



Northern Rural Training and
Employment Consortium (NoRTEC)

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Shasta County Labor Market Profile and Industry Sector Analysis

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Prepared for:

NoRTEC Workforce Development Board

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INTRODUCTION

The following is a labor market and industry/sector profile for Shasta County, California. This is an update to a prior version of the County Labor Market Profiles that were completed in the summer of 2017, which were completed using 2016 labor market data.



The quantitative data for the profile includes a geographic overview, demographic and labor force characteristics, industry analysis, occupation analysis, and labor force data. For the profile, the project team collected and analyzed data from Economic Modeling Specialists Int'l. (EMSI), U.S. Census Bureau, and the U.S. Bureau of Labor Statistics. Though 2019 is the current calendar year, 2018 labor market data are utilized as these represent the latest full calendar year of data available from federal statistical agencies.

EXECUTIVE SUMMARY

The following are some of the most pertinent information and statistics uncovered in the process of creating this report.

Social and Demographic Highlights

- Population growth in Shasta County has very small compared to rates for California and the United States. Over the prior ten years, population increased by 2% for Shasta County while population increased by 9% for the state and 8% for the nation.
- Shasta County has shown decreasing numbers of 5-19 and 35-54 year olds over the last ten years. Projections into 2023 show that population growth will occur most significantly by individuals over 65 years of age.
- Both the Forest Service and Cal Fire spend a significant amount of money on fire suppression. These funds typically buoy regional economies while local businesses are shuttered and in the process of determining if they will re-open. The degree of Forest Service contracts that go to local vendors varies greatly case-to-case. Early research indicates that Shasta County received at least \$16.0 million in contracts between Fall 2017 and Winter 2018. But federal contracts more commonly went to contractors in Sacramento and Sutter counties.
- The unincorporated areas of Shasta County lost a significant number of housing units (-831) and population (-1,139) in large part as a result of the Carr Fire.¹ People from these areas have likely temporarily settled in other places in Shasta County or surrounding Counties while they await insurance payments and determine their next steps.
- Shasta County lags behind the NoRTEC region, state, and nation in several categories when it comes to educational attainment. Most individuals in the county have some college experience compared to any other level of educational attainment.

¹ California Department of Revenue, "E-5 Population and Housing Estimates for Cities, Counties, and the State, 2011-2019 with 2010 Census Benchmark." <http://www.dof.ca.gov/Forecasting/Demographics/Estimates/e-5/>.

- Shasta County experiences a net loss of talent due to out-commuting. Though 42,543 individuals who both live and work in the County; there are 12,306 who live in the County and work elsewhere.
- Income levels in Shasta County are relatively low, which results in a need for social services. Median household income in the county is \$47,300. A total of 13% of the county population receives CalFresh benefits.
- As of December 2018, there were 73,947 individuals in the Shasta County labor force. There were 3,559 individuals unemployed in December 2018.
- Since the 2016 version of this report was released, the Shasta County economy has expanded at an average annual rate of 1.1%. The highest growth sectors include Health Care & Social Assistance; and Administrative & Support & Waste Management & Remediation Services. In combination, these sectors added nearly 1,000 jobs, nearly half of the county's net new job growth. Meanwhile, Government; Retail Trade; and Transportation & Warehousing all decreased in employment over the past two years.
- Between 2016 and 2018, Shasta County's population increased slightly by 0.8% (+1,365 in numeric terms). The highest growth age groups included those ages 70 to 74 years, and those 35 to 39 years. The highest growth race/ethnicity group was White Hispanics.

Industry & Occupation Highlights

- Shasta County's largest industry sectors include Health Care and Social Assistance; Government; Retail Trade; Accommodation and Food Services; Administrative and Support and Waste Management and Remediation Services.
- Utilities, Management of Companies and Enterprises, and Administrative and Support and Waste Management and Remediation Services are the industry sectors that have the highest projected growth into 2023.
- Individual (4-digit North American Industry Classification System (NAICS) Code) industries that provide many jobs in Shasta county include: Education and Hospitals (Local Government); Restaurants and Other Eating Places; Local Government (Excluding Education and Hospitals); and Individual and Family Services.
- Shasta County shows particularly high employment in the Health Care industry. This industry also holds some of the occupations with the highest salaries. For example, Physicians and Surgeons make \$93.12/hour and Registered Nurses make \$46.99/hour.

ECONOMIC IMPACT OF 2018 FOREST FIRES

Thomas P. Miller & Associates (TPMA) conducted an economic impact analysis of the northern California forest fires of 2018 for NoRTEC in January 2019. TPMA's analysis started with a literature review and an empirical observation of the economic effects of wildfires in the United States. The literature review provided general and specific trends on the topic. For the empirical review, TPMA focused on other highly destructive fires in the United States in terms of acreage, structures, or both. Since few federal data sources have yet to reveal the specific effects of the Camp and Carr Fires on Northern California, these analyses were primarily based on observations of past similar events. In addition, Dr. Robert Eyster of Sonoma State University, a renown regional economist, has summarized some of the recent effects of the Carr and Camp Fires on northern California.

In general, economic impacts are most severe upon those counties in which the fires occurred, namely, Shasta and Butte, though some impacts upon adjacent counties is expected. The following are a few pertinent points that relate to likely affects on Shasta County.

- Over the past five years, employment in Shasta County tends to spike in quarter four and fall in quarter one of the subsequent year. For example, employment decreased 0.8% in quarter one of 2018.² Since the Carr Fire occurred in quarter four of 2018, seasonal up-swings and down-swings in employment were likely further accentuated for the end of 2018 and beginning of 2019.
- Historically, areas near wildfires suffer a slight lag in land-dependent industry sectors, such as tourism and agriculture, over the next several seasons.
- Long-term community borne costs are much more significant than short-term suppression costs. One study estimates that long-term costs equate to 65% of the full cost of fire suppression and recovery. Long-term costs include issues such as property loss, ecosystem restoration, energy and utilities repairs, etc.³ Butte county is very much still in the recovery phase with numerous non-profit and federal agencies at work on fire recovery and remediation.
- Shasta County was the core location of a forest fire, so short-term positive economic impacts are likely to be higher than other counties in the NoRTEC region. According to recent research, on average, employment increases by 1.5% and wages by 0.9% in counties where large wildfires occur, in the quarter when it occurs.⁴ Those benefits diminish over time but, as noted, the recovery spending in Shasta County which is still ongoing is continuing to provide a boost for the region.

² LEHD, Quarterly Workforce Indicators.

³ Headwaters Economics, <https://headwaterseconomics.org/wp-content/uploads/full-wildfire-costs-report.pdf>

⁴ Ecosystem Workforce Program, Institute for a Sustainable Environment, University of Oregon,

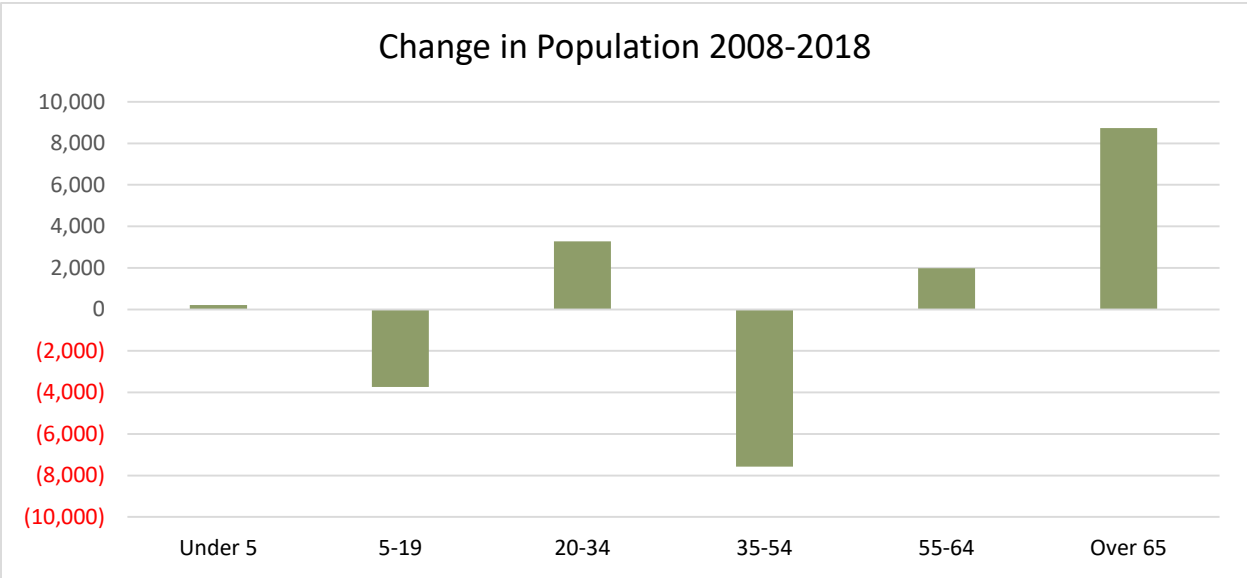
DEMOGRAPHIC & LABOR FORCE CHARACTERISTICS

Total Population

Shasta County is geographically located in the most middle of the NoRTEC region. The population in the county has increased by 2,890 over the last ten years and is projected to increase 1,825 over the next five years. Compared to the state and national figures, Shasta County has experienced a less significant increase in population. Over the last ten years, California’s population increased by 9% and the nation’s population increased by 8%. By 2023, both the state and the nation’s population are projected to grow by 3%.

Over the past ten years, most age categories have increased with the exception of 5-19 and 35-54 year olds. The age groups that have increased from 2008-2018 grew by 14,197 people. In that same time, the population of 5-19 and 35-54 year olds decreased by 11,310; however, these groups are estimated to increase 2-3% in the next five years. The aging population is a concern for the local economy. Residents aged 55-64 are expected to decrease 2,744 in the next five years. Another factor in the workforce is the estimate that 20-34 year olds are estimated to decrease 7% by 2023.

Age	2008 Population	2018 Population	Change 2008-2018	% Change 2008-2018	Projected Change 2018-2023	
Under 5	10,490	10,705	215	2%	351	3%
5-19	35,632	31,900	(3,732)	(10%)	763	2%
20-34	29,819	33,091	3,272	11%	(2,221)	(7%)
35-54	48,242	40,664	(7,578)	(16%)	1,371	3%
55-64	24,433	26,409	1,976	8%	(2,744)	(10%)
Over 65	28,639	37,373	8,734	30%	4,308	12%
Total	177,253	180,143	2,890	2%	1,825	1%



Race/Ethnicity

The population of the region is predominately White, with nearly 79% identifying as White in 2018, followed by 10% identifying as Hispanic. The top fastest growing race/ethnicity groups in the county are Hispanic, Black, and Native Hawaiian or Pacific Islander.⁵ The fastest decline in race/ethnicity groups in Shasta County are White (-3%) and Two or More Races (-1%).

Race/Ethnicity	2018 Population	Change 2008-2018	% Change 2008-2018
White	143,121	(4,244)	(3%)
Hispanic	18,642	4,394	31%
American Indian or Alaskan Native	6,622	1,079	19%
Black	5,571	1,261	29%
Two or More Races	4,093	(38)	(1%)
Asian	1,813	374	26%
Native Hawaiian or Pacific Islander	281	64	29%

Educational Attainment

Most individuals in Shasta County have a high school diploma, some college, and a Bachelor's Degree for educational attainment. The percentage of individuals in Shasta County with some college education exceeds that of the NoRTEC region, but compared to the NoRTEC region, California, and U.S., Shasta County has a lower percentage of individuals with a Bachelor's degree or higher.

Education Level	2018 Shasta County Population	2018 Shasta County Percent	2018 Percent NoRTEC	2018 Percent California	2018 Percent US
Less Than 9th Grade	3,980	3.1%	4.9%	11.8%	6.8%
9th Grade to 12th Grade	8,955	7.0%	6.9%	7.0%	6.9%
High School Diploma	33,045	25.9%	25.3%	20.8%	27.6%
Some College	41,532	32.5%	30.5%	21.4%	20.7%
Associate's Degree	14,349	11.2%	9.8%	7.6%	8.0%
Bachelor's Degree	17,395	13.6%	15.0%	19.9%	18.6%
Graduate Degree and Higher	8,516	6.7%	7.6%	11.6%	11.3%

⁵ The Hispanic population includes Hispanics in White, Black, Two or More Races, Asian, American Indian or Alaskan Native, Native Hawaiian, or Pacific Islander.

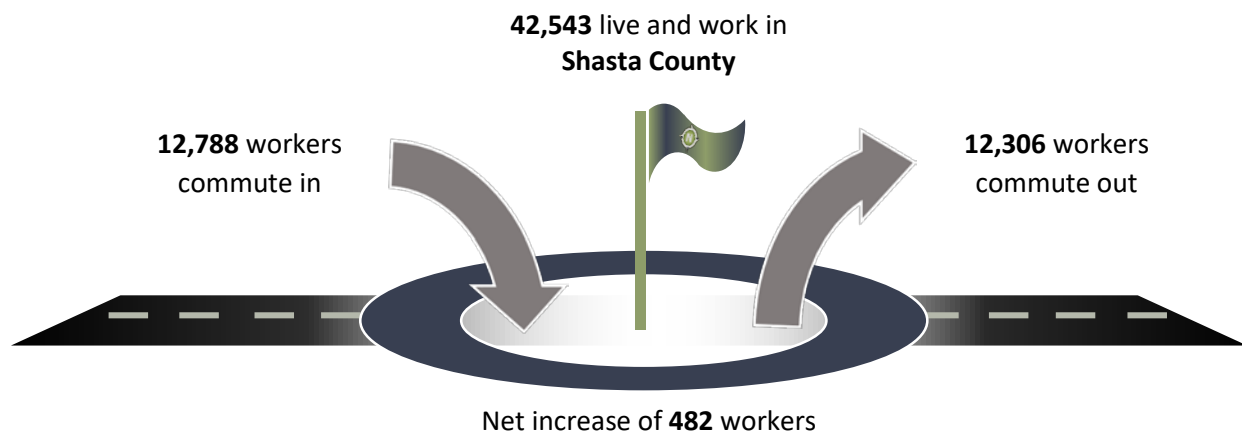
Income

Compared with neighboring counties in the NoRTEC region, Shasta County has a poverty rate that is slightly above average at 18.1%, which is higher than the state rate of 15.1% and national rate of 14.6%.⁶ Shasta County's Median Household Income (\$47,258) ranks as the fourth highest out of the 11 NoRTEC counties and is well below that of California and United States. This is \$13,352 less than the highest median household income in the region and \$10,695 more from the lowest median household income in the region.

County	Median Household Income 2013-2017	Poverty Rate
Butte	\$46,516	20.5%
Del Norte	\$41,287	23.2%
Lassen	\$54,083	14.6%
Modoc	\$39,296	18.1%
Nevada	\$60,610	12.1%
Plumas	\$50,266	13.3%
Shasta	\$47,258	18.1%
Sierra	\$44,190	12.3%
Siskiyou	\$40,884	20.7%
Tehama	\$42,512	20.9%
Trinity	\$36,563	19.9%
California	\$67,169	15.1%
United States	\$57,652	14.6%

Commuting

The graphic below details the commuting patterns into and out of Shasta County in 2015. With 12,306 workers commuting out of the county and 12,788 commuting into the county, a net increase of 482 workers is experienced in Shasta County. There are 42,543 individuals that work and live in the county. Of those commuting into Shasta County, 52.1% are workers between the ages of 30 and 54, and 39.0% earn more than \$3,333 per month. Compared to those commuting out of Shasta County, 41.0% earn more than \$3,333 per month.



⁶ U.S. Census Bureau 2013-2017

In addition to looking at commuting data by total population, it is also helpful to examine commuter statistics by occupational classification. In terms of occupational classification, Architecture and Engineering Occupations; Personal Care and Service Occupations; Art, Design, Entertainment, Sports, and Media Occupations were the top three groups which experience a net gain of in-commuters to the county. A larger number of county residents commute outside of the county for employment. The largest occupation groups for out-commuters are Transportation and Moving Materials Occupations; Construction and Extraction Occupations; and Farming, Fishing, and Forestry Occupations.

Occupation Group	2018 Commuters
Architecture and Engineering Occupations	81 in-commuters
Personal Care and Service Occupations	47 in-commuters
Arts, Design, Entertainment, Sports, and Media Occupations	42 in-commuters
Food Preparation and Serving Related Occupations	22 in-commuters
Installation, Maintenance, and Repair Occupations	19 in-commuters
Office and Administrative Support Occupations	13 in-commuters
Legal Occupations	6 in-commuters
Healthcare Practitioners and Technical Occupations	3 in-commuters
Protective Service Occupations	28 out-commuters
Community and Social Service Occupations	33 out-commuters
Military-only occupations	34 out-commuters
Life, Physical, and Social Science Occupations	34 out-commuters
Healthcare Support Occupations	37 out-commuters
Computer and Mathematical Occupations	43 out-commuters
Management Occupations	47 out-commuters
Building and Grounds Cleaning and Maintenance Occupations	68 out-commuters
Sales and Related Occupations	85 out-commuters
Business and Financial Operations Occupations	100 out-commuters
Production Occupations	110 out-commuters
Education, Training, and Library Occupations	120 out-commuters
Farming, Fishing, and Forestry Occupations	144 out-commuters
Construction and Extraction Occupations	266 out-commuters
Transportation and Material Moving Occupations	306 out-commuters

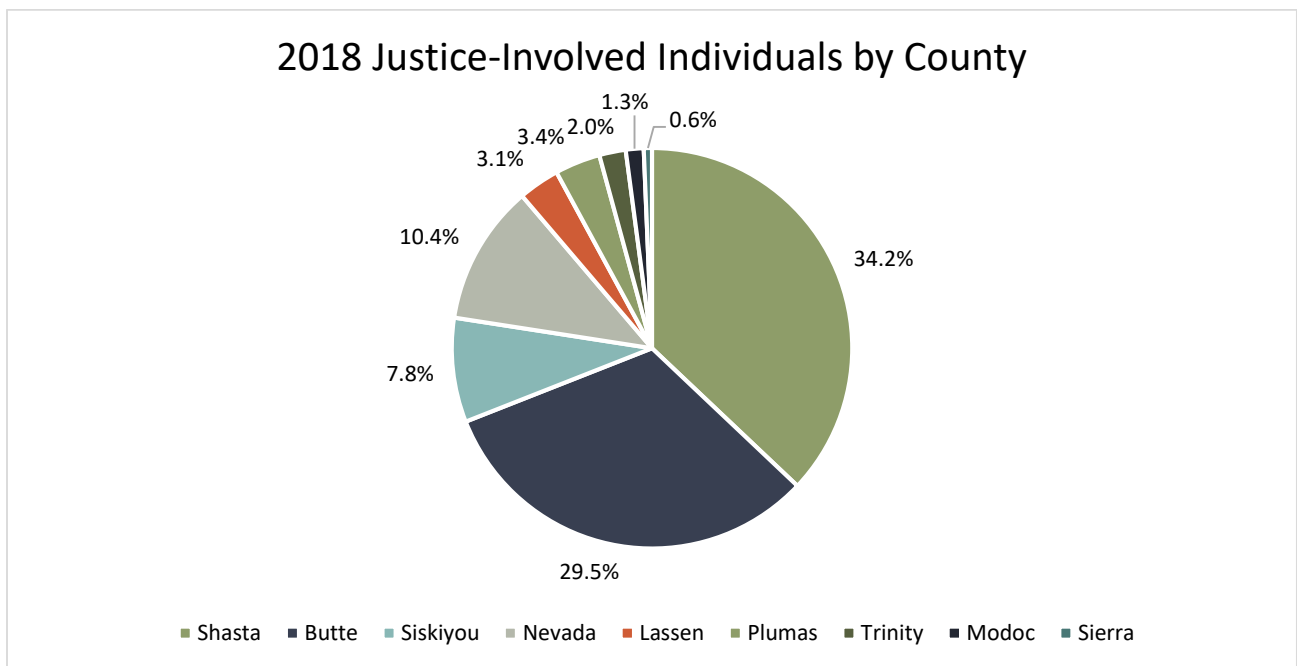
Special Populations

With consideration of the state of California’s Regional and Local Planning Guidance for program year 2018-19, California counties are also concerned with quantifying and assisting certain sub-population groups, namely: formerly incarcerated and other justice-involved individuals and CalFresh recipients.

Justice-Involved Individuals

The graph and table below detail the percentage of individuals involved in felony probations, misdemeanor probations, mandatory supervisions, and post-release community supervisions (PRCS) within the 11- county NoRTEC region.⁷

The largest share of activity stems from Shasta County (34.2%) followed by Butte County (29.5%) and Siskiyou County (7.8%). In the NoRTEC region in 2017, there were a total of 7,372 individuals involved in felony probations, misdemeanor probations, or mandatory supervision.



⁷ Data for this section of the report are derived from the Chief Probation Officers of California, <https://www.cpoc.org/data>.

	Felony Probation	Misdemeanor Probation	Mandatory Supervision	PRCS	Total
Shasta	1,976	0	156	389	2,521
Butte	1,339	272	165	401	2,177
Siskiyou	507	7	12	47	573
Tehama	N/A	N/A	N/A	N/A	N/A
Nevada	566	127	30	47	770
Lassen	126	75	8	17	226
Plumas	148	86	1	15	250
Trinity	111	17	4	13	145
Modoc	79	19	N/A	N/A	98
Del Norte	N/A	N/A	N/A	N/A	N/A
Sierra	28	15	1	1	45

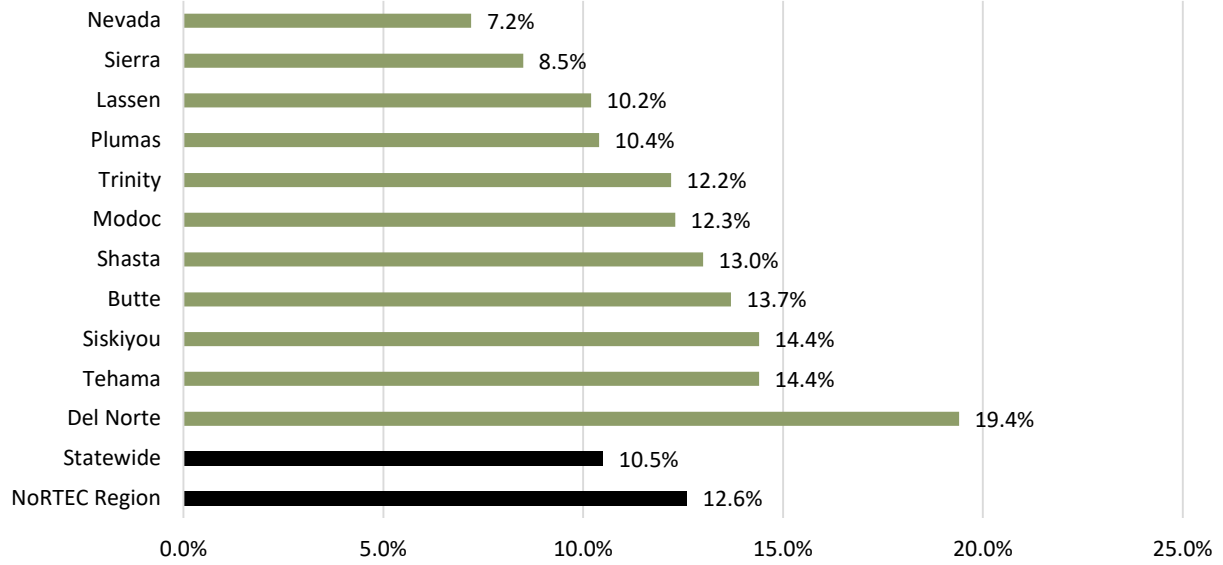
CalFresh Recipients

CalFresh, the California implementation of Supplemental Nutrition Assistance Program (SNAP), is received by larger percentage of NoRTEC area residents than statewide residents.⁸ In Shasta County, 13.0% of individuals receive CalFresh, which is the fifth largest of any county in the NoRTEC region. For comparison, the NoRTEC region is 0.4% less and the state is 2.5% less.

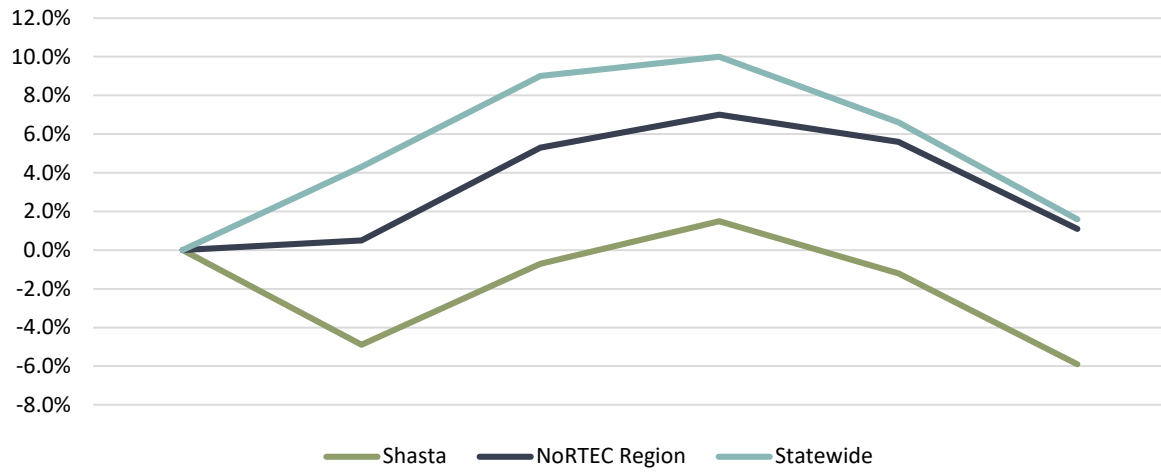
Between 2012 and 2015, the NoRTEC region experienced a rise in the number of individuals enrolled in CalFresh and then a considerable decrease between 2015 and 2017. The trendline for enrollment has been variable in Shasta County. Between 2012 and 2014, the number of individuals enrolled in CalFresh increased slightly. Enrollment in Shasta County decreased in 2015 and 2016; however, it increased again in 2017. Enrollment went up by only 0.3% between 2016 and 2017.

⁸ Data for this section are derived from the California Department of Social Services, CalFresh Data Dashboard, <https://www.cdss.ca.gov/inforesources/Data-Portal/Research-and-Data/CalFresh-Data-Dashboard>.

Percent of Population Receiving CalFresh Benefits



Cumulative Growth Rate in CalFresh Enrollment, 2012-2017



HUMAN CAPITAL

Labor Force

Labor Force Participation Rate
 The labor force participation rate represents the proportion of the population that is working or pursuing work, as opposed to those voluntarily not working or not pursuing work. The labor force participation rate is affected by various factors, including availability of jobs, socioeconomic composition of the population, demographics, as well as structural changes in the economy.

EMPLOYMENT IN SHASTA COUNTY 1998-2018 ⁹		
Peak	October 2011 (79,609)	December 2018 (70,388 – 11.6% lower)
Trough	February 2011 (63,576)	December 2018 (70,388 – 10.7% higher)
December 2018	Employment: 70,388 Labor Force: 73,947 Unemployment rate: 4.8%	

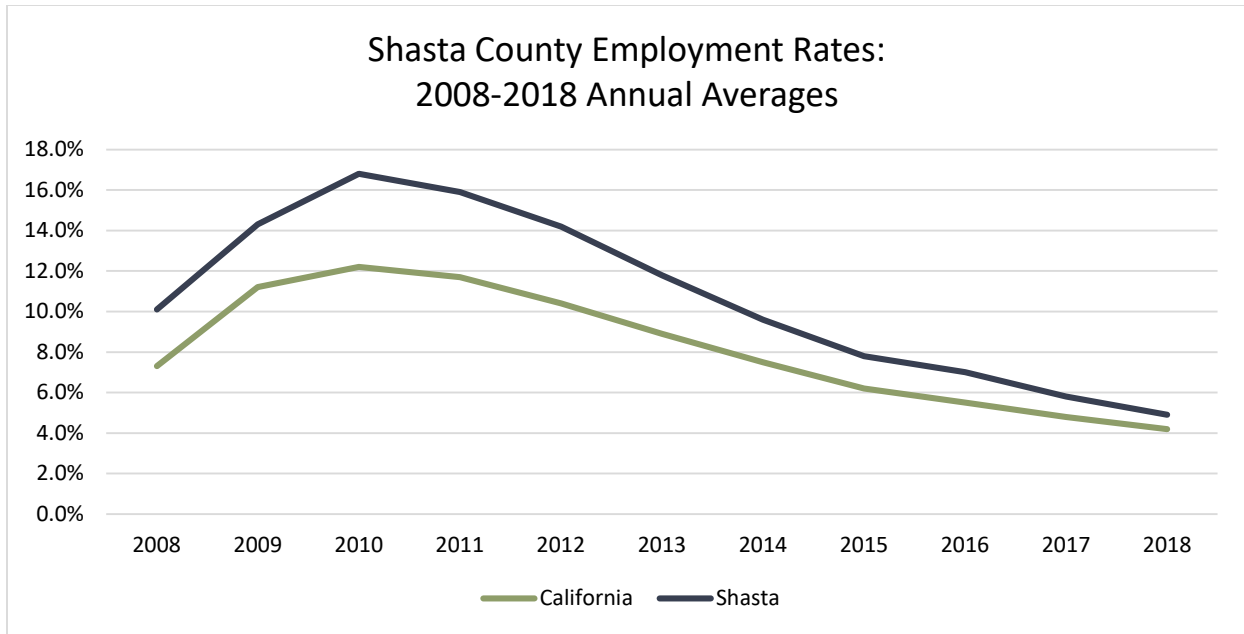
Labor force statistics include both the employed and the unemployed, excluding only those who have stopped looking for work (discouraged workers) and those who are voluntarily not in the labor force. In December 2018, 73,947 individuals participated in the Shasta County labor force, of these, 70,388 were employed and 3,559 were unemployed¹⁰. Over the last 20 years, employment in the county was at its highest in October 2011 and lowest in February 2011. As of December 2018, the unemployment rate was 4.8%, higher than the unemployment rate of California (4.1%) and the United States (3.9%).

Labor Force Participation Rate

The labor force participation rate is sensitive to demographic changes because participation rates vary across age, gender, income and race/ethnicity.¹¹ The national labor force participation rate has decreased since 2000, a trend that is expected to continue in the next decade in part due to the aging of the baby-boomer generation. In 2000, baby boomers were the heart of the workforce. However, as this large group of individuals moves closer to retirement, the overall workforce participation rate decreases. It is worth mentioning that the participation rate of older workers has been increasing in the past ten years, but it is still significantly lower than those of the young adult and middle-aged groups.

Prime working age groups and older residents, especially those over 65, compose a considerable proportion of Shasta County’s population. The working population of 20-34 year and 35-54 year olds was estimated to be 18.4% and 22.6% of the county’s population in 2018, respectively.¹² Notably, those who are 65 years and older were estimated to total 37,373, equivalent to 20.7% of the county’s population.

⁹ U.S. Bureau of Labor Statistics, 1998.4-2018.4. <http://www.bls.gov/data/>
¹⁰ December of 2018 was used as comparison throughout the 1998-2008 timeframe.
¹¹ For example, in 2015 the national labor force participation rate for individuals older than age 54 (40.0%) was significantly lower than for those between the ages of 25 and 54 (81.3%).



Generally, unemployment tends to spike during recessions and following major layoffs, eventually settling to a more normal and stable rate as individuals adjust to the new availability of employment opportunities. Prolonged periods of unusually high unemployment are typically a signal that the supply of workers is not in balance with demand for workers.

Since 2014, Shasta County’s unemployment rate has mostly declined up until 2018. For example, the unemployment rate in Shasta County in January 2014 was 11.3% compared to 5.7% in January 2018. Overall, the unemployment rate for the county has been higher than California over the period analyzed. But, the unemployment rates for the two areas have grown relatively close, with Shasta County experiencing 4.9% unemployment and California experiencing 4.2% unemployment in December 2018.

INDUSTRY SECTOR ANALYSIS

To this point, the analysis of Shasta County has focused on the socioeconomic characteristics of the region's population. Socioeconomic data are useful in understanding the economy, but to truly comprehend economic dynamics we must also analyze industry data. Industry data are classified according to the types of goods and services that are rendered by businesses. These data indicate past and projected growth trends by sector and reveal sectors in which Shasta County is well suited to be competitive.

A chart and several tables are displayed related to industry data. Each of the figures provide data that descend in order according to 2018 employment. Other data displayed include: employment growth over the past five years, forecasted growth over the next five years, growth due to competitive effect (CE), and location quotient (LQ).

The *competitive effect* helps to determine the amount of job growth that occurred due to the county's competitive advantages as compared to the national growth in general and the national growth rate for each sector. In other words, a positive number indicates that the county experienced more growth than was expected.

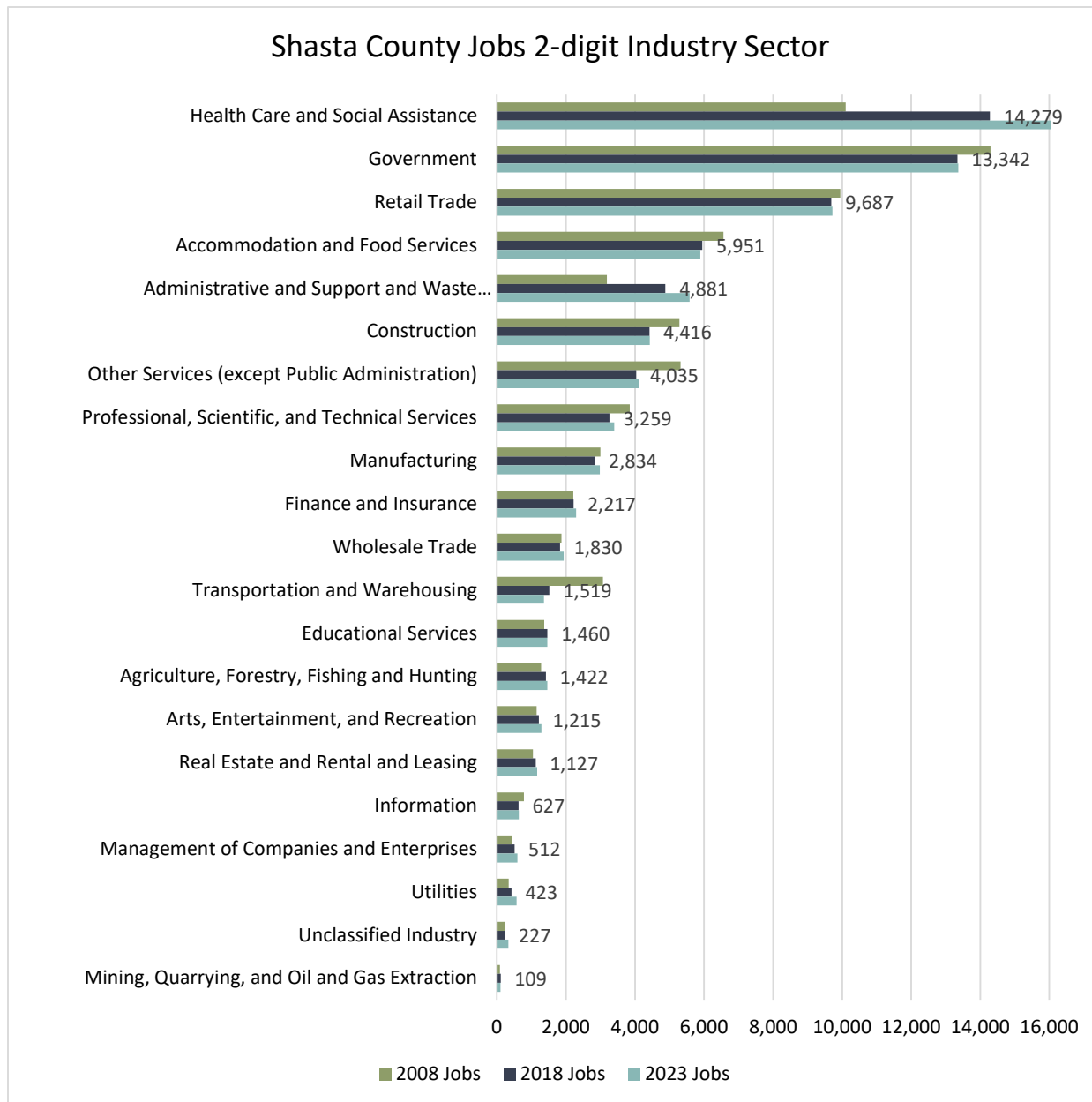
Location Quotient (LQ) measures how concentrated or specialized an industry is in a particular county and helps to demonstrate what makes a particular county's economy unique. A number greater than 1.25 indicates that the particular sector is considerably more concentrated than the national average. It also typically indicates that local demand for the products and/or services produced by that industry have been met and the industry is likely exporting products and/or services outside of the county. In other words, these may be industries that are bringing money into the county, rather than circulating money already present within the county.¹³

¹³ Data from this section are from Economic Modeling Specialists International (EMSI), 2019.2 Class of Worker.

Industry Mix

The broad industry sectors in Shasta County employing the most workers are Healthcare and Social Assistance (14,279; 19%); Government (13,342; 18%); Retail Trade (9,687; 13%); and Accommodation and Food Services (5,951; 8%).

All of the industry sectors have grown over the last five years with the exception of the Educational Services and Information sectors. Government added 356 jobs and Retail Trade added 485 jobs between 2013-2018. Administrative and Support and Waste Management and Remediation Services had the highest increase in jobs between 2013 and 2018 with 1,411, or a 41% increase over five years.



Other notable increases include Construction (596 jobs) and Manufacturing (465 jobs) between 2013 and 2018. In contrast, Educational Services decreased by 178 jobs and Information went down by 75 jobs in the same time frame.

Looking deeper into job change in the county, competitive effect reveals how many jobs were created or retained due uniquely to characteristics of Shasta County. According to these data, Administrative and Support and Waste Management and Remediation Services is the strongest (adding 1,042 jobs due to competitive effect). Others that performed better in Shasta County than other regions in the United States include Manufacturing (347); Finance and Insurance (122); and Professional, Scientific, and Technical Services (108).

Industries with the strongest location quotient score in Shasta County include Utilities; Agriculture, Forestry, Fishing, and Hunting; Healthcare and Social Assistance; Retail Trade; and Government.

Industry	2013 Jobs	2018 Jobs	Change 2013 – 2018	% Change 2013-2018	Change 2018-2023	% Change 2018-2023	2018 LQ	Comp. Effect
Health Care and Social Assistance	13,101	14,279	1,178	9%	1,786	13%	1.50	(231)
Government	12,986	13,342	356	3%	19	0%	1.18	104
Retail Trade	9,202	9,687	485	5%	31	0%	1.27	50
Accommodation and Food Services	5,728	5,951	223	4%	(56)	(1%)	0.92	(524)
Administrative and Support and Waste Management and Remediation Services	3,470	4,881	1,411	41%	700	14%	1.04	1,042
Construction	3,820	4,416	596	16%	14	0%	1.05	(93)
Other Services (except Public Administration)	3,759	4,035	276	7%	83	2%	1.13	33
Professional, Scientific, and Technical Services	2,803	3,259	456	16%	138	4%	0.67	108
Manufacturing	2,369	2,834	465	20%	143	5%	0.48	347
Finance and Insurance	1,957	2,217	260	13%	74	3%	0.73	122
Wholesale Trade	1,757	1,830	73	4%	106	6%	0.66	39
Transportation and Warehousing	1,498	1,519	21	1%	(154)	(10%)	0.56	(290)
Educational Services	1,638	1,460	(178)	(11%)	(2)	(0%)	0.76	(324)
Agriculture, Forestry, Fishing and Hunting	1,294	1,422	128	10%	42	3%	1.61	116
Arts, Entertainment, and Recreation	1,069	1,215	146	14%	75	6%	0.93	(15)
Real Estate and Rental and Leasing	1,008	1,127	119	12%	42	4%	0.89	7
Information	702	627	(75)	(11%)	6	1%	0.45	(110)
Management of Companies and Enterprises	385	512	127	33%	78	15%	0.47	83
Utilities	392	423	31	8%	145	34%	1.63	24
Unclassified Industry	113	227	114	101%	104	46%	2.23	77
Mining, Quarrying, and Oil and Gas Extraction	97	109	12	12%	(7)	(6%)	0.35	29

Key Industries

The following table shows the 20 largest 4-digit NAICS industries in terms of employment in Shasta County in 2018. Between 2013 and 2018, the majority of top industries added jobs. Employment Services added the most jobs with 1,226, followed by Agencies, Brokerages, and Other Insurance Related Activities (601), and Individual and Family Services (552). General Merchandise Stores (including Warehouse Clubs and Supercenters); Federal Government (Civilian); Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly; and Building Material and Supplies Dealers had meager decreases between 2013-2018. Out of the top three industries with the highest employment in 2018, Education and Hospitals (Local Government) and Local Government (Excluding Education and Hospitals) are expected to decrease by 2% in the next five years.

Industry	2018 Jobs	Change 2013-2018	% Change 2013-2018	Projected Change 2018-2023	Projected % Change 2018-2023
Education and Hospitals (Local Government)	5,653	25	0%	(89)	(2%)
Restaurants and Other Eating Places	4,815	104	2%	904	24%
Local Government, Excluding Education and Hospitals	4,307	310	8%	(74)	(2%)
Individual and Family Services	3,845	552	17%	118	3%
Employment Services	2,465	1,226	99%	551	22%
General Medical and Surgical Hospitals	2,338	194	9%	91	4%
State Government, Excluding Education and Hospitals	1,780	46	3%	139	8%
Offices of Physicians	1,743	146	9%	6	0%
Grocery Stores	1,492	75	5%	9	1%
Services to Buildings and Dwellings	1,420	89	7%	63	4%
General Merchandise Stores, including Warehouse Clubs and Supercenters	1,342	(74)	(5%)	64	5%
Federal Government, Civilian	1,300	(4)	(0%)	(14)	(1%)
Religious Organizations	1,132	127	13%	144	13%
Agencies, Brokerages, and Other Insurance Related Activities	1,045	601	135%	223	21%
Nursing Care Facilities (Skilled Nursing Facilities)	984	(59)	(6%)	156	16%
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	952	41	5%	(46)	(5%)
Automotive Repair and Maintenance	917	52	6%	18	2%
Other Amusement and Recreation Industries	817	118	17%	47	6%
Building Equipment Contractors	809	34	4%	198	33%
Building Material and Supplies Dealers	774	(15)	(2%)	(16)	(2%)

OCCUPATION ANALYSIS

An examination of occupational demand is separate and distinct from industry analysis because industries require a mix of occupations to function. For example, the Manufacturing sector employs occupations that might be traditionally defined as “manufacturing occupations” – called Production occupations at the broadest level of occupation classification. The Manufacturing sector, however, also employs managers, accountants, maintenance and repair personnel, and many other occupational categories necessary for the industry’s operation. As a workforce development board, NoRTEC’s mission is to serve individual job seekers and businesses more than driving forward industry-specific economic development. As such, it’s important to understand the specific occupational roles that are required to keep local businesses functioning.

The occupational analysis that follows provides a view of the most critical occupations within the region from an overarching economic perspective and specifically related to some of the key industries that were highlighted previously.

Occupational Groups

Shasta County’s top 2-digit Standard Occupational Classification (SOC) System categories include:

- Office and Administrative Support Occupations (10,608 jobs)
- Sales and Related Occupations (8,245 jobs)
- Food Preparation and Related Serving Occupations (6,304 jobs)
- Personal Care and Service Occupations (6,029 jobs)

The median hourly earnings for all occupations range from \$11.41/hr. for Food Preparation and Related Serving Occupations to \$41.09/hr. for Healthcare Practitioners and Technical Occupations.

As noted in the industry analysis section, location quotient scores can indicate fields where the county has a strong competitive advantage over other regions in United States. Shasta County has a few occupational categories that have high location quotients. Occupational categories where Shasta County has a strong concentration of workers (above an LQ of 1.25) include

- Farming, Fishing, and Forestry Occupations (1.95)
- Personal Care and Service Occupations (1.86)
- Life, Physical, and Social Science Occupations (1.60)

These are the occupation groups for which the region is highly specialized.

Broad Occupation Mix

Occupation	2018 Employment	% of Total Employment	Median Hourly Earning	2018 Location Quotient
Office and Administrative Support Occupations	10,608	14.1%	\$16.54	0.97
Sales and Related Occupations	8,245	10.9%	\$13.31	1.11
Food Preparation and Serving Related Occupations	6,304	8.4%	\$11.41	1.00
Personal Care and Service Occupations	6,029	8.0%	\$11.48	1.86
Education, Training, and Library Occupations	4,984	6.6%	\$22.44	1.16
Healthcare Practitioners and Technical Occupations	4,836	6.4%	\$41.09	1.16
Transportation and Material Moving Occupations	4,220	5.6%	\$15.54	0.82
Management Occupations	4,069	5.4%	\$33.48	0.96
Construction and Extraction Occupations	3,773	5.0%	\$19.44	1.09
Installation, Maintenance, and Repair Occupations	3,100	4.1%	\$20.46	1.05
Building and Grounds Cleaning and Maintenance Occupations	2,741	3.6%	\$13.07	0.99
Production Occupations	2,649	3.5%	\$15.51	0.60
Business and Financial Operations Occupations	2,429	3.2%	\$29.68	0.62
Healthcare Support Occupations	2,298	3.0%	\$15.43	1.12
Community and Social Service Occupations	1,892	2.5%	\$18.60	1.52
Protective Service Occupations	1,610	2.1%	\$25.59	0.95
Farming, Fishing, and Forestry Occupations	1,096	1.5%	\$13.18	1.95
Architecture and Engineering Occupations	1,014	1.3%	\$39.49	0.79
Arts, Design, Entertainment, Sports, and Media Occupations	1,010	1.3%	\$21.30	0.73
Life, Physical, and Social Science Occupations	993	1.3%	\$27.95	1.60
Computer and Mathematical Occupations	913	1.2%	\$31.26	0.42
Legal Occupations	403	0.5%	\$40.03	0.65

Top Occupations by Employment

The following table displays the top occupational by total employment for the slightly more specific group of 4-digit Standard Occupational Classification (SOC) Codes. Median hourly earnings for these occupations range from \$10.86 for Fast Food and Counter Workers to \$46.99 for Registered Nurses. Personal Care Aides experienced the greatest growth in jobs over the last five years, adding 1,030 jobs, followed by Laborers and Material Movers, Hands (284); Registered Nurses (228); and Cashiers (183). All four occupations are projected to grow over the next five years except for Cashiers, which is has a 0% projected change in the next five years.

Occupations that experienced declines in employment over the past five years include Building Cleaning Workers (-4%); Secretaries and Administrative Assistants (-1%); and Bookkeeping, Accounting, and Auditing Clerks (-1%). Driver/Sales Workers and Truck Drivers (-3%); Secretaries and Administrative Assistants (-1%); Cooks (-1%); and Bookkeeping, Accounting, and Auditing Clerks (-1%) show small decreases in the next five years. Cashiers and Office Clerks (General) are estimated to decrease by 3 jobs each in the next five years, which is around a 0% change.

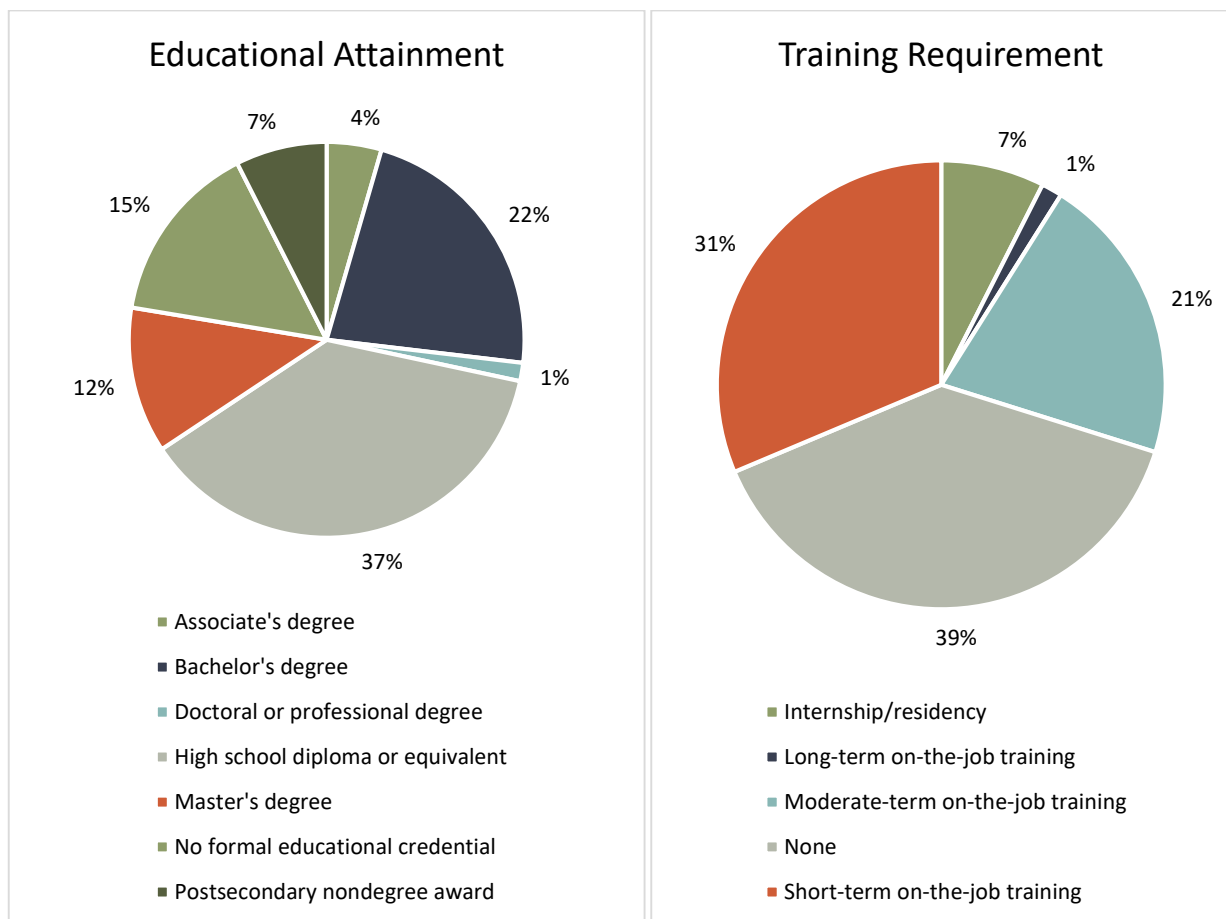
Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Projected Annual Openings	Median Hourly Earnings
Personal Care Aides	3,503	1,030	42%	749	21%	691	\$11.21
Cashiers	2,389	183	8%	(3)	(0%)	445	\$11.53
Retail Salespersons	2,136	(4)	(0%)	69	3%	324	\$12.22
Fast Food and Counter Workers	2,027	150	8%	44	2%	399	\$10.86
Secretaries and Administrative Assistants	1,959	(11)	(1%)	(17)	(1%)	217	\$17.11
Registered Nurses	1,737	228	15%	148	9%	120	\$46.99
Building Cleaning Workers	1,574	(69)	(4%)	5	0%	210	\$12.04
Driver/Sales Workers and Truck Drivers	1,563	113	8%	(53)	(3%)	164	\$17.60
Elementary and Middle School Teachers	1,513	106	8%	13	1%	111	\$35.72
Office Clerks, General	1,498	38	3%	(3)	(0%)	180	\$16.32
Miscellaneous Teachers and Instructors	1,442	112	8%	25	2%	162	\$21.77
Cooks	1,415	2	0%	(18)	(1%)	200	\$11.79
Laborers and Material Movers, Hand	1,375	284	26%	127	9%	223	\$12.31
Miscellaneous Healthcare Support Occupations	1,305	111	9%	80	6%	168	\$16.27
Stock Clerks and Order Fillers	1,126	112	11%	1	0%	142	\$12.00
General and Operations Managers	1,060	161	18%	69	7%	101	\$40.02
First-Line Supervisors of Sales Workers	1,010	9	1%	15	1%	108	\$18.01

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Projected Annual Openings	Median Hourly Earnings
Bookkeeping, Accounting, and Auditing Clerks	940	(9)	(1%)	(9)	(1%)	103	\$18.07
Waiters and Waitresses	881	24	3%	10	1%	168	\$11.42
Grounds Maintenance Workers	873	56	7%	45	5%	115	\$13.30

Education & Training Requirements for High Demand Jobs

The top high demand jobs in Shasta County include Personal Care Aides; Registered Nurses; Insurance Sales Agents; Home Health Aides; and Laborers and Freight, Stock, and Material Movers, Hand. Of all high demand jobs, 22.4% require some type of postsecondary educational attainment. A large amount of high demand jobs requires a high school diploma or equivalent (37.3%).

Average hourly earnings for high demand jobs range from \$11.62/hr. for Combined Food Preparation and Serving Workers, Including Fast Food to \$50.09/hr. for Physical Therapists. Ten of the high demand jobs earn an hourly wage above \$15.00/hr. Out of the high demand jobs, 38.8% do not have a training requirement and 20.9% require moderate-term on-the-job training.



Description	2023 Jobs	Change 2018 - 2023	Annual Openings	Avg. Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training
Personal Care Aides	4,252	749	691	\$11.72	High school diploma or equivalent	Short-term on-the-job training
Registered Nurses	1,885	148	120	\$46.17	Bachelor's degree	None
Insurance Sales Agents	614	102	74	\$25.82	High school diploma or equivalent	Moderate-term on-the-job training
Home Health Aides	215	87	36	\$13.26	High school diploma or equivalent	Short-term on-the-job training
Laborers and Freight, Stock, and Material Movers, Hand	963	70	139	\$14.13	No formal educational credential	Short-term on-the-job training
Retail Salespersons	2,205	69	324	\$14.18	No formal educational credential	Short-term on-the-job training
General and Operations Managers	1,129	69	101	\$47.66	Bachelor's degree	None
Medical Assistants	667	65	79	\$16.65	Postsecondary nondegree award	None
Nursing Assistants	639	46	77	\$15.23	Postsecondary nondegree award	None
Combined Food Preparation and Serving Workers, Including Fast Food	1,537	46	283	\$11.62	No formal educational credential	Short-term on-the-job training
Customer Service Representatives	604	43	83	\$16.69	High school diploma or equivalent	Short-term on-the-job training
Roofers	222	42	28	\$19.67	No formal educational credential	Moderate-term on-the-job training
Cleaners of Vehicles and Equipment	335	41	52	\$13.10	No formal educational credential	Short-term on-the-job training
Landscaping and Groundskeeping Workers	783	41	98	\$14.67	No formal educational credential	Short-term on-the-job training
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	293	40	36	\$14.91	Bachelor's degree	Internship/residency
Packaging and Filling Machine Operators and Tenders	564	39	70	\$17.39	High school diploma or equivalent	Moderate-term on-the-job training
Social and Human Service Assistants	400	38	52	\$13.74	High school diploma or equivalent	Short-term on-the-job training

Description	2023 Jobs	Change 2018 - 2023	Annual Openings	Avg. Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	504	31	56	\$22.86	High school diploma or equivalent	Moderate-term on-the-job training
Physical Therapists	161	26	11	\$50.09	Doctoral or professional degree	None
Helpers--Production Workers	192	23	31	\$13.60	High school diploma or equivalent	Short-term on-the-job training

Industry and Occupation Connections

Industries drive economic growth, but the fuel that enables those industries to function are its workforce. Considering the importance of talent to supporting key regional industries, it is worth exploring the connections between significant industries and the occupations that are most critical to those industries. The following table identifies the top ten high demand occupations by 5-digit SOC codes and how they are connected to some of the region’s key industries (2-digit NAICS). Note that many of the top ten occupations are tied to the Health Care and Social Assistance industry.

Connection between Top Occupations and Key Industries	
Top Occupation	Key Industries
Personal Care Aides	<ul style="list-style-type: none"> Health Care and Social Assistance Administrative and Support and Waste Management Other Services (except Public Administration)
Registered Nurses	<ul style="list-style-type: none"> Health Care and Social Assistance Government
Insurance Sales Agents	<ul style="list-style-type: none"> Finance and Insurance Agents
Home Health Aides	<ul style="list-style-type: none"> Health Care and Social Assistance
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> Administration and Support and Waste Management Manufacturing Transportation
Retail Salespersons	<ul style="list-style-type: none"> Retail Trade
General and Operations Managers	<ul style="list-style-type: none"> Retail Trade Government Health Care and Social Assistance Administrative and Support and Waste Management
Medical Assistants	<ul style="list-style-type: none"> Health Care and Social Assistance Government
Nursing Assistants	<ul style="list-style-type: none"> Health Care and Social Assistance Government
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Accommodation and Food Services Retail Trade

DETAILED INDUSTRY ANALYSIS

The following section provides an in-depth look at 4-digit NAICS sectors that are important to the Shasta County economy. These industry sectors include: Agriculture; Health Care; and Tourism. For each of these sectors the top employing sub-sectors are listed by 4-digit NAICS code, as well as the staffing patterns for each sector. Staffing patterns data show the top employing occupations at the 4-digit SOC level, along with past and projected growth, competitive effect, location quotient and average earnings.

Employment for Top Agriculture Industries

The top agriculture industries in Shasta County include Crop Production (453 jobs); Logging (295 jobs); Animal Production (265 jobs); and Support Activities for Forestry (256 jobs). Of those top industries, Forest Nurseries and Gathering of Forest Products has the highest average earnings of \$98,318. Animal Production, Support Activities for Crop Production, Support Activities for Crop Production, Forest Nurseries and Gathering of Forest Products, and Fishing should have positive growth in the next five years.

Industry	2018 Jobs	'13-'18 Change	CE '13-'18	'18-'23 Change	CE '18-'23	'18 LQ	Average Earnings
Crop Production	453	(6)	5	(20)	(20)	1.21	\$43,371
Logging	295	(16)	3	(33)	(7)	9.08	\$64,642
Animal Production	265	52	48	41	48	1.32	\$58,024
Support Activities for Forestry	256	45	2	36	1	25.69	\$83,623
Support Activities for Crop Production	54	2	(2)	2	(2)	0.24	\$43,874
Forest Nurseries and Gathering of Forest Products	38	Insf. Data	38	11	6	37.06	\$98,318
Fishing	34	11	14	4	5	2.54	\$64,242
Support Activities for Animal Production	18	0	(1)	(2)	(3)	0.89	\$26,336
Timber Tract Operations	<10	Insf. Data	3	Insf. Data	(0)	2.71	Insf. Data
Hunting and Trapping	<10	Insf. Data	1	Insf. Data	(0)	2.97	Insf. Data

Staffing Patterns for Agriculture

Diving deeper into the staffing patterns for the Agriculture industry, the top occupations include Miscellaneous Agricultural Workers; Farmers, Ranchers, and Other Agricultural Managers; Logging Workers; and First-Line Supervisors of Farming, Fishing, and Forestry Workers. Over the last five years, a significant number of agricultural occupations have experienced declines in employment. Fishers and Related Fishing Workers experienced the greatest decline by 18% between 2013 and 2018. Miscellaneous Agricultural Workers and Farmers, Ranchers, and Other Agricultural Managers are anticipated to grow 16 and 10 jobs, respectively, in the next five years. Median hourly earnings range from \$11.29 for Forest and Conservation Workers to \$36.96 for Conservation Scientists and Foresters.

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Miscellaneous Agricultural Workers	425	25	6%	16	4%	\$11.54
Farmers, Ranchers, and Other Agricultural Managers	229	38	20%	10	4%	\$25.76
Logging Workers	165	(5)	(3%)	(15)	(9%)	\$23.65
First-Line Supervisors of Farming, Fishing, and Forestry Workers	77	7	10%	5	6%	\$22.42
Driver/Sales Workers and Truck Drivers	67	(3)	(4%)	(4)	(6%)	\$17.60
Forest and Conservation Workers	62	11	22%	8	13%	\$11.29
Laborers and Material Movers, Hand	45	20	80%	5	11%	\$12.31
Grounds Maintenance Workers	24	11	85%	4	17%	\$13.30
Secretaries and Administrative Assistants	23	1	5%	(2)	(9%)	\$17.11
Fishers and Related Fishing Workers	18	(4)	(18%)	0	0%	\$16.60
Conservation Scientists and Foresters	17	(3)	(15%)	2	12%	\$36.96
Miscellaneous Production Workers	17	7	70%	3	18%	\$13.12
Graders and Sorters, Agricultural Products	17	(3)	(15%)	(1)	(6%)	\$14.38
Hunters and Trappers	16	11	220%	3	19%	\$15.76
Office Clerks, General	16	(1)	(6%)	(3)	(19%)	\$16.32
Nonfarm Animal Caretakers	15	(1)	(6%)	0	0%	\$11.72
Bookkeeping, Accounting, and Auditing Clerks	15	0	0%	0	0%	\$18.07
Animal Trainers	13	0	0%	0	0%	\$11.98
Heavy Vehicle and Mobile Equipment Service Technicians and Mechanics	12	2	20%	(1)	(8%)	\$26.69
Welding, Soldering, and Brazing Workers	<10	0	0%	0	0%	\$18.09

Employment for Top Health Care Industries

The largest employing Health Care sectors in Shasta County include Individual and Family Services (3,845 jobs); General Medical and Surgical Hospitals (2,338 jobs); Office of Physicians (1,743 jobs); and Nursing Care Facilities (Skilled Nursing Facilities) (984 jobs). The highest LQ amongst industry subsectors was Specialty (except Psychiatric and Substance Abuse) Hospitals with a score of 3.97. This subsector has added 267 jobs over the past five years and is projected to increase with 103 jobs over the next five. General Medical and Surgical Hospitals has the largest average earnings of all top Health Care subsectors at \$97,514, followed by Nursing Care Facilities (Skilled Nursing Facilities) (\$96,891), and Other Ambulatory Health Care Services (\$92,577). The lowest paid subsector, Individual and Family Services, also has the largest employment in 2018. Shasta County may have a demand for Individual and Family Services, but the low earnings are cause for concern economically.

Industry	2018 Jobs	'13-'18 Change	CE '13-'18	'18-'23 Change	CE '18-'23	'18 LQ	Average Earnings
Individual and Family Services	3,845	552	(320)	904	39	3.19	\$20,239
General Medical and Surgical Hospitals	2,338	194	69	91	(20)	1.07	\$97,514
Offices of Physicians	1,743	146	39	139	(54)	1.41	\$96,891
Nursing Care Facilities (Skilled Nursing Facilities)	984	(59)	(31)	(46)	(52)	1.32	\$54,586
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	952	41	(91)	156	(21)	2.18	\$29,535
Offices of Other Health Practitioners	706	62	(68)	79	(38)	1.46	\$45,152
Outpatient Care Centers	595	216	80	198	66	1.33	\$63,388
Offices of Dentists	584	8	(38)	16	(42)	1.28	\$59,486
Home Health Care Services	538	72	(7)	142	3	0.76	\$37,945
Child Day Care Services	533	59	42	25	12	0.92	\$24,832
Specialty (except Psychiatric and Substance Abuse) Hospitals	425	267	248	103	19	3.97	\$82,789
Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	382	(19)	(49)	(3)	(46)	1.28	\$38,864
Other Ambulatory Health Care Services	193	(64)	(94)	2	(26)	1.22	\$92,577
Medical and Diagnostic Laboratories	191	(13)	(36)	(19)	(47)	1.43	\$58,794
Vocational Rehabilitation Services	147	7	8	5	8	0.93	\$25,497
Community Food and Housing, and Emergency and Other Relief Services	90	(21)	(40)	(5)	(14)	1.08	\$63,151
Psychiatric and Substance Abuse Hospitals	26	26	25	5	2	0.45	\$65,206
Other Residential Care Facilities	<10	Insf. Data	(309)	Insf. Data	(5)	0.08	Insf. Data

Staffing Patterns for Health Care

The top four highest employment 4-digit SOC categories for this industry sector include: Personal Care Aids (3,321); Registered Nurses (1,417); Miscellaneous Healthcare Support Occupations (1,069); and Nursing, Psychiatric, and Home Health Aides (666). Nursing, Psychiatric, and Home Health Aides was the only occupation of the four that experienced a decline in jobs over the last five years, but it is grow by 19% in the next five years. Median hourly wages for Personal Care Aids have the lowest median wages in this industry sector at \$11.21/hr. whereas top earning wages are most prevalent among Physicians and Surgeons, which is the highest paid occupation (\$93.12/hr.).

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Personal Care Aides	3,321	974	41%	749	23%	\$11.21
Registered Nurses	1,417	209	17%	129	9%	\$46.99
Miscellaneous Healthcare Support Occupations	1,069	89	9%	68	6%	\$16.27
Nursing, Psychiatric, and Home Health Aides	666	(124)	(16%)	124	19%	\$14.48
Secretaries and Administrative Assistants	583	29	5%	44	8%	\$17.11
Therapists	450	95	27%	70	16%	\$37.20
Licensed Practical and Licensed Vocational Nurses	327	(3)	(1%)	21	6%	\$23.64
Physicians and Surgeons	311	17	6%	17	5%	\$93.12
Counselors	299	27	10%	55	18%	\$17.66
Childcare Workers	278	(83)	(23%)	(11)	(4%)	\$11.77
Miscellaneous Community and Social Service Specialists	263	(54)	(17%)	38	14%	\$15.38
Building Cleaning Workers	242	(35)	(13%)	16	7%	\$12.04
Receptionists and Information Clerks	234	7	3%	22	9%	\$14.44
Social Workers	228	(22)	(9%)	42	18%	\$22.02
Social and Community Service Managers	219	22	11%	22	10%	\$15.06
Office Clerks, General	213	(7)	(3%)	14	7%	\$16.32
Preschool and Kindergarten Teachers	180	37	26%	21	12%	\$12.46
Physical Therapist Assistants and Aides	176	41	30%	28	16%	\$15.82
Diagnostic Related Technologists and Technicians	172	17	11%	8	5%	\$37.64
Residential Advisors	169	(39)	(19%)	5	3%	\$15.63

Employment for Top Tourism Industries

The top industry subsectors include Restaurants and Other Eating Places (4,815 jobs); Other Amusement and Recreation Industries (817 jobs); and Travel Accommodation (722 jobs). Most of the average earnings for the tourism subsectors are less than \$30,000. The only industry subsectors that exceed that amount include Other Support Services (\$67,739) and Museums, Historical Sites, and Similar Institutions (\$32,096). RV (Recreational Vehicle) Parks and Recreational Camps and Gambling Industries have the highest location quotients with 1.62 and 1.57, respectively.

Industry	2018 Jobs	'13-'18 Change	CE '13-18'	'18-'23 Change	CE '18-23	'18 LQ	Average Earnings
Restaurants and Other Eating Places	4,815	104	(550)	(74)	(440)	0.97	\$20,745
Other Amusement and Recreation Industries	817	118	(7)	47	(23)	1.22	\$23,297
Traveler Accommodation	722	47	(8)	(23)	(47)	0.80	\$25,210
Special Food Services	181	0	(29)	3	(15)	0.47	\$24,623
Drinking Places (Alcoholic Beverages)	180	68	57	33	34	0.97	\$21,347
Independent Artists, Writers, and Performers	118	6	(3)	5	2	0.83	\$21,085
Other Support Services	104	40	35	51	46	0.69	\$67,739
Museums, Historical Sites, and Similar Institutions	101	8	(9)	2	(10)	1.26	\$32,096
Gambling Industries	94	6	12	12	9	1.57	\$15,545
RV (Recreational Vehicle) Parks and Recreational Camps	52	4	(4)	5	(2)	1.62	\$19,730
Spectator Sports	45	15	12	5	3	0.50	\$22,878
Travel Arrangement and Reservation Services	27	13	11	0	(1)	0.24	\$27,949
Promoters of Performing Arts, Sports, and Similar Events	21	Insf. Data	9	3	(0)	0.28	\$23,123
Performing Arts Companies	12	(15)	(18)	2	1	0.17	\$28,886
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	<10	Insf. Data	(0)	Insf. Data	0	0.22	Insf. Data
Rooming and Boarding Houses, Dormitories, and Workers' Camps	<10	Insf. Data	0	Insf. Data	0	0.21	Insf. Data
Amusement Parks and Arcades	<10	Insf. Data	(5)	Insf. Data	(3)	0.04	Insf. Data
Scenic and Sightseeing Transportation, Water	0	Insf. Data	(1)	0	0	0.00	\$0

Staffing Patterns for Tourism¹⁴

Within the Tourism industry in Shasta County, the top occupations include Fast Food and Counter Workers (1,555 jobs); Cooks (1,130 jobs); Waiters and Waitresses (812 jobs); Supervisors of Food Preparation and Serving Workers (300 jobs); and Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop (278 jobs). Of all the occupations within this industry in Shasta County, three experienced a decline in employment between 2013-2018: Food Preparation Workers (-9%), Food Service Managers (-7%), and Dishwashers (-3%). Cooks showed a 0% change between 2013 and 2018. Over the next five years, about over half of all occupations are projected to decline. However, the expected decreases in the next five years range from less than 1% to 5%.

The lowest hourly earnings for Tourism occupations were \$10.51/hr. for both Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop and Dining Room and Cafeteria Attendants and Bartender Helpers. The highest hourly earnings for Tourism occupations were led by Food Service Managers at \$16.87/hour. Shasta County should experience growth in the next five years for Recreation and Fitness Workers; Bartenders; Grounds Maintenance Workers; Miscellaneous Entertainment Attendants and Related Workers; General and Operations Managers; Maintenance and Repair Workers, General; and Fast Food and Counter Workers.

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Fast Food and Counter Workers	1,555	88	6%	22	1%	\$10.86
Cooks	1,130	(3)	(0%)	(34)	(3%)	\$11.79
Waiters and Waitresses	812	12	2%	(2)	(0%)	\$11.42
Supervisors of Food Preparation and Serving Workers	300	15	5%	1	0%	\$13.97
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	278	26	10%	(4)	(1%)	\$10.51
Dishwashers	242	(8)	(3%)	(7)	(3%)	\$11.27
Building Cleaning Workers	240	10	4%	(4)	(2%)	\$12.04
Bartenders	235	41	21%	15	6%	\$11.49
Cashiers	209	18	9%	(5)	(2%)	\$11.53
Dining Room and Cafeteria Attendants and Bartender Helpers	207	12	6%	(1)	(0%)	\$10.51
Food Service Managers	167	(12)	(7%)	(5)	(3%)	\$16.87
Food Preparation Workers	156	(15)	(9%)	(2)	(1%)	\$12.43
Miscellaneous Entertainment Attendants and Related Workers	152	40	36%	7	5%	\$10.99
Hotel, Motel, and Resort Desk Clerks	146	10	7%	(3)	(2%)	\$11.09
Recreation and Fitness Workers	134	2	2%	8	6%	\$11.02

¹⁴ The Tourism industry crosses over several industries, including NAICS 48 (Transportation and Warehousing); 56 (Administrative and Support Services); 71 (Arts, Entertainment, and Recreation; and 72 (Accommodation and Food Services).

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Driver/Sales Workers and Truck Drivers	85	19	29%	(4)	(5%)	\$17.60
General and Operations Managers	68	10	17%	3	4%	\$40.02
Grounds Maintenance Workers	63	7	13%	4	6%	\$13.30
Maintenance and Repair Workers, General	58	10	21%	1	2%	\$18.20
Taxi Drivers and Chauffeurs	<10	0	0%	0	0%	\$12.02

APPENDIX

Data Sources and Glossary of Key Terms

Data Sources

All data and analysis for this report are directly or indirectly derived from information provided by either the U.S. Bureau of the Census or U.S. Bureau of Labor Statistics:

- Economic Modeling Specialists International (EMSI), 2018.4 Class of Worker data (based on the U.S. Quarterly Census of Employment and Wages) and general demographic estimates
- U.S. Census American Community Survey 2012-2016 Estimates
- U.S. Census OnTheMap

Competitive Effect

Used in conjunction with "Shift-Share Analysis" techniques¹⁵, *The Competitive Effect* metric seeks to isolate the influence of local dynamics from the influence of non-local factors on industries' employment growth or decline. A positive number indicates that the study area experienced more growth within a particular industry than would have been expected from non-local trends; the magnitude of *The Competitive Effect* indicates the strength of the purely local influence on the industry's employment change.

Location Quotient

Location Quotient (LQ) measures the relative importance of an industry's employment to a particular region, and uses the straightforward formula:

$$LQ = [\% \text{ of total local employment} / \% \text{ of total national employment}]$$

Location Quotients are one of the most common and important indicators of local economic characteristics; LQ's greater than 1.25 are typically considered to be the threshold for identifying an industry as especially relatively strong.

NAICS Codes (The North American Industry Classification System)

NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The numbering structure is hierarchical in nature, meaning that fewer digits are broader in their meaning, while longer (up to six) digits provide greater specificity.

¹⁵ Shift share is a standard regional analysis method that attempts to determine how much of regional job growth can be attributed to national trends and how much is due to unique regional factors. Shift share helps answer why employment is growing or declining in a regional industry, cluster, or occupation.

SOC Codes (Standard Occupational Classification)

The 2000 Standard Occupational Classification (SOC) System was developed in response to a growing need for a universal occupational classification system. Such a classification system allows government agencies and private industry to produce comparable data. Users of occupational data include government program managers, industrial and labor relations practitioners, students considering career training, job seekers, vocational training schools, and employers wishing to set salary scales or locate a new plant. It is used by federal agencies collecting occupational data, providing a standard means to compare such data across agencies. It is designed to cover all occupations in which work is performed for pay or profit, reflecting the current occupational structure in the United States.

As with NAICS, the SOC coding structure is hierarchical, with fewer digits provide broad data (occupational categories), while larger provide more specific data (specific professions).

Industry Sector Definitions

Agriculture

NAICS	Description
1110	Crop Production
1151	Support Activities for Crop Production
1120	Animal Production
1152	Support Activities for Animal Production
1153	Support Activities for Forestry
1142	Hunting and Trapping
1133	Logging
1131	Timber Tract Operations
1132	Forest Nurseries and Gathering of Forest Products
1141	Fishing

Health Care

NAICS	Description
6241	Individual and Family Services
6211	Offices of Physicians
6214	Outpatient Care Centers
6212	Offices of Dentists
6242	Community Food and Housing, and Emergency and Other Relief Services
6244	Child Day Care Services
6213	Offices of Other Health Practitioners
6219	Other Ambulatory Health Care Services
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
6215	Medical and Diagnostic Laboratories
6216	Home Health Care Services
6243	Vocational Rehabilitation Services
6239	Other Residential Care Facilities
6222	Psychiatric and Substance Abuse Hospitals
6221	General Medical and Surgical Hospitals
6223	Specialty (except Psychiatric and Substance Abuse) Hospitals
6231	Nursing Care Facilities (Skilled Nursing Facilities)
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities

Tourism

NAICS	Description
7225	Restaurants and Other Eating Places
4841	General Freight Trucking
4931	Warehousing and Storage
7211	Traveler Accommodation
4842	Specialized Freight Trucking
5617	Services to Buildings and Dwellings
7113	Promoters of Performing Arts, Sports, and Similar Events
4922	Local Messengers and Local Delivery
5629	Remediation and Other Waste Management Services
5611	Office Administrative Services
7139	Other Amusement and Recreation Industries
4884	Support Activities for Road Transportation
7115	Independent Artists, Writers, and Performers
5614	Business Support Services
7224	Drinking Places (Alcoholic Beverages)
5616	Investigation and Security Services
5619	Other Support Services
7223	Special Food Services
5621	Waste Collection
4821	Rail Transportation