2018

SHASTA COUNTY

Economic & Demographic Profile

Acknowledgments

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Introduction

Welcome to the 2018 Shasta County Economic and Demographic Profile. This profile is designed to give community members access to economic and demographic data that are relevant to their county and local community. The data provided in this document can be used for grant writing, market analysis, promotional purposes, business planning, community planning, or simply to satisfy general curiosity.

This profile is organized to reflect five core sets of community characteristics: population, environment, economy, society, and industry. The data and information provided are the latest available as of April 1, 2018 and provide a ten-year history of change wherever data are available.

The document was produced by the Center for Economic Development, (CED) at California State University, Chico, in partnership with Rural County Representatives of California (RCRC). The CED specializes in providing the most recent, reliable, and relevant information for communities and businesses. For more information about the CED, please visit our website at www.cedcal.com.

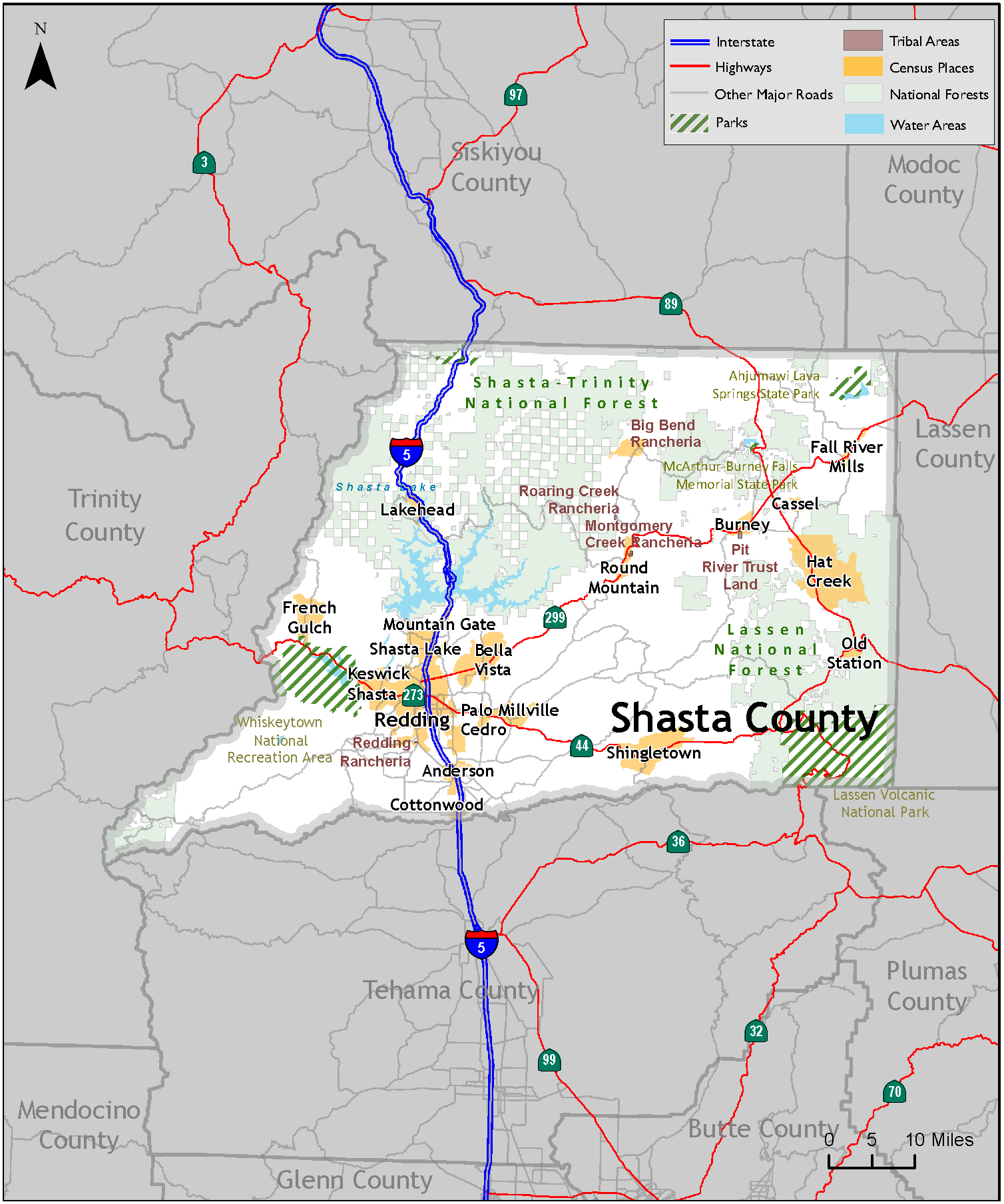
The indicators in this document provide insights into different aspects of community, social, and economic well-being. While each indicator is presented individually in this document, it is important to note that most indicators share substantive connections with other reported data. We encourage readers to think about indicator linkages and how improvements in one indicator can have a positive or negative effect on others. By doing this, we can more effectively work to improve the quality of a community's environment, economy, and society.

The data presented in this year's profile series have been chosen by CED staff, in partnership with Rural County Representatives of California, based on the availability of valid and uniform indicators for all rural California counties from the U.S. Census Bureau and other data providers that are of interest to the general public. 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?

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 at a level of at least 100 percent.

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, and our partner, Rural County Representatives of California, for making the document available to the public.


N
Interstate
Highways
Other Major Roads
Parks
Tribal Areas
Census Places
National Forests
Water Areas
Siskiyou County
Modoc County
Trinity County
Lassen County
Tehama County
Plumas County
Mendocino County
Glenn County
Butte County
Shasta County
Shasta-Trinity National Forest
Lassen National Forest
Shasta Lake
Lakehead
Big Bend Rancheria
Ahjumawi Lava Springs State Park
McArthur-Burney Falls Memorial State Park
Fall River Mills
Cassel
Burney
Roaring Creek Rancheria
Montgomery Creek Rancheria
Pit River Trust Land
Hat Creek
Round Mountain
Old Station
Lassen Volcanic National Park
French Gulch
Mountain Gate
Shasta Lake
Bella Vista
Keswick
Shasta
Redding
Palo Cedro
Millville
Shingletown
Whiskeytown National Recreation Area
Redding Rancheria
Anderson
Cottonwood
97
3
89
5
299
273
44
36
32
99
70
0 5 10 Miles

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DEMOGRAPHIC INDICATORS

This section presents basic demographic characteristics such as population, age, and ethnicity, which provide a framework from which most other community indicators are based.

Shasta County's population grew gradually from 2008-2014, before experiencing a slight decline in 2015 and 2016. Between 2008 and 2017, the population growth rate of Shasta County was consistently slower than that of California as a whole. As of 2017, over half of Shasta County's population lived in its largest city, Redding. Shasta County experienced natural increases in its population between 2008 and 2014, but then began to see natural decreases in population between 2015 and 2017. The decrease in births relative to deaths during this period also coincided with negative net migration in 2015 and 2016, which led to population decreases. In 2017, however, Shasta County experienced its strongest in-migration of any year in the previous ten-year period. Between 2015 and 2016, the majority of Shasta County's in-migration came from nearby counties like Tehama, Butte and Humboldt; however, more distant and densely populated counties like Sacramento and Santa Clara also provided significant amounts of in-migration to Shasta County. As with in-migration, the majority of Shasta County's out-migration primarily involved neighboring counties, although Sacramento County was also a prominent destination for Shasta County out-migration.

Between 2007 and 2016, Shasta County experienced population increases in those aged 55 to 64 years old (23 percent), 75 to 84 years old (27 percent), and those 65 to 74 years old (57 percent). In contrast, Shasta County experienced population declines in all other age ranges during this same period, and were most significant for those age 40 to 54 years old (16 percent), those 85 years and older (17 percent), and those aged 18 to 24 years old (21 percent). In 2016, the largest proportion of Shasta County's population by age were those aged 25 to 39 years old (18 percent). Shasta County experienced its greatest proportional population increases in its Asian American, Hispanic/Latino, and Black/African American populations (51 percent, 17 percent, and 15 percent, respectively). In contrast, the county experienced its greatest proportional population losses in its Native Hawaiian/Pacific Islander, American Indian, and Other/Multiracial populations (85 percent, 24 percent, and 3 percent, respectively). In 2016, the greatest proportion of Shasta County's population by race/ethnicity were those who identified as White alone (80 percent).

In This Section:

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Total Population

What is it?

Total population measures the number of people who consider the county to be their primary residence. It does not include those who reside in the county as a result of incarceration, or persons who reside in the county but do not consider it their primary residence. The data are estimated annually by the California Department of Finance and provide a point-in-time estimate for January 1 of each year.

How is it used?

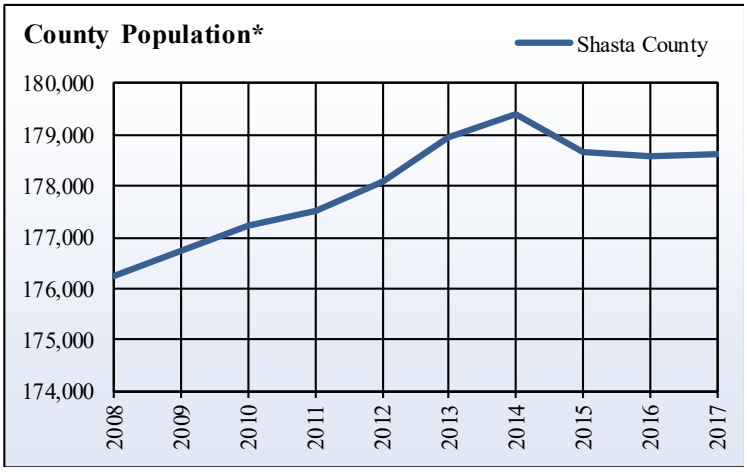
Population represents a cumulative measurement of the size of the county's consumer market, labor availability, and the potential impact of human habitation on the environment. Population data provide the basis for many of the other indicators in this report.

Shasta County's population grew steadily from 2008-2014, before experiencing a slight decline in 2015 and 2016. Between 2008 and 2017, the population growth rate of Shasta County was consistently slower than that of California as a whole. As of 2017, over half of Shasta County's population lived in its largest city, Redding.

Total Population*, Shasta County

Year	Shasta County	1-year change	CA 1-year change
2008	176,240	0.40%	0.85%
2009	176,756	0.29%	0.73%
2010	177,248	0.28%	0.79%
2011	177,516	0.15%	0.78%
2012	178,107	0.33%	0.95%
2013	178,953	0.47%	0.99%
2014	179,412	0.26%	0.86%
2015	178,673	-0.41%	0.89%
2016	178,592	-0.05%	0.90%
2017	178,605	0.01%	0.68%

Source: California Department of Finance, Demographic Research Unit
** Total population data do not include incarcerated individuals unless otherwise*



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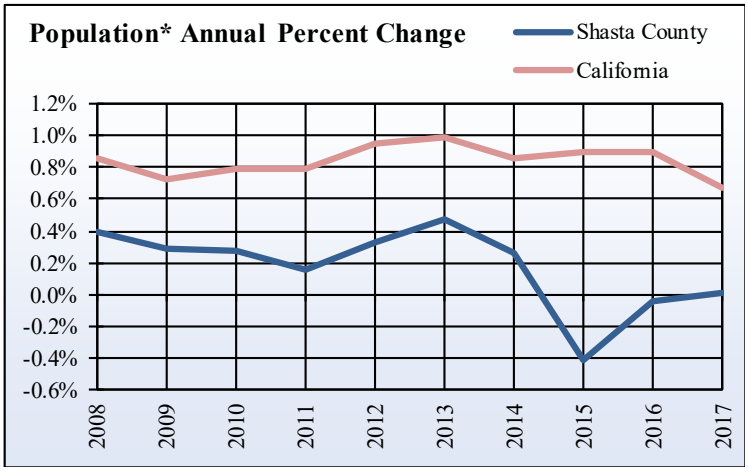


** Total population data do not include incarcerated individuals unless otherwise*

City Population, Shasta County

City	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Anderson	9,846	9,969	9,937	10,000	10,241	10,387	10,475	10,510	10,485	10,450
Redding	88,898	89,343	89,823	90,095	89,831	89,918	90,174	90,293	90,230	90,653
Shasta Lake	10,148	10,151	10,162	10,135	10,221	10,447	10,495	10,541	10,523	10,386

Source: California Department of Finance, Demographic Research Unit

Components of Population Change

What is it?

Components of population change measure natural sources of population increase and decrease (i.e., births and deaths) as well as changes due to in-migration and out-migration. The California Department of Finance releases annual estimates on the number of births, deaths, and net migration both into and out of each county. The natural change in population is calculated by subtracting deaths from births. Any remaining change in population is due to net migration, which is calculated by subtracting the number of out-migrants from the number of in-migrants.

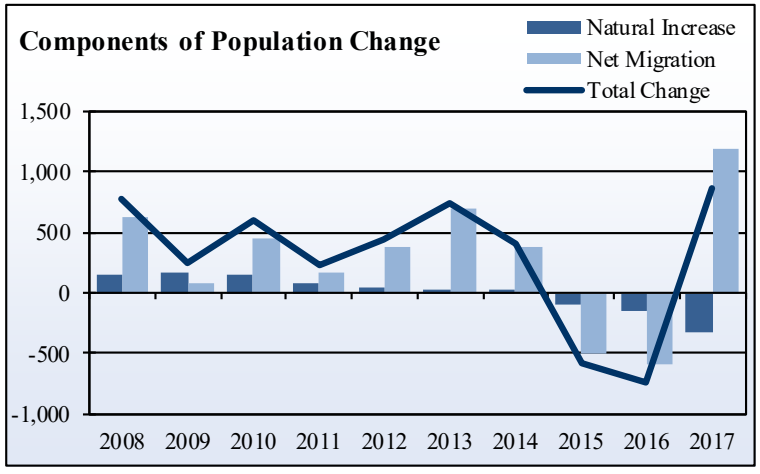
How is it used?

If population growth is primarily due to natural increase, then the county may be a place where many younger families are residing. If natural rate of change is negative (more deaths than births), then the population's age composition may be older. There are many potential motivations for people to move into or out of a county, such as employment opportunities, housing prices, and general quality of life. It should be noted that the components of population change data represent annual totals, while the total population data are point-in-time measurements of population taken on January 1st of each calendar year. Because of this difference, the data reported in this section are not directly comparable to the population data presented on page two. Shasta County experienced natural increases in its population between 2008 and 2014, but then began to see natural decreases in population between 2015 and 2017. The decrease in births relative to deaths during this period also coincided with negative net migration in 2015 and 2016, which led to population decreases. In 2017, however, Shasta County experienced its strongest in-migration of any year in the previous ten-year period.

Components of Population Change, Shasta County

Year	Births	Deaths	Natural Increase	Net Migration	Total Change
2008	2,229	2,081	148	632	780
2009	2,106	1,936	170	82	252
2010	2,081	1,938	143	456	599
2011	2,106	2,029	77	162	239
2012	2,056	2,003	53	387	440
2013	2,106	2,071	35	698	733
2014	2,142	2,119	23	389	412
2015	2,097	2,186	-89	-495	-584
2016	2,032	2,180	-148	-586	-734
2017	2,039	2,367	-328	1,198	870

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



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Migration Patterns

What is it?

This indicator includes migration patterns between Shasta County and the ten counties with the highest numbers of in- and out-migrants. Data are collected from the Internal Revenue Service (IRS), and are based on income tax records for all available households. Migrations to and from group living quarters, such as college dormitories, nursing homes, or correctional institutions, are not included.

How is it used?

Migration can indicate positive or negative changes in the economic, political, and social structure of an area, based on the characteristics of the area from which the migrants originate. For example, some migration from urban to rural areas may be based upon the lower cost of housing outside of major urban centers, while rural to urban migrants are often seeking better job opportunities. Neighboring counties, as well as those with higher population totals, generally show the largest amount of migration activity. Migration between non-neighboring counties, particularly those that are geographically distant and/or socioeconomically quite distinct, may thus be worthy of further investigation.

Between 2015 and 2016, the majority of Shasta County's in-migration came from nearby counties like Tehama, Butte and Humboldt; however, more distant and densely populated counties like Sacramento and Santa Clara also provided significant amounts of in-migration to Shasta County. As with in-migration, the majority of Shasta County's out-migration primarily involved neighboring counties, although Sacramento County was also a prominent destination for Shasta County out-migration.

Top 10 In-Migration Counties, 2015-16, Shasta County

County	Number of In-Migrants
Tehama County	809
Sacramento County	276
Butte County	240
Santa Clara County	207
Humboldt County	202
Los Angeles County	190
Siskiyou County	187
Contra Costa County	175
San Diego County	163
Sonoma County	155

Source: Internal Revenue Service

Top 10 Out-Migration Counties, 2015-16, Shasta County

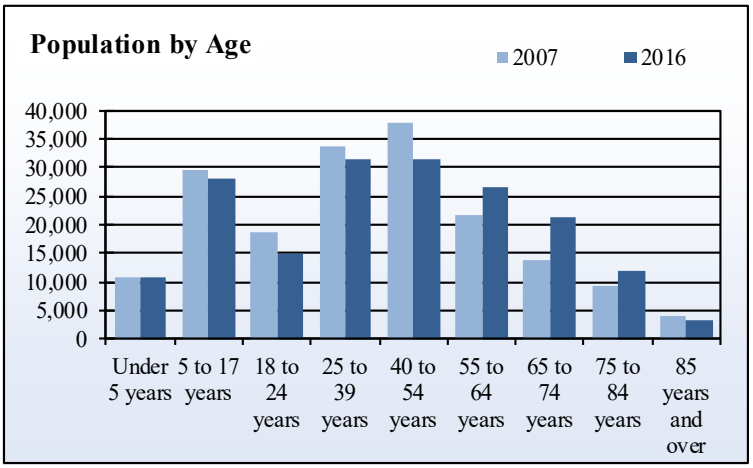
County	Number of Out-Migrants
Tehama County	698
Sacramento County	334
Butte County	234
Siskiyou County	185
Humboldt County	177
Jackson County	152
Placer County	142
San Diego County	130
Los Angeles County	122
Washoe County	89

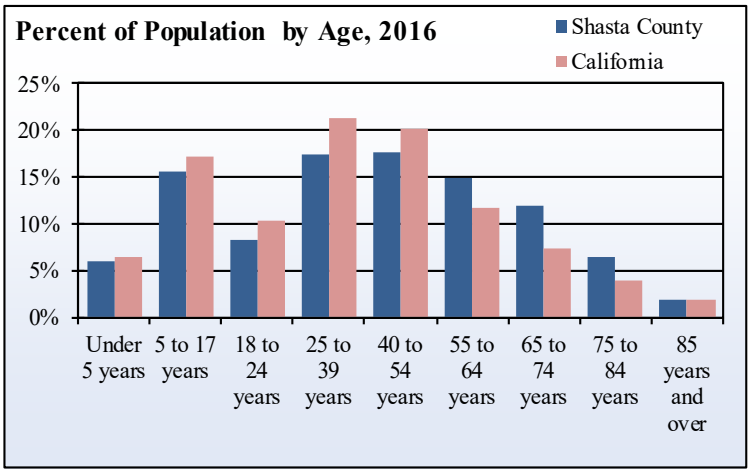
Source: Internal Revenue Service

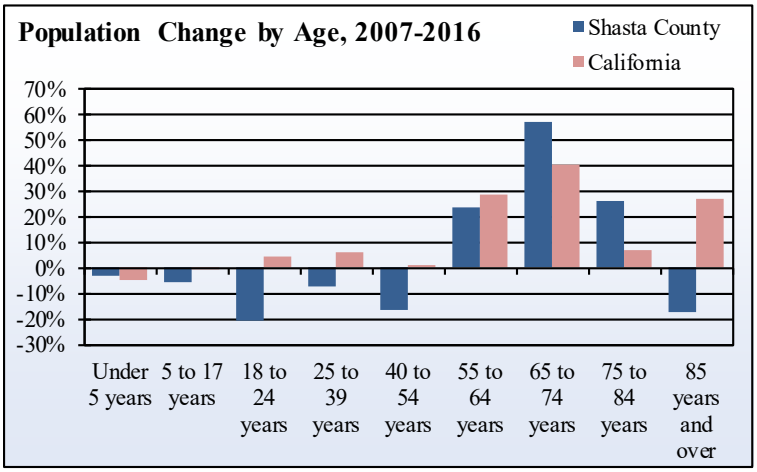
Age Distribution

What is it?

Age distribution data provide the number of permanent residents who fall into a given age range, and are measured on April 1 for each recorded year. Data are provided by American Community Survey 1-year estimates. The earliest 1-year estimates that are available are the 2007 estimates. Therefore, all analysis of change will be over the 10-year period from 2007 to 2016. These data include incarcerated individuals in total population counts.







How is it used?

Age distribution information is valuable to companies that target their marketing efforts on specific age groups. Age distribution data can be used to estimate school attendance, need for public services, and workforce projections. A growing young adult population, for instance, could indicate greater need for higher education and vocational training facilities, while a growing middle-aged population may signal the need for greater employment opportunities. An area with a significant proportion of population that is past retirement age will typically have less employment concerns, but a greater need for medical and social service provision. Age distribution data can also be used in conjunction with the components of population change in order to create projections of future population growth. Between 2007 and 2016, Shasta County experienced population increases in those aged 55 to 64 years old (23 percent), 75 to 84 years old (27 percent), and those 65 to 74 years old (57 percent). In contrast, Shasta County experienced population declines in all other age ranges during this same period, and were most significant for those age 40 to 54 years old (16 percent), those 85 years and older (17 percent), and those aged 18 to 24 years old (21 percent). . In 2016, the largest proportion of Shasta County's population by age were those aged 25 to 39 years old (18 percent).

Population by Age, Shasta County

Age Range	2007	2016
Under 5 years	10,944	10,614
5 to 17 years	29,719	28,000
18 to 24 years	18,726	14,809
25 to 39 years	33,771	31,424
40 to 54 years	37,782	31,674
55 to 64 years	21,582	26,617
65 to 74 years	13,652	21,469
75 to 84 years	9,276	11,739
85 years and over	3,975	3,285

Source: U.S. Census Bureau, ACS 1-year Estimates

Population by Age Compared to California, Shasta County

	Percent of Total, 2016		2007 to 2016 10-year Change	
Age Range	County	California	County	California
Under 5 years	5.9%	6.5%	-3.0%	-5.1%
5 to 17 Years	15.6%	17.2%	-5.8%	0.0%
18 to 24 Years	8.2%	10.2%	-20.9%	4.5%
25 to 39 Years	17.5%	21.4%	-6.9%	5.8%
40 to 54 Years	17.6%	20.2%	-16.2%	0.8%
55 to 64 Years	14.8%	11.6%	23.3%	28.7%
65 to 74 Years	12.0%	7.3%	57.3%	40.6%
75 to 84 Years	6.5%	3.8%	26.6%	6.9%
85 years and over	1.8%	1.8%	-17.4%	27.0%

Source: U.S. Census Bureau, ACS, 1-year Estimates

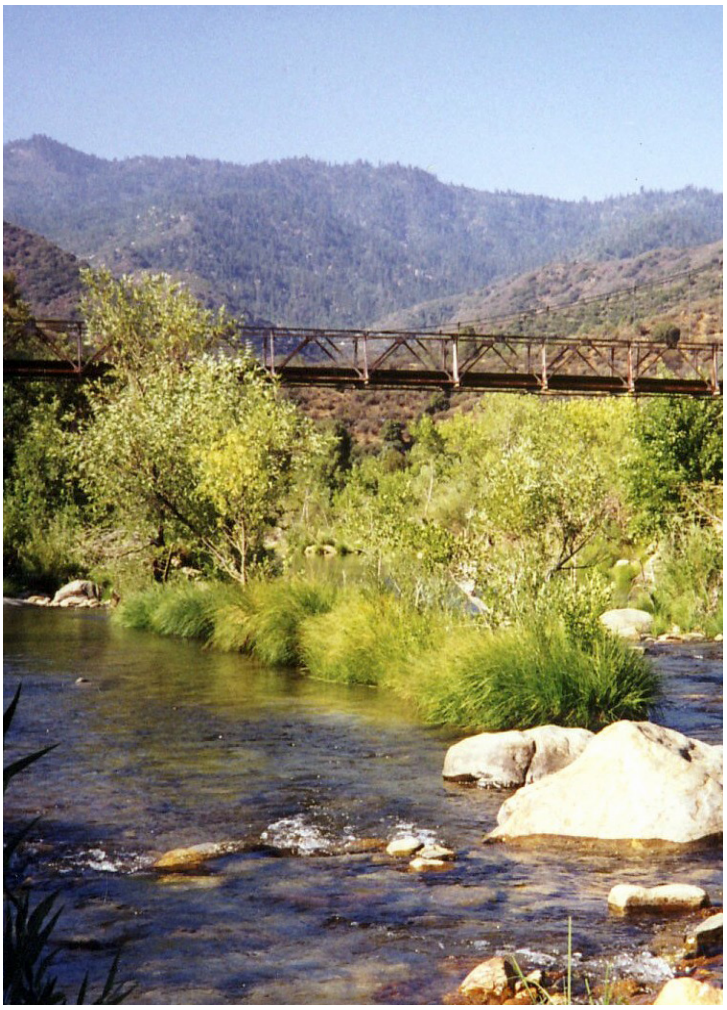
Population by Race and Ethnicity

What is it?

Racial and ethnic identification is frequently a product of both collective assignment by others and individual assertion of a felt or claimed identity. It is important to note that both the Census and the American Community Survey measure an individual's race and ethnicity through self-identification, rather than assignment by the interviewer. There are seven major racial/ethnic categories provided: American Indian, Asian, Black, Hispanic/Latino, Native Hawaiian/Pacific Islander, White, and Other/Multiracial. These data include incarcerated individuals in total population counts.

How is it used?

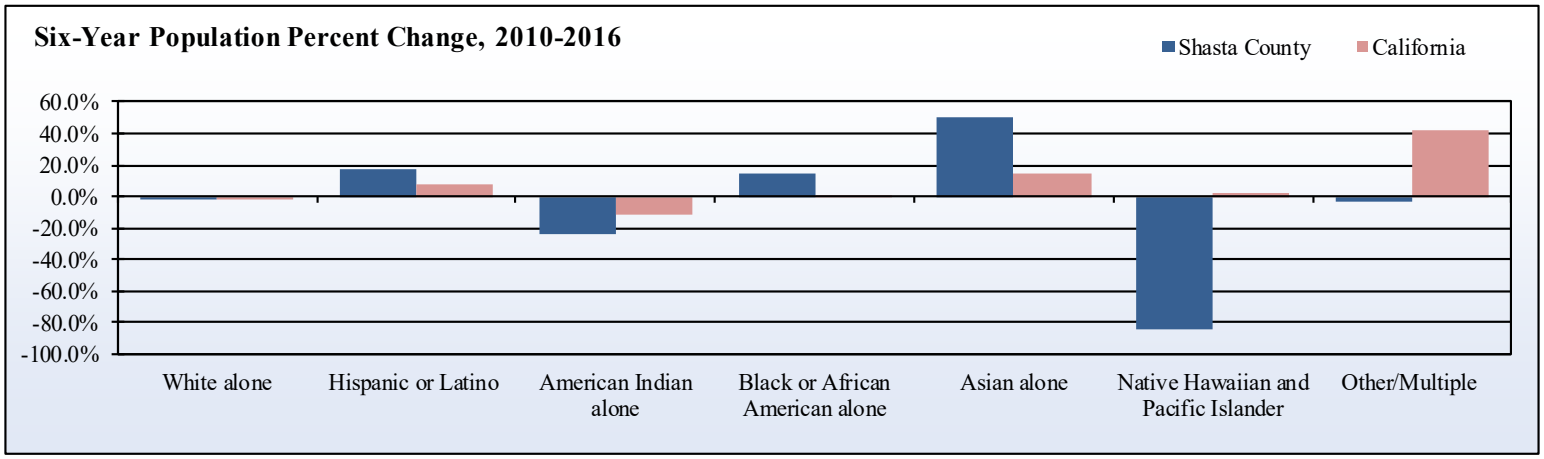
Data on population within racial and ethnic categories are often used by advertisers to target their marketing efforts toward particular groups and to estimate how profitable these efforts might be. Grant writers frequently use population data on racial and ethnic groups to secure funding for programs meant to address group-specific social conditions or inequalities. Government officials and political candidates also use population data on race and ethnicity in order to tailor their campaign messages to people who make claims to particular racial and ethnic identities. Between 2010 and 2016, Shasta County experienced its greatest proportional population increases in its Asian American, Hispanic/Latino, and Black/African American populations (51 percent, 17 percent, and 15 percent, respectively). In contrast, the county experienced its greatest proportional population losses in its Native Hawaiian/Pacific Islander, American Indian, and Other/Multiracial populations (85 percent, 24 percent, and 3 percent, respectively). In 2016, the greatest proportion of Shasta County's population by race/ethnicity were those who identified as White alone (80 percent).

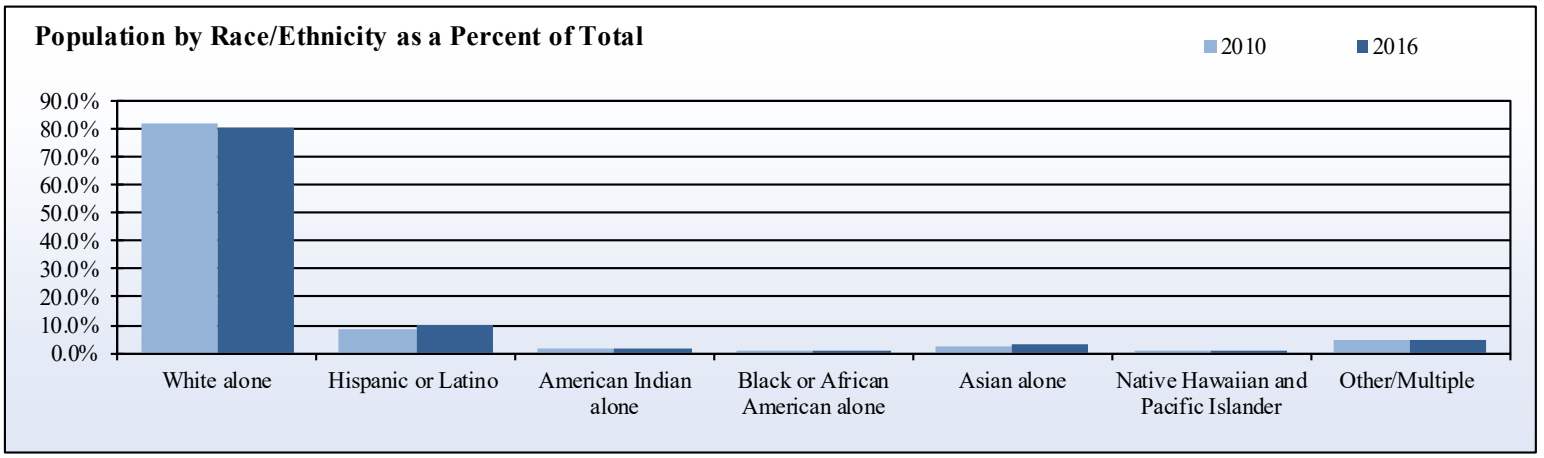


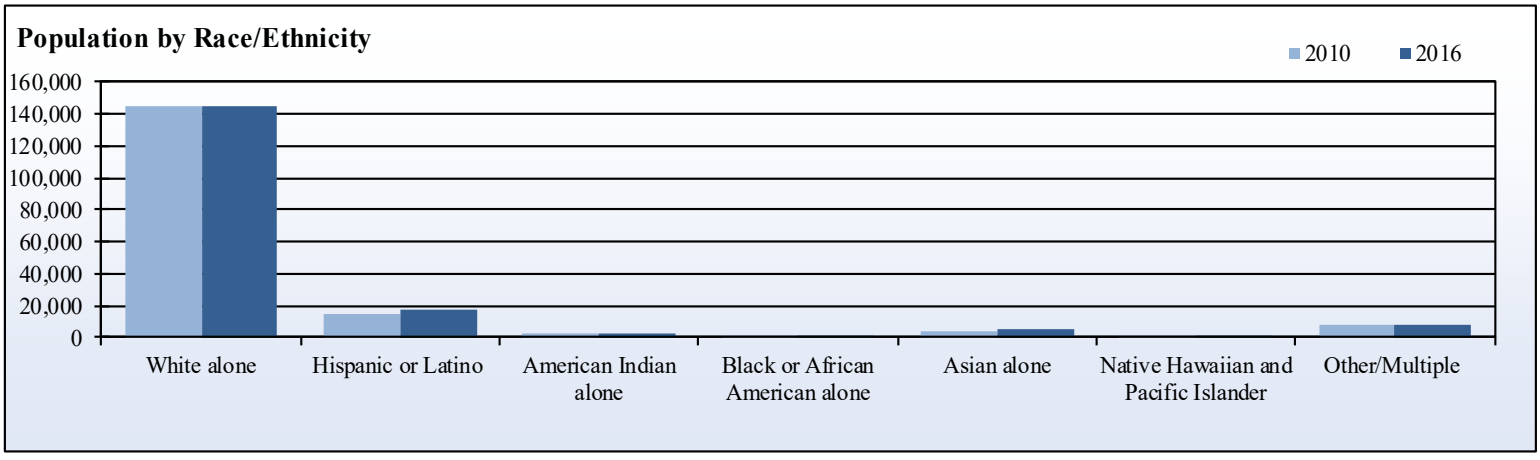
Population by Race/Ethnicity, Shasta County

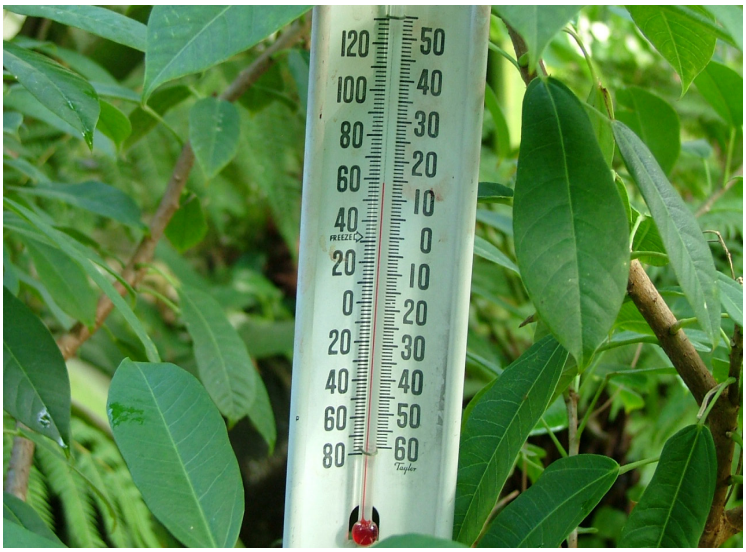
Race/Ethnicity	2010	2016	Percent of Total in 2016		2010 to 2016 7-year Change	
			County	California	County	California
White alone	145,156	144,130	80.2%	37.5%	-0.7%	-1.7%
Hispanic or Latino	15,010	17,562	9.8%	38.9%	17.0%	8.5%
American Indian alone	3,136	2,391	1.3%	0.3%	-23.8%	-11.4%
Black or African American alone	1,395	1,603	0.9%	5.5%	14.9%	0.3%
Asian alone	3,898	5,882	3.3%	14.1%	50.9%	14.1%
Native Hawaiian and Pacific Islander	498	77	0.0%	0.3%	-84.5%	2.5%
Other/Multiple	8,198	7,986	4.4%	3.3%	-2.6%	42.1%

Source: U.S. Census Bureau, Census 2010 and 2016, ACS 1-Year Estimates


Six-Year Population Percent Change, 2010-2016
Shasta County
California
60.0%
40.0%
20.0%
0.0%
-20.0%
-40.0%
-60.0%
-80.0%
-100.0%
White alone
Hispanic or Latino
American Indian alone
Black or African American alone
Asian alone
Native Hawaiian and Pacific Islander
Other/Multiple


Population by Race/Ethnicity as a Percent of Total
2010
2016
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
White alone
Hispanic or Latino
American Indian alone
Black or African American alone
Asian alone
Native Hawaiian and Pacific Islander
Other/Multiple


Population by Race/Ethnicity
2010
2016
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
0
White alone
Hispanic or Latino
American Indian alone
Black or African American alone
Asian alone
Native Hawaiian and Pacific Islander
Other/Multiple



ENVIRONMENTAL INDICATORS

Environmental indicators describe the quality of the physical places with which humans interact and focus in particular on land, air, and water resources. These indicators are useful in identifying the potential impacts that a regional population may have on the natural environment around them.

The majority of Shasta County's population is clustered along the Interstate 5 corridor between Anderson, Redding, and Shasta Lake, with significant additional clustering around the towns of Shingletown, Round Mountain, and Burney. The amount of harvested acreage in Shasta County declined overall by almost 40,000 acres between 2007 and 2016, with the sharpest decline occurring between the 2014 and 2015 reporting periods.

Between 2010 and 2016, travel times to work in Shasta County increased only for commutes requiring 5 to 24 minutes and those requiring 60 minutes or more, with the greatest proportional increase seen in 60 to 89 minute commutes (39 percent). In contrast, the most significant decreases were seen in commutes requiring less than 5 minutes (11 percent) and those requiring 35 to 44 minutes (19 percent). In 2016, the greatest proportion of Shasta County residents (40 percent) only traveled between 5 and 14 minutes to work, and this proportion was much higher than that for the rest of the state of California. A majority of workers in Shasta County (79 percent) drove alone to work in 2016, with an additional 10 percent carpooling together and 7 percent working from home. Between 2010 and 2016, the greatest proportional increase in frequency was seen for those who walked to work (124 percent), while the greatest proportional decrease was seen for those who bicycled to work (40 percent). The percent of the workforce commuting into Shasta County climbed steadily from 2006 to 2011, when it peaked at 30 percent before beginning an uneven decline to 23 percent in 2015. The percent of the workforce commuting out of Shasta County for work increased from 2006 to 2014, peaking just over 25 percent and dropping to 23 percent in 2015. The size of the workforce commuting into Shasta County for work remained greater than those commuting out of the county for work during every year between 2006 and 2015.

In This Section:

Land Area and Population Density

What is it?

Population density is determined by dividing a county's total non-incarcerated population by its land area in square miles. Population density data indicate how closely or loosely county residents are grouped together and are often functions of both total population and the characteristics of the built environment, such as the relative proportion of single- vs. multiple-family housing in a county.

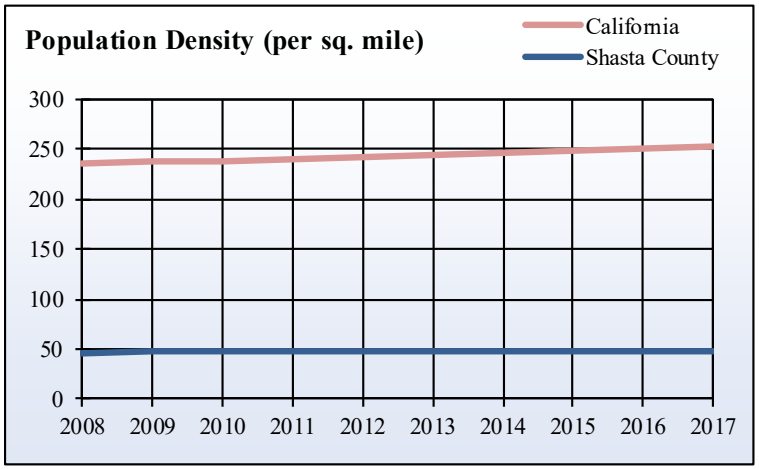
How is it used?

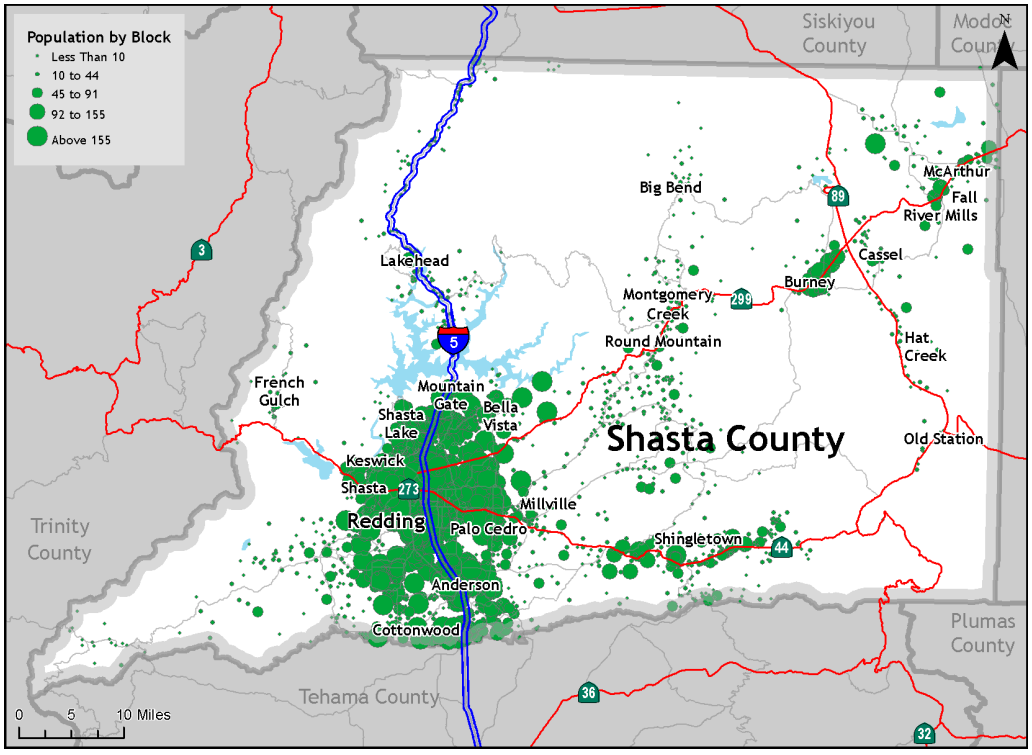
Population density data can be useful for municipal and regional planners who are developing infrastructural projects and wish to benefit from economies of scale. For example, areas with high population density would likely exhibit more frequent utilization of public transportation resources than areas with lower density, and are also frequently more energy efficient. Population density data can be useful for businesses seeking to open a new location, as greater density generally implies greater demand for labor. Changes in population density can also help in the interpretation of migration patterns as people move into and out of particular cities and neighborhoods. As can be seen in the map below, the majority of Shasta County's population is clustered along the Interstate 5 corridor between Anderson, Redding, and Shasta Lake, with significant additional clustering around the towns of Shingletown, Round Mountain, and Burney.

Land Area and Population Density, Shasta County

Year	Land Area (sq. miles)	Total Population	Population Density (per sq. mile)	
			County	State
2008	3,785	176,240	46.6	235.3
2009	3,785	176,756	46.7	237.0
2010	3,785	177,248	46.8	238.7
2011	3,785	177,516	46.9	240.0
2012	3,785	178,107	47.1	241.5
2013	3,785	178,601	47.2	243.4
2014	3,785	179,412	47.4	245.8
2015	3,785	178,673	47.2	248.2
2016	3,785	178,232	47.1	251.3
2017	3,785	178,605	47.2	253.4

Source: California Department of Finance





Harvested Acreage

What is it?

Harvested acreage reports the total amount of land that is used in any aspect of agricultural production as a proportion of a county's total land area. Data on harvested acreage are reported annually by individual County Agricultural Commissioners to the U.S. Department of Agriculture. Unfortunately, there is no consistent method for estimating harvested acreage from county to county or from year to year. However, commissioners are required to base their estimate on a local survey that is statistically representative of all agricultural producers in an area.

How is it used?

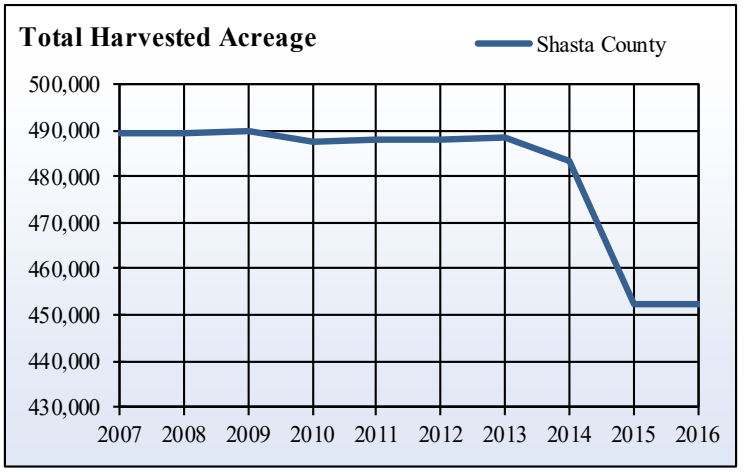
Agriculture is often a dominant land use in rural counties, and harvested acreage as a proportion of total land area can indicate the relative importance of agriculture to a local economy. In addition to being a major economic factor, agriculture can also form the basis for community and regional identity, as well as factor when determining use policies for areas surrounding farmland.

The amount of harvested acreage in Shasta County declined overall by almost 40,000 acres between 2007 and 2016, with the sharpest decline occuring between the 2014 and 2015 reporting periods. The majority of Shasta County's harvested acreage was used for animal pastures and hay.

Total Harvested Acreage, Shasta County

Year	Total Acres Harvested	Percent of Total Land Area
2007	489,474	20.2%
2008	489,428	20.2%
2009	489,720	20.2%
2010	487,410	20.1%
2011	488,130	20.1%
2012	488,060	20.1%
2013	488,530	20.2%
2014	483,450	20.0%
2015	452,450	18.7%
2016	452,480	18.7%

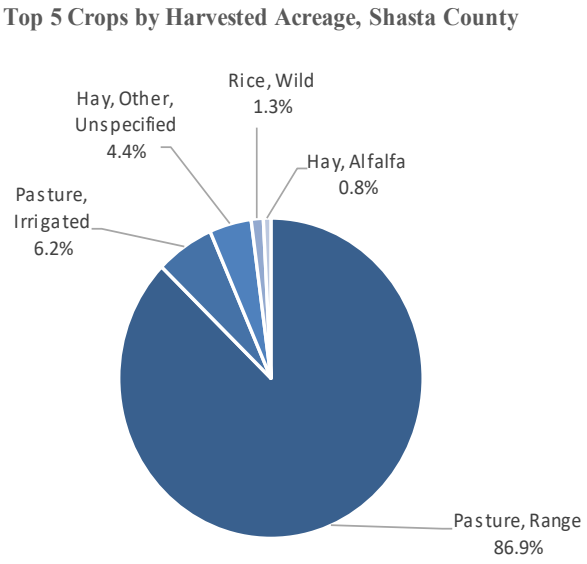
Source: California Agricultural Statistics Service, California Department of Finance



Total Crops Harvested Acreage, Shasta County

Crop	2016	Percent of Total
Pasture, Range	393,000	86.9%
Pasture, Irrigated	28,000	6.19%
Hay, Other, Unspecified	20,100	4.44%
Rice, Wild	5,800	1.28%
Hay, Alfalfa	3,600	0.80%
Walnuts, English	1,320	0.29%
Mint	500	0.11%
Grapes, Wine	160	0.04%

Source: California Agricultural Statistics Service, California Department of Finance



Commute Patterns

What is it?

Commute pattern data assess the number of jobs in a county relative to its total labor force, as well as the proportion of workers who commute either into or out of the county for work. The U.S. Census Bureau's Longitudinal Employment and Household Dynamics data includes all jobs reported to the IRS by businesses with social security numbers matched to the locations of residential tax returns to determine a worker's location.

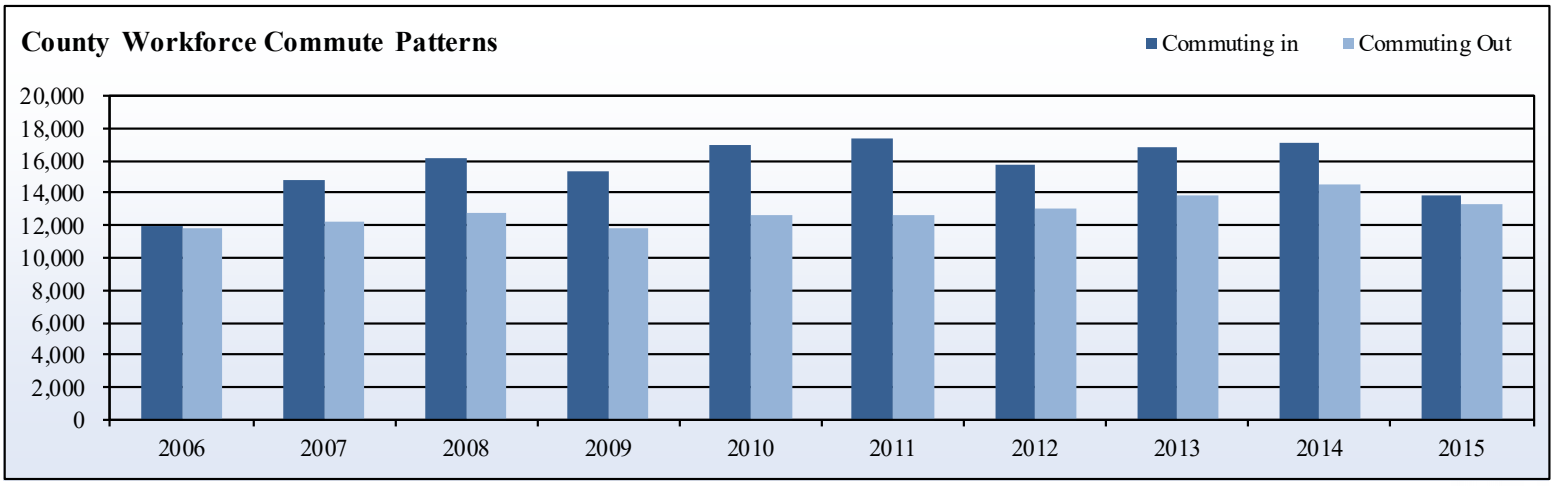
How is it used?

Commute pattern data are useful for estimating the ability of a county economy to meet the employment needs of its workforce. A larger proportion of workers commuting into the county from outside is indicative of a job surplus relative to labor force size, while a larger proportion of workers commuting out may indicate that there are not enough jobs relative to labor force size. These data can also be used to estimate daytime population, which is the number of people present in the county during normal business hours compared to the total (resident) population, and is often used by businesses in designing their marketing strategy for various products. The percent of the workforce commuting into Shasta County climbed steadily from 2006 to 2011, when it peaked at 30 percent before beginning an uneven decline to 23 percent in 2015. The percent of the workforce commuting out of Shasta County for work increased from 2006 to 2014, peaking just over 25 percent and dropping to 23 percent in 2015. The size of the workforce commuting into Shasta County for work remained greater than those commuting out of the county for work during every year between 2006 and 2015.

Place of Work Patterns, Shasta County

Year	Jobs in County	Employed Local Workforce	Local Workforce Employed in County	Workforce Commuting In	Percent Commuting In	Workforce Commuting Out	Percent Commuting Out
2006	61,401	61,214	49,373	12,028	19.6%	11,841	19.3%
2007	61,282	58,620	46,420	14,862	24.3%	12,200	20.8%
2008	62,111	58,688	45,968	16,143	26.0%	12,720	21.7%
2009	57,986	54,450	42,573	15,413	26.6%	11,877	21.8%
2010	59,735	55,392	42,745	16,990	28.4%	12,647	22.8%
2011	58,267	53,639	40,936	17,331	29.7%	12,703	23.7%
2012	57,010	54,338	41,256	15,754	27.6%	13,082	24.1%
2013	58,353	55,330	41,496	16,857	28.9%	13,834	25.0%
2014	59,996	57,502	42,949	17,047	28.4%	14,553	25.3%
2015	59,933	59,433	46,072	13,861	23.1%	13,361	22.5%

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



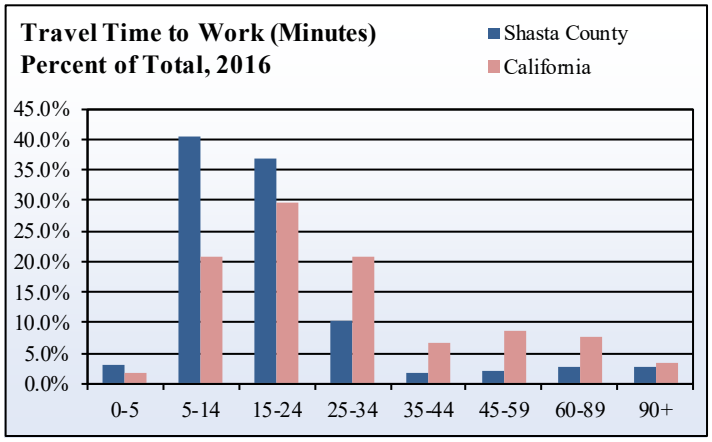
Travel Time to Work

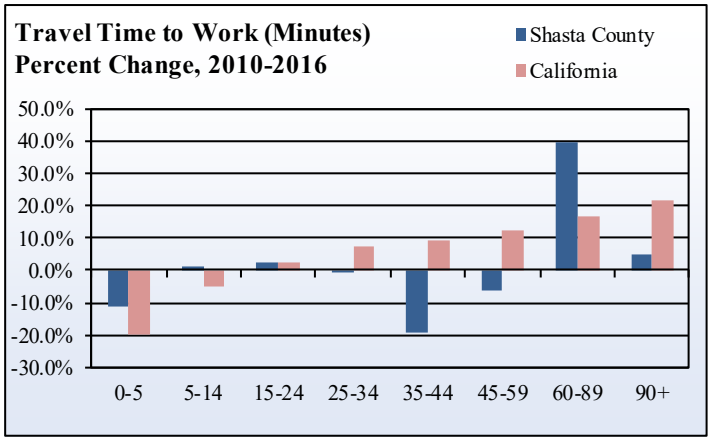
What is it?

Travel time to work represents the amount of time, in minutes, that a worker estimates it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic volume, and the means of transportation utilized (evaluated in the following indicator). Data are taken from the American Community Survey and are reported as 5-year estimates.

How is it used?

Increasing commute times often capture the push-pull dynamic between wages and housing costs, as well-paying jobs become increasingly concentrated in urban centers that also frequently have higher costs of living. Workers who wish to earn higher wages but want to maintain a lower cost of living may therefore choose to commute longer distances. Longer commute times may also indicate the need for improvements to transportation infrastructure, such as more accessible public transportation resources or expansion of roads to reduce highway traffic. Conversely, shorter commute times may indicate that wages and housing costs are in better alignment or that transportation infrastructure is sufficient for the local labor force. Between 2010 and 2016, travel times to work in Shasta County increased only for commutes requiring 5 to 24 minutes and those requiring 60 minutes or more, with the greatest proportional increase seen in 60 to 89 minute commutes (39 percent). In contrast, the most significant decreases were seen in commutes requiring less than 5 minutes (11 percent) and those requiring 35 to 44 minutes (19 percent). In 2016, the greatest proportion of Shasta County residents (40 percent) only traveled between 5 and 14 minutes to work, and this proportion was much higher than that for the rest of the state of California.





Travel Time to Work, Shasta County

Travel Time to Work	2010	2016	Percent of Total in 2016		Change from 2010 to 2016	
			County	California	County	California
Less than 5 minutes	2,281	2,025	3.1%	1.9%	-11.2%	-19.5%
5 to 14 minutes	26,079	26,467	40.4%	20.8%	1.5%	-5.1%
15 to 24 minutes	23,399	24,044	36.7%	29.7%	2.8%	2.4%
25 to 34 minutes	6,833	6,782	10.3%	20.9%	-0.7%	7.5%
35 to 44 minutes	1,425	1,151	1.8%	6.8%	-19.2%	9.5%
45 to 59 minutes	1,579	1,481	2.3%	8.5%	-6.2%	12.6%
60 to 89 minutes	1,296	1,806	2.8%	7.8%	39.4%	16.8%
90 or more minutes	1,703	1,786	2.7%	3.6%	4.9%	21.7%
Total not working at home	64,595	65,542	100.0%	100.0%	1.5%	4.0%

Source: U.S. Census Bureau, 2010 and 2016, ACS 5- year estimates

Means of Transportation to Work

What is it?

Means of transportation to work is the type of vehicle or mode of transportation most frequently used to get from home to work in an average workday. As with travel time, this indicator is measured through individual self-reports in the American Community Survey, and workers are asked to report the mode of travel most frequently used in the previous week. The data reported here are 1-year estimates.

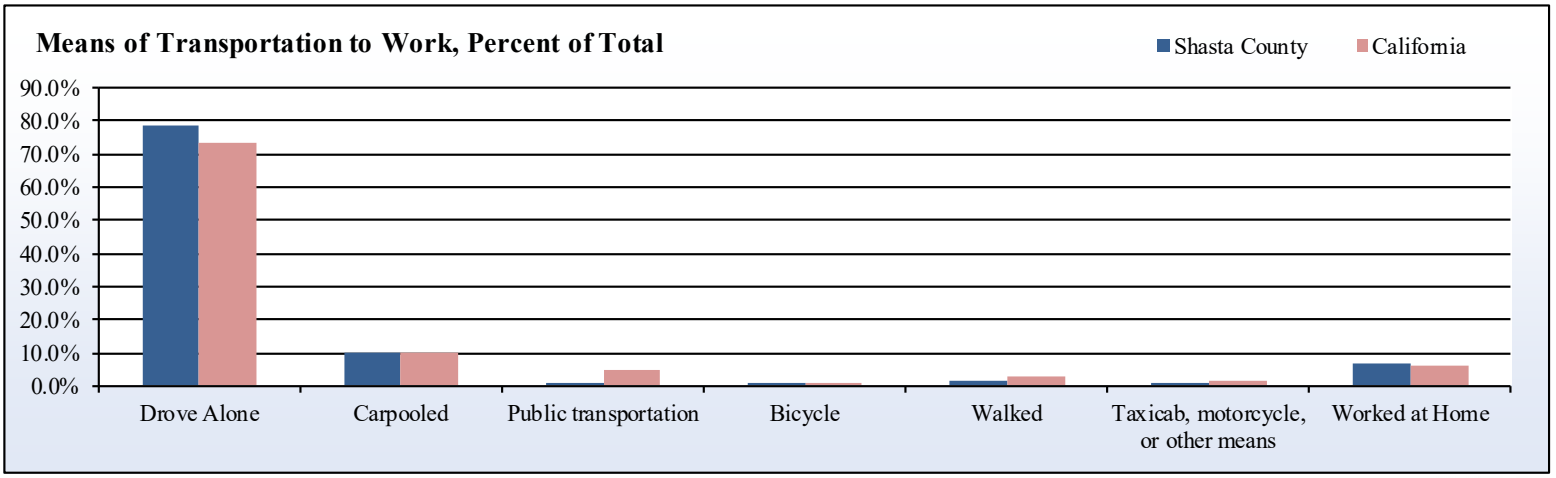
How is it used?

The most frequently utilized means of transportation to work may indicate how accessible or feasible certain modes of transportation are for a county's labor force. This indicator is especially useful when assessed alongside travel times to work, and can be helpful for county and municipal planners in the development of public transportation resources, bike paths, and other transportation infrastructure. A majority of workers in Shasta County (79 percent) drove alone to work in 2016, with an additional 10 percent carpooling together and 7 percent working from home. The proportions of those who either drove alone or worked from home are somewhat higher than those for the rest of the state of California in 2016, while the proportions of those who utilized public transportation or walked to work are somewhat lower than the rest of the state. Between 2010 and 2016, the greatest proportional increase in frequency was seen for those who walked to work (124 percent), while the greatest proportional decrease was seen for those who bicycled to work (40 percent).

Means of Transportation to Work, Shasta County

Means of Transportation	Shasta County		Percent of Total in 2016		Change from 2010 to 2016	
	2010	2016	County	California	County	California
Drove Alone	49,251	59,087	78.7%	73.5%	20.0%	12.6%
Carpooled	6,452	4,104	10.3%	10.3%	-36.4%	0.3%
Public transportation	375	488	0.6%	5.1%	30.1%	10.7%
Bicycle	564	339	0.9%	1.0%	-39.9%	14.7%
Walked	941	2,104	1.5%	2.7%	123.6%	11.7%
Taxicab, motorcycle, or other means	632	929	1.0%	1.5%	47.0%	31.8%
Worked at Home	4,352	4,007	7.0%	5.8%	-7.9%	26.6%
Total	62,567	71,058	100.0%	100.0%	13.6%	12.0%

Source: U.S. Census Bureau, 2010 and 2016, ACS 1-year estimates



ECONOMIC INDICATORS

Economic indicators provide valuable insight into the relative availability of financial and employment resources for a county population, as well as the growth or decline of wages in particular industries and the average cost of housing.

Shasta County's labor force experienced a period of growth between 2007 and 2009, followed by a prolonged period of decline between 2010 and 2015. Overall, Shasta County experienced a reduction of over 9 percent in the size of its labor force between 2007 and 2016. Employment in Shasta County decreased rapidly between 2007 and 2011, before entering a period of steady growth from 2012-2016. Conversely, unemployment in Shasta County increased steadily between 2007 and 2010, before entering a period of steady decline from 2011-2016. Shasta County experienced significant seasonal changes in employment. Employment levels were generally at their highest in June through October, and at their lowest levels in December through March.

Total personal income in Shasta County fluctuated between 2007-2016, making modest gains overall. Per capita income also grew overall between 2007 and 2016, despite periods of decline in 2008, 2009, and 2014. The primary components of personal income in Shasta County were work earnings, dividends, interest, rent, and medical benefits. Shasta County also had over twice the amount of personal income derived from retirement and disability benefits when compared to the statewide average. Median household income in Shasta County fluctuated but ultimately grew between 2007 and 2016. Overall, median household income in Shasta County increased by roughly 11 percent between 2007 and 2016. Poverty rates in Shasta County fluctuated between 2007 and 2016, but ultimately rose by 3.8 percent by 2016. Shasta County's poverty rate remained higher than the statewide average between 2007 and 2016, with the exception of 2014.

In 2016, a disproportionately large portion of Shasta County's jobs were in the retail trade (13.1 percent), government and government enterprises sectors (14.4 percent), and health care and social assistance (16.7 percent). Sectors such as information, manufacturing and company/enterprise management sectors represented disproportionately fewer jobs than the statewide average. In 2016, over 50 percent of Shasta County's reported earnings derived from either the government, retail trade or health care sectors. The percentages of Shasta County's total earnings derived from these sectors were substantially larger than the respective statewide averages, while total earnings derived from the information, manufacturing and professional/scientific/technical services sectors were exceedingly less substantial than the statewide average.

In This Section:

Labor Force

What is it?

The labor force is the number of people living in the county who are considered willing and able to work. This is operationally defined by the California Employment Development Department as all individuals over the age of 16 who are either currently working or currently receiving unemployment benefits (which requires one to be actively seeking work). Therefore, changes in both employment and unemployment levels affect labor force size. Individuals who are unemployed and are no longer actively seeking work are considered discouraged workers and are not included in labor force estimates. The data are provided as annual averages of monthly estimates from the California Employment Development Department.

How is it used?

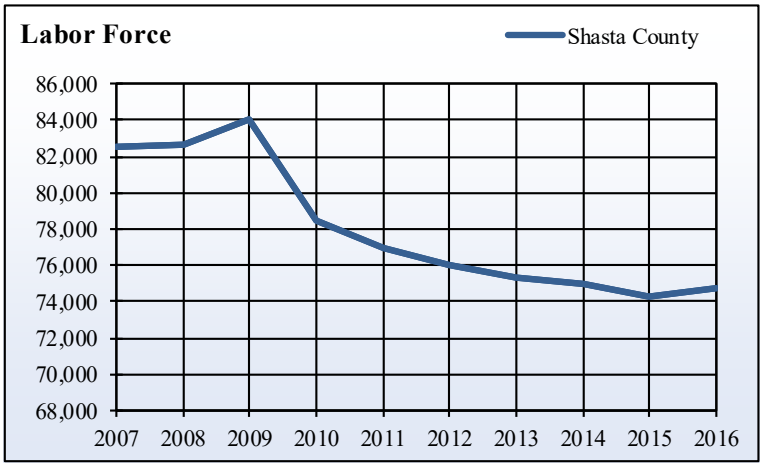
Labor force size is a useful indicator of the overall employment potential for a county. However, because labor force is an aggregate measure of both employment and unemployment, it is often necessary to interpret increases or declines in labor force size alongside these constitutive measures. Because discouraged workers are not included in labor force counts, these data can also be compared to the distribution of a county population by age in order to identify the number of people of working age (16-65) who are not in a county's workforce.

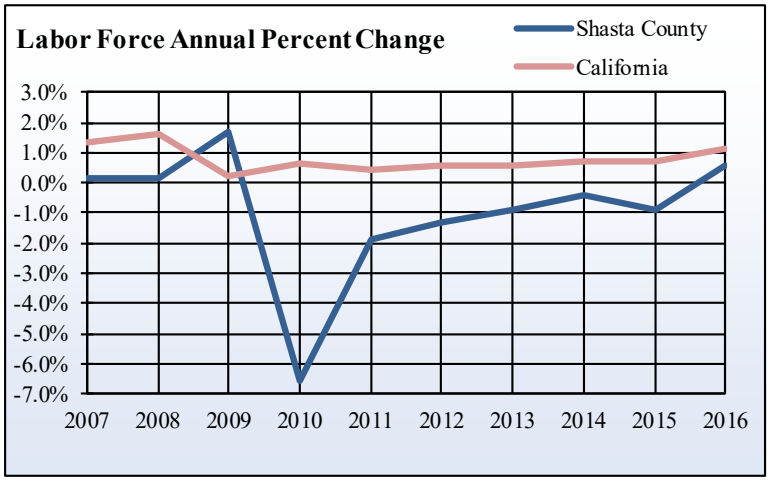
Shasta County's labor force experienced a period of growth between 2007 and 2009, followed by a prolonged period of decline between 2010 and 2015. Overall, Shasta County experienced a 9 percent reduction in the size of its labor force between 2007 and 2016.

Total Labor Force, Shasta County

Year	Labor Force		1-Year Change	
	County	State	County	State
2007	82,500	17,893,100	0.1%	1.4%
2008	82,600	18,178,100	0.1%	1.6%
2009	84,000	18,215,100	1.7%	0.2%
2010	78,500	18,336,300	-6.5%	0.7%
2011	77,000	18,415,100	-1.9%	0.4%
2012	76,000	18,523,800	-1.3%	0.6%
2013	75,300	18,624,300	-0.9%	0.5%
2014	75,000	18,755,000	-0.4%	0.7%
2015	74,300	18,893,200	-0.9%	0.7%
2016	74,700	19,102,700	0.5%	1.1%

Source: California Employment Development Department, Labor Market Information Division





Employment

What is it?

Employment data are reported by the California Employment Development Department and represent a count of all individuals who either worked at least one hour for a wage or salary, were self-employed, or worked at least 15 unpaid hours in a family business or on a family farm, during the reference week of the previous month in the survey questionnaire. The reference week is usually the week containing the 12th day of the previous month. Annual employment data are the averages of these monthly survey totals. Individuals who were on vacation, on other kinds of leave, or involved in a labor dispute are also counted as employed.

How is it used?

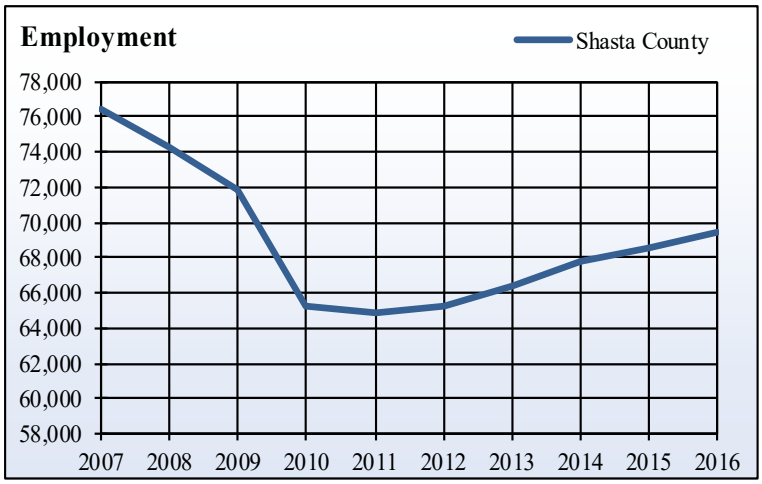
Employment is a primary indicator of the economic situation for workers in a county. Increasing employment means more potential jobs for workers; workers will generally have an easier time finding work in counties with higher employment totals. This is a primary indicator of the health of the economy as the unemployment rate is affected by labor force shifts.

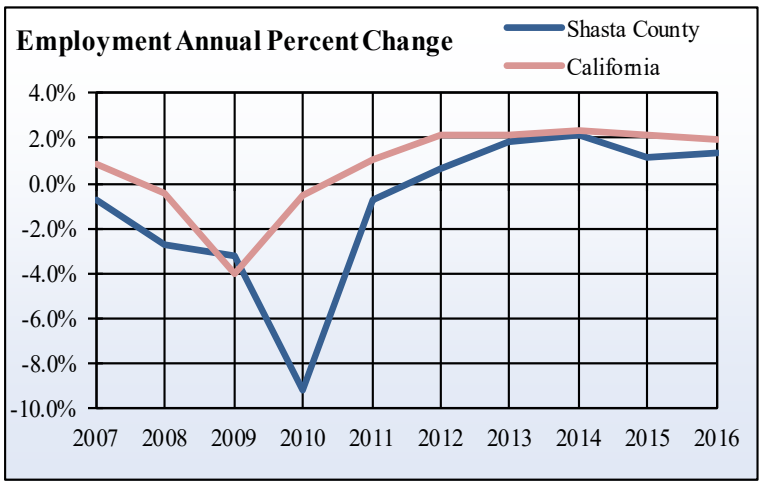
Employment in Shasta County decreased rapidly between 2007 and 2011, before entering a period of steady growth from 2012-2016. Overall, the number of employed individuals in Shasta County decreased by roughly 9 percent by 2016.

Total Employment, Shasta County

Year	Employed		1-Year Change	
	County	State	County	State
2007	76,400	16,931,600	-0.8%	0.8%
2008	74,300	16,854,500	-2.7%	-0.5%
2009	71,900	16,182,600	-3.2%	-4.0%
2010	65,300	16,091,900	-9.2%	-0.6%
2011	64,800	16,258,100	-0.8%	1.0%
2012	65,200	16,602,700	0.6%	2.1%
2013	66,400	16,958,700	1.8%	2.1%
2014	67,800	17,348,600	2.1%	2.3%
2015	68,600	17,723,300	1.2%	2.2%
2016	69,500	18,065,000	1.3%	1.9%

Source: California Employment Development Department, Labor Market Information Division





Unemployment

What is it?

Unemployment data are counts of the estimated number of people who are actively seeking work, are not working at least one hour per week for pay, and who are not self-employed. The data are reported by the California Employment Development Department (EDD) from data collected by the U.S. Current Population Survey (CPS). It is important to note that unemployment data do not include individuals who are not actively seeking work and thus no longer qualify for unemployment benefits, and thus represent an inexact estimation of the total unemployed population.

How is it used?

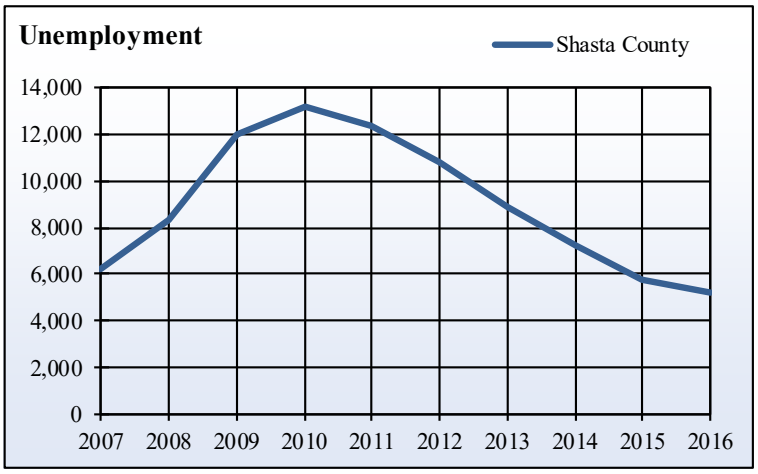
Although unemployment levels are often used as a primary measure of economic health, it is perhaps more accurate to view them as an indicator of recent economic disruptions than a holistic indicator of growth or decline, due to its direct connection to unemployment benefits provision. Sustained high 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.

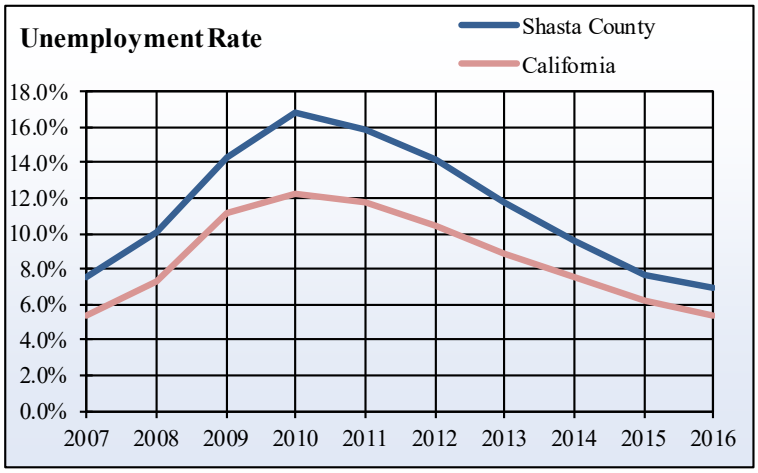
Unemployment in Shasta County increased steadily between 2007 and 2010, before entering a period of steady decline from 2011-2016. Overall, the number of unemployed individuals in Shasta County decreased by 1,000 individuals by 2016, resulting in a 0.6 percent reduction in unemployment rates.

Total Unemployment, Shasta County

Year	County Unemployed	Unemployment Rate		1-Year Change	
		County	State	County	State
2007	6,200	7.5%	5.4%	14.8%	11.2%
2008	8,300	10.1%	7.3%	33.9%	37.7%
2009	12,000	14.3%	11.2%	44.6%	53.6%
2010	13,200	16.8%	12.2%	10.0%	10.4%
2011	12,300	15.9%	11.7%	-6.8%	-3.9%
2012	10,800	14.2%	10.4%	-12.2%	-10.9%
2013	8,900	11.8%	8.9%	-17.6%	-13.3%
2014	7,200	9.6%	7.5%	-19.1%	-15.6%
2015	5,800	7.7%	6.2%	-19.4%	-16.8%
2016	5,200	6.9%	5.4%	-10.3%	-11.3%

Source: California Employment Development Department, Labor Market Information Division





Seasonal Employment

What is it?

Seasonal employment data are calculated using the monthly employment counts provided by the California Employment Development Department as discussed in the Employment indicator. Instead of calculating average employment for each year, the average for each month in the range of years is calculated. As with the previous employment indicator, employment status is determined by whether or not one is employed during the week that includes the 12th day of the previous month. The mid-month period is used because it is less sensitive to changes in the overall business climate and thus more representative of average month-to-month conditions.

How is it used?

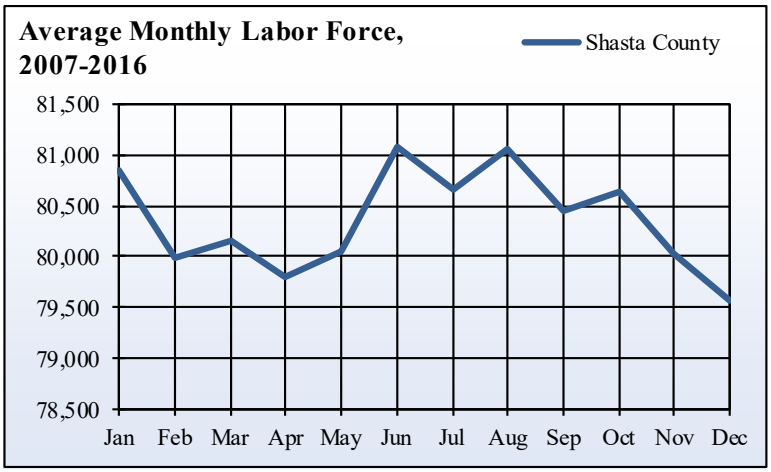
Average monthly labor statistics are used to evaluate seasonal trends in employment and can be used by area business associations and chambers of commerce to coordinate local events and business marketing campaigns. Areas that are economically dependent on agriculture, forestry, or seasonal recreation tend to experience greater fluctuations in employment over the course of the year that are obscured by annual averages. The employment differential between low and high employment months can be used to evaluate the relative degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily and leave during the off-season, but some remain year-round and are unemployed during this period.

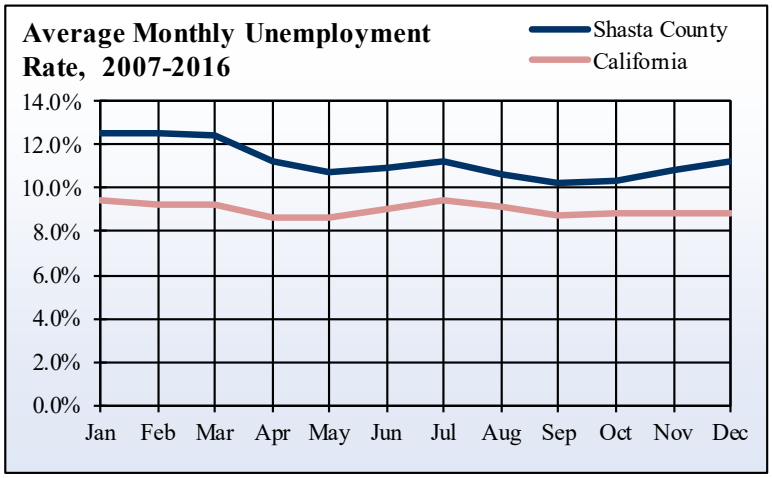
Between 2007 and 2016, Shasta County experienced significant seasonal changes in employment. Employment levels were generally at their highest in June through October, and at their lowest levels in December through March. Average unemployment was highest in February at 12.6 percent, and at a low of 10.2 percent in September.

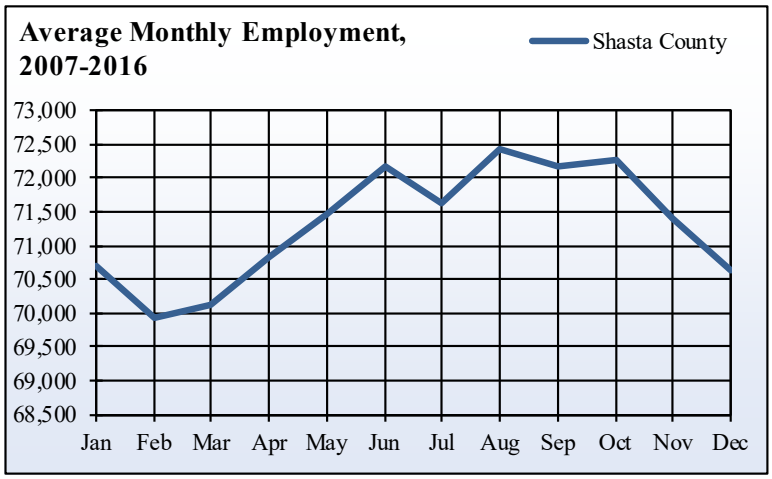
Average Monthly Labor Statistics, Shasta County, 2007-2016

Month	Labor Force	Employed	Unemployed	Unemp. Rate
Jan	80,840	70,710	10,100	12.50%
Feb	79,980	69,930	10,050	12.57%
Mar	80,150	70,130	10,010	12.49%
April	79,810	70,820	9,010	11.29%
May	80,050	71,470	8,590	10.74%
Jun	81,070	72,180	8,900	10.98%
Jul	80,660	71,630	9,030	11.20%
Aug	81,060	72,420	8,630	10.65%
Sep	80,440	72,170	8,230	10.24%
Oct	80,640	72,280	8,360	10.37%
Nov	80,040	71,390	8,670	10.83%
Dec	79,570	70,630	8,950	11.25%

Source: California Employment Development Department, Labor Market Information Division







Jobs by Industry

What is it?

Published by the U.S. Department of Commerce's Bureau of Economic Analysis (BEA), this indicator measures the number of jobs in a county within major industry sectors, regardless of whether or not the workers are themselves county residents. Because the BEA uses business tax returns to identify jobs within each industry, a worker who changed their workplace over the course of the year would be counted twice; once for each business's tax return. Self-employed proprietors and members of business partnerships are also included in jobs by industry data, meaning that someone who owns their own business but also works for another employer would also be counted twice. Unpaid family care workers and volunteers are not included.

How is it used?

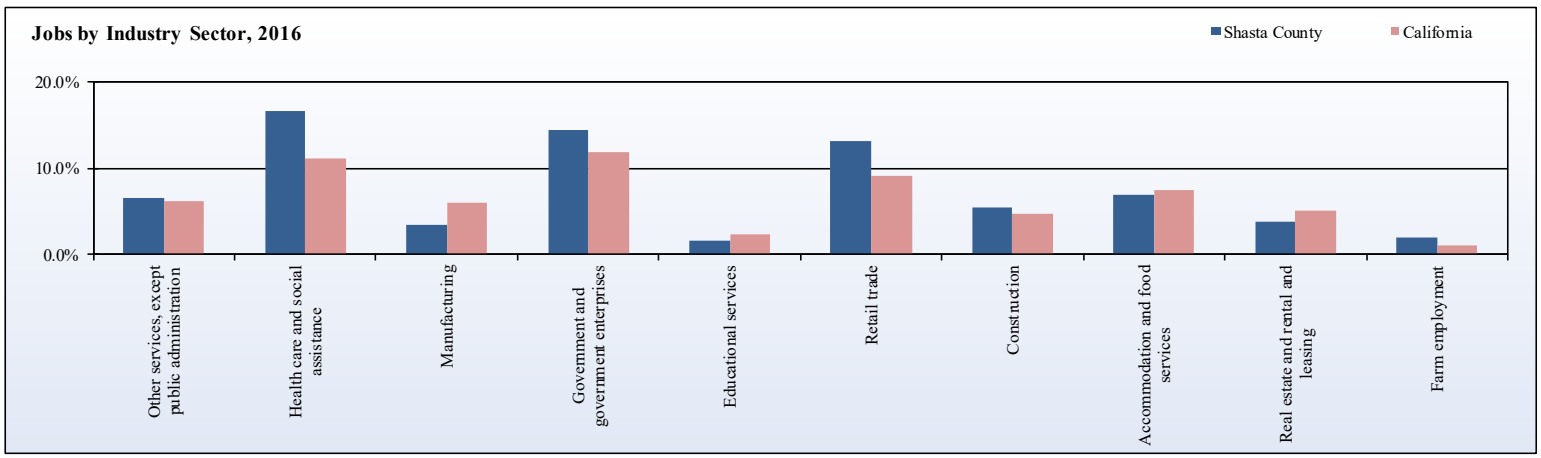
Jobs by industry is a useful measure of the economic diversity and potential resilience of the local economy, and is thus of great utility to local chambers of commerce and economic development organizations. A county with a large proportion of its jobs concentrated in a few industry sectors may be more susceptible to a recession or economic downturn than one with a more diversified economy.

In 2016, a disproportionately large portion of Shasta County's jobs were in the retail trade (13.1 percent), health care and social assistance (16.7 percent), and government and government enterprises sectors (14.4 percent). Sectors such as information, manufacturing and company/enterprise management sectors represented disproportionately fewer jobs than the statewide average.

Jobs by Industry, Shasta County, 2016

Industry	Shasta County	County Percent of Total	California Percent of Total
Farm employment	1,852	2.0%	1.0%
Forestry, fishing, and related activities	(D)	0.0%	1.1%
Mining	(D)	0.0%	0.3%
Utilities	408	0.4%	0.3%
Construction	4,992	5.4%	4.7%
Manufacturing	3,178	3.5%	6.1%
Wholesale trade	2,339	2.5%	3.8%
Retail trade	12,043	13.1%	9.1%
Transportation and warehousing	2,341	2.5%	3.8%
Information	918	1.0%	2.6%
Finance and insurance	3,556	3.9%	4.4%
Real estate, rental, and leasing	3,498	3.8%	5.0%
Professional, scientific, and technical services	5,125	5.6%	8.6%
Management of companies and enterprises	430	0.5%	1.1%
Administrative and waste services	5,519	6.0%	6.4%
Educational services	1,535	1.7%	2.3%
Health care and social assistance	15,358	16.7%	11.2%
Arts, entertainment, and recreation	1,880	2.0%	2.8%
Accommodation and food services	6,396	6.9%	7.5%
Other services, except public administration	6,143	6.7%	6.2%
Government and government enterprises	13,242	14.4%	11.8%
Sum of withheld "(D)" values	1,342	1.5%	n/a
Total Jobs	92,095	100.0%	100.0%

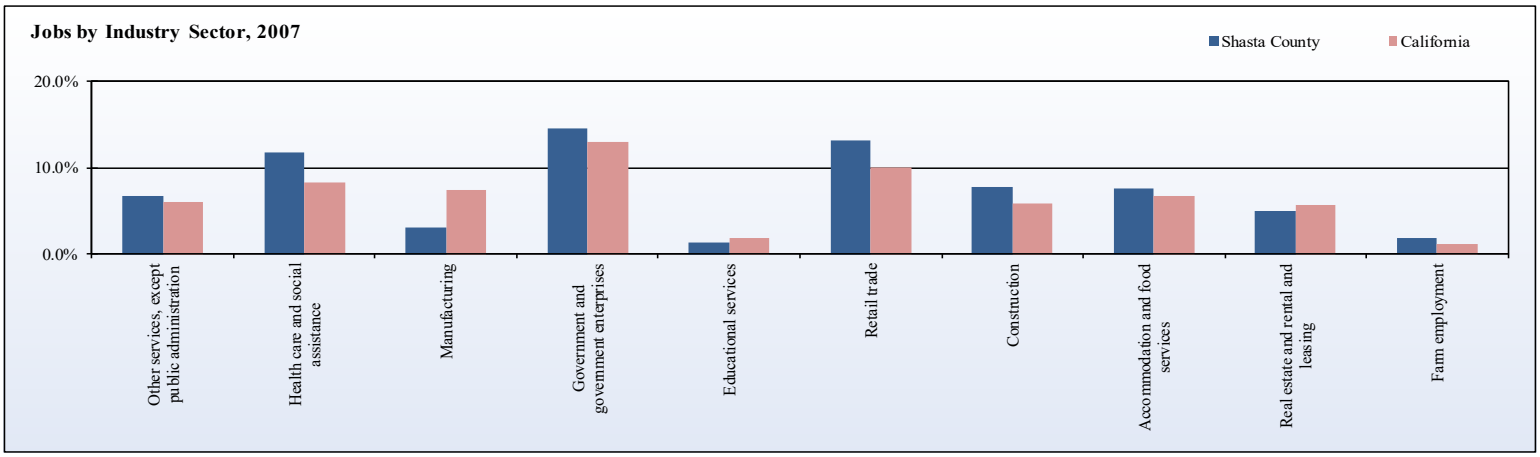
Source: California Employment Development Department, Labor Market Information Division



Jobs by Industry, Shasta County, 2007

Industry	Shasta County	County Percent of Total	California Percent of Total
Farm employment	1,867	1.9%	1.1%
Forestry, fishing, and related activities	(D)	0.0%	1.0%
Mining	(D)	n/a	0.2%
Utilities	390	0.4%	0.3%
Construction	7,477	7.8%	5.9%
Manufacturing	2,958	3.1%	7.4%
Wholesale trade	2,277	2.4%	3.8%
Retail trade	12,628	13.2%	10.1%
Transportation and warehousing	4,328	4.5%	2.9%
Information	1,257	1.3%	2.7%
Finance and insurance	3,568	3.7%	4.6%
Real estate, rental and leasing	4,845	5.0%	5.7%
Professional, scientific, and technical services	5,772	6.0%	8.3%
Management of companies and enterprises	477	0.5%	1.0%
Administrative and waste services	4,910	5.1%	6.4%
Educational services	1,247	1.3%	1.9%
Health care and social assistance	11,278	11.8%	8.4%
Arts, entertainment, and recreation	1,731	1.8%	2.5%
Accommodation and food services	7,335	7.6%	6.8%
Other services, except public administration	6,450	6.7%	6.0%
Government and government enterprises	13,927	14.5%	12.9%
Sum of withheld "(D)" values	1,259	1.3%	n/a
Total Jobs	95,981	100.0%	100.0%

Source: California Employment Development Department, Labor Market Information Division



Total Personal Income

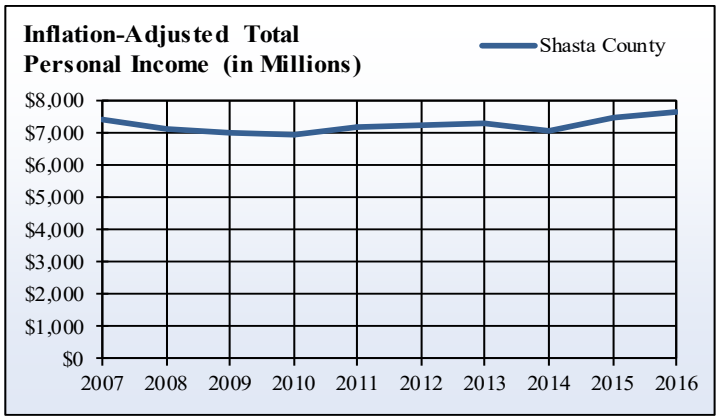
What is it?

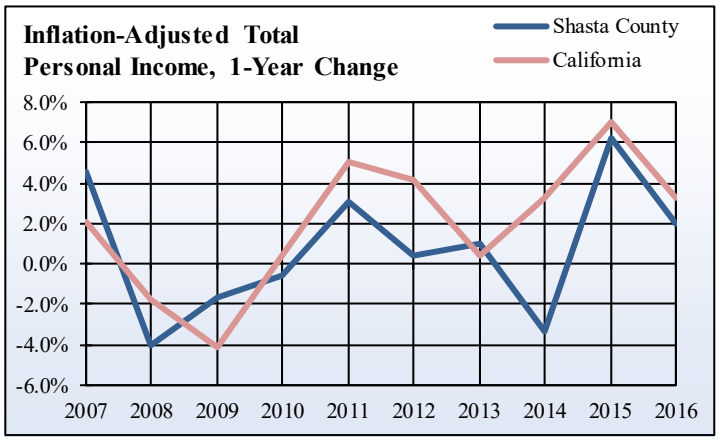
Total personal income data are provided by the U.S. Department of Commerce's Bureau of Economic Analysis. The indicator represents the sum of all income collected by individuals over the course of each year, including but not limited to earned income, government payments, and returns on investment. The data do not include personal contributions for social insurance (such as payments to Social Security or Medicare). The indicator is tabulated using individual and corporate tax returns from the Internal Revenue Service.

How is it used?

Total personal income is the basis for several other income indicators in this section. Growing personal income generally indicates a growing economy, as long as the growth is greater than the annual average inflation rate. Increases or decreases in total personal income are most frequently due to changes in worker's earnings, population changes, or both.

Total personal income in Shasta County fluctuated between 2007-2016, making modest gains overall. The rate of growth was greatest in 2015. Total personal income in Shasta County experienced its most significant growth in 2015. Overall, once adjusted for inflation, total personal income in Shasta County increased by nearly two hundred million dollars between 2007 and 2016.





Total Personal Income, Shasta County

Year	Shasta County				California
	Nominal Personal Income in Millions of Dollars	1-Year Change	Inflation Adjusted Personal Income in Millions of Dollars (2016)	1-Year Change	1-Year Change
2007	$6,225	4.5%	$7,424	4.5%	2.1%
2008	$6,228	0.1%	$7,123	-4.1%	-1.8%
2009	$6,124	-1.7%	$7,002	-1.7%	-4.1%
2010	$6,249	2.0%	$6,962	-0.6%	0.4%
2011	$6,548	4.8%	$7,178	3.1%	5.1%
2012	$6,767	3.3%	$7,207	0.4%	4.1%
2013	$6,941	2.6%	$7,276	1.0%	0.5%
2014	$6,815	-1.8%	$7,034	-3.3%	3.2%
2015	$7,340	7.7%	$7,473	6.2%	7.0%
2016	$7,618	3.8%	$7,618	1.9%	3.3%

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

Components of Personal Income

What is it?

This indicator disaggregates personal income totals by the sources of personal income, including work earnings, retirement or disability benefits, returns on investment, or transfer payments from sources such as supplemental social security, medical benefits, and unemployment insurance. Personal income reported for each county may also include commuter income, which accounts for income earned by individuals who live within the county but work elsewhere. The U.S. Department of Commerce's Bureau of Economic Analysis provides these county-level data.

How is it used?

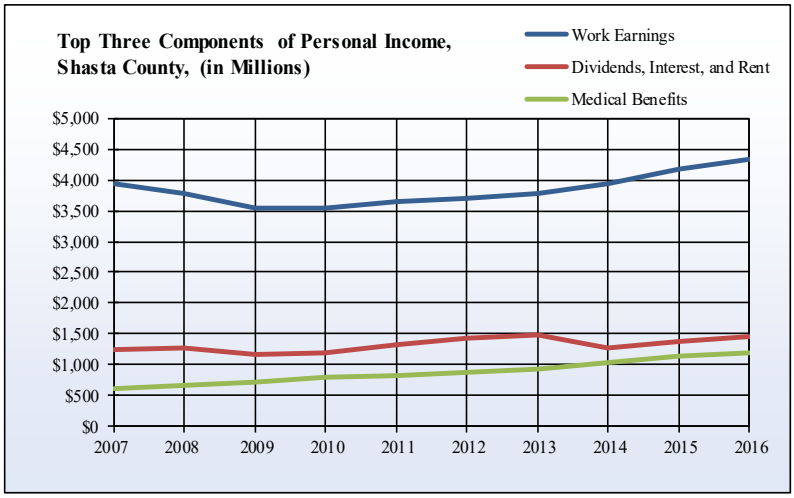
Understanding how income is earned in a county can provide important insights into the structure of a county's economy. If the largest proportion of income is from work earnings, then industry performance is likely to be driving economic growth. In contrast, if a high proportion of total personal income is derived from transfer payments through government benefit programs, this may indicate an elderly or infirm population.

The primary components of personal income in Shasta County are work earnings, dividends, interest, rent, and medical benefits. Shasta County also had over twice the amount of personal income derived from retirement and disability benefits when compared to the statewide average. Work earnings in Shasta County increased slowly but steadily between 2007 and 2016, with an average annual rate of increase of 1 percent. Retirement/disability benefits and medical benefits each increased at higher rates, with the two categories seeing average annual increases of 4.6 percent and 9.4 percent, respectively.

Components of Total Personal Income, Shasta County, 2016

Component	Percent of total in 2016		2007 to 2016 Average Annual Change	
	County	California	County	California
Work Earnings	56.9%	71.6%	1.0%	3.5%
Contributions to SSI, etc.	-6.5%	-7.4%	1.4%	3.3%
Commuter Income	-0.8%	-0.1%	-21.1%	73.5%
Dividends, Interest, & Rent	19.3%	20.8%	1.7%	4.3%
Retirement / Disability Benefits	9.6%	4.2%	4.6%	5.3%
Medical Benefits	15.8%	7.5%	9.4%	9.1%
Income Maintenance Benefits	2.6%	1.6%	2.6%	3.4%
Unemployment Benefits	0.4%	0.2%	-2.9%	0.4%
Veterans benefits	1.3%	0.4%	6.7%	14.8%
Education and training assistance	0.5%	0.4%	10.7%	13.8%
Other Government Benefits	0.4%	0.3%	320.4%	343.2%
Nonprofit Institutions	0.3%	0.2%	2.3%	3.1%
Private Personal Injury Liability	0.3%	0.2%	13.1%	14.0%
Total Personal Income	100.0%	100.0%	2.2%	4.1%

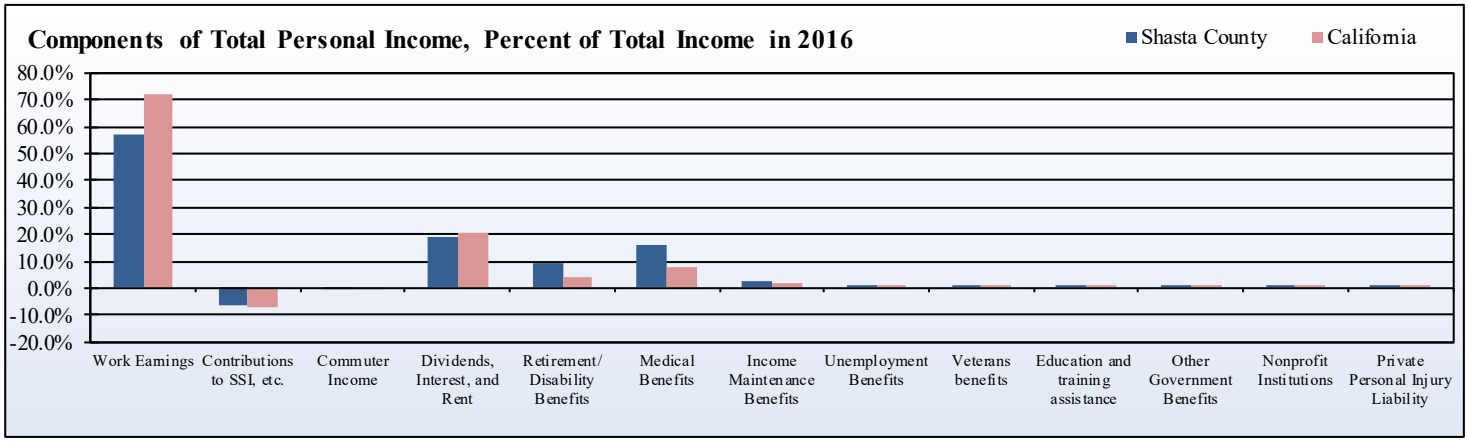
Source: U.S. Department of Commerce, Bureau of Economic Analysis

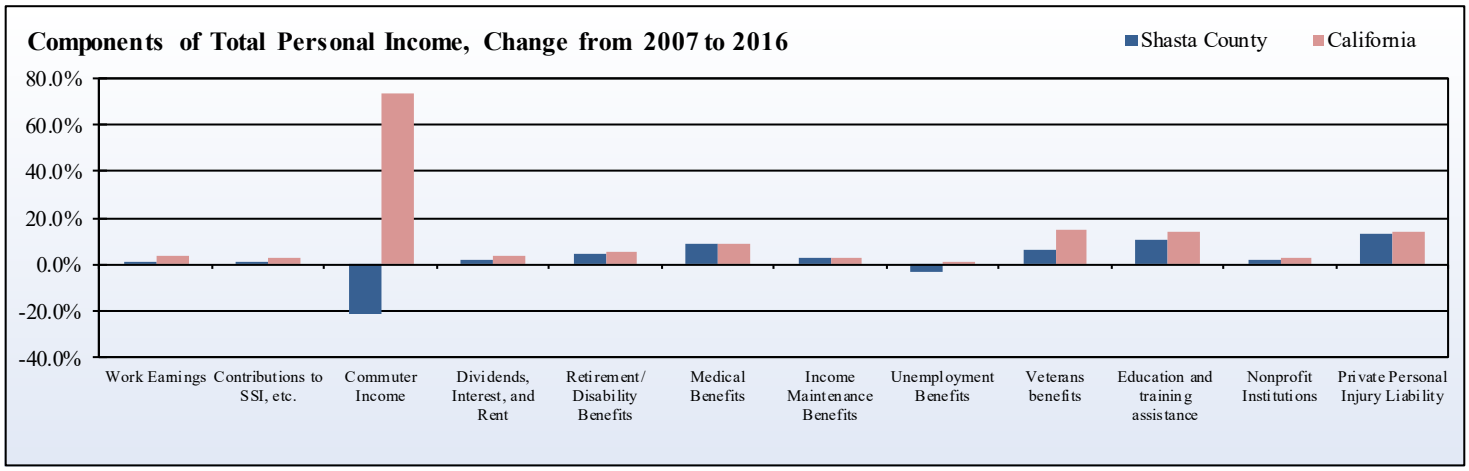


Components of Total Personal Income (Millions of Dollars), Shasta County

Component	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Work Earnings	$3929.9	$3766.1	$3550.5	$3529.9	$3642.0	$3686.0	$3766.4	$3947.8	$4183.0	$4334.8
Contributions to SSI, etc.	-$434.8	-$424.6	-$412.4	-$407.0	-$382.9	-$382.5	-$435.1	-$454.0	-$471.7	-$497.6
Commuter Income	$52.3	$58.0	$52.1	$53.8	$54.3	$61.7	$77.4	-$68.2	-$59.8	-$58.1
Dividends, Interest, and Rent	$1251.7	$1275.0	$1176.6	$1188.6	$1339.2	$1432.6	$1482.2	$1282.1	$1381.3	$1470.0
Retirement/ Disability Benefits	$502.4	$529.5	$576.9	$594.9	$608.9	$643.4	$667.2	$696.0	$718.1	$731.2
Medical Benefits	$619.4	$667.6	$726.1	$797.6	$815.2	$875.9	$941.8	$1026.5	$1148.1	$1200.0
Income Maintenance Benefits	$158.3	$166.6	$183.0	$191.2	$196.2	$194.8	$196.3	$205.9	$206.6	$199.3
Unemployment Benefits	$39.5	$60.1	$118.1	$132.1	$105.8	$85.0	$62.1	$34.8	$28.9	$28.1
Veterans benefits	$58.1	$59.3	$59.4	$65.9	$70.0	$77.5	$87.6	$92.0	$96.9	$97.0
Education and training assistance	$18.5	$21.8	$28.2	$33.2	$34.0	$39.0	$38.0	$37.4	$37.8	$38.3
Other Government Benefits	$0.9	$50.5	$25.7	$45.6	$38.8	$6.5	$5.3	$21.8	$28.4	$29.7
Nonprofit Institutions	$18.8	$18.4	$19.5	$21.7	$20.9	$22.2	$22.5	$23.0	$22.8	$23.2
Private Personal Injury Liability	$9.7	$14.2	$15.0	$15.1	$20.2	$15.1	$14.1	$16.1	$19.2	$22.4
Total Personal Income	$6224.7	$6262.5	$6118.7	$6262.5	$6562.6	$6757.3	$6925.6	$6861.1	$7339.6	$7618.3

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





Note: *Other government benefits is not included for components of total personal income in this figure due to large fluctuations in its 10-year average percent change.*

Per Capita Income

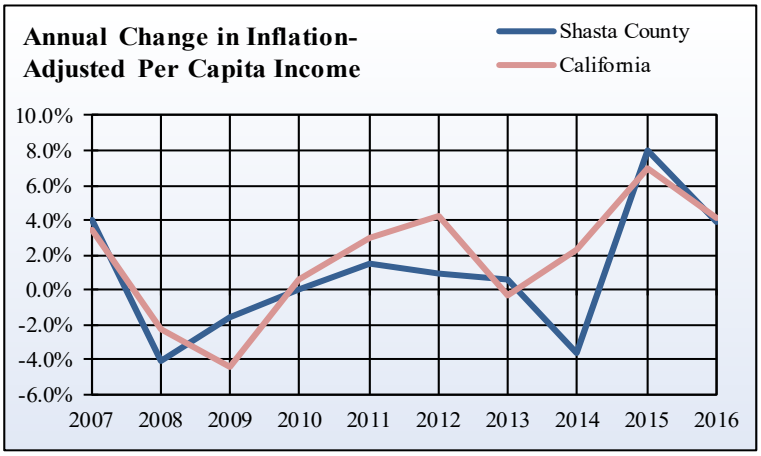
What is it?

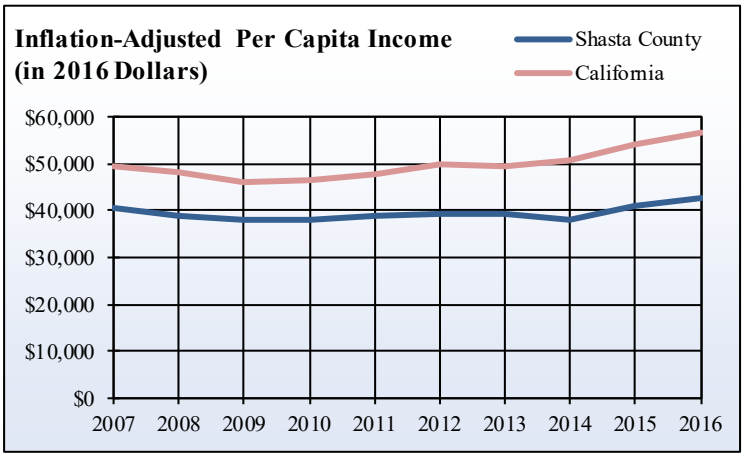
Per capita income is calculated by the U.S. Department of Commerce's Bureau of Economic Analysis by dividing its estimate of total personal income by the U.S. Census Bureau's estimate of total population.

How is it used?

Per capita income is one of the most commonly used indicators of the general economic well-being of a county. Changes in this variable may indicate changes in a county's standard of living or the availability of resources to individuals and families. Per capita income also tends to follow long-term business cycles (rising during expansions and falling during recessions). Income influences individual buying power and therefore affects consumer choices and local retail sales.

Per capita income in Shasta County grew overall between 2007 and 2016, despite periods of decline in 2008, 2009, and 2014. Per capita income in Shasta County experienced its most significant growth in 2015. Between 2007 and 2016, Shasta County maintained an inflation-adjusted per capita income roughly $10,000-$14,000 lower than the statewide average.





Per Capita Income, Shasta County

Year	Shasta County Nominal Per Capita Income	Shasta County 1-Year Change	Inflation-adjusted Per Capita Income (2016)		Inflation-adjusted 1-Year Change	
			Shasta County	California	Shasta County	California
2007	$ 35,459	4.0%	$ 40,524	$ 49,366	4.0%	3.4%
2008	$ 35,339	-0.3%	$ 38,886	$ 48,255	-4.0%	-2.2%
2009	$ 34,649	-2.0%	$ 38,269	$ 46,117	-1.6%	-4.4%
2010	$ 35,256	1.8%	$ 38,297	$ 46,395	0.1%	0.6%
2011	$ 36,888	4.6%	$ 38,858	$ 47,775	1.5%	3.0%
2012	$ 37,993	3.0%	$ 39,203	$ 49,819	0.9%	4.3%
2013	$ 38,786	2.1%	$ 39,445	$ 49,674	0.6%	-0.3%
2014	$ 37,988	-2.1%	$ 38,021	$ 50,790	-3.6%	2.2%
2015	$ 40,995	7.9%	$ 41,063	$ 54,318	8.0%	6.9%
2016	$ 42,658	4.1%	$ 42,658	$ 56,532	3.9%	4.1%

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

Earnings by Industry

What is it?

Earnings by industry data represent the total personal earnings for workers within individual industry sectors and should not be confused with total business revenues within industries. 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's 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 symbol "(L)" is used when reported values are less than $50,000. Values for both (D) and (L) are included in aggregate totals.

How is it used?

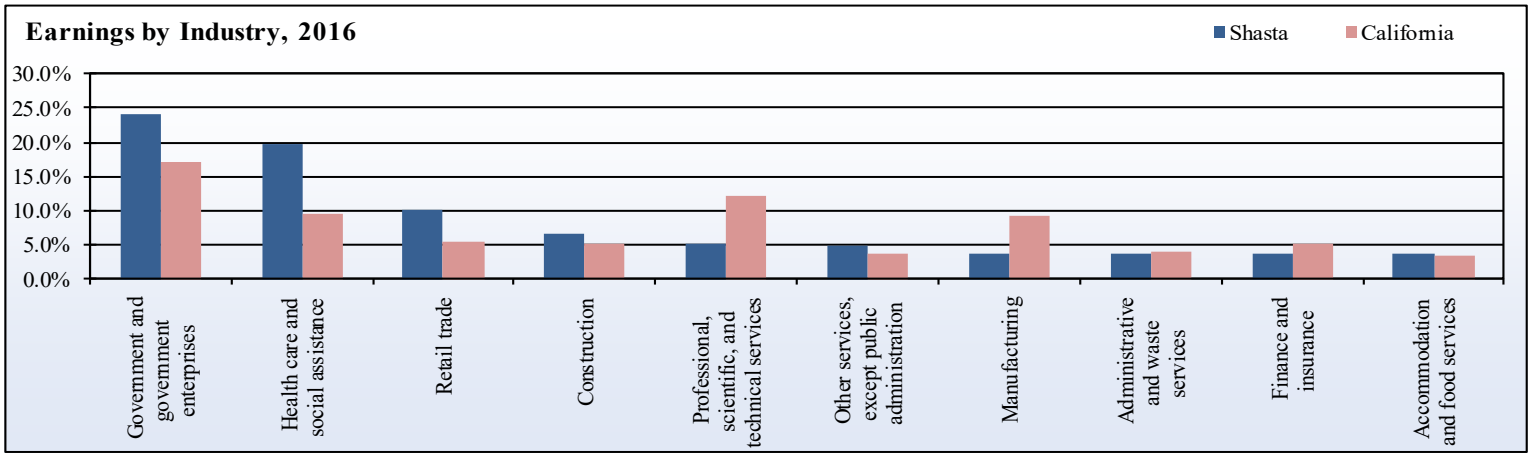
Earning levels by industry are important indicators of the overall economic contributions of particular industries to a local economy. Similar to the previous Jobs by Industry indicator, these data can also provide important insights into the relative diversification of a county's economy, and thus how resilient an economy is to economic downturns or recessions.

In 2016, over 50 percent of Shasta County's reported earnings derived from either the government, retail trade or health care sectors. The percentages of Shasta County's total earnings derived from these sectors were substantially larger than the respective statewide averages, while total earnings derived from the information, manufacturing and professional/scientific/technical services sectors were exceedingly less substantial than the statewide average. However, it should be taken into account that data are unavailable for the forestry/fishing and mining sectors, due to sampling and estimation requirements for the underlying survey data.

Earnings by Industry, Shasta County, 2016 (in Millions)

Industry	Shasta County	County Percent of Total	California Percent of Total
Farm earnings	$ 25.2	0.6%	1.0 %
Forestry, fishing, and related activities	(D)	0.0%	0.6 %
Mining	(D)	0.0%	0.3 %
Utilities	$ 68.1	1.6%	0.6 %
Construction	$ 289.3	6.7%	5.3 %
Manufacturing	$ 162.9	3.8%	9.2 %
Wholesale trade	$ 112.9	2.6%	4.4 %
Retail trade	$ 434.4	10.0%	5.5 %
Transportation and warehousing	$ 120.5	2.8%	2.9 %
Information	$ 64.4	1.5%	6.5 %
Finance and insurance	$ 159.3	3.7%	5.1 %
Real estate, rental, and leasing	$ 68.7	1.6%	3.2 %
Professional, scientific, and technical services	$ 223.9	5.2%	12.2 %
Management of companies and enterprises	$ 38.3	0.9%	2.1 %
Administrative and waste services	$ 162.3	3.7%	4.0 %
Educational services	$ 43.7	1.0%	1.5 %
Health care and social assistance	$ 852.5	19.7%	9.5 %
Arts, entertainment, and recreation	$ 37.2	0.9%	1.7 %
Accommodation and food services	$ 156.4	3.6%	3.5 %
Other services, except public administration	$ 208.6	4.8%	3.6 %
Government and government enterprises	$ 1,039.9	24.0%	17.1 %
Value of withheld "(D)" earnings	$66.4	1.5%	n/a
Total Earnings by Place of Work	$ 4,334.8	100.0%	100%

Source: California Employment Development Department, Labor Market Information Division



Median Household Income

What is it?

Household income includes the incomes of the householder (i.e. renter or title holder) and all other people 15 years of age and older in the household regardless of their relation to the householder. Once income totals for all households are gathered, the median value is the data point at which exactly one-half of households have greater income and one-half of households have less income. The median value is based on the income distribution of all households including those with no income.

How is it used?

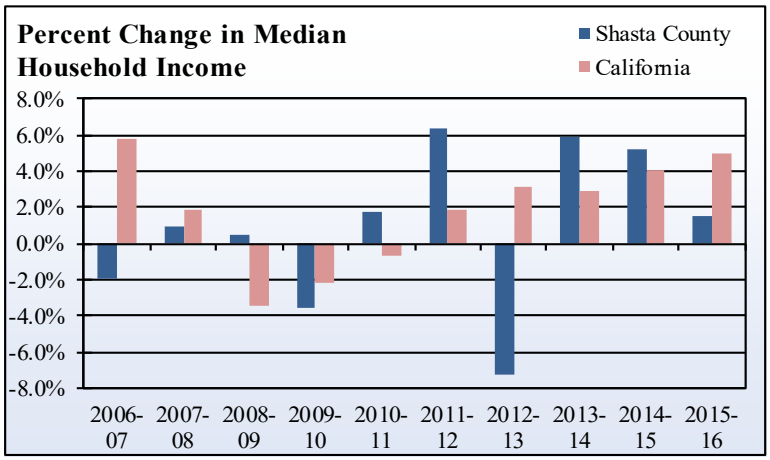
Median household income is a more useful measure of collective economic well-being than per capita income because it aggregates income levels within a basic unit of economic collaboration and decision making. Median income values are also less sensitive to fluctuations at the extreme high and low ends of a county's earnings spectrum. Changes in median household income therefore signal changes within a wide range of earnings in a regional economy.

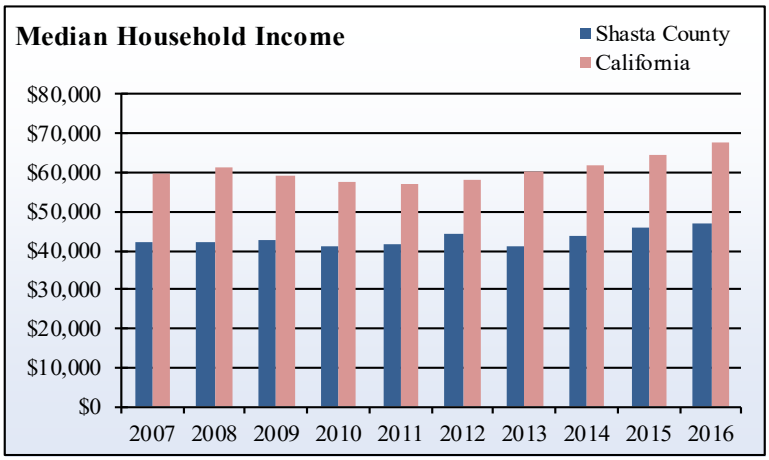
Median household income in Shasta County fluctuated, but ultimately grew, between 2007 and 2016. Overall, median household income in Shasta County increased by roughly 11 percent between 2007 and 2016. Shasta County consistently maintained a median household income $14,000-$22,000 less than California as a whole.

Median Household Income (Nominal), Shasta County

Year	County	California
2007	$41,980	$59,928
2008	$42,362	$61,017
2009	$42,552	$58,925
2010	$41,058	$57,664
2011	$41,796	$57,275
2012	$44,477	$58,322
2013	$41,236	$60,185
2014	$43,661	$61,927
2015	$45,943	$64,483
2016	$46,663	$67,715

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





Poverty Rates

What is it?

The Census Bureau determines whether or not a family is in poverty using a series of income thresholds that vary by family size and composition. If a family's total income is less than that family's poverty threshold, then every person in that household is considered to be in poverty. Official poverty thresholds do not vary geographically, but are updated for inflation using the Consumer Price Index. Income thresholds are based on pre-tax earnings and do not include capital gains or noncash benefits such as Medicaid.

How is it used?

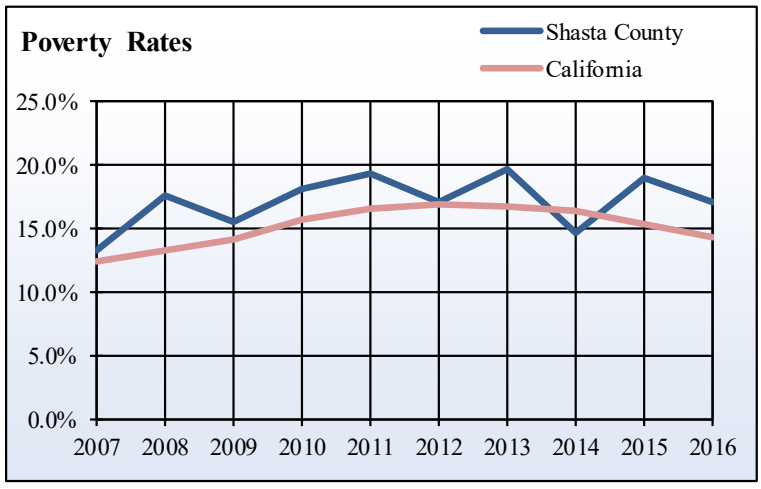
The poverty rate is a very commonly used indicator of the overall economic health and well-being of a region. Despite their wide use, official poverty rates have notable shortcomings. For instance, because the thresholds that define poverty status only vary by family size and composition, and not by the underlying cost of living in a particular neighborhood or community (e.g., housing and insurance costs), they tend to either over- or underestimate the real level of economic hardship in a region.

Poverty rates in Shasta County fluctuated between 2007 and 2016, but ultimately rose by 3.8 percent by 2016. Shasta County's poverty rate was at its lowest at 13.4 percent in 2007 and its highest at 19.7 percent in 2013. Shasta County's poverty rate remained higher than the statewide average between 2007 and 2016, with the exception of 2014.

Poverty Rates, Shasta County

Year	County	California
2007	13.4 %	12.4 %
2008	17.7 %	13.3 %
2009	15.5 %	14.2 %
2010	18.2 %	15.8 %
2011	19.4 %	16.6 %
2012	17.1 %	17.0 %
2013	19.7 %	16.8 %
2014	14.7 %	16.4 %
2015	19.0 %	15.4 %
2016	17.2 %	14.4 %

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



Fair Market Rent

What is it?

Fair market rent is defined by the U.S. Department of Housing and Urban Development as the price point where 40 percent of gross rents for typical, non-substandard housing units are below it, and 60 percent of gross rents are above it. Gross rent is the sum of the rent paid to a landlord plus any utility costs incurred by the tenant. Fair market rent calculations typically exclude rents paid for public housing units, rental units built in the last 2 years, rental units considered substandard in quality, seasonal rentals, and rental units on 10 or more acres of land. Fair market rent does not include public housing costs to avoid skewing the distribution of rents downward.

How is it used?

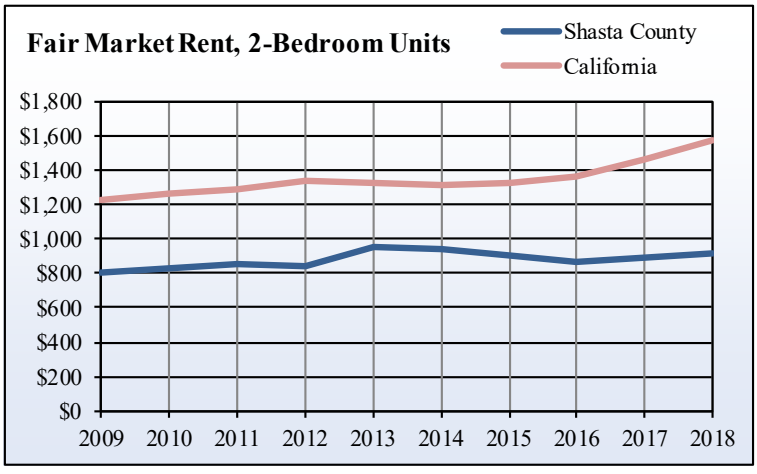
Fair market rent is an indicator of housing costs for poorer households in a county. It is used to determine whether families or individuals qualify for federal housing certificate and voucher programs, and the amount of compensation they would receive. Because calculation of fair market rents incorporates the total distribution of gross rents within a region, it can also be a helpful indicator of overall housing costs and, by extension, the general cost of living for that region.

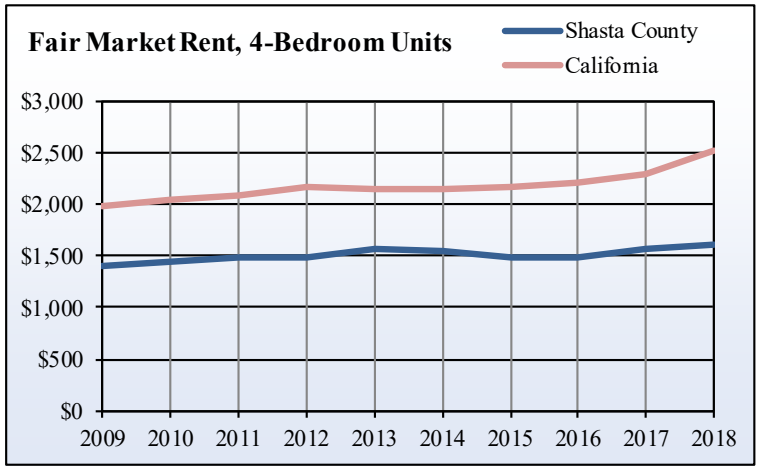
Fair market rent in Shasta County exhibited an overall increase from 2009 to its peak in 2013 for all housing categories except 4-bedroom units. After 2013, all categories fluctuated but were generally rising by 2017. Four bedroom units exhibited the most stochastic price behavior, fluctuating from 2009-2018. Overall, fair market rents in Shasta County were 25-45 percent lower than state averages in 2018.

Fair Market Rent, Shasta County

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
2009	$566	$659	$802	$1,170	$1,410
2010	$584	$680	$827	$1,207	$1,454
2011	$599	$698	$849	$1,239	$1,493
2012	$595	$693	$843	$1,230	$1,482
2013	$734	$755	$949	$1,398	$1,559
2014	$727	$748	$940	$1,385	$1,544
2015	$702	$722	$907	$1,337	$1,490
2016	$660	$663	$871	$1,269	$1,484
2017	$657	$688	$892	$1,298	$1,572
2018	$658	$713	$915	$1,331	$1,612

Source: U.S. Department of Housing and Urban Development





SOCIAL INDICATORS

Social indicators explain the capacity of community institutions and organizations to provide for adequate human health, education, safety and social participation. Effective social systems intensify human capacities for collective growth and improvement. Many of the included indicators are often referred to as "quality-of-life" measures, because they include non-economic attributes that reflect the general health and well-being of community members.

Shasta County crime rates fluctuated between 2007 and 2016, but ultimately rose over the ten-year period. Shasta County's crime rate exceeded the state average from 2008 onwards, but generally tracked year-to-year fluctuations in crime at the state level. Voter registration rates in Shasta County increased overall from 2002 to 2016, and voter participation was consistently higher than the statewide average. Causes of death in Shasta County differed little from the statewide averages except for higher rates of Alzheimer's and pulmonary disease and lower rates of stroke and diabetes.

The number of Temporary Assistance for Needy Families (TANF) and California Work Opportunity and Responsibility to Kids (CalWORKs) recipients in Shasta County climbed steadily from 2007-2010 before entering a phase of overall decline through 2016. Recipients as a percent of the total population in the county remained above the statewide average in all years except 2014, but the difference narrowed significantly over the ten-year period. Between 2007 and 2016, the number of Medi-Cal beneficiaries in Shasta County nearly doubled; seeing its greatest increase of over 9 percent in 2014. Shasta County's increase in Medi-Cal beneficiaries mirrored statewide changes throughout California; however, Medi-Cal beneficiaries have consistently made up a slightly larger percentage of Shasta County's population when compared to the statewide average.

In 2016, Shasta County had a higher proportion of residents who had graduated high school, completed college coursework or graduated with an associate's degree than the statewide average. Shasta County consistently maintained a slightly lower percentage of high school dropouts when compared to the rest of California between 2006 and 2016, while the percentage of Shasta County graduates eligible for the UC or CSU systems remained between 9 and 17 percent lower than the percentage of eligible graduates statewide between 2006 and 2016. SAT scores in Shasta County fluctuated between 2006 and 2016, but ultimately fell by about 20 points over the ten-year period. Shasta County maintained a lower percentage of students enrolled in free and reduced meal programs than the statewide average between 2008 and 2017, with the exception of 2013. English Language Learner (ELL) enrollment in Shasta County was much lower than the statewide average.

In This Section:

Leading Causes of Death

What is it?

This indicator lists the top ten most frequent causes of death for all county residents in 2016, and is derived from vital records data provided by the California Department of Public Health.

How is it used?

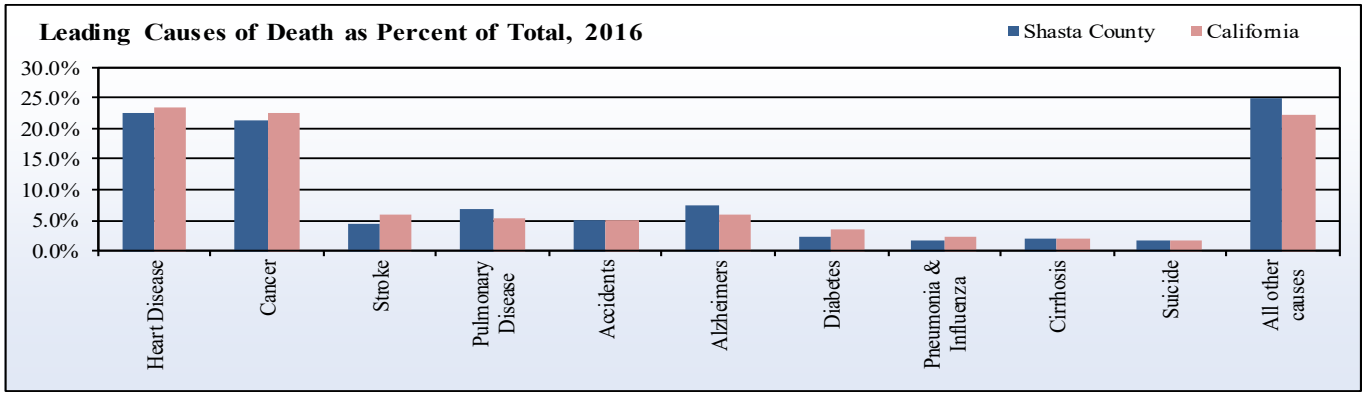
Cause of death statistics provide important insights into the overall health of a region and can be used by health care practitioners and social service providers to coordinate disease prevention and educational efforts. If death rates for preventable causes are greater than those for other counties in a region, this is indicative of a greater need for community health education. If death rates for environmentally influenced factors, such as cancer and influenza, are high, this may indicate the presence of systemic factors that need to be addressed.

Like the rest of California in 2016, Shasta County's leading causes of death were heart disease and cancer. Causes of death in Shasta County differed little from the statewide averages except for higher rates of alzheimer's and pulmonary disease, and lower rates of stroke and diabetes.

Cause of Death as a Percentage of Total Deaths, 2016

Cause of Death	Shasta County	California
Heart Disease	22.5%	23.5%
Cancer	21.2%	22.7%
Stroke	4.5%	6.0%
Pulmonary Disease	6.8%	5.2%
Accidents	5.0%	5.0%
Alzheimer's	7.3%	5.9%
Diabetes	2.2%	3.5%
Pneumonia & Influenza	1.8%	2.3%
Cirrhosis	2.1%	2.0%
Suicide	1.6%	1.6%
All other causes	25.1%	22.2%

Source: California Department of Public Health



Leading Causes of Death, Shasta County

Causes of Death	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
All Causes	1,997	2,076	1,913	2,042	2,014	1,989	2,144	2,145	2,246	2,270
Heart Disease	507	520	465	464	440	463	492	480	522	511
Cancer	428	442	471	492	432	391	482	489	506	482
Stroke	91	126	102	103	113	125	103	92	120	102
Pulmonary Disease	153	176	150	196	174	151	217	193	180	154
Accidents	112	115	133	112	118	117	130	95	105	113
Alzheimers	55	68	63	107	99	107	108	117	122	166
Diabetes	27	34	26	32	36	49	37	51	59	49
Pneumonia & Influenza	52	33	27	25	31	24	33	35	39	40
Cirrhosis	40	39	27	30	47	37	42	51	43	47
Suicide	42	35	37	39	51	40	35	51	45	37
All other causes	490	488	412	442	473	485	465	491	505	569

Source: California Department of Public Health

TANF-CalWORKs Caseload

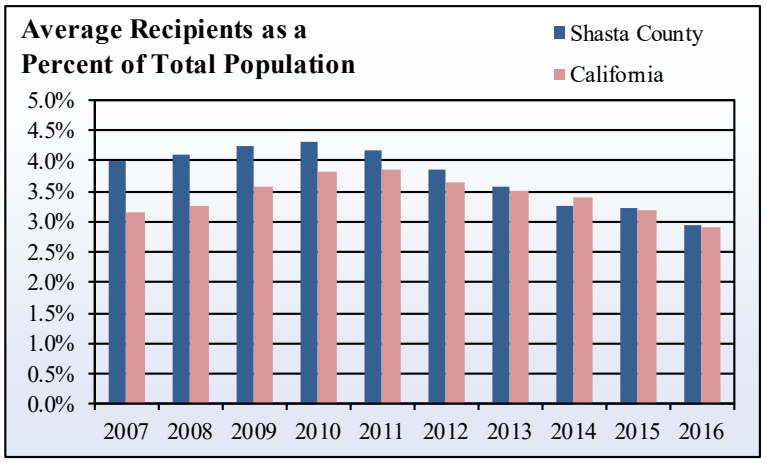
What is it?

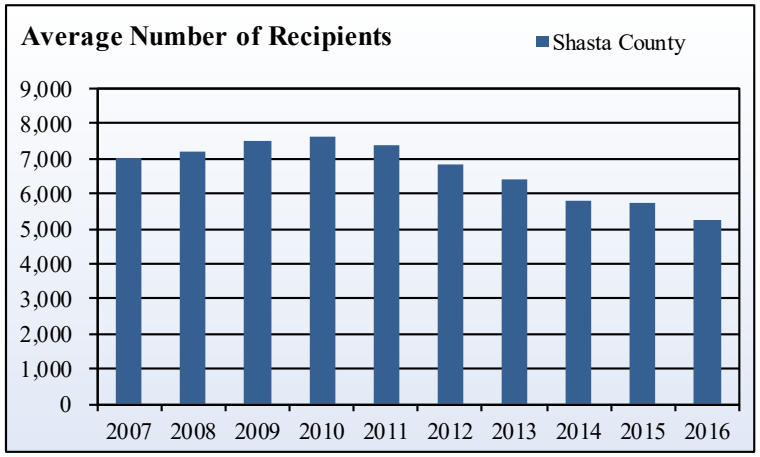
The California Work Opportunity and Responsibility to Kids (CalWORKs) is California's federal Temporary Assistance for Needy Families (TANF) program, which gives cash aid and services to eligible needy California families. If a family has little or no cash and is in need of housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help through CalWORKs. The program also provides access to education, employment, and workforce training programs to assist a family's move toward self-sufficiency. The CalWORKs program is administered by each county's welfare department.

How is it used?

Data on the number of families that qualify for economic assistance through CalWORKs and similar programs can be important supplements to the official poverty rate, as families experiencing sufficient economic hardship to qualify for CalWORKs may not necessarily also be below official poverty thresholds. Such data are therefore important for county and municipal planners and policymakers in understanding the overall level of economic hardship in a county or region.

The number of TANF/CalWORKs recipients in Shasta County climbed steadily from 2007-2010 before entering a phase of overall decline through 2016. Recipients as a percent of the total population in the county remained above the statewide average in all years except 2014, but the difference narrowed significantly over the ten-year period.





TANF/CalWORKs Caseloads, Shasta County

Year	Average Number of recipients	Percent of County Population	Percent of State Population
2007	7,005	4.0%	3.1%
2008	7,221	4.1%	3.3%
2009	7,514	4.3%	3.6%
2010	7,652	4.3%	3.8%
2011	7,404	4.2%	3.9%
2012	6,846	3.9%	3.6%
2013	6,397	3.6%	3.5%
2014	5,826	3.2%	3.4%
2015	5,742	3.2%	3.2%
2016	5,229	2.9%	2.9%

Source: California Department of Social Services

Medi-Cal Caseload

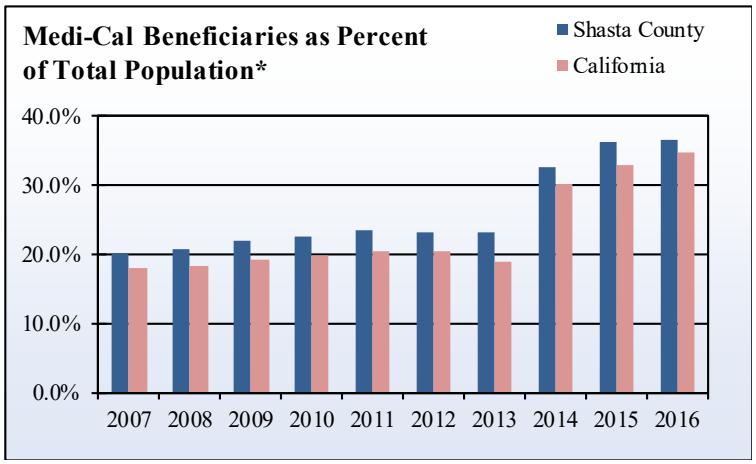
What is it?

Medi-Cal is California's version for the federal Medicaid program, and offers access to free or low-cost health insurance for children and adults with limited resources or income. Common Medi-Cal recipients include low-income adults, families with children, seniors, persons with disabilities, pregnant women, children in foster care and former foster youth up to age 26.

How is it used?

Data on Medi-Cal program recipients is helpful in determining the need for public medical assistance in a county. Similar to the CalWORKs caseload data, this indicator can also provide important insights into general economic hardship in a region by identifying needy individuals and families who may not be below official poverty thresholds.

Between 2007 and 2016, the number of Medi-Cal beneficiaries in Shasta County nearly doubled; seeing its greatest increase of over 9 percent in 2014. Shasta County's increase in Medi-Cal beneficiaries mirrored statewide changes throughout California; however, Medi-Cal beneficiaries have consistently made up a slightly larger percentage of Shasta County's population when compared to the statewide average. The significant increases in the number of Medi-Cal beneficiaries in 2014, which occurred across California and within many counties, correlate with the first year of enrollment for health care benefits under the Affordable Care Act.



** Total population data do not include incarcerated individuals unless otherwise noted.*

Medi-Cal Users, Shasta County

Year	County Beneficiaries	Percentage of County Total Population*	California Beneficiaries	Percentage of California Population
2007	35,374	20.2%	6,553,258	18.0%
2008	36,629	20.8%	6,721,003	18.3%
2009	38,859	22.0%	7,094,877	19.2%
2010	40,225	22.7%	7,397,748	19.9%
2011	41,917	23.6%	7,594,640	20.4%
2012	41,050	23.1%	7,619,341	20.3%
2013	41,841	23.3%	7,280,074	19.0%
2014	58,659	32.7%	11,522,700	30.1%
2015	64,849	36.2%	12,834,234	33.0%
2016	65,129	36.5%	13,542,960	34.6%

Source: California Department of Healthcare Services
** Total population data do not include incarcerated individuals unless otherwise noted.*

School Free and Reduced Meal Program

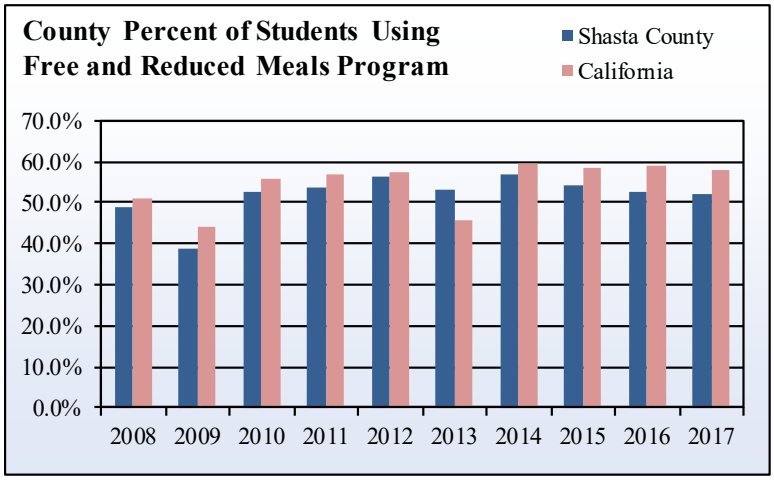
What is it?

This indicator provides data on the number and proportion of K-12 students who are enrolled in a free or reduced-price school meal program. Families only have to claim a household income level that is below the given threshold to enroll their children in the program, and no evidence or auditing of family income is required. Thus, the indicator is an effective proxy for student poverty but does not necessarily reflect the true economic status of enrolled families. Students enrolled in this program are counted on Fall Census Day, which is the first Wednesday in October for each academic year.

How is it used?

Enrollment data on free and reduced meal programs aid in the estimation of family economic assistance needs in a county. Enrollment totals and proportions can also be used to determine a school's eligibility for receiving funding from official programs and grants intended to alleviate student poverty.

The percentage of Shasta County students enrolled in free and reduced meal programs fluctuated between 39 percent and 57 percent between 2008 and 2017, but ultimately increased by only 3 percent over this ten year period. Shasta County maintained a lower percentage of students enrolled in free and reduced meal programs than the statewide average between 2008 and 2017, with the exception of 2013. In 2013, when California witnessed a 12 percent drop in enrollment, enrollment in Shasta County decreased by only 3 percent.



School Free and Reduced Meals, Shasta County

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students	
			County	California
2008	13,207	27,024	48.9%	51.2%
2009	10,421	26,937	38.7%	44.0%
2010	13,872	26,263	52.8%	55.9%
2011	14,198	26,445	53.7%	56.7%
2012	14,898	26,463	56.3%	57.5%
2013	14,452	27,177	53.2%	45.5%
2014	15,282	26,935	56.7%	59.4%
2015	14,499	26,626	54.5%	58.6%
2016	13,918	26,315	52.9%	58.9%
2017	13,844	26,465	52.3%	58.1%

Source: California Department of Education

Educational Attainment

What is it?

Educational attainment is the highest degree earned or amount of schooling completed for all county residents aged 18 and older. Schooling completed in foreign countries or ungraded school systems are reported as the equivalent level of schooling in the regular American educational system.

How is it used?

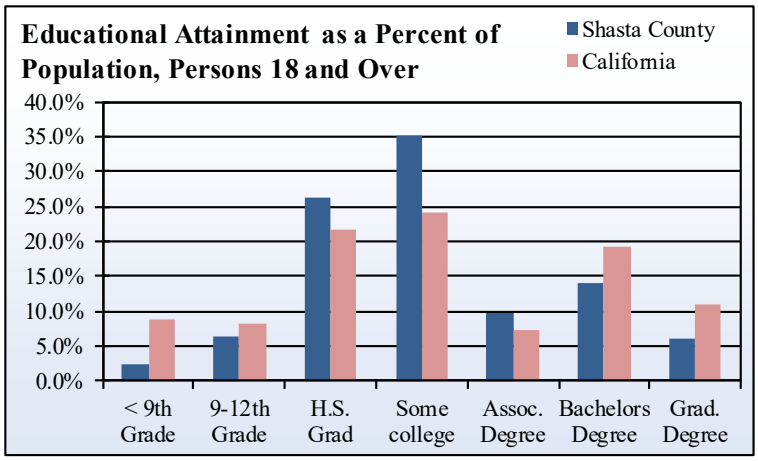
Educational attainment is a good general indicator of the skill level of a county's workforce. County populations that are more educated are generally more likely to be employed and stay out of poverty. In addition, educational attainment data can be useful for businesses that are considering opening a new location or relocating and want to identify areas with a sufficiently skilled and educated workforce.

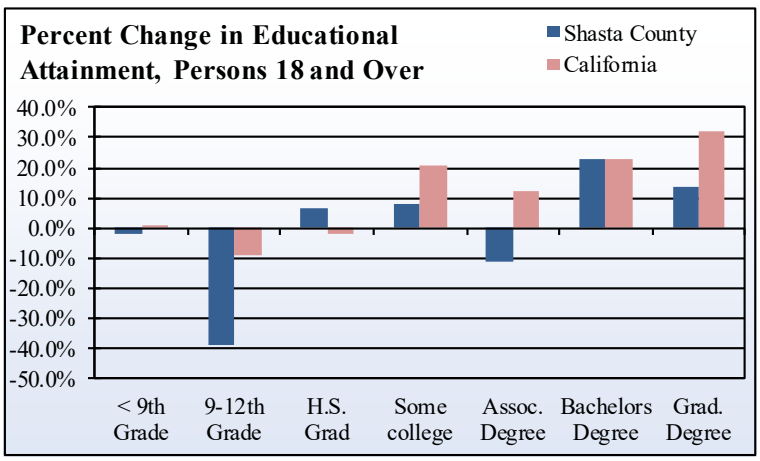
In 2016, Shasta County had a higher proportion of residents who had graduated high school, completed college coursework or graduated with an associate's degree than the statewide average. Conversely, the proportions of bachelor's degree holders and graduate degree holders in the Shasta County population were roughly 5 percent below the state average.

Educational Attainment, Shasta County

Educational Attainment	2007	2016	Percent of Total in 2016		2007 to 2016 10-year Change	
			County	California	County	California
Less than 9th grade	2,718	3,323	2.4%	8.7%	22.3 %	0.3%
9th to 12th grade, no diploma	15,251	8,847	6.3%	8.1%	- 42.0 %	-8.9%
High school graduate or equivalent	39,844	36,922	26.2%	21.6%	- 7.3 %	-1.8%
Some college, no degree	44,540	49,731	35.3%	24.1%	11.7 %	21.0%
Associate's degree	13,296	13,792	9.8%	7.3%	3.7 %	12.6%
Bachelor's degree	15,329	19,671	13.9%	19.3%	28.3 %	22.8%
Graduate or professional degree	7,786	8,731	6.2%	10.9%	12.1 %	32.0%
Total Persons Age 18 and Over	138,764	141,017	100.0%	100.0%	1.6 %	11.2%

Source: U.S. Bureau of the Census, American Community Survey, 2007 & 2016 1-yr estimates ACS





High School Dropout Rate

What is it?

High school dropout rate data are calculated by the California Department of Education by adding each school's number of dropouts from the 12th grade for the current year, from the 11th grade the previous year, from the 10th grade two years previous, and from the 9th grade three years previous, and then dividing by the total number of high school graduates for the current year.

How is it used?

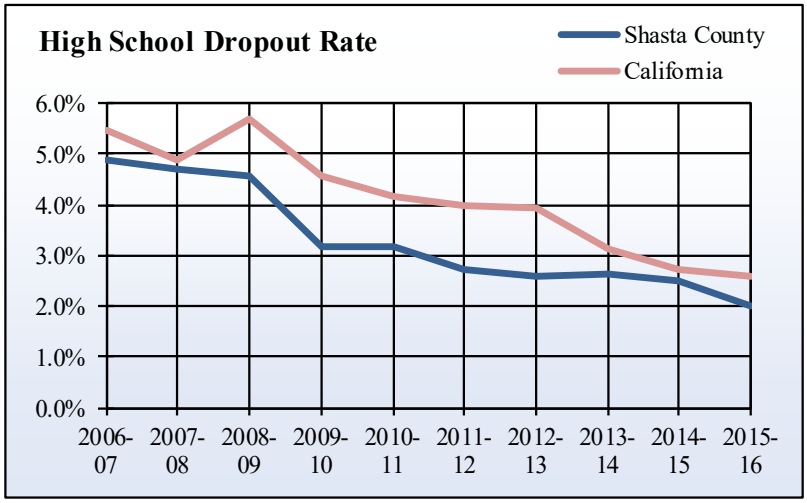
Data on high school dropouts indicate the capacity of county school systems to provide youth with a basic level of education and workforce training. Lower dropout rates are generally correlated with lower poverty rates and higher income levels, since employers frequently require a high school degree for most jobs.

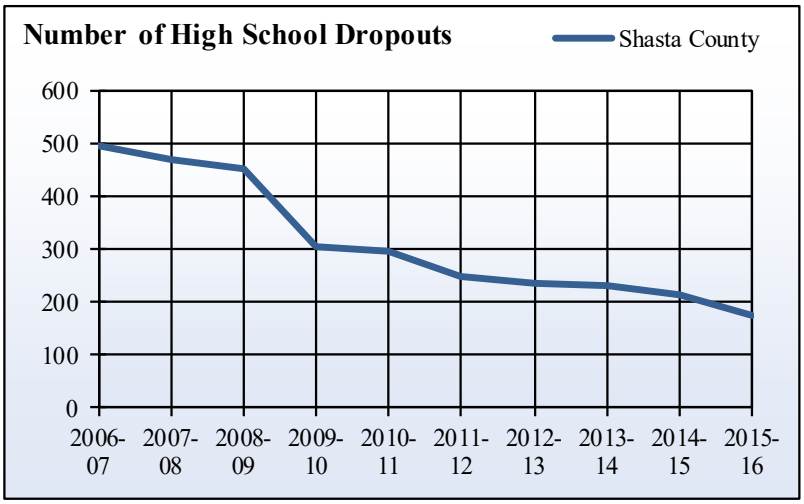
Shasta County consistently maintained a slightly lower percentage of high school dropouts when compared to the rest of California between 2006 and 2016. Overall, dropout rates in Shasta County declined between 2006 and 2016. Shasta County saw its lowest high school dropout rates of 2 percent in the 2015-2016 school year.

High School Dropouts, Shasta County

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
2006-07	497	4.9%	5.5%
2007-08	471	4.7%	4.9%
2008-09	452	4.6%	5.7%
2009-10	304	3.2%	4.6%
2010-11	298	3.2%	4.2%
2011-12	248	2.7%	4.0%
2012-13	234	2.6%	3.9%
2013-14	233	2.6%	3.1%
2014-15	214	2.5%	2.8%
2015-16	173	2.0%	2.6%

Source: California Department of Education





Graduates Eligible For UC and CSU Systems

What is it?

This indicator provides data on the number of high school graduates who completed coursework that is required for admission by either the California State University or the University of California postsecondary education systems. These data were reported by individual public schools to the California Department of Education and do not include information on other common requirements for college admission such as standardized test scores.

How is it used?

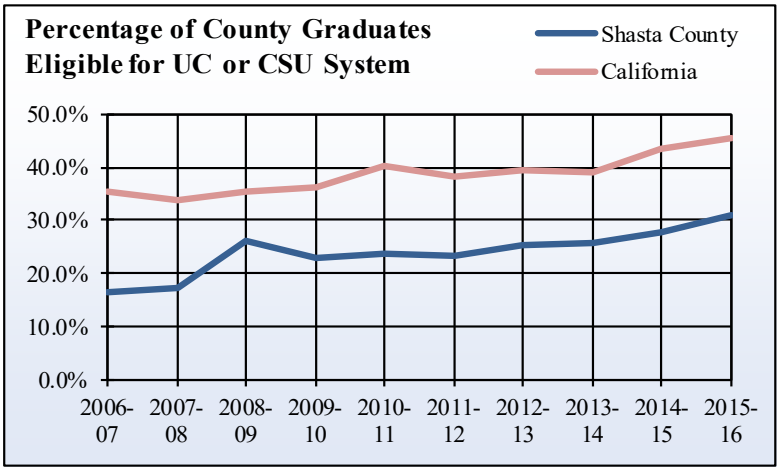
These data are an important indicator of how well a county school system is preparing its students for higher-wage employment, as a college education is generally correlated with higher earnings from employment. Counties with a low proportion of eligible high school graduates may therefore exhibit greater competition for jobs in lower-wage sectors of the regional economy.

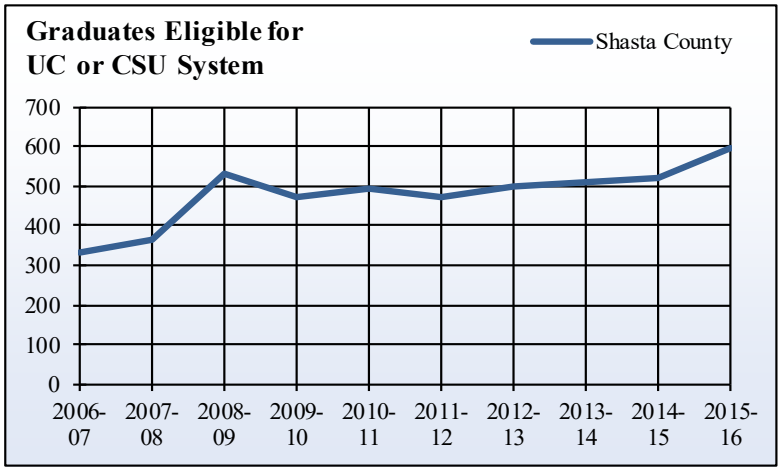
Between 2006 and 2016, the percentage of Shasta County graduates eligible for the UC or CSU systems fluctuated but rose overall. The percentage of Shasta County graduates eligible for the UC or CSU systems remained between 9 and 17 percent lower than the percentage of eligible graduates statewide between 2006 and 2016.

Graduates Eligible for UC or CSU System, Shasta County

Year	County Graduates		CA Graduates
	Number	Shasta County	California
2006-07	330	16.6%	35.5%
2007-08	362	17.1%	33.9%
2008-09	529	26.0%	35.3%
2009-10	471	23.0%	36.3%
2010-11	492	23.9%	40.3%
2011-12	471	23.2%	38.3%
2012-13	500	25.4%	39.4%
2013-14	508	25.8%	39.0%
2014-15	521	27.8%	43.4%
2015-16	597	30.8%	45.4%

Source: California Department of Education





Average SAT Scores

What is it?

The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college. Like many standardized tests, however, SAT scores are most strongly correlated with socioeconomic status, since better-resourced students will generally have more preparatory options and resources. Sufficiently high SAT scores are a requirement for admission to most U.S. colleges and universities, although the strong correlation with economic status has generated challenges to these requirements from many educators.

How is it used?

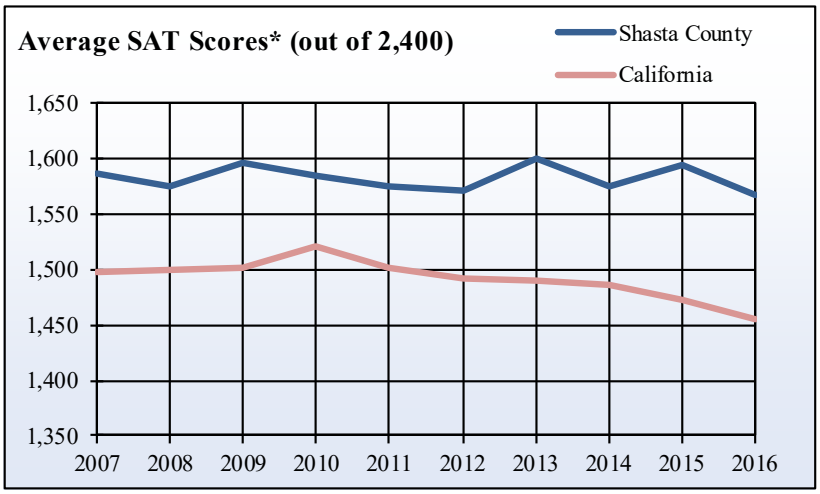
SAT scores are usually treated as an indicator of academic performance and college readiness for children in local schools, except where an exceptionally low or high percentage of students took the test. Because scores are standardized, test results provide a baseline for comparing student performance across all regions of the country. However, their utility has been challenged due to the strong correlation between scores and socioeconomic status.

The average SAT scores in Shasta County fluctuated between 2006 and 2016, but ultimately fell by about 20 points over the ten-year period. Average SAT scores for Shasta County were consistently higher than the statewide average, and the percent of students who took the SAT in the county climbed overall by 4 percent, which mirrored a 7 percent gain statewide over the same period.

Average SAT Scores* (out of 2,400), Shasta County

Year	Shasta County		California	
	Percent of Students who took SAT	Average SAT Scores	Percent of Students who took SAT	Average SAT Scores
2006-07	19.6%	1,587	36.9%	1,497
2007-08	17.9%	1,575	35.9%	1,500
2008-09	15.9%	1,596	34.7%	1,502
2009-10	18.5%	1,584	33.3%	1,521
2010-11	22.3%	1,575	37.9%	1,502
2011-12	22.2%	1,570	39.3%	1,492
2012-13	23.9%	1,600	40.4%	1,489
2013-14	21.8%	1,574	41.1%	1,487
2014-15	22.2%	1,594	42.4%	1,473
2015-16	23.5%	1,568	43.5%	1,455

Source: California Department of Education
**In newly released 2016 data, the method used to calculate average SAT scores has changed, and therefore is not directly comparable to previous year's data.*



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English Learners Enrollment

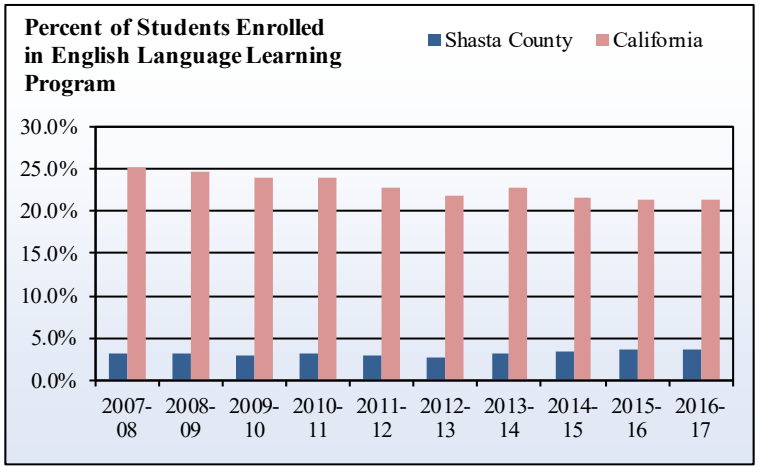
What is it?

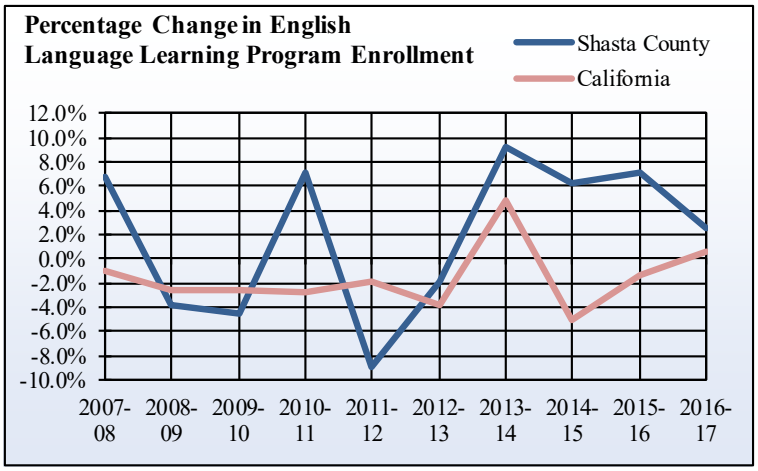
This indicator provides data on the number of K-12 students enrolled in English language learning (ELL) programs, which were previously referred to as "English as a second language" (ESL) programs. The California Department of Education tabulates enrollment based on annual reports from individual school districts.

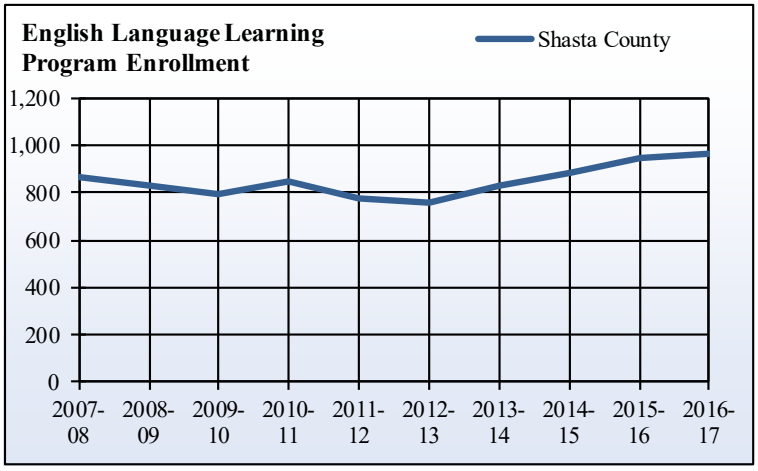
How is it used?

ELL enrollment data can be an important indicator of international migration or internal migration of non-English-speaking populations into an area. The ability and willingness of non-English speakers to learn and use English is also commonly seen as indicative of their willingness to "assimilate" into the English-speaking community, and can therefore influence their access to jobs and community resources.

ELL enrollment in Shasta County fluctuated between 2007 and 2017. Overall, ELL enrollment in Shasta County rose by 104 students between 2007 and 2017. ELL enrollment in Shasta County was at its highest in the 2016-2017 school year, and its lowest in the 2012-2013 school year. Throughout the period spanning 2007-2017, the percentage of Shasta County students enrolled in ELL programs was much lower than the statewide average.







English Language Learning Program Enrollment, Shasta County

	Shasta County				California
Year	Enrolled E.L.L. Students	Percentage Change in E.L.L. Enrollment	Total Enrolled Students K-12	Percent of Enrolled Students in E.L.L.	Percent of Enrolled E.L.L Students
2007-08	863	6.7%	27,024	3.2%	25.2%
2008-09	830	-3.8%	26,937	3.1%	24.7%
2009-10	793	-4.5%	26,263	3.0%	24.0%
2010-11	850	7.2%	26,445	3.2%	24.0%
2011-12	774	-8.9%	27,167	2.8%	22.6%
2012-13	760	-1.8%	27,171	2.8%	21.7%
2013-14	830	9.2%	26,935	3.1%	22.7%
2014-15	881	6.1%	26,626	3.3%	21.5%
2015-16	943	7.0%	26,315	3.6%	21.3%
2016-17	967	2.5%	26,462	3.7%	21.4%

Source: California Department of Education

Crime Rates

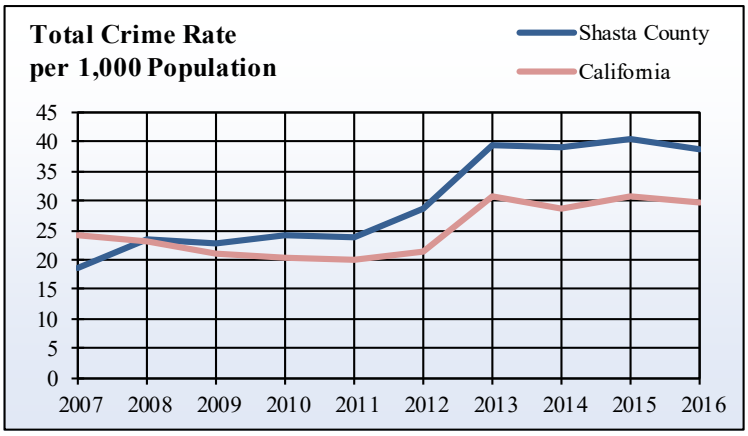
What is it?

This indicator provides data on property, violent, and total crime rates for Shasta county. A county's crime rate is the number of reported crimes per 1,000 residents. These data are reported by the California Department of Justice and reflect all misdemeanor and felony reports, but do not include reports for minor violations and infractions.

How is it used?

The relative level of criminal activity in a county is a major factor in how residents perceive their 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. However, crime rates are also dependent on other factors besides the actual incidence of criminal activity, such as the willingness of residents to report crimes to police and overall population density. Crime rates are also generally correlated with the spatial concentration of disadvantages, such as poverty and unemployment.

Shasta County crime rates fluctuated between 2007 and 2016, but ultimately rose over the ten-year period. Shasta County's crime rate exceeded the state average from 2008 onwards, but generally tracked year-to-year fluctuations in crime at the state level. Shasta County's 2016 total crime rate was roughly double the 2007 rate due primarily to growth in property crime.



Crime Rate per 1,000 Population, Shasta County

	Property Crime Rate		Violent Crime Rate		Total Crime Rate	
Year	County	California	County	California	County	California
2007	13.8	18.8	4.9	5.3	18.7	24.1
2008	16.8	18.0	6.7	5.1	23.5	23.0
2009	15.4	16.2	7.2	4.7	22.6	20.9
2010	16.0	15.8	8.2	4.4	24.2	20.2
2011	16.4	15.9	7.3	4.2	23.7	20.0
2012	21.4	17.2	7.3	4.3	28.7	21.5
2013	33.0	26.8	6.4	4.0	39.4	30.8
2014	31.8	24.8	7.1	4.0	38.9	28.7
2015	32.7	26.3	7.8	4.3	40.5	30.6
2016	31.1	25.5	7.5	4.2	38.6	29.7

Source: California Department of Justice, Criminal Justice Statistics Center

Property Crimes, Shasta County

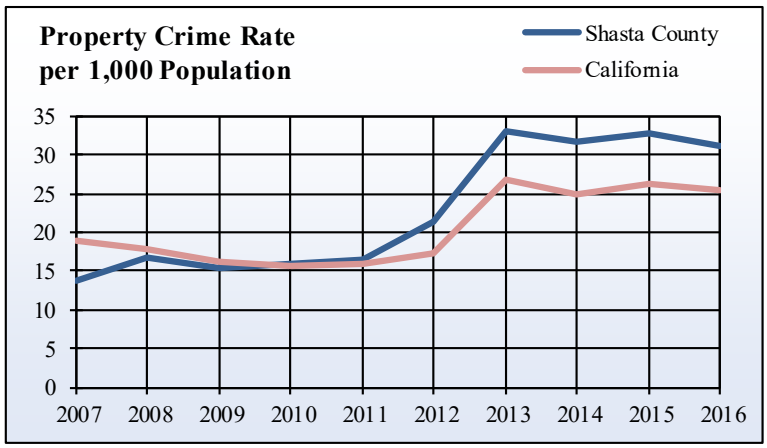
Year	Burglary	Motor Vehicle Theft	Larceny Over $400	Total
2007	1,110	471	841	2,422
2008	1,433	446	1,080	2,959
2009	1,462	339	921	2,722
2010	1,508	425	906	2,839
2011	1,416	542	962	2,920
2012	1,754	903	1,146	3,803
2013	1,395	1,103	1,116	3,614
2014	1,331	863	1,105	3,299
2015	1,252	819	1,302	3,373
2016	1,217	872	1,239	3,328

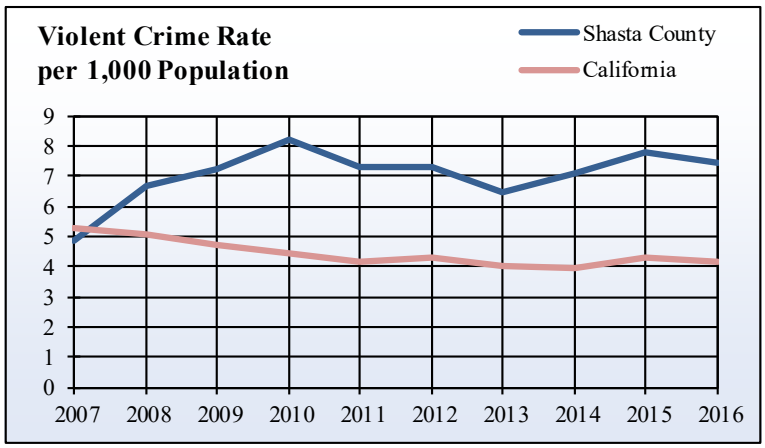
Source: California Department of Justice, Criminal Justice Statistics Center

Violent Crimes, Shasta County

Year	Homicide	Forcible Rape	Aggravated Robbery	Aggravated Assault	Total
2007	11	119	127	602	859
2008	4	133	104	933	1,174
2009	3	111	130	1,036	1,280
2010	3	120	138	1,196	1,457
2011	6	98	132	1,066	1,302
2012	7	97	165	1,029	1,298
2013	10	84	184	872	1,150
2014	8	103	171	985	1,267
2015	5	116	181	1,091	1,393
2016	12	141	172	999	1,324

Source: California Department of Justice, Criminal Justice Statistics Center





Voter Registration and Participation

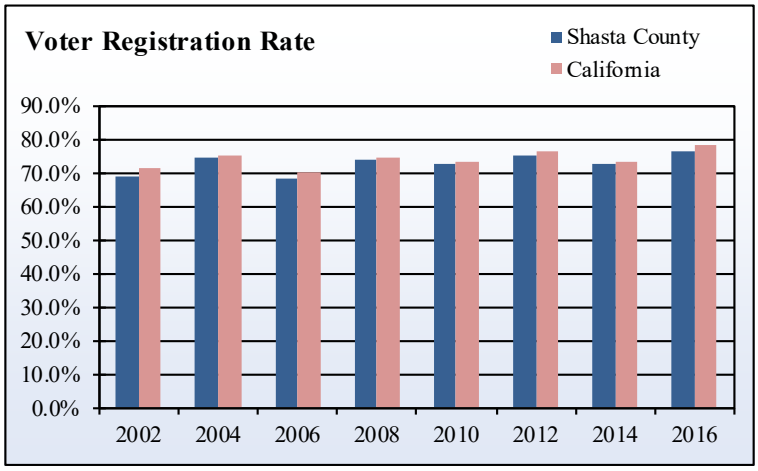
What is it?

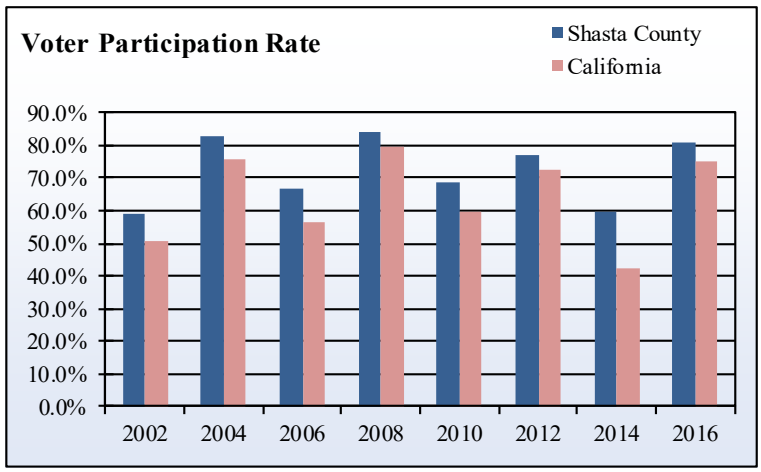
This indicator provides data on the number of individuals who registered to vote and who participated in state and federal elections during major election years. Data for the previous (even) election year are collected and reported by the California Secretary of State every two (odd) years on February 10th.

How is it used?

Voter registration in California is now built into many other social service processes, such as receiving a state driver's license or identification, in order to promote enfranchisement and electoral participation. The differential between voter registration and participation is therefore a good indicator of how engaged a county population is with the overall electoral process. Large differences between the voting-age population and the number of registered/ participating individuals may also indicate potential issues in accessing electoral resources and reaching local voting centers.

Voter registration rates in Shasta County increased overall from 2002 to 2016, and voter participation was consistently higher than the statewide average. Both Shasta County and California as a whole experienced sizeable decreases in voter participation in 2014, though Shasta County's decrease was less severe than California's.





Voter Participation in General Elections, Shasta County

Year	Eligible to Register	Registered Voters	Total Voters	Registration Rate	Participation Rate
2002	123,050	84,914	50,063	69.0%	59.0%
2004	127,700	94,718	78,360	74.2%	82.7%
2006	131,343	89,409	59,720	68.1%	66.8%
2008	131,621	96,804	81,378	73.5%	84.1%
2010	133,134	96,463	66,502	72.5%	68.9%
2012	133,808	100,235	77,178	74.9%	77.0%
2014	135,199	97,933	58,702	72.4%	59.9%
2016	134,078	102,000	82,426	76.1%	80.8%

Source: California Secretary of State, Elections Divisions

INDUSTRY INDICATORS

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

The agricultural sector employed approximately 2 percent of the county's workforce between 2007 and 2016. Shasta County's energy and utilities sector was about average when compared to other counties in California in terms of its proportional representation, with 0.5 percent of the county's jobs in the sector. Shasta County has a construction sector that is slightly larger than average when compared to other counties in California, but which has also followed statewide declines and failed to pick back up significantly during the economic recovery of the mid-2010s. The number of manufacturing jobs in Shasta County declined in the wake of the Recession, but the sector rallied by 2013 and jobs increased overall between 2007 and 2016, while the number of retail, travel/recreation and government jobs experienced overall declines.

The agricultural sector in Shasta County generated earnings of over $30 million annually each year between 2010 and 2016, while roughly one percent of countywide earnings were attributable to the energy and utility sector as of 2016. Construction earnings have declined over the past ten years, from $380.3 million in 2007 to $289.3 million in 2016, (a decline of 24 percent). Manufacturing earnings in Shasta County actually experienced a slight overall decrease between 2007 and 2016 despite the increased number of manufacturing jobs, while travel/recreation, retail, and government earnings in Shasta County all actually increased between 2007 and 2016, despite the lack of job growth within these sectors.

In This Section:

Agriculture Jobs

What is it?

The agricultural sector of the economy has a vast effect on the economy of many rural areas. When there is a change in agricultural production in such areas, it can often lead to subsequent changes in overall jobs and income. Data on agricultural jobs and income are provided to show how county residents benefit from agriculture when compared to other industries.

How is it used?

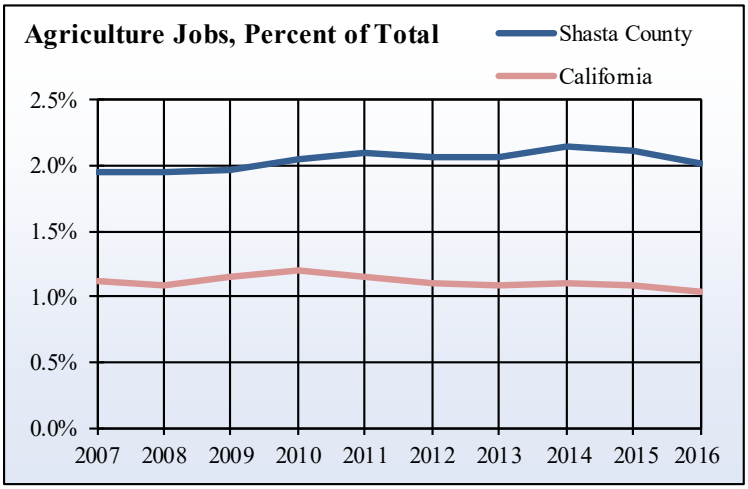
Agriculture is typically a base industry: one that is responsible for bringing in revenue from outside the county to support the local economy. Changes to agricultural employment and earnings can therefore indicate the potential for further changes in other industry sectors where agriculture comprises a major portion of the local economy.

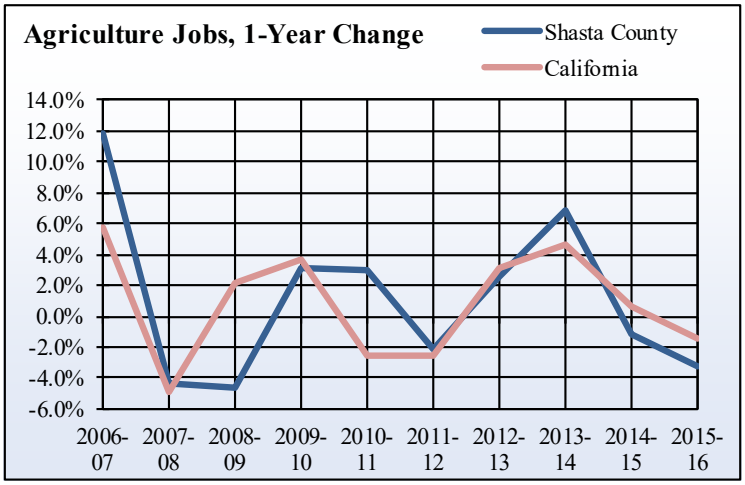
Agriculture is a small but important part of Shasta County's economy. The sector has employed approximately 2 percent of the county's workforce over the past ten years, and earnings grew markedly in the wake of the Recession, totalling over $30 million every year since 2010. Comparing 2007 to 2016, agriculture only lost 10 reported jobs during this period and provided a consistently higher share of jobs in the county than it provided statewide.

Agriculture Jobs, Shasta County

		Percent of Total		1-Year Change	
Year	Jobs	County	California	County	California
2007	1,862	1.9%	1.1%	11.9%	5.7%
2008	1,782	2.0%	1.1%	-4.3%	-4.9%
2009	1,700	2.0%	1.1%	-4.6%	2.2%
2010	1,752	2.0%	1.2%	3.1%	3.7%
2011	1,804	2.1%	1.1%	3.0%	-2.5%
2012	1,765	2.1%	1.1%	-2.2%	-2.6%
2013	1,811	2.1%	1.1%	2.6%	3.2%
2014	1,935	2.1%	1.1%	6.8%	4.6%
2015	1,913	2.1%	1.1%	-1.1%	0.6%
2016	1,852	2.0%	1.0%	-3.2%	-1.4%

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



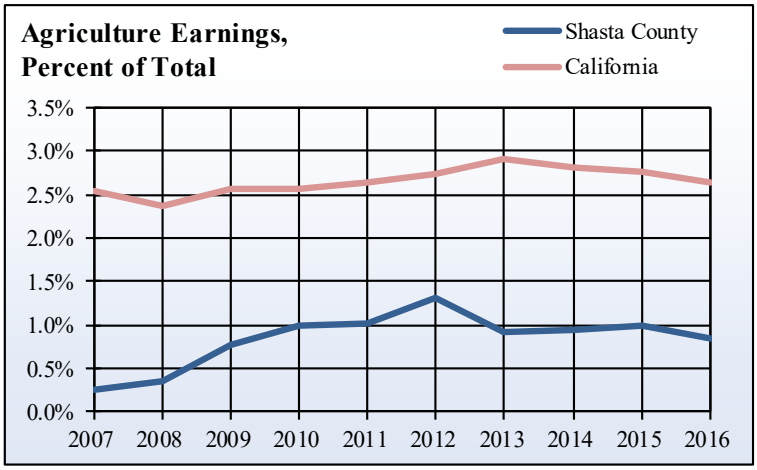


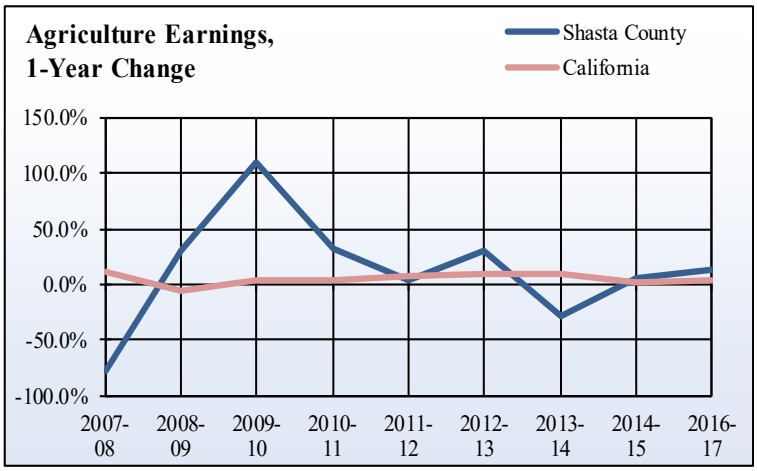
Agriculture Earnings

Agriculture Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$ 10,198	0.3 %	2.5%	-77.9%	12.1%
2008	$ 13,263	0.4 %	2.4%	30.1%	-6.4%
2009	$ 27,694	0.8 %	2.6%	108.8%	3.4%
2010	$ 36,396	1.0 %	2.6%	31.4%	3.1%
2011	$ 37,813	1.0 %	2.6%	3.9%	8.1%
2012	$ 49,302	1.3 %	2.7%	30.4%	9.9%
2013	$ 34,896	0.9 %	2.9%	-29.2%	9.5%
2014	$ 36,849	0.9 %	2.8%	5.6%	2.0%
2015	$ 42,041	1.0 %	2.8%	14.1%	4.6%
2016	$ 36,736	0.8 %	2.6%	-12.6%	-0.7%

Source: U.S. Department of Commerce, Bureau of Economic Analysis
**Revised estimates for 2001-2014 were recently released by the BEA, therefore data may not be directly comparable to previous years.*





Energy and Utilities Jobs

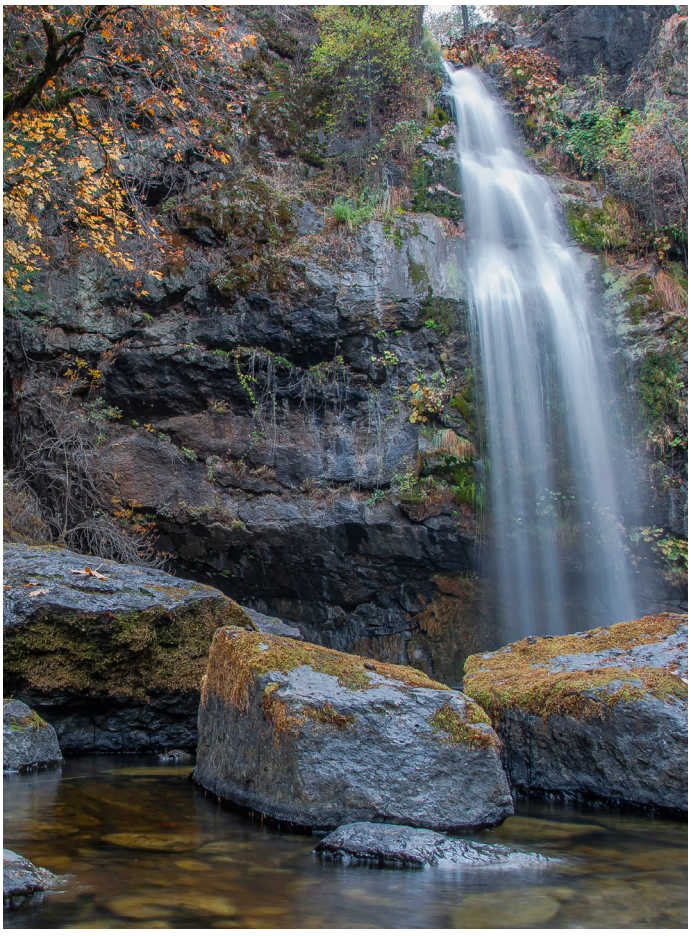
What is it?

Energy and utilities jobs and earnings data are provided to demonstrate the degree to which county residents rely on and benefit from this industry

How is it used?

Like agriculture, energy and utilities often comprise a base industry in rural counties and are thus a valuable indicator of broader potential changes to a county economy.

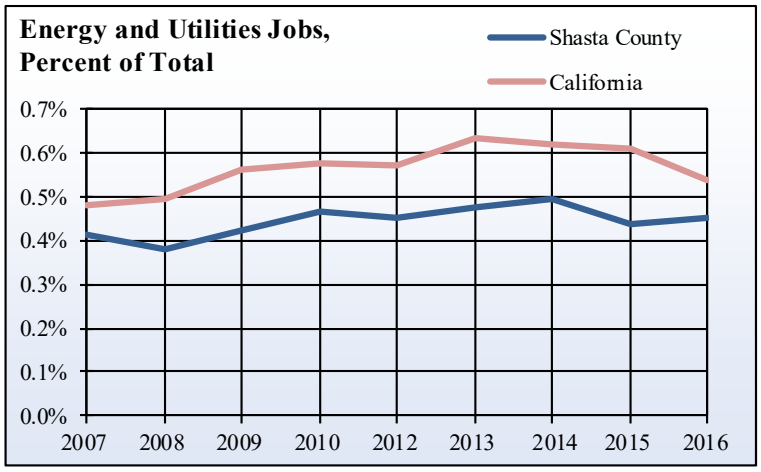
Shasta County has a utilities and energy sector that is about average when compared to other counties in California in terms of its proportional representation. Nearly one percent of industry earnings are attributable to the sector as of 2016 and 0.5 percent of the county's jobs are in the sector. The number of jobs in the sector has fluctuated over the ten-year period, peaking in 2014 at 435 jobs, but ultimately increasing only slightly between 2007 and 2016. Earnings have grown considerably throughout the period, from $43 million to $72 million, an increase of 66.8 percent.

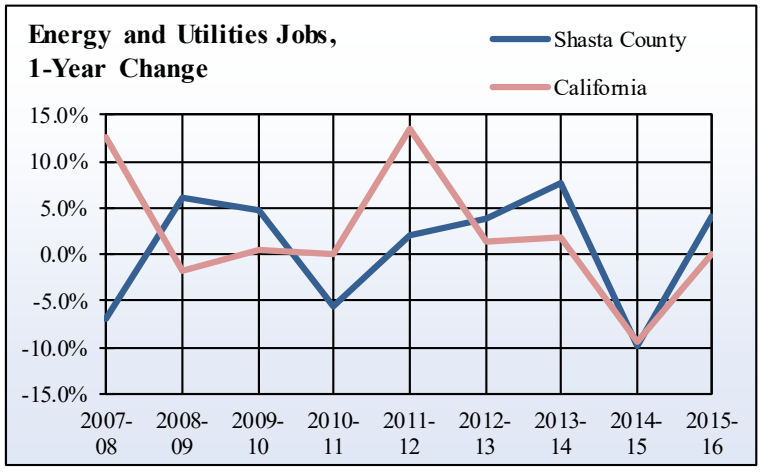


Energy and Utilities Jobs, Shasta County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	390	0.4%	0.5%	-34.6%	5.0%
2008	363	0.4%	0.5%	-6.9%	12.6%
2009	385	0.4%	0.6%	6.1%	-1.8%
2010	403	0.5%	0.6%	4.7%	0.4%
2011	381	0.4%	0.6%	-5.5%	0.1%
2012	389	0.5%	0.6%	2.1%	13.5%
2013	404	0.5%	0.6%	3.9%	1.3%
2014	435	0.5%	0.6%	7.7%	1.7%
2015	392	0.4%	0.6%	-9.9%	-9.3%
2016	408	0.5%	0.5%	4.1%	0.0%

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



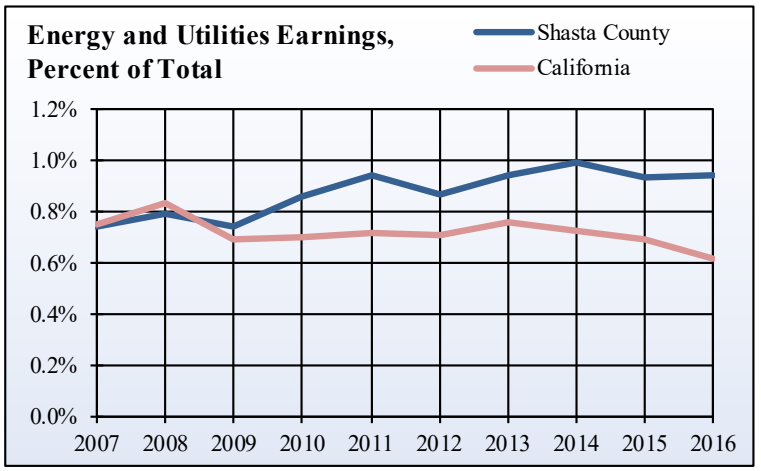


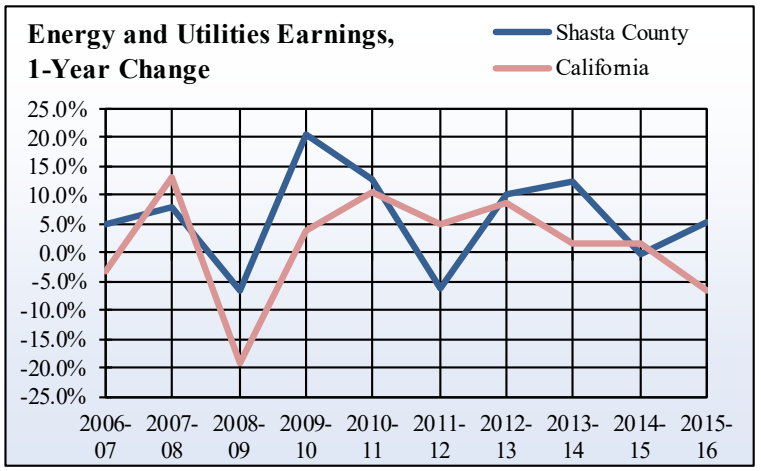
Energy and Utilities Earnings

Energy and Utilities Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$ 43,055	0.7%	0.7%	5.1%	-3.2%
2008	$ 46,458	0.8%	0.8%	7.9%	13.0%
2009	$ 43,325	0.7%	0.7%	-6.7%	-19.3%
2010	$ 52,176	0.9%	0.7%	20.4%	3.9%
2011	$ 58,825	0.9%	0.7%	12.7%	10.5%
2012	$ 55,231	0.9%	0.7%	-6.1%	4.8%
2013	$ 60,899	0.9%	0.8%	10.3%	8.7%
2014	$ 68,451	1.0%	0.7%	12.4%	1.5%
2015	$ 68,308	0.9%	0.7%	-0.2%	1.5%
2016	$ 71,820	0.9%	0.6%	5.1%	-6.8%

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





Construction Jobs

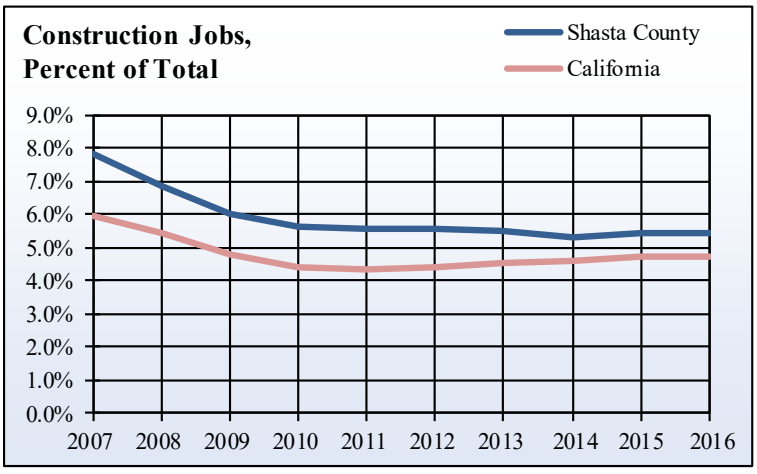
What is it?

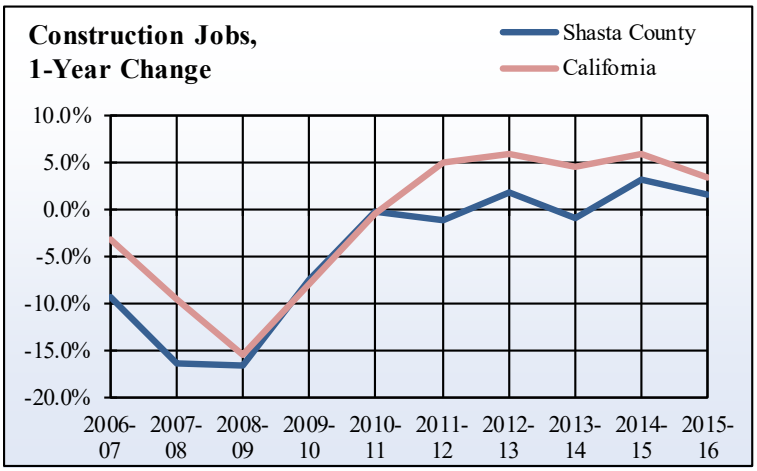
Construction jobs and earnings data are provided to demonstrate the degree to which county residents rely on and benefit from this industry.

How is it used?

Construction is often a leading indicator of economic growth, as the industry creates new and improved infrastructure for homes, businesses, and community and government institutions. Furthermore, the construction industry provides employment for a large number of blue-collar workers and generally does not require high educational attainment for entry-level employment.

Shasta County has a construction sector that is slightly larger than average when compared to other counties in California, but it has also followed statewide declines and failed to pick back up significantly during the economic recovery of the mid-2010s. Construction jobs have declined from a high of 7,477 in 2007 to 4,992 in 2016, a decline of over 33 percent. Construction earnings have also declined over the past ten years, from $380.4 million in 2007 to $289.3 million in 2016, a decline of 24 percent.





Construction Jobs, Shasta County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	7,477	7.8%	6.0%	-9.3%	-3.2%
2008	6,250	6.8%	5.5%	-16.4%	-9.6%
2009	5,206	6.0%	4.8%	-16.7%	-15.6%
2010	4,806	5.6%	4.4%	-7.7%	-8.1%
2011	4,794	5.6%	4.3%	-0.2%	-0.6%
2012	4,733	5.5%	4.4%	-1.3%	4.9%
2013	4,817	5.5%	4.5%	1.8%	6.0%
2014	4,771	5.3%	4.6%	-1.0%	4.4%
2015	4,914	5.4%	4.7%	3.0%	5.8%
2016	4,992	5.4%	4.7%	1.6%	3.3%

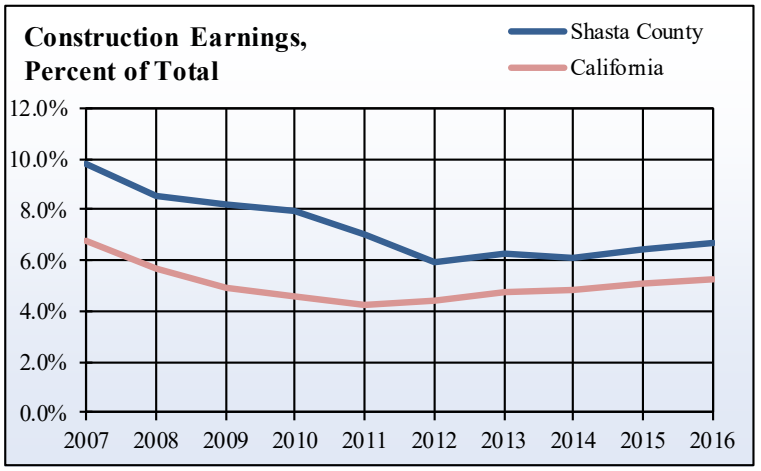
Source: U.S. Department of Commerce, Bureau of Economic Analysis

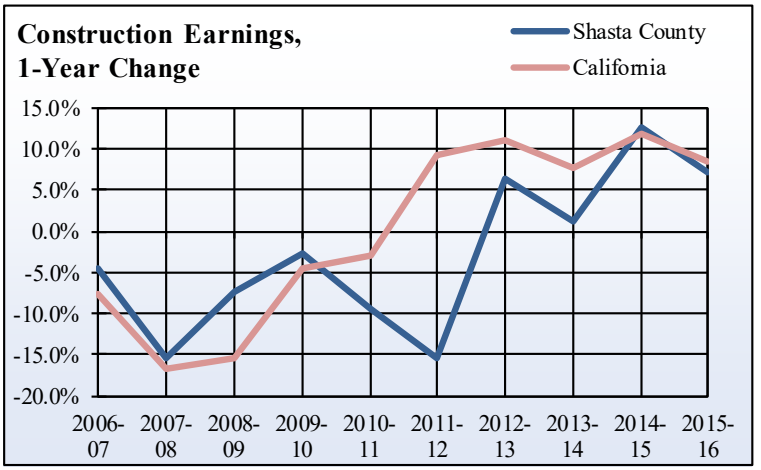
Construction Earnings

Construction Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$380,374	9.8%	6.8%	-4.6%	-7.7%
2008	$321,804	8.5%	5.6%	-15.4%	-16.7%
2009	$298,276	8.2%	5.0%	-7.3%	-15.5%
2010	$289,995	7.9%	4.6%	-2.8%	-4.5%
2011	$262,297	7.1%	4.2%	-9.6%	-3.0%
2012	$221,955	5.9%	4.4%	-15.4%	9.3%
2013	$236,430	6.3%	4.7%	6.5%	11.2%
2014	$239,386	6.1%	4.9%	1.3%	7.8%
2015	$269,977	6.5%	5.1%	12.8%	11.8%
2016	$289,301	6.7%	5.3%	7.2%	8.6%

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





Manufacturing Jobs

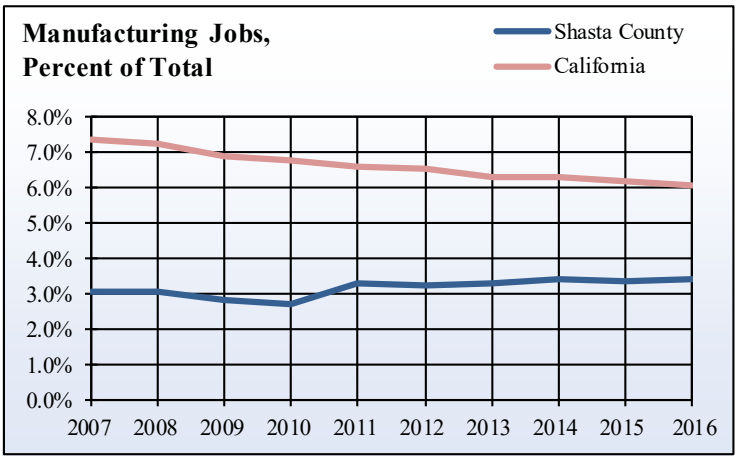
What is it?

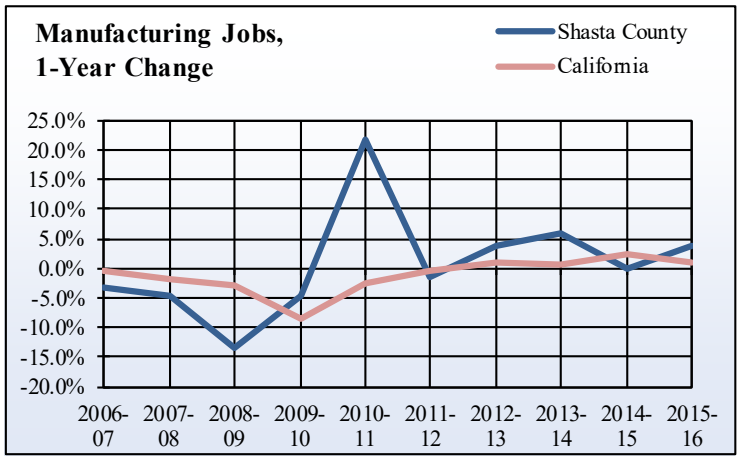
Manufacturing is the mechanical, physical, or chemical transformation of materials, substances, or components into new products, and it encompasses a wide variety of specific processes and inputs. Manufacturing jobs and earnings data are provided to demonstrate the degree to which county residents rely on and benefit from this industry.

How is it used?

Manufacturing is usually an economic base industry, making it an important indicator of changes to a county's economy. Counties that have a solid manufacturing base of export goods benefit from the outside revenue that these businesses bring into the county.

The number of manufacturing jobs in Shasta County declined in the wake of the Recession, but the sector rallied by 2013 and jobs increased overall between 2007 and 2016. Manufacturing jobs consistently made up a smaller percent of the total number of jobs in Shasta County when compared to the statewide average. Manufacturing earnings in Shasta County actually experienced a slight overall decrease between 2007 and 2016 despite the increased number of manufacturing jobs.





Manufacturing Jobs, Shasta County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	2,958	3.1%	7.4%	-3.1%	-0.4%
2008	2,825	3.1%	7.3%	-4.5%	-1.8%
2009	2,441	2.8%	6.9%	-13.6%	-3.0%
2010	2,326	2.7%	6.8%	-4.7%	-8.4%
2011	2,831	3.3%	6.6%	21.7%	-2.7%
2012	2,792	3.3%	6.5%	-1.4%	-0.3%
2013	2,894	3.3%	6.3%	3.7%	0.8%
2014	3,063	3.4%	6.3%	5.8%	0.6%
2015	3,061	3.4%	6.2%	-0.1%	2.3%
2016	3,178	3.5%	6.1%	3.8%	1.1%

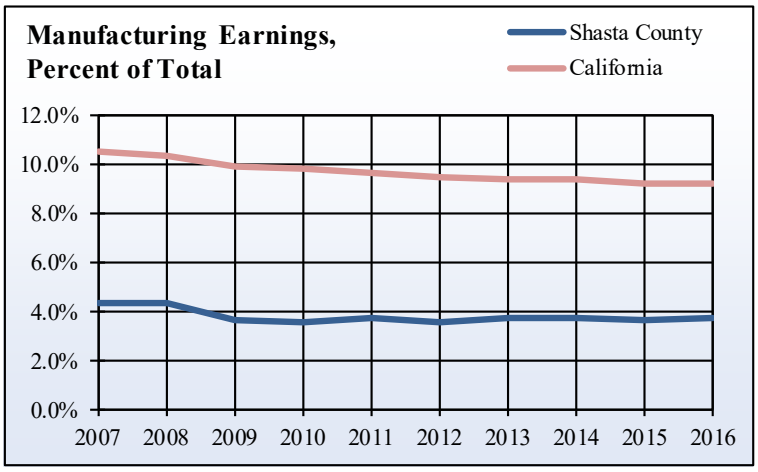
Source: U.S. Department of Commerce, Bureau of Economic Analysis

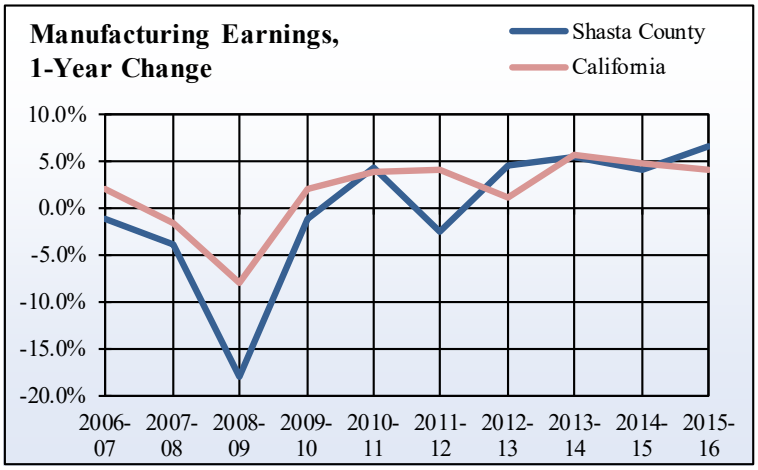
Manufacturing Earnings

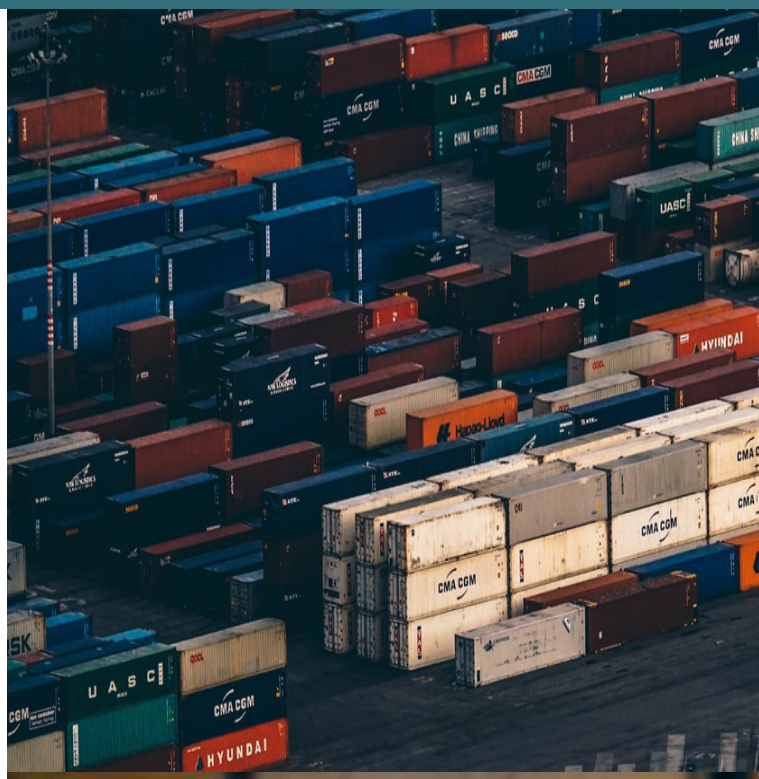
Manufacturing Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$169,308	4.4%	10.5%	-1.1%	2.0%
2008	$162,559	4.3%	10.3%	-4.0%	-1.6%
2009	$133,394	3.7%	9.9%	-17.9%	-7.9%
2010	$131,671	3.6%	9.8%	-1.3%	1.9%
2011	$137,371	3.7%	9.6%	4.3%	3.8%
2012	$133,942	3.6%	9.5%	-2.5%	4.0%
2013	$139,794	3.7%	9.3%	4.4%	1.1%
2014	$147,194	3.7%	9.4%	5.3%	5.7%
2015	$153,082	3.7%	9.2%	4.0%	4.6%
2016	$162,942	3.8%	9.2%	6.4%	4.0%

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







Travel and Recreation Jobs

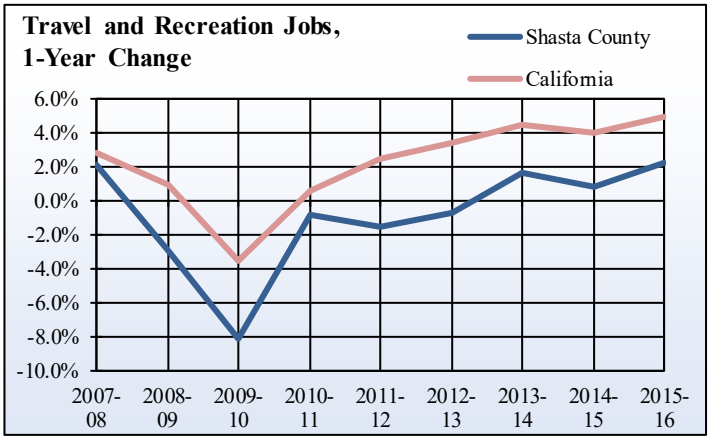
What is it?

This indicator presents data on jobs and earnings within the travel and recreation industry provided by the U.S. Department of Commerce.

How is it used?

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. Because the industry is generally dependent on others' discretionary income levels, travel and recreation jobs and earnings are often more sensitive to economic downturns or recessions than those in other base industries.

Between 2007 and 2016, Shasta County experienced an overall decline in the number of travel/recreation jobs. Travel/recreation jobs made up a slightly larger percent of the total number jobs in Shasta County when compared to the statewide average in 2007, though by 2009 it fell and remained below the statewide average. Travel/recreation earnings in Shasta County actually grew slightly between 2007 and 2016. Travel and recreation earnings, however, climbed steadily after the Recession, and were $25.4 million greater in 2016 than in 2007.



Travel and Recreation Jobs, Shasta County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	9,069	9.5%	9.3%	2.0%	2.8%
2008	8,795	9.6%	9.5%	-3.0%	0.9%
2009	8,073	9.3%	9.6%	-8.2%	-3.6%
2010	8,004	9.4%	9.7%	-0.9%	0.5%
2011	7,877	9.2%	9.7%	-1.6%	2.5%
2012	7,821	9.2%	9.9%	-0.7%	3.4%
2013	7,949	9.0%	9.9%	1.6%	4.5%
2014	8,007	8.9%	10.0%	0.7%	4.0%
2015	8,186	9.0%	10.2%	2.2%	4.9%
2016	8,276	9.0%	10.3%	1.1%	3.1%

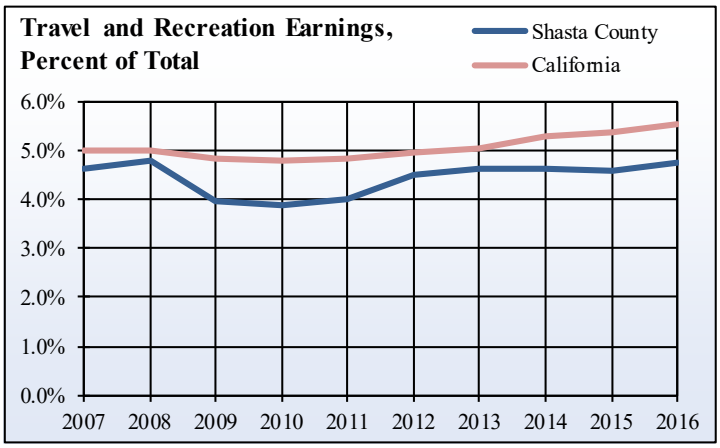
Source: U.S. Department of Commerce, Bureau of Economic Analysis

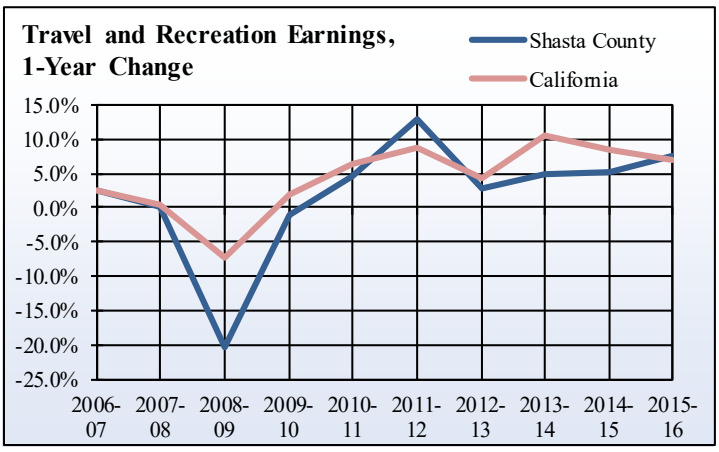
Travel and Recreation Earnings

Travel and Recreation Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$ 179,848	4.6%	5.0%	2.6%	2.5%
2008	$ 180,308	4.8%	5.0%	0.3%	0.4%
2009	$ 143,758	4.0%	4.8%	-20.3%	-7.2%
2010	$ 142,308	3.9%	4.8%	-1.0%	2.1%
2011	$ 148,976	4.0%	4.8%	4.7%	6.4%
2012	$ 168,246	4.5%	5.0%	12.9%	8.8%
2013	$ 172,994	4.6%	5.0%	2.8%	4.3%
2014	$ 181,687	4.6%	5.3%	5.0%	10.6%
2015	$ 190,982	4.6%	5.4%	5.1%	8.5%
2016	$ 205,274	4.7%	5.5%	7.5%	7.0%

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





Retail Jobs

What is it?

Retail jobs and earnings data are provided to demonstrate the degree to which county residents rely on and benefit from this industry.

How is it used?

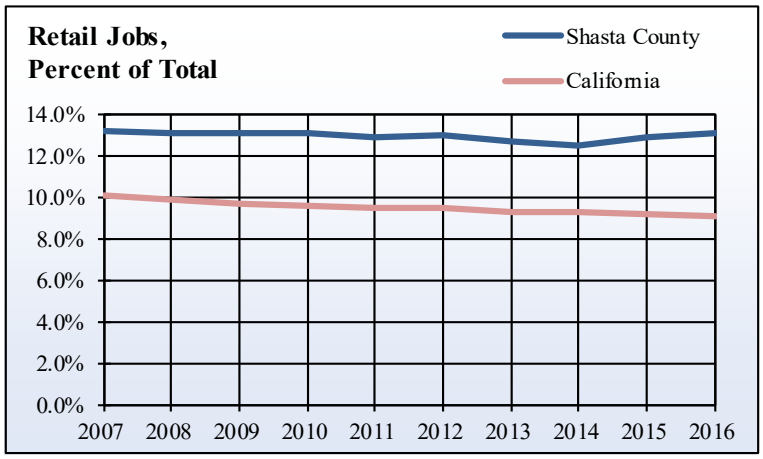
The bulk of most retail sales are made to individuals who are living within the local area, as opposed to those visiting from outside the area. Retail activity is traditionally most impacted by changes in base industries like agriculture and manufacturing and can thus serve as an indicator of change in these sectors. Retail is also one of the largest industry sectors in many local economies.

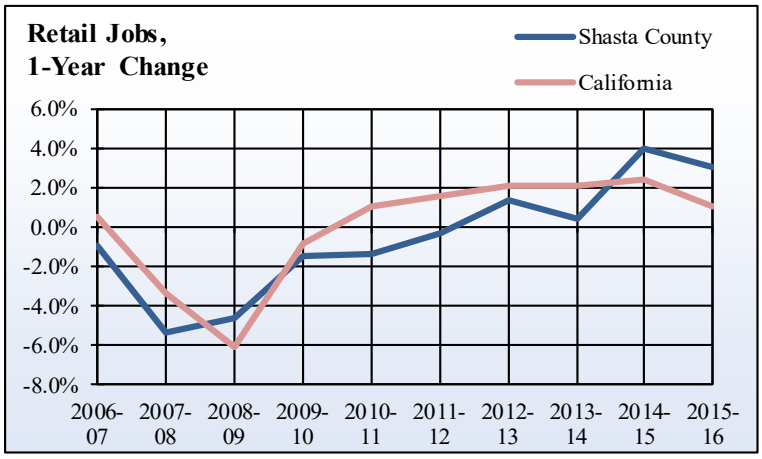
Shasta County's retail sector suffered during and after the Recession. Between 2007 and 2016, the number of jobs declined steadily until 2012, then rallied in 2013. Over this ten-year period, the sector had not quite made up for earlier losses, and retail jobs in 2016 were still approximately 600 fewer than in 2007. Retail earnings began to rebound in 2011 and had exceeded 2007 levels by 2015.

Retail Jobs, Shasta County

Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	12,634	13.2%	10.1%	-1.0%	0.5%
2008	11,955	13.1%	9.9%	-5.4%	-3.3%
2009	11,400	13.1%	9.6%	-4.6%	-6.1%
2010	11,238	13.1%	9.6%	-1.4%	-0.8%
2011	11,085	12.9%	9.5%	-1.4%	1.0%
2012	11,051	13.0%	9.5%	-0.3%	1.6%
2013	11,202	12.7%	9.3%	1.4%	2.1%
2014	11,251	12.5%	9.2%	0.4%	2.1%
2015	11,694	12.9%	9.2%	3.9%	2.4%
2016	12,043	13.1%	9.1%	3.0%	1.0%

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



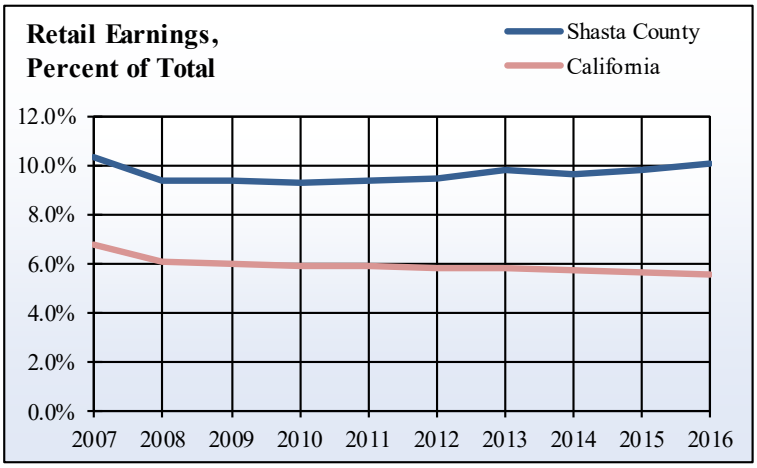


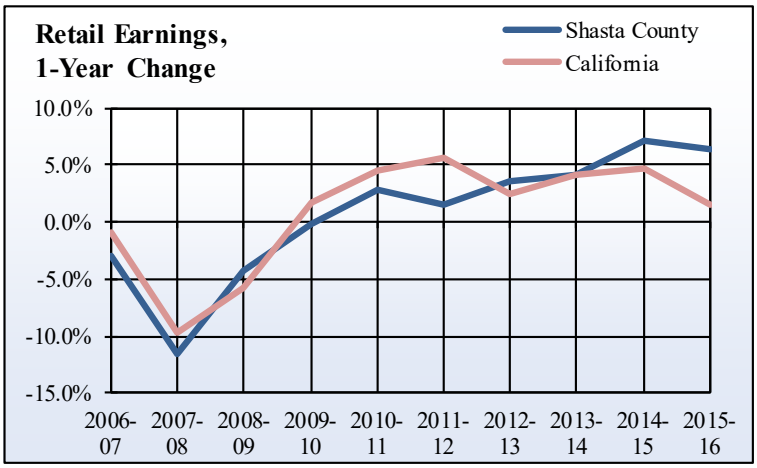
Retail Earnings

Retail Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$ 400,414	10.3 %	6.8 %	- 2.9 %	- 0.9 %
2008	$ 354,005	9.4 %	6.1 %	- 11.6 %	- 9.7 %
2009	$ 339,156	9.3 %	6.0 %	- 4.2 %	- 5.8 %
2010	$ 338,381	9.2 %	5.9 %	- 0.2 %	1.8 %
2011	$ 347,948	9.4 %	5.9 %	2.8 %	4.4 %
2012	$ 353,147	9.5 %	5.9 %	1.5 %	5.6 %
2013	$ 366,022	9.8 %	5.8 %	3.6 %	2.4 %
2014	$ 381,385	9.7 %	5.8 %	4.2 %	4.1 %
2015	$ 408,682	9.8 %	5.7 %	7.2 %	4.8 %
2016	$ 434,382	10.0 %	5.5 %	6.3 %	1.5 %

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





Government Jobs

What is it?

Government jobs and income are provided to demonstrate the degree to which county residents rely on and benefit from this industry.

How is it used?

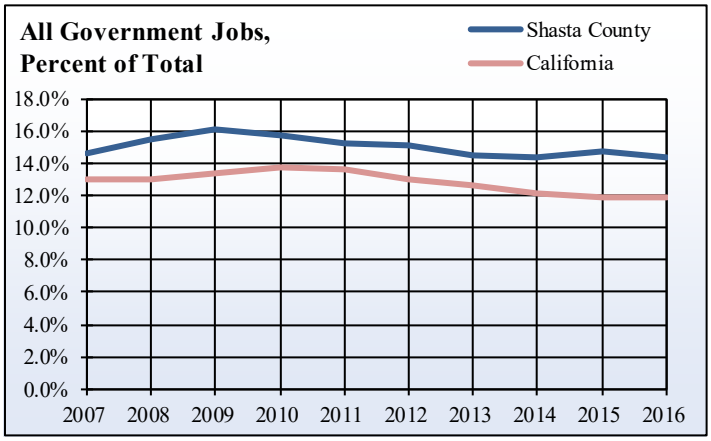
Because government institutions often comprise a large portion of the local economy, especially in rural counties, increases or decreases in government spending can have a direct impact on the county economy.

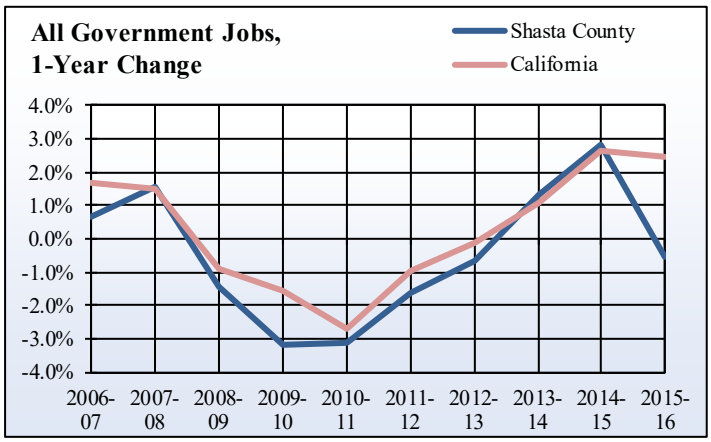
The number of government jobs in Shasta County contracted by over 1,300 positions from 2008 to 2013 in the aftermath of the Recession. Recovery has been stochastic in recent years, and in 2016 the total number of government jobs was still approximately 700 below 2007. However, earnings in this sector increased notably over the ten-year period, and consistently remained above the statewide average as a percent of total earnings

All Government Worker Jobs, Shasta County

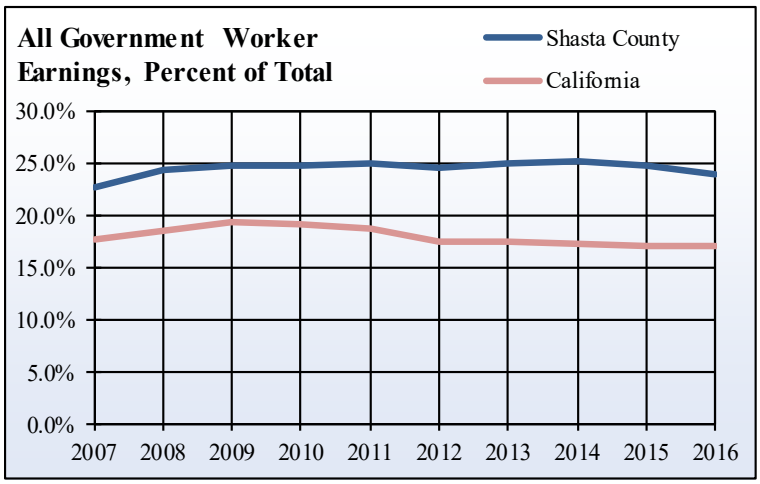
Year	County Jobs	Percent of Total		1-Year Change	
		County	California	County	California
2007	13,926	14.6%	13.0%	0.7%	1.7%
2008	14,143	15.5%	13.0%	1.6%	1.5%
2009	13,939	16.1%	13.3%	-1.4%	-0.9%
2010	13,498	15.8%	13.7%	-3.2%	-1.6%
2011	13,076	15.2%	13.6%	-3.1%	-2.7%
2012	12,867	15.1%	13.0%	-1.6%	-1.0%
2013	12,783	14.5%	12.6%	-0.7%	-0.1%
2014	12,951	14.4%	12.1%	1.3%	1.1%
2015	13,317	14.7%	11.9%	2.8%	2.6%
2016	13,242	14.4%	11.9%	-0.6%	2.5%

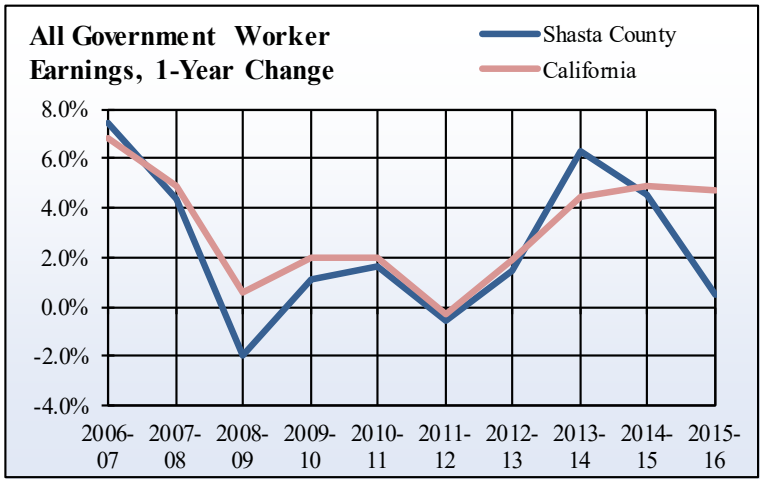
Source: U.S. Department of Commerce, Bureau of Economic Analysis





Government Earnings





Government Worker Earnings (in Thousands), Shasta County

Year	County Earnings	Percent of Total		1-Year Change	
		County	California	County	California
2007	$878,024	22.6%	17.8%	7.4%	6.8%
2008	$916,127	24.3%	18.6%	4.3%	4.9%
2009	$898,326	24.7%	19.4%	-1.9%	0.5%
2010	$908,405	24.8%	19.2%	1.1%	2.0%
2011	$923,456	24.9%	18.6%	1.7%	2.0%
2012	$918,396	24.6%	17.6%	-0.5%	-0.3%
2013	$931,641	24.9%	17.4%	1.4%	1.9%
2014	$989,848	25.1%	17.3%	6.2%	4.4%
2015	$1,034,618	24.7%	17.0%	4.5%	4.9%
2016	$1,039,898	24.0%	17.1%	0.5%	4.7%

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

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