



A background map of Mendocino County, California, showing roads, rivers, and geographical features. A white outline of the state of California is positioned above the county name. A hand holding a pen is visible in the top right corner, pointing towards the map.

# Mendocino County, CA

Workforce Alliance of the North Bay



P.O. Box 247  
Napa, California 94559

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## Report Parameters

### 1 County

6045 Mendocino County, CA

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

91,305

Population (2021)

Population **grew by 3,986** over the last 5 years but is projected to **decrease by 4,023** over the next 5 years.

33,178

Total Regional Employment

Jobs **decreased by 940** over the last 5 years but are projected to **grow by 1,118** over the next 5 years.

\$52.9K

Median Household Income (2020)

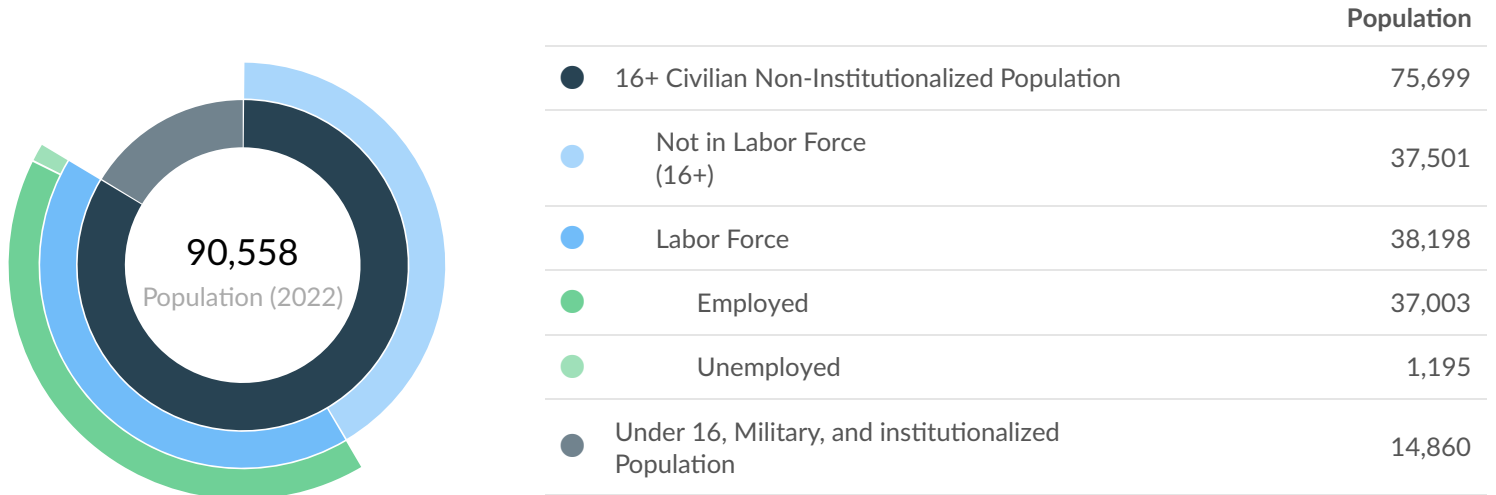
Median household income is **\$12.1K below** the national median household income of \$65.0K.

## Takeaways

- As of 2021 the region's population **increased by 4.6%** since 2016, growing by 3,986. Population is expected to **decrease by 4.4%** between 2021 and 2026, losing 4,023.
- From 2016 to 2021, jobs **declined by 2.8%** in Mendocino County, CA from 34,118 to **33,178**. This change **fell short of the national growth rate of 1.9% by 4.7%**. As the number of jobs declined, the **labor force participation rate decreased from 56.2% to 50.2% between 2016 and 2021**.
- Concerning educational attainment, **14.4% of Mendocino County, CA residents possess a Bachelor's Degree** (6.1% below the national average), and **8.5% hold an Associate's Degree** (0.2% below the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

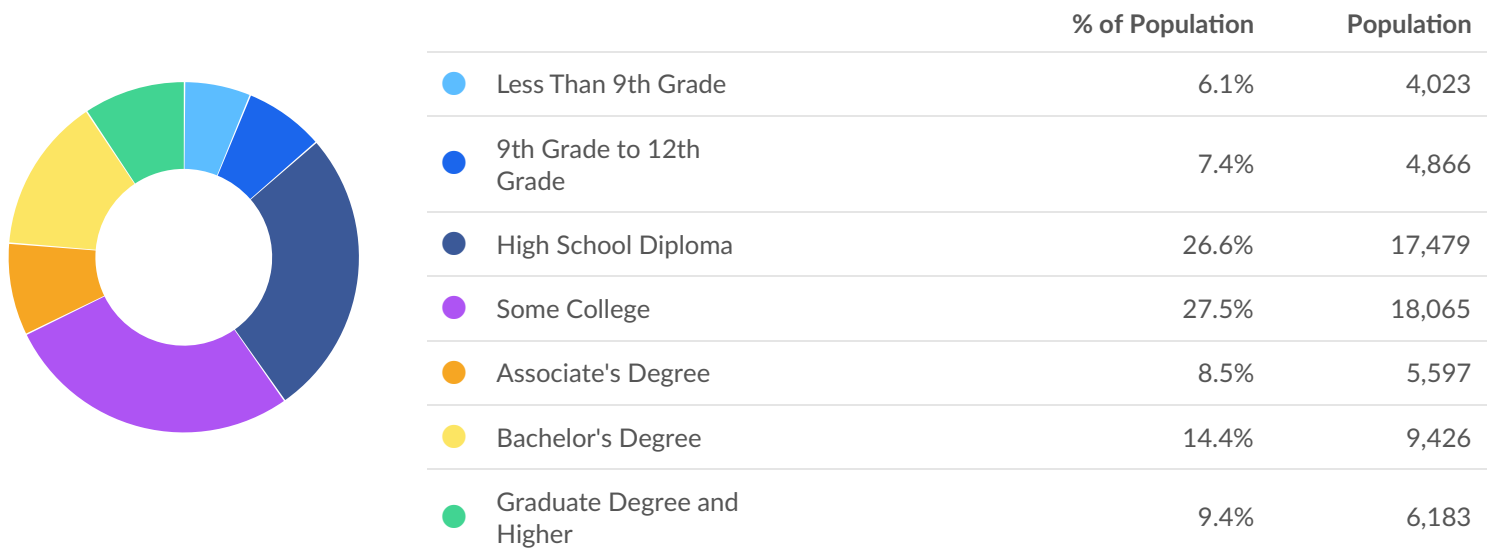
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	90,558	38,198	33,178	131.1	\$3.97B	\$5.48B	\$4.32B
State	39,298,274	19,284,279	19,672,305	135.2	\$3.30T	\$1.81T	\$2.42T
Nation	334,161,482	164,462,618	163,715,172	100.0	\$22.76T	\$0	\$10.95T

## Sep 2022 Labor Force Breakdown



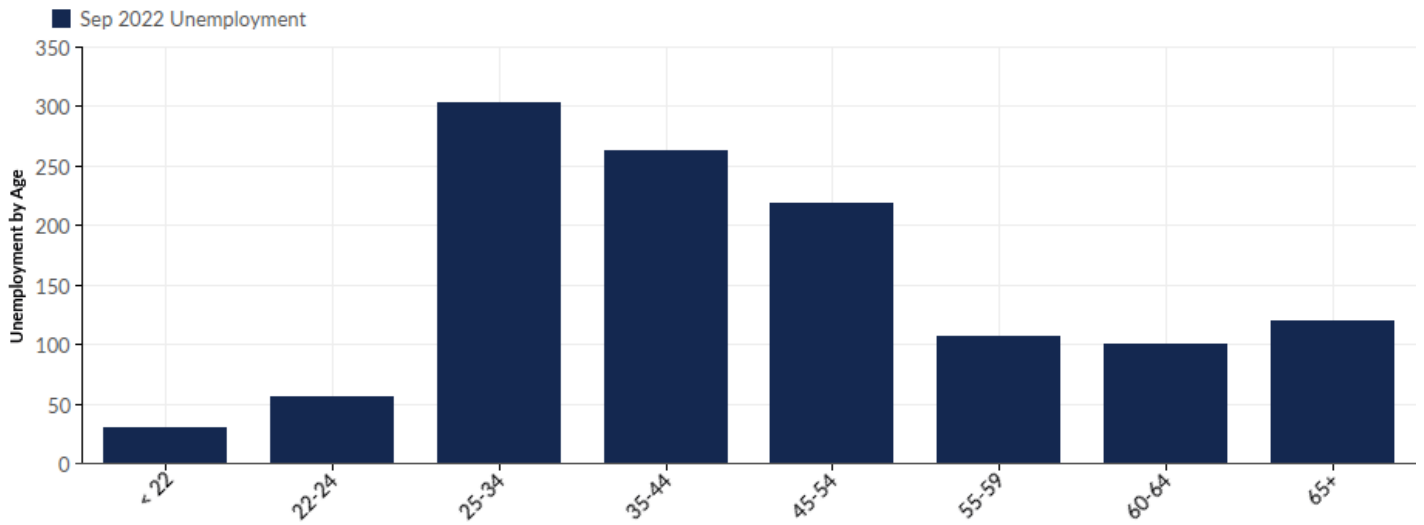
## Educational Attainment

Concerning educational attainment, **14.4% of Mendocino County, CA residents possess a Bachelor's Degree** (6.1% below the national average), and **8.5% hold an Associate's Degree** (0.2% below the national average).



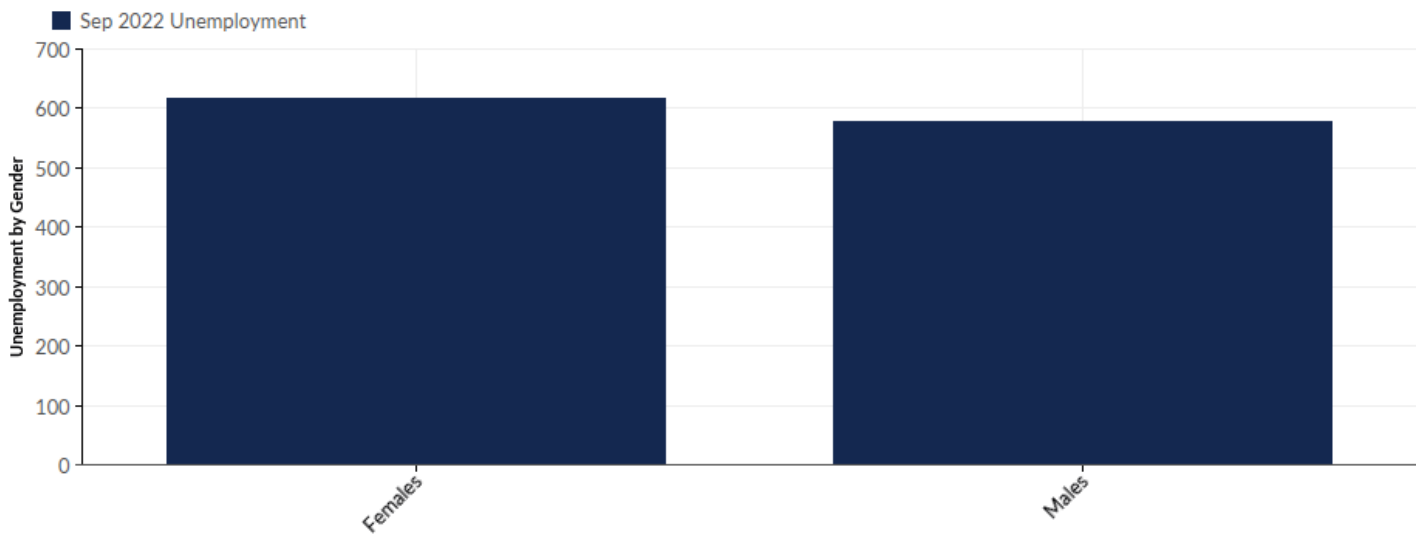
# Unemployment by Demographics

## Unemployment by Age



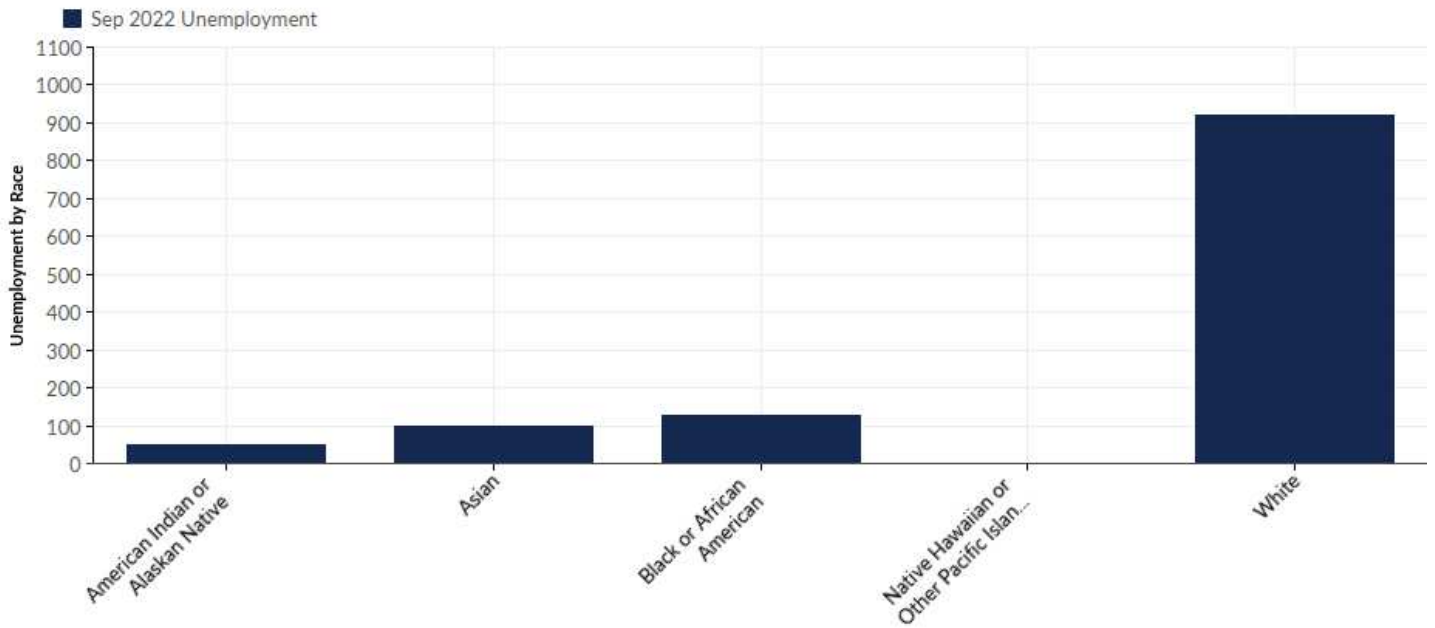
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	30	2.51%
22-24	56	4.69%
25-34	303	25.36%
35-44	262	21.92%
45-54	218	18.24%
55-59	106	8.87%
60-64	100	8.37%
65+	120	10.04%
<b>Total</b>	<b>1,195</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	617	51.63%
Males	578	48.37%
Total	1,195	100.00%

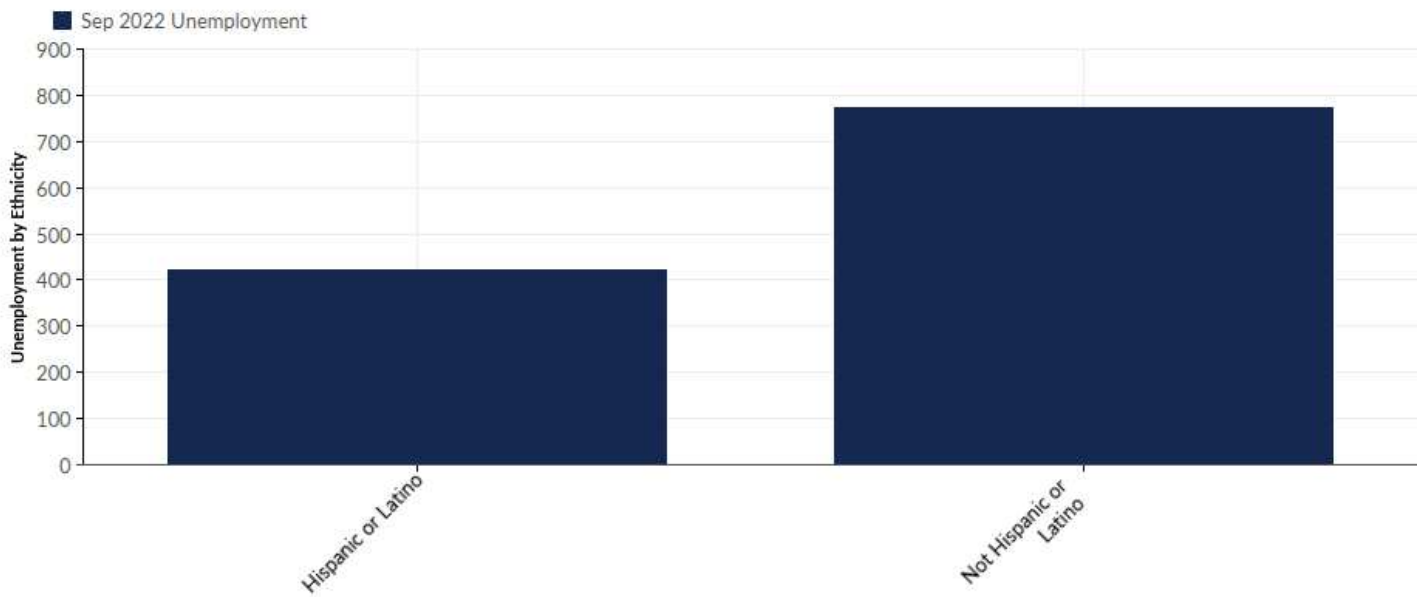
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	48	4.02%
Asian	100	8.37%
Black or African American	126	10.54%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	921	77.07%
<b>Total</b>	<b>1,195</b>	<b>100.00%</b>



## Unemployment by Ethnicity

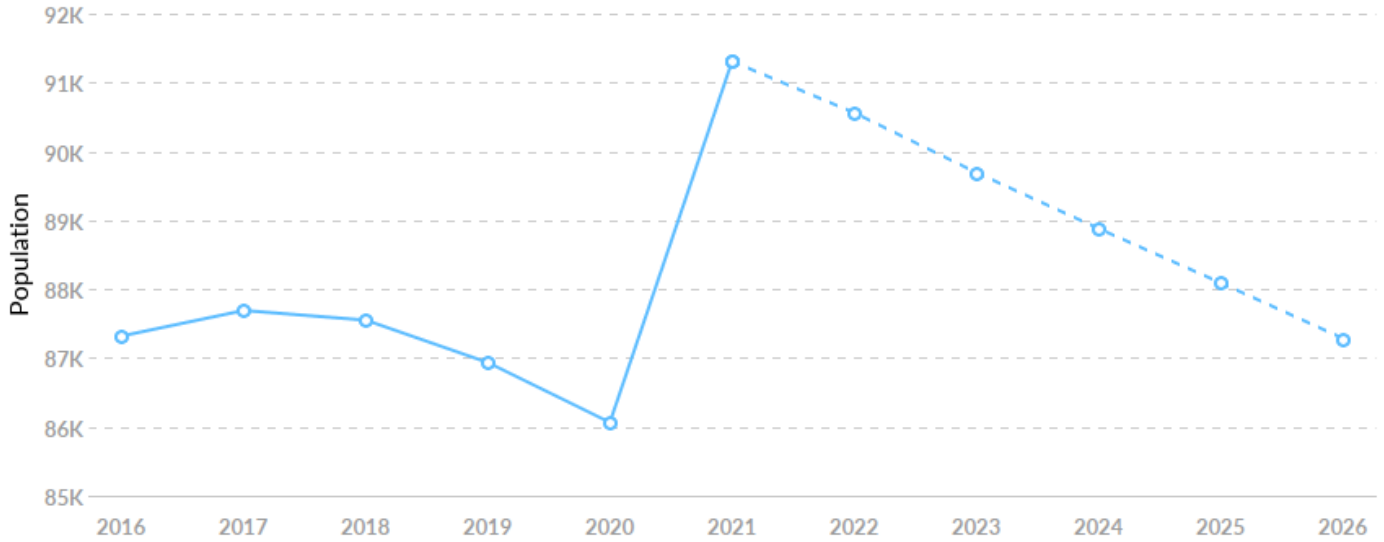


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	423	35.40%
Not Hispanic or Latino	772	64.60%
Total	1,195	100.00%

# Historic & Projected Trends

## Population Trends

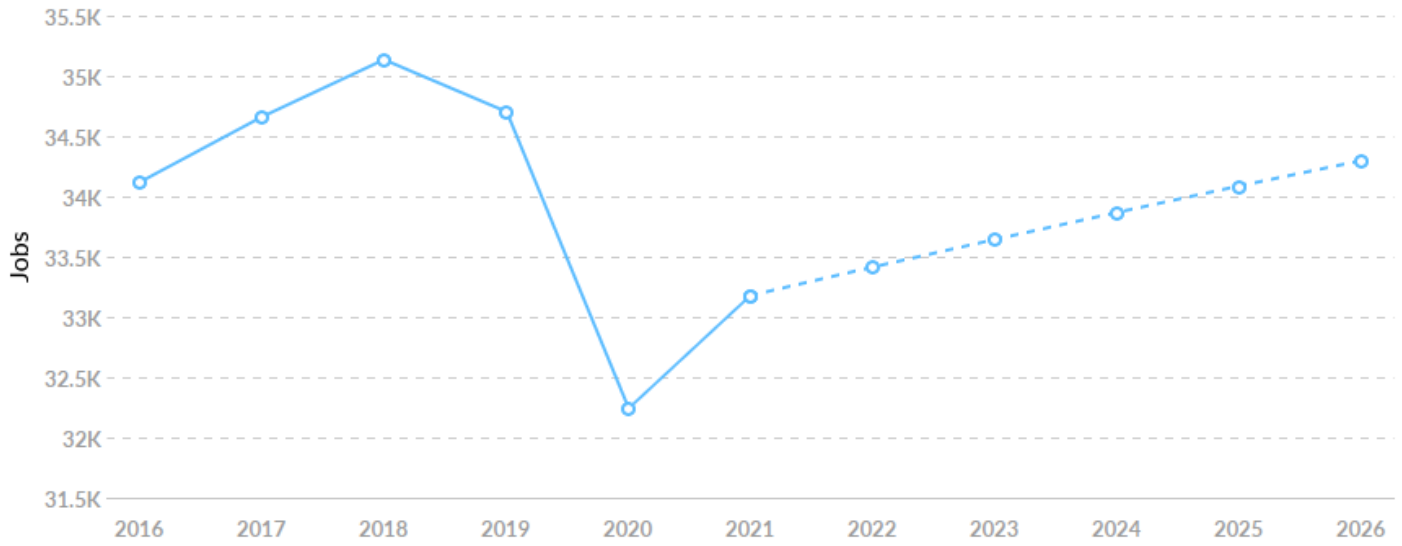
As of 2021 the region's population **increased by 4.6%** since 2016, growing by 3,986. Population is expected to **decrease by 4.4%** between 2021 and 2026, losing 4,023.



Timeframe	Population
2016	87,319
2017	87,690
2018	87,549
2019	86,932
2020	86,061
2021	91,305
2022	90,558
2023	89,689
2024	88,877
2025	88,088
2026	87,282

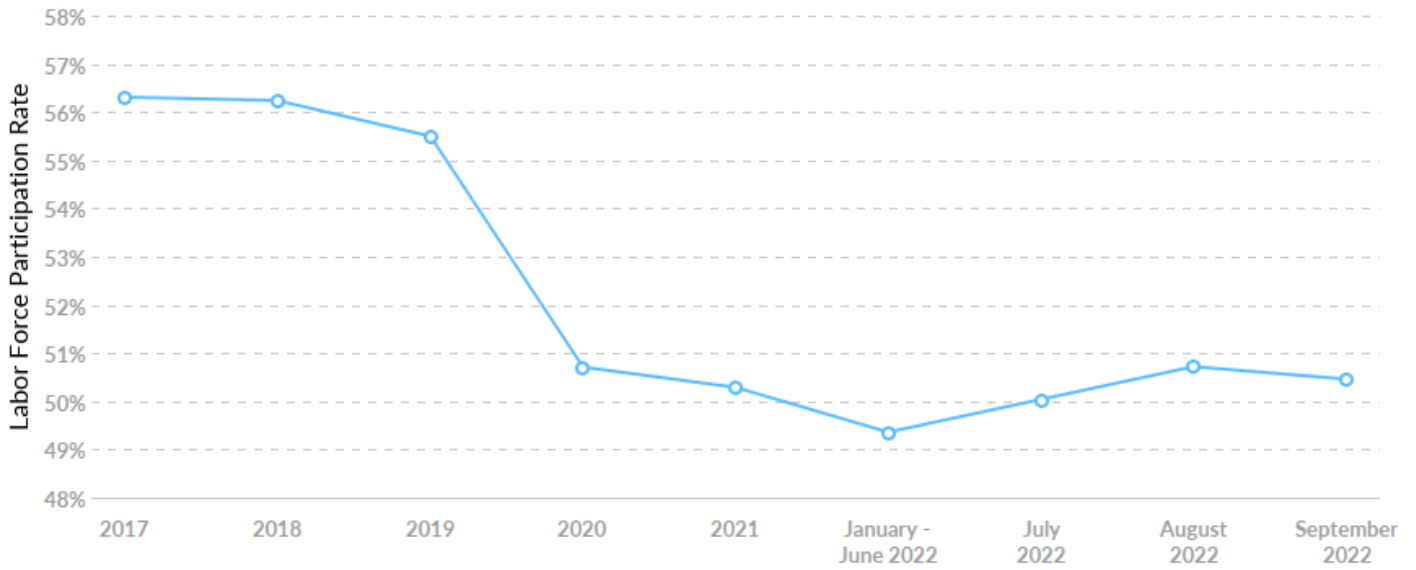
## Job Trends

From 2016 to 2021, jobs declined by 2.8% in Mendocino County, CA from 34,118 to 33,178. This change fell short of the national growth rate of 1.9% by 4.7%.



Timeframe	Jobs
2016	34,118
2017	34,660
2018	35,135
2019	34,704
2020	32,239
2021	33,178
2022	33,414
2023	33,643
2024	33,867
2025	34,087
2026	34,297

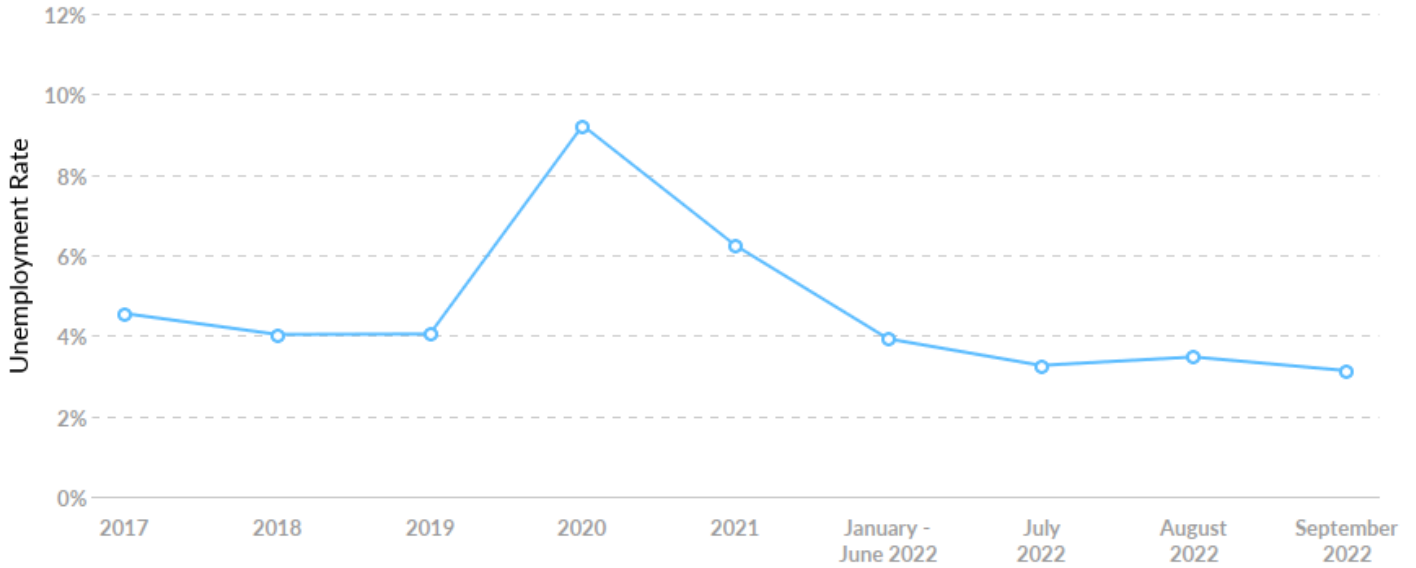
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	56.31%
2018	56.24%
2019	55.50%
2020	50.71%
2021	50.29%
January - June 2022	49.36%
July 2022	50.04%
August 2022	50.72%
September 2022	50.46%

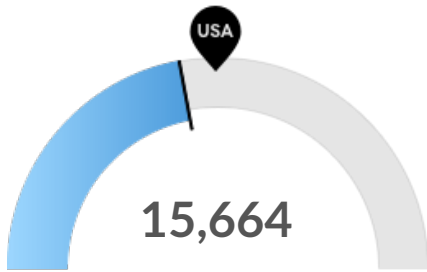
## Unemployment Rate Trends

Mendocino County, CA had a September 2022 unemployment rate of 3.13%, **decreasing from 4.55%** 5 years before.



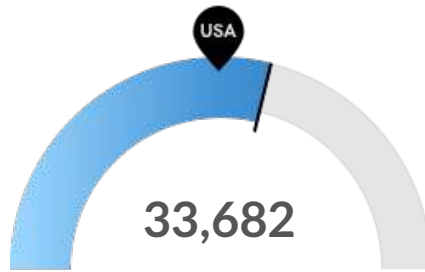
Timeframe	Unemployment Rate
2017	4.55%
2018	4.03%
2019	4.04%
2020	9.22%
2021	6.24%
January - June 2022	3.92%
July 2022	3.26%
August 2022	3.47%
September 2022	3.13%

## Population Characteristics



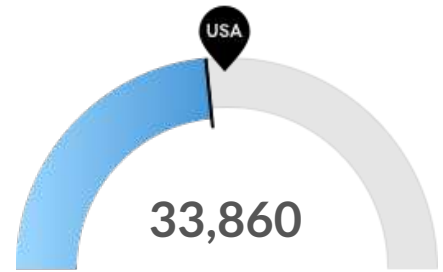
**Millennials**

Mendocino County, CA has 15,664 millennials (ages 25-39). The national average for an area this size is 18,650.



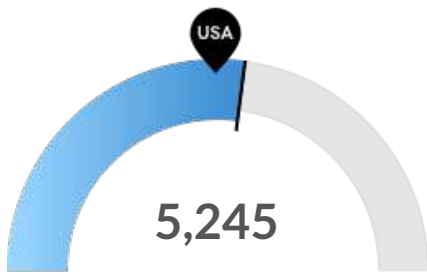
**Retiring Soon**

Retirement risk is high in Mendocino County, CA. The national average for an area this size is 27,139 people 55 or older, while there are 33,682 here.



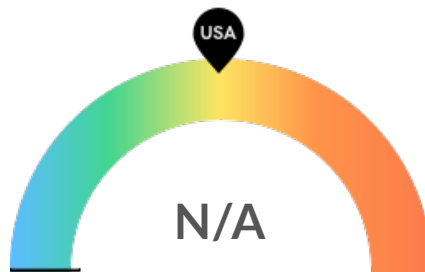
**Racial Diversity**

Racial diversity is about average in Mendocino County, CA. The national average for an area this size is 37,156 racially diverse people, while there are 33,860 here.



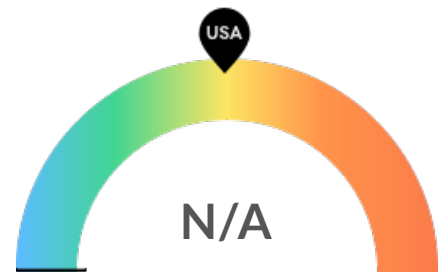
**Veterans**

Mendocino County, CA has 5,245 veterans. The national average for an area this size is 4,659.



**Violent Crime**

No crime information is available in Mendocino County, CA.

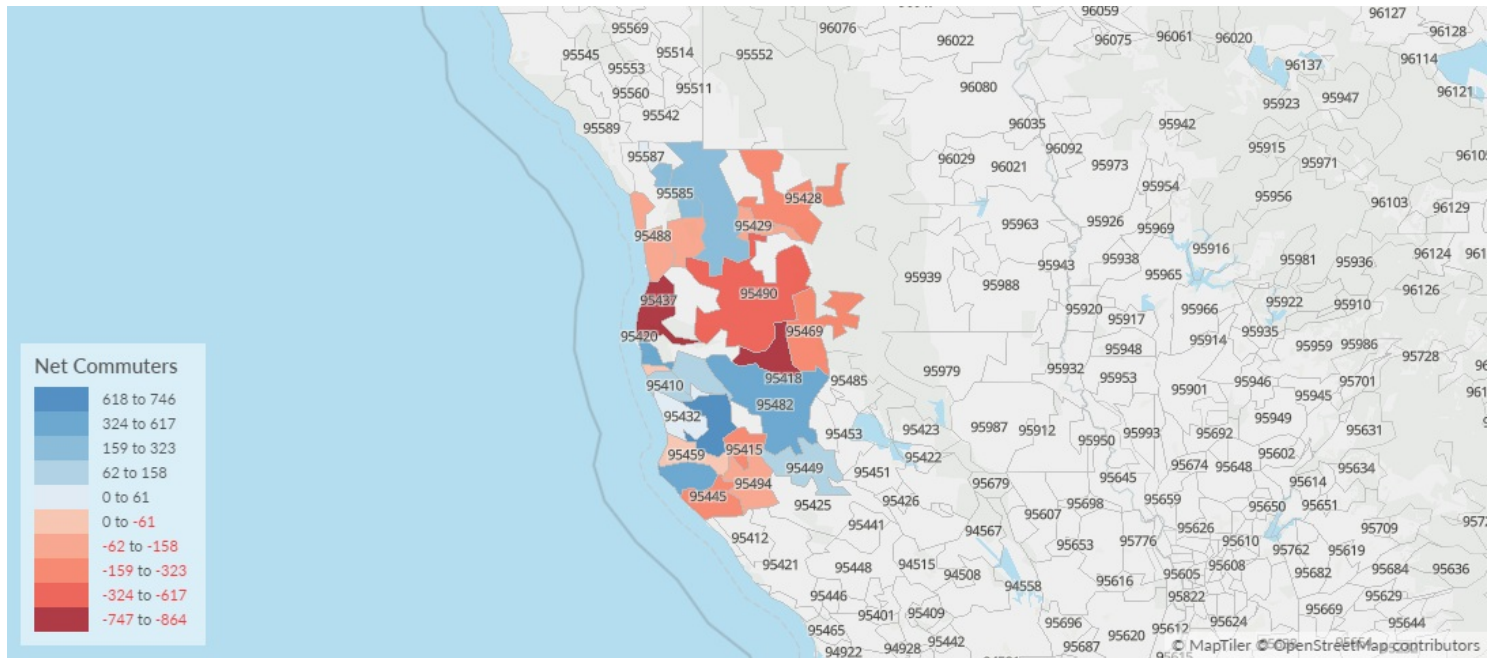


**Property Crime**

No crime information is available in Mendocino County, CA.

## Place of Work vs Place of Residence

Understanding where talent in Mendocino County, CA currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2021 Employment
95482	Ukiah, CA (in Mendocin...	12,483
95490	Willits, CA (in Mendocin...	6,078
95437	Fort Bragg, CA (in Mend...	5,851
95470	Redwood Valley, CA (in ...	1,347
95460	Mendocino, CA (in Men...	1,159

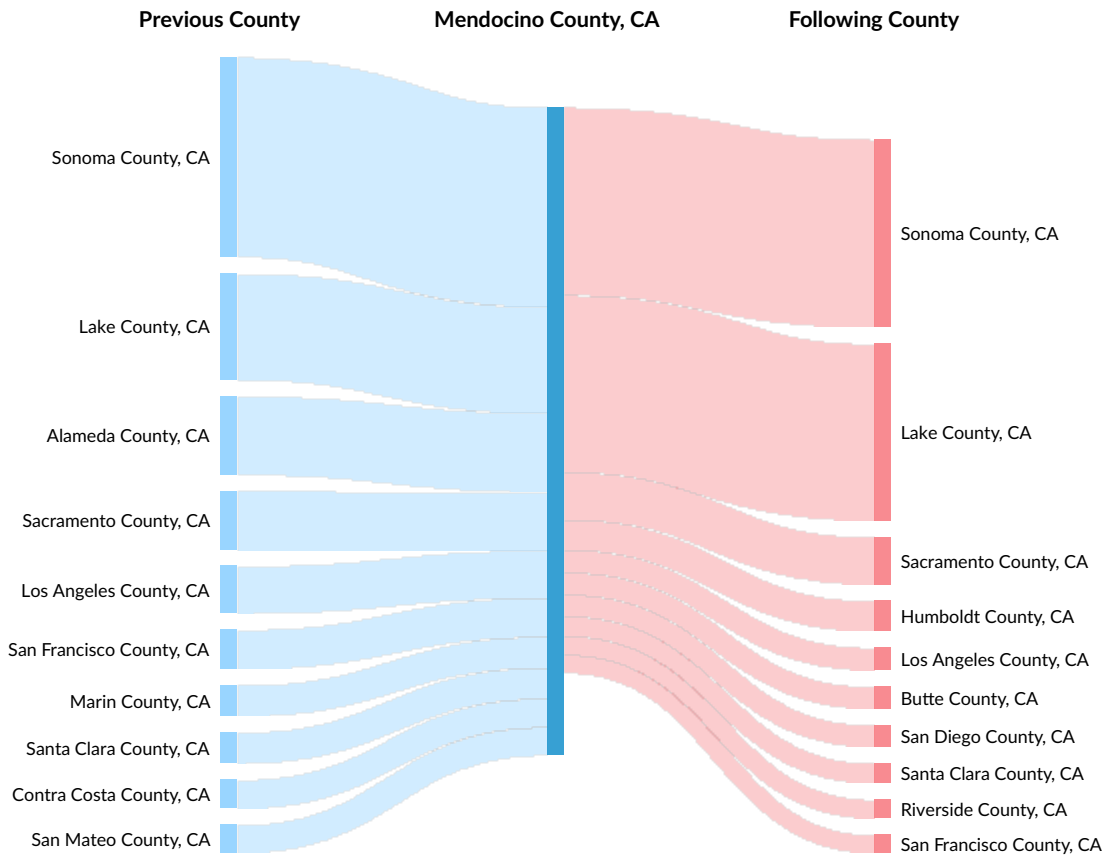
### Where Talent Lives

ZIP	Name	2021 Workers
95482	Ukiah, CA (in Mendocin...	12,159
95437	Fort Bragg, CA (in Mend...	6,716
95490	Willits, CA (in Mendocin...	6,479
95470	Redwood Valley, CA (in ...	2,094
95445	Gualala, CA (in Mendoci...	884

# Inbound and Outbound Migration

The table below analyzes past and current residents of Mendocino County, CA. The left column shows residents of other counties migrating to Mendocino County, CA. The right column shows residents migrating from Mendocino County, CA to other counties.

As of 2020, **393** people have migrated from Sonoma County, CA to Mendocino County, CA. In the same year, **370** people left Mendocino County, CA migrating to Sonoma County, CA. The total Net Migration for Mendocino County, CA in 2020 was **-189**.



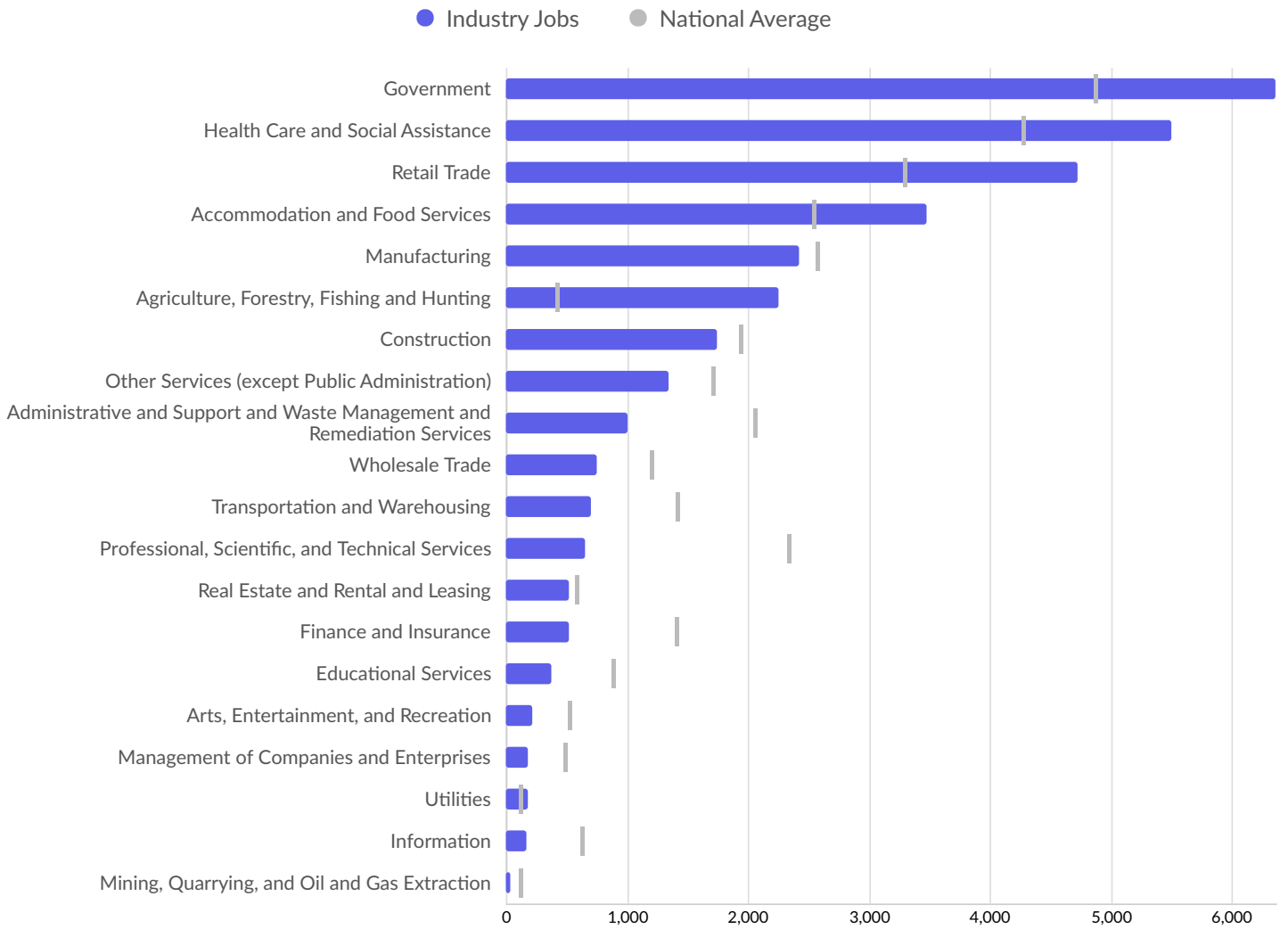
Top Previous Counties	Migrations
Sonoma County, CA	393
Lake County, CA	209
Alameda County, CA	155
Sacramento County, CA	115
Los Angeles County, CA	93
San Francisco County, CA	77



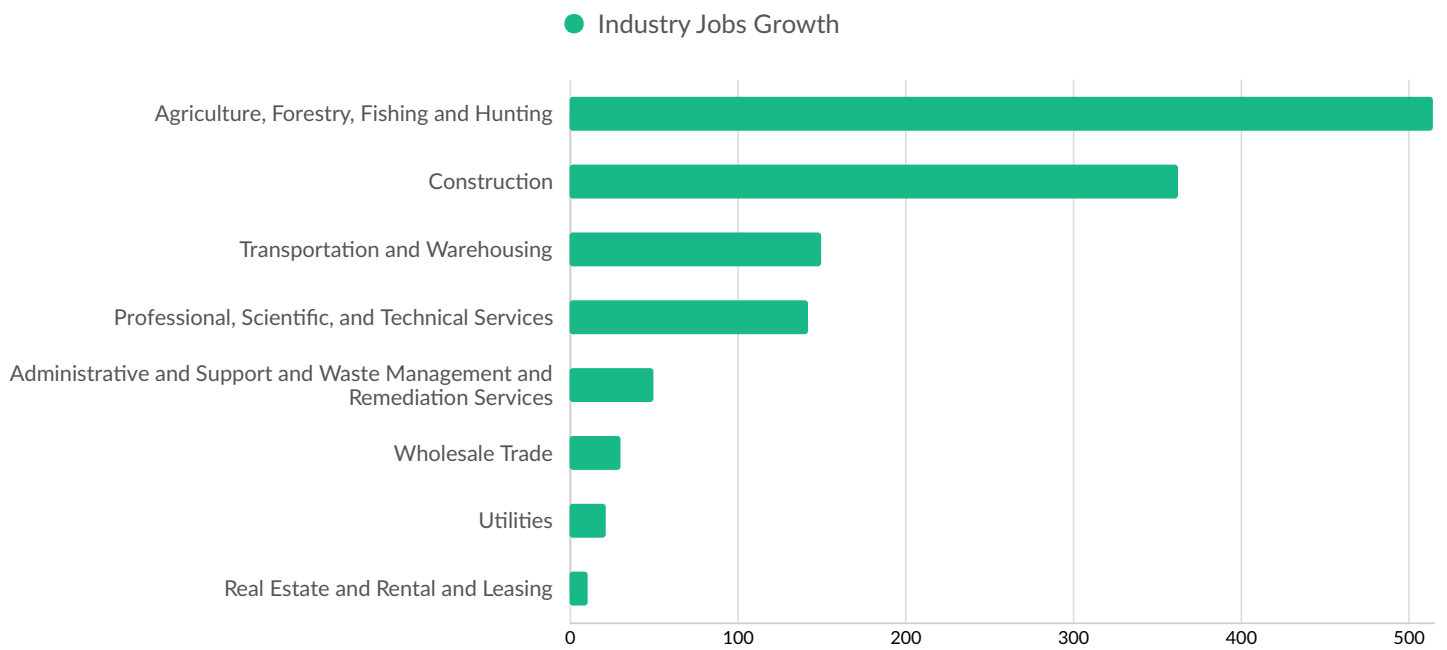
<b>Top Previous Counties</b>	<b>Migrations</b>
Marin County, CA	61
Santa Clara County, CA	61
Contra Costa County, CA	56
San Mateo County, CA	55
San Diego County, CA	51
Butte County, CA	47
Humboldt County, CA	46
Solano County, CA	40
Washoe County, NV	37
<b>Top Following Counties</b>	<b>Migrations</b>
Sonoma County, CA	370
Lake County, CA	349
Sacramento County, CA	93
Humboldt County, CA	60
Los Angeles County, CA	45
Butte County, CA	44
San Diego County, CA	43
Santa Clara County, CA	39
Riverside County, CA	37
San Francisco County, CA	36
Clark County, NV	35
Washoe County, NV	34
Pierce County, WA	34
Shasta County, CA	34
Denver County, CO	34

# Industry Characteristics

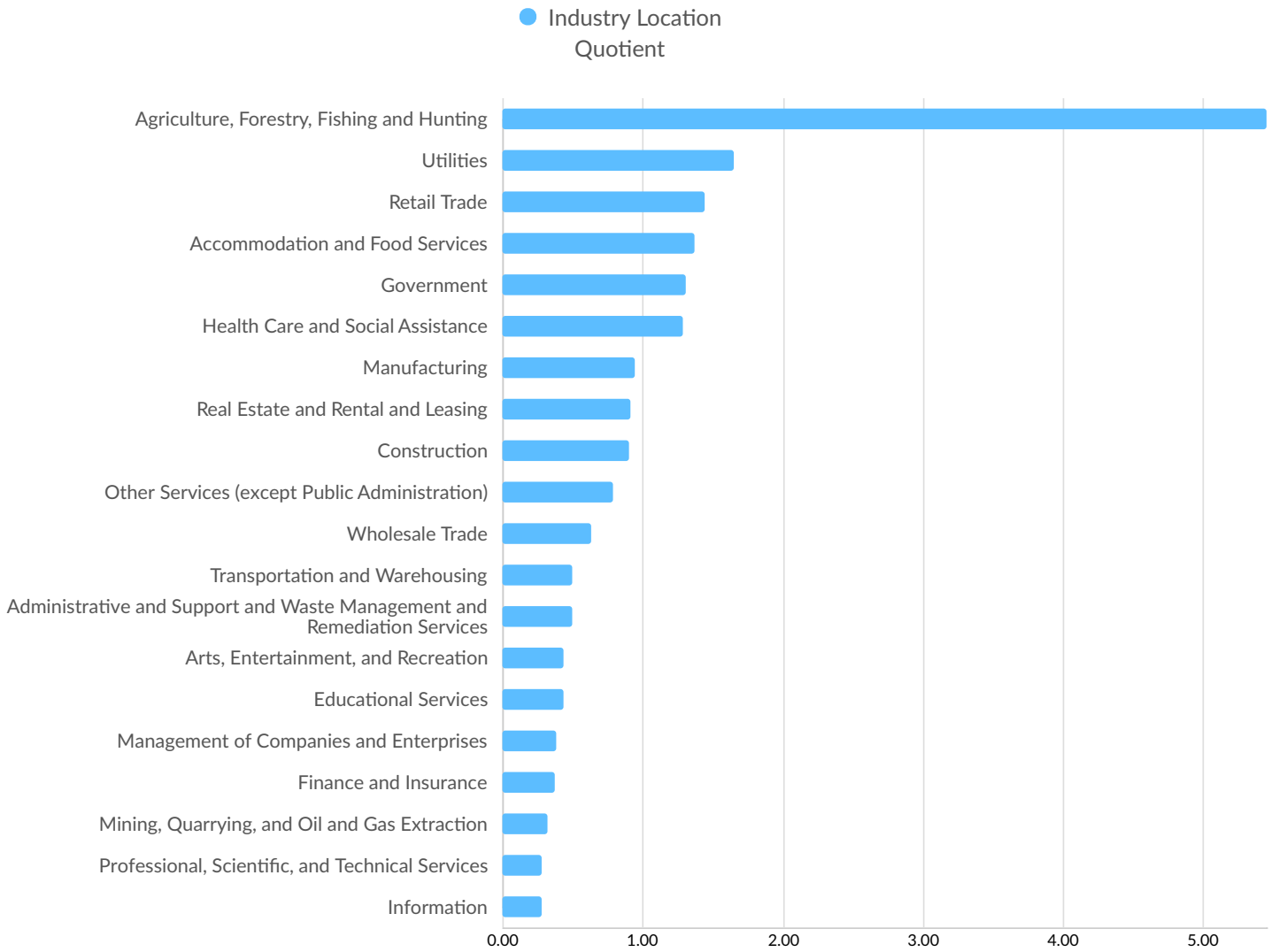
## Largest Industries



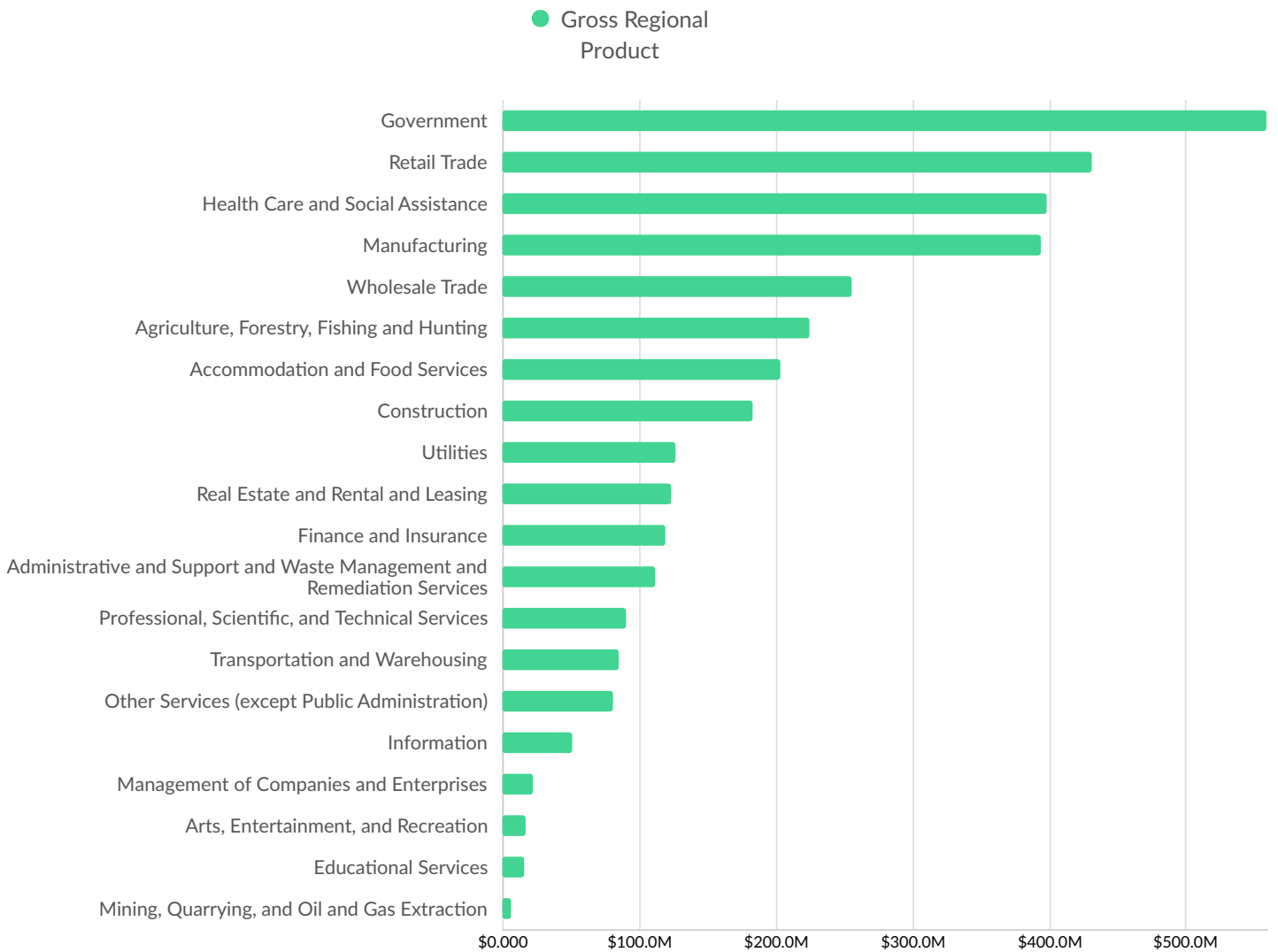
## Top Growing Industries



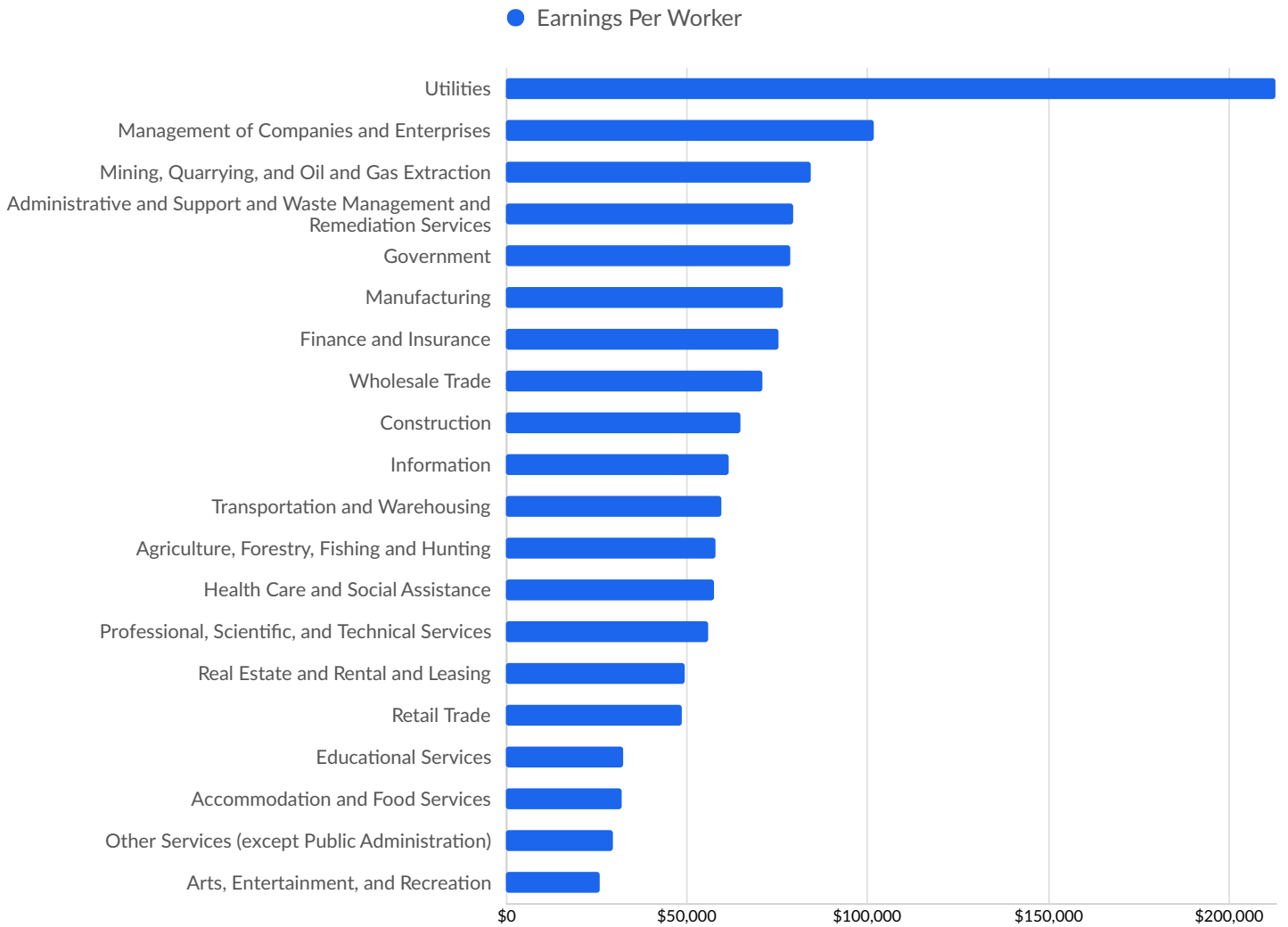
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



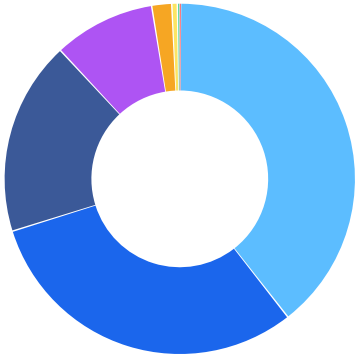
## Business Characteristics

### 5,648 Companies Employ Your Workers

Online profiles for your workers mention 5,648 companies as employers, with the top 10 appearing below. In the last 12 months, 671 companies in Mendocino County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
County Of Mendocino	240 	Adventist Health	946 
Ukiah Unified School District	226 	CompHealth	178 
Adventist Health	176 	CareInHomes	173 
Mendocino County Office Of Ed...	121 	MDstaffers	112 
San Francisco City College,john ...	116 	Mendocino College	112 
Northcoastmediationgroup	77 	County Mendocino	111 
City Of Ukiah	72 	Accountable Healthcare Staffing	101 
Savings Bank Of Mendocino Co...	72 	Mendocino Redwood Company	94 
Mendocino College	63 	State of California	94 
Ukiah Valley Medical Center	62 	National Staffing Solutions	89 

## Business Size



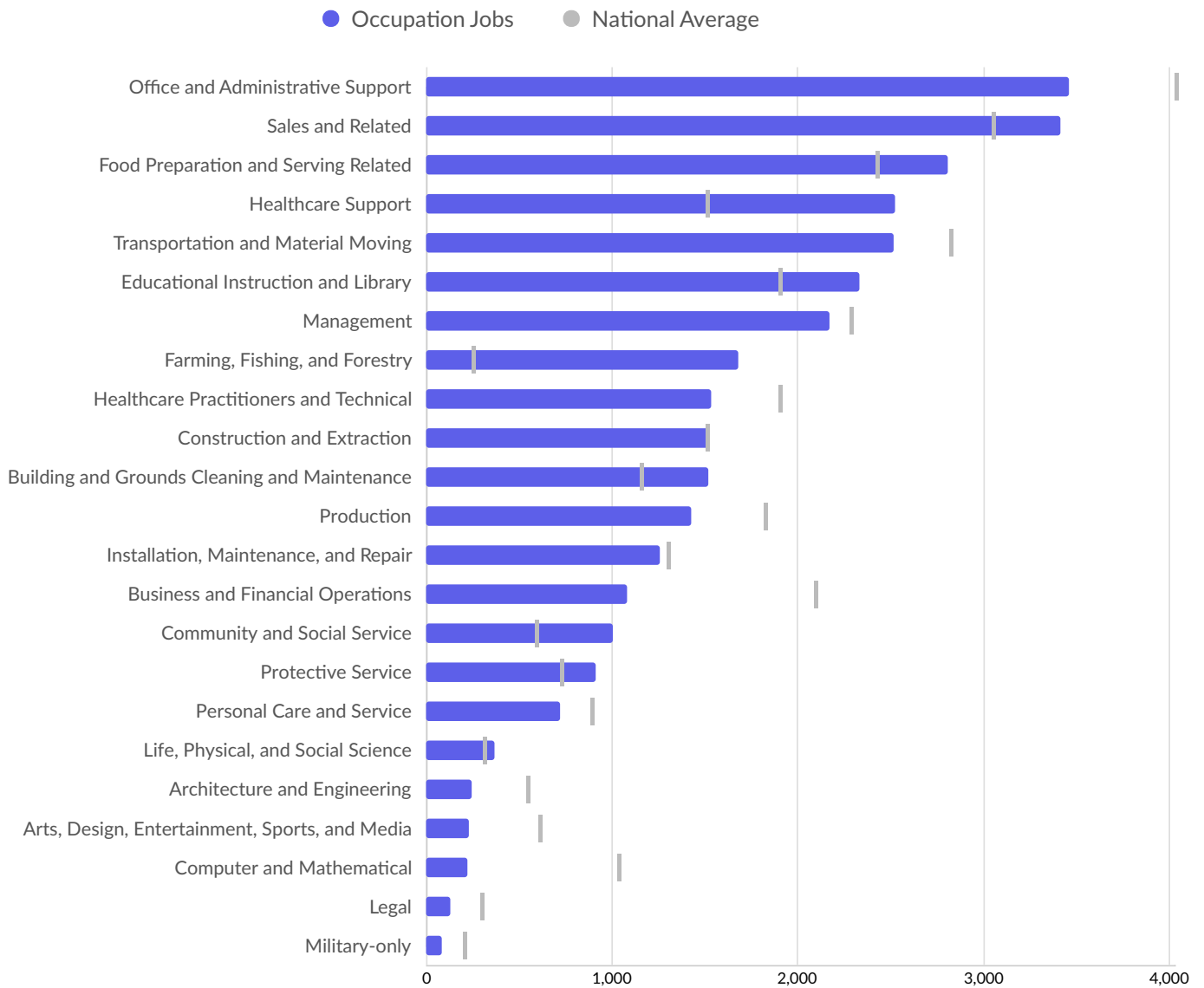
	Percentage	Business Count
● 1 to 4 employees	39.4%	1,625
● 5 to 9 employees	30.7%	1,269
● 10 to 19 employees	17.9%	739
● 20 to 49 employees	9.4%	386
● 50 to 99 employees	1.8%	76
● 100 to 249 employees	0.5%	21
● 250 to 499 employees	0.2%	10
● 500+ employees	0.0%	2

*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*



# Workforce Characteristics

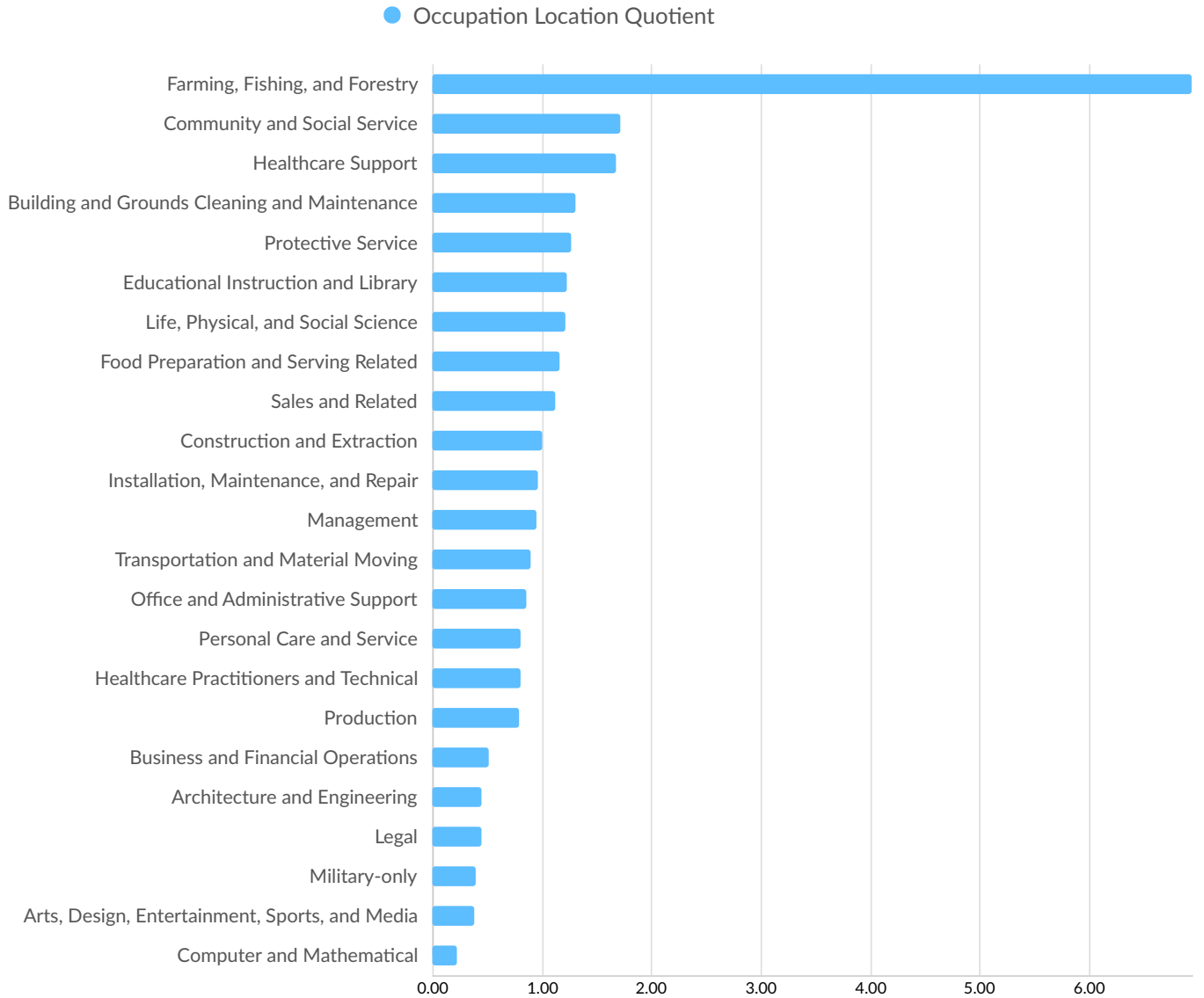
## Largest Occupations



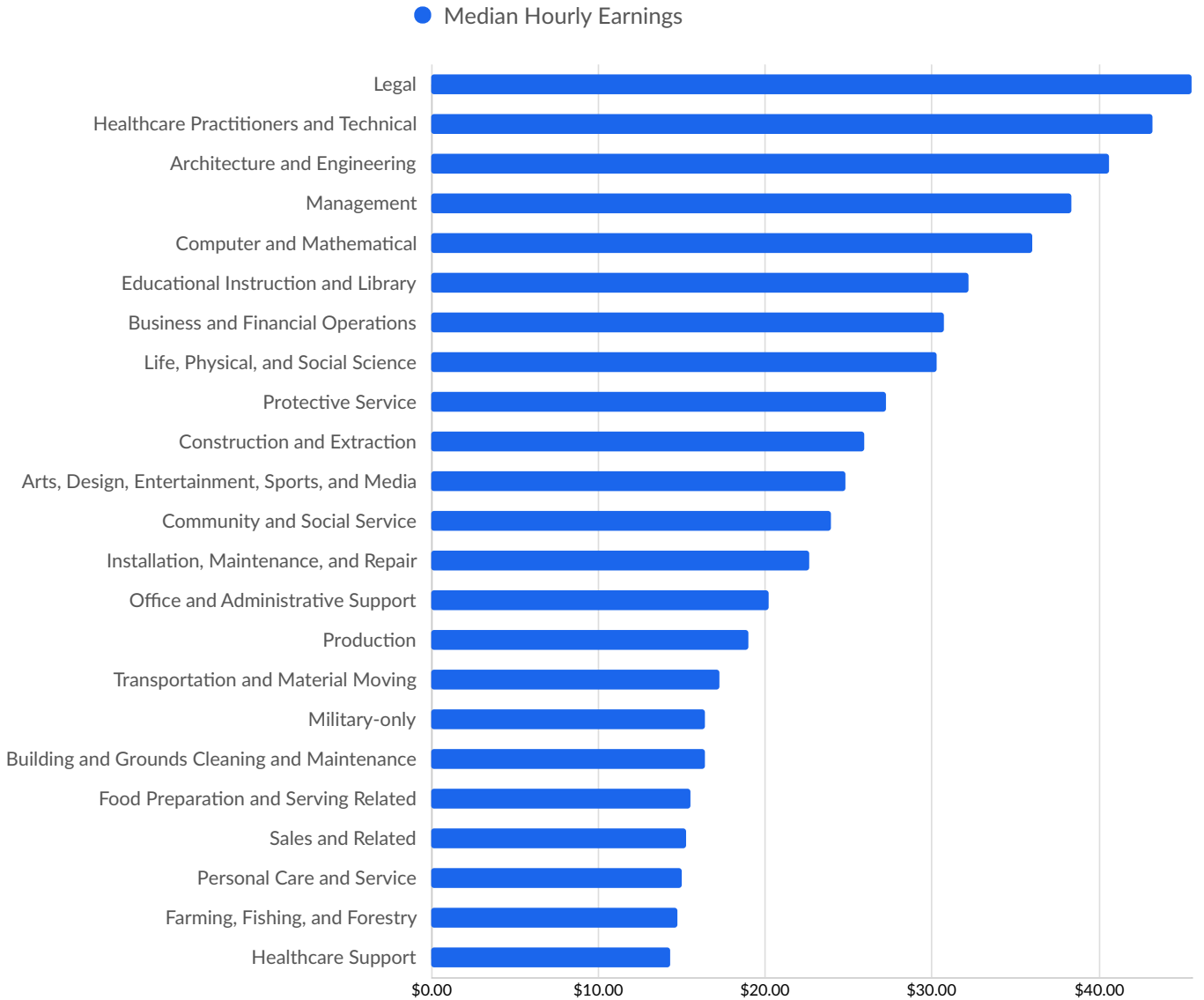
## Top Growing Occupations

● Occupation Jobs Growth

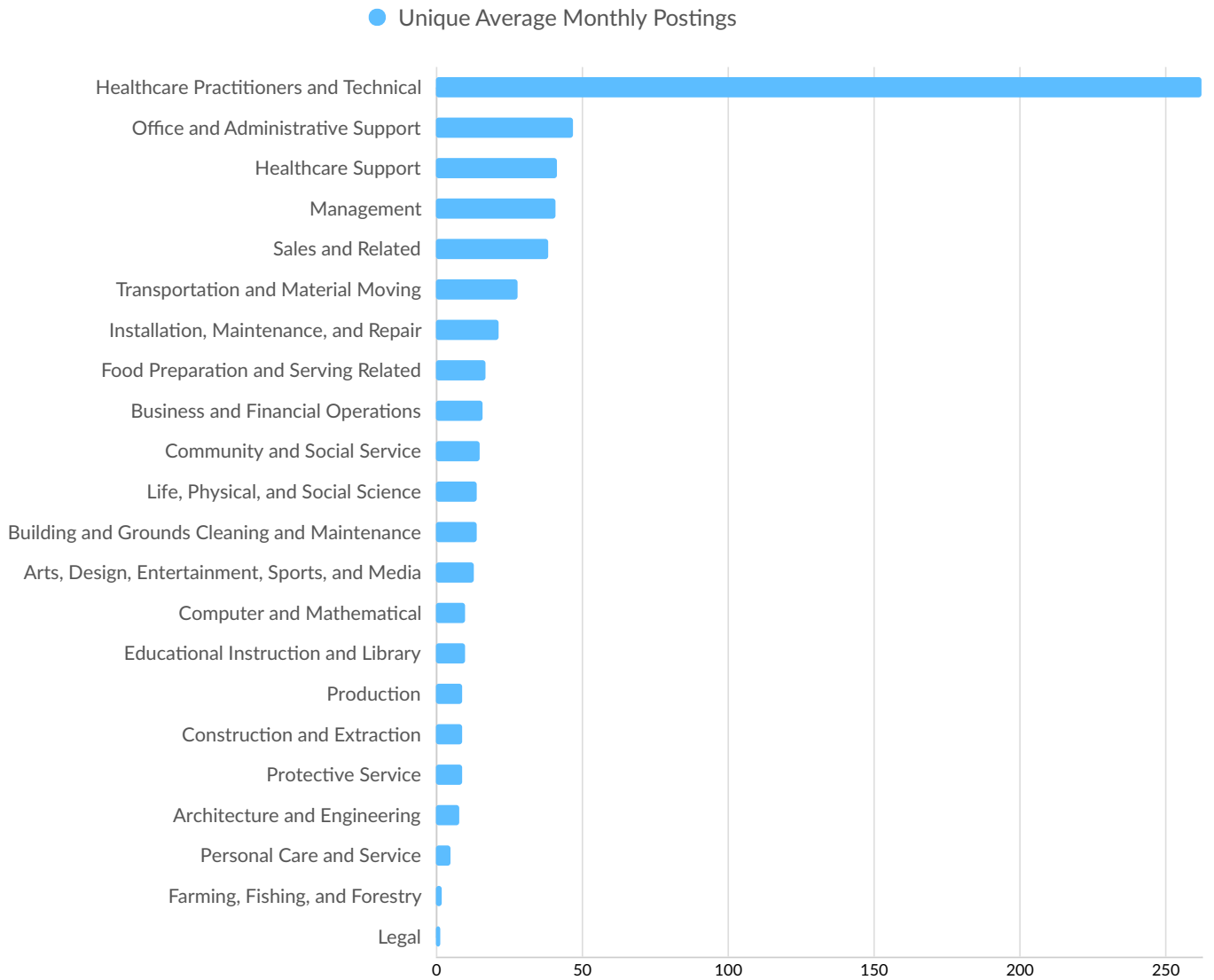
## Top Occupation Location Quotient



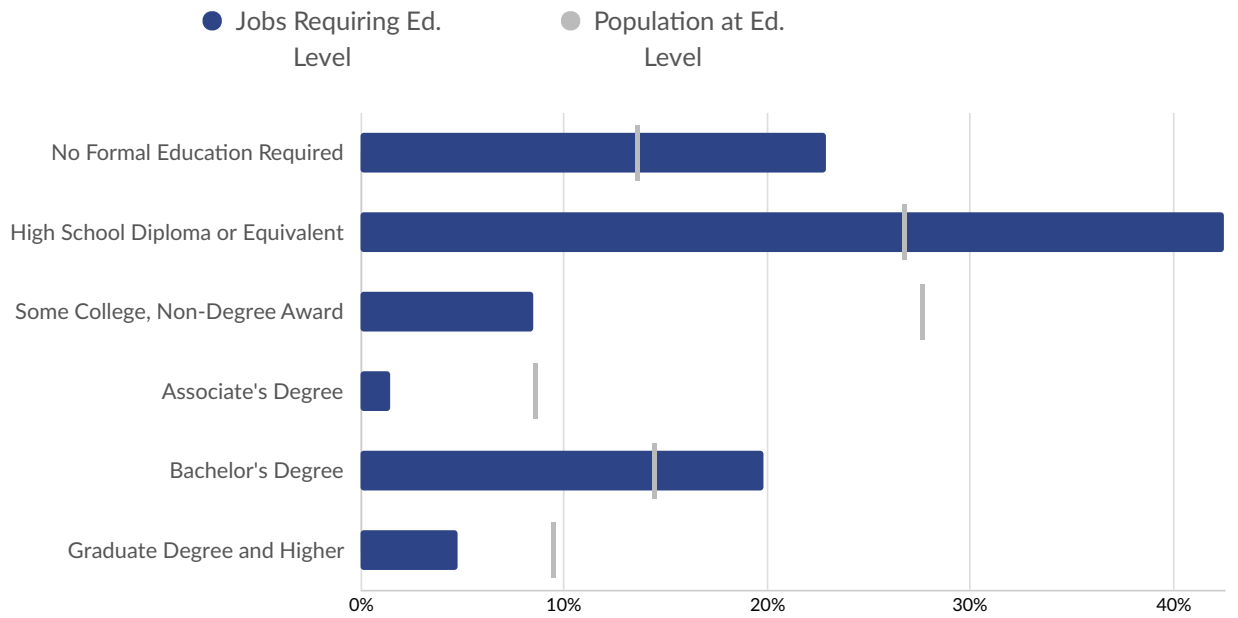
## Top Occupation Earnings



## Top Posted Occupations

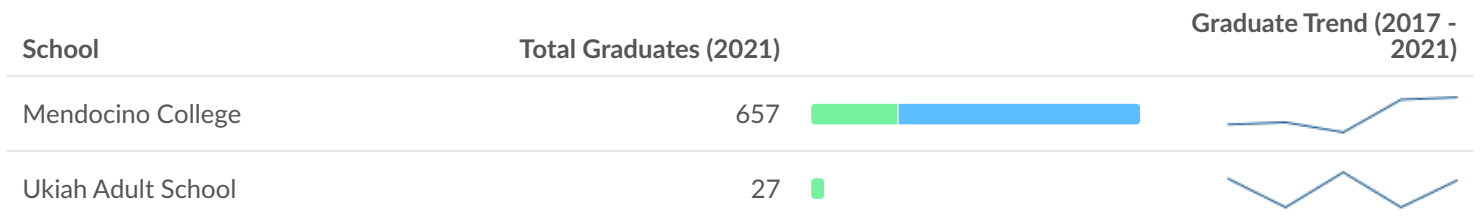


## Underemployment



## Educational Pipeline

In 2021, there were 684 graduates in Mendocino County, CA. This pipeline has grown by 62% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Health/Medical Preparatory Programs, Other", and Liberal Arts and Sciences/Liberal Studies.



- Certificate
- Associate's
- Bachelor's
- Master's or Higher

# In-Demand Skills

