



Butte County Economic and Demographic Profile 2014



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Introduction

Welcome to the 2014 Butte County Economic and Demographic Profile. The data and information contained in this profile is the latest available as of May 1, 2013, and shows a history of change back to 2000, where data is available.

The document was produced by the Center for Economic Development at California State University, Chico. We specialize in providing the most recent, reliable, relevant information for your communities and businesses. Please visit our Web-site at www.cedcal.com for more information.

Linkages Between Indicators

Most indicators in this document are, in some way, linked with most of the others. For example, poverty is linked with teenage pregnancy, urban land consumption is linked with agricultural production, and age distribution is linked with components of personal income. These are just a few examples of hundreds of indicator linkages that can be documented.

We encourage the user to think about indicator linkages and how work to improve the status of one indicator can affect both positive and negative change in other indicators. Doing this, we effectively work to improve the quality of our community's environment, economy, and society.

Frequently Asked Questions

How is this document used?

This document is used to easily collect, use, and report the latest demographic, environmental, economic, social, and industry data on Butte County. The data can be used for grant writing, market analysis, community promotion, business planning, community planning, or simply to satisfy general curiosity.

How is this document organized?

The 2014 Economic and Demographic Profile Series was reorganized to reflect trends in five core community aspects: population, environment, economy, society, and industry. Increasingly, community analysts evaluate performance based on one or more of these five core subjects. Therefore, the 2014 Profile Series was designed to make finding data on these subjects easier. The subjects are based on concepts behind sustainable economic development. The basic idea is that growth in one core aspect is not beneficial if it comes at a cost to other aspects. For example, economic growth coupled with environmental decline may not produce a net benefit for the community. Similarly, environmental improvement at a high economic or social cost can result in net benefits declining. Therefore, organization of data into these core categories not only helps analysts find relevant community data more easily, but also and also helps frame the evaluation of the data.

What are statistical indicators?

Indicators are bits of information that highlight what is happening in a larger system. They are small windows that together provide a glimpse of the “big picture.” Indicators provide feedback on the overall health of our community in the same way that body temperature and blood pressure tell us about our personal health. From these indicators, we seek more detailed information or a diagnosis as well as identify coordinated actions. They tell us whether a community is working well and give some initial direction as to where to look to fix problems. They tell us which direction a critical aspect of our community, economy, or environment is going: forward or backward, increasing or decreasing, improving or deteriorating, or staying the same.

How was the data selected this year?

Data selected for presentation this year was based on sponsor requests and feedback, availability of new data from the U.S. Census Bureau and other data providers of interest to the general public, and the availability of annual data for every county in California. If you are looking for a specific piece of data on the county or any of its communities, please feel free to contact the Center for Economic Development at 530-898-4598 and our research staff will gladly direct you to the most recent and reliable measure.

Can I copy the tables and charts in this report and insert them in my own documents?

Yes, certainly! Adobe Acrobat allows you to copy images and paste them into your own documents. If you are using Acrobat Reader version 10, go to the edit menu and select “Take a Snapshot.” Click and drag to create a box around the graphic you wish to copy. Reader will copy the image in the box automatically. Simply paste the graphic in your word processor or graphic design software. If you want to improve the quality of the image, zoom in to the document in Acrobat a level of at least 100%.

If you copy and paste images from this document, please be sure to include or cite the source of the data as indicated in the data tables. We also request that you credit the Center for Economic Development at CSU, Chico for providing the research and formatting.



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1 Demographics

Demographic indicators describe the volume of the human population in a given community. Basic demographic characteristics include age and ethnicity, which provide a framework from which most other community indicators are based. The population of Butte County has experienced a gradual increase, which has slowed in recent years, however, has added over 10,000 people in the past decade. In order to explain this, natural increase and net migration are two factors that need to be looked at. In the past decade, the natural increase for Butte County has fluctuated only slightly with most additions to population made in 2011 due to a higher number of births than deaths and the least in 2012 when there were almost 80 more deaths than the previous year. The net migration was highest in 2003 and the lowest in 2011. The past four years have been the most significant because Butte County has experienced a significant lowering of its net migration numbers which has been half of what it was before 2009. Though many of Butte County’s migrants come from Sacramento, Glenn and Sutter Counties, these are also the country’s that many of Butte County’s citizens are migrating to. Unfortunately for Butte County more of its population has been migrating to Sacramento and Sutter Counties rather than coming in from those counties in recent years.



As expected in a growing population, most age groups have increasing numbers since the last decade. The only age groups with a negative population increase are the school-age children group (5-17), adult working class group(40-54), and the elderly group (75-84). Surprisingly, the age group 40-54 had limited mobility and a very miniscule decrease which makes the number of people in this age group appear the same as it was a decade ago. Our older baby boomers (55-64) were the ones who grew most since 2000 (65%), but still only represent 13% of Butte County’s population. The breakdown of population increase into racial and ethnic groups in Butte County relatively similar when compared to the population increase of racial and ethnic groups in California. The groups in Butte County with the fastest growing populations are Hispanic or Latino, Asian and Other/Multiple ethnicities. However, Butte County is still predominately Caucasian.

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1.1 Total Population

What is it?

Total population is the number of people who consider the area their primary residence. It does not include persons who are here temporarily, unless they consider this area their primary residence. The data is estimated annually by the California Department of Finance and reflects population estimates on January 1 of that year. The data is released annually on May 1.

How is it used?

Population represents a general overview of the size of the consumer market, labor availability, and the potential impact of human habitation on the environment. The data is often required for grant applications and business and community development plans.

Butte County Population, Non-incarcerated

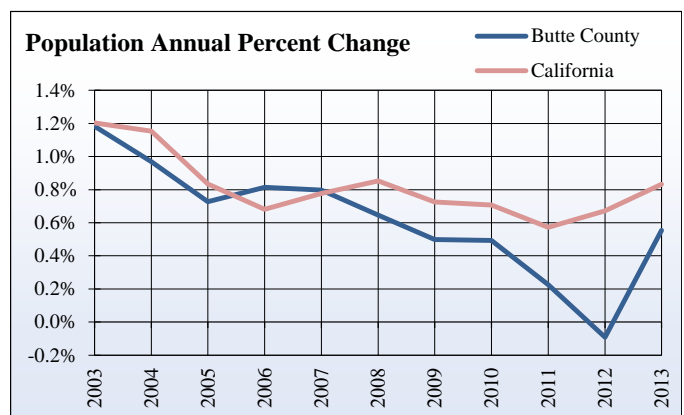
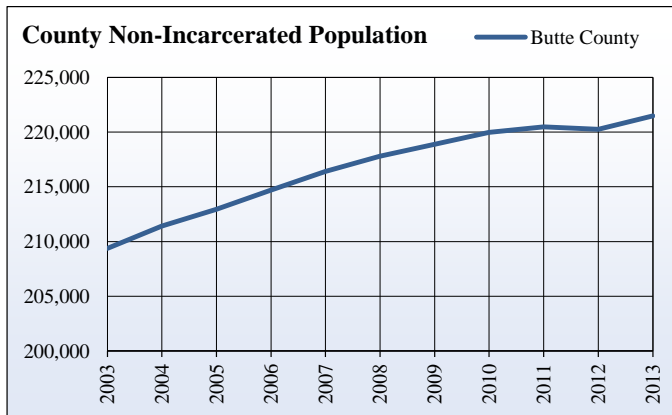
Year	Butte County	1-year change	CA 1-year change
2003	209,389	1.2 %	1.2 %
2004	211,419	1.0 %	1.2 %
2005	212,955	0.7 %	0.8 %
2006	214,690	0.8 %	0.7 %
2007	216,401	0.8 %	0.8 %
2008	217,801	0.6 %	0.9 %
2009	218,887	0.5 %	0.7 %
2010	219,967	0.5 %	0.7 %
2011	220,465	0.2 %	0.6 %
2012	220,263	-0.1 %	0.7 %
2013	221,485	0.6 %	0.8 %

Source: California Department of Finance, Demographic Research Unit

City Population, Butte County

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Biggs	1,783	1,770	1,747	1,722	1,714	1,702	1,705	1,711	1,707	1,689	1,692
Chico	67,862	70,322	72,459	77,348	82,784	85,034	85,739	86,136	86,565	87,106	87,671
Gridley	5,796	5,806	5,761	5,989	6,250	6,466	6,532	6,589	6,582	6,545	6,723
Oroville	13,481	13,631	13,762	13,961	14,998	15,063	15,377	15,529	15,512	15,494	15,979
Paradise	26,598	26,593	26,403	26,264	26,160	26,086	26,146	26,188	26,208	26,027	26,063

Source: California Department of Finance, Demographic Research Unit



1.2 Components of Population Change

What is it?

The California Department of Finance releases annual estimates on how births, deaths, and net migration influence annual population change at the county level. The number of births and deaths is from the California Department of Public Health. The natural rate of population change is calculated by subtracting births from deaths. The remaining change in population is due to net migration. Net migration is in-migration minus out-migration. In- and out-migration are not independently estimated by the Department of Finance.

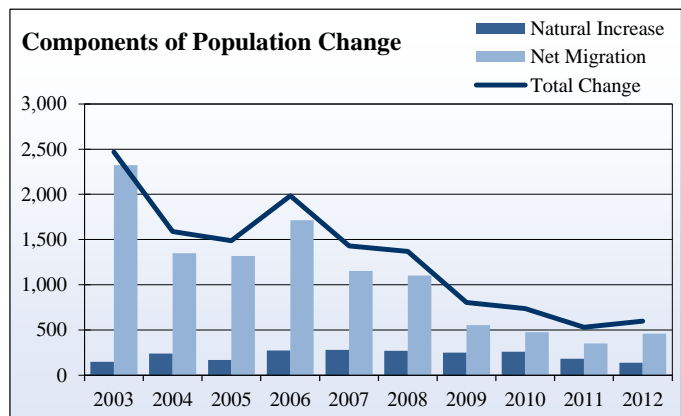
How is it used?

If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural rate of change is negative (more deaths than births), then generally age distribution is weighted towards older populations. Migration can occur for several reasons. People may migrate either in or out primarily due to employment opportunities, housing prices, and quality of life, although migration has decreased significantly in recent years due to the lagging national economy.

Components of Population Change, Butte County

Year	Births	Deaths	Natural Increase	Net Migration	Total Change
2002	2,274	2,273	1	2,423	2,424
2003	2,314	2,167	147	2,322	2,469
2004	2,401	2,161	240	1,349	1,589
2005	2,359	2,192	167	1,319	1,486
2006	2,561	2,288	273	1,713	1,986
2007	2,542	2,264	278	1,153	1,431
2008	2,571	2,303	268	1,102	1,370
2009	2,437	2,187	250	552	802
2010	2,449	2,189	260	477	737
2011	2,440	2,260	180	351	531
2012	2,403	2,265	138	459	597

Source: California Department of Public Health and California Department of Finance, Demographic Research Unit



1.3 Migration Patterns

What is it?

This indicator includes migration patterns between this county and those with the highest levels of migratory interaction. It includes the top ten counties in terms of out-migration and in-migration. Collected from the Internal Revenue Service (IRS), these numbers are based on income taxes paid by all people in households. Migrants to and from group quarters, such as college dormitories, nursing homes, or correctional institutions, are not included.

How is it used?

Migration data can indicate changes in the economic, political, and social structure of an area based on these characteristics in the area from which the migrants originate. For example, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political and social climate. They also bring their patterns of consumer spending that create opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin. Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However, if a non-neighboring county, even one with a smaller total population, is present among the top few counties in terms of migration, there may be a unique interaction that is worth further evaluation.

The portion of population growth driven by in-migration is the product of some economic factor or amenity attracting new residents. The attraction could be an increase in employment opportunities, the recognition of the environmental advantages of the area, or expanding business opportunities. In general, new residents do not move to an area without good reason, and when they do, they fuel economic expansion.

Top 10 In-Migration Counties 2009-10, Butte County

County	Number of In-Migrants
Sacramento	411
Glenn	392
Sutter	293
Tehama	263
Shasta	255
Yuba	199
San Diego	183
Contra Costa	181
Santa Clara	179
Alameda	177

Source: Internal Revenue Service

Top 10 Out-Migration Counties 2009-10, Butte County

County	Number of Out-Migrants
Sacramento	633
Sutter	445
Glenn	334
Yuba	288
Tehama	273
Shasta	217
Placer	194
San Diego	169
Alameda	137
Contra Costa	137

Source: Internal Revenue Service



1.4 Age Distribution

What is it?

Population by age is the number of permanent residents of the area categorized by age as of April 1 of the given year. The data is from the Decennial Census of 2000 and 2010. Population totals do not include incarcerated populations.

How is it used?

Age distribution information is valuable to companies that target specific age groups. It is used for revenue projections, business plans, and for marketing. Age distribution affects the area's school system, public services, and overall economy. It is also an important measure of diversity within a community. A large older teen and young adult demographic has a greater need for higher education and vocational training facilities, while a large middle-aged group creates more focus on employment opportunities. An area with a large mature or retired population typically has fewer employment concerns,

but a greater need for medical and social services. A county with a large number of young children is attractive to day care centers, and other family-related services. Age distribution information is also used in conjunction with components of population change in order to project population growth in the future.

Non-Incarcerated Population by Age, Butte County

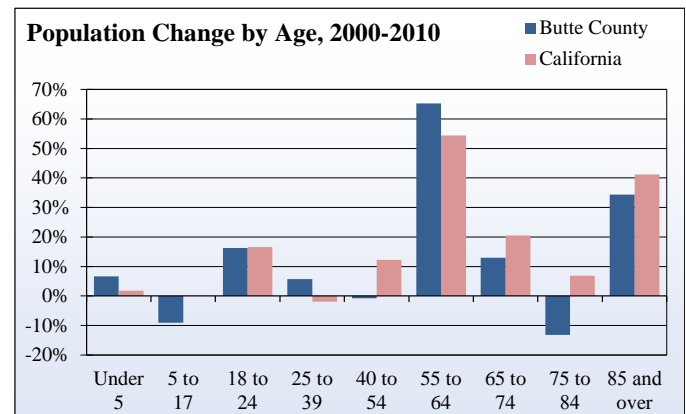
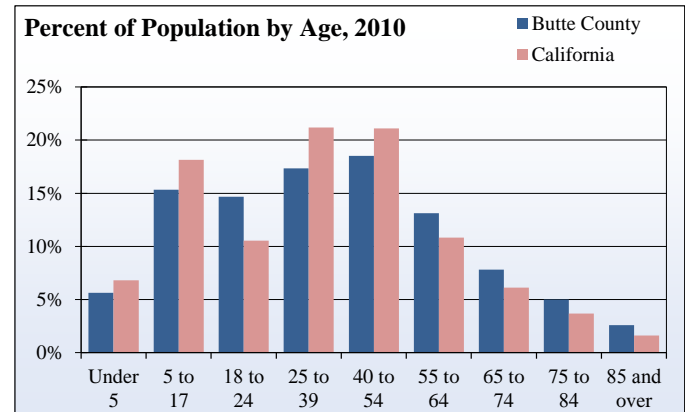
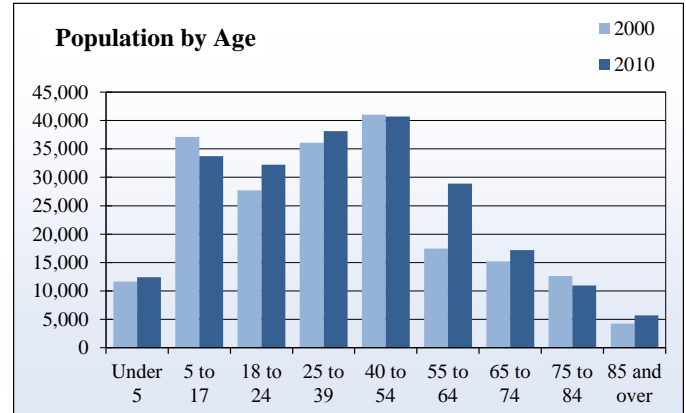
Age Range	2000	2010
Under 5 years	11,637	12,409
5 to 17 years	37,130	33,759
18 to 24 years	27,732	32,250
25 to 39 years	36,107	38,163
40 to 54 years	41,038	40,724
55 to 64 years	17,471	28,878
65 to 74 years	15,207	17,185
75 to 84 years	12,630	10,962
85 years and over	4,219	5,670

Source: U.S. Census Bureau, Census 2000 and Census 2010

Population by Age Compared to California, Butte County

Age Range	Percent of total in 2010		2000 to 2010 10-year Change	
	County	California	County	California
Under 5 years	5.6 %	6.8 %	6.6 %	1.8 %
5 to 17 years	15.3 %	18.2 %	- 9.1 %	0.0 %
18 to 24 years	14.7 %	10.5 %	16.3 %	16.5 %
25 to 39 years	17.3 %	21.2 %	5.7 %	- 1.9 %
40 to 54 years	18.5 %	21.1 %	- 0.8 %	12.3 %
55 to 64 years	13.1 %	10.8 %	65.3 %	54.4 %
65 to 74 years	7.8 %	6.1 %	13.0 %	20.5 %
75 to 84 years	5.0 %	3.7 %	- 13.2 %	6.9 %
85 years and over	2.6 %	1.6 %	34.4 %	41.2 %

Source: U.S. Census Bureau, Census 2000 and Census 2010



1.5 Population by Race and Ethnicity

What is it?

While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are seven major race/ethnic categories: American Indian, Asian, Black, Hispanic/Latino, Native Hawaiian/Pacific Islander, White, and other. Alternative names for these classifications are also used to address matters of social sensitivity, although the people classified in each of these categories remains the same. The CED uses these classifications only because these are the names used by the U.S. Census Bureau. Data in the table is sorted by size of race/ethnic category in 2011.

How is it used?

Population by race statistics are used by advertisers to market products to a particular ethnic group and to determine whether investments in businesses with race specific target markets are likely to be lucrative. For example, investing in a start-up Spanish radio station may be a better investment in a predominantly Hispanic area. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area. Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

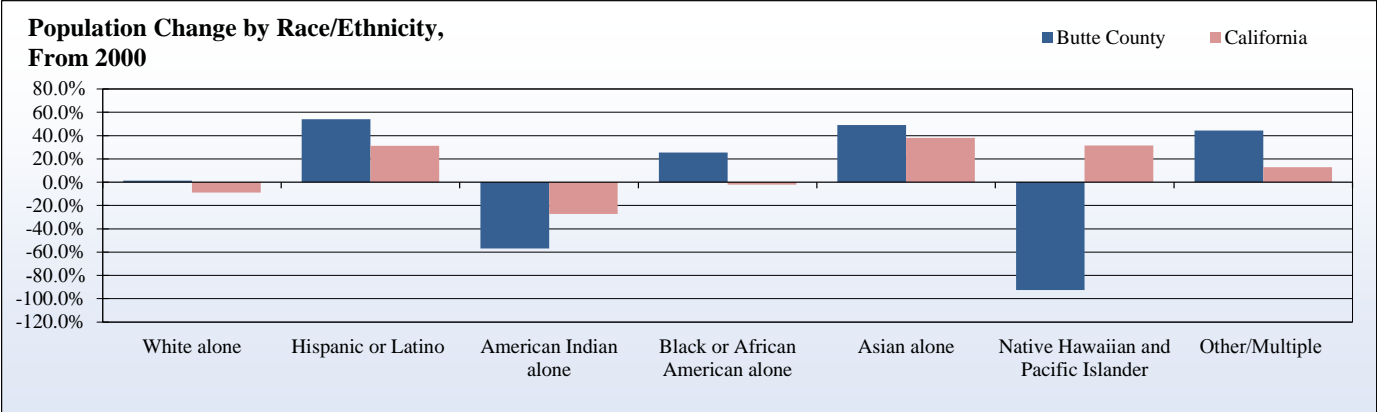
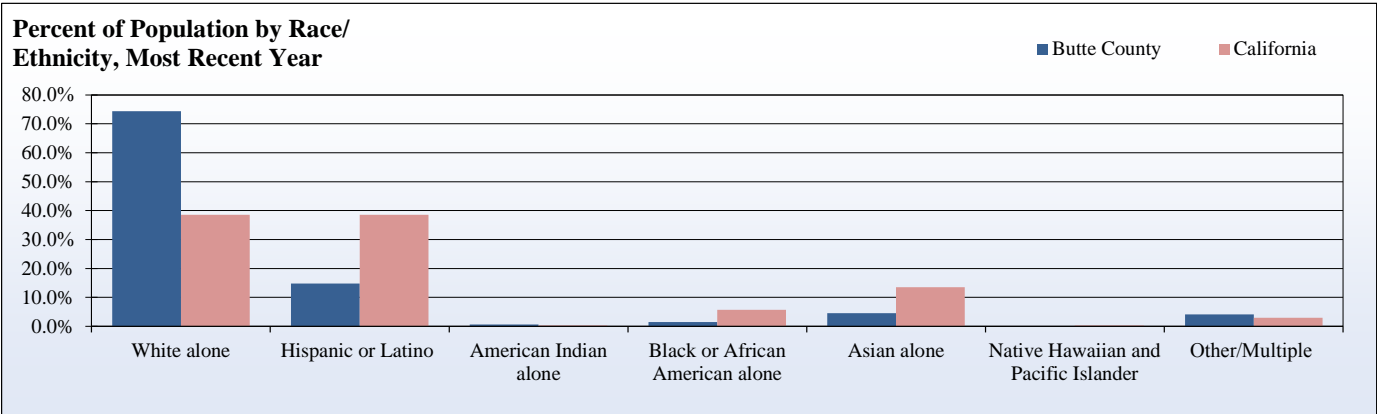
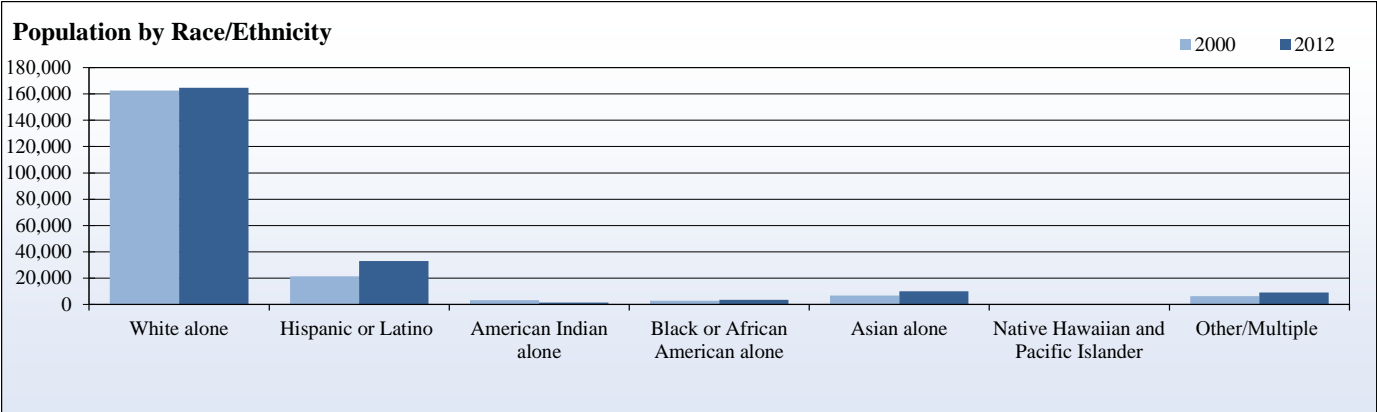
* Note: The Native Hawaiian and Pacific Islander population drop in 2012 has a margin of error of +/- 50.

Butte County Population by Race/Ethnicity

	2000	2012	Percent of Total in 2012		2000 to 2012 12-year Change	
			County	California	County	California
White alone	162,564	164,755	74.4 %	38.6 %	1.3 %	- 8.8 %
Hispanic or Latino	21,339	32,875	14.8 %	38.5 %	54.1 %	31.3 %
American Indian alone	3,295	1,424	0.6 %	0.3 %	- 56.8 %	- 27.2 %
Black or African American alone	2,699	3,384	1.5 %	5.7 %	25.4 %	- 2.0 %
Asian alone	6,676	9,952	4.5 %	13.5 %	49.1 %	38.1 %
Native Hawaiian and Pacific Islander	273	20	0.0 %	0.4 %	- 92.7 %	31.4 %
Other/Multiple	6,325	9,129	4.1 %	2.9 %	44.3 %	12.9 %

Source: U.S. Census Bureau, Census 2000 and Census 2012





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2 Environmental Indicators

Environmental indicators describe the quality of the physical places with which humans interact, especially land, air, and water resources. The indicators include measures linked with land consumption for development and air pollution.

Butte County's environment is healthier than California's in many respects. Air Quality is improving each year and people are commuting shorter distances to work, which decreases emissions. Harvested farmland acreage has been increasing each year since 2005. The climate change has led to a 0.8 °F increase for the average July temperature and 1.5 °F increase for the average January temperature. The annual precipitation has increased over the same time period by 0.2 inches on average. Currently, California is a three year drought and is a major concern for Butte County. The latest data on well water depth doesn't reveal any dropping of the water table. However, the latest data is from 2012 when the state was first entering the drought.

Nearly 50 percent of commuters enjoy a commute of less than 14 minutes to work. In contrast, only 25 percent of Californians have a similar commute. The largest change in commute times has been in the 25 to 34 minute range, which increased 20.9 percent from 2000 to 2012. The same percentage of people are driving to work when comparing Butte County to the state average, however, the use of alternate means of transportation to work is on the rise more in the state versus Butte County, including bicycling and working at home. Along these lines, roughly 4% more people have been commuting out of Butte County to work since 2003, however, the workforce commuting in has also increased as well in the same time period (12%). The traffic volumes have not risen significantly since 2001, but on U.S. Highway 70 North of the Highway 162 junction the traffic volume saw a 43.1 percent increase.

The Butte County residents use much more electricity per capita than the state average. The non-residential electricity consumption per capita of Butte County is much lower than the state average.



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2.1 Land, Area, & Population Density

What is it?

Population density is determined by dividing the total population (non-incarcerated) of the area by its land area in square miles. It indicates the degree to which the county is more urban versus more rural. Urban and rural are relative concepts. For example, people living in San Francisco may consider Oroville to be rural, while residents of Palermo may refer to Oroville as “the city.”

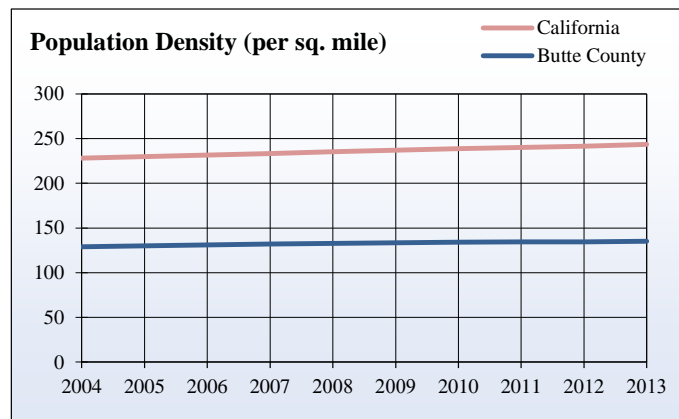
How is it used?

Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. This structural change is likely to be associated with increasing area economic activity, but can also lead to adverse impacts on the quality of life including the mental health (stress) and physical well-being (increased exposure to toxins) of a community.

Land Area and Population Density, Butte County

Year	Land area (sq. miles)	Total population	Population density (per sq. mile)	
			County	State
2004	1,640	211,419	129.0	228.1
2005	1,640	212,955	129.9	230.0
2006	1,640	214,690	130.9	231.6
2007	1,640	216,401	132.0	233.4
2008	1,640	217,801	132.8	235.3
2009	1,640	218,887	133.5	237.0
2010	1,640	219,967	134.2	238.7
2011	1,640	220,465	134.5	240.0
2012	1,640	220,263	134.3	241.5
2013	1,640	221,485	135.1	243.4

Source: California Department of Finance



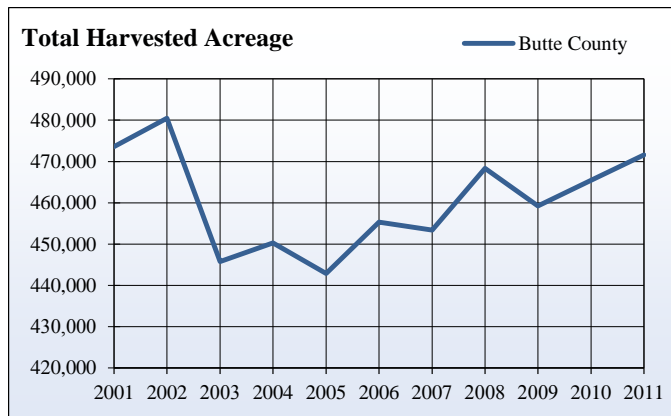
2.2 Harvested Acreage

What is it?

This indicator reports agricultural land in production every year. Harvested acreage of agricultural land is reported by the County Agricultural Commissioner to the U.S. Department of Agriculture. Unfortunately, there is no consistent methodology for estimating harvested acreage from county to county, or from year to year, commissioners are required to base their estimate on a local survey, which makes these figures the most reliable, consistent, and continuous measure available.

How is it used?

Agriculture is often a dominant land use in rural landscapes. In addition to being a major economic engine, agriculture has become a major social factor (a source of community and regional identity) as well as an environmental factor (productive land must be sustainably maintained). The amount of land in agricultural production can be affected by annual water availability and long-term urban land conversion.



Total Harvested Acreage, Butte County

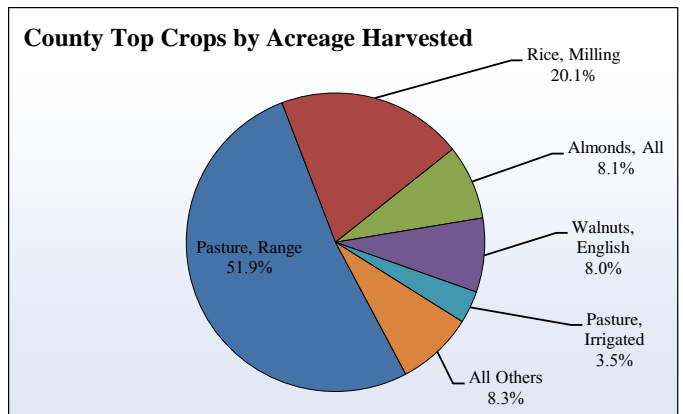
Year	Total Acres Harvested	Percent of Total Land Area
2001	473,617	45.1 %
2002	480,516	45.8 %
2003	445,754	42.5 %
2004	450,273	42.9 %
2005	442,884	42.2 %
2006	455,344	43.4 %
2007	453,373	43.2 %
2008	468,322	44.6 %
2009	459,231	43.8 %
2010	465,419	44.4 %
2011	471,610	44.9 %

Source: California Agricultural Statistics Service, California Department of Finance

Top Crops Harvested Acreage, Butte County

Crop	2011	Percent of Total
Pasture, Range	245,000	51.9 %
Rice, Milling	95,000	20.1 %
Almonds, All	38,100	8.1 %
Walnuts, English	37,800	8.0 %
Pasture, Irrigated	16,500	3.5 %
Plums, Dried	9,790	2.1 %
Field Crops, Unspecified	6,150	1.3 %
Wheat, All	5,750	1.2 %
Rice, Seed	5,560	1.2 %
Olives	2,750	0.6 %

Source: California Agricultural Statistics Service, California Department of Finance



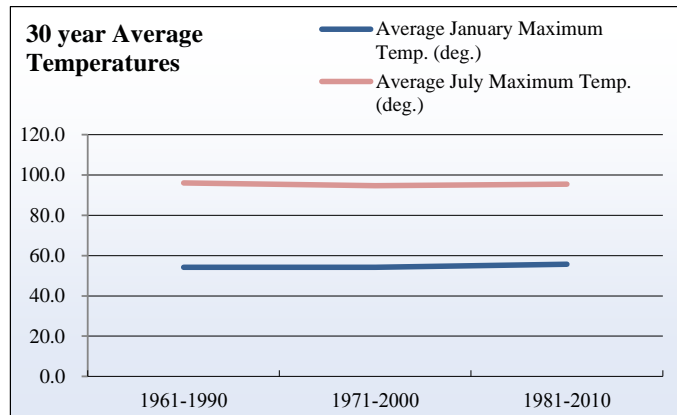
2.3 Climate Data

What is it?

Climate readings are reported for many weather stations throughout the county. CED selected stations in the largest populated places that had consistent readings from 1961 to 2010. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center.

How is it used?

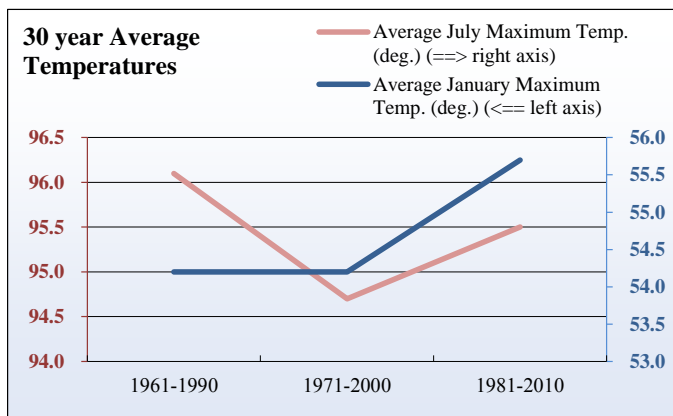
It is important to know what types of weather an area may experience to help determine its attractiveness, especially for workers, visitors, or retirees. Climate change data, first presented as a time-series starting in 2011, provides an overview of how temperature and precipitation changes are experienced locally, if at all.



Climate Readings, Butte County

	1961-1990	1971-2000	1981-2010
Average July Maximum Temp. (deg.)	96.1	94.7	95.5
Average January Maximum Temp. (deg.)	54.2	54.2	55.7
Average July Minimum Temp. (deg.)	62.7	61.5	61.8
Average January Minimum Temp. (deg.)	35.7	36.3	38.2
Average July Precipitation (in.)	0.1	0.1	0.0
Average January Precipitation (in.)	6.2	5.5	5.7
Average Annual Precipitation (in.)	33.0	28.8	30.6
Average January Snowfall (in.)	0.2	0.2	0.0
Average Annual Snowfall (in.)	0.1	0.1	0.0

Source: Western Regional Climate Center



2.4 Air Quality

What is it?

Air quality is the general term used to describe various aspects of the air that plant, animal, and human populations are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10 and PM 2.5), tropospheric ozone (O3), carbon monoxide (CO), and oxides of nitrogen (NOX). Air quality is reported by the California Air Resources Board. The data is reported by site which is grouped into counties and air basins. Air quality standards are set at both state and federal levels. Here, the California 8-hr ozone standard is used as the indicator for air quality and is reported by the California Air Resources Board.

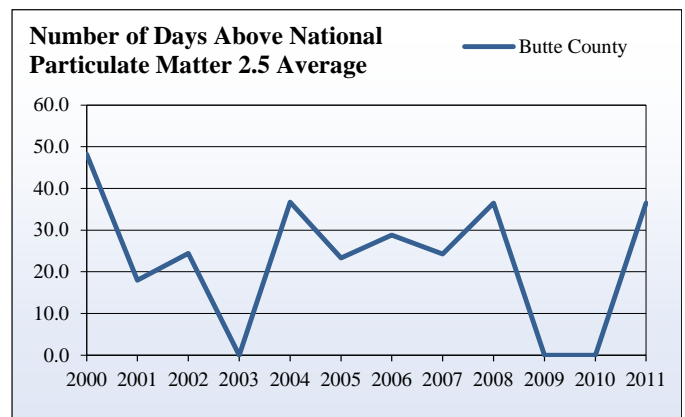
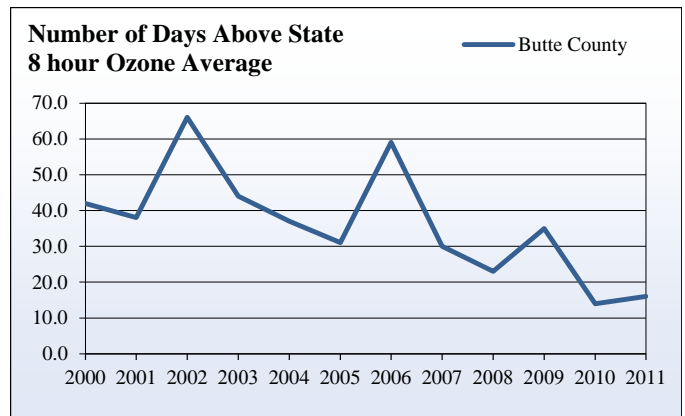
How is it used?

Standards for air pollutant are established to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region exceeds one or more standards the four pollutants described above, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future. As industry, agricultural production, and traffic continues to increase across Butte County, air quality may decrease if certain actions or policies are not in place. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for health services. Air quality can be an important factor in determining where people are willing, or able, to live as well.

Air Quality, Butte County

Year	Days Above State 8 hour Ozone Average	Days Above National PM2.5 Average
2000	42	48
2001	38	18
2002	66	24
2003	44	0
2004	37	37
2005	31	23
2006	59	29
2007	30	24
2008	23	37
2009	35	0
2010	14	0
2011	16	37

Source: California Air Resource Board



2.5 Travel Time to Work

What is it?

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It was measured every ten years by the decennial census until 2005. The American Community Survey now asks about travel time to work and data is reported for one, three, or five-year periods depending on the population size of the county.

How is it used?

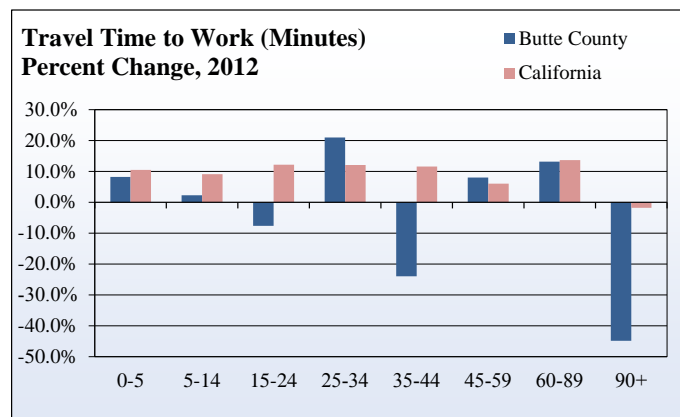
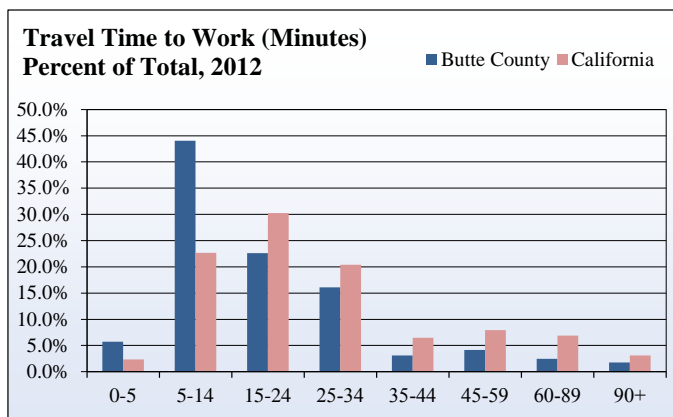
As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. For many, commuting has become a way of life. People

spend an increasing number of hours on the road traveling to and from work at the expense of time that otherwise might be spent working, at home, or in recreation. Increasing commute is linked with air pollution because most commuting occurs in private vehicles. The increasing use of the Internet to conduct business has had an impact on the number of people working from their homes or nearby offices, although this may not reduce total commute times because people who telecommute tend to accept employment that is further from their home. Commuting has had a tremendous effect on local economies, increasing the need for alternative forms of transportation, including public transit.

Travel Time to Work, Butte County

Travel Time to Work	2000	2012	Percent of Total in 2012		Change from 2000 to 2012	
			County	California	County	California
Less than 5 minutes	4,093	4,429	5.7 %	2.3 %	8.2 %	10.4 %
5 to 14 minutes	33,464	34,234	44.0 %	22.7 %	2.3 %	9.1 %
15 to 24 minutes	19,018	17,574	22.6 %	30.3 %	- 7.6 %	12.2 %
25 to 34 minutes	10,351	12,516	16.1 %	20.4 %	20.9 %	12.1 %
35 to 44 minutes	3,200	2,432	3.1 %	6.5 %	- 24.0 %	11.5 %
45 to 59 minutes	2,997	3,238	4.2 %	7.9 %	8.0 %	6.0 %
60 to 89 minutes	1,708	1,932	2.5 %	6.9 %	13.1 %	13.7 %
90 or more minutes	2,493	1,376	1.8 %	3.1 %	- 44.8 %	- 1.8 %
Total not working at home	77,324	77,731	100.0 %	100.0 %	0.5 %	10.5 %

Source: U.S. Census Bureau, Census 2000 and 2011 American Community Survey



2.6 Means of Transportation to Work

What is it?

Means of transportation to work is the type of vehicle or mode used to get from home to work on most work days. As with travel time, it was measured every ten years by the decennial census until 2005. The American Community Survey now asks about means of transportation to work and data is reported for one, three, or five-year periods depending on the population size of the county.

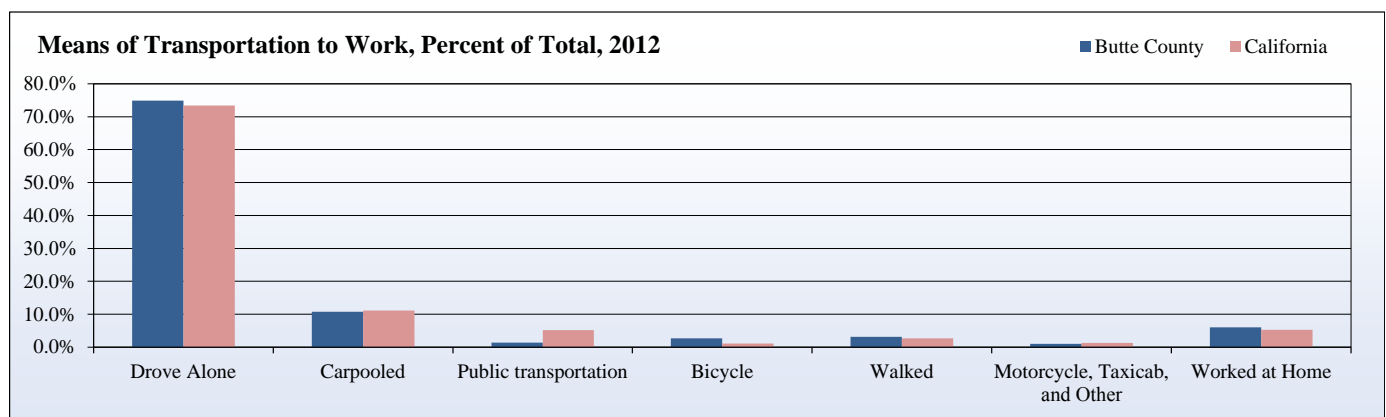
How is it used?

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county. Change in means of transportation, especially conversion from driving alone to carpooling or public transportation, is an indicator of environmental conservation because the latter modes produce less air pollution.

Means of Transportation to Work, Butte County

Means of Transportation	Butte County		Percent of Total in 2012		Change from 2000 to 2012	
	2000	2012	County	California	County	California
Drove Alone	60,001	61,942	74.9 %	73.4 %	3.2 %	15.6 %
Carpooled	10,748	8,914	10.8 %	11.1 %	- 17.1 %	- 13.8 %
Public transportation	899	1,177	1.4 %	5.2 %	30.9 %	15.6 %
Bicycle	2,064	2,250	2.7 %	1.1 %	9.0 %	52.7 %
Walked	2,754	2,615	3.2 %	2.7 %	- 5.0 %	6.5 %
Motorcycle, Taxicab, and Other	947	833	1.0 %	1.3 %	- 12.0 %	29.7 %
Worked at Home	3,485	4,944	6.0 %	5.3 %	41.9 %	55.3 %
Total	80,898	82,675	100.0 %	100.0 %	2.2 %	13.1 %

Source: U.S. Bureau of the Census, 2000 and 2010 American Community Survey



2.7 County Commute Patterns

What is it?

Knowing how long people take to get to work and what means of transportation they use are part of the story to understand the structure of commuting in Butte County. This includes how to utilize it in business marketing, and how to make commuting more efficient and environmentally friendly. The third critical link is to see where commuters are going and from where they are coming. As of 2011, the U.S. Census Bureau's Longitudinal Employment and Household Dynamics system is starting to produce a useful time-series to better evaluate changing commute patterns for America's communities. The data includes all jobs reported to the IRS by businesses, with Social Security Numbers matched to the locations of residential tax returns.

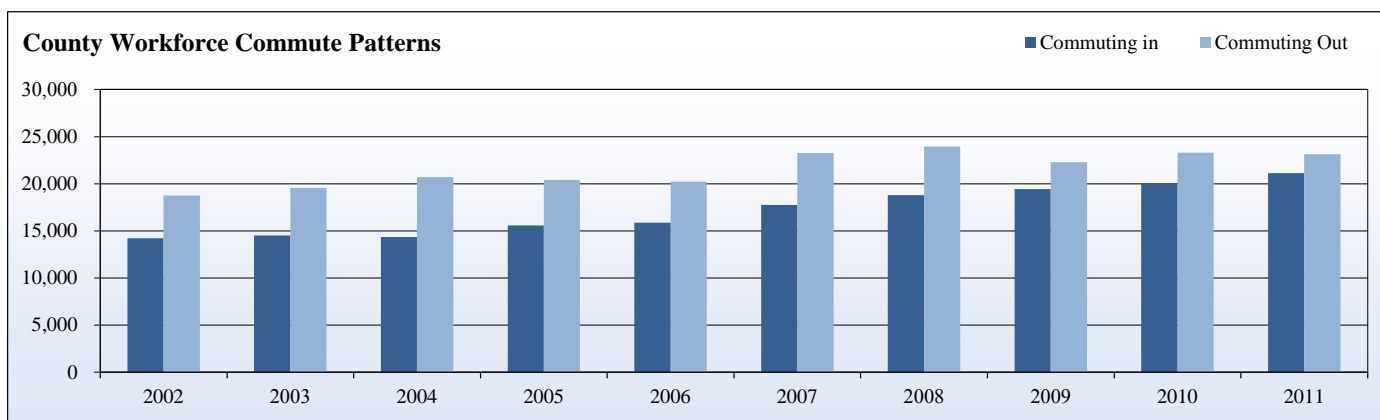
How is it used?

Commute data is used to determine sales markets for businesses (especially retail stores), labor market catchment areas, and for retail transportation planning of both highways and mass transportation.

Butte County, Place of Work Patterns

Year	County Jobs	Employed Local Workforce	Total Local Workforce	Workforce Commuting in	Percent Commuting In	Workforce Commuting Out	Percent Commuting Out
2002	52,701	66,917	71,471	14,216	27.0 %	18,770	26.3 %
2003	52,073	66,597	71,628	14,524	27.9 %	19,555	27.3 %
2004	52,954	67,301	73,670	14,347	27.1 %	20,716	28.1 %
2005	52,739	68,332	73,153	15,593	29.6 %	20,414	27.9 %
2006	53,473	69,344	73,679	15,871	29.7 %	20,206	27.4 %
2007	51,446	69,208	74,713	17,762	34.5 %	23,267	31.1 %
2008	52,725	71,499	76,679	18,774	35.6 %	23,954	31.2 %
2009	49,576	69,011	71,855	19,435	39.2 %	22,279	31.0 %
2010	49,254	69,322	72,540	20,068	40.7 %	23,286	32.1 %
2011	48,395	69,513	71,527	21,118	43.6 %	23,132	32.3 %

Source: U.S. Census Bureau's Longitudinal Employment Data



2.8 Oroville Commute Patterns

What is it?

This indicator is similar to Section 2.4, but focuses on the greater Oroville/Palermo area. Tabulation is provided at the zip code level (combinations of zip codes representing the four major areas of Butte County: Oroville/Palermo, Chico/Durham, Paradise/Magalia, and Gridley/Biggs).

How is it used?

As Butte County's seat of government and sponsor of the Butte County Economic and Demographic Profile, knowing commute patterns specific to Oroville is important. All major communities in Butte County are about a half-hour drive or

less from Oroville, which is a reasonable commute distance for most people, so showing commutes within the county highlights the workforce available to businesses locating in Oroville. In other words, businesses can reasonably expect to attract from a pool of potential employees from not just the Oroville area, but from throughout Butte County. Indeed, what this data shows is that a large portion of Butte County's workforce travels between Butte County communities.

The data also highlights the need for additional ride-sharing and transportation opportunities between Butte County places, especially during peak commuting hours.

Where People Who Work In Oroville Live, 2011

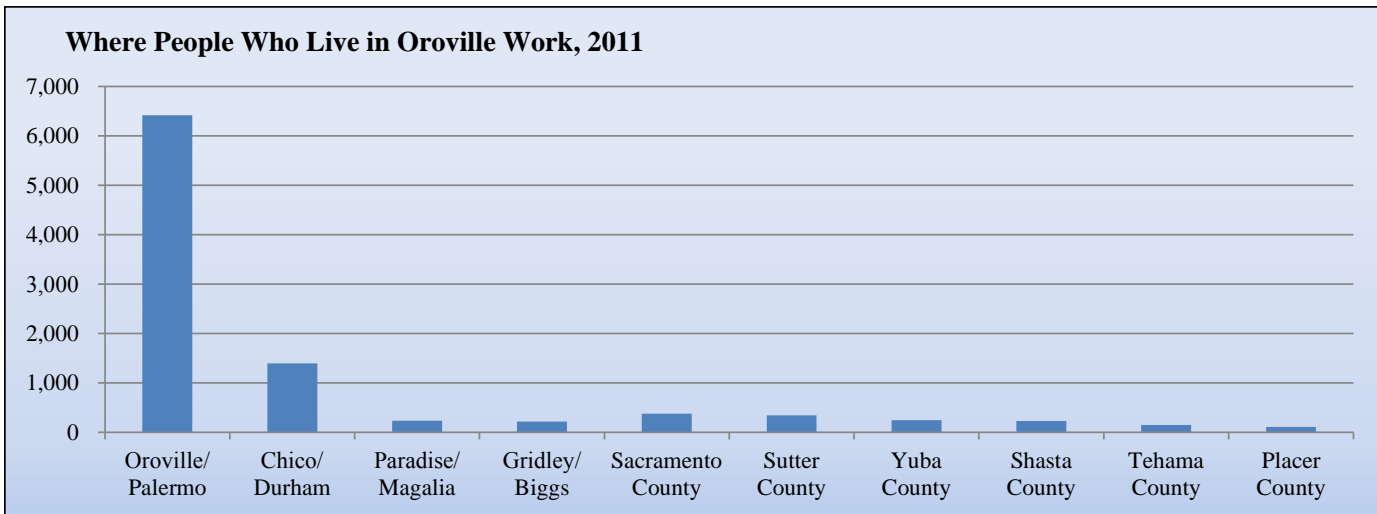
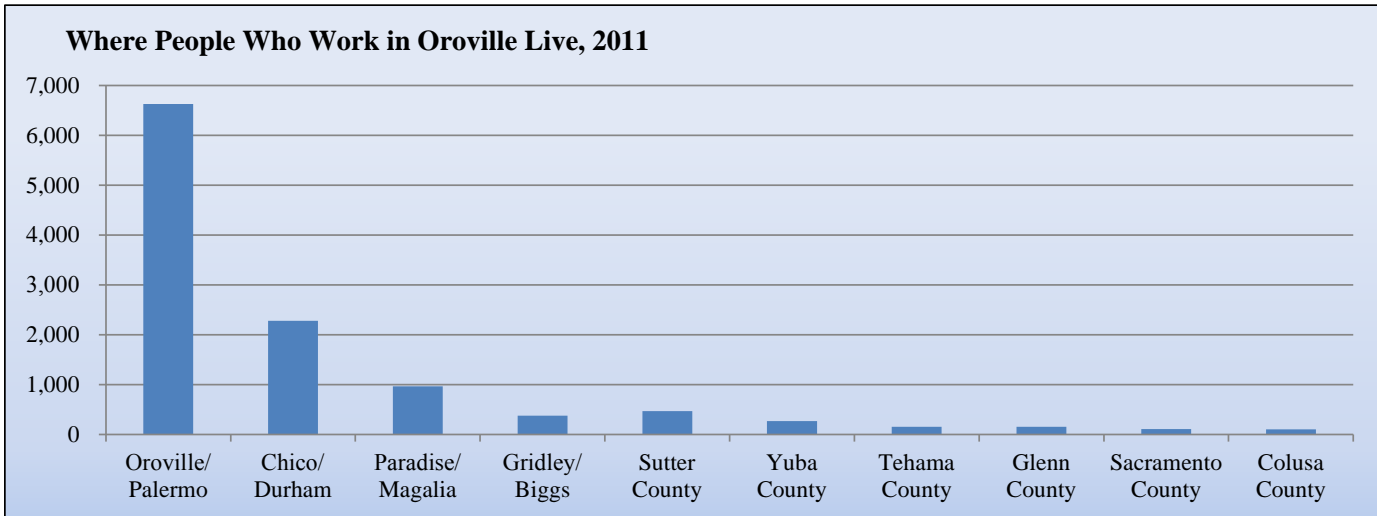
Year	Oroville/ Palermo	Chico/ Durham	Paradise/ Magalia	Gridley/ Biggs	Sutter County	Yuba County	Tehama County	Glenn County	Sacramento County	Colusa County
2002	7,268	1,987	1,025	315	246	139	93	64	36	10
2003	7,355	1,997	1,039	358	285	156	99	53	42	9
2004	7,344	1,948	957	354	297	105	88	53	22	4
2005	7,496	1,947	940	378	326	147	98	64	40	5
2006	7,884	1,935	982	380	326	148	113	64	34	5
2007	7,309	2,076	958	395	368	138	127	102	42	23
2008	7,233	2,224	947	389	366	150	123	84	48	30
2009	7,020	2,134	1,001	384	368	174	155	142	48	40
2010	7,106	2,393	985	403	457	184	151	154	31	47
2011	6,628	2,283	968	380	470	270	157	156	108	104

Source: U.S. Census Bureau

Where People Who Live In Oroville Work, 2011

Year	Oroville/ Palermo	Chico/ Durham	Paradise/ Magalia	Gridley/ Biggs	Sacramento County	Sutter County	Yuba County	Shasta County	Tehama County	Placer County
2002	6,958	1,664	221	285	426	293	171	315	158	89
2003	7,023	1,689	220	274	455	322	172	362	210	128
2004	6,934	1,773	221	330	443	355	211	370	175	99
2005	7,103	1,928	251	283	490	357	217	352	164	106
2006	7,507	1,869	249	298	421	350	197	355	148	115
2007	7,173	1,687	273	306	322	438	292	258	177	111
2008	7,175	1,594	275	299	338	418	305	306	171	101
2009	6,694	1,428	257	302	341	357	211	247	139	104
2010	6,799	1,478	279	263	419	304	260	267	135	86
2011	6,418	1,392	236	216	379	343	249	230	150	108

Source: U.S. Census Bureau



2.9 Traffic Volume

What is it?

Highway traffic occurs for many more reasons than just commuting to work. This indicator shows the change in actual highway traffic due to all reasons for travel. Traffic volumes on California State Highways are estimated annually and measured periodically by the California Department of Transportation. The data is collected to help the state understand where traffic volume is growing and for planning traffic improvements. In addition, county departments of public works will have traffic counts for local roads, although typically these are not collected as often for state highways. The table includes traffic counts going both directions in each side of the given intersection.

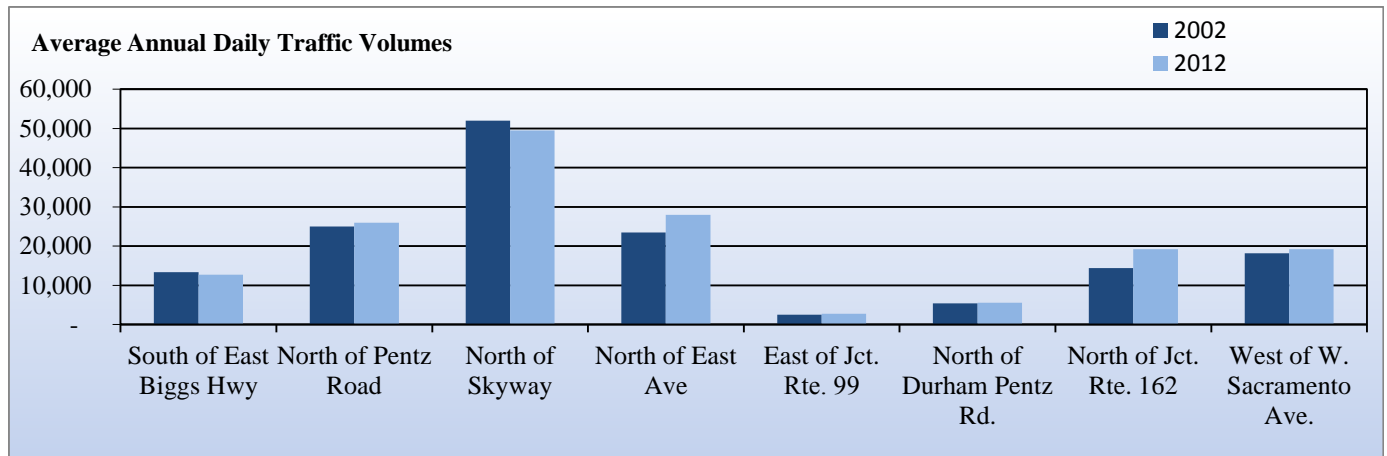
Average Annual Daily Traffic Volumes, Butte County

Highway/ Interstate	Location	2002	2012	Percent Change
SR 99	South of East Biggs Hwy	13,400	12,700	- 5.2 %
SR 99	North of Pentz Road	25,000	26,000	4.0 %
SR 99	North of Skyway	52,000	49,500	- 4.8 %
SR 99	North of East Ave	23,500	28,000	19.1 %
SR 162	East of Jct. Rte. 99	2,500	2,800	12.0 %
SR 191	North of Durham Pentz Rd.	5,400	5,600	3.7 %
SR 70	North of Jct. Rte. 162	14,400	19,200	33.3 %
SR 32	West of W. Sacramento Ave.	18,200	19,200	5.5 %

Source: California Department of Transportation

How is it used?

Most traffic growth over a ten-year period reflects increases in commute patterns, although other factors include increased shopping trips and commercial traffic. Changes in traffic volume can reflect population increases, although if traffic volume grows at a slower pace than population growth, then more efficiencies land use and transportation may be occurring, resulting in less environmental impact.



2.10 Water Table Depth

What is it?

Reported by the California Department of Water Resources, groundwater depth statistics are based on water well tests that include recordings of water depth. Only wells with readings at least every year between 2001 and 2012 were included.

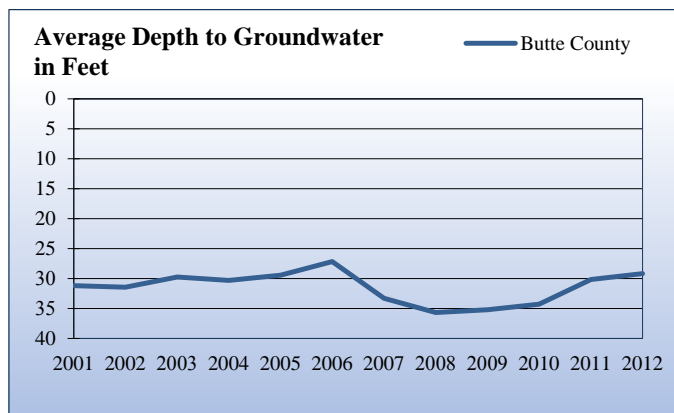
How is it used?

Water is scarce in most parts of California, creating tremendous pressure to redistribute the state's water resources and to find new sources and ways to store and deliver water more efficiently. In addition, water is only plentiful certain times of the year. Typically, whenever water shortages occur, groundwater is used to supplement surface water storage and delivery. Therefore, water table depth is a measure of sustainable use of water resources. Declining groundwater depth indicates unsustainable water use. Groundwater depth is expected to decline during drought years, and then recover during wet years. The long-term trend is key to evaluating this measure.

Butte County Water Table Depth

Year	Average Depth to Groundwater (ft)	Depth Change
2001	31.17	n/a
2002	31.44	0.9%
2003	29.73	- 5.4%
2004	30.28	1.9%
2005	29.40	- 2.9%
2006	27.14	- 7.7%
2007	33.28	22.6%
2008	35.64	7.1%
2009	35.18	- 1.3%
2010	34.26	- 2.6%
2011	30.16	- 12.0%
2012	29.14	- 3.4%

Source: California Department of Water Resources



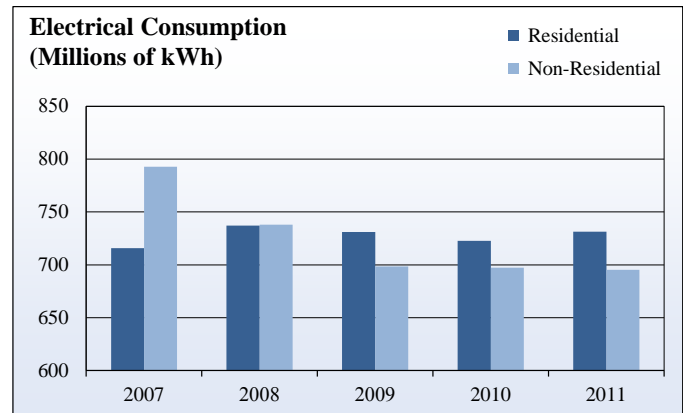
2.11 Electricity Use

What is it?

The California Energy Commission estimates annual electricity use by county based on electricity delivered to local providers and data submitted by larger providers like Pacific Gas and Electric and Southern California Edison. Here, electricity consumption is calculated on a per-person basis. This includes both residential and commercial electricity consumption.

How is it used?

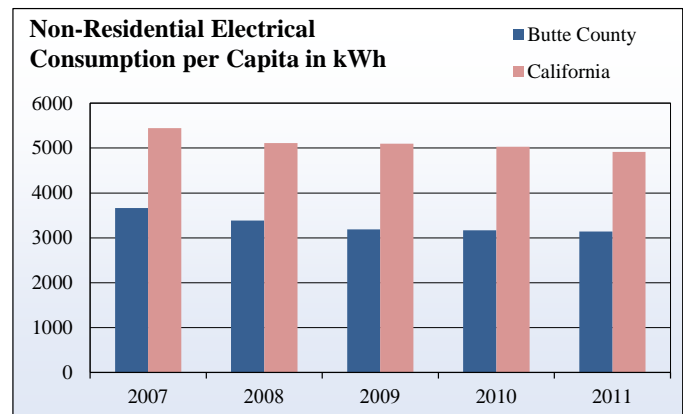
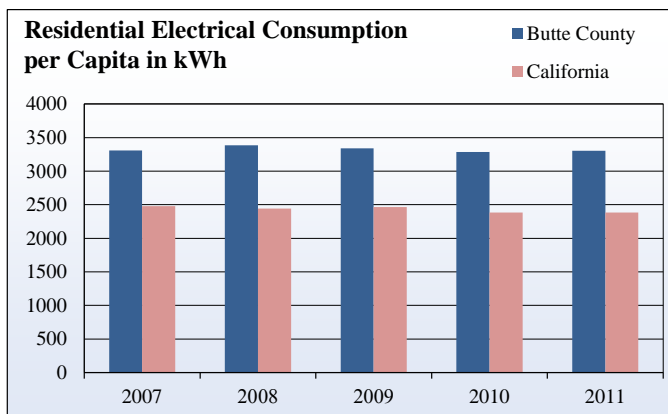
Energy consumption per capita can indicate greater efficiencies in energy consumption over time. The measure includes both residential and commercial consumption, so it also serves as a measure of industrial sustainability—some areas have a disproportionate share of industries with high electricity use. That affects this indicator. New industries can be built around the improvement of energy efficiency which can improve both short-run and long-run economic health by reducing energy costs and creating jobs, as opposed to paying higher electricity bills to non-local providers.



Electrical Consumption, Butte County

Year	Residential Sector		Non-Residential Sector		Both Sectors
	Consumption in Millions of kWh	Consumption per Capita in kWh	Consumption in Millions of kWh	Consumption per Capita in kWh	Total Consumption In Millions of kWh
2007	715.9	3,308.1	792.7	3,663.2	1,508.6
2008	737.1	3,384.1	737.9	3,387.9	1,474.9
2009	731.2	3,340.5	698.4	3,190.6	1,429.6
2010	722.7	3,285.7	697.2	3,169.5	1,419.9
2011	731.3	3,303.1	695.2	3,140.1	1,426.5

Source: California Energy Commission



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3 Economic Indicators

Economic indicators describe available financial capital and financial growth in the community. Adequate finances are required for people to afford to buy not only the necessities of life, but also some the luxuries that make life rewarding.

Butte County has experienced steady economic growth in the last decade until the recession in 2007. Fortunately, the recession did not impact Butte County as severely as it did the rest of California, but the county did experience a rise in unemployment, a drop in income, and an increase in the poverty rate. Currently Butte County is showing signs of recovery in some areas.

Butte County's available labor force grew steadily until 2010 where it dipped down nearly 3% by 2011. The labor force has since began to grow again. After the recession the labor force shrank at a much faster rate than California's labor force. Also, the county's unemployment rate is considerably higher after the recession. Butte County's labor force is influenced by seasonal employment; with the labor force being the largest in the summer and fall. The industries that employ the most people in the county are government enterprises, health care and social assistance, and retail trade. In the county government enterprises provide 15.3 percent, health care and social assistance provides 15.5 percent, and retail trade provides 12.3 percent of all jobs. Also, small businesses make up a majority of the businesses in Butte County. For example, establishments with one to four employees make up 54.2 percent of all establishments.

The income statistics for Butte County are better than the employment statistics. The three largest earning industries are: government and government enterprises, health care and social assistance, and retail trade; combined they earn 49.6 percent of the income in Butte County. The median household income of the county grew considerably through 2009 (despite a slight dip in 2007), and then it began declining in 2011. The median household income is lower in Butte County than in California throughout the first decade of the 21st century. In 2010 and 2011 both Butte County and California had a positive change in inflation adjusted personal income, which means they are recovering from the recession. The county obtains less of its income from work earnings than California, but the county receives more of its income from dividends, interest and rent, retirement and disability benefits, and Medical benefits, than California.

Another indicator of economic health is fair market rent, which is much lower in Butte County than it is for all of California. Both the county's and California's fair market rent has

been on an increasing trend until 2011 where it plateaued. The poverty rate is also a good indicator of economic health. The poverty rate in the county is lower than the rate in California from 2001 to 2010. On the whole Butte County's economic indicators are showing signs that it is beginning to recover from the recession.



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3.1 Labor Force

What is it?

The labor force is the number of people living in the area who are willing and able to work. It is the sum of employment (persons currently working) and unemployment (persons actively seeking work). Therefore, changes in both employment and unemployment affect the labor force. The labor force is estimated monthly by the California Employment Development Department. Annual data is the average of the twelve months of the year.

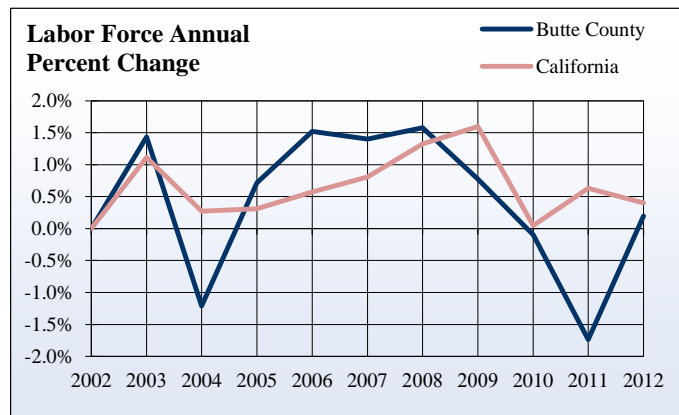
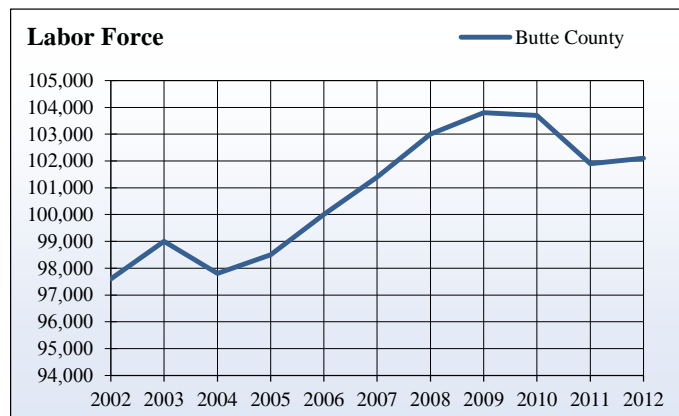
How is it used?

An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants.

Total Labor Force, Butte County

Year	Labor Force		1-Year Change	
	County	State	County	State
2002	97,600	17,152,100	n/a	n/a
2003	99,000	17,343,600	1.4 %	1.1 %
2004	97,800	17,390,700	- 1.2 %	0.3 %
2005	98,500	17,444,400	0.7 %	0.3 %
2006	100,000	17,544,800	1.5 %	0.6 %
2007	101,400	17,686,700	1.4 %	0.8 %
2008	103,000	17,921,000	1.6 %	1.3 %
2009	103,800	18,207,350	0.8 %	1.6 %
2010	103,700	18,215,658	- 0.1 %	0.0 %
2011	101,900	18,330,533	- 1.7 %	0.6 %
2012	102,100	18,404,500	0.2 %	0.4 %

Source: California Employment Development Department, Labor Market Information Division



3.2 Employment

What is it?

Employment includes all individuals who worked at least one hour for a wage or salary, or were self-employed, or were working at least 15 unpaid hours in a family business or on a family farm, during the week including the 12th of the month. The annual average is the mean average of the twelve months in the calendar year. Those who were on vacation, on other kinds of leave, or involved in a labor dispute were also counted as employed.

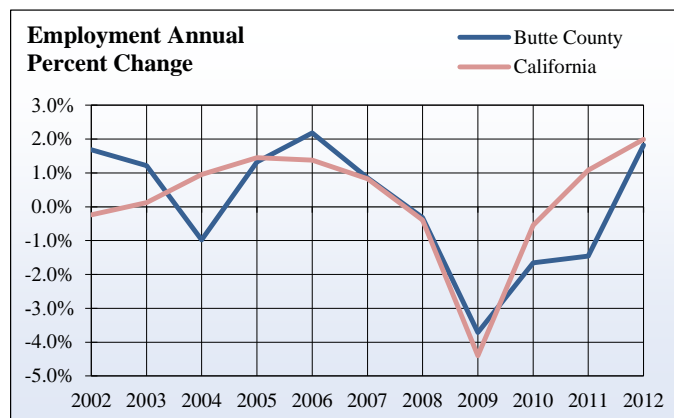
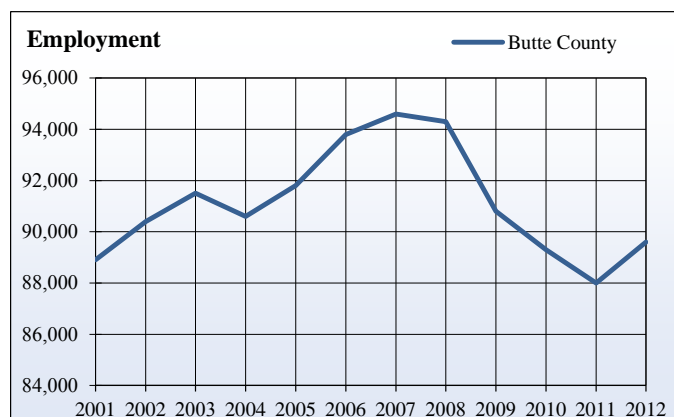
How is it used?

Employment is the primary indicator of the economic situation of workers living in the area. Increasing employment means more jobs for workers, and workers have an easier time finding work.

Total Employment, Butte County

Year	Employed		1-year change	
	County	State	County	State
2001	88,900	16,220,000	n/a	n/a
2002	90,400	16,180,800	1.7 %	- 0.2 %
2003	91,500	16,200,100	1.2 %	0.1 %
2004	90,600	16,354,800	- 1.0 %	1.0 %
2005	91,800	16,592,200	1.3 %	1.5 %
2006	93,800	16,821,300	2.2 %	1.4 %
2007	94,600	16,960,700	0.9 %	0.8 %
2008	94,300	16,893,850	- 0.3 %	- 0.4 %
2009	90,800	16,151,058	- 3.7 %	- 4.4 %
2010	89,300	16,063,542	- 1.7 %	- 0.5 %
2011	88,000	16,237,300	- 1.5 %	1.1 %
2012	89,600	16,560,300	1.8 %	2.0 %

Source: California Employment Development Department, Labor Market Information Division



3.3 Unemployment

What is it?

Unemployment is the estimated number of people who are actively seeking work and are not working at least one hour per week for pay and who are not self-employed. The data is estimated at the place of residence and reported by the California Employment Development Department (EDD) primarily from data collected by the U.S. Current Population Survey (CPS).

Unfortunately, through the CPS, the government has a difficult time determining exactly how many people meet the technical definition of “unemployed” at the county level, as opposed to those with unreported jobs or those who are not seriously looking for work. That makes this indicator an inexact measure of whether or not people have a difficult time finding a job.

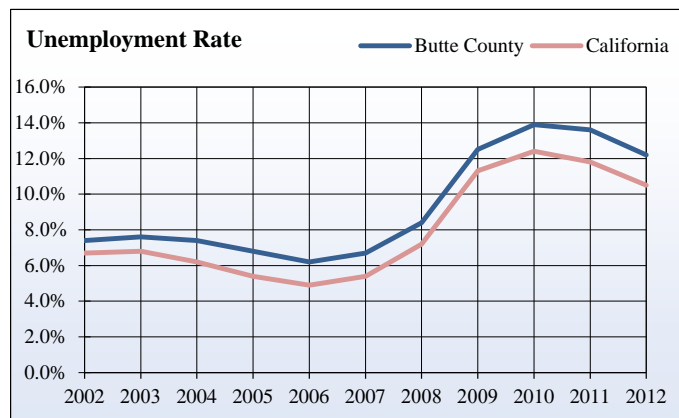
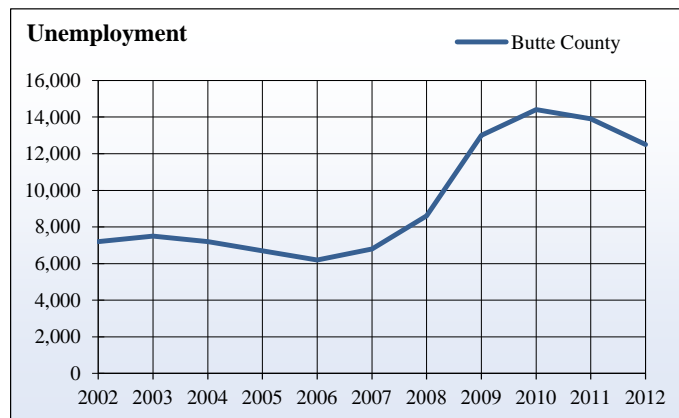
How is it used?

The unemployment rate is often used as a primary measure of economic health. Sustained high unemployment rates typically indicate the presence of structural economic and/or social issues within the community, although what is considered “high” may vary from one community to the next. The unemployment rate can also indicate a change in potentially-qualified workers available in the community. As unemployment falls, employers have a more difficult time attracting qualified employees at the same rates of pay.

Total Unemployment, Butte County

Year	County Unemployed	Unemployment Rate		1-year change	
		County	State	County	State
2002	7,200	7.4 %	6.7 %	n/a	n/a
2003	7,500	7.6 %	6.8 %	4.2 %	2.4 %
2004	7,200	7.4 %	6.2 %	- 4.0 %	- 8.5 %
2005	6,700	6.8 %	5.4 %	- 6.9 %	- 12.6 %
2006	6,200	6.2 %	4.9 %	- 7.5 %	- 9.2 %
2007	6,800	6.7 %	5.4 %	9.7 %	11.0 %
2008	8,600	8.4 %	7.2 %	26.5 %	36.8 %
2009	13,000	12.5 %	11.3 %	51.2 %	57.2 %
2010	14,400	13.9 %	12.4 %	10.8 %	9.8 %
2011	13,900	13.6 %	11.8 %	- 3.5 %	- 4.4 %
2012	12,500	12.2 %	10.5 %	- 10.1 %	- 10.7 %

Source: California Employment Development Department, Labor Market Information Division



3.4 Seasonal Employment

What is it?

The California Employment Development Department estimates labor market data (labor force, employment, unemployment, and the unemployment rate) for each month. The department uses the week including the twelfth of each month to calculate a person's employment status. Mid-month time periods are less sensitive to changes in the overall business climate and are more representative of average conditions. For specific definitions of each measure, please see the previous three indicators in this section.

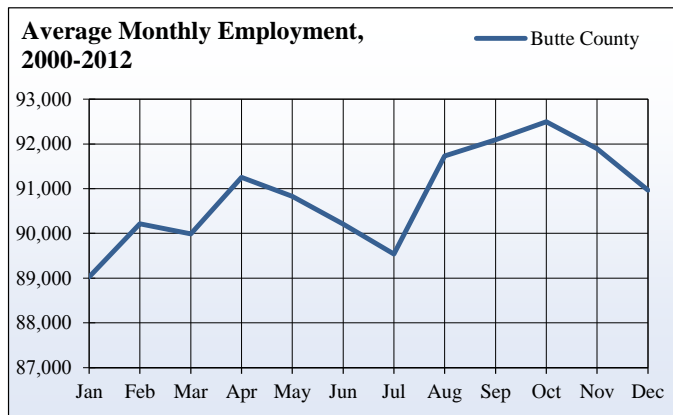
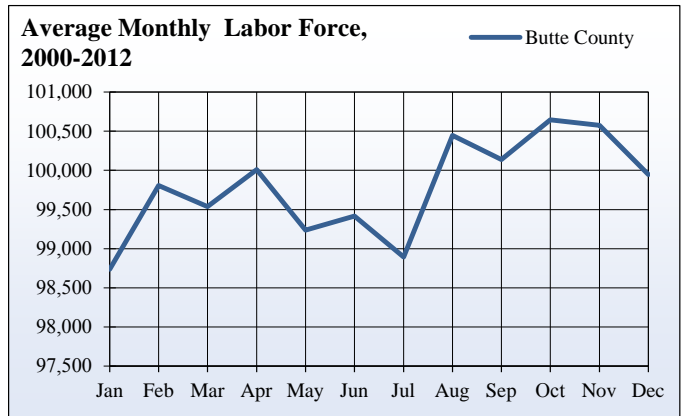
How is it used?

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course of the year that cannot be observed in the annual average. The employment difference in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily (at winter ski resorts or some types of farms) and leave during the off-season, but some remain year-round and are unemployed during this period.

Butte County Average Monthly Labor Statistics, 2000-2012

Month	Labor Force	Employed	Unemployed	Unemp. Rate
Jan	98,738	89,023	9,738	9.9 %
Feb	99,808	90,215	9,577	9.6 %
Mar	99,538	89,992	9,538	9.6 %
Apr	100,008	91,254	8,738	8.7 %
May	99,238	90,831	8,415	8.5 %
Jun	99,415	90,208	9,169	9.2 %
Jul	98,892	89,538	9,369	9.5 %
Aug	100,446	91,731	8,746	8.7 %
Sep	100,138	92,092	8,062	8.1 %
Oct	100,646	92,500	8,169	8.1 %
Nov	100,577	91,892	8,692	8.6 %
Dec	99,946	90,969	8,992	9.0 %

Source: California Employment Development Department, Labor Market Information Division



3.5 Jobs By Industry

What is it?

Published by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), this measure of jobs is by place of work; that is, where the job is being performed regardless of where its worker lives. The BEA uses business tax returns from the Internal Revenue Service to calculate jobs by industry. Therefore, each person who worked for a company for pay or profit over the course of a year is counted. That means if a person changed jobs once over the course of a year, they are counted twice—once for each company at which they worked. The same holds true for part-time and seasonal employees who hold more than one job over the course of a year. Self-employed proprietors and members of business partnerships are counted as well. A person with a full-time job who owns or co-owns a business on the side is counted for each job. Unpaid family workers and volunteers, however, are not included.

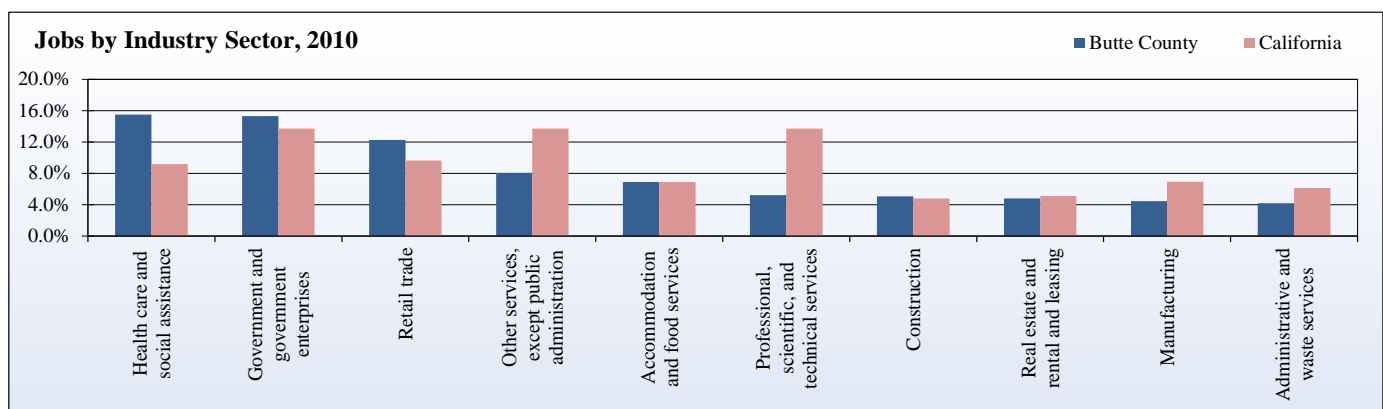
How is it used?

Job growth by industry sector is a measure of the economic diversity and stability of the local economy. A healthy economy will create a balance between industries. If too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy. Job growth is an important indicator for business and government planning, allowing for a better understanding of which sectors are the major generators of jobs in the area and which sectors are continuing to grow. This can provide insight into which industries have the greatest potential for growth in the near future.

Jobs by Industry, 2010

Industry	Butte County	County Percent of Total	California Percent of Total
Farm employment	3,403	3.4 %	1.1 %
Forestry, fishing, and related activities	1,346	1.3 %	0.9 %
Mining	160	0.2 %	0.3 %
Utilities	518	0.5 %	0.3 %
Construction	5,079	5.1 %	4.8 %
Manufacturing	4,460	4.4 %	6.9 %
Wholesale trade	2,254	2.2 %	3.7 %
Retail trade	12,307	12.3 %	9.6 %
Transportation and warehousing	1,784	1.8 %	2.8 %
Information	1,279	1.3 %	2.6 %
Finance and insurance	3,931	3.9 %	5.1 %
Real estate and rental and leasing	4,807	4.8 %	5.1 %
Professional, scientific, and technical services	5,215	5.2 %	8.5 %
Management of companies and enterprise	505	0.5 %	1.1 %
Administrative and waste services	4,208	4.2 %	6.1 %
Educational services	1,023	1.0 %	2.2 %
Health care and social assistance	15,550	15.5 %	9.2 %
Arts, entertainment, and recreation	2,118	2.1 %	2.7 %
Accommodation and food services	6,910	6.9 %	6.9 %
Other services, except public administration	8,069	8.0 %	6.1 %
Government and government enterprises	15,345	15.3 %	13.7 %
Sum of withheld "(D)" values	(D)	n/a	n/a
Total Jobs	100,271	100.0 %	100.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



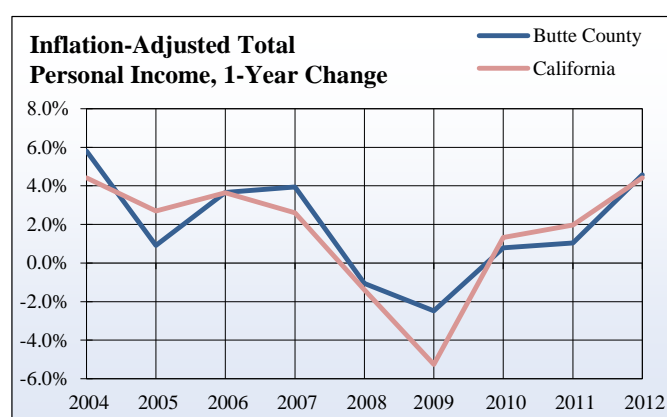
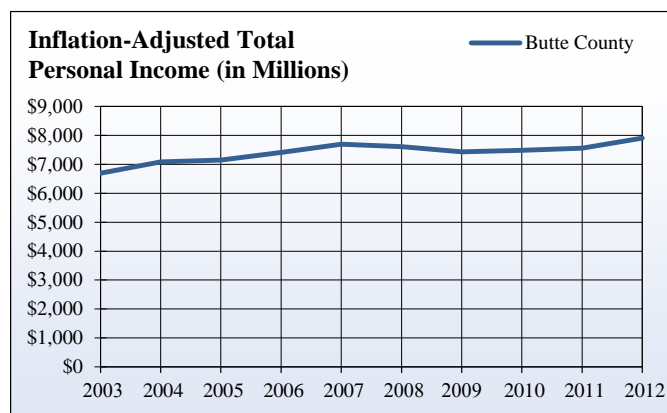
3.6 Total Personal Income

What is it?

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social insurance (such as payments to Social Security or Medicare). The data is tabulated from individual and corporate tax returns to the Internal Revenue Service, and so it is only available after all tax returns have been processed, which usually takes more than a year.

How is it used?

Total personal income is the basis for several other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation rate. The annual average inflation rate from 2003 to 2012 was 4.5 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.



Total Personal Income, Butte County

Year	Butte County				California
	Nominal Personal Income in Millions of Dollars	1-Year Change	Inflation Adjusted Personal Income in Millions of Dollars	1-Year Change	1-Year Change
2003	\$ 5,364	n/a	\$ 6,692	n/a	n/a
2004	\$ 5,785	7.8 %	\$ 7,080	5.8 %	4.4 %
2005	\$ 6,011	3.9 %	\$ 7,145	0.9 %	2.7 %
2006	\$ 6,479	7.8 %	\$ 7,406	3.7 %	3.6 %
2007	\$ 6,874	6.1 %	\$ 7,698	3.9 %	2.6 %
2008	\$ 7,092	3.2 %	\$ 7,616	- 1.1 %	- 1.4 %
2009	\$ 6,918	- 2.5 %	\$ 7,427	- 2.5 %	- 5.3 %
2010	\$ 7,156	3.4 %	\$ 7,485	0.8 %	1.3 %
2011	\$ 7,347	2.7 %	\$ 7,562	1.0 %	2.0 %
2012	\$ 7,908	7.6 %	\$ 7,908	4.6 %	4.4 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

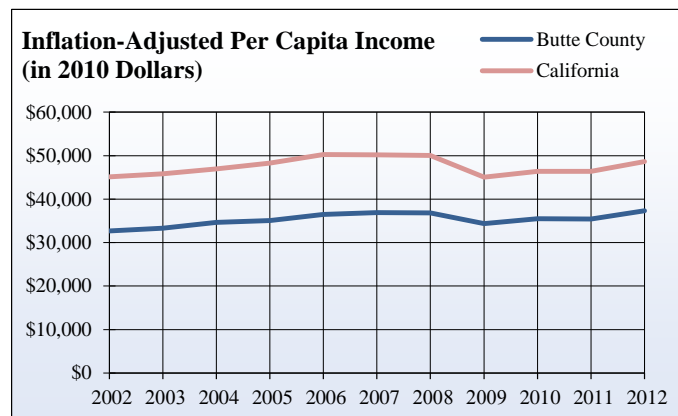
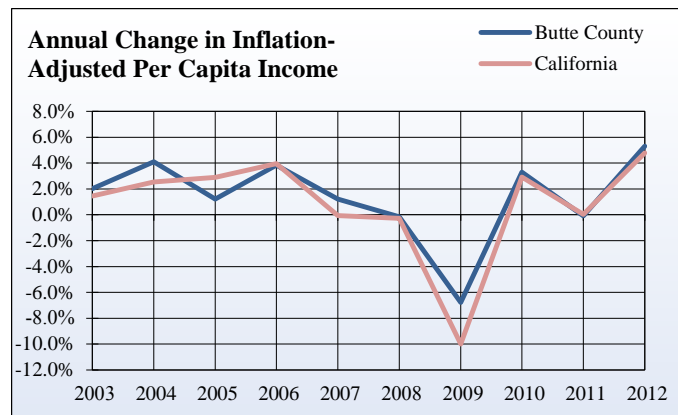
3.7 Per Capita Income

What is it?

Per capita income is calculated by the Bureau of Economic Analysis by dividing its estimate of total personal income by the U.S. Census Bureau's estimate of total population.

How is it used?

Per capita income is one of the primary measures of economic well-being in a community. Changes can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during recessions. Income influences buying power and therefore affects consumer choice and local retail sales. Income is one measure of the benefits to people provided by employment, government, or their own investments.



Per Capita Income, Butte County

Year	Butte County Nominal Per Capita Income	Butte County 1-Year Change	Inflation-adjusted Per Capita Income (2013)		Inflation-adjusted 1-Year Change	
			Butte County	California	Butte County	California
2002	\$ 24,825	n/a	\$ 32,648	\$ 45,131	n/a	n/a
2003	\$ 25,618	3.2 %	\$ 33,310	\$ 45,786	2.0 %	1.5 %
2004	\$ 27,361	6.8 %	\$ 34,677	\$ 46,953	4.1 %	2.6 %
2005	\$ 28,226	3.2 %	\$ 35,096	\$ 48,311	1.2 %	2.9 %
2006	\$ 30,179	6.9 %	\$ 36,443	\$ 50,223	3.8 %	4.0 %
2007	\$ 31,767	5.3 %	\$ 36,890	\$ 50,196	1.2 %	- 0.1 %
2008	\$ 32,379	1.9 %	\$ 36,836	\$ 50,059	- 0.1 %	- 0.3 %
2009	\$ 31,477	- 2.8 %	\$ 34,340	\$ 45,058	- 6.8 %	- 10.0 %
2010	\$ 32,526	3.3 %	\$ 35,474	\$ 46,368	3.3 %	2.9 %
2011	\$ 33,356	2.6 %	\$ 35,448	\$ 46,384	- 0.1 %	0.0 %
2012	\$ 35,696	7.0 %	\$ 37,326	\$ 48,600	5.3 %	4.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



3.8 Earnings By Industry

What is it?

Earnings by industry is the total personal earnings from jobs in individual industries. It is not the total revenue an industry generates. The total earnings of an industry are calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income. Earnings by industry are the components of earnings by place of work from the section on components of personal income. The symbol “(D)” is used for information withheld to avoid disclosing data for individual companies. The withheld numbers are included in higher level totals.

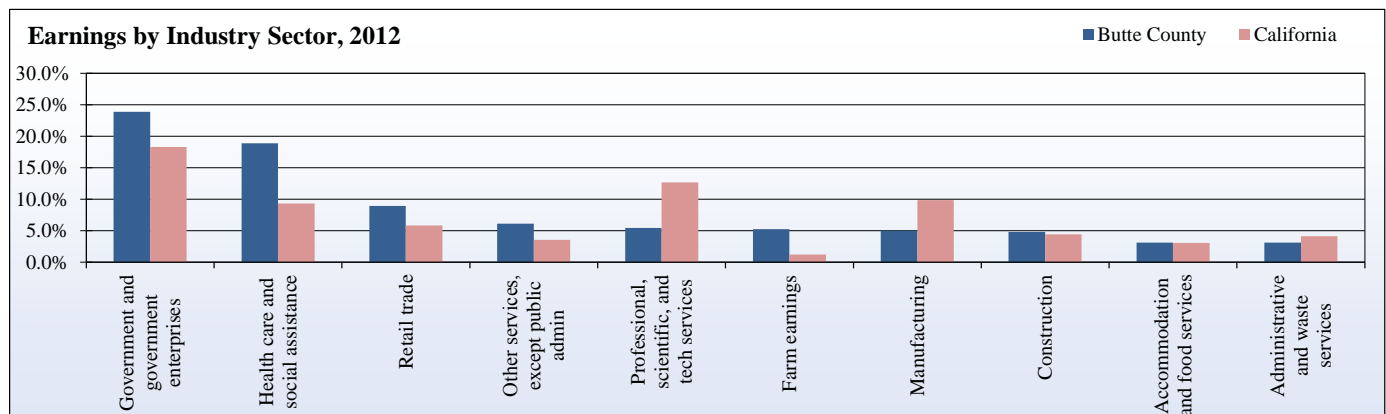
How is it used?

Earnings by industry allows comparisons between industries or geographic areas because sales by industry are not reliably available annually at the county level. Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. Growth in one industry may indicate potential for expansion in related industries the indicator can also be used to determine economic diversity.

Butte County Earnings by Industry, 2012 (in Millions)

Industry Sector	Butte County	County Percent of Total	California Percent of Total
Farm earnings	\$ 231.3	5.3 %	1.2 %
Forestry, fishing, and related activities	\$ 53.7	1.2 %	0.6 %
Mining	\$ 3.5	0.1 %	0.6 %
Utilities	\$ 78.7	1.8 %	0.7 %
Construction	\$ 211.7	4.8 %	4.4 %
Manufacturing	\$ 219.6	5.0 %	9.9 %
Wholesale trade	\$ 127.9	2.9 %	4.8 %
Retail trade	\$ 392.8	9.0 %	5.8 %
Transportation and warehousing	\$ 80.2	1.8 %	2.8 %
Information	\$ 64.7	1.5 %	5.1 %
Finance and insurance	\$ 134.2	3.1 %	5.7 %
Real estate and rental and leasing	\$ 62.8	1.4 %	2.1 %
Professional, scientific, and tech services	\$ 238.1	5.4 %	12.7 %
Management of companies & enterprises	\$ 23.1	0.5 %	2.0 %
Administrative and waste services	\$ 137.0	3.1 %	4.1 %
Educational services	\$ 22.9	0.5 %	1.6 %
Health care and social assistance	\$ 827.5	18.9 %	9.3 %
Arts, entertainment, and recreation	\$ 23.1	0.5 %	1.6 %
Accommodation and food services	\$ 137.3	3.1 %	3.1 %
Other services, except public admin	\$ 269.5	6.1 %	3.6 %
Government and government enterprises	\$ 1,045.6	23.8 %	18.3 %
Value of withheld "(D)" employment	\$ 0	n/a	0.0 %
Total Earnings by Place of Work	\$4,385.2	100 %	100 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



3.9 Median Household Income

What is it?

Median household income is the income level at which half of the area’s households earn more and the other half earn less. It can be conceptualized as the income midpoint and is estimated annually for counties by the U.S. Census Bureau.

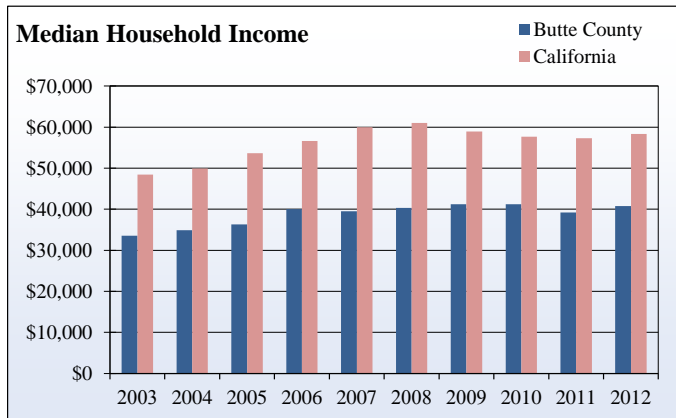
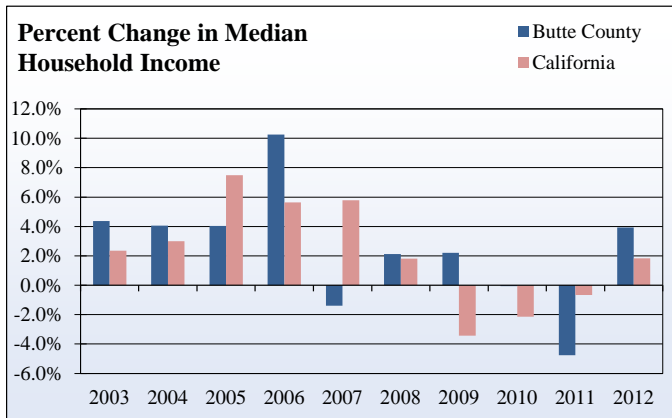
How is it used?

Median household income is a better measure of average income than per capita income when evaluating income growth among all economic classes. Changes in per capita income may be driven by growth increases in the high income ranges only, whereas growth in median household income usually indicates expansion across the full range of incomes.

Butte County Median Household Income (Nominal)

Year	County	California
2002	\$ 32,124	\$ 47,323
2003	\$ 33,528	\$ 48,440
2004	\$ 34,891	\$ 49,894
2005	\$ 36,303	\$ 53,627
2006	\$ 40,023	\$ 56,646
2007	\$ 39,466	\$ 59,928
2008	\$ 40,308	\$ 61,017
2009	\$ 41,196	\$ 58,925
2010	\$ 41,168	\$ 57,664
2011	\$ 39,208	\$ 57,275
2012	\$ 40,748	\$ 58,322

Source: U.S. Department of Commerce, Bureau of the Census, Small Area Income and Poverty Estimates



3.10 Poverty Rates

What is it?

Poverty status is defined for each household; either every-one in the household is considered to be living in poverty, or no one. The characteristics of the family used to determine poverty status include number of people, number of children under 18, and whether the head of household is over age 65. If a household's total income is less than the poverty threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, although they are updated annually for inflation using the Consumer Price Index. The official poverty definition includes income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps. This indicator shows the number and percent of all persons living below the poverty line.

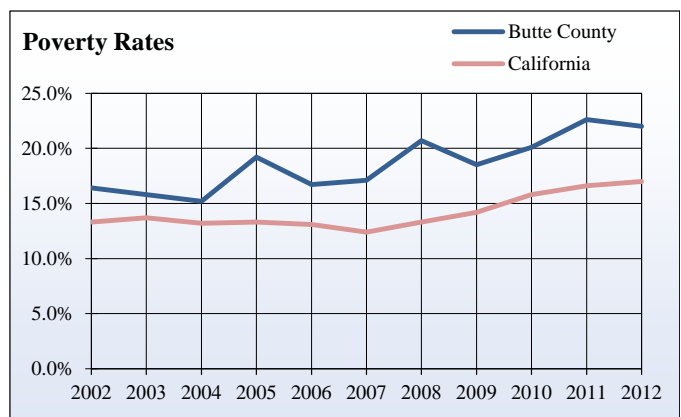
How is it used?

A high poverty rate in an area can indicate economic and social issues among persons living in the community. It may also indicate a scarcity of available employment, or a dearth of skilled labor capable of earning higher wages.

Poverty Rates, Butte County

Year	County	California
2001	16.7 %	12.9 %
2002	16.4 %	13.3 %
2003	15.8 %	13.7 %
2004	15.2 %	13.2 %
2005	19.2 %	13.3 %
2006	16.7 %	13.1 %
2007	17.1 %	12.4 %
2008	20.7 %	13.3 %
2009	18.5 %	14.2 %
2010	20.1 %	15.8 %
2011	22.6 %	16.6 %
2012	22.0 %	17.0 %

Source: U.S. Department of Commerce, Bureau of the Census



3.11 Future Labor Force

What is it?

Every year, a new skilled workforce enters the labor market in Butte County. Graduates from California State University, Chico and Butte Community College represent an opportunity for local employers seeking workers for positions requiring a the type of skills churned out annually by these educational institutions. This indicator shows the number of people graduating from the top ten majors from each institution in the past few years.

How is it used?

Local employers should be encouraged to look toward our local institutions of higher education to fill their workforce needs, as opposed to advertising for positions outside of the area. In addition, prospective businesses in the county, be they business startups or existing businesses attracted to the county need to be assured that a sufficient pool of talented labor ready for hire is present. This data gives both local employers and prospective business prospects insight to the volume of talented new workers enter the labor force every year to choose from who looking for a good career-level position.

Top 10 Number of Degrees Awarded by CSU, Chico

Undergraduate Major	2009-2010	2010-2011	2011-2012	2012-2013
Business Administration	490	614	573	587
Psychology	204	229	219	213
Liberal Studies	199	217	236	199
Communication Design	104	112	107	129
Recreation Administration	112	135	148	125
Criminal Justice	95	101	89	122
Construction Management	149	134	160	120
Health Science	54	79	71	106
Exercise Physiology	78	79	86	101
Communication Studies (BA)	90	99	107	100

Source: CSU, Chico Institutional Research

Top 10 AA/AS Degrees Awarded by Butte Community College

Undergraduate Major	2009-2010	2010-2011	2011-2012	2012-2013
Nursing R.N. A.D.N.	82	108	112	105
Business General	61	50	78	71
Fire Technology	54	41	38	43
Respiratory Care	24	31	31	28
Administration of Justice	36	27	27	44
Business Computer Information	9	14	25	17
Accounting	18	16	22	22
Child Development and Family	14	14	19	20
Computer Science	4	9	15	11
Food and Nutrition	15	18	16	19

Source: Butte Community College Department of Planning and Information



Top 10 CC/CA Certificates Awarded by Butte Community College

Undergraduate Major	2009-2010	2010-2011	2011-2012	2012-2013
Fire Technology	773	641	721	559
Administration of Justice	291	210	140	195
Cosmetology	96	106	79	n/a
Business Computer Information	78	55	90	121
Welding	33	54	61	84
Agriculture Engineering Tech	142	112	51	38
Accounting	29	35	36	47
Respiratory Care	24	30	27	26
Automotive Technology	15	22	20	23
Alcohol and Drug Studies	14	18	18	n/a

Source: Butte Community College Department of Planning and Information

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4 Social Indicators

Social indicators explain the capacity of community systems to succeed in providing adequate human health, education, safety and social participation. Effective social systems intensify human capacity for growth and improvement, including the capabilities of higher income earnings and of improving the physical environment. These are often called “quality-of-life” measures because they include non-economic community attributes that many people seek.

Butte County suffers from many social discrepancies compared to California, especially in education and public assistance. Based on their health rates, crime rates, and voter participation rates, however, the indicators demonstrate that the people of Butte County are highly responsible. Butte County fares worse in rates of stroke, pulmonary disease, accidents, Alzheimer’s, and suicide compared to the state, but is much better compared to California when it comes to rates of heart disease, cancer, diabetes and cirrhosis. Teenage pregnancy rates are slightly lower than in California and unfortunately, infant mortality is higher than in California. Although births with late prenatal care have been higher than the state’s, infants with low birth weights have significantly declined since 2008 and have been much lower than California’s rates for over a decade. This is a good sign since birth weight and child health have been increasingly linked.

TANF and CalWORKs caseloads in the county are above those of the state, but they have been kept steady throughout the past 5 years. The same applies to school free and reduced-price meal enrollment. Educational performance in the county has made exceptional progress with high rates of high school completion and most residents having at least some college education. These rates are higher compared to those of California’s which also has a higher percentage of citizens with education of less than ninth grade compared to Butte. Dropout rates remain lower than the state average by a couple percentage points. Graduates eligible for UC or CSU admission is lower than that of California’s, but made over a 100 percent increase from the 2009-2010 school year to the 2010-2011 school year and has remained high ever since. Average SAT scores have risen since the 2008-2009 school year, and have remained above the average score for California.

There is no doubt that Butte’s strong point is in its low crime rates. Both the property crime rates and the violent crime rates have remained lower than the state’s since 2005. Civic participation, which is measured by voter participation rates, are lower than California’s, but not by much.



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4.1 Leading Causes of Death

What is it?

Each death in the county is reported with certain characteristic information, including age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. The tables show the number of deaths in Butte County and in California in order of California's top ten most common causes of death in California between 2000 and 2010. The data is collected and reported by the California Department of Public Health.

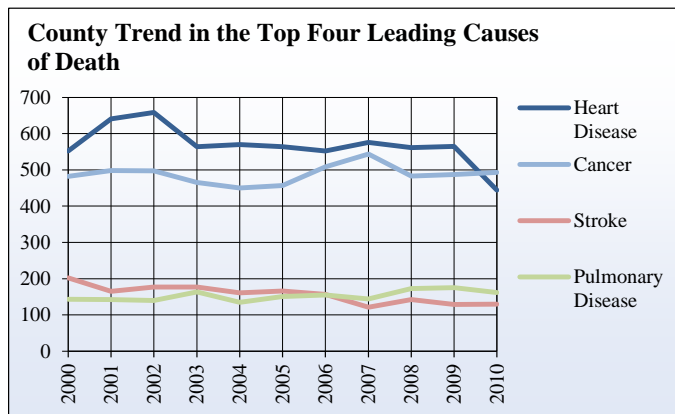
How is it used?

Cause of death statistics indicates the health of a community. If death rates for preventable causes are greater than the regional average, there may be a health or safety issues that can be addressed locally. If death rates for environmentally-influenced factors, such as cancer and influenza, are high, this may indicate an environmental issue in the county worth investigating.

Cause of Death as a Percentage of Total Deaths, 2010

	Butte County	California
Heart Disease	20.5 %	24.9 %
Cancer	22.8 %	24.1 %
Stroke	6.0 %	5.8 %
Pulmonary Disease	7.5 %	5.5 %
Accidents	8.0 %	4.3 %
Alzheimers	6.5 %	4.6 %
Diabetes	2.3 %	3.0 %
Pneumonia & Influenza	2.0 %	2.5 %
Cirrhosis	1.7 %	1.8 %
Suicide	2.4 %	1.6 %
All other causes	20.5 %	21.7 %

Source: California Department of Public Health

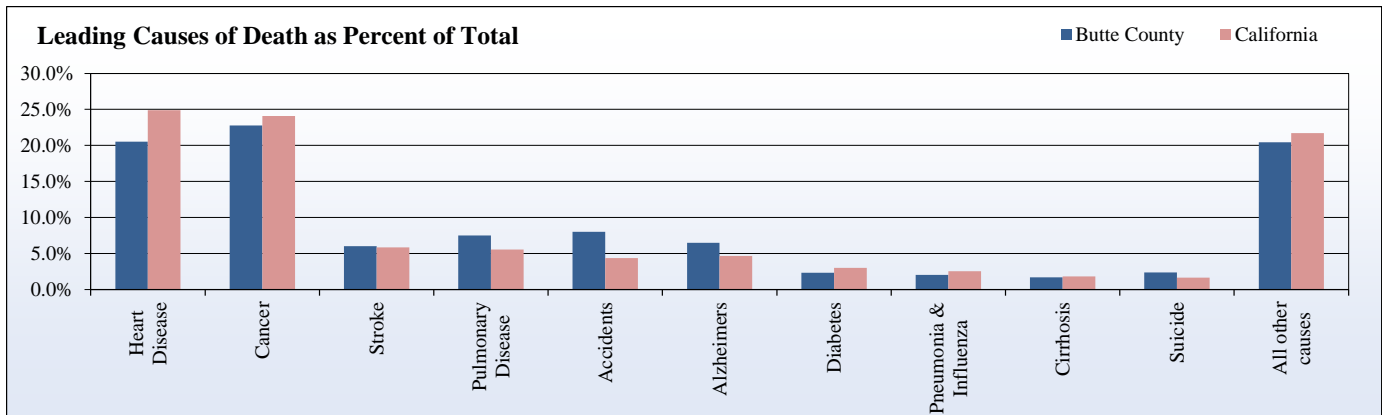


Leading Causes of Death, Butte County

Cause of Death	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
All Causes	2,134	2,240	2,253	2,200	2,178	2,145	2,331	2,266	2,288	2,220	2,166
Heart Disease	552	641	658	564	570	564	552	576	561	565	444
Cancer	482	498	497	465	450	457	508	544	483	487	493
Stroke	202	165	177	177	161	166	157	121	142	129	130
Pulmonary Disease	143	142	140	163	135	151	155	144	173	175	162
Accidents	77	95	123	121	109	112	134	151	138	112	173
Alzheimers	31	34	49	71	91	94	86	73	128	117	140
Diabetes	40	48	54	51	51	36	52	40	51	40	50
Pneumonia & Influenza	66	63	68	70	52	57	66	41	44	47	44
Cirrhosis	30	36	47	28	42	30	28	30	27	38	36
Suicide	40	31	31	40	38	33	48	32	40	41	51
All other causes	471	487	409	450	479	445	545	514	501	469	443

Source: California Department of Public Health





4.2 Infant Mortality

What is it?

Infant mortality rates are calculated as deaths of infants less than one year old divided by total births. It is reported by the California Department of Public Health.

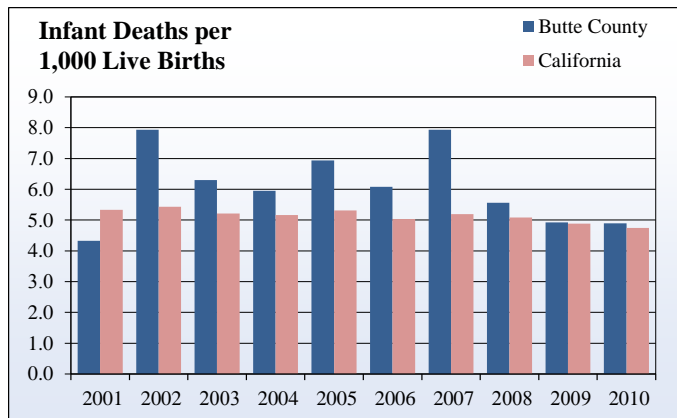
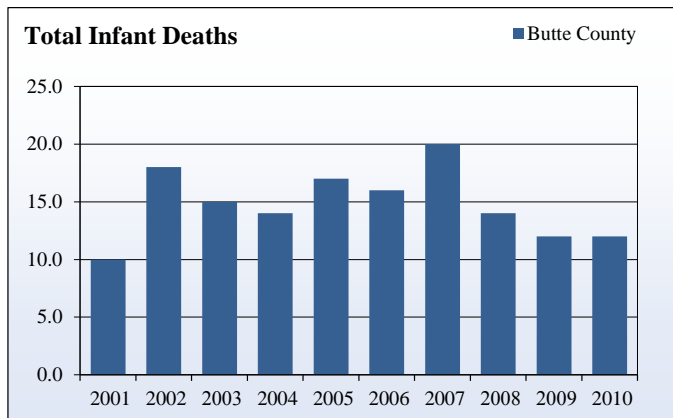
How is it used?

Infant mortality is used to compare the health and well-being of populations internationally. Infant mortality represents many factors surrounding birth, including but not limited to the health and socioeconomic status of the mother, prenatal care, quality of the health services delivered to the mother and child, and infant care. In addition, high infant mortality rates are often considered preventable and can be influenced by various education and care programs.

Number of Infant Deaths, Butte County

Year	Number	Deaths per 1,000 Live Births	
		Butte	California
2001	10	4.3	5.3
2002	18	7.9	5.4
2003	15	6.3	5.2
2004	14	5.9	5.2
2005	17	6.9	5.3
2006	16	6.1	5.0
2007	20	7.9	5.2
2008	14	5.6	5.1
2009	12	4.9	4.9
2010	12	4.9	4.7

Source: California Department of Public Health



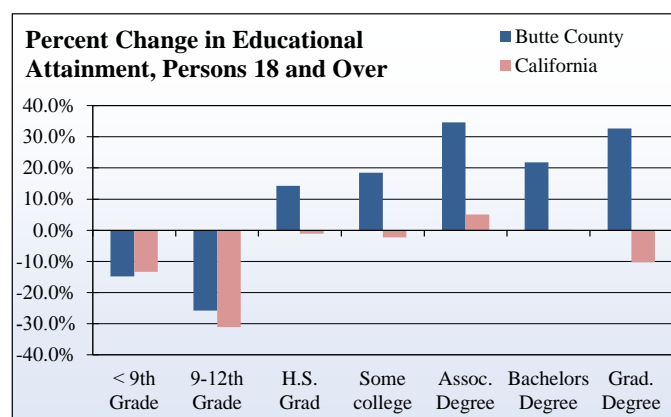
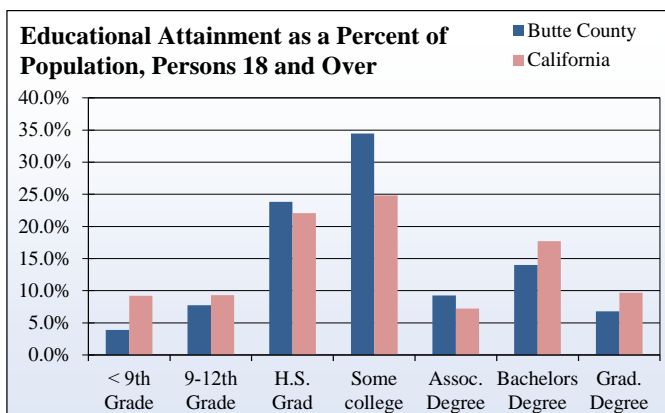
4.3 Educational Attainment

What is it?

Educational attainment is the highest level of education attained by individuals living in the region. The American Community Survey collects data on educational attainment produces estimates annually for counties with more than 65,000 people, for three-year periods in counties larger than 20,000, and for five-year periods in all other counties.

How is it used?

An educated workforce is an important factor for economic development. Educational attainment is linked with the skill level of the workforce. Greater portions of the population with higher educational attainment are linked to higher incomes and lower unemployment. Generally, people with college degrees have an easier time finding jobs. In addition, higher education is linked with higher incomes.



Butte County Population by Educational Attainment, Population 18 and Over

Educational Attainment	2000	2011	Percent of total in 2011		Change from 2000 to 2011	
			County	California	County	California
Less than 9th grade	8,010	6,826	3.9 %	9.2 %	- 14.8 %	- 13.4 %
9th to 12th grade, no diploma	18,257	13,549	7.8 %	9.3 %	- 25.8 %	- 31.1 %
High school graduate or equivalent	36,399	41,606	23.8 %	22.1 %	14.3 %	- 1.1 %
Some college, no degree	50,823	60,223	34.5 %	24.8 %	18.5 %	- 2.3 %
Associate's degree	12,020	16,181	9.3 %	7.2 %	34.6 %	5.0 %
Bachelor's degree	20,073	24,452	14.0 %	17.7 %	21.8 %	0.2 %
Graduate or professional degree	8,942	11,863	6.8 %	9.7 %	32.7 %	- 10.3 %
Total Persons Age 18 and Over	154,524	174,700	100.0 %	100.0 %	13.1 %	- 6.7 %

Source: U.S. Bureau of the Census, 2000, 2011 ACS

4.4 High School Dropout Rate

What is it?

High school dropout rates are calculated by the California Department of Education, and are based on the National Center for Education Statistics definition. The data is derived by adding the number of dropouts from the 12th grade that year, the 11th grade the previous year, the 10th grade two years ago, and the 9th grade three years ago; divided by that sum plus the number of graduates.

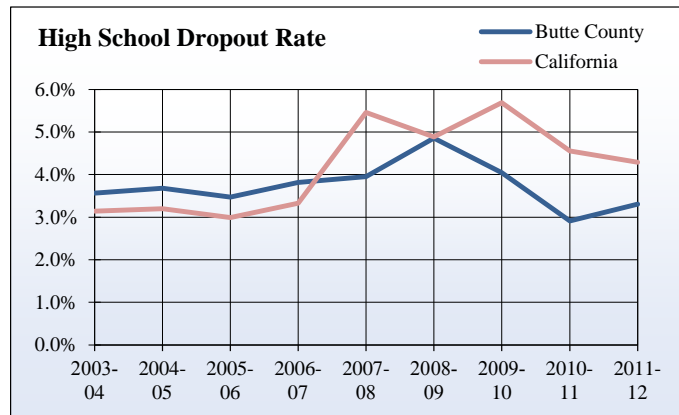
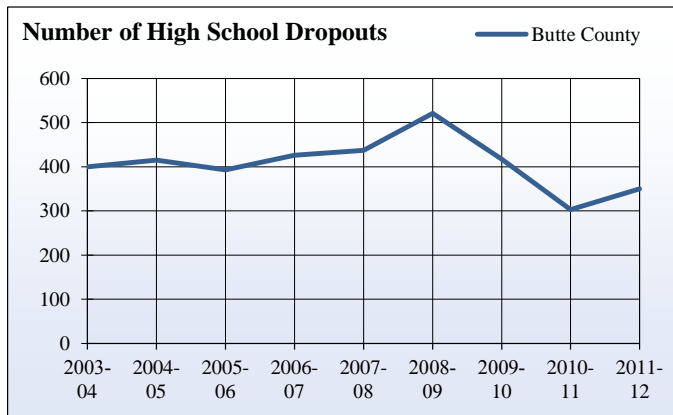
How is it used?

This rate is an indicator of how well youth are prepared to enter the workforce or to obtain higher levels of education. Lower dropout rates are directly related to lower levels of poverty and higher incomes, which improves economies and diversifies the workforce.

High School Dropouts, Butte County

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
1995-1996	485	5.2 %	4.4 %
1996-1997	399	4.0 %	3.9 %
1997-1998	410	4.0 %	3.3 %
1998-1999	384	3.5 %	2.9 %
1999-2000	423	3.8 %	2.8 %
2000-2001	324	2.9 %	2.8 %
2001-2002	276	2.5 %	2.8 %
2002-2003	307	2.7 %	2.7 %
2003-2004	400	3.6 %	3.1 %
2004-2005	415	3.7 %	3.2 %
2005-2006	393	3.5 %	3.0 %
2006-2007	426	3.8 %	3.3 %
2007-2008	437	3.9 %	5.5 %
2008-2009	521	4.9 %	4.9 %
2009-2010	417	4.0 %	5.7 %
2010-2011	303	2.9 %	4.6 %
2011-2012	350	3.3 %	4.3 %

Source: California Department of Education



4.5 Crime Rates

What is it?

Crime rate is the number of reported crimes per 100,000 people. It is reported by the California Department of Justice and represents misdemeanor and felony reports but not infractions.

How is it used?

Crime is an important factor in terms of an area's perceived quality of life. An area with a high crime rate is often seen as a much less attractive place to live than one with a low rate. While it is impossible to predict when or where a crime will occur, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies. Crime rates can rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement agencies. Another issue is where crime rates are calculated in areas with low population and lots of commercial area – crime rates for these areas is artificially high because most crime occurs in commercial areas. Therefore, careful analysis is needed when evaluating change in crime rates.

Property Crimes, Butte County

Year	Burglary	Motor Vehicle		Larceny Over \$400	Total
		Theft			
2000	1,754	795		833	3,382
2001	1,779	958		999	3,736
2002	1,606	1,405		826	3,837
2003	2,331	1,275		978	4,584
2004	2,452	1,420		1,115	4,987
2005	2,235	1,344		988	4,567
2006	2,085	1,010		1,038	4,133
2007	1,840	875		1,002	3,717
2008	1,860	787		1,055	3,702
2009	1,733	840		1,006	3,579
2010	1,849	576		1,048	3,473

Source: California Department of Justice, Criminal Justice Statistics Center

Violent Crimes, Butte County

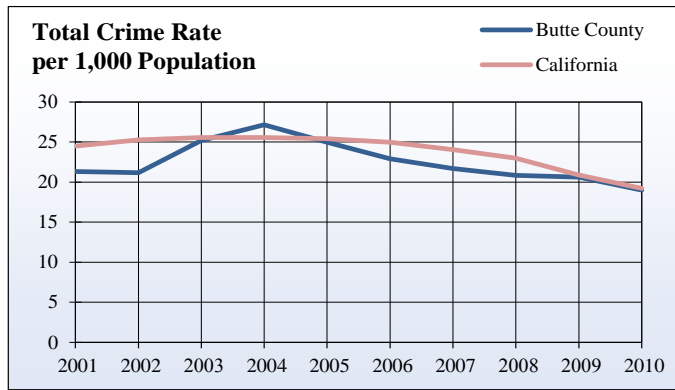
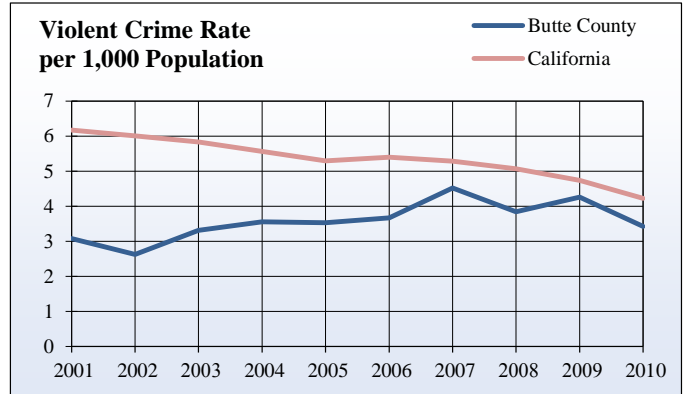
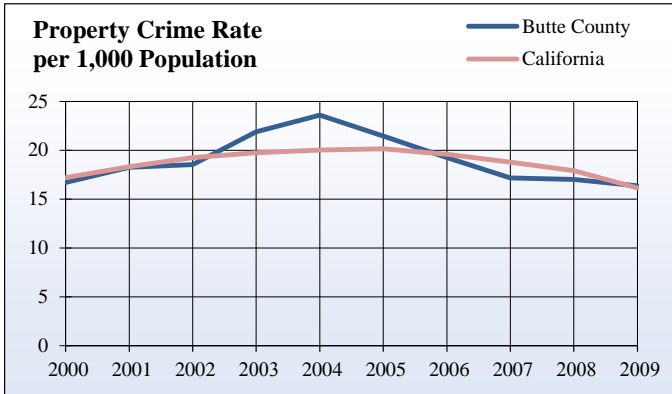
Year	Homicide	Forcible		Aggravated Assault	Total
		Rape	Robbery		
2000	8	77	139	475	699
2001	11	81	132	405	629
2002	5	64	136	337	542
2003	9	97	121	466	693
2004	6	92	129	525	752
2005	10	98	166	478	752
2006	11	113	144	519	787
2007	9	127	176	665	977
2008	7	92	169	568	836
2009	10	87	187	648	932
2010	7	92	157	506	762

Source: California Department of Justice, Criminal Justice Statistics Center

Crime Rate per 1,000 Population, Butte County

Year	Property Crime Rate		Violent Crime Rate		Total Crime Rate	
	County	California	County	California	County	California
2000	16.7	17.2	3.4	6.3	20.1	23.5
2001	18.3	18.3	3.1	6.2	21.3	24.5
2002	18.5	19.2	2.6	6.0	21.2	25.2
2003	21.9	19.7	3.3	5.8	25.2	25.6
2004	23.6	20.0	3.6	5.6	27.1	25.6
2005	21.4	20.1	3.5	5.3	25.0	25.4
2006	19.3	19.6	3.7	5.4	22.9	25.0
2007	17.2	18.8	4.5	5.3	21.7	24.0
2008	17.0	17.9	3.8	5.1	20.8	23.0
2009	16.4	16.1	4.3	4.7	20.6	20.9
2010	15.6	15.0	3.4	4.2	19.0	19.2

Source: California Department of Justice, Criminal Justice Statistics Center



4.6 Voter Registration and Participation

What is it?

Voter information includes voter registration and political party affiliation. It is reported by the California Secretary of State.

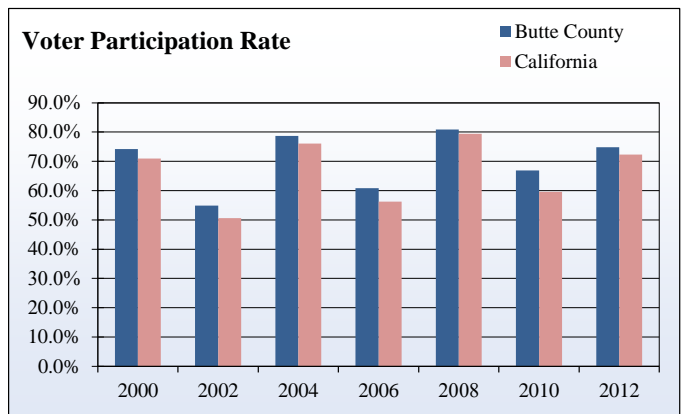
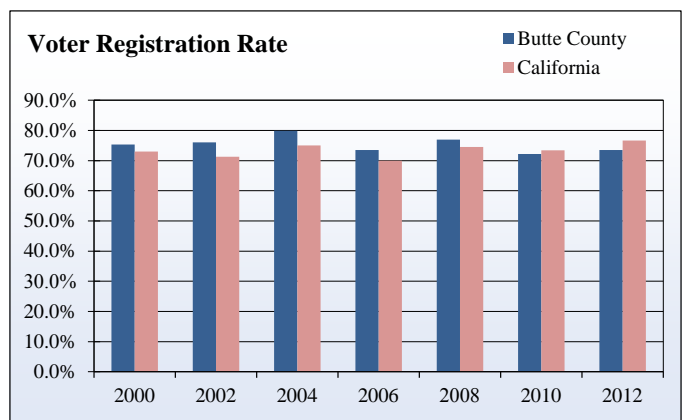
How is it used?

People typically choose a political party representing social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds. In 2010, California voters approved an open primary system where any voter can choose any candidate in the primary election, regardless of party registration. It remains to be seen how this will affect evaluation of voter registration data.

Voter Participation in General Elections, Butte County

Year	Eligible to Register	Registered Voters	Total Voters	Registration Rate	Participation Rate
2000	150,823	113,576	84,248	75.3 %	74.2 %
2002	149,948	113,988	62,511	76.0 %	54.8 %
2004	154,305	123,318	96,967	79.9 %	78.6 %
2006	157,429	115,659	70,298	73.5 %	60.8 %
2008	159,670	122,841	99,392	76.9 %	80.9 %
2010	160,298	115,737	77,434	72.2 %	66.9 %
2012	166,679	122,554	91,722	73.5 %	74.8 %

Source: California Secretary of State, Elections Divisions



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5 Industry Indicators

Industry indicators show the status and growth of key industries linked to economic growth in Northern California. Most economic development efforts in Northern California focus on some if not all of these industries. Their growth is linked with the environmental, economic, and social improvement of Northern California communities.

Butte County's top earning industries are government, retail, and agriculture. The percent of total earnings of government workers is slightly lower in Butte County than that of California. Agriculture and retail are both higher percentage wise in total earnings for Butte County when compared to California. Some of the county's industries such as construction and travel and recreation began to decline in 2006 and were moderately affected by the recession. However, many of the industries in Butte County showed signs of recovery from the recession through a positive change in earnings in 2010.

The number of jobs in the agriculture industry has been rising steadily since 2006 but actually declined slightly in 2011. Currently, agriculture provides only 4.6 percent of the total jobs and accounts for 5 percent of earnings in Butte County. Agriculture in Butte County is dominated walnuts, rice milling, and almonds. Agricultural earnings have been on the rise since 2004.

Construction in Butte County provides around 5 percent of the total jobs and 3 percent of total earnings. Construction earnings in the County peaked in 2006, at the same time as they did in California, and crashed with the rest of the market. Construction earnings in Butte County have recovered slower than the average for California, and earnings are still below the pre-recession levels. Value of new housing in Butte County follows the overall housing market trend; although it is more extreme and sporadic. This variability can be explained by the fact that any change in housing construction makes a big impact in a small market.

Manufacturing in Butte County makes up less than 2 percent of all jobs and 3 percent of total earnings. Compared to manufacturing in California, which makes up roughly 7 percent of the total jobs and 8 percent of the earnings.

Travel and recreation jobs peaked in 2008 when they made up 9.3 percent of total jobs and 2.3 percent of total earnings, but have steadily fallen since then. The percent of travel and recreation jobs and earnings of Butte County and California is similar.

Retail jobs and earnings in Butte County and California were mildly affected by the recession. Retail earnings in the County fell by roughly 8% and 10% for California during the recession. Retail jobs fell by about 5% in the County and California.

Government jobs and the income from these jobs have held relatively steady for both Butte County and for California. Government jobs in Butte County currently make up 15 percent of total jobs in the area and approximately 12 percent of the total earnings approximately the same percentages for California.



In this Section

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5.1 Agricultural Including Forestry and Fishing

What is it?

The agricultural sector of the economy has vast effects on the entire economy as a whole, especially in rural areas. When agricultural production changes, it leads to an effect on overall jobs and income not only in the agricultural sectors, but in other industries as well. The United States Department of Agriculture releases a summary of the agricultural commissioner's reports to track the changes in overall agricultural production. Farm income is separated by livestock and crop measurements, government payments and other payments. The distribution of farm income represents farm wages separated by proprietor and corporate farm income. Top crops by value shows the top ten crops by total revenue within the county. Agriculture jobs and income are also provided to show how locals benefit from the agriculture industry.

How is it used?

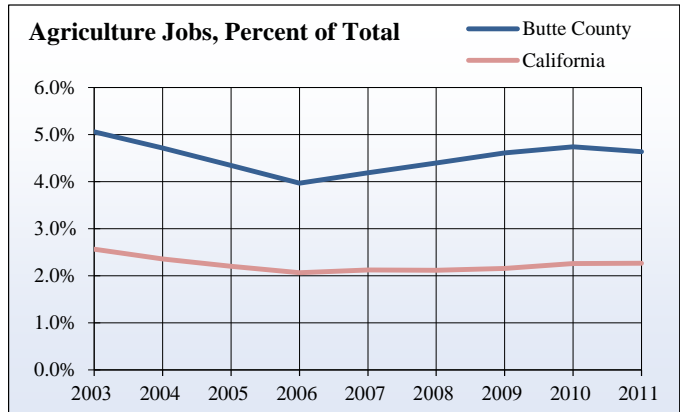
Agriculture is typically a base industry, that is, it is responsible for bringing in revenues from outside the county to support the local economy. Values for agricultural production are important to monitor because they indicate how much agriculture is contributing year-to-year. Agriculture tends to be a volatile industry, subject to annual fluctuations based on weather, crop prices, and other factors, and so the sustainability of the agricultural sector depends on stability over a longer period of time.

Agriculture Jobs, Butte County

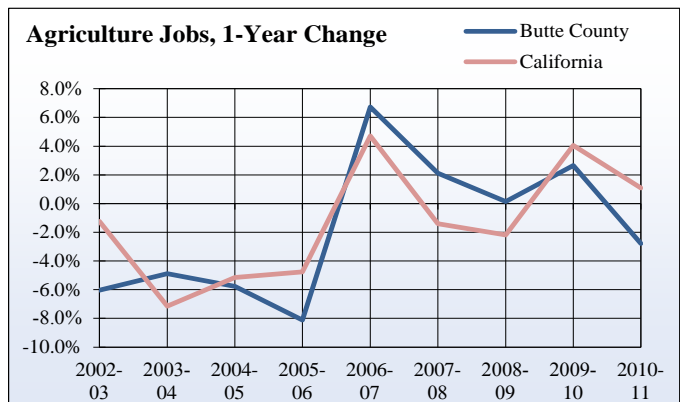
Year	Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	5,476	n/a	n/a	5.4 %	2.6 %
2003	5,145	- 6.0 %	- 1.2 %	5.1 %	2.6 %
2004	4,894	- 4.9 %	- 7.1 %	4.7 %	2.4 %
2005	4,612	- 5.8 %	- 5.1 %	4.3 %	2.2 %
2006	4,238	- 8.1 %	- 4.8 %	4.0 %	2.1 %
2007	4,523	6.7 %	4.7 %	4.2 %	2.1 %
2008	4,619	2.1 %	- 1.4 %	4.4 %	2.1 %
2009	4,626	0.2 %	- 2.2 %	4.6 %	2.2 %
2010	4,749	2.7 %	4.1 %	4.7 %	2.3 %
2011	4,617	- 2.8 %	1.1 %	4.6 %	2.3 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Agriculture Jobs, Percent of Total



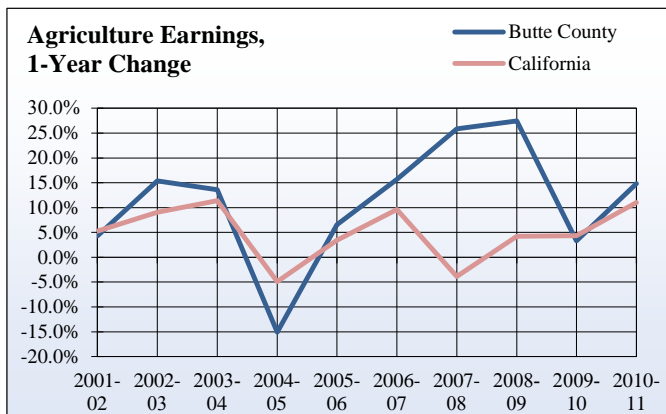
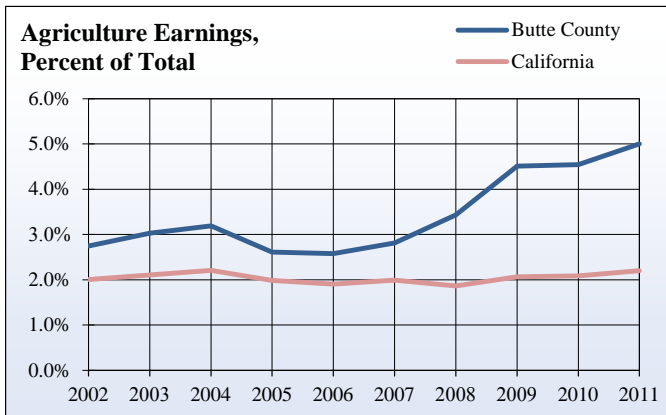
Agriculture Jobs, 1-Year Change



Agriculture Earnings (in Thousands), Butte County

Year	Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 140,967	4.3 %	5.3 %	2.7 %	2.0 %
2003	\$ 162,641	15.4 %	9.0 %	3.0 %	2.1 %
2004	\$ 184,719	13.6 %	11.4 %	3.2 %	2.2 %
2005	\$ 156,859	-15.1 %	-4.9 %	2.6 %	2.0 %
2006	\$ 167,114	6.5 %	3.4 %	2.6 %	1.9 %
2007	\$ 193,288	15.7 %	9.6 %	2.8 %	2.0 %
2008	\$ 243,240	25.8 %	-3.9 %	3.4 %	1.9 %
2009	\$ 310,052	27.5 %	4.2 %	4.5 %	2.1 %
2010	\$ 320,290	3.3 %	4.3 %	4.5 %	2.1 %
2011	\$ 367,751	14.8 %	11.0 %	5.0 %	2.2 %

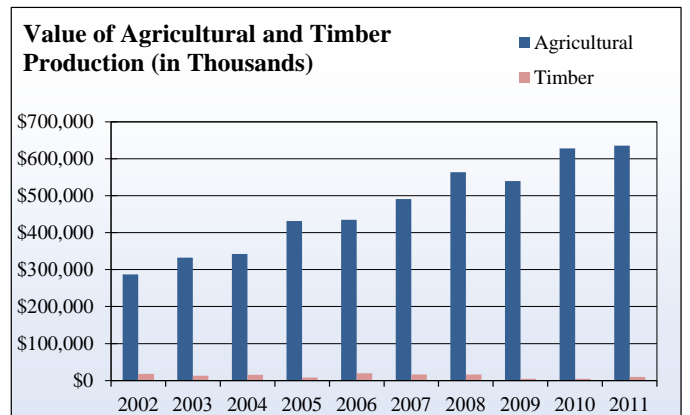
Source: U.S. Department of Commerce, Bureau of Economic Analysis



Value of Agricultural and Timber Production (in Thousands) Butte County

Year	Agricultural Value	Timber Value	Timber as a Percent of Total Value	Total Value
2001	\$ 254,625	\$ 32,878	11.4 %	\$ 287,503
2002	\$ 287,497	\$ 18,056	5.9 %	\$ 305,553
2003	\$ 332,146	\$ 13,264	3.8 %	\$ 345,410
2004	\$ 342,542	\$ 15,032	4.2 %	\$ 357,574
2005	\$ 432,028	\$ 7,662	1.7 %	\$ 439,690
2006	\$ 434,550	\$ 19,653	4.3 %	\$ 454,203
2007	\$ 490,784	\$ 16,550	3.3 %	\$ 507,334
2008	\$ 563,930	\$ 15,998	2.8 %	\$ 579,928
2009	\$ 540,085	\$ 4,429	0.8 %	\$ 544,514
2010	\$ 627,819	\$ 4,741	0.7 %	\$ 632,560
2011	\$ 635,707	\$ 9,459	1.5 %	\$ 645,166

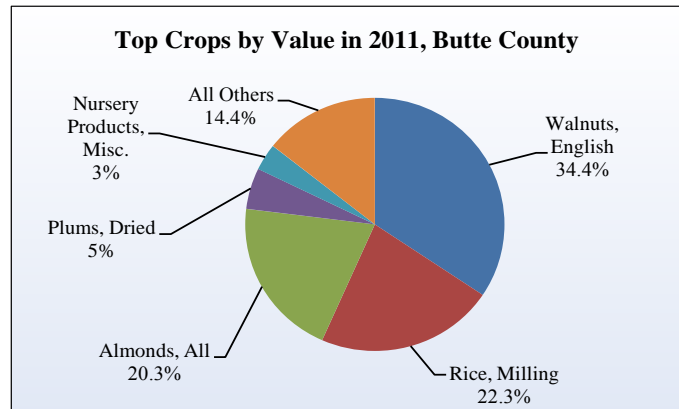
Source: California Ag Statistics Service, California Department of Finance



Top Crops by Value in 2011, Butte County

Crop	Value
Walnuts, English	\$ 218,680,000
Rice, Milling	\$ 141,515,000
Almonds, All	\$ 129,080,000
Plums, Dried	\$ 33,291,000
Nursery Products, Misc.	\$ 21,728,000
Rice, Seed	\$ 15,340,000
Fruits & Nuts, Unspecified	\$ 11,169,000
Cattle & Calves, Unspecified	\$ 8,913,000
Peaches, Clingstone	\$ 7,975,000
Field Crops, Unspecified	\$ 7,076,000
Apiary Products, Pollination Fees	\$ 40,940,000
Total Value of Agriculture	\$ 635,707,000

Source: California Agricultural Statistics Service, California Department of Finance



Source of Farm Income (in Thousands), Butte County

	Cash Receipts		Government Payments	Other Misc. Income
	Livestock	Crops		
2002	\$ 11,287	\$ 206,324	\$ 48,895	\$ 29,268
2003	\$ 14,006	\$ 229,817	\$ 52,818	\$ 34,887
2004	\$ 14,946	\$ 238,099	\$ 31,607	\$ 40,611
2005	\$ 12,204	\$ 249,761	\$ 32,308	\$ 37,397
2006	\$ 12,184	\$ 276,018	\$ 24,478	\$ 46,252
2007	\$ 11,790	\$ 305,370	\$ 27,442	\$ 35,484
2008	\$ 10,759	\$ 399,810	\$ 22,605	\$ 50,798
2009	\$ 9,675	\$ 412,077	\$ 20,743	\$ 45,090
2010	\$ 14,593	\$ 463,826	\$ 24,989	\$ 48,697
2011	\$ 18,052	\$ 506,664	\$ 23,124	\$ 57,399

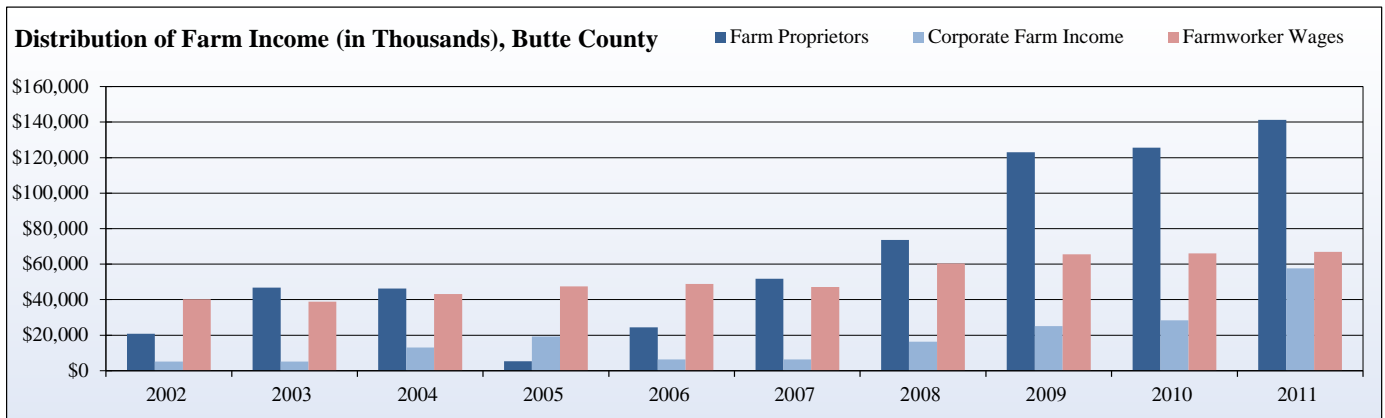
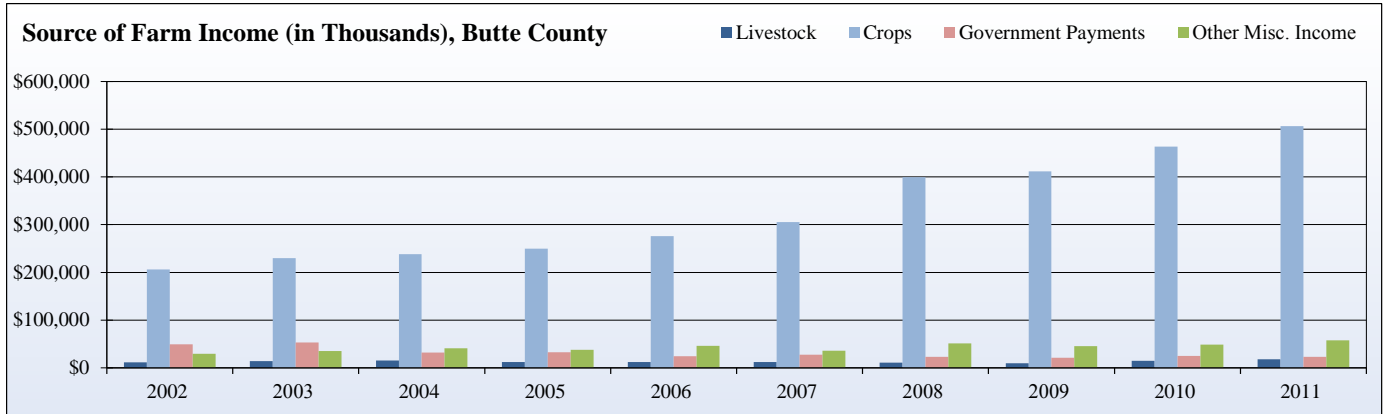
Source: U.S. Department of Commerce, Bureau of Economic Analysis
(D = Withheld disclosure of confidential business data)

Distribution of Farm Income (in Thousands), Butte County

	Farm Proprietors	Corporate Farm Income	Farmworker Wages
2002	\$ 20,760	\$ 5,172	\$ 40,280
2003	\$ 46,706	\$ 5,172	\$ 38,907
2004	\$ 46,263	\$ 13,015	\$ 43,220
2005	\$ 5,389	\$ 19,316	\$ 47,557
2006	\$ 24,426	\$ 6,351	\$ 48,929
2007	\$ 51,699	\$ 6,318	\$ 47,072
2008	\$ 73,673	\$ 16,344	\$ 60,357
2009	\$ 123,002	\$ 25,181	\$ 65,501
2010	\$ 125,615	\$ 28,386	\$ 66,029
2011	\$ 141,193	\$ 57,656	\$ 66,914

Source: U.S. Department of Commerce, Bureau of Economic Analysis
(D = Withheld disclosure of confidential business data)





5.2 Energy and Utilities

What is it?

Electricity use and generation is reported by the California Energy Commission. Electricity generation capacity is the amount of energy that power plants with more than 0.1 megawatts in capacity are capable of producing, assuming they are running at full capacity 100 percent of the time. Actual production is somewhat less than capacity, especially for plant types that use less reliable sources, such as solar, wind, and hydroelectric. Energy and utilities jobs and income are also provided to show how locals benefit from the industry.

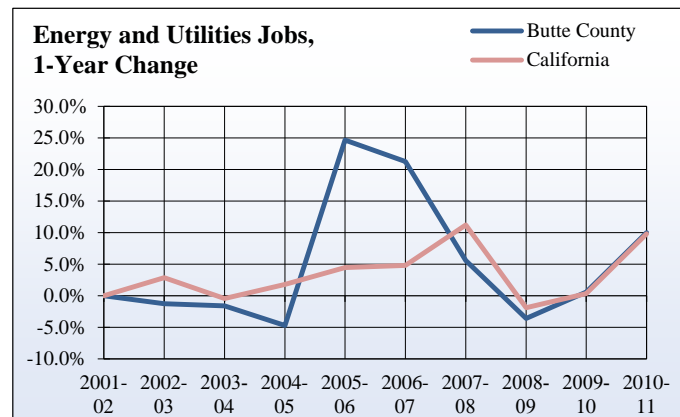
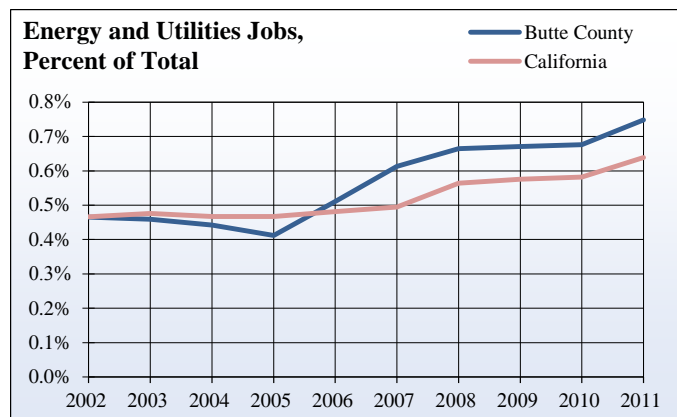
How is it used?

Changes in electrical generation capacity allow planners an estimate of growth and capabilities of electrical capacity. The data can be compared to energy use in the Environment section to evaluate whether an area is energy self-sufficient. In addition, energy is often a base industry in rural counties and provides a valuable economic indicator.

Energy and Utilities Jobs, Butte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	473	n/a	n/a	0.5 %	0.5 %
2003	467	- 1.3 %	2.9 %	0.5 %	0.5 %
2004	460	- 1.6 %	- 0.4 %	0.4 %	0.5 %
2005	438	- 4.7 %	1.8 %	0.4 %	0.5 %
2006	546	24.7 %	4.5 %	0.5 %	0.5 %
2007	662	21.2 %	4.8 %	0.6 %	0.5 %
2008	699	5.6 %	11.2 %	0.7 %	0.6 %
2009	674	- 3.6 %	- 1.9 %	0.7 %	0.6 %
2010	678	0.6 %	0.4 %	0.7 %	0.6 %
2011	746	10.0 %	9.8 %	0.7 %	0.6 %

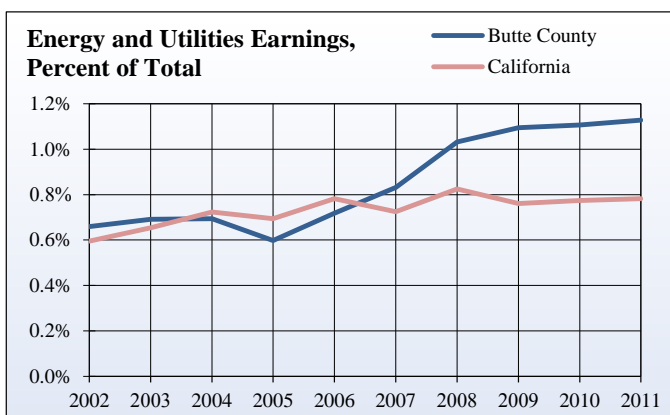
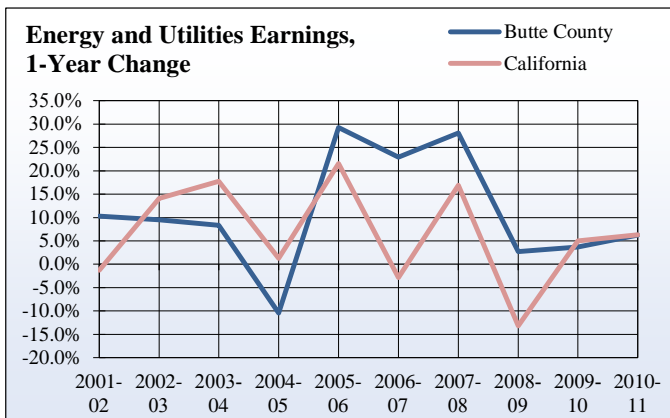
Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Energy and Utilities Earnings (in Thousands),
Butte County**

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 33,841	10.3 %	- 1.3 %	0.66 %	0.6 %
2003	\$ 37,060	9.5 %	14.1 %	0.69 %	0.7 %
2004	\$ 40,157	8.4 %	17.7 %	0.69 %	0.7 %
2005	\$ 35,970	- 10.4 %	1.3 %	0.60 %	0.7 %
2006	\$ 46,491	29.2 %	21.6 %	0.72 %	0.8 %
2007	\$ 57,142	22.9 %	- 2.9 %	0.83 %	0.7 %
2008	\$ 73,183	28.1 %	16.9 %	1.03 %	0.8 %
2009	\$ 75,181	2.7 %	- 13.2 %	1.09 %	0.8 %
2010	\$ 77,956	3.7 %	5.0 %	1.11 %	0.8 %
2011	\$ 82,835	6.3 %	6.3 %	1.13 %	0.8 %

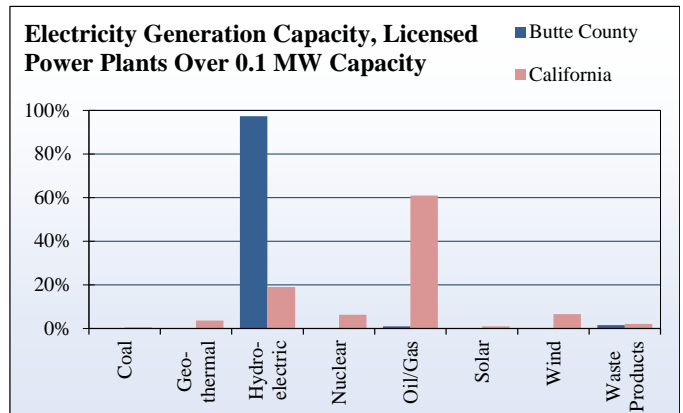
Source: U.S. Department of Commerce, Bureau of Economic Analysis



Electricity Generation Capacity, Butte County

Facility Type	Total Capacity (Megawatts)	Percent of Capacity	
		County	California
Coal	0.0	0.0%	0.5 %
Geothermal	0.0	0.0%	3.6 %
Hydroelectric	1,038.6	97.4 %	19.1 %
Nuclear	0.0	0.0%	6.3 %
Oil/Gas	9.6	0.9 %	60.9 %
Solar	1.4	0.1 %	1.0 %
Wind	0.0	0.0%	6.5 %
Waste Products	16.5	1.5 %	2.0 %

Source: The California Energy Commission



5.3 Construction

What is it?

New housing units indicate growth in both construction and population. The California Construction Industry Research Board provides statistics that indicate the status of construction in each county by city. The data is tabulated for single- and multiple-family units and a percentage is provided for comparison. The permitted value of new construction shows the type of growth in new construction. Construction jobs and income are also provided to show how locals benefit from the construction industry.

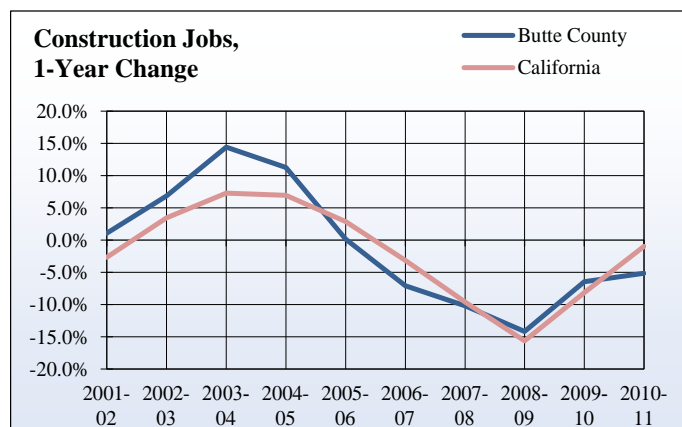
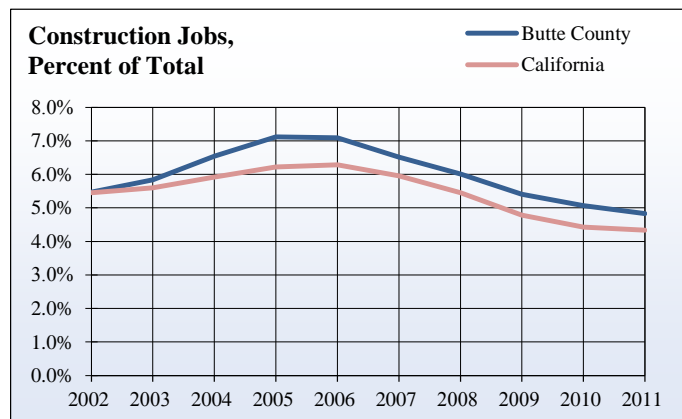
How is it used?

Construction is often a leading indicator of economic growth. Increasing production often requires new or reconstructed facilities. Construction is also an important industry providing jobs, although the industry statewide has seen a major decrease in activity due to the economic downturn.

Construction Jobs, Butte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	5,560	1.1 %	- 2.6 %	5.5 %	5.5 %
2003	5,940	6.8 %	3.4 %	5.8 %	5.6 %
2004	6,798	14.4 %	7.3 %	6.5 %	5.9 %
2005	7,564	11.3 %	7.0 %	7.1 %	6.2 %
2006	7,575	0.1 %	2.9 %	7.1 %	6.3 %
2007	7,038	- 7.1 %	- 3.2 %	6.5 %	6.0 %
2008	6,322	- 10.2 %	- 9.6 %	6.0 %	5.5 %
2009	5,428	- 14.1 %	- 15.6 %	5.4 %	4.8 %
2010	5,079	- 6.4 %	- 8.1 %	5.1 %	4.4 %
2011	4,817	- 5.2 %	- 1.0 %	4.8 %	4.3 %

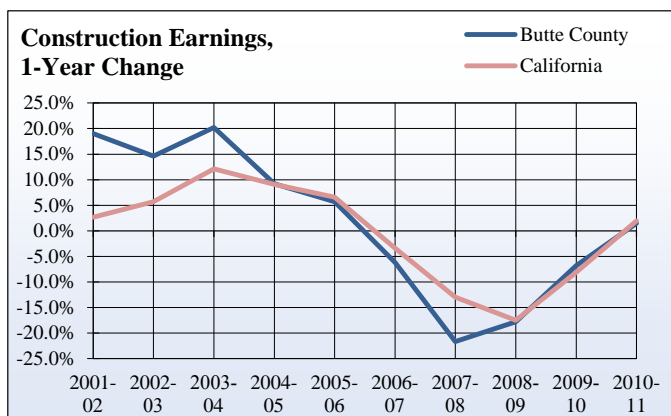
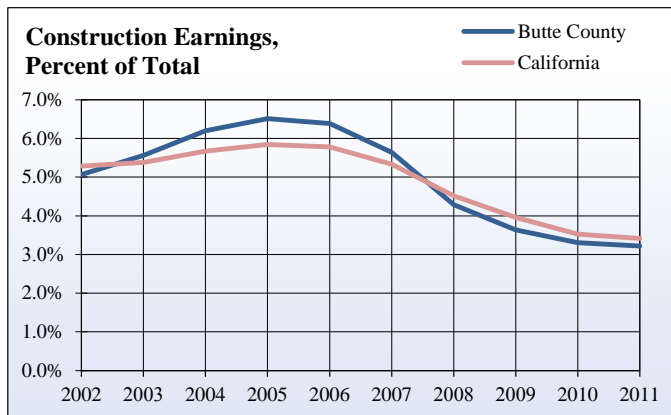
Source: U.S. Department of Commerce, Bureau of Economic Analysis



Construction Earnings (in Thousands), Butte County

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 260,161	19.0 %	2.6 %	5.1 %	5.3 %
2003	\$ 298,187	14.6 %	5.7 %	5.6 %	5.4 %
2004	\$ 358,411	20.2 %	12.1 %	6.2 %	5.7 %
2005	\$ 391,361	9.2 %	9.1 %	6.5 %	5.8 %
2006	\$ 413,597	5.7 %	6.6 %	6.4 %	5.8 %
2007	\$ 387,919	- 6.2 %	- 3.4 %	5.6 %	5.3 %
2008	\$ 304,015	- 21.6 %	- 13.0 %	4.3 %	4.5 %
2009	\$ 249,934	- 17.8 %	- 17.5 %	3.6 %	4.0 %
2010	\$ 232,976	- 6.8 %	- 8.1 %	3.3 %	3.5 %
2011	\$ 236,480	1.5 %	1.9 %	3.2 %	3.4 %

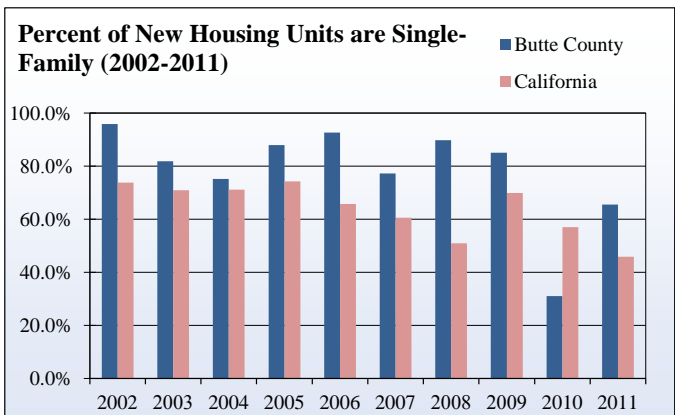
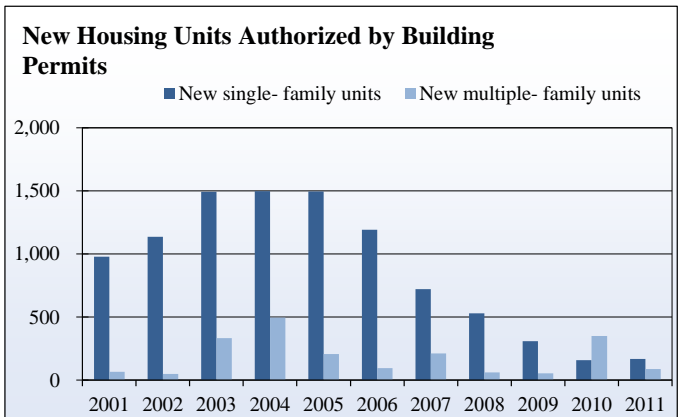
Source: U.S. Department of Commerce, Bureau of Economic Analysis



New Housing Units Authorized by Building Permits, Butte County

Year	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family	
				County	California
2001	978	66	1,044	93.7 %	71.9 %
2002	1,136	49	1,185	95.9 %	73.8 %
2003	1,493	332	1,825	81.8 %	70.9 %
2004	1,498	495	1,993	75.2 %	71.1 %
2005	1,494	206	1,700	87.9 %	74.2 %
2006	1,191	95	1,286	92.6 %	65.8 %
2007	720	212	932	77.3 %	60.5 %
2008	529	60	589	89.8 %	50.9 %
2009	308	54	362	85.1 %	69.9 %
2010	157	350	507	31.0 %	57.0 %
2011	169	89	258	65.5 %	45.8 %
Total	9,673	2,008	11,681	82.8 %	68.5 %

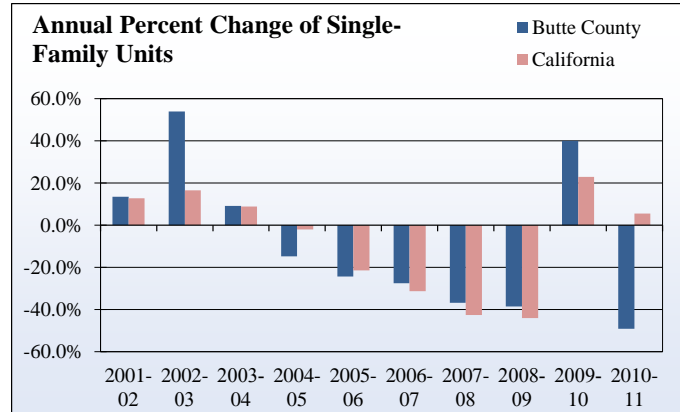
Source: California Construction Industry Research Board



Annual Percent Change of New Housing Units Authorized by Building Permits

Year	Annual Percent Change	
	Butte County	California
2001-02	13.5 %	12.8 %
2002-03	54.0 %	16.6 %
2003-04	9.2 %	8.8 %
2004-05	-14.7 %	-2.0 %
2005-06	-24.4 %	-21.3 %
2006-07	-27.5 %	-31.2 %
2007-08	-36.8 %	-42.5 %
2008-09	-38.5 %	-43.9 %
2009-10	40.1 %	22.9 %
2010-11	-49.1 %	5.6 %

Source: California Construction Industry Research Board



Total New Housing Units Authorized by Building Permits, Cities in Butte County

City/Town	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Chico	499	510	949	841	606	530	368	227	181	417	126
Gridley	17	5	9	13	152	112	25	12	2	1	3
Paradise	67	76	91	125	70	46	46	27	9	5	0
Unincorporated Area	444	551	700	786	789	568	568	289	168	81	69

Source: California Construction Industry Research Board

Percent of New Housing Units Authorized by Building Permits are Single-Family (2001-2011)

City/Town	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family
Chico	3,917	1,845	5,762	68.0 %
Gridley	420	5	425	98.8 %
Paradise	575	62	637	90.3 %
Unincorporated	5,213	4	5,217	99.9 %

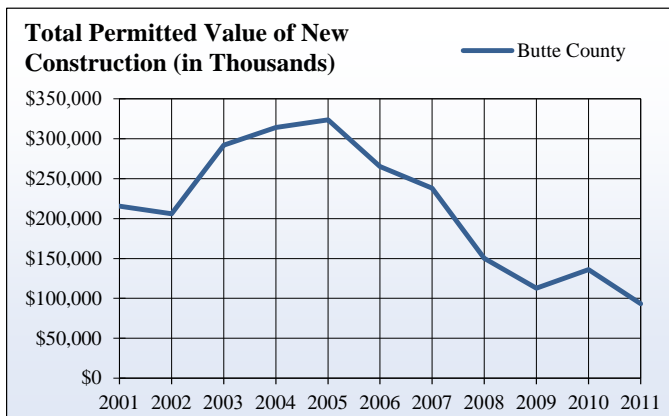
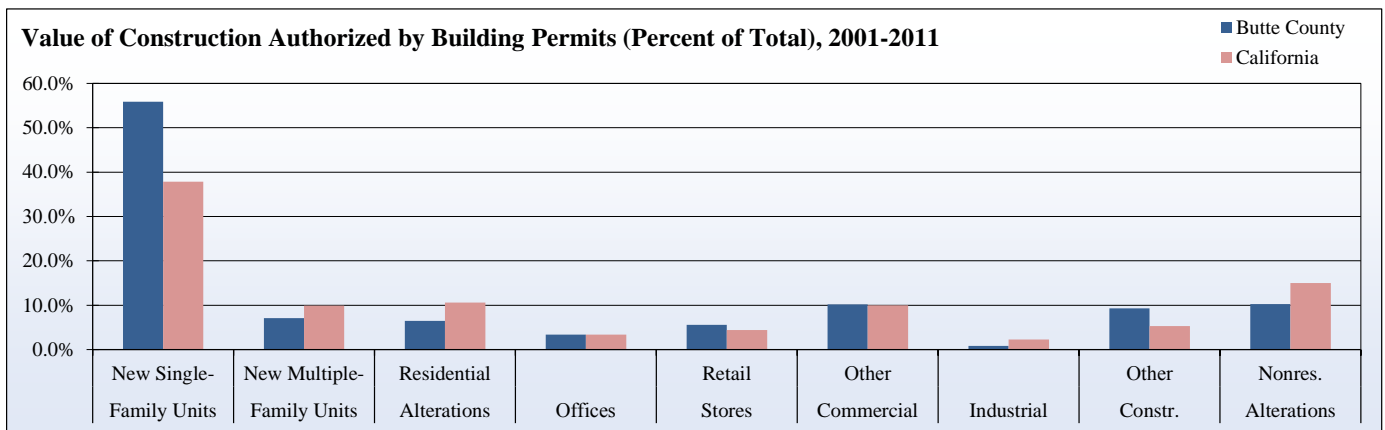
Source: California Construction Industry Research Board



Permitted Value of New Construction (in Thousands), Butte County

Year	New Single-Family Units	New Multiple-Family Units	Residential Alterations	Offices	Retail Stores	Other Commercial	Industrial	Other Constr.	Nonres. Alterations	Total Value
2001	\$ 123,302	\$ 5,008	\$ 10,016	\$ 15,851	\$ 22,366	\$ 39,617	\$ 1,539	\$ 25,238	\$ 11,045	\$ 215,764
2002	\$ 135,565	\$ 3,251	\$ 12,580	\$ 11,749	\$ 9,306	\$ 21,585	\$ 2,592	\$ 15,417	\$ 15,009	\$ 205,998
2003	\$ 181,473	\$ 26,961	\$ 15,993	\$ 14,314	\$ 9,785	\$ 26,600	\$ 622	\$ 19,830	\$ 20,725	\$ 292,203
2004	\$ 188,451	\$ 38,715	\$ 15,064	\$ 9,553	\$ 15,034	\$ 38,501	\$ 403	\$ 15,446	\$ 17,658	\$ 314,239
2005	\$ 214,542	\$ 16,104	\$ 15,997	\$ 6,804	\$ 11,740	\$ 19,357	\$ 7,556	\$ 24,234	\$ 26,120	\$ 323,909
2006	\$ 171,767	\$ 7,908	\$ 13,696	\$ 0	\$ 17,666	\$ 17,666	\$ 486	\$ 20,710	\$ 33,083	\$ 265,316
2007	\$ 102,910	\$ 18,922	\$ 17,899	\$ 6,561	\$ 27,476	\$ 45,268	\$ 2,186	\$ 21,983	\$ 28,831	\$ 237,999
2008	\$ 73,652	\$ 6,195	\$ 14,857	\$ 8,229	\$ 6,080	\$ 14,636	\$ 0	\$ 13,098	\$ 27,614	\$ 150,051
2009	\$ 57,668	\$ 4,787	\$ 10,708	\$ 0	\$ 6,426	\$ 6,426	\$ 0	\$ 17,208	\$ 16,073	\$ 112,870
2010	\$ 29,613	\$ 30,790	\$ 16,056	\$ 496	\$ 2,313	\$ 2,809	\$ 1,801	\$ 33,327	\$ 21,495	\$ 135,891
2011	\$ 34,128	\$ 10,031	\$ 13,189	\$ 3,436	\$ 3,764	\$ 7,201	\$ 0	\$ 5,778	\$ 22,969	\$ 93,296
Total	\$ 1,427,552	\$ 180,465	\$ 164,794	\$ 86,490	\$ 142,076	\$ 261,175	\$ 21,443	\$ 237,812	\$ 262,986	\$ 2,556,227

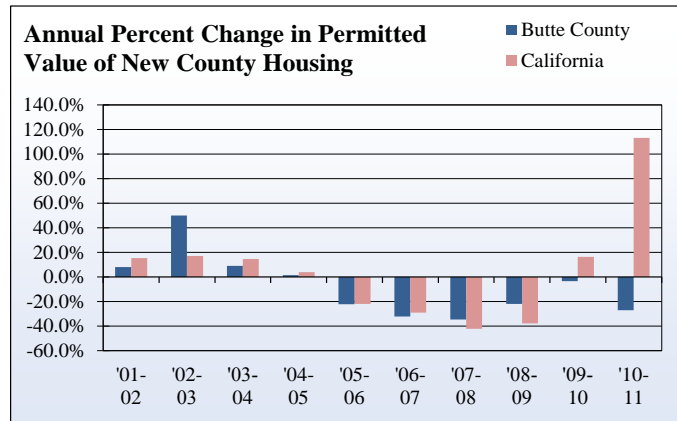
Source: California Construction Industry Research Board



Annual Percent Change in Permitted Value of New Housing Units, Butte County

Year	Change in Total Value of New Single and Multi-Family Units	
	County	California
2001-02	8.2 %	15.4 %
2002-03	50.2 %	17.1 %
2003-04	9.0 %	14.8 %
2004-05	1.5 %	4.1 %
2005-06	-22.1 %	-21.9 %
2006-07	-32.2 %	-29.0 %
2007-08	-34.5 %	-42.0 %
2008-09	-21.8 %	-37.6 %
2009-10	-3.3 %	16.3 %
2010-11	-26.9 %	113.1 %

Source: California Construction Industry Research Board



5.4 Manufacturing

What is it?

Manufacturing is defined in the President’s Office of Management and Budget’s North American Industrial Classification System as the mechanical, physical, or chemical transformation of materials, substances, or components into new products. Manufacturing jobs and income are also provided to show how locals benefit from the manufacturing industry.

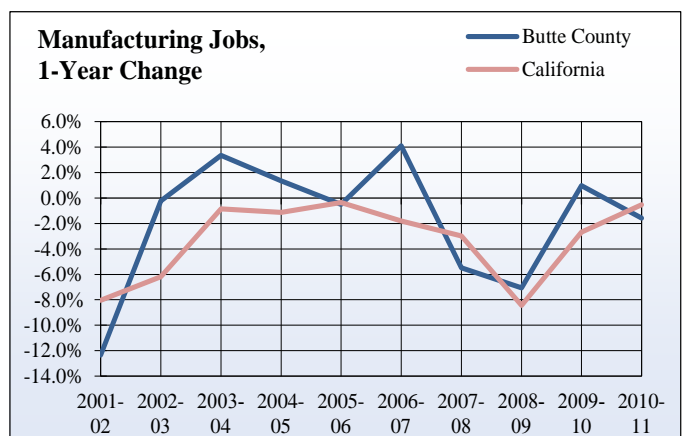
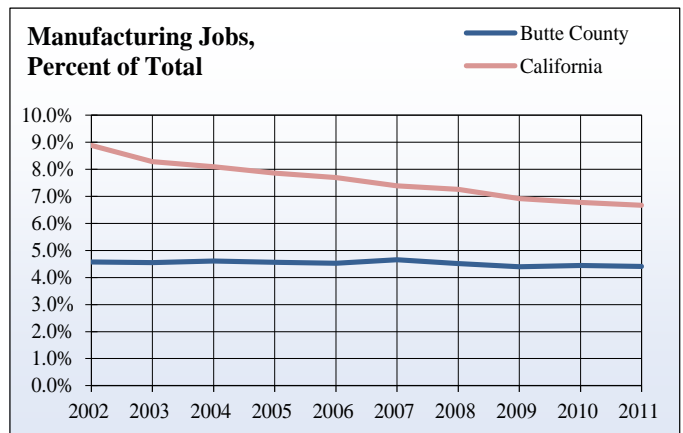
How is it used?

Manufacturing is usually an economic base industry, making it an important local economic indicator. Certain manufacturing industries are affected either positively or negatively to economic shocks. If an industry is showing growth during this current economic downturn, that industry may be critical to the county’s economic recovery. Counties that experience growth in manufacturing, or less decline than others during the current downturn, become marketable for related industries.

Manufacturing Jobs, Butte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	4,646	- 12.3 %	- 8.0 %	4.6 %	8.9 %
2003	4,635	- 0.2 %	- 6.2 %	4.6 %	8.3 %
2004	4,790	3.3 %	- 0.8 %	4.6 %	8.1 %
2005	4,855	1.4 %	- 1.1 %	4.6 %	7.9 %
2006	4,831	- 0.5 %	- 0.4 %	4.5 %	7.7 %
2007	5,029	4.1 %	- 1.8 %	4.7 %	7.4 %
2008	4,753	- 5.5 %	- 3.0 %	4.5 %	7.3 %
2009	4,417	- 7.1 %	- 8.4 %	4.4 %	6.9 %
2010	4,460	1.0 %	- 2.7 %	4.4 %	6.8 %
2011	4,390	- 1.6 %	- 0.5 %	4.4 %	6.7 %

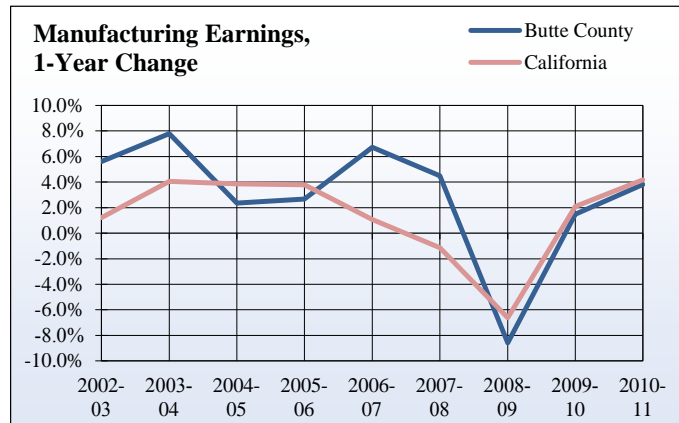
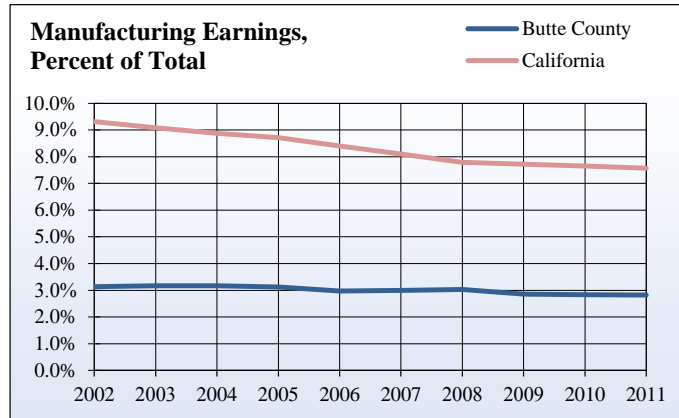
Source: U.S. Department of Commerce, Bureau of Economic Analysis



Manufacturing Earnings (in Thousands), Butte County

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 161,134	- 12.4 %	- 4.8 %	3.1 %	9.3 %
2003	\$ 170,181	5.6 %	1.2 %	3.2 %	9.1 %
2004	\$ 183,433	7.8 %	4.1 %	3.2 %	8.9 %
2005	\$ 187,759	2.4 %	3.9 %	3.1 %	8.7 %
2006	\$ 192,772	2.7 %	3.8 %	3.0 %	8.4 %
2007	\$ 205,736	6.7 %	1.1 %	3.0 %	8.1 %
2008	\$ 214,973	4.5 %	- 1.1 %	3.0 %	7.8 %
2009	\$ 196,491	- 8.6 %	- 6.6 %	2.9 %	7.7 %
2010	\$ 199,409	1.5 %	2.1 %	2.8 %	7.6 %
2011	\$ 207,007	3.8 %	4.2 %	2.8 %	7.6 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



5.5 Travel and Recreation

What is it?

The travel and recreation industry includes the amount of travel expenditures by point of sale made in the county by visitors. Travel and tourism expenditures were provided by the California Travel and Tourism Commission. Travel and recreation jobs and income are also provided to show how locals benefit from the industry.

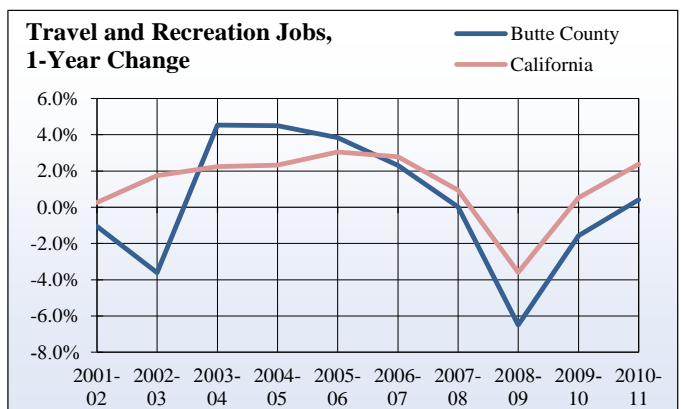
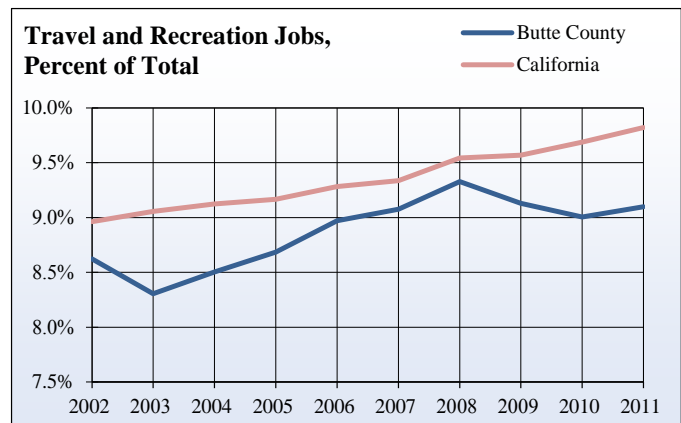
How is it used?

Travel into a county can show the desirability of the county to attract visitors. Visitor-serving industries are often an important economic base industry because they attract spending from outside of the area. This makes travel and recreation industry performance an important local economic indicator.

Travel and Recreation Jobs, Butte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	8,765	- 1.1 %	0.3 %	8.6 %	9.0 %
2003	8,449	- 3.6 %	1.8 %	8.3 %	9.1 %
2004	8,832	4.5 %	2.2 %	8.5 %	9.1 %
2005	9,230	4.5 %	2.3 %	8.7 %	9.2 %
2006	9,585	3.8 %	3.0 %	9.0 %	9.3 %
2007	9,806	2.3 %	2.8 %	9.1 %	9.3 %
2008	9,808	0.0 %	0.9 %	9.3 %	9.5 %
2009	9,171	- 6.5 %	- 3.6 %	9.1 %	9.6 %
2010	9,028	- 1.6 %	0.5 %	9.0 %	9.7 %
2011	9,065	0.4 %	2.4 %	9.1 %	9.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Travel and Recreation Earnings (in Thousands),
Butte County**

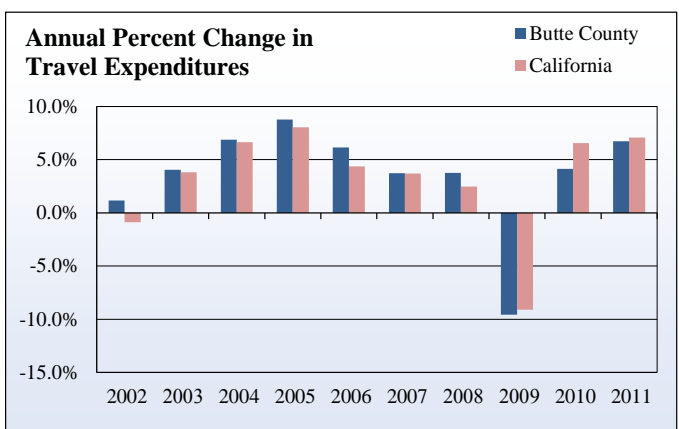
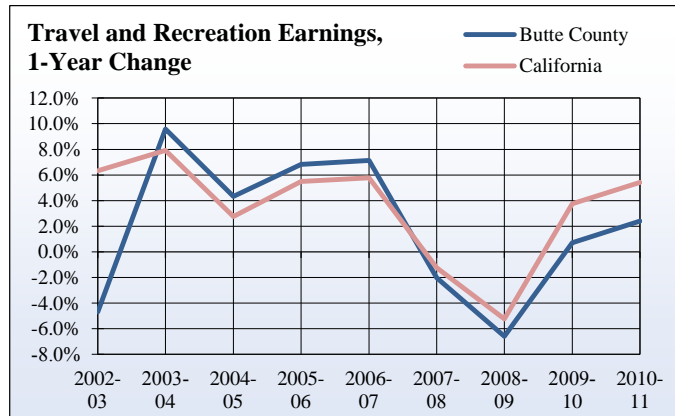
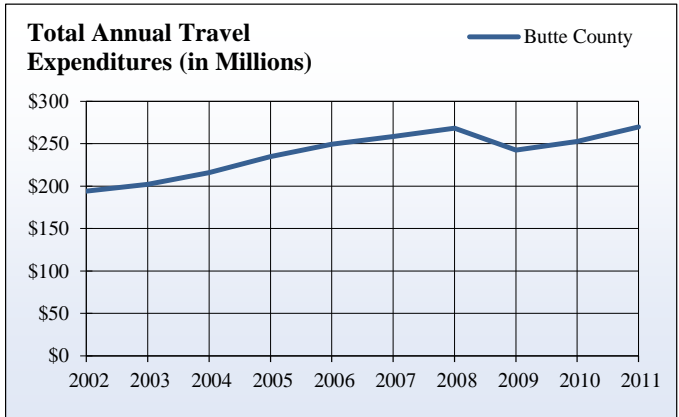
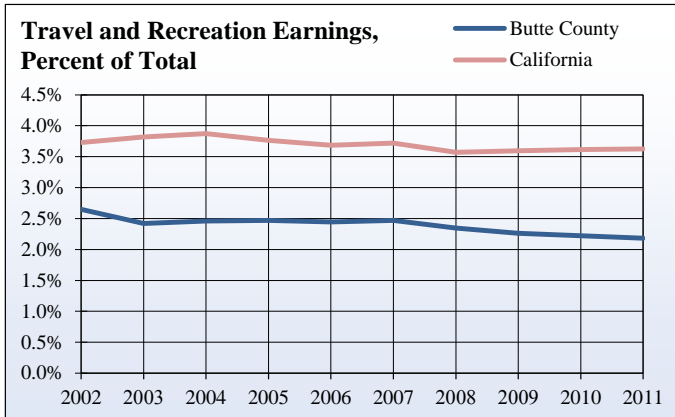
Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 136,128	n/a	n/a	2.6 %	3.7 %
2003	\$ 129,737	- 4.7 %	6.3 %	2.4 %	3.8 %
2004	\$ 142,170	9.6 %	7.9 %	2.5 %	3.9 %
2005	\$ 148,322	4.3 %	2.8 %	2.5 %	3.8 %
2006	\$ 158,437	6.8 %	5.5 %	2.4 %	3.7 %
2007	\$ 169,736	7.1 %	5.8 %	2.5 %	3.7 %
2008	\$ 166,314	- 2.0 %	- 1.2 %	2.3 %	3.6 %
2009	\$ 155,358	- 6.6 %	- 5.2 %	2.3 %	3.6 %
2010	\$ 156,467	0.7 %	3.8 %	2.2 %	3.6 %
2011	\$ 160,221	2.4 %	5.4 %	2.2 %	3.6 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

**Total Annual Travel Expenditures (in Millions),
Butte County**

Year	Expenditures in County	Annual percent change	Expenditure in California	Annual percent change
2003	\$ 201.9	4.1 %	\$ 76,819	3.8 %
2004	\$ 215.8	6.9 %	\$ 81,929	6.7 %
2005	\$ 234.7	8.8 %	\$ 88,514	8.0 %
2006	\$ 249.2	6.2 %	\$ 92,388	4.4 %
2007	\$ 258.5	3.7 %	\$ 95,796	3.7 %
2008	\$ 268.2	3.8 %	\$ 98,169	2.5 %
2009	\$ 242.5	- 9.6 %	\$ 89,243	-9.1 %
2010	\$ 252.5	4.1 %	\$ 95,103	6.6 %
2011	\$ 269.5	6.7 %	\$ 101,832	7.1 %

Source: California Travel and Tourism Commission, Dean Runyan Assoc.



5.6 Retail Sales

What is it?

This section includes taxable retail sales. It also includes nonretail and total taxable sales because goods and services sold by nonretail stores and offices often serve as a substitute for sales at retail stores. Items subject to sales tax are included, which covers any items considered nonessential food items. Items not included in taxable sales include milk, bread, cereal, and other basic foods not prepared for final consumption. Retail jobs and income are also provided to show how locals benefit from the retail industry.

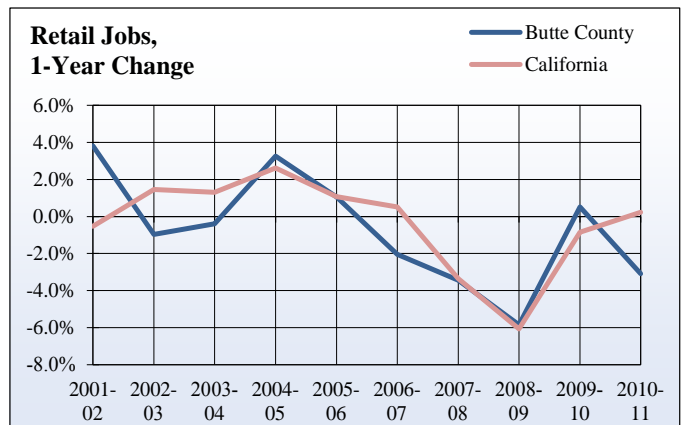
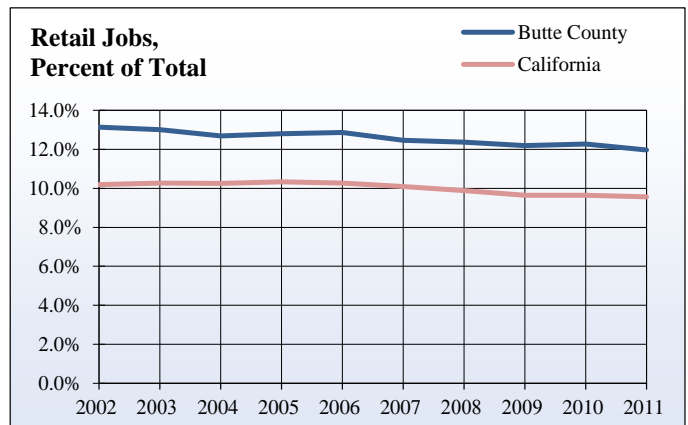
How is it used?

Retail is usually a local-serving industry, meaning it primarily sells to people living within the area. Retail activity is usually impacted by changes in traditionally base industries like agriculture and manufacturing. It is used to assess the economic impact of changes in base industries. Retail is also typically one of the largest industry sectors in local economies.

Retail Jobs, Butte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	13,359	3.8 %	- 0.5 %	13.1 %	10.2 %
2003	13,231	- 1.0 %	1.5 %	13.0 %	10.3 %
2004	13,178	- 0.4 %	1.3 %	12.7 %	10.3 %
2005	13,606	3.2 %	2.6 %	12.8 %	10.3 %
2006	13,750	1.1 %	1.1 %	12.9 %	10.3 %
2007	13,468	- 2.1 %	0.5 %	12.5 %	10.1 %
2008	13,005	- 3.4 %	- 3.3 %	12.4 %	9.9 %
2009	12,245	- 5.8 %	- 6.1 %	12.2 %	9.6 %
2010	12,307	0.5 %	- 0.8 %	12.3 %	9.6 %
2011	11,927	- 3.1 %	0.2 %	12.0 %	9.6 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Retail Earnings (in Thousands), Butte County

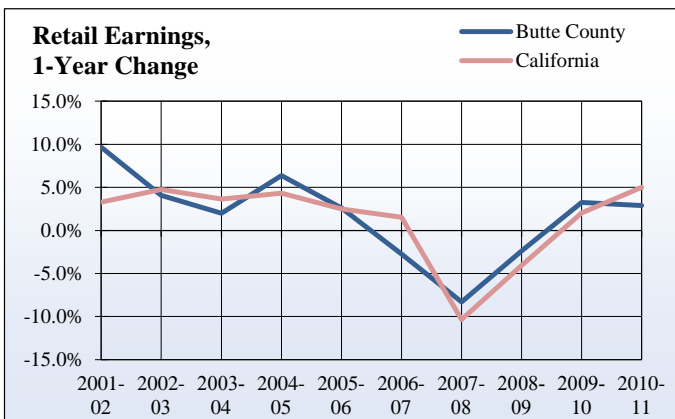
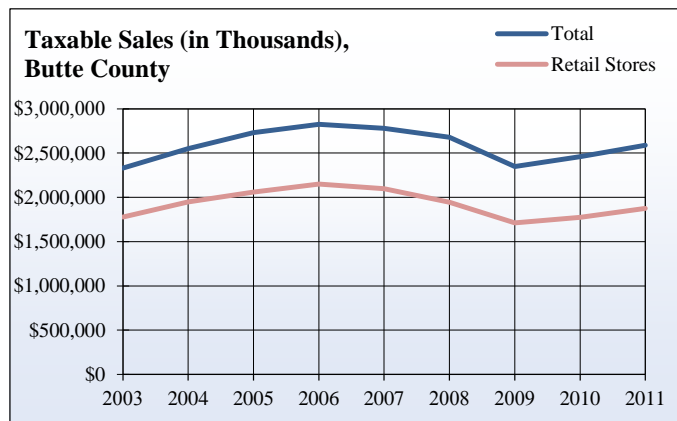
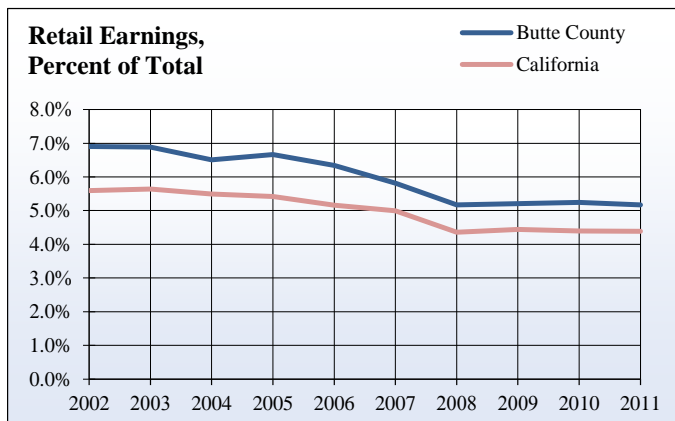
Year	Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 354,713	9.7 %	3.3 %	6.9 %	5.6 %
2003	\$ 369,138	4.1 %	4.8 %	6.9 %	5.6 %
2004	\$ 376,562	2.0 %	3.6 %	6.5 %	5.5 %
2005	\$ 400,483	6.4 %	4.3 %	6.7 %	5.4 %
2006	\$ 410,890	2.6 %	2.5 %	6.3 %	5.2 %
2007	\$ 399,641	- 2.7 %	1.5 %	5.8 %	5.0 %
2008	\$ 366,517	- 8.3 %	- 10.4 %	5.2 %	4.4 %
2009	\$ 357,769	- 2.4 %	- 4.1 %	5.2 %	4.4 %
2010	\$ 369,387	3.2 %	2.0 %	5.2 %	4.4 %
2011	\$ 380,064	2.9 %	5.0 %	5.2 %	4.4 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Total Taxable Sales, Retail and Non-retail (in Thousands), Butte County

Year	Retail Stores	Non-retail	Total
2003	\$ 1,778,860	\$ 552,004	\$ 2,330,864
2004	\$ 1,948,720	\$ 602,246	\$ 2,550,966
2005	\$ 2,058,367	\$ 672,269	\$ 2,730,636
2006	\$ 2,150,225	\$ 675,322	\$ 2,825,547
2007	\$ 2,096,141	\$ 681,935	\$ 2,778,076
2008	\$ 1,944,144	\$ 734,026	\$ 2,678,170
2009	\$ 1,711,587	\$ 637,314	\$ 2,348,900
2010	\$ 1,773,107	\$ 686,612	\$ 2,459,719
2011	\$ 1,873,517	\$ 714,595	\$ 2,588,112

Source: California Board of Equalization



Taxable Sales Annual Change, Butte County

Year	Taxable Retail Sales		Total Taxable Sales	
	County	California	County	California
2003-2004	9.5 %	2.4 %	9.4 %	- 0.0 %
2004-2005	5.6 %	2.6 %	7.0 %	- 0.1 %
2005-2006	4.5 %	6.2 %	3.5 %	4.4 %
2006-2007	- 2.5 %	9.4 %	- 1.7 %	8.8 %
2007-2008	- 7.3 %	7.4 %	- 3.6 %	7.4 %
2008-2009	- 12.0 %	3.5 %	- 12.3 %	4.2 %
2009-2010	3.6 %	- 0.5 %	4.7 %	0.3 %
2010-2011	5.7 %	- 10.2 %	5.2 %	- 7.9 %

Source: California Board of Equalization



Total Taxable Sales in Cities (in Thousands), Butte County

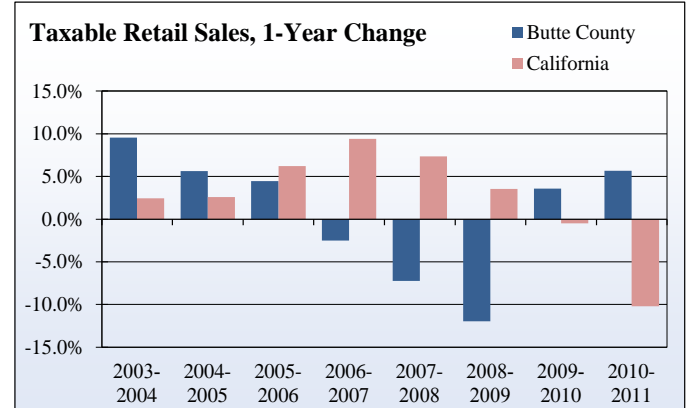
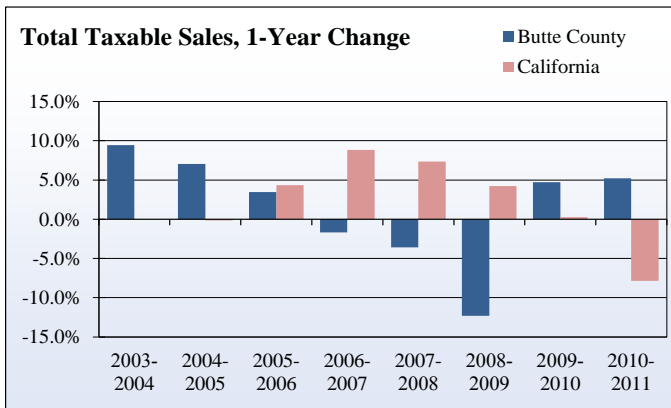
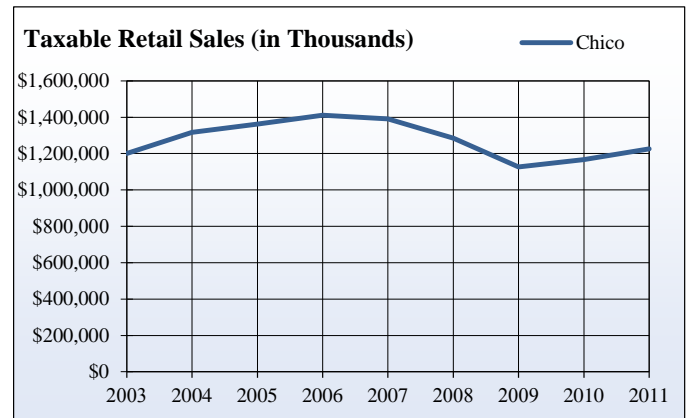
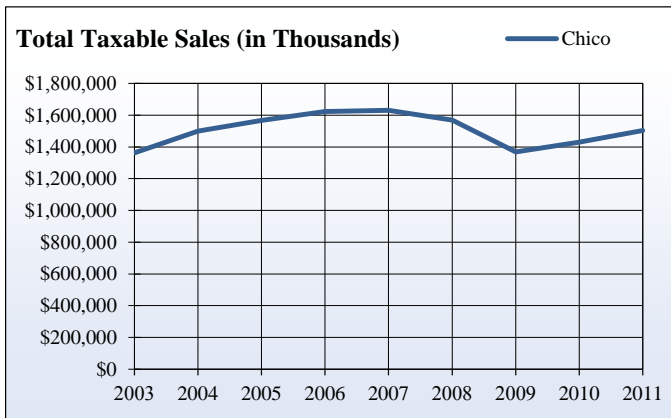
Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Chico	\$ 1,363,433	\$ 1,499,769	\$ 1,566,751	\$ 1,623,434	\$ 1,630,482	\$ 1,568,726	\$ 1,367,715	\$ 1,429,638	\$ 1,502,415
Oroville	\$ 259,216	\$ 276,098	\$ 308,712	\$ 328,719	\$ 322,945	\$ 318,492	\$ 279,280	\$ 288,191	\$ 314,221
Paradise	\$ 137,000	\$ 143,668	\$ 152,853	\$ 152,736	\$ 156,625	\$ 150,183	\$ 138,193	\$ 140,991	\$ 147,064
Gridley	\$ 74,263	\$ 82,319	\$ 88,103	\$ 93,404	\$ 89,223	\$ 88,603	\$ 79,305	\$ 81,660	\$ 82,776

Source: California Board of Equalization

Taxable Retail Sales in Cities (in Thousands), Butte County

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Chico	\$ 1,200,300	\$ 1,316,935	\$ 1,361,815	\$ 1,410,316	\$ 1,390,866	\$ 1,284,713	\$ 1,126,317	\$ 1,167,418	\$ 1,226,229
Oroville	\$ 209,774	\$ 227,792	\$ 257,254	\$ 275,659	\$ 277,034	\$ 265,862	\$ 242,177	\$ 246,847	\$ 263,082
Paradise	\$ 116,910	\$ 124,514	\$ 133,133	\$ 133,657	\$ 137,523	\$ 133,133	\$ 124,426	\$ 128,477	\$ 133,751
Gridley	\$ 69,522	\$ 76,867	\$ 80,093	\$ 84,197	\$ 81,950	\$ 78,911	\$ 67,195	\$ 68,942	\$ 73,917

Source: California Board of Equalization



5.7 Government

What is it?

This section includes revenue and expenditures to and from county government. It does not include city government revenues and expenditures, or those from special districts such as schools, utility districts, public safety districts, etc. Government jobs and income are also provided to show how locals benefit from government employment.

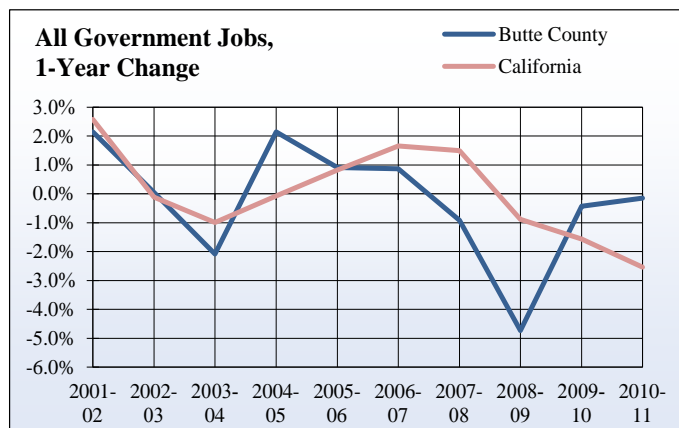
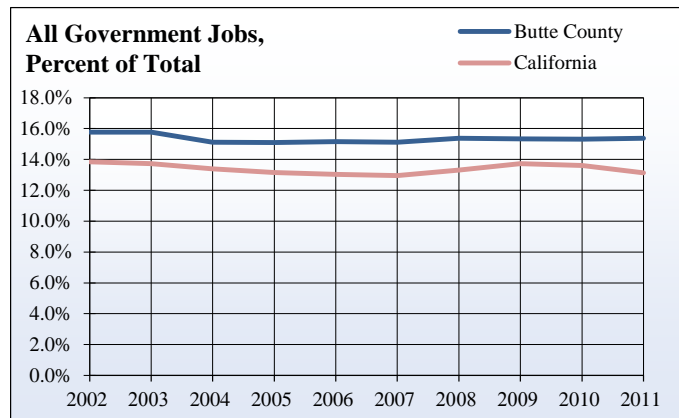
How is it used?

Local government revenue shows the amount of money generated by sources such as property taxes, sales taxes and federal and state funding. Expenditures show the amount of money spent on things such as police, fire, public assistance and health. Changes in funding over time can be compared to population growth to assess the degree to which local government can keep pace with the local demand for public services. Local government finance in California is tricky, so state and local officials need to see how changes in public finance methodology affect government finance at the local level. Because government is often a large portion of the local economy, increases or decreases in government spending can have a direct impact on the county's economy.

All Government Worker Jobs, Butte County

Year	Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2002	16,029	2.1 %	2.6 %	15.8 %	13.8 %
2003	16,036	0.0 %	- 0.1 %	15.8 %	13.7 %
2004	15,701	- 2.1 %	- 1.0 %	15.1 %	13.4 %
2005	16,038	2.1 %	- 0.1 %	15.1 %	13.1 %
2006	16,184	0.9 %	0.8 %	15.1 %	13.0 %
2007	16,325	0.9 %	1.7 %	15.1 %	13.0 %
2008	16,176	- 0.9 %	1.5 %	15.4 %	13.3 %
2009	15,411	- 4.7 %	- 0.9 %	15.3 %	13.7 %
2010	15,345	- 0.4 %	- 1.6 %	15.3 %	13.6 %
2011	15,322	- 0.1 %	- 2.5 %	15.4 %	13.1 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



**Government Worker Earnings (in Thousands),
Butte County**

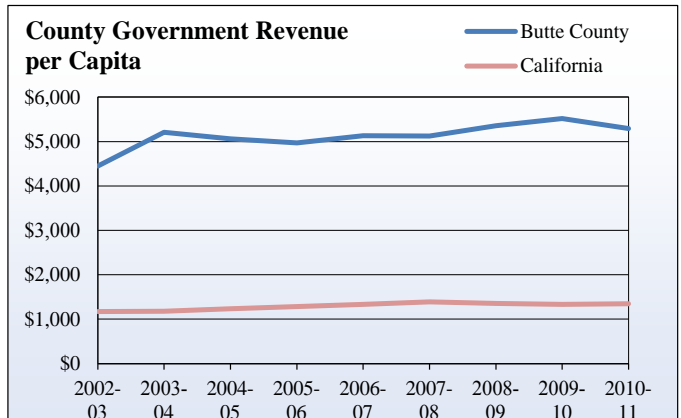
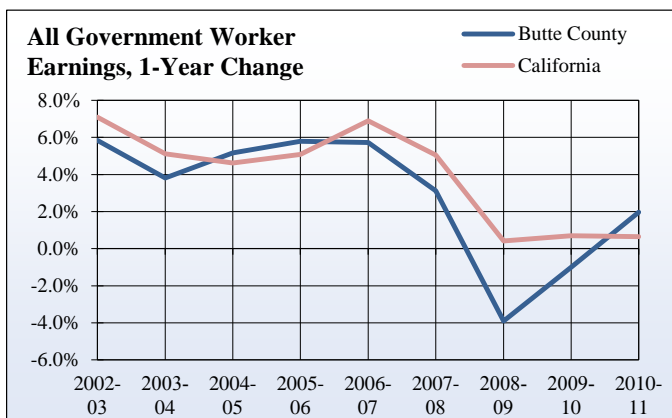
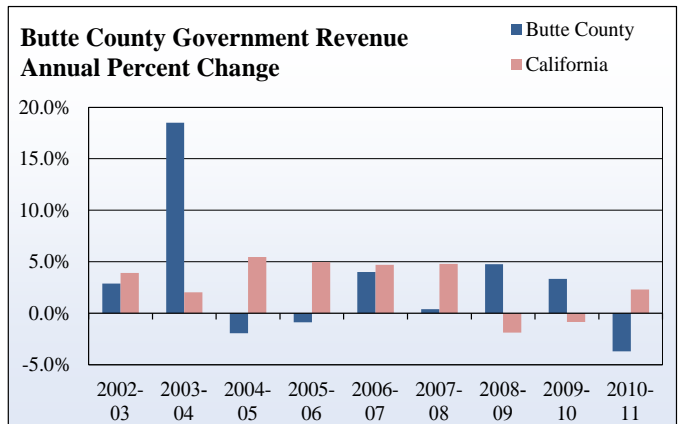
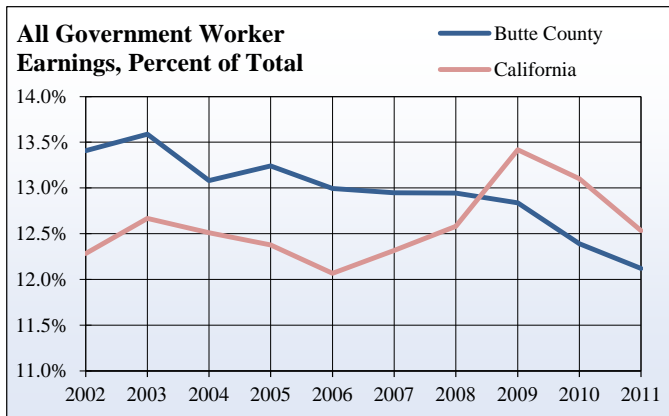
Year	Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2002	\$ 688,733	6.9 %	7.5 %	13.4 %	12.3 %
2003	\$ 728,938	5.8 %	7.1 %	13.6 %	12.7 %
2004	\$ 756,732	3.8 %	5.1 %	13.1 %	12.5 %
2005	\$ 795,825	5.2 %	4.6 %	13.2 %	12.4 %
2006	\$ 841,955	5.8 %	5.1 %	13.0 %	12.1 %
2007	\$ 890,120	5.7 %	6.9 %	12.9 %	12.3 %
2008	\$ 917,904	3.1 %	5.0 %	12.9 %	12.6 %
2009	\$ 882,075	- 3.9 %	0.4 %	12.8 %	13.4 %
2010	\$ 873,292	- 1.0 %	0.7 %	12.4 %	13.1 %
2011	\$ 890,457	2.0 %	0.6 %	12.1 %	12.5 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

County Government Revenue, Annual Percent Change

Year	Butte County		California
	Total	Percent Change	Percent Change
2002-03	\$ 273,734,220	2.9 %	3.9 %
2003-04	\$ 324,398,886	18.5 %	2.0 %
2004-05	\$ 318,059,234	- 2.0 %	5.5 %
2005-06	\$ 315,209,340	- 0.9 %	5.0 %
2006-07	\$ 327,768,069	4.0 %	4.7 %
2007-08	\$ 329,072,949	0.4 %	4.8 %
2008-09	\$ 344,730,494	4.8 %	- 1.9 %
2009-10	\$ 356,191,663	3.3 %	- 0.9 %
2010-11	\$ 342,973,092	- 3.7 %	2.3 %

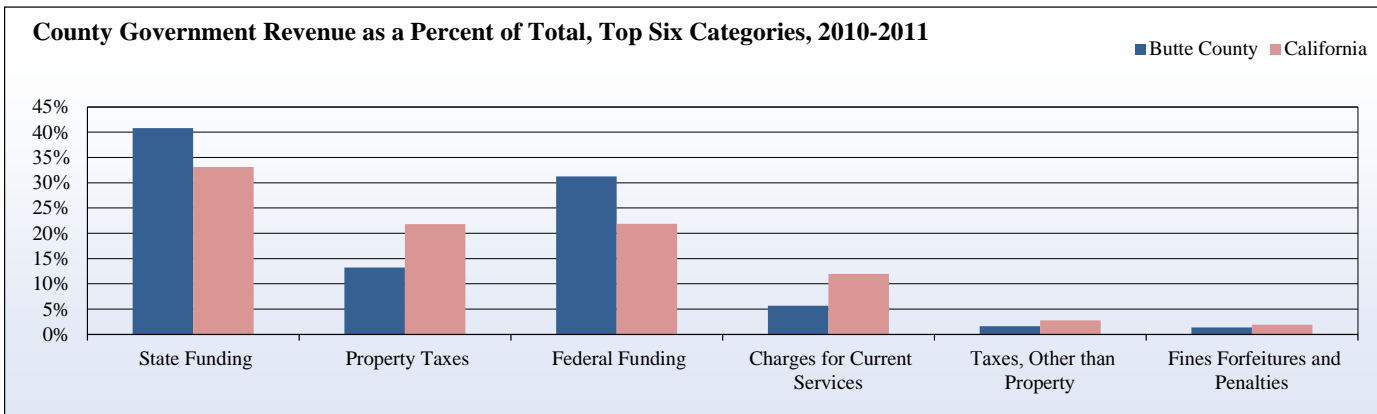
Source: California State Controllers Office, County Annual Reports



County Government Revenue Butte County Fiscal Year 2010-11

Revenue Source	Butte County		California Average
	Number	Percent of Total	Percent of Total
State Funding	\$ 139,936,264	40.8 %	33.2 %
Property Taxes	\$ 45,371,243	13.2 %	21.8 %
Federal Funding	\$ 107,236,474	31.3 %	21.9 %
Charges for Current Services	\$ 19,382,168	5.7 %	11.9 %
Taxes, Other than Property	\$ 5,653,437	1.6 %	2.8 %
Fines Forfeitures and Penalties	\$ 4,637,778	1.4 %	1.9 %
Liscenses Permits and Franchises	\$ 3,145,689	0.9 %	2.2 %
Govt. Other than State or Federal	\$ 6,150,219	1.8 %	2.0 %
Misc. and Other Financing Sources	\$ 8,582,640	2.5 %	1.0 %
From Use of Money and Property	\$ 2,751,051	0.8 %	1.0 %
Special Benefit Assesments	\$ 0	0.0 %	0.3 %
Transfers In	\$ 126,129	0.0 %	0.0 %
Total Funding	\$ 342,973,092	100.0 %	100.0 %

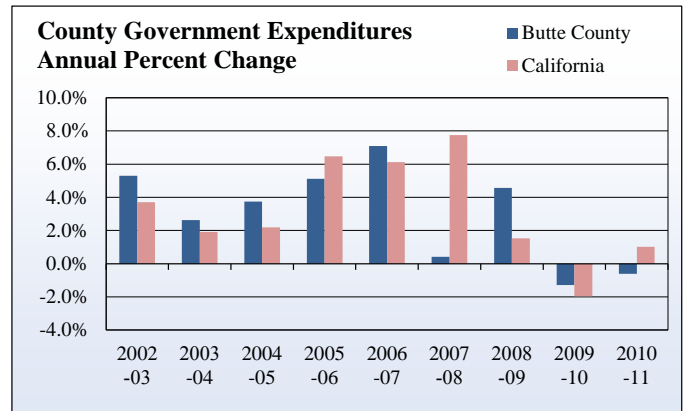
Source: California State Controllers Office, County Annual Reports



Butte County Government Expenditures, Annual Percent Change

Year	Butte County		California
	Total	Percent Change	Percent Change
2001-02	\$ 260,852,776	16.3 %	11.2 %
2002-03	\$ 274,644,888	5.3 %	3.7 %
2003-04	\$ 281,850,805	2.6 %	1.9 %
2004-05	\$ 292,395,682	3.7 %	2.2 %
2005-06	\$ 307,352,932	5.1 %	6.5 %
2006-07	\$ 329,161,170	7.1 %	6.1 %
2007-08	\$ 330,536,361	0.4 %	7.8 %
2008-09	\$ 345,640,546	4.6 %	1.5 %
2009-10	\$ 341,202,072	-1.3 %	-2.0 %
2010-11	\$ 339,091,982	-0.6 %	1.0 %

Source: California State Controllers Office, County Annual Reports



County Government Expenditures, Butte County, Fiscal Year 2010-2011

Expenditure Function	Butte County	Percent of Total Expenditures	California Average Percent of Total Expenditures
Police, Fire, and Public Protection	\$ 88,885,361	26.2 %	32.0 %
Public Assistance	\$ 134,646,878	39.7 %	32.0 %
Health and Sanitation	\$ 65,070,332	19.2 %	17.8 %
Admin, Personnel, and Other General	\$ 29,741,086	8.8 %	9.1 %
Debt Service	\$ 3,254,726	1.0 %	3.3 %
Transportation	\$ 15,192,443	4.5 %	3.9 %
Recreation and Cultural	\$ 55,947	0.0 %	1.0 %
Education and Library	\$ 2,245,209	0.7 %	0.9 %
Total of Expenditures	\$ 339,091,982	100.0 %	100.0 %

Source: California State Controllers Office, County Annual Reports

