leaving the county in 2010. Since 2002, there have been nearly 4,900 more out-migrants than in-migrants, an unusual trend for a county that historically has had positive net migration.





Forecast Highlights

- No postive job growth is forecast in 2011. The point forecast has growth at -0.2 percent. Between 2011 and 2016, the annual growth rate is forecast to average 1.2 percent.

- 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 1.1 percent per year from 2011 to 2016.

- Between 2011 and 2016, the principal employment growth occurs in construction, retail trade, and government. These sectors account for 98 percent of all jobs created in the county between 2011 and 2016.

- Population is forecast to rise 1.0 percent in 2011. Annual growth in the 2011 to 2016 period averages 1.4 percent per year.

- Net migration will turn positive over the next five years. In 2011, approximately 120 migrants are forecast to enter the county. From 2011 to 2016 net migration is expected to average 290 in-migrants per year.

- Real per capita income is forecast to advance 1.7 percent in 2011, equal to the growth rate between 2011 and 2016.

- Total taxable sales, adjusted for inflation, are forecast to increase by an average of 5.4 percent per year between 2011 and 2016.

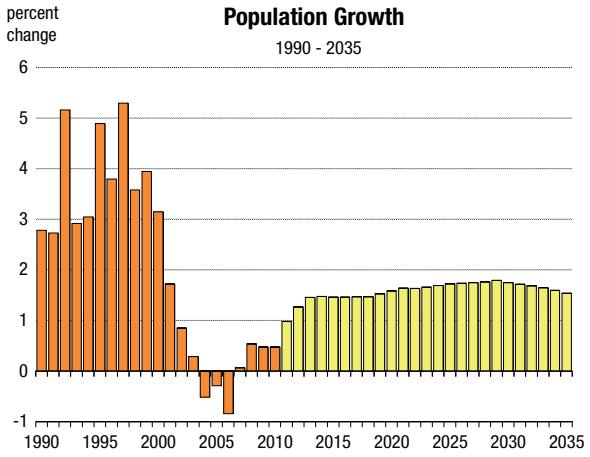
- Industrial production is forecast to decline 2.9 percent in 2011. Between 2011 and 2016 industrial production falls by an average of 3.1 percent per year.

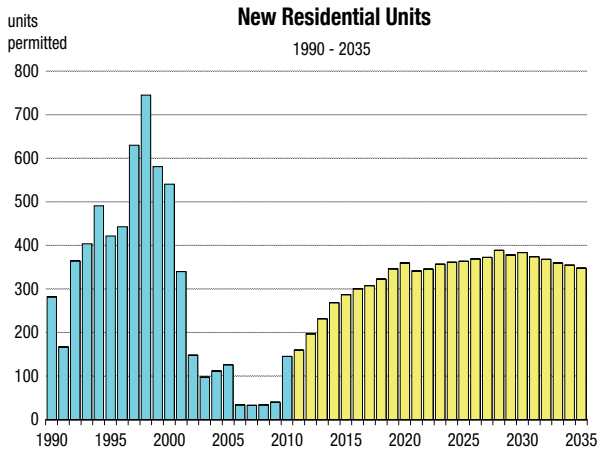
- Farm production is forecast to increase by 1.3 percent per year between 2011 and 2016. The principal crop in the county is lettuce.

San Benito County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	54,477	-1,107	56.3	17.0	34	$0.54	$1.86	$37,138	3.2	294.8	503	7.1
2007	54,515	-618	55.7	17.1	33	$0.55	$1.97	$38,007	3.4	308.3	473	7.2
2008	54,809	-262	55.0	17.1	34	$0.50	$1.95	$36,441	3.0	267.7	508	9.6
2009	55,071	-279	54.7	17.1	40	$0.42	$1.95	$35,791	0.8	246.4	430	14.3
2010	55,335	-207	55.6	17.2	145	$0.44	$1.97	$35,619	1.3	249.0	431	17.5
2011	55,879	122	56.5	17.3	160	$0.47	$2.09	$36,228	3.3	257.3	418	16.8
2012	56,589	267	57.5	17.5	197	$0.51	$2.19	$36,704	2.3	263.1	403	15.9
2013	57,414	355	58.7	17.7	232	$0.55	$2.31	$37,288	2.3	267.3	390	14.6
2014	58,262	351	59.9	17.9	269	$0.59	$2.44	$37,911	2.4	270.4	378	13.2
2015	59,115	327	61.1	18.2	287	$0.64	$2.58	$38,625	2.1	272.7	366	12.0
2016	59,980	309	62.4	18.4	301	$0.68	$2.72	$39,350	2.1	274.6	357	11.2
2017	60,862	295	63.8	18.7	308	$0.73	$2.87	$40,038	2.1	276.1	351	10.7
2018	61,760	280	65.1	19.1	323	$0.78	$3.02	$40,786	2.0	277.3	345	10.3
2019	62,703	293	66.5	19.4	346	$0.83	$3.19	$41,604	1.9	278.4	340	9.9
2020	63,697	313	67.9	19.7	360	$0.88	$3.36	$42,328	1.7	279.4	336	9.6
2021	64,743	336	69.4	20.1	341	$0.93	$3.52	$43,007	1.7	280.4	336	9.4
2022	65,803	325	70.9	20.4	346	$0.98	$3.70	$43,527	2.2	281.2	337	9.4
2023	66,894	333	72.5	20.8	357	$1.04	$3.89	$43,985	2.2	282.1	340	9.4
2024	68,027	355	74.1	21.2	361	$1.10	$4.08	$44,483	2.1	282.9	345	9.4
2025	69,203	379	75.8	21.5	364	$1.16	$4.28	$44,879	2.1	283.7	352	9.4
2026	70,403	391	77.5	21.9	369	$1.22	$4.47	$45,148	2.1	284.5	361	9.3
2027	71,635	411	79.3	22.3	373	$1.28	$4.67	$45,422	2.1	285.2	371	9.3
2028	72,901	438	81.1	22.7	389	$1.35	$4.88	$45,623	2.1	286.0	383	9.2
2029	74,207	474	83.1	23.1	378	$1.41	$5.08	$45,740	2.1	286.8	395	9.2
2030	75,506	463	85.0	23.4	384	$1.48	$5.29	$45,790	2.1	287.5	409	9.1
2031	76,802	457	87.0	23.8	374	$1.54	$5.49	$45,780	2.2	288.2	425	9.0
2032	78,099	454	89.1	24.2	368	$1.62	$5.70	$45,739	2.2	288.9	441	9.1
2033	79,387	440	91.2	24.6	360	$1.69	$5.92	$45,752	2.1	289.6	458	9.1
2034	80,656	416	93.3	25.0	355	$1.77	$6.15	$45,753	2.2	290.3	473	9.1
2035	81,897	386	95.4	25.3	348	$1.84	$6.38	$45,763	2.2	291.0	489	9.1
2036	83,131	373	97.5	25.7	347	$1.93	$6.62	$45,802	2.1	291.6	505	9.1
2037	84,358	358	99.6	26.1	344	$2.01	$6.87	$45,831	2.2	292.3	520	9.1
2038	85,561	327	101.7	26.4	338	$2.10	$7.12	$45,842	2.1	292.9	536	9.0
2039	86,771	325	103.8	26.8	340	$2.20	$7.38	$45,928	2.1	293.5	553	9.0
2040	87,996	327	106.0	27.1	343	$2.29	$7.65	$46,014	2.1	294.1	571	9.0

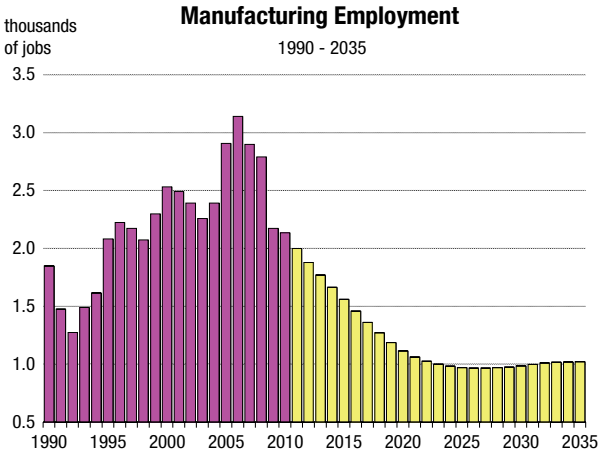


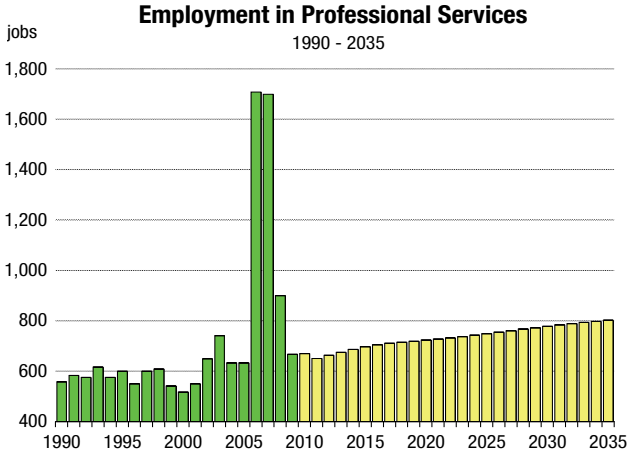


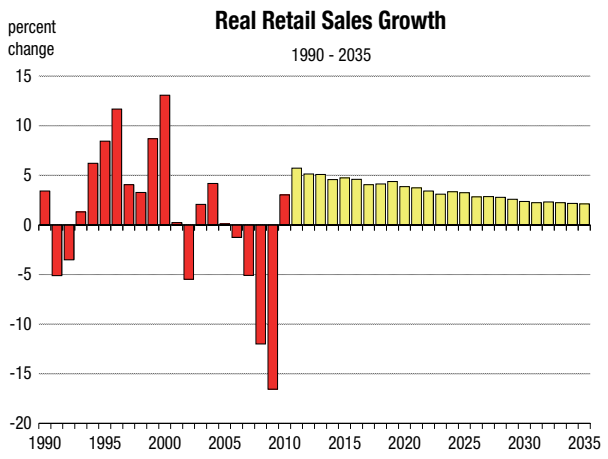
San Benito County Employment Forecast

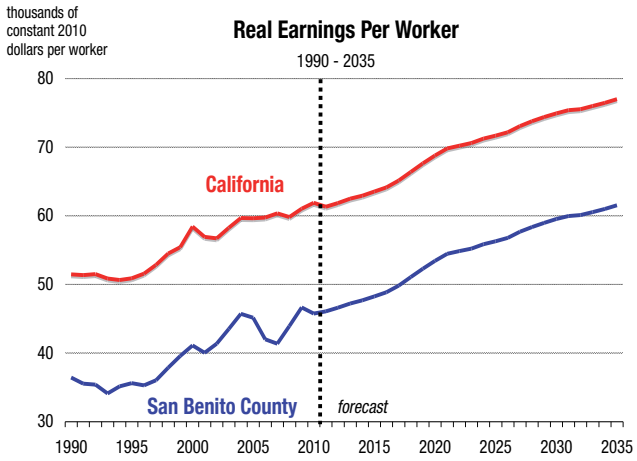
2006-2010 History, 2011-2040 Forecast

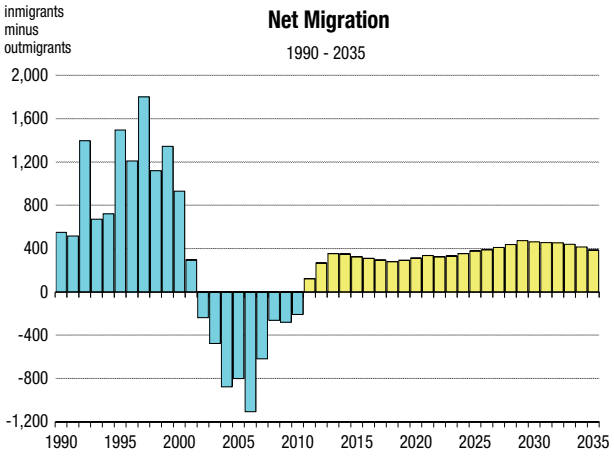
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	17.6	2.44	1.88	3.14	0.26	2.26	0.38	1.71	0.10	0.68	1.43	2.84
2007	17.6	2.82	1.73	2.90	0.23	2.17	0.40	1.70	0.10	0.70	1.48	2.87
2008	15.8	2.43	1.38	2.79	0.20	2.10	0.40	0.90	0.10	0.72	1.45	2.93
2009	14.7	2.04	1.52	2.18	0.20	2.05	0.31	0.67	0.10	0.79	1.36	3.08
2010	14.3	1.88	1.42	2.14	0.20	2.03	0.30	0.67	0.11	0.81	1.35	2.98
2011	14.3	1.92	1.41	2.00	0.20	2.12	0.31	0.65	0.11	0.81	1.37	2.93
2012	14.4	1.95	1.44	1.88	0.22	2.23	0.31	0.66	0.12	0.82	1.39	2.93
2013	14.5	1.97	1.49	1.77	0.23	2.34	0.31	0.68	0.13	0.83	1.40	2.97
2014	14.7	1.98	1.53	1.66	0.25	2.45	0.32	0.69	0.14	0.84	1.42	3.01
2015	14.9	1.97	1.58	1.56	0.26	2.57	0.32	0.70	0.14	0.85	1.43	3.06
2016	15.1	2.00	1.63	1.46	0.28	2.68	0.32	0.71	0.15	0.86	1.45	3.11
2017	15.3	2.01	1.69	1.36	0.28	2.78	0.32	0.71	0.16	0.88	1.46	3.16
2018	15.5	2.03	1.74	1.27	0.30	2.87	0.33	0.72	0.16	0.90	1.48	3.21
2019	15.7	2.06	1.82	1.19	0.31	2.95	0.33	0.72	0.17	0.92	1.50	3.27
2020	15.9	2.04	1.90	1.12	0.33	3.03	0.33	0.72	0.17	0.93	1.52	3.33
2021	16.1	2.03	1.95	1.06	0.34	3.11	0.33	0.73	0.18	0.95	1.54	3.39
2022	16.4	2.06	2.00	1.03	0.35	3.18	0.33	0.73	0.18	0.98	1.57	3.45
2023	16.7	2.08	2.06	1.00	0.37	3.25	0.33	0.74	0.19	1.00	1.58	3.51
2024	16.9	2.11	2.11	0.98	0.38	3.32	0.33	0.74	0.20	1.02	1.60	3.56
2025	17.2	2.14	2.17	0.97	0.39	3.39	0.33	0.75	0.20	1.04	1.62	3.62
2026	17.4	2.15	2.22	0.97	0.39	3.46	0.33	0.76	0.21	1.07	1.63	3.67
2027	17.7	2.15	2.27	0.97	0.40	3.52	0.33	0.76	0.21	1.09	1.64	3.72
2028	17.9	2.17	2.32	0.97	0.41	3.59	0.33	0.77	0.22	1.11	1.64	3.77
2029	18.1	2.18	2.36	0.98	0.42	3.64	0.33	0.77	0.22	1.12	1.65	3.81
2030	18.3	2.17	2.40	0.99	0.42	3.70	0.33	0.78	0.23	1.14	1.64	3.85
2031	18.4	2.15	2.42	1.00	0.43	3.75	0.33	0.78	0.24	1.16	1.64	3.89
2032	18.6	2.19	2.45	1.01	0.44	3.81	0.33	0.79	0.24	1.17	1.64	3.92
2033	18.8	2.23	2.48	1.02	0.45	3.86	0.33	0.79	0.25	1.18	1.63	3.96
2034	19.0	2.26	2.51	1.02	0.45	3.91	0.33	0.80	0.25	1.19	1.62	3.99
2035	19.2	2.26	2.54	1.02	0.46	3.96	0.33	0.80	0.26	1.21	1.61	4.02
2036	19.4	2.31	2.57	1.02	0.47	4.01	0.33	0.81	0.26	1.22	1.61	4.05
2037	19.5	2.33	2.61	1.02	0.48	4.06	0.33	0.81	0.27	1.23	1.60	4.08
2038	19.6	2.30	2.64	1.02	0.48	4.11	0.33	0.82	0.28	1.24	1.59	4.11
2039	19.8	2.33	2.68	1.02	0.49	4.16	0.33	0.82	0.28	1.25	1.58	4.14
2040	20.0	2.35	2.71	1.03	0.50	4.21	0.33	0.82	0.29	1.26	1.58	4.17

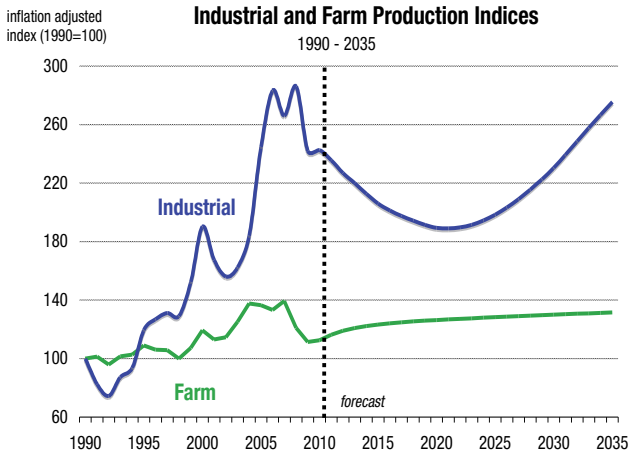












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	26.2 %
Expected job growth:	5.9 %
Fastest growing jobs sector: Transportation, Warehousing & Utilities	
Expected personal income growth:	16.6 %
Expected population growth:	7.3 %
Net migration to account for:	39.2 %
Expected growth in number of vehicles:	10.5 %

Demographics (2011)

Unemployment rate (June 2011):	15.8 %
County Rank* in California (58 counties):	43rd
Working age (16-64) population:	65.1 %
Population with B.A. Degree or higher:	17.8 %
Median Home Selling Price:	$265,000
Median Household Income:	$69,162

Quality of Life

Violent Crime rate (2009):	424 per 100,000 persons
County Rank* in California (58 counties):	37th
Average Commute Time to work (2011):	32.0 minutes
High School drop out rate (2009):	16.8 %
Households at/below poverty line:	9.3 %

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

San Bernardino County Economic Forecast

San Bernardino County is the largest county in the nation in terms of total land area. The county, along with its neighbor to the south, Riverside County comprise the Inland Empire, one of the fastest growing metro areas of the state and nation from 1997 to 2006. However, because the real estate and labor market declines have been pronounced in the area, the economic fallout has been severe over the last three years.

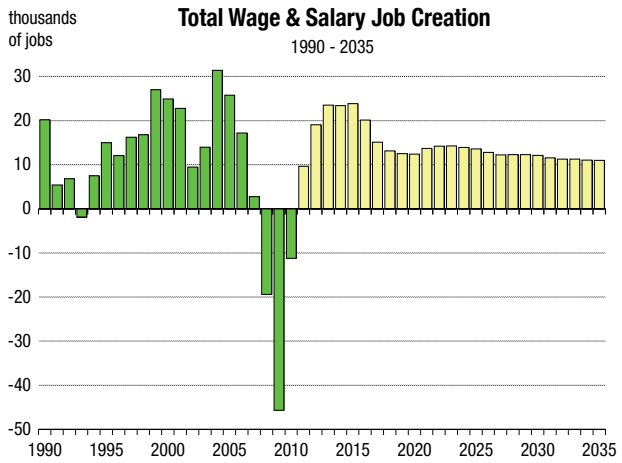
San Bernardino County has a population of 2 million people, with over 590,000 wage and salary jobs. The per capita income in San Bernardino County is $29,848 the average salary per worker is $50,767.

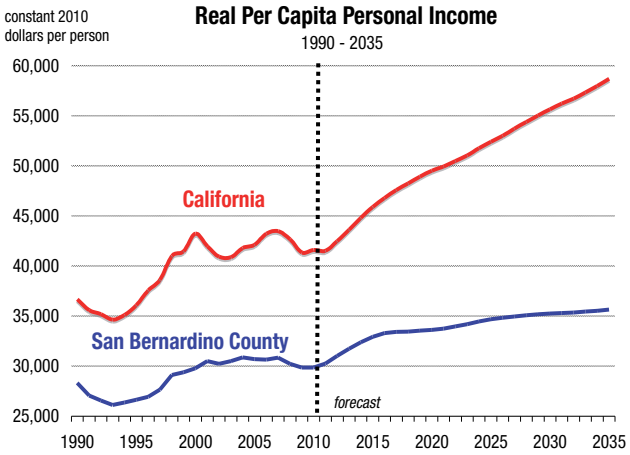
The economic contraction was severe in Southern California between 2008 and 2010, with particularly acute losses in the Inland Empire. Last year 11,200 total jobs were lost in San Bernardino County, representing a decline of -1.9 percent. The unemployment rate increased to 14.3 percent in 2010.

Employment in the construction sector fell by 3,400 workers, and is now 49 percent below the 2006 peak. The contraction was due primarily to a decline in new home production (down 90 percent from the peak in 2004). Other sectors with large declines in employment included manufacturing (-2,300 jobs), government (-1,800 jobs), and professional services (-1,600 jobs). The only sectors to record positive job creation were education and health services and information.

The population growth rate was just 0.7 percent in San Bernardino County in 2010, one of the slowest growth rates on record. Net out-migration over the past 4 years has limited population growth in a county that generally attracts strong migration.

San Bernardino County and the entire Inland Empire economy are expected to expand in 2011 but general economic growth will be muted until 2012 and 2013. Over the longer-term forecast, the Inland Empire will experience greater growth than the coastal counties, due largely to the availability of land at lower cost.





Forecast Highlights

- Employment is forecast to increase in 2011 by 1.6 percent. From 2011 to 2016, the annual growth rate is expected to average 3.4 percent per year.

- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the foreseeable future. Real average salaries are forecast to rise an average of 0.6 percent per year from 2011 to 2016.

- From 2011 to 2016, the momentum for employment growth is broad based. Manufacturing, professional and business services, transportation, construction, leisure services, and wholesale trade all grow over 15 percent.

- Population growth averages 1.6 percent from 2011 to 2016, compared to 0.9 percent over the previous five years.

- The County is forecast to experience net out-migration in 2011, before rebounding over the long-term forecast. From 2011 to 2016 net migration is forecast to average 9,400 people per year.

- Real per capita incomes are expected to rise 1.3 percent in 2011. During the 2011 to 2016 period real per capita incomes are forecast to average 1.9 percent growth per year.

- Total taxable sales, adjusted for inflation, are expected to increase by an average of 5.5 percent per year from 2011 to 2016.

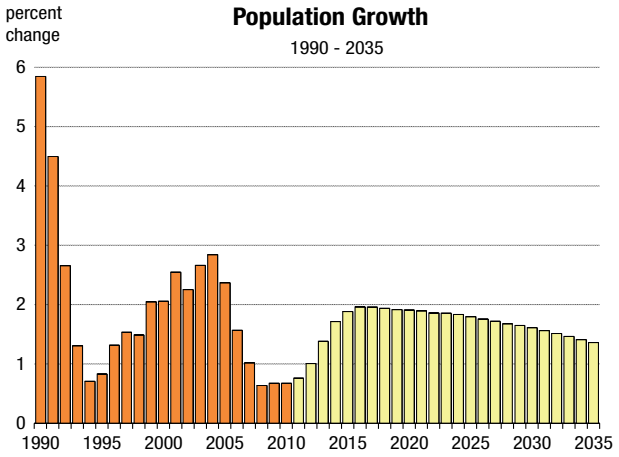
- Industrial production will rise 2.2 percent in 2011, with nearly all the gain coming in the transportation, warehousing and utilities sector. From 2011 to 2016, the growth rate of industrial production is expected to average 4.1 percent per year.

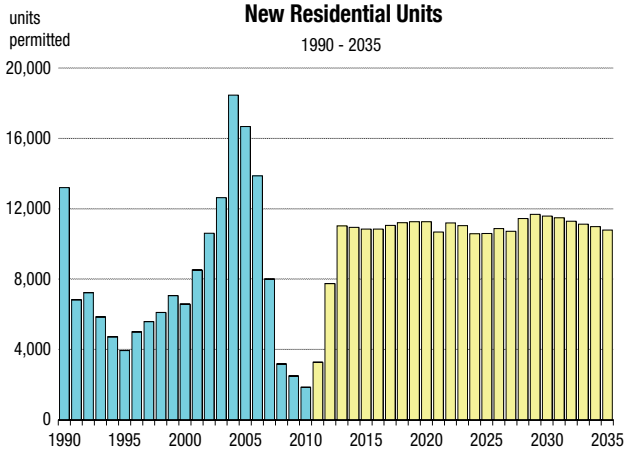
- Farm production is forecast to decline by 1.5 percent per year between 2011 and 2016. The principal crop in the county is dairy products.

San Bernardino County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	1,978,258	9,399	1.69	584	13,872	$31.3	$56.5	$30,644	4.3	468	16.9	4.8
2007	1,998,413	-2,673	1.67	597	8,004	$30.5	$59.3	$30,840	3.3	595	16.7	5.6
2008	2,011,163	-10,021	1.64	606	3,182	$27.8	$60.5	$30,215	3.5	550	16.7	8.0
2009	2,024,760	-7,051	1.63	610	2,495	$23.7	$59.7	$29,859	-0.8	360	16.1	13.0
2010	2,038,448	-6,139	1.64	613	1,857	$24.8	$60.8	$29,848	1.2	409	15.9	14.3
2011	2,053,974	-4,371	1.66	615	3,271	$26.6	$63.6	$30,245	2.3	357	16.3	13.0
2012	2,074,668	239	1.71	618	7,751	$28.7	$67.3	$31,007	2.3	348	16.8	11.6
2013	2,103,331	7,586	1.76	625	11,037	$30.9	$71.6	$31,740	2.5	342	17.5	10.1
2014	2,139,410	14,421	1.82	635	10,947	$33.6	$76.3	$32,384	2.7	338	18.3	8.9
2015	2,179,778	18,248	1.88	644	10,851	$36.5	$81.3	$32,932	2.8	340	19.0	7.5
2016	2,222,528	20,176	1.93	654	10,857	$39.7	$86.3	$33,302	2.9	331	19.9	6.8
2017	2,266,045	20,457	1.97	664	11,056	$42.8	$90.7	$33,412	2.8	325	20.9	6.7
2018	2,309,963	20,471	2.00	674	11,211	$46.1	$95.0	$33,441	2.7	319	21.8	6.5
2019	2,354,247	20,736	2.03	684	11,270	$49.5	$99.6	$33,538	2.5	312	22.7	6.3
2020	2,399,219	21,430	2.06	694	11,271	$52.1	$104.1	$33,613	2.3	315	23.5	6.2
2021	2,444,696	21,962	2.09	704	10,684	$54.9	$108.7	$33,727	2.2	321	24.4	6.2
2022	2,490,137	21,856	2.12	714	11,192	$57.6	$114.0	$33,954	2.3	312	25.3	6.2
2023	2,536,304	22,239	2.15	724	11,045	$60.4	$119.5	$34,183	2.2	304	26.2	6.2
2024	2,582,880	22,396	2.19	734	10,585	$63.5	$125.3	$34,445	2.2	295	27.1	6.2
2025	2,629,334	22,064	2.22	744	10,601	$66.9	$131.2	$34,676	2.2	287	28.1	6.2
2026	2,675,496	21,731	2.25	753	10,875	$70.3	$136.9	$34,820	2.2	284	29.2	6.2
2027	2,721,538	21,564	2.27	763	10,727	$73.8	$142.8	$34,960	2.1	282	30.3	6.2
2028	2,767,222	21,289	2.30	773	11,446	$77.5	$148.9	$35,070	2.2	277	31.5	6.2
2029	2,812,858	21,299	2.33	783	11,688	$81.4	$155.0	$35,162	2.2	273	32.7	6.2
2030	2,858,202	21,076	2.36	793	11,592	$85.3	$161.4	$35,243	2.2	279	34.0	6.2
2031	2,902,922	20,495	2.38	804	11,496	$89.4	$167.8	$35,306	2.2	284	35.2	6.2
2032	2,946,887	19,791	2.41	814	11,300	$93.8	$174.4	$35,348	2.2	272	36.5	6.2
2033	2,990,013	19,021	2.43	824	11,131	$98.3	$181.3	$35,433	2.2	262	37.9	6.2
2034	3,032,247	18,201	2.46	834	10,987	$103.0	$188.5	$35,521	2.3	253	39.2	6.2
2035	3,073,596	17,413	2.48	844	10,788	$107.9	$196.0	$35,641	2.2	252	40.6	6.2
2036	3,114,067	16,631	2.51	854	10,602	$113.1	$203.7	$35,772	2.2	239	42.1	6.2
2037	3,153,735	15,895	2.53	863	10,414	$118.5	$211.7	$35,922	2.2	233	43.6	6.2
2038	3,192,687	15,208	2.56	873	10,259	$124.1	$220.1	$36,106	2.2	242	45.1	6.2
2039	3,230,977	14,550	2.58	882	10,123	$130.0	$228.9	$36,311	2.2	235	46.7	6.1
2040	3,268,673	13,925	2.61	891	9,954	$136.1	$237.9	$36,531	2.1	229	48.5	6.1

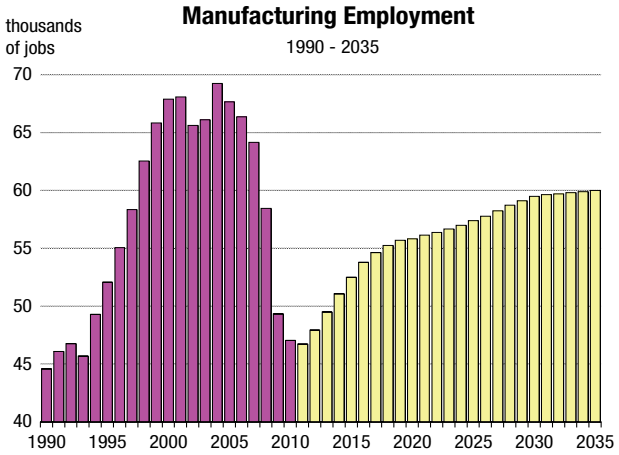


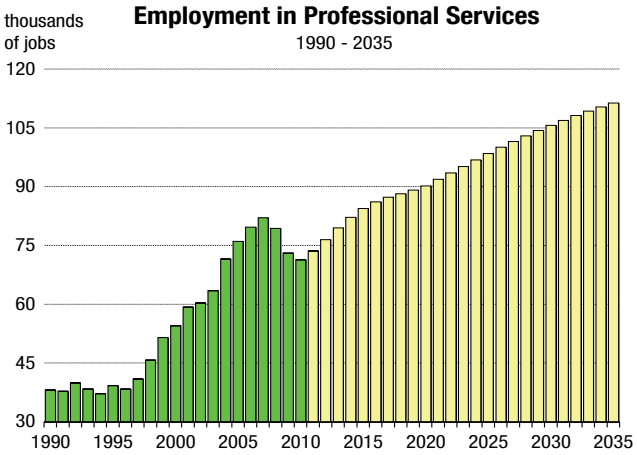


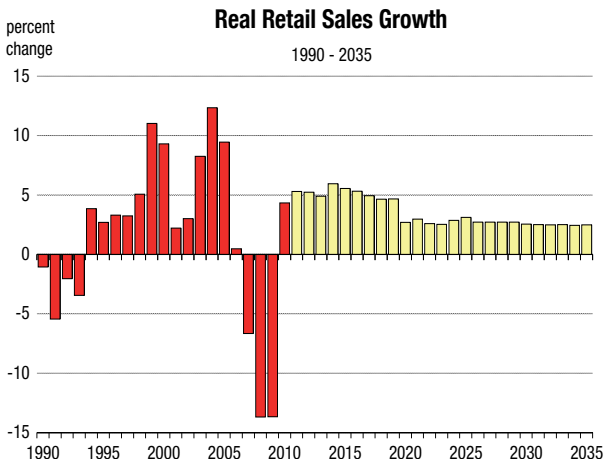
San Bernardino County Employment Forecast

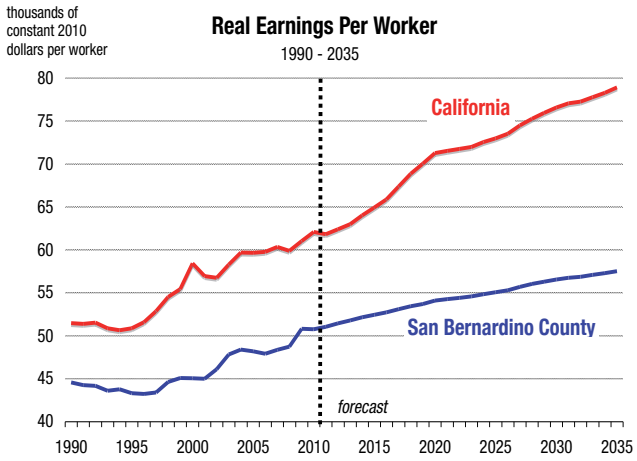
2006-2010 History, 2011-2040 Forecast

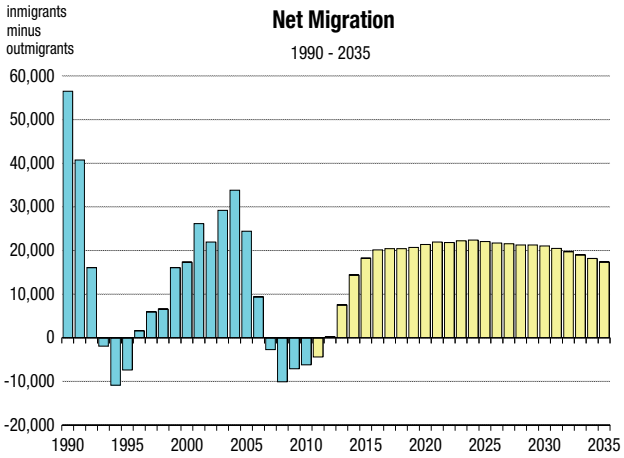
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	664.4	3.06	46.8	66.4	46.8	120.9	28.1	79.7	7.6	68.6	56.2	117.6
2007	667.1	3.45	43.6	64.2	48.0	123.5	27.2	82.1	7.6	70.1	58.8	116.5
2008	647.7	2.83	36.0	58.5	49.0	117.5	24.4	79.4	7.2	73.3	58.2	119.3
2009	602.1	2.03	27.2	49.3	46.8	106.2	22.8	73.0	7.5	74.7	54.9	118.0
2010	590.8	2.03	23.8	47.1	46.6	105.4	22.0	71.4	7.9	74.8	54.1	116.2
2011	600.5	1.96	23.1	46.7	48.1	109.9	22.6	73.6	7.9	76.2	55.4	115.0
2012	619.6	1.90	24.9	47.9	50.1	115.3	23.3	76.5	8.0	77.6	57.2	115.8
2013	643.2	1.84	29.1	49.5	52.4	121.5	23.9	79.5	8.1	79.2	59.0	117.1
2014	666.6	1.78	32.8	51.1	55.1	127.7	24.3	82.2	8.2	80.8	61.2	118.3
2015	690.4	1.74	36.6	52.5	57.7	133.6	24.6	84.5	8.2	82.8	63.8	120.1
2016	710.6	1.70	39.5	53.8	60.1	138.7	25.2	86.1	8.2	84.4	66.0	121.6
2017	725.7	1.66	41.3	54.6	62.2	141.7	25.7	87.3	8.2	85.9	67.9	123.2
2018	738.9	1.61	42.4	55.3	64.6	143.9	26.0	88.2	8.3	87.4	69.2	125.5
2019	751.4	1.57	43.0	55.7	67.3	145.8	26.4	89.2	8.3	89.3	70.0	128.0
2020	763.9	1.54	43.5	55.8	69.9	147.7	26.5	90.2	8.3	91.4	70.6	130.8
2021	777.6	1.52	43.5	56.1	72.4	149.8	26.8	91.9	8.3	94.2	71.7	133.3
2022	791.8	1.50	43.9	56.4	74.9	151.9	26.9	93.5	8.3	97.2	72.9	135.8
2023	806.1	1.47	44.4	56.7	77.3	153.8	27.2	95.2	8.3	100.2	74.0	138.1
2024	820.1	1.43	44.9	57.0	79.7	155.8	27.5	96.8	8.3	103.0	75.1	140.3
2025	833.7	1.40	45.1	57.4	82.0	157.9	28.1	98.5	8.4	105.6	76.2	142.4
2026	846.5	1.36	45.4	57.8	84.2	159.9	28.7	100.1	8.4	107.9	77.3	144.3
2027	858.8	1.33	45.2	58.3	86.2	161.9	29.4	101.5	8.4	110.3	78.5	146.1
2028	871.1	1.30	45.1	58.7	88.3	163.8	30.1	102.9	8.4	112.5	79.6	147.9
2029	883.4	1.27	45.3	59.1	90.4	165.7	30.7	104.3	8.4	114.7	80.8	149.5
2030	895.6	1.25	45.6	59.5	92.6	167.5	31.2	105.7	8.5	117.0	82.1	151.1
2031	907.2	1.25	45.8	59.6	94.8	169.3	31.5	106.9	8.5	119.2	83.3	152.6
2032	918.5	1.23	45.8	59.7	97.0	171.1	31.9	108.1	8.5	121.5	84.6	154.1
2033	929.8	1.20	45.9	59.8	99.1	172.9	32.3	109.3	8.5	123.8	85.9	155.5
2034	940.9	1.16	45.9	59.9	101.3	174.6	32.6	110.4	8.5	126.2	87.3	156.9
2035	951.9	1.14	45.8	60.0	103.4	176.4	32.9	111.3	8.6	128.5	88.7	158.2
2036	962.9	1.10	45.8	60.1	105.6	178.1	33.3	112.4	8.6	130.9	90.1	159.6
2037	974.2	1.06	45.7	60.2	107.7	179.8	33.6	113.4	8.6	133.3	91.6	161.0
2038	985.7	1.04	45.7	60.3	109.9	181.5	34.1	114.4	8.6	135.8	93.1	162.4
2039	997.4	1.01	45.7	60.4	112.0	183.2	34.6	115.4	8.7	138.3	94.7	163.9
2040	1,009.3	0.99	45.8	60.5	114.2	184.8	35.1	116.5	8.7	140.8	96.3	165.5

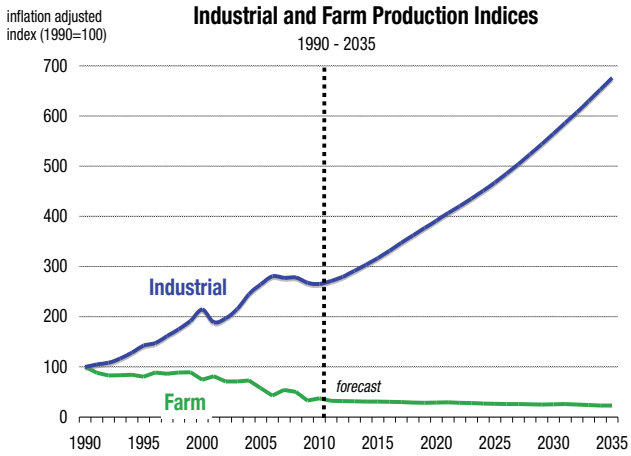












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	30.1 %
Expected job growth:	18.3 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	19.1 %
Expected population growth:	13.4 %
Net migration to account for:	36.0 %
Expected growth in number of vehicles:	16.3 %

Demographics (2011)

Unemployment rate (June 2011):	14.0 %
County Rank* in California (58 counties):	33rd
Working age (16-64) population:	65.0 %
Population with B.A. Degree or higher:	18.4 %
Median Home Selling Price:	$155,000
Median Household Income:	$52,131

Quality of Life

Violent Crime rate (2009):	487 per 100,000 persons
County Rank* in California (58 counties):	42nd
Average Commute Time to work (2011):	30.7 minutes
High School drop out rate (2009):	21.6 %
Households at/below poverty line:	12.4 %

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

San Diego County Economic Forecast

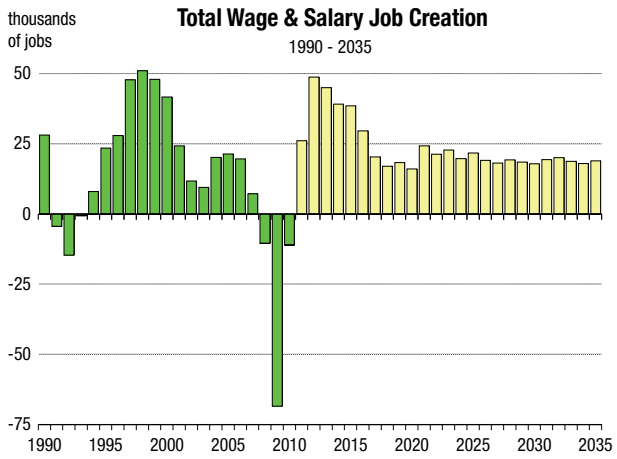
San Diego County, the southern-most county in California, has a population of just over 3.1 million people. There are 1.23 million wage and salary jobs located in the county, down from nearly 1.32 million in 2007. The average salary per worker is $66,829, while the per capita income in San Diego County is $45,974.

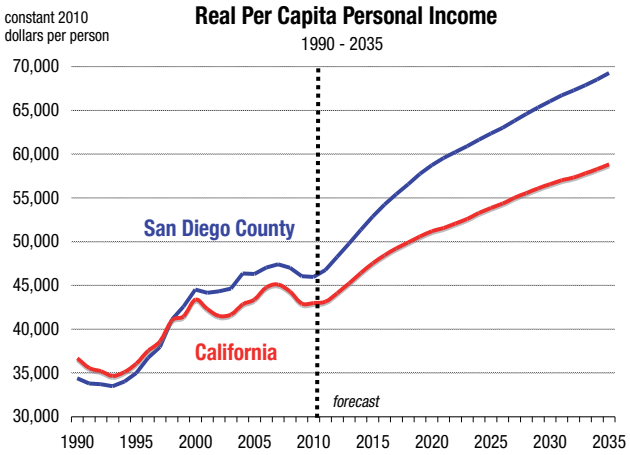
Across Southern California job loss continued for the third straight year in 2010, though the rate of decline was much lower than in 2009. During 2010, 11,000 total jobs were lost in San Diego County, representing a growth rate of -0.9 percent. The unemployment rate increased to 10.5 percent.

The principal employment clusters in San Diego County are defense contractors, computer and electronics manufacturing, healthcare services, and tourism. The U.S. Navy is the largest employer. Like most areas of the state, economic activity related to real estate has contracted sharply since 2007. Employment in construction fell by 5,600 workers, the fourth straight year of substantial contraction. 2010 housing production rebounded slightly from 2009, but still represents the second lowest year on record.

Many employment sectors began to recover in 2010, transportation, education and healthcare, miscellaneous services, and professional services all increased employment for the year. In addition government employment was up, though this was due to temporary hiring of census workers; state and local governments shed staff, and are expected to continue doing so in 2011.

Population growth in the county was 1.2 percent in 2010. Net migration has increased in recent years, and will continue to contribute to population growth over the forecast. The fastest growing cities include San Marcos and Chula Vista, with population growth rates exceeding 40 percent between the 2000 and 2010 census. San Diego is the largest city in the county, with over 1.3 million residents.





Forecast Highlights

- Job growth averages 2.1 percent in 2011. From 2011 to 2016, the average annual growth rate is 3.0 percent per year.

- Average salaries adjusted for inflation are currently well above the California state average, and will remain so over the foreseeable future. Real average salaries rise an average of 1.6 percent per year from 2011 to 2016.

- 2011 to 2016 is a period of robust job growth in San Diego County. Professional and business services, information technologies, other services, wholesale trade, leisure services, financial activities, and construction are all expected to grow by more than 15 percent.

- Population growth remains consistently positive, at approximately the same level observed in recent years. Annual growth in the 2011 to 2016 period averages 1.1 percent per year.

- From 2011 to 2016, total net migration is positive, averaging just over 10,600 people per year.

- Building activity returns, but does not reach typical levels of construction until 2014. Household sizes continue to increase as population growth outpaces new housing production.

- Real per capita incomes increase at a rate of 1.7 percent in 2011. An annual compound rate of growth of 3.0 percent is forecast from 2011 to 2016.

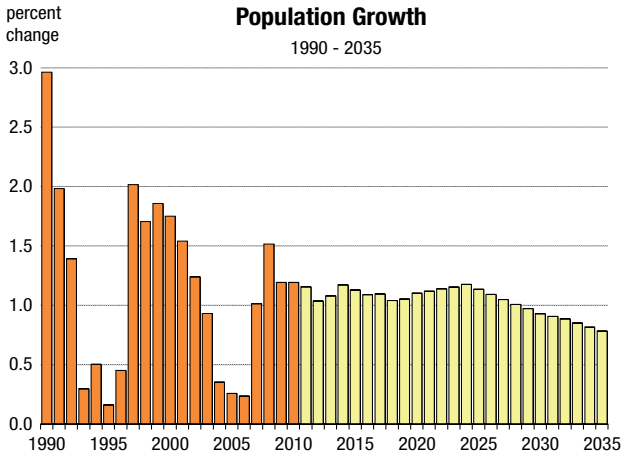
- Total taxable sales adjusted for inflation are expected to increase by an average of 4.9 percent per year from 2011 to 2016.

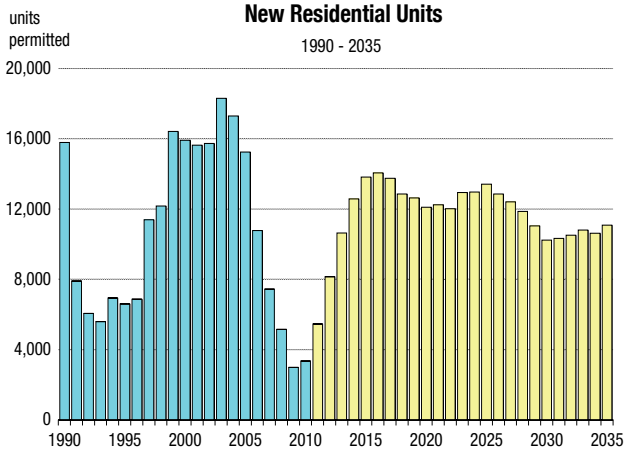
- Industrial production is expected to increase 3.0 percent in 2011. From 2011 to 2016, the growth rate of industrial production is expected to average 2.9 percent per year.

San Diego County Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (millions)	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)
2006	2,956,077	-19,399	2.64	1,070	10,777	$47.8	$129.6	$47,055	4.3	1.57	18.8	4.0
2007	2,986,085	2,069	2.64	1,079	7,445	$47.5	$136.2	$47,405	3.3	1.60	18.7	4.6
2008	3,031,360	17,008	2.64	1,089	5,154	$45.3	$142.0	$47,019	3.5	1.56	19.6	6.0
2009	3,067,544	9,564	2.65	1,099	2,990	$39.7	$139.6	$46,047	-0.8	1.57	19.5	9.6
2010	3,104,160	11,335	2.67	1,103	3,347	$41.1	$142.7	$45,974	1.2	1.57	19.5	10.5
2011	3,140,025	11,276	2.69	1,107	5,458	$43.6	$150.2	$46,767	2.3	1.58	20.1	9.8
2012	3,172,600	7,841	2.73	1,112	8,160	$46.2	$160.2	$48,265	2.3	1.59	20.6	8.8
2013	3,206,892	9,426	2.79	1,120	10,643	$49.5	$171.2	$49,778	2.5	1.60	21.3	7.8
2014	3,244,502	12,740	2.85	1,130	12,588	$53.6	$183.5	$51,331	2.7	1.61	21.8	6.8
2015	3,281,113	11,632	2.92	1,142	13,831	$58.0	$196.5	$52,885	2.8	1.62	22.5	5.7
2016	3,316,915	10,716	2.98	1,155	14,072	$63.0	$209.7	$54,246	2.9	1.62	23.1	5.2
2017	3,353,295	10,878	3.03	1,169	13,755	$68.0	$222.7	$55,430	2.8	1.63	23.8	5.0
2018	3,388,166	9,206	3.07	1,182	12,861	$72.9	$235.8	$56,563	2.7	1.63	24.5	4.9
2019	3,423,863	9,770	3.11	1,194	12,634	$77.9	$249.3	$57,741	2.5	1.64	25.2	4.7
2020	3,461,629	11,788	3.15	1,206	12,107	$81.6	$262.3	$58,721	2.3	1.64	25.9	4.6
2021	3,500,393	13,129	3.18	1,218	12,247	$85.5	$274.9	$59,546	2.2	1.64	26.6	4.6
2022	3,540,252	14,459	3.22	1,230	12,028	$89.1	$287.6	$60,246	2.3	1.65	27.3	4.6
2023	3,581,131	15,808	3.26	1,241	12,952	$93.1	$300.7	$60,918	2.2	1.65	28.0	4.6
2024	3,623,267	17,281	3.30	1,254	12,972	$97.3	$314.6	$61,642	2.2	1.66	28.8	4.6
2025	3,664,384	16,497	3.34	1,266	13,426	$102.4	$328.9	$62,370	2.2	1.66	29.6	4.6
2026	3,704,389	15,608	3.37	1,279	12,861	$107.2	$343.1	$63,013	2.2	1.67	30.4	4.6
2027	3,743,242	14,716	3.41	1,291	12,415	$112.4	$358.5	$63,796	2.1	1.67	31.3	4.6
2028	3,780,940	13,503	3.44	1,303	11,874	$117.8	$374.6	$64,590	2.2	1.67	32.2	4.6
2029	3,817,720	12,771	3.48	1,314	11,054	$123.3	$390.9	$65,335	2.2	1.68	33.1	4.6
2030	3,853,209	11,734	3.51	1,325	10,238	$128.9	$407.6	$66,039	2.2	1.68	34.1	4.6
2031	3,888,196	11,333	3.54	1,335	10,335	$134.5	$424.8	$66,716	2.2	1.68	35.2	4.6
2032	3,922,665	11,048	3.58	1,345	10,523	$140.4	$441.9	$67,274	2.2	1.68	36.2	4.6
2033	3,956,096	10,363	3.61	1,355	10,811	$146.7	$459.6	$67,881	2.2	1.68	37.4	4.6
2034	3,988,413	9,606	3.65	1,365	10,631	$153.1	$478.3	$68,517	2.3	1.68	38.5	4.5
2035	4,019,658	8,799	3.68	1,375	11,096	$159.8	$498.0	$69,260	2.2	1.68	39.7	4.5
2036	4,049,470	7,800	3.71	1,386	10,744	$166.8	$518.2	$69,998	2.2	1.68	40.9	4.5
2037	4,077,909	6,626	3.74	1,396	10,356	$174.3	$539.2	$70,752	2.2	1.68	42.2	4.5
2038	4,104,847	5,313	3.78	1,406	10,393	$182.1	$561.2	$71,595	2.2	1.68	43.5	4.5
2039	4,130,167	3,864	3.81	1,416	10,891	$190.4	$584.3	$72,514	2.2	1.68	44.8	4.5
2040	4,154,050	2,619	3.84	1,427	11,143	$198.9	$607.8	$73,457	2.1	1.68	46.2	4.5

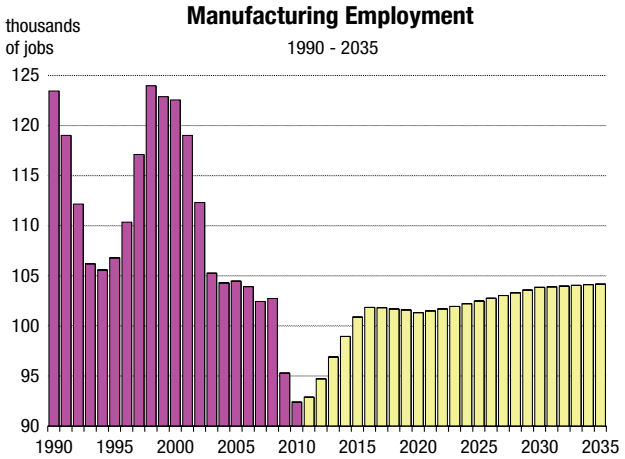


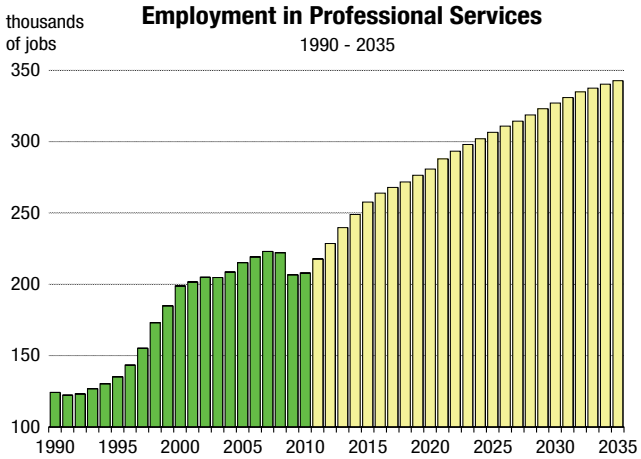


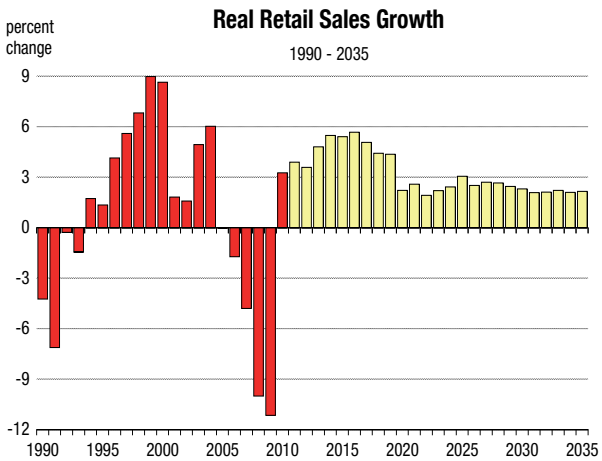
San Diego County Employment Forecast

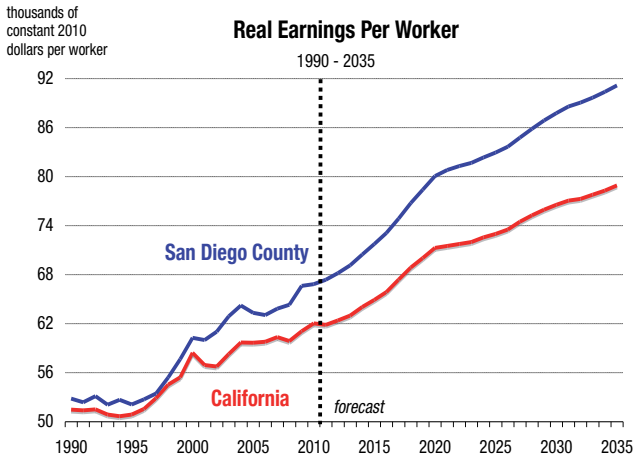
2006-2010 History, 2011-2040 Forecast

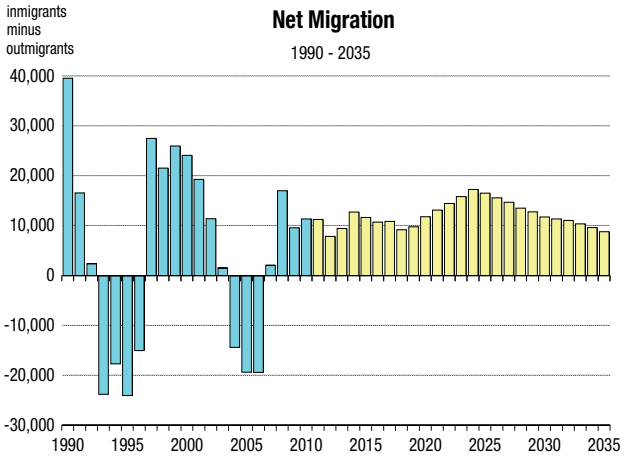
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	1,312.5	10.92	92.7	103.9	28.7	193.3	83.7	219.2	31.7	125.1	156.5	217.9
2007	1,319.7	10.87	87.0	102.5	28.8	193.5	80.3	223.2	31.3	129.5	161.8	222.4
2008	1,309.3	10.53	76.1	102.8	29.0	186.9	75.2	222.3	31.4	137.3	164.0	225.1
2009	1,240.9	9.48	61.1	95.3	27.4	172.2	69.8	206.8	28.2	144.3	154.8	224.5
2010	1,229.8	9.68	55.5	92.4	27.5	169.2	67.1	208.0	25.2	147.1	154.6	226.0
2011	1,256.0	9.74	60.6	92.9	27.9	175.4	68.7	217.9	26.0	148.9	157.0	222.5
2012	1,304.7	9.79	72.8	94.7	28.8	180.2	72.4	228.6	27.9	151.5	161.3	226.4
2013	1,349.7	9.84	79.0	96.9	29.5	186.5	76.3	239.8	29.9	154.2	165.9	229.6
2014	1,388.9	9.87	82.7	99.0	30.4	193.5	78.5	249.1	31.4	157.0	171.9	231.8
2015	1,427.4	9.90	85.5	100.9	31.2	200.3	79.2	257.7	33.0	160.5	179.3	234.4
2016	1,457.1	9.92	87.4	101.9	31.9	206.8	79.8	264.1	34.0	163.2	185.1	235.9
2017	1,477.4	9.94	88.1	101.8	32.4	211.6	80.0	268.0	34.6	165.7	190.0	237.3
2018	1,494.4	9.95	87.7	101.7	33.1	215.2	79.7	271.8	35.1	168.3	192.9	240.0
2019	1,512.7	9.96	88.3	101.6	34.0	218.4	79.8	276.4	35.4	171.3	194.1	243.1
2020	1,528.7	9.97	87.8	101.3	34.8	221.1	80.4	280.8	34.9	174.9	194.6	247.1
2021	1,553.0	9.97	88.7	101.5	35.6	223.7	80.9	288.0	35.2	179.4	197.2	250.5
2022	1,574.4	9.97	88.2	101.7	36.4	226.2	81.8	293.4	35.6	184.5	199.7	253.7
2023	1,597.2	9.97	89.7	101.9	37.2	228.6	82.8	298.1	36.0	189.4	202.0	256.8
2024	1,616.9	9.97	89.4	102.2	37.9	231.2	84.0	302.1	36.5	194.0	204.1	259.8
2025	1,638.6	9.97	90.7	102.5	38.6	234.0	85.3	306.7	37.0	198.1	206.1	262.8
2026	1,657.7	9.96	90.4	102.8	39.2	236.6	86.6	311.1	37.5	201.8	208.3	265.5
2027	1,675.9	9.96	90.3	103.0	39.7	239.2	87.9	314.4	38.1	205.5	210.4	268.4
2028	1,695.2	9.95	90.1	103.3	40.2	241.8	89.3	318.8	38.7	209.1	212.5	271.3
2029	1,713.6	9.94	89.1	103.6	40.8	244.3	90.6	323.1	39.3	212.7	214.7	274.2
2030	1,731.5	9.93	87.7	103.8	41.4	246.7	92.0	327.2	39.8	216.3	217.0	277.1
2031	1,750.9	9.93	88.3	103.9	42.0	248.9	93.3	331.1	40.3	220.0	219.4	279.9
2032	1,770.9	9.92	89.3	104.0	42.6	251.1	94.7	335.0	40.8	223.8	222.0	282.8
2033	1,789.7	9.91	90.3	104.1	43.2	253.4	96.1	337.6	41.3	227.7	224.4	285.6
2034	1,807.7	9.91	90.4	104.1	43.8	255.6	97.5	340.4	41.8	231.6	226.8	288.5
2035	1,826.7	9.90	91.6	104.2	44.5	257.7	98.9	342.9	42.2	235.6	229.2	291.4
2036	1,844.6	9.90	91.3	104.3	45.1	259.9	100.4	345.7	42.7	239.6	231.6	294.4
2037	1,862.5	9.89	90.9	104.3	45.8	262.1	101.8	348.4	43.2	243.7	234.0	297.3
2038	1,881.3	9.89	91.4	104.4	46.4	264.3	103.3	351.1	43.7	247.9	236.3	300.3
2039	1,901.1	9.89	92.7	104.5	47.1	266.5	104.7	353.8	44.1	252.2	238.6	303.3
2040	1,920.7	9.88	93.6	104.5	47.8	268.7	106.2	356.6	44.6	256.6	240.9	306.4

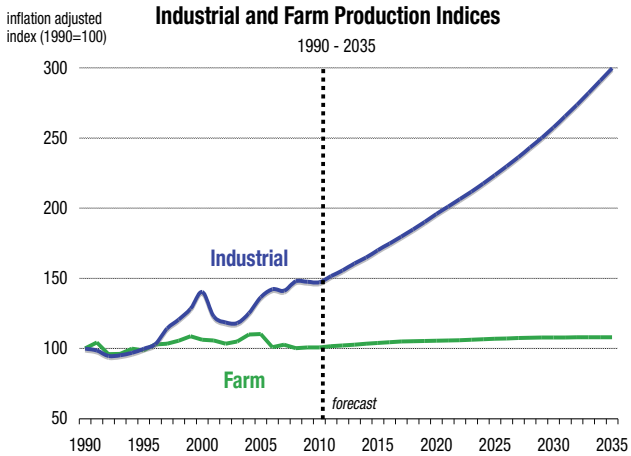












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	27.5%
Expected job growth:	16.0%
Fastest growing jobs sector:	Construction
Expected personal income growth:	22.5%
Expected population growth:	5.6%
Net migration to account for:	29.6%
Expected growth in number of vehicles:	10.7%

Demographics (2011)

Unemployment rate (June 2011)	10.4%
County Rank* in California (58 counties):	12th
Working age (16-64) population:	66.4%
Population with B.A. Degree or higher:	34.2 %
Median Home Selling Price:	$331,000
Median Household Income:	$60,140

Quality of Life

Violent Crime rate (2009):	403 per 100,000 persons
County Rank* in California (58 counties):	31st
Average Commute Time to work (2011):	25.7 minutes
High School drop out rate (2009):	20.2 %
Households at/below poverty line:	8.1 %

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

San Francisco County Economic Forecast

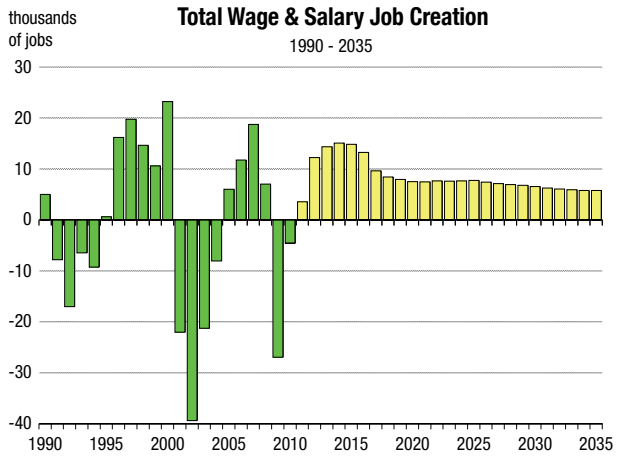
San Francisco County, located on a peninsula north of San Mateo County between the San Francisco Bay and Pacific Ocean, is one of the State's largest tourist destinations. San Francisco County has a population of 807,000 people, and 519,500 wage and salary jobs making it a jobs center for the adjacent counties of Marin and San Mateo. The per capita income in San Francisco County is $72,104, and the average salary per worker is among the highest in the state at $91,370.

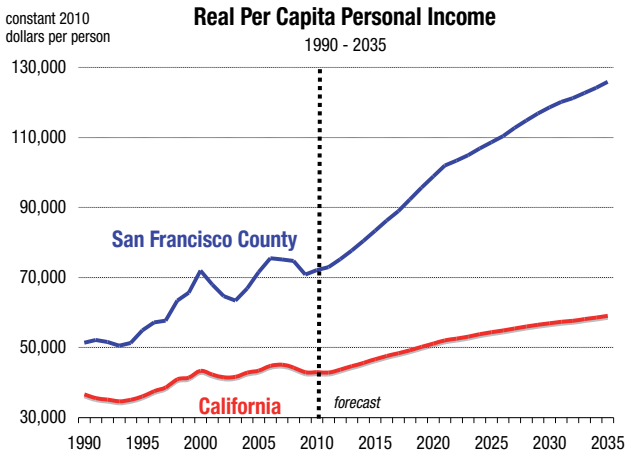
Employment growth in Northern California was negative in 2010. Employment in the greater Bay Area declined by 1.4 percent last year. Employment fell by 4,500 total jobs in San Francisco County, a decline of 0.9 percent. The unemployment rate increased to 9.5 percent in 2010.

The leisure, professional services, and government sectors all created jobs during 2010, though in all cases the increase was minor. The sectors that had the largest job declines were financial activities (-1,900 jobs) construction (-1,300 jobs), and information (-600 jobs). 2010 was the 13th consecutive year of negative growth in the transportation, warehousing and utilities sector where employment has declined 56 percent since 1997. The services sector will lead the economic expansion in 2011.

The population of San Francisco County grew just 3.7 percent between the 2000 and 2010 census. Net migration has been positive since 2005, but has slowed slightly in recent years.

The county never fully recovered from the dotcom bust of 2000. As a result of the fallout from the 2008-09 recession it will take at least six more years for employment to recover to the peak level reached in 2000.





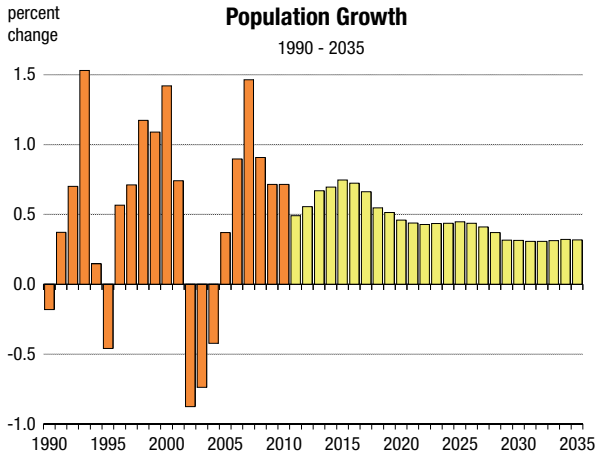
Forecast Highlights

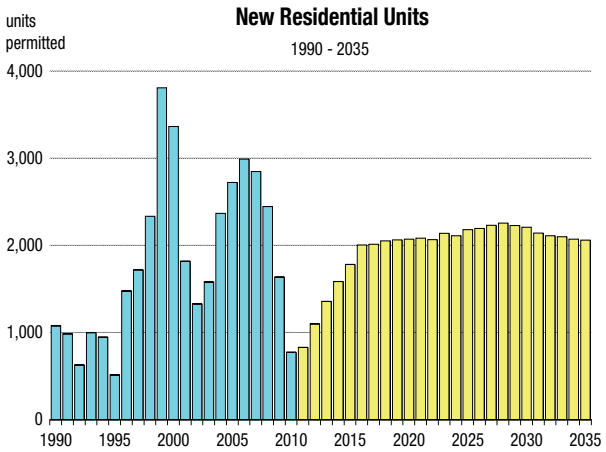
- Employment rises 0.7 percent in 2011. From 2011 to 2016, the annual growth rate is forecast to average 2.5 percent per year.
- Average salaries adjusted for inflation are currently well above the California state average, and will remain so over the foreseeable future. Real average salaries are expected to rise by an average of 1.0 percent per year between 2011 and 2016.
- From 2011 to 2016 the principal engines of employment growth are professional services, recreation/leisure services, information, and government. These sectors account for 78 percent of the job growth forecast for the county.
- Population growths remains positive, but modest, averaging 0.7 percent per year between 2011 and 2016.
- Net migration is expected to slow in 2011, to 1,400 people. Net migration averages 2,900 persons from 2011 to 2016.
- Real per capita incomes are forecast to increase at a rate of 1.2 percent in 2011. During the 2011 to 2016 period real per capita incomes are forecast to increase 3.4 percent per year.
- Total taxable sales adjusted for inflation are expected to increase by an average of 3.7 percent per year between 2011 and 2016.
- Industrial production is forecast to decline slightly in 2011, due to weakness in the non-durable manufacturing sector. From 2011 to 2016 the growth rate of industrial production is forecast to be 3.5 percent per year as manufacturing reverses course.

San Francisco County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	777,071	4,474	469	339	2,992	$13.9	$53.9	$75,472	3.2	2.7	3.96	4.2
2007	788,451	8,299	474	342	2,848	$14.6	$56.3	$75,119	3.4	1.7	3.58	4.2
2008	795,621	3,955	470	345	2,447	$14.8	$58.2	$74,738	3.0	1.2	3.60	5.3
2009	801,324	2,600	470	348	1,637	$12.6	$56.0	$70,858	0.8	1.1	3.61	9.0
2010	807,068	3,192	470	351	774	$12.8	$58.2	$72,104	1.3	1.0	3.60	9.5
2011	811,040	1,376	470	349	830	$14.1	$61.1	$72,967	3.3	0.8	3.59	9.1
2012	815,560	2,017	471	349	1,100	$15.1	$64.8	$75,238	2.3	0.6	3.69	8.2
2013	821,029	3,036	474	350	1,359	$16.1	$69.0	$77,729	2.3	0.6	3.83	7.4
2014	826,754	3,343	478	351	1,586	$17.1	$73.6	$80,432	2.4	0.5	3.97	6.6
2015	832,937	3,836	483	352	1,782	$18.0	$78.5	$83,361	2.1	0.5	4.06	5.8
2016	838,974	3,705	488	354	2,006	$18.9	$83.5	$86,231	2.1	0.5	4.21	5.3
2017	844,542	3,239	493	355	2,014	$19.9	$88.5	$88,976	2.1	0.5	4.17	5.1
2018	849,165	2,285	497	357	2,054	$20.8	$94.1	$92,281	2.0	0.5	4.11	4.9
2019	853,539	2,017	502	358	2,064	$21.7	$99.9	$95,645	1.9	0.4	4.03	4.7
2020	857,473	1,552	506	360	2,074	$22.7	$105.5	$98,875	1.7	0.4	3.94	4.6
2021	861,249	1,362	510	361	2,083	$23.6	$111.2	$101,986	1.7	0.4	3.96	4.6
2022	864,946	1,248	514	363	2,067	$24.5	$115.7	$103,414	2.2	0.4	4.03	4.5
2023	868,720	1,288	517	364	2,139	$25.5	$120.4	$104,924	2.2	0.4	4.11	4.5
2024	872,524	1,283	521	366	2,113	$26.5	$125.8	$106,871	2.1	0.4	4.16	4.5
2025	876,440	1,362	525	367	2,182	$27.5	$131.2	$108,631	2.1	0.4	4.26	4.5
2026	880,272	1,249	529	369	2,194	$28.6	$136.6	$110,362	2.1	0.4	4.34	4.5
2027	883,892	1,013	533	371	2,233	$29.7	$143.1	$112,767	2.1	0.3	4.41	4.5
2028	887,171	653	537	372	2,257	$30.8	$149.4	$114,889	2.1	0.3	4.49	4.5
2029	889,987	175	541	374	2,229	$31.9	$155.7	$116,847	2.1	0.3	4.59	4.5
2030	892,796	158	545	376	2,209	$33.0	$162.0	$118,640	2.1	0.3	4.70	4.6
2031	895,544	93	548	377	2,143	$34.1	$168.1	$120,152	2.2	0.3	4.79	4.6
2032	898,305	109	551	379	2,112	$35.3	$173.8	$121,200	2.2	0.3	4.91	4.6
2033	901,128	177	555	381	2,101	$36.5	$180.3	$122,706	2.1	0.3	5.00	4.6
2034	904,025	265	558	382	2,073	$37.8	$187.1	$124,186	2.2	0.3	5.09	4.6
2035	906,908	271	560	384	2,060	$39.1	$194.3	$125,873	2.2	0.3	5.17	4.6
2036	909,965	469	563	385	2,044	$40.4	$201.6	$127,421	2.1	0.3	5.26	4.6
2037	913,162	639	566	387	2,047	$41.8	$209.3	$129,048	2.2	0.2	5.35	4.6
2038	916,395	712	568	388	2,061	$43.3	$217.6	$130,865	2.1	0.2	5.43	4.6
2039	919,573	698	571	390	2,065	$44.8	$226.1	$132,740	2.1	0.2	5.51	4.6
2040	922,709	704	573	391	2,067	$46.4	$234.7	$134,583	2.1	0.2	5.61	4.6

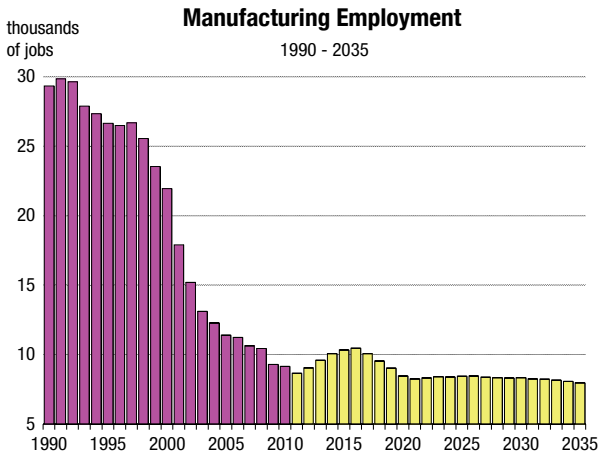


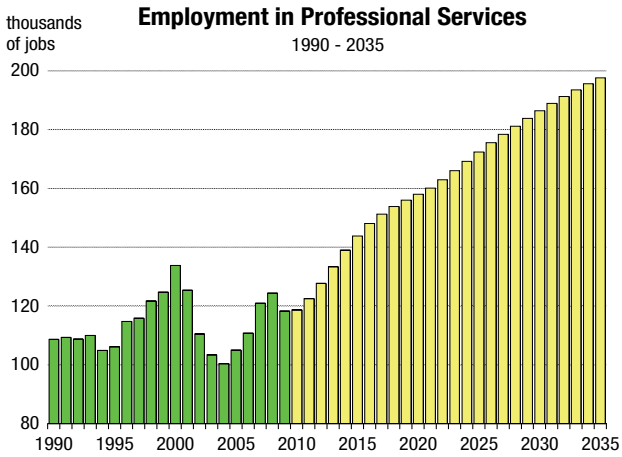


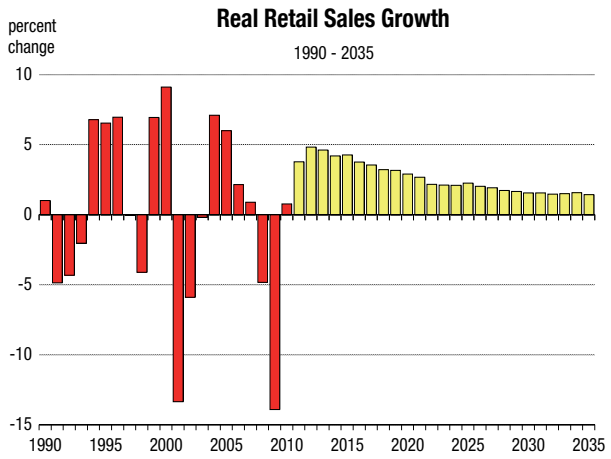
San Francisco County Employment Forecast

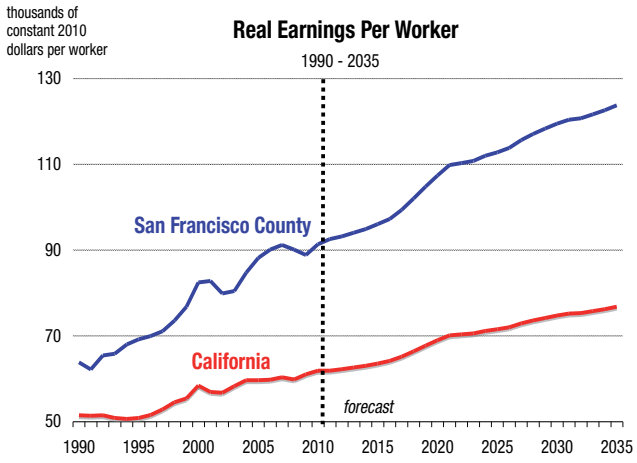
2006-2010 History, 2011-2040 Forecast

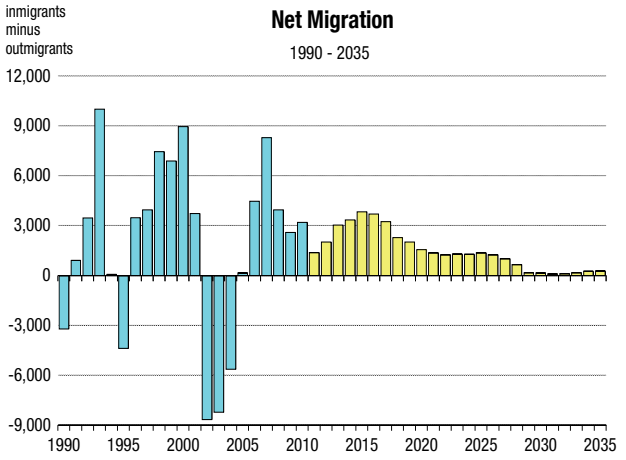
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	525.1	0.23	18.4	11.2	14.1	55.0	57.8	110.8	18.3	56.0	73.8	88.1
2007	543.9	0.23	19.4	10.6	12.4	56.4	58.6	120.9	19.7	57.4	76.4	89.9
2008	551.0	0.26	18.9	10.5	11.5	56.2	58.1	124.4	19.8	58.7	79.1	91.1
2009	524.0	0.27	15.0	9.3	11.3	52.3	53.4	118.3	19.5	57.9	75.7	89.7
2010	519.5	0.26	13.7	9.1	11.0	51.7	51.6	118.7	18.9	57.8	75.7	89.8
2011	523.1	0.27	14.2	8.9	11.0	52.1	51.0	122.6	19.1	58.9	76.0	88.0
2012	535.3	0.26	14.7	9.2	11.1	53.1	51.4	127.7	20.3	59.6	77.5	89.3
2013	549.7	0.26	15.2	9.6	11.0	54.2	52.5	133.4	21.8	60.4	79.6	90.4
2014	564.8	0.26	15.7	10.1	11.1	55.4	54.0	139.0	23.3	61.3	81.7	91.5
2015	579.7	0.26	16.1	10.3	11.2	56.7	55.8	143.9	24.7	62.2	84.0	92.8
2016	593.0	0.25	16.5	10.5	11.5	58.0	57.7	148.1	25.7	63.0	86.1	93.8
2017	602.6	0.25	16.7	10.1	11.4	59.2	59.4	151.3	26.3	63.7	88.0	94.3
2018	611.1	0.25	16.9	9.6	11.3	60.4	60.9	153.8	26.8	64.3	89.8	94.8
2019	619.0	0.25	17.1	9.1	11.2	61.5	62.3	156.0	27.2	65.0	91.8	95.3
2020	626.5	0.25	17.3	8.5	11.1	62.5	63.5	158.1	27.5	65.7	93.9	95.8
2021	634.0	0.25	17.4	8.3	11.1	63.5	64.6	160.1	27.9	66.3	95.9	96.2
2022	641.7	0.25	17.5	8.4	11.0	64.4	65.4	163.0	28.2	66.9	97.3	96.7
2023	649.4	0.25	17.7	8.4	11.0	65.2	66.2	166.1	28.5	67.6	98.5	97.2
2024	657.0	0.25	17.8	8.4	11.0	66.1	67.0	169.3	28.9	68.3	99.8	97.6
2025	664.8	0.25	18.0	8.4	10.9	67.0	67.7	172.4	29.3	69.1	101.1	97.9
2026	672.3	0.24	18.2	8.4	10.9	67.8	68.4	175.6	29.7	69.8	102.2	98.3
2027	679.4	0.24	18.3	8.3	10.8	68.6	69.2	178.4	30.1	70.5	103.3	98.6
2028	686.4	0.24	18.5	8.3	10.8	69.3	69.9	181.2	30.6	71.3	104.4	99.0
2029	693.2	0.24	18.6	8.3	10.8	70.0	70.5	183.9	31.0	72.0	105.5	99.3
2030	699.7	0.24	18.7	8.3	10.8	70.7	71.2	186.5	31.5	72.8	106.4	99.6
2031	706.0	0.24	18.7	8.2	10.7	71.4	71.8	189.0	31.9	73.5	107.3	100.0
2032	712.1	0.24	18.8	8.2	10.8	72.1	72.5	191.3	32.3	74.2	108.1	100.4
2033	718.0	0.24	18.9	8.1	10.8	72.7	73.0	193.6	32.7	75.0	108.9	100.9
2034	723.8	0.24	18.9	8.0	10.8	73.5	73.6	195.7	33.1	75.7	109.8	101.2
2035	729.6	0.24	19.0	7.9	10.8	74.1	74.1	197.7	33.5	76.4	110.8	101.7
2036	735.4	0.24	19.0	7.8	10.8	74.9	74.6	199.6	33.9	77.2	111.8	102.1
2037	741.3	0.24	19.1	7.7	10.8	75.6	75.1	201.5	34.3	77.9	112.9	102.5
2038	747.2	0.24	19.2	7.6	10.8	76.4	75.6	203.5	34.7	78.7	114.1	102.8
2039	753.1	0.24	19.2	7.5	10.7	77.1	76.1	205.4	35.1	79.4	115.3	103.1
2040	759.2	0.24	19.3	7.4	10.7	78.0	76.6	207.4	35.5	80.1	116.7	103.5

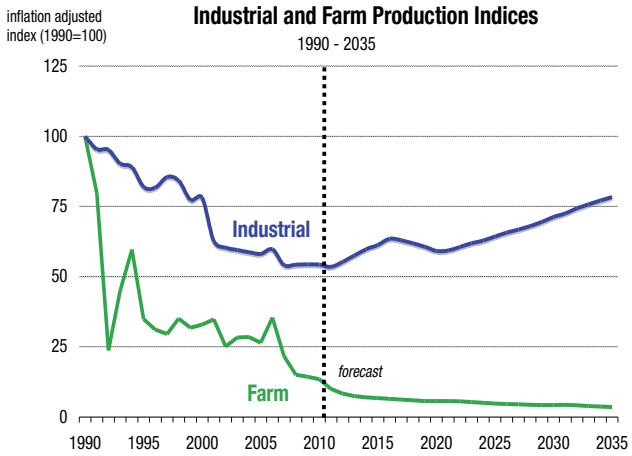












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.6 %
Expected job growth:	13.4 %
Fastest growing jobs sector:	Information
Expected personal income growth:	22.2 %
Expected population growth:	3.4 %
Net migration to account for:	57.1 %
Expected growth in number of vehicles:	3.8%

Demographics (2011)

Unemployment rate (June 2011):	9.0 %
County Rank* in California (58 counties):	4th
Working age (16-64) population:	72.1 %
Population with B.A. Degree or higher:	51.5 %
Median Home Selling Price:	$660,000
Median Household Income:	$69,347

Quality of Life

Violent Crime rate (2009):	713 per 100,000 persons
County Rank* in California (58 counties):	55th
Average Commute Time to work (2011):	30.9 minutes
High School drop out rate (2009):	12.0 %
Households at/below poverty line:	7.0%

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

San Joaquin County Economic Forecast

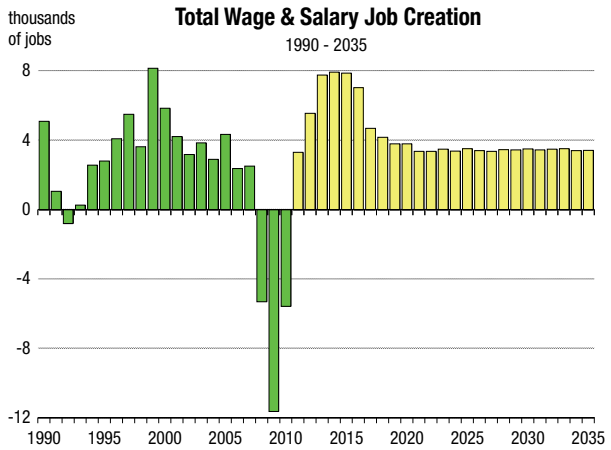
San Joaquin County is the northernmost county of the San Joaquin Valley. The county's central location in California makes it a hot spot for business activity because it connects the San Joaquin Valley, Bay Area, and Sacramento Valley. San Joaquin County has a population of 686,900 people and 203,400 wage and salary jobs. The per capita income in San Joaquin County is $31,134, and the average salary per worker is $47,199.

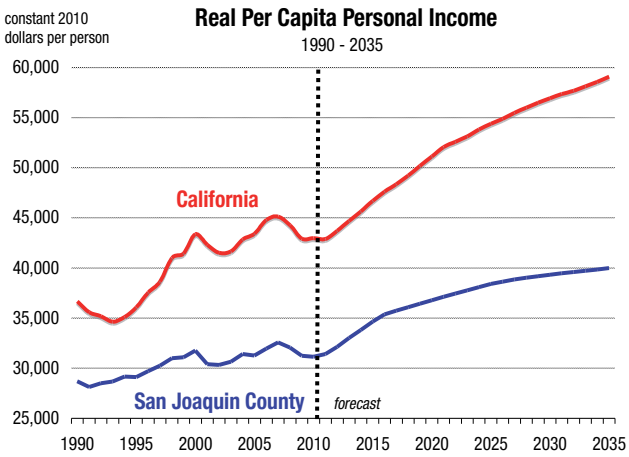
Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. In 2010, 5,600 total wage and salary jobs were lost in San Joaquin County, representing a growth rate of negative 2.8 percent. Non-farm employment also fell at a rate of negative 2.7 percent. The annual unemployment rate increased to 17.4 percent in 2010.

Education and healthcare was the only non-farm sector to create jobs in San Joaquin County during 2010. Employment losses were greatest in government (1,700 jobs), manufacturing (1,300 jobs), financial activities (1,000 jobs), and construction (800 jobs). New home production increased slightly in 2010, but remains 86 percent below the 2003 peak.

Between the 2000 and 2010 census the population of San Joaquin County increased by 21.6 percent, making it one of the fastest growing counties in the state. Communities in the western half of San Joaquin County are growing due to an influx of people that commute to the East Bay or Santa Clara County for work, but cannot afford the expensive housing in those areas. The cities of Lathrop and Tracy grew in excess of 45 percent in the past 10 years.

Over the long term, both population and employment in the county will grow at a rate exceeding the state average.





Forecast Highlights

- Total wage and salary job growth is expected to be 1.6 percent in 2011. From 2011 to 2016, total job growth averages 3.3 percent per year and non-farm job growth averages 3.5 percent per year.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast. Average salaries adjusted for inflation are forecast to rise an average of 1.0 percent per year between 2011 and 2016.

- Between 2011 and 2016, employment growth will be led by job creation in professional services, government, healthcare and education, and construction. Each of these sectors expands by over 15 percent, and creates over 4,000 jobs. All labor market sectors other than farm are forecast to create jobs over the next 5 years.

- Annual population growth in the 2011 to 2016 period averages 1.5 percent per year.

- Net migration increases over the next 5 years before gradually leveling off. From 2011 to 2016 net migration is expected to average 3,700 people per year.

- Real per capita incomes are forecast to rise 0.9 percent in 2011. During the 2011 to 2016 period real per capita incomes are forecast to increase 2.4 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 7.1 percent per year between 2011 and 2016.

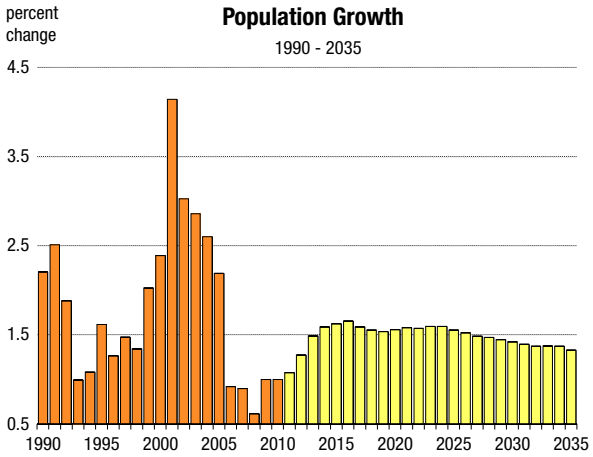
- Industrial production is expected to increase moderately in 2011, expanding by 4.2 percent. From 2011 to 2016 the growth rate of industrial production will average 2.6 percent per year.

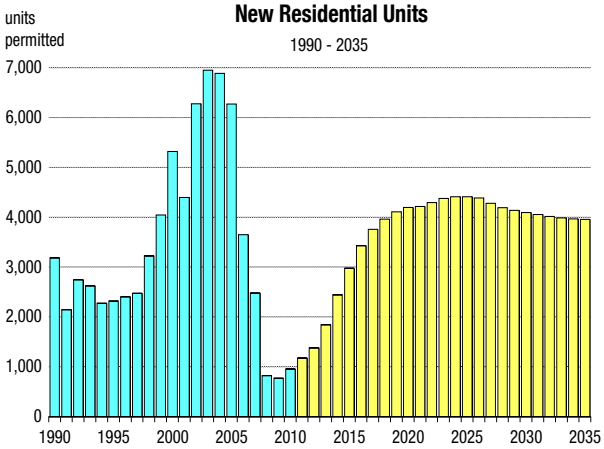
- Farm production is forecast to increase by 1.4 percent per year between 2011 and 2016. The principal crop in the county is grapes.

San Joaquin County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	663,268	-826	576	211	3,650	$9.5	$19.5	$31,947	3.2	1.83	5.42	7.4
2007	669,222	-1,334	570	215	2,479	$9.3	$20.7	$32,565	3.4	2.11	5.54	8.1
2008	673,333	-2,442	567	219	824	$8.7	$21.1	$32,051	3.0	2.18	5.81	10.3
2009	680,068	532	572	220	773	$7.3	$21.0	$31,242	0.8	2.03	5.80	15.3
2010	686,871	390	574	221	958	$7.5	$21.4	$31,134	1.3	1.96	5.69	17.4
2011	694,260	924	582	222	1,179	$8.0	$22.5	$31,415	3.3	2.09	5.93	15.6
2012	703,108	2,330	590	223	1,379	$8.7	$23.9	$32,119	2.3	2.15	6.08	13.9
2013	713,575	3,850	599	224	1,843	$9.6	$25.5	$33,010	2.3	2.19	6.25	12.0
2014	724,914	4,642	609	226	2,446	$10.5	$27.1	$33,814	2.4	2.22	6.39	10.2
2015	736,689	5,065	619	229	2,980	$11.5	$28.8	$34,646	2.1	2.21	6.54	8.8
2016	748,890	5,480	630	232	3,430	$12.5	$30.6	$35,368	2.1	2.24	6.73	7.8
2017	760,783	5,160	640	235	3,757	$13.4	$32.0	$35,746	2.1	2.24	6.95	7.5
2018	772,611	5,066	651	239	3,966	$14.2	$33.5	$36,089	2.0	2.24	7.15	7.1
2019	784,487	5,089	661	243	4,110	$15.0	$35.0	$36,433	1.9	2.26	7.36	6.7
2020	796,710	5,411	672	247	4,196	$15.8	$36.5	$36,771	1.7	2.24	7.58	6.4
2021	809,298	5,742	683	252	4,216	$16.6	$38.0	$37,126	1.7	2.22	7.83	6.3
2022	822,030	5,827	694	256	4,295	$17.4	$39.8	$37,444	2.2	2.26	8.06	6.2
2023	835,133	6,054	705	260	4,379	$18.2	$41.7	$37,762	2.2	2.28	8.29	6.2
2024	848,454	6,177	717	265	4,413	$19.2	$43.6	$38,095	2.1	2.32	8.53	6.1
2025	861,645	6,018	729	269	4,415	$20.1	$45.6	$38,411	2.1	2.35	8.79	6.0
2026	874,769	6,004	740	274	4,389	$21.1	$47.5	$38,639	2.1	2.36	9.07	6.0
2027	887,753	5,885	751	278	4,282	$22.0	$49.5	$38,846	2.1	2.37	9.38	5.9
2028	900,824	5,993	763	283	4,193	$22.9	$51.5	$39,017	2.1	2.39	9.68	5.9
2029	913,857	5,946	774	287	4,138	$23.9	$53.6	$39,175	2.1	2.40	10.00	5.8
2030	926,844	5,880	785	291	4,094	$24.9	$55.7	$39,324	2.1	2.38	10.34	5.8
2031	939,778	5,760	797	296	4,055	$26.0	$57.9	$39,462	2.2	2.37	10.69	5.7
2032	952,687	5,662	808	300	4,019	$27.1	$60.2	$39,582	2.2	2.41	11.05	5.7
2033	965,793	5,778	819	304	3,987	$28.2	$62.6	$39,720	2.1	2.46	11.42	5.6
2034	979,041	5,842	831	308	3,970	$29.4	$65.0	$39,845	2.2	2.49	11.76	5.6
2035	992,047	5,540	842	312	3,957	$30.7	$67.6	$39,999	2.2	2.50	12.09	5.5
2036	1,005,053	5,483	854	316	3,925	$32.0	$70.2	$40,162	2.1	2.56	12.47	5.5
2037	1,018,071	5,425	865	320	3,897	$33.4	$72.9	$40,333	2.2	2.58	12.87	5.4
2038	1,031,124	5,375	877	324	3,871	$34.9	$75.8	$40,524	2.1	2.54	13.29	5.3
2039	1,044,202	5,312	888	328	3,849	$36.4	$78.8	$40,726	2.1	2.58	13.72	5.3
2040	1,057,267	5,210	899	332	3,827	$37.9	$81.8	$40,938	2.1	2.61	14.19	5.2

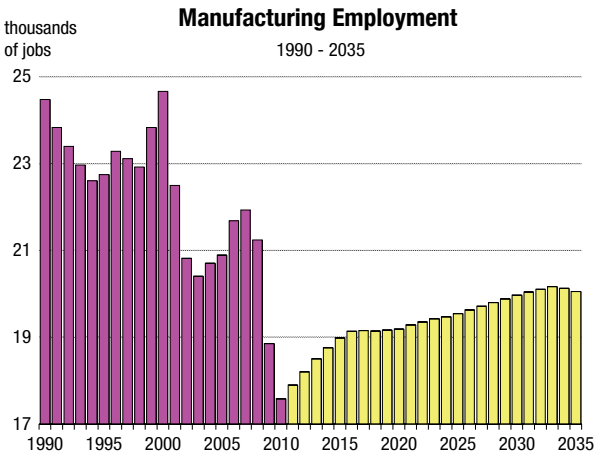


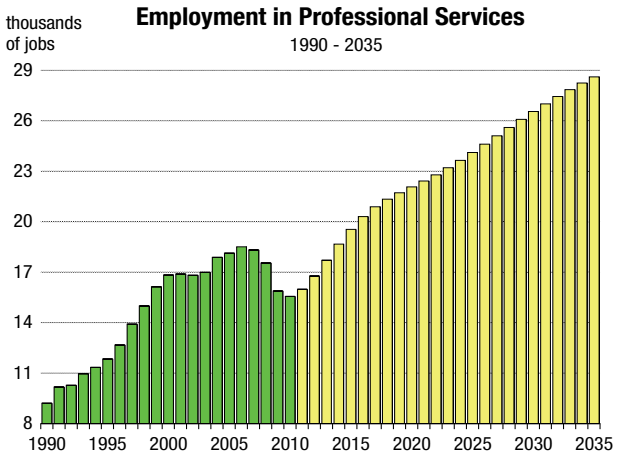


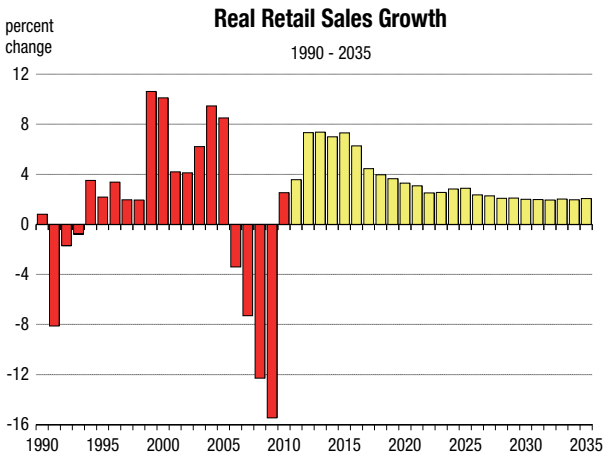
San Joaquin County Employment Forecast

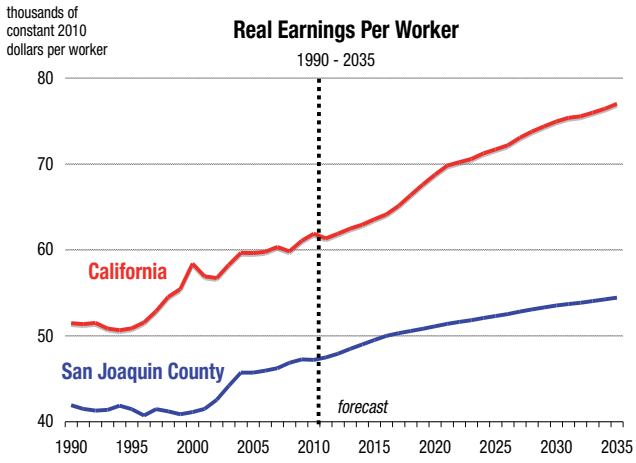
2006-2010 History, 2011-2040 Forecast

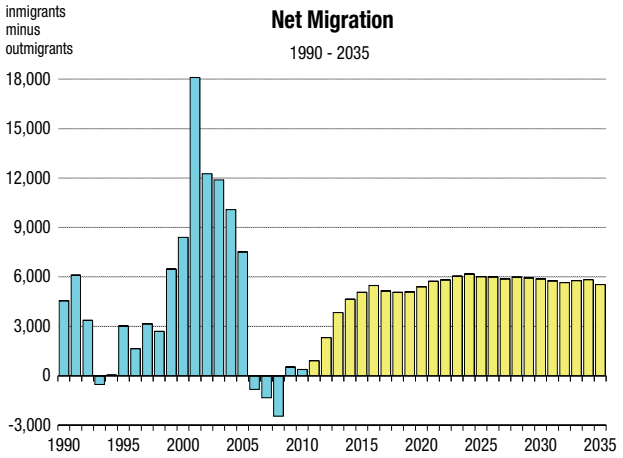
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	223.4	14.3	15.9	21.7	13.5	37.0	9.9	18.5	2.5	26.1	17.3	39.6
2007	225.9	14.5	13.8	21.9	13.9	37.5	9.9	18.3	2.5	27.7	17.8	40.3
2008	220.6	14.9	11.4	21.2	14.1	36.0	9.4	17.6	2.4	28.4	17.5	40.4
2009	209.0	15.2	8.4	18.9	13.9	33.7	8.9	15.9	2.2	28.3	16.7	39.9
2010	203.4	15.4	7.6	17.6	13.8	33.3	7.8	15.6	2.1	28.6	16.2	38.3
2011	206.9	15.5	8.2	17.9	14.2	34.1	7.8	16.0	2.2	29.9	16.5	37.3
2012	211.9	15.6	8.9	18.2	14.7	35.3	7.9	16.8	2.2	30.8	16.9	37.2
2013	219.9	15.6	10.1	18.5	15.2	36.7	8.2	17.7	2.3	31.7	17.2	38.8
2014	227.6	15.6	11.4	18.8	15.7	38.1	8.3	18.7	2.4	32.7	17.8	40.0
2015	235.5	15.5	12.6	19.0	16.1	39.5	8.4	19.6	2.4	33.7	18.4	41.5
2016	242.6	15.5	14.0	19.1	16.6	40.8	8.5	20.3	2.5	34.5	18.9	42.8
2017	247.5	15.4	14.8	19.2	17.0	41.7	8.5	20.9	2.5	35.2	19.3	43.7
2018	251.6	15.3	15.4	19.1	17.5	42.3	8.6	21.3	2.5	36.0	19.6	44.4
2019	255.2	15.2	15.8	19.2	17.9	43.0	8.6	21.7	2.5	36.7	19.8	45.1
2020	258.7	15.2	16.1	19.2	18.4	43.6	8.7	22.1	2.6	37.4	19.9	45.7
2021	261.7	15.2	16.2	19.3	18.9	44.3	8.7	22.4	2.6	37.9	20.0	46.3
2022	265.6	15.2	16.3	19.4	19.4	45.1	8.7	22.9	2.6	39.0	20.3	46.7
2023	269.7	15.2	16.6	19.4	19.8	45.8	8.7	23.5	2.6	40.1	20.5	47.1
2024	273.5	15.1	16.7	19.5	20.2	46.5	8.8	24.0	2.6	41.0	20.8	47.5
2025	277.2	15.1	16.8	19.5	20.7	47.2	8.8	24.6	2.6	41.9	21.1	47.9
2026	280.8	15.1	16.9	19.6	21.1	47.9	8.9	25.2	2.7	42.7	21.3	48.3
2027	284.2	15.1	16.9	19.7	21.5	48.6	9.0	25.7	2.7	43.5	21.6	48.7
2028	287.7	15.0	17.0	19.8	21.9	49.2	9.0	26.2	2.7	44.2	21.8	49.1
2029	291.2	15.0	17.0	19.9	22.4	49.9	9.1	26.7	2.7	45.0	22.1	49.5
2030	294.7	15.0	17.0	20.0	22.8	50.6	9.1	27.2	2.8	45.8	22.4	49.9
2031	298.2	15.0	17.0	20.0	23.2	51.3	9.2	27.7	2.8	46.6	22.6	50.4
2032	301.7	15.1	17.0	20.1	23.6	51.9	9.3	28.1	2.8	47.5	22.9	50.8
2033	305.2	15.0	17.0	20.2	24.0	52.6	9.3	28.5	2.8	48.4	23.1	51.3
2034	308.6	15.0	17.0	20.1	24.5	53.2	9.4	28.9	2.9	49.3	23.4	51.8
2035	312.1	15.0	17.0	20.1	24.9	53.9	9.4	29.3	2.9	50.2	23.7	52.3
2036	315.6	15.0	17.0	20.1	25.3	54.6	9.5	29.7	2.9	51.1	23.9	52.8
2037	319.2	14.9	17.0	20.1	25.7	55.3	9.6	30.0	2.9	52.1	24.2	53.4
2038	322.9	14.9	17.0	20.2	26.1	55.9	9.6	30.4	3.0	53.0	24.5	53.9
2039	326.7	14.9	17.0	20.2	26.6	56.6	9.7	30.8	3.0	54.0	24.7	54.5
2040	330.4	14.9	17.0	20.3	27.0	57.3	9.8	31.1	3.0	55.0	25.0	55.0

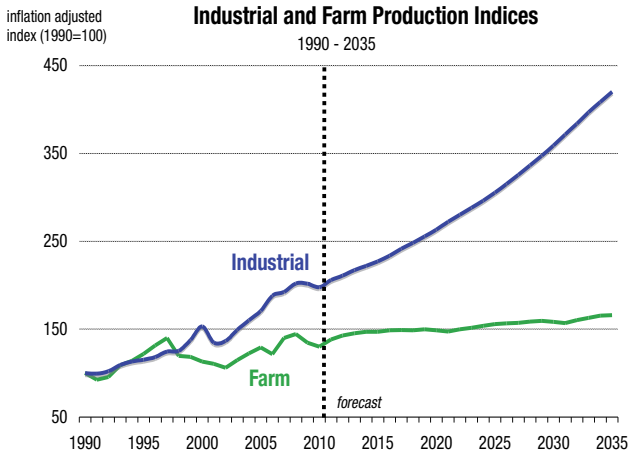












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	40.7 %
Expected job growth:	17.5 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	21.4 %
Expected population growth:	7.9 %
Net migration to account for:	39.1 %
Expected growth in number of vehicles:	8.2 %

Demographics (2011)

Unemployment rate (June 2011):	16.7 %
County Rank* in California (58 counties):	48th
Working age (16-64) population:	63.1 %
Population with B.A. Degree or higher:	17.4 %
Median Home Selling Price:	$165,000
Median Household Income:	$50,743

Quality of Life

Violent Crime rate (2009):	802 per 100,000 persons
County Rank* in California (58 counties):	57th
Average Commute Time to work (2011):	30.8 minutes
High School drop out rate (2009):	26.9 %
Households at/below poverty line:	11.7 %

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

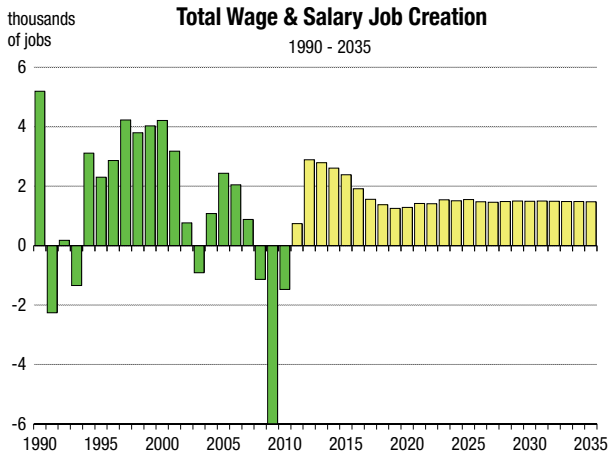
San Luis Obispo County Economic Forecast

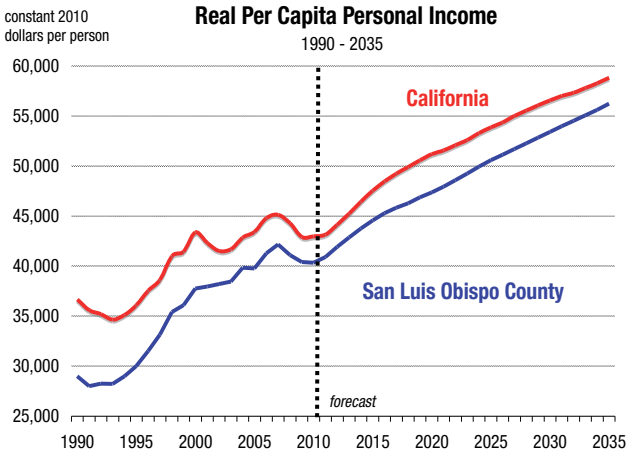
San Luis Obispo County is located on the central coast, north of Santa Barbara County. It is one of the principal wine grape growing and bottling regions in California. The population in 2010 was 270,000 people, and wage and salary jobs totaled 99,900. The per capita income in San Luis Obispo County is $40,323, and the average salary per worker is $45,063.

Nearly 1,500 wage and salary jobs were lost in San Luis Obispo County last year, representing a growth rate of -1.5 percent. Though the unemployment rate increased to 10.2 percent, San Luis Obispo County is still one of the more fully employed labor markets in the state.

The principal employment clusters in San Luis Obispo County are retail trade, leisure services, education and healthcare services, and government. The public sector dominates all other sectors in terms of jobs because of the large state institutions located in the county, including Cal Poly State University, Cuesta College, Atascadero State Hospital, the California Men's Colony, and the California Youth Authority. Government employment has declined more in San Luis Obispo than nearly every other county in the state, down 6.2 percent in 2010 after falling 4.5 percent in 2009. However many sectors did create employment during 2010, including agriculture, manufacturing, retail trade, wholesale trade, education and healthcare, and professional services.

Due to an older population, higher home prices and a lack of housing growth, population has been falling in a number of southern coastal cities. In the past 10 years the population of San Luis Obispo City has increased just 2 percent, while Morro Bay and Pismo Beach have declined in population. Future growth will occur in Paso Robles and Atascadero to the north, and Nipomo to the south.





Forecast Highlights

- Job growth is expected to be minimal in 2011. The forecast estimate is 0.7 percent. From 2011 to 2016, the average annual growth rate is expected to average 2.4 percent per year.

- The average salary adjusted for inflation is currently well below the California state average, and will remain so over the forecast horizon. Real average salaries rise an average of 0.7 percent per year between 2011 and 2016.

- The professional business services, leisure, construction, retail trade and government sectors will be the growth engine of jobs in San Luis Obispo County, accounting for almost 89 percent of all net job creation.

- Population will continue to grow modestly in the county. In 2011, a continuation of slow growth (0.6 percent) is forecast. Annual growth in the 2011 to 2016 period averages 1.2 percent per year.

- Between 2011 and 2016 net migration is forecast to average 2,600 people entering the county per year. Much of the new population will relocate in the north county, especially in the Paso Robles area where more housing will be built.

- Real per capita incomes rise in 2011 after falling for the past 3 years. An annual compound rate of growth of 2.1 percent is forecast between 2011 and 2016.

- Total taxable sales adjusted for inflation are expected to increase by an average of 4.3 percent per year over the 2011 to 2016 period.

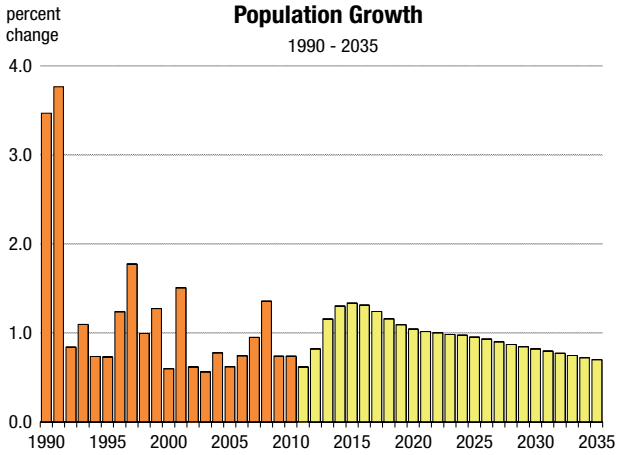
- Industrial production is forecast to decline by 0.7 percent in 2011. From 2011 to 2016, the growth rate of industrial production will average -0.8 percent per year as manufacturing leaves the county.

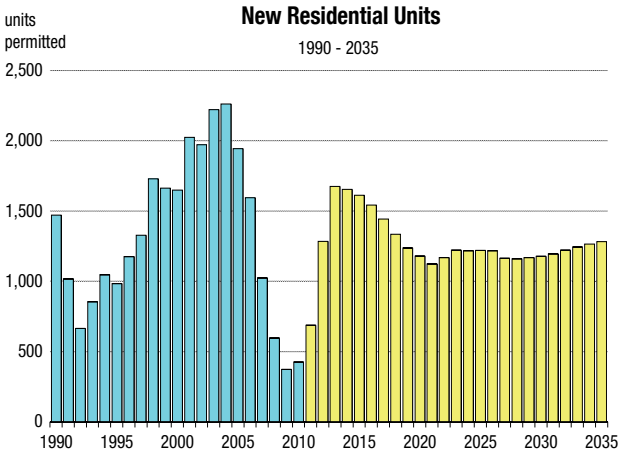
- Farm production is forecast to increase by 0.3 percent per year between 2011 and 2016. The principal crop in the county is wine grapes.

San Luis Obispo County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	260,109	1,084	288	102.1	1,595	$4.22	$10.00	$41,269	4.3	676.9	1,519	3.9
2007	262,580	1,228	285	104.1	1,024	$4.27	$10.65	$42,166	3.3	663.2	1,511	4.3
2008	266,146	1,822	286	105.4	597	$3.97	$10.90	$41,099	3.5	605.3	1,600	5.7
2009	268,118	2,998	285	106.4	373	$3.44	$10.71	$40,411	-0.8	630.6	1,634	9.0
2010	270,104	1,529	286	108.0	426	$3.56	$10.89	$40,323	1.2	627.5	1,672	10.2
2011	271,774	1,199	286	108.5	689	$3.75	$11.37	$40,894	2.3	647.4	1,660	9.6
2012	274,005	1,764	288	109.1	1,285	$4.00	$12.02	$41,916	2.3	657.1	1,630	8.5
2013	277,174	2,695	292	110.3	1,676	$4.30	$12.74	$42,859	2.5	660.6	1,612	7.5
2014	280,783	3,126	298	111.9	1,655	$4.61	$13.54	$43,752	2.7	660.7	1,594	6.5
2015	284,531	3,262	305	113.4	1,613	$4.91	$14.37	$44,577	2.8	659.0	1,583	5.4
2016	288,272	3,261	312	114.9	1,544	$5.27	$15.22	$45,289	2.9	656.2	1,592	4.9
2017	291,856	3,116	317	116.3	1,443	$5.63	$16.02	$45,822	2.8	651.8	1,615	4.7
2018	295,242	2,940	323	117.7	1,336	$5.98	$16.82	$46,290	2.7	646.2	1,636	4.6
2019	298,471	2,809	328	118.9	1,237	$6.31	$17.65	$46,874	2.5	640.0	1,656	4.5
2020	301,587	2,731	332	120.0	1,181	$6.61	$18.43	$47,368	2.3	634.0	1,678	4.4
2021	304,655	2,719	336	121.1	1,124	$6.93	$19.27	$47,947	2.2	628.6	1,704	4.4
2022	307,711	2,746	341	122.2	1,170	$7.19	$20.16	$48,579	2.3	623.6	1,729	4.4
2023	310,736	2,752	345	123.2	1,222	$7.48	$21.10	$49,247	2.2	618.9	1,754	4.4
2024	313,765	2,794	350	124.4	1,218	$7.79	$22.08	$49,941	2.2	614.9	1,784	4.4
2025	316,754	2,793	354	125.5	1,220	$8.17	$23.06	$50,588	2.2	611.4	1,818	4.4
2026	319,708	2,797	359	126.6	1,219	$8.53	$24.04	$51,141	2.2	608.6	1,856	4.4
2027	322,594	2,770	363	127.8	1,164	$8.92	$25.05	$51,712	2.1	606.4	1,900	4.4
2028	325,407	2,740	368	128.8	1,161	$9.33	$26.10	$52,274	2.2	605.3	1,945	4.4
2029	328,163	2,725	373	129.9	1,169	$9.73	$27.19	$52,845	2.2	604.8	1,994	4.4
2030	330,861	2,708	377	131.0	1,179	$10.15	$28.32	$53,411	2.2	604.6	2,046	4.4
2031	333,496	2,690	382	132.1	1,196	$10.56	$29.49	$53,972	2.2	605.9	2,103	4.4
2032	336,074	2,676	387	133.2	1,223	$10.99	$30.69	$54,517	2.2	608.4	2,162	4.4
2033	338,591	2,662	391	134.3	1,244	$11.43	$31.92	$55,068	2.2	612.2	2,223	4.4
2034	341,043	2,646	396	135.5	1,266	$11.89	$33.22	$55,628	2.3	616.8	2,286	4.4
2035	343,432	2,632	400	136.6	1,284	$12.37	$34.57	$56,236	2.2	621.3	2,351	4.4
2036	345,756	2,619	405	137.8	1,305	$12.87	$35.97	$56,870	2.2	626.3	2,419	4.4
2037	348,021	2,611	410	139.0	1,325	$13.41	$37.43	$57,518	2.2	631.8	2,488	4.4
2038	350,227	2,603	414	140.3	1,342	$13.97	$38.95	$58,208	2.2	636.9	2,560	4.4
2039	352,369	2,593	419	141.5	1,360	$14.56	$40.54	$58,941	2.2	642.1	2,635	4.4
2040	354,452	2,586	424	142.8	1,380	$15.17	$42.19	$59,723	2.1	646.4	2,715	4.4

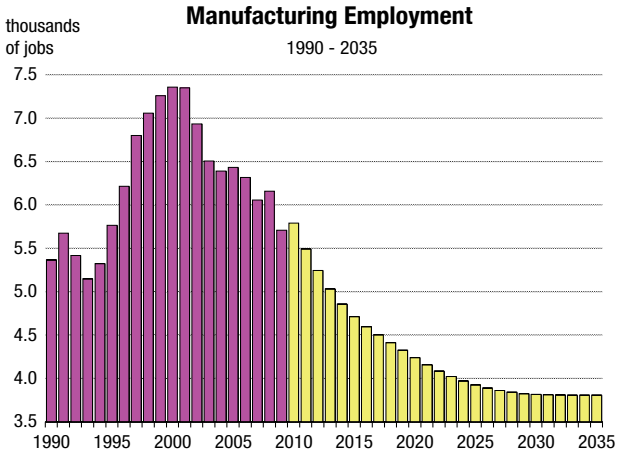


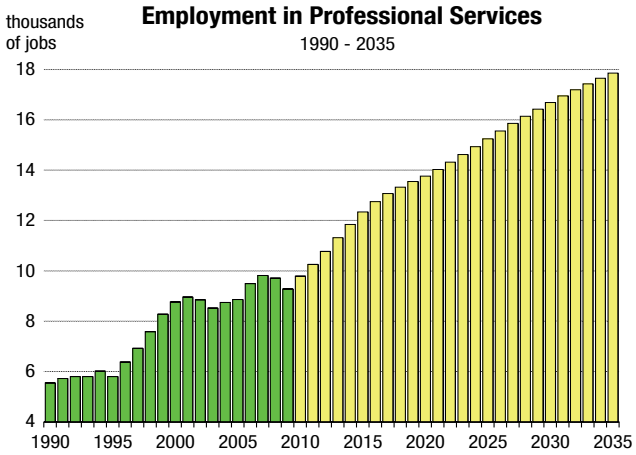


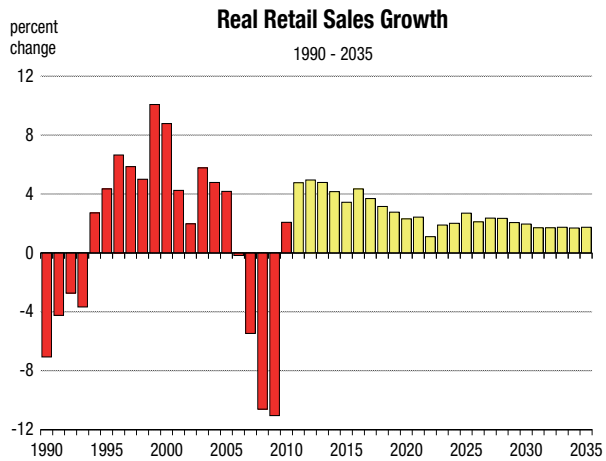
San Luis Obispo County Employment Forecast

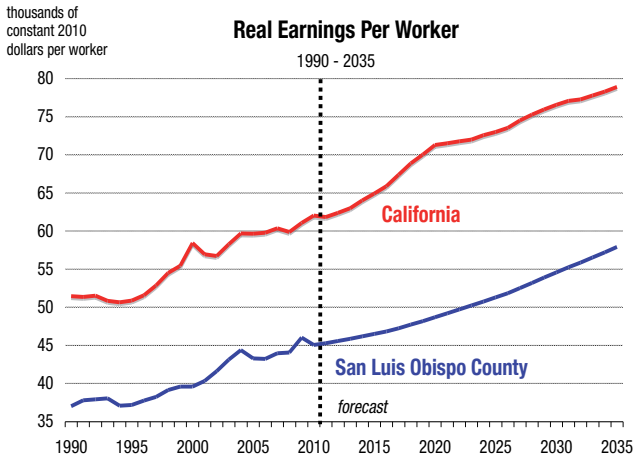
2006-2010 History, 2011-2040 Forecast

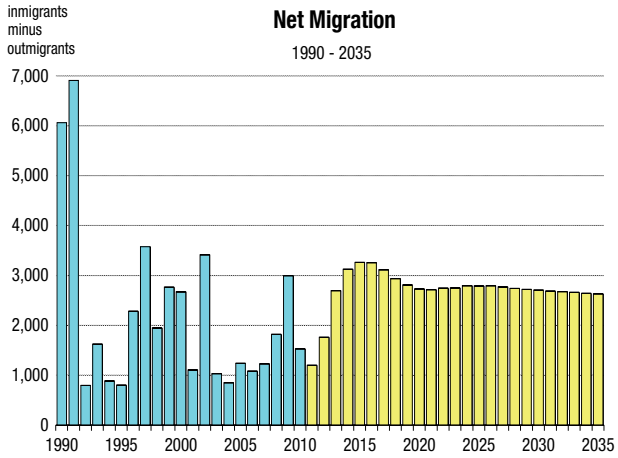
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	107.6	4.34	8.2	6.3	3.8	17.0	4.9	9.5	1.5	10.8	15.0	22.2
2007	108.5	4.49	7.6	6.1	4.1	16.9	4.6	9.8	1.4	11.1	15.7	22.3
2008	107.4	4.35	6.6	6.2	3.9	16.4	4.2	9.7	1.4	11.4	15.4	23.3
2009	101.4	3.76	5.3	5.7	3.6	15.3	4.0	9.3	1.2	11.3	15.0	22.3
2010	99.9	3.83	4.9	5.8	3.6	15.4	3.9	9.8	1.2	11.3	14.7	20.9
2011	100.6	3.82	4.8	5.5	3.6	15.8	4.0	10.3	1.3	11.4	15.1	20.5
2012	103.5	3.80	5.2	5.2	3.6	16.2	4.2	10.8	1.3	11.5	15.5	21.4
2013	106.3	3.78	6.0	5.0	3.7	16.7	4.5	11.3	1.4	11.6	16.0	21.7
2014	108.9	3.75	6.6	4.9	3.7	17.1	4.6	11.8	1.4	11.7	16.5	22.0
2015	111.3	3.73	7.0	4.7	3.8	17.6	4.6	12.3	1.5	11.9	17.2	22.2
2016	113.2	3.71	7.3	4.6	3.8	18.0	4.6	12.8	1.5	12.0	17.7	22.4
2017	114.8	3.69	7.4	4.5	3.8	18.5	4.6	13.1	1.6	12.1	18.2	22.5
2018	116.2	3.67	7.4	4.4	3.9	18.9	4.5	13.3	1.6	12.2	18.5	22.9
2019	117.4	3.66	7.3	4.3	3.9	19.3	4.5	13.6	1.6	12.2	18.7	23.4
2020	118.7	3.65	7.2	4.2	4.0	19.6	4.6	13.8	1.6	12.4	18.8	24.0
2021	120.2	3.65	7.1	4.2	4.0	20.0	4.6	14.0	1.6	12.5	19.0	24.5
2022	121.6	3.65	7.1	4.1	4.1	20.2	4.6	14.3	1.6	12.6	19.3	25.0
2023	123.1	3.65	7.1	4.0	4.1	20.5	4.7	14.6	1.6	12.7	19.5	25.5
2024	124.6	3.65	7.1	4.0	4.2	20.7	4.8	14.9	1.6	12.8	19.7	25.9
2025	126.2	3.66	7.1	3.9	4.2	21.1	4.8	15.3	1.6	13.0	20.0	26.3
2026	127.7	3.66	7.1	3.9	4.2	21.4	4.9	15.6	1.7	13.1	20.2	26.7
2027	129.1	3.67	7.1	3.9	4.3	21.7	5.0	15.9	1.7	13.2	20.4	27.1
2028	130.6	3.68	7.0	3.8	4.3	22.1	5.0	16.1	1.7	13.4	20.7	27.5
2029	132.1	3.69	7.0	3.8	4.3	22.4	5.1	16.4	1.7	13.5	20.9	27.9
2030	133.6	3.70	7.0	3.8	4.3	22.7	5.2	16.7	1.7	13.6	21.1	28.3
2031	135.1	3.71	7.0	3.8	4.4	23.0	5.2	17.0	1.8	13.7	21.4	28.7
2032	136.6	3.72	7.0	3.8	4.4	23.3	5.3	17.2	1.8	13.9	21.6	29.1
2033	138.1	3.72	7.0	3.8	4.4	23.6	5.4	17.4	1.8	14.0	21.9	29.5
2034	139.6	3.73	7.0	3.8	4.5	23.9	5.5	17.7	1.8	14.1	22.1	29.9
2035	141.1	3.73	7.0	3.8	4.5	24.2	5.5	17.9	1.8	14.2	22.4	30.3
2036	142.6	3.73	7.0	3.8	4.6	24.5	5.6	18.1	1.9	14.3	22.7	30.8
2037	144.1	3.72	7.0	3.8	4.6	24.8	5.7	18.3	1.9	14.4	22.9	31.2
2038	145.6	3.72	7.0	3.8	4.6	25.1	5.8	18.5	1.9	14.5	23.2	31.6
2039	147.1	3.71	7.0	3.8	4.7	25.5	5.9	18.7	1.9	14.6	23.4	32.1
2040	148.6	3.70	7.0	3.8	4.7	25.9	6.0	18.9	1.9	14.7	23.7	32.5

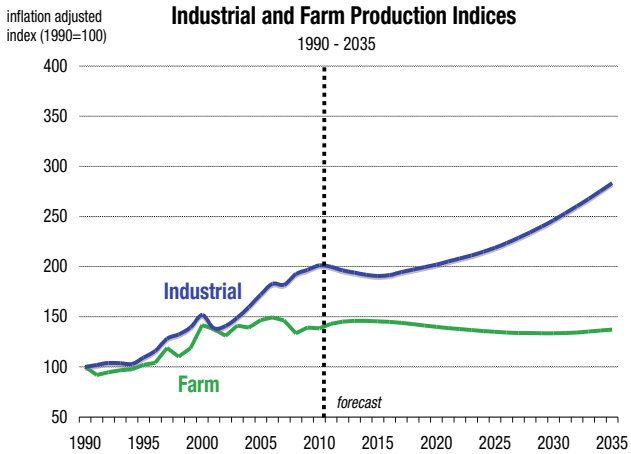












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.6%
Expected job growth:	12.5%
Fastest growing jobs sector:	Construction
Expected personal income growth:	17.4%
Expected population growth:	6.1%
Net migration to account for:	86.0%
Expected growth in number of vehicles:	9.0%

Demographics (2011)

Unemployment rate (June 2011)	10.0 %
County Rank* in California (58 counties):	7th
Working age (16-64) population:	67.9%
Population with B.A. Degree or higher:	30.0 %
Median Home Selling Price:	$370,000
Median Household Income:	$54,678

Quality of Life

Violent Crime rate (2009):	257 per 100,000 persons
County Rank* in California (58 counties):	9th
Average Commute Time to work (2011):	20.6 minutes
High School drop out rate (2009):	12.2 %
Households at/below poverty line:	5.7 %

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

San Mateo County Economic Forecast

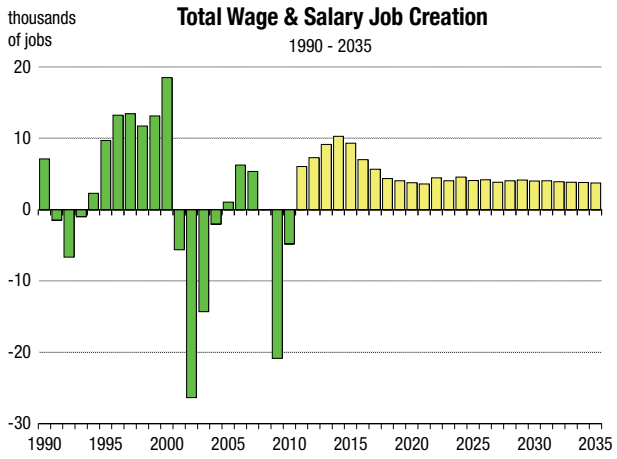
San Mateo County is located south of San Francisco County, along the Bay Area Peninsula. The county has some of the most expensive housing in the state, with the median price of over $600,000. San Mateo County has a population of 719,500 people and approximately 314,500 wage and salary jobs. The per capita income in San Mateo County is $68,582, and the average salary per worker is among the highest in the state at $86,247. Together with San Francisco and Marin Counties, the median family income for 2010 was $99,400, second highest in the state behind Santa Clara County.

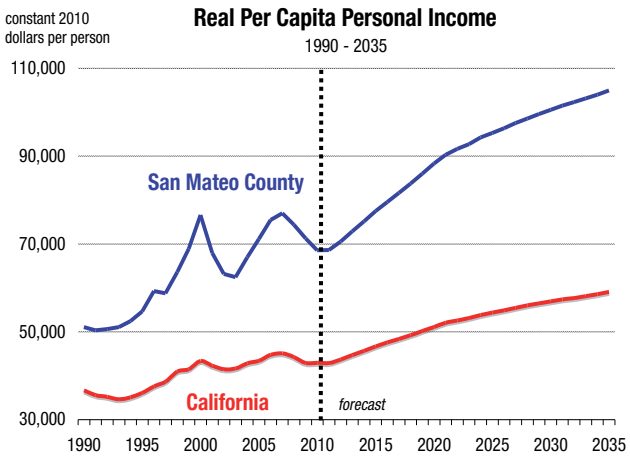
Employment growth in Northern California was negative in 2010. Employment in the greater Bay Area declined by 1.4 percent last year. In San Mateo County, employment declined by 4,800 jobs in 2010, a growth rate of -1.5 percent. The unemployment rate increased to 8.9 percent, but remains one of the lowest unemployment rates in the state.

Professional services and leisure and hospitality were the only sectors to create jobs during 2010, though in both cases gains were very minor. Job declines were greatest in the construction (-1,300 jobs), retail trade (-1,000 jobs), financial activities (-700 jobs), and government (-600 jobs) sectors.

Between the 2000 and 2010 census the population of San Mateo grew by just 1.6 percent. The fallout from the dotcom crash led to declining population between 2001 and 2006. The fastest growing large cities over the past ten years were San Mateo City, South San Francisco, and Foster which all grew between 5 and 6 percent during this period.

Positive employment growth is forecast to return in San Mateo County in 2011. Total wage and salary jobs are not forecast to reach the 2000 peak until approximately 2019. Population growth will remain low throughout the forecast.





Forecast Highlights

- Job growth is forecast to be 1.9 percent in 2011. From 2011 to 2016 job growth is expected to average 2.6 percent per year.

- Average salaries adjusted for inflation are currently well above the California average, and will remain so over the forecast horizon. Real average salaries are forecast to rise an average of 1.6 percent per year from 2011 to 2016.

- Between 2011 and 2016, employment growth is lead by the professional services, transportation and warehousing, information, and retail trade sectors, which combined account for 73 percent of employment growth. The farm, manufacturing, and financial activities sectors are expected to have moderate declines in employment during this period.

- The population will grow at a rate of approximately 1.1 percent in 2011. Annual growth in the 2011 to 2016 period is forecast to average 0.9 percent per year.

- After high levels of out-migration from 2001 to 2007, net migration has been positive since. Between 2011 and 2016 it is expected that migration will slow, with an average of 2,700 people entering the county per year.

- Real per capita incomes remain constant in 2011. During the 2011 to 2016 period real per capita incomes are forecast to increase 3.0 percent per year.

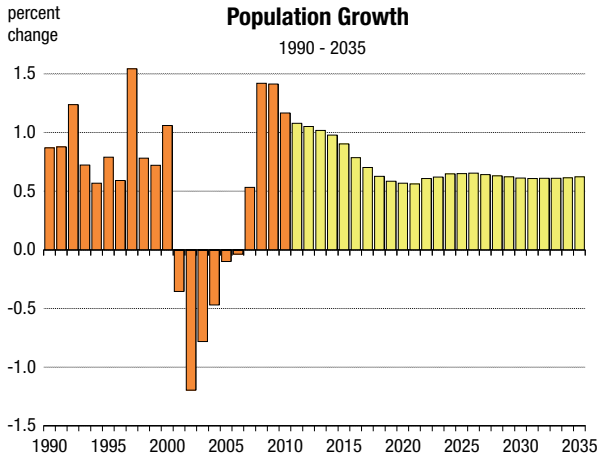
- Total taxable sales adjusted for inflation are expected to increase by an average of 3.9 percent per year from 2011 to 2016.

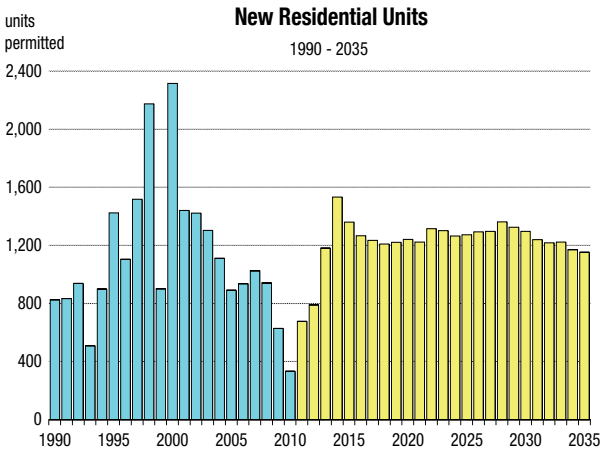
- Industrial production is forecast to rise 4.7 percent in 2011. Over the next five years the growth rate of industrial production will average 2.0 percent per year.

San Mateo County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	687,727	-5,459	702	260	937	$12.9	$47.7	$75,457	3.2	183.4	8.53	3.7
2007	691,392	-1,569	707	262	1,025	$13.3	$50.6	$76,997	3.4	181.8	8.66	3.8
2008	701,217	4,347	698	263	942	$13.1	$51.1	$74,402	3.0	166.3	8.91	4.8
2009	711,145	4,865	684	264	629	$11.3	$50.0	$71,261	0.8	151.2	8.88	8.4
2010	719,450	3,537	678	264	333	$11.8	$49.3	$68,582	1.3	152.8	8.85	8.9
2011	727,204	3,101	685	265	675	$12.5	$51.5	$68,585	3.3	146.4	9.26	7.7
2012	734,802	3,044	693	265	788	$13.4	$54.7	$70,526	2.3	140.0	9.45	7.0
2013	742,218	2,977	703	266	1,177	$14.3	$58.4	$72,860	2.3	133.7	9.64	6.2
2014	749,416	2,877	713	267	1,530	$15.2	$62.3	$75,147	2.4	127.6	9.82	5.4
2015	756,139	2,540	723	268	1,358	$16.1	$66.3	$77,531	2.1	122.0	10.01	4.8
2016	762,064	1,857	731	270	1,264	$17.0	$70.0	$79,572	2.1	116.4	10.23	4.4
2017	767,430	1,401	738	271	1,236	$17.7	$73.8	$81,665	2.1	111.0	10.58	4.1
2018	772,306	1,000	743	272	1,211	$18.5	$77.7	$83,756	2.0	105.7	10.88	3.9
2019	776,929	831	747	273	1,224	$19.3	$81.8	$86,052	1.9	100.5	11.16	3.6
2020	781,464	830	751	274	1,244	$20.1	$85.9	$88,328	1.7	95.8	11.44	3.3
2021	785,969	864	756	275	1,226	$20.8	$89.9	$90,331	1.7	91.6	11.80	3.2
2022	790,855	1,294	764	276	1,318	$21.6	$93.7	$91,628	2.2	87.4	12.13	3.1
2023	795,862	1,433	771	277	1,304	$22.3	$97.5	$92,722	2.2	83.2	12.48	3.1
2024	801,114	1,666	778	279	1,267	$23.2	$101.8	$94,215	2.1	79.1	12.86	3.0
2025	806,409	1,680	785	280	1,276	$24.1	$105.8	$95,260	2.1	75.1	13.26	3.0
2026	811,750	1,667	792	281	1,297	$24.9	$110.0	$96,320	2.1	71.2	13.69	2.9
2027	817,000	1,531	798	282	1,298	$25.8	$114.3	$97,472	2.1	67.6	14.16	2.9
2028	822,184	1,447	805	283	1,363	$26.8	$118.7	$98,492	2.1	64.2	14.63	2.9
2029	827,329	1,386	811	284	1,327	$27.8	$123.3	$99,532	2.1	60.9	15.10	2.8
2030	832,408	1,297	818	286	1,299	$28.8	$127.9	$100,501	2.1	57.9	15.60	2.8
2031	837,490	1,296	824	287	1,242	$29.8	$132.8	$101,482	2.2	55.3	16.09	2.8
2032	842,606	1,340	830	288	1,220	$30.9	$137.5	$102,244	2.2	52.6	16.59	2.8
2033	847,762	1,401	836	289	1,225	$32.0	$142.5	$103,109	2.1	49.9	17.10	2.7
2034	852,969	1,498	842	290	1,174	$33.2	$147.8	$103,973	2.2	47.3	17.61	2.7
2035	858,270	1,657	848	291	1,156	$34.4	$153.3	$104,896	2.2	44.8	18.13	2.7
2036	863,641	1,802	854	292	1,065	$35.6	$158.9	$105,791	2.1	42.4	18.66	2.7
2037	869,027	1,892	860	293	1,121	$36.9	$164.7	$106,663	2.2	40.0	19.20	2.7
2038	874,454	2,002	866	294	1,108	$38.2	$170.7	$107,587	2.1	37.9	19.75	2.7
2039	879,927	2,111	872	295	1,072	$39.6	$176.9	$108,539	2.1	35.9	20.31	2.7
2040	885,453	2,230	878	296	1,066	$41.0	$183.2	$109,486	2.1	34.0	20.92	2.8

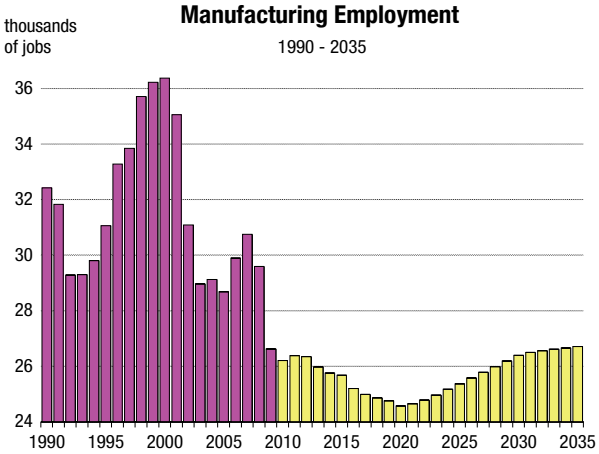


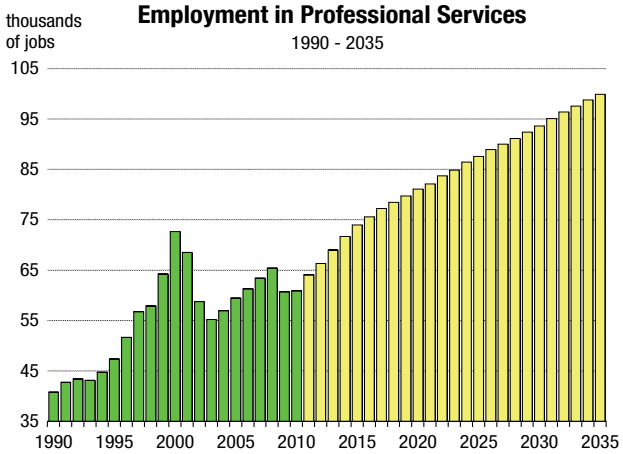


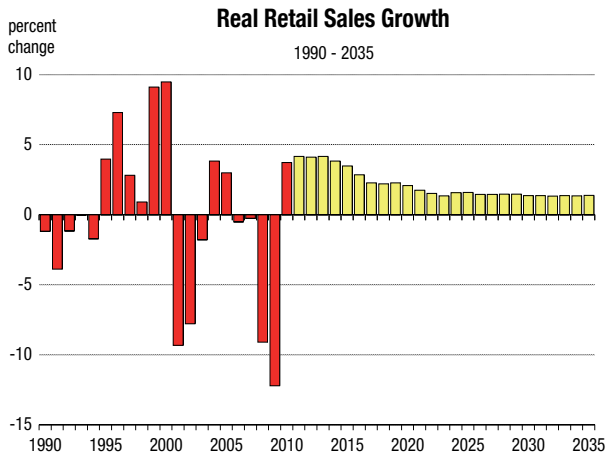
San Mateo County Employment Forecast

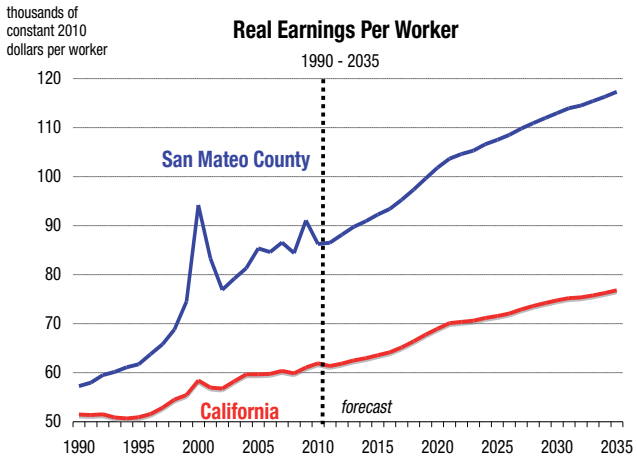
2006-2010 History, 2011-2040 Forecast

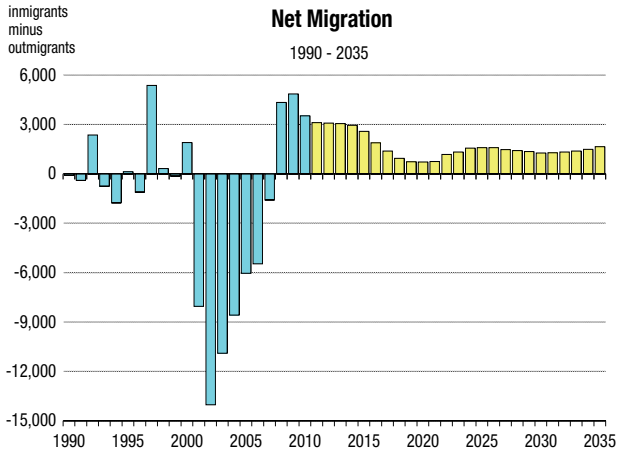
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	334.8	1.93	18.1	29.9	26.7	48.3	21.7	61.3	18.5	31.4	33.5	32.2
2007	340.1	1.87	19.1	30.8	27.0	48.3	21.5	63.4	17.4	32.1	34.9	32.1
2008	340.2	1.88	18.6	29.6	27.1	47.5	20.5	65.4	18.8	32.6	34.3	31.8
2009	319.3	1.70	14.7	26.6	25.2	44.4	19.1	60.7	18.1	32.9	33.6	30.9
2010	314.6	1.68	13.4	26.2	24.3	43.0	18.4	60.9	17.5	32.8	33.6	30.3
2011	320.6	1.68	12.7	26.4	25.7	43.8	18.5	64.1	18.0	33.1	34.2	30.3
2012	327.9	1.68	12.9	26.4	26.9	45.0	18.2	66.3	19.2	33.5	34.9	30.6
2013	337.1	1.67	13.8	26.0	28.0	46.9	17.9	69.0	20.7	33.9	35.5	30.8
2014	347.3	1.67	15.1	25.8	29.0	48.9	17.8	71.7	22.4	34.3	36.4	30.9
2015	356.7	1.66	15.8	25.7	30.0	50.7	17.7	74.0	24.1	34.8	37.4	31.1
2016	363.7	1.66	16.0	25.2	31.0	52.1	17.7	75.6	25.6	35.3	38.3	31.2
2017	369.4	1.65	16.0	25.0	31.9	52.7	17.7	77.3	26.7	35.8	39.0	31.3
2018	373.7	1.65	15.9	24.9	32.8	52.9	17.7	78.5	27.6	36.3	39.6	31.5
2019	377.8	1.64	15.8	24.8	33.6	53.0	17.8	79.8	28.4	36.8	40.1	31.6
2020	381.6	1.64	15.6	24.6	34.4	53.0	17.8	81.1	29.1	37.4	40.6	31.8
2021	385.2	1.63	15.4	24.7	35.1	53.1	17.9	82.2	29.7	37.9	41.0	32.0
2022	389.7	1.63	15.4	24.8	35.8	53.3	17.9	83.7	30.3	38.4	41.4	32.2
2023	393.7	1.62	15.3	25.0	36.5	53.5	18.0	84.8	30.8	38.9	41.8	32.3
2024	398.3	1.62	15.2	25.2	37.1	53.8	18.1	86.5	31.4	39.4	42.2	32.5
2025	402.4	1.61	15.2	25.4	37.7	54.1	18.1	87.6	32.0	40.0	42.6	32.6
2026	406.6	1.61	15.2	25.6	38.3	54.2	18.2	89.0	32.6	40.5	42.9	32.7
2027	410.4	1.60	15.3	25.8	38.9	54.3	18.2	90.0	33.1	41.1	43.3	32.9
2028	414.5	1.59	15.4	26.0	39.5	54.5	18.2	91.2	33.7	41.7	43.7	33.0
2029	418.7	1.59	15.5	26.2	40.0	54.6	18.2	92.4	34.3	42.2	44.0	33.1
2030	422.7	1.58	15.5	26.4	40.5	54.8	18.2	93.7	34.9	42.8	44.4	33.3
2031	426.8	1.58	15.3	26.5	41.0	55.0	18.2	95.1	35.5	43.4	44.8	33.4
2032	430.7	1.57	15.3	26.6	41.5	55.2	18.2	96.4	36.1	44.0	45.2	33.5
2033	434.5	1.57	15.2	26.6	41.9	55.4	18.2	97.6	36.8	44.6	45.6	33.7
2034	438.3	1.56	15.1	26.7	42.3	55.6	18.2	98.8	37.4	45.2	46.0	33.8
2035	442.1	1.56	15.0	26.7	42.7	55.8	18.2	99.9	38.1	45.8	46.4	34.0
2036	445.8	1.55	14.8	26.8	43.1	56.1	18.2	101.1	38.7	46.4	46.8	34.1
2037	449.6	1.54	14.8	26.8	43.4	56.3	18.2	102.2	39.4	47.0	47.2	34.2
2038	453.3	1.54	14.8	26.8	43.8	56.6	18.2	103.2	40.0	47.6	47.6	34.4
2039	457.0	1.53	14.7	26.9	44.1	56.8	18.2	104.3	40.6	48.2	48.0	34.5
2040	460.7	1.53	14.7	26.9	44.3	57.1	18.2	105.4	41.3	48.8	48.4	34.7

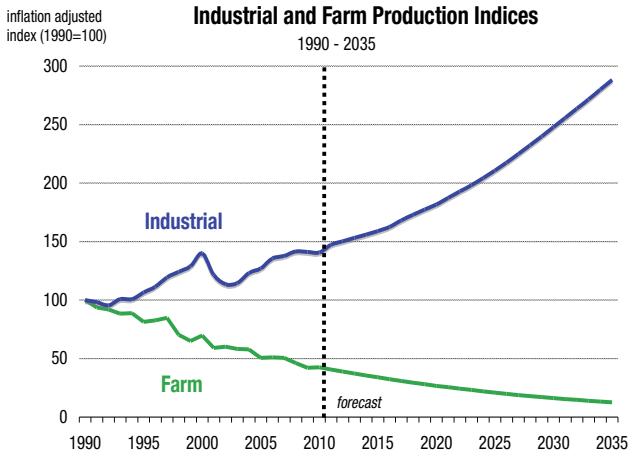












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	20.0 %
Expected job growth:	13.4 %
Fastest growing jobs sector:	Information
Expected personal income growth:	21.6 %
Expected population growth:	4.8 %
Net migration to account for:	38.1 %
Expected growth in number of vehicles:	6.6 %

Demographics (2011)

Unemployment rate (June 2011):	8.7 %
County Rank* in California (58 counties):	2nd
Working age (16-64) population:	66.3 %
Population with B.A. Degree or higher:	43.6%
Median Home Selling Price:	$610,000
Median Household Income:	$84,148

Quality of Life

Violent Crime rate (2009):	278 per 100,000 persons
County Rank* in California (58 counties):	15th
Average Commute Time to work (2011):	26.9 minutes
High School drop out rate (2009):	15.7 %
Households at/below poverty line:	4.7 %

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

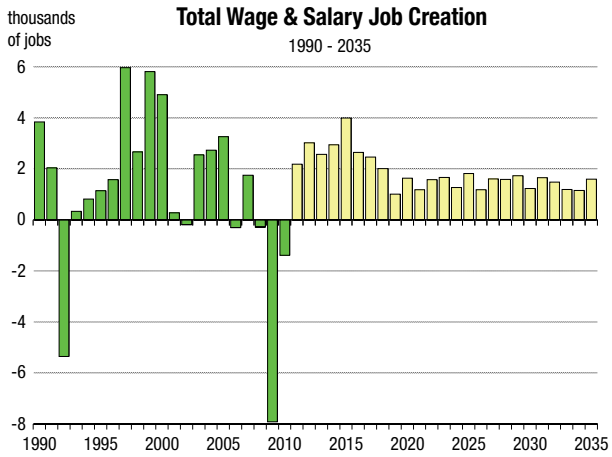
Santa Barbara County Economic Forecast

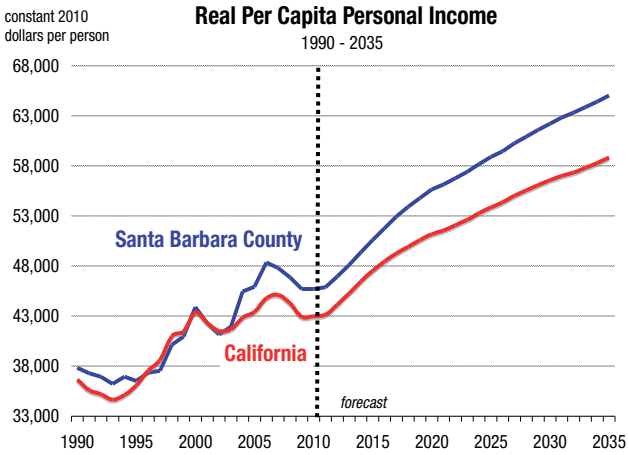
Santa Barbara County, located immediately northwest of Ventura County, is dominated by three principal economic activities: tourism, Vandenberg Air Force Base, and education. The population is nearly 425,000 people, and there are 180,000 wage and salary jobs. The per capita income in Santa Barbara County is $45,688, and the average salary per worker is $52,893.

Employment contraction continued in Southern California during 2010, though the pace of decline was much lower than in 2009. In Santa Barbara County, nearly 1,400 wage and salary jobs were lost last year, a decline of -0.8 percent. Non-farm employment declined more substantially at a rate of -1.5 percent. Though the unemployment rate increased to 9.4 percent, Santa Barbara has the sixth lowest rate of unemployment of all California Counties.

The principal employment clusters in Santa Barbara County are the public sector, retail trade, and services. Last year the only sectors that showed growth in the county were mining, professional services, federal government and education and health services. The farm sector, which accounts for 10 percent of total employment, added 1,100 jobs in 2010, increasing 6 percent. The total value of crop production exceeded $1.2 billion in 2010, on the strength of strawberries, broccoli, and wine grapes.

Employment and population growth will remain modest in Santa Barbara County over the next five years. The northern end of the county will continue to dominate population and job growth due largely to the greater production of planned housing in the Santa Maria Valley. Housing is also more affordable in the northern communities of Santa Maria, Orcutt, and Lompoc. New job creation in the southern end of the county will remain scarce because new housing is both limited and expensive.





Forecast Highlights

- 2011 will be the year when jobs slowly begin to return. For the year an increase of 2,200 jobs or 1.2 percent is forecast. By 2012 the expansion accelerates, with employment increasing by nearly 1.7 percent.

- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the forecast horizon. Real average salaries are forecast to rise an average of 1.3 percent per year from 2011 to 2016.

- The professional services, government, leisure services, retail trade, and financial activities sectors each add at least 1,200 jobs between 2011 and 2016. Together they account for 74 percent of net job creation. With the exception of manufacturing, all other sectors create jobs as well, but at a slower pace.

- Population growth will remain modest in the county. Annual growth in the 2011 to 2016 period averages 0.9 percent per year. The population will increase at faster rates in the Santa Maria Valley than in the Santa Barbara-Goleta area.

- Net migration for the entire county is expected to remain positive over the medium term forecast horizon. The south county will likely have negative net migration, but that will be offset by gains in the north county. From 2011 to 2016, there are an average of 1,400 net migrants entering the county per year.

- Real per capita incomes are expected to rise at an annual compound growth rate of 2.4 percent from 2011 to 2016.

- Total taxable sales, adjusted for inflation, are expected to increase by an average of 3.7 percent per year during the 2011 to 2016 period.

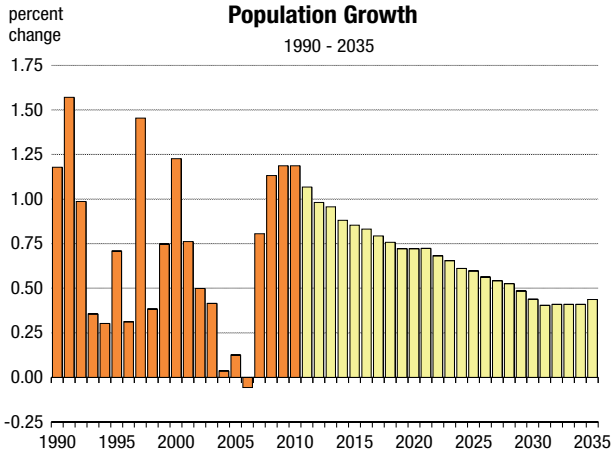
- From 2011 to 2016 industrial production will rise by an average 1.7 percent per year.

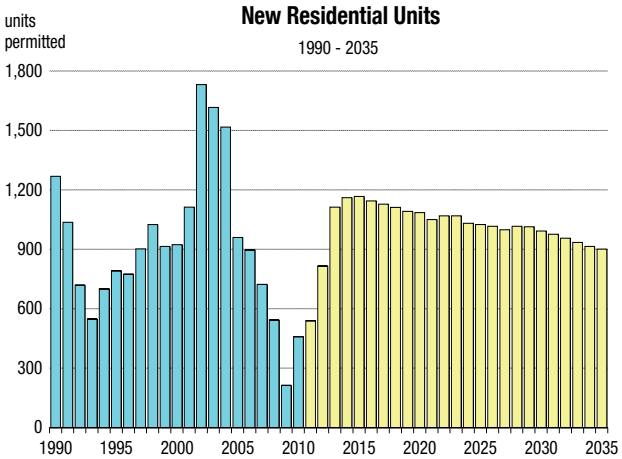
- Farm production is forecast to increase by 0.1 percent per year between 2011 and 2016. The principal crop in the county is strawberries.

Santa Barbara County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	406,958	-3,542	373.2	146	897	$6.13	$18.33	$48,345	4.3	1,091	2.36	4.0
2007	410,239	-263	370.6	147	723	$6.07	$18.87	$47,806	3.3	1,147	2.55	4.3
2008	414,882	1,215	369.4	148	543	$5.88	$19.37	$46,860	3.5	1,142	2.76	5.4
2009	419,806	1,597	367.9	149	213	$5.10	$18.95	$45,692	-0.8	1,256	2.64	8.4
2010	424,788	1,941	368.1	150	460	$5.20	$19.41	$45,688	1.2	1,220	2.59	9.4
2011	429,324	1,712	370.2	150	539	$5.48	$20.15	$45,876	2.3	1,273	2.79	8.9
2012	433,539	1,477	375.1	151	816	$5.82	$21.30	$46,946	2.3	1,260	2.79	8.0
2013	437,686	1,496	380.4	151	1,114	$6.22	$22.58	$48,093	2.5	1,247	2.82	7.2
2014	441,541	1,287	386.5	152	1,162	$6.61	$24.01	$49,365	2.7	1,267	2.92	6.4
2015	445,315	1,283	393.8	154	1,167	$7.02	$25.52	$50,608	2.8	1,273	2.98	5.7
2016	449,022	1,282	398.9	155	1,145	$7.49	$27.09	$51,769	2.9	1,280	3.02	5.0
2017	452,585	1,197	403.2	156	1,128	$7.96	$28.70	$52,936	2.8	1,286	3.08	4.7
2018	456,017	1,118	406.3	157	1,113	$8.48	$30.26	$53,928	2.7	1,299	3.15	4.6
2019	459,310	1,030	407.7	158	1,093	$9.00	$31.74	$54,790	2.5	1,293	3.23	4.5
2020	462,631	1,110	409.6	159	1,085	$9.51	$33.21	$55,645	2.3	1,312	3.32	4.4
2021	465,982	1,195	411.1	160	1,050	$10.04	$34.51	$56,148	2.2	1,305	3.41	4.3
2022	469,161	1,079	413.1	161	1,069	$10.51	$35.92	$56,765	2.3	1,312	3.50	4.3
2023	472,235	1,032	414.9	162	1,070	$10.97	$37.37	$57,409	2.2	1,318	3.60	4.3
2024	475,125	907	416.8	163	1,032	$11.47	$38.93	$58,169	2.2	1,305	3.70	4.3
2025	477,967	921	419.8	164	1,025	$12.03	$40.50	$58,890	2.2	1,324	3.81	4.3
2026	480,658	828	421.1	165	1,017	$12.57	$42.02	$59,472	2.2	1,312	3.91	4.3
2027	483,267	805	423.1	166	1,000	$13.14	$43.71	$60,247	2.1	1,318	4.03	4.3
2028	485,810	786	424.7	166	1,017	$13.74	$45.40	$60,925	2.2	1,324	4.15	4.3
2029	488,169	638	426.3	167	1,014	$14.36	$47.13	$61,592	2.2	1,336	4.29	4.4
2030	490,313	447	427.2	168	993	$15.00	$48.85	$62,196	2.2	1,330	4.43	4.4
2031	492,298	312	429.0	169	976	$15.67	$50.65	$62,821	2.2	1,343	4.58	4.4
2032	494,316	371	430.6	170	957	$16.37	$52.41	$63,316	2.2	1,349	4.73	4.4
2033	496,344	410	431.7	171	936	$17.09	$54.26	$63,871	2.2	1,343	4.89	4.4
2034	498,376	447	432.6	172	916	$17.86	$56.18	$64,409	2.3	1,336	5.06	4.5
2035	500,557	635	433.9	173	902	$18.65	$58.24	$65,038	2.2	1,349	5.24	4.5
2036	502,835	777	436.2	174	884	$19.48	$60.32	$65,614	2.2	1,355	5.42	4.5
2037	505,118	828	438.5	174	865	$20.35	$62.50	$66,206	2.2	1,361	5.59	4.5
2038	507,345	821	441.1	175	848	$21.25	$64.79	$66,869	2.2	1,373	5.77	4.5
2039	509,667	964	443.0	176	827	$22.20	$67.10	$67,486	2.2	1,367	5.94	4.5
2040	511,839	860	445.1	177	808	$23.19	$69.52	$68,180	2.1	1,379	6.12	4.5

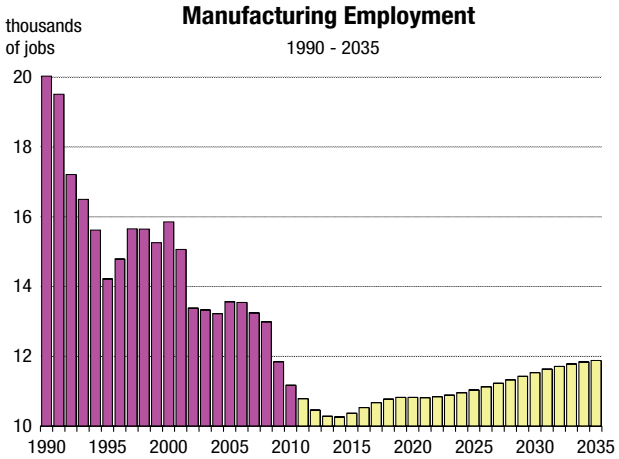


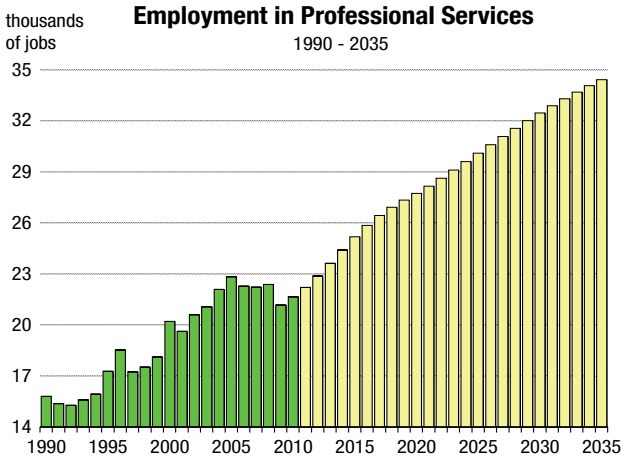


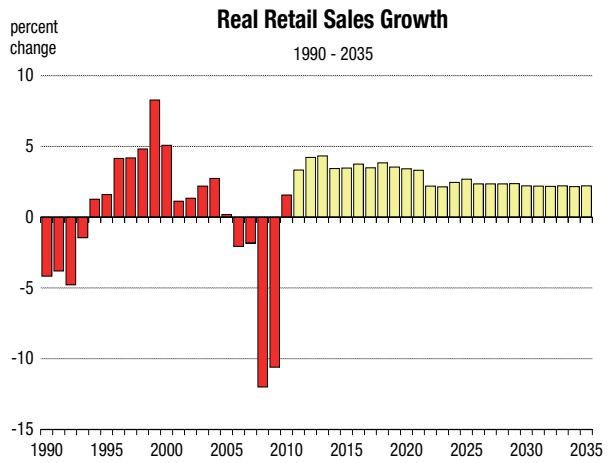
Santa Barbara County Employment Forecast

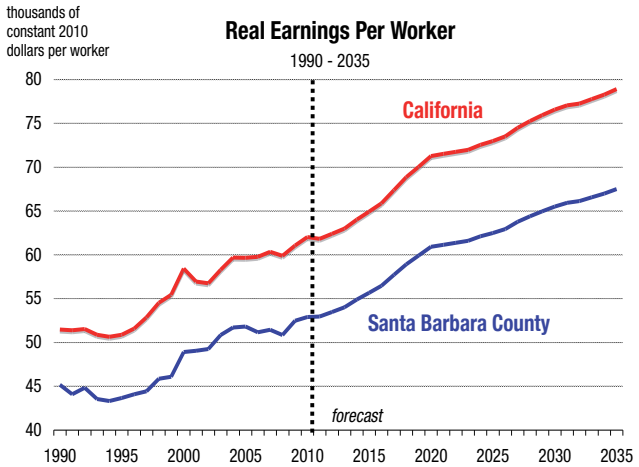
2006-2010 History, 2011-2040 Forecast

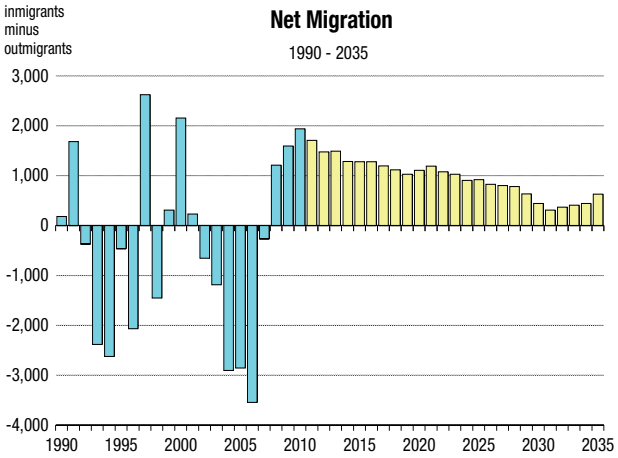
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	187.9	15.44	10.5	13.6	3.1	25.2	8.7	22.3	4.0	19.5	22.7	36.1
2007	189.6	16.05	10.5	13.3	3.0	25.1	8.2	22.2	3.9	20.3	22.9	37.0
2008	189.4	17.06	9.7	13.0	3.1	24.6	7.8	22.4	3.7	20.6	23.1	37.3
2009	181.5	17.56	7.8	11.9	3.0	22.8	6.7	21.2	3.5	20.7	22.1	37.8
2010	180.1	18.66	7.0	11.2	2.8	21.9	6.3	21.7	3.4	20.9	22.0	38.1
2011	182.2	19.24	7.3	10.8	2.8	22.6	6.8	22.2	3.4	21.0	22.3	37.3
2012	185.3	18.95	7.6	10.5	2.8	23.2	7.3	22.9	3.5	21.3	22.7	37.9
2013	187.8	18.65	7.7	10.3	2.8	23.7	7.8	23.6	3.6	21.5	23.2	37.8
2014	190.8	19.09	7.7	10.3	2.8	24.2	8.1	24.4	3.6	21.7	23.7	37.6
2015	194.8	19.24	8.3	10.4	2.8	24.7	8.2	25.2	3.7	22.0	24.3	38.1
2016	197.4	19.38	8.1	10.5	2.8	25.1	8.2	25.9	3.7	22.2	24.8	38.5
2017	199.9	19.53	8.2	10.7	2.8	25.5	8.1	26.4	3.7	22.3	25.2	39.0
2018	201.9	19.81	8.3	10.8	2.8	25.8	8.1	26.9	3.8	22.5	25.5	39.3
2019	202.9	19.67	8.4	10.8	2.8	26.1	8.0	27.3	3.8	22.7	25.6	39.3
2020	204.6	20.09	8.4	10.8	2.8	26.4	8.1	27.7	3.8	22.8	25.7	39.4
2021	205.7	19.95	8.5	10.8	2.8	26.6	8.1	28.2	3.8	23.0	25.9	39.5
2022	207.3	20.09	8.6	10.8	2.8	26.8	8.2	28.6	3.8	23.2	26.2	39.6
2023	209.0	20.23	8.7	10.9	2.8	26.9	8.3	29.1	3.8	23.3	26.4	39.8
2024	210.3	19.95	8.7	11.0	2.8	27.1	8.5	29.6	3.8	23.5	26.6	39.8
2025	212.1	20.37	8.8	11.0	2.8	27.3	8.6	30.1	3.8	23.7	26.7	39.9
2026	213.3	20.09	8.8	11.1	2.9	27.5	8.7	30.6	3.9	23.8	26.9	40.0
2027	214.9	20.23	8.8	11.2	2.9	27.7	8.8	31.1	3.9	23.9	27.1	40.2
2028	216.5	20.37	8.8	11.3	2.9	27.8	8.9	31.6	3.9	24.0	27.3	40.4
2029	218.2	20.64	8.8	11.4	2.9	28.0	9.0	32.0	3.9	24.0	27.5	40.6
2030	219.4	20.50	8.8	11.5	2.9	28.1	9.1	32.5	3.9	24.1	27.7	40.8
2031	221.1	20.77	8.8	11.6	2.9	28.3	9.3	32.9	4.0	24.1	27.9	41.0
2032	222.6	20.91	8.8	11.7	2.9	28.4	9.4	33.3	4.0	24.2	28.0	41.2
2033	223.8	20.77	8.8	11.8	2.9	28.6	9.6	33.7	4.0	24.3	28.2	41.3
2034	224.9	20.64	8.7	11.8	2.9	28.7	9.7	34.1	4.0	24.3	28.4	41.5
2035	226.5	20.91	8.8	11.9	2.9	28.9	9.9	34.4	4.1	24.4	28.6	41.7
2036	227.9	21.04	8.7	11.9	2.9	29.0	10.0	34.8	4.1	24.5	28.8	42.0
2037	229.3	21.17	8.7	12.0	2.9	29.2	10.1	35.1	4.1	24.6	29.0	42.2
2038	230.8	21.44	8.7	12.0	2.9	29.3	10.3	35.4	4.1	24.7	29.1	42.4
2039	231.9	21.31	8.7	12.0	2.9	29.5	10.4	35.8	4.1	24.8	29.3	42.6
2040	233.3	21.57	8.6	12.0	2.9	29.7	10.5	36.1	4.2	24.9	29.5	42.8

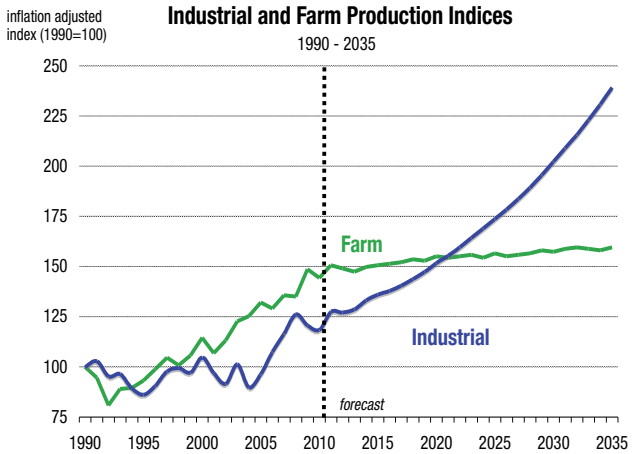












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	20.8 %
Expected job growth:	8.3 %
Fastest growing jobs sector:	Financial Activities
Expected personal income growth:	18.0 %
Expected population growth:	4.6 %
Net migration to account for:	34.6 %
Expected growth in number of vehicles:	7.8 %

Demographics (2011)

Unemployment rate (June 2011)	8.9 %
County Rank* in California (58 counties):	3rd
Working age (16-64) population:	65.0 %
Population with B.A. Degree or higher:	31.6 %
Median Home Selling Price:	$321,000
Median Household Income:	$58,414

Quality of Life

Violent Crime rate (2009):	440 per 100,000 persons
County Rank* in California (58 counties):	37th
Average Commute Time to work (2011):	20.5 minutes
High School drop out rate (2009):	14.4 %
Households at/below poverty line:	8.4 %

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

Santa Clara County Economic Forecast

Santa Clara County is the largest county in the San Francisco Bay Area and accounts for more than 34 percent of the region's total employment. The northwest portion of the county, known as Silicon Valley, is home to many leading computer and electronics companies. Santa Clara County has a population of 1.79 million people and nearly 843,000 wage and salary jobs. The per capita income in Santa Clara County is $58,670, and the average salary per worker is the highest in the state at $98,430. The median family income is also the highest in the state at $103,500.

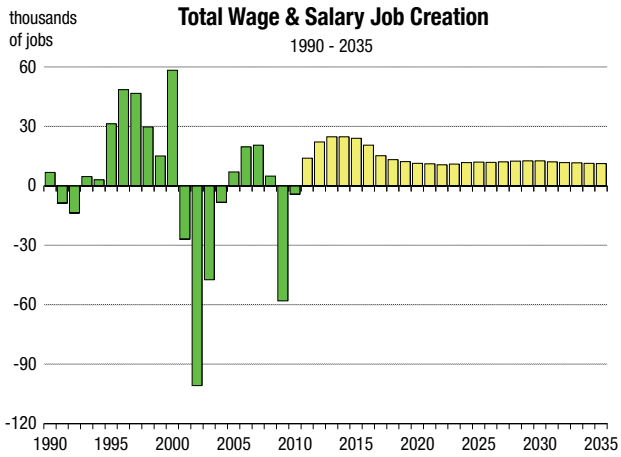
Employment growth in Northern California was negative in 2010, and in the greater Bay Area, total jobs declined by 1.4 percent. In 2010, 4,200 wage and salary jobs were lost in Santa Clara County, a decline of 0.5 percent. The unemployment rate increased to 11.2 percent.

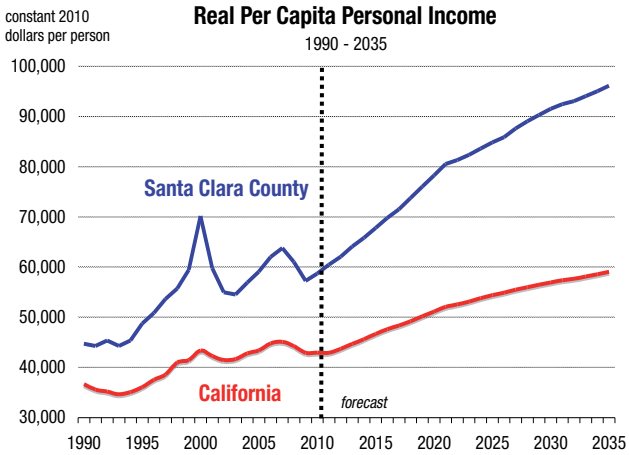
The transportation and warehousing, information, education and healthcare, and professional services sectors all increased employment levels during 2010. The sectors with the greatest job losses were government (-2,800 jobs), manufacturing (-2,800 jobs), and construction (-2,000 jobs).

Between the 2000 and 2010 census the population of Santa Clara County grew by 5.9 percent. The fastest growing cities were Cupertino, Gilroy, Morgan Hill, and Santa Clara City, each growing by over 13 percent. San Jose, the largest city in the county, which accounts for over half of the total population grew by 5.7 percent.

Estimated net migration has been significantly higher than the historical average over the past 3 years, totaling approximately 30,300 in-migrants. This trend is expected to continue for the next few years due to strong employment growth in the technology sector. Over the longer term forecast migration will slow as a result of the high cost of living.

Employment is expected to rebound in 2011. Largely due to reduced net migration, the rate of population growth slows over the forecast horizon. Total wage and salary employment is not forecast to reach the peak level recorded in 2000 until after 2020.





Forecast Highlights

- Total employment increases by 1.7 percent in 2011. Between 2011 and 2016, the annual growth rate is forecast to average 2.6 percent per year.

- Average salaries adjusted for inflation are currently well above the California state average, and will remain so over the forecast horizon. Real average salaries are forecast to rise by an average of 1.2 percent per year from 2011 to 2016.

- Between 2011 and 2016, employment growth is strongest in the professional services sector, which accounts for nearly 30 percent of job creation. The trade sectors together create 21 percent of new jobs. Manufacturing employment begins to rebound, and adds 12 percent of all new jobs.

- The population is expected to grow at a rate of 1.4 percent in 2011. Annual growth in the 2011 to 2016 period is forecast to average 1.2 percent per year.

- Net migration remains very strong, but declines in the long term. Over the next five years an annual average of 8,800 net in-migrants are forecast.

- Real per capita incomes rise by 3.0 percent in 2011. During the 2011 to 2016 period real per capita incomes are forecast to rise 2.9 percent per year.

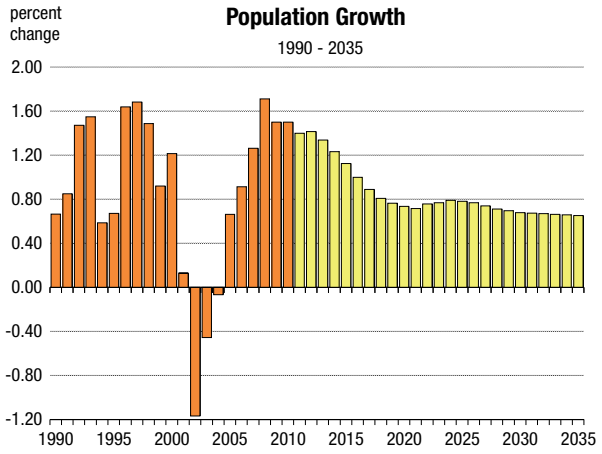
- Total taxable sales adjusted for inflation are expected to increase by an average of 8.8 percent per year between 2011 and 2016.

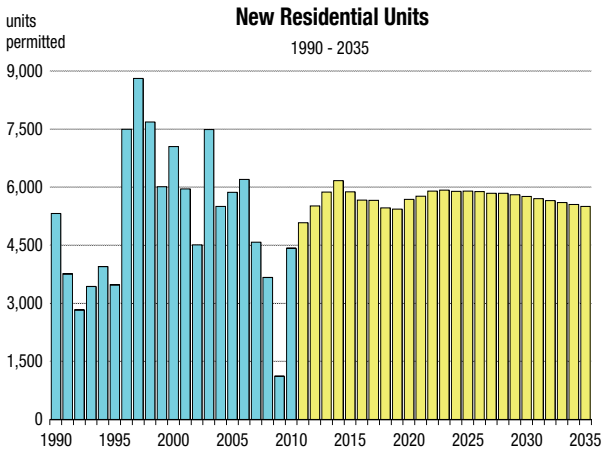
- Industrial production is expected to rise 3.1 percent in 2011. From 2011 to 2016 the growth rate of industrial production is forecast to average 2.6 percent per year.

Santa Clara County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	1,685,930	-2,488	1,496	598	6,204	$32.3	$96.1	$62,013	3.2	266	22.5	4.5
2007	1,707,218	2,888	1,516	603	4,583	$33.7	$103.5	$63,771	3.4	268	23.3	4.7
2008	1,736,449	10,793	1,509	609	3,671	$32.3	$103.7	$61,016	3.0	253	24.0	6.0
2009	1,762,502	8,844	1,508	612	1,117	$27.4	$99.5	$57,231	0.8	264	23.8	10.8
2010	1,788,946	10,622	1,518	615	4,426	$29.3	$105.0	$58,670	1.3	265	23.8	11.2
2011	1,813,993	10,339	1,559	618	5,083	$32.5	$113.2	$60,446	3.3	252	24.5	9.8
2012	1,839,651	11,221	1,590	623	5,521	$36.6	$120.6	$62,053	2.3	242	25.0	8.5
2013	1,864,251	10,415	1,620	628	5,876	$41.2	$129.1	$64,093	2.3	234	25.7	7.7
2014	1,887,207	9,018	1,647	634	6,169	$45.6	$137.4	$65,794	2.4	227	26.3	6.6
2015	1,908,451	7,579	1,673	640	5,882	$50.5	$146.3	$67,806	2.1	222	27.0	6.1
2016	1,927,520	5,576	1,697	645	5,668	$55.4	$155.1	$69,777	2.1	217	27.9	5.9
2017	1,944,656	3,737	1,718	650	5,663	$60.0	$163.7	$71,497	2.1	213	28.9	5.7
2018	1,960,374	2,353	1,739	656	5,469	$65.1	$173.6	$73,752	2.0	209	29.8	5.8
2019	1,975,359	1,600	1,759	661	5,438	$70.3	$183.8	$76,038	1.9	204	30.7	5.6
2020	1,989,906	1,108	1,779	666	5,691	$75.6	$193.8	$78,260	1.7	202	31.6	5.4
2021	2,004,166	619	1,798	671	5,772	$81.0	$204.3	$80,531	1.7	201	32.4	5.4
2022	2,019,350	1,274	1,814	677	5,901	$85.7	$212.4	$81,328	2.2	198	33.2	5.2
2023	2,034,875	1,300	1,831	682	5,929	$90.7	$221.5	$82,381	2.2	195	34.1	5.2
2024	2,050,981	1,547	1,849	688	5,893	$96.3	$231.3	$83,588	2.1	192	35.1	5.1
2025	2,067,002	1,123	1,867	693	5,904	$102.3	$241.5	$84,817	2.1	188	36.1	5.1
2026	2,082,886	580	1,884	699	5,886	$108.2	$251.7	$85,901	2.1	184	37.2	5.0
2027	2,098,316	-221	1,902	704	5,842	$114.9	$263.9	$87,593	2.1	181	38.3	4.9
2028	2,113,254	-1,035	1,919	710	5,846	$121.6	$275.9	$89,045	2.1	178	39.5	4.9
2029	2,127,951	-1,570	1,935	715	5,810	$128.5	$287.7	$90,313	2.1	175	40.8	4.7
2030	2,142,417	-2,054	1,950	721	5,762	$135.6	$299.9	$91,536	2.1	174	42.1	4.6
2031	2,156,882	-2,245	1,966	726	5,709	$142.7	$311.6	$92,473	2.2	174	43.5	4.5
2032	2,171,358	-2,394	1,980	732	5,654	$149.7	$322.7	$93,087	2.2	172	44.9	4.5
2033	2,185,771	-2,586	1,995	737	5,604	$157.4	$335.3	$94,079	2.1	168	46.3	4.4
2034	2,200,177	-2,683	2,010	742	5,555	$165.4	$348.4	$95,025	2.2	164	47.8	4.3
2035	2,214,542	-2,777	2,025	747	5,507	$173.9	$362.4	$96,129	2.2	160	49.3	4.3
2036	2,228,896	-2,824	2,039	753	5,461	$182.6	$376.4	$97,128	2.1	155	50.8	4.2
2037	2,243,156	-2,937	2,054	758	5,418	$191.8	$391.3	$98,206	2.2	150	52.3	4.2
2038	2,257,233	-3,133	2,069	763	5,378	$201.6	$407.2	$99,430	2.1	149	53.9	4.1
2039	2,271,135	-3,315	2,084	768	5,341	$211.7	$423.5	$100,674	2.1	146	55.6	4.1
2040	2,284,883	-3,467	2,098	773	5,305	$222.1	$440.0	$101,877	2.1	142	57.3	4.0

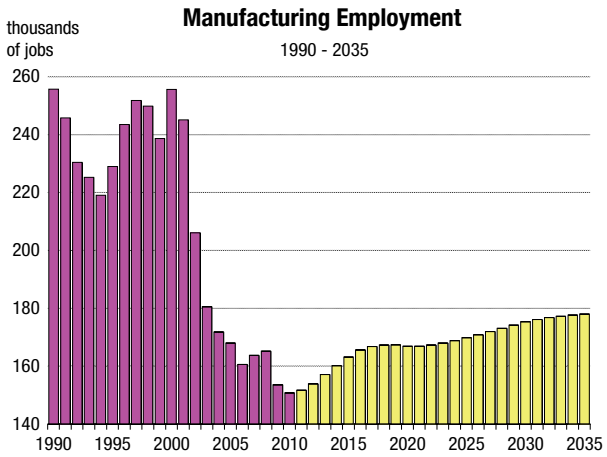


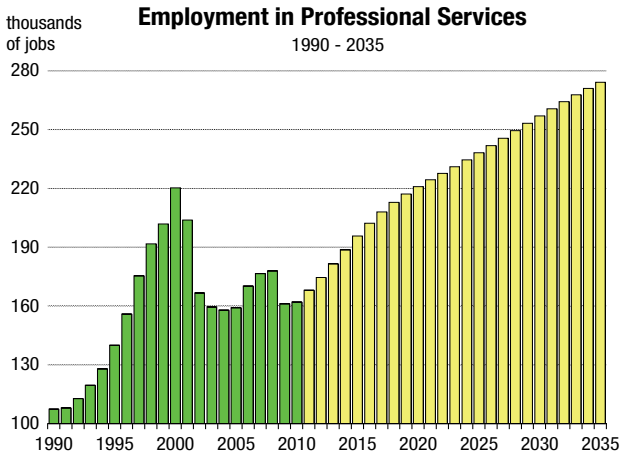


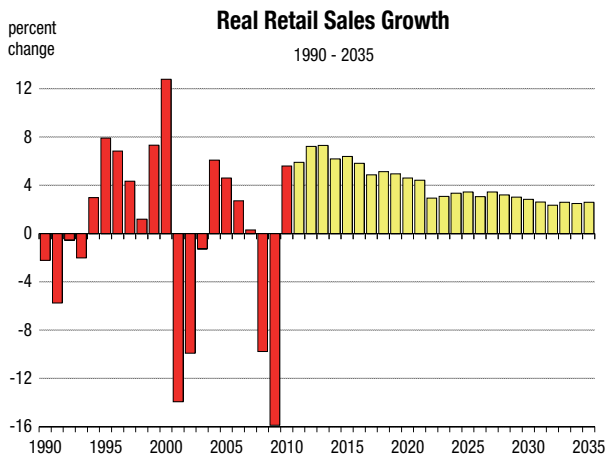
Santa Clara County Employment Forecast

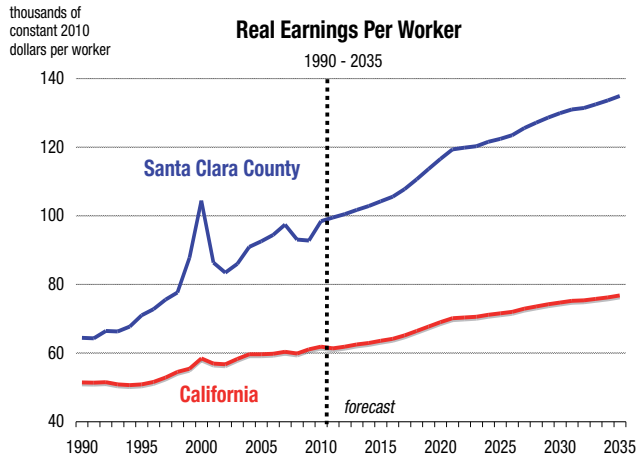
2006-2010 History, 2011-2040 Forecast

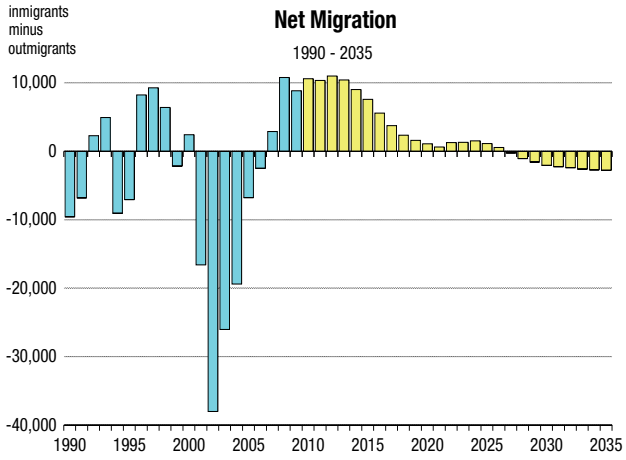
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	879.8	3.78	44.9	160.6	12.7	121.8	36.7	170.3	37.4	99.7	73.7	93.6
2007	900.3	3.85	45.5	163.8	13.3	124.0	36.8	176.6	39.5	102.5	75.3	94.3
2008	905.2	3.68	42.8	165.2	13.3	122.1	34.2	178.0	42.2	107.2	76.6	94.9
2009	847.2	3.67	32.9	153.5	11.8	112.4	31.4	161.2	41.0	107.3	72.9	95.0
2010	843.0	3.37	30.9	150.8	11.8	111.3	30.6	162.1	43.2	109.4	72.3	92.2
2011	857.1	3.30	30.7	151.7	12.1	114.7	30.6	168.0	45.7	111.0	73.6	90.5
2012	879.2	3.25	31.2	153.9	12.7	120.5	31.0	174.6	48.1	112.3	75.4	90.2
2013	904.0	3.20	31.9	157.1	13.1	125.6	31.7	181.6	50.6	113.6	77.0	91.2
2014	928.8	3.16	32.6	160.2	13.6	130.5	32.4	188.8	52.9	115.3	79.0	91.9
2015	952.9	3.14	33.1	163.2	14.1	135.3	32.9	195.8	55.1	117.0	81.1	92.8
2016	973.4	3.11	33.5	165.7	14.4	139.4	33.4	202.3	56.8	118.5	82.7	93.6
2017	988.7	3.09	33.7	166.8	14.6	142.3	33.7	208.0	57.9	119.7	84.0	94.0
2018	1,002.0	3.07	33.9	167.3	15.0	145.3	34.1	212.9	58.8	121.1	85.1	94.5
2019	1,014.2	3.04	34.0	167.4	15.4	148.3	34.4	217.2	59.5	122.4	86.2	94.9
2020	1,025.6	3.03	34.1	166.9	16.0	151.5	34.7	220.9	60.1	123.6	87.2	95.4
2021	1,036.7	3.02	34.2	166.9	16.5	154.5	34.9	224.4	60.6	125.0	88.0	95.9
2022	1,047.3	3.01	34.3	167.4	16.8	156.9	35.2	227.8	61.1	126.5	88.7	96.3
2023	1,058.3	2.99	34.4	168.0	17.2	159.3	35.4	231.2	61.8	128.2	89.4	96.7
2024	1,070.1	2.97	34.5	168.9	17.5	161.6	35.7	234.7	62.4	130.2	90.2	97.1
2025	1,082.2	2.95	34.6	169.9	17.8	163.9	36.0	238.2	63.2	132.3	90.9	97.5
2026	1,094.0	2.93	34.7	170.9	18.0	166.0	36.3	241.9	63.9	134.4	91.5	97.9
2027	1,106.2	2.92	34.8	172.0	18.2	168.1	36.6	245.7	64.7	136.7	92.3	98.3
2028	1,118.8	2.90	34.9	173.1	18.4	170.2	37.0	249.5	65.6	139.0	93.0	98.8
2029	1,131.4	2.88	35.0	174.2	18.6	172.2	37.3	253.3	66.4	141.4	93.7	99.2
2030	1,144.1	2.88	35.1	175.4	18.9	174.1	37.7	257.1	67.3	143.9	94.5	99.7
2031	1,156.2	2.88	35.2	176.2	19.1	176.0	38.0	260.8	68.0	146.5	95.2	100.1
2032	1,168.0	2.87	35.3	176.8	19.3	177.7	38.3	264.3	68.8	149.0	95.9	100.5
2033	1,179.6	2.85	35.3	177.3	19.5	179.4	38.7	267.8	69.6	151.6	96.7	100.9
2034	1,191.0	2.83	35.4	177.7	19.8	181.2	39.0	271.1	70.4	154.3	97.4	101.4
2035	1,202.3	2.81	35.4	178.0	20.0	182.9	39.4	274.2	71.2	157.0	98.2	101.8
2036	1,213.4	2.78	35.5	178.3	20.2	184.6	39.8	277.2	72.1	159.7	98.9	102.3
2037	1,224.5	2.75	35.5	178.5	20.5	186.3	40.1	280.2	72.9	162.4	99.7	102.7
2038	1,235.6	2.74	35.6	178.8	20.7	188.1	40.5	283.1	73.7	165.2	100.5	103.2
2039	1,246.8	2.73	35.6	179.0	21.0	189.8	40.9	286.0	74.6	167.9	101.3	103.7
2040	1,258.0	2.71	35.7	179.2	21.2	191.5	41.2	288.9	75.4	170.7	102.0	104.2

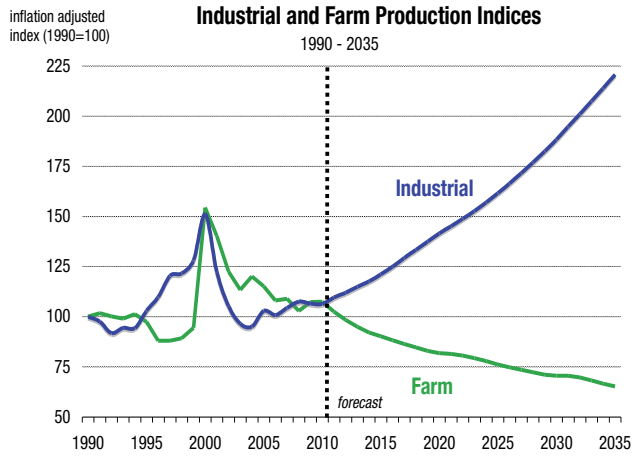












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	37.6 %
Expected job growth:	13.6 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	22.7 %
Expected population growth:	6.3 %
Net migration to account for:	38.6 %
Expected growth in number of vehicles:	8.8 %

Demographics (2011)

Unemployment rate (June 2011):	10.3 %
County Rank* in California (58 counties):	10th
Working age (16-64) population:	66.6 %
Population with B.A. Degree or higher:	44.0 %
Median Home Selling Price:	$500,000
Median Household Income:	$86,335

Quality of Life

Violent Crime rate (2009):	270 per 100,000 persons
County Rank* in California (58 counties):	12th
Average Commute Time to work (2011):	26.0 minutes
High School drop out rate (2009):	16.1 %
Households at/below poverty line:	6.0 %

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

Santa Cruz County Economic Forecast

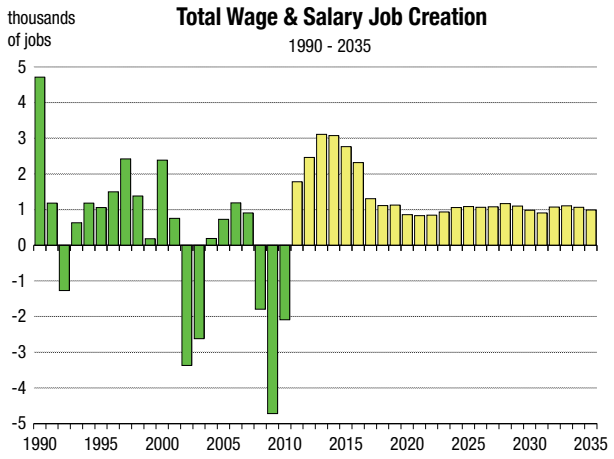
Santa Cruz County is located on the central coast of California and is the second smallest county in terms of physical size behind San Francisco. Santa Cruz County has a population of 263,300 people and 94,800 wage and salary jobs. The per capita income in Santa Cruz County is $48,357, and the average salary per worker is $46,428.

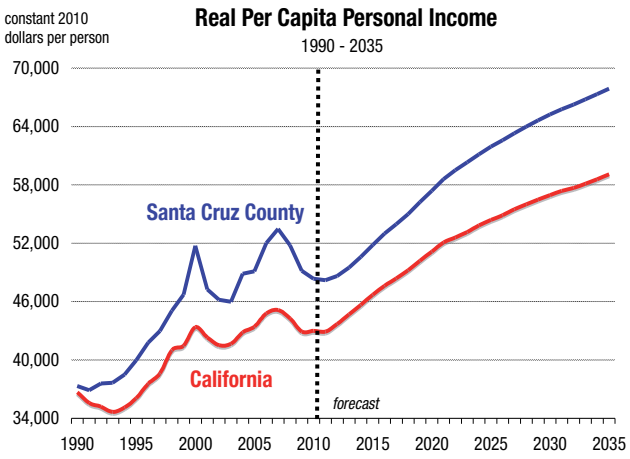
In 2010, 2,080 total wage and salary jobs were lost in Santa Cruz County, representing a decline in employment of 2.2 percent. Non-farm employment fell by 2,230 jobs, a decline of 2.6 percent. Farm employment increased by 150 jobs in 2010, an increase of 1.6 percent. The annual unemployment rate rose to 12.8 percent in 2010.

Aside from farm employment, the manufacturing, transportation warehousing and utilities, and education and healthcare sectors also created employment during 2010. Many of the public sector jobs are associated with the University of California located in Santa Cruz. The largest employment decline during 2010 occurred in the government sector, which shed 1,400 jobs.

Between the 2000 and 2010 census the population of Santa Cruz grew by just 2.7 percent. The fastest growing city in the county was Watsonville, which grew 15.7 percent over the past decade. The largest city in the county is Santa Cruz with a population of 60,000.

Though employment growth has been negative for much of the decade, the creation of jobs is forecast to accelerate over the next several years. However, population growth will remain modest due to low rates of home building and higher than average home prices.





Forecast Highlights

- Job growth turns positive in 2011 at 1.9 percent. From 2011 to 2016, a +2.7 percent average annual growth rate is forecast. Non-farm employment increases by an average of 2.9 percent per year over the same period.

- Average salaries adjusted for inflation are currently below the California state average. Inflation adjusted salaries are expected to rise an average of 0.7 percent per year between 2011 and 2016.

- Between 2011 and 2016, employment growth is broad based, with gains in every sector. Construction, manufacturing, retail trade, wholesale trade, leisure services, education and healthcare, and government each add at least 1,000 jobs over the next five years.

- Population growth will remain modest over the foreseeable future. Annual growth in the 2011 to 2016 period averages 1.1 percent per year.

- Net migration is expected to decline from the recent highs over the forecast, falling to 2,050 persons in 2011. Between 2011 and 2016 net migration is expected to average 1,400 people per year.

- Real per capita income is forecast to decline 0.3 percent in 2011. From 2011 to 2016 real per capita incomes are forecast to increase approximately 1.9 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 4.7 percent per year between 2011 and 2016.

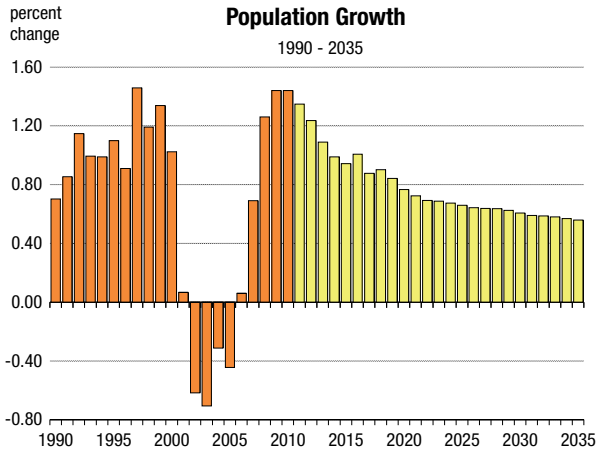
- Industrial production is forecast to increase by 3.3 percent in 2011. During the 2011 to 2016 period industrial production will increase by an average of 6.7 percent per year on the strength of non-durable manufacturing.

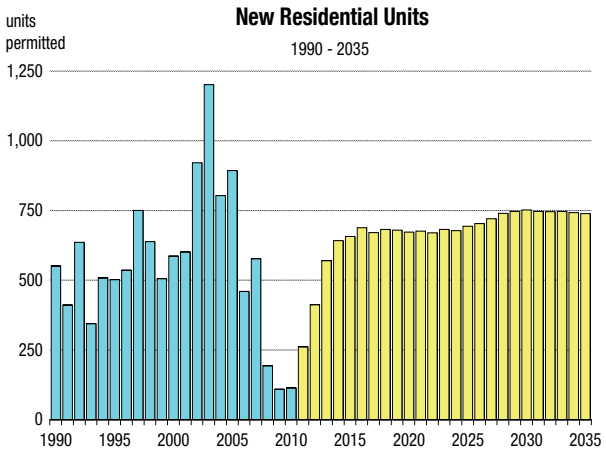
- Farm production is forecast to increase by 2.1 percent per year between 2011 and 2016. The principal crop in the county is strawberries.

Santa Cruz County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	250,884	-1,730	243.3	95.2	460	$3.2	$12.0	$52,004	3.2	0.45	1.19	5.7
2007	252,618	-351	241.8	95.9	578	$3.2	$12.8	$53,466	3.4	0.52	1.18	5.9
2008	255,806	1,236	241.9	96.3	194	$3.0	$13.0	$51,774	3.0	0.50	1.17	7.3
2009	259,494	2,047	241.7	96.6	109	$2.6	$12.6	$49,168	0.8	0.50	1.15	11.4
2010	263,235	2,220	242.9	96.9	114	$2.8	$12.7	$48,357	1.3	0.50	1.20	12.8
2011	266,785	2,054	244.1	97.0	262	$3.0	$13.3	$48,192	3.3	0.52	1.24	12.3
2012	270,085	1,784	245.6	97.3	412	$3.2	$13.9	$48,625	2.3	0.53	1.35	11.6
2013	273,028	1,419	247.9	97.7	571	$3.5	$14.6	$49,492	2.3	0.55	1.46	10.6
2014	275,731	1,144	250.7	98.2	643	$3.8	$15.4	$50,585	2.4	0.56	1.55	9.4
2015	278,331	1,033	253.8	98.9	657	$4.0	$16.3	$51,811	2.1	0.56	1.65	8.4
2016	281,134	1,229	256.6	99.6	689	$4.3	$17.2	$52,984	2.1	0.57	1.72	7.7
2017	283,603	885	258.8	100.3	671	$4.5	$18.0	$53,939	2.1	0.58	1.75	7.3
2018	286,164	966	260.3	100.9	683	$4.6	$18.9	$55,002	2.0	0.59	1.79	7.0
2019	288,576	827	261.2	101.6	680	$4.8	$19.8	$56,208	1.9	0.60	1.83	6.6
2020	290,791	663	261.9	102.3	673	$5.0	$20.8	$57,397	1.7	0.61	1.87	6.4
2021	292,898	597	262.4	103.0	676	$5.1	$21.7	$58,588	1.7	0.60	1.94	6.3
2022	294,928	548	263.1	103.7	671	$5.2	$22.7	$59,503	2.2	0.61	1.96	6.3
2023	296,956	572	263.8	104.3	683	$5.4	$23.7	$60,309	2.2	0.62	2.02	6.3
2024	298,963	582	264.8	105.0	678	$5.5	$24.7	$61,142	2.1	0.63	2.07	6.3
2025	300,936	591	265.9	105.7	694	$5.7	$25.7	$61,920	2.1	0.64	2.14	6.3
2026	302,875	591	267.3	106.4	703	$5.8	$26.7	$62,592	2.1	0.65	2.21	6.3
2027	304,811	615	268.7	107.1	721	$6.0	$27.7	$63,290	2.1	0.66	2.29	6.3
2028	306,754	637	269.9	107.8	740	$6.2	$28.8	$63,981	2.1	0.67	2.37	6.3
2029	308,671	619	271.1	108.6	747	$6.3	$29.9	$64,630	2.1	0.68	2.45	6.3
2030	310,546	588	272.1	109.3	752	$6.5	$31.0	$65,225	2.1	0.68	2.53	6.3
2031	312,384	550	273.1	110.1	747	$6.7	$32.1	$65,761	2.2	0.67	2.60	6.2
2032	314,218	544	274.0	110.9	747	$6.9	$33.2	$66,265	2.2	0.68	2.68	6.2
2033	316,043	531	274.9	111.6	747	$7.1	$34.4	$66,798	2.1	0.69	2.77	6.3
2034	317,845	504	275.8	112.4	743	$7.3	$35.7	$67,326	2.2	0.71	2.86	6.2
2035	319,622	477	276.7	113.1	739	$7.5	$36.9	$67,882	2.2	0.72	2.96	6.2
2036	321,406	475	277.8	113.9	735	$7.7	$38.3	$68,468	2.1	0.74	3.06	6.2
2037	323,184	454	279.0	114.6	733	$7.9	$39.6	$69,046	2.2	0.75	3.16	6.2
2038	324,958	429	280.2	115.3	732	$8.1	$41.0	$69,623	2.1	0.75	3.27	6.2
2039	326,780	450	281.5	116.1	732	$8.3	$42.5	$70,275	2.1	0.76	3.39	6.2
2040	328,623	441	282.6	116.8	730	$8.6	$44.1	$70,940	2.1	0.77	3.51	6.2

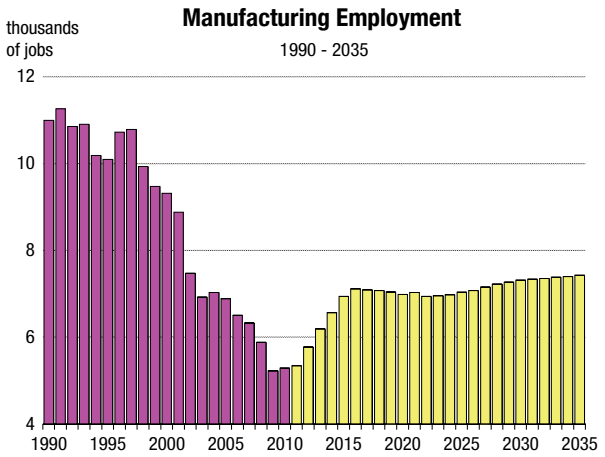


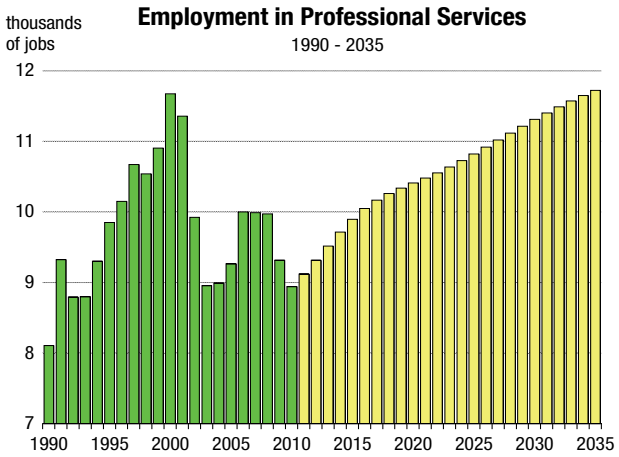


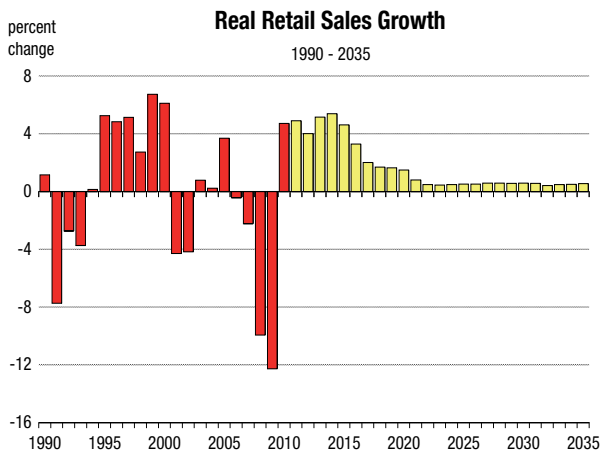
Santa Cruz County Employment Forecast

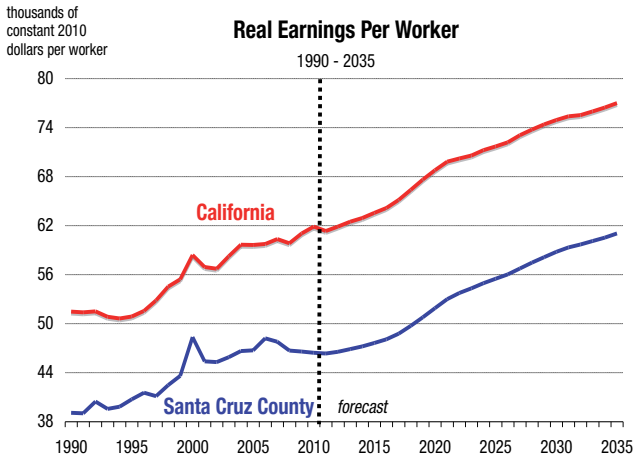
2006-2010 History, 2011-2040 Forecast

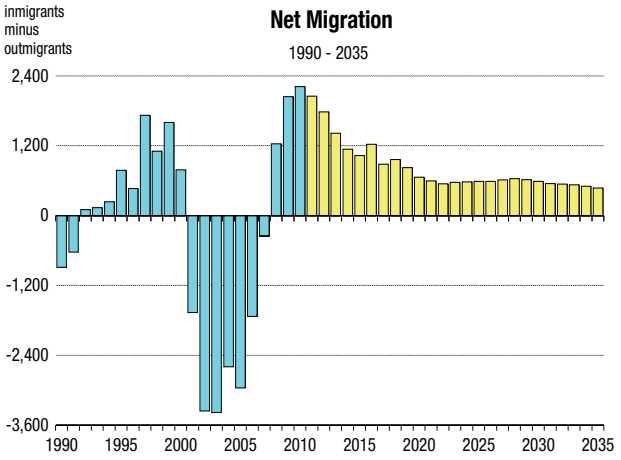
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	102.4	7.4	5.9	6.5	1.5	17.3	3.8	10.0	1.4	12.1	11.1	21.8
2007	103.4	7.8	5.4	6.3	1.6	17.4	3.7	10.0	1.2	12.4	11.5	22.2
2008	101.6	8.6	4.6	5.9	1.5	16.4	3.5	10.0	1.1	12.5	11.3	22.3
2009	96.8	9.5	3.2	5.2	1.4	15.3	3.4	9.3	1.0	13.0	11.1	20.8
2010	94.8	9.6	3.0	5.3	1.4	15.0	3.3	8.9	0.9	13.3	11.0	19.4
2011	96.5	10.0	3.1	5.3	1.5	15.6	3.3	9.1	1.0	13.4	11.3	19.3
2012	99.0	10.1	3.7	5.8	1.5	16.1	3.4	9.3	1.0	13.7	11.5	19.1
2013	102.1	10.2	4.3	6.2	1.5	16.8	3.5	9.5	1.0	13.9	11.8	19.3
2014	105.2	10.3	4.7	6.6	1.6	17.6	3.6	9.7	1.0	14.2	12.1	19.6
2015	108.0	10.2	4.8	6.9	1.6	18.3	3.6	9.9	1.0	14.5	12.4	20.1
2016	110.3	10.3	5.0	7.1	1.7	18.9	3.7	10.1	1.0	14.8	12.7	20.4
2017	111.6	10.4	5.2	7.1	1.7	19.2	3.7	10.2	1.0	15.0	12.9	20.4
2018	112.7	10.5	5.2	7.1	1.7	19.4	3.8	10.3	1.0	15.2	13.1	20.5
2019	113.8	10.6	5.2	7.0	1.7	19.6	3.8	10.3	1.0	15.4	13.3	20.6
2020	114.7	10.5	5.2	7.0	1.8	19.8	3.9	10.4	1.0	15.6	13.4	20.8
2021	115.5	10.5	5.2	7.0	1.8	20.0	3.9	10.5	1.0	15.9	13.6	20.9
2022	116.4	10.6	5.2	6.9	1.9	20.1	3.9	10.6	1.0	16.1	13.7	20.9
2023	117.3	10.7	5.2	7.0	1.9	20.3	4.0	10.6	1.0	16.4	13.8	21.0
2024	118.4	10.8	5.2	7.0	2.0	20.4	4.0	10.7	1.0	16.6	13.9	21.1
2025	119.5	10.9	5.3	7.0	2.0	20.5	4.1	10.8	1.0	16.9	14.0	21.2
2026	120.5	10.9	5.3	7.1	2.0	20.7	4.1	10.9	1.0	17.2	14.1	21.3
2027	121.6	11.0	5.4	7.2	2.0	20.8	4.2	11.0	1.0	17.5	14.2	21.4
2028	122.8	11.0	5.4	7.2	2.1	21.0	4.2	11.1	1.0	17.8	14.3	21.5
2029	123.9	11.1	5.5	7.3	2.1	21.1	4.3	11.2	1.0	18.1	14.4	21.7
2030	124.9	11.0	5.5	7.3	2.1	21.2	4.3	11.3	1.0	18.4	14.5	21.8
2031	125.8	10.9	5.5	7.3	2.2	21.4	4.4	11.4	1.0	18.7	14.6	21.9
2032	126.9	11.1	5.5	7.4	2.2	21.5	4.5	11.5	1.0	19.0	14.7	22.0
2033	128.0	11.2	5.5	7.4	2.2	21.7	4.5	11.6	1.0	19.3	14.8	22.1
2034	129.0	11.3	5.5	7.4	2.3	21.8	4.6	11.7	1.0	19.6	14.9	22.2
2035	130.0	11.3	5.5	7.4	2.3	21.9	4.6	11.7	1.0	20.0	15.0	22.3
2036	131.2	11.5	5.5	7.4	2.3	22.1	4.7	11.8	1.0	20.3	15.2	22.4
2037	132.2	11.6	5.4	7.5	2.3	22.2	4.7	11.9	1.0	20.7	15.3	22.5
2038	133.2	11.5	5.4	7.5	2.4	22.4	4.8	11.9	1.0	21.0	15.4	22.7
2039	134.3	11.6	5.4	7.5	2.4	22.5	4.8	12.0	1.0	21.4	15.5	22.8
2040	135.4	11.6	5.4	7.6	2.4	22.7	4.9	12.1	1.0	21.7	15.6	22.9

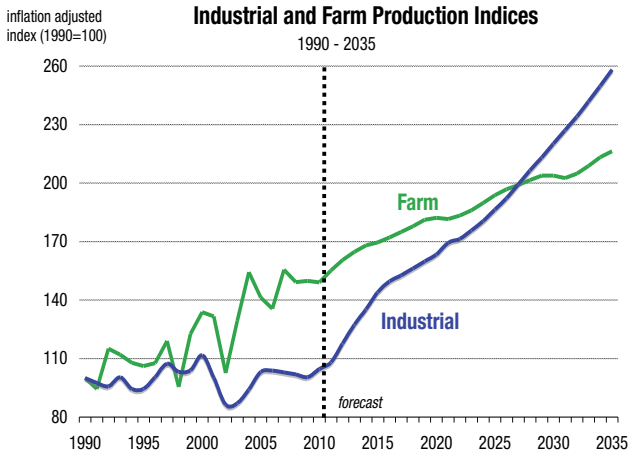












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	24.6 %
Expected job growth:	14.2 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	15.9 %
Expected population growth:	5.4 %
Net migration to account for:	16.1 %
Expected growth in number of vehicles:	5.1 %

Demographics (2011)

Unemployment rate (June 2011)	11.5 %
County Rank* in California (58 counties):	21st
Working age (16-64) population:	68.3 %
Population with B.A. Degree or higher:	39.0 %
Median Home Selling Price:	$430,000
Median Household Income:	$64,699

Quality of Life

Violent Crime rate (2009):	452 per 100,000 persons
County Rank* in California (58 counties):	40th
Average Commute Time to work (2011):	26.7 minutes
High School drop out rate (2009):	18.4 %
Households at/below poverty line:	7.6 %

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

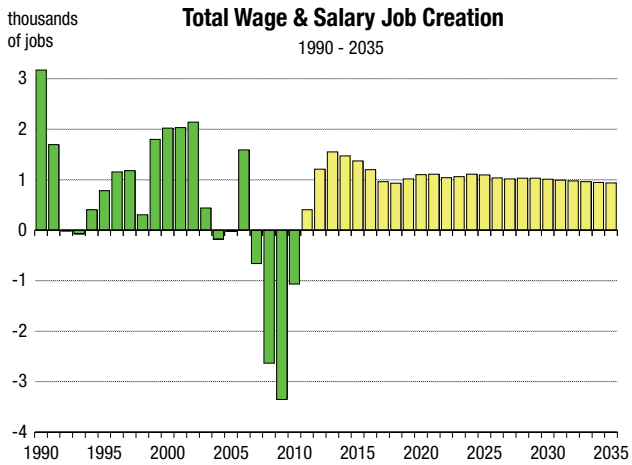
Shasta County Economic Forecast

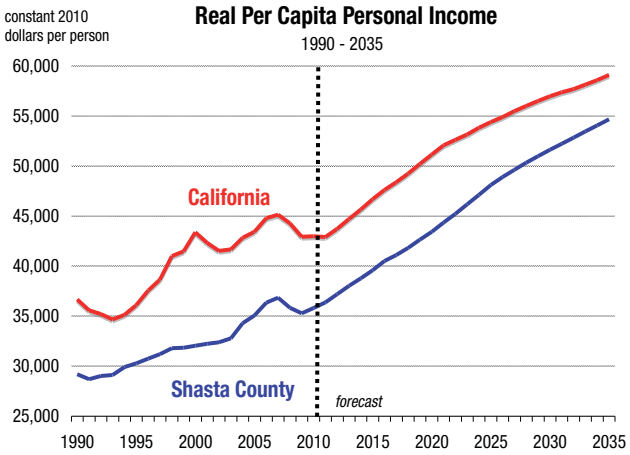
Shasta County is one of the northernmost counties in California. The largest city and the county seat of Shasta is Redding with 89,900 residents. Recreation is the principal economic activity in the county with Shasta Lake and Lassen Peak being the main visitor attractions. Shasta County has a population of 177,366 people and 58,525 wage and salary jobs. The per capita income in Shasta County is $35,802, and the average salary per worker is $43,923.

In 2010, 1,067 total wage and salary jobs were lost in Shasta County, representing a decline in employment of 1.8 percent. The farm sector declined by 42 jobs or 5.7 percent, and accounts for 1.2 percent of total wage and salary jobs. The unemployment rate increased to 16.0 percent in 2010.

The largest employment sectors in the county are retail trade, education and healthcare services, leisure/recreation services, professional services, and government. During 2010 jobs were created in the natural resources, transportation and warehousing, wholesale trade, information, and education and healthcare sectors. The largest employment losses were in the professional services (-383 jobs), construction (-308 jobs), leisure services (-183 jobs), retail trade (-133 jobs), and government (-125 jobs) sectors. Construction employment is now less than half what it was in 2006.

The population in Shasta County grew by 8.6 percent between the 2000 and 2010 census. The fastest growing city in the county was Shasta Lake City, which grew 12.8 percent over the last decade. Net migration in the county was marginally positive last year, with an estimated 13 in-migrants.





Forecast Highlights

- Total wage and salary job growth is forecast to be 0.7 percent in 2011. From 2011 to 2016, total employment growth averages 2.2 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 0.5 percent per year from 2011 to 2016.

- Between 2011 and 2016, the fastest growing labor markets will be retail trade, leisure services, education and healthcare, professional services, and government. These sectors will account for 55 percent of all jobs created in the county during this time. The only sector forecast to lose jobs over this time period is farm employment.

- Annual population growth in the 2011 to 2016 period averages 0.6 percent per year.

- Population growth through net-inmigration is forecast to reach 400 people in 2011. Between 2011 and 2016 net migration is expected to average 742 net migrants per year. Net migration accounts for most of the expected population growth over the forecast.

- Real per capita income is forecast to increase 1.6 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to rise an average of 2.2 percent per year.

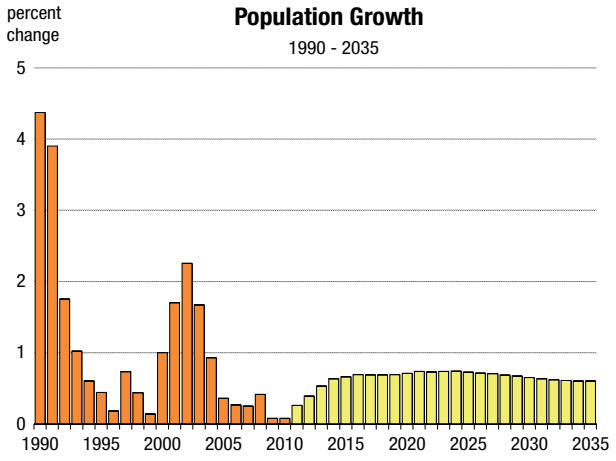
- Total taxable sales, adjusted for inflation, are forecast to increase at a rate of 2.0 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase by an average of 3.8 percent per year.

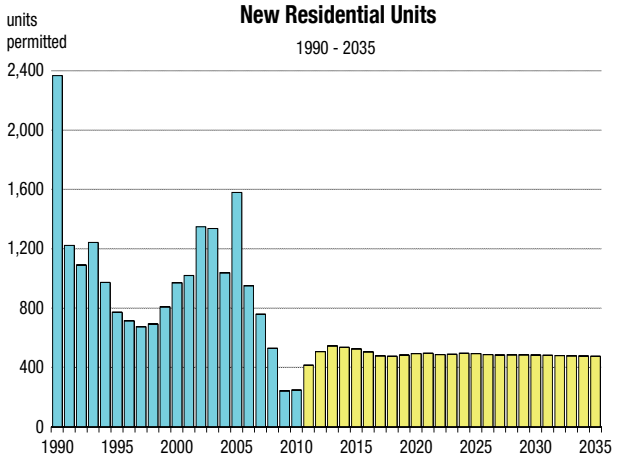
- Industrial production is forecast to increase 4.4 percent in 2011. Growth then accelerates between 2011 and 2016, averaging 5.5 percent per year. Growth is broad based, with all industrial sectors contributing to the sharp rise.

Shasta County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	175,902	289	222.0	69.4	952	$2.64	$5.88	$36,351	3.2	72.1	1109.9	6.6
2007	176,347	230	223.0	70.4	760	$2.84	$6.17	$36,831	3.4	78.4	1027.5	7.5
2008	177,080	585	219.6	71.1	530	$2.64	$6.21	$35,815	3.0	75.6	975.6	10.0
2009	177,223	-45	218.6	71.6	243	$2.31	$6.17	$35,275	0.8	70.1	817.4	14.7
2010	177,366	13	216.7	71.8	248	$2.38	$6.35	$35,802	1.3	70.0	838.8	16.0
2011	177,831	400	217.3	72.3	416	$2.50	$6.68	$36,372	3.3	69.9	876.0	14.9
2012	178,530	578	220.7	72.7	507	$2.66	$7.01	$37,184	2.3	69.6	924.8	13.9
2013	179,480	777	225.1	73.2	546	$2.84	$7.38	$38,041	2.3	69.3	981.3	12.5
2014	180,621	891	229.3	73.7	537	$3.01	$7.75	$38,775	2.4	68.9	1039.4	11.0
2015	181,823	888	233.2	74.2	526	$3.19	$8.13	$39,579	2.1	68.4	1099.5	9.8
2016	183,085	920	236.6	74.7	506	$3.37	$8.55	$40,496	2.1	68.2	1143.9	8.9
2017	184,352	902	239.3	75.2	479	$3.54	$8.92	$41,105	2.1	67.9	1177.7	8.4
2018	185,629	892	241.9	75.6	475	$3.71	$9.32	$41,825	2.0	67.7	1213.2	8.0
2019	186,920	905	244.8	76.1	485	$3.88	$9.75	$42,633	1.9	67.5	1252.0	7.6
2020	188,252	949	248.0	76.5	494	$4.05	$10.18	$43,430	1.7	67.0	1296.0	7.3
2021	189,646	1,012	251.1	77.0	496	$4.22	$10.64	$44,338	1.7	66.4	1348.9	7.3
2022	191,033	991	254.1	77.5	488	$4.42	$11.17	$45,207	2.2	66.4	1388.6	7.3
2023	192,443	1,011	257.1	78.0	490	$4.62	$11.74	$46,178	2.2	66.3	1430.8	7.3
2024	193,871	1,029	260.2	78.4	495	$4.82	$12.33	$47,122	2.1	66.3	1478.6	7.3
2025	195,288	1,028	263.3	78.9	494	$5.05	$12.95	$48,119	2.1	66.2	1526.5	7.2
2026	196,688	1,038	266.2	79.4	487	$5.26	$13.53	$48,897	2.1	66.0	1576.1	7.2
2027	198,079	1,053	269.1	79.8	485	$5.48	$14.11	$49,628	2.1	65.8	1628.0	7.1
2028	199,446	1,069	272.1	80.3	487	$5.70	$14.72	$50,338	2.1	65.7	1682.0	7.0
2029	200,788	1,075	275.0	80.8	486	$5.92	$15.33	$50,993	2.1	65.5	1738.0	6.9
2030	202,098	1,072	277.8	81.2	484	$6.15	$15.96	$51,633	2.1	65.1	1796.3	6.7
2031	203,384	1,073	280.7	81.7	482	$6.39	$16.60	$52,231	2.2	64.6	1857.6	6.6
2032	204,654	1,074	283.4	82.1	481	$6.63	$17.26	$52,834	2.2	64.8	1920.7	6.5
2033	205,910	1,077	286.2	82.6	479	$6.88	$17.95	$53,458	2.1	65.0	1985.9	6.3
2034	207,158	1,082	288.9	83.1	477	$7.13	$18.66	$54,049	2.2	65.1	2053.0	6.2
2035	208,411	1,090	291.5	83.5	476	$7.40	$19.40	$54,665	2.2	64.9	2122.2	6.1
2036	209,669	1,098	294.2	84.0	475	$7.67	$20.15	$55,275	2.1	65.2	2193.6	5.9
2037	210,939	1,108	296.8	84.4	474	$7.95	$20.95	$55,909	2.2	65.3	2267.2	5.8
2038	212,228	1,120	299.3	84.9	472	$8.24	$21.78	$56,570	2.1	64.7	2343.0	5.6
2039	213,535	1,133	301.9	85.3	471	$8.54	$22.63	$57,230	2.1	64.9	2421.2	5.5
2040	214,863	1,144	304.4	85.8	471	$8.84	$23.52	$57,907	2.1	64.9	2504.4	5.4

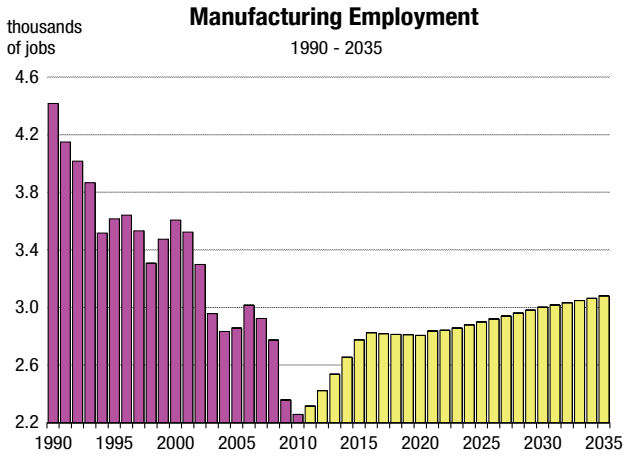


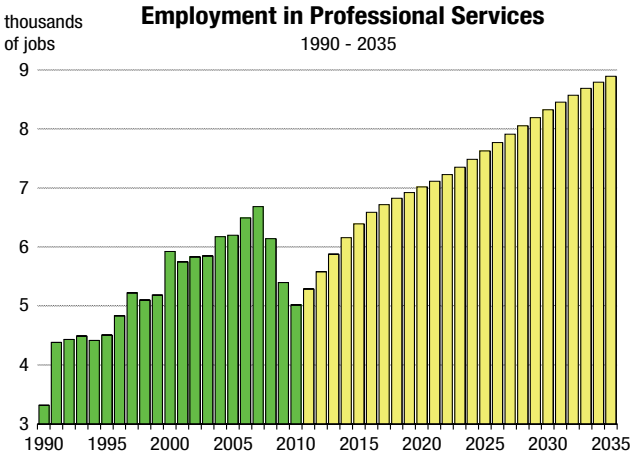


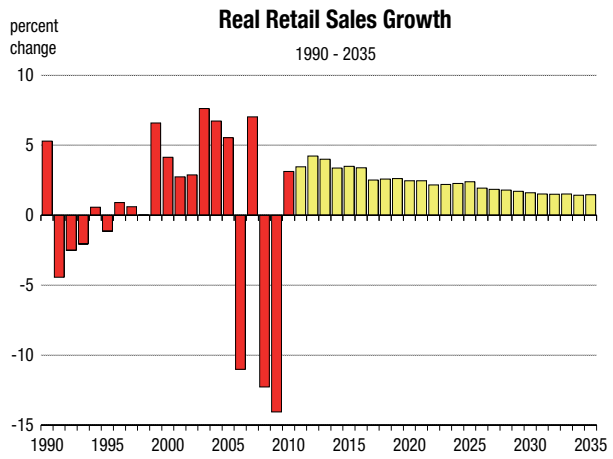
Shasta County Employment Forecast

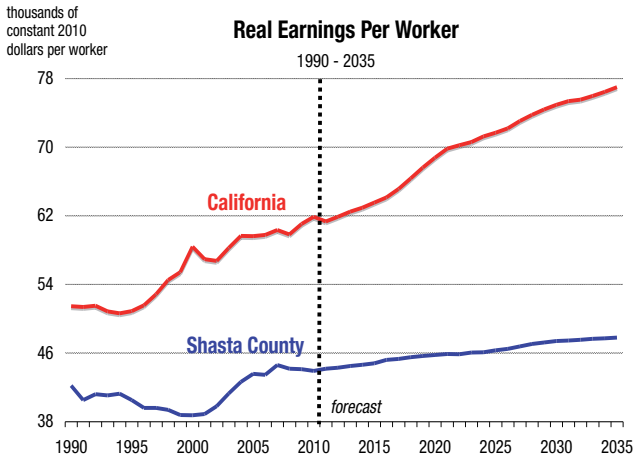
2006-2010 History, 2011-2040 Forecast

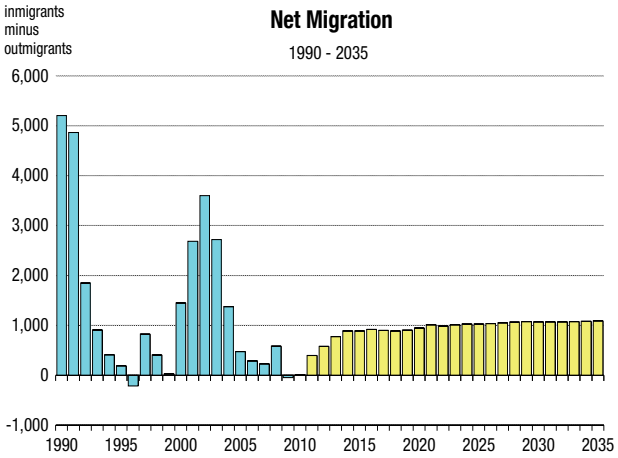
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	66.2	0.74	5.1	3.0	2.4	11.8	3.2	6.5	1.0	9.8	6.7	13.0
2007	65.6	0.78	4.5	2.9	2.3	11.7	2.9	6.7	0.9	10.0	6.9	12.9
2008	62.9	0.73	3.5	2.8	1.9	11.1	2.7	6.1	0.8	10.3	6.9	13.4
2009	59.6	0.73	2.6	2.4	1.7	10.4	2.6	5.4	0.7	10.5	6.3	13.7
2010	58.5	0.69	2.3	2.3	1.7	10.3	2.5	5.0	0.7	10.8	6.1	13.6
2011	58.9	0.69	2.2	2.3	1.7	10.5	2.5	5.3	0.7	10.9	6.2	13.2
2012	60.1	0.69	2.4	2.4	1.8	10.7	2.5	5.6	0.8	11.0	6.3	13.1
2013	61.7	0.69	2.5	2.5	1.9	11.0	2.6	5.9	0.8	11.2	6.4	13.2
2014	63.2	0.69	2.5	2.7	2.0	11.2	2.7	6.2	0.9	11.3	6.5	13.4
2015	64.5	0.68	2.6	2.8	2.1	11.5	2.7	6.4	0.9	11.4	6.6	13.6
2016	65.7	0.68	2.6	2.8	2.2	11.7	2.8	6.6	1.0	11.5	6.7	13.8
2017	66.7	0.68	2.7	2.8	2.3	11.9	2.9	6.7	1.0	11.6	6.8	13.9
2018	67.6	0.68	2.7	2.8	2.4	12.0	2.9	6.8	1.0	11.8	6.9	14.1
2019	68.7	0.68	2.8	2.8	2.5	12.2	3.0	6.9	1.1	11.9	7.0	14.3
2020	69.8	0.68	2.9	2.8	2.6	12.3	3.1	7.0	1.1	12.1	7.1	14.5
2021	70.9	0.68	3.0	2.8	2.7	12.5	3.2	7.1	1.1	12.3	7.2	14.8
2022	71.9	0.68	3.1	2.8	2.8	12.7	3.2	7.2	1.2	12.4	7.2	15.0
2023	73.0	0.68	3.1	2.9	2.9	12.9	3.3	7.4	1.2	12.6	7.3	15.2
2024	74.1	0.68	3.2	2.9	2.9	13.1	3.4	7.5	1.3	12.8	7.3	15.4
2025	75.2	0.68	3.2	2.9	3.0	13.3	3.4	7.6	1.3	13.1	7.4	15.6
2026	76.2	0.68	3.3	2.9	3.1	13.4	3.5	7.8	1.3	13.3	7.4	15.8
2027	77.2	0.67	3.3	2.9	3.1	13.6	3.5	7.9	1.4	13.5	7.5	16.0
2028	78.3	0.67	3.4	3.0	3.2	13.8	3.6	8.1	1.4	13.7	7.5	16.2
2029	79.3	0.67	3.4	3.0	3.2	14.0	3.7	8.2	1.4	13.9	7.6	16.4
2030	80.3	0.67	3.4	3.0	3.3	14.2	3.7	8.3	1.5	14.1	7.6	16.6
2031	81.3	0.67	3.5	3.0	3.3	14.3	3.8	8.5	1.5	14.2	7.7	16.8
2032	82.3	0.67	3.5	3.0	3.4	14.5	3.9	8.6	1.6	14.4	7.8	17.0
2033	83.3	0.67	3.5	3.0	3.4	14.7	4.0	8.7	1.6	14.6	7.8	17.2
2034	84.2	0.67	3.6	3.1	3.5	14.9	4.1	8.8	1.6	14.7	7.9	17.4
2035	85.2	0.67	3.6	3.1	3.5	15.1	4.1	8.9	1.7	14.8	7.9	17.6
2036	86.1	0.67	3.6	3.1	3.6	15.2	4.2	9.0	1.7	14.9	8.0	17.8
2037	87.0	0.67	3.6	3.1	3.6	15.4	4.3	9.1	1.7	15.0	8.0	18.0
2038	87.9	0.67	3.7	3.1	3.7	15.6	4.4	9.2	1.8	15.1	8.1	18.2
2039	88.8	0.67	3.7	3.1	3.7	15.8	4.5	9.3	1.8	15.1	8.2	18.4
2040	89.7	0.67	3.7	3.2	3.8	16.0	4.6	9.4	1.8	15.2	8.2	18.6

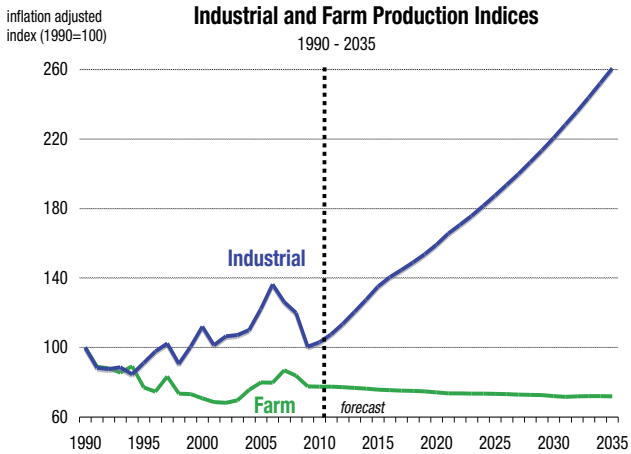












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.9%
Expected job growth:	11.6%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	14.6%
Expected population growth:	3.4%
Net migration to account for:	96.5%
Expected growth in number of vehicles:	3.7%

Demographics (2011)

Unemployment rate (June 2011)	15.0%
County Rank* in California (58 counties):	37th
Working age (16-64) population:	63.7%
Population with B.A. Degree or higher:	19.8%
Median Home Selling Price:	$171,000
Median Household Income:	$41,565

Quality of Life

Violent Crime rate (2009):	699 per 100,000 persons
County Rank* in California (58 counties):	54th
Average Commute Time to work (2011):	19.9 minutes
High School drop out rate (2009):	17.4%
Households at/below poverty line:	11.3%

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

Sierra County Economic Forecast

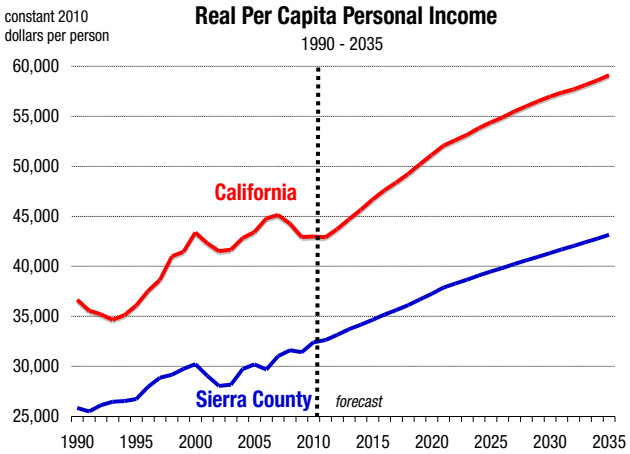
Sierra County is located on the California-Nevada state border. The county is the second smallest in the state in terms of population. There is only one controlled traffic signal in Sierra County. The county has a population of 3,221 people and 698 wage and salary jobs. The per capita income in Sierra County is $32,396, and the average salary per worker is $38,522.

In 2010, total wage and salary employment in Sierra County fell by 9 jobs, representing a decline of 1.3 percent. The unemployment rate increased to 15.8 percent in 2010.

The goods producing sector gained 7 jobs last year, bringing total jobs in that sector to 33. The public sector, which represents 63 percent of total employment in the county, added 3 jobs in 2010. The services sector lost 18 jobs, a decline of 8.2 percent. Services account for 29 percent of total employment in the county.

Between the 2000 and 2010 census the population of Sierra County fell by 8.9 percent, the largest decline of any county in California. The only incorporated city in the county is Loyalton, which declined in population by 10.8 percent over the last decade. The city has a total of 769 residents, representing 24 percent of the county total.

Employment and population growth rebound slightly over the next few years, but are near zero over the long term forecast.



Forecast Highlights

- Total wage and salary employment is forecast to rise 1.0 percent in 2011. From 2011 to 2016 job growth is expected to average 1.2 percent per year.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to increase an average of 0.2 percent per year during the 2011 to 2016 period.

- Between 2011 and 2016, the goods producing sector is forecast to create most of the new jobs. That sector will create an estimated 49 jobs during this time. The public sector is forecast to lose 4 jobs while the services sector declines by 3 over the same time period.

- The population decline is expected to continue into 2011, but reverse by 2012. Population is expected to grow annually by an average of 0.2 percent in the 2011 to 2016 period.

- Migration is forecast at 17 migrants entering the county during 2011. Between 2011 and 2016 net migration will average approximately 20 net migrants per year.

- Real per capita income is forecast to rise 0.7 percent in 2011. Between 2011 and 2016, the growth in real per capita income will average approximately 1.6 percent per year.

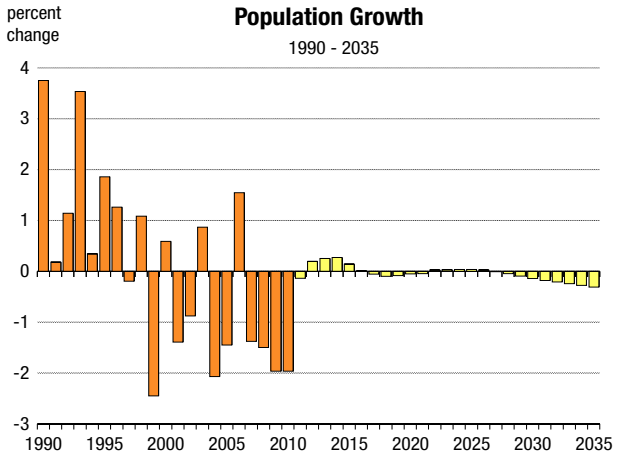
- Total taxable sales adjusted for inflation are forecast to rise 1.4 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase at an average rate of 3.0 percent per year.

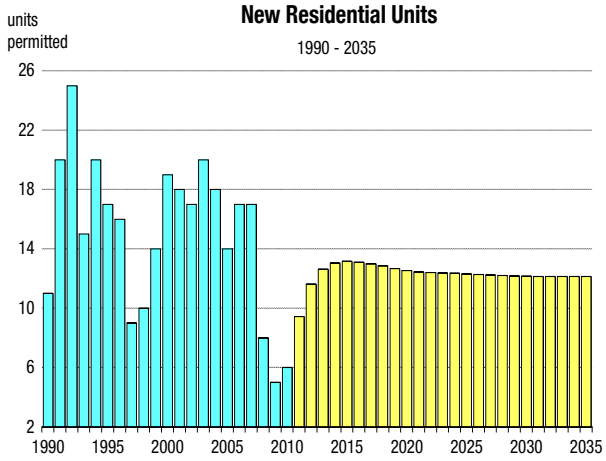
- Between 2011 and 2016 the growth rate of industrial production averages 24 percent per year, as goods producing employment recovers after dramatic declines.

Sierra County Economic Forecast

2006-2010 History, 2011-2040 Forecast

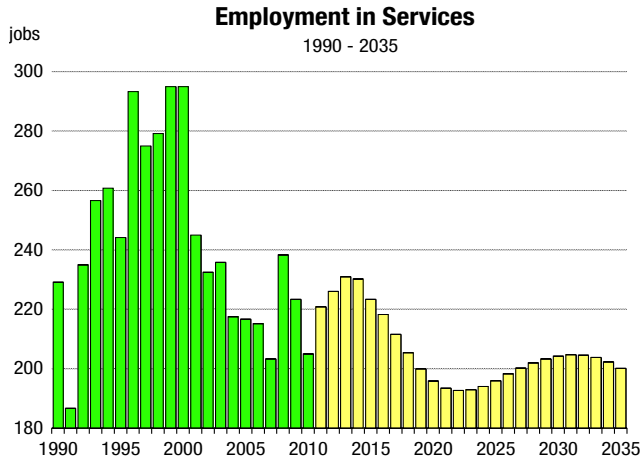
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (millions)	Personal Income (millions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	3,449	53	5.5	1.6	17	$25.98	$94.07	$29,674	3.2	7.0	22.1	7.6
2007	3,402	-30	5.4	1.6	17	$23.95	$100.30	$31,014	3.4	6.9	21.7	7.9
2008	3,351	-35	5.4	1.6	8	$20.88	$103.72	$31,626	3.0	6.1	10.9	10.6
2009	3,285	-34	5.4	1.6	5	$16.22	$101.83	$31,405	0.8	5.2	6.0	15.3
2010	3,221	-36	5.4	1.6	6	$16.12	$104.35	$32,396	1.3	5.2	7.7	15.8
2011	3,217	17	5.5	1.6	9	$16.88	$108.43	$32,639	3.3	5.5	6.9	14.6
2012	3,223	23	5.5	1.6	12	$17.85	$112.99	$33,191	2.3	5.7	10.1	13.8
2013	3,231	25	5.5	1.6	13	$18.92	$118.00	$33,794	2.3	5.9	13.3	12.8
2014	3,240	23	5.6	1.6	13	$19.93	$122.88	$34,263	2.4	5.9	16.2	11.6
2015	3,245	19	5.6	1.6	13	$20.87	$127.48	$34,759	2.1	6.0	18.6	10.6
2016	3,245	14	5.6	1.6	13	$21.83	$132.12	$35,294	2.1	6.0	20.3	9.9
2017	3,243	12	5.6	1.6	13	$22.76	$136.49	$35,746	2.1	6.0	20.5	9.6
2018	3,240	8	5.7	1.6	13	$23.70	$140.96	$36,231	2.0	6.0	20.7	9.3
2019	3,238	6	5.7	1.6	13	$24.72	$145.80	$36,810	1.9	6.1	20.8	9.0
2020	3,236	6	5.7	1.6	13	$25.75	$150.55	$37,378	1.7	6.1	20.6	8.8
2021	3,235	6	5.7	1.6	12	$26.83	$155.57	$37,996	1.7	6.1	21.8	8.7
2022	3,236	9	5.7	1.6	12	$27.91	$160.66	$38,387	2.2	6.1	22.9	8.7
2023	3,237	9	5.8	1.6	12	$29.00	$165.91	$38,792	2.2	6.1	24.0	8.7
2024	3,238	9	5.8	1.6	12	$30.10	$171.31	$39,212	2.1	6.1	25.4	8.7
2025	3,239	10	5.8	1.6	12	$31.21	$176.74	$39,605	2.1	6.1	26.7	8.7
2026	3,240	10	5.8	1.6	12	$32.32	$182.18	$39,975	2.1	6.1	28.1	8.7
2027	3,240	10	5.8	1.6	12	$33.46	$187.74	$40,360	2.1	6.1	29.6	8.7
2028	3,239	10	5.8	1.6	12	$34.62	$193.35	$40,723	2.1	6.1	31.2	8.7
2029	3,236	9	5.8	1.6	12	$35.81	$199.02	$41,086	2.1	6.1	32.8	8.7
2030	3,231	9	5.8	1.7	12	$37.03	$204.81	$41,449	2.1	6.1	34.6	8.7
2031	3,226	9	5.8	1.7	12	$38.30	$210.69	$41,811	2.2	6.1	35.8	8.7
2032	3,219	9	5.8	1.7	12	$39.60	$216.67	$42,165	2.2	6.1	37.1	8.7
2033	3,211	8	5.8	1.7	12	$40.93	$222.66	$42,519	2.1	6.1	38.4	8.7
2034	3,202	8	5.8	1.7	12	$42.31	$228.82	$42,874	2.2	6.1	39.8	8.7
2035	3,193	8	5.8	1.7	12	$43.75	$235.13	$43,259	2.2	6.1	41.2	8.7
2036	3,182	7	5.8	1.7	12	$45.26	$241.63	$43,671	2.1	6.1	42.7	8.7
2037	3,171	7	5.8	1.7	12	$46.84	$248.38	$44,098	2.2	6.1	44.3	8.7
2038	3,158	7	5.8	1.7	12	$48.49	$255.29	$44,556	2.1	6.1	45.8	8.7
2039	3,146	7	5.8	1.7	12	$50.22	$262.41	$45,043	2.1	6.1	47.5	8.7
2040	3,132	7	5.8	1.7	12	$52.02	$269.73	$45,561	2.1	6.1	49.2	8.7

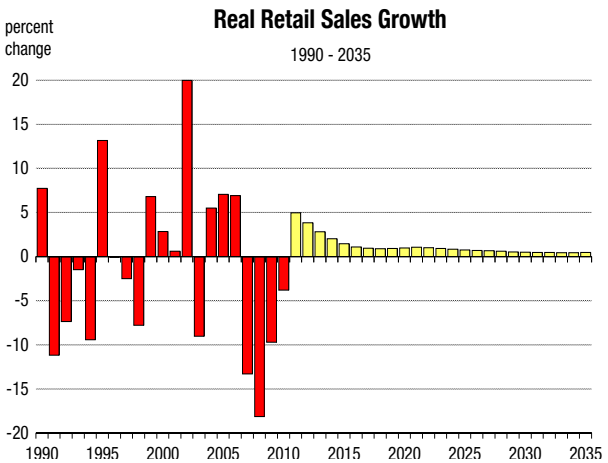


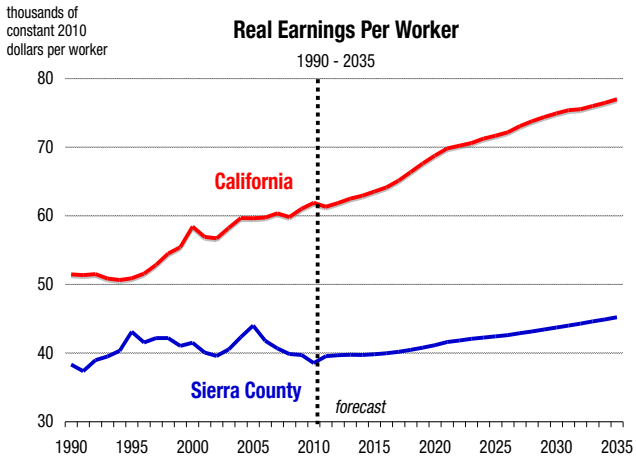


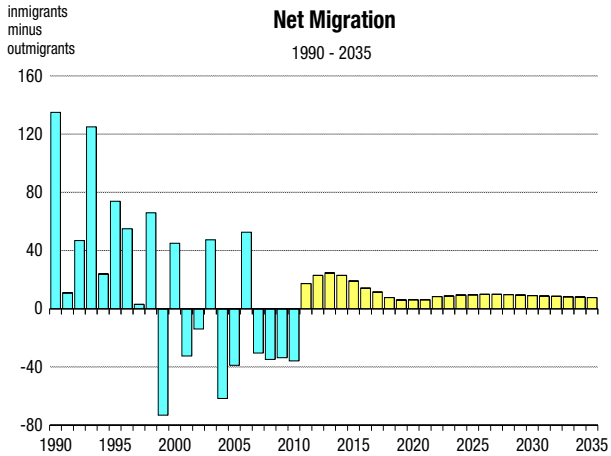
Sierra County Employment Forecast
2006-2010 History, 2011-2040 Forecast

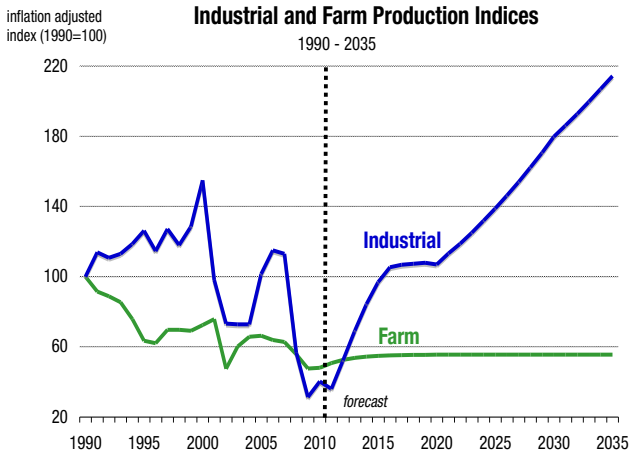
	Total Wage & Salary	Farm	Goods Producing	Services	Government
	employment (number of jobs)				
2006	780	13	127	215	426
2007	794	23	122	203	447
2008	748	22	52	238	436
2009	708	21	26	223	438
2010	698	20	33	205	441
2011	705	22	28	221	434
2012	720	22	41	226	431
2013	735	22	53	231	429
2014	746	22	64	230	429
2015	748	22	73	223	430
2016	748	22	78	218	430
2017	741	21	76	212	432
2018	734	21	75	205	432
2019	729	22	73	200	435
2020	724	22	70	196	436
2021	724	22	72	193	437
2022	725	22	73	193	438
2023	728	22	75	193	439
2024	732	22	77	194	439
2025	737	22	79	196	440
2026	742	22	81	198	441
2027	746	22	82	200	441
2028	750	22	84	202	441
2029	753	22	86	203	441
2030	755	22	88	204	441
2031	756	22	89	205	442
2032	758	22	89	205	442
2033	758	22	89	204	443
2034	758	22	90	202	444
2035	757	22	90	200	445
2036	756	22	91	198	445
2037	755	22	91	196	446
2038	753	22	92	193	447
2039	752	22	92	191	447
2040	750	22	93	189	446











County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	11.8%
Expected job growth:	6.1%
Fastest growing jobs sector:	Goods Producing
Expected personal income growth:	9.1%
Expected population growth:	0.9%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	3.0%

Demographics (2011)

Unemployment rate (June 2011)	15.4%
County Rank* in California (58 counties):	41st
Working age (16-64) population:	65.8%
Population with B.A. Degree or higher:	21.0%
Median Home Selling Price:	$125,000
Median Household Income:	$44,776

Quality of Life

Violent Crime rate (2009):	387 per 100,000 persons
County Rank* in California (58 counties):	27th
Average Commute Time to work (2009):	31.5 minutes
High School drop out rate (2008):	9.6%
Households at/below poverty line:	2.3%

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

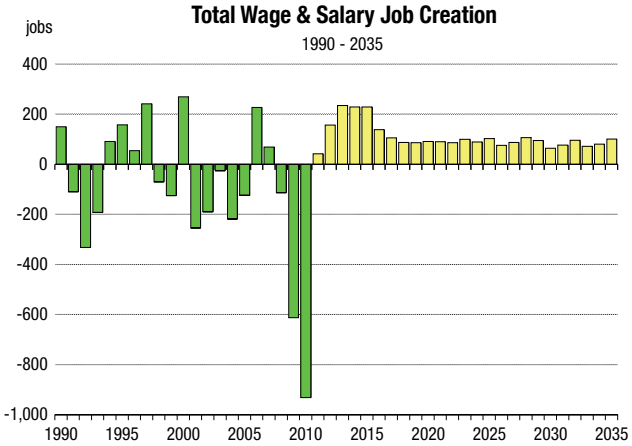
Siskiyou County Economic Forecast

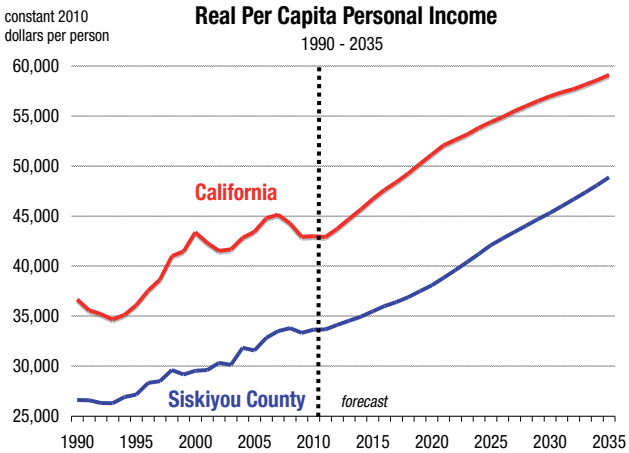
Siskiyou County is one of the three northernmost counties in California, sharing its border with the state of Oregon. The county is the fifth largest in terms of land size in the state. Mt Shasta in the center of the county is a principal winter sports center for residents and visitors. The Sacramento and McCloud Rivers are principal trout fishing destinations in California.

Siskiyou County has a population of 44,925 people and 12,263 wage and salary jobs. The per capita income is $33,641, and the average salary per worker is $41,058. In 2010, total wage and salary jobs fell by nearly 1,000 jobs or 7.1 percent. The farm sector accounts for 5 percent of total employment in the county, and fell 7.1 percent in 2010. The unemployment rate increased to 17.6 percent in 2010.

Sectors creating jobs in 2010 included manufacturing, wholesale trade, leisure services, financial activities, and professional services. The sectors that lost the most jobs during 2010 were government (-580 jobs), transportation and warehousing (-170 jobs), retail trade (-150 jobs), and education and healthcare (-100 jobs). The government sector is the largest sector in the county, accounting for 29 percent of total employment.

The population in Siskiyou County rose by just 1.4 percent between the 2000 and 2010 census. Over the past decade, 6 of the 9 incorporated cities lost population. Dorris, Fort Jones City, and Yreka were the exceptions growing by between 6 and 27 percent. Net migration in the county was positive last year, with an estimated total of 227 migrants entering the county.





Forecast Highlights

- Total wage and salary job growth is forecast to increase to 0.3 percent in 2011. From 2011 to 2016, total employment growth averages 1.6 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 0.2 percent per year over the 2011 to 2016 period.

- Between 2011 and 2016, the momentum for employment growth is in leisure and recreation services, education and healthcare, professional services, and government. These sectors account for 66 percent of all job growth in the county during this time.

- The population in the county will continue to grow, but at a slower rate than the state average. Annual growth in the 2011 to 2016 period averages 0.4 percent per year.

- Net migration will remain at approximately the current level over the next several years with an estimated 210 people entering the county in 2011. Between 2011 and 2016 net migration is expected to average 229 net migrants per year. Net migration accounts for all population growth, as natural increase is negative.

- Real per capita income is forecast to increase 0.1 percent in 2011. From 2011 to 2016 real per capita incomes are expected to increase an average of 1.3 percent per year.

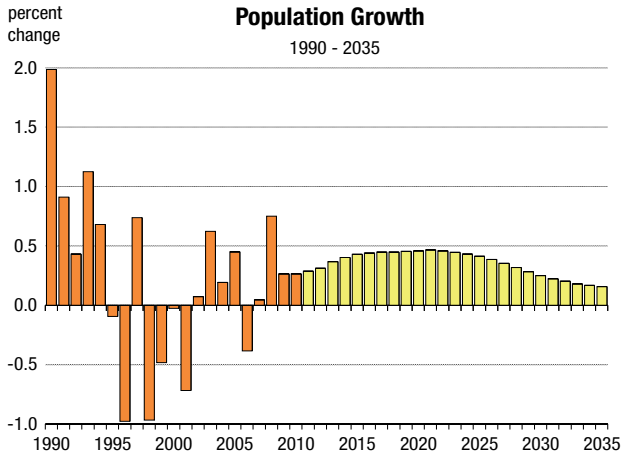
- Total taxable sales, adjusted for inflation, are forecast to rise at a rate of 3.1 percent in 2011. Between 2011 and 2016 real taxable sales are forecast to increase by an average of 1.7 percent per year.

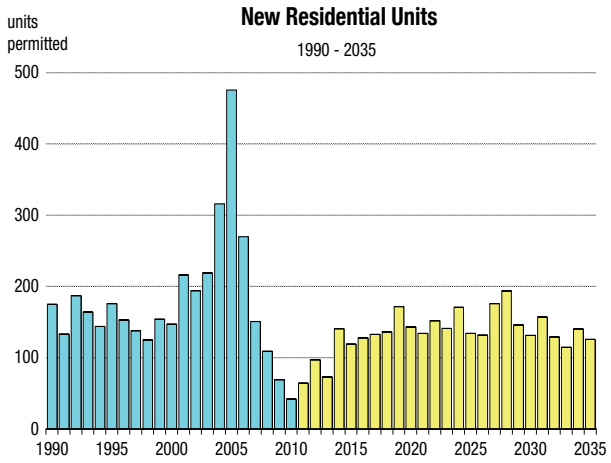
- Industrial production is forecast to increase 5.7 percent in 2011. Between 2011 and 2016 the growth rate of industrial production will average 3.7 percent per year. Total crop production, adjusted for inflation, is expected to decline an average of 1.0 percent per year over the same time period. The principle crop in the county is strawberries.

Siskiyou County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	44,334	-86	66.0	19.7	270	$0.51	$1.34	$32,820	3.2	177.7	285.2	8.0
2007	44,355	-6	66.4	20.1	151	$0.52	$1.41	$33,499	3.4	178.2	284.4	8.5
2008	44,688	424	66.0	20.3	109	$0.51	$1.48	$33,805	3.0	242.8	282.5	10.2
2009	44,806	208	66.3	20.4	69	$0.42	$1.47	$33,327	0.8	207.2	235.2	14.6
2010	44,925	227	66.1	20.5	42	$0.45	$1.51	$33,641	1.3	195.7	223.1	17.6
2011	45,054	210	66.2	20.6	64	$0.48	$1.57	$33,678	3.3	197.0	235.8	16.9
2012	45,195	216	66.5	20.6	97	$0.50	$1.63	$34,108	2.3	197.3	253.4	16.0
2013	45,362	229	67.0	20.7	73	$0.52	$1.69	$34,527	2.3	195.9	266.0	14.6
2014	45,545	238	67.7	20.7	141	$0.54	$1.76	$34,935	2.4	193.2	272.3	13.0
2015	45,741	242	68.7	20.8	119	$0.56	$1.83	$35,469	2.1	190.4	276.7	11.7
2016	45,943	241	70.0	20.9	128	$0.58	$1.91	$36,002	2.1	187.2	282.3	10.6
2017	46,149	239	71.2	21.0	133	$0.60	$1.98	$36,403	2.1	183.2	288.4	9.9
2018	46,356	238	72.5	21.1	136	$0.62	$2.05	$36,893	2.0	178.9	294.1	9.2
2019	46,566	239	73.8	21.2	172	$0.64	$2.14	$37,478	1.9	174.7	299.5	8.6
2020	46,780	241	75.3	21.4	143	$0.66	$2.22	$38,073	1.7	171.2	304.4	8.2
2021	46,998	245	76.7	21.5	134	$0.68	$2.31	$38,812	1.7	168.0	314.0	8.0
2022	47,214	245	78.3	21.6	152	$0.71	$2.42	$39,595	2.2	164.3	321.4	7.9
2023	47,425	246	80.0	21.7	141	$0.73	$2.53	$40,409	2.2	160.7	329.1	7.9
2024	47,630	247	81.8	21.8	171	$0.75	$2.65	$41,226	2.1	157.4	337.9	8.0
2025	47,827	247	83.6	21.9	134	$0.78	$2.77	$42,079	2.1	154.2	346.6	8.0
2026	48,012	245	85.3	22.1	132	$0.80	$2.89	$42,761	2.1	151.0	356.4	8.1
2027	48,182	245	86.9	22.2	176	$0.83	$3.00	$43,398	2.1	148.0	366.8	8.3
2028	48,336	246	88.4	22.3	194	$0.85	$3.12	$44,045	2.1	144.9	377.4	8.5
2029	48,473	244	89.9	22.4	146	$0.87	$3.24	$44,694	2.1	142.0	388.4	8.6
2030	48,594	241	91.3	22.6	131	$0.89	$3.37	$45,322	2.1	139.0	399.9	8.8
2031	48,703	239	92.7	22.7	157	$0.91	$3.50	$45,981	2.2	136.1	412.0	9.0
2032	48,801	238	94.2	22.8	129	$0.94	$3.64	$46,674	2.2	133.3	424.4	9.2
2033	48,890	235	95.6	22.9	115	$0.96	$3.78	$47,379	2.1	130.5	437.3	9.3
2034	48,972	234	97.1	23.0	140	$0.99	$3.93	$48,094	2.2	127.8	450.5	9.4
2035	49,050	233	98.6	23.1	126	$1.01	$4.08	$48,868	2.2	125.2	464.1	9.5
2036	49,124	231	100.2	23.2	111	$1.04	$4.24	$49,652	2.1	122.6	478.2	9.6
2037	49,196	229	101.7	23.3	117	$1.07	$4.41	$50,452	2.2	120.1	492.7	9.6
2038	49,270	228	103.4	23.4	143	$1.10	$4.59	$51,299	2.1	117.7	507.7	9.7
2039	49,347	228	105.1	23.5	122	$1.13	$4.77	$52,187	2.1	115.3	523.1	9.7
2040	49,430	226	106.9	23.6	114	$1.16	$4.96	$53,091	2.1	113.0	539.0	9.6

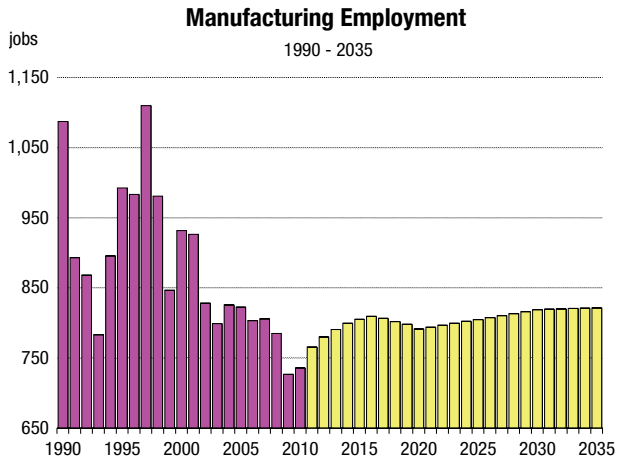


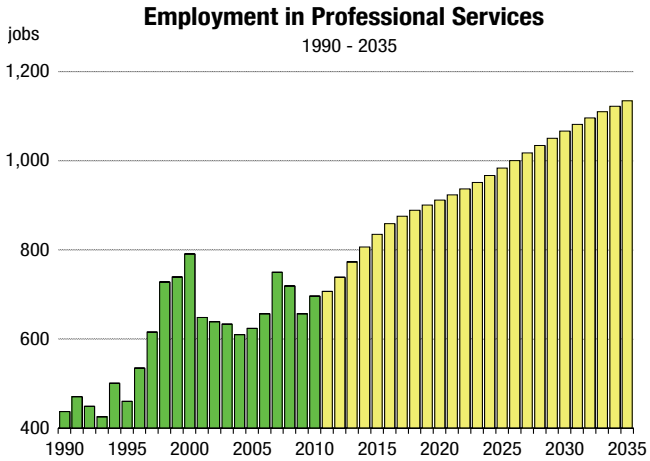


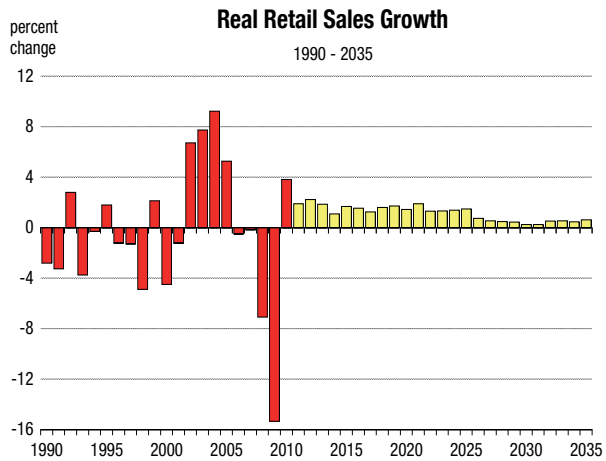
Siskiyou County Employment Forecast

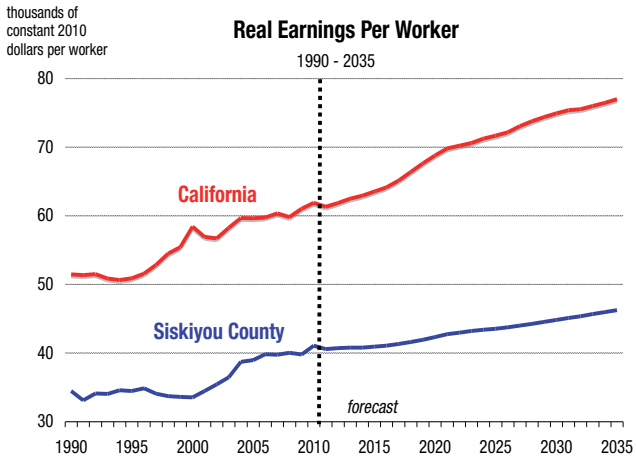
2006-2010 History, 2011-2040 Forecast

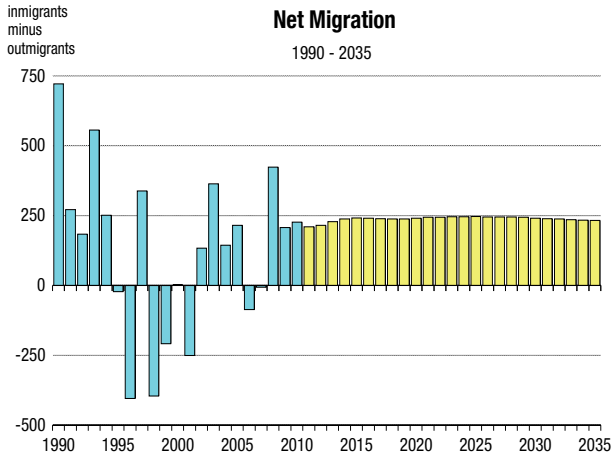
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	13.9	0.68	0.58	0.80	0.55	1.93	0.48	0.66	0.24	1.65	1.93	3.91
2007	13.9	0.66	0.57	0.81	0.55	1.95	0.45	0.75	0.22	1.69	1.80	4.05
2008	13.8	0.62	0.52	0.79	0.52	1.97	0.39	0.72	0.22	1.76	1.75	4.14
2009	13.2	0.73	0.36	0.73	0.37	1.93	0.37	0.66	0.20	1.78	1.60	4.09
2010	12.3	0.68	0.34	0.74	0.20	1.80	0.38	0.70	0.19	1.68	1.65	3.50
2011	12.3	0.72	0.34	0.77	0.20	1.80	0.39	0.71	0.19	1.71	1.67	3.40
2012	12.5	0.73	0.34	0.78	0.21	1.82	0.41	0.74	0.19	1.73	1.69	3.39
2013	12.7	0.73	0.35	0.79	0.21	1.83	0.43	0.77	0.19	1.75	1.71	3.45
2014	12.9	0.73	0.35	0.80	0.21	1.85	0.45	0.81	0.19	1.77	1.73	3.55
2015	13.2	0.73	0.38	0.81	0.21	1.87	0.47	0.84	0.20	1.80	1.75	3.63
2016	13.3	0.73	0.38	0.81	0.21	1.88	0.46	0.86	0.20	1.82	1.77	3.69
2017	13.4	0.73	0.39	0.81	0.21	1.89	0.46	0.88	0.20	1.84	1.79	3.73
2018	13.5	0.72	0.39	0.80	0.21	1.90	0.47	0.89	0.20	1.85	1.80	3.77
2019	13.6	0.71	0.40	0.80	0.21	1.91	0.47	0.90	0.20	1.87	1.81	3.81
2020	13.7	0.71	0.41	0.79	0.21	1.92	0.47	0.91	0.20	1.89	1.82	3.85
2021	13.8	0.71	0.40	0.79	0.21	1.93	0.48	0.92	0.20	1.91	1.83	3.89
2022	13.8	0.71	0.40	0.80	0.21	1.93	0.48	0.94	0.20	1.93	1.84	3.93
2023	13.9	0.71	0.41	0.80	0.21	1.94	0.48	0.95	0.20	1.95	1.85	3.96
2024	14.0	0.71	0.40	0.80	0.21	1.95	0.48	0.97	0.20	1.97	1.86	3.99
2025	14.1	0.71	0.42	0.81	0.21	1.96	0.48	0.98	0.20	2.00	1.86	4.02
2026	14.2	0.71	0.40	0.81	0.21	1.97	0.49	1.00	0.20	2.02	1.87	4.05
2027	14.3	0.71	0.40	0.81	0.21	1.97	0.49	1.02	0.21	2.05	1.88	4.07
2028	14.4	0.71	0.42	0.81	0.21	1.98	0.49	1.03	0.21	2.07	1.89	4.10
2029	14.5	0.71	0.43	0.82	0.21	1.99	0.50	1.05	0.21	2.09	1.89	4.12
2030	14.6	0.71	0.41	0.82	0.21	1.99	0.50	1.07	0.21	2.12	1.90	4.14
2031	14.6	0.71	0.40	0.82	0.21	2.00	0.50	1.08	0.21	2.15	1.91	4.16
2032	14.7	0.72	0.41	0.82	0.21	2.01	0.51	1.10	0.21	2.17	1.92	4.18
2033	14.8	0.72	0.40	0.82	0.21	2.01	0.51	1.11	0.21	2.20	1.92	4.21
2034	14.9	0.72	0.39	0.82	0.21	2.02	0.52	1.12	0.21	2.23	1.93	4.23
2035	15.0	0.72	0.41	0.82	0.21	2.03	0.52	1.13	0.21	2.25	1.94	4.26
2036	15.1	0.72	0.40	0.82	0.21	2.03	0.52	1.15	0.21	2.28	1.94	4.29
2037	15.2	0.72	0.39	0.82	0.21	2.04	0.53	1.16	0.21	2.31	1.95	4.33
2038	15.3	0.72	0.39	0.82	0.21	2.05	0.53	1.17	0.21	2.34	1.96	4.36
2039	15.4	0.72	0.41	0.82	0.22	2.05	0.54	1.18	0.22	2.37	1.97	4.40
2040	15.5	0.72	0.40	0.82	0.22	2.06	0.54	1.20	0.22	2.40	1.97	4.44

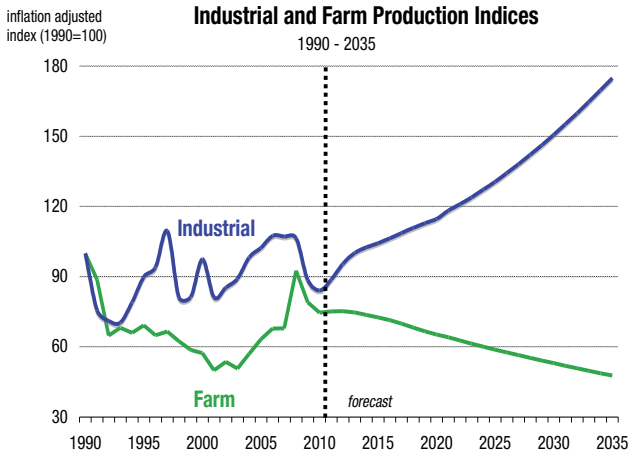












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	8.7%
Expected job growth:	8.0%
Fastest growing jobs sector:	Professional Services
Expected personal income growth:	9.0%
Expected population growth:	2.0%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	5.7%

Demographics (2011)

Unemployment rate (June 2011)	16.6%
County Rank* in California (58 counties):	46th
Working age (16-64) population:	61.7%
Population with B.A. Degree or higher:	21.9%
Median Home Selling Price:	$142,000
Median Household Income:	$35,338

Quality of Life

Violent Crime rate (2009):	398 per 100,000 persons
County Rank* in California (58 counties):	29th
Average Commute Time to work (2011):	19.1 minutes
High School drop out rate (2009):	14.8%
Households at/below poverty line:	10.6%

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

Solano County Economic Forecast

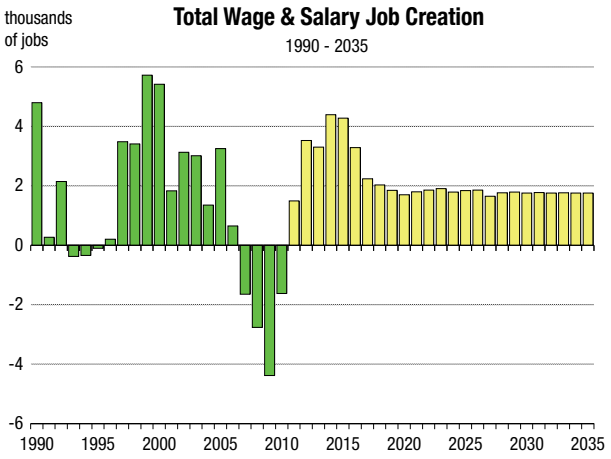
Solano County is located north of the San Francisco Bay, approximately halfway between San Francisco and Sacramento. The per capita income in Solano County is $38,092, and the average salary per worker is $58,502. Although the economy of Solano County was one of the brighter spots in the Bay Area after the dotcom bust, it has not been immune to the 2008-09 recession.

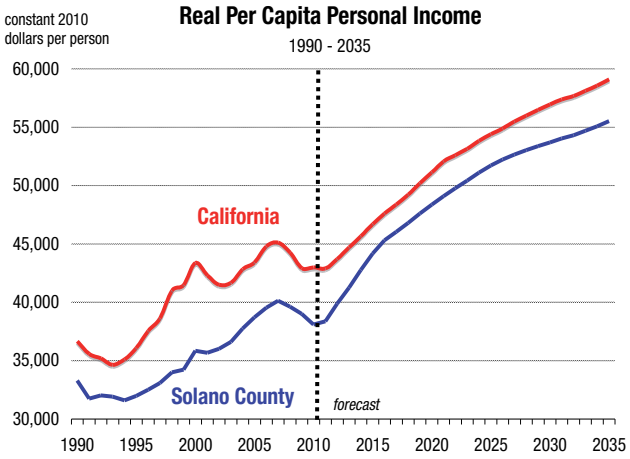
Employment growth in Northern California was negative in 2010, and in the greater Bay Area, jobs declined by 1.4 percent. In 2010, 1,600 wage and salary jobs were lost in Solano County, representing a total employment decline of -1.3 percent. Solano County entered the recession earlier than other counties in the Bay Area, with employment contracting 3.4 percent during 2007 and 2008. This resulted in a more moderate job loss during 2009 and 2010. The unemployment rate increased to 12.0 percent in 2010.

During 2010 jobs were created in the wholesale trade, information, education and healthcare, and professional services sectors. Employment losses were greatest in government (-1,700 jobs), transportation and warehousing (-320 jobs), construction (-300 jobs) and leisure (-290 jobs) sectors.

Population growth remains positive but slow in Solano County, growing by 4.8 percent between the 2000 and 2010 census. The three largest cities in the county, Vallejo, Fairfield and Vacaville, account for 76 percent of the total population. Hamstrung by rising salary costs and declining real estate and retail tax revenues, Vallejo filed for bankruptcy in May 2008, becoming the largest California city to do so. After 3 years of negotiation full resolution has still not been achieved in the case.

Positive employment growth will return in 2011, while annual population growth will remain very slow until 2013.





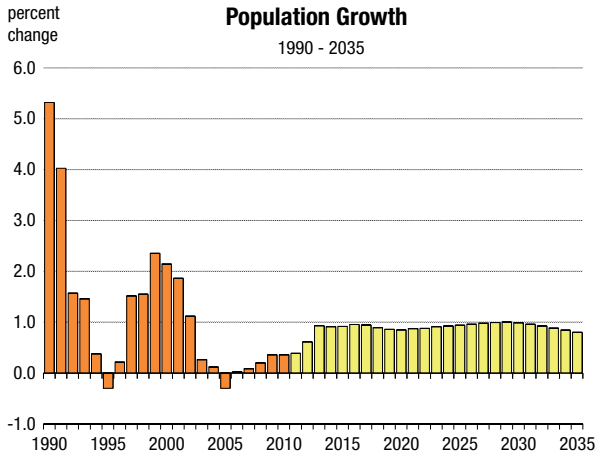
Forecast Highlights

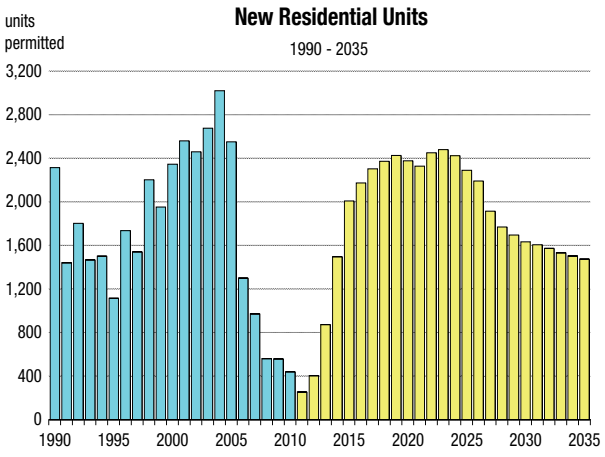
- Job growth is forecast at 1.2 percent in 2011. Between 2011 and 2016, the annual growth rate is forecast to average 2.9 percent per year.
- Salaries per worker adjusted for inflation were approximately equal to the California average, but fell substantially in 2010. Real salaries are forecast to rise an average of 0.9 percent per year between 2011 and 2016, but remain below the California average throughout the forecast.
- Between 2011 and 2016, all sectors experience some net positive job creation, with the exception of farm employment. The fastest growing sectors are expected to be professional services, retail trade, education and healthcare, government, and construction, each of which creates over 2,000 jobs. Employment in financial activities takes over 20 years to return to the levels of 2005-2006.
- Population is expected to grow 0.4 percent in 2011. Annual growth in the 2011 to 2016 period is forecast to average 0.8 percent per year.
- Net migration will remain negative in 2011, but increase over the long run. From 2011 to 2016, an average of 1,000 net migrants enter the county per year.
- Real per capita income is forecast to rise 0.6 percent in 2011. Between 2011 and 2016 real per capita incomes grow an average of 3.2 percent per year.
- Total taxable sales adjusted for inflation are expected to increase by an average of 4.7 percent per year during the 2011 to 2016 period.
- Industrial production is expected to increase 3.2 percent in 2011. Between 2011 and 2016 the growth rate of industrial production is forecast to average 2.5 percent per year.

Solano County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	409,397	-2,935	379.7	143.8	1,300	$6.5	$14.9	$39,534	3.2	254.1	2.62	4.9
2007	409,749	-2,769	375.2	144.9	973	$6.3	$15.6	$40,129	3.4	282.2	2.63	5.3
2008	410,592	-2,156	371.4	146.2	562	$6.0	$15.9	$39,613	3.0	299.1	2.91	6.8
2009	412,085	-1,286	371.5	146.7	559	$5.3	$15.9	$39,012	0.8	255.3	2.99	10.7
2010	413,583	-1,008	370.6	147.1	440	$5.3	$15.8	$38,092	1.3	259.7	2.96	12.0
2011	415,195	-679	369.7	148.0	254	$5.5	$16.4	$38,339	3.3	274.4	3.06	11.2
2012	417,733	291	374.8	148.2	402	$5.8	$17.5	$39,746	2.3	273.0	3.11	10.2
2013	421,543	1,576	382.7	148.6	871	$6.2	$18.7	$41,013	2.3	272.2	3.21	9.2
2014	425,246	1,476	393.6	149.4	1,494	$6.7	$20.0	$42,410	2.4	269.5	3.25	8.0
2015	428,972	1,509	406.0	150.8	2,004	$7.2	$21.2	$43,763	2.1	261.5	3.35	7.1
2016	432,905	1,726	417.4	152.6	2,169	$7.7	$22.4	$44,832	2.1	262.8	3.46	6.5
2017	436,832	1,720	426.7	154.7	2,299	$8.2	$23.4	$45,570	2.1	262.3	3.56	6.1
2018	440,624	1,583	434.5	156.8	2,368	$8.7	$24.5	$46,355	2.0	261.8	3.65	5.8
2019	444,351	1,524	441.2	159.0	2,424	$9.1	$25.7	$47,196	1.9	263.0	3.74	5.6
2020	448,121	1,573	447.0	161.2	2,376	$9.6	$26.7	$47,951	1.7	254.9	3.84	5.4
2021	452,032	1,715	452.5	163.4	2,328	$10.1	$27.8	$48,668	1.7	246.1	3.96	5.4
2022	455,991	1,768	459.1	165.6	2,451	$10.7	$29.1	$49,340	2.2	249.4	4.07	5.3
2023	460,138	1,966	466.1	167.9	2,479	$11.2	$30.4	$49,997	2.2	249.8	4.19	5.3
2024	464,400	2,087	473.0	170.2	2,424	$11.8	$31.8	$50,680	2.1	251.7	4.31	5.3
2025	468,754	2,192	479.6	172.4	2,290	$12.4	$33.1	$51,284	2.1	252.0	4.44	5.3
2026	473,240	2,328	486.1	174.6	2,191	$13.0	$34.5	$51,780	2.1	249.5	4.58	5.3
2027	477,872	2,482	492.0	176.6	1,915	$13.6	$35.8	$52,218	2.1	245.8	4.73	5.3
2028	482,603	2,601	497.8	178.4	1,769	$14.3	$37.2	$52,594	2.1	244.7	4.89	5.3
2029	487,446	2,731	503.6	180.0	1,696	$14.9	$38.6	$52,939	2.1	242.1	5.05	5.3
2030	492,266	2,731	509.3	181.6	1,633	$15.6	$40.1	$53,258	2.1	233.4	5.21	5.3
2031	496,993	2,646	515.0	183.1	1,605	$16.3	$41.6	$53,582	2.2	224.8	5.37	5.3
2032	501,590	2,522	520.7	184.6	1,573	$17.0	$43.1	$53,876	2.2	228.4	5.54	5.3
2033	506,031	2,371	526.4	186.0	1,533	$17.8	$44.8	$54,247	2.1	230.6	5.71	5.3
2034	510,302	2,209	532.1	187.5	1,505	$18.6	$46.5	$54,640	2.2	231.5	5.89	5.3
2035	514,393	2,038	537.7	188.9	1,476	$19.4	$48.2	$55,082	2.2	227.7	6.08	5.3
2036	518,308	1,867	543.5	190.2	1,453	$20.3	$50.1	$55,553	2.1	231.6	6.27	5.3
2037	522,064	1,705	549.2	191.6	1,423	$21.2	$52.0	$56,056	2.2	231.1	6.47	5.3
2038	525,671	1,549	555.0	192.9	1,383	$22.1	$54.0	$56,608	2.1	219.9	6.67	5.3
2039	529,143	1,401	560.9	194.2	1,346	$23.1	$56.1	$57,202	2.1	220.5	6.88	5.3
2040	532,499	1,267	566.9	195.4	1,312	$24.1	$58.2	$57,824	2.1	220.0	7.11	5.3

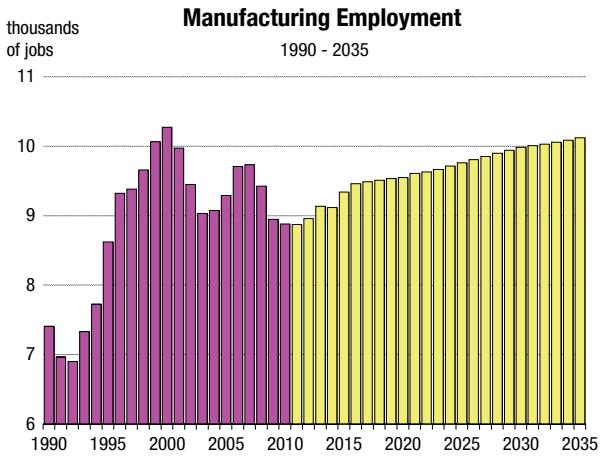


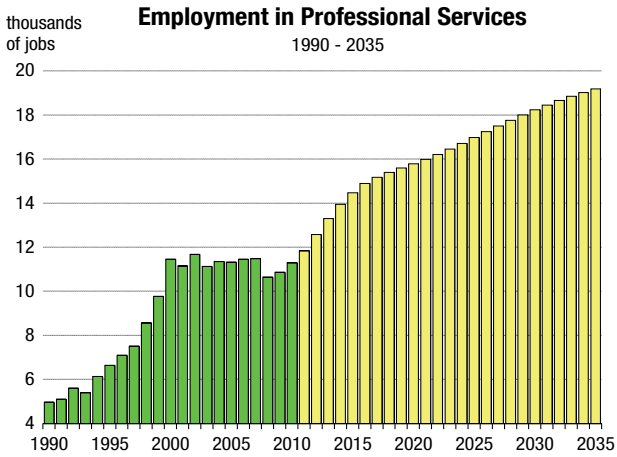


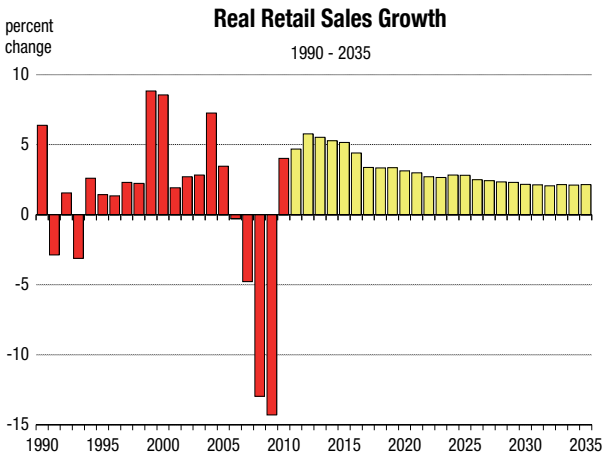
Solano County Employment Forecast

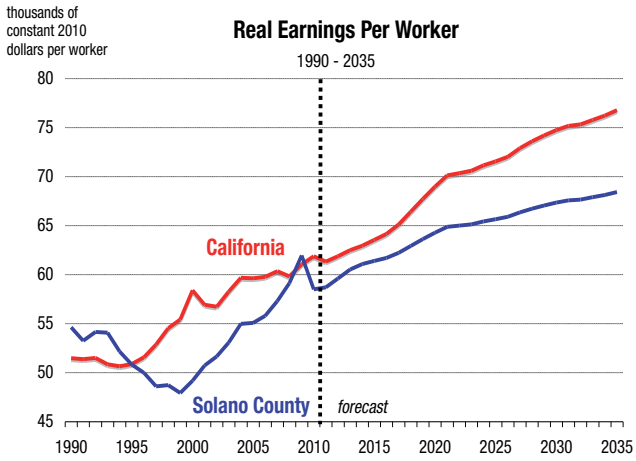
2006-2010 History, 2011-2040 Forecast

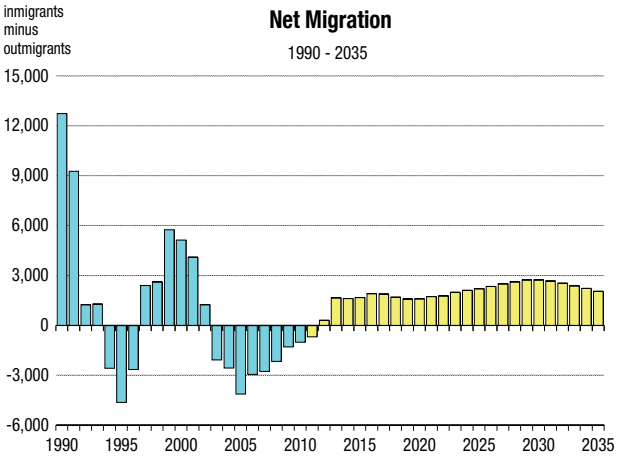
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	130.7	1.73	12.6	9.7	4.7	23.0	6.2	11.5	1.6	16.2	13.0	26.0
2007	129.0	1.55	10.7	9.7	4.7	22.4	5.6	11.5	1.6	17.1	13.3	26.6
2008	126.3	1.60	9.2	9.4	4.8	21.8	5.0	10.6	1.6	17.7	13.4	26.9
2009	121.9	1.56	7.5	9.0	4.9	20.4	4.8	10.9	1.6	18.3	13.2	26.0
2010	120.3	1.28	7.2	8.9	4.5	20.5	4.7	11.3	1.6	18.9	12.9	24.3
2011	121.8	1.29	7.4	8.9	4.8	21.3	4.7	11.8	1.6	19.5	13.2	23.1
2012	125.3	1.30	8.0	9.0	4.9	21.9	4.7	12.6	1.6	20.0	13.5	23.5
2013	128.6	1.29	8.5	9.1	5.0	22.6	4.9	13.3	1.7	20.5	13.8	23.6
2014	133.0	1.29	9.7	9.1	5.1	23.2	5.0	14.0	1.7	21.1	14.2	24.3
2015	137.3	1.28	10.7	9.3	5.2	23.9	5.0	14.5	1.8	21.7	14.6	24.9
2016	140.6	1.28	11.2	9.5	5.3	24.4	5.1	14.9	1.8	22.3	14.9	25.5
2017	142.8	1.28	11.5	9.5	5.3	24.9	5.2	15.2	1.8	22.7	15.2	25.9
2018	144.9	1.28	11.6	9.5	5.3	25.2	5.2	15.4	1.8	23.2	15.5	26.2
2019	146.7	1.28	11.8	9.5	5.3	25.6	5.3	15.6	1.8	23.7	15.7	26.5
2020	148.4	1.27	11.8	9.6	5.4	26.0	5.4	15.8	1.8	24.1	15.9	26.9
2021	150.2	1.25	11.8	9.6	5.4	26.4	5.4	16.0	1.8	24.6	16.1	27.3
2022	152.1	1.26	12.0	9.6	5.4	26.7	5.5	16.2	1.9	25.1	16.3	27.7
2023	154.0	1.26	12.0	9.7	5.4	27.1	5.6	16.5	1.9	25.7	16.4	28.1
2024	155.8	1.26	12.0	9.7	5.5	27.5	5.6	16.7	1.9	26.2	16.6	28.5
2025	157.6	1.26	11.9	9.8	5.5	27.8	5.7	17.0	1.9	26.8	16.7	28.8
2026	159.5	1.26	11.8	9.8	5.6	28.2	5.8	17.2	1.9	27.4	16.9	29.2
2027	161.1	1.25	11.5	9.9	5.6	28.5	5.9	17.5	1.9	28.0	17.0	29.6
2028	162.9	1.25	11.4	9.9	5.7	28.8	6.0	17.8	1.9	28.6	17.2	29.9
2029	164.7	1.25	11.3	9.9	5.7	29.2	6.1	18.0	2.0	29.2	17.4	30.2
2030	166.5	1.23	11.2	10.0	5.8	29.5	6.2	18.2	2.0	29.9	17.5	30.5
2031	168.2	1.22	11.2	10.0	5.8	29.8	6.3	18.5	2.0	30.5	17.7	30.9
2032	170.0	1.22	11.2	10.0	5.8	30.1	6.3	18.7	2.0	31.2	17.8	31.2
2033	171.8	1.23	11.1	10.1	5.8	30.4	6.4	18.8	2.0	31.8	18.0	31.5
2034	173.5	1.23	11.1	10.1	5.9	30.8	6.5	19.0	2.0	32.5	18.2	31.8
2035	175.3	1.22	11.0	10.1	5.9	31.1	6.6	19.2	2.1	33.2	18.3	32.1
2036	177.1	1.23	11.0	10.2	5.9	31.4	6.7	19.3	2.1	33.9	18.5	32.4
2037	178.9	1.23	11.0	10.2	6.0	31.7	6.8	19.5	2.1	34.6	18.7	32.7
2038	180.7	1.21	10.9	10.2	6.0	32.0	6.9	19.7	2.1	35.3	18.8	33.0
2039	182.6	1.21	10.8	10.2	6.1	32.4	7.0	19.8	2.1	36.1	19.0	33.4
2040	184.5	1.21	10.8	10.3	6.1	32.7	7.1	20.0	2.1	36.9	19.2	33.7

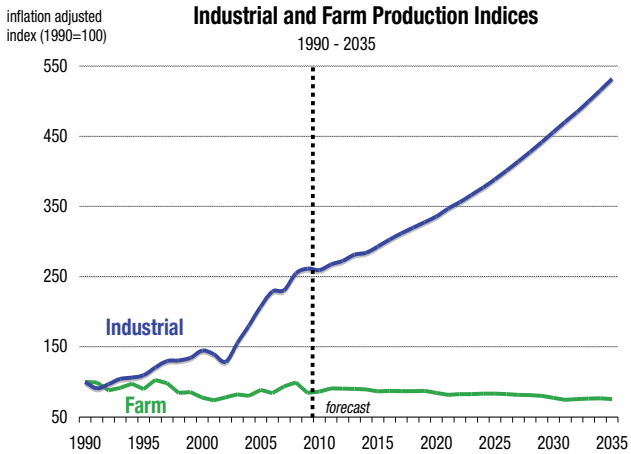












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	28.0 %
Expected job growth:	15.4 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	21.9 %
Expected population growth:	4.3 %
Net migration to account for:	37.1 %
Expected growth in number of vehicles:	12.9 %

Demographics (2011)

Unemployment rate (June 2011):	12.0 %
County Rank* in California (58 counties):	22nd
Working age (16-64) population:	65.9 %
Population with B.A. Degree or higher:	24.0 %
Median Home Selling Price:	$207,000
Median Household Income:	$66,424

Quality of Life

Violent Crime rate (2009):	484 per 100,000 persons
County Rank* in California (58 counties):	41st
Average Commute Time to work (2011):	31.3 minutes
High School drop out rate (2009):	28.1 %
Households at/below poverty line:	8.1 %

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

Sonoma County Economic Forecast

Sonoma County is the northernmost county in the San Francisco Bay Area. Although slightly less famous than its neighbor to the east, Sonoma County produces nearly as many wine grapes as Napa County. The county thrived in the late 1990s when technology was booming, but conditions turned negative during the dotcom bust in 2000. The county had just recovered all of the jobs lost in 2001 and 2002 when the 2008-09 recession began. It is estimated that total employment will not return to the 2000-2001 record levels until 2015.

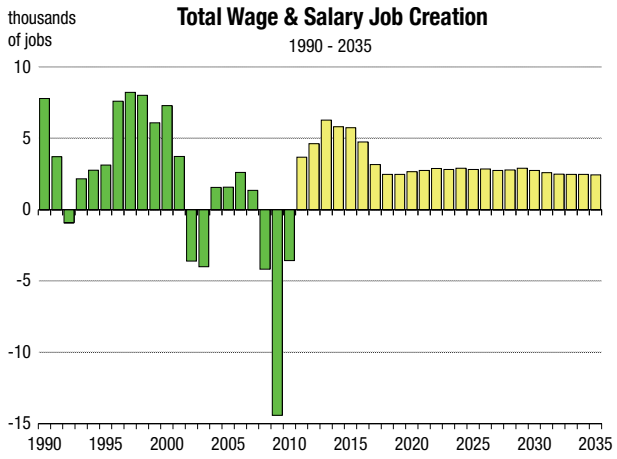
Sonoma County has a population of 485,000 people and more than 174,000 wage and salary jobs. The per capita income in Sonoma County is $45,020, and the average salary per worker is $51,430.

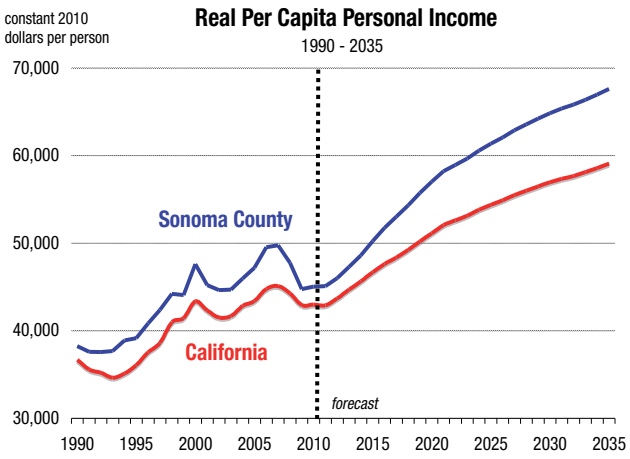
Employment growth in Northern California was negative in 2010, and in the greater Bay Area, total jobs declined by 1.4 percent. In 2010, 3,600 jobs were lost in Sonoma County, representing a growth rate of -2.0 percent. The unemployment rate increased to 10.5 percent in 2010.

The only non-farm sectors recording positive job growth during 2010 were professional services, which increased by an impressive 7.7 percent, and education and healthcare, which was only marginally higher than 2009. The farm sector lost 230 jobs during 2010, a decline of 4.0 percent. The government sector has recorded more job losses than most other counties, with 3 straight years of employment contraction and a decline of 8.6 percent in 2010. The other sectors with large employment declines in 2010 were construction (-900 jobs) and manufacturing (-500 jobs).

Between the 2000 and 2010 census the population of Sonoma County increased by 5.5 percent. The largest city in the county is Santa Rosa, which accounts for 35 percent of the total population, and 80 percent of the growth in the past 10 years.

Annual population growth will slow over the forecast. Employment growth will peak in 2013, but will continue to outpace population growth throughout the forecast.





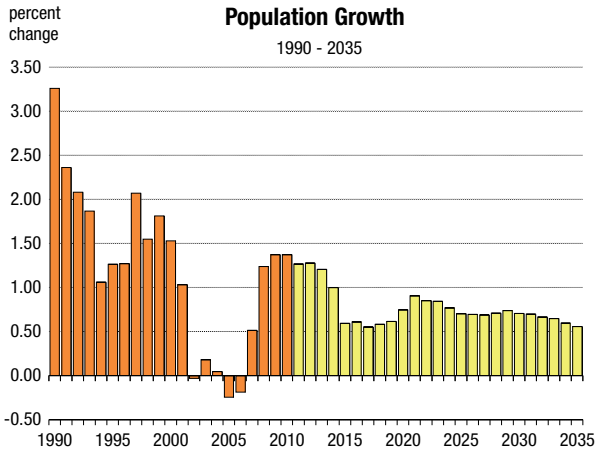
Forecast Highlights

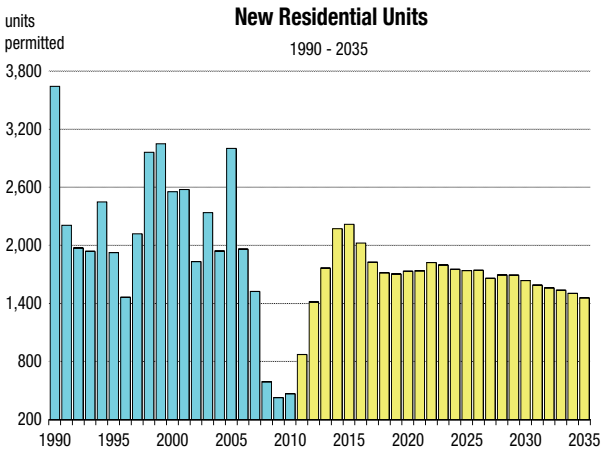
- Employment will expand by 2.1 percent in 2011. Between 2011 and 2016, the annual growth rate is expected to average 2.9 percent per year.
- Average salaries adjusted for inflation are currently below the California average, but increase slightly faster over the next five years. Real average salaries are forecast to rise an average of 1.2 percent per year from 2011 to 2016, compared with 0.9 percent per year in California.
- Total taxable sales adjusted for inflation are expected to increase an average of 4.8 percent per year during the 2011 to 2016 period.
- The population will grow at a rate of approximately 1.3 percent in 2011. Annual growth in the 2011 to 2016 period is forecast to average 0.9 percent per year.
- Net migration is expected to exceed 4,000 persons in 2011. From 2011 to 2016 net migration is forecast to average 2,700 migrants each year.
- The momentum for employment growth is in professional services, trade, leisure services, education and healthcare services, and construction. These sectors account for 82 percent of all the job growth in the county during the forecast period, though all sectors are expected to create employment.
- Real per capita incomes increase at a rate of 0.1 percent in 2011. Between 2011 and 2016 per capita incomes are forecast to increase 2.8 percent per year.
- Industrial production is forecast to increase 3.4 percent in 2011. Between 2011 and 2016 the growth rate of industrial production will average 2.1 percent per year.
- Farm production is forecast to increase by only 0.1 percent per year between 2011 and 2016. The principal crop in the county is wine grapes.

Sonoma County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	464,118	-2,879	488	183	1,962	$7.9	$21.1	$49,540	3.2	646	4.19	4.0
2007	466,500	286	485	184	1,526	$7.9	$22.1	$49,746	3.4	672	4.20	4.3
2008	472,285	3,807	487	187	591	$7.4	$22.1	$47,762	3.0	596	4.56	5.7
2009	478,774	4,698	487	188	430	$6.3	$21.1	$44,745	0.8	662	4.48	9.7
2010	485,351	4,774	486	189	470	$6.6	$21.9	$45,020	1.3	647	4.49	10.5
2011	491,499	4,227	492	189	874	$6.9	$22.9	$45,078	3.3	648	4.64	8.7
2012	497,775	4,315	498	190	1,418	$7.3	$24.2	$46,006	2.3	649	4.74	8.3
2013	503,776	4,020	504	191	1,766	$7.8	$25.7	$47,286	2.3	649	4.86	7.7
2014	508,822	2,999	510	193	2,175	$8.4	$27.4	$48,588	2.4	650	4.95	7.1
2015	511,847	949	514	195	2,218	$9.0	$29.1	$50,229	2.1	649	5.02	6.5
2016	514,973	1,040	518	197	2,025	$9.7	$30.7	$51,727	2.1	650	5.15	6.1
2017	517,820	755	522	199	1,826	$10.3	$32.3	$53,017	2.1	651	5.29	5.8
2018	520,839	926	525	201	1,718	$10.9	$34.0	$54,324	2.0	651	5.43	5.5
2019	524,051	1,147	527	202	1,707	$11.6	$35.7	$55,725	1.9	652	5.57	5.2
2020	527,963	1,891	530	204	1,733	$12.2	$37.5	$57,028	1.7	652	5.71	4.8
2021	532,756	2,826	533	205	1,738	$12.8	$39.3	$58,219	1.7	651	5.89	4.5
2022	537,300	2,595	536	207	1,824	$13.5	$41.0	$58,942	2.2	652	6.06	4.5
2023	541,830	2,605	540	209	1,798	$14.2	$42.7	$59,659	2.2	653	6.22	4.5
2024	545,995	2,262	543	210	1,753	$15.0	$44.6	$60,569	2.1	654	6.40	4.5
2025	549,843	1,975	546	212	1,741	$15.8	$46.5	$61,366	2.1	654	6.58	4.5
2026	553,663	1,977	548	214	1,742	$16.6	$48.3	$62,084	2.1	655	6.77	4.5
2027	557,485	2,009	551	215	1,660	$17.5	$50.3	$62,887	2.1	655	6.97	4.5
2028	561,439	2,177	554	217	1,697	$18.4	$52.3	$63,579	2.1	655	7.18	4.5
2029	565,584	2,403	556	219	1,694	$19.3	$54.4	$64,230	2.1	656	7.39	4.5
2030	569,585	2,297	559	220	1,638	$20.3	$56.5	$64,846	2.1	655	7.61	4.5
2031	573,569	2,314	562	222	1,591	$21.3	$58.6	$65,395	2.2	655	7.84	4.5
2032	577,379	2,174	565	223	1,562	$22.4	$60.7	$65,839	2.2	656	8.08	4.5
2033	581,131	2,149	567	225	1,537	$23.5	$62.9	$66,388	2.1	657	8.33	4.5
2034	584,593	1,898	570	226	1,506	$24.6	$65.2	$66,969	2.2	658	8.58	4.5
2035	587,859	1,741	572	227	1,459	$25.8	$67.7	$67,628	2.2	658	8.84	4.5
2036	590,920	1,575	575	229	1,402	$27.1	$70.2	$68,294	2.1	659	9.11	4.5
2037	594,087	1,718	577	230	1,335	$28.4	$72.8	$68,949	2.2	659	9.39	4.5
2038	597,177	1,676	579	231	1,310	$29.7	$75.5	$69,661	2.1	659	9.66	4.5
2039	600,206	1,648	581	233	1,308	$31.2	$78.3	$70,422	2.1	659	9.95	4.5
2040	603,167	1,616	583	234	1,289	$32.7	$81.2	$71,209	2.1	660	10.26	4.5

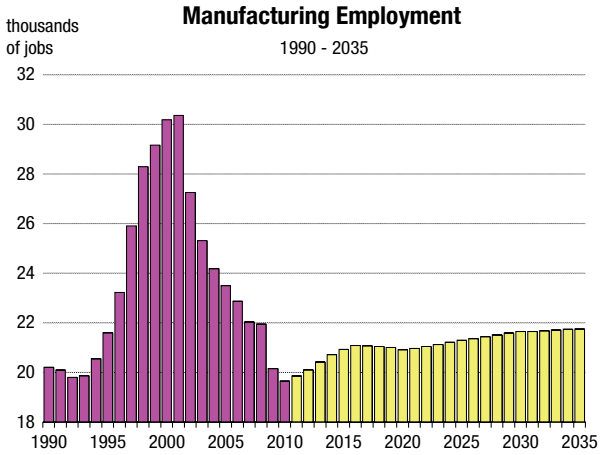


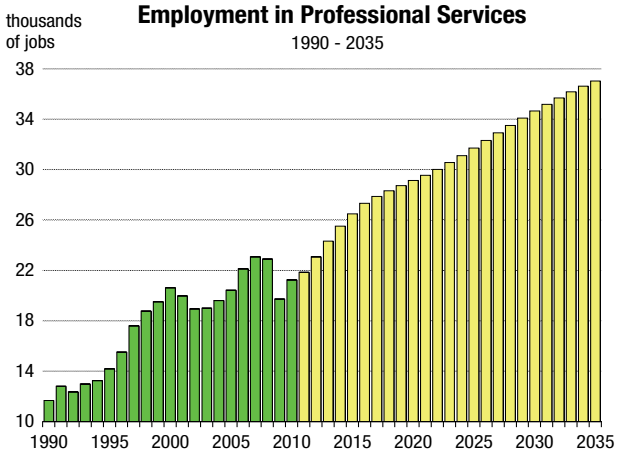


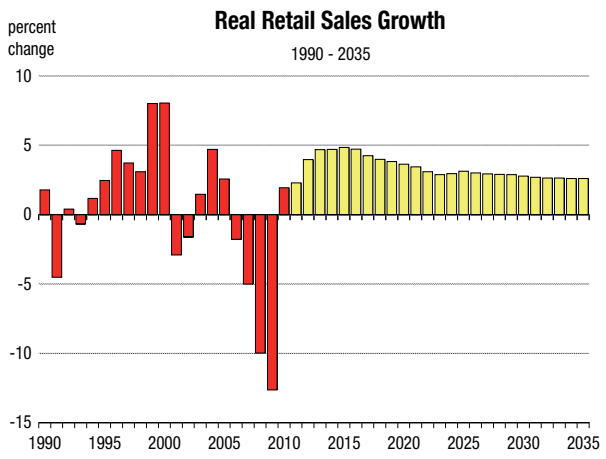
Sonoma County Employment Forecast

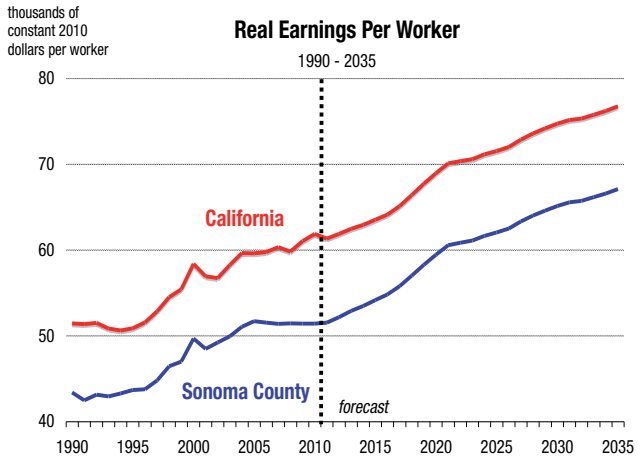
2006-2010 History, 2011-2040 Forecast

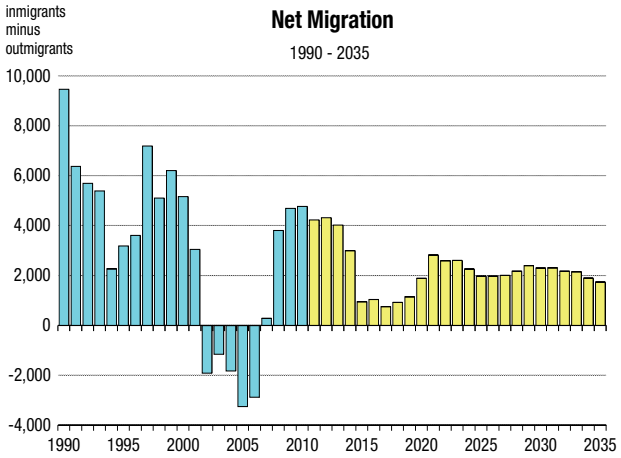
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	194.9	5.7	14.7	22.9	4.2	31.3	9.7	22.1	3.2	23.1	20.7	30.7
2007	196.2	5.8	14.4	22.0	4.5	31.8	9.3	23.1	3.0	23.5	21.0	31.1
2008	192.0	5.8	12.8	22.0	4.4	30.7	8.5	22.9	2.8	24.2	21.0	30.4
2009	177.6	5.8	9.8	20.2	4.0	28.1	7.8	19.7	2.6	24.1	20.1	29.2
2010	174.1	5.6	8.9	19.7	3.9	27.7	7.6	21.3	2.5	24.1	20.1	26.7
2011	177.7	5.6	9.2	19.9	4.0	28.3	7.9	21.8	2.7	24.7	20.8	26.5
2012	182.4	5.6	10.0	20.1	4.1	29.3	7.9	23.1	2.9	25.4	21.4	25.9
2013	188.6	5.6	11.0	20.4	4.1	30.6	7.8	24.3	3.1	26.1	22.1	26.4
2014	194.5	5.6	11.7	20.7	4.2	31.8	7.9	25.5	3.3	26.7	23.0	26.7
2015	200.2	5.6	12.4	20.9	4.2	33.0	7.9	26.5	3.4	27.5	24.0	27.1
2016	204.9	5.6	12.8	21.1	4.2	34.1	8.0	27.3	3.5	28.1	24.8	27.4
2017	208.1	5.6	12.7	21.1	4.3	34.8	8.1	27.9	3.6	28.8	25.5	27.7
2018	210.6	5.6	12.5	21.0	4.3	35.4	8.1	28.3	3.6	29.4	26.1	28.0
2019	213.1	5.6	12.3	21.0	4.4	36.0	8.1	28.7	3.6	29.9	26.7	28.3
2020	215.7	5.6	12.3	20.9	4.5	36.6	8.2	29.1	3.7	30.5	27.2	28.6
2021	218.5	5.6	12.4	21.0	4.5	37.2	8.2	29.6	3.7	31.0	27.6	29.0
2022	221.4	5.6	12.4	21.1	4.6	37.9	8.3	30.0	3.7	31.6	28.0	29.3
2023	224.2	5.6	12.5	21.1	4.6	38.5	8.2	30.6	3.8	32.1	28.5	29.6
2024	227.1	5.6	12.5	21.2	4.7	39.2	8.3	31.1	3.8	32.7	28.9	30.0
2025	229.9	5.6	12.5	21.3	4.7	39.9	8.2	31.7	3.9	33.2	29.2	30.3
2026	232.8	5.6	12.5	21.4	4.7	40.5	8.2	32.3	3.9	33.8	29.6	30.5
2027	235.5	5.6	12.6	21.4	4.8	41.2	8.2	32.9	4.0	34.3	30.0	30.9
2028	238.3	5.6	12.6	21.5	4.8	41.9	8.2	33.5	4.0	34.7	30.4	31.2
2029	241.2	5.6	12.7	21.6	4.8	42.6	8.2	34.1	4.1	35.2	30.8	31.5
2030	244.0	5.6	12.7	21.7	4.9	43.3	8.2	34.7	4.1	35.6	31.2	31.8
2031	246.6	5.6	12.7	21.7	4.9	44.0	8.2	35.2	4.2	35.9	31.5	32.1
2032	249.1	5.6	12.7	21.7	4.9	44.7	8.2	35.7	4.2	36.3	31.9	32.4
2033	251.5	5.6	12.6	21.7	5.0	45.4	8.2	36.2	4.2	36.6	32.3	32.7
2034	254.0	5.6	12.6	21.7	5.0	46.2	8.3	36.6	4.3	36.9	32.7	33.0
2035	256.5	5.6	12.6	21.8	5.1	46.9	8.3	37.1	4.3	37.2	33.0	33.3
2036	258.9	5.6	12.5	21.8	5.1	47.6	8.3	37.5	4.4	37.5	33.4	33.7
2037	261.2	5.6	12.4	21.8	5.1	48.4	8.3	37.9	4.4	37.7	33.8	34.0
2038	263.5	5.6	12.2	21.8	5.2	49.2	8.3	38.3	4.5	37.9	34.1	34.3
2039	265.9	5.6	12.1	21.8	5.2	50.0	8.3	38.8	4.5	38.1	34.5	34.7
2040	268.4	5.6	12.1	21.9	5.3	50.8	8.3	39.2	4.6	38.3	34.9	35.0e

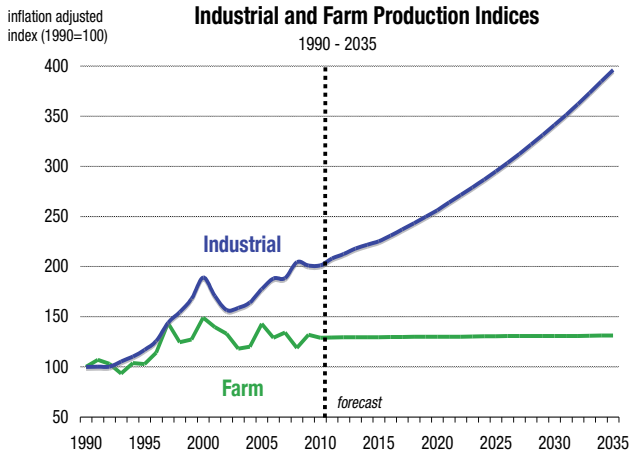












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	25.2 %
Expected job growth:	15.3 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	20.2 %
Expected population growth:	4.8 %
Net migration to account for:	56.8 %
Expected growth in number of vehicles:	5.4 %

Demographics (2011)

Unemployment rate (June 2011):	10.1 %
County Rank* in California (58 counties):	8th
Working age (16-64) population:	66.1 %
Population with B.A. Degree or higher:	31.7 %
Median Home Selling Price:	$320,500
Median Household Income:	$62,943

Quality of Life

Violent Crime rate (2009):	394 per 100,000 persons
County Rank* in California (58 counties):	28th
Average Commute Time to work (2011):	26.4 minutes
High School drop out rate (2009):	16.6 %
Households at/below poverty line:	5.6 %

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

Stanislaus County Economic Forecast

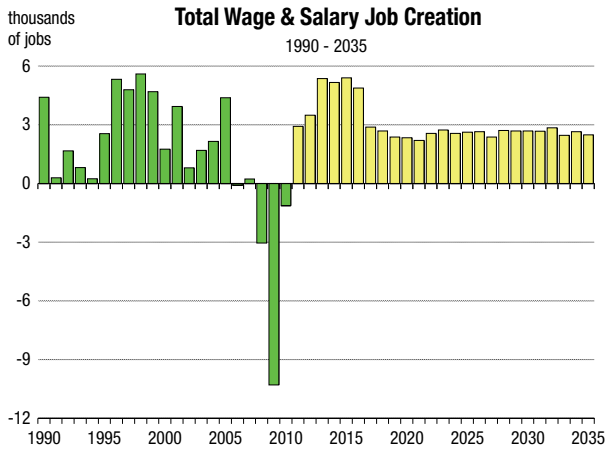
Stanislaus County is located in the heart of the San Joaquin Valley, bordered by the Bay Area to the west and the Sierra Nevada to the east. Stanislaus County has a population of 515,200 people and 158,500 wage and salary jobs, most of them located in the largest city, Modesto. The per capita income in Stanislaus County is $32,130, and the average salary per worker is $46,900.

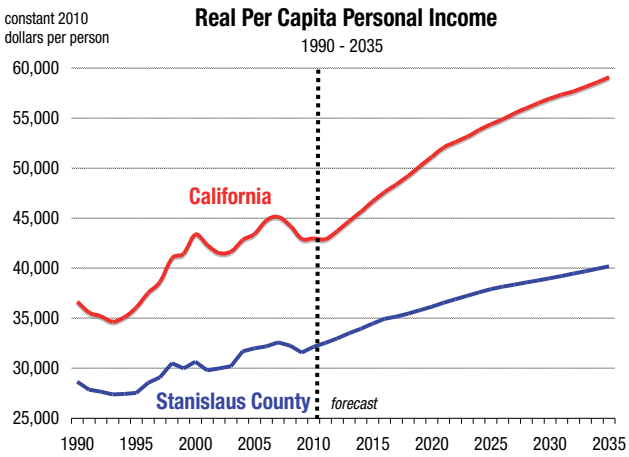
Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. In 2010, 1,100 total wage and salary jobs were lost in Stanislaus County, a decline of 0.7 percent. Non-farm employment declined 1.0 percent. Employment in the farm sector rose by 370 jobs. The annual unemployment rate increased to 17.4 percent in 2010.

The professional business services, manufacturing, and education and healthcare sectors all created jobs in Stanislaus County during 2010, creating a total of nearly 1,500 positions. The largest employment losses occurred in the government (-780 jobs), construction (-760 jobs), and professional services (-460 jobs) sectors. New home production in 2010 fell to a record low, 95 percent from peak production in 2005.

Between the 2000 and 2010 census the population in Stanislaus County increased by 15.1 percent. Approximately 39 percent of the population resides in the city of Modesto, which grew just 6.5 percent over the last 10 years.

Over the long term, population in the county will grow at a rate exceeding the state average. Employment returns to pre-recession levels by 2014.





Forecast Highlights

- Total wage and salary job growth is forecast to be positive in 2011, averaging 1.8 percent. From 2011 to 2016, farm employment will decline slightly, total job growth averages 2.8 percent per year and non-farm job growth averages 3.1 percent per year.

- Average salaries adjusted for inflation are currently well below the California state average, and will remain so over the forecast. Average salaries adjusted for inflation are forecast to rise an average of 0.9 percent per year from 2011 to 2016.

- Between 2011 and 2016, employment growth will be led by job creation in professional services, education and healthcare services, leisure services, retail trade, and construction. Farm employment is the only sector to lose jobs during this period.

- Population growth is expected to accelerate through 2016 before gradually moderating. Annual growth in the 2011 to 2016 period averages 1.8 percent per year.

- Net migration will turn positive in 2011, with in-migration forecast at approximately 1,000 people. Between 2011 and 2016 net migration is expected to average 4,700 net migrants entering the county per year.

- Real per capita incomes are forecast to rise 1.2 percent in 2011. From 2011 to 2016 real per capita incomes are forecast to increase 1.4 percent per year.

- Total taxable sales adjusted for inflation are expected to increase by an average of 5.0 percent per year over the 2011 to 2016 period. Sales do not eclipse their 2005 peak until 2018.

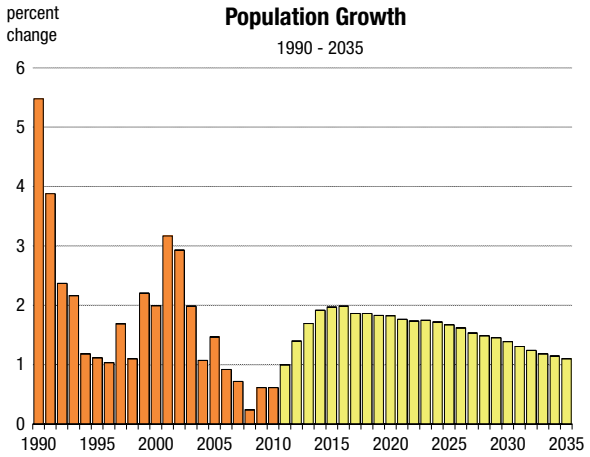
- Industrial production is forecast to increase 3.2 percent in 2011. From 2011 to 2016 the growth rate of industrial production is expected to average 2.0 percent per year.

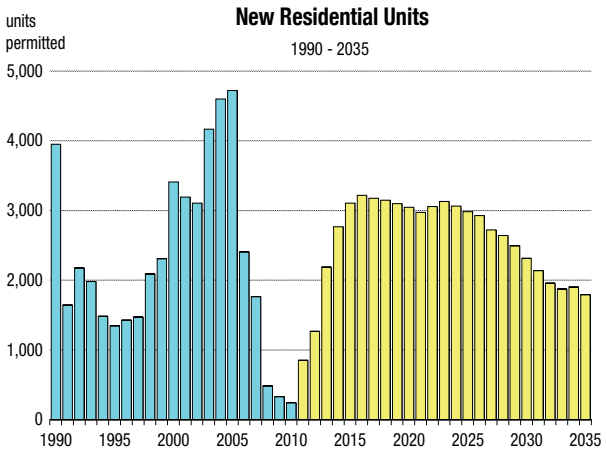
- Farm production is forecast to decline by 0.05 percent per year between 2011 and 2016. The principal crop in the county is dairy products.

Stanislaus County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	504,076	-155	455	165	2,410	$7.35	$14.92	$32,195	3.2	2.34	4.26	8.0
2007	507,690	-1,581	451	168	1,767	$7.14	$15.73	$32,586	3.4	2.55	4.49	8.7
2008	508,918	-3,896	448	170	486	$6.73	$16.07	$32,268	3.0	2.53	4.96	11.0
2009	512,048	-1,732	445	171	331	$5.85	$15.95	$31,560	0.8	2.34	5.14	15.9
2010	515,197	-1,361	443	172	246	$6.09	$16.55	$32,130	1.3	2.39	5.41	17.4
2011	520,332	988	435	172	853	$6.34	$17.48	$32,521	3.3	2.50	5.59	16.5
2012	527,605	3,119	444	173	1,267	$6.80	$18.38	$32,973	2.3	2.54	5.70	15.1
2013	536,535	4,749	458	174	2,189	$7.35	$19.42	$33,501	2.3	2.55	5.82	13.3
2014	546,818	6,061	471	177	2,769	$7.89	$20.54	$33,940	2.4	2.53	5.88	11.3
2015	557,587	6,499	485	179	3,107	$8.46	$21.72	$34,465	2.1	2.46	6.00	9.6
2016	568,658	6,739	497	182	3,220	$9.02	$22.91	$34,932	2.1	2.50	6.16	8.5
2017	579,248	6,203	504	186	3,177	$9.53	$23.97	$35,156	2.1	2.51	6.39	7.8
2018	590,036	6,349	511	189	3,151	$10.06	$25.11	$35,441	2.0	2.52	6.60	7.3
2019	600,849	6,316	517	192	3,100	$10.62	$26.31	$35,796	1.9	2.56	6.83	6.8
2020	611,834	6,443	523	195	3,049	$11.17	$27.52	$36,135	1.7	2.47	7.05	6.4
2021	622,625	6,209	529	198	2,974	$11.73	$28.80	$36,538	1.7	2.37	7.28	6.5
2022	633,428	6,192	536	201	3,060	$12.34	$30.23	$36,892	2.2	2.42	7.52	6.6
2023	644,493	6,432	543	204	3,133	$12.97	$31.71	$37,235	2.2	2.44	7.80	6.5
2024	655,572	6,424	549	207	3,066	$13.63	$33.24	$37,582	2.1	2.48	8.02	6.5
2025	666,532	6,297	556	210	2,987	$14.35	$34.82	$37,917	2.1	2.50	8.32	6.5
2026	677,333	6,126	563	213	2,929	$15.06	$36.35	$38,155	2.1	2.48	8.64	6.5
2027	687,735	5,732	569	216	2,724	$15.78	$37.87	$38,350	2.1	2.45	8.86	6.5
2028	697,985	5,600	576	219	2,645	$16.54	$39.46	$38,564	2.1	2.45	9.17	6.5
2029	708,134	5,525	583	222	2,496	$17.34	$41.11	$38,774	2.1	2.43	9.48	6.5
2030	717,975	5,244	589	224	2,315	$18.15	$42.80	$38,985	2.1	2.33	9.79	6.5
2031	727,370	4,827	596	226	2,141	$18.99	$44.56	$39,212	2.2	2.24	10.11	6.5
2032	736,413	4,510	604	228	1,960	$19.88	$46.38	$39,454	2.2	2.30	10.48	6.6
2033	745,125	4,218	610	230	1,874	$20.78	$48.22	$39,682	2.1	2.34	10.86	6.6
2034	753,668	4,092	617	232	1,904	$21.74	$50.15	$39,930	2.2	2.36	11.25	6.6
2035	761,958	3,892	623	234	1,794	$22.73	$52.14	$40,196	2.2	2.33	11.64	6.6
2036	770,111	3,810	630	236	1,830	$23.77	$54.24	$40,508	2.1	2.39	12.07	6.6
2037	777,806	3,408	637	238	1,926	$24.86	$56.42	$40,832	2.2	2.39	12.50	6.6
2038	785,148	3,113	645	240	2,024	$26.00	$58.69	$41,205	2.1	2.26	12.91	6.6
2039	792,217	2,904	653	242	2,045	$27.20	$61.09	$41,635	2.1	2.28	13.38	6.7
2040	798,786	2,470	661	244	1,931	$28.43	$63.54	$42,083	2.1	2.29	13.88	6.8

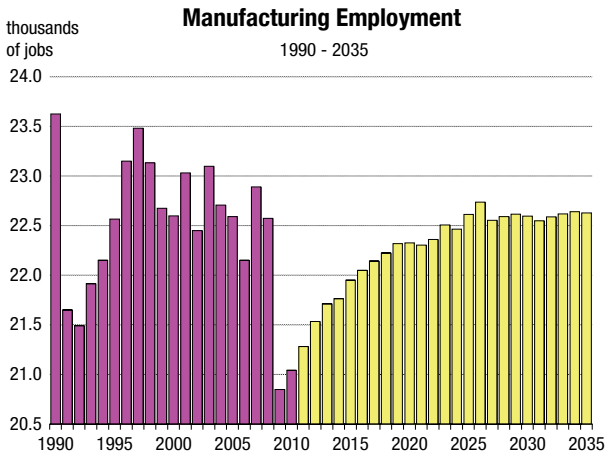


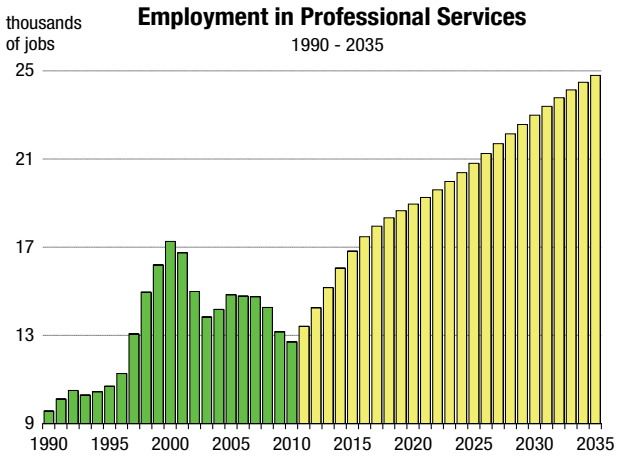


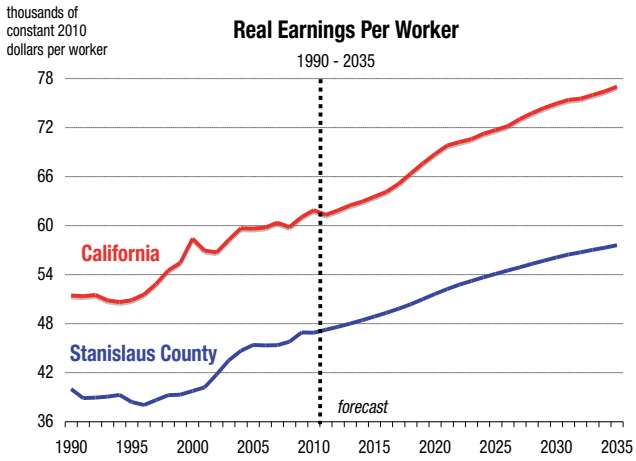
Stanislaus County Employment Forecast

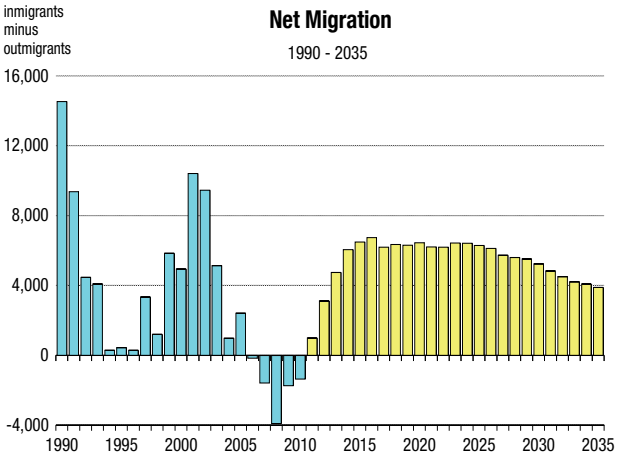
2006-2010 History, 2011-2040 Forecast

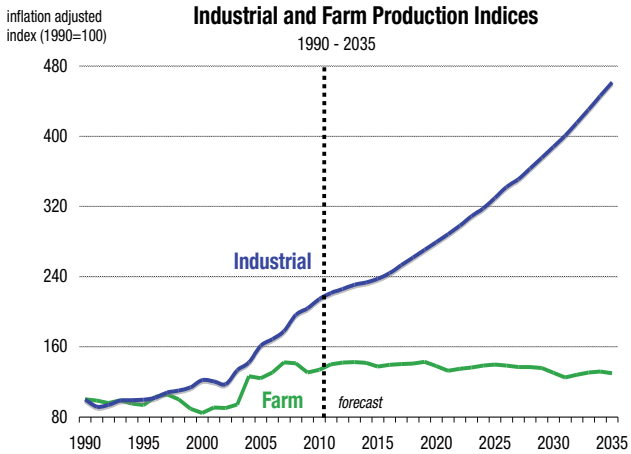
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	172.8	12.9	13.2	22.2	5.2	28.4	6.3	14.8	2.4	19.9	15.3	26.3
2007	173.0	12.9	11.2	22.9	5.6	28.1	6.2	14.8	2.3	21.1	15.4	26.5
2008	170.0	13.6	9.1	22.6	5.7	27.2	6.1	14.3	1.9	21.7	15.5	26.7
2009	159.7	12.9	6.6	20.9	5.7	25.6	5.6	13.2	1.3	22.2	14.7	25.8
2010	158.5	13.3	5.9	21.0	6.2	25.3	5.5	12.7	1.2	22.9	14.5	25.0
2011	161.5	13.4	6.4	21.3	6.4	25.8	5.5	13.4	1.3	23.3	14.9	24.8
2012	165.0	13.2	7.0	21.5	6.5	26.6	5.5	14.3	1.3	23.8	15.3	24.4
2013	170.3	13.2	8.4	21.7	6.7	27.6	5.7	15.2	1.3	24.3	15.8	24.8
2014	175.5	13.1	9.1	21.8	6.9	28.8	5.7	16.0	1.4	24.7	16.4	25.4
2015	180.9	13.2	9.9	21.9	7.1	29.9	5.8	16.8	1.4	25.2	17.0	26.2
2016	185.8	13.3	10.7	22.0	7.3	30.9	5.8	17.5	1.4	25.7	17.6	26.7
2017	188.7	13.2	10.9	22.1	7.5	31.7	5.9	18.0	1.4	26.1	18.0	26.7
2018	191.4	13.1	11.1	22.2	7.7	32.3	5.9	18.3	1.5	26.6	18.4	27.0
2019	193.7	13.0	11.3	22.3	8.0	33.0	6.0	18.7	1.5	26.9	18.8	27.1
2020	196.1	12.9	11.5	22.3	8.3	33.6	6.0	19.0	1.5	27.2	19.1	27.3
2021	198.3	13.0	11.3	22.3	8.6	34.2	6.1	19.3	1.5	27.5	19.3	27.5
2022	200.9	13.2	11.3	22.4	8.9	34.9	6.1	19.6	1.5	27.9	19.5	27.6
2023	203.6	13.2	11.5	22.5	9.2	35.6	6.1	20.0	1.5	28.2	19.8	27.7
2024	206.2	13.2	11.7	22.5	9.6	36.2	6.2	20.4	1.5	28.6	20.0	27.9
2025	208.8	13.1	11.7	22.6	9.9	36.9	6.2	20.8	1.5	29.0	20.2	28.1
2026	211.5	13.0	11.8	22.7	10.3	37.5	6.3	21.3	1.5	29.4	20.4	28.3
2027	213.8	13.0	11.8	22.6	10.7	38.1	6.3	21.7	1.6	29.9	20.6	28.5
2028	216.6	13.1	11.7	22.6	11.0	38.7	6.4	22.1	1.6	30.5	20.8	28.7
2029	219.2	13.1	11.8	22.6	11.4	39.3	6.4	22.6	1.6	31.0	21.0	28.8
2030	221.9	13.2	11.8	22.6	11.8	39.9	6.5	23.0	1.6	31.5	21.3	29.1
2031	224.6	13.4	11.8	22.5	12.2	40.4	6.6	23.4	1.6	31.9	21.5	29.2
2032	227.5	13.6	11.9	22.6	12.6	41.0	6.6	23.8	1.6	32.4	21.7	29.4
2033	229.9	13.6	11.8	22.6	13.0	41.6	6.7	24.1	1.6	32.9	21.9	29.6
2034	232.6	13.5	11.9	22.6	13.4	42.1	6.7	24.5	1.6	33.4	22.2	29.8
2035	235.1	13.4	11.9	22.6	13.8	42.7	6.8	24.8	1.7	33.9	22.4	30.0
2036	238.0	13.5	12.0	22.7	14.3	43.2	6.9	25.1	1.7	34.4	22.6	30.2
2037	240.7	13.4	12.1	22.7	14.8	43.8	6.9	25.4	1.7	35.1	22.9	30.3
2038	243.6	13.4	12.3	22.6	15.2	44.3	7.0	25.7	1.7	35.7	23.1	30.6
2039	247.0	13.6	12.5	22.6	15.7	44.9	7.0	26.1	1.7	36.4	23.4	30.8
2040	250.1	13.6	12.6	22.6	16.3	45.5	7.1	26.4	1.7	37.1	23.6	31.0











County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	27.5 %
Expected job growth:	15.1 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	17.4 %
Expected population growth:	9.3 %
Net migration to account for:	56.2 %
Expected growth in number of vehicles:	14.3 %

Demographics (2011)

Unemployment rate (June 2011):	17.2 %
County Rank* in California (58 counties):	50th
Working age (16-64) population:	63.4 %
Population with B.A. Degree or higher:	16.2 %
Median Home Selling Price:	$139,000
Median Household Income:	$48,517

Quality of Life

Violent Crime rate (2009):	517 per 100,000 persons
County Rank* in California (58 counties):	46th
Average Commute Time to work (2011):	27.1 minutes
High School drop out rate (2009):	23.5 %
Households at/below poverty line:	12.6 %

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

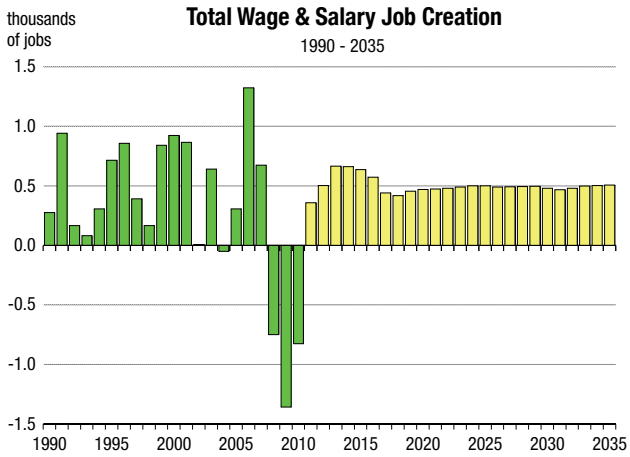
Sutter County Economic Forecast

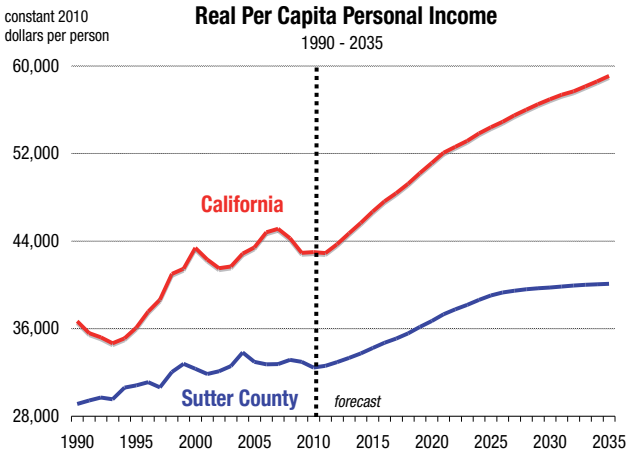
Sutter County, the birthplace of the seedless grape, is located along the Sacramento River in the Central Valley of California. The county is home to the Sutter Buttes, the "World's Smallest Mountain Range." Sutter County has a population of 94,862 people and 25,860 wage and salary jobs. The per capita income in Sutter County is $32,439, and the average salary per worker is $37,845.

Employment in the Sacramento Valley (consisting of Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter Counties) declined 2.9 percent during 2010, the third straight year of contracting employment. In 2010, 800 total wage and salary jobs were lost in Sutter County, implying a growth rate of -3.1 percent. Employment in the non-farm sector declined 4.7 percent while farm sector employment declined 3.9 percent. The unemployment rate increased to 19.8 percent in 2010.

The farm, manufacturing, leisure, and professional services sectors all created jobs during 2010. The largest employment losses were in the public (-380 jobs), education and healthcare (-270 jobs), and finance (-100 jobs) sectors. The farm sector accounts for 13 percent of total employment in the county, while the public sector contributes 17 percent of all wage and salary jobs.

The population in Sutter County grew by 20 percent between the 2000 and 2010 census. Over two thirds of the county population resides in Yuba City, which grew by 77 percent over the past 10 years.





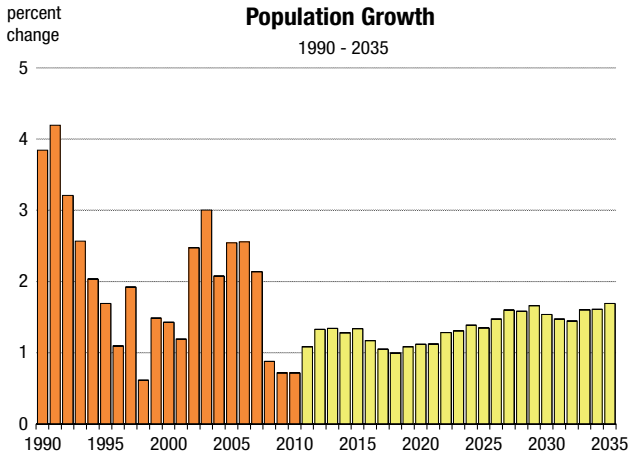
Forecast Highlights

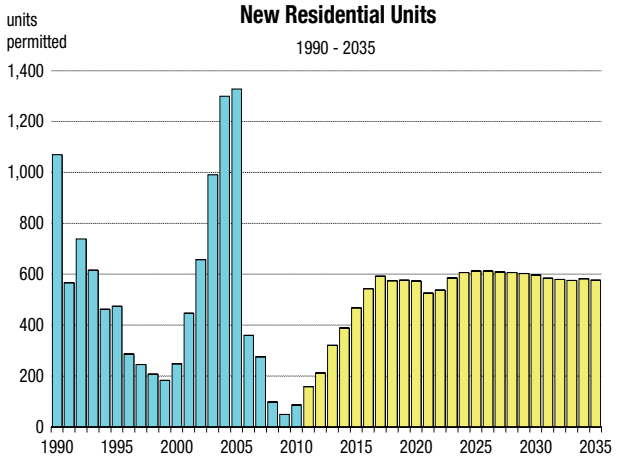
- Job growth is forecast to rebound in 2010, expanding by 1.4 percent. Job growth is expected to average 2.2 percent per year between 2011 and 2016. Non-farm job growth averages 2.5 percent.
- The average salary per worker adjusted for inflation is currently below the California state average. It is expected to remain below the state average over the forecast period. Adjusted for inflation, the average salary are forecast to grow by 0.5 percent per year from 2011 to 2016.
- Between 2011 and 2016, the principal employment growth will occur in education and healthcare services, retail trade, and wholesale trade. These sectors account for 53 percent of job creation in the county during this 5 year period.
- The population will continue to grow, but will not return to the high growth levels that occurred at the beginning of the decade. Annual growth in the 2011 to 2016 period averages 1.3 percent per year.
- Net migration will turn positive in 2011, to an estimated 249 migrants. Between 2011 and 2016 net migration will average 370 net migrants per year.
- Real per capita incomes are forecast to increase 0.5 percent in 2011. From 2011 to 2016 real per capita incomes are forecast to rise 1.3 percent per year.
- Total taxable sales, adjusted for inflation, are forecast to rise 2.2 percent in 2011. Between 2011 and 2016 real taxable sales growth is forecast to average 3.1 percent per year.
- Industrial production is forecast to rise by 3.3 percent in 2011. From 2011 to 2016, the growth rate of industrial production is expected to average 3.8 percent per year.
- Farm production is forecast to decline by an average of 0.2 percent per year between 2011 and 2016. The principle crop in the county is rice.

Sutter County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	90,754	1,498	92.6	31.0	360	$1.43	$2.73	$32,728	3.2	390	380	9.0
2007	92,698	1,029	93.3	31.6	276	$1.41	$2.89	$32,752	3.4	398	402	9.6
2008	93,513	18	92.8	32.0	98	$1.29	$3.03	$33,141	3.0	509	516	12.2
2009	94,185	-27	93.4	32.2	49	$1.18	$3.06	$32,953	0.8	482	488	16.8
2010	94,862	-42	93.9	32.3	86	$1.21	$3.08	$32,439	1.3	489	492	19.8
2011	95,892	249	93.8	32.4	159	$1.28	$3.23	$32,599	3.3	491	508	17.3
2012	97,168	459	94.0	32.5	213	$1.34	$3.38	$32,933	2.3	495	523	16.2
2013	98,475	455	94.7	32.8	321	$1.42	$3.55	$33,318	2.3	496	545	14.4
2014	99,736	379	95.6	33.1	389	$1.50	$3.72	$33,732	2.4	494	567	12.7
2015	101,072	432	96.8	33.5	468	$1.58	$3.91	$34,221	2.1	488	589	11.2
2016	102,256	254	98.2	33.9	543	$1.66	$4.09	$34,707	2.1	486	613	10.2
2017	103,332	127	99.6	34.5	592	$1.74	$4.27	$35,088	2.1	485	633	9.6
2018	104,360	59	101.1	35.1	575	$1.83	$4.46	$35,573	2.0	484	653	9.1
2019	105,495	144	102.6	35.7	577	$1.92	$4.67	$36,156	1.9	484	674	8.5
2020	106,677	165	104.2	36.2	574	$2.01	$4.87	$36,703	1.7	479	696	8.1
2021	107,878	162	105.8	36.8	527	$2.10	$5.10	$37,314	1.7	470	725	7.9
2022	109,264	323	107.5	37.3	538	$2.20	$5.34	$37,754	2.2	465	751	7.8
2023	110,694	330	109.2	37.9	585	$2.31	$5.58	$38,179	2.2	463	776	7.7
2024	112,230	403	111.0	38.5	608	$2.42	$5.85	$38,630	2.1	462	803	7.5
2025	113,747	352	112.7	39.1	613	$2.54	$6.12	$39,037	2.1	462	831	7.4
2026	115,425	484	114.6	39.7	613	$2.65	$6.38	$39,292	2.1	459	859	7.3
2027	117,273	617	116.4	40.3	609	$2.77	$6.65	$39,468	2.1	455	889	7.2
2028	119,132	597	118.2	40.9	607	$2.89	$6.91	$39,592	2.1	451	919	7.0
2029	121,113	695	120.1	41.5	603	$3.02	$7.19	$39,677	2.1	447	950	6.9
2030	122,977	547	122.0	42.1	597	$3.14	$7.48	$39,758	2.1	438	983	6.8
2031	124,789	473	123.8	42.7	585	$3.28	$7.77	$39,853	2.2	426	1015	6.7
2032	126,596	441	125.7	43.3	580	$3.41	$8.07	$39,936	2.2	422	1048	6.6
2033	128,625	632	127.6	43.9	576	$3.55	$8.39	$40,005	2.1	421	1083	6.5
2034	130,699	636	129.5	44.5	583	$3.70	$8.72	$40,045	2.2	420	1118	6.4
2035	132,912	743	131.4	45.1	577	$3.86	$9.07	$40,083	2.2	417	1155	6.3
2036	135,018	603	133.3	45.7	568	$4.02	$9.42	$40,142	2.1	417	1192	6.2
2037	137,076	533	135.2	46.2	559	$4.19	$9.80	$40,228	2.2	417	1231	6.1
2038	139,128	500	137.2	46.8	550	$4.36	$10.18	$40,344	2.1	408	1270	6.0
2039	141,300	592	139.1	47.3	541	$4.55	$10.59	$40,459	2.1	404	1311	5.9
2040	143,459	546	141.1	47.9	532	$4.74	$11.00	$40,584	2.1	401	1355	5.8

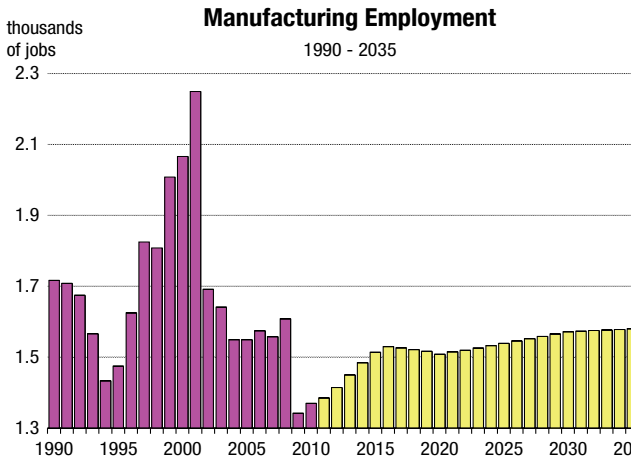


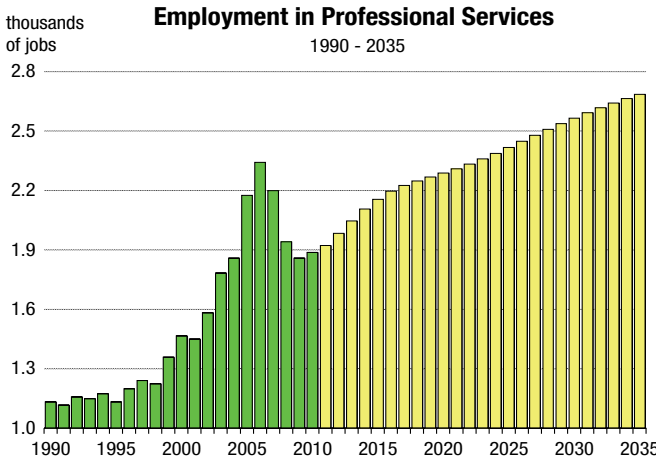


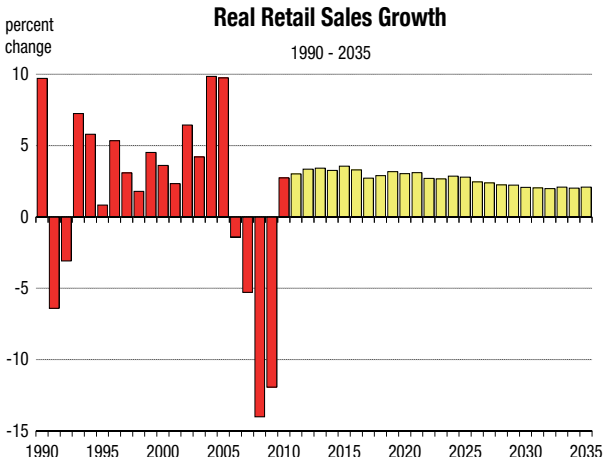
Sutter County Employment Forecast

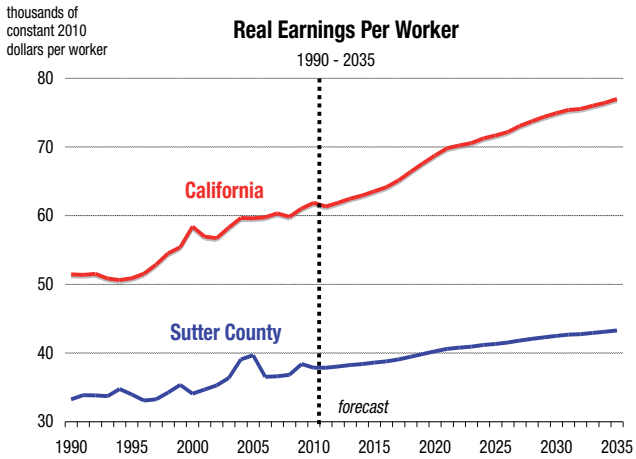
2006-2010 History, 2011-2040 Forecast

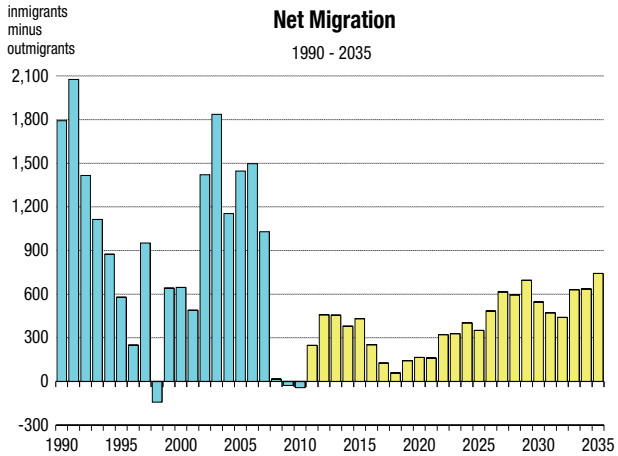
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	28.1	3.34	1.63	1.58	0.53	5.85	1.10	2.34	0.20	3.73	2.38	4.56
2007	28.8	3.54	1.61	1.56	0.69	6.01	1.13	2.20	0.22	3.80	2.47	4.63
2008	28.0	3.38	1.29	1.61	0.71	5.59	1.07	1.94	0.22	3.85	2.54	4.87
2009	26.7	3.39	0.98	1.34	0.70	5.09	1.08	1.86	0.30	3.85	2.44	4.76
2010	25.9	3.47	0.90	1.37	0.66	5.04	0.99	1.89	0.24	3.58	2.46	4.38
2011	26.2	3.48	0.93	1.39	0.66	5.14	1.01	1.92	0.25	3.75	2.51	4.28
2012	26.7	3.49	0.94	1.41	0.70	5.29	1.02	1.98	0.26	3.89	2.57	4.25
2013	27.4	3.49	0.95	1.45	0.75	5.48	1.05	2.05	0.27	4.02	2.62	4.31
2014	28.0	3.49	0.96	1.49	0.80	5.68	1.07	2.11	0.28	4.16	2.68	4.38
2015	28.7	3.48	0.97	1.51	0.85	5.87	1.08	2.16	0.29	4.31	2.73	4.45
2016	29.3	3.47	0.99	1.53	0.90	6.04	1.09	2.20	0.29	4.45	2.78	4.50
2017	29.7	3.47	1.03	1.53	0.93	6.15	1.10	2.23	0.29	4.57	2.83	4.55
2018	30.1	3.47	1.05	1.52	0.98	6.24	1.11	2.25	0.30	4.69	2.87	4.61
2019	30.6	3.47	1.08	1.52	1.02	6.34	1.12	2.27	0.30	4.82	2.92	4.69
2020	31.0	3.46	1.12	1.51	1.08	6.44	1.13	2.29	0.30	4.93	2.97	4.78
2021	31.5	3.45	1.15	1.52	1.14	6.54	1.14	2.31	0.30	5.05	3.02	4.86
2022	32.0	3.44	1.17	1.52	1.18	6.65	1.14	2.33	0.30	5.17	3.08	4.94
2023	32.5	3.44	1.20	1.53	1.23	6.75	1.15	2.36	0.31	5.29	3.14	5.02
2024	33.0	3.44	1.23	1.53	1.27	6.85	1.16	2.39	0.31	5.42	3.21	5.10
2025	33.5	3.44	1.26	1.54	1.31	6.95	1.17	2.42	0.31	5.56	3.27	5.17
2026	34.0	3.43	1.28	1.55	1.34	7.05	1.18	2.45	0.31	5.71	3.35	5.23
2027	34.5	3.43	1.31	1.55	1.37	7.14	1.19	2.48	0.32	5.86	3.42	5.30
2028	35.0	3.42	1.33	1.56	1.39	7.22	1.20	2.51	0.32	6.01	3.50	5.37
2029	35.5	3.41	1.35	1.57	1.42	7.31	1.21	2.54	0.32	6.17	3.59	5.44
2030	36.0	3.40	1.37	1.57	1.45	7.39	1.22	2.57	0.33	6.32	3.67	5.51
2031	36.4	3.38	1.38	1.57	1.48	7.47	1.23	2.59	0.33	6.48	3.74	5.59
2032	36.9	3.38	1.40	1.58	1.50	7.55	1.24	2.62	0.33	6.65	3.82	5.66
2033	37.4	3.37	1.42	1.58	1.53	7.63	1.25	2.64	0.33	6.81	3.91	5.73
2034	37.9	3.37	1.44	1.58	1.56	7.70	1.26	2.66	0.34	6.98	4.00	5.80
2035	38.4	3.37	1.45	1.58	1.59	7.78	1.27	2.69	0.34	7.15	4.09	5.88
2036	38.9	3.37	1.47	1.58	1.61	7.86	1.28	2.71	0.34	7.32	4.18	5.95
2037	39.4	3.37	1.49	1.58	1.64	7.94	1.29	2.73	0.35	7.50	4.27	6.03
2038	39.9	3.35	1.51	1.59	1.67	8.01	1.30	2.75	0.35	7.68	4.36	6.11
2039	40.5	3.35	1.52	1.59	1.70	8.09	1.31	2.77	0.35	7.86	4.45	6.19
2040	41.0	3.34	1.54	1.59	1.72	8.17	1.33	2.79	0.36	8.05	4.54	6.26

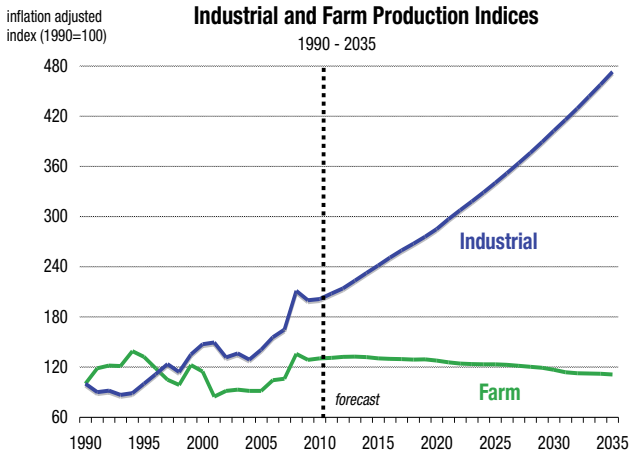












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	18.1%
Expected job growth:	11.6%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	13.5%
Expected population growth:	6.6%
Net migration to account for:	31.1%
Expected growth in number of vehicles:	4.7%

Demographics (2011)

Unemployment rate (June 2011)	20.0 %
County Rank* in California (58 counties):	57th
Working age (16-64) population:	62.2%
Population with B.A. Degree or higher:	19.1%
Median Home Selling Price:	$160,000
Median Household Income:	$48,124

Quality of Life

Violent Crime rate (2009):	327 per 100,000 persons
County Rank* in California (58 counties):	20th
Average Commute Time to work (2009):	29.6 minutes
High School drop out rate (2009):	18.6%
Households at/below poverty line:	9.9%

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

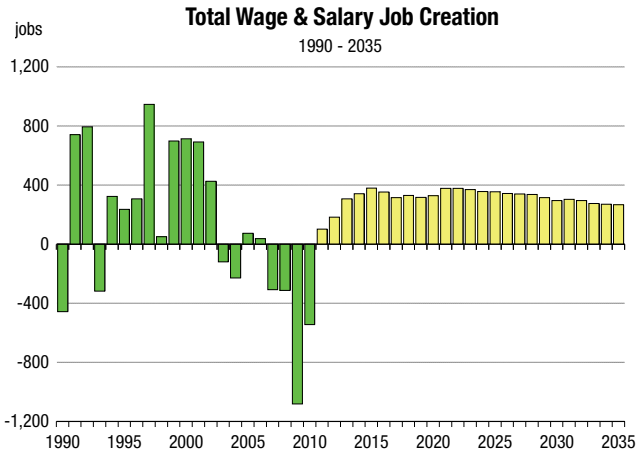
Tehama County Economic Forecast

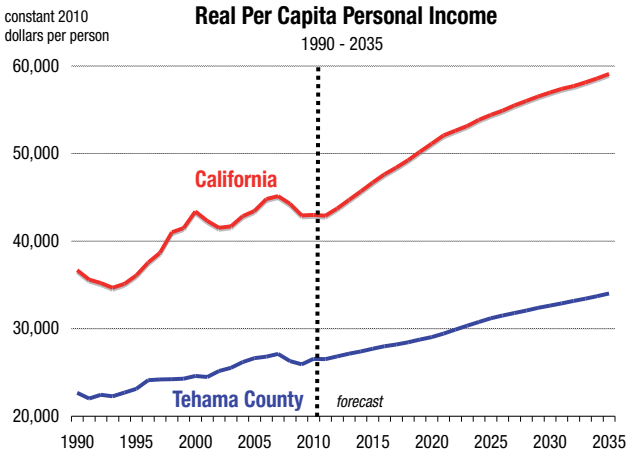
Tehama County is located in Northern California halfway between the Oregon border and Sacramento. The largest city is Red Bluff. Tehama County has a population of 63,462 people and 15,200 wage and salary jobs. The per capita income in Tehama County is $26,550, and the average salary per worker is $41,039.

In 2010, 543 total wage and salary jobs were lost in Tehama County, representing a decline in employment of 3.5 percent. Non-farm employment fell by 573 jobs, a 4.0 percent decrease. The unemployment rate rose to 15.8 percent in 2010.

During 2010 the farm, transportation and warehousing, information, and professional services sectors all created jobs. The transportation and warehousing sector had the most significant increase, up by 66 positions. The largest employment loss came in the government sector, which shed 295 jobs. The manufacturing and leisure services sectors also had significant job loss. The government sector represents 26 percent of all employment in Tehama County, and is expected to continue to decline through 2012. Employment in the farm sector rose by 2.2 percent in 2010.

The population of Tehama County grew by 13.2 percent between the 2000 and 2010 census. The fastest growing city in the county was Corning, where population increased 13.7 percent over the past decade. Net migration has slowed significantly in the last 2 years, but remained positive, with an estimated total of 41 migrants entering the county during 2010.





Forecast Highlights

- Total wage and salary job growth is forecast to turn marginally positive in 2011, at 0.7 percent. From 2011 to 2016, total employment growth increases to an average of 2.0 percent per year. Over that same period, non-farm growth averages 2.1 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 0.6 percent per year from 2011 to 2016.

- Between 2011 and 2016, the principal employment growth occurs in manufacturing, transportation, retail trade, and professional services. These sectors account for 58 percent of all job creation in the county during this time period.

- Annual population growth in the 2011 to 2016 period averages 1.2 percent per year.

- Net migration is expected to stay positive in 2011, at approximately 170 in-migrants. Between 2011 and 2016 net migration is forecast to average 410 net migrants entering the county per year.

- Real per capita income is forecast to remain essentially unchanged in 2011. Over the next five years real per capita incomes are expected to average 1.1 percent growth per year.

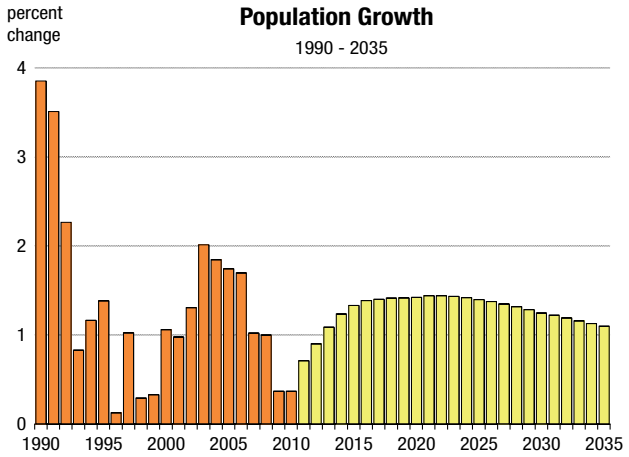
- Total taxable sales, adjusted for inflation, are forecast to rise at a rate of 5.2 percent in 2011. Over the next five years real taxable sales growth is expected to average 4.3 percent per year.

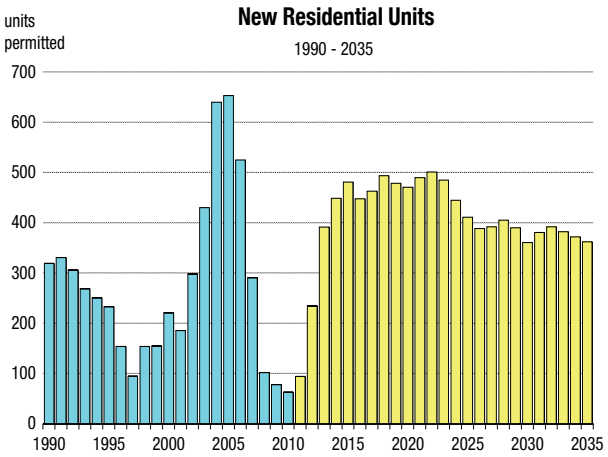
- Industrial production is forecast remain at the current level in 2011. Over the next five years the growth rate of industrial production will average 3.5 percent per year. Total crop production, adjusted for inflation, is expected to increase 0.6 percent per year between 2011 and 2016. The principle crop in the county is walnuts.

Tehama County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	61,739	791	68.5	23.1	525	$0.75	$1.52	$26,799	3.2	176.6	628.0	6.5
2007	62,371	477	68.5	23.8	291	$0.73	$1.61	$27,110	3.4	200.6	609.9	7.2
2008	62,995	485	68.4	24.3	102	$0.68	$1.62	$26,276	3.0	162.0	670.2	9.1
2009	63,228	84	68.4	24.6	78	$0.54	$1.62	$25,910	0.8	183.0	535.7	14.0
2010	63,462	41	68.7	24.7	63	$0.54	$1.68	$26,550	1.3	175.9	514.8	15.8
2011	63,914	173	69.6	24.8	94	$0.58	$1.75	$26,521	3.3	180.6	514.6	15.3
2012	64,491	284	70.6	24.9	235	$0.62	$1.83	$26,834	2.3	183.8	517.6	14.5
2013	65,193	399	71.6	25.1	391	$0.67	$1.91	$27,137	2.3	185.5	532.7	13.2
2014	65,999	489	72.7	25.5	449	$0.71	$2.00	$27,401	2.4	185.8	553.5	11.8
2015	66,879	552	74.0	25.9	481	$0.76	$2.09	$27,694	2.1	184.5	580.8	10.4
2016	67,807	589	75.2	26.3	448	$0.80	$2.19	$27,988	2.1	185.8	610.6	9.4
2017	68,758	604	76.4	26.7	463	$0.85	$2.28	$28,168	2.1	186.4	642.3	8.7
2018	69,731	617	77.6	27.2	494	$0.89	$2.38	$28,446	2.0	187.0	674.0	8.2
2019	70,721	624	78.9	27.6	478	$0.94	$2.49	$28,754	1.9	188.2	707.9	7.7
2020	71,727	638	80.1	28.1	471	$0.98	$2.59	$29,036	1.7	186.6	743.8	7.3
2021	72,762	664	81.2	28.5	490	$1.04	$2.71	$29,427	1.7	184.5	786.4	7.0
2022	73,812	676	82.1	29.0	501	$1.09	$2.85	$29,879	2.2	184.8	827.3	6.8
2023	74,871	684	83.0	29.5	485	$1.15	$3.00	$30,319	2.2	184.5	870.2	6.6
2024	75,935	687	83.9	29.9	445	$1.21	$3.15	$30,746	2.1	184.8	916.4	6.5
2025	76,997	687	84.7	30.3	411	$1.28	$3.31	$31,173	2.1	184.5	964.1	6.4
2026	78,057	684	85.6	30.7	389	$1.34	$3.46	$31,493	2.1	183.5	1013.9	6.2
2027	79,111	681	86.4	31.1	392	$1.41	$3.61	$31,781	2.1	181.9	1065.8	6.1
2028	80,155	677	87.2	31.5	405	$1.47	$3.77	$32,071	2.1	181.0	1117.8	6.0
2029	81,186	667	88.1	31.8	390	$1.54	$3.93	$32,357	2.1	179.6	1171.3	5.9
2030	82,200	653	88.9	32.2	361	$1.61	$4.10	$32,616	2.1	176.2	1226.3	5.8
2031	83,204	643	89.8	32.5	381	$1.69	$4.27	$32,881	2.2	172.8	1282.4	5.7
2032	84,196	631	90.7	32.9	392	$1.76	$4.46	$33,160	2.2	173.1	1340.1	5.6
2033	85,173	617	91.6	33.3	382	$1.84	$4.64	$33,419	2.1	173.0	1398.5	5.5
2034	86,135	603	92.5	33.6	372	$1.92	$4.84	$33,694	2.2	172.4	1458.2	5.5
2035	87,082	591	93.4	34.0	362	$2.01	$5.04	$34,009	2.2	170.3	1519.0	5.4
2036	88,013	581	94.3	34.3	353	$2.11	$5.25	$34,327	2.1	170.7	1581.1	5.3
2037	88,931	571	95.2	34.6	344	$2.20	$5.47	$34,646	2.2	169.6	1644.3	5.2
2038	89,834	561	96.1	35.0	335	$2.30	$5.70	$34,968	2.1	165.1	1708.6	5.2
2039	90,724	553	97.1	35.3	326	$2.40	$5.93	$35,298	2.1	164.4	1774.1	5.1
2040	91,605	545	98.2	35.6	318	$2.51	$6.17	$35,637	2.1	163.3	1844.3	5.0

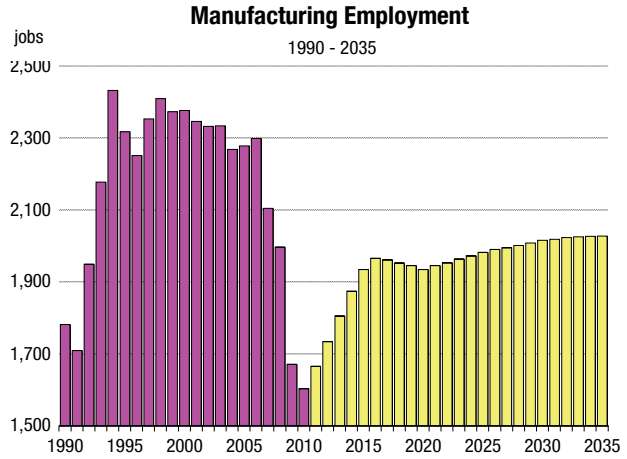


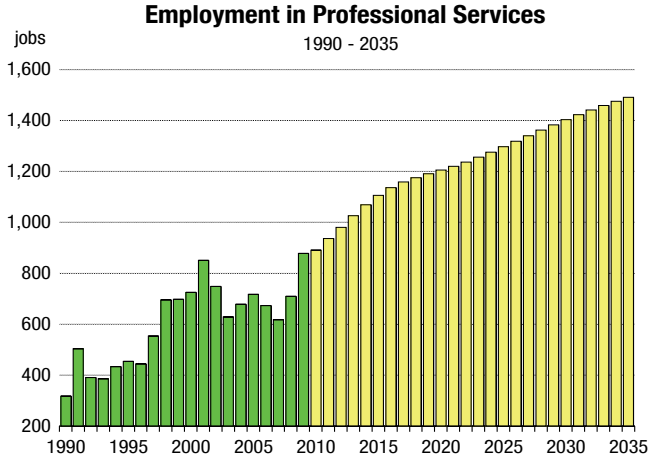


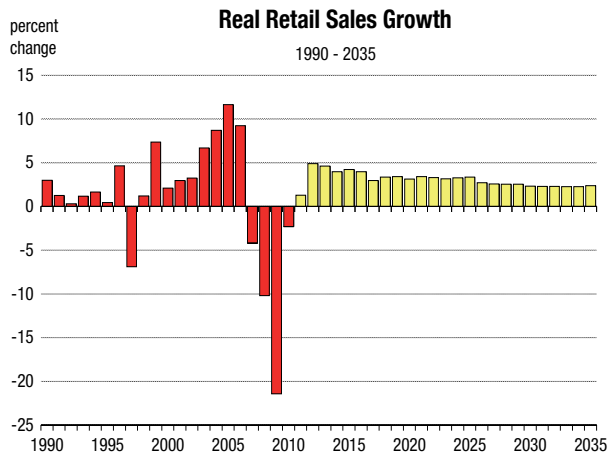
Tehama County Employment Forecast

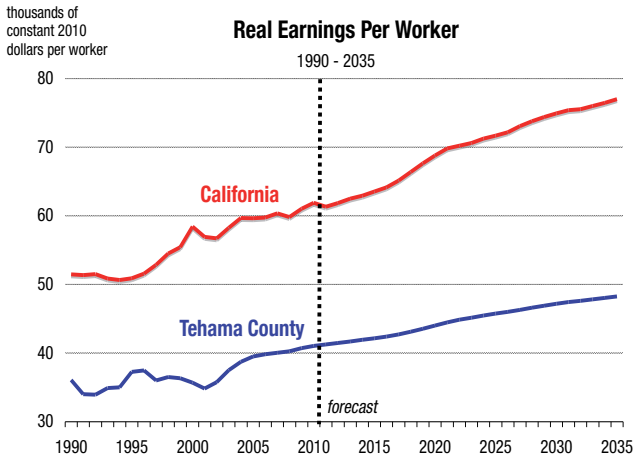
2006-2010 History, 2011-2040 Forecast

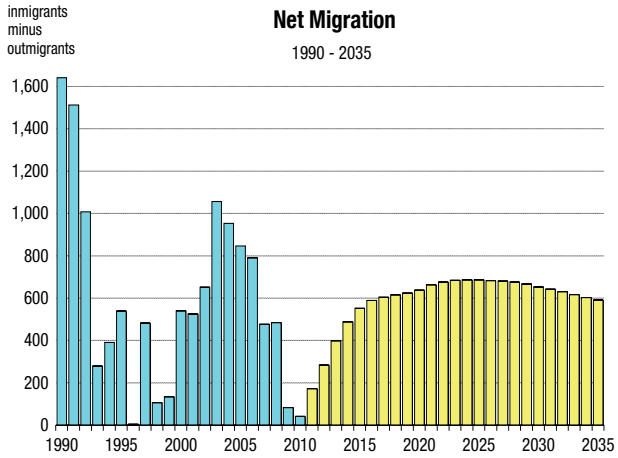
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	17.4	1.17	0.73	2.30	1.60	2.47	0.45	0.67	0.11	1.85	1.25	4.25
2007	17.1	1.22	0.65	2.11	1.57	2.48	0.45	0.62	0.08	1.85	1.25	4.29
2008	16.8	1.27	0.54	2.00	1.35	2.32	0.42	0.71	0.08	1.87	1.28	4.37
2009	15.7	1.31	0.43	1.67	1.03	2.16	0.37	0.88	0.07	1.83	1.19	4.29
2010	15.2	1.34	0.41	1.60	1.10	2.06	0.36	0.89	0.07	1.80	1.11	3.99
2011	15.3	1.35	0.40	1.67	1.07	2.11	0.37	0.94	0.07	1.79	1.19	3.90
2012	15.5	1.36	0.46	1.73	1.06	2.17	0.38	0.98	0.07	1.78	1.19	3.86
2013	15.8	1.36	0.53	1.81	1.07	2.24	0.38	1.03	0.07	1.79	1.21	3.87
2014	16.1	1.37	0.55	1.87	1.12	2.31	0.39	1.07	0.08	1.81	1.22	3.91
2015	16.5	1.37	0.56	1.93	1.19	2.39	0.41	1.11	0.08	1.84	1.23	3.98
2016	16.9	1.37	0.55	1.97	1.29	2.46	0.42	1.14	0.08	1.87	1.24	4.06
2017	17.2	1.38	0.56	1.96	1.40	2.51	0.43	1.16	0.09	1.92	1.24	4.12
2018	17.5	1.38	0.57	1.95	1.53	2.55	0.44	1.18	0.09	1.98	1.24	4.19
2019	17.8	1.38	0.57	1.95	1.67	2.59	0.44	1.19	0.09	2.04	1.24	4.25
2020	18.2	1.38	0.57	1.93	1.81	2.63	0.45	1.21	0.10	2.11	1.24	4.30
2021	18.5	1.38	0.59	1.95	1.97	2.67	0.45	1.22	0.10	2.18	1.25	4.36
2022	18.9	1.38	0.61	1.95	2.12	2.72	0.46	1.24	0.10	2.26	1.25	4.41
2023	19.3	1.38	0.61	1.96	2.28	2.76	0.46	1.26	0.11	2.33	1.25	4.46
2024	19.6	1.38	0.60	1.97	2.45	2.81	0.46	1.28	0.11	2.40	1.25	4.52
2025	20.0	1.38	0.59	1.98	2.61	2.86	0.46	1.30	0.12	2.47	1.25	4.57
2026	20.3	1.38	0.58	1.99	2.76	2.90	0.46	1.32	0.12	2.53	1.25	4.63
2027	20.7	1.37	0.59	1.99	2.91	2.94	0.46	1.34	0.12	2.59	1.25	4.68
2028	21.0	1.37	0.60	2.00	3.06	2.99	0.46	1.36	0.13	2.64	1.25	4.74
2029	21.3	1.37	0.60	2.01	3.20	3.03	0.46	1.38	0.13	2.69	1.24	4.80
2030	21.6	1.37	0.59	2.02	3.34	3.07	0.46	1.40	0.13	2.73	1.24	4.85
2031	21.9	1.36	0.60	2.02	3.47	3.11	0.47	1.42	0.14	2.77	1.24	4.91
2032	22.2	1.36	0.61	2.02	3.61	3.15	0.47	1.44	0.14	2.80	1.24	4.97
2033	22.5	1.36	0.61	2.03	3.73	3.19	0.47	1.46	0.14	2.84	1.24	5.02
2034	22.8	1.35	0.61	2.03	3.86	3.23	0.47	1.48	0.15	2.86	1.24	5.08
2035	23.1	1.35	0.61	2.03	3.98	3.28	0.47	1.49	0.15	2.89	1.23	5.14
2036	23.3	1.35	0.61	2.03	4.10	3.32	0.47	1.51	0.15	2.92	1.23	5.20
2037	23.6	1.35	0.61	2.03	4.22	3.37	0.47	1.52	0.15	2.95	1.23	5.25
2038	23.8	1.34	0.61	2.03	4.34	3.41	0.47	1.54	0.16	2.98	1.23	5.31
2039	24.1	1.34	0.60	2.03	4.45	3.46	0.47	1.55	0.16	3.01	1.23	5.37
2040	24.4	1.34	0.60	2.03	4.55	3.51	0.47	1.57	0.16	3.04	1.23	5.43

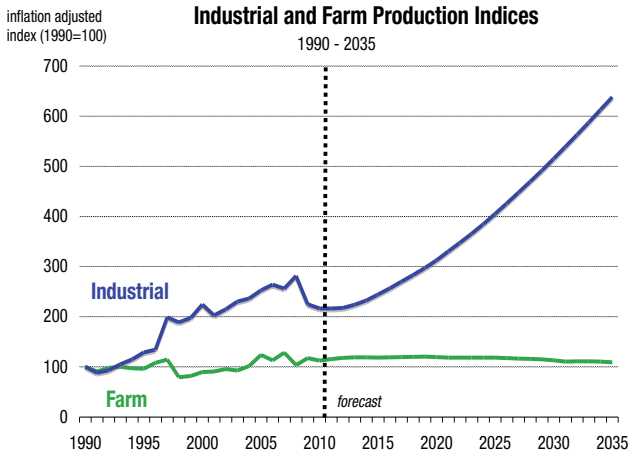












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.7%
Expected job growth:	10.2%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	12.0%
Expected population growth:	6.1%
Net migration to account for:	59.4%
Expected growth in number of vehicles:	8.0%

Demographics (2011)

Unemployment rate (June 2011)	15.7%
County Rank* in California (58 counties):	42nd
Working age (16-64) population:	62.5%
Population with B.A. Degree or higher:	12.6%
Median Home Selling Price:	$110,000
Median Household Income:	$37,278

Quality of Life

Violent Crime rate (2009):	616 per 100,000 persons
County Rank* in California (58 counties):	51st
Average Commute Time to work (2011):	22.7 minutes
High School drop out rate (2009):	67.1%
Households at/below poverty line:	15.3%

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

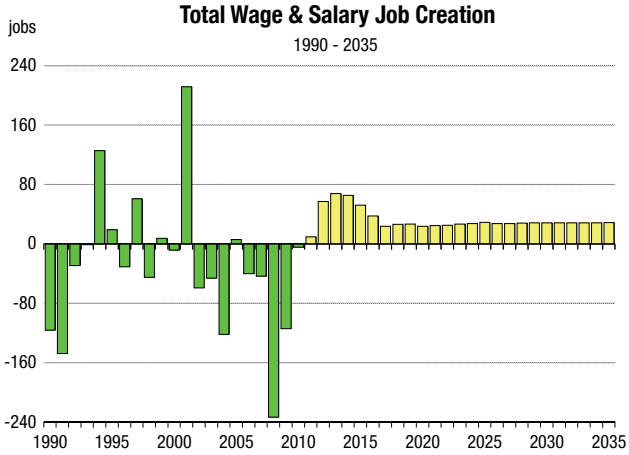
Trinity County Economic Forecast

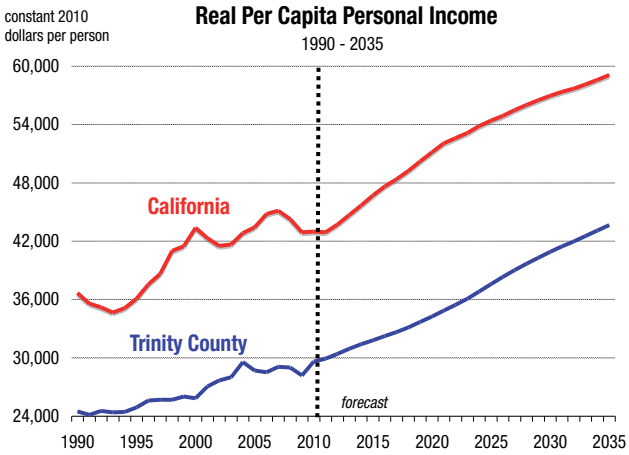
Trinity County is one of three northernmost counties in California. It is also one of the least densely populated areas of the state, with less than five persons per square mile. Trinity County has no traffic lights, freeways, parking meters, or incorporated cities. The largest town is Weaverville with a population of approximately 3,600 people. The total county population is 13,823 and there are 2,710 wage and salary jobs. The per capita income in Trinity County is $29,620, and the average salary per worker is $36,523.

In 2010, total wage and salary employment fell by 4 jobs in Trinity County, representing a decline of 0.2 percent. Non-farm employment represents over 99 percent of total employment. The unemployment rate rose to 18.8 percent in 2010.

The government sector is the largest employer in the county, accounting for more than 50 percent of total employment in the county. The only non-farm sectors to create jobs in Trinity County during 2010 were education and healthcare and government. The largest employment losses occurred in the leisure services (-40 jobs), manufacturing (-30 jobs), retail trade (-10 jobs), and financial activities (-10 jobs) sectors.

Between the 2000 and 2010 census the population of Trinity County grew by 5.9 percent, an increase in population of 764 residents. Migration into Trinity County was positive in 2010, with an estimated total of 158 net in-migrants. Employment and population growth are expected to be positive over the next few years, but will remain modest.





Forecast Highlights

- Total wage and salary employment is forecast to increase 0.4 percent in 2011. From 2011 to 2016, total employment 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 0.5 percent per year from 2011 to 2016.

- Between 2011 and 2016, the momentum for employment growth is in retail trade, education and healthcare, government and leisure services (accommodating recreation and tourism). These sectors account for 79 percent of jobs created in the county during this time. Employment is expected to increase rapidly in construction, but from a very low base, so not many jobs are created.

- The population in the county is expected to grow 0.7 percent in 2011. Annual growth in the 2011 to 2016 period averages 0.6 percent per year.

- Net migration is estimated at 145 people in 2011. Between 2011 and 2016 net migration is expected to average approximately 130 net migrants entering the county annually. Net migration accounts for all of the population growth because deaths have outpaced births for the past 15 years, and this trend is forecast to continue.

- Real per capita income is forecast to rise 1.0 percent in 2011. Over the next five years real per capita incomes are expected to increase an average of 1.5 percent per year.

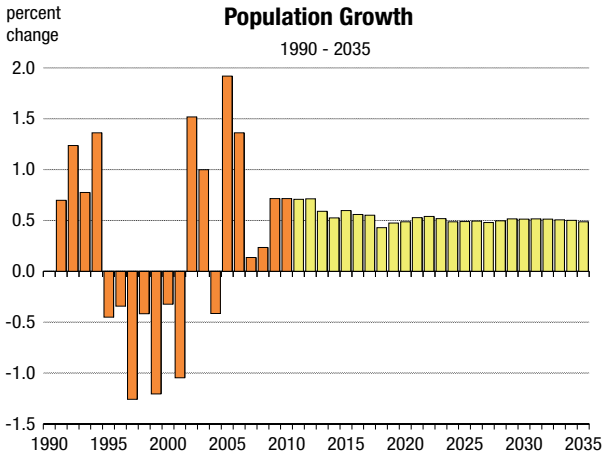
- Total taxable sales, adjusted for inflation, are forecast to increase by 3.1 percent in 2011. Over the next five years real taxable sales are forecast to increase by an average of 1.9 percent per year.

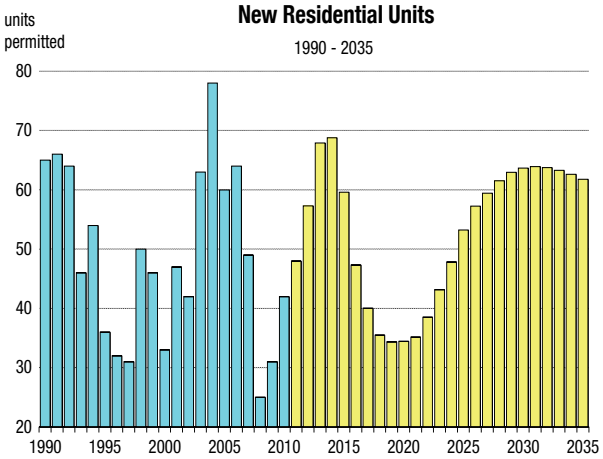
- Industrial production is forecast to increase 2.9 percent in 2011. Between 2011 and 2016 the growth rate of industrial production averages 2.3 percent per year.

Trinity County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	13,576	219	20.5	5.8	64	$0.08	$0.36	$28,510	3.2	2.6	36.1	9.9
2007	13,595	34	20.3	5.9	49	$0.08	$0.38	$29,080	3.4	2.5	39.9	10.4
2008	13,627	89	20.6	5.9	25	$0.07	$0.39	$28,998	3.0	2.5	46.4	12.7
2009	13,725	149	20.7	6.0	31	$0.07	$0.38	$28,176	0.8	2.5	44.3	17.2
2010	13,823	158	20.8	6.0	42	$0.07	$0.41	$29,620	1.3	2.5	38.1	18.8
2011	13,921	145	21.1	6.0	48	$0.08	$0.43	$29,922	3.3	2.5	39.2	19.4
2012	14,021	145	21.4	6.1	57	$0.08	$0.45	$30,410	2.3	2.5	39.9	18.9
2013	14,103	126	21.7	6.1	68	$0.09	$0.47	$30,929	2.3	2.5	40.9	17.7
2014	14,178	116	21.9	6.1	69	$0.09	$0.49	$31,386	2.4	2.5	41.7	16.1
2015	14,263	125	22.2	6.2	60	$0.09	$0.51	$31,809	2.1	2.5	42.6	14.5
2016	14,343	119	22.4	6.2	47	$0.10	$0.53	$32,245	2.1	2.4	43.9	13.1
2017	14,422	117	22.7	6.2	40	$0.10	$0.55	$32,640	2.1	2.4	45.5	12.1
2018	14,484	99	22.9	6.3	35	$0.10	$0.58	$33,135	2.0	2.4	47.0	11.3
2019	14,553	106	23.1	6.3	34	$0.11	$0.60	$33,686	1.9	2.4	48.4	10.7
2020	14,624	107	23.4	6.3	34	$0.11	$0.62	$34,251	1.7	2.4	49.9	10.2
2021	14,702	113	23.6	6.3	35	$0.11	$0.65	$34,863	1.7	2.4	51.6	9.9
2022	14,781	114	23.8	6.3	39	$0.12	$0.68	$35,446	2.2	2.4	53.2	9.7
2023	14,858	111	23.9	6.4	43	$0.12	$0.71	$36,097	2.2	2.4	54.8	9.7
2024	14,931	107	24.1	6.4	48	$0.12	$0.74	$36,834	2.1	2.4	56.3	9.6
2025	15,004	107	24.2	6.4	53	$0.13	$0.78	$37,594	2.1	2.4	58.0	9.6
2026	15,078	107	24.3	6.4	57	$0.13	$0.81	$38,317	2.1	2.4	59.7	9.6
2027	15,151	105	24.5	6.5	59	$0.14	$0.85	$39,029	2.1	2.4	61.5	9.6
2028	15,226	108	24.6	6.5	62	$0.14	$0.89	$39,688	2.1	2.4	63.4	9.6
2029	15,305	111	24.7	6.5	63	$0.15	$0.92	$40,304	2.1	2.4	65.4	9.5
2030	15,383	111	24.8	6.6	64	$0.15	$0.96	$40,891	2.1	2.4	67.4	9.5
2031	15,463	111	24.9	6.6	64	$0.15	$1.00	$41,453	2.2	2.4	69.5	9.5
2032	15,542	110	25.1	6.7	64	$0.16	$1.04	$41,987	2.2	2.4	71.7	9.5
2033	15,621	109	25.2	6.7	63	$0.16	$1.08	$42,534	2.1	2.4	73.9	9.5
2034	15,699	107	25.3	6.7	63	$0.17	$1.13	$43,085	2.2	2.4	76.2	9.5
2035	15,776	105	25.4	6.8	62	$0.18	$1.17	$43,663	2.2	2.4	78.5	9.5
2036	15,849	100	25.6	6.8	61	$0.18	$1.22	$44,264	2.1	2.4	81.0	9.5
2037	15,917	95	25.7	6.8	60	$0.19	$1.27	$44,891	2.2	2.4	83.5	9.5
2038	15,986	95	25.9	6.9	59	$0.19	$1.32	$45,543	2.1	2.4	86.1	9.5
2039	16,056	96	26.1	6.9	58	$0.20	$1.37	$46,216	2.1	2.4	88.8	9.5
2040	16,127	97	26.3	6.9	56	$0.21	$1.43	$46,911	2.1	2.4	91.6	9.5

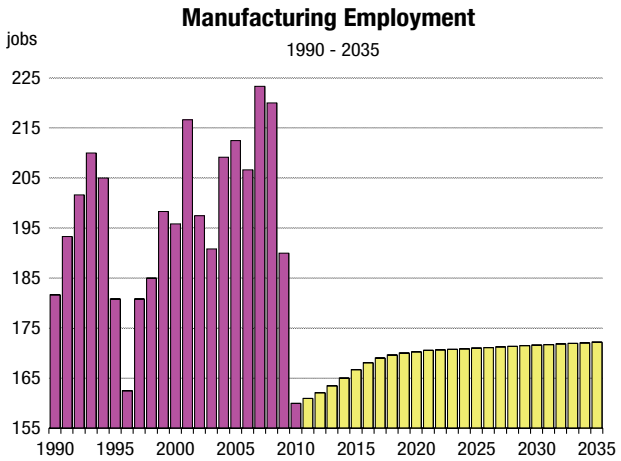


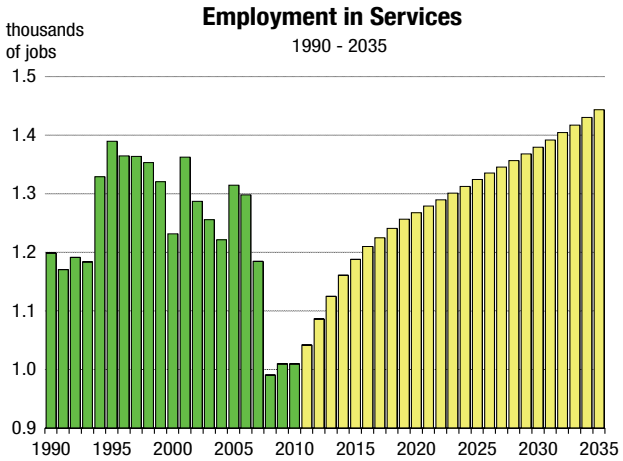


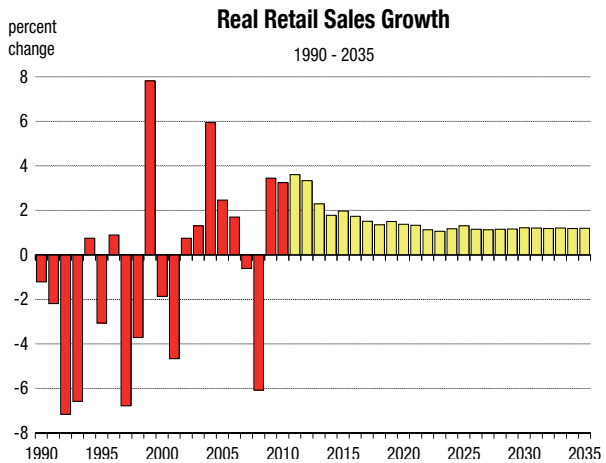
Trinity County Employment Forecast

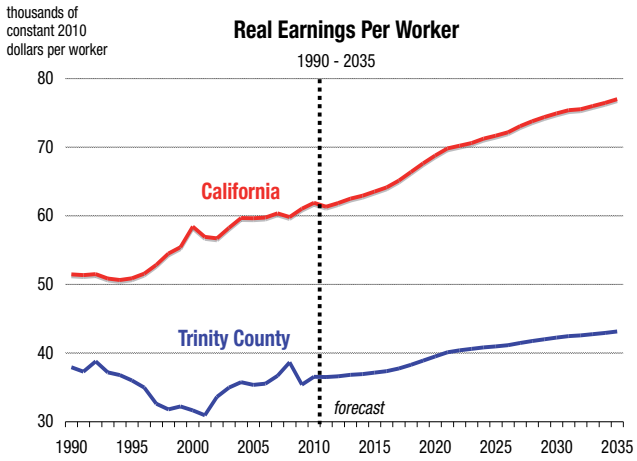
2006-2010 History, 2011-2040 Forecast

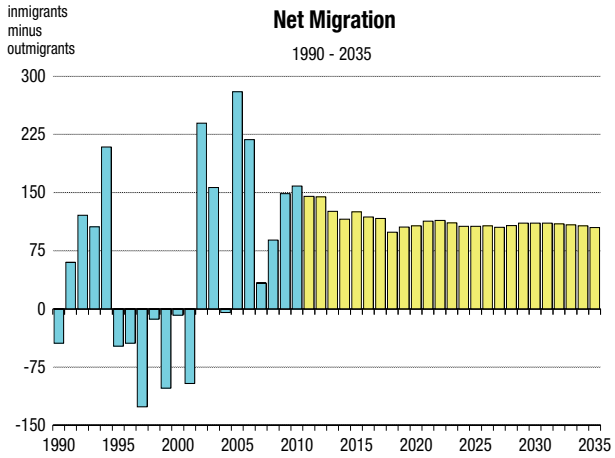
	Total Wage & Salary	Farm	Construction	Manufacturing	Wholesale & Retail Trade	Financial Activities	Health & Education	Leisure	Government
	employment (thousands of jobs)								
2006	3.1	0.02	0.1	0.2	0.4	0.1	0.3	0.4	1.4
2007	3.1	0.02	0.2	0.2	0.4	0.1	0.2	0.4	1.5
2008	2.8	0.02	0.1	0.2	0.3	0.1	0.1	0.4	1.5
2009	2.7	0.02	0.1	0.2	0.3	0.1	0.2	0.4	1.4
2010	2.7	0.03	0.1	0.2	0.3	0.1	0.2	0.3	1.4
2011	2.7	0.03	0.1	0.2	0.3	0.0	0.2	0.3	1.4
2012	2.8	0.03	0.1	0.2	0.3	0.0	0.2	0.3	1.4
2013	2.8	0.03	0.1	0.2	0.3	0.0	0.2	0.3	1.4
2014	2.9	0.03	0.1	0.2	0.4	0.1	0.2	0.4	1.4
2015	3.0	0.03	0.1	0.2	0.4	0.1	0.2	0.4	1.4
2016	3.0	0.03	0.1	0.2	0.4	0.1	0.2	0.4	1.5
2017	3.0	0.03	0.1	0.2	0.4	0.1	0.2	0.4	1.5
2018	3.1	0.03	0.1	0.2	0.4	0.1	0.2	0.4	1.5
2019	3.1	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.5
2020	3.1	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.5
2021	3.1	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.5
2022	3.2	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.5
2023	3.2	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2024	3.2	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2025	3.2	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2026	3.3	0.03	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2027	3.3	0.04	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2028	3.3	0.04	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2029	3.3	0.04	0.1	0.2	0.4	0.1	0.3	0.4	1.6
2030	3.4	0.04	0.1	0.2	0.4	0.1	0.4	0.4	1.6
2031	3.4	0.04	0.1	0.2	0.4	0.1	0.4	0.4	1.7
2032	3.4	0.04	0.1	0.2	0.4	0.1	0.4	0.4	1.7
2033	3.5	0.04	0.2	0.2	0.4	0.1	0.4	0.4	1.7
2034	3.5	0.04	0.2	0.2	0.4	0.1	0.4	0.4	1.7
2035	3.5	0.04	0.2	0.2	0.4	0.1	0.4	0.4	1.7
2036	3.5	0.04	0.2	0.2	0.4	0.1	0.4	0.4	1.7
2037	3.6	0.04	0.2	0.2	0.4	0.1	0.4	0.4	1.7
2038	3.6	0.04	0.2	0.2	0.4	0.1	0.5	0.4	1.8
2039	3.6	0.04	0.2	0.2	0.4	0.1	0.5	0.4	1.8
2040	3.7	0.04	0.1	0.2	0.4	0.1	0.5	0.4	1.8

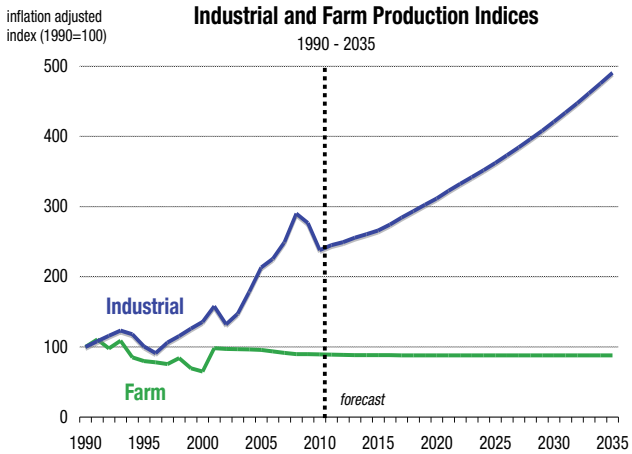












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	11.6%
Expected job growth:	10.3%
Fastest growing jobs sector:	Construction
Expected personal income growth:	11.0%
Expected population growth:	3.2%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	6.5%

Demographics (2011)

Unemployment rate (June 2011)	17.8%
County Rank* in California (58 counties):	52nd
Working age (16-64) population:	57.5%
Population with B.A. Degree or higher:	18.2%
Median Home Selling Price:	$170,000
Median Household Income:	$33,179

Quality of Life

Violent Crime rate (2009):	158 per 100,000 persons
County Rank* in California (58 counties):	2nd
Average Commute Time to work (2011):	21.1 minutes
High School drop out rate (2009):	11.3%
Households at/below poverty line:	8.6%

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

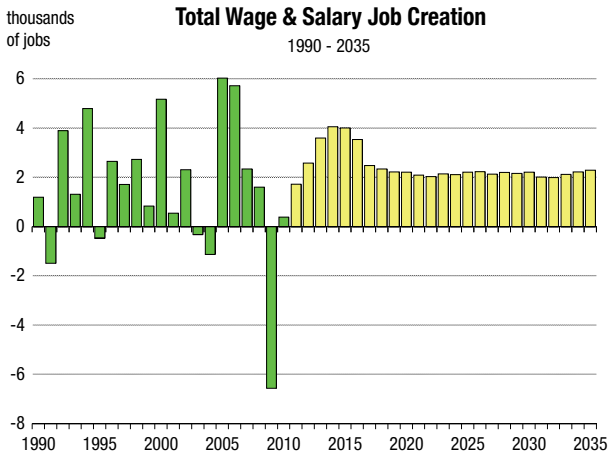
Tulare County Economic Forecast

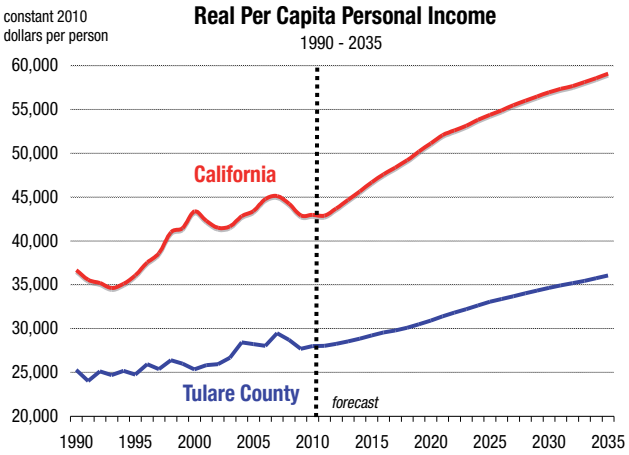
Tulare County is located in the San Joaquin Valley. Nearly half of the land in the county is devoted to national parks or national forests. Tulare's large agricultural sector routinely ranks as the second highest grossing crop value in the nation, behind Fresno County. Tulare County has a population of 444,100 people and 144,000 wage and salary jobs. The per capita income in Tulare County is $27,897, and the average salary per worker is $39,200.

Employment in Northern California contracted during 2010, consistent with the rest of the state and nation. However Tulare County was one of the few counties to record increased employment during 2010, adding 400 jobs for an increase of 0.3 percent. All of this growth came in the farm sector, which makes up 27 percent of total employment, and increased by 2,400 positions in 2010. The non-farm sectors lost 2,000 jobs in 2010, representing a growth rate of -1.9 percent. The unemployment rate increased to 16.8 percent in 2010.

The only industries producing jobs in 2010 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, and together they account for 48 percent of total employment. The sectors with the largest employment declines during 2010 were construction and manufacturing. Respectively these sectors lost 700 and 500 jobs during 2010.

Tulare County had one of the higher population growth rates in the state between the 2000 and 2010 census, with population increasing by 20.2 percent. Visalia is the largest city in the county and is currently home to 124,400 residents. In the last 10 years Visalia grew by 35.4 percent.





Forecast Highlights

- Employment growth is projected at 1.2 percent in 2011. Between 2011 and 2016, total employment growth averages 1.5 percent per year and non-farm job growth averages 2.3 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 0.9 percent per year between 2011 and 2016.

- Between 2011 and 2016, the momentum for employment growth occurs in professional services, wholesale and retail trade, construction, and government. These sectors account for 58 percent of growth during this time period. Farm employment rises modestly and contributes 11 percent of total employment growth.

- The population in the county will continue to grow faster than the state average. Annual growth in the 2011 to 2016 period averages 1.9 percent per year.

- Net migration will remain at approximately the 2010 level, with around 2,700 people entering the county in 2011. From 2011 to 2016 net migration is expected to average 2,900 net migrants entering the county per year.

- Real per capita income is forecast to rise 0.1 percent in 2011. Between 2011 and 2016, the growth of real per capita income is expected to average 1.1 percent per year.

- Total taxable sales, adjusted for inflation, are expected to increase by an average of 6.0 percent per year from 2011 to 2016, but do not return to the 2006 peak level until 2014.

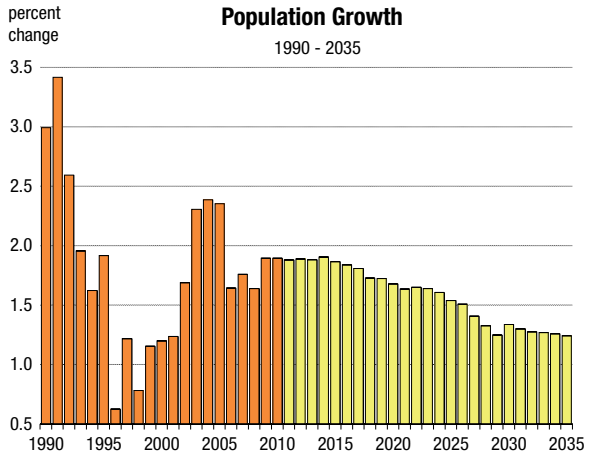
- Industrial production is forecast to rise 2.7 percent in 2011. During the 2011 to 2016 period the growth rate of industrial production also averages 2.7 percent per year.

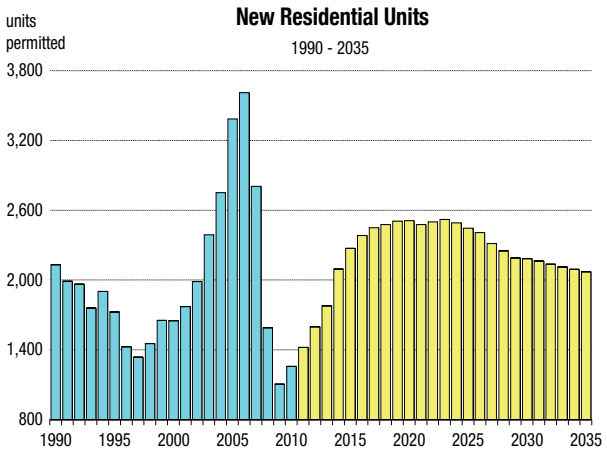
- Farm production is forecast to increase by 2.9 percent per year between 2011 and 2016. The principal crop in the county is dairy products.

Tulare County Economic Forecast

2006-2010 History, 2011-2040 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)
2006	413,549	1,397	341	122	3,612	$4.8	$10.7	$28,022	3.2	4.21	2.77	8.5
2007	420,826	1,625	343	126	2,807	$4.9	$11.8	$29,474	3.4	5.13	2.77	9.2
2008	427,727	1,083	345	129	1,590	$4.8	$12.0	$28,708	3.0	5.13	3.03	10.7
2009	435,835	2,508	347	131	1,105	$4.1	$11.9	$27,691	0.8	4.10	3.18	15.2
2010	444,096	2,649	349	132	1,259	$4.4	$12.4	$27,987	1.3	4.24	3.18	16.8
2011	452,452	2,655	351	133	1,421	$4.7	$13.1	$28,028	3.3	4.67	3.27	15.7
2012	461,000	2,800	355	135	1,598	$5.1	$13.8	$28,249	2.3	4.95	3.36	14.7
2013	469,680	2,863	359	136	1,778	$5.6	$14.5	$28,524	2.3	5.14	3.46	13.4
2014	478,630	3,056	364	138	2,095	$6.0	$15.3	$28,838	2.4	5.26	3.54	12.0
2015	487,562	2,961	370	140	2,273	$6.5	$16.2	$29,220	2.1	5.31	3.62	10.9
2016	496,533	2,921	378	142	2,384	$7.0	$17.0	$29,566	2.1	5.39	3.73	10.2
2017	505,511	2,851	385	145	2,450	$7.5	$17.8	$29,774	2.1	5.47	3.85	10.0
2018	514,247	2,529	393	147	2,477	$8.1	$18.7	$30,084	2.0	5.56	3.97	9.6
2019	523,111	2,560	400	150	2,508	$8.6	$19.7	$30,493	1.9	5.66	4.07	9.3
2020	531,898	2,378	407	152	2,511	$9.1	$20.6	$30,912	1.7	5.68	4.19	9.0
2021	540,599	2,176	414	155	2,478	$9.6	$21.6	$31,404	1.7	5.65	4.33	9.0
2022	549,518	2,277	420	157	2,501	$10.1	$22.8	$31,816	2.2	5.70	4.46	9.1
2023	558,537	2,267	427	160	2,522	$10.6	$24.0	$32,214	2.2	5.78	4.59	9.1
2024	567,517	2,115	433	162	2,492	$11.2	$25.2	$32,634	2.1	5.90	4.73	9.1
2025	576,253	1,762	439	165	2,446	$11.8	$26.4	$33,051	2.1	6.01	4.87	9.1
2026	584,949	1,611	445	167	2,409	$12.4	$27.7	$33,377	2.1	6.09	5.01	9.1
2027	593,188	1,054	451	170	2,315	$13.0	$28.9	$33,688	2.1	6.15	5.17	9.1
2028	601,058	597	457	172	2,251	$13.6	$30.2	$34,009	2.1	6.22	5.33	9.1
2029	608,567	156	462	174	2,190	$14.2	$31.5	$34,337	2.1	6.28	5.49	9.1
2030	616,708	714	468	177	2,186	$14.8	$32.9	$34,639	2.1	6.28	5.67	9.1
2031	624,730	531	474	179	2,163	$15.4	$34.4	$34,918	2.2	6.23	5.85	9.2
2032	632,707	432	479	181	2,136	$16.1	$35.8	$35,174	2.2	6.30	6.04	9.2
2033	640,738	437	485	183	2,114	$16.8	$37.4	$35,449	2.1	6.42	6.24	9.2
2034	648,808	434	490	185	2,094	$17.4	$39.0	$35,732	2.2	6.55	6.45	9.2
2035	656,879	403	496	187	2,072	$18.2	$40.7	$36,049	2.2	6.63	6.67	9.2
2036	664,982	410	501	189	2,053	$18.9	$42.5	$36,385	2.1	6.79	6.89	9.2
2037	673,104	409	507	191	2,034	$19.6	$44.3	$36,737	2.2	6.92	7.11	9.2
2038	681,218	385	513	194	2,015	$20.4	$46.3	$37,116	2.1	6.91	7.34	9.2
2039	689,328	367	519	196	1,996	$21.2	$48.4	$37,515	2.1	6.97	7.57	9.2
2040	697,466	382	525	198	1,979	$22.0	$50.5	$37,939	2.1	7.05	7.82	9.2

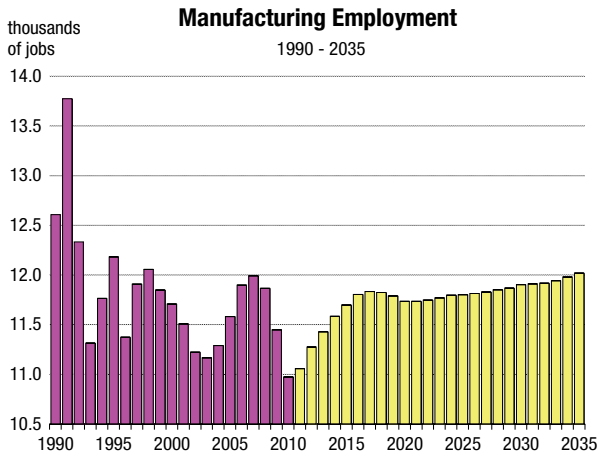


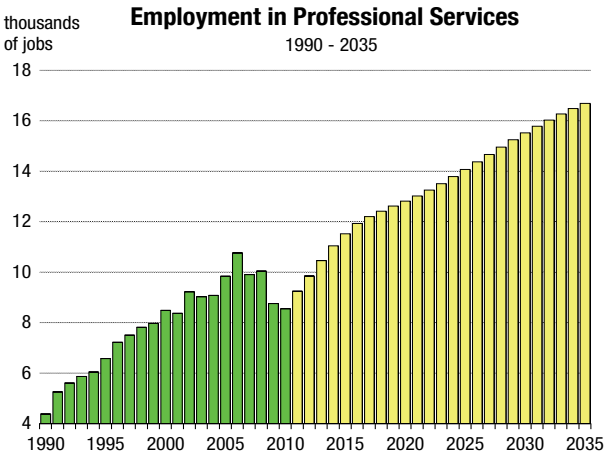


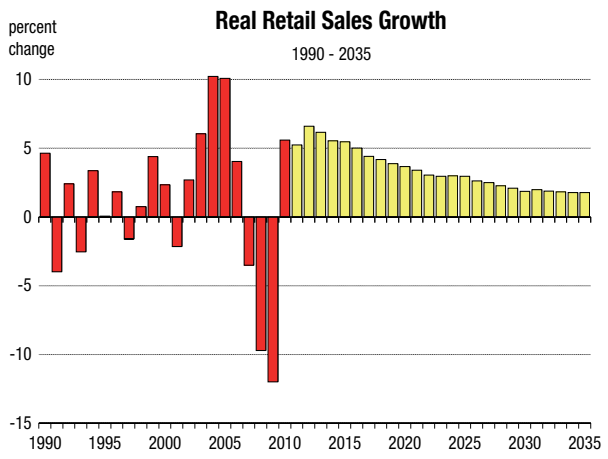
Tulare County Employment Forecast

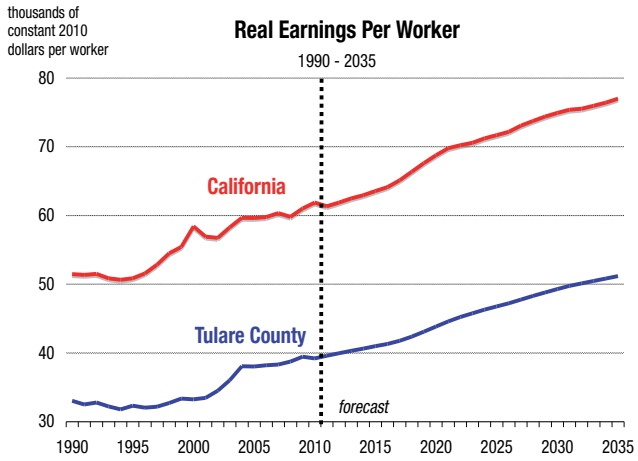
2006-2010 History, 2011-2040 Forecast

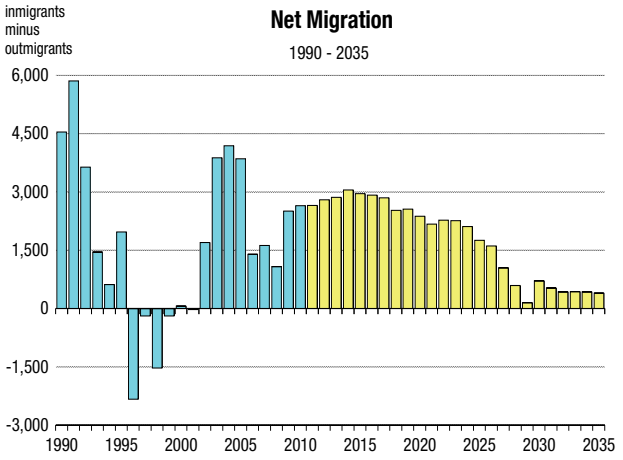
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	146.3	33.7	8.3	11.9	5.3	18.7	4.5	10.8	1.1	10.3	8.6	30.2
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	150.2	36.7	6.1	11.9	5.3	19.8	4.4	10.1	1.4	10.8	8.9	31.8
2009	143.6	36.4	4.6	11.5	5.0	18.3	4.0	8.8	1.2	10.6	9.0	31.3
2010	144.0	38.7	3.9	11.0	5.1	18.0	3.8	8.6	1.1	10.9	8.9	31.1
2011	145.7	38.4	4.4	11.1	5.2	18.5	3.8	9.2	1.1	11.2	9.1	30.7
2012	148.3	38.6	4.8	11.3	5.4	19.0	3.9	9.9	1.1	11.4	9.3	30.5
2013	151.9	39.0	5.1	11.4	5.6	19.7	4.0	10.5	1.2	11.6	9.5	31.0
2014	156.0	39.4	5.6	11.6	5.8	20.5	4.1	11.0	1.2	11.9	9.8	31.6
2015	160.0	39.9	6.1	11.7	5.9	21.3	4.2	11.5	1.2	12.2	10.1	32.2
2016	163.5	40.4	6.5	11.8	6.1	22.1	4.2	11.9	1.2	12.5	10.4	32.7
2017	166.0	40.8	6.7	11.8	6.2	22.6	4.3	12.2	1.2	12.7	10.7	32.9
2018	168.4	41.3	6.9	11.8	6.3	23.1	4.3	12.4	1.2	12.9	10.9	33.3
2019	170.6	41.7	7.0	11.8	6.5	23.5	4.3	12.6	1.2	13.1	11.1	33.6
2020	172.8	42.2	7.1	11.7	6.8	23.9	4.4	12.8	1.2	13.3	11.3	34.0
2021	174.9	42.5	7.1	11.7	7.0	24.4	4.4	13.0	1.3	13.6	11.4	34.4
2022	176.9	42.7	7.0	11.7	7.2	24.9	4.4	13.3	1.3	13.8	11.6	34.7
2023	179.1	43.0	7.1	11.8	7.3	25.4	4.5	13.5	1.3	14.0	11.7	35.1
2024	181.2	43.4	7.1	11.8	7.5	25.8	4.5	13.8	1.3	14.3	11.9	35.4
2025	183.4	43.7	7.1	11.8	7.7	26.3	4.6	14.1	1.3	14.6	12.0	35.8
2026	185.6	44.2	7.1	11.8	7.8	26.8	4.6	14.4	1.3	14.8	12.2	36.1
2027	187.7	44.6	7.0	11.8	7.9	27.3	4.7	14.7	1.3	15.1	12.3	36.4
2028	189.9	45.0	6.9	11.9	8.0	27.8	4.7	15.0	1.3	15.4	12.5	36.7
2029	192.1	45.3	6.9	11.9	8.1	28.3	4.8	15.3	1.3	15.7	12.7	37.1
2030	194.3	45.7	6.9	11.9	8.3	28.8	4.8	15.5	1.3	16.0	12.8	37.4
2031	196.3	45.9	6.8	11.9	8.4	29.2	4.9	15.8	1.3	16.3	13.0	37.7
2032	198.3	46.1	6.8	11.9	8.5	29.7	4.9	16.0	1.3	16.6	13.1	38.1
2033	200.4	46.3	6.8	11.9	8.7	30.2	4.9	16.3	1.3	17.0	13.3	38.4
2034	202.7	46.7	6.8	12.0	8.8	30.7	5.0	16.5	1.3	17.3	13.5	38.8
2035	204.9	47.1	6.7	12.0	9.0	31.2	5.0	16.7	1.3	17.6	13.7	39.1
2036	207.3	47.5	6.7	12.1	9.1	31.7	5.1	16.9	1.4	17.9	13.9	39.5
2037	209.7	48.1	6.7	12.1	9.2	32.2	5.1	17.1	1.4	18.3	14.1	39.9
2038	212.2	48.5	6.7	12.1	9.4	32.7	5.2	17.3	1.4	18.6	14.3	40.3
2039	214.6	48.9	6.6	12.1	9.5	33.2	5.2	17.5	1.4	19.0	14.5	40.7
2040	217.0	49.3	6.6	12.1	9.7	33.8	5.3	17.7	1.4	19.3	14.7	41.1

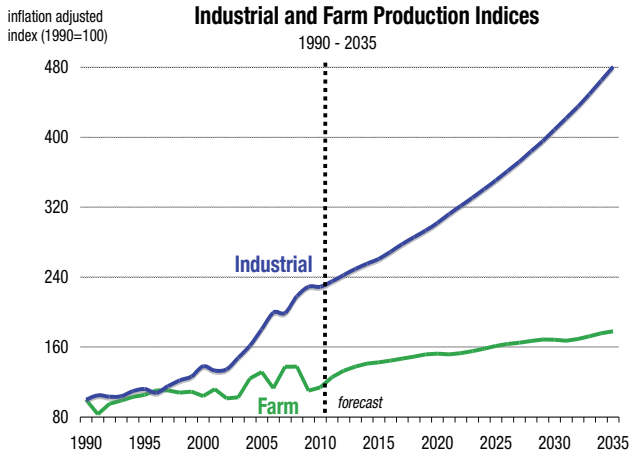












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	32.4 %
Expected job growth:	12.2 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	15.8 %
Expected population growth:	9.7 %
Net migration to account for:	33.1 %
Expected growth in number of vehicles:	7.5 %

Demographics (2011)

Unemployment rate (June 2011):	15.8 %
County Rank* in California (58 counties):	44th
Working age (16-64) population:	61.2 %
Population with B.A. Degree or higher:	12.6 %
Median Home Selling Price:	$140,000
Median Household Income:	$41,668

Quality of Life

Violent Crime rate (2009):	505 per 100,000 persons
County Rank* in California (58 counties):	45th
Average Commute Time to work (2011):	22.2 minutes
High School drop out rate (2009):	26.1 %
Households at/below poverty line:	18.6 %

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

Tuolumne County Economic Forecast

Like many other counties in the Sierra Nevada mountain ranges, most of the land (80 percent) in Tuolumne County is publicly owned by government departments. The two major areas of public land are sections of Yosemite National Park and Stanislaus National Forest. Located in Jamestown, the Sierra Conservation Center prison houses over 5,300 inmates and employs over 1,200 guards and support staff. Tuolumne County has a population of 55,255 people and 15,820 wage and salary jobs. The per capita income in Tuolumne County is $36,519, and the average salary per worker is $45,121.

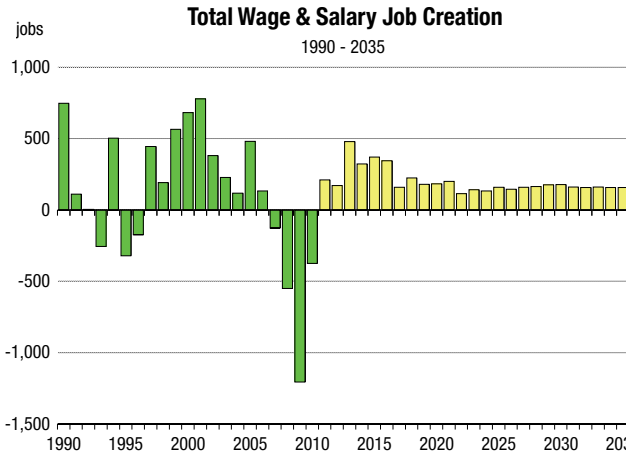
In 2010, 370 total wage and salary jobs were lost in Tuolumne County, representing an employment decline of 2.3 percent. The unemployment rate increased to 14.0 percent in 2010.

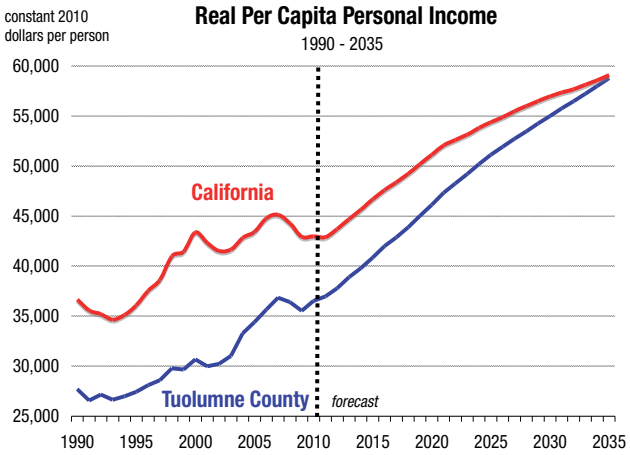
The only sector adding jobs in Tuolumne County during 2010 was health and education, which increased employment by 159 jobs. The largest employment declines were in leisure services (-97 jobs), manufacturing (-93 jobs), government (-88 jobs), and construction (-47 jobs).

The largest sectors in the county are leisure services, education and healthcare services, retail trade, and government, which account for 76 percent of all employment in the county.

Between the 2000 and 2010 census the population of Tuolumne County grew by just 1.6 percent, making it the fifth slowest county in California. The county is dependent on net migration for growth because the natural increase has been negative since 1994. The only incorporated city in the county is Sonora, which has a population of 4,900. Sonora grew by 10.9 percent over the past decade.

Employment growth is expected to continue at a moderate level over the forecast period. Population growth is expected to remain very low, and eventually turns negative.





Forecast Highlights

- Total wage and salary job growth is forecast at 1.3 percent 2011. From 2011 to 2016, total employment 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 increase an average of 0.5 percent per year from 2011 to 2016.

- Between 2010 and 2015, the momentum for employment growth occurs in government, healthcare and education services and retail trade. These sectors account for 55 percent of all jobs created in the county during the 2011 to 2016 period.

- Population is expected to remain approximately unchanged for the foreseeable future. Between 2011 and 2016 population grows by a total of just 0.2 percent.

- Net migration is forecast to be marginally positive in 2011. Between 2011 and 2016, the migration forecast averages 210 people entering the county per year. All population growth will come from net migration, as the natural increase remains negative.

- Real per capita income is forecast to increase 1.2 percent in 2011. From 2011 to 2016, the growth in real per capita income will average approximately 2.6 percent per year.

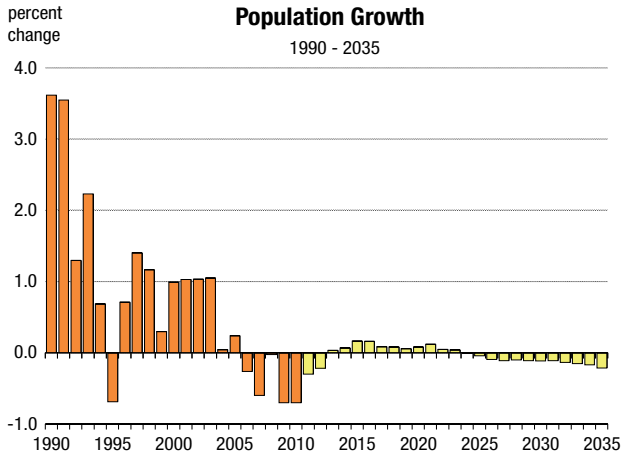
- Total taxable sales adjusted for inflation are expected to rise by 1.3 percent in 2011. During the 2011 to 2016 period taxable sales are expected to increase by an average of 4.7 percent per year.

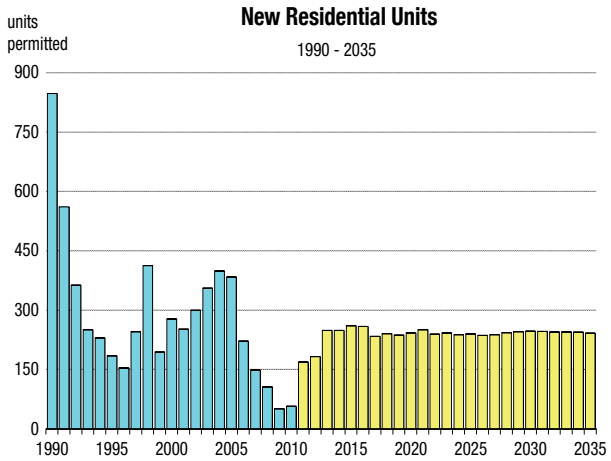
- Industrial production is forecast to increase by 0.7 percent in 2011. Between 2011 and 2016 the growth rate of industrial production averages 4.3 percent per year.
averages 1.9 percent per year.

Tuolumne County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	56,384	-26	78.1	22.3	222	$0.65	$1.85	$35,652	3.2	27.2	315.7	5.8
2007	56,048	-188	76.2	22.5	149	$0.65	$1.96	$36,846	3.4	19.3	307.5	6.2
2008	56,035	100	76.3	22.6	106	$0.61	$2.00	$36,397	3.0	20.1	312.1	7.9
2009	55,644	-291	74.8	22.7	51	$0.52	$1.95	$35,521	0.8	17.2	237.0	12.5
2010	55,255	-226	74.8	22.7	57	$0.51	$2.02	$36,519	1.3	17.5	208.9	14.0
2011	55,090	28	75.1	22.8	169	$0.54	$2.10	$36,953	3.3	17.9	210.4	12.9
2012	54,972	81	75.4	23.0	183	$0.58	$2.19	$37,784	2.3	18.1	213.0	11.9
2013	54,991	228	76.6	23.1	249	$0.62	$2.31	$38,884	2.3	18.2	221.8	10.4
2014	55,030	259	77.3	23.3	249	$0.67	$2.42	$39,786	2.4	18.3	233.9	9.1
2015	55,120	324	78.2	23.5	261	$0.71	$2.55	$40,852	2.1	18.4	246.9	7.8
2016	55,209	335	79.4	23.7	259	$0.76	$2.67	$41,987	2.1	18.4	259.4	7.0
2017	55,257	307	79.9	23.9	234	$0.80	$2.79	$42,850	2.1	18.4	271.4	6.6
2018	55,302	318	80.6	24.1	241	$0.85	$2.91	$43,886	2.0	18.4	282.2	6.2
2019	55,336	320	81.2	24.3	237	$0.90	$3.05	$45,013	1.9	18.4	292.9	5.8
2020	55,382	348	81.8	24.5	242	$0.94	$3.18	$46,126	1.7	18.5	304.0	5.6
2021	55,449	385	82.2	24.7	251	$0.99	$3.32	$47,312	1.7	18.5	314.6	5.5
2022	55,475	360	82.5	24.9	239	$1.04	$3.46	$48,259	2.2	18.5	324.5	5.6
2023	55,498	369	83.0	25.1	242	$1.09	$3.61	$49,211	2.2	18.5	334.4	5.6
2024	55,495	355	83.3	25.3	239	$1.15	$3.76	$50,185	2.1	18.5	344.8	5.6
2025	55,472	347	83.8	25.5	240	$1.21	$3.91	$51,131	2.1	18.5	355.7	5.5
2026	55,420	331	84.2	25.7	236	$1.27	$4.05	$51,933	2.1	18.5	366.7	5.6
2027	55,360	335	84.6	25.9	238	$1.33	$4.19	$52,716	2.1	18.5	378.3	5.5
2028	55,305	353	85.0	26.1	243	$1.39	$4.34	$53,472	2.1	18.5	390.6	5.5
2029	55,244	358	85.5	26.3	246	$1.46	$4.49	$54,244	2.1	18.5	403.3	5.5
2030	55,182	368	86.0	26.5	247	$1.53	$4.64	$55,009	2.1	18.5	416.8	5.5
2031	55,122	377	86.4	26.7	246	$1.60	$4.80	$55,752	2.2	18.5	431.1	5.5
2032	55,049	373	86.8	26.9	245	$1.68	$4.96	$56,491	2.2	18.5	445.6	5.5
2033	54,967	374	87.2	27.1	245	$1.76	$5.13	$57,236	2.1	18.5	460.2	5.5
2034	54,874	373	87.6	27.3	244	$1.84	$5.30	$57,984	2.2	18.5	475.0	5.5
2035	54,757	360	88.0	27.5	242	$1.93	$5.48	$58,786	2.2	18.5	490.1	5.5
2036	54,642	373	88.4	27.7	244	$2.02	$5.66	$59,611	2.1	18.5	505.6	5.5
2037	54,465	323	88.7	27.8	234	$2.11	$5.85	$60,475	2.2	18.5	521.5	5.5
2038	54,263	310	89.1	28.0	231	$2.21	$6.04	$61,402	2.1	18.5	537.9	5.5
2039	54,048	310	89.4	28.2	231	$2.31	$6.24	$62,376	2.1	18.5	554.8	5.5
2040	53,833	324	89.8	28.4	233	$2.42	$6.45	$63,388	2.1	18.5	572.5	5.5

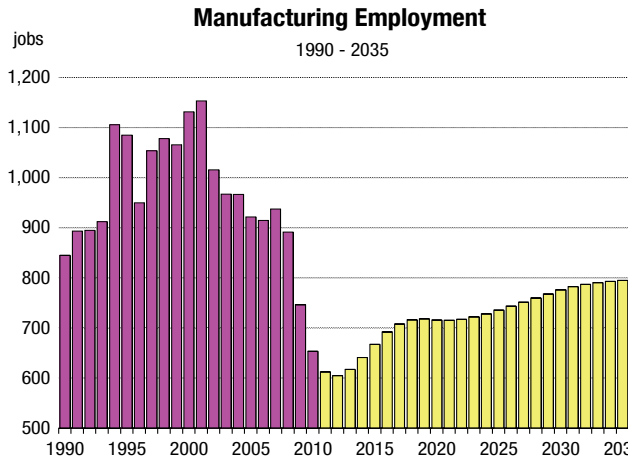


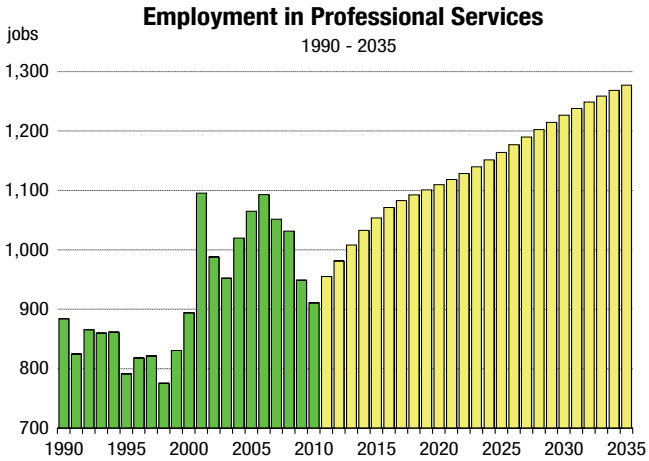


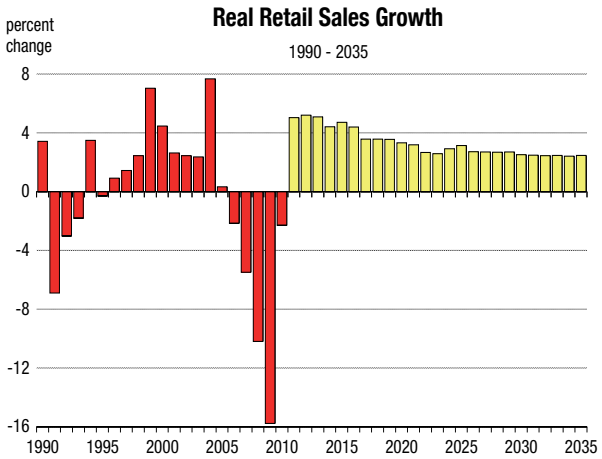
Tuolumne County Employment Forecast

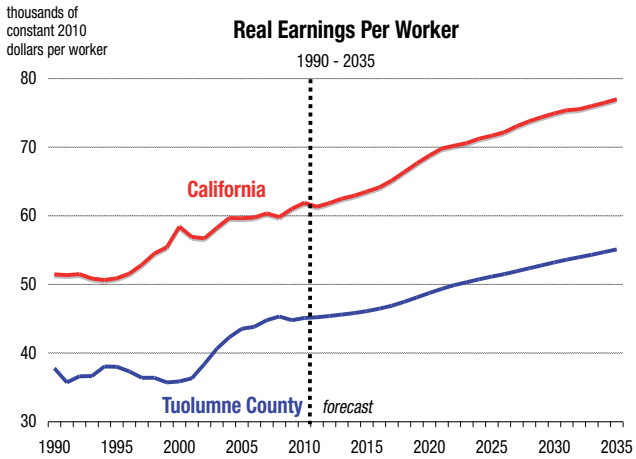
2006-2010 History, 2011-2040 Forecast

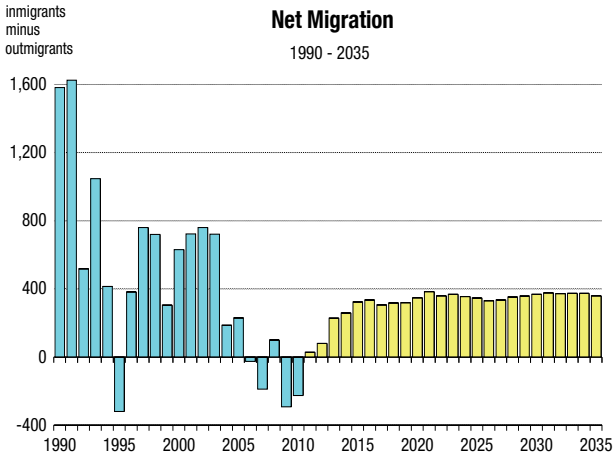
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	18.1	0.06	1.24	0.92	0.28	2.65	0.68	1.09	0.27	2.22	2.24	5.52
2007	17.9	0.07	1.10	0.94	0.30	2.61	0.66	1.05	0.26	2.30	2.28	5.57
2008	17.4	0.06	0.85	0.89	0.27	2.53	0.60	1.03	0.28	2.45	2.33	5.43
2009	16.2	0.06	0.59	0.75	0.20	2.28	0.54	0.95	0.26	2.54	2.12	5.37
2010	15.8	0.06	0.54	0.65	0.18	2.23	0.52	0.91	0.25	2.70	2.02	5.28
2011	16.0	0.06	0.73	0.61	0.20	2.24	0.53	0.96	0.25	2.77	2.04	5.12
2012	16.2	0.06	0.73	0.60	0.21	2.28	0.53	0.98	0.26	2.84	2.06	5.08
2013	16.7	0.06	0.81	0.62	0.22	2.32	0.54	1.01	0.26	2.91	2.07	5.21
2014	17.0	0.06	0.82	0.64	0.23	2.36	0.55	1.03	0.27	2.98	2.10	5.28
2015	17.4	0.06	0.84	0.67	0.24	2.41	0.55	1.05	0.27	3.04	2.12	5.38
2016	17.7	0.06	0.85	0.69	0.25	2.45	0.56	1.07	0.28	3.11	2.15	5.50
2017	17.9	0.06	0.84	0.71	0.26	2.49	0.56	1.08	0.28	3.17	2.17	5.52
2018	18.1	0.06	0.87	0.72	0.27	2.52	0.56	1.09	0.28	3.23	2.18	5.57
2019	18.3	0.06	0.88	0.72	0.28	2.56	0.56	1.10	0.28	3.29	2.20	5.60
2020	18.5	0.06	0.91	0.72	0.29	2.59	0.57	1.11	0.28	3.34	2.21	5.63
2021	18.7	0.06	0.93	0.72	0.31	2.62	0.57	1.12	0.28	3.39	2.22	5.69
2022	18.8	0.06	0.94	0.72	0.32	2.65	0.57	1.13	0.28	3.43	2.23	5.69
2023	18.9	0.06	0.95	0.72	0.33	2.67	0.57	1.14	0.29	3.48	2.24	5.71
2024	19.1	0.06	0.96	0.73	0.34	2.70	0.58	1.15	0.29	3.52	2.25	5.72
2025	19.2	0.06	0.98	0.74	0.35	2.73	0.58	1.16	0.29	3.56	2.26	5.75
2026	19.4	0.06	0.98	0.74	0.36	2.76	0.58	1.18	0.29	3.60	2.27	5.78
2027	19.5	0.06	1.00	0.75	0.37	2.78	0.59	1.19	0.29	3.65	2.28	5.81
2028	19.7	0.06	1.02	0.76	0.37	2.81	0.59	1.20	0.30	3.69	2.29	5.84
2029	19.9	0.06	1.04	0.77	0.38	2.84	0.59	1.21	0.30	3.74	2.30	5.88
2030	20.1	0.06	1.06	0.78	0.39	2.86	0.60	1.23	0.30	3.80	2.31	5.92
2031	20.2	0.06	1.07	0.78	0.40	2.89	0.60	1.24	0.30	3.85	2.32	5.95
2032	20.4	0.06	1.08	0.79	0.41	2.91	0.60	1.25	0.30	3.90	2.33	5.98
2033	20.5	0.06	1.09	0.79	0.42	2.93	0.61	1.26	0.31	3.96	2.34	6.02
2034	20.7	0.06	1.09	0.79	0.43	2.96	0.61	1.27	0.31	4.01	2.35	6.05
2035	20.8	0.06	1.10	0.79	0.43	2.98	0.62	1.28	0.31	4.06	2.36	6.09
2036	21.0	0.06	1.11	0.80	0.44	3.00	0.62	1.29	0.31	4.12	2.37	6.13
2037	21.2	0.06	1.11	0.80	0.45	3.03	0.62	1.30	0.31	4.17	2.38	6.17
2038	21.3	0.06	1.12	0.80	0.46	3.05	0.63	1.30	0.31	4.22	2.40	6.21
2039	21.5	0.06	1.13	0.80	0.47	3.08	0.63	1.31	0.32	4.26	2.41	6.25
2040	21.6	0.06	1.14	0.80	0.48	3.10	0.63	1.32	0.32	4.31	2.42	6.30

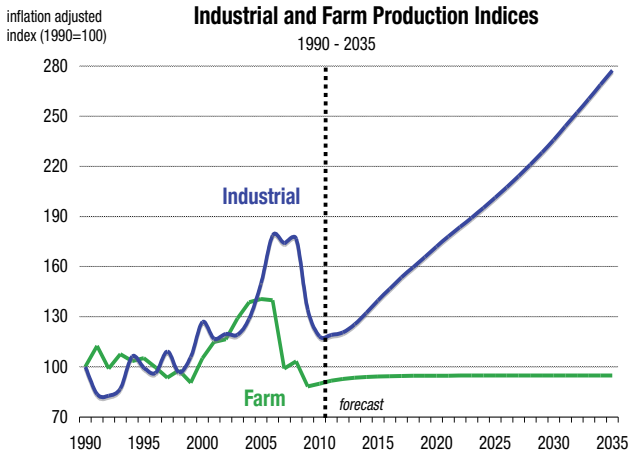












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	26.2 %
Expected job growth:	10.6 %
Fastest growing jobs sector:	Transportation, Warehousing & Utilities
Expected personal income growth:	13.9 %
Expected population growth:	0.2 %
Net migration to account for:	100.0 %
Expected growth in number of vehicles:	5.7 %

Demographics (2011)

Unemployment rate (June 2011)	13.6 %
County Rank* in California (58 counties):	31st
Working age (16-64) population:	64.4 %
Population with B.A. Degree or higher:	17.9 %
Median Home Selling Price:	$180,000
Median Household Income:	$47,508

Quality of Life

Violent Crime rate (2009):	280 per 100,000 persons
County Rank* in California (58 counties):	16th
Average Commute Time to work (2011):	24.8 minutes
High School drop out rate (2009):	19.5 %
Households at/below poverty line:	7.0 %

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

Ventura County Economic Forecast

Ventura County, located immediately northwest of Los Angeles County, historically served as a bedroom community for the principal job base in the San Fernando and San Gabriel Valleys. However, the county has evolved into a jobs center with the growth of the technology corridor that stretches along Highway 101 from Woodland Hills to Camarillo.

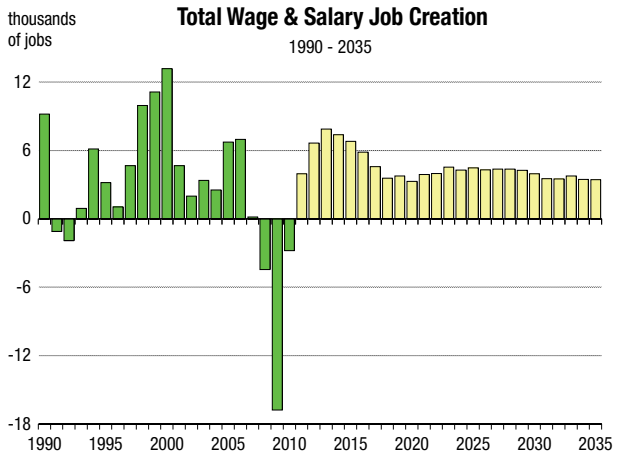
Ventura County has a population of 825,000 people and more than 296,800 wage and salary jobs. The average salary per worker is $58,389, while per capita income is $45,494.

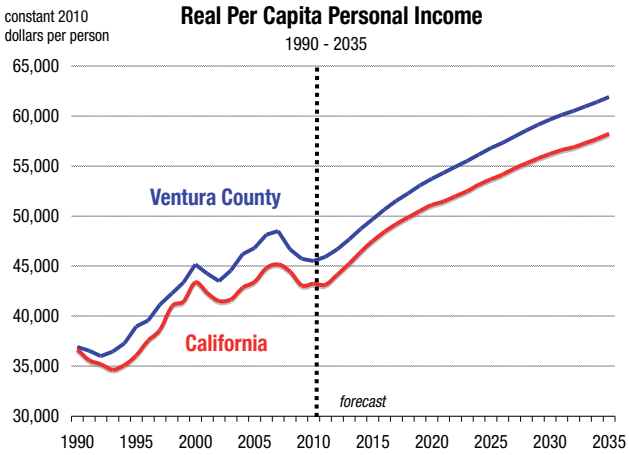
Across Southern California job loss continued for the third straight year in 2010, though the rate of decline was much lower than in 2009. During 2010, 2,800 total jobs were lost in Ventura County, representing a growth rate of -0.9 percent. The unemployment rate increased to 10.7 percent.

The principal employment clusters in Ventura County are biotechnology, information technology, healthcare services, financial services, and the U.S. Navy. Amgen, the largest private employer in the county has downsized by over 2,100 workers since 2007. Another very large employer, Countrywide, merged with Bank of America and consolidated. The U.S. Navy (Point Mugu and Port Hueneme naval bases) and the County government are the largest public employers, though naval employment is expected to continue downsizing over time.

The farm sector currently employs over 24,000 workers, or 8 percent of total employment. Annual agricultural crop production is at record levels, exceeding $1.6 billion in value.

The largest city in the county is Oxnard, which grew 16.2 percent between the 2000 and 2010 census. Most future housing production (and non-residential building) will occur in the western portion of the county, particularly in Oxnard.





Forecast Highlights

- Annual job growth is forecast to turn positive in 2011, rising 1.3 percent. From 2011 to 2016, the annual growth rate is expected to average 2.2 percent per year. The farm sector is expected to expand modestly.

- Average salaries adjusted for inflation are currently below the California state average after falling sharply beginning in 2006 due to layoffs in high paying sectors. Salaries remain slightly below the California average throughout the forecast. Real average salaries rise an average of 1.3 percent per year from 2011 to 2016.

- Employment growth is forecast to be strongest in professional services, retail trade, construction, leisure, and healthcare and education. These sectors each grow by at least 3,000 jobs between 2011 and 2016, and together account for 64 percent of total wage and salary job creation.

- Population will continue to grow in the county. Annual growth in the 2011 to 2016 period averages 1.1 percent per year.

- Net migration is forecast to remain low over the forecast, averaging 3,100 persons entering the county per year from 2011 to 2016.

- Real per capita incomes rise 0.9 percent in 2011. An annual compound rate of growth of 2.0 percent per year is forecast from 2011 to 2016.

- Total taxable sales adjusted for inflation are expected to increase by an average of 4.9 percent per year from 2011 to 2016.

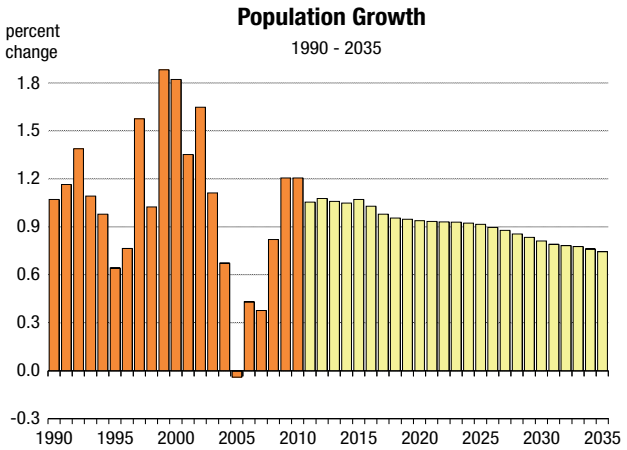
- Industrial production rises 1.8 percent in 2011. From 2011 to 2016, the growth rate of industrial production averages 2.0 percent per year.

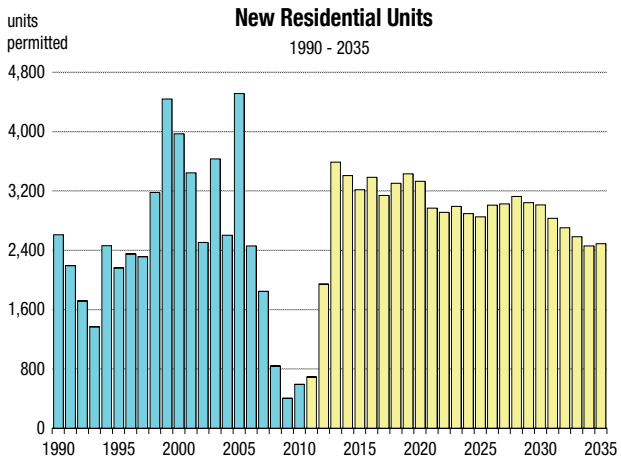
- Farm production is forecast to increase by 0.2 percent per year between 2011 and 2016. The principal crop in the county is strawberries.

Ventura County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	796,305	-4,011	760	262	2,461	$12.3	$35.7	$48,133	4.3	1,619	7.1	4.3
2007	799,309	-4,551	756	265	1,847	$12.2	$37.3	$48,514	3.3	1,611	7.1	4.9
2008	805,874	-597	753	267	842	$11.3	$37.5	$46,664	3.5	1,620	7.4	6.2
2009	815,600	2,846	751	268	404	$9.9	$36.9	$45,740	-0.8	1,643	7.2	10.0
2010	825,443	3,728	754	269	592	$10.5	$37.6	$45,494	1.2	1,640	7.1	10.7
2011	834,158	2,648	757	270	694	$11.0	$39.2	$45,917	2.3	1,679	7.2	10.0
2012	843,149	3,283	767	270	1,943	$11.7	$41.2	$46,663	2.3	1,678	7.2	9.0
2013	852,083	3,216	781	272	3,590	$12.7	$43.6	$47,670	2.5	1,690	7.4	7.8
2014	861,025	3,044	795	276	3,410	$13.7	$46.2	$48,717	2.7	1,690	7.5	6.8
2015	870,253	3,287	809	279	3,220	$14.8	$49.0	$49,683	2.8	1,687	7.7	5.7
2016	879,215	3,049	821	282	3,384	$16.0	$51.9	$50,658	2.9	1,698	7.9	5.2
2017	887,835	2,734	831	285	3,142	$17.2	$54.8	$51,520	2.8	1,697	8.2	4.9
2018	896,325	2,636	840	288	3,305	$18.3	$57.6	$52,269	2.7	1,701	8.4	4.7
2019	904,822	2,690	849	291	3,432	$19.5	$60.6	$53,064	2.5	1,704	8.6	4.5
2020	913,314	2,832	857	295	3,332	$20.5	$63.3	$53,727	2.3	1,692	8.8	4.3
2021	921,847	2,962	865	298	2,969	$21.4	$66.1	$54,327	2.2	1,688	9.1	4.3
2022	930,439	3,071	872	301	2,914	$22.3	$68.9	$54,909	2.3	1,701	9.4	4.3
2023	939,095	3,208	880	303	2,992	$23.3	$71.9	$55,505	2.2	1,701	9.7	4.3
2024	947,763	3,223	888	306	2,895	$24.3	$75.0	$56,156	2.2	1,707	9.9	4.3
2025	956,445	3,247	896	309	2,851	$25.5	$78.2	$56,793	2.2	1,706	10.2	4.3
2026	965,026	3,158	905	312	3,009	$26.7	$81.3	$57,332	2.2	1,704	10.5	4.3
2027	973,506	3,075	913	315	3,025	$28.0	$84.7	$57,945	2.1	1,701	10.8	4.3
2028	981,843	2,967	921	317	3,127	$29.4	$88.2	$58,548	2.2	1,704	11.2	4.3
2029	990,039	2,848	930	320	3,044	$30.8	$91.7	$59,121	2.2	1,701	11.5	4.3
2030	998,077	2,706	937	323	3,012	$32.1	$95.4	$59,651	2.2	1,691	11.9	4.3
2031	1,005,977	2,595	945	326	2,831	$33.5	$99.0	$60,119	2.2	1,687	12.2	4.3
2032	1,013,854	2,580	952	329	2,706	$34.9	$102.7	$60,520	2.2	1,704	12.6	4.3
2033	1,021,733	2,577	960	331	2,585	$36.4	$106.6	$60,971	2.2	1,705	13.0	4.3
2034	1,029,518	2,509	968	334	2,460	$38.0	$110.7	$61,412	2.3	1,709	13.4	4.3
2035	1,037,195	2,418	975	336	2,489	$39.6	$114.9	$61,912	2.2	1,702	13.8	4.3
2036	1,044,687	2,249	983	339	2,519	$41.2	$119.2	$62,429	2.2	1,717	14.2	4.3
2037	1,052,126	2,201	991	341	2,404	$43.0	$123.8	$62,972	2.2	1,709	14.6	4.3
2038	1,059,531	2,167	999	343	2,236	$44.9	$128.5	$63,515	2.2	1,691	15.1	4.3
2039	1,066,935	2,139	1,007	345	2,160	$46.8	$133.3	$64,063	2.2	1,707	15.5	4.3
2040	1,074,355	2,133	1,016	347	2,131	$48.8	$138.4	$64,657	2.1	1,703	16.0	4.3

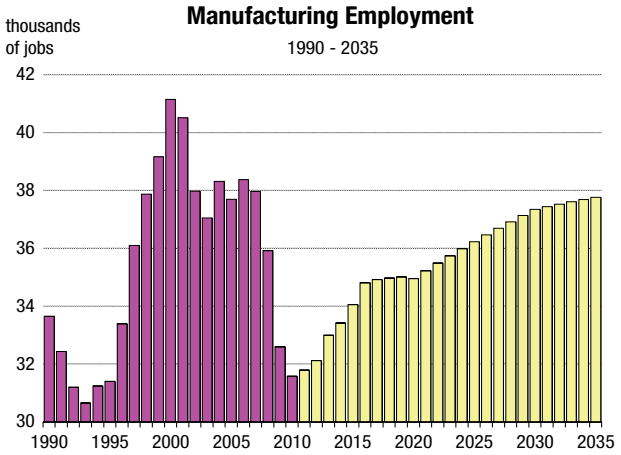


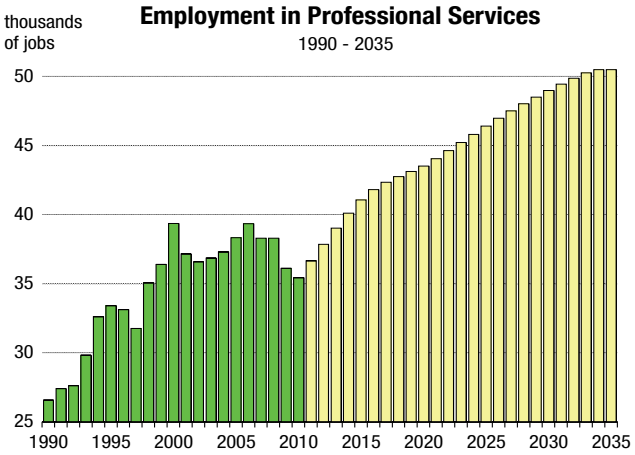


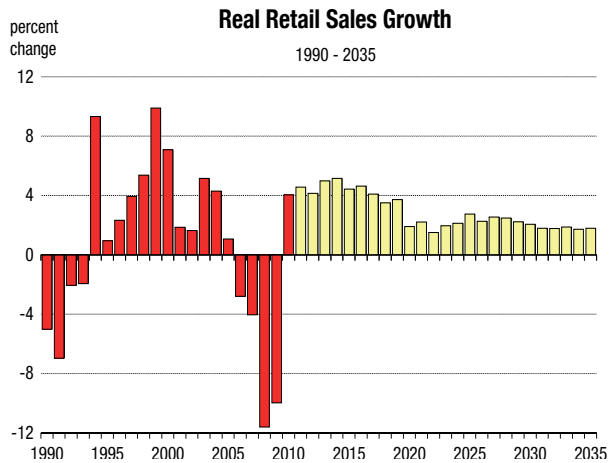
Ventura County Employment Forecast

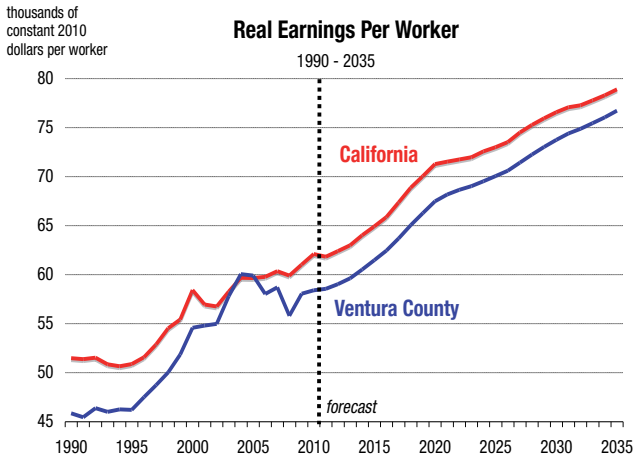
2006-2010 History, 2011-2040 Forecast

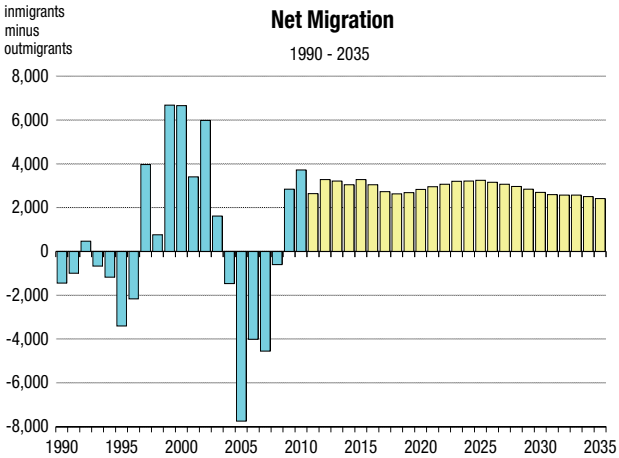
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	320.7	22.9	20.5	38.4	6.1	50.3	24.0	39.3	6.0	28.9	30.5	42.5
2007	320.8	24.0	18.8	38.0	6.1	50.6	22.7	38.3	5.8	30.5	32.0	43.0
2008	316.4	25.1	16.7	35.9	6.0	50.1	21.1	38.3	5.6	31.8	31.5	43.1
2009	299.6	24.0	13.2	32.6	5.4	47.1	20.4	36.1	5.3	32.3	29.8	42.9
2010	296.8	24.4	11.3	31.6	5.4	47.4	20.2	35.5	5.2	32.9	30.3	42.6
2011	300.8	24.3	10.8	31.8	5.4	49.8	20.0	36.7	5.3	33.5	30.7	42.3
2012	307.5	24.8	11.3	32.1	5.4	50.9	20.9	37.8	5.5	34.2	31.4	42.7
2013	315.3	24.8	12.7	33.0	5.5	51.9	21.9	39.0	5.7	35.0	32.3	43.1
2014	322.7	25.0	13.7	33.4	5.6	53.1	22.8	40.1	5.9	35.8	33.4	43.4
2015	329.5	25.0	14.6	34.1	5.6	54.3	23.0	41.1	6.1	36.6	34.8	43.8
2016	335.4	24.9	15.3	34.8	5.7	55.6	23.0	41.8	6.2	37.4	35.9	44.1
2017	340.0	25.1	15.9	34.9	5.7	56.7	22.6	42.4	6.3	38.3	36.8	44.4
2018	343.6	25.1	16.4	35.0	5.8	57.7	22.2	42.8	6.3	39.1	37.5	44.9
2019	347.4	25.1	16.9	35.0	5.9	58.8	22.2	43.1	6.3	40.0	37.8	45.4
2020	350.7	25.1	17.2	35.0	5.9	59.3	22.4	43.5	6.3	40.9	38.0	46.0
2021	354.6	25.0	17.5	35.2	6.0	60.0	22.7	44.1	6.2	41.8	38.5	46.6
2022	358.6	24.9	17.8	35.5	6.1	60.4	23.1	44.6	6.2	42.7	39.1	47.1
2023	363.1	25.1	18.2	35.7	6.1	61.0	23.6	45.2	6.2	43.6	39.6	47.6
2024	367.4	25.1	18.4	36.0	6.1	61.6	24.1	45.8	6.3	44.5	40.1	48.1
2025	371.9	25.2	18.7	36.2	6.2	62.4	24.6	46.4	6.3	45.4	40.5	48.6
2026	376.2	25.2	19.0	36.5	6.2	63.1	25.1	47.0	6.4	46.3	41.0	49.0
2027	380.6	25.1	19.4	36.7	6.2	63.9	25.7	47.5	6.5	47.2	41.5	49.5
2028	385.0	25.1	19.8	36.9	6.2	64.6	26.2	48.0	6.5	48.1	42.0	49.9
2029	389.2	25.1	20.3	37.1	6.2	65.3	26.7	48.5	6.6	48.9	42.5	50.3
2030	393.2	25.1	20.6	37.4	6.3	66.0	27.2	49.0	6.6	49.7	43.0	50.7
2031	396.7	25.0	20.9	37.4	6.3	66.5	27.7	49.4	6.6	50.5	43.5	51.1
2032	400.3	24.9	21.2	37.5	6.3	67.1	28.2	49.9	6.6	51.2	44.0	51.5
2033	404.0	25.1	21.5	37.6	6.3	67.7	28.6	50.3	6.7	52.0	44.5	51.8
2034	407.5	25.2	21.8	37.7	6.3	68.2	29.1	50.7	6.7	52.6	45.0	52.2
2035	411.0	25.2	22.2	37.8	6.3	68.8	29.6	51.0	6.8	53.3	45.5	52.5
2036	414.2	25.1	22.5	37.8	6.3	69.4	30.1	51.3	6.8	53.9	46.0	52.9
2037	417.8	25.3	22.8	37.9	6.3	70.0	30.6	51.7	6.8	54.4	46.6	53.2
2038	421.1	25.2	23.1	38.0	6.3	70.6	31.1	52.0	6.9	54.9	47.1	53.6
2039	424.3	25.0	23.5	38.0	6.3	71.3	31.7	52.4	6.9	55.4	47.6	54.0
2040	427.9	25.2	23.8	38.1	6.2	71.9	32.2	52.7	7.0	55.9	48.2	54.3

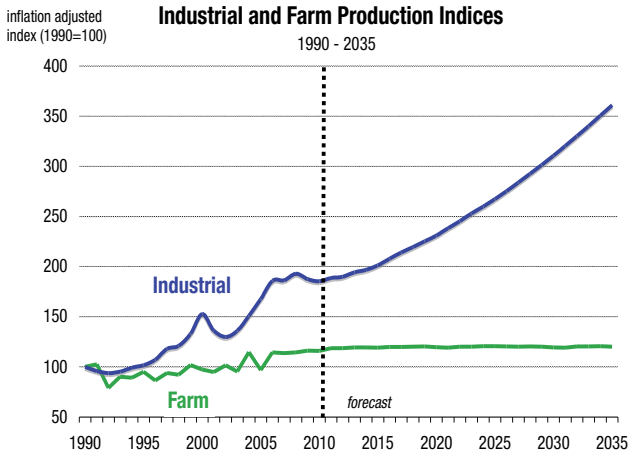












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	25.6 %
Expected job growth:	11.5 %
Fastest growing jobs sector:	Construction
Expected personal income growth:	16.3 %
Expected population growth:	5.4 %
Net migration to account for:	35.2 %
Expected growth in number of vehicles:	8.5 %

Demographics (2011)

Unemployment rate (June 2011):	10.3 %
County Rank* in California (58 counties):	11th
Working age (16-64) population:	64.8 %
Population with B.A. Degree or higher:	30.7 %
Median Home Selling Price:	$370,000
Median Household Income:	$72,474

Quality of Life

Violent Crime rate (2009):	242 per 100,000 persons
County Rank* in California (58 counties):	8th
Average Commute Time to work (2011):	26.7 minutes
High School drop out rate (2009):	14.7 %
Households at/below poverty line:	6.9 %

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

Yolo County Economic Forecast

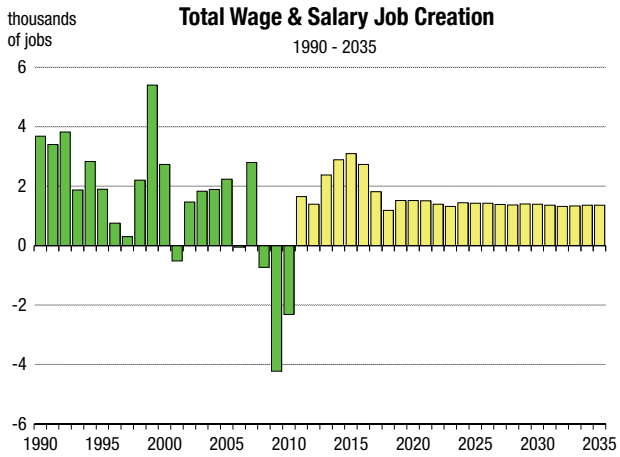
Yolo County, home to the University of California at Davis, is located in the Sacramento Valley bordering Sacramento County to the east and Napa County to the west. Yolo County has a population of 201,600 people and nearly 94,700 wage and salary jobs. The per capita income in Yolo County is $36,704, and the average salary per worker is $54,808.

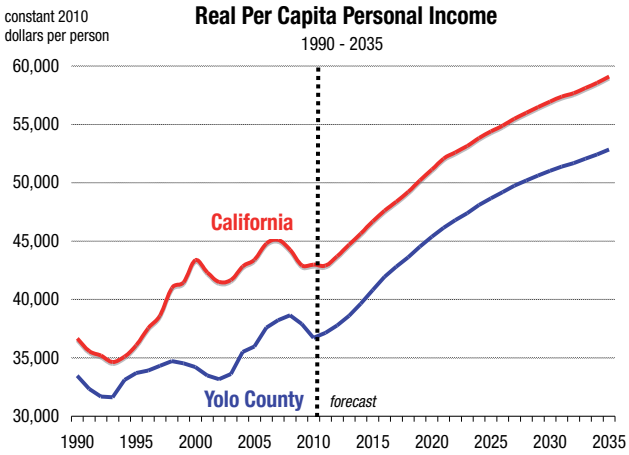
Employment in the Sacramento Valley (consisting of Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter Counties) declined 2.9 percent during 2010, the third straight year of contracting employment. In 2010, 2,300 total wage and salary jobs were lost in Yolo County, representing a decline of -2.4 percent. Non-farm employment fell by 2.5 percent. The unemployment rate increased to 12.9 percent in 2010.

Employment in Yolo County is now just below the 2003 level. The public sector has declined slightly in the past 2 years, but remains near an all time high in employment. Led by UC Davis, the public sector grew by 1,700 employees since 2003, while the private sector experienced contracting employment.

During 2010 the only sector to create employment in Yolo County was professional services. Employment losses during 2010 were greatest in the government (-570 jobs), construction (-480 jobs), wholesale trade (-290 jobs), and financial activities (-250 jobs) sectors.

The population grew by 19.1 percent in Yolo County between the 2000 and 2010 census. The fastest growing city was West Sacramento, which jumped 54 percent and accounted for more than half of the growth in the county over the past 10 years.





Forecast Highlights

- Positive job growth is forecast to resume in 2011, with total employment rising by 1.7 percent. Job growth is forecast to average 2.5 percent annually from 2011 to 2016.

- 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 1.0 percent per year from 2011 to 2016.

- Between 2011 and 2016, the sectors adding the most jobs will be professional services, transportation, wholesale trade, and government. Employment growth is widespread between sectors, with retail trade, leisure services, and education and health care also adding over 1,000 positions.

- Population growth averages 1.3 percent per year between 2011 and 2016.

- Net migration is expected to decline to approximately 1,000 people in 2011. From 2011 to 2016 net migration is expected to average 1,300 net migrants per year.

- Real per capita income will increase at a rate of 1.1 percent in 2011. Between 2011 and 2016 real per capita incomes are forecast to grow by an average of 2.5 percent per year.

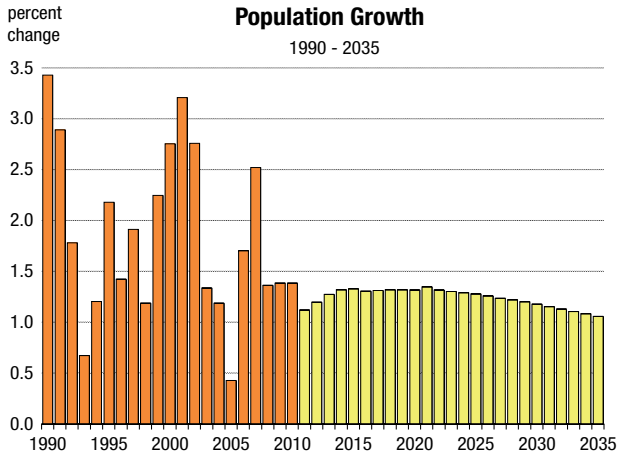
- Total taxable sales adjusted for inflation are expected to increase by an average of 4.9 percent per year over the 2011 to 2016 period.

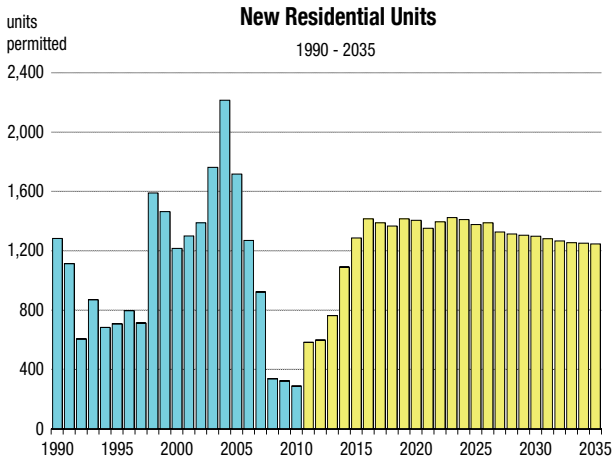
- Industrial production is forecast to increase by 3.2 percent in 2011. From 2011 to 2016, the growth rate of industrial production is also expected to average 3.7 percent per year.

Yolo County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (billions)	Unemploy-ment Rate (percent)
2006	188,704	1,764	166.6	68.1	1,270	$3.19	$6.5	$37,586	3.2	402.8	2.3	5.2
2007	193,460	3,275	168.6	69.2	924	$3.26	$7.0	$38,221	3.4	474.1	2.2	5.7
2008	196,095	1,154	169.1	70.6	338	$3.35	$7.4	$38,645	3.0	512.6	2.3	7.3
2009	198,809	1,254	170.6	71.2	323	$2.87	$7.4	$37,906	0.8	468.3	2.1	11.3
2010	201,561	1,441	170.0	71.6	289	$2.94	$7.4	$36,704	1.3	455.7	2.0	12.9
2011	203,821	1,000	172.8	72.1	584	$3.17	$7.8	$37,123	3.3	459.8	2.1	11.5
2012	206,260	1,139	175.3	72.7	598	$3.40	$8.2	$37,776	2.3	463.8	2.2	10.8
2013	208,888	1,289	177.9	73.3	765	$3.66	$8.7	$38,606	2.3	467.6	2.2	9.6
2014	211,644	1,386	180.5	74.1	1,091	$3.92	$9.3	$39,635	2.4	471.0	2.3	8.5
2015	214,458	1,424	183.1	75.2	1,287	$4.21	$9.9	$40,813	2.1	473.8	2.4	7.5
2016	217,260	1,391	185.8	76.4	1,416	$4.50	$10.5	$41,929	2.1	476.6	2.5	6.9
2017	220,114	1,409	188.3	77.9	1,389	$4.77	$11.1	$42,812	2.1	479.4	2.6	6.6
2018	223,020	1,428	190.7	79.2	1,367	$5.05	$11.7	$43,606	2.0	482.1	2.7	6.3
2019	225,965	1,449	193.0	80.6	1,416	$5.34	$12.3	$44,526	1.9	484.8	2.8	6.0
2020	228,944	1,465	195.2	82.0	1,407	$5.63	$12.9	$45,362	1.7	486.9	2.9	5.8
2021	232,032	1,557	196.8	83.4	1,353	$5.92	$13.5	$46,131	1.7	488.2	3.0	5.8
2022	235,088	1,524	198.2	84.8	1,396	$6.23	$14.2	$46,802	2.2	490.0	3.1	5.8
2023	238,155	1,535	199.4	86.1	1,424	$6.54	$14.9	$47,389	2.2	491.9	3.3	5.8
2024	241,230	1,538	200.8	87.6	1,411	$6.89	$15.7	$48,088	2.1	494.1	3.4	5.8
2025	244,315	1,543	202.0	89.0	1,378	$7.25	$16.4	$48,670	2.1	496.5	3.5	5.8
2026	247,392	1,550	203.1	90.3	1,389	$7.61	$17.1	$49,194	2.1	498.6	3.6	5.7
2027	250,451	1,561	204.4	91.7	1,327	$7.99	$17.9	$49,747	2.1	500.6	3.7	5.7
2028	253,508	1,568	205.8	93.0	1,314	$8.38	$18.7	$50,193	2.1	502.5	3.9	5.7
2029	256,556	1,562	207.1	94.4	1,305	$8.78	$19.4	$50,618	2.1	504.3	4.0	5.7
2030	259,581	1,546	208.3	95.7	1,299	$9.20	$20.3	$51,021	2.1	505.6	4.1	5.7
2031	262,580	1,524	209.9	96.9	1,283	$9.62	$21.1	$51,388	2.2	506.3	4.2	5.7
2032	265,550	1,504	211.6	98.2	1,266	$10.06	$21.9	$51,687	2.2	507.6	4.4	5.7
2033	268,490	1,485	213.3	99.5	1,255	$10.53	$22.8	$52,049	2.1	509.4	4.5	5.7
2034	271,399	1,464	214.9	100.7	1,252	$11.01	$23.7	$52,426	2.2	511.4	4.7	5.7
2035	274,271	1,445	216.3	102.0	1,247	$11.52	$24.7	$52,843	2.2	513.2	4.8	5.7
2036	277,113	1,426	217.8	103.2	1,217	$12.05	$25.7	$53,272	2.1	515.4	5.0	5.7
2037	279,932	1,409	219.5	104.4	1,205	$12.61	$26.7	$53,717	2.2	517.7	5.2	5.7
2038	282,734	1,393	221.0	105.6	1,196	$13.19	$27.8	$54,199	2.1	519.1	5.3	5.7
2039	285,523	1,377	222.4	106.8	1,188	$13.80	$28.9	$54,707	2.1	520.7	5.5	5.7
2040	288,300	1,362	223.8	108.0	1,180	$14.43	$30.1	$55,225	2.1	522.5	5.7	5.7

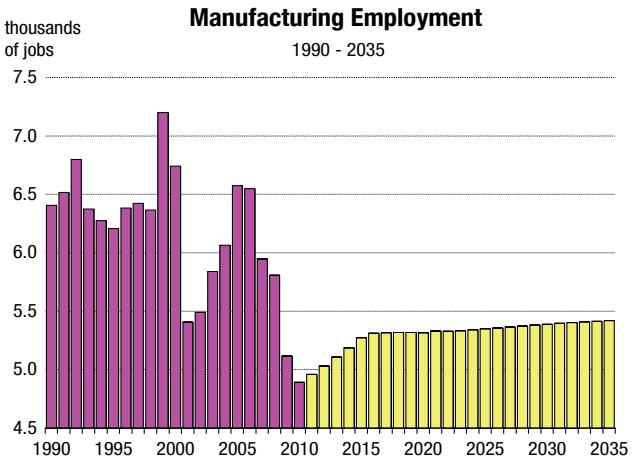


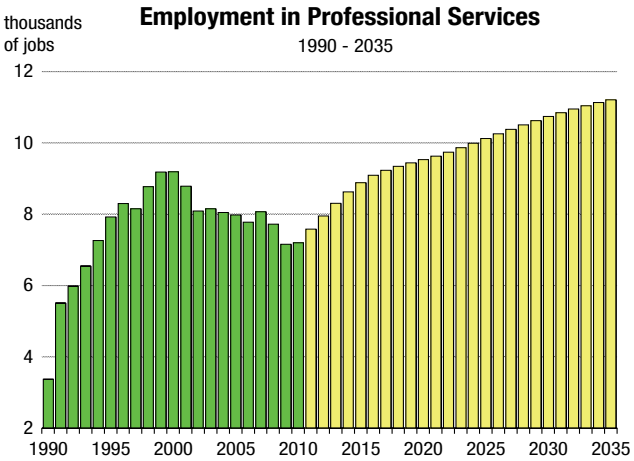


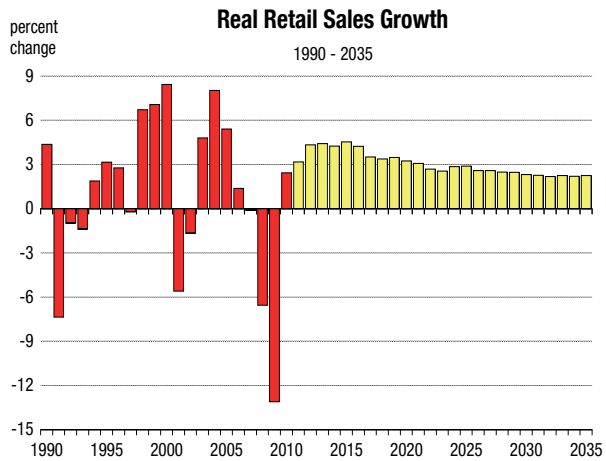
Yolo County Employment Forecast

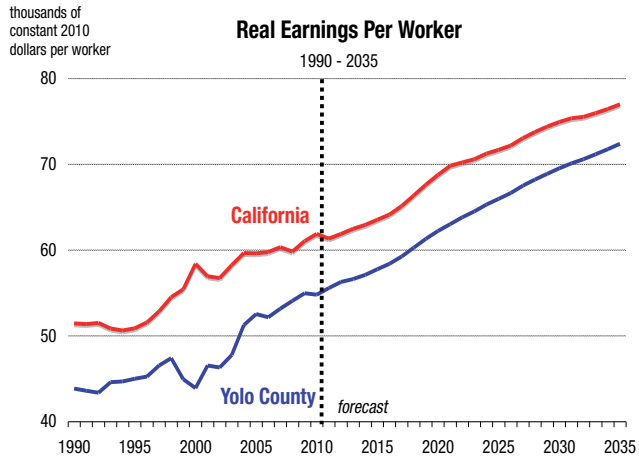
2006-2010 History, 2011-2040 Forecast

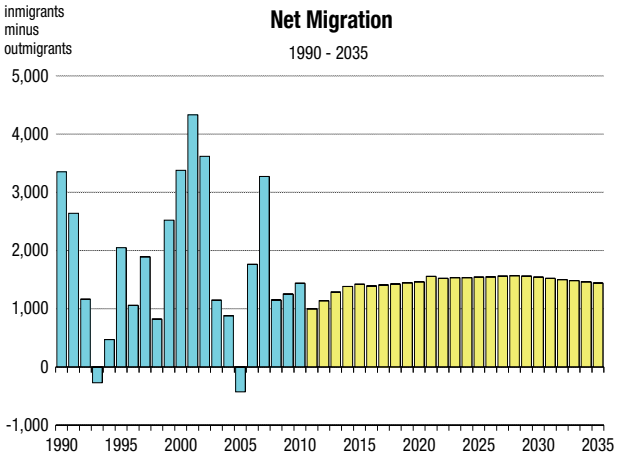
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	99.1	4.08	5.3	6.6	7.7	12.4	3.9	7.8	1.1	6.2	6.6	35.5
2007	101.9	4.28	5.5	6.0	8.0	13.0	4.3	8.1	1.2	6.6	6.6	36.2
2008	101.2	4.72	4.8	5.8	7.9	13.2	3.5	7.7	1.1	6.8	6.7	36.7
2009	97.0	5.18	4.0	5.1	6.9	12.4	3.0	7.2	1.1	6.8	6.7	36.6
2010	94.7	5.18	3.5	4.9	6.7	12.1	2.7	7.2	1.0	6.7	6.5	36.0
2011	96.3	5.16	3.6	5.0	6.8	12.6	2.8	7.6	1.1	7.2	6.8	35.6
2012	97.7	5.19	3.7	5.0	7.0	13.1	2.9	8.0	1.1	7.4	7.0	35.1
2013	100.1	5.21	3.8	5.1	7.3	13.8	3.0	8.3	1.2	7.6	7.2	35.4
2014	103.0	5.24	3.9	5.2	7.7	14.4	3.1	8.6	1.2	7.8	7.5	36.0
2015	106.1	5.25	4.0	5.3	8.1	15.1	3.2	8.9	1.2	8.0	7.7	37.0
2016	108.8	5.27	4.1	5.3	8.4	15.7	3.2	9.1	1.3	8.2	8.0	37.8
2017	110.6	5.29	4.2	5.3	8.7	16.1	3.3	9.2	1.3	8.3	8.2	38.2
2018	111.8	5.30	4.2	5.3	9.0	16.4	3.3	9.3	1.3	8.5	8.4	38.2
2019	113.3	5.32	4.4	5.3	9.4	16.7	3.4	9.4	1.3	8.7	8.5	38.5
2020	114.9	5.34	4.5	5.3	9.8	16.9	3.4	9.5	1.3	8.8	8.7	38.8
2021	116.4	5.34	4.6	5.3	10.2	17.2	3.4	9.6	1.3	9.0	8.8	39.0
2022	117.8	5.36	4.7	5.3	10.6	17.5	3.5	9.7	1.3	9.1	8.9	39.2
2023	119.1	5.37	4.7	5.3	10.9	17.7	3.5	9.9	1.3	9.3	9.0	39.3
2024	120.5	5.38	4.8	5.3	11.2	18.0	3.5	10.0	1.3	9.5	9.1	39.6
2025	122.0	5.40	4.8	5.4	11.5	18.3	3.6	10.1	1.4	9.7	9.2	39.8
2026	123.4	5.41	4.9	5.4	11.8	18.6	3.6	10.3	1.4	9.9	9.3	40.1
2027	124.8	5.42	4.9	5.4	12.0	18.9	3.7	10.4	1.4	10.1	9.4	40.4
2028	126.2	5.43	4.9	5.4	12.2	19.2	3.7	10.5	1.4	10.3	9.5	40.7
2029	127.6	5.45	4.9	5.4	12.4	19.5	3.8	10.6	1.4	10.5	9.6	41.0
2030	129.0	5.45	5.0	5.4	12.6	19.7	3.8	10.7	1.4	10.8	9.7	41.3
2031	130.3	5.46	5.0	5.4	12.8	20.0	3.9	10.9	1.4	11.0	9.9	41.6
2032	131.7	5.47	5.1	5.4	13.0	20.3	3.9	11.0	1.5	11.2	10.0	41.8
2033	133.0	5.48	5.2	5.4	13.2	20.5	4.0	11.0	1.5	11.4	10.1	42.0
2034	134.4	5.49	5.2	5.4	13.5	20.8	4.1	11.1	1.5	11.7	10.2	42.3
2035	135.7	5.50	5.3	5.4	13.7	21.1	4.1	11.2	1.5	11.9	10.3	42.6
2036	137.1	5.52	5.4	5.4	13.9	21.3	4.2	11.3	1.5	12.1	10.4	42.8
2037	138.5	5.53	5.4	5.4	14.1	21.6	4.2	11.4	1.5	12.4	10.5	43.1
2038	139.9	5.54	5.5	5.4	14.3	21.8	4.3	11.5	1.5	12.6	10.7	43.4
2039	141.3	5.55	5.6	5.4	14.5	22.1	4.3	11.5	1.6	12.9	10.8	43.7
2040	142.8	5.56	5.6	5.4	14.7	22.4	4.4	11.6	1.6	13.2	10.9	44.0

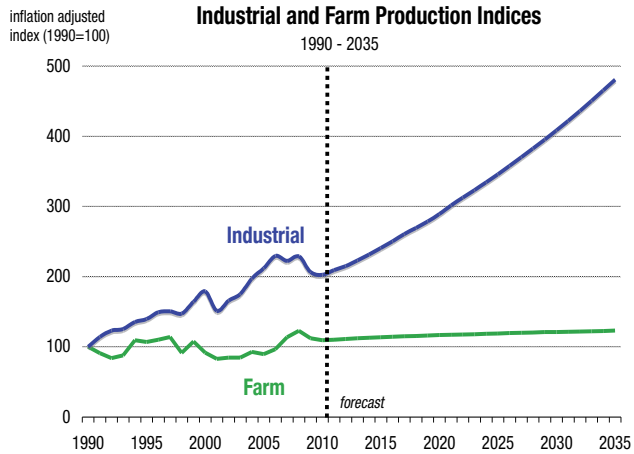












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	23.8 %
Expected job growth:	13.0 %
Fastest growing jobs sector: Transportation, Warehousing & Utilities	
Expected personal income growth:	20.4%
Expected population growth:	6.6 %
Net migration to account for:	49.3 %
Expected growth in number of vehicles:	7.5 %

Demographics (2011)

Unemployment rate (June 2011)	12.1 %
County Rank* in California (58 counties):	24th
Working age (16-64) population:	69.2 %
Population with B.A. Degree or higher:	37.7 %
Median Home Selling Price:	$245,000
Median Household Income:	$53,613

Quality of Life

Violent Crime rate (2009):	277 per 100,000 persons
County Rank* in California (58 counties):	14th
Average Commute Time to work (2011):	22.5 minutes
High School drop out rate (2009):	16.8 %
Households at/below poverty line:	8.7 %

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

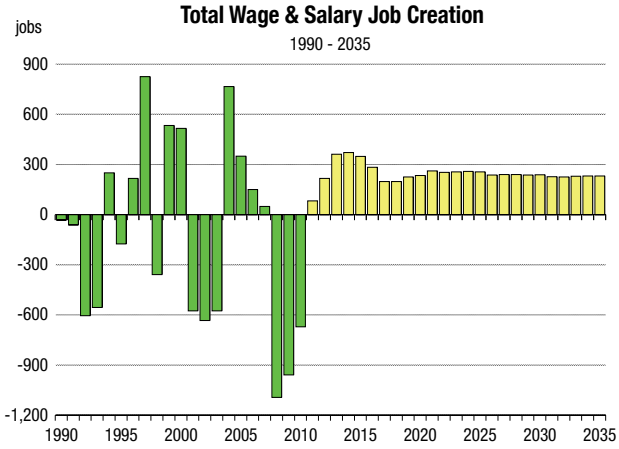
Yuba County Economic Forecast

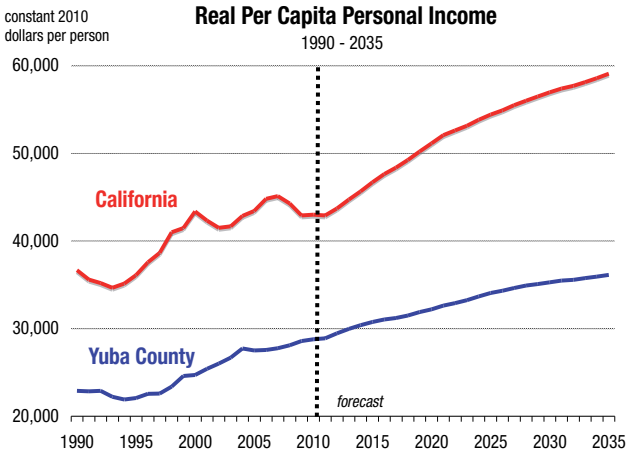
Yuba County, located in the Northern Sacramento Valley is home to Beale Air Force Base, currently accommodating more than 4,000 military personnel. The county was named after the Yuba River by Captain John Sutter for the Native American village Yubu near the confluence of the Yuba and Feather rivers. Yuba County has a population of 72,170 people and 14,930 wage and salary jobs. The per capita income in Yuba County is $28,762, and the average salary per worker is $71,991.

Employment in the Sacramento Valley (consisting of Sacramento, Yolo, Placer, El Dorado, Yuba and Sutter Counties) declined 2.9 percent during 2010, the third straight year of contracting employment. In 2010, an estimated 700 total wage and salary jobs were lost in Yuba County, a decline of -4.3 percent. Non-farm employment fell by 4.7 percent but farm employment rose 2.3 percent. The unemployment rate increased to 19.2 percent in 2010.

Manufacturing, leisure services, and professional services were the only non-farm sectors to create employment during 2010. Government employment, which accounts for 42 percent of all employment in Yuba County, lost 430 jobs during 2010. The only other sector to lose a significant amount of employment was education and healthcare, which fell by 140 positions.

Between the 2000 and 2010 census, population grew by 19.8 percent in Yuba County. Over 78 percent of the population resides in unincorporated Yuba. The largest city in the county, Marysville, had population decline by 1.6 percent over the past 10 years. There were an estimated 788 net out migrants leaving the county in 2010.





Forecast Highlights

- Job growth is forecast to turn positive in 2011, with employment expanding by 0.5 percent. Job growth is expected average 2.1 percent per year between 2011 and 2016. Non-farm job growth averages 2.2 percent while farm employment is expected to average 0.4 percent over the same period.

- The average salary adjusted for inflation is currently above the California state average and will remain so over the forecast period. Inflation adjusted salaries are expected to rise an average of 0.9 percent per year between 2011 and 2016.

- The government, healthcare and education, retail trade, and professional services labor markets will create the most jobs over the 2011 to 2016 period. These sectors account for 57 percent of the jobs created in the county. The financial activities sector is the only non-farm sector expected to lose jobs over the same period.

- The population in the county will continue to grow steadily. Annual growth in the 2011 to 2016 period averages 1.6 percent per year.

- Net migration remains slightly negative in 2011, with an estimated 260 persons leaving the county. Over the next five years net migration is expected to average 430 net migrants per year.

- Real per capita income is forecast to rise 0.4 percent in 2011. From 2011 to 2016, real per capita incomes are expected to increase an average of 1.5 percent per year.

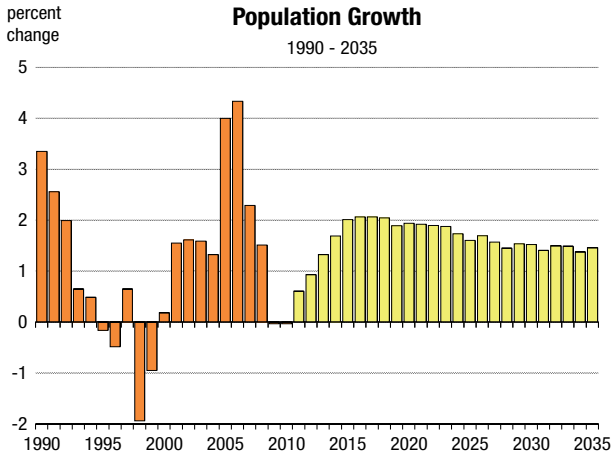
- Total taxable sales, adjusted for inflation, are expected to increase an average of 2.6 percent per year between 2011 and 2016.

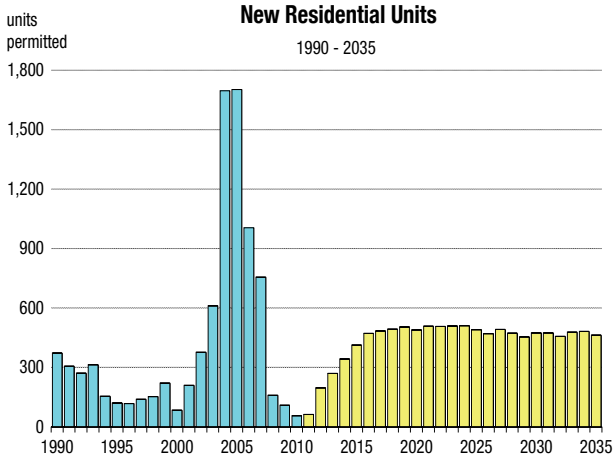
- Industrial production is forecast to increase 3.5 percent in 2011. From 2011 to 2016 the growth rate of industrial production averages 5.3 percent per year. During this period farm production is forecast to decline by an average of 1.0 percent per year. The principle crop in the county is rice.

Yuba County Economic Forecast

2006-2010 History, 2011-2040 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 (millions)	Real Industrial Production (millions)	Unemploy-ment Rate (percent)
2006	69,545	2,108	67.3	22.9	1,006	$0.57	$1.78	$27,541	3.2	177.5	262.6	8.8
2007	71,140	773	67.5	23.6	756	$0.54	$1.90	$27,750	3.4	161.3	328.6	9.2
2008	72,216	325	66.8	24.3	159	$0.52	$2.01	$28,092	3.0	185.3	321.1	11.8
2009	72,193	-861	67.0	24.5	109	$0.43	$2.06	$28,582	0.8	200.8	253.4	17.2
2010	72,170	-788	67.0	24.6	56	$0.47	$2.10	$28,762	1.3	199.8	253.1	19.2
2011	72,609	-260	68.0	25.0	62	$0.52	$2.19	$28,877	3.3	196.5	262.0	17.9
2012	73,290	-45	69.3	25.1	200	$0.55	$2.31	$29,453	2.3	193.3	271.7	16.6
2013	74,264	222	71.1	25.2	273	$0.58	$2.44	$29,986	2.3	190.8	287.4	15.0
2014	75,523	481	72.9	25.5	343	$0.61	$2.58	$30,420	2.4	188.8	304.4	13.1
2015	77,043	720	74.5	25.8	414	$0.64	$2.72	$30,789	2.1	186.8	321.7	11.6
2016	78,635	769	75.7	26.2	472	$0.66	$2.86	$31,064	2.1	186.4	338.5	10.5
2017	80,260	779	76.5	26.6	483	$0.68	$2.99	$31,233	2.1	185.9	351.6	9.9
2018	81,904	778	77.2	27.0	493	$0.70	$3.14	$31,514	2.0	185.6	363.5	9.4
2019	83,454	665	77.8	27.5	504	$0.73	$3.30	$31,889	1.9	185.6	376.4	8.8
2020	85,073	717	78.6	27.9	489	$0.75	$3.45	$32,199	1.7	184.2	389.7	8.5
2021	86,709	721	79.3	28.4	508	$0.77	$3.63	$32,615	1.7	183.1	408.7	8.4
2022	88,356	722	80.1	28.8	508	$0.79	$3.81	$32,918	2.2	184.0	426.9	8.4
2023	90,015	727	80.9	29.3	509	$0.82	$4.01	$33,244	2.2	184.4	445.2	8.3
2024	91,579	626	81.6	29.8	511	$0.84	$4.22	$33,673	2.1	185.0	464.5	8.3
2025	93,049	527	82.3	30.2	492	$0.87	$4.43	$34,078	2.1	185.1	484.3	8.3
2026	94,628	631	83.2	30.7	470	$0.90	$4.63	$34,332	2.1	184.8	504.6	8.2
2027	96,116	535	83.9	31.1	491	$0.92	$4.84	$34,642	2.1	184.4	525.6	8.2
2028	97,512	436	84.6	31.5	474	$0.95	$5.06	$34,914	2.1	184.5	546.9	8.2
2029	99,010	535	85.5	32.0	455	$0.97	$5.27	$35,104	2.1	184.3	569.0	8.1
2030	100,519	542	86.3	32.4	475	$1.00	$5.50	$35,297	2.1	183.1	592.1	8.1
2031	101,936	447	86.9	32.8	475	$1.03	$5.73	$35,480	2.2	182.3	614.0	8.1
2032	103,464	553	87.8	33.2	457	$1.06	$5.95	$35,571	2.2	183.9	636.5	8.1
2033	105,008	566	88.6	33.6	479	$1.09	$6.21	$35,763	2.1	184.8	659.7	8.0
2034	106,460	470	89.2	34.1	482	$1.12	$6.46	$35,952	2.2	185.2	683.6	8.0
2035	108,015	572	90.1	34.5	463	$1.15	$6.73	$36,130	2.2	184.7	708.2	8.0
2036	109,579	578	90.9	34.9	484	$1.18	$7.01	$36,322	2.1	185.8	733.6	8.0
2037	111,046	479	91.5	35.4	486	$1.21	$7.30	$36,539	2.2	185.7	759.7	7.9
2038	112,616	580	92.4	35.8	467	$1.25	$7.61	$36,753	2.1	183.5	786.5	7.9
2039	114,191	583	93.2	36.2	488	$1.28	$7.93	$36,993	2.1	184.3	814.1	7.9
2040	115,671	486	93.9	36.7	490	$1.32	$8.26	$37,270	2.1	184.6	843.4	7.9

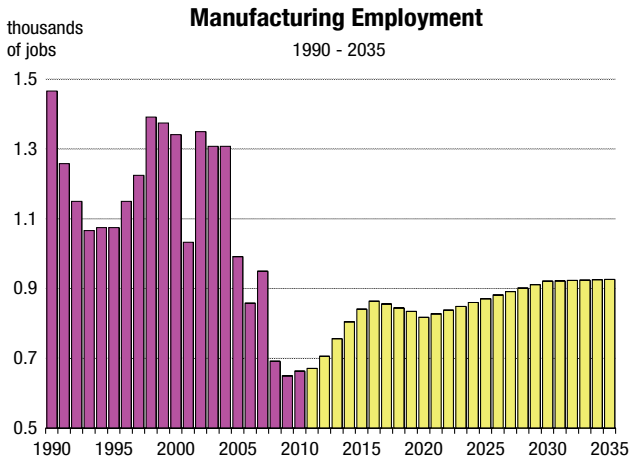


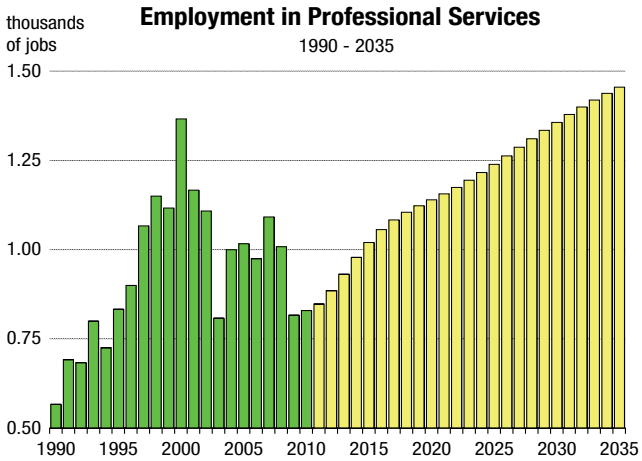


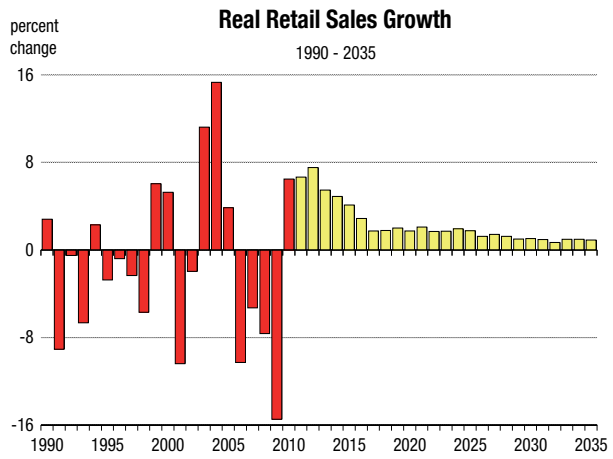
Yuba County Employment Forecast

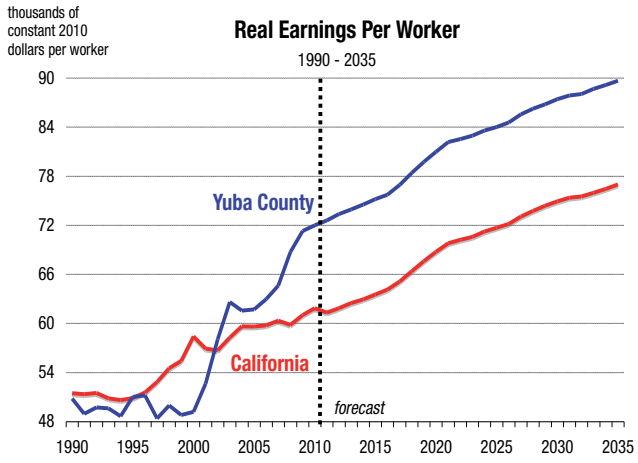
2006-2010 History, 2011-2040 Forecast

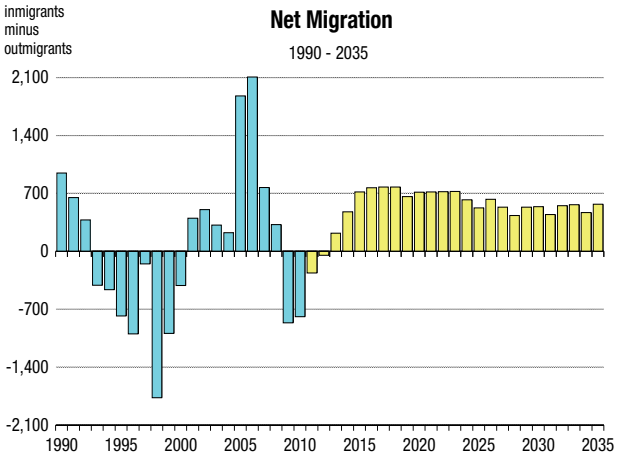
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	----------employment (thousands of jobs)----------											
2006	17.6	1.20	0.95	0.86	0.55	1.68	0.37	0.98	0.23	1.73	1.26	7.34
2007	17.7	1.20	0.76	0.95	0.57	1.61	0.35	1.09	0.23	1.92	1.17	7.24
2008	16.6	1.07	0.69	0.69	0.58	1.53	0.34	1.01	0.27	2.02	1.18	6.72
2009	15.6	0.88	0.48	0.65	0.58	1.48	0.34	0.82	0.20	1.99	1.13	6.66
2010	14.9	0.90	0.44	0.66	0.54	1.46	0.31	0.83	0.16	1.85	1.14	6.23
2011	15.0	0.92	0.46	0.67	0.54	1.52	0.31	0.85	0.18	1.91	1.14	6.08
2012	15.2	0.93	0.47	0.71	0.56	1.59	0.31	0.89	0.19	1.94	1.14	6.04
2013	15.6	0.94	0.47	0.76	0.57	1.64	0.30	0.93	0.20	1.98	1.14	6.12
2014	16.0	0.95	0.48	0.80	0.59	1.69	0.30	0.98	0.21	2.03	1.15	6.21
2015	16.4	0.95	0.49	0.84	0.62	1.73	0.30	1.02	0.22	2.08	1.15	6.29
2016	16.6	0.94	0.50	0.86	0.64	1.76	0.29	1.06	0.23	2.12	1.15	6.35
2017	16.8	0.93	0.52	0.86	0.65	1.78	0.29	1.08	0.23	2.16	1.15	6.41
2018	17.0	0.91	0.53	0.84	0.67	1.80	0.29	1.10	0.23	2.19	1.16	6.49
2019	17.2	0.90	0.55	0.83	0.70	1.82	0.29	1.12	0.24	2.23	1.16	6.58
2020	17.5	0.90	0.57	0.82	0.72	1.84	0.29	1.14	0.24	2.27	1.16	6.68
2021	17.7	0.90	0.58	0.83	0.75	1.87	0.29	1.16	0.24	2.31	1.16	6.78
2022	18.0	0.90	0.60	0.84	0.78	1.89	0.29	1.17	0.24	2.34	1.16	6.88
2023	18.2	0.90	0.61	0.85	0.80	1.91	0.29	1.19	0.24	2.38	1.16	6.97
2024	18.5	0.90	0.63	0.86	0.82	1.93	0.28	1.22	0.24	2.43	1.16	7.06
2025	18.8	0.90	0.64	0.87	0.85	1.95	0.28	1.24	0.24	2.47	1.16	7.14
2026	19.0	0.90	0.66	0.88	0.87	1.97	0.28	1.26	0.25	2.52	1.17	7.22
2027	19.2	0.90	0.67	0.89	0.88	1.99	0.28	1.29	0.25	2.57	1.17	7.30
2028	19.5	0.91	0.68	0.90	0.90	2.00	0.28	1.31	0.25	2.62	1.17	7.38
2029	19.7	0.91	0.69	0.91	0.92	2.02	0.28	1.33	0.26	2.67	1.17	7.46
2030	20.0	0.91	0.70	0.92	0.93	2.03	0.28	1.36	0.26	2.72	1.17	7.54
2031	20.2	0.91	0.71	0.92	0.95	2.04	0.28	1.38	0.26	2.77	1.17	7.63
2032	20.4	0.91	0.72	0.92	0.97	2.05	0.28	1.40	0.26	2.82	1.17	7.71
2033	20.6	0.91	0.73	0.92	0.99	2.07	0.28	1.42	0.26	2.87	1.17	7.79
2034	20.9	0.91	0.74	0.93	1.00	2.08	0.28	1.44	0.27	2.92	1.17	7.88
2035	21.1	0.91	0.75	0.93	1.02	2.09	0.28	1.46	0.27	2.98	1.17	7.97
2036	21.3	0.91	0.76	0.93	1.04	2.11	0.28	1.47	0.27	3.03	1.18	8.05
2037	21.6	0.91	0.77	0.93	1.06	2.12	0.28	1.49	0.27	3.09	1.18	8.14
2038	21.8	0.91	0.78	0.93	1.08	2.13	0.28	1.51	0.27	3.15	1.18	8.23
2039	22.1	0.92	0.79	0.93	1.10	2.15	0.28	1.52	0.27	3.21	1.18	8.32
2040	22.3	0.92	0.80	0.93	1.12	2.17	0.28	1.54	0.28	3.27	1.18	8.41

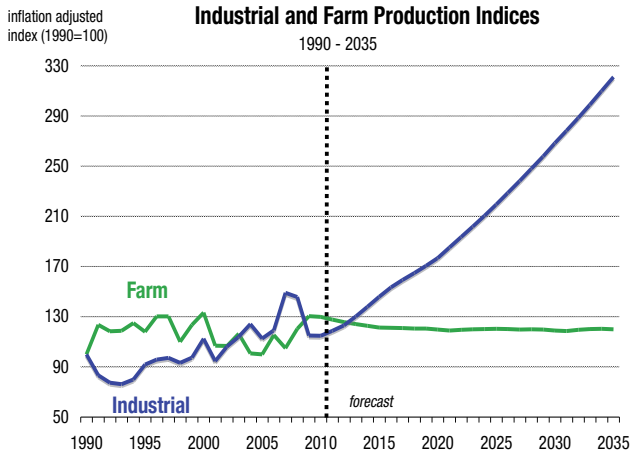












County Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	27.9%
Expected job growth:	10.8%
Fastest growing jobs sector:	Manufacturing
Expected personal income growth:	16.5%
Expected population growth:	8.3%
Net migration to account for:	35.6%
Expected growth in number of vehicles:	14.1%

Demographics (2011)

Unemployment rate (June 2011)	18.3 %
County Rank* in California (58 counties):	53rd
Working age (16-64) population:	63.8%
Population with B.A. Degree or higher:	12.9%
Median Home Selling Price:	$146,500
Median Household Income:	$41,925

Quality of Life

Violent Crime rate (2009):	383 per 100,000 persons
County Rank* in California (58 counties):	26th
Average Commute Time to work (2011):	30.0 minutes
High School drop out rate (2009):	39.4%
Households at/below poverty line:	14.1%

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

California Economic Forecast

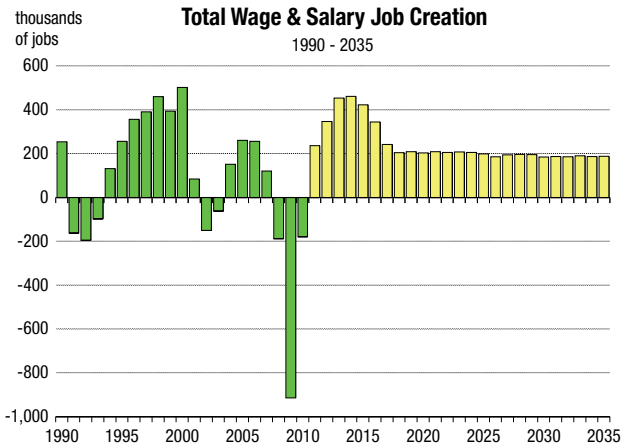
The state's official population in 2010 was 37.35 million people, and total wage and salary employment stood at just under 14.3 million jobs. California accounts for 12.1 percent of the U.S. population and 11.0 percent of the nation's non-farm wage and salary employment. The per capita income in California is $42,998, and the average salary per worker is $61,888.

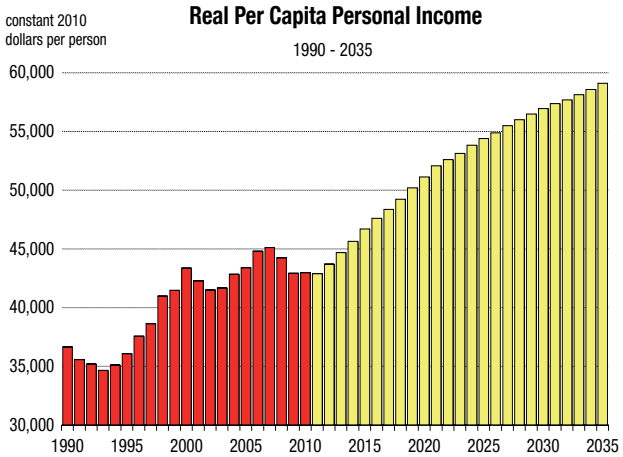
In 2010, 178,508 total wage and salary jobs were lost in California, representing a decline in employment of 1.2 percent. Farm employment, which accounts for less than 3 percent of total employment in the state, rose by nearly 10,000 jobs or 2.6 percent. The unemployment rate increased to an annualized rate of 12.4 percent in 2010. Over the past 3 years, the state lost 1.3 million jobs, an 8.2 percent decline in the workforce.

Aside from farm employment the only sectors with net job creation during 2010 were education and healthcare and professional services, which increased by 26,900 and 10,300 jobs, respectively. The largest employment losses were in the construction (-63,400 jobs), government (-52,500 jobs) manufacturing (-39,500 jobs), and financial activities (-23,200 jobs) sectors. 2010 was the tenth straight year of declining manufacturing employment; the sector has lost more than 600,000 jobs since 2000.

The population in California grew 10.0 percent between the 2000 and 2010 census. The fastest growing county in the state was Riverside, which grew by 41.7 percent; a total of 9 counties grew by over 20 percent in the past 10 years. Only 3 counties lost population between 2000 and 2010. Despite the weak economy over the past 3 years, net migration in California has been positive, with over 200,000 migrants entering the state.

Population growth is expected to increase through 2016, then gradually decline. Inland counties will dominate growth. The fastest growing areas in the state will be the Inland Empire, the San Joaquin Valley, and the Sacramento Valley.





Forecast Highlights

- Employment growth is positive in 2011, increasing by an estimated 1.7 percent. Between 2011 and 2016, a 2.6 percent average annual growth rate is forecast. Farm employment increases by just 0.3 percent per year during this period.

- Average salaries adjusted for inflation are forecast to decline 0.9 percent in 2011. Inflation adjusted salaries are expected to rise an average of 0.9 percent per year from 2011 to 2016.

- Between 2011 and 2016, job creation will occur primarily in healthcare and education, professional services, wholesale and retail trade, and leisure activities. These sectors account for 68 percent of all jobs created in the state over this time period.

- The population growth rate will increase slightly over the medium term, but never significantly exceeds one percent. Annual growth in the 2011 to 2016 period averages 1.2 percent per year.

- Net migration is forecast at 82,000 people in 2011. Over the next five years net migration is expected to average 172,600 net migrants per year.

- Real per capita income is forecast to decline 0.2 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to rise an average of 2.1 percent per year.

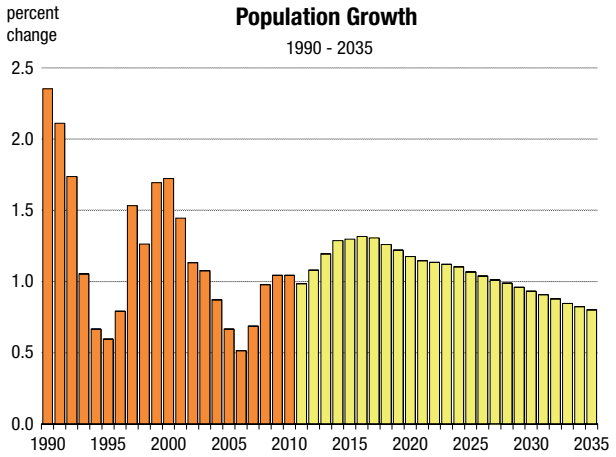
- Total taxable sales, adjusted for inflation, are forecast to increase 3.3 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase by an average of 4.9 percent per year.

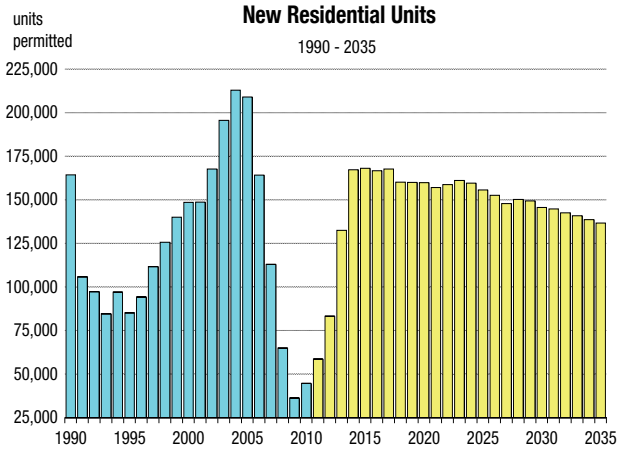
- Industrial production is forecast to increase 3.3 percent in 2011. Between 2011 and 2016 the growth rate of industrial production will average 2.9 percent per year. Total crop production, adjusted for inflation, is expected to rise an average of 0.5 percent per year between 2011 and 2016.

California Economic Forecast

2006-2010 History, 2011-2040 Forecast

	Population (millions)	Net Migration (thousands)	Registered Vehicles (millions)	Households (millions)	New Homes Permitted (thousands)	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)
2006	35.98	-129.6	33.3	12.4	164.3	$554.3	$1,481.6	$44,802	3.2	34.9	303.7	4.9
2007	36.23	-82.6	33.0	12.5	113.0	$557.0	$1,554.3	$45,127	3.4	39.2	304.6	5.3
2008	36.58	25.8	33.5	12.7	65.0	$525.3	$1,585.0	$44,267	3.0	38.0	319.5	7.2
2009	36.97	78.2	33.3	12.7	36.4	$456.2	$1,566.0	$42,925	0.8	38.3	309.7	11.3
2010	37.35	97.6	33.4	12.8	44.8	$474.1	$1,605.8	$42,992	1.3	38.4	307.3	12.4
2011	37.72	82.3	32.7	12.8	58.8	$505.6	$1,671.2	$42,901	3.3	39.7	317.6	11.7
2012	38.13	115.7	33.3	12.9	83.3	$542.5	$1,760.8	$43,722	2.3	40.1	326.3	10.9
2013	38.58	159.3	34.1	13.0	132.5	$582.7	$1,865.0	$44,732	2.3	40.3	337.0	9.7
2014	39.08	189.1	35.0	13.1	167.3	$625.7	$1,976.4	$45,691	2.4	40.5	346.6	8.5
2015	39.59	193.4	35.8	13.2	168.1	$670.1	$2,090.9	$46,729	2.1	40.4	356.4	7.4
2016	40.11	205.6	36.5	13.4	166.8	$717.5	$2,204.2	$47,641	2.1	40.8	366.9	6.7
2017	40.63	206.6	37.1	13.5	167.7	$760.6	$2,316.0	$48,418	2.1	41.0	377.2	6.3
2018	41.14	193.8	37.5	13.7	160.1	$808.2	$2,435.8	$49,307	2.0	41.3	386.9	5.9
2019	41.65	188.2	37.9	13.8	160.0	$858.5	$2,563.7	$50,320	1.9	41.7	396.3	5.6
2020	42.14	181.3	38.4	14.0	159.8	$899.1	$2,690.1	$51,296	1.7	41.5	406.3	5.4
2021	42.62	182.3	38.8	14.1	157.1	$942.7	$2,820.3	$52,280	1.7	41.2	418.9	5.4
2022	43.10	184.3	39.2	14.2	158.7	$989.4	$2,945.2	$52,826	2.2	41.7	430.1	5.4
2023	43.59	186.3	39.6	14.4	161.2	$1,035.1	$3,073.9	$53,374	2.2	42.0	441.4	5.4
2024	44.07	186.3	40.1	14.5	159.6	$1,084.4	$3,214.5	$54,065	2.1	42.5	453.5	5.4
2025	44.54	178.4	40.5	14.7	155.8	$1,140.9	$3,352.3	$54,633	2.1	42.8	465.7	5.4
2026	45.00	172.4	40.9	14.8	152.6	$1,195.7	$3,488.6	$55,117	2.1	43.0	478.7	5.4
2027	45.46	167.4	41.3	14.9	147.9	$1,250.9	$3,637.6	$55,739	2.1	43.1	493.1	5.4
2028	45.91	164.4	41.7	15.1	150.3	$1,308.6	$3,787.4	$56,276	2.1	43.4	507.9	5.3
2029	46.35	158.5	42.1	15.2	149.4	$1,368.7	$3,939.6	$56,780	2.1	43.5	522.9	5.3
2030	46.78	153.5	42.5	15.3	145.7	$1,432.7	$4,094.4	$57,239	2.1	43.3	538.5	5.3
2031	47.20	148.5	42.9	15.5	144.9	$1,496.1	$4,252.3	$57,662	2.2	43.0	554.3	5.3
2032	47.62	141.5	43.2	15.6	142.6	$1,561.3	$4,407.2	$57,976	2.2	43.6	570.7	5.3
2033	48.02	132.6	43.6	15.7	140.9	$1,630.6	$4,575.4	$58,427	2.1	44.2	587.4	5.3
2034	48.42	128.6	44.0	15.8	138.7	$1,703.5	$4,751.4	$58,885	2.2	44.6	604.6	5.3
2035	48.81	124.6	44.4	16.0	136.7	$1,776.7	$4,936.2	$59,409	2.2	44.7	622.3	5.3
2036	49.18	110.7	44.8	16.1	134.7	$1,854.9	$5,124.9	$59,932	2.1	45.4	640.5	5.3
2037	49.54	109.7	45.1	16.2	132.4	$1,937.4	$5,322.2	$60,472	2.2	45.8	659.1	5.3
2038	49.90	103.7	45.5	16.3	130.4	$2,022.6	$5,528.6	$61,071	2.1	45.2	678.3	5.3
2039	50.25	98.8	45.9	16.4	128.2	$2,112.1	$5,742.3	$61,699	2.1	45.7	697.9	5.3
2040	50.59	95.8	46.3	16.5	125.9	$2,205.7	$5,960.9	$62,336	2.1	46.0	718.8	5.3

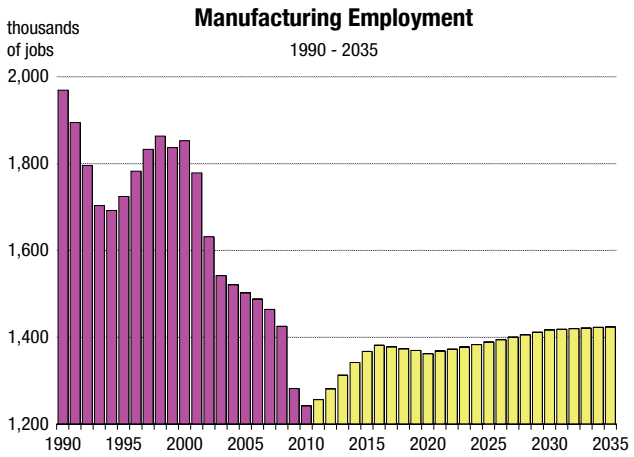


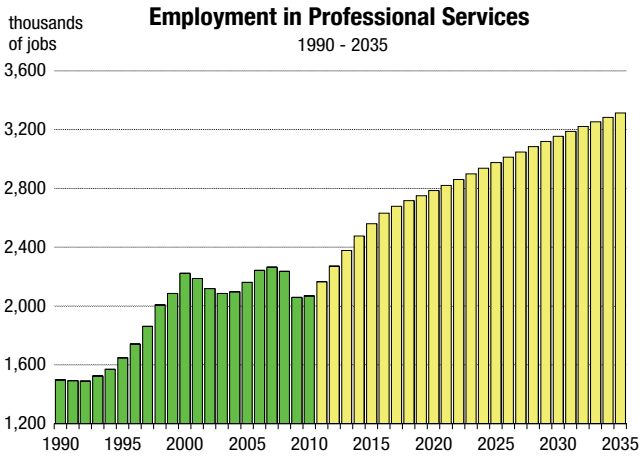


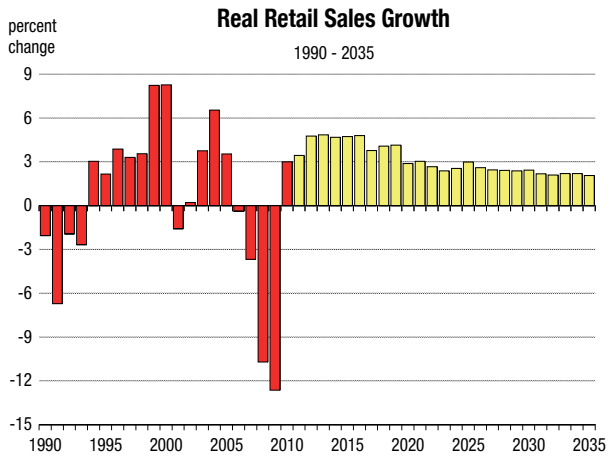
California Employment Forecast

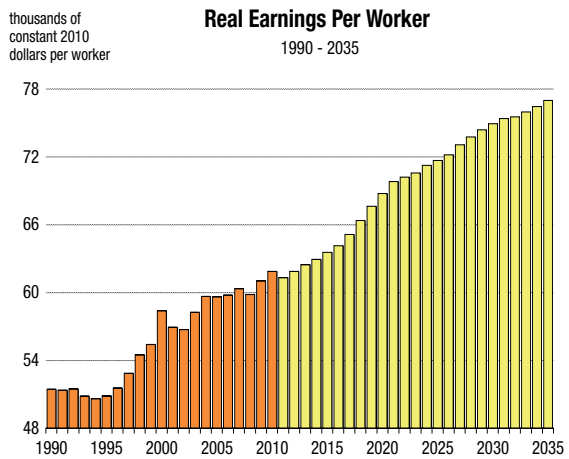
2006-2010 History, 2011-2040 Forecast

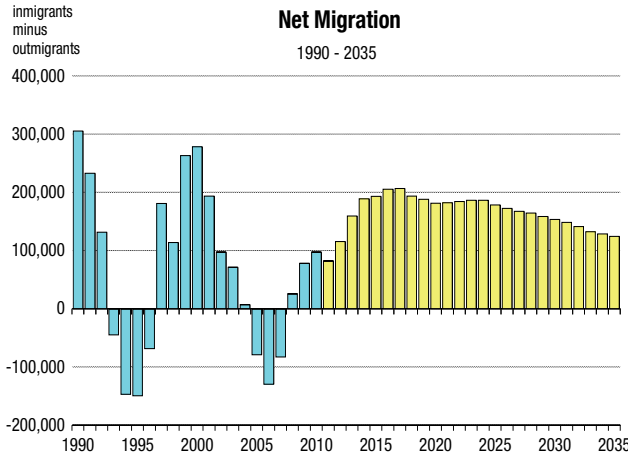
	Total Wage & Salary	Farm	Construction	Manufac-turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	employment (thousands of jobs)											
2006	15,436	375	934	1,488	496	2,383	928	2,242	466	1,621	1,519	2,452
2007	15,558	384	893	1,464	508	2,405	897	2,265	471	1,678	1,560	2,495
2008	15,370	389	788	1,425	505	2,344	842	2,237	476	1,733	1,573	2,519
2009	14,457	372	623	1,282	474	2,168	783	2,059	440	1,760	1,503	2,480
2010	14,278	382	560	1,242	465	2,152	760	2,069	429	1,787	1,494	2,427
2011	14,514	384	565	1,256	474	2,194	761	2,166	453	1,834	1,531	2,382
2012	14,861	386	569	1,281	490	2,271	778	2,271	474	1,867	1,568	2,371
2013	15,314	388	576	1,312	505	2,384	807	2,378	497	1,901	1,607	2,400
2014	15,775	389	585	1,342	522	2,507	826	2,478	516	1,943	1,656	2,431
2015	16,197	389	598	1,367	537	2,612	837	2,561	536	1,986	1,711	2,461
2016	16,542	389	610	1,381	550	2,700	847	2,631	549	2,024	1,757	2,484
2017	16,784	386	630	1,378	560	2,752	857	2,679	556	2,055	1,796	2,505
2018	16,989	381	644	1,374	572	2,783	865	2,717	562	2,087	1,829	2,532
2019	17,198	379	665	1,370	582	2,811	874	2,751	568	2,122	1,859	2,564
2020	17,401	379	689	1,363	593	2,836	882	2,785	573	2,153	1,885	2,599
2021	17,610	378	709	1,368	604	2,861	889	2,820	577	2,183	1,908	2,635
2022	17,815	379	727	1,373	614	2,886	895	2,861	582	2,213	1,930	2,668
2023	18,023	379	744	1,378	624	2,913	902	2,900	588	2,242	1,952	2,700
2024	18,228	379	762	1,384	631	2,939	910	2,939	594	2,271	1,973	2,731
2025	18,427	379	779	1,389	636	2,964	919	2,976	601	2,301	1,992	2,761
2026	18,613	379	795	1,395	640	2,985	929	3,013	608	2,330	2,012	2,787
2027	18,808	379	810	1,400	647	3,011	939	3,048	615	2,359	2,033	2,815
2028	19,005	380	824	1,406	654	3,039	950	3,085	623	2,387	2,053	2,843
2029	19,201	380	838	1,412	660	3,070	960	3,121	631	2,415	2,074	2,871
2030	19,385	380	850	1,417	666	3,095	970	3,155	638	2,441	2,095	2,900
2031	19,572	380	861	1,419	670	3,126	980	3,188	645	2,470	2,116	2,928
2032	19,758	380	872	1,420	675	3,155	990	3,221	653	2,499	2,137	2,957
2033	19,948	380	883	1,421	679	3,188	1,001	3,254	660	2,530	2,158	2,986
2034	20,135	381	894	1,423	683	3,219	1,011	3,284	667	2,561	2,180	3,016
2035	20,322	381	906	1,424	687	3,250	1,021	3,314	674	2,594	2,202	3,046
2036	20,507	381	917	1,426	691	3,279	1,032	3,342	682	2,626	2,224	3,076
2037	20,690	381	929	1,427	695	3,308	1,043	3,367	689	2,660	2,246	3,107
2038	20,873	382	941	1,429	698	3,335	1,053	3,392	697	2,693	2,269	3,137
2039	21,055	382	953	1,430	701	3,361	1,064	3,418	704	2,728	2,292	3,168
2040	21,239	382	965	1,431	705	3,386	1,075	3,442	712	2,763	2,315	3,200

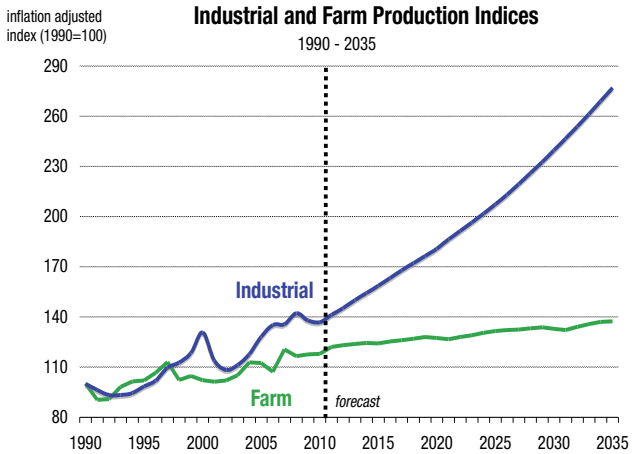












State Economic and Demographic Indicators

Projected Economic Growth (2011-2016)

Expected retail sales growth:	26.3 %
Expected job growth:	14.0 %
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	18.1 %
Expected population growth:	6.3 %
Net migration to account for:	36.1 %
Expected growth in number of vehicles:	11.7 %

Demographics (2011)

Unemployment rate (July 2011):	12.1 %
County Rank* in California (58 counties):	N/A
Working age (16-64) population:	65.8 %
Population with B.A. Degree or higher:	29.8 %
Median Home Selling Price:	$304,483
Median Household Income:	$58,551

Quality of Life

Violent Crime rate (2009):	456 per 100,000 persons
County Rank* in California (58 counties):	N/A
Average Commute Time to work (2011):	28.4 minutes
High School drop out rate (2009):	21.5 %
Households at/below poverty line:	10.1 %

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

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Pelican Bay State Penitentiary
High Desert State Penitentiary
Mule Creek State Penitentiary
Central California Women's Facility
Valley State Prison for Women
Salinas Vally State Penitentiary
Sierra Conservation Center
UCLA Anderson Forecast

Data Sources

County Agricultural Commissioner's Offices

Construction Industry Research Board

California Department of Motor Vehicles

DataQuick

California Department of Finance,
Demographic Research Unit

California Department of Health Services,
Office of Health Information and Research

Bureau of Economic Analysis

Employment Development Department,
Labor Market Information

U.S. Department of Labor, Bureau of Labor Statistics

California State Board of Equalization

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