

# Humboldt County Economy, 2014

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Humboldt Economic Index

[www.humboldt.edu/econindex/index.html](http://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



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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



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“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

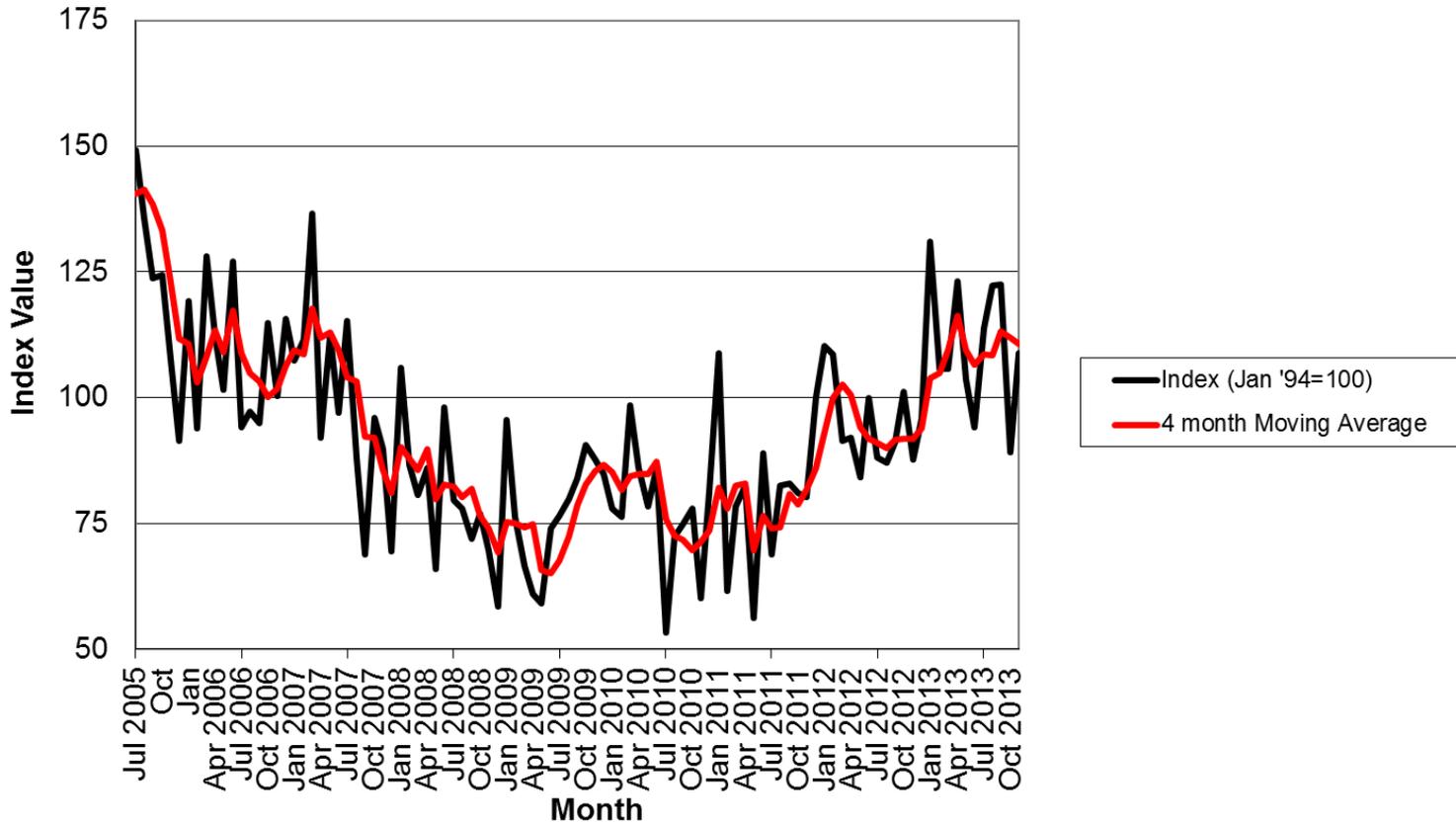
Composite & Sectors					
		Percent change from			
Index	Value*	Last Month	One Year ago**	Five Years ago**	Ten Years ago**
<b>Composite</b>	99.2	1.3	0.3	1.4	-6.9
Home Sales	108.9	22.2	24.3	56.4	-16.1
Retail Sales	144.9	0.4	-1.4	-4.6	3.0
Hospitality	96.1	2.0	-0.4	10.0	11.9
Electricity	111.6	0.0	-5.7	1.0	-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

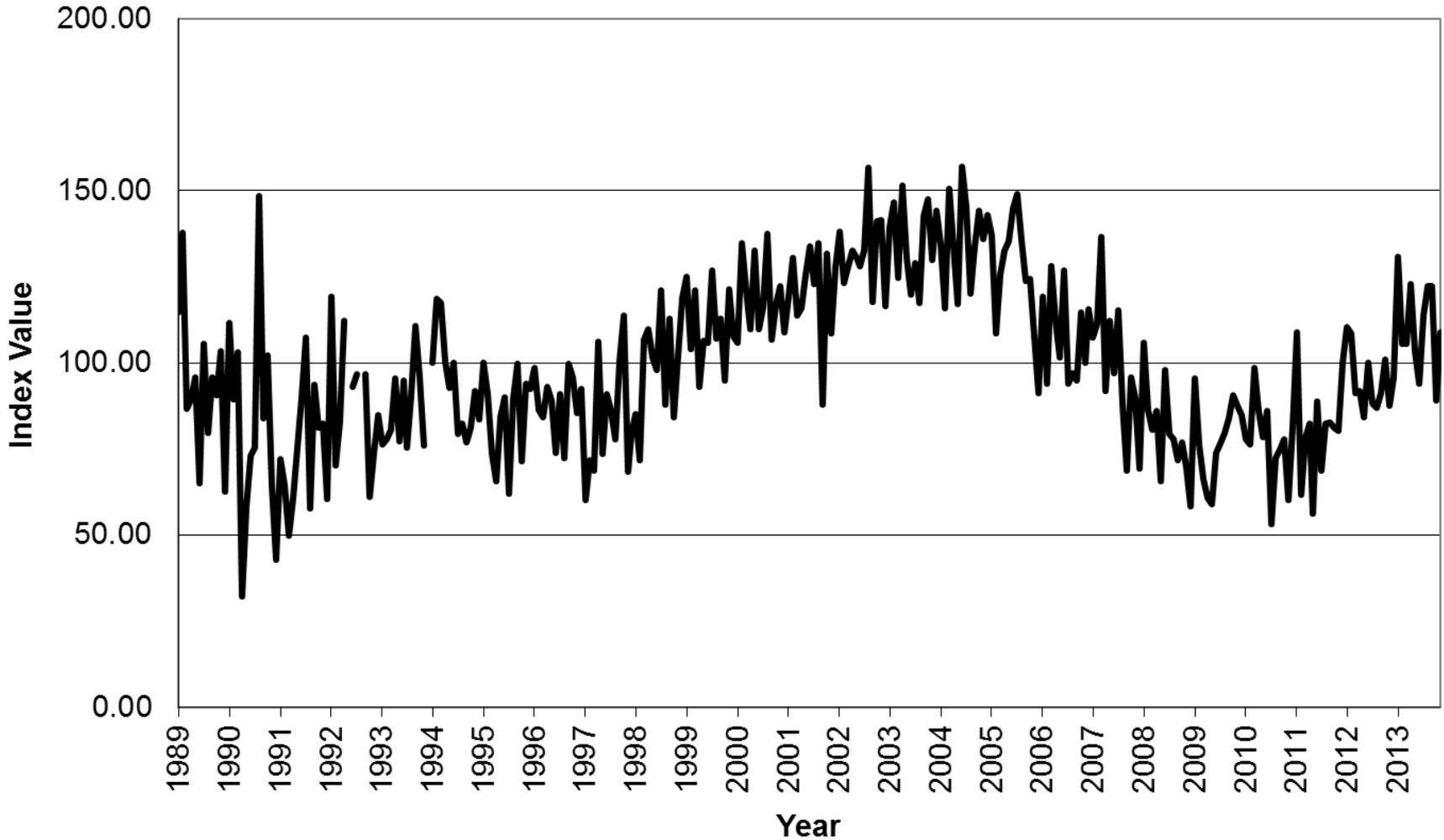
## Seasonally Adjusted Home Sale Index, Humboldt County



Source: Humboldt Economic Index

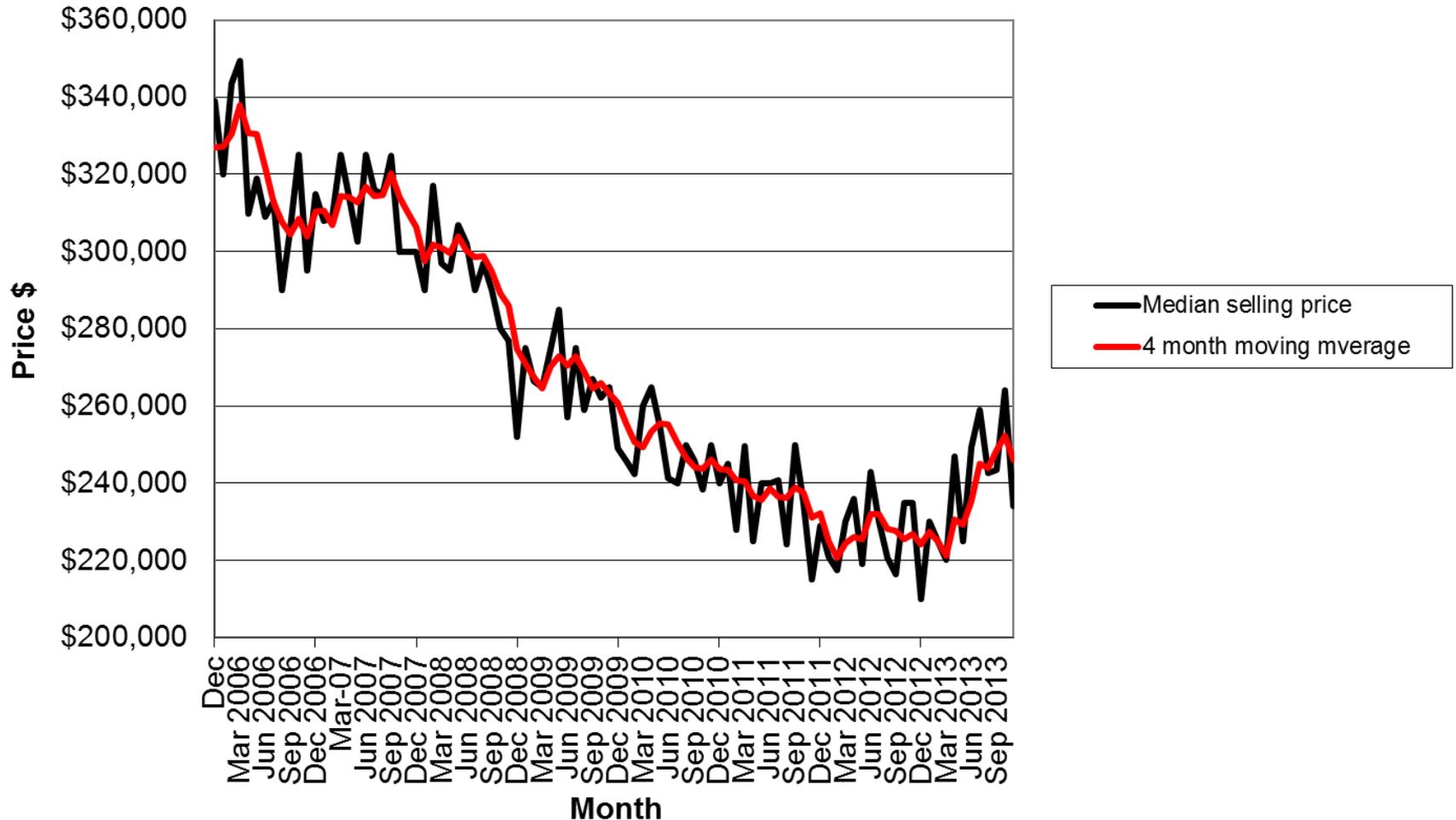
Housing sales have risen over last 2.5 years

## Seasonally Adjusted Home Sale Index Value, Humboldt County



Housing sales close to long run average

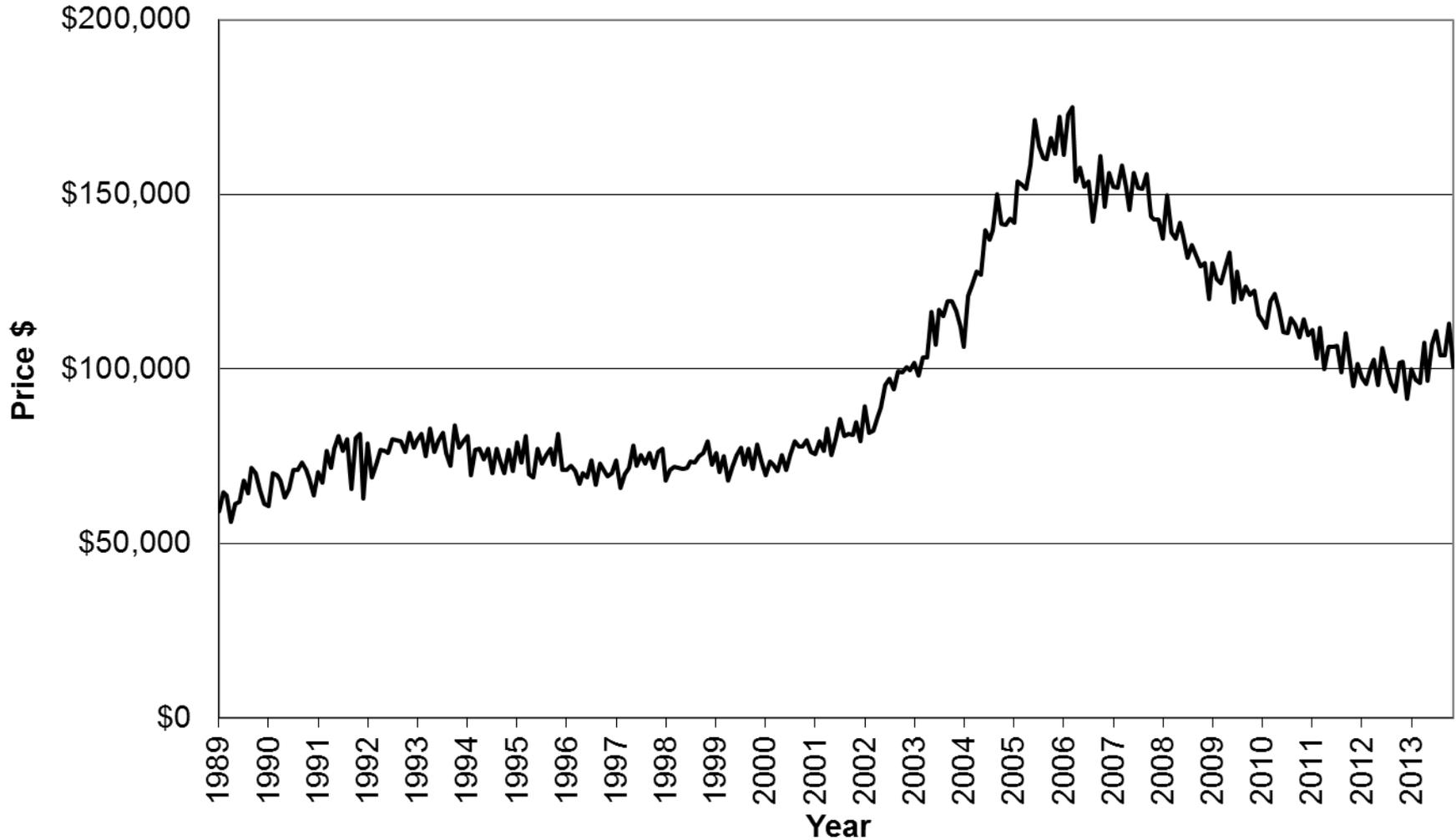
## Median Price of Houses Sold, Humboldt County



Source: Humboldt Economic Index and Humboldt Association of Realtors

# Housing prices have probably bottomed out

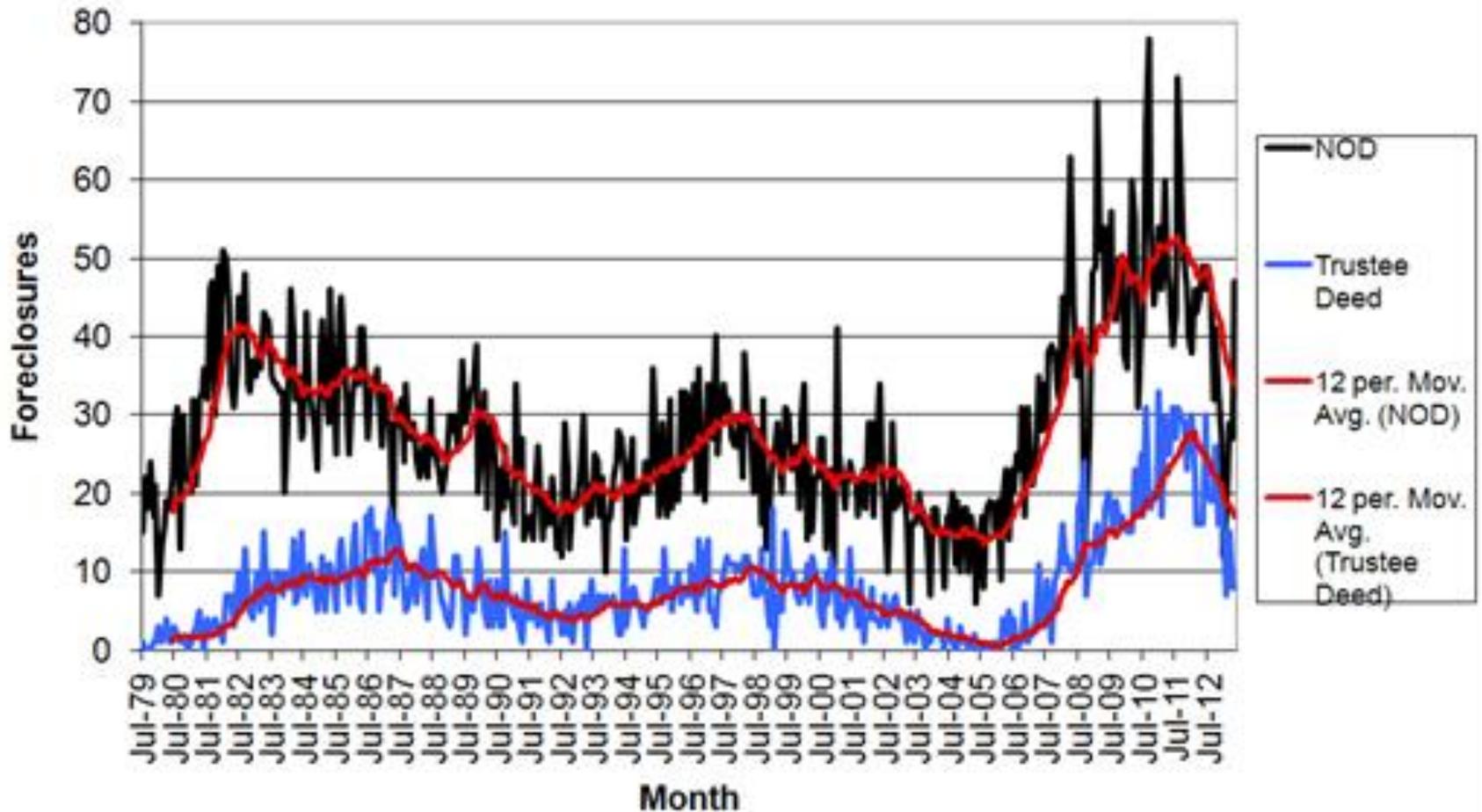
## Inflation-Adjusted Median Price of Houses Sold, Humboldt County



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

# The Housing Boom and Bust

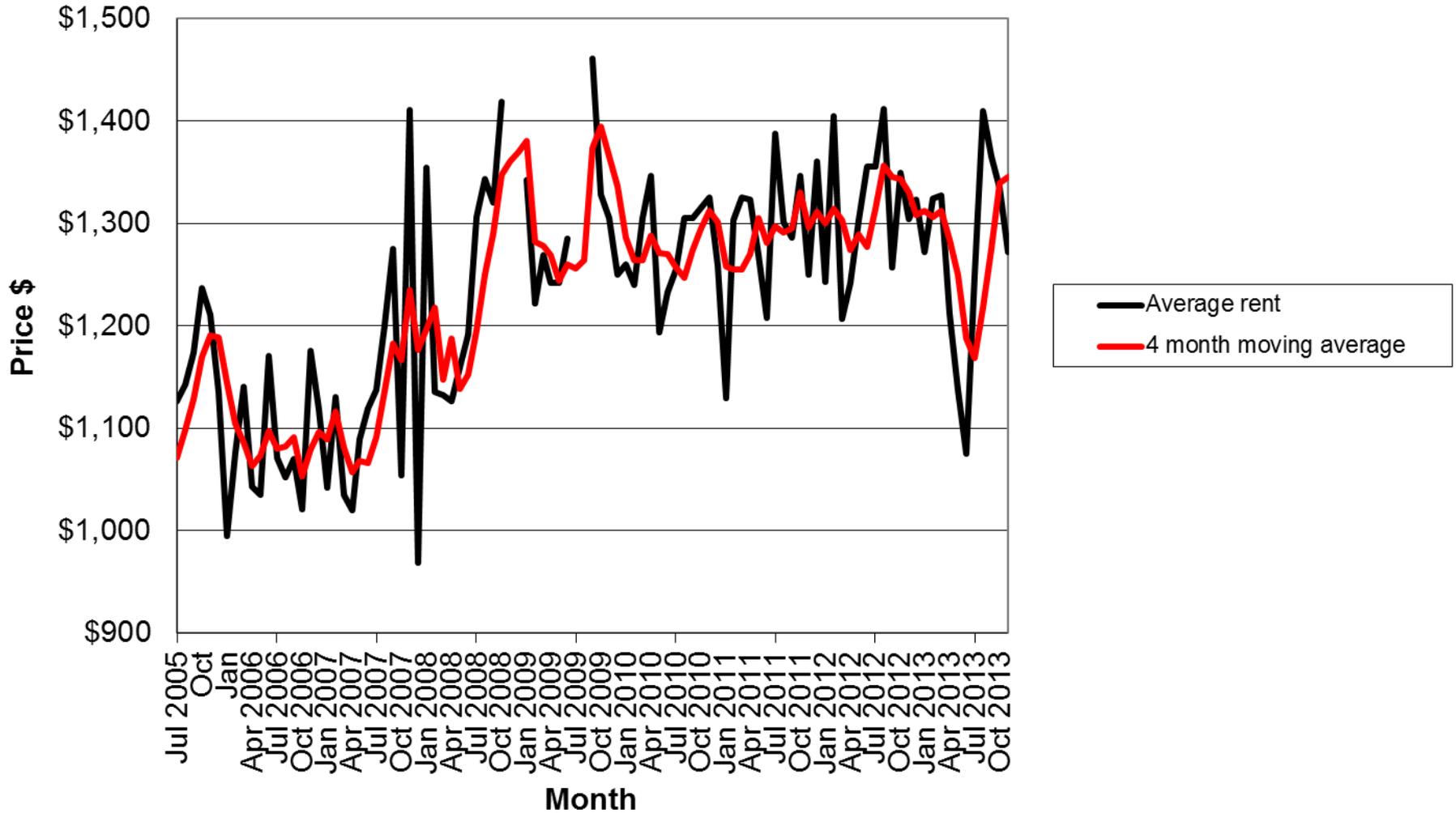
## Monthly Foreclosures, Humboldt County



Source: Humboldt Economic Index and Humboldt County Recorder

Foreclosures are falling but still high

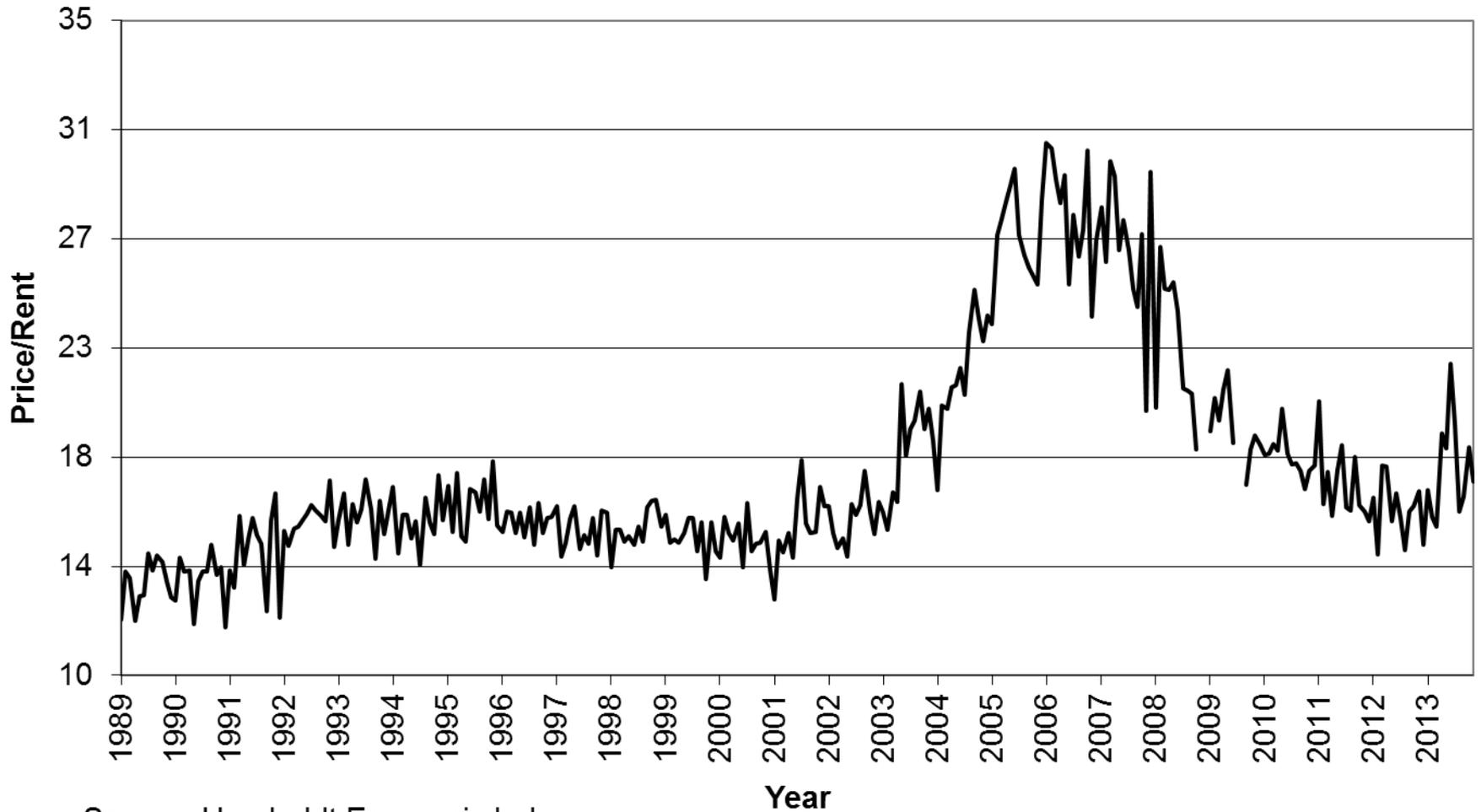
## Average House Rental Price, Humboldt County



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)



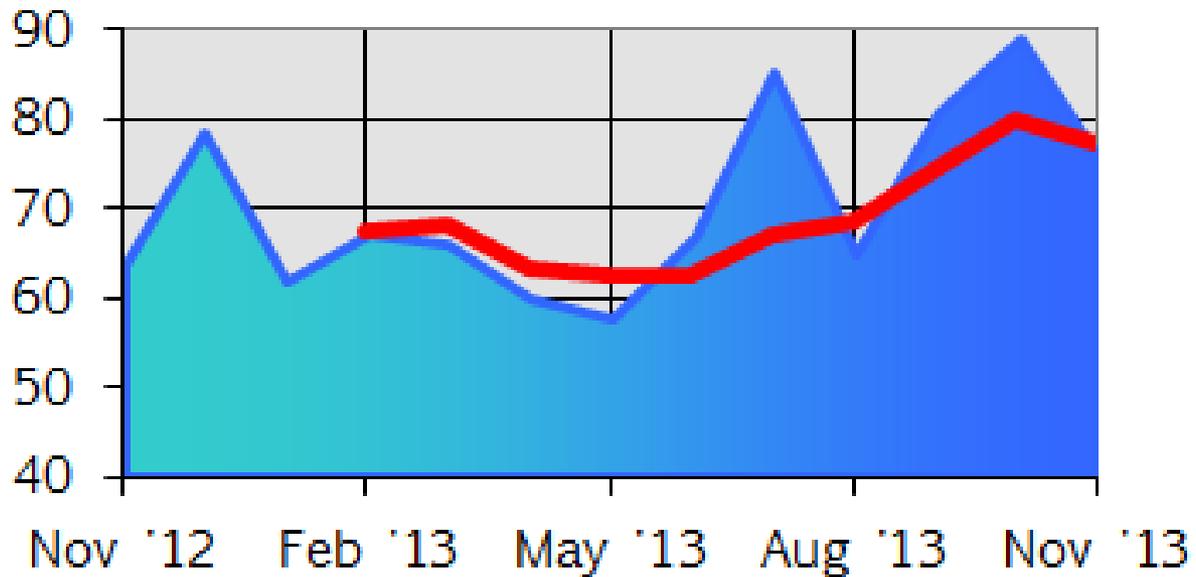
Source: Humboldt Economic Index

# Price to Rent ratio rising somewhat

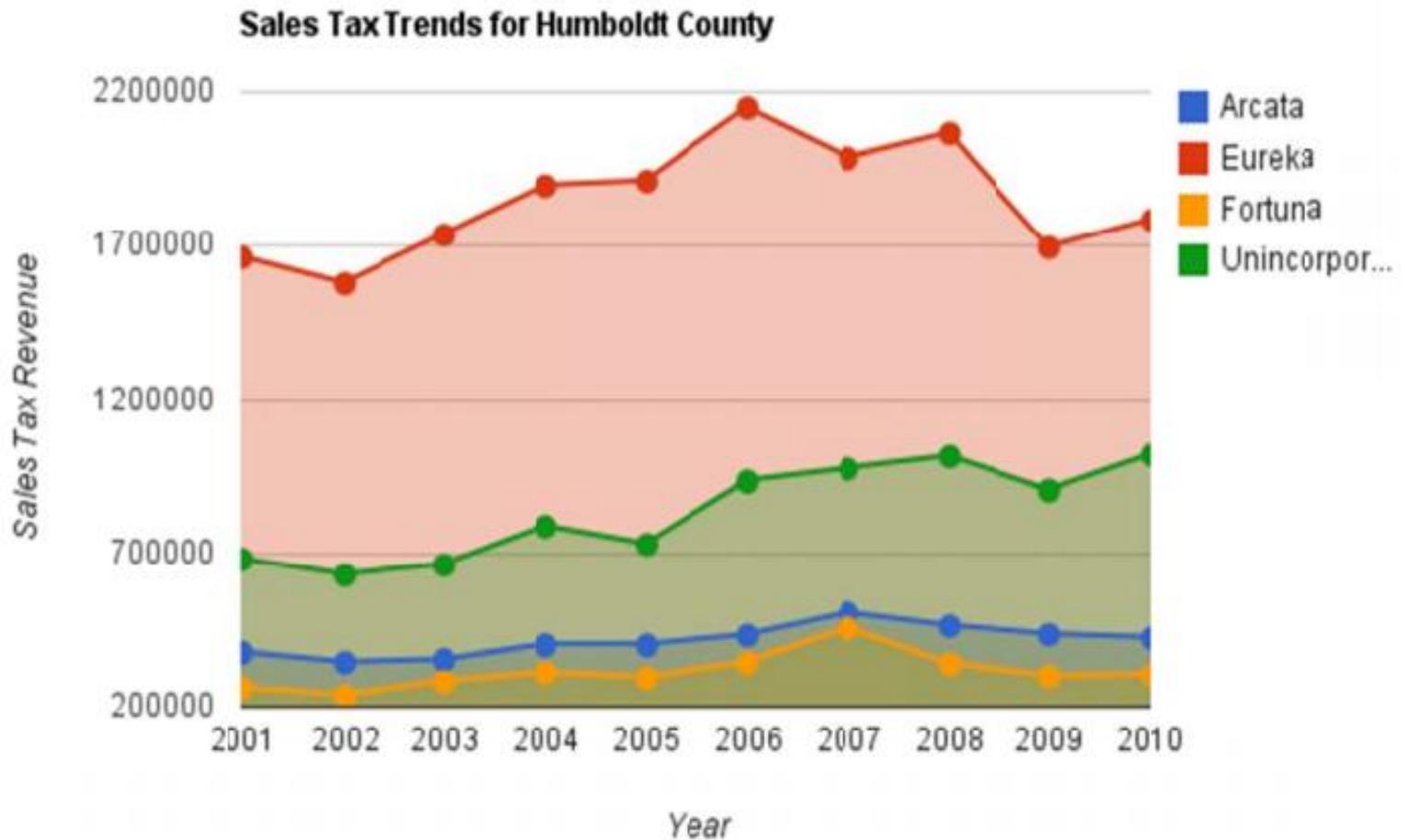
# Employment

- 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

