

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

Class of Worker

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

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

Economy Overview

93,091

Population (2022)

Population **grew by 5,401** over the last 5 years and is projected to **grow by 8,052** over the next 5 years.

37,633

Total Regional Employment

Jobs **decreased by 983** over the last 5 years but are projected to **grow by 2,831** over the next 5 years.

\$56.4K

Median Household Income (2021)

Median household income is **\$12.6K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 6.2%** since 2017, growing by 5,401. Population is expected to **increase by 8.6%** between 2022 and 2027, adding 8,052.
- From 2017 to 2022, jobs **declined by 2.5%** in Mendocino County, CA from 38,616 to **37,633**. This change **fell short of the national growth rate of 3.8% by 6.3%**. As the number of jobs declined, the **labor force participation rate decreased from 55.9% to 49.5% between 2017 and 2022**.
- Concerning educational attainment, **14.4% of Mendocino County, CA residents possess a Bachelor's Degree** (6.4% below the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

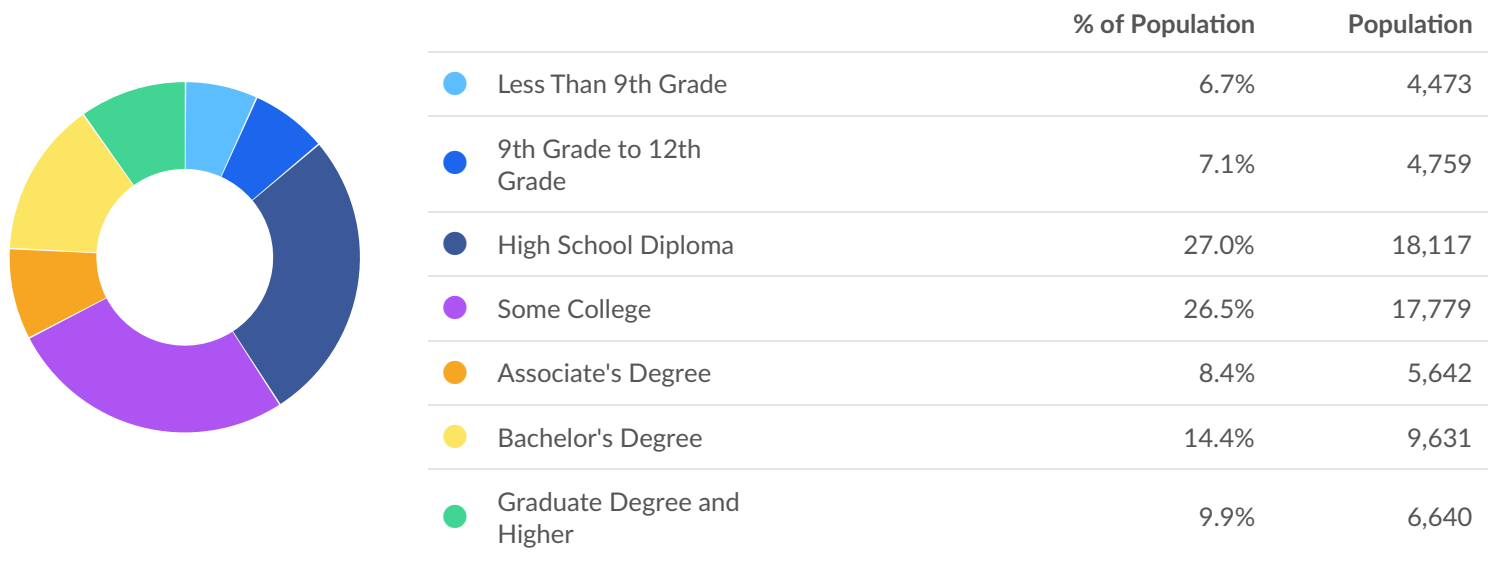
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	94,721	35,970	37,633	130.7	\$4.57B	\$5.95B	\$4.94B
State	39,081,899	19,307,410	20,388,768	135.2	\$3.55T	\$1.83T	\$2.54T
Nation	335,839,277	166,220,270	168,791,091	100.0	\$25.16T	\$0	\$11.30T

Apr 2023 Labor Force Breakdown



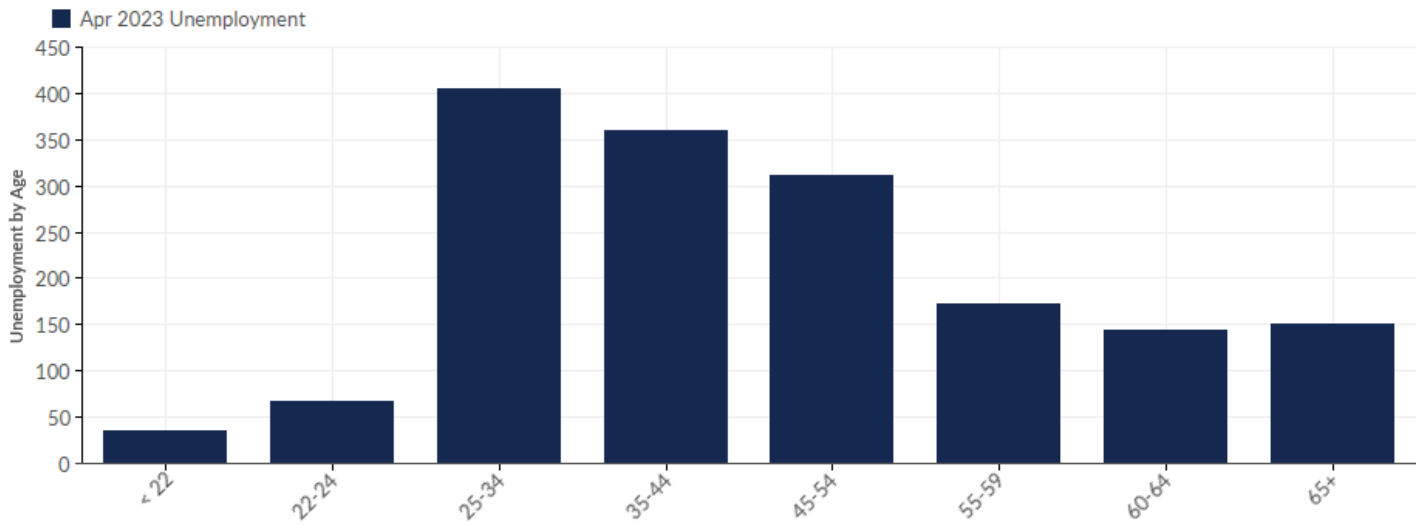
Educational Attainment

Concerning educational attainment, **14.4% of Mendocino County, CA residents possess a Bachelor's Degree** (6.4% below the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).



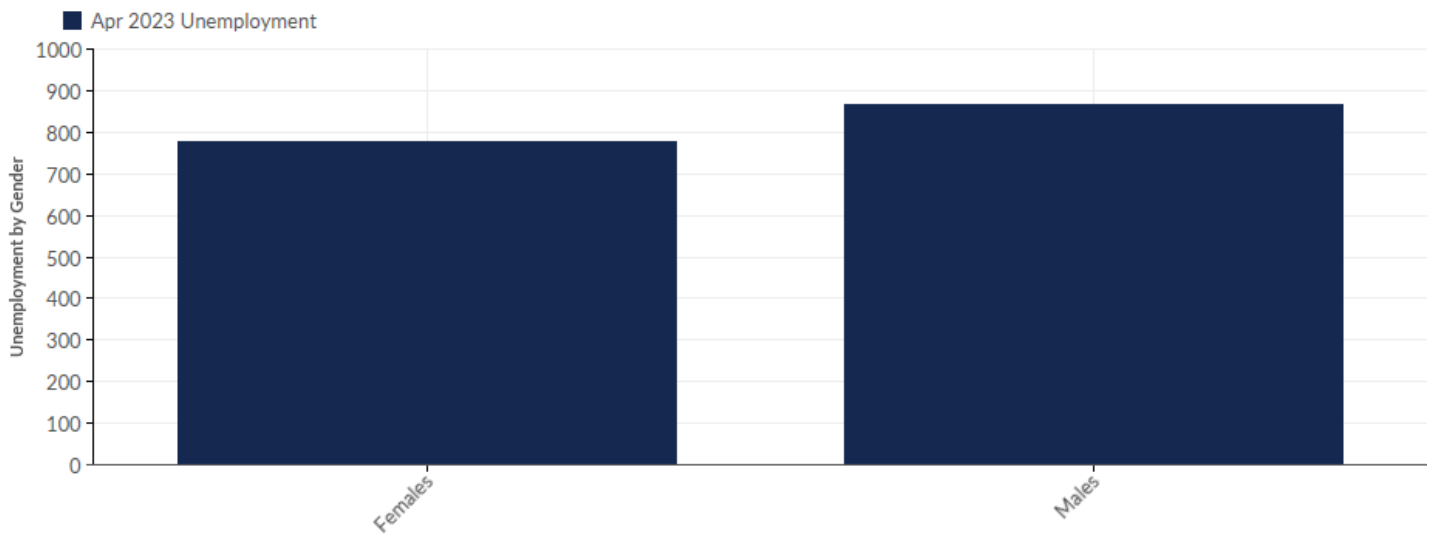
Unemployment by Demographics

Unemployment by Age



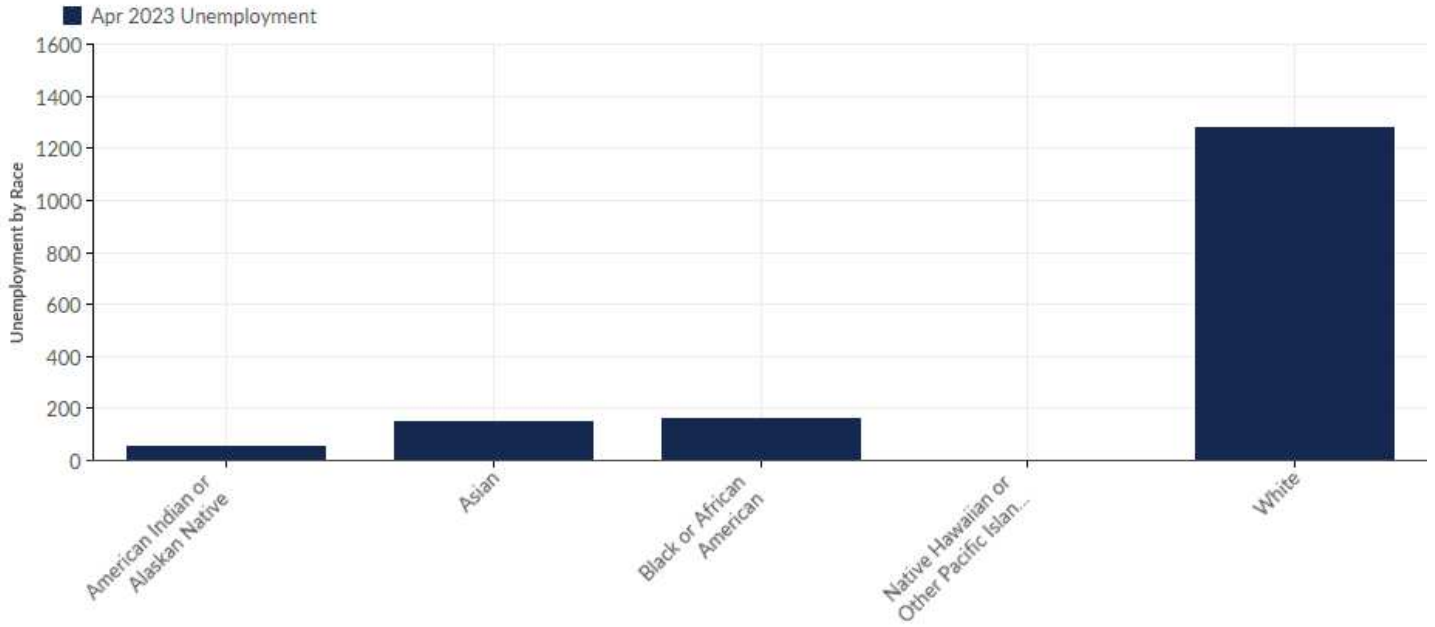
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	35	2.13%
22-24	67	4.08%
25-34	405	24.64%
35-44	360	21.90%
45-54	311	18.92%
55-59	172	10.46%
60-64	143	8.70%
65+	150	9.12%
Total	1,644	100.00%

Unemployment by Gender



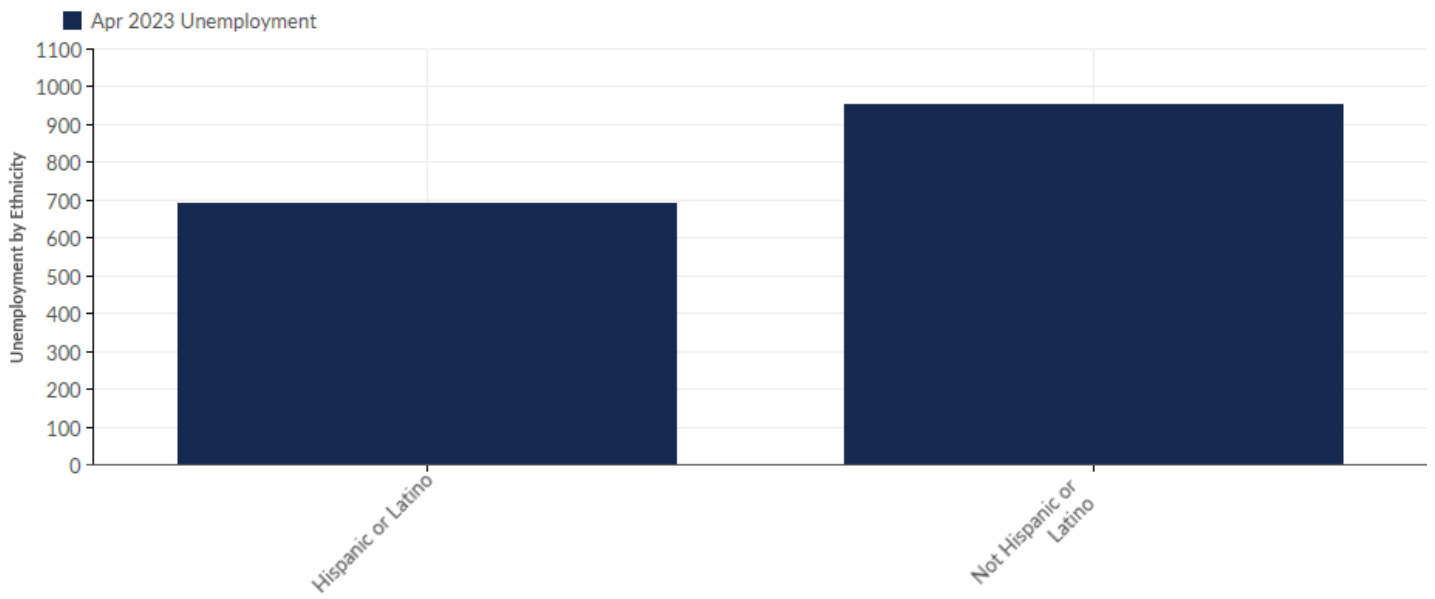
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	778	47.32%
Males	866	52.68%
Total	1,644	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	56	3.41%
Asian	148	9.00%
Black or African American	162	9.85%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,278	77.74%
Total	1,644	100.00%

Unemployment by Ethnicity

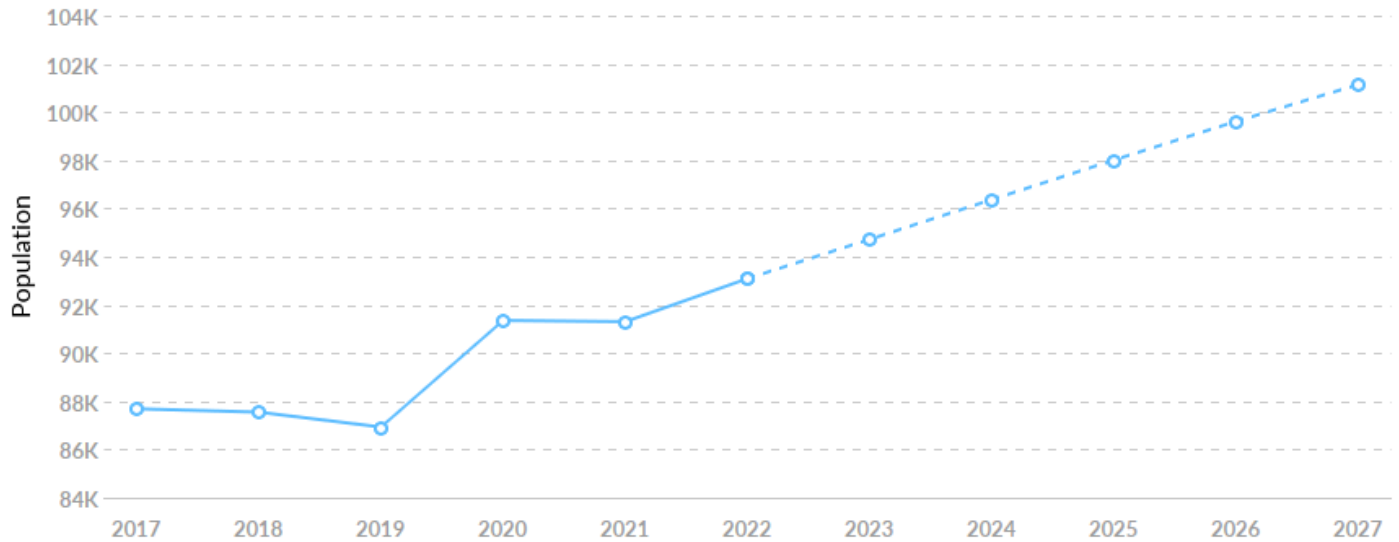


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	691	42.03%
Not Hispanic or Latino	953	57.97%
Total	1,644	100.00%

Historic & Projected Trends

Population Trends

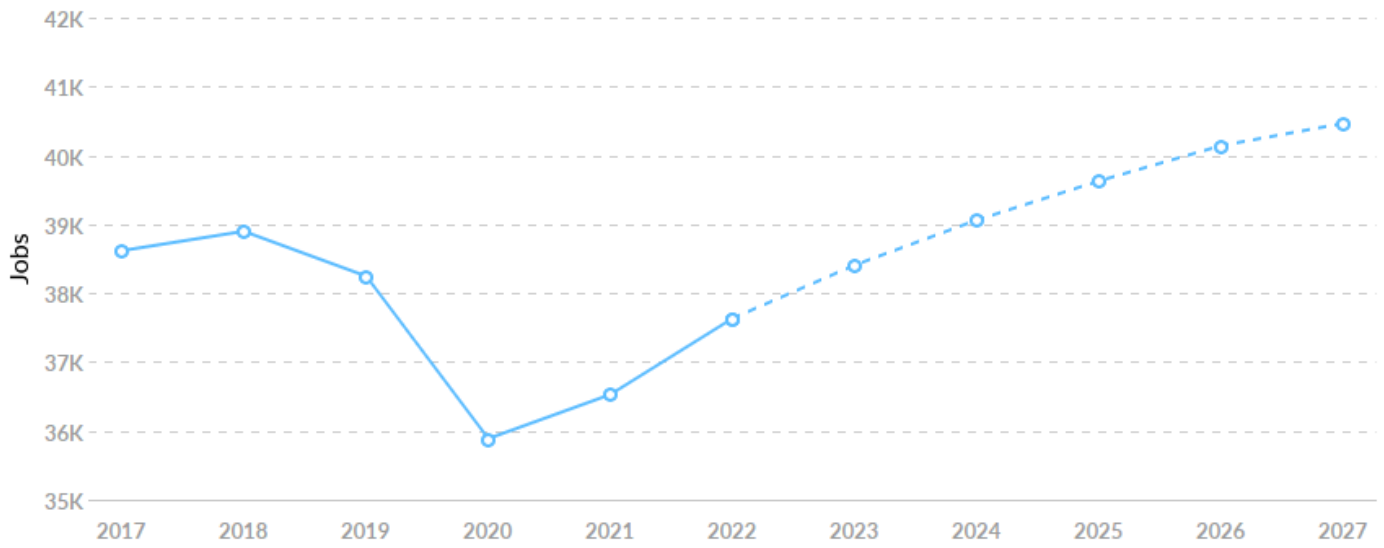
As of 2022 the region's population increased by 6.2% since 2017, growing by 5,401. Population is expected to increase by 8.6% between 2022 and 2027, adding 8,052.



Timeframe	Population
2017	87,690
2018	87,549
2019	86,932
2020	91,354
2021	91,305
2022	93,091
2023	94,721
2024	96,369
2025	98,011
2026	99,615
2027	101,142

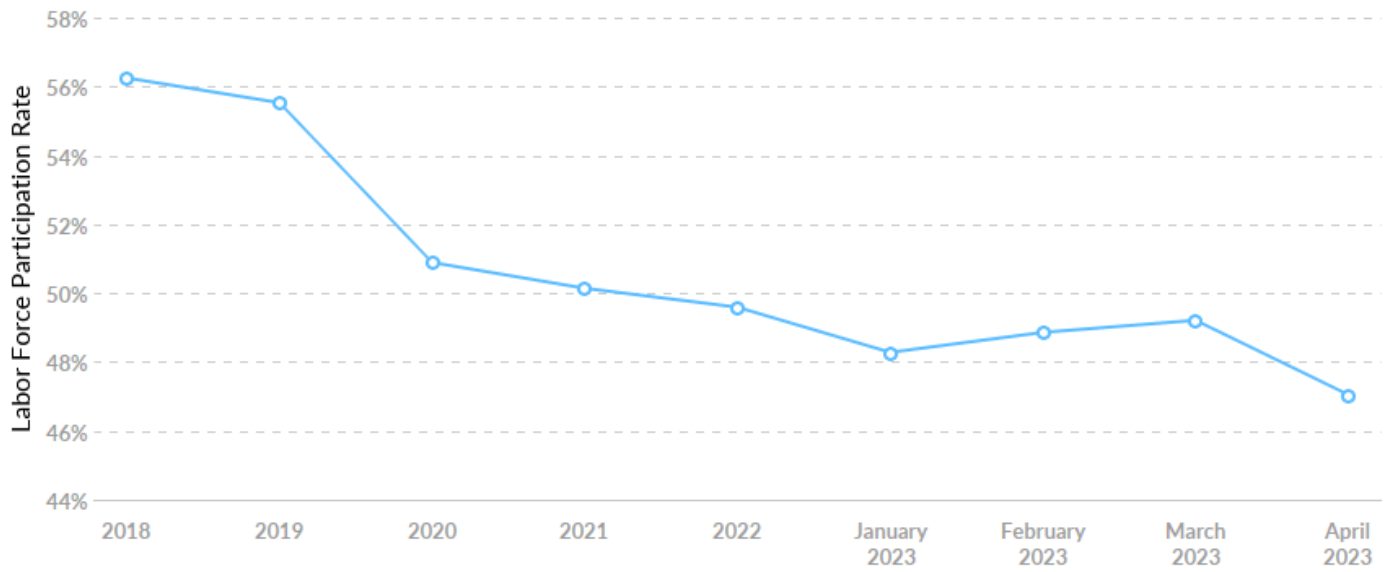
Job Trends

From 2017 to 2022, jobs declined by 2.5% in Mendocino County, CA from 38,616 to 37,633. This change fell short of the national growth rate of 3.8% by 6.3%.



Timeframe	Jobs
2017	38,616
2018	38,898
2019	38,247
2020	35,886
2021	36,528
2022	37,633
2023	38,407
2024	39,061
2025	39,629
2026	40,142
2027	40,465

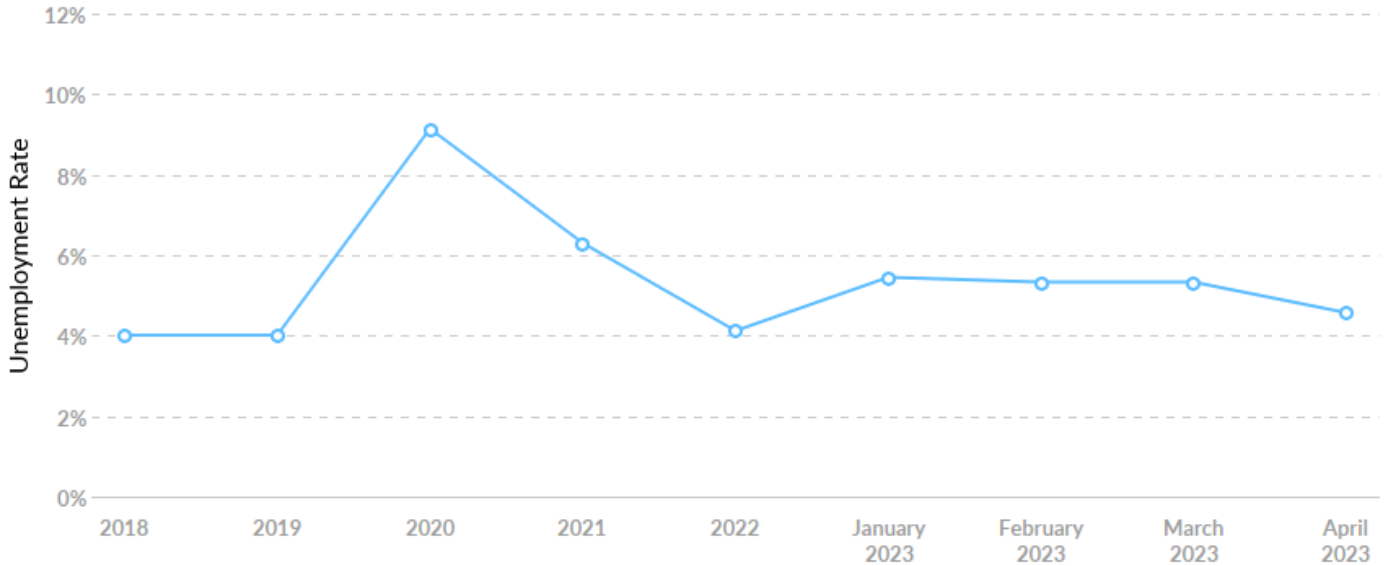
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	56.25%
2019	55.53%
2020	50.89%
2021	50.14%
2022	49.59%
January 2023	48.28%
February 2023	48.86%
March 2023	49.21%
April 2023	47.05%

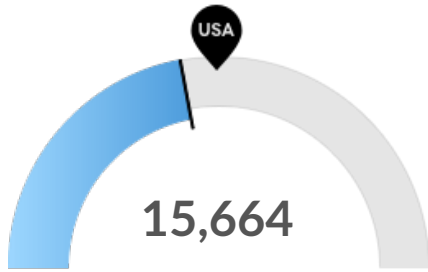
Unemployment Rate Trends

Mendocino County, CA had an April 2023 unemployment rate of 4.57%, **increasing from 4.01% 5 years before.**



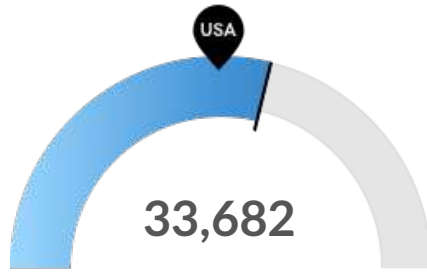
Timeframe	Unemployment Rate
2018	4.01%
2019	4.01%
2020	9.14%
2021	6.30%
2022	4.12%
January 2023	5.45%
February 2023	5.33%
March 2023	5.33%
April 2023	4.57%

Population Characteristics



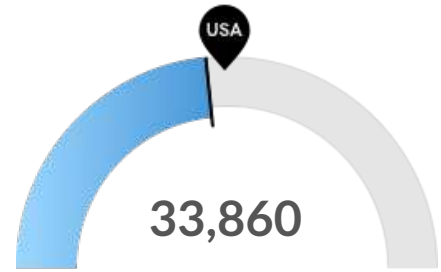
Millennials

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



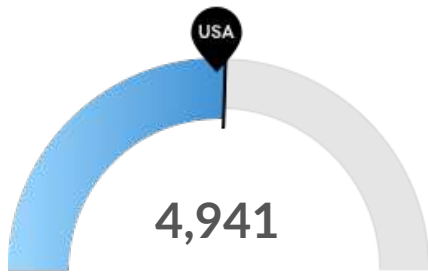
Retiring Soon

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.



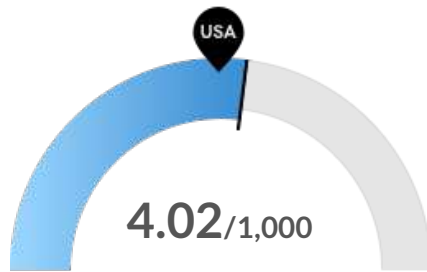
Racial Diversity

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.



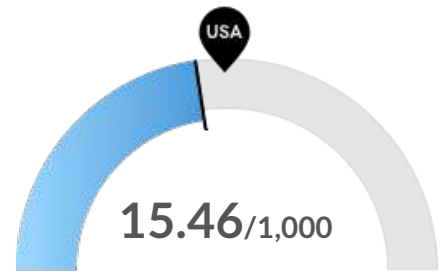
Veterans

Mendocino County, CA has 4,941 veterans. The national average for an area this size is 4,795.



Violent Crime

Mendocino County, CA has 4.02 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

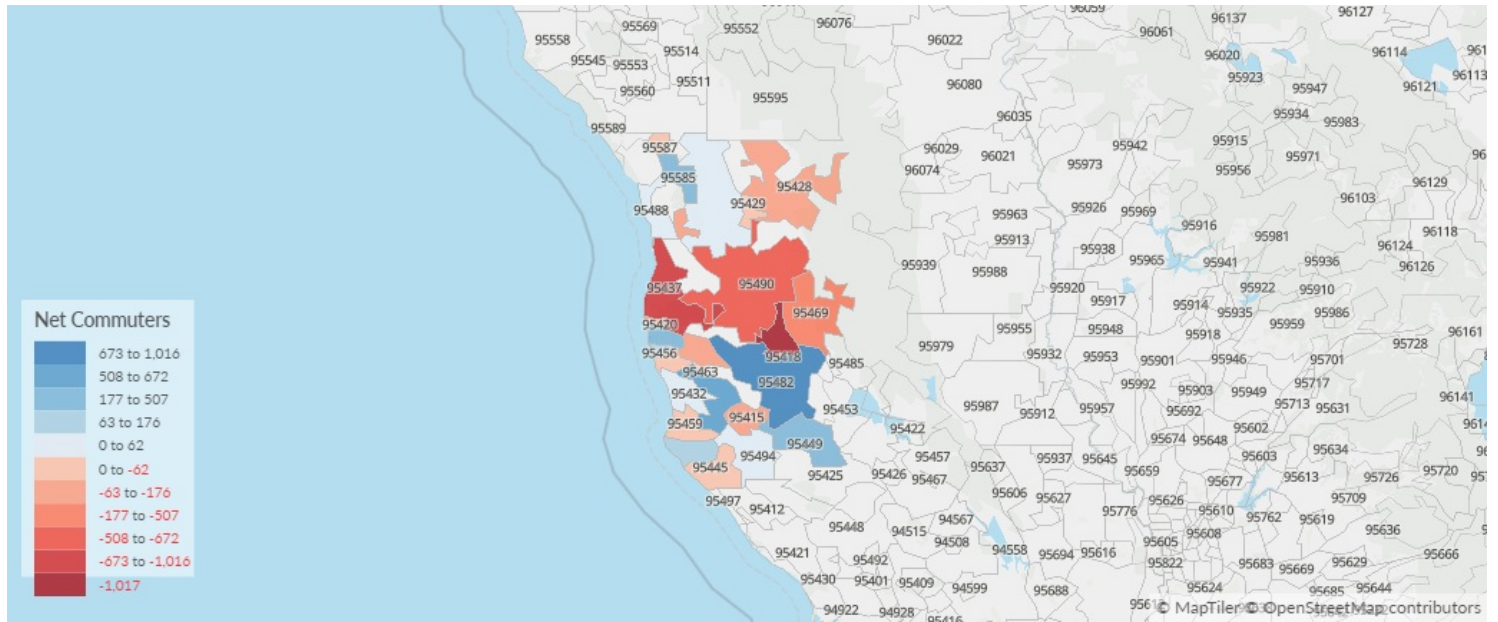


Property Crime

Mendocino County, CA has 15.46 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

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	2022 Employment
95482	Ukiah, CA (in Mendocin...	15,337
95437	Fort Bragg, CA (in Mend...	6,599
95490	Willits, CA (in Mendocin...	6,076
95470	Redwood Valley, CA (in ...	1,524
95460	Mendocino, CA (in Men...	1,190

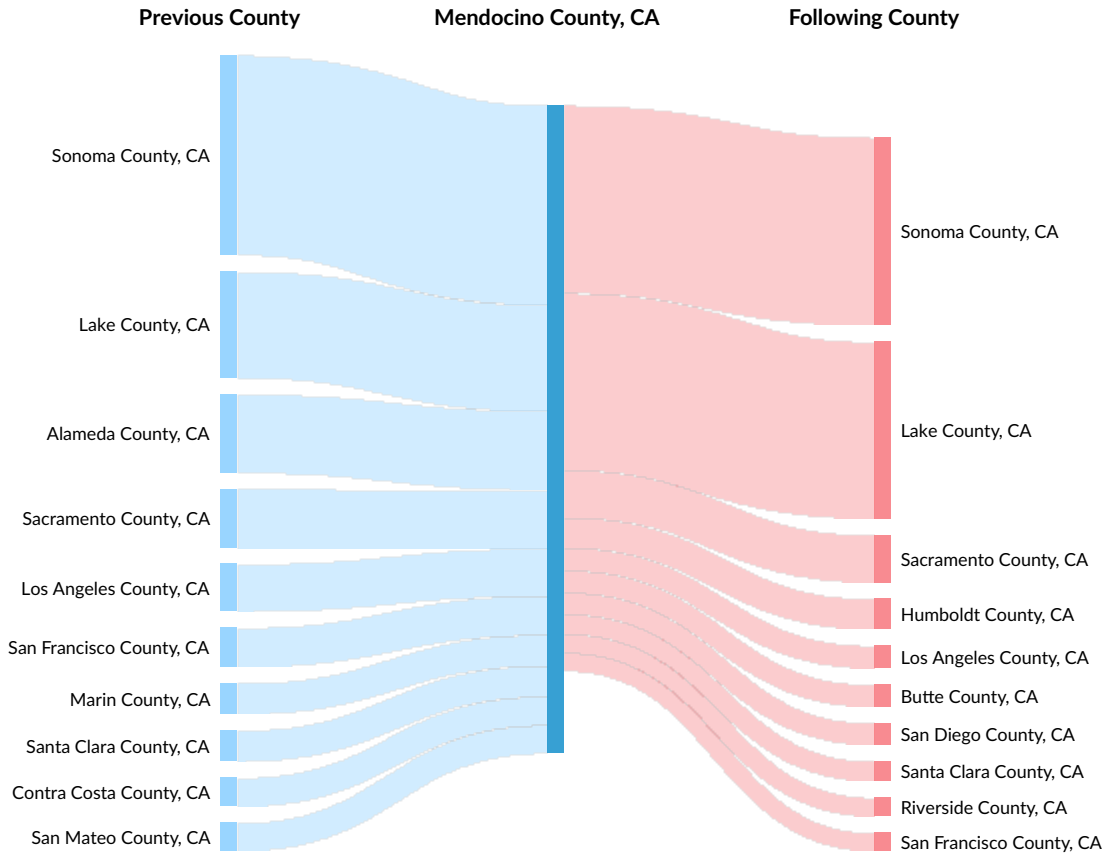
Where Talent Lives

ZIP	Name	2022 Workers
95482	Ukiah, CA (in Mendocin...	14,664
95437	Fort Bragg, CA (in Mend...	7,380
95490	Willits, CA (in Mendocin...	6,628
95470	Redwood Valley, CA (in ...	2,541
95460	Mendocino, CA (in Men...	997

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**.

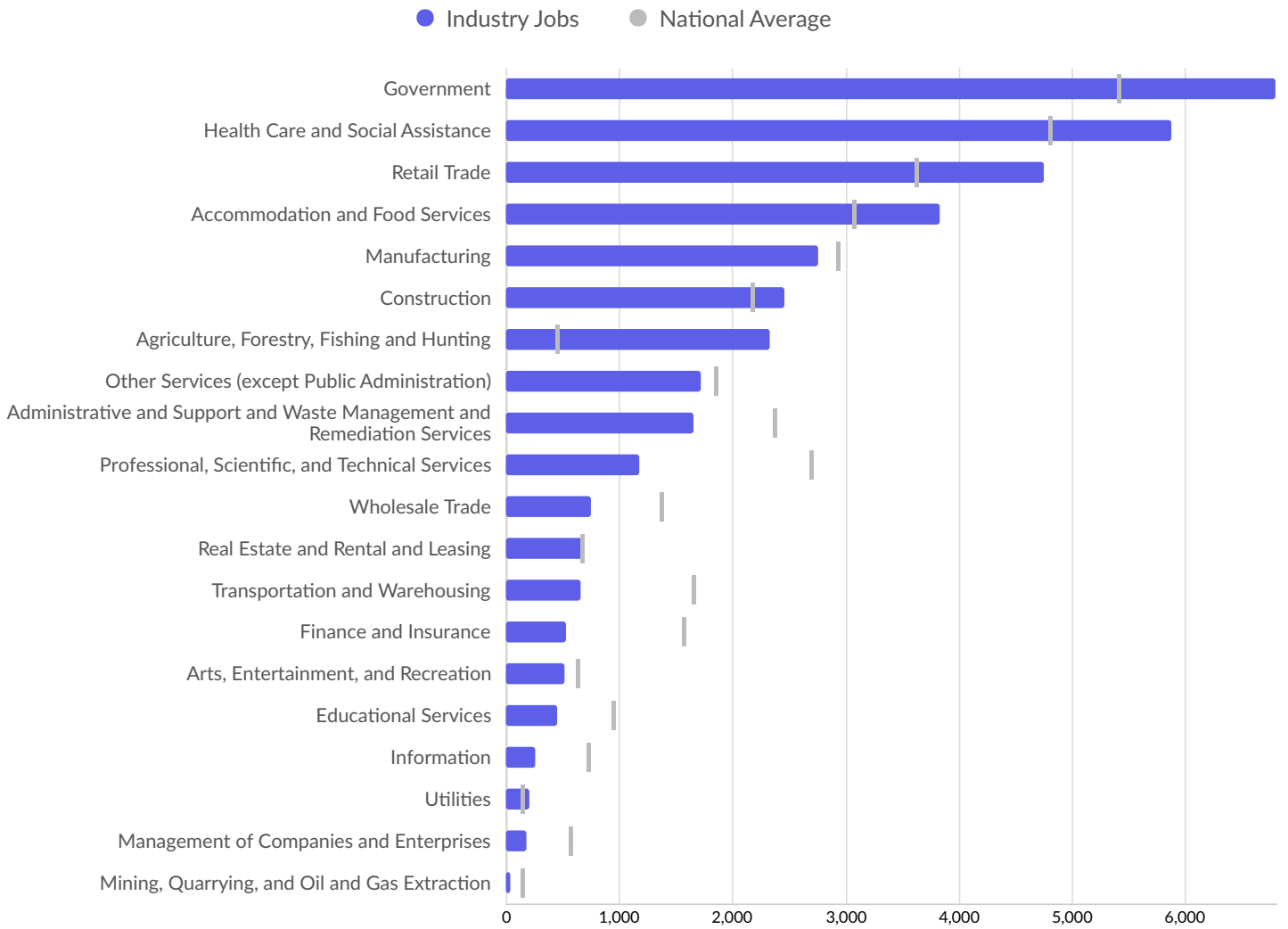


Top Previous Counties	Migrations
Sonoma County, CA	393
Lake County, CA	209
Alameda County, CA	155
Sacramento County, CA	115
Los Angeles County, CA	93
San Francisco County, CA	77

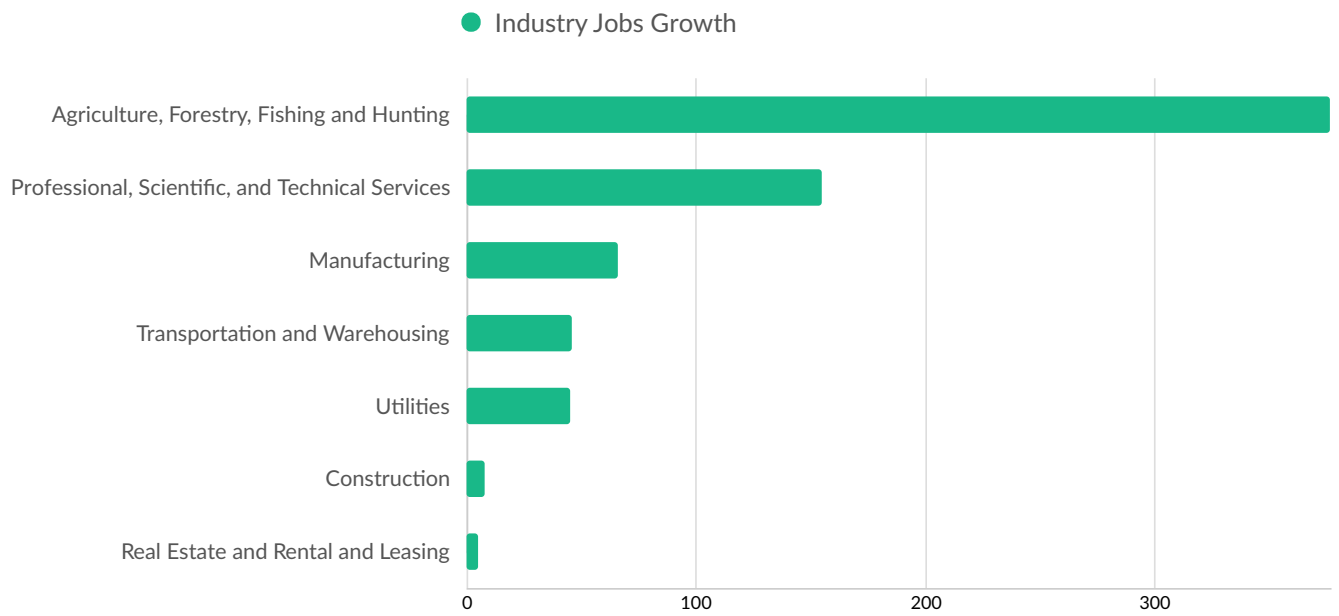
Top Previous Counties	Migrations
Marin County, CA	61
Santa Clara County, CA	61
Contra Costa County, CA	56
San Mateo County, CA	55
San Diego County, CA	51
Butte County, CA	47
Humboldt County, CA	46
Solano County, CA	40
Washoe County, NV	37
Top Following Counties	Migrations
Sonoma County, CA	370
Lake County, 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

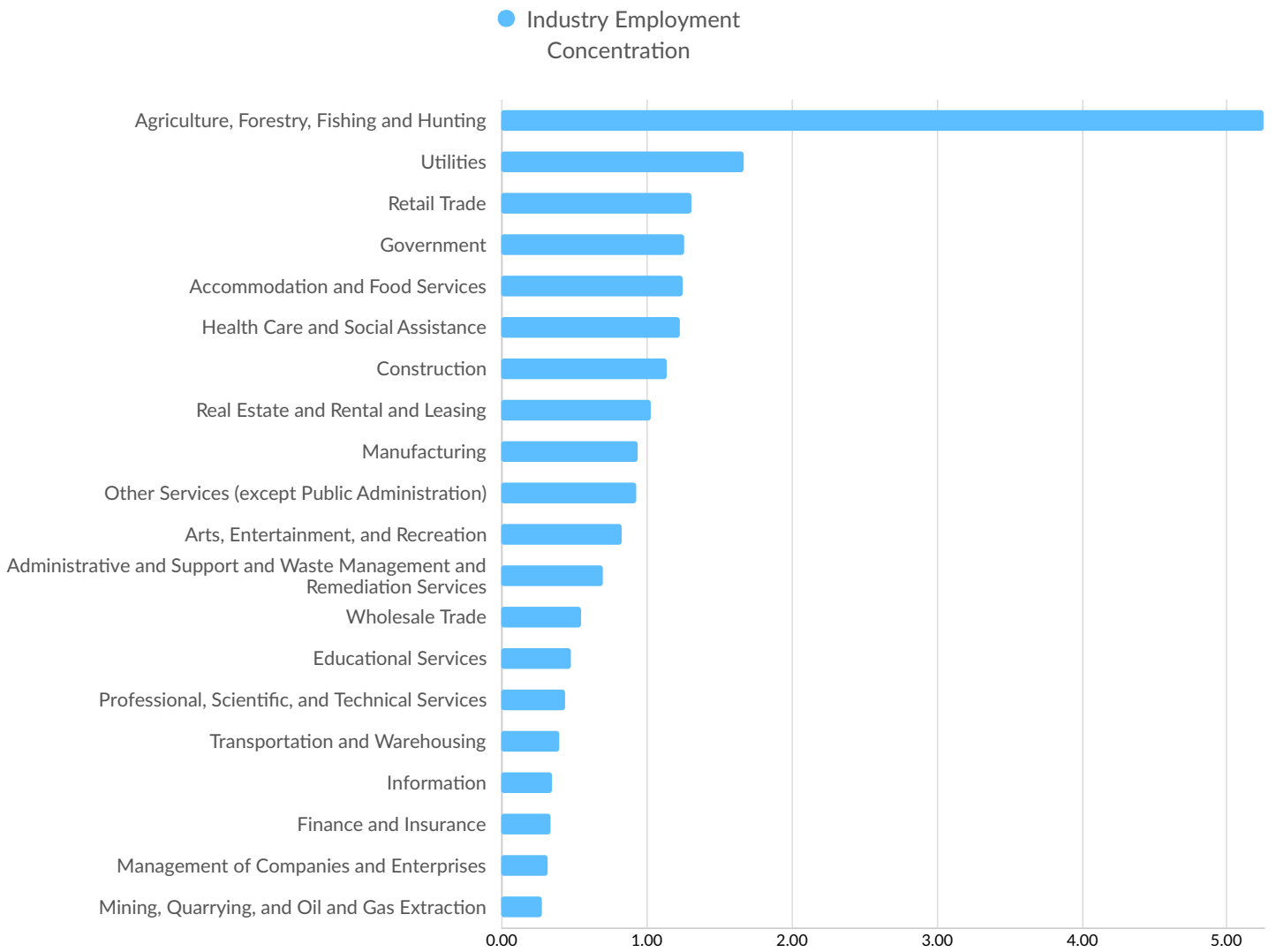
Largest Industries



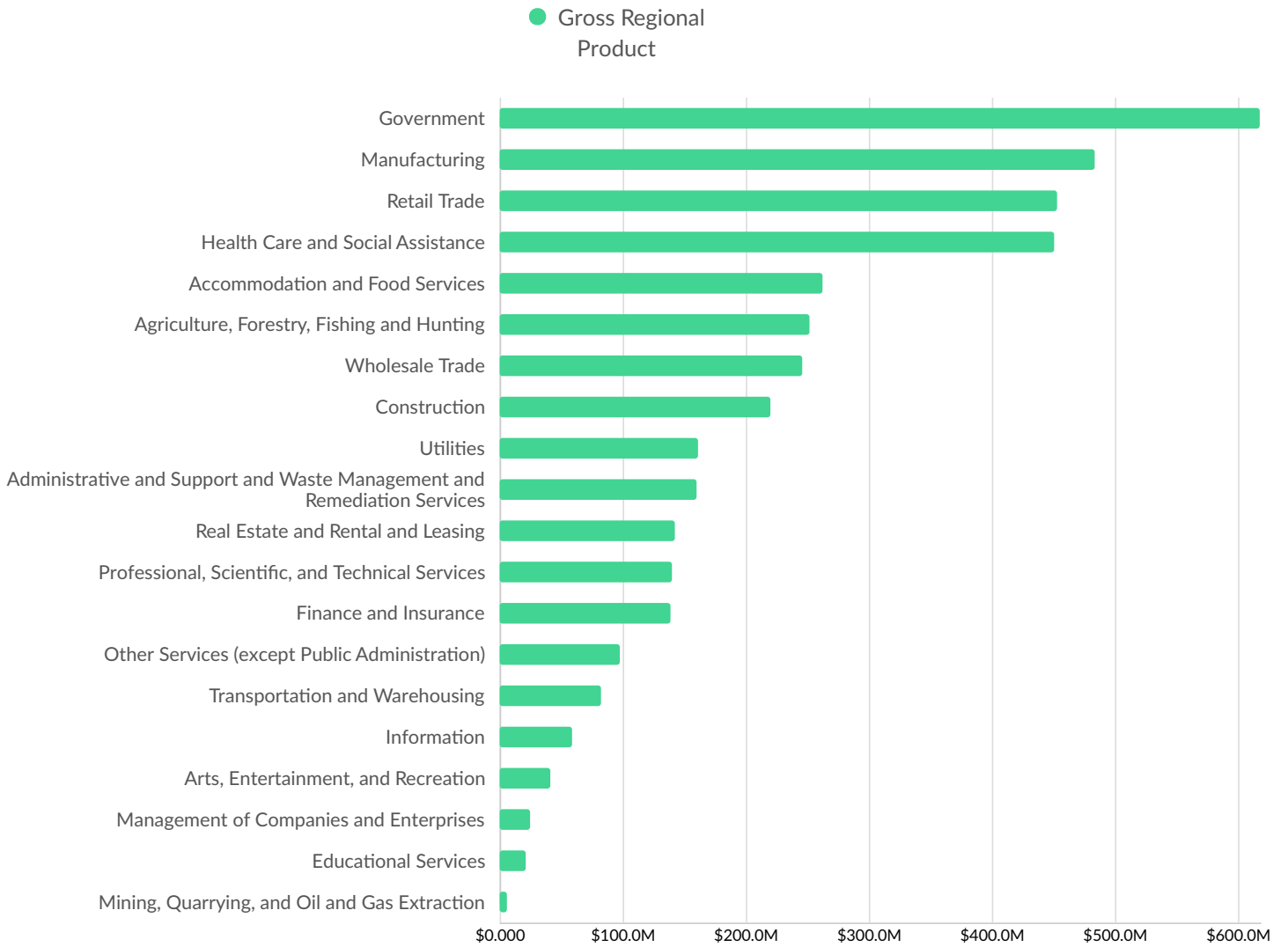
Top Growing Industries



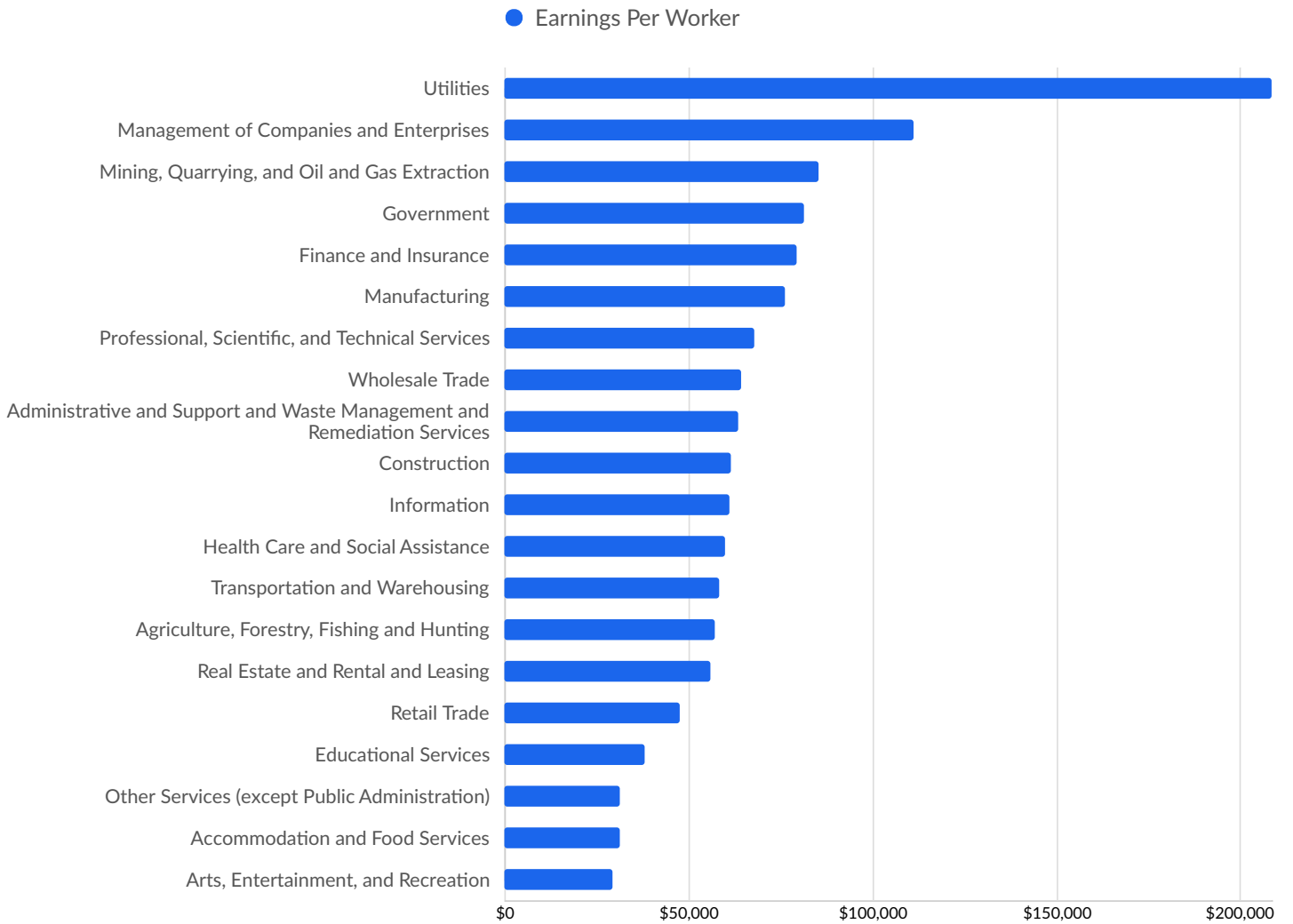
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



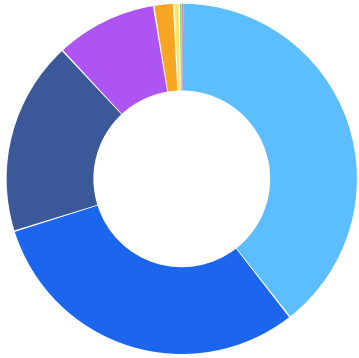
Business Characteristics

6,457 Companies Employ Your Workers

Online profiles for your workers mention 6,457 companies as employers, with the top 10 appearing below. In the last 12 months, 631 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	249 	Adventist Health	749 
Adventist Health	209 	CompHealth	199 
Ukiah Unified School District	198 	Mendocino College	179 
San Francisco City College	117 	NaphCare	112 
Mendocino County Office Of Ed...	115 	County Of Mendocino	108 
Northcoastmediationgroup	78 	State of California	96 
City Of Ukiah	71 	Reach Air Medical Services	83 
Savings Bank Of Mendocino Co...	66 	Stability Healthcare	79 
Mendocino Forest Products	62 	Mendocino Redwood Company	67 
Mendocino Community Health ...	60 	Sutter Health	67 

Business Size

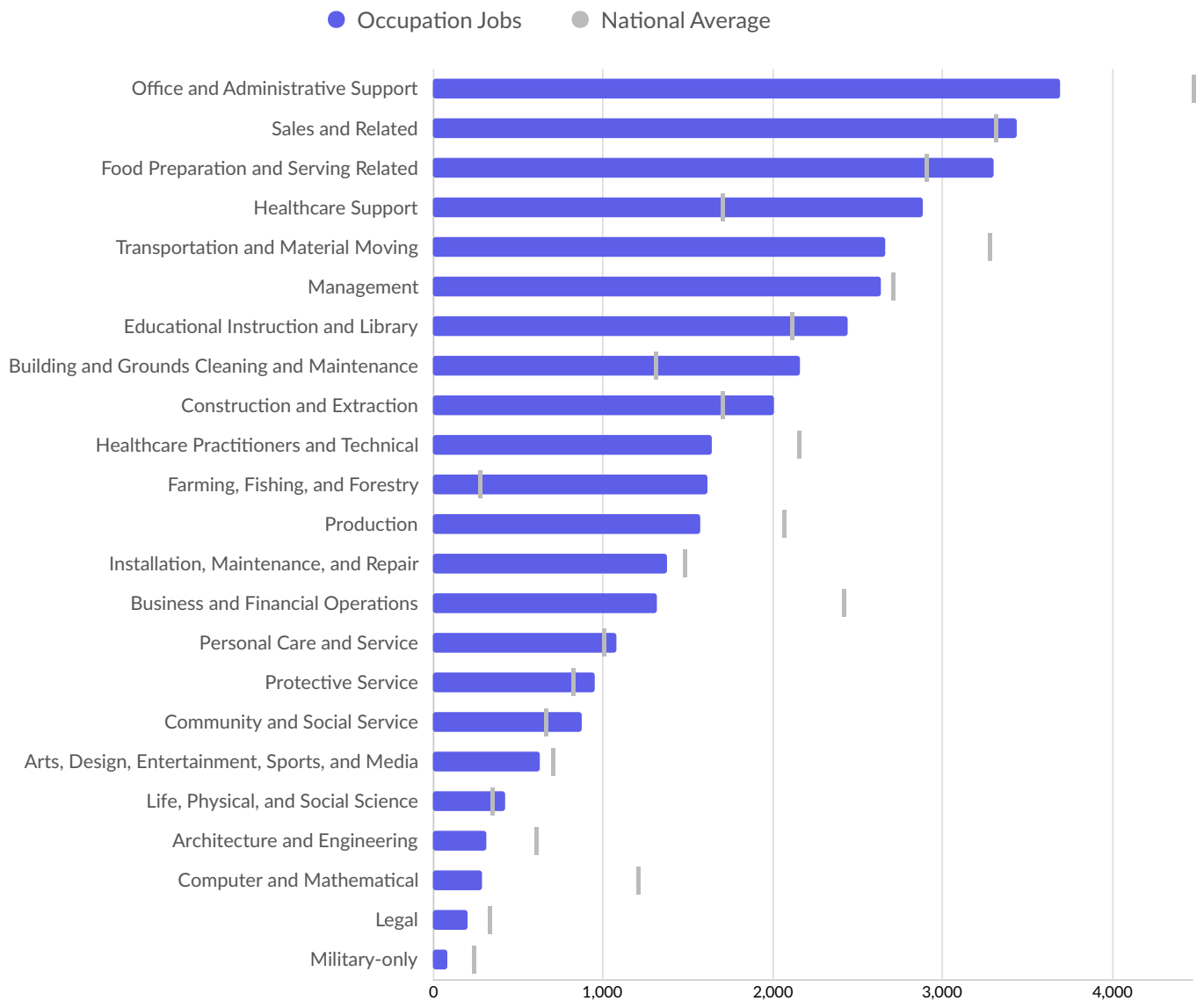


	Percentage	Business Count
● 1 to 4 employees	39.4%	1,625
● 5 to 9 employees	30.7%	1,269
● 10 to 19 employees	17.9%	739
● 20 to 49 employees	9.4%	386
● 50 to 99 employees	1.8%	76
● 100 to 249 employees	0.5%	21
● 250 to 499 employees	0.2%	10
● 500+ employees	0.0%	2

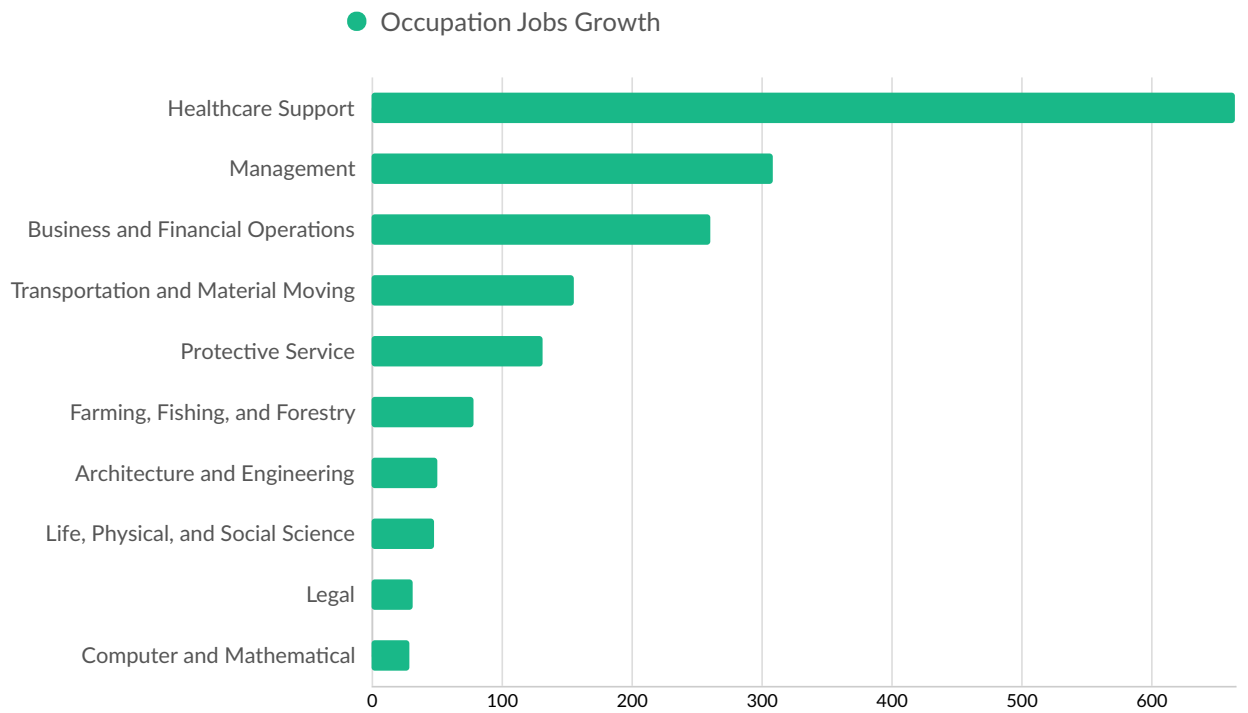
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

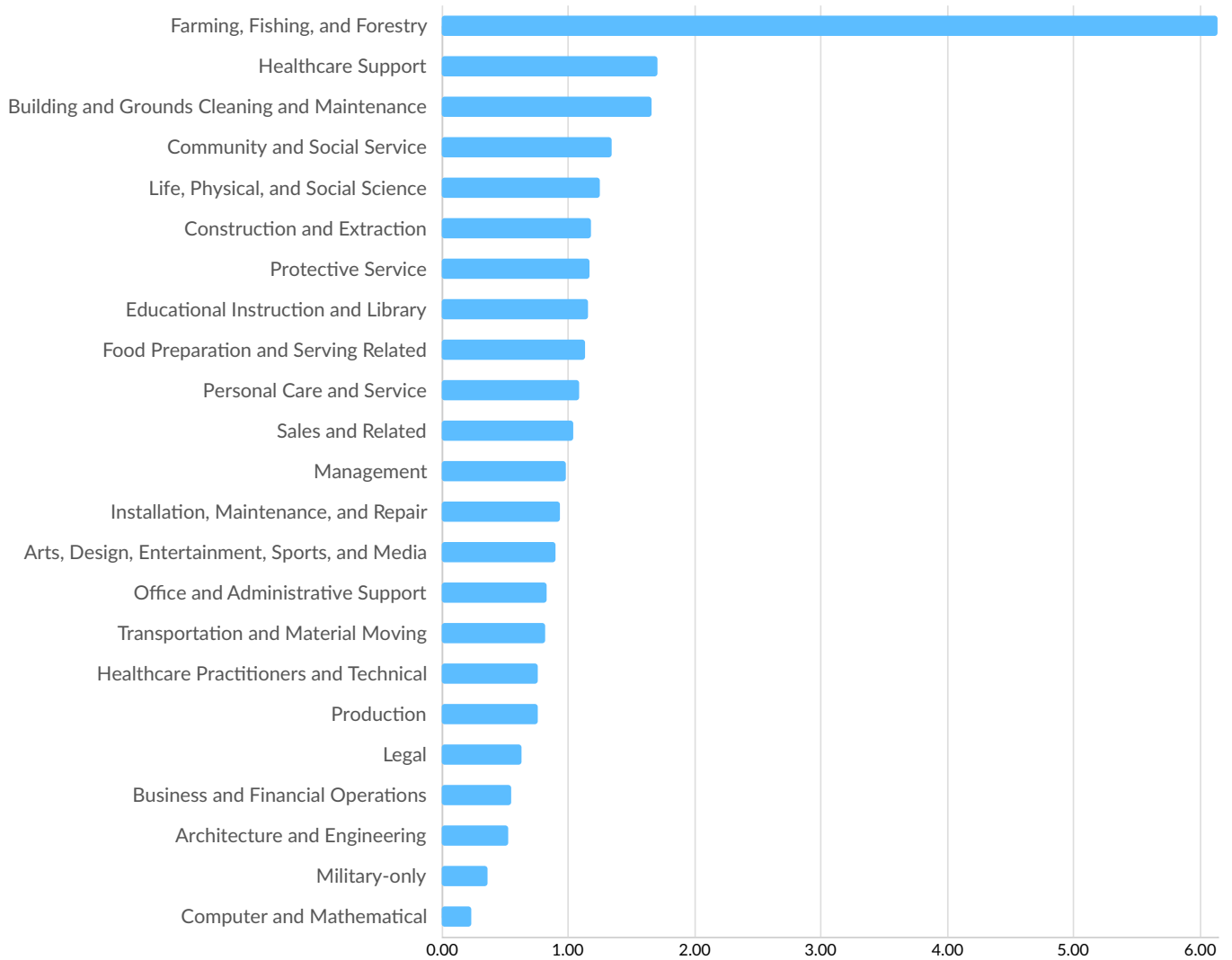


Top Growing Occupations

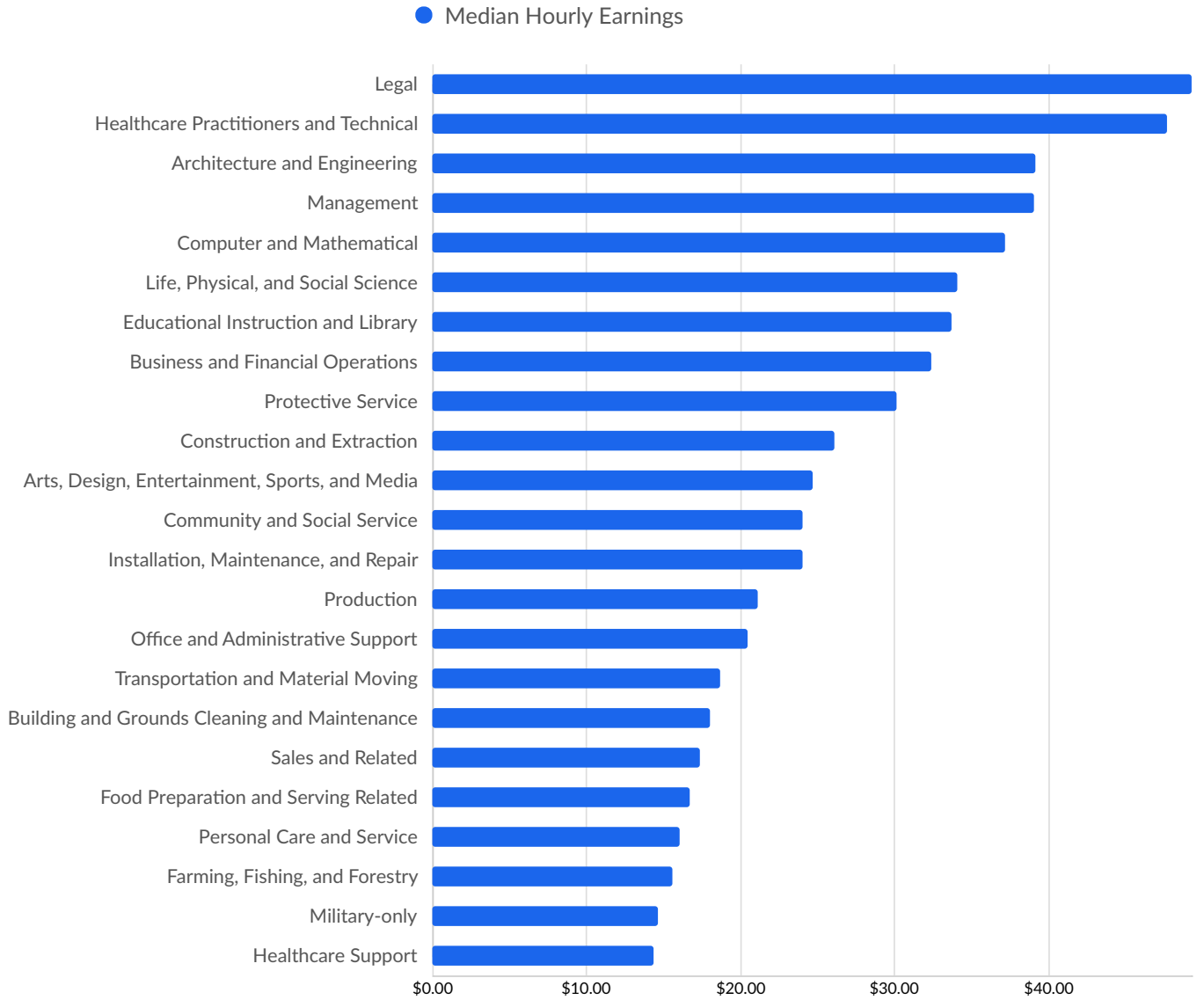


Top Occupation Employment Concentration

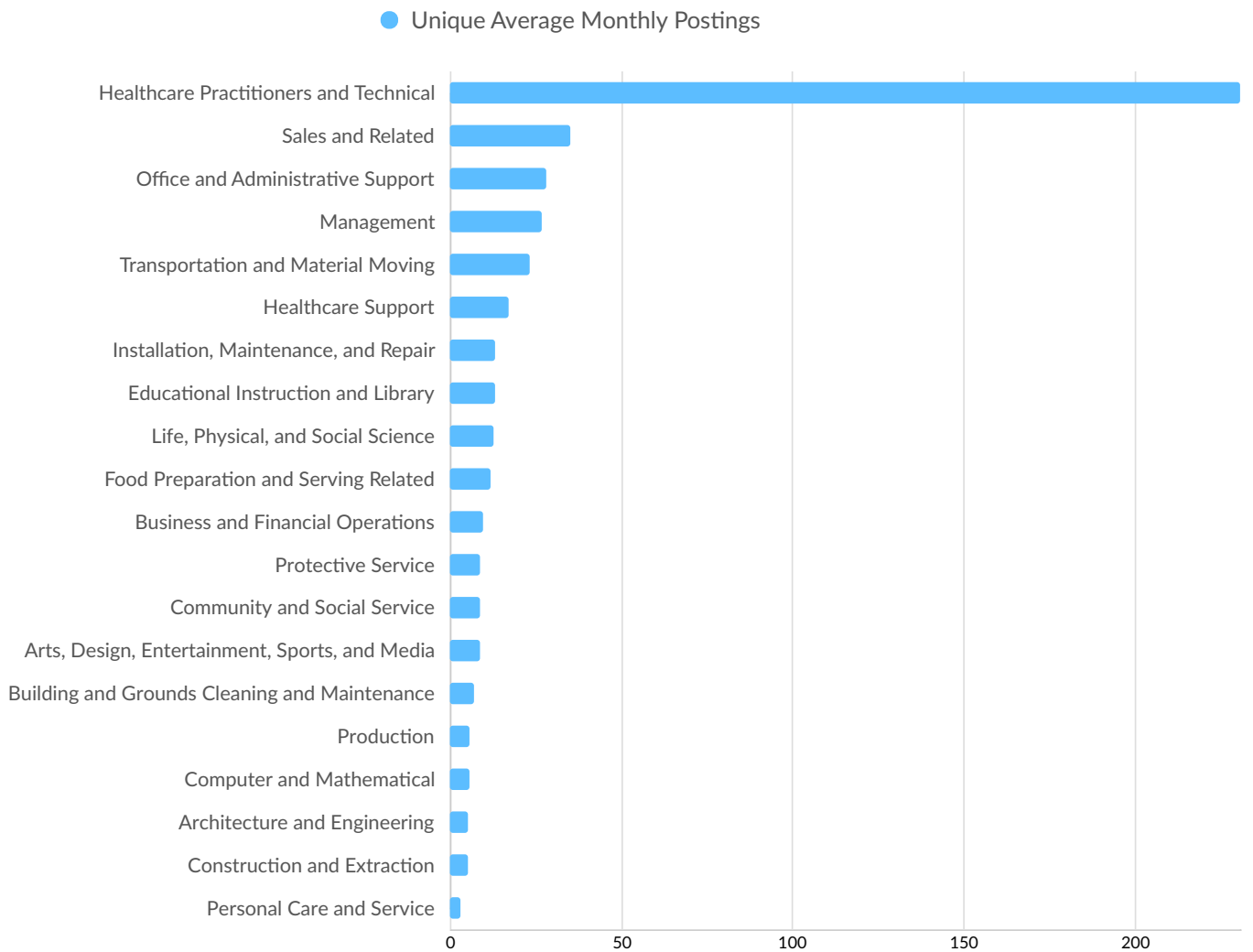
● Occupation Employment Concentration



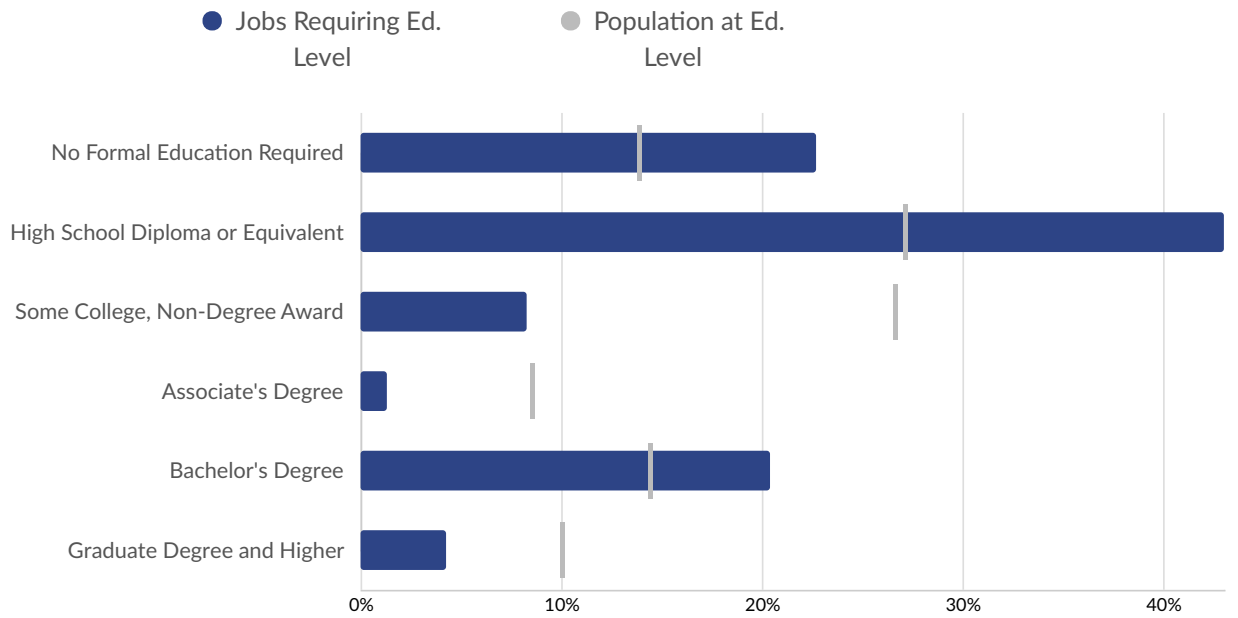
Top Occupation Earnings



Top Posted Occupations

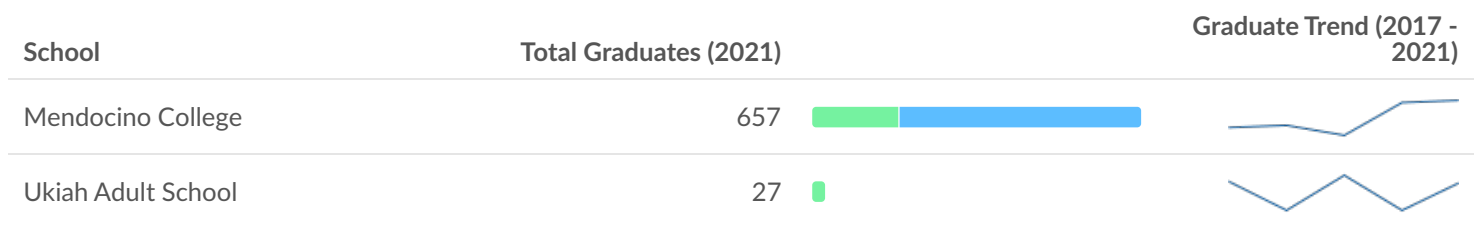


Underemployment



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" (Associate's), "Health/Medical Preparatory Programs, Other" (Associate's), and "Liberal Arts and Sciences/Liberal Studies" (Certificate).



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

In-Demand Skills

