

# Ferndale Community Report



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# Ferndale Community Report

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## **Introduction**

In the spring of 2002, a group of researchers from Humboldt State University conducted a study on rural community life in Northern Humboldt County California. The research was directed by Dr. Sheila Steinberg, Assistant Professor of Sociology, and included both graduate and undergraduate students from Humboldt State University. The goal of the study was to examine rural communities in an effort to identify local community strengths. The information contained in this report can aid local economic and community development efforts. Our project included secondary data, key informant interviews, and a questionnaire distributed to residents living within Ferndale city limits. This report focuses on the community of Ferndale, California.

Ferndale is located about fifteen miles south of Eureka, close to the Eel River and Pacific Ocean. This small community in Northern California, Humboldt County traditionally has had an agricultural based economy that has transitioned to also include a very successful tourist economy. Specifically, the main industries in Ferndale are dairy farming, cattle ranching, tourism, lumber and wood products, and service (Ferndale Chamber of Commerce 2001). Ferndale is known for its architecturally stunning bed and breakfasts as well as the beautiful Victorian charm of antique shops, art galleries, and museums. These assets, as well as the beautiful country pasture, ocean views, and sweeping mountainsides, all help to attract tourists from around world. Ferndale is so picturesque that even the movie industry has taken an interest in the town for its timeless appeal and cinematic possibilities. Several movies have been filmed there during the last decade.

## **Population Characteristics**

Table 1 presents the sociodemographic information for both Humboldt County and the community of Ferndale. According to the United States Bureau of the Census 2000, the population of Ferndale is 1382 people (see Table 1).

**Table 1. Sociodemographic Profile 2000 of Humboldt County and Ferndale**

	Humboldt County	Ferndale
Population	126,518	1382
Male	62532	641
Female	63986	741
% 65 and over	12.5	16.6
% under 18	23.2	22.8
% White	84.7	93.3
% Black	0.9	0.3
% American Indian and Alaska Native	5.7	0.3
% Asian	1.7	0.6
% Native Hawaiian and Other Pacific Islander	0.2	0.1
% Some Other Race	2.4	1.3
% Hispanic	6.5	4.3
# Households	51238	611
# Family Households	30645	392
Med. Household Income	29822	NA

Source: United States Bureau of the Census 2000

NA: Data not yet available for Census 2000

Table 1 shows a general sociodemographic comparison between Ferndale and Humboldt County. According to U.S. Bureau of the Census 2000 there are 611 household in Ferndale, over one-half (392) of which are family households. Humboldt County and Ferndale have almost the same percent of children under the age of 18. Just

over twenty percent (22.8%) of Ferndale residents are under 18 and just over twenty percent (23.2%) of Humboldt County residents are under age 18. The number of residents over the age of 65 is higher for Ferndale (16.6%) than for Humboldt County (12.5%). The number of females (741) outnumber the number of males (641) in Ferndale. The town includes a racial makeup of 93.3 percent White and 4.3 percent Hispanic while the County includes 84.7 percent White and 6.5 percent. Ferndale's population consists of 16.6 percent over the age of 65 while 12.5 percent of the County population is over 65. This illustrates that Ferndale has a slightly greater percentage of retirement age individuals compared to Humboldt County.

### **Ferndale Community History**

Ferndale is recognized for its historical setting as a Victorian village. Although the population is small, the town maintains a level of stability which has been attributed, in part, to tourism (Ferndale Chamber of Commerce 2001a; Young 1966). The community is located south and east of the Eel River, which historically was home to American Indians known as the Wiyot. Until the late 1850s Wiyot lived and fished along the river without the influence of white settlers. The Shaw brothers did not settle the community of Ferndale until 1852. Most settlers who came to the area were drawn by the Gold Rush. The early immigrants came from many different backgrounds including Portuguese, Swiss, Italian, German, Danish, Irish, and Scandinavian. These early settlers, the Danish in particular, recognized that Ferndale provided an excellent opportunity and environment for raising cattle and dairy farming (Ferndale Union 1976). By 1890, Ferndale had 11 creameries and had been given the nickname "Cream City." It was the town's quality butter, known as the best in the state, which sold at high prices in San Francisco that earned the town this first nickname (Young 1975).

The town has been incorporated since 1893, and has had a strong local government since (Ferndale Chamber of Commerce 2001a). Ferndale's economy has experienced some shifts over the years. In the early 1900s, Ferndale's small creameries formed the Humboldt Creamery, which is still in operation. Since then, Ferndale has remained physically unchanged but has added tourism to its economic base making it one of Humboldt County's most desirable tourist stops. In August 2002 the town will celebrate its 150<sup>th</sup> anniversary (Faulk 2002).

Seth Shaw built the first house in the area. He nicknamed his home Fern Dale, perhaps because of the abundance of ferns in the rainforest type environment. After Shaw turned his home into the town's first post office, the area became known as Ferndale. Many pioneer marriages were performed in this house (Hillman 2002). Today, Shaw's home still stands and is known as the Shaw House Bed and Breakfast Inn. His home was the first of many Victorian style buildings built in Ferndale (Ferndale Chamber of Commerce 2001b).

Among Ferndale's historic attributes easily recognized by all who visit are the town's Victorian Inns (Winkler 1988), Repertory Theater (Apuli 1983), and old-fashioned Victorian charm. Ferndale also boasts the tallest living Sitka Spruce in the United States (Hillman 2002). Filled with historical buildings and homes, Ferndale's architecture is the reason the entire town was determined to be an historical landmark (Humboldt Visitor 2001/2002). Because of its Victorian allure and charm, Ferndale has been employed by Hollywood since the early 1970s (Haesler 1995). It started with the miniseries "Salem's Lot," and movie "Death in Canaan" followed by "Outbreak" and most recently "The Majestic." Even a Dr. Pepper commercial was filmed in Ferndale during the late 1970s. Yet, Ferndale has faced hardships; most notably citizens have been through sizable natural disasters.

Ferndale is recognized as one of the most seismically active regions in the state has held true for the community (Feldman and Wilkinson 1992). In addition to earthquakes the town has experienced other disasters such as fires and floods. In 1875 Ferndale's commercial district was almost completely burned; in 1955 and 1964 floods swept the town; and more recently the 1992 earthquakes and 1995 flood (Faulk 2002). One especially bad flood occurred in 1995 due to the overflowing Eel River. Unfortunately, the swelled river resulted in hundreds of drowned livestock in Ferndale alone (Schneider 1995). This tragedy left quite an impact in a town where livestock are integral to local dairy production. The 1992 earthquakes caused considerable damage and repair, especially for town businesses, which were estimated at \$10 million (Rovai and Rodigue 1998). Even though Ferndale encountered substantial damage, the community pulled together in an organized and timely manner to restore the town again to its beautiful Victorian standards.

As mentioned earlier, Ferndale is full of charming qualities. Even though the town appears somewhat geographically isolated, it plays an active role in the county. The Fairgrounds are located in Ferndale, which hosts the Humboldt County Fair. The fair recently celebrated its 100-year anniversary in 1996 (Christine 1996) and is still alive. In connection with the fair, the racetracks also help attract visitors (Christine 1996).

## **Methods**

Two main methods of research were utilized in the Ferndale community study. This section provides a description of the different research methods employed in the project.

### **General Household Survey**

A general household survey was sent to residents who live within city limits. The sample for the household survey was selected from the residential parcel ownership list that originated from the Humboldt County Assessors office. The household survey was sent to all individuals that were listed on the residential parcel ownership list who have a mailing address and parcel located within Ferndale city limits.

The household survey consisted of 32 questions. The survey sought to measure respondents' attitudes towards their community. The survey required approximately 15-25 minutes to complete. Respondents were provided with a postage paid return envelope to mail back their responses. In total, 141 surveys were completed. (See Tables 3-16 for further discussion).

### **Key Informant Interviews**

Prior to developing a household survey, interviews were conducted with various community residents to identify major issues in Ferndale. Key-informants were asked about local social and economic issues, attitudes towards the community, and community strengths. In total, 10 key-informant interviews were conducted. Using a snowball sampling technique, people were interviewed from local government, businesses, and educational sectors of the community. At the end of each interview, people were asked to suggest other members of the community who are knowledgeable about local community issues. These individuals were then contacted, thus employing a snowball sampling technique. Key-informant interviews were conducted prior to developing a



household survey in order to formulate relevant questions that fit the community. The various occupations of Ferndale key-informants are summarized below in Table 2.

## **Data and Discussion**

A variety of data was collected as a part of this project. This section presents and discusses the various data collected. Key-informant interviews are discussed first followed by a discussion of survey data.

**Table 2. Ferndale Key-Informant Occupations**

Newspaper Editor	1
Museum Worker	1
Artist	1
Ranching	1
Business Owner	2
Salesman	1
Retired	3
Police Chief	1
Total	11

The interviews were conducted in order to gain insight on current community issues concerning economy and development as well as to gain knowledge of the community's strengths and successes. In order to develop a relevant survey, key-informants were asked general questions about the community such as "how would you describe the local economy?" and "are there any people you would describe as community leaders?" Interviewing key-informants allowed researchers to identify general economic and community development issues. This section summarizes the findings from these interviews.

### **Community Development**

Three of the ten key-informants (30%) said that tourism has aided in community development, including festivals and parades. Such events draw spectators from within and outside the local community. Three informants (30%) reported that retired residents play an active role in community development. Two of the ten informants (20%)

reported that volunteering and natural disasters aided community development because they brought people together to work for a common goal.

### **Economics**

Four out of the ten informants (40%) said that the earthquake of 1992 had a huge impact on the community. After the earthquakes, news and media sources reported that Ferndale was damaged, thus deterring tourists from traveling to the community. This was not the case though. The repair of earthquake damage had a positive effect of job creation. Ferndale quickly made repairs and was ready for business. Three out of the ten informants (30%) said that the retirement community brings in money for Ferndale and two informants (20%) reported that the film industry does as well. As noted earlier, Ferndale has become a perfect setting for film crews to shoot anything from a commercial to a movie.

Five of the ten informants (50%) say that tourism plays a huge role in the town's economy. Festivals and heavy billboard advertising along Hwy 101 were noted as significantly contributing to tourism. Ferndale advertises the town as a Historical Victorian Village that can be seen on signs from the freeway or in a local paper. Three informants (30%) reported that dairy is the largest industry. Two informants (20%) said the town has a strong economy while one informant (10%) says the town's economy has recently become fragile based on the events of September 11, 2001.

### **Community Successes/Strengths**

Several community strengths were noted by key-informants. Four informants (40%) say that Ferndale's festivals and parades are a sign of their community's strength and success. Three informants (30%) named the County Fair as being a success for the community. Additionally, an annual Cinco de Mayo festival is held in each year, which includes a parade. The annual county fair is also held in Ferndale every summer. Seven out of the ten informants (70%) say that the community is like a family with people helping one another on a day to day basis and in times of crisis, specifically after Ferndale's major earthquakes and floods. Volunteerism was said to be community strength by three informants (30%).

Six informants (60%) said that the Chamber of Commerce is a strong community organization while four informants (40%) said that the Fire Department and three (30%)

reported that the Rotary Club is strong in the community. Six informants (60%) said that the town's churches, City Council, and museum are strong community organizations.

### **Ferndale Sample Description**

In the spring 2002, a total of 141 Ferndale residents completed the household survey. Table 3 summarizes the sociodemographic data for Ferndale respondents.

**Table 3. Sociodemographic Characteristics of the Ferndale 2002 Survey Sample**

<b>Characteristic</b>	<b>Sample</b>
Number of Respondents (N)*	141
Mean Age	59.3
% White	99.3
% Other	0.7
Mean Length of Residence in Years	26.8
% Female	61.8
% Male	38.2
% High School Graduates	90.4
% College Graduates	51.1
% Unemployed	0.7
% Retired	39.9
Mean Income	\$60,819.42

We received 144 household surveys back from Ferndale residents (see Table 3). The mean age of the sample was 59.3 years and the average length of residency 26.8 years. Over one-third (39.9%) of respondents reported being retired. More females (61.8%) completed our survey than males (38.2%). Ninety percent of the sample reported graduating from high school and 51.1 percent said that they are college graduates. Only 0.7 percent of the sample reported being unemployed. The majority of respondents (99.3%) reported their ethnicity as White. This number differed only slightly from the United States Census statistics on Ferndale's ethnicity that reported 93.3 percent White for the 2000 Census.

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\* The letter N refers to the total number of respondents. In the following tables, N refers to the total number of respondents that answered that particular question.

### Community Interest

The variable level of community interest was measured by asking respondents how interested they were in knowing what goes on in their community. When asked how interested they were in knowing what goes on in the community, most Ferndale respondents' displayed a high level of interest in their community (see Table 10).

**Table 4. Level of Community Interest N=140**

	Percent
Very Interested	70.0
Somewhat Interested	27.9
Neither Interested or Disinterested	1.4
Somewhat Disinterested	0.7
Very Disinterested	0.0
Total	100.0

The most common response reported by almost three-fourths (70%) was “very interested” (see Table 4). The remaining one-third (27.9%) reported being somewhat interested (27.9%) and neither interested or disinterested (1.4%) in what goes on in the community.

### Social Ties

Respondents were asked to identify how many adults they know in their community. Table 5 displays the results of this question.

**Table 5. Number of Adults Respondents Know in the Community N=138**

	Percent
None	1.4
Less than Half	49.3
About Half	28.3
Most	20.3
All	0.7
Total	100.0

Close to one-half (49.3%) of the Ferndale respondents' reported that they know less than half of the adults living in their community (see Table 5). A significant number acknowledged knowing about half or most of the adults in the community at 28.3 percent and 20.3 percent respectively.

### **Community Attitudes**

Feelings and attitudes regarding the community were measured with a series of eight statements that offered five responses: strongly agree, agree, neither agree or disagree, disagree, and strongly disagree. Table 6 summarizes how the responses regarding the community were answered.

**Table 6. Community Attitudes in Percentages**

<b>Issue</b>	<b>N</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Total</b>
I belong to this community	141	54.6	29.8	11.3	2.8	1.4	100.0
When something needs to be done in comm. the whole neighborhood supports it.	141	34	47.5	12.1	5.7	0.7	100.0
I am satisfied with my community.	141	40.4	46.1	7.8	4.3	1.4	100.0
My community is changing for the better.	138	8.0	34.1	43.5	11.6	2.9	100.0
Newcomers are welcome in my community.	135	10.4	40	29.6	12.6	7.4	100.0
I am concerned about the future of my community.	134	27.6	35.1	27.6	7.5	2.2	100.0
My community provides good work opportunities for young people.	139	1.4	10.8	15.1	51.1	21.6	100.0
My community provides good economic opportunities for me.	139	6.5	19.4	33.8	19.4	20.9	100.0

Over one-half (54.6%) of Ferndale respondents reported "I belong to this community" (see Table 6). As many as 35 percent agree that they are concerned about the future of their community and 46 percent agree that they are satisfied with their community. Almost half (47.5%) agreed that when something needs to be done in the

community the whole neighborhood supports it. Similarly, almost half (46.1%) agreed that they are satisfied with their community. This indicates that Ferndale respondents are happy with their community and that community support exists to produce such high levels of satisfaction.

About one-half of the respondents, (51%) disagree with the statement “my community provides good work opportunities for young people.” About one-third (33.8%) of the respondents were uncertain whether or not the community provides a good economic opportunity for them personally. Interestingly, 40.3 percent reported that they either disagree or strongly disagree that the community provides economic opportunity.

### **Community Involvement**

Ferndale respondents displayed a significant level of community involvement. Tables 7 and 8 summarize how many respondents participate in groups and organizations as well as how much time is being devoted to group and/or organizational participation.

**Table 7. Group and Organization Participation N=140**

	<b>Percent</b>
Belong to a group or organization	72.9
Do not belong to a group or organization	27.1
Total	100.0

**Table 8. Time Spent in Groups/Organizations N=105**

<b>Hours Participating</b>	<b>Percent</b>
More than 10 hours per month	39.0
5-10 hours per month	24.8
1-4 hours per month	27.6
Less than 1 hour per month	8.6
Total	100.0

As Tables 7 and 8 show, organizational and group participation is high in Ferndale. Seventy-two percent of the sample reported participating in at least one group (see Table 7). Thirty nine percent reported participating for 10 or more hours a month. Twenty four percent of individuals who reported participation said that they spend 5-10

hours a month doing so and 27.6 percent said they spend 1-4 hours per month participating (see Table 8). Of the total respondents who said they participate, only 8.6 percent said they do so less than 1 hour per month.

### **Community Issues**

Respondents were asked to choose important issues for their community. As many as seven issues could be identified. Table 9 displays how many respondents felt each issue was important to the community.

**Table 9. Ferndale Community Issues      N=141**

<b>Issue</b>	<b>Percent</b>
Health Care	34.8
Water Quality/Availability	55.8
Jobs for Local Residents	52.9
Youth	55.1
Crime	8.7
Poverty	3.6

\* Percent totals do not equal 100 percent. Respondents were asked to circle any issues that are serious for their community, giving respondents the opportunity to choose more than one issue.

The residents of Ferndale were most concerned about water quality/availability; 55.8 percent reported that water is a serious issue and youth was almost as prevalent at 55.1 percent (see Table 9). Following closely with 52.9 percent of the sample, was the issue of jobs for local residents. Health care was also reported to be a serious issue with 34.8 percent of the sample reporting. Crime and poverty were not seen as serious issues, reported by 8.7 percent and 3.6 percent respectively.

### **Community Strengths**

Two questions asked directly about community strengths. The first question simply asked whether respondents felt their community possessed strengths while the following question asked respondents to describe what type of strengths exist in the community. Table 10 summarizes the results of these two questions.

**Table 10. Ferndale Community Strengths N=139**

	<b>Percent</b>
Community has strengths	98.6
Community does not have strengths	1.4
Total	100.0

<b>Type of Strength</b>	<b>Percent</b>
Size of Community	10.6
Safety of Community	27.6
Community Cohesion	54.5
Community Involvement	14.6
Community Support	39.1

\* Percent totals do not equal 100 percent. Respondents were given the opportunity to list more than one strength.

In response to the question that asked, “do you feel your community has strengths,” 97.2 percent reported yes, that Ferndale does have strengths (see Table 10). The following question was open ended, which allowed respondents to list and describe any strengths of the community. Community cohesion was reported as being the number one strength of Ferndale with 54.5 percent of the sample population giving this response. Examples of responses that were categorized as community cohesion include a sense of closeness, having a tight knit community, friendly neighbors, community pride, and other similar responses. Support was also noted as a community strength among 39.1 percent of the sample. Responses for community support entailed descriptions of community members helping one another. Twenty seven percent of the sample reported that safety is strength of Ferndale. In addition, both community involvement and the size of the community were reported as being a strength, with 14.6 percent and 10.6 percent respectively.

### **Neighborhood and Heart of the Community**

Respondents were provided a map of their community and asked to mark where they considered the heart of the community and their neighborhood on the map. Three regions were then later defined as commercial, residential, and rural. The commercial region consists of clusters of commercial developments such as, businesses, public administration buildings, restaurants, shops, and other non-residential developments. The residential region consists of clusters of housing developments and other non-commercial



developments such as schools and community centers. Finally, the rural regions consist of sparsely developed areas with open space, often towards the out skirt of the community. Rural regions were designated as any location outside of the residential region. Table 11 shows how respondents marked their neighborhood and heart of the community.

**Table 11. Neighborhood and Heart of the Community in Percentages**

	N	Commercial Region	Residential Region	Rural Region	Total
Neighborhood	128	6.3	78.1	15.6	100.0
Heart of the community	127	85.0	11.0	3.9	100.0

Eighty five percent marked an area within the commercial region of town as the heart of the community and not surprisingly, 78 percent marked within the residential area as their neighborhood (see Table 11).

### **Immigrants**

Respondents were asked two questions about the role of immigrants in the community. The first asked whether immigrants play a role in the community and the second asked respondents to describe what kind of role immigrants' play. Table 12 displays how these questions were answered. Eighty five percent of respondents reported that immigrants play a role in the community and 63.1 percent said that immigrants play a role in agriculture in particular (see Table 12).

**Table 12. Immigrants in Ferndale**

	Percent
N=135	
Immigrants play a role in the community	85.2
Immigrants do not play a role in the community	14.8
Total	100.0
N=111	
Immigrants play an important role in agriculture	63.1
Immigrant do not play a role in agriculture	36.9
Total	100.0

## Computer Use

Table 13 summarizes how many respondents reported using a computer the various Internet uses.

**Table 13. Ferndale Respondents' Computer and Internet Use**

<b>N=138</b>	<b>Percent</b>
Use a computer	73.2
Do not using a computer	26.8
Total	100.0

  

<b>Internet Use N=101</b>	<b>Percent</b>
Travel Information	76.2
Data Collection	71.3
Chat with Friends and Family	67.3

\* Percent totals do not equal 100 percent. Respondents were given the opportunity to choose more than one Internet use.

The majority of individuals, (73.2%) reported that they do use a computer (see Table 13). The most common Internet use involved locating travel information and collecting data with 76.2 percent and 71.3 percent respectively. In addition, chatting with friends and family was also a common Internet reported by 67.3 percent.

## Work Experience

Respondents reported several different types of job experiences. Several respondents reported multiple areas of work experience, displaying more than one employment situation. Table 14 summarizes the different types of jobs held by Ferndale respondents.

**Table 14. Job Experiences N=137**

<b>Job</b>	<b>N</b>	<b>Percent</b>
Dairy	10	7.3
Timber	3	2.2
Government	13	9.5
Education	25	18.2
Clerical	10	7.3
Retail	16	11.7
Construction	3	2.2
Service	20	14.6
Professional	38	27.7
Other	33	24.1

\*Response totals do not equal 100 percent. Respondents were provided the opportunity to pick more than one.

The most common noted area of work reported by 27.7 percent of respondents was a professional at 27.7 percent (see Table 14). About one-fifth reported working in education. The other category was utilized by a large number of respondents, 24.1 percent noted professions that were not represented in the list of work areas.

### **Local Skills**

Eighty-eight percent of the survey sample population reported having skills that would benefit their community (see Table 15). Gardening and working with children were reported by 53.0 percent and 49.6 percent respectively, as the top two responses from individuals when asked what skills they have that would benefit the community. Home maintenance was the third most common skill noted with 23.9 percent followed by woodworking with 13.7 percent.

**Table 15. Community Skills**

<b>N=133</b>	<b>Percent</b>
Have a skill that would benefit the community	88.7
Do not have a skill that would benefit the community	11.3
Total	100.0

<b>Type of Skill</b>	<b>Percent with Skill</b>
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<b>N=117</b>	
Working with Children	49.6
Gardening	53.0
Woodworking	13.7
Home Maintenance	23.9

\* Percent total does not equal 100 percent. Respondents were given the opportunity to choose more than one skill.

**Hobbies and Interests**

Respondents were asked to describe their various hobbies and interests and many respondents listed several. The question was designed so that people could list more than one answer. Table 16 summarizes the results.

**Table 16. Hobbies and Interests N=133**

<b>Hobby/interest</b>	<b>Percent</b>
Sports Recreation	45.9
Gardening	44.4
Arts/Crafts	36.8
Reading	30.8
Traveling	20.3
Family	19.5
Cooking	14.3
Community Involvement	14.3
Nature	9.8
Music	8.3
Religion	7.5

\* Percent totals do not equal 100 percent. Respondents were given the opportunity to list more than one hobby/interest.

Sports recreation was reported as the top hobby/interest of the Ferndale sample population with 45.9 percent (see Table 16). This was followed closely by gardening and arts and crafts with 44.4 percent and 36.8 percent reporting participation in these activities. Other common responses were reading at 30.8 percent and traveling at 20.3 percent. One-fifth (19.5%) of the sample reported spending time with family as a hobby or interest.

## **Conclusion**

An overall assessment of the Ferndale sample suggests that Ferndale residents display high levels of both community involvement and attachment. The community has pulled together in times of crisis, for example in response to the 1992 earthquakes. The majority of Ferndale residents reported living within Ferndale's residential regions. The town has an extremely low unemployment rate and a thriving economy that manages to include diverse opportunities for local residents.

Although Ferndale manages to avoid many issues typical of small rural communities, residents did express some concerns. Unlike some small communities that struggle with community involvement, nearly 73 percent of Ferndale respondents reported that they are involved in the community. Over half (63.8%) reported participation of at least five hours a month. Additionally, 86.5% of the respondents were satisfied with their community. Ferndale respondents did display concern over jobs for local residents as well as water quality/availability and their youth. Respondents reported several hobbies and interests, displaying there are abundant resources within the community residents. While respondents reported concern about the future of their community, the majority of Ferndale residents appear to maintain future community support and involvement.

Ferndale displays significant levels of social capital and human capital. Social capital refers to social networks and connections. Several Ferndale respondents reported community cohesion (54.5%) and community support (39.1%), which displays social capital. Human capital refers to skills and abilities. Gardening and sports recreation were prevalent skills and hobbies respondents noted. The majority of respondents (73.2%)

also reported using a computer, an important skill that can enhance social capital and human capital.

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