

Humboldt County Economy, 2014

Erick Eschker, Director

January 29, 2014



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



**Redwood
Capital Bank**
Our interest is YOU



Belonging Never Felt Better

Coast Central
Credit Union 



Redwood Region
Economic Development
Commission



What is the Index?

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



**Redwood
Capital Bank**
Our interest is YOU



Belonging Never Felt Better

Coast Central 
Credit Union



Redwood Region
Economic Development
Commission



“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

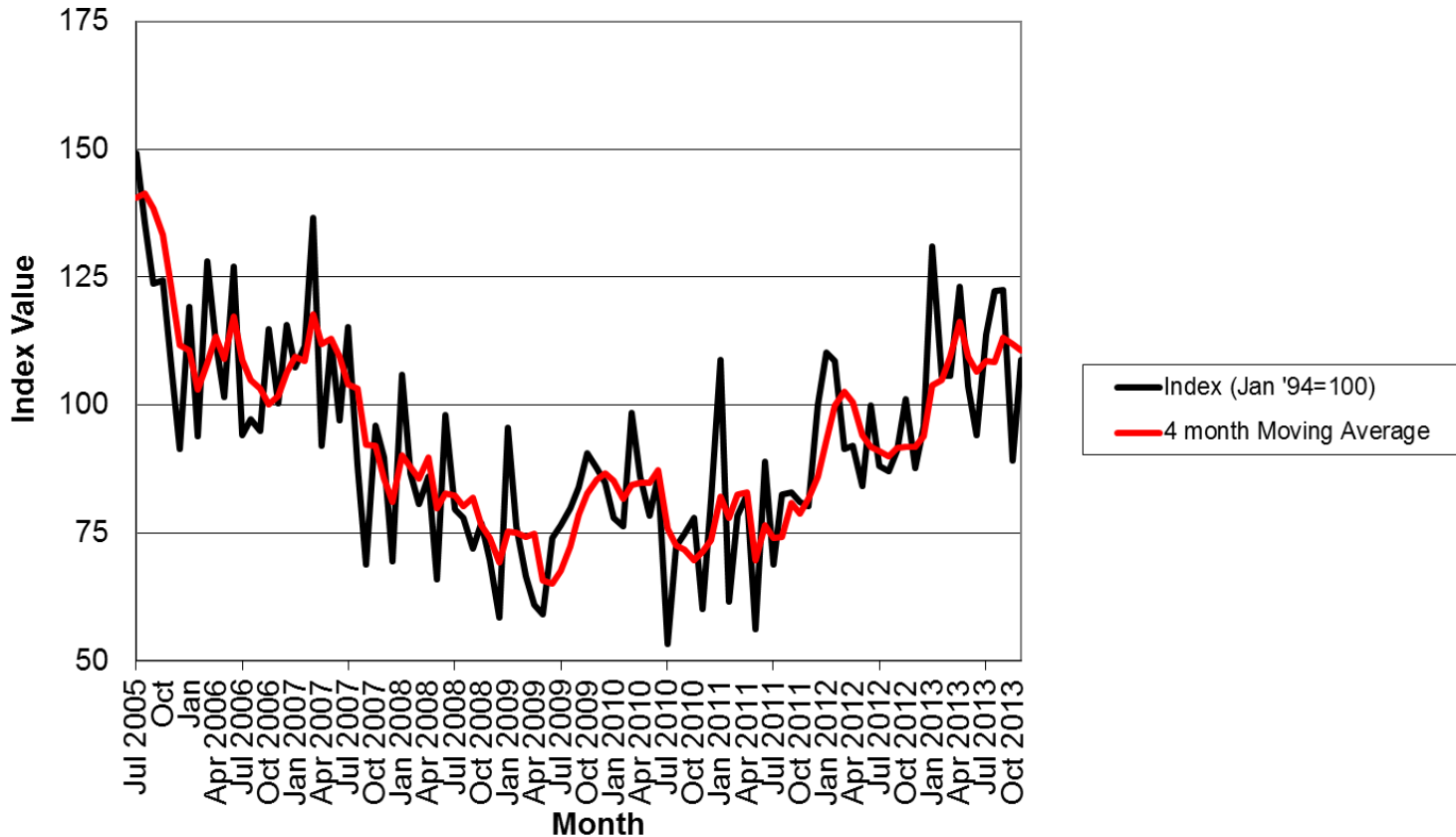
Composite & Sectors					
		Percent change from			
Index	Value*	Last Month	One Year ago**	Five Years ago**	Ten Years ago**
Composite	99.2	1.3	0.3	1.4	-6.9
Home Sales	108.9	22.2	24.3	56.4	-16.1
Retail Sales	144.9	0.4	-1.4	-4.6	3.0
Hospitality	96.1	2.0	-0.4	10.0	11.9
Electricity	111.6	0.0	-5.7	1.0	-0.7
Employment	97.4	0.0	0.5	-2.9	-5.9
Manufacturing	33.2	-9.4	-6.0	-11.8	-57.5

* 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

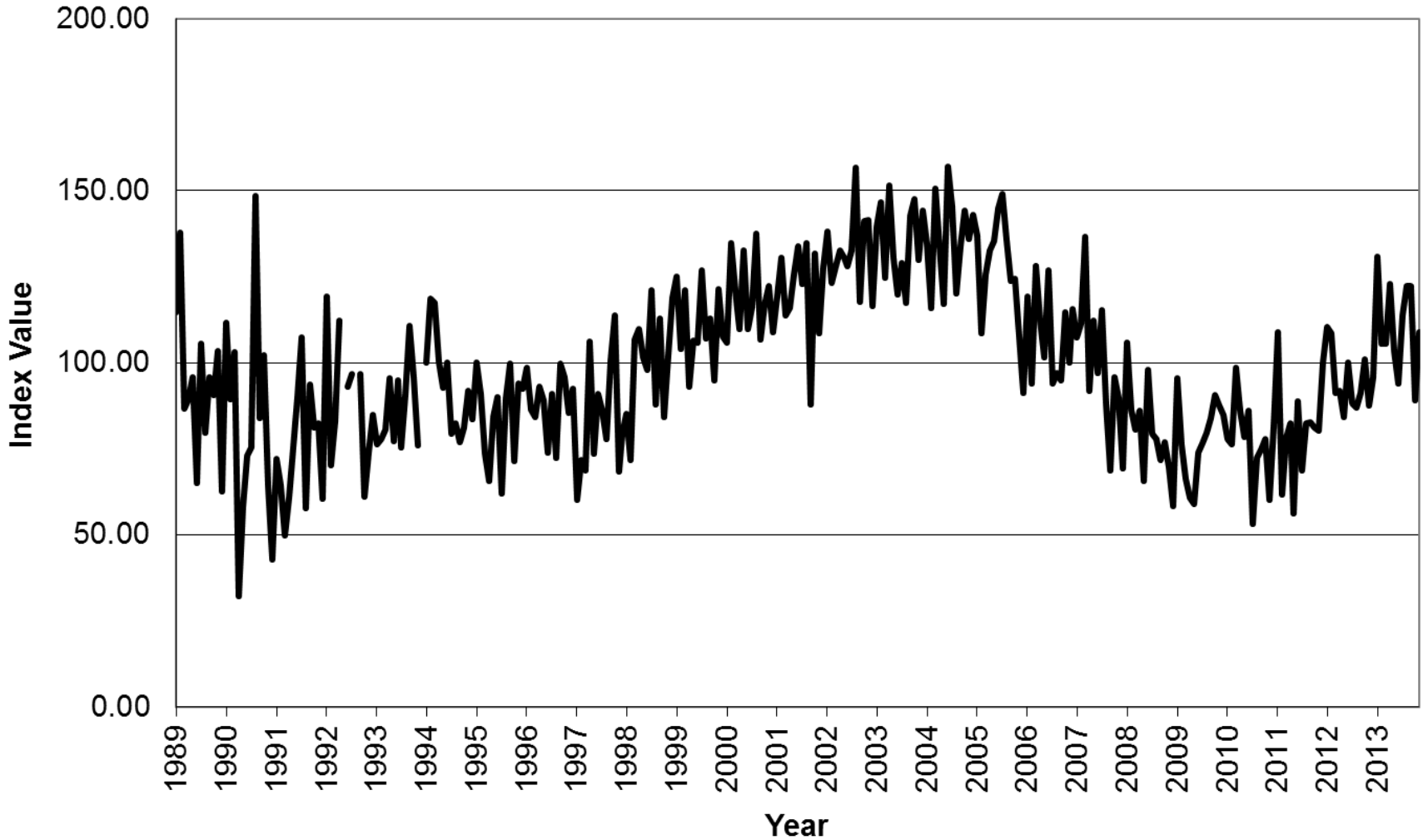
Seasonally Adjusted Home Sale Index, Humboldt County



Source: Humboldt Economic Index

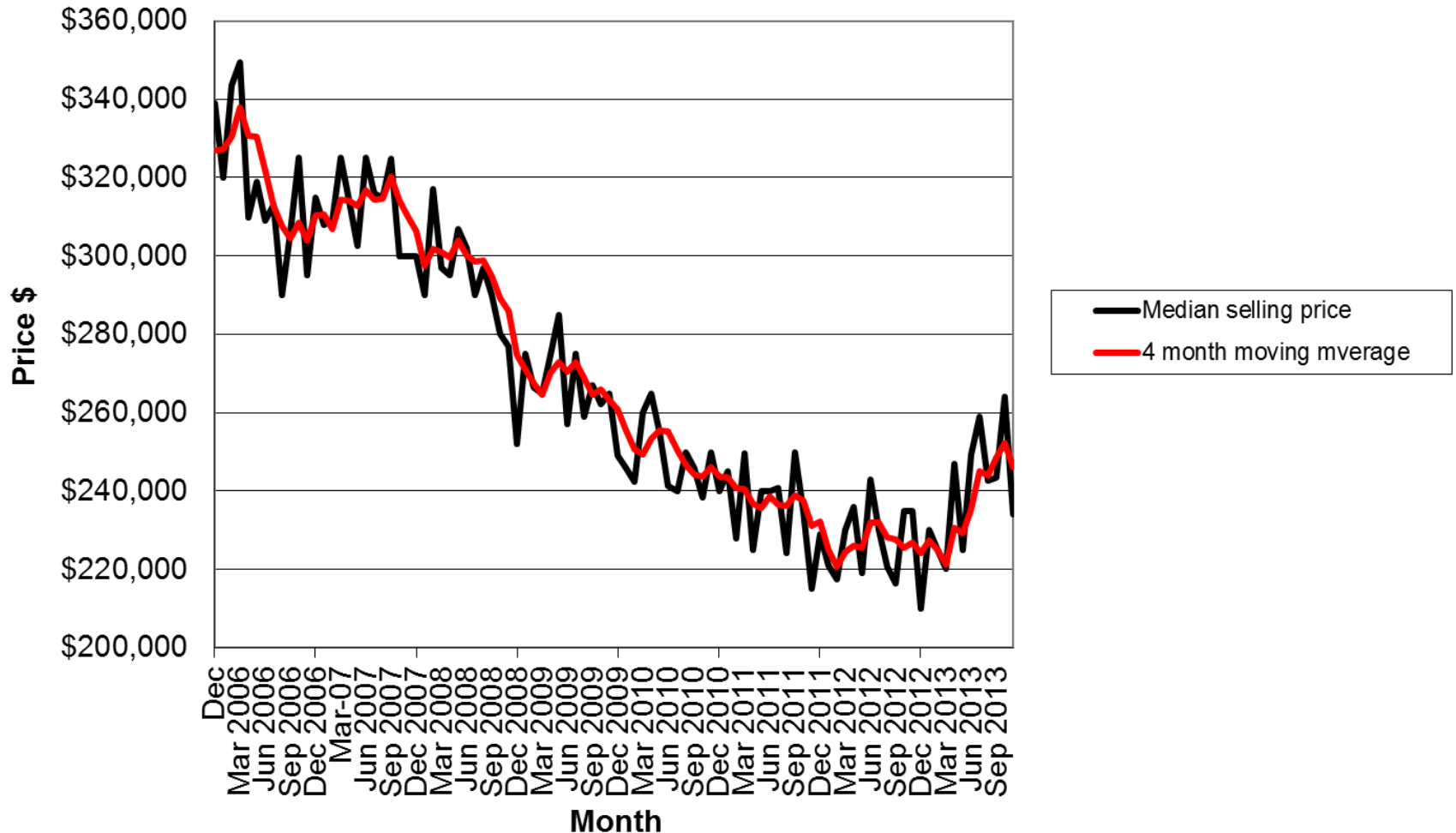
Housing sales have risen over last 2.5 years

Seasonally Adjusted Home Sale Index Value, Humboldt County



Housing sales close to long run average

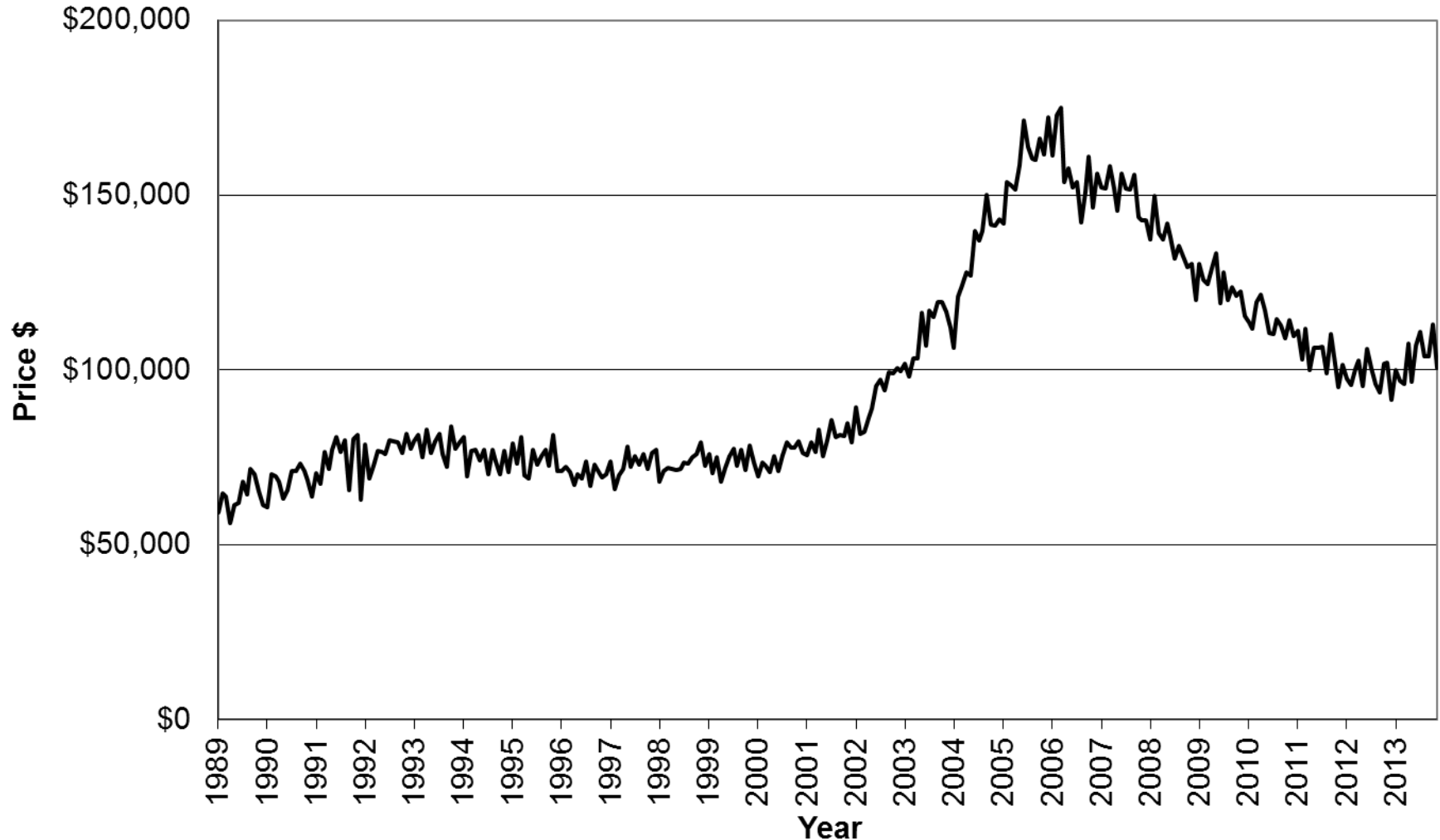
Median Price of Houses Sold, Humboldt County



Source: Humboldt Economic Index and Humboldt Association of Realtors

Housing prices have probably bottomed out

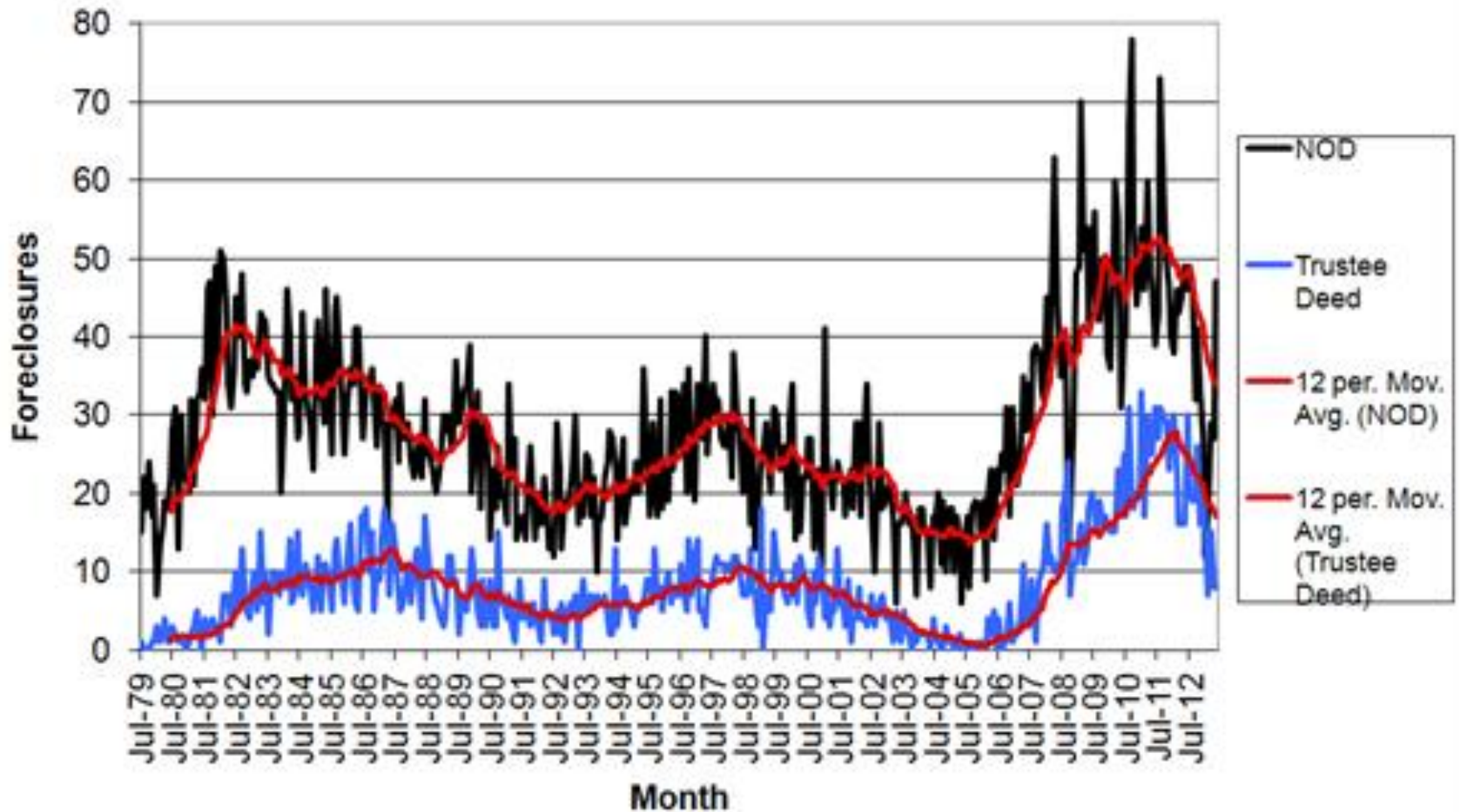
Inflation-Adjusted Median Price of Houses Sold, Humboldt County



Source: Humboldt Economic Index. Amounts in 1982-84 dollars.

The Housing Boom and Bust

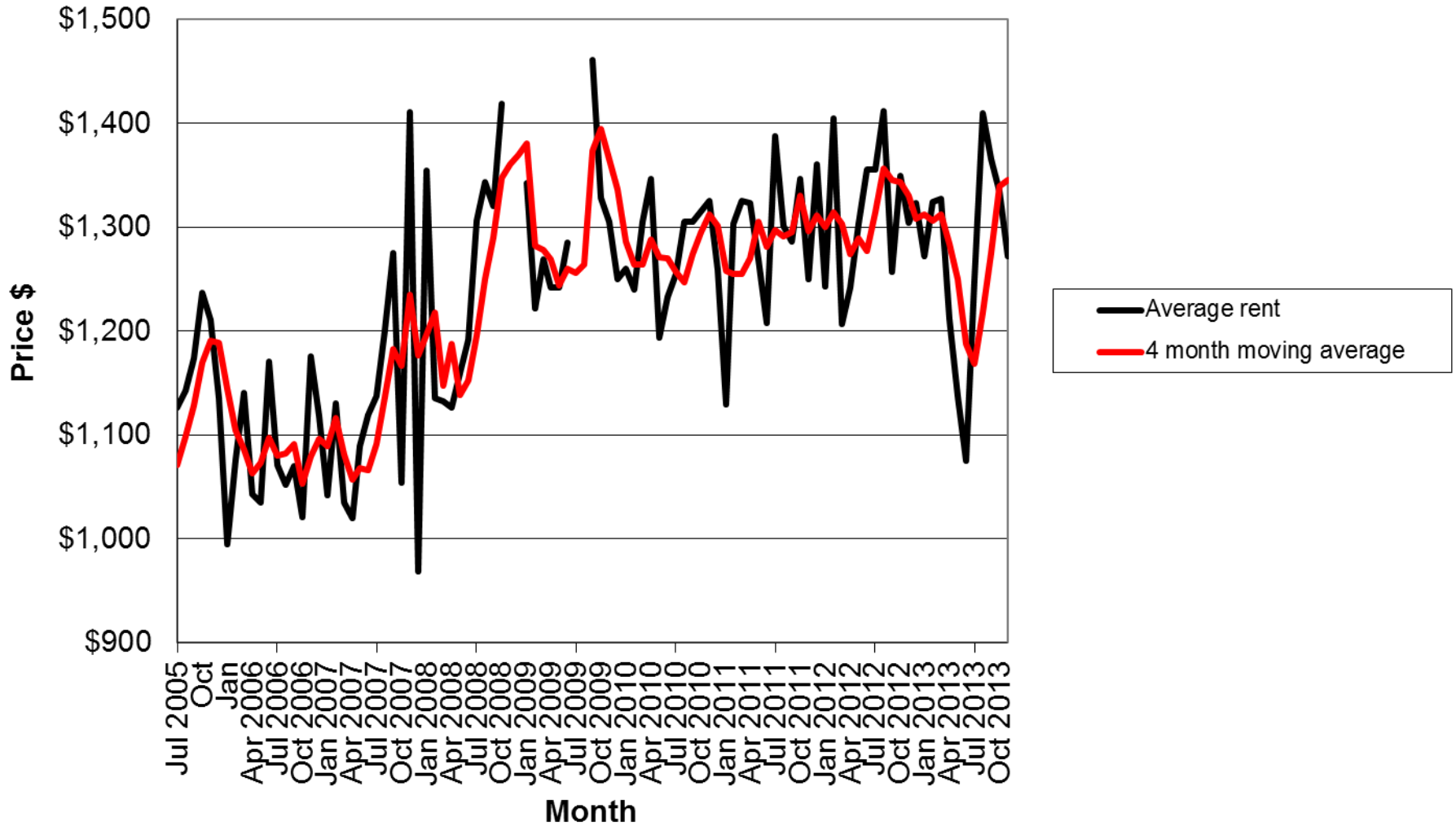
Monthly Foreclosures, Humboldt County



Source: Humboldt Economic Index and Humboldt County Recorder

Foreclosures are falling but still high

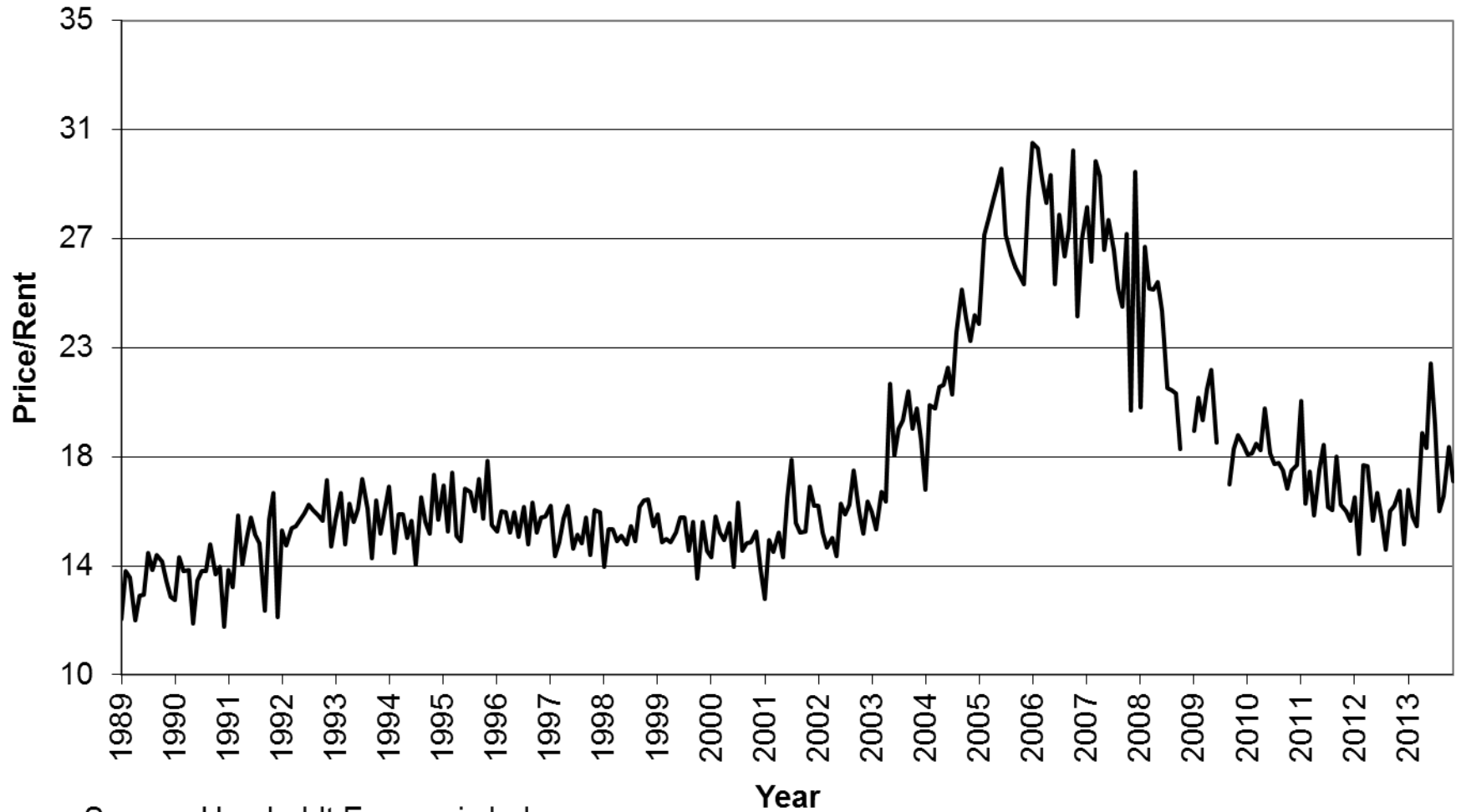
Average House Rental Price, Humboldt County



Source: Humboldt Economic Index

Rental Prices are fairly constant

Humboldt County Housing Price to Rent Ratio, 1989-2013 (medium home price/mean rent, adjusted for expenses)



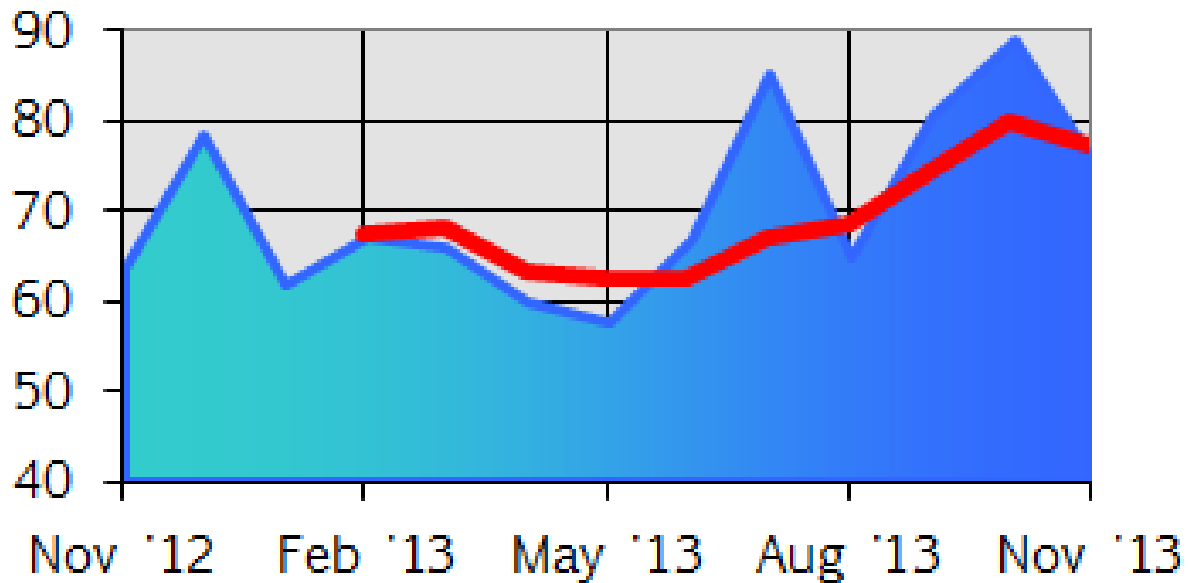
Source: Humboldt Economic Index

Price to Rent ratio rising somewhat

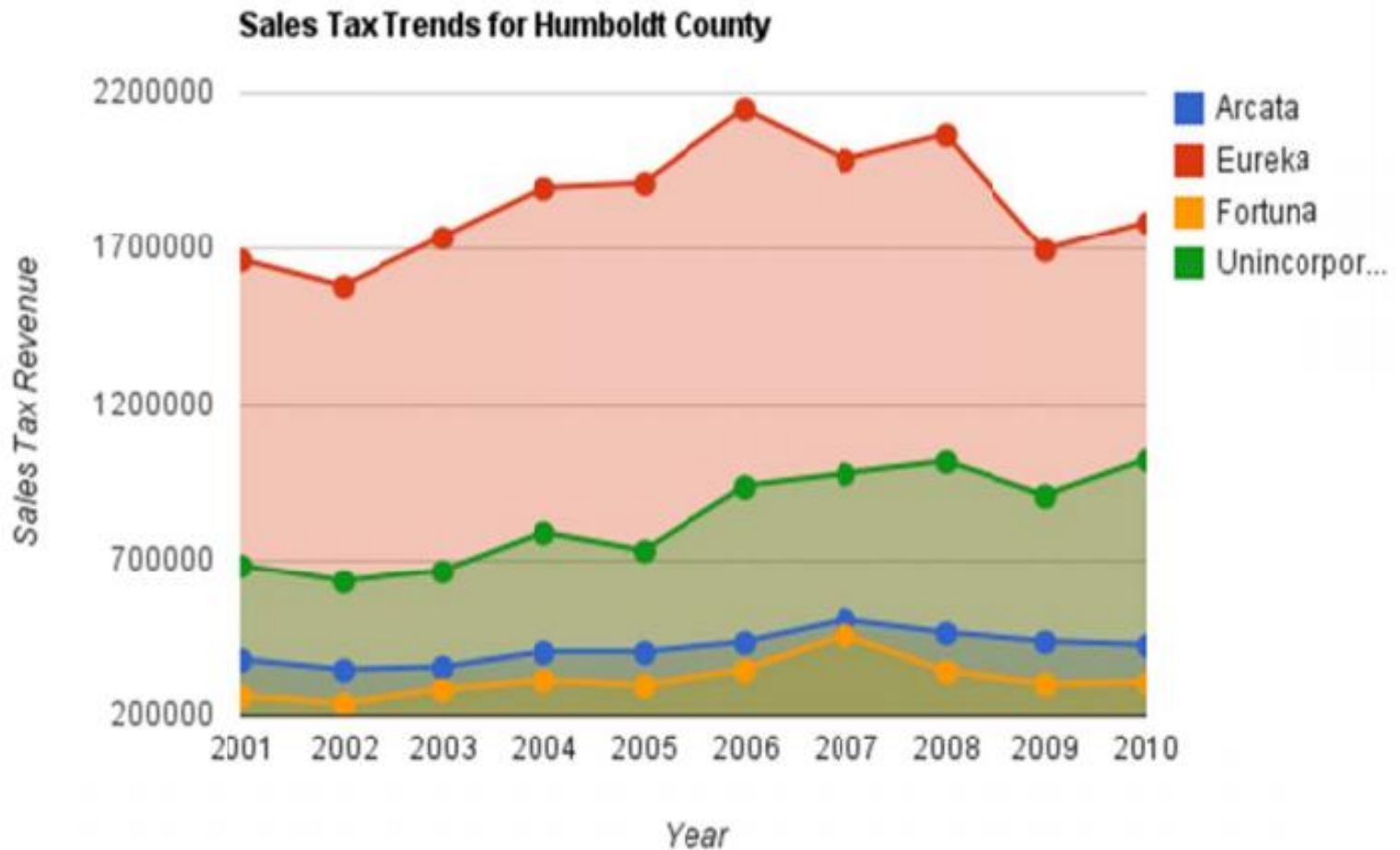
Employment

- 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.

Index of Help Wanted Advertising



Help wanted has risen over the year



*All Sales Tax Collections for Humboldt County received from Janet Luzzi of City of

Arcata: Finance. Sales and Use Tax Collections from second quarter of each 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

