



City of Oroville Fact Sheet



Demographics

The small size of Oroville’s population obscures the large size of its available workforce. More than 300,000 people live within 30 miles, which is a reasonable commute distance, of downtown Oroville. Nearly 200,000 are between the ages of 20 and 64.

The retail market area for Oroville exceeded 55,000 in 2009, which is sufficient to support most local and regional retail outlets. Yet, according to a 2007 study by the Center for Economic Development at California State University, Chico, there is \$195 million in unmet potential taxable sales within this city. Over 40,000 of these individuals are within the peak consumer ages of 15 and 74.

English is spoken by most residents in and around Oroville, although there are a significant percentage of primary and secondary Spanish language speakers in the area. This is evidenced by the population of Hispanic origin. Asian cultures are also well-represented in the area, including unique concentrations from Hmong, Mien, and Punjabi ethnicities.

Total Population

Year	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius
2000	13,004	47,531	51,342	295,884
2009	14,639	51,384	55,699	336,033

Population by Age

Age	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius
0 - 4	1,268	3,401	3,610	22,318
5 - 14	2,042	6,692	7,154	41,942
15 - 19	1,163	3,788	4,056	26,556
20 - 24	1,242	3,287	3,488	32,613
25 - 34	1,864	5,419	5,779	42,944
35 - 44	1,704	5,549	6,000	38,623
45 - 54	1,889	7,269	7,970	45,670
55 - 64	1,434	6,937	7,726	38,178
65 - 74	889	4,545	5,068	22,837
75 - 84	783	3,192	3,456	16,378
85+	362	1,306	1,393	7,975

Population by Race/Ethnicity

Year	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius
White Alone	10,613	38,868	42,246	248,891
Black Alone	572	1,211	1,254	6,303
American Indian Alone	583	1,891	2,087	6,662
Asian Alone	1,170	3,681	3,759	19,497
Pacific Islander Alone	41	101	109	646
Some Other Race Alone	517	2,223	2,478	34,039
Two or More Races	1,143	3,408	3,766	19,996
Hispanic Origin (Any Race)	1,545	5,661	6,245	64,204

Data in this fact sheet assembled by:
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Labor Availability

The labor force in Oroville's labor market area (30-mile radius) was over 132,000 in 2008. Over 12,000 of these individuals were unemployed, making the unemployment rate 9.2 percent.

Ninety-two percent of workers in Oroville live in the 30-mile radius. Only 60 percent live within the retail market area, which is why the 30-mile radius is a more realistic measure of labor availability.

Workers in some industries and income levels tend to commute farther than others. For example, only 73 percent of the Oroville workers in trade, transportation, and utilities live within 30 miles of downtown. Twelve percent of those earning more than \$3,400 per month live outside of the 30-mile radius. Generally, people with higher incomes are willing to commute longer to work, and Oroville workers have easy access to recreation and cultural opportunities not only in Oroville, but also in Chico, Paradise, Yuba City, and all of the quaint small towns in between.

Oroville Labor Market, 2008

Year	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius
Labor Force	5,400	17,900	18,900	132,400
Employed	4,800	16,000	16,900	120,200
Unemployed	600	1,900	2,000	12,200
Unemployment Rate	11.6%	10.7%	10.6%	9.2%

Commuters to Oroville by Type of Industry, 2006

Year	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius	Total Available
Goods Production	225	651	726	1,003	1,101
Trade, Transp. & Utils.	189	720	783	994	1,370
Other Services	1,334	4,106	4,461	7,111	7,479
Total	1,749	5,479	5,972	9,110	9,950

Commuters to Oroville by Income Level, 2006

Year	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius	Total Available
Under \$1,200/mo.	625	1,869	2,060	2,864	3,114
\$1,200-\$3,400/mo.	807	2,478	2,675	3,872	4,133
Over \$3,400/mo.	316	1,130	1,235	2,371	2,703
Total	1,749	5,479	5,972	9,110	9,950





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Income and Wage Levels

Oroville is the county seat of Butte County, California. As such, county income levels apply to Oroville. Butte County earns a large concentration of its income from agriculture, health care, trade, and services.

Households by Income, 2008

Year	City of Oroville	Greater Oroville	Retail Market Area	30-Mile Radius
<\$15,000	1,409	3,700	4,059	21,180
\$15,000 - \$24,999	1,029	3,224	3,488	17,867
\$25,000 - \$34,999	698	2,779	3,013	16,954
\$35,000 - \$49,999	765	3,143	3,484	19,355
\$50,000 - \$74,999	916	4,062	4,364	25,891
\$75,000 - \$99,999	253	1,190	1,272	11,354
\$100,000 - \$149,999	144	809	886	7,653
\$150,000 - \$199,999	31	166	186	2,165
\$200,000+	53	268	299	2,511
Total Households	5,298	19,341	21,051	124,930
Median Household Income	\$27,245	\$34,848	\$34,852	\$40,194
Mean Household Income	\$39,185	\$46,260	\$46,337	\$53,389
Per Capita Income	\$15,962	\$17,992	\$18,073	\$20,625

Median hourly wages are lower in Butte County than in California for most occupational groups. Wage differentials for management and architecture/engineering are the greatest. This is reflective of the area's quality of life and desirability as a place to live.

Average Wages by Occupation, Dollars per Hour, Q1 2009

Age	25 th Percentile	50 th (Median)	75 th Percentile	State Median
Management	22.87	36.16	49.10	48.70
Business and Financial Operations	18.18	25.02	33.19	31.12
Computer and Mathematical	19.46	25.62	37.19	39.37
Architecture and Engineering	21.54	28.62	38.50	39.03
Life, Physical, and Social Science	17.05	23.44	31.88	32.54
Arts, Design, Entertainment, and Media	12.75	16.80	24.47	23.85
Food Preparation and Serving-Related	8.25	8.98	9.82	9.29
Sales and Related	8.78	10.92	16.54	12.63
Office and Administrative Support	10.96	13.99	17.84	16.21
Production	10.25	13.99	18.33	13.21
Transportation and Material Moving	9.43	11.98	17.64	13.34

Income by Industry (\$1,000), 2007

Year	Butte County	Concentration
Agriculture	174,677	3.1
Mining & Utilities	58,374	1.0
Construction	329,088	1.3
Manufacturing	206,873	0.5
Wholesale trade	122,830	0.6
Retail trade	373,591	1.5
Transportation and warehousing	94,257	0.9
Information	63,522	0.3
Finance and insurance	224,586	0.8
Real estate and rental and leasing	87,141	0.8
Professional Services	373,133	0.5
Health care and social assistance	669,633	2.1
Recreation	144,612	0.8
Other services	185,173	1.7
Government and government enterprises	872,090	1.3

Average incomes are lower than in the state, although many high-income households are present in Oroville and the surrounding area.



Workforce Training

Every year, 2,600 people graduate from high school, 1,200 graduate from local Butte Community College, 3,000 people earn a Bachelor's Degree, and 350 earn postgraduate degrees, all within 30 minutes of Oroville.

In addition, there are several organizations available to Oroville businesses designed to link employers with the right workforce. These are the most popular.

- *Butte County One-Stop, Oroville*
- *The Private Industry Council (PIC)*
- *California Employment Development Department (EDD)*
- *Butte County Economic Development Corporation*
- *Wellness to Work*
- *Oroville Adult School*
- *Experience Works, Inc*

Number of 2008 CSU, Chico Graduates

<i>Top 15 Programs</i>	<i>Masters</i>	<i>Bachelors</i>
Business	32	483
Education	31	240
Psychology	31	180
Political Science	23	186
Construction Management		133
Communication Arts and Sciences	23	103
Recreation and Parks Management	1	116
Communication Design	5	111
Kinesiology	16	98
English	12	81
Social Work	41	49
Biological Sciences	10	79
Nursing	1	85
Journalism		84
Computer Science	51	33

High School Graduates, 2008

<i>Top 15 Programs</i>	<i>Associates</i>
Biggs	44
Chico	933
Durham	88
Gridley	42
Marysville	554
Oroville	586
Paradise	376

Number of 2008-09 Butte College Graduates

<i>Top 15 Programs</i>	<i>Associates</i>
Social and Behavioral Science	589
University Studies	109
Business Administration	54
Fire Technology	52
Registered Nursing	44
LVN to ADN	36
Respiratory Care	30
Language Arts	29
Administration of Justice	18
Licensed Vocational Nursing	17
Child Development	16
Accounting	15
Tourism and Travel	15
Early Childhood Education	11
Natural Resources	11
Nutrition and Food Sciences	11

Many college graduates remain in the area because of the rural quality of life with many urban cultural amenities located in the area.