

Economic Assessment for the Downtown Station Area Plan

Table of Contents

1. Introduction.....	1
2. Key Takeaways: DSAP Market Opportunities and Economic Development Potentials	4
Existing Conditions that Foreshadow Future Development Opportunities in the DSAP	4
Market-driven Vision and Synergy: Foreseeable Evolution of the DSAP Land Use Mix.....	6
3. Policy and Regulatory Context.....	9
University of California Merced (UC Merced)	9
UC Merced Office of Research and Economic Development	9
North Valley Thrive	10
BEAM Circular initiative	11
High Speed Rail	12
4. Highlights of Technical Analyses.....	14
Market Forecasts.....	14
Citywide Conditions	16
Conditions Within Downtown Station Area Plan (DSAP) Boundaries	18

1. Introduction

This memorandum summarizes key findings of the analysis of market and economic development potentials for the Merced Downtown Station Area Plan (DSAP). The information highlighted here is based on two more detailed reports prepared by The Natelson Dale Group, Inc. (TNDG):

- Analysis of Key Datasets for Genreal Plan Update (GPU) and Downtown Station Area Plan (DSAP), September 9, 2025 (see Attachment A for the full report); and
- A detailed analysis of potential market demand for residential, commercial and industrial development within the DSAP area (report forthcoming).

DSAP Boundaries and Subareas

The DSAP area is defined by the boundaries shown on Figure 1-1 on the following page. For purposes of this planning process, the overall DSAP area has been segmented into the following subareas:

Downtown Subareas

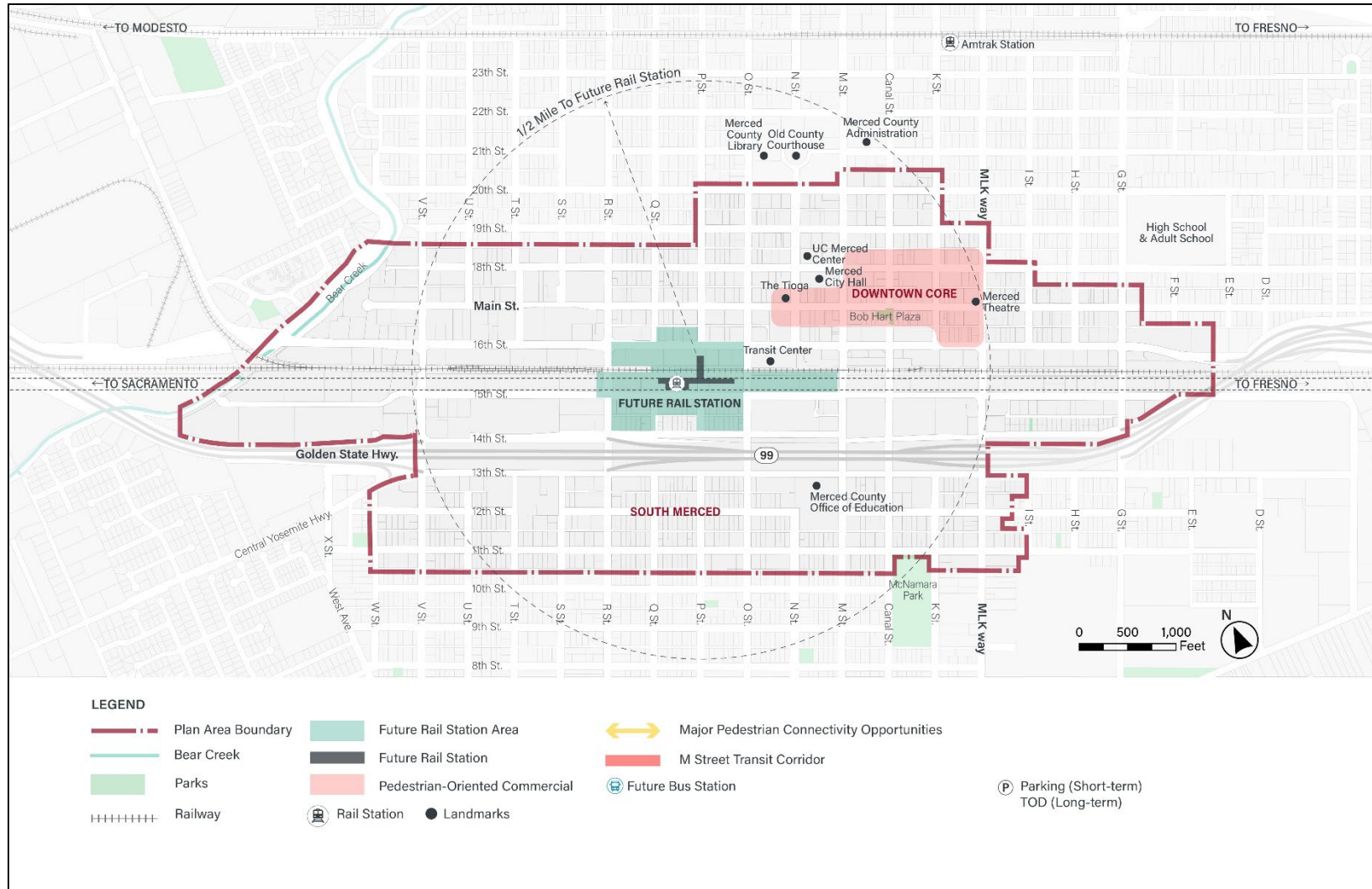
- Downtown Core
- East Downtown Auto Oriented Commercial
- West Downtown Auto Oriented Commercial
- Station Area Opportunity Zone
- Future Rail Station

Other DSAP Subareas

- Courthouse Neighborhood
- Auto Sales
- South Merced Residential

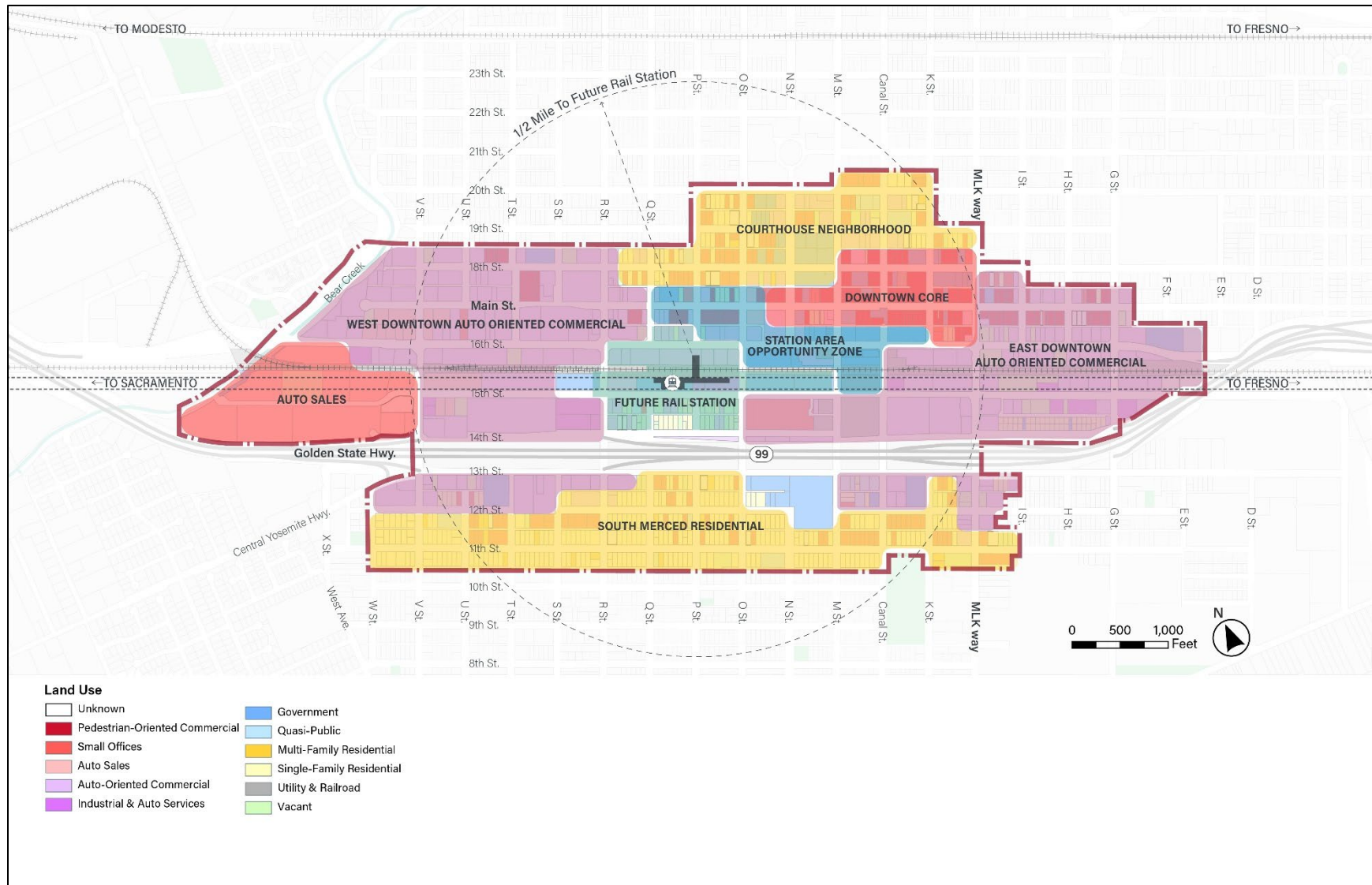
Figure 1-2 shows the predominant existing land use for each subarea within the overall DSAP. While the primary focus of the analysis is on the downtown subareas shown on Figure 1-2, new development opportunities are also likely to extend to other DSAP subareas over time.

Figure 1-1. DSAP Boundaries, Base Map



Source: WRT

Figure 1-2. DSAP Boundaries with Land Use Subareas



Source: WRT

The remainder of this memorandum is organized in the following sections:

- Key Takeaways: DSAP Market Opportunities and Development Potentials
- Policy and Regulatory Context
- Highlights of Technical Analyses (existing conditions and future demand forecasts)

It should be noted that TNDG's evaluation of future development potentials in the DSAP area has been completed in tandem with an analysis (prepared in support of the General Plan Update) of citywide conditions and opportunities. As such, this memorandum complements DSAP-specific information with contextual data and findings for Merced as a whole (and, where applicable, for the surrounding North San Joaquin Valley region).

2. Key Takeaways: DSAP Market Opportunities and Economic Development Potentials

Existing Conditions that Foreshadow Future Development Opportunities in the DSAP

In many respects, Downtown Merced, especially the Downtown Core subarea, is already a thriving urban core area with strong historic foundations, unique architectural character, and recent development investment that hints at the area's future promise. As an example, the historic El Capitan hotel was recently (in 2021) restored and reopened as a modern boutique hotel, while still paying homage to Merced's rich history (preserving ornate plasterwork and guest rooms decorated with wallpaper that features Merced landmarks).

Currently, the DSAP accounts for a significant portion of Merced's existing commercial development. Downtown Merced has close to one-third of the city's office space (770,000 square feet in DSAP out of 2.5 million square feet citywide) and hotel rooms (336 rooms in DSAP out of 1,110 total hotel rooms citywide). The DSAP's share of Merced's retail space is over 38% (over 2.2 million out of over 5.9 million square feet)¹. These numbers suggest that the DSAP includes a functioning downtown (not just a historic icon) that is and can continue to be an employment center and a destination for all of Merced and the surrounding region. It should be noted that, although the DSAP accounts for 38% of retail space in Merced, this percentage overstates the Downtown's current strength as a regional shopping destination. Although the concentration of automobile sales and other auto-related uses west of Downtown likely attracts customers from well beyond the DSAP area, the Downtown generally lacks regional-scale shopping facilities in other categories. In particular, the DSAP area does not have any shopping facilities that would be classified as "power centers" or regional malls.

¹ As shown on the land use subarea map (Figure 1-2), most of this space is concentrated in and around the various downtown subareas, the courthouse neighborhood, the station area opportunity zone, and the future rail station subareas.

The Downtown offers a wide range of cultural entertainment opportunities, drawing residents from many parts of the City, and other San Joaquin Valley communities. Attractions/events include the Mercado, the Art Walk (expected to be reactivated in late 2025/early 2026), Merced Multicultural Arts Center, The Merced Theatre and Arts District (in planning stage), Playhouse Merced, The Mainzer Theater, a major New Year's Eve event, the Merced Certified Farmers' Market (MCCFM), among others. In addition, Downtown Merced is pedestrian friendly – one of the few places in the North San Joaquin Valley (NSJV) where one can work, dine, shop, and see a show without relying on a car.

Regional Connections

Existing and future connections with UC Merced also contribute to development potentials in the Downtown. UC Merced has two existing facilities in Downtown. The space at 1635 Main Street is used for its Extension education program. The Downtown Campus Center building has been used for visitor events, classroom space, and other administrative activities. The University is currently evaluating various options to repurpose that space for other uses. As part of its recently completed strategic plan, the university is projected to increase student enrollment to 15,000 students by 2031 (up from the existing 9,000), a growing source of new potential visitors, especially if new transportation connections between campus and the Downtown are implemented (stakeholders note that bus travel between campus and Downtown currently takes about one hour, which is not ideal).

In addition to the Merced-specific strengths noted above, several regional and statewide initiatives have the potential to reshape the local economy with attraction of new knowledge-based industry sectors. Several related initiatives are poised to help transform and diversify the NSJV's economy, which could bring new investment and job opportunities into Merced and directly benefit the downtown. The State of California, through the CA Jobs First Initiative, has supported economic diversification efforts in 13 economic regions statewide. The NSJV (encompassing Merced, Stanislaus, and San Joaquin Counties) is one of the 13 regions. The local initiative is called "North Valley THRIVE" and has identified the circular bioeconomy, clean energy, and advanced manufacturing as several promising sectors that can bring a range of new jobs and investments into the regional economy. While maintaining the existing range of industries, the initiative will help the region shift away from a resource extraction economy into a 21st Century economy featuring industry sectors that have the potential to generate significant new jobs in office-serving and R&D environments. Downtown Merced is potentially well-positioned to attract workers that will fill these new jobs, many of whom would prefer to work and (increasingly often) live in downtown/urban areas.

Finally, the 171-mile high-speed rail (HSR) line planned between Bakersfield and Merced (and ultimately connecting to urban centers in the Bay Area and Southern California) will potentially be a significant economic catalyst for the region. This project has the potential to not only increase economic integration throughout the Central Valley but also connect inland economies with higher wage innovation centers on the coast. As originally planned, the initial alignment from Merced to Bakersfield would connect the DSAP area with the other major urban and academic centers of Fresno and Bakersfield. When service ultimately opens into the Bay Area, Merced would have direct one hour service into the firms, labor

force, and investment of the technology-rich Bay Area economy. The current three-hour drive would collapse into a one-hour train ride.

As discussed further on page 12, the California HSR authority is currently considering an option to “resequence” the proposed train route from Bakersfield to Gilroy, potentially postponing development of the Merced station. As such, the timing and ultimate status of the station is now more speculative than originally planned. Nevertheless, the existing strong economic foundations in the DSAP and the current regional initiatives discussed above, point to a bright future for the DSAP area, with or without the Merced HSR station.

Market-driven Vision and Synergy: Foreseeable Evolution of the DSAP Land Use Mix

Building on Downtown’s established role as the historic commercial core of Merced and on the momentum of recent reinvestment and revitalization, the ongoing transformation of the DSAP area will be realized through a phased evolution of the area’s land use mix. Table 1 on page 8 lays out a possible market-driven vision for this evolution. This vision – which is subject to clarification and refinement as the planning process continues – is premised on the following factors identified during the course of this initial market analysis:

- **Housing Demand and Product Types.** At a macro level, Merced (and the NSJV region in general) will be increasingly attractive for housing development based on California’s severe statewide housing shortage and the Valley’s significant affordability advantage relative to coastal markets. The ongoing inland shift in California’s housing demand has historically focused largely on traditional single-family housing products. However, due to land constraints and affordability concerns, the Valley housing market is expected to increasingly favor smaller-lot single-family development and higher density multi-family housing. The broadening spectrum of housing types can potentially work in favor of historic urban communities like the DSAP area. In particular, the opportunity exists (and, in fact, is already emerging) to create a genuine mixed-use, live-work-play, walkable community in Downtown Merced. One of the significant implications of this opportunity is that the DSAP area is well positioned not only to attract more residents, but also to broaden the range of demographic groups living in and around Downtown (e.g., Bay Area transplants specifically seeking urban housing types in a mixed-use downtown setting).
- **New Options for Merced’s Workforce.** The regional economic development initiatives described above aim to fundamentally transform the NSJV economy, broadening the range of career opportunities for Merced’s existing and future workforce. While Downtown Merced will not be the driver of these positive regional changes, it is well-positioned to harness a “fair share” of the resulting opportunities and to leverage them in ways that advance the DSAP’s economic development objectives. Expanding on Downtown’s historic positioning as a major employment center, implementation of the DSAP can focus on attracting industries that create 21st Century jobs. This focus can, in turn, work synergistically with the area’s housing opportunities (as described above) to broaden the range of demographic groups seeking a “full service” live-work environment in the Downtown. This synergy will ideally work in both directions: having housing

options that appeal to a broad range of workers can position Merced as a credible “player” in regional competition to capture market share of emerging industries, and the attraction of higher-paying jobs can enhance the demand for Downtown housing.

- ***Strategic Institutional Investments and Positioning as a Cultural Destination.*** The broad market trends described above – i.e., demand for diversified housing products and potential to widen the career opportunities of Merced residents – are strongly complemented by current and planned institutional investments in the Downtown area. Most notably, UC Merced – a key economic engine for the larger NSJV region – is a major stakeholder in the Downtown’s future. UC Merced is important not only because of its investment in satellite facilities in the Downtown, but also because students based at the main campus highly value the Downtown as a significant “college life” amenity. This connection can strengthen over time and has the potential to work synergistically: more students visiting the Downtown regularly can increase the demand for new retail/restaurant/entertainment businesses and a more vibrant downtown can meaningfully enhance the “college experience” in ways that make UC Merced a more attractive institution to existing and prospective students.

The well-established and growing concentration of arts/cultural facilities and activities in the Downtown is another essential element of the “institutional” setting of the DSAP area. These investments can be foundational to positioning Downtown not just as “quality of life” amenity for Merced residents but as a popular destination for visitors from the larger region. Indeed, given Merced’s status as a gateway to Yosemite, efforts to brand Downtown Merced as a visitor destination can literally be international in scope.

Development of an HSR station in the DSAP area could further activate the synergies – the market trends and development opportunities – outlined above. Whereas these trends have (and will continue to have) strong momentum independent of HSR, the potential station would have a positive influence on each of the driving factors considered above: demand for diverse housing types, attraction of higher-paying jobs to Merced and the DSAP area, and accessibility of Downtown Merced to visitors from outside the City.

- ***Placemaking Matters.*** The picture outlined above in part depends on the concept of synergy – where the eventual whole is greater than the sum of its parts. In this regard, successful implementation of the DSAP will involve careful integration of land use policy with programmatic investments, all aimed at placemaking in the broadest sense. Expected demand for development of a range of land uses will provide the individual “building blocks” for revitalization of the DSAP area. However, in order to fully activate the area’s potentials, the plan needs to be more than a land use and zoning policy tool. Desired transformation of the area will require a mix of market-based zoning that incentivizes private investment; strategic investment in infrastructure and public-sphere amenities supportive of the DSAP vision; proactive economic development programming (including branding and marketing) to attract targeted development and business types; and coordination with a broad array of business, institutional, and community-based partners vested in the area’s future.

Table 1. Potential Components of Phased Evolution of DSAP Land Use Mix

Land Use Category	Market Segments Relevant to DSAP	Likely Timing of Demand	Factors Driving Development Opportunities in DSAP Area	Relevant DSAP Subareas
Single-family residential (SFR)	SFR detached (small lot); SF attached (townhomes)	Near-term	Consistent with existing development and with current developer interest in the area; provides nearby housing opportunities for households employed in Downtown Merced	Courthouse Neighborhood South Merced Residential
Multi-family residential (MFR)	Low Rise (3-4 stories)	Intermediate/transition	Potential connection to UC Merced community (faculty, grad students, etc.); consistent with success of recent Downtown housing projects	Downtown Core East Downtown West Downtown
Multi-family residential (MFR)	Mid/High Rise (5+ stories)	Longer-term	Urban housing types will be essential to broadening Downtown's appeal to prospective new residents; broadening of market is likely to be spurred by institutional investments such as HSR	Station Area Opportunity Zone Downtown Core
Retail	Convenience shopping Specialty stores Fast casual dining Higher-end dining Entertainment uses	Intermediate and longer-term	Consumers increasingly favor "experiential" shopping/dining environments (as opposed to sprawling shopping centers); new residents and expanded focus on visitors will increase demand for all types of retail space	Downtown Core East Downtown West Downtown Station Area Opportunity Zone Auto Sales
Office	Traditional downtown office uses; Class A space tied to regional economic development initiatives	Intermediate and longer-term	DSAP area is a well-established employment center; regional economic development initiatives will strengthen this market position and increase demand for office space	Downtown Core East Downtown West Downtown Station Area Opportunity Zone
Industrial	R&D / flex space tied to regional economic development initiatives	Longer-term	DSAP should focus on employment-intense industrial uses (not warehouses); regional economic initiatives will spur this demand	West Downtown Auto Sales
Hotel	Business/extended stay hotels; Boutique hotels	Intermediate and longer-term	DSAP area currently accounts for about 30% of hotel rooms in Merced; expanded employment base and increased focus on promoting visitation can grow the market	Downtown Core East Downtown West Downtown Station Area Opportunity Zone

3. Policy and Regulatory Context

This section summarizes some of the relevant programs and institutional strategies within Merced and the larger NSJV region. Each one provides Merced, and specifically the DSAP area, with unique opportunities to spur new development and to help push Merced's economy into the 21st Century economy with higher value added industries. Key highlights for each program/institutional strategy are summarized below.

University of California Merced (UC Merced)

- UC Merced recently completed a strategic plan to imagine what it will look like in 2031. The plan specifically indicates that a goal of the plan is “...to fulfill the ***promise of this campus to bring prosperity to the Central Valley.***”
- The plan calls for the school to become a **Research 1 (R1)** institution by 2031, with a total campus enrollment of 15,000 students (up from 9,018 currently).
- Illustrating UC Merced's potential for spurring growth and economic opportunity in the community and region a Word Cloud was developed for the plan and include the relevant terms: *medicalschoo*, *econdevelopment*, *centrallvalleyfocus*, *agriculture*, *growth*, *community*, *sustainability_environment*, *mercedcitygrowth*

UC Merced Office of Research and Economic Development

The school's Office of Research and Economic Development has a Business Development group that includes several initiatives relevant to promoting local economic development in the region, specifically through the Office of Technology, Innovation, and Industry Relations (OTIIR):

- A key priority is to strengthen ties between the University and Industry, including through facilitating collaboration on research projects and fostering connections between industry partners and researchers.
- The OTIR has several initiatives aimed at innovators and entrepreneurs through connecting faculty, students, and alumni with business partners to commercialize their innovations, develop new research, start new ventures, and strengthen and diversify the economy. Some examples include:
 - *Innovation + Design Hub* – thriving innovation community on campus
 - *NSF I-Corps (NSF Innovation Corps)* – Federally sponsored entrepreneurial training program with a local dedicated program at UC Merced
 - *Central California Small Business Development Center Regional Network* - provides expert business advising, training, market research, access to capital and other tools at low to no cost assistance (UC Merced is a Key sponsor and partner).
 - *The Valley Institute for Sustainability, Technology & Agriculture (VISTA)* – This institute is focused on innovations in agriculture, water, and technology. It serves as a hub for interdisciplinary collaboration and brings together experts, students, and industry partners to enhance resilience

and promote sustainable practices, addressing local and global challenges through research, education, and community engagement.

- *The Farms Food Future Innovation Initiative (F3i)* – This dedicated non-profit at UC Merced is focused on research-to-commercialization engine for ag-tech related industries in the Valley.

In addition to the above,

- UC Merced is planning to locate a major administrative building in downtown Merced (with no parking)
- The University is one of the fastest growing Universities in the country as well as fast growing in climbing the national rankings.

North Valley Thrive

North Valley THRIVE (The High-Road for an Inclusive Vibrant Economy) is the name given to the three county structure that drives the NSJV's California Jobs First initiative, one of the state's 13 inclusive and sustainable economic development plans. The NSJV strategic plan covers three counties: San Joaquin, Stanislaus, and Merced Counties – while also identifying opportunities as part of a Northern California megaregion, with growing links to the Bay Area and Sacramento regions.

The regional strategy identified several key findings:

- While the region has added jobs faster than any other region in the state, many of these jobs are low wage. Over half of new jobs in recent years were in transportation and warehousing.
- The region has the lowest proportion of jobs requiring a bachelor's degree for an entry level position out of the 13 California Jobs First Regions across the State.
- Residents in the NSJV have some of the lowest levels of educational attainment, with less than 1 in 5 residents having obtained a bachelor's degree or higher qualification, compared to nearly 2 in 5 (37%) across the rest of the state.
- The region's agricultural, manufacturing, and transportation sectors may contribute to worsening air, land, and water pollution.

At the same time there are several key opportunities:

- The region's agricultural heritage provides an opportunity to invest in regenerative agriculture, agroecology, and less water-intensive crops to sustain the agricultural economy as well as an opportunity to pursue land repurposing, enabling the transition of fallowed or retired agricultural land into alternative and economically viable uses.
- The region's unique water systems provide opportunities for innovation in water management, including the development of managed aquifer recharge, wetland restoration and forecast-informed reservoir operations, which can enhance water reliability for both agriculture and communities, increasing overall water security.

- Developing the region’s key industries holds significant potential for creating new jobs and promoting regional sustainability.

As a key city in the NSJV region, Merced has the potential to benefit significantly from these economic opportunities being promoted in the strategic plan.

BEAM Circular initiative

This initiative was launched in 2023 with seed funding from Stanislaus County and is a bioeconomy focused initiative that received funding from the Regional Investment Initiative (RII) from the State. The “BEAM” acronym stands for BioEconomy, Agriculture, & Manufacturing. Key highlights related to this initiative include the following:

- 5-pillar strategy focused on 1) access to innovation, 2) capital connections, 3) infrastructure, 4) talent, 5) cross-cutting initiatives
- BEAM became part of the Bioeconomy Innovation Collaborative (CBIO Collaborative), along with UC Merced and Lawrence Berkely National Laboratory. The CBIO aims to advance the circular bioeconomy in the NSJV region.
- Building on efforts from BEAM Circular, the NSJV became California’s first Certified Bioeconomy Development Opportunity Zone (BDO Zone). Specifically, the NSJV became North America’s first BDO Zone for Orchard Biomass, Nut Tree Shells, and Almond Hulls. This certification assures biomanufacturing operations can count on reliable, high-quality feedstock supply chains and infrastructure. The CBIO Collaborative was formed with support from a National Science Foundation Engines Development Award and is made up of a coalition of over 100 partners working together to advance innovation activities that accelerate the circular bioeconomy and deliver value for local communities.
- BEAM Circular intends to catalyze the fledgling circular bioeconomy *targeted investments, technical assistance, and partnership coordination*.
- The BEAM Circular Accelerator in partnership with gener8tor offers the following services: funding & technical assistance, innovation partnerships, feedstock samples, and connections to local small business resources.
- BEAM Circular offers direct financial support of up to \$100,000 for business startups, depending on the applicant’s needs and eligibility.
- The NSJV could be a national and global leader in the circular bioeconomy given the confluence of large-scale agricultural production, a top-tier concentration of manufacturing activity, and driving-distance proximity to a leading hub of biotech innovation. Additionally, bioindustrial manufacturing is best located near the sources of biomass feedstocks that will be used in production, and the region has abundant and diverse biomass feedstock. The region also has infrastructure, proximity to markets, and access to capital and talent.

- Supporting the circular bioeconomy also advances key state goals in climate 24% of GHG in CA comes from food/ag/land use and waste.

High Speed Rail

The following discussion highlights possible positive impacts of the proposed Merced HSR station on the DSAP area's economic development potentials. It should be noted that, at this time, the timing and ultimate status of the station are uncertain. A recent report by California's High Speed Rail Authority considers an option whereby development of HSR in the Valley would be "resequenced," with the previously planned Bakersfield-to-Merced route being replaced with a Bakersfield-to-Gilroy alignment.

Whereas the City of Merced realizes that the Merced HSR station would potentially accelerate development and revitalization opportunities in Downtown Merced and the surrounding area, the City also recognizes that the success of the DSAP planning effort is not entirely dependent on the development of this station. The station would enhance prospects for the DSAP area but would not fundamentally change the basic market opportunities and economic development potentials described in this memorandum (which are premised on a range of other positive trends and influences already in motion). Given the various positive factors described above, the continued development and transformation of the DSAP is on solid ground with or without the potential added benefits of an HSR station.

At a macro/conceptual level, a recent review² of the academic literature highlights the following positive economic impacts of HSR:

- Urban centers with HSR generally experience higher employment growth, as studies have documented both in France and Spain. Specifically for smaller cities, the improved accessibility from HSR can attract investment and other economic activity, helping smaller cities grow and reduce spatial inequality between rich and poor regions.
- HSR has a positive impact on production and productivity. For example, in France and Spain, regions with HSR tend to have higher per capita GDP compared with adjacent regions without rail service.
- In many areas, HSR has transformed auto-dependent suburbs into dense transit-oriented development (TOD) around station areas.
- Careful planning and focused development strategies are required to maximize ridership and the economic development impact of HSR in suburban locations.

Based on research completed by Egon Terplan, a member of the DSAP consulting team and a nationally-recognized expert on the linkages between HSR and local economic development, the following bullet

² *Economic Impacts of High-Speed Rail: A Review*. Mineta Transportation Institute, Project 2255, December 2022. San Jose State University (SJSU).

points highlight the opportunities for real estate development, job growth, and investment in future HSR station areas:

- A consistent theme from recent Central Valley regional economic plans is the promotion of higher value-added activities resulting from new R&D and innovation. The Central Valley is well positioned to realize this economic future in part because of the existing major research universities (e.g., CSU campuses in Bakersfield, Stanislaus, and Fresno and UC Merced) in the region. HSR provides for increasing opportunities for these institutions to collaborate with one another.
- Economic integration becomes possible with HSR. For example, when HSR is fully developed, a previous 6-hour region (travel by car) becomes a 2-hour catchment area. Below are a few examples of different traveler “archetypes” for HSR, specifically in Merced’s case:
 - A Start-up in Merced uses HSR to pitch to investors in Bay Area and VCs visit firms in Merced. Opens access to finance and strengthens economic relationships that otherwise would be more difficult to access.
 - Remote-first employee uses HSR to reach headquarter firm 3-4X/month. This enables connection to the higher wage employment and labor market in Bay Area while allowing workers to increase local spending in Merced.
 - Travelers to Yosemite stop at Merced, allowing the city to capture additional economic benefits (e.g., increased retail sales, hotel stays, etc.)
- The potential for HSR to promote local economic development, revive struggling regions, and integrate metropolitan regions is clear. However, success is not guaranteed just by putting an HSR station in the DSAP area. It will require action at multiple geographic scales, along with sustained collaboration and coordination with local, regional, and state agencies and private partners. Two critical things need to be taken into consideration:
 - New development needs to be encouraged in the downtown areas of the intermediate cities to ensure riders get on/off trains at these locations, and that trains ultimately stop at these sites.
 - The potential for HSR to have a “siphon effect” – where workforce talent can flow from smaller, lower-cost cities to larger ones with more dynamic and diverse local economies – needs to be strategically avoided. For example, it would not benefit Merced in the long term if NSJV were to become a suburb for coastal workers.
- Communities with HSR stations need to think beyond isolated TOD developments – the focus and priority should be on major new office developments, hotels, retail stores, entertainment complexes or educational campuses.
- Fortunately for Merced, stations near downtown areas are the most likely to spur new real estate development.

- The potential synergies between and research university – UC Merced and HSR – provide a unique opportunity to generate knowledge-industry jobs in the NSJV region, especially in Merced.

4. Highlights of Technical Analyses

Market Forecasts

Table 2, below, highlights the key findings from preliminary detailed market demand forecasts for the following major land uses: office, retail, industrial, residential (single-family and multi-family), and hospitality. The table shows a range of citywide forecasts between *baseline* and *aggressive* scenarios³. Following the citywide projections, the table shows projected shares of citywide demand that could potentially be captured in the DSAP area. The preliminary DSAP capture shares are based on several factors, including existing levels of development in the area, the proposed HSR station in spurring economic activity and catalyzing new business clusters, UC Merced connections to the area, among others. Specific City-led policies such as limiting growth in and other city areas and by-right development⁴ could enable the DSAP area to capture a higher share of the forecasted demand for new development.

It should be noted that potential industrial development in the DSAP area would likely be oriented towards higher value Research & Development (R&D) type uses. Given potential industry connections with an expanding UC Merced, existing regional economic development initiatives, and the forthcoming HSR station, this would be the industrial use type most appropriate for the DSAP area.

³ The baseline scenario essentially assumes a continuation of existing trends, in terms of the DSAP's share of future Citywide development. In contrast, the aggressive scenario assumes the DSAP will increase its share of Citywide demand.

⁴ Generally referring to policies that ease the path the path for new development, including having projects exempt from the discretionary approval process to achieve entitlement.

Table 2. Potential Demand for New Development by Land Use, City of Merced and DSAP Area, 2025-2045 (cumulative square feet of new development, except where noted)

LAND USE TYPE	EXISTING DEVELOPMENT	FORECAST SCENARIO (2025-2045)	
		BASELINE	AGGRESSIVE
CITYWIDE DEMAND			
Office	2,455,663	195,000	250,000
Retail	5,903,638	740,000	740,000
Industrial	5,572,961	550,000	735,000
Residential – SF (units)	19,292	7,237	7,237
Residential – MF (units)	8,607	3,930	3,930
Hospitality (rooms)	1,110	TBD	TBD
DSAP CAPTURE %			
Office	N/A	25%	40%
Retail	N/A	35%	40%
Industrial	N/A	5%	10%
Residential – SF	N/A	2%	2%
Residential – MF	N/A	15%	20%
Hospitality	N/A	TBD	TBD
DSAP DEMAND			
Office	770,147	48,750	100,000
Retail	2,247,639	259,000	296,000
Industrial	340,492	27,500	73,500
Residential – SF (units)	531	145	145
Residential – MF (units)	706	590	786
Hospitality (rooms)	336	TBD	TBD

Note: SF = Single Family; MF = Multi Family; TBD = To be determined

Source: TNDG, Real Estate Demand Models

Detail documentation of the methodology and assumptions for the Citywide and DSAP demand projections will be provided in TNDG's forthcoming market demand report.

Citywide Conditions

To contextualize Merced’s current demographic and economic conditions, The Natelson Dale Group, Inc. (TNDG) has completed a Citywide conditions analysis that includes comparisons to the following geographic reference areas:

Comparison of Merced to Benchmark (Peer/Competitor) Cities	Comparison of Merced to Larger Reference Areas
- Modesto - Stockton	- Merced County - San Joaquin County - Stanislaus County

Summary of Key Findings/Comparisons. The table below summarizes the findings for selected economic and demographic data elements. The summary compares conditions in Merced to the benchmark locations.

Data Element	Peer Cities (Modesto & Stockton)	Counties (Merced, San Joaquin, Stanislaus)
Median Household Income	Lowest of the three	Below all counties
Unemployment Rate	Highest (12.3%) vs. 7–8% in others	Above all three counties
Poverty Rate	Highest overall and among children	Well above county benchmarks
% with Bachelor’s Degree or Higher (25+)	Slightly lower than Stockton, close to Modesto	Higher than Merced County, lower than others
Household Size	Larger than both peer cities	Among the highest
% Owner-Occupied Housing	Lowest (44.4%)	Below all counties
Median Home Value	\$347K — well below peers and counties	Lowest among all benchmarks
% of Renters Cost-Burdened (35%+)	High at 44.5%	Comparable to regional norms
Taxable Sales Growth (2015–2024)	+37% — below County and State	Lags behind county trends
Taxable Sales per Capita (2024)	Well below peers	Lowest among regional counties

Source: Summary of Key Datasets Report – City of Merced General Plan Update (GPU) and Downtown Station Area Plan (DSAP), June 2025

Along with summary comparison above, the following provides additional observations on Citywide conditions:

1. Age and Household Composition

Merced has a young population structure, with **45% of residents under age 25**, compared to 36% in Modesto and 37% in Stockton. The city also has a relatively large **average household size (3.22)** and **family size (3.73)** — both higher than regional peer averages. **43% of households** include one or more people under 18 years, the highest share among all benchmarks.

2. Commute and Work Behavior

Merced has the **shortest mean travel time to work (26.9 minutes)** among peer cities and counties. **75.4% of workers drive alone**, while only **0.8% use public transportation**. Merced also reports the **highest rate of working from home (7.9%)** among peer cities.

3. Labor Market Conditions

The **unemployment rate in Merced is 12.3%**, the highest among peer cities and counties. Merced's labor force participation rate is **61.8%**, similar to regional averages, while its employment-to-population ratio is slightly lower at **54.2%**.

4. Industry and Occupation Profile

Merced has a higher concentration of employment in:

- **Education, healthcare, and social assistance (25.9%)**, above both Modesto (22.8%) and Stockton (22.2%)
 - **Natural resources, construction, and maintenance occupations (15.0%)**, higher than Modesto (11.2%) and Stockton (11.8%)
- Merced also has a greater share of **government workers (21.1%)**, compared to 15.0% in Modesto and 14.6% in Stockton.

5. Income and Poverty

Merced's **median household income is \$59,938**, the lowest among peer cities and counties. **23.0% of residents** live below the poverty line, including **30.9% of children under 18**. **30% of households** received Food Stamp/SNAP benefits in the past 12 months — nearly double the share in Modesto (15.8%).

6. Educational Attainment

Among residents aged 25+, **18.0% hold a bachelor's degree or higher**, compared to 20.3% in Modesto and 19.1% in Stockton. The **high school graduation rate is 77.2%**, slightly lower than in Modesto (83.3%) and about the same as Stockton (77.1%).

7. Housing Characteristics

Merced has the **lowest homeownership rate (44.4%)** and the **highest rental rate (55.6%)** among peer cities and counties. The **median home value is \$347,700**, the lowest across all benchmark geographies. Among renters, **44.5% spend 35% or more of their income on housing**, indicating a high level of cost burden. The **median rent is \$1,293**, lower than Modesto (\$1,609) and Stockton (\$1,495). **Over 29% of housing units** were built since 2000, a higher share than in Modesto or Stockton.

8. Housing Market

Existing residential development in Merced and surrounding area is primarily focused on entry-level single-family construction, according to local residential developers active in the region⁵. There is

⁵ Information provided during consultant-led developer and real estate stakeholder group on August 4, 2025.

currently limited market potential for upscale higher-density products in Merced (especially for rental products). According to developers, current market rents will not support this type of development based on current construction costs to develop these types of residential products. However, as the DSAP evolves, particularly the downtown area and areas close to the courthouse neighborhood, the market would be more likely to support higher density housing. Although this likely won't be the first type of new development in the DSAP area, it would most likely follow the more general growth in the area, as it becomes a more thriving urban core environment.

Policies that reduce parking minimums for these types of residential projects would be one key element to making them more financially feasible for developers. Potentially, the City could leverage AB 2097 and/or potential parking sharing agreements to use existing city parking facilities to reduce overall development costs.

9. Retail Sales and Economic Activity

From 2015 to 2024, Merced's **taxable retail sales increased by 37%**, below both the county and state growth rates. **Taxable sales per capita** in 2024 are **lower than in all comparison geographies**, including Modesto, Stockton, San Joaquin County, and Stanislaus County. Retail sales performance is especially weak in categories such as **motor vehicle and parts dealers** and **general merchandise stores**, relative to state and peer city benchmarks.

10. Commercial Real Estate Market Overview

- **Retail Market:** Vacancy increased to **6.3%** in Q2 2025 (from 5.3% the prior year); net absorption was negative for the second consecutive year.
- **Office Market:** Vacancy remains low at **1.8%**, though net absorption turned negative in the latest period.
- **Industrial Market:** Vacancy rose from **13.6% to 15.6%**, with continued negative net absorption and modest rent increases.

Conditions Within Downtown Station Area Plan (DSAP) Boundaries

This section of the memo compares Citywide metrics with conditions within the Downtown Station Area Plan (DSAP) boundaries.

Table 3 to Table 7 on the subsequent pages provide comparisons (for selected data variables) between conditions in the DSAP area and the City of Merced as a whole. Each table presents data for both geographies, followed by a column showing percentage comparisons, and a final column with a location comparison quotient that reflects how the DSAP metrics relate to citywide averages. The location comparison quotients are based on a scale for which a score of 1.0 indicates that conditions in the DSAP area are essentially equivalent/proportionate to Citywide conditions (indicating that the DSAP generally has a "fair share" of a particular land use, industry, demographic group, or other evaluated characteristic). A location comparison score higher than 1.0 suggests that the DSAP area has more than its "fair share" of a particular variable, suggesting a demographic age group (for example) is more highly concentrated in the DSAP area than in the rest of the City. Conversely, a location comparison score lower than 1.0 suggests that the DSAP area has less than its "fair share" of a particular variable or characteristic.

Key observations on the data are provided prior to each table.

1. Age Composition and Racial Distribution - Table 3

The DSAP broadly reflects Merced’s citywide age structure across most population brackets. However, there are two notable divergences in the racial/ethnic composition among residents aged 16 and over:

- **Asian Residents (16+)** are significantly underrepresented in the DSAP, with a location quotient of 0.2, indicating they comprise just 1.0% of the DSAP population versus 12.0% citywide.
- **Other Race (16+)** individuals are more heavily concentrated in the DSAP, with a location quotient of 1.4, representing 5.6% of the area's population compared to 3.4% citywide.

These variances suggest that while the DSAP mirrors broader Merced trends in age and gender distribution, it diverges meaningfully in certain aspects of racial composition, particularly with a lower share of Asian residents and a higher share of residents identifying as “Other Race.” As the DSAP continues to develop and attract a more diverse range of residents, demographic distributions will likely more closely mirror those found Citywide.

Table 3. Selected Civilian Labor Force Characteristics Between Merced and DSAP Area, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION COMPARISON QUOTIENT (DSAP AREA / CITY)
SELECTED AGE CATEGORIES (POPULATION)				
16+	70,390	2,692	3.8%	1.0
16-24	14,856	498	3.4%	0.9
25-54	35,962	1,439	4.0%	1.0
55-64	8,468	335	4.0%	1.0
65+	11,104	419	3.8%	1.0
Male Age 16+	34,709	1,363	3.9%	1.0
Female Age 16+	35,681	1,329	3.7%	1.0
White Age 16+	25,187	681	2.7%	0.7
Black Age 16+	3,818	151	4.0%	1.0
American Indian Age 16+	1,792	85	4.7%	1.2
Asian Age 16+	8,404	80	1.0%	0.2
Pacific Islander Age 16+	201	8	4.0%	1.0
Other Race Age 16+	19,167	1,069	5.6%	1.4
Multiple Races Age 16+	11,821	618	5.2%	1.3

Source: ESRI; TNDG.

2. Housing Characteristics - Table 4 and Table 5

The DSAP area diverges meaningfully from citywide housing patterns in three key respects:

- **High Rental Concentration:** With a location quotient of 1.4, renters make up 6.0% of the DSAP population compared to 3.0% citywide, highlighting a notably higher reliance on rental housing in the downtown area. The higher concentration of rental housing is consistent with anticipated future demand trends whereby the DSAP is likely to attract higher-density residential projects, especially as the area becomes a transportation hub for the City.
- **Elevated Vacancy Rates:** The DSAP reports a vacancy rate of 9.9%, more than double the citywide average (4.9%), resulting in a location quotient of 2.3 — the highest in this dataset — signaling a significantly less stable or more transitional housing stock downtown. As the DSAP becomes more attractive to a full-time residential population, vacancy rates are likely to come closer to the Citywide average.
- **Lower Home Values:** DSAP owner-occupied homes are more concentrated in lower price bands. For example, units valued \$50,000–\$99,999 and \$100,000–\$149,999 have location quotients of 3.4 and 3.2, respectively. New residential development in the DSAP would likely be in higher home value ranges, which would increase the share of DSAP homes in these higher value ranges (e.g., \$400,000 and above).
- Downtown Merced households report substantially lower income levels across all metrics. The **median household income (\$35,313)** is just 57.2% of the citywide figure, while **per capita income (\$15,922)** is **41.4% lower** than the city average. These gaps reflect broader socioeconomic disparities concentrated in the downtown area. Household income levels will likely increase as the DSAP attracts residents employed in higher wage industries.

3. Racial and Ethnic Composition Shifts - Table 5

Downtown Merced shows a stronger concentration of residents identifying as “Some Other Race Alone” and of Hispanic origin. Both categories carry a location quotient of 1.4, indicating they are notably overrepresented downtown compared to citywide shares. Conversely, Asian residents are significantly underrepresented (LQ: 0.3), mirroring patterns observed above. The DSAP area is likely to become more ethnically diverse as it attracts new residents seeking expanded housing and employment opportunities.

Table 4. Selected Demographic and Income Profile Characteristics between Merced and DSAP Area, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION COMPARISON QUOTIENT (DSAP AREA / CITY)
HOUSING UNITS BY OCCUPANCY STATUS AND TENURE				
Total Housing Units	31,016	1,331	4.3%	1.0
Occupied	29,511	1,182	4.0%	0.9
Owner	13,881	237	1.7%	0.4
Renter	15,630	945	6.0%	1.4
Vacant	1,505	149	9.9%	2.3
OWNER OCCUPIED HOUSING UNITS BY VALUE				
Total	13,865	236	1.7%	1.0
<\$50,000	330	4	1.2%	0.7
\$50,000-\$99,999	225	13	5.8%	3.4
\$100,000-\$149,999	185	10	5.4%	3.2
\$150,000-\$199,999	535	25	4.7%	2.7
\$200,000-\$249,999	703	30	4.3%	2.5
\$250,000-\$299,999	1,090	57	5.2%	3.1
\$300,000-\$399,999	4,846	74	1.5%	0.9
\$400,000-\$499,999	3,139	10	0.3%	0.2
\$500,000-\$749,999	2,022	8	0.4%	0.2
\$750,000-\$999,999	522	2	0.4%	0.2
\$1,000,000-\$1,499,999	156	2	1.3%	0.8
\$1,500,000-\$1,999,999	57	1	1.8%	1.0
\$2,000,000+	55	-	0.0%	0.0
Median Value	\$379,746	\$281,579	74.1%	N/A
Average Value	\$421,742	\$298,835	70.9%	N/A

Source: ESRI; TNDG.

Table 5. Selected Housing Profile Characteristics between Merced & DSAP, Area, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION COMPARISON QUOTIENT (DSAP AREA / CITY)
SUMMARY				
Population	92,672	3,594	3.9%	N/A
Households	29,511	1,182	4.0%	N/A
Families	20,639	729	3.5%	N/A
Average Household Size	3.11	3.03	N/A	N/A
Owner Occupied Housing Units	13,881	237	1.7%	N/A
Renter Occupied Housing Units	15,630	945	6.0%	N/A
Median Age	31.4	32.3	N/A	N/A
HOUSEHOLD INCOME				
Median Household Income	\$61,749	\$35,313	57.2%	N/A
Average Household Income	\$85,216	\$48,003	56.3%	N/A
Per Capita Income	\$27,154	\$15,922	58.6%	N/A
RACE AND ETHNICITY				
White Alone	31,408	883	2.8%	0.7
Black Alone	4,976	193	3.9%	1.0
American Indian Alone	2,359	120	5.1%	1.3
Asian Alone	10,717	104	1.0%	0.3
Pacific Islander Alone	242	8	3.3%	0.9
Some Other Race Alone	26,110	1,455	5.6%	1.4
Two or More Races	16,860	831	4.9%	1.3
Hispanic Origin (Any Race)	53,754	2,878	5.4%	1.4

Source: ESRI; TNDG.

4. Land Use Characteristics - Table 6

The DSAP accounts for a sizeable portion of the City’s existing development in the following land uses: Office (31.4%), Retail (38.1%) and Hotel rooms (30.3%). This suggests that the DSAP, in many respects, is already important commercial center for the City.

Table 6. Selected Land Use Characteristics between Merced and DSAP Area, 2025 (Q2)

LAND USE TYPE	MERCED	DSAP AREA	% COMPARISON
INVENTORY (SF)			
Office	2,455,663	770,147	31.4%
Retail	5,903,638	2,247,639	38.1%
Industrial	5,572,961	340,492	6.1%
Flex	48,084	7,024	14.6%
Health Care	1,495,930	9,655	0.6%
Hospitality (rooms)	1,110	336	30.3%
DIRECT VACANCY %			
Office	1.6%	2.0%	N/A
Retail	5.9%	6.5%	N/A
Industrial	13.6%	3.5%	N/A

Source: CoStar; TNDG.

5. Job Market - Table 7

- About 98% of the City’s Utilities industry jobs are concentrated in Downtown, while the absolute number (318 jobs) is modest, this signals a specialized employment cluster in downtown — possibly linked to a central facility or public utility hub.
- Downtown Merced shows a higher share of Citywide employment in several lower-barrier, service-oriented industries:
 - Arts, Entertainment, and Recreation (70%)
 - Other Services (excl. Public Admin) (45%)
 - Retail Trade (38%)
 - Accommodation and Food Services (29%)
- **Underrepresentation in Health and Industrial Sectors.** Jobs in Health Care and Social Assistance (5.4%) and Manufacturing (1.1%) are significantly underrepresented in the DSAP area, suggesting that major hospitals and industrial employers are located outside the downtown core. Similarly low shares are seen in Agriculture (1.7%) and Transportation & Warehousing (0.4%), further reinforcing downtown’s service-centric employment structure. Given the space requirements for these tenant types, it is not likely the DSAP will meaningfully increase its share of Citywide employment in these underrepresented sectors identified above.

Table 7. Selected Work Area Characteristics between Merced and DSAP Area, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION QUOTIENT
TOTAL ALL JOBS				
Total All Jobs	28,780	5,866	20.4%	1.0
JOBS BY WORKER AGE				
Age 29 or younger	6,779	1,484	21.9%	1.1
Age 30 to 54	15,996	3,219	20.1%	1.0
Age 55 or older	6,005	1,163	19.4%	1.0
JOBS BY EARNINGS				
\$1,250 per month or less	5,164	954	18.5%	0.9
\$1,251 to \$3,333 per month	9,403	2,051	21.8%	1.1
More than \$3,333 per month	14,213	2,861	20.1%	1.0
JOBS BY NAICS INDUSTRY SECTOR¹				
Agriculture, Forestry, Fishing and Hunting	416	7	1.7%	0.7
Mining, Quarrying, and Oil and Gas Extraction	-	-	-	0.0
Utilities	324	318	98.1%	1.9
Construction	974	106	10.9%	0.6
Manufacturing	1,933	22	1.1%	0.9
Wholesale Trade	828	66	8.0%	0.8
Retail Trade	3,458	1,318	38.1%	1.4
Transportation and Warehousing	576	18	3.1%	0.4
Information	219	61	27.9%	0.2
Finance and Insurance	1,131	355	31.4%	1.3
Real Estate and Rental and Leasing	483	90	18.6%	1.0
Professional, Scientific, and Technical Services	831	272	32.7%	0.4
Management of Companies and Enterprises	40	9	22.5%	0.1
Administration & Support, Waste Mgmt and Remed.	833	183	22.0%	0.4
Educational Services	4,410	973	22.1%	1.8
Health Care and Social Assistance	5,403	292	5.4%	1.2
Arts, Entertainment, and Recreation	241	168	69.7%	0.4
Accommodation and Food Services	2,721	795	29.2%	1.1
Other Services (excluding Public Administration)	744	333	44.8%	0.8
Public Administration	3,215	480	14.9%	2.7
JOBS BY WORKER RACE				
White Alone	22,475	4,795	21.3%	1.0
Black or African American Alone	1,444	225	15.6%	0.8
American Indian or Alaska Native Alone	517	111	21.5%	1.1
Asian Alone	3,329	498	15.0%	0.7
Native Hawaiian or Other Pacific Islander Alone	117	23	19.7%	1.0
Two or More Race Groups	898	214	23.8%	1.2
JOBS BY WORKER ETHNICITY				

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION QUOTIENT
Not Hispanic or Latino	15,292	3,002	19.6%	1.0
Hispanic or Latino	13,488	2,864	21.2%	1.0
JOBS BY WORKER EDUCATIONAL ATTAINMENT				
Less than high school	4,191	817	19.5%	1.0
High school or equivalent, no college	5,155	1,051	20.4%	1.0
Some college or Associate degree	7,520	1,555	20.7%	1.0
Bachelor's degree or advanced degree	5,135	959	18.7%	0.9
Educational attainment not available (workers aged 29 or younger)	6,779	1,484	21.9%	1.1
JOBS BY WORKER SEX				
Male	12,838	2,852	22.2%	1.1
Female	15,942	3,014	18.9%	0.9

Source: ESRI; U.S. Census Bureau, OnTheMap; TNDG.

Note: 1. LQ for industry employment is based on Citywide employment relative to Statewide employment

ATTACHMENT A

Analysis of Key Datasets for General Plan Update (GPU) and Downtown Station Area Plan (DSAP)
October 2025



**ANALYSIS OF KEY DATASETS
FOR
GENERAL PLAN UPDATE (GPU) AND DOWNTOWN STATION
AREA PLAN (DSAP)**

Prepared for:
City of Merced

October 2025

PREPARED BY:



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Table of Contents

I. INTRODUCTION	1
II. EXECUTIVE SUMMARY	2
CITYWIDE CONDITIONS.....	2
CONDITIONS WITHIN DOWNTOWN STATION AREA PLAN (DSAP) BOUNDARIES	4
III. DEMOGRAPHIC AND ECONOMIC/DATA FORECASTS	14
CENSUS-BASED DEMOGRAPHIC AND ECONOMIC OVERVIEW.....	14
IV. TAXABLE SALES DATA.....	47
TAXABLE SALES TRENDS.....	47
TAXABLE SALES PER CAPITA.....	48
V. COMMERCIAL/INDUSTRIAL REAL ESTATE MARKET DATA	50
RETAIL MARKET	50
OFFICE MARKET	52
INDUSTRIAL MARKET.....	54
VI. REVIEW OF LOCAL/REGIONAL INDUSTRY CLUSTERS	56
DEFINITIONS AND FOCUS OF REGIONAL INDUSTRY CLUSTER ANALYSIS.....	56

Appendix A: Cluster Component Industries

Appendix B: Maps of Sub-County Geographies for Cluster Analysis

List of Tables

Table II-1. Selected Civilian Labor Force Characteristics Between Merced and DSAP Area, 2024	6
Table II-2. Selected Demographic and Income Profile Characteristics Between Merced and DSAP Area, 2024.....	7
Table II-3. Selected Housing Profile Characteristics Between Merced & DSAP Area, 2024	8
Table II-4. Selected Office Profile Characteristics Between Merced and DSAP Area, 2024	9
Table II-5. Selected Work Area Characteristics Between Merced and DSAP Area, 2024	10
Table III-1. Selected Economic Characteristics from U.S. Census Bureau, Merced, Modesto, Stockto, & California, 2023	15
Table III-2. Selected Economic Characteristics from U.S. Census Bureau, Merced and Merced, San Joaquin, and Stanislaus Counties & California, 2023	20
Table III-3. Selected Economic Characteristics from U.S. Census Bureau, Merced, Modesto, Stockton, & California, 2023	25
Table III-4. Selected Education Characteristics from U.S. Census Bureau, Merced AND Merced, San Joaquin, and Stanislaus Counties, & California, 2023	28
Table III-5. Selected Housing Characteristics from U.S. Census Bureau, Merced, Modesto, Stockton, & California, 2023	31
Table III-6. Selected Housing Characteristics from U.S. Census Bureau, Merced and Merced, San Joaquin, and Stanislaus Counties, and California, 2023.....	37
Table III-7. Selected Household and Age Characteristics from U.S. Census Bureau, Merced, Modesto, Stockton, & California, 2023.....	43
Table III-8. Selected Household and Age Characteristics from U.S. Census Bureau, Merced and Merced, San Joaquin, and Stanislaus Counties, & California, 2023	45
Table V-1. Key Retail Market Indicators, Merced	50
Table V-2. Key Retail Market Indicators, Modesto	50
Table V-3. Key Retail Market Indicators, Stockton	50
Table V-4. Key Retail Market Indicators, Merced County.....	51
Table V-5. Key Retail Market Indicators, San Joaquin County	51
Table V-6. Key Retail Market Indicators, Stanislaus County	51
Table V-7. Key Office Market Indicators, Merced.....	52
Table V-8. Key Office Market Indicators, Modesto.....	52
Table V-9. Key Office Market Indicators, Stockton.....	52
Table V-10. Key Office Market Indicators, Merced County	53
Table V-11. Key Office Market Indicators, San Joaquin County.....	53
Table V-12. Key Office Market Indicators, Stanislaus County.....	53
Table V-13. Key Industrial Market Indicators, Merced	54
Table V-14. Key Industrial Marekt Indicators, Modesto.....	54
Table V-15. Key Industrial Market Indicators, Stockton	54
Table V-16. Key Industrial Market Indicators, Merced County.....	55
Table V-17. Key Industrial Market Indicators, San Joaquin County	55
Table V-18. Key Industrial Market Indicators, Stanislaus County	55
Table VI-1 – VI-14. Cluster Summary Tables	59-72

List of Figures

Figure II-1. Boundaries of DSAP Area	5
Figure IV-1. Taxable Retail Sales Trends (2015-2024), Merced, Modesto, Stockton, Merced County, & California ...	47
Figure IV-2. Taxable Retail Sales per Capita (2024), Merced and Merced, San Joaquin, and Stanislaus Counties, and California.....	48
Figure IV-3. Taxable Retail Sales per Capita (2024). Merced, Modesto, and Stockton	48
Figure IV-4. Taxable Retail Sales per Capita by Category (2024), Merced and California	49
Figure IV-5. Taxable Retail Sales per Capita by Category, 2024, Merced, Modesto, and Stockton.....	49

I. Introduction

This document provides background information and data for the General Plan Update (GPU) and Downtown Station Area Plan (DSAP) being prepared for the City of Merced (“Merced”). As an initial step in preparing real estate market demand and economic opportunities studies for the GPU and DSAP, this background report evaluates key demographic and economic data at multiple levels of geography (city, sub-county region/county, and state) to allow for comparison of local conditions to reference-area benchmarks.

This report is organized as follows:

- Section II provides an Executive Summary of the data review.
- Section III provides a market overview that summarizes the most recent demographic data from the following sources:
 - Data from the U.S. Census Bureau, American Community Survey (ACS) program. These data are grouped into the following categories: Economic Characteristics, Housing Units, Education, Age/Race characteristics, Households, and Commute Times.
 - Official population and household estimates from the California Department of Finance (DOF) for the years 2010, 2020, and 2024.
- Section IV provides data on taxable sales trends at the city, county, and state levels of geography.
- Section V provides a summary of commercial/industrial real estate market data in Merced and in the larger geographic reference areas.
- Section VI provides data provides a review of major industry sectors that will potentially grow in the coming years (both within Merced and the surrounding North San Joaquin Valley region).

It should be emphasized that this report is intended to provide an initial overview of economic and demographic conditions in Merced and the DSAP area. The forthcoming market studies will provide in-depth analyses of economic development opportunities and challenges in Merced and the DSAP area, based on primary research and direct input from local stakeholders (including development community representatives).

II. Executive Summary

This section of the report briefly highlights notable findings from the consultant’s review of the key datasets for the GPU and DSAP.

Citywide Conditions

Geographic Comparison Areas. To contextualize Merced’s current demographic and economic conditions, the Citywide conditions analysis includes comparisons to the following geographic reference areas:

Comparison of Merced to Benchmark (Peer/Competitor) Cities	Comparison of Merced to Larger Reference Areas
• Modesto • Stockton	• Merced County • San Joaquin County • Stanislaus County

Summary of Key Findings/Comparisons. The table on the next page summarizes findings for selected economic and demographic data elements. The summary compares conditions in Merced to the benchmark locations. Other summarized observations follow the table.

Data Element	Merced in comparison to:	
	Peer Cities (Modesto & Stockton)	Counties (Merced, San Joaquin, Stanislaus)
Median Household Income	Lowest of the three	Below all counties
Unemployment Rate	Highest (12.3%) vs. 7–8% in others	Above all three counties
Poverty Rate	Highest overall and among children	Well above county benchmarks
% with Bachelor’s Degree or Higher (25+)	Slightly lower than Stockton, close to Modesto	Higher than Merced County, lower than others
Household Size	Larger than both peer cities	Among the highest
% Owner-Occupied Housing	Lowest (44.4%)	Below all counties
Median Home Value	\$347K — well below peers and counties	Lowest among all benchmarks
% of Renters Cost-Burdened (35%+)	High at 44.5%	Comparable to regional norms
Taxable Sales Growth (2015–2024)	+37% — below County and State	Lags behind county trends
Taxable Sales per Capita (2024)	Well below peers	Lowest among regional counties

Additional Observations

1. Age and Household Composition

Merced has a young population structure, with **45% of residents under age 25**, compared to 36% in Modesto and 37% in Stockton. The city also has a relatively large **average household size (3.22)** and **family size (3.73)** — both higher than regional peer averages. **43% of households** include one or more people under 18 years, the highest share among all benchmarks.

2. Commute and Work Behavior

Merced has the **shortest mean travel time to work (26.9 minutes)** among peer cities and counties. **75.4% of workers drive alone**, while only **0.8% use public transportation**. Merced also reports the **highest rate of working from home (7.9%)** among peer cities.

3. Labor Market Conditions

The **unemployment rate in Merced is 12.3%**, the highest among peer cities and counties. Merced's labor force participation rate is **61.8%**, similar to regional averages, while its employment-to-population ratio is slightly lower at **54.2%**.

4. Industry and Occupation Profile

Merced has a higher concentration of employment in:

- **Education, healthcare, and social assistance (25.9%)**, above both Modesto (22.8%) and Stockton (22.2%)
 - **Natural resources, construction, and maintenance occupations (15.0%)**, higher than Modesto (11.2%) and Stockton (11.8%)
- Merced also has a greater share of **government workers (21.1%)**, compared to 15.0% in Modesto and 14.6% in Stockton.

5. Income and Poverty

Merced's **median household income is \$59,938**, the lowest among peer cities and counties. **23.0% of residents** live below the poverty line, including **30.9% of children under 18**. **30% of households** received Food Stamp/SNAP benefits in the past 12 months — nearly double the share in Modesto (15.8%).

6. Educational Attainment

Among residents aged 25+, **18.0% hold a bachelor's degree or higher**, compared to 20.3% in Modesto and 19.1% in Stockton. The **high school graduation rate is 77.2%**, slightly lower than in Modesto (83.3%) and about the same as Stockton (77.1%).

7. Housing Characteristics

Merced has the **lowest homeownership rate (44.4%)** and the **highest rental rate (55.6%)** among peer cities and counties. The **median home value is \$347,700**, the lowest across all benchmark geographies. Among renters, **44.5% spend 35% or more of their income on housing**, indicating a high level of cost burden. The **median rent is \$1,293**, lower than Modesto (\$1,609) and Stockton (\$1,495). **Over 29% of housing units** were built since 2000, a higher share than in Modesto or Stockton.

8. Retail Sales and Economic Activity

From 2015 to 2024, Merced's **taxable retail sales increased by 37%**, below both the county and state

growth rates. **Taxable sales per capita** in 2024 are **lower than in all comparison geographies**, including Modesto, Stockton, San Joaquin County, and Stanislaus County. Retail sales performance is especially weak in categories such as **motor vehicle and parts dealers** and **general merchandise stores**, relative to state and peer city benchmarks.

9. Real Estate Market Overview

- **Retail Market:** Vacancy increased to **6.3%** in Q2 2025 (from 5.3% the prior year); net absorption was negative for the second consecutive year.
- **Office Market:** Vacancy remains low at **1.8%**, though net absorption turned negative in the latest period.
- **Industrial Market:** Vacancy rose from **13.6% to 15.6%**, with continued negative net absorption and modest rent increases.

Conditions Within Downtown Station Area Plan (DSAP) Boundaries

This section of the Executive Summary compares Citywide metrics with conditions within the Downtown Station Area Plan (DSAP) boundaries. Figure II-1 on the next page shows the defined DSAP boundaries.

Table II-1 through Table II-5 on the subsequent pages provide comparisons (for selected data variables) between conditions in the DSAP area and the City of Merced as a whole. Each table presents data for both geographies, followed by a column showing percentage comparisons, and a final column with a location comparison quotient that reflects how the DSAP metrics relate to citywide averages. The location comparison quotients are based on a scale for which a score of 1.0 indicates that conditions in the DSAP area are essentially equivalent/proportionate to Citywide conditions (indicating that the DSAP generally has a “fair share” of a particular land use, industry, demographic group, or other evaluated characteristic). A location comparison score higher than 1.0 suggests that the DSAP area has more than its “fair share” of a particular variable, suggesting that an industry (for example) is more highly concentrated in the DSAP area than in the rest of the City. Conversely, a location comparison score lower than 1.0 suggests that the DSAP area has less than its “fair share” of a particular variable or characteristic.

FIGURE II-1. BOUNDARIES OF DSAP AREA

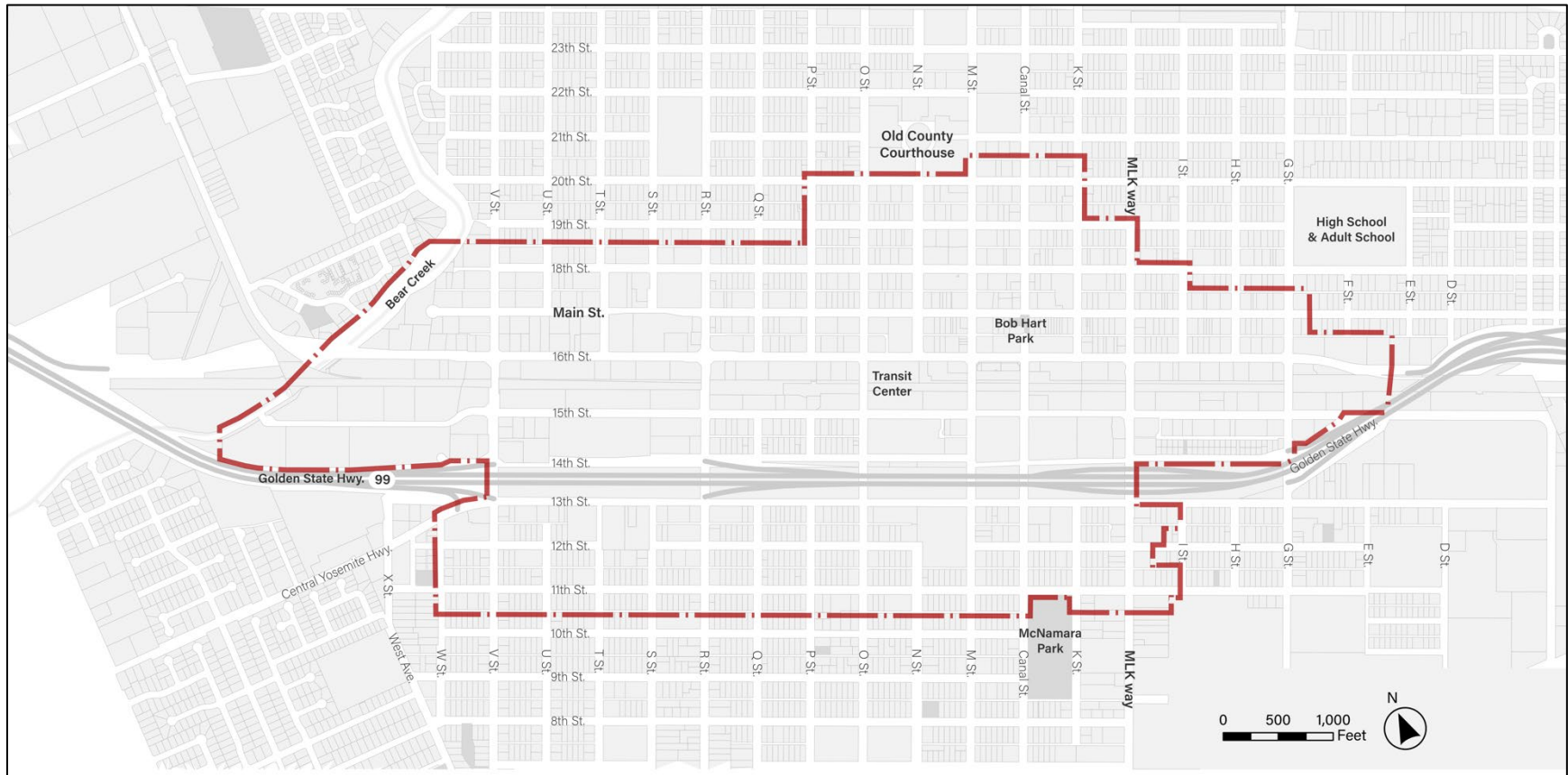


TABLE II-1. SELECTED CIVILIAN LABOR FORCE CHARACTERISTICS BETWEEN MERCED AND DSAP AREA, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION COMPARISON QUOTIENT (DSAP AREA / CITY)
SELECTED AGE CATEGORIES (POPULATION)				
16+	70,390	2,692	3.8%	1.0
16-24	14,856	498	3.4%	0.9
25-54	35,962	1,439	4.0%	1.0
55-64	8,468	335	4.0%	1.0
65+	11,104	419	3.8%	1.0
Male Age 16+	34,709	1,363	3.9%	1.0
Female Age 16+	35,681	1,329	3.7%	1.0
White Age 16+	25,187	681	2.7%	0.7
Black Age 16+	3,818	151	4.0%	1.0
American Indian Age 16+	1,792	85	4.7%	1.2
Asian Age 16+	8,404	80	1.0%	0.2
Pacific Islander Age 16+	201	8	4.0%	1.0
Other Race Age 16+	19,167	1,069	5.6%	1.4
Multiple Races Age 16+	11,821	618	5.2%	1.3

Source: ESRI; TNDG

TABLE II-2. SELECTED DEMOGRAPHIC AND INCOME PROFILE CHARACTERISTICS BETWEEN MERCED AND DSAP AREA, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION COMPARISON QUOTIENT (DSAP AREA / CITY)
HOUSING UNITS BY OCCUPANCY STATUS AND TENURE				
Total Housing Units	31,016	1,331	4.3%	1.0
Occupied	29,511	1,182	4.0%	0.9
Owner	13,881	237	1.7%	0.4
Renter	15,630	945	6.0%	1.4
Vacant	1,505	149	9.9%	2.3
OWNER OCCUPIED HOUSING UNITS BY VALUE				
Total	13,865	236	1.7%	1.0
<\$50,000	330	4	1.2%	0.7
\$50,000-\$99,999	225	13	5.8%	3.4
\$100,000-\$149,999	185	10	5.4%	3.2
\$150,000-\$199,999	535	25	4.7%	2.7
\$200,000-\$249,999	703	30	4.3%	2.5
\$250,000-\$299,999	1,090	57	5.2%	3.1
\$300,000-\$399,999	4,846	74	1.5%	0.9
\$400,000-\$499,999	3,139	10	0.3%	0.2
\$500,000-\$749,999	2,022	8	0.4%	0.2
\$750,000-\$999,999	522	2	0.4%	0.2
\$1,000,000-\$1,499,999	156	2	1.3%	0.8
\$1,500,000-\$1,999,999	57	1	1.8%	1.0
\$2,000,000+	55	-	0.0%	0.0
Median Value	\$379,746	\$281,579	74.1%	N/A
Average Value	\$421,742	\$298,835	70.9%	N/A

Source: ESRI; TNDG

TABLE II-3. SELECTED HOUSING PROFILE CHARACTERISTICS BETWEEN MERCED & DSAP AREA, 2024

VARIABLE	MERCED	DOWNTOWN MERCED	% COMPARISON	LOCATION COMPARISON QUOTIENT (DSAP AREA / CITY)
SUMMARY				
Population	92,672	3,594	3.9%	N/A
Households	29,511	1,182	4.0%	N/A
Families	20,639	729	3.5%	N/A
Average Household Size	3.11	3.03	N/A	N/A
Owner Occupied Housing Units	13,881	237	1.7%	N/A
Renter Occupied Housing Units	15,630	945	6.0%	N/A
Median Age	31.4	32.3	N/A	N/A
HOUSEHOLD INCOME				
Median Household Income	\$61,749	\$35,313	57.2%	N/A
Average Household Income	\$85,216	\$48,003	56.3%	N/A
Per Capita Income	\$27,154	\$15,922	58.6%	N/A
RACE AND ETHNICITY				
White Alone	31,408	883	2.8%	0.7
Black Alone	4,976	193	3.9%	1.0
American Indian Alone	2,359	120	5.1%	1.3
Asian Alone	10,717	104	1.0%	0.3
Pacific Islander Alone	242	8	3.3%	0.9
Some Other Race Alone	26,110	1,455	5.6%	1.4
Two or More Races	16,860	831	4.9%	1.3
Hispanic Origin (Any Race)	53,754	2,878	5.4%	1.4

Source: ESRI; TNDG

TABLE II-4. SELECTED OFFICE PROFILE CHARACTERISTICS BETWEEN MERCED AND DSAP AREA, 2025 (Q2)

LAND USE TYPE	MERCED	DSAP AREA	% COMPARISON
OFFICE TYPE			
Office	2,455,663	770,147	31.4%
Retail	5,903,638	2,247,639	38.1%
Industrial	5,572,961	340,492	6.1%
Flex	48,084	7,024	14.6%
Health Care	1,495,930	9,655	0.6%
Hospitality (rooms)	1,110	336	30.3%
DIRECT VACANCY %			
Office	1.6%	2.0%	N/A
Retail	5.9%	6.5%	N/A
Industrial	13.6%	3.5%	N/A

Source: CoStar; TNDG

TABLE II-5. SELECTED WORK AREA CHARACTERISTICS BETWEEN MERCED AND DSAP AREA, 2024

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION QUOTIENT
TOTAL ALL JOBS				
Total All Jobs	28,780	5,866	20.4%	1.0
JOBS BY WORKER AGE				
Age 29 or younger	6,779	1,484	21.9%	1.1
Age 30 to 54	15,996	3,219	20.1%	1.0
Age 55 or older	6,005	1,163	19.4%	1.0
JOBS BY EARNINGS				
\$1,250 per month or less	5,164	954	18.5%	0.9
\$1,251 to \$3,333 per month	9,403	2,051	21.8%	1.1
More than \$3,333 per month	14,213	2,861	20.1%	1.0
JOBS BY NAICS INDUSTRY SECTOR¹				
Agriculture, Forestry, Fishing and Hunting	416	7	1.7%	0.7
Mining, Quarrying, and Oil and Gas Extraction	-	-	-	0.0
Utilities	324	318	98.1%	1.9
Construction	974	106	10.9%	0.6
Manufacturing	1,933	22	1.1%	0.9
Wholesale Trade	828	66	8.0%	0.8
Retail Trade	3,458	1,318	38.1%	1.4
Transportation and Warehousing	576	18	3.1%	0.4
Information	219	61	27.9%	0.2
Finance and Insurance	1,131	355	31.4%	1.3
Real Estate and Rental and Leasing	483	90	18.6%	1.0
Professional, Scientific, and Technical Services	831	272	32.7%	0.4
Management of Companies and Enterprises	40	9	22.5%	0.1
Administration & Support, Waste Management and Remediation	833	183	22.0%	0.4
Educational Services	4,410	973	22.1%	1.8
Health Care and Social Assistance	5,403	292	5.4%	1.2
Arts, Entertainment, and Recreation	241	168	69.7%	0.4

VARIABLE	MERCED	DSAP AREA	% COMPARISON	LOCATION QUOTIENT
Accommodation and Food Services	2,721	795	29.2%	1.1
Other Services (excluding Public Administration)	744	333	44.8%	0.8
Public Administration	3,215	480	14.9%	2.7
JOBS BY WORKER RACE				
White Alone	22,475	4,795	21.3%	1.0
Black or African American Alone	1,444	225	15.6%	0.8
American Indian or Alaska Native Alone	517	111	21.5%	1.1
Asian Alone	3,329	498	15.0%	0.7
Native Hawaiian or Other Pacific Islander Alone	117	23	19.7%	1.0
Two or More Race Groups	898	214	23.8%	1.2
JOBS BY WORKER ETHNICITY				
Not Hispanic or Latino	15,292	3,002	19.6%	1.0
Hispanic or Latino	13,488	2,864	21.2%	1.0
JOBS BY WORKER EDUCATIONAL ATTAINMENT				
Less than high school	4,191	817	19.5%	1.0
High school or equivalent, no college	5,155	1,051	20.4%	1.0
Some college or Associate degree	7,520	1,555	20.7%	1.0
Bachelor's degree or advanced degree	5,135	959	18.7%	0.9
Educational attainment not available (workers aged 29 or younger)	6,779	1,484	21.9%	1.1
JOBS BY WORKER SEX				
Male	12,838	2,852	22.2%	1.1
Female	15,942	3,014	18.9%	0.9

Source: ESRI; U.S. Census Bureau, OnTheMap; TNDG.

Note: 1. LQ for industry employment is based on Citywide employment relative to Statewide employment

Summary of key observations:

1. Age Composition and Racial Distribution

The Downtown Station Area (DSAP) broadly reflects Merced's citywide age structure across most population brackets. However, there are two notable divergences in the racial/ethnic composition among residents aged 16 and over:

- **Asian Residents (16+)** are significantly underrepresented in the DSAP, with a location quotient of **0.2**, indicating they comprise just 1.0% of the DSAP population versus 12.0% citywide.
- **Other Race (16+)** individuals are more heavily concentrated in the DSAP, with a location quotient of **1.4**, representing 5.6% of the area's population compared to 3.4% citywide.

These variances suggest that while the DSAP mirrors broader Merced trends in age and gender distribution, it diverges meaningfully in certain aspects of racial composition, particularly with a lower share of Asian residents and a higher share of residents identifying as "Other Race."

2. Housing Characteristics

The DSAP area diverges meaningfully from citywide housing patterns in three key respects:

- **High Rental Concentration:** With a location quotient of 1.4, renters make up 6.0% of the DSAP population compared to 3.0% citywide, highlighting a notably higher reliance on rental housing in the downtown area.
- **Elevated Vacancy Rates:** The DSAP reports a vacancy rate of 9.9%, more than double the citywide average (4.9%), resulting in a location quotient of 2.3 — the highest in this dataset — signaling a significantly less stable or more transitional housing stock downtown.
- **Lower Home Values:** DSAP owner-occupied homes are more concentrated in lower price bands. For example, units valued \$50,000–\$99,999 and \$100,000–\$149,999 have location quotients of 3.4 and 3.2, respectively.
- Downtown Merced households report substantially lower income levels across all metrics. The **median household income (\$35,313)** is just **57.2%** of the citywide figure, while **per capita income (\$15,922)** is **41.4% lower** than the city average. These gaps reflect broader socioeconomic disparities concentrated in the downtown area.

3. Racial and Ethnic Composition Shifts

- Downtown Merced shows a stronger concentration of residents identifying as "**Some Other Race Alone**" and of **Hispanic origin**. Both categories carry a **location quotient of 1.4**, indicating they are notably overrepresented downtown compared to citywide shares. Conversely, **Asian residents** are significantly underrepresented (LQ: **0.3**), mirroring patterns observed above.

4. Job Market

- About 98% of the City's Utilities industry jobs are concentrated in Downtown, while the absolute number (318 jobs) is modest, this signals a specialized employment cluster in downtown — possibly linked to a central facility or public utility hub.

- Downtown Merced shows a higher share of employment in several lower-barrier, service-oriented industries:
 - Arts, Entertainment, and Recreation
 - Other Services (excl. Public Admin)
 - Retail Trade
 - Accommodation and Food Services
- Underrepresentation in Health and Industrial Sectors Jobs in Health Care and Social Assistance (5.4%) and Manufacturing (1.1%) are significantly underrepresented in the DSAP area, suggesting that major hospitals and industrial employers are located outside the downtown core. Similarly low shares are seen in Agriculture (1.7%) and Transportation & Warehousing (0.4%), further reinforcing downtown’s service-centric employment structure.

III. Demographic and Economic/Data Forecasts

Census-Based Demographic and Economic Overview

The following data were obtained from the U.S. Census Bureau, American Community Survey (ACS) 5-Year Estimates (2018–2023). Data are provided for two sets of geographies: -

1. City of Merced compared to the cities of Modesto and Stockton, and California
2. City of Merced compared to Merced , San Joaquin , and Stanislaus Counties, and California

Table II-1 through Table III-8 below provides a summary of economic characteristics from the ACS.

TABLE III-1. SELECTED ECONOMIC CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED, MODESTO, STOCKTO, & CALIFORNIA, 2023

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
EMPLOYMENT STATUS				
Population 16 years and over	66,016	167,544	244,034	31,545,603
In labor force	61.8%	61.6%	61.1%	63.9%
Civilian labor force	61.7%	61.6%	61.1%	63.3%
Employed	54.2%	57.1%	56.2%	59.3%
Unemployed	7.6%	4.5%	4.9%	4.1%
Armed Forces	0.1%	0.0%	0.0%	0.5%
Not in labor force	38.2%	38.4%	38.9%	36.1%
Civilian labor force	40,742	103,201	149,004	19,982,482
Unemployment Rate	12.3%	7.3%	8.0%	6.4%
Females 16 years and over	33,819	85,664	125,033	15,879,443
In labor force	53.7%	55.8%	55.3%	58.2%
Civilian labor force	53.6%	55.8%	55.3%	58.1%
Employed	46.1%	51.6%	50.7%	54.3%
Own children of the householder under 6 years	8,150	16,972	25,128	2,559,779
All parents in family in labor force	59.2%	61.4%	63.7%	65.4%
Own children of the householder 6 to 17 years	17,865	37,624	57,383	5,751,589
All parents in family in labor force	68.7%	63.9%	67.4%	68.8%
COMMUTING TO WORK				
Workers 16 years and over	34,472	92,376	131,546	18,331,098
Car, truck, or van -- drove alone	75.4%	76.6%	76.7%	67.1%
Car, truck, or van -- carpooled	7.4%	12.1%	13.3%	9.5%
Public transportation (excluding taxicab)	0.8%	1.1%	1.2%	3.2%
Walked	1.7%	1.2%	1.0%	2.4%
Other means	6.8%	1.8%	0.9%	2.4%
Worked from home	7.9%	7.3%	6.8%	15.5%
Mean travel time to work (minutes)	26.9	29.7	32.1	29.0
OCCUPATION				
Civilian employed population 16 years and over	35,750	95,651	137,117	18,700,223
Management, business, science, and arts occupations	27.0%	31.7%	27.4%	42.7%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
Service occupations	20.6%	17.9%	20.1%	17.4%
Sales and office occupations	21.1%	20.7%	18.9%	19.4%
Natural resources, construction, and maintenance occupations	15.0%	11.2%	11.8%	8.7%
Production, transportation, and material moving occupations	16.4%	18.5%	21.7%	11.8%
INDUSTRY				
Civilian employed population 16 years and over	35,750	95,651	137,117	18,700,223
Agriculture, forestry, fishing and hunting, and mining	6.8%	2.0%	3.5%	2.0%
Construction	6.6%	8.1%	7.1%	6.7%
Manufacturing	8.4%	12.9%	9.1%	8.9%
Wholesale trade	2.9%	2.6%	2.3%	2.5%
Retail trade	11.0%	12.3%	12.4%	10.1%
Transportation and warehousing, and utilities	6.7%	7.5%	10.7%	6.0%
Information	1.1%	1.1%	0.7%	2.9%
Finance and insurance, and real estate and rental and leasing	4.0%	3.9%	4.5%	5.7%
Professional, scientific, and management, and administrative and waste management services	6.7%	8.9%	8.6%	14.3%
Educational services, and health care and social assistance	25.9%	22.8%	22.2%	21.7%
Arts, entertainment, and recreation, and accommodation and food services	10.6%	8.0%	8.6%	9.5%
Other services, except public administration	3.5%	5.5%	4.8%	4.8%
Public administration	5.8%	4.3%	5.4%	4.7%
CLASS OF WORKER				
Civilian employed population 16 years and over	35,750	95,651	137,117	18,700,223
Private wage and salary workers	73.9%	78.5%	79.8%	77.7%
Government workers	21.1%	15.0%	14.6%	14.6%
Self-employed in own not incorporated business workers	4.7%	6.4%	5.4%	7.4%
Unpaid family workers	0.4%	0.1%	0.2%	0.2%
INCOME AND BENEFITS (IN 2021 INFLATION-ADJUSTED DOLLARS)				
Total households	27,482	72,418	98,295	13,434,847
Less than \$10,000	6.2%	4.3%	5.5%	4.4%
\$10,000 to \$14,999	5.0%	3.8%	3.8%	3.0%
\$15,000 to \$24,999	9.0%	6.1%	6.4%	5.2%
\$25,000 to \$34,999	7.6%	5.9%	6.8%	5.5%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
\$35,000 to \$49,999	13.4%	10.9%	10.5%	8.4%
\$50,000 to \$74,999	18.5%	17.2%	16.1%	13.3%
\$75,000 to \$99,999	12.3%	14.2%	14.7%	11.8%
\$100,000 to \$149,999	14.2%	18.9%	18.1%	17.9%
\$150,000 to \$199,999	7.4%	9.4%	9.7%	11.1%
\$200,000 or more	6.2%	9.3%	8.5%	19.4%
Median household income (dollars)	59,938	77,899	76,851	96,334
Mean household income (dollars)	81,691	101,053	98,488	136,730
With earnings	79.1%	79.3%	80.5%	80.7%
Mean earnings (dollars)	83,383	102,881	99,394	137,277
With Social Security	22.2%	30.5%	26.7%	28.1%
Mean Social Security income (dollars)	17,669	22,061	20,665	23,022
With retirement income	17.3%	22.9%	21.8%	21.6%
Mean retirement income (dollars)	31,172	28,871	33,028	39,821
With Supplemental Security Income	10.5%	8.3%	10.4%	5.9%
Mean Supplemental Security Income (dollars)	12,370	11,868	11,553	11,505
With cash public assistance income	9.9%	4.1%	5.4%	3.8%
Mean cash public assistance income (dollars)	6,667	5,498	5,734	6,037
With Food Stamp/SNAP benefits in the past 12 months	30.0%	15.8%	20.8%	11.4%
Families	19,907	51,209	70,959	9,144,470
Less than \$10,000	4.4%	3.4%	4.4%	2.8%
\$10,000 to \$14,999	4.2%	2.5%	2.3%	1.5%
\$15,000 to \$24,999	8.4%	4.5%	4.6%	3.8%
\$25,000 to \$34,999	7.2%	4.6%	6.4%	4.7%
\$35,000 to \$49,999	11.7%	11.0%	10.6%	7.8%
\$50,000 to \$74,999	19.8%	16.6%	15.9%	12.9%
\$75,000 to \$99,999	13.7%	14.5%	15.1%	12.0%
\$100,000 to \$149,999	16.3%	21.4%	19.9%	19.0%
\$150,000 to \$199,999	7.7%	10.9%	11.2%	12.5%
\$200,000 or more	6.7%	10.6%	9.5%	22.9%
Median family income (dollars)	67,504	86,821	83,291	110,108
Mean family income (dollars)	86,175	110,322	106,274	152,870

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
Per capita income (dollars)	26,140	34,656	31,279	47,977
Nonfamily households	7,575	21,209	27,336	4,290,377
Median nonfamily income (dollars)	37,765	52,864	44,101	61,846
Mean nonfamily income (dollars)	54,816	70,860	62,866	93,218
Median earnings for workers (dollars)	35,288	42,978	39,259	47,310
Median earnings for male full-time, year-round workers (dollars)	52,273	63,246	56,501	71,132
Median earnings for female full-time, year-round workers (dollars)	47,172	53,371	48,059	61,569
HEALTH INSURANCE COVERAGE				
Civilian noninstitutionalized population	89,148	217,289	318,501	38,761,738
With health insurance coverage	91.8%	94.6%	93.2%	93.1%
With private health insurance	48.0%	56.4%	54.5%	64.0%
With public coverage	52.2%	47.4%	47.9%	38.9%
No health insurance coverage	8.2%	5.4%	6.8%	6.9%
Civilian noninstitutionalized population under 19 years	27,999	60,150	91,988	9,258,010
No health insurance coverage	3.0%	2.5%	2.6%	3.4%
Civilian noninstitutionalized population 19 to 64 years	52,578	126,696	186,230	23,613,863
In labor force:	38,676	95,926	138,132	18,434,710
Employed:	34,165	88,807	127,697	17,288,909
With health insurance coverage	87.5%	92.5%	90.8%	91.3%
With private health insurance	64.0%	73.8%	71.0%	77.9%
With public coverage	26.3%	21.3%	23.1%	16.1%
No health insurance coverage	12.5%	7.5%	9.2%	8.7%
Unemployed:	4,511	7,119	10,435	1,145,801
With health insurance coverage	85.4%	89.5%	83.0%	82.7%
With private health insurance	32.4%	33.5%	35.3%	43.1%
With public coverage	56.1%	57.8%	49.5%	42.9%
No health insurance coverage	14.6%	10.5%	17.0%	17.3%
Not in labor force:	13,902	30,770	48,098	5,179,153
With health insurance coverage	90.0%	91.2%	89.3%	88.4%
With private health insurance	32.4%	35.5%	35.7%	48.9%
With public coverage	63.2%	60.5%	59.0%	44.6%
No health insurance coverage	10.0%	8.8%	10.7%	11.6%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL				
All families	18.6%	10.0%	12.4%	8.4%
With related children of the householder under 18 years	25.5%	13.5%	16.6%	12.2%
With related children of the householder under 5 years only	16.2%	14.4%	18.2%	9.7%
Married couple families	6.9%	6.7%	7.3%	5.1%
With related children of the householder under 18 years	9.2%	8.5%	9.1%	6.5%
With related children of the householder under 5 years only	5.3%	11.9%	5.3%	4.3%
Families with female householder, no spouse present	41.3%	20.2%	22.8%	19.8%
With related children of the householder under 18 years	48.6%	26.3%	29.7%	28.4%
With related children of the householder under 5 years only	35.3%	20.5%	35.8%	29.9%
All people	23.0%	13.0%	15.4%	12.0%
Under 18 years	30.9%	15.7%	20.1%	15.1%
Related children of the householder under 18 years	30.9%	15.4%	19.9%	14.8%
Related children of the householder under 5 years	32.7%	15.9%	22.5%	15.1%
Related children of the householder 5 to 17 years	30.3%	15.3%	18.9%	14.8%
18 years and over	19.6%	12.0%	13.6%	11.1%
18 to 64 years	20.3%	12.0%	13.5%	11.0%
65 years and over	15.4%	12.1%	14.5%	11.3%
People in families	20.4%	10.2%	12.7%	9.1%
Unrelated individuals 15 years and over	36.1%	27.2%	29.9%	24.7%

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-2. SELECTED ECONOMIC CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED AND MERCED, SAN JOAQUIN, AND STANISLAUS COUNTIES & CALIFORNIA, 2023

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
EMPLOYMENT STATUS					
Population 16 years and over	66,016	212,519	603,277	421,273	31,545,603
In labor force	61.8%	58.9%	61.8%	61.9%	63.9%
Civilian labor force	61.7%	58.8%	61.7%	61.8%	63.3%
Employed	54.2%	52.5%	57.2%	57.0%	59.3%
Unemployed	7.6%	6.3%	4.5%	4.8%	4.1%
Armed Forces	0.1%	0.1%	0.1%	0.1%	0.5%
Not in labor force	38.2%	41.1%	38.2%	38.1%	36.1%
Civilian labor force	40,742	124,973	372,511	260,457	19,982,482
Unemployment Rate	12.3%	10.8%	7.4%	7.8%	6.4%
Females 16 years and over	33,819	105,475	303,613	212,678	15,879,443
In labor force	53.7%	51.3%	55.8%	54.5%	58.2%
Civilian labor force	53.6%	51.3%	55.7%	54.5%	58.1%
Employed	46.1%	44.7%	51.1%	50.0%	54.3%
Own children of the householder under 6 years	8,150	24,316	59,790	42,786	2,559,779
All parents in family in labor force	59.2%	55.2%	61.9%	59.3%	65.4%
Own children of the householder 6 to 17 years	17,865	54,967	139,095	98,582	5,751,589
All parents in family in labor force	68.7%	66.4%	67.5%	64.7%	68.8%
COMMUTING TO WORK					
Workers 16 years and over	34,472	107,310	331,583	232,981	18,331,098
Car, truck, or van -- drove alone	75.4%	76.8%	74.8%	78.6%	67.1%
Car, truck, or van -- carpooled	7.4%	10.1%	12.4%	11.0%	9.5%
Public transportation (excluding taxicab)	0.8%	0.4%	1.1%	0.7%	3.2%
Walked	1.7%	2.4%	1.1%	1.4%	2.4%
Other means	6.8%	3.9%	1.3%	1.4%	2.4%
Worked from home	7.9%	6.4%	9.3%	6.9%	15.5%
Mean travel time to work (minutes)	26.9	31.0	34.6	30.9	29.0
OCCUPATION					
Civilian employed population 16 years and over	35,750	111,532	345,069	240,228	18,700,223
Management, business, science, and arts occupations	27.0%	25.5%	31.7%	29.8%	42.7%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
Service occupations	20.6%	18.0%	17.8%	17.9%	17.4%
Sales and office occupations	21.1%	18.1%	19.0%	19.1%	19.4%
Natural resources, construction, and maintenance occupations	15.0%	18.8%	12.7%	14.1%	8.7%
Production, transportation, and material moving occupations	16.4%	19.6%	18.9%	19.1%	11.8%
INDUSTRY					
Civilian employed population 16 years and over	35,750	111,532	345,069	240,228	18,700,223
Agriculture, forestry, fishing and hunting, and mining	6.8%	10.5%	4.4%	5.0%	2.0%
Construction	6.6%	8.5%	8.5%	8.9%	6.7%
Manufacturing	8.4%	10.5%	9.8%	12.3%	8.9%
Wholesale trade	2.9%	3.4%	2.5%	2.7%	2.5%
Retail trade	11.0%	10.7%	11.7%	11.4%	10.1%
Transportation and warehousing, and utilities	6.7%	7.4%	9.0%	7.6%	6.0%
Information	1.1%	0.8%	1.4%	0.9%	2.9%
Finance and insurance, and real estate and rental and leasing	4.0%	3.0%	4.3%	3.4%	5.7%
Professional, scientific, and management, and administrative and waste management services	6.7%	6.8%	10.4%	8.4%	14.3%
Educational services, and health care and social assistance	25.9%	21.8%	20.6%	21.9%	21.7%
Arts, entertainment, and recreation, and accommodation and food services	10.6%	7.9%	7.9%	8.3%	9.5%
Other services, except public administration	3.5%	4.4%	4.3%	4.9%	4.8%
Public administration	5.8%	4.2%	5.1%	4.1%	4.7%
CLASS OF WORKER					
Civilian employed population 16 years and over	35,750	111,532	345,069	240,228	18,700,223
Private wage and salary workers	73.9%	77.4%	79.0%	78.2%	77.7%
Government workers	21.1%	16.5%	14.8%	15.2%	14.6%
Self-employed in own not incorporated business workers	4.7%	5.9%	6.0%	6.4%	7.4%
Unpaid family workers	0.4%	0.2%	0.2%	0.2%	0.2%
INCOME AND BENEFITS (IN 2021 INFLATION-ADJUSTED DOLLARS)					
Total households	27,482	84,605	241,373	176,457	13,434,847
Less than \$10,000	6.2%	6.0%	4.4%	4.2%	4.4%
\$10,000 to \$14,999	5.0%	3.9%	2.8%	3.4%	3.0%
\$15,000 to \$24,999	9.0%	8.3%	5.3%	5.9%	5.2%
\$25,000 to \$34,999	7.6%	8.4%	5.8%	6.6%	5.5%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
\$35,000 to \$49,999	13.4%	11.7%	9.0%	10.5%	8.4%
\$50,000 to \$74,999	18.5%	18.5%	14.9%	16.4%	13.3%
\$75,000 to \$99,999	12.3%	13.8%	13.4%	14.1%	11.8%
\$100,000 to \$149,999	14.2%	15.6%	19.3%	19.4%	17.9%
\$150,000 to \$199,999	7.4%	7.0%	11.6%	9.3%	11.1%
\$200,000 or more	6.2%	6.9%	13.4%	10.2%	19.4%
Median household income (dollars)	59,938	65,044	88,531	79,661	96,334
Mean household income (dollars)	81,691	87,129	114,559	102,442	136,730
With earnings	79.1%	78.1%	81.1%	79.4%	80.7%
Mean earnings (dollars)	83,383	87,458	115,187	103,888	137,277
With Social Security	22.2%	25.8%	27.7%	30.1%	28.1%
Mean Social Security income (dollars)	17,669	20,224	21,947	21,978	23,022
With retirement income	17.3%	18.4%	23.7%	22.2%	21.6%
Mean retirement income (dollars)	31,172	33,071	35,501	29,859	39,821
With Supplemental Security Income	10.5%	9.3%	7.7%	7.7%	5.9%
Mean Supplemental Security Income (dollars)	12,370	12,941	12,013	12,113	11,505
With cash public assistance income	9.9%	5.6%	3.8%	3.8%	3.8%
Mean cash public assistance income (dollars)	6,667	6,975	5,811	5,882	6,037
With Food Stamp/SNAP benefits in the past 12 months	30.0%	20.7%	15.1%	14.1%	11.4%
Families	19,907	63,278	180,811	130,548	9,144,470
Less than \$10,000	4.4%	4.4%	3.4%	3.6%	2.8%
\$10,000 to \$14,999	4.2%	2.7%	1.4%	2.0%	1.5%
\$15,000 to \$24,999	8.4%	7.3%	4.0%	4.4%	3.8%
\$25,000 to \$34,999	7.2%	7.4%	5.0%	5.4%	4.7%
\$35,000 to \$49,999	11.7%	10.9%	8.6%	10.1%	7.8%
\$50,000 to \$74,999	19.8%	18.6%	14.7%	16.4%	12.9%
\$75,000 to \$99,999	13.7%	15.5%	13.3%	14.2%	12.0%
\$100,000 to \$149,999	16.3%	17.7%	20.7%	21.6%	19.0%
\$150,000 to \$199,999	7.7%	7.5%	13.2%	10.4%	12.5%
\$200,000 or more	6.7%	8.0%	15.6%	11.9%	22.9%
Median family income (dollars)	67,504	73,010	98,914	89,051	110,108
Mean family income (dollars)	86,175	94,946	124,987	111,532	152,870

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
Per capita income (dollars)	26,140	27,711	36,192	33,653	47,977
Nonfamily households	7,575	21,327	60,562	45,909	4,290,377
Median nonfamily income (dollars)	37,765	36,733	51,100	49,008	61,846
Mean nonfamily income (dollars)	54,816	52,233	69,799	66,977	93,218
Median earnings for workers (dollars)	35,288	36,747	43,620	41,701	47,310
Median earnings for male full-time, year-round workers (dollars)	52,273	53,368	64,892	62,161	71,132
Median earnings for female full-time, year-round workers (dollars)	47,172	45,367	54,161	52,285	61,569
HEALTH INSURANCE COVERAGE					
Civilian noninstitutionalized population	89,148	283,066	778,075	549,358	38,761,738
With health insurance coverage	91.8%	91.0%	93.6%	94.0%	93.1%
With private health insurance	48.0%	49.0%	61.2%	58.1%	64.0%
With public coverage	52.2%	50.7%	42.1%	45.2%	38.9%
No health insurance coverage	8.2%	9.0%	6.4%	6.0%	6.9%
Civilian noninstitutionalized population under 19 years	27,999	88,438	219,821	156,075	9,258,010
No health insurance coverage	3.0%	4.2%	3.0%	2.8%	3.4%
Civilian noninstitutionalized population 19 to 64 years	52,578	161,931	457,031	320,096	23,613,863
In labor force:	38,676	116,591	346,745	242,661	18,434,710
Employed:	34,165	104,941	322,488	224,341	17,288,909
With health insurance coverage	87.5%	87.3%	91.6%	92.1%	91.3%
With private health insurance	64.0%	65.5%	75.6%	74.9%	77.9%
With public coverage	26.3%	24.7%	18.9%	19.8%	16.1%
No health insurance coverage	12.5%	12.7%	8.4%	7.9%	8.7%
Unemployed:	4,511	11,650	24,257	18,320	1,145,801
With health insurance coverage	85.4%	81.3%	84.3%	82.4%	82.7%
With private health insurance	32.4%	30.9%	38.9%	30.4%	43.1%
With public coverage	56.1%	52.8%	48.0%	54.0%	42.9%
No health insurance coverage	14.6%	18.7%	15.7%	17.6%	17.3%
Not in labor force:	13,902	45,340	110,286	77,435	5,179,153
With health insurance coverage	90.0%	87.6%	89.4%	90.5%	88.4%
With private health insurance	32.4%	35.4%	45.6%	39.9%	48.9%
With public coverage	63.2%	56.7%	49.6%	55.7%	44.6%
No health insurance coverage	10.0%	12.4%	10.6%	9.5%	11.6%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL					
All families	18.6%	15.2%	9.7%	10.5%	8.4%
With related children of the householder under 18 years	25.5%	20.8%	13.2%	14.7%	12.2%
With related children of the householder under 5 years only	16.2%	14.0%	13.1%	16.3%	9.7%
Married couple families	6.9%	8.4%	6.0%	6.5%	5.1%
With related children of the householder under 18 years	9.2%	10.4%	7.8%	8.4%	6.5%
With related children of the householder under 5 years only	5.3%	4.9%	4.3%	8.3%	4.3%
Families with female householder, no spouse present	41.3%	34.0%	20.8%	23.2%	19.8%
With related children of the householder under 18 years	48.6%	41.8%	27.0%	30.9%	28.4%
With related children of the householder under 5 years only	35.3%	35.5%	32.0%	32.9%	29.9%
All people	23.0%	18.4%	12.6%	13.1%	12.0%
Under 18 years	30.9%	25.0%	16.5%	17.0%	15.1%
Related children of the householder under 18 years	30.9%	24.8%	16.1%	16.8%	14.8%
Related children of the householder under 5 years	32.7%	24.5%	18.9%	17.7%	15.1%
Related children of the householder 5 to 17 years	30.3%	24.9%	15.2%	16.4%	14.8%
18 years and over	19.6%	15.7%	11.1%	11.8%	11.1%
18 to 64 years	20.3%	15.8%	11.2%	11.6%	11.0%
65 years and over	15.4%	15.2%	11.1%	12.6%	11.3%
People in families	20.4%	16.1%	10.2%	10.8%	9.1%
Unrelated individuals 15 years and over	36.1%	33.5%	27.2%	27.6%	24.7%

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-3. SELECTED ECONOMIC CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED, MODESTO, STOCKTON, & CALIFORNIA, 2023

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
AGE BY EDUCATIONAL ATTAINMENT				
Population 18 to 24 years	10,721	17,849	32,166	3,572,575
Less than high school graduate	12.5%	10.4%	13.0%	9.6%
High school graduate (includes equivalency)	30.9%	38.7%	42.7%	34.1%
Some college or associate's degree	46.7%	44.6%	37.4%	43.8%
Bachelor's degree or higher	9.9%	6.4%	6.9%	12.5%
Population 25 years and over	52,094	143,337	201,155	26,941,198
Less than 9th grade	12.0%	8.3%	13.6%	8.7%
9th to 12th grade, no diploma	10.8%	8.4%	9.3%	6.7%
High school graduate (includes equivalency)	26.8%	29.0%	28.1%	20.4%
Some college, no degree	22.7%	25.2%	21.0%	19.8%
Associate's degree	9.8%	8.8%	8.9%	7.9%
Bachelor's degree	11.7%	13.8%	13.0%	22.4%
Graduate or professional degree	6.3%	6.5%	6.1%	14.1%
High school graduate or higher	77.2%	83.3%	77.1%	84.6%
Bachelor's degree or higher	18.0%	20.3%	19.1%	36.5%
Population 25 to 34 years	14,880	32,911	47,065	5,834,867
High school graduate or higher	84.8%	89.9%	84.3%	91.4%
Bachelor's degree or higher	19.0%	21.4%	18.0%	40.1%
Population 35 to 44 years	10,881	28,637	43,401	5,398,975
High school graduate or higher	78.5%	85.1%	75.2%	85.7%
Bachelor's degree or higher	19.1%	20.8%	17.9%	40.3%
Population 45 to 64 years	17,568	50,344	69,023	9,712,870
High school graduate or higher	72.1%	80.0%	74.6%	81.6%
Bachelor's degree or higher	16.1%	19.6%	18.8%	34.2%
Population 65 years and over	8,765	31,445	41,666	5,994,486

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
High school graduate or higher	72.8%	79.9%	75.3%	81.9%
Bachelor's degree or higher	18.6%	19.9%	21.8%	33.3%
RACE AND HISPANIC OR LATINO ORIGIN BY EDUCATIONAL ATTAINMENT				
White alone	19,217	79,355	59,154	12,678,842
High school graduate or higher	89.6%	89.3%	82.9%	91.7%
Bachelor's degree or higher	22.9%	23.1%	23.3%	42.2%
White alone, not Hispanic or Latino	15,196	65,272	42,943	10,561,506
High school graduate or higher	91.6%	91.9%	90.0%	95.5%
Bachelor's degree or higher	25.5%	25.7%	28.4%	46.9%
Black alone	2,339	6,468	23,800	1,523,193
High school graduate or higher	88.8%	90.0%	87.4%	90.8%
Bachelor's degree or higher	21.1%	18.6%	19.8%	29.4%
American Indian or Alaska Native alone	524	1,753	2,835	295,010
High school graduate or higher	71.8%	70.8%	63.6%	73.1%
Bachelor's degree or higher	16.2%	13.7%	13.8%	17.5%
Asian alone	5,439	11,141	45,648	4,445,164
High school graduate or higher	77.3%	81.2%	78.8%	88.9%
Bachelor's degree or higher	32.2%	35.3%	27.1%	55.8%
Native Hawaiian and Other Pacific Islander alone	226	1,378	1,024	102,641
High school graduate or higher	94.2%	83.9%	86.6%	86.7%
Bachelor's degree or higher	5.3%	22.7%	16.7%	20.9%
Some other race alone	18,518	16,496	35,012	4,241,725
High school graduate or higher	61.4%	69.4%	59.7%	63.7%
Bachelor's degree or higher	8.7%	9.2%	7.4%	12.7%
Two or more races	5,831	26,746	33,682	3,654,623
High school graduate or higher	81.8%	74.1%	76.3%	77.2%
Bachelor's degree or higher	17.2%	13.5%	12.8%	25.7%
Hispanic or Latino Origin	27,125	53,693	81,096	9,352,433

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
High school graduate or higher	67.8%	71.7%	65.5%	68.3%
Bachelor's degree or higher	10.7%	9.7%	9.3%	16.1%
POVERTY RATE FOR THE POPULATION 25 YEARS AND OVER				
Less than high school graduate	25.3%	23.7%	22.8%	19.9%
High school graduate (includes equivalency)	19.9%	12.8%	14.3%	13.7%
Some college or associate's degree	15.8%	10.0%	9.7%	9.8%
Bachelor's degree or higher	7.7%	4.5%	7.4%	4.9%
MEDIAN EARNINGS IN THE PAST 12 MONTHS				
Population 25 years and over with earnings	39,733	48,711	43,580	54,437
Less than high school graduate	30,437	32,477	33,431	31,554
High school graduate (includes equivalency)	38,586	41,339	40,961	40,371
Some college or associate's degree	38,674	50,202	45,505	48,785
Bachelor's degree	67,039	66,595	67,730	78,553
Graduate or professional degree	77,467	101,470	90,055	108,925

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-4. SELECTED EDUCATION CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED AND MERCED, SAN JOAQUIN, AND STANISLAUS COUNTIES, & CALIFORNIA, 2023

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
AGE BY EDUCATIONAL ATTAINMENT					
Population 18 to 24 years	10,721	30,869	73,641	51,350	3,572,575
Less than high school graduate	12.5%	11.7%	12.1%	10.9%	9.6%
High school graduate (includes equivalency)	30.9%	33.9%	41.8%	41.0%	34.1%
Some college or associate's degree	46.7%	46.7%	37.6%	41.7%	43.8%
Bachelor's degree or higher	9.9%	7.7%	8.5%	6.4%	12.5%
Population 25 years and over	52,094	171,486	504,845	352,585	26,941,198
Less than 9th grade	12.0%	17.2%	11.4%	11.2%	8.7%
9th to 12th grade, no diploma	10.8%	10.9%	8.2%	8.7%	6.7%
High school graduate (includes equivalency)	26.8%	28.7%	27.8%	29.3%	20.4%
Some college, no degree	22.7%	20.9%	22.0%	23.6%	19.8%
Associate's degree	9.8%	7.5%	9.1%	8.0%	7.9%
Bachelor's degree	11.7%	10.4%	14.6%	13.1%	22.4%
Graduate or professional degree	6.3%	4.4%	7.0%	6.0%	14.1%
High school graduate or higher	77.2%	71.9%	80.4%	80.1%	84.6%
Bachelor's degree or higher	18.0%	14.8%	21.6%	19.1%	36.5%
Population 25 to 34 years	14,880	41,582	108,872	78,517	5,834,867
High school graduate or higher	84.8%	84.5%	85.8%	89.9%	91.4%
Bachelor's degree or higher	19.0%	16.8%	20.7%	20.7%	40.1%
Population 35 to 44 years	10,881	36,642	108,715	73,288	5,398,975
High school graduate or higher	78.5%	76.1%	79.3%	80.9%	85.7%
Bachelor's degree or higher	19.1%	15.5%	24.1%	21.1%	40.3%
Population 45 to 64 years	17,568	60,194	182,777	125,875	9,712,870
High school graduate or higher	72.1%	64.4%	78.8%	76.2%	81.6%
Bachelor's degree or higher	16.1%	12.8%	21.1%	17.9%	34.2%
Population 65 years and over	8,765	33,068	104,481	74,905	5,994,486

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
High school graduate or higher	72.8%	65.0%	78.8%	75.7%	81.9%
Bachelor's degree or higher	18.6%	15.2%	20.7%	17.8%	33.3%
RACE AND HISPANIC OR LATINO ORIGIN BY EDUCATIONAL ATTAINMENT					
White alone	19,217	69,233	208,426	192,228	12,678,842
High school graduate or higher	89.6%	84.0%	87.8%	87.5%	91.7%
Bachelor's degree or higher	22.9%	19.3%	23.4%	22.2%	42.2%
White alone, not Hispanic or Latino	15,196	51,442	168,901	155,709	10,561,506
High school graduate or higher	91.6%	89.0%	92.3%	91.2%	95.5%
Bachelor's degree or higher	25.5%	22.9%	26.4%	24.7%	46.9%
Black alone	2,339	5,411	36,071	10,026	1,523,193
High school graduate or higher	88.8%	87.6%	88.5%	89.5%	90.8%
Bachelor's degree or higher	21.1%	15.8%	21.1%	21.6%	29.4%
American Indian or Alaska Native alone	524	2,373	5,889	3,951	295,010
High school graduate or higher	71.8%	81.3%	69.6%	70.8%	73.1%
Bachelor's degree or higher	16.2%	19.0%	11.5%	11.6%	17.5%
Asian alone	5,439	12,813	93,721	22,650	4,445,164
High school graduate or higher	77.3%	72.5%	81.4%	79.8%	88.9%
Bachelor's degree or higher	32.2%	32.2%	35.5%	35.8%	55.8%
Native Hawaiian and Other Pacific Islander alone	226	451	3,053	2,389	102,641
High school graduate or higher	94.2%	88.5%	89.4%	81.4%	86.7%
Bachelor's degree or higher	5.3%	12.0%	22.4%	16.8%	20.9%
Some other race alone	18,518	62,822	74,799	49,107	4,241,725
High school graduate or higher	61.4%	54.5%	59.8%	60.9%	63.7%
Bachelor's degree or higher	8.7%	6.1%	8.3%	8.5%	12.7%
Two or more races	5,831	18,383	82,886	72,234	3,654,623
High school graduate or higher	81.8%	78.9%	76.4%	72.8%	77.2%
Bachelor's degree or higher	17.2%	14.7%	14.1%	13.1%	25.7%
Hispanic or Latino Origin	27,125	96,895	184,393	149,654	9,352,433

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
High school graduate or higher	67.8%	61.1%	66.5%	67.3%	68.3%
Bachelor's degree or higher	10.7%	7.8%	10.0%	10.0%	16.1%
POVERTY RATE FOR THE POPULATION 25 YEARS AND OVER FOR WHOM POVERTY STATUS IS DETERMINED BY EDUCATIONAL ATTAINMENT LEVEL					
Less than high school graduate	25.3%	21.3%	19.8%	20.5%	19.9%
High school graduate (includes equivalency)	19.9%	16.4%	12.9%	13.4%	13.7%
Some college or associate's degree	15.8%	11.8%	8.5%	8.8%	9.8%
Bachelor's degree or higher	7.7%	7.1%	4.8%	4.2%	4.9%
MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2023 INFLATION-ADJUSTED DOLLARS)					
Population 25 years and over with earnings	39,733	41,758	50,385	48,135	54,437
Less than high school graduate	30,437	32,977	34,187	33,938	31,554
High school graduate (includes equivalency)	38,586	41,163	43,093	41,201	40,371
Some college or associate's degree	38,674	43,046	52,554	50,445	48,785
Bachelor's degree	67,039	62,487	76,400	71,050	78,553
Graduate or professional degree	77,467	82,963	92,406	101,039	108,925

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-5. SELECTED HOUSING CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED, MODESTO, STOCKTON, & CALIFORNIA, 2023

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
HOUSING OCCUPANCY				
Total housing units	29,208	75,525	104,955	14,532,683
Occupied housing units	94.1%	95.9%	93.7%	92.4%
Vacant housing units	5.9%	4.1%	6.3%	7.6%
Homeowner vacancy rate	0.6	1.0	1.0	0.9
Rental vacancy rate	5.6	3.5	4.1	4.1
UNITS IN STRUCTURE				
Total housing units	29,208	75,525	104,955	14,532,683
1-unit, detached	65.1%	71.5%	67.1%	57.2%
1-unit, attached	1.7%	6.0%	6.8%	7.3%
2 units	3.2%	2.2%	2.1%	2.4%
3 or 4 units	9.3%	5.0%	5.1%	5.4%
5 to 9 units	8.7%	3.3%	4.5%	5.7%
10 to 19 units	3.5%	2.2%	3.4%	4.9%
20 or more units	5.5%	7.5%	9.7%	13.4%
Mobile home	3.1%	2.3%	1.3%	3.5%
Boat, RV, van, etc.	0.0%	0.0%	0.0%	0.1%
YEAR STRUCTURE BUILT				
Total housing units	29,208	75,525	104,955	14,532,683
Built 2020 or later	2.1%	0.3%	0.4%	0.8%
Built 2010 to 2019	6.5%	2.5%	3.0%	6.2%
Built 2000 to 2009	20.3%	9.7%	17.1%	11.1%
Built 1990 to 1999	10.1%	12.0%	13.9%	10.3%
Built 1980 to 1989	16.6%	20.3%	14.1%	14.9%
Built 1970 to 1979	17.4%	23.4%	18.8%	17.0%
Built 1960 to 1969	7.9%	11.6%	9.6%	12.7%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
Built 1950 to 1959	9.6%	10.1%	9.0%	12.7%
Built 1940 to 1949	5.1%	4.9%	4.9%	5.5%
Built 1939 or earlier	4.6%	5.4%	9.0%	8.9%
ROOMS				
Total housing units	29,208	75,525	104,955	14,532,683
1 room	4.3%	2.3%	3.8%	4.2%
2 rooms	1.7%	2.0%	1.9%	4.6%
3 rooms	7.8%	8.5%	8.8%	12.0%
4 rooms	17.0%	17.0%	20.1%	19.2%
5 rooms	21.1%	23.6%	22.0%	18.9%
6 rooms	22.0%	20.2%	18.1%	16.7%
7 rooms	10.3%	10.1%	11.4%	10.2%
8 rooms	10.1%	9.1%	7.7%	7.2%
9 rooms or more	5.7%	7.1%	6.2%	7.0%
Median rooms	5.4	5.4	5.2	5.0
BEDROOMS				
Total housing units	29,208	75,525	104,955	14,532,683
No bedroom	4.6%	2.8%	4.2%	4.8%
1 bedroom	8.9%	8.0%	9.2%	13.3%
2 bedrooms	21.7%	24.2%	25.4%	27.0%
3 bedrooms	40.7%	45.3%	35.1%	33.0%
4 bedrooms	20.5%	16.2%	20.5%	17.5%
5 or more bedrooms	3.5%	3.5%	5.5%	4.4%
HOUSING TENURE				
Occupied housing units	27,482	72,418	98,295	13,434,847
Owner-occupied	44.4%	58.4%	53.2%	55.8%
Renter-occupied	55.6%	41.6%	46.8%	44.2%
Average household size of owner-occupied unit	3.20	3.00	3.25	2.96

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
Average household size of renter-occupied unit	3.24	2.94	3.13	2.72
YEAR HOUSEHOLDER MOVED INTO UNIT				
Occupied housing units	27,482	72,418	98,295	13,434,847
Moved in 2021 or later	9.8%	9.1%	8.5%	9.5%
Moved in 2018 to 2020	28.8%	22.2%	21.8%	21.6%
Moved in 2010 to 2017	34.7%	33.9%	37.8%	31.3%
Moved in 2000 to 2009	14.5%	17.7%	16.8%	18.1%
Moved in 1990 to 1999	5.9%	8.5%	7.5%	10.2%
Moved in 1989 and earlier	6.2%	8.7%	7.6%	9.4%
VEHICLES AVAILABLE				
Occupied housing units	27,482	72,418	98,295	13,434,847
No vehicles available	8.6%	6.2%	7.4%	7.0%
1 vehicle available	33.8%	29.3%	29.5%	30.4%
2 vehicles available	32.1%	37.7%	34.2%	36.6%
3 or more vehicles available	25.5%	26.8%	28.9%	26.0%
HOUSE HEATING FUEL				
Occupied housing units	27,482	72,418	98,295	13,434,847
Utility gas	60.9%	69.3%	61.3%	61.7%
Bottled, tank, or LP gas	1.0%	1.2%	1.3%	3.5%
Electricity	35.5%	27.8%	33.5%	28.9%
Fuel oil, kerosene, etc.	0.1%	0.1%	0.1%	0.2%
Coal or coke	0.0%	0.0%	0.0%	0.0%
Wood	0.2%	0.3%	0.5%	1.3%
Solar energy	1.5%	0.5%	1.6%	1.0%
Other fuel	0.1%	0.2%	0.1%	0.3%
No fuel used	0.7%	0.7%	1.7%	3.0%
SELECTED CHARACTERISTICS				
Occupied housing units	27,482	72,418	98,295	13,434,847

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
Lacking complete plumbing facilities	0.5%	0.3%	0.4%	0.4%
Lacking complete kitchen facilities	0.9%	0.9%	1.1%	1.2%
No telephone service available	0.5%	0.6%	0.7%	0.9%
OCCUPANTS PER ROOM				
Occupied housing units	27,482	72,418	98,295	13,434,847
1.00 or less	91.7%	92.6%	89.5%	91.8%
1.01 to 1.50	5.1%	5.3%	7.7%	5.1%
1.51 or more	3.2%	2.1%	2.8%	3.1%
VALUE				
Owner-occupied units	12,209	42,321	52,316	7,494,811
Less than \$50,000	3.4%	2.9%	2.6%	2.5%
\$50,000 to \$99,999	1.5%	1.8%	1.3%	1.7%
\$100,000 to \$149,999	1.5%	1.1%	1.2%	1.5%
\$150,000 to \$199,999	4.0%	1.5%	2.3%	1.5%
\$200,000 to \$299,999	23.1%	11.5%	13.7%	5.5%
\$300,000 to \$499,999	56.3%	54.7%	53.2%	18.1%
\$500,000 to \$999,999	8.7%	24.5%	23.5%	41.6%
\$1,000,000 or more	1.5%	2.0%	2.2%	27.7%
Median (dollars)	347,700	415,600	412,900	695,400
MORTGAGE STATUS				
Owner-occupied units	12,209	42,321	52,316	7,494,811
Housing units with a mortgage	68.7%	67.3%	68.6%	68.0%
Housing units without a mortgage	31.3%	32.7%	31.4%	32.0%
SELECTED MONTHLY OWNER COSTS (SMOC)				
Housing units with a mortgage	8,390	28,487	35,890	5,095,484
Less than \$500	0.2%	0.7%	0.5%	0.5%
\$500 to \$999	7.4%	4.6%	4.8%	2.4%
\$1,000 to \$1,499	21.3%	14.9%	15.9%	7.7%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
\$1,500 to \$1,999	31.0%	28.1%	26.1%	13.3%
\$2,000 to \$2,499	21.6%	25.8%	23.5%	15.4%
\$2,500 to \$2,999	11.6%	11.3%	14.7%	14.6%
\$3,000 or more	6.9%	14.7%	14.6%	46.1%
Median (dollars)	1,852	2,036	2,059	2,865
Housing units without a mortgage	3,819	13,834	16,426	2,399,327
Less than \$250	4.3%	3.4%	4.8%	4.5%
\$250 to \$399	17.6%	12.7%	11.8%	9.4%
\$400 to \$599	27.9%	27.2%	25.5%	18.5%
\$600 to \$799	23.0%	22.4%	23.2%	19.2%
\$800 to \$999	16.4%	15.7%	17.7%	15.0%
\$1,000 or more	10.8%	18.7%	17.0%	33.4%
Median (dollars)	602	659	662	783
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)				
Housing units with a mortgage (excluding units where SMOCAPI cannot be computed)	8,380	28,295	35,729	5,067,615
Less than 20.0 percent	38.7%	39.3%	37.2%	35.8%
20.0 to 24.9 percent	14.7%	16.2%	16.9%	15.0%
25.0 to 29.9 percent	10.4%	10.4%	11.9%	11.5%
30.0 to 34.9 percent	8.5%	7.8%	6.9%	8.3%
35.0 percent or more	27.7%	26.4%	27.3%	29.4%
Not computed	10	192	161	27,869
Housing unit without a mortgage (excluding units where SMOCAPI cannot be computed)	3,797	13,760	16,099	2,363,315
Less than 10.0 percent	46.5%	48.6%	47.9%	45.8%
10.0 to 14.9 percent	17.6%	18.7%	19.1%	17.7%
15.0 to 19.9 percent	10.7%	8.5%	8.6%	9.8%
20.0 to 24.9 percent	6.2%	4.9%	7.9%	6.2%
25.0 to 29.9 percent	5.6%	3.2%	3.4%	4.1%
30.0 to 34.9 percent	3.5%	3.4%	2.0%	2.9%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
35.0 percent or more	9.8%	12.8%	11.0%	13.5%
Not computed	22	74	327	36,012
GROSS RENT				
Occupied units paying rent	14,916	29,486	44,583	5,747,783
Less than \$500	5.1%	3.6%	4.0%	3.7%
\$500 to \$999	20.9%	9.4%	12.2%	8.0%
\$1,000 to \$1,499	38.3%	29.5%	34.1%	17.9%
\$1,500 to \$1,999	25.2%	34.8%	28.0%	22.4%
\$2,000 to \$2,499	7.2%	16.3%	13.4%	19.2%
\$2,500 to \$2,999	3.0%	4.2%	5.1%	11.6%
\$3,000 or more	0.4%	2.2%	3.2%	17.1%
Median (dollars)	1,293	1,609	1,495	1,956
No rent paid	357	611	1,396	192,253
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRPI)				
Occupied units paying rent (excluding units where GRPI cannot be computed)	14,566	29,196	43,776	5,639,568
Less than 15.0 percent	11.5%	11.2%	10.5%	10.6%
15.0 to 19.9 percent	9.1%	11.1%	12.1%	11.2%
20.0 to 24.9 percent	10.3%	10.3%	11.0%	12.1%
25.0 to 29.9 percent	15.5%	11.4%	11.7%	11.3%
30.0 to 34.9 percent	9.2%	8.6%	9.5%	9.4%
35.0 percent or more	44.5%	47.4%	45.2%	45.3%
Not computed	707	901	2,203	300,468

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-6. SELECTED HOUSING CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED AND MERCED, SAN JOAQUIN, AND STANISLAUS COUNTIES, AND CALIFORNIA, 2023

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
HOUSING OCCUPANCY					
Total housing units	29,208	89,610	256,826	184,240	14,532,683
Occupied housing units	94.1%	94.4%	94.0%	95.8%	92.4%
Vacant housing units	5.9%	5.6%	6.0%	4.2%	7.6%
Homeowner vacancy rate	0.6	0.7	1.0	0.9	0.9
Rental vacancy rate	5.6	2.8	3.6	2.7	4.1
UNITS IN STRUCTURE					
Total housing units	29,208	89,610	256,826	184,240	14,532,683
1-unit, detached	65.1%	74.1%	74.7%	75.7%	57.2%
1-unit, attached	1.7%	1.6%	5.0%	4.4%	7.3%
2 units	3.2%	3.0%	1.6%	2.0%	2.4%
3 or 4 units	9.3%	4.9%	3.5%	3.6%	5.4%
5 to 9 units	8.7%	4.4%	3.3%	2.5%	5.7%
10 to 19 units	3.5%	2.1%	2.4%	1.7%	4.9%
20 or more units	5.5%	3.0%	6.3%	5.6%	13.4%
Mobile home	3.1%	6.7%	3.1%	4.2%	3.5%
Boat, RV, van, etc.	0.0%	0.1%	0.1%	0.2%	0.1%
YEAR STRUCTURE BUILT					
Total housing units	29,208	89,610	256,826	184,240	14,532,683
Built 2020 or later	2.1%	1.2%	1.5%	0.4%	0.8%
Built 2010 to 2019	6.5%	6.4%	7.9%	3.8%	6.2%
Built 2000 to 2009	20.3%	19.9%	18.0%	16.4%	11.1%
Built 1990 to 1999	10.1%	14.5%	13.3%	14.0%	10.3%
Built 1980 to 1989	16.6%	13.9%	14.2%	17.2%	14.9%
Built 1970 to 1979	17.4%	17.0%	14.5%	19.3%	17.0%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
Built 1960 to 1969	7.9%	8.5%	9.3%	9.1%	12.7%
Built 1950 to 1959	9.6%	8.7%	9.6%	8.7%	12.7%
Built 1940 to 1949	5.1%	5.4%	4.9%	5.0%	5.5%
Built 1939 or earlier	4.6%	4.4%	7.0%	6.0%	8.9%
ROOMS					
Total housing units	29,208	89,610	256,826	184,240	14,532,683
1 room	4.3%	3.1%	2.6%	2.0%	4.2%
2 rooms	1.7%	1.3%	1.8%	1.7%	4.6%
3 rooms	7.8%	6.2%	7.2%	7.1%	12.0%
4 rooms	17.0%	15.1%	16.9%	16.7%	19.2%
5 rooms	21.1%	24.5%	21.2%	25.0%	18.9%
6 rooms	22.0%	23.0%	19.7%	20.0%	16.7%
7 rooms	10.3%	12.0%	12.9%	11.4%	10.2%
8 rooms	10.1%	8.3%	9.2%	8.5%	7.2%
9 rooms or more	5.7%	6.5%	8.4%	7.5%	7.0%
Median rooms	5.4	5.5	5.5	5.4	5.0
BEDROOMS					
Total housing units	29,208	89,610	256,826	184,240	14,532,683
No bedroom	4.6%	3.3%	3.1%	2.4%	4.8%
1 bedroom	8.9%	5.7%	7.1%	6.8%	13.3%
2 bedrooms	21.7%	19.7%	22.3%	21.7%	27.0%
3 bedrooms	40.7%	46.1%	38.8%	45.6%	33.0%
4 bedrooms	20.5%	21.3%	22.7%	19.6%	17.5%
5 or more bedrooms	3.5%	3.9%	6.0%	3.9%	4.4%
HOUSING TENURE					
Occupied housing units	27,482	84,605	241,373	176,457	13,434,847
Owner-occupied	44.4%	53.3%	61.5%	61.0%	55.8%
Renter-occupied	55.6%	46.7%	38.5%	39.0%	44.2%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
Average household size of owner-occupied unit	3.20	3.36	3.22	3.11	2.96
Average household size of renter-occupied unit	3.24	3.27	3.16	3.07	2.72
YEAR HOUSEHOLDER MOVED INTO UNIT					
Occupied housing units	27,482	84,605	241,373	176,457	13,434,847
Moved in 2021 or later	9.8%	7.1%	8.3%	7.7%	9.5%
Moved in 2018 to 2020	28.8%	23.6%	21.8%	20.8%	21.6%
Moved in 2010 to 2017	34.7%	35.1%	35.7%	34.2%	31.3%
Moved in 2000 to 2009	14.5%	17.6%	18.2%	19.8%	18.1%
Moved in 1990 to 1999	5.9%	8.4%	8.2%	8.8%	10.2%
Moved in 1989 and earlier	6.2%	8.2%	7.9%	8.6%	9.4%
VEHICLES AVAILABLE					
Occupied housing units	27,482	84,605	241,373	176,457	13,434,847
No vehicles available	8.6%	7.2%	5.2%	5.3%	7.0%
1 vehicle available	33.8%	27.5%	26.0%	26.0%	30.4%
2 vehicles available	32.1%	35.6%	35.6%	36.5%	36.6%
3 or more vehicles available	25.5%	29.8%	33.2%	32.2%	26.0%
HOUSE HEATING FUEL					
Occupied housing units	27,482	84,605	241,373	176,457	13,434,847
Utility gas	60.9%	59.4%	63.5%	67.8%	61.7%
Bottled, tank, or LP gas	1.0%	3.2%	3.7%	3.2%	3.5%
Electricity	35.5%	33.0%	28.2%	26.0%	28.9%
Fuel oil, kerosene, etc.	0.1%	0.1%	0.1%	0.0%	0.2%
Coal or coke	0.0%	0.0%	0.0%	0.0%	0.0%
Wood	0.2%	1.0%	0.9%	1.0%	1.3%
Solar energy	1.5%	1.5%	1.9%	0.8%	1.0%
Other fuel	0.1%	1.2%	0.3%	0.3%	0.3%
No fuel used	0.7%	0.6%	1.3%	0.8%	3.0%
SELECTED CHARACTERISTICS					

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
Occupied housing units	27,482	84,605	241,373	176,457	13,434,847
Lacking complete plumbing facilities	0.5%	0.3%	0.5%	0.4%	0.4%
Lacking complete kitchen facilities	0.9%	0.6%	1.0%	0.9%	1.2%
No telephone service available	0.5%	1.0%	0.8%	0.8%	0.9%
OCCUPANTS PER ROOM					
Occupied housing units	27,482	84,605	241,373	176,457	13,434,847
1.00 or less	91.7%	92.1%	91.2%	92.4%	91.8%
1.01 to 1.50	5.1%	5.1%	6.3%	5.6%	5.1%
1.51 or more	3.2%	2.8%	2.5%	2.0%	3.1%
VALUE					
Owner-occupied units	12,209	45,097	148,522	107,644	7,494,811
Less than \$50,000	3.4%	4.0%	3.1%	4.1%	2.5%
\$50,000 to \$99,999	1.5%	2.2%	1.4%	1.8%	1.7%
\$100,000 to \$149,999	1.5%	1.5%	1.3%	1.4%	1.5%
\$150,000 to \$199,999	4.0%	3.2%	1.5%	1.8%	1.5%
\$200,000 to \$299,999	23.1%	19.6%	8.0%	9.8%	5.5%
\$300,000 to \$499,999	56.3%	49.7%	35.8%	49.8%	18.1%
\$500,000 to \$999,999	8.7%	16.6%	43.0%	26.7%	41.6%
\$1,000,000 or more	1.5%	3.3%	5.9%	4.6%	27.7%
Median (dollars)	347,700	368,400	494,500	426,600	695,400
MORTGAGE STATUS					
Owner-occupied units	12,209	45,097	148,522	107,644	7,494,811
Housing units with a mortgage	68.7%	64.7%	70.1%	66.3%	68.0%
Housing units without a mortgage	31.3%	35.3%	29.9%	33.7%	32.0%
SELECTED MONTHLY OWNER COSTS (SMOC)					
Housing units with a mortgage	8,390	29,164	104,105	71,374	5,095,484
Less than \$500	0.2%	0.6%	0.6%	0.5%	0.5%
\$500 to \$999	7.4%	6.7%	3.0%	4.2%	2.4%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
\$1,000 to \$1,499	21.3%	23.5%	11.7%	15.5%	7.7%
\$1,500 to \$1,999	31.0%	27.4%	19.2%	25.0%	13.3%
\$2,000 to \$2,499	21.6%	20.9%	20.6%	24.4%	15.4%
\$2,500 to \$2,999	11.6%	10.2%	16.4%	13.8%	14.6%
\$3,000 or more	6.9%	10.7%	28.5%	16.7%	46.1%
Median (dollars)	1,852	1,853	2,376	2,101	2,865
Housing units without a mortgage	3,819	15,933	44,417	36,270	2,399,327
Less than \$250	4.3%	4.4%	4.9%	4.2%	4.5%
\$250 to \$399	17.6%	18.3%	10.6%	12.7%	9.4%
\$400 to \$599	27.9%	29.1%	23.2%	24.9%	18.5%
\$600 to \$799	23.0%	20.5%	22.5%	23.0%	19.2%
\$800 to \$999	16.4%	14.2%	16.0%	15.1%	15.0%
\$1,000 or more	10.8%	13.5%	22.8%	20.2%	33.4%
Median (dollars)	602	586	694	669	783
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)					
Housing units with a mortgage (excluding units where SMOCAPI cannot be computed)	8,380	28,951	103,632	71,062	5,067,615
Less than 20.0 percent	38.7%	36.5%	37.3%	39.5%	35.8%
20.0 to 24.9 percent	14.7%	14.1%	16.5%	13.8%	15.0%
25.0 to 29.9 percent	10.4%	11.0%	11.5%	10.7%	11.5%
30.0 to 34.9 percent	8.5%	8.0%	7.7%	8.3%	8.3%
35.0 percent or more	27.7%	30.4%	27.0%	27.7%	29.4%
Not computed	10	213	473	312	27,869
Housing unit without a mortgage (excluding units where SMOCAPI cannot be computed)	3,797	15,569	43,768	35,836	2,363,315
Less than 10.0 percent	46.5%	41.8%	44.9%	46.1%	45.8%
10.0 to 14.9 percent	17.6%	20.3%	20.0%	19.0%	17.7%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
15.0 to 19.9 percent	10.7%	10.3%	8.9%	8.3%	9.8%
20.0 to 24.9 percent	6.2%	6.0%	7.1%	6.7%	6.2%
25.0 to 29.9 percent	5.6%	4.7%	3.3%	3.6%	4.1%
30.0 to 34.9 percent	3.5%	2.5%	2.6%	3.6%	2.9%
35.0 percent or more	9.8%	14.3%	13.1%	12.6%	13.5%
Not computed	22	364	649	434	36,012
GROSS RENT					
Occupied units paying rent	14,916	37,092	88,705	65,412	5,747,783
Less than \$500	5.1%	4.8%	2.9%	4.5%	3.7%
\$500 to \$999	20.9%	23.2%	11.6%	13.1%	8.0%
\$1,000 to \$1,499	38.3%	37.6%	28.5%	30.8%	17.9%
\$1,500 to \$1,999	25.2%	23.0%	26.4%	30.1%	22.4%
\$2,000 to \$2,499	7.2%	8.4%	16.2%	15.2%	19.2%
\$2,500 to \$2,999	3.0%	2.2%	8.2%	3.9%	11.6%
\$3,000 or more	0.4%	0.8%	6.2%	2.4%	17.1%
Median (dollars)	1,293	1,284	1,633	1,528	1,956
No rent paid	357	2,416	4,146	3,401	192,253
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRPI)					
Occupied units paying rent (excluding units where GRPI cannot be computed)	14,566	35,823	87,334	64,426	5,639,568
Less than 15.0 percent	11.5%	13.0%	11.1%	11.9%	10.6%
15.0 to 19.9 percent	9.1%	11.9%	11.6%	13.2%	11.2%
20.0 to 24.9 percent	10.3%	12.3%	12.7%	11.1%	12.1%
25.0 to 29.9 percent	15.5%	12.9%	11.9%	11.5%	11.3%
30.0 to 34.9 percent	9.2%	8.8%	10.1%	8.3%	9.4%
35.0 percent or more	44.5%	41.1%	42.6%	44.0%	45.3%
Not computed	707	3,685	5,517	4,387	300,468

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-7. SELECTED HOUSEHOLD AND AGE CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED, MODESTO, STOCKTON, & CALIFORNIA, 2023

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
HOUSEHOLDS				
Total households	27,482	72,418	98,295	13,434,847
Average household size	3.22	2.98	3.20	2.86
FAMILIES				
Total families	19,907	51,209	70,959	9,144,470
Average family size	3.73	3.54	3.76	3.43
AGE OF OWN CHILDREN				
Households with own children of the householder under 18 years	10,356	23,172	35,940	3,858,410
Under 6 years only	16.7%	17.7%	15.3%	19.8%
Under 6 years and 6 to 17 years	27.4%	24.6%	23.6%	19.3%
6 to 17 years only	55.9%	8	61.1%	60.9%
Total households	27,482	72,418	98,295	13,434,847
SELECTED HOUSEHOLDS BY TYPE				
Households with one or more people under 18 years	43.0%	36.7%	42.0%	32.9%
Households with one or more people 60 years and over	32.0%	41.1%	39.9%	41.4%
Households with one or more people 65 years and over	23.1%	31.2%	30.6%	31.4%
Householder living alone	21.2%	22.9%	22.1%	24.1%
65 years and over	8.0%	10.1%	9.4%	9.8%
SELECTED AGE CATEGORIES (POPULATION)				
Under 5 years	8.7%	7.2%	6.9%	5.4%
5 to 9 years	6.8%	6.4%	6.9%	5.8%
10 to 14 years	9.2%	7.6%	8.5%	6.5%
15 to 19 years	9.2%	6.6%	8.1%	6.7%
20 to 24 years	9.9%	6.5%	6.9%	6.5%
25 to 34 years	16.1%	13.8%	14.7%	14.6%

VARIABLE	MERCED	MODESTO	STOCKTON	CALIFORNIA
35 to 44 years	11.4%	12.5%	13.5%	14.0%
45 to 54 years	10.1%	11.6%	11.3%	12.4%
55 to 59 years	5.7%	5.0%	5.5%	6.0%
60 to 64 years	4.0%	6.7%	4.8%	6.0%
65 to 74 years	4.8%	9.3%	7.7%	9.4%
75 to 84 years	3.0%	4.8%	3.9%	5.0%
85 years and over	1.1%	2.1%	1.4%	1.8%

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

TABLE III-8. SELECTED HOUSEHOLD AND AGE CHARACTERISTICS FROM U.S. CENSUS BUREAU, MERCED AND MERCED, SAN JOAQUIN, AND STANISLAUS COUNTIES, & CALIFORNIA, 2023

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
HOUSEHOLDS					
Total households	27,482	84,605	241,373	176,457	13,434,847
Average household size	3.22	3.32	3.19	3.10	2.86
FAMILIES					
Total families	19,907	63,278	180,811	130,548	9,144,470
Average family size	3.73	3.85	3.69	3.60	3.43
AGE OF OWN CHILDREN					
Households with own children of the householder under 18 years	10,356	30,611	87,885	59,246	3,858,410
Under 6 years only	16.7%	15.4%	16.1%	17.8%	19.8%
Under 6 years and 6 to 17 years	27.4%	24.7%	23.1%	22.9%	19.3%
6 to 17 years only	55.9%	60.0%	60.8%	59.3%	60.9%
Total households	27,482	84,605	241,373	176,457	13,434,847
SELECTED HOUSEHOLDS BY TYPE					
Households with one or more people under 18 years	43.0%	41.8%	41.6%	38.8%	32.9%
Households with one or more people 60 years and over	32.0%	37.0%	41.0%	40.6%	41.4%
Households with one or more people 65 years and over	23.1%	27.6%	30.9%	30.5%	31.4%
Householder living alone	21.2%	21.0%	20.1%	20.3%	24.1%
65 years and over	8.0%	8.5%	9.0%	9.3%	9.8%
SELECTED AGE CATEGORIES (POPULATION)					
Under 5 years	8.7%	7.1%	6.3%	6.6%	5.4%
5 to 9 years	6.8%	8.0%	6.3%	7.0%	5.8%
10 to 14 years	9.2%	7.9%	8.4%	8.1%	6.5%
15 to 19 years	9.2%	9.0%	7.5%	7.5%	6.7%
20 to 24 years	9.9%	7.7%	6.6%	6.8%	6.5%
25 to 34 years	16.1%	14.3%	13.7%	13.9%	14.6%

VARIABLE	MERCED	MERCED COUNTY	SAN JOAQUIN COUNTY	STANISLAUS COUNTY	CALIFORNIA
35 to 44 years	11.4%	13.1%	14.3%	13.4%	14.0%
45 to 54 years	10.1%	11.0%	12.1%	11.8%	12.4%
55 to 59 years	5.7%	5.1%	5.4%	4.9%	6.0%
60 to 64 years	4.0%	4.7%	5.6%	5.9%	6.0%
65 to 74 years	4.8%	7.3%	8.2%	8.3%	9.4%
75 to 84 years	3.0%	3.6%	4.1%	4.3%	5.0%
85 years and over	1.1%	1.2%	1.5%	1.5%	1.8%

Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates Data Profile, Selected Economic Characteristics; TNDG.

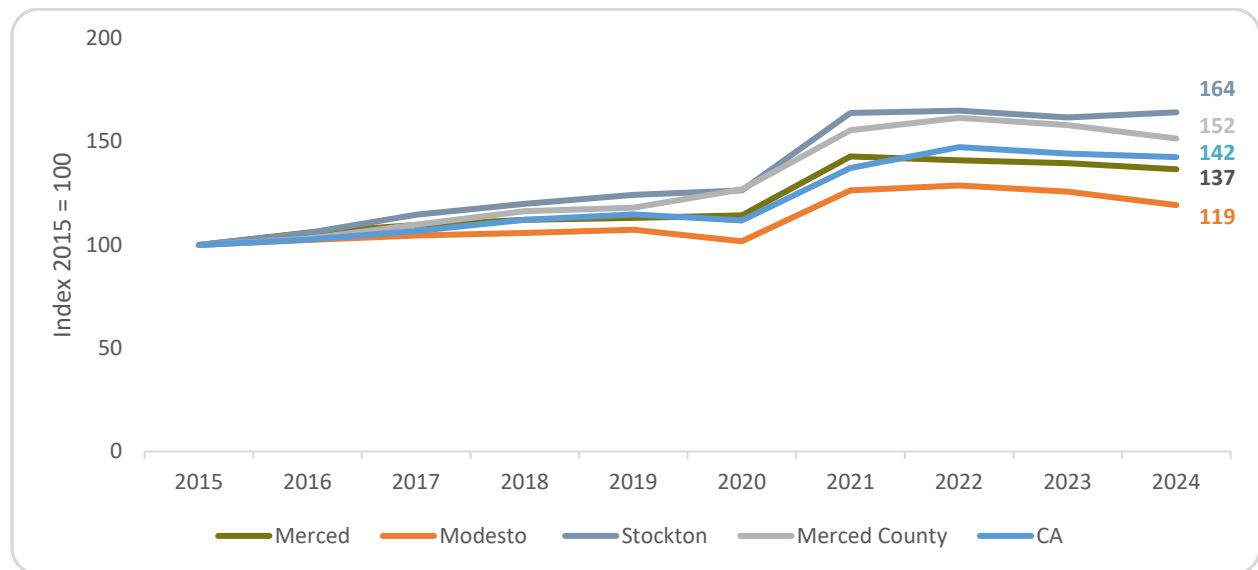
IV. Taxable Sales Data

The following figures provide a summary of Merced’s taxable sales performance relative to other regional benchmarks, including Merced, Modesto, Stockton, Merced County, San Joaquin County, and Stanislaus County. The taxable sales data and demographic data provided in the figures are from the California Department of Tax and Fee Administration (CDTFA) and the California Department of Finance (DOF).

Taxable Sales Trends

Figure IV-1 below, compares Merced’s taxable retail sales performance relative to Modesto, Stockton, Merced County, and California. The figure normalizes the base year sales data (2015 = 100) to provide relevant comparisons among the four geographies. Thus, the 2024-year value of 137 implies that Merced’s taxable retail sales increased by 37% during this period, below the County and State benchmarks.

FIGURE IV-1. TAXABLE RETAIL SALES TRENDS (2015-2024), MERCED, MODESTO, STOCKTON, MERCED COUNTY, & CALIFORNIA

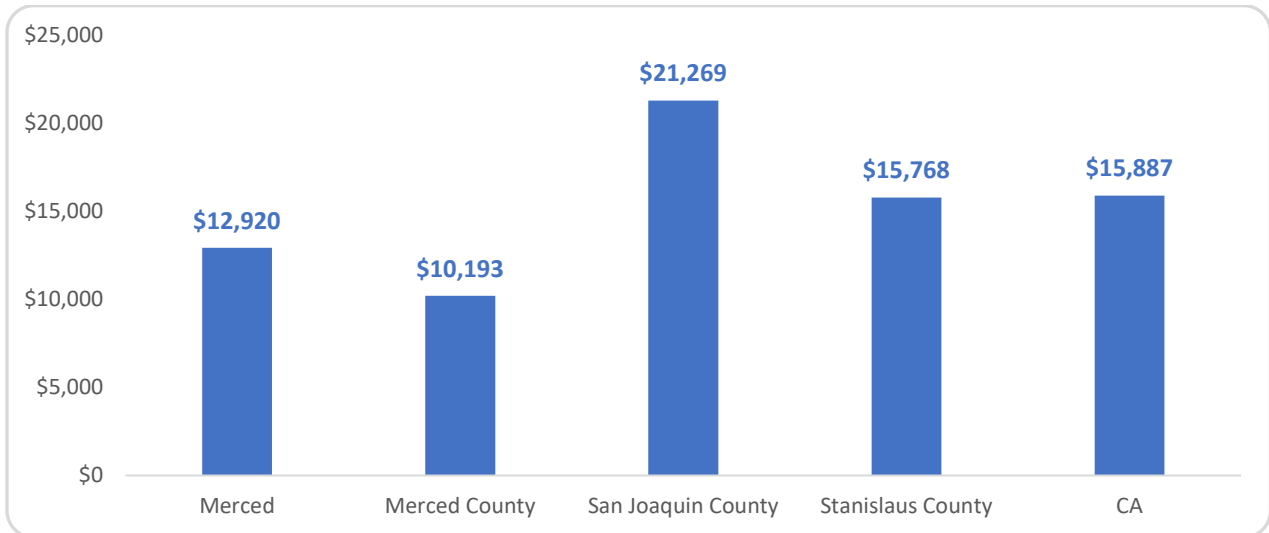


Source: California Department of Tax and Fee Administration (CDTFA), TNDG.

Taxable Sales per Capita

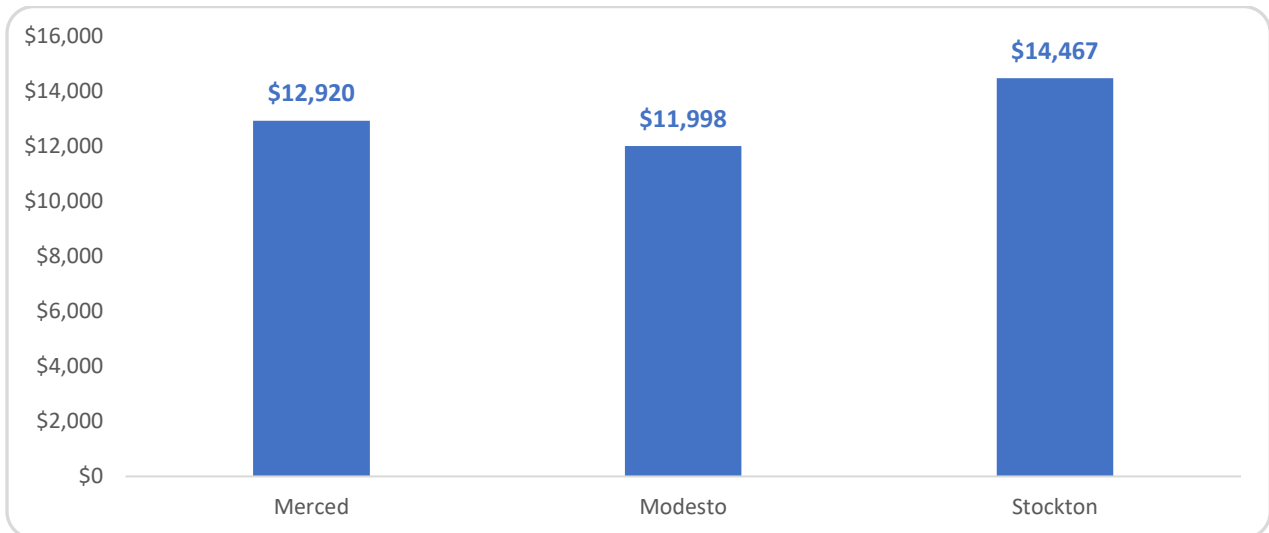
Figure IV-2, below, provides estimates of taxable sales per capita for Merced, Merced County, San Joaquin County, Stanislaus County, and California. For the most recent calendar year, the figure shows that the City's taxable sales per capita are well below County and State benchmarks.

FIGURE IV-2. TAXABLE RETAIL SALES PER CAPITA (2024), MERCED AND MERCED, SAN JOAQUIN, AND STANISLAUS COUNTIES, AND CALIFORNIA



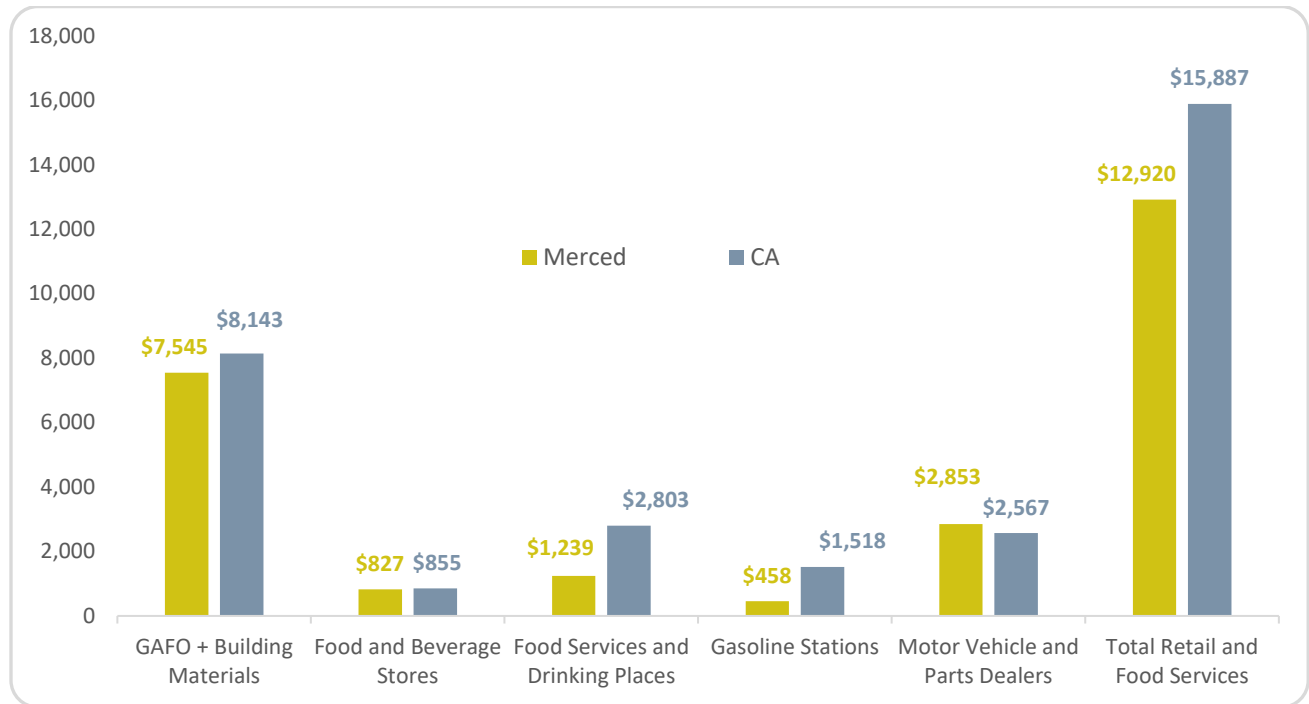
Source: CDTFA; DOF; TNDG.

FIGURE IV-3. TAXABLE RETAIL SALES PER CAPITA (2024). MERCED, MODESTO, AND STOCKTON



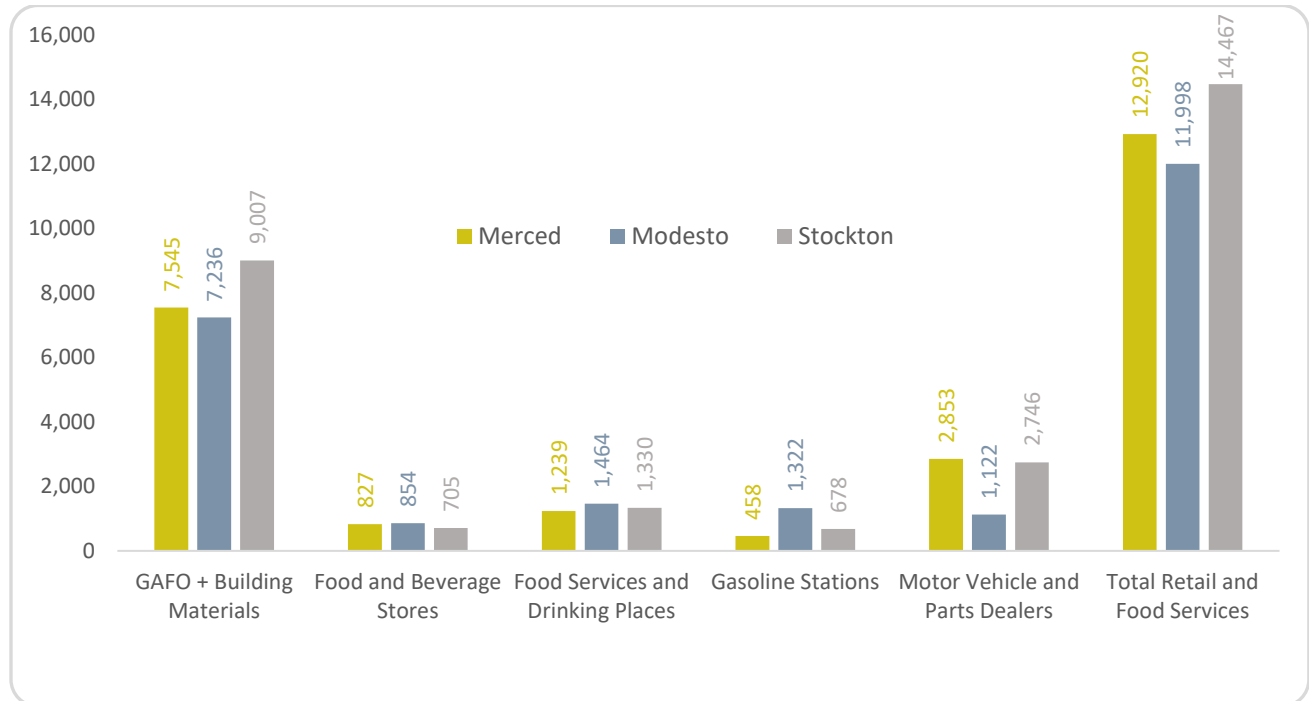
Source: CDTFA; DOF; TNDG.

FIGURE IV-4. TAXABLE RETAIL SALES PER CAPITA BY CATEGORY (2024), MERCED AND CALIFORNIA



Source: CDTFA; DOF; TNDG.

FIGURE IV-5. TAXABLE RETAIL SALES PER CAPITA BY CATEGORY, 2024, MERCED, MODESTO, AND STOCKTON



Source: CDTFA; DOF; TNDG.

V. Commercial/Industrial Real Estate Market Data

This section provides a summary of the retail, office, and industrial real estate markets in Merced, compared to the benchmark regions.

Retail Market

Table V-1 through Table V-3 below, shows key retail market indicators for the cities of Merced, Modesto, and Stockton. The tables provides key market indicators for the most recent quarter (2025, Q2) and one year earlier. In addition, the table shows the typical range for these indicators along with the 10-year average.

TABLE V-1. KEY RETAIL MARKET INDICATORS, MERCED

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	6,070,461	(54,417)	6.3%	\$19.98	\$166	7.4%
Prior Period	6,070,461	(38,300)	5.3%	\$19.67	\$163	7.3%
	+0%	-41.9%	+1.0%	+1.6%	+1.5%	+0.1%
Typical Range		(50,254)-72,508	4.27%-6.75%	1.9%-3.9%	\$137-\$159	7.07%-7.34%
10 Yr Avg		11,072	5.52%	2.9%	\$148	7.21%

Source: CoStar

TABLE V-2. KEY RETAIL MARKET INDICATORS, MODESTO

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	15,900,000	(199,965)	5.9%	\$20.73	\$197	6.9%
Prior Period	15,900,000	(63,800)	4.4%	\$20.29	\$192	6.9%
	0%	-213.1%	+1.5%	+2.1%	+2.6%	0%
Typical Range		(111,072)-172,253	3.87%-5.49%	\$16.38-\$19.53	\$146-\$182	6.95%-7.22%
10 Yr Avg		30,608	4.68%	\$17.95	\$164	7.09%

Source: CoStar

TABLE V-3. KEY RETAIL MARKET INDICATORS, STOCKTON

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	15,500,000	193,505	4.4%	\$19.94	\$192	7.3%
Prior Period	15,400,000	22,500	5.5%	\$19.57	\$195	7.1%
	+0.1%	+758.8%	-1.1%	+1.9%	-1.3%	+0.2%
Typical Range		(107,374)-156,941	3.92%-5.36%	\$15.92-\$18.86	\$151-\$187	7.07%-7.41%
10 Yr Avg		25,000	4.64%	\$17.39	\$169	7.24%

Source: CoStar

Table V-4 through Table V-6 provide the same data for Merced, San Joaquin, and Stanislaus Counties.

TABLE V-4. KEY RETAIL MARKET INDICATORS, MERCED COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	11,969,299	(159,798)	5.2%	\$18.64	\$178	7.3%
Prior Period	11,969,299	(11,900)	3.8%	\$18.34	\$174	7.3%
	+0%	-1,245.4%	+1.4%	+1.6%	+2.0%	+0%
Typical Range		(63,334)-160,028	3.93%-6.35%	\$14.57-\$17.58	\$145-\$169	7.09%-7.29%
10 Yr Avg		48,251	5.14%	\$16.08	\$157	7.19%

Source: CoStar

TABLE V-5. KEY RETAIL MARKET INDICATORS, SAN JOAQUIN COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	31,847,199	(92,444)	4.9%	\$22.40	\$206	7.2%
Prior Period	31,815,433	8,300	4.5%	\$21.94	\$208	7.0%
	+0.1%	-1,208.0%	+0.4%	+2.1%	-0.7%	+0.2%
Typical Range		(141,969)-380,371	3.38%-4.76%	\$17.71-\$21.10	\$162-\$200	6.95%-7.25%
10 Yr Avg		119,068	4.07%	\$19.41	\$181	7.10%

Source: CoStar

TABLE V-6. KEY RETAIL MARKET INDICATORS, STANISLAUS COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	27,741,186	(313,061)	5.0%	\$21.14	\$208	6.9%
Prior Period	27,691,548	113,000	3.7%	\$20.70	\$203	6.9%
	+0.2%	-376.5%	+1.3%	+2.2%	+2.6%	+0%
Typical Range		(48,627)-355,145	3.46%-4.70%	\$16.66-\$19.91	\$156-\$192	6.90%-7.15%
10 Yr Avg		153,242	4.08%	\$18.28	\$174	7.02%

Source: CoStar

Office Market

Table V-7 through Table V-9 below, shows key office market indicators for the cities of Merced, Modesto, and Stockton. The table provides key market indicators for the most recent quarter (2025, Q2) and one year earlier. In addition, the table shows the typical range for these indicators along with the 10-year average.

TABLE V-7. KEY OFFICE MARKET INDICATORS, MERCED

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	2,619,714	(9,187)	1.8%	\$22.66	\$144	9.9%
Prior Period	2,619,714	44,300	1.5%	\$22.37	\$147	9.7%
	0%	-120.7%	+0.3%	+1.3%	-1.9%	+0.2%
Typical Range		(20,104)-51,460	2.05%-5.53%	\$18.02-\$21.71	\$140-\$157	7.82%-9.21%
10 Yr Avg		15,678	3.79%	\$19.87	\$149	8.51%

Source: CoStar

TABLE V-8. KEY OFFICE MARKET INDICATORS, MODESTO

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	6,900,000	(26,616)	4.5%	\$22.55	\$171	9.4%
Prior Period	6,900,000	17,100	4.6%	\$22.21	\$184	9.0%
	0%	+55.9%	-0.1%	+1.5%	-6.7%	+0.4%
Typical Range		(19,591)-128,368	3.95%-6.72%	\$17.58-\$21.65	\$175-\$205	7.20%-8.50%
10 Yr Avg		54,315	5.14%	\$19.61	\$190	7.84%

Source: CoStar

TABLE V-9. KEY OFFICE MARKET INDICATORS, STOCKTON

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	9,296,790	145,407	5.0%	\$22.52	\$150	9.4%
Prior Period	9,296,790	(94,400)	6.6%	\$21.98	\$149	9.3%
	+0%	+254.1%	-1.6%	+2.4%	+0.5%	+0.1%
Typical Range		(53,869)-268,254	5.17%-9.15%	\$16.80-\$21.28	\$136-\$162	7.63%-8.81%
10 Yr Avg		107,307	7.15%	\$19.04	\$149	8.22%

Source: CoStar

Table V-10 through Table V-12 provide the same data for Merced, San Joaquin, and Stanislaus Counties.

TABLE V-10. KEY OFFICE MARKET INDICATORS, MERCED COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	3,664,591	(6,197)	1.6%	\$22.57	\$146	10.0%
Prior Period	3,664,591	38,200	1.4%	\$22.28	\$151	9.7%
	+0%	-116.2%	+0.2%	+1.3%	-3.0%	+0.3%
Typical Range		(24,799)-95,347	1.18%-6.82%	\$17.94-\$21.62	\$146-\$163	7.77%-9.23%
10 Yr Avg		35,273	4.01%	\$19.79	\$154	8.50%

Source: CoStar

TABLE V-11. KEY OFFICE MARKET INDICATORS, SAN JOAQUIN COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	1,478,326	186,060	4.2%	\$23.23	\$159	9.3%
Prior Period	1,478,326	(101,000)	5.7%	\$22.66	\$159	9.2%
	+0%	+284.7%	-1.5%	+2.5%	+0%	+0.1%
Typical Range		(53,353)-315,209	4.39%-7.60%	\$17.25-\$21.93	\$143-\$171	7.60%-8.76%
10 Yr Avg		131,181	6.00%	\$19.59	\$157	8.18%

Source: CoStar

TABLE V-12. KEY OFFICE MARKET INDICATORS, STANISLAUS COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	9,350,904	57,413	4.3%	\$22.64	\$168	9.5%
Prior Period	9,330,904	16,400	4.7%	\$22.32	\$180	9.1%
	+0.1%	+249.3%	-0.4%	+1.4%	-6.6%	+0.4%
Typical Range		(32,660)-172,948	3.61%-6.58%	\$17.53-\$21.73	\$170-\$199	7.34%-8.66%
10 Yr Avg		70,078	5.09%	\$19.63	\$185	8.00%

Source: CoStar

Industrial Market

Table V-13 through 18, below, shows key industrial market indicators for Merced. The table provides key market indicators for the most recent quarter (2025, Q2) and one year earlier. In addition, the table shows the typical range for these indicators along with the 10-year average.

TABLE V-13. KEY INDUSTRIAL MARKET INDICATORS, MERCED

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	6,500,000	(131,113)	15.6%	\$7.13	\$93	7.5%
Prior Period	6,500,000	(632,000)	13.6%	\$7.10	\$92	7.3%
	0%	+79.3%	+2.0%	+0.4%	+1.2%	+0.2%
Typical Range		(296,571)-254,359	4.72%-13.60%	\$4.91-\$6.73	\$59-\$91	6.31%-7.10%
10 Yr Avg		(21,241)	9.15%	\$5.82	\$75	6.71%

Source: CoStar

TABLE V-14. KEY INDUSTRIAL MARKET INDICATORS, MODESTO

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	37,100,000	(1,062,183)	6.2%	\$8.21	\$80	7.4%
Prior Period	37,100,000	132,000	2.9%	\$8.17	\$81	7.1%
	+0%	-904.2%	3.3%	+0.5%	-2.2%	0.3%
Typical Range		(269,897)-854,359	2.15%-4.74%	\$5.58-\$7.73	\$51-\$81	6.27%-7.06%
10 Yr Avg		292,876	3.44%	\$6.66	\$66	6.67%

Source: CoStar

TABLE V-15. KEY INDUSTRIAL MARKET INDICATORS, STOCKTON

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	71,765,257	(183,412)	12.4%	\$8.74	\$126	6.5%
Prior Period	71,765,257	1,600,000	8.6%	\$8.87	\$127	6.2%
	+0%	-88.6%	+2.6%	-1.5%	-0.7%	+0.3%
Typical Range		413,597-2,388,748	4.30%-8.72%	\$5.45-\$8.38	\$67-\$121	5.81%-6.58%
10 Yr Avg		1,402,548	6.50%	\$6.92	\$94	6.27%

Source: CoStar

Table V-16 through Table V-18 provide the same data for Merced, San Joaquin, and Stanislaus Counties.

TABLE V-16. KEY INDUSTRIAL MARKET INDICATORS, MERCED COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	152,862,836	(202,878)	9.5%	\$7.30	\$111	7.2%
Prior Period	152,862,836	2,582,096	7.9%	\$7.28	\$110	7.0%
	+0%	-136.2%	+1.6%	+0.4%	+1.1%	+0.2%
Typical Range		(333,173)-321,569	3.07%-8.55%	\$5.03-\$6.90	\$67-\$107	6.19%-6.92%
10 Yr Avg		(6,488)	5.80%	\$5.96	\$87	6.55%

Source: CoStar

TABLE V-17. KEY INDUSTRIAL MARKET INDICATORS, SAN JOAQUIN COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	152,862,836	(1,053,785)	9.6%	\$9.30	\$128	6.4%
Prior Period	152,862,836	2,582,096	7.0%	\$9.45	\$129	6.2%
	+0%	-136.2%	+2.6%	-1.6%	-1.4%	+0.2%
Typical Range		2,368,423-5,520,427	4.22%-7.49%	\$5.80-\$8.94	\$70-\$124	5.69%-6.45%
10 Yr Avg		4,423,745	5.85%	\$7.37	\$97	6.07%

Source: CoStar

TABLE V-18. KEY INDUSTRIAL MARKET INDICATORS, STANISLAUS COUNTY

Time Period	Inventory	12 Mo Net Absorption SF	Vacancy Rate	Market Asking Rent / SF	Market Sales Price/SF	Market Cap Rate
Current	61,580,134	(855,134)	5.7%	\$8.65	\$89	7.4%
Prior Period	61,580,134	384,000	2.6%	\$8.62	\$90	7.0%
	+0%	-322.7%	+3.1%	+0.3%	-1.9%	+0.4%
Typical Range		(117,717)-1,477,363	2.39%-4.53%	\$5.89-\$8.18	\$58-\$89	6.17% - 6.94%
10 Yr Avg		679,625	3.46%	\$7.03	\$73	6.56%

Source: CoStar

VI. Review of Local/Regional Industry Clusters

Definitions and Focus of Regional Industry Cluster Analysis

“Industry targeting” has long been a part of the economic development vocabulary. Over time the practice of targeting specific industries has evolved from a focus on individual sectors to a focus on **closely related groups of industries or “clusters.”** In either case, the concept of targeting responds to one of the most fundamental needs of economic development organizations—the need to focus marketing and other investments on industries that offer realistic promise for creating quality economic growth in a particular geographic area, based on a comprehensive assessment of the area’s comparative advantages.

Whereas the objective of a targeted industry study is to identify individual industries that are likely to be key “engines” of economic growth in a region, a full-fledged cluster study takes the process a few steps further by identifying linked industries whose growth potentials are likely to be closely aligned with expansion of the “engine” sectors. A local example of a cluster is *Agribusiness, Food Processing And Technology*. Whereas farming or crop production is the “engine” that makes an agricultural economy possible, the overall cluster includes a broad range of linked businesses such as food processing, wineries, and agricultural equipment and supply companies.

The clusters analyzed in this study are based on definitions from a joint project between Lightcast and the Center for Regional Development at Purdue University. The Lightcast-Purdue research effort developed a list of 23 total clusters that include 664 unique 6-digit NAICS¹ code industries. See Appendix B for a list of component industries that make up each cluster (as shown in the table, some industries are part of multiple clusters).

As highlighted in the following bullet points, Tables VI-1 to VI-13 provide summary cluster employment data for the following geographies: Merced Area, Modesto Area, Stockton Area, Stanislaus, San Joaquin, and Merced Counties, and California (Appendix C provides maps of the sub-county areas)².

- Table VI-1 shows estimated existing (2024) employment by cluster
- Table VI-2 shows the location quotients (compared to the U.S. benchmark) in 2024. The location quotient (LQ) measures how concentrated/important an industry cluster is in a region compared to national benchmarks. An LQ value greater than 1.0 indicates that a cluster is more concentrated in the region than it is nationally. This is generally regarded as an indication that the region has a comparative advantage relative to a particular cluster, although (especially for local clusters) an LQ below 1.0 can indicate a potential growth opportunity.

¹ NAICS = North American Industry Classification System. NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

² The sub-county geographies include the following zip codes: Merced Area (95340-41, 95343-44, 95348), Modesto Area (95350-58, 95397), and Stockton Area (95202-07, 95209-12, 95210-12, 95215, 95219). Note that selected zip codes do not have available geographic boundaries as shown on the maps in Appendix C).

- Table VI-3 shows existing average wages by cluster
- Table VI-4 shows cluster job growth for the most recent 10-year period between 2014 and 2024
- Table VI-5 shows cluster job growth in percentage terms for the most recent 10-year period between 2014 and 2024
- Table VI-6 shows 10-year projected job growth, 2024 to 2034
- Table VI-7 shows 10-year projected job growth, 2024 to 2034, in percentage terms
- Tables VI-8 to VI-14 provide a summary of 2014-2014 growth performance based on a “shift-share” analysis. The “shift-share” analysis for each cluster estimates an “expected” job change based on national trends. If Merced (or benchmark region) has higher job growth (or experiences less severe job losses) compared to the expected change, it indicates that the local area (or benchmark region) has performed better than national trends. In this case, the *local share* component is positive. Conversely, if Merced or benchmark regions have less job growth (or experience more severe job losses) compared to the expected change, it indicates that the specific region has performed worse than national trends. In this case, the *local share* component is negative.

Based on data in the above tables, the City and surrounding regions have a strong and/or emerging competitive advantage in the following clusters:

Cluster	Notes
Agribusiness, Food Processing and Technology	• High LQ in Merced (4.88) and surrounding region • Growth projected 2024-34
Arts, Entertainment, Recreation and Visitor Industries	• High local shift-share number for 2014-24 period • Significant growth projected 2024-34
Biomedical/Biotechnical (Life Sciences)	• High LQ in nearby Modesto (1.44) • High local shift-share number for 2014-24 period • Significant growth projected 2024-34
Education and Knowledge Creation	• High LQ in Merced (2.01) • growth projected 2024-34
Energy (Fossil and Renewable)	• High local shift-share number for 2014-24 period • Growth projected 2024-34
Fabricated Metal Product Manufacturing	• High local shift-share number for 2014-24 period • High LQ in nearby Modesto (1.29)
Manufacturing Supercluster	• High local shift-share number for 2014-24 period
Transportation and Logistics	• High LQs in nearby Stockton (3.14) and San Joaquin County (3.72) • High local shift-share number for 2014-24 period

This list will be refined in the GPU process, and will potentially be expanded to include emerging industries associated with the proposed Merced high-speed rail station along with major regional initiatives such as BEAM Circular.

APPENDIX A:

Cluster Component NAICS Industries

Table A-1
Cluster Component Industries
Purdue-Lightcast Cluster Definitions

Industry	2022 NAICS Title	Cluster
111000	Crop Production	Agribusiness, Food Processing And Technology
112000	Animal Production	Agribusiness, Food Processing And Technology
113110	Timber Tract Operations	Forest And Wood Products
113210	Forest Nurseries and Gathering of Forest Products	Forest And Wood Products
113310	Logging	Forest And Wood Products
115111	Cotton Ginning	Agribusiness, Food Processing And Technology
115112	Soil Preparation, Planting, and Cultivating	Agribusiness, Food Processing And Technology
115113	Crop Harvesting, Primarily by Machine	Agribusiness, Food Processing And Technology
115114	Postharvest Crop Activities (except Cotton Ginning)	Agribusiness, Food Processing And Technology
115115	Farm Labor Contractors and Crew Leaders	Agribusiness, Food Processing And Technology
115116	Farm Management Services	Agribusiness, Food Processing And Technology
115310	Support Activities for Forestry	Forest And Wood Products
211120	Crude Petroleum Extraction	Energy (Fossil And Renewable)
211130	Natural Gas Extraction	Energy (Fossil And Renewable)
212114	Surface Coal Mining	Energy (Fossil And Renewable)
212115	Underground Coal Mining	Energy (Fossil And Renewable)
212210	Iron Ore Mining	Mining
212220	Gold Ore and Silver Ore Mining	Mining
212230	Copper, Nickel, Lead, and Zinc Mining	Mining
212290	Other Metal Ore Mining	Defense And Security
212290	Other Metal Ore Mining	Energy (Fossil And Renewable)
212290	Other Metal Ore Mining	Mining
212311	Dimension Stone Mining and Quarrying	Mining
212312	Crushed and Broken Limestone Mining and Quarrying	Mining
212313	Crushed and Broken Granite Mining and Quarrying	Mining
212319	Other Crushed and Broken Stone Mining and Quarrying	Mining
212321	Construction Sand and Gravel Mining	Mining
212322	Industrial Sand Mining	Mining
212323	Kaolin, Clay, and Ceramic and Refractory Minerals Mining	Advanced Materials
212323	Kaolin, Clay, and Ceramic and Refractory Minerals Mining	Mining
212390	Other Nonmetallic Mineral Mining and Quarrying	Mining
213111	Drilling Oil and Gas Wells	Energy (Fossil And Renewable)
213112	Support Activities for Oil and Gas Operations	Energy (Fossil And Renewable)
213113	Support Activities for Coal Mining	Energy (Fossil And Renewable)
213114	Support Activities for Metal Mining	Energy (Fossil And Renewable)
213114	Support Activities for Metal Mining	Mining
213115	Support Activities for Nonmetallic Minerals (except Fuels) Mining	Mining
221111	Hydroelectric Power Generation	Energy (Fossil And Renewable)
221112	Fossil Fuel Electric Power Generation	Energy (Fossil And Renewable)
221113	Nuclear Electric Power Generation	Energy (Fossil And Renewable)
221114	Solar Electric Power Generation	Energy (Fossil And Renewable)
221115	Wind Electric Power Generation	Energy (Fossil And Renewable)
221116	Geothermal Electric Power Generation	Energy (Fossil And Renewable)

Industry	2022 NAICS Title	Cluster
221117	Biomass Electric Power Generation	Energy (Fossil And Renewable)
221118	Other Electric Power Generation	Energy (Fossil And Renewable)
221121	Electric Bulk Power Transmission and Control	Energy (Fossil And Renewable)
221122	Electric Power Distribution	Energy (Fossil And Renewable)
221210	Natural Gas Distribution	Energy (Fossil And Renewable)
221330	Steam and Air-Conditioning Supply	Energy (Fossil And Renewable)
237110	Water and Sewer Line and Related Structures Construction	Energy (Fossil And Renewable)
237120	Oil and Gas Pipeline and Related Structures Construction	Energy (Fossil And Renewable)
237130	Power and Communication Line and Related Structures Construction	Defense And Security
237130	Power and Communication Line and Related Structures Construction	Energy (Fossil And Renewable)
237990	Other Heavy and Civil Engineering Construction	Energy (Fossil And Renewable)
238130	Framing Contractors	Forest And Wood Products
238160	Roofing Contractors	Forest And Wood Products
238170	Siding Contractors	Forest And Wood Products
238210	Electrical Contractors and Other Wiring Installation Contractors	Energy (Fossil And Renewable)
238210	Electrical Contractors and Other Wiring Installation Contractors	Information Technology And Telecommunications
238220	Plumbing, Heating, and Air-Conditioning Contractors	Energy (Fossil And Renewable)
238330	Flooring Contractors	Forest And Wood Products
238350	Finish Carpentry Contractors	Forest And Wood Products
311111	Dog and Cat Food Manufacturing	Agribusiness, Food Processing And Technology
311119	Other Animal Food Manufacturing	Agribusiness, Food Processing And Technology
311211	Flour Milling	Agribusiness, Food Processing And Technology
311212	Rice Milling	Agribusiness, Food Processing And Technology
311213	Malt Manufacturing	Agribusiness, Food Processing And Technology
311221	Wet Corn Milling and Starch Manufacturing	Agribusiness, Food Processing And Technology
311224	Soybean and Other Oilseed Processing	Agribusiness, Food Processing And Technology
311225	Fats and Oils Refining and Blending	Agribusiness, Food Processing And Technology
311230	Breakfast Cereal Manufacturing	Agribusiness, Food Processing And Technology
311313	Beet Sugar Manufacturing	Agribusiness, Food Processing And Technology
311314	Cane Sugar Manufacturing	Agribusiness, Food Processing And Technology
311340	Nonchocolate Confectionery Manufacturing	Agribusiness, Food Processing And Technology
311351	Chocolate and Confectionery Manufacturing from Cacao Beans	Agribusiness, Food Processing And Technology
311352	Confectionery Manufacturing from Purchased Chocolate	Agribusiness, Food Processing And Technology
311411	Frozen Fruit, Juice, and Vegetable Manufacturing	Agribusiness, Food Processing And Technology
311412	Frozen Specialty Food Manufacturing	Agribusiness, Food Processing And Technology
311421	Fruit and Vegetable Canning	Agribusiness, Food Processing And Technology
311422	Specialty Canning	Agribusiness, Food Processing And Technology
311423	Dried and Dehydrated Food Manufacturing	Agribusiness, Food Processing And Technology
311511	Fluid Milk Manufacturing	Agribusiness, Food Processing And Technology
311512	Creamery Butter Manufacturing	Agribusiness, Food Processing And Technology
311513	Cheese Manufacturing	Agribusiness, Food Processing And Technology
311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing	Agribusiness, Food Processing And Technology
311520	Ice Cream and Frozen Dessert Manufacturing	Agribusiness, Food Processing And Technology
311611	Animal (except Poultry) Slaughtering	Agribusiness, Food Processing And Technology
311612	Meat Processed from Carcasses	Agribusiness, Food Processing And Technology
311613	Rendering and Meat Byproduct Processing	Agribusiness, Food Processing And Technology
311615	Poultry Processing	Agribusiness, Food Processing And Technology
311811	Retail Bakeries	Agribusiness, Food Processing And Technology

Industry	2022 NAICS Title	Cluster
311812	Commercial Bakeries	Agribusiness, Food Processing And Technology
311813	Frozen Cakes, Pies, and Other Pastries Manufacturing	Agribusiness, Food Processing And Technology
311821	Cookie and Cracker Manufacturing	Agribusiness, Food Processing And Technology
311824	Dry Pasta, Dough, and Flour Mixes Manufacturing from Purchased Flour	Agribusiness, Food Processing And Technology
311830	Tortilla Manufacturing	Agribusiness, Food Processing And Technology
311911	Roasted Nuts and Peanut Butter Manufacturing	Agribusiness, Food Processing And Technology
311919	Other Snack Food Manufacturing	Agribusiness, Food Processing And Technology
311920	Coffee and Tea Manufacturing	Agribusiness, Food Processing And Technology
311930	Flavoring Syrup and Concentrate Manufacturing	Agribusiness, Food Processing And Technology
311941	Mayonnaise, Dressing, and Other Prepared Sauce Manufacturing	Agribusiness, Food Processing And Technology
311942	Spice and Extract Manufacturing	Agribusiness, Food Processing And Technology
311991	Perishable Prepared Food Manufacturing	Agribusiness, Food Processing And Technology
311999	All Other Miscellaneous Food Manufacturing	Agribusiness, Food Processing And Technology
312111	Soft Drink Manufacturing	Agribusiness, Food Processing And Technology
312112	Bottled Water Manufacturing	Agribusiness, Food Processing And Technology
312113	Ice Manufacturing	Agribusiness, Food Processing And Technology
312120	Breweries	Agribusiness, Food Processing And Technology
312130	Wineries	Agribusiness, Food Processing And Technology
312140	Distilleries	Agribusiness, Food Processing And Technology
312230	Tobacco Manufacturing	Agribusiness, Food Processing And Technology
313110	Fiber, Yarn, and Thread Mills	Apparel And Textiles
313210	Broadwoven Fabric Mills	Apparel And Textiles
313220	Narrow Fabric Mills and Schiffli Machine Embroidery	Apparel And Textiles
313230	Nonwoven Fabric Mills	Apparel And Textiles
313240	Knit Fabric Mills	Apparel And Textiles
313310	Textile and Fabric Finishing Mills	Apparel And Textiles
313320	Fabric Coating Mills	Apparel And Textiles
314110	Carpet and Rug Mills	Apparel And Textiles
314120	Curtain and Linen Mills	Apparel And Textiles
314910	Textile Bag and Canvas Mills	Apparel And Textiles
314994	Rope, Cordage, Twine, Tire Cord, and Tire Fabric Mills	Apparel And Textiles
314999	All Other Miscellaneous Textile Product Mills	Apparel And Textiles
315120	Apparel Knitting Mills	Apparel And Textiles
315210	Cut and Sew Apparel Contractors	Apparel And Textiles
315250	Cut and Sew Apparel Manufacturing (except Contractors)	Apparel And Textiles
315990	Apparel Accessories and Other Apparel Manufacturing	Apparel And Textiles
316210	Footwear Manufacturing	Advanced Materials
321113	Sawmills	Forest And Wood Products
321114	Wood Preservation	Forest And Wood Products
321211	Hardwood Veneer and Plywood Manufacturing	Forest And Wood Products
321212	Softwood Veneer and Plywood Manufacturing	Forest And Wood Products
321215	Engineered Wood Member Manufacturing	Forest And Wood Products
321219	Reconstituted Wood Product Manufacturing	Forest And Wood Products
321911	Wood Window and Door Manufacturing	Forest And Wood Products
321912	Cut Stock, Resawing Lumber, and Planing	Forest And Wood Products
321918	Other Millwork (including Flooring)	Forest And Wood Products
321920	Wood Container and Pallet Manufacturing	Forest And Wood Products
321991	Manufactured Home (Mobile Home) Manufacturing	Forest And Wood Products

Industry	2022 NAICS Title	Cluster
321992	Prefabricated Wood Building Manufacturing	Forest And Wood Products
321999	All Other Miscellaneous Wood Product Manufacturing	Forest And Wood Products
322110	Pulp Mills	Forest And Wood Products
322120	Paper Mills	Forest And Wood Products
322130	Paperboard Mills	Forest And Wood Products
322211	Corrugated and Solid Fiber Box Manufacturing	Forest And Wood Products
322212	Folding Paperboard Box Manufacturing	Forest And Wood Products
322219	Other Paperboard Container Manufacturing	Forest And Wood Products
322220	Paper Bag and Coated and Treated Paper Manufacturing	Advanced Materials
322220	Paper Bag and Coated and Treated Paper Manufacturing	Forest And Wood Products
322230	Stationery Product Manufacturing	Forest And Wood Products
322291	Sanitary Paper Product Manufacturing	Forest And Wood Products
322299	All Other Converted Paper Product Manufacturing	Advanced Materials
322299	All Other Converted Paper Product Manufacturing	Forest And Wood Products
323111	Commercial Printing (except Screen and Books)	Business And Financial Services
323111	Commercial Printing (except Screen and Books)	Printing And Publishing
323113	Commercial Screen Printing	Apparel And Textiles
323113	Commercial Screen Printing	Printing And Publishing
323117	Books Printing	Forest And Wood Products
323117	Books Printing	Printing And Publishing
323120	Support Activities for Printing	Printing And Publishing
324110	Petroleum Refineries	Energy (Fossil And Renewable)
324191	Petroleum Lubricating Oil and Grease Manufacturing	Advanced Materials
324199	All Other Petroleum and Coal Products Manufacturing	Energy (Fossil And Renewable)
325110	Petrochemical Manufacturing	Advanced Materials
325110	Petrochemical Manufacturing	Chemicals
325110	Petrochemical Manufacturing	Energy (Fossil And Renewable)
325120	Industrial Gas Manufacturing	Advanced Materials
325120	Industrial Gas Manufacturing	Chemicals
325120	Industrial Gas Manufacturing	Energy (Fossil And Renewable)
325130	Synthetic Dye and Pigment Manufacturing	Advanced Materials
325130	Synthetic Dye and Pigment Manufacturing	Apparel And Textiles
325130	Synthetic Dye and Pigment Manufacturing	Chemicals
325180	Other Basic Inorganic Chemical Manufacturing	Advanced Materials
325180	Other Basic Inorganic Chemical Manufacturing	Chemicals
325193	Ethyl Alcohol Manufacturing	Advanced Materials
325193	Ethyl Alcohol Manufacturing	Chemicals
325193	Ethyl Alcohol Manufacturing	Energy (Fossil And Renewable)
325194	Cyclic Crude, Intermediate, and Gum and Wood Chemical Manufacturing	Advanced Materials
325194	Cyclic Crude, Intermediate, and Gum and Wood Chemical Manufacturing	Chemicals
325194	Cyclic Crude, Intermediate, and Gum and Wood Chemical Manufacturing	Energy (Fossil And Renewable)
325194	Cyclic Crude, Intermediate, and Gum and Wood Chemical Manufacturing	Forest And Wood Products
325199	All Other Basic Organic Chemical Manufacturing	Advanced Materials
325199	All Other Basic Organic Chemical Manufacturing	Chemicals
325211	Plastics Material and Resin Manufacturing	Advanced Materials
325211	Plastics Material and Resin Manufacturing	Chemicals
325212	Synthetic Rubber Manufacturing	Advanced Materials
325212	Synthetic Rubber Manufacturing	Chemicals

Industry	2022 NAICS Title	Cluster
325220	Artificial and Synthetic Fibers and Filaments Manufacturing	Advanced Materials
325220	Artificial and Synthetic Fibers and Filaments Manufacturing	Apparel And Textiles
325220	Artificial and Synthetic Fibers and Filaments Manufacturing	Chemicals
325311	Nitrogenous Fertilizer Manufacturing	Agribusiness, Food Processing And Technology
325311	Nitrogenous Fertilizer Manufacturing	Chemicals
325312	Phosphatic Fertilizer Manufacturing	Agribusiness, Food Processing And Technology
325312	Phosphatic Fertilizer Manufacturing	Chemicals
325314	Fertilizer (Mixing Only) Manufacturing	Agribusiness, Food Processing And Technology
325314	Fertilizer (Mixing Only) Manufacturing	Chemicals
325315	Compost Manufacturing	Agribusiness, Food Processing And Technology
325315	Compost Manufacturing	Chemicals
325320	Pesticide and Other Agricultural Chemical Manufacturing	Advanced Materials
325320	Pesticide and Other Agricultural Chemical Manufacturing	Agribusiness, Food Processing And Technology
325320	Pesticide and Other Agricultural Chemical Manufacturing	Chemicals
325411	Medicinal and Botanical Manufacturing	Biomedical/Biotechnical (Life Sciences)
325411	Medicinal and Botanical Manufacturing	Chemicals
325412	Pharmaceutical Preparation Manufacturing	Advanced Materials
325412	Pharmaceutical Preparation Manufacturing	Biomedical/Biotechnical (Life Sciences)
325412	Pharmaceutical Preparation Manufacturing	Chemicals
325413	In-Vitro Diagnostic Substance Manufacturing	Advanced Materials
325413	In-Vitro Diagnostic Substance Manufacturing	Biomedical/Biotechnical (Life Sciences)
325413	In-Vitro Diagnostic Substance Manufacturing	Chemicals
325414	Biological Product (except Diagnostic) Manufacturing	Advanced Materials
325414	Biological Product (except Diagnostic) Manufacturing	Biomedical/Biotechnical (Life Sciences)
325414	Biological Product (except Diagnostic) Manufacturing	Chemicals
325510	Paint and Coating Manufacturing	Advanced Materials
325510	Paint and Coating Manufacturing	Chemicals
325510	Paint and Coating Manufacturing	Forest And Wood Products
325520	Adhesive Manufacturing	Advanced Materials
325520	Adhesive Manufacturing	Chemicals
325520	Adhesive Manufacturing	Forest And Wood Products
325611	Soap and Other Detergent Manufacturing	Advanced Materials
325611	Soap and Other Detergent Manufacturing	Chemicals
325612	Polish and Other Sanitation Good Manufacturing	Advanced Materials
325612	Polish and Other Sanitation Good Manufacturing	Chemicals
325613	Surface Active Agent Manufacturing	Advanced Materials
325613	Surface Active Agent Manufacturing	Chemicals
325620	Toilet Preparation Manufacturing	Advanced Materials
325620	Toilet Preparation Manufacturing	Chemicals
325910	Printing Ink Manufacturing	Advanced Materials
325910	Printing Ink Manufacturing	Chemicals
325910	Printing Ink Manufacturing	Printing And Publishing
325920	Explosives Manufacturing	Advanced Materials
325920	Explosives Manufacturing	Chemicals
325920	Explosives Manufacturing	Defense And Security
325991	Custom Compounding of Purchased Resins	Advanced Materials
325991	Custom Compounding of Purchased Resins	Chemicals
325992	Photographic Film, Paper, Plate, Chemical, and Copy Toner Manufacturing	Advanced Materials

Industry	2022 NAICS Title	Cluster
325992	Photographic Film, Paper, Plate, Chemical, and Copy Toner Manufacturing	Chemicals
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	Advanced Materials
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	Chemicals
326111	Plastics Bag and Pouch Manufacturing	Chemicals
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	Advanced Materials
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	Chemicals
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	Advanced Materials
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	Chemicals
326121	Unlaminated Plastics Profile Shape Manufacturing	Advanced Materials
326121	Unlaminated Plastics Profile Shape Manufacturing	Chemicals
326122	Plastics Pipe and Pipe Fitting Manufacturing	Chemicals
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	Chemicals
326140	Polystyrene Foam Product Manufacturing	Advanced Materials
326140	Polystyrene Foam Product Manufacturing	Chemicals
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	Advanced Materials
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	Chemicals
326160	Plastics Bottle Manufacturing	Chemicals
326191	Plastics Plumbing Fixture Manufacturing	Chemicals
326199	All Other Plastics Product Manufacturing	Advanced Materials
326199	All Other Plastics Product Manufacturing	Chemicals
326211	Tire Manufacturing (except Retreading)	Chemicals
326212	Tire Retreading	Chemicals
326220	Rubber and Plastics Hoses and Belting Manufacturing	Chemicals
326291	Rubber Product Manufacturing for Mechanical Use	Advanced Materials
326291	Rubber Product Manufacturing for Mechanical Use	Chemicals
326299	All Other Rubber Product Manufacturing	Advanced Materials
326299	All Other Rubber Product Manufacturing	Chemicals
327110	Pottery, Ceramics, and Plumbing Fixture Manufacturing	Advanced Materials
327110	Pottery, Ceramics, and Plumbing Fixture Manufacturing	Chemicals
327110	Pottery, Ceramics, and Plumbing Fixture Manufacturing	Glass And Ceramics
327120	Clay Building Material and Refractories Manufacturing	Advanced Materials
327120	Clay Building Material and Refractories Manufacturing	Chemicals
327120	Clay Building Material and Refractories Manufacturing	Glass And Ceramics
327211	Flat Glass Manufacturing	Chemicals
327211	Flat Glass Manufacturing	Glass And Ceramics
327212	Other Pressed and Blown Glass and Glassware Manufacturing	Chemicals
327212	Other Pressed and Blown Glass and Glassware Manufacturing	Glass And Ceramics
327213	Glass Container Manufacturing	Chemicals
327213	Glass Container Manufacturing	Glass And Ceramics
327215	Glass Product Manufacturing Made of Purchased Glass	Chemicals
327215	Glass Product Manufacturing Made of Purchased Glass	Glass And Ceramics
327310	Cement Manufacturing	Chemicals
327310	Cement Manufacturing	Glass And Ceramics
327320	Ready-Mix Concrete Manufacturing	Chemicals
327331	Concrete Block and Brick Manufacturing	Chemicals
327332	Concrete Pipe Manufacturing	Chemicals
327390	Other Concrete Product Manufacturing	Chemicals
327410	Lime Manufacturing	Chemicals

Industry	2022 NAICS Title	Cluster
327420	Gypsum Product Manufacturing	Advanced Materials
327420	Gypsum Product Manufacturing	Chemicals
327910	Abrasive Product Manufacturing	Advanced Materials
327910	Abrasive Product Manufacturing	Apparel And Textiles
327910	Abrasive Product Manufacturing	Chemicals
327910	Abrasive Product Manufacturing	Forest And Wood Products
327991	Cut Stone and Stone Product Manufacturing	Chemicals
327992	Ground or Treated Mineral and Earth Manufacturing	Advanced Materials
327992	Ground or Treated Mineral and Earth Manufacturing	Chemicals
327992	Ground or Treated Mineral and Earth Manufacturing	Glass And Ceramics
327993	Mineral Wool Manufacturing	Advanced Materials
327993	Mineral Wool Manufacturing	Chemicals
327999	All Other Miscellaneous Nonmetallic Mineral Product Manufacturing	Chemicals
327999	All Other Miscellaneous Nonmetallic Mineral Product Manufacturing	Glass And Ceramics
331110	Iron and Steel Mills and Ferroalloy Manufacturing	Advanced Materials
331110	Iron and Steel Mills and Ferroalloy Manufacturing	Manufacturing Supercluster
331110	Iron and Steel Mills and Ferroalloy Manufacturing	Primary Metal Mfg
331210	Iron and Steel Pipe and Tube Manufacturing from Purchased Steel	Advanced Materials
331210	Iron and Steel Pipe and Tube Manufacturing from Purchased Steel	Manufacturing Supercluster
331210	Iron and Steel Pipe and Tube Manufacturing from Purchased Steel	Primary Metal Mfg
331221	Rolled Steel Shape Manufacturing	Advanced Materials
331221	Rolled Steel Shape Manufacturing	Manufacturing Supercluster
331221	Rolled Steel Shape Manufacturing	Primary Metal Mfg
331222	Steel Wire Drawing	Advanced Materials
331222	Steel Wire Drawing	Manufacturing Supercluster
331222	Steel Wire Drawing	Primary Metal Mfg
331313	Alumina Refining and Primary Aluminum Production	Advanced Materials
331313	Alumina Refining and Primary Aluminum Production	Manufacturing Supercluster
331313	Alumina Refining and Primary Aluminum Production	Primary Metal Mfg
331314	Secondary Smelting and Alloying of Aluminum	Advanced Materials
331314	Secondary Smelting and Alloying of Aluminum	Manufacturing Supercluster
331314	Secondary Smelting and Alloying of Aluminum	Primary Metal Mfg
331315	Aluminum Sheet, Plate, and Foil Manufacturing	Advanced Materials
331315	Aluminum Sheet, Plate, and Foil Manufacturing	Manufacturing Supercluster
331315	Aluminum Sheet, Plate, and Foil Manufacturing	Primary Metal Mfg
331318	Other Aluminum Rolling, Drawing, and Extruding	Advanced Materials
331318	Other Aluminum Rolling, Drawing, and Extruding	Manufacturing Supercluster
331318	Other Aluminum Rolling, Drawing, and Extruding	Primary Metal Mfg
331410	Nonferrous Metal (except Aluminum) Smelting and Refining	Advanced Materials
331410	Nonferrous Metal (except Aluminum) Smelting and Refining	Manufacturing Supercluster
331410	Nonferrous Metal (except Aluminum) Smelting and Refining	Primary Metal Mfg
331420	Copper Rolling, Drawing, Extruding, and Alloying	Advanced Materials
331420	Copper Rolling, Drawing, Extruding, and Alloying	Manufacturing Supercluster
331420	Copper Rolling, Drawing, Extruding, and Alloying	Primary Metal Mfg
331491	Nonferrous Metal (except Copper and Aluminum) Rolling, Drawing, and Extruding	Advanced Materials
331491	Nonferrous Metal (except Copper and Aluminum) Rolling, Drawing, and Extruding	Manufacturing Supercluster
331491	Nonferrous Metal (except Copper and Aluminum) Rolling, Drawing, and Extruding	Primary Metal Mfg
331492	Secondary Smelting, Refining, and Alloying of Nonferrous Metal (except Copper and Aluminum)	Advanced Materials

Industry	2022 NAICS Title	Cluster
331492	Secondary Smelting, Refining, and Alloying of Nonferrous Metal (except Copper and Aluminum)	Manufacturing Supercluster
331492	Secondary Smelting, Refining, and Alloying of Nonferrous Metal (except Copper and Aluminum)	Primary Metal Mfg
331511	Iron Foundries	Advanced Materials
331511	Iron Foundries	Manufacturing Supercluster
331511	Iron Foundries	Primary Metal Mfg
331512	Steel Investment Foundries	Advanced Materials
331512	Steel Investment Foundries	Manufacturing Supercluster
331512	Steel Investment Foundries	Primary Metal Mfg
331513	Steel Foundries (except Investment)	Advanced Materials
331513	Steel Foundries (except Investment)	Manufacturing Supercluster
331513	Steel Foundries (except Investment)	Primary Metal Mfg
331523	Nonferrous Metal Die-Casting Foundries	Advanced Materials
331523	Nonferrous Metal Die-Casting Foundries	Manufacturing Supercluster
331523	Nonferrous Metal Die-Casting Foundries	Primary Metal Mfg
331524	Aluminum Foundries (except Die-Casting)	Advanced Materials
331524	Aluminum Foundries (except Die-Casting)	Manufacturing Supercluster
331524	Aluminum Foundries (except Die-Casting)	Primary Metal Mfg
331529	Other Nonferrous Metal Foundries (except Die-Casting)	Advanced Materials
331529	Other Nonferrous Metal Foundries (except Die-Casting)	Manufacturing Supercluster
331529	Other Nonferrous Metal Foundries (except Die-Casting)	Primary Metal Mfg
332111	Iron and Steel Forging	Advanced Materials
332111	Iron and Steel Forging	Fabricated Metal Product Mfg
332111	Iron and Steel Forging	Manufacturing Supercluster
332112	Nonferrous Forging	Fabricated Metal Product Mfg
332112	Nonferrous Forging	Manufacturing Supercluster
332114	Custom Roll Forming	Fabricated Metal Product Mfg
332114	Custom Roll Forming	Manufacturing Supercluster
332117	Powder Metallurgy Part Manufacturing	Advanced Materials
332117	Powder Metallurgy Part Manufacturing	Fabricated Metal Product Mfg
332117	Powder Metallurgy Part Manufacturing	Manufacturing Supercluster
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	Advanced Materials
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	Fabricated Metal Product Mfg
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	Manufacturing Supercluster
332215	Metal Kitchen Cookware, Utensil, Cutlery, and Flatware (except Precious) Manufacturing	Fabricated Metal Product Mfg
332215	Metal Kitchen Cookware, Utensil, Cutlery, and Flatware (except Precious) Manufacturing	Manufacturing Supercluster
332216	Saw Blade and Handtool Manufacturing	Fabricated Metal Product Mfg
332216	Saw Blade and Handtool Manufacturing	Forest And Wood Products
332216	Saw Blade and Handtool Manufacturing	Manufacturing Supercluster
332311	Prefabricated Metal Building and Component Manufacturing	Fabricated Metal Product Mfg
332311	Prefabricated Metal Building and Component Manufacturing	Manufacturing Supercluster
332312	Fabricated Structural Metal Manufacturing	Fabricated Metal Product Mfg
332312	Fabricated Structural Metal Manufacturing	Manufacturing Supercluster
332313	Plate Work Manufacturing	Advanced Materials
332313	Plate Work Manufacturing	Fabricated Metal Product Mfg
332313	Plate Work Manufacturing	Manufacturing Supercluster
332321	Metal Window and Door Manufacturing	Fabricated Metal Product Mfg
332321	Metal Window and Door Manufacturing	Manufacturing Supercluster
332322	Sheet Metal Work Manufacturing	Advanced Materials

Industry	2022 NAICS Title	Cluster
332322	Sheet Metal Work Manufacturing	Fabricated Metal Product Mfg
332322	Sheet Metal Work Manufacturing	Manufacturing Supercluster
332323	Ornamental and Architectural Metal Work Manufacturing	Fabricated Metal Product Mfg
332323	Ornamental and Architectural Metal Work Manufacturing	Manufacturing Supercluster
332410	Power Boiler and Heat Exchanger Manufacturing	Energy (Fossil And Renewable)
332410	Power Boiler and Heat Exchanger Manufacturing	Fabricated Metal Product Mfg
332410	Power Boiler and Heat Exchanger Manufacturing	Manufacturing Supercluster
332420	Metal Tank (Heavy Gauge) Manufacturing	Energy (Fossil And Renewable)
332420	Metal Tank (Heavy Gauge) Manufacturing	Fabricated Metal Product Mfg
332420	Metal Tank (Heavy Gauge) Manufacturing	Manufacturing Supercluster
332431	Metal Can Manufacturing	Fabricated Metal Product Mfg
332431	Metal Can Manufacturing	Manufacturing Supercluster
332439	Other Metal Container Manufacturing	Fabricated Metal Product Mfg
332439	Other Metal Container Manufacturing	Manufacturing Supercluster
332510	Hardware Manufacturing	Fabricated Metal Product Mfg
332510	Hardware Manufacturing	Manufacturing Supercluster
332613	Spring Manufacturing	Fabricated Metal Product Mfg
332613	Spring Manufacturing	Manufacturing Supercluster
332618	Other Fabricated Wire Product Manufacturing	Advanced Materials
332618	Other Fabricated Wire Product Manufacturing	Fabricated Metal Product Mfg
332618	Other Fabricated Wire Product Manufacturing	Manufacturing Supercluster
332710	Machine Shops	Advanced Materials
332710	Machine Shops	Fabricated Metal Product Mfg
332710	Machine Shops	Manufacturing Supercluster
332721	Precision Turned Product Manufacturing	Fabricated Metal Product Mfg
332721	Precision Turned Product Manufacturing	Manufacturing Supercluster
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	Fabricated Metal Product Mfg
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	Manufacturing Supercluster
332811	Metal Heat Treating	Fabricated Metal Product Mfg
332811	Metal Heat Treating	Manufacturing Supercluster
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	Advanced Materials
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	Fabricated Metal Product Mfg
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	Glass And Ceramics
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	Manufacturing Supercluster
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	Advanced Materials
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	Fabricated Metal Product Mfg
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	Glass And Ceramics
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	Manufacturing Supercluster
332911	Industrial Valve Manufacturing	Advanced Materials
332911	Industrial Valve Manufacturing	Fabricated Metal Product Mfg
332911	Industrial Valve Manufacturing	Manufacturing Supercluster
332912	Fluid Power Valve and Hose Fitting Manufacturing	Defense And Security
332912	Fluid Power Valve and Hose Fitting Manufacturing	Fabricated Metal Product Mfg
332912	Fluid Power Valve and Hose Fitting Manufacturing	Manufacturing Supercluster
332913	Plumbing Fixture Fitting and Trim Manufacturing	Fabricated Metal Product Mfg
332913	Plumbing Fixture Fitting and Trim Manufacturing	Manufacturing Supercluster
332919	Other Metal Valve and Pipe Fitting Manufacturing	Fabricated Metal Product Mfg
332919	Other Metal Valve and Pipe Fitting Manufacturing	Manufacturing Supercluster

Industry	2022 NAICS Title	Cluster
332991	Ball and Roller Bearing Manufacturing	Advanced Materials
332991	Ball and Roller Bearing Manufacturing	Fabricated Metal Product Mfg
332991	Ball and Roller Bearing Manufacturing	Manufacturing Supercluster
332992	Small Arms Ammunition Manufacturing	Defense And Security
332993	Ammunition (except Small Arms) Manufacturing	Defense And Security
332994	Small Arms, Ordnance, and Ordnance Accessories Manufacturing	Defense And Security
332996	Fabricated Pipe and Pipe Fitting Manufacturing	Fabricated Metal Product Mfg
332996	Fabricated Pipe and Pipe Fitting Manufacturing	Manufacturing Supercluster
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	Advanced Materials
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	Fabricated Metal Product Mfg
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	Manufacturing Supercluster
333111	Farm Machinery and Equipment Manufacturing	Agribusiness, Food Processing And Technology
333111	Farm Machinery and Equipment Manufacturing	Machinery Mfg
333111	Farm Machinery and Equipment Manufacturing	Manufacturing Supercluster
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	Agribusiness, Food Processing And Technology
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	Machinery Mfg
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	Manufacturing Supercluster
333120	Construction Machinery Manufacturing	Machinery Mfg
333120	Construction Machinery Manufacturing	Manufacturing Supercluster
333131	Mining Machinery and Equipment Manufacturing	Energy (Fossil And Renewable)
333131	Mining Machinery and Equipment Manufacturing	Machinery Mfg
333131	Mining Machinery and Equipment Manufacturing	Manufacturing Supercluster
333132	Oil and Gas Field Machinery and Equipment Manufacturing	Energy (Fossil And Renewable)
333132	Oil and Gas Field Machinery and Equipment Manufacturing	Machinery Mfg
333132	Oil and Gas Field Machinery and Equipment Manufacturing	Manufacturing Supercluster
333241	Food Product Machinery Manufacturing	Agribusiness, Food Processing And Technology
333241	Food Product Machinery Manufacturing	Machinery Mfg
333241	Food Product Machinery Manufacturing	Manufacturing Supercluster
333242	Semiconductor Machinery Manufacturing	Machinery Mfg
333242	Semiconductor Machinery Manufacturing	Manufacturing Supercluster
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	Forest And Wood Products
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	Machinery Mfg
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	Manufacturing Supercluster
333248	All Other Industrial Machinery Manufacturing	Advanced Materials
333248	All Other Industrial Machinery Manufacturing	Information Technology And Telecommunications
333248	All Other Industrial Machinery Manufacturing	Machinery Mfg
333248	All Other Industrial Machinery Manufacturing	Manufacturing Supercluster
333310	Commercial and Service Industry Machinery Manufacturing	Advanced Materials
333310	Commercial and Service Industry Machinery Manufacturing	Biomedical/Biotechnical (Life Sciences)
333310	Commercial and Service Industry Machinery Manufacturing	Machinery Mfg
333310	Commercial and Service Industry Machinery Manufacturing	Manufacturing Supercluster
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	Machinery Mfg
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	Manufacturing Supercluster
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing	Energy (Fossil And Renewable)
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing	Machinery Mfg
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing	Manufacturing Supercluster
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	Machinery Mfg
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	Manufacturing Supercluster

Industry	2022 NAICS Title	Cluster
333511	Industrial Mold Manufacturing	Advanced Materials
333511	Industrial Mold Manufacturing	Machinery Mfg
333511	Industrial Mold Manufacturing	Manufacturing Supercluster
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	Advanced Materials
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	Machinery Mfg
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	Manufacturing Supercluster
333515	Cutting Tool and Machine Tool Accessory Manufacturing	Advanced Materials
333515	Cutting Tool and Machine Tool Accessory Manufacturing	Machinery Mfg
333515	Cutting Tool and Machine Tool Accessory Manufacturing	Manufacturing Supercluster
333517	Machine Tool Manufacturing	Advanced Materials
333517	Machine Tool Manufacturing	Machinery Mfg
333517	Machine Tool Manufacturing	Manufacturing Supercluster
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	Advanced Materials
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	Machinery Mfg
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	Manufacturing Supercluster
333611	Turbine and Turbine Generator Set Units Manufacturing	Energy (Fossil And Renewable)
333611	Turbine and Turbine Generator Set Units Manufacturing	Machinery Mfg
333611	Turbine and Turbine Generator Set Units Manufacturing	Manufacturing Supercluster
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	Machinery Mfg
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	Manufacturing Supercluster
333613	Mechanical Power Transmission Equipment Manufacturing	Information Technology And Telecommunications
333613	Mechanical Power Transmission Equipment Manufacturing	Machinery Mfg
333613	Mechanical Power Transmission Equipment Manufacturing	Manufacturing Supercluster
333618	Other Engine Equipment Manufacturing	Machinery Mfg
333618	Other Engine Equipment Manufacturing	Manufacturing Supercluster
333912	Air and Gas Compressor Manufacturing	Advanced Materials
333912	Air and Gas Compressor Manufacturing	Machinery Mfg
333912	Air and Gas Compressor Manufacturing	Manufacturing Supercluster
333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing	Machinery Mfg
333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing	Manufacturing Supercluster
333921	Elevator and Moving Stairway Manufacturing	Machinery Mfg
333921	Elevator and Moving Stairway Manufacturing	Manufacturing Supercluster
333922	Conveyor and Conveying Equipment Manufacturing	Machinery Mfg
333922	Conveyor and Conveying Equipment Manufacturing	Manufacturing Supercluster
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing	Machinery Mfg
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing	Manufacturing Supercluster
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	Machinery Mfg
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	Manufacturing Supercluster
333991	Power-Driven Handtool Manufacturing	Forest And Wood Products
333991	Power-Driven Handtool Manufacturing	Machinery Mfg
333991	Power-Driven Handtool Manufacturing	Manufacturing Supercluster
333992	Welding and Soldering Equipment Manufacturing	Machinery Mfg
333992	Welding and Soldering Equipment Manufacturing	Manufacturing Supercluster
333993	Packaging Machinery Manufacturing	Machinery Mfg
333993	Packaging Machinery Manufacturing	Manufacturing Supercluster
333994	Industrial Process Furnace and Oven Manufacturing	Machinery Mfg
333994	Industrial Process Furnace and Oven Manufacturing	Manufacturing Supercluster
333995	Fluid Power Cylinder and Actuator Manufacturing	Machinery Mfg

Industry	2022 NAICS Title	Cluster
333995	Fluid Power Cylinder and Actuator Manufacturing	Manufacturing Supercluster
333996	Fluid Power Pump and Motor Manufacturing	Machinery Mfg
333996	Fluid Power Pump and Motor Manufacturing	Manufacturing Supercluster
333998	All Other Miscellaneous General Purpose Machinery Manufacturing	Machinery Mfg
333998	All Other Miscellaneous General Purpose Machinery Manufacturing	Manufacturing Supercluster
334111	Electronic Computer Manufacturing	Computer & Electronic Product Mfg
334111	Electronic Computer Manufacturing	Information Technology And Telecommunications
334111	Electronic Computer Manufacturing	Manufacturing Supercluster
334112	Computer Storage Device Manufacturing	Computer & Electronic Product Mfg
334112	Computer Storage Device Manufacturing	Information Technology And Telecommunications
334112	Computer Storage Device Manufacturing	Manufacturing Supercluster
334118	Computer Terminal and Other Computer Peripheral Equipment Manufacturing	Advanced Materials
334118	Computer Terminal and Other Computer Peripheral Equipment Manufacturing	Computer & Electronic Product Mfg
334118	Computer Terminal and Other Computer Peripheral Equipment Manufacturing	Information Technology And Telecommunications
334118	Computer Terminal and Other Computer Peripheral Equipment Manufacturing	Manufacturing Supercluster
334210	Telephone Apparatus Manufacturing	Computer & Electronic Product Mfg
334210	Telephone Apparatus Manufacturing	Information Technology And Telecommunications
334210	Telephone Apparatus Manufacturing	Manufacturing Supercluster
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	Advanced Materials
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	Computer & Electronic Product Mfg
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	Information Technology And Telecommunications
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	Manufacturing Supercluster
334290	Other Communications Equipment Manufacturing	Advanced Materials
334290	Other Communications Equipment Manufacturing	Computer & Electronic Product Mfg
334290	Other Communications Equipment Manufacturing	Defense And Security
334290	Other Communications Equipment Manufacturing	Information Technology And Telecommunications
334290	Other Communications Equipment Manufacturing	Manufacturing Supercluster
334310	Audio and Video Equipment Manufacturing	Computer & Electronic Product Mfg
334310	Audio and Video Equipment Manufacturing	Information Technology And Telecommunications
334310	Audio and Video Equipment Manufacturing	Manufacturing Supercluster
334412	Bare Printed Circuit Board Manufacturing	Advanced Materials
334412	Bare Printed Circuit Board Manufacturing	Computer & Electronic Product Mfg
334412	Bare Printed Circuit Board Manufacturing	Information Technology And Telecommunications
334412	Bare Printed Circuit Board Manufacturing	Manufacturing Supercluster
334413	Semiconductor and Related Device Manufacturing	Advanced Materials
334413	Semiconductor and Related Device Manufacturing	Computer & Electronic Product Mfg
334413	Semiconductor and Related Device Manufacturing	Energy (Fossil And Renewable)
334413	Semiconductor and Related Device Manufacturing	Information Technology And Telecommunications
334413	Semiconductor and Related Device Manufacturing	Manufacturing Supercluster
334416	Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing	Advanced Materials
334416	Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing	Computer & Electronic Product Mfg
334416	Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing	Information Technology And Telecommunications
334416	Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing	Manufacturing Supercluster
334417	Electronic Connector Manufacturing	Advanced Materials
334417	Electronic Connector Manufacturing	Computer & Electronic Product Mfg
334417	Electronic Connector Manufacturing	Information Technology And Telecommunications
334417	Electronic Connector Manufacturing	Manufacturing Supercluster
334418	Printed Circuit Assembly (Electronic Assembly) Manufacturing	Advanced Materials

Industry	2022 NAICS Title	Cluster
334418	Printed Circuit Assembly (Electronic Assembly) Manufacturing	Computer & Electronic Product Mfg
334418	Printed Circuit Assembly (Electronic Assembly) Manufacturing	Information Technology And Telecommunications
334418	Printed Circuit Assembly (Electronic Assembly) Manufacturing	Manufacturing Supercluster
334419	Other Electronic Component Manufacturing	Advanced Materials
334419	Other Electronic Component Manufacturing	Computer & Electronic Product Mfg
334419	Other Electronic Component Manufacturing	Information Technology And Telecommunications
334419	Other Electronic Component Manufacturing	Manufacturing Supercluster
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	Advanced Materials
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	Biomedical/Biotechnical (Life Sciences)
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	Computer & Electronic Product Mfg
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	Manufacturing Supercluster
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	Advanced Materials
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	Computer & Electronic Product Mfg
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	Defense And Security
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	Manufacturing Supercluster
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	Advanced Materials
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	Computer & Electronic Product Mfg
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	Information Technology And Telecommunications
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	Manufacturing Supercluster
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables	Advanced Materials
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables	Computer & Electronic Product Mfg
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables	Information Technology And Telecommunications
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables	Manufacturing Supercluster
334514	Totalizing Fluid Meter and Counting Device Manufacturing	Advanced Materials
334514	Totalizing Fluid Meter and Counting Device Manufacturing	Computer & Electronic Product Mfg
334514	Totalizing Fluid Meter and Counting Device Manufacturing	Manufacturing Supercluster
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	Advanced Materials
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	Computer & Electronic Product Mfg
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	Information Technology And Telecommunications
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	Manufacturing Supercluster
334516	Analytical Laboratory Instrument Manufacturing	Biomedical/Biotechnical (Life Sciences)
334516	Analytical Laboratory Instrument Manufacturing	Computer & Electronic Product Mfg
334516	Analytical Laboratory Instrument Manufacturing	Information Technology And Telecommunications
334516	Analytical Laboratory Instrument Manufacturing	Manufacturing Supercluster
334517	Irradiation Apparatus Manufacturing	Advanced Materials
334517	Irradiation Apparatus Manufacturing	Biomedical/Biotechnical (Life Sciences)
334517	Irradiation Apparatus Manufacturing	Computer & Electronic Product Mfg
334517	Irradiation Apparatus Manufacturing	Manufacturing Supercluster
334519	Other Measuring and Controlling Device Manufacturing	Advanced Materials
334519	Other Measuring and Controlling Device Manufacturing	Computer & Electronic Product Mfg
334519	Other Measuring and Controlling Device Manufacturing	Energy (Fossil And Renewable)
334519	Other Measuring and Controlling Device Manufacturing	Information Technology And Telecommunications
334519	Other Measuring and Controlling Device Manufacturing	Manufacturing Supercluster
334610	Manufacturing and Reproducing Magnetic and Optical Media	Computer & Electronic Product Mfg
334610	Manufacturing and Reproducing Magnetic and Optical Media	Information Technology And Telecommunications
334610	Manufacturing and Reproducing Magnetic and Optical Media	Manufacturing Supercluster
335131	Residential Electric Lighting Fixture Manufacturing	Electrical Equip, Appliance & Component Mfg
335131	Residential Electric Lighting Fixture Manufacturing	Manufacturing Supercluster

Industry	2022 NAICS Title	Cluster
335132	Commercial, Industrial, and Institutional Electric Lighting Fixture Manufacturing	Electrical Equip, Appliance & Component Mfg
335132	Commercial, Industrial, and Institutional Electric Lighting Fixture Manufacturing	Manufacturing Supercluster
335139	Electric Lamp Bulb and Other Lighting Equipment Manufacturing	Advanced Materials
335139	Electric Lamp Bulb and Other Lighting Equipment Manufacturing	Electrical Equip, Appliance & Component Mfg
335139	Electric Lamp Bulb and Other Lighting Equipment Manufacturing	Manufacturing Supercluster
335210	Small Electrical Appliance Manufacturing	Electrical Equip, Appliance & Component Mfg
335210	Small Electrical Appliance Manufacturing	Manufacturing Supercluster
335220	Major Household Appliance Manufacturing	Electrical Equip, Appliance & Component Mfg
335220	Major Household Appliance Manufacturing	Manufacturing Supercluster
335311	Power, Distribution, and Specialty Transformer Manufacturing	Electrical Equip, Appliance & Component Mfg
335311	Power, Distribution, and Specialty Transformer Manufacturing	Energy (Fossil And Renewable)
335311	Power, Distribution, and Specialty Transformer Manufacturing	Information Technology And Telecommunications
335311	Power, Distribution, and Specialty Transformer Manufacturing	Manufacturing Supercluster
335312	Motor and Generator Manufacturing	Electrical Equip, Appliance & Component Mfg
335312	Motor and Generator Manufacturing	Energy (Fossil And Renewable)
335312	Motor and Generator Manufacturing	Information Technology And Telecommunications
335312	Motor and Generator Manufacturing	Manufacturing Supercluster
335313	Switchgear and Switchboard Apparatus Manufacturing	Electrical Equip, Appliance & Component Mfg
335313	Switchgear and Switchboard Apparatus Manufacturing	Energy (Fossil And Renewable)
335313	Switchgear and Switchboard Apparatus Manufacturing	Information Technology And Telecommunications
335313	Switchgear and Switchboard Apparatus Manufacturing	Manufacturing Supercluster
335314	Relay and Industrial Control Manufacturing	Advanced Materials
335314	Relay and Industrial Control Manufacturing	Electrical Equip, Appliance & Component Mfg
335314	Relay and Industrial Control Manufacturing	Energy (Fossil And Renewable)
335314	Relay and Industrial Control Manufacturing	Information Technology And Telecommunications
335314	Relay and Industrial Control Manufacturing	Manufacturing Supercluster
335910	Battery Manufacturing	Electrical Equip, Appliance & Component Mfg
335910	Battery Manufacturing	Energy (Fossil And Renewable)
335910	Battery Manufacturing	Information Technology And Telecommunications
335910	Battery Manufacturing	Manufacturing Supercluster
335921	Fiber Optic Cable Manufacturing	Advanced Materials
335921	Fiber Optic Cable Manufacturing	Electrical Equip, Appliance & Component Mfg
335921	Fiber Optic Cable Manufacturing	Information Technology And Telecommunications
335921	Fiber Optic Cable Manufacturing	Manufacturing Supercluster
335929	Other Communication and Energy Wire Manufacturing	Electrical Equip, Appliance & Component Mfg
335929	Other Communication and Energy Wire Manufacturing	Energy (Fossil And Renewable)
335929	Other Communication and Energy Wire Manufacturing	Information Technology And Telecommunications
335929	Other Communication and Energy Wire Manufacturing	Manufacturing Supercluster
335931	Current-Carrying Wiring Device Manufacturing	Advanced Materials
335931	Current-Carrying Wiring Device Manufacturing	Electrical Equip, Appliance & Component Mfg
335931	Current-Carrying Wiring Device Manufacturing	Energy (Fossil And Renewable)
335931	Current-Carrying Wiring Device Manufacturing	Information Technology And Telecommunications
335931	Current-Carrying Wiring Device Manufacturing	Manufacturing Supercluster
335932	Noncurrent-Carrying Wiring Device Manufacturing	Electrical Equip, Appliance & Component Mfg
335932	Noncurrent-Carrying Wiring Device Manufacturing	Information Technology And Telecommunications
335932	Noncurrent-Carrying Wiring Device Manufacturing	Manufacturing Supercluster
335991	Carbon and Graphite Product Manufacturing	Electrical Equip, Appliance & Component Mfg
335991	Carbon and Graphite Product Manufacturing	Energy (Fossil And Renewable)

Industry	2022 NAICS Title	Cluster
335991	Carbon and Graphite Product Manufacturing	Information Technology And Telecommunications
335991	Carbon and Graphite Product Manufacturing	Manufacturing Supercluster
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing	Electrical Equip, Appliance & Component Mfg
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing	Energy (Fossil And Renewable)
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing	Information Technology And Telecommunications
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing	Manufacturing Supercluster
336110	Automobile and Light Duty Motor Vehicle Manufacturing	Manufacturing Supercluster
336110	Automobile and Light Duty Motor Vehicle Manufacturing	Transportation Equipment Mfg
336120	Heavy Duty Truck Manufacturing	Manufacturing Supercluster
336120	Heavy Duty Truck Manufacturing	Transportation Equipment Mfg
336211	Motor Vehicle Body Manufacturing	Manufacturing Supercluster
336211	Motor Vehicle Body Manufacturing	Transportation Equipment Mfg
336212	Truck Trailer Manufacturing	Manufacturing Supercluster
336212	Truck Trailer Manufacturing	Transportation Equipment Mfg
336213	Motor Home Manufacturing	Manufacturing Supercluster
336213	Motor Home Manufacturing	Transportation Equipment Mfg
336214	Travel Trailer and Camper Manufacturing	Manufacturing Supercluster
336214	Travel Trailer and Camper Manufacturing	Transportation Equipment Mfg
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	Manufacturing Supercluster
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	Transportation Equipment Mfg
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	Advanced Materials
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	Manufacturing Supercluster
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	Transportation Equipment Mfg
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	Manufacturing Supercluster
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	Transportation Equipment Mfg
336340	Motor Vehicle Brake System Manufacturing	Manufacturing Supercluster
336340	Motor Vehicle Brake System Manufacturing	Transportation Equipment Mfg
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	Manufacturing Supercluster
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	Transportation Equipment Mfg
336360	Motor Vehicle Seating and Interior Trim Manufacturing	Manufacturing Supercluster
336360	Motor Vehicle Seating and Interior Trim Manufacturing	Transportation Equipment Mfg
336370	Motor Vehicle Metal Stamping	Manufacturing Supercluster
336370	Motor Vehicle Metal Stamping	Transportation Equipment Mfg
336390	Other Motor Vehicle Parts Manufacturing	Advanced Materials
336390	Other Motor Vehicle Parts Manufacturing	Manufacturing Supercluster
336390	Other Motor Vehicle Parts Manufacturing	Transportation Equipment Mfg
336411	Aircraft Manufacturing	Defense And Security
336411	Aircraft Manufacturing	Manufacturing Supercluster
336411	Aircraft Manufacturing	Transportation Equipment Mfg
336412	Aircraft Engine and Engine Parts Manufacturing	Defense And Security
336412	Aircraft Engine and Engine Parts Manufacturing	Manufacturing Supercluster
336412	Aircraft Engine and Engine Parts Manufacturing	Transportation Equipment Mfg
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	Defense And Security
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	Manufacturing Supercluster
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	Transportation Equipment Mfg
336414	Guided Missile and Space Vehicle Manufacturing	Defense And Security
336414	Guided Missile and Space Vehicle Manufacturing	Manufacturing Supercluster
336414	Guided Missile and Space Vehicle Manufacturing	Transportation Equipment Mfg

Industry	2022 NAICS Title	Cluster
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	Defense And Security
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	Manufacturing Supercluster
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	Transportation Equipment Mfg
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	Advanced Materials
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	Defense And Security
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	Manufacturing Supercluster
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	Transportation Equipment Mfg
336510	Railroad Rolling Stock Manufacturing	Manufacturing Supercluster
336510	Railroad Rolling Stock Manufacturing	Transportation Equipment Mfg
336611	Ship Building and Repairing	Defense And Security
336611	Ship Building and Repairing	Manufacturing Supercluster
336611	Ship Building and Repairing	Transportation Equipment Mfg
336612	Boat Building	Defense And Security
336612	Boat Building	Manufacturing Supercluster
336612	Boat Building	Transportation Equipment Mfg
336991	Motorcycle, Bicycle, and Parts Manufacturing	Manufacturing Supercluster
336991	Motorcycle, Bicycle, and Parts Manufacturing	Transportation Equipment Mfg
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing	Defense And Security
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing	Manufacturing Supercluster
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing	Transportation Equipment Mfg
336999	All Other Transportation Equipment Manufacturing	Manufacturing Supercluster
336999	All Other Transportation Equipment Manufacturing	Transportation Equipment Mfg
337110	Wood Kitchen Cabinet and Countertop Manufacturing	Forest And Wood Products
337121	Upholstered Household Furniture Manufacturing	Apparel And Textiles
337121	Upholstered Household Furniture Manufacturing	Forest And Wood Products
337122	Nonupholstered Wood Household Furniture Manufacturing	Forest And Wood Products
337127	Institutional Furniture Manufacturing	Forest And Wood Products
337211	Wood Office Furniture Manufacturing	Forest And Wood Products
337212	Custom Architectural Woodwork and Millwork Manufacturing	Forest And Wood Products
337215	Showcase, Partition, Shelving, and Locker Manufacturing	Forest And Wood Products
337910	Mattress Manufacturing	Apparel And Textiles
337920	Blind and Shade Manufacturing	Forest And Wood Products
339112	Surgical and Medical Instrument Manufacturing	Advanced Materials
339112	Surgical and Medical Instrument Manufacturing	Biomedical/Biotechnical (Life Sciences)
339113	Surgical Appliance and Supplies Manufacturing	Advanced Materials
339113	Surgical Appliance and Supplies Manufacturing	Biomedical/Biotechnical (Life Sciences)
339113	Surgical Appliance and Supplies Manufacturing	Defense And Security
339114	Dental Equipment and Supplies Manufacturing	Biomedical/Biotechnical (Life Sciences)
339115	Ophthalmic Goods Manufacturing	Biomedical/Biotechnical (Life Sciences)
339116	Dental Laboratories	Biomedical/Biotechnical (Life Sciences)
339920	Sporting and Athletic Goods Manufacturing	Arts, Entertainment, Recreation And Visitor Industries
339930	Doll, Toy, and Game Manufacturing	Arts, Entertainment, Recreation And Visitor Industries
339950	Sign Manufacturing	Printing And Publishing
339991	Gasket, Packing, and Sealing Device Manufacturing	Advanced Materials
339992	Musical Instrument Manufacturing	Forest And Wood Products
339993	Fastener, Button, Needle, and Pin Manufacturing	Apparel And Textiles
339995	Burial Casket Manufacturing	Forest And Wood Products
423110	Automobile and Other Motor Vehicle Merchant Wholesalers	Defense And Security

Industry	2022 NAICS Title	Cluster
423120	Motor Vehicle Supplies and New Parts Merchant Wholesalers	Defense And Security
423130	Tire and Tube Merchant Wholesalers	Defense And Security
423140	Motor Vehicle Parts (Used) Merchant Wholesalers	Defense And Security
423210	Furniture Merchant Wholesalers	Forest And Wood Products
423310	Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers	Forest And Wood Products
423430	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	Information Technology And Telecommunications
423450	Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	Biomedical/Biotechnical (Life Sciences)
423460	Ophthalmic Goods Merchant Wholesalers	Biomedical/Biotechnical (Life Sciences)
423520	Coal and Other Mineral and Ore Merchant Wholesalers	Energy (Fossil And Renewable)
423610	Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers	Energy (Fossil And Renewable)
423690	Other Electronic Parts and Equipment Merchant Wholesalers	Energy (Fossil And Renewable)
423690	Other Electronic Parts and Equipment Merchant Wholesalers	Information Technology And Telecommunications
423720	Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers	Energy (Fossil And Renewable)
423820	Farm and Garden Machinery and Equipment Merchant Wholesalers	Agribusiness, Food Processing And Technology
423860	Transportation Equipment and Supplies (except Motor Vehicle) Merchant Wholesalers	Defense And Security
423910	Sporting and Recreational Goods and Supplies Merchant Wholesalers	Arts, Entertainment, Recreation And Visitor Industries
424310	Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers	Apparel And Textiles
424350	Clothing and Clothing Accessories Merchant Wholesalers	Apparel And Textiles
424510	Grain and Field Bean Merchant Wholesalers	Agribusiness, Food Processing And Technology
424520	Livestock Merchant Wholesalers	Agribusiness, Food Processing And Technology
424590	Other Farm Product Raw Material Merchant Wholesalers	Agribusiness, Food Processing And Technology
424610	Plastics Materials and Basic Forms and Shapes Merchant Wholesalers	Chemicals
424690	Other Chemical and Allied Products Merchant Wholesalers	Chemicals
424710	Petroleum Bulk Stations and Terminals	Chemicals
424710	Petroleum Bulk Stations and Terminals	Energy (Fossil And Renewable)
424720	Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations and Terminals)	Chemicals
424720	Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations and Terminals)	Energy (Fossil And Renewable)
424910	Farm Supplies Merchant Wholesalers	Agribusiness, Food Processing And Technology
456110	Pharmacies and Drug Retailers	Biomedical/Biotechnical (Life Sciences)
456120	Cosmetics, Beauty Supplies, and Perfume Retailers	Biomedical/Biotechnical (Life Sciences)
456130	Optical Goods Retailers	Biomedical/Biotechnical (Life Sciences)
456191	Food (Health) Supplement Retailers	Biomedical/Biotechnical (Life Sciences)
456199	All Other Health and Personal Care Retailers	Biomedical/Biotechnical (Life Sciences)
457110	Gasoline Stations with Convenience Stores	Energy (Fossil And Renewable)
457120	Other Gasoline Stations	Energy (Fossil And Renewable)
457210	Fuel Dealers	Energy (Fossil And Renewable)
481111	Scheduled Passenger Air Transportation	Transportation And Logistics
481112	Scheduled Freight Air Transportation	Transportation And Logistics
481211	Nonscheduled Chartered Passenger Air Transportation	Transportation And Logistics
481212	Nonscheduled Chartered Freight Air Transportation	Transportation And Logistics
481219	Other Nonscheduled Air Transportation	Transportation And Logistics
482110	Rail Transportation	Mining
482110	Rail Transportation	Transportation And Logistics
483111	Deep Sea Freight Transportation	Transportation And Logistics
483112	Deep Sea Passenger Transportation	Transportation And Logistics
483113	Coastal and Great Lakes Freight Transportation	Transportation And Logistics
483114	Coastal and Great Lakes Passenger Transportation	Transportation And Logistics
483211	Inland Water Freight Transportation	Transportation And Logistics

Industry	2022 NAICS Title	Cluster
483212	Inland Water Passenger Transportation	Transportation And Logistics
484110	General Freight Trucking, Local	Transportation And Logistics
484121	General Freight Trucking, Long-Distance, Truckload	Transportation And Logistics
484122	General Freight Trucking, Long-Distance, Less Than Truckload	Transportation And Logistics
484210	Used Household and Office Goods Moving	Transportation And Logistics
484220	Specialized Freight (except Used Goods) Trucking, Local	Transportation And Logistics
484230	Specialized Freight (except Used Goods) Trucking, Long-Distance	Transportation And Logistics
485112	Commuter Rail Systems	Transportation And Logistics
485210	Interurban and Rural Bus Transportation	Transportation And Logistics
485510	Charter Bus Industry	Transportation And Logistics
485999	All Other Transit and Ground Passenger Transportation	Transportation And Logistics
486110	Pipeline Transportation of Crude Oil	Energy (Fossil And Renewable)
486110	Pipeline Transportation of Crude Oil	Transportation And Logistics
486210	Pipeline Transportation of Natural Gas	Energy (Fossil And Renewable)
486210	Pipeline Transportation of Natural Gas	Transportation And Logistics
486910	Pipeline Transportation of Refined Petroleum Products	Energy (Fossil And Renewable)
486910	Pipeline Transportation of Refined Petroleum Products	Transportation And Logistics
486990	All Other Pipeline Transportation	Energy (Fossil And Renewable)
486990	All Other Pipeline Transportation	Transportation And Logistics
487110	Scenic and Sightseeing Transportation, Land	Arts, Entertainment, Recreation And Visitor Industries
487210	Scenic and Sightseeing Transportation, Water	Arts, Entertainment, Recreation And Visitor Industries
487990	Scenic and Sightseeing Transportation, Other	Arts, Entertainment, Recreation And Visitor Industries
488111	Air Traffic Control	Transportation And Logistics
488119	Other Airport Operations	Transportation And Logistics
488190	Other Support Activities for Air Transportation	Transportation And Logistics
488210	Support Activities for Rail Transportation	Transportation And Logistics
488310	Port and Harbor Operations	Transportation And Logistics
488320	Marine Cargo Handling	Transportation And Logistics
488330	Navigational Services to Shipping	Transportation And Logistics
488390	Other Support Activities for Water Transportation	Transportation And Logistics
488410	Motor Vehicle Towing	Transportation And Logistics
488490	Other Support Activities for Road Transportation	Transportation And Logistics
488510	Freight Transportation Arrangement	Transportation And Logistics
488991	Packing and Crating	Transportation And Logistics
488999	All Other Support Activities for Transportation	Transportation And Logistics
492110	Couriers and Express Delivery Services	Transportation And Logistics
492210	Local Messengers and Local Delivery	Transportation And Logistics
493110	General Warehousing and Storage	Transportation And Logistics
493120	Refrigerated Warehousing and Storage	Transportation And Logistics
493130	Farm Product Warehousing and Storage	Transportation And Logistics
493190	Other Warehousing and Storage	Transportation And Logistics
512110	Motion Picture and Video Production	Arts, Entertainment, Recreation And Visitor Industries
512120	Motion Picture and Video Distribution	Arts, Entertainment, Recreation And Visitor Industries
512131	Motion Picture Theaters (except Drive-Ins)	Arts, Entertainment, Recreation And Visitor Industries
512132	Drive-In Motion Picture Theaters	Arts, Entertainment, Recreation And Visitor Industries
512191	Teleproduction and Other Postproduction Services	Arts, Entertainment, Recreation And Visitor Industries
512199	Other Motion Picture and Video Industries	Arts, Entertainment, Recreation And Visitor Industries
512230	Music Publishers	Arts, Entertainment, Recreation And Visitor Industries

Industry	2022 NAICS Title	Cluster
512240	Sound Recording Studios	Arts, Entertainment, Recreation And Visitor Industries
512250	Record Production and Distribution	Arts, Entertainment, Recreation And Visitor Industries
512290	Other Sound Recording Industries	Arts, Entertainment, Recreation And Visitor Industries
513110	Newspaper Publishers	Education And Knowledge Creation
513110	Newspaper Publishers	Printing And Publishing
513120	Periodical Publishers	Education And Knowledge Creation
513120	Periodical Publishers	Printing And Publishing
513130	Book Publishers	Education And Knowledge Creation
513130	Book Publishers	Printing And Publishing
513140	Directory and Mailing List Publishers	Printing And Publishing
513191	Greeting Card Publishers	Printing And Publishing
513199	All Other Publishers	Business And Financial Services
513199	All Other Publishers	Education And Knowledge Creation
513199	All Other Publishers	Printing And Publishing
513210	Software Publishers	Information Technology And Telecommunications
516110	Radio Broadcasting Stations	Arts, Entertainment, Recreation And Visitor Industries
516110	Radio Broadcasting Stations	Printing And Publishing
516120	Television Broadcasting Stations	Arts, Entertainment, Recreation And Visitor Industries
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	Arts, Entertainment, Recreation And Visitor Industries
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	Business And Financial Services
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	Education And Knowledge Creation
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	Printing And Publishing
517111	Wired Telecommunications Carriers	Information Technology And Telecommunications
517121	Telecommunications Resellers	Information Technology And Telecommunications
517410	Satellite Telecommunications	Information Technology And Telecommunications
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	Business And Financial Services
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	Information Technology And Telecommunications
519210	Libraries and Archives	Education And Knowledge Creation
519290	Web Search Portals and All Other Information Services	Business And Financial Services
519290	Web Search Portals and All Other Information Services	Education And Knowledge Creation
519290	Web Search Portals and All Other Information Services	Printing And Publishing
522210	Credit Card Issuing	Business And Financial Services
522220	Sales Financing	Business And Financial Services
522291	Consumer Lending	Business And Financial Services
522292	Real Estate Credit	Business And Financial Services
522299	International, Secondary Market, and All Other Nondepository Credit Intermediation	Business And Financial Services
522310	Mortgage and Nonmortgage Loan Brokers	Business And Financial Services
522320	Financial Transactions Processing, Reserve, and Clearinghouse Activities	Business And Financial Services
522390	Other Activities Related to Credit Intermediation	Business And Financial Services
523150	Investment Banking and Securities Intermediation	Business And Financial Services
523160	Commodity Contracts Intermediation	Business And Financial Services
523210	Securities and Commodity Exchanges	Business And Financial Services
523910	Miscellaneous Intermediation	Business And Financial Services
523910	Miscellaneous Intermediation	Energy (Fossil And Renewable)
523940	Portfolio Management and Investment Advice	Business And Financial Services
523991	Trust, Fiduciary, and Custody Activities	Business And Financial Services
523999	Miscellaneous Financial Investment Activities	Business And Financial Services
523999	Miscellaneous Financial Investment Activities	Energy (Fossil And Renewable)

Industry	2022 NAICS Title	Cluster
524113	Direct Life Insurance Carriers	Business And Financial Services
524114	Direct Health and Medical Insurance Carriers	Business And Financial Services
524126	Direct Property and Casualty Insurance Carriers	Business And Financial Services
524127	Direct Title Insurance Carriers	Business And Financial Services
524128	Other Direct Insurance (except Life, Health, and Medical) Carriers	Business And Financial Services
524130	Reinsurance Carriers	Business And Financial Services
524210	Insurance Agencies and Brokerages	Business And Financial Services
524291	Claims Adjusting	Business And Financial Services
524292	Pharmacy Benefit Management and Other Third Party Administration of Insurance and Pension Funds	Business And Financial Services
524298	All Other Insurance Related Activities	Business And Financial Services
525110	Pension Funds	Business And Financial Services
525120	Health and Welfare Funds	Business And Financial Services
525190	Other Insurance Funds	Business And Financial Services
525910	Open-End Investment Funds	Business And Financial Services
525920	Trusts, Estates, and Agency Accounts	Business And Financial Services
525990	Other Financial Vehicles	Business And Financial Services
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	Business And Financial Services
531130	Lessors of Miniwarehouses and Self-Storage Units	Business And Financial Services
531190	Lessors of Other Real Estate Property	Business And Financial Services
531311	Residential Property Managers	Business And Financial Services
531312	Nonresidential Property Managers	Business And Financial Services
531390	Other Activities Related to Real Estate	Business And Financial Services
532411	Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing	Transportation And Logistics
532412	Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing	Energy (Fossil And Renewable)
532412	Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing	Mining
533110	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	Business And Financial Services
533110	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	Energy (Fossil And Renewable)
541110	Offices of Lawyers	Business And Financial Services
541191	Title Abstract and Settlement Offices	Business And Financial Services
541199	All Other Legal Services	Business And Financial Services
541211	Offices of Certified Public Accountants	Business And Financial Services
541213	Tax Preparation Services	Business And Financial Services
541214	Payroll Services	Business And Financial Services
541219	Other Accounting Services	Business And Financial Services
541310	Architectural Services	Business And Financial Services
541320	Landscape Architectural Services	Business And Financial Services
541330	Engineering Services	Business And Financial Services
541330	Engineering Services	Energy (Fossil And Renewable)
541340	Drafting Services	Business And Financial Services
541350	Building Inspection Services	Business And Financial Services
541360	Geophysical Surveying and Mapping Services	Business And Financial Services
541360	Geophysical Surveying and Mapping Services	Energy (Fossil And Renewable)
541370	Surveying and Mapping (except Geophysical) Services	Business And Financial Services
541380	Testing Laboratories and Services	Advanced Materials
541380	Testing Laboratories and Services	Business And Financial Services
541380	Testing Laboratories and Services	Energy (Fossil And Renewable)
541410	Interior Design Services	Business And Financial Services
541420	Industrial Design Services	Business And Financial Services

Industry	2022 NAICS Title	Cluster
541430	Graphic Design Services	Apparel And Textiles
541430	Graphic Design Services	Business And Financial Services
541430	Graphic Design Services	Printing And Publishing
541490	Other Specialized Design Services	Apparel And Textiles
541490	Other Specialized Design Services	Business And Financial Services
541511	Custom Computer Programming Services	Business And Financial Services
541511	Custom Computer Programming Services	Defense And Security
541511	Custom Computer Programming Services	Information Technology And Telecommunications
541512	Computer Systems Design Services	Business And Financial Services
541512	Computer Systems Design Services	Defense And Security
541512	Computer Systems Design Services	Information Technology And Telecommunications
541513	Computer Facilities Management Services	Business And Financial Services
541513	Computer Facilities Management Services	Defense And Security
541513	Computer Facilities Management Services	Information Technology And Telecommunications
541519	Other Computer Related Services	Business And Financial Services
541519	Other Computer Related Services	Defense And Security
541519	Other Computer Related Services	Information Technology And Telecommunications
541611	Administrative Management and General Management Consulting Services	Business And Financial Services
541612	Human Resources Consulting Services	Business And Financial Services
541613	Marketing Consulting Services	Business And Financial Services
541613	Marketing Consulting Services	Printing And Publishing
541614	Process, Physical Distribution, and Logistics Consulting Services	Business And Financial Services
541614	Process, Physical Distribution, and Logistics Consulting Services	Transportation And Logistics
541618	Other Management Consulting Services	Business And Financial Services
541618	Other Management Consulting Services	Information Technology And Telecommunications
541620	Environmental Consulting Services	Business And Financial Services
541620	Environmental Consulting Services	Energy (Fossil And Renewable)
541690	Other Scientific and Technical Consulting Services	Business And Financial Services
541690	Other Scientific and Technical Consulting Services	Energy (Fossil And Renewable)
541713	Research and Development in Nanotechnology	Advanced Materials
541713	Research and Development in Nanotechnology	Biomedical/Biotechnical (Life Sciences)
541713	Research and Development in Nanotechnology	Defense And Security
541713	Research and Development in Nanotechnology	Energy (Fossil And Renewable)
541713	Research and Development in Nanotechnology	Information Technology And Telecommunications
541714	Research and Development in Biotechnology (except Nanobiotechnology)	Advanced Materials
541714	Research and Development in Biotechnology (except Nanobiotechnology)	Biomedical/Biotechnical (Life Sciences)
541714	Research and Development in Biotechnology (except Nanobiotechnology)	Information Technology And Telecommunications
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	Advanced Materials
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	Biomedical/Biotechnical (Life Sciences)
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	Defense And Security
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	Energy (Fossil And Renewable)
541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	Information Technology And Telecommunications
541720	Research and Development in the Social Sciences and Humanities	Advanced Materials
541720	Research and Development in the Social Sciences and Humanities	Biomedical/Biotechnical (Life Sciences)
541720	Research and Development in the Social Sciences and Humanities	Information Technology And Telecommunications
541810	Advertising Agencies	Business And Financial Services
541810	Advertising Agencies	Printing And Publishing
541820	Public Relations Agencies	Business And Financial Services

Industry	2022 NAICS Title	Cluster
541820	Public Relations Agencies	Printing And Publishing
541830	Media Buying Agencies	Business And Financial Services
541830	Media Buying Agencies	Printing And Publishing
541840	Media Representatives	Apparel And Textiles
541840	Media Representatives	Business And Financial Services
541840	Media Representatives	Printing And Publishing
541850	Indoor and Outdoor Display Advertising	Apparel And Textiles
541850	Indoor and Outdoor Display Advertising	Business And Financial Services
541850	Indoor and Outdoor Display Advertising	Printing And Publishing
541860	Direct Mail Advertising	Apparel And Textiles
541860	Direct Mail Advertising	Business And Financial Services
541860	Direct Mail Advertising	Printing And Publishing
541870	Advertising Material Distribution Services	Apparel And Textiles
541870	Advertising Material Distribution Services	Business And Financial Services
541870	Advertising Material Distribution Services	Printing And Publishing
541890	Other Services Related to Advertising	Apparel And Textiles
541890	Other Services Related to Advertising	Printing And Publishing
541910	Marketing Research and Public Opinion Polling	Business And Financial Services
541910	Marketing Research and Public Opinion Polling	Printing And Publishing
541922	Commercial Photography	Business And Financial Services
541922	Commercial Photography	Printing And Publishing
561510	Travel Agencies	Arts, Entertainment, Recreation And Visitor Industries
561520	Tour Operators	Arts, Entertainment, Recreation And Visitor Industries
561591	Convention and Visitors Bureaus	Arts, Entertainment, Recreation And Visitor Industries
561599	All Other Travel Arrangement and Reservation Services	Arts, Entertainment, Recreation And Visitor Industries
561611	Investigation and Personal Background Check Services	Defense And Security
561612	Security Guards and Patrol Services	Defense And Security
561613	Armored Car Services	Defense And Security
561621	Security Systems Services (except Locksmiths)	Defense And Security
561622	Locksmiths	Defense And Security
561910	Packaging and Labeling Services	Transportation And Logistics
562211	Hazardous Waste Treatment and Disposal	Biomedical/Biotechnical (Life Sciences)
611210	Junior Colleges	Education And Knowledge Creation
611310	Colleges, Universities, and Professional Schools	Education And Knowledge Creation
611410	Business and Secretarial Schools	Education And Knowledge Creation
611420	Computer Training	Education And Knowledge Creation
611430	Professional and Management Development Training	Education And Knowledge Creation
611511	Cosmetology and Barber Schools	Education And Knowledge Creation
611512	Flight Training	Education And Knowledge Creation
611513	Apprenticeship Training	Education And Knowledge Creation
611519	Other Technical and Trade Schools	Education And Knowledge Creation
611610	Fine Arts Schools	Education And Knowledge Creation
611620	Sports and Recreation Instruction	Education And Knowledge Creation
611630	Language Schools	Education And Knowledge Creation
611691	Exam Preparation and Tutoring	Education And Knowledge Creation
611692	Automobile Driving Schools	Education And Knowledge Creation
611699	All Other Miscellaneous Schools and Instruction	Education And Knowledge Creation
611710	Educational Support Services	Education And Knowledge Creation

Industry	2022 NAICS Title	Cluster
621410	Family Planning Centers	Biomedical/Biotechnical (Life Sciences)
621420	Outpatient Mental Health and Substance Abuse Centers	Biomedical/Biotechnical (Life Sciences)
621491	HMO Medical Centers	Biomedical/Biotechnical (Life Sciences)
621492	Kidney Dialysis Centers	Biomedical/Biotechnical (Life Sciences)
621493	Freestanding Ambulatory Surgical and Emergency Centers	Biomedical/Biotechnical (Life Sciences)
621498	All Other Outpatient Care Centers	Biomedical/Biotechnical (Life Sciences)
621511	Medical Laboratories	Biomedical/Biotechnical (Life Sciences)
621512	Diagnostic Imaging Centers	Biomedical/Biotechnical (Life Sciences)
621610	Home Health Care Services	Biomedical/Biotechnical (Life Sciences)
621910	Ambulance Services	Biomedical/Biotechnical (Life Sciences)
621991	Blood and Organ Banks	Biomedical/Biotechnical (Life Sciences)
621999	All Other Miscellaneous Ambulatory Health Care Services	Biomedical/Biotechnical (Life Sciences)
622110	General Medical and Surgical Hospitals	Biomedical/Biotechnical (Life Sciences)
622210	Psychiatric and Substance Abuse Hospitals	Biomedical/Biotechnical (Life Sciences)
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals	Biomedical/Biotechnical (Life Sciences)
623110	Nursing Care Facilities (Skilled Nursing Facilities)	Biomedical/Biotechnical (Life Sciences)
623210	Residential Intellectual and Developmental Disability Facilities	Biomedical/Biotechnical (Life Sciences)
623220	Residential Mental Health and Substance Abuse Facilities	Biomedical/Biotechnical (Life Sciences)
623311	Continuing Care Retirement Communities	Biomedical/Biotechnical (Life Sciences)
623312	Assisted Living Facilities for the Elderly	Biomedical/Biotechnical (Life Sciences)
623990	Other Residential Care Facilities	Biomedical/Biotechnical (Life Sciences)
711110	Theater Companies and Dinner Theaters	Arts, Entertainment, Recreation And Visitor Industries
711120	Dance Companies	Arts, Entertainment, Recreation And Visitor Industries
711130	Musical Groups and Artists	Arts, Entertainment, Recreation And Visitor Industries
711190	Other Performing Arts Companies	Arts, Entertainment, Recreation And Visitor Industries
711211	Sports Teams and Clubs	Arts, Entertainment, Recreation And Visitor Industries
711212	Racetracks	Arts, Entertainment, Recreation And Visitor Industries
711219	Other Spectator Sports	Arts, Entertainment, Recreation And Visitor Industries
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	Arts, Entertainment, Recreation And Visitor Industries
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	Arts, Entertainment, Recreation And Visitor Industries
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	Arts, Entertainment, Recreation And Visitor Industries
711510	Independent Artists, Writers, and Performers	Arts, Entertainment, Recreation And Visitor Industries
712110	Museums	Arts, Entertainment, Recreation And Visitor Industries
712120	Historical Sites	Arts, Entertainment, Recreation And Visitor Industries
712130	Zoos and Botanical Gardens	Arts, Entertainment, Recreation And Visitor Industries
712190	Nature Parks and Other Similar Institutions	Arts, Entertainment, Recreation And Visitor Industries
713110	Amusement and Theme Parks	Arts, Entertainment, Recreation And Visitor Industries
713120	Amusement Arcades	Arts, Entertainment, Recreation And Visitor Industries
713210	Casinos (except Casino Hotels)	Arts, Entertainment, Recreation And Visitor Industries
713290	Other Gambling Industries	Arts, Entertainment, Recreation And Visitor Industries
713910	Golf Courses and Country Clubs	Arts, Entertainment, Recreation And Visitor Industries
713920	Skiing Facilities	Arts, Entertainment, Recreation And Visitor Industries
713930	Marinas	Arts, Entertainment, Recreation And Visitor Industries
713940	Fitness and Recreational Sports Centers	Arts, Entertainment, Recreation And Visitor Industries
713950	Bowling Centers	Arts, Entertainment, Recreation And Visitor Industries
713990	All Other Amusement and Recreation Industries	Arts, Entertainment, Recreation And Visitor Industries
721110	Hotels (except Casino Hotels) and Motels	Arts, Entertainment, Recreation And Visitor Industries
721120	Casino Hotels	Arts, Entertainment, Recreation And Visitor Industries

Industry	2022 NAICS Title	Cluster
721191	Bed-and-Breakfast Inns	Arts, Entertainment, Recreation And Visitor Industries
721199	All Other Traveler Accommodation	Arts, Entertainment, Recreation And Visitor Industries
721211	RV (Recreational Vehicle) Parks and Campgrounds	Arts, Entertainment, Recreation And Visitor Industries
721214	Recreational and Vacation Camps (except Campgrounds)	Arts, Entertainment, Recreation And Visitor Industries
811490	Other Personal and Household Goods Repair and Maintenance	Defense And Security
901200	Federal Government, Military	Defense And Security
902612	Colleges, Universities, and Professional Schools (State Government)*	Education And Knowledge Creation
903612	Colleges, Universities, and Professional Schools (Local Government)*	Education And Knowledge Creation

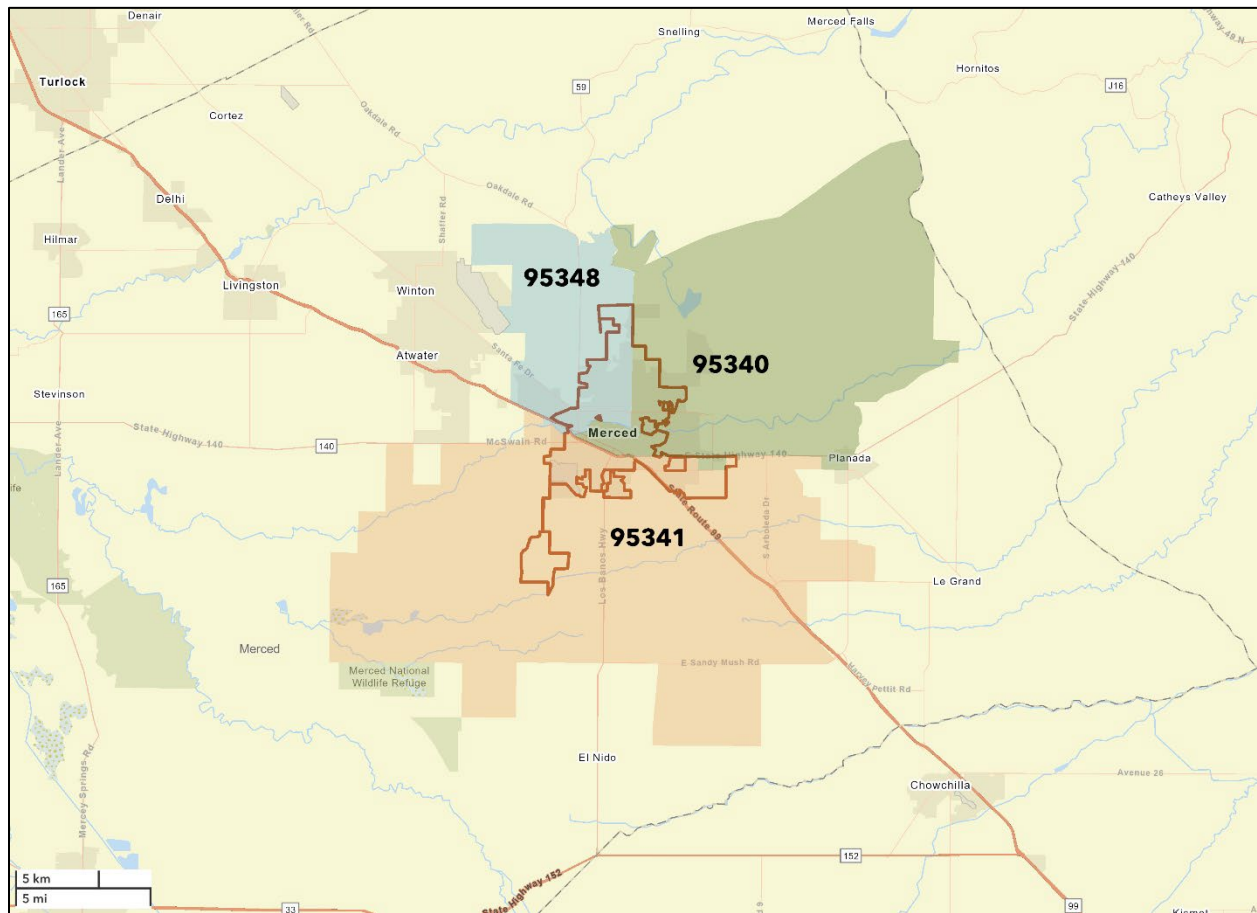
Source : Lightcast and the Center for Regional Development at Purdue University; TNDG.

Note : *Industry added to cluster by TNDG.

APPENDIX B:

Maps of Sub-County Geographies for Cluster Analysis

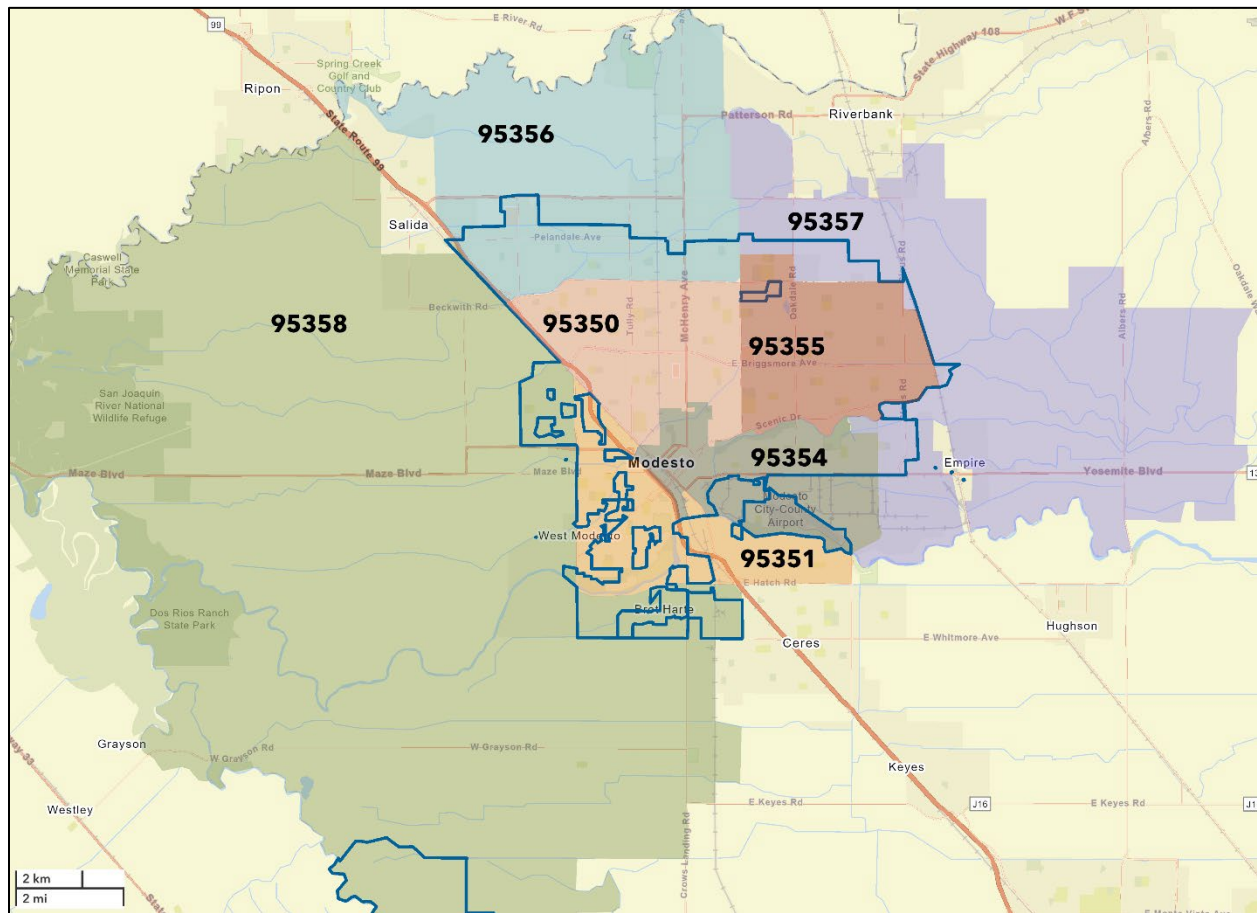
Figure B-1. Map of Merced Area



City of Modesto Boundaries

Source: ESRI Business Analyst Online TNDG

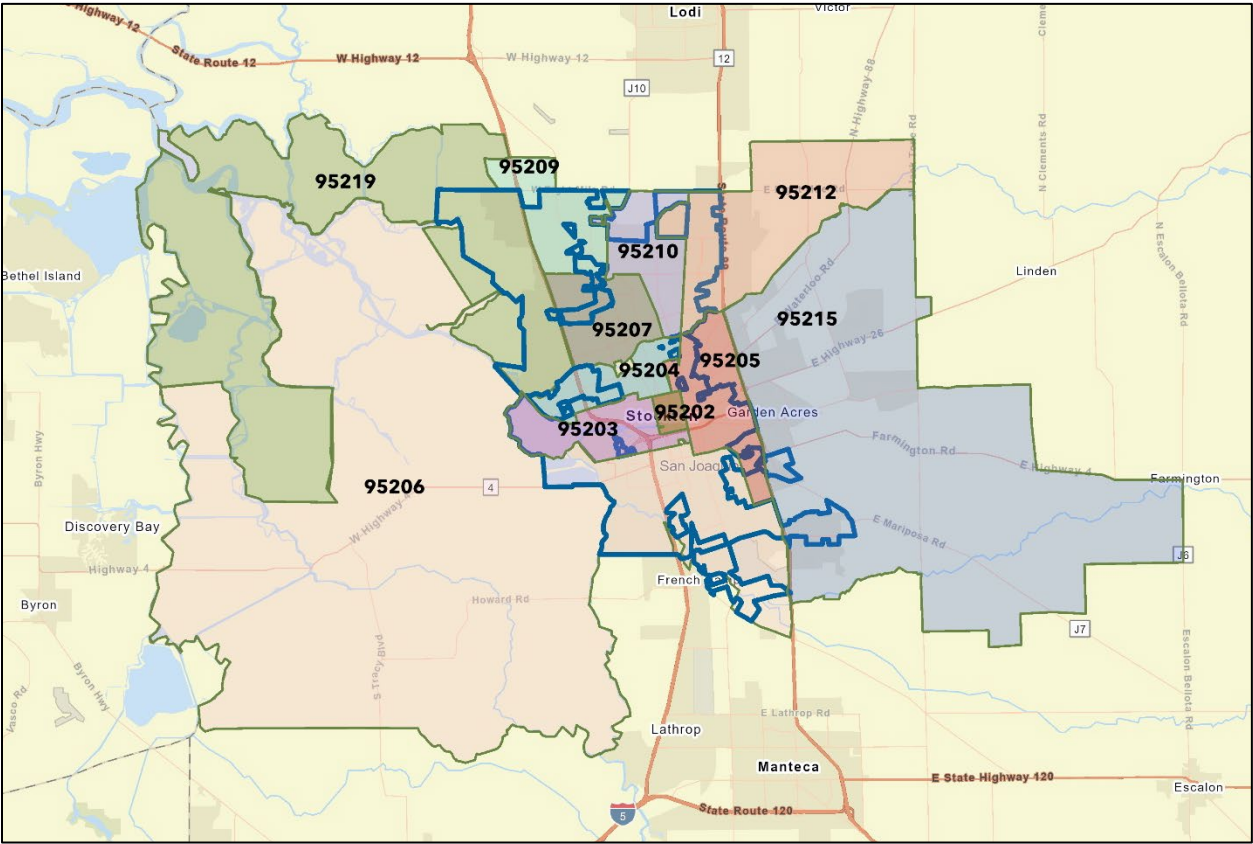
Figure B-2. Map of Modesto Region



City of Modesto Boundaries 

Source: ESRI Business Analyst Online TNDG

Figure B-3 Map of Stockton Region



City of Stockton Boundaries 

Source: ESRI Business Analyst Online TNDG