

North State Community Spotlight Report

In 2022, the North State region’s highest industry specialization is in the Forestry industry, with a location quotient of 12.61 and a 10-year forecast growth rate of 9.9 percent. Over the next 10 years, the North State region is forecasted to experience the most employment growth in the Agricultural Inputs and Services industry, with a 32.4 percent increase through the first quarter of 2032. In terms of innovation, Butte County (the most populous county in the North State region) ranked 571st out of the 3,110 U.S. counties in the headline Innovation Index.

Announced Greenfield FDI Projects California, 2012 to 2021

From 2012 to 2021, foreign-owned companies announced 2,496 greenfield projects in California. Three of these projects were announced in counties comprising the North State region (Butte, Shasta, and Tehama Counties).



Source: [fDi Markets](#)

Top Sources of Greenfield FDI Projects in California by Capex, 2012 to 2021

Source Market	Estimated Capex (in U.S. Millions)	Estimated Number of Projects	Estimated Jobs Created
China	\$11,752	187	22,350
United Kingdom	\$7,737	504	25,536
France	\$5,145	158	8,141
Japan	\$4,705	182	14,520
Germany	\$4,482	205	14,088

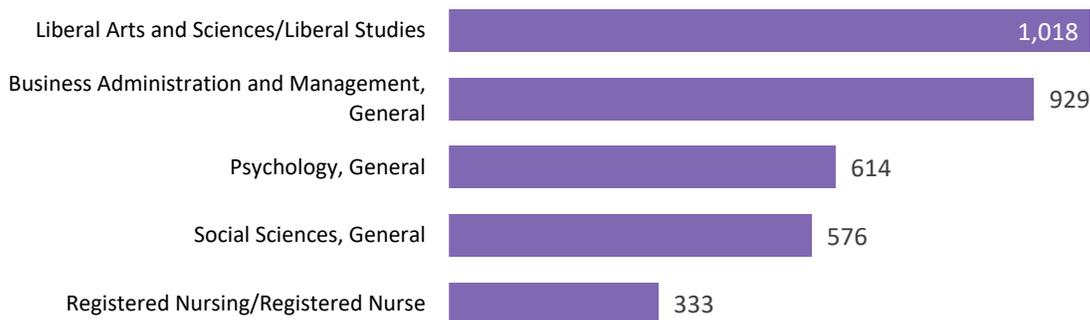
Source: [fDi Markets](#)

Top Sub-Sectors for Greenfield FDI in California, 2012 to 2021

Solar Electric Power 34 projects, \$5,855 M, 1,330 jobs	Software Publishers (Except Video Games) 459 projects, \$5,075 M, 28,737 jobs	Commercial & Institutional Building Construction 9 projects, \$4,305 M, 4,858 jobs
Data Processing, Hosting, & Related Services 36 projects, \$3,118 M, 2,313 jobs	Residential Building Construction 7 projects, \$2,743 M, 3,100 jobs	Biological Products (Except Diagnostic) 56 projects, \$2,672 M, 4,343 jobs

Source: [fDi Markets](#)

Top Education Certificates and Awards, 2020-2021 Academic Year



Source: [JobsEQ by Chmura Economics, 2022 Q1](#)

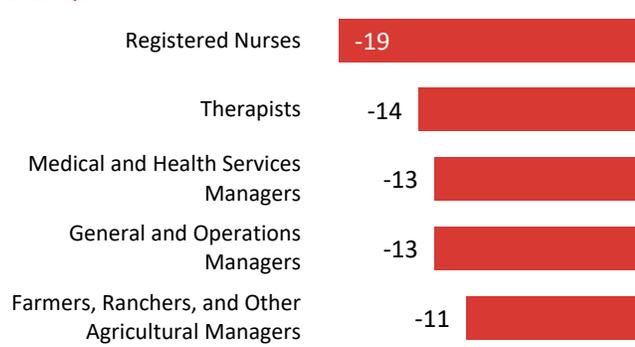
Top Industry Clusters, 2022 Q1

Industry Cluster	Forestry	Wood Products	Agricultural Inputs and Services	Electric Power Generation and Transmission	Food Processing and Manufacturing
Location Quotient	12.61	5.62	4.81	3.60	1.58
Industry Cluster	Hospitality and Tourism	Distribution and Electronic Commerce	Business Services	Education and Knowledge Creation	Wood Products
Employment	6,530	6,372	5,071	4,508	3,251
Industry Cluster	Agricultural Inputs and Services	Video Production and Distribution	Performing Arts	Hospitality and Tourism	Forestry
10-Year Forecast Employment Growth Rate	32.4%	26.9%	25.1%	21.8%	9.9%

Source: [JobsEQ by Chmura Economics, 2022 Q1](#)

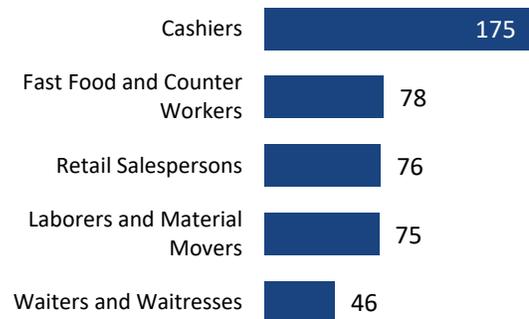
Top Occupation Gaps

2022 Q1



Top Occupation Surpluses

2022 Q1

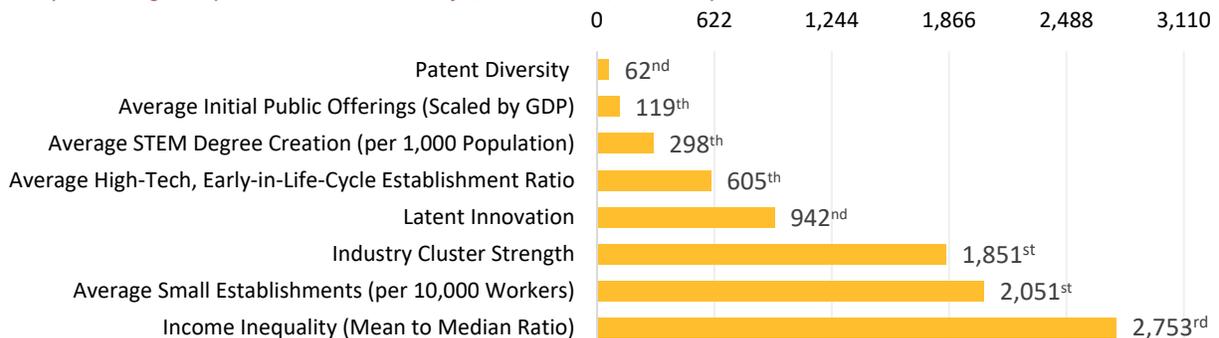


Source: [JobsEQ by Chmura Economics, 2022 Q1](#)

Butte County's Ranking in Key Innovation Indicators

Since StatsAmerica data is only available at the county or metropolitan area level, this section highlights Butte County, as it is the most populous county of the North State region. Butte County ranks 571st of all 3,110 U.S. counties in the headline Innovation Intelligence index.

Butte County's Ranking in Key Innovation Indicators of 3,110 Counties, Divided by Quintile



Source: [StatsAmerica, Innovation Intelligence](#)

Definitions

Average High-Tech, Early-in-Life-Cycle Establishment Ratio – The proportion of small, high-tech firms in a region relative to the national proportion for small, high-tech firms. A value greater than 1 indicates that the region has a higher number of small firms relative to the nation for each high-tech industry in the region.

Average Initial Public Offerings (Scaled by GDP) – The total number of initial public offerings (IPOs) in a region over the last 5 years, scaled by the region's average GDP.

Average Small Establishments (per 10,000 Workers) – The average number of small establishments with less than 20 employees per 10,000 workers from 2013 to the latest year available.

Average Stem Degree Creation (per 1,000 Population) – The number of STEM degree graduates per 1,000 individuals from institutions of higher learning located in the region, averaged across the most recent three years.

Cluster – A cluster is a regional concentration of related industries that arise out of the various types of linkages or externalities that span across industries in a particular location.

Income Inequality (Mean to Median Ratio) – A measure of income inequality calculated by comparing the region's mean household income with the region's median household income to show how income is skewed. Higher values denote more equality between the poorest and richest residents.

Industry Cluster Strength – Measures the degree to which clusters may dominate the employment in the region. May serve as a countermeasure to Industry Diversity.

Latent Innovation – A measure of innovation considering both spatial proximity of firms and flows of information that accompany exchanges of goods, services, and funds among industries. This measure accounts for networking and spillovers facilitated by spatial proximity.

Location Quotient – A location quotient greater than 1 indicates a higher than average cluster concentration in a location.

Occupation Gaps – The potential occupation gaps metric is based on a five-year forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents.

Patent Diversity – Compares the diversity of patent making in a region to the U.S. patent diversity score for the latest three years of available data.

Traded Cluster – Traded clusters are groups of related industries that serve markets beyond the region in which they are located.