

# SHASTA COUNTY ECONOMIC FORECAST

Shasta County is one of the northernmost counties in California. The largest city and the county seat of Shasta is Redding with 89,900 residents. Recreation is the principal economic activity in the county with Shasta Lake and Lassen Peak being the main visitor attractions. Shasta County has a population of 177,366 people and 58,525 wage and salary jobs. The per capita income in Shasta County is \$35,802, and the average salary per worker is \$43,923.

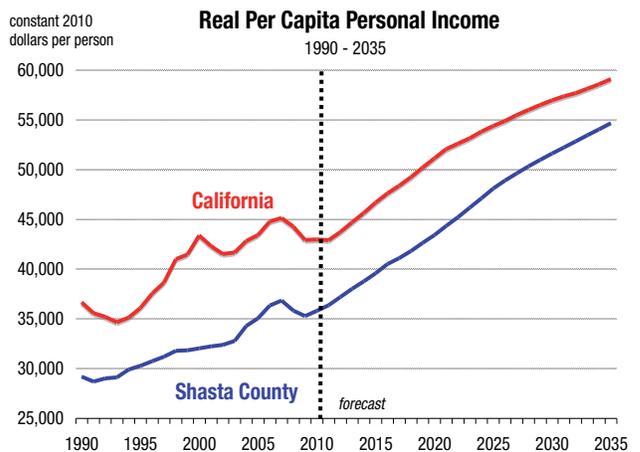
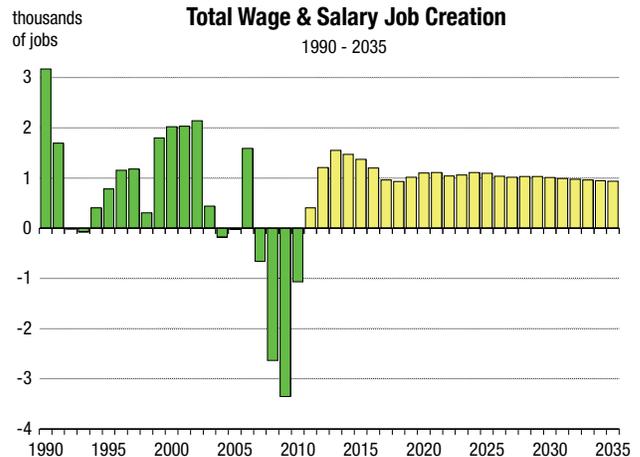
In 2010, 1,067 total wage and salary jobs were lost in Shasta County, representing a decline in employment of 1.8 percent. The farm sector declined by 42 jobs or 5.7 percent, and accounts for 1.2 percent of total wage and salary jobs. The unemployment rate increased to 16.0 percent in 2010.

The largest employment sectors in the county are retail trade, education and healthcare services, leisure/recreation services, professional services, and government. During 2010 jobs were created in the natural resources, transportation and warehousing, wholesale trade, information, and education and healthcare sectors. The largest employment losses were in the professional services (-383 jobs), construction (-308 jobs), leisure services (-183 jobs), retail trade (-133 jobs), and government (-125 jobs) sectors. Construction employment is now less than half what it was in 2006.

The population in Shasta County grew by 8.6 percent between the 2000 and 2010 census. The fastest growing city in the county was Shasta Lake City, which grew 12.8 percent over the last decade. Net migration in the county was marginally positive last year, with an estimated 13 in-migrants.

## FORECAST HIGHLIGHTS

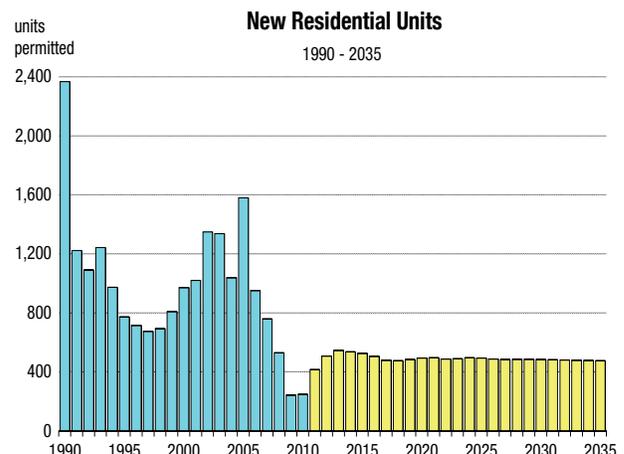
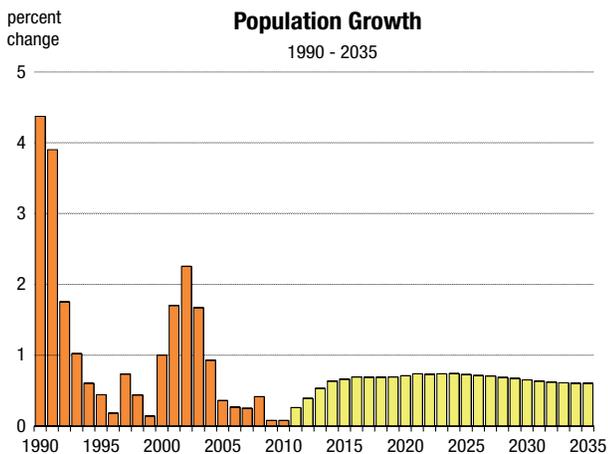
- Total wage and salary job growth is forecast to be 0.7 percent in 2011. From 2011 to 2016, total employment growth averages 2.2 percent per year.
- Average salaries adjusted for inflation are currently below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to rise an average of 0.5 percent per year from 2011 to 2016.
- Between 2011 and 2016, the fastest growing labor markets will be retail trade, leisure services, education and healthcare, professional services, and government. These sectors will account for 55 percent of all jobs created in the county during this time. The only sector forecast to lose jobs over this time period is farm employment.
- Annual population growth in the 2011 to 2016 period averages 0.6 percent per year.
- Population growth through net-immigration is forecast to reach 400 people in 2011. Between 2011 and 2016 net migration is expected to average 742 net migrants per year. Net migration accounts for most of the expected population growth over the forecast.
- Real per capita income is forecast to increase 1.6 percent in 2011. Between 2011 and 2016 real per capita incomes are expected to rise an average of 2.2 percent per year.
- Total taxable sales, adjusted for inflation, are forecast to increase at a rate of 2.0 percent in 2011. From 2011 to 2016 real taxable sales are forecast to increase by an average of 3.8 percent per year.
- Industrial production is forecast to increase 4.4 percent in 2011. Growth then accelerates between 2011 and 2016, averaging 5.5 percent per year. Growth is broad based, with all industrial sectors contributing to the sharp rise.



# Shasta County Economic Forecast

## 2006-2010 History, 2011-2040 Forecast

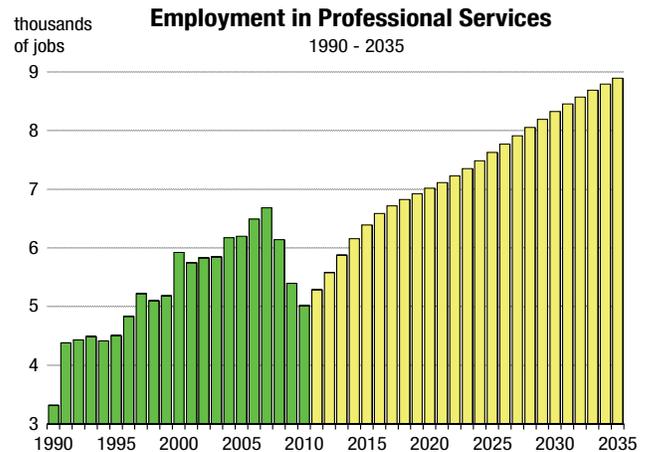
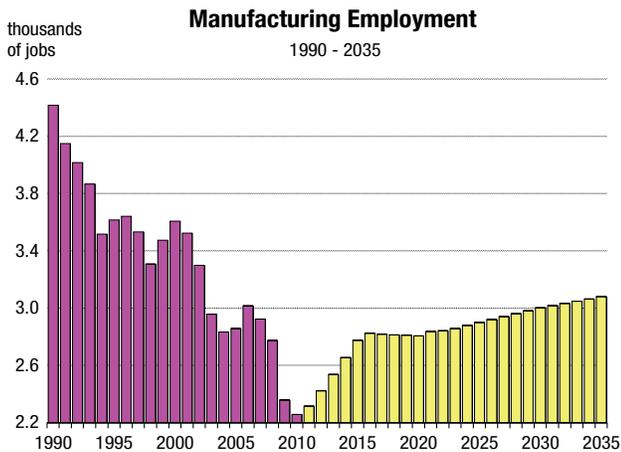
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy- ment Rate (percent)
2006	175,902	289	222.0	69.4	952	\$2.64	\$5.88	\$36,351	3.2	72.1	1109.9	6.6
2007	176,347	230	223.0	70.4	760	\$2.84	\$6.17	\$36,831	3.4	78.4	1027.5	7.5
2008	177,080	585	219.6	71.1	530	\$2.64	\$6.21	\$35,815	3.0	75.6	975.6	10.0
2009	177,223	-45	218.6	71.6	243	\$2.31	\$6.17	\$35,275	0.8	70.1	817.4	14.7
2010	177,366	13	216.7	71.8	248	\$2.38	\$6.35	\$35,802	1.3	70.0	838.8	16.0
2011	177,831	400	217.3	72.3	416	\$2.50	\$6.68	\$36,372	3.3	69.9	876.0	14.9
2012	178,530	578	220.7	72.7	507	\$2.66	\$7.01	\$37,184	2.3	69.6	924.8	13.9
2013	179,480	777	225.1	73.2	546	\$2.84	\$7.38	\$38,041	2.3	69.3	981.3	12.5
2014	180,621	891	229.3	73.7	537	\$3.01	\$7.75	\$38,775	2.4	68.9	1039.4	11.0
2015	181,823	888	233.2	74.2	526	\$3.19	\$8.13	\$39,579	2.1	68.4	1099.5	9.8
2016	183,085	920	236.6	74.7	506	\$3.37	\$8.55	\$40,496	2.1	68.2	1143.9	8.9
2017	184,352	902	239.3	75.2	479	\$3.54	\$8.92	\$41,105	2.1	67.9	1177.7	8.4
2018	185,629	892	241.9	75.6	475	\$3.71	\$9.32	\$41,825	2.0	67.7	1213.2	8.0
2019	186,920	905	244.8	76.1	485	\$3.88	\$9.75	\$42,633	1.9	67.5	1252.0	7.6
2020	188,252	949	248.0	76.5	494	\$4.05	\$10.18	\$43,430	1.7	67.0	1296.0	7.3
2021	189,646	1,012	251.1	77.0	496	\$4.22	\$10.64	\$44,338	1.7	66.4	1348.9	7.3
2022	191,033	991	254.1	77.5	488	\$4.42	\$11.17	\$45,207	2.2	66.4	1388.6	7.3
2023	192,443	1,011	257.1	78.0	490	\$4.62	\$11.74	\$46,178	2.2	66.3	1430.8	7.3
2024	193,871	1,029	260.2	78.4	495	\$4.82	\$12.33	\$47,122	2.1	66.3	1478.6	7.3
2025	195,288	1,028	263.3	78.9	494	\$5.05	\$12.95	\$48,119	2.1	66.2	1526.5	7.2
2026	196,688	1,038	266.2	79.4	487	\$5.26	\$13.53	\$48,897	2.1	66.0	1576.1	7.2
2027	198,079	1,053	269.1	79.8	485	\$5.48	\$14.11	\$49,628	2.1	65.8	1628.0	7.1
2028	199,446	1,069	272.1	80.3	487	\$5.70	\$14.72	\$50,338	2.1	65.7	1682.0	7.0
2029	200,788	1,075	275.0	80.8	486	\$5.92	\$15.33	\$50,993	2.1	65.5	1738.0	6.9
2030	202,098	1,072	277.8	81.2	484	\$6.15	\$15.96	\$51,633	2.1	65.1	1796.3	6.7
2031	203,384	1,073	280.7	81.7	482	\$6.39	\$16.60	\$52,231	2.2	64.6	1857.6	6.6
2032	204,654	1,074	283.4	82.1	481	\$6.63	\$17.26	\$52,834	2.2	64.8	1920.7	6.5
2033	205,910	1,077	286.2	82.6	479	\$6.88	\$17.95	\$53,458	2.1	65.0	1985.9	6.3
2034	207,158	1,082	288.9	83.1	477	\$7.13	\$18.66	\$54,049	2.2	65.1	2053.0	6.2
2035	208,411	1,090	291.5	83.5	476	\$7.40	\$19.40	\$54,665	2.2	64.9	2122.2	6.1
2036	209,669	1,098	294.2	84.0	475	\$7.67	\$20.15	\$55,275	2.1	65.2	2193.6	5.9
2037	210,939	1,108	296.8	84.4	474	\$7.95	\$20.95	\$55,909	2.2	65.3	2267.2	5.8
2038	212,228	1,120	299.3	84.9	472	\$8.24	\$21.78	\$56,570	2.1	64.7	2343.0	5.6
2039	213,535	1,133	301.9	85.3	471	\$8.54	\$22.63	\$57,230	2.1	64.9	2421.2	5.5
2040	214,863	1,144	304.4	85.8	471	\$8.84	\$23.52	\$57,907	2.1	64.9	2504.4	5.4

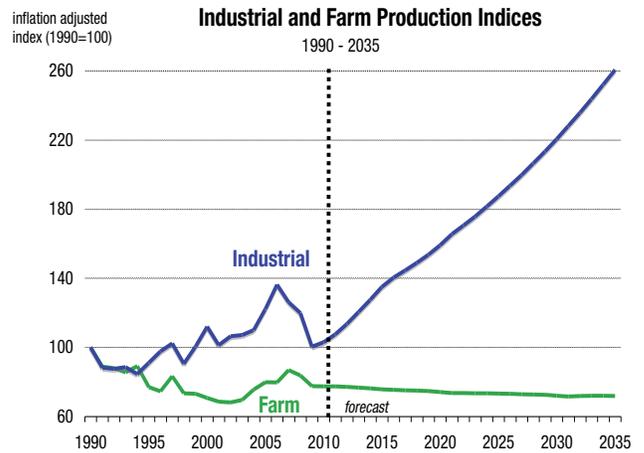
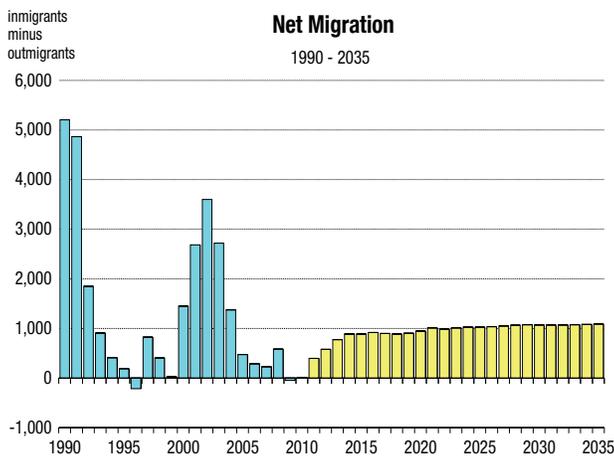
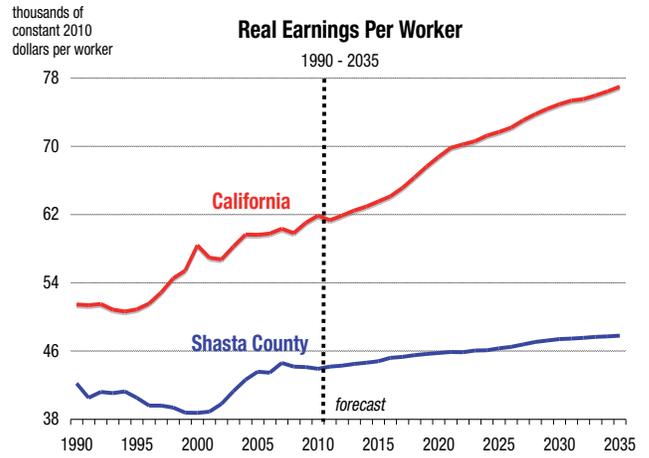
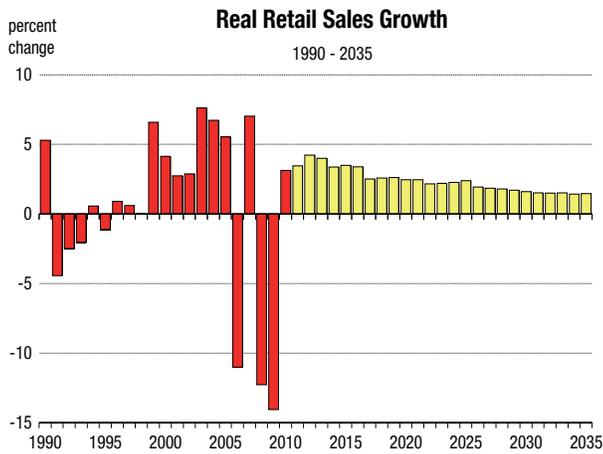


# Shasta County Employment Forecast

## 2006-2010 History, 2011-2040 Forecast

	Total Wage & Salary	Farm	Construction	Manufacturing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
-----employment (thousands of jobs)-----												
2006	66.2	0.74	5.1	3.0	2.4	11.8	3.2	6.5	1.0	9.8	6.7	13.0
2007	65.6	0.78	4.5	2.9	2.3	11.7	2.9	6.7	0.9	10.0	6.9	12.9
2008	62.9	0.73	3.5	2.8	1.9	11.1	2.7	6.1	0.8	10.3	6.9	13.4
2009	59.6	0.73	2.6	2.4	1.7	10.4	2.6	5.4	0.7	10.5	6.3	13.7
2010	58.5	0.69	2.3	2.3	1.7	10.3	2.5	5.0	0.7	10.8	6.1	13.6
2011	58.9	0.69	2.2	2.3	1.7	10.5	2.5	5.3	0.7	10.9	6.2	13.2
2012	60.1	0.69	2.4	2.4	1.8	10.7	2.5	5.6	0.8	11.0	6.3	13.1
2013	61.7	0.69	2.5	2.5	1.9	11.0	2.6	5.9	0.8	11.2	6.4	13.2
2014	63.2	0.69	2.5	2.7	2.0	11.2	2.7	6.2	0.9	11.3	6.5	13.4
2015	64.5	0.68	2.6	2.8	2.1	11.5	2.7	6.4	0.9	11.4	6.6	13.6
2016	65.7	0.68	2.6	2.8	2.2	11.7	2.8	6.6	1.0	11.5	6.7	13.8
2017	66.7	0.68	2.7	2.8	2.3	11.9	2.9	6.7	1.0	11.6	6.8	13.9
2018	67.6	0.68	2.7	2.8	2.4	12.0	2.9	6.8	1.0	11.8	6.9	14.1
2019	68.7	0.68	2.8	2.8	2.5	12.2	3.0	6.9	1.1	11.9	7.0	14.3
2020	69.8	0.68	2.9	2.8	2.6	12.3	3.1	7.0	1.1	12.1	7.1	14.5
2021	70.9	0.68	3.0	2.8	2.7	12.5	3.2	7.1	1.1	12.3	7.2	14.8
2022	71.9	0.68	3.1	2.8	2.8	12.7	3.2	7.2	1.2	12.4	7.2	15.0
2023	73.0	0.68	3.1	2.9	2.9	12.9	3.3	7.4	1.2	12.6	7.3	15.2
2024	74.1	0.68	3.2	2.9	2.9	13.1	3.4	7.5	1.3	12.8	7.3	15.4
2025	75.2	0.68	3.2	2.9	3.0	13.3	3.4	7.6	1.3	13.1	7.4	15.6
2026	76.2	0.68	3.3	2.9	3.1	13.4	3.5	7.8	1.3	13.3	7.4	15.8
2027	77.2	0.67	3.3	2.9	3.1	13.6	3.5	7.9	1.4	13.5	7.5	16.0
2028	78.3	0.67	3.4	3.0	3.2	13.8	3.6	8.1	1.4	13.7	7.5	16.2
2029	79.3	0.67	3.4	3.0	3.2	14.0	3.7	8.2	1.4	13.9	7.6	16.4
2030	80.3	0.67	3.4	3.0	3.3	14.2	3.7	8.3	1.5	14.1	7.6	16.6
2031	81.3	0.67	3.5	3.0	3.3	14.3	3.8	8.5	1.5	14.2	7.7	16.8
2032	82.3	0.67	3.5	3.0	3.4	14.5	3.9	8.6	1.6	14.4	7.8	17.0
2033	83.3	0.67	3.5	3.0	3.4	14.7	4.0	8.7	1.6	14.6	7.8	17.2
2034	84.2	0.67	3.6	3.1	3.5	14.9	4.1	8.8	1.6	14.7	7.9	17.4
2035	85.2	0.67	3.6	3.1	3.5	15.1	4.1	8.9	1.7	14.8	7.9	17.6
2036	86.1	0.67	3.6	3.1	3.6	15.2	4.2	9.0	1.7	14.9	8.0	17.8
2037	87.0	0.67	3.6	3.1	3.6	15.4	4.3	9.1	1.7	15.0	8.0	18.0
2038	87.9	0.67	3.7	3.1	3.7	15.6	4.4	9.2	1.8	15.1	8.1	18.2
2039	88.8	0.67	3.7	3.1	3.7	15.8	4.5	9.3	1.8	15.1	8.2	18.4
2040	89.7	0.67	3.7	3.2	3.8	16.0	4.6	9.4	1.8	15.2	8.2	18.6





## County Economic and Demographic Indicators

### Projected Economic Growth (2011-2016)

Expected retail sales growth:	19.9%
Expected job growth:	11.6%
Fastest growing jobs sector:	Wholesale Trade
Expected personal income growth:	14.6%

Expected population growth:	3.4%
Net migration to account for:	96.5%
Expected growth in number of vehicles:	3.7%

### Demographics (2011)

Unemployment rate (June 2011)	15.0%
County Rank* in California (58 counties):	37th
Working age (16-64) population:	63.7%

Population with B.A. Degree or higher:	19.8%
Median Home Selling Price:	\$171,000
Median Household Income:	\$41,565

### Quality of Life

Violent Crime rate (2009):	699 per 100,000 persons
County Rank* in California (58 counties):	54th
Average Commute Time to work (2011):	19.9 minutes

High School drop out rate (2009):	17.4%
Households at/below poverty line:	11.3%

\* The county ranked 1st corresponds to the lowest rate in California