



CALIFORNIA – Shasta County

Economic & Community Development Profile

Federal Reserve Bank of San Francisco, Community Development

DEMOGRAPHICS

Income & Financial Assets			Race (race alone or in combination with one or more other races)		
	Shasta	CA		Shasta	CA
Median Household Income	\$46,724	\$67,739	White	92.8%	63.6%
Per Capita Income	\$26,455	\$33,389	Black or African	2.1%	7.0%
Liquid Asset Poverty Rate*	37.5%	37.2%	Asian	4.2%	16.4%
Households with Zero Net Worth	17.6%	15.4%	Hispanic or Latino (of any race)	9.8%	38.9%
Educational Attainment			Native Born vs. Foreign Born		
H.S. Graduate or Higher	91.7%	82.4%	Native Born	94.6%	72.8%
Bachelor's Degree or Higher	21.8%	32.9%	Foreign Born	5.4%	27.2%

* Percentage of households without sufficient liquid assets to subsist at the poverty level for three months in the absence of income.

Source: U.S. Census Bureau, American Community Survey, 1-Year Estimates, 2016 and Prosperity Now Scorecard, July 2017

KEY INDUSTRIES & LABOR MARKET

Economic Health Check (3-mo MA)

	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Employment, change, ths	0.1	0.2	0.2	0.2	0.2	0.2
Unemployment rate, %	6.8	6.7	6.6	6.5	6.4	6.2
Labor force participation rate, %	51.7	51.8	51.8	51.7	51.7	51.6
58Employment-to-population	48.2	48.3	48.4	48.4	48.3	48.4
Average weekly hours, #	31.5	31.5	31.5	31.8	31.7	31.8
Industrial production, 2012=100	105.1	105.6	106.4	106.9	107.0	107.2
Residential permits, single-family, #	340	373	478	469	495	398
Residential permits, multifamily, #	1	2	1	1	0	1
Better than prior 3-mo MA		Unchanged from prior 3-mo MA			Worse than prior 3-mo MA	

Source: Moody's Analytics, Redding, April 2017

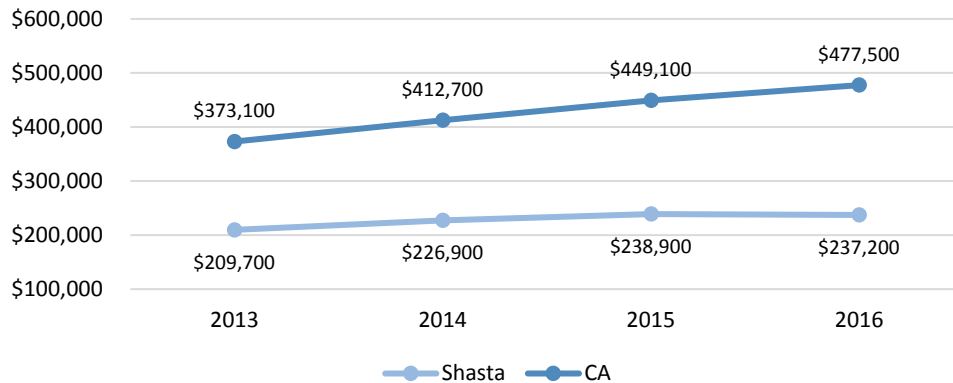
Unemployment Rate

	Shasta	CA
2014	9.6%	7.5%
2015	7.7%	6.2%
2016	6.9%	5.4%
June-2017	5.8%	4.9%

Source: Bureau of Labor Statistics, Unemployment Rates, Annual and June 2017

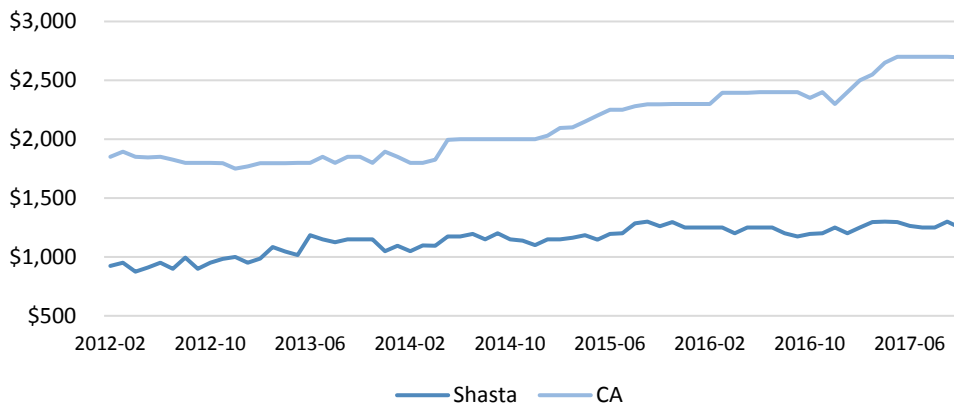
HOUSING MARKET

Median Home Values



Source: U.S. Census Bureau, American Community Survey, DP04, 2013-2016

Median Rental Prices



Source: Zillow Rent Index, Median Rent List Price, Single-Family Residence, Historical

COMMUNITY & ECONOMIC DEVELOPMENT

County Subdivisions

Area	Median Household Income	Households with SNAP Benefits in the Past 12 mos.	All People in Poverty
California	\$61,818	9.2%	16.3%
Shasta County	\$44,620	10.0%	18.0%
Central Shasta	\$48,944	5.7%	13.2%
East Shasta	\$38,725	9.7%	17.6%
Redding	\$44,684	10.4%	18.2%
Sacramento Canyon	\$41,094	10.9%	31.9%
Southwest Shasta	\$52,420	7.3%	19.6%

Source: U.S. Census Bureau, American Community Survey, DP03, 5-Year Estimates, 2011-2015