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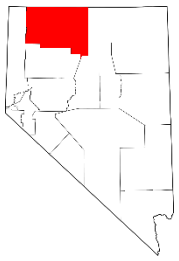

Nevada Economic Assessment Project
Socioeconomic Baseline Report

Humboldt County
April 2020

A comprehensive look at baseline demographic, social, land use, fiscal, economic, and business industry measures for the region of Humboldt County, Nevada.

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Preface

This report is intended to assist local, state, and federal agencies in better understanding the communities that we live in. Many of the counties in Nevada are small population, rural areas that do not have a large county government or their own economic development team. It can be a challenge for these counties to have in-depth quantitative analysis to use towards comprehensive planning strategies for the county and local communities.

The hope is that this report will be used by local, state, and federal agencies as a tool for future planning, aiming to assist the communities of Nevada. This and sister reports will not only lead readers to better understand their community's social, demographic, economic, and environmental trends, but will also help model the impacts of population, economic, and industry change.

Questions, concerns, other correspondence, and requests for additional information, may be sent to:

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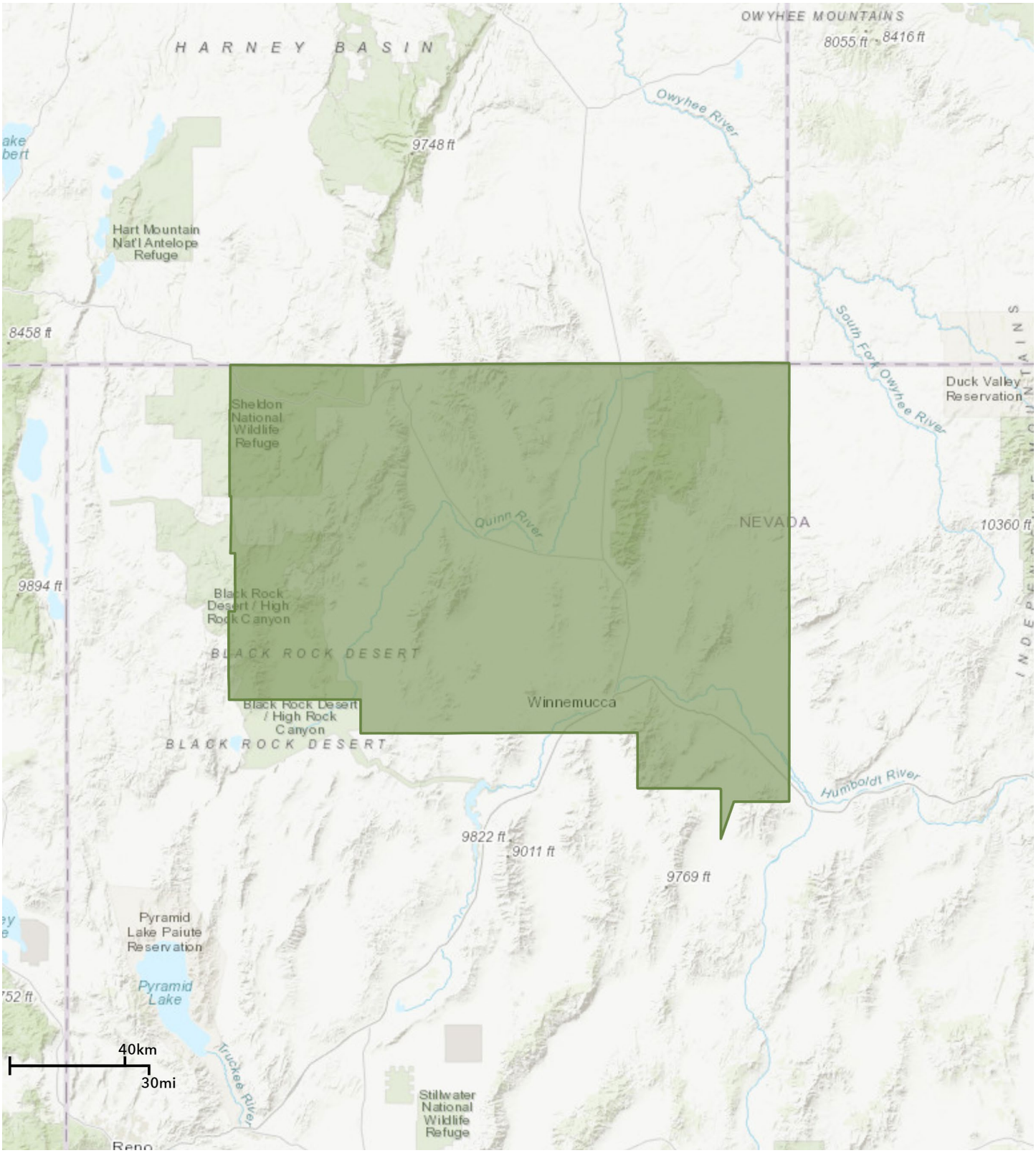

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Report Overview

Purpose

The purpose of this report is to provide and use data to showcase socioeconomic and other trends in a county in Nevada. This will give local decision makers—elected officials, educators, nonprofits—the ability to better understand their constituents' needs.

Counties statewide and nationwide are constantly challenged to make decisions revolving around economic, demographic, and land issues. This crafted report is a tool to respond to those issues with quantitative backings that can help make a case for any decision big or small. These backings are rightfully called a "county baseline," wherein data that covers all social, demographic, economic, and land measures is delivered in a kindly and easy-to-browse manner. This allows counties to utilize the report as they see fit, and best respond to any current issue with quantitative data.

In short, this report helps counties and communities better understand what makes up their counties and communities. Varying factors in an economic climate, like businesses opening and closing; population increasing or decreasing; and average household size growing and shrinking, all of these factors put pressure on government and businesses themselves to make decisions and react to change. Any possible measure or statistic that may go towards helping make a better decision is included in this report.

It is also important to note that this report is not a one-time attempt at trying to make a one-time change. This report represents a commitment to communities, to counties, to the state, and beyond. Being a data repository of key measures, meaningful for communities, counties, and officials, its purpose is to reach out and help fill those gaps in decision-making, so that everyone may benefit.

Process and Term Definitions

Appendix A is a glossary giving the definition of many of the terms found throughout this document. Please refer there for any terms that you need further information on.

Appendix B explains a few processes used commonly throughout the text. These processes are used to either make data more relatable to the reader or makes the data easier to compare.

- Indexing of Data
- Inflation Adjustments
- Suppressed Data
- Poverty

Sources

An in-depth explanation of the sources used in this document may be found in Appendix C. This includes a listing of all the different sources used as well as some background and detail into each source.

In addition, each of the main sections will give a list of all of the sources used for data within that section. This shows on the first page of the section.

Report Layout

Data was gathered from a variety of sources and compiled into a report broken down into easy-to-digest sections.

The report is broken down into six main sections:

- *Demographic Characteristics* covers general population demographics, such as population, age, and race
- *Social Characteristics* delves into poverty, education, school districts, and other aspects that impact the overall well-being of a community
- *Economic Characteristics* examines industry trends, including jobs, average annual earnings, and personal income breakdowns. This section also looks at the Gross Regional Product for the county and its industries, as well as Per Capita Income and how that compares to the statewide level
- *NAICS Sectors* takes an in-depth look at how industry contributes to the county's economy. This includes measures of jobs, imports, earnings, and more.
- *Land Use and Fiscal Characteristics* details relevant data involving county land, taxes, and fiscal matters
- *Community Assets* is a qualitative look into the existing and desired qualities of the community

Within these sections are subsections consisting of specific economic data, accompanied by detailed tables and corresponding figures. Throughout the report there is an emphasis on changes and trends over the course of given time periods. Accompanying each table and figure are short analyses that highlight these changes and trends.

Additional Documentation

This report will be accompanied by more documents for the benefit of the County and the community. This will include Fact Sheets that give a brief synopsis of this report and an Impact Report which will show the impact of industry change on the community.

Cultural Overview

Humboldt County is the oldest county in Nevada, with a description dating back to 1881 of "alkali plains, covered in part with scattering sage-brush, with now and then a tuft of bunch-grass." Bordering Oregon and near California and Idaho, today the Humboldt high desert is mostly characterized by flat valleys and abrupt mountain elevations, with views to wildflower, sagebrush, meadows, and even sand dunes. This geographic backdrop and history in the west lends Humboldt County to being part self-reliant and part community-driven.

In Humboldt County summer days are hot, and at night the temperature drops. In the winter, lows average around 16º. The county averages 18 inches in snow. While the county was originally named for the Humboldt River, it is currently made up of less than 0.1% water.

Apart from census-designated places in the county, such as Paradise Valley or Fort McDermitt, Winnemucca is the county's sole incorporated city This city, partly due to its rich history, supports activity that makes the city the chief outsourcing center in Humboldt County. For example, Amtrak, with its California Zephyr, provides daily service in Winnemucca towards both San Francisco and Chicago. Winnemucca also houses the headquarters of the Winnemucca Indian colony of Nevada, which is a federally recognized tribe of both Western Shoshone and Northern Paiute Indians.

As the county seat, Winnemucca, together with its surrounding area, is a very involved community. Annual events are hosted here that draw people from across the country. The Annual Basque Festival celebrates the region's very prominent Basque culture, which historically to this day plays a huge role in the county's leadership and industry. The Run-A-Mucca Motorcycle Rally and the Winnemucca Wheels Car Show celebrate all things automotive, with concerts, vendors, and a parade. the Ranch Hand Rodeo, and more.

For 31 years now, the Ranch Hand Rodeo is one of Nevada's largest rodeos. Here folks gather and compete and enjoy Saddle Bronc Riding, Steer Stopping, and more. Similarly, the Western States Ranch Rodeo Association (WSRRA) hosts a rodeo. In 2019, together with La Rena's team, book proceedings are being forwarded to cancer patients in Humboldt and Lander. La Rena's race has previously raised grant money for people totaling more than $340,000. Other annual events that solidify Humboldt County's role in the state and nation include the Tri-County Fair & Stampede and *Shooting the West*, a photography symposia celebrating the beauty of western landscapes.

Even a glance at the current calendar events shows Winnemucca and the rest of Humboldt County to be culturally alive. Recent events include the Winnemucca Nevada Big Game Banquet, the Winnemucca Toy Run, Winnemucca Futures as part of the Boys & Girls Club of Winnemucca, real estate workshops, general business workshops, Wine Walks, and archery challenges. There is also the Humboldt Museum, the Winnemucca Sand Dunes, the golf course, a half a dozen city parks, and, of course, the visitor center.

For more information regarding Humboldt County please visit the Humboldt County Website. There you will find links to county government information, county services, and county departments. The Humboldt County Chamber of Commerce is another great resource for all things Humboldt County.

In addition, you can find more Extension programming through Humboldt's Extension Office.

Perhaps the main core, however, is the school district. The Humboldt County School District serves the northwestern part of the state. The schools themselves are housed mainly in Winnemucca, but they extend to Denio, Kings River Valley, McDermitt, Orovada, and Paradise Valley. For a rural town, Winnemucca offers its students and children a wide variety of sports, including baseball, basketball, football, and volleyball, golf, soccer, tennis, and dance. This brings the community together with weekly events and gatherings and provides a sense of hometown pride.

The Winnemucca Police Department is also an active part of the community. They are an involved, supportive, and supported organization that hosts their own events, but above all, provides safety and security. Similarly, the Humboldt County Sherriff's Office, located in Winnemucca, "is dedicated to the citizens living and visiting Humboldt County by earning and maintaining their trust and confidence with professional law enforcement services." From interactive comments on the police department web page to the consistent involvement of officers at events around town, it is clear that the police department is a stable core of this rural community and its surrounding areas.

A glance at a satellite map proves Humboldt County's self-reliant solidarity. There are patches of farmland in-between the interstates and the off-roads. The occasional owned ranches lie between the occasional mountain peaks. I-80 and U.S. 95, the two main highways, intersect in Winnemucca, where most of everything else tends to congregate. Not only do certain citizens appreciate the rural exclusion, but a coming-together too is a big part of living in this region.

Sources:

Winnemucca.com

U.S. Data Repository

Winnemucca PD Facebook Page

City of Winnemucca

U.S. Census Bureau

Demographic Characteristics

This section includes demographic measures of population, gender, age, race and ethnicity, households and families, housing, housing occupancy, housing owner/renter status, housing structure type, housing age, and veteran demographics.

These measures act as the core of the county baseline, gauging the lifespan of the community, the community makeup, and, to an extent, the community culture. Data here are relevant for any further analysis, such as calculating effects of new jobs, allocating individuals as the population rises, plotting and constructing new homes and neighborhoods, and more.

Demographic Characteristics

Data in this section is sourced from:

- Nevada Department of Employment, Training and Rehabilitation
- US Census Bureau
    - American Community Survey
    - American Fact Finder

This Section Contains:

County Breakdown

Population, Gender, Age, Race and Ethnicity:

Overall population has increased for both Humboldt County and the state as a whole. While the state shows a higher overall increase from 2010 to 2017, Humboldt County shows higher increases for earlier years like 2012 and 2013. Still, Humboldt's latest reporting year of 2017 shows the third highest year-to-year growth in the time period.

From 2010 to 2017, male has remained the majority gender for Humboldt County. It was at its slight height in 2014, at 52.7%. In the time period, median age for the county has decreased overall by one year. 2012 to 2013 saw the largest decrease.

The percentage of Hispanic population has consistently increased in every year of this time period. Black representation is smaller in Humboldt County, but is higher in 2017 than it was in 2010.

Households, Families, and Housing:

Total Humboldt households have increased over the time period. The same goes for the state. 2013 to 2014 is the only year-to-year change in the timeline that shows a decrease for Humboldt households. The ranges of housing unit value that have increased in representation from 2010 to 2017 are: Less than $50,000; $150,000 to $199,999; $200,000 to $299,999; and $300,000 to $499,999.

Over the time period, Humboldt County occupancy rate has decreased. From 2010 to 2013, the occupancy rate increased to its peak of 88.8%. Owner-occupied housing units comprise the majority of occupied housing units. Renter-occupied housing units increased in percentage from 2010 to 2013, but since then they have been decreasing, with 2017 being the low-point of percentage of renter-occupied housing units.

Veteran Demographics

Total veterans in Humboldt County has decreased notably from 1366 to 973. Similarly, on the state level, overall veterans has increased, although to the extent of a smaller percentage change. There were 66 female veterans in Humboldt County in 2010. There were 64 female veterans in 2017. Compare this with the difference of 1,300 male veterans in 2010 and 909 male veterans in 2017.

Population

Definition

Population is all people, male and female, child and adult, living in a given geographic area.

Why is it important?

Population is the baseline measurement for most all other sociodemographic and economic metrics. Population data acts as the foundation for measures such as the inflow, outflow, and number of employees, the use of public and private lands and businesses, education, and overall activity. It is a needed metric in order to account for any type of change to the community.

County Breakdown

Overall population has increased for both Humboldt County and the state as a whole. While the state shows a higher overall increase from 2010 to 2017, Humboldt County shows higher increases for earlier years like 2012 and 2013. The middle of the time period shows a decline in population, but by 2016 and 2017, Humboldt's year-to-year growth is increasing again. The latest reporting year of 2017 shows the third highest year-to-year growth in the time period.

Figure 1. Humboldt County Population, 2010 to 2017

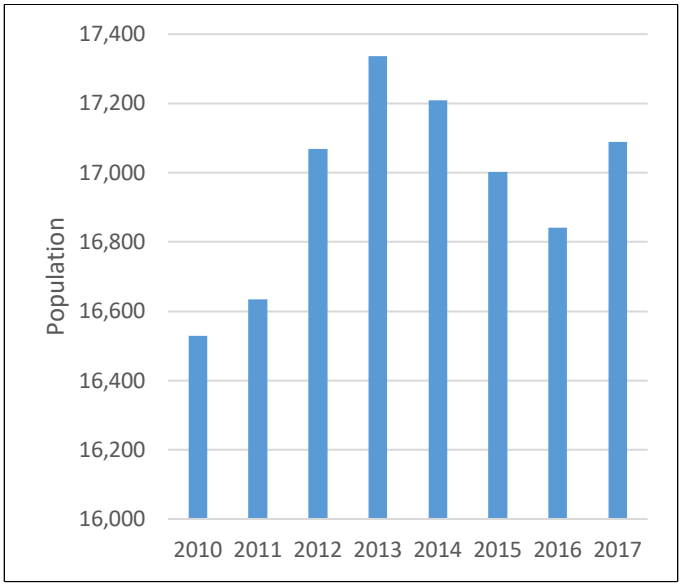
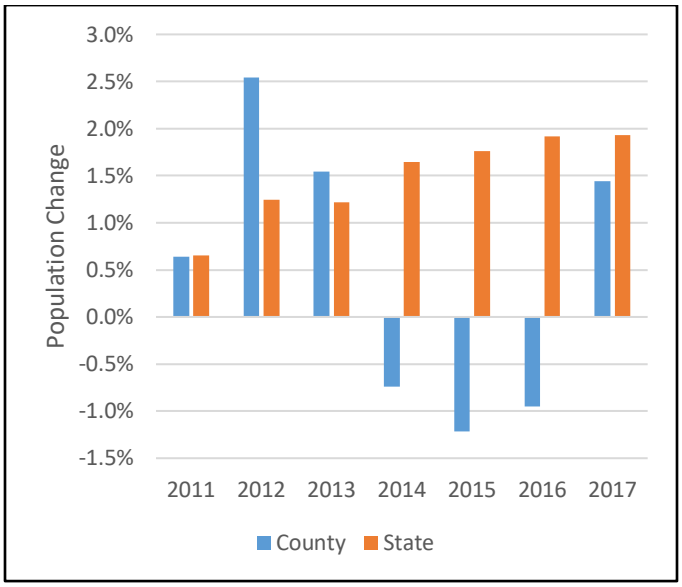


Table 1. Humboldt County Population Distribution, 2010 to 2017

Year	Humboldt Population	Humboldt 1-Year Change	Nevada 1-Year Change
2010	16,528	-	-
2011	16,634	0.6%	0.7%
2012	17,068	2.5%	1.2%
2013	17,336	1.5%	1.2%
2014	17,209	-0.7%	1.6%
2015	17,002	-1.2%	1.8%
2016	16,842	-1.0%	1.9%
2017	17,088	1.4%	1.9%
Seven-Year Change		3.3%	9.9%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

Figure 2. Humboldt County vs. State Comparison, One-Year Population Change, 2010 to 2017



Gender

Definition

Gender is the Census Bureau's method of capturing a person's sex. In their extended glossary they acknowledge the interchangeability of the terms gender and sex as well as gender being a social construction. At the same time they aim to capture the sex composition of the population.

Why is it important?

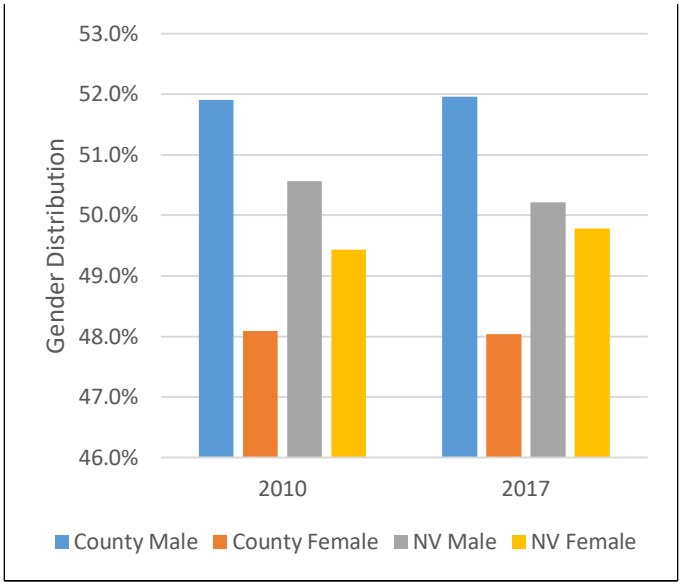
Gender is a key metric for advertisers, business owners, and decision makers. Certain demographic surveys maintain that men may gravitate towards certain lifestyles and women others, while other surveys maintain that this is not the case. One of gender data's more common uses is to acknowledge the gaps, because the general national trend is near a fifty-fifty split.

Table 2. Humboldt County Gender Distribution, 2010 to 2017

Year	Humboldt Male	Humboldt Female	Nevada Male	Nevada Female
2010	51.9%	48.1%	50.6%	49.4%
2011	51.9%	48.1%	50.5%	49.5%
2012	52.1%	47.9%	50.5%	49.5%
2013	52.5%	47.5%	50.4%	49.6%
2014	52.7%	47.3%	50.4%	49.6%
2015	52.6%	47.4%	50.3%	49.7%
2016	52.1%	47.9%	50.2%	49.8%
2017	52.0%	48.0%	50.2%	49.8%

Source: US Census Bureau/American Fact Finder. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 3. Humboldt County vs State Comparison, Gender, 2010 to 2017



County Breakdown

From 2010 to 2017, male has remained the majority gender for Humboldt County. It was at its slight height in 2014, at 52.7%. Similarly the state has a very slight male majority for every year reported.

Percentage of females has risen for Humboldt County in recent reporting years, while the state, due to a larger population, has reported an increased female representation, but gradually.

Age

Definition

Census Bureau programs define age as the length of time in completed years that a person has lived. The Census Bureau's national surveys compute age as of the interview date.

Why is it important?

Age is a key indicator of the type of individuals within a community, and therefore the type of community and its overall activity. Those in charge of schools, hospitals, retirement homes, housing development, and all types of businesses require age data in order to account for anticipated change. Age data is especially used for public services ranging from use of parks to law enforcement, and even companies who need to tailor their marketing to specific groups.

Table 3. Humboldt County Median Age, 2010 to 2017

Year	Humboldt Median Age	Nevada Median Age
2010	36.6	35.9
2011	36.6	36.1
2012	36.6	36.3
2013	35.7	36.6
2014	35.3	36.9
2015	35.3	37.2
2016	35.2	37.5
2017	35.6	37.7

Source: US Census Bureau/American Fact Finder. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

County Breakdown

From 2010 to 2017, median age for the county has decreased overall by one year. 2012 to 2013 saw the largest decrease. In this year-to-year change, the median age dropped by almost 1, and has since decreased. 2017 showed a slight increase from 2016, but still an overall decrease of one since the first reporting year.

The median age for the state on the other hand has risen consistently each year. Every reporting year at least a .5% change occurs. In the stretch of 2012 to 2016 a consistent .8% increase occurred. Compare this to Humboldt County, where every year is a decrease, except from 2016 to 2017.

People 65 and older have increased the most from 2014 to 2017. In fact, the two oldest range groups have increased in the latest reporting year, while the two youngest have decreased.

Figure 4. Humboldt County vs State Comparison, Median Age, 2010 to 2017

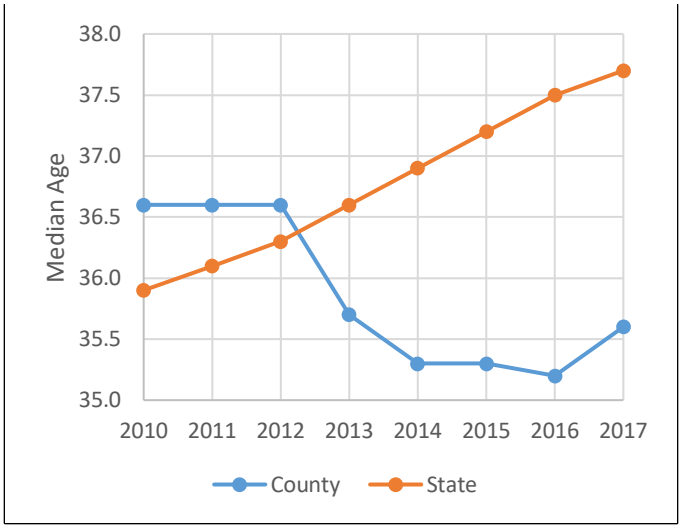
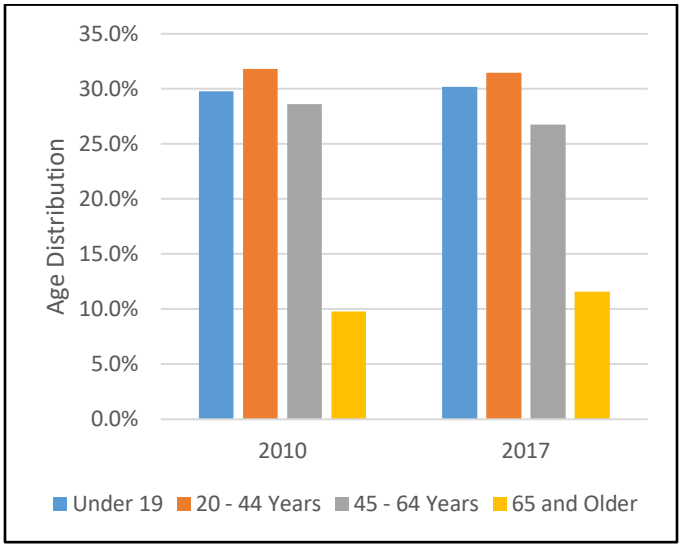


Table 4. Humboldt County Age Distribution, 2010 to 2017

Year	Under 19	20 – 44 Years	45 – 64 Years	65 and Older
2010	29.8%	31.8%	28.6%	9.8%
2011	29.8%	31.4%	29.0%	9.8%
2012	29.8%	31.3%	29.4%	9.6%
2013	30.3%	31.1%	29.0%	9.6%
2014	30.9%	30.8%	28.7%	9.7%
2015	31.0%	31.5%	27.6%	9.9%
2016	30.9%	31.9%	26.7%	10.5%
2017	30.2%	31.4%	26.8%	11.6%

Source: US Census Bureau/American Fact Finder. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 5. Humboldt County Age, 2010 to 2017



Race and Ethnicity

Definition

As per the U.S. Census Bureau definition, the data on race is derived from answers to the question on race. This data is based on self-identification, and is not an attempt to define race biologically, anthropologically, or genetically. Regarding ethnicity, the U.S. Census Bureau also adheres to the OMB definition. There are two minimum categories for ethnicity: Hispanic or Latino and Not Hispanic or Latino. OMB considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

On this page, 'White', 'Black', 'American Indian', and 'Other' all represent percent of population of non-Hispanic origin. All population, regardless of race, with a Hispanic origin is shown under the 'Hispanic' heading.

Why is it important?

Race and Ethnicity data is used by advertisers to tailor their marketing strategy to certain groups. Business owners also consult this demographic data to locate their brick and mortar stores in certain areas, and to market to the consumer. One of race and ethnicity data's main uses is to get an overall scope of the makeup and diversity of the community.

County Breakdown

The percentage of Hispanic population has consistently increased in every year of this time period. Black representation is smaller in Humboldt County, but is higher in 2017 than it was in 2010. American Indian representation increased steeply from 2010 to 2011, and since then has slightly fluctuated.

Table 5. Humboldt County Race/Ethnicity Distribution, 2010 to 2017

Year	White	Hispanic	Black	Amer. Indian	Other
2010	70.3%	23.0%	0.4%	3.8%	2.5%
2011	69.7%	23.6%	0.2%	4.5%	2.0%
2012	69.0%	24.3%	0.3%	4.6%	1.8%
2013	68.4%	24.7%	0.5%	4.4%	2.0%
2014	67.2%	25.1%	0.4%	4.4%	2.9%
2015	66.4%	25.5%	0.5%	4.5%	3.2%
2016	65.5%	25.9%	0.5%	4.6%	3.6%
2017	65.8%	26.5%	0.6%	4.5%	2.6%

Source: US Census Bureau/American Fact Finder. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 6. Humboldt County Race/Ethnicity Distribution, 2010 to 2017

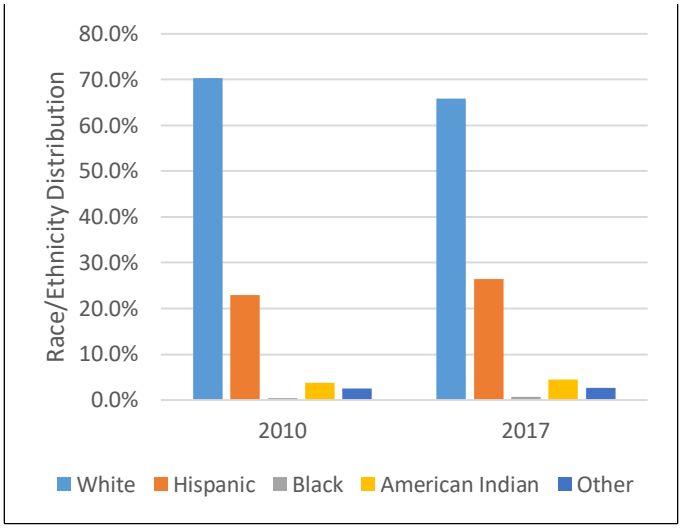
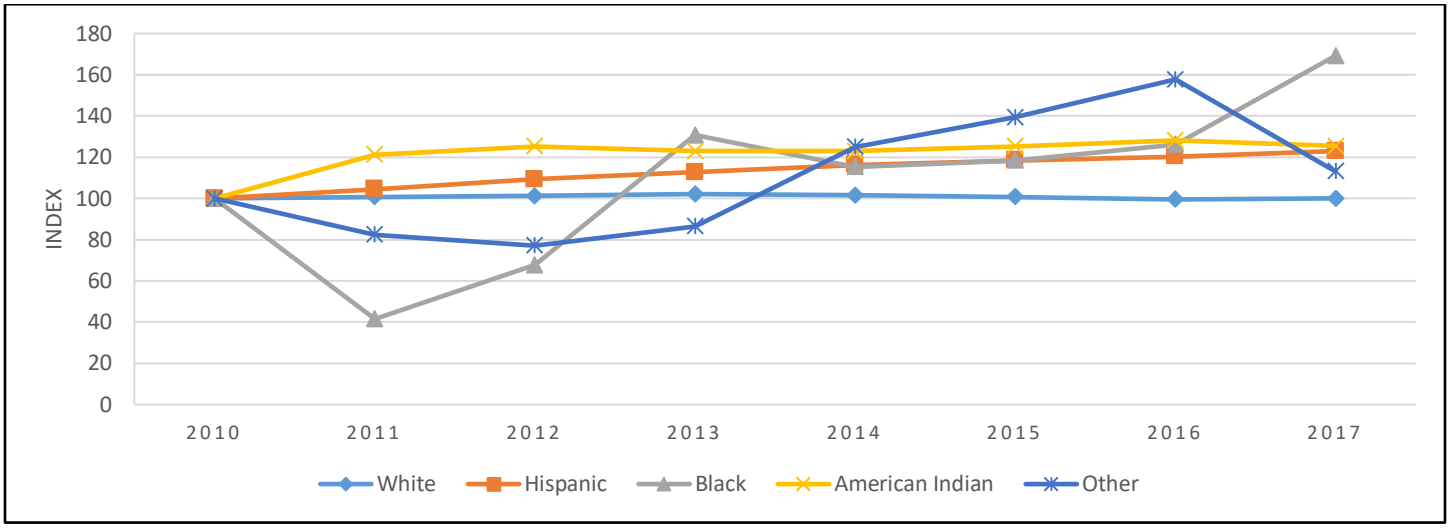


Figure 7. Humboldt County Race and Ethnicity, 2010 to 2017. Index: 2010 = 100



Households and Families

Definition

A household includes all the people who occupy a housing unit (such as a house or apartment) as their usual place of residence. Families are groups of two or more people (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people are considered as members of one family.

Why is it important?

When used alongside poverty, income, and school district data, households and families data informs decision makers of needs for children and lower income families, as well as the community's general wellbeing. Utilized with GIS mapping, it allows analysts to identify community segments and patterns.

Table 6. Humboldt County Total Households, 2010 to 2017

Year	Humboldt Households	Humboldt 1-Year Change	Nevada 1-Year Change
2010	6,087	-	-
2011	6,098	0.2%	0.7%
2012	6,256	2.6%	0.6%
2013	6,314	0.9%	0.6%
2014	6,092	-3.5%	0.7%
2015	6,149	0.9%	1.1%
2016	6,174	0.4%	1.4%
2017	6,261	1.4%	2.1%
Seven Year Change		2.9%	7.4%

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 8. Humboldt County vs State Comparison, Annual Change of Total Households, 2011 to 2017

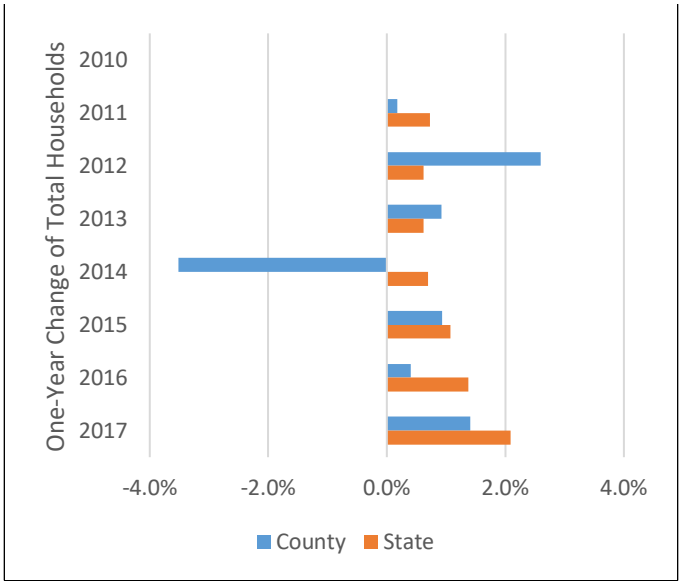
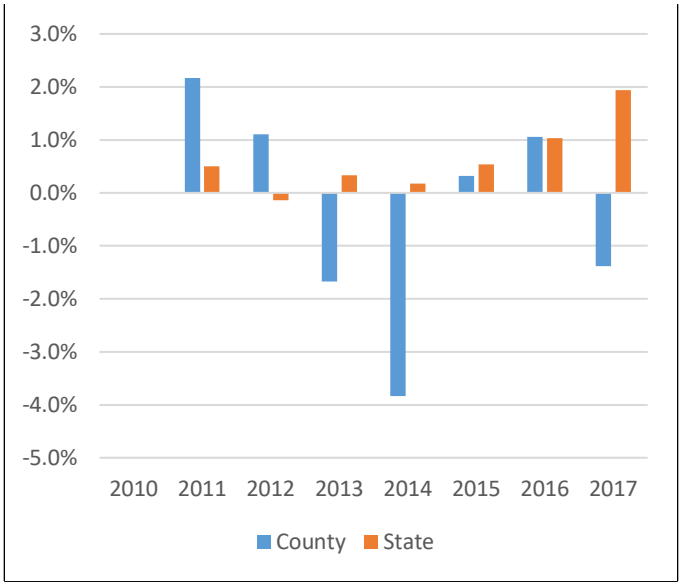


Figure 9. Humboldt County vs State Comparison, Annual Change of Total Families, 2011 to 2017



County Breakdown

Total Humboldt households have increased over the time period. The same goes for the state. 2013 to 2014 is the only year-to-year change in the timeline that shows a decrease for Humboldt households. (In this same year, Humboldt County suffered its highest decrease in total families). And while both Humboldt County and Nevada report overall increases, the state is more consistent in its increasing of households, increasing every year, with an overall increase of 7.4%. Most notably, 2016 to 2017 shows at the same time the second highest increase for Humboldt County and the highest increase for the state.

Table 7. Humboldt County Total Families, 2010 to 2017

Year	Humboldt Families	Humboldt 1-Year Change	Nevada 1-Year Change
2010	4,153	-	-
2011	4,243	2.2%	0.5%
2012	4,290	1.1%	-0.1%
2013	4,218	-1.7%	0.3%
2014	4,056	-3.8%	0.2%
2015	4,069	0.3%	0.5%
2016	4,112	1.1%	1.0%
2017	4,055	-1.4%	1.9%
Seven Year Change		-2.4%	4.4%

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Housing

Definition

A housing unit, as defined for purposes of these data, is a house, an apartment, a group of rooms, or a single room intended for occupancy as separate living quarters. Housing unit value is the appraisal worth.

Why is it important?

Housing is a measure of economic prosperity and general quality of living. Business owners and government decision makers are interested in certain segments of the community on all slides of the economic scale. Such a catalog of housing values allows new developments, both commercial and governmental, to be planned accordingly. To ensure accuracy, housing data should be compared with per capita income and poverty data. For example, while household income and family income may vary even in the same neighborhood, housing prices in the same range tend to be grouped together.

County Breakdown

The ranges of housing unit value that have increased in representation from 2010 to 2017 are: Less than $50,000; $150,000 to $199,999; $200,000 to $299,999; and $300,000 to $499,999. Notable decreases include the time period of 2015 to 2017, where percentage of houses in the two highest ranges dropped. On the lower scale of housing value, the $50,000 to $99,999 range decreased in houses from 2010 to 2015, but then increased in 2016 and 2017. One level up in the $100,000 to $149,999 range, total houses have decreased for every year in this time period. Just one more level up we see consistent increases in the $150,000 to $199,999 range. In short, besides the lowest value range of homes increasing, the majority of increase in homes shows itself in the middle ranges.

Table 8. Humboldt County Median Housing Unit Value, 2010 to 2017

Year	Humboldt Median	Nevada Median
2010	$154,742	$284,833
2011	$158,089	$247,453
2012	$162,237	$205,787
2013	$156,370	$179,390
2014	$159,344	$174,143
2015	$164,852	$179,079
2016	$168,068	$195,045
2017	$163,500	$216,400

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.
Amounts are shown in 2017 dollars.

Figure 10. Humboldt County vs State Comparison, Housing Unit Median Value, 2010 to 2017

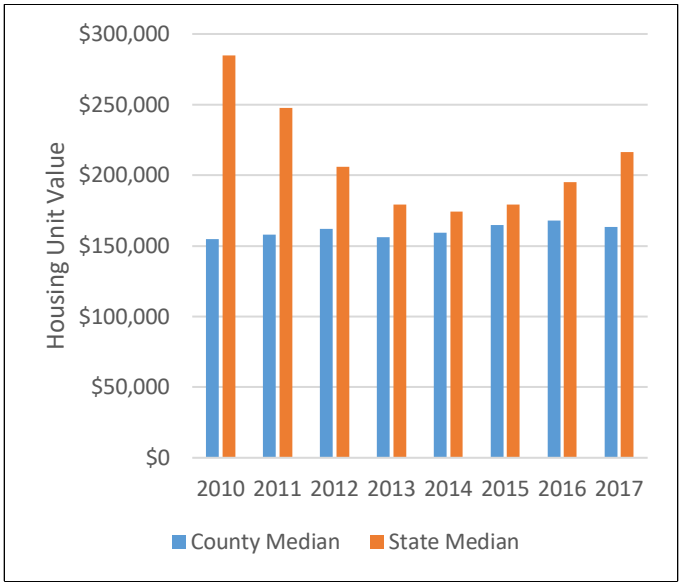


Table 9. Humboldt County Housing Unit Value Distribution, 2010 to 2017

Year	Owner-Occupied Units	Less than $50,000	$50,000 to $99,999	$100,000 to $149,999	$150,000 to $199,999	$200,000 to $299,999	$300,000 to $499,999	$500,000 to $999,999	$1,000,000 or More
2010	4,407	9.4%	20.9%	25.5%	16.2%	16.7%	7.3%	3.2%	0.7%
2011	4,438	12.2%	18.4%	22.3%	19.9%	15.5%	7.6%	3.0%	1.1%
2012	4,435	9.9%	17.5%	22.3%	19.3%	17.8%	7.8%	3.6%	1.7%
2013	4,464	13.2%	17.4%	20.5%	19.4%	17.4%	7.9%	2.7%	1.5%
2014	4,441	14.3%	16.6%	17.8%	21.6%	17.8%	7.5%	2.9%	1.5%
2015	4,515	14.6%	13.9%	16.9%	24.5%	18.7%	8.3%	2.4%	0.8%
2016	4,649	11.8%	14.1%	16.6%	25.7%	21.2%	7.8%	2.4%	0.4%
2017	4,812	10.9%	15.4%	16.1%	26.6%	19.9%	9.5%	1.1%	0.4%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys..

Housing Occupancy

Definition

A housing unit is vacant if no one is living in it at the time of enumeration, unless its occupants are only temporarily absent. Units temporarily occupied at the time of enumeration entirely by people who have a usual residence elsewhere are also classified as vacant.

Why is it important?

Housing occupancy data shows how active, filled, or abandoned a community is. Judging from the amount of occupied units versus vacant units, those in charge of city planning can estimate room for improvement or demolishment. This is especially important if there is an expectation of a sudden inflow of new citizens to the community.

County Breakdown

Over the time period, Humboldt County occupancy rate has decreased. From 2010 to 2013, the occupancy rate increased to its peak of 88.8%. The year after, the county saw its largest drop in occupancy, at -3.8%, and since then, the number has dropped even more, to 84%.

Figure 11. Humboldt County vs State Comparison, Housing Occupancy, 2010 to 2017

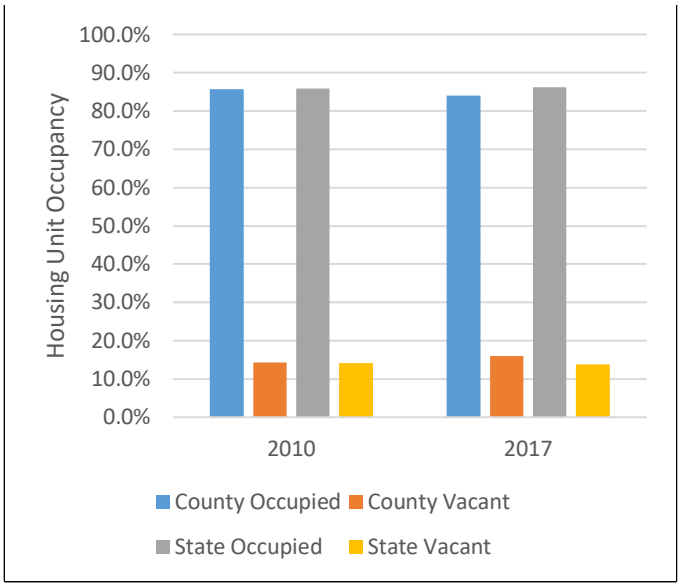
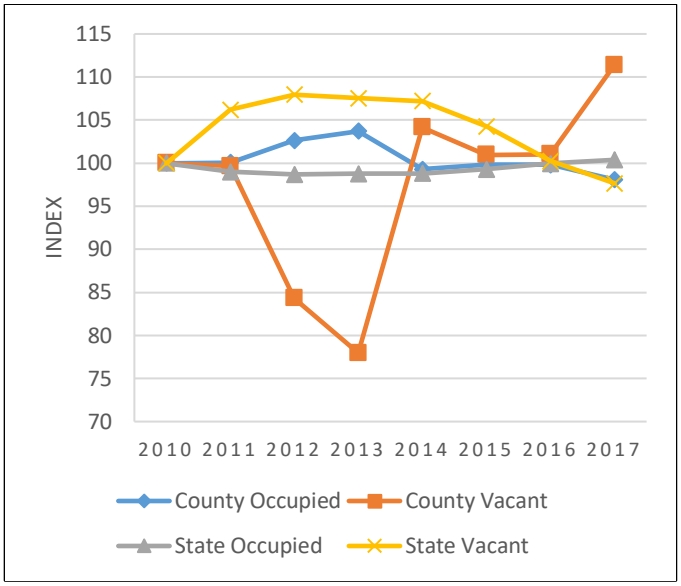


Table 10. Humboldt County Housing Occupancy, 2010 to 2017

Year	Humboldt Occupied HH	Humboldt Vacant HH	Nevada Occupied HH	Nevada Vacant HH
2010	85.6%	14.4%	85.9%	14.1%
2011	85.7%	14.3%	85.0%	15.0%
2012	87.9%	12.1%	84.8%	15.2%
2013	88.8%	11.2%	84.8%	15.2%
2014	85.0%	15.0%	84.9%	15.1%
2015	85.5%	14.5%	85.3%	14.7%
2016	85.5%	14.5%	85.9%	14.1%
2017	84.0%	16.0%	86.2%	13.8%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 12. Humboldt County vs State Comparison, Housing Occupancy Distribution, 2010 to 2017, Index 2010 = 100



For comparison, the state's occupancy rate has increased overall. In fact, the four years of increase from 2014 to 2017 are the same years in which the occupancy rate decreased for Humboldt. Moreover, while the occupancy rate rose for Humboldt County from 2010 to 2013, this was when the state experienced decrease and stagnation.

Housing Owner/Renter

Definition

A housing unit is owner occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for. All occupied units which are not owner occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied.

Why is it important?

Owner-occupied versus renter-occupied housing data paints the picture of the types of individuals that make up the community. With this data, individuals in charge of storefronts, community buildings, and public services can tailor their activity. A larger percentage of homeowners in the county perhaps suggests a more long-term community. A lower percentage of homeowners might suggest an overall difficulty to own.

Figure 13. Humboldt County Owner vs Renter Occupied Housing, 2010 to 2017

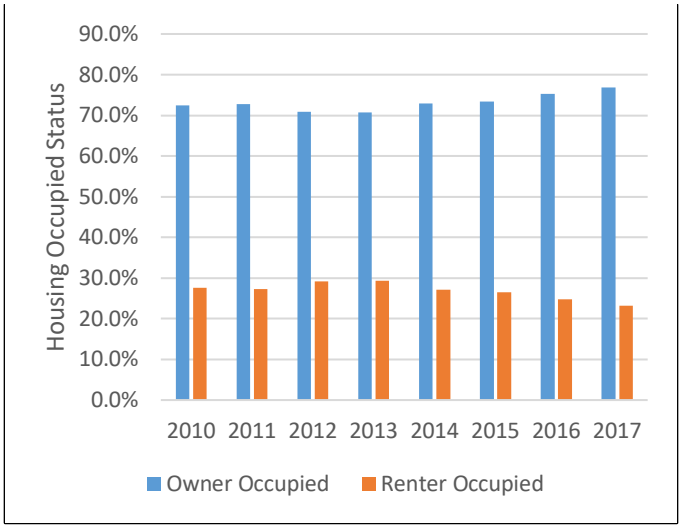


Table 11. Humboldt County Owner vs. Renter Occupied Housing Distribution, 2010 to 2017

Year	Occupied Housing Units	Owner Occupied	Renter Occupied
2010	6,087	72.4%	27.6%
2011	6,098	72.8%	27.2%
2012	6,256	70.9%	29.1%
2013	6,314	70.7%	29.3%
2014	6,092	72.9%	27.1%
2015	6,149	73.4%	26.6%
2016	6,174	75.3%	24.7%
2017	6,261	76.9%	23.1%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Table 12. Humboldt County Average Household Size, 2010 to 2017

Year	Humboldt Owner Occ. HH Size	Humboldt Renter Occ. HH Size	Nevada Owner Occ. HH Size	Nevada Renter Occ. HH Size
2010	2.62	2.49	2.69	2.60
2011	2.64	2.61	2.69	2.64
2012	2.61	2.60	2.69	2.68
2013	2.61	2.66	2.70	2.69
2014	2.67	2.99	2.71	2.71
2015	2.69	2.87	2.71	2.72
2016	2.74	2.72	2.72	2.72
2017	2.63	2.90	2.72	2.69

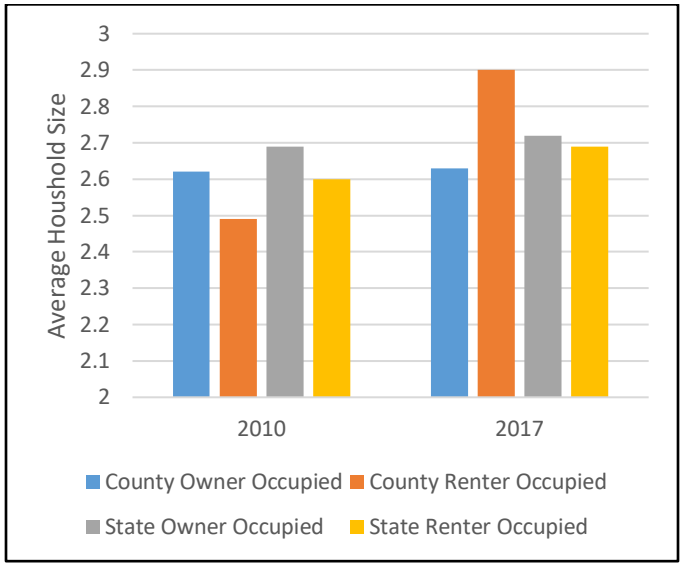
Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

County Breakdown

Owner-occupied housing units comprise the majority of occupied housing units. Renter-occupied housing units increased in percentage from 2010 to 2013, but since then they have been decreasing, with 2017 being the low-point of percentage of renter-occupied housing units.

Regarding household size of owner and renter-occupied houses, 2010 through 2013 shows that owner-occupied houses have a larger family size than renter-occupied houses. However, 2014, 2015, and 2017 report renter-occupied house family sizes to be larger. This difference between the two is less present on the state level.

Figure 14. Humboldt County Average Household Size, 2010 to 2017



Housing Structure Type

Definition

The statistics, by type of structure, refer to the structural characteristics of the building. The one-unit structure category is a single-family home. It includes fully detached, semidetached (semiattached, side-by-side), row houses, and townhouses. Multifamily structures are classified by the number of housing units in the structure.

Why is it important?

Housing structure type data suggests level of permanence in the community. It also says something of the range and diversity of habitants. Cities are likely to have more multiple unit structures rather than a highly predominant single unit makeup. Along these same lines, structure type data speak to the community as being rural or urban. While this may be obvious already, the trend line in housing structure type can give a hint to the exact type of rural-urban split. Comparisons can be made to personal income and per capita income to better determine the overall community makeup.

County Breakdown

In the recent reporting years 20+ units along with mobile home and RV-related units have notably increased. It should be noted too that these same types of housing structures were on the decline in the years preceding.

Conversely, all of the other types of housing structures—single units, 2 to 4-units, and 5 to 19-units—have decreased in the recent years. In a reversed fashion these structures were increasing in total percentage, until 2014 and 2015 they began to decrease.

Table 13. Humboldt County Housing Structure Type, 2010 to 2017

Year	Single Unit	2- to 4- Units	5- to 19- Units	20+ Units	Mobile Home, RV, etc.
2010	51.0%	2.7%	4.4%	2.3%	39.6%
2011	54.2%	2.4%	3.5%	2.3%	37.6%
2012	61.3%	2.5%	2.8%	2.1%	31.4%
2013	62.1%	3.9%	3.2%	2.1%	28.6%
2014	62.2%	3.7%	3.2%	2.0%	28.9%
2015	60.4%	4.5%	2.3%	2.0%	30.7%
2016	58.0%	3.6%	2.1%	2.6%	33.7%
2017	54.6%	3.4%	2.1%	2.7%	37.2%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 15. Humboldt County Housing Structure Distribution, 2010 to 2017

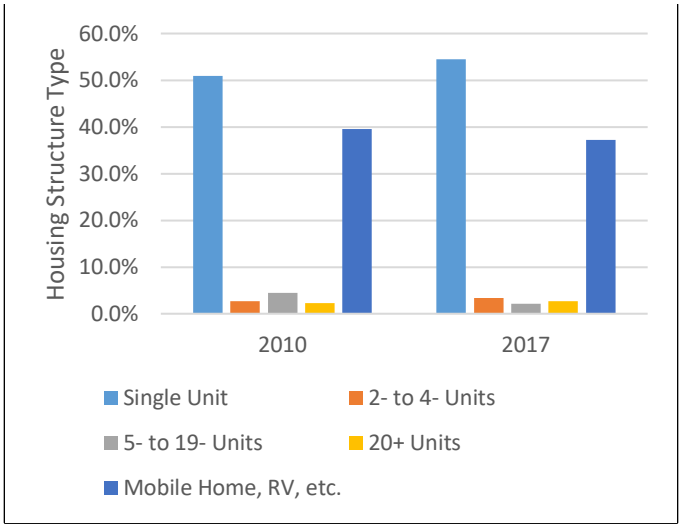
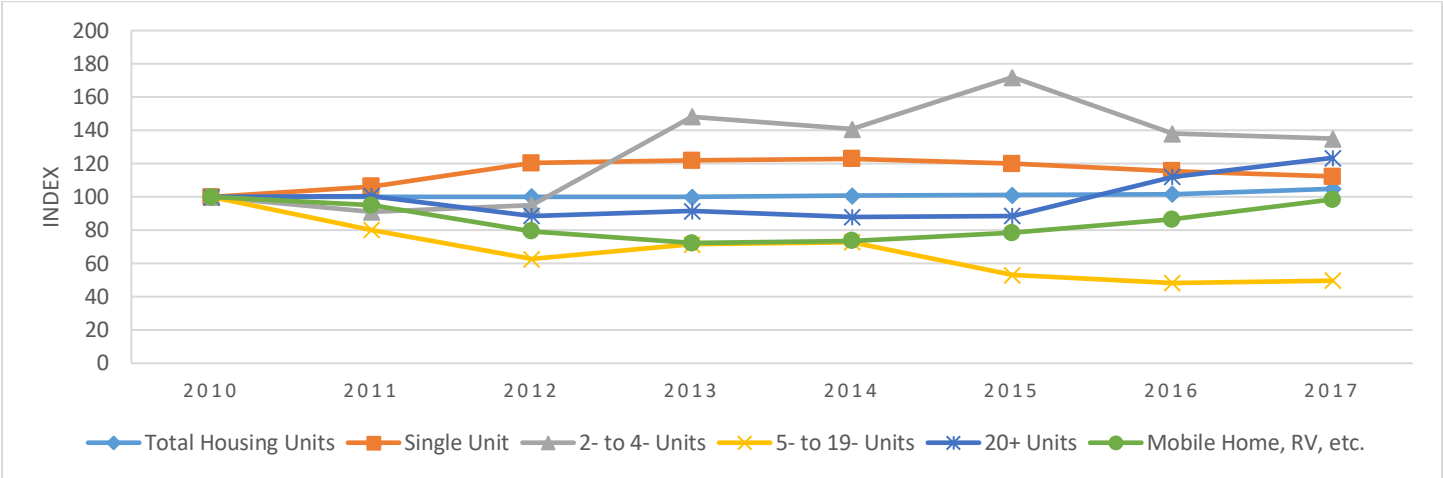


Figure 16. Humboldt County Housing Structure Type, 2010 to 2017. Index: 2010 = 100



Housing Age

Definition

The housing age is the year in which the house was built.

Why is it important?

Housing age is an indicator of the general age of the community, and thus an indicator of the community's culture. It shows overall progress and development. A strong presence of newer homes indicates expansion and growth.

County Breakdown

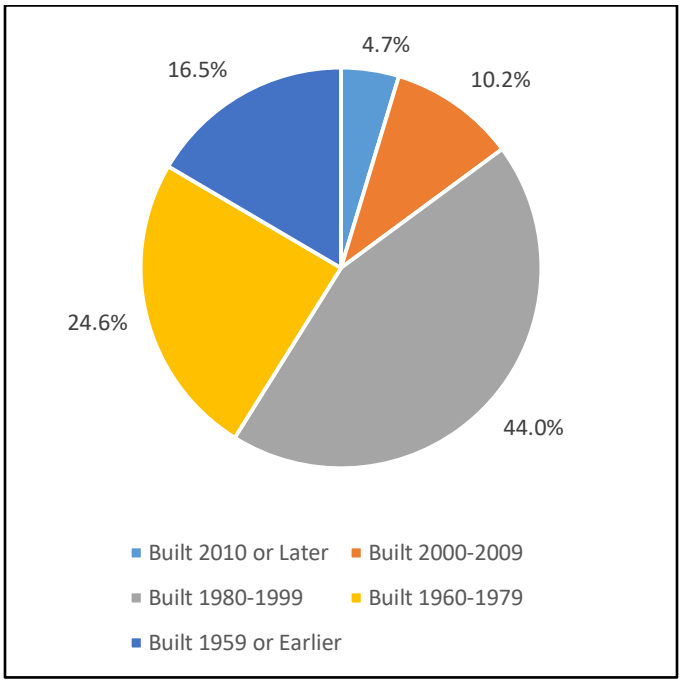
In Humboldt County, the percentage of houses being built 2010 or later is consistently increasing. In 2012 this number was at 0%, and now in 2017 it is 4.7%. The increased representation of houses built between 1960 and 1979 and earlier than 1959 is likely due to demolition of houses built between 1980 and 2009. It is important to note that although houses built 1959 or earlier report an overall increase from 2010 to 2017, the latest four reporting years actually report a decrease, from 19.9% to 16.5% of total homes.

Table 14. Humboldt County Housing Age Distribution, 2012 to 2017

Year	Built 2010 or Later	Built 2000-2009	Built 1980-1999	Built 1960-1979	Built 1959 or Earlier
2012	0.0%	10.8%	49.5%	23.3%	16.4%
2013	0.2%	12.0%	49.4%	20.7%	17.7%
2014	0.7%	12.2%	46.8%	20.5%	19.9%
2015	1.9%	10.9%	44.5%	23.0%	19.6%
2016	3.6%	10.8%	42.9%	23.0%	19.7%
2017	4.7%	10.2%	44.0%	24.6%	16.5%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2008-2012 through 2013-2017 American Community Surveys.

Figure 17. Humboldt County Housing Age Distribution, 2017



Veteran Demographics

Definition

A "civilian veteran" is a person 18 years old or over who has served, but is not now serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or military Reserves are classified as veterans only if they were ever called or ordered to active duty, not counting the 4-6 months for initial training or yearly summer camps.

Why is it important?

Veteran data does not give way to conclusive analysis. Good reference points are per capita income and poverty. Veteran data is an indicator for the development of programs and services designed for veterans. If it does not indicate a strength or sign of community support for veterans, then it indicates the potential for such support.

County Breakdown

Total veterans in Humboldt County has decreased notably from 1366 to 973. Similarly, on the state level, overall veterans has increased, although to the extent of a smaller percentage change. There were 66 female veterans in Humboldt County in 2010. There were 64 female veterans in 2017. Compare this with the difference of 1,300 male veterans in 2010 and 909 male veterans in 2017.

Veterans aged 35 to 54 years old decreased, while veterans who aged 55 to 64 years old also decreased. Veterans aged 65 to 74 years old increased, but not to a number high enough to make up for the loss of veterans in other brackets.

Figure 18. Humboldt County vs State Comparison, Seven-Year Change of Veteran Demographics, 2010 to 2017

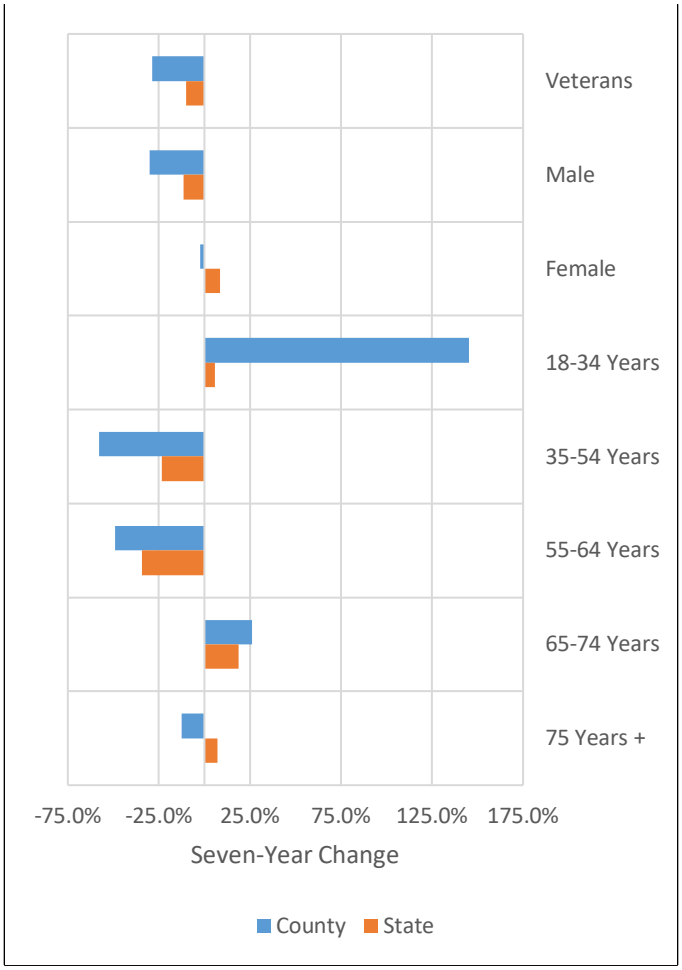


Table 15. Humboldt County Veteran Demographics, 2010 to 2017

Veterans	Humboldt		Percent of Total 2017		2010 to 2017 7-Year Change	
	2010	2017	Humboldt	Nevada	Humboldt	Nevada
Veteran Population	1,366	973	-	-	-28.8%	-10.1%
Male	1,300	909	93.4%	91.1%	-30.1%	-11.6%
Female	66	64	6.6%	8.9%	-2.4%	8.6%
18 to 34 Years Old	27	67	6.9%	9.6%	145.2%	5.6%
35 to 54 Years Old	511	216	22.2%	24.0%	-57.7%	-23.4%
55 to 64 Years Old	358	182	18.7%	19.1%	-49.1%	-34.5%
65 to 74 Years Old	253	319	32.8%	27.5%	26.2%	18.9%
75 Years and Older	216	189	19.4%	19.8%	-12.4%	7.3%

Source: US Census Bureau/American Fact Finder. "S2101: Veteran Status" Multiple years: 2006-2010 and 2013-2017 American Community Surveys.

Social Characteristics

This section includes social measures of educational attainment, veterans, and school districts. It also goes in-depth regarding poverty, showing the difference between the poverty threshold and guidelines and poverty measures for the county and state.

These data measures determine need or revaluation for community assistance programs; gaps or successes in general school planning and budgeting; the ability to fill job spots through educational attainment and availability; and the potential for interaction between schools, graduating classes, and the growing, surrounding community.

Social Characteristics

Data in this section is sourced from:

- Nevada Report Card
- US Census Bureau
  - American Community Survey
  - American Fact Finder
- US Department of Health and Human Services

This Section Contains:

County Breakdown

Educational Attainment:

For both Humboldt County and Nevada as a whole, total high school graduates and above increased in the 2010-2017 time period. Total bachelor's degree holders has also increased.

Total percentage of high school graduate veterans has increased, as well as percentage of those with an associate's degree, bachelor's degree, or higher. Because of the overall decrease of veteran population in the time period, there are fewer in 2017 who have attained high school diplomas and associate's degrees; still, there is a higher percentage of them when considering the total veteran population.

Poverty:

From 2012 to 2017, total population in Humboldt County below 1.00 of the poverty level decreased. 2015 and 2016 reported increases, but the following year reported the highest decrease in the whole time period. Total individuals below 2.00 of the poverty level follow a similar trend, but to smaller degrees of change. This is not unlike what happens to the state as a whole, wherein there was an increase in poverty around the years 2012-2014, but then, afterwards, a decrease in poverty.

Regarding veteran poverty, From 2013 to 2017, total Humboldt County veterans below the poverty level has decreased. There was a spike increase in 2016 (following a spike decrease), but overall there are less veterans in poverty in 2017 than there were in 2013.

School Districts:

From 2012 to 2018 the Humboldt County school district population has increased by 4%. On a whole, the state's school district population has increased by 10.6%. From 2012 to 2018, the number of students eligible for free and reduced lunch has increased for both the county and the state. As of 2018, Humboldt County is at its peak in FRL eligible students, at 47.5%. The year before that saw the highest year-to-year increase. The number has been rising since 2014. Over the time period, the most notable change is the increase in other staff in the Humboldt County school district. This number doubled from 106 in 2012 to 213 in 2018. This change might indicate growth, stability, and consistency.

Educational Attainment

Definition

Educational attainment refers to the highest level of education completed in terms of the highest degree or the highest level of schooling completed. Individuals reported in this measure are over 25 years old.

Why is it important?

Education data is a sign of workforce skill. In other words, a higher percentage of higher-end educational attainment helps indicate the type of labor force in a region. For example, a tech company might be more interested in opening up a facility with a higher focus of Bachelor's or Graduate degree obtainers. This data also, simply put, indicates a county's ability to enforce education. A lower percentage of high school graduates could suggest either a needed improvement at the schools themselves or a needed improvement on the community as a whole, in terms of data such as crime rates and poverty.

County Breakdown

For both Humboldt County and Nevada as a whole, total high school graduates and above increased in the 2010-2017 time period. Total bachelor's degree holders has also increased. Compared to the state, Humboldt County shows a higher growth in educational attainment, especially in the last reporting year (although 2016 shows an increase of individuals with less than a high school diploma.) With a deeper look at the county, we see that from 2013 through 2017, more people attained their high school degree (again with 2016 being the exception). Associate's degree holders have increased overall since 2010, but in recent years have stagnated and decreased. Graduate or professional degree holders have consistently increased into 2017.

Table 16. Humboldt County Condensed Education Levels, 2010 to 2017

Year	Humboldt < H.S.	Humboldt Bachelor+	Nevada < H.S.	Nevada Bachelor+
2010	19.1%	13.3%	15.7%	21.8%
2011	18.5%	13.4%	15.8%	22.2%
2012	18.7%	14.7%	15.6%	22.2%
2013	17.1%	12.7%	15.4%	22.4%
2014	16.5%	12.4%	15.1%	22.6%
2015	16.2%	13.7%	14.9%	23.1%
2016	17.6%	14.0%	14.6%	23.2%
2017	16.7%	15.2%	14.2%	23.7%

Source: US Census Bureau/American Fact Finder. "S1501: Educational Attainment" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 19. Humboldt County vs State Comparison, Educational Attainment Levels, 2010 to 2017

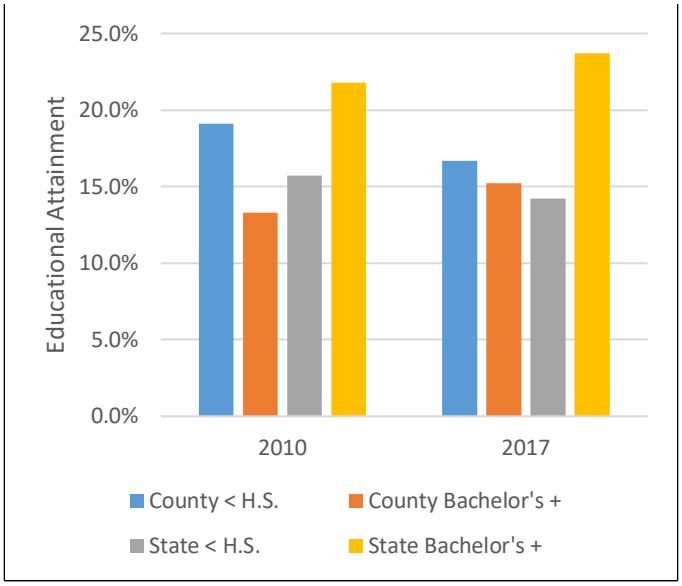


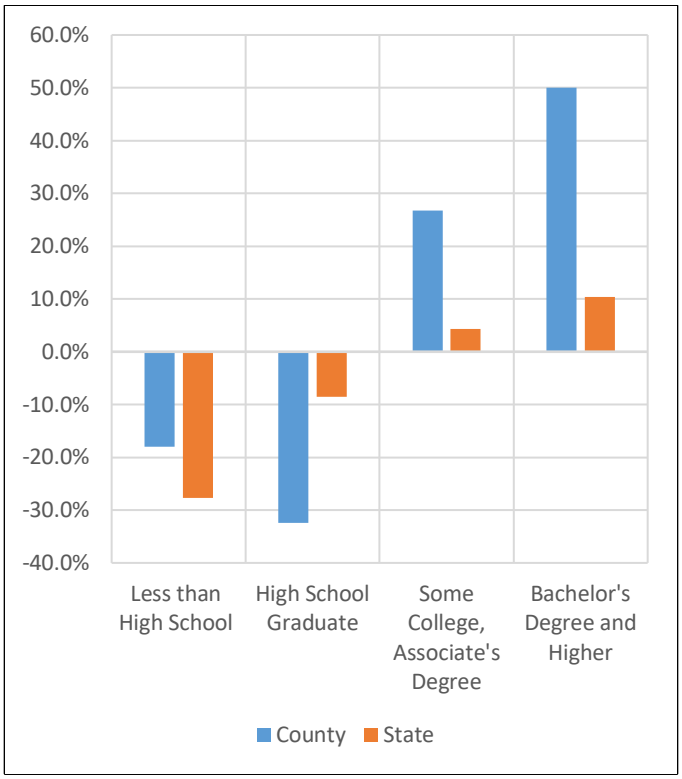
Table 17. Humboldt County Educational Attainment, 2010 to 2017

Year	Population 25 and over	Less than 9th Grade	9th to 12th Grade, No Diploma	High School Graduate/ Equivalent	Some College, No degree	Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree
2010	10,163	7.8%	11.3%	35.7%	27.0%	4.9%	10.2%	3.1%
2011	10,448	7.0%	11.5%	35.2%	26.4%	6.6%	10.9%	2.5%
2012	10,603	6.2%	12.5%	33.2%	26.3%	7.1%	11.4%	3.3%
2013	10,720	4.7%	12.4%	36.4%	25.7%	8.2%	8.9%	3.8%
2014	10,784	4.5%	12.0%	37.1%	25.5%	8.5%	8.6%	3.8%
2015	10,768	6.7%	9.5%	37.4%	23.9%	8.8%	8.8%	4.9%
2016	10,793	6.0%	11.6%	34.3%	26.3%	7.8%	8.3%	5.7%
2017	10,965	7.0%	9.7%	34.6%	26.2%	7.3%	9.2%	6.0%

Source: US Census Bureau/American Fact Finder. "S1501: Educational Attainment" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Veteran Educational Attainment

Figure 20. Humboldt County vs State Comparison, Seven-Year Change of Veteran Educational Attainment, 2010 to 2017



Definition

Educational attainment refers to the highest level of education completed in terms of the highest degree or the highest level of schooling completed. Attainment here is applied to civilian veterans.

Why is it important?

Veteran Educational Attainment data is a good marker for social and personal reform. Education here is a baseline indicator for a veteran's ability to enter the work force. There are other factors and outliers that must be considered, but as a general assumption: the higher the attainment and the more prevalent the rates above high school, the easier it is for veterans to enter the work force.

County Breakdown

Total percentage of high school graduate veterans has increased, as well as percentage of those with an associate's degree, bachelor's degree, or higher. Because of the overall decrease of veteran population in the time period, there are fewer in 2017 who have attained high school diplomas and associate's degrees; still, there is a higher percentage of them when considering the total veteran population. Regarding Bachelor's degrees and higher, however, there is not only a higher percentage of veterans with this attainment, but there is simply a higher amount of them in the total population.

Table 18. Humboldt County Veteran Educational Attainment, 2010 to 2017

Veterans	Humboldt		Percent of Total 2017		2010 to 2017 7-Year Change	
	2010	2017	Humboldt	Nevada	Humboldt	Nevada
Veteran Population	1,366	973	-	-	-28.8%	-10.1%
Less than High School	152	89	9.1%	4.7%	-18.0%	-27.7%
High School Graduate	590	284	29.2%	25.9%	-32.4%	-8.5%
Some College, Associate's Degree	408	369	37.9%	43.8%	26.8%	4.3%
Bachelor's Degree and Higher	216	231	23.7%	25.6%	50.0%	10.3%

Source: US Census Bureau/American Fact Finder. "S2101: Veteran Status" Multiple years: 2006-2010 and 2013-2017 American Community Surveys.

Poverty Threshold

Definition

The Census Bureau gives the following **definition of poverty**:

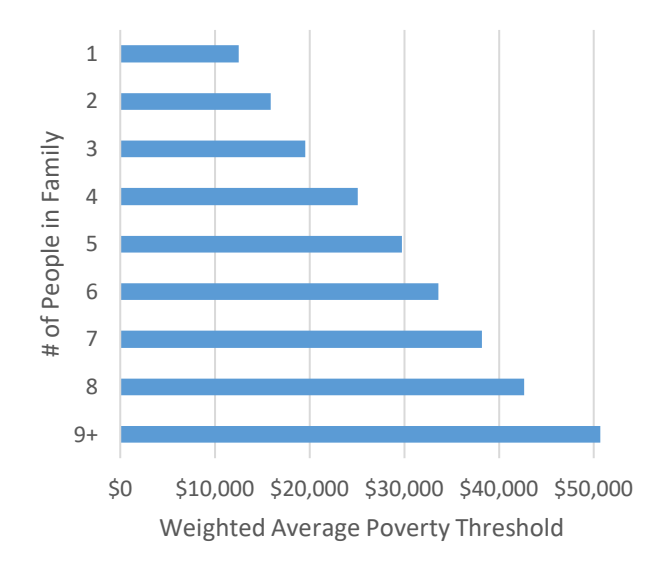
The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is considered in poverty.

This definition covers the poverty threshold, but not the poverty guidelines, which are covered more on the next page.

There are two different poverty levels?

Yes, the federal government has two separate measures of poverty. The first is the **Census Bureau's "Poverty Thresholds"**. The second is the **Department of Health and Human Services' (HHS) "Poverty Guidelines"**. These are distinct terms with different formulas and different uses. The main use for the poverty thresholds created by the Census Bureau is statistical; that is, it is used in the calculating of the total number of people in poverty. HHS's poverty guidelines are for administrative purposes, mainly used to determine financial eligibility for certain programs.

Figure 21. Census Bureau Weighted Average Poverty Thresholds by Family Size, 2017



How does the makeup of the household affect each poverty level?

Both the thresholds and guidelines **take into account the total number of people in the household/family** that is being assessed. A two-person household has a lesser monetary level to be considered in poverty than a four-person household in both the threshold and guidelines. The guidelines do not factor in age in the calculations. The thresholds do, on the other hand, factor in age. Both the total number of children and, for one- and two-person households, the elderly, are considered.

Table 19. Poverty Thresholds by Size of Family and Number of Related Children, 2017

Size of Family Unit	Weighted Average Thresholds	Related Children under 18 Years-Old								
		None	One	Two	Three	Four	Five	Six	Seven	Eight+
One person	12,488									
Under age 65	12,752	12,752								
Aged 65 and older	11,756	11,756								
Two people:	15,877									
Householder under age 65	16,493	16,414	16,895							
Householder aged 65+	14,828	14,816	16,831							
Three people	19,515	19,173	19,730	19,749						
Four people	25,094	25,283	25,696	24,858	24,944					
Five people	29,714	30,490	30,933	29,986	29,253	28,805				
Six people	33,618	35,069	35,208	34,482	33,787	32,753	32,140			
Seven people	38,173	40,351	40,603	39,734	39,129	38,001	36,685	35,242		
Eight people	42,684	45,129	45,528	44,708	43,990	42,971	41,678	40,332	39,990	
Nine people or more	50,681	54,287	54,550	53,825	53,216	52,216	50,840	49,595	49,287	47,389

Source: United States Census Bureau

Poverty Guidelines

Table 20. Poverty Guidelines, 2018

Family/HH Size	48 Contiguous	Alaska	Hawaii
1	$12,490	$15,600	$14,380
2	$16,910	$21,130	$19,460
3	$21,330	$26,660	$24,540
4	$25,750	$32,190	$29,620
5	$30,170	$37,720	$34,700
6	$34,590	$43,250	$39,780
7	$39,010	$48,780	$44,860
8	$43,430	$54,310	$49,940

Source: United States Department of Health & Human Services

Are there cost of living adjustments based on where someone lives?

The quick answer is **no, not within the contiguous 48 states.** The poverty threshold has the same monetary level throughout the entire United States for any given year. There is no variation for any state, city, or other area. The poverty guidelines have a single monetary level for the 48 contiguous states and Washington DC, but a separate set of figures for each of Alaska and Hawaii.

Some of the Federal Programs that use the Poverty Guidelines:

- Head Start
- Low-Income Home Energy Assistance
- Parts of Medicaid
- Children's Health Insurance Program
- Medicare Prescription Drug Coverage
- Family Planning Services
- SNAP
- WIC
- School Free and Reduced Meals
- EFNEP
- Weatherization Assistance Program
- Job Corps
- Foster Grandparent Program

Table 21. Poverty Guidelines by Most Commonly Used Percentages for Assistance Programs, Contiguous 48 States, 2018

Family/ HH Size	50%	100%	125%	130%	133%	135%	138%	150%	175%	185%	200%
1	6,245	12,490	15,613	16,237	16,612	16,862	17,236	18,735	21,858	23,107	24,980
2	8,455	16,910	21,138	21,983	22,490	22,829	23,336	25,365	29,593	31,284	33,820
3	10,665	21,330	26,663	27,729	28,369	28,796	29,435	31,995	37,328	39,461	42,660
4	12,875	25,750	32,188	33,475	34,248	34,763	35,535	38,625	45,063	47,638	51,500
5	15,085	30,170	37,713	39,221	40,126	40,730	41,635	45,255	52,798	55,815	60,340
6	17,295	34,590	43,238	44,967	46,005	46,697	47,734	51,885	60,533	63,992	69,180
7	19,505	39,010	48,763	50,713	51,883	52,664	53,834	58,515	68,268	72,169	78,020
8	21,715	43,430	54,288	56,459	57,762	58,631	59,933	65,145	76,003	80,346	86,860

Source: United States Department of Health & Human Services
**For families/households with more than 8 persons, add $4,420 for each additional person (at 100%).*

Poverty in Nevada

This report is using both the threshold and guidelines.

Any page in this document that gives a count of people in poverty is using the Census Bureau's threshold. This includes the tables found within this section, such as the general population poverty numbers and veteran poverty numbers. Sections that show numbers regarding a part of the population on an assistance program will be using the HHS's guidelines. That includes school free and reduced lunch, among others.

Figure 22. Humboldt County vs State Comparison, Ratio of Income to Poverty Thresholds, 2012 to 2017

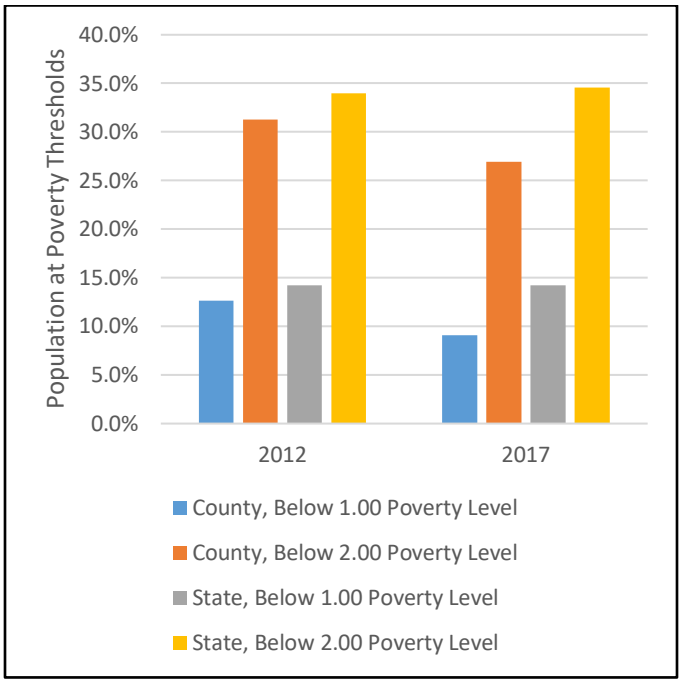


Table 22. Humboldt County Condensed Poverty Levels, 2012 to 2017

Year	Humboldt Below 1.00 Poverty Level	Humboldt Below 2.00 Poverty Level	Nevada Below 1.00 Poverty Level	Nevada Below 2.00 Poverty Level
2012	12.7%	31.2%	14.2%	34.0%
2013	12.3%	30.6%	15.0%	35.6%
2014	10.0%	26.4%	15.6%	36.6%
2015	10.5%	27.9%	15.5%	36.7%
2016	11.9%	29.0%	14.9%	35.9%
2017	9.1%	26.9%	14.2%	34.6%

Source: US Census Bureau/American Fact Finder. "S1701: Poverty Status in the Past 12 Months" Multiple years: 2008-2012 through 2013-2017 American Community Surveys.

County Breakdown

From 2012 to 2017, total population in Humboldt County below 1.00 of the poverty level decreased. 2015 and 2016 reported increases, but the following year reported the highest decrease in the whole time period. Total individuals below 2.00 of the poverty level follow a similar trend, but to smaller degrees of change. This is not unlike what happens to the state as a whole, wherein there was an increase in poverty around the years 2012-2014, but then, afterwards, a decrease in poverty. Unlike Humboldt County, however, the state's poverty levels have not changed substantially in the overall time period.

With a closer look, notable changes occur from 2014 to 2016 in the four divisions between 1.00 and 2.00 of the poverty level. This consists of decreases in two ranges and increases in the other two, and in each case the final trend year 2017 reversing the poverty direction.

Table 23. Humboldt County Ratio of Income to Poverty Level Distribution, 2012 to 2017

Year	Population	Below .50 Poverty Level	.50 to 1.00 of Poverty Level	1.00 to 1.25 of Poverty Level	1.25 to 1.50 of Poverty Level	1.50 to 1.85 of Poverty Level	1.85 to 2.00 of Poverty Level
2012	16,229	7.3%	5.4%	5.0%	4.9%	5.8%	2.9%
2013	16,469	6.9%	5.3%	4.2%	5.5%	6.5%	2.1%
2014	16,635	5.5%	4.6%	3.0%	4.3%	6.4%	2.6%
2015	16,825	5.8%	4.7%	4.3%	3.8%	7.6%	1.8%
2016	16,847	5.4%	6.4%	4.2%	2.5%	8.8%	1.7%
2017	16,853	4.4%	4.7%	4.9%	3.4%	7.4%	2.1%

Source: US Census Bureau/American Fact Finder. "S1701: Poverty Status in the Past 12 Months" Multiple years: 2008-2012 through 2013-2017 American Community Surveys.

Veteran Poverty

Figure 23. Humboldt County vs State Comparison, Percent of Veteran and Non-Veteran Populations in Poverty, 2013 to 2017

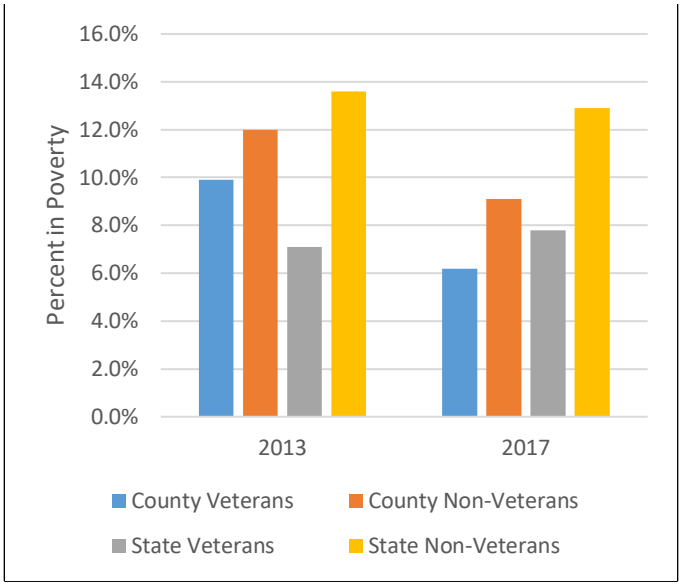
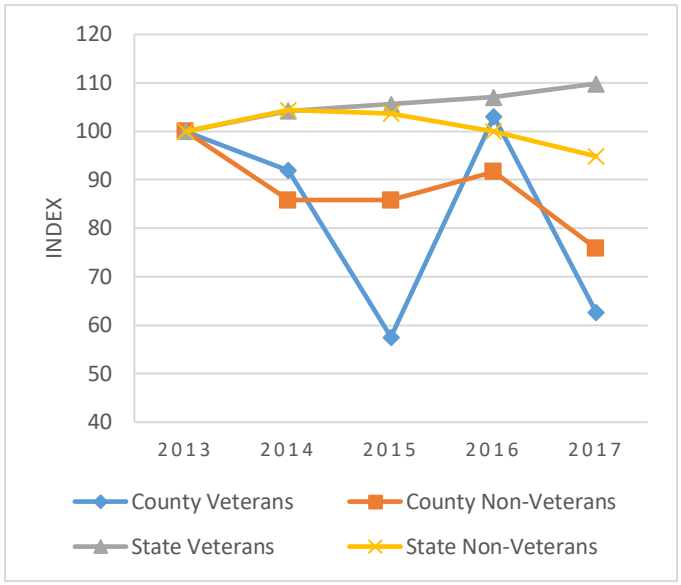


Figure 24. Humboldt County vs State Comparison, Veteran and Non-Veteran Populations in Poverty, 2013 to 2017, Index 2013 = 100



How are the poverty threshold and guidelines calculated?

Both the Census Bureau and HHS **update their poverty levels annually using** the Consumer Price Index for all Urban Consumers (**CPI-U**).

The **thresholds** are calculated by updating the original threshold matrix created in 1978 via the CPI-U. The Census Bureau issues preliminary thresholds in January and the final thresholds in September for the previous year. That is, the preliminary poverty thresholds for 2017 were issued in January 2018 and then updated in September 2018 for the final poverty thresholds. This is then used to measure poverty for the calendar year 2017, reflecting the 2017 calendar year price level.

The poverty **guidelines** are issued every January, calculated from the thresholds finalized the previous year. Thus, the 2017 guidelines were issued in January 2017 calculated from the calendar year 2015 thresholds finalized in September 2016. Due to this, the 2017 guidelines are roughly equal to the 2016 thresholds.

Table 24. Humboldt County Condensed Poverty Levels, 2013 to 2017

Year	Humboldt Veterans	Humboldt Non-Veterans	Nevada Veterans	Nevada Non-Veterans
2013	9.9%	12.0%	7.1%	13.6%
2014	9.1%	10.3%	7.4%	14.2%
2015	5.7%	10.3%	7.5%	14.1%
2016	10.2%	11.0%	7.6%	13.6%
2017	6.2%	9.1%	7.8%	12.9%

Source: US Census Bureau/American Fact Finder. "S2101: Veteran Status" Multiple years: 2009-2013 and 2013-2017 American Community Surveys.

County Breakdown

From 2013 to 2017, total Humboldt County veterans below the poverty level has decreased. There was a spike increase in 2016 (following a spike decrease), but overall there are less veterans in poverty in 2017 than there were in 2013. There is a slight relation from veterans in poverty to non-veterans in poverty, for the non-veterans in poverty also suffered a spike increase and then a decrease in the subsequent year. The relation however is not neccesarily direct throughout the sample time period.

Regarding veterans in poverty at the state level, there are more veterans in poverty in 2017 than there were in 2013. It has been a consistent and gradual increase from 2013, unlike the changes that occur in Humboldt County.

School District Population

Definition

School District population data shows the total students enrolled in all K-12 institutions, as well as a breakdown of gender.

Why is it important?

School District population data acts as a springboard for other measures of staffing, special populations, class size, and per pupil expenditures. This helps administrators, business owners, and general decision makers in commercial and governmental planning and budgeting matters. For example, a new project that is bringing a couple hundred jobs into the region may also bring a couple hundred workers and families. The number of schoolchildren for each year is crucial for planning ahead, especially when considering the transition to middle school and high school, in order to see if adjustments are necessary.

Table 25. Humboldt County School District Enrollment, 2012 to 2018 Accountability Years

Accountability Year	Humboldt	Nevada
2011-2012	3,434	439,277
2012-2013	3,501	445,381
2013-2014	3,517	451,730
2014-2015	3,473	459,095
2015-2016	3,487	467,527
2016-2017	3,399	473,647
2017-2018	3,573	485,768

Source: NevadaReportCard.com

Figure 25. Humboldt County vs State Comparison, School District Enrollment, 2012 to 2018 Accountability Years, Index 2012 = 100

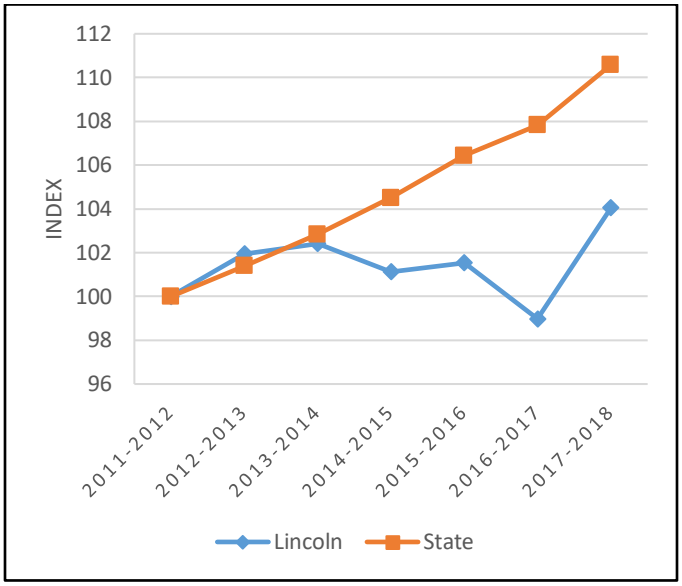
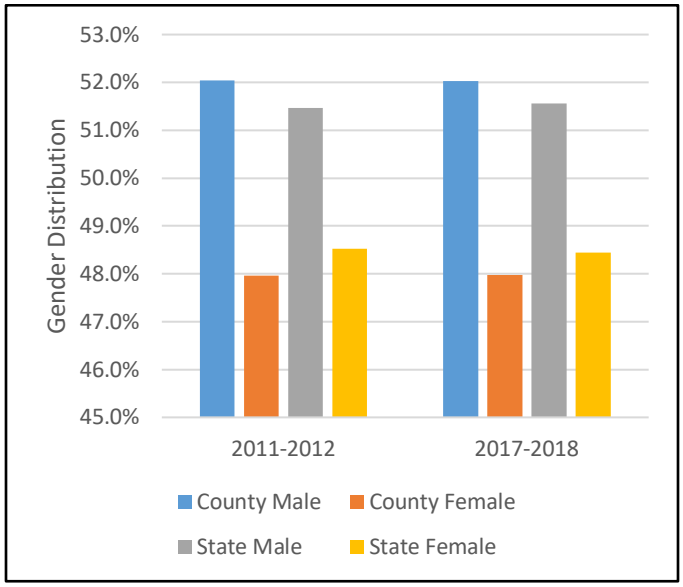


Table 26. Humboldt County School District Gender Distribution, 2012 to 2018 Accountability Years

Accountability Year	Humboldt Male	Humboldt Female	Nevada Male	Nevada Female
2011-2012	52.0%	48.0%	51.5%	48.5%
2012-2013	52.2%	47.8%	51.4%	48.6%
2013-2014	51.7%	48.3%	51.5%	48.5%
2014-2015	51.7%	48.3%	51.6%	48.4%
2015-2016	51.3%	48.7%	51.5%	48.5%
2016-2017	51.9%	48.1%	51.6%	48.4%
2017-2018	52.0%	48.0%	51.6%	48.4%

Source: NevadaReportCard.com

Figure 26. Humboldt County vs State Comparison, School District Distribution by Gender, 2012 to 2018 Accountability Years



County Breakdown

From 2012 to 2018 the Humboldt County school district population has increased by 4%. On a whole, the state's school district population has increased by 10.6%. The only two years in which Humboldt County school district population dipped were in 2015 and in 2017. The state, on the other hand, suffered no year-to-year decreases.

Regarding gender distribution in Humboldt County, the percentage representation of males and females has fluctuated slightly but has ended up at roughly the same distribution in 2018 that was present in 2012.

School District Race and Ethnicity

Definition

This data is a measure of the race and ethnicity of each student in the county's school district. For the definition of race and ethnicity, please see the demographic characteristics section.

Why is it important?

While race and ethnicity data for the general population is most important for advertisers and business owners, race data for school districts allows local decision makers to get an overall picture of the makeup of schools. Diversity programs improve equality yet, in order to develop a model, this data here should be supplemented with in-person experience of the county. Moreover, poverty data and free and reduced lunch populations should be consulted.

County Breakdown

From 2012 to 2018, both the White/Caucasian and Black student population has decreased for Humboldt County. White still remains the majority population, but the Hispanic population is a growing minority population, going from 34.5% to 36.7%. The percentage representation of all other races has slightly decreased, going from 7.6% in 2012 to 7.2% in 2018.

Humboldt County shares similar trends with the state. The White/Caucasian student population has decreased in the time period, while the Hispanic student population has increased. On the other hand, the Black population, along with the combined representation of all other races, has increased on the state level since 2012. Moreover, for Black, Hispanic, and the student population of all other races, the state has reported a year-to-year increase for every year in the time period, while Humboldt County is fluctuating rather than gradual.

Figure 27. Humboldt County vs State Comparison, School District Distribution by Race and Ethnicity, 2012 to 2018 Accountability Years

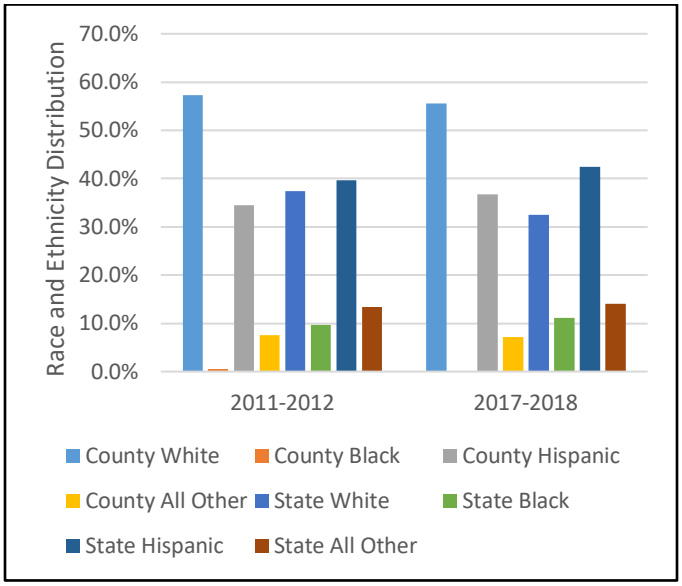


Table 27. Humboldt County School District Race and Ethnicity, 2012 to 2018 Accountability Years

Accountability Year	Humboldt				Nevada			
	White	Black	Hispanic	All Other	White	Black	Hispanic	All Other
2011-2012	57.2%	0.5%	34.5%	7.6%	37.4%	9.6%	39.6%	13.3%
2012-2013	57.4%	0.4%	34.4%	7.5%	36.8%	9.7%	40.0%	13.5%
2013-2014	55.9%	0.3%	36.1%	7.5%	36.0%	9.9%	40.6%	13.5%
2014-2015	56.0%	-	35.9%	7.5%	35.1%	10.2%	41.1%	13.7%
2015-2016	55.0%	-	36.7%	7.7%	34.0%	10.5%	41.7%	13.9%
2016-2017	55.7%	-	36.5%	7.2%	33.2%	10.8%	42.1%	13.9%
2017-2018	55.6%	-	36.7%	7.2%	32.5%	11.1%	42.4%	14.0%

Source: NevadaReportCard.com

School District Special Populations

Definition

The individualized education program (IEP) is a written statement for each child with a disability that is receiving special education services that is developed and reviewed by the IEP Team. (From the act, IDEA)

An English language learner (ELL) is a person who is learning the English language in addition to his or her native language or any other languages they may speak.

Why is it important?

Special populations data allows individuals with an impact on school programs to develop programs or make adjustments. School boards, government heads, and even teachers can use this data to start initiatives or remodel already-existing plans.

Table 28. Humboldt County School District Individual Education Program Population, 2012 to 2018 Accountability Years

Accountability Year	Humboldt IEP	Nevada IEP
2011-2012	13.7%	10.8%
2012-2013	13.9%	11.0%
2013-2014	14.0%	11.5%
2014-2015	14.8%	11.8%
2015-2016	15.7%	11.8%
2016-2017	14.6%	12.2%
2017-2018	15.1%	12.3%

Source: NevadaReportCard.com
The symbol '-' indicates data not presented for groups less than ten, suppressed due to FERPA regulations.
The text 'N/A' indicates that the population was not present.

Figure 28. Humboldt County vs State Comparison, School District Individual Education Program Distribution, 2012 to 2018 Accountability Years

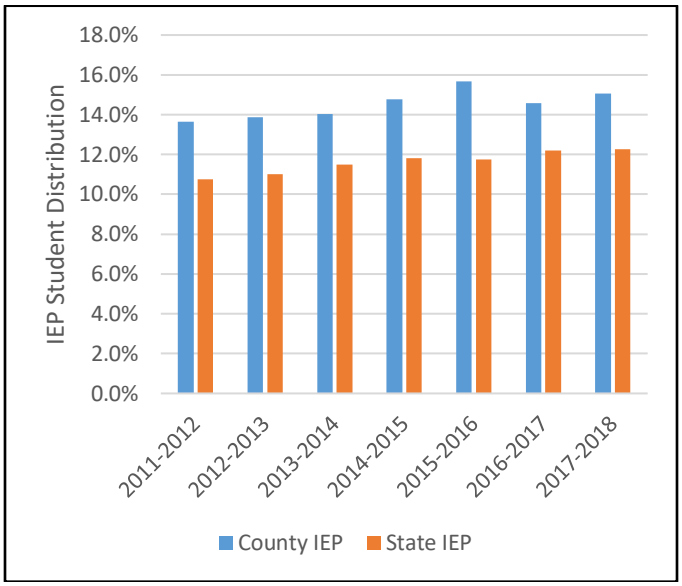
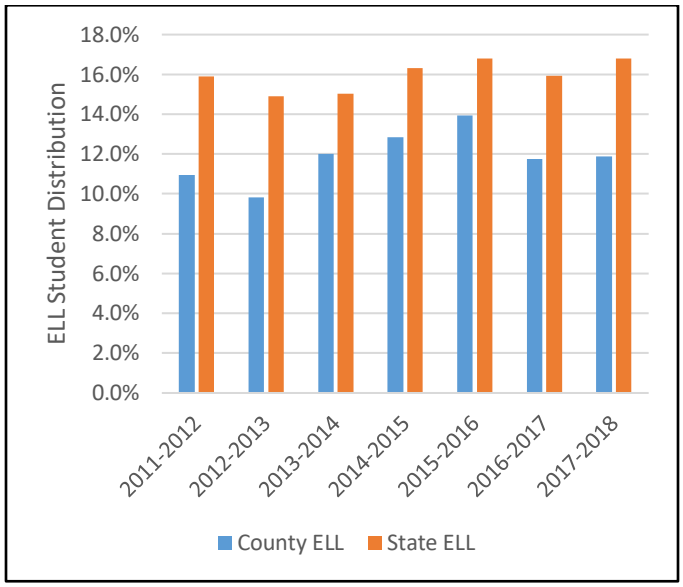


Table 29. Humboldt County School District English Language Learner Population, 2012 to 2018 Accountability Years

Accountability Year	Humboldt ELL	Nevada ELL
2011-2012	10.9%	15.9%
2012-2013	9.8%	14.9%
2013-2014	12.0%	15.0%
2014-2015	12.8%	16.3%
2015-2016	13.9%	16.8%
2016-2017	11.7%	15.9%
2017-2018	11.9%	16.8%

Source: NevadaReportCard.com
The symbol '-' indicates data not presented for groups less than ten, suppressed due to FERPA regulations.
The text 'N/A' indicates that the population was not present.

Figure 29. Humboldt County vs State Comparison, School District Distribution by Gender, 2012 to 2018 Accountability Years



County Breakdown

Total IEP students in the county increased in the time period. The only year-to-year change that reports a decrease in IEP participants is 2016-2017, but otherwise the total involvement increased from 13.7% to 15.1%. Similarly, on the state level, total IEP involvement increased from 10.8% to 12.3% but with no year-to-year decrease.

Total ELL students fluctuated more than IEP students, for both county and state. That being said, there is a higher percentage of ELL students in 2018 than in 2012. The peak for ELL students in Humboldt County was in 2016.

Free and Reduced Lunch Population

Definition

Free and Reduced Lunch (FRL) is a program offered to students who qualify according to family size and income. This qualification is generally the student's household income at 185% of the poverty guideline.

Why is it important?

Like with the other special populations data, this data allows individuals with an impact on school programs to develop programs or make any necessary adjustments. School boards, government heads, and even teachers can use this data to start initiatives or remodel already-existing plans. For example, an increased percentage of FRL might indicate an increase of lower-income families. For accuracy, data here should be compared with poverty data.

Table 30. Humboldt County School District Free and Reduced Lunch Eligible Students, 2012 to 2018 Accountability Years

Accountability Year	Humboldt FRL Eligible	Nevada FRL Eligible
2011-2012	41.6%	51.6%
2012-2013	39.3%	49.9%
2013-2014	38.4%	52.9%
2014-2015	39.5%	53.2%
2015-2016	41.2%	48.9%
2016-2017	46.7%	60.7%
2017-2018	47.5%	58.3%

Source: NevadaReportCard.com

Figure 30. Humboldt County vs State Comparison, School District Free and Reduced Lunch Eligibility, 2012 to 2018 Accountability Years, Index 2012 = 100

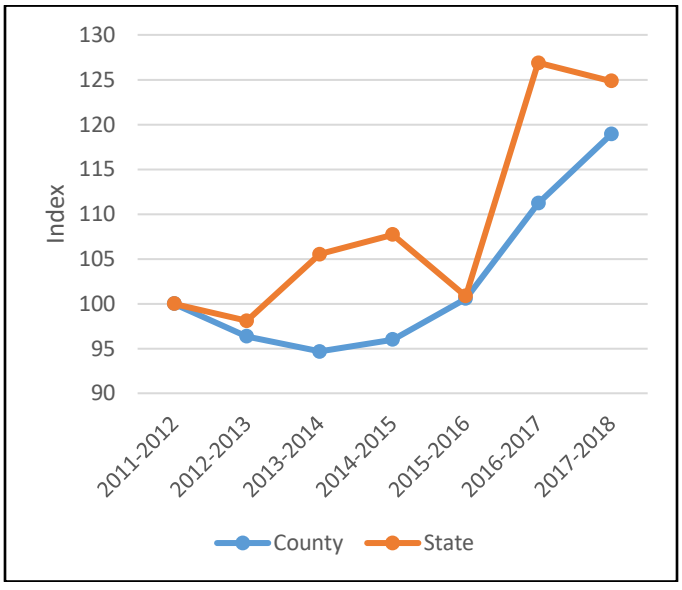
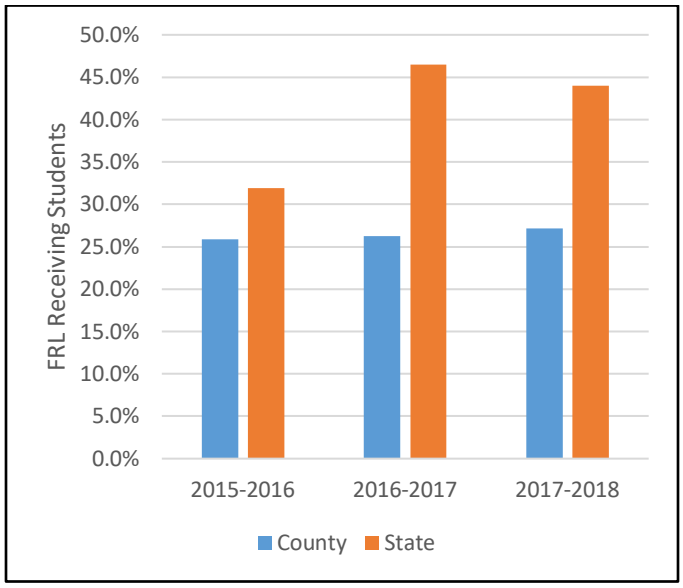


Table 31. Humboldt County School District Percent of Eligible Students who Received Free and Reduced Lunch, 2016 to 2018 Accountability Years

Accountability Year	Humboldt FRL Receiving	Nevada FRL Receiving
2015-2016	25.9%	31.9%
2016-2017	26.2%	46.5%
2017-2018	27.2%	44.0%

Source: NevadaReportCard.com
Note: This table shows the percentage of students who receive free or reduced lunch after eligibility is approved.

Figure 31. Humboldt County vs State Comparison, School District Free and Reduced Lunch Receiving Students, 2012 to 2018



County Breakdown

From 2012 to 2018, the number of students eligible for free and reduced lunch has increased for both the county and the state. As of 2018, Humboldt County is at its peak in FRL eligible students, at 47.5%. The year before that saw the highest year-to-year increase. The number has been rising since 2014. The state level also shows a notable increase in the year 2017, perhaps indicating a statewide initiative, or perhaps indicating loss in wealth. Poverty data and community assets should be consulted.

Regarding the percentage of students actually receiving the FRL for which they qualify, this number hovers above 25% for the county, but has steadily increased in the last three years. On the state level, this number fluctuates more, and is at 44% as of 2018.

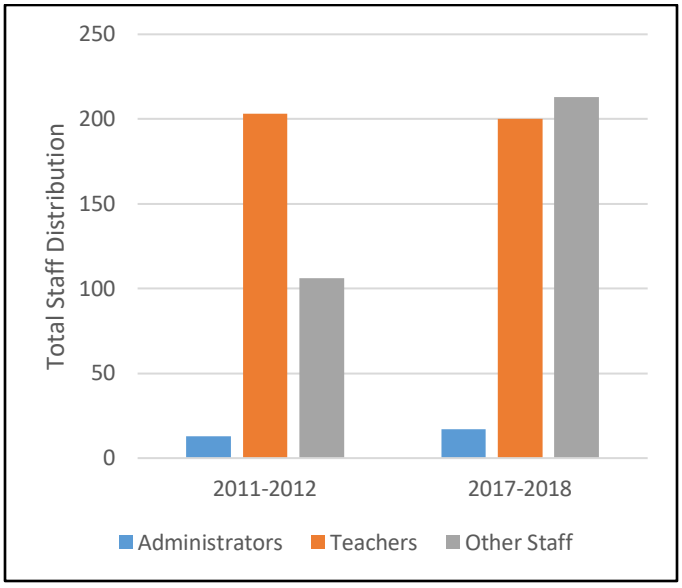
School District Staffing

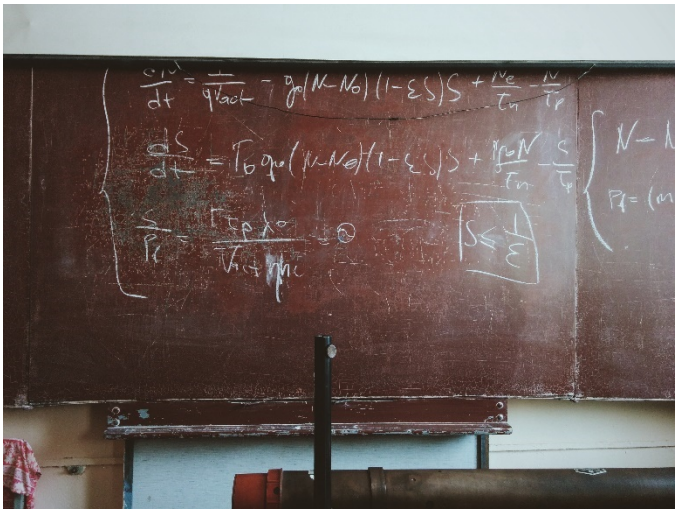
Table 32. Humboldt County School District Staffing, 2012 to 2018 Accountability Years

Accountability Year	Administrators	Teachers	Other Staff
2011-2012	13	203	106
2012-2013	27	271	102
2013-2014	12	205	182
2014-2015	14	207	200
2015-2016	14	212	196
2016-2017	15	203	220
2017-2018	17	200	213

Source: NevadaReportCard.com

Figure 32. Humboldt County School District Staffing, 2012 to 2018 Accountability Years





Definition

School District staffing is the number of administrators, teachers, and other staff in the entire school district.

Why is it important?

Staffing data allows school administration and decision makers to make necessary adjustments with regards to education and allotment. When compared with student teacher ratios, class sizes, per pupil expenditures, and overall budgets, this data helps highlight patterns that make it easier to decide what is best for education planning.

County Breakdown

Over the time period, the most notable change is the increase in *other staff* in the Humboldt County school district. This number doubled from 106 in 2012 to 213 in 2018. This change might indicate growth, stability, and consistency.

Specific year-to-year changes are highest in 2013, but since the numbers that were gained are immediately lost in the following year, this might indicate a discrepancy in the data. However, against this assumption, the fact that the number of *other staff* increased in the following year of 2014, and remained at a high increase, might mean that the data here is correct.

Student Teacher Ratios

Definition

Student Teacher Ratio is the ratio of students per one teacher. Kindergarten ratios are based on number of classes, not teachers. Student Teacher ratios are calculated for primary education schools (elementary schools). 6th grade classes at middle-schools are not used in these calculations.

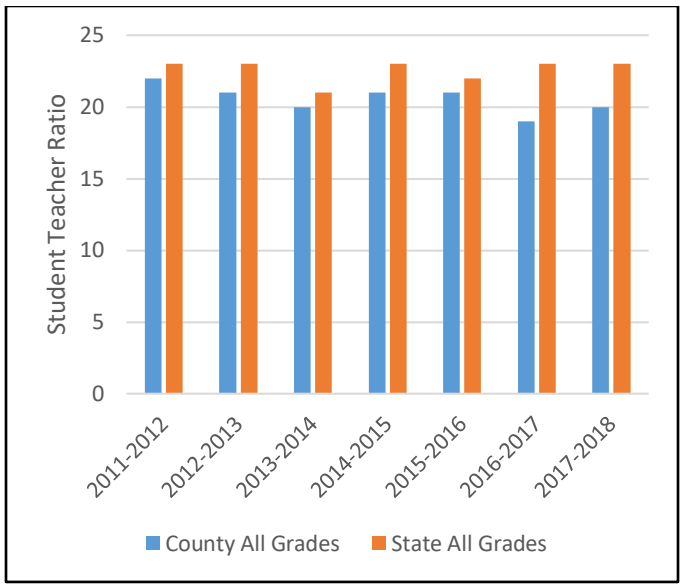
Why is it important?

Student teacher ratio data helps counties adjust amount of teachers, amount of classrooms, and allotment of students per teacher. Data here should be compared with population and employee inflow/outflow in order to strengthen the need or lack of adjustment. For example, if it is expected that a huge group of workers are going to migrate into the community for a momentary project or permanent place of work, then it will be necessary to see how their children, if applicable, will be integrated into the school system. If, on the contrary, the data shows a gradual decrease in population, then a look at the student teacher ratios might suggest a lowering of teacher employees.

County Breakdown

From 2012 to 2018, Humboldt County staffing ratios have decreased. Across almost all grade levels, the number of students per teacher has decreased. Since this could indicate many things, including population decrease or improved management, it is important to consult the other data as well as the schools themselves. Only 1st grade shows an increase from 19 students per teacher in 2012 to 20 in 2018. This number is slight, while the decreases for the other grades are slight, the largest one being the 6th grade ratio dropping from 26 students per teacher to 21. Nevertheless, these numbers indicate structural change.

Figure 33. Humboldt County vs State Comparison, Student Teacher Ratio, 2012 to 2018 Accountability Years



Nevada retained its overall ratio of 23 students per teacher while showing increases in certain grade levels. 1st through 5th grade all reported slight increases in student-teacher ratios while kindergarten and 6th grade reported slight decreases in student-teacher ratios.

The 2015 year shows an increase across the board in the ratios (and the year before that reported a decrease across the board). The only other year to show increases across the board is 2018.

Table 33. Humboldt County Student Teacher Ratio, 2012 to 2018 Accountability Years

Accountability Year	Humboldt								Nevada							
	All	K	1st	2nd	3rd	4th	5th	6th	All	K	1st	2nd	3rd	4th	5th	6th
2011-2012	22	22	19	19	21	24	26	26	23	24	19	19	21	26	27	25
2012-2013	21	19	18	21	22	22	27	25	23	25	20	21	22	27	27	26
2013-2014	20	22	16	21	20	23	25	27	21	20	19	19	20	24	24	24
2014-2015	21	19	21	19	21	20	24	25	23	21	21	21	23	28	28	21
2015-2016	21	20	17	20	20	22	24	24	22	21	19	20	22	28	29	21
2016-2017	19	20	21	19	19	18	25	20	23	21	19	19	22	27	28	20
2017-2018	20	19	20	18	19	21	24	21	23	22	20	20	22	28	29	24

Source: NevadaReportCard.com
The table shows the number of students per one teacher on average. Kindergarten ratios based on number of classes, not teachers. Student Teacher ratios are calculated for primary education schools (elementary schools.) 6th grade classes at middle-schools are not used in this calculation.

Average Class Size

Definition

Class sizes measure the average number of students per classroom session for primary (middle and high) school classes.

Why is it important?

Class size data allows school boards and teachers to maximize efficiency. Instead of having too many or too few students, the ideal class size is a balance. Trends and yearly measures should be compared to the state level, but rural vs. urban factors should also be considered.

County Breakdown

From 2012 to 2018, class size in Humboldt County for Science and Social Studies decreased while for the state it increased across all subjects. Humboldt County English class size has remained the same, in spite of fluctuation throughout the time period, while Math has increased. But for both county and state, most change in this section happens in the final two reporting years, whereas before 2017 and 2018, changes were mostly gradual. For example, in Humboldt County in 2017, average class size for each subject decreased, and then in the following year some of these sizes regained participation.

Figure 34. Humboldt County vs State Comparison, Average Class Size, 2012 to 2018 Accountability Years

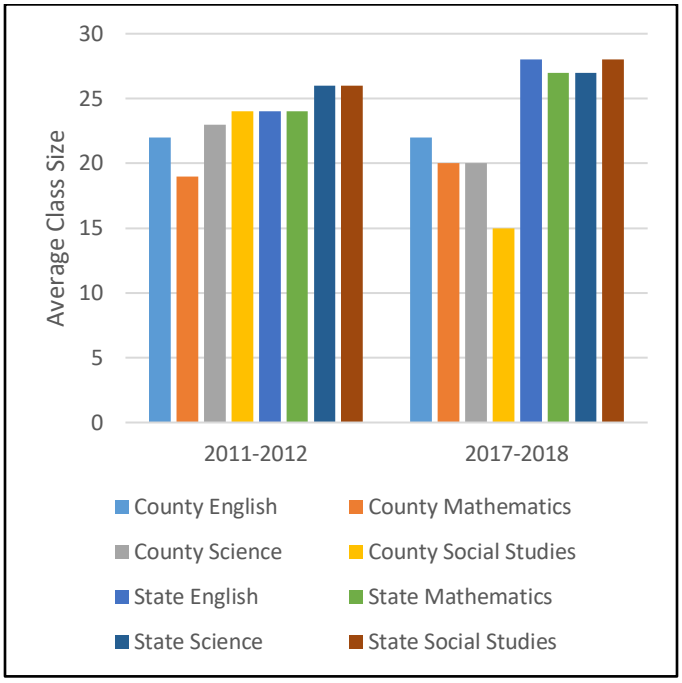


Table 34. Humboldt County Average Class Size by Subject Area, 2012 to 2018 Accountability Years

Accountability Year	Humboldt				Nevada			
	English	Math	Science	Social Studies	English	Math	Science	Social Studies
2011-2012	22	19	23	24	24	24	26	26
2012-2013	22	21	23	24	24	24	26	26
2013-2014	23	19	23	23	24	24	25	25
2014-2015	20	20	23	23	22	23	25	25
2015-2016	21	21	21	24	22	23	20	21
2016-2017	16	14	20	20	28	27	27	28
2017-2018	22	20	20	15	28	27	27	28

Source: NevadaReportCard.com
Class size is calculated for secondary education schools (middle- and high-schools.)

Graduation

Definition

The Graduation rate the rate at which 9th graders graduate by the end of the 12th grade (i.e., the number of students who graduate in four years with a regular high school diploma divided by the number of students who form the adjusted cohort for the graduating class).

Why is it important?

Graduation rate data is a key measure of success used across the state and nation. Graduation rate data shows the effectiveness of the county's school system, as well as the ability of its students to enter the work force or continue on to higher education. Graduation rate data should also be supplemented with overall education attainment and unemployment rate. Further research can include examining the school's graduation procedure and requirements to determine whether differences exist between schools and counties.

County Breakdown

The Humboldt County graduation rate has notably increased since 2012, going from 64% to 90% in six years. Similarly, the state's graduation rate went from 62% to 81%. This has been accomplished by Humboldt County while relatively maintaining the same class size. That being said, there was a span of two years between 2016 and 2017 where the number of non-graduates increased. However, in the following year of 2018, the number halved and Humboldt County reached its peak graduation rate at 90%.

Figure 35. Humboldt County vs State Comparison, Cohort Graduation Rates, 2012 to 2018 Accountability Years

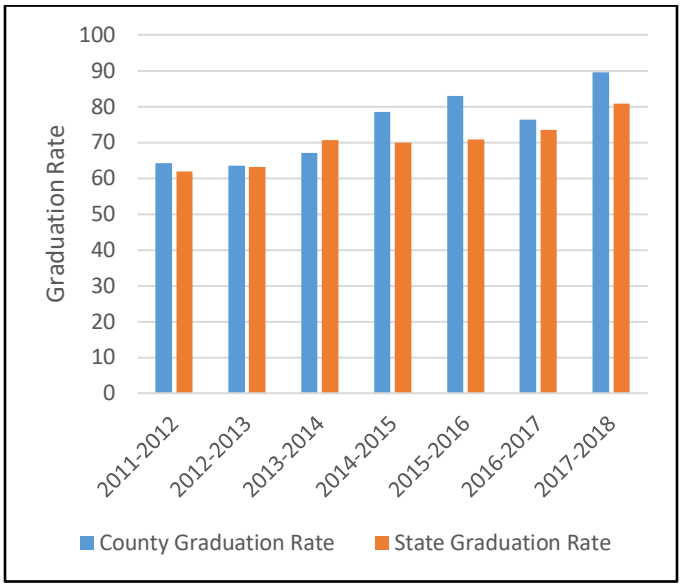


Table 35. Humboldt County Graduation, 2012 to 2018 Accountability Years

Accountability Year	Class Size	Graduates	Humboldt Transfers-Out	Non-Graduates	Grad. Rate	Nevada Grad. Rate
2011-2012	333	190	70	52	64.26	61.96
2012-2013	331	182	79	56	63.49	63.08
2013-2014	340	191	91	46	67.07	70.65
2014-2015	344	215	98	31	78.46	70.00
2015-2016	330	200	89	41	82.99	70.77
2016-2017	332	193	79	60	76.28	73.55
2017-2018	317	213	79	25	89.50	80.85

Source: NevadaReportCard.com
The accountability year refers to the preceding year's graduation class.
The symbol '-' indicates data not presented for groups less than ten, suppressed due to FERPA regulations.
Due to summation of FERPA regulated groups, all numbers may not add up.
**Graduation rate is reported as a 'Cohort Graduation Rate'. Please see the glossary in Appendix A for definition.*

Per Pupil Expenditures

Definition

Per pupil expenditures is the average amount of money spent on each student in the school district annually.

Why is it important?

Per pupil expenditure data better allows administrators and decision makers to conclude whether a certain dollar amount is being well-spent. A high per pupil expenditure paired with a high graduation rate is a likely indicator for well-planned government spending. Along the same lines, a high per pupil expenditure rate for a county compared to the state as a whole is a good indicator only if other factors such as class size and, again, graduation rate, are up to par. The divisions of instruction, support, operations, and leadership help identify strengths and weaknesses of said components. For accuracy, this data should be paired with graduation rate and class sizes.

Figure 36. Humboldt County vs State Comparison, Per Pupil Total Expenditures, 2012 to 2018 Accountability Years

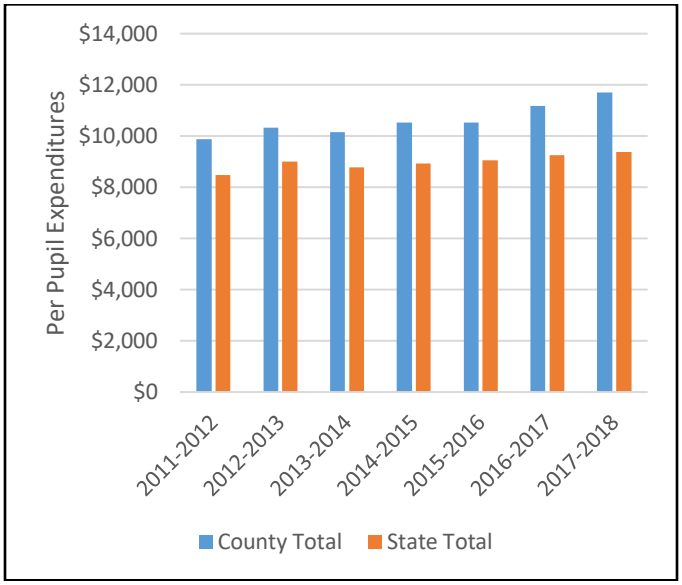
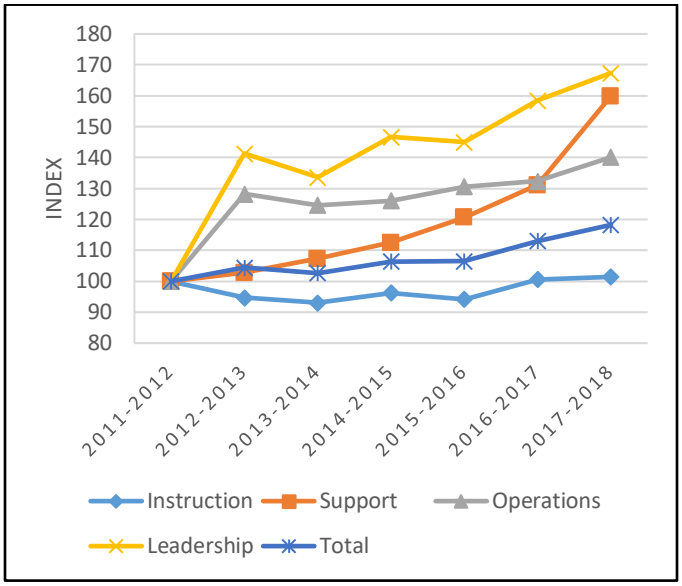


Figure 37. Humboldt County Per Pupil Expenditures, 2012 to 2018 Accountability Years, Index 2012 = 100



County Breakdown

Since 2012, per pupil expenditures has shown consistent increases for instruction, support, operations, and leadership. The only hiccups appear in a few years for the instruction category, as well as the year of 2014, wherein several categories including total county expenditure suffered a loss.

Humboldt County has shown particular increases in support, operations, and leadership, increasing the funding numbers by 60%, 40%, and 67% respectively. Total county expenditures has increased by 18%, while total state expenditures has increased by 11%.

Table 36. Humboldt County Per Pupil Expenditures, 2012 to 2018 Accountability Years

Accountability Year	Humboldt Instruction	Support	Operations	Leadership	Total Expenditure	Nevada Total Expenditure
2011-2012	$6,566	$943	$1,674	$703	$9,886	$8,471
2012-2013	$6,219	$969	$2,147	$993	$10,327	$9,004
2013-2014	$6,113	$1,012	$2,086	$939	$10,150	$8,777
2014-2015	$6,319	$1,061	$2,111	$1,031	$10,522	$8,937
2015-2016	$6,185	$1,138	$2,188	$1,019	$10,529	$9,057
2016-2017	$6,606	$1,237	$2,216	$1,114	$11,171	$9,242
2017-2018	$6,661	$1,508	$2,346	$1,176	$11,691	$9,389

Source: NevadaReportCard.com
All amounts shown are in 2017 dollars.

Economic Characteristics

This section includes measures of household and family income, unemployment, labor force, total jobs, per capita income, and personal income totals. This section also goes into detail on the jobs and earnings by the two-digit NAICS codes (for industry) and SOC codes (for occupations.)

Signs of economic wellbeing, employment and unemployment, inflow and outflow, income trends, county business output, and underprivileged instances, are all key in mapping out programs, reshaping business models, or, for individuals, even developing a career path.

Economic Characteristics

Data in this section is sourced from:

- Economic Modeling Specialists International
- Nevada Department of Employment, Training, and Rehabilitation
- US Bureau of Economic Analysis
- US Census Bureau
    - American Community Survey
    - American Fact Finder
    - OnTheMap

This Section Contains:

County Breakdown

Household and Family Income:

In every year from 2014 to 2017, the percentage of households with incomes of Less than $10,000 and $15,000 - $24,999 have consistently decreased. In this same timeframe, households in the higher range of $25,000 and $34,999 have increased. Meanwhile lower brackets of family income show a higher fluctuation than higher brackets. All family income brackets, however, show less of a fluctuation than household income data.

Unemployment and Labor Force:

Unemployment rates decreased year-to-year for both Humboldt and the state as a whole. The only year that does not report a change for Humboldt is 2014, whereas every other year is a consistent and arguably large decline. Overall the unemployment rate is lower for Humboldt in every year. Nevada's rates dropped at a higher rate, but Humboldt unemployment remains lower. The highest decrease for Humboldt was in 2017, and the highest decrease for Nevada was in 2014. Humboldt County labor force participation has decreased overall in the 2010-2017 time period, with the years of increase occurring earlier, between 2010 and 2013. Nevada's labor force participation also decreased each year.

Industry:

From 2010 to 2018, every industry in Nevada except for Utilities reported an increase in jobs. For Humboldt County, however, twelve out of the twenty industries increased in total jobs, while the other eight decreased.

Occupation:

From 2010 to 2018, every industry in Nevada reported an increase in jobs. For Humboldt County, however, eleven out of the twenty industries increased in total jobs, while the other nine decreased.

Employment Inflow/Outflow:

In Humboldt County, the three categories of employee inflow/outflow have seen changes. The 200+ more workers living outside of the county but employed inside means local production is being met by outside the county.

Per Capita and Personal Income:

Humboldt County's per capita income has increased very slightly between 2010 and 2017, at 0.42%. The state's per capita income, on the other hand, has decreased by 8%.

Gross Regional Product:

In Humboldt County, the three industries with the highest GRP are Mining, Quarrying, Oil/Gas Extraction ($607M); Government and Public Administration ($137M); and Utilities ($81M).

Household Income

Definition

Household Income is measured by the combined income of everyone who lives in the residence.

Why is it important?

Household income informs the decision maker of employment status, livelihood, and occupancy of residents in the area. Assistance programs rely on household data for distribution of funds. When utilized with GIS mapping technology, household data allows interested parties to identify segments of the community and proceed with planning businesses or government projects. This data should be cross-referenced with jobs by industry and occupation to provide further knowledge on the typical community individual.

County Breakdown

In every year from 2014 to 2017, the percentage of households with incomes of *Less than $10,000* and *$15,000 - $24,999* have consistently decreased. In this same timeframe, households in the higher range of $25,000 and $34,999 have increased. Coupled with the median and mean data for the same time period, this information indicates that Humboldt County has increased in average household income in the past four years, and, beyond that, this household income has increased since 2010. In fact, median income has increased every year between 2010 and 2017 except for 2011. Moreover, mean income, although it suffered decreases in the years between, also increased overall from 2010 to 2017.

Compare Humboldt County to the state, whose average household income (both median and mean) has decreased in this time period. That being said, the two latest reporting years of 2016 and 2017 show increases in the state average (as well as Humboldt County's).

Table 37. Humboldt County Median and Mean Household Income, 2010 to 2017

Year	Humboldt Median	Humboldt Mean	Nevada Median	Nevada Mean
2010	$62,363	$74,414	$62,441	$80,802
2011	$60,319	$75,321	$60,988	$79,546
2012	$62,387	$75,171	$58,301	$76,294
2013	$63,091	$74,426	$56,013	$73,866
2014	$65,272	$74,431	$54,405	$72,274
2015	$67,232	$74,319	$53,453	$71,292
2016	$68,505	$73,795	$54,049	$72,129
2017	$69,324	$76,754	$55,434	$73,862

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.
Median and mean income are shown in 2017 dollars.

Figure 38. Humboldt County vs State Comparison, Median and Mean Household Income, 2010 to 2017

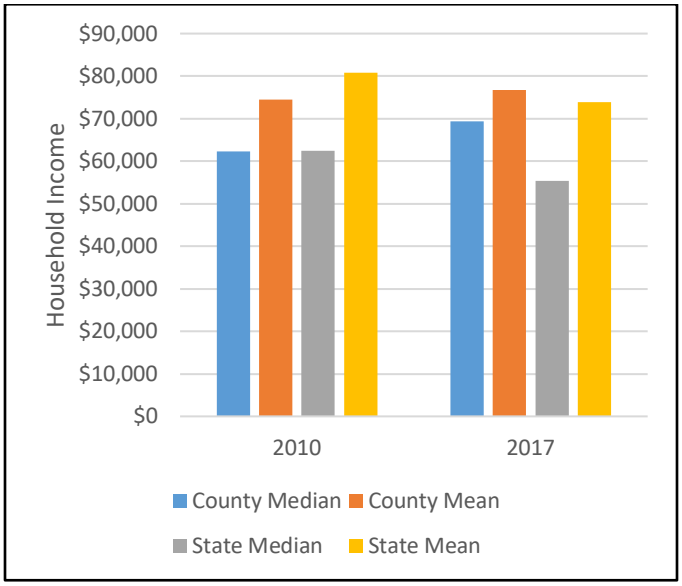


Table 38. Humboldt County Household Income Distribution, 2010 to 2017

Year	Less than $10,000	$10,000 - $14,999	$15,000 - $24,999	$25,000 - $34,999	$35,000 - $49,999	$50,000 - $74,999	$75,000 - $99,999	$100,000 - $149,999	$150,000 or more
2010	6.1%	3.6%	9.8%	11.2%	14.9%	19.6%	14.8%	13.4%	6.5%
2011	6.8%	4.1%	10.0%	9.0%	16.0%	19.6%	11.9%	15.0%	7.7%
2012	7.7%	3.8%	10.4%	7.5%	13.9%	19.5%	13.3%	15.9%	8.1%
2013	7.7%	3.5%	10.9%	8.1%	12.7%	19.1%	12.9%	17.4%	7.7%
2014	7.2%	2.4%	10.2%	9.2%	10.5%	21.7%	12.8%	18.6%	7.2%
2015	6.9%	2.4%	8.8%	8.6%	11.7%	21.6%	12.8%	20.5%	6.8%
2016	6.3%	2.6%	8.4%	9.5%	11.6%	19.7%	14.9%	19.7%	7.3%
2017	4.5%	2.5%	7.4%	10.9%	11.5%	15.8%	17.7%	21.7%	8.2%

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Family Income

Definition

The sum of the income of all family members 15 years and older living in the household. Families are groups of two or more people (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.

Why is it important?

Family data can help determine needs for children and lower income families in general. This can include support at school in the form of paid or assisted lunch. It can also include grants to underprivileged individuals.

County Breakdown

Lower brackets of family income show a larger fluctuation than higher brackets. All brackets, however, show less of a fluctuation than *household* income data.

All six lower brackets up to $74,999 reported overall percentages loss, while the three uppermost brackets reported 2010-2017 increases of 27%, 34%, and 14%, suggesting an overall move-up in income brackets. We also more directly see that the median and mean family income average has increased for Humboldt County in this time period.

As with household income, average family income has decreased for the state from 2010 to 2015, but, along with Humboldt County, has increased in these last two reporting years. For specific changes, 2010 to 2011 shows a doubling of *$10,000-$14,999* family incomes, followed by a gradual decrease over the rest of the time period. 2016 and 2017 were large growth years for the three highest brackets.

Table 39. Humboldt County Median/Mean Family Income, 2010 to 2017

Year	Humboldt Median	Humboldt Mean	Nevada Median	Nevada Mean
2010	$77,351	$85,265	$72,181	$90,637
2011	$77,108	$87,182	$70,649	$89,411
2012	$77,391	$86,590	$67,686	$85,740
2013	$78,962	$86,191	$65,093	$83,067
2014	$77,377	$84,417	$63,655	$81,601
2015	$75,263	$82,783	$62,803	$80,847
2016	$75,608	$81,113	$63,652	$82,121
2017	$80,884	$86,146	$65,469	$84,382

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.
Median and mean income are shown in 2017 dollars.

Figure 39. Humboldt County vs State Comparison, Family Median and Mean Income, 2010 to 2017, Index 2010 = 100

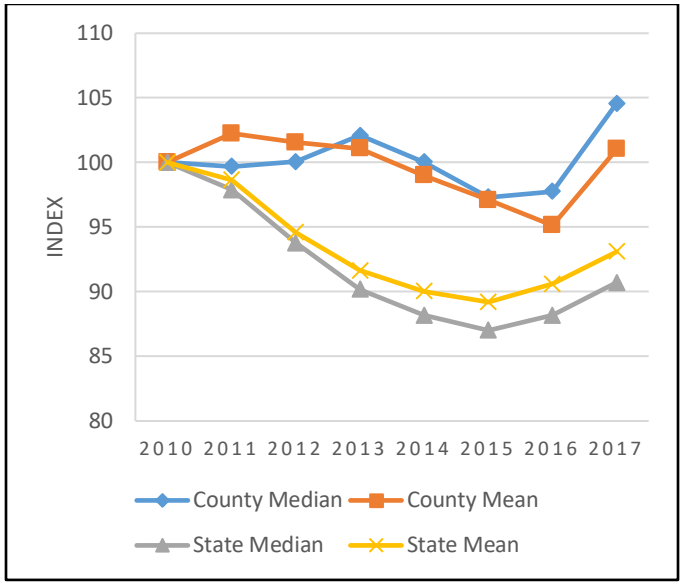


Table 40. Humboldt County Family Income Distribution, 2010 to 2017

Year	Less than $10,000	$10,000 - $14,999	$15,000 - $24,999	$25,000 - $34,999	$35,000 - $49,999	$50,000 - $74,999	$75,000 - $99,999	$100,000 - $149,999	$150,000 or more
2010	4.7%	1.1%	8.5%	10.7%	12.0%	18.4%	17.5%	18.2%	9.0%
2011	3.8%	2.4%	8.0%	9.3%	14.0%	18.4%	13.6%	19.8%	10.8%
2012	5.5%	2.5%	5.5%	10.3%	12.2%	17.0%	13.9%	21.4%	11.9%
2013	5.6%	1.9%	6.3%	8.2%	11.1%	17.5%	15.2%	22.9%	11.2%
2014	5.7%	1.3%	5.7%	8.3%	10.4%	19.7%	16.6%	21.7%	10.5%
2015	5.7%	1.3%	5.9%	6.9%	12.0%	20.9%	15.6%	22.0%	9.7%
2016	5.5%	0.9%	6.2%	7.2%	11.7%	20.0%	18.6%	20.4%	9.5%
2017	2.9%	0.6%	5.8%	6.3%	11.7%	15.9%	22.2%	24.4%	10.3%

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Unemployment

Definition

The unemployment rate represents the number of unemployed people as a percentage of the civilian labor force. All civilians 16 years old and over are classified as unemployed if they (1) were neither "at work" nor "with a job but not at work" during the reference week, and (2) were actively looking for work during the last 4 weeks, and (3) were available to accept a job. Also included as unemployed are civilians who did not work at all during the reference week, were waiting to be called back to a job from which they had been laid off, and were available for work except for temporary illness.

Why is it important?

It is a clear indicator of the health of an economy. A high unemployment rate is usually a sign of a weaker economy with a lack of business and development that would otherwise support its citizens. At the same time, a high unemployment rate does *not* indicate a lack of participating individuals, because only those who are actively seeking employment are measured. For a further explanation on labor force impacts, see the next page. A low unemployment rate indicates the flow of money, the exchange of goods, and general growth and prosperity. It is important to emphasize general trends rather than spikes.

Table 41. Humboldt County Unemployment, 2010 to 2017

Year	Humboldt Unemployment	Nevada Unemployment
2010	8.7%	13.5%
2011	7.8%	13.0%
2012	6.6%	11.2%
2013	6.2%	9.6%
2014	6.2%	7.9%
2015	5.8%	6.8%
2016	5.3%	5.7%
2017	4.1%	5.1%

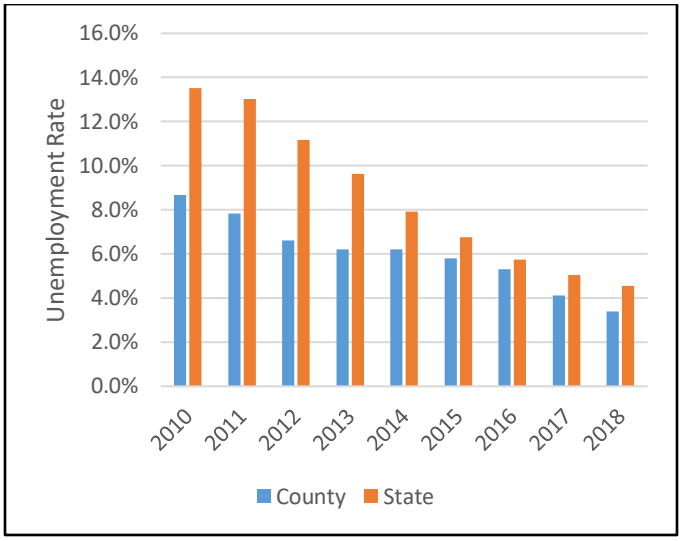
Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

County Breakdown

Unemployment rates decreased year-to-year for both Humboldt and the state as a whole. The only year that does not report a change for Humboldt is 2014, whereas every other year is a consistent and arguably large decline. Overall the unemployment rate is lower for Humboldt in every year. Nevada's rates dropped at a higher rate, but Humboldt unemployment remains lower.

The highest decrease for Humboldt was in 2017, and the highest decrease for Nevada was in 2014.

Figure 40. Humboldt County vs State Comparison, Unemployment Rate, 2010 to 2017



Labor Force

Definition

The labor force represents the proportion of those who are in employment or seeking employment (unemployed). It does not factor in people who are not seeking employment.

Why is it important?

The labor force is an indicator for economic activity or lethargy. For income, individuals who are not participating in the labor force might live with family, live off savings, or engage in social welfare programs. Thus a labor force participation rate is key in identifying the relationship between people and the money that flows in the county. A low labor force participation rate might also indicate a higher retirement community.

Figure 41. Humboldt County vs State Comparison, Labor Force Participation, 2010 to 2017

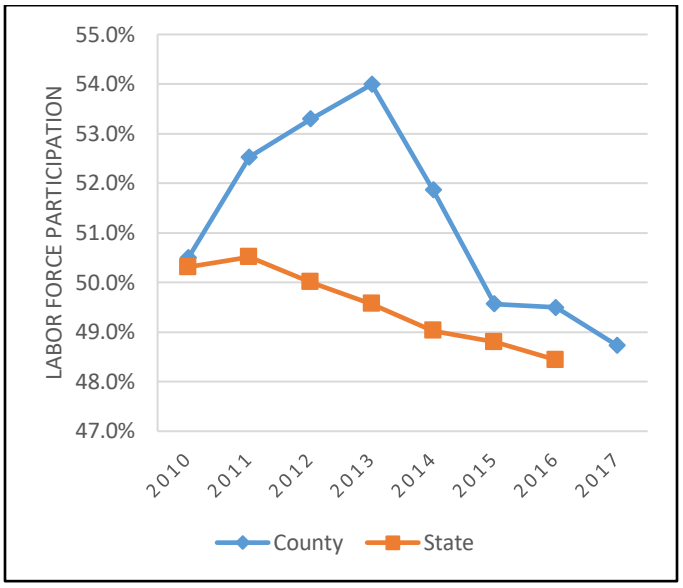


Table 42. Humboldt County Labor Force Participation, 2010 to 2017

Year	Humboldt Labor Force Participation	Nevada Labor Force Participation
2010	50.5%	50.3%
2011	52.5%	50.5%
2012	53.3%	50.0%
2013	54.0%	49.6%
2014	51.9%	49.0%
2015	49.6%	48.8%
2016	49.5%	48.4%
2017	48.7%	48.6%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

Table 43. Humboldt County Labor Force, 2010 to 2017

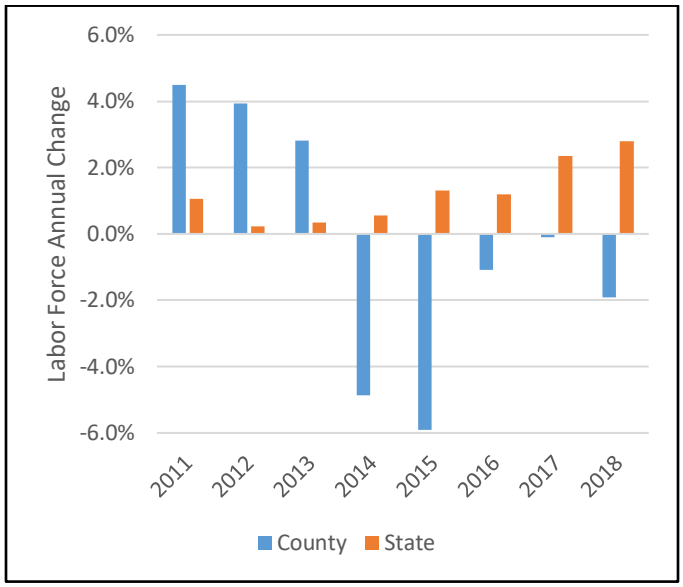
Year	Humboldt Labor Force	Nevada Labor Force	Humboldt Annual Change	Nevada Annual Change
2010	8,346	1,358,578	-	-
2011	8,738	1,373,115	4.5%	1.1%
2012	9,096	1,376,381	3.9%	0.2%
2013	9,360	1,381,157	2.8%	0.3%
2014	8,925	1,388,769	-4.9%	0.5%
2015	8,427	1,407,272	-5.9%	1.3%
2016	8,336	1,424,145	-1.1%	1.2%
2017	8,327	1,458,344	-0.1%	2.3%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

County Breakdown

Humboldt County labor force participation has decreased overall in the 2010-2017 time period, with the years of increase occurring earlier, between 2010 and 2013. Nevada's labor force participation also decreased each year. It should be remembered here that labor force *participation* is not a representation of unemployment rate. Rather, it is a representation of those who want to and are able to work. So while the labor force may have increased for Nevada, and at times for Humboldt County, the labor force participation for both regions decreased.

Figure 42. Humboldt County vs State Comparison, Labor Force Annual Change, 2011 to 2017



Total Jobs

Definition

A job is any position in which a worker provides labor in exchange for monetary compensation. This includes those who work as employees for businesses (a.k.a. "wage and salary" employees) and proprietors who work for themselves.

Total jobs refer to the number of jobs located in the county.

Why is it important?

Jobs act as an economic baseline indicator for the activity in a community. Jobs indicate money for the individuals and also money for the community, assuming employed individuals are living in the county and there are establishments in the county whereat they can spend their money. While total jobs is a necessary reference point, jobs by industry, jobs by occupation, average earnings, and employment inflow/outflow should all be consulted in order to get an accurate picture for any type of development or future projects.

County Breakdown

From 2010 to 2018, total Nevada jobs has increased consistently from year to year. On the other hand, four of the last five reporting years for Humboldt County show a decrease in total jobs. In 2013 the county's jobs totaled 9,138, but by 2018 this number had become 8,215.

The biggest percentage drop was from 2015 to 2016, where jobs decreased by 4.29%. Closely behind that is two years previous, where jobs decreased by 4.23%. In the two most recent years, the decreases have lessened, and in fact, in 2018, jobs increased by +.18% (15 jobs). It was different in 2010 to 2013 when jobs increased from year to year.

Interesting Humboldt County cross-metrics to consider here are labor force participation and unemployment, both of which, in spite of a decrease in total jobs, have improved between the time period of 2010 and 2018.

Figure 43. Humboldt County Total Jobs, 2010 to 2018

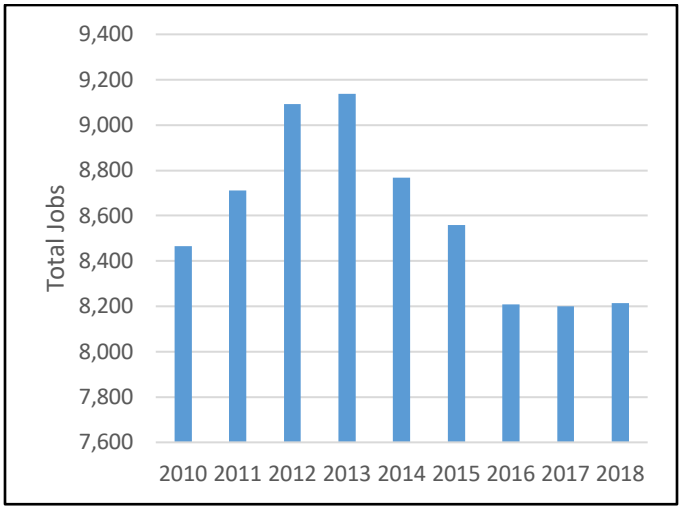
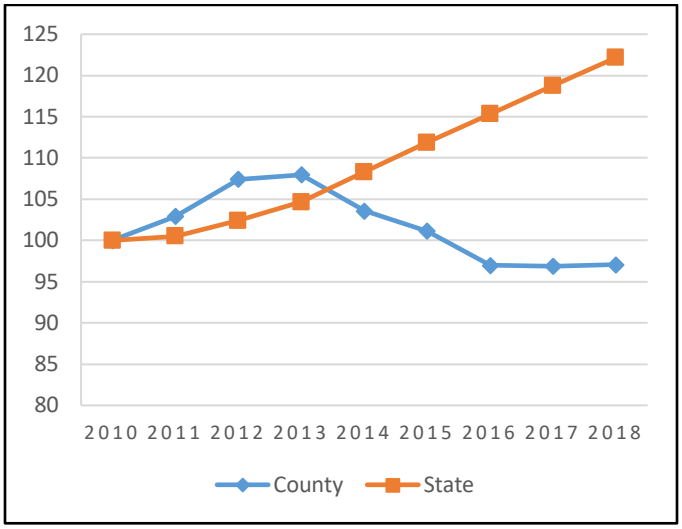


Table 44. Humboldt County Total Jobs, 2010 to 2018

Year	Humboldt Total Jobs	Nevada Total Jobs
2010	8,465	1,212,305
2011	8,710	1,218,255
2012	9,093	1,241,315
2013	9,138	1,268,635
2014	8,767	1,313,078
2015	8,560	1,356,460
2016	8,208	1,398,168
2017	8,200	1,439,876
2018	8,215	1,481,034

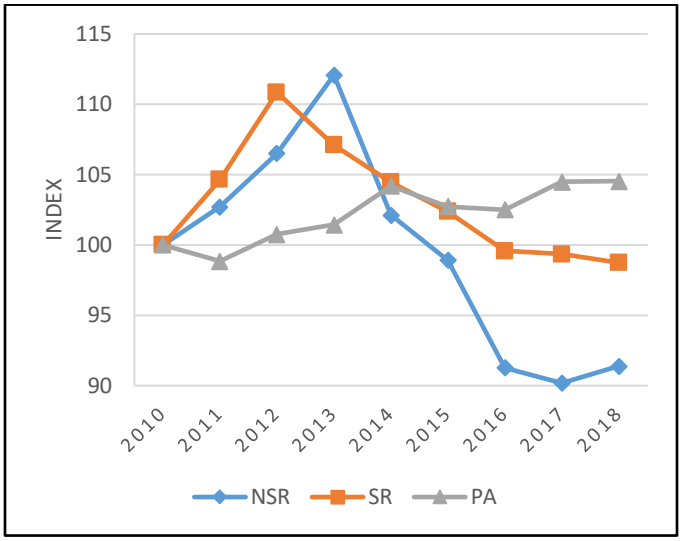
Source: Emsi 2019.3; QCEW, non-QCEW, Self-Employed
For those industries where job data was suppressed, '<10' shows instead of a specific amount.

Figure 44. Humboldt County vs State, Total Jobs, 2010 to 2018, Index 2010 = 100



Jobs by Industry

Figure 45. Humboldt County Total Jobs by Industry by Major Industry Type, 2010 to 2018. Index: 2010 = 100



Definition

An industry is a group of businesses that produce a product or provide a service. Listed here is the total amount of county jobs in each industry.

Why is it important?

Jobs by industry data indicates sector trends that help give a visual to the type of community or county, and how employees and businesses can adjust.

County Breakdown

From 2010 to 2018, every industry in Nevada except for Utilities reported an increase in jobs. For Humboldt County, however, twelve out of the twenty industries increased in total jobs, while the other eight decreased. By order of largest increase, the three most growing industries in Humboldt County were Transportation (+64.3%), Educational Services (+62.5%), and Real Estate (+21.3%). By order of largest decrease there was Management of Companies (-63.3%), Construction (-36.0%), and Administrative and Support (-25.3%). In contrast, these latter three industries grew largely on the state level.

Table 45. Humboldt County Jobs by Industry, 2010 and 2018

NAICS 2-Digit Code	Type*	Humboldt		Nevada	
		2010	2018	2010	2018
11: Ag, Forestry, Fishing and Hunting	NSR	532	433	3,967	6,612
21: Mining, Quarry, Oil/Gas Extraction	NSR	1,770	1,800	12,315	14,693
22: Utilities	SR	134	137	4,323	4,097
23: Construction	NSR	600	384	69,532	98,524
31: Manufacturing	NSR	267	279	39,206	55,704
42: Wholesale Trade	SR	119	139	33,820	37,587
44: Retail Trade	SR	922	946	131,535	152,636
48: Transportation, Warehousing	SR	171	281	47,286	70,597
51: Information	SR	78	64	13,872	16,969
52: Finance and Insurance	SR	75	72	35,271	39,954
53: Real Estate and Rental and Leasing	SR	47	57	27,531	33,490
54: Professional, Scientific, Tech Services	SR	118	118	56,530	71,784
55: Mgmt. of Companies/Enterprises	SR	30	11	18,255	26,388
56: Administrative and Support	SR	348	260	78,028	110,886
61: Educational Services	SR	16	26	12,559	16,280
62: Health Care and Social Assistance	SR	375	295	97,059	128,576
71: Arts, Entertainment, and Recreation	SR	115	130	30,120	39,274
72: Accommodation, Food Services	SR	975	931	285,155	320,248
81: Other Services (except Public Admin)	SR	260	269	44,153	55,731
90: Government, Public Admin	PA	1,511	1,580	171,099	178,271
99: Unclassified Industry	-	<10	<10	690	2,731

Source: Emsi 2019.3; QCEW, non-QCEW, Self-Employed
For those industries where job data was suppressed, '<10' shows instead of a specific amount.
**Type of industry is broken into three categories. NSR: Non-Services Related; SR: Services Related; PA: Public Administration.*

Average Earnings per Worker by Industry

Definition

Earnings includes wage or salary income, net income (gross receipts minus expenses) from nonfarm and farm self-employment, Armed Forces pay, commissions, tips, piece-rate payments, and cash bonuses. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc. These earnings are reported per worker by industry, as compared to per worker by occupation.

Why is it important?

Average Earnings by Industry data is useful for employers and employees gauging the landscape and looking for shifts in the industry that might affect how they proceed with their business or career. Employers can shape their business models around the earnings numbers, while employees can use the numbers as a baseline or leverage point. Furthermore, decision makers get a better sense of which subsectors are getting paid more or less than the industry average. An increase in average earnings signals a demand. A consistent increase in average earnings signals an even stronger demand, one that has perhaps not yet been met.

Table 46. Humboldt County Average Earnings per Worker by 2-Digit NAICS, 2018

2018	Humboldt	Nevada
11: Ag, Forestry, Fish, Hunting	$39,971	$39,608
21: Mining, Quarry, Oil/Gas	$123,913	$115,890
22: Utilities	$152,663	$145,702
23: Construction	$62,051	$66,984
31: Manufacturing	$66,786	$72,845
42: Wholesale Trade	$80,832	$87,417
44: Retail Trade	$33,706	$37,360
48: Transportation, Warehouses	$63,530	$55,687
51: Information	$48,840	$78,353
52: Finance and Insurance	$47,133	$90,612
53: Real Estate, Rental, Leasing	$33,334	$53,473
54: Professional, Scientific, Tech	$55,410	$79,266
55: Management of Companies	$160,194	$150,083
56: Administrative and Support	$37,407	$39,653
61: Educational Services	$23,464	$47,093
62: Health Care, Social Assist.	$40,804	$65,367
71: Arts, Entertainment, Rec.	$20,878	$39,861
72: Accommodation, Food Svcs.	$21,640	$37,181
81: Other Services	$45,744	$34,199
90: Government, Public Admin	$76,327	$83,390
99: Unclassified Industry	-	$84,097

Source: Emsi 2019.3; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, '-' shows instead of a dollar amount.
Data is shown in 2018 dollars

Table 47. Humboldt County Average Earnings per Worker, 2010 to 2018

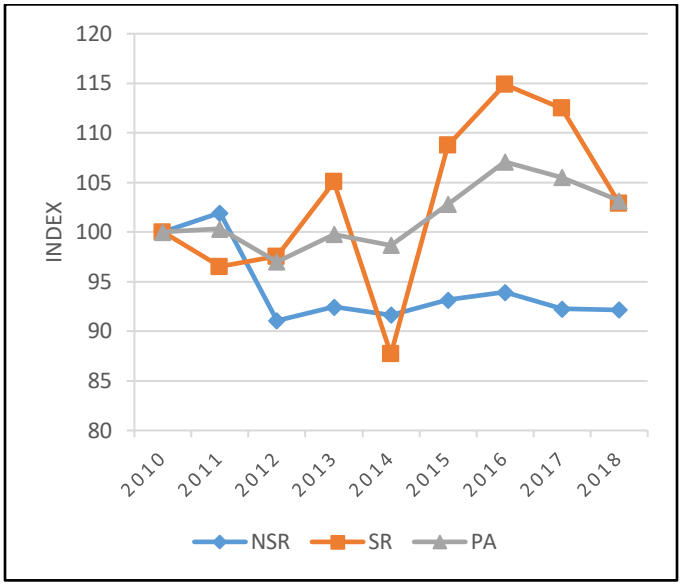
Year	Humboldt Average Earnings per Worker	Nevada Average Earnings per Worker
2010	$67,287	$59,070
2011	$67,823	$57,785
2012	$65,935	$57,420
2013	$67,637	$56,751
2014	$67,305	$57,310
2015	$69,635	$58,117
2016	$69,302	$58,354
2017	$69,528	$58,412
2018	$68,317	$58,454

Source: Emsi 2019.3; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, '-' shows instead of a dollar amount.
Data is shown in 2018 dollars

County Breakdown

From 2010 to 2018, overall average earnings per worker for Humboldt County increased. Unlike Humboldt, the state average reports more consistent increases after 2013. Currently, compared to the state, Humboldt workers earn higher on average in *six* of the twenty industries. Although jobs in the Management of Companies industry nearly halved between 2010 and 2018, the county's average earnings remains higher than the state's. The largest discrepancy between state and county is in the finance and insurance industry where state workers earn almost double than those in Humboldt County.

Figure 46. Humboldt County Average Earnings per Worker by Major Industry Type, 2010 to 2018, Index 2010 = 100



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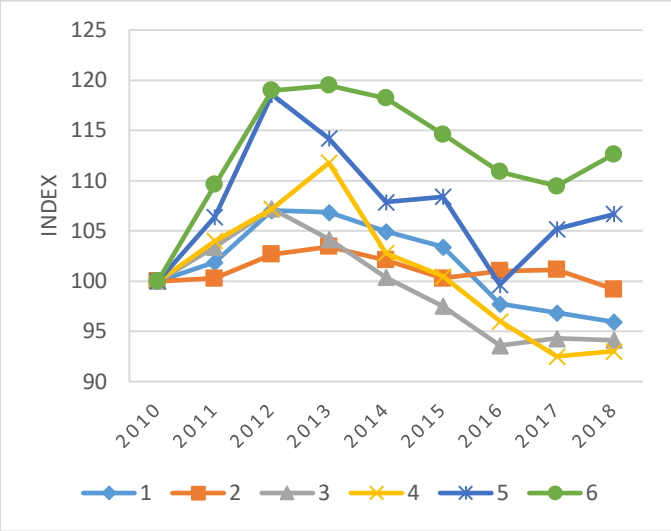
Jobs by Occupation

Figure 47. Humboldt County Total Jobs by Occupation by Major Occupation Type, 2010 to 2018. Index: 2010 = 100



Definition

An occupation describes the kind of work the person does on the job. For those who worked at two or more jobs, the data refers to the job which the person worked the most hours.

Why is it important?

Jobs by occupation data outlines job availability, need, and demand. This data indicates sector trends that then suggest general wellbeing. Occupation data shows employees the accessibility, and businesses the best way to fit employment plans into their business models.

County Breakdown

From 2010 to 2018, every industry in Nevada reported an increase in jobs. For Humboldt County, however, eleven out of the twenty industries increased in total jobs, while the other nine decreased. Protective Service and Legal reported the highest increases, at +19.4% and +14.3%.

Table 48. Humboldt County Jobs by Occupation Code, 2010 to 2018

SOC 2-Digit Code	Type*	Humboldt		Nevada	
		2010	2018	2010	2018
11-Management	1	545	488	54,880	74,862
13-Business and Financial Operations	1	164	161	42,435	56,629
15-Computer and Mathematical	1	43	46	16,451	23,541
17-Architecture and Engineering	1	169	158	13,220	15,758
19-Life, Physical, and Social Science	1	186	177	8,160	9,413
21-Community and Social Service	1	107	93	13,083	15,383
23-Legal	1	25	29	9,325	10,622
25-Education, Training, and Library	1	418	431	50,071	56,911
27-Arts, Design, Entertain, Sports, Media	1	43	48	23,704	29,730
29-Healthcare Practitioners and Tech	1	198	189	48,729	64,068
31-Healthcare Support	2	105	90	23,168	28,438
33-Protective Service	2	175	209	36,641	43,956
35-Food Preparation and Serving Related	2	712	721	169,384	191,773
37-Building/Grounds Cleaning, Maint.	2	353	311	73,673	81,167
39-Personal Care and Service	2	245	246	68,184	90,133
41-Sales and Related	3	712	705	135,033	156,802
43-Office and Administrative Support	3	910	821	187,002	215,953
45-Farming, Fishing, and Forestry	4	247	255	2,476	4,213
47-Construction and Extraction	4	1,127	998	60,704	81,669
49-Installation, Maintenance, and Repair	4	791	762	46,845	57,709
51-Production	5	452	461	40,394	53,381
53-Transportation and Material Moving	5	696	763	79,934	109,275
55-Military	6	21	24	8,808	9,649
99-Unclassified	-	0	0	0	0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those occupations where job data was suppressed, '<10' shows instead of a specific amount.
**Type has six categories: 1. Management, Business, Science, Arts; 2. Service; 3. Sales and Office; 4. Natural Resources, Construction, Maintenance; 5. Production, Transportation, Material Moving; 6. Military Specific*

Average Earnings per Worker by Occupation

County Breakdown

In Humboldt County, the three occupations that pay the most, arranged by hourly, are Healthcare Practitioners; Architecture and Engineering; and Management. The former two pay more in the county than on the state level, while Management employees get paid more on the state level than in the county.

On average, the Humboldt County employee gets paid more than the Nevada employee. In half of the occupation classes Humboldt County employees get paid more on average, while in the other half state employees get paid more. For categories four and five, which includes natural resources, construction, maintenance, production, and transportation, the Humboldt County employee gets paid more on average.

Figure 48. Humboldt County vs State Comparison, Average Hourly Earnings, 2018

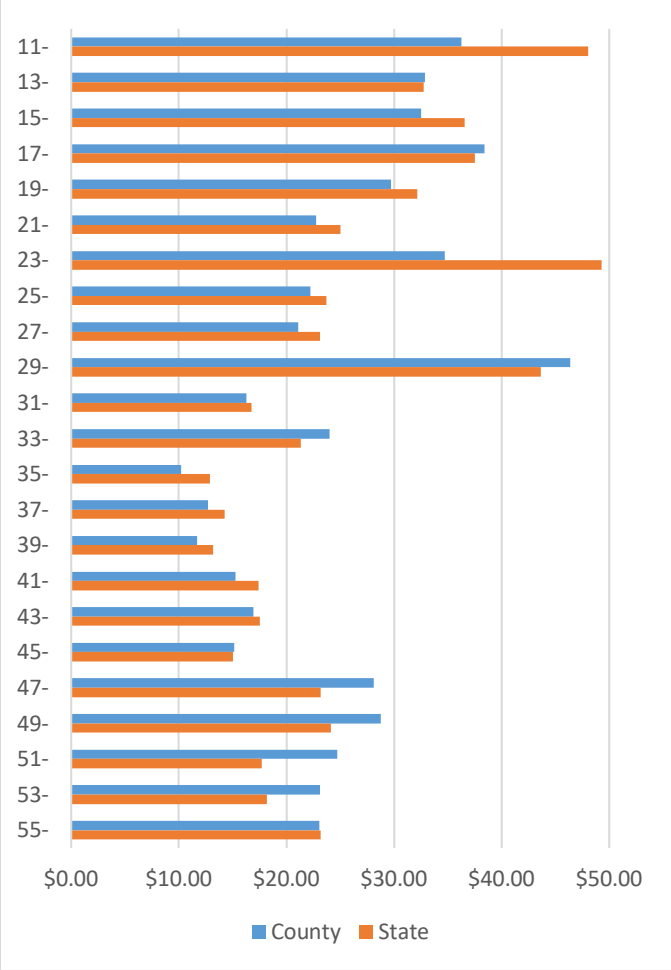


Table 49. Humboldt County Avg. Hourly Earnings by Occupation, 2018

	Humboldt	Nevada
11-Management	$36.27	$48.01
13-Business/Financial Operations	$32.85	$32.77
15-Computer and Mathematical	$32.51	$36.59
17-Architecture and Engineering	$38.41	$37.50
19-Life, Physical, Social Science	$29.73	$32.14
21-Community and Social Service	$22.74	$25.01
23-Legal	$34.69	$49.28
25-Education, Training, Library	$22.21	$23.70
27-Arts, Design, Entertainment, Sports, Media	$21.11	$23.10
29-Healthcare Practitioners Tech	$46.38	$43.65
31-Healthcare Support	$16.30	$16.78
33-Protective Service	$24.00	$21.30
35-Food Preparation and Serving	$10.22	$12.86
37-Building/Grounds Cleaning, Maint.	$12.73	$14.28
39-Personal Care and Service	$11.72	$13.19
41-Sales and Related	$15.26	$17.42
43-Office and Admin. Support	$16.94	$17.55
45-Farming, Fishing, Forestry	$15.14	$15.03
47-Construction and Extraction	$28.11	$23.18
49-Installation, Maint., Repair	$28.78	$24.11
51-Production	$24.71	$17.69
53-Transport., Material Moving	$23.11	$18.17
55-Military	$23.07	$23.18
99-Unclassified	$0.00	$0.00
Average Through all Occupations	$22.85	$21.67

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those occupations where data was suppressed, '-' shows instead of a specific amount.

Definition

Earnings includes wage or salary income (in the case of occupation, wages), net income (gross receipts minus expenses) from nonfarm and farm self-employment, Armed Forces pay, commissions, tips, piece-rate payments, and cash bonuses. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc. These earnings are reported per worker by occupation, as compared to per worker by industry.

Why is it important?

Average Earnings by Occupation data is useful for employers and employees gauging the landscape and looking for shifts in the industry that might affect how they proceed with their business or career. Employers can shape their business models around the earnings numbers, and employees can use the numbers as a reference or leverage point.

Employment Inflow/Outflow

Definition

Employee Inflow/Outflow compares where individuals live and where individuals work in relation to the county. Either an employee lives in the county and also works there; an employee lives in the county and works outside the county; or the employee lives outside the county and works inside the county.

Why is it important?

Employment Inflow/Outflow data helps visualize how new jobs, projects, and influxes of civilians and families are going to impact the community. For example, if a large construction project plans to bring a thousand employees into the county for a two-year period, inflow/outflow data enables decision makers to know how the surrounding area is going to be affected. The data reported in this section outlines the trend pattern, while other economic data in the report is used in conjunction to make necessary adjustments. Class sizes and housing occupancy, among other metrics, are expected to increase when new employees are living in the county. Thus, with the data, schools will more readily be able to adjust for possible incoming students.

County Breakdown

In Humboldt County, the three categories of employee inflow/outflow have seen changes. The 200+ more workers living outside of the county but employed inside means local production is being met by outside the county.

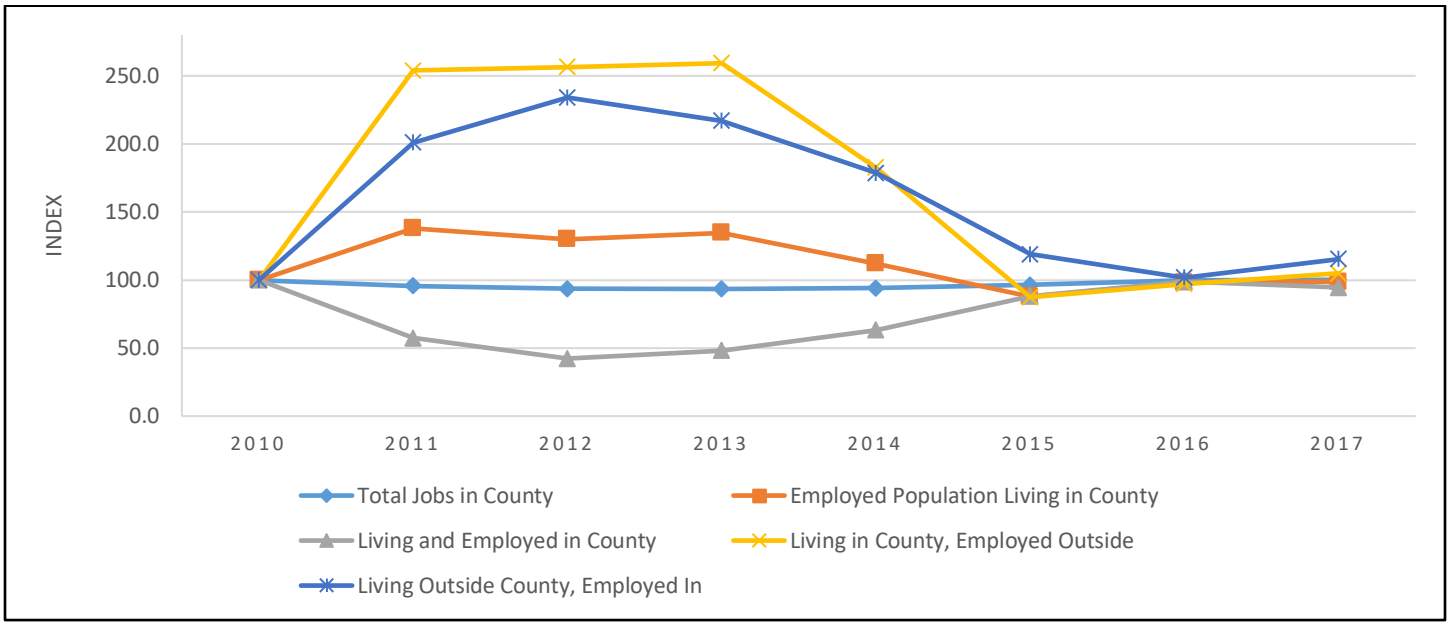
Table 50. Humboldt County Employment Inflow and Outflow, 2010 and 2017

	2010	2017
Total Jobs in County	7,859	8,180
Employed Population Living in County	7,415	7,584
Living and Employed in County	5,049	5,068
Living in County, Employed Outside	2,366	2,516
Living Outside County, Employed In	2,810	3,112

Source: U.S. Census Bureau (2019). LEHD Origin-Destination Employment Statistics (2010-2017). Washington, DC: U.S. Census Bureau, Longitudinal-Employer Household Dynamics Program, accessed on 11/20/19 at https://onthemap.ces.census.gov. LODES 7.3

Each category here has multiple potential effects on the regional economy. For example, the 7% decrease of those living inside the county but employed outside potentially indicates less growth. Because, to some degree, in 2015 more so than 2010, there is less money coming into the county from outside the county. Meanwhile total overall total jobs in the county increased by more than 600. This seems like a good increase, and to some extent it naturally is, but in 2010, 94% of Humboldt jobs were taken by Humboldt citizens, while in 2015, this number decreased to 89%.

Figure 49. Humboldt County Employment Inflow and Outflow, 2010 to 2017. Index: 2010 = 100



Per Capita Income

Definition

Per capita income is the mean income computed for every man, woman, and child in a particular group. It is derived by dividing the total income of a region by the total population.

Why is it important?

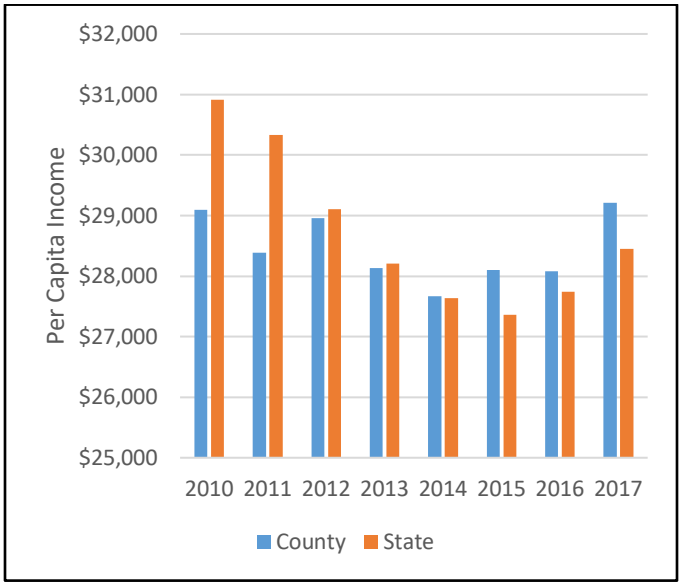
Per capita income data represents a community's economic stability and quality of living. A higher per capita income means a higher purchasing power. Consequently, a higher purchasing power means more room for economic growth and expansion. Increased per capita income is roughly a sign of increased wealth. Certain analysts conclude that per capita income is only valid when there is a low amount of wealthy citizens in the community, on the account of outliers distorting the data. Therefore, in order to be as accurate as possible, one should consult household income and family income in conjunction with per capita income.

Table 51. Humboldt County Per Capita Income, 2010 to 2017

Year	Humboldt Per Capita Income	Nevada Per Capita Income
2010	$29,094	$30,914
2011	$28,385	$30,328
2012	$28,957	$29,109
2013	$28,129	$28,207
2014	$27,666	$27,633
2015	$28,099	$27,363
2016	$28,076	$27,743
2017	$29,215	$28,450

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.
Per Capita Income is shown in 2017 dollars.

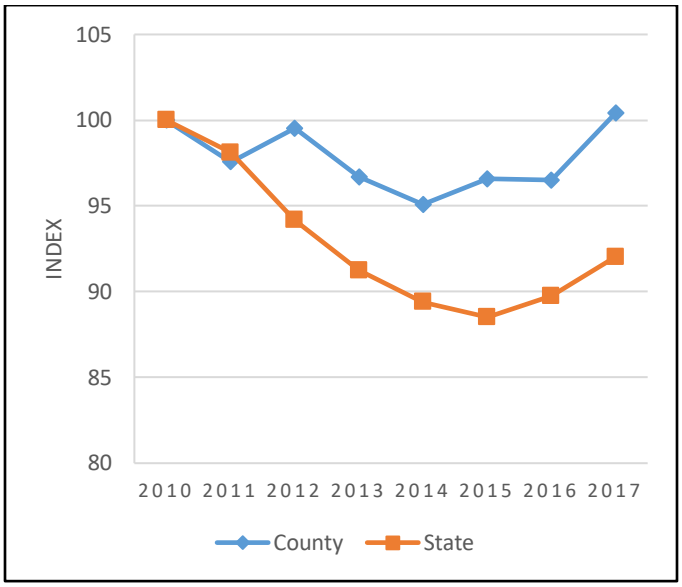
Figure 50. Humboldt County vs State Comparison, Per Capita Income, 2010 to 2017



County Breakdown

Humboldt County's per capita income has increased very slightly between 2010 and 2017, at 0.42%. The state's per capita income, on the other hand, has decreased by 8%. The overall change in both time periods follow a similar pattern of general decrease between 2010 and 2014, and a general increase afterwards, between 2015 and 2017.

Figure 51. Humboldt County vs State Comparison, Per Capita Income, 2010 to 2017, Index 2010 = 100



Personal Income

Definition

Income received by individuals from all sources. It includes income received from participation in production as well as from government and business transfer payments. For subdivision definitions, please see Appendix A: Glossary.

Why is it important?

Personal income data shows quality of living alongside signs of economic prosperity. When compared with metrics like poverty, housing, and personal income from other counties and states, personal income can be used to better assess levels of distribution. While the upmost level measure of personal income can be used to know the year-to-year trends of increased or decreased overall cash flow, the metrics to note are the subdivisions. An increase in earnings by place of work might mean job satisfaction or economic fulfillment. Since changes are accounted for inflation, increases in government social insurance contribution could mean social reform or a higher involvement on the part of employers instituting employee payment plans.

County Breakdown

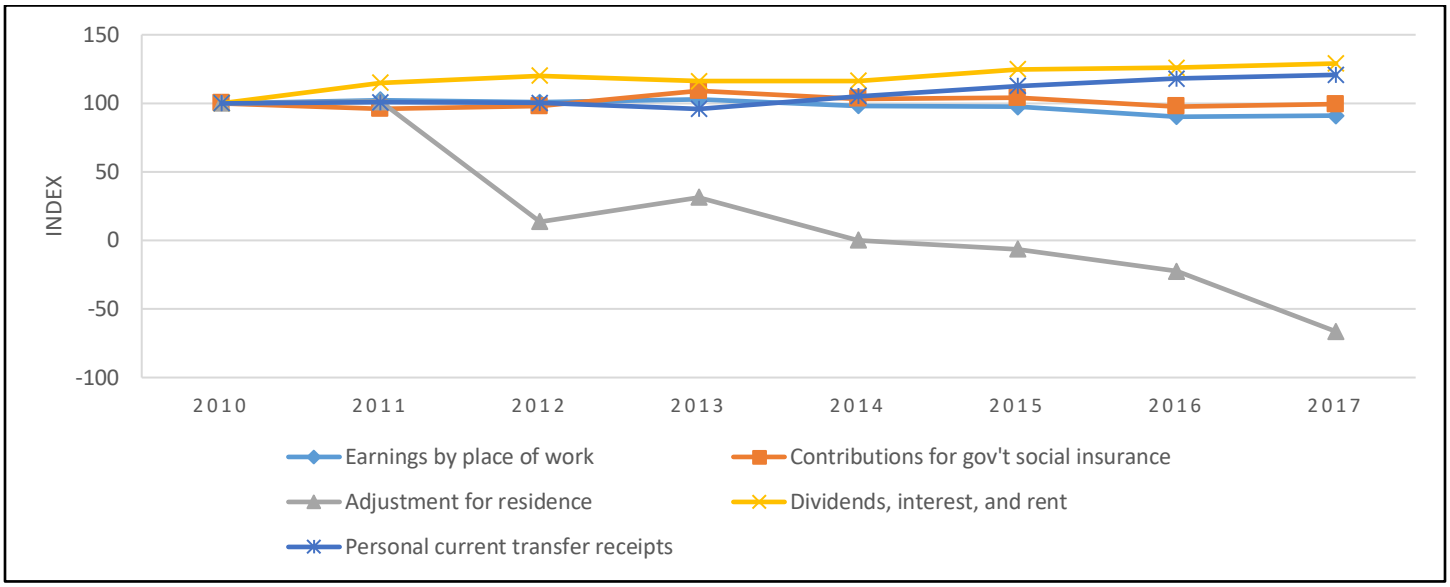
From 2010 to 2017, Humboldt County personal income increased by over $8M. At the same time, earnings by place of work decreased by more than $58.59M. The biggest increases in this income sector comes in dividends, interest, and rent, as well as personal current transfer receipts, both of which saw a +20% increase (more than $20M in each sector).

Table 52. Humboldt County Personal Income, 2010 and 2017

	2010	2017
Personal Income*	$758,377	$766,385
Earnings by place of work*	$649,800	$591,210
Contributions for gov't social insurance*	$61,895	$61,501
Employee/self-employed contributions*	$32,042	$30,867
Employer contributions*	$29,853	$30,634
Adjustment for residence	-$12,660	$8,413
Net earnings by place of residence	$575,246	$538,122
Dividends, interest, and rent	$85,624	$110,501
Personal current transfer receipts	$97,508	$117,762

Source: U.S. Bureau of Economic Analysis, "Personal Income and Employment by Major Component (CA4)" (accessed January 2019)
**All data is shown in thousands and is shown in 2017 dollars.*

Figure 52. Humboldt County Personal Income, 2010 to 2017. Index: 2010 = 100



Personal Income – Earnings Breakdown

Table 53. Humboldt County Personal Income, 2010 and 2017

	2010	2017
Earnings by Place of Work	$649,800	$591,210
Wages and salaries	$442,507	$445,332
Supplements to wages and salaries	$118,211	$119,088
Employer contributions for employee pension and insurance funds	$88,359	$88,454
Employer contributions for government social insurance	$29,853	$30,634
Proprietors' income	$89,082	$26,790
Farm proprietors' income	$15,067	-$9,508
Nonfarm proprietors' income	$74,014	$36,298

Source: U.S. Bureau of Economic Analysis, "Personal Income and Employment by Major Component (CA4)" (accessed January 2019)
**All data is shown in thousands and is shown in 2017 dollars*

Definition

Earnings are the remuneration (pay, wages) of a worker or group of workers for services performed during a specific period of time. Earnings breakdown data is a specific branch of income data that looks at how earnings are paid through place of employment. For subdivision definitions, please see Appendix A: Glossary.

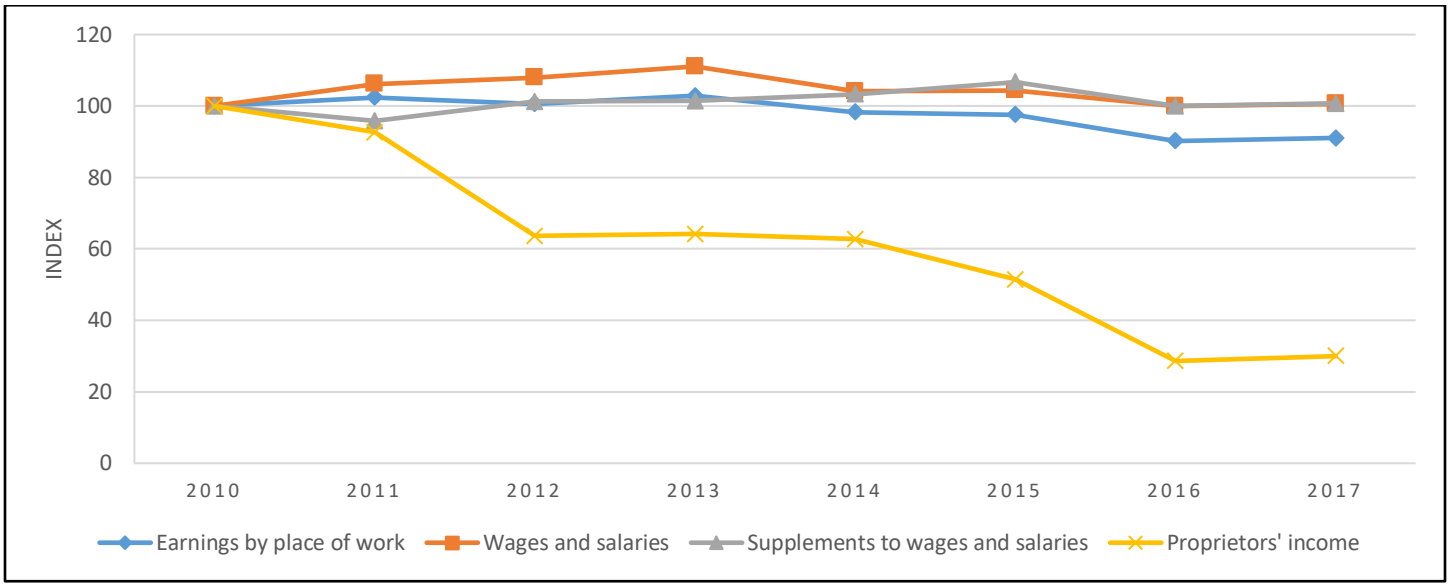
Why is it important?

Earnings breakdown data can be used to identify the different parts of payments through places of employment. This data is useful for identifying possible mandates, reforms, and overall increases or decreases in benefits such employer contributions. An outlook on the overall economic wellbeing of the community can be formed when using this data in conjunction with job and personal income data.

County Breakdown

Between 2010 and 2017, wages and salaries increased by $2.8M, and supplements to wages and salaries increased by $900k. Employer contributions also increased. The categories that saw the largest decreases are farm proprietors' income and nonfarm proprietors' income, the former which decreased by $24.5M and dipped into the negatives in 2017, and the latter which decreased by $37.7M.

Figure 53. Humboldt County Personal Income, 2010 to 2017. Index: 2010 = 100



Gross Regional Product

Definition

Gross Regional Product (GRP) is the market value of goods and services produced by labor and property in the region, regardless of nationality. Imports show the amount of money that is spent by all industries located in the region in exchange for goods or services produced by an industry located outside the region. Exports show the amount of money that is spent by industries located outside the region in exchange for goods or services produced by an industry located in the region.

Table 54. Humboldt County GRP by Industry, 2018

NAICS	2018
11: Agriculture, Forestry, Fishing, Hunting	$39,302,176
21: Mining, Quarrying, Oil/Gas Extraction	$607,090,077
22: Utilities	$81,068,467
23: Construction	$32,303,333
31: Manufacturing	$38,744,886
42: Wholesale Trade	$46,175,629
44: Retail Trade	$59,884,508
48: Transportation and Warehousing	$22,130,016
51: Information	$11,012,715
52: Finance and Insurance	$8,180,047
53: Real Estate and Rental and Leasing	$8,128,497
54: Professional, Scientific, Tech Services	$10,598,766
55: Management of Companies/Enterprises	$2,059,751
56: Administrative and Support	$14,794,626
61: Educational Services	$767,318
62: Health Care and Social Assistance	$14,896,739
71: Arts, Entertainment, and Recreation	$7,229,571
72: Accommodation and Food Services	$39,194,292
81: Other Services	$17,174,906
90: Government and Public Administration	$137,116,943
99: Unclassified Industry	-

Source: Emsi 2019.3; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, '-' shows instead of a dollar amount.
Data is shown in 2018 dollars

County Breakdown

In Humboldt County, the three industries with the highest GRP are Mining, Quarrying, Oil/Gas Extraction ($607M); Government and Public Administration ($137M); and Utilities ($81M). The three industries with the lowest GRP are Education; Management of Companies/Enterprises; and Arts, Entertainment, and Recreation.

Table 55. Humboldt County Total GRP, Exports, and Imports, 2018

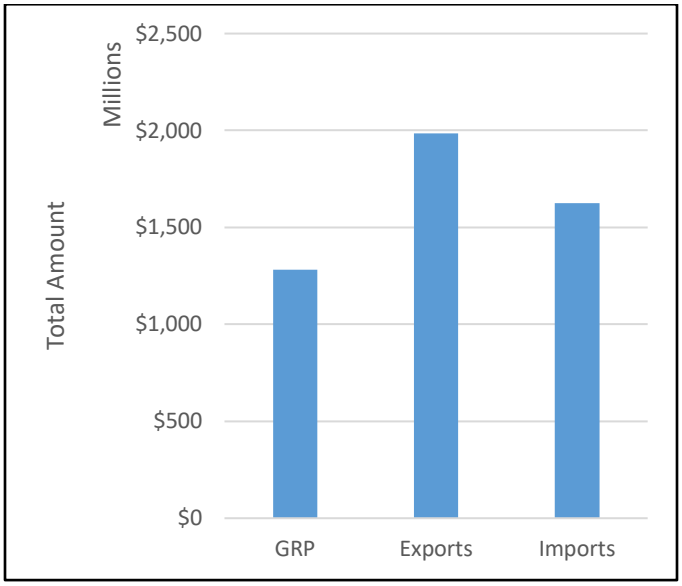
2018	Humboldt
Total GRP	$1,280,763,561
Exports	$1,985,473,834
Imports	$1,624,447,829

Source: Emsi 2019.3; QCEW, non-QCEW, Self-Employed
Data is shown in 2018 dollars

Why is it important?

Gross Regional Product is a general indicator of economic wellbeing, but the more decisive metrics here are imports and exports. These two metrics indicate room for economic growth. A goal for a county should be to sustain high exports and low imports. High exports indicate production is being done inside the county. Consequently, a lot of cash is flowing in the county and being exchanged. On the other hand, low imports indicate the county is self-sufficient. Money circulates. It stays much as possible inside the county and supports the county's individuals and businesses in terms of growth. However, it should not be an automatic red flag if imports are high. If imports are high, then that means the county is forced to bring something in from an outside source. Therefore, while money may be leaving the county, there nevertheless is room for production to be done inside the county. In short, high imports can be an indicator for expansion. This does not automatically translate for certain industries, like Information or Finance and Insurance. For a detailed look at imports and exports per industry, see the section *NAICS Sectors*.

Figure 54. Humboldt County Total GRP, Exports, and Imports, 2018



NAICS Sector Breakdown

This section includes a breakdown of industry sectors with measures of jobs, businesses, earnings, sales, exports, imports, and taxes paid.

This section looks at 2018 data involving the compilation of business establishments into industries, and then the further compilation of those industries into entire workforce sectors. This is all done through the categorization of NAICS.

NAICS Sector Breakdowns

The 'NAICS Sectors' section devotes two pages to each of the 2-digit NAICS sectors. Here is the information that you will find on each:

Page 1:

- 2-digit sector name and description
- The name and description of each 3-digit sector under that 2-digit sector.
- A brief look into the various subsectors' impact on the county

Page 2:

- Two tables showing nine different data measures (explained further on the following pages)
- Figure showing change in jobs from 2010 to 2018 in each 3-digit sector
- Figure showing a comparison of the average annual earnings per job in 2018 between the county and state for each sector

What is NAICS?

NAICS, or North American Industry Classification System, is an *industry* classification system. Economic units (i.e. businesses) that have similar production processes are classified in the same *industry*. An industry then is an overarching term used to represent similar types of businesses.

For example, the railroad industry or the supermarket industry are comprised of all railroads and supermarkets. Then, even further lines are drawn between industries, to create entire *sectors*. Sectors are groups of similar industries piled together into the same classification. For example, the railroad industry is ultimately grouped under NAICS Sector 48: Transportation and Warehousing. The supermarket industry is ultimately grouped under NAICS Sector 44: Retail Trade.

This seems a little confusing at first, but NAICS makes it easier with their organization. The way NAICS specifically classifies these industries is through a number system. This allows for specific industries to be highlighted, or for entire sectors to be highlighted. The NAICS system divides the classifications into 2, 3, 4, 5, and 6-digit industries.

The classifications of these industries are further explained on the next page, but the column to the right should give a general layout of how NAICS helps organize industry data. These different sectors are separated in order to give emphasis to certain strengths, weaknesses, demands and overall needs of any given region.

NAICS Sectors

What NAICS can offer

NAICS data involves business and industry data, key metrics for business owners, employees, government officials, and other decision makers. Looking at North American Industry Classification System can give the reader a detailed overview of an industry in the format of a concise small table or figure. Over the next few pages, NAICS is detailed by defining the system and going into the various measures shown.

The twenty-five 2-digit sectors of NAICS (listed to the right and often mentioned in other sections of this report) can be further broken down into 3-, 4-, 5-, and 6- digit subsectors. This division of the sectors into their subsectors allows for a finite look at how regional business operate. While NAICS at its highest branches starts off at 2-digit sectors, most pages in this section focus on 3-digit subsectors. This lets specificity take priority, wherein we get a full picture of the individual ninety-five 3-digit subsectors. This full picture includes total sales, exports, imports, jobs, businesses, GRP, earnings, and taxes paid, as well as a snapshot comparison of the county and the state.

The next few pages seek to clarify the meaning of NAICS and its takeaways.

Businesses within a NAICS subsector

The example *establishments*, or businesses, that fall under each industry, can be any number of establishments or businesses in that given county that provide that industry's service. For example, for Industry 5112: Software Publishers, there could be zero businesses in that county, or 25, or 100, or, again, any number of businesses. These are businesses grouped together based on their services provided, and they fall under the relevant 4-digit industry. To stick to our example of Software Publishers, this could include businesses such as "Printer Software Brothers" or "Laser Ink Program Hub." Both of these businesses, if they fall under the description of software publishers, belong to the 5112 subsector.

The next page goes into further detail regarding the breakdown of 2-digit NAICS sectors into smaller, easier to digest, subsectors.

This Section Contains:

Breaking Down NAICS Sectors

There are 21 2-digit NAICS sectors. A full list of these is seen on the previous page, but let us list a couple here to see how this process works:

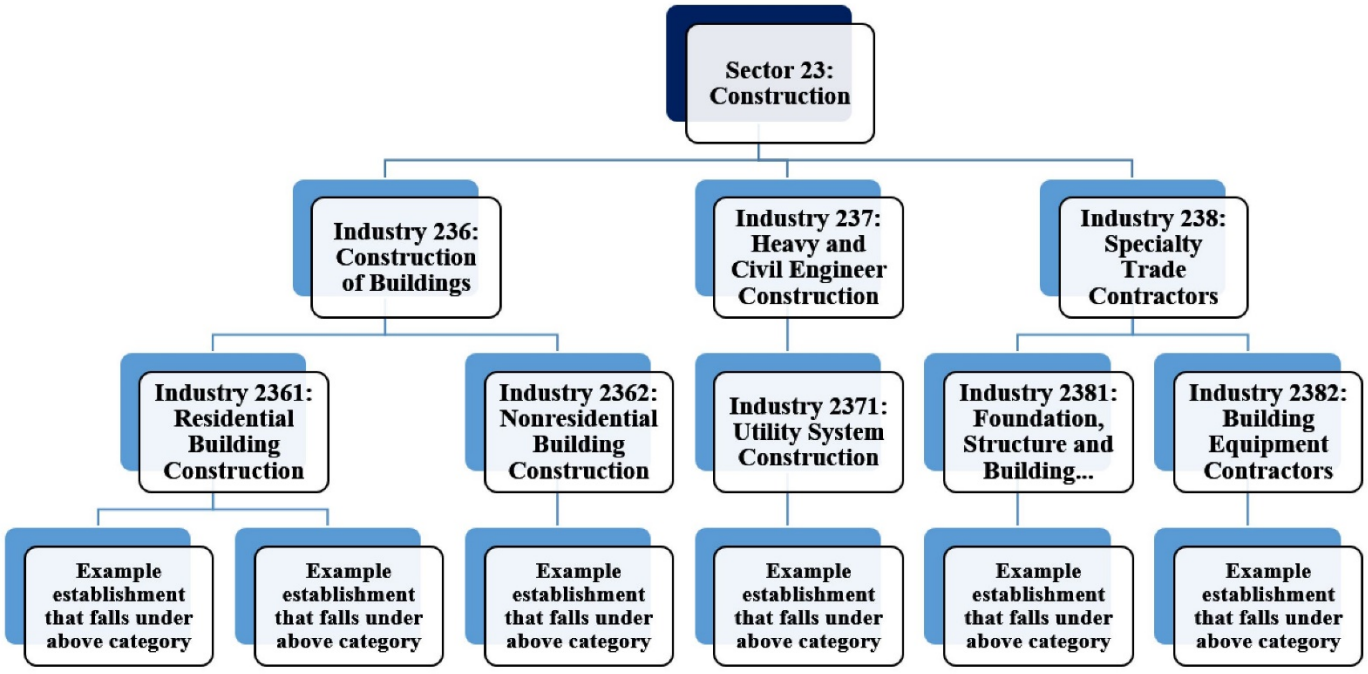
- NAICS Sector 11: Agriculture, Forestry, Fishing, and Hunting
- NAICS Sector 21: Mining, Quarrying, and Oil and Gas Extraction
- NAICS Sector 22: Utilities

Each of these 2-digit NAICS sectors is then divided into a number of 3-digit NAICS sectors. Those 3-digit NAICS sectors are then divided into 4-digit NAICS sectors, for specificity purposes. These classifications keep going and going until they are divided into 6-digit NAICS sectors, but for the purposes of this section of the report, we will be using and analyzing 3-digit NAICS sectors. The reason for this is that 3-digit NAICS sectors are the right mix for being specific and broad.

Table 56. Humboldt County 3-Digit NAICS Top 15 Performers, Jobs, 2018

Rank	NAICS	Jobs
1	212: Mining (except Oil and Gas)	1,497
2	903: Local Government	1,163
3	722: Food Services and Drinking Places	512
4	721: Accommodation	419
5	213: Support Activities for Mining	309
6	452: General Merchandise Stores	292
7	561: Administrative and Support Services	232
8	902: State Government	223
9	111: Crop Production	217
10	901: Federal Government	193
11	811: Repair and Maintenance	165
12	445: Food and Beverage Stores	158
13	447: Gasoline Stations	153
14	624: Social Assistance	149
15	221: Utilities	140

Figure 55. Example Flowchart of NAICS Sector 23: Construction



Note: To save space, not all 4-digit subsectors, nor any of the 5- or 6-digit subsectors, for the Construction sector are being shown here.

Top Performers

In this intro section, you will find a variety of '3-Digit NAICS Top 15 Performers'. These are ranked lists of the top 15 3-digit subsectors in handpicked categories. Please see the below list for the available rankings:

The Sourcing for each of these tables is as follows:
Emsi 2019.2; QCEW, non-QCEW, Self-Employed

The NAICS Classification System

Let us take a step back to make sure we understand the classification system. For example, if we look at NAICS Sector 23: Construction, which is comprised of three 3-digit industries. **Note:** *These industries may also be defined as subsectors*, because they fall under the *sector* of Construction. These 3-digit industries, or 3-digit subsectors, fall under the notion of Construction, but are more specific. They are Industry 236: Construction of Buildings, Industry 237: Heavy and Civil Engineer Construction, and Industry 238: Specialty Trade Contractors. You can already see how each classification gets more specific. Even further, within each of *these* 3-digit industries, there are more specific subsectors.

NAICS Sector 23: Construction is broken down into subsectors like 2361: Residential Building Construction and 2362: Nonresidential Building Construction. As you can see, these subsectors have assigned numbers also. They are 4-digit classifications. The first two digits (23) imply that they fall underneath Sector 23.

The NAICS official handbook further divides these 4-digit sectors into 5- and 6-digit sectors when necessary. This is used to be more precise. This report however only examines 2-digit sectors and the 3-digit subsectors that make up those sectors.

Table 57. Humboldt County 3-Digit NAICS Top 15 Performers, Average Earnings per Job, 2018

Rank	NAICS	Average Earnings per Job
1	551: Management of Companies and Enterprises	$160,194
2	221: Utilities	$152,663
3	212: Mining (except Oil and Gas)	$127,341
4	325: Chemical Manufacturing	$120,999
5	213: Support Activities for Mining	$107,311
6	517: Telecommunications	$105,154
7	311: Food Manufacturing	$89,965
8	423: Merchant Wholesalers, Durable Goods	$86,610
9	482: Rail Transportation	$83,251
10	332: Fabricated Metal Product Manufacturing	$79,169
11	237: Heavy and Civil Engineering Construction	$77,052
12	903: Local Government	$76,615
13	901: Federal Government	$75,853
14	902: State Government	$75,234
15	424: Merchant Wholesalers, Nondurable Goods	$74,658

Table 58. Humboldt County 3-Digit NAICS Top 15 Performers, Total Sales, 2018

Rank	NAICS	Total Sales
1	212: Mining (except Oil and Gas)	$993,932,361
2	903: Local Government	$221,663,859
3	901: Federal Government	$170,888,037
4	221: Utilities	$122,434,599
5	902: State Government	$117,717,682
6	213: Support Activities for Mining	$93,390,279
7	111: Crop Production	$72,078,542
8	325: Chemical Manufacturing	$44,053,294
9	211: Oil and Gas Extraction	$43,394,227
10	721: Accommodation	$39,061,702
11	424: Merchant Wholesalers, Nondurable Goods	$38,806,185
12	112: Animal Production and Aquaculture	$38,209,085
13	336: Transportation Equipment Manufacturing	$35,388,207
14	722: Food Services and Drinking Places	$29,446,016
15	452: General Merchandise Stores	$26,892,733

Data Measures

Throughout this section each 2-digit sector is summarized by analyzing its individual 3-digit industry subsectors.

The following data measures were used to determine the activity of the sectors as a whole:

- Total Jobs
- # of Payroll Businesses
- Average Earnings per Job
- Total Industry Earnings
- Total Sales
- In-Region Sales
- Exported Sales
- Imports
- Total Taxes Paid

For specific definitions of each of the data measures, please refer to Appendix A: Glossary. All of these factors are available for readers to make their own assumptions. However, for the purpose of this report, the factors that are most taken into consideration in the analyses are imports, exports, and total sales.

An *import* is a good or service brought into the county from an outside source. They are the opposite of *exports*, which are goods or services that are produced in one county and then brought or shipped to another county, state, or country for future sale or trade. Imports are perhaps the most important data measure to keep an eye out for because they indicate a possible opportunity for economic growth. In other words, since the county must bring something in from an outside source, that means there is a chance for production to be done inside the county. Instead of paying more for delivery to the county from somewhere else, the county could then produce their own goods and services.

For example, 2017 data shows Lincoln County, Nevada is relatively high in imports for Automobile Dealers, at $1,787,000, and low in exports, at $448,000. This means that a lot of people in Lincoln County do business with automobile dealers outside of Lincoln County, rather than inside Lincoln County. Basically: This $1.3M gap indicates opportunity. If someone wanted to open an automobile dealership in Lincoln County, they would have reason to do so.

Table 59. Humboldt County 3-Digit NAICS Top 15 Performers, Total Imports, 2018

Rank	NAICS	Imports
1	901: Federal Government	$207,046,888
2	902: State Government	$117,261,358
3	541: Professional, Scientific, and Technical Services	$93,385,598
4	325: Chemical Manufacturing	$56,489,864
5	423: Merchant Wholesalers, Durable Goods	$54,305,285
6	324: Petroleum and Coal Products Manufacturing	$53,018,237
7	333: Machinery Manufacturing	$51,528,174
8	524: Insurance Carriers and Related Activities	$48,554,578
9	424: Merchant Wholesalers, Nondurable Goods	$47,645,231
10	238: Specialty Trade Contractors	$45,239,907
11	622: Hospitals	$42,879,654
12	522: Credit Intermediation and Related Activities	$40,251,491
13	621: Ambulatory Health Care Services	$39,894,011
14	336: Transportation Equipment Manufacturing	$39,010,469
15	551: Management of Companies and Enterprises	$37,753,136

Table 60. Humboldt County 3-Digit NAICS Top 15 Performers, Exported Sales, 2018

Rank	NAICS	Exports
1	212: Mining (except Oil and Gas)	$961,800,329
2	901: Federal Government	$169,940,985
3	902: State Government	$117,717,682
4	221: Utilities	$100,491,037
5	213: Support Activities for Mining	$90,724,973
6	111: Crop Production	$67,907,119
7	903: Local Government	$67,780,424
8	325: Chemical Manufacturing	$40,991,758
9	112: Animal Production and Aquaculture	$35,251,605
10	336: Transportation Equipment Manufacturing	$29,045,261
11	721: Accommodation	$27,869,465
12	211: Oil and Gas Extraction	$23,516,642
13	452: General Merchandise Stores	$19,886,054
14	424: Merchant Wholesalers, Nondurable Goods	$19,406,686
15	811: Repair and Maintenance	$17,301,153

NAICS Sector 11: Agriculture, Forestry, Fishing, and Hunting

The Agriculture, Forestry, Fishing and Hunting sector comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats.

111: Crop Production:

Industries in the Crop Production subsector grow crops mainly for food and fiber. The subsector comprises establishments, such as farms, orchards, groves, greenhouses, and nurseries, primarily engaged in growing crops, plants, vines, or trees and their seeds.

112: Animal Production and Aquaculture:

Industries in the Animal Production and Aquaculture subsector raise or fatten animals for the sale of animals or animal products and/or raise aquatic plants and animals in controlled or selected aquatic environments for the sale of aquatic plants, animals, or their products. The subsector includes establishments, such as ranches, farms, and feedlots, primarily engaged in keeping, grazing, breeding, or feeding animals. These animals are kept for the products they produce or for eventual sale. The animals are generally raised in various environments, from total confinement or captivity to feeding on an open range pasture.

113: Forestry and Logging:

Industries in the Forestry and Logging subsector grow and harvest timber on a long production cycle (i.e., of 10 years or more). Long production cycles use different production processes than short production cycles, which require more horticultural interventions prior to harvest, resulting in processes more similar to those found in the Crop Production subsector. Consequently, Christmas tree production and other production involving production cycles of less than 10 years, are classified in the Crop Production subsector.

114: Fishing, Hunting and Trapping:

Industries in the Fishing, Hunting and Trapping subsector harvest fish and other wild animals from their natural habitats and are dependent upon a continued supply of the natural resource. The harvesting of fish is the predominant economic activity of this subsector and it usually requires specialized vessels that, by the nature of their size, configuration and equipment, are not suitable for any other type of production, such as transportation.

115: Support Activities for Agriculture and Forestry:

Industries in the Support Activities for Agriculture and Forestry subsector provide support services that are an essential part of agricultural and forestry production. These support activities may be performed by the agriculture or forestry producing establishment or conducted independently as an alternative source of inputs required for the production process for a given crop, animal, or forestry industry. Establishments that primarily perform these activities independent of the agriculture or forestry producing establishment are in this subsector.

County Breakdown

More than half of the subsectors in this industry produce output from within Humboldt County. 32 businesses belong between Crop Production and Animal Production and Aquaculture. From these businesses come 344 jobs, and although this is a decrease from 2010's 380 jobs, this decrease mainly comes from crop production, while animal production and aquaculture reported an increase of 21 jobs in this same time period. Nevertheless, these two subsectors achieve over $110m in total sales, with over $102M of that being exported sales, meaning dollars are coming into the county from outside the region. This in turn leads to internal growth. In-region sales for the industry total over $10m, and imports are still hefty at over $12M.

Of the other industries, Forestry and Logging reports a few jobs, but no payroll businesses, and also achieves $121k in sales, while Fishing, Hunting, and Trapping reports slightly higher numbers, while at the same time bringing in slightly higher imports.

Taxes collected for this industry total $3.5M, with almost all of that coming from Crop Production and Animal Production and Aquaculture.

Table 61. Humboldt County NAICS Sector 11, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
111: Crop Production	274	217	18	$46,848	$16,232,466
112: Animal Production and Aquaculture	106	127	14	$34,140	$7,195,281
113: Forestry and Logging	0	<10	0	Insf. Data	$48,095
114: Fishing, Hunting and Trapping	<10	<10	0	Insf. Data	$61,918
115: Support Activities for Agriculture and Forestry	135	110	3	$33,970	$3,748,579

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 62. Humboldt County NAICS Sector 11, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
111	$72,078,542	$4,171,423	$67,907,119	$5,899,178	$1,905,793
112	$38,209,085	$2,957,480	$35,251,605	$4,550,877	$1,489,589
113	$121,015	$8,824	$112,191	$1,290	$2,137
114	$157,063	$85,272	$71,790	$212,884	$17,480
115	$4,954,230	$3,485,007	$1,469,222	$1,469,798	$126,189

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 56. Humboldt County NAICS Sector 11 Total Jobs by 3-Digit Sector, 2010 to 2018

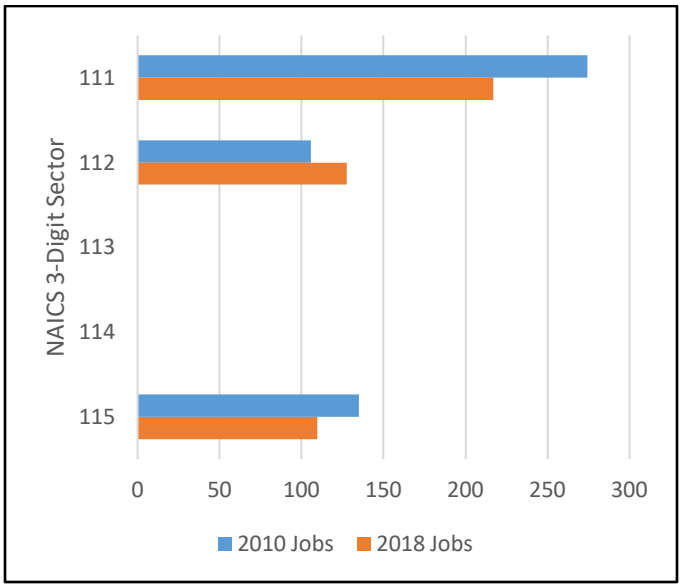
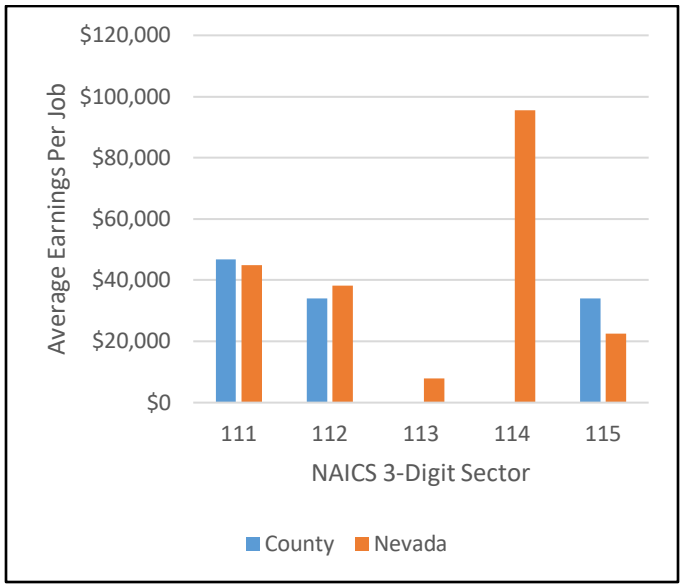


Figure 57. Humboldt County vs State Comparison, NAICS Sector 11, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 21: Mining, Quarrying, and Oil and Gas Extraction

The Mining, Quarrying, and Oil and Gas Extraction sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term mining is used in the broad sense to include quarrying, well operations, beneficiating (e.g., crushing, screening, washing, and flotation), and other preparation customarily performed at the mine site, or as a part of mining activity.

211: Oil and Gas Extraction

Industries in the Oil and Gas Extraction subsector operate and/or develop oil and gas field properties. Such activities may include exploration for crude petroleum and natural gas; drilling, completing, and equipping wells; operating separators, emulsion breakers, desilting equipment, and field gathering lines for crude petroleum and natural gas; and all other activities in the preparation of oil and gas up to the point of shipment from the producing property. This subsector includes the production of crude petroleum, the mining and extraction of oil from oil shale and oil sands, the production of natural gas, sulfur recovery from natural gas, and recovery of hydrocarbon liquids.

212: Mining (except Oil and Gas)

Industries in the Mining (except Oil and Gas) subsector primarily engage in mining, mine site development, and beneficiating (i.e., preparing) metallic minerals and nonmetallic minerals, including coal. The term "mining" is used in the broad sense to include ore extraction, quarrying, and beneficiating (e.g., crushing, screening, washing, sizing, concentrating, and flotation), customarily done at the mine site.

213: Support Activities for Mining

Industries in the Support Activities for Mining subsector group establishments primarily providing support services, on a contract or fee basis, required for the mining and quarrying of minerals and for the extraction of oil and gas. Establishments performing exploration (except geophysical surveying and mapping) for minerals, on a contract or fee basis, are included in this subsector. Exploration includes traditional prospecting methods, such as taking core samples and making geological observations at prospective sites.

County Breakdown

This industry provides Humboldt County with 25 payroll businesses and over 1,800 jobs. Moreover, the average earnings per job here is a notable $127,341 for Mining and $107,311 for Support Activities for Mining. Total Industry Earnings for all subsectors here is over $239M. Total Jobs in the industry have increased slightly between 2010 and 2018.

Furthermore, total industry sales stands above $1.13 billion. Nearly $1 billion of this comes from Mining, while $43M comes from Oil and Gas Extraction and the other $93M comes from mining support activities. Almost all sales come from exporting, but there is also in-region sales. Imports, too, are relatively high at above $47M.

Taxes collected for this industry total $66M, with almost all of that coming from Mining (except Oil and Gas).

Table 63. Humboldt County NAICS Sector 21, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
211: Oil and Gas Extraction	0	0	0	$0	$8,225,416
212: Mining (except Oil and Gas)	1,479	1,497	10	$127,341	$195,302,484
213: Support Activities for Mining	290	309	15	$107,311	$35,563,011

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 64. Humboldt County NAICS Sector 21, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
211	$43,394,227	$19,877,586	$23,516,642	$45,021	$4,860,891
212	$993,932,361	$32,132,034	$961,800,329	$26,753,345	$58,353,253
213	$93,390,279	$2,665,305	$90,724,973	$20,370,912	$3,260,591

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 58. Humboldt County NAICS Sector 21 Total Jobs by 3-Digit Sector, 2010 to 2018

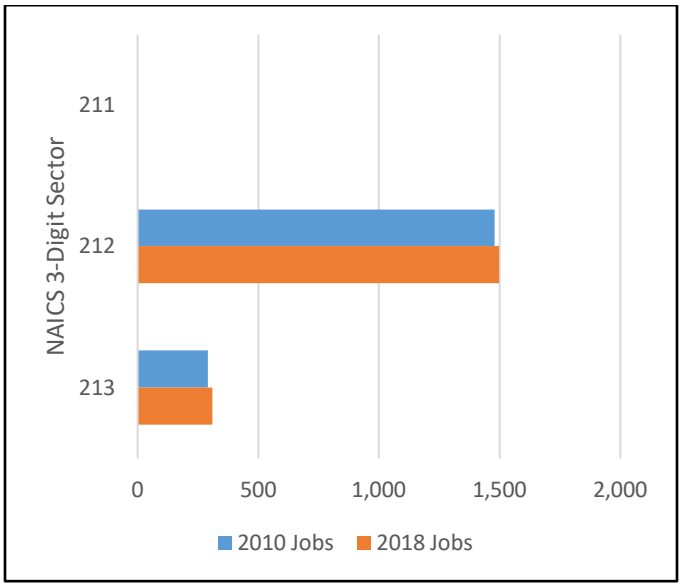
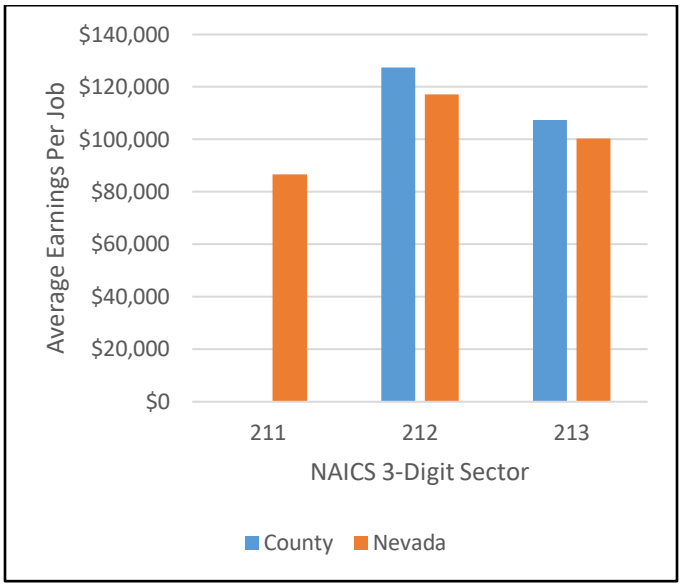


Figure 59. Humboldt County vs State Comparison, NAICS Sector 21, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 22: Utilities

The Utilities sector comprises establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. Within this sector, the specific activities associated with the utility services provided vary by utility: electric power includes generation, transmission, and distribution; natural gas includes distribution; steam supply includes provision and/or distribution; water supply includes treatment and distribution; and sewage removal includes collection, treatment, and disposal of waste through sewer systems and sewage treatment facilities.

221: Utilities

Industries in the Utilities subsector provide electric power, natural gas, steam supply, water supply, and sewage removal through a permanent infrastructure of lines, mains, and pipes. Establishments are grouped together based on the utility service provided and the particular system or facilities required to perform the service.

County Breakdown

This industry has only one subsector on the three-digit level. There are five Utilities payroll businesses in Humboldt County that altogether provide the county with 140 jobs. This is a slight increase from 2010, where there were 134 Utilities jobs. The average earnings for employees in this industry is $153k, making the total industry earnings over $21M.

While imports are higher than exports, large in-region and total sales indicate stable local production. By recording both high exports and imports this industry strikes the balance for sign of growth and indication for opportunity. In other words, high exports means dollars are being brought into the community. Subsequently the community grows. High imports (low exports) means there is more room for opportunity and other enterprises to turn imports to exports.

Taxes collected for this industry total $26M.

Table 65. Humboldt County NAICS Sector 22, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
221: Utilities	134	140	5	$152,663	$21,342,383

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 66. Humboldt County NAICS Sector 22, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
221	221	$122,434,599	$21,943,563	$100,491,037	$26,382,323

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 60. Humboldt County NAICS Sector 22 Total Jobs by 3-Digit Sector, 2010 to 2018

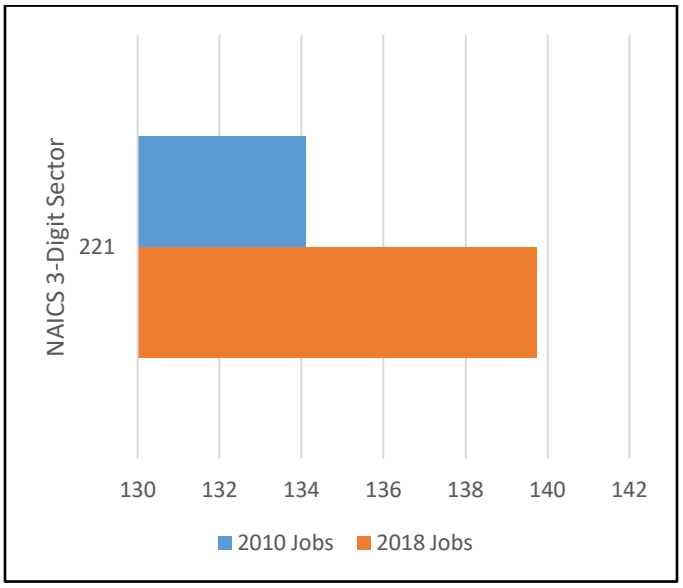
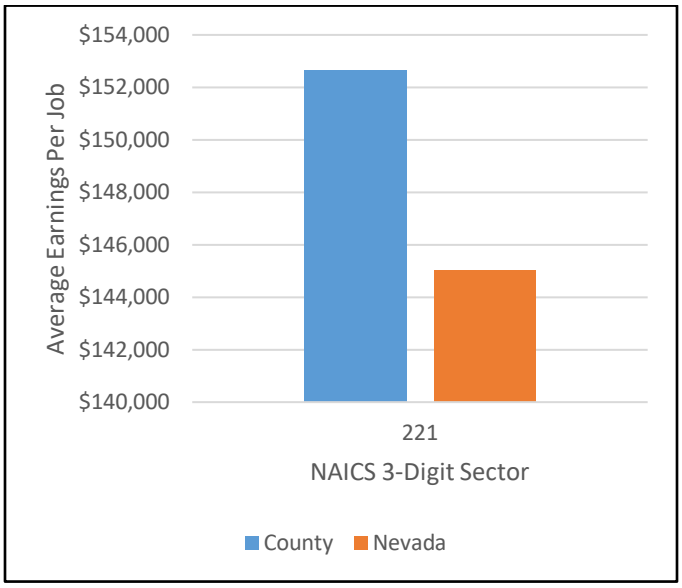


Figure 61. Humboldt County vs State Comparison, NAICS Sector 22, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 23: Construction

The Construction sector comprises establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems). Establishments primarily engaged in the preparation of sites for new construction and establishments primarily engaged in subdividing land for sale as building sites also are included in this sector.

236: Construction of Buildings

The Construction of Buildings subsector comprises establishments primarily responsible for the construction of buildings. The work performed may include new work, additions, alterations, or maintenance and repairs. The onsite assembly of precut, panelized, and prefabricated buildings and construction of temporary buildings are included in this subsector. Part or all of the production work for which the establishments in this subsector have responsibility may be subcontracted to other construction establishments--usually specialty trade contractors.

237: Heavy and Civil Engineering Construction

The Heavy and Civil Engineering Construction subsector comprises establishments whose primary activity is the construction of entire engineering projects (e.g., highways and dams), and specialty trade contractors, whose primary activity is the production of a specific component for such projects. Specialty trade contractors in the Heavy and Civil Engineering Construction subsector generally are performing activities that are specific to heavy and civil engineering construction projects and are not normally performed on buildings. The work performed may include new work, additions, alterations, or maintenance and repairs.

238: Specialty Trade Contractors

The Specialty Trade Contractors subsector comprises establishments whose primary activity is performing specific activities (e.g., pouring concrete, site preparation, plumbing, painting, and electrical work) involved in building construction or other activities that are similar for all types of construction, but that are not responsible for the entire project. The work performed may include new work, additions, alterations, maintenance, and repairs. The production work performed by establishments in this subsector is usually subcontracted from establishments of the general contractor type or for-sale builders, but especially in remodeling and repair construction, work also may be done directly for the owner of the property. Specialty trade contractors usually perform most of their work at the construction site, although they may have shops where they perform prefabrication and other work. Establishments primarily engaged in preparing sites for new construction are also included in this subsector.

County Breakdown

All three subsectors in this industry are active. Heavy and Civil Engineering Construction provides the highest local production numbers (high exports) and the second-highest jobs, while the other two subsectors are close behind in total sales, total industry earnings, and taxes paid.

Total industry earnings across all three subsectors is $22.6M with more than one third coming from Construction of Buildings and more than another third coming from Heavy and Civil Engineering Construction. The last subsector, Specialty Trade Contractors, provides its workers with a total industry earnings of $4.9M. The average earnings per job across all three subsectors is $59k, with Heavy and Civil Engineering Construction employees averaging $77k, and Specialty Trade Contractors averaging $41.5k

Total Sales for the Construction industry totals $57M. Here again we see more than a third of this coming from Construction of Buildings, and another similar portion coming from Heavy and Civil Engineering Construction, and then less than a third coming from Specialty Trade Contractors. This ratio, however, changes when considering in-region sales, exports, and imports. Heavy and Civil Engineering Construction, which otherwise leads the other two subsectors in production, has less in-region sales than each of the other two subsectors. It makes up for this in its exported sales of $15M, while the other two sectors export $9.4M and $2.1M. And for another standout measure, Specialty Trade Contractors report $45.2M in imports, a number three times higher than the other two subsectors' combined imports. The high imports must especially be noted here because it is not always the case that imports are reported in high numbers alongside high sales numbers.

Taxes collected for this industry total $26M.

Table 67. Humboldt County NAICS Sector 23, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
236: Construction of Buildings	154	124	11	$66,778	$8,372,574
237: Heavy and Civil Engineering Construction	327	114	12	$77,052	$9,374,197
238: Specialty Trade Contractors	118	112	16	$41,541	$4,900,711

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 68. Humboldt County NAICS Sector 23, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
236	$21,315,097	$11,895,398	$9,419,699	$10,387,755	$154,596
237	$23,788,307	$8,730,164	$15,058,144	$5,150,152	$168,639
238	$12,408,294	$10,305,433	$2,102,859	$45,239,907	$87,237

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 62. Humboldt County NAICS Sector 23 Total Jobs by 3-Digit Sector, 2010 to 2018

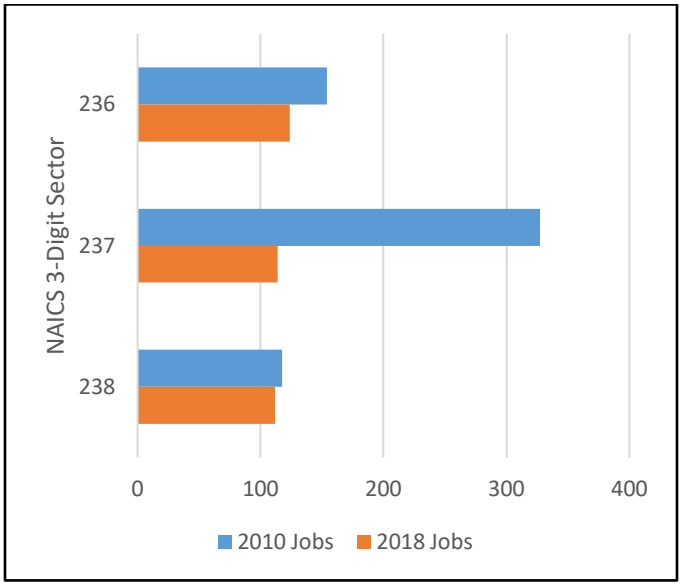
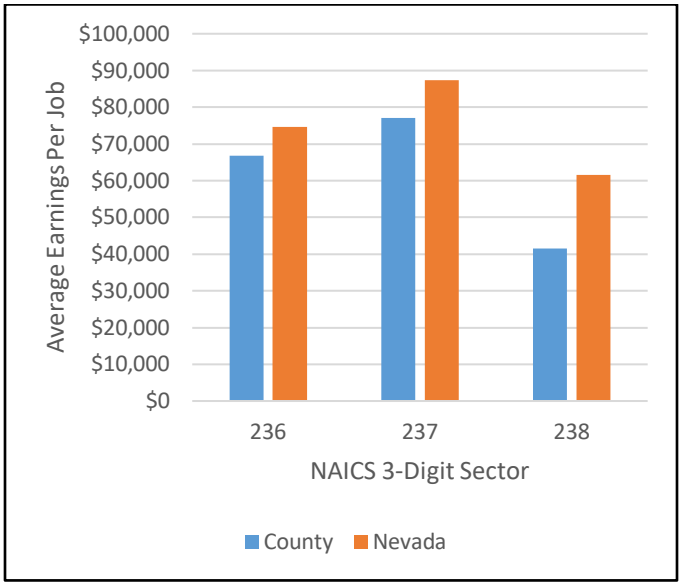


Figure 63. Humboldt County vs State Comparison, NAICS Sector 23, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 31: Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing, except in cases where the activity is appropriately classified in Sector 23, Construction.

Note: Sectors 31, 32, and 33 all fall under the same 'Manufacturing' 2-digit heading.

311: Food Manufacturing

Industries in the Food Manufacturing subsector transform livestock and agricultural products into products for intermediate or final consumption. The industry groups are distinguished by the raw materials (generally of animal or vegetable origin) processed into food products.

312: Beverage and Tobacco Product Manufacturing

Industries in the Beverage and Tobacco Product Manufacturing subsector manufacture beverages and tobacco products. The Beverage Manufacturing industry group includes three types of establishments: (1) those that manufacture nonalcoholic beverages; (2) those that manufacture alcoholic beverages through the fermentation process; and (3) those that produce distilled alcoholic beverages. Ice manufacturing, while not a beverage, is included with nonalcoholic beverage manufacturing because it uses the same production process as water purification.

313: Textile Mills

Industries in the Textile Mills subsector group establishments that transform a basic fiber (natural or synthetic) into a product, such as yarn or fabric that is further manufactured into usable items, such as apparel, sheets, towels, and textile bags for individual or industrial consumption. The further manufacturing may be performed in the same establishment and classified in this subsector, or it may be performed at a separate establishment and be classified elsewhere in manufacturing.

314: Textile Product Mills

Industries in the Textile Product Mills subsector group establishments that make textile products (except apparel). With a few exceptions, processes used by these establishments are generally cut and sew (i.e., purchasing fabric and cutting and sewing to make nonapparel textile products, such as sheets and towels).

315: Apparel Manufacturing

Industries in the Apparel Manufacturing subsector group establishments with two distinct manufacturing processes: (1) cut and sew (i.e., purchasing fabric and cutting and sewing to make a garment) and (2) the manufacture of garments in establishments that first knit fabric and then cut and sew the fabric into a garment. The Apparel Manufacturing subsector includes a diverse range of establishments manufacturing full lines of ready-to wear apparel and custom apparel: apparel contractors, performing cutting or sewing operations on materials owned by others; jobbers, performing entrepreneurial functions involved in apparel manufacturing; and tailors, manufacturing custom garments for individual clients. Knitting fabric, when done alone, is classified in the Textile Mills subsector, but when knitting is combined with the production of complete garments, the activity is classified in the Apparel Manufacturing subsector.

316: Leather and Allied Product Manufacturing

Establishments in the Leather and Allied Product Manufacturing subsector transform hides into leather by tanning or curing and fabricating the leather into products for final consumption. This subsector also includes the manufacture of similar products from other materials, including products (except apparel) made from "leather substitutes," such as rubber, plastics, or textiles. Rubber footwear, textile luggage, and plastics purses or wallets are examples of "leather substitute" products included in this subsector. The products made from leather substitutes are included in this subsector because they are made in similar ways leather products are made (e.g., luggage). They are made in the same establishments, so it is not practical to separate them.

County Breakdown

Food Manufacturing and Apparel Manufacturing are the active subsectors here. All other subsectors report only imports, with imports of Beverage and Tobacco Product Manufacturing being high. The data shows 2010 jobs for Leather and Allied Product Manufacturing, indicating Humboldt activity in this subsector at that time. As it stands in 2018, Food Manufacturing reports $12.4M in total sales.

Table 69. Humboldt County NAICS Sector 31, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
311: Food Manufacturing	64	24	1	$89,965	$2,201,493
312: Beverage and Tobacco Product Manufacturing	0	0	0	$0	$0
313: Textile Mills	0	0	0	$0	$0
314: Textile Product Mills	0	0	0	$0	$0
315: Apparel Manufacturing	0	<10	0	Insf. Data	$21,100
316: Leather and Allied Product Manufacturing	<10	0	0	$0	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 70. Humboldt County NAICS Sector 31, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
311	$12,395,837	$471,294	$11,924,543	$34,480,389	$108,058
312	$0	$0	$0	$8,082,844	$0
313	$0	$0	$0	$521,465	$0
314	$0	$0	$0	$1,079,952	$0
315	$49,006	$41,163	$7,843	$637,007	$569
316	$0	$0	$0	$326,277	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 64. Humboldt County NAICS Sector 31 Total Jobs by 3-Digit Sector, 2010 to 2018

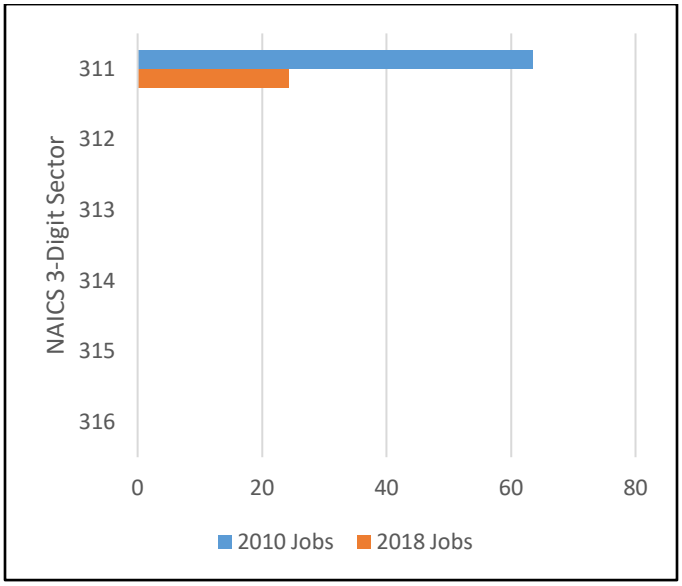
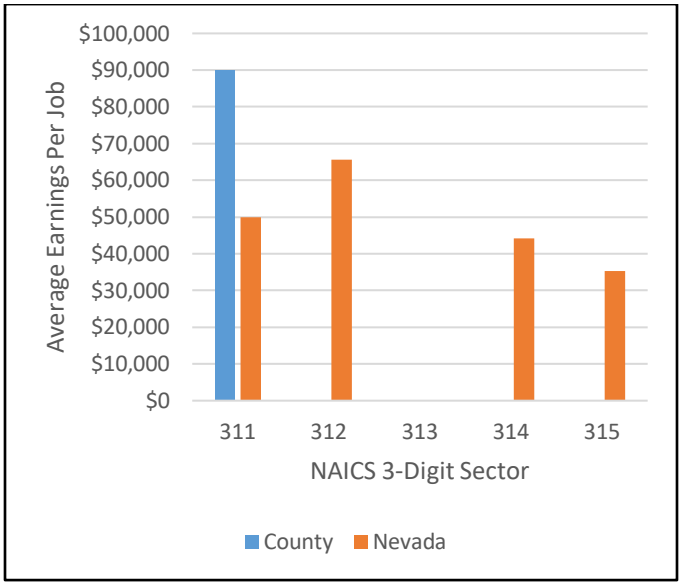


Figure 65. Humboldt County vs State Comparison, NAICS Sector 31, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 32: Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing, except in cases where the activity is appropriately classified in Sector 23, Construction.

Note: Sectors 31, 32, and 33 all fall under the same 'Manufacturing' 2-digit heading.

321: Wood Product Manufacturing

Establishments in the Wood Product Manufacturing subsector manufacture wood products, such as lumber, plywood, veneers, wood containers, wood flooring, wood trusses, manufactured homes (i.e., mobile homes), and prefabricated wood buildings. The production processes of the Wood Product Manufacturing subsector include sawing, planing, shaping, laminating, and assembling wood products starting from logs that are cut into bolts, or lumber that then may be further cut, or shaped by lathes or other shaping tools.

322: Paper Manufacturing

Industries in the Paper Manufacturing subsector make pulp, paper, or converted paper products. The manufacturing of these products is grouped together because they constitute a series of vertically connected processes. More than one is often carried out in a single establishment. There are essentially three activities. The manufacturing of pulp involves separating the cellulose fibers from other impurities in wood or used paper. The manufacturing of paper involves matting these fibers into a sheet. The manufacturing of converted paper products involves converting paper and other materials by various cutting and shaping techniques and includes coating and laminating activities.

323: Printing and Related Support Activities

Industries in the Printing and Related Support Activities subsector print products, such as newspapers, books, labels, business cards, stationery, business forms, and other materials, and perform support activities, such as data imaging, platemaking services, and bookbinding. The support activities included here are an integral part of the printing industry, and a product (a printing plate, a bound book, or a computer disk or file) that is an integral part of the printing industry is almost always provided by these operations

324: Petroleum and Coal Products Manufacturing

The Petroleum and Coal Products Manufacturing subsector is based on the transformation of crude petroleum and coal into usable products. The dominant process is petroleum refining that involves the separation of crude petroleum into component products through such techniques as cracking and distillation.

325: Chemical Manufacturing

The Chemical Manufacturing subsector is based on the transformation of organic and inorganic raw materials by a chemical process and the formulation of products. This subsector distinguishes the production of basic chemicals that comprise the first industry group from the production of intermediate and end products produced by further processing of basic chemicals that make up the remaining industry groups.

326: Plastics and Rubber Products Manufacturing

Industries in the Plastics and Rubber Products Manufacturing subsector make goods by processing plastics materials and raw rubber. The core technology employed by establishments in this subsector is that of plastics or rubber product production. Plastics and rubber are combined in the same subsector because plastics are increasingly being used as a substitute for rubber; however, the subsector is generally restricted to the production of products made of just one material, either solely plastics or rubber.

327: Nonmetallic Mineral Product Manufacturing

The Nonmetallic Mineral Product Manufacturing subsector transforms mined or quarried nonmetallic minerals, such as sand, gravel, stone, clay, and refractory materials, into products for intermediate or final consumption.

County Breakdown

This portion of the manufacturing industry reports steady activity. There are seven Humboldt County payroll businesses between these subsectors. All subsectors here report local production activity except for Wood Product Manufacturing and Paper Manufacturing, which nevertheless each report imports averaging $6.2M.

Imports are above $2M for each sector here. The highest import subsectors are Petroleum and Coal Products Manufacturing ($53M) and Chemical Manufacturing ($56M). Moreover, the latter achieves $44M in total sales, with $41M being exports.

Taxes collected for this industry total $1.2M.

Table 71. Humboldt County NAICS Sector 32, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
321: Wood Product Manufacturing	0	0	0	$0	$0
322: Paper Manufacturing	0	0	0	$0	$0
323: Printing and Related Support Activities	<10	<10	1	Insf. Data	$630,209
324: Petroleum and Coal Products Manufacturing	0	0	0	$0	$146,350
325: Chemical Manufacturing	49	49	2	$120,999	$6,356,816
326: Plastics and Rubber Products Manufacturing	39	42	1	$60,570	$2,598,401
327: Nonmetallic Mineral Product Manufacturing	21	11	3	$57,993	$613,229

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 72. Humboldt County NAICS Sector 32, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
321	$0	$0	$0	$5,220,981	$0
322	$0	$0	$0	$7,283,338	$0
323	$1,770,096	$24,005	$1,746,091	$2,321,100	$21,799
324	$761,745	$431,330	$330,415	$53,018,237	$3,832
325	$44,053,294	$3,061,536	$40,991,758	$56,489,864	$1,009,585
326	$11,217,142	$155,684	$11,061,459	$23,664,544	$106,334
327	$2,449,958	$1,334,375	$1,115,584	$14,242,843	$31,506

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 66. Humboldt County NAICS Sector 32 Total Jobs by 3-Digit Sector, 2010 to 2018

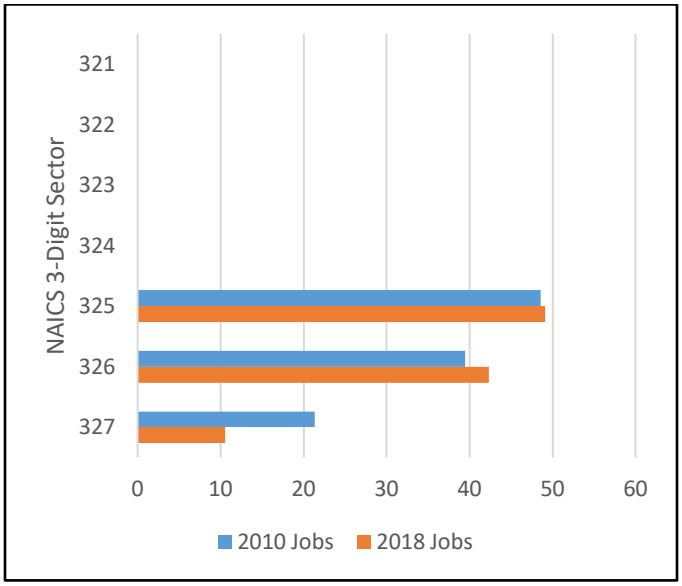
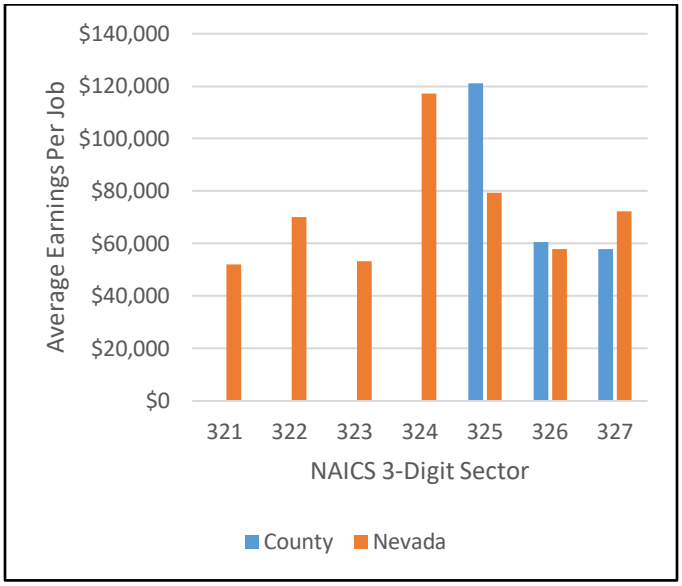


Figure 67. Humboldt County vs State Comparison, NAICS Sector 32, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 33: Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing, except in cases where the activity is appropriately classified in Sector 23, Construction.

Note: Sectors 31, 32, and 33 all fall under the same 'Manufacturing' 2-digit heading.

331: Primary Metal Manufacturing

Industries in the Primary Metal Manufacturing subsector smelt and/or refine ferrous and nonferrous metals from ore, pig or scrap, using electrometallurgical and other process metallurgical techniques. Establishments in this subsector also manufacture metal alloys and super alloys by introducing other chemical elements to pure metals. The output of smelting and refining, usually in ingot form, is used in rolling, drawing, and extruding operations to make sheet, strip, bar, rod, or wire, and in molten form to make castings and other basic metal products.

332: Fabricated Metal Product Manufacturing

Industries in the Fabricated Metal Product Manufacturing subsector transform metal into intermediate or end products, other than machinery, computers and electronics, and metal furniture, or treat metals and metal formed products fabricated elsewhere. Important fabricated metal processes are forging, stamping, bending, forming, and machining, used to shape individual pieces of metal; and other processes, such as welding and assembling, used to join separate parts together. Establishments in this subsector may use one of these processes or a combination of these processes.

334: Computer and Electronic Product Manufacturing

Industries in the Computer and Electronic Product Manufacturing subsector group establishments that manufacture computers, computer peripherals, communications equipment, and similar electronic products, and establishments that manufacture components for such products. The Computer and Electronic Product Manufacturing industries have been combined in the hierarchy of NAICS because of the economic significance they have attained.

County Breakdown

This portion of the manufacturing industry reports steady activity. Transportation Equipment Manufacturing provides Humboldt with more jobs than any other subsector, at 123. This is an increase from the 65 jobs in 2010. All subsectors here report high import, while four subsectors report local production.

335: Electrical Equipment, Appliance, and Component Manufacturing

Industries in the Electrical Equipment, Appliance, and Component Manufacturing subsector manufacture products that generate, distribute and use electrical power. Electric Lighting Equipment Manufacturing establishments produce electric lamp bulbs, lighting fixtures, and parts. Household Appliance Manufacturing establishments make both small and major electrical appliances and parts. Electrical Equipment Manufacturing establishments make goods, such as electric motors, generators, transformers, and switchgear apparatus. Other Electrical Equipment and Component Manufacturing establishments make devices for storing electrical power (e.g., batteries), for transmitting electricity (e.g., insulated wire), and wiring devices (e.g., electrical outlets, fuse boxes, and light switches).

336: Transportation Equipment Manufacturing

Industries in the Transportation Equipment Manufacturing subsector produce equipment for transporting people and goods. Transportation equipment is a type of machinery. An entire subsector is devoted to this activity because of the significance of its economic size in all three North American countries.

337: Furniture and Related Product Manufacturing

Industries in the Furniture and Related Product Manufacturing subsector make furniture and related articles, such as mattresses, window blinds, cabinets, and fixtures. The processes used in the manufacture of furniture include the cutting, bending, molding, laminating, and assembly of such materials as wood, metal, glass, plastics, and rattan.

339: Miscellaneous Manufacturing

Industries in the Miscellaneous Manufacturing subsector make a wide range of products that cannot readily be classified in specific NAICS subsectors in manufacturing. Processes used by these establishments vary significantly, both among and within industries.

Table 73. Humboldt County NAICS Sector 33, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
331: Primary Metal Manufacturing	0	0	0	$0	$0
332: Fabricated Metal Product Manufacturing	14	21	2	$79,169	$1,668,366
333: Machinery Manufacturing	0	0	0	$0	$99,237
334: Computer and Electronic Product Manufacturing	0	0	0	$0	$0
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0	$0	$0
336: Transportation Equipment Manufacturing	65	123	1	$40,659	$5,058,582
337: Furniture and Related Product Manufacturing	<10	0	0	$0	$0
339: Miscellaneous Manufacturing	<10	<10	0	Insf. Data	$77,089

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 74. Humboldt County NAICS Sector 33, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
331	$0	$0	$0	$13,138,525	$0
332	$4,049,843	$223,174	$3,826,668	$31,289,440	$40,256
333	$306,927	$29,616	$277,311	$51,528,174	$3,799
334	$0	$0	$0	$9,739,194	$0
335	$0	$0	$0	$4,821,479	$0
336	$35,388,207	$6,342,946	$29,045,261	$39,010,469	$198,338
337	$0	$0	$0	$3,211,664	$0
339	$187,713	$0	$187,713	$6,258,107	$1,965

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 68. Humboldt County NAICS Sector 33 Total Jobs by 3-Digit Sector, 2010 to 2018

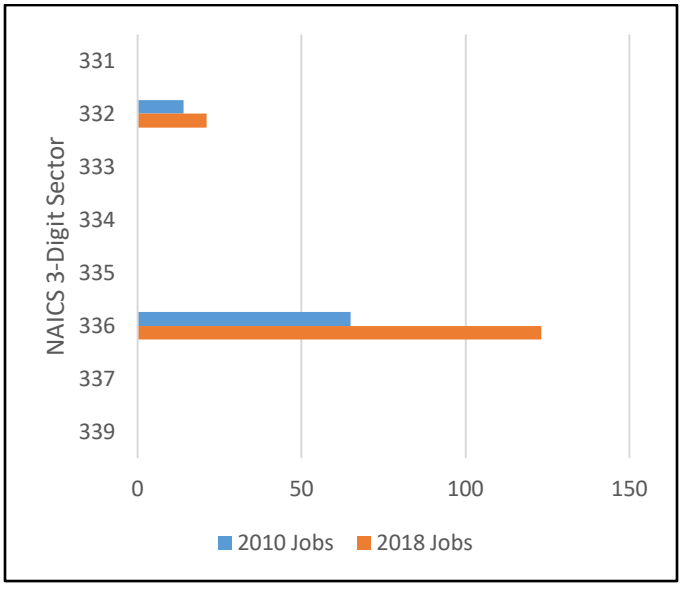
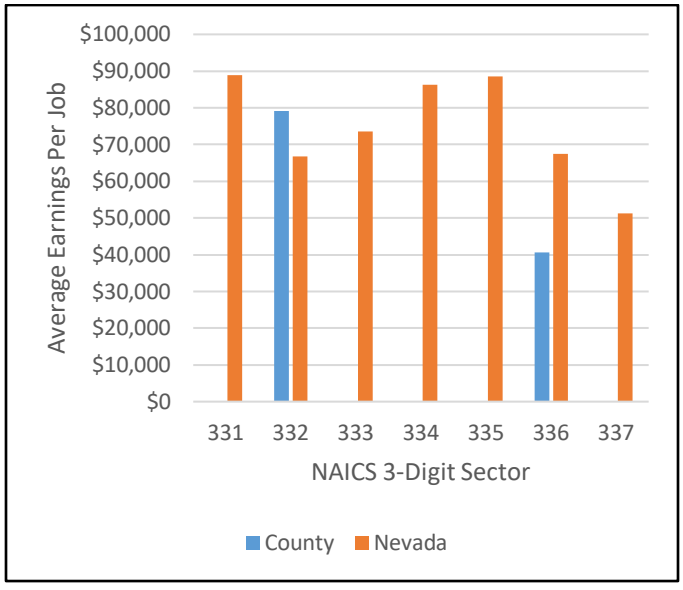


Figure 69. Humboldt County vs State Comparison, NAICS Sector 33, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 42: Wholesale Trade

The Wholesale Trade sector comprises establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The merchandise described in this sector includes the outputs of agriculture, mining, manufacturing, and certain information industries, such as publishing.

423: Merchant Wholesalers, Durable Goods

Industries in the Merchant Wholesalers, Durable Goods subsector sell capital or durable goods to other businesses. Merchant wholesalers generally take title to the goods that they sell; in other words, they buy and sell goods on their own account. Durable goods are new or used items generally with a normal life expectancy of three years or more.

424: Merchant Wholesalers, Nondurable Goods

Industries in the Merchant Wholesalers, Nondurable Goods subsector sell nondurable goods to other businesses. Nondurable goods are items generally with a normal life expectancy of less than three years. Nondurable goods merchant wholesale trade establishments are engaged in wholesaling products, such as paper and paper products, chemicals and chemical products, drugs, textiles and textile products, apparel, footwear, groceries, farm products, petroleum and petroleum products, alcoholic beverages, books, magazines, newspapers, flowers and nursery stock, and tobacco products.

425: Wholesale Electronic Markets and Agents and Brokers

Industries in the Wholesale Electronic Markets and Agents and Brokers subsector arrange for the sale of goods owned by others, generally on a fee or commission basis. They act on behalf of the buyers and sellers of goods. This subsector contains agents and brokers as well as business-to-business electronic markets that facilitate wholesale trade.

County Breakdown

All three subsectors in this industry are active, but the first two subsectors, Merchant Wholesalers of Durable Goods and Merchant Wholesalers of Nondurable Goods, are standout subsectors compared to Wholesale Electronic Markets. This latter industry provides Humboldt County with four payroll businesses and jobs that net industry earnings of $331k while the other subsectors provide 23 payroll businesses between them, and total industry earnings totaling $11.6M.

These three subsectors provide Humboldt County with more than 131 jobs, at an average of $80.6k per job. Total sales is over $60m, with Nondurable Goods Wholesalers selling almost double than that of Durable Goods Wholesalers. Nondurable goods also report both higher in-region and exported sales. Imports between both of the subsectors is over $101M.

Taxes collected for this industry total $1.2M.

Table 75. Humboldt County NAICS Sector 42, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
423: Merchant Wholesalers, Durable Goods	71	74	10	$86,610	$6,641,785
424: Merchant Wholesalers, Nondurable Goods	44	57	13	$74,658	$4,940,994
425: Wholesale Electronic Markets and Agents and Brokers	<10	<10	4	Insf. Data	$331,660

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 76. Humboldt County NAICS Sector 42, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
423	$21,197,336	$5,383,073	$15,814,262	$54,305,285	$1,335,162
424	$38,806,185	$19,399,498	$19,406,686	$47,645,231	$16,595,055
425	$402,735	$92,369	$310,366	$4,126,615	$2,458

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 70. Humboldt County NAICS Sector 42 Total Jobs by 3-Digit Sector, 2010 to 2018

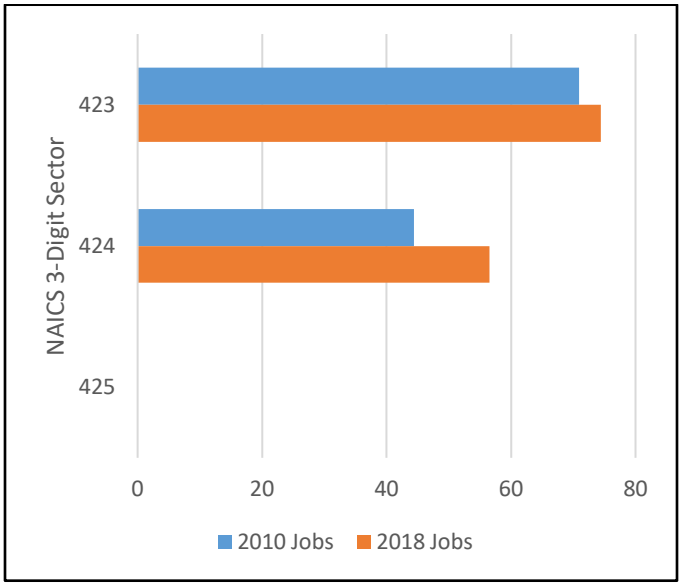
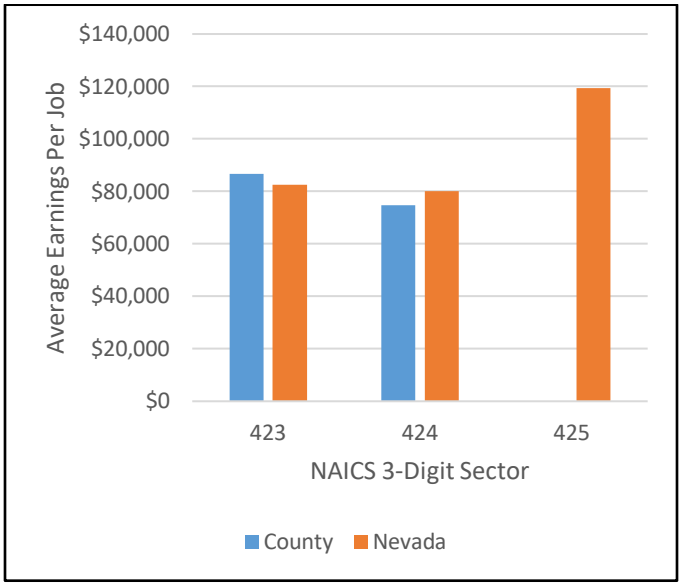


Figure 71. Humboldt County vs State Comparison, NAICS Sector 42, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 44: Retail Trade

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Note: Sectors 44 and 45 fall under the same 'Retail Trade' 2-digit heading.

441: Motor Vehicle and Parts Dealers

Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment.

442: Furniture and Home Furnishings Stores

Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

443: Electronics and Appliance Stores

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances.

444: Building Material and Garden Equipment and Supplies Dealers

Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

445: Food and Beverage Stores

Industries in the Food and Beverage Stores subsector usually retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods.

446: Health and Personal Care Stores

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

447: Gasoline Stations

Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol, alternative fuels) and automotive oils or retail these products in combination with convenience store items. These establishments have specialized equipment for storing and dispensing automotive fuels.

448: Clothing and Clothing Accessories Stores

Industries in the Clothing and Clothing Accessories Stores subsector retail new clothing and clothing accessories from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

County Breakdown

The Retail Trade industry is very active. This portion of industry provides Humboldt County with 591 jobs, which is higher than the 569 jobs in 2010. The average earnings per job is lower than in other industries, but not necessarily than in other counties and states.

Table 77. Humboldt County NAICS Sector 44, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
441: Motor Vehicle and Parts Dealers	127	134	13	$44,119	$6,057,450
442: Furniture and Home Furnishings Stores	31	27	5	$42,210	$1,122,250
443: Electronics and Appliance Stores	23	18	4	$59,803	$1,100,742
444: Building Material and Garden Equipment and Supplies Dealers	71	78	8	$39,532	$3,121,879
445: Food and Beverage Stores	142	158	6	$25,304	$4,174,920
446: Health and Personal Care Stores	<10	<10	2	Insf. Data	$133,290
447: Gasoline Stations	148	153	13	$23,771	$3,919,146
448: Clothing and Clothing Accessories Stores	27	23	5	$18,962	$770,397

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 78. Humboldt County NAICS Sector 44, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
441	$15,927,471	$3,037,898	$12,889,574	$13,294,645	$2,767,946
442	$2,529,559	$382,670	$2,146,890	$2,000,141	$339,369
443	$2,467,307	$555,064	$1,912,243	$2,381,199	$324,327
444	$8,598,426	$955,019	$7,643,408	$5,032,715	$1,691,916
445	$10,240,050	$1,539,918	$8,700,133	$9,835,529	$1,187,572
446	$275,129	$209,883	$65,245	$4,977,024	$21,550
447	$17,860,053	$5,418,662	$12,441,392	$697,388	$3,162,402
448	$2,776,086	$1,716,852	$1,059,233	$5,317,801	$357,197

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 72. Humboldt County NAICS Sector 44 Total Jobs by 3-Digit Sector, 2010 to 2018

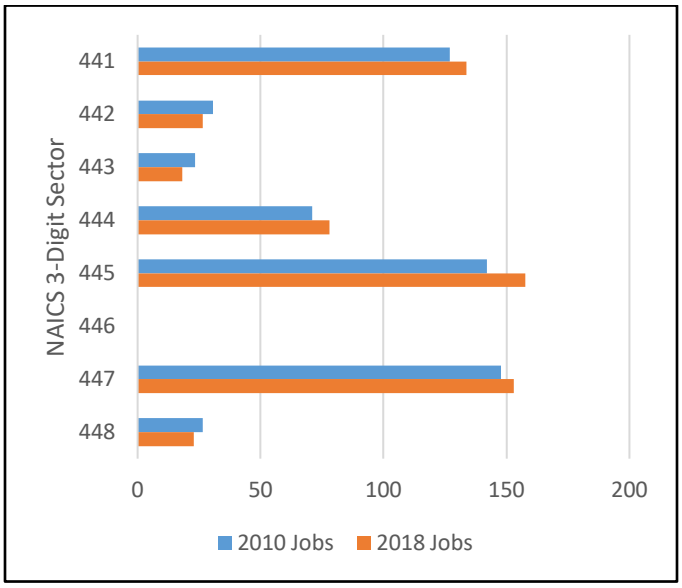
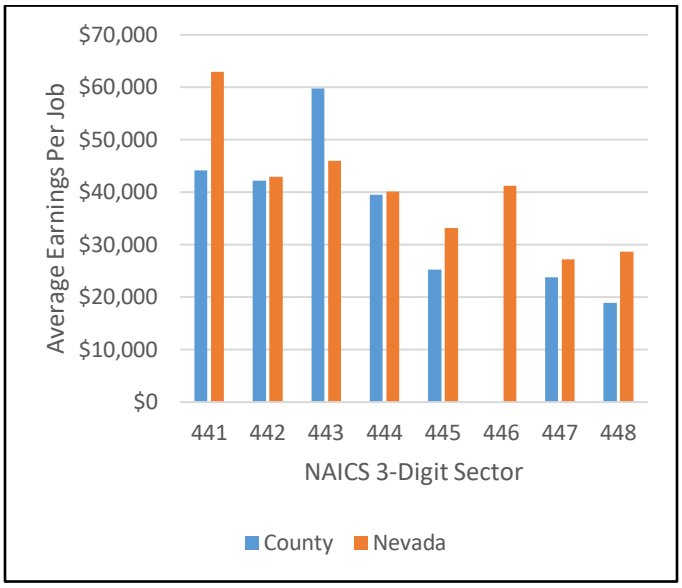


Figure 73. Humboldt County vs State Comparison, NAICS Sector 44, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 45: Retail Trade

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Note: Sectors 44 and 45 fall under the same 'Retail Trade' 2-digit heading.

451: Sporting Goods, Hobby, Musical Instrument, and Book Stores

Industries in the Sporting Goods, Hobby, Musical Instrument, and Book Stores subsector are engaged in retailing and providing expertise on the use of sporting equipment or supplies for other specific leisure activities, such as needlework and musical instruments.

452: General Merchandise Stores

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location.

453 Miscellaneous Store Retailers

Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and home furnishings; new appliances and electronic products; new building materials and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music).

454: Nonstore Retailers

Industries in the Nonstore Retailers subsector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls, and distribution through vending machines.

County Breakdown

The Retail Trade industry is very active. This portion of the industry provides Humboldt County with 338 jobs, similar to 2010.

The subsector with the highest output is General Merchandise Stores, which not only provides more than 85% of the jobs, but produces $26.9M in sales. $7M of this is in-region, with $19.9M being exported sales.

Imports are above $1.7M for all four subsectors to meet the demand that is not met by local production, although local production is active.

Taxes collected for this portion of the industry total $6.3M, with 84% of that coming from General Merchandise stores.

Table 79. Humboldt County NAICS Sector 45, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	<10	10	4	$28,873	$291,106
452: General Merchandise Stores	303	292	4	$34,874	$10,197,531
453: Miscellaneous Store Retailers	11	13	2	$38,218	$805,324
454: Nonstore Retailers	24	23	4	$44,888	$1,941,912

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 80. Humboldt County NAICS Sector 45, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
451	$656,494	$236,186	$420,307	$1,722,250	$88,113
452	$26,892,733	$7,006,680	$19,886,054	$4,499,947	$5,276,313
453	$1,815,549	$383,521	$1,432,028	$4,325,987	$243,384
454	$8,084,609	$3,724,759	$4,359,851	$8,518,079	$653,594

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 74. Humboldt County NAICS Sector 45 Total Jobs by 3-Digit Sector, 2010 to 2018

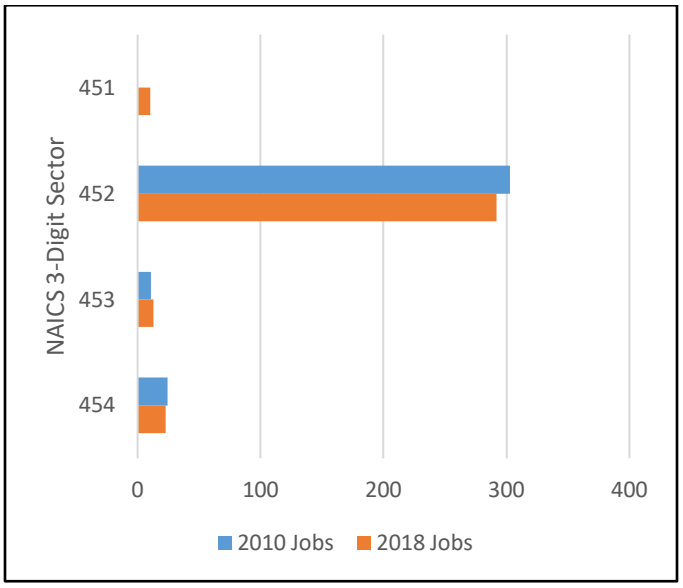
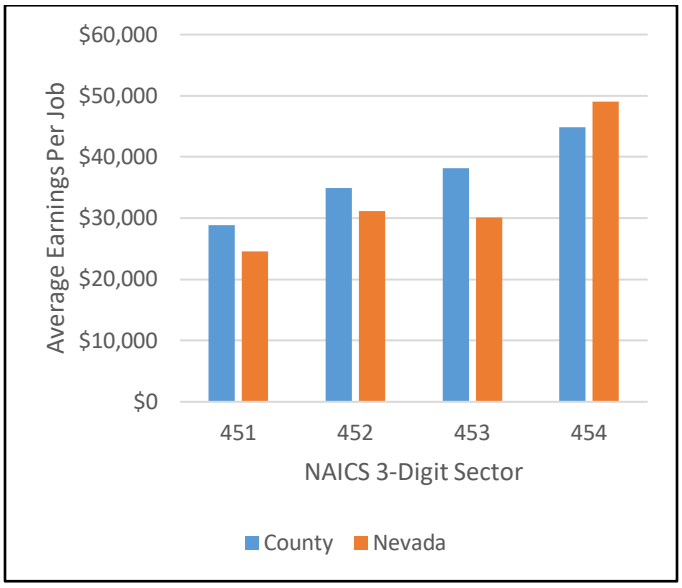


Figure 75. Humboldt County vs State Comparison, NAICS Sector 45, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 48: Transportation and Warehousing

The Transportation and Warehousing sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. Establishments in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation. The modes of transportation are air, rail, water, road, and pipeline.

Note: Sectors 48 and 49 fall under the same 'Transportation and Warehousing' 2-digit heading.

481: Air Transportation

Industries in the Air Transportation subsector provide air transportation of passengers and/or cargo using aircraft, such as airplanes and helicopters. The subsector distinguishes scheduled from nonscheduled air transportation. Scheduled air carriers fly regular routes on regular schedules and operate even if flights are only partially loaded. Nonscheduled carriers often operate during nonpeak time slots at busy airports. These establishments have more flexibility with respect to choice of airport, hours of operation, load factors, and similar operational characteristics.

482: Rail Transportation

Industries in the Rail Transportation subsector provide rail transportation of passengers and/or cargo using railroad rolling stock. The railroads in this subsector primarily either operate on networks, with physical facilities, labor force, and equipment spread over an extensive geographic area, or operate over a short distance on a local rail line.

483: Water Transportation

Industries in the Water Transportation subsector provide water transportation of passengers and cargo using watercraft, such as ships, barges, and boats.

484: Truck Transportation

Industries in the Truck Transportation subsector provide over-the-road transportation of cargo using motor vehicles, such as trucks and tractor trailers. The subsector is subdivided into general freight trucking and specialized freight trucking.

485: Transit and Ground Passenger Transportation

Industries in the Transit and Ground Passenger Transportation subsector include a variety of passenger transportation activities, such as urban transit systems; chartered bus, school bus, and interurban bus transportation; and taxis. These activities are distinguished based primarily on such production process factors as vehicle types, routes, and schedules.

486: Pipeline Transportation

Industries in the Pipeline Transportation subsector use transmission pipelines to transport products, such as crude oil, natural gas, refined petroleum products, and slurry. Industries are identified based on the products transported.

488: Support Activities for Transportation

Industries in the Support Activities for Transportation subsector provide services which support transportation. These services may be provided to transportation carrier establishments or to the general public.

County Breakdown

Except for Pipeline Transportation, all subsectors here report local production output for Humboldt County. Yet Pipeline Transportation still has a demand, with $5.1M imports reported in 2018.

The main subsectors here and their respective total sales are Truck Transportation ($23M); Rail Transportation ($10.1M); and Transit and Ground Passenger Transportation ($6.5M). Between these three subsectors the balance of in-region sales and exports is weighed differently. In one subsector exports is greater than in-region sales, in the next, exports are less than in-region sales, and in the last, exports and in-region sales are relatively the same. This warrants close examination of each subsector and the weighted balance of imports vs. exports impacts its role in the overall industry as well as Humboldt County's general economy.

Air Transportation and Water Transportation have little local output but high imports at $7.2M & $4.2M.

Taxes collected for this portion of the industry total $6.3M, with almost half of that coming from Truck Transportation.

Table 81. Humboldt County NAICS Sector 48, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
481: Air Transportation	0	0	0	$0	$14,118
482: Rail Transportation	47	33	0	$83,251	$2,719,996
483: Water Transportation	0	0	0	$0	$6,067
484: Truck Transportation	98	106	9	$70,384	$8,076,679
485: Transit and Ground Passenger Transportation	0	56	3	$60,079	$3,512,941
486: Pipeline Transportation	0	0	0	$0	$0
487: Scenic and Sightseeing Transportation	0	0	0	$0	$33,200
488: Support Activities for Transportation	<10	22	5	$58,933	$1,439,850

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 82. Humboldt County NAICS Sector 48, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
481	$55,284	$37,117	$18,167	$7,272,276	$7,217
482	$10,104,037	$5,409,482	$4,694,555	$256,653	$245,641
483	$36,058	$27,297	$8,763	$4,187,952	$968
484	$23,047,731	$11,941,078	$11,106,653	$14,204,049	$402,819
485	$6,488,964	$1,040,963	$5,448,000	$2,350,536	$181,667
486	$0	$0	$0	$5,111,069	$0
487	$88,615	$86,525	$2,090	$163,227	$1,011
488	$3,863,845	$1,671,412	$2,192,432	$7,287,271	$47,040

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 76. Humboldt County NAICS Sector 48 Total Jobs by 3-Digit Sector, 2010 to 2018

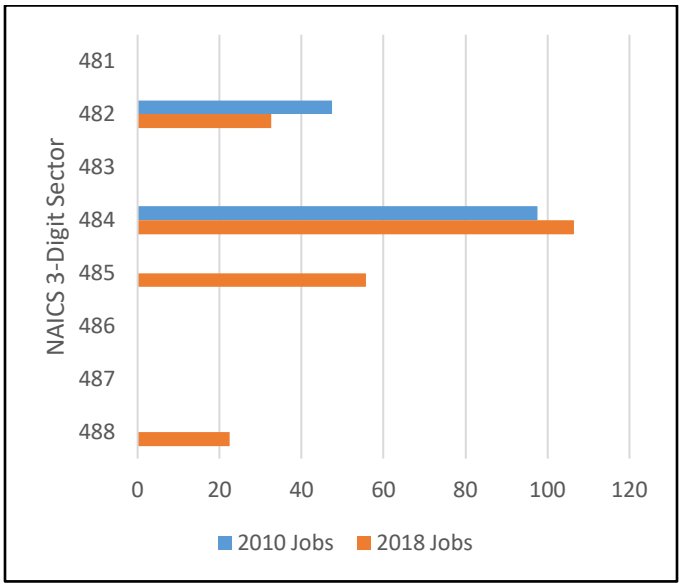
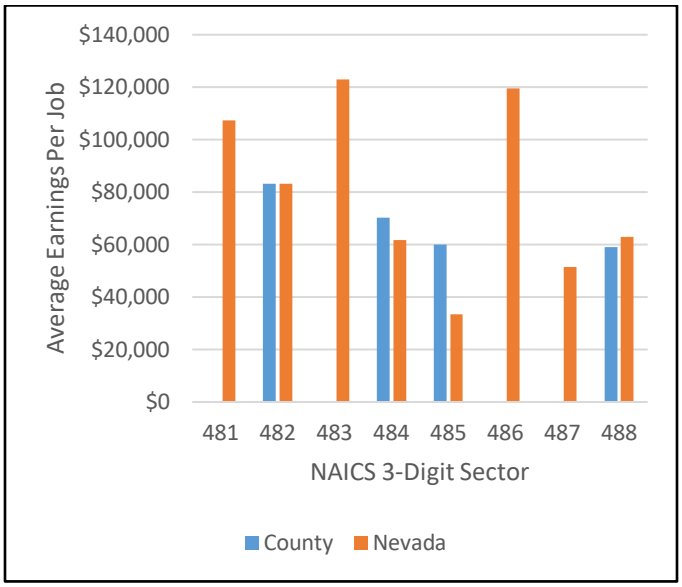


Figure 77. Humboldt County vs State Comparison, NAICS Sector 48, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 49: Transportation and Warehousing

The Transportation and Warehousing sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. Establishments in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation. The modes of transportation are air, rail, water, road, and pipeline.

Note: Sectors 48 and 49 fall under the same 'Transportation and Warehousing' 2-digit heading.

491: Postal Service

The Postal Service subsector includes the activities of the National Post Office and its subcontractors operating under a universal service obligation to provide mail services, and using the infrastructure required to fulfill that obligation. These services include delivering letters and small parcels.

492: Couriers and Messengers

Industries in the Couriers and Messengers subsector provide intercity, local, and/or international delivery of parcels and documents (including express delivery services) without operating under a universal service obligation. These articles may originate in the U.S. but be delivered to another country and can be described as those that may be handled by one person without using special equipment.

493: Warehousing and Storage

Industries in the Warehousing and Storage subsector are primarily engaged in operating warehousing and storage facilities for general merchandise, refrigerated goods, and other warehouse products. These establishments provide facilities to store goods. They do not sell the goods they handle. These establishments take responsibility for storing the goods and keeping them secure.

County Breakdown

The first two subsectors, Postal Service and Couriers and Messengers, provide Humboldt County with 6 payroll businesses, 64 jobs, and yearly employee/employer industry earnings of almost $3 million.

The Postal Service subsector reports a roughly equal amount of in-region sales ($944k) and exports ($911k). Imports are low, at barely above $1k.

The Couriers and Messengers subsector reports high numbers across the board ($4.3M total sales, $3.2M exports) and is the only subsector here from which taxes are collected.

Warehousing and Storage does not report any local production output but rather a relatively high $5.8M in imports.

Taxes collected for this industry total $56,804. All of this comes from the Couriers and Messengers subsector.

Table 83. Humboldt County NAICS Sector 49, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
491: Postal Service	11	34	1	$33,471	$1,136,160
492: Couriers and Messengers	15	30	5	$61,543	$1,842,049
493: Warehousing and Storage	0	0	0	$0	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 84. Humboldt County NAICS Sector 49, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
491	$1,855,025	$943,673	$911,352	$1,122	$0
492	$4,309,744	$1,097,262	$3,212,483	$1,646,176	$56,804
493	$0	$0	$0	$5,839,280	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 78. Humboldt County NAICS Sector 49 Total Jobs by 3-Digit Sector, 2010 to 2018

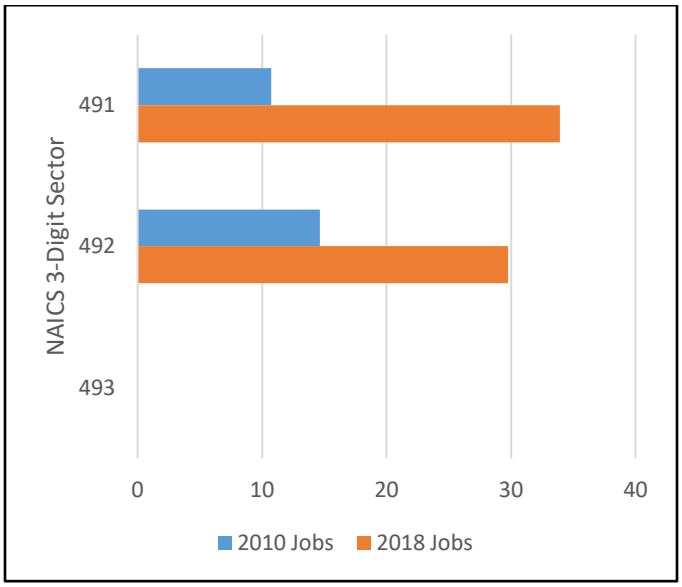
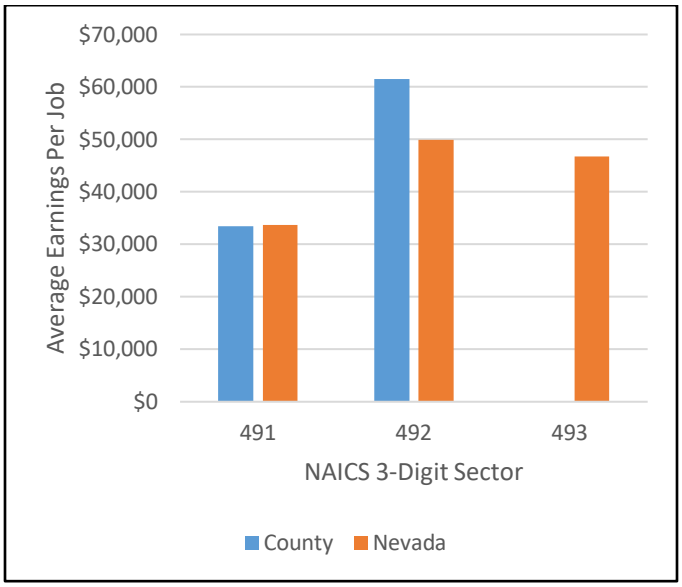


Figure 79. Humboldt County vs State Comparison, NAICS Sector 49, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 51: Information

The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

511: Publishing Industries (except Internet)

Industries in the Publishing Industries (except Internet) subsector group establishments engaged in the publishing of newspapers, magazines, other periodicals, and books, as well as directory and mailing list and software publishing. In general, these establishments, which are known as publishers, issue copies of works for which they usually possess copyright.

512: Motion Picture and Sound Recording Industries

Industries in the Motion Picture and Sound Recording Industries subsector group establishments involved in the production and distribution of motion pictures and sound recordings. While producers and distributors of motion pictures and sound recordings issue works for sale as traditional publishers do, the processes are sufficiently different to warrant placing establishments engaged in these activities in a separate subsector.

515: Broadcasting (except Internet)

Industries in the Broadcasting (except Internet) subsector include establishments that create content or acquire the right to distribute content and subsequently broadcast the content. The industry groups (Radio and Television Broadcasting and Cable and Other Subscription Programming) are based on differences in the methods of communication and the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over-the-air or satellite delivery of radio and television programs of entertainment, news, talk, and the like.

517: Telecommunications

Industries in the Telecommunications subsector group establishments that provide telecommunications and the services related to that activity (e.g., telephony, including Voice over Internet Protocol (VoIP); cable and satellite television distribution services; Internet access; telecommunications reselling services)

518 Data Processing, Hosting, and Related Services

Industries in the Data Processing, Hosting, and Related Services subsector group establishments that provide the infrastructure for hosting and/or data processing services.

519: Other Information Services

Industries in the Other Information Services subsector group establishments supplying information, storing and providing access to information, searching and retrieving information, operating Web sites that use search engines to allow for searching information on the Internet, or publishing and/or broadcasting content exclusively on the Internet.

County Breakdown

Every subsector in Humboldt County's Information industry reports local production output as well as imports at least above $4.5M.

Nine payroll businesses are provided by this industry. Each subsector in this industry provides at least one business, while Telecommunications provides four businesses. There at least 58 jobs stemming from these businesses. This is potentially less than it was in 2010, where data indicates there were 78 jobs in this industry, but because of suppressed data, it is not certain.

The subsectors with the highest sales are Telecommunications ($15.2M); Publishing Industries, excluding internet ($1.6M); and Broadcasting, excluding internet ($1.4M). Between these three subsectors, in-region sales is higher than exports, and for all six subsectors imports is in the millions.

Taxes collected for this industry total $976,284, and 94% of this comes from Telecommunications.

Table 85. Humboldt County NAICS Sector 51, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
511: Publishing Industries (except Internet)	37	25	1	$27,360	$682,950
512: Motion Picture and Sound Recording Industries	19	12	1	$8,429	$99,216
515: Broadcasting (except Internet)	0	<10	1	Insf. Data	$275,979
517: Telecommunications	22	18	4	$105,154	$2,417,070
518: Data Processing, Hosting, and Related Services	0	<10	1	Insf. Data	$133,922
519: Other Information Services	0	<10	1	Insf. Data	$17,109

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 86. Humboldt County NAICS Sector 51, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
511	$1,566,301	$911,182	$655,119	$13,039,977	$15,907
512	$379,118	$153,006	$226,112	$4,491,584	$18,188
515	$1,364,920	$444,184	$920,736	$5,810,723	$14,309
517	$15,150,643	$10,927,211	$4,223,433	$18,152,058	$919,485
518	$502,202	$315,974	$186,228	$6,701,805	$7,723
519	$63,069	$55,666	$7,403	$8,006,607	$672

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 80. Humboldt County NAICS Sector 51 Total Jobs by 3-Digit Sector, 2010 to 2018

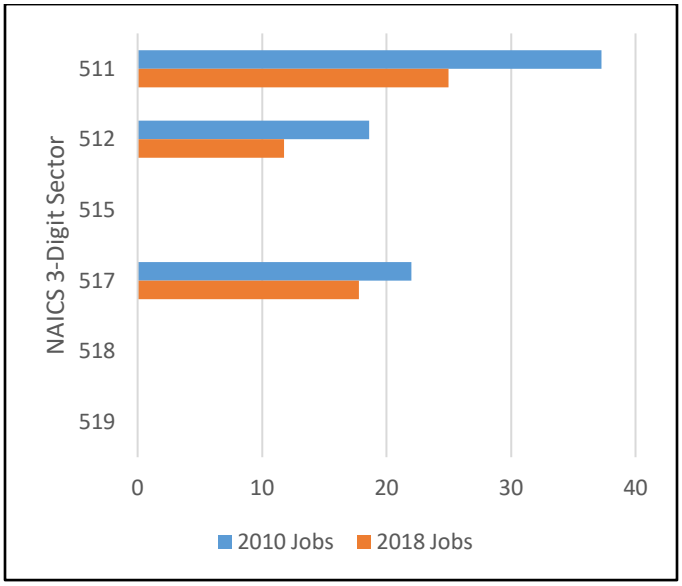
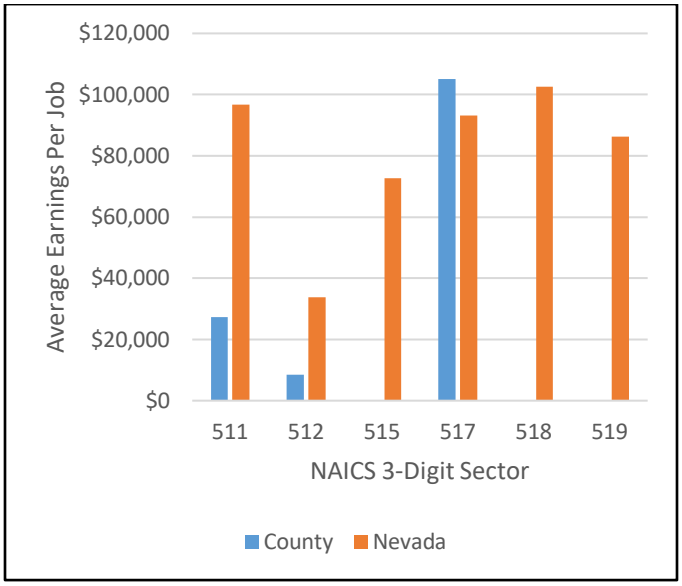


Figure 81. Humboldt County vs State Comparison, NAICS Sector 51, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 52: Finance and Insurance

The Finance and Insurance sector comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions.

521: Monetary Authorities-Central Bank

The Monetary Authorities-Central Bank subsector groups establishments that engage in performing central banking functions, such as issuing currency, managing the Nation's money supply and international reserves, holding deposits that represent the reserves of other banks and other central banks, and acting as a fiscal agent for the central government.

522: Credit Intermediation and Related Activities

Industries in the Credit Intermediation and Related Activities subsector group establishments that (1) lend funds raised from depositors; (2) lend funds raised from credit market borrowing; or (3) facilitate the lending of funds or issuance of credit by engaging in such activities as mortgage and loan brokerage, clearinghouse and reserve services, and check cashing services.

523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities

Industries in the Securities, Commodity Contracts, and Other Financial Investments and Related Activities subsector group establishments that are primarily engaged in one of the following: (1) underwriting securities issues and/or making markets for securities and commodities; (2) acting as agents (i.e., brokers) between buyers and sellers of securities and commodities; (3) providing securities and commodity exchange services; and (4) providing other services, such as managing portfolios of assets; providing investment advice; and trust, fiduciary, and custody services.

524: Insurance Carriers and Related Activities

Industries in the Insurance Carriers and Related Activities subsector group establishments that are primarily engaged in one of the following: (1) underwriting (assuming the risk, assigning premiums, and so forth) annuities and insurance policies or (2) facilitating such underwriting by selling insurance policies and by providing other insurance and employee benefit related services.

525: Funds, Trusts, and Other Financial Vehicles

Industries in the Funds, Trusts, and Other Financial Vehicles subsector group legal entities (i.e., funds, plans, and/or programs) organized to pool securities or other assets on behalf of shareholders or beneficiaries of employee benefit or other trust funds.

County Breakdown

Three of the five subsectors in this industry produce local output, providing 13 payroll businesses and at least 71 jobs. The other two, Monetary Authorities-Central Bank and Funds, Trusts, and Other Financial Vehicles, do not produce any local output, but nevertheless still import $488k and $9.7M, respectively.

Of the three more active subsectors, Credit Intermediation and Related Activities has the highest output. With $6.5M in sales, almost split in half between in-region sales and exported sales, this subsector also brings in $40.3M in imports. Similarly, the other two subsectors, 523 and 524, report imports upwards of $30.1M and $48.5M, while also locally providing within the county.

Taxes collected for this industry total $184.6k, and 76% of this comes from Credit Intermediation and Related Activities.

Table 87. Humboldt County NAICS Sector 52, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
521: Monetary Authorities-Central Bank	0	0	0	$0	$0
522: Credit Intermediation and Related Activities	46	45	9	$39,694	$1,890,601
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	<10	<10	1	Insf. Data	$1,346,808
524: Insurance Carriers and Related Activities	27	25	3	$40,497	$1,167,723
525: Funds, Trusts, and Other Financial Vehicles	0	0	0	$0	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 88. Humboldt County NAICS Sector 52, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
521	$0	$0	$0	$488,047	$0
522	$6,477,564	$3,207,498	$3,270,066	$40,251,491	$140,216
523	$2,366,501	$850,910	$1,515,591	$30,102,860	$16,453
524	$4,066,366	$2,619,631	$1,446,735	$48,554,578	$27,947
525	$0	$0	$0	$9,709,729	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 82. Humboldt County NAICS Sector 52 Total Jobs by 3-Digit Sector, 2010 to 2018

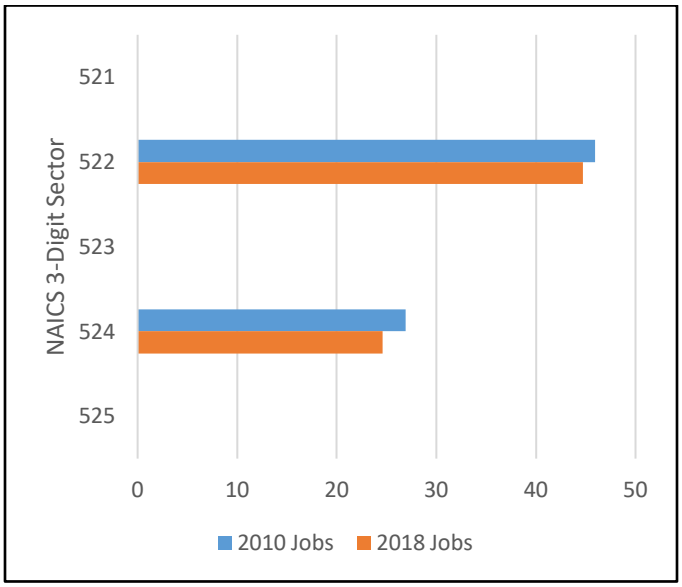
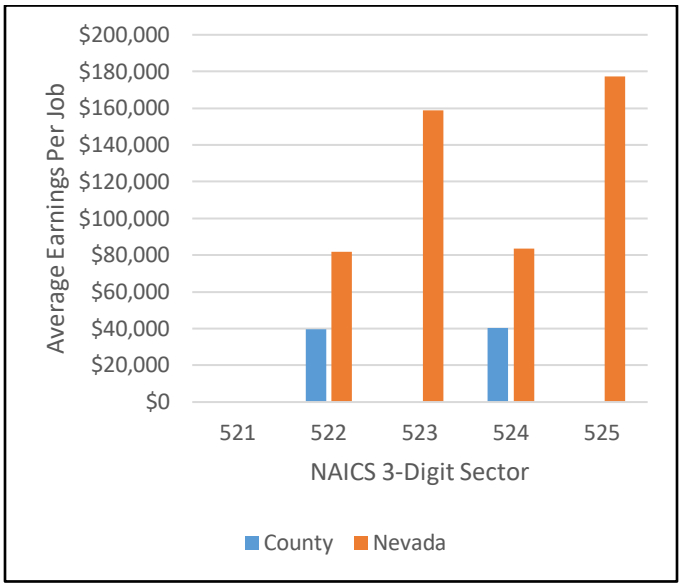


Figure 83. Humboldt County vs State Comparison, NAICS Sector 52, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 53: Real Estate and Rental and Leasing

The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The major portion of this sector comprises establishments that rent, lease, or otherwise allow the use of their own assets by others. The assets may be tangible, as is the case of real estate and equipment, or intangible, as is the case with patents and trademarks.

531: Real Estate

Industries in the Real Estate subsector group establishments primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services.

532: Rental and Leasing Services

Industries in the Rental and Leasing Services subsector include establishments that provide a wide array of tangible goods, such as automobiles, computers, consumer goods, and industrial machinery and equipment, to customers in return for a periodic rental or lease payment.

533 Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)

Industries in the Lessors of Nonfinancial Intangible Assets (except Copyrighted Works) subsector include establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements, for which a royalty payment or licensing fee is paid to the asset holder. Establishments in this subsector own the patents, trademarks, and/or franchise agreements that they allow others to use or reproduce for a fee and may or may not have created those assets.

County Breakdown

All three subsectors in this industry report moderate to high sales numbers, although one of them, Lessors of Nonfinancial Intangible Assets, reports no payroll businesses or jobs. In this latter case, the total industry earnings of $53,510 likely indicates an individual operating without the need of a payroll business with employees.

There are nine Real Estate businesses in Humboldt County, providing the region with 46 jobs. This is an increase from the 32 jobs in 2010. For Rental and Leasing Services, there are four payroll businesses, and total jobs for this subsector has decreased in the last eight years from 16 to 10.

Total sales for the three subsectors as they appear here are $17.2M, $4M, and $2.8M. In-region sales are higher for Real Estate and Rental and Leasing Services, but exported sales are higher for Lessors of Nonfinancial Intangible Assets. Imports follow a similar trend, them being the highest with Real Estate at $33.8M. The latter two subsectors here nevertheless still report relatively high numbers of imports at $88M for Rental and Leasing and $6.2M for Lessors of Nonfinancial Intangible Assets.

Taxes collected for this industry total $1.14M, and 58% of this comes from Real Estate alone.

Table 89. Humboldt County NAICS Sector 53, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
531: Real Estate	32	46	9	$31,063	$3,884,549
532: Rental and Leasing Services	16	10	4	$43,774	$1,035,129
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0	$0	$53,510

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 90. Humboldt County NAICS Sector 53, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
531	$17,212,583	$11,727,646	$5,484,936	$33,831,705	$663,384
532	$3,994,477	$2,864,774	$1,129,703	$7,969,828	$407,220
533	$2,756,379	$1,370,953	$1,385,426	$6,160,088	$70,378

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 84. Humboldt County NAICS Sector 53 Total Jobs by 3-Digit Sector, 2010 to 2018

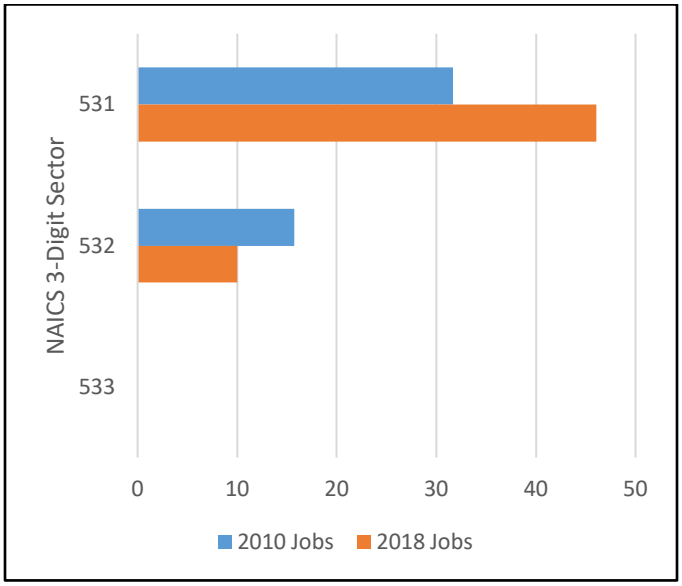
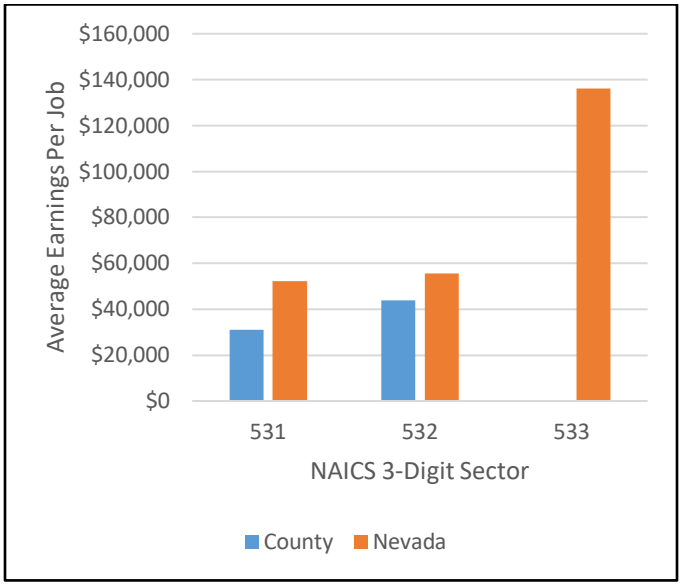


Figure 85. Humboldt County vs State Comparison, NAICS Sector 53, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 54: Professional, Scientific, and Technical Services

The Professional, Scientific, and Technical Services sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. The establishments in this sector specialize according to expertise and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services.

541: Professional, Scientific, and Technical Services

Industries in the Professional, Scientific, and Technical Services subsector group establishments engaged in processes where human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis, where an individual or team is responsible for the delivery of services to the client.

County Breakdown

The single subsector in this industry provides Humboldt County with 27 payroll businesses and 123 jobs. This latter number is an increase from the 117 jobs in 2010. Average earnings per job are relatively high per job at $55,410, resulting in a total industry earnings of $8,468,261.

Regarding sales, the total sales of $16.6M is split almost evenly between in-region sales ($8.6M) and exported sales ($8M). Moreover, imports are high, exceeding sales more than five times over, at $93M. This economic mixture points to a stable local production output that also necessarily relies on out-of-region services. There is room for local improvement and opportunity, but given the technological nature of the industry, its necessity or feasibility will need to be assessed.

Taxes collected for this industry total $328,208.

Table 91. Humboldt County NAICS Sector 54, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
541: Professional, Scientific, and Technical Services	117	123	27	$55,410	$8,468,261

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 92. Humboldt County NAICS Sector 54, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
541	$16,573,071	$8,541,708	$8,031,362	$93,385,598	$328,208

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 86. Humboldt County NAICS Sector 54 Total Jobs by 3-Digit Sector, 2010 to 2018

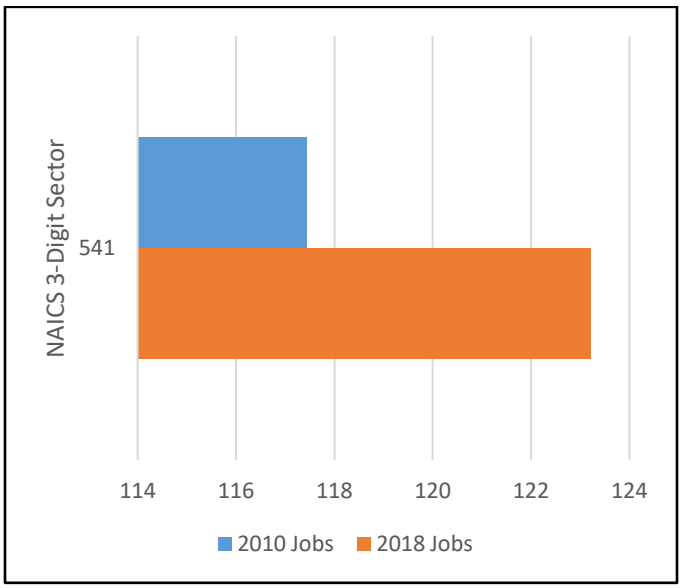
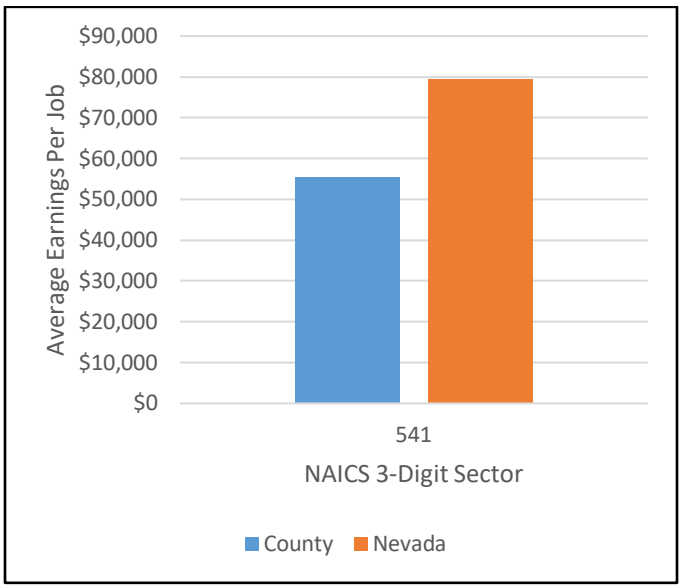


Figure 87. Humboldt County vs State Comparison, NAICS Sector 54, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 55: Management of Companies and Enterprises

The Management of Companies and Enterprises sector comprises (1) establishments that hold the securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or (2) establishments (except government establishments) that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decision-making role of the company or enterprise. Establishments that administer, oversee, and manage may hold the securities of the company or enterprise.

551: Management of Companies and Enterprises

Industries in the Management of Companies and Enterprises subsector include three main types of establishments: (1) those that hold the securities of (or other equity interests in) companies and enterprises; (2) those (except government establishments) that administer, oversee, and manage other establishments of the company or enterprise but do not hold the securities of these establishments; and (3) those that both administer, oversee, and manage other establishments of the company or enterprise and hold the securities of (or other equity interests in) these establishments.

County Breakdown

The single subsector in this industry provides Humboldt County with one payroll business and 17 jobs, and these 17 jobs are a decrease from the 30 jobs in 2010. The average earnings per job is $160k, netting total industry earnings for the county and industry at $3.2M.

Total sales for this industry are $5.2M. Nearly 98% of that comes from exported sales. This indicates dollars being brought into the community and contributing to local growth. Imports, too, are moderately high, at $37.8M.

Taxes collected for this industry total $101.9k.

Table 93. Humboldt County NAICS Sector 55, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
551: Management of Companies and Enterprises	30	17	1	$160,194	$3,238,579

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 94. Humboldt County NAICS Sector 55, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
551	$5,222,691	$125,756	$5,096,935	$37,753,136	$101,865

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 88. Humboldt County NAICS Sector 55 Total Jobs by 3-Digit Sector, 2010 to 2018

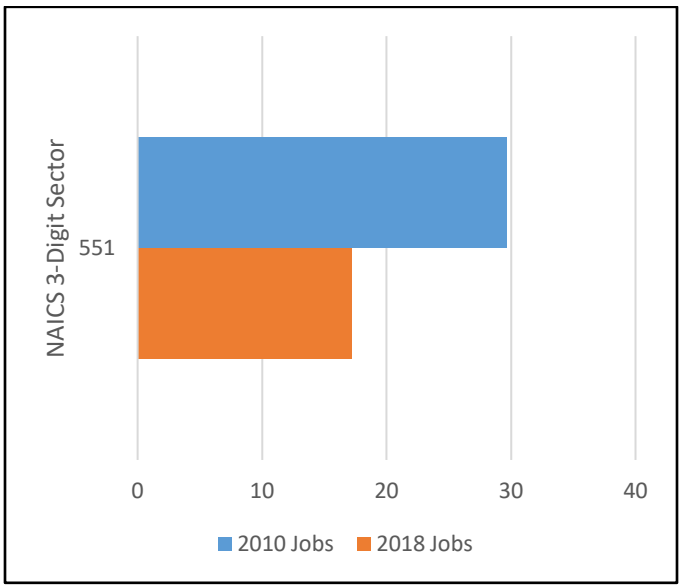
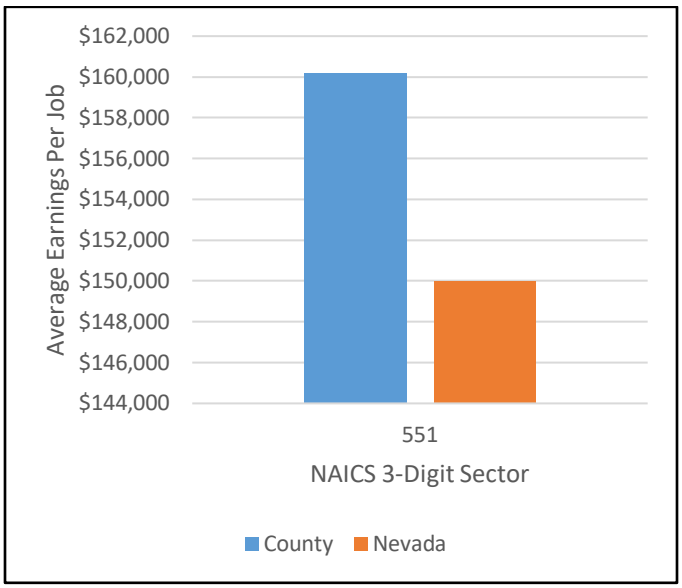


Figure 89. Humboldt County vs State Comparison, NAICS Sector 55, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 56: Administrative, Support, Waste Management, Remediation Services

The Administrative and Support and Waste Management and Remediation Services sector comprises establishments performing routine support activities for the day-to-day operations of other organizations. These essential activities are often undertaken in-house by establishments in many sectors of the economy. The establishments in this sector specialize in one or more of these support activities and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

561: Administrative and Support Services

Industries in the Administrative and Support Services subsector group establishments engaged in activities that support the day-to-day operations of other organizations. The processes employed in this sector (e.g., general management, personnel administration, clerical activities, cleaning activities) are often integral parts of the activities of establishments found in all sectors of the economy.

562: Waste Management and Remediation Services

Industries in the Waste Management and Remediation Services subsector group establishments engaged in the collection, treatment, and disposal of waste materials. This includes establishments engaged in local hauling of waste materials; operating materials recovery facilities (i.e., those that sort recyclable materials from the trash stream); providing remediation services (i.e., those that provide for the cleanup of contaminated buildings, mine sites, soil, or ground water); and providing septic pumping and other miscellaneous waste management services.

County Breakdown

The two subsectors in this industry provide Humboldt County with 25 businesses and 262 jobs. This is a notable 33% decrease from the 347 jobs in 2010. Regardless, the majority of these 2018 businesses and jobs come from Administrative and Support Services rather than Waste Management and Remediation Services. That being said, the average earnings per job for the latter subsector is $49k, compared to the former's $36k.

Both subsectors here net relatively moderate to high total sales and imports, with Administrative and Supportive Services leading in all categories. Total sales for 561: Administrative and Supportive Services is $18.3M, made up of 60% in-region sales and 40% exported sales. Compare this to the other subsector, Waste Management and Remediation Services, which reports $4.8M in total sales, with 47% being in-region sale and 53% being exported sales.

On top of high local production, both imports are high in the first subsector at $22.7M and moderate in the second subsector at $3.8M, altogether showing this industry as balanced in Humboldt County.

Taxes collected for this industry total $419k, and that is almost split evenly between these two subsectors (53% and 47%), in spite of the noticeable differences in sales and total jobs.

Table 95. Humboldt County NAICS Sector 56, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
561: Administrative and Support Services	266	232	21	$35,915	$9,177,910
562: Waste Management and Remediation Services	81	30	4	$48,982	$1,466,545

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 96. Humboldt County NAICS Sector 56, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
561	$18,295,451	$10,977,197	$7,318,253	$22,711,232	$220,416
562	$4,807,420	$2,243,228	$2,564,191	$3,841,986	$198,386

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 90. Humboldt County NAICS Sector 56 Total Jobs by 3-Digit Sector, 2010 to 2018

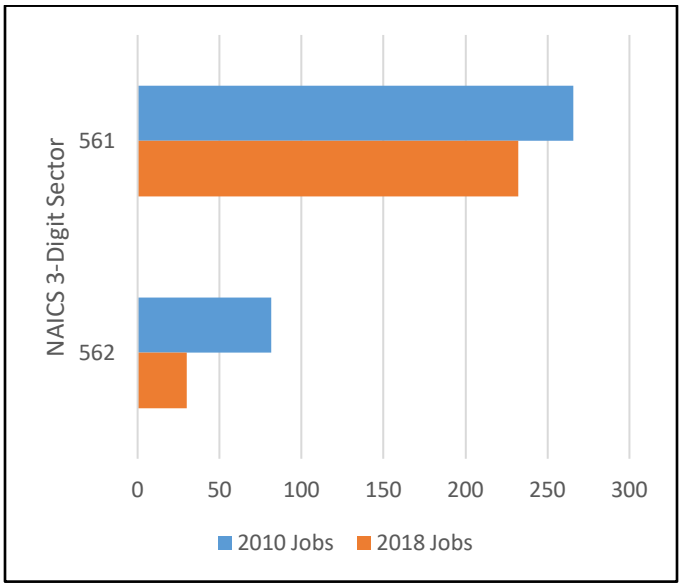
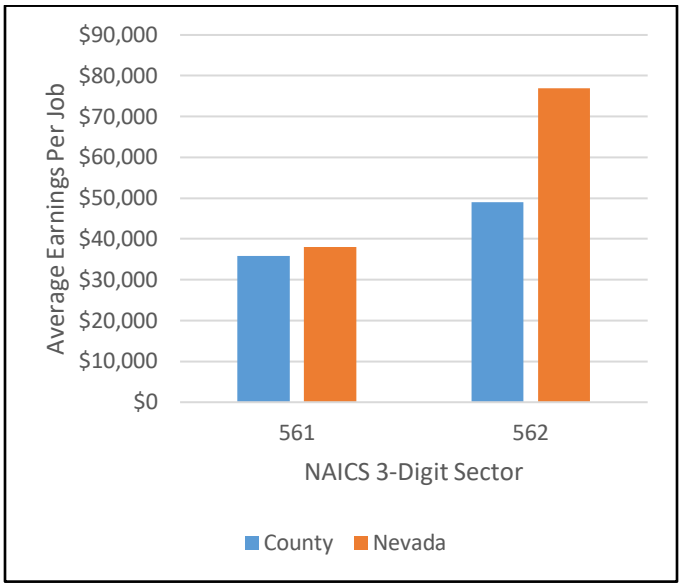


Figure 91. Humboldt County vs State Comparison, NAICS Sector 56, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 61: Educational Services

The Educational Services sector comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and/or accommodation services to their students.

611: Educational Services

Industries in the Educational Services subsector provide instruction and training in a wide variety of subjects. The instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers.

County Breakdown

The sole subsector in this industry, Educational Services, provides Humboldt County with 29 jobs. This is an increase from 2010 when this industry had 18 jobs. There are 2 payroll businesses and the average earnings per job is relatively low compared to other industries, but not necessarily low compared to the same industry across other counties and states.

Total sales is $1.5M, with an almost even split between in-region sales and exports (50.2% and 49.8%). Coupled with high imports of $16.2M, this industry has a healthy balance of local production and reliance on external regions.

Taxes collected for this industry are $39.8k, which is relatively low for an industry that achieves this amount of sales, but not so much for an industry whose services are of an educational and supportive nature.

Table 97. Humboldt County NAICS Sector 61, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
611: Educational Services	18	29	2	$23,464	$804,370

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 98. Humboldt County NAICS Sector 61, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
611	$1,469,031	$737,586	$731,447	$16,187,315	$39,838

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 92. Humboldt County NAICS Sector 61 Total Jobs by 3-Digit Sector, 2010 to 2018

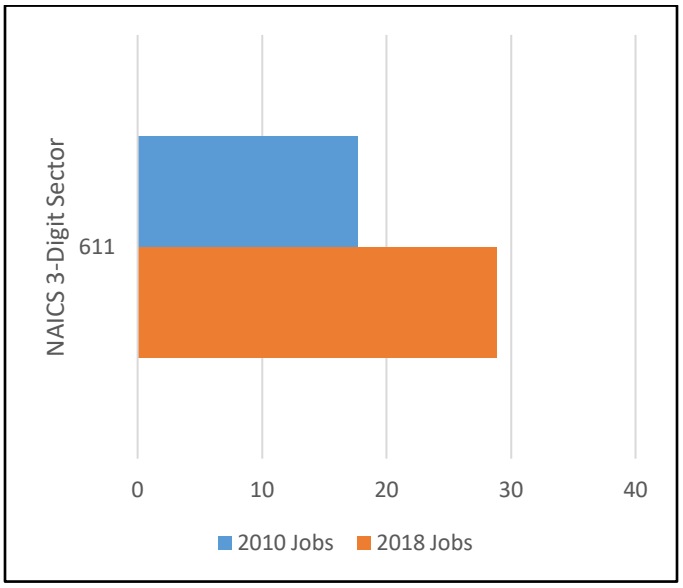
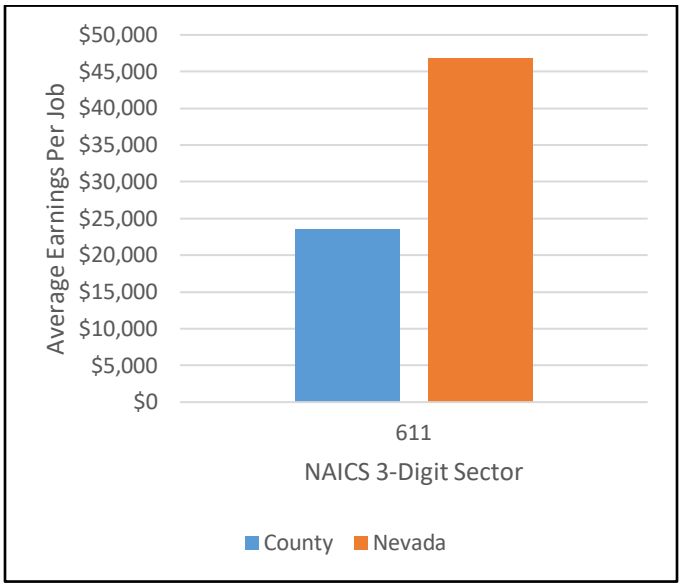


Figure 93. Humboldt County vs State Comparison, NAICS Sector 61, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 62: Health Care and Social Assistance

The Health Care and Social Assistance sector comprises establishments providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. The industries in this sector are arranged on a continuum starting with establishments providing medical care exclusively, continuing with those providing health care and social assistance, and finally finishing with those providing only social assistance. Establishments in this sector deliver services by trained professionals. All industries in the sector share this commonality of process, namely, labor inputs of health practitioners or social workers with the requisite expertise. Many of the industries in the sector are defined based on the educational degree held by the practitioners included in the industry.

621: Ambulatory Health Care Services

Industries in the Ambulatory Health Care Services subsector provide health care services directly or indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this subsector provide outpatient services, with the facilities and equipment not usually being the most significant part of the production process.

622: Hospitals

Industries in the Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity.

623: Nursing and Residential Care Facilities

Industries in the Nursing and Residential Care Facilities subsector provide residential care combined with either nursing, supervisory, or other types of care as required by the residents. In this subsector, the facilities are a significant part of the production process, and the care provided is a mix of health and social services with the health services being largely some level of nursing services.

624: Social Assistance

Industries in the Social Assistance subsector provide a wide variety of social assistance services directly to their clients. These services do not include residential or accommodation services, except on a short-stay basis.

County Breakdown

Given the necessary nature of this industry, the businesses provided produce moderate to high output, while at the same time receiving imports. There are 35 Health Care and Social Assistance businesses in Humboldt County, and between these businesses there are at least 289 provided jobs. This is a decrease from the 367 jobs provided in 2010. Total (exports and in-region) coupled with total imports still indicate the prevalence and need for this industry.

Total sales are high with Ambulatory Health Care Services, at $15,486,796. This same subsector also holds the highest average earnings/job at $59,325, which is relatively high compared to other subsector in Humboldt County, but not necessarily this same subsector in other counties. Regardless, there is nearly $40m in imports being brought in, which is high activity for any subsector in any county.

The hospital subsector also brings in a high number of imports, at $42M.

Taxes collected for this industry total $198 and 79% of this comes from Ambulatory Health Care Services.

Table 99. Humboldt County NAICS Sector 62, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
621: Ambulatory Health Care Services	140	139	21	$59,325	$9,249,724
622: Hospitals	0	0	0	$0	$0
623: Nursing and Residential Care Facilities	<10	<10	1	Insf. Data	$56,697
624: Social Assistance	226	149	13	$23,652	$3,763,315

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 100. Humboldt County NAICS Sector 62, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
621	$15,486,796	$11,256,131	$4,230,665	$39,894,011	$157,286
622	$0	$0	$0	$42,879,654	$0
623	$111,957	$106,702	$5,255	$12,101,422	$3,393
624	$5,566,383	$4,918,933	$647,448	$5,971,753	$37,329

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 94. Humboldt County NAICS Sector 62 Total Jobs by 3-Digit Sector, 2010 to 2018

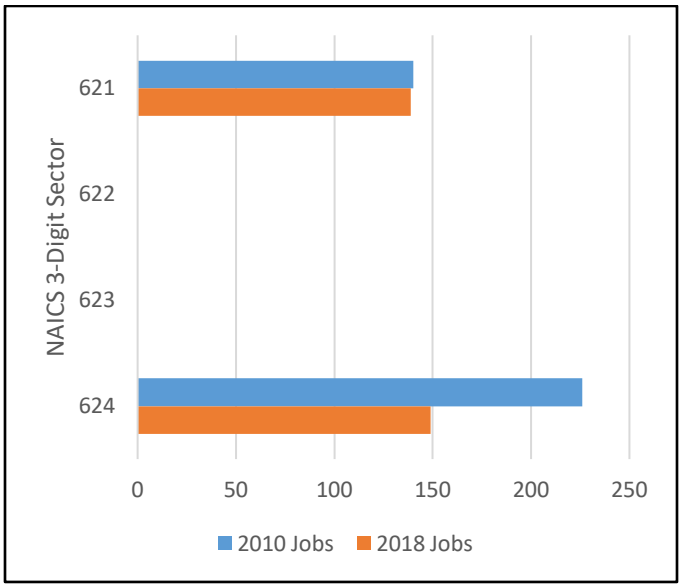
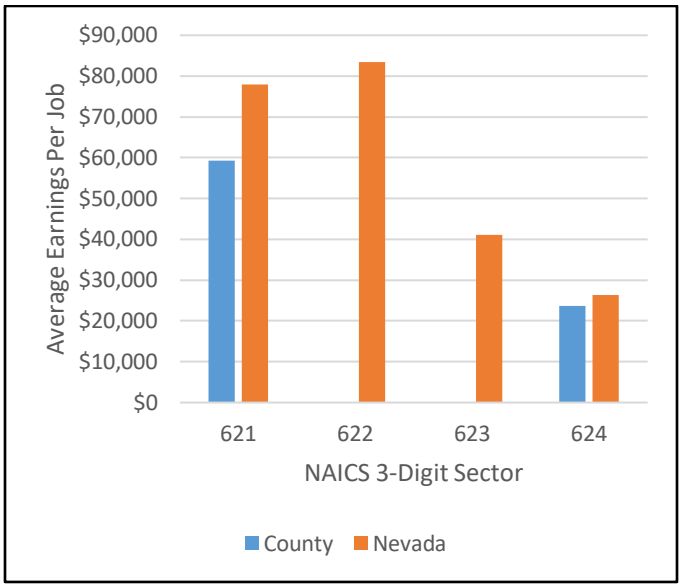


Figure 95. Humboldt County vs State Comparison, NAICS Sector 62, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 71: Arts, Entertainment, and Recreation

The Arts, Entertainment, and Recreation sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.

711: Performing Arts, Spectator Sports, and Related Industries

Industries in the Performing Arts, Spectator Sports, and Related Industries subsector group establishments that produce or organize and promote live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, athletes, and other entertainers, including independent (i.e., freelance) entertainers and the establishments that manage their careers. The classification recognizes four basic processes: (1) producing (i.e., presenting) events; (2) organizing, managing, and/or promoting events; (3) managing and representing entertainers; and (4) providing the artistic, creative and technical skills necessary to the production of these live events. Also, this subsector contains four industries for performing arts companies. Each is defined on the basis of the particular skills of the entertainers involved in the presentations.

712: Museums, Historical Sites, and Similar Institutions

Industries in the Museums, Historical Sites, and Similar Institutions subsector engage in the preservation and exhibition of objects, sites, and natural wonders of historical, cultural, and/or educational value.

713: Amusement, Gambling, and Recreation Industries

Industries in the Amusement, Gambling, and Recreation Industries subsector (1) operate facilities where patrons can primarily engage in sports, recreation, amusement, or gambling activities and/or (2) provide other amusement and recreation services, such as supplying and servicing amusement devices in places of business operated by others; operating sports teams, clubs, or leagues engaged in playing games for recreational purposes; and guiding tours without using transportation equipment.

County Breakdown

This industry reports moderate activity for Humboldt County, especially the Amusement, Gambling, and Recreation subsector, which provides the county with 14 of the 15 payroll businesses.

Of the 15 payroll businesses, a little more than 112 jobs are provided. This is a slight increase from 2010, where there was slightly more than 104 jobs provided by this industry.

Total sales for each subsector differs. The highest is the Amusement, Gambling, and Recreation subsector, which reaches over $11M in total sales. $3.1M of this comes from in-region sales, while $7.9M comes from exports. The other two subsectors, however, report substantially higher in-region sales than out-of-region sales. Museums, Historical Sites, and Similar Institutions, for example, report only $6,498 in exported sales, while achieving $282,855 in in-region sales. All three subsectors here report relatively moderate to high levels of imports.

Taxes collected for this industry total $991k, with 94% of this coming from Amusement, Gambling, and Recreation Industries. For more information on how Humboldt County's gaming taxes compare to Nevada and other counties, please see page 43.

Table 101. Humboldt County NAICS Sector 71, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
711: Performing Arts, Spectator Sports, and Related Industries	<10	<10	0	Insf. Data	$553,168
712: Museums, Historical Sites, and Similar Institutions	<10	<10	1	Insf. Data	$108,783
713: Amusement, Gambling, and Recreation Industries	104	112	14	$21,629	$2,559,525

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 102. Humboldt County NAICS Sector 71, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
711	$991,881	$659,886	$331,996	$5,044,297	$51,056
712	$289,353	$282,855	$6,498	$649,967	$8,515
713	$11,058,199	$3,136,687	$7,921,510	$3,729,823	$930,894

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 96. Humboldt County NAICS Sector 71 Total Jobs by 3-Digit Sector, 2010 to 2018

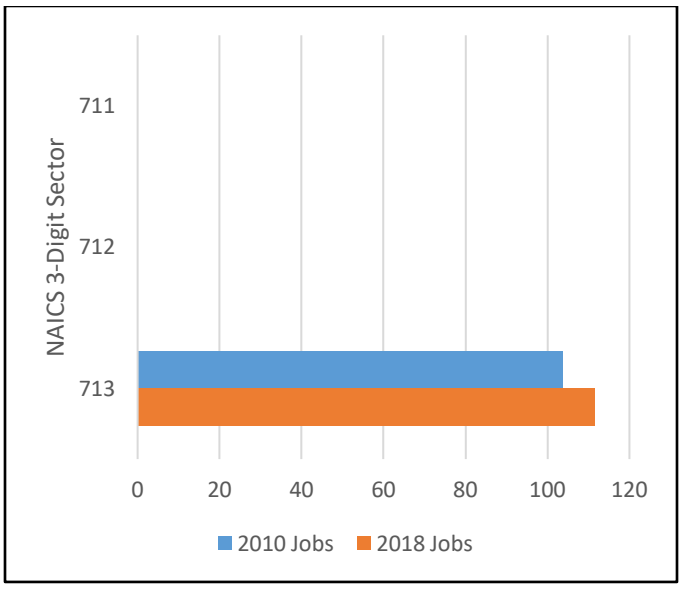
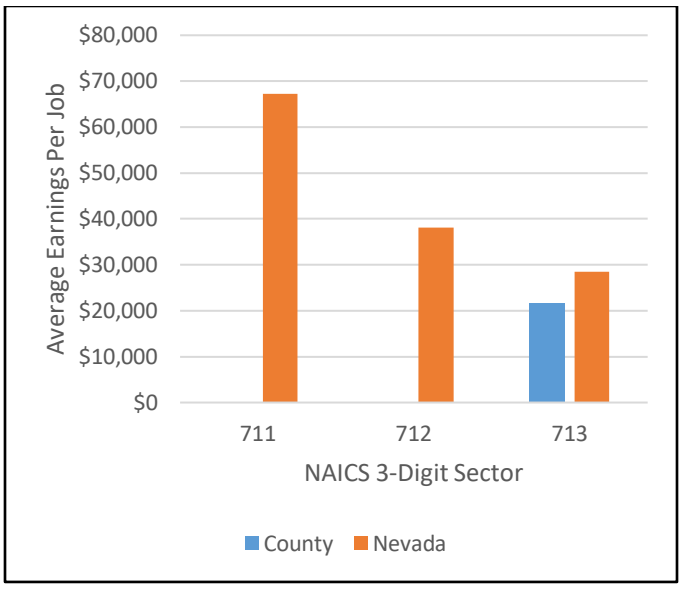


Figure 97. Humboldt County vs State Comparison, NAICS Sector 71, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 72: Accommodation and Food Services

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment.

721: Accommodation

Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only, while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue.

722: Food Services and Drinking Places

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only, while others provide various combinations of seating space, waiter/waitress services, and incidental amenities, such as limited entertainment.

County Breakdown

This industry has the fourth-highest jobs of any industry in Humboldt County. In 2018 there are 931 reported jobs, which is a slight decrease from the 975 jobs in 2010. While 99 jobs were lost in Accommodation businesses such as hotel and lodging, 55 were gained in Food Services and Drinking Places businesses. The average earnings per job is still relatively low compared to other industries, between the 58 payroll businesses, there is a total of $21.4M industry earnings.

Total sales for this industry is $68.5M. 57% comes from Accommodation, while 43% comes from Food Services and Drinking Places. When sales are split up between in-region sales and exports, accommodation services achieves $27.8M in exports, while Food Services and Drinking Places achieve $2.1M. It was mentioned before that Food Services and Drinking Places provide more 2018 than Accommodation services, but here we see that in spite of that difference, Accommodation Services bring a lot of outside dollars into the region.

In all, due to variability, when comparing these two related and reliant industries, it is important to note where one exceeds and where one does not.

Table 103. Humboldt County NAICS Sector 72, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
721: Accommodation	518	419	23	$25,173	$11,514,867
722: Food Services and Drinking Places	457	512	35	$18,751	$9,965,907

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 104. Humboldt County NAICS Sector 72, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
721	$39,061,702	$11,192,238	$27,869,465	$458,539	$4,429,201
722	$29,446,016	$27,356,150	$2,089,867	$7,598,907	$2,202,900

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 98. Humboldt County NAICS Sector 72 Total Jobs by 3-Digit Sector, 2010 to 2018

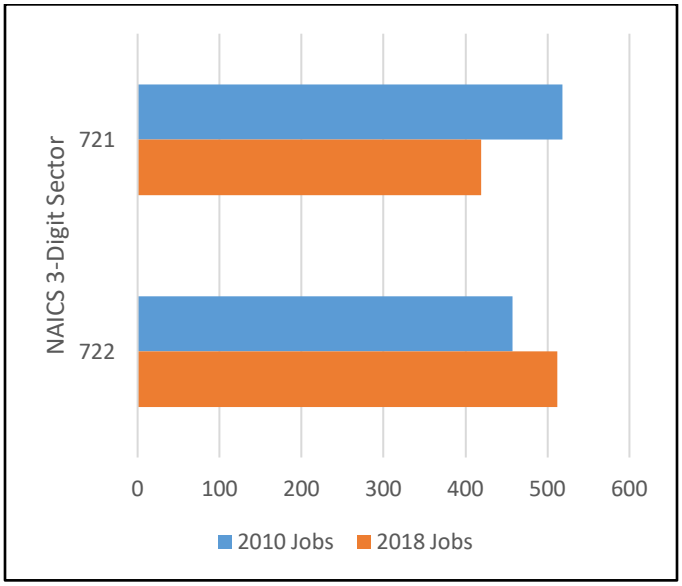
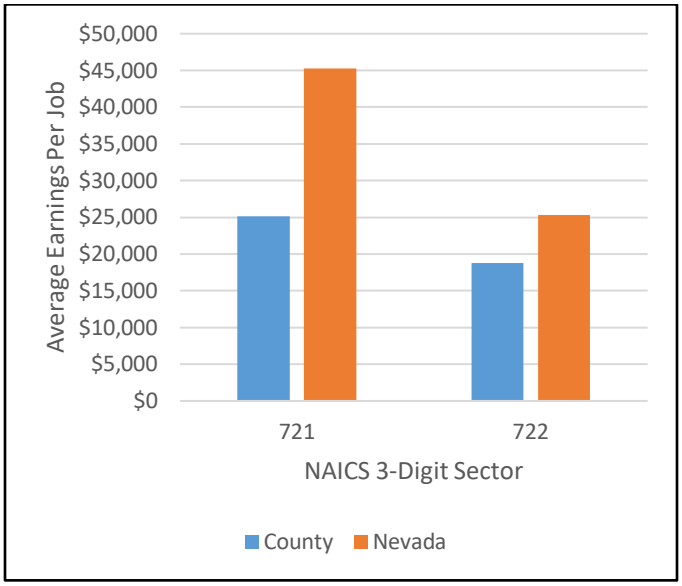


Figure 99. Humboldt County vs State Comparison, NAICS Sector 72, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 81: Other Services (Except Public Administration)

The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

811: Repair and Maintenance

Industries in the Repair and Maintenance subsector restore machinery, equipment, and other products to working order. These establishments also typically provide general or routine maintenance (i.e., servicing) on such products to ensure they work efficiently and to prevent breakdown and unnecessary repairs.

812: Personal and Laundry Services

Industries in the Personal and Laundry Services subsector group establishments that provide personal and laundry services to individuals, households, and businesses. Services performed include: personal care services; death care services; laundry and dry-cleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.

813: Religious, Grantmaking, Civic, Professional, and Similar Organizations

Industries in the Religious, Grantmaking, Civic, Professional, and Similar Organizations subsector group establishments that organize and promote religious activities; support various causes through grantmaking; advocate various social and political causes; and promote and defend the interests of their members.

814 Private Households

Industries in the Private Households subsector include private households that engage in employing workers on or about the premises in activities primarily concerned with the operation of the household. These private households may employ individuals, such as cooks, maids, butlers, and outside workers, such as gardeners, caretakers, and other maintenance workers.

County Breakdown

Three of the four subsectors here are moderately high in activity, while the last one, Private Households, is low in its reporting numbers. Nevertheless this subsector still achieves $60k in total sales and brings in $627k in imports from other regions.

Of the more active subsectors, Repair and Maintenance is the highest in total sales at $22.6M. 76.5% of this comes from exports and 23.5% from in-region sales. This subsector is also the highest in total payroll businesses, at 21, which in turn supply the county with 165 jobs in 2018. This is an increase from the 144 Repair and Maintenance jobs in 2010. Overall, however, there has been a slight decrease in jobs for this sector in the time period from 2010 to 2018.

The next two highest subsectors, Personal and Laundry Services and Religious, Grantmaking, Civic… resemble each other in a closer amount of total sales and jobs, but differ in how much their demand is needed and how it is met. Personal and Laundry Services reports higher in-region sales than exports (83% to 17%) while Religious, Grantmaking, Civic reports more exports, by a slight margin (51% to 49%). Also, there are $10.8M in imports for the latter subsector, which is more than imports for other three subsectors combined.

Taxes collected for this industry total $1.5M with 86% of this coming from Repair and Maintenance.

Table 105. Humboldt County NAICS Sector 81, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
811: Repair and Maintenance	144	165	21	$61,287	$10,834,717
812: Personal and Laundry Services	70	40	4	$21,530	$2,018,092
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	41	45	1	$15,129	$703,458
814: Private Households	<10	<10	0	Insf. Data	$60,717

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 106. Humboldt County NAICS Sector 81, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
811	$22,616,448	$5,315,298	$17,301,153	$2,923,319	$1,298,281
812	$3,434,211	$2,836,522	$597,691	$6,042,278	$141,950
813	$1,867,463	$918,537	$948,927	$10,845,525	$12,657
814	$60,717	$53,828	$6,889	$627,419	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 100. Humboldt County NAICS Sector 81 Total Jobs by 3-Digit Sector, 2010 to 2018

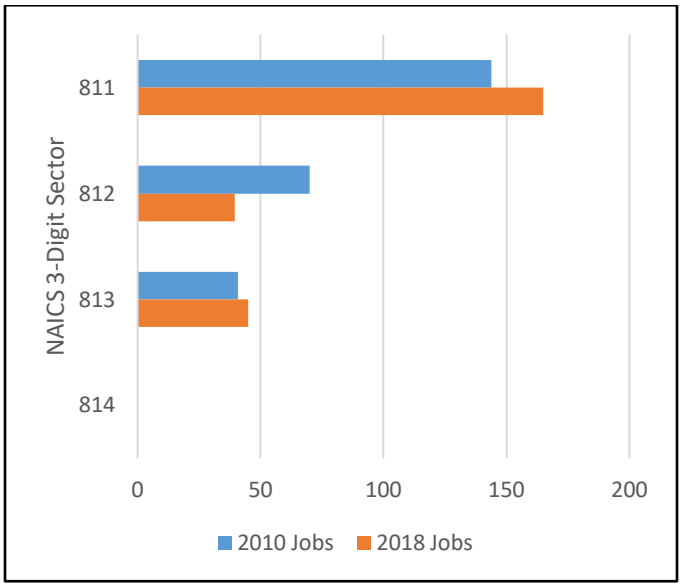
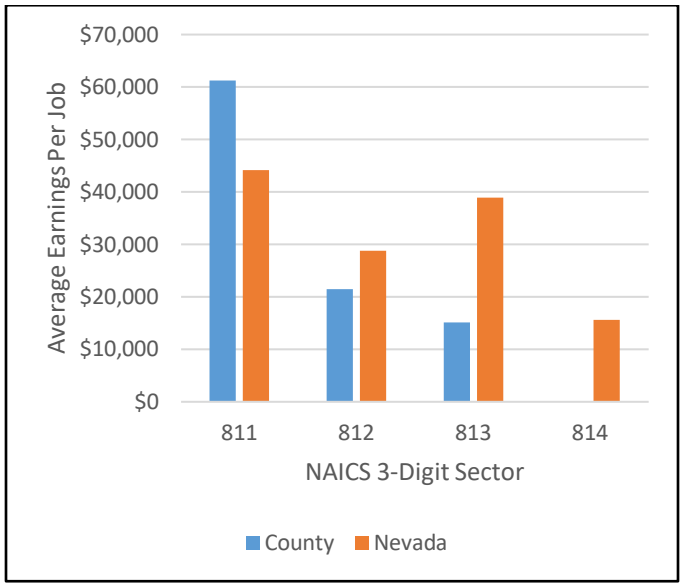


Figure 101. Humboldt County vs State Comparison, NAICS Sector 81, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 90: Public Administration

The Public Administration sector consists of establishments of federal, state, and local government agencies that administer, oversee, and manage public programs and have executive, legislative, or judicial authority over other institutions within a given area. These agencies also set policy, create laws, adjudicate civil and criminal legal cases, and provide for public safety and for national defense. In general, government establishments in the Public Administration sector oversee governmental programs and activities that are not performed by private establishments. Establishments in this sector typically are engaged in the organization and financing of the production of public goods and services, most of which are provided for free or at prices that are not economically significant.

The official NAICS handbook uses NAICS Code 92 – Public Administration. The above definition comes from that. NAICS 90 was created by EMSI to not only simplify the coding process, but also to handle the data similarly to other respected data entities, such as the BEA, CES, and OES.

EMSI's reasoning of the change to code 90:

NAICS is intended to classify an establishment's activity regardless of its ownership (public or private sector) or legal form of organization (proprietorship, partnership, corporation, for-profit, nonprofit, etc.). However, due to the realities of available data, Emsi treats establishments with public and private sector ownership differently. In Emsi data, all establishments in the main NAICS hierarchy are private-sector only — including 611 (Educational Services) and 62 (Health Care and Social Assistance). Thus, Emsi does not use the standard NAICS classification in code 92 (Public Administration). This handling is similar to Current Employment Statistics (CES), Occupational Employment Statistics (OES), and BEA data sources. QCEW is the major data source that does use code 92, because QCEW includes an "ownership code" (private, federal, state, local) in addition to an industry code.
https://kb.economicmodeling.com/how-do-emsi-naics-differ-from-standard-naics/

901: Federal Government

This industry comprises all federal government entities.

902: State Government

This industry group comprises state-level establishments.

903: Local Government

This industry group comprises local-level government agencies.

County Breakdown

Behind Mining, Quarrying, and Oil and Gas Extraction, this is the industry in Humboldt County with the second highest jobs, at 1,579. Moreover, this is an increase from the 1,511 jobs in 2010. 74% of the jobs in 2018 come from Local Government

The State Government has 17 payroll businesses in Humboldt County, the Federal Government 15, and the Local Government 7. Average earnings per job for jobs in each level (federal, state, local), is around $75k. This is counting all levels together and also in their separate levels. Total industry earnings, however, is highest for local government ($89.1M), due to the 1,163 jobs, compared to the other two subsectors' 193 and 223 jobs.

The three levels of government are unique in their variating methods of meeting demand. Local Government, while having the most jobs and most total industry earnings, also reports the highest total sales, at $221.6M. In-region sales are also highest with local government, at $153.8M, but its exported sales are the lowest of all three levels of government. Imports, too, are low, at $26M. State Government reports the lowest total sales and no in-region sales, but high imports that resemble exports, at $117M.

Table 107. Humboldt County NAICS Sector 90, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
901: Federal Government	211	193	15	$75,853	$14,846,952
902: State Government	272	223	17	$75,234	$16,783,703
903: Local Government	1,028	1,163	7	$76,615	$89,136,060

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 108. Humboldt County NAICS Sector 90, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
901	$170,888,037	$947,052	$169,940,985	$207,046,888	$0
902	$117,717,682	$0	$117,717,682	$117,261,358	$0
903	$221,663,859	$153,883,435	$67,780,424	$26,847,972	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 102. Humboldt County NAICS Sector 90 Total Jobs by 3-Digit Sector, 2010 to 2018

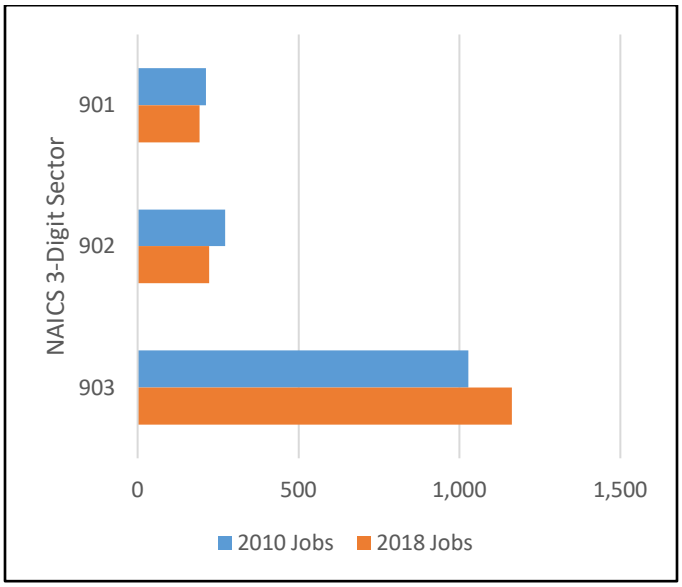
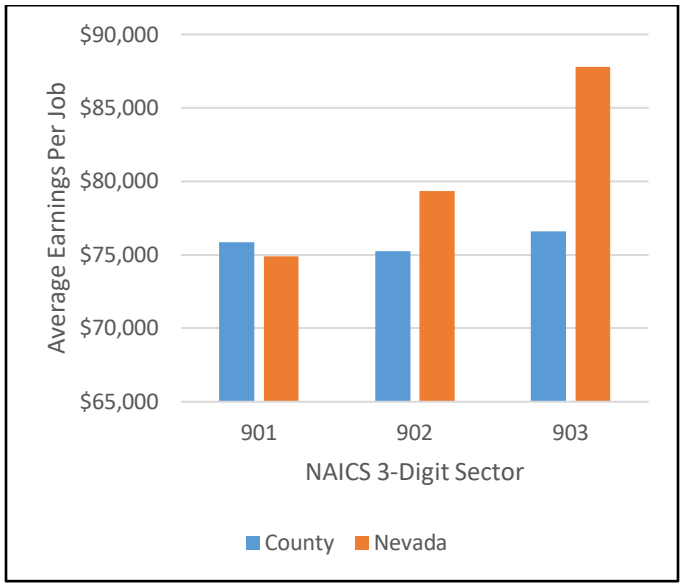


Figure 103. Humboldt County vs State Comparison, NAICS Sector 90, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 99: Unclassified

Establishments falling under this sector have yet to be defined under official NAICS standards.

999: Unclassified Industry

Establishments falling under this sector have yet to be defined under official NAICS standards. All industries under this heading will eventually be removed, added to one of the preceding NAICS sectors.

County Breakdown

Data for this industry reports zero activity for Humboldt County. As of 2018, there are no unclassified industries in this region.

Table 109. Humboldt County NAICS Sector 99, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
999: Unclassified Industry	0	0	0	$0	$0

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 110. Humboldt County NAICS Sector 99, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
999	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data

Source: Emsi 2019.2; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 104. Humboldt County NAICS Sector 99 Total Jobs by 3-Digit Sector, 2010 to 2018

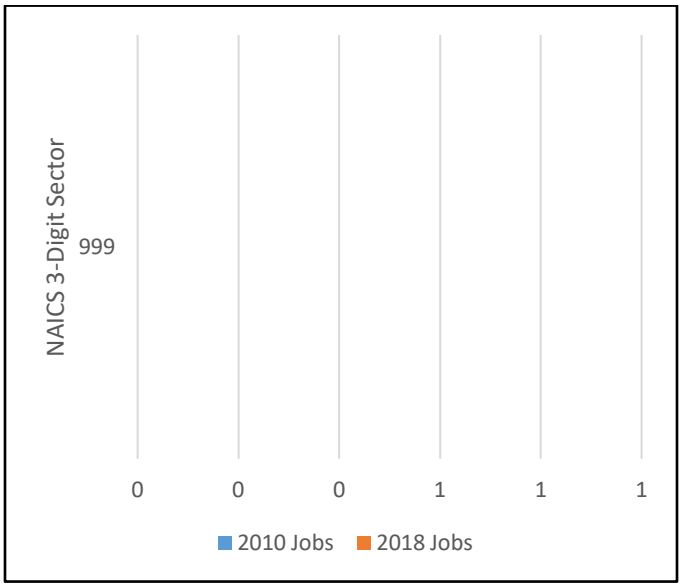
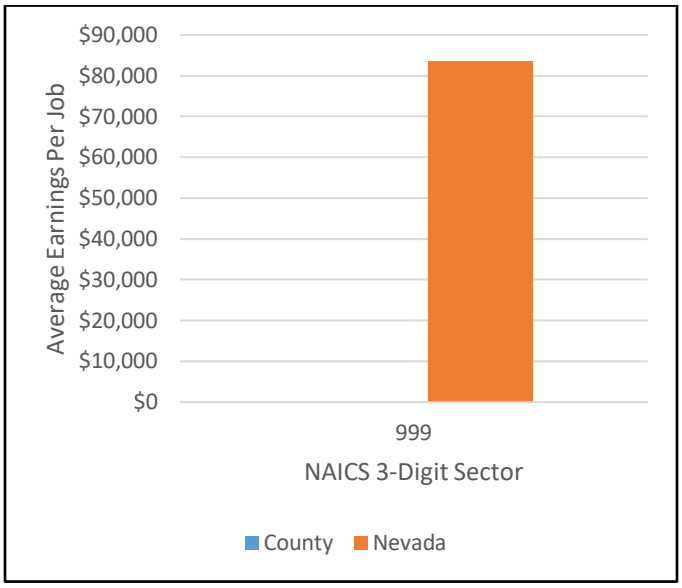


Figure 105. Humboldt County vs State Comparison, NAICS Sector 99, Average Earnings per Job by 3-Digit Sector, 2018



Land Use and Fiscal Characteristics

This section includes measures of land use within the county and various fiscal measurements. Under the land portion, measures include: land ownership, land coverage, federal land payments, and the distribution of those payments. Under the fiscal heading, measures include: taxable sales, ad valorem, gaming taxes, and the revenue, expenditure, and balance of the county general fund.

Measures of land use are important for private sector and government parties interested in development or reorganization. Segmented zones such as the residential, business and commercial, industrial, and recreational, require identification of the layout of the land. Furthermore, anything government-based, such as construction involved with roads or utilities, is important for community planning as well as businesses working around new construction.

Land Use and Fiscal Characteristics

Data in this section is sourced from:

- Headwaters Economics' Economic Profile System
- Nevada Department of Taxation
- Nevada Gaming Control Board

This Section Contains:

County Breakdown

Land Ownership and Coverage:

Nearly 82% of Humboldt County land is federal-owned. The Bureau of Land Management, falling under the federal category, owns 71% of all Humboldt land. Of the remaining 11% federal land, the forest service owns 5%, of all land, and other federal entities own a combined 6%. 18% of Humboldt County land is private-owned. 0.5% is tribal lands.

Humboldt County is comprised of a near-split of shrubland and grassland. There is a very small percent of mixed cropland, forest, and water.

Federal Land Payments:

Federal payments increased substantially for the Forest Service in 2008. Payments fluctuated but decreased for the following eight years, until in 2017 the payment increased. Mineral royalties payment was highest in 2010.

Taxable Sales and Ad Valorem:

Between 2000 and 2017, Humboldt County taxable sales increased by 5.7%. This is more than a $24M increase. Throughout the time period, taxable sales fluctuated, peaking in 2011 at a notable $821M, and bottoming out earlier in 2003 at $423M.

From 2000 to 2018, total Humboldt County assessed valuation has increased by 49% (+$425M). 2011 to 2014 marked the longest, consistent growth period stretch. However, three out of the last four reporting years have shown decreased in total assessed valuation. In fact, 2015 shows the largest decrease of any year in the time period.

General Funds:

Total revenue has increased in Humboldt between 2010 and 2016, by 4.71%. Overall, total expenditures increased in the time period, by 14.5%.

Every year in this time period was a surplus, except the 2016 which was a deficit of -$1.2M. In fact, the surplus peaked in 2012 at $3M, and since then has decreased every year. It saw its second biggest decrease in 2015 when it went down by more than $1.2M.

Land Ownership

Definition

Land ownership is the amount of land owned by entities or individuals.

Why is it important?

Parties from both the government and the private sector are continually interested in obtaining and expanding property. Land use then helps paint a possible picture to all types of development: housing and residential, business and commercial, industrial, recreational, or anything government-based such as construction involved with roads or utilities. The necessary entity may be consulted for further inquiry regarding availability, accuracy, and purchasing, but the land ownership data itself should act as a baseline for further analyses such as GIS mapping.

County Breakdown

Nearly 82% of Humboldt County land is federal-owned. The Bureau of Land Management, falling under the federal category, owns 71% of all Humboldt land. Of the remaining 11% federal land, the forest service owns 5%, of all land, and other federal entities own a combined 6%.

18% of Humboldt County land is private-owned. 0.5% is tribal lands.

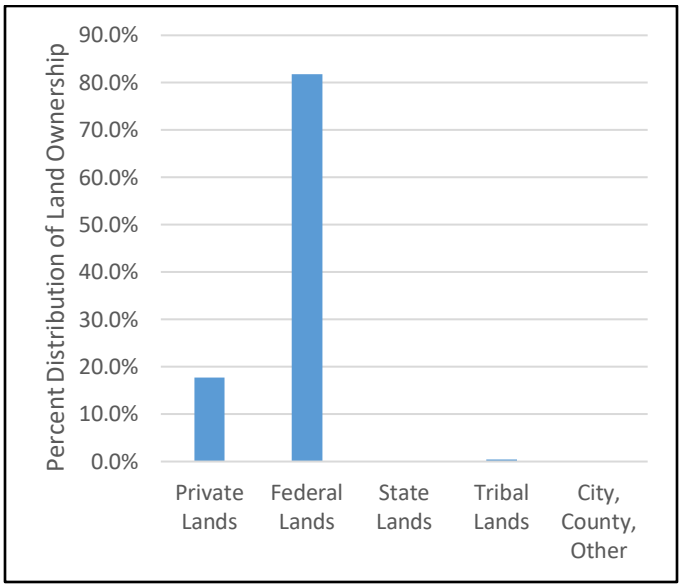
For comparison, Elko County is 25.8% privately owned and 72.5% federally owned, with no state land. Lincoln County is 2.1% privately owned and 97.8% federally owned, with 0.1% state land. In neither of these counties, as with Humboldt, is there conservation easement present.

Table 111. Humboldt County Land Ownership, 2018

2018	Humboldt
Total Area (Acres)	6,181,029
Private Lands	17.7%
Conservation Easement	0.0%
Federal Lands	81.8%
Forest Service	4.7%
BLM	70.8%
National Park Service	0.0%
Military	0.0%
Other Federal	6.2%
State Lands	0.0%
State Trust Lands*	0.0%
Other State	0.0%
Tribal Lands	0.5%
City, County, Other	0.0%

Source: U.S. Geological Survey, Gap Analysis Program. 2018. Protected Areas Database of the United States (PADUS) version 1.4, as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)

Figure 106. Humboldt County Percent Distribution of Land Ownership, 2017



Land Coverage

Definition

Land coverage is the type of land which makes up the county.

Why is it important?

Land coverage data is useful for companies and government institutions interested in businesses and programs that are dependent on a given type of land. Urban development, for example, may not require an urban land, but might better be performed on grassland or shrubland compared to forest. Along those same lines, forest coverage might be indicative of an all-around more permanent coverage. Tourism also may be affected by the type of land. In any case, land ownership data should be consulted, as well as the individual owners themselves, if further inquiry is necessary. Further analysis, such as that with GIS mapping, should be conducted to get the best scope.

County Breakdown

Humboldt County is comprised of a near-split of shrubland and grassland. There is a very small percent of mixed cropland, forest, and water.

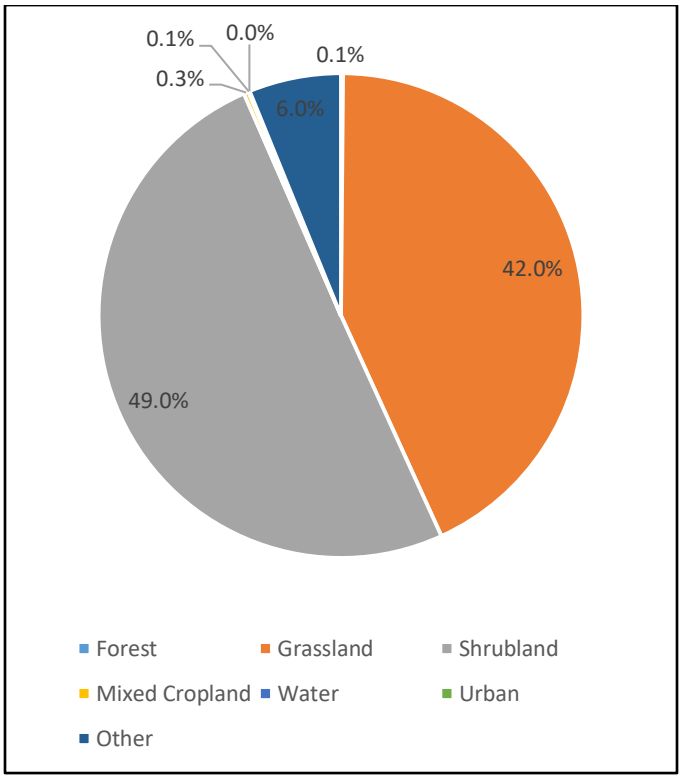
For comparison, almost two-thirds of Elko County is grassland (60.0%). Over one-third is shrubland (35.0%). The remaining five percent of the county is split into small percentages of forest, mixed cropland, water, and urban. In Lincoln County two-thirds of the land in the county is shrubland. Just over one-fourth of the county is covered in grasslands. Between Shrubland and grassland, 93% of the county is comprised between shrubland and grassland, leaving 3% to forest and 3% to other, with a minimal of 0.3% in urban coverage.

Table 112. Humboldt County Type of Land Coverage, 2006

2006	Humboldt
Total Area (Acres)	6,181,029
Forest	0.1%
Grassland	42.0%
Shrubland	49.0%
Mixed Cropland	0.3%
Water	0.1%
Urban	0.0%
Other	6.0%

Source: NASA MODIS Land Cover Type Yearly L3 Global 1km MOD12Q1, 2006, as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)

Figure 107. Humboldt County Distribution of Land Coverage, 2006



Federal Land Payments

Definition

Federal payments are payments that compensate state and local governments for non-taxable federal lands within their borders. Payments are funded by federal appropriations (e.g., PILT) and from receipts received by federal agencies from activities on federal public lands (e.g., timber, grazing, and minerals). For a further definition on fish and wildlife, forest service, mineral royalties, or PILT, please see Appendix A: Glossary.

Why is it important?

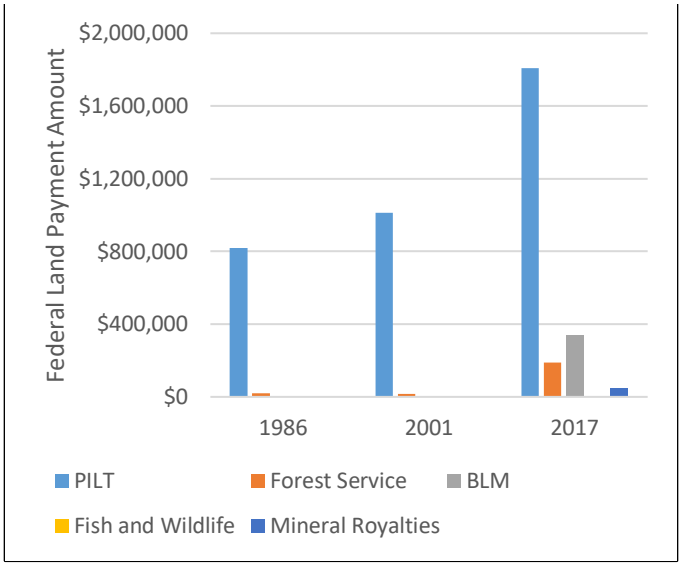
Monies for each receiver are for reporting, budgeting, and projecting reasons. Entities might be interested in the abundance of certain county resources (e.g. Minerals).

Table 113. Humboldt County Total Federal Land Payment and Distribution by Origin, 2017

2017	Humboldt
Total Federal Land Payments	$2,382,499
PILT	75.9%
Forest Service Payments	7.9%
BLM Payments	14.1%
USFWS Refuge Payments	0.1%
Federal Mineral Royalties	2.0%

Sources: See below table.
All amounts shown in 2018 dollars

Figure 108. Humboldt County Distribution of Federal Land Payments by Origin, 1986 to 2017



County Breakdown

Federal payments increased substantially for the Forest Service in 2008. Payments fluctuated but decreased for the following eight years, until in 2017 the payment increased. Mineral royalties payment was highest in 2010.

Table 114. Humboldt County Federal Land Payments by Origin of Payment, 2001 to 2017

Year	PILT	Forest Service	BLM	Fish and Wildlife	Mineral Royalties	Total Federal Payment
2001	$1,011,771	$16,794	$0	$0	$0	$1,028,565
2002	$1,046,397	$16,678	$0	$0	$0	$1,063,075
2003	$1,116,656	$16,491	$0	$0	$0	$1,133,147
2004	$1,121,925	$16,325	$48,249	$0	$0	$1,186,499
2005	$1,109,250	$16,175	$63,256	$0	$0	$1,188,681
2006	$1,196,952	$15,754	$51,412	$6,143	$4,141	$1,274,402
2007	$1,164,102	$15,356	$64,127	$5,370	$7,688	$1,256,643
2008	$1,768,388	$383,425	$40,335	$0	$73,042	$2,265,190
2009	$1,895,888	$383,663	$326,018	$0	$12,271	$2,617,840
2010	$1,885,974	$334,567	$302,099	$0	$183,799	$2,706,439
2011	$1,836,606	$301,398	$320,223	$0	$85,540	$2,543,767
2012	$1,794,625	$178,748	$278,982	$2,657	$79,157	$2,334,169
2013	$1,724,546	$167,006	$253,864	$2,455	$66,201	$2,214,072
2014	$1,818,369	$152,667	$229,388	$2,836	$61,243	$2,264,503
2015	$1,792,220	$184,120	$217,072	$2,647	$62,885	$2,258,944
2016	$1,807,252	$7,968	$357,540	$2,757	$52,755	$2,228,272
2017	$1,808,727	$187,074	$336,041	$3,063	$47,594	$2,382,499

Sources: U.S. Department of Interior. 2018. Payments in Lieu of Taxes (PILT), , Washington, D.C.; U.S. Department of Agriculture. 2018. Forest Service, , Washington, D.C.; U.S. Department of Interior. 2018. Bureau of Land Management, , Washington, D.C.; U.S. Department of Interior. 2018. U.S. Fish and Wildlife Service, , Washington, D.C.; U.S. Department of Interior. 2018. Office of Natural Resources Revenue, , Washington, D.C.; Additional sources and methods available at www.headwaterseconomics.org/eps-hdt
All amounts are shown in 2018 dollars.

Distribution of Federal Land Payments

Definition

Distribution of Federal Land Payments shows the distribution of funds to certain state/local entities. For a further definition on County Government, Grazing Districts, Local School District, Resource Advisory Council, and State Government, please see Appendix A: Glossary.

Why is it important?

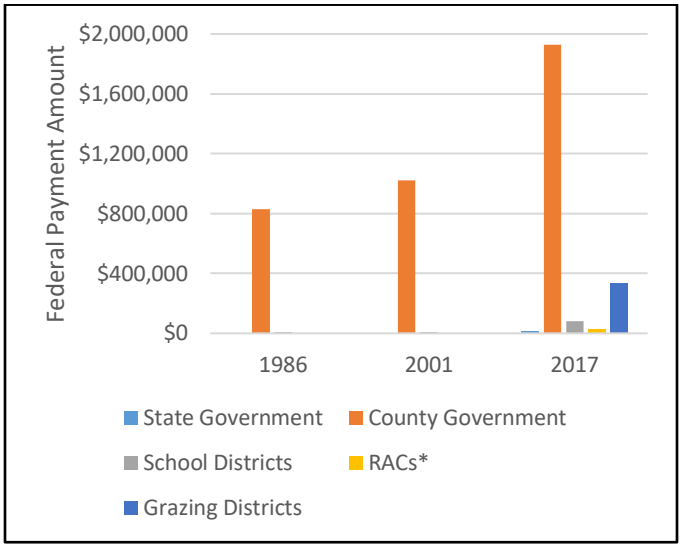
The distribution of federal land payments to certain sectors shows how the money is spent. Future projects and remodeling of the government structure is dependent on how effective past projects were funded while budgets were met.

Table 115. Humboldt County Total Federal Land Payment and Distribution by Receiving Entity, 2017

2017	Humboldt
Total Federal Land Payments	$2,382,499
State Government	0.6%
County Government	80.9%
Local School Districts	3.3%
RACs	1.2%
Grazing Districts	14.1%

Sources: See below table.
All amounts shown in 2018 dollars

Figure 109. Humboldt County Distribution of Federal Land Payments by Local Entity, 1986 to 2017



County Breakdown

School districts received a high payment in 2008 and then again in 2017. In-between these years there is a decrease in distribution. RACs payments decreased from 2009 to 2015 until an increase in 2017.

Table 116. Humboldt County Distribution of Federal Land Payments to Local Entities, 2001 to 2017

Year	State Government	County Government	School Districts	RACs*	Grazing Districts	Total Federal Payment
2001	$0	$1,020,168	$8,397	$0	$0	$1,028,565
2002	$0	$1,054,735	$8,338	$0	$0	$1,063,073
2003	$0	$1,124,902	$8,245	$0	$0	$1,133,147
2004	$0	$1,130,167	$8,163	$0	$48,171	$1,186,501
2005	$0	$1,127,426	$8,088	$0	$53,169	$1,188,683
2006	$0	$1,217,373	$7,877	$0	$49,151	$1,274,401
2007	$0	$1,200,722	$7,678	$0	$48,242	$1,256,642
2008	$0	$2,004,386	$162,956	$57,514	$40,335	$2,265,191
2009	$0	$2,092,206	$163,057	$57,550	$305,029	$2,617,842
2010	$0	$2,214,542	$142,191	$50,185	$299,520	$2,706,438
2011	$0	$2,058,010	$128,094	$45,210	$312,453	$2,543,767
2012	$5,293	$1,953,465	$75,968	$26,812	$272,629	$2,334,167
2013	$66,201	$1,866,975	$70,978	$25,051	$251,069	$2,280,274
2014	$61,243	$1,949,568	$64,884	$22,900	$215,975	$2,314,570
2015	$62,885	$1,939,192	$78,251	$27,618	$213,883	$2,321,829
2016	$52,755	$1,817,592	$3,984	$0	$353,941	$2,228,272
2017	$13,342	$1,926,508	$79,506	$28,061	$335,083	$2,382,500

Sources: U.S. Department of Interior. 2018. Payments in Lieu of Taxes (PILT), , Washington, D.C.; U.S. Department of Agriculture. 2018. Forest Service, , Washington, D.C.; U.S. Department of Interior. 2018. Bureau of Land Management, , Washington, D.C.; U.S. Department of Interior. 2018. U.S. Fish and Wildlife Service, , Washington, D.C.; U.S. Department of Interior. 2018. Office of Natural Resources Revenue, , Washington, D.C.; Additional sources and methods available at www.headwaterseconomics.org/eps-hdt
All amounts are shown in 2018 dollars.
**RACs: Resource Advisory Councils: Funds retained by the federal government to be used on public land projects.*

Taxable Sales

Definition

Taxable sales are the total sales of taxable goods and services for all the county's businesses.

Why is it important?

Sales tax is key for measuring government income on business transactions. Not only does a high sales tax hint at government revenue and the general relationship between government and commerce, but a high sales tax also indicates the county's ability to contribute to the overall production and expansion of wealth.

County Breakdown

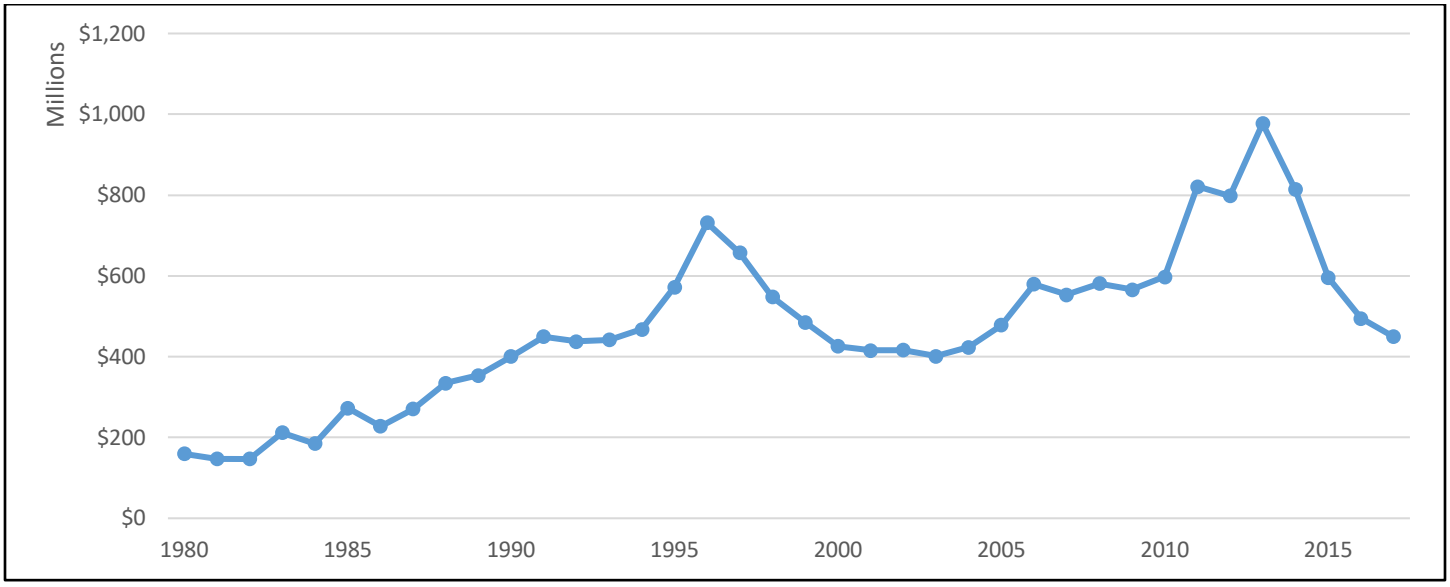
Between 2000 and 2017, Humboldt County taxable sales increased by 5.7%. This is more than a $24M increase. Throughout the time period, taxable sales fluctuated, peaking in 2011 at a notable $821M, and bottoming out earlier in 2003 at $423M. From 2013 into the most recent reporting years, taxable sales is consistently decreasing, marking the longest declining stretch in the time period.

Table 117. Humboldt County Taxable Sales, 2000 to 2017

Year	Taxable Sales*
2000	$425,769,571
2001	$415,792,470
2002	$416,487,595
2003	$401,049,503
2004	$423,291,308
2005	$477,951,753
2006	$579,227,107
2007	$553,259,373
2008	$581,360,283
2009	$565,723,883
2010	$597,978,162
2011	$821,352,581
2012	$798,415,510
2013	$977,164,487
2014	$813,681,968
2015	$595,423,222
2016	$494,815,258
2017	$449,981,237

Source: Nevada Department of Taxation
**All amounts shown in 2017 dollars*

Figure 110. Humboldt County Taxable Sales, 1980 to 2017



Ad Valorem

Definition

Ad Valorem is a tax whose amount is based on the value of a transaction or of property, rather than on quantity or intrinsic value. In the State of Nevada, ad valorem most commonly refers to property taxes. For a further definition on Net Proceeds from Mines, please see Appendix A: Glossary.

Why is it important?

Ad Valorem is an important measure for property owners who are interested in overall value. Since this data is captured as a whole, the year-to-year change can be used to mark general trends that may then be applied to forecasts and planning with regards to all types of property.

County Breakdown

From 2000 to 2018, total Humboldt County assessed valuation has increased by 49% (+$425M). 2011 to 2014 marked the longest, consistent growth period stretch. However, three out of the last four reporting years have shown decreased in total assessed valuation. In fact, 2015 shows the largest decrease of any year in the time period.

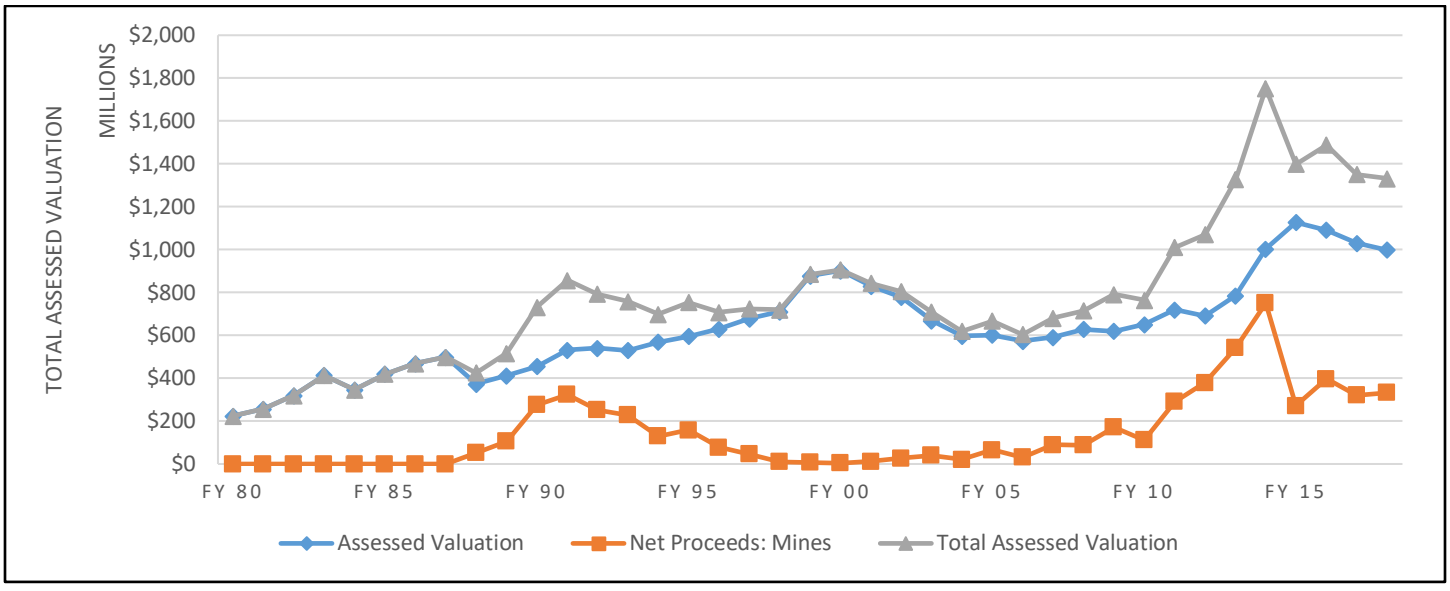
Net proceeds from mines shows the highest improvement in percentage, going from $5M to $332M in the time period. Yet even without the net proceeds from mines, assessed valuation by itself has still increased overall by 14% to $998.7M (though in the latest three reporting years, it has only decreased from its peak of $1.13B)

Table 118. Humboldt County Ad Valorem, FY 2000 to FY 2018

Fiscal Year	Assessed Valuation*	Net Proceeds: Mines*	Total Assessed Valuation*
FY 00	$901,135	$4,958	$906,093
FY 01	$830,405	$12,466	$842,871
FY 02	$777,630	$27,084	$804,714
FY 03	$668,875	$40,012	$708,887
FY 04	$597,704	$21,576	$619,280
FY 05	$601,556	$66,178	$667,734
FY 06	$573,273	$30,824	$604,098
FY 07	$591,212	$89,717	$680,929
FY 08	$628,312	$87,391	$715,703
FY 09	$620,076	$171,421	$791,497
FY 10	$651,370	$112,152	$763,522
FY 11	$719,454	$291,116	$1,010,570
FY 12	$690,508	$379,744	$1,070,252
FY 13	$784,607	$542,417	$1,327,023
FY 14	$1,002,451	$750,236	$1,752,686
FY 15	$1,126,909	$271,107	$1,398,016
FY 16	$1,091,513	$397,118	$1,488,630
FY 17	$1,029,254	$321,281	$1,350,535
FY 18	$998,684	$332,812	$1,331,496

Source: Nevada Department of Taxation
**Shown in 2017 dollars and in thousands of dollars.*

Figure 111. Humboldt County Ad Valorem, FY 1980 to FY 2018



Gaming Taxes

Definition

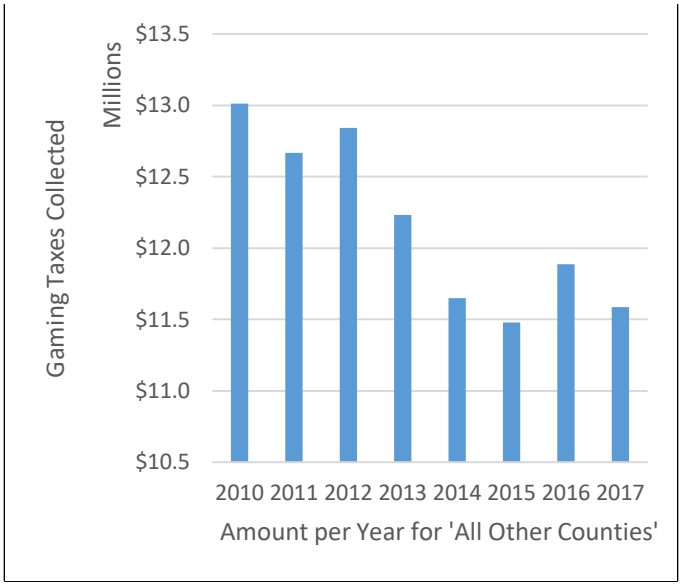
Gaming taxes are taxes on gambling income, which is any income that is the result of games of chance or wagers on events with uncertain outcomes.

On the below table, 'All Other Counties' include: Churchill, Esmeralda, Eureka, Humboldt, Lander, Lincoln, Lyon, Mineral, Nye, Pershing, Storey, and White Pine

Why is it important?

Gambling taxes and gambling income indicate gambling activity. This data is especially important in Nevada, and particularly Clark County, for its strength in tourism and gambling. When planning to implement or alter casinos, neighboring counties or counties that share similar overall models will find of use the year-to-year trends in gaming taxes.

Figure 112. Gaming Taxes Collected for All Other Counties, 2010 to 2017



**Humboldt County included within 'All Other Counties'*

County Breakdown

From 2010 to 2017 Clark County collected the majority of Nevada's gaming taxes. 2013 was the year in which the amount of gaming taxes peaked, at $804,512. Since then, the number has consistently dropped, to $715,993 in 2017. In 2014, Carson County had a slight jump in gaming taxes collected. After that, their numbers returned to a steady normal, in the lower $8 million range. For all counties and the state as a whole, gaming taxes collected was lower in 2017 than it was in 2010. Largest percentage changes are in Carson from 2013 to 2015, with a fluctuation, and in Clark, where numbers have been down since 2013.

Table 119. Gaming Taxes Collected in all State Jurisdictions, 2010 to 2017

Year	Nevada	Carson	Clark	Douglas	Elko	Washoe	All Other
2010	$902,278,933	$8,984,626	$776,031,523	$17,274,617	$21,491,754	$65,482,986	$13,013,427
2011	$915,780,625	$8,546,914	$793,726,746	$16,422,454	$21,604,499	$62,814,507	$12,665,503
2012	$902,826,033	$8,417,905	$782,227,075	$15,625,570	$21,671,500	$62,041,998	$12,841,986
2013	$924,183,696	$8,357,645	$804,511,573	$16,217,778	$20,430,434	$62,433,825	$12,232,441
2014	$915,398,078	$9,549,504	$797,210,706	$16,356,225	$19,965,808	$62,201,611	$11,649,409
2015	$902,239,309	$8,365,074	$783,446,540	$15,512,340	$20,775,873	$62,662,597	$11,476,883
2016	$876,297,499	$8,065,980	$755,315,387	$16,584,726	$20,776,836	$63,666,970	$11,887,600
2017	$836,715,040	$8,194,620	$715,992,624	$16,683,439	$20,982,274	$63,277,192	$11,584,890

Source: Nevada Gaming Control Board
'All Other' shows the summation of the taxes collected from the remaining 12 counties.
**All data shown in 2014 dollars.*

General Fund Revenue

Definition

General Fund Revenue is the money brought in by the county from a variety of taxes and services. The State Department of Taxation mandates the type of revenue classifications used by local governments. The major revenue sources are:

- Property Tax
  - Tax levy against assessed valuation and real and personal property
- Consolidated Tax
  - Combination of sales tax, cigarette tax, liquor tax, real property transfer tax, and fuel tax
- Licenses and Permits
  - Fees for business, liquor, marriage, and gaming licenses and various franchise fees, among other related items
- Charges for Services
  - Recording fees, zoning fees, court clerk fees, etc.
- Transfers In
  - Dependent on the county, this can include various taxing entities, such as special districts and unincorporated towns.

Why is it important?

Government revenue data is important for developing spending plans and managing the overall budget. When compared with expenditures and the general fund balance, government decision makers can identify problem spots for future dollar inflow and outflow.

County Breakdown

Total revenue has increased in Humboldt between 2010 and 2016, by 4.71%.

General fund revenue:

General fund revenue increased between 2010 to 2013, but since then it has decreased every year. 2014 was the highest decrease, but even 2015 and 2016 report decreases over -3%.

Per capita general fund revenue:

Like total revenue, per capita revenue increased in the first three time period years, but then decreased after 2013. However, per capita revenue decreased at a lower rate, because population also decreased during this time period.

Table 120. Humboldt County General Fund Revenue, FY 2010 to 2016

Fiscal Year	Population	Total Revenue	Per Capita Revenue
FY 2010	16,592	$15,527,405	$936
FY 2011	16,667	$17,068,999	$1,024
FY 2012	17,107	$18,553,445	$1,085
FY 2013	17,396	$21,309,483	$1,225
FY 2014	17,273	$18,392,646	$1,065
FY 2015	17,072	$17,815,228	$1,044
FY 2016	16,873	$16,259,010	$964

Source: Nevada Department of Taxation
Dollar amounts are shown in 2016

Figure 113. Humboldt County Total General Fund Revenue, FY 2010 to 2016

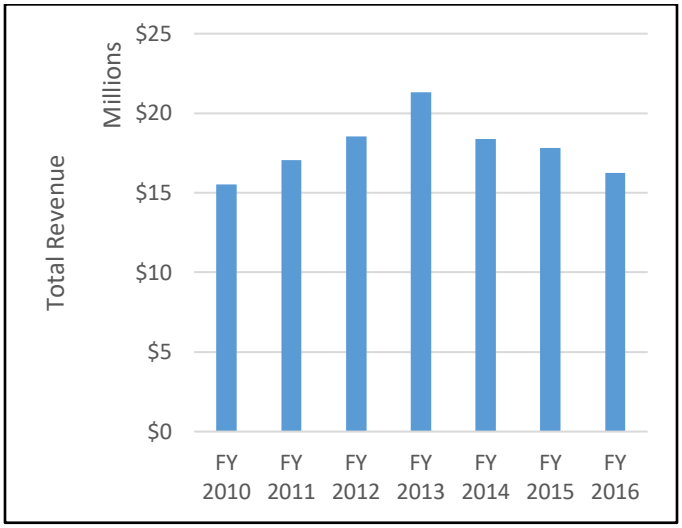
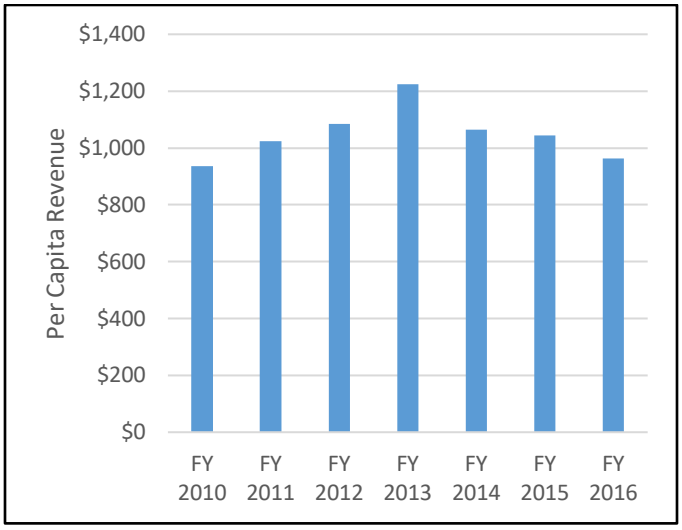


Figure 114. Humboldt County Per Capita General Fund Revenue, FY 2010 to 2016



General Fund Expenditure

Table 121. Humboldt County General Fund Expenditure, FY 2010 to 2016

Fiscal Year	Population	Total Expenditure	Per Capita Expenditure
FY 2010	16,592	$15,274,577	$921
FY 2011	16,667	$14,934,876	$896
FY 2012	17,107	$15,496,707	$906
FY 2013	17,396	$19,680,506	$1,131
FY 2014	17,273	$17,081,131	$989
FY 2015	17,072	$17,747,289	$1,040
FY 2016	16,873	$17,487,894	$1,036

Source: Nevada Department of Taxation
Dollar amounts are shown in 2016

Figure 115. Humboldt County Total General Fund Expenditure, FY 2010 to 2016

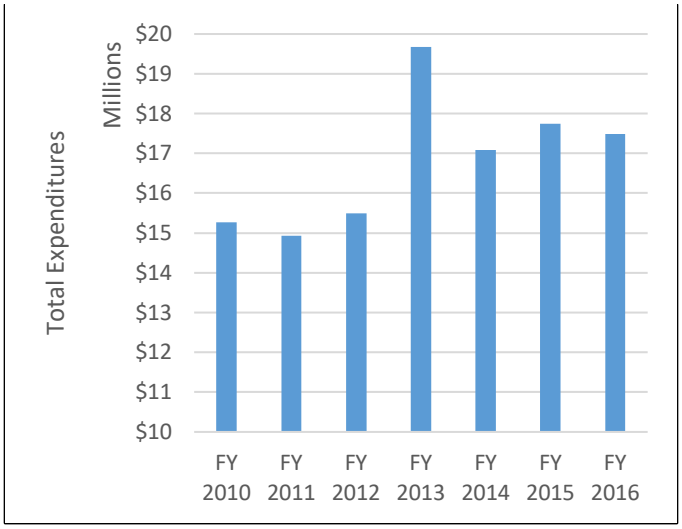
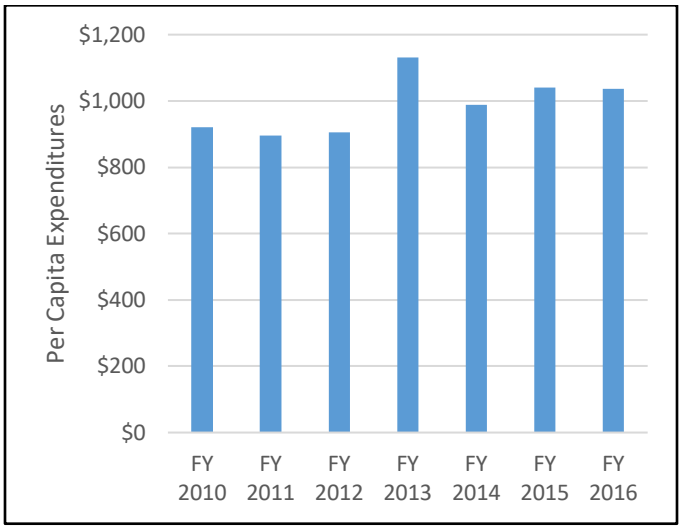


Figure 116. Humboldt County Per Capita General Fund Expenditure, FY 2010 to 2016



Definition

General Fund Expenditures are budgeted to carry out specific program and service objectives. The budget is comprised of three main fund types: Governmental, Proprietary, and Fiduciary. The State Department of Taxation mandates local governments use the following functional areas that fall beneath the three main fund types:

- General Government
- Judicial
- Public Safety
- Public Works
- Health and Welfare
- Culture and Recreation
- Hospital
- Sanitation
- Airports
- Debt Service

Why is it important?

Government expenditure data is important for developing spending plans and managing the overall budget. When cross-referenced with revenues and the general fund balance, government decision makers can identify problem spots for future dollar inflow and outflow.

County Breakdown

Overall, total expenditures increased in the time period, by 14.5%.

General fund expenditures:

Expenditures follow a trend similar to revenues, with a general increase until 2014, where things began decreasing. However, expenditures fluctuate more than revenues throughout the time period. The highest increase in total expenditure came in 2013, when it increased by 27%. The year after shows the highest decrease, at -13%.

Per capita general fund expenditures:

Per capita expenditure follows closely the pattern of total expenditure. Only in the latest three years when population begins to decrease does the per capita rate begin to move at a different rate.

General Fund Balance

Definition

The general fund balance is the difference between assets and liabilities. Changes between beginning balances and end balances indicate the amount of money expended or received each year. A surplus indicates a higher ending balance than beginning balance, aka, more revenue than expenditures. A balance deficit through the fiscal year indicates an ending balance that is lesser than the beginning balance; a year where expenditures were higher than revenues.

Why is it important?

This data is important for developing spending plans and managing the overall budget. Both surpluses and deficits suggest needs, assessments, and adjustments. A surplus could mean well-spending or an inefficiency to spend.

County Breakdown

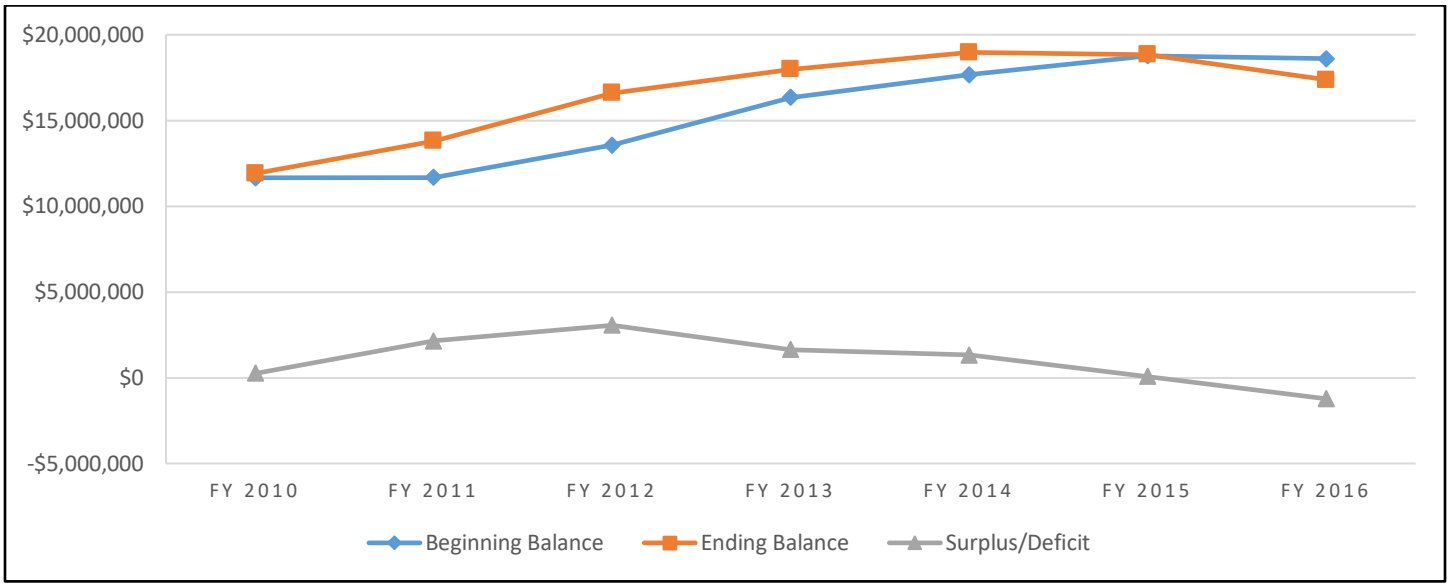
Every year in this time period was a surplus, except the 2016 which was a deficit of -$1.2M. In fact, the surplus peaked in 2012 at $3M, and since then has decreased every year. It saw its second biggest decrease in 2015 when it went down by more than $1.2M.

Table 122. Humboldt County General Fund Balance, FY 2010 to 2016

Fiscal Year	Beginning Balance	Ending Balance	Surplus/ Deficit
FY 2010	$11,658,069	$11,910,896	$252,828
FY 2011	$11,669,957	$13,804,080	$2,134,123
FY 2012	$13,554,408	$16,611,147	$3,056,738
FY 2013	$16,347,140	$17,976,116	$1,628,977
FY 2014	$17,659,192	$18,970,707	$1,311,515
FY 2015	$18,767,190	$18,835,129	$67,939
FY 2016	$18,597,856	$17,368,972	-$1,228,884

Source: Nevada Department of Taxation
Dollar amounts are shown in 2016

Figure 117. Humboldt County General Fund Balance and Surplus/Deficit, FY 2010 to FY 2016



Community Assets

This section includes measures of community assets. Community Assets are anything that improves the community. Assets are things we want to keep, build upon and sustain for future generations. Assets can include many aspects of a community. Assets can be something concrete, like a historic building, or a favorite hunting camp. Assets can also be intangible items like community values or volunteer groups. Assets help to create our quality of life and well-being.

Measures of community assets are important because they reflect what is important to community members. Residents of a community know what is good about their community. This type of qualitative data can only be discussed and generated by the residents themselves.

What are Community Assets?

When people think of the term "assets" they often think about their personal assets, such as financial assets, their houses, or cars, etc. Communities also have assets. Asset based development is focused on building the capacity of a community by strengthening a community's assets, instead of focusing on a community's problems and deficits. Asset based development does not ignore needs and problems, but rather it spends time focusing on the positive aspects of a community first before digging into needs. For example, instead of focusing on lack of small businesses, the asset-based approach identifies existing small businesses and their success (Green and Haines 2007). When a community focuses on its assets, it begins to see the positive aspects of the community (i.e., public art, local café, social connections, etc.) Focusing first on a community's strengths and successes provide a positive perspective (mindset) of the community, rather than a negative one. A community which focuses on its strengths and assets becomes more resilient in addressing its needs and overcoming deficits (Arewaikporn, A., Sturgeon, J., & Zavtra, A. (2019).

Every community has assets, however, rarely does a community take the time to convene, reflect and discuss their assets or strengths. Most communities can quickly list their "needs" and "deficits" highlighting what the community lacks. When communities recognize assets first, it provides a more effective way for members to leverage community resources, take ownership for making changes and increases a community's ability to be more self-reliant. Recognizing and appreciating a community's assets can be a strong driver for local economic development (Burket 2011).

Community Assets will not be listed in Census Bureau nor American Community Survey data sets. The benefit of identifying a community's assets is to gather a common understanding of what is positive and important to community members. This data can only come from residents of the community, the primary source of data.

The process for asset mapping was facilitated through six lenses (i.e., categories) of the community. These six categories were provided simply as a logical point of reference based on the idea of the seven community capitals (i.e., physical, human, social, financial, environmental, cultural, and political) The seven capitals are necessary for community success (Flora and Flora, 2013). Six categories for thinking of assets are as follows.

- Values
- People
- Places
- Play
- Economic
- Groups

Community Assets

This Section Contains:

What is Asset Mapping?

Asset mapping is a process that gathers an inventory of all the positive things about a community as identified by residents of the community. Often communities are quick to list all the things they lack (i.e., needs) however, asset mapping provides an opportunity for residents to identify what is positive and unique about their community. Socioeconomic data tells one story about a community, it provides valuable quantitative metrics and trends in a community. Are trends going up? Are trends going down? How are the demographics changing? etc. Asset mapping tells us another story about the community, asset mapping provides qualitative data generated by the residents themselves.

When assets are mapped on paper, either through a diagram of a mind-map or on a digital map, residents can more easily envision strengths and possible gaps to work on as a community. Asset mapping can serve as a starting point for further discussions of possible actions and initiatives.

How we conduct Asset Mapping for this report:

The community asset mapping exercise as part of NEAP is an ***abbreviated asset mapping exercise***. Normally, a community asset process involves either interviews, focus groups, or surveys with community members and decision makers to collect and identify all the strengths and assets (resources). Hence the community gathers a full inventory of all their assets. This can take months and often includes interviews with community members to gather a full inventory. Asset mapping as part of the NEAP process will not involve a complete inventory due to logistics and feasibility. The asset mapping portion of **NEAP is a SNAPSHOT OF ASSETS**. A snapshot provides a broad overview of the key assets in the community, at this point in time. Asset mapping can be a starting point for further discussions of possible actions and initiatives. Asset mapping is a positive way to promote and think about your community. As a Snapshot, asset mapping is a three-step process for NEAP.

Figure 118. Community Asset Mapping Process

Step 1: Community Workshop

Community Workshop: Step-by-Step Process

- A Community meeting is scheduled with local decision makers. In conjunction with sharing preliminary results from the NEAP Socioeconomic Baseline Report, community members are guided through an asset mapping workshop.
- The importance of community assets is discussed, what are assets and how assets come from local knowledge, experience, and expertise are discussed with participants.
- Large printed bubble maps for each of the six asset categories are posted in the meeting room.
- Each category of assets is divided into "Existing" and "Desired".
- Ground Rules are reviewed with participants.
- Each participant attending the meeting is provided a marker.
- Participants are asked to record with their markers what they feel are assets on the posted bubble maps in the room.
- After an allotted time, people are reconvened to discuss and share what was recorded.
- An online survey link is provided to share with other members of the community to record their assets.

Ground Rules for Asset Mapping Workshops

- Identify a community boundary (County-wide)
- Asset Mapping is both a Process (i.e., relationship driven) and Product (visual map).
- Asset-based implies services/talents/skills and resources found in the community.
- Identify Assets Existing right now
- Identify Assets Desired for the future.
- Six categories of Assets to help frame thinking.
- Asset Mapping Product is a Snapshot rather than a full inventory of the county.
- Asset are not debated; they are discussed and shared.
- Assets are identified by community members, not from secondary data sources.
- Asset Mapping is a way to share the story of your community.

Step 2: Online Community Asset Survey

Online Survey: Step-by-Step Process

- Bubble maps for each asset category are developed based on participant data from workshops.
- Digital images of the first round of asset maps are uploaded on to the online Community Asset Survey via survey monkey.
- Community members and Extension advertise the online survey to encourage more community participation.
- Online surveys (via survey monkey) are opened for 4-5 weeks depending on the preference of the community.
- Extension Educator and Community participants help advertise the online survey.
- A paper hard copy (PDF Version of the survey) is also provided to the Extension Educators in the event people are unable to go online to complete the survey.

Why are Assets listed as Existing and Desired?

Asset mapping is a process to create awareness of local resources. It's intended purpose is to help mobilize what a community already has existing, as well as noting aspects a community desires to exist. Traditionally, communities begin by listing all the problems or needs within their community. When communities begin with identifying needs, they see an endless list of problems, funding tends to go to outside service providers, and residents view themselves and their community as deficient. Residents can feel as though they are victims who are lack the capacity to change the direction of their community (Kretzman and McKnight 1993).

However, when communities are able to focus on assets and strengths within the community, they are far more likely to be committed to investing in themselves and empirical evidence strongly suggests community economic development is more successful when people are willing to commit to investing in themselves and their resources. When communities are able to focus on assets first, they are more able to effectively address needs second by partnering with outside entities and leveraging the resources and assets within the community (Kretzman and McKnight 1993; Burket 201; Pitzer and Streeter 2015). Hence successful community development must begin within the community itself.

Step 3: Data Analysis of Assets

Data Analysis: Step-by-Step Process

- Survey data is analyzed for each asset category, including both existing assets and desired assets.
- Themes are developed for each of the asset categories based on data provided by participants, hence reducing each individual response and placing responses into themes.
- Frequency counts are tallied for each theme.
- Pie charts are developed for each asset category reflecting the combined responses from bubble maps and survey data.
- A hierarchical sunburst diagram is created via excel to graphically represent a snapshot of assets in the community based on survey responses.
- Assets are discussed and summarized in the NEAP Report.

Community Asset Mapping Workshop

The Community Asset Mapping Workshop was held in the Humboldt County Commission Chambers on November 5, 2019.

Approximately 12 people attended the workshop and provided input into the asset bubble maps. The following asset maps reflect those participants' views and discussions from the November 5, 2019 workshop.

Values

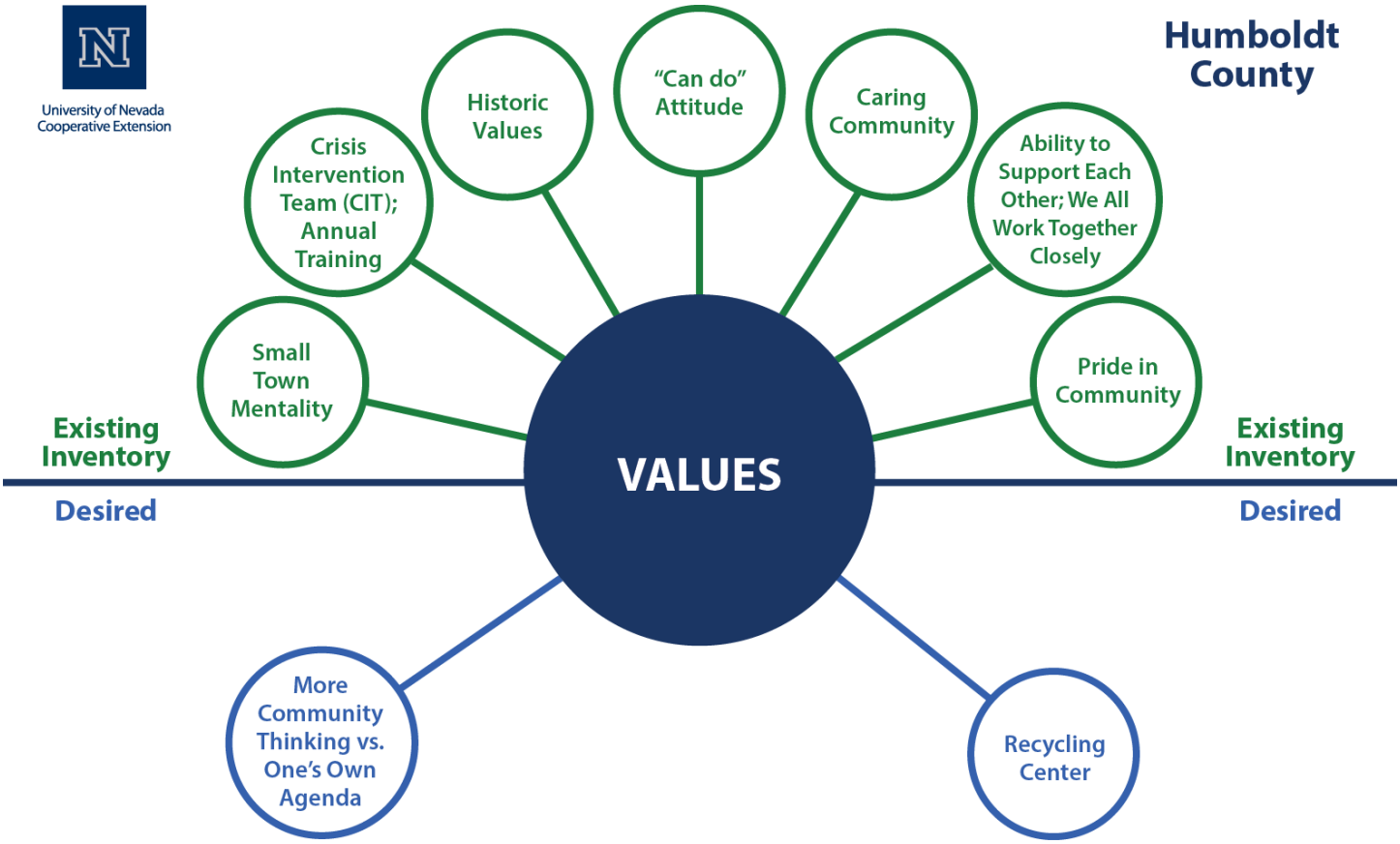
Definition

Values are an intangible asset of a community; however, shared values add to the quality of life in a community. Examples of values may include "safe community", "a small-town feel" or "rural values".

Why is it important?

Community values are important because values are the foundation to a community and local decisions often reflect core values in a community. Any local planning decisions ought to reflect the values of a community for economic development to successful and supported by the community. As communities grow and change it is important to clarify what values the community collectively support, especially as values often drive decision making. Values are not a priority ranking where one value has more ranking than another, but values are a collective gathering based on resident responses.

Figure 119. Humboldt County Community Assets Bubble Map: Values, 2020



People

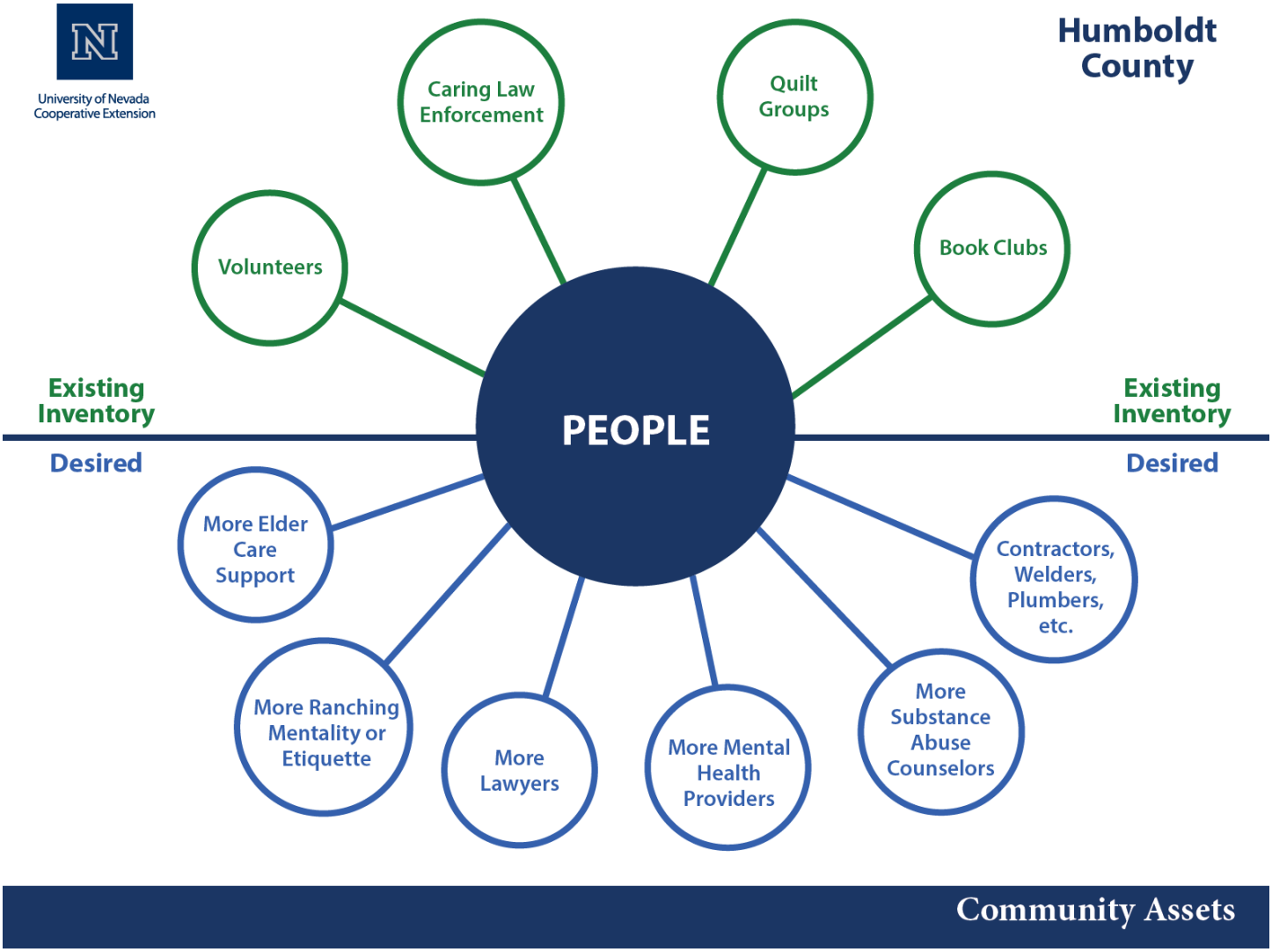
Definition

Communities are comprised of individuals and residents who have a variety of skills and capacities. Everyone in a community has some gift or talent he/she can contribute to help strengthen the community. Residents and members of the community have skills and talents to contribute to the community, often rural communities have to rely on themselves to make change happen.

Why is it important?

The core of community building rests with the capacity of its residents, the individual members of the community. Residents of a community have a commitment and a sense of community. Residents live and work in the community, raise families and are invested in the long-term vitality of the community. When people use their skills and talents in the community, they make the community stronger. People are at both the center of community and the margins of a community. Persons at the center are the well-known members, but what about persons at the margins? Communities will want to identify persons at the margins and find ways for to give their talents and skills to help build the capacity to the community.

Figure 120. Humboldt County Community Assets Bubble Map: People, 2020



Places

Definition

Every community has special places where people come together. Sometimes these places can easily be overlooked, such as abandoned buildings. Examples of physical places may include gardens, parks, housing, playgrounds, public lands, etc. It is important that a community have a variety of public spaces where people can gather and meet and recreate together. What places are important to your community?

Why is it important?

Community is about coming together and the places where people congregate are venues for building community. These places may serve as a microcosm of community. Places can also add to a community's identity through a historic building or anecdotal stories about the community. Places that are important to the community and the stories that are associated with these places in the community are valuable to residents.

Figure 121. Humboldt County Community Assets Bubble Map: Places, 2020

Play

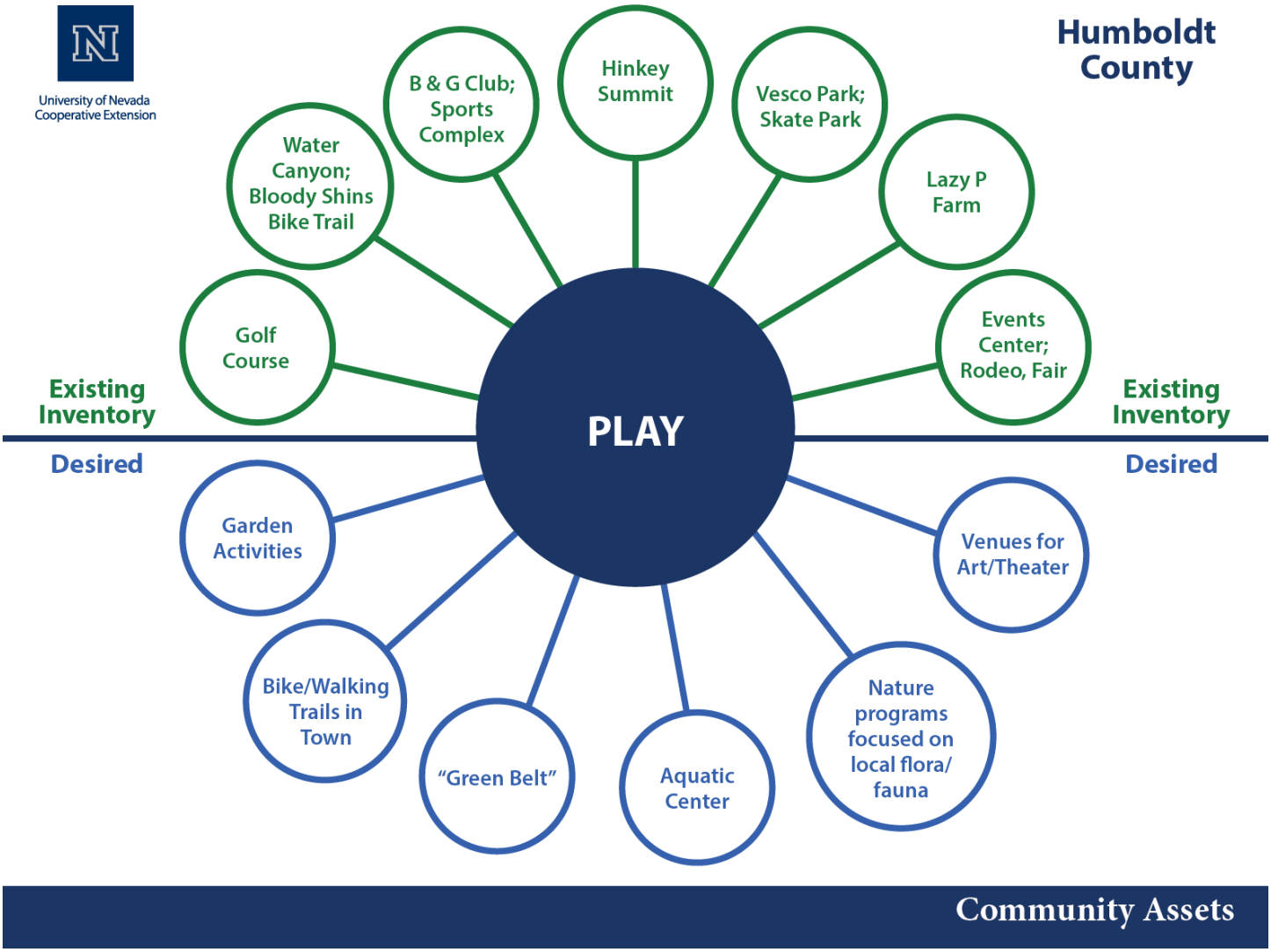
Definition

Play is an important part of life for all of us, from children to adults. Play gives us the time and space to meet and socialize with others, improves our physical and mental health and our overall quality of life. What play opportunities are used and available in the community?

Why is it important?

The evidence outlining the benefits of play in the development of young children is overwhelming. Likewise, the value of play from children to adults offers wide benefits for a community. Locations for play are often seen as focal point for communities, it offers opportunities for social interaction for the wider community and supports the development of a greater sense of community spirit and promotes social cohesion. Social cohesion is a sense of belonging in a community and is the glue that holds communities together.

Figure 122. Humboldt County Community Assets Bubble Map: Play, 2020



Economic

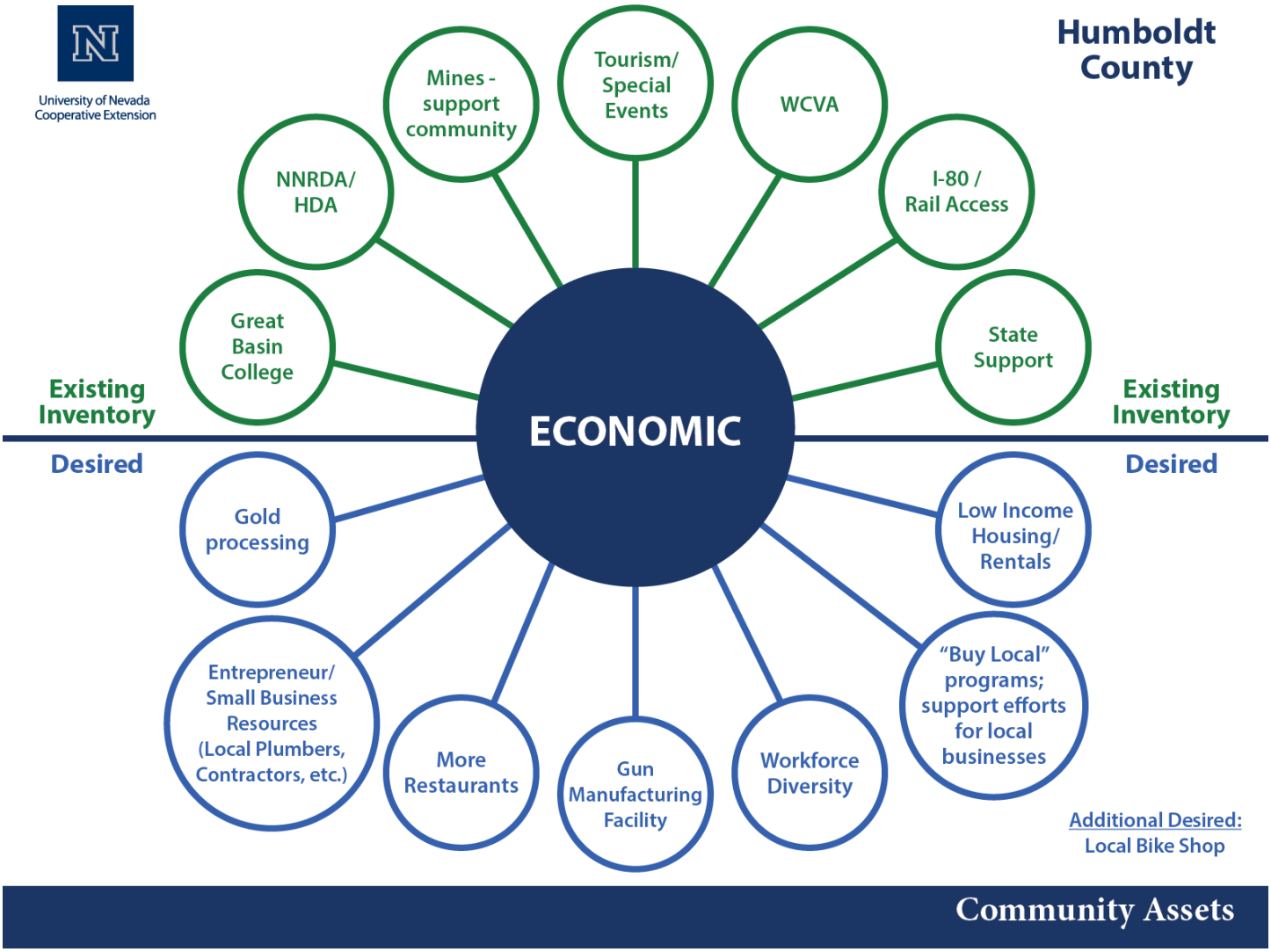
Definition

Communities have economic power in local businesses. This power includes who they hire, what they purchase, what skills they teach and what resources they offer. Examples of local economy may include local grocery stores, secondhand stores, hardware stores, chamber of commerce, banks, credit unions, etc. What opportunities does the community have for investing in local businesses?

Why is it important?

Revitalizing a community's economic life is at the very center of local economic development. Communities have many steps to re-building the local economy and it begins by recognizing the local institutions and organizations that exist. Learning how a community can capitalize on and expand on its capital and credit can more readily re-build the local economy. Maximizing the creative uses of all the physical assets of the community will help to grow the local economy as much as possible.

Figure 123. Humboldt County Community Assets Bubble Map: Economic, 2020



Groups

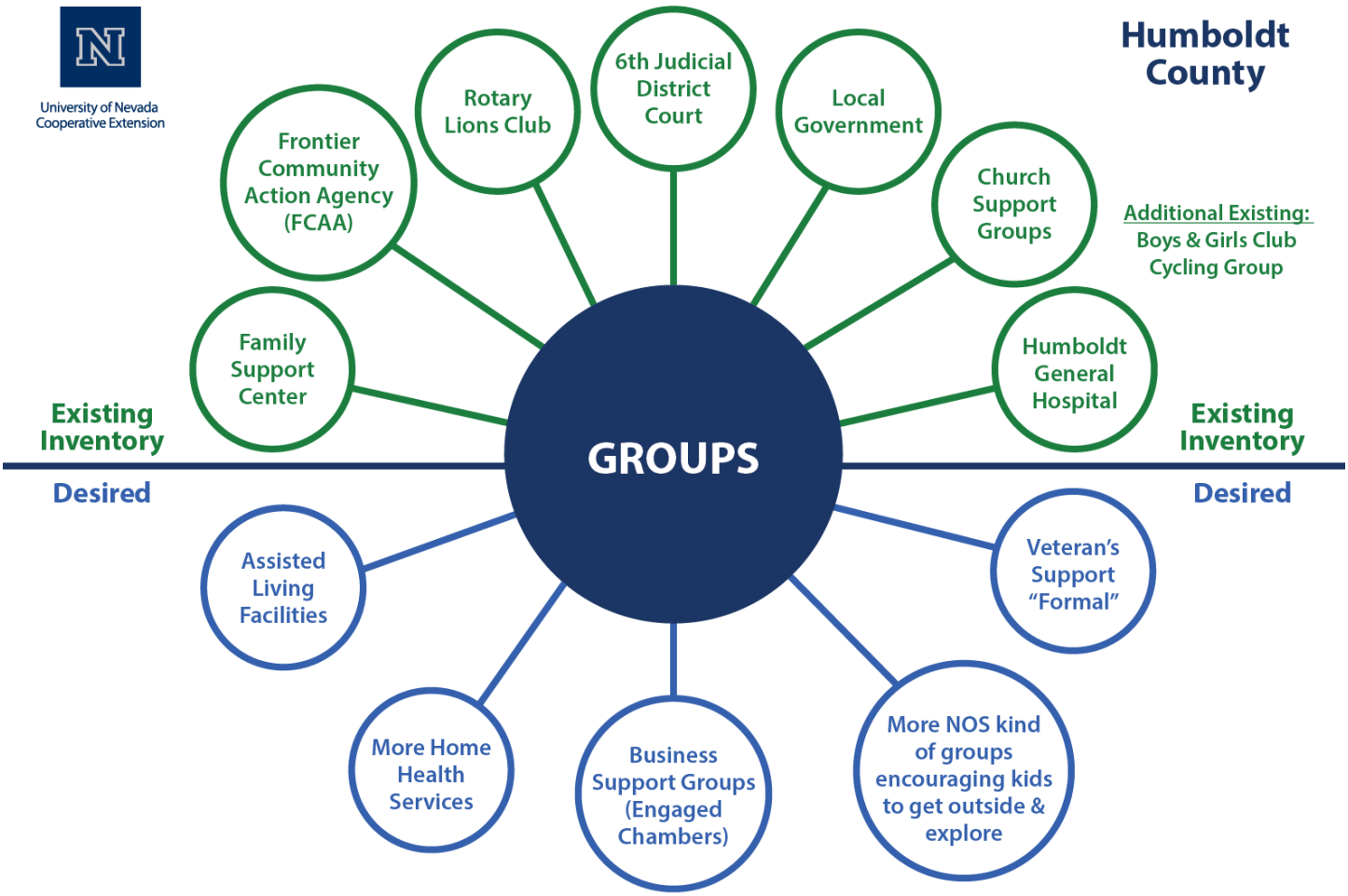
Definition

Groups and organizations are the foundation to a community's social fabric. Linkages and networks among community groups create social capital. Groups can be both informal, for example a quilting group or a homebrew club. Groups can also be formal, for example local advisory councils or 4-H. Communities are more resilient and able to do more for themselves if they have a diversity of groups.

Why is it important?

Community groups (whether formal or informal) can often serve as the avenue for creating social trust, build relationships, and connect networks among community members. Involvement in these groups build skills and involvement in community and often are the organizations who help "fill the gaps" in a community and take on leadership roles. Communities that have a strong diverse network of groups tend to be more resilient as they create strong bonds and relationships among community members that can be leveraged for other community activities, such as during natural disasters. Some research has even highlighted the importance of diverse groups in helping communities to rebound from wildfire (Akama, Chapin and Fairbrother, 2013).

Figure 124. Humboldt County Community Assets Bubble Map: Groups, 2020



Summary Results

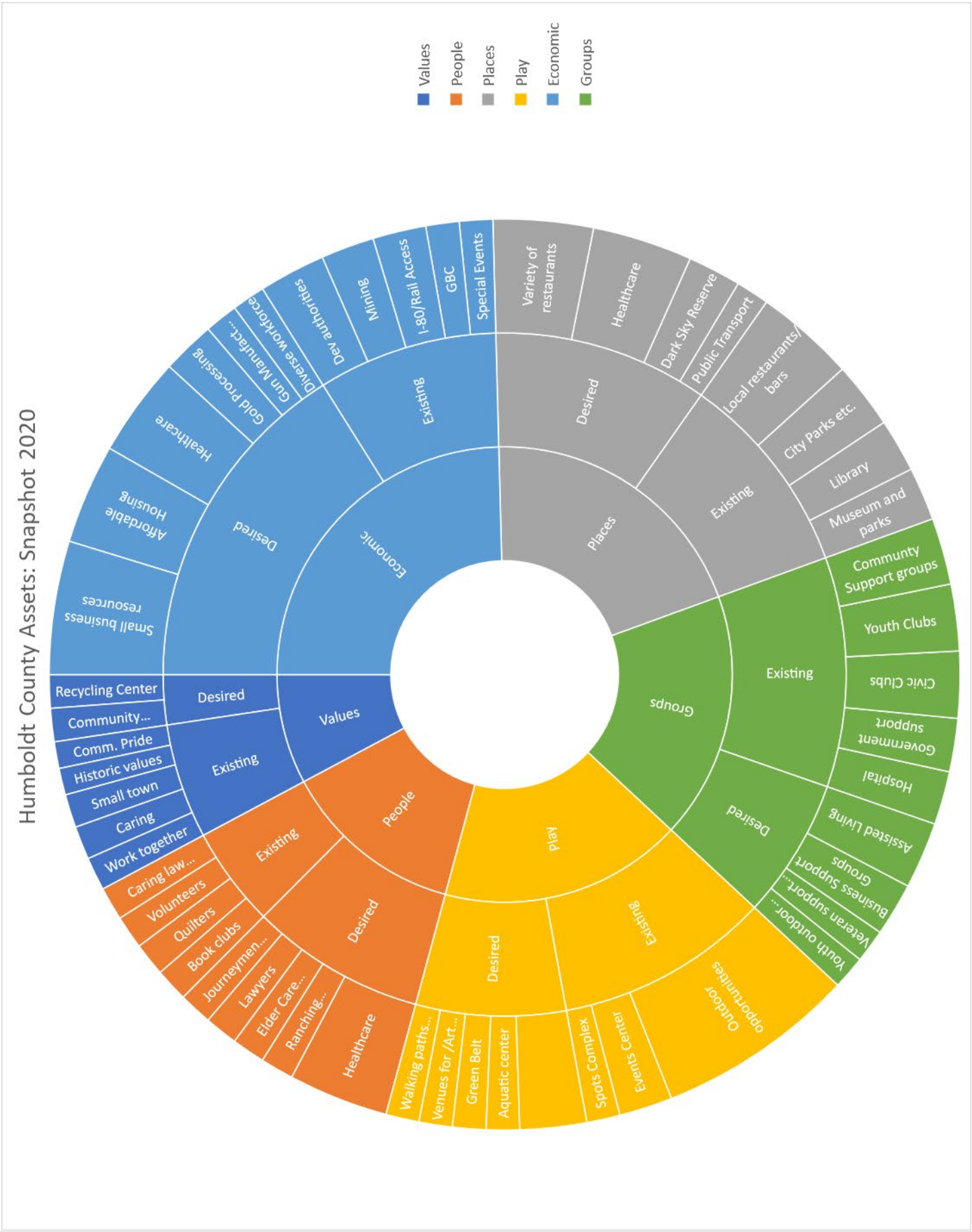
An online community asset survey was made available to community members one week after the asset mapping workshops. The survey was active from November 12, 2019 to January 21, 2020 and advertised on both the Humboldt County Managers office webpage and the NEAP webpage, in addition to the online survey, paper copies were made available for residents who were unable to access to the online survey.

There were no responses to the online community asset survey for Humboldt County nor were any paper responses provided. Based on community input provided by the in-person workshop on November 5, the following snapshot of assets is provided.

A final graphic is provided as a snapshot of assets identified by Humboldt County residents. These assets list both those existing and desired for each asset category. Larger boxes indicate a higher frequency of responses based on grouped themes.

Figure 125. Humboldt County Community Assets Proportional Chart: All Assets Snapshot, 2020

(Figure shows on next page.)


Humboldt County Assets: Snapshot 2020
Values
People
Places
Play
Economic
Groups
Special Events
GBC
I-80/Rail Access
Mining
Dev authorities
Diverse workforce
Gun Manufact...
Gold Processing
Healthcare
Affordable Housing
Small business resources
Existing
Desired
Economic
Variety of restaurants
Healthcare
Dark Sky Reserve
Public Transport
Local restaurants/ bars
City Parks etc.
Library
Museum and parks
Existing
Desired
Places
Community Support groups
Youth Clubs
Civic Clubs
Government support
Hospital
Assisted Living
Business Support Groups
Veteran support...
Youth outdoor...
Outdoor opportunities
Existing
Desired
Groups
Recycling Center
Community...
Comm. Pride
Historic values
Small town
Caring
Work together
Existing
Desired
Values
Caring law...
Volunteers
Quilters
Book clubs
Journeymen...
Lawyers
Elder Care...
Ranching...
Healthcare
Existing
Desired
People
Walking paths...
Venues for /Art...
Green Belt
Aquatic center
Spots Complex
Events Center
Existing
Desired
Play

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Appendix

Appendix A: Glossary

This document is a collection of primary and secondary data collected by a variety of sources. Some of the terminology, processes, and ways of viewing the data may be foreign to the reader.

You can find definitions of many terms used throughout the report over the next few pages.

Glossary A-C

Accountability Year

School Districts may report data in a current year for items that occurred in a previous calendar year. For instance, graduation rates read as the 2017-2018 accountability year are the rates for the 2016-2017 graduating class.

Ad Valorem

Literally translating to "according to value" in Latin, is a tax whose amount is based on the value of a transaction or of property. In the State of Nevada, ad valorem most commonly refers to property taxes.

Ad Valorem: Net Proceeds from Mines

The Nevada Net Proceeds of Minerals Tax is an ad valorem property tax assessed on minerals mined or produced in Nevada when they are sold or removed from the state. With the exception of sand and gravel, the tax applies to all metals, minerals, gemstones, oil and natural gas, and geothermal energy. This tax is separate from, and in addition to, any property tax paid on land, equipment and other assets.

Administrator (School District)

A person who spends at least 50 percent of his or her work year supervising other staff or licensed personnel, or both, and who is not classified by the board of trustees of the school district as a professional-technical employee.

Asset Mapping

Asset mapping is a community process that provides information about the strengths and resources of a community and can help uncover solutions. Once community assets are inventoried and collected, asset mapping displays those strengths. Asset mapping can be displayed in numerous forms allowing a community to more easily think about and visualize how to build on those assets to address community needs (Green and Haines 1997).

Average Earnings by Worker (Industry-Annual)

Also called "Current Total Earnings", this is the total industry earnings for a region divided by number of jobs.

Average Earnings per Worker (Occupation-Hourly)

The hourly earnings for occupations. Occupations have hourly earnings for five percentiles (10th, 25th, 50th [median], 75th, and 90th) as well as the average.

Community

People who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live. (Mattessich and Monsey 2004: 56[1])

Community Assets

Community assets are anything that can improve the quality of life in community. Community assets are the collective resources which communities and individuals have at their disposal; those which can be leveraged to develop effective solutions to promote social inclusion and well-being of citizens. (Kretzmann and McKnight 1993, Green and Haines 1997).

Community Capital(s)

Capital is any type of resource capable of producing additional resources. When those resources or assets are invested to create new resources, they become capital (Flora, Flora & Fey 2004[2]: 9). Community capitals represent assets in all aspects of community life. There are commonly seven community capitals, financial, political, social, human, cultural, natural and built. If successful communities can learn to leverage their capitals in useful ways, they become more vibrant and economically resilient (Flora, Flora & Gasteyer 2015[3]).

County Government (Distribution of Federal Land Payments)

Consist of: (1) PILT; (2) portions of Forest Service payments including Secure Rural Schools and Community Self-Determination Act (SRS) Title I and Title III, 25% Fund, and Forest Grasslands; (4) BLM Bankhead-Jones; (4) USFWS Refuge revenue sharing; and (5) discretionary state government distributions of federal mineral royalties where these data are available.

[1] Mattessich, P. and Monsey, M. (2004). *Community Building: What Makes It Work*, St Paul, MN: Wilder Foundation.
[2] Flora, C., Flora, J., & Fey, S. (2004). Rural Communities: Legacy and Change, 2nd Edition. Boulder, CO: Westview Press.
[3] Flora, C., Flora, J., and Gasteyer, S. (2015) Rural Communities: Legacy + Change, 5th Edition. Routledge, Taylor and Francis Group: New York.

Glossary D-F

Demand

Demand is an estimate of the amount of goods and services that all industries require from a given industry, whether domestic or international, in order to remain in operation. The value is calculated based on industry purchases across the nation, measured in terms of sales. Industry wages, taxes, and other values added payments are indirectly part of the demand through the production of the supplying industry.

Distribution of Federal Land Payments

How public land is owned and how that land is used changes how funds are distributed and to which state/local entities.

Dividends (Personal Income)

A form of property income received by shareholders in return for their investment in the equity of a corporation.

Earnings

Remuneration (pay, wages) of a worker or group of workers for services performed during a specific period of time. The term usually carries a defining word or phrase, such as straight-time average hourly earnings.

Employed

Employed includes all civilians 16 years old and over who were either (1) "at work" -- those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or in a family business; or (2) were "with a job but not at work" -- those who did not work during the reference week but had jobs or businesses from which they were temporarily absent due to illness, bad weather, industrial dispute, vacation, or other personal reasons

Engagement (Public Voice)

Engagement is a dynamic relational process that facilitates communication, interaction, involvement and exchange between an organization and a community for a range of societal and organizational outcomes. At its most simple level engagement implies a two-way process involving interaction and listening, with the goal of generating mutual benefit among communities, decision makers and institutions of higher education.

Exported Sales

The given industry's total annual sales to industries and consumers not inside the defined region. In this report that is most commonly (if not always) the county.

Exports

Exports show the amount of money that is spent by industries located outside the region in exchange for goods or services produced by an industry located in the region.

Family

A group of two or more people who reside together and who are related by birth, marriage, or adoption.

Family Income

This includes the income of the householder and all other individuals 15 years old and over related to the householder.

Federal Land Payments

These are federal payments that compensate state and local governments for non-taxable federal lands within their borders. Payments are funded by federal appropriations (e.g., PILT) and from receipts received by federal agencies from activities on federal public lands (e.g., timber, grazing, and minerals).

Federal Land Payments: Bureau of Land Management (BLM)

The BLM shares a portion of receipts generated on public lands with state and local governments, including grazing fees through the Taylor Grazing Act and timber receipts generated on Oregon and California (O & C) grant lands.

Fiscal Year

The State of Nevada fiscal year runs July 1 - June 30. The federal fiscal year runs October 1 - September 30.

Fish and Wildlife (Federal Land Payments)

These payments share a portion of receipts from National Wildlife Refuges and other areas managed by the USFWS directly with the counties in which they are located.

Forest Service (Federal Land Payments)

These are payments based on USFS receipts and must be used for county roads and local schools. Payments include the 25% Fund, Secure Rural Schools & Community Self-Determination Act, and Bankhead-Jones Forest Grasslands.

Free and Reduce Lunch (FRL)

Students who are from households that qualify by income to receive free or reduced-price lunch at their school.

Glossary G-J

Government Social Insurance (Personal Income)

Consists of the contributions or payments for the following government programs: old-age, survivors, and disability insurance (Social Security); hospital insurance (Medicare Part A); supplementary medical insurance (Medicare Parts B and D); unemployment insurance; railroad retirement; veterans' life insurance; and temporary disability insurance.

Graduation Rate

The rate at which 9th graders graduate by the end of the 12th grade (i.e., the number of students who graduate in four years with a regular high school diploma divided by the number of students who form the adjusted cohort for the graduating class).

Grazing Districts (Distribution of Federal Land Payments)

Consist of BLM Taylor Grazing Act payments.

Gross Regional Product (GRP)

Gross Regional Product measures the final market value of all goods and services produced in a region.

Household

A household includes all the people who occupy a housing unit as their usual place of residence

Household Income

This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not

Housing Unit

A house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant, intended for occupancy as separate living quarters.

Imports

Imports show the amount of money that is spent by all industries located in the region in exchange for goods or services produced by an industry located outside the region. Money leaves the region, and a good or service is brought into the region and consumed. Imports can be foreign or domestic.

Individualized Education Program (IEP)

A written statement for each child with a disability that is receiving special education services that is developed and reviewed by the IEP Team. (From IDEA)

Industry

A group of businesses that produce similar goods and services, and share similar production processes for creating the goods and services they sell. Industries are classified using NAICS codes.

Industry: Non-Service Related

Non-Services Related Industries include each of the following 2-Digit NAICS Sectors: 22, 42, 44-45, 48-49, 51, 52, 53, 54, 55, 61, 62, 71, 72, and 81

Industry: Public Administration

Public Administration Industry includes NAICS Sector 90

Industry: Service Related

Services Related Industries include each of the following 2-Digit NAICS Sectors: 11, 21, 23, and 31-33

In-Region Sales

The given industry's total annual sales to industries and consumers inside the defined region. In this report that is most commonly (if not always) the county.

Instruction Support Funding (School District)

Funding for guidance and counseling, libraries and media, extracurricular activities, student health services, curriculum development, staff development, sabbaticals, program management, therapists, psychologists, evaluators, personal attendants, and social workers

Instructional Funding (School District)

Funding for instructional teachers, substitute teachers, instructional paraprofessionals, pupil-use technology, software, instructional materials, trips and supplies.

Interest (Personal Income)

A form of property income received by the owners of certain kinds of financial assets (such as deposits, debt securities, and loans) in return for their investments in those assets.

Job

A job is any position in which a worker provides labor in exchange for monetary compensation. This includes those who work as employees for businesses (a.k.a. “wage and salary” employees) and proprietors who work for themselves.

Glossary L-P

Leadership Funding (School District)

Funding for principals, assistant principals, administrative support, deputies, senior administrators, researchers, program evaluators, superintendents, school board representatives, and legal staff.

Local School District (Distribution of Federal Land Payments)

Consist of portions of SRS Title I, 25% Fund, and Forest Grasslands.

Mean

This measure represents an arithmetic average of a set of numbers.

Median

This measure represents the middle value (if n is odd) or the average of the two middle values (if n is even) in an ordered list of data values.

Mineral Royalties (Federal Land Payments)

These payments are distributed to state governments by the U.S. Office of Natural Resources Revenue. States may share, at their discretion, a portion of revenues with the local governments where royalties were generated.

Occupation

Occupation describes the kind of work the person does on the job. For employed people, the data refer to the person's job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours.

Occupation: High Level Aggregation

The Standard Occupational Classification Manual approves higher-level aggregation of SOC major groups to present data in a more condensed manner. In this report, the High-Level aggregation to six groups is used

Occupation High Level Aggregation: 1

This High-Level aggregation includes SOC major groups: 11-29

Occupation High Level Aggregation: 2

This High-Level aggregation includes SOC major groups: 31-39

Occupation High Level Aggregation: 3

This High-Level aggregation includes SOC major groups: 41-43

Occupation High Level Aggregation: 4

This High-Level aggregation includes SOC major groups: 45-49

Occupation High Level Aggregation: 5

This High-Level aggregation includes SOC major groups: 51-53

Occupation High Level Aggregation: 6

This High-Level aggregation includes SOC major group: 55

Operations Funding (School District)

Funding for transportation, food service, safety, building upkeep, utilities, building maintenance, data processing, and business operations.

Other Staff (School District)

All persons who are not reported as administrators or teachers, including, without limitation: School counselors, school nurses and other employees (who spend at least 50 percent of their work year providing emotional support, noninstructional guidance or medical support to pupils), Noninstructional support staff, including, without limitation, janitors, school police officers and maintenance staff; and Persons classified by the board of trustees of the school district as professional-technical employees, including, without limitation, technical employees and employees on the professional-technical pay scale.

Payment in Lieu of Taxes (PILT) (Federal Land Payments)

These payments compensate county governments for non-taxable federal lands within their borders. PILT is based on a maximum per-acre payment reduced by the sum of all revenue sharing payments and subject to a population cap.

Per Capita Income

Average obtained by dividing aggregate income by total population of an area.

Glossary P-R

Personal Current Transfer Receipts (Personal Income)

Receipts of persons from government and business for which no current services are performed. Current transfer receipts from government include Social Security benefits, medical benefits, veterans' benefits, and unemployment insurance benefits. Current transfer receipts from business include liability payments for personal injury and corporate gifts to nonprofit institutions.

Personal Income

Income received by persons from all sources. It includes income received from participation in production as well as from government and business transfer payments.

Personal Income: Adjustment for Residence

An adjustment made to those components of earnings and employee contributions to social insurance programs (income subject to adjustment) that are reported on a place-of-work basis to convert them to a place-of-residence basis reflecting the net flow of income of inter-area commuters. For example, the source data for county wages and salaries represent the wages paid by the establishments located in that county. The wages and salaries that the establishments of a given county pay to workers who live outside that county are treated as an outflow and the wages and salaries that the residents of that county receive from establishments located outside that county are treated as an inflow. The adjustment for residence for a county, then, is the net of the inflows to that county and the outflows from that county.

Proprietor's Income (Personal Income)

Proprietors' income with inventory valuation and capital consumption adjustments is the current-production income (including income in kind) of sole proprietorships, partnerships, and tax-exempt cooperatives. Corporate directors' fees are included in proprietors' income. Proprietors' income includes the interest income received by financial partnerships and the net rental real estate income of those partnerships primarily engaged in the real estate business.

Qualitative Data

Qualitative data is descriptive data that can be observed but difficult to measure. On a conceptual level, qualitative data is concerned with understanding human behavior from an informant's perspective. Qualitative research is multimethod in focus, involving an interpretive naturalistic approach to its subject matter. *"Qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them."* Denzin and Lincoln (1994:2[4]).

Quantitative Data

Quantitative data is information about quantities and therefore numbers. On a conceptual level, quantitative data is concerned with discovering facts about social phenomena and data are collected through measuring things. Quantitative researchers gather data in a numerical form from which can be put into categories, or in rank order or measured in units of measurement. This type of data can be used to construct graphs and tables of raw data (McLeod, 2019[5]).

Rental (Personal Income)

Rental income of persons with capital consumption adjustment is the net income of persons from the rental of real property (except for the net rental real estate income of partnerships primarily engaged in the real estate business), the imputed net rental income of owner-occupants of housing, and the royalties received by persons from patents, copyrights, and rights to natural resources. The rental income of noninsured pension funds is imputed to persons and counted as part of rental income of persons with capital consumption adjustment.

Resource Advisory Council (RACs) (Distribution of Federal Land Payments)

Consist of SRS Title II. These funds are retained by the Federal Treasury to be used on public land projects on the national forest or BLM land where the payment originated. Resource Advisory Committee (RAC) provides advice and recommendations to the Forest Service on the development and implementation of special projects on federal lands as authorized under the Secure Rural Schools Act and Community Self-Determination Act, Public Law 110-343.

[4] Denzin, N. & Lincoln, Y. (Eds). (1994) Handbook of qualitative research. Sage Publications, Inc.

[5] McLeod, S.A. (2019, July 30). Qualitative vs. quantitative research. Simply Psychology. https://www.simplypsychology.org/qualitative-quantitative.html

Glossary S-Z

Sales

In input-output modeling, Sales is an industry's total annual sales (gross receipts), both to other industries and to consumers as well. Sales is representative of all four Classes of Worker. For the Retail (44), Wholesale (42), and Transportation (48) sectors, sales to consumers is not included in the final figures. Total sales figures sourced from EMSI in this report follow this logic.

Standard Occupation Code (SOC)

The Standard Occupational Classification (SOC) system is used by Federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 840 detailed occupations according to their occupational definition. To facilitate classification, detailed occupations are combined to form 461 broad occupations, 97 minor groups, and 23 major groups. Detailed occupations in the SOC with similar job duties, and in some cases skills, education, and/or training, are grouped together.

State Government (Distribution of Federal Land Payments)

Consist of: (1) federal mineral royalties and (2) portions BLM revenue sharing. States make subsequent distributions to local government according to state and federal statute.

Supplements to Wages and Salaries (Personal Income)

Consists of employer contributions for government social insurance and employer contributions for employee pension and insurance funds.

Taxes Paid (NAICS)

Taxes on production and imports with subsidies subtracted.

Teacher (School District)

A person licensed pursuant to chapter 391 of NRS who is classified by the board of trustees of the school district (1) As a teacher and who spends at least 50 percent of his or her work year providing instruction or (2) As instructional support staff, who does not hold a supervisory position and who spends not more than 50 percent of his or her work year providing instruction to pupils. Such instructional support staff includes, without limitation, librarians and persons who provide instructional support, discipline to pupils

Total Sales

The given industry's total annual sales (gross receipts), both to other industries and to consumers as well.

Unemployed

All civilians 16 years old and over are classified as unemployed if they (1) were neither "at work" nor "with a job but not at work" during the reference week, and (2) were actively looking for work during the last 4 weeks, and (3) were available to accept a job

Wages and Salaries (Personal Income)

The remuneration receivable by employees (including corporate officers) from employers for the provision of labor services. It includes commissions, tips, and bonuses; employee gains from exercising stock options; and pay-in-kind. Judicial fees paid to jurors and witnesses are classified as wages and salaries. Wages and salaries are measured before deductions, such as social security contributions, union dues, and voluntary employee contributions to defined contribution pension plans.

Appendix B: Explanation of Process/Terms

This document is a collection of primary and secondary data collected by a variety of sources. Some of the terminology, processes, and ways of viewing the data may be foreign to the reader.

You can find explanations of a few concepts used throughout the report over the next few pages.

Indexing of Data

This report uses both tables and figures to represent the data to the reader. While most of these are straightforward, one commonly used figure throughout the document that may not be as easy to understand are the **figures with indexed data**.

Indexed figures in this report start the data at a common starting point. Here, this is at 100 in the first year of the graph, which is most often at the year 2010. From that point, future years are measured as a ratio against the base year. For instance, say in 'County A' there is a population of 10,000 in 2010 which lowers to 9,000 in 2011 and is raised to 12,000 in 2012. The indexed figure will show a base of 100 in 2010, lower to 90 in 2011, then raises to 120 in 2012.

These numbers are found by using the following formula:

Indexed Value for Current Year = Current Year Value / Base Year Value * 100

In our previous example of 'County A':
2010: 10,000/10,000*100 = 100
2011: 9,000/10,000*100 = 90
2012: 12,000/10,000*100 = 120

Graphing data indexed by a base year makes seeing trends easier and faster. Here we can tell that population dipped from 2010 to 2011 then rose past the 2010 number to a much higher population. While this may seem obvious for a single data source, it becomes less so when a variety items are being compared to each other.

Let us say that we also have population figures for 'County B' and for the 'State'. In County B the 2010 population was 50,000, 2011 was 49,000 and 2012 was 52,000. For the State, population in 2010 was 600,000, 2011 was 610,000 and 2012 was 700,000

For 'County B' our Indexed Values are:
2010:100
2011:98
2012:104

For the 'State':
2010: 100
2011: 101.7
2012: 116.7

With these values, indexed all to 100 for the same base year of 2010, we can now easily measure the population changes for areas with completely different magnitudes of population.

County A and County B both lost 1,000 total population between 2010 and 2011, however County A lost 10% of its total population while County B lost only 2%. In that same year the State gained 10,000 people, but due to its much higher starting point, it was a gain of under 2%.

Let us now look at the population from 2010 to 2012. County A has gained 2,000. This is the same gain as County B has in the same time period, but both pale in comparison to the 100,000 people the state gained. However, when we look at the indexed data values, another story emerges. County B has a gain of 4% for the population. This is certainly an improvement from 2011 when population was lost. However, when we compare that to County A, it doesn't seem as impressive. County A has an increase of 20% over the time period. This is a substantial change compared to the 4% of County B. And let us not forget about the State. While it gained an amazing 100,000 population over this period, it is only a 16.7% increase in total population, less than County A's growth.

This is the reasoning behind using indexed data for figures/graphs throughout this report. Be it Race and Ethnicity, Housing, or Jobs by Industry, numbers in the same sphere are often needed to be compared, even if those numbers have values of different magnitudes. Indexing of the values allows a quick and easy comparison for the reader.

Inflation Adjustment

Data in this report is shown for a variety of years. As often as possible the data is represented in a way to optimally compare it to previous years. Apples-to-apples so to speak. Dollar figures throughout the document in tables will often be inflated to accomplish this adjustment. Federal Reserve Bank of St. Louis, Economic Research Division, annually publishes an implicit price deflator to use for this purpose: https://fred.stlouisfed.org

Using this data, the report modifies dollar amount to show in like terms. If a table has data from 2010 through 2016, the dollar amounts generally will have been adjusted to all show in 2016 dollars. If it shows through 2017, then the table generally shows in 2017 dollars. There is a note below each table with dollar figures represented stating the year the dollar figures are represented as.

This is done to be able to best compare years against each other. In uninflated data, if a county's per capita income went from $28,000 in 2010 to $33,000 in 2017, that seems like a very large increase. However, when we review that in data that has been adjusted for inflation, the $28,000 in 2010 dollars shows as $31,374 in 2017 dollars. Thus, our per capita income has grown less than $1,700 in the five-year stretch, with inflation being perceived as responsible for over $3,300 of the original difference.

Suppressed Data

When data is gathered first-hand by public or government agencies, such as the US Census Bureau or the Bureau of Economic Analysis, suppressions are created to comply with laws and regulations to protect the privacy of the reporting businesses. Suppressed data also may appear in the school district data. Data here may be suppressed by FERPA regulations, or the Family Educational Rights and Privacy Act of 1974.

These suppressions, or non-disclosed data, show in this report generally as 'Insf. Data' (Insufficient Data), a hyphen, '-', or as less than 10, '<10'. The hyphen implies that there is data, but with it being non-disclosed, we do not have an estimate for it (this is most often seen in wage data for industries). Less than 10 implies that there is a nonzero amount (most often seen as total businesses in a region) that is somewhere between one and nine, inclusive.

Poverty

Definition

The Census Bureau gives the following **definition of poverty**: *The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is considered in poverty.*
This definition covers the poverty threshold, but not the poverty guidelines.

There are two different poverty levels?

Yes, the federal government has two separate measures of poverty. The first is the **Census Bureau's "Poverty Thresholds"**. The second is the **Department of Health and Human Services' (HHS) "Poverty Guidelines"**. These are distinct terms with different formulas and different uses. The main use for the poverty thresholds created by the Census Bureau is statistical; that is, it is used in the calculating of the total number of people in poverty. HHS's poverty guidelines are for administrative purposes, mainly used to determine financial eligibility for certain programs.

How does the makeup of the household affect each poverty level?

Both the thresholds and guidelines **take into account the total number of people in the household/family** that is being assessed. A two-person household has a lesser monetary level to be considered in poverty than a four-person household in both the threshold and guidelines. The guidelines do not factor in age in the calculations. The thresholds do, with both the total number of children and, for one- and two-person households, the elderly, taken into account.

Are there cost of living adjustments based on where someone lives?

The quick answer is **no, not within the contiguous 48 states.** The poverty threshold has the same monetary level throughout the entire United States for any given year. There is no variation for any state, city, or other area. The poverty guidelines have a single monetary level for the 48 contiguous states and Washington DC, but a separate set of figures for each of Alaska and Hawaii.

This report is using both the threshold and guidelines.

Any section that gives a count of people in poverty is using the Census Bureau's threshold. This includes the tables found within this section, such as the general population poverty numbers and veteran poverty numbers. Sections that show numbers regarding a part of the population on an assistance program will be using the HHS's guidelines. That includes school free and reduced lunch and WIC beneficiaries, among others.

How are the poverty threshold and guidelines calculated?

Both the Census Bureau and HHS **update their poverty levels annually using** the Consumer Price Index for all Urban Consumers (**CPI-U**).
The **thresholds** are calculated by updating the original threshold matrix created in 1978 via the CPI-U. The Census Bureau issues preliminary thresholds in January and the final thresholds in September for the previous year. That is, the preliminary poverty thresholds for 2017 were issued in January 2018 and then updated in September 2018 for the final poverty thresholds. This is then used to measure poverty for the calendar year 2017, reflecting the 2017 calendar year price level.
The poverty **guidelines** are issued every January, calculated from the thresholds finalized the previous year. Thus, the 2017 guidelines were issued in January 2017 calculated from the calendar year 2015 thresholds finalized in September 2016. Due to this, the 2017 guidelines are roughly equal to the 2016 thresholds.

Appendix C: Source Explanations

This appendix gives an in-depth look at the different sources used throughout the creation of this document.

The following sources were used for information throughout the report:

- American Community Survey (ACS)
- Economic Modeling Systems International (EMSI)
- Environmental Systems Research Institute (ESRI)
- Federal Reserve Bank of St. Louis, Economic Research Division
- Headwaters Economics' Economic Profile System
- Nevada Department of Taxation
- Nevada Gaming Control Board
- Nevada Report Card
- United States Bureau of Economic Analysis (BEA)
- United States Census Bureau
    - American Fact Finder
    - OnTheMap

American Community Survey (ACS)

The ACS is an ongoing survey conducted by the U.S. Census Bureau. Per the Census Bureau:

"The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people. Information from the survey generates data that help determine how more than $675 billion in federal and state funds are distributed each year. Through the ACS, we know more about jobs and occupations, educational attainment, veterans, whether people own or rent their homes, and other topics. Public officials, planners, and entrepreneurs use this information to assess the past and plan the future. When you respond to the ACS, you are doing your part to help your community plan for hospitals and schools, support school lunch programs, improve emergency services, build bridges, and inform businesses looking to add jobs and expand to new markets, and more."

The Census Bureau started collecting data for the ACS in 2005. At that point they determined to create three separate estimates for use: 1-year estimates; 3-year estimates; and 5-year estimates. The 3-year estimates were discontinued as of 2013.

Data for the 2005 1-year estimates was collected from January through December 2005 and released in 2006. The first 5-year estimates were released for 2009, with data being gathered from January 2005 through December 2009. Future 5-year estimates follow the same formula. The 2012-2016 5-year estimates have data collected January 2012 through December 2016.

In this document, tables and charts sourcing the ACS will often refer to the last year of an ACS 5-year estimate as the heading year. It is important to remember that this data is not a snapshot of the year (or any single point in time) being referenced, but of the Census Bureau's estimate for the 5-year period.

Why do we use the 5-year estimates rather than the 1-year estimates or point-in-time estimates?

There are two reasons. The first is that the 5-year estimates gives a larger sample size, giving a more accurate representation of the population, even for those areas with larger populations. This will give a smaller margin of error for all data.

The second reason is two-fold. The ACS does not publish 1-year estimates for areas with population less than 65,000. In Nevada, in 2017, only Clark and Washoe Counties report a population of over 65,000. While we could use the 1-year estimates for the reports of those two counties, it is inappropriate (per the Census Bureau) to compare data between the 1-year and 5-year estimates. Thus, if someone wished to compare the data between, say, Clark and Lincoln Counties, it is necessary that the data be consistent throughout the two reports.

The ACS is used throughout the Demographic, Social, and Economic Characteristics sections of this report.

https://www.census.gov/programs-surveys/acs/about.html

https://www.census.gov/content/dam/Census/library/publications/2008/acs/ACSGeneralHandbook.pdf

Economic Modeling Specialists International (EMSI)

EMSI is a leader in labor market data and covers more than 99% of the workforce in the United States. Per EMSI, their mission:

"Our mission is to use data to drive economic prosperity. To do this, we inform and connect three critical audiences: people (who are looking for good work), employers (who are looking for good people), and educators (who are looking to build good programs and engage students). Since this vital connection takes place in the context of regional economies, we also work with workforce and economic development organizations laboring to improve economic ecosystems. We are known for our peerless service, our fantastic work-life balance, but above all—our deep commitment to our clients. We are blessed to work alongside such dedicated, passionate customers as we build a stronger economy."

While they are headquartered in Idaho, EMSI serves clients throughout the U.S., Canada, UK, and Australia.

Their traditional labor market information uses dozens of government data sources with over 18 billion data points. Job posting analytics surveys hundreds of millions of online job postings and their compensation data observes over 40 million individual compensation observations. These data sources include federal government entities, government entities from all 50 states, and a variety of trusted private organizations.

EMSI data is used in this report throughout the Economic Characteristics and NAICS sections, being the main source for Industry and Occupation data.

https://www.economicmodeling.com/

https://www.economicmodeling.com/data-sources/

Environmental Systems Research Institute (ESRI)

Esri is considered the world leader in GIS (geographic information system) technologies.

Per Esri:

"Esri was founded to help solve some of the world's most difficult problems. We do so by supporting our users' important work with a commitment to science, sustainability, community, education, research, and positive change."

Esri's mapping and analytics give access to demographic data in 137 countries with over 75% of Fortune 500 companies using Esri software.

Esri provides its own data and 5-year projections and uses the information from federal government and private industry sources.

Esri data is used in this report in maps and in various demographic areas.

https://www.esri.com/en-us/home

http://downloads.esri.com/esri_content_doc/dbl/us/G164052_US-DataFactSheet_WEB.pdf

Federal Reserve Economic Data (FRED)

FRED is a database maintained by the Research division of the Federal Reserve Bank of St. Louis, Research Division. They have over 500,000 time-series from 87 different sources for the public to use. Per the St. Louis Fed website:

"The Federal Reserve Bank of St. Louis is the center of the Eighth District of the Federal Reserve System. This District includes Arkansas, eastern Missouri, southern Illinois and Indiana, western Kentucky and Tennessee, and northern Mississippi.

The Research Division of the Federal Reserve Bank of St. Louis is responsible for advising the Bank president on matters of economic policy. The Division monitors the economic and financial literature and produces research in the areas of money and banking, macroeconomics, and international and regional economics.

A diverse group of Bank publications allows the Research Division to address quickly changing economic trends, explore the relevance of historical and current data for economic policy, and expand the understanding of issues relevant to the Eighth District and beyond.

The Research Division also furnishes its working papers to provide insight into current Bank interests and developing theories and to stimulate discussion.

This site offers a wealth of economic data and information to promote economic education and enhance economic research. The widely used database FRED is updated regularly and allows 24/7 access to regional and national financial and economic data."

The biggest use of the FRED in this report is their measuring of change in the Consumer Price Index (CPI). Their CPI and inflation formulae are used throughout this report to calculate inflated dollar figures in most, if not all, sections.

https://research.stlouisfed.org/

Headwaters Economics' Economic Profile System

Headwaters Economics is an independent, nonprofit research group that works to improve community development and land management decisions. Per Headwaters Economics' website:

"Headwaters Economics provides original and effective research to help people and organizations develop solutions to some of the most urgent and important issues that communities face. … Headwaters Economics works with community leaders, landowners, public land managers, elected officials, and business owners. Our goal is to give these partners credible information to help them identify, understand, and solve problems."

In this report Headwaters Economics' Economic Profile System (EPS) is used. The EPS pulls data from the Bureau of Economic Analysis, Bureau of Labor Statistics, the Census Bureau, and many other sources and puts it in easy to read and use reports.

The sourcing below each table referencing Headwaters Economics data in this report also shows the sourcing of where the EPS obtained the data from. This can often be a mouthful, such as with the following example from the 'Land Cover' table previously found in this report:

Source: U.S. Geological Survey, Gap Analysis Program. 2016. Protected Areas Database of the United States (PADUS) version 1.4, as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)

This states that Headwaters Economics reported this data via their Economic Profile System, with original sourcing from the U.S. Geological Survey, Gap Analysis Program PADUS version 1.4.

EPS data is most often used in the Land Use and Fiscal Characteristics section of this report.

https://headwaterseconomics.org/about/

https://headwaterseconomics.org/tools/economic-profile-system/about/

United States Bureau of Economic Analysis (BEA)

The BEA is an agency of the Department of Commerce of the United States federal government. Per the BEA website:

"Mission

The Bureau of Economic Analysis (BEA) promotes a better understanding of the U.S. economy by providing the most timely, relevant, and accurate economic accounts data in an objective and cost-effective manner.

Vision

To be the world's most respected producer of economic accounts.

Core Values of BEA

- *Integrity: Maintaining the sterling reputation of BEA and its statistics.*
- *Quality: Producing timely, relevant, and accurate statistics.*
- *Excellence: Fostering staff excellence and recognizing and rewarding employee contributions.*
- *Responsiveness: Providing customers with the programs and services they need.*
- *Innovation: Using technology and new methodologies to meet measurement challenges."*

The BEA is part of the Department's Economics and Statistics Administration and provides and comprehensive, up-to-date picture of the U.S. economy.

In this report we use the BEA's interactive data portal to find regional data, especially for Personal Income. You can find this data in the Economic Characteristics section of the report.

https://www.bea.gov/index.htm

United States Census Bureau

The first census was taken in 1790 and, as required by the U.S. Constitution, has taken place every ten years thereafter. In 1902 the Census Office was placed within the Department of the Interior and in 1903 officially came known as the Bureau of the Census.

The Census Bureau is the federal government's largest statistical agency. Per the Census Bureau, their mission:

"The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.

We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers."

The Census Bureau provides three separate censuses:

- Decennial Census – Population and housing count every 10 years
- Economic Census – Measure of the nation's economy every 5 years
- Census of Governments – Data on the 90,000 state/local governments every 5 years

The Census Bureau also surveys the population on an ongoing basis, with the most well-known example being the American Community Survey (ACS).

These censuses and surveys are used to create hundreds of reports and the data is also accessible through the Census Bureau's data tools and apps, including Quick Facts, American Fact Finder, and My Congressional District.

https://www.census.gov/en.html

State and Local Agencies

Many state, county, and city government organizations were used while creating this document.

We thank these entities for having data available to the public for use in reports such as this.

State and local government entities used include:

Nevada Department of Employment, Training and Rehabilitation

https://detr.nv.gov/
http://nevadaworkforce.com/

Nevada Department of Taxation

https://tax.nv.gov/

Nevada Demographer's Office

https://www.nvdemography.org/

Nevada Gaming Control Board

https://gaming.nv.gov/

Nevada Report Card

http://nevadareportcard.com/di/

County budget and fiscal planning departments

Appendix D: Photo Credits

Photos and images from stock photo websites were used on the following pages:

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