Humboldt County Economy, 2014

Erick Eschker, Director
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Humboldt Economic Index

www.humboldt.edu/econindex/index.html
What is the Index?

- Started in 1996
- Five sponsors
- Tracks housing, employment, retail, hotels, electricity, lumber manufacturing
- Soon to begin niche manufacturing survey
What is the Index?

• Two student assistants at any time
• Over twenty have interned
• Gone on to graduate school, work, and started own business

[Images of two individuals]
“My time working on the Index has proven to be a valuable one in both experience and hope. The experience came with the hands on portion of the job, calling manufactures and talking with the managers and bookkeepers taught me how to act in a formal business setting. Although, it wasn’t all formal data speech, we got to know the people on the other side of the phone calls, visits and emails. We would have conversations that ranged from local and world economics, their business beyond just numbers, and mine and their experiences in college, which was pretty often at Humboldt State. These conversations and relationships instilled in me a feeling that what I was doing was for the betterment of Humboldt County, by building a stronger community through personal experience and a true desire to give back.”

Eloy Sosa
## Most Recent Index

<table>
<thead>
<tr>
<th>Composite &amp; Sectors</th>
<th>Percent change from</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Last Month</td>
</tr>
<tr>
<td><strong>Index</strong></td>
<td><strong>Value</strong>*</td>
</tr>
<tr>
<td>Composite</td>
<td>99.2</td>
</tr>
<tr>
<td>Home Sales</td>
<td>108.9</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>144.9</td>
</tr>
<tr>
<td>Hospitality</td>
<td>96.1</td>
</tr>
<tr>
<td>Electricity</td>
<td>111.6</td>
</tr>
<tr>
<td>Employment</td>
<td>97.4</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>33.2</td>
</tr>
</tbody>
</table>

* These values are adjusted to remove seasonal fluctuation. The base month is Jan. of 1994, with an Index value of 100.

** The percent change from the same month one, five and ten years ago.
Housing

Seasonally Adjusted Home Sale Index, Humboldt County

Housing sales have risen over last 2.5 years

Source: Humboldt Economic Index
Housing sales close to long run average
Housing prices have probably bottomed out
The Housing Boom and Bust

Source: Humboldt Economic Index. Amounts in 1982-84 dollars.
Foreclosures are falling but still high
Rental Prices are fairly constant

Source: Humboldt Economic Index
Price to Rent ratio rising somewhat
Employment

• The U.S. unemployment rate fell in December to 6.7%, which is the lowest it's been since 2008. We still have not fully recovered from the last recession, however, and the number of long term unemployed is still very high.

• Statewide, the unemployment rate fell to 8.3%, which is also a rate that hasn't been seen since 2008.

• Locally, Humboldt County is entering the winter months of traditionally higher employment.

• Slightly more people were employed in December 2013 compared to December 2012.

• The non-seasonally adjusted rate in December 2013 was 7.5% which is down considerably from 9.6% in December 2012.

• The labor market is improving for workers.
Help wanted has risen over the year
Unincorporated areas, including McKinleyville, were least affected by the Recession.

Source: http://www.humboldt.edu/econindex/projects/humboldt%20county%20regional%20activity.pdf
Niche Manufacturing

Housing sales have risen over last 2.5 years