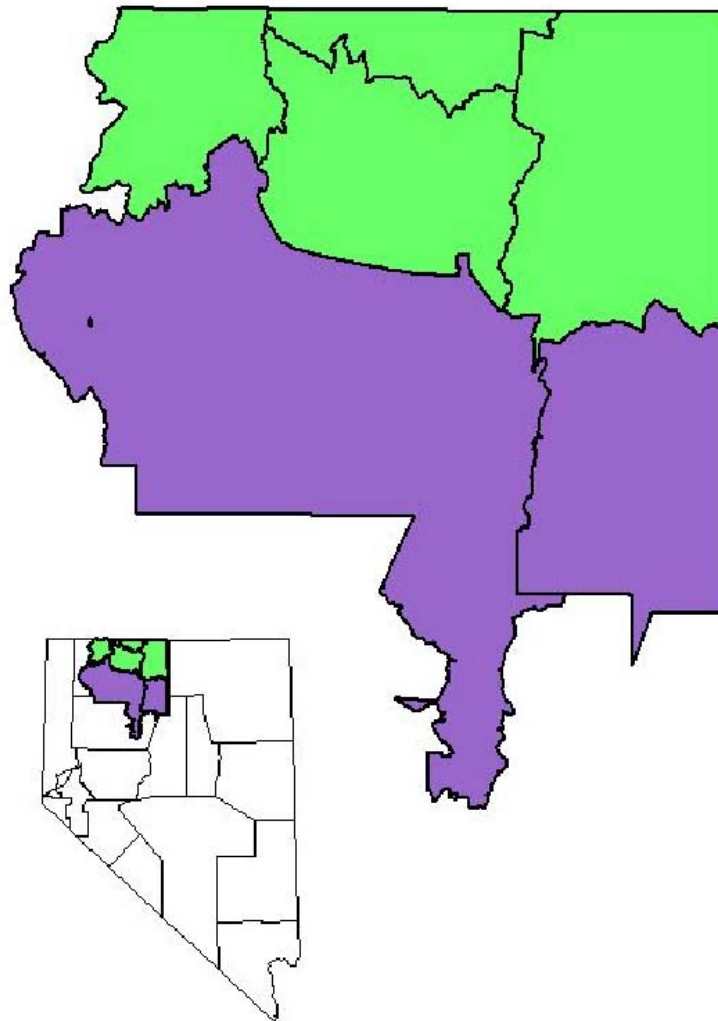


***SOCIOECONOMIC PROFILE FOR
WINNEMUCCA STUDY AREA
AND REST OF HUMBOLDT COUNTY STUDY AREA***



**SOCIOECONOMIC PROFILE FOR WINNEMUCCA STUDY AREA AND
REST OF HUMBOLDT COUNTY STUDY AREA**

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February 2004

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Introduction

The University Center for Economic Development conducted a study of socioeconomic trends in the City of Winnemucca Study Area and Rest of Humboldt County Study Area. The results of this study can be used for background material for a Comprehensive Economic Development Strategy (CEDS) in Humboldt County and the feasibility analysis of a regional business incubator. The analysis in this publication provides an understanding of socioeconomic trends at the county and sub-county level.

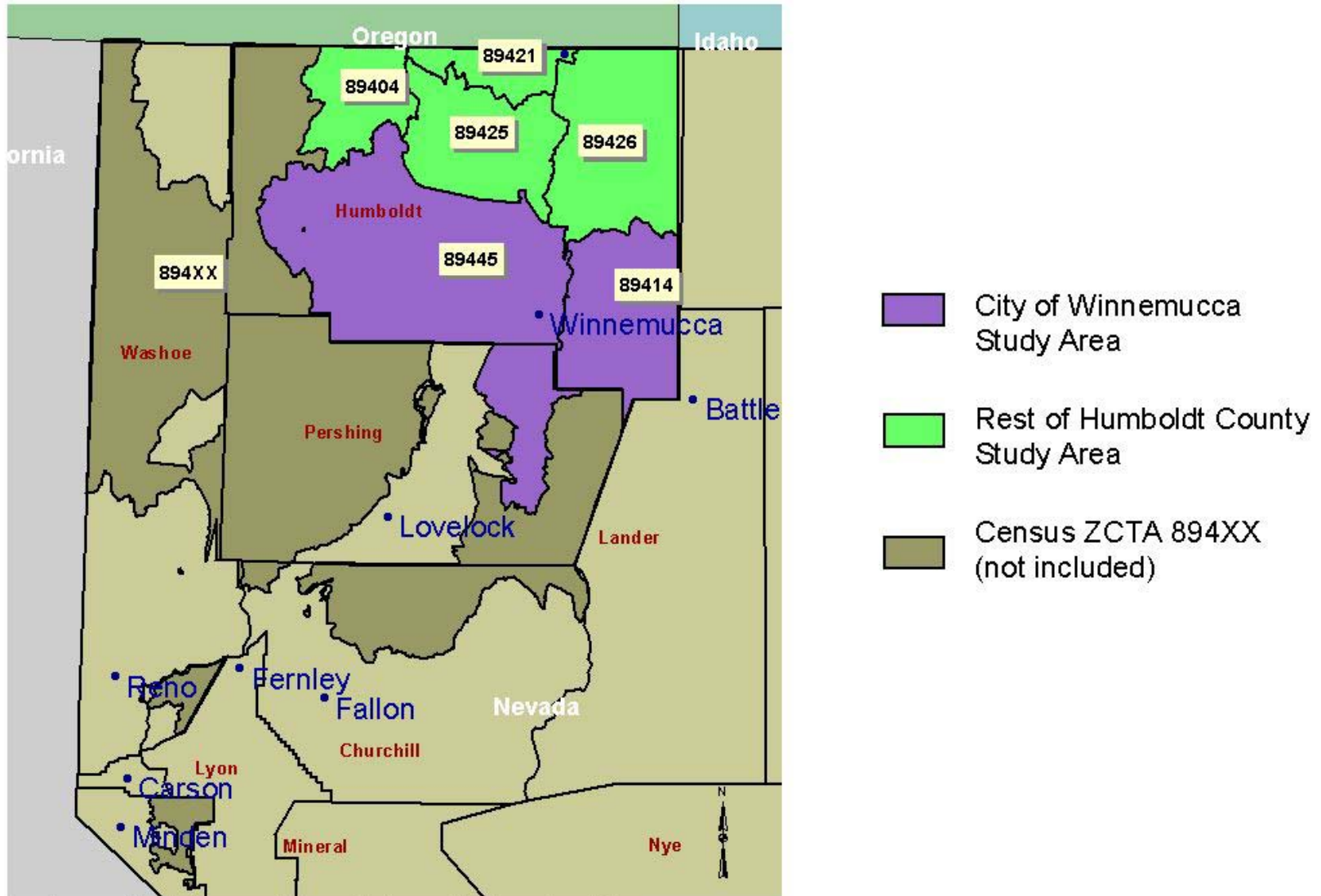
City of Winnemucca Study Area (WSA) is defined to consist of the Census Bureau's Zip Code Tabulation Areas (ZCTAs) 89445 (City of Winnemucca) and 89414 (Golconda). As is shown in Figure 1, WSA includes a number of people in Pershing County. Rest of Humboldt County Study Area is defined to consist of ZCTAs 89404 (Denio), 89421 (McDermitt), 89425 (Orovada) and 89426 (Paradise Valley).¹ The Rest of Humboldt County Study Area does not include a small number of individuals who live in the westernmost portion of Humboldt County in ZCTA 894XX, as shown in Figure 1. 894XX is not included in the Rest of Humboldt Study Area because it contains large portions of several different counties but contains only a total of about 500 individuals. Original underlying data for these two areas are from U. S. Census 2000 data in Summary Files 1, 3 and 4². UCED calculated sums and averages for the areas using the Census Bureau ZCTA data.

To put each individual study area's data into perspective, data for City of Winnemucca Study Area and Rest of Humboldt County Study Area are compared with the county as a whole, the State of Nevada and the United States. County, state and national level statistics are also from the Census Bureau. The source of all information is indicated under each graph.

¹ Zip Code Tabulation Areas do not exactly correspond to U.S. Postal Service ZIP codes. Also, Zip Code Tabulation Areas do not correlate with other Census Bureau geography levels such as states, counties, census tracts and so forth. For more information see <http://www.census.gov/geo/www/tiger/tigermap.html#ZIP>.

² Data in Summary File 1 is 100% data from the Census short-form which attempts to canvas each household in the United States and includes very basic information such as race, age and sex. Data in Summary File 3 is sample data from the Census long-form given to approximately 1 in 6 households in the nation, which is then weighted so as to represent the entire population. Summary File 3 and 4 contain more detailed information such as income, education and occupation.

Census Bureau ZCTAs for Humboldt County

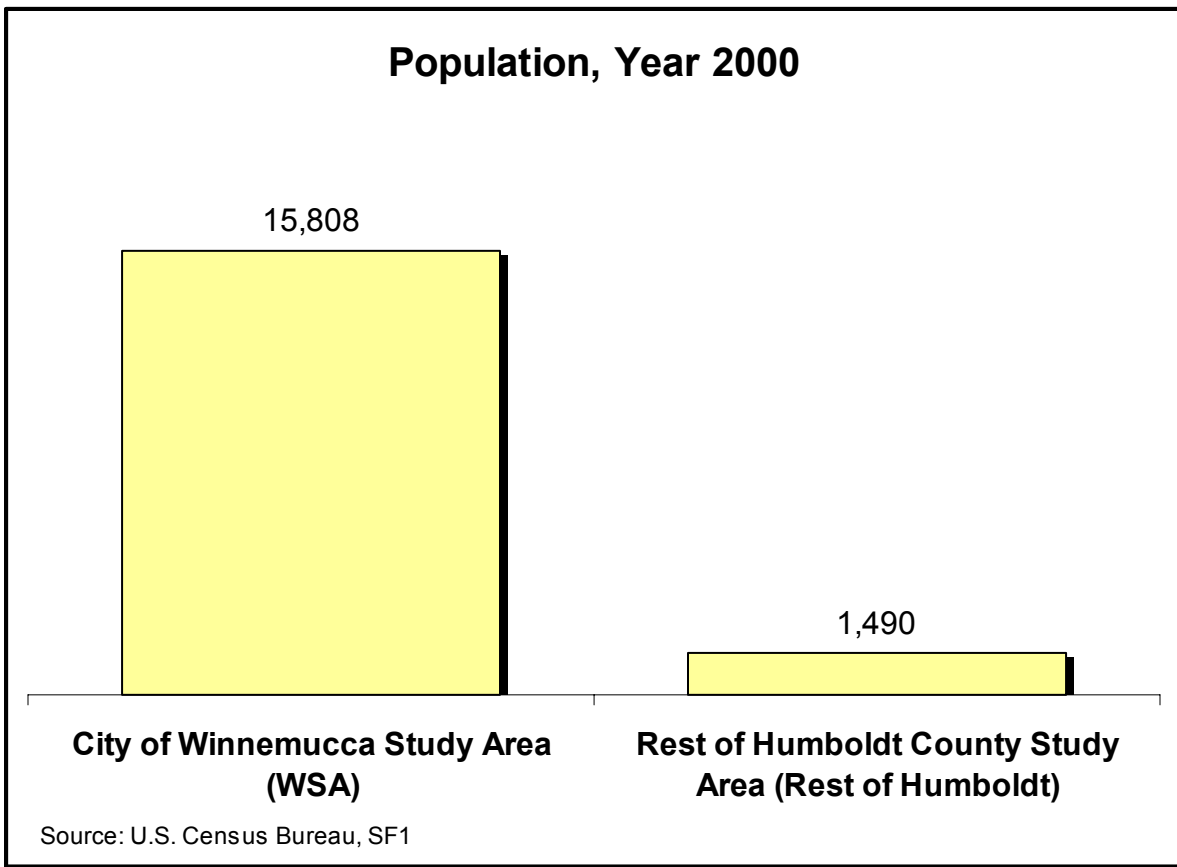


Source: U. S. Census Bureau Cartographic Boundary Files

Population, Year 2000

Population is a count of total residents in an area. Residence refers to the “usual place” where a person lives, which is not necessarily the same as legal residence.

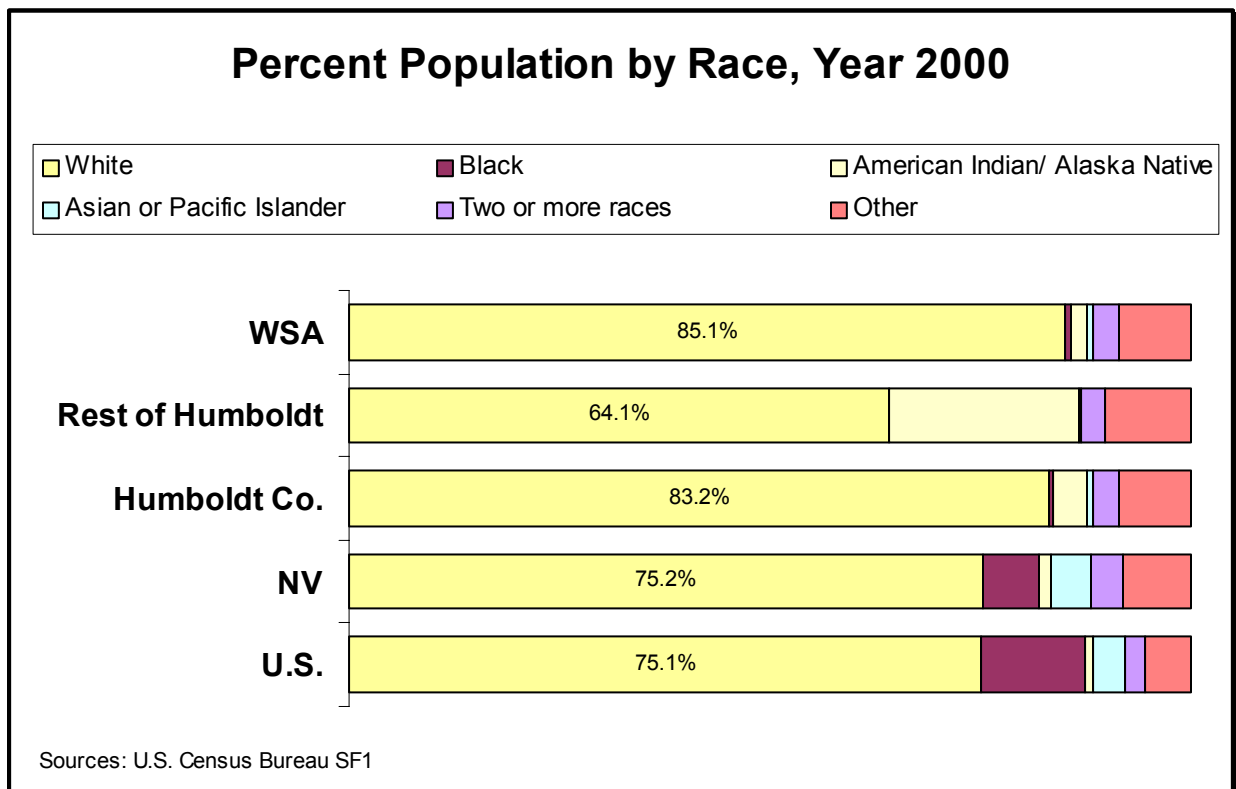
The total population of Humboldt County in 2000 was 16,106. City of Winnemucca Study Area contained an estimated population of 15,808 individuals. The four ZCTA region designated as the Rest of Humboldt Study Area contained an estimated 1490 individuals.



Population by Race, Year 2000

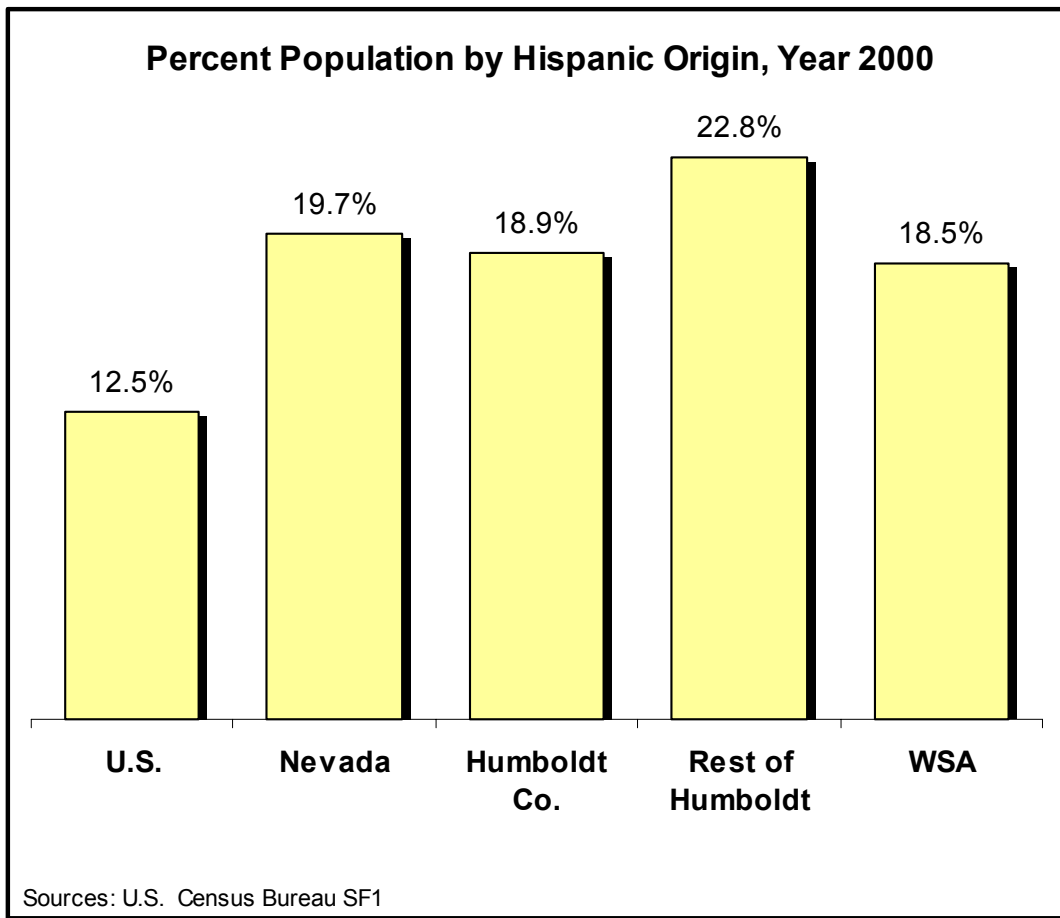
The Census Bureau tabulates race from self-identification of the respondent on the Census questionnaire. There are five basic race categories. They are White, Black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or Other Pacific Islander, and “other” race for persons who do not identify with one of the specified groups. For the first time in Census 2000, persons may report more than one race group.

Compared with the state and national percentages, Humboldt County has a lower percentage of blacks and Asians, but a higher percentage of American Indians. The percentage of American Indians is particularly high in Rest of Humboldt County Study Area (22.5%), which contains Ft. McDermitt Indian Reservation.



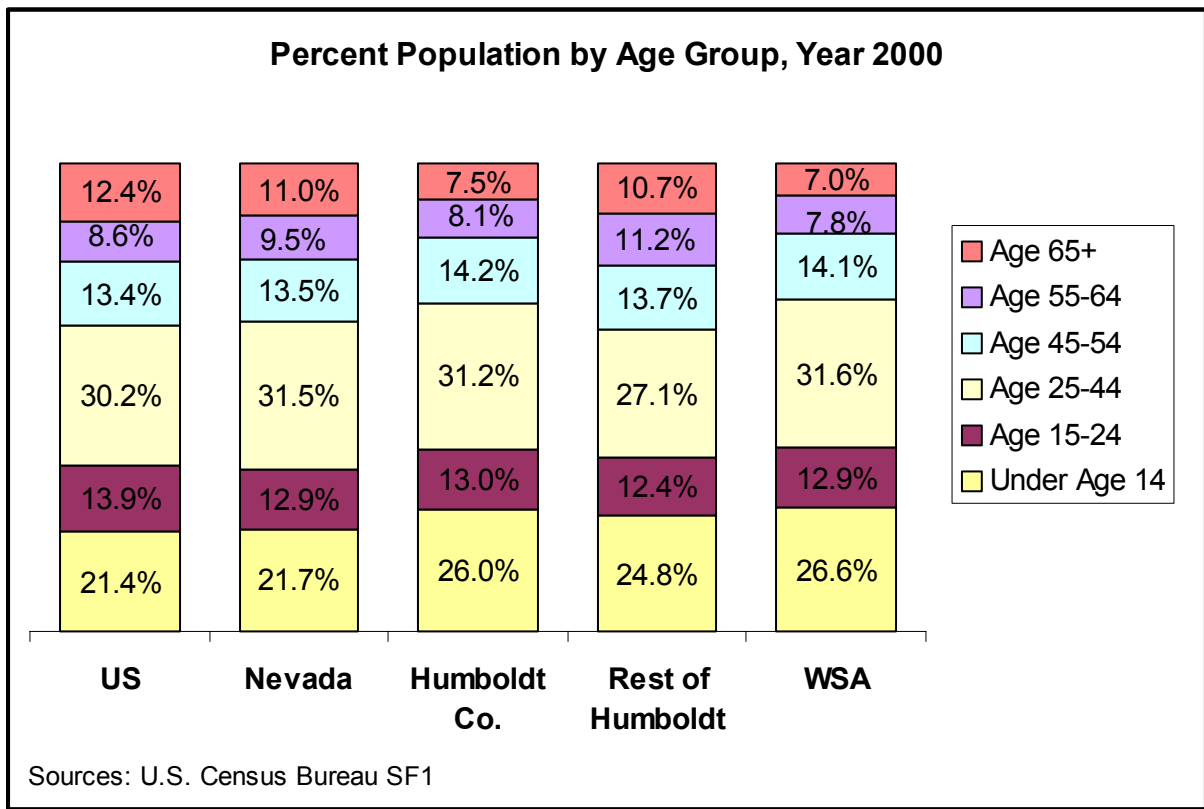
Population by Hispanic Origin, Year 2000

Persons of Hispanic origin may be of any race. Nevada and Humboldt County have a higher proportion of Hispanic population than does the nation as a whole. Rest of Humboldt Study Area has a somewhat higher proportion of Hispanic individuals than does the City of Winnemucca Study Area, according to Census Bureau data.



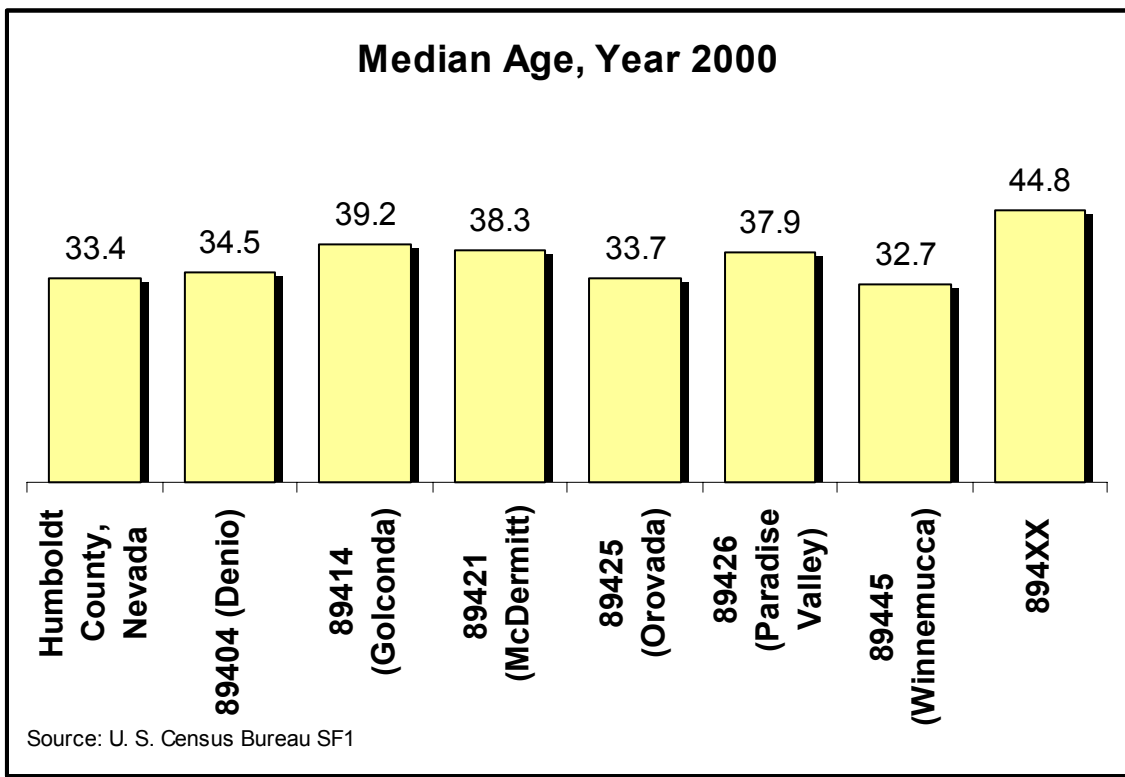
Population by Age, Year 2000

Age data is reported for the county, Nevada and the United States as well as the City of Winnemucca Study Area and the Rest of Humboldt Study Area. In 2000, 21% of the total population in the U.S. was 55 years of age or older, while in the county only 15.6% of the total population was 55 years of age or older. In Rest of Humboldt Study Area, 21.9% of the population was 55 years of age or older and, correspondingly, the population in the prime working years from 25 to 44 was smaller, making up only 27.1% of the total.



Median Age, Year 2000

In 2000, the median age of the total population for the county was 33.4 years, which is lower than the U.S. median age of 35.3 years and the state median age of 35 years. Median ages for each ZCTA are shown below and range from a low in ZCTA 89445 (Winnemucca) of 32.7 years of age to a high in ZCTA 894XX of 44.8 years of age.



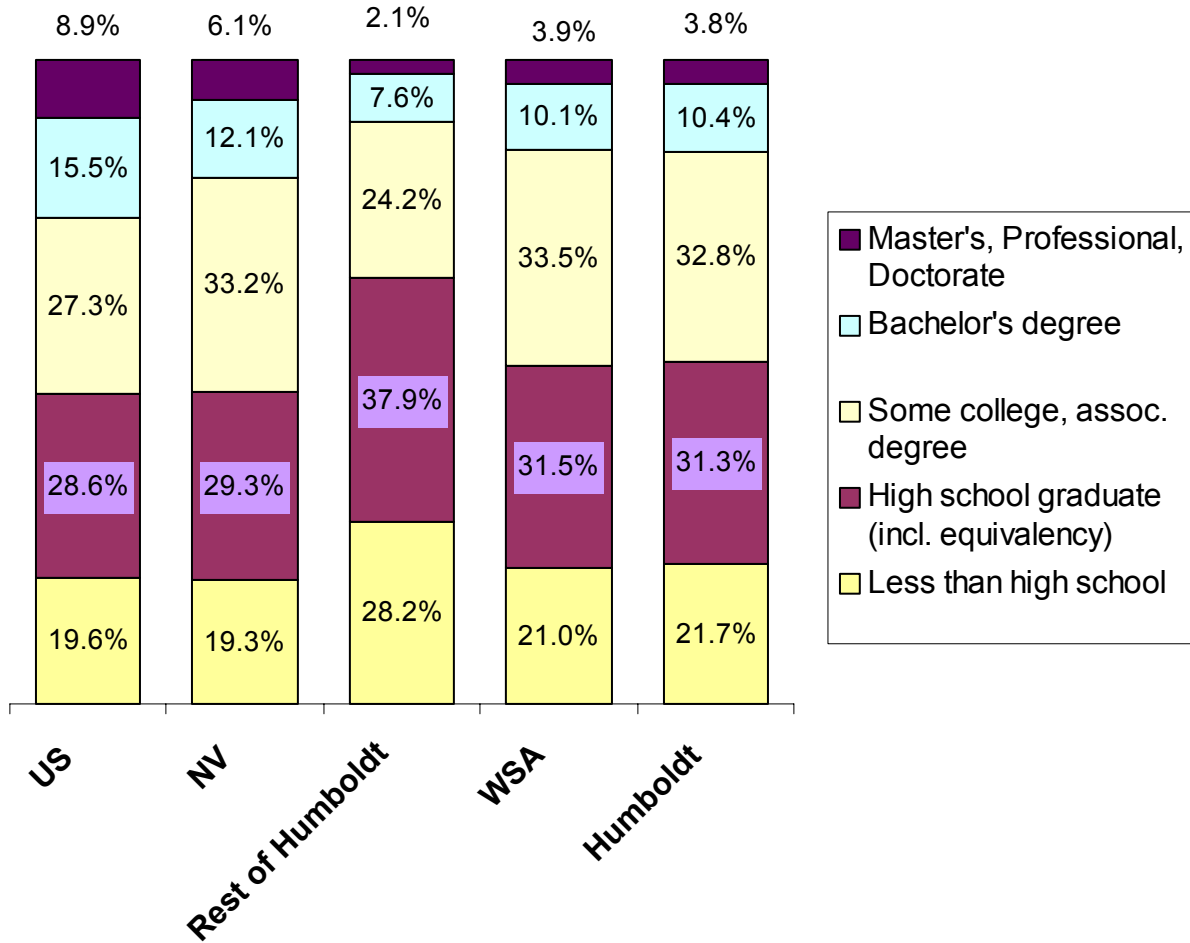
Population by Highest Level of Educational Attainment, Year 2000

Educational attainment shows the highest level of education completed by adult persons. The term “adult” refers to persons 25 years old or older. Educational attainment provides insight into the type of workforce available and provides some indication of an area’s educational system.

In 2000, 24.4% of the adult population in the U.S. had a bachelor’s or higher degree. In Humboldt County only 14.2% of the adult population had a bachelor’s or higher degree. Also the proportional share of the adult population with less than a high school education was higher for the county than the national average. These two statistics mean that Humboldt County may not have the trained labor force needed for high-tech industries.

For the Winnemucca City Study Area and Rest of Humboldt County, only 14.0% and 9.7%, respectively, of adults had a bachelor’s or higher degree. Also, the percentage of adults with less than a high school education were 21.0% and 28.2%, respectively, for Winnemucca Study Area and Rest of Humboldt County Study Area. Compared to the national average of adults with a bachelor’s or higher degree of 24.4% and only 19.6% nationally without a high school education, the workforce for the City of Winnemucca Study Area and Rest of Humboldt County Study Area is not competitive for the new economy.

Percent Population 25 or Older by Highest Level of Educational Attainment, Year 2000

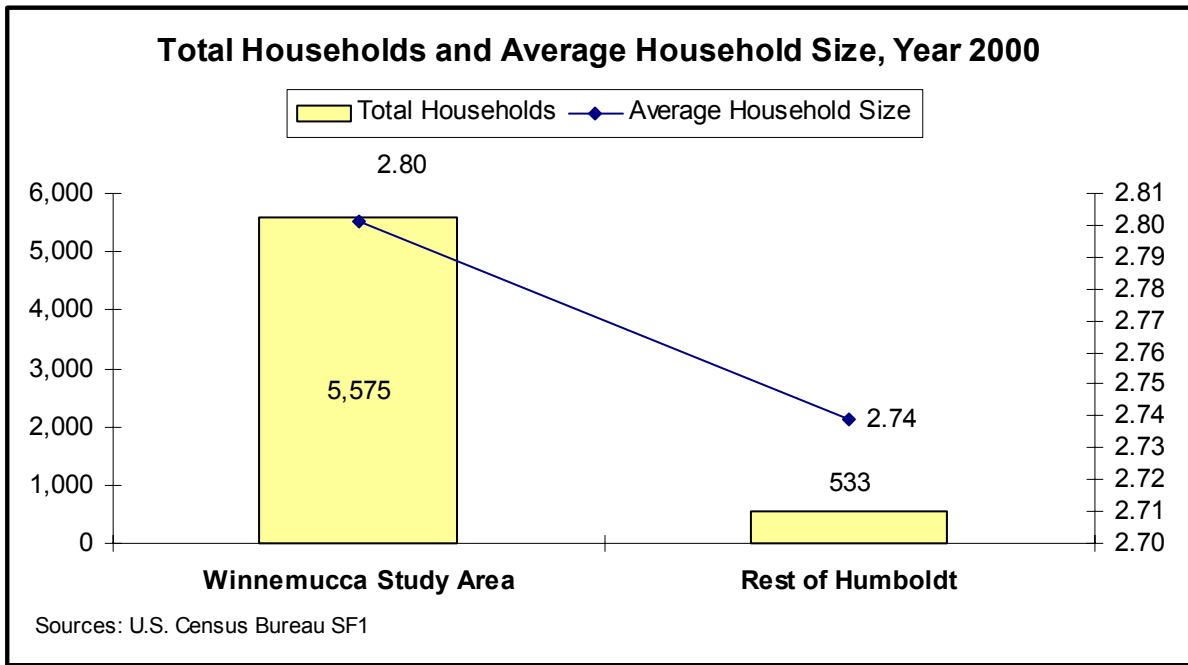


Sources: U. S. Census Bureau SF3

Total Households & Average Household Size, Year 2000

Total households are occupied housing units. Average household size is calculated by dividing total persons in households by the number of households.³

In 2000, it was reported that there were 5,575 households in the City of Winnemucca Study Area, with an average household size of 2.80 persons. The Rest of Humboldt County Study Area contained an estimated 533 households with a slightly smaller average household size of 2.74 persons.

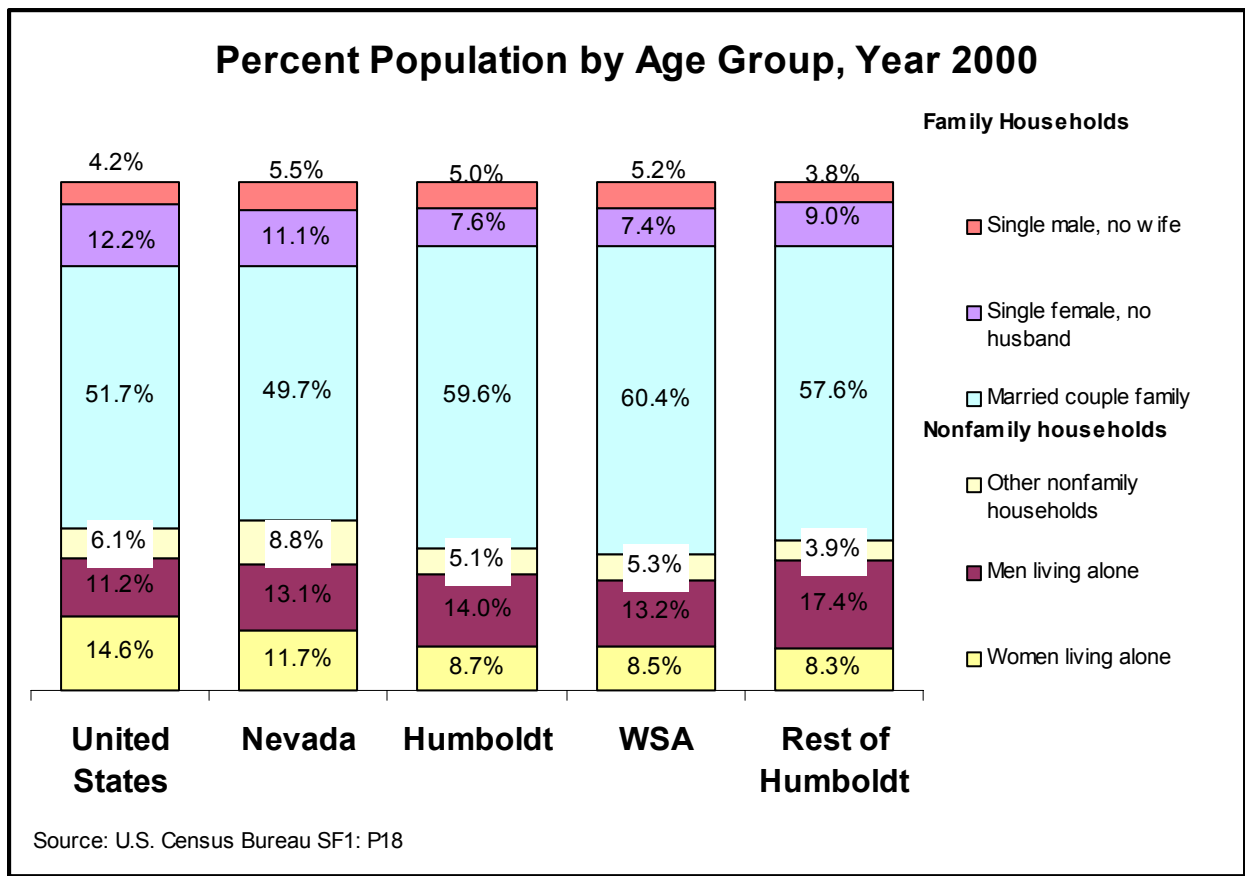


³ Individuals in group quarters such as prisons, nursing homes and dormitories are not included.

Household Characteristics, Year 2000

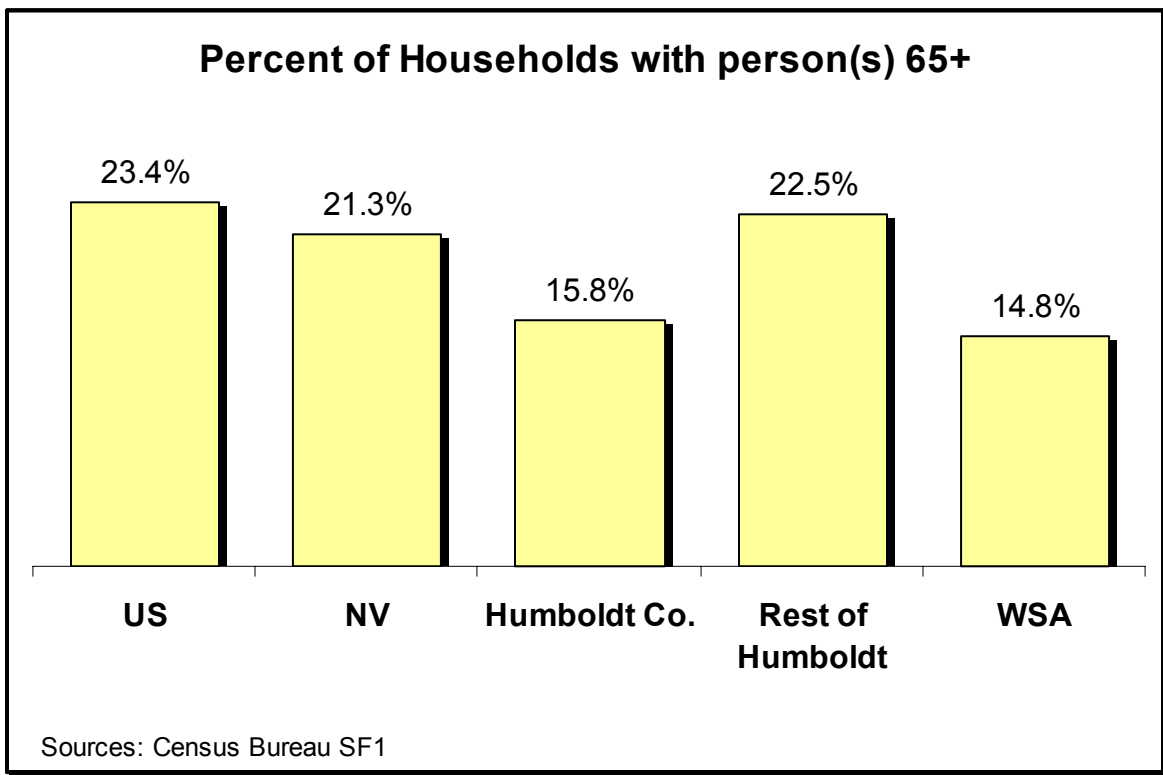
The Census Bureau defines two types of households: nonfamily and family. A family contains at least two members related by blood, marriage or adoption. A nonfamily household can be either a person living alone or sharing a housing unit with nonrelatives only. Family households can be maintained either by a married couple or by a man or woman living with other relatives.

In 2000, 51.7% of the total households in the U.S. were family households that contained a married couple with or without children. Humboldt County had a larger proportion of married couple families (59.6%). Nationwide, 14.6% of females lived alone, whereas in Humboldt County only 8.7% of females lived alone. The proportion of single mother families or females living with other relatives was also smaller in Humboldt County (7.6%) than in the United States (12.2%). Rest of Humboldt County Study Area had a higher proportion of males living alone (17.4%) than did the City of Winnemucca Study Area (13.2%).



Households with Person 65+, Year 2000

In 2000, 23.4% of total households in the U.S. included a person who was 65 years of age or older. Only 14.8% of City of Winnemucca Study Area households included a person who was 65 years or older. In comparison, in the Rest of Humboldt Study Area, 22.5% of households included a person 65 years or older, almost as high a percentage as the national level.

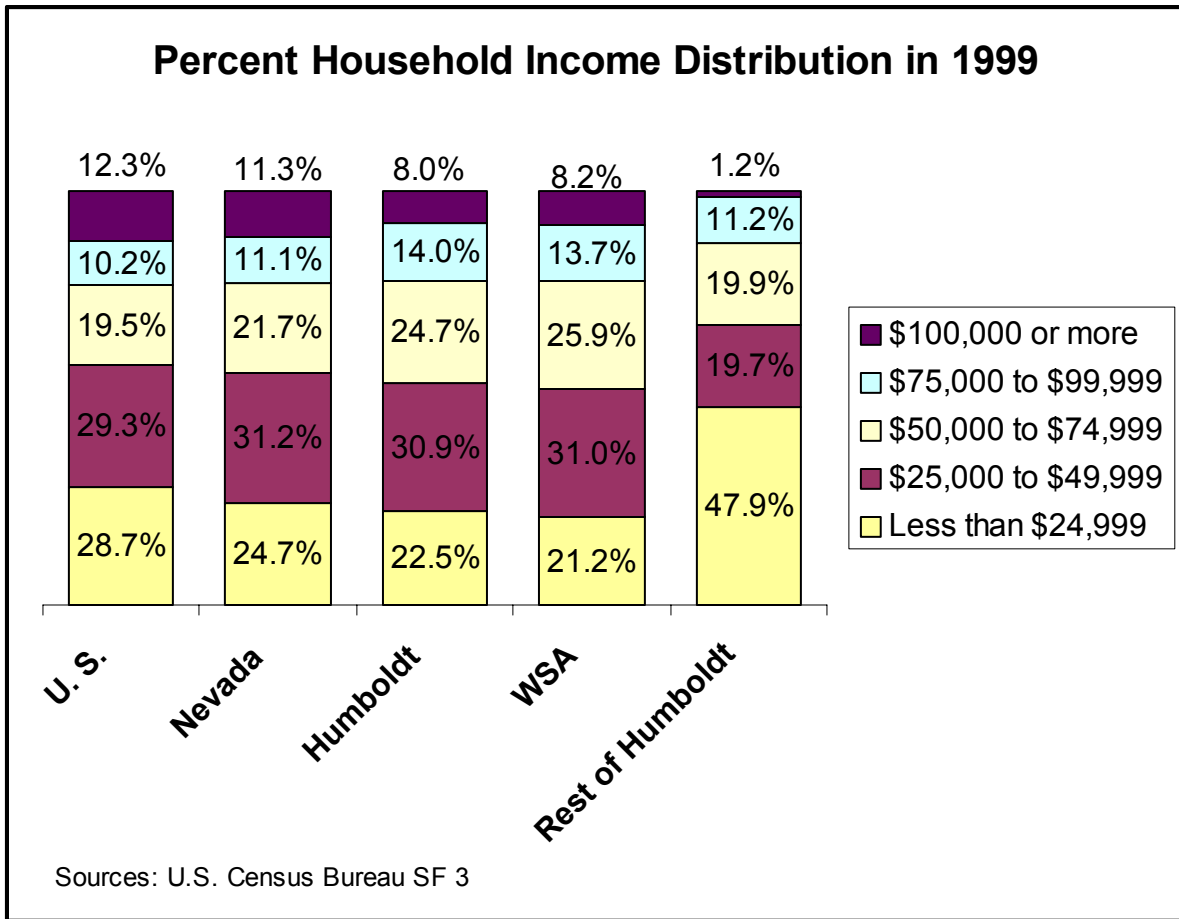


Household Income Distribution by Income Category, Year 1999

Household income includes the total income received in the calendar year of all household members aged 15 years and older. Income sources include wages, self-employment, interest and dividends, Social Security, public assistance, retirement, disability, and other sources such as alimony, child support and unemployment.

In 1999, 42% of the total households in the U.S. had household income greater than \$50,000, while 46.7% of households in Humboldt County had household income greater than \$50,000. Nationally, 28.7% of households had income less than \$25,000, while a smaller percentage (22.5%) of the households in Humboldt County had household income less than \$25,000.

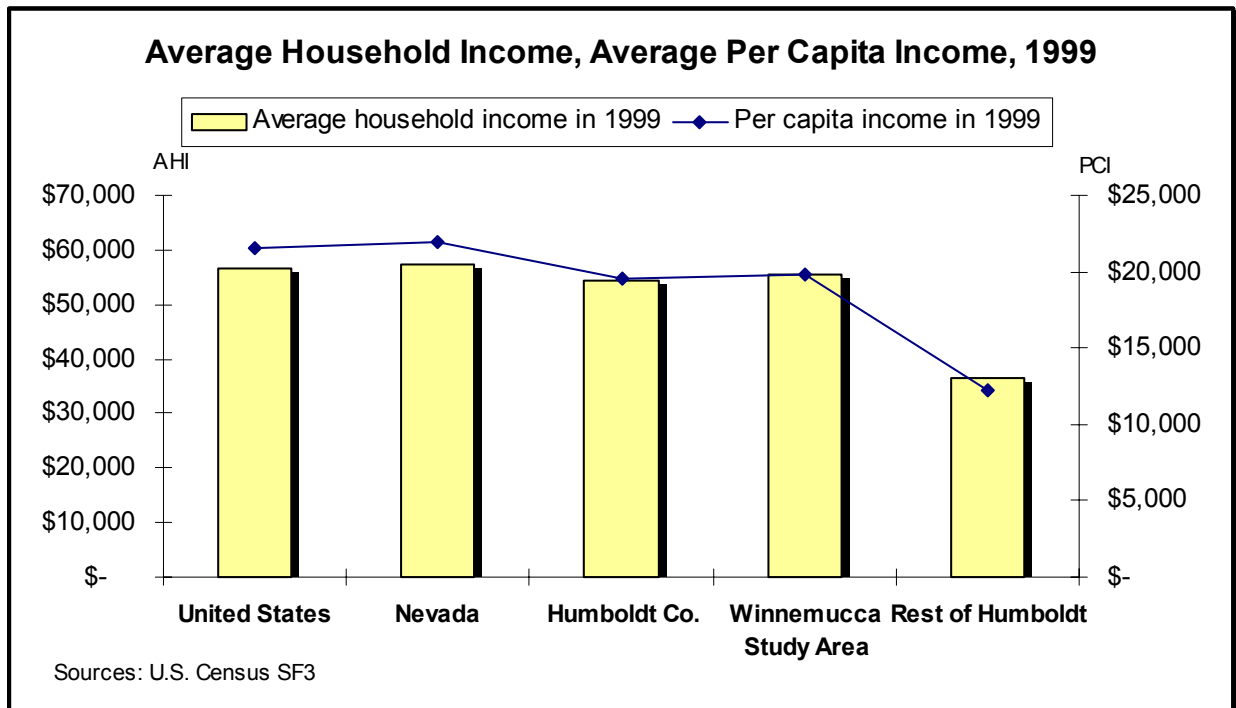
In the Rest of Humboldt County Study Area, 47.9% of households had an income of less than \$25,000, whereas the City of Winnemucca Study Area only had an estimated 21.2% of households with income of less than \$25,000.



Average Household Income & Per Capita Income, Year 1999

Average household income represents the mean of the income distribution. It is calculated from the aggregate of total household income divided by all households in the distribution. Per capita income is the average income for all persons, calculated from total income of persons 15 years and older.

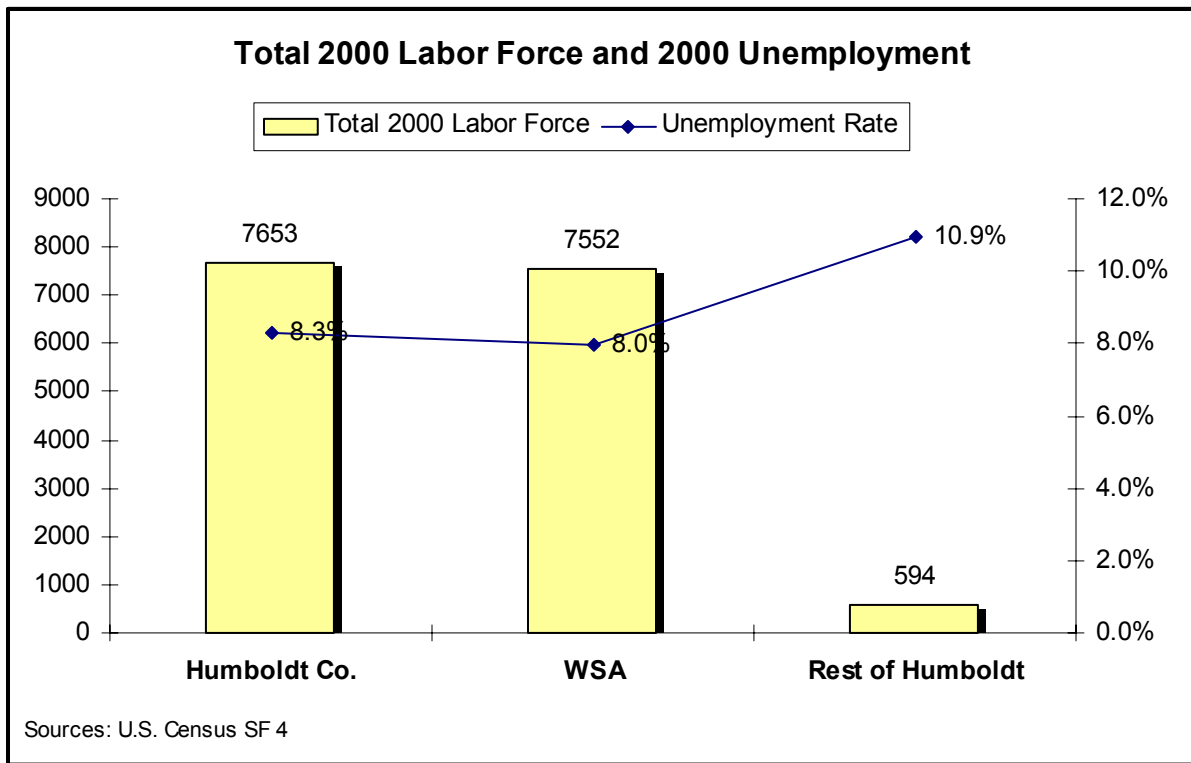
Average household income in the City of Winnemucca Study Area was \$55,301. U.S. average was \$56,644. Rest of Humboldt Study Area had a much lower average household income of \$36,589. Per capita income follows a similar pattern with Rest of Humboldt Co.'s per capita income of about \$12,270 much lower than City of Winnemucca Study Area per capita income of \$19,819.



Labor Force & Unemployment, Year 2000

Labor force includes civilian employed, unemployed, and the U.S. Armed Forces. Employed includes all persons who were at work or temporarily absent. Unemployed are persons seeking work in the previous 4 weeks and able to work. An unemployment rate is total unemployed divided by the sum of civilian employed plus unemployed persons.⁴

In 2000, the Rest of Humboldt Study Area and the City of Winnemucca Study Area had an estimated 594 and 7522 persons in the labor force, respectively. The unemployment rate in Rest of Humboldt Study Area was higher than unemployment in the City of Winnemucca Study Area at 10.9% and 8.0% respectively. Comparable unemployment rates from Census 2000 for the U.S. and Nevada were lower than Humboldt's at 5.8% and 6.2%, respectively.



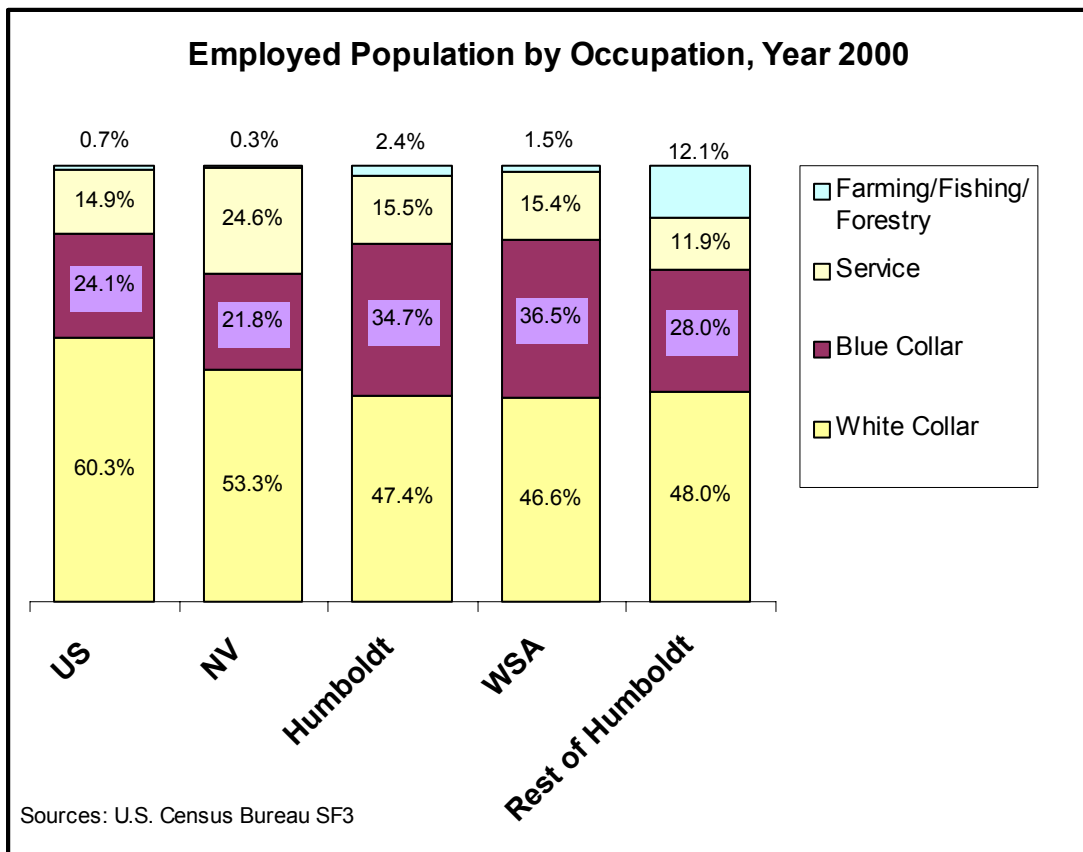
⁴ Unemployment rates from Census 2000 and the Current Population Survey differ. For the nation, Census 2000 found an unemployment rate 2.1 percentage points higher than the CPS rate. See [Comparing Employment, Income, and Poverty: Census 2000 and Current Population Survey](http://www.census.gov/hhes/www/laborfor.html), <http://www.census.gov/hhes/www/laborfor.html>

Labor Force Characteristics, Year 2000

Labor force characteristics are reported for persons 16 years and older who were employed during the reference week, which is the week preceding enumeration. “White collar” is defined to include management and professional jobs as well as sales and office and administrative support occupations. Blue collar includes construction, extraction, maintenance, production, transportation or material moving occupations.

In 2000, the State of Nevada labor force was 53% white collar, 25% service, and 22% blue collar. City of Winnemucca Study Area labor force was 48% white collar, 16% service and 35% blue collar. For the Rest of Humboldt County Study Area, the labor force was 48% white collar, 12% service and 28% blue collar.

Rest of Humboldt County Study Area had the highest proportion of workforce employed with farming, fishing and forestry jobs (12%).



Civilian Employed Population by Industry

Employed persons were also classified by industry from information given on the Census 2000 long form. The North American Industry Classification System was used to categorize the type of work in which the person's employer was engaged.

Nearly 25% of the employed population of Humboldt County worked in agriculture, forestry, fishing, hunting or mining industries (80% of these persons were employed in the mining industry) compared to 1.6% of Nevada's employed population. A slightly higher percentage of individuals were employed in retail, transportation, warehousing, utilities, education, health, social services and public administration in Humboldt Co. than at the state level. The Rest of Humboldt Study Area had a higher percentage of individuals employed in construction, transportation, warehousing and utilities and professional services than did the City of Winnemucca Study Area and a smaller percentage in retail trade, entertainment and accommodation.

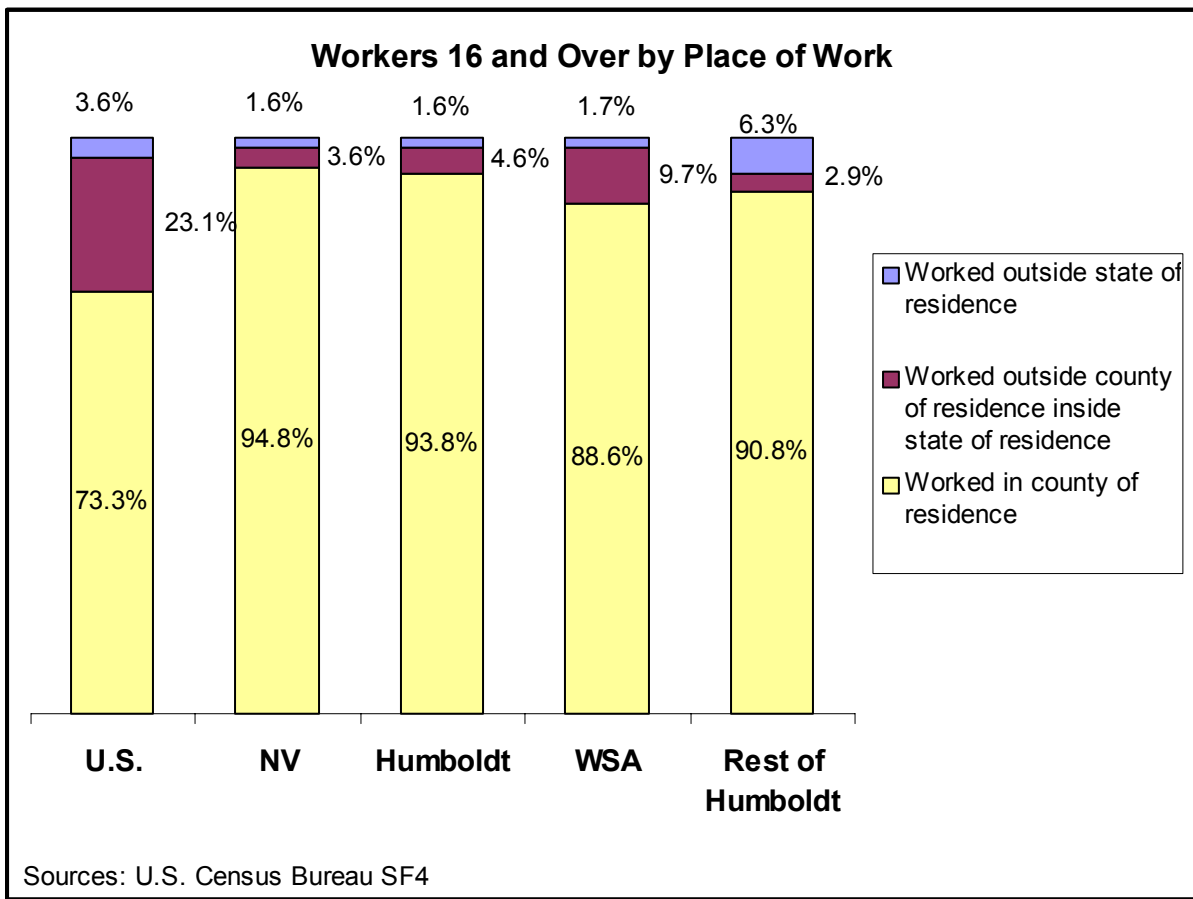
	United States	Nevada	Humboldt Co.	WSA	Rest of Humboldt
INDUSTRY					
Agriculture, forestry, fishing and hunting, and mining	1.9%	1.6%	24.6%	24.4%	31.9%
Construction	6.8%	9.2%	8.0%	7.8%	12.7%
Manufacturing	14.1%	4.9%	3.6%	3.8%	2.1%
Wholesale trade	3.6%	2.7%	1.6%	1.7%	0.0%
Retail trade	11.7%	11.3%	12.2%	12.8%	3.4%
Transportation and warehousing, and utilities	5.2%	5.2%	6.0%	6.3%	8.1%
Information	3.1%	2.2%	1.8%	1.7%	1.3%
Finance, insurance, real estate, and rental and leasing	6.9%	6.5%	1.5%	1.5%	2.3%
Professional, scientific, management, administrative, and waste management services	9.3%	8.8%	3.8%	3.8%	4.9%
Educational, health and social services	19.9%	12.9%	14.5%	14.1%	12.7%
Arts, entertainment, recreation, accommodation and food services	7.9%	26.3%	13.2%	13.0%	11.3%
Other services (except public administration)	4.9%	3.9%	3.4%	3.6%	0.4%
Public administration	4.8%	4.5%	6.1%	5.6%	8.9%
Total	100%	100%	100%	100.0%	100.0%

Sources: U.S. Census SF3

Workers by Place of Work, 2000

Employed persons, both civilian and military, were asked to give the address of their workplace on the Census long-form. Data given is for workers 16 and older.

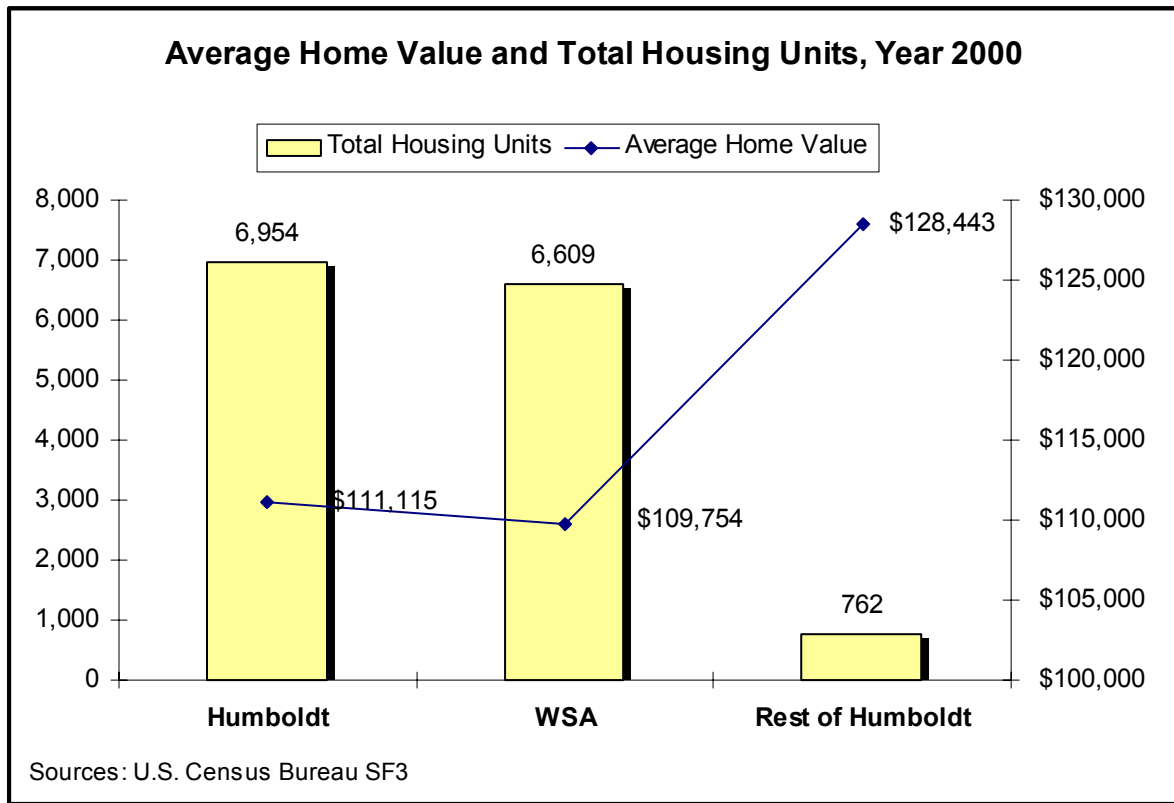
Over 90% of workers worked in the county of residence in the state of Nevada and in Humboldt County. Humboldt County is similar to Nevada for all place of work categories. However, for the Rest of Humboldt County Study Area estimates show that more workers residing there work out-of-state. More City of Winnemucca Study Area workers are estimated to work outside the county (9.7%) than the state average. Some workers in the City of Winnemucca Study Area do not live in Humboldt County, so some of the 9.7% of the workforce estimated to commute to a different county may live in Pershing County and commute outside Pershing County to work.



Housing Characteristics, Year 2000

Total housing units are all occupied and vacant units, year-round and seasonal. Average home value is obtained by dividing the aggregate value of all owner-occupied units by total owner-occupied housing units. Home value is the homeowner's estimate of value, for owner-occupied units, which include only one-family houses on less than 10 acres without a business or medical office on the property.

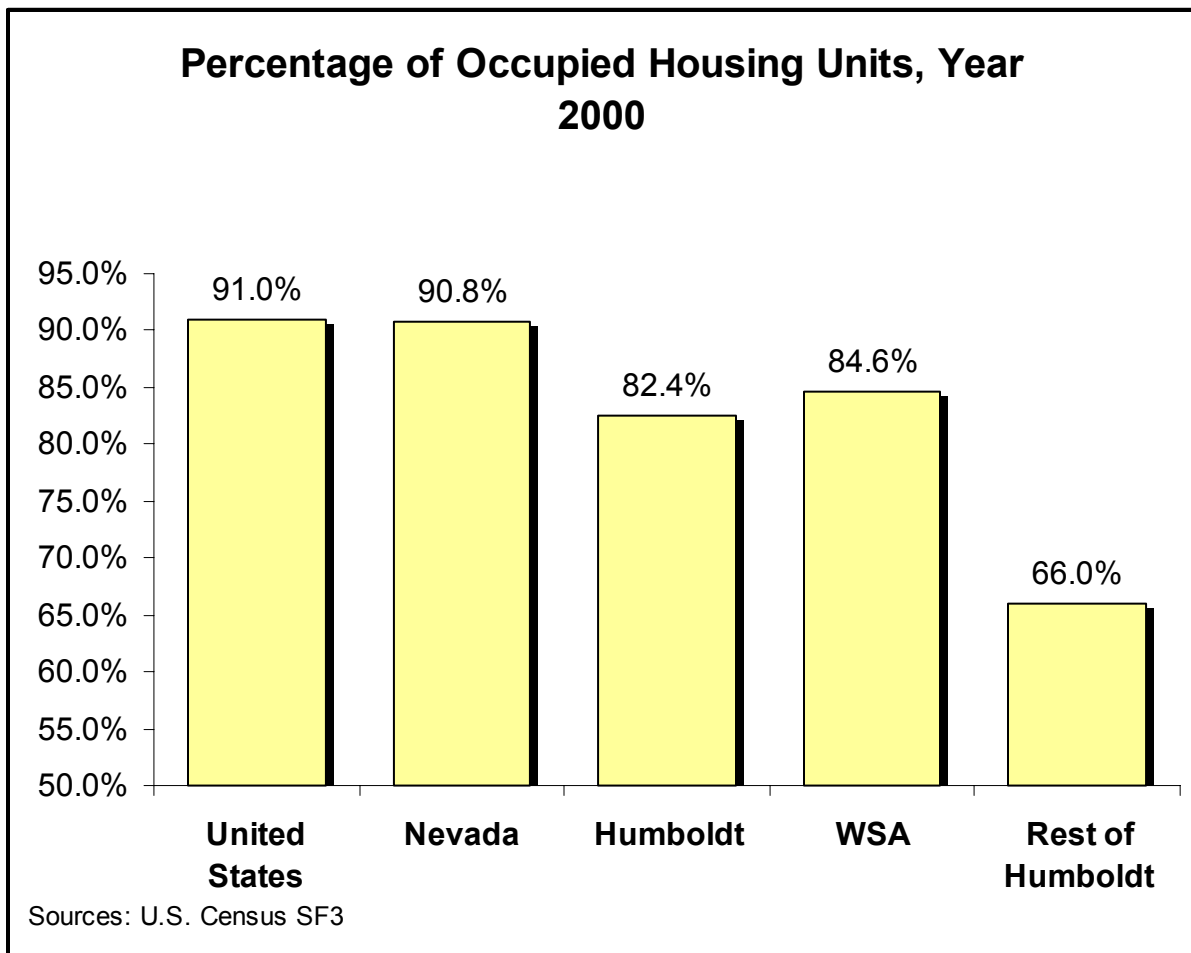
In 2000, there were 6,954 total housing units in Humboldt County. The average home value in the county was \$111,115 as compared to the Nevada average of about \$157,000. The estimated average home value for the Rest of Humboldt Study Area, \$128,443, is much higher than the average for the City of Winnemucca Study Area, \$109,754. This average value could be skewed by higher valued houses in Paradise Valley.



Housing Occupancy, Year 2000

Occupied housing units are considered as occupied if the persons living there at the time of enumeration did not have a usual home elsewhere. Occupancy rate is calculated by dividing total occupied units by total housing units.

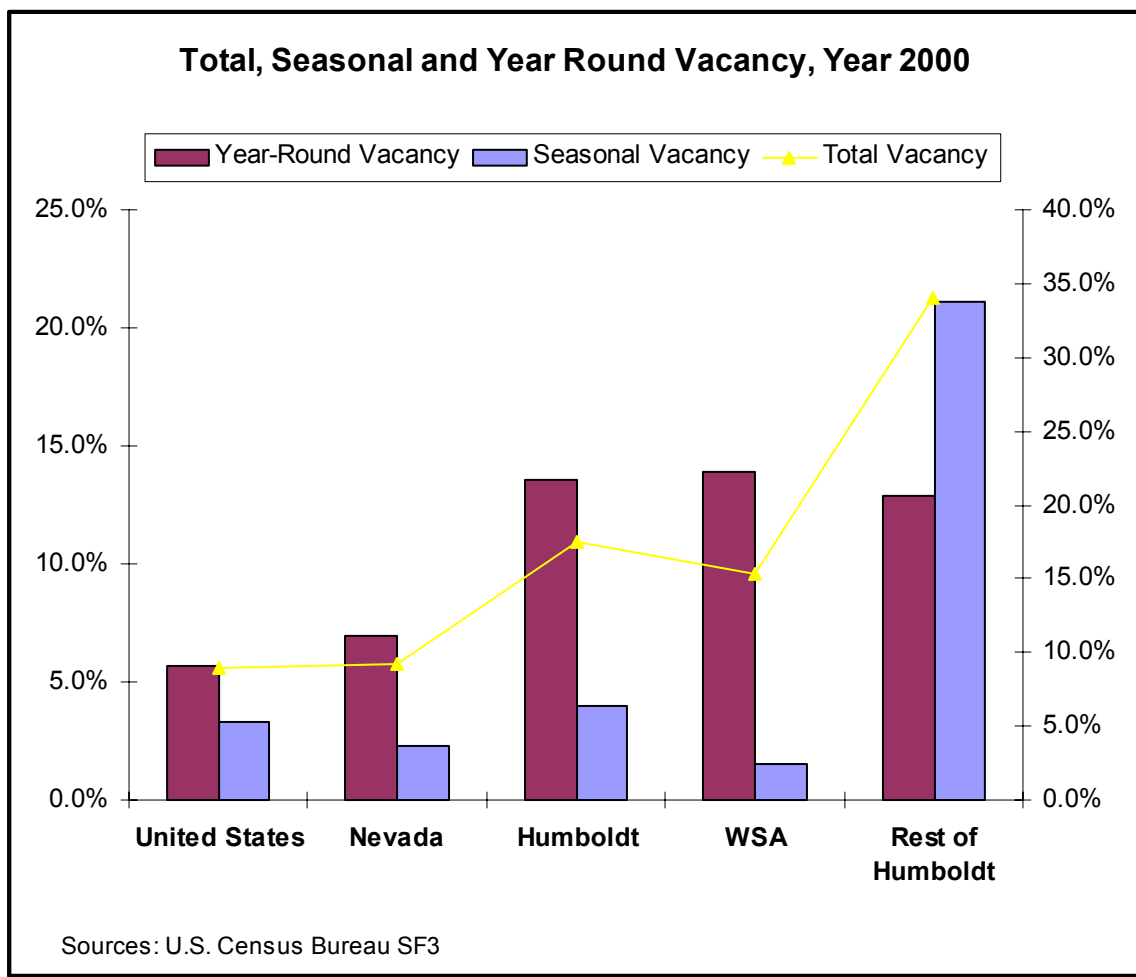
In 2000, the U.S. had a 91% occupancy rate. Humboldt County had a lower 82.4% occupancy rate. Occupancy rate was higher than the county average for the City of Winnemucca Study Area at 83.4%, but much lower than the county average for the Rest of Humboldt County Study Area at 66%.



Type of Housing Vacancy, Year 2000

Total vacant housing units include the number of housing units vacant year-round plus the number of housing units that are vacant seasonally. Vacant housing units are considered as vacant if unoccupied or if the occupants had a usual home elsewhere at the time of enumeration.

In 2000, the U.S. had 5.7% of its total housing stock vacant year-round and 3.3% vacant seasonally, for a 9% total vacancy rate. Humboldt County had 13.6% of total housing units vacant year-round and 4% vacant seasonally for a 17.6% total vacancy rate. In contrast, the Rest of Humboldt Study Area had a total vacancy rate of 34% with 12.9% of total housing units vacant year round and 21.1% vacant seasonally. The statistics for the Rest of Humboldt Study Area may again be influenced by Paradise Valley, where an estimated 30% of total homes were seasonally vacant. The Orovada region also had a very high seasonal vacancy rate with about 24% of total homes seasonally vacant.



SUMMARY

- Humboldt County was divided into City of Winnemucca and Rest of Humboldt County Study Areas by zip codes. City of Winnemucca Study Area consisted of the Census Bureau's Zip Code Tabulation Areas (ZCTAs) 89445 (Winnemucca) and 89414 (Golconda). This area includes some individuals in Pershing County. The Rest of Humboldt County Study Area consists of ZCTAs 89404 (Denio), 89421 (McDermitt), 89425 (Orovada) and 89426 (Paradise Valley). A small number of people in Humboldt County live in ZCTA 894XX. Because 890XX includes parts of several other counties, these individuals are not included in the estimates for either of these two areas.
- In 2000, total population in Humboldt County was 16,106. City of Winnemucca Study Area had 15,808 individuals. Rest of Humboldt County Study Area had 1,490 individuals.
- Compared with the state and national proportionate shares, Humboldt County had a lower percentage of individuals who are Black or Asian but a higher percentage of Native Americans.
- Proportion of population that is Hispanic for the state of Nevada and the nation in 2000 was 19.7 percent and 12.5 percent, respectively. Proportionate share of total population that is Hispanic in City of Winnemucca Study Area, and Rest of Humboldt County Study Area was similar to the state's at 18.5 percent, and 22.8 percent, respectively.
- In 2000, 12 percent and 11 percent of the nation's and state of Nevada's population was 65 years of age or older. City of Winnemucca Study Area, and Rest of Humboldt County Study Area had proportionate shares of 7 percent, and 10.7 percent for persons 65 years of age or older in 2000. This would indicate a younger population in City of Winnemucca Study Area.
- In 2000, 30.2 percent and 31.5 percent of the nation's and state of Nevada's population, respectively, were 25 to 44 years of age. This age group is commonly called the "prime working age group." City of Winnemucca Study Area, and Rest of Humboldt County Study Area had correspondingly similar proportionate shares of the prime working age group with 31.6 percent, and 27.1 percent, respectively. Rural counties often have smaller proportionate shares of this prime working age group, but Humboldt County is fortunate not to have this problem. This is a positive factor for Humboldt County economic development.
- Median age for Humboldt County in 2000 was 33.4 years of age, with the community of Golconda having the oldest median age in Humboldt County of 39.2 years of age as compared to the community of Winnemucca with the youngest median age in Humboldt County of 32.7 years of age in 2000.
- Median age for Humboldt County was younger than the national and state averages of 35.3 years of age and 35.0 years of age, respectively.
- In 2000, 24.4 percent of the national population 25 years of age or older graduated from college or higher education levels. However, only 14 percent, and 9.7 percent of City of Winnemucca Study Area, and Rest of Humboldt County Study Area, respectively, of persons

25 years of age and older had a Bachelor's degree or higher. This would indicate that Humboldt County's sub-areas have difficulty competing in the new economy.

- Average household size for City of Winnemucca Study Area and Rest of Humboldt County Study Area were 2.8 persons and 2.74 persons, respectively. For comparison, the national and state average household size were reported to be 2.59 persons and 2.62 persons, respectively.
- Approximately 14.8 percent, and 22.5 percent of City of Winnemucca Study Area and Rest of Humboldt County Study Area households, respectively, had persons 65 years or older.
- For City of Winnemucca Study Area and Rest of Humboldt County Study Area, 21.2 percent, and 47.9 percent of study area households, respectively, had household incomes of \$25,000 or less. The proportionate share values for Winnemucca Study Area were lower than the national (28.7%) and state of Nevada (24.7%) averages. The proportionate share of households with these low incomes was very high in the Rest of Humboldt County study area.
- For City of Winnemucca Study Area average household income (\$55,301) was close to the national (\$56,604) and the state of Nevada's (\$55,463) average household income values. For Rest of Humboldt County Study Area average household income (\$36,589) was much lower than the state or national average.
- In Humboldt County, the Census 2000 unemployment rate was 8.3 percent. While the unemployment rate for City of Winnemucca Study Area and the Rest of Humboldt County Study Area was 8.0 percent and 10.9 percent, respectively. For comparison, the Census 2000 unemployment rate for the nation and state of Nevada were 5.8 percent and 6.2 percent, respectively.
- Total share of employment in farming, fishing, and forestry jobs was highest in Rest of Humboldt County Study Area (12.1 percent). City of Winnemucca Study Area also had a high proportion of employment in farming, fishing, and forestry jobs (1.5 percent) when compared to state and national proportionate shares, which were 0.7 percent and 0.3 percent, respectively.
- The proportionate shares of employment in blue-collar occupations were higher in City of Winnemucca and Rest of Humboldt County Study Areas, at 36.5 and 28 percent respectively, when compared to state and national shares, which were 21.8 and 24.1 percent, respectively. The proportionate shares of employment in white collar and service occupations were correspondingly lower in the two study areas when compared to state and national shares.
- For City of Winnemucca and Rest of Humboldt County Study Areas, the Agriculture, Forestry, Fishing, and Hunting, and Mining Sector was 24.4 percent, and 31.9 percent, respectively, of study area employment as compared to the national and state of Nevada proportionate share in the economic sector of 1.9 percent and 1.6 percent, respectively.

- As for the Manufacturing Sector, the proportion of total employment nationally was 14.1 percent as compared to the state of Nevada share of 4.9 percent, Humboldt County share of 3.6 percent, City of Winnemucca Study Area share of 3.8 percent, and Rest of Humboldt County Study Area share of 2.1 percent. The state of Nevada, counties and sub-county areas of Nevada lag the nation in manufacturing employment.
- Approximately 89 percent, and 91 percent of City of Winnemucca Study Area, and Rest of Humboldt County Study Area workers 16 years of age or older, respectively, work in Humboldt County.
- Approximately 9.7 percent, and 2.9 percent of workers 16 years of age or older City of Winnemucca Study Area, and Rest of Humboldt County Study Area, respectively, work in outside of their resident county in another Nevada county.
- Approximately 1.7 percent and 6.3 percent of workers 16 years of age or older in City of Winnemucca Study Area and Rest of Humboldt County Study Area, respectively, work outside the state of Nevada.
- In 2000, average home values in City of Winnemucca Study Area (\$109,754), and Rest of Humboldt County Study Area (\$128,443) were below the state of Nevada (\$157,000) and national (\$151,910) average in 2000.
- In 2000, the occupancy housing rate for City of Winnemucca County Study Area (84.6%), and Rest of Humboldt County Study Area (66.0%) were lower than the state of Nevada (90.8%) and national rate (91.0%).
- The seasonal housing vacancy rate in City of Winnemucca Study Area was very low at 1.5 percent, while in Rest of Humboldt County Study Area it was very high at 21.1 percent compared to national and state of Nevada seasonal vacancy rates of 3.3 percent and 2.3 percent, respectively, in 2000.