

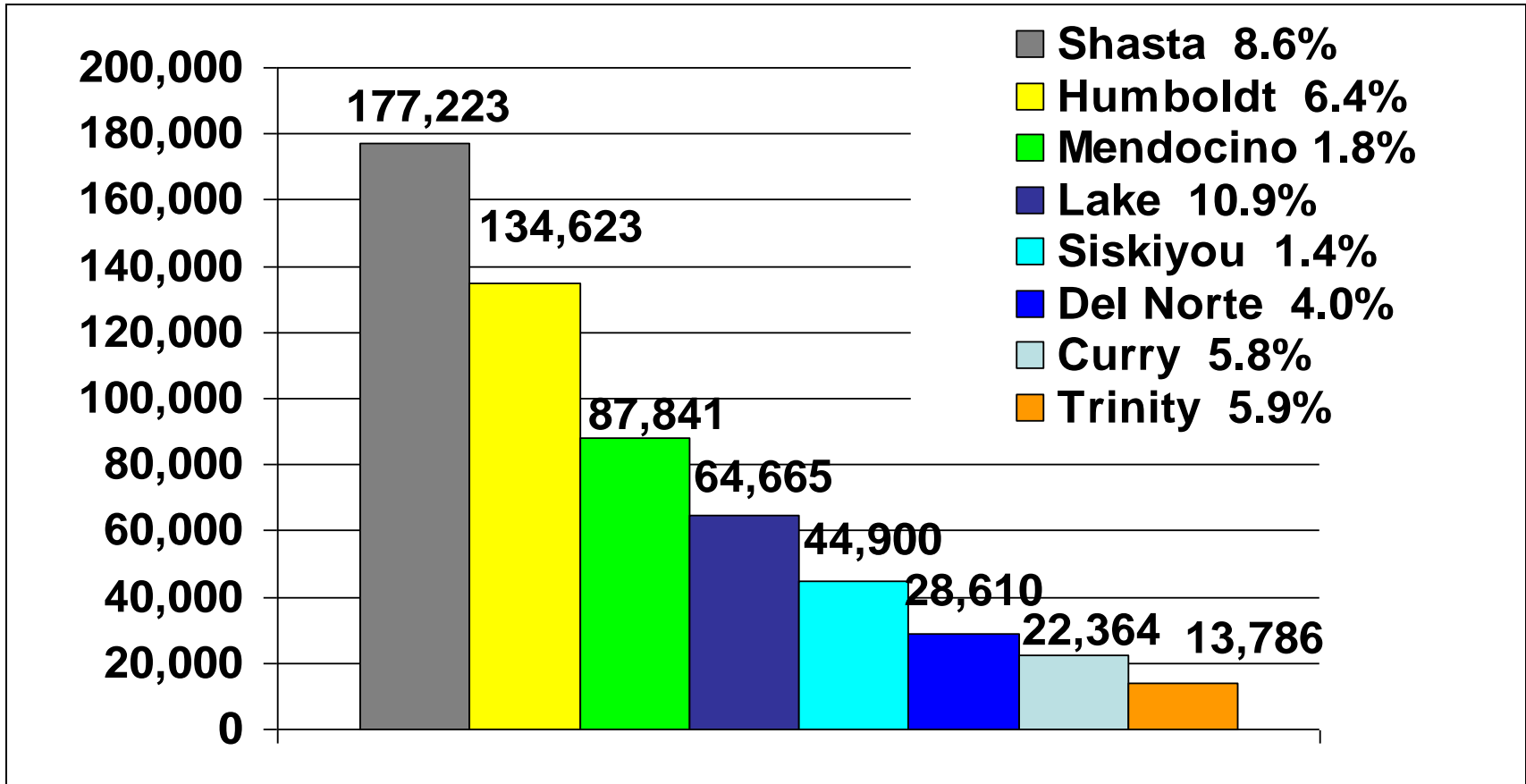
Local Economic Statistics and Indicators

- Demographics
- Labor Force
- Industries
- Wages/Income
- Trends/Summary

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Labor Market Information Division, EDD*

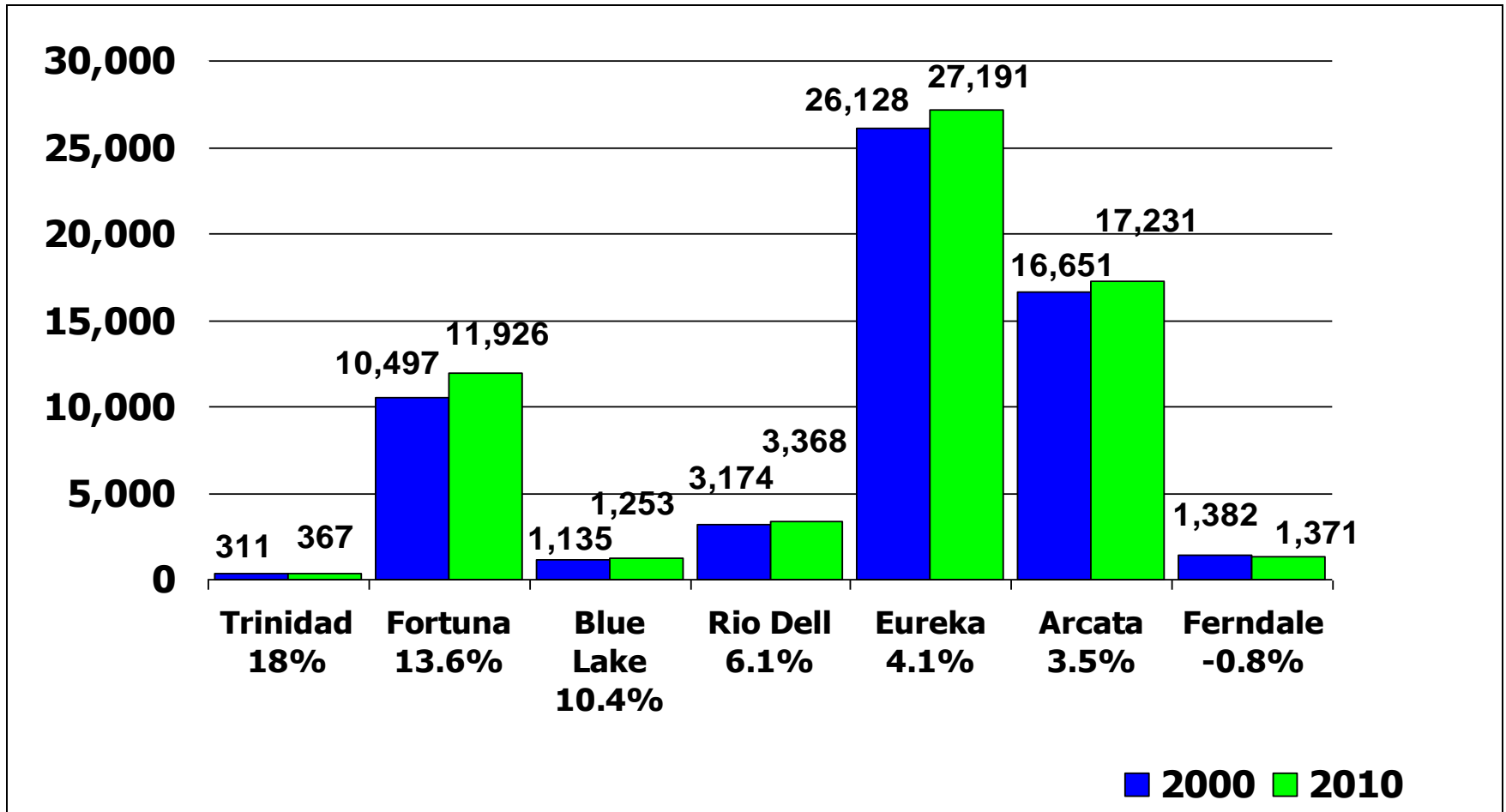
*Fortuna Chamber of Commerce
March 2011*

Regional Population Comparison 2000 - 2010



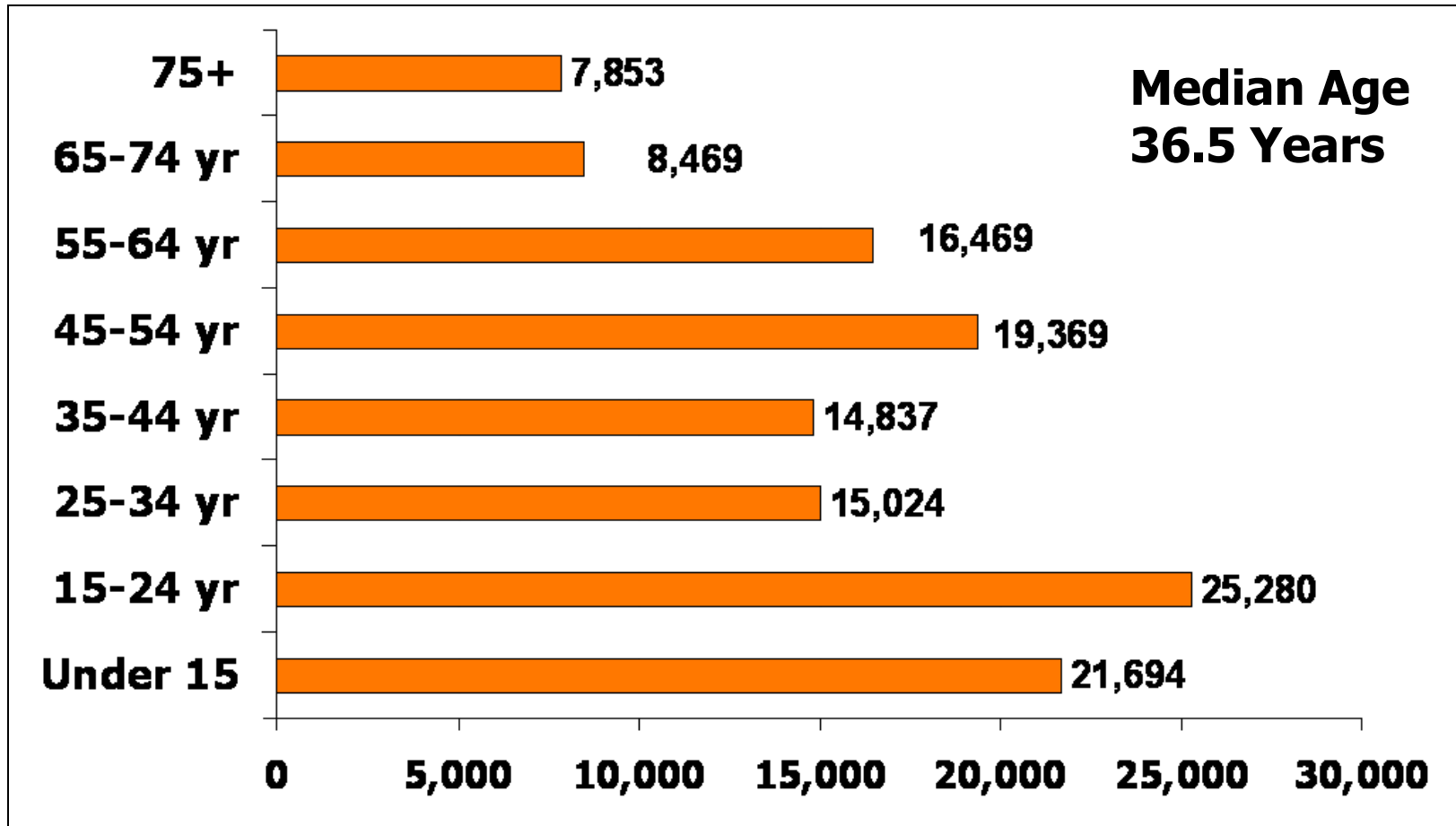
Source: Census Bureau, 2010 Redistricting Data. Census 2000: Humboldt 126,518, Census 2010 (+8,105)

Humboldt County Cities Population- Percent Change Comparison



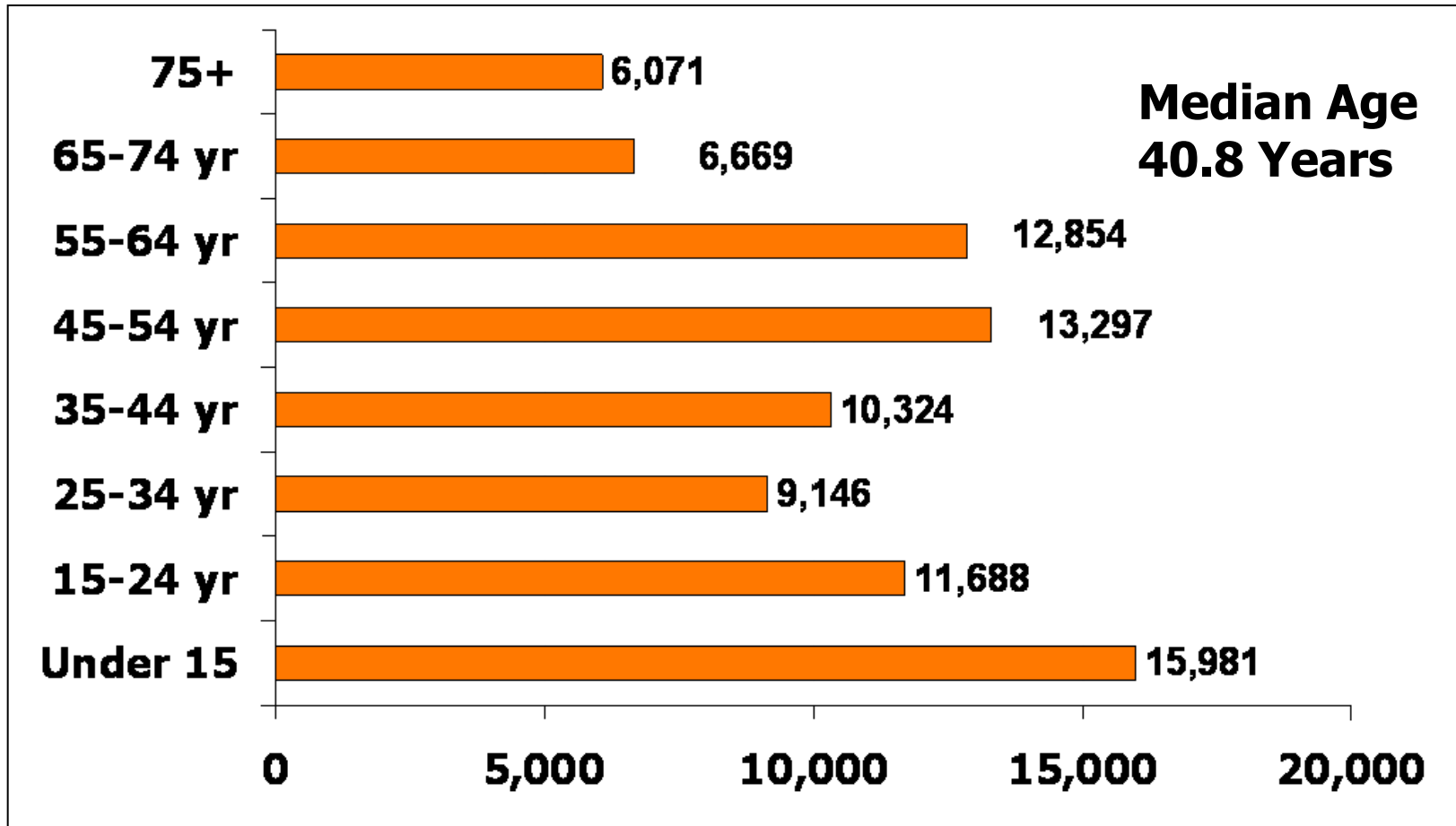
Source: Census Bureau, 2010 Redistricting Data.

Humboldt County Population Distribution by Age



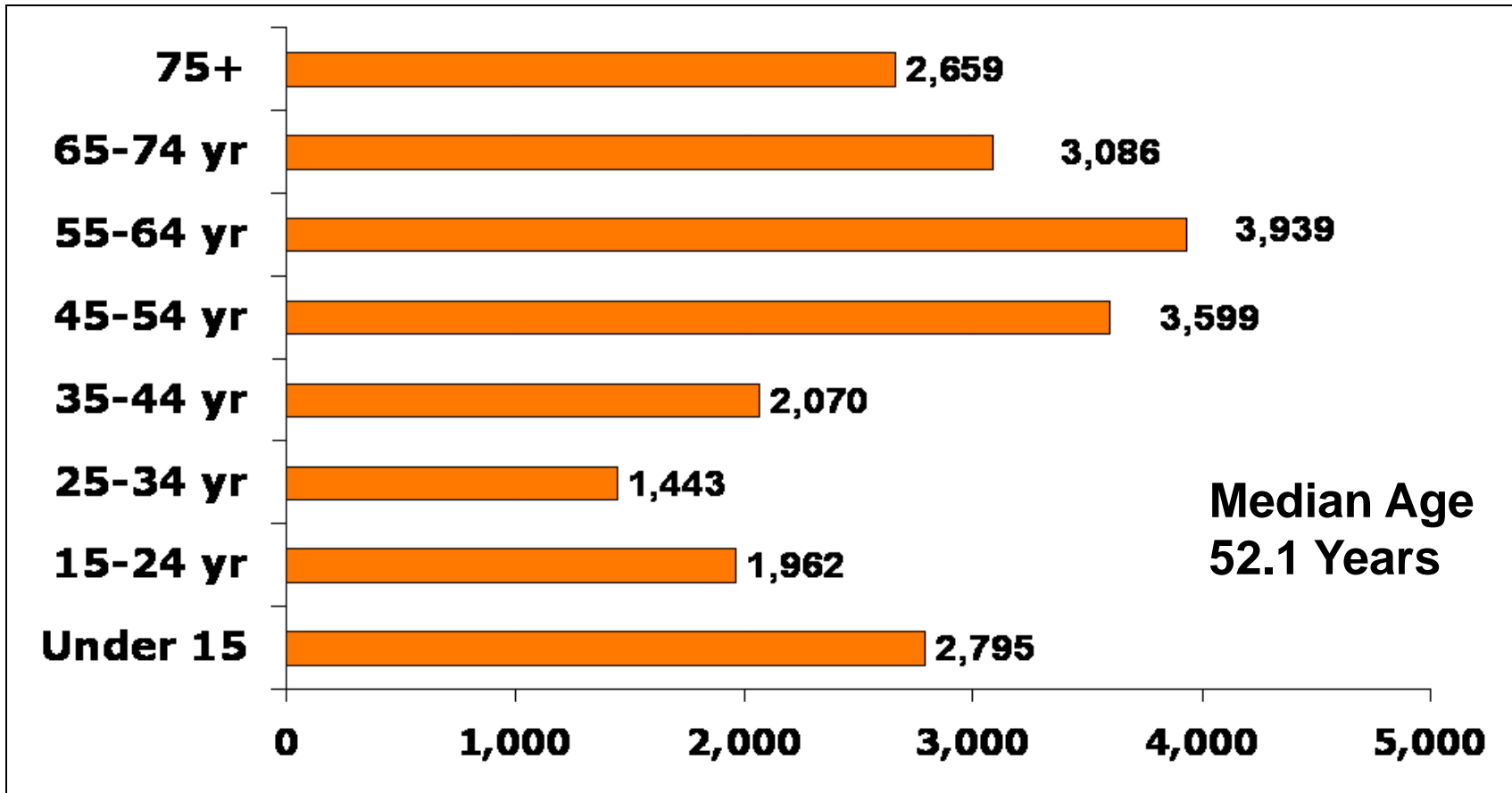
Total Humboldt Population: ACS 2009: 129,003 (Census 2010: 134,623)

Mendocino County Population Distribution by Age



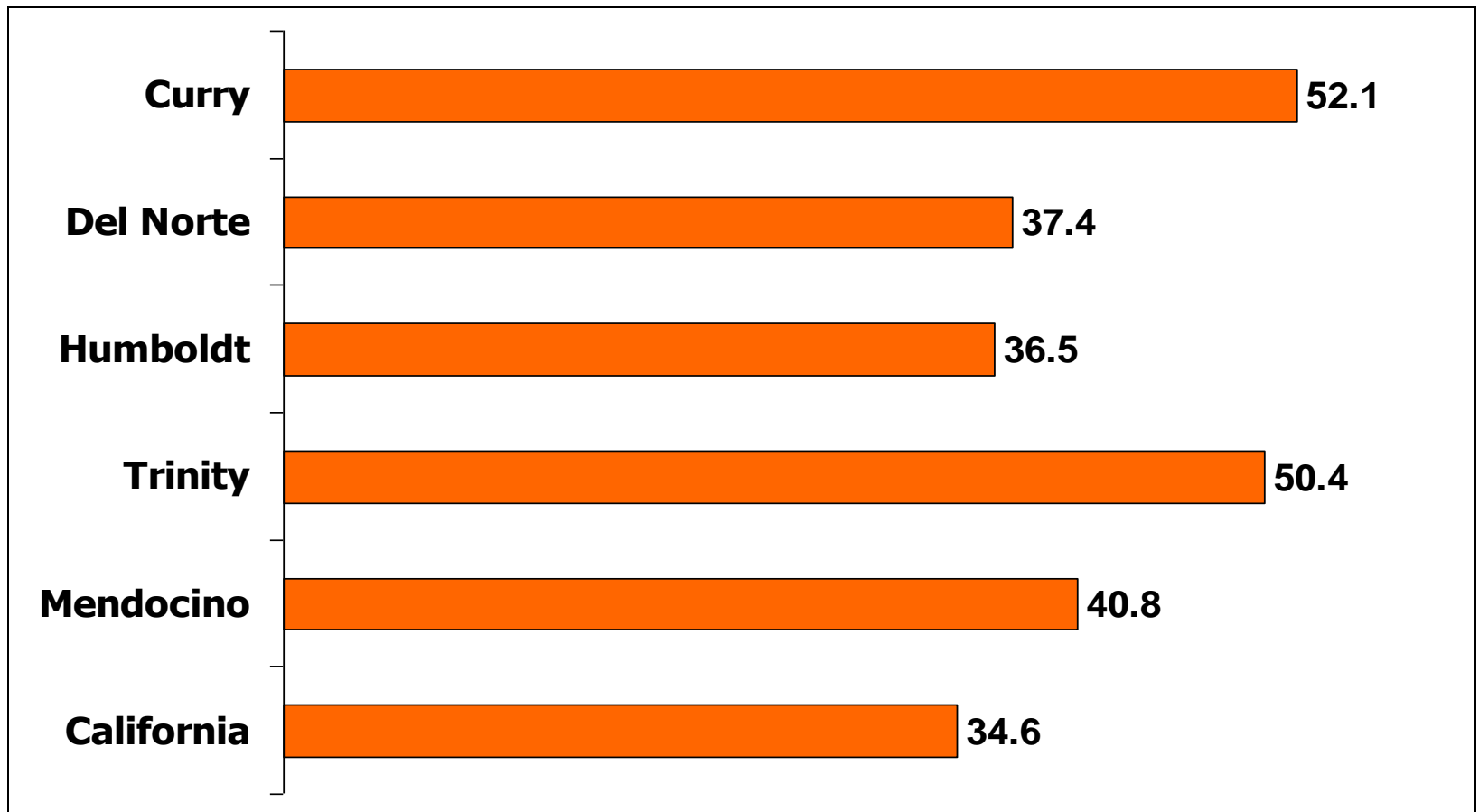
Source: US Census ACS 2005-2009, California Median Age: 34.6

Curry County Population Distribution by Age



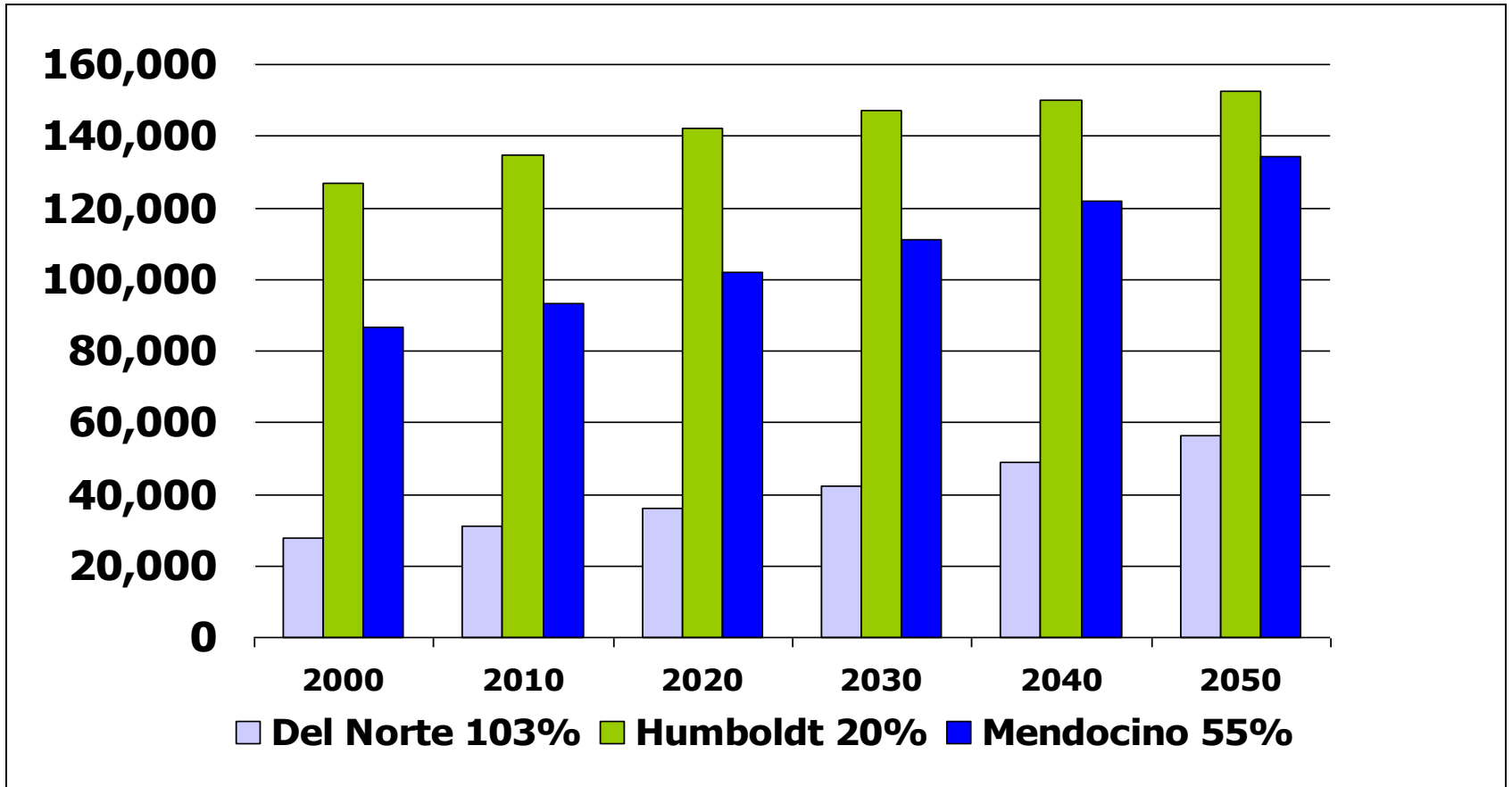
Age 65 and older: 28%

Regional Median Age Comparison



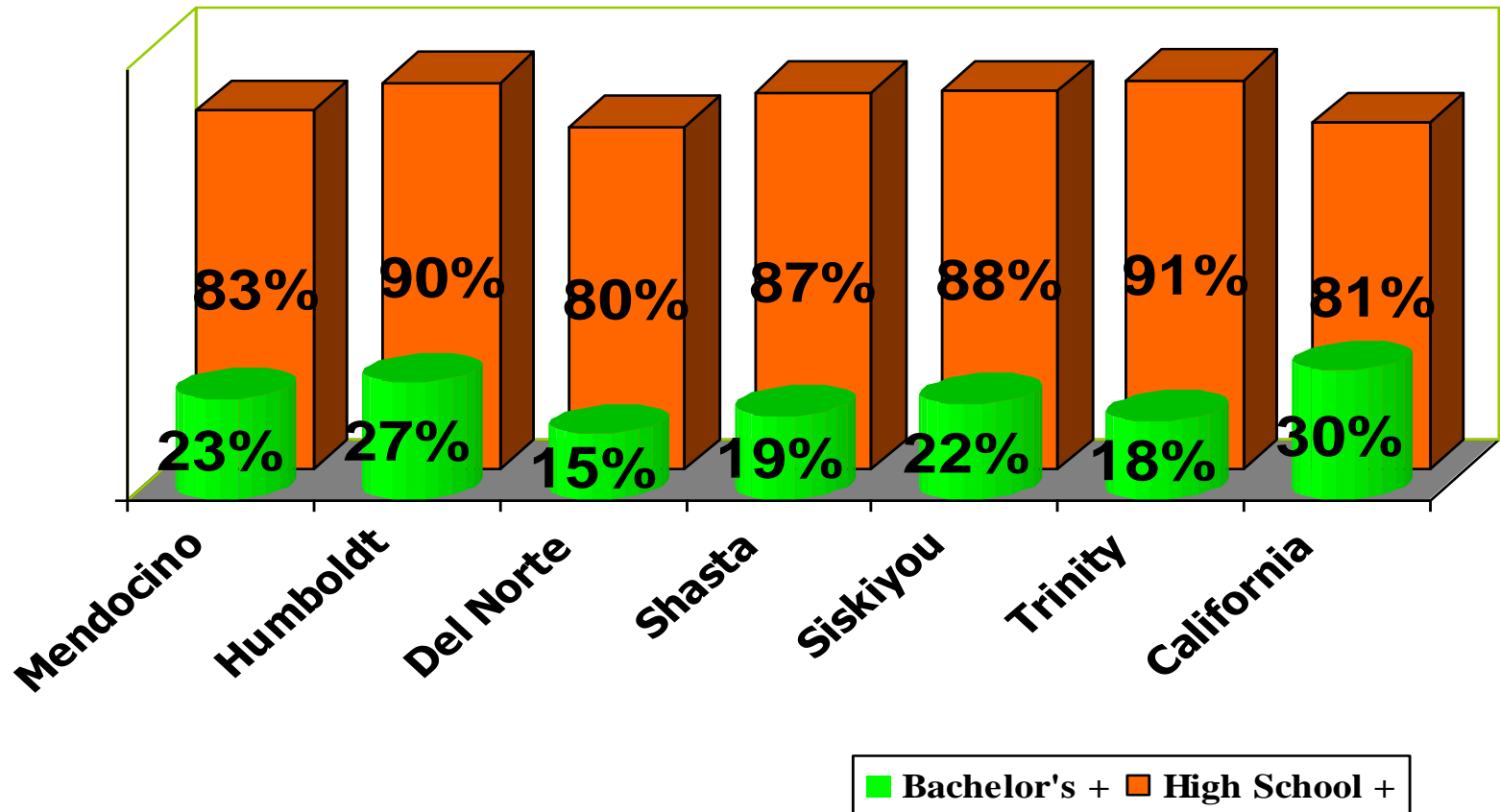
Source: US Census ACS 2005 – 2009

North Coast Population Projection Comparison



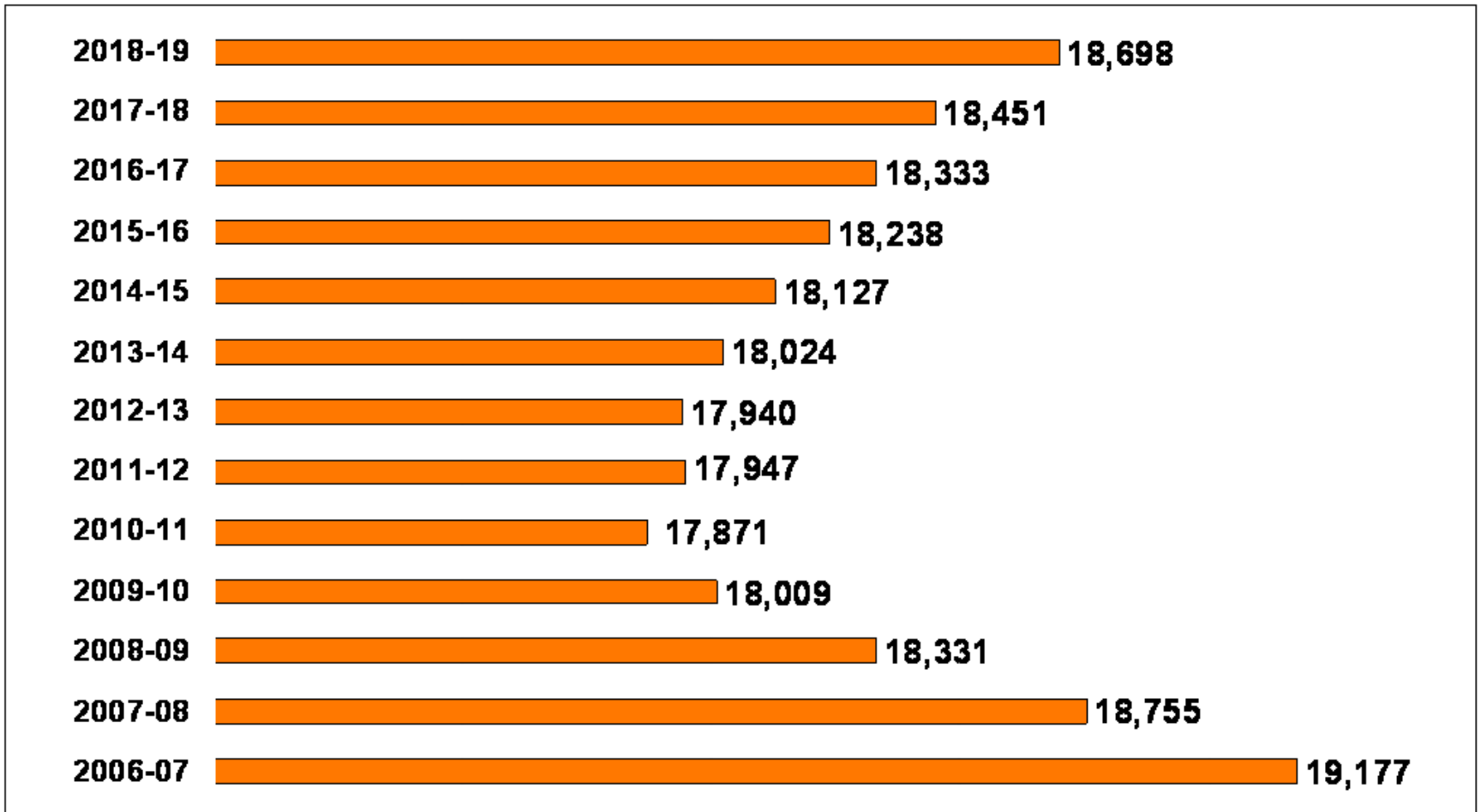
Source: California Department of Finance

Educational Attainment Comparison - Ages 25 +



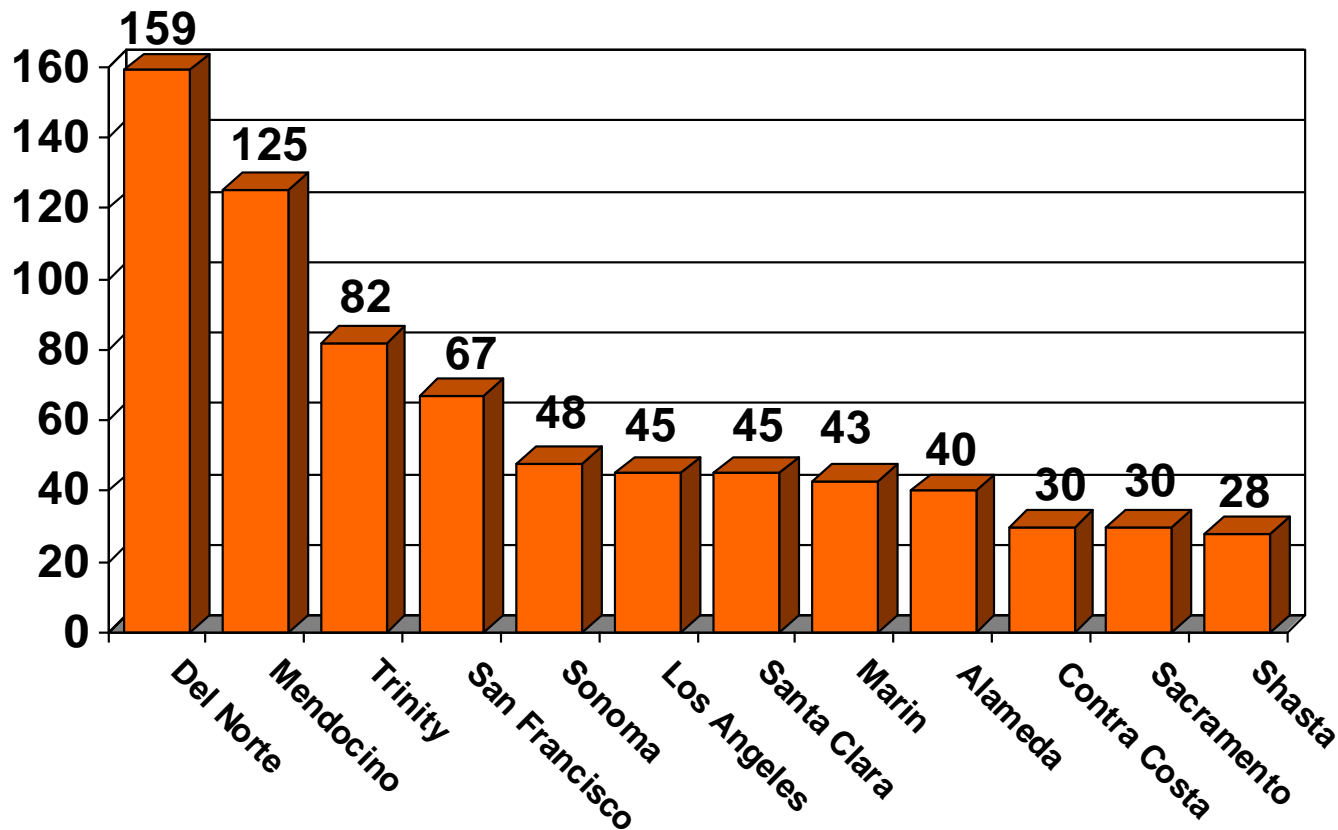
Source: US Census ACS 2005 – 2009, Census 2000, Humboldt: 85%, 23%

Humboldt Total K-12 Population Enrollment Estimates 2006-2019



Source: CA Department of Finance

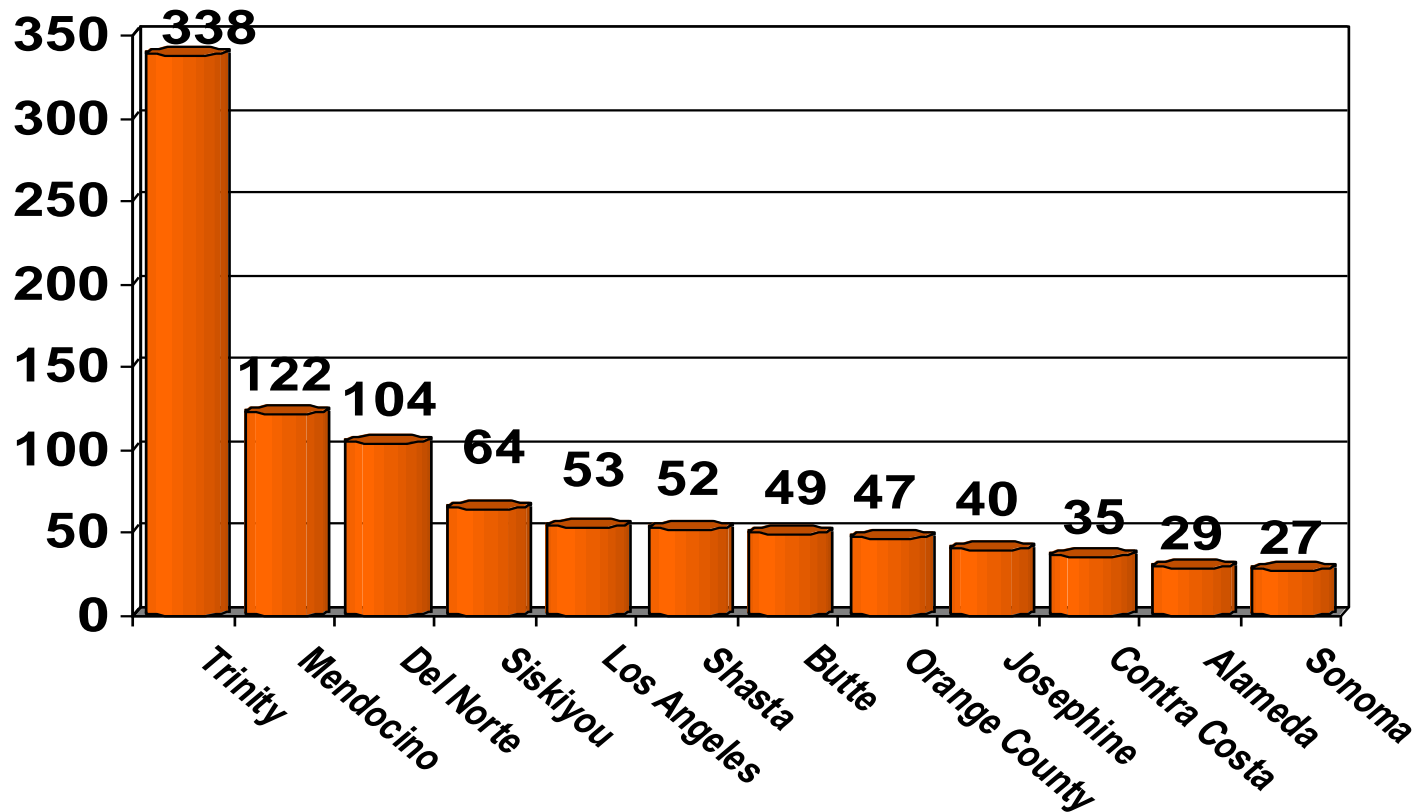
Where Humboldt County Residents Work



52,963 Live and Work in Humboldt 1,071 (2%) Commute Out

Source: US Census 2000

Where People Who Work in Humboldt County Reside



1,320 Workers Commute to Humboldt

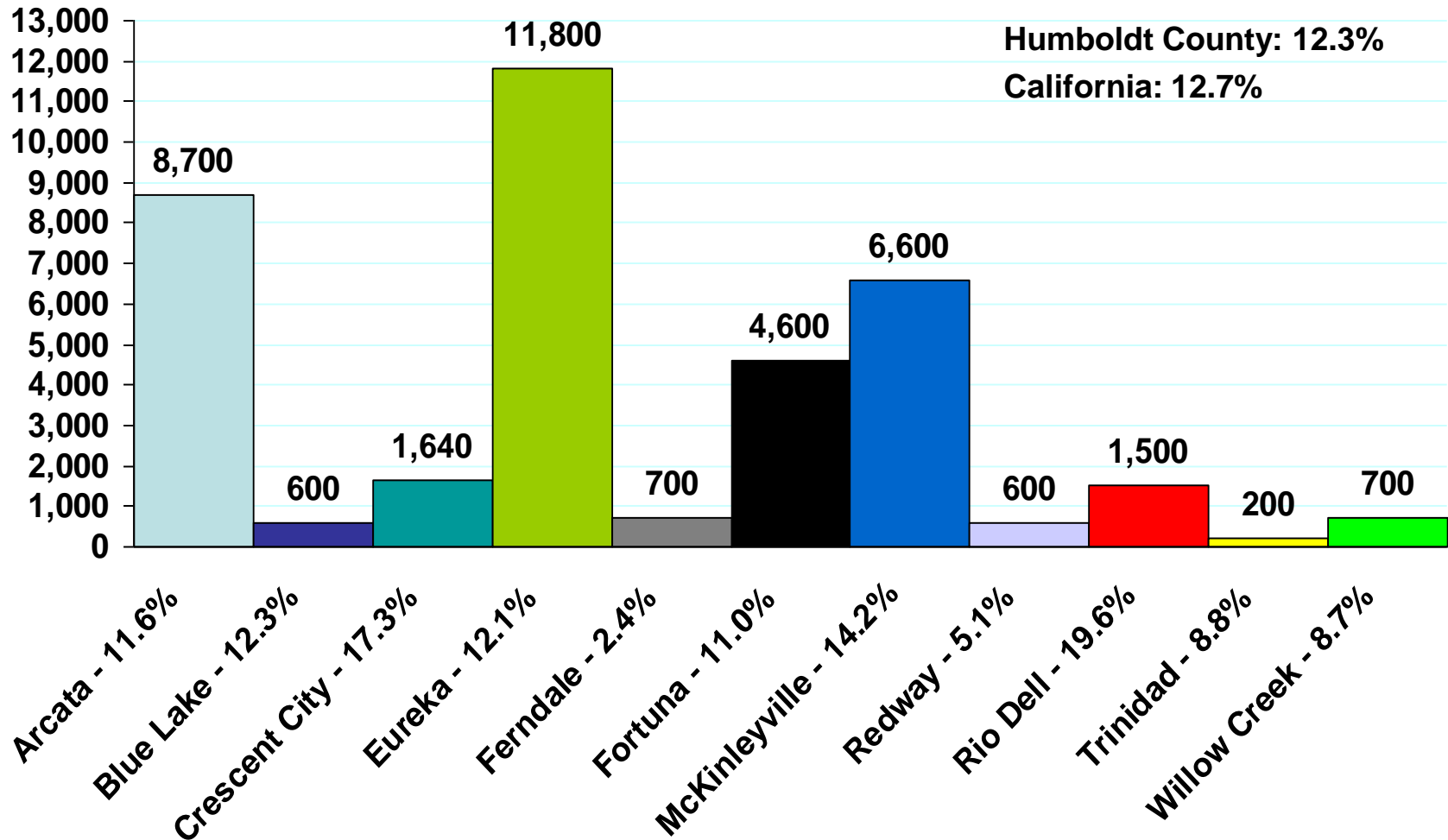
Humboldt Labor Force Comparison

January 2010 – January 2011

	Jan 10	Jan 11 Prelim	Change Year
Civilian Labor Force (1)	60900	60600	-0.5%
Civilian Employment	53200	53200	0.0%
Civilian Unemployment	7600	7500	-1.3%
Civilian Unemployment Rate	12.6%	12.3%	
(CA Unemployment Rate)	13.0%	12.7%	
(U.S. Unemployment Rate)	10.6%	9.8%	
Total, All Industries (2)	45300	45500	0.4%
Total Farm	800	600	-25.0%
Mining and Logging	200	400	100.0%
Construction	1600	1400	-12.5%
Manufacturing	2000	2100	5.0%
Wholesale Trade	1000	1000	0.0%
Retail Trade	6800	7000	2.9%
Transportation, Warehousing & U	1200	1200	0.0%
Information	600	600	0.0%
Financial Activities	1600	1600	0.0%
Professional & Business Services	2800	2900	3.6%
Educational & Health Services	6400	6400	0.0%
Leisure & Hospitality	4900	4900	0.0%
Other Services	1800	1800	0.0%
Federal Government	800	800	0.0%
State Government Education	1900	2000	5.3%
State Government Excluding Edu	1200	1200	0.0%
Local Government	9700	9700	0.0%

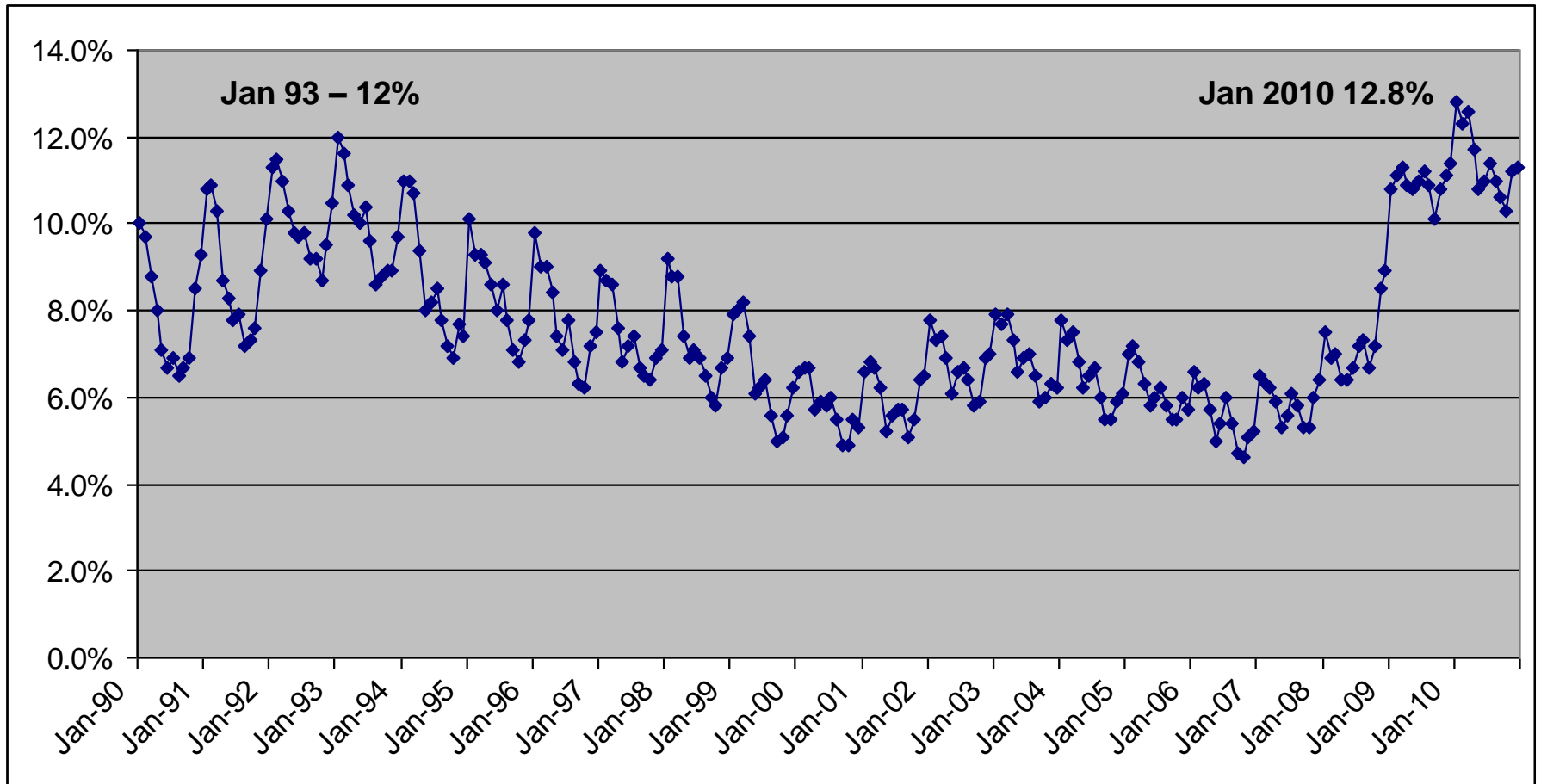
At 12.3% UI Rate, Humboldt ranked 19th among 58 counties statewide

Humboldt Cities January 2011 Labor Force and Unemployment Rate Comparison



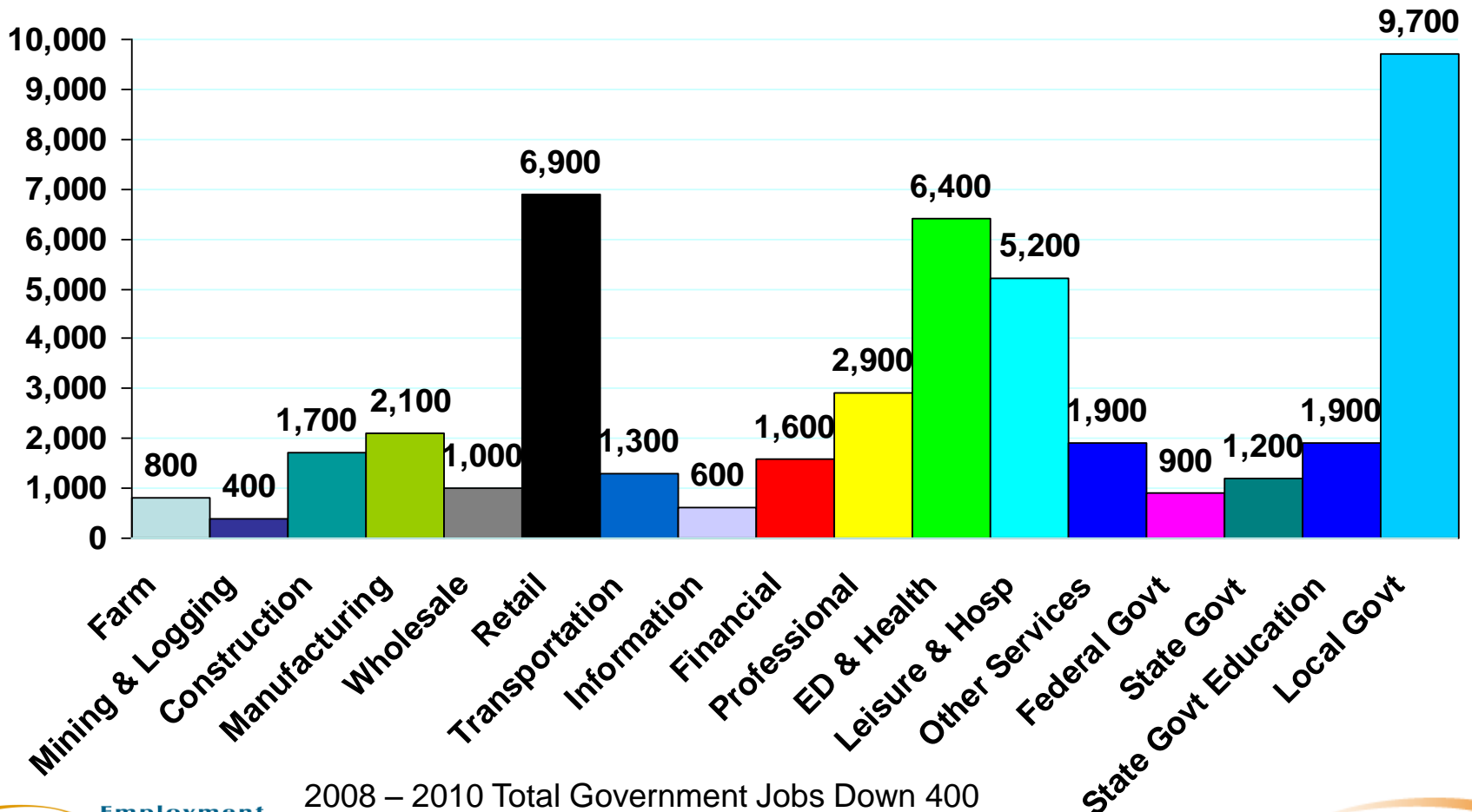
Source: LMID

Humboldt Unemployment Rate by Month January 1990 – December 2010



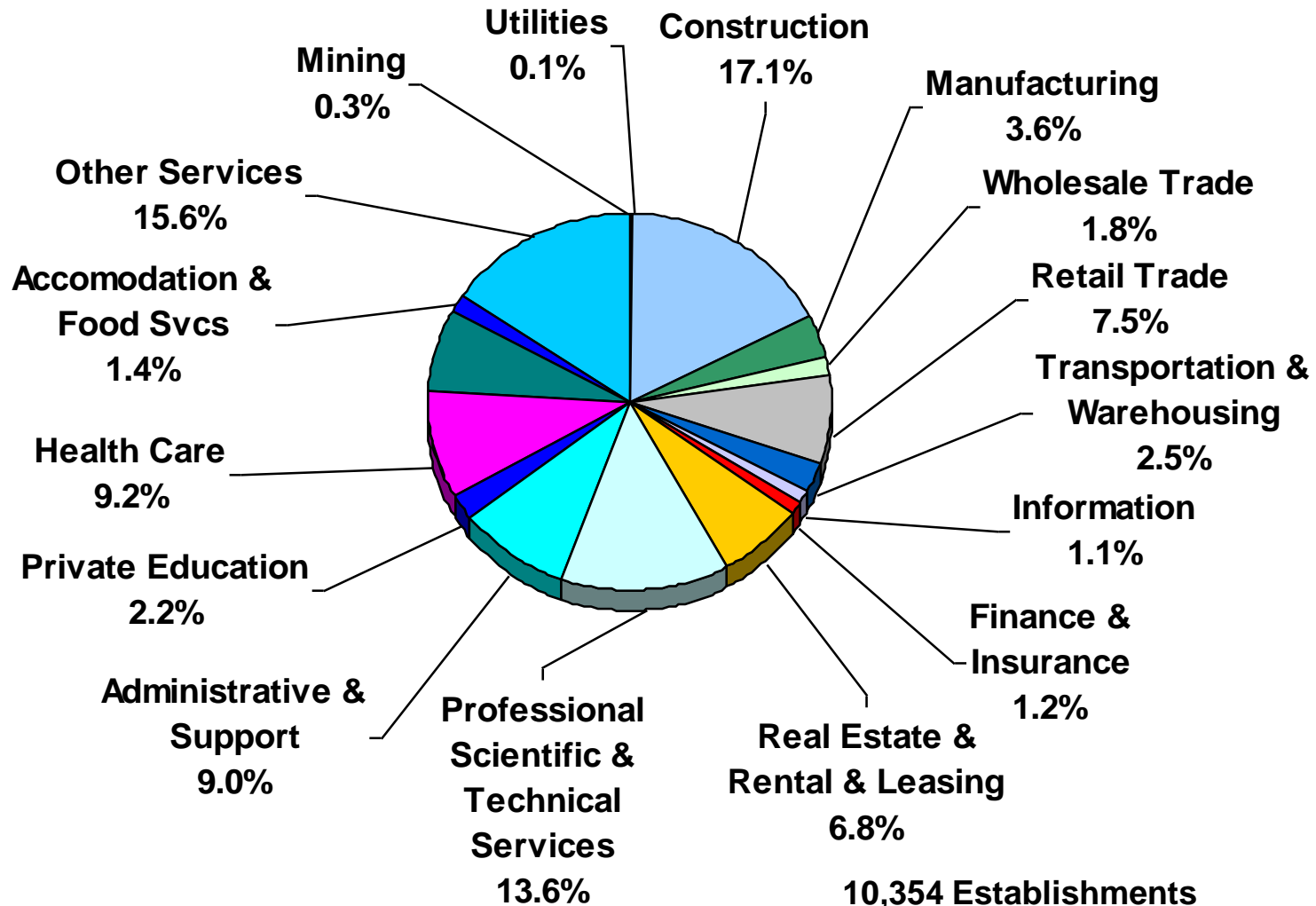
Source: LMID

Humboldt 2010 Annual Average Industry Employment Comparison



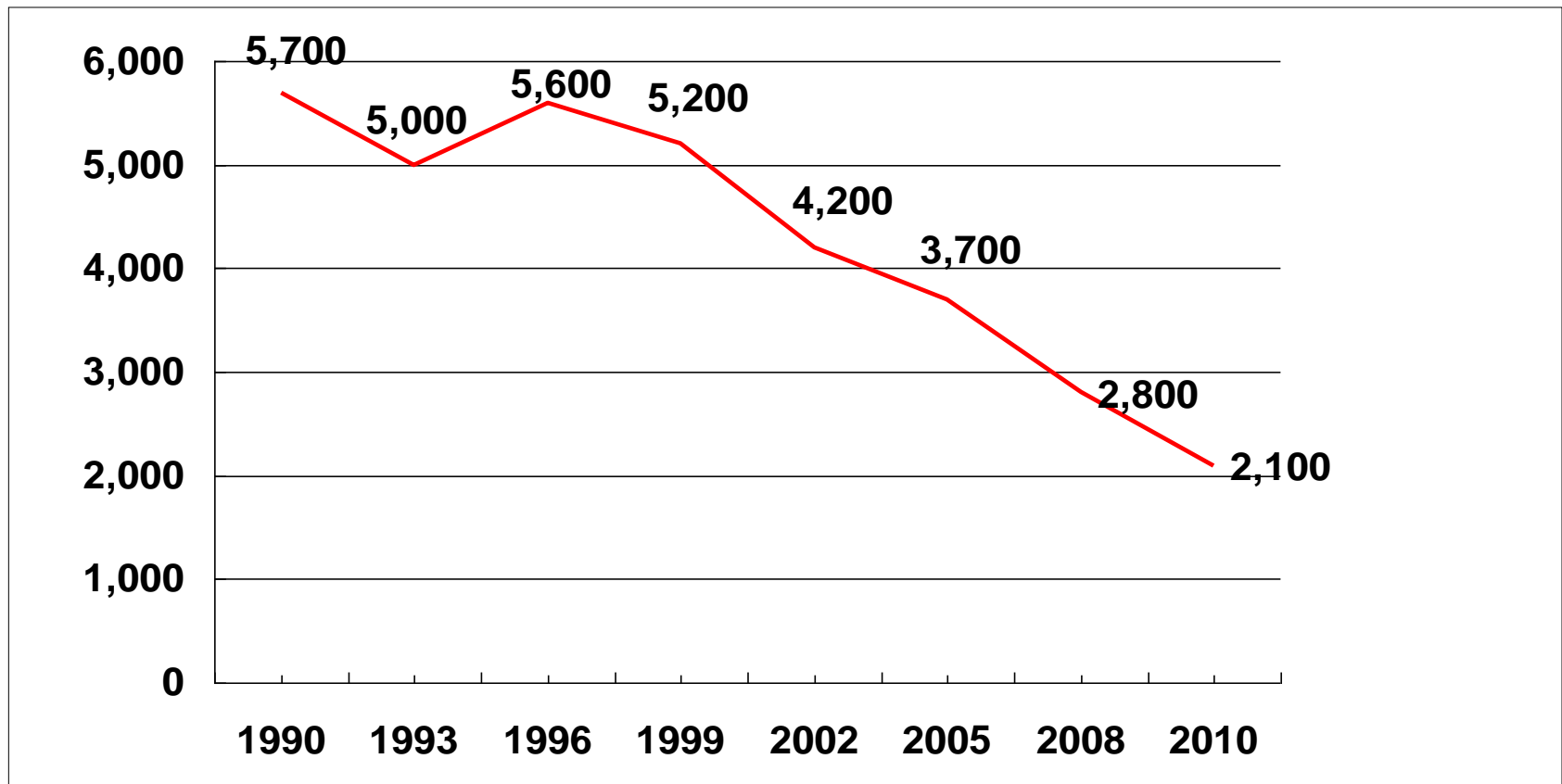
2008 – 2010 Total Government Jobs Down 400

Humboldt 2008 Nonemployer Establishments By Industry



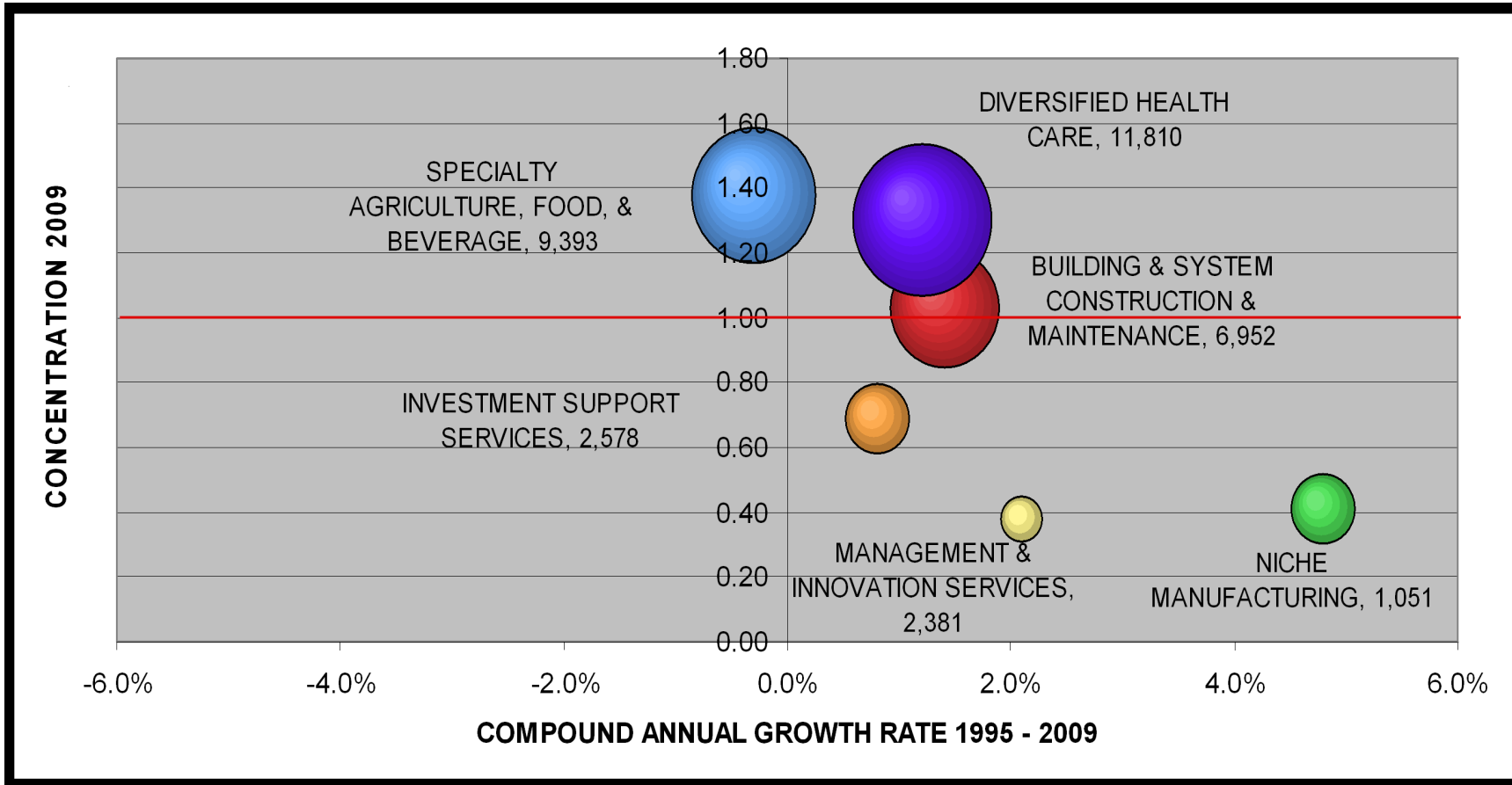
10,354 Establishments
\$355,761,000 Receipts

Annual Average Humboldt Manufacturing Employment 1990 - 2010

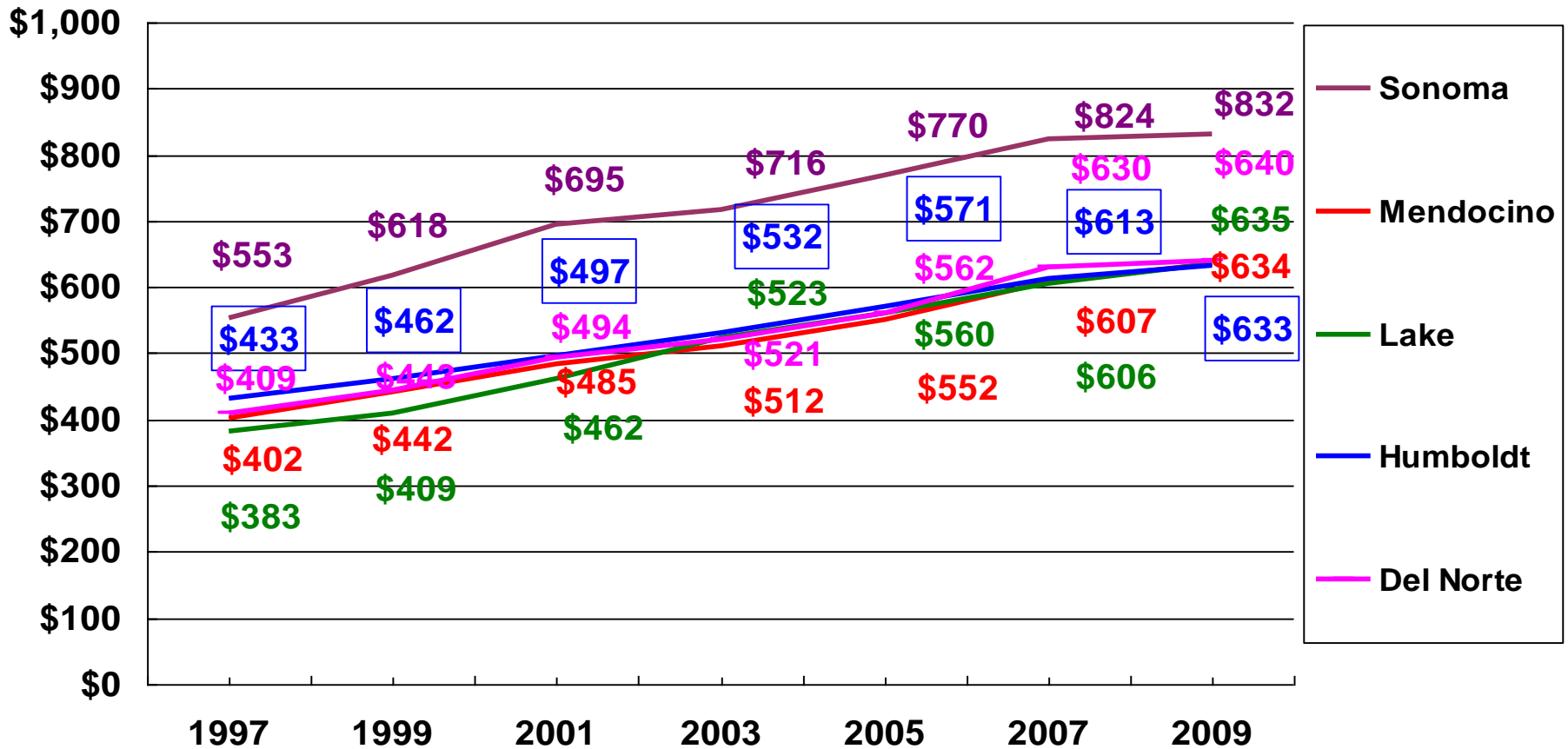


Source: Quarterly Census of Employment & Wages (ES202)

North Coast Region Targets of Opportunity



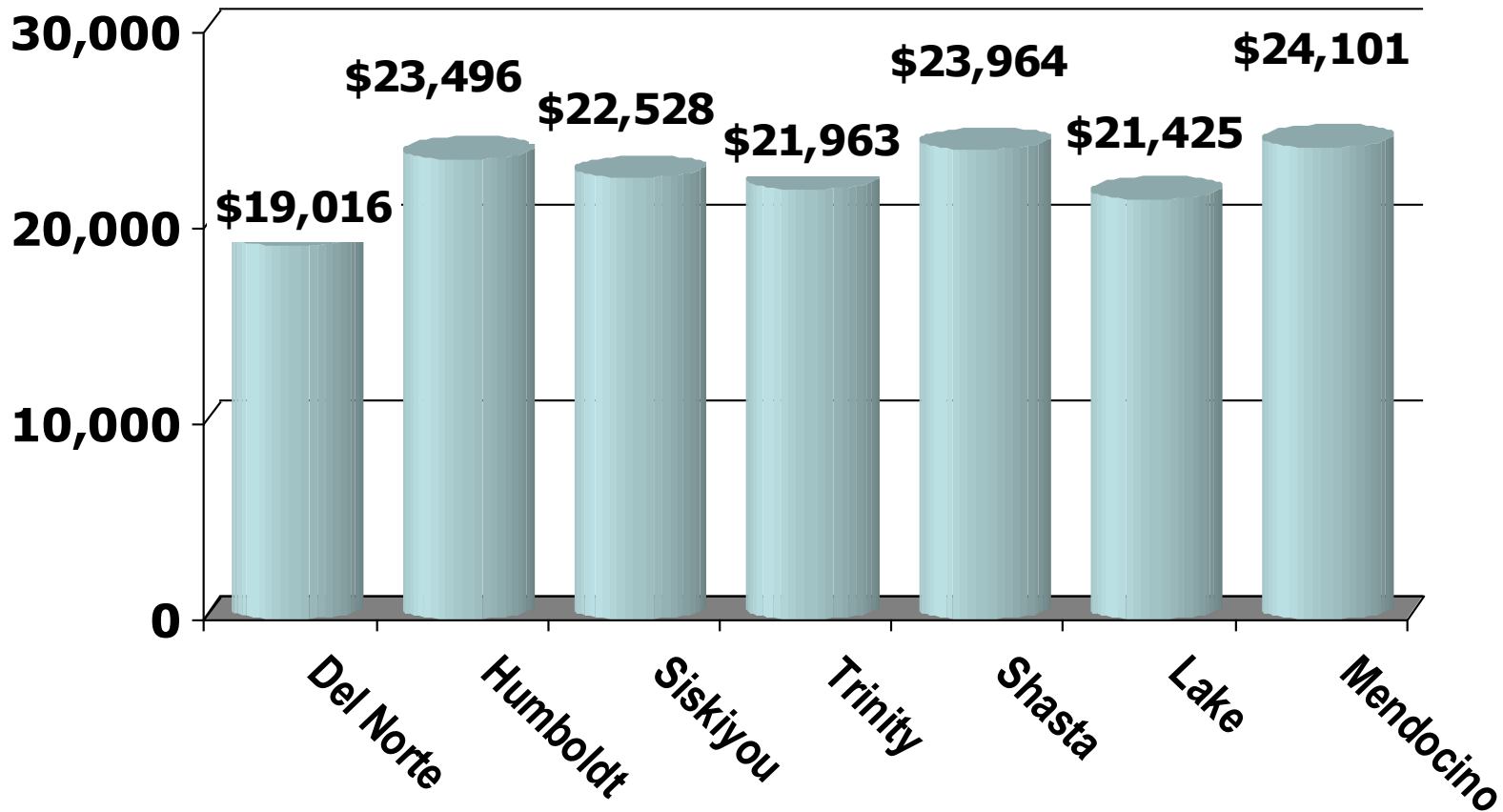
Total Covered Average Weekly Wage Comparison 1997-2009



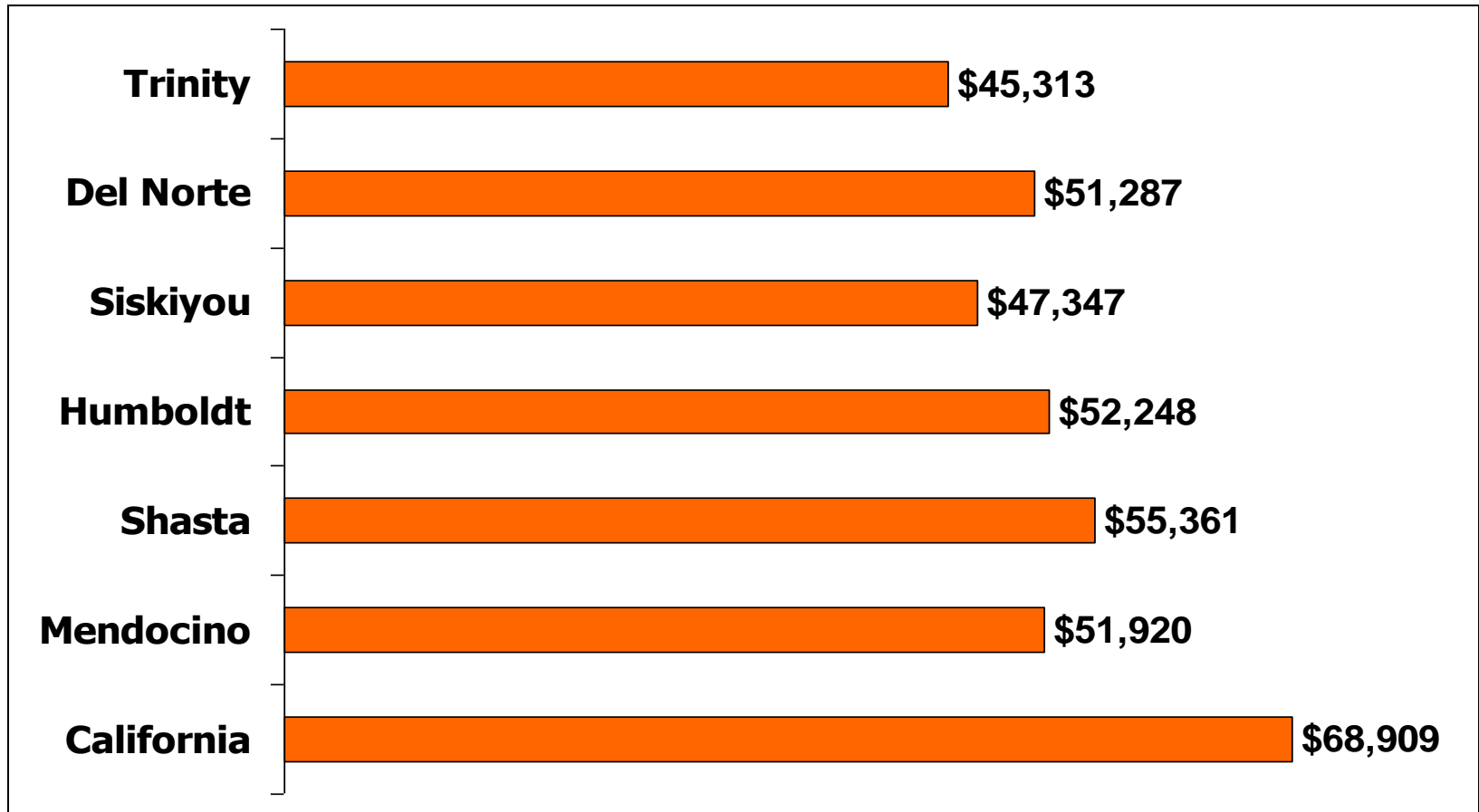
Humboldt 2009 AWW, Private: \$579, Government \$905, Government = 27% Employment, 33% Wages

Source: Quarterly Census of Employment & Wages (ES202)

Per Capita Money Income Comparison

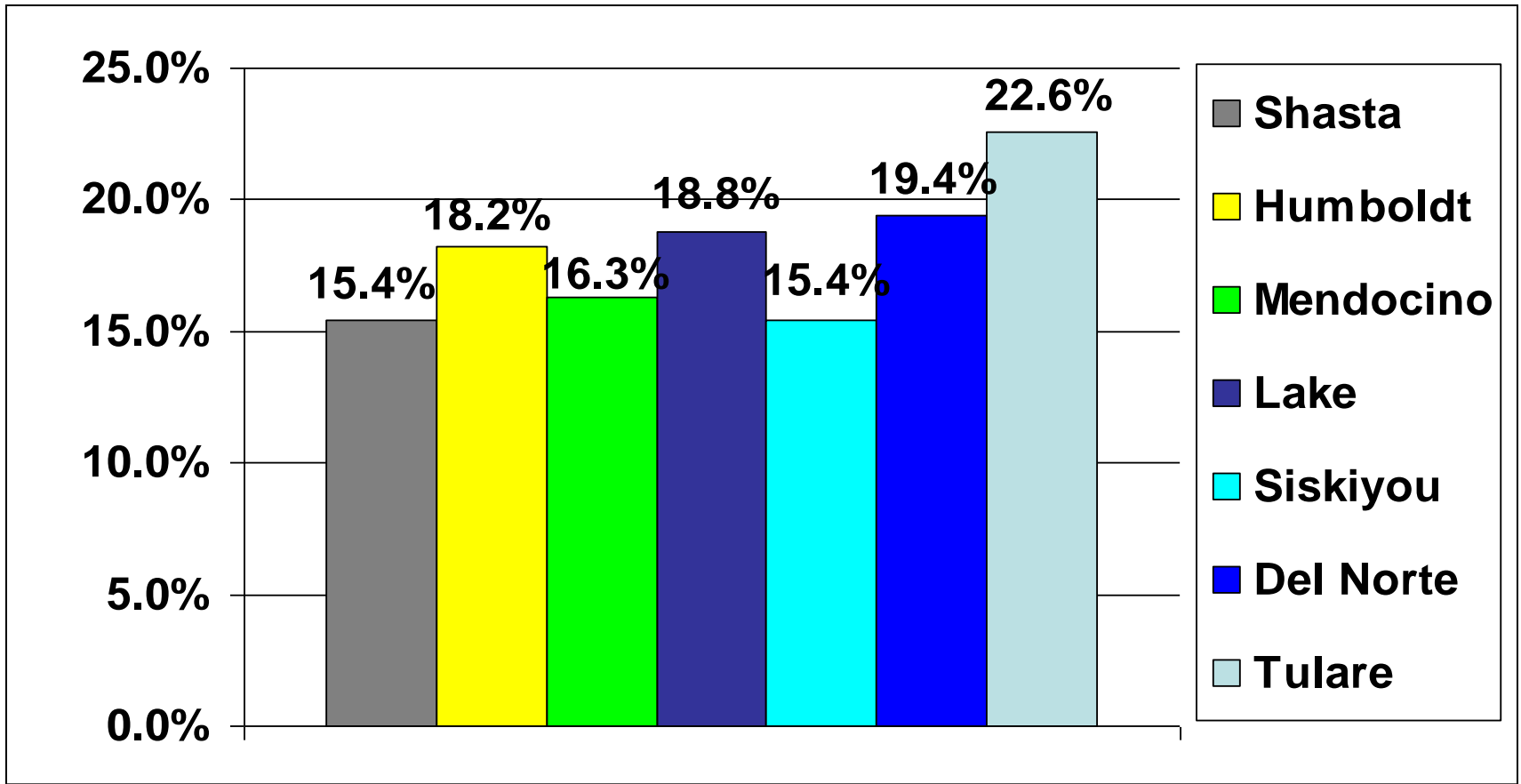


Regional Median Family Income Comparison



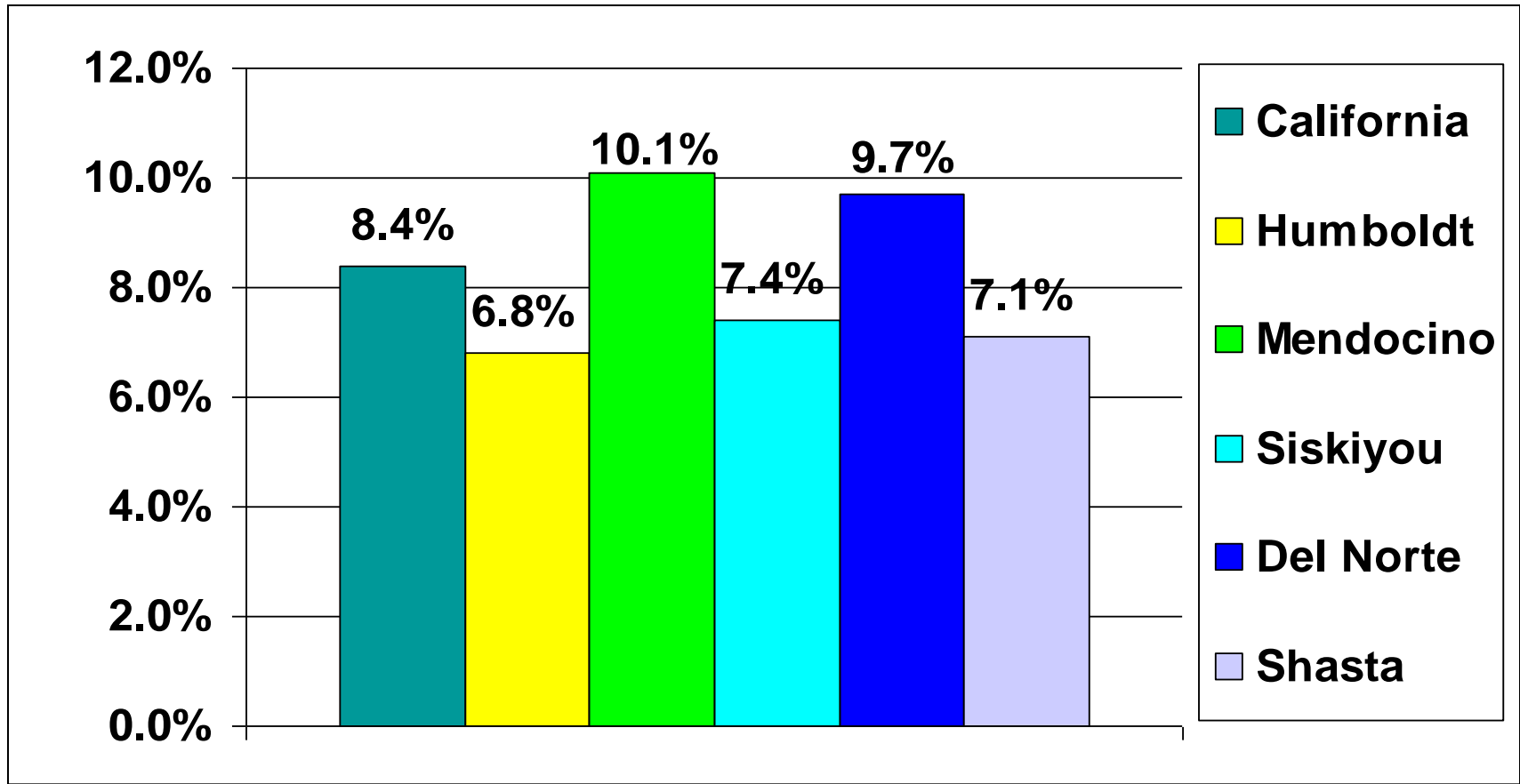
Source: US Census ACS 2005 – 2009

Regional All Ages Poverty Rate Comparison 2009

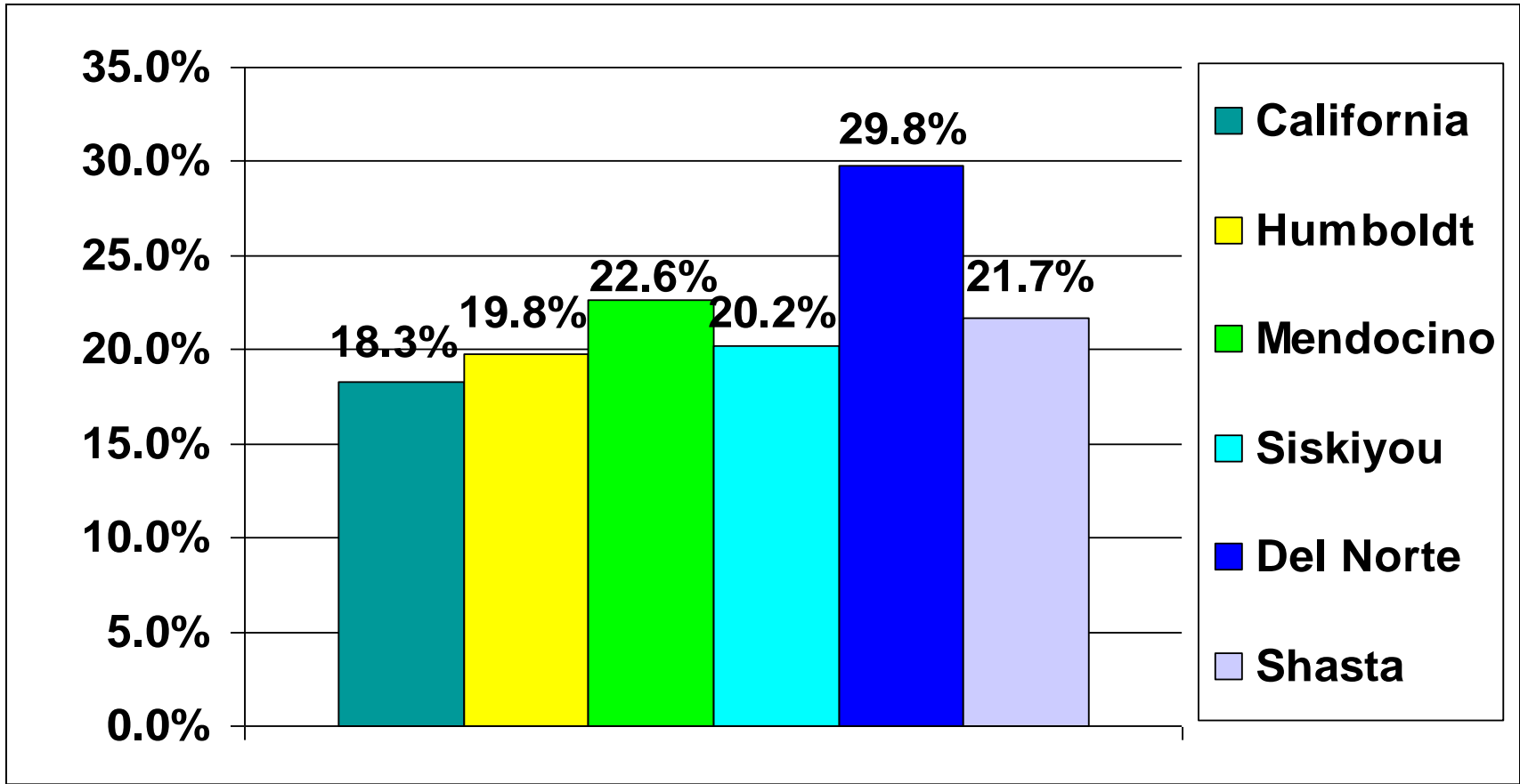


Del Norte: 52nd , Humboldt: 48th

Regional Age 65 and older Poverty Rate Comparison 2009



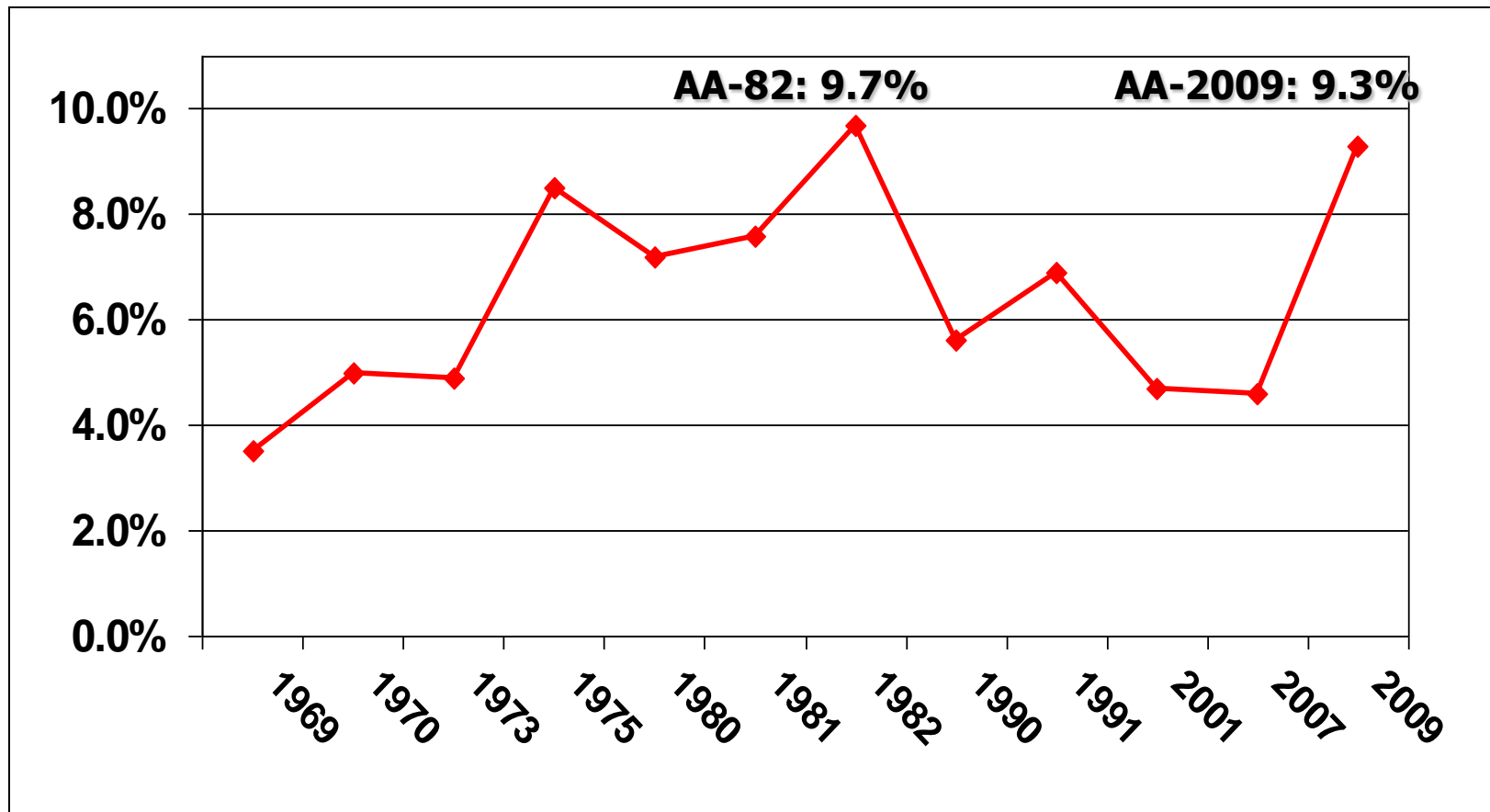
Regional Age 18 and below Poverty Rate Comparison 2009



Business Cycle Expansion & Contraction

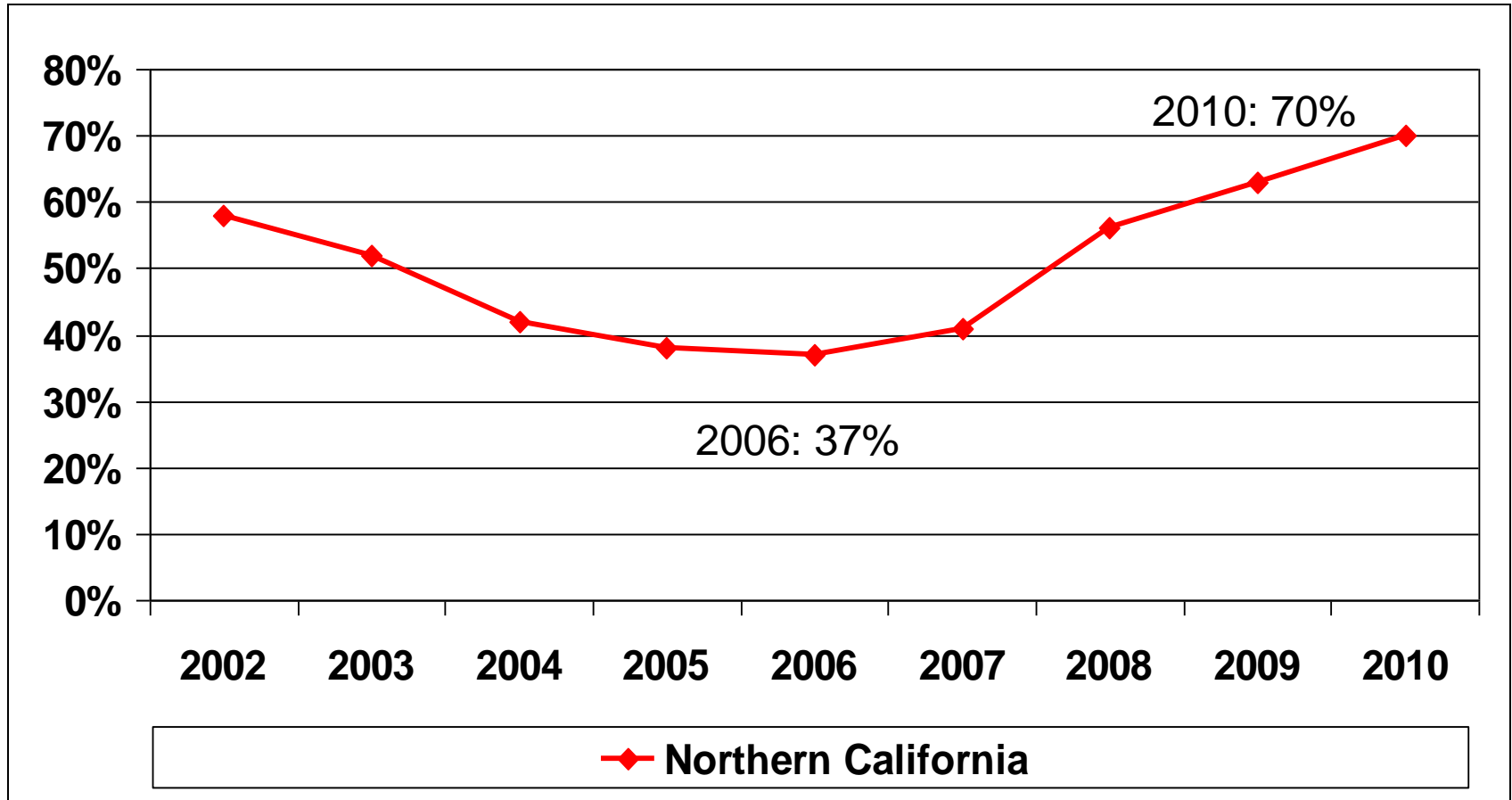
U.S. Unemployment Rate Comparison

1969 - 2009



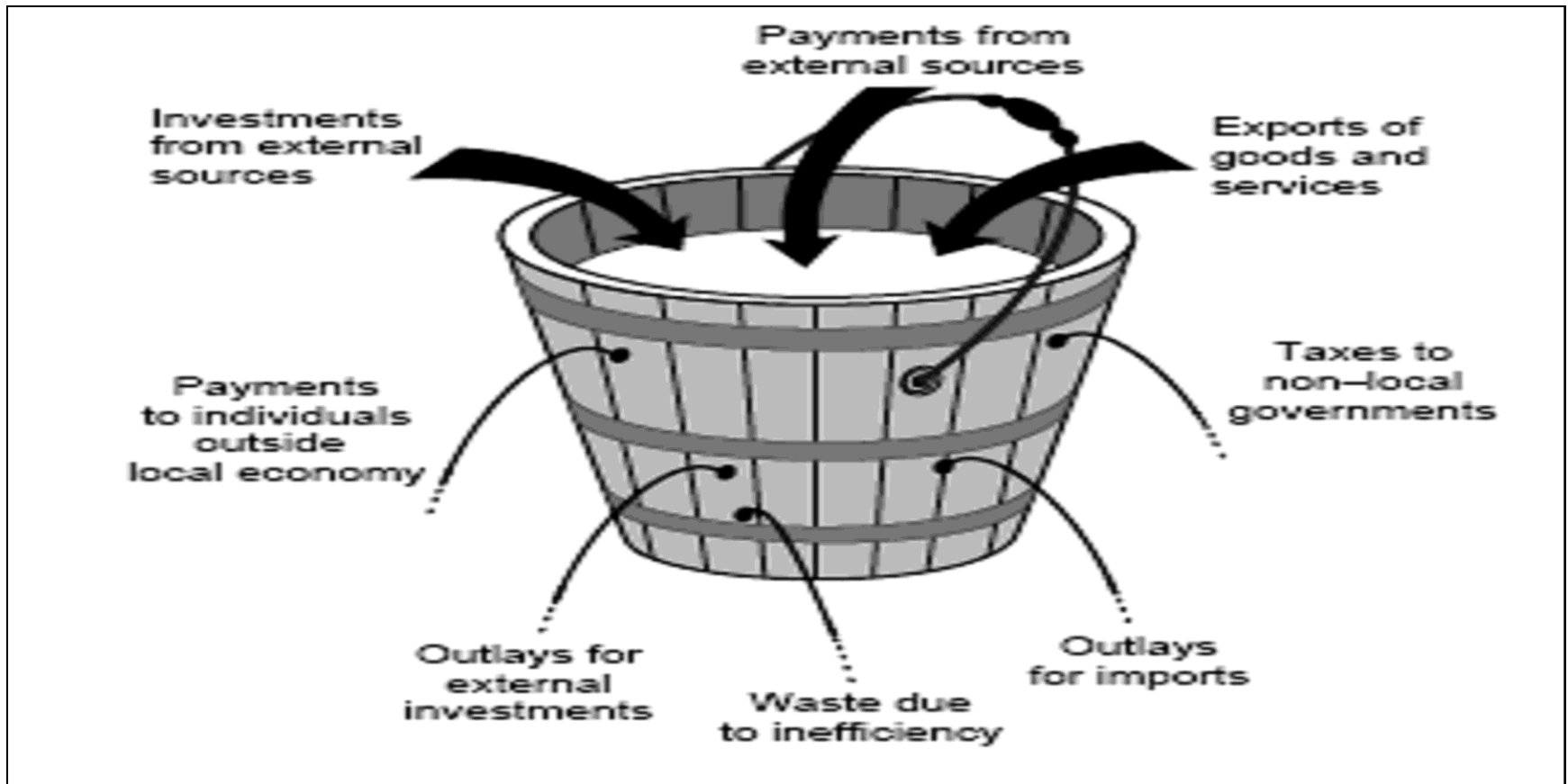
Source: Announcements-National Bureau of Economic Research, BLS U.S.
Seasonally Adjust Annual Average Unemployment Rate

Northern California First-time Buyer Housing Affordability Index 2002 - 2010



Source: California Association of Realtors (3rd Quarter Average)

A Useful Way to Picture an Economy



Source: Purdue University, Ag Co-op Extension Service - The Use of Multipliers in Economic Impact Estimates, EC-686.

Trends/Summary

- Humboldt's population is relatively young, growing at a low percentage rate, but adding more residents than surrounding counties.
- Demographic data does not support anecdotal information that young people move out of the county.
- Large 45-64 cohort of population will increase health services demand for next 20 years. Health Services is single Humboldt industry sector that increased employment level in the past year.
- There were over 300 more workers commuting into Humboldt County for work than commuting out.
- Local unemployment rates follow statewide trends, current month (12.3%) is 0.4% below statewide average, Mendocino and Humboldt, ranked 19th statewide are lowest among Northern California counties. The historical unemployment rate gap between the statewide rate and Humboldt has closed.
- Average Weekly Wage and Per Capita Income is equivalent when compared to region, but poverty rate is high.
- Industry employment distribution is more diversified compared to other rural counties.
- In terms measuring the economy by counting jobs, the Prosperity and Targets of Opportunity data-driven economic and workforce development focus continues to be a proven and successful approach.

***For More Information
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