

2010-11

Butte County

ECONOMIC & DEMOGRAPHIC PROFILE



City of Oroville
 Enterprise Zone & Recycling Market Development
 1735 Montgomery Street Oroville, CA 95965

www.cityoforoville.org

www.calrecycle.ca.gov



Butte County 2010-11

Economic and Demographic Profile



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The perfect place to grow your business

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Companies are attracted to the Oroville Enterprise Zone for a variety of sound business reasons including a skilled labor force, ready to build sites, fast track permitting and direct access to west coast markets.



To learn more about

- Oroville Statistics
- The Enterprise Zone Map
- Location

Please visit the City of Oroville web site at www.cityoforoville.org

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The Oroville Enterprise Zone offers *five* California State Tax Incentives:

- Employer Hiring Credit
- Sales and Use Tax Credit
- Business Expense Deduction
- Net Loss Carryover
- Lenders Tax Credit

Interested in a proposal from the Oroville Enterprise Zone Contact the Enterprise Zone Coordinator at 530-538-4307 or businessassistance@cityoforoville.org



Smart Location



Just 70 miles from Sacramento, Oroville is ideally located along Northern California's

Hwy 70 corridor and close to Interstate 5 and Highway 99.

Competitively Priced Property

More than one million square feet of commercial and industrial space is available.

Workforce

Oroville offers a highly skilled and trainable workforce and proximity to several universities and colleges.

Lifestyle

Oroville is a community rich with cultural history and ample recreation.

Acknowledgements

The CED wishes to acknowledge the work of the staff who produced this profile:

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Introduction

Welcome to the 2010-11 Butte County Economic & Demographic Profile. This document contains important information about Butte County's residents and communities. The data have been compiled to represent trends over the past ten to twenty years, where comparable data are available, and in some cases include projections for the next 20 years. The information can be used for many purposes, including workforce and small business development, market analysis, and grant writing. By exploring the structure of Butte County in various aspects, the Center for Economic Development (CED) and its partners hope to facilitate development and planning for both business, communities, and residents of the county.



As a community outreach organization of the CSU, Chico Research Foundation, CED receives funding from several sources, including the Economic Development Administration of the U.S. Department of Commerce, the U.S. Small Business Administration, the California Public Utilities Commission, and many non-profit and local government organizations throughout California.

Based on client surveys and requests, as well as new research, CED updated this series to include more accurate and up-to-date information, revised narratives, and improvements in data display.

CED continues to welcome any comments and/or suggestions for improvement. In addition, we have access to community research and analysis professionals both in-house and within the communities we serve, and upon request will gladly facilitate to our fullest capacity additional community data research not included in this profile. For additional data on this county, please call (530) 898-4598.

CED cordially thanks the City of Oroville and its partners for sponsoring the 2010-11 Butte County Economic and Demographic Profile.

This document was compiled by the Center for Economic Development (CED) at California State University, Chico, this profile is distributed without charge by CED through the sponsor. For information about sponsoring other county profiles, please contact us at 530-898-4598.

Butte County

Location and Demographics

Butte County is currently home to approximately 221,768 people. Chico, Oroville, Gridley, Paradise, and Biggs are the county's incorporated places, in addition to seventeen unincorporated communities with post offices.

The city of Chico is the most populous area in the county, home to 40 percent of the county's population (roughly 88,000 people). California State University, Chico provides an important economic stimulus to the area, and is responsible for a student population of over 16,000. The county seat of government is in Oroville.

Recreation

A major attraction in Chico is Bidwell Park. At 3,670 acres, it is one of the largest municipal parks in the nation. The park offers horseback riding, swimming, fishing, and hiking, as well as a place to simply relax on a Sunday afternoon. The park was founded by Mexican land grantees John and Annie Bidwell. A subsequent deed set forth by Annie Bidwell in 1905 ensured that the acreage of this beautiful park will never be used for industrial or residential purposes. The Bidwells' nineteenth-century mansion is also a popular tourist attraction.

Oroville boasts the Lake Oroville State Recreation Area, which covers about 28,000 acres outside the city of Oroville on the Feather River. The lake hosts a number of boating facilities throughout the year and features over 15,000 acres of surface area for recreation. The lake was created by Oroville Dam, an earth-filled dam and the tallest dam in the country. The lake supplies fresh water to the California State Water Project, which sells water to the San Francisco Bay Area, the San Joaquin Valley, and parts of Southern California. Local water and irrigation districts also have rights to Lake Oroville water.

Economic Development

During fall and spring months, the student population in Chico combines with the residential population to support the area's bustling economy. Butte Community College, a junior college between Chico and Oroville, provides additional jobs and educational opportunities. Also, Oroville provides many government and manufacturing jobs to residents all over Butte County.

Butte County's economic and educational excellence makes it an essential part of the economy in Northern California. The livelihood of its cities is complemented by the serenity of its towns, providing a pleasant home for people of all ages.

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1. Demographics

Demographic indicators describe the characteristics of human populations and population segments, and are especially helpful in determining consumer spending patterns. Knowledge about the age, ethnic, and cultural aspects of the population provides more specific information regarding consumer preferences. This approach, known as market segmentation, is particularly useful for businesses needing to determine the extent of the market for a particular good or service. This information is also useful in evaluating education, housing, and employment opportunities and needs. In addition, demographic information is useful to grant writers and local governments during the process of determining the need and acquiring funding for specific public services in the area.

Demographic trends are typically the foundation upon which other community indicators are built. While this section focuses mostly on population counts and breakdowns of population (by age, race/ethnicity, etc.), most other sections focus on the characteristics of the population (such as Community Health) or of portions of the population (such as Labor Market).

When analyzing population data, it is important to understand the difference between an estimate and a projection. An estimate is based on other related data or change in this data, during the year for which the estimate is made. A projection is based on data trends, calculated over a number of years, and is used to forecast or project future levels, assuming past trends are unchanged. For example, total population in past years is an estimate because it is based on housing growth (among other factors) during the year in which total population is estimated and future total population is a projection.

Population by age is a projection because there is no data after the 2000 Census that can be used to accu-

rately estimate how many people there are in each age group. The projection is based on 2000 Census data and past trends, including those for in migration and death rates by age group. The resulting forecast is only reliable if those trends continue for the years between the census data and the year for which the projection is made.

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1.1 Total population

Overview

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

The three-year average change is the compound annual change over the past three years.

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

Butte County

Butte County is currently home to over 221,768 people, with a projected population of 246,093 by 2020. This projection is supported by the fact that population increase has been steady for the last ten years, with an annual average increase of 1,914 people (0.9 percent). Between 2000 and 2010, population grew 9.4 percent in the county.

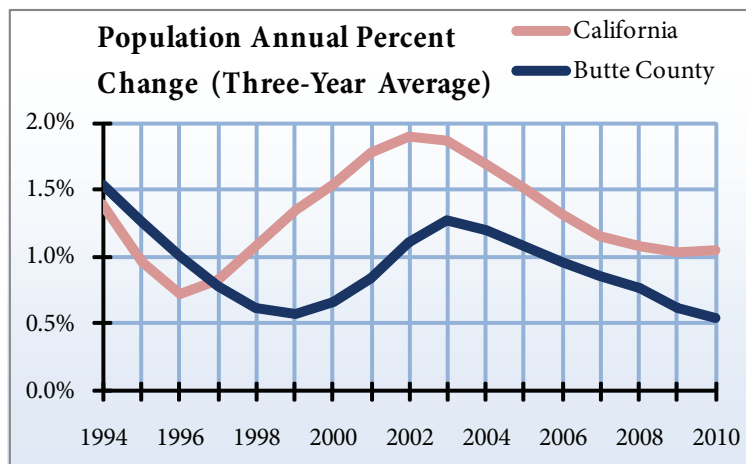
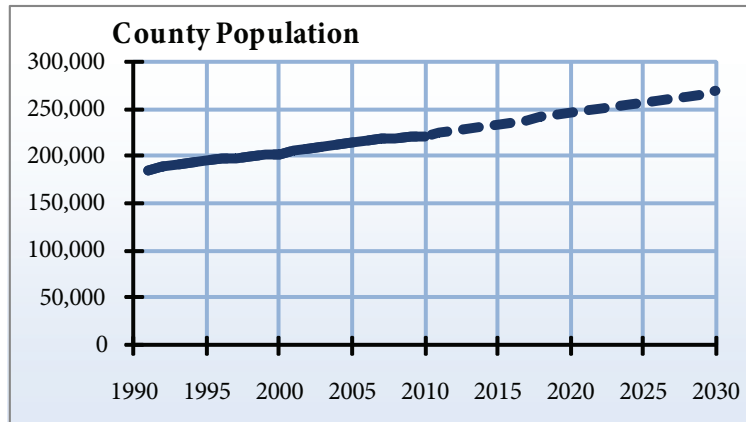
County Population

Year	County Population	1-year change	CA 1-year change
1991	185,393	n/a	n/a
1992	189,133	2.0 %	1.9 %
1993	191,758	1.4 %	1.4 %
1994	194,067	1.2 %	0.9 %
1995	196,394	1.2 %	0.6 %
1996	197,611	0.6 %	0.7 %
1997	198,696	0.5 %	1.2 %
1998	200,017	0.7 %	1.4 %
1999	201,022	0.5 %	1.5 %
2000	202,658	0.8 %	1.8 %
2001	205,153	1.2 %	2.1 %
2002	207,806	1.3 %	1.8 %
2003	210,448	1.3 %	1.7 %
2004	212,643	1.0 %	1.5 %
2005	214,582	0.9 %	1.3 %
2006	216,599	0.9 %	1.1 %
2007	218,180	0.7 %	1.0 %
2008	219,514	0.6 %	1.1 %
2009	220,673	0.5 %	1.0 %
2010	221,768	0.5 %	1.0 %
2020(p)	246,093	1.0 %	1.3 %
2030(p)	268,652	0.9 %	1.1 %

Source: California Department of Finance,
Demographic Research Unit

Projections (p): Woods & Poole Economics

Created by: Center for Economic
Development, California State University,
Chico.



1.2 Population by City

Overview

The California Department of Finance estimates the number of people living within each incorporated place in California as of January 1 of each year. An incorporated place is one with its own governmental body, including a city or town council. Not all places are incorporated.

Butte County

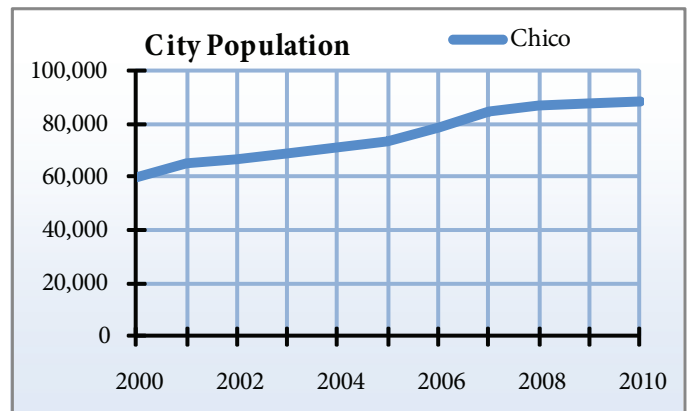
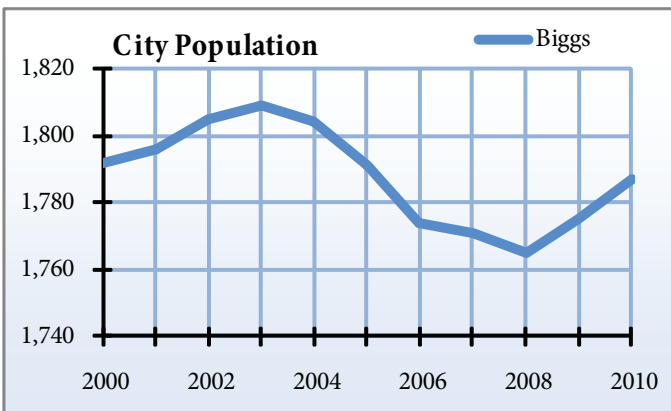
Of the five incorporated cities in Butte County, the city of Chico is the most populous, with over 88,228 people in 2010. It is also the fastest growing city in the county, with an annual average population increase of over 3.9 percent between 2001 and 2010. The cities of Oroville, Biggs, Gridley, and Paradise each saw minor increases of 0.4, 0.7, 0.6, and 0.1 percent respectively. The following figures present population data by city from 2000 to 2010.

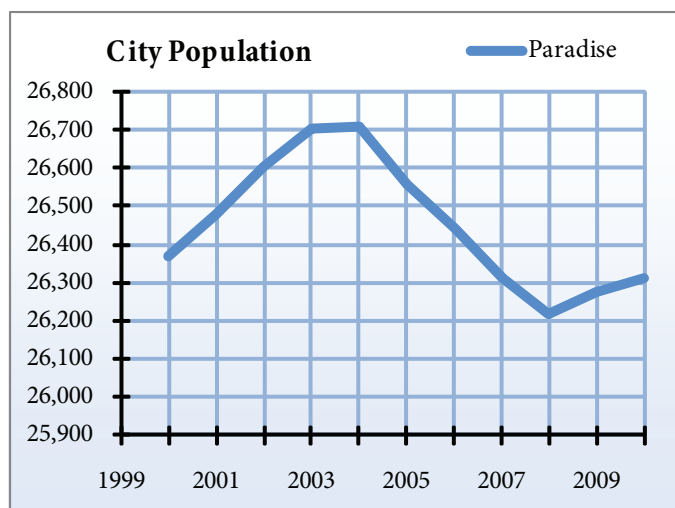
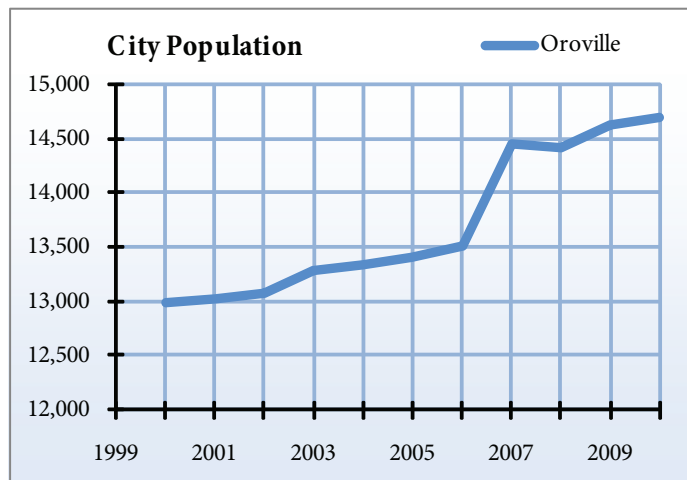
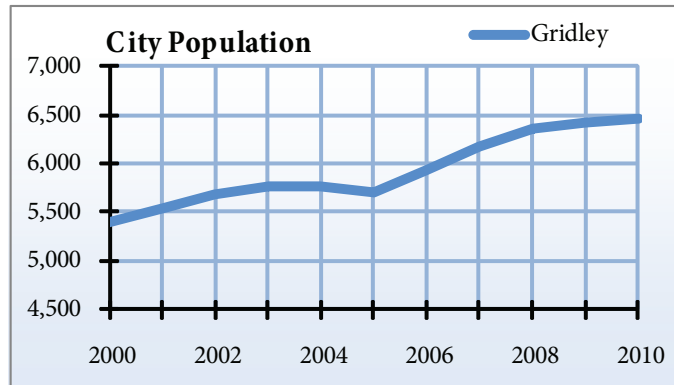
City Population

Year	Biggs	Chico	Gridley	Oroville	Paradise
2000	1,792	60,199	5,401	12,990	26,371
2001	1,796	65,100	5,532	13,015	26,477
2002	1,805	67,019	5,684	13,083	26,603
2003	1,809	68,613	5,773	13,277	26,704
2004	1,804	71,283	5,768	13,339	26,709
2005	1,791	73,710	5,714	13,398	26,557
2006	1,774	78,870	5,932	13,516	26,441
2007	1,771	84,430	6,171	14,451	26,310
2008	1,765	86,806	6,367	14,412	26,217
2009	1,775	87,684	6,416	14,633	26,276
2010	1,787	88,228	6,454	14,687	26,310

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico





1.3 Components of Population Change

Overview

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

If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural rate of change is negative (more deaths than births), then generally age distribution is weighted towards the elderly. Migration can occur for several reasons. People may migrate either in or out due to employment opportunities, housing prices, quality of life, etc.

NOTE: Birth and Death estimates in this section do not precisely match those in the health section because the sections show different cutoff dates. This section is July 1 through June 30, while birth and death data in section 8 is for the calendar year.

Butte County

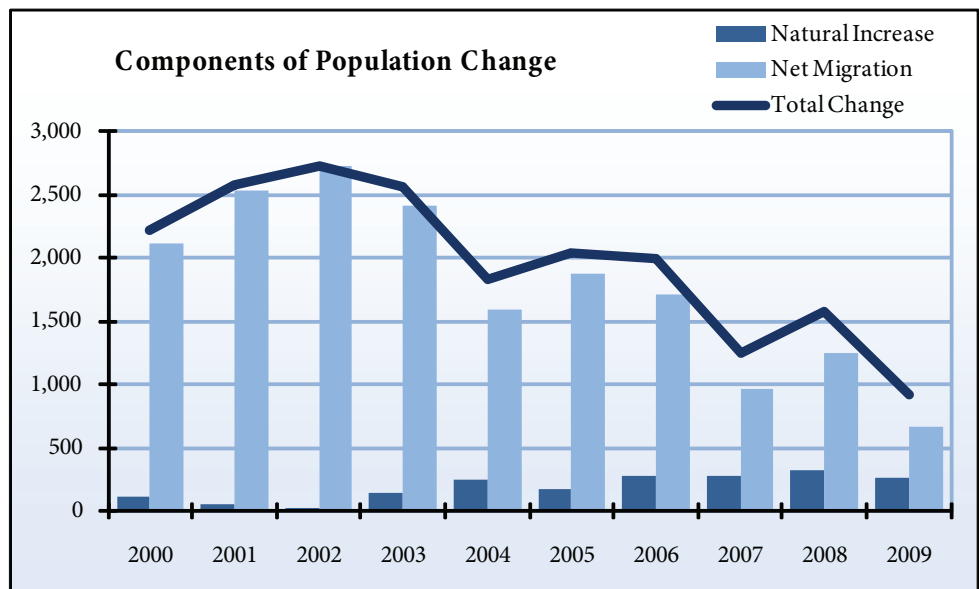
In 2009, there was a net migration of 662 people to Butte County. There were 2,492 births and 2,234 deaths in Butte County in 2009, resulting in a natural increase of 258 people.

Components of Population Change

Year	Births	Deaths	Net Foreign Migration	Net Domestic Migration	Total Change
2000	2,229	2,123	297	1,818	2,221
2001	2,270	2,213	245	2,282	2,584
2002	2,274	2,273	272	2,453	2,726
2003	2,314	2,167	180	2,229	2,556
2004	2,401	2,161	225	1,368	1,833
2005	2,359	2,192	180	1,700	2,047
2006	2,561	2,288	296	1,420	1,989
2007	2,542	2,264	290	680	1,248
2008	2,571	2,249	431	822	1,575
2009	2,492	2,234	301	361	920

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico



1.4 Age Distribution

Overview

Population breakdowns by age are projected by the California Department of Finance (DOF) as of July 1st of each year. The projections use the 2000 Census as a base. These models are based on total net migration and fertility rates by ethnicity. There is little data available, other than what is collected for the census, that would produce more accurate projections of population by age.

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

family related services. Age distribution information is also used in conjunction with components of population change in order to project population growth in the future.

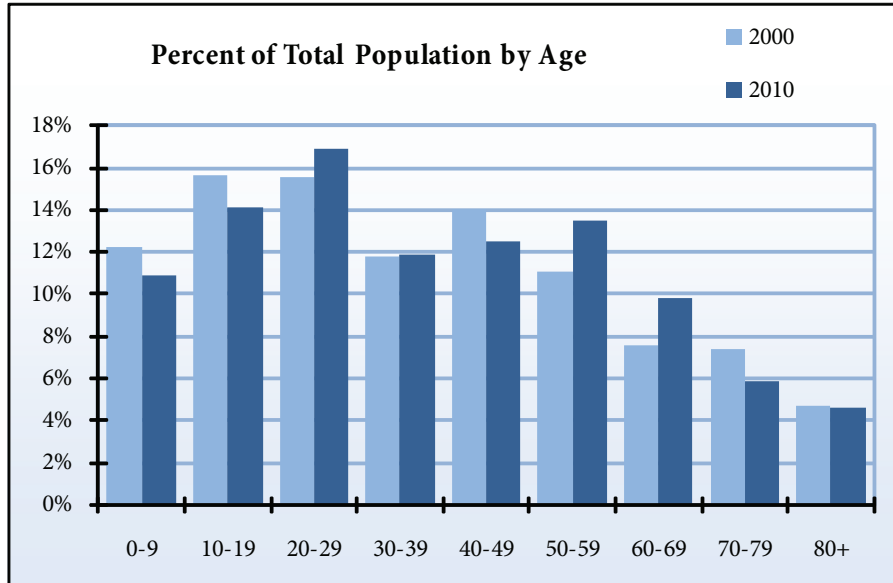
Butte County

In 2010, the largest age group in Butte County was the 20-29 year-old group, with 38,938 people. This number represents approximately 17.6 percent of Butte County's population, which is 3.1 percent higher than the state average, and can be attributed to the student population. Since 2000, the number of people between the ages of 50-59 increased 3.7 percent, while those between 30-39 increased 1.4 percent, causing a 0.6 percent increase among children between 0-9. Residents over 60 collectively make up a higher percentage of the population in Butte County than the state average.

Age Distribution

Year	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
2000	25,009	31,985	31,730	24,105	28,588	22,507	15,495	15,105	9,541
2001	24,644	32,577	32,293	24,062	28,986	23,627	15,733	14,712	9,769
2002	24,418	33,137	32,931	24,126	29,350	24,758	16,101	14,343	9,883
2003	24,354	33,268	33,839	24,080	29,527	25,857	16,639	13,984	10,061
2004	24,237	33,076	34,600	24,019	29,391	26,782	17,102	13,683	10,253
2005	24,108	32,963	35,276	24,316	29,254	27,822	17,505	13,540	10,384
2006	23,936	32,933	36,016	24,715	28,922	28,767	18,102	13,374	10,476
2007	24,137	32,880	36,846	25,354	28,722	29,386	19,224	13,283	10,544
2008	24,460	32,792	37,539	26,083	28,552	29,962	20,353	13,248	10,583
2009	24,777	32,662	38,257	26,736	28,557	30,485	21,480	13,295	10,570
2010	25,153	32,416	38,938	27,332	28,698	30,969	22,623	13,439	10,548

Source: California Department of Finance, Demographic Research Unit



1.5 Population by Race/Ethnicity

Overview

While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are five race categories: American Indian, Asian, Black, White, and other. Alternative names for these classifications are also used to address matters of social sensitivity, although the people classified in each of these categories remains the same. The CED uses these classifications only because these are the names used by the U.S. Census Bureau.

The 1990 Census asked people to choose their primary racial category. The question changed for the 2000 Census, which allowed respondents to choose as many race categories as they deemed appropriate, leading to a change in the data categories for 2000.

Hispanic is an ethnic classification. Some people who consider themselves Hispanic do not consider themselves to be members of one of the four specific race categories, and therefore classify themselves as “other.” The California Department of Finance responded by adding Hispanic origin as a separate category in its projections of population by race. In the data table, Hispanic includes all persons who consider themselves to be of Hispanic origin, while all other categories exclude this group. Therefore, the sum of all categories is equal to the projected population in each year.

As with age distribution, population by race/ethnicity is a projection based on data from the 2000 Census. All projections are for July 1 of the given year.

Population by race statistics are used by advertisers to market products to a particular ethnic group and to determine whether investments in businesses with race specific target markets are likely to be lucrative. For example, investing in a start-up Spanish radio station may be a better investment in a predominantly Hispanic area. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area.

Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity

Population by Race/Ethnicity

Year	Total	White	Hispanic	Asian	Black	American	
						Indian	Other
2000	204,065	164,452	21,363	7,046	2,775	3,404	5,025
2001	206,403	165,648	22,319	7,021	2,797	3,485	5,133
2002	209,047	167,059	23,336	7,019	2,823	3,582	5,228
2003	211,609	168,431	24,282	7,022	2,849	3,667	5,358
2004	213,143	169,107	25,023	6,961	2,869	3,710	5,473
2005	215,168	170,092	25,889	6,936	2,891	3,777	5,583
2006	217,241	171,149	26,790	6,939	2,922	3,873	5,568
2007	220,376	172,924	27,920	6,969	2,958	3,988	5,617
2008	223,572	174,736	29,074	6,994	2,993	4,107	5,668
2009	226,819	176,578	30,249	7,016	3,029	4,225	5,722
2010	230,116	178,452	31,448	7,037	3,057	4,345	5,777
2020(p)	246,093	179,623	40,462	14,964	5,451	5,593	n/a
2030(p)	268,652	184,533	51,247	20,094	6,583	6,195	n/a

Source: California Department of Finance, Demographic Research Unit (p): Woods & Poole Economics

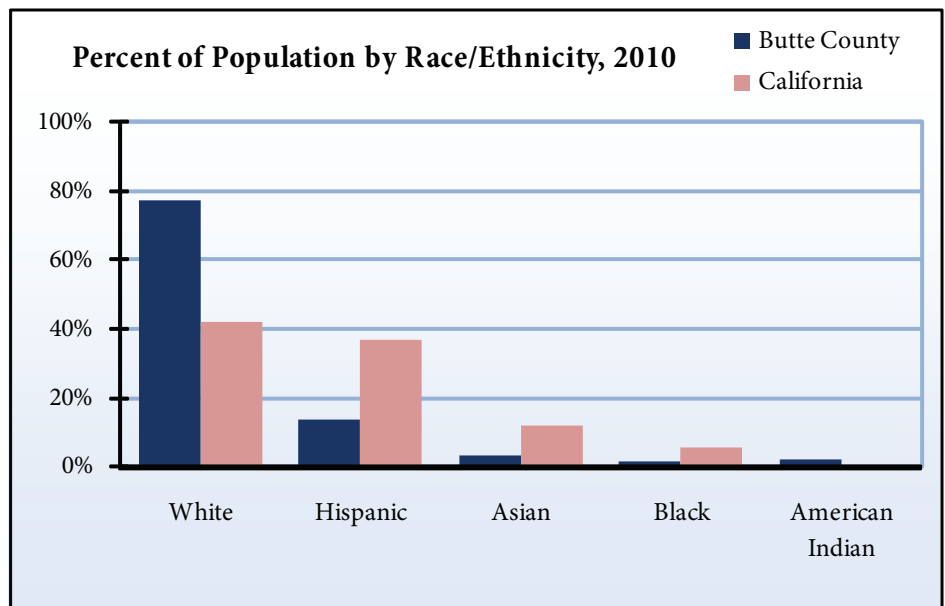
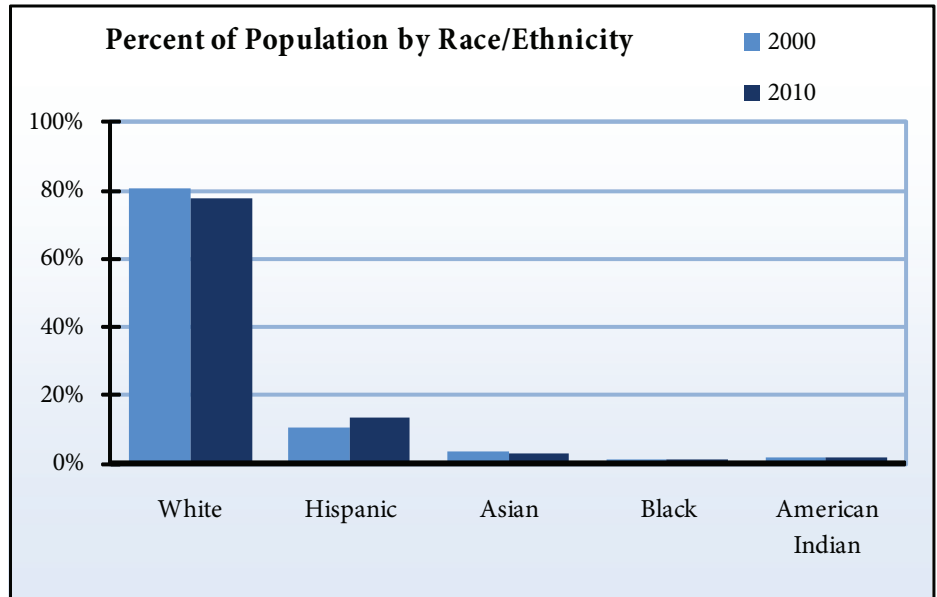
Created by: Center for Economic Development, California State University, Chico

data in order to tailor their campaigns to distinct ethnic groups in certain locations.

Butte County

Approximately 78 percent of residents in Butte County classified themselves as white in 2010, compared to 42 percent of Californians. Hispanics represented the next largest group, with 13.7 percent of the population, compared to 37.1 percent in California. Asians and American Indians were the next largest groups, with over 7,000 and 4,345 people, respectively, and blacks were the smallest census-classified group, with over 3,000 people. Over the last ten years, the Hispanic population has increased 47.2 percent, and the Asian population has decreased by 12.8 percent.

NOTE: The multi-race data is reported on July 1 of each year. This creates a discrepancy between the total population data (section 1.1) and the total population by race/ethnicity data because total population data is collected on January 1 of each year.



1.6 Population by Educational Attainment

Overview

Educational attainment is requested by the U.S. Census Bureau during the decennial census. The data represents the number of people 18 years and over who have achieved a specified level of education.

Educational attainment has a direct influence on family income. Often gains in annual income for men and women result from more education. Conversely, a family's income affects their ability to pay the high costs of pursuing a two-year, four-year, or graduate degree. High educational attainment by the local population exhibits a degree of permanence and can be a factor in attracting new businesses to an area, particularly those requiring skilled workers. Increased income, whether linked to higher educational attainment or other factors, increases tax revenues generated in a particular county through increased taxable retail sales.

Educational attainment information is also used by businesses for market research, primarily by those wishing to target customers of a particular educational level.

Butte County

In 2008, 36.1 percent of Butte County residents attended college without receiving a degree, making them the largest educational group in the area. This is a higher rate than the rest of the state, in which 24.7 percent of all residents went to some college without earning a degree. Residents claiming a high school diploma and residents claiming a bachelor's degree are the next most common educational groups in Butte County, at 21.2 and 15.1 percent, respectively.

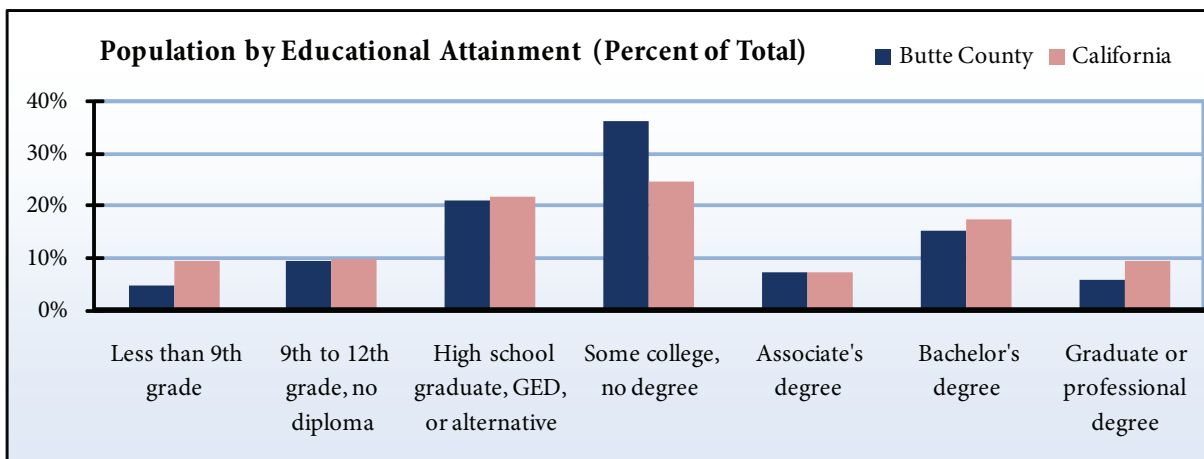
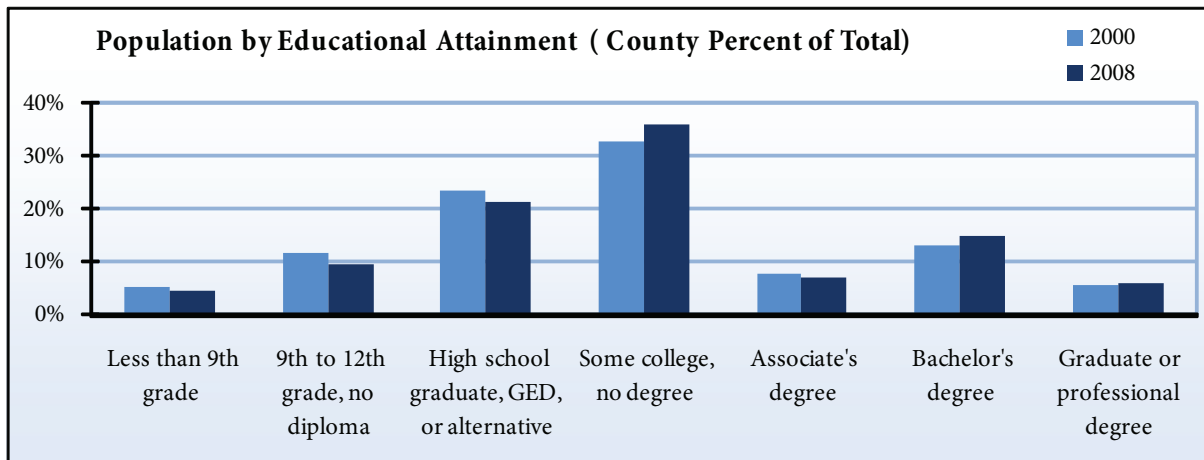
In 2008, Butte County was above the statewide average for residents holding associate's degrees, but below in both the bachelor- and graduate-degree categories.

Population by Educational Attainment, Population 18 and Over

Educational Attainment	2000	2008
Less than 9th grade	8,010	8,262
9th to 12th grade, no diploma	18,257	16,733
High school graduate, GED, or alternative	36,399	37,002
Some college, no degree	50,823	62,883
Associate's degree	12,020	12,623
Bachelor's degree	20,073	26,380
Graduate or professional degree	8,942	10,520
Total	154,524	174,403

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

Created by: Center for Economic Development, California State University, Chico



1.7 Net Migration

Overview

This indicator includes information concerning migration patterns between Butte and other nearby counties with the highest levels of migration interaction. It includes the top five counties in terms of out-migration, the top five in terms of in-migration, and their respective median income levels. Collected from the Internal Revenue Service (IRS) database, these numbers are based on taxes paid by all citizens.

In-migration is the number of people moving into Butte County from some other area in the world and out-migration is the number moving from Butte County to other areas. Net migration is in-migration minus out-migration.

This indicator provides information on likely 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, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political climate. They also bring their patterns of consumer spending that create opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin.

Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However, if a non-neighboring county, even one with a smaller total population, is present among the top five counties in terms of migration, there may be a unique interaction that is worth further evaluation.

The median income in the charts below represents the income of those moving between Butte County and those indicated. That portion of popu-

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

Butte County

The the top five counties for out-migration all lie within close proximity of Butte County. More people moved to Butte County from Sacramento, CA than from any other county. The number one destination for people migrating out of Butte County in 2008 was also Sacramento County followed by Sutter.

Top 5 In-Migration by County 2007-08

County	Number
Sacramento, CA	1,162
Sutter, CA	668
Glenn, CA	594
Tehama, CA	562
Shasta, CA	518

Source: Internal Revenue

Service, 2009

Created by: Center for

Economic Development,

California State University,

Chico

Top 5 Out-Migration by County 2007-08

County	Number
Sacramento, CA	1,390
Sutter, CA	750
Glenn, CA	680
Tehama, CA	594
Placer, CA	544

Source: Internal Revenue

Service, 2009

Created by: Center for

Economic Development,

California State University,

Chico

1.8 Voter Registration

Overview

Voter information includes voter registration and political party affiliation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds. The information made available from voter registration data may provide general guidance to local government in terms of its role in public policy and fiscal matters.

A registered voter may or may not choose a political party. The data presented shows the number of registered voters for each party, and party members as a percentage of the total number of registered voters. The accuracy of this data depends on the ability of the county clerk to update their voter rolls and remove those who no longer live at the address where they registered.

NOTE: In the following table, those persons registered to vote are shown as a percent of the total eligible.

People typically choose a political party representing social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation.

Registrants as a percentage of those estimated to be eligible to vote may indicate the level of civic participation and political involvement within the community. Communities with high levels of voter participation ordinarily have a strong sense of community and that may be a characteristic attractive to potential new residents and also to new businesses and potential employers.

Butte County

As of May 24, 2010, of the 159,966 Butte County residents eligible to register to vote, 72.8 percent were registered. In comparison, 72.4 percent of eligibles were registered in California.

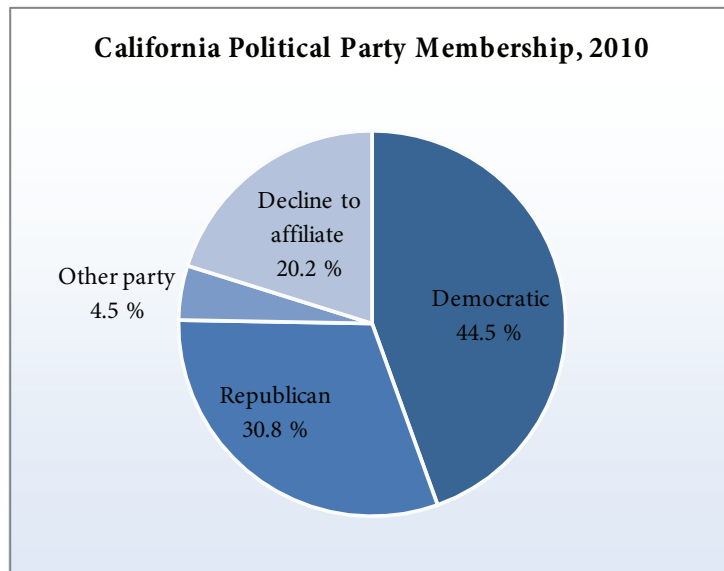
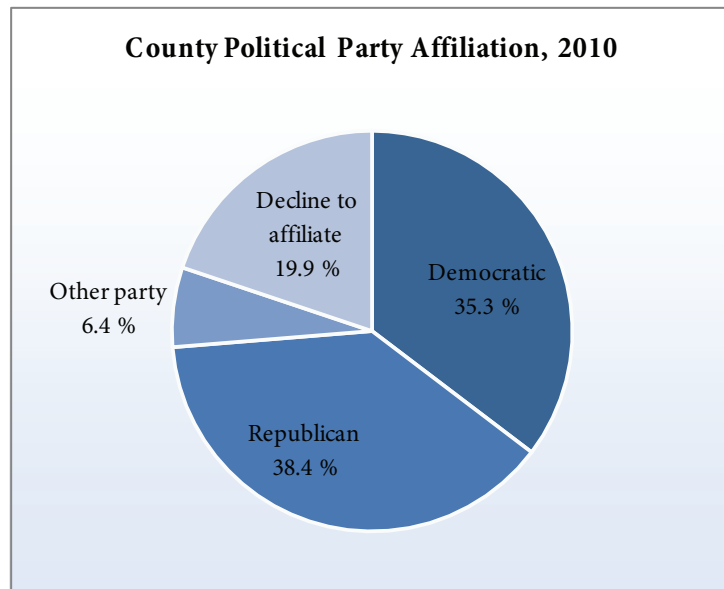
In the county, 35.3 percent of eligible voters were registered Democrat and 38.4 percent were registered Republican. In California, 44.5 percent of eligible voters were registered Democrat and 30.8 percent were registered Republican. For a complete listing of registered voters by political affiliation, please see the chart on the previous page.

Voter Registration as of May 24, 2010

Political affiliation	Number of people	Percent of total eligibles
Eligible	159,966	n/a
Registered	116,503	72.8 %
Democratic	41,166	35.3 %
Republican	44,717	38.4 %
American Independent	3,555	3.1 %
Green	1,506	1.3 %
Libertarian	823	0.7 %
Peace and Freedom	403	0.3 %
Miscellaneous	1,204	1.0 %
Decline to affiliate	23,129	19.9 %

Source: California Secretary of State, Elections Divisions

Created by: Center for Economic Development, California State University, Chico



2. Environmental Factors

Environmental factors can influence a county’s agriculture, economic standing, recreation, and the quality of life of its residents. Climate is a key factor in determining what types of limitations or opportunities exist for agricultural production or recreational activities. Proper waste management protects public health, safety, and the environment. This section provides information useful for making decisions concerning residential and business location.

In this section:

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2.1 Land Area & Population Density

Overview

Population density is determined by dividing the total population of the area by its size in land area. This section shows population density in persons per square mile of land area, a commonly used measure.

The concept of “urban” versus “rural” is a relative one. For example, people living in San Francisco might consider the city of Santa Rosa to be rural, while residents of Sebastopol may consider Santa Rosa to be “the city.” Population density provides a quantitative measure of the degree of an area’s urbanization.

This measure can be an important quality of life indicator for an area. Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. This structural change is likely to be associated with increasing area economic activity, but can also lead to adverse impacts on the quality of life. Vehicle use also rises and as more vehicle miles are traveled in a confined location, traffic slows down causing more congestion. This not only increases commute time, but also increases air pollution emissions per square mile. As a result, in addition to the positive impacts of the associated economic growth, an increase in population density can have negative impacts on the mental health (stress) and physical well-being (increased exposure to toxins) of a community.

Persons per acre, rather than persons per square mile, is a measure more commonly found in large dense cities, or by local government planning departments when evaluating community density or the density of a proposed development. To convert persons per square

mile to persons per acre, divide persons per square mile by 640.

Population density can be used in grant writing and when comparing the degree of urbanization of different counties or areas.

Land Area and Population Density

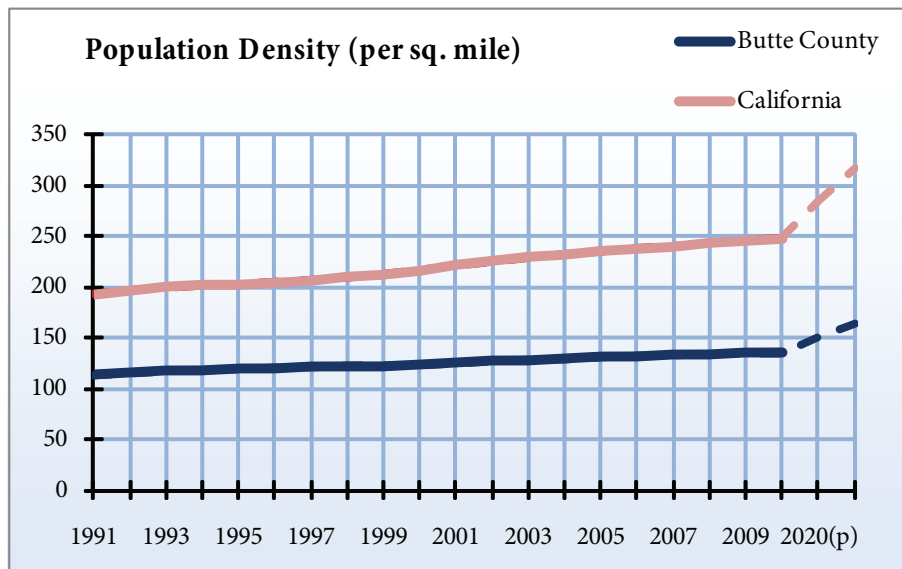
Year	Land area (sq. miles)	Total population	Population density (per sq. mile)
1991	1,640	185,393	113
1992	1,640	189,133	115
1993	1,640	191,758	117
1994	1,640	194,067	118
1995	1,640	196,394	120
1996	1,640	197,611	121
1997	1,640	198,696	121
1998	1,640	200,017	122
1999	1,640	201,022	123
2000	1,640	202,658	124
2001	1,640	205,119	125
2002	1,640	207,735	127
2003	1,640	210,343	128
2004	1,640	212,512	130
2005	1,640	214,422	131
2006	1,640	216,391	132
2007	1,640	218,023	133
2008	1,640	219,427	134
2009	1,640	220,748	135
2010	1,640	221,768	135
2020(p)	1,640	246,093	150
2030(p)	1,640	268,652	164

Source: California Department of Finance

Created by: Center for Economic Development,
California State University, Chico

Butte County

Butte County’s total land area is 1,639.5 square miles. Because population has increased while land area has remained constant, Butte County’s population density has risen steadily over time. As of 2010, the population density in the county is 135 residents per square mile, putting it well below the overall California population density of 246 people per square mile. It is projected that by 2030, population density in Butte County will reach 164 people per square mile.



2.2 Urban Land Consumption

Overview

Every two years, the California Department of Conservation conducts aerial land surveys in agricultural areas to determine the extent to which farmland may or may not be replaced by other uses over time. Generally, the most common use into which agricultural land is converted is developed urban land.

Reductions in agricultural land permanently reduce agriculture as an industry in the county, which may be a critically important base industry in some counties. Many planners consider development that does not consume agricultural land as being more beneficial to the community.

Butte County

Since 1988, urban land has consumed not only farmland, but grazing land as well. Urban land has increased by over 10,000 acres, an increase of 29 percent, while farmland has decreased by nearly 29,000 acres, or 11 percent. There has also been an increase in grazing land of nearly 132,000 acres and an increase in other land of nearly 40,000 acres.

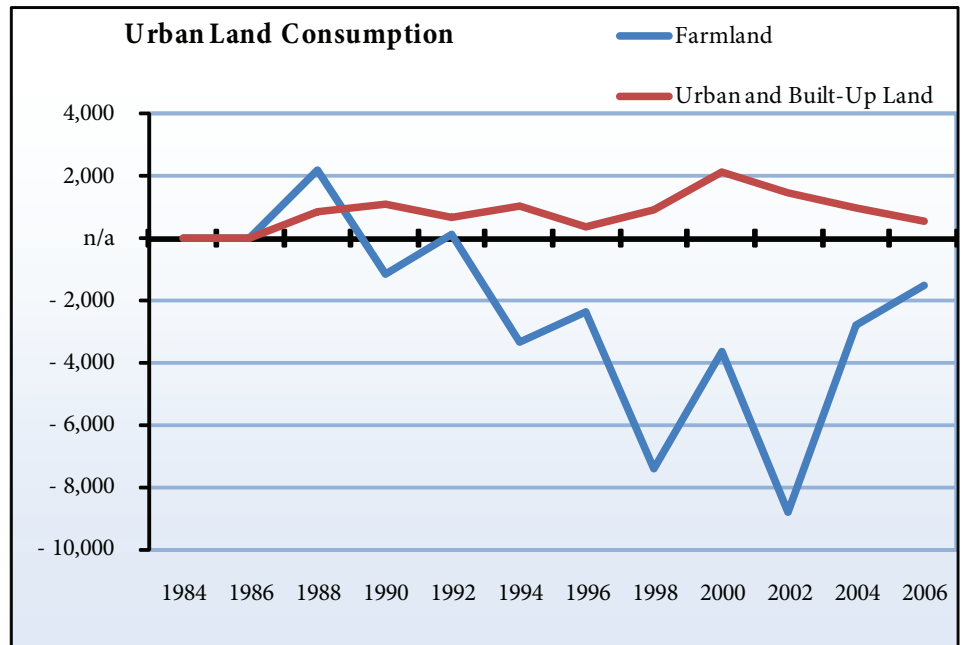
Urban Land Consumption (acres)

Year	Farmland	Grazing Land	Urban and Built-Up Land	Water Area	Other Land
1988	269,182	270,065	35,175	20,704	322,783
1990	271,389	267,310	36,059	20,704	322,447
1992	270,239	266,361	37,142	20,704	323,464
1994	270,394	265,083	37,842	21,048	323,543
1996	267,073	264,529	38,862	21,048	326,398
1998	264,721	264,778	39,243	20,953	328,214
2000	257,316	264,982	40,185	21,643	333,783
2002	253,655	263,653	42,340	21,643	336,618
2004	244,837	406,401	43,820	22,624	355,572
2006	242,055	407,680	44,804	22,818	355,895
2008	240,561	401,859	45,351	22,858	362,623

Source: California Department of Conservation

n/a: Data not reported by source

Created by: Center for Economic Development, California State University, Chico



2.3 Climate Data

Overview

This indicator shows climate readings from selected weather stations in the county. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center in December of each year unless otherwise noted. The data expresses an annual average calculated over the time indicated below.

It is important to know what types of weather a certain area may experience because of extremes of heat and cold, and severe storms may reduce the desirability of an area for tourists or retirees. These conditions may occur in a particular season and limit the attractiveness of an area at certain times of the year. This information can be useful for determining which particular businesses might be viable in a specific area.

Butte County

The four weather stations in Butte County are located in Chico, De Sabla, Oroville, and Paradise. Of these, De Sabla reports the most precipitation with an annual average of 64 inches. Average seasonal weather in the county is wet and cool in the winter, and hot and dry in the summer. The following figure shows the average

temperatures and precipitation rates in winter and summer for each weatherstation in the county.

NOTE: The data here reflects an average of monthly readings taken between the following years for each site:

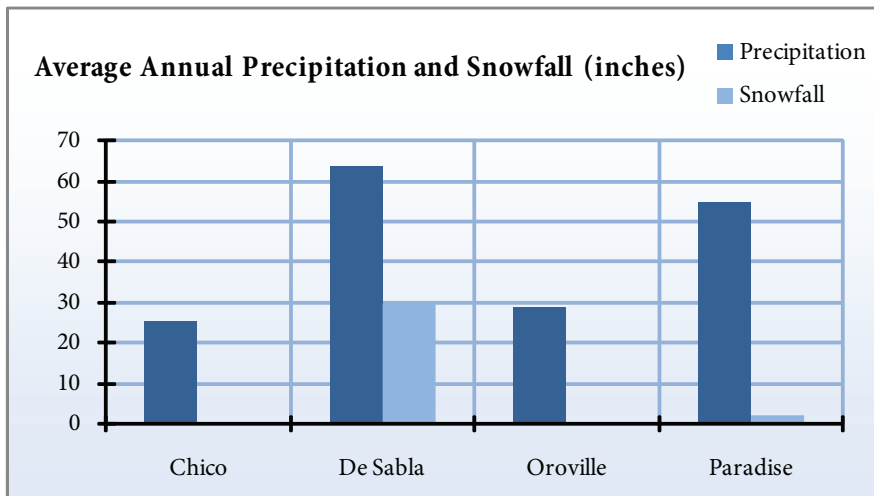
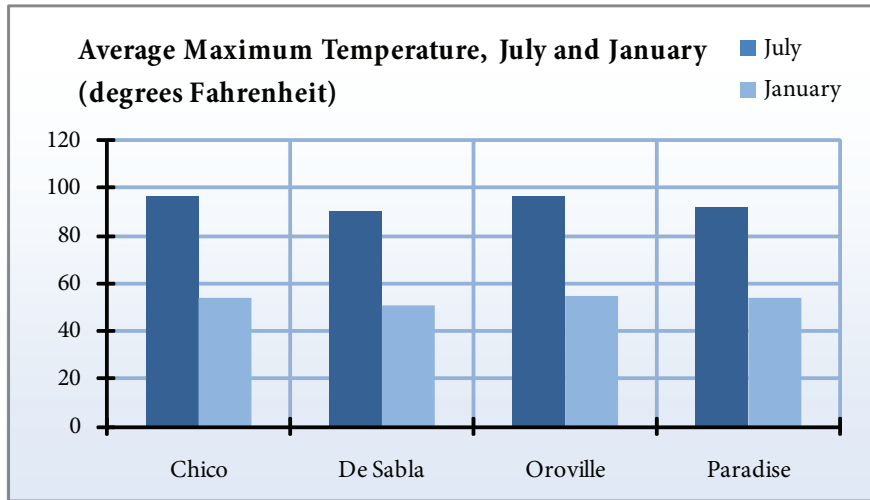
Chico:	1/8/1906 to present
De Sabla:	7/1/1948 to present
Oroville:	4/22/1953 to present
Paradise:	5/1/1957 to present

Climate Station Readings as of July 2010

	Chico	De Sabla	Oroville	Paradise
Average July maximum temp. (deg.)	96.4	90.2	96.5	91.8
Average January maximum temp. (deg.)	53.9	51.1	55.0	53.7
Average July minimum temp. (deg.)	60.3	55.1	62.2	64.5
Average January minimum temp. (deg.)	35.6	31.7	37.2	38.0
Average July precipitation (in.)	0.0	0.1	0.0	0.1
Average January precipitation (in.)	5.3	12.2	5.6	10.6
Average annual precipitation (in.)	25.7	64.0	28.6	54.9
Average January snowfall (in.)	0.0	11	0.0	1.1
Average annual snowfall (in.)	0.1	30	0.0	2.2

Source: Western Regional Climate Center

Created by: Center for Economic Development, California State University, Chico



2.4 Air Quality

Overview

Air quality is the general term used to describe various aspects of the air that plants and human populations are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10 and PM 2.5), tropospheric ozone (O3), carbon monoxide (CO), and oxides of nitrogen (NOX). Air pollutants are emitted by both stationary and mobile sources. Stationary sources include factories, power plants, and agricultural burning (forest fires and field burning). Mobile sources of pollution include automobiles, motorcycles, trucks, buses, and various types of recreational vehicles. Mobile sources are primarily responsible for the decrease in air quality in Northern California.

Air quality standards are set at both state and federal levels. The allowable levels for a particular pollutant are established in affect to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region is in violation of one or more standards for allowable levels of the above four pollutants, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future.

PM2.5 and Ozone are shown in this report because the California Air Resources Board includes metrics indicating long-term (8-hr) exposure to these pollutants. Long-term exposure is far more detrimental to human health than short-term (1-hr.) exposure. State standards are reported because they are higher than federal standards.

As industry, agricultural production, and traffic continues to increase across California, air quality becomes an important issue. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for

health services. Air quality can be an important factor in determining where people are willing or able to live.

Butte County

Between 2007 and 2009, county air quality averaged 30 days above the 8 hour average per year. During the 2004-2008 period, Butte County was above the state PM 2.5 average an average of 5 times.

PM2.5 - Particulate matter over 2.5 microns in diameter composed of very small bits of ash, wood tars, soot and other substances created by combustion. Examples of sources include cars and trucks (especially diesels), woodstoves, and open burning. PM2.5 particles are so small that they can evade the body's natural defense mechanisms and penetrate deep into lung tissue. They can damage lung tissue, which can lead to serious respiratory problems.

O3 - Ozone. Concentrations are measured in parts per million. Sources include cars and trucks (especially diesels), industrial sources like chrome platers, neighborhood businesses, such as dry cleaners and service stations, and building materials and products. Overexposure to O3 can cause breathing difficulties and lung damage. Ozone is an invisible pollutant formed by chemical reactions involving nitrogen oxides, reactive hydrocarbons, and sunlight. It is a powerful respiratory irritant that can cause coughing, shortness of breath, headaches, fatigue and lung damage, especially among children, the elderly, the ill, and people who exercise outdoors. Ozone also damages plants, including agricultural crops, and degrades manufactured materials such as rubber and paint.

Air Quality

Year	Number of Days Above State 8 hour Ozone Average	Number of Days Above State PM2.5 Average
1999	30	7
2000	43	8
2001	39	3
2002	66	4
2003	45	0
2004	37	6
2005	31	4
2006	59	5
2007	30	4
2008	24	6
2009	35	0

Source: California Air Resource Board

*Created by: Center for Economic Development,
California State University, Chico*

2.5 Water Table Depth

Overview

Periodically, the California Department of Water Resources tests groundwater wells for pollution or contaminants. One of the outputs of this testing includes depth to groundwater. The CED used wells in the county with consistent measurement between 1999 and 2010, and corrected for wells not measured in any particular year.

Water is scarce in most parts of California, creating tremendous pressure to redistribute the state's water resources and to find new sources and ways to store and deliver water more efficiently. In addition, water is only plentiful parts of the year. Typically, whenever water shortages occur, groundwater is used to supplement surface water storage and delivery. Therefore, groundwater levels are the best measure to determine the sustainability of water availability, whether or not significant amounts of groundwater are used.

Butte County

Overall, Butte County has experienced little groundwater change over the past ten years. Levels have fluctuated between 30 and 25 feet, with no significant long-term trend. However, between 2009 and 2010, water levels fell sharply by 21 percent. We do not know if this is the beginning of a longer-term trend.

County Water Table Depth

Year	Average Depth to groundwater (ft)
1999	26.41
2000	27.97
2001	30.74
2002	30.89
2003	29.35
2004	30.44
2005	29.59
2006	27.31
2007	33.83
2008	35.83
2009	35.12

Source: California Department of Water Resources

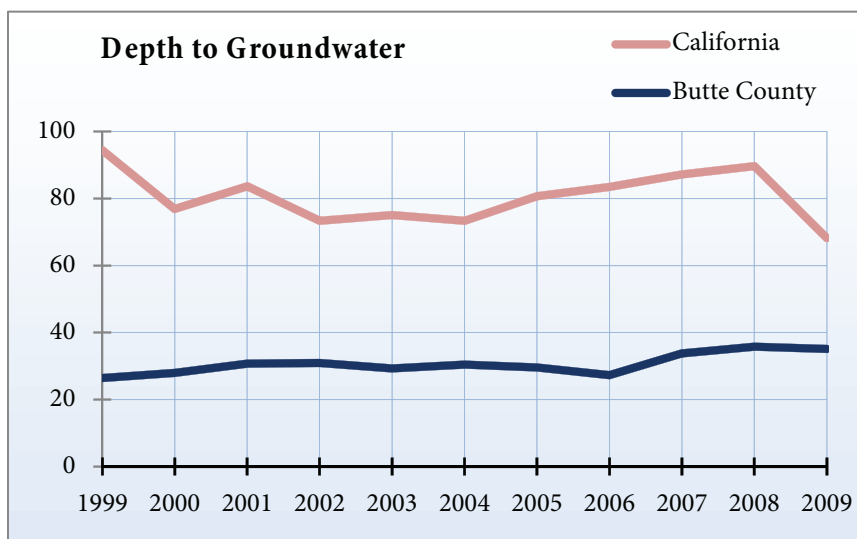
Created by: Center for Economic Development, California State University, Chico

California Water Table Depth

Year	Average Depth to groundwater (ft)
1999	94.44
2000	76.88
2001	83.69
2002	73.36
2003	75.11
2004	73.37
2005	80.74
2006	83.50
2007	87.22
2008	89.68
2009	68.24

Source: California Department of Water Resources

Created by: Center for Economic Development, California State University, Chico



2.6 Generation Capacity

Overview

The California Department of Energy is responsible for licensing and monitoring of all electrical power plants in California with a capacity greater than 1/10 of a megawatt. Actual electricity production is not collected and reported by the state. Although the federal government requires production reporting for power plants with greater than 100 megawatts of capacity, this represents a small fraction of generation in most areas.

Electricity production provides economic value of environmental features to the local community. Depending upon the type of generation, it indicates the degree to which renewable or green electricity is produced in and benefits the local community.

Butte County

Butte County has generation capacity of nearly 1,040 megawatts of hydroelectric power, nearly all of the county's generation capacity. Most of the hydroelectric capacity comes from the Feather River System, most notably the Oroville Dam.

Generation Capacity

Facility	Megawatts
Coal	0.0
Geothermal	0.0
Hydroelectric	1,038.9
Nuclear	0.0
Oil/Gas	8.4
Solar	0.0
Wind	0.0
WTE	18.8

Source: The California Energy Commission

Created by: Center for Economic Development, California State University, Chico

3. Labor Market

Labor market conditions are an important indicator of an area's economic well-being. Of particular importance is the relationship among all of these factors: labor force, employment, unemployment, and monthly employment. While alone, one of these factors might project an incomplete image of the economy's performance, taken together, they provide a comprehensive assessment of the health of the labor market and the associated well-being of affected residents.

Labor market information can be used to draw conclusions about the availability of jobs, the social climate, and the standard of living in the area.

The following is a brief summary of the statistical relationship between each of the indicators discussed in this section:

Labor force is equal to employment plus unemployment.

Employment refers to people working at least one hour per week.

Unemployment refers to people working less than one hour per week, but is actively seeking work.

Unemployment rate is equal to unemployment divided by labor force.

The U.S. Department of Labor, Bureau of Labor Statistics uses the twelfth of each month to determine a person's employment status. This date was originally chosen because at one time, there were no holidays in the week that included the twelfth. Although that may not be true now, mid-month time periods are less volatile to changes in the overall business climate.

The average unemployment rate in Butte County

from 1999 to 2009 was 7.5 percent. Tracking monthly unemployment trends during that time revealed seasonal changes in the level of employment with January seeing the lowest average employment and October having the highest employment.

In this section:

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3.1 Labor Force

Overview

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

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

Butte County

In 2009, 104,800 residents, or 47 percent of Butte County’s population were members of the labor force, which was the same percentage as California.

The labor force in the county experienced an increase of 1,400 in 2009. Between the years 2000 and 2009, Butte County experienced a 11 percent increase in total labor. The city of Chico boasts the strongest labor force in Butte County, with 34,200 members in 2009. The town of Paradise’s labor force was the second largest with 12,100 members.

NOTE: The city of Oroville’s labor force is charted only for the incorporated area, and does not include extensive surrounding unincorporated areas.

Labor Force By City

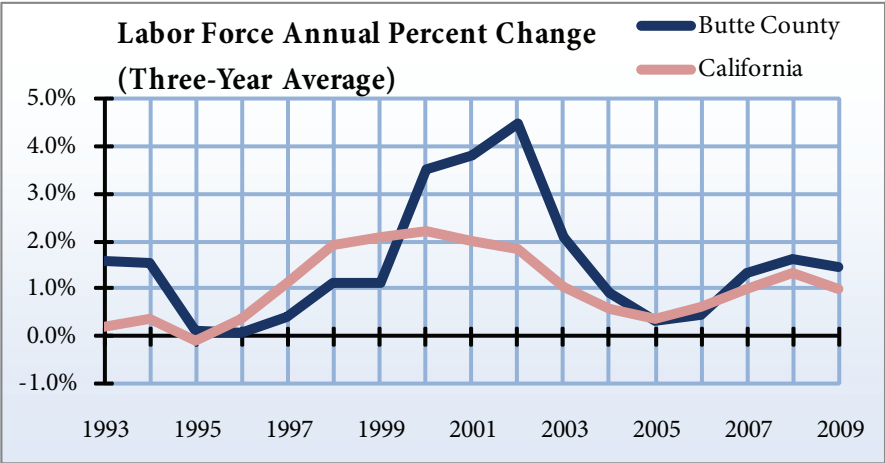
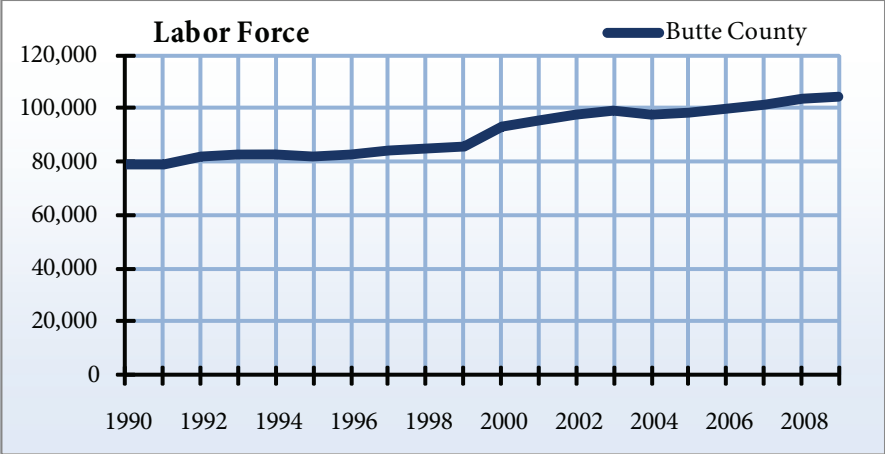
Year	Biggs	Chico	Gridley	Oroville	Paradise
2000	800	30,500	2,300	4,800	10,900
2001	800	31,200	2,300	4,900	11,200
2002	800	32,000	2,400	5,000	11,400
2003	800	32,400	2,500	5,100	11,600
2004	800	32,100	2,400	5,000	11,400
2005	800	32,300	2,500	5,100	11,500
2006	900	33,900	2,700	5,400	12,100
2007	900	33,400	2,600	5,300	11,900
2008	900	33,900	2,700	5,400	12,100
2009	900	34,200	2,900	5,600	12,100

*Source: California Employment Development Department, Labor Market Information Division
Created by: Center for Economic Development, California State University, Chico*

Total Labor Force

Year	Labor Force	1-year change
1990	78,800	n/a
1991	79,200	0.5 %
1992	82,000	3.5 %
1993	82,600	0.7 %
1994	82,900	0.4 %
1995	82,300	- 0.7 %
1996	82,800	0.6 %
1997	83,900	1.3 %
1998	85,100	1.4 %
1999	85,600	0.6 %
2000	93,100	8.8 %
2001	95,200	2.3 %
2002	97,600	2.5 %
2003	99,000	1.4 %
2004	97,800	- 1.2 %
2005	98,500	0.7 %
2006	100,300	1.8 %
2007	101,800	1.5 %
2008	103,400	1.6 %
2009	104,800	1.4 %

Source: California Employment Development Department, Labor Market Information Division
 Created by: Center for Economic Development, California State University, Chico



3.2 Total Employment

Overview

The California Employment Development Department (EDD) defines employment as the number of residents who are employed, regardless of whether they work in the county or city of residence: “Civilian employment includes all individuals who worked at least one hour for a wage or salary, were self employed, or were working at least fifteen unpaid hours in a family business or on a family farm during the week including the twelfth of the month. Those who were on vacation, other kinds of leave, or involved in a labor dispute, were also counted as employed.”

Increasing employment indicates an increase in economic activity within the area, either by increasing local jobs or increasing the number of workers in residence. Workers spend a large portion of their income at their place of residence (the percentage of which typically depends on the availability and relative price of retail goods in the community). Employment by place of residence is an economic indicator that is typically evaluated alongside the count of jobs by place of work.

Butte County

As of 2009, 91,700 members, or 87.5 percent of Butte County’s labor force, were employed, a 3.2 percent decrease from the preceding year. In comparison, 89 percent of California’s total labor force was employed in the same year. Employment in the county is expected to turn around and begin rising in upcoming years. This hopeful growth in employment would create an increase in spending power for the average worker in Butte County and ultimately lead to greater economic strength for the county in the years to come.

In the city of Chico, 30,200 members of the labor force were employed as of 2009—the highest number in any city in Mendocino County. This total is followed by 10,900 employed residents in the city of Paradise.

Employment By City

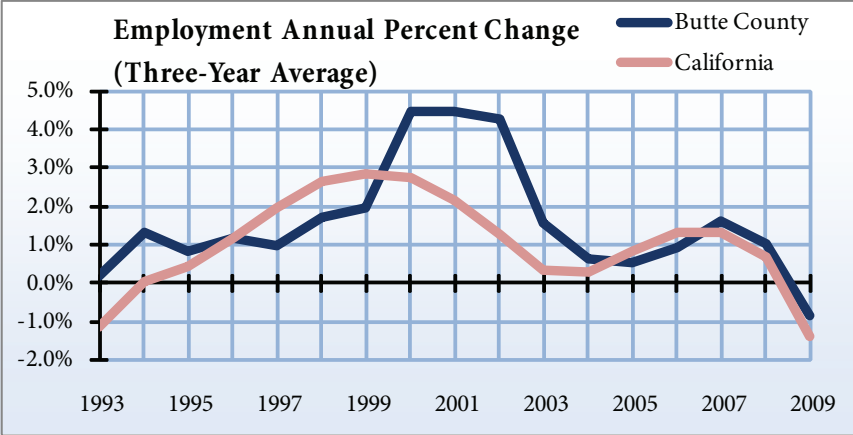
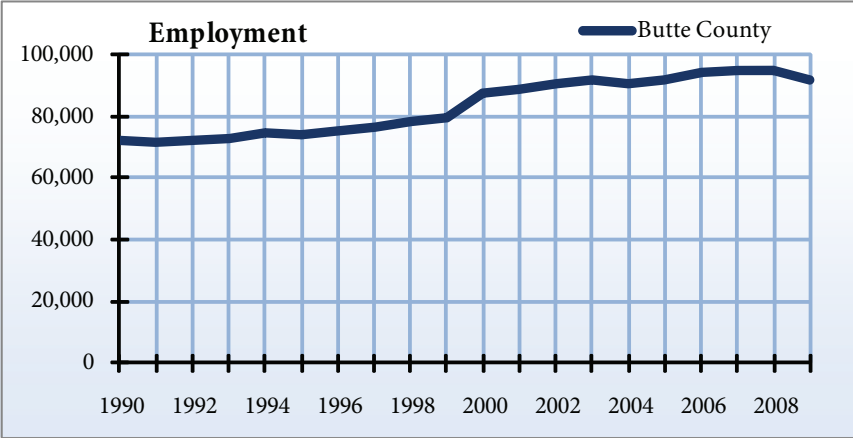
Year	Biggs	Chico	Gridley	Oroville	Paradise
2000	700	28,800	2,000	4,400	10,400
2001	700	29,300	2,000	4,400	10,600
2002	700	29,800	2,000	4,500	10,800
2003	700	30,200	2,100	4,600	10,900
2004	700	29,900	2,000	4,500	10,800
2005	800	30,300	2,100	4,600	10,900
2006	800	31,200	2,200	4,800	11,300
2007	800	31,300	2,200	4,800	11,300
2008	800	31,200	2,200	4,800	11,300
2009	800	30,200	2,100	4,600	10,900

Source: California Employment Development Department, Labor Market Information Division
Created by: Center for Economic Development, California State University, Chico

Total Employment

Year	Empl.	1-year change
1990	72,200	n/a
1991	71,500	- 1.0 %
1992	72,300	1.1 %
1993	72,600	0.4 %
1994	74,400	2.5 %
1995	74,100	- 0.4 %
1996	75,200	1.5 %
1997	76,600	1.9 %
1998	78,000	1.8 %
1999	79,700	2.2 %
2000	87,300	9.5 %
2001	88,900	1.8 %
2002	90,400	1.7 %
2003	91,500	1.2 %
2004	90,600	- 1.0 %
2005	91,800	1.3 %
2006	94,100	2.5 %
2007	95,100	1.1 %
2008	94,700	- 0.4 %
2009	91,700	- 3.2 %

Source: California
 Employment Development
 Department, Labor Market
 Information Division
 Created by: Center for
 Economic Development,
 California State University,
 Chico



3.3 Unemployment

Overview

Unemployment is the estimated number of people who are actively seeking work and are not working at least one hour per week for pay and who are not self-employed. As with employment, it is estimated at the place of residence. Annual average unemployment is the average of twelve monthly unemployment estimates developed by the California Employment Development Department (EDD).

Unemployment is not a simple count of people who are receiving unemployment insurance payments, although the EDD uses unemployment insurance recipients to help produce its estimates. Not everyone who the EDD considers to be unemployed, including those whose employment is terminated due to poor performance, is eligible for these benefits. Unemployment includes workers who have been laid off and are waiting to be called back to work, though it does not include people who are in prisons, mental hospitals, nursing homes, or those under the age of sixteen, regardless of whether they are seeking work or not.

The unemployment rate is the percent of the labor force that is unemployed. It is often used as a primary measure of economic health, although by itself, changes in the unemployment rate may misrepresent economic performance. For example, take the case of rising employment with a simultaneous rise in unemployment (a common situation in Northern California in the early 2000s). This situation typically produces an increase in the unemployment rate, even when the employment situation is improving. Therefore, employment growth or labor force growth combined with employment growth, are better measures of economic performance.

Still, the unemployment rate is a valuable community indicator. Sustained high unemployment rates typically indicate the presence of societal issues within

the community, although what is considered “high” may vary from one community to the next. For communities with a high unemployment rate, social issues may vary as well. See the social indicators sections, nine through twelve, to find connections between the unemployment rate and social issues.

Another important issue exposed by unemployment statistics is the number of potentially qualified workers available in the community. As unemployment falls, employers start having a difficult time attracting qualified employees at their offered rates of pay. High-skill workers are typically affected first, such as those in management, technical, and professional occupations, with moderate-skill workers being affected as the unemployment rate continues to fall. Results typically include higher average pay, in combination with out migration of some firms in search of the employees they can no longer find locally. The lowest unemployment rate calculated over the past ten years, or the lowest unemployment number, can be used to estimate the level at which employers have difficulty finding qualified employees. At the national level the lowest sustainable unemployment rate is called the full-employment unemployment rate, and at that rate, the remaining unemployment is not due to a lack of jobs, but rather structural, frictional, and seasonal factors.

Butte County

In 2009, 13,100 members of Butte County’s labor force were unemployed, making up 12.5 percent of the labor force. Butte County’s unemployment rate has been consistently higher than the California average since 1990. For example, when statewide unemployment swelled to 9.5 percent in 1993, Butte County’s unemployment rate was at 12 percent. This number steadily decreased through 2000, before it began to rise sharply in 2007.

Total Unemployment

Year	Unempl.	Unempl. Rate	1-year change
1990	6,700	8.4 %	n/a
1991	7,800	9.8 %	16.4 %
1992	9,800	11.9 %	25.6 %
1993	9,900	12.0 %	1.0 %
1994	8,500	10.3 %	- 14.1 %
1995	8,200	10.0 %	- 3.5 %
1996	7,600	9.1 %	- 7.3 %
1997	7,300	8.7 %	- 3.9 %
1998	7,100	8.4 %	- 2.7 %
1999	5,800	6.8 %	- 18.3 %
2000	5,800	6.2 %	0.0 %
2001	6,300	6.6 %	8.6 %
2002	7,200	7.4 %	14.3 %
2003	7,500	7.6 %	4.2 %
2004	7,200	7.4 %	- 4.0 %
2005	6,700	6.8 %	- 6.9 %
2006	6,200	6.2 %	- 7.5 %
2007	6,700	6.6 %	8.1 %
2008	8,700	8.4 %	29.9 %
2009	13,100	12.5 %	50.6 %

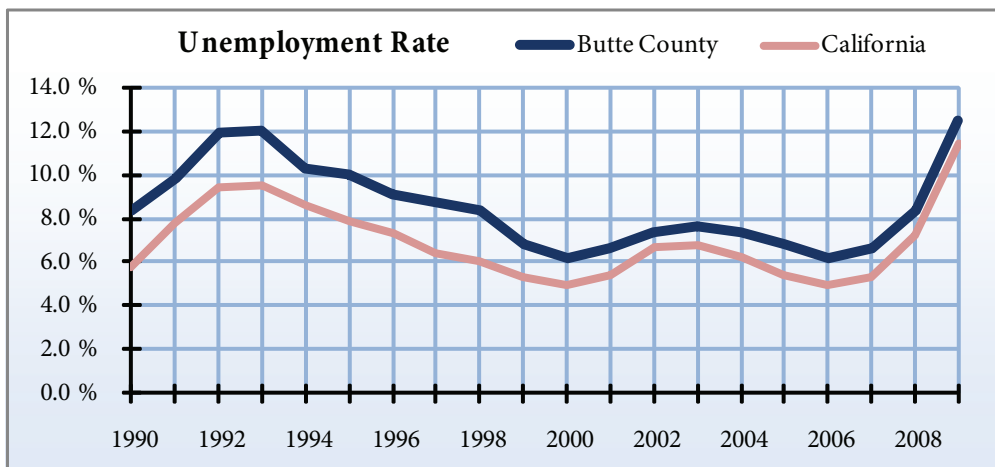
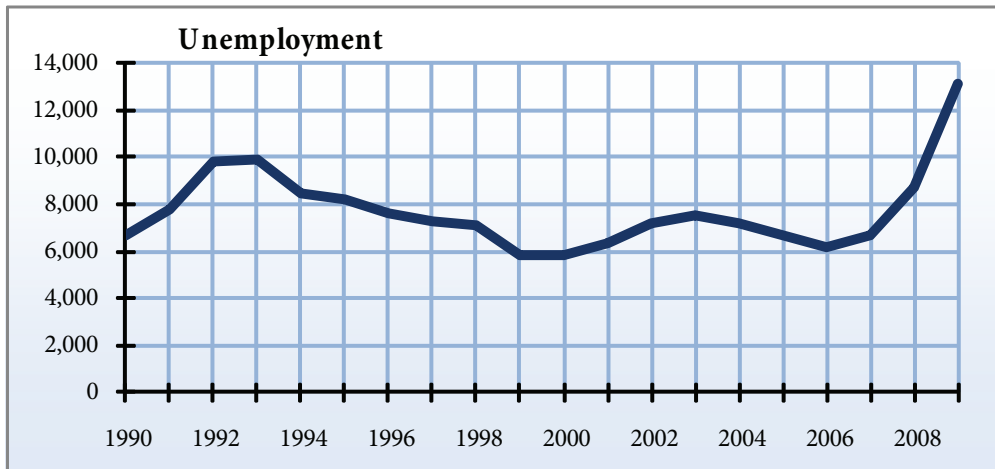
Source: California Employment
Development Department, Labor Market
Information Division

Created by: Center for Economic
Development, California State
University, Chico

Unemployment Rate By City

Year	Biggs	Chico	Gridley	Oroville	Paradise
2000	7.8 %	5.7 %	14.2 %	8.6 %	4.7 %
2001	8.3 %	6.1 %	14.9 %	9.2 %	5.0 %
2002	9.3 %	6.9 %	16.6 %	10.3 %	5.7 %
2003	9.5 %	7.0 %	17.0 %	10.5 %	5.8 %
2004	9.3 %	6.9 %	16.6 %	10.2 %	5.7 %
2005	9.2 %	6.3 %	16.5 %	9.7 %	5.2 %
2006	11.4 %	7.8 %	19.8 %	11.9 %	6.4 %
2007	9.1 %	6.1 %	16.1 %	9.5 %	5.1 %
2008	11.4 %	7.8 %	19.8 %	11.9 %	6.4 %
2009	16.7 %	11.7 %	27.9 %	17.5 %	9.7 %

Source: California Employment Development Department,
Labor Market Information Division
Created by: Center for Economic Development, California
State University, Chico



3.4 Seasonal Labor Statistics

Overview

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

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course

Butte County Average Monthly Labor Statistics, 1990-2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	89,285	80,645	8,645	9.8 %
Feb	90,915	82,285	8,635	9.6 %
Mar	90,675	82,155	8,525	9.5 %
Apr	90,790	83,020	7,765	8.7 %
May	90,650	83,290	7,370	8.2 %
Jun	90,185	82,125	8,060	9.0 %
Jul	90,410	82,310	8,120	9.0 %
Aug	91,530	84,315	7,230	7.9 %
Sep	91,455	84,770	6,690	7.4 %
Oct	91,715	85,085	6,630	7.3 %
Nov	91,535	84,285	7,265	8.0 %
Dec	90,965	83,350	7,625	8.4 %

Source: California Employment Development Department, Labor Market Information Division

Created by: Center for Economic Development, California State University, Chico

California Average Monthly Labor Statistics, 1990-2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	16,085,287	14,881,780	1,203,523	7.5 %
Feb	16,137,333	14,945,307	1,192,027	7.4 %
Mar	16,149,107	14,973,807	1,175,313	7.3 %
Apr	16,099,450	15,002,853	1,096,597	6.9 %
May	16,126,343	15,051,397	1,074,967	6.7 %
Jun	16,233,207	15,091,097	1,142,110	7.1 %
Jul	16,356,390	15,145,223	1,211,160	7.4 %
Aug	16,321,913	15,179,517	1,142,407	7.0 %
Sep	16,233,370	15,122,543	1,110,840	6.9 %
Oct	16,283,997	15,173,163	1,110,840	6.8 %
Nov	16,261,833	15,132,967	1,128,863	7.0 %
Dec	16,248,480	15,138,770	1,109,727	6.9 %

Source: California Employment Development Department, Labor Market Information Division

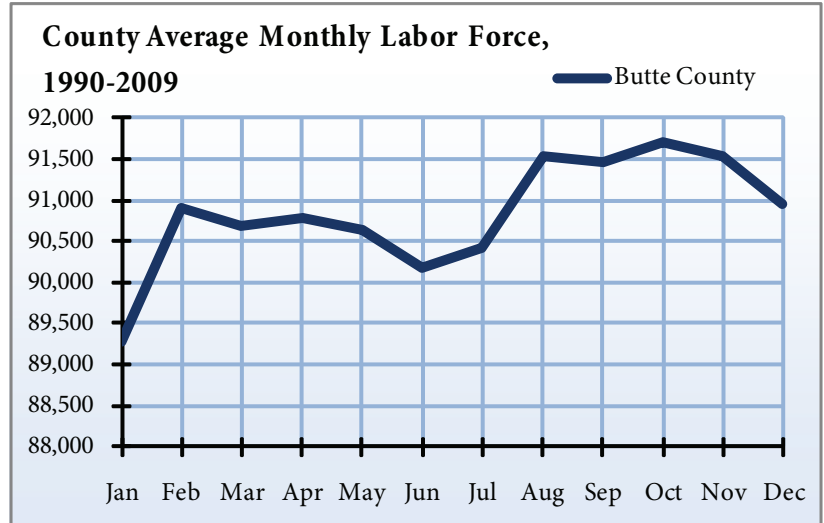
Created by: Center for Economic Development, California State University, Chico

of the year that cannot be observed when using the annual average as a measure. The difference in employment in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily (at winter ski resorts or some types of farms) and leave during the off-season, but some remain year-round and are unemployed during the months of lower employment.

Butte County

Between 1990 and 2009, unemployment was lowest in August, September and October, typically harvest season. June and July saw high unemployment rates in Butte County, typically due to summer vacation for students and teachers at the University. The highest unemployment rates occurred in January through

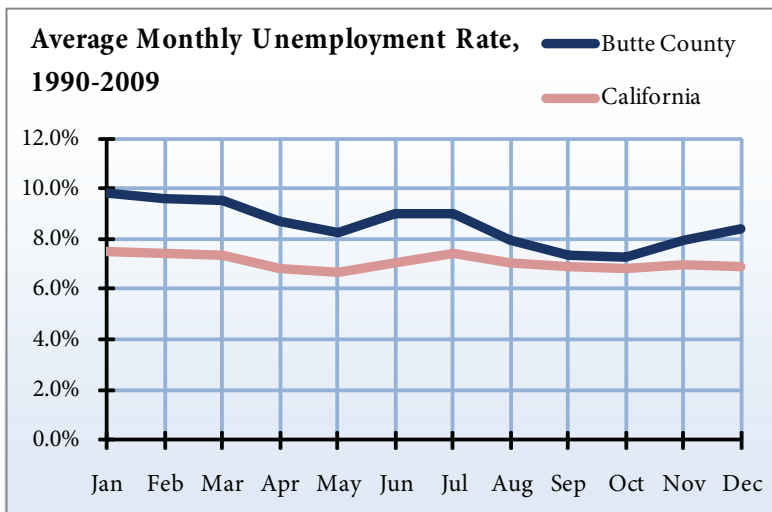
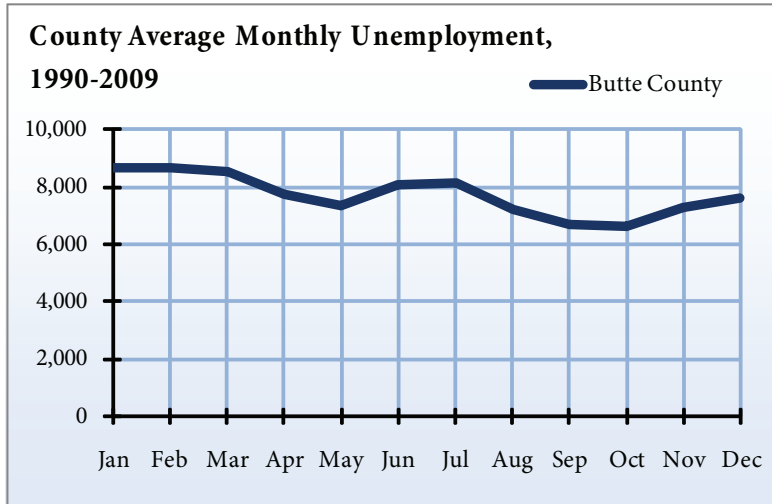
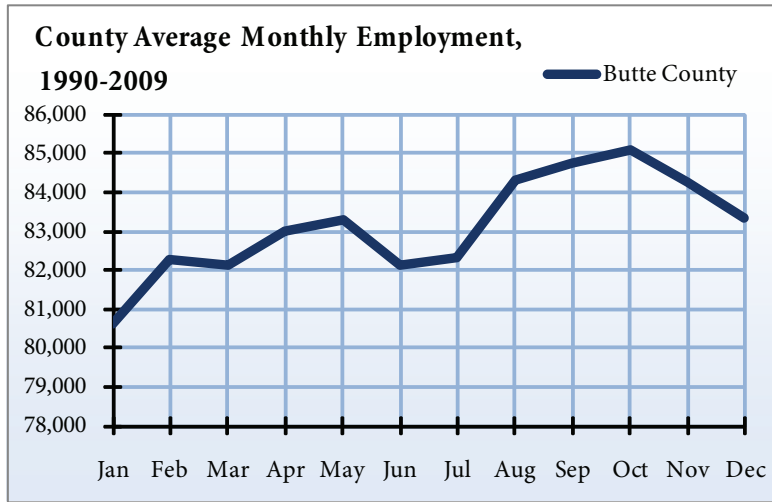
March, peaking in January at 9.8 percent and decreasing throughout the year. In all cases, the average monthly unemployment rate for Butte County was higher than the statewide average.



Butte County Average Monthly Labor Statistics, 2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	103,500	90,800	12,700	12.2 %
Feb	104,900	91,900	13,000	12.4 %
Mar	104,100	91,000	13,200	12.6 %
Apr	104,700	92,400	12,300	11.8 %
May	103,900	91,500	12,400	12.0 %
Jun	104,700	91,100	13,600	13.0 %
Jul	105,700	91,900	13,800	13.0 %
Aug	106,900	93,600	13,300	12.4 %
Sep	105,400	92,800	12,600	12.0 %
Oct	105,200	92,000	13,200	12.5 %
Nov	104,800	91,300	13,500	12.9 %
Dec	104,000	90,200	13,800	13.3 %

Source: California Employment Development Department, Labor Market Information Division
 Created by: Center for Economic Development, California State University, Chico



3.5 Jobs by Industry

Overview

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

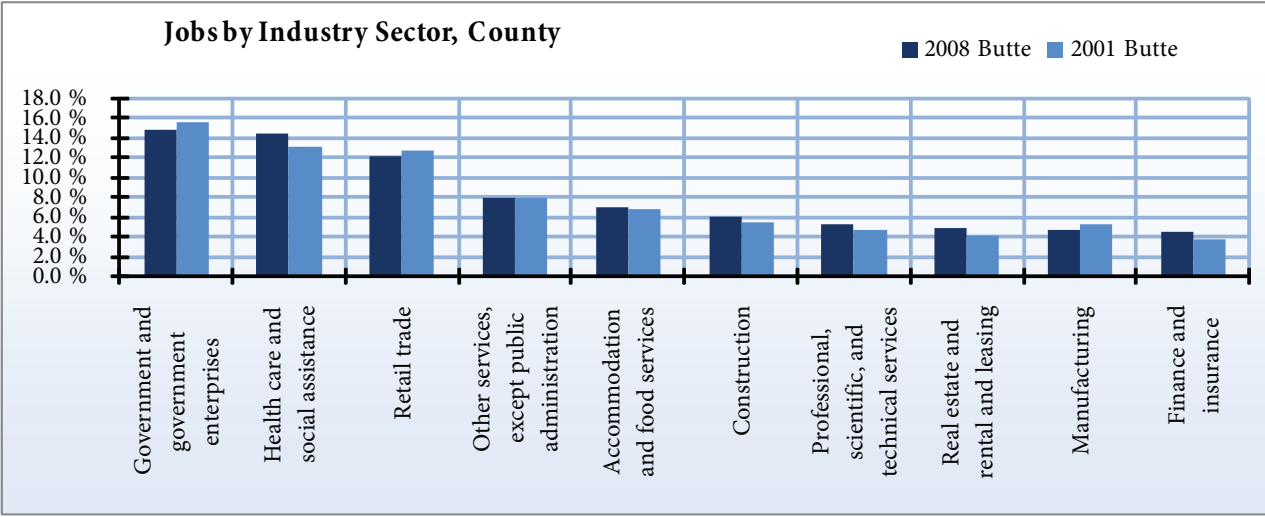
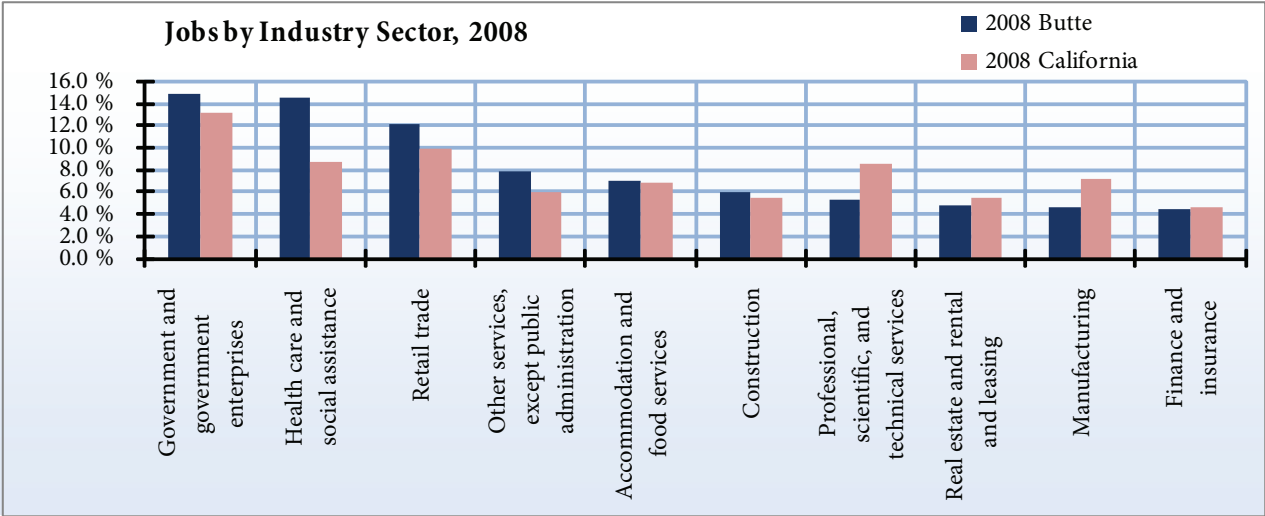
Some industries may be so small that publishing data could disclose confidential information about an individual business. The BEA will withhold data if there are fewer than four businesses or if one business is responsible for more than 80 percent of the industry's sales. If a withholding occurs, the BEA must withhold data in another category to preserve confidentiality.

Before 2000, jobs by industry was published according to the Standard Industrial Classification. In 2001, that changed to the new North American Industrial Classification (NAICS). The NAICS system of industrial classification was an improvement over the old system because it allowed the separation of important industry groups, such as recreation. Therefore, recreation is its own category starting in 2001. Before 2001, jobs in recreation were classified mostly under retail trade and services.

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

Butte County

The mining, finance and insurance, and education sectors had the largest growth in employment between 2001 and 2008 in the county with a 35.3 percent, 33.2 percent, and 51.2 percent increase respectively. Real estate had approximately 28 percent growth in the county in the same time period while management of companies and enterprises decreased nearly 26 percent. From 2007 to 2008 figures, mining had the most employment growth in the services sector with a 21 percent increase. The largest decrease occurred with the management of companies and enterprises sector with a 19 percent decrease in the same year.



Jobs by Industry

Year	2001	2002	2003	2004	2005	2006	2007	2008
Farm jobs	3,909	4,092	3,785	3,491	3,166	2,974	3,181	3,270
Forestry, fishing, related activities, and other	1,406	1,384	1,360	(D)	1,446	1,264	1,356	1,366
Mining	116	92	95	(D)	80	117	130	157
Utilities	408	381	372	372	358	429	537	523
Construction	5,501	5,560	5,940	6,798	7,564	7,575	7,059	6,587
Manufacturing	5,300	4,646	4,635	4,790	4,855	4,831	5,016	4,995
Wholesale trade	1,976	2,046	2,180	2,520	2,425	2,441	2,558	2,417
Retail trade	12,868	13,359	13,231	13,178	13,606	13,750	13,514	13,171
Transportation and warehousing	2,435	2,514	2,063	2,195	2,205	2,220	2,187	2,196
Information	1,748	1,580	1,673	1,756	1,601	1,564	1,547	1,558
Finance and insurance	3,693	3,883	3,911	3,840	3,980	4,091	4,485	4,918
Real estate and rental and leasing	4,073	4,138	4,485	4,445	4,861	4,884	4,880	5,229
Professional, scientific, and technical services	4,831	4,777	5,025	5,329	5,538	5,558	5,737	5,818
Management of companies and enterprises	451	629	568	470	465	414	413	335
Administrative and waste services	5,730	5,842	4,928	4,879	4,828	4,724	4,493	4,542
Educational services	664	645	670	744	843	931	959	1,004
Health care and social assistance	13,265	13,227	14,094	14,501	14,683	14,889	15,206	15,772
Arts, entertainment, and recreation	2,005	2,045	1,985	2,079	2,111	2,120	2,241	2,332
Accommodation and food services	6,854	6,720	6,464	6,753	7,119	7,465	7,591	7,643
Other services, except public administration	8,082	8,071	8,246	8,543	8,524	8,429	8,435	8,535
Government and government enterprises	15,692	16,029	16,036	15,701	16,038	16,184	16,322	16,152
*Value of withheld "(D)" employment	0	0	0	1,480	0	0	0	0
Total Jobs	101,007	101,660	101,746	103,864	106,296	106,854	107,847	108,520

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

Created by: Center for Economic Development, California State University, Chico

3.6 Employment by Employment Size and Industry

Overview

Each year, the U.S. Department of Commerce's Census Bureau tabulates the number of employers with employees on which taxes are paid. As with Jobs by Industry (the previous section), the tabulations are based on tax returns are collected by the Internal Revenue Service. Establishments without payroll are not included. Most businesses are non-employers, although most jobs are employee positions.

The stability of a local economy is dependent upon a diverse mix of businesses, both in terms of size and industry sector. A diverse employer mix allows an economy to weather economic downturns more easily than one that is dependent on a few types of businesses. For example, during the previous recession the Bay Area was heavily dependent upon computer technology employers when the dot-com crisis hit in 2000. The national economy experienced a small recession during a few months in 2001, but the Bay Area suffered from a much deeper economic downturn that lasted several years.

Butte County

In 2008, employers with one to four employees were the most common in the county, and made up 54 percent of all reported establishments. 20 percent of the reported employers in the county consisted of only five to nine employees, suggesting a strong trend of small local employers in the county. By comparison, statewide employers with one to four employees made up 55 percent of all employers.

In 2008, construction establishments made up 12 percent of establishments in the county (compared to 8.7 percent in the state), and retail trade establishments made up over 15.6 percent (compared to 12.7 percent in the state). Butte County's employment by industry is very similar to that of the states, however, wholesale

trade is lower in Butte County than in the state while the construction industry is considerably higher.

Number of Establishments by Employment Size and Industry, 2008

Industry	1 to 4 Empl.	5 to 9 Empl.	10-19 Empl.	20 to 49 Empl.	50 to 99 Empl.	100 to 249 Empl.	250 to 499 Empl.	500 to 999 Empl.	1,000 or more Empl.
Agriculture, Forestry, Fishing, and Hunting	24	6	0	0	1	0	0	0	0
Mining	2	1	2	0	1	0	0	0	0
Utilities	5	1	1	2	0	0	0	0	0
Construction	414	81	65	32	3	1	0	0	0
Manufacturing	90	38	33	30	15	7	1	0	0
Wholesale Trade	92	41	20	20	5	4	0	0	0
Retail Trade	333	215	112	75	22	18	2	0	0
Transportation and Warehousing	59	17	24	6	3	3	0	0	0
Information	33	13	10	13	5	5	0	0	0
Finance and Insurance	178	57	46	18	4	2	1	0	0
Real Estate and Rental and Leasing	180	43	16	5	5	0	0	0	0
Professional, Scientific, and Technical Services	290	88	34	16	1	1	1	0	0
Management of Companies and Enterprises	13	6	4	2	0	1	0	0	0
Administrative and Waste Services	139	41	32	18	4	5	2	0	0
Educational Services	24	6	14	2	1	0	0	0	0
Health Care and Social Assistance	342	175	109	61	20	11	1	1	2
Arts, Entertainment, and Recreation	32	7	8	11	3	3	1	0	0
Accommodation and Food Services	122	72	95	113	20	4	0	1	0
Other Services (except Public Administration)	286	99	42	16	1	1	0	1	0
Unclassified	0	0	0	0	0	0	0	0	0
Total Establishments	2,658	1,007	667	440	114	66	9	3	2

Source: U.S. Bureau of the Census, County Business Patterns

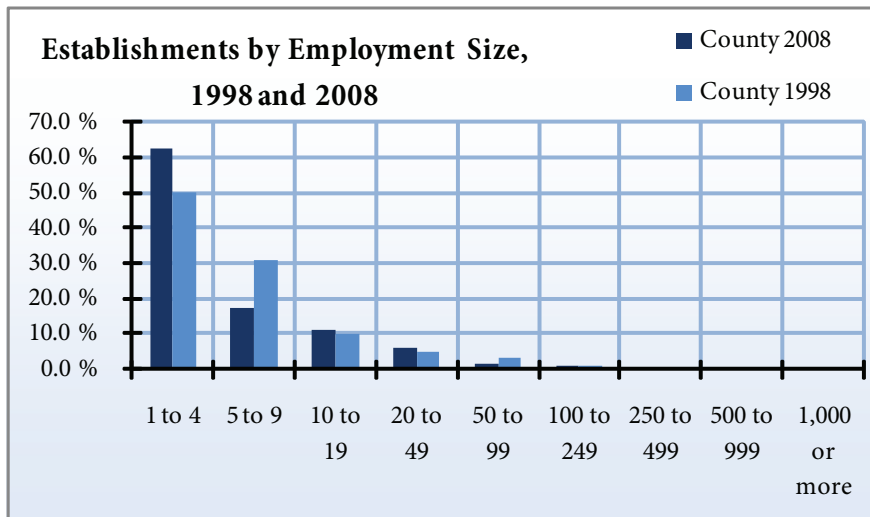
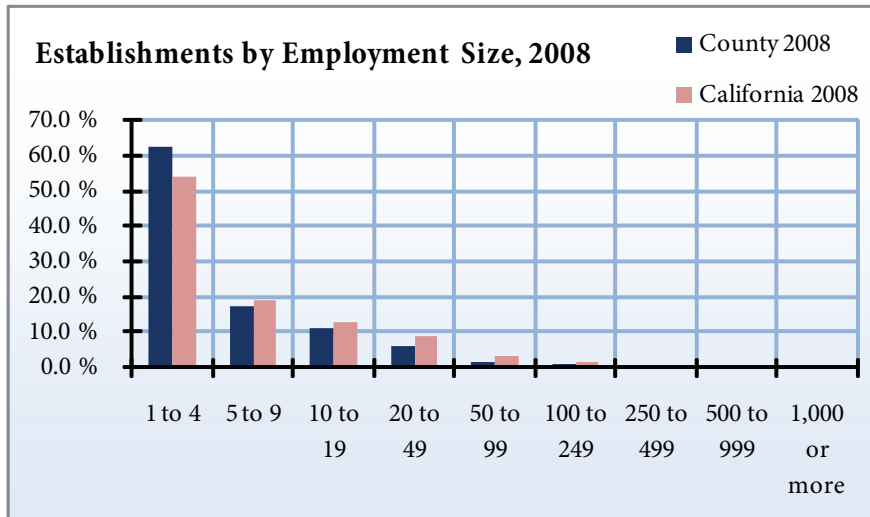
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Number of Establishments by Employment Size and Industry, 1998

Industry	1 to 4 Empl.	5 to 9 Empl.	10-19 Empl.	20 to 49 Empl.	50 to 99 Empl.	100 to 249 Empl.	250 to 499 Empl.	500 to 999 Empl.	1,000 or more Empl.
Agriculture, Forestry, Fishing, and Hunting	27	7	6	5	0	0	0	0	0
Mining	3	0	1	0	0	0	0	0	0
Utilities	1	2	2	1	0	0	0	0	0
Construction	351	73	39	23	4	1	0	0	0
Manufacturing	94	51	26	34	14	13	0	1	0
Wholesale Trade	91	35	30	21	3	1	0	0	0
Retail Trade	355	217	122	55	22	13	1	0	0
Transportation and Warehousing	43	15	10	13	3	0	0	0	0
Information	27	10	10	13	5	4	0	0	0
Finance and Insurance	123	58	27	17	3	0	0	0	0
Real Estate and Rental and Leasing	153	30	19	5	3	0	0	0	0
Professional, Scientific, and Technical Services	254	56	32	9	2	1	1	0	0
Management of Companies and Enterprises	7	6	4	1	0	0	0	0	0
Administrative and Waste Services	122	31	28	19	4	4	1	0	0
Educational Services	17	8	4	3	1	0	0	0	0
Health Care and Social Assistance	355	139	68	40	12	11	1	2	1
Arts, Entertainment, and Recreation	34	9	9	12	3	2	1	0	0
Accommodation and Food Services	110	62	75	86	15	2	1	0	0
Other Services (except Public Administration)	287	85	50	8	1	1	1	0	0
Unclassified	3	2	1	1	0	0	1	0	0
Total Establishments	2,457	896	563	366	95	53	8	3	1

Source: U.S. Bureau of the Census, County Business Patterns

Created by: Center for Economic Development, California State University, Chico



4. Income

Income affects consumer choice, local retail sales, and is an indicator of current economic conditions. Income influences buying power and income changes allow comparison of local economic performance to that of surrounding areas.

Income is one measure of the benefits to people provided by employment, government, or their own investments. It is the primary connection between employment and the overall benefit jobs provide for residents.

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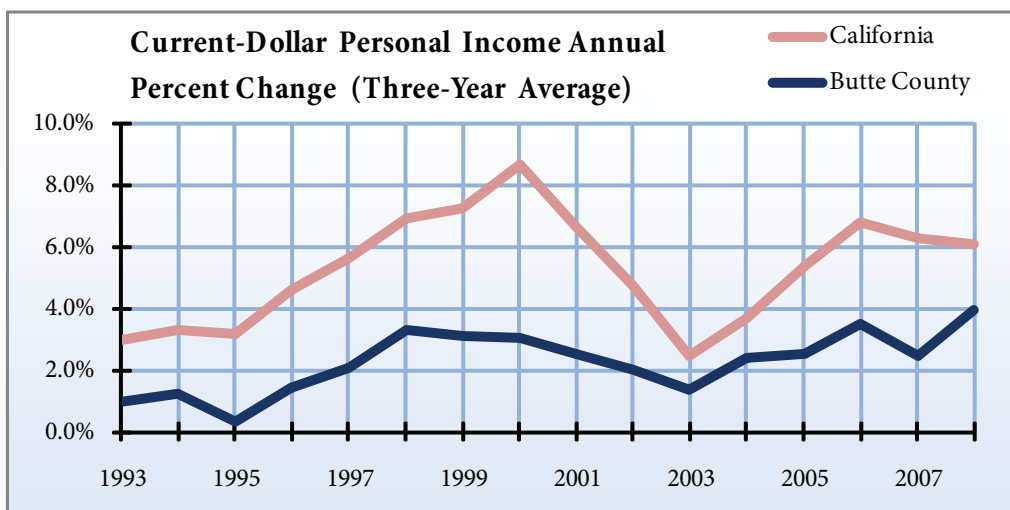
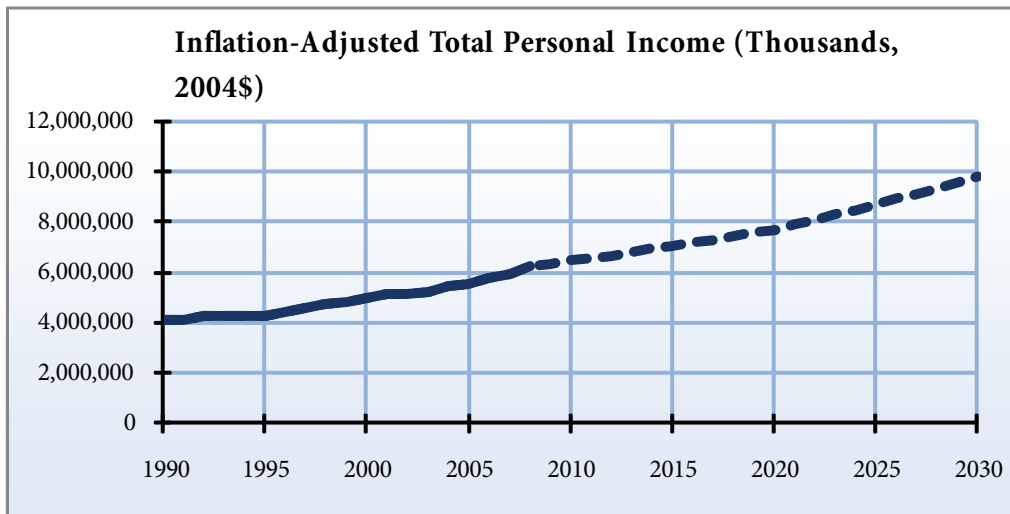
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4.1 Total Personal Income

Overview

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social insurance (such as payments to Social Security or Medicare).

Total personal income is the basis for several other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation rate of 2.3 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.



Butte County

The nominal total personal income in Butte County was \$7.1 billion in 2008, a 9.3 percent increase from the previous year. When adjusted for inflation, the total reached over \$6.2 billion, which represented an increase of 5.3 percent. Total adjusted personal income is expected to increase to over \$7.7 billion in 2020 and \$9.8 billion in 2030. This projection indicates an economy that is steadily growing, with a consumer driven market that will continue to gain spending power in the future. As the following figure shows, total personal income in Butte County has followed similar trends with statewide personal income.

Total Personal Income

Year	Current-dollar personal income (thousands)	1-year change	Inflation-adjusted personal income (thousands, 2004\$)	1-year change
1990	\$ 2,846,122	n/a	\$ 4,113,485	n/a
1991	\$ 2,991,277	5.1 %	\$ 4,148,695	0.9 %
1992	\$ 3,163,831	5.8 %	\$ 4,259,784	2.7 %
1993	\$ 3,238,128	2.3 %	\$ 4,233,096	- 0.6 %
1994	\$ 3,377,396	4.3 %	\$ 4,304,926	1.7 %
1995	\$ 3,474,783	2.9 %	\$ 4,306,998	0.0 %
1996	\$ 3,669,472	5.6 %	\$ 4,417,867	2.6 %
1997	\$ 3,890,964	6.0 %	\$ 4,579,459	3.7 %
1998	\$ 4,099,860	5.4 %	\$ 4,751,310	3.8 %
1999	\$ 4,275,291	4.3 %	\$ 4,847,554	2.0 %
2000	\$ 4,570,617	6.9 %	\$ 5,013,877	3.4 %
2001	\$ 4,798,095	5.0 %	\$ 5,117,787	2.1 %
2002	\$ 4,899,283	2.1 %	\$ 5,144,383	0.5 %
2003	\$ 5,085,403	3.8 %	\$ 5,220,829	1.5 %
2004	\$ 5,496,275	8.1 %	\$ 5,496,275	5.3 %
2005	\$ 5,732,663	4.3 %	\$ 5,544,803	0.9 %
2006	\$ 6,182,317	7.8 %	\$ 5,792,856	4.5 %
2007	\$ 6,494,706	5.1 %	\$ 5,917,035	2.1 %
2008	\$ 7,100,740	9.3 %	\$ 6,229,963	5.3 %
2020(p)	n/a	n/a	\$ 7,701,977	n/a
2030(p)	n/a	n/a	\$ 9,813,648	n/a

Source: California Department of Finance, Demographic Research Unit;
Projections (p): Woods & Poole Economics

Created by: Center for Economic Development, California State University,
Chico

4.2 Components of Total Personal Income

Overview

According to the U.S. Department of Commerce, total personal income can be broken down into the following five major categories shown in this indicator: earnings by place of work; dividends, interest, and rent; personal contributions for social insurance, adjustment by place of residence, and transfer payments.

Understanding how income is earned in the community can shed light on the structure of the local economy. If a greater proportion is in earnings by place of work, then industry performance is driving economic growth. If there is a greater proportion of adjustment by place of residence or of transfer payments, then people living in the community are importing income into the area, which means that the community's economic performance may be driven by factors currently outside the area's influence. A negative adjustment by place of residence typically means that the community is not providing enough opportunities to house people working in the community in terms of price, availability, or quality.

Butte County

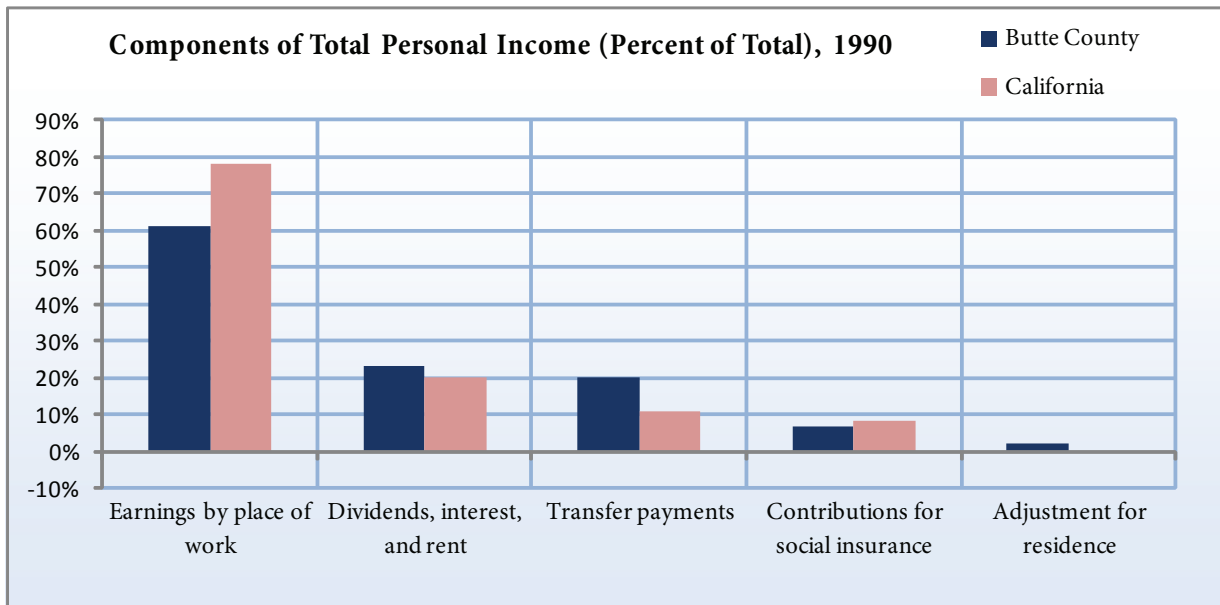
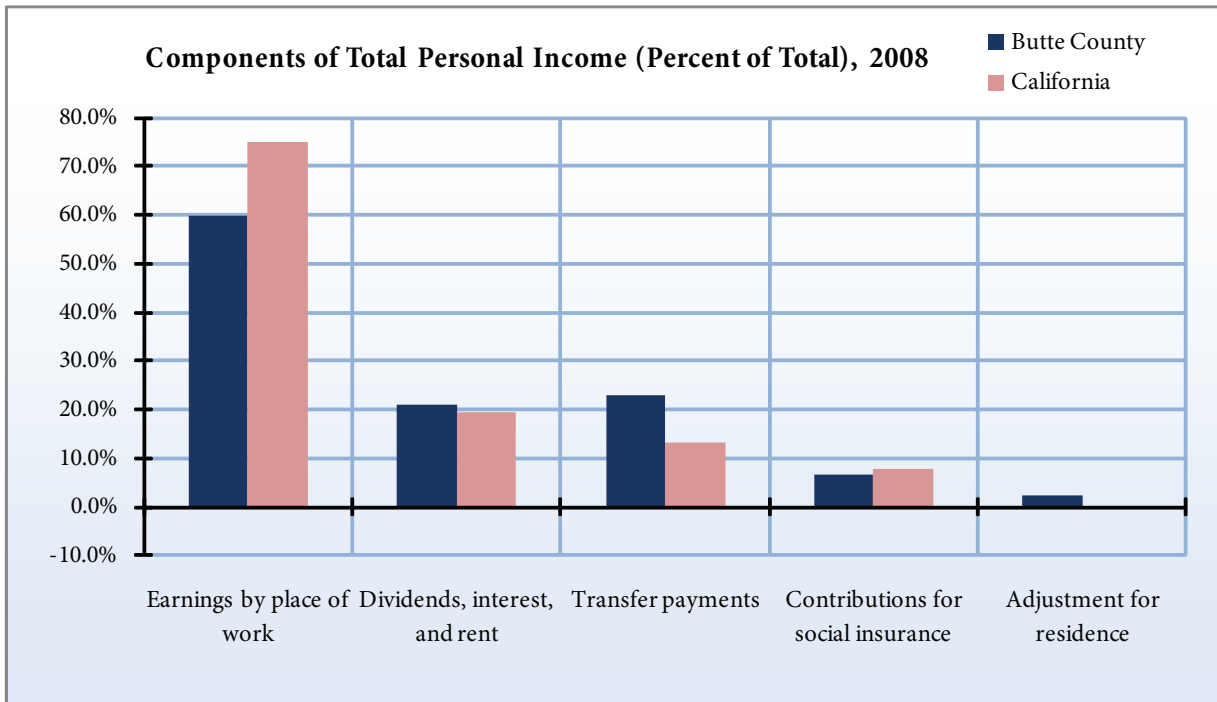
Approximately 60 percent of the income of Butte County residents came from earnings by place of work in 2008. Another 21.1 percent of income in the county came from dividends, interest, and rent, and 23 percent came from transfer payments. There was a 2.5 percent adjustment for residence in the county in 2008, indicating that a relatively low number of Butte residents commuted outside the county for work.

Components of Total Personal Income (Thousands)

Year	Earnings by workplace	Dividends, interest, and rent	Transfer payments	Contributions for social insurance	Adjustments for residence	Total personal income
1990	\$ 1,734,634	\$ 665,220	\$ 579,106	\$ 192,235	\$ 59,397	\$ 2,846,122
1991	\$ 1,795,958	\$ 689,533	\$ 648,592	\$ 205,516	\$ 62,710	\$ 2,991,277
1992	\$ 1,893,947	\$ 685,819	\$ 732,676	\$ 214,385	\$ 65,774	\$ 3,163,831
1993	\$ 1,928,825	\$ 691,558	\$ 766,389	\$ 218,480	\$ 69,836	\$ 3,238,128
1994	\$ 2,026,735	\$ 720,408	\$ 789,567	\$ 232,042	\$ 72,728	\$ 3,377,396
1995	\$ 2,038,072	\$ 761,753	\$ 826,378	\$ 232,949	\$ 81,529	\$ 3,474,783
1996	\$ 2,137,941	\$ 818,636	\$ 862,741	\$ 235,593	\$ 85,747	\$ 3,669,472
1997	\$ 2,293,992	\$ 884,894	\$ 865,681	\$ 246,258	\$ 92,655	\$ 3,890,964
1998	\$ 2,391,314	\$ 962,613	\$ 902,213	\$ 257,039	\$ 100,759	\$ 4,099,860
1999	\$ 2,566,196	\$ 933,838	\$ 939,403	\$ 274,174	\$ 110,028	\$ 4,275,291
2000	\$ 2,762,066	\$ 1,003,666	\$ 977,919	\$ 295,317	\$ 122,283	\$ 4,570,617
2001	\$ 2,872,574	\$ 1,040,699	\$ 1,078,483	\$ 322,118	\$ 128,457	\$ 4,798,095
2002	\$ 3,065,450	\$ 902,460	\$ 1,146,928	\$ 347,385	\$ 131,830	\$ 4,899,283
2003	\$ 3,209,075	\$ 894,376	\$ 1,206,521	\$ 364,951	\$ 140,382	\$ 5,085,403
2004	\$ 3,441,998	\$ 1,035,843	\$ 1,269,053	\$ 400,827	\$ 150,208	\$ 5,496,275
2005	\$ 3,675,215	\$ 1,003,025	\$ 1,329,085	\$ 431,345	\$ 156,683	\$ 5,732,663
2006	\$ 3,845,481	\$ 1,182,876	\$ 1,431,906	\$ 444,580	\$ 166,634	\$ 6,182,317
2007	\$ 3,979,580	\$ 1,279,459	\$ 1,515,966	\$ 455,509	\$ 175,210	\$ 6,494,706
2008	\$ 4,263,153	\$ 1,500,620	\$ 1,631,867	\$ 471,725	\$ 176,825	\$ 7,100,740
2020(p)	\$ 4,540,349	\$ 1,473,767	\$ 2,051,025	\$ 527,985	\$ 164,821	\$ 7,701,977
2030(p)	\$ 1,935,149	\$ 1,935,149	\$ 2,650,778	\$ 671,067	\$ 199,655	\$ 9,813,648

Source: California Department of Finance, Demographic Research Unit; Projections (p): Woods & Poole Economics

Created by: Center for Economic Development, California State University, Chico



4.3 Components of Transfer Payments

Overview

Transfer payments are a component of total personal income. They are payments made by the government or a business to an individual or nonprofit institution. The payment cannot be compensation for current work, or else it would be considered earnings. Returns on investments, such as dividends, interest, and rent, are not considered to be transfer payments. Transfer payments can be broken down into the following nine major categories:

Understanding the routes through which transfer payments are being distributed to individuals in the community can further understanding about the structure of the economy. If a greater proportion of payments are from retirement and medical payments, then retirees are a relatively important part of the economy. If the greater proportion is in income maintenance and unemployment insurance payments, then there may be some social issues affecting employment growth within the community.

Butte County

In Butte County, retirement and disability insurance benefit payments accounted for nearly 36 percent of total transfer payments in 2007, compared to 32 percent in California. While medical payments increased 293 percent between 1990 and 2007, all other categories of transfer payments in the county experienced between -0.6 and 232 percent changes during the same time. A similar trend occurred throughout the state, with medical payments increasing 319 percent during the same time. Total government payments to individuals in Butte County accounted for 61 percent of all transfer payments in 2007, compared to 64 percent in California.

Components of Transfer Payments (Thousands)

Year	Ret. & disab. Insurance benefit payments	Government Payments to Individuals						Payments to non-profit institutions	Business payments to individuals
		Medical payments	Income maintenenc e benefit payments	Unemp. Insurance benefit payments	Veterans' benefit payments	Fed. edu. & training assistance payments	Other payments to individuals		
1990	\$ 257,921	\$ 157,653	\$ 98,808	\$ 15,674	\$ 13,143	\$ 10,206	\$ 897	\$ 11,889	\$ 12,915
1991	\$ 282,055	\$ 186,407	\$ 109,332	\$ 21,795	\$ 13,429	\$ 10,718	\$ 1,216	\$ 13,841	\$ 9,799
1992	\$ 297,969	\$ 229,788	\$ 120,578	\$ 35,602	\$ 13,919	\$ 11,183	\$ 958	\$ 14,940	\$ 7,739
1993	\$ 305,931	\$ 245,136	\$ 125,454	\$ 37,040	\$ 14,470	\$ 15,452	\$ 709	\$ 16,446	\$ 5,751
1994	\$ 318,366	\$ 258,744	\$ 132,246	\$ 23,339	\$ 15,549	\$ 17,101	\$ 900	\$ 18,749	\$ 4,573
1995	\$ 327,676	\$ 275,647	\$ 140,841	\$ 20,170	\$ 16,431	\$ 16,454	\$ 757	\$ 20,073	\$ 8,329
1996	\$ 338,391	\$ 295,357	\$ 148,371	\$ 18,808	\$ 17,255	\$ 13,481	\$ 699	\$ 19,355	\$ 11,024
1997	\$ 347,243	\$ 298,729	\$ 134,592	\$ 18,127	\$ 18,423	\$ 19,399	\$ 653	\$ 20,436	\$ 8,079
1998	\$ 356,950	\$ 316,373	\$ 135,959	\$ 18,220	\$ 20,240	\$ 19,995	\$ 655	\$ 21,222	\$ 12,599
1999	\$ 366,571	\$ 331,482	\$ 140,349	\$ 17,404	\$ 23,026	\$ 19,836	\$ 648	\$ 23,278	\$ 16,809
2000	\$ 385,425	\$ 340,714	\$ 141,738	\$ 16,841	\$ 24,384	\$ 21,265	\$ 1,010	\$ 23,516	\$ 23,026
2001	\$ 409,743	\$ 400,539	\$ 141,535	\$ 21,777	\$ 26,321	\$ 25,104	\$ 1,673	\$ 25,947	\$ 25,844
2002	\$ 428,630	\$ 420,502	\$ 149,096	\$ 40,539	\$ 28,764	\$ 29,096	\$ 1,149	\$ 29,528	\$ 19,624
2003	\$ 445,726	\$ 453,051	\$ 158,225	\$ 41,562	\$ 31,867	\$ 26,584	\$ 952	\$ 31,444	\$ 17,110
2004	\$ 466,236	\$ 496,077	\$ 169,806	\$ 31,317	\$ 35,987	\$ 26,543	\$ 874	\$ 34,197	\$ 8,016
2005	\$ 491,883	\$ 519,801	\$ 175,468	\$ 28,647	\$ 39,069	\$ 27,764	\$ 817	\$ 37,886	\$ 7,750
2006	\$ 516,637	\$ 589,808	\$ 181,782	\$ 28,245	\$ 41,059	\$ 28,024	\$ 680	\$ 38,182	\$ 7,489
2007	\$ 543,728	\$ 619,408	\$ 194,906	\$ 32,061	\$ 43,630	\$ 29,098	\$ 1,015	\$ 39,288	\$ 12,832

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

Created by: Center for Economic Development, California State University, Chico

4.4 Per Capita Income

Overview

Per capita income is calculated by the Bureau of Economic Analysis using its total personal income and the Census Bureau's population estimates. It is defined as total personal income divided by total population. It is one of the primary measures of economic well-being in a community. Changes in per capita income can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during contractions.

It is important to evaluate per capita income growth against inflation. Growth in excess of the inflation rate indicates real per capita income growth. If growth is less than the rate of inflation then real per capita income levels are falling.

It is also important to evaluate relative per capita income with cost of living differentials. This comparison is reflected in the inflation-adjusted figures seen here.

Butte County

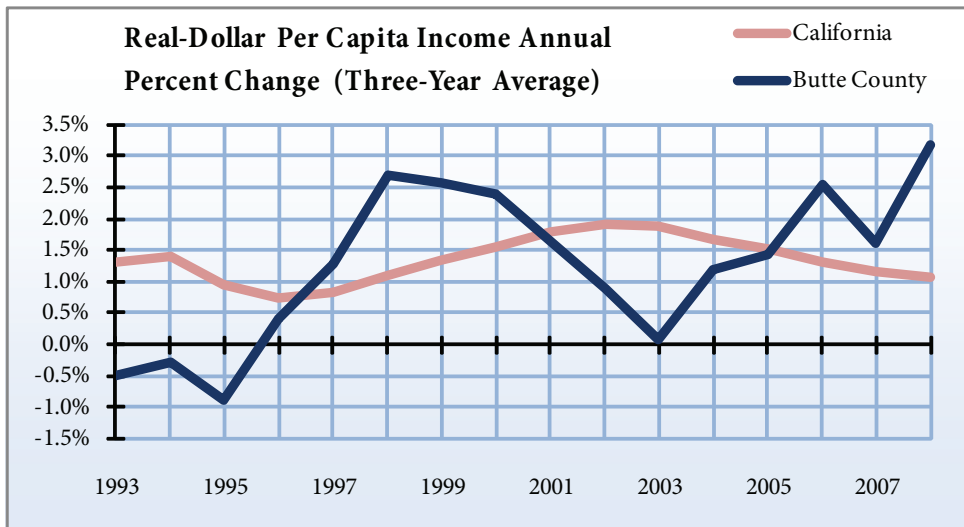
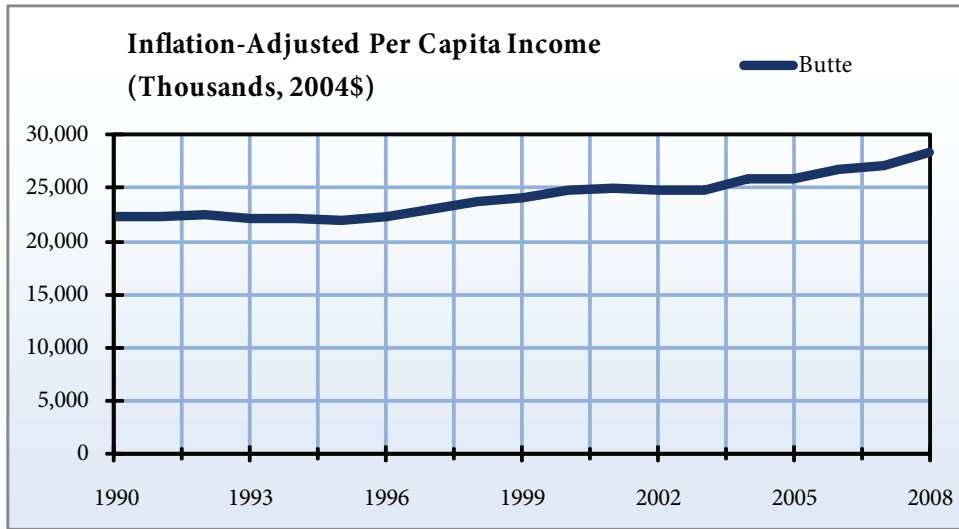
The nominal per capita income in Butte County in 2008 was \$32,348, or 8.7 percent more than the previous year. When adjusted for inflation, the increase was almost 5 percent between 2007 and 2008. Adjusted per capita income is expected to increase approximately 29 percent by 2030. Typically, the per capita income of Butte County has been more stable than statewide trends.

Per Capita Income

Year	Real-dollar per capita income (thousands)	1-year change	Inflation-adjusted per capita income (thousands, 2004\$)	1-year change
1990	\$ 15,497	n/a	\$ 22,398	n/a
1991	\$ 16,135	4.1 %	\$ 22,378	- 0.1 %
1992	\$ 16,728	3.7 %	\$ 22,523	0.6 %
1993	\$ 16,887	0.9 %	\$ 22,075	- 2.0 %
1994	\$ 17,403	3.1 %	\$ 22,183	0.5 %
1995	\$ 17,693	1.7 %	\$ 21,930	- 1.1 %
1996	\$ 18,569	5.0 %	\$ 22,356	1.9 %
1997	\$ 19,582	5.5 %	\$ 23,048	3.1 %
1998	\$ 20,498	4.7 %	\$ 23,755	3.1 %
1999	\$ 21,268	3.8 %	\$ 24,115	1.5 %
2000	\$ 22,553	6.0 %	\$ 24,741	2.6 %
2001	\$ 23,388	3.7 %	\$ 24,946	0.8 %
2002	\$ 23,576	0.8 %	\$ 24,756	- 0.8 %
2003	\$ 24,165	2.5 %	\$ 24,808	0.2 %
2004	\$ 25,847	7.0 %	\$ 25,847	4.2 %
2005	\$ 26,715	3.4 %	\$ 25,840	- 0.0 %
2006	\$ 28,543	6.8 %	\$ 26,745	3.5 %
2007	\$ 29,768	4.3 %	\$ 27,120	1.4 %
2008	\$ 32,348	8.7 %	\$ 28,381	4.6 %
2020(p)	n/a	n/a	\$ 31,297	n/a
2030(p)	n/a	n/a	\$ 36,529	n/a

Source: California Department of Finance, Demographic Research Unit; Projections (p): Woods & Poole Economics

Compiled by: Center for Economic Development, California State University, Chico



4.5 Median Household Income

Overview

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

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

Butte County

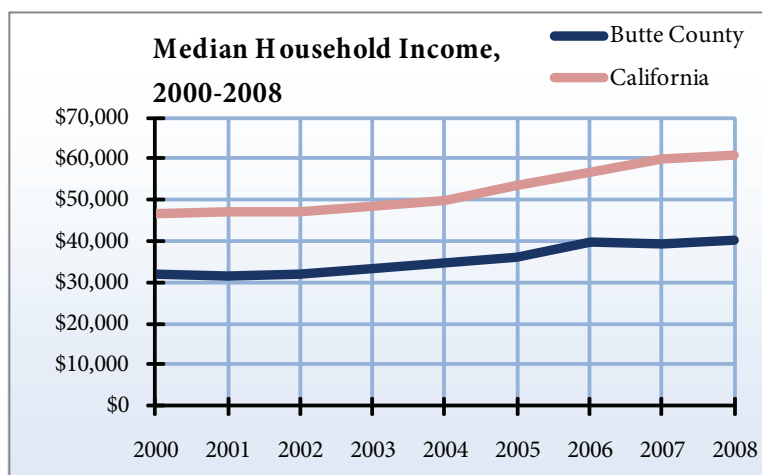
The total median household income in Butte County in 2008 was \$40,308, compared to \$61,017 in California in the same year. Between 2000 and 2008, Butte County's median household income increased 26 percent, while figures in California increased about 30 percent.

Median Household Income (Nominal)

Year	County	California
2000	\$ 31,963	\$ 46,836
2001	\$ 31,342	\$ 47,064
2002	\$ 32,124	\$ 47,323
2003	\$ 33,528	\$ 48,440
2004	\$ 34,891	\$ 49,894
2005	\$ 36,303	\$ 53,627
2006	\$ 40,023	\$ 56,646
2007	\$ 39,466	\$ 59,928
2008	\$ 40,308	\$ 61,017

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

Created by: Center for Economic Development, California State University, Chico



4.6 Poverty Rate

Overview

Poverty is a situation where people do not earn enough income to achieve a basic standard of living considered acceptable by society. Measurement of poverty is challenging in general because an assumption must be made about the standard of living society considers acceptable. The U.S. Census Bureau measures poverty as that level of income where a household is able to live in a community with an average cost of living and spend no more than 30 percent of their income on basic food items and 35 percent on basic housing. This measure is controversial because of disagreements over the assumed standard of living and the higher average cost of living in some areas, especially in California.

Poverty status is defined for each household; either everyone or no one in the household is in poverty. The characteristics of the household used to determine poverty status are: number of people, number of related children under 18, and whether the primary householder is over age 65. If a family's total income is less than the poverty threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, but they are updated annually for inflation using Consumer Price Index (CPI-U). The official poverty definition includes money income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps.

Poverty is not defined for people in military barracks, institutional group quarters (such as prisons or nursing homes), or for unrelated individuals under the age of 15, such as foster children.

A high poverty rate in an area can indicate social issues within the community. It may also indicate a scarcity of available employment. The poverty rate also affects such indicators as educational attainment and cost of living.

Butte County

The average poverty rate among the five incorporated areas in Butte County in 2005 was 19.2 percent, above the statewide average of 13.3 percent. By 2008, the county rate had increased 1.5 percent to over 20 percent while the state rate stayed the same.

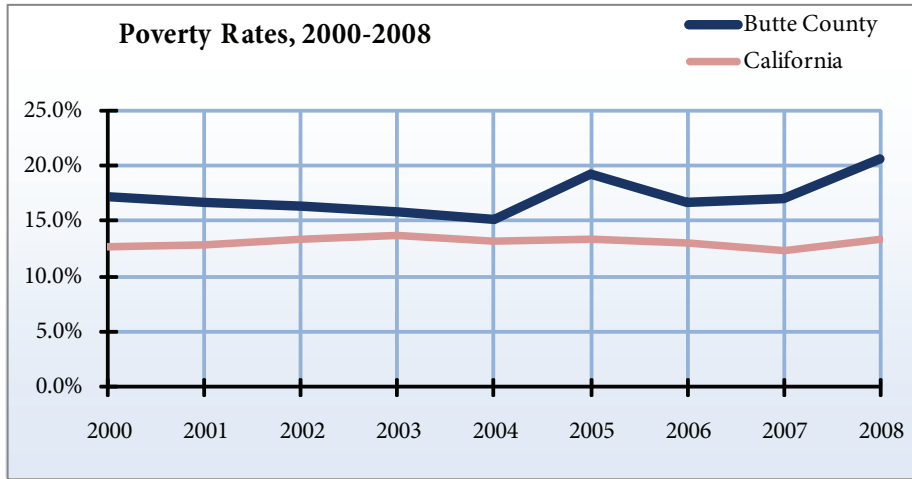
The rate of poverty for Butte County is approximately 7.5 percent higher than the state average. Between 2000 and 2008, Butte County saw an increase of 3.5 percent in the poverty rate.

Poverty Rates

Year	County	California
2000	17.2 %	12.7 %
2001	16.7 %	12.9 %
2002	16.4 %	13.3 %
2003	15.8 %	13.7 %
2004	15.2 %	13.2 %
2005	19.2 %	13.3 %
2006	16.7 %	13.1 %
2007	17.1 %	12.4 %
2008	20.7 %	13.3 %

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

Created by: Center for Economic Development, California State University, Chico



4.7 Business Taxable Sales

Overview

The taxable sales indicator is the value of all transactions subject to sales and use tax in California. Collected and published by the California Board of Equalization, sales and use taxes are imposed on the sale and use of tangible personal property. Total taxable sales do not necessarily reflect the gross sales of retail businesses because not all transactions are subject to sales and use tax, including nonprepared food items, prescription medicines, and services, whether or not the service is tied to the sale of a taxed product.

Taxable sales generate a substantial amount of income for local and state governments; however, rather than reflecting the revenue earned by a local government, taxable sales act as a gauge for consumer spending and local economic performance. Compared with total population, this is a helpful indicator for retail businesses to measure the potential for sales volume in a certain area. Changes in taxable sales are a measure of changes in both local government revenue and the economic health of the area.

NOTE: There is a lag time of one year and one quarter in the availability of the following data.

Butte County

In 2008, total taxable sales in Butte County were nearly \$2.7 billion, and retail sales made up nearly 73 percent of that total. The cities of Chico and Oroville brought in the highest amount of taxable sales with \$1.57 billion and \$318.5 million, respectively. From 2007 to 2008, the city of Chico experienced a decrease of 3.8 percent. Chico's decrease was second to Paradise's 4.1 percent decrease. Oroville saw a 1.4 percent decrease in total sales in the same year, with Gridley experiencing decreased total sales of .7 percent. The city of Biggs, however, saw the only growth with a 19 percent increase. As the following figures show, Butte County's total taxable

sales have matched similar statewide trends in the last decade.

**Total Taxable Retail Sales and Total
Taxable Sales (Thousands)**

Year	Taxable retail sales	Total taxable sales
1997	\$ 1,227,290	\$ 1,657,552
1998	\$ 1,263,167	\$ 1,714,751
1999	\$ 1,399,937	\$ 1,896,734
2000	\$ 1,519,772	\$ 2,039,064
2001	\$ 1,599,032	\$ 2,146,196
2002	\$ 1,659,174	\$ 2,211,022
2003	\$ 1,778,860	\$ 2,330,864
2004	\$ 1,948,720	\$ 2,550,966
2005	\$ 2,058,367	\$ 2,730,636
2006	\$ 2,150,225	\$ 2,825,547
2007	\$ 2,096,141	\$ 2,778,076
2008	\$ 1,944,144	\$ 2,678,170

Source: California Board of Equalization

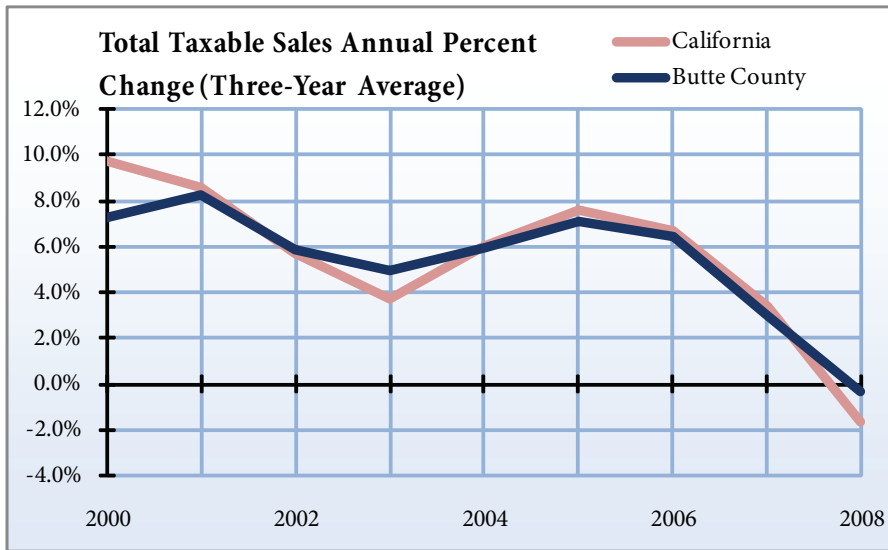
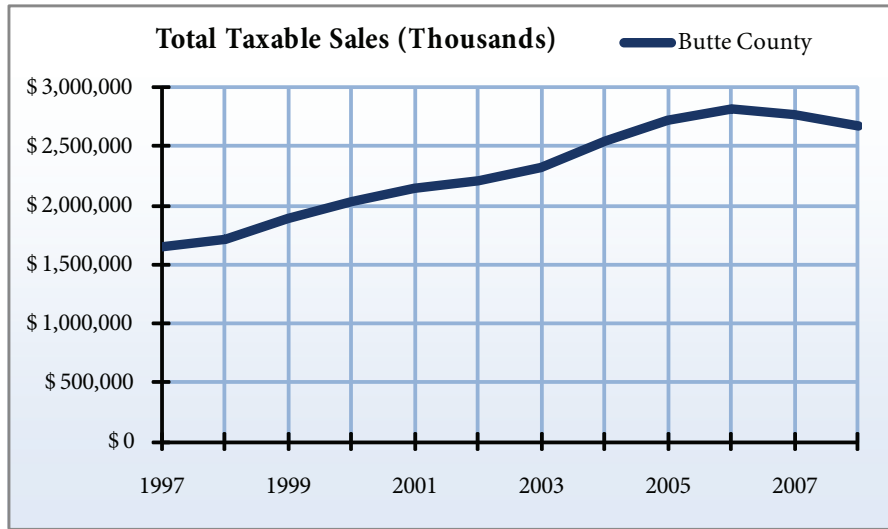
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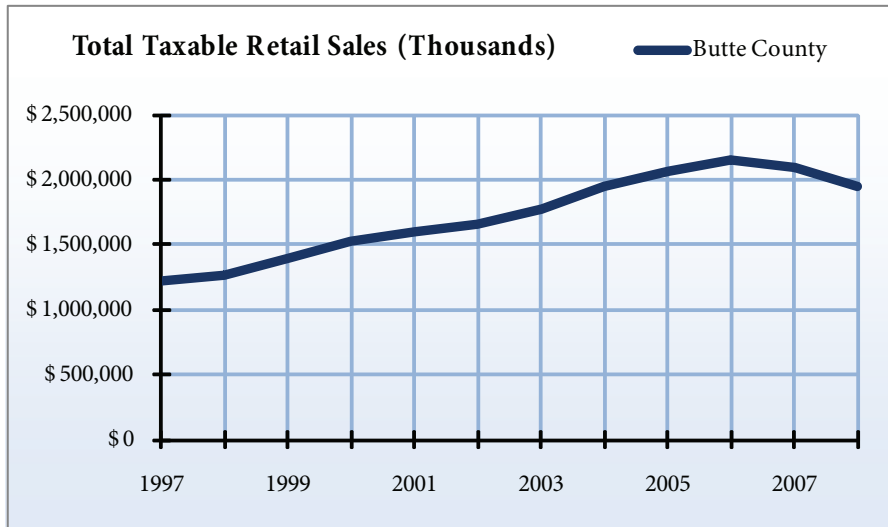
Total Taxable Sales (Thousands)

Year	Biggs	Chico	Gridley	Oroville	Paradise
1997	\$ 2,284	\$ 884,227	\$ 61,590	\$ 201,029	\$ 112,206
1998	\$ 1,754	\$ 928,741	\$ 59,502	\$ 202,638	\$ 110,151
1999	\$ 1,955	\$ 1,024,205	\$ 63,224	\$ 219,976	\$ 122,201
2000	\$ 1,890	\$ 1,130,695	\$ 70,439	\$ 236,690	\$ 123,543
2001	\$ 1,447	\$ 1,232,238	\$ 72,035	\$ 248,787	\$ 127,097
2002	\$ 1,353	\$ 1,285,185	\$ 73,262	\$ 244,138	\$ 131,598
2003	\$ 1,526	\$ 1,363,433	\$ 74,263	\$ 259,216	\$ 137,000
2004	\$ 1,664	\$ 1,499,769	\$ 82,319	\$ 276,098	\$ 143,668
2005	\$ 982	\$ 1,566,751	\$ 88,103	\$ 308,712	\$ 152,853
2006	\$ 977	\$ 1,623,434	\$ 93,404	\$ 328,719	\$ 152,736
2007	\$ 1,183	\$ 1,630,482	\$ 89,223	\$ 322,945	\$ 156,625
2008	\$ 1,407	\$ 1,568,726	\$ 88,603	\$ 318,492	\$ 150,183

Source: California Board of Equalization

Created by: Center for Economic Development, California State University, Chico





4.8 Earnings by Industry

Overview

Earnings by industry is the total personal earnings from jobs in individual industries. It is not equivalent to the total revenue a business generates. The total earnings of an industry are calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income.

Earnings by industry serves as a proxy and allows comparisons between industries or geographic areas because sales by industry are not reliably available at the county level.

Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. For example, if the proportion of an industry's earnings is higher than in the state, then there is likely a competitive advantage to that industry's location in the county. Locations where an industry has a competitive advantage and/or has been growing rapidly in the past may have greater potential for expansion in the near future.

NOTE: (D) Figure not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Butte County

According to the 2008 disclosed data, the government and government enterprises sector earned 912 million, the largest reported total in Butte County. The farm sector and the health care and social assistance sector earned over \$768 million and over \$755 million, respectively, in the same year.

Within the services sector, retail trade earned the highest reported total, with 395 million in 2008. Construction followed with \$309 million in earnings in

the same year.

See the following figures on earnings by industry from 2001 - 2008.

Earnings by Industry (Millions)

Industry	2001	2002	2003	2004	2005	2006	2007	2008
Farm	\$ 429	\$ 472	\$ 533	\$ 590	\$ 644	\$ 650	\$ 625	\$ 768
Forestry, fishing, related activities, and other	\$ 54	\$ 49	\$ 51	\$ 0	\$ 59	\$ 56	\$ 61	\$ 52
Mining	\$ 2	\$ 2	\$ 2	\$ 0	\$ 2	\$ 4	\$ 4	\$ 3
Utilities	\$ 29	\$ 31	\$ 35	\$ 40	\$ 35	\$ 42	\$ 55	\$ 70
Construction	\$ 189	\$ 218	\$ 250	\$ 307	\$ 346	\$ 370	\$ 329	\$ 309
Manufacturing	\$ 182	\$ 161	\$ 167	\$ 185	\$ 187	\$ 196	\$ 207	\$ 205
Wholesale trade	\$ 69	\$ 76	\$ 85	\$ 105	\$ 106	\$ 110	\$ 123	\$ 125
Retail trade	\$ 308	\$ 336	\$ 341	\$ 346	\$ 371	\$ 380	\$ 374	\$ 395
Transportation and warehousing	\$ 83	\$ 89	\$ 76	\$ 89	\$ 94	\$ 93	\$ 94	\$ 99
Information	\$ 61	\$ 54	\$ 59	\$ 68	\$ 62	\$ 62	\$ 64	\$ 64
Finance and insurance	\$ 124	\$ 142	\$ 147	\$ 155	\$ 170	\$ 203	\$ 225	\$ 255
Real estate and rental and leasing	\$ 82	\$ 92	\$ 104	\$ 99	\$ 107	\$ 95	\$ 87	\$ 72
Professional, scientific, and technical services	\$ 177	\$ 180	\$ 183	\$ 185	\$ 210	\$ 224	\$ 235	\$ 232
Management of companies and enterprises	\$ 20	\$ 22	\$ 19	\$ 19	\$ 20	\$ 18	\$ 19	\$ 17
Administrative and waste services	\$ 119	\$ 132	\$ 100	\$ 98	\$ 100	\$ 106	\$ 104	\$ 112
Educational services	\$ 7	\$ 7	\$ 8	\$ 10	\$ 12	\$ 13	\$ 15	\$ 18
Health care and social assistance	\$ 443	\$ 476	\$ 514	\$ 565	\$ 602	\$ 634	\$ 670	\$ 755
Arts, entertainment, and recreation	\$ 21	\$ 23	\$ 22	\$ 22	\$ 23	\$ 24	\$ 26	\$ 30
Accommodation and food services	\$ 82	\$ 85	\$ 86	\$ 95	\$ 101	\$ 109	\$ 119	\$ 137
Other services, except public administration	\$ 145	\$ 155	\$ 164	\$ 170	\$ 180	\$ 182	\$ 185	\$ 275
Government and government enterprises	\$ 632	\$ 677	\$ 711	\$ 743	\$ 782	\$ 827	\$ 872	\$ 912
*Value of withheld "(D)" employment	\$ 1,541	\$ 1,420	\$ 1,429	\$ 1,607	\$ 1,520	\$ 1,782	\$ 2,004	\$ 2,196
Total Earnings	\$ 4,798	\$ 4,899	\$ 5,085	\$ 5,496	\$ 5,733	\$ 6,182	\$ 6,495	\$ 7,101

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

*In 2001, the Standard Industrial Classification (SIC) System was converted to the North American Industrial Classification System (NAICS).

Therefore, past data may not be comparable to that for 2001 and forward

Created by: Center for Economic Development, California State University, Chico

5. Agriculture

In certain areas of Northern California, agricultural production constitutes a significant portion of the economic base. The relative importance of agricultural production in an area affects the volatility of the local economy and determines what businesses are successful. Areas particularly dependent on a few agricultural crops can experience considerable instability in their economic performance as commodity prices fluctuate. In addition, seasonal unemployment is more pervasive in economies with a large agricultural sector, raising the average annual unemployment rate.

Butte County depends on rice production as one of its staple agricultural commodities, as well as almonds and English walnuts. The amount of land committed to rice harvesting and production in Butte County, as well as the high total value of rice, has accounted for a significant portion of the county's agricultural economy and overall financial stability.

All information for this section was collected from the California Agricultural Statistics Service. It should be noted that the California Agricultural Statistics Service compiles data from each county's agricultural commissioner, who in turn collects data from farmers.

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5.1 Harvested Acreage

Overview

Total harvested acreage is the amount of land that is harvested for agricultural products in a given year. This includes field crops, vegetable crops, seed crops, with pasture and rangeland included. Harvested acreage can fluctuate due to flooding, severe storms, fields that are left fallow for a season, government programs and regulations, pest control, and other factors. The county agricultural commissioner collects this data and reports it to the California Department of Food and Agriculture.

A decline in agricultural land availability may indicate urban expansion, a permanent removal of land from the production cycle. In some cases, crop types such as vines and orchards must grow for three to four years before being harvested, creating a cyclical pattern in harvested acreage. Therefore, evaluation of long-term patterns is more revealing than year-to-year comparisons.

NOTE: Estimates of harvested acreage can fluctuate primarily due to fluctuations in range pasture acreage. New county agricultural commissioners sometimes employ different methods for estimating range pasture than their predecessors.

Butte County

A total of 468,322 acres of land were harvested in Butte County in 2008, which accounts for nearly 45 percent of the land area in the county and .8 percent of the total harvested land in California. Over the last ten years, Butte County has averaged 464,596 harvested acres per year. Between 2007 and 2008, the acreage total increased by 3.3 percent.

In Butte County, 240,000 acres of pasture were used as range and 16,000 of the acres were irrigated in 2008. Rice for milling made up the next most abundant harvest, with 105,301 acres in 2008, which accounted for

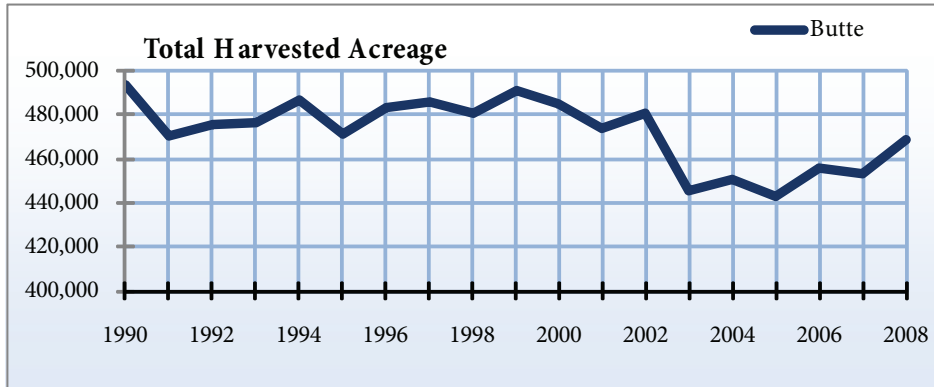
20 percent of the state total. Other valuable crops in the county include various nuts, particularly English walnuts as well as all types of almonds.

Total Harvested Acreage

Year	Total Acres	
	Harvested	Percent of Total Land Area
1990	493,043	47.0 %
1991	470,273	44.8 %
1992	475,390	45.3 %
1993	476,225	45.4 %
1994	486,649	46.4 %
1995	471,226	44.9 %
1996	482,978	46.0 %
1997	485,882	46.3 %
1998	480,264	45.8 %
1999	490,995	46.8 %
2000	484,877	46.2 %
2001	473,617	45.1 %
2002	480,516	45.8 %
2003	445,754	42.5 %
2004	450,273	42.9 %
2005	442,884	42.2 %
2006	455,344	43.4 %
2007	453,373	43.2 %
2008	468,322	44.6 %

Source: California Agricultural Statistics Service, California Department of Finance

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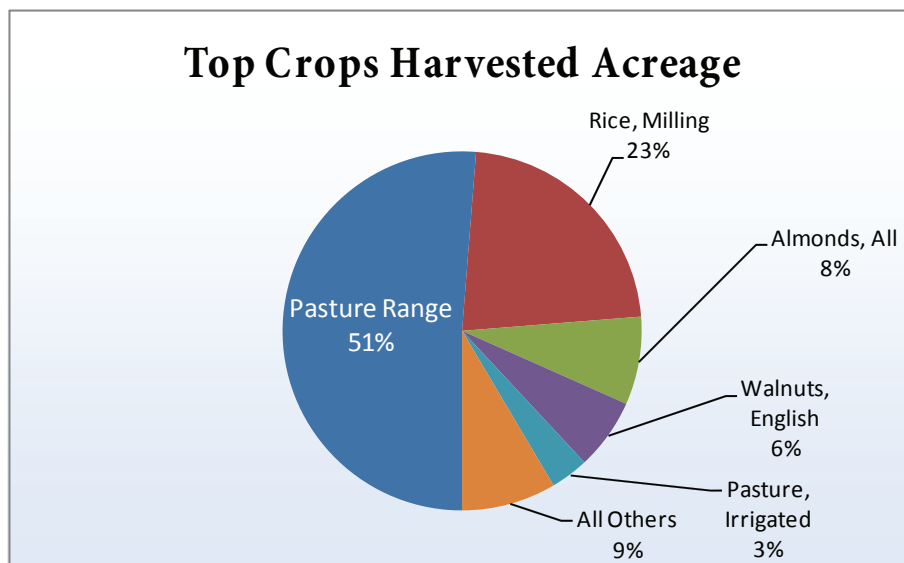


Top Crops Harvested Acreage

Crop	2008	Percent of Total
Pasture Range	240,000	51.2 %
Rice, Milling	105,301	22.5 %
Almonds, All	37,100	7.9 %
Walnuts, English	30,055	6.4 %
Pasture, Irrigated	16,000	3.4 %
Plums, Dried	10,227	2.2 %
Field Crops Unspecified	6,590	1.4 %
Rice, Seed	4,329	0.9 %
Wheat, All	4,271	0.9 %
Fruits & Nuts Unspecified	3,266	0.7 %

Source: California Agricultural Statistics Service

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5.2 Value of Agricultural Production

Overview

This is the total value of agricultural products produced in the county. The products do not have to be sold to be counted in the value of production. The data on crop production and prices is estimated by the county agricultural commissioner and reported to the California Department of Food and Agriculture. Included are the ten most important crops in the area, classified in terms of gross production value.

Agricultural production affects many aspects of a county's economy, including jobs, income, and the economic output of related industries. When agricultural production declines, so do purchases from some local businesses. Not all crops have the same impact on local employment and income. Increasing values of agricultural production is generally associated with higher local income.

Butte County

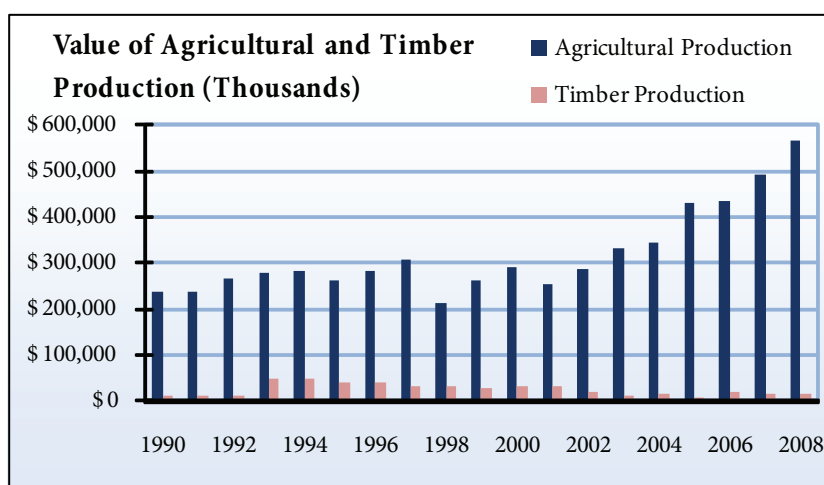
Total agricultural production totaled over \$579.9 million in Butte County in 2008. Timber production accounted for 2.8 percent of that value, and while 2006 saw an increase from the previous year, the timber contribution in 2007 and 2008 fell to nearly a ten year low. Fortunately, agricultural and total agricultural production have been increasing since 2001, with a gain in 2008 of 13 percent.

Agricultural and Timber Production (Thousands)

Year	Agricultural Production	Timber Production	Timber as a Percent of Total Production	Total Production
1990	\$ 239,232	\$ 11,388	4.5 %	\$ 250,620
1991	\$ 239,471	\$ 13,000	5.1 %	\$ 252,471
1992	\$ 265,020	\$ 10,789	3.9 %	\$ 275,809
1993	\$ 278,030	\$ 50,505	15.4 %	\$ 328,535
1994	\$ 281,343	\$ 48,694	14.8 %	\$ 330,037
1995	\$ 260,273	\$ 38,874	13.0 %	\$ 299,147
1996	\$ 282,975	\$ 40,417	12.5 %	\$ 323,392
1997	\$ 305,568	\$ 32,603	9.6 %	\$ 338,171
1998	\$ 213,315	\$ 33,670	13.6 %	\$ 246,985
1999	\$ 261,827	\$ 29,484	10.1 %	\$ 291,311
2000	\$ 291,345	\$ 33,484	10.3 %	\$ 324,829
2001	\$ 254,625	\$ 32,878	11.4 %	\$ 287,503
2002	\$ 287,497	\$ 18,056	5.9 %	\$ 305,553
2003	\$ 332,146	\$ 13,264	3.8 %	\$ 345,410
2004	\$ 342,542	\$ 15,032	4.2 %	\$ 357,574
2005	\$ 432,028	\$ 7,662	1.7 %	\$ 439,690
2006	\$ 434,550	\$ 19,653	4.3 %	\$ 454,203
2007	\$ 490,784	\$ 16,550	3.3 %	\$ 507,334
2008	\$ 563,930	\$ 15,998	2.8 %	\$ 579,928

Source: California Agricultural Statistics Service, California Department of Finance

Created by: Center for Economic Development, California State University, Chico



5.3 Top Crops by Value

Overview

This section includes the total volume of production and the price per unit for the top ten agricultural products in terms of value, presented in the previous section. The products do not have to be sold to be counted in the volume of production. The information is collected by the County Agricultural Commissioner, who in turn reports the data to the California Department of Food and Agriculture.

Data is usually presented in terms of weight including tons, pounds, or hundred weight (cwt) which is 100 U.S. pounds. Units can also be counts (each), dozens, or thousands. Apiary products can be in colonies (col), forest products in cords, or the product may not have a unit or value per unit recorded if it is not applicable or ambiguous (for example, most miscellaneous categories include multiple, noncomparable unit measures).

High prices and stable prices are important for agricultural producers and the local economy dependent on agriculture. When prices are too low or fluctuate excessively, profitability cannot be guaranteed and local production may weaken.

Butte County

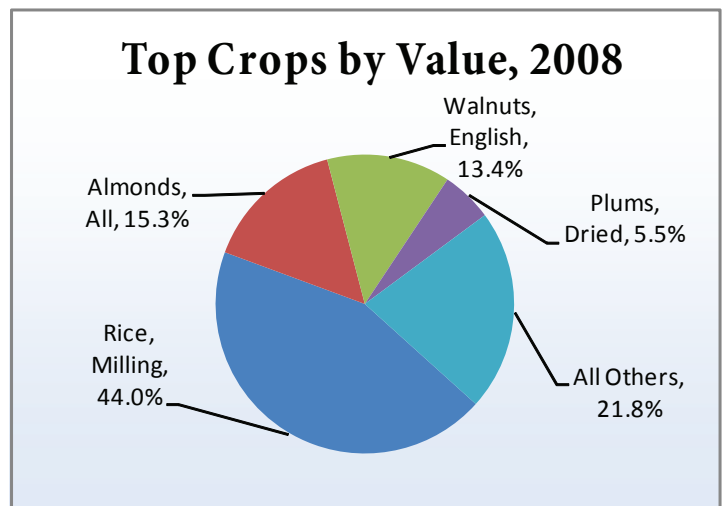
Of the top ten crops in terms of value, rice for milling had the highest production value in 2008, earning \$247.9 million. Almonds and English walnuts had the next highest production weight in the county, with \$86.3 million and \$75.6 million, respectively, in 2008.

Top Crops by Value, 2008

Crop	Value
Rice, Milling	\$ 247,878,000
Almonds, All	\$ 86,312,000
Walnuts, English	\$ 75,629,000
Plums, Dried	\$ 31,132,000
Nursery Products Misc.	\$ 30,748,000
Rice, Seed	\$ 12,143,000
Peaches, Clingstone	\$ 12,141,000
Fruits & Nuts Unspecified	\$ 9,924,000
Cattle & Calves Unspecified	\$ 8,398,000
Field Crops Unspecified	\$ 7,728,000

Source: California Agricultural Statistics Service, California Department of Finance

Created by: Center for Economic Development, California State University, Chico



5.4 Total Farm Revenue

Overview

Farm revenue is derived by the U.S. Department of Commerce from annual income tax returns delivered to the Internal Revenue Service. It is a tabulation of income from farms filing taxes in the county.

Farm revenue is what links agricultural production to economic impact in the county. The value of production may not include products sold, or income to local farmers. Production value also does not include government payments or other subsidies that would not be seen in the county if county farms did not exist.

Butte County

Total farm revenue exceeded \$400 million in Butte County for the first time in 2008. Between 1998 and 2008 farm revenue in Butte County increased 73 percent. Most revenues came from crop sales (81 percent) with a significant portion (about 11.5 percent) from miscellaneous income in 2008. 5 percent of farm revenue came from government payments in the same year.

Total Farm Revenue (Thousands)

Year	Cash Receipts				Total Revenue
	Cash Receipts from Livestock and Products	Cash Receipts from Crops	Government Payments	Miscellaneous Income	
1990	\$ 10,673	\$ 174,303	\$ 19,903	\$ 18,147	\$ 223,026
1991	\$ 11,752	\$ 159,723	\$ 25,613	\$ 20,584	\$ 217,672
1992	\$ 11,807	\$ 180,066	\$ 25,062	\$ 18,479	\$ 235,414
1993	\$ 10,241	\$ 188,931	\$ 38,214	\$ 20,184	\$ 257,570
1994	\$ 9,517	\$ 203,973	\$ 15,880	\$ 16,957	\$ 246,327
1995	\$ 8,703	\$ 194,981	\$ 31,657	\$ 15,674	\$ 251,015
1996	\$ 8,008	\$ 241,285	\$ 23,925	\$ 19,403	\$ 292,621
1997	\$ 10,460	\$ 265,927	\$ 16,171	\$ 19,875	\$ 312,433
1998	\$ 9,058	\$ 203,092	\$ 25,918	\$ 24,051	\$ 262,119
1999	\$ 10,688	\$ 203,879	\$ 44,916	\$ 30,102	\$ 289,585
2000	\$ 11,380	\$ 205,537	\$ 50,250	\$ 27,893	\$ 295,060
2001	\$ 11,743	\$ 185,753	\$ 81,380	\$ 35,276	\$ 314,152
2002	\$ 11,287	\$ 206,324	\$ 48,895	\$ 29,268	\$ 295,774
2003	\$ 14,006	\$ 229,817	\$ 52,818	\$ 34,887	\$ 331,528
2004	\$ 14,946	\$ 238,099	\$ 31,607	\$ 40,611	\$ 325,263
2005	\$ 12,204	\$ 249,761	\$ 32,308	\$ 37,397	\$ 331,670
2006	\$ 12,184	\$ 276,018	\$ 24,478	\$ 46,252	\$ 358,932
2007	\$ 12,103	\$ 301,424	\$ 27,442	\$ 33,031	\$ 374,000
2008	\$ 11,755	\$ 366,968	\$ 22,548	\$ 52,031	\$ 453,302

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

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6. Housing & Real Estate

In this section, we explore issues regarding housing and real estate. This includes how economic activity affects housing and real estate markets and how housing and real estate affect the local economy.

Generally, housing stock keeps pace with population, although in an economy that is intricately linked with those of surrounding counties, growth in housing stock can drive growth in population, rather than population changes the housing stock. Therefore, housing built locally often satisfies a regional demand. However, it is important for a community to allow the construction of housing to meet local demand as well. Not meeting this need can result in rapid increases in home prices. That said, home price increases, and most recently, price declines, are attributable to the housing bubble and its subsequent burst. Currently, home prices are more affordable than they have been in at least a decade.

Non-residential construction and real estate followed a similar, but lagging path. Commercial building was not originally affected by the housing bubble burst, although a lack of residential construction eventually resulted in a severe reduction in commercial construction because the local retail and service market failed to grow as quickly as in the past. Vacancy rates for retail have more than doubled the past few years, while vacancy for office and industrial space has increased significantly as well.

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6.1 Total Housing Units

Overview

Total housing units is the number of single- and multiple-family dwellings, mobile homes, and other dwelling units located within a given jurisdiction. A housing unit may be the permanent residence for a family, a seasonal or second home, or it can be vacant. Occupancy may be by a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. The number of housing units is estimated annually by the California Department of Finance and the department uses this data to estimate population change (section one).

Growth in the number of housing units typically keeps pace with population growth. A disparity between housing and population growth indicates something about a community. Housing growth without population growth may indicate an increase in the number of second homes in the community. Population growth without housing growth may result in a housing shortage and an increase in home prices, affecting housing affordability (see the housing affordability indicator later in this section) and the

overall cost of living.

NOTE: The California Department of Finance uses the decennial census as a base for estimating total housing units. The estimates are produced by adding new construction with annexations and subtracting demolitions from the census benchmark.

Butte County

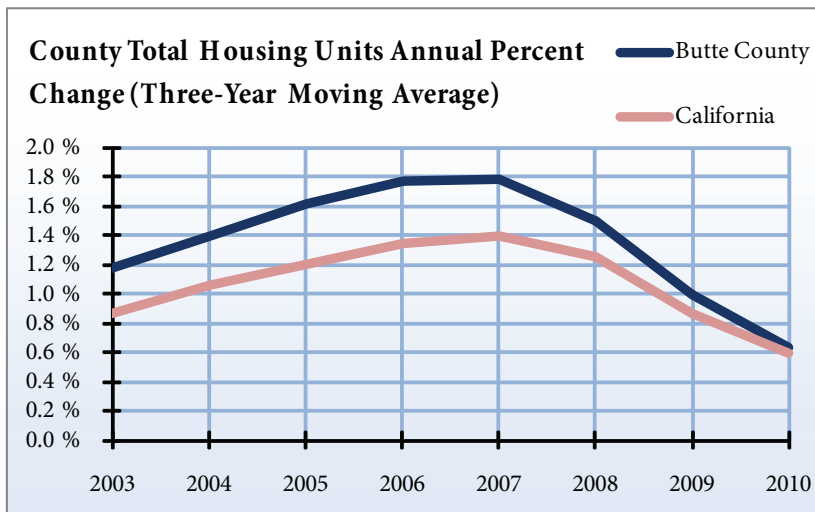
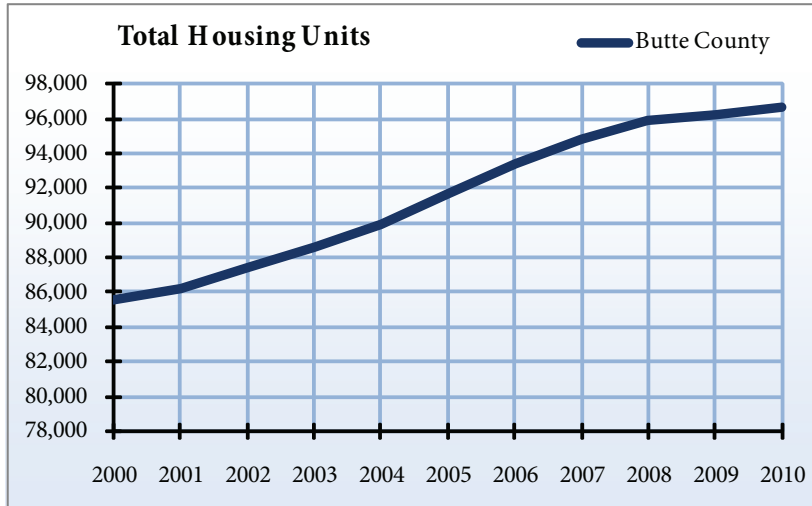
The total number of housing units in Butte County reached 96,623 in 2010, an increase of 0.4 percent from the previous year. The number of housing units in Butte County increased at an average annual rate of 1.2 percent between 2000 and 2010, compared to the 1 percent increasing average annual rate in California. Single-family units have increased the most in the county, with a 14.2 percent increase since 2000, and mobile homes have increased 12.1 percent. Multiple-family units increased 10 percent during the same time. About 42 percent of single-family units and 70 percent of mobile homes are outside incorporated areas, and about 3 percent of multiple-family units are outside city limits.

County Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	54,041	17,287	14,195	85,523	n/a
2001	54,672	17,304	14,242	86,218	0.8 %
2002	55,592	17,479	14,290	87,361	1.3 %
2003	56,647	17,584	14,343	88,574	1.4 %
2004	57,879	17,635	14,382	89,896	1.5 %
2005	58,802	17,981	14,883	91,666	2.0 %
2006	59,781	18,242	15,358	93,381	1.9 %
2007	60,623	18,522	15,652	94,797	1.5 %
2008	61,264	18,741	15,839	95,844	1.1 %
2009	61,461	18,931	15,823	96,215	0.4 %
2010	61,708	18,998	15,917	96,623	0.4 %

Source: California Department of Finance, Demographic Research Unit

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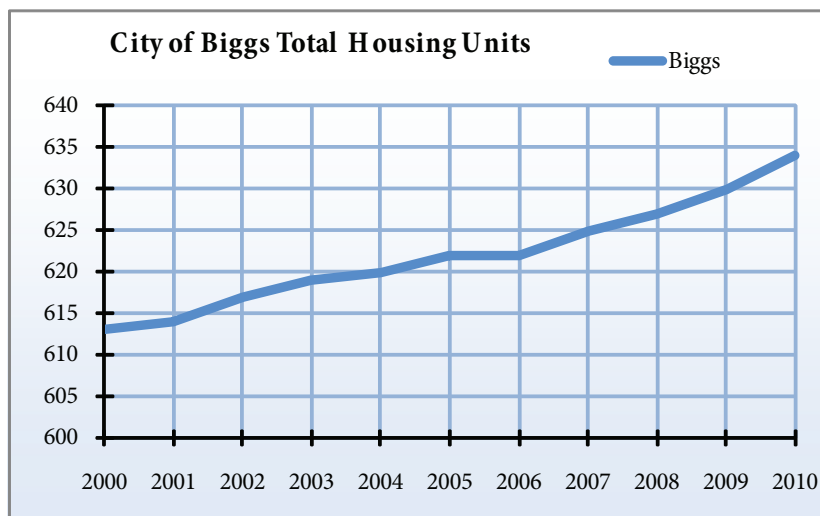


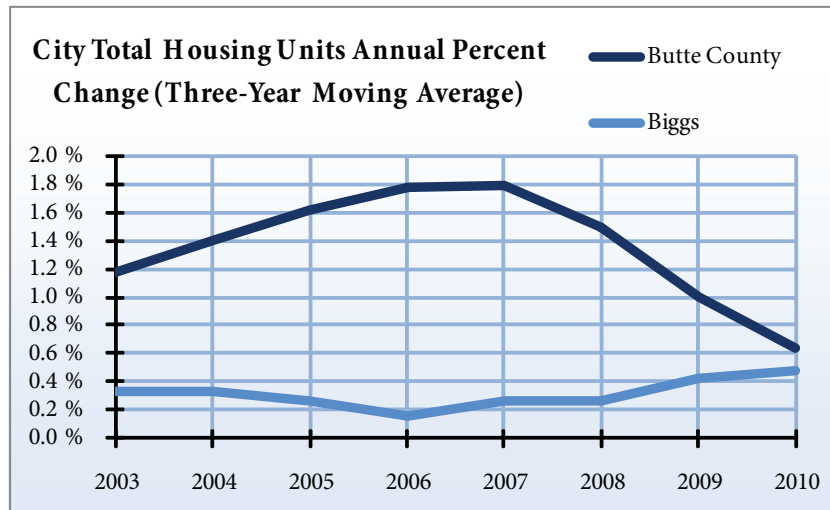
Biggs Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	533	33	47	613	n/a
2001	534	33	47	614	0.2 %
2002	537	33	47	617	0.5 %
2003	539	33	47	619	0.3 %
2004	541	33	46	620	0.2 %
2005	544	33	45	622	0.3 %
2006	544	35	43	622	0.0 %
2007	547	35	43	625	0.5 %
2008	551	35	41	627	0.3 %
2009	555	35	40	630	0.5 %
2010	555	39	40	634	0.6 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico



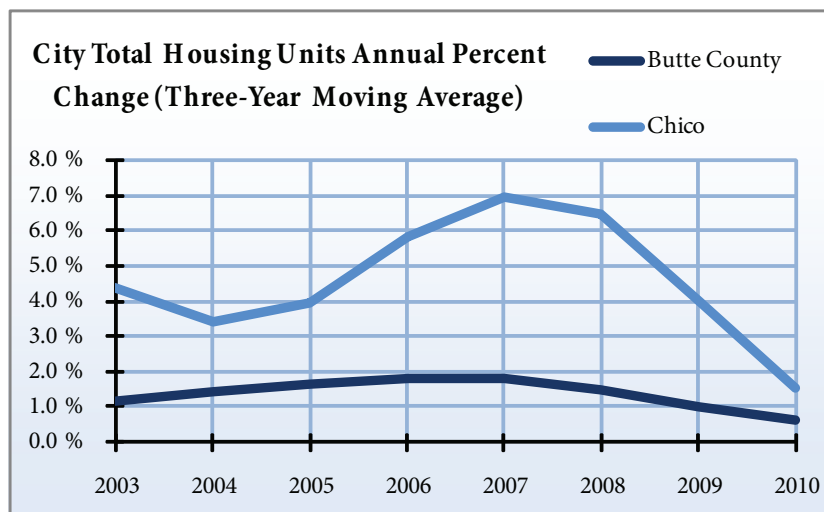
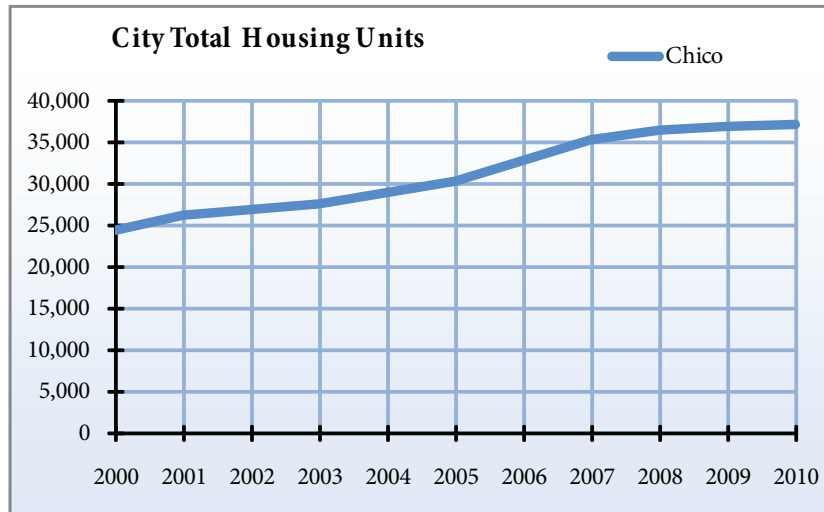


Chico Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	12,819	10,934	633	24,386	n/a
2001	13,255	11,846	1,106	26,207	7.5 %
2002	13,720	12,176	1,131	27,027	3.1 %
2003	14,386	12,218	1,130	27,734	2.6 %
2004	15,343	12,339	1,319	29,001	4.6 %
2005	16,282	12,749	1,311	30,342	4.6 %
2006	17,898	13,563	1,401	32,862	8.3 %
2007	19,407	14,243	1,853	35,503	8.0 %
2008	20,239	14,551	1,846	36,636	3.2 %
2009	20,451	14,669	1,835	36,955	0.9 %
2010	20,594	14,730	1,835	37,159	0.6 %

Source: California Department of Finance, Demographic Research Unit

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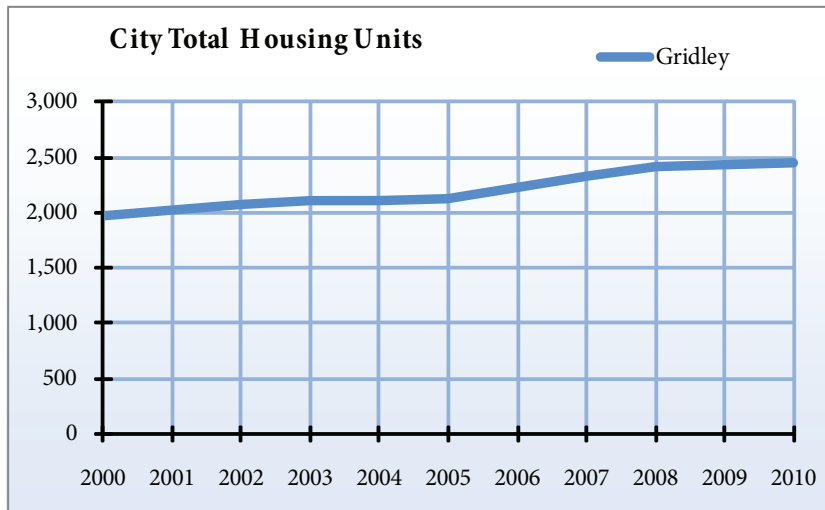


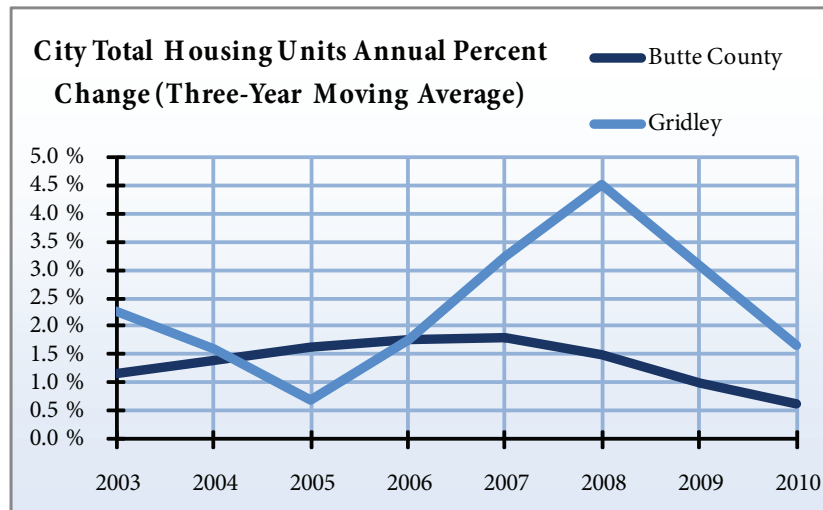
Gridley Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	1,623	276	74	1,973	n/a
2001	1,669	276	74	2,019	2.3 %
2002	1,725	276	75	2,076	2.8 %
2003	1,758	278	75	2,111	1.7 %
2004	1,765	278	75	2,118	0.3 %
2005	1,765	280	75	2,120	0.1 %
2006	1,863	285	76	2,224	4.9 %
2007	1,969	285	77	2,331	4.8 %
2008	2,057	285	78	2,420	3.8 %
2009	2,073	285	78	2,436	0.7 %
2010	2,086	285	78	2,449	0.5 %

Source: California Department of Finance, Demographic Research Unit

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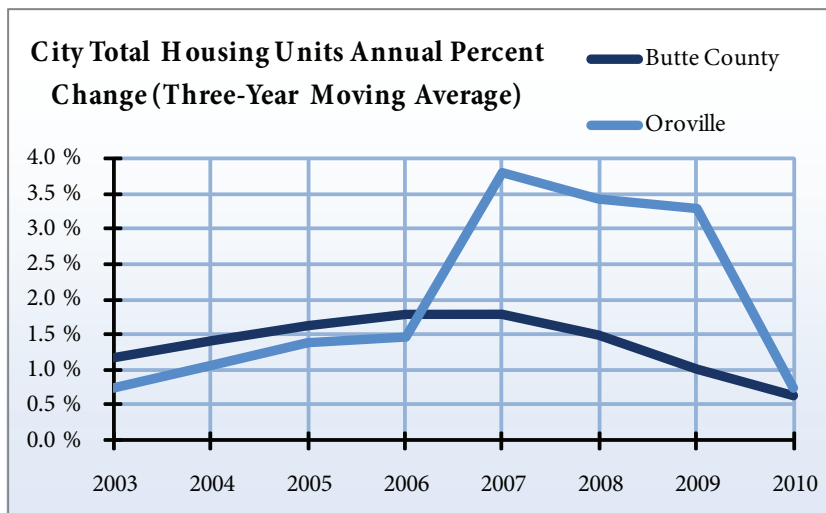
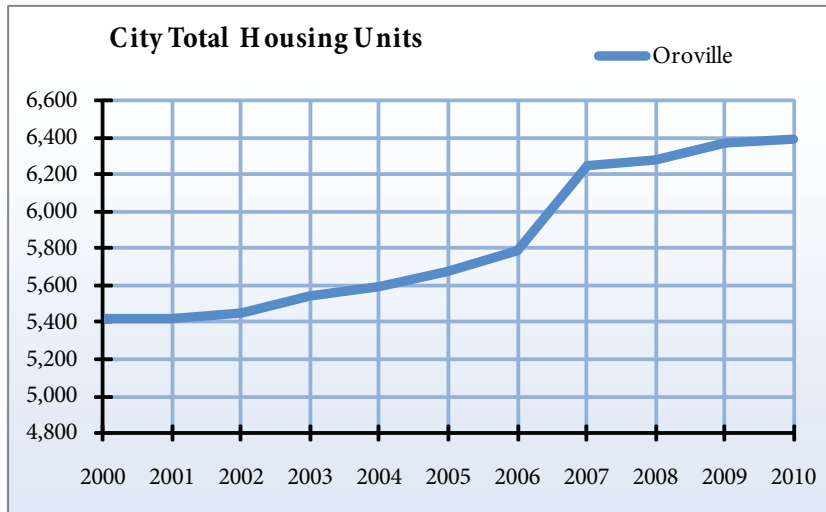


Oroville Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	3,013	2,027	379	5,419	n/a
2001	3,017	2,019	382	5,418	- 0.0 %
2002	3,051	2,012	386	5,449	0.6 %
2003	3,079	2,073	388	5,540	1.7 %
2004	3,126	2,077	388	5,591	0.9 %
2005	3,210	2,077	390	5,677	1.5 %
2006	3,286	2,106	393	5,785	1.9 %
2007	3,712	2,144	398	6,254	8.1 %
2008	3,736	2,144	398	6,278	0.4 %
2009	3,758	2,216	398	6,372	1.5 %
2010	3,775	2,218	400	6,393	0.3 %

Source: California Department of Finance, Demographic Research Unit

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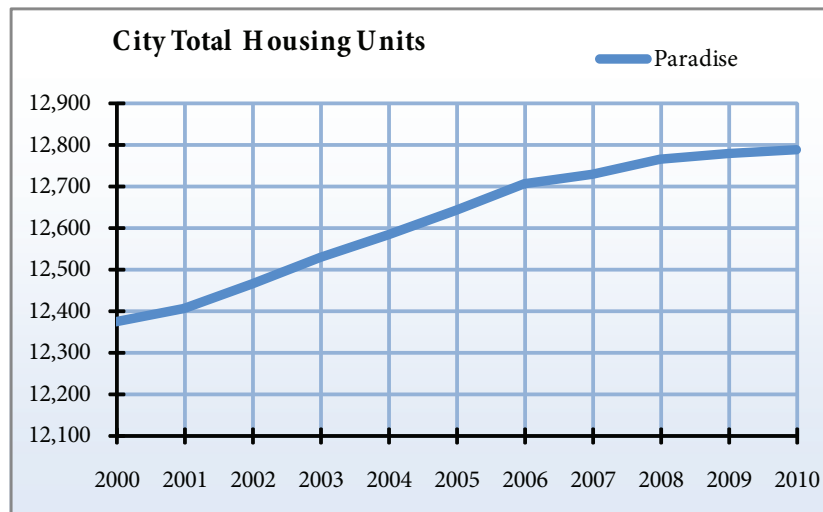


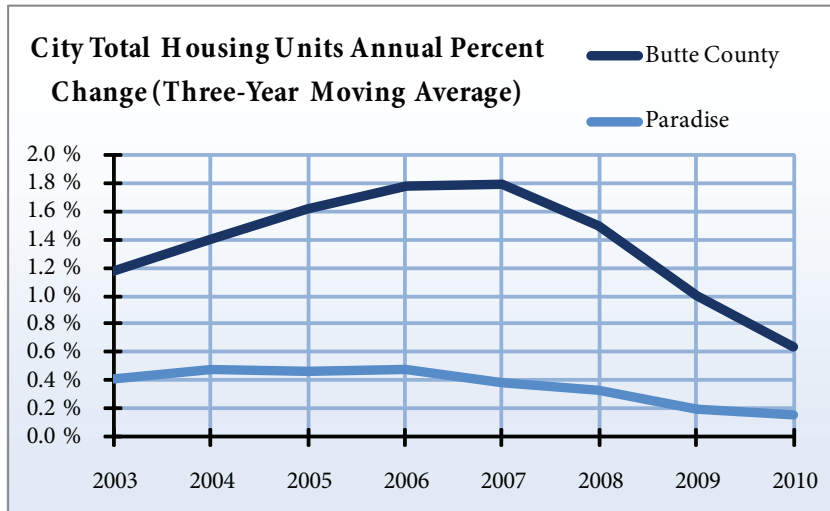
Paradise Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	8,874	1,031	2,469	12,374	n/a
2001	8,906	1,031	2,469	12,406	0.3 %
2002	8,958	1,042	2,469	12,469	0.5 %
2003	9,000	1,060	2,469	12,529	0.5 %
2004	9,055	1,060	2,469	12,584	0.4 %
2005	9,114	1,060	2,469	12,643	0.5 %
2006	9,138	1,102	2,467	12,707	0.5 %
2007	9,154	1,102	2,473	12,729	0.2 %
2008	9,195	1,102	2,471	12,768	0.3 %
2009	9,213	1,102	2,466	12,781	0.1 %
2010	9,221	1,102	2,466	12,789	0.1 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico





6.2 New Housing Units Authorized by Building Permits

Overview

A building permit is required for all new construction. A permit may allow one or more homes in a subdivision. The number of housing units authorized by building permits is the primary factor used to calculate the changes in total housing units. The data is collected by every city and county, then reported to and disseminated by the California Construction Industry Research Board.

The number of building permits typically indicates building activity in the near future, either during the year the permit was issued or the next. An increase in the number of building permits issued indicates expansion in construction sector activity. That expansion may be a response to any number of factors including falling mortgage interest rates, economic growth, or the expectation of rising housing prices due to housing shortages or speculative activity.

Butte County

An average of 1,199 new housing units have been authorized by building permits each year in Butte County between 2000 and 2009. In 2009 total housing units were way below the 10 year average

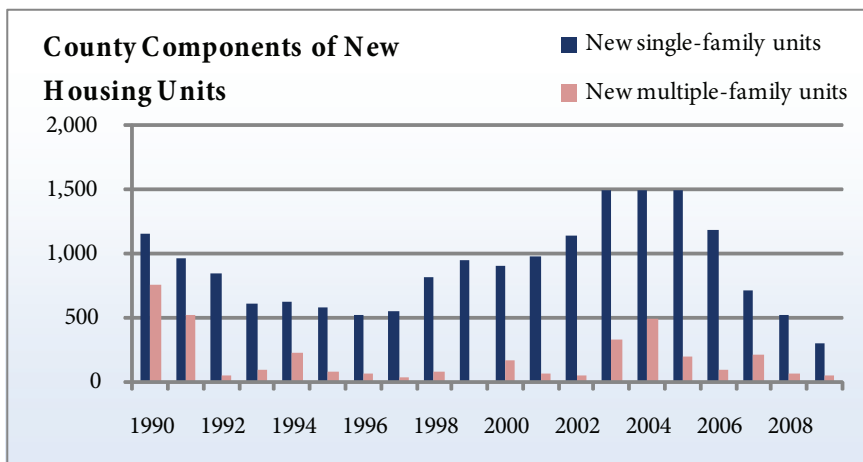
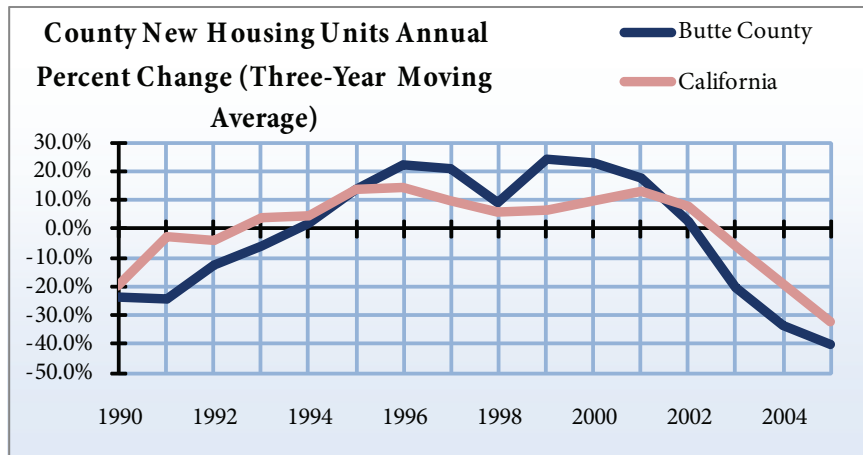
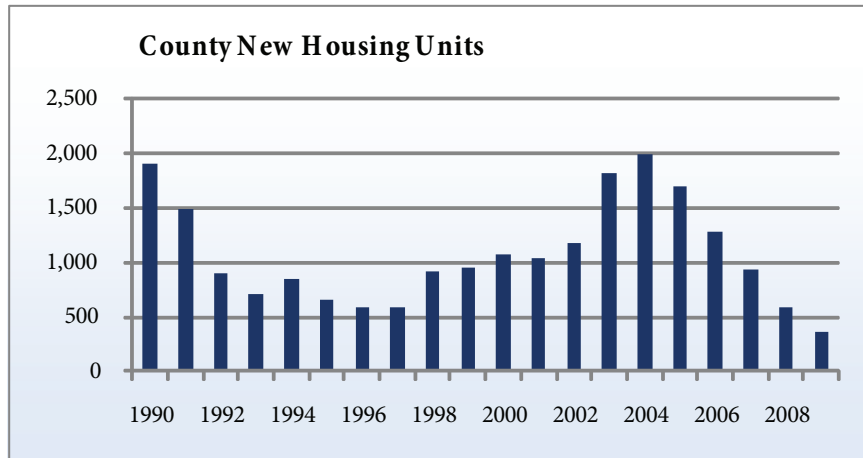
Between 2000 and 2009, there was an average 1,026 new single-family and 174 multiple-family unit building permits each year in the city of Chico.

New Housing Units Authorized by Building Permits, County

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	1,152	759	1,911	n/a
1991	972	526	1,498	- 21.6 %
1992	843	51	894	- 40.3 %
1993	609	98	707	- 20.9 %
1994	623	232	855	20.9 %
1995	580	76	656	- 23.3 %
1996	530	62	592	- 9.8 %
1997	557	34	591	- 0.2 %
1998	822	88	910	54.0 %
1999	947	13	960	5.5 %
2000	909	169	1,078	12.3 %
2001	978	66	1,044	- 3.2 %
2002	1,136	49	1,185	13.5 %
2003	1,493	332	1,825	54.0 %
2004	1,498	495	1,993	9.2 %
2005	1,494	206	1,700	- 14.7 %
2006	1,191	95	1,286	- 24.4 %
2007	720	212	932	- 27.5 %
2008	529	60	589	- 36.8 %
2009	308	54	362	- 38.5 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico

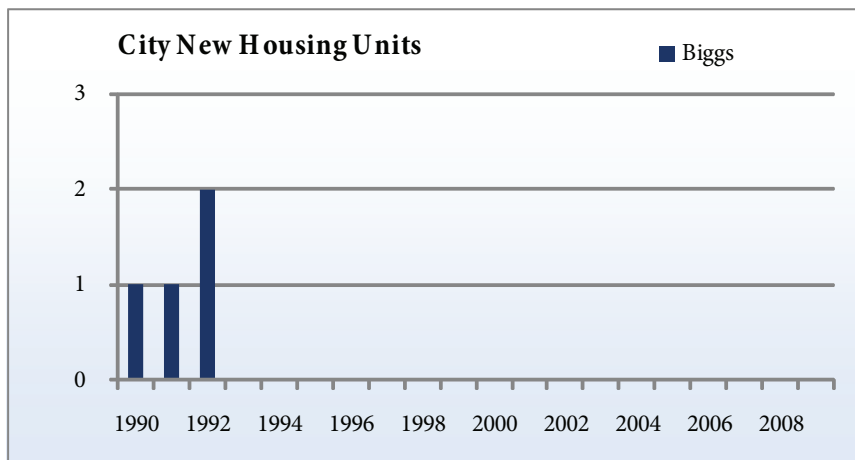
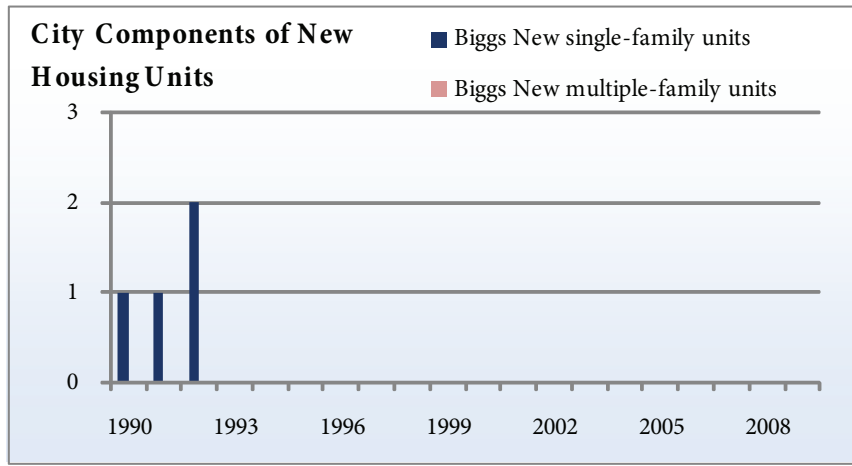


Biggs New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	1	0	1	n/a
1991	1	0	1	0.0 %
1992	2	0	2	100.0 %
1993	0	0	0	- 100.0 %
1994	0	0	0	n/a
1995	0	0	0	n/a
1996	0	0	0	n/a
1997	0	0	0	n/a
1998	0	0	0	n/a
1999	0	0	0	n/a
2000	0	0	0	n/a
2001	0	0	0	n/a
2002	0	0	0	n/a
2003	0	0	0	n/a
2004	0	0	0	n/a
2005	0	0	0	n/a
2006	0	0	0	n/a
2007	0	0	0	n/a
2008	0	0	0	n/a
2009	0	0	0	n/a

Source: California Construction Industry Research Board

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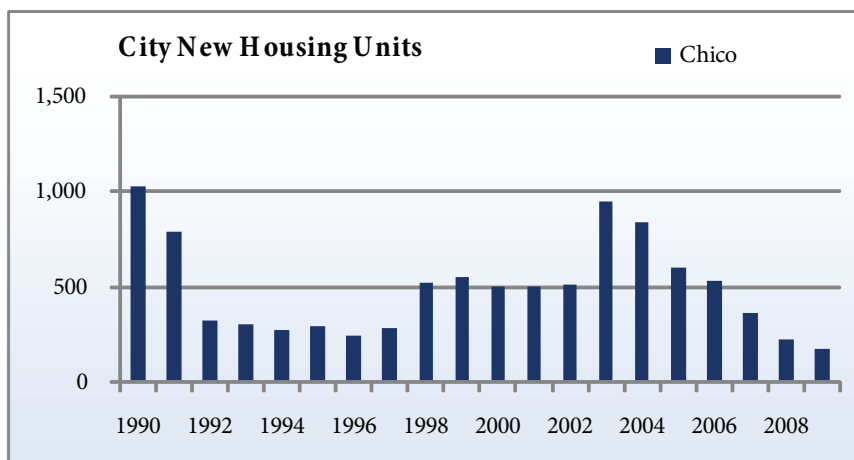


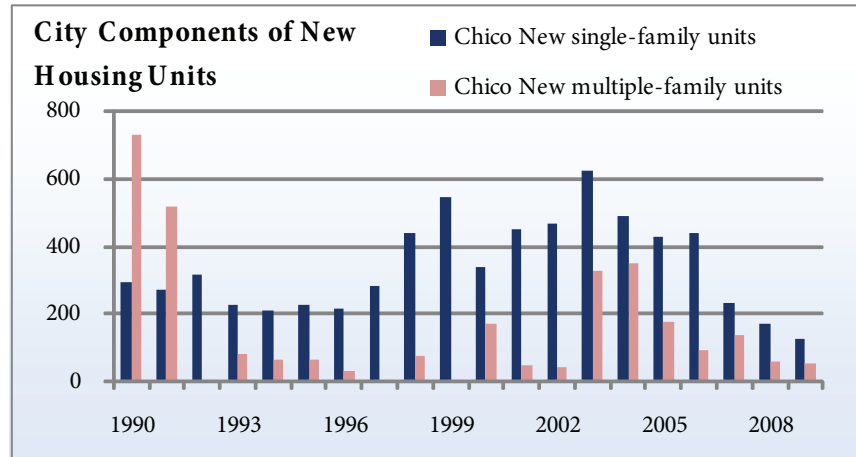
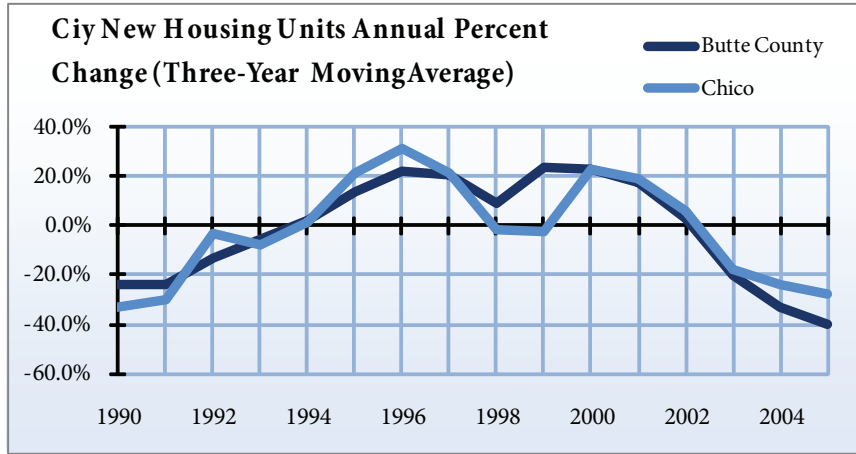
Chico New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	296	730	1,026	n/a
1991	272	518	790	- 23.0 %
1992	318	5	323	- 59.1 %
1993	227	80	307	- 5.0 %
1994	211	63	274	- 10.7 %
1995	226	66	292	6.6 %
1996	213	29	242	- 17.1 %
1997	281	4	285	17.8 %
1998	441	78	519	82.1 %
1999	546	5	551	6.2 %
2000	339	169	508	- 7.8 %
2001	451	48	499	- 1.8 %
2002	465	45	510	2.2 %
2003	623	326	949	86.1 %
2004	491	350	841	- 11.4 %
2005	430	176	606	- 27.9 %
2006	437	93	530	- 12.5 %
2007	230	138	368	- 30.6 %
2008	169	58	227	- 38.3 %
2009	127	54	181	- 20.3 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



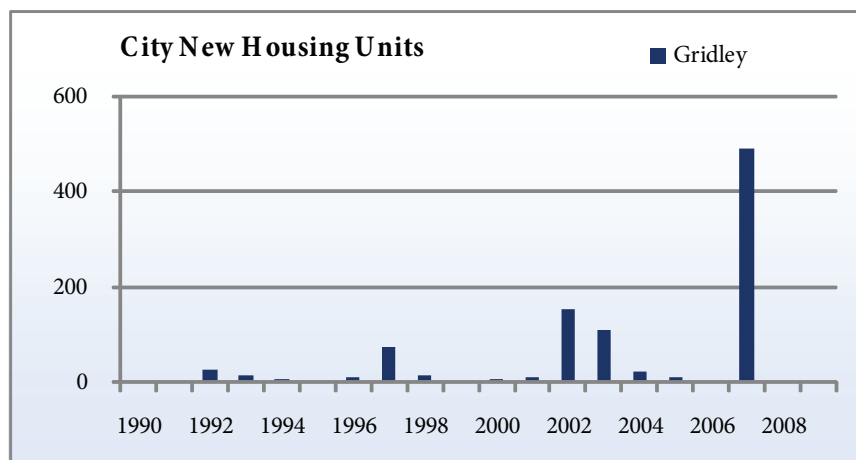


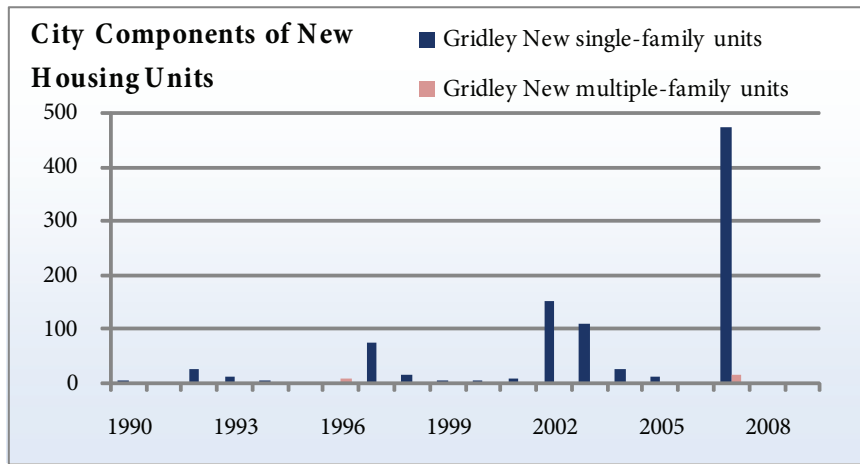
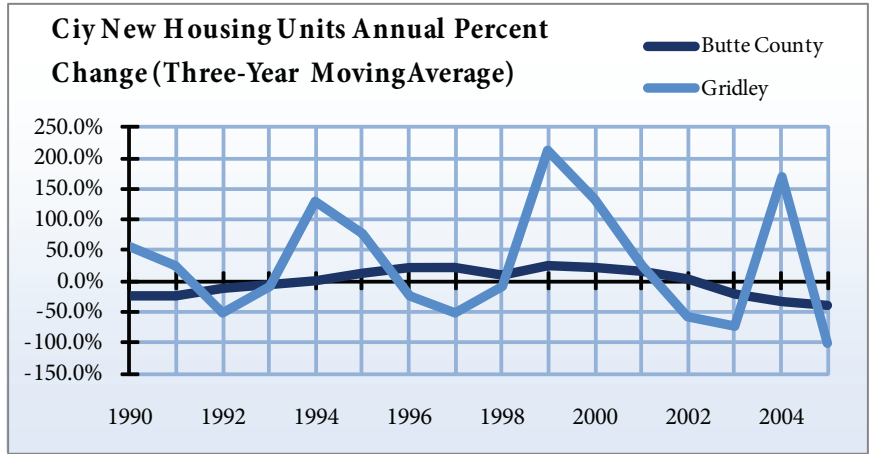
Gridley New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	4	0	4	n/a
1991	3	0	3	- 25.0 %
1992	26	0	26	766.7 %
1993	12	3	15	- 42.3 %
1994	6	0	6	- 60.0 %
1995	3	0	3	- 50.0 %
1996	3	8	11	266.7 %
1997	74	0	74	572.7 %
1998	17	0	17	- 77.0 %
1999	5	0	5	- 70.6 %
2000	7	2	9	80.0 %
2001	10	3	13	44.4 %
2002	152	0	152	1069.2 %
2003	112	0	112	- 26.3 %
2004	25	0	25	- 77.7 %
2005	12	0	12	- 52.0 %
2006	2	0	2	- 83.3 %
2007	473	16	489	24350.0 %
2008	0	0	0	- 100.0 %
2009	0	0	0	n/a

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



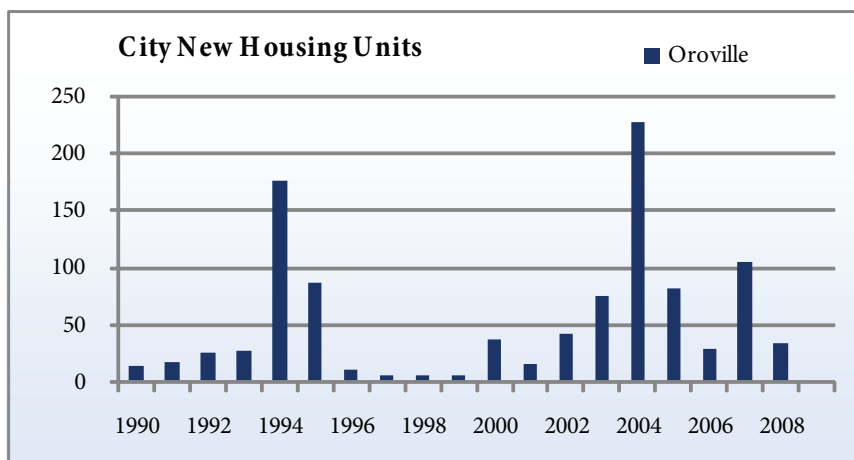


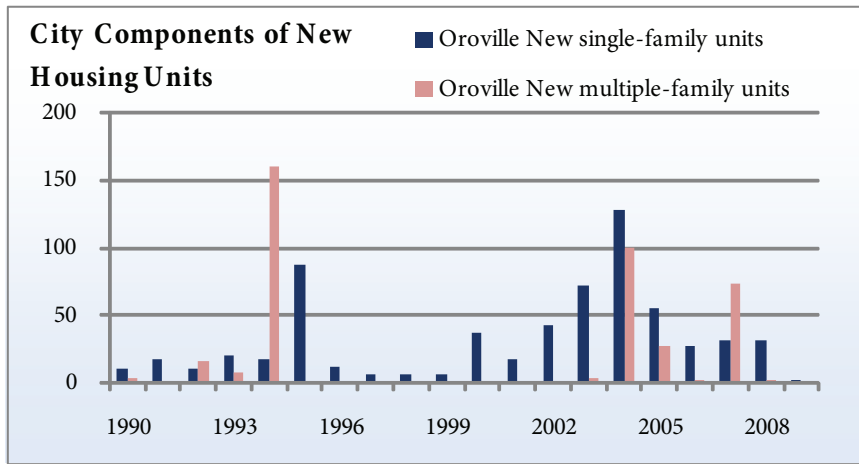
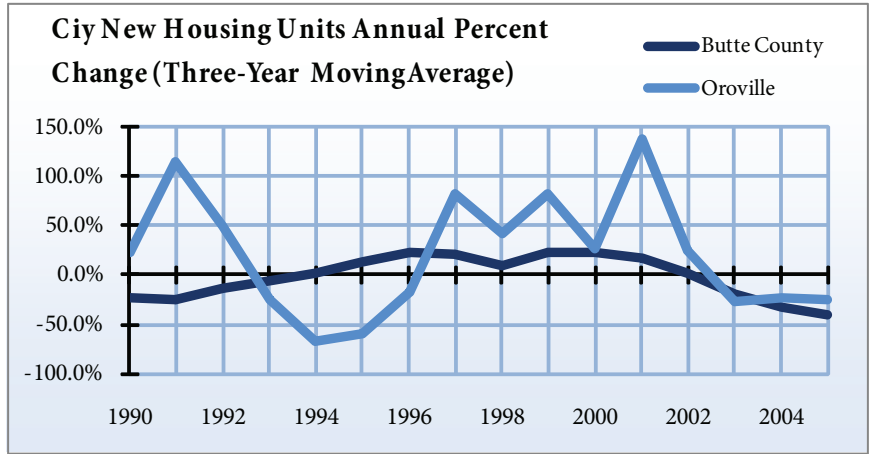
Oroville New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	11	4	15	n/a
1991	18	0	18	20.0 %
1992	10	16	26	44.4 %
1993	20	8	28	7.7 %
1994	17	160	177	532.1 %
1995	88	0	88	- 50.3 %
1996	12	0	12	- 86.4 %
1997	6	0	6	- 50.0 %
1998	6	0	6	0.0 %
1999	7	0	7	16.7 %
2000	37	0	37	428.6 %
2001	17	0	17	- 54.1 %
2002	43	0	43	152.9 %
2003	72	4	76	76.7 %
2004	128	100	228	200.0 %
2005	55	28	83	- 63.6 %
2006	28	2	30	- 63.9 %
2007	31	74	105	250.0 %
2008	32	2	34	- 67.6 %
2009	2	0	2	- 94.1 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



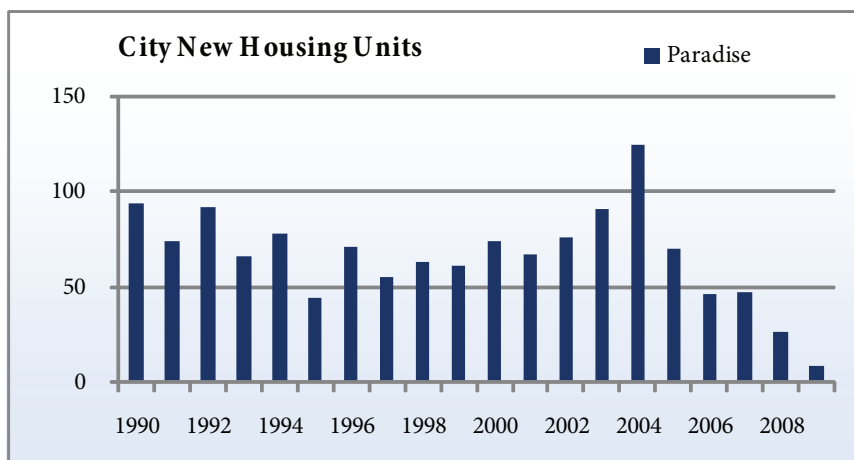


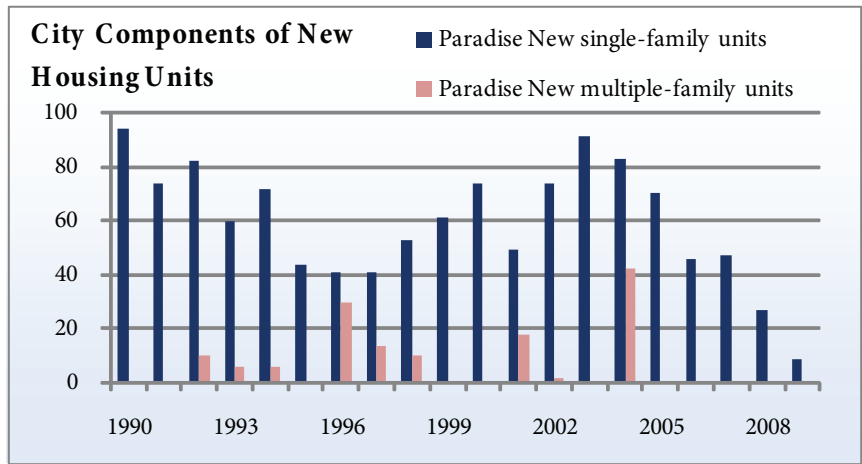
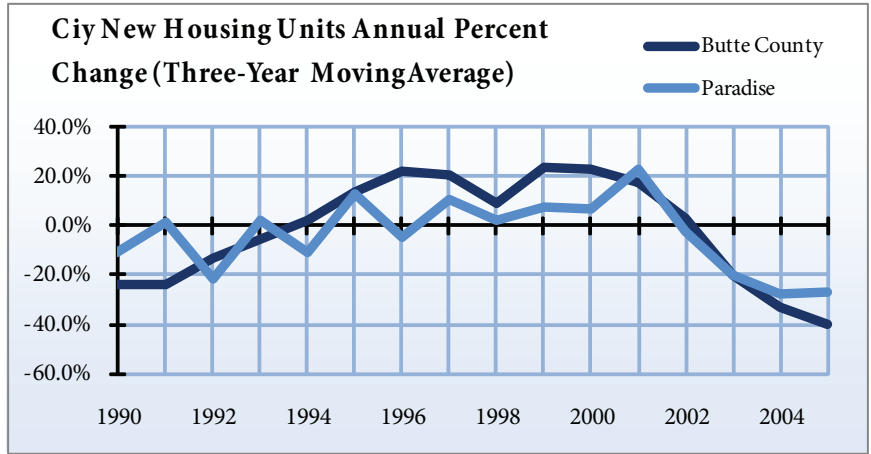
Paradise New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	94	0	94	n/a
1991	74	0	74	- 21.3 %
1992	82	10	92	24.3 %
1993	60	6	66	- 28.3 %
1994	72	6	78	18.2 %
1995	44	0	44	- 43.6 %
1996	41	30	71	61.4 %
1997	41	14	55	- 22.5 %
1998	53	10	63	14.5 %
1999	61	0	61	- 3.2 %
2000	74	0	74	21.3 %
2001	49	18	67	- 9.5 %
2002	74	2	76	13.4 %
2003	91	0	91	19.7 %
2004	83	42	125	37.4 %
2005	70	0	70	- 44.0 %
2006	46	0	46	- 34.3 %
2007	47	0	47	2.2 %
2008	27	0	27	- 42.6 %
2009	9	0	9	- 66.7 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico





6.3 Value of New Construction (Building Permit Valuation in Dollars)

Overview

Building permits are required for all new construction, not just housing units as shown in the previous section. Permits are required not only for new commercial and industrial construction, but also for the demolition, remodeling, expansion, additions, and repairs made to existing residential, commercial, and industrial structures.

The value of new construction in this section is the total value reported in building permits. This often understates the true value of construction because many development impact fees are based on the value of permitted construction, giving builders an incentive to underestimate the cost of the completed structure. The valuation estimate is based on costs that include labor, materials, and architectural and engineering expertise.

Residential units are single-family and multi-family units, and typically account for about half of all permitted construction valuation.

Major components of nonresidential construction include commercial offices, commercial stores, other commercial, industrial buildings, and other construction.

This section excludes public buildings when a building permit is not necessary for construction. This usually includes public schools and local government buildings.

The value of construction activity, especially of commercial and industrial buildings, is one of the primary indicators of economic expansion. It indicates economic investment in the community for which the investor is expecting a return. Because the building may not be complete and operational until the next year,

building activity is often a leading indicator of near-term economic growth.

Butte County

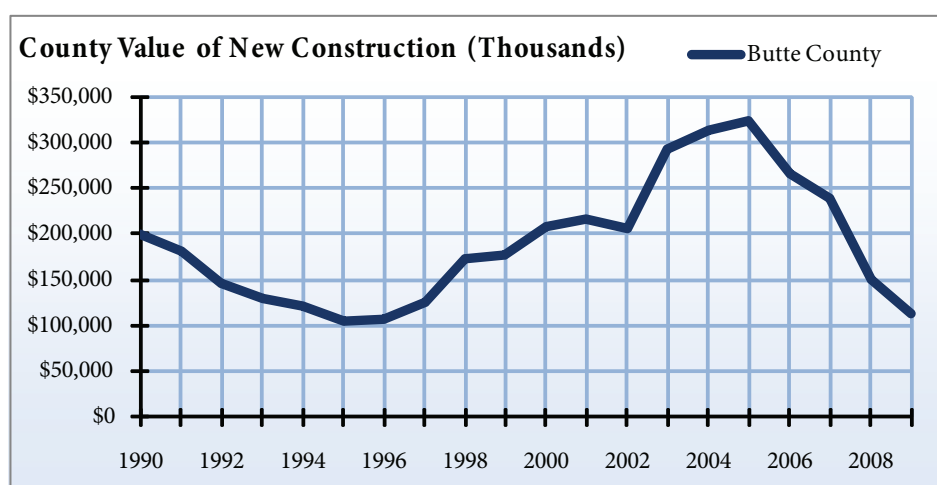
Between 2008 and 2009, total valuation in the county decreased 25 percent. Also, the value of new construction decreased 6 percent on average each year between 2000 and 2009 in Butte County. California saw an average annual decrease of 7 percent during the same time period. In 2009, single-family units made up 51 percent of all new construction value in the county, while multiple-family units comprised 4 percent. Total commercial and industrial construction accounted for 15 percent of the total value in the county in the same year.

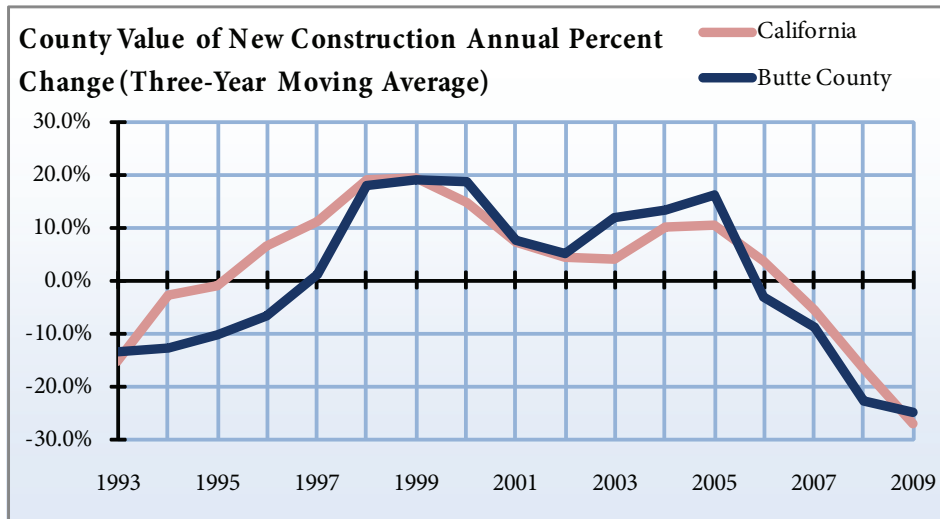
County Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 107,498	\$ 33,642	\$ 9,357	\$ 7,248	\$ 15,812	\$ 3,476	\$ 2,978	\$ 12,519	\$ 6,858	\$ 199,388
1991	\$ 98,157	\$ 29,588	\$ 13,732	\$ 3,795	\$ 13,568	\$ 1,284	\$ 1,809	\$ 12,268	\$ 7,170	\$ 181,371
1992	\$ 90,839	\$ 2,723	\$ 14,790	\$ 2,663	\$ 14,520	\$ 1,020	\$ 1,594	\$ 11,412	\$ 6,534	\$ 146,095
1993	\$ 67,981	\$ 5,076	\$ 12,732	\$ 5,705	\$ 11,265	\$ 5,907	\$ 2,208	\$ 9,180	\$ 9,904	\$ 129,958
1994	\$ 73,204	\$ 8,857	\$ 9,674	\$ 3,079	\$ 2,797	\$ 1,123	\$ 3,521	\$ 8,097	\$ 9,869	\$ 120,221
1995	\$ 58,871	\$ 2,878	\$ 9,000	\$ 2,603	\$ 8,855	\$ 5,378	\$ 3,242	\$ 7,518	\$ 6,835	\$ 105,181
1996	\$ 60,012	\$ 2,634	\$ 9,832	\$ 3,405	\$ 6,553	\$ 1,350	\$ 2,071	\$ 10,451	\$ 9,476	\$ 105,784
1997	\$ 64,456	\$ 2,041	\$ 10,644	\$ 4,837	\$ 13,248	\$ 2,364	\$ 1,706	\$ 15,744	\$ 9,893	\$ 124,934
1998	\$ 95,280	\$ 7,230	\$ 10,031	\$ 4,512	\$ 14,427	\$ 4,414	\$ 1,470	\$ 19,066	\$ 16,336	\$ 172,765
1999	\$ 114,103	\$ 806	\$ 11,496	\$ 12,098	\$ 3,738	\$ 6,240	\$ 4,727	\$ 9,027	\$ 15,160	\$ 177,395
2000	\$ 114,482	\$ 11,794	\$ 8,739	\$ 9,496	\$ 10,119	\$ 1,895	\$ 4,258	\$ 25,544	\$ 22,364	\$ 208,691
2001	\$ 123,302	\$ 5,008	\$ 10,016	\$ 15,851	\$ 22,366	\$ 1,401	\$ 1,539	\$ 25,238	\$ 11,045	\$ 215,764
2002	\$ 135,565	\$ 3,251	\$ 12,580	\$ 11,749	\$ 9,306	\$ 529	\$ 2,592	\$ 15,417	\$ 15,009	\$ 205,998
2003	\$ 181,473	\$ 26,961	\$ 15,993	\$ 14,314	\$ 9,785	\$ 2,500	\$ 622	\$ 19,830	\$ 20,725	\$ 292,203
2004	\$ 188,451	\$ 38,715	\$ 15,064	\$ 9,553	\$ 15,034	\$ 13,914	\$ 403	\$ 15,446	\$ 17,658	\$ 314,239
2005	\$ 214,542	\$ 16,104	\$ 15,997	\$ 6,804	\$ 11,740	\$ 813	\$ 7,556	\$ 24,234	\$ 26,120	\$ 323,909
2006	\$ 171,767	\$ 7,908	\$ 13,696	\$ 0	\$ 17,666	\$ 0	\$ 486	\$ 20,710	\$ 33,083	\$ 265,316
2007	\$ 102,910	\$ 18,922	\$ 17,899	\$ 6,561	\$ 27,476	\$ 11,231	\$ 2,186	\$ 21,983	\$ 28,831	\$ 237,999
2008	\$ 73,652	\$ 6,195	\$ 14,857	\$ 8,229	\$ 6,080	\$ 326	\$ 0	\$ 13,098	\$ 27,614	\$ 150,051
2009	\$ 57,668	\$ 4,787	\$ 10,708	\$ 0	\$ 6,426	\$ 0	\$ 0	\$ 17,208	\$ 16,073	\$ 112,870

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



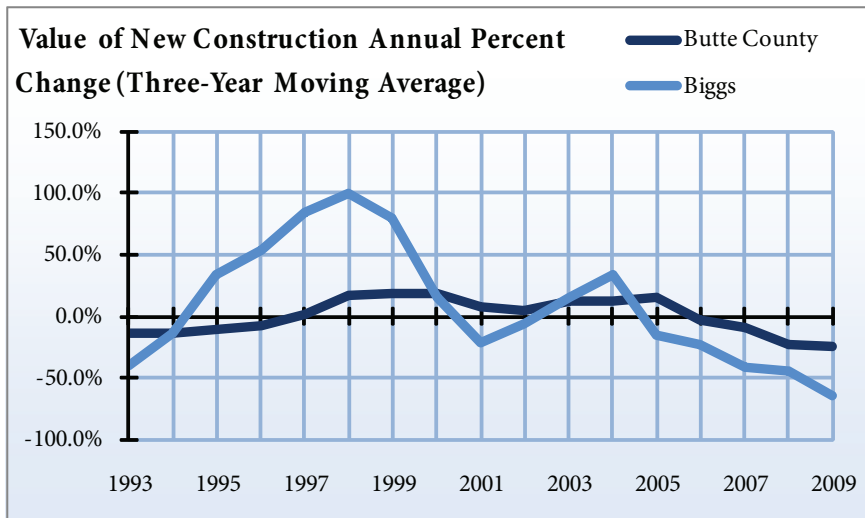
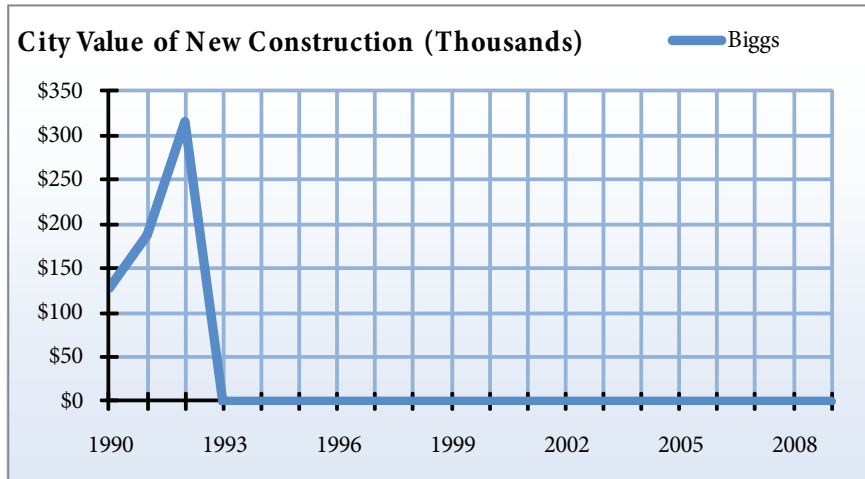


Biggs Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 42	\$ 0	\$ 54	\$ 0	\$ 0	\$ 0	\$ 0	\$ 21	\$ 10	\$ 127
1991	\$ 70	\$ 0	\$ 71	\$ 0	\$ 0	\$ 0	\$ 0	\$ 42	\$ 5	\$ 189
1992	\$ 112	\$ 0	\$ 125	\$ 0	\$ 0	\$ 0	\$ 0	\$ 63	\$ 15	\$ 316
1993	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
1994	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
1995	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
1996	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
1997	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
1998	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
1999	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2000	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2001	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2002	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2003	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2004	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2005	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2006	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2007	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2008	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2009	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Source: California Construction Industry Research Board

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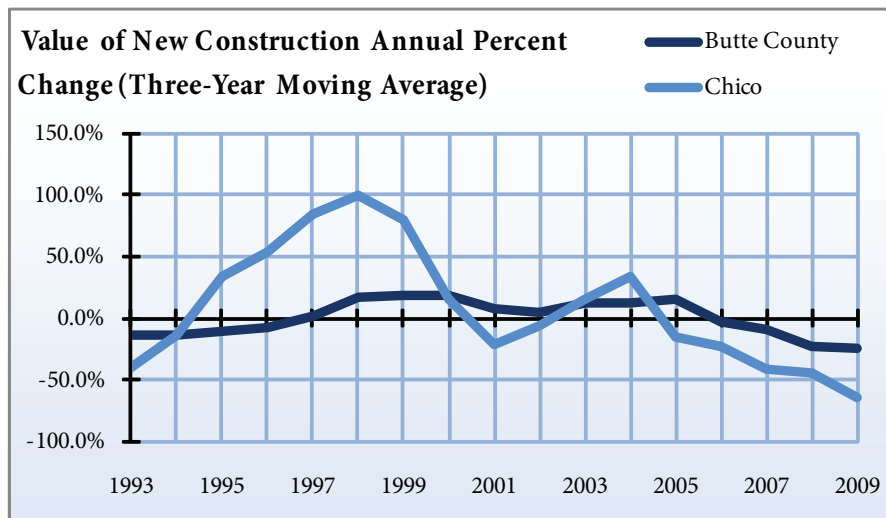


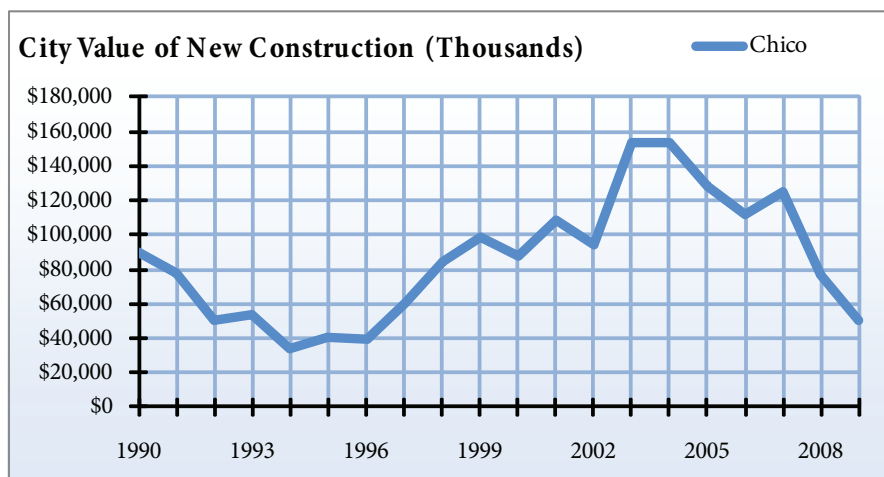
Chico Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 30,216	\$ 32,338	\$ 1,383	\$ 5,344	\$ 12,524	\$ 1,448	\$ 1,789	\$ 1,933	\$ 2,763	\$ 89,738
1991	\$ 25,806	\$ 29,172	\$ 1,507	\$ 1,582	\$ 11,422	\$ 1,187	\$ 1,072	\$ 3,718	\$ 2,856	\$ 78,322
1992	\$ 29,977	\$ 495	\$ 1,593	\$ 1,270	\$ 11,160	\$ 853	\$ 4	\$ 1,804	\$ 2,934	\$ 50,090
1993	\$ 22,891	\$ 4,162	\$ 783	\$ 4,303	\$ 7,770	\$ 5,709	\$ 968	\$ 535	\$ 6,565	\$ 53,687
1994	\$ 21,924	\$ 1,704	\$ 1,075	\$ 280	\$ 1,469	\$ 0	\$ 0	\$ 816	\$ 6,543	\$ 33,809
1995	\$ 21,966	\$ 2,239	\$ 1,099	\$ 1,386	\$ 5,923	\$ 4,088	\$ 89	\$ 881	\$ 2,518	\$ 40,188
1996	\$ 21,407	\$ 1,440	\$ 1,759	\$ 2,048	\$ 2,986	\$ 1,210	\$ 528	\$ 1,825	\$ 5,966	\$ 39,169
1997	\$ 30,586	\$ 347	\$ 2,871	\$ 4,522	\$ 10,075	\$ 152	\$ 1,706	\$ 5,352	\$ 4,834	\$ 60,444
1998	\$ 51,947	\$ 6,557	\$ 1,907	\$ 3,043	\$ 8,691	\$ 369	\$ 222	\$ 4,745	\$ 6,667	\$ 84,147
1999	\$ 66,580	\$ 157	\$ 1,913	\$ 11,481	\$ 1,603	\$ 5,725	\$ 2,969	\$ 1,967	\$ 6,012	\$ 98,407
2000	\$ 47,324	\$ 11,794	\$ 2,581	\$ 5,166	\$ 6,038	\$ 0	\$ 0	\$ 6,828	\$ 8,192	\$ 87,923
2001	\$ 61,932	\$ 4,205	\$ 2,486	\$ 13,309	\$ 18,600	\$ 1,401	\$ 0	\$ 1,885	\$ 4,464	\$ 108,281
2002	\$ 59,445	\$ 3,048	\$ 2,754	\$ 10,501	\$ 5,385	\$ 273	\$ 0	\$ 3,695	\$ 9,616	\$ 94,718
2003	\$ 84,013	\$ 26,591	\$ 3,236	\$ 13,712	\$ 3,438	\$ 2,500	\$ 622	\$ 6,038	\$ 13,044	\$ 153,194
2004	\$ 75,077	\$ 29,177	\$ 4,432	\$ 9,553	\$ 5,665	\$ 13,914	\$ 403	\$ 4,466	\$ 11,103	\$ 153,790
2005	\$ 69,185	\$ 14,123	\$ 2,932	\$ 6,804	\$ 9,177	\$ 813	\$ 5,751	\$ 7,155	\$ 11,968	\$ 127,908
2006	\$ 68,035	\$ 7,739	\$ 2,651	\$ 0	\$ 11,259	\$ 0	\$ 0	\$ 5,133	\$ 17,372	\$ 112,190
2007	\$ 44,140	\$ 13,549	\$ 6,547	\$ 5,099	\$ 17,001	\$ 8,168	\$ 729	\$ 10,610	\$ 19,199	\$ 125,041
2008	\$ 31,497	\$ 6,076	\$ 6,029	\$ 6,352	\$ 4,057	\$ 326	\$ 0	\$ 4,556	\$ 17,709	\$ 76,602
2009	\$ 26,516	\$ 4,787	\$ 4,195	\$ 0	\$ 4,625	\$ 0	\$ 0	\$ 2,293	\$ 8,181	\$ 50,596

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



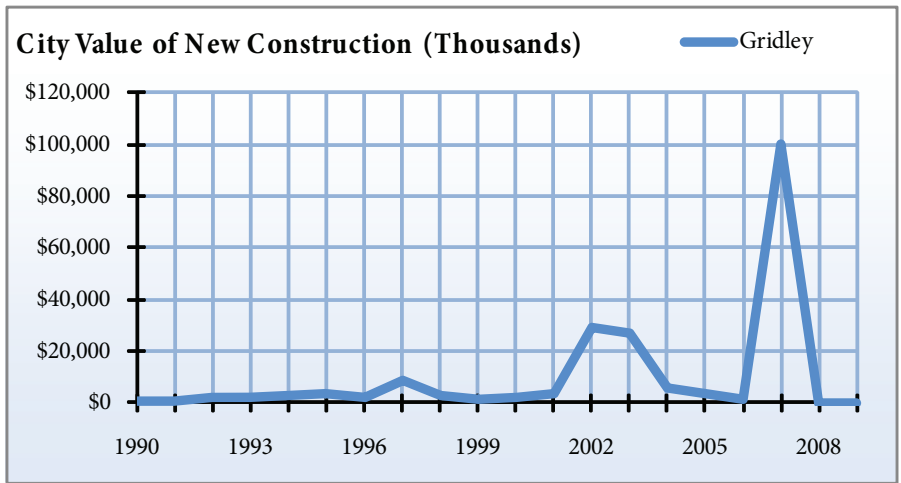
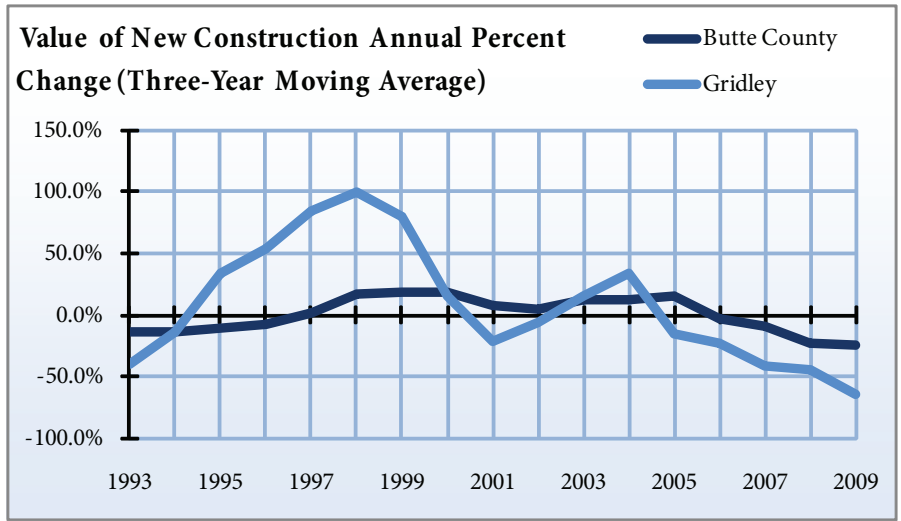


Gridley Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 262	\$ 0	\$ 335	\$ 0	\$ 0	\$ 0	\$ 0	\$ 4	\$ 53	\$ 653
1991	\$ 135	\$ 0	\$ 418	\$ 0	\$ 102	\$ 0	\$ 0	\$ 9	\$ 149	\$ 813
1992	\$ 1,487	\$ 0	\$ 101	\$ 0	\$ 0	\$ 205	\$ 0	\$ 26	\$ 4	\$ 1,823
1993	\$ 1,089	\$ 78	\$ 405	\$ 0	\$ 0	\$ 0	\$ 0	\$ 110	\$ 440	\$ 2,123
1994	\$ 854	\$ 0	\$ 333	\$ 0	\$ 173	\$ 0	\$ 0	\$ 1,710	\$ 133	\$ 3,203
1995	\$ 248	\$ 0	\$ 152	\$ 0	\$ 1,780	\$ 0	\$ 154	\$ 404	\$ 898	\$ 3,636
1996	\$ 257	\$ 649	\$ 462	\$ 0	\$ 81	\$ 0	\$ 0	\$ 88	\$ 292	\$ 1,830
1997	\$ 6,215	\$ 0	\$ 166	\$ 0	\$ 0	\$ 0	\$ 0	\$ 79	\$ 2,347	\$ 8,808
1998	\$ 1,451	\$ 0	\$ 239	\$ 126	\$ 0	\$ 0	\$ 0	\$ 930	\$ 102	\$ 2,848
1999	\$ 724	\$ 0	\$ 258	\$ 141	\$ 0	\$ 0	\$ 0	\$ 15	\$ 191	\$ 1,328
2000	\$ 886	\$ 137	\$ 244	\$ 0	\$ 1,050	\$ 0	\$ 0	\$ 55	\$ 105	\$ 2,478
2001	\$ 1,760	\$ 163	\$ 266	\$ 0	\$ 800	\$ 0	\$ 0	\$ 133	\$ 154	\$ 3,276
2002	\$ 26,545	\$ 0	\$ 786	\$ 0	\$ 1,152	\$ 0	\$ 0	\$ 312	\$ 615	\$ 29,410
2003	\$ 23,792	\$ 0	\$ 759	\$ 0	\$ 1,152	\$ 0	\$ 0	\$ 286	\$ 832	\$ 26,820
2004	\$ 4,086	\$ 0	\$ 576	\$ 0	\$ 988	\$ 0	\$ 0	\$ 200	\$ 291	\$ 6,142
2005	\$ 1,266	\$ 0	\$ 634	\$ 0	\$ 0	\$ 0	\$ 0	\$ 317	\$ 1,400	\$ 3,617
2006	\$ 182	\$ 0	\$ 642	\$ 0	\$ 0	\$ 0	\$ 0	\$ 128	\$ 541	\$ 1,493
2007	\$ 71,241	\$ 1,027	\$ 6,776	\$ 267	\$ 7,278	\$ 205	\$ 154	\$ 4,805	\$ 8,547	\$ 100,301
2008	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
2009	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico

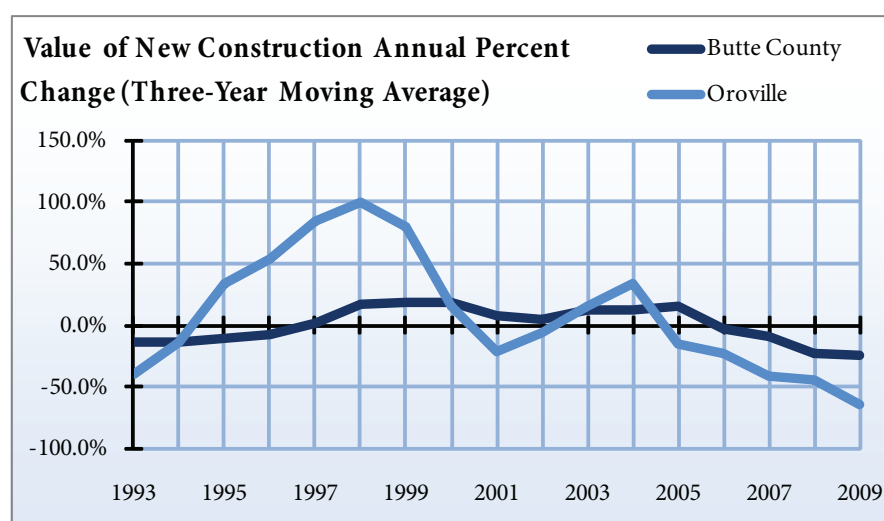


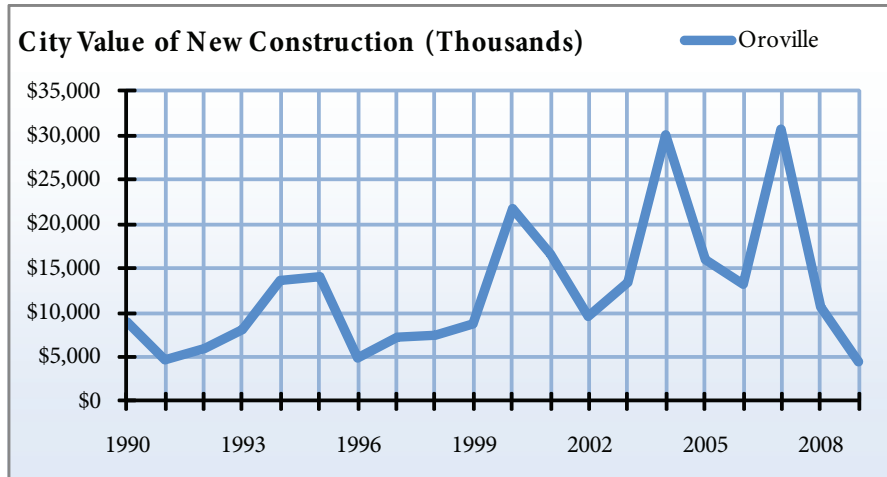
Oroville Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 1,007	\$ 164	\$ 414	\$ 159	\$ 2,158	\$ 1,800	\$ 1,189	\$ 606	\$ 1,470	\$ 8,967
1991	\$ 1,349	\$ 0	\$ 1,101	\$ 377	\$ 168	\$ 0	\$ 737	\$ 531	\$ 453	\$ 4,715
1992	\$ 834	\$ 713	\$ 1,068	\$ 0	\$ 96	\$ 0	\$ 1,176	\$ 232	\$ 1,933	\$ 6,053
1993	\$ 1,589	\$ 369	\$ 924	\$ 607	\$ 1,947	\$ 0	\$ 442	\$ 844	\$ 1,370	\$ 8,092
1994	\$ 1,364	\$ 6,704	\$ 864	\$ 1,414	\$ 194	\$ 0	\$ 1,910	\$ 204	\$ 993	\$ 13,647
1995	\$ 5,387	\$ 0	\$ 1,127	\$ 61	\$ 496	\$ 1,050	\$ 2,872	\$ 859	\$ 2,285	\$ 14,137
1996	\$ 1,101	\$ 0	\$ 937	\$ 342	\$ 435	\$ 0	\$ 483	\$ 366	\$ 1,137	\$ 4,801
1997	\$ 403	\$ 0	\$ 810	\$ 0	\$ 281	\$ 0	\$ 0	\$ 2,942	\$ 2,722	\$ 7,158
1998	\$ 524	\$ 0	\$ 808	\$ 0	\$ 662	\$ 250	\$ 0	\$ 232	\$ 4,951	\$ 7,426
1999	\$ 631	\$ 0	\$ 806	\$ 256	\$ 0	\$ 191	\$ 1,358	\$ 52	\$ 5,509	\$ 8,805
2000	\$ 2,689	\$ 0	\$ 1,034	\$ 3,732	\$ 600	\$ 769	\$ 2,675	\$ 3,036	\$ 7,125	\$ 21,659
2001	\$ 1,482	\$ 0	\$ 1,048	\$ 2,416	\$ 683	\$ 0	\$ 0	\$ 7,692	\$ 3,346	\$ 16,667
2002	\$ 4,284	\$ 0	\$ 543	\$ 282	\$ 662	\$ 0	\$ 1,733	\$ 77	\$ 1,956	\$ 9,537
2003	\$ 7,596	\$ 233	\$ 1,453	\$ 313	\$ 920	\$ 0	\$ 0	\$ 75	\$ 2,779	\$ 13,369
2004	\$ 15,709	\$ 6,736	\$ 1,373	\$ 0	\$ 4,027	\$ 0	\$ 0	\$ 56	\$ 2,186	\$ 30,088
2005	\$ 6,793	\$ 1,779	\$ 1,816	\$ 0	\$ 0	\$ 0	\$ 0	\$ 2,523	\$ 3,018	\$ 15,928
2006	\$ 3,877	\$ 169	\$ 979	\$ 0	\$ 3,285	\$ 0	\$ 0	\$ 1,002	\$ 3,828	\$ 13,140
2007	\$ 4,587	\$ 5,373	\$ 1,636	\$ 1,462	\$ 6,792	\$ 3,064	\$ 1,457	\$ 1,774	\$ 4,646	\$ 30,790
2008	\$ 3,756	\$ 119	\$ 1,091	\$ 0	\$ 1,093	\$ 0	\$ 0	\$ 730	\$ 3,889	\$ 10,678
2009	\$ 274	\$ 0	\$ 836	\$ 0	\$ 0	\$ 0	\$ 0	\$ 750	\$ 2,682	\$ 4,542

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



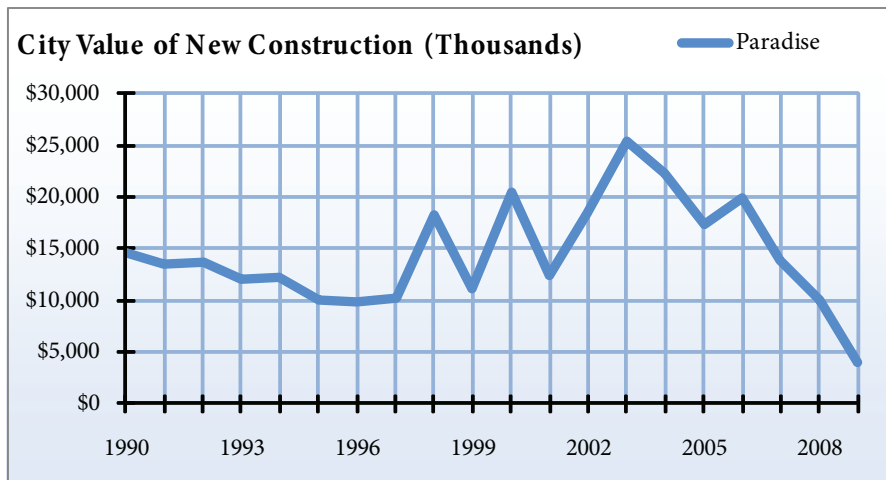
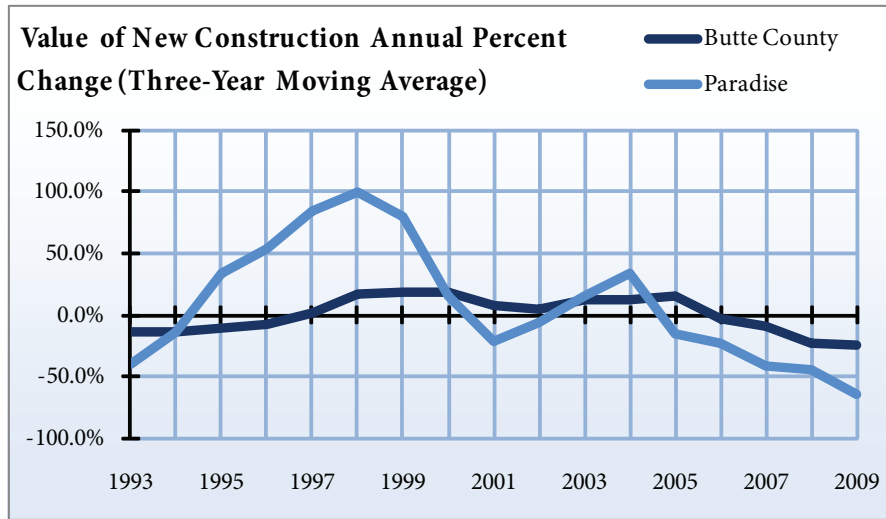


Paradise Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$ 10,394	\$ 0	\$ 1,557	\$ 1,068	\$ 214	\$ 138	\$ 0	\$ 1,272	\$ 0	\$ 14,643
1991	\$ 8,963	\$ 0	\$ 1,671	\$ 344	\$ 1,409	\$ 0	\$ 0	\$ 973	\$ 232	\$ 13,592
1992	\$ 10,577	\$ 381	\$ 1,384	\$ 303	\$ 31	\$ 167	\$ 0	\$ 795	\$ 106	\$ 13,744
1993	\$ 7,600	\$ 352	\$ 1,748	\$ 0	\$ 178	\$ 75	\$ 409	\$ 1,504	\$ 108	\$ 11,974
1994	\$ 9,139	\$ 281	\$ 1,502	\$ 37	\$ 128	\$ 100	\$ 12	\$ 918	\$ 66	\$ 12,181
1995	\$ 5,354	\$ 0	\$ 1,400	\$ 699	\$ 207	\$ 35	\$ 0	\$ 2,243	\$ 69	\$ 10,006
1996	\$ 5,045	\$ 1,116	\$ 1,083	\$ 0	\$ 1,531	\$ 140	\$ 0	\$ 520	\$ 341	\$ 9,776
1997	\$ 4,768	\$ 508	\$ 1,200	\$ 315	\$ 145	\$ 2,212	\$ 0	\$ 792	\$ 354	\$ 10,293
1998	\$ 6,471	\$ 673	\$ 951	\$ 0	\$ 808	\$ 3,304	\$ 0	\$ 5,196	\$ 919	\$ 18,320
1999	\$ 7,669	\$ 0	\$ 1,565	\$ 361	\$ 0	\$ 0	\$ 0	\$ 859	\$ 618	\$ 11,071
2000	\$ 9,741	\$ 0	\$ 930	\$ 0	\$ 0	\$ 0	\$ 0	\$ 8,844	\$ 886	\$ 20,401
2001	\$ 7,662	\$ 804	\$ 1,064	\$ 0	\$ 266	\$ 0	\$ 0	\$ 1,831	\$ 830	\$ 12,458
2002	\$ 10,801	\$ 96	\$ 2,283	\$ 825	\$ 788	\$ 256	\$ 0	\$ 2,738	\$ 620	\$ 18,409
2003	\$ 14,429	\$ 0	\$ 2,704	\$ 289	\$ 3,027	\$ 0	\$ 0	\$ 2,578	\$ 2,353	\$ 25,380
2004	\$ 12,534	\$ 2,639	\$ 3,942	\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,739	\$ 1,415	\$ 22,269
2005	\$ 10,225	\$ 0	\$ 3,266	\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,354	\$ 2,479	\$ 17,323
2006	\$ 7,083	\$ 0	\$ 3,418	\$ 0	\$ 284	\$ 0	\$ 0	\$ 4,582	\$ 4,634	\$ 20,001
2007	\$ 7,742	\$ 0	\$ 3,345	\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,477	\$ 1,279	\$ 13,843
2008	\$ 3,616	\$ 0	\$ 2,683	\$ 1,877	\$ 0	\$ 0	\$ 0	\$ 1,059	\$ 758	\$ 9,992
2009	\$ 2,137	\$ 0	\$ 860	\$ 0	\$ 0	\$ 0	\$ 0	\$ 342	\$ 615	\$ 3,954

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



6.4 Fair Market Rent

Overview

Fair market rent acts as a proxy for monthly rent values. It is calculated by the U.S. Department of Housing and Urban Development using surveys of privately-owned dwellings with standard sanitary facilities. Fair market rent is set at the fortieth percentile, which means that 40 percent of the units in a given area pay less than the fair market rent and 60 percent pay more. It is calculated for various numbers of bedrooms in the house or apartment. Fair market rental values are gross rent estimates and they include shelter, rent, and the cost of utilities, except telephone.

Most wealthy households can afford a home. Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market in the region and are useful for individuals or businesses contemplating a move to the area.

Fair market rent also allows community leaders to evaluate the adequacy of the supply of rental housing in the community by calculating how much a household must earn to afford a certain type of unit. A rental unit is defined as affordable if rent plus utilities is not more than 30 percent of income.

Butte County

From 2009 to 2010, Butte County rent prices consistently increased by approximately 3 percent regardless of the number of bedrooms. Between 2001 and 2010, rent prices increased on average by approximately 54 percent in the county.

Fair Market Rent

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom	5-Bedroom	6-Bedroom
2000	\$ 334	\$ 429	\$ 571	\$ 783	\$ 936	\$ 1,076	\$ 1,238
2001	\$ 341	\$ 439	\$ 584	\$ 800	\$ 957	\$ 1,101	\$ 1,266
2002	\$ 353	\$ 454	\$ 604	\$ 828	\$ 990	\$ 1,139	\$ 1,309
2003	\$ 372	\$ 479	\$ 637	\$ 874	\$ 1,045	\$ 1,202	\$ 1,382
2004	\$ 385	\$ 496	\$ 660	\$ 905	\$ 1,082	\$ 1,244	\$ 1,431
2005	\$ 457	\$ 544	\$ 656	\$ 925	\$ 1,104	\$ 1,270	\$ 1,460
2006	\$ 678	\$ 473	\$ 562	\$ 956	\$ 1,141	\$ 1,312	\$ 1,509
2007	\$ 489	\$ 582	\$ 702	\$ 990	\$ 1,181	\$ 1,358	\$ 1,562
2008	\$ 551	\$ 655	\$ 790	\$ 1,114	\$ 1,330	\$ 1,530	\$ 1,759
2009	\$ 576	\$ 685	\$ 826	\$ 1,165	\$ 1,390	\$ 1,599	\$ 1,838
2010	\$ 594	\$ 706	\$ 852	\$ 1,201	\$ 1,434	\$ 1,649	\$ 1,896

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

Created by: Center for Economic Development, California State University, Chico

7. Travel & Tourism

People travel away from home for many reasons, including business, pleasure, and other personal reasons. A traveler is considered to be anyone who spends time in a community other than the one in which they reside, whether it is a day trip or an overnight stay. Many areas of Northern California rely on visitor spending as a significant part of the economy. This section presents data on travel to Butte County including data resulting from tourism and daily commutes. Estimates of the economic impacts of tourism travel are also presented in this section, including sales, income, and employment.

Tourism in Butte County is important due to a number of attractions in the area, including the many wilderness areas and camping, hiking and fishing opportunities.

In this section:

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7.1 Travel Expenditures

Overview

Every year, the California Travel and Tourism Commission hires Dean Runyan Associates on contract to estimate the impacts of travel spending by county in California. Dean Runyan specializes in economic and market research related to travel, tourism, and recreation. They are on contract with ten U.S. states to produce travel spending estimates.

Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. Travelers include those making day trips, staying overnight, and people just passing through (buying gasoline, etc.). The travel can be for any reason, including but not limited to recreation, business, personal, and family visits.

Travel expenditures is the base indicator for evaluating the impacts of travel and tourism in Sonoma County. It is an estimate from which the following three important indicators are calculated.

Butte County

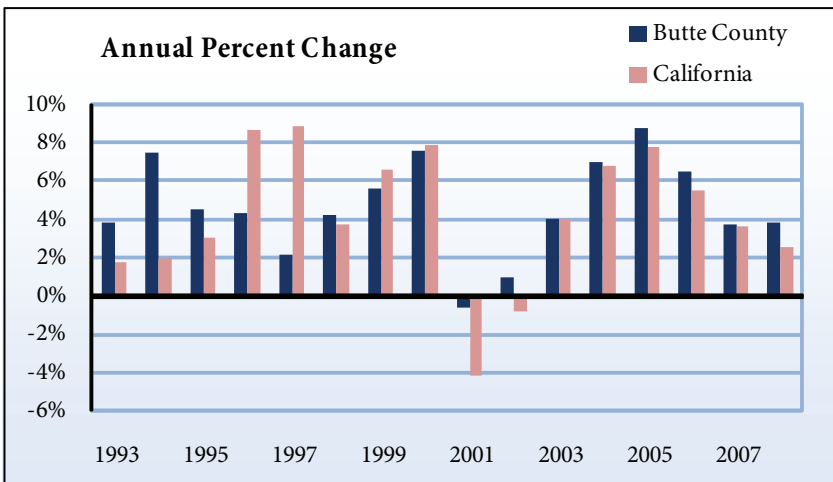
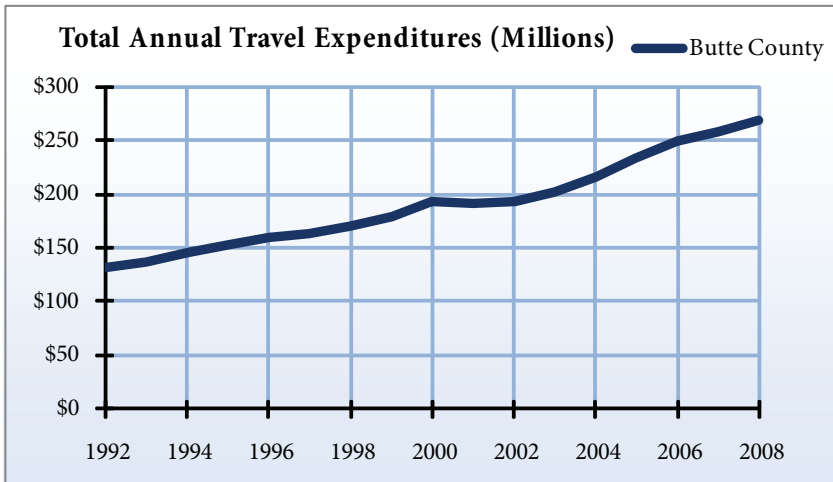
Over the last few decades, the travel and tourism industry has been responsible for a steady rise in the amount of money spent in California. In 2008, total travel expenditures in California reached \$97.5 billion, a 2.5 percent increase from 2007. In the same year, Butte County travel expenditures increased nearly 4 percent, attributing \$268.6 million to the industry. Between 1999 and 2008, Butte County was responsible for an annual average of 0.27 percent of all travel expenditures in California.

Total Annual Travel Expenditures by County and State (Millions)

Year	Expenditures in County	Annual percent change	Expenditure in California	Annual percent change
1992	\$ 131.2	n/a	\$ 50,700	n/a
1993	\$ 136.2	3.8 %	\$ 51,600	1.8 %
1994	\$ 146.4	7.5 %	\$ 52,600	1.9 %
1995	\$ 153.0	4.5 %	\$ 54,200	3.0 %
1996	\$ 159.6	4.3 %	\$ 58,900	8.7 %
1997	\$ 163.1	2.2 %	\$ 64,100	8.8 %
1998	\$ 169.9	4.2 %	\$ 66,500	3.7 %
1999	\$ 179.4	5.6 %	\$ 70,900	6.6 %
2000	\$ 193.0	7.6 %	\$ 76,500	7.9 %
2001	\$ 191.8	- 0.6 %	\$ 73,300	- 4.2 %
2002	\$ 193.6	0.9 %	\$ 72,700	- 0.8 %
2003	\$ 201.4	4.0 %	\$ 75,600	4.0 %
2004	\$ 215.4	7.0 %	\$ 80,700	6.7 %
2005	\$ 234.3	8.8 %	\$ 87,000	7.8 %
2006	\$ 249.6	6.5 %	\$ 91,800	5.5 %
2007	\$ 258.8	3.7 %	\$ 95,100	3.6 %
2008	\$ 268.6	3.8 %	\$ 97,500	2.5 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Created by: Center for Economic Development, California State University, Chico



7.2 Travel-Generated Employment

Overview

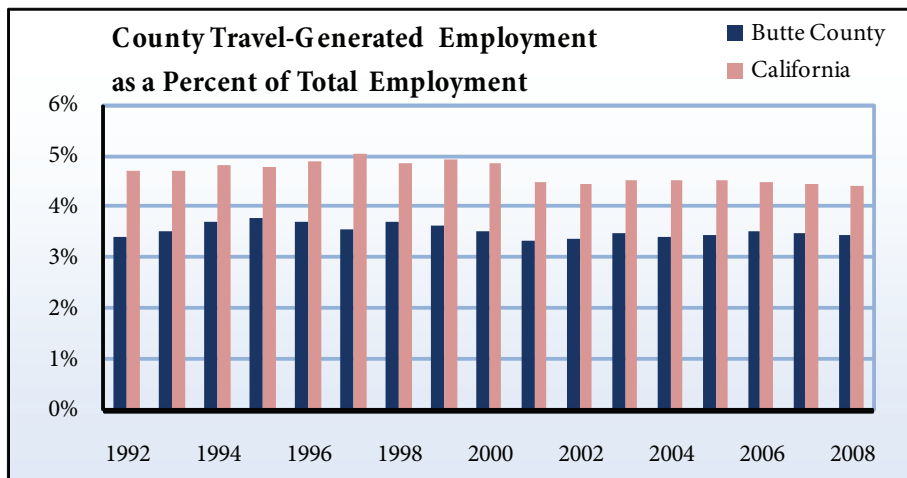
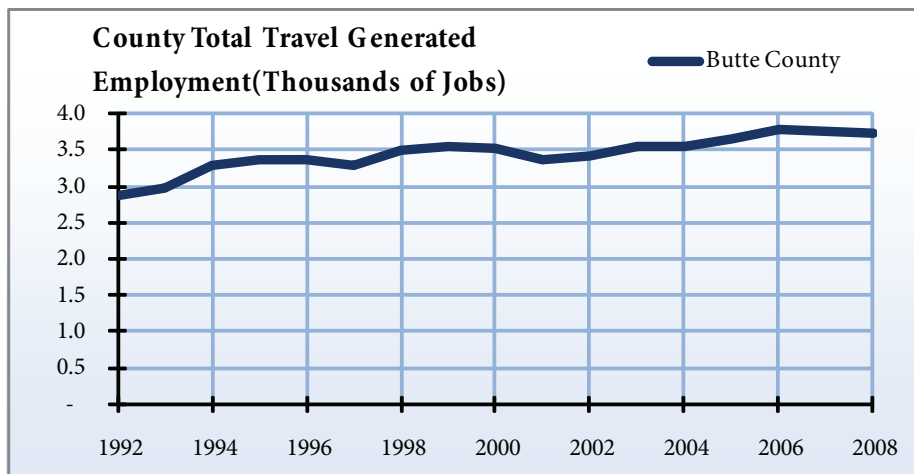
The employment indicator is an estimate of the number of jobs generated in the county from travel spending shown in the previous indicator. Travel generated employment is spread across nearly all industries evaluated by the U.S. Department of Commerce. Travel-generated employment is the impact of travel spending on jobs and job growth in the county. It is a measure of the benefit to workers.

Travel and tourism can play a vital role in the economy and economic growth of small towns, particularly those in Northern California dependent

on visitors to wine country. It is a source of jobs for many otherwise less-skilled or -educated workers in the county.

Butte County

Travel-generated employment produced 3,720 jobs in Butte County in 2008, accounting for 3.4 percent of the total employment in the county. The county experienced fluctuations in travel-generated employment that were consistent with California; however, travel-generated employment in Butte County decreased by 1 percent in 2008, while California saw an increase of 3.4 percent.

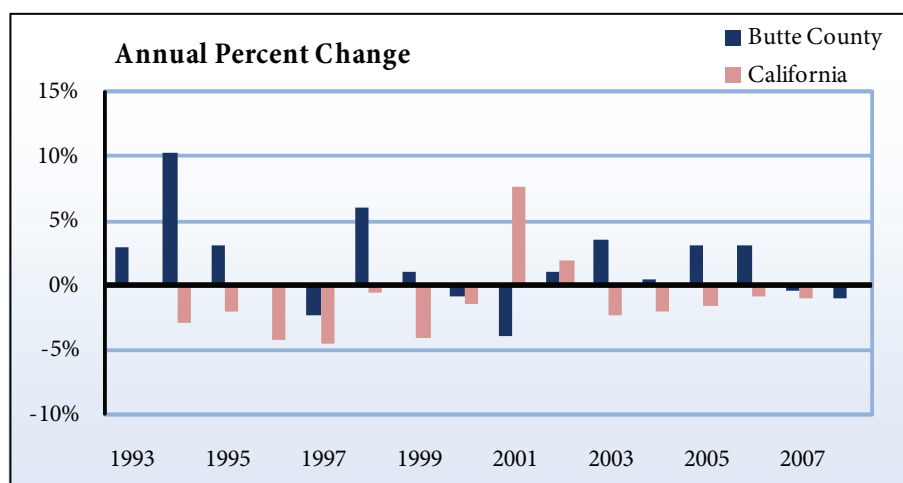


Total Travel-Generated Employment (Thousands of Jobs)

Year	Travel-generated employment	Annual percent change	Total employment	County Travel-generated employment as a percent of total employment	California Travel-generated employment as a percent of total employment
1992	2.9	n/a	84.8	3.4 %	4.7 %
1993	3.0	3.0 %	84.7	3.5 %	4.7 %
1994	3.3	10.3 %	88.3	3.7 %	4.8 %
1995	3.4	3.1 %	89.2	3.8 %	4.8 %
1996	3.4	0.1 %	91.6	3.7 %	4.9 %
1997	3.3	- 2.3 %	93.1	3.5 %	5.0 %
1998	3.5	6.1 %	94.3	3.7 %	4.9 %
1999	3.5	1.1 %	97.2	3.6 %	4.9 %
2000	3.5	- 0.8 %	100.0	3.5 %	4.8 %
2001	3.4	- 3.9 %	101.0	3.3 %	4.5 %
2002	3.4	1.1 %	101.7	3.4 %	4.4 %
2003	3.5	3.6 %	101.7	3.5 %	4.5 %
2004	3.5	0.4 %	103.9	3.4 %	4.5 %
2005	3.7	3.2 %	106.3	3.4 %	4.5 %
2006	3.8	3.1 %	106.9	3.5 %	4.5 %
2007	3.8	- 0.4 %	107.8	3.5 %	4.4 %
2008	3.7	- 1.0 %	108.5	3.4 %	4.4 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Created by: Center for Economic Development, California State University, Chico



7.3 Total Annual Tourism Earnings

Overview

Earnings listed in this indicator are an estimate of the amount of personal income generated from the jobs shown in the previous indicator. As with employment, the earnings indicator represents those in nearly all industries evaluated by the U.S. Department of Commerce. Total annual tourism earnings are all the earnings of employees and business owners over the course of a year that can be attributed to travel expenditures, including wages and salaries, earned benefits, and proprietor income. Other earnings that do not directly relate to travel are excluded.

Tourism earnings measure the personal financial benefit of travel and tourism in Sonoma County. If earnings are increasing faster than the number of jobs, then travel and tourism jobs are generating higher wage jobs or the work season (if employment is seasonal) is expanding.

Butte County

Butte County's tourism industry generated \$71.8 million in 2008, which is a 2.7 percent increase from the previous year, and \$21 million more than the county generated in 1999. Statewide, tourism earnings increased 2 percent in 2008. Between 1992 and 2008, Butte County's tourism earnings made up an annual average of 0.23 percent of all the tourism earnings in California.

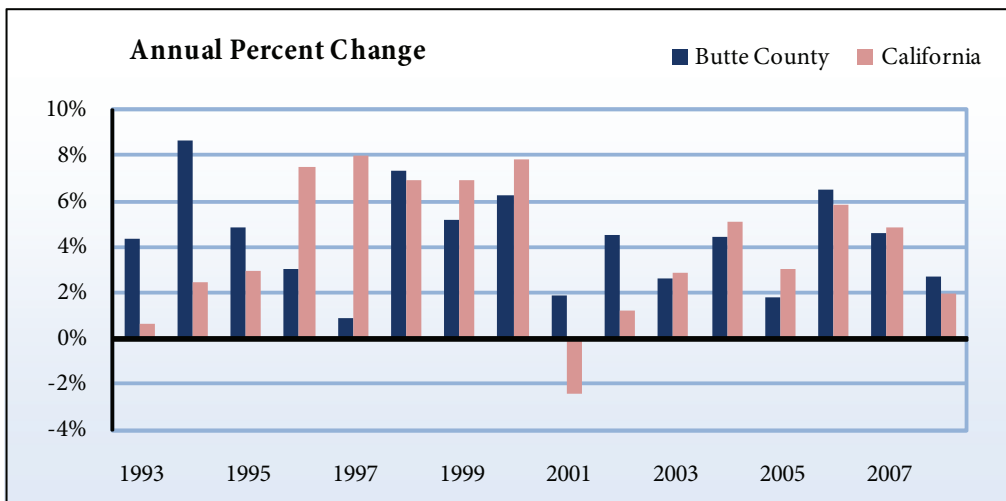
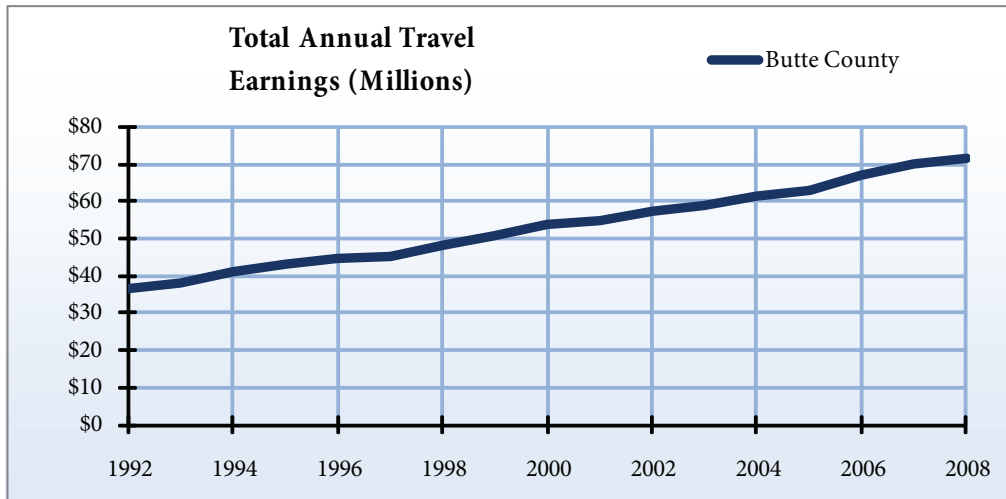
NOTE: Data prior to 1997 was not revised by Dean Runyan and Associates to include NAICS revisions at the time of writing. Therefore, data may not be comparable to previous years. Please contact the CED for any available updates in the near future.

Total Annual Travel Earnings by County and State (Millions)

Year	Earnings in County	Annual percent change	Earnings in California	Annual percent change
1992	\$ 36.4	n/a	\$ 16,400	n/a
1993	\$ 38.0	4.4 %	\$ 16,500	0.6 %
1994	\$ 41.3	8.7 %	\$ 16,900	2.4 %
1995	\$ 43.3	4.8 %	\$ 17,400	3.0 %
1996	\$ 44.6	3.0 %	\$ 18,700	7.5 %
1997	\$ 45.0	0.9 %	\$ 20,200	8.0 %
1998	\$ 48.3	7.3 %	\$ 21,600	6.9 %
1999	\$ 50.8	5.2 %	\$ 23,100	6.9 %
2000	\$ 54.0	6.3 %	\$ 24,900	7.8 %
2001	\$ 55.0	1.9 %	\$ 24,300	- 2.4 %
2002	\$ 57.5	4.5 %	\$ 24,600	1.2 %
2003	\$ 59.0	2.6 %	\$ 25,300	2.8 %
2004	\$ 61.6	4.4 %	\$ 26,600	5.1 %
2005	\$ 62.7	1.8 %	\$ 27,400	3.0 %
2006	\$ 66.8	6.5 %	\$ 29,000	5.8 %
2007	\$ 69.9	4.6 %	\$ 30,400	4.8 %
2008	\$ 71.8	2.7 %	\$ 31,000	2.0 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Created by: Center for Economic Development, California State University, Chico



7.4 Tax Revenues Generated by Travel Expenditures

Overview

The tax revenues indicator is an estimate of revenue generated by local government from travel expenditures shown earlier in this section. The revenue can be in the form of taxes, fees for service, fines, or any other source. The totals are not limited to general revenue, which can be spent at the discretion of the local governmental jurisdiction, but also include functional revenue that must be spent for a specific purpose.

Local sales taxes and transient occupancy taxes (TOT) are typically the largest components of tax revenues generated by travel expenditures. This represents a portion of the revenues generated by sales of taxable items shown in section six.

Tax revenues generated by travel expenditures are a measure of the fiscal benefit to local governments in Butte County that is derived from travel and tourism. The size of the revenue impact can help determine the desirability of local government investment in promoting travel and tourism within its jurisdiction.

Butte County

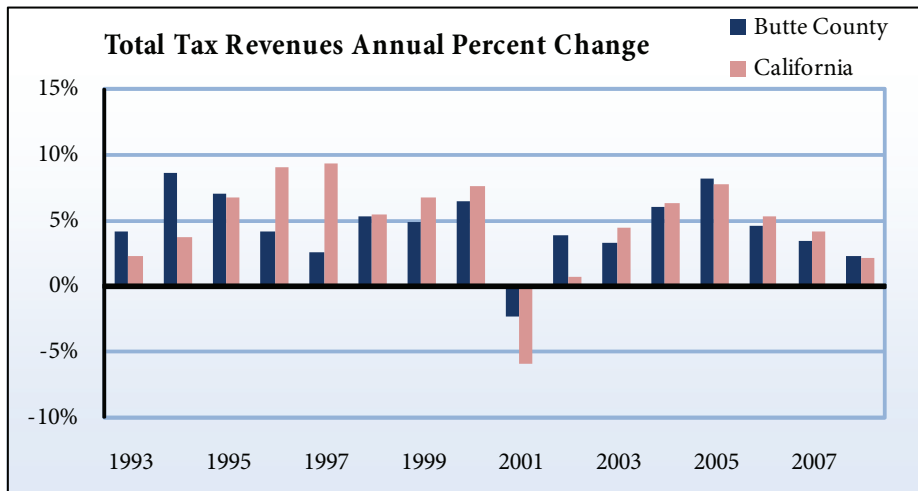
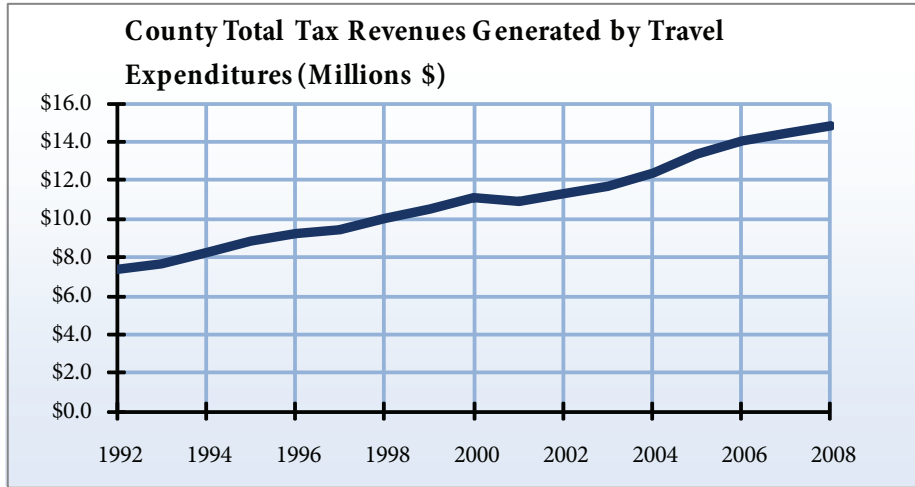
Tourism tax revenues in Butte County have been steadily increasing over the last decade. In 1999, Butte County generated \$10.48 million in total tax revenues, including both local and state taxes. By 2008, total tax revenues in Butte County increased to \$14.8 million, a 41 percent increase since 1999. This was more than California, which saw a 37 percent increase during the same time. In addition, the county's travel-generated local tax revenue increased 58 percent, while state tax revenues in the county increased approximately 36 percent over the last decade. Many of the attractions in the county offer untaxed goods and services, so the numbers may not reflect the total tourism activity in the county.

Tax Revenues Generated by Travel Expenditures, County and State (Millions)

Year	Local tax revenues	State tax revenues	Total tax revenues	County Annual percent change	California Annual percent change
1992	\$ 1.5	\$ 5.8	\$ 7.4	n/a	n/a
1993	\$ 1.7	\$ 6.0	\$ 7.7	4.1 %	2.3 %
1994	\$ 1.9	\$ 6.4	\$ 8.3	8.5 %	3.7 %
1995	\$ 2.1	\$ 6.8	\$ 8.9	7.0 %	6.7 %
1996	\$ 2.2	\$ 7.1	\$ 9.3	4.1 %	9.1 %
1997	\$ 2.3	\$ 7.2	\$ 9.5	2.5 %	9.3 %
1998	\$ 2.4	\$ 7.6	\$ 10.0	5.3 %	5.4 %
1999	\$ 2.6	\$ 7.9	\$ 10.5	4.9 %	6.7 %
2000	\$ 2.8	\$ 8.4	\$ 11.2	6.5 %	7.5 %
2001	\$ 2.9	\$ 8.0	\$ 10.9	- 2.4 %	- 5.9 %
2002	\$ 3.0	\$ 8.3	\$ 11.3	3.8 %	0.8 %
2003	\$ 3.1	\$ 8.6	\$ 11.7	3.3 %	4.4 %
2004	\$ 3.2	\$ 9.1	\$ 12.4	6.0 %	6.2 %
2005	\$ 3.5	\$ 9.9	\$ 13.4	8.2 %	7.8 %
2006	\$ 3.7	\$ 10.3	\$ 14.0	4.6 %	5.3 %
2007	\$ 3.9	\$ 10.6	\$ 14.5	3.4 %	4.1 %
2008	\$ 4.1	\$ 10.8	\$ 14.8	2.2 %	2.1 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Created by: Center for Economic Development, California State University, Chico



7.5 Select Highway Traffic Volume

Overview

Traffic volumes on California State Highways are estimated annually and measured on-the-ground periodically by the California Department of Transportation. The data is collected to help the state understand where traffic volume is growing and for planning traffic improvements.

Traffic volume is an indicator of change in economic interconnectivity between regions and communities. Most traffic growth over a ten-year period reflects increases in commute patterns, although other factors include increased shopping trips and commercial traffic.

Butte County

The junction with the largest traffic increase between 1999 and 2009 was highway 70 in Oroville at highway 162. Traffic counts north of the intersection increased 40 percent in the time period. Traffic in both Chico and Oroville seem to have increased the

most in the time period with little change in traffic levels coming for Biggs and Gridley.

Average Annual Daily Traffic Volumes

Highway/ Interstate	Location	1999		2009		Percent Change	
		North/ East	South/ West	North/ East	South/ West	North/ East	South/ West
32	WEST SACRAMENTO AVE	21,900	17,100	21,200	19,200	-3.2%	12.3%
70	OROVILLE, JCT. RTE. 162	14,400	12,600	20,100	14,600	39.6%	15.9%
99	EAST BIGGS HIGHWAY	10,900	13,500	11,200	13,400	2.8%	-0.7%
99	JCT. RTE. 149 SOUTHEAST	22,500	9,600	24,800	9,600	10.2%	0.0%
99	CHICO, SKYWAY (TO PARADISE)	52,000	30,000	49,500	32,500	-4.8%	8.3%
99	CHICO, EAST AVENUE	23,500	34,000	28,500	42,000	21.3%	23.5%
162	JCT. RTE. 99	2,300	940	2,800	930	21.7%	-1.1%
191	DURHAM PENTZ ROAD	5,400	4,450	6,100	5,100	13.0%	14.6%

Source: California Department of Transportation

Created by: Center for Economic Development, California State University, Chico

7.6 Travel Time to Work

Overview

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It is measured every ten years by the decennial census.

As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. Commuting has become a way of life. People spend an increasing number of hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, at home, or in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the number of people working from their homes or nearby offices, while the expansion of large businesses in metropolitan areas attracts employees from rural areas. Commuting has had a tremendous effect on local economies, increasing the need for alternative forms of transportation, including public transit.

Butte County

For many residents in Butte County, commuting to work is a ten- to nineteen-minute drive in a personal car, truck, or van. As of 2000, 30,792 residents in Butte County, which is 38.1 percent of total employed residents, commuted to their place of employment in a ten- to nineteen-minute drive, while 12.6 percent faced a commute of twenty to twenty-nine minutes. These were also the two most common commute times statewide. A significant number of Butte County residents had much shorter commutes, with 18,572 people reporting a commute time of less than ten minutes. This number, which is 23 percent of all employed

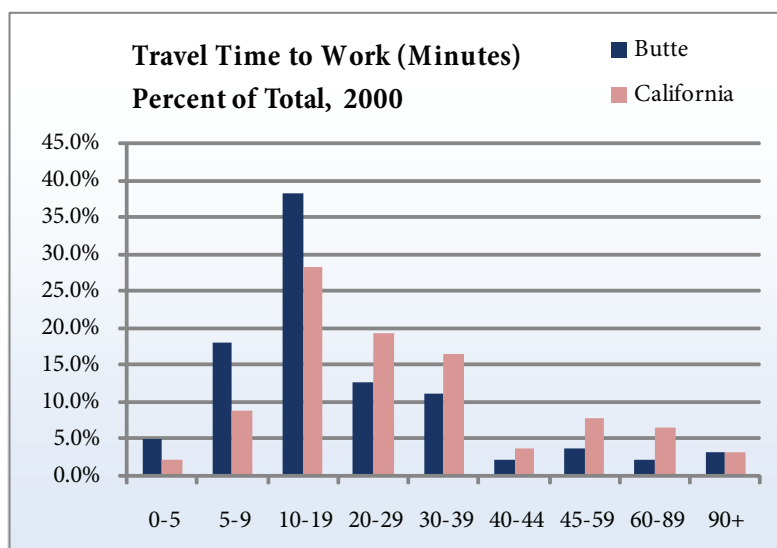
Butte County residents, is higher than the 11 percent of workers with similar commutes throughout California.

Travel Time to Work

Travel Time to Work	1990		2000	
	Number	Percent	Number	Percent
Did not work at home	66,478	95.6%	77,324	95.7%
Less than 5 minutes	3,935	5.7%	4,093	5.1%
5 to 9 minutes	14,023	20.2%	14,479	17.9%
10 to 19 minutes	27,646	39.7%	30,792	38.1%
20 to 29 minutes	8,252	11.9%	10,171	12.6%
30 to 39 minutes	6,815	9.8%	8,916	11.0%
40 to 44 minutes	1,064	1.5%	1,675	2.1%
45 to 59 minutes	2,094	3.0%	2,997	3.7%
60 to 89 minutes	1,435	2.1%	1,708	2.1%
90 or more minutes	1,214	1.7%	2,493	3.1%
Worked at home	3,083	4.4%	3,485	4.3%
Total	69,561	100.0%	80,809	100.0%

Source: Bureau of the Census

Created by: Center for Economic Development, California State University, Chico



7.7 Means of Transportation to Work

Overview

Means of transportation to work is the type of vehicle or mode used to get from home to work on work days. As with travel time, it is only consistently measured by the decennial census unless a local survey is conducted during noncensus years.

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county.

Butte County

As of 2000, the vast majority of employed Butte County residents, 87.6 percent, got to work via car, truck, or van. Of those residents, 84.8 percent drove alone, compared to 83.2 percent throughout California in 2000. In the county, 15.2 percent of that same group carpooled in 2000.

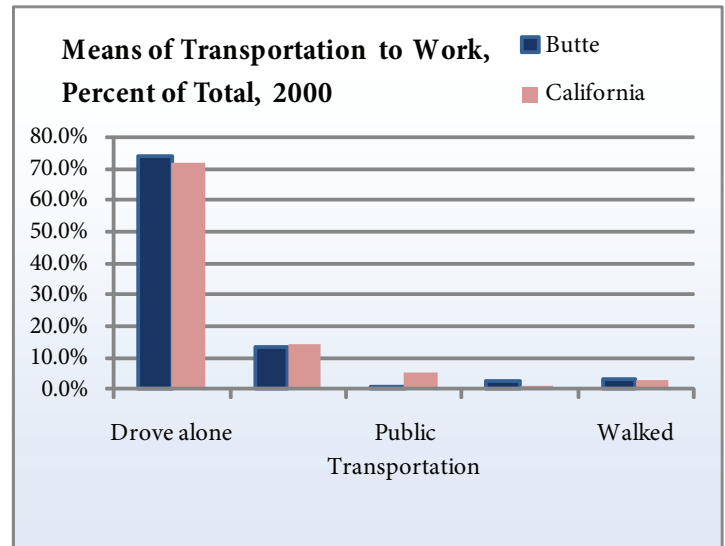
In the same year, 6 percent of Butte County's employed residents used nonmotorized means to get to work: 2.6 percent rode a bicycle and 3.4 percent walked. Only 1.1 percent of the total number of employed residents in Butte County used public transportation of some kind.

Means of Transportation to Work

Means of Transportation	1990		2000	
	Number	Percent	Number	Percent
Car, truck, or van	59,721	85.9%	70,749	87.6%
Drove alone	52,522	75.5%	60,001	74.3%
Carpooled	7,199	10.3%	10,748	13.3%
Public Transportation	459	0.7%	899	1.1%
Motorcycle	392	0.6%	172	0.2%
Bicycle	2,727	3.9%	2,064	2.6%
Walked	2,670	3.8%	2,754	3.4%
Other means	509	0.7%	686	0.8%
Worked at Home	3,083	4.4%	3,485	4.3%
Total	69,561	100.0%	80,809	100.0%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Created by: Center for Economic Development, California State University, Chico



7.8 Vehicle Registration

Overview

Registration is an annual fee based on vehicle type and required for all vehicles intended for use on the highway or in town. A biennial smog check is required for all gasoline vehicles made after 1975. Models made before that time are exempt, as well as models made within the last six years, some diesel powered vehicles, motorcycles, hybrids, and electric vehicles.

Vehicle registration, per capita, has generally increased over time, meaning more cars on the road for every living person. Increasing volume of vehicles can indicate increasing traffic levels, the impacts of which may need to be addressed by state and local government bodies.

The California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV) use vehicle registration fees to offset costs for road safety, maintenance, and repairs. Registration fees also benefit local projects, such as fingerprint identification for children in the community, the disposal of abandoned vehicles, Service Authority for Freeway Emergencies (SAFE), auto theft deterrence/DUI educational prevention tactics, and air quality monitoring and management programs.

Butte County

The number of total vehicle registrations increased steadily over the last several years, and reached a peak of 229,782 vehicles in Butte County in 2006. In 2009 the number of vehicle registrations took a dive to 227,477. Of these, 120,366 were automobiles, 53,584 were trucks, 44,657 were trailers, and 6,861 were motorcycles. These numbers are expected to rise as more people obtain their driver's licenses and begin driving in Butte County. Because registration fees in certain cases can be more

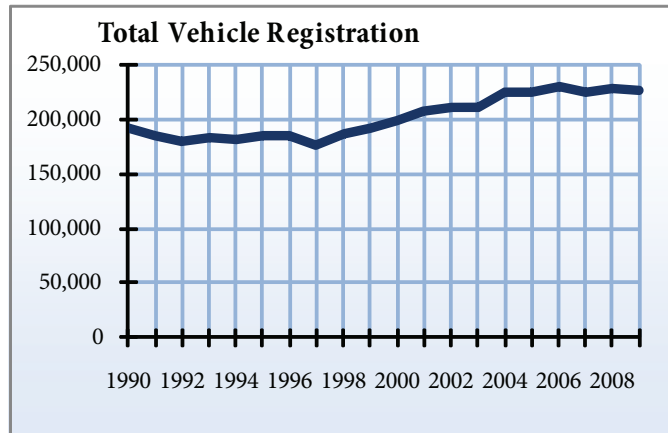
than \$400, vehicle registration and vehicle licensing fees are a significant source of income for the county.

Estimated Fee Paid Vehicle Registrations

Year	Autos	Trucks	Trailers	Mortorcycles	Total
1990	103,891	48,904	31,905	5,615	192,305
1991	103,760	44,665	28,584	5,901	184,901
1992	101,130	43,719	28,172	5,454	180,467
1993	101,690	44,411	30,043	5,282	183,419
1994	101,148	44,820	28,732	4,968	181,662
1995	102,047	45,047	30,737	4,799	184,625
1996	102,285	45,822	30,895	4,680	185,678
1997	97,345	43,286	31,068	3,433	177,129
1998	103,502	46,236	31,373	3,327	186,436
1999	105,365	47,235	33,817	3,412	191,828
2000	108,224	48,248	36,738	3,632	198,842
2001	111,897	49,030	41,135	3,882	207,945
2002	115,877	50,643	39,198	4,201	211,921
2003	115,232	50,905	39,410	4,493	212,043
2004	121,003	53,982	42,694	5,085	224,768
2005	118,799	53,272	45,406	5,400	224,882
2006	120,492	54,556	46,837	5,891	229,782
2007	120,982	54,852	41,882	6,178	225,901
2008	121,017	54,233	43,693	6,965	227,916
2009	120,366	53,584	44,657	6,861	227,477

Source: California Department of Motor Vehicles

Created by: Center for Economic Development, California State University, Chico



8. Community Health

Health and human service agencies are involved in treating and monitoring the health care needs of the community. Community health indicators measure the success of programs and services that provide access to physical and mental support for the community.

When considering community health indicators, it is helpful to look not only at traditional medical indicators (births, deaths, etc.), but those that measure individual and collective health as well. Individual health may be influenced by a variety of factors, including educational attainment, employment, environmental factors, and even community relations. Other indicators measure the availability, and perhaps the adequacy, of health care services in the area.

Indicators in this section can be linked to issues of unemployment and poverty as poverty can affect a person's ability to receive adequate health care. Conversely health issues can affect a person's ability to work and improve their standard of living.

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8.1 Death Rate

Overview

The data is reported by place of residence at the time of death; as long as the decedent was a permanent resident of Butte County at the time of death, they are included. Age and race/ethnicity of decedent, place of death, and cause of death, among other characteristics are also reported to the California Department of Public Health.

Death statistics are essential when evaluating public health and generally identifies the degree to which the county has an aging population. This data is used for identifying health issues in the community, and targeting public health programs and services. Age-adjusted death rates are not published by CDPH at the county level.

Butte County

In 2008, the number of deaths among Butte County Residents totaled 2,288. There was an overall increase of 22 deaths from 2007 to 2008 in Butte County, with no change in the death rate.

Number of Deaths, County

Year	Number	Rate per 1,000
1991	1,816	9.8
1992	2,025	10.7
1993	1,974	10.3
1994	1,971	10.2
1995	2,128	10.8
1996	2,109	10.7
1997	2,192	11.0
1998	2,133	10.7
1999	2,124	10.6
2000	2,134	10.5
2001	2,240	10.9
2002	2,253	10.8
2003	2,200	10.5
2004	2,178	10.2
2005	2,145	10.0
2006	2,331	10.8
2007	2,266	10.4
2008	2,288	10.4

Source: California Department of Public Health

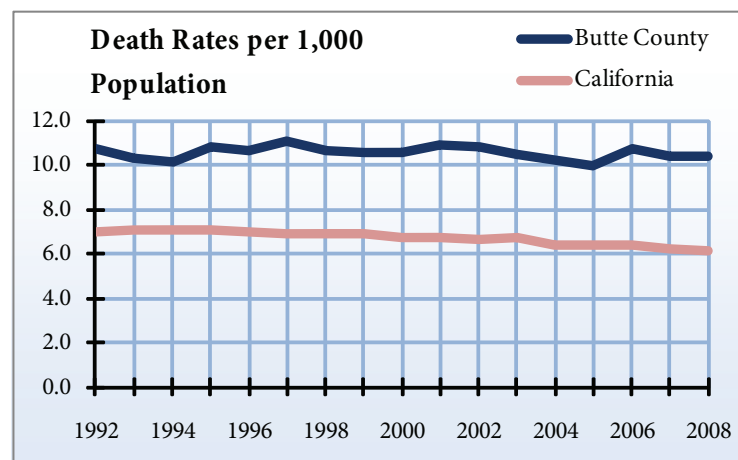
Created by: Center for Economic Development, California State University, Chico

Number of Deaths, California

Year	Number	Rate per 1,000
1991	214,220	7.1
1992	214,586	7.0
1993	220,271	7.1
1994	222,854	7.1
1995	222,626	7.0
1996	222,308	7.0
1997	223,438	6.9
1998	225,450	6.9
1999	227,965	6.9
2000	228,281	6.8
2001	232,790	6.8
2002	233,246	6.7
2003	239,325	6.7
2004	232,464	6.4
2005	236,220	6.4
2006	236,452	6.4
2007	233,467	6.2
2008	234,072	6.2

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico



8.2 Birth Rate

Overview

The birth rate is the number of live births that occur for every 1,000 people in the county. The number of births and rate is tabulated by the California Department of Public Health from records of the state's county health departments.

Birth rates indicate the degree to which the population reproduces. High birth rates can indicate a healthier population, although lower birth rates may be due to fewer family-age adults in the community, or a greater propensity for lifestyles that include smaller than average families. Birth rates tend to increase slightly during economic booms and decrease slightly during recessions, although long-term trends in birth rates are not an indicator of long-term economic activity.

Butte County

County birth rates are consistently below average compared to the state, which is attributable to the higher senior population of the county. Rates have been declining along with those of the state since 1991.

Number of Live Births, County

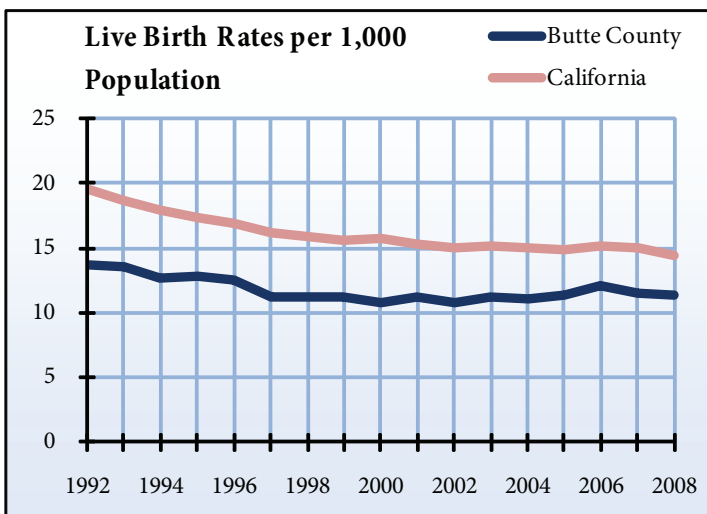
Year	Number	Rate per
		1,000
1991	2,566	13.8
1992	2,607	13.8
1993	2,600	13.6
1994	2,482	12.8
1995	2,518	12.8
1996	2,475	12.5
1997	2,253	11.3
1998	2,267	11.3
1999	2,256	11.2
2000	2,196	10.8
2001	2,314	11.3
2002	2,268	10.9
2003	2,382	11.3
2004	2,354	11.1
2005	2,451	11.4
2006	2,633	12.2
2007	2,519	11.5
2008	2,518	11.5

Source: California
Department of Public
Created by: Center for
Economic Development,

Number of Live Births, California

Year	Number	Rate per
		1,000
1991	609,228	20.2
1992	600,838	19.6
1993	584,483	18.8
1994	567,034	18.0
1995	551,226	17.4
1996	538,628	16.9
1997	524,174	16.3
1998	521,265	16.0
1999	518,073	15.6
2000	531,285	15.8
2001	527,371	15.3
2002	529,245	15.1
2003	540,827	15.2
2004	544,685	15.0
2005	548,700	15.0
2006	562,157	15.2
2007	566,137	15.1
2008	551,567	14.6

Source: California
Department of Public Health
Created by: Center for
Economic Development,



8.3 Leading Causes of Death

Overview

Each death in the county is reported with certain characteristic information, including age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. This indicator includes data on the ten leading causes of death in California each year, broken out by county. The tables show the number of deaths in Butte County and in California in order of California's top ten most common causes of death in California between 1999 and 2008.

Butte County

The leading cause of death in Butte County is heart disease, which is also the leading cause of death in the state. The second leading cause of death in Butte County is cancer, California's second leading cause of death. In the last ten years, the number of deaths caused by heart disease has stayed relatively constant. Whereas the number of deaths caused by alzheimers has fluctuated between 31 deaths in 2000 and 128 deaths in 2008.

Leading Causes of Death, County

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
All Causes	2,124	2,134	2,240	2,253	2,200	2,178	2,145	2,331	2,266	2,288
Heart Disease	547	552	641	658	564	570	564	552	576	561
Cancer	519	482	498	497	465	450	457	508	544	483
Cerebro-Vascular Disease	179	202	165	177	177	161	166	157	121	142
Pneumonia & Influenza	29	66	63	68	70	52	57	66	41	44
Pulmonary Disease	159	143	142	140	163	135	151	155	144	173
Accidents	91	77	95	123	121	109	112	134	151	138
Alzheimers	78	31	34	49	71	91	94	86	73	128
Diabetes	45	40	48	54	51	51	36	52	40	51
Cirrhosis	29	30	36	47	28	42	30	28	30	27
Suicide	30	40	31	31	40	38	33	48	32	40
All other causes	418	471	487	409	450	479	445	545	514	501

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico

Leading Causes of Death, California

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
All Causes	227,965	228,281	232,790	233,246	239,325	232,464	236,220	236,452	233,467	234,072
Heart Disease	69,900	68,533	69,004	68,387	69,013	65,002	64,689	64,648	62,220	60,739
Cancer	52,880	53,005	53,810	53,926	54,307	53,708	54,613	54,043	54,918	54,579
Cerebro-Vascular Disease	18,079	18,090	18,078	17,551	17,686	16,884	15,551	15,011	13,724	13,792
Pneumonia & Influenza	3,934	8,355	8,167	8,098	8,184	7,331	7,537	7,329	6,522	6,576
Pulmonary Disease	13,187	12,754	13,056	12,643	13,380	12,519	13,167	12,807	12,497	13,346
Accidents	8,940	8,814	9,274	9,882	10,470	10,614	10,926	11,236	11,426	10,667
Alzheimers	8,014	4,398	4,897	5,405	6,585	6,962	7,694	8,141	8,495	10,095
Diabetes	6,004	6,203	6,457	6,783	7,088	7,119	7,679	7,367	7,395	7,349
Cirrhosis	3,546	3,673	3,759	3,725	3,832	3,686	3,819	3,826	4,052	4,142
Suicide	3,047	3,113	3,256	3,210	3,396	3,364	3,188	3,296	3,543	3,729
All other causes	40,434	41,343	43,032	43,636	45,384	45,275	47,357	48,748	48,675	49,058

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico

8.4 Infant Mortality

Overview

Infant mortality is used to compare the health and well-being of populations across and within countries.

Infant mortality rates are a subset of total deaths presented earlier in this section and are the sum of infant and neonatal deaths, which are described below:

Neonatal death is a death occurring within the first twenty-eight days of life.

Infant death is a death occurring during the first year of life.

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

Butte County

There was a total of twenty infant deaths in Butte County in 2007, an increase of four deaths from the previous year. This figure represents 7.9 percent of the live births for the same year, 2.7 percent higher than the California average.

**Number of Infant Deaths,
County**

Year	Number	Deaths per
		1,000 live births
1999	7	3.1
2000	14	6.4
2001	10	4.3
2002	18	7.9
2003	15	6.3
2004	14	5.9
2005	17	6.9
2006	16	6.1
2007	20	7.9

Source: California Department of Public Health

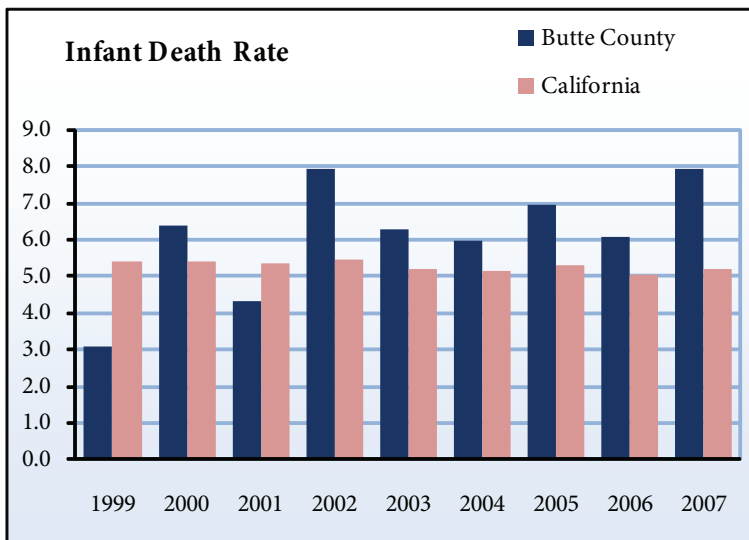
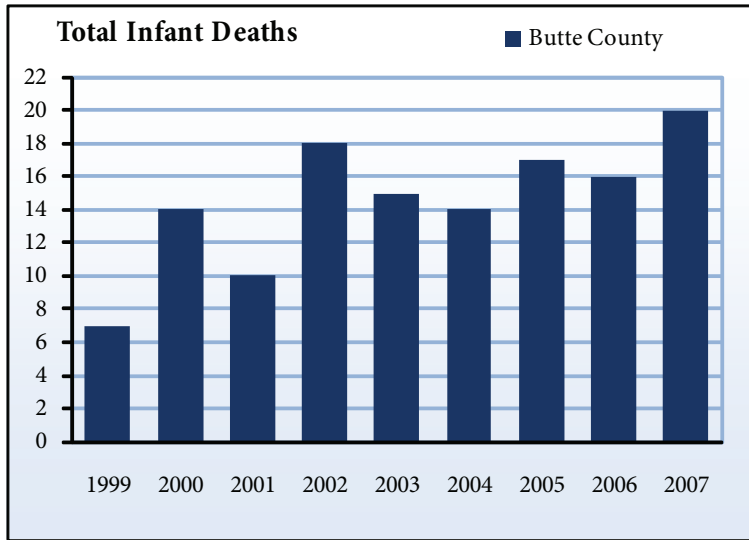
Created by: Center for Economic Development, California State University, Chico

**Number of Infant Deaths,
California**

Year	Number	Deaths per
		1,000 live births
1999	2,787	5.4
2000	2,884	5.4
2001	2,815	5.3
2002	2,875	5.4
2003	2,819	5.2
2004	2,811	5.2
2005	2,913	5.3
2006	2,829	5.0
2007	2,941	5.2

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico



8.5 Low Birth Weight Infants

Overview

Births of infants with a low birth weight (less than 2,500 grams, about 5.5 pounds) are reported by the California Department of Health Services as a subset of birth data.

Low birth weight is a major cause of infant mortality. Birth weight is also an important element in childhood development. There are many factors that lead to low birth weights, such as smoking tobacco during pregnancy, using alcohol or other nonprescribed substances, poor nutrition, inadequate prenatal care, and premature birth. Low birth weight babies are at a higher risk to be born with underdeveloped organs. This can lead to lung problems, such as respiratory distress syndrome, bleeding of the brain, vision loss, and/or serious intestinal problems. Low birth weight babies are more than twenty times more likely to die in their first year of life than babies born at a normal weight.

Butte County

The total number of low birth weight births was 133 in Butte County in 2008, which was over 5.3 percent of the total number of births in the same year. This percentage is down from 6 percent in 2006, and yet it is 1.5 percent less than the rate of low birth weight births across California. In fact, the percentage of total births designated as low birth weight births in Butte County has been lower than statewide percentages since 1990. See below for a comparative graph of low birth weight in Butte County and California from 1990-2008.

Low Birth Weight Infants, County

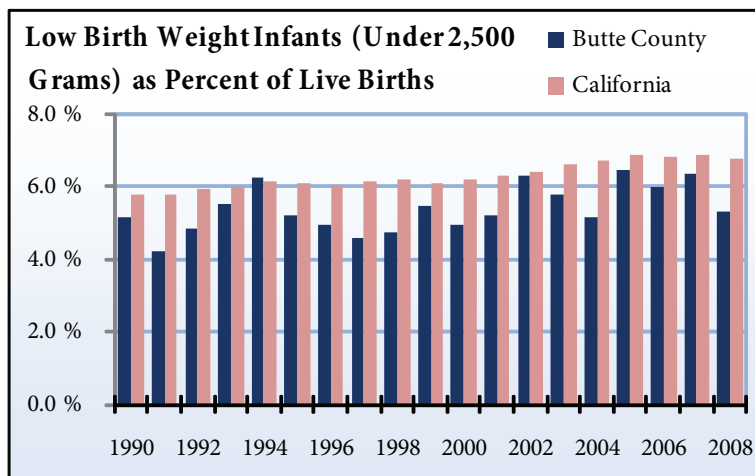
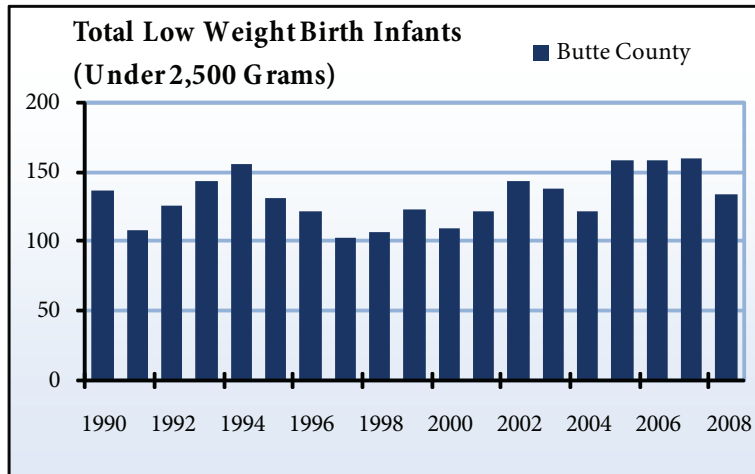
Year	Number	Percent of live births
1990	137	5.2 %
1991	108	4.2 %
1992	126	4.8 %
1993	143	5.5 %
1994	155	6.2 %
1995	131	5.2 %
1996	122	4.9 %
1997	103	4.6 %
1998	107	4.7 %
1999	123	5.5 %
2000	109	5.0 %
2001	121	5.2 %
2002	143	6.3 %
2003	138	5.8 %
2004	121	5.1 %
2005	158	6.4 %
2006	158	6.0 %
2007	160	6.4 %
2008	133	5.3 %

Source: California
Department of Public Health
Created by: Center for
Economic Development,
California State University,

Low Birth Weight Infants, California

Year	Number	Percent of live births
1990	35,474	5.8 %
1991	35,359	5.8 %
1992	35,608	5.9 %
1993	35,116	6.0 %
1994	34,876	6.2 %
1995	33,588	6.1 %
1996	32,649	6.1 %
1997	32,232	6.1 %
1998	32,438	6.2 %
1999	31,686	6.1 %
2000	32,853	6.2 %
2001	33,196	6.3 %
2002	33,859	6.4 %
2003	35,659	6.6 %
2004	36,481	6.7 %
2005	37,653	6.9 %
2006	38,517	6.9 %
2007	38,923	6.9 %
2008	37,507	6.8 %

Source: California
Department of Public Health
Created by: Center for
Economic Development,
California State University,



8.6 Teenage Pregnancy

Overview

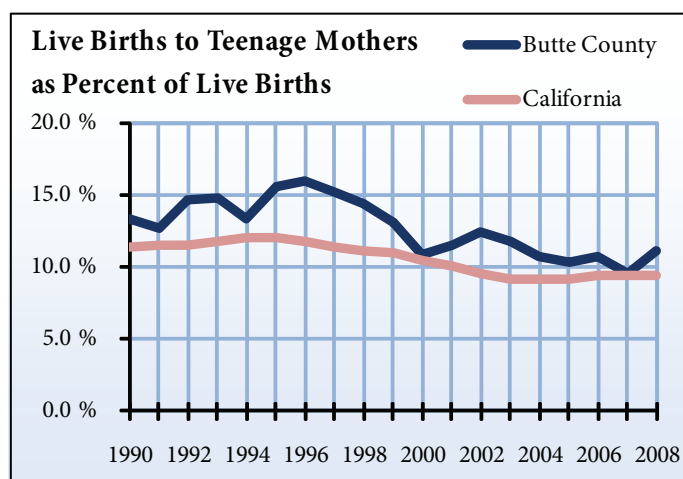
Teen births are reported by the California Department of Health Services as births to mothers under the age of twenty. It is a subset of the birth data published by the California Department of Public Health.

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. According to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely (before thirty-seven completed weeks of pregnancy). Many factors contribute to the increased risk of health problems of babies born to teenage mothers. Teens often have poor eating habits and neglect taking vitamins. Many teens smoke, drink alcohol, or even take drugs.

Teenage mothers are more likely to drop out of high school than those who wait until later years to have their own children. Usually lacking necessary education skills, teenage mothers potentially have a harder time finding and keeping well-paying jobs.

Butte County

Teenage pregnancy within Butte County has exhibited unique patterns over the last fifteen years. Unfortunately, the percentage of live births by teen mothers in Butte County has consistently been higher than California's average for more than two decades. In Butte County, there were 281 teen births in 2008, an increase of 41 births from the previous year.



**Total Teen Births,
County**

Year	Number	Percent of live births
1990	354	13.4 %
1991	325	12.7 %
1992	383	14.7 %
1993	385	14.8 %
1994	330	13.3 %
1995	391	15.5 %
1996	396	16.0 %
1997	342	15.2 %
1998	326	14.4 %
1999	296	13.1 %
2000	239	10.9 %
2001	266	11.5 %
2002	283	12.5 %
2003	280	11.8 %
2004	252	10.7 %
2005	253	10.3 %
2006	282	10.7 %
2007	240	9.5 %
2008	281	11.2 %

Source: California

Department of Public Health
Created by: Center for
Economic Development,
California State University,
Chico

**Total Teen Births,
California**

Year	Number	Percent of live births
1990	69,560	11.4 %
1991	70,322	11.5 %
1992	69,272	11.5 %
1993	68,519	11.7 %
1994	68,198	12.0 %
1995	66,644	12.1 %
1996	63,118	11.7 %
1997	59,851	11.4 %
1998	58,141	11.2 %
1999	56,577	10.9 %
2000	55,373	10.4 %
2001	52,966	10.0 %
2002	50,201	9.5 %
2003	49,330	9.1 %
2004	49,737	9.1 %
2005	50,017	9.1 %
2006	52,770	9.4 %
2007	53,393	9.4 %
2008	51,704	9.4 %

Source: California

Department of Public Health
Created by: Center for
Economic Development,
California State University,
Chico

8.7 Late Prenatal Care

Overview

Late prenatal care is a count of births where the mother first saw a physician about her pregnancy after her third trimester began. Data is collected by county health departments from surveys of every birth and reported to the California Department of Public Health. The survey includes a question about when the mother first sought medical care during her pregnancy.

Late prenatal care is one of the more prominent risk factors for many medical complications later in pregnancy, during childbirth, or among the children themselves. Early medical care can help expectant mothers with lifestyle and medication changes that might otherwise affect their child.

Butte County

In 2008 the percent of live births with late prenatal care in the county was 4.0 percent compared to 3.2 percent in the state. However, late prenatal care in California has decreased significantly, while rates in the county have fluctuated from 5.8 percent in 1990 to 4.0 percent in 2008. County rates exceeded the state's rates between 1993 and 2008.

Births With Late or No Prenatal Care, County

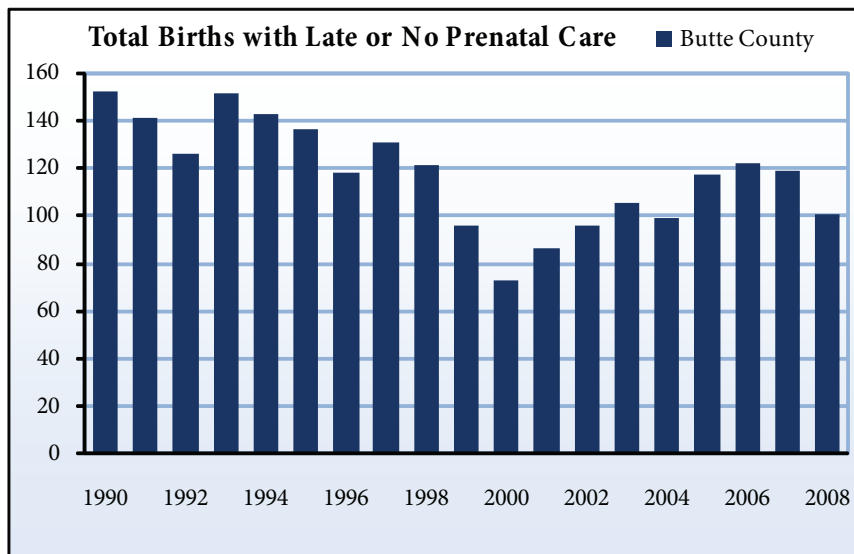
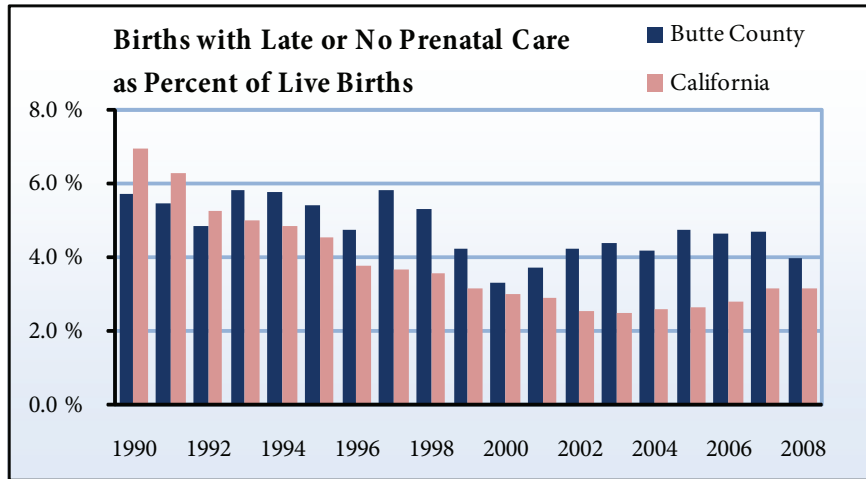
Year	Number	Percent of live births
1990	152	5.8 %
1991	141	5.5 %
1992	126	4.8 %
1993	151	5.8 %
1994	143	5.8 %
1995	136	5.4 %
1996	118	4.8 %
1997	131	5.8 %
1998	121	5.3 %
1999	96	4.3 %
2000	73	3.3 %
2001	86	3.7 %
2002	96	4.2 %
2003	105	4.4 %
2004	99	4.2 %
2005	117	4.8 %
2006	122	4.6 %
2007	119	4.7 %
2008	101	4.0 %

Source: California
Department of Public Health
Created by: Center for
Economic Development,
California State University,
Chico

Births With Late or No Prenatal Care, California

Year	Number	Percent of live births
1990	42,553	7.0 %
1991	38,277	6.3 %
1992	31,755	5.3 %
1993	29,185	5.0 %
1994	27,458	4.8 %
1995	25,099	4.6 %
1996	20,328	3.8 %
1997	19,244	3.7 %
1998	18,650	3.6 %
1999	16,319	3.1 %
2000	16,051	3.0 %
2001	15,258	2.9 %
2002	13,606	2.6 %
2003	13,447	2.5 %
2004	14,123	2.6 %
2005	14,635	2.7 %
2006	15,658	2.8 %
2007	17,847	3.2 %
2008	17,388	3.2 %

Source: California
Department of Public Health
Created by: Center for
Economic Development,
California State University,
Chico



8.8 Medical Service Providers

Overview

The Medical Board of California is the state's licensing agency for practicing physicians. The table in this section presents the number of licenses where the primary address of the practice is in Butte County. This may not entirely represent health care availability in the area if there are a significant number of physicians practicing part-time in Butte County with a primary address in neighboring places.

The number of practitioners providing services within an area can indicate the available health care resources in a community. Access to health care and preventative services, such as immunizations and health screenings, are important to an individual's health. Those lacking preventative services are at a higher risk for some diseases, especially those that are preventable by vaccine.

Butte County

The Medical Board of California regulates the majority of medical issues and concerns in California, and is responsible for reporting the number of physicians in specific areas in their annual report. As of 2008,

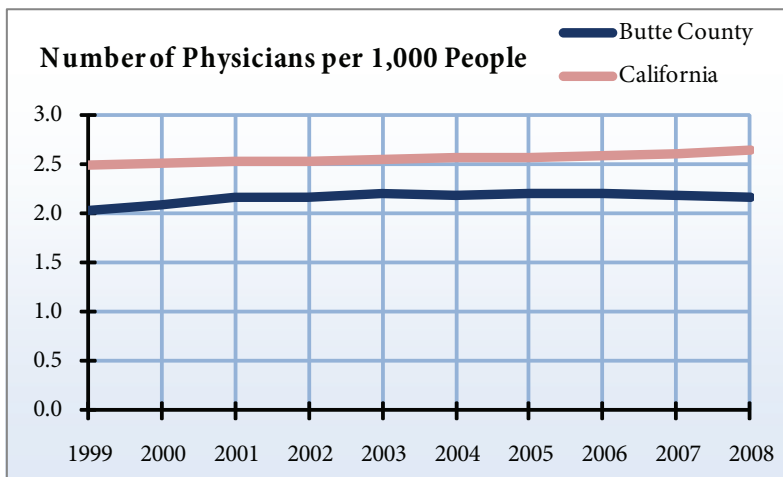
there were 474 physicians actively practicing in Butte County, a decrease of 2 from the previous year.

Number of Physicians

Fiscal Year	Number of physicians	Total physicians in California
1999	407	82,872
2000	423	84,675
2001	443	86,934
2002	449	89,025
2003	463	91,049
2004	465	92,852
2005	474	94,546
2006	476	96,299
2007	476	97,878
2008	474	99,900

Source: Medical Board of California

Created by: Center for Economic Development, California State University, Chico



9. Welfare

The amount of assistance utilized by families and individuals in need is an indication of how well the community is meeting the basic needs of the less fortunate in our society. Also, by assessing the available services and the amount of existing need, it becomes apparent what additional services and/or assistance might improve the quality of life in a specific area. Welfare indicators are also a good indication of the county's socio-economic make-up.

In this section:

9.1 TANF/CalWORKs Caseload & Expenditures . . .	138
9.2 Food Stamps Caseload & Expenditures	140
9.3 Medi-Cal Beneficiaries	142
9.4 Foster Care Entries	144
9.5 School Free and Reduced Meals	146

9.1 TANF/CalWORKs Caseload

Overview

The table shows the annual average number of California Work Opportunity and Responsibility to Kids (CalWORKs) recipients (persons) and cases (families or households). CalWORKs is California’s implementation of the federal Temporary Aid to Needy Families (TANF) program. Under the welfare reform legislation of 1996, TANF replaced the old welfare programs known as Aid to Families with Dependent Children (AFDC), the Job Opportunities and Basic Skills Training (JOBS) program, and the Emergency Assistance (EA) program.

CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. The program serves all fifty-eight counties in the state and is locally operated by county welfare departments. If a family has little or no cash and needs housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help. Families eligible for cash aid are those with needy children who are deprived because of a disability, absence or death of a parent, or unemployment of the principal earner. The assistance is intended to encourage work, enable families to become self-sufficient, and provide financial support for children who lack the proper support and care.

Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKs enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment.

Butte County

In Butte County, the number of TANF/CalWORKs cases and recipients has been steadily decreasing since a peak in FY01. In the FY09, the number of cases decreased

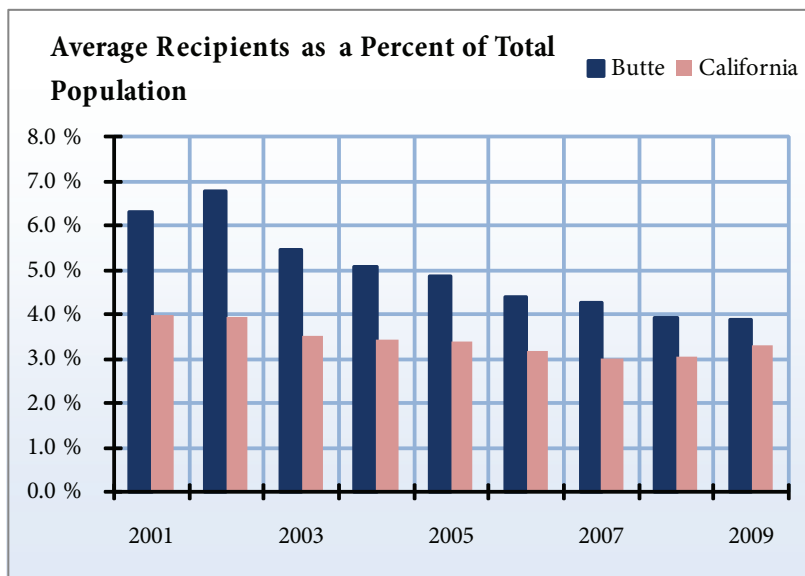
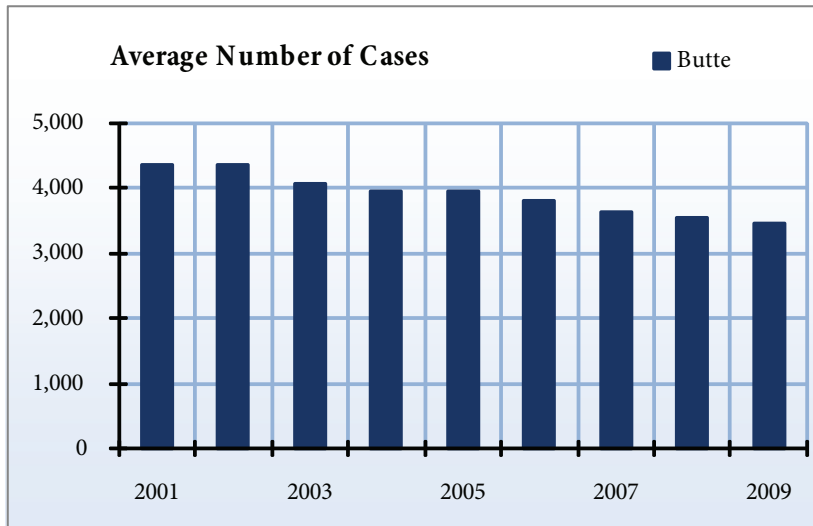
20.1 percent, compared to a 2.2 percent decrease in California.

TANF/CalWORKs Caseload

Year	Average number of cases	Average number of recipients
2001	4,217	12,983
2002	4,138	14,074
2003	3,696	11,467
2004	3,554	10,790
2005	3,368	10,401
2006	3,225	9,542
2007	3,049	9,257
2008	2,909	8,670
2009	2,917	8,617

Source: California Department of Social Services

Created by: Center for Economic Development, California State University, Chico



9.2 Food Stamps Caseload & Expenditures

Overview

The food stamp program is a federally funded program aimed at ending hunger and improving nutrition and health. The program is available to people whose income falls below a certain level, but who are actively seeking employment or are currently employed.

The food stamp program is administered through the U.S. Department of Agriculture (USDA). The department pays all of the costs of the food stamps issued and half of the administrative costs of the program. The state and county share the other half of the administrative costs. Through this system a county can provide for the basic nutrition needs of its population without suffering a major drain on its economy. Food stamps cannot be used to buy items such as pet food, soap, paper products, household supplies, alcoholic beverages, vitamins, or any food prepared in the store or ready-to-eat.

As with CalWORKs, food stamp caseloads and expenditures may be an indication that issues exist in the county affecting the ability of people to work, either due to lack of jobs or lack of ability to do paid work. Since those working may also be eligible for food stamp assistance, a high food stamp caseload may also indicate that a large percentage of households are supported by employment paying relatively low wages.

Butte County

Between 2008 and 2009, the average number of households receiving food stamps increased 17 percent, and the average number of persons receiving food stamps increased 14 percent. In comparison, the average number of households receiving food stamps in California increased 25 percent, and the average number

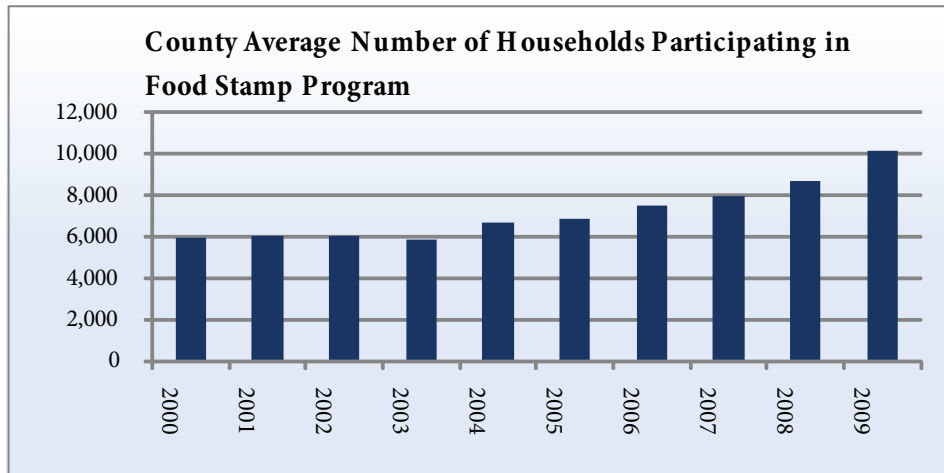
of persons receiving food stamps increased 23 percent in the same year.

Food Stamps, Recipients, and Expenditures

Year	Average number of households	Average number of persons	Total expenditures
2000	6,001	16,505	\$ 13,885,406
2001	6,023	16,393	\$ 14,462,985
2002	6,026	16,143	\$ 15,015,922
2003	5,862	15,394	\$ 15,460,473
2004	6,662	16,976	\$ 18,172,564
2005	6,871	17,232	\$ 19,693,429
2006	7,536	18,102	\$ 21,637,710
2007	7,952	18,632	\$ 23,707,042
2008	8,731	19,812	\$ 27,558,287
2009	10,206	22,541	\$ 38,051,086

Source: California Department of Social Services

Created by: Center for Economic Development, California State University, Chico



9.3 Medi-Cal Beneficiaries

Overview

Medi-Cal is California's program that replaces the federal Medicaid program in the state. It was created before Medicaid and, therefore, California legislators successfully requested that the federal government exclude this state from their program. It covers people who are disadvantaged physically or financially. Some examples of Medi-Cal eligibles are people aged 65 or older, those who are blind or disabled, those who receive a check through the Supplemental Security Income/State Supplemental Payments program, children and parents who receive financial assistance through the CalWORKs program, and women who are pregnant or diagnosed with cervical or breast cancer.

Many Medi-Cal recipients are also either CalWORKs or food stamp recipients, creating an overlap in program enrollment.

Information on Medi-Cal programs is helpful in determining the need for public medical assistance in a particular community. As with CalWORKs and food stamps, the relative need for assistance is also an

indicator of the social and/or economic status of area residents.

Butte County

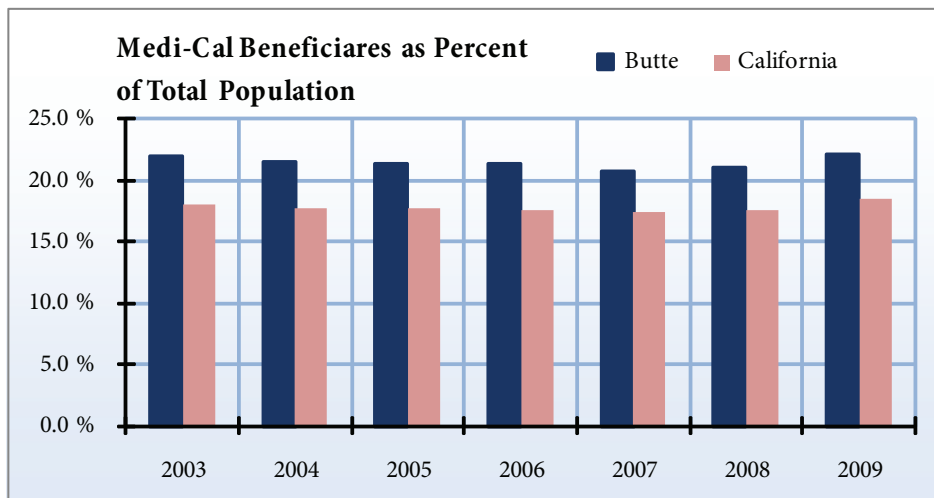
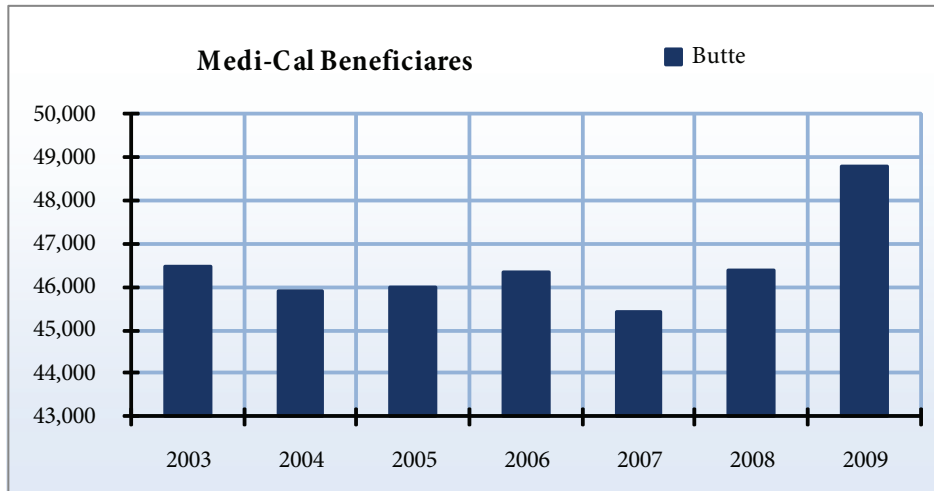
In 2009, approximately 22 percent of the population in Butte County was eligible for Medi-Cal benefits (48,780 people). In comparison, 19 percent of the population throughout California was eligible for benefits.

Medi-Cal Users

Year	Beneficiaries	Percentage of County Population	California Beneficiaries	Percentage of California Population
2003	46,477	22.0 %	6,478,049	18.0 %
2004	45,899	21.5 %	6,489,774	17.8 %
2005	45,997	21.3 %	6,560,346	17.8 %
2006	46,346	21.3 %	6,534,983	17.5 %
2007	45,410	20.8 %	6,553,258	17.4 %
2008	46,395	21.0 %	6,721,003	17.6 %
2009	48,780	22.0 %	7,094,877	18.4 %

Source: California Department of Healthcare Services

Created by: Center for Economic Development, California State University, Chico



9.4 Foster Care Entries

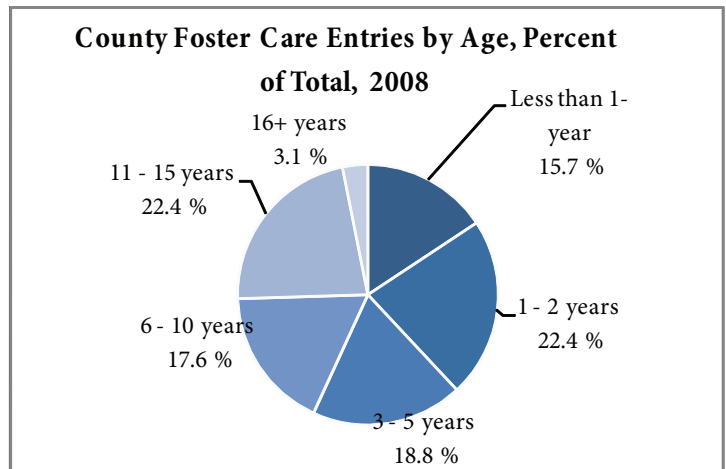
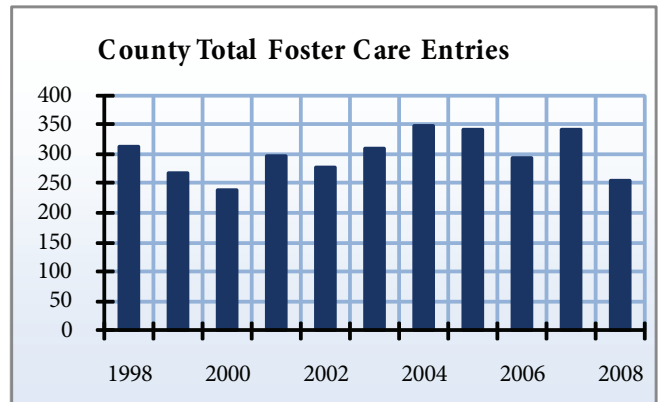
Overview

Foster care is an out-of-home care system designed to protect children who cannot safely remain in the care of their families. Child abuse and/or neglect are the main causes of child removal from the home, making the child a dependent of the court. The foster care program is aimed at placing these children (who have been removed from their families) in an environment where they will receive proper care and attention. Foster care entries can be of many different types, including kinship, foster, foster family agencies, group homes, shelters, and guardian care.

It is common for children placed in foster care to remain in the system, with multiple placements, until age eighteen. Depending on the success of the initial placements, the time spent in the welfare foster system can have lasting effects on the child's adult life following emancipation. For example, statistics show that children with over five placements suffer more hardships than a child who had fewer than five placements. A small but disturbing number of males enter the state prison system after they leave the child welfare system, while those women who become mothers while in foster care are four times as likely to receive welfare or state aid compared to other young females in their age group. It has been determined by the California Youth Connection that many emancipating foster youth are not made aware of their eligibility for benefits that could support their housing, child care, and employment needs. Roughly two-thirds of foster youth have college ambitions, but many emancipating youths do not attend because information on higher education and financial aid opportunities is not consistently provided in a timely manner.

Butte County

A total of 255 children entered foster care in Butte County in 2008, a 25 percent decrease from the previous year. The age of these children varied greatly, ranging from less than one year old to over sixteen years of age. Of those 255 children who entered foster care in 2008, fifty-seven were one to two years old.



County Foster Care Entries by Age

Year	Less than 1-year	1 - 2 years	3 - 5 years	6 - 10 years	11 - 15 years	16+ years	Total	Annual percent change
1998	47	39	55	82	73	18	314	n/a
1999	51	31	49	74	47	16	268	- 14.6 %
2000	40	29	42	62	57	9	239	- 10.8 %
2001	38	34	39	92	81	12	296	23.8 %
2002	42	50	40	67	70	7	276	- 6.8 %
2003	42	48	56	85	59	18	308	11.6 %
2004	49	64	74	71	71	18	347	12.7 %
2005	74	51	60	73	68	16	342	- 1.4 %
2006	48	48	54	73	55	14	292	- 14.6 %
2007	83	53	63	60	63	18	340	16.4 %
2008	40	57	48	45	57	8	255	- 25.0 %

Source: CWS/CMS 2009 Q3 Extract *8 days or more

Created by: Center for Economic Development, California State University,

County Foster Care Entries by Placement Type

Year	Kinship	Foster	FFA	Group	Shelter	Guardian	Missing	Court	Other	Total	Annual percent change
1998	65	56	180	6	1	6	0	0	0	314	n/a
1999	40	68	147	2	0	10	0	1	0	268	- 14.6 %
2000	21	40	163	3	3	9	0	0	0	239	- 10.8 %
2001	19	51	179	1	40	6	0	0	0	296	23.8 %
2002	16	50	138	0	70	2	0	0	0	276	- 6.8 %
2003	1	45	187	0	70	5	0	0	0	308	11.6 %
2004	5	68	220	0	51	3	0	0	0	347	12.7 %
2005	5	112	190	0	26	9	0	0	0	342	- 1.4 %
2006	10	68	192	2	8	12	0	0	0	292	- 14.6 %
2007	14	88	226	2	2	7	0	0	0	340	16.4 %
2008	9	55	158	1	18	14	0	0	0	255	- 25.0 %

Source: CWS/CMS 2009 Q3 Extract *8 days or more

Created by: Center for Economic Development, California State University, Chico

9.5 School Free and Reduced Meal Program

Overview

This indicator is the count of K-12 students enrolled in the free or reduced-priced meal program. The program provides meals to students from income-qualifying families. Families only have to claim a certain income level to enroll their children in the program, and no evidence or auditing is required. Periodically, schools will actively promote the program, which can temporarily boost enrollment.

Note: Total enrollment numbers differ between this indicator and section 10.1 because total enrollment for the free and reduced meal is calculated for total enrollment in October of a given year, students between ages 5 and 17.

Butte County

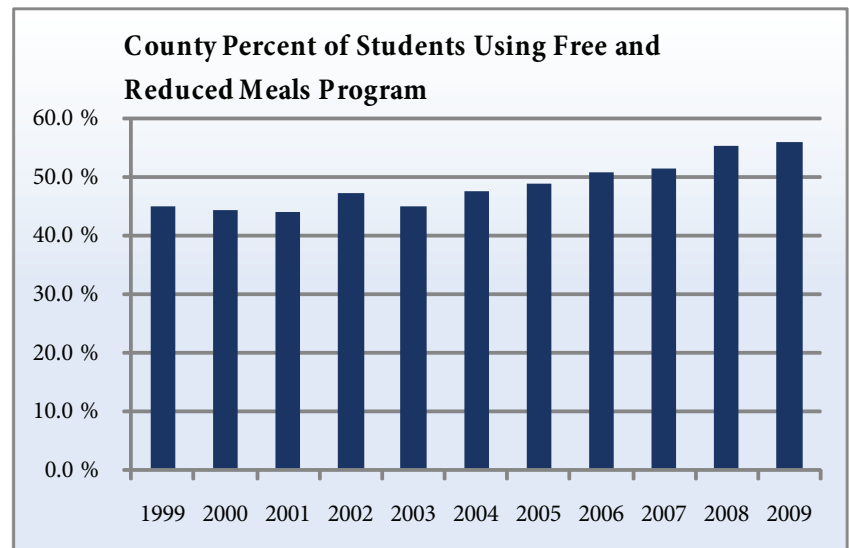
The percent of students enrolled in the free and reduced price meal program increased significantly from 44 percent in 2000 to over 56 percent in 2009. Program enrollment went from a low of 14,796 in 2002 to a high of 17,480 in 2008. Increased program enrollment was coupled with reduced total school enrollment, from 34,153 in 2001 to 30,630 in 2009, producing the large percent increase.

School Free and Reduced Meals

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students
1999	14,953	33,276	44.9 %
2000	15,073	33,935	44.4 %
2001	15,030	34,153	44.0 %
2002	14,796	31,156	47.5 %
2003	15,185	33,743	45.0 %
2004	15,959	33,377	47.8 %
2005	16,054	32,816	48.9 %
2006	16,504	32,436	50.9 %
2007	16,478	31,983	51.5 %
2008	17,480	31,587	55.3 %
2009	17,182	30,630	56.1 %

Source: California Department of Education

Created by: Center for Economic Development, California State University, Chico



10. Education

The quality of an area's educational institutions can be a critical factor in a person's decision on where to live, raise a family, and locate his or her business. Education is considered one of the most fundamental socio-economic indicators of a successful life, and a county with substantial, respectable schools is very attractive to parents.

The indicators in this section cover enrollment volume and student performance, each indicating different aspects of the local community. Enrollment data can be used to refine the estimate of population by age (section one) and school performance can influence employment and income potential. Good performance in schools can help residents avoid the need for public assistance health and welfare programs in the future. Often, the amount of education a person achieves has a strong influence on occupations, earnings, poverty, and health care.

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10.1 School Enrollment

Overview

Total enrollment as reported by the California Department of Education is shown for the 2001-2002 school year through the 2008-2009 school year. The data was compiled from the California Basic Education Data System (CBEDS). On October 4th of each year, the number of students enrolled in public schools that day is reported to CBEDS. California Youth Authority schools (CYA) are also included in enrollment figures. CYA schools provide institutional training and parole supervision for juvenile and young adult offenders.

School enrollment is the most useful indicator of change in the child population after the 2000 Census. As discussed in the age distribution indicator in section one, the decennial census is the only time when population by age is counted, and any data for later years is typically a projection of 2000 Census data. The child population is the most difficult to project because of changing family migration and fertility patterns. School enrollment provides the best data with which to estimate the population of children in the community.

Enrollment trends provide insight into a school's financial stability. Funding is based primarily on enrollment and average daily attendance. Since school districts often face funding challenges, understanding trends in enrollment will help them produce more accurate financial plans.

Butte County

In the 2008-2009 school year, 32,069 students were enrolled in Butte County schools. This number represents a 1.5 percent decrease from the 2007-2008 year. Total enrollment in the county has decreased by 2,385 students since the 2001-2002 school year.

Total School Enrollment

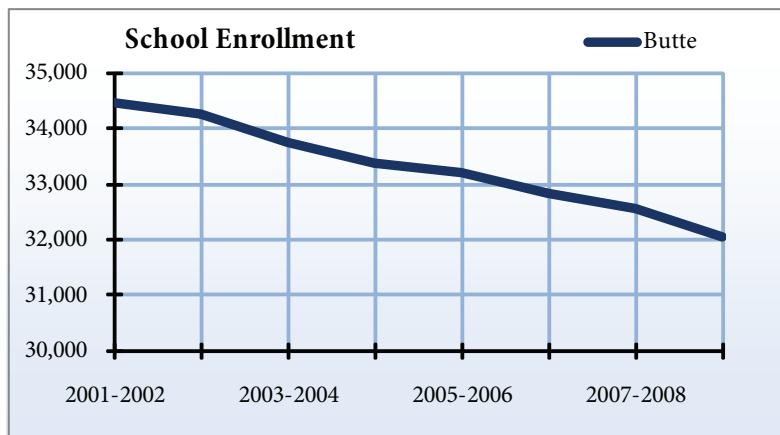
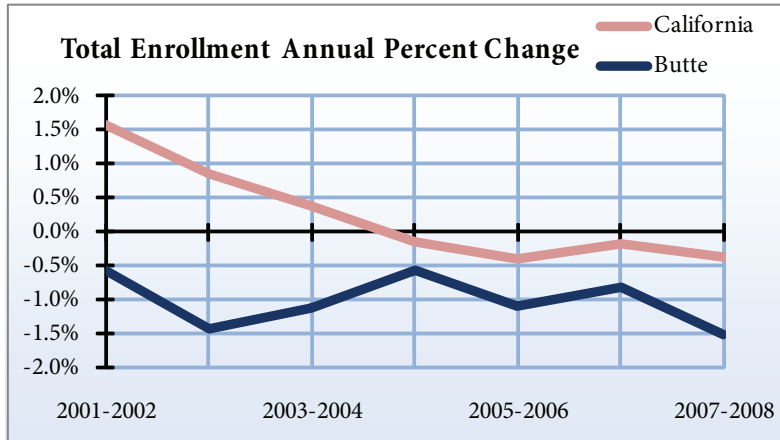
School Year	Total Enrollment	Annual Percent Change
2001-2002	34,454	n/a
2002-2003	34,260	- 0.6 %
2003-2004	33,768	- 1.4 %
2004-2005	33,385	- 1.1 %
2005-2006	33,192	- 0.6 %
2006-2007	32,827	- 1.1 %
2007-2008	32,559	- 0.8 %
2008-2009	32,069	- 1.5 %

Source: California Department of Education

Created by: Center for Economic

Development, California State University,

Chico



10.2 High School Dropout Rate

Overview

High school dropout rates measure how many students fail to complete state-mandated curriculum requirements. In order for a student to be officially designated as a dropout, he or she must have been previously enrolled in any grade level, 9-12, and left school without re-enrolling in another public or private educational institution or school program for forty-five consecutive days. The one-year dropout rate is the number of dropouts in grades 9-12 divided by the total enrollment in those grades.

The completion of high school is a requirement for most jobs. Even many lower skilled jobs require a high school diploma. According to the U.S. Census Bureau, people with a high school diploma who did not attend college earn 23 percent more per year on average than those without a diploma. The employment rate for high school dropouts is 11 percent less than rate for high school graduates.

High dropout rates may indicate social issues with families in the community. It may also indicate a workforce that is not skilled enough to attract higher wage jobs to the area, which is important for economic development.

NOTE: Due to Department of Education data discrepancies 2006 - 2008 drop out numbers are not historically comparable.

Butte County

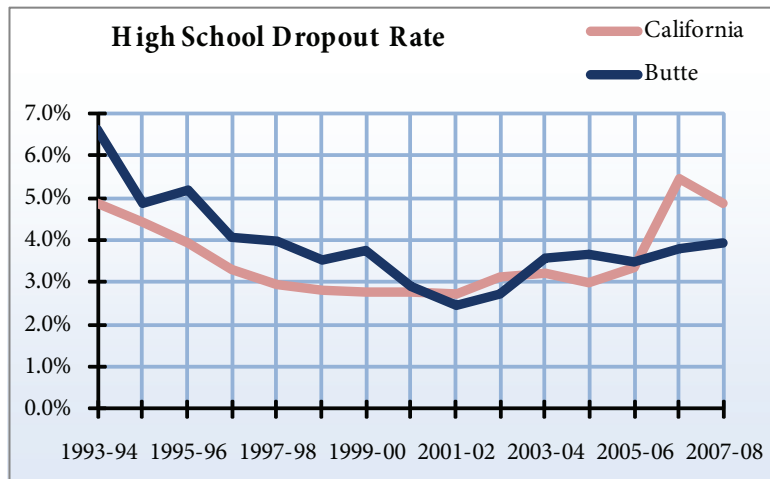
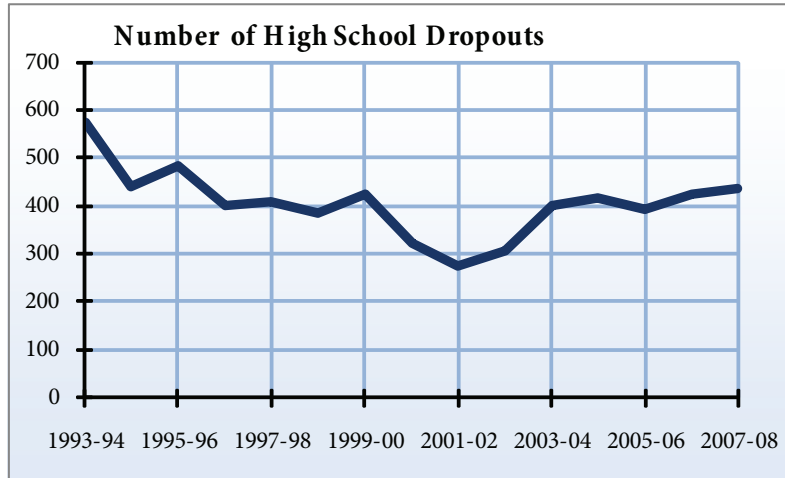
There were 437 students designated as high school dropouts in Butte County in 2007-2008, meaning a 3.9 percent dropout rate. This number is lower than the 4.9 percent one-year dropout rate in California.

High School Dropouts, County (Percent of Total Enrollment)

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
1993-1994	574	6.6 %	4.9 %
1994-1995	439	4.9 %	4.4 %
1995-1996	485	5.2 %	3.9 %
1996-1997	399	4.0 %	3.3 %
1997-1998	410	4.0 %	2.9 %
1998-1999	384	3.5 %	2.8 %
1999-2000	423	3.8 %	2.8 %
2000-2001	324	2.9 %	2.8 %
2001-2002	276	2.5 %	2.7 %
2002-2003	307	2.7 %	3.1 %
2003-2004	400	3.6 %	3.2 %
2004-2005	415	3.7 %	3.0 %
2005-2006	393	3.5 %	3.3 %
2006-2007	426	3.8 %	5.5 %
2007-2008	437	3.9 %	4.9 %

Source: California Department of Education

Compiled by: Center for Economic Development,
California State University, Chico



10.3 Graduates Eligible for CSU or UC System

Overview

This indicator is the count of high school graduates who have completed coursework required by either the California State University or University of California postsecondary education systems. The data is reported by schools to the California Department of Education in their annual California Basic Educational Data System (CBEDS) reports. Further eligibility based on SAT or other college entrance exams are not included here.

A college education is critical for most students looking for higher-wage employment. Also, this is an indicator of the support provided to K-12 students from a combination of the local school system, parents, and the community.

Butte County

Between 2000 and 2008, the county has had a considerably lower percentage of its graduates that completed coursework for CSU/UC eligibility than the California average. However, that percentage decreased significantly in 2007-08. This decrease may be tempo-

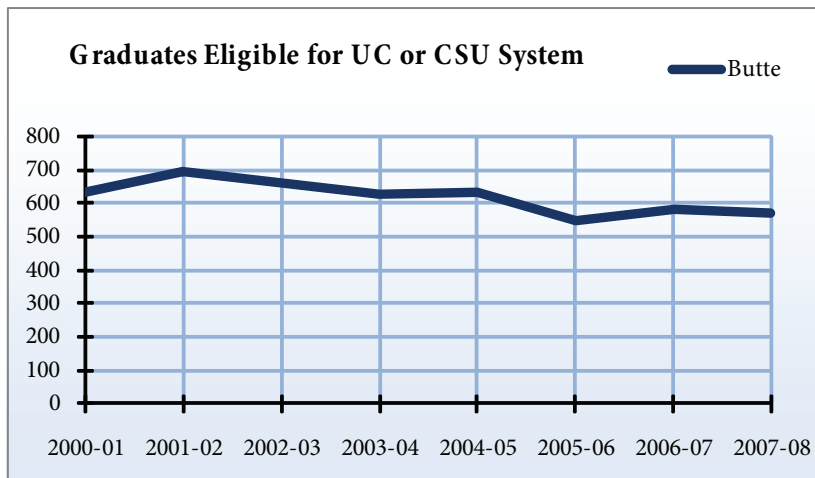
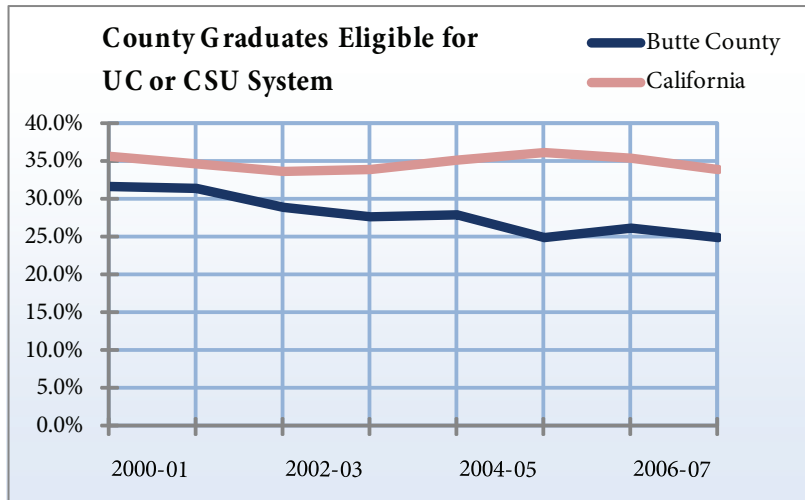
rary or due to incomplete reporting, which can happen. Forthcoming data for 2008-09 will help clarify the picture.

Graduates Eligible for UC or CSU System

Year	County Graduates eligible for UC or CSU System	County Percent of Graduates eligible for UC or CSU System	CA Percent of Graduates eligible for UC or CSU System
2000-01	635	31.7 %	35.6 %
2001-02	693	31.4 %	34.6 %
2002-03	660	28.9 %	33.6 %
2003-04	627	27.7 %	33.8 %
2004-05	636	27.9 %	35.2 %
2005-06	549	24.8 %	36.1 %
2006-07	585	26.0 %	35.5 %
2007-08	573	24.9 %	33.9 %

Source: California Department of Education

Created by: Center for Economic Development, California State University, Chico



10.4 English Learners Enrollment

Overview

This is the count of K-12 students enrolled in English language learning (ELL) programs. These programs were once referred to as “English as a second language” (ESL).

ELL programs require additional school resources per student, although enrollment in the program does not increase school funding, so this can be a measure of hardship for local school districts. It is also a measure of community culture – children and families who continue to primarily use a non-English language can indicate adherence to native culture and may have less access to high paying employment opportunities.

Butte County

The total English learner enrollment has increased steadily over the past two decades. The sharp increase seems to have flattened out since there was a decrease in English learners enrollment 3 years in a row.

English Learners

Enrollment, County

Year	Enrollment
1990-1991	2,047
1991-1992	2,273
1992-1993	2,470
1993-1994	2,818
1994-1995	3,056
1995-1996	3,451
1996-1997	3,693
1997-1998	3,678
1998-1999	3,687
1999-2000	3,638
2000-2001	3,716
2001-2002	4,154
2002-2003	3,852
2003-2004	3,891
2004-2005	3,918
2005-2006	3,957
2006-2007	3,822
2007-2008	3,797
2008-2009	3,604

Source: California

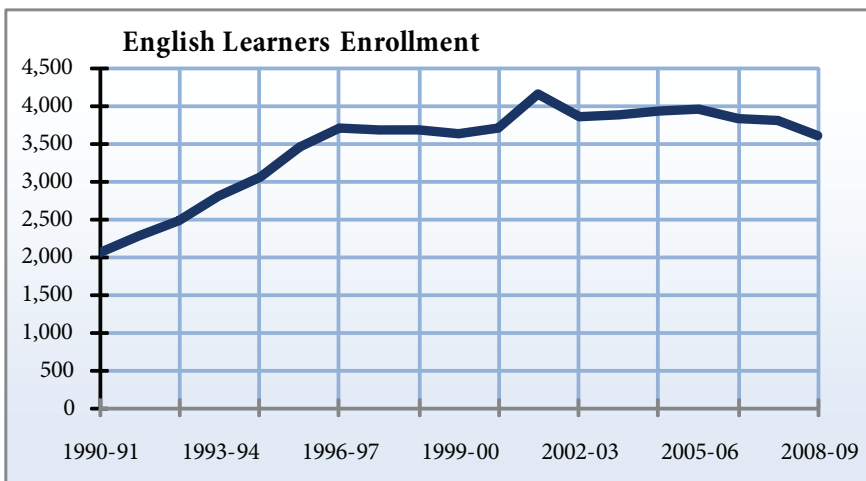
Department of Education

Created by: Center for

Economic Development,

California State

University, Chico



10.5 Average SAT Scores

Overview

The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors can affect the results of the test scores. The largest factor affecting average SAT scores is the number of students taking the test; as the number of test takers increases, scores tend to fall.

Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the SAT is not an accurate measure of the effectiveness of school curriculum or teaching. If a small percentage of students from a school take the test, then the average score could reflect selective testing; a school may encourage only those students who are identified as high achievers to participate. For this reason, the percentage of students who took the exam is provided. The highest possible score a student can receive is 2400.

NOTE: Average SAT scores are only reported for graduating seniors. The scores from students who take the SAT as juniors are included with their graduating class.

Butte County

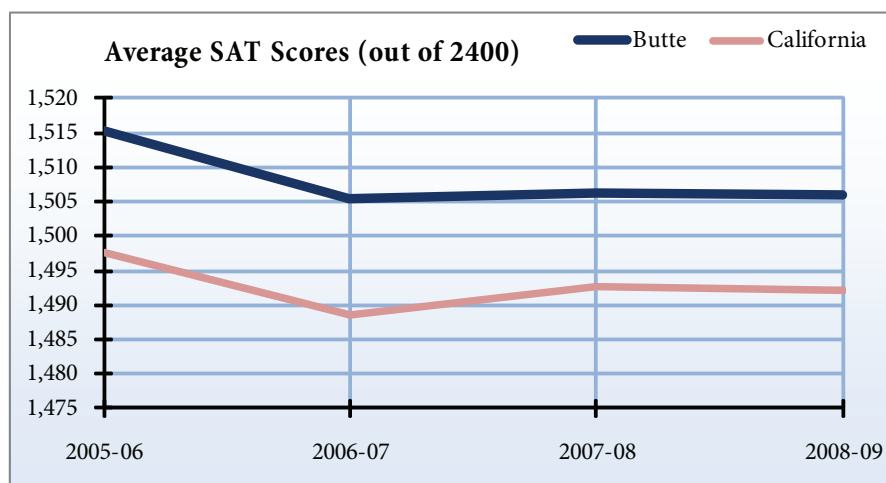
Average SAT scores in the county are significantly higher than those in California. During the 2008-2009 school year, the average score was 1506 compared to 1492 in the state as a whole. However, a significantly lower percentage of county students take the test, 23.2 percent in the county compared to 34.7 percent in the state during 2008-09.

Average SAT Scores (out of 2400)

School Year	County % of Students who took SAT	County Average SAT Scores	CA % of Students who took SAT	CA Average SAT Scores
2005-06	24.2%	1515	36.7%	1498
2006-07	24.7%	1505	36.9%	1489
2007-08	23.7%	1506	35.9%	1493
2008-09	23.2%	1506	34.7%	1492

Source: California Department of Education

Created by: Center for Economic Development, California State University, Chico



10.6 Academic Performance Index (API)

Overview

The purpose of the Academic Performance Index is to measure the academic performance and progress of schools. It is a reliable measure of academic performance and progress because it uses a test that every student is required to take yearly beginning in second grade and continuing through eleventh grade. The base year for a school's API result is 2006. These results will be used to monitor academic growth.

The 2006 base API incorporates the results of school performance in California's Standardized Testing and Reporting (STAR) program, the California High School Exit Examination (CAHSEE), and the California Alternate Performance Assessment (CAPA). The API is calculated on a scale from 200-1000, using individual student performance on four different tests.

The State Board of Education adopted a performance target of 800 for the 1999 API. This target will serve as an interim statewide target until state performance standards are adopted. The annual growth rate target for schools is equal to 5 percent of the distance between a school's API and the interim state performance target of 800. Schools that receive an API less than 800 have a minimum target of a one-point increase. Schools that meet or exceed the interim target must maintain an API of 800.

The California Department of Education did not calculate API scores for schools with less than 100 students with valid Stanford 9 test scores, or county administered, alternative, continuation, independent, or community day schools.

Combined with SAT scores, API scores can indicate either the learning ability of children in the community, or measure the effect of broader social or economic maladies in the community on children.

It is also important to keep track of a school's API scores because federal No Child Left Behind includes provisions allowing the state to assume more financial and administrative control over local schools that do not make the required improvements in test scores toward a national benchmark.

Butte County

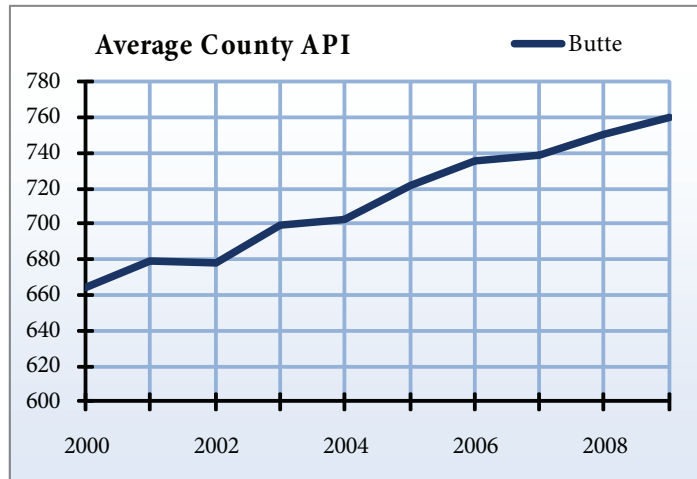
Butte County's average API has been steadily increasing since 2002. As stated, the goal for county schools is to make an annual minimum increase that is equal to 5 percent of the difference between the school or county's API and 800. Since 2005, Mendocino County has met the target growth rate set by the state every year except 2007.

Average County API

Year	Average API	1 Year Change
2000	664	n/a
2001	679	2.3 %
2002	678	- 0.2 %
2003	699	3.1 %
2004	702	0.5 %
2005	722	2.9 %
2006	736	1.9 %
2007	738	0.4 %
2008	750	1.6 %
2009	760	1.4 %

Source: California Department of Education

Created by: Center for Economic Development, California State University, Chico



11. Crime

Crime rate statistics include information on crimes reported, staffing of the criminal justice system, and the probation caseload. Interpretation of crime statistics is difficult because they may be indicative of any number of local conditions and attitudes, both negative and positive. An above average rate of reported crime in an area can be a direct reflection of social problems in a community. It can also indicate a greater willingness within the community to report crime, perhaps due to a more cooperative relationship between local law enforcement and the citizens. The adequacy of local law enforcement cannot be determined by the information presented in this section.

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11.1 Reported Crime & Crime Rates

Overview

Crime counts are a summation of crimes reported to local law enforcement agencies. They include misdemeanor and felony reports, but not infractions such as traffic violations. Reported crimes are counted whether or not the criminal is apprehended.

The crime rate is the number of crimes committed per 100,000 people, and includes both violent and property crimes.

Crime rate data can be used to determine whether the amount of crime in a given area is increasing or decreasing, and also to show how crime rates from various areas compare to each other. Crime is an important factor in terms of an area's quality of life. An area with a high crime rate is usually a much less attractive place to live than one with a low crime rate. While it is impossible to predict when or where a crime will occur, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies.

Crime rates can rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement agencies. Therefore, careful analysis is needed when evaluating change in crime rates.

Butte County

There were 3,702 property crimes and 836 violent crimes in Butte County in 2008. The crime rate in the county in 2008 was 21 crimes per 1,000 people. The crime rate in Butte County has been decreasing over the last several years, down from 27 in 2004. Property crimes in the county have also seen a decrease over the last several years and is lower than the state average while the county's violent crime rate is lower than the state

average. Since 2004, there had been a declining trend in the county's total crime rate each year.

Property Crimes

Year	Motor		Larceny	Total
	Burglary	vehicle theft	over \$400	
1999	1,708	642	943	3,293
2000	1,754	795	833	3,382
2001	1,779	958	999	3,736
2002	1,606	1,405	826	3,837
2003	2,331	1,275	978	4,584
2004	2,452	1,420	1,115	4,987
2005	2,235	1,344	988	4,567
2006	2,085	1,010	1,038	4,133
2007	1,840	875	1,002	3,717
2008	1,860	787	1,055	3,702

Source: California Department of Justice, Criminal Justice Statistics Center

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Violent Crimes

Year	Forcible		Aggravated		Total
	Homicide	rape	Robbery	assault	
1999	4	65	125	484	678
2000	8	77	139	475	699
2001	11	81	132	405	629
2002	5	64	136	337	542
2003	9	97	121	466	693
2004	6	92	129	525	752
2005	10	98	166	478	752
2006	11	113	144	519	787
2007	9	127	176	665	977
2008	7	92	169	568	836

Source: California Department of Justice, Criminal Justice Statistics Center

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County and California Crime Rate per 1,000 Population

Year	County property crime rate	County violent crime rate	County total	State property crime rate	State violent crime rate	State total
1999	16	3	20	17	6	23
2000	17	3	20	17	6	23
2001	18	3	21	18	6	24
2002	18	3	21	19	6	25
2003	22	3	25	19	6	25
2004	23	4	27	20	5	25
2005	21	4	25	20	5	25
2006	19	4	23	19	5	24
2007	17	4	22	18	5	23
2008	17	4	21	17	5	22

Source: California Department of Justice, Criminal Justice Statistics Center

Created by: Center for Economic Development, California State University, Chico

11.2 Criminal Justice Personnel

Overview

Criminal justice personnel includes the law enforcement employees working in the different agencies as reported by the California Department of Justice.

NOTE: The California Department of Justice relies on local agencies to report the number of criminal justice personnel in their area every year.

Criminal justice personnel information helps identify the types of criminal justice employment within a county. Counties with higher incidence of crime need greater numbers of criminal justice personnel to handle the caseload. If crime is rising and the number of criminal justice personnel is not keeping pace, then local personnel are likely handling greater workloads.

The following types of criminal justice personnel are shown:

Law enforcement or sworn officers and civilian employees in local law enforcement agencies, including city police and county sheriff's departments

Prosecution or personnel involved in the prosecution of the accused

Public defense or personnel primarily responsible for representing those unable to hire a private lawyer

Trial courts or primary and auxiliary judges employed during trials

Criminal Justice Personnel

Year	Police depts.	Sheriff's dept.	Other law enforcement	Total law enforcement	Prosecution staff	Public defense staff	Court staff
1999	193	225	34	452	203	14	11
2000	192	224	36	452	240	14	11
2001	200	245	19	464	106	n/a	12
2002	226	235	25	486	110	n/a	12
2003	235	256	25	516	107	n/a	12
2004	229	252	30	511	95	n/a	12
2005	238	234	32	504	92	n/a	12
2006	254	269	36	559	91	n/a	12
2007	246	280	37	563	86	n/a	13
2008	243	281	36	560	87	n/a	14

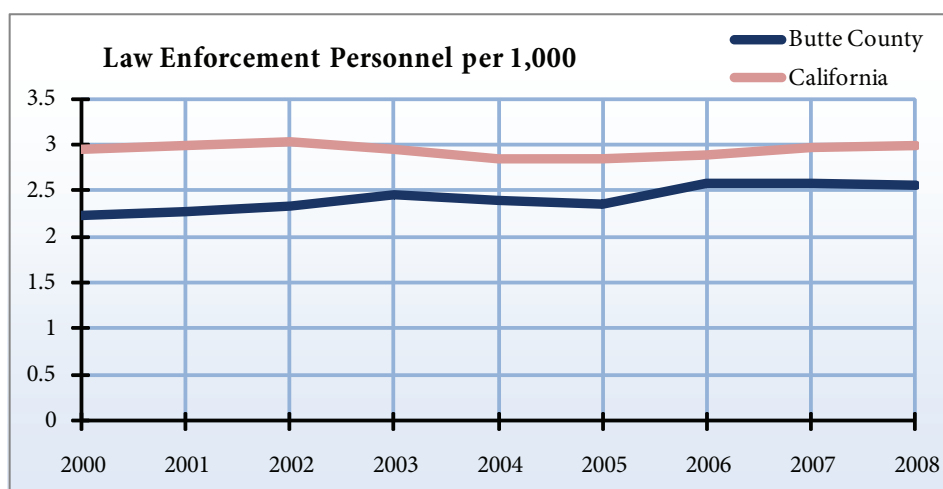
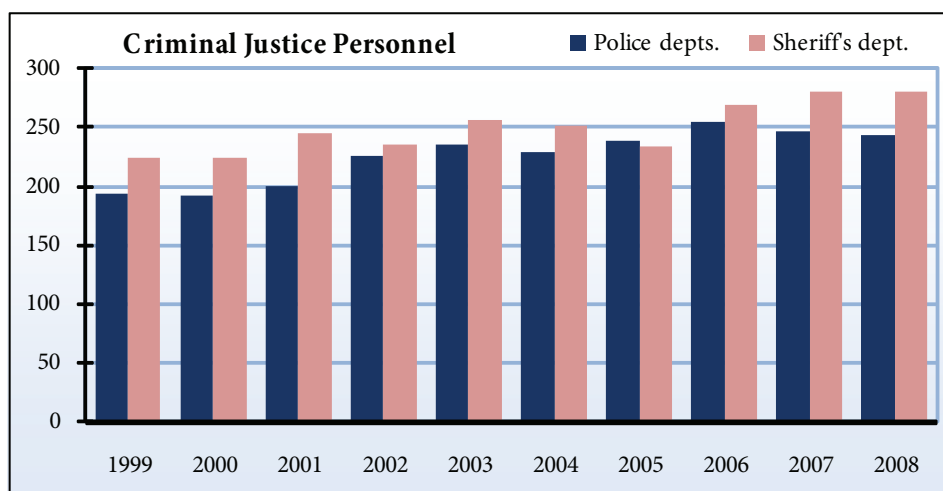
Source: California Department of Justice, Criminal Justice Statistics Center

n/a: Data not reported by source

Created by: Center for Economic Development, California State University, Chico

Butte County

The total number of criminal justice personnel in Butte County decreased from 2007 to 2008, with 661 people. There was a decrease of three law enforcement personnel in the same year. Sheriff's department personnel increased by 25.4 percent from 2000 to 2008 while prosecution staff decreased by 63.8 percent in the same time period. An increase in law enforcement generally means an increase in apprehended criminals and reported crimes. It would follow that with a decrease in prosecution staff, staff members workloads must be increasing, which may lead to a lower quality of work.



11.3 Crime Expenditures

Overview

Expenditures for criminal justice programs in a county measure the amount of money allocated to local law enforcement each year. Criminal justice expenditures include the amount of money spent by a county in a fiscal year, according to the California Department of Justice. These expenses include employee salaries and benefits, as well as services and supplies. Capital expenditures (expenditures made to acquire, add to, or improve property, plant, and equipment) and construction and maintenance of structures are not included in the data.

NOTE: The California Department of Justice relies on local agencies to report criminal justice expenditures in their area. Local government expenditure reports may show different spending patterns on criminal justice line-items, which usually include capital expenditures. The data reported to the department should include some expenditures entered in administrative line items, as well.

The criminal justice expenditures statistic is somewhat ambiguous because higher expenditures may imply a local problem with crime or a budgetary priority for prevention or prosecution of crimes. Evaluation must be included with trends in crimes and personnel.

NOTE: Criminal Justice Expenditures are not inflation adjusted.

Butte County

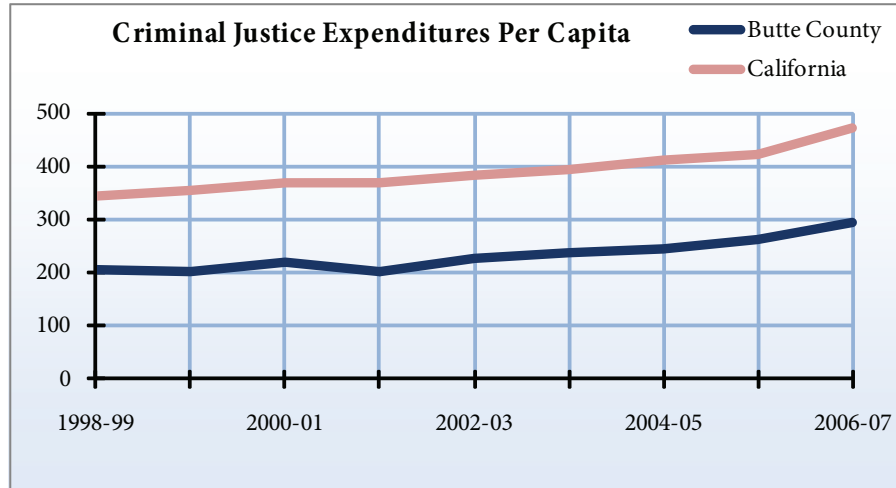
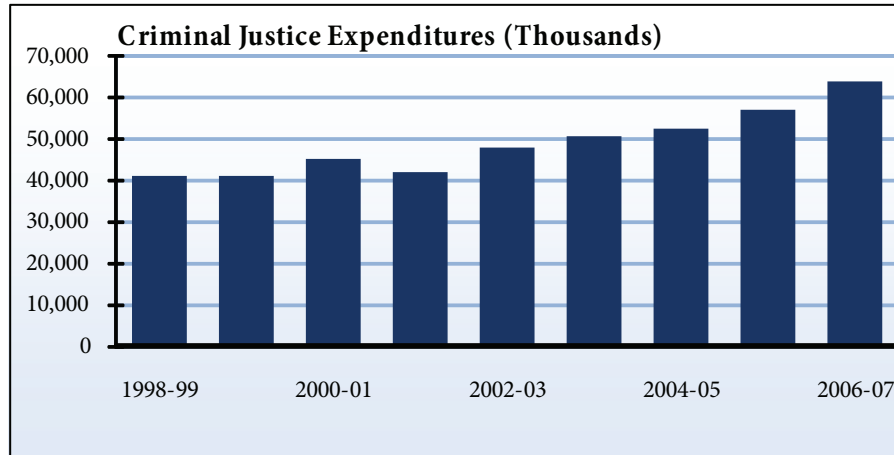
In FY06, over \$64.1 million was spent in criminal justice expenditures in Butte County, which represented a 12.4 percent increase from the previous year. Crime expenditures have increased nearly \$55 million since FY98

Criminal Justice Expenditures (Thousands)

Year	Law			Public	Total
	enforcement	Judicial	Prosecution	defense	
1998-99	\$ 23,722	\$ 4,713	\$ 11,013	\$ 1,944	\$ 41,392
1999-00	\$ 24,240	\$ 3,229	\$ 11,654	\$ 2,040	\$ 41,163
2000-01	\$ 27,405	\$ 3,040	\$ 12,802	\$ 2,125	\$ 45,372
2001-02	\$ 29,158	\$ 3,423	\$ 7,304	\$ 2,276	\$ 42,161
2002-03	\$ 33,647	\$ 3,823	\$ 8,172	\$ 2,391	\$ 48,033
2003-04	\$ 36,848	\$ 3,168	\$ 8,471	\$ 2,164	\$ 50,651
2004-05	\$ 38,014	\$ 3,916	\$ 8,499	\$ 2,154	\$ 52,583
2005-06	\$ 41,980	\$ 3,441	\$ 9,479	\$ 2,156	\$ 57,056
2006-07	\$ 47,584	\$ 3,790	\$ 10,439	\$ 2,340	\$ 64,153

Source: California Department of Justice, Criminal Justice Statistics

Created by: Center for Economic Development, California State University, Chico



11.4 Probation Caseload

Overview

Probation allows people who have been convicted of a minor crime to serve time outside criminal justice facilities, performing various duties such as trash collection, park cleanup, and landscape maintenance of the surrounding community. Data is representative of December 31 of a given year.

Significant probation caseloads in a county can be indicative of minor criminal activity within the community, a criminal justice system that relies on community-based rehabilitation programs, or any number of additional factors.

Butte County

There were a total of 1,846 probation cases in Butte County in 2008, with 1,442 cases related to felony offenses (a decrease of 552 from the previous year) and 404 cases related to misdemeanors (a decrease of 364 from the previous year). The number of felony probation cases is significantly higher than the misdemeanor cases.

County Probation Caseload

Year	Felony Offense	Misdemeanor Offense	Total
1999	1,057	380	1,437
2000	1,133	404	1,537
2001	1,059	429	1,488
2002	1,037	490	1,527
2003	1,125	569	1,694
2004	1,217	642	1,859
2005	1,339	682	2,021
2006	1,226	684	1,910
2007	1,630	768	2,398
2008	1,442	404	1,846

Source: California Department of Justice, Criminal Justice Statistics Center
 Created by: Center for Economic Development, California State University, Chico

