

Del Norte County

Economic and Demographic Profile 2012



Introduction

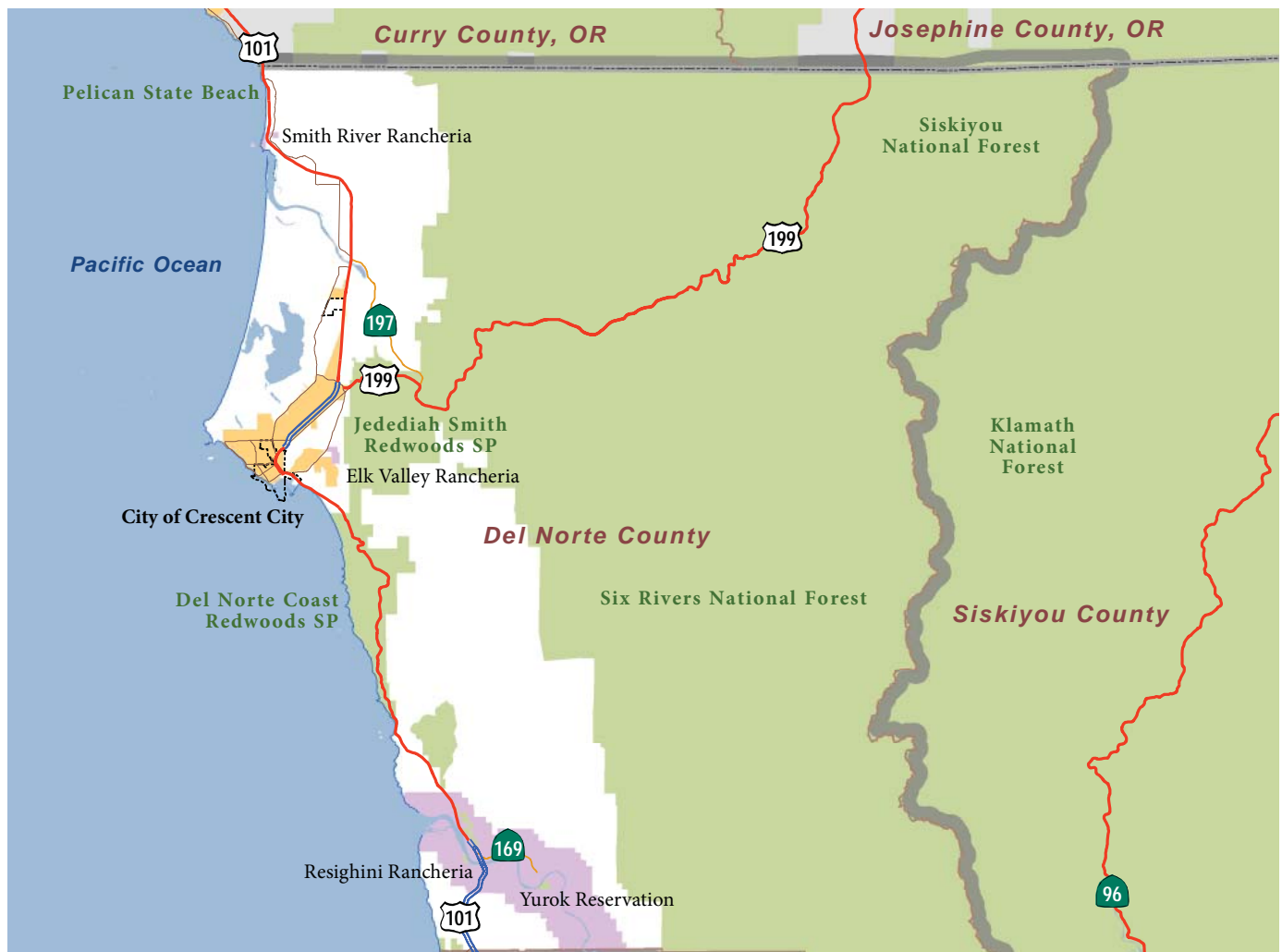
Welcome to the 2012 Del Norte County Economic and Demographic Profile. The data and information contained in this profile is the latest available as of October 15, 2011, and shows a history of change back to 2000, where data is available.

The document was produced by the Center for Economic Development at California State University, Chico. We specialize in providing the most recent, reliable, relevant information for your communities and businesses. Please visit our Website at www.cedcal.com for more information.

Linkages Between Indicators

Most indicators in this document are, in some way, linked with most of the others. For example, poverty is linked with teenage pregnancy, urban land consumption is linked with agricultural production, and age distribution is linked with components of personal income. These are just a few examples of hundreds of indicator linkages that can be documented. We

encourage the user to think about indicator linkages and how work to improve the status of one indicator can affect both positive and negative change in other indicators. Doing this, we effectively work to improve the quality of our community's environment, economy, and society.



Frequently Asked Questions

How is this document used?

This document is used to easily collect, use, and report the latest demographic, environmental, economic, social, and industry data on Del Norte County. The data can be used for grant writing, market analysis, community promotion, business planning, community planning, or simply to satisfy general curiosity.

How is this document organized?

The 2012 Economic and Demographic Profile Series was reorganized to reflect trends in five core community aspects: population, environment, economy, society, and industry. Increasingly, community analysts evaluate performance based on one or more of these five core subjects. Therefore, the 2012 Profile Series was designed to make finding data on these subjects easier. The subjects are based on concepts behind sustainable economic development. The basic idea is that growth in one core aspect is not beneficial if it comes at a cost to other aspects. For example, economic growth coupled with environmental decline may not produce a net benefit for the community. Similarly, environmental improvement at a high economic or social cost can result in net benefits declining. Therefore, organization of data into these core categories not only helps analysts find relevant community data more easily, but also and also helps frame the evaluation of the data.

What are statistical indicators?

Indicators are bits of information that highlight what is happening in a larger system. They are small windows that together provide a glimpse of the “big picture.” Indicators provide feedback on the overall health of our community in the same way that body temperature and blood pressure tell us about our personal health. From these indicators, we seek more detailed information or a diagnosis as well as identify coordinated actions. They tell us whether a community is working well and give some initial direction as to where to look to fix problems. They tell us which direction a critical aspect of our community, economy, or environment is going: forward or backward, increasing or decreasing, improving or deteriorating, or staying the same.

How was the data selected this year?

Data selected for presentation this year was based on sponsor requests and feedback, availability of new data from the U.S. Census Bureau and other data providers of interest to the general public, and the availability of annual data for every county in California. If you are looking for a specific piece of data on the county or any of its communities, please feel free to contact the Center for Economic Development at 530-898-4598 and our research staff will gladly direct you to the most recent and reliable measure.

Why was the Del Norte County profile produced and not other California Counties?

The profile was made possible through sponsorship by the Del Norte Local Transportation Commission, which is responsible for preparing and adopting transportation planning and programming documents required by law and for allocating funds and administering various funding programs that involve cities, counties, and transit operators. The Del Norte Local Transportation Commission strives to make fact-based decisions for transportation planning and programming, and needs the data presented in the Economic and Demographic Profile to do so.

Can I copy the tables and charts in this report and insert them in my own documents?

Yes, certainly! Adobe Acrobat allows you to copy images and paste them into your own documents. If you are using Acrobat Reader version 10, go to the edit menu and select “Take a Snapshot.” Click and drag to create a box around the graphic you wish to copy. Reader will copy the image in the box automatically. Simply paste the graphic in your word processor or graphic design software. If you want to improve the quality of the image, zoom in to the document in Acrobat a level of at least 100%.

If you copy and paste images from this document, please be sure to include or cite the source of the data as indicated in the data tables. We also request that you credit the Center for Economic Development at CSU, Chico for providing the research and formatting, and our sponsor, the Del Norte Local Transportation Commission, for making the graphics possible. Thank you in advance!



Table of Contents

1 Demographic Indicators	1	4 Social Indicators	39
1.1 Total Population	2	4.1 Leading Causes of Death	40
1.2 Components of Population Change	3	4.2 Teenage Pregnancy	42
1.3 Migration Patterns	4	4.3 Infant Mortality	43
1.4 Age Distribution	5	4.4 Low Birth Weight Infants	44
1.5 Population by Race and Ethnicity	6	4.5 Late Prenatal Care	45
		4.6 TANF-CalWORKS Caseload	46
2 Environmental Indicators	7	4.7 Medi-Cal Caseload	47
2.1 Land Area & Population Density	8	4.8 School Free and Reduced Meal Program	48
2.2 Land Ownership	9	4.9 Educational Attainment	49
2.3 Harvested Acreage	10	4.10 High School Dropout Rate	50
2.4 Climate Data	11	4.11 Graduates Eligible For UC and CSU Systems	51
2.5 Air Quality	12	4.12 Average SAT Scores	52
2.6 Travel Time to Work	13	4.13 English Learners Enrollment	53
2.7 Means of Transportation to Work	14	4.14 Crime Rates	55
2.8 Commute Patterns	15	4.15 Voter Registration and Participation	57
2.9 Traffic Volume	16		
2.10 Water Table Depth	18	5 Industry Indicators	59
2.11 Electricity Use	19	5.1 Agriculture, including Forestry and Fishing	60
3 Economic Indicators	21	5.2 Energy and Utilities	64
3.1 Labor Force	22	5.3 Construction	65
3.2 Employment	23	5.4 Manufacturing	70
3.3 Unemployment	24	5.5 Travel and Recreation	72
3.4 Seasonal Employment	25	5.6 Retail	74
3.5 Jobs By Industry	27	5.7 Government	77
3.6 Employers By Employment Size and Industry	29		
3.7 Total Personal Income	31		
3.8 Components of Personal Income	32		
3.9 Per Capita Income	34		
3.10 Earnings By Industry	35		
3.11 Median Household Income	36		
3.12 Poverty Rates	37		
3.13 Fair Market Rent	38		



1 Demographic Indicators

Demographic indicators describe the volume of the human population in the community. Basic demographic characteristics such as age and ethnicity provide a framework from which most other community indicators are based.

The population is growing in Del Norte County, but slower than in the state. Growth since 2000 is due primarily to increased numbers of births and net migrants. In- and out-Migration is largely with neighboring Humboldt County, California, and Curry County, Oregon, but also with other urban California and Oregon counties. Most age groups have increasing numbers since 2000, although the numbers of school-age children (5-17) and younger working/family-age adults (25-39) are decreasing. Only small children (0-5) and older working-age adults (55-64) show populations growing faster than the state since 2000. The numbers of Hispanics, American Indians, Asians, and Native Hawaiian and Pacific Islanders is increasing, while numbers of Whites and Blacks are decreasing (includes the population of Pelican Bay State Prison). However, the decline in White population is less than in California.



In This Section:

- 1.1 Total Population 2
- 1.2 Components of Population Change 3
- 1.3 Migration Patterns 4
- 1.4 Age Distribution 5
- 1.5 Population by Race and Ethnicity 6

1.1 Total Population

What is it?

Total population is the number of people who consider the area their primary residence. It does not include persons who are here temporarily, unless they consider this area their primary residence. It also does not include the incarcerated population. The data is estimated annually by the California Department of Finance and reflects population estimates on January 1 of that year. The data is released annually on May 1.

How is it used?

Population represents a general overview of the size of the consumer market, labor availability, and the potential impact of human habitation on the environment. The data is often required for grant applications and business and community development plans.

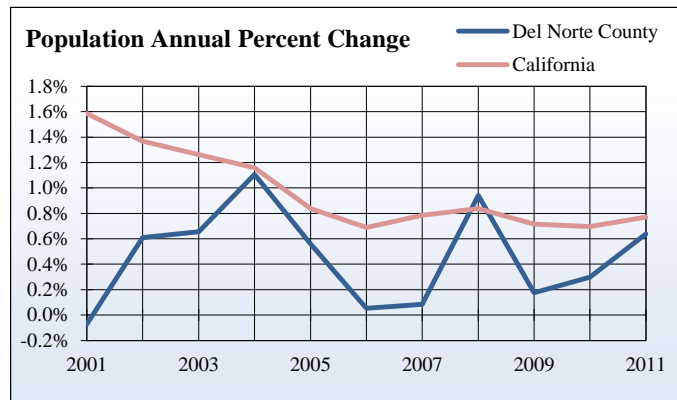
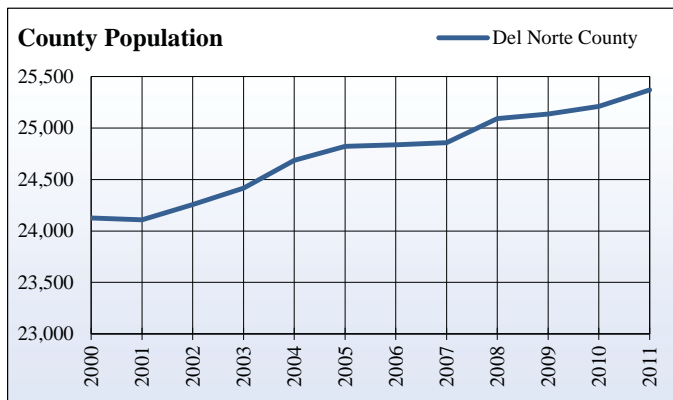
How is Del Norte County doing?

Del Norte County is currently home to over 25,000 People. Population increase has been steady for the last ten years, with an annual average increase of 126 people (0.5 percent). Between 2001 and 2011, population grew by 5.2 percent

County Population

Year	Del Norte County	1-year change	CA 1-year change
2000	24,127	n/a	n/a
2001	24,110	- 0.1 %	1.6 %
2002	24,257	0.6 %	1.4 %
2003	24,416	0.7 %	1.3 %
2004	24,686	1.1 %	1.2 %
2005	24,824	0.6 %	0.8 %
2006	24,837	0.1 %	0.7 %
2007	24,858	0.1 %	0.8 %
2008	25,092	0.9 %	0.8 %
2009	25,136	0.2 %	0.7 %
2010	25,211	0.3 %	0.7 %
2011	25,372	0.6 %	0.8 %

Source: California Department of Finance, Demographic Research Unit



City Population

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Crescent City	7,397	7,310	7,263	7,362	7,571	7,645	7,667	7,734	7,689	7,698	7,619	7,512

Source: California Department of Finance, Demographic Research Unit



1.2 Components of Population Change

What is it?

The California Department of Finance releases annual estimates on how births, deaths, and net migration influence annual population change at the county level. The number of births and deaths is from the California Department of Public Health. The natural rate of population change is calculated by subtracting births from deaths. The remaining change in population is due to net migration. Net migration is in-migration minus out-migration. In- and out-migration are not independently estimated by the Department of Finance.

How is it used?

If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural rate of change is negative (more deaths than births), then generally age distribution is weighted towards older populations. Migration can occur for several reasons. People may migrate either in or out primarily due to employment opportunities, housing prices, and quality of life, although migration has decreased significantly in recent years due to the lagging national economy.

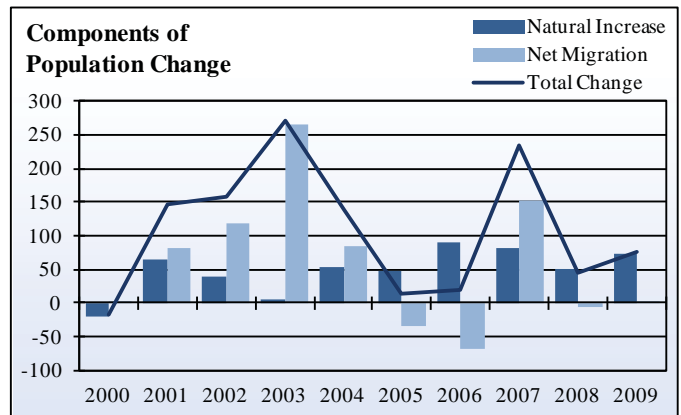
How is Del Norte County doing?

In Del Norte County, there tends to be more population change from net migration (596) than natural increase (488) between 2000 and 2009. However, during 2009, there was a net in-migration of only 2 people and a natural increase of 73 people in the county.

Components of Population Change

Year	Births	Deaths	Natural Increase	Net Migration	Total Change
2000	278	297	- 19	2	- 17
2001	307	241	66	81	147
2002	291	251	40	119	159
2003	298	292	6	264	270
2004	302	249	53	85	138
2005	342	295	47	- 34	13
2006	376	287	89	- 68	21
2007	337	254	83	151	234
2008	306	256	50	- 6	44
2009	331	258	73	2	75

Source: California Department of Public Health and California Department of Finance, Demographic Research Unit



1.3 Migration Patterns

What is it?

This indicator includes migration patterns between this county and those with the highest levels of migratory interaction. It includes the top ten counties in terms of out-migration and in-migration. Collected from the Internal Revenue Service (IRS), these numbers are based on income taxes paid by all people in households. Migrants to and from group quarters, such as college dormitories, nursing homes, or correctional institutions, are not included.

How is it used?

Migration data can indicate changes in the economic, political, and social structure of an area based on these characteristics in the area from which the migrants originate. For example, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political and social climate. They also bring their patterns of consumer spending that create opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin. Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However,

if a non-neighboring county, even one with a smaller total population, is present among the top few counties in terms of migration, there may be a unique interaction that is worth further evaluation.

The portion of population growth driven by in-migration is the product of some economic factor or amenity attracting new residents. The attraction could be an increase in employment opportunities, the recognition of the environmental advantages of the area, or expanding business opportunities. In general, new residents do not move to an area without good reason, and when they do, they fuel economic expansion.

How is Del Norte County doing?

More people migrate between Del Norte County and Humboldt than any other county. Neighboring Oregon counties of Curry and Josephine, as well as Jackson County (Medford MSA) are in the top ten for both in- and out-migration. Sacramento and Shasta are the only California counties making both lists.

Top 10 In-Migration by County 2008-09 - Del Norte, CA

County	Number
Humboldt, CA	89
Curry, OR	48
Sacramento, CA	46
Shasta, CA	36
Fresno, CA	35
Los Angeles, CA	35
Josephine, OR	30
San Bernardino, CA	27
Jackson, OR	25
San Diego, CA	24

Source: Internal Revenue Service, 2009

Top 10 Out-Migration by County 2008-09 - Del Norte, CA

County	Number
Curry, OR	92
Humboldt, CA	80
Jackson, OR	41
Sacramento, CA	40
Josephine, OR	31
San Diego, CA	29
Shasta, CA	26
Butte, CA	24
King, WA	15
Multnomah, OR	10

Source: Internal Revenue Service, 2009



1.4 Age Distribution

What is it?

Population by age is the number of permanent residents of the area categorized by age as of April 1 of the given year. The data is from the Decennial Census of 2000 and 2010. The data includes the incarcerated population.

How is it used?

Age distribution information is valuable to companies that target specific age groups. It is used for revenue projections, business plans, and for marketing. Age distribution affects the area's school system, public services, and overall economy. It is also an important measure of diversity within a community. A large older teen and young adult demographic has a greater need for higher education and vocational training facilities, while a large middle-aged group creates more focus on employment opportunities. An area with a large mature or retired population typically has fewer employment concerns, but a greater need for medical and social services. A county with a large number of young children is attractive to day care centers, and other family-related services. Age distribution information is also used in conjunction with components of

population change in order to project population growth in the future.

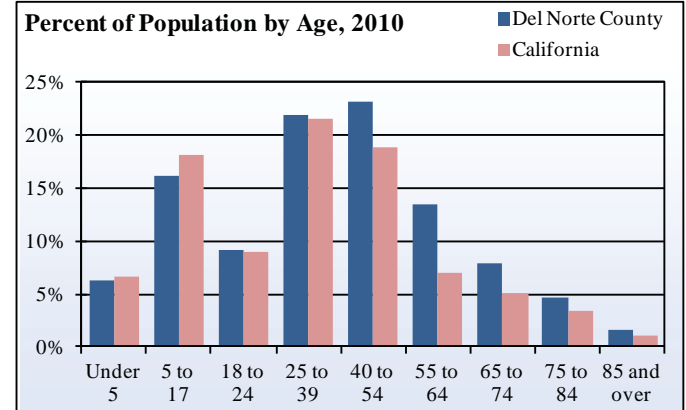
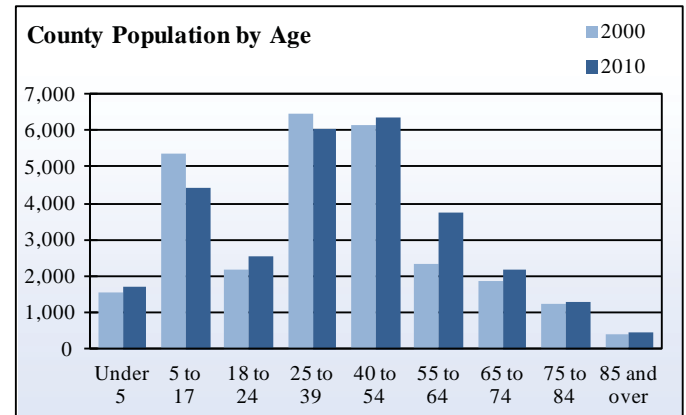
How is Del Norte County doing?

The county houses more people ages 5 to 17 and 25 to 39 in 2010 than in 2000. Some groups are growing faster than in the state, including small children under 5 and persons 55 to 64.

County Population by Age

Age Range	2000	2010
Under 5 years	1,525	1,703
5 to 17 years	5,371	4,435
18 to 24 years	2,196	2,519
25 to 39 years	6,471	6,018
40 to 54 years	6,145	6,345
55 to 64 years	2,351	3,717
65 to 74 years	1,850	2,153
75 to 84 years	1,223	1,263
85 years and over	375	457

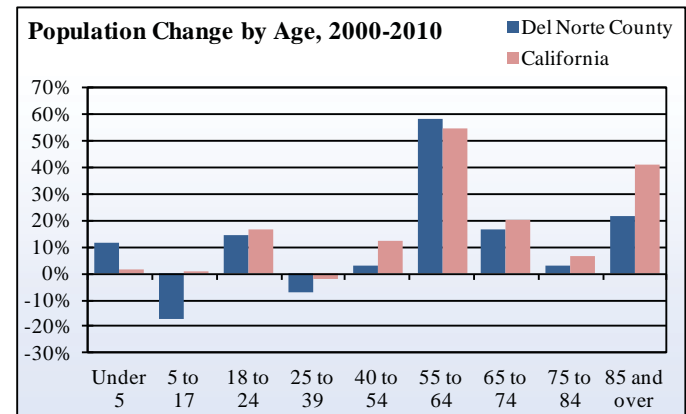
Source: U.S. Census Bureau, Census 2000 and Census 2010



Population by Age Compared to California, Del Norte

Age Range	Percent of total in 2010		2000 to 2010 10-year Change	
	County	California	County	California
Under 5 years	6.2 %	6.7 %	11.7 %	1.8 %
5 to 17 years	16.1 %	18.2 %	- 17.4 %	0.0 %
18 to 24 years	9.2 %	9.0 %	14.7 %	16.5 %
25 to 39 years	21.9 %	21.6 %	- 7.0 %	- 1.9 %
40 to 54 years	23.1 %	18.8 %	3.3 %	12.3 %
55 to 64 years	13.5 %	7.0 %	58.1 %	54.4 %
65 to 74 years	7.8 %	5.1 %	16.4 %	20.5 %
75 to 84 years	4.6 %	3.4 %	3.3 %	6.9 %
85 years and over	1.7 %	1.1 %	21.9 %	41.2 %

Source: U.S. Census Bureau, Census 2000 and Census 2010



1.5 Population by Race and Ethnicity

What is it?

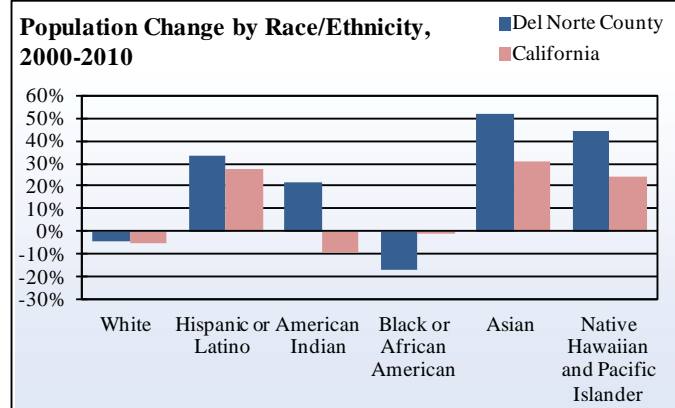
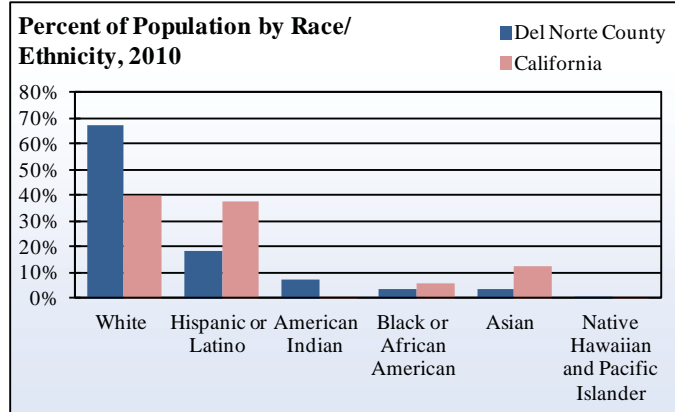
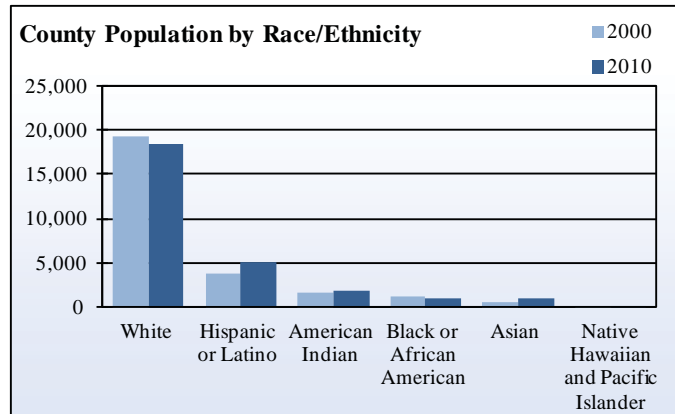
While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are seven major race/ethnic categories: American Indian, Asian, Black, Hispanic/Latino, Native Hawaiian/Pacific Islander, White, and other. Alternative names for these classifications are also used to address matters of social sensitivity, although the people classified in each of these categories remains the same. The CED uses these classifications only because these are the names used by the U.S. Census Bureau. Data in the table is sorted by size of race/ethnic category in 2010.

How is it used?

Population by race statistics are used by advertisers to market products to a particular ethnic group and to determine whether investments in businesses with race specific target markets are likely to be lucrative. For example, investing in a start-up Spanish radio station may be a better investment in a predominantly Hispanic area. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area. Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

How is Del Norte County doing?

Approximately 70 percent of residents in Del Norte County classified themselves as White in 2010, compared to 40 percent of Californians. Hispanics represented the next largest group, with 19 percent of the population, compared to 38 percent in California. American Indians and African Americans were the next largest groups. Over the past ten years, the Asian population has increased the fastest at 52 percent. The African American population decreased the most at -17 percent.



Population by Race/Ethnicity Compared to California

	2000	2010	Percent of Total in 2010		2000 to 2010 10-year Change	
			County	California	County	California
White	19,294	18,513	67.3 %	40.1 %	- 4.0 %	- 5.4 %
Hispanic or Latino	3,829	5,093	18.5 %	37.6 %	33.0 %	27.8 %
American Indian	1,593	1,935	7.0 %	0.4 %	21.5 %	- 9.3 %
Black or African American	1,167	967	3.5 %	5.8 %	- 17.1 %	- 0.8 %
Asian	619	938	3.4 %	12.8 %	51.5 %	30.9 %
Native Hawaiian and Pacific Islander	18	26	0.1 %	0.3 %	44.4 %	23.9 %

Source: U.S. Census Bureau, Census 2000 and Census 2010



2 Environmental Indicators

Environmental indicators describe the quality of the physical places with which humans interact, especially land, air, and water resources. The indicators include measures linked with land consumption for development or air and water pollution.

The physical environment of Del Norte County is healthier and subject to fewer pressures than average in California. Harvested farmland acreage has seen a decrease over the past year, although this is not likely due to urban consumption because of the county's low population growth. Climate change has led to declining average temperatures in both January and July, although precipitation has been increasing. Travel time to work is much lower than the state average, leading to less pressure on air pollution, although commute times have increased since 2000. More people do drive to work than the state average, although alternate means of transportation to work is on the rise, including working at home. Along these lines, more people are commuting into Del Norte County to work and more people are commuting to work out of the county since 2002, which puts additional pressure on air quality. Still traffic volumes have not risen significantly since 1999, with the exception of U.S. Highway 101 in Crescent City, which saw an 11 percent increase in traffic. Water availability is improving, with water table depths on the rise in the past ten years. County residents use much more electricity per capita than the state average. Del Norte County has cooler temperatures year-round and with the absence of natural gas in the county for heating, electricity is used as a substitute. Non-residential electricity use is much less per capita. A large portion of industrial electrical consumption is from using air conditioning and because of the cooler temperatures, less air conditioning is needed.



In This Section:

2.1 Land Area & Population Density	8
2.2 Land Ownership	9
2.3 Harvested Acreage	10
2.4 Climate Data	11
2.5 Air Quality	12
2.6 Travel Time to Work	13
2.7 Means of Transportation to Work	14
2.8 Commute Patterns	15
2.9 Traffic Volume	16
2.10 Water Table Depth	18
2.11 Electricity Use	19

2.1 Land Area & Population Density

What is it?

Population density is determined by dividing the total population (nonincarcerated) of the area by its land area in square miles. It indicates the degree to which the county is more urban or rural. Urban and rural are relative concepts. For example, people living in Sacramento may consider Crescent City to be rural, while residents of Klamath may refer to Crescent City as “the city.”

How is it used?

Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. This structural change is likely to be associated with increasing area economic activity, but can also lead to adverse impacts on the quality of life including the mental health (stress) and physical well-being (increased exposure to toxins) of a community.

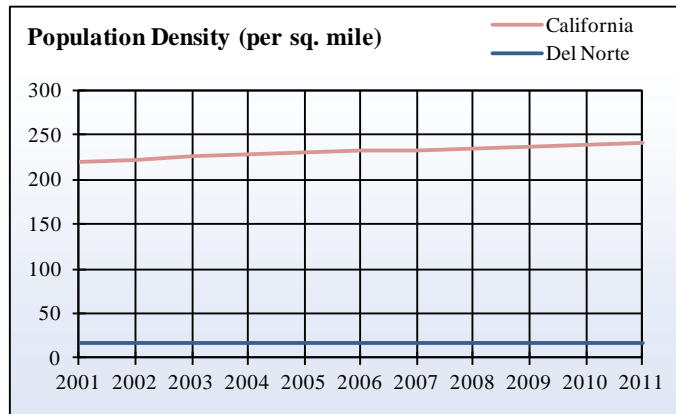
How is Del Norte County doing?

Del Norte County’s total land area is 1,008 square miles. Because population has increased while land area has remained constant, the county’s population density has risen slowly over time. As of January 1st 2011, the population density in the county was 28.4 residents per square mile, putting it well below the average California population density of 241 residents per square mile.

Land Area and Population Density

Year	Land area (sq. miles)	Total population	Population density (per sq. mile)	
			County	State
2001	1,008	27,434	27.2	220
2002	1,008	27,517	27.3	223
2003	1,008	27,744	27.5	225
2004	1,008	28,029	27.8	228
2005	1,008	28,251	28.0	230
2006	1,008	28,296	28.1	232
2007	1,008	28,378	28.2	233
2008	1,008	28,526	28.3	235
2009	1,008	28,565	28.3	237
2010	1,008	28,581	28.4	239
2011	1,008	28,594	28.4	241

Source: California Department of Finance



2.2 Land Ownership

What is it?

Land Ownership shows the amount and percentage of land owned by the public and private sectors. It is a summation of land area by county parcel. Publicly-owned lands categorized by public landowner (not subject to property tax). Private lands are not categorized.

How is it used?

The data is used to show to what extent nonlocal governmental organizations are in control of local land use. It also shows how much land is not subject to property tax. This is important whenever state or federal governments threaten to eliminate or modify funding agreements that pay counties with large portions of government land in lieu of property tax collections.

How is Del Norte County doing?

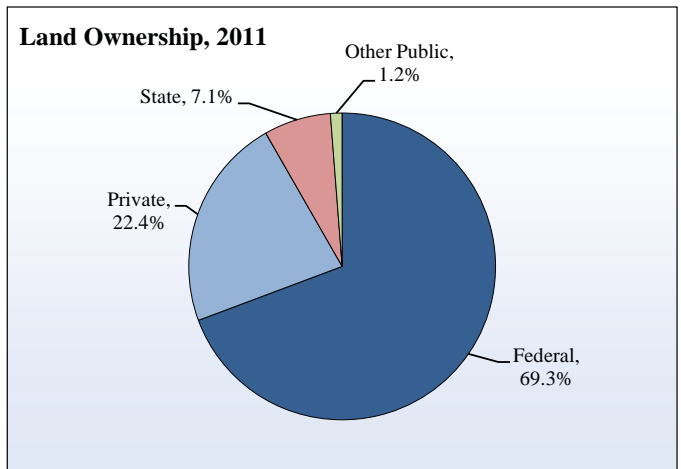
Only 22.4 percent of parcel land in Del Norte County is privately held and subject to property tax, leaving nearly 78 percent of the county in public ownership. A vast majority of this land is federal, including lands in Six Rivers National Forest. See the map in the introduction to this profile for more information on the location of federal and state public lands.

Land Ownership

Ownership	Area (sq mi)	Percent of Total
Federal	703.8	69.3 %
Private	227.7	22.4 %
State	71.6	7.1 %
Other Public (ROW, etc.)	7.6	0.7 %
County	3.0	0.3 %
Tribal (excl. Trust Land)	1.5	0.1 %
City	0.3	0.0 %
Service Districts	0.1	0.0 %
Total Area /1	1,015.6	100.0 %

Source: Del Norte County Assessor

/1 - Total area includes some non-coastal water area



2.3 Harvested Acreage

What is it?

This indicator reports agricultural land in production every year. Harvested acreage of agricultural land is reported by the County Agricultural Commissioner to the U.S. Department of Agriculture. Unfortunately, there is no consistent methodology for estimating harvested acreage from county to county, or from year to year, commissioners are required to base their estimate on a local survey, which makes these figures the most reliable, consistent, and continuous measure available.

How is it used?

Agriculture is often a dominant land use in rural landscapes. In addition to being a major economic engine, agriculture has become a major social factor (a source of community and regional identity) as well as an environmental factor (productive land must be sustainably maintained). The amount of land in agricultural production can be affected by annual water availability and long-term urban land conversion.

How is Del Norte County doing?

Del Norte County harvested acreage has fallen since 2008. Before then, harvested acreage was usually between 26,000 and 28,000 acres, but fell below 25,000 acres in 2009.

Total Harvested Acreage

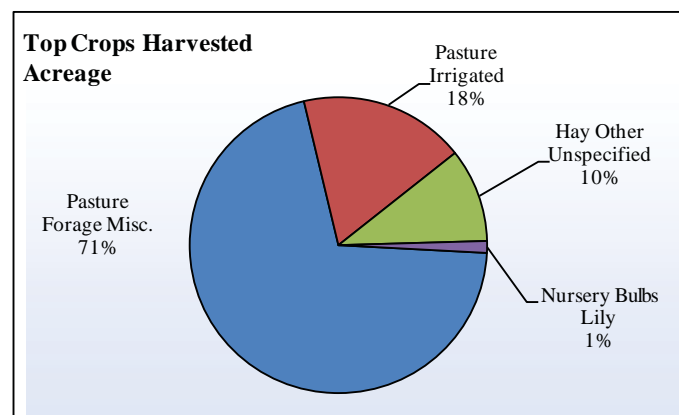
Year	Total Acres Harvested	Percent of Total Land Area
2000	27,220	4.2 %
2001	27,106	4.2 %
2002	34,530	5.4 %
2003	26,646	4.1 %
2004	26,592	4.1 %
2005	26,600	4.1 %
2006	26,735	4.1 %
2007	27,534	4.3 %
2008	27,722	4.3 %
2009	24,848	3.9 %

Source: California Agricultural Statistics Service, California Department of Finance

Top Crops Harvested Acreage

Crop	2009	Percent of Total
Pasture Forage Misc.	17,500	70.4 %
Pasture Irrigated	4,500	18.1 %
Hay Other Unspecified	2,530	10.2 %
Nursery Bulbs Lily	318	1.3 %
Cattle Calves Only	n/a	n/a
Forest Products Firewood	n/a	n/a
Forest Products Unspecified	n/a	n/a
Nursery Products Misc.	n/a	n/a
Nursery Woody Ornamentals	n/a	n/a
Cattle Cows	n/a	n/a

Source: California Agricultural Statistics Service, California Department of Finance



2.4 Climate Data

What is it?

Climate readings are reported for many weather stations throughout the county. CED selected stations in the largest populated places that had consistent readings from 1961 to 2010. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center.

How is it used?

It is important to know what types of weather an area may experience to help determine its attractiveness, especially for workers, visitors, or retirees. Climate change data, first presented as a time-series starting in 2011, provides an overview of how temperature and precipitation changes are experienced locally, if at all.

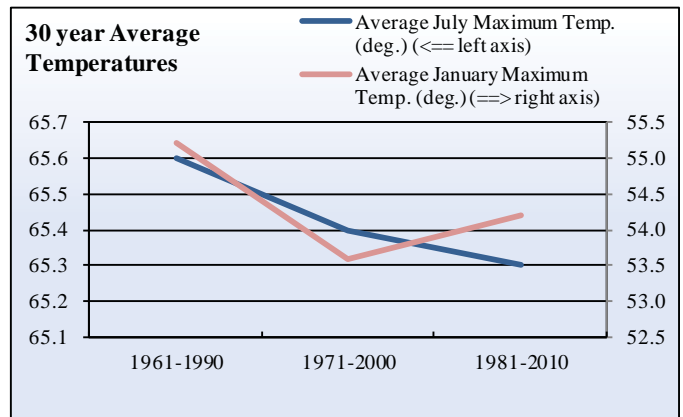
How is Del Norte County doing?

From 1961-2010 Del Norte County has seen a .3 °F decrease in July mean max temperature and a .4°F decrease in July mean max temperature. From 1961-2010 Average January mean maximum temperature has decreased by 1°F and January mean minimum has decreased by .3°F. Average annual precipitation has increased over the same time period by 6 inches on average.

Climate Reading

	1961-1990	1971-2000	1981-2010
Average July Maximum Temp. (deg.)	65.6	65.4	65.3
Average January Maximum Temp. (deg.)	55.2	53.6	54.2
Average July Minimum Temp. (deg.)	50.8	50.4	50.4
Average January Minimum Temp. (deg.)	40.0	39.6	39.7
Average July Precipitation (in.)	0.4	0.4	0.4
Average January Precipitation (in.)	9.9	10.2	10.8
Average Annual Precipitation (in.)	65.2	66.8	71.2
Average January Snowfall (in.)	0.0	0.0	0.0
Average Annual Snowfall (in.)	0.0	0.0	0.0

Source: Western Regional Climate Center



2.5 Air Quality

What is it?

Air quality is the general term used to describe various aspects of the air that plant, animal, and human populations are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10 and PM 2.5), tropospheric ozone (O3), carbon monoxide (CO), and oxides of nitrogen (NOX). Air quality is reported by the California Air Resources Board. The data is reported by site which is grouped into counties and air basins. Air quality standards are set at both state and federal levels. Here, the California 8-hr ozone standard is used as the indicator for air quality and is reported by the California Air Resources Board.

How is it used?

Standards for air pollutant are established to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region exceeds one or more standards the four pollutants described above, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future. As industry, agricultural production, and traffic continues to increase across Del Norte County, air quality may decrease if certain actions or policies are not in place. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for health services. Air quality can be an important factor in determining where people are willing, or able, to live as well.

How is Del Norte County doing?

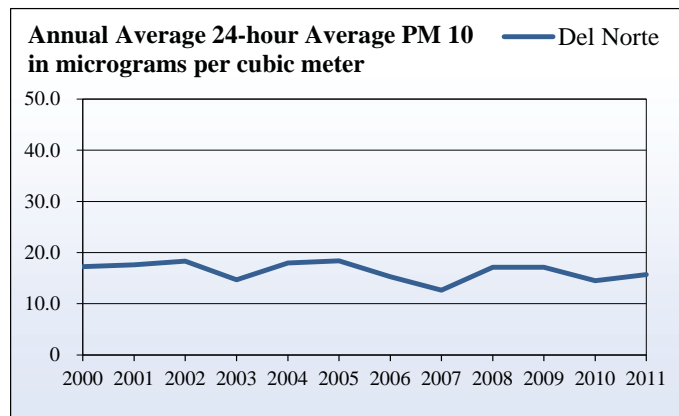
The only pollutant monitored in Del Norte County is PM10, particulates less than 10 micrometers in diameter. No other major air pollutant is of concern to state or local officials. Average PM10 levels are consistently below the state's annual average standard of 20 micrograms per cubic meter.

Air Quality, PM10 in micrograms per cubic meter

Year	Highest Recorded 24-hr Avg. (State standard = 50.0)	Annual Average (State standard = 20.0 for 3 consecutive years)
2000	43.9	17.3
2001	45.9	17.6
2002	39.1	18.3
2003	39.2	14.7
2004	42.0	18.0
2005	29.8	18.4
2006	40.8	15.3
2007	43.7	12.7
2008	46.9	17.1
2009	48.7	17.2
2010	37.8	14.5
2011	61.7	15.7

Source: California Air Resource Board

Note: No records present between April 2005 and January 2006



2.6 Travel Time to Work

What is it?

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It was measured every ten years by the decennial census until 2005. The American Community Survey now asks about travel time to work and data is reported for one-, three-, or five-year periods depending on the population size of the county.

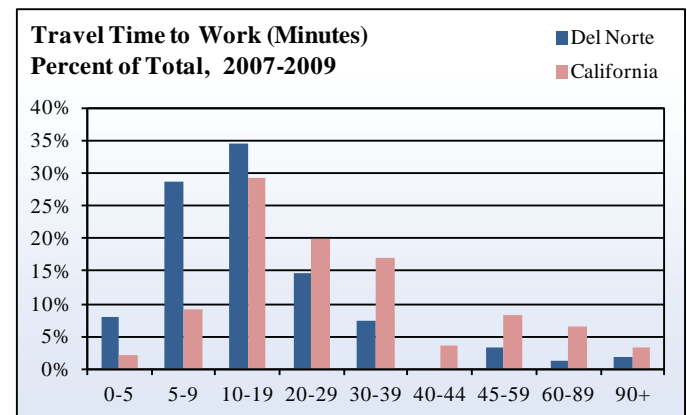
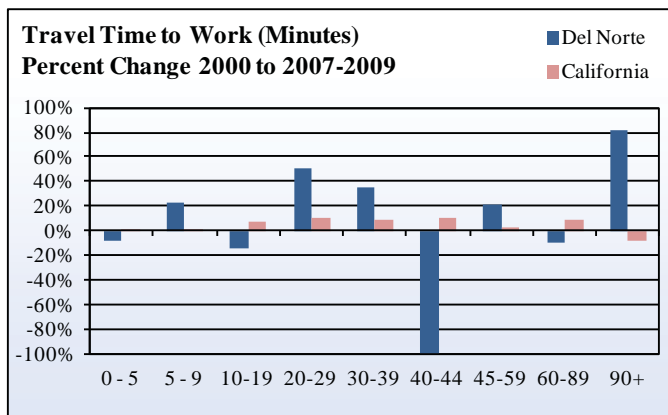
How is it used?

As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. For many, commuting has become a way of life. People spend an increasing number of hours on the road traveling to and from work at the expense of time that otherwise might be spent working, at home, or in recreation. Increasing commute is linked with air pollution because most commuting occurs in private vehicles. The increasing use of the Internet to conduct business has had an impact on the number of people work-

ing from their homes or nearby offices, although this may not reduce total commute times because people who telecommute tend to accept employment that is further from their home. Commuting has had a tremendous effect on local economies, increasing the need for alternative forms of transportation, including public transit.

How is Del Norte County doing?

For many residents in Del Norte County, commuting to work is a ten to nineteen minute drive in a personal car, truck, or van. As of the 2007-2009 American Community Survey, 3,154 residents in the county, which is 34.5 percent of total employed residents, commuted to their place of employment in ten to nineteen minutes. 28.8 percent faced a commute of five to nine minutes which is more than three times the percentage of the state at 9.2 percent. A significant number of county residents had much shorter commutes, with 7,868 people reporting a commute time of less than thirty minutes. This number, which is 86 percent of all employed county residents, is much higher than the 61 percent of workers with similar commutes throughout California.



Travel Time to Work

Travel Time to Work	2000	2007-2009	Percent of Total in 2007-2009		Change from 2000 to 2007-2009	
			County	California	County	California
Less than 5 minutes	799	738	8.1 %	2.3 %	- 7.6 %	1.7 %
5 to 9 minutes	2,144	2,632	28.8 %	9.2 %	22.8 %	1.4 %
10 to 19 minutes	3,654	3,154	34.5 %	29.3 %	- 13.7 %	7.7 %
20 to 29 minutes	896	1,344	14.7 %	19.9 %	50.0 %	10.5 %
30 to 39 minutes	509	689	7.5 %	17.1 %	35.4 %	8.3 %
40 to 44 minutes	54	0	0.0 %	3.8 %	- 100.0 %	10.8 %
45 to 59 minutes	247	298	3.3 %	8.2 %	20.6 %	2.3 %
60 to 89 minutes	131	119	1.3 %	6.7 %	- 9.2 %	8.3 %
90 or more minutes	89	161	1.8 %	3.5 %	80.9 %	- 7.9 %
Total	8,523	9,135	100 %	100 %	79.2 %	43.0 %

Source: U.S. Census Bureau

2.7 Means of Transportation to Work

What is it?

Means of transportation to work is the type of vehicle or mode used to get from home to work on most work days. As with travel time, it was measured every ten years by the decennial census until 2005. The American Community Survey now asks about means of transportation to work and data is reported for one-, three-, or five-year periods depending on the population size of the county.

How is it used?

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county. Change in means of transportation, especially conversion from driving

alone to carpooling or public transportation, is an indicator of environmental conservation because the latter modes produce less air pollution.

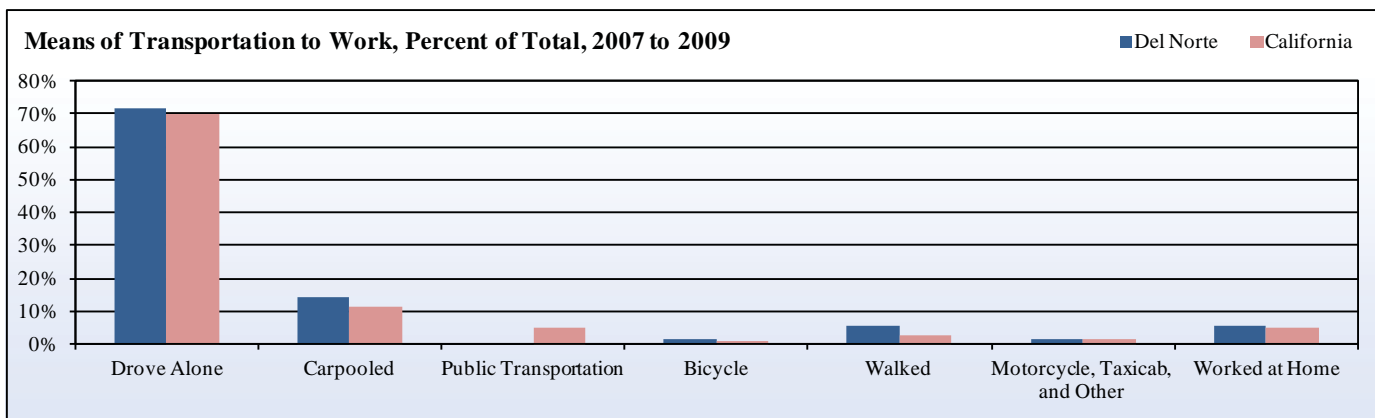
How is Del Norte County doing?

As of 2007 to 2009 American Community Survey, the vast majority of employed county residents, 71.8 percent drove to work alone compared to 69.8 percent throughout California. This was an increase of 6.1 percent over 2000. In the survey time span, 14 percent of county workers carpooled and 7.1 percent used non-motorized means to get to work: 1.4 percent rode a bicycle and 5.7 percent walked. Zero percent of the surveyed employed residents reported using public transportation.

Means of Transportation to Work

Means of Transportation	2000	2007-2009	Percent of Total in 2007-2009		Change from 2000 to 2007-2009	
			County	California (2010)	County	California (2010)
Drove Alone	6,536	6,936	71.8 %	69.8 %	6.1 %	12.8 %
Carpooled	1,367	1,354	14.0 %	11.2 %	- 1.0 %	- 10.6 %
Public Transportation	115	0	0.0 %	5.1 %	n/a	16.3 %
Bicycle	100	131	1.4 %	1.0 %	31.0 %	42.7 %
Walked	357	552	5.7 %	2.8 %	54.6 %	12.3 %
Motorcycle, Taxicab, and Other	69	162	1.7 %	1.4 %	134.8 %	42.3 %
Worked at Home	321	527	5.5 %	5.1 %	64.2 %	24.3 %
Total	8,865	9,662	100.0 %	100.0 %	9.0 %	- 10.6 %

Source: U.S. Bureau of the Census, 2010, 2007-2009 & 2005-2009 ACS



2.8 Commute Patterns

What is it?

Knowing how long people take to get to work and what means of transportation they used (previous two sections) are part of the story to understand the structure of commuting in Del Norte County, how to utilize it in business marketing, and how to make commuting more efficient and environmentally friendly. The third critical link is to see where commuters are going and from where they are coming. As of 2011, the U.S. Census Bureau's Longitudinal Employment and Household Dynamics system is starting to produce a useful time-series to better evaluate changing commute patterns for America's communities. The data includes all jobs reported to the IRS by businesses, with Social Security Numbers matched to the locations of residential tax returns.

How is it used?

Commute data is used to determine sales markets for businesses (especially retail stores), labor market catchment areas, and for retail transportation planning of both highways and mass transportation.

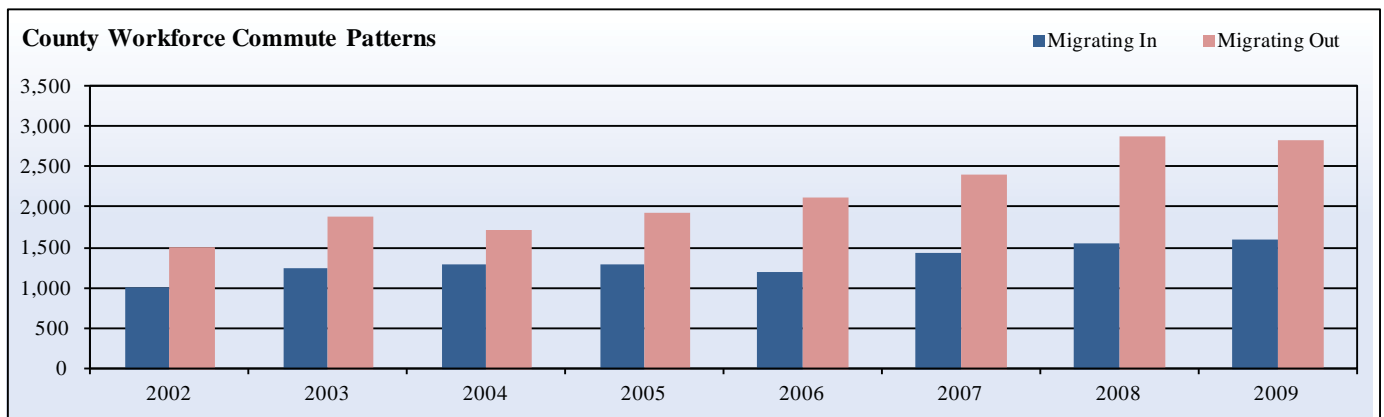
How is Del Norte County doing?

Del Norte County's overall workforce migrating in has increased 7.3 percent from 2002-2009. Overall county workforce migration out has also increased 12.7 percent during the same time period. From 2002-2009 Del Norte County experienced a 10 percent increase in county jobs where as the working population increased by 20 percent.

Del Norte County Workforce Commute Patterns

Year	County Jobs	Employed Local Workforce	Total Local Workforce	Workforce Commuting in	Percent Commuting In	Workforce Commuting Out	Percent Commuting Out
2002	5,154	6,166	6,665	1,012	19.6 %	1,511	22.7 %
2003	5,073	6,316	6,948	1,243	24.5 %	1,875	27.0 %
2004	5,119	6,398	6,843	1,279	25.0 %	1,724	25.2 %
2005	5,261	6,563	7,189	1,302	24.7 %	1,928	26.8 %
2006	5,286	6,490	7,404	1,204	22.8 %	2,118	28.6 %
2007	5,279	6,716	7,675	1,437	27.2 %	2,396	31.2 %
2008	5,333	6,879	8,199	1,546	29.0 %	2,866	35.0 %
2009	5,173	6,778	7,998	1,605	31.0 %	2,825	35.3 %

Source: U.S. Census Bureau's Longitudinal Employment Data



2.9 Traffic Volume

What is it?

Highway traffic occurs for many more reasons than commuting. This indicator shows the change in actual highway traffic due to all reasons for travel. Traffic volumes on California State Highways are estimated annually and measured periodically by the California Department of Transportation. The data is collected to help the state understand where traffic volume is growing and for planning traffic improvements. In addition, county departments of public works will have traffic counts for local roads, although typically these are not collected as often for state highways. The table includes traffic counts going both directions in each side of the given intersection.

How is it used?

Most traffic growth over a ten-year period reflects increases in commute patterns, although other factors include increased shopping trips and commercial traffic. Changes in traffic volume can reflect population increases, although if traffic volume grows at a slower pace than population growth, then more efficiencies in land use and transportation may be occurring, resulting in less environmental impact.

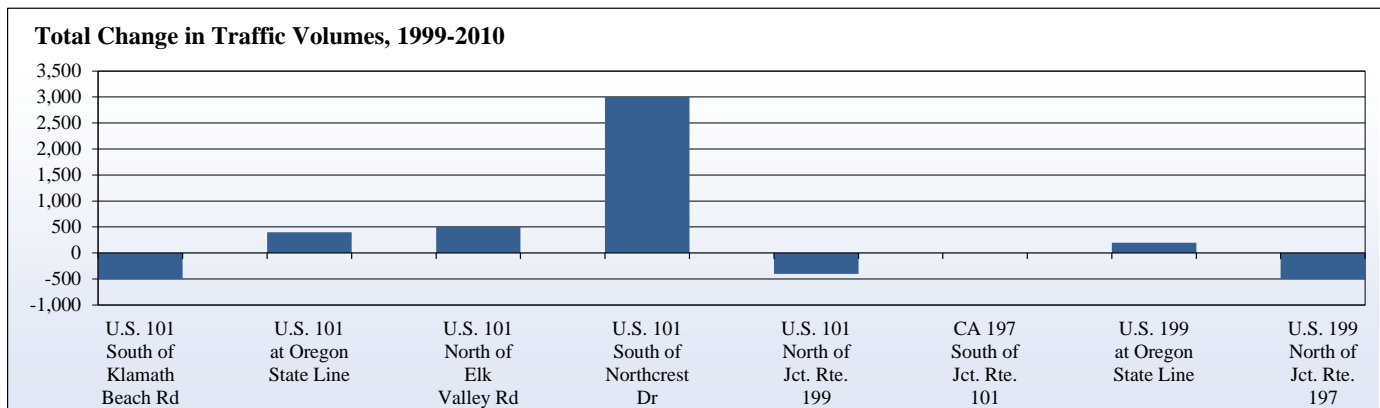
How is Del Norte County doing?

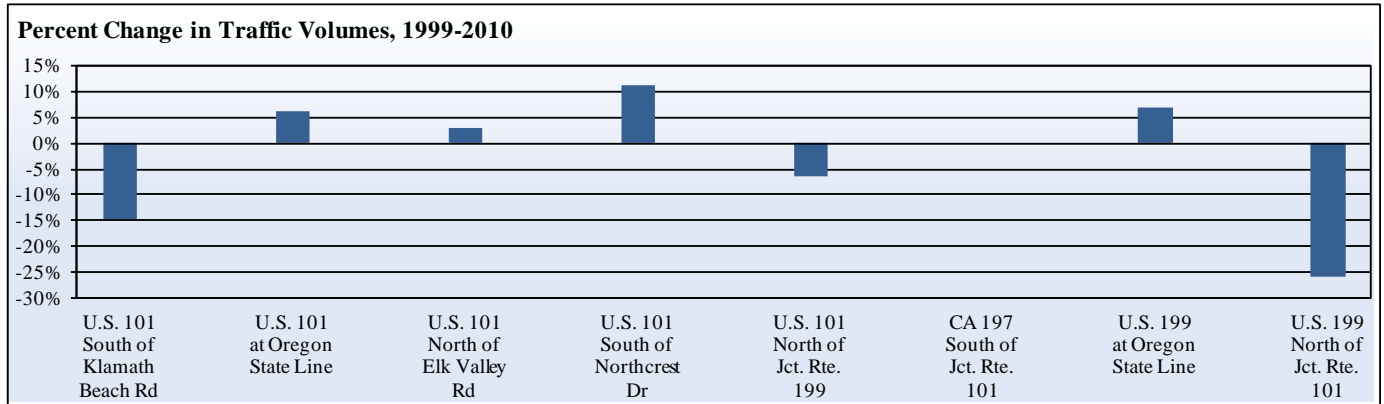
The intersection of Highway 101 and Northcrest Drive shows the largest increase in traffic between 1999 and 2010, at 11.3 percent. U.S. 199 has less traffic on average since 1999, represented by a 10-percent decrease in traffic east of the Hwy. 197 intersection during that period.

Average Annual Daily Traffic Volumes

Highway	Segment	Average Annual Daily Traffic		1999-2010 Change	
		1999	2010	Number	Percent
U.S. 101	South of Klamath Beach Rd	3,400	2,900	- 500	- 14.7 %
U.S. 101	at Oregon State Line	6,600	7,000	400	6.1 %
U.S. 101	North of Elk Valley Rd	16,000	16,500	500	3.1 %
U.S. 101	South of Northcrest Dr	26,500	29,500	3,000	11.3 %
U.S. 101	North of Jct. Rte. 199	6,400	6,000	- 400	- 6.3 %
CA 197	South of Jct. Rte. 101	1,800	1,800	0	0.0 %
U.S. 199	at Oregon State Line	2,900	3,100	200	6.9 %
U.S. 199	North of Jct. Rte. 197	4,700	4,200	- 500	- 10.6 %

Source: California Department of Transportation





2.10 Water Table Depth

What is it?

Reported by the California Department of Water Resources, groundwater depth statistics are based on water well tests that include recordings of water depth. Only wells with readings at least every year between 2000 and 2010 were included.

How is it used?

Water is scarce in most parts of California, creating tremendous pressure to redistribute the state's water resources and to find new sources and ways to store and deliver water more efficiently. In addition, water is only plentiful certain times of the year. Typically, whenever water shortages occur, groundwater is used to supplement surface water storage and delivery. Therefore, water table depth is a measure of sustainable use of water resources. Declining groundwater depth indicates unsustainable water use. Groundwater depth is expected to decline during drought years, and then recover during wet years. The long-term trend is key to evaluating this measure.

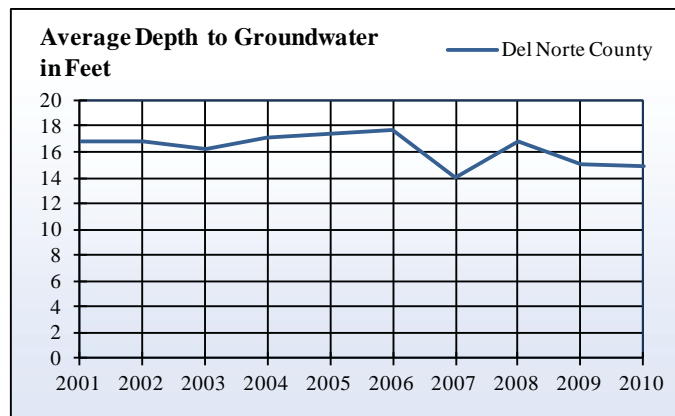
How is Del Norte County doing?

Del Norte County has experienced an overall decrease in average depth to groundwater from 2001 to 2010. Average groundwater levels increased in the early part of the last decade, meaning the average drill depth down to find groundwater decreased. From 2004 to 2006 the drill depth modestly increased. Then in 2007, there was a significant rise in average groundwater levels amounting in a 21 percent decrease in the average drill depth to groundwater. Since 2008, the average depth to groundwater has shown a downward trend.

County Water Table Depth

Year	Average Depth to Groundwater (ft)	Depth Change
2001	16.89	n/a
2002	16.81	- 0.4%
2003	16.26	- 3.3%
2004	17.11	5.2%
2005	17.40	1.7%
2006	17.65	1.5%
2007	13.95	- 21.0%
2008	16.88	21.0%
2009	14.99	- 11.2%
2010	14.97	- 0.1%

Source: California Department of Water Resources



2.11 Electricity Use

What is it?

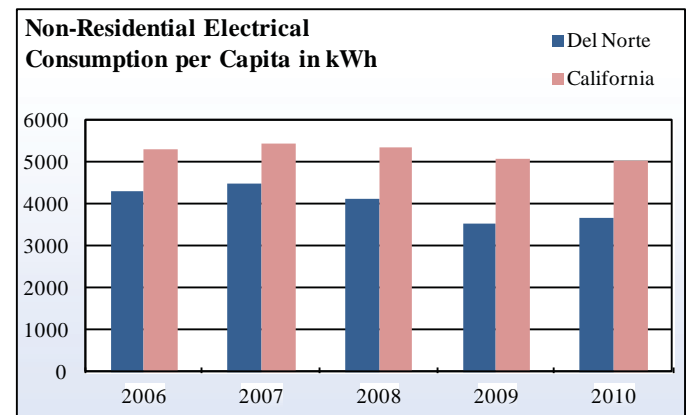
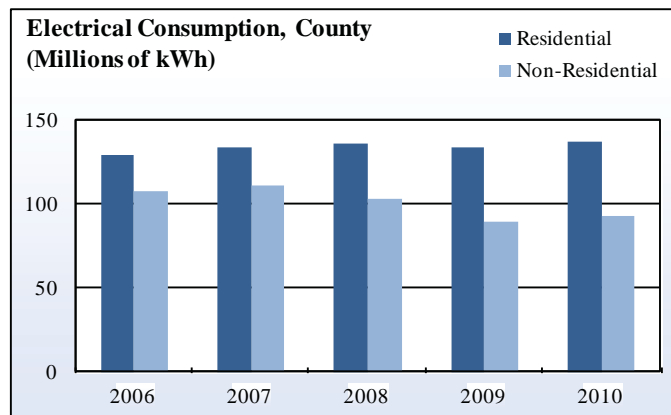
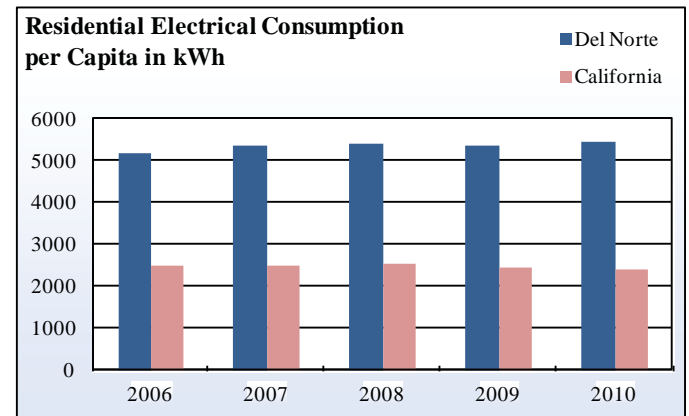
The California Energy Commission estimates annual electricity use by county based on electricity delivered to local providers and data submitted by larger providers like Pacific Gas and Electric and Southern California Edison. Here, electricity consumption is calculated on a per-person basis. This includes both residential and commercial electricity consumption.

How is it used?

Energy consumption per capita can indicate greater efficiencies in energy consumption over time. The measure includes both residential and commercial consumption, so it also serves as a measure of industrial sustainability—some areas have a disproportionate share of industries with high electricity use. That affects this indicator. New industries can be built around the improvement of energy efficiency which can improve both short-run and long-run economic health by reducing energy costs and creating jobs, as opposed to paying higher electricity bills to nonlocal providers.

How is Del Norte County doing?

Residential per capita electrical consumption in Del Norte County has consistently been higher than in the state. In 2010 Del Norte consumed 5469 kWh of electricity compared to California average of 2383 kWh. Electricity consumption per capita in Del Norte has increased by 7 percent since 2006.



Del Norte County Electrical Consumption

Year	Residential Sector		Non-Residential Sector		Both Sectors
	Consumption in Millions of kWh	Consumption per Capita in kWh	Consumption in Millions of kWh	Consumption per Capita in kWh	Total Consumption In Millions of kWh
2006	129.21	5,202.28	107.46	4,326.66	236.67
2007	133.58	5,373.71	111.57	4,488.45	245.15
2008	135.97	5,418.97	103.82	4,137.70	239.80
2009	134.40	5,347.06	89.58	3,563.92	223.99
2010	137.88	5,469.10	93.27	3,699.64	231.15

Source: California Energy Commission



3 Economic Indicators

Economic indicators describe available financial capital and financial growth in the community. Adequate finances are required for people to afford to buy not only the necessities of life, but also some the luxuries that make life rewarding.

Thus far, Del Norte County has handled the past recession and slow recovery relatively well, although signs of economic weakness are present. There remains a large disparity between the economic situation in the county compared to California, with the local economy supported by large amounts of government spending and employment.

The available workforce in Del Norte County is growing, even during the recession, led by growth in the unemployed population during the recessionary period. Employment grew through 2008, then declined slightly though 2010. This pattern made the unemployment rate skyrocket to 13.3 percent in 2010, compared to a historical average of 7-9 percent. There is very little seasonality to the county's employment because seasonal industries like agriculture are not very large drivers of the local economy. Important industries do include government, health care and social assistance, and retail trade. Less important industries compared to the state average include traditionally higher-income industries such as manufacturing, finance, insurance, and professional services. Small employers dominate the economic landscape, although the number establishments with 1-4 employees declined and were offset by growth in establishments with 20-49 employees.

On the income side of the economy, personal income did not decline during the recessionary period like it did in the state, and were supported by more stable work earnings. Since 2001, the county's work earnings and commuter income increased faster than in the state. Still, a far lower percentage of county income remains from work earnings or returns on investment (dividends, interest, and rent), with much larger portions coming from retirement/disability benefits, medical benefits, income maintenance payments, and other government benefits. This is the typical pattern for a low-income county, and Del Norte County's per capita income, which is 30 percent less than in the state, shows that. Poverty levels in the county are close to double those in the state. Yet, the cost of rental housing increased through 2011, making times more difficult for lower-income families. A decline in rental values expected for 2012 will hopefully provide some respite.



In This Section:

3.1 Labor Force	22
3.2 Employment	23
3.3 Unemployment	24
3.4 Seasonal Employment	25
3.5 Jobs By Industry	27
3.6 Employers By Employment Size and Industry	29
3.7 Total Personal Income	31
3.8 Components of Personal Income	32
3.9 Per Capita Income	34
3.10 Earnings By Industry	35
3.11 Median Household Income	36
3.12 Poverty Rates	37
3.13 Fair Market Rent	38

3.1 Labor Force

What is it?

The labor force is the number of people living in the area who are willing and able to work. It is the sum of employment (persons currently working) and unemployment (persons actively seeking work). Therefore, changes in both employment and unemployment affect the labor force. The labor force is estimated monthly by the California Employment Development Department. Annual data is the average of the twelve months of the year.

How is it used?

An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants.

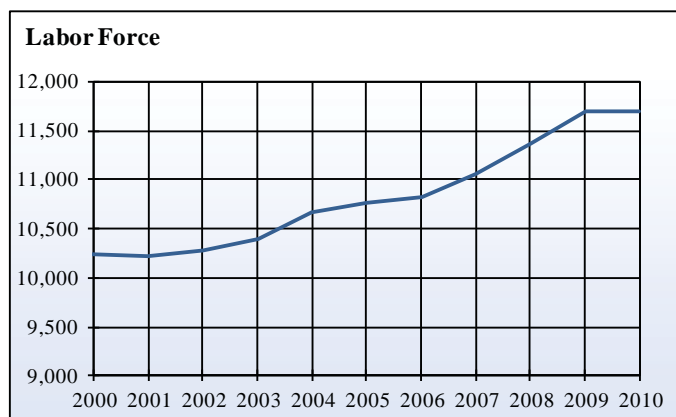
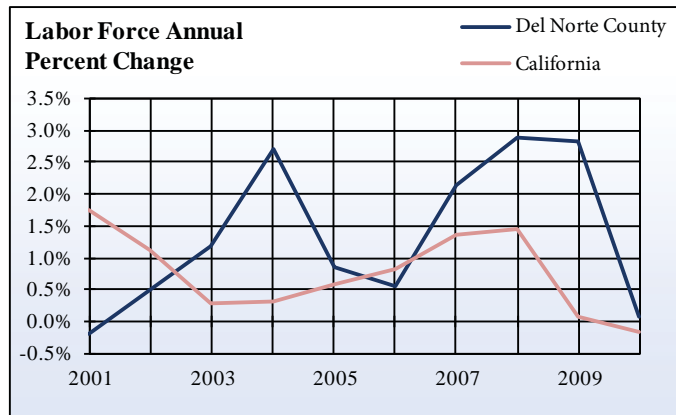
How is Del Norte County doing?

In 2010, 11,700 residents, or 46 percent of Del Norte County's population were members of the labor force compared to 48 percent for California. The labor force in the county experienced an increase of 10 persons in 2010. Between the years 2000 and 2010, Del Norte experienced a 14 percent increase in total labor.

Total Labor Force

Year	Labor Force		1-Year Change	
	County	State	County	State
2000	10,240	16,857,600	n/a	n/a
2001	10,220	17,152,100	- 0.2 %	1.7 %
2002	10,270	17,343,600	0.5 %	1.1 %
2003	10,390	17,390,700	1.2 %	0.3 %
2004	10,670	17,444,400	2.7 %	0.3 %
2005	10,760	17,544,800	0.8 %	0.6 %
2006	10,820	17,686,700	0.6 %	0.8 %
2007	11,050	17,928,700	2.1 %	1.4 %
2008	11,370	18,191,000	2.9 %	1.5 %
2009	11,690	18,204,200	2.8 %	0.1 %
2010	11,700	18,176,200	0.1 %	- 0.2 %

Source: California Employment Development Department, Labor Market Information Division



3.2 Employment

What is it?

Employment includes all individuals who worked at least one hour for a wage or salary, or were self-employed, or were working at least 15 unpaid hours in a family business or on a family farm, during the week including the 12th of the month. The annual average is the mean average of the twelve months in the calendar year. Those who were on vacation, on other kinds of leave, or involved in a labor dispute were also counted as employed.

How is it used?

Employment is the primary indicator of the economic situation of workers living in the area. Increasing employment means more jobs for workers, and workers have an easier time finding work.

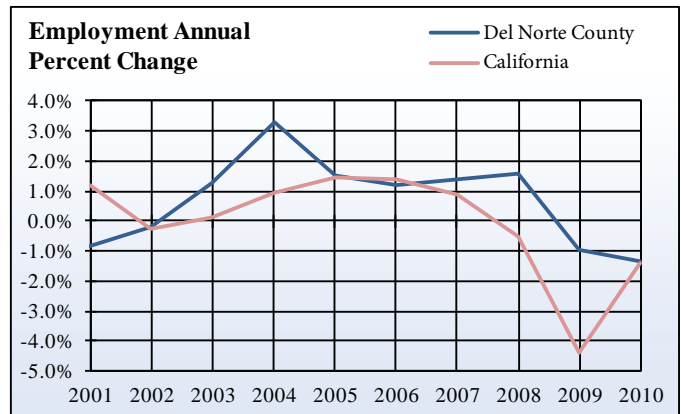
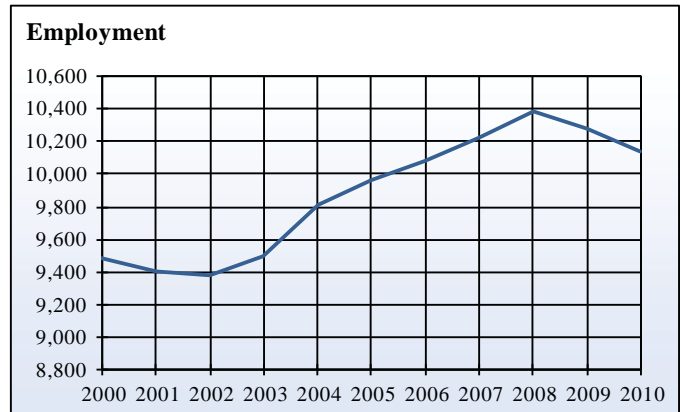
How is Del Norte County doing?

Del Norte had experienced 7 percent employment growth from 2000 through 2010. During the two years after 2008, total employment had fallen by 240 employees reaching 2006 levels. However, employment growth in the Del Norte has consistently outperformed state growth, and the decline during the current recessionary period is not as severe. To illustrate this, the number of county residents employed fell 2.31 percent since 2008 while the state lost 5.73 percent.

Total Employment

Year	Employed		1-year change	
	County	State	County	State
2000	9,480	16,024,300	n/a	n/a
2001	9,400	16,220,000	- 0.8 %	1.2 %
2002	9,380	16,180,800	- 0.2 %	- 0.2 %
2003	9,500	16,200,100	1.3 %	0.1 %
2004	9,810	16,354,800	3.3 %	1.0 %
2005	9,960	16,592,200	1.5 %	1.5 %
2006	10,080	16,821,300	1.2 %	1.4 %
2007	10,220	16,970,200	1.4 %	0.9 %
2008	10,380	16,883,400	1.6 %	- 0.5 %
2009	10,280	16,141,500	- 1.0 %	- 4.4 %
2010	10,140	15,916,300	- 1.4 %	- 1.4 %

Source: California Employment Development Department, Labor Market Information Division



3.3 Unemployment

What is it?

Unemployment is the estimated number of people who are actively seeking work and are not working at least one hour per week for pay and who are not self-employed. The data is estimated at the place of residence and reported by the California Employment Development Department (EDD) primarily from data collected by the U.S. Current Population Survey (CPS).

Unfortunately, through the CPS, the government has a difficult time determining exactly how many people meet the technical definition of “unemployed” at the county level, as opposed to those with unreported jobs or those who are not seriously looking for work. That makes this indicator an inexact measure of whether or not people have a difficult time finding a job.

How is it used?

The unemployment rate is often used as a primary measure of economic health. Sustained high unemployment rates typically indicate the presence of structural economic and/or social issues within the community, although what is considered “high” may vary from one community to the next. The unemployment rate can also indicate a change in potentially-qualified workers available in the community. As unemployment falls, employers have a more difficult time attracting qualified employees at the same rates of pay.

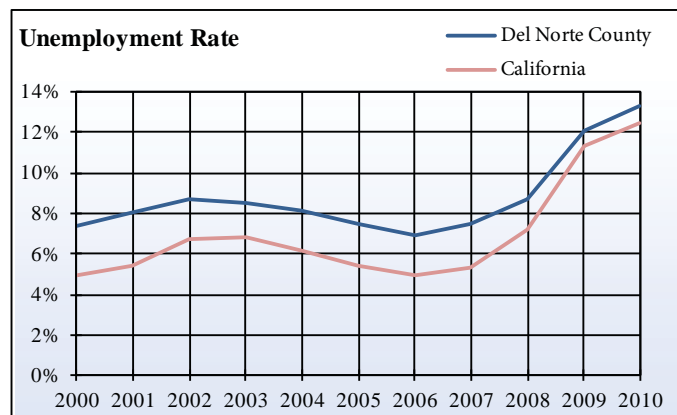
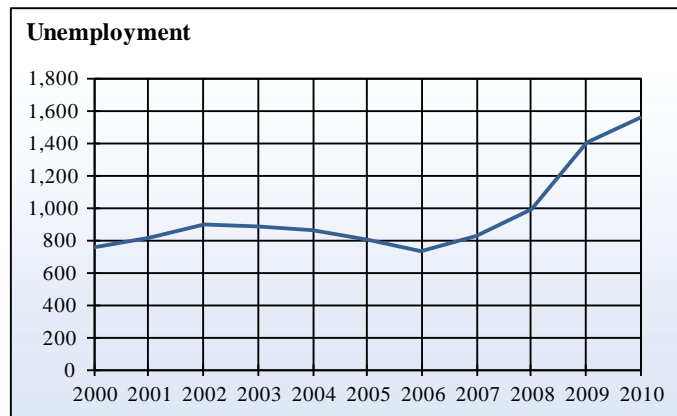
How is Del Norte County doing?

The unemployment rate for Del Norte County follows the state trend, but is slightly higher than the state. Del Norte unemployment rate reached a ten-year high of 13.3 percent in 2010. The unemployment rate increased faster than the state rate during the current economic crisis beginning in 2008.

Total Unemployment

Year	County Unemployed	Unemployment Rate		1-year change	
		County	State	County	State
2000	760	7.4 %	4.9 %	n/a	n/a
2001	820	8.0 %	5.4 %	7.9 %	11.9 %
2002	900	8.7 %	6.7 %	9.8 %	24.8 %
2003	890	8.5 %	6.8 %	- 1.1 %	2.4 %
2004	860	8.1 %	6.2 %	- 3.4 %	- 8.5 %
2005	800	7.5 %	5.4 %	- 7.0 %	- 12.6 %
2006	740	6.9 %	4.9 %	- 7.5 %	- 9.2 %
2007	830	7.5 %	5.3 %	12.2 %	10.8 %
2008	990	8.7 %	7.2 %	19.3 %	36.4 %
2009	1,410	12.1 %	11.3 %	42.4 %	57.7 %
2010	1,560	13.3 %	12.4 %	10.6 %	9.6 %

Source: California Employment Development Department, Labor Market Information Division



3.4 Seasonal Employment

What is it?

The California Employment Development Department estimates labor market data (labor force, employment, unemployment, and the unemployment rate) for each month. The department uses the week including the twelfth of each month to calculate a person's employment status. Mid-month time periods are less sensitive to changes in the overall business climate and are more representative of average conditions. For specific definitions of each measure, please see the previous three indicators in this section.

How is it used?

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course of the year that cannot be observed in the annual average. The employment difference in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily (at winter ski resorts or some types of farms) and leave during the off-season, but some remain year-round and are unemployed during this period.

How is Del Norte County doing?

Between 2000 and 2011, unemployment was lowest September, October and May. January and March saw high unemployment rates in Del Norte County. The highest unemployment rates occurred in January through April peaking in January at 10 percent and decreasing throughout the year.

Del Norte County Average Monthly Labor Statistics 2000-2011

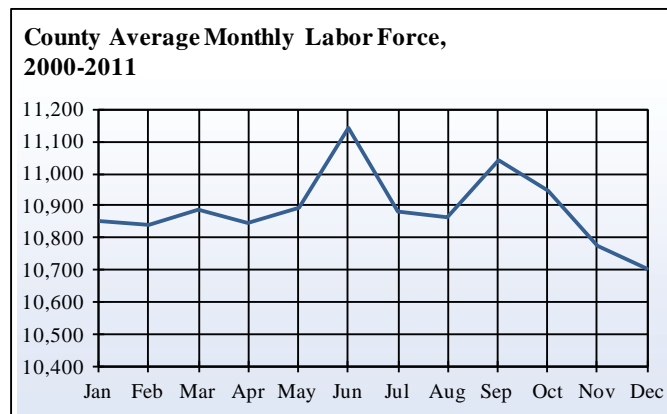
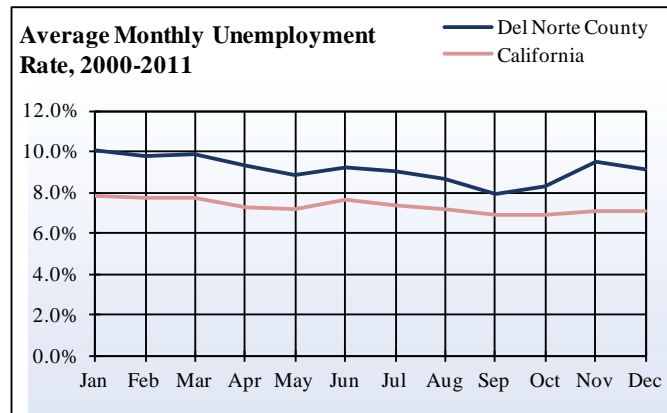
Month	Labor Force	Employed	Unemployed	Unemp. Rate
Jan	10,853	9,766	1,087	10.0%
Feb	10,844	9,782	1,062	9.8%
Mar	10,889	9,811	1,079	9.9%
Apr	10,849	9,841	1,008	9.3%
May	10,895	9,930	965	8.9%
Jun	11,140	10,109	1,031	9.3%
Jul	10,881	9,894	987	9.1%
Aug	10,866	9,922	945	8.7%
Sep	11,044	10,167	878	8.0%
Oct	10,950	10,044	907	8.3%
Nov	10,778	9,754	1,025	9.5%
Dec	10,705	9,727	977	9.1%

Source: California Employment Development Department, Labor Market Information Division

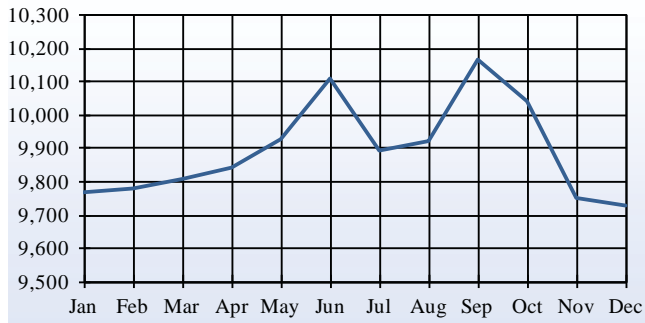
Del Norte County Average Monthly Labor Statistics, 2010

Month	Labor Force	Employed	Unemployed	Unemp. Rate
Jan	11,670	10,060	1,620	13.9%
Feb	11,810	10,230	1,590	13.5%
Mar	11,850	10,250	1,600	13.5%
Apr	11,780	10,230	1,550	13.2%
May	11,730	10,240	1,490	12.7%
Jun	11,930	10,370	1,560	13.1%
Jul	11,490	9,910	1,580	13.8%
Aug	11,460	9,890	1,570	13.7%
Sep	11,750	10,280	1,470	12.5%
Oct	11,710	10,220	1,490	12.7%
Nov	11,640	10,030	1,610	13.8%
Dec	11,500	9,930	1,570	13.7%

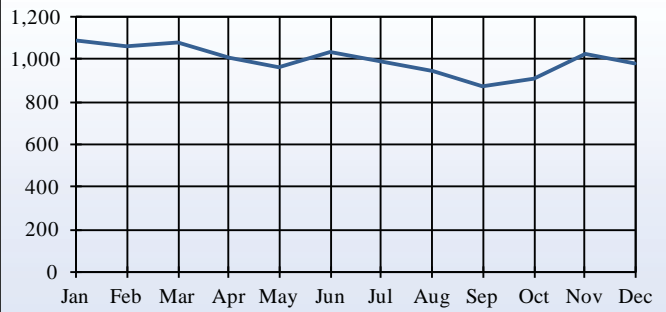
Source: California Employment Development Department, Labor Market Information Division



**County Average Monthly Employment,
2000-2011**



**County Average Monthly Unemployment,
2000-2011**



3.5 Jobs By Industry

What is it?

Published by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), this measure of jobs is by place of work; that is, where the job is being performed regardless of where its worker lives. The BEA uses business tax returns from the Internal Revenue Service to calculate jobs by industry. Therefore, each person who worked for a company for pay or profit over the course of a year is counted. That means if a person changed jobs once over the course of a year, they are counted twice—once for each company at which they worked. The same holds true for part-time and seasonal employees who hold more than one job over the course of a year. Self-employed proprietors and members of business partnerships are counted as well. A person with a full-time job who owns or co-owns a business on the side is counted for each job. Unpaid family workers and volunteers, however, are not included.

How is it used?

Job growth by industry sector is a measure of the economic diversity and stability of the local economy. A healthy economy will create a balance between industries. If too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy. Job growth is an important indicator for business and government planning, allowing for a better understanding of which sectors are the major generators of jobs in the area and which sectors are continuing to grow. This can provide insight into which industries have the greatest potential for growth in the near future.

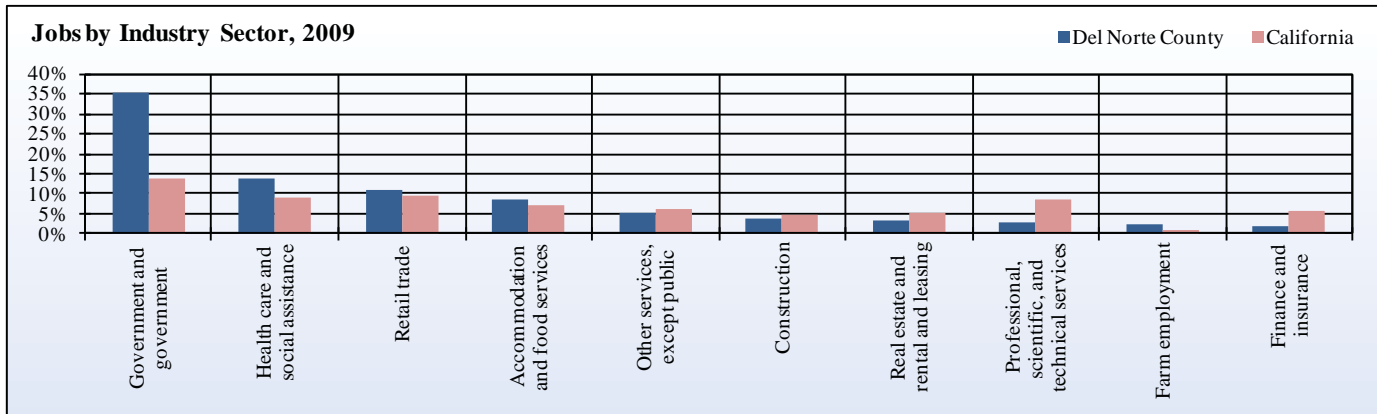
How is Del Norte County doing?

Government, healthcare, and retail trade had the largest share of employment in 2009 with a 35.1 percent, 13.6 percent, and 11.1 percent share respectively. The government sector is by far the largest employer in the county employing nearly 4000 workers. The share of employment with retail trade and healthcare/social assistance are at slightly higher percentages than California, but government and government enterprises are much higher at 35.1 percent compared to California's 13.6 percent.

Jobs by Industry, 2009

Industry	Del Norte County	County Percent of Total	California Percent of Total
Farm employment	266	2.4 %	1.1 %
Forestry, fishing, and related activities	(D)	n/a	1.0 %
Mining	(D)	n/a	0.3 %
Utilities	(D)	n/a	0.3 %
Construction	415	3.7 %	4.7 %
Manufacturing	139	1.2 %	6.8 %
Wholesale trade	(D)	n/a	3.7 %
Retail trade	1,253	11.1 %	9.5 %
Transportation and warehousing	188	1.7 %	2.9 %
Information	118	1.0 %	2.6 %
Finance and insurance	196	1.7 %	5.7 %
Real estate and rental and leasing	392	3.5 %	5.1 %
Professional, scientific, and technical services	329	2.9 %	8.6 %
Management of companies and enterprises	(D)	n/a	1.0 %
Administrative and waste services	(D)	n/a	6.0 %
Educational services	81	0.7 %	2.1 %
Health care and social assistance	1,535	13.6 %	9.2 %
Arts, entertainment, and recreation	93	0.8 %	2.7 %
Accommodation and food services	953	8.5 %	6.9 %
Other services, except public administration	588	5.2 %	6.0 %
Government and government enterprises	3,948	35.1 %	13.6 %
Value of withheld "(D)" employment	759	6.7 %	12.4 %
Total Jobs	11,253	100.0 %	100.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



3.6 Employers By Employment Size and Industry

What is it?

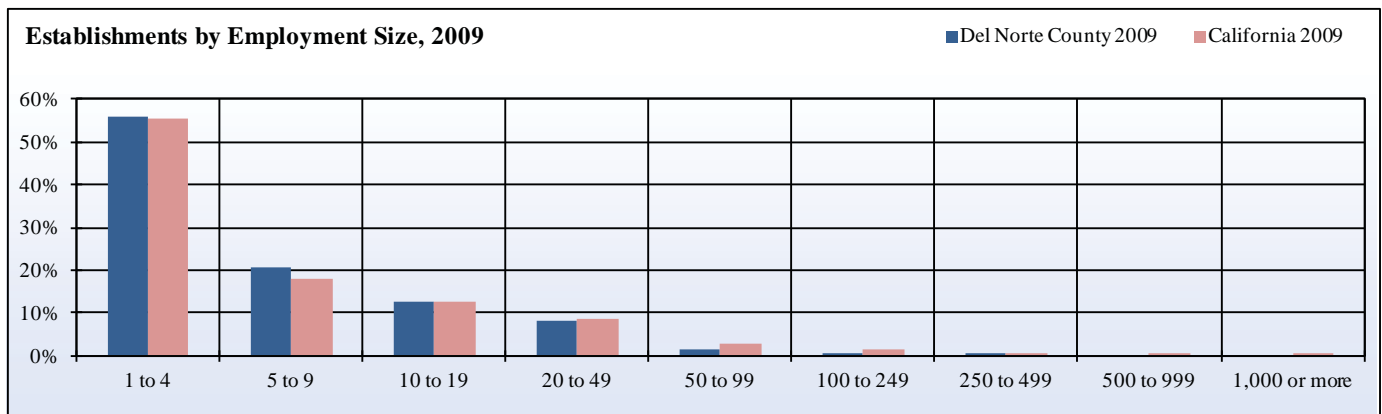
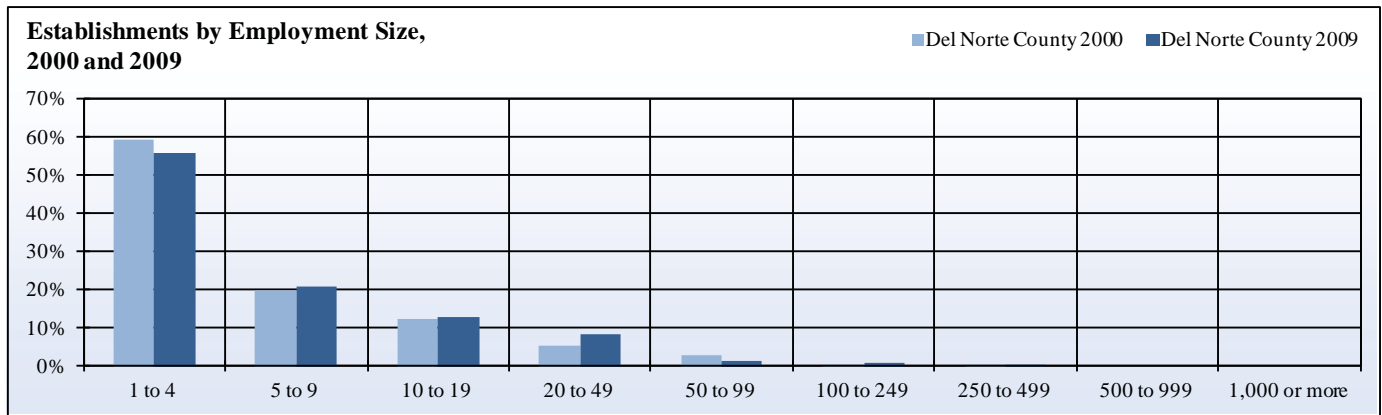
Each year, the U.S. Department of Commerce’s Census Bureau tabulates the number of employers with employees on which taxes are paid. Estimates are based on counts of employees covered by unemployment insurance. Establishments without payroll are not included. Most businesses are non-employers, although most jobs are employee positions.

How is it used?

The stability of a local economy is dependent upon a diverse mix of businesses, both in terms of size and industry sector. A diverse employer mix allows an economy to weather economic downturns more easily than one that is dependent on a few types of businesses. For example, during the 2001 recession, the Bay Area was heavily dependent upon computer technology employers when the dot-com crisis hit. The national economy experienced a small recession during a few months in 2001 but the Bay Area suffered from a much deeper economic downturn that lasted several years.

How is Del Norte County doing?

In 2009 employers with one to four employees were the most common in the county, and made up 55.8 percent of all reported establishments. 20.9 percent of the reported employers in the county consisted of only five to nine employees, suggesting a strong trend of small local employers in the county. Del Norte County closely mimics the statewide distribution of industry size with nearly identical percentages for the different size establishments. In 2009, the four industries that employed over half the county workers were construction, retail trade, healthcare & social assistance, and accommodation & food services. Healthcare and social assistance had the highest share of workforce employment at 15.3 percent with accommodation and food services coming in second with 14.9 percent. At 14 and 11.9 percent, the third and fourth largest industries were retail trade and construction.



Number of Establishments by Employment Size and Industry, 2009

Industry	Number of Employees									
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1,000 or more	
Agriculture, Forestry, Fishing and Hunting	16	2	0	0	0	0	0	0	0	
Utilities	0	0	1	0	0	0	0	0	0	
Construction	46	6	3	0	0	0	0	0	0	
Manufacturing	7	1	0	3	0	0	0	0	0	
Wholesale Trade	5	1	0	2	0	0	0	0	0	
Retail Trade	26	15	13	7	3	1	0	0	0	
Transportation and Warehousing	3	4	2	2	0	0	0	0	0	
Information	4	4	2	2	0	0	0	0	0	
Finance and Insurance	13	8	3	0	0	0	0	0	0	
Real Estate and Rental and Leasing	19	2	3	0	0	0	0	0	0	
Professional, Scientific, and Technical Services	22	5	5	0	0	0	0	0	0	
Management of Companies and Enterprises	0	0	0	1	0	0	0	0	0	
Administrative and Support and Waste Managemem	9	2	2	0	0	0	0	0	0	
Educational Services	2	1	2	0	0	0	0	0	0	
Health Care and Social Assistance	28	20	8	10	4	0	1	0	0	
Arts, Entertainment, and Recreation	3	0	0	0	0	2	0	0	0	
Accommodation and Food Services	31	14	14	10	0	0	0	0	0	
Other Services (except Public Administration)	23	12	1	1	0	0	0	0	0	
Unclassified	2	0	0	0	0	0	0	0	0	
Total Establishments	259	97	59	38	7	3	1	0	0	

Source: U.S. Bureau of the Census, County Business Patterns

Number of Establishments by Employment Size and Industry, 2000

Industry	Number of Employees									
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1,000 or more	
Agriculture, Forestry, Fishing and Hunting	21	2	0	1	1	0	0	0	0	
Utilities	0	0	1	0	0	0	0	0	0	
Construction	43	9	2	1	0	0	0	0	0	
Manufacturing	8	4	3	3	1	0	0	0	0	
Wholesale Trade	3	3	4	0	1	0	0	0	0	
Retail Trade	34	21	15	2	4	1	0	0	0	
Transportation and Warehousing	4	3	2	1	0	0	0	0	0	
Information	6	1	2	2	0	0	0	0	0	
Finance and Insurance	14	4	3	0	0	0	0	0	0	
Real Estate and Rental and Leasing	16	3	0	1	0	0	0	0	0	
Professional, Scientific, and Technical Services	27	7	3	0	0	0	0	0	0	
Management of Companies and Enterprises	0	0	0	0	0	0	0	0	0	
Administrative and Support and Waste	12	0	1	0	0	0	0	0	0	
Educational Services	3	1	0	0	0	0	0	0	0	
Health Care and Social Assistance	32	17	8	5	4	0	1	0	0	
Arts, Entertainment, and Recreation	5	2	2	1	3	0	0	0	0	
Accommodation and Food Services	34	15	16	9	1	0	0	0	0	
Other Services (except Public Administration)	32	10	2	1	0	0	0	0	0	
Unclassified	14	2	0	0	0	0	0	0	0	
Total Establishments	308	104	64	27	15	1	1	0	0	

Source: U.S. Bureau of the Census, County Business Patterns



3.7 Total Personal Income

What is it?

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social insurance (such as payments to Social Security or Medicare). The data is tabulated from individual and corporate tax returns to the Internal Revenue Service, and so it is only available after all tax returns have been processed, which usually takes more than a year.

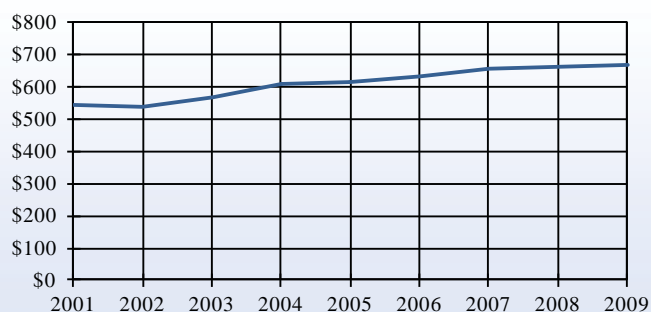
How is it used?

Total personal income is the basis for several other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation rate. The annual average inflation rate from 2000 to 2010 was 2.4 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.

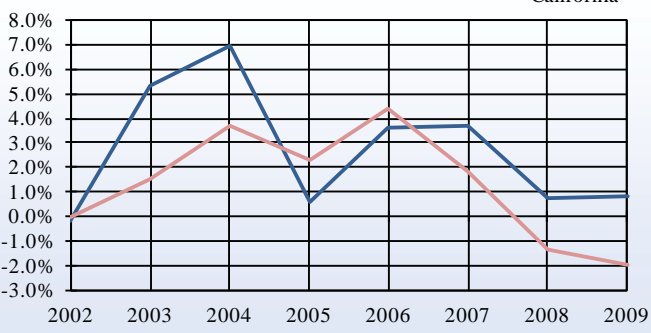
How is Del Norte County doing?

The nominal total personal income in Del Norte was \$759 Million in 2009, a 0.5 percent increase from the previous year. When adjusted for inflation, the total reached over \$669 Million, which represented an increase of 0.8 percent.

**Inflation-Adjusted Total Personal Income
(Nominal 2009 Dollars, in Millions)**



Inflation-Adjusted Total Personal Income, 1-Year Change



Total Personal Income

Year	Del Norte County				California
	Nominal Personal Income in Millions of Dollars	1-Year Change	Inflation Adjusted Personal Income in Millions of Dollars	1-Year Change	1-Year Change
2001	\$ 507	n/a	\$ 541	n/a	n/a
2002	\$ 515	1.4 %	\$ 540	- 0.2 %	0.0 %
2003	\$ 554	7.7 %	\$ 569	5.3 %	1.5 %
2004	\$ 609	9.8 %	\$ 609	7.0 %	3.7 %
2005	\$ 633	4.0 %	\$ 613	0.6 %	2.3 %
2006	\$ 677	6.9 %	\$ 635	3.6 %	4.4 %
2007	\$ 723	6.7 %	\$ 658	3.7 %	1.8 %
2008	\$ 756	4.6 %	\$ 663	0.7 %	- 1.4 %
2009	\$ 759	0.5 %	\$ 669	0.8 %	- 2.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

3.8 Components of Personal Income

What is it?

Personal income is earned from many sources including employment, retirement, returns on investment, or transfer payments such as supplemental social security, medical, and unemployment. The U.S. Department of Commerce Bureau of Economic Analysis reports annual income broken down by component for counties.

How is it used?

Personal income is earned from many sources including employment, retirement, returns on investment, or transfer payments such as supplemental security, medical, and unemployment. The U.S. Department of Commerce Bureau of Economic Analysis reports annual income broken down by component for counties.

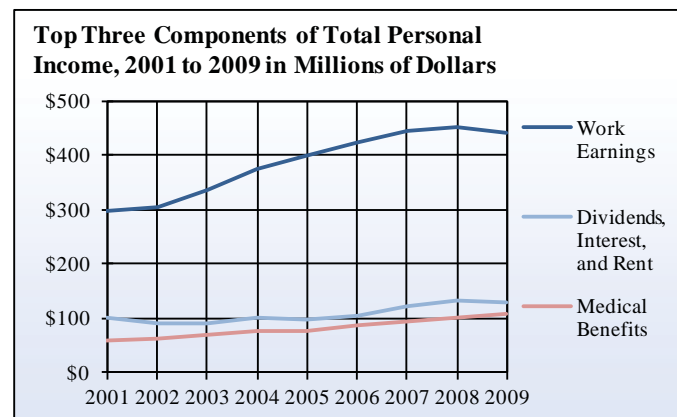
How is Del Norte County doing?

Approximately 58 percent of the income of Del Norte County residents came from work earnings in 2009. In comparison, work earnings accounted for 73 percent of total personal income for the entire state. 17.1 percent of income in the county came from dividends, interest, and rent. Medical benefits accounted for 14.3 percent of total personal income and were significantly higher than the state at 6.4 percent. Interestingly, commuter income was negative, meaning more people were commuting into Del Norte County from surrounding counties than commuting out. Over an eight year period, the average annual increase in this commuter trend was eleven percent. Another eight year change of note was the amount of paid unemployment benefits, which had increased by 13.2 percent on average each year. Furthermore, payments of other government benefits had a yearly average increase of 11.3 percent over the same period.

Change Components of Total Personal Income, Del Norte

	Percent of total in 2009		2001 to 2009 Average Annual Change	
	County	California	County	California
Work Earnings	58.2 %	73.1 %	5.1 %	2.8 %
Contributions to SSI, etc.	- 6.3 %	- 7.8 %	6.0 %	3.3 %
Commuter Income	- 2.1 %	- 0.0 %	11.0 %	- 17.1 %
Dividends, Interest, & Rent	17.1 %	19.6 %	3.3 %	4.8 %
Retirement/Disability Benefits	9.4 %	4.5 %	5.5 %	5.7 %
Medical Benefits	14.3 %	6.4 %	7.6 %	7.8 %
Income Maintenance Benefits	5.3 %	1.8 %	6.3 %	5.4 %
Unemployment Benefits	1.3 %	1.2 %	13.2 %	23.6 %
Other Government Benefits	2.4 %	1.0 %	11.3 %	10.1 %
Non-Government Benefits	0.5 %	0.3 %	- 3.3 %	- 3.3 %
Total Personal Income	100.0 %	100.0 %	5.2 %	3.7 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

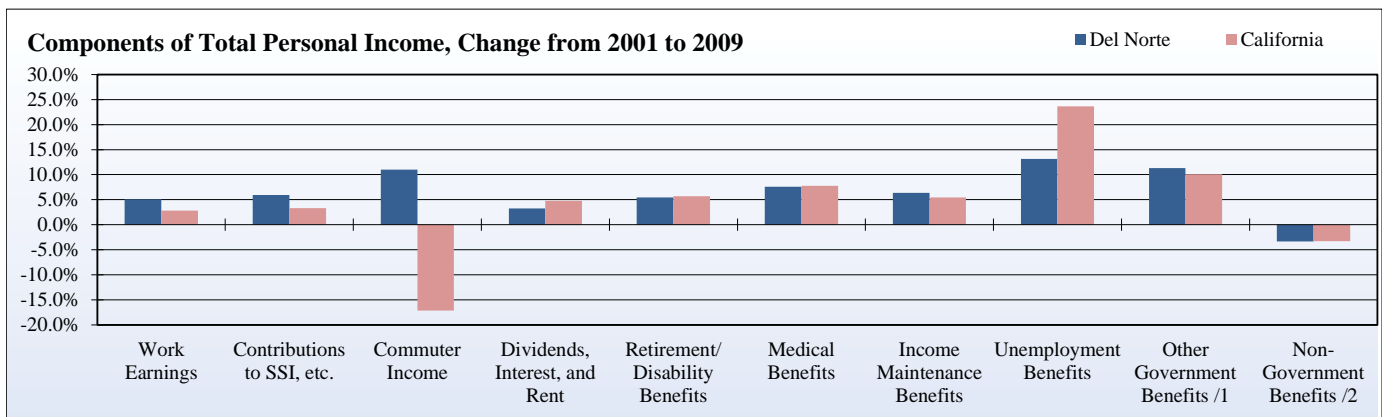
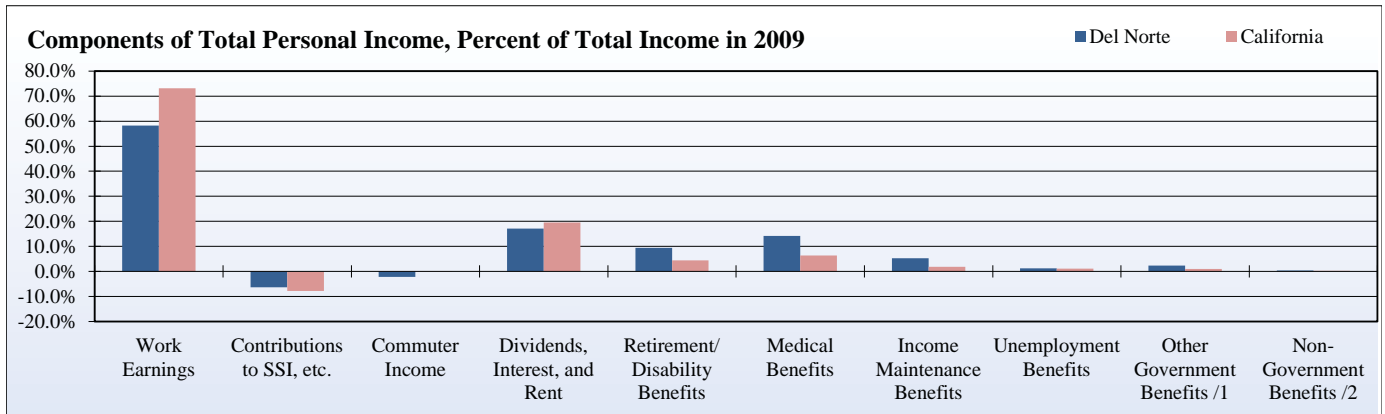


Components of Total Personal Income (Millions of Dollars)

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Work Earnings	297	306	338	376	398	426	445	454	442
Contributions to SSI, etc.	- 30	- 31	- 35	- 39	- 43	- 44	- 45	- 46	- 47
Commuter Income	- 7	- 7	- 9	- 10	- 10	- 11	- 14	- 15	- 16
Dividends, Interest, and Rent	100	89	91	101	99	104	122	134	130
Retirement/ Disability Benefits	47	49	52	56	59	61	64	67	72
Medical Benefits	60	63	69	76	79	89	95	100	108
Income Maintenance Benefits	24	26	28	31	32	33	34	37	40
Unemployment Benefits	4	7	6	5	4	4	4	5	9
Other Government Benefits /1	8	9	10	12	13	13	13	17	18
Non-Government Benefits /2	5	3	2	2	3	2	3	3	3
Total Personal Income	507	515	554	609	633	677	723	756	759

Source: U.S. Department of Commerce, Bureau of Economic Analysis





3.9 Per Capita Income

What is it?

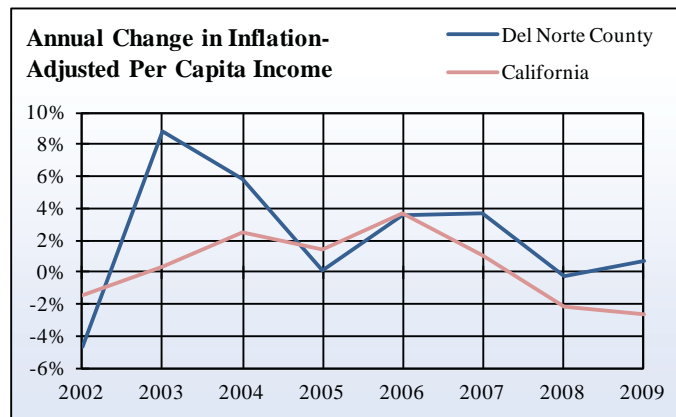
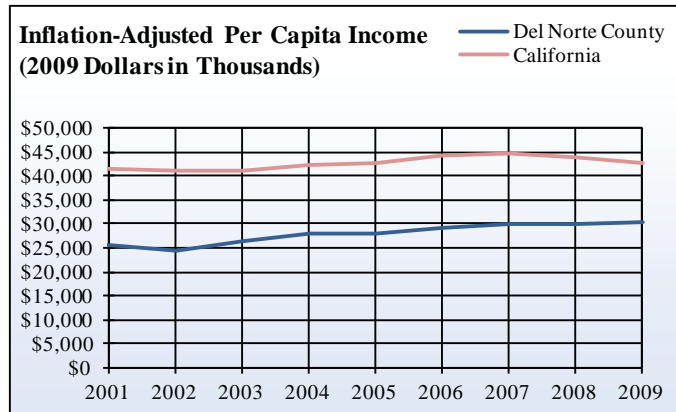
Per capita income is calculated by the Bureau of Economic Analysis by dividing its estimate of total personal income by the U.S. Census Bureau's estimate of total population.

How is it used?

Per capita income is one of the primary measures of economic well-being in a community. Changes can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during recessions. Income influences buying power and therefore affects consumer choice and local retail sales. Income is one measure of the benefits to people provided by employment, government, or their own investments.

How is Del Norte County doing?

Per Capita Income in Del Norte County was \$30,208 in 2009 which was \$12,359 less than the state average. Since 2001 Del Norte has experienced consistently lower per capita incomes than the state. However, Del Norte County per capita income has grown faster (or decreased slower) than the state since 2007, which has closed the income gap by a small amount.



Per Capita Income

Year	Del Norte County Current-dollar Per Capita Income	Del Norte County 1-Year Change	Inflation-adjusted Per Capita Income (2009)		Inflation-adjusted 1-Year Change	
			Del Norte County	California	Del Norte County	California
2001	\$ 21,046	n/a	\$ 25,491	\$ 41,501	n/a	n/a
2002	\$ 20,387	- 3.1 %	\$ 24,308	\$ 40,916	- 4.6 %	- 1.4 %
2003	\$ 22,701	11.3 %	\$ 26,464	\$ 41,049	8.9 %	0.3 %
2004	\$ 24,661	8.6 %	\$ 28,003	\$ 42,069	5.8 %	2.5 %
2005	\$ 25,515	3.5 %	\$ 28,024	\$ 42,673	0.1 %	1.4 %
2006	\$ 27,269	6.9 %	\$ 29,014	\$ 44,252	3.5 %	3.7 %
2007	\$ 29,068	6.6 %	\$ 30,071	\$ 44,718	3.6 %	1.1 %
2008	\$ 30,120	3.6 %	\$ 30,008	\$ 43,729	- 0.2 %	- 2.2 %
2009	\$ 30,208	0.3 %	\$ 30,208	\$ 42,567	0.7 %	- 2.7 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



3.10 Earnings By Industry

What is it?

Earnings by industry is the total personal earnings from jobs in individual industries. It is not the total revenue an industry generates. The total earnings of an industry are calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income. Earnings by industry are the components of earnings by place of work from the section on components of personal income. The symbol “(D)” is used for information withheld to avoid disclosing data for individual companies. The withheld numbers are included in higher level totals.

How is it used?

Earnings by industry allows comparisons between industries or geographic areas because sales by industry are not reliably available annually at the county level. Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. Growth in one industry may indicate potential for expansion in related industries the indicator can also be used to determine economic diversity.

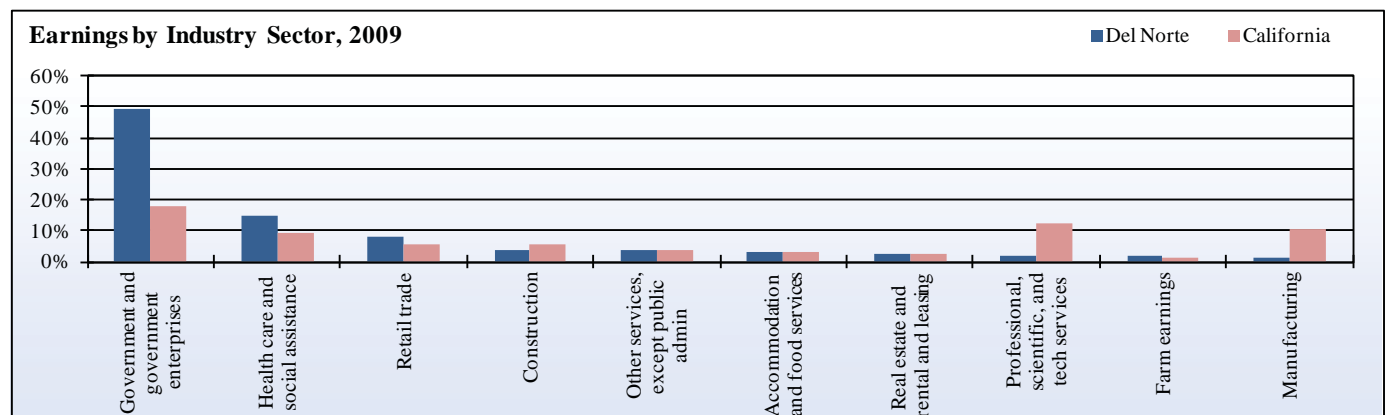
How is Del Norte County doing?

The highest earning industry in Del Norte County, by a large margin, was government and government enterprises at 219.5 million dollars (49.6 percent of earnings). The second highest industry was healthcare and social assistance at 66.9 million (15.1 percent of earnings). County workers earn a far greater percentage of income from government and healthcare than the state. County workers earn far less than the state in manufacturing and professional, scientific, and tech services.

Earnings by Industry, 2009 (Millions of dollars)

Industry Sector	Del Norte County	County Percent of Total	California Percent of Total
Farm earnings	\$ 9.3	2.1 %	1.1 %
Forestry, fishing, and related activities	(D)	(D)	0.5 %
Mining	(D)	(D)	0.4 %
Utilities	(D)	(D)	0.9 %
Construction	\$ 16.5	3.7 %	5.4 %
Manufacturing	\$ 6.2	1.4 %	10.4 %
Wholesale trade	(D)	(D)	4.8 %
Retail trade	\$ 35.7	8.1 %	5.9 %
Transportation and warehousing	\$ 6.1	1.4 %	2.8 %
Information	\$ 4.4	1.0 %	4.9 %
Finance and insurance	\$ 5.5	1.2 %	5.9 %
Real estate and rental and leasing	\$ 11.4	2.6 %	2.6 %
Professional, scientific, and tech services	\$ 9.7	2.2 %	12.2 %
Management of companies & enterprises	\$ 3.1	0.7 %	2.2 %
Administrative and waste services	(D)	(D)	3.7 %
Educational services	\$ 1.3	0.3 %	1.4 %
Health care and social assistance	\$ 66.9	15.1 %	9.4 %
Arts, entertainment, and recreation	\$ 0.2	0.1 %	1.7 %
Accommodation and food services	\$ 15.2	3.4 %	3.0 %
Other services, except public admin	\$ 15.5	3.5 %	3.6 %
Government and government enterprises	\$ 219.5	49.6 %	17.9 %
Value of withheld "(D)" employment	\$ 15.6	3.5 %	0.0 %
Total Earnings by Place of Work	\$ 442.1	100.0 %	100.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



3.11 Median Household Income

What is it?

Median household income is the income level at which half of the area's households earn more and the other half earn less. It can be conceptualized as the income midpoint and is estimated annually for counties by the U.S. Census Bureau.

How is it used?

Median household income is a better measure of average income than per capita income when evaluating income growth among all economic classes. Changes in per capita income may be driven by growth increases in the high income ranges only, whereas growth in median household income usually indicates expansion across the full range of incomes.

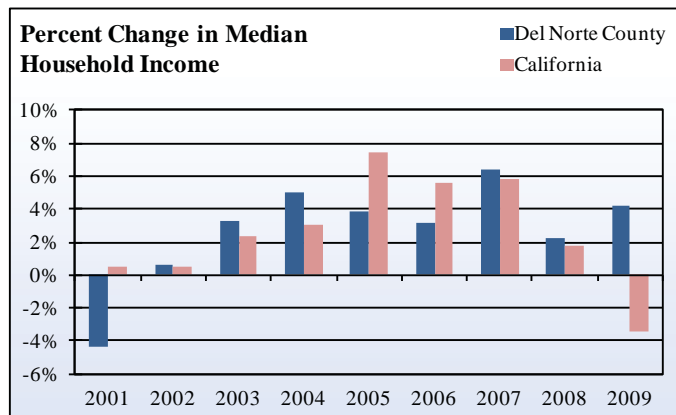
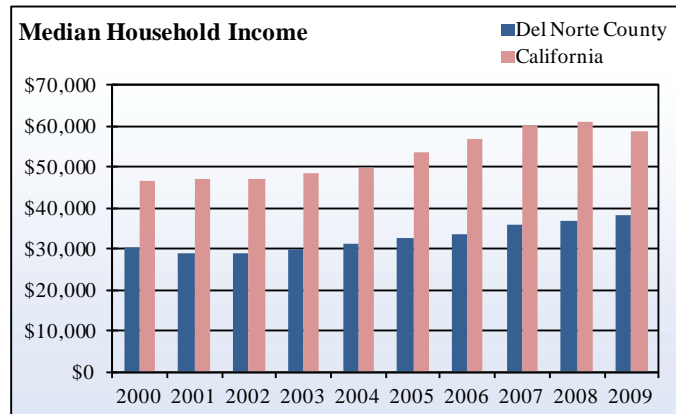
How is Del Norte County doing?

In Del Norte County, median household income has increased every year from 2001, peaking at \$38,252 in 2009. Median household income in the county grew faster than the state six out of the nine years from 2001-2009. The pace of growth slowed between 2004 and 2006 but increased from 2006 to 2009.

Median Household Income (Nominal)

Year	County	California
2000	\$ 30,166	\$ 46,836
2001	\$ 28,841	\$ 47,064
2002	\$ 29,028	\$ 47,323
2003	\$ 29,990	\$ 48,440
2004	\$ 31,502	\$ 49,894
2005	\$ 32,724	\$ 53,627
2006	\$ 33,765	\$ 56,646
2007	\$ 35,910	\$ 59,928
2008	\$ 36,729	\$ 61,017
2009	\$ 38,252	\$ 58,925

Source: U.S. Department of Commerce, Bureau of the Census



3.12 Poverty Rates

What is it?

Poverty status is defined for each household; either everyone in the household is considered to be living in poverty, or no one. The characteristics of the family used to determine poverty status include number of people, number of children under 18, and whether the head of household is over age 65. If a household's total income is less than the poverty threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, although they are updated annually for inflation using the Consumer Price Index. The official poverty definition includes income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps. This indicator shows the number and percent of all persons living below the poverty line.

How is it used?

A high poverty rate in an area can indicate economic and social issues among persons living in the community. It may also indicate a scarcity of available employment, or a dearth of skilled labor capable of earning higher wages.

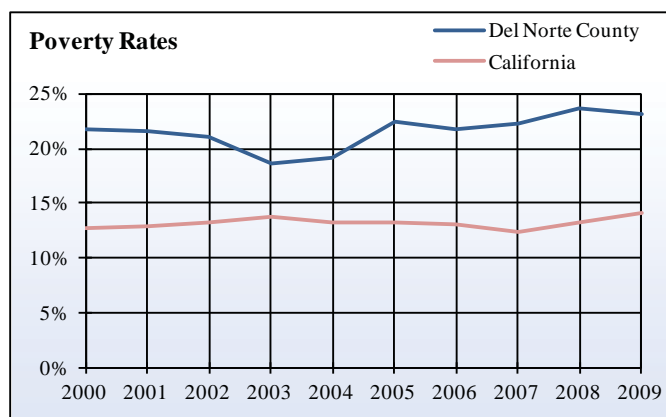
How is Del Norte County doing?

The percentage of persons in Del Norte County below the poverty line is persistently and significantly higher than California by an average of 61.6 percent. The county's poverty rate of 23.1 percent in 2009 was more than 61 percent higher than the state's that year at 14.2 percent.

Poverty Rates

Year	County	California
2000	21.8 %	12.7 %
2001	21.6 %	12.9 %
2002	21.1 %	13.3 %
2003	18.6 %	13.7 %
2004	19.2 %	13.2 %
2005	22.5 %	13.3 %
2006	21.8 %	13.1 %
2007	22.3 %	12.4 %
2008	23.6 %	13.3 %
2009	23.1 %	14.2 %

Source: U.S. Department of Commerce, Bureau of the Census



3.13 Fair Market Rent

What is it?

Fair market rent acts as a proxy for monthly rent values. It is calculated by the U.S. Department of Housing and Urban Development using surveys of privately-owned dwellings with standard sanitary facilities. Fair market rent is set at the fortieth percentile, which means that 40 percent of the units in a given area rent for less than the fair market rent and 60 percent rent for more. It is calculated for various numbers of bedrooms in the house or apartment. Fair market rental values are gross rent estimates and they include shelter, rent, and the cost of utilities, except telephone.

How is it used?

Most wealthy households can afford a home. Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market in the region and are useful for individuals or businesses contemplating a move to the area.

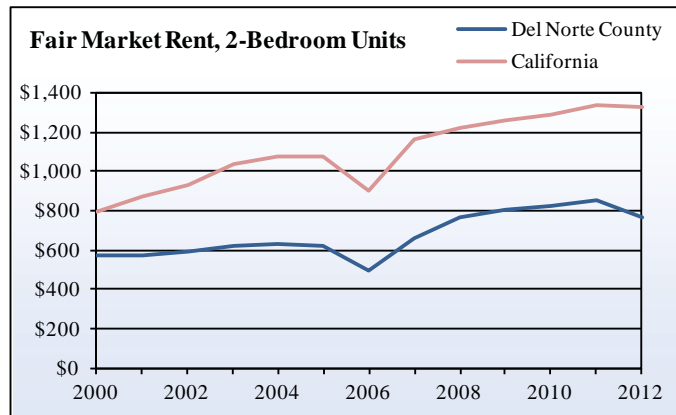
How is Del Norte County doing?

From 2011 to 2012, Del Norte County fair market rent prices are expected to fall 9.65 percent. However, between 2001 and 2011, fair market rent prices had increased 38.5 percent in the county.

Fair Market Rent, Del Norte County

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
2000	\$ 314	\$ 430	\$ 571	\$ 796	\$ 939
2001	\$ 317	\$ 435	\$ 577	\$ 805	\$ 949
2002	\$ 327	\$ 448	\$ 595	\$ 830	\$ 978
2003	\$ 339	\$ 465	\$ 618	\$ 862	\$ 1,015
2004	\$ 348	\$ 478	\$ 635	\$ 886	\$ 1,043
2005	\$ 474	\$ 480	\$ 621	\$ 904	\$ 932
2006	\$ 642	\$ 490	\$ 496	\$ 935	\$ 964
2007	\$ 507	\$ 513	\$ 664	\$ 967	\$ 997
2008	\$ 585	\$ 593	\$ 767	\$ 1,117	\$ 1,151
2009	\$ 613	\$ 621	\$ 803	\$ 1,169	\$ 1,205
2010	\$ 632	\$ 640	\$ 828	\$ 1,206	\$ 1,243
2011	\$ 648	\$ 656	\$ 849	\$ 1,236	\$ 1,274
2012	\$ 585	\$ 593	\$ 767	\$ 1,117	\$ 1,151

Source: U.S. Department of Housing and Urban Development



4 Social Indicators

Social indicators describe the capacity for community systems to achieve adequate human health, education, safety, social participation. Functioning social systems increase human capacity for growth and improvement, including the capacity to earn more income and improve the physical environment. These are often called “quality-of-life” measures because they include many of the non-economic community attributes many people seek.

Del Norte County suffers from many social disparities compared with the state, especially in health and education. Yet, the indicators show that the people of Del Norte County are, by-and-large, responsible based on their crime and voter participation rates.

Del Norte County has higher rates of death from heart disease, pulmonary disease, and accidents than the state, although it has lower rates of cancer, stroke, and Alzheimer’s deaths. Teen pregnancy is much higher than in California, and while rates fell between 2001 and 2007, they have been rising again since 2008. Infant mortality is persistently higher than in the state and births with late prenatal care have been higher since 2005. But, low birth weight infants have been consistently lower. Birth weight has increasingly been linked to child health, so this is a really good sign.

Lower county incomes produce the need for more social assistance in Del Norte County. TANF and CalWORKs caseloads in the county are much higher per capita than in the state. Same with Medi-Cal caseload, which has also seen a spike since the recessionary period began in 2008. School free and reduced-price meal enrollment has risen since 2006, although that follows a decline in enrollment that started in 2001.

Educational performance in the county is mixed, but improving. Dropout rates remain higher than the state average, but are gaining parity with the state. Graduates eligible for UC or CSU admission is much lower than in the state, as are average SAT scores. The number of English learners enrolled in county schools increased through the 2007-08 school year, but has been declining since.

The best news for the county has been in its crime rates, which are lower than in California, and its civic participation, measured by voter participation rates, which are much higher than the state average.



In This Section:

4.1 Leading Causes of Death	40
4.2 Teenage Pregnancy	42
4.3 Infant Mortality	43
4.4 Low Birth Weight Infants	44
4.5 Late Prenatal Care	45
4.6 TANF-CalWORKS Caseload	46
4.7 Medi-Cal Caseload	47
4.8 School Free and Reduced Meal Program	48
4.9 Educational Attainment	49
4.10 High School Dropout Rate	50
4.11 Graduates Eligible For UC and CSU Systems	51
4.12 Average SAT Scores	52
4.13 English Learners Enrollment	53
4.14 Crime Rates	55
4.15 Voter Registration and Participation	57

4.1 Leading Causes of Death

What is it?

Each death in the county is reported with certain characteristic information, including age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. The tables show the number of deaths in Del Norte County and in California in order of California's top ten most common causes of death in California between 2000 and 2009. The data is collected and reported by the California Department of Public Health.

How is it used?

Cause of death statistics indicates the health of a community. If death rates for preventable causes are greater than the regional average, there may be a health or safety issues that can be addressed locally. If death rates for environmentally-influenced factors, such as cancer and influenza, are high, this may indicate an environmental issue in the county worth investigating.

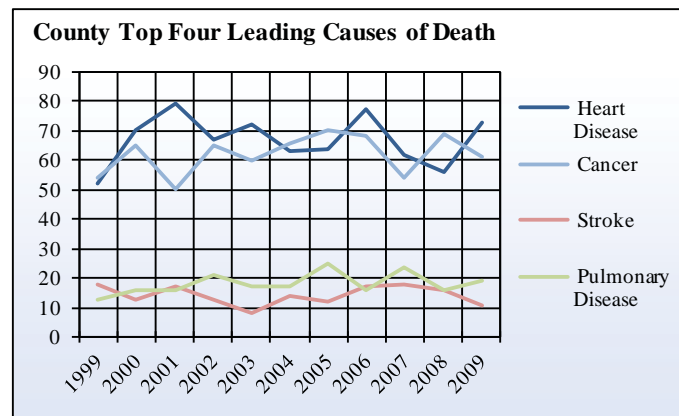
How is Del Norte County doing?

The leading cause of death in Del Norte County was Heart Disease in 2009, which is also the leading cause of death in the state. The second leading cause of death for both Del Norte and California was Cancer in 2009. In the last ten years, the number of deaths caused by heart disease and cancer has fluctuated between 50 and 80 percent. The number of deaths caused by stroke and pulmonary disease has not fluctuated significantly.

Cause of Death as a Percentage of Total Deaths, 2009

	Del Norte County	California
Heart Disease	28.3 %	25.4 %
Cancer	23.6 %	24.1 %
Stroke	4.3 %	5.8 %
Pulmonary Disease	7.4 %	5.6 %
Accidents	7.8 %	4.6 %
Alzheimers	0.0 %	4.3 %
Diabetes	3.5 %	3.0 %
Pneumonia & Influenza	2.3 %	2.7 %
Cirrhosis	0.4 %	1.8 %
Suicide	1.9 %	1.6 %
All other causes	19.4 %	21.2 %

Source: California Department of Public Health

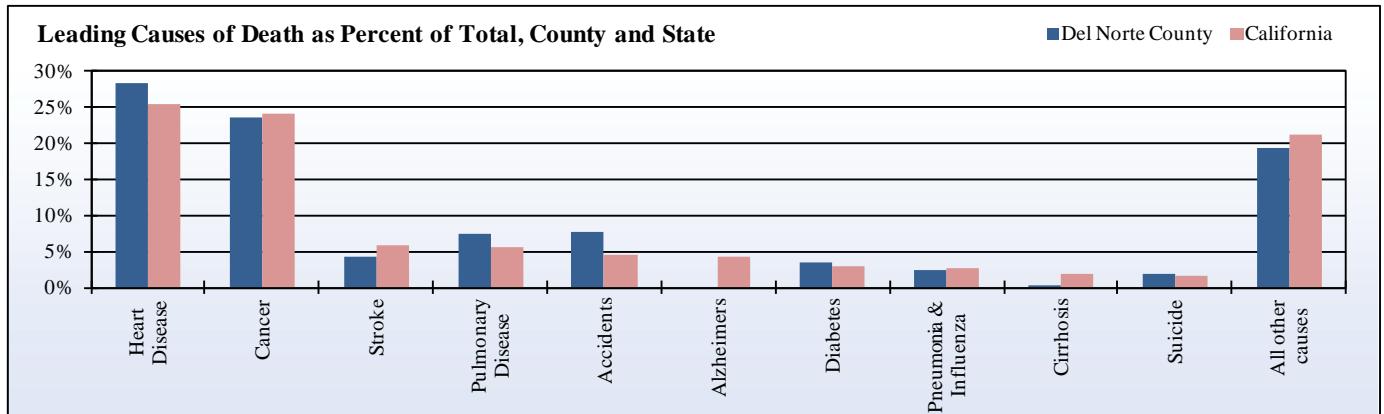


Leading Causes of Death, Region

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
All Causes	224	269	264	259	273	261	291	267	272	260	258
Heart Disease	52	70	79	67	72	63	64	77	62	56	73
Cancer	54	65	50	65	60	66	70	68	54	69	61
Stroke	18	13	17	13	8	14	12	17	18	16	11
Pulmonary Disease	13	16	16	21	17	17	25	16	24	16	19
Accidents	11	12	28	23	21	10	15	11	24	22	20
Alzheimers	8	3	2	2	7	6	2	4	5	4	0
Diabetes	5	8	1	1	5	11	11	4	4	6	9
Pneumonia & Influenza	1	12	12	8	14	5	7	3	4	4	6
Cirrhosis	4	4	7	4	5	3	7	2	3	4	1
Suicide	2	6	5	8	4	6	4	4	1	4	5
All other causes	56	60	47	47	60	60	74	61	73	59	50

Source: California Department of Public Health





4.2 Teenage Pregnancy

What is it?

Teen births are reported as births to mothers under the age of twenty. It is a subset of the birth data published by the California Department of Public Health.

How is it used?

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. For example, according to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely (before thirty-seven completed weeks of pregnancy). Many factors contribute to the increased risk of health problems of babies born to teenage mothers.

How is Del Norte County doing?

Teenage pregnancy within Del Norte County has exhibited unique patterns over the last fifteen years. Unfortunately, the percentage of live births by teen mothers in Del Norte County has consistently been higher than California's average for the past decade. In Del Norte County, there were 55 teen births in 2009, an increase of 31 births from the previous year.

Total Teen Births, Del Norte County

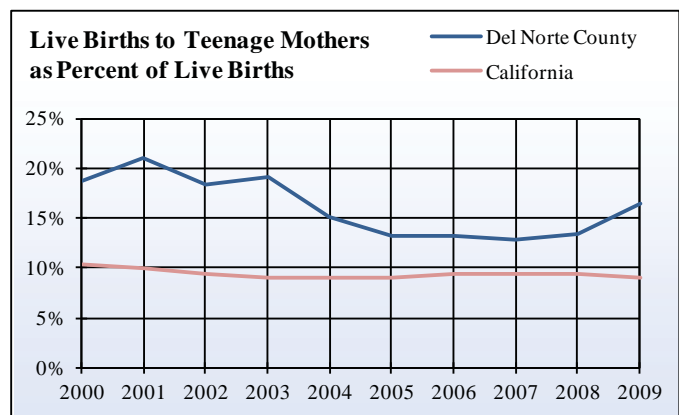
Year	Number	Percent of live births
2000	59	18.7 %
2001	58	21.1 %
2002	53	18.4 %
2003	57	19.1 %
2004	43	15.1 %
2005	43	13.1 %
2006	48	13.2 %
2007	46	12.9 %
2008	42	13.5 %
2009	55	16.5 %

Source: California Department of Public Health

Total Teen Births, California

Year	Number	Percent of live births
2000	55,373	10.4 %
2001	52,966	10.0 %
2002	50,201	9.5 %
2003	49,330	9.1 %
2004	49,737	9.1 %
2005	50,017	9.1 %
2006	52,770	9.4 %
2007	53,393	9.4 %
2008	51,704	9.4 %
2009	47,811	9.1 %

Source: California Department of Public Health



4.3 Infant Mortality

What is it?

Infant mortality rates are calculated as deaths of infants less than one year old divided by total births. It is reported by the California Department of Public Health.

How is it used?

Infant mortality is used to compare the health and well-being of populations internationally. Infant mortality represents many factors surrounding birth, including but not limited to the health and socioeconomic status of the mother, prenatal care, quality of the health services delivered to the mother and child, and infant care. In addition, high infant mortality rates are often considered preventable and can be influenced by various education and care programs.

How is Del Norte County doing?

There are few infant deaths among Del Norte County residence every year, with no more than six in any year between 2000 and 2009. These small numbers make annual evaluation subject to wild fluctuations in death rates with changes of only one or two deaths each year. However, throughout the 2000-2009 period, the infant death rate per thousand live births is persistently higher than in California. The only year when the infant death rate was less than the state was 2004, when there were no infant deaths in the county.

Number of Infant Deaths, California

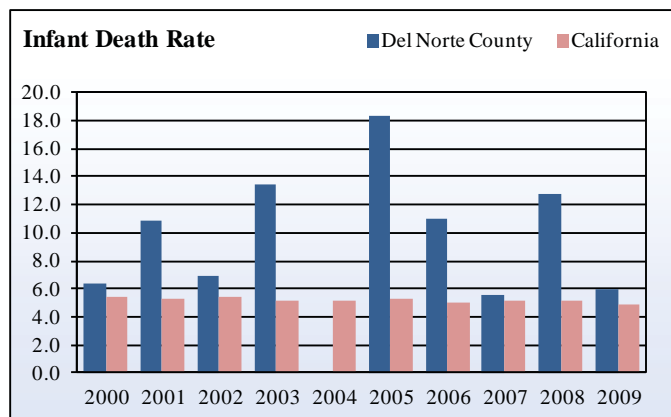
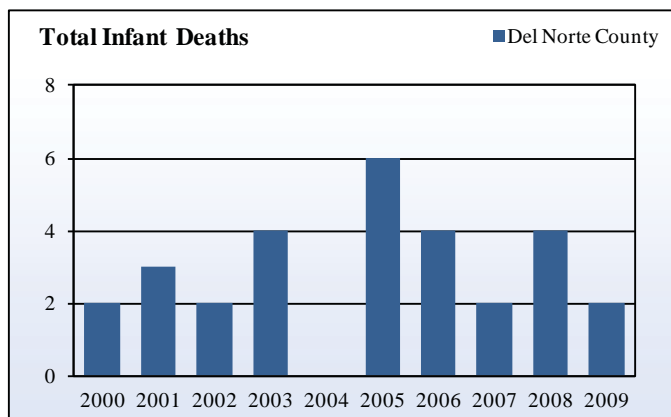
Year	Number	Deaths per 1,000 live births
2000	2,884	5.4
2001	2,815	5.3
2002	2,875	5.4
2003	2,819	5.2
2004	2,811	5.2
2005	2,913	5.3
2006	2,829	5.0
2007	2,941	5.2
2008	2,806	5.1
2009	2,572	4.9

Source: California Department of Public Health

Number of Infant Deaths, Del Norte County

Year	Number	Deaths per 1,000 live births
2000	2	6.3
2001	3	10.9
2002	2	6.9
2003	4	13.4
2004	0	0.0
2005	6	18.3
2006	4	11.0
2007	2	5.6
2008	4	12.8
2009	2	6.0

Source: California Department of Public Health



4.4 Low Birth Weight Infants

What is it?

Births of infants with a low birth weight (less than 2,500 grams, about 5.5 pounds) are reported by the California Department of Public Health as a subset of total births.

How is it used?

Low birth weight is a major cause of infant mortality. Birth weight is also an important element in child development. Low birth weight babies are at a higher risk to be born with underdeveloped organs. This can lead to lung problems, such as respiratory distress syndrome, bleeding of the brain, vision loss, and/or serious intestinal problems. Low birth weight babies are more than twenty times more likely to die in their first year of life than babies born at a normal weight.

How is Del Norte County doing?

The total number of low birth weight births was 19 in Del Norte County in 2009, which was over 5.7 percent of the total number of births in the same year. Low birth weight births are down from 6.4 percent in 2008 and have been consistently lower than the state since 2000.

Low Birth Weight Infants, California

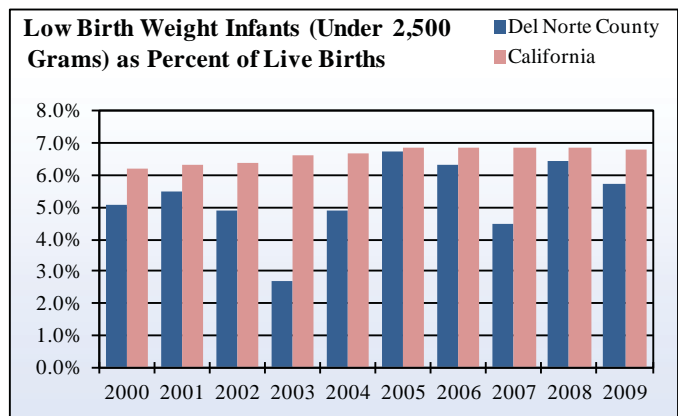
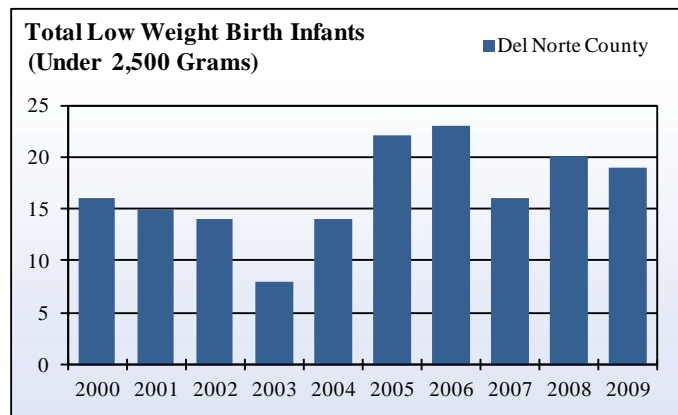
Year	Number	Percent of live births
2000	32,853	6.2 %
2001	33,196	6.3 %
2002	33,859	6.4 %
2003	35,659	6.6 %
2004	36,481	6.7 %
2005	37,653	6.9 %
2006	38,517	6.9 %
2007	38,923	6.9 %
2008	37,663	6.8 %
2009	35,835	6.8 %

Source: California Department of Public Health

Low Birth Weight Infants, Del Norte County

Year	Number	Percent of live births
2000	16	5.1 %
2001	15	5.5 %
2002	14	4.9 %
2003	8	2.7 %
2004	14	4.9 %
2005	22	6.7 %
2006	23	6.3 %
2007	16	4.5 %
2008	20	6.4 %
2009	19	5.7 %

Source: California Department of Public Health



4.5 Late Prenatal Care

What is it?

Late prenatal care is a count of births where the mother first saw a physician about her pregnancy after her third trimester began. Data is collected by county health departments from surveys of every birth and reported to the California Department of Public Health. The survey includes a question about when the mother first sought medical care during her pregnancy.

How is it used?

Late prenatal care is one of the more prominent risk factors for many medical complications later in pregnancy, during childbirth, or among the children themselves. Early medical care can help expectant mothers with lifestyle and medication changes that might otherwise affect their child.

How is Del Norte County doing?

In 2009 the percent of live births with late prenatal care in Del Norte was 6.3 percent compared to 3.1 percent in the state. However, late prenatal care in California has decreased significantly, while rates in the county have fluctuated from 2.5 percent in 2000 to 6.3 percent in 2009. County rates exceeded the state's rates between 2001-2004 and 2006-2009.

Births With Late or No Prenatal Care, California

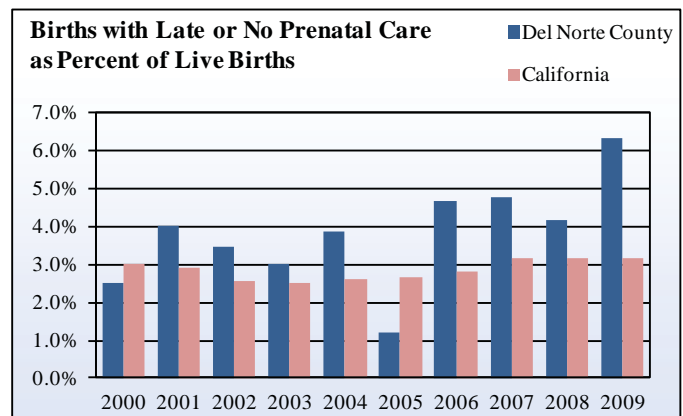
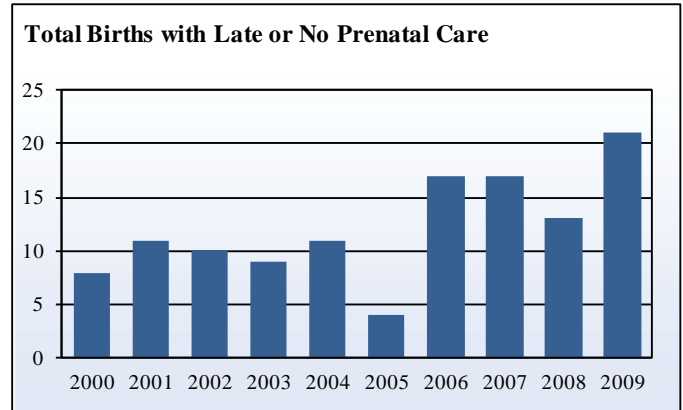
Year	Number	Percent of live births
2000	16,051	3.0 %
2001	15,258	2.9 %
2002	13,606	2.6 %
2003	13,447	2.5 %
2004	14,123	2.6 %
2005	14,635	2.7 %
2006	15,658	2.8 %
2007	17,847	3.2 %
2008	17,388	3.2 %
2009	16,534	3.1 %

Source: California Department of Public Health

Births With Late or No Prenatal Care, Del Norte County

Year	Number	Percent of live births
2000	8	2.5 %
2001	11	4.0 %
2002	10	3.5 %
2003	9	3.0 %
2004	11	3.9 %
2005	4	1.2 %
2006	17	4.7 %
2007	17	4.8 %
2008	13	4.2 %
2009	21	6.3 %

Source: California Department of Public Health



4.6 TANF-CalWORKS Caseload

What is it?

This indicator shows the annual average number of California Work Opportunity and Responsibility to Kids (CalWORKS) recipients (persons) and cases (families or households). CalWORKS is California’s implementation of the federal Temporary Aid to Needy Families (TANF) program. CalWORKS is a welfare program that gives cash aid and services to eligible needy California families. If a family has little or no cash and needs housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help. Families eligible for cash aid are those with needy children who are deprived because of a disability, absence or death of a parent, or unemployment of the principal earner. The assistance is intended to encourage work, enable families to become self-sufficient, and provide financial support for children who lack the proper support and care.

How is it used?

Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKS enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment.

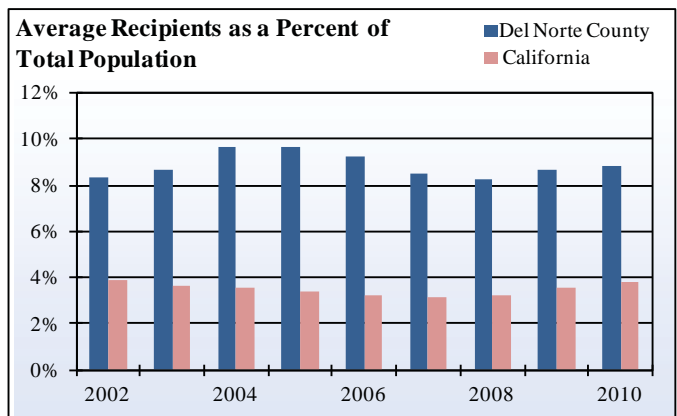
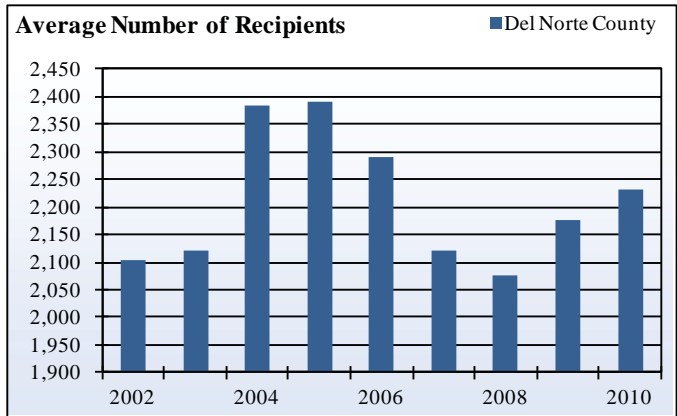
How is Del Norte County doing?

In Del Norte, the number of TANF/CalWORKS cases and recipients has fluctuated since 2002. From 2002 to 2010, Del Norte County’s recipients per capita had been at least twice as high as California’s. In 2010 the number of cases increased 2.7 percent in Del Norte County.

TANF/CalWORKS Caseload

Year	Average Number of recipients	Recipients per Capita, County	Recipients per Capita, State
2002	2,105	8.3 %	3.9 %
2003	2,120	8.7 %	3.6 %
2004	2,382	9.7 %	3.5 %
2005	2,389	9.6 %	3.4 %
2006	2,290	9.2 %	3.2 %
2007	2,120	8.5 %	3.1 %
2008	2,076	8.3 %	3.3 %
2009	2,175	8.7 %	3.6 %
2010	2,233	8.9 %	3.8 %

Source: California Department of Social Services



4.7 Medi-Cal Caseload

What is it?

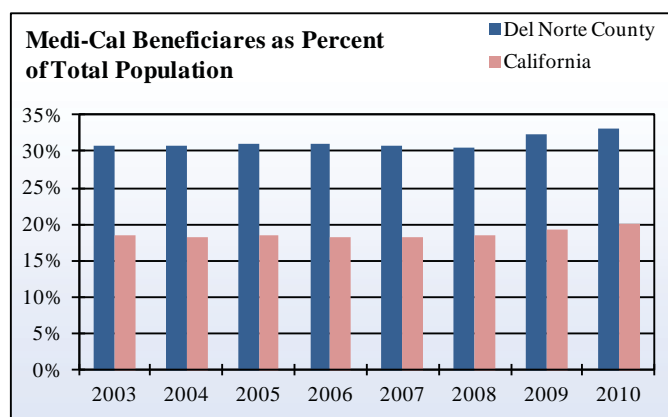
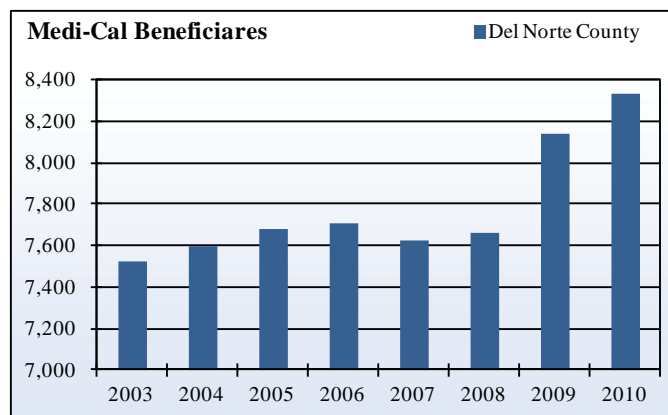
Medi-Cal is California’s program that replaces the federal Medicaid program in the state. It was created before Medicaid and, therefore, California legislators successfully requested that the federal government exclude this state from their program. It covers people who are disadvantaged physically or financially. Some examples of Medi-Cal eligible groups are people aged 65 or older, those who are blind or disabled, those who receive a check through the Supplemental Security Income/State Supplemental Payments program, children and parents who receive financial assistance through the CalWORKs program, and women who are pregnant or diagnosed with cervical or breast cancer.

How is it used?

Information on Medi-Cal programs is helpful in determining the need for public medical assistance in a particular community. As with CalWORKs and food stamps, the relative need for assistance is also an indicator of the social and/or economic status of area residents.

How is Del Norte County doing?

In 2010, 33.1 percent of the population in Del Norte County was eligible for Medi-Cal benefits (8,333 people). In comparison, 20 percent of the population throughout California was eligible for benefits.



Medi-Cal Users, Del Norte County

Year	Beneficiaries	Percentage of Region Population	California Beneficiaries	Percentage of California Population
2003	7,527	30.8 %	6,478,049	18.5 %
2004	7,594	30.8 %	6,489,774	18.3 %
2005	7,679	30.9 %	6,560,346	18.4 %
2006	7,703	31.0 %	6,534,983	18.2 %
2007	7,624	30.7 %	6,553,258	18.1 %
2008	7,658	30.5 %	6,721,003	18.4 %
2009	8,139	32.4 %	7,094,877	19.3 %
2010	8,333	33.1 %	7,397,966	20.0 %

Source: California Department of Healthcare Services

4.8 School Free and Reduced Meal Program

What is it?

This indicator is the count of K-12 students enrolled in the free or reduced-priced meal program. The program provides meals to students from income-qualifying families. Families only have to claim a certain income level to enroll their children in the program, and no evidence or auditing is required. Periodically, schools will actively promote the program, which can temporarily boost enrollment.

How is it used?

The data can be used to emphasize the degree to which families need assistance within an area. It can also be used as a means to encourage more support for reduced lunches if the demand is increasing, or to justify support from the community to continue the assistance program. The data can also be used as a proxy for change in child poverty rates; the Census Bureau's new American Community Survey now provides annual child poverty estimates at the neighborhood level, although the reliability of these estimates can be low.

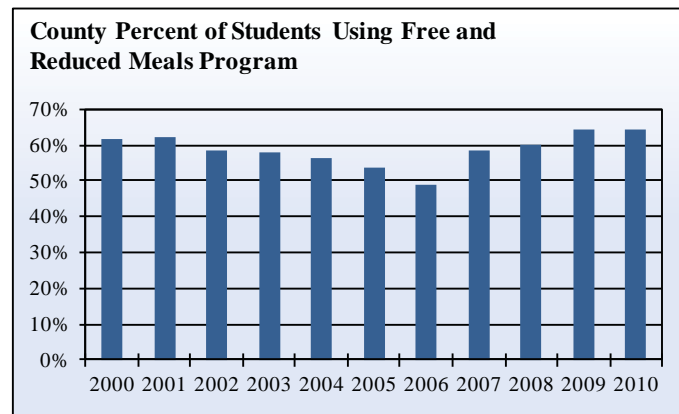
How is Del Norte County doing?

The percent of students enrolled in the free and reduced price meal program experienced a slight increase from 64.3 percent in 2009 to 64.6 percent in 2010. Program enrollment went from a high of 3,038 in 2003 to a low of 2,259 in 2006. Since 2006, the percent of students using free and reduced meals program has steadily increased while total enrollment has decreased.

School Free and Reduced Meals

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students
2000	2,968	4,789	62.0 %
2001	2,914	4,696	62.1 %
2002	3,013	5,147	58.5 %
2003	3,038	5,243	57.9 %
2004	2,900	5,131	56.5 %
2005	2,689	5,015	53.6 %
2006	2,259	4,620	48.9 %
2007	2,623	4,475	58.6 %
2008	2,675	4,435	60.3 %
2009	2,828	4,398	64.3 %
2010	2,684	4,156	64.6 %

Source: California Department of Education



4.9 Educational Attainment

What is it?

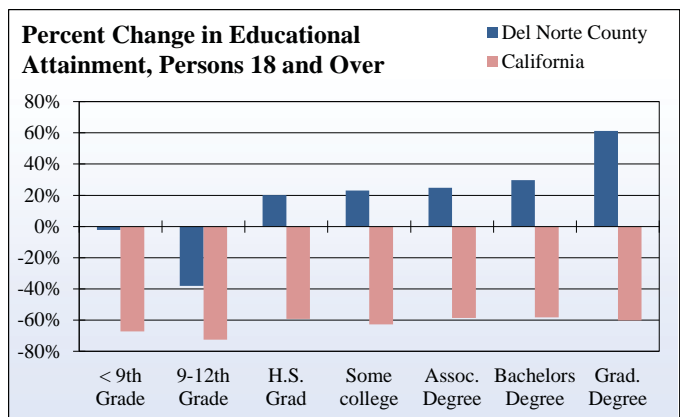
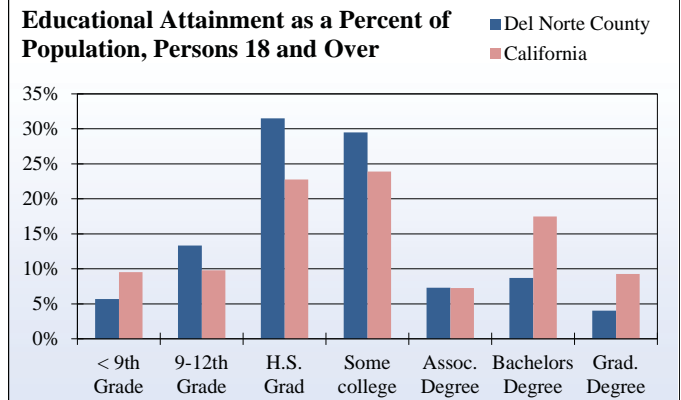
Educational attainment is the highest level of education attained by individuals living in the region. The American Community Survey collects data on educational attainment and produces estimates annually for counties with more than 65,000 people, three-year estimates in counties larger than 20,000, and five-year estimates in all other counties.

How is it used?

An educated workforce is an important factor for economic development. Educational attainment is linked with the skill level of the workforce. Greater portions of the population with higher educational attainment are linked to higher incomes and lower unemployment. Generally, people with college degrees have an easier time finding jobs. In addition, higher education is linked with higher incomes.

How is Del Norte County doing?

Del Norte County had a higher percentage of adults with a high school diploma and/or some college than the state. However, the county percentage of residents with a bachelor's degree is half that of California. Encouragingly, residents with bachelor's degrees have increased by nearly thirty percent and those with graduate degree's have increased by over 60 percent since 2000.



Population by Educational Attainment, Population 18 and Over

Educational Attainment	2000	2007-09	Percent of total in 2007-09		Change from 2000 to 2007-09	
			County	California	County	California
Less than 9th grade	1,294	1,266	5.7 %	9.5 %	- 2.2 %	- 3.5 %
9th to 12th grade, no diploma	4,782	2,967	13.3 %	9.8 %	- 38.0 %	- 18.1 %
High school graduate or equivalent	5,843	7,018	31.5 %	22.7 %	20.1 %	18.7 %
Some college, no degree	5,336	6,563	29.5 %	23.8 %	23.0 %	8.3 %
Associate's degree	1,305	1,628	7.3 %	7.2 %	24.8 %	18.8 %
Bachelor's degree	1,492	1,936	8.7 %	17.6 %	29.8 %	24.1 %
Graduate or professional degree	554	893	4.0 %	9.3 %	61.2 %	23.9 %
Total Persons Age 18 and Over	20,606	22,271	100.0 %	100.0 %	8.1 %	10.2 %

Source: U.S. Bureau of the Census, 2010, 2007-2009 & 2005-2009 ACS

4.10 High School Dropout Rate

What is it?

High school dropout rates are calculated by the California Department of Education, and are based on the National Center for Education Statistics definition. The data is derived by adding the number of dropouts from the 12th grade that year, the 11th grade the previous year, the 10th grade two years ago, and the 9th grade three years ago; divided by that sum plus the number of graduates.

How is it used?

This rate is an indicator of how well youth are prepared to enter the workforce or to obtain higher levels of education. Lower dropout rates are directly related to lower levels of poverty and higher incomes, which improves economies and diversifies the workforce.

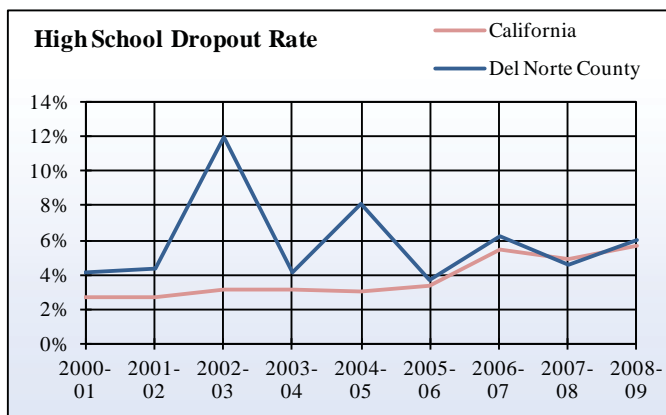
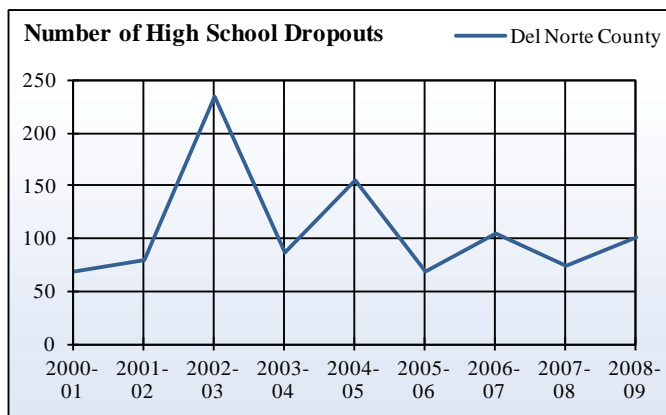
How is Del Norte County doing?

In Del Norte County, dropout rates had varied between 0.9 percent in 1999-2000 to 12 percent in 2002-2003. Although there has been a lot of variation from year to year, Del Norte County's dropout rate has traditionally been higher than the state average.

High School Dropouts, Region (Percent of Total Enrollment)

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
1993-1994	83	6.1 %	4.9 %
1994-1995	73	5.1 %	4.4 %
1995-1996	34	2.3 %	3.9 %
1996-1997	37	2.4 %	3.3 %
1997-1998	34	2.2 %	2.9 %
1998-1999	27	1.6 %	2.8 %
1999-2000	16	0.9 %	2.8 %
2000-2001	68	4.2 %	2.8 %
2001-2002	79	4.3 %	2.7 %
2002-2003	235	12.0 %	3.1 %
2003-2004	86	4.1 %	3.2 %
2004-2005	156	8.1 %	3.0 %
2005-2006	68	3.7 %	3.3 %
2006-2007	105	6.3 %	5.5 %
2007-2008	74	4.5 %	4.9 %
2008-2009	101	6.0 %	5.7 %

Source: California Department of Education



4.11 Graduates Eligible For UC and CSU Systems

What is it?

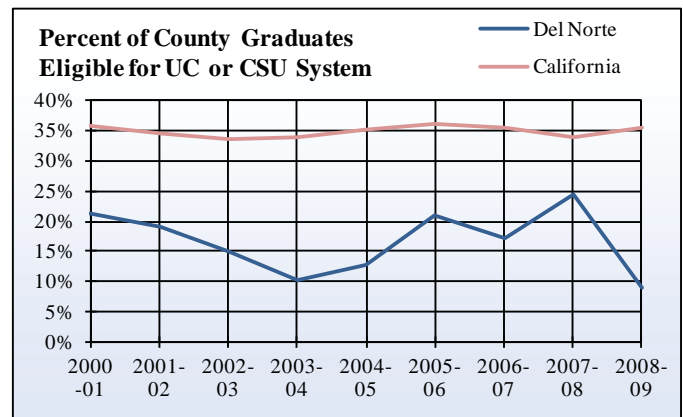
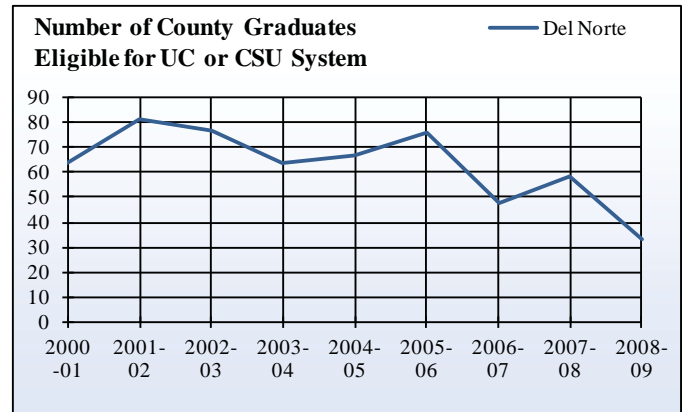
This indicator is the count of high school graduates who have completed coursework required by either the California State University or the University of California postsecondary education systems. Historic data was reported by schools to the California Department of Education in their annual California Basic Educational Data System (CBEDS) reports. This system has now been replaced with the California Longitudinal Pupil Achievement Data System (CALPADS). It is not yet known if the change to the new system will create a break in time-series data. Further eligibility based on SAT or other college entrance exams are not included here.

How is it used?

A college education is critical for most students looking for higher-wage employment. Also, this is an indicator of the support provided to K-12 students from a combination of the local school system, parents, and the community.

How is Del Norte County doing?

Between the years 2000 and 2008, the county has had a considerably lower percentage of its graduates that completed coursework for CSU/UC eligibility than the California average. Percentages have decreased significantly from 2000-2001 to 2003-2004 school years and increased to all time high in 2007-2008, although actual eligible graduates fell to only 33 in 2008-2009.



Graduates Eligible for UC or CSU System

Year	Region Graduates		CA Graduates
	Count	Percentage	Percentage
2000-01	64	21.3 %	35.6 %
2001-02	81	19.0 %	34.6 %
2002-03	77	14.8 %	33.6 %
2003-04	64	10.3 %	33.8 %
2004-05	67	12.6 %	35.2 %
2005-06	76	20.8 %	36.1 %
2006-07	48	17.1 %	35.5 %
2007-08	58	24.4 %	33.9 %
2008-09	33	8.9 %	35.3 %

Source: California Department of Education

4.12 Average SAT Scores

What is it?

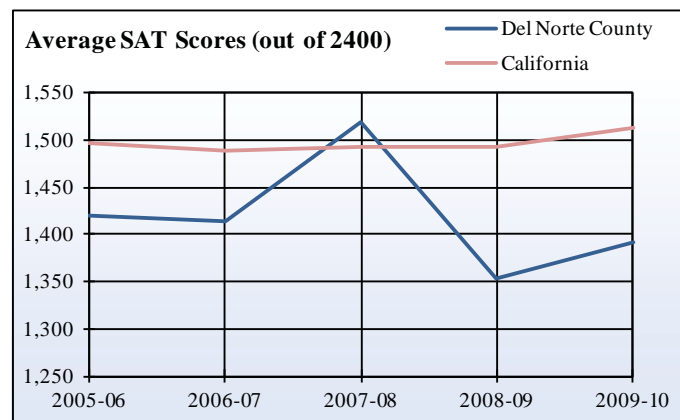
The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors are thought to affect the results of the test scores. Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the SAT is not an accurate measure of the effectiveness of school curriculum or teaching. SAT scores can be affected by the percentage of eligible students taking the test; as the number of test takers increases, scores tend to fall. If a small percentage of students from a school take the test, then the average score could reflect selective testing; a school may encourage only those students who are identified as high achievers to participate. For this reason, the percentage of students who took the exam is provided. The highest possible score a student can receive is 2400.

How is it used?

SAT scores are usually an indicator of academic performance for children in local schools, except where an exceptionally low or high percentage of students took the test. The measure is commonly used to compare student performance nationally. Scores can also be affected by the social and economic fabric of the community.

How is Del Norte County doing?

Average SAT scores in Del Norte County are significantly lower than those in California. During the 2009-2010 school year, the average score was 1392 compared to 1512 in the state as a whole. Also, a significantly lower percentage of county students take the test, 17.6 percent in the county compared to 33.4 percent in the state during 2009-10; therefore, test scores shown in the county might be optimistic when comparing student performance to average in California. This would mean that the actual disparity between county and state academic performance is greater than that shown by SAT scores, alone.



Average SAT Scores (out of 2400)

School Year	Region		California	
	Percent of Students who took SAT	Average SAT Scores	Percent of Students who took SAT	Average SAT Scores
2005-06	21.6 %	1420	36.7 %	1498
2006-07	21.8 %	1414	36.9 %	1489
2007-08	20.8 %	1520	35.9 %	1493
2008-09	21.5 %	1353	34.7 %	1492
2009-10	17.6 %	1392	33.4 %	1512

Source: California Department of Education



4.13 English Learners Enrollment

What is it?

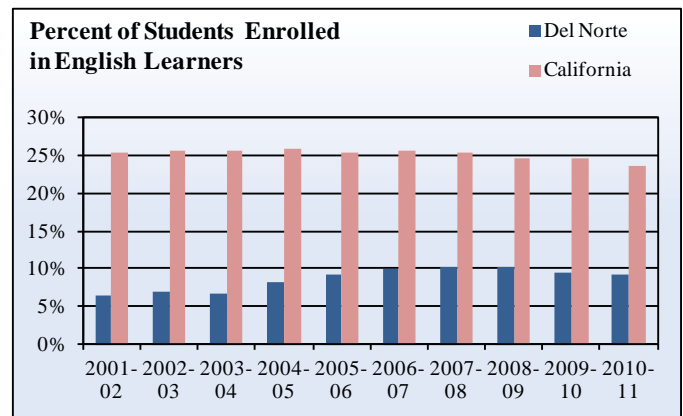
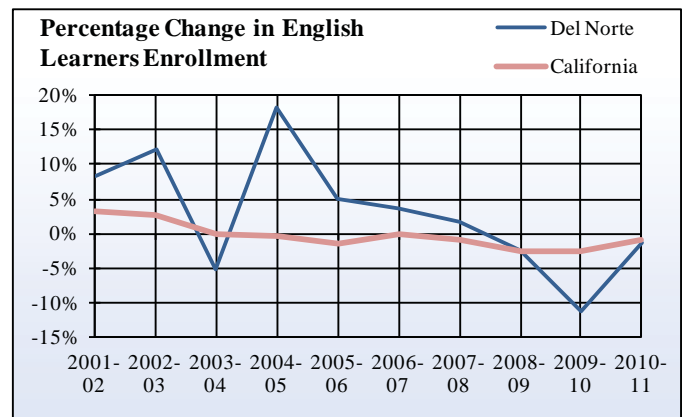
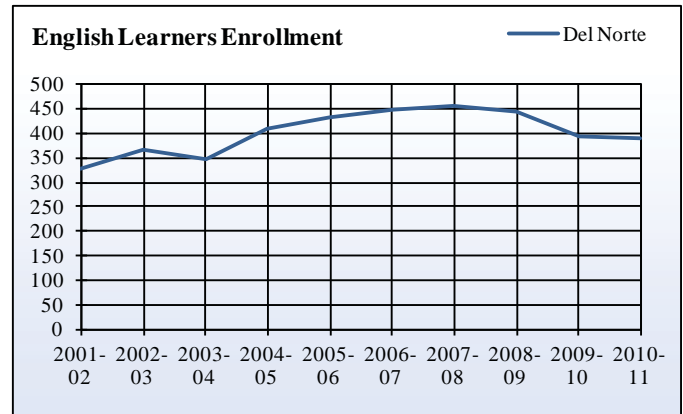
This is the count of K-12 students enrolled in English language learning (ELL) programs. These programs were once referred to as “English as a second language” (ESL). The California Department of Education tabulates enrollment by school district.

How is it used?

ELL programs require additional school resources per student, although enrollment in the program does not increase school funding, so this can be a measure of hardship for local school districts. It is also a measure of community culture – children and families who continue to primarily use a non-English language can indicate adherence to native culture and may have less access to high paying employment opportunities.

How is Del Norte County doing?

The total English learner enrollment has increased steadily over the past decade. The sharp increase seems to have flattened out since there was a decrease in English learners enrollment 3 years in a row from 2007-2011. Del Norte County experienced a peak of 455 enrolled from 2008-2009. The percent of county students enrolled in English Learners is significantly less than California. For the decade, California’s enrollment percentage fluctuated closely around 25 percent. Del Norte’s percentage of students enrolled in English Learners grew until the 2007-2008 school year to top out at 10.3 percent. The following two school years saw a decrease in this percentage to rest at 9.1 percent in 2010-2011. The percentage change in English Learners enrollment for the county has varied over the last ten school years swinging from a high of positive 18.2 percent to low of negative 11.3 percent. The percentage change in English Learners enrollment for California has been stable with a gentle slope downwards.



English Learners Enrollment, Del Norte County

Year	Enrolled English Learner Students	Percentage Change in E.L. Enrollment	Total Enrolled Students K-12	Percent of Enrolled Students in E.L.	Percent of Enrolled E.L. Students in California
1999-2000	257	n/a	4789	5.4 %	24.8 %
2000-2001	301	17.1 %	4696	6.4 %	24.8 %
2001-2002	326	8.3 %	5147	6.3 %	25.2 %
2002-2003	366	12.3 %	5243	7.0 %	25.5 %
2003-2004	347	- 5.2 %	5131	6.8 %	25.5 %
2004-2005	410	18.2 %	5015	8.2 %	25.7 %
2005-2006	431	5.1 %	4620	9.3 %	25.3 %
2006-2007	447	3.7 %	4475	10.0 %	25.5 %
2007-2008	455	1.8 %	4435	10.3 %	25.4 %
2008-2009	444	- 2.4 %	4398	10.1 %	24.6 %
2009-2010	394	- 11.3 %	4156	9.5 %	24.7 %
2010-2011	389	- 1.3 %	4276	9.1 %	23.5 %

Source: California Department of Education



4.14 Crime Rates

What is it?

Crime rate is the number of reported crimes per 100,000 people. It is reported by the California Department of Justice and represents misdemeanor and felony reports, but not infractions.

How is it used?

Crime is an important factor in terms of an area's perceived quality of life. An area with a high crime rate is often seen as a much less attractive place to live than one with a low rate. While it is impossible to predict when or where a crime will occur, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies. Crime rates can rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement agencies. Another issue is where crime rates are calculated in areas with low population and lots of commercial area – crime rates for these areas is artificially high because most crime occurs in commercial areas. Therefore, careful analysis is needed when evaluating change in crime rates.

How is Del Norte County doing?

Crime rates have been generally falling in Del Norte County and California. Rates in the county have been consistently lower than California every year since 2000 except for year 2004. Since 2004, violent crime rates in Del Norte County have decreased by 41 percent, compared to a 19 percent decrease in California. The most recent violent crime rate in the Del Norte County was 4 crimes per 1,000 people, which was 19 percent lower than the state as a whole.

Property Crimes

Year	Burglary	Motor Vehicle Theft	Larceny Over \$400	Total
2000	295	43	97	435
2001	306	36	108	450
2002	354	100	123	577
2003	321	112	94	527
2004	345	72	121	538
2005	266	105	92	463
2006	216	108	82	406
2007	172	78	72	322
2008	208	70	85	363
2009	230	73	95	398

Source: California Department of Justice, Criminal Justice Statistics Center

Violent Crimes

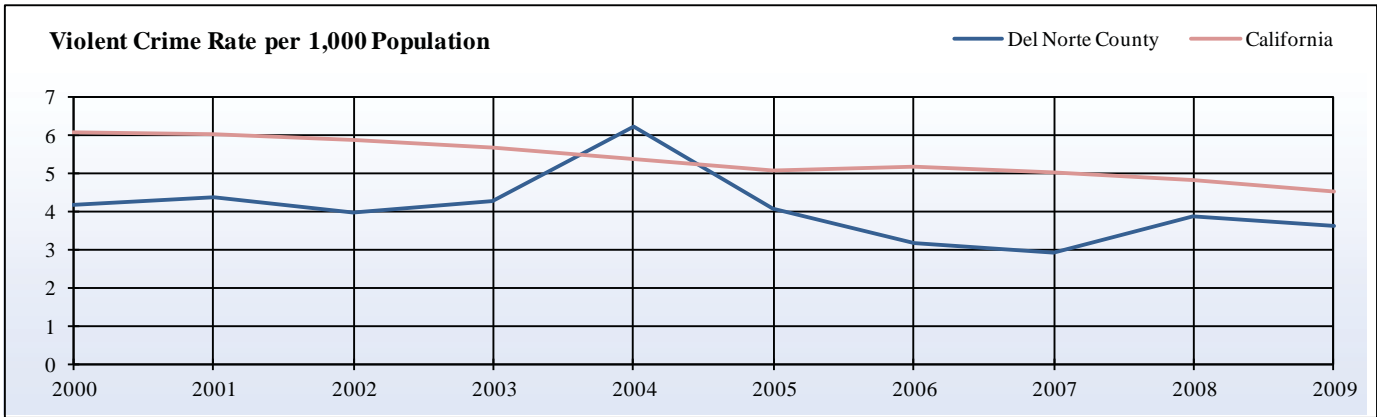
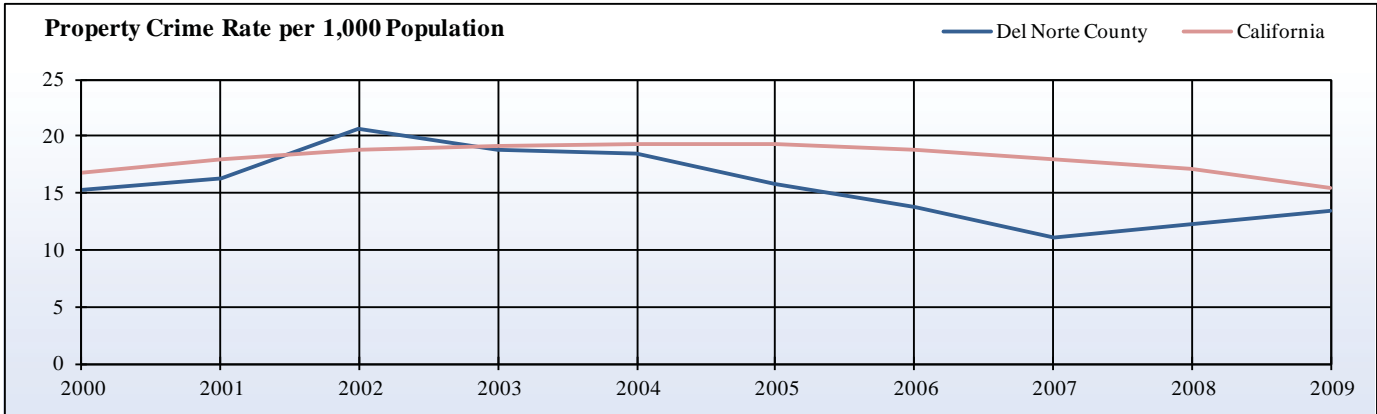
Year	Homicide	Forcible Rape	Robbery	Aggravated Assault	Total
2000	1	4	13	100	118
2001	1	9	21	90	121
2002	2	4	11	95	112
2003	0	14	11	95	120
2004	1	24	10	146	181
2005	1	36	11	72	120
2006	0	21	13	60	94
2007	2	26	7	51	86
2008	0	18	15	81	114
2009	1	22	11	74	108

Source: California Department of Justice, Criminal Justice Statistics Center

Region and California Crime Rate per 1,000 Population

Year	Region			State		
	Property Crime Rate	Violent Crime Rate	Total	Property Crime Rate	Violent Crime Rate	Total
2000	15	4	20	17	6	23
2001	16	4	21	18	6	24
2002	21	4	25	19	6	25
2003	19	4	23	19	6	25
2004	19	6	25	19	5	25
2005	16	4	20	19	5	25
2006	14	3	17	19	5	24
2007	11	3	14	18	5	23
2008	12	4	16	17	5	22
2009	13	4	17	15	5	20

Source: California Department of Justice, Criminal Justice Statistics Center



4.15 Voter Registration and Participation

What is it?

Voter information includes voter registration and political party affiliation. It is reported by the California Secretary of State.

How is it used?

People typically choose a political party representing social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds.

In 2010, California voters approved an open primary system where any voter can choose any candidate in the primary election, regardless of party registration. It remains to be seen how this will affect evaluation of voter registration data.

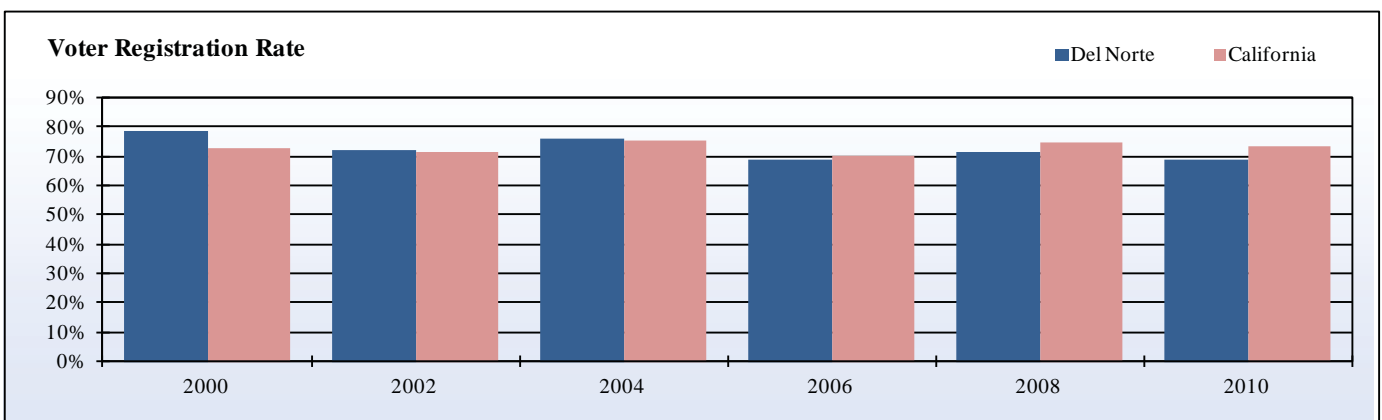
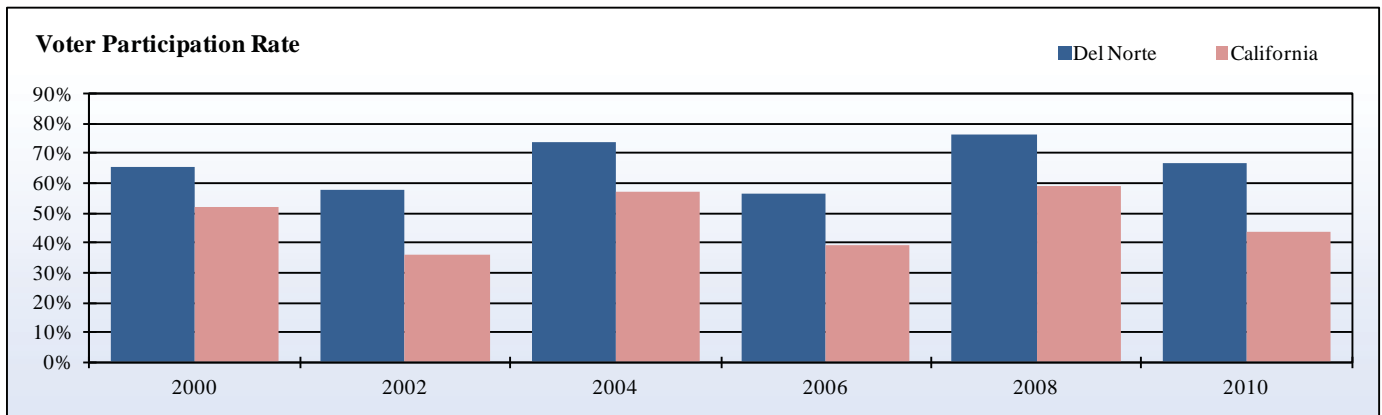
How is Del Norte County doing?

As of 2010, of the 18,124 Del Norte County residents eligible to register to vote, 68.6 percent were registered. In comparison, the registration rate for California was 73.4 percent.

Voter Participation in General Elections

Year	Eligible to Register	Registered Voters	Total Voters	Registration Rate	Participation Rate
2000	16,203	12,773	8,383	78.8 %	65.6 %
2002	16,740	12,067	6,963	72.1 %	57.7 %
2004	16,932	12,860	9,491	76.0 %	73.8 %
2006	17,459	12,040	6,828	69.0 %	56.7 %
2008	17,812	12,681	9,684	71.2 %	76.4 %
2010	18,124	12,441	8,344	68.6 %	67.1 %

Source: California Secretary of State, Elections Divisions





5 Industry Indicators

Industry indicators show the status and growth of key industries linked to economic growth in Northern California. Most economic development efforts in Northern California focus on some if not all of these industries. Their growth is linked with the environmental, economic, and social improvement of Northern California communities.

Del Norte County’s industry profile is dominated by imported government spending and resulting government income and employment. State funds are spent at Pelican Bay State Prison and two major state parks: Jedediah Smith Redwoods and Del Norte Coast Redwoods. Federal funds are spent managing Redwood National Park, Smith River National Recreation Area in Six Rivers National Forest, and several Native American tribal lands. Agriculture and fishing contributes to the economy of the coastal plain and through Crescent City Harbor, but retail trade is the only other major industry analyzed here that has a higher local importance than the state average. Travel and Recreation saw major decreases in earnings and employment since 2005, even though travel expenditures increased slightly during this period. Energy, construction, manufacturing, are all far below the state average in terms of economic importance.

Among private industry, there is a significant potential to redevelop the visitor service industry, taking advantage of Del Norte County’s abundance of natural beauty. This is further supported by the fact that the county’s natural beauty is unlikely to be diminished due to the high percentage of government land ownership, plus environmental and biological concerns over most forms of natural resource extraction.



In This Section:

- 5.1 Agriculture, including Forestry and Fishing60
- 5.2 Energy and Utilities64
- 5.3 Construction65
- 5.4 Manufacturing70
- 5.5 Travel and Recreation72
- 5.6 Retail74
- 5.7 Government77

5.1 Agriculture, including Forestry and Fishing

What is it?

The agricultural sector of the economy has a vast affect on the entire economy as a whole, especially in rural areas. When there is a change in agricultural production, it leads to an effect on overall jobs and income. The impact of the agricultural sector is not limited to itself and shocks to the market will also influence other industries as well. The United States Department of Agricultural releases a summary of the agricultural commissioner's reports to track the changes in overall agricultural production. Farm income is separated by livestock and crop measurements, government payments and other payments. The distribution of farm income represents farm wages separated by proprietor and corporate farm income. Top Crops by Value shows the top ten crops by total revenue within the county. Agriculture jobs and income are also provided to show how locals benefit from the agriculture industry.

How is it used?

Agriculture is typically a base industry, that is, it is responsible for bringing in revenues from outside the county to support the local economy. Values for agricultural production are important to monitor because they indicate how much agriculture is contributing year-to-year. Agriculture tends to be a volatile industry, subject to annual fluctuations based on weather, crop prices, and other factors, and so the sustainability of the agricultural sector depends on stability over a longer period of time.

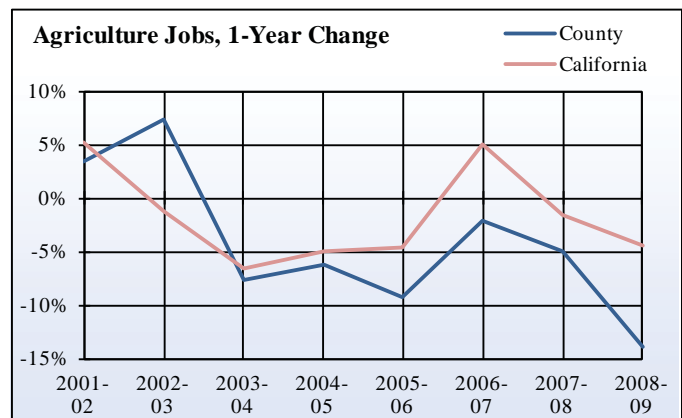
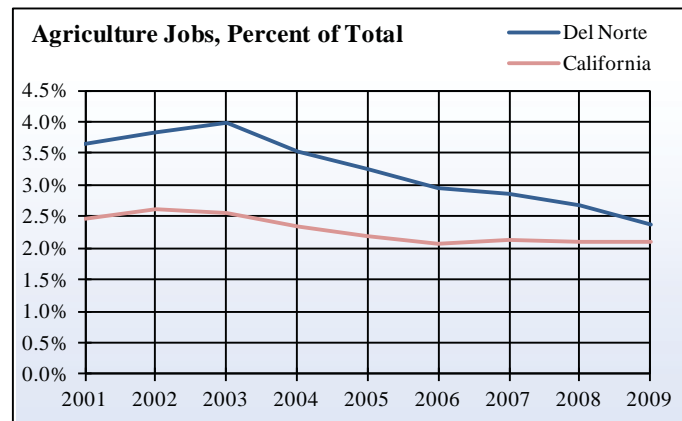
How is Del Norte County doing?

Total jobs throughout the county have been steadily declining in Del Norte County. Similarly, agriculture sector jobs have decreased 13 percent from 2008 to 2009. Earned income in Del Norte County has also been declining, most notably from 2007 to 2009 by 27 percent. The total value for agriculture production in 2009 was 38,135,000 compared to 47,467,000 in 2008. The most valuable crops in Del Norte County in 2009 were Milk Market Fluid, Cattle Cows and Nursery Bulbs with values of \$8,856,000, \$ 8,795,600, and \$ 6,067,500 respectively. Proprietary Farm Income for Del Norte County decreased 53 percent from 2008-2009 to \$740,000. Similarly Corporate Farm Income decreased 73 percent between 2008 and 2009 to \$374,000. The greatest percentage of farm income from 2000 to 2009 has been in farm worker wages which increased 13 percent from 2007 to 2009.

Agriculture Jobs, Del Norte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2001	380	n/a	n/a	3.6 %	2.5 %
2002	393	3.4 %	5.1 %	3.8 %	2.6 %
2003	422	7.4 %	- 1.2 %	4.0 %	2.6 %
2004	390	- 7.6 %	- 6.7 %	3.5 %	2.4 %
2005	366	- 6.2 %	- 4.9 %	3.3 %	2.2 %
2006	332	- 9.3 %	- 4.5 %	2.9 %	2.1 %
2007	325	- 2.1 %	5.0 %	2.8 %	2.1 %
2008	309	- 4.9 %	- 1.6 %	2.7 %	2.1 %
2009	266	- 13.9 %	- 4.4 %	2.4 %	2.1 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Agriculture Earnings (Thousands), Del Norte County

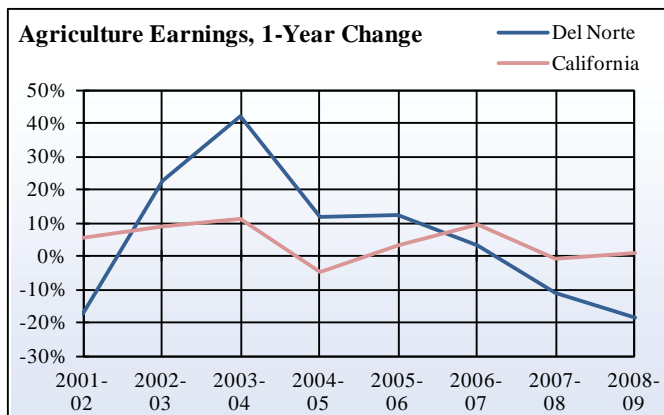
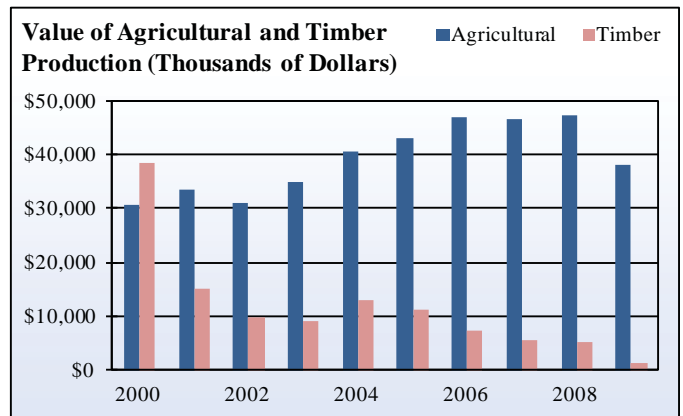
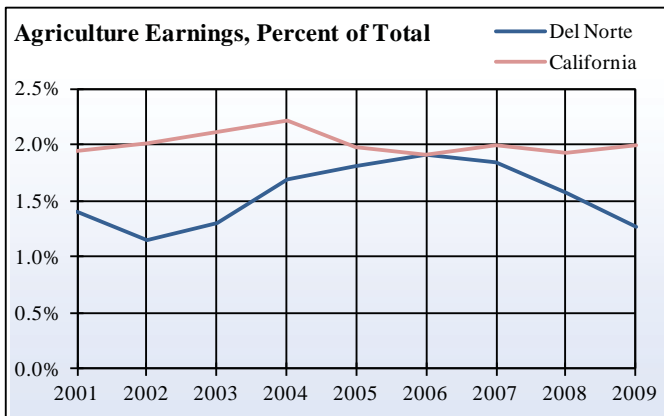
Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 7,153	n/a	n/a	1.4 %	1.9 %
2002	\$ 5,904	- 17.5 %	5.3 %	1.1 %	2.0 %
2003	\$ 7,254	22.9 %	9.0 %	1.3 %	2.1 %
2004	\$ 10,302	42.0 %	11.4 %	1.7 %	2.2 %
2005	\$ 11,500	11.6 %	- 4.9 %	1.8 %	2.0 %
2006	\$ 12,917	12.3 %	3.4 %	1.9 %	1.9 %
2007	\$ 13,357	3.4 %	9.6 %	1.8 %	2.0 %
2008	\$ 11,882	- 11.0 %	- 1.0 %	1.6 %	1.9 %
2009	\$ 9,681	- 18.5 %	1.1 %	1.3 %	2.0 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Agricultural and Timber Production (Thousands)

Year	Agricultural Production	Timber Production	Timber as a Percent of Total Production	Total Production
2000	\$ 30,792	\$ 38,584	55.6 %	\$ 69,376
2001	\$ 33,521	\$ 15,156	31.1 %	\$ 48,677
2002	\$ 31,092	\$ 9,645	23.7 %	\$ 40,737
2003	\$ 34,777	\$ 9,113	20.8 %	\$ 43,890
2004	\$ 40,608	\$ 13,118	24.4 %	\$ 53,726
2005	\$ 43,166	\$ 11,186	20.6 %	\$ 54,352
2006	\$ 47,104	\$ 7,448	13.7 %	\$ 54,552
2007	\$ 46,628	\$ 5,671	10.8 %	\$ 52,299
2008	\$ 47,467	\$ 5,165	9.8 %	\$ 52,632
2009	\$ 38,135	\$ 1,262	3.2 %	\$ 39,397

Source: California Ag Statistics Service, California Department of Finance



Top Crops by Value, 2009

Crop	Value
Milk Market Fluid	\$ 8,856,000
Cattle Cows	\$ 8,795,600
Nursery Bulbs Lily	\$ 6,067,500
Nursery Woody Ornamentals	\$ 3,858,000
Cattle Calves Only	\$ 2,932,200
Nursery Products Misc.	\$ 1,809,000
Livestock Products Misc.	\$ 1,664,800
Milk Manufacturing	\$ 1,243,100
Hay Other Unspecified	\$ 809,600
Pasture Irrigated	\$ 675,000
All Other Crops	\$ 1,424,300
Total Value of Agriculture	\$ 38,135,100

Source: California Agricultural Statistics Service, California Department of Finance

Source of Farm Income (Thousands of Dollars)

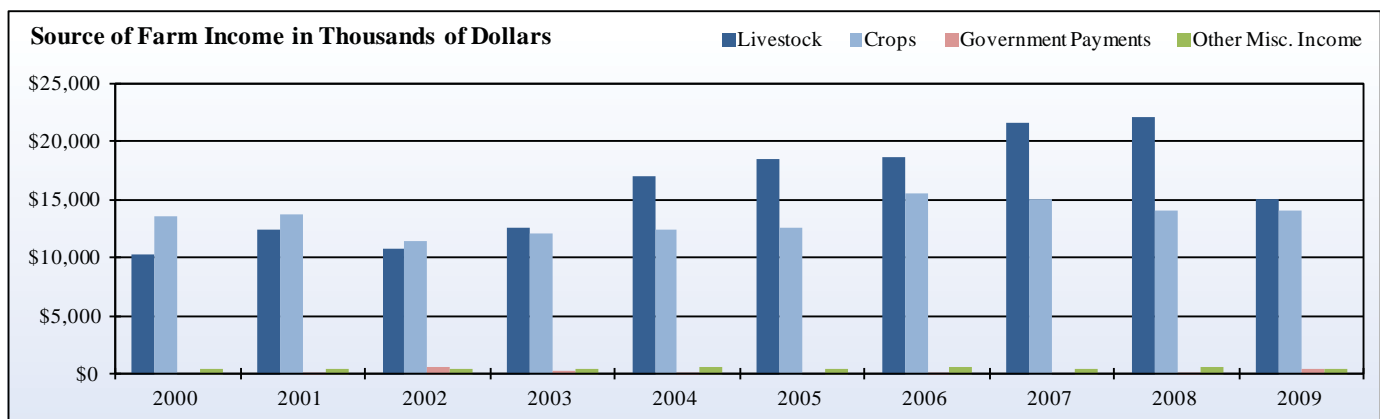
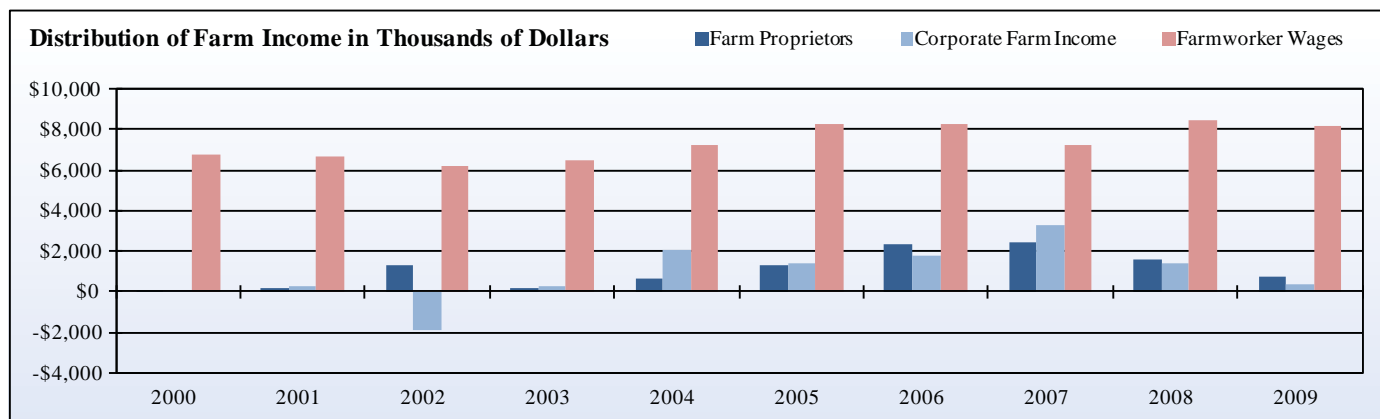
	Cash Receipts		Government Payments	Other Misc. Income
	Livestock	Crops		
2000	\$ 10,259	\$ 13,624	\$ 0	\$ 357
2001	\$ 12,395	\$ 13,684	\$ 191	\$ 447
2002	\$ 10,845	\$ 11,420	\$ 533	\$ 443
2003	\$ 12,645	\$ 12,032	\$ 348	\$ 488
2004	\$ 16,989	\$ 12,401	\$ 127	\$ 529
2005	\$ 18,450	\$ 12,582	\$ 0	\$ 458
2006	\$ 18,613	\$ 15,536	\$ 182	\$ 544
2007	\$ 21,653	\$ 15,014	\$ 0	\$ 394
2008	\$ 22,051	\$ 14,044	\$ 91	\$ 542
2009	\$ 15,084	\$ 14,035	\$ 450	\$ 477

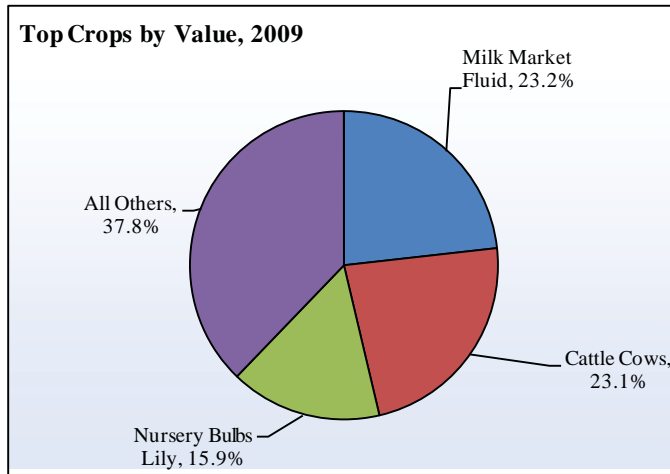
Source: U.S. Department of Commerce, Bureau of Economic Analysis

Distribution of Farm Income (Thousands of Dollars)

	Farm Proprietors	Corporate Farm Income	Farmworker Wages
2000	\$ 78	\$ 61	\$ 6,803
2001	\$ 194	\$ 247	\$ 6,712
2002	\$ 1,337	- \$ 1,903	\$ 6,187
2003	\$ 163	\$ 317	\$ 6,462
2004	\$ 656	\$ 2,029	\$ 7,278
2005	\$ 1,279	\$ 1,385	\$ 8,264
2006	\$ 2,326	\$ 1,823	\$ 8,247
2007	\$ 2,445	\$ 3,235	\$ 7,237
2008	\$ 1,559	\$ 1,391	\$ 8,473
2009	\$ 740	\$ 374	\$ 8,142

Source: U.S. Department of Commerce, Bureau of Economic Analysis





5.2 Energy and Utilities

What is it?

Electricity use and generation is reported by the California Energy Commission. Electricity generation capacity is the amount of energy that power plants with more than 0.1 megawatts of capacity are capable of producing. Actual production is somewhat less than capacity, especially for plant types that use less reliable sources, such as solar, wind, and hydroelectric. Energy and utilities jobs and income are also provided to show how locals benefit from the industry.

How is it used?

Changes in electrical generation capacity allow planners an estimate of growth and capabilities of electrical capacity. The data can be compared to energy use in the Environment Section to evaluate whether an area is energy self-sufficient.

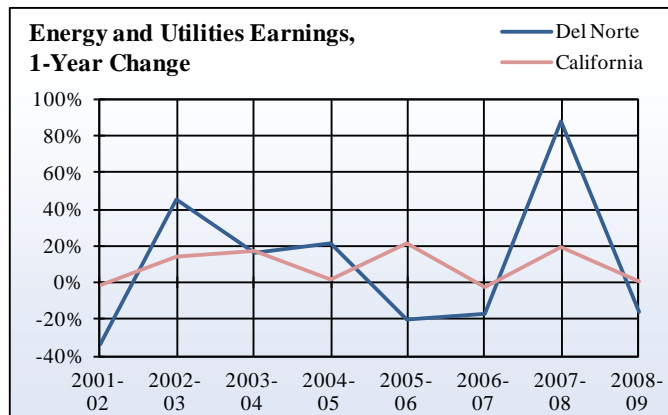
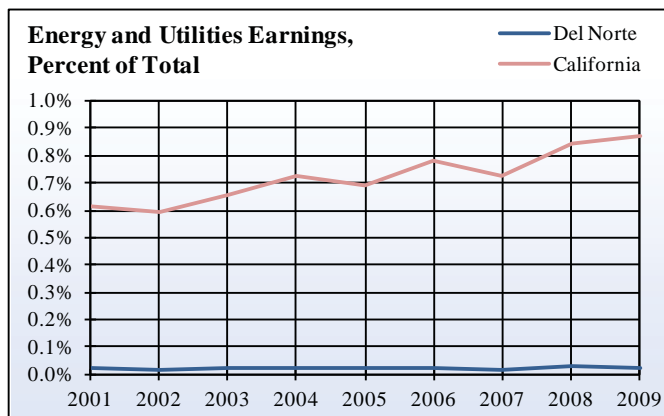
How is Del Norte County doing?

Total jobs in Del Norte County, from energy and utilities, are withheld by the U.S. Department of Commerce because at least 80 percent of the energy jobs are with one company. There is less than 0.1 megawatts of electrical generation in the county. Therefore, the California Energy Commission does not have any generation data to report. Del Norte total earned income for energy and utilities was \$176,000 in 2009, a 15.8 percent decrease from 2008.

Energy and Utilities Earnings (Thousands), Del Norte

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 124	n/a	n/a	0.02 %	0.6 %
2002	\$ 82	- 33.9 %	- 1.3 %	0.02 %	0.6 %
2003	\$ 119	45.1 %	14.1 %	0.02 %	0.7 %
2004	\$ 138	16.0 %	17.7 %	0.02 %	0.7 %
2005	\$ 167	21.0 %	1.3 %	0.03 %	0.7 %
2006	\$ 134	- 19.8 %	21.6 %	0.02 %	0.8 %
2007	\$ 111	- 17.2 %	- 2.9 %	0.02 %	0.7 %
2008	\$ 209	88.3 %	19.0 %	0.03 %	0.8 %
2009	\$ 176	- 15.8 %	0.8 %	0.02 %	0.9 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



5.3 Construction

What is it?

New housing units indicate growth in both construction and population. The California Construction Industry Research Board provides statistics that indicate the status of construction in each county, by city. The data is tabulated for single- and multiple-family units and a percentage is provided for comparison. The permitted value of new construction shows the type of growth in new construction. Construction jobs and income are also provided to show how locals benefit from the construction industry.

How is it used?

Construction is often a leading indicator of economic growth. Increasing production often requires new or reconstructed facilities. Furthermore, the Construction Industry provides employment for a large number of blue collar workers. However, the industry statewide has seen a major decrease in activity due to the economic downturn.

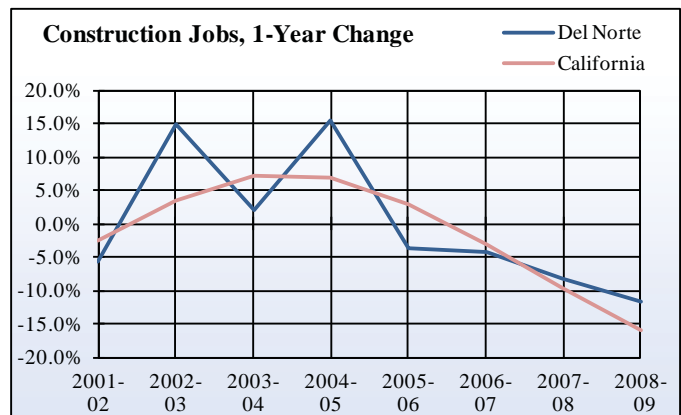
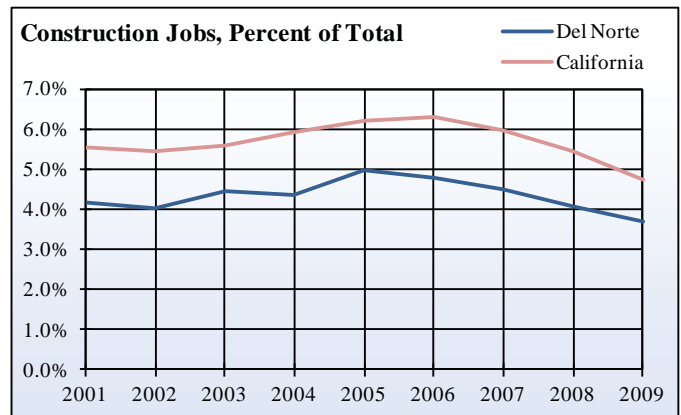
How is Del Norte County doing?

Total Construction jobs in Del Norte County have been consistently decreasing since 2006. The decline in construction can be seen across the state and throughout the country in the time period due to the harsh economic climate. Earned income in construction was 16.5 million dollars in 2009 representing 3.7% of total earnings by industry. In 2010 Del Norte County constructed a total of 61 new housing units, up from 28 in 2009. In Del Norte County the permitted value of new construction was 15.1 million dollars in 2010, a 45 percent increase from the previous year.

Construction Jobs, Del Norte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2001	435	n/a	n/a	4.2 %	5.5 %
2002	410	- 5.7 %	- 2.6 %	4.0 %	5.5 %
2003	471	14.9 %	3.4 %	4.5 %	5.6 %
2004	481	2.1 %	7.3 %	4.4 %	5.9 %
2005	556	15.6 %	7.0 %	5.0 %	6.2 %
2006	536	- 3.6 %	2.9 %	4.8 %	6.3 %
2007	513	- 4.3 %	- 3.2 %	4.5 %	6.0 %
2008	470	- 8.4 %	- 9.6 %	4.1 %	5.4 %
2009	415	- 11.7 %	- 16.1 %	3.7 %	4.7 %

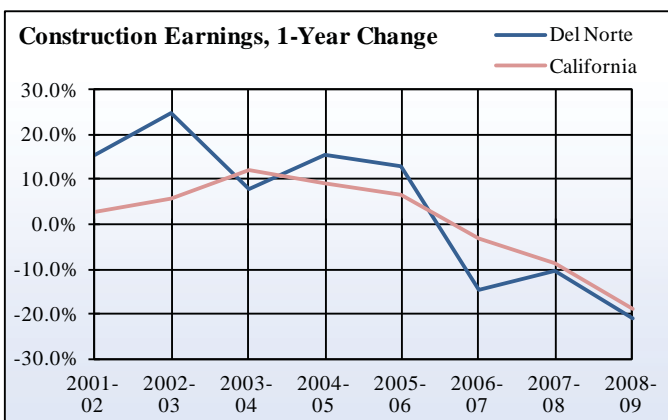
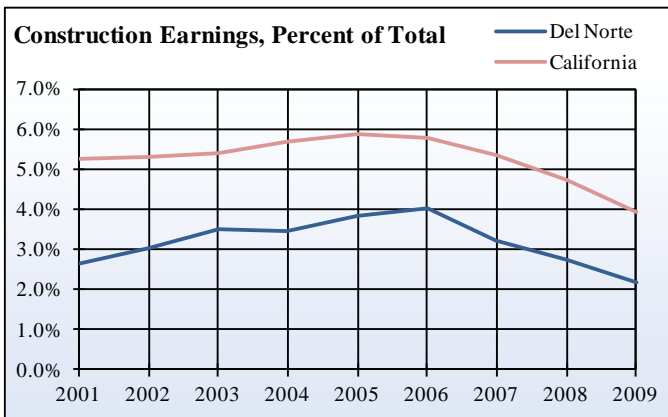
Source: U.S. Department of Commerce, Bureau of Economic Analysis



Construction Earnings (Thousands), Del Norte County

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 13,447	n/a	n/a	2.7 %	5.2 %
2002	\$ 15,548	15.6 %	2.6 %	3.0 %	5.3 %
2003	\$ 19,380	24.6 %	5.7 %	3.5 %	5.4 %
2004	\$ 20,937	8.0 %	12.1 %	3.4 %	5.7 %
2005	\$ 24,188	15.5 %	9.1 %	3.8 %	5.8 %
2006	\$ 27,296	12.8 %	6.6 %	4.0 %	5.8 %
2007	\$ 23,340	- 14.5 %	- 3.4 %	3.2 %	5.3 %
2008	\$ 20,928	- 10.3 %	- 8.8 %	2.8 %	4.8 %
2009	\$ 16,531	- 21.0 %	- 19.1 %	2.2 %	3.9 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family	
				County	California
2000	44	0	44	100.0 %	71.1 %
2001	56	0	56	100.0 %	71.9 %
2002	73	6	79	92.4 %	73.8 %
2003	113	14	127	89.0 %	70.9 %
2004	121	77	198	61.1 %	71.1 %
2005	106	14	120	88.3 %	74.2 %
2006	37	0	37	100.0 %	65.8 %
2007	77	6	83	92.8 %	60.5 %
2008	34	82	116	29.3 %	50.9 %
2009	28	0	28	100.0 %	69.9 %
2010	23	38	61	37.7 %	57.0 %
Total 2000-2010	712	237	949	75.0 %	69.2 %

Source: California Construction Industry Research Board

Annual Percent Change of Single-Family Units

Year	Percent of units are single-family	
	County	California
2000-01	27.3 %	0.1 %
2001-02	41.1 %	12.8 %
2002-03	60.8 %	16.6 %
2003-04	55.9 %	8.8 %
2004-05	-39.4 %	-2.0 %
2005-06	-69.2 %	-21.3 %
2006-07	124.3 %	-31.2 %
2007-08	39.8 %	-42.5 %
2008-09	-75.9 %	-43.9 %
2009-10	117.9 %	22.9 %

Source: California Construction Industry Research Board

Total New Housing Units Authorized by Building Permits, Cities

City/Town	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Crescent City	0	1	5	16	78	23	3	8	4	0	39
Unincorporated Area	44	55	74	111	120	97	34	75	112	28	22

Source: California Construction Industry Research Board



City Value of Total New Housing Units (Thousands of Dollars)

City/Town	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Crescent City	\$ 193	\$ 458	\$ 1,332	\$ 6,419	\$ 2,361	\$ 565	\$ 1,036	\$ 875	\$ 0	\$ 6,926
Unincorporated Area	\$ 7,931	\$ 12,765	\$ 18,171	\$ 20,174	\$ 17,894	\$ 6,800	\$ 14,699	\$ 18,417	\$ 6,042	\$ 4,292

Source: California Construction Industry Research Board

Value of New Housing Units in Thousands (2000-2010)

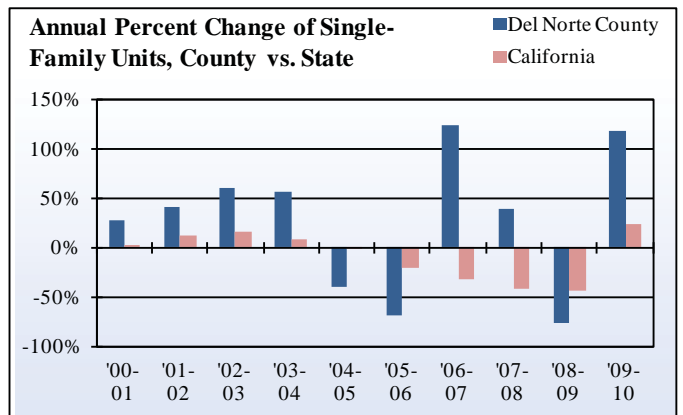
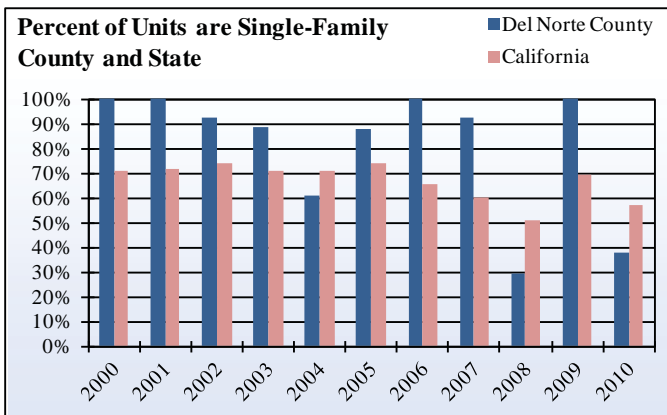
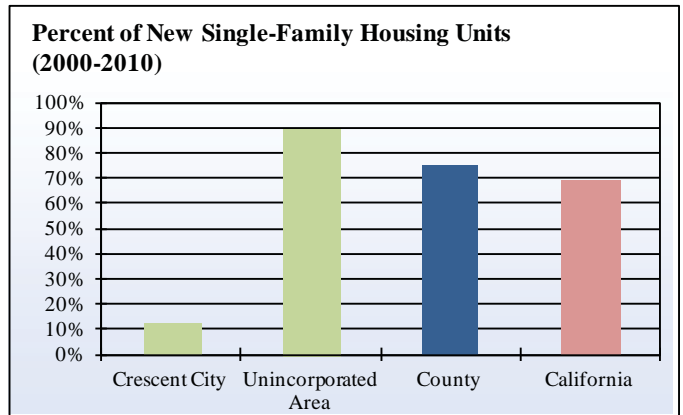
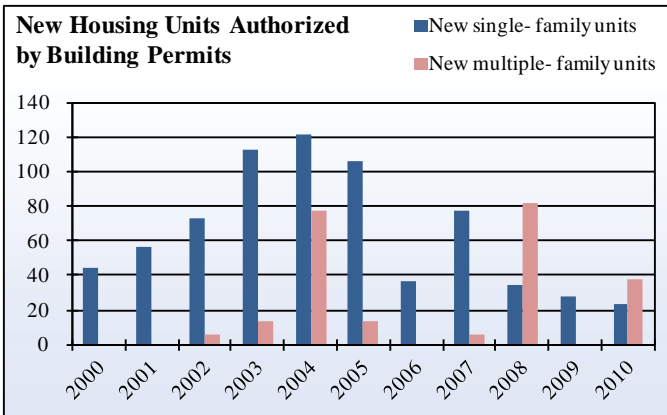
City/Town	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family
Crescent City	\$ 3,709	\$ 16,454	\$ 20,164	18.4 %
Unincorporated Area	\$ 122,550	\$ 9,907	\$ 132,457	92.5 %

Source: California Construction Industry Research Board

Percent of New Single-Family Housing Units (2000-2010)

City/Town	New single-family units	New multiple-family units	Total new housing units	Percent of units are single-family
Crescent City	22	155	177	12.4%
Unincorporated Area	690	82	772	89.4%

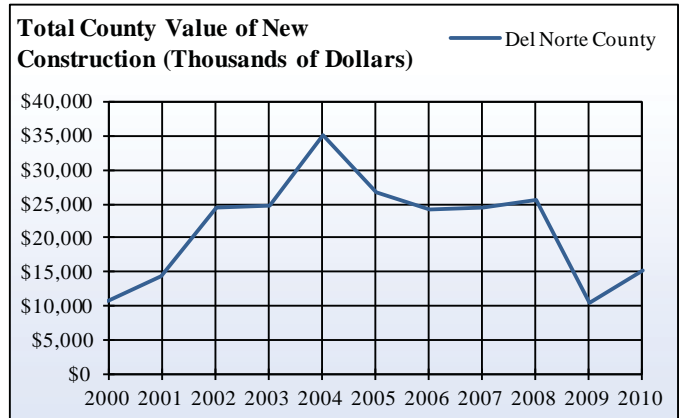
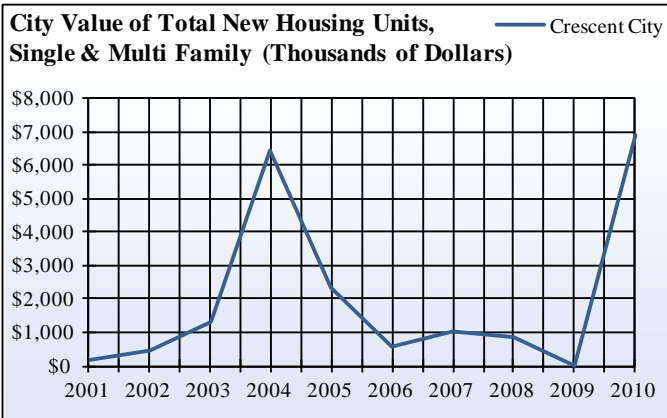
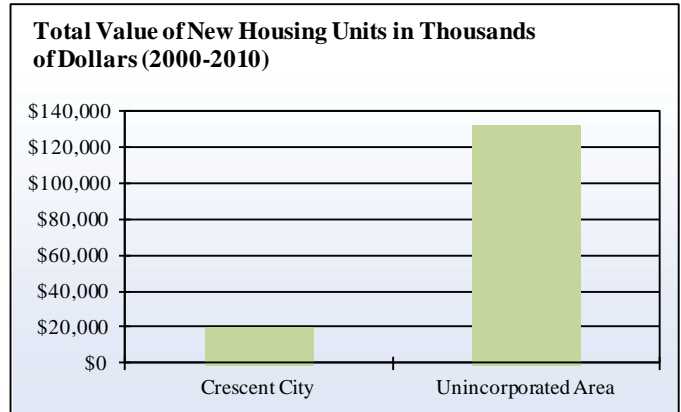
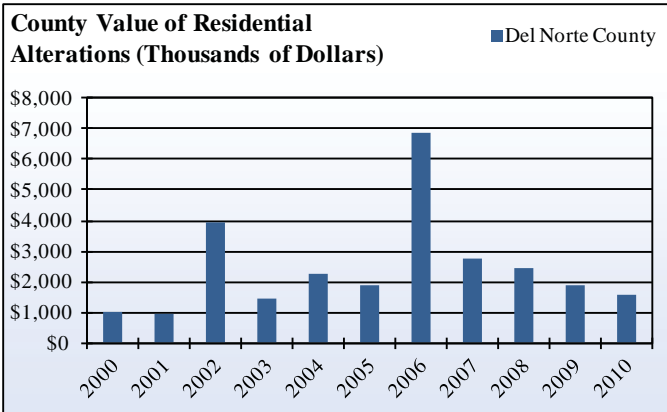
Source: California Construction Industry Research Board



County Value of New Construction (Thousands of Dollars)

Year	New Single-Family Units	New Multiple-Family Units	Residential Alterations	Offices	Retail Stores	Other Commercial	Industrial	Other Constr.	Nonres. Alterations	Total Value
2000	\$ 5,271	\$ 0	\$ 1,036	\$ 0	\$ 380	\$ 0	\$ 0	\$ 2,169	\$ 1,775	\$ 10,631
2001	\$ 8,124	\$ 0	\$ 949	\$ 0	\$ 0	\$ 3,090	\$ 0	\$ 1,756	\$ 378	\$ 14,297
2002	\$ 12,655	\$ 567	\$ 3,954	\$ 177	\$ 1,060	\$ 2,720	\$ 0	\$ 2,503	\$ 943	\$ 24,581
2003	\$ 18,477	\$ 1,026	\$ 1,422	\$ 262	\$ 443	\$ 1,100	\$ 0	\$ 1,836	\$ 268	\$ 24,834
2004	\$ 20,337	\$ 6,256	\$ 2,227	\$ 449	\$ 0	\$ 110	\$ 0	\$ 5,015	\$ 649	\$ 35,043
2005	\$ 19,243	\$ 1,012	\$ 1,894	\$ 495	\$ 1,416	\$ 0	\$ 0	\$ 2,197	\$ 514	\$ 26,771
2006	\$ 7,365	\$ 0	\$ 6,886	\$ 517	\$ 361	\$ 0	\$ 0	\$ 4,628	\$ 4,498	\$ 24,256
2007	\$ 15,271	\$ 463	\$ 2,784	\$ 0	\$ 1,172	\$ 0	\$ 0	\$ 2,510	\$ 2,201	\$ 24,401
2008	\$ 9,055	\$ 10,237	\$ 2,417	\$ 0	\$ 701	\$ 0	\$ 0	\$ 2,524	\$ 615	\$ 25,549
2009	\$ 6,042	\$ 0	\$ 1,866	\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,471	\$ 1,071	\$ 10,450
2010	\$ 4,418	\$ 6,800	\$ 1,593	\$ 0	\$ 0	\$ 0	\$ 0	\$ 1,305	\$ 1,030	\$ 15,146
Total 2000-2010	\$ 126,259	\$ 26,361	\$ 27,029	\$ 1,901	\$ 5,532	\$ 7,020	\$ 0	\$ 27,913	\$ 13,942	\$ 235,958

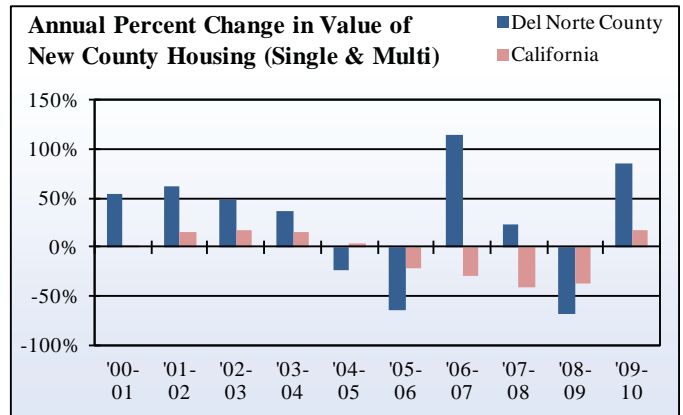
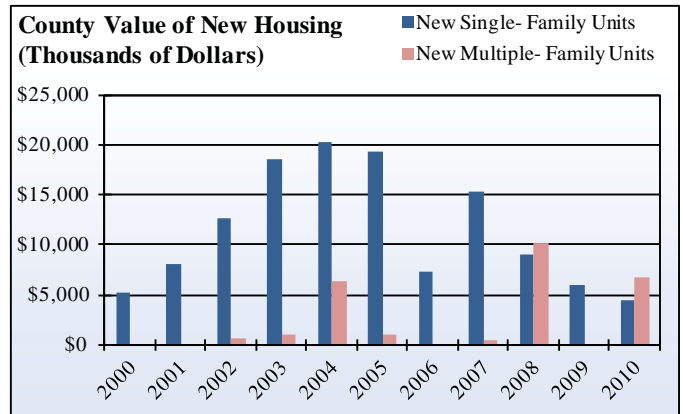
Source: California Construction Industry Research Board



Annual Percent Change in Value of New County Housing

Year	Change in Total Value of New Single and Multi-Family Units	
	County	California
2000-01	54.1%	1.7%
2001-02	62.8%	15.4%
2002-03	47.5%	17.1%
2003-04	36.4%	14.8%
2004-05	-23.8%	4.1%
2005-06	-63.6%	-21.9%
2006-07	113.6%	-29.0%
2007-08	22.6%	-42.0%
2008-09	-68.7%	-37.6%
2009-10	85.7%	16.3%

Source: California Construction Industry Research Board



5.4 Manufacturing

What is it?

Manufacturing is defined in the President’s Office of Management and Budget’s North American Industrial Classification System as the mechanical, physical, or chemical transformation of materials, substances, or components into new products. Manufacturing jobs and income are also provided to show how locals benefit from the manufacturing industry.

How is it used?

Manufacturing is usually an economic base industry, making it an important local economic indicator. Certain manufacturing industries are affected either positively or negatively to economic shocks. If an industry is showing growth during this current economic downturn, that industry may be critical to the county’s economic recovery.

Counties that experience limited decline or show growth in manufacturing during the downturn have a competitive advantage when attracting related industries.

How is Del Norte County doing?

There were a total of 139 manufacturing jobs in Del Norte County in 2009. This represented an 18.7 percent decrease from 2008. The percent of manufacturing jobs in Del Norte County had decreased from 3.4 percent in 2001 to 1.2 percent in 2009. Manufacturing jobs increased from 2001 to 2004 followed by consistent year over year decreases from 2005 to 2009. Del Norte County experienced more rapid decline in manufacturing jobs than the state between 2005 and 2009.

Manufacturing Earnings (Thousands), Del Norte County

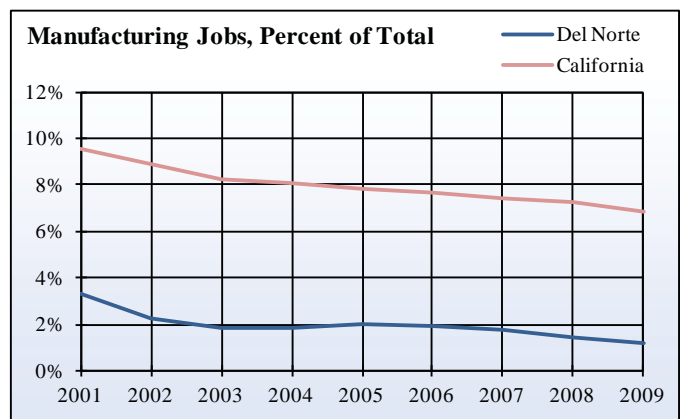
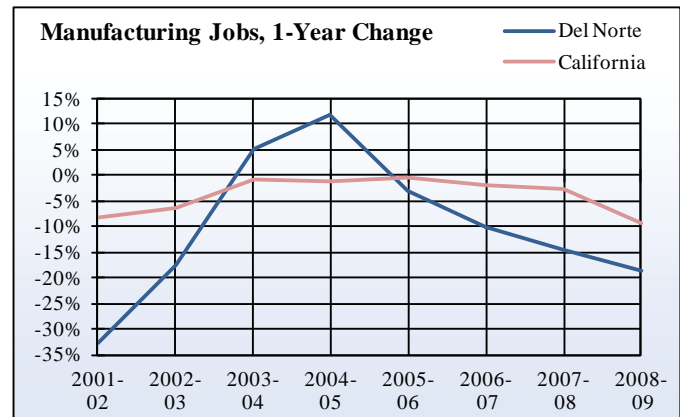
Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 12,451	n/a	n/a	2.5 %	9.9 %
2002	\$ 9,191	- 26.2 %	- 4.8 %	1.8 %	9.3 %
2003	\$ 7,073	- 23.0 %	1.2 %	1.3 %	9.1 %
2004	\$ 7,866	11.2 %	4.1 %	1.3 %	8.9 %
2005	\$ 9,720	23.6 %	3.9 %	1.5 %	8.7 %
2006	\$ 9,873	1.6 %	3.8 %	1.5 %	8.4 %
2007	\$ 8,850	- 10.4 %	1.1 %	1.2 %	8.1 %
2008	\$ 7,248	- 18.1 %	- 1.6 %	1.0 %	7.8 %
2009	\$ 6,247	- 13.8 %	- 4.7 %	0.8 %	7.6 %

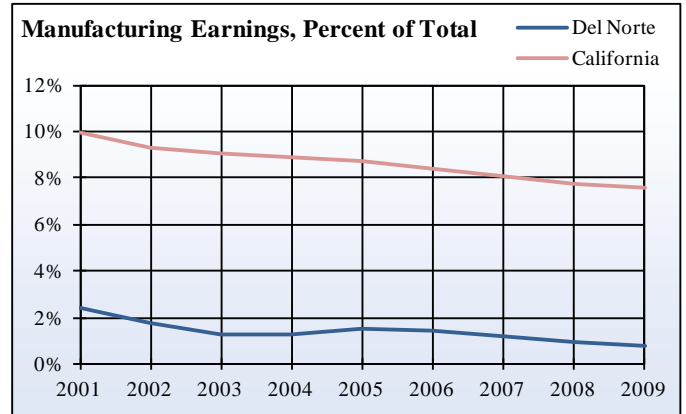
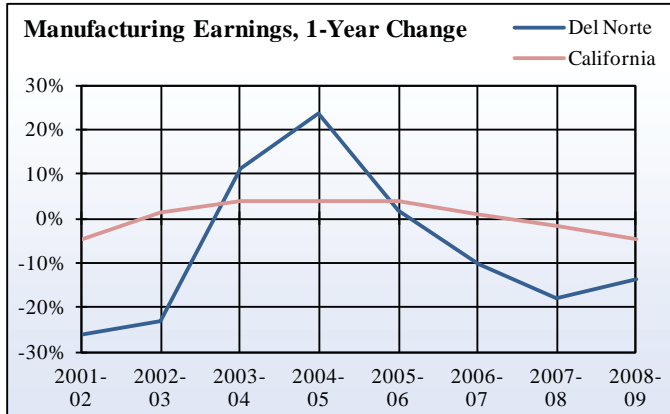
Source: U.S. Department of Commerce, Bureau of Economic Analysis

Manufacturing Jobs, Del Norte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2001	350	n/a	n/a	3.4 %	9.6 %
2002	236	- 32.6 %	- 8.0 %	2.3 %	8.9 %
2003	195	- 17.4 %	- 6.2 %	1.8 %	8.3 %
2004	205	5.1 %	- 0.8 %	1.9 %	8.1 %
2005	229	11.7 %	- 1.1 %	2.0 %	7.9 %
2006	222	- 3.1 %	- 0.4 %	2.0 %	7.7 %
2007	200	- 9.9 %	- 1.8 %	1.8 %	7.4 %
2008	171	- 14.5 %	- 2.7 %	1.5 %	7.2 %
2009	139	- 18.7 %	- 9.5 %	1.2 %	6.8 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis





5.5 Travel and Recreation

What is it?

The travel and recreation industry is the amount of travel expenditures made in the county by visitors. Travel and tourism expenditures were provided by the California Travel and Tourism Commission. Travel and recreation jobs and income are also provided to show how locals benefit from the industry.

How is it used?

Travel into a county can show the desirability of the county to attract visitors. Visitor-serving industries are often an important economic base industry because they attract spending from outside of the area. This makes travel and recreation industry performance an important local economic indicator.

How is Del Norte County doing?

Jobs in the travel industry declined from 2008 to 2009 for Del Norte County by 5.5 percent. In 2009 the total number of travel and recreation jobs was 1,046. Earned income for travel and recreation was 15,423 in 2009. Travel expenditures decreased from \$105.1 million in 2008 to \$103.9 million in 2009, a loss of 1.1 percent. This is significantly less austere than California's annual percent change from 2008 to 2009 of negative 10.1 percent.

Travel and Recreation Earnings (Thousands), Del Norte

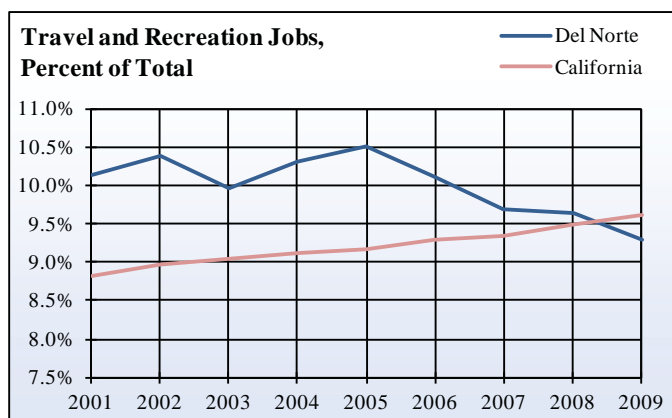
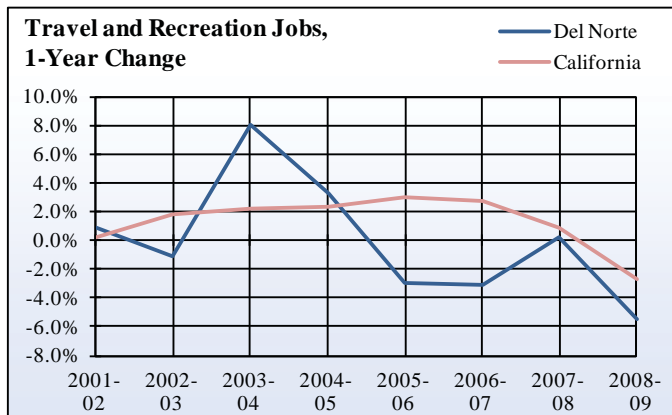
Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 13,948	n/a	n/a	2.7 %	3.6 %
2002	\$ 14,606	4.7 %	5.7 %	2.8 %	3.7 %
2003	\$ 14,899	2.0 %	6.3 %	2.7 %	3.8 %
2004	\$ 16,492	10.7 %	7.9 %	2.7 %	3.9 %
2005	\$ 17,665	7.1 %	2.8 %	2.8 %	3.8 %
2006	\$ 17,665	n/a	5.5 %	2.6 %	3.7 %
2007	\$ 16,579	- 6.1 %	5.8 %	2.3 %	3.7 %
2008	\$ 16,193	- 2.3 %	- 0.1 %	2.1 %	3.6 %
2009	\$ 15,579	- 3.8 %	- 4.6 %	2.1 %	3.5 %

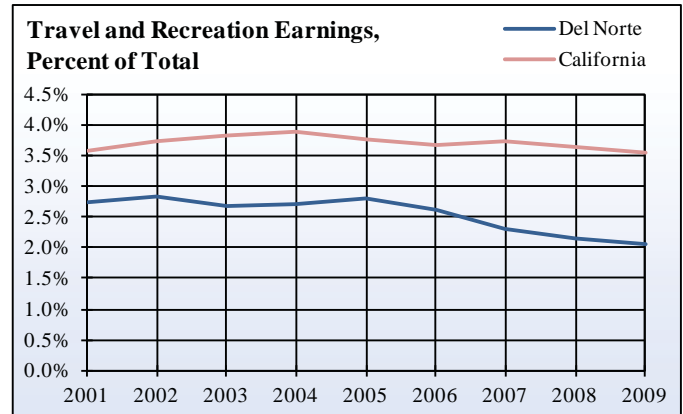
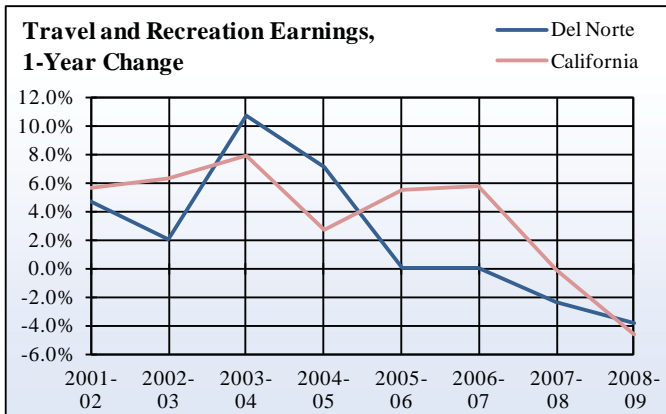
Source: U.S. Department of Commerce, Bureau of Economic Analysis

Travel and Recreation Jobs, Del Norte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2001	1,055	n/a	n/a	10.1 %	8.8 %
2002	1,065	0.9 %	0.3 %	10.4 %	9.0 %
2003	1,053	- 1.1 %	1.8 %	10.0 %	9.1 %
2004	1,138	8.1 %	2.2 %	10.3 %	9.1 %
2005	1,175	3.3 %	2.3 %	10.5 %	9.2 %
2006	1,140	- 3.0 %	3.0 %	10.1 %	9.3 %
2007	1,104	- 3.1 %	2.8 %	9.7 %	9.3 %
2008	1,107	0.3 %	1.0 %	9.6 %	9.5 %
2009	1,046	- 5.5 %	- 2.7 %	9.3 %	9.6 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis

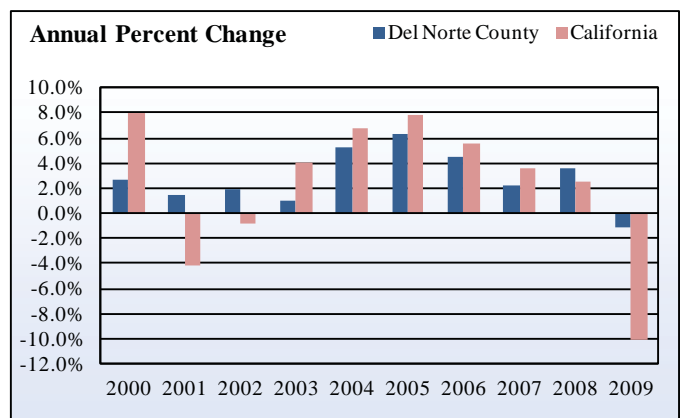
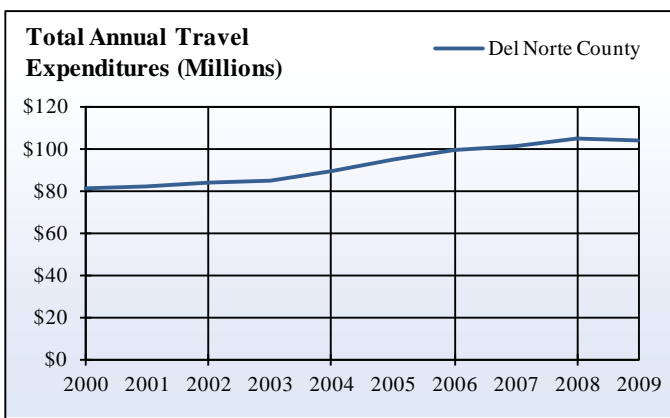




Total Annual Travel Expenditures by Region and State (Millions)

Year	Expenditures in Region	Annual percent change	Expenditure in California	Annual percent change
2000	\$ 81.4	2.7 %	\$ 76,500	7.9 %
2001	\$ 82.6	1.4 %	\$ 73,300	- 4.2 %
2002	\$ 84.1	1.8 %	\$ 72,700	- 0.8 %
2003	\$ 84.9	1.0 %	\$ 75,600	4.0 %
2004	\$ 89.4	5.3 %	\$ 80,700	6.7 %
2005	\$ 95.1	6.4 %	\$ 87,000	7.8 %
2006	\$ 99.3	4.4 %	\$ 91,800	5.5 %
2007	\$ 101.5	2.2 %	\$ 95,100	3.6 %
2008	\$ 105.1	3.5 %	\$ 97,500	2.5 %
2009	\$ 103.9	- 1.1 %	\$ 87,700	- 10.1 %

Source: California Travel and Tourism Commission, Dean Runyan Associates



5.6 Retail

What is it?

This section includes taxable retail sales. It also includes nonretail and total taxable sales because goods and services sold by nonretail stores and offices often serve as a substitute for sales at retail stores. Items subject to sales tax are included, which covers any items considered nonessential food items. Items not included in taxable sales include milk, bread, cereal, and other basic foods not prepared for final consumption. Retail jobs and income are also provided to show how locals benefit from the retail industry.

How is it used?

Retail is usually a local-serving industry, meaning it primarily sells to people living within the area. Retail activity is usually impacted by changes in traditional base industries like agriculture and manufacturing. It is used to help assess the economic impact of changes in base industries. Retail is also typically one of the largest industry sectors in local economies.

How is Del Norte County doing?

Retail sales jobs declined in 2009 to 1,253. Earned Income for Retail sales decreased to \$35.7 million in 2009, a 3.2 percent loss from the previous year. Taxable sales steadily increased from fiscal year 2000-01 to peak at \$157.6 million in 2006-07. In 2009, taxable retail sales totaled \$143.3 million, a one year shortfall of 7.2 percent. However, this is less than California which observed 12.9 percent decline over the same time span. Similarly, Crescent City's total taxable sales (retail and nonretail) peaked in 2008 at \$104.4 million, only to drop considerably in 2009 to \$88.3 million. Nonretail taxable sales fell sharply in this period and was the chief mechanism that drove down total taxable sales. Taxable retail sales also declined from 2008 to 2009, but not as drastically, which is evident in the increase of retail sales share of total sales. In 2009, retail sales made up 71.2 percent of total sales. In ten years of data, retail sales never held more than 68 percent of total sales.

Retail Jobs, Del Norte County

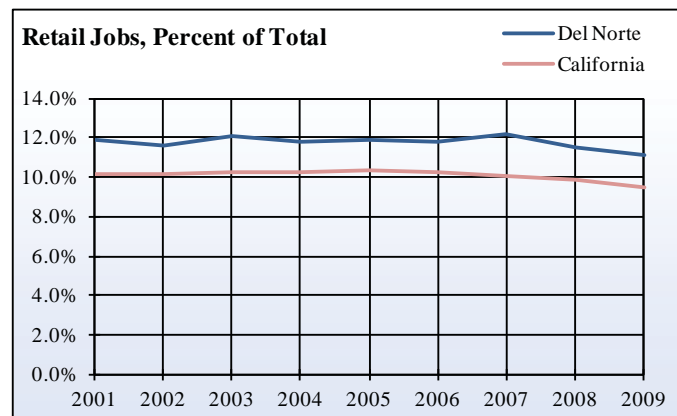
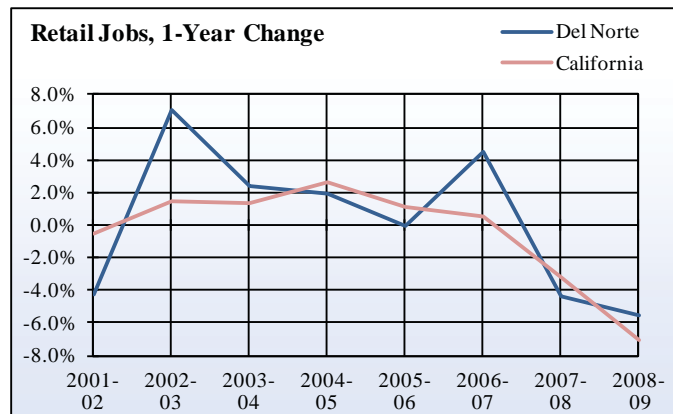
Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2001	1,242	n/a	n/a	11.9 %	10.1 %
2002	1,189	- 4.3 %	- 0.5 %	11.6 %	10.2 %
2003	1,273	7.1 %	1.5 %	12.1 %	10.3 %
2004	1,304	2.4 %	1.3 %	11.8 %	10.3 %
2005	1,329	1.9 %	2.6 %	11.9 %	10.3 %
2006	1,328	- 0.1 %	1.1 %	11.8 %	10.3 %
2007	1,388	4.5 %	0.5 %	12.2 %	10.1 %
2008	1,327	- 4.4 %	- 3.2 %	11.5 %	9.8 %
2009	1,253	- 5.6 %	- 7.0 %	11.1 %	9.5 %

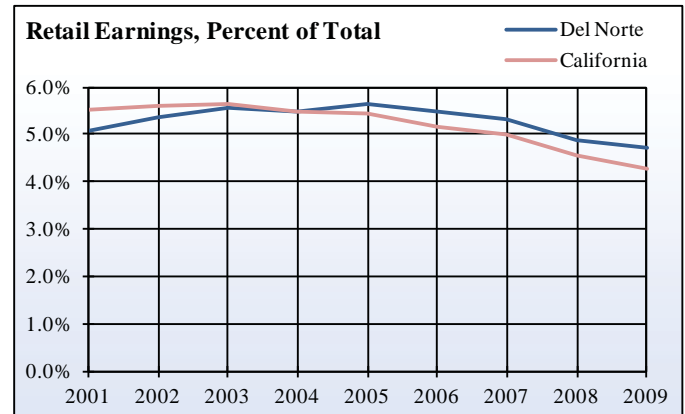
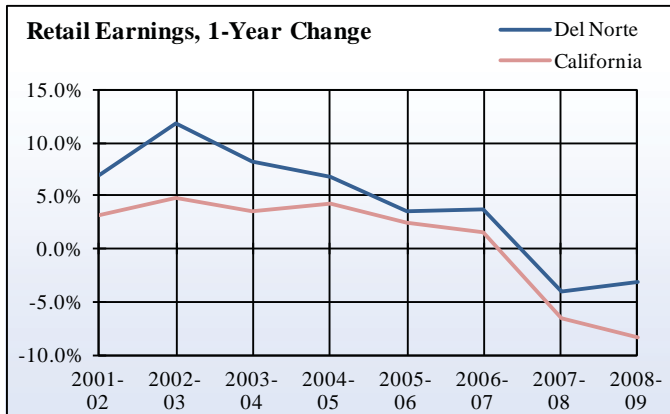
Source: U.S. Department of Commerce, Bureau of Economic Analysis

Retail Earnings (Thousands), Del Norte County

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 25,815	n/a	n/a	5.1 %	5.5 %
2002	\$ 27,623	7.0 %	3.3 %	5.4 %	5.6 %
2003	\$ 30,905	11.9 %	4.8 %	5.6 %	5.6 %
2004	\$ 33,443	8.2 %	3.6 %	5.5 %	5.5 %
2005	\$ 35,742	6.9 %	4.3 %	5.6 %	5.4 %
2006	\$ 37,023	3.6 %	2.5 %	5.5 %	5.2 %
2007	\$ 38,401	3.7 %	1.5 %	5.3 %	5.0 %
2008	\$ 36,859	- 4.0 %	- 6.5 %	4.9 %	4.6 %
2009	\$ 35,677	- 3.2 %	- 8.4 %	4.7 %	4.3 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis





Taxable Sales, Retail and Nonretail (Thousands)

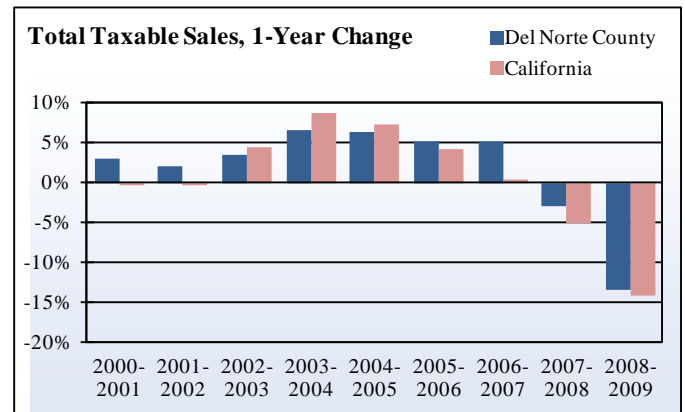
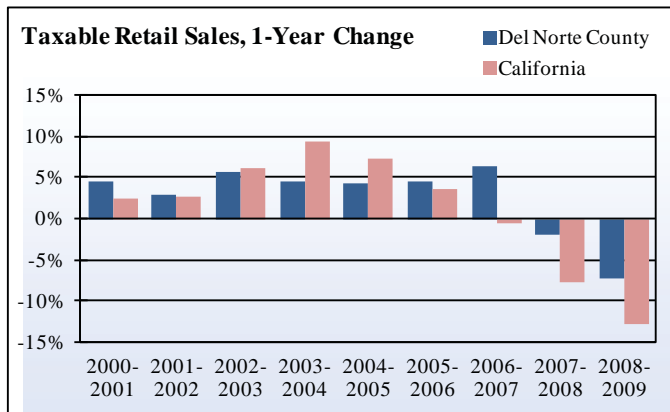
Year	Retail Stores	Nonretail	Total
2000	\$ 114,513	\$ 61,465	\$ 175,978
2001	\$ 119,581	\$ 61,511	\$ 181,092
2002	\$ 122,978	\$ 61,772	\$ 184,750
2003	\$ 130,034	\$ 61,307	\$ 191,341
2004	\$ 135,986	\$ 67,766	\$ 203,752
2005	\$ 141,749	\$ 74,707	\$ 216,456
2006	\$ 148,014	\$ 79,511	\$ 227,525
2007	\$ 157,596	\$ 81,675	\$ 239,271
2008	\$ 154,381	\$ 77,815	\$ 232,197
2009	\$ 143,318	\$ 57,852	\$ 201,170

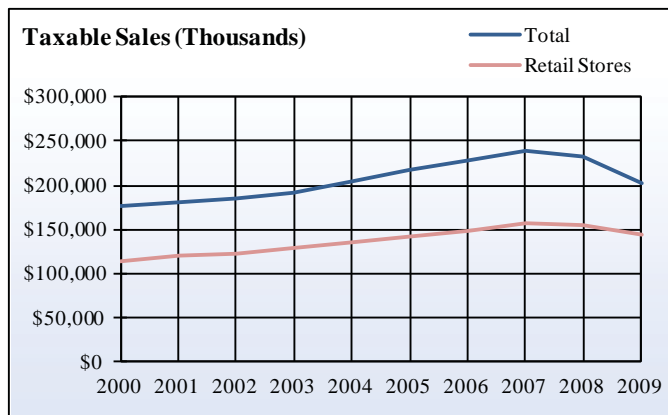
Source: California Board of Equalization

Taxable Sales, Annual Change

Year	Taxable Retail Sales		Total Taxable Sales	
	County	California	County	California
2000-2001	4.4 %	2.4 %	2.9 %	- 0.0 %
2001-2002	2.8 %	2.6 %	2.0 %	- 0.1 %
2002-2003	5.7 %	6.2 %	3.6 %	4.4 %
2003-2004	4.6 %	9.4 %	6.5 %	8.8 %
2004-2005	4.2 %	7.4 %	6.2 %	7.4 %
2005-2006	4.4 %	3.5 %	5.1 %	4.2 %
2006-2007	6.5 %	- 0.5 %	5.2 %	0.3 %
2007-2008	- 2.0 %	- 7.7 %	- 3.0 %	- 5.2 %
2008-2009	- 7.2 %	- 12.9 %	- 13.4 %	- 14.2 %

Source: California Board of Equalization





Taxable Retail Sales (Thousands)

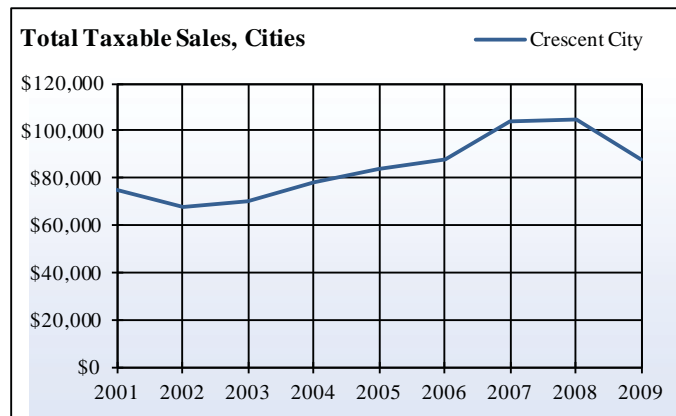
Year	2001	2002	2003	2004	2005	2006	2007	2008	2009
Crescent City	\$ 60,669	\$ 54,728	\$ 55,475	\$ 60,902	\$ 63,820	\$ 67,376	\$ 80,569	\$ 77,875	\$ 72,622

Source: California Board of Equalization

Total Taxable Sales (Thousands)

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009
Crescent City	\$ 74,838	\$ 68,117	\$ 70,538	\$ 78,107	\$ 83,610	\$ 88,113	\$ 103,679	\$ 104,389	\$ 88,280

Source: California Board of Equalization



5.7 Government

What is it?

This section includes revenue and expenditures to and from county government. It does not include city government revenues and expenditures, or those from special districts such as schools, utility districts, public safety districts, etc. Government jobs and income are also provided to show how locals benefit from government employment.

How is it used?

Local government revenue shows the amount of money generated by sources such as property tax, sales tax and federal and state funding. Expenditures show the amount of money spent on things such as police, fire, public assistance and health. Changes in funding over time can be compared to population growth to assess the degree to which local government can keep pace with the local demand for public services. Local government finance in California is tricky, so state and local officials need to see how changes in public finance methodology affect government finance at the local level. Because government is often a large portion of the local economy, increases or decreases in government spending can have a direct impact on the county's economy.

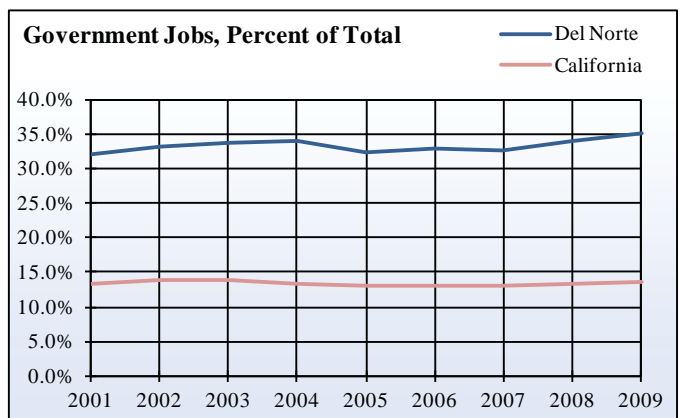
How is Del Norte County doing?

Total government jobs in Del Norte County have been consistently increasing since 2005. Earned income by government employees decreased from \$224,792,000 in 2008 to \$219,470 in 2009, a change of negative 2.4 percent. In 2009, government workers accounted for 28.9 percent of earnings, down from 29.7 percent in 2008 and 29.5 percent in 2007. This decrease corresponds with a similar increase in earnings from state workers over the same time period. Local government revenue was 57,569,762 in fiscal year 2008-09 an increase of 2.6 percent. Local government expenditure increased from \$53,415,861 in fiscal year 2006-07 to \$59,201,814 in fiscal year 2008-09, an increase of \$5,785,953, due to the current economic climate. The difference between local government revenues and expenditures in Del Norte County increased from \$535,764 in fiscal year 2006-07 to \$1,632,052 in fiscal year 2008-09.

Government Worker Jobs, Del Norte County

Year	County Jobs	1-Year Change		Percent of Total	
		County	California	County	California
2001	3,343	n/a	n/a	32.1 %	13.3 %
2002	3,394	1.5 %	2.6 %	33.1 %	13.8 %
2003	3,547	4.5 %	- 0.1 %	33.6 %	13.7 %
2004	3,741	5.5 %	- 1.0 %	33.8 %	13.4 %
2005	3,632	- 2.9 %	- 0.1 %	32.4 %	13.1 %
2006	3,687	1.5 %	0.8 %	32.7 %	13.0 %
2007	3,727	1.1 %	1.7 %	32.7 %	13.0 %
2008	3,910	4.9 %	1.5 %	34.0 %	13.2 %
2009	3,948	1.0 %	- 1.1 %	35.1 %	13.6 %

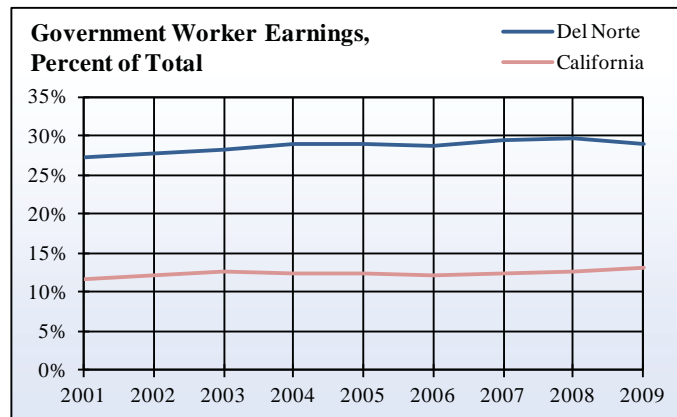
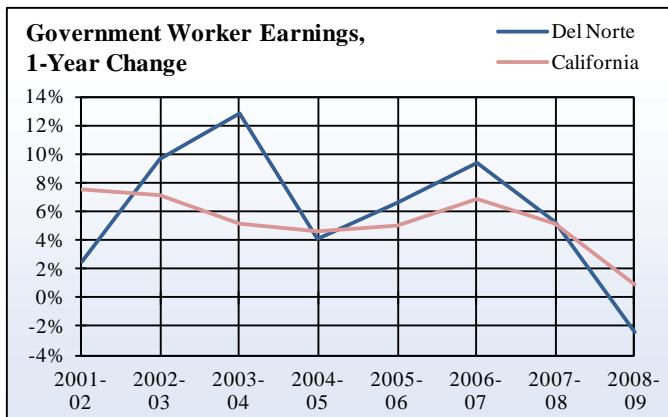
Source: U.S. Department of Commerce, Bureau of Economic Analysis



Government Worker Earnings (Thousands), Del Norte

Year	County Earnings	1-Year Change		Percent of Total	
		County	California	County	California
2001	\$ 138,688	n/a	n/a	27.3 %	11.6 %
2002	\$ 142,185	2.5 %	7.5 %	27.6 %	12.3 %
2003	\$ 155,930	9.7 %	7.1 %	28.1 %	12.7 %
2004	\$ 175,941	12.8 %	5.1 %	28.9 %	12.5 %
2005	\$ 183,025	4.0 %	4.6 %	28.9 %	12.4 %
2006	\$ 195,234	6.7 %	5.1 %	28.8 %	12.1 %
2007	\$ 213,456	9.3 %	6.9 %	29.5 %	12.3 %
2008	\$ 224,792	5.3 %	5.2 %	29.7 %	12.6 %
2009	\$ 219,470	- 2.4 %	0.9 %	28.9 %	13.1 %

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Total Government Revenue, Del Norte County - Fiscal Year 2008-2009

Revenue Source	County		California Average
	Number	Percent of Total	Percent of Total
State Funding	\$ 23,126,972	40.2 %	32.4 %
Property Taxes	\$ 6,486,704	11.3 %	23.4 %
Charges for Current Services	\$ 4,356,823	7.6 %	11.6 %
Federal Funding	\$ 18,870,743	32.8 %	19.8 %
Misc. and Other Financing Sources	\$ 715,645	1.2 %	2.8 %
Taxes, Other than Property	\$ 1,462,096	2.5 %	2.9 %
From Use of Money and Property	\$ 463,089	0.8 %	1.5 %
Govt. Other than State or Federal	\$ 267,098	0.5 %	1.7 %
Liscenses Permits and Franchises	\$ 915,512	1.6 %	1.1 %
Fines Forfeitures and Penalties	\$ 905,080	1.6 %	2.2 %
Transfers In	\$ 0	0.0 %	0.6 %
Special Benefit Assesments	\$ 0	0.0 %	0.0 %
Total Funding	\$ 57,569,762	100.0 %	100.0 %

Source: California State Controllers Office, County Annual Reports

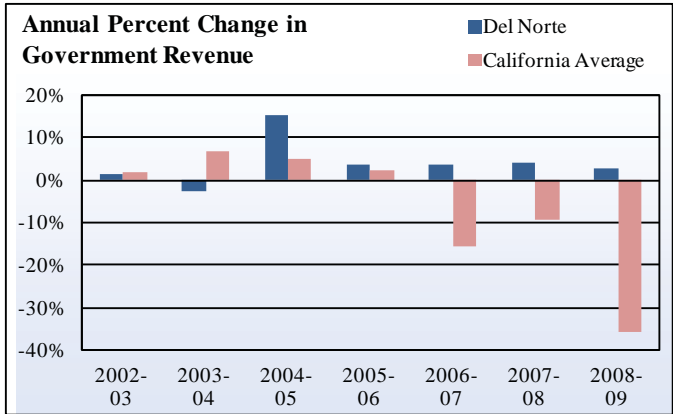
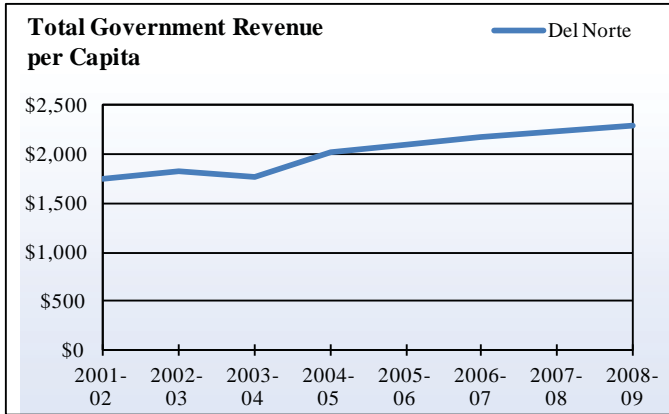
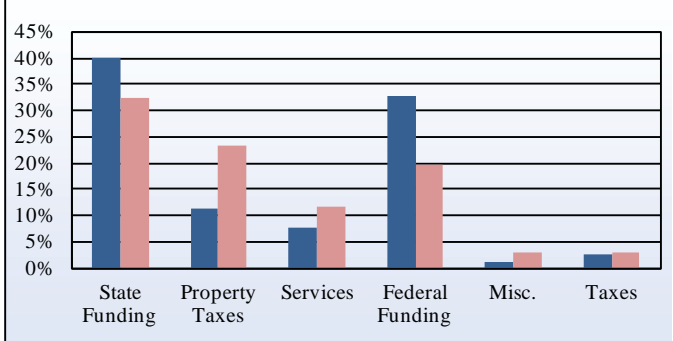


Total Government Revenue, Del Norte County

Year	County		California Average
	Total	Percent Change	Percent Change
2001-02	\$ 43,987,057	n/a	n/a
2002-03	\$ 44,627,663	1.5 %	1.9 %
2003-04	\$ 43,495,559	- 2.5 %	6.5 %
2004-05	\$ 50,199,387	15.4 %	5.1 %
2005-06	\$ 51,996,764	3.6 %	2.3 %
2006-07	\$ 53,951,625	3.8 %	- 15.4 %
2007-08	\$ 56,136,033	4.0 %	- 9.3 %
2008-09	\$ 57,569,762	2.6 %	- 35.5 %

Source: California State Controllers Office, County Annual Reports

Total Government Revenue as A Percent of Total



Total Government Expenditures, Del Norte County - Fiscal Year 2008-2009

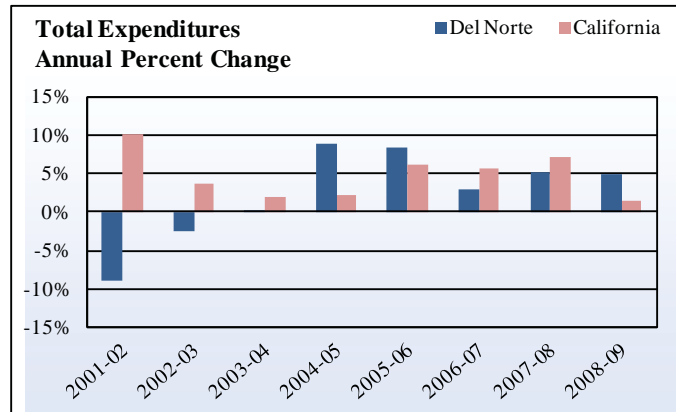
Expenditure Function	Amount	Percent of Total Expenditures	California Average Percent of Total Expenditures
Public Assistance	\$ 19,287,453	32.6 %	30.3 %
Police, Fire, and Public Protection	\$ 17,284,195	29.2 %	32.8 %
Health	\$ 7,401,364	12.5 %	18.1 %
Admin, Personnel, and Other General	\$ 9,158,634	15.5 %	9.9 %
Transportation	\$ 4,492,627	7.6 %	3.8 %
Debt Service	\$ 1,063,395	1.8 %	3.1 %
Education and Library	\$ 76,130	0.1 %	1.0 %
Recreation and Cultural	\$ 438,016	0.7 %	1.0 %
Total of Financing Uses	\$ 59,201,814	100.0 %	100.0 %

Source: California State Controllers Office, County Annual Reports

Total Government Expenditures, Del Norte County

Year	Del Norte County		California
	Total	Percent Change	Percent Change
2000-01	\$ 48,372,352	-	-
2001-02	\$ 44,359,003	-9.0 %	10.1 %
2002-03	\$ 43,246,406	-2.6 %	3.6 %
2003-04	\$ 43,285,454	0.1 %	1.9 %
2004-05	\$ 47,562,731	9.0 %	2.1 %
2005-06	\$ 51,871,855	8.3 %	6.1 %
2006-07	\$ 53,415,861	2.9 %	5.8 %
2007-08	\$ 56,265,599	5.1 %	7.2 %
2008-09	\$ 59,201,814	5.0 %	1.5 %

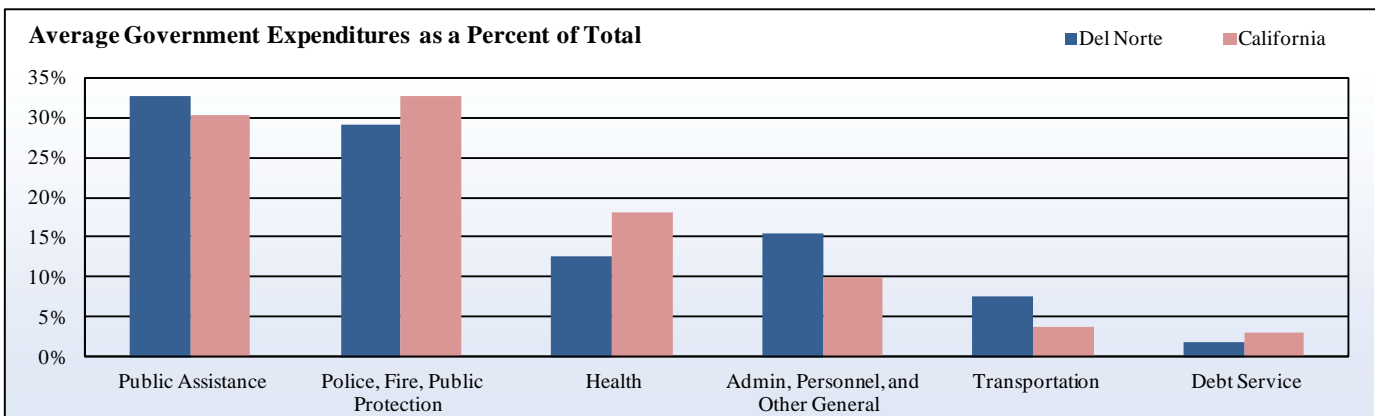
Source: California State Controllers Office, County Annual Reports



General Government Expenditures in Millions of Dollars

Year	Legislative and Admin	Finance	Council	Personnel	Elections	Communications	Property Management	Plant Acquisition	Promotion	Other General
2000-01	\$ 298	\$ 908	\$ 108	\$ 126	\$ 101	\$ 114.3	\$ 426	\$ 516	\$ 41	\$ 555
2001-02	\$ 291	\$ 1,086	\$ 122	\$ 140	\$ 125	\$ 151	\$ 444	\$ 646	\$ 49	\$ 502
2002-03	\$ 347	\$ 927	\$ 125	\$ 146	\$ 138	\$ 135	\$ 477	\$ 746	\$ 50	\$ 564
2003-04	\$ 363	\$ 921	\$ 127	\$ 145	\$ 222	\$ 156	\$ 427	\$ 823	\$ 40	\$ 656
2004-05	\$ 327	\$ 952	\$ 136	\$ 143	\$ 172	\$ 149	\$ 436	\$ 736	\$ 55	\$ 687
2005-06	\$ 398	\$ 1,246	\$ 147	\$ 157	\$ 285	\$ 155	\$ 464	\$ 894	\$ 64	\$ 594
2006-07	\$ 397	\$ 1,132	\$ 155	\$ 170	\$ 290	\$ 157	\$ 544	\$ 979	\$ 72	\$ 703
2007-08	\$ 445	\$ 1,245	\$ 170	\$ 183	\$ 269	\$ 201	\$ 534	\$ 1,047	\$ 76	\$ 979
2008-09	\$ 448	\$ 1,187	\$ 177	\$ 193	\$ 302	\$ 205	\$ 544	\$ 1,063	\$ 90	\$ 662

Source: California State Controllers Office, County Annual Reports



Del Norte
Local
Transportation  Commission