Demographic and Socioeconomic Assessment of Clear Lake

Dr. Noli Brazil
Assistant Professor
Center for Regional Change

Project Objective and Tasks

Identify strategies to improve social and economic outcomes and community vitality.

1. Socio-Economic Analysis

2. Community Economic Development Strategy

3. Community Engagement Strategy

Project Objective and Tasks

Identify strategies to improve social and economic outcomes and community vitality.

1. Socio-Economic Analysis

2. Community Economic Development Strategy

3. Community Engagement Strategy

A "statistical portrait" which identifies strengths, weaknesses, opportunities, and challenges (SWOC)

Well-being Characteristics:

- Demographic (race/ethnicity, age)

- Economic (income, unemployment)

- Business/Industry (location quotients, shift share analyses)

- Housing (ownership/rental, vacancy rates)

- Health (community health, healthcare access, disease prevalence)

- Social Capital (voting turnout)

- Public Safety

Primary Data Sources:

- Interviews

- Surveys

- Stakeholder Group Outreach

Secondary Data Sources:

- Census

- Regional Opportunity Index (ROI)

2018

LAKE COUNTY
Economic & Demographic Profile

EDD Employment Development Department
State of California

Jobs

Claims

Labor Market Information Resources and Data: Home | By Customer | By Subject | By Geography | Da

The Census Bureau has released a series of Demographic Profiles from the 2012 American Community Su sex, household type and relationship, housing occupancy, and the social and economic data, such as inc for more information and definition of terms. The profiles are provided in an Adobe Acrobat format.

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

Analytic Framework

1. What does the Clear Lake community look like now?
2. How has the Clear Lake community changed over time?
3. How does the Clear Lake community compare to the broader region?

But what is the *Clear Lake community*?
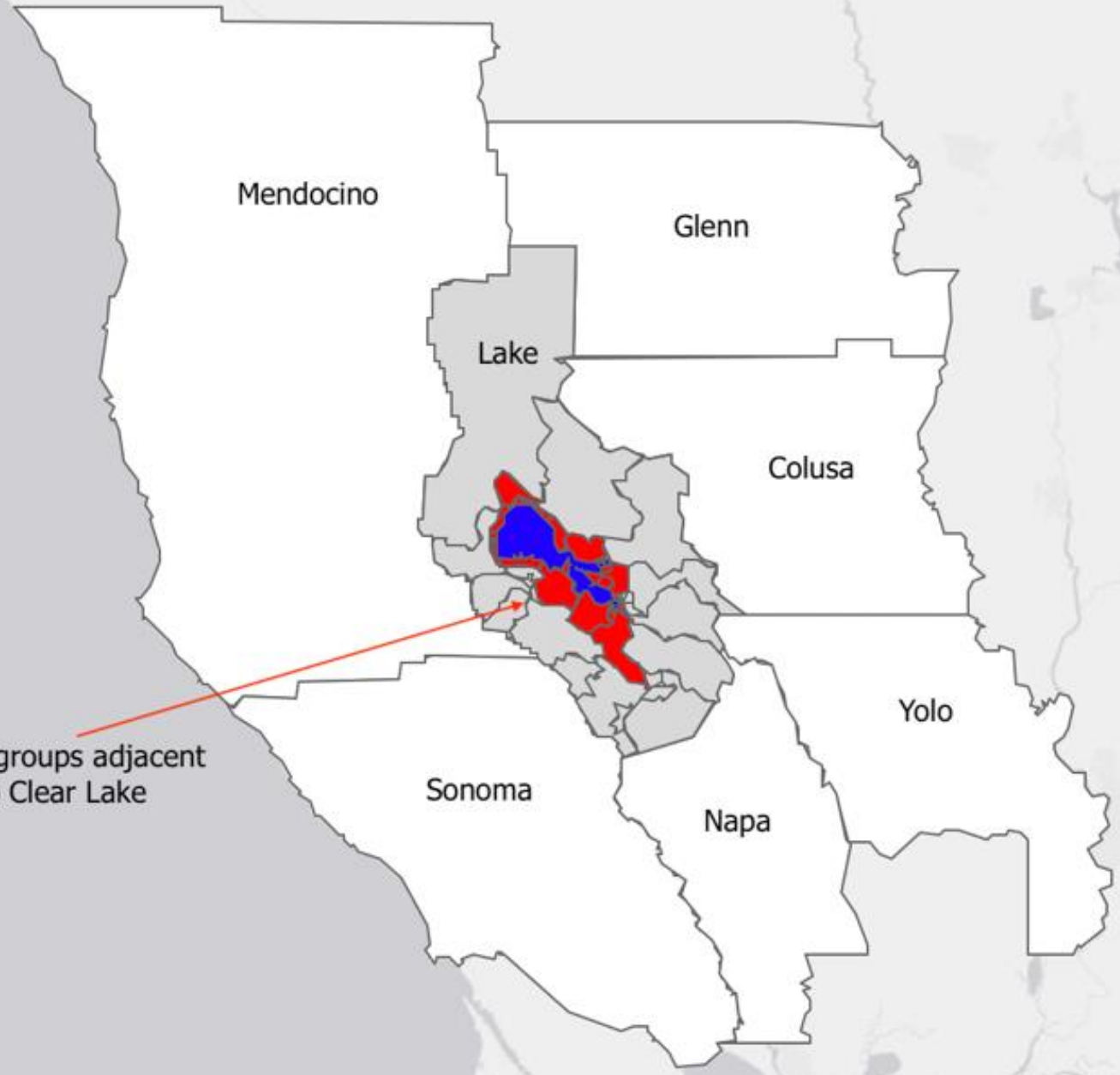
Preliminary Analysis

1. Demographic
   - Race/ethnicity, age, residential mobility
2. Housing
   - Renter and homeowner characteristics
3. Socioeconomic
   - Income, education, unemployment

2006-2010 American Community Survey

2013-2017 American Community Survey

Demographic Characteristics: Race/Ethnicity, Origin

	Clear Lake		Lake County		Bordering Counties	
	2017	% △	2017	% △	2017	% △
% Race/Ethnicity						
NH White	69.5	▼ -8.6	71.7	▼ -4.6	58.1	▼ -6.6
NH Asian	1.7	▲ 30.7	1.4	▲ 37.1	6.2	▲ 7.9
NH Black	3.3	▲ 43.7	2.1	0.0	1.6	▼ -1.3
NH Native	4.4	▲ 75.4	3.2	▲ 57.9	0.7	▼ -32.7
Hispanic	18.9	▲ 28.8	19.4	▲ 19.0	29.4	▲ 10.4
% Nativity						
Foreign-Born	8.5	▲ 15.6	8.7	▼ -1.7	18.7	▲ 3.9

Demographic Characteristics: Race/Ethnicity, Origin

	Clear Lake		Lake County		Bordering Counties	
	2017	% ▲	2017	% ▲	2017	% ▲
% Race/Ethnicity						
NH White	69.5	▼ -8.6	71.7	▼ -4.6	58.1	▼ -6.6
NH Asian	1.7	▲ 30.7	1.4	▲ 37.1	6.2	▲ 7.9
NH Black	3.3	▲ 43.7	2.1	0.0	1.6	▼ -1.3
NH Native	4.4	▲ 75.4	3.2	▲ 57.9	0.7	▼ -32.7
Hispanic	18.9	▲ 28.8	19.4	▲ 19.0	29.4	▲ 10.4
% Nativity						
Foreign-Born	8.5	▲ 15.6	8.7	▼ -1.7	18.7	▲ 3.9

Demographic Characteristics: Race/Ethnicity, Origin

	Clear Lake		Lake County		Bordering Counties	
	2017	% △	2017	% △	2017	% △
% Race/Ethnicity						
NH White	69.5	▼ -8.6	71.7	▼ -4.6	58.1	▼ -6.6
NH Asian	1.7	▲ 30.7	1.4	▲ 37.1	6.2	▲ 7.9
NH Black	3.3	▲ 43.7	2.1	0.0	1.6	▼ -1.3
NH Native	4.4	▲ 75.4	3.2	▲ 57.9	0.7	▼ -32.7
Hispanic	18.9	▲ 28.8	19.4	▲ 19.0	29.4	▲ 10.4
% Nativity						
Foreign-Born	8.5	▲ 15.6	8.7	▼ -1.7	18.7	▲ 3.9

Demographic Characteristics: Race/Ethnicity, Origin

	Clear Lake		Lake County		Bordering Counties	
	2017	% △	2017	% △	2017	% △
% Race/Ethnicity						
NH White	69.5	▼ -8.6	71.7	▼ -4.6	58.1	▼ -6.6
NH Asian	1.7	▲ 30.7	1.4	▲ 37.1	6.2	▲ 7.9
NH Black	3.3	▲ 43.7	2.1	0.0	1.6	▼ -1.3
NH Native	4.4	▲ 75.4	3.2	▲ 57.9	0.7	▼ -32.7
Hispanic	18.9	▲ 28.8	19.4	▲ 19.0	29.4	▲ 10.4
% Nativity						
Foreign-Born	8.5	▲ 15.6	8.7	▼ -1.7	18.7	▲ 3.9

Housing: Rent and Value

Mean Gross Rent (2010 $)			
	2006-2010	2013-2017	% △
Clear Lake	824	849	▲ 3.1%
Lake County	845	812	▼ -3.9%
Bordering Counties	983	1,025	▲ 4.3%

Mean Home Value (2010 $)			
	2006-2010	2013-2017	% △
Clear Lake	251,152	165,503	▼ -34.1%
Lake County	265,400	161,764	▼ -39.1%
Bordering Counties	402,900	328,979	▼ -18.4%

Socioeconomic characteristics

	Clear Lake		Lake County		Bordering counties	
	2017	△10-17	2017	△ 10-17	2017	△10-17
Household income (2010 $)	36,886	-2.7%	35,949	-9.0%	53,669	-1.8%
% Unemployed	10.3	-3.2	11.2	-0.1	6.6	-1.8
% Educational attainment						
College	15.3	-1.1	15.3	-1.1	33.4	2.8
No high school	15.4	1.8	15.3	1.6	13.9	-1.8

Percent
unemployed
2017

Legend:
- Low
- Low-Mid
- Mid
- High-Mid
- High

20 mi

Leaflet | Tiles © Esri — Esri, DeLorme, NAVTEQ
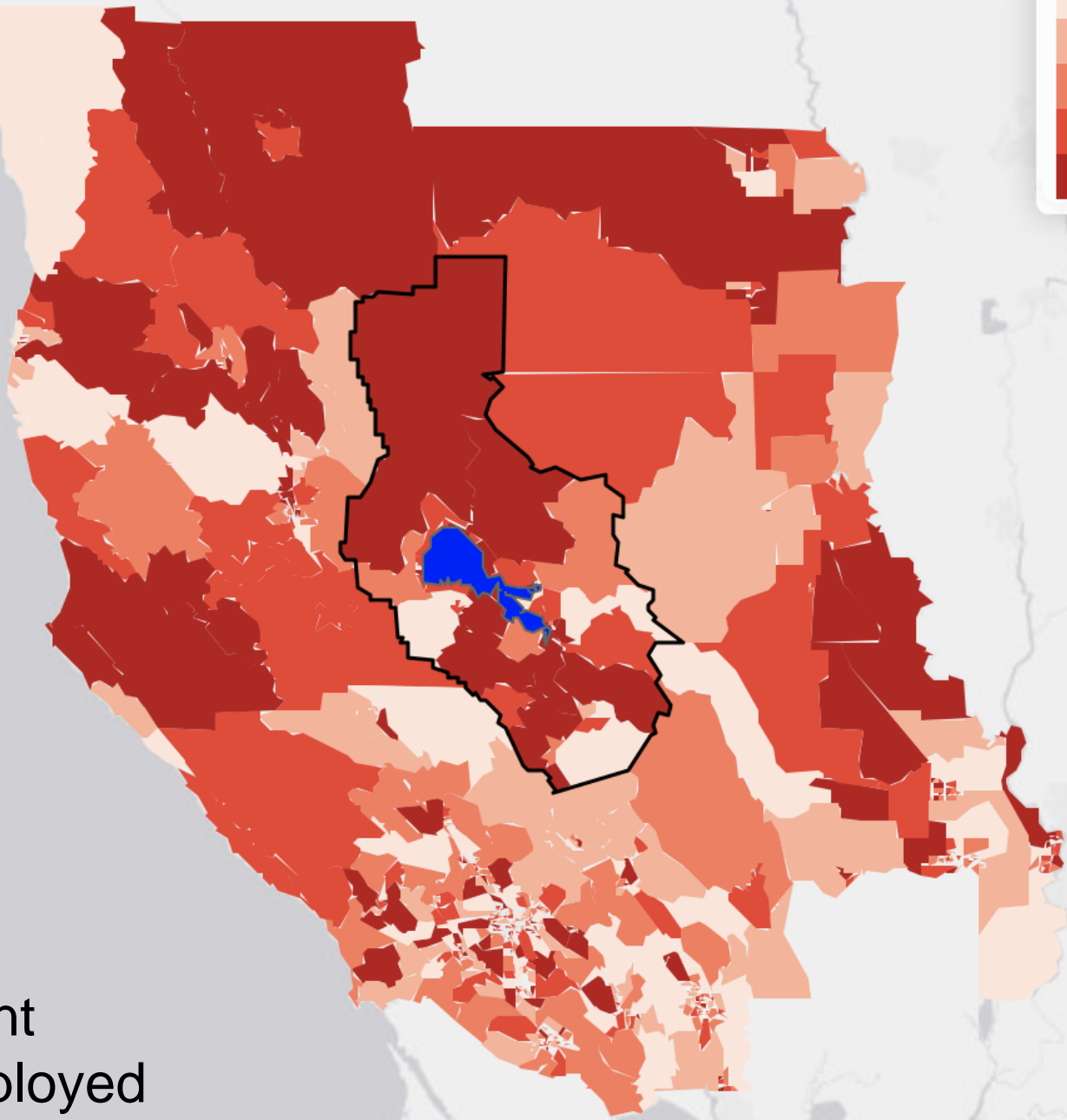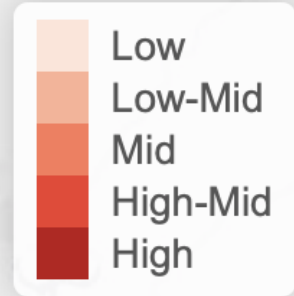
Percent with
broadband
subscription
2017
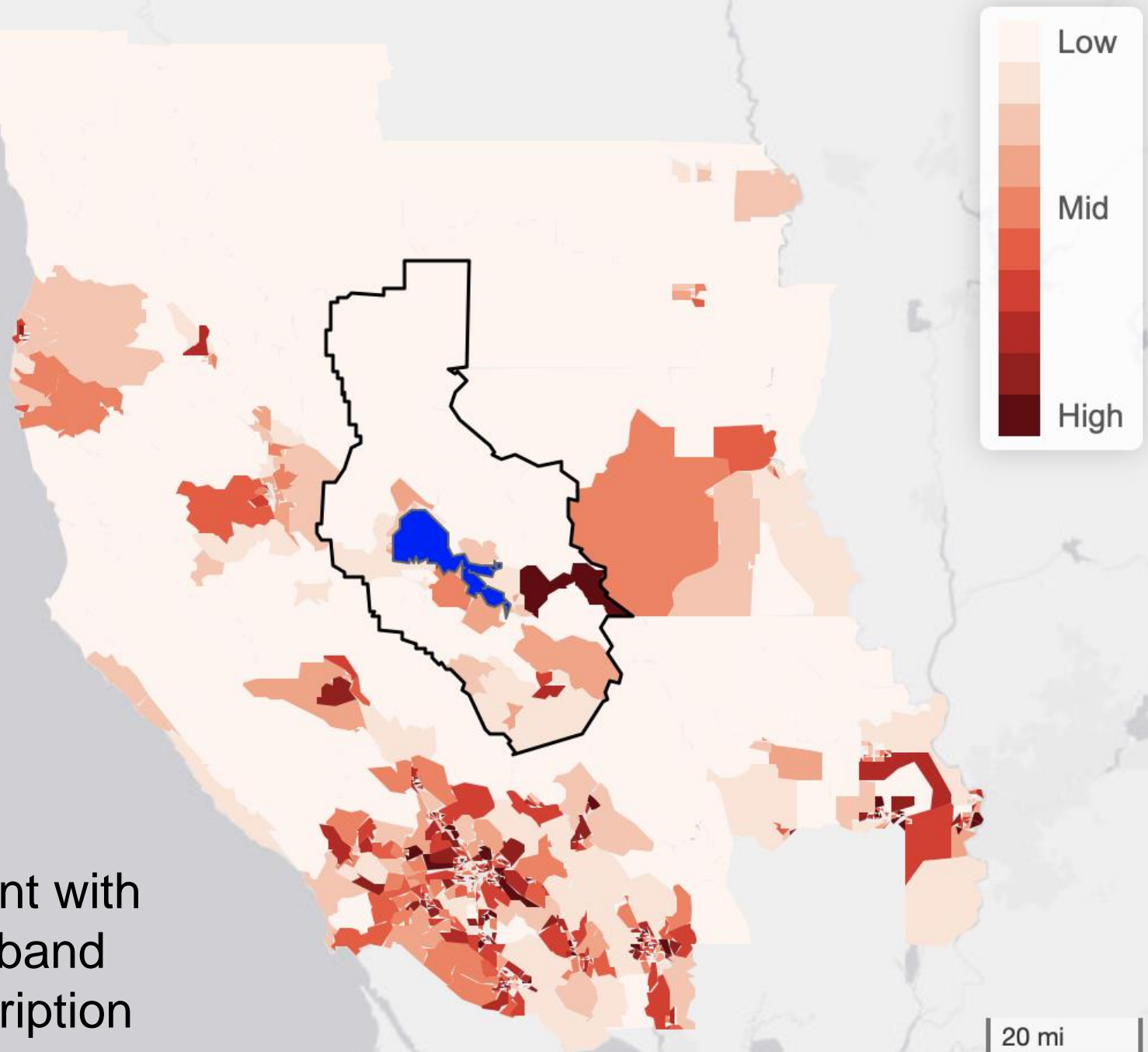
Next Steps

Finalize analytic framework

- Geographic scale
  - Clear Lake?
  - Other comparisons? Other "Lake" communities in CA or other western States?

- Other dimensions and characteristics
  - Trading off breadth with depth

Next Steps

- Help inform project tasks

  - Community Economic Development

  - Community Engagement with Local Native American Tribes

- Contribute to local initiatives

  - All reports and underlying data will be made publicly available

Questions and Comments

Noli Brazil

University of California, Davis

Center for Regional Change

nbrazil@ucdavis.edu

530-752-0754

Data support from Carlos Becerra and Andy Garcia