



NATIONAL
RECREATION AND PARK
ASSOCIATION

NRPA Facility Market Report

Butte Creek Canyon - Centerville

13457 Centerville Rd, Chico, California, 95928

Drive time: 30 minute radius

Prepared by NRPA

Latitude: 39.78610

Longitude: -121.66013

Park and recreation agencies offer a diverse set of parks, facilities and program activities to meet the needs of their communities. But the offerings that work well for one agency, or even one part of an agency's service area, may not be the best fit elsewhere. As a result, park and recreation professionals seek information and insights that empower them to make decisions on the optimal programming and service offerings for their communities. The NRPA Facility Market Report offers an array of data that provides your agency with a greater understanding of the residents served by the chosen facility.

About the Residents Living Within the Prescribed Distance

Summary	Census 2010		Census 2020		2024		2029
Population	16,374		18,225		18,382		18,473
Households	6,722		7,702		7,877		8,036
Families	3,800		-		4,215		4,306
Average Household Size	2.39		2.33		2.29		2.26
Owner Occupied Housing Units	3,168		-		3,448		3,634
Renter Occupied Housing Units	3,555		-		4,429		4,402
Median Age	33.1		-		38.5		40.2
Race and Ethnicity	Census 2010		Census 2020		2024		2029
	Number	Percent	Number	Percent	Number	Percent	Number Percent
White Alone	12,774	78.0%	12,743	69.9%	12,404	67.5%	12,080 65.4%
Black Alone	320	2.0%	385	2.1%	413	2.2%	428 2.3%
American Indian Alone	322	2.0%	396	2.2%	411	2.2%	410 2.2%
Asian Alone	815	5.0%	760	4.2%	851	4.6%	941 5.1%
Pacific Islander Alone	47	0.3%	57	0.3%	60	0.3%	63 0.3%
Some Other Race Alone	1,247	7.6%	1,588	8.7%	1,756	9.6%	1,887 10.2%
Two or More Races	848	5.2%	2,297	12.6%	2,487	13.5%	2,664 14.4%
Hispanic Origin (Any Race)	2,911	17.8%	3,552	19.5%	3,921	21.3%	4,220 22.8%
Population by Age	Census 2010		2024		2029		
	Number	Percent	Number	Percent	Number	Percent	
0 - 4	1,013	6.2%	956	5.2%	926	5.0%	
5 - 9	1,035	6.3%	964	5.2%	917	5.0%	
10 - 14	1,002	6.1%	971	5.3%	962	5.2%	
15 - 19	1,107	6.8%	1,002	5.5%	947	5.1%	
20 - 24	1,776	10.8%	1,283	7.0%	1,142	6.2%	
25 - 34	2,681	16.4%	3,066	16.7%	2,729	14.8%	
35 - 44	1,973	12.0%	2,604	14.2%	2,897	15.7%	
45 - 54	1,999	12.2%	2,107	11.5%	2,297	12.4%	
55 - 64	1,865	11.4%	1,914	10.4%	1,886	10.2%	
65 - 74	886	5.4%	1,969	10.7%	1,880	10.2%	
75 - 84	629	3.8%	1,103	6.0%	1,407	7.6%	
85+	408	2.5%	442	2.4%	484	2.6%	

While the information within this report is not intended to be indicative of the entire population served by your site, it gives your agency insights on the potential market for the facility with a particular focus on those living within the chosen distance. *Note: The analysis provided within this report is meant to be for informational purposes only and does not represent a recommendation by NRPA for the facility's operations.*

Source: ACS, Esri, Esri-MRI-Simmons, Esri-U.S. BLS, U.S. Census

June 06, 2025

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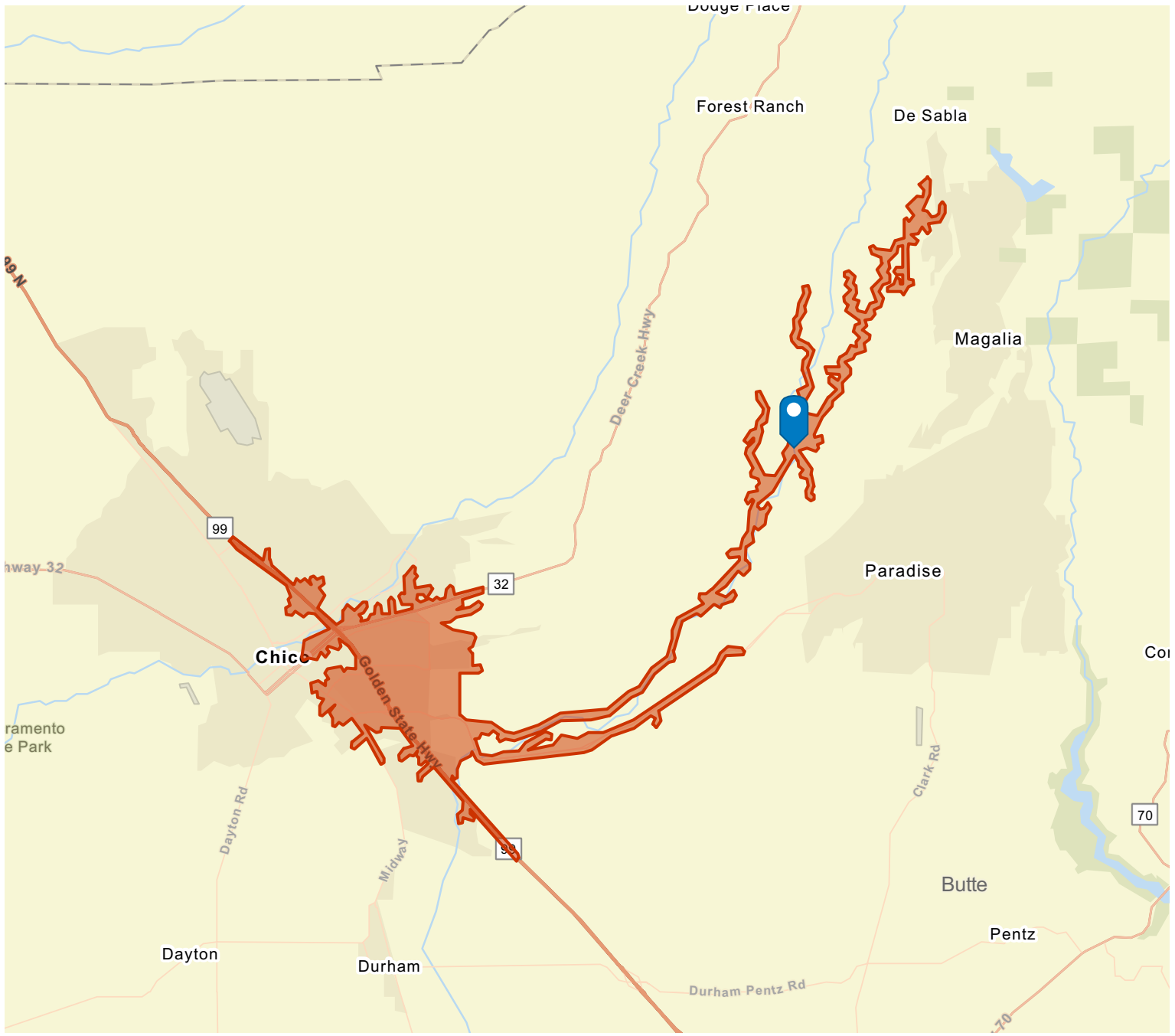
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Map Highlighting the Prescribed Distance of Analysis



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Additional Insights About the Residents Living Within the Prescribed Distance

POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT		Number	Percent
Total		17,553	100.0%
Enrolled in school		4,543	25.9%
Enrolled in nursery school, preschool		209	1.2%
Enrolled in kindergarten		198	1.1%
Enrolled in grade 1 to grade 4		843	4.8%
Enrolled in grade 5 to grade 8		686	3.9%
Enrolled in grade 9 to grade 12		816	4.6%
Not enrolled in school		13,009	74.1%

HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE		Number	Percent
Households with Pop 65+		2,046	26.7%
1-Person		819	10.7%
2+ Person Family		1,132	14.8%
2+ Person Nonfamily		95	1.2%

2024 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	15,290	9,041	591	6.1%	63.0%	59	
16-24	2,084	1,072	209	16.3%	61.5%	51	
25-54	7,777	6,175	234	3.7%	82.4%	79	
55-64	1,914	1,148	107	8.5%	65.6%	60	
65+	3,514	646	41	6.0%	19.6%	18	

HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS		Number	Percent
Total		7,666	100.0%
With Food Stamps/SNAP		795	10.4%
With No Food Stamps/SNAP		6,870	89.6%

Home & Household Operations	Spending Potential Index*	Average Amount Spent	Total
Mortgage Payment and Basics	90	\$12,131.37	\$95,558,830
Utilities, Fuel, and Public Services	94	\$5,598.25	\$44,097,407
Child Care	93	\$511.94	\$4,032,565

*The Spending Potential Index (SPI) represents the amount spent in the area relative to a national average of 100. An SPI of 110 means that the area spends 10 percent more than the national average, on that good or service. An SPI of 90 means that the area spends 10 percent less than the national average, on that good or service.

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Used prescription drug for anxiety/panic	1,353		9.1%	108
Used prescription drug for arthritis/osteoarthritis	588		3.9%	107
Used prescription drug for depression	1,247		8.4%	109
Used prescription drug for diabetes (non-insulin depend)	1,108		7.4%	110
Used prescription drug for heartburn/acid reflux	1,033		6.9%	101
Used prescription drug for high blood pressure	2,445		16.4%	100
Used prescription drug for high cholesterol	1,838		12.3%	103
Used prescription drug for migraine headache	514		3.4%	98

*The Market Potential Index (MPI) represents the relative likelihood of usage in comparison to the national average. This measure is indexed to 100, meaning an MPI greater than 100 indicates a higher than average likelihood (relative to the whole U.S.) in the use of medication for the specified reasons.

Source: ACS, Esri, Esri-MRI-Simmons, Esri-U.S. BLS, U.S. Census

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Personal Interests, Activities and Spending Habits of the Residents Living Within the Prescribed Distance

The following sections summarize the personal interests, activities and spending habits of residents living within the chosen distance of the facility. These tables include predictors of recreation activity and spending that better inform programming decision making for your facility.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	3,679	24.7%	104
Typically spend 4-6 hours exercising per week	3,274	22.0%	99
Typically spend 1-3 hours exercising per week	3,846	25.8%	102
Exercise at home 2+ times per week	7,325	49.2%	101
Exercise at club 2+ times per week	1,862	12.5%	107
Participated in aerobics in last 12 months	1,229	8.2%	108
Participated in backpacking in last 12 months	503	3.4%	98
Participated in baseball in last 12 months	388	2.6%	90
Participated in basketball in last 12 months	764	5.1%	93
Participated in bicycling (mountain) in last 12 months	472	3.2%	96
Participated in bicycling (road) in last 12 months	1,666	11.2%	101
Participated in football in last 12 months	398	2.7%	105
Participated in Frisbee in last 12 months	536	3.6%	109
Participated in golf in last 12 months	1,245	8.4%	104
Participated in hiking in last 12 months	3,067	20.6%	107
Participated in jogging/running in last 12 months	1,597	10.7%	104
Participated in soccer in last 12 months	421	2.8%	90
Participated in softball in last 12 months	241	1.6%	93
Participated in swimming in last 12 months	2,472	16.6%	106
Participated in tennis in last 12 months	554	3.7%	98
Participated in volleyball in last 12 months	347	2.3%	93
Participated in walking for exercise in last 12 months	5,242	35.2%	108
Participated in weight lifting in last 12 months	2,093	14.0%	94
Participated in yoga in last 12 months	1,717	11.5%	115
Spent on sports/rec equip in last 12 months: \$1-99	942	6.3%	94
Spent on sports/rec equip in last 12 months: \$100-\$249	1,005	6.7%	107
Spent on sports/rec equip in last 12 months: \$250+	1,462	9.8%	100

While all of the leisure activities presented in the table may not be relevant to your facility, these data provide your agency with guidance on the leisure interests of your patrons, as well as their ability/willingness to pay for those experiences. For example, a population that has a Spending Potential Index (SPI) over 100 for "Fees for Recreational Lessons" may indicate a significant opportunity—and/or a greater willingness to pay—for high quality fee-based recreation programs at your facility.

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	95	\$782.16	\$6,161,106
Tickets to Theatre/Operas/Concerts	99	\$74.93	\$590,192
Tickets to Parks or Museums	95	\$35.71	\$281,261
Admission to Sporting Events, excl.Trips	95	\$75.43	\$594,188
Fees for Participant Sports, excl.Trips	95	\$127.07	\$1,000,924
Fees for Recreational Lessons	92	\$159.48	\$1,256,225
Membership Fees for Social/Recreation/Civic Clubs	94	\$283.76	\$2,235,184

Source: ACS, Esri, Esri-MRI-Simmons, Esri-U.S. BLS, U.S. Census

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