



Mendocino County, CA

Workforce Alliance of the North Bay



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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

89,783

Population (2022)

Population **grew by 2,093** over the last 5 years and is projected to **grow by 7,961** over the next 5 years.

37,645

Total Regional Employment

Jobs **decreased by 971** over the last 5 years but are projected to **grow by 2,804** over the next 5 years.

\$56.4K

Median Household Income (2021)

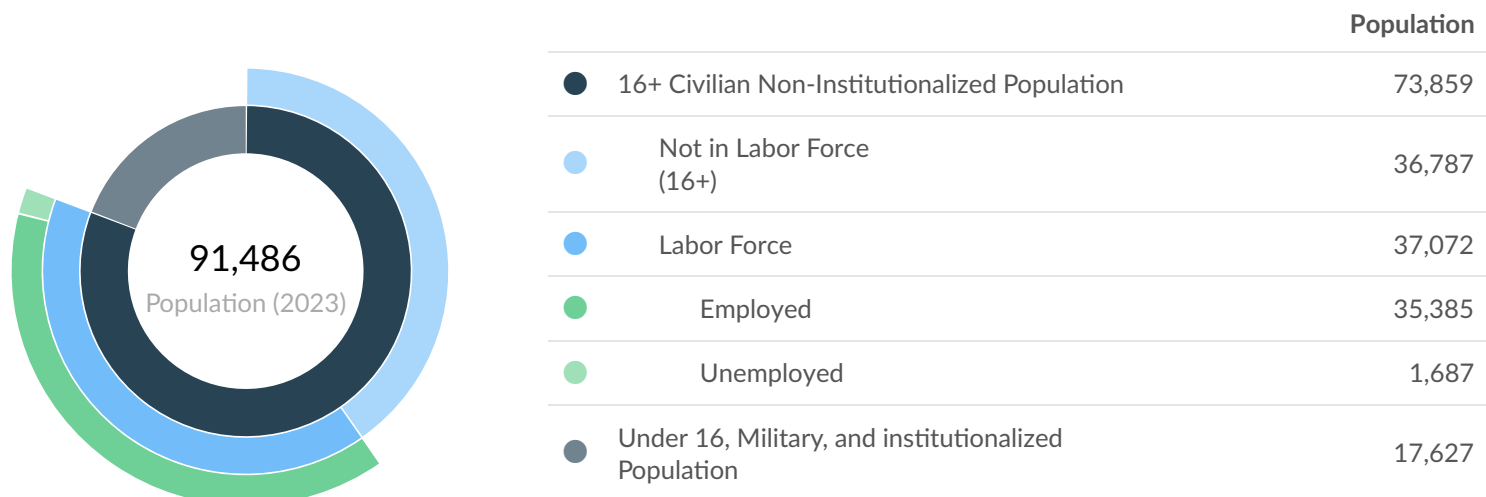
Median household income is **\$12.6K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 2.4%** since 2017, growing by 2,093. Population is expected to **increase by 8.9%** between 2022 and 2027, adding 7,961.
- From 2017 to 2022, jobs **declined by 2.5%** in Mendocino County, CA from 38,616 to **37,645**. 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 51.2% between 2017 and 2022**.
- Concerning educational attainment, **14.4% of Mendocino County, CA residents possess a Bachelor's Degree** (6.5% 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.

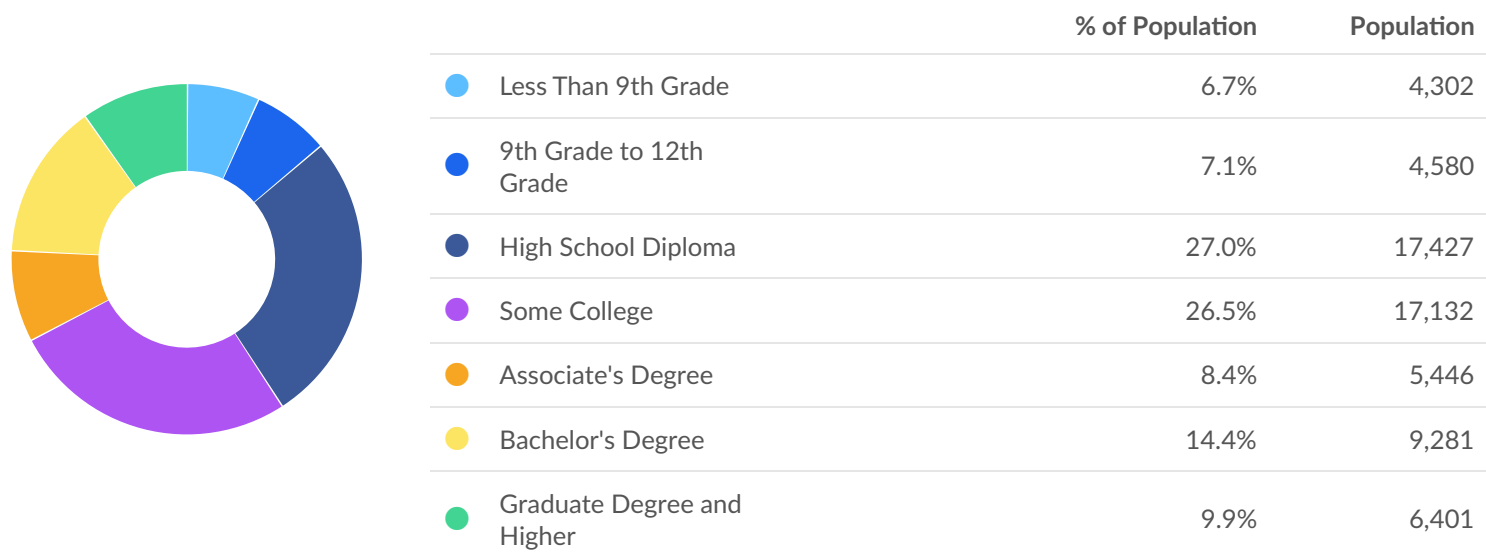
	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	91,486	37,072	37,645	130.6	\$4.56B	\$6.00B	\$4.94B
State	38,913,701	19,458,871	20,378,735	134.9	\$3.55T	\$1.83T	\$2.54T

Sep 2023 Labor Force Breakdown



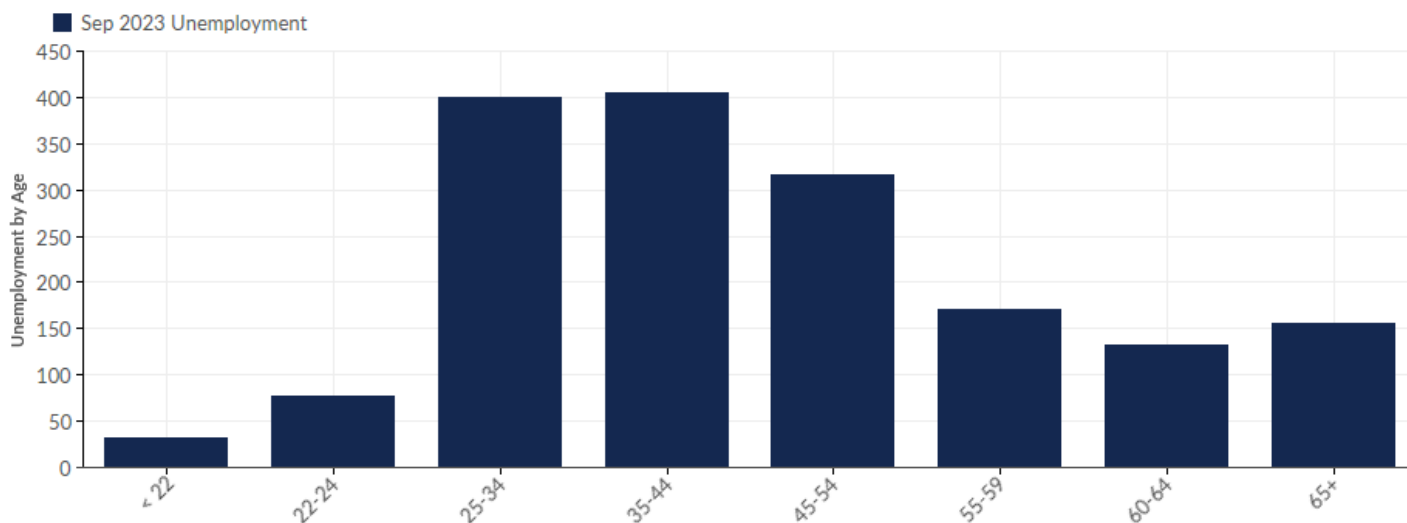
Educational Attainment

Concerning educational attainment, **14.4% of Mendocino County, CA residents possess a Bachelor's Degree** (6.5% below the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).



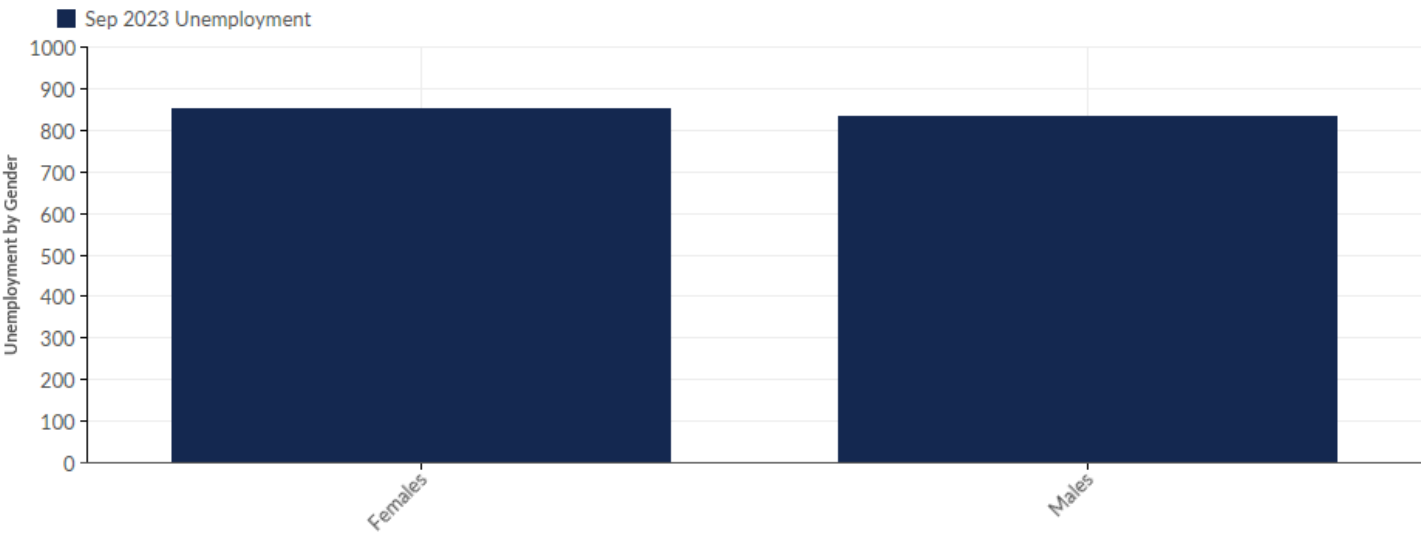
Unemployment by Demographics

Unemployment by Age



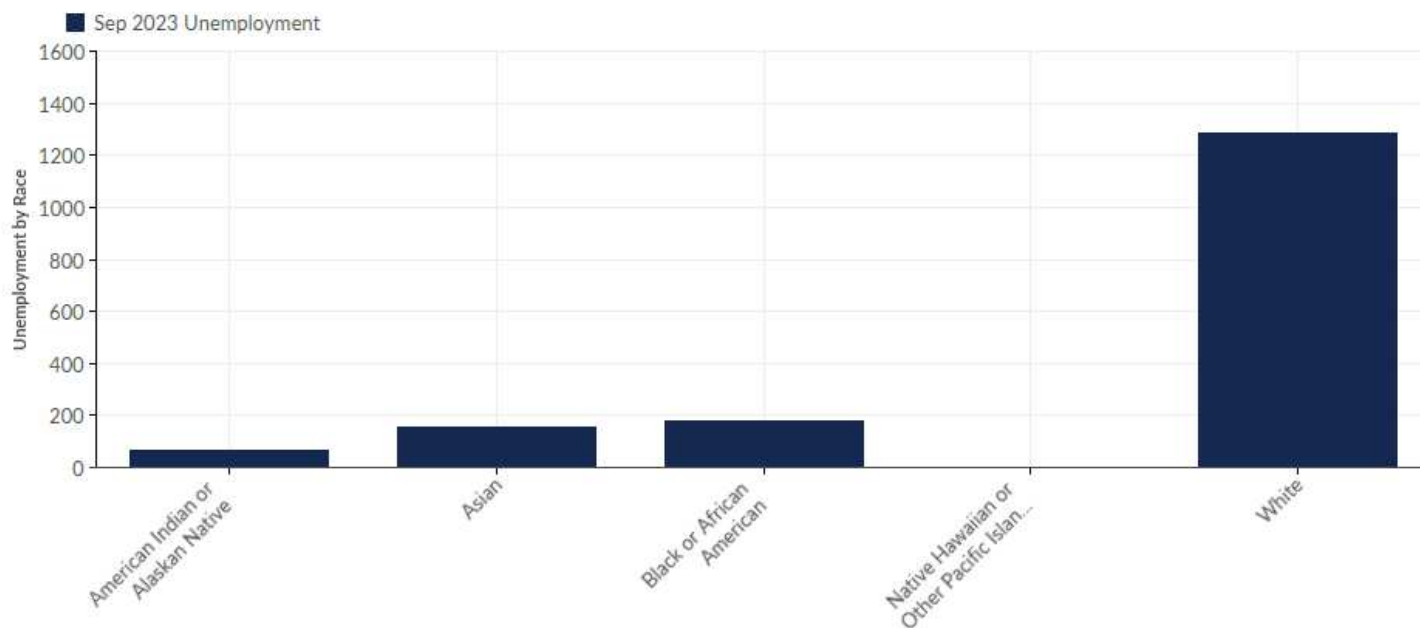
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	32	1.90%
22-24	77	4.56%
25-34	400	23.71%
35-44	404	23.95%
45-54	316	18.73%
55-59	170	10.08%
60-64	131	7.77%
65+	156	9.25%
Total	1,687	100.00%

Unemployment by Gender



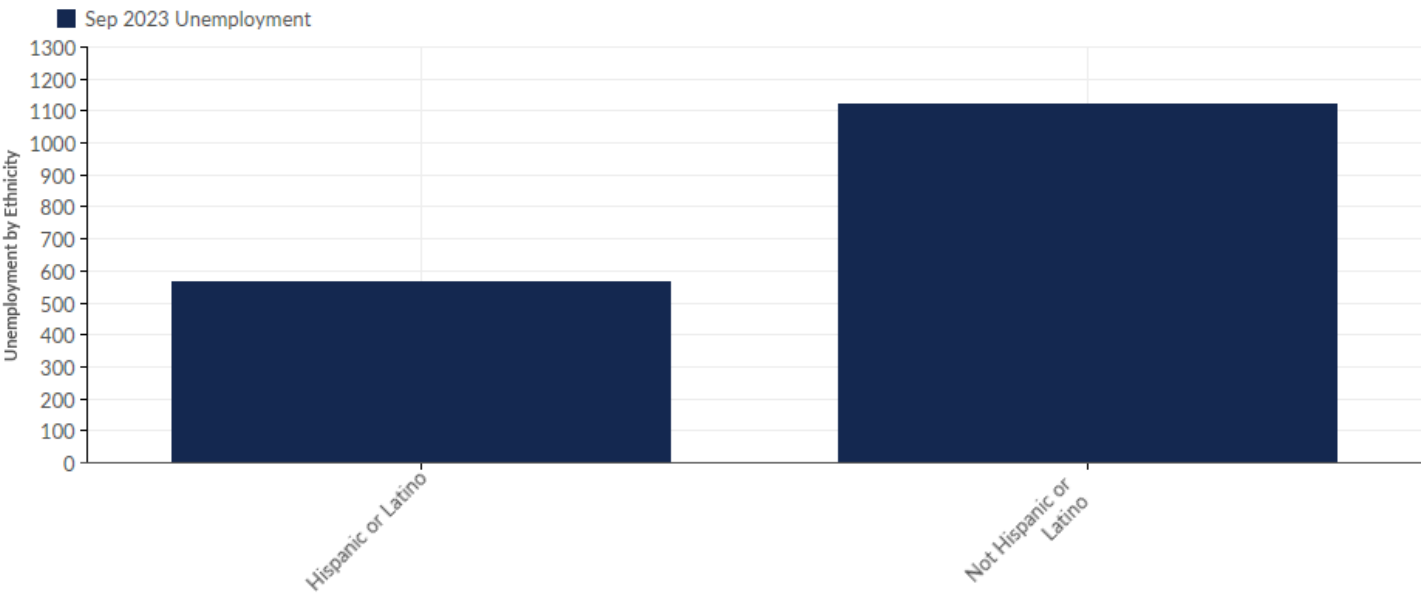
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	853	50.56%
Males	834	49.44%
Total	1,687	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	66	3.91%
Asian	154	9.13%
Black or African American	180	10.67%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,287	76.29%
Total	1,687	100.00%

Unemployment by Ethnicity

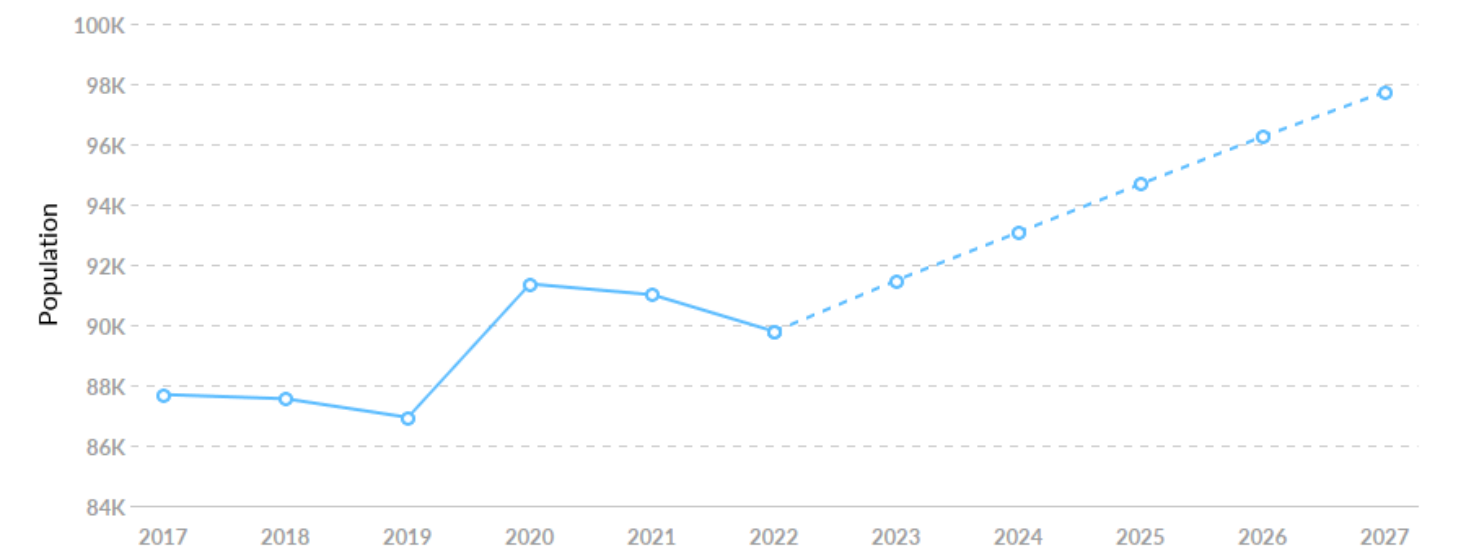


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	566	33.55%
Not Hispanic or Latino	1,121	66.45%
Total	1,687	100.00%

Historic & Projected Trends

Population Trends

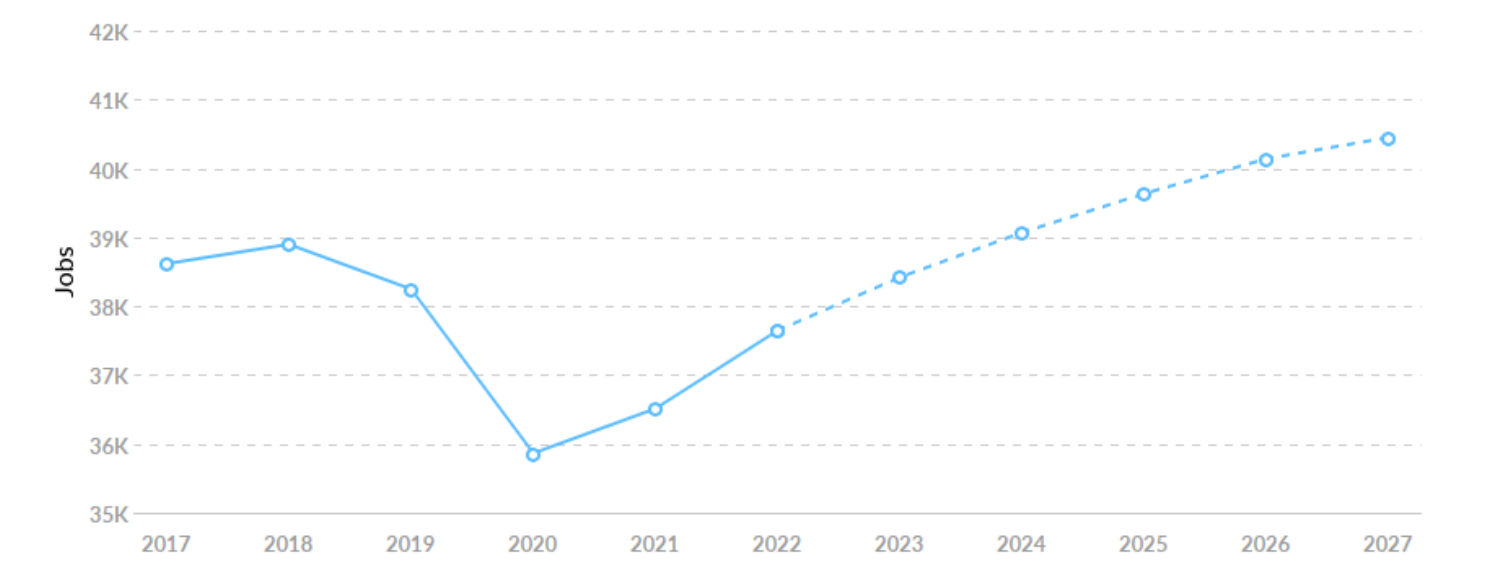
As of 2022 the region's population **increased by 2.4%** since 2017, growing by 2,093. Population is expected to **increase by 8.9%** between 2022 and 2027, adding 7,961.



Timeframe	Population
2017	87,690
2018	87,549
2019	86,932
2020	91,361
2021	91,003
2022	89,783
2023	91,486
2024	93,079
2025	94,683
2026	96,258
2027	97,744

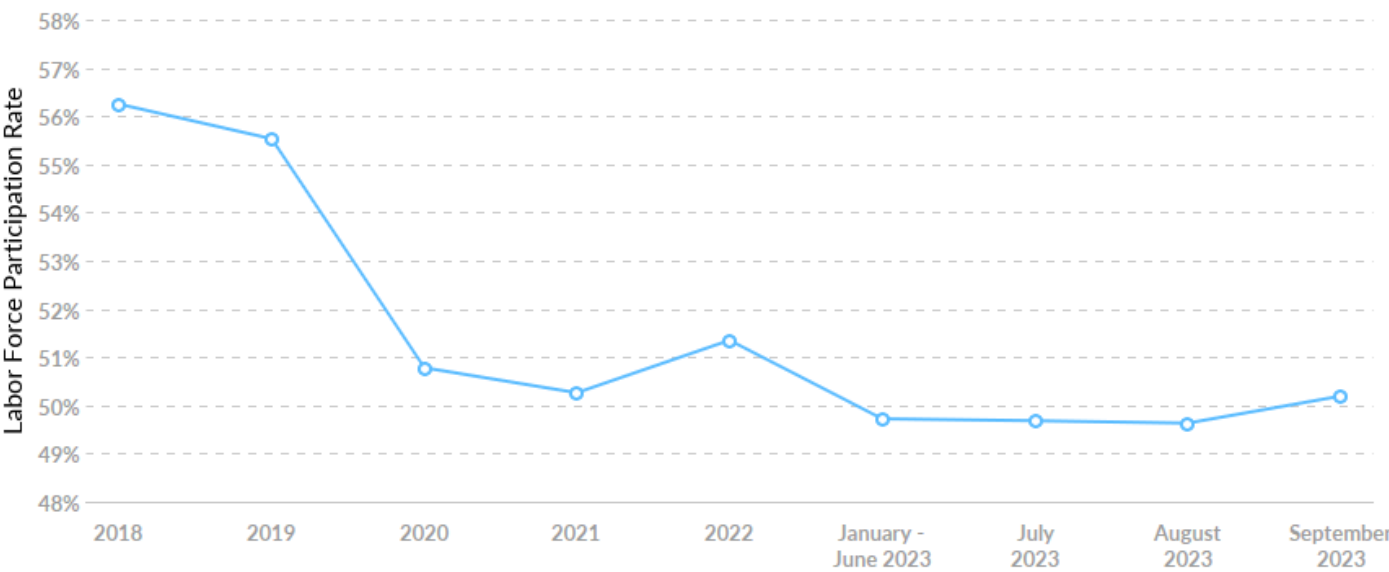
Job Trends

From 2017 to 2022, jobs **declined by 2.5%** in Mendocino County, CA from 38,616 to **37,645**. 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	35,863
2021	36,511
2022	37,645
2023	38,418
2024	39,068
2025	39,633
2026	40,139
2027	40,449

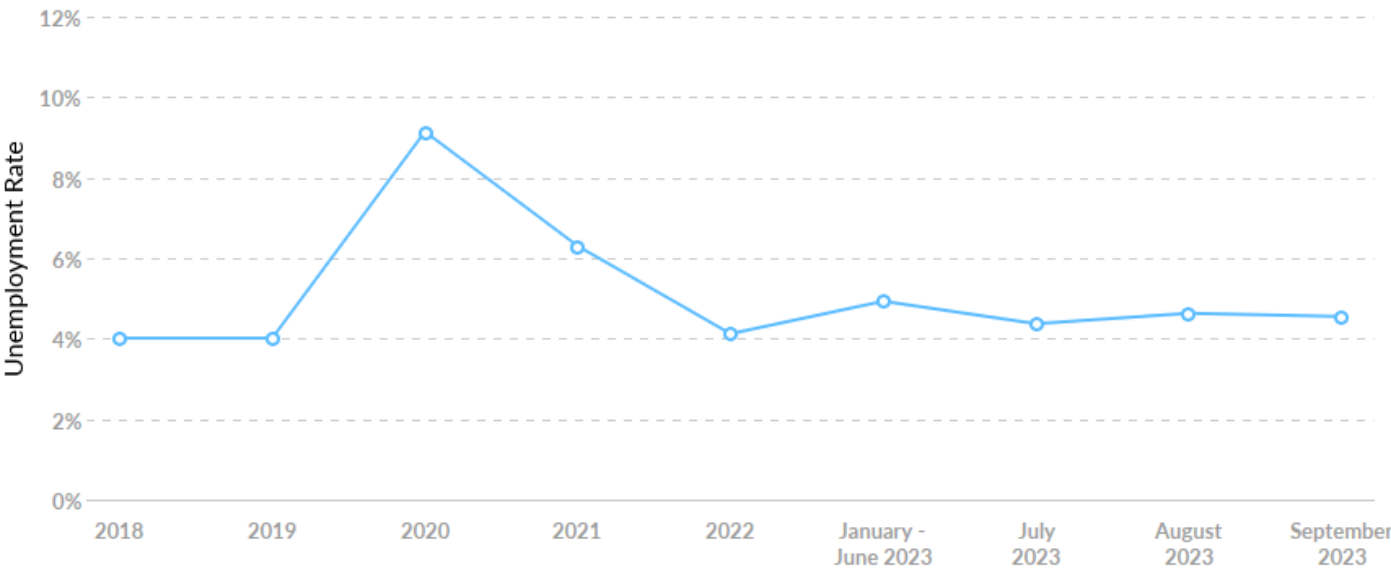
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	56.25%
2019	55.53%
2020	50.78%
2021	50.26%
2022	51.35%
January - June 2023	49.72%
July 2023	49.68%
August 2023	49.63%
September 2023	50.19%

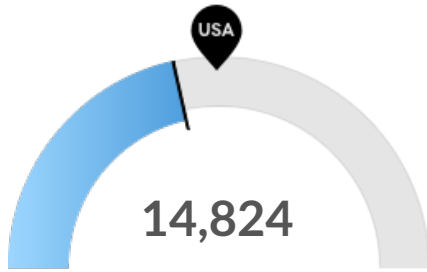
Unemployment Rate Trends

Mendocino County, CA had a September 2023 unemployment rate of 4.55%, **increasing from 4.01%** 5 years before.



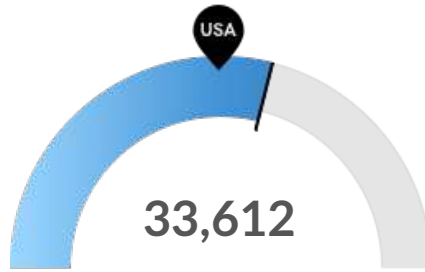
Timeframe	Unemployment Rate
2018	4.01%
2019	4.01%
2020	9.14%
2021	6.30%
2022	4.12%
January - June 2023	4.93%
July 2023	4.37%
August 2023	4.63%
September 2023	4.55%

Population Characteristics



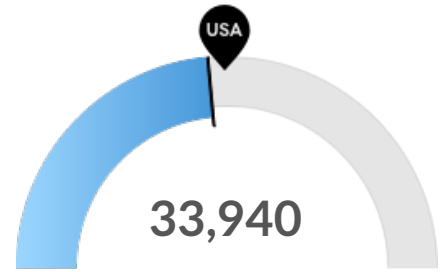
Millennials

Mendocino County, CA has 14,824 millennials (ages 25-39). The national average for an area this size is 18,256.



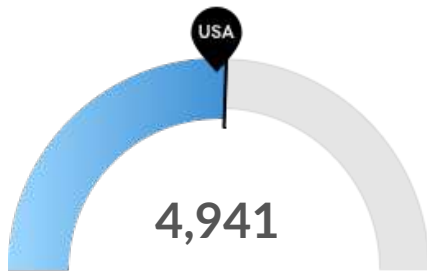
Retiring Soon

Retirement risk is high in Mendocino County, CA. The national average for an area this size is 26,906 people 55 or older, while there are 33,612 here.



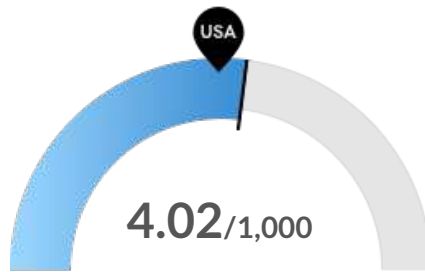
Racial Diversity

Racial diversity is about average in Mendocino County, CA. The national average for an area this size is 36,922 racially diverse people, while there are 33,940 here.



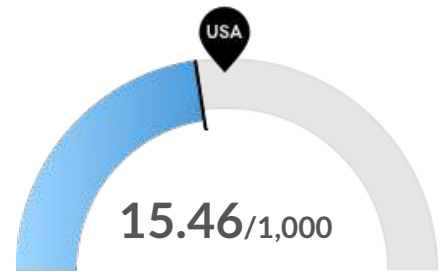
Veterans

Mendocino County, CA has 4,941 veterans. The national average for an area this size is 4,778.



Violent Crime

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

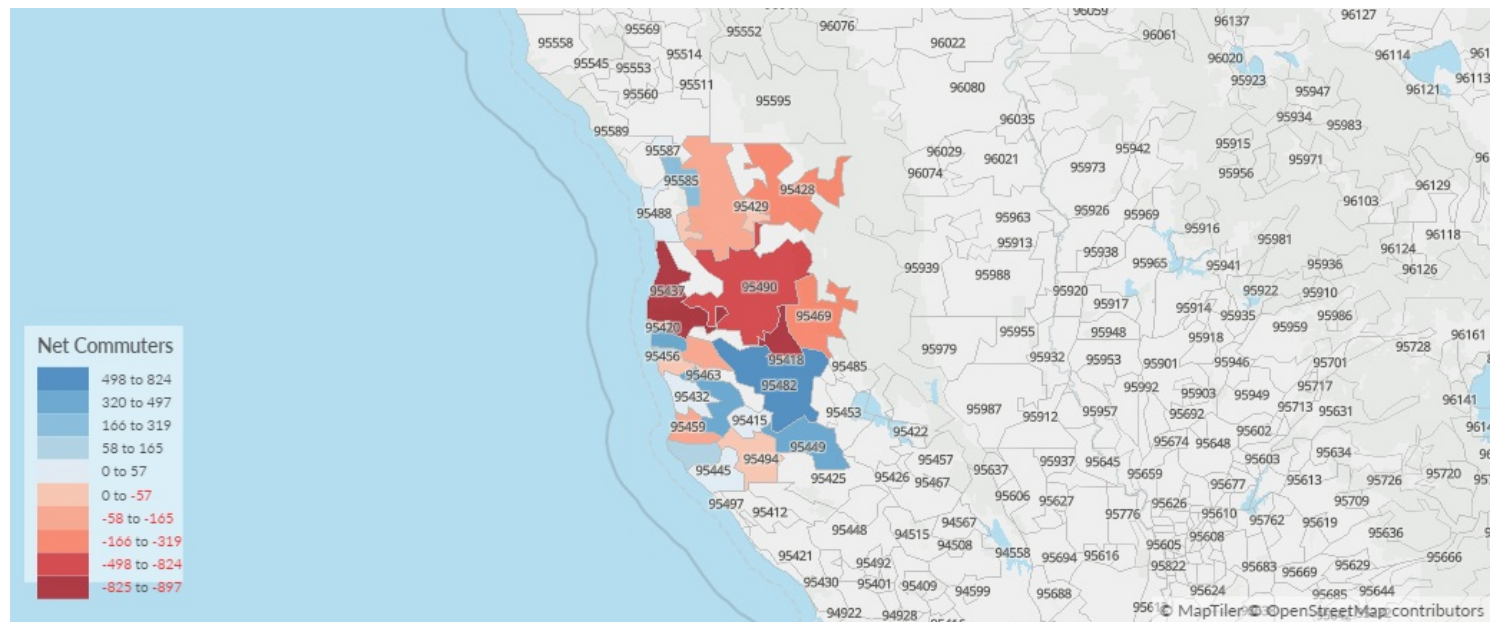


Property Crime

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 Mendocino County)	15,375
95437	Fort Bragg, CA (in Mendocino County)	6,635
95490	Willits, CA (in Mendocino County)	6,046
95470	Redwood Valley, CA (in Mendocino County)	1,514
95460	Mendocino, CA (in Mendocino County)	1,191

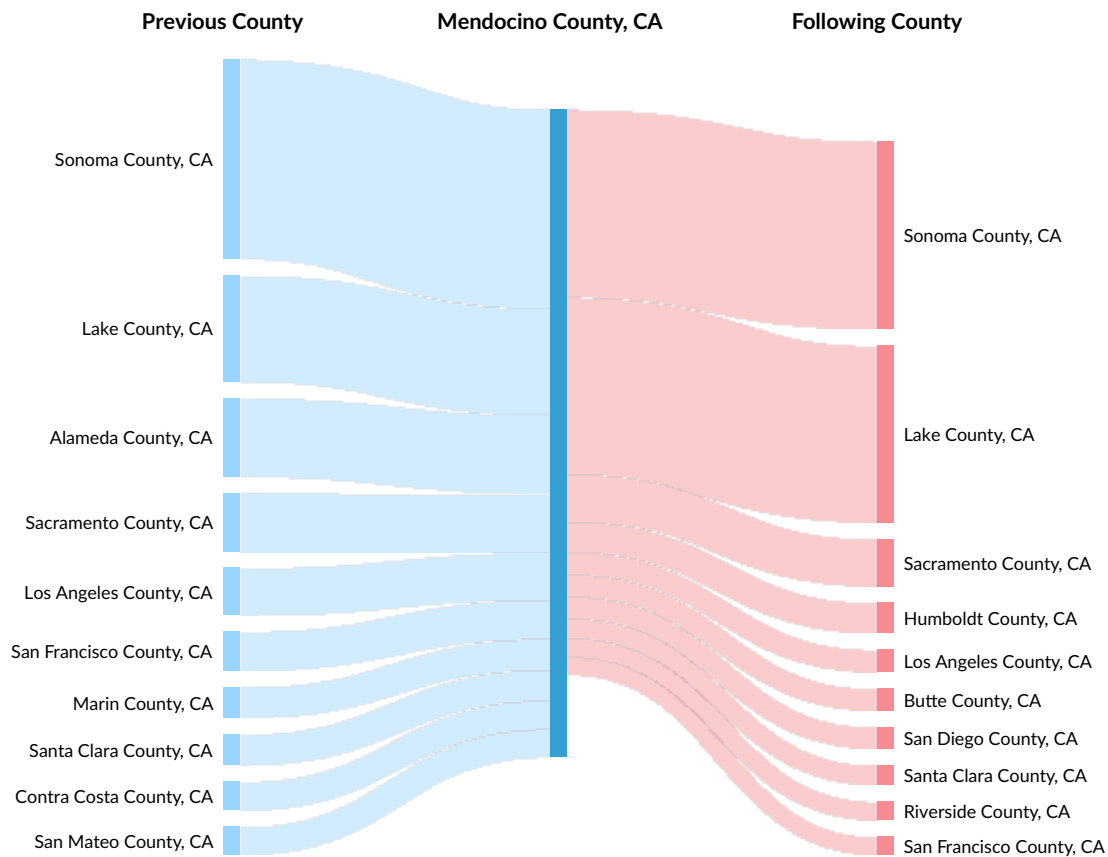
Where Talent Lives

ZIP	Name	2022 Workers
95482	Ukiah, CA (in Mendocino County)	14,877
95437	Fort Bragg, CA (in Mendocino County)	7,459
95490	Willits, CA (in Mendocino County)	6,669
95470	Redwood Valley, CA (in Mendocino County)	2,411
95469	Potter Valley, CA (in Mendocino County)	871

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**.

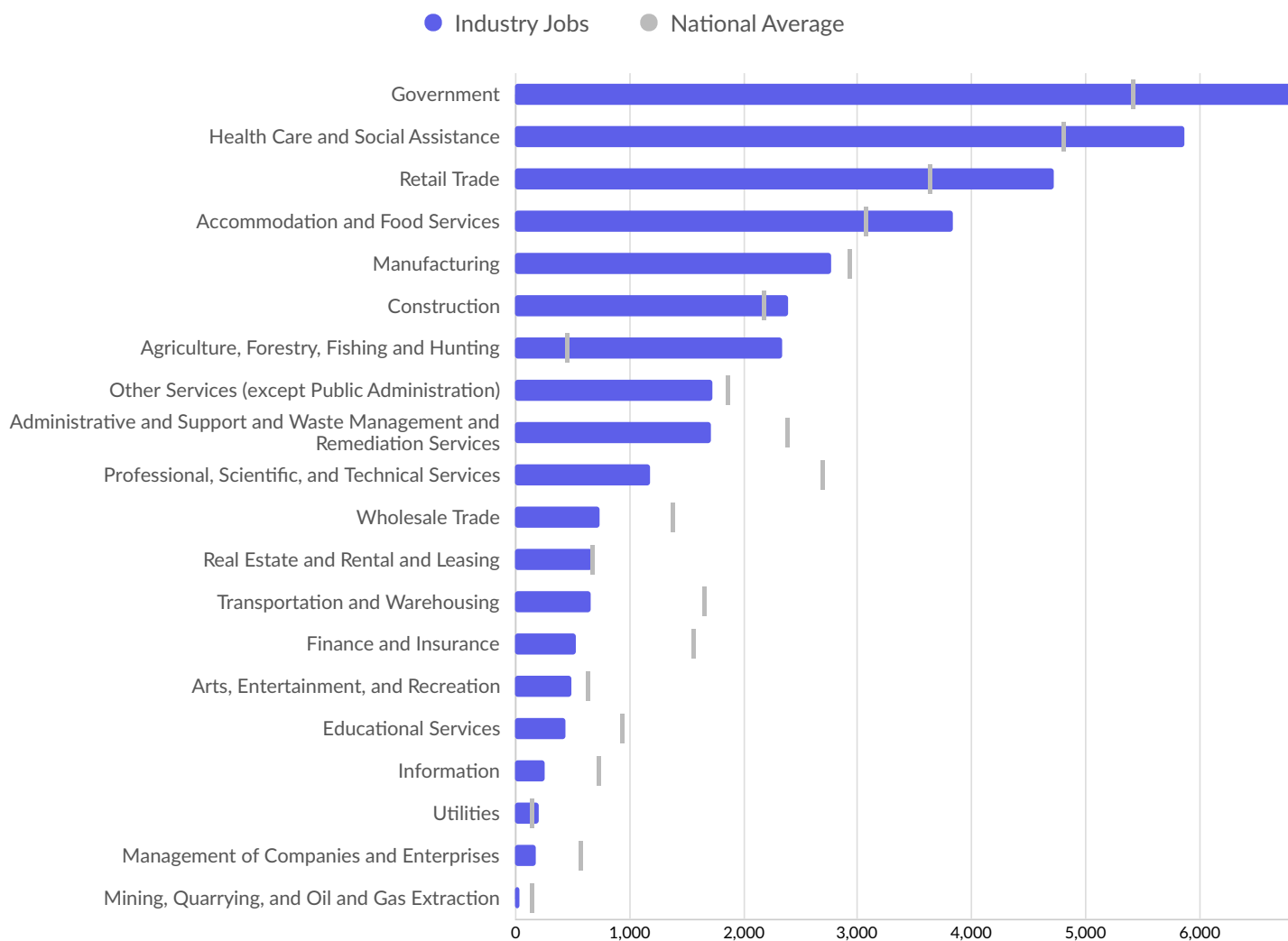


Top Previous Counties	Migrations
Sonoma County, CA	393
Lake County, CA	209
Alameda County, CA	155
Sacramento County, CA	115
Los Angeles County, CA	93
San Francisco County, CA	77

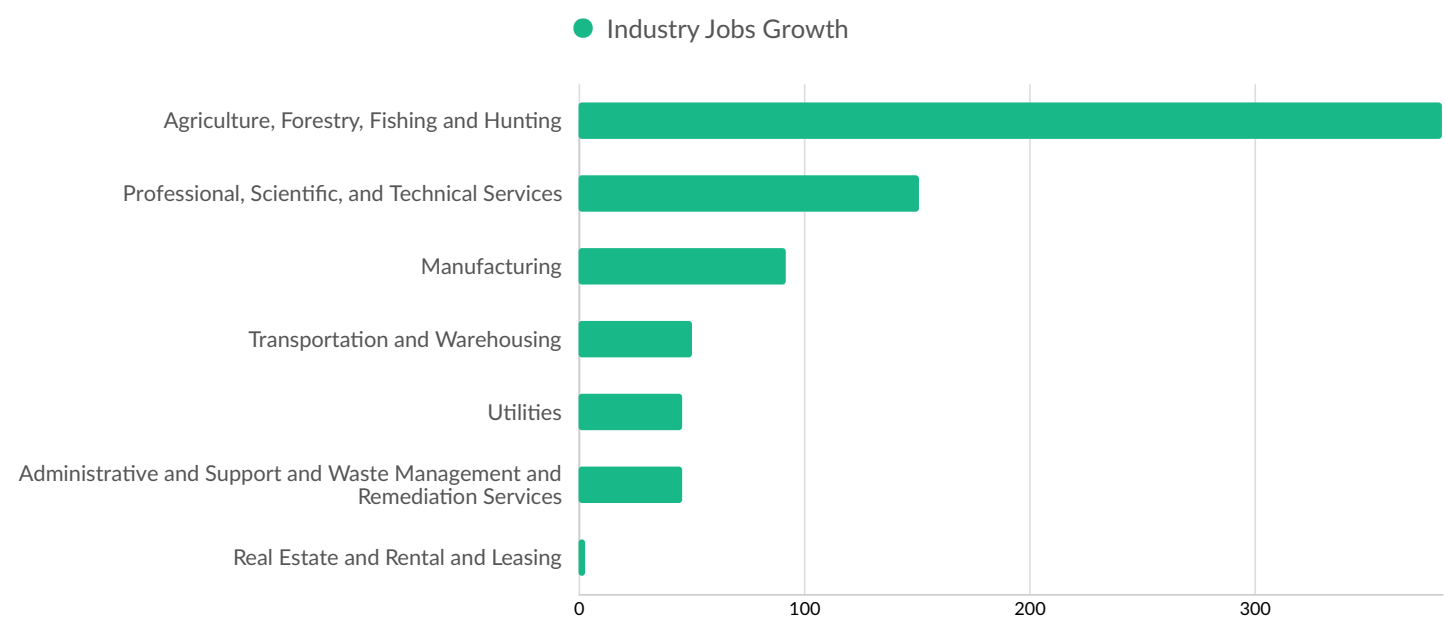
Top Previous Counties	Migrations
Marin County, CA	61
Santa Clara County, CA	61
Contra Costa County, CA	56
San Mateo County, CA	55
San Diego County, CA	51
Butte County, CA	47
Humboldt County, CA	46
Solano County, CA	40
Washoe County, NV	37
Top Following Counties	Migrations
Sonoma County, CA	370
Lake County,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

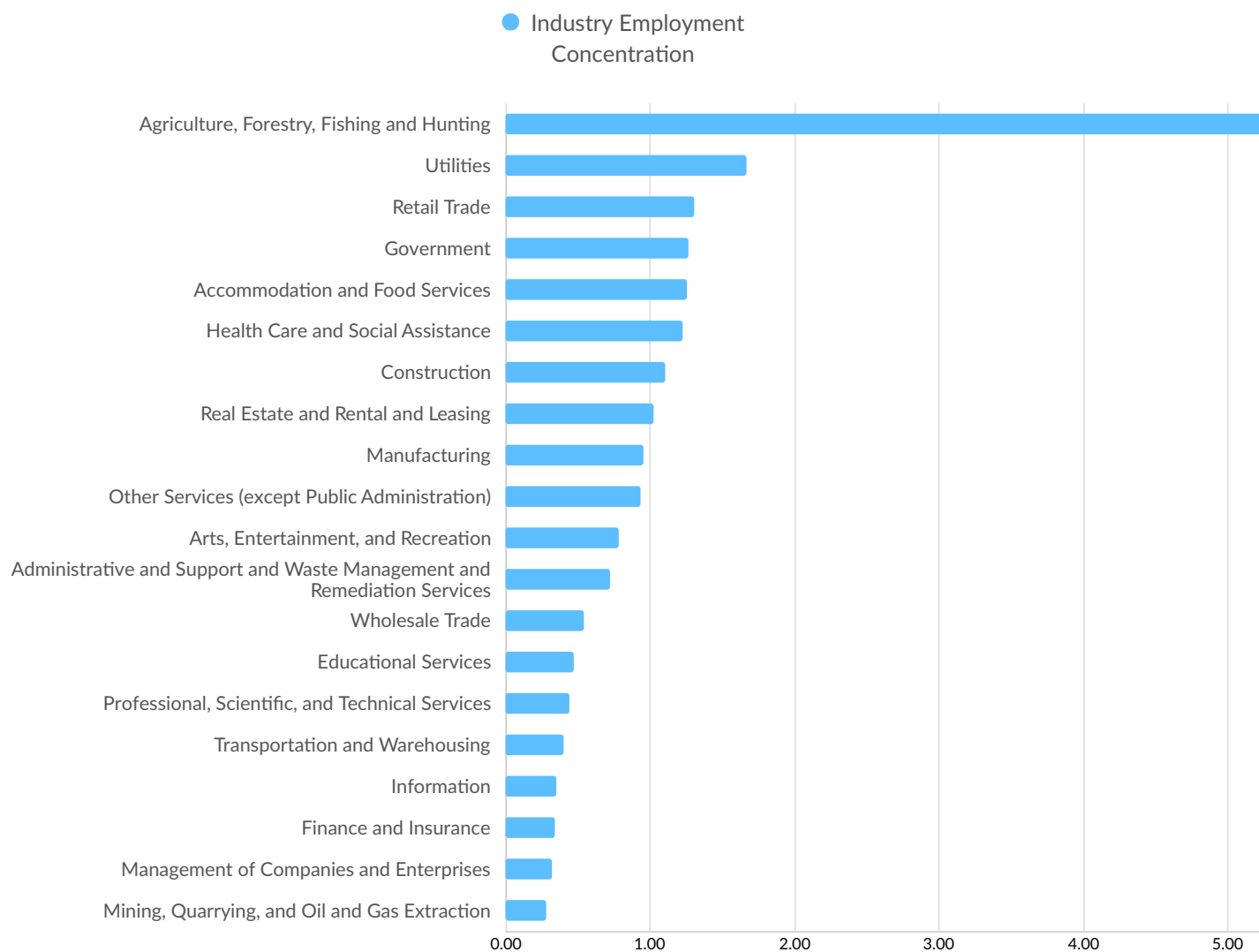
Largest Industries



Top Growing Industries

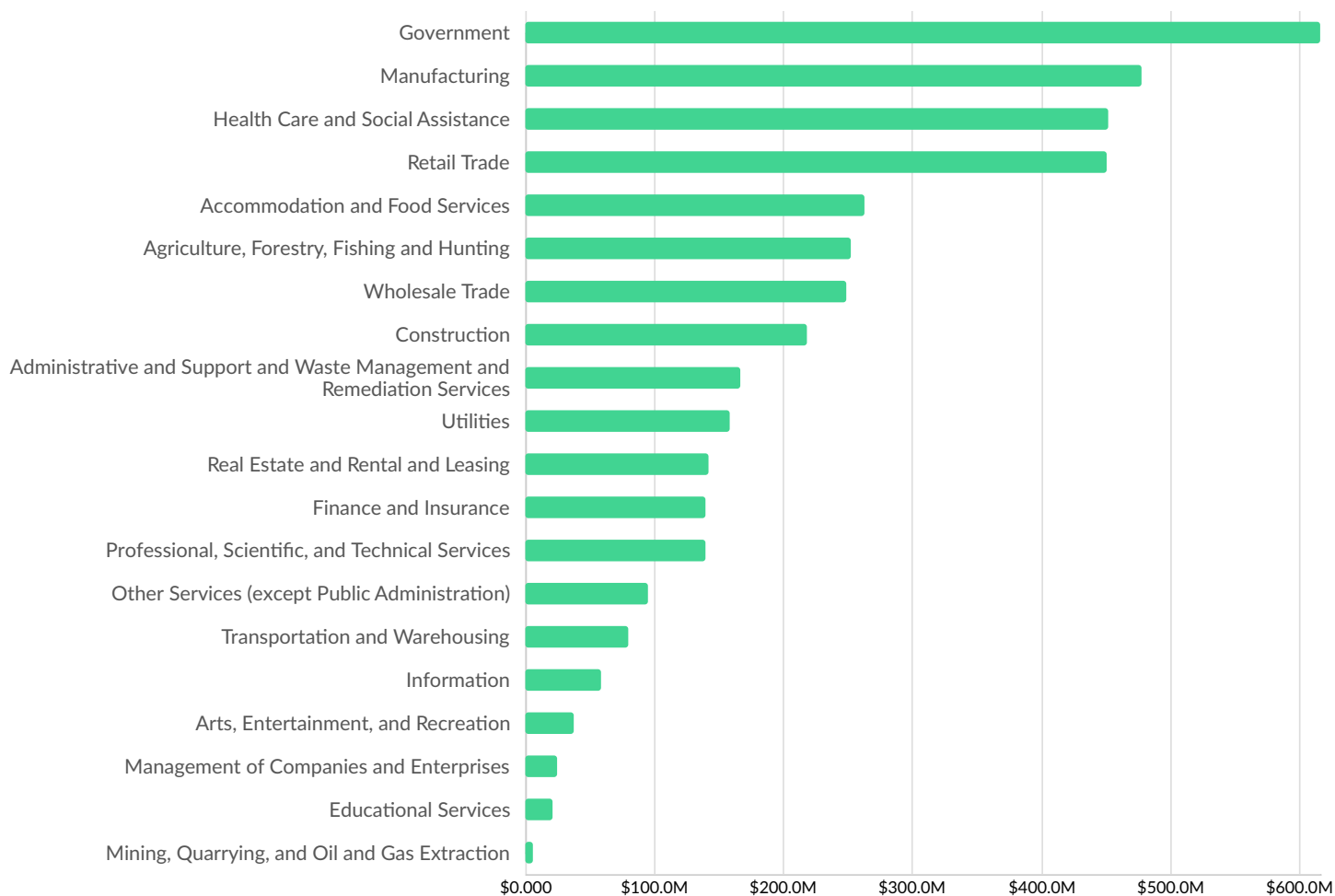


Top Industry Employment Concentration

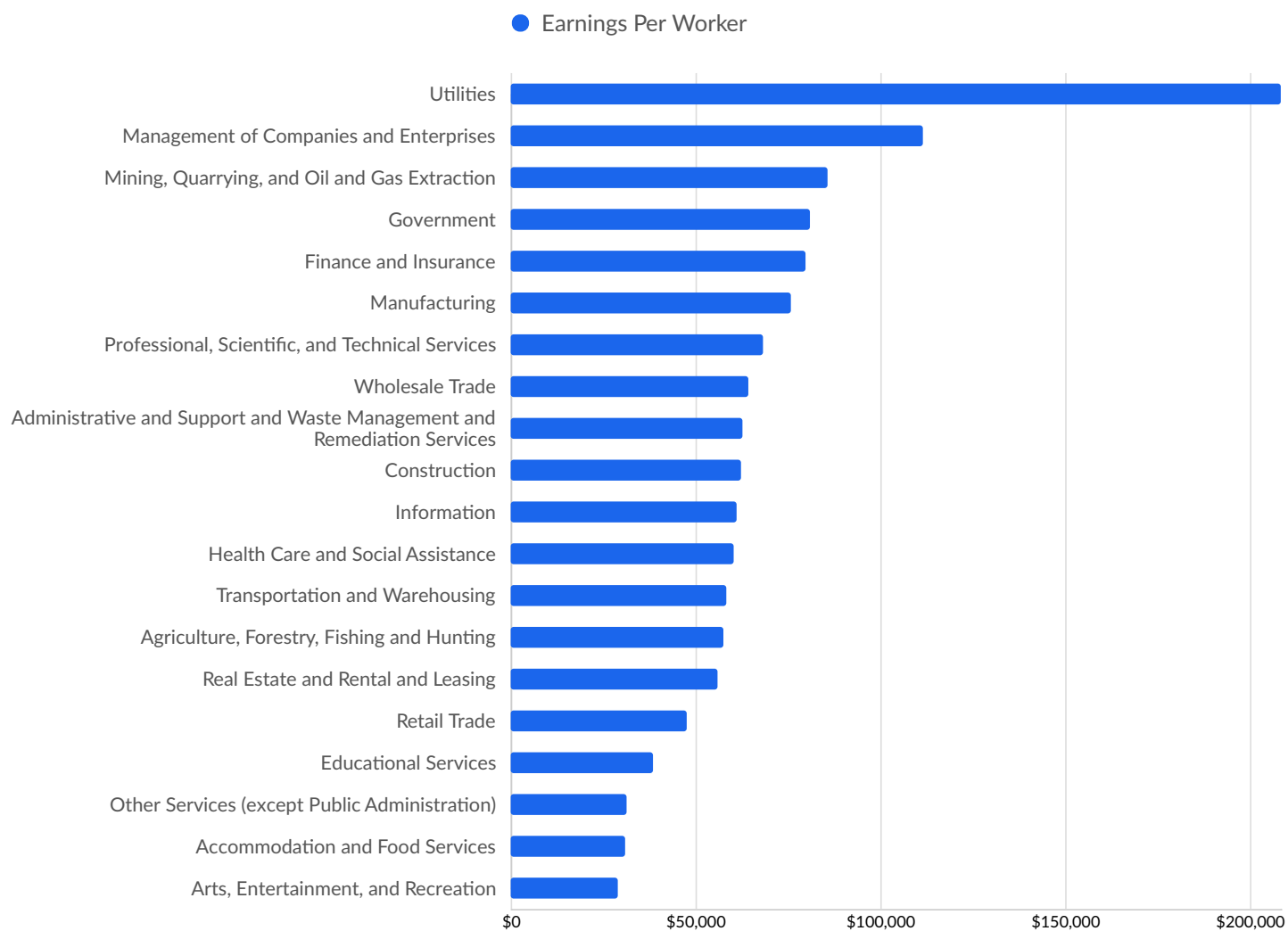


Top Industry GRP

● Gross Regional Product























Top Industry Earnings



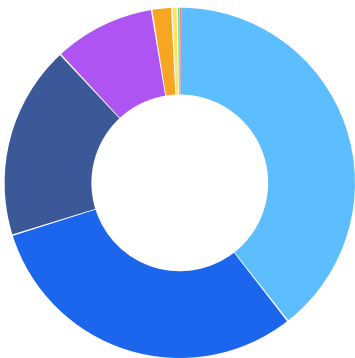
Business Characteristics

7,778 Companies Employ Your Workers

Online profiles for your workers mention 7,778 companies as employers, with the top 10 appearing below. In the last 12 months, 667 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	275 	Adventist Health	615 
Adventist Health	231 	CompHealth	212 
Ukiah Unified School District	229 	Sutter Health	178 
San Francisco City College	130 	Mendocino College	146 
California School Health Services	96 	State of California	106 
Northcoastmediationgroup	81 	County Of Mendocino	99 
City Of Ukiah	77 	NaphCare	93 
Mendocino Community Health ...	69 	Mendocino Redwood Company	89 
Savings Bank Of Mendocino Co...	67 	Nomad Health	75 
Mendocino Forest Products	64 	Reach Air Medical Services	75 

Business Size

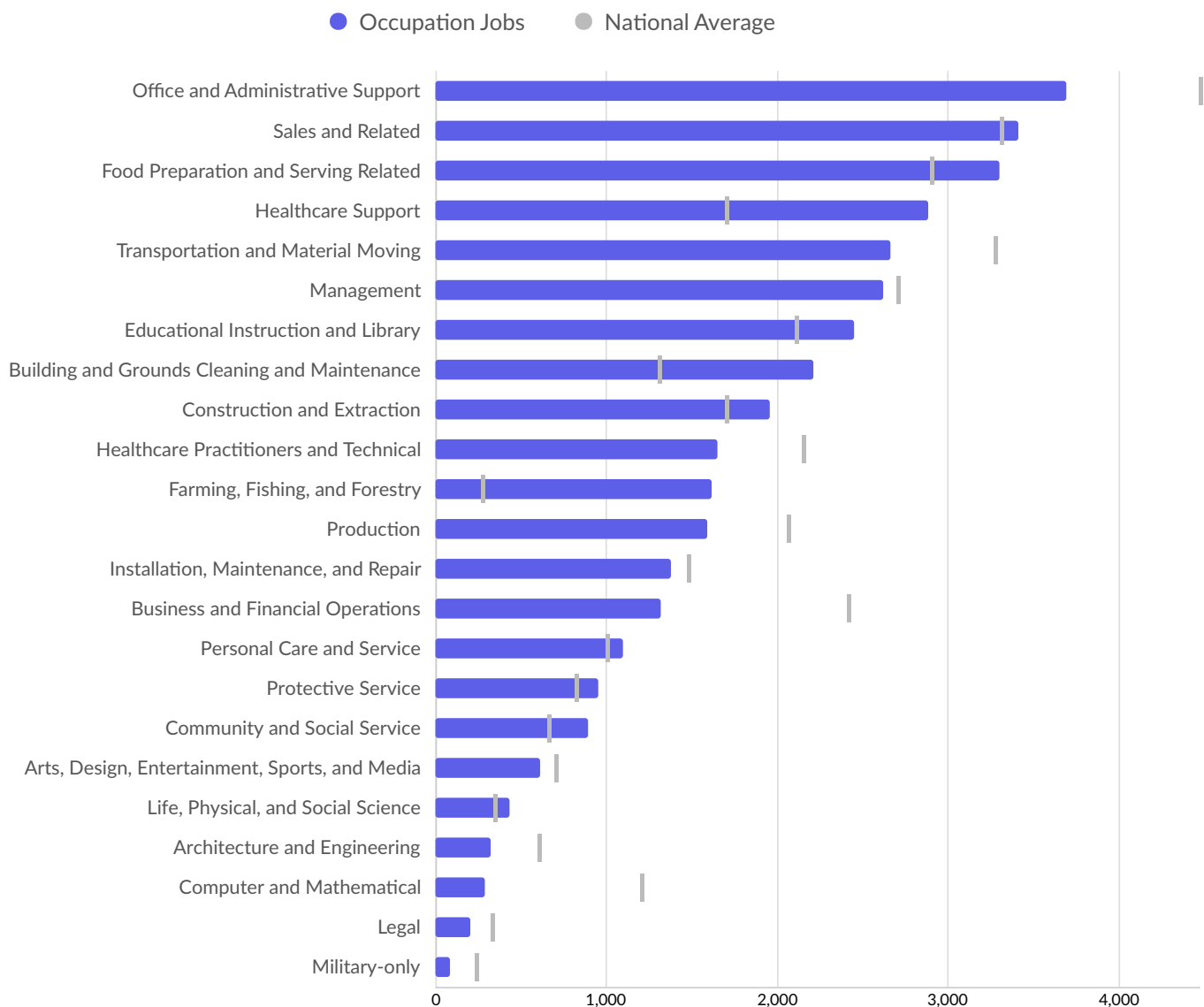


	Percentage	Business Count
1 to 4 employees	39.4%	1,625
5 to 9 employees	30.7%	1,269
10 to 19 employees	17.9%	739
20 to 49 employees	9.4%	386
50 to 99 employees	1.8%	76
100 to 249 employees	0.5%	21
250 to 499 employees	0.2%	10
500+ employees	0.0%	2

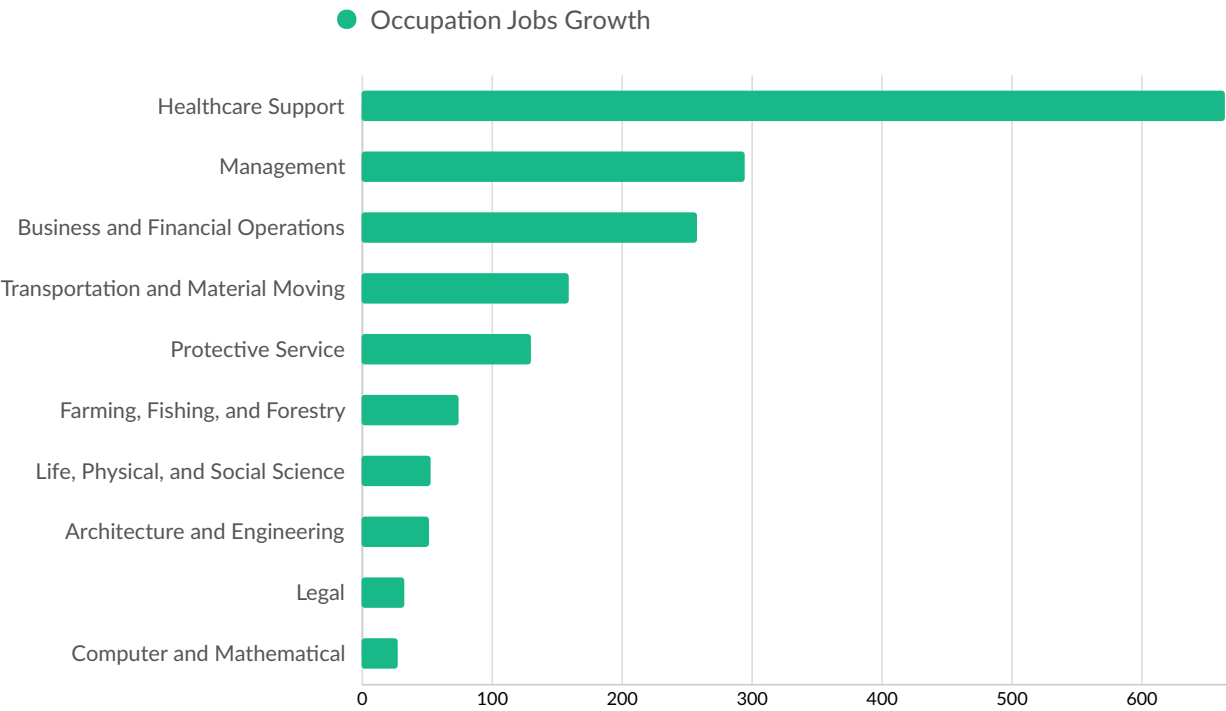
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

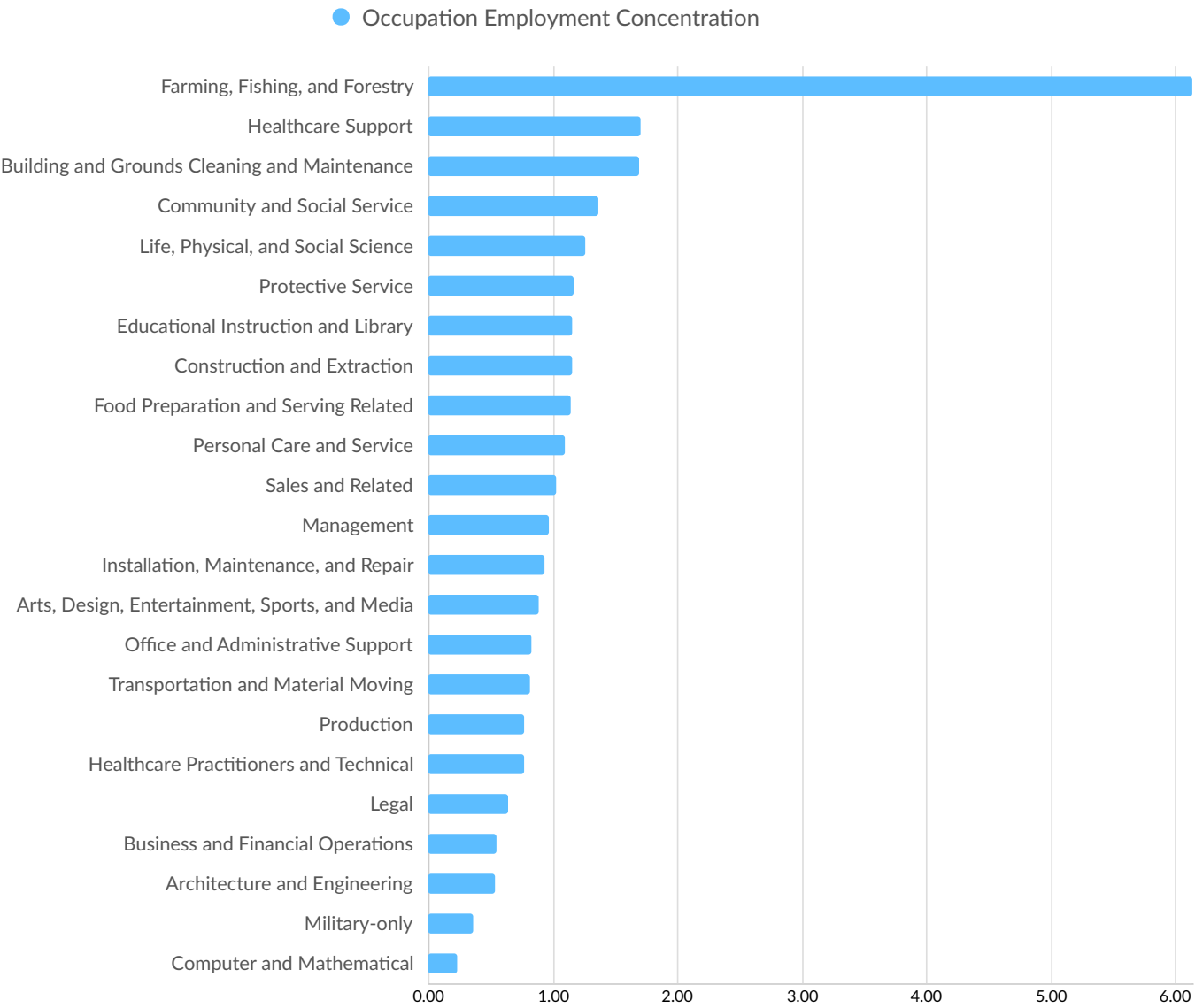
Largest Occupations



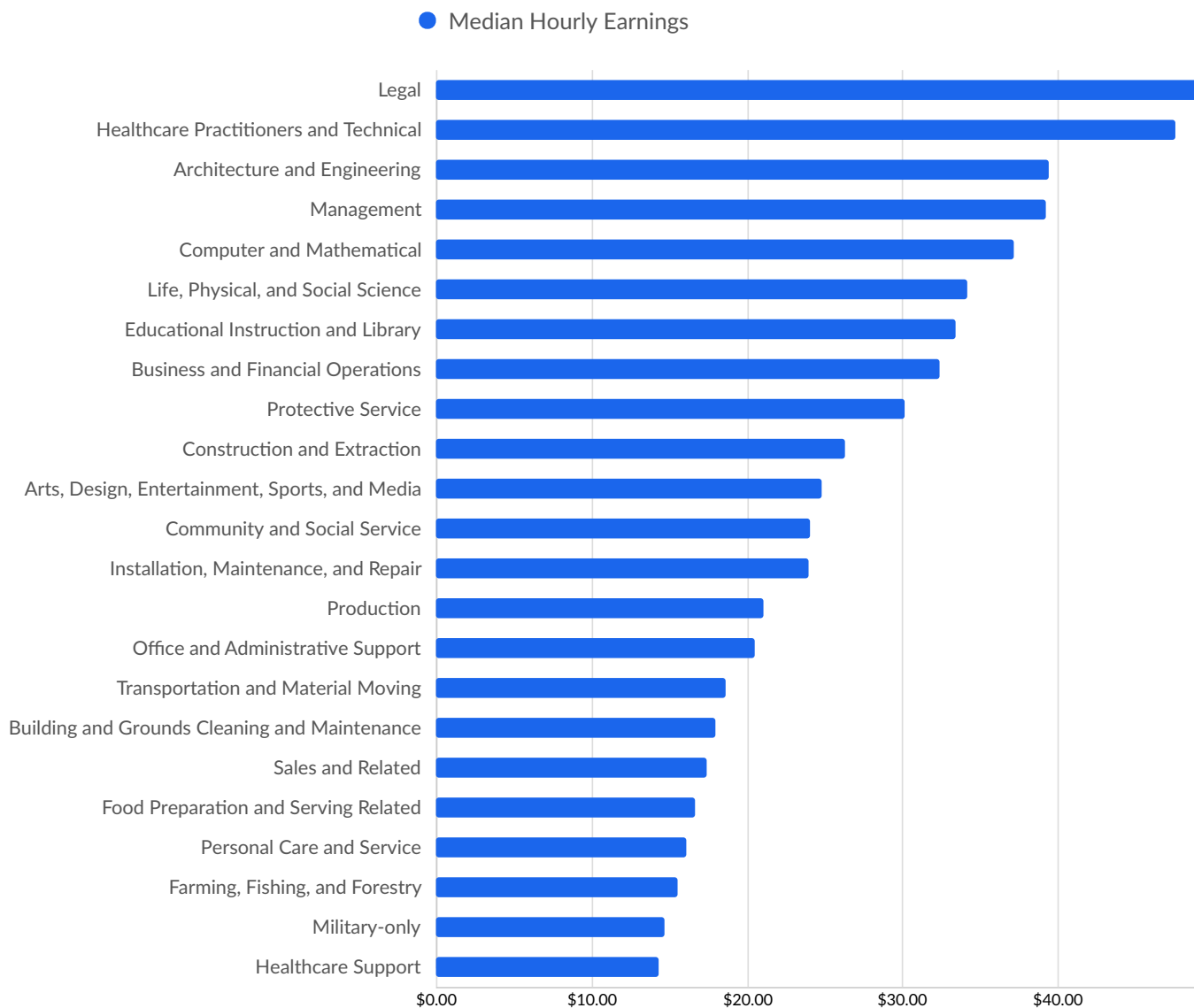
Top Growing Occupations



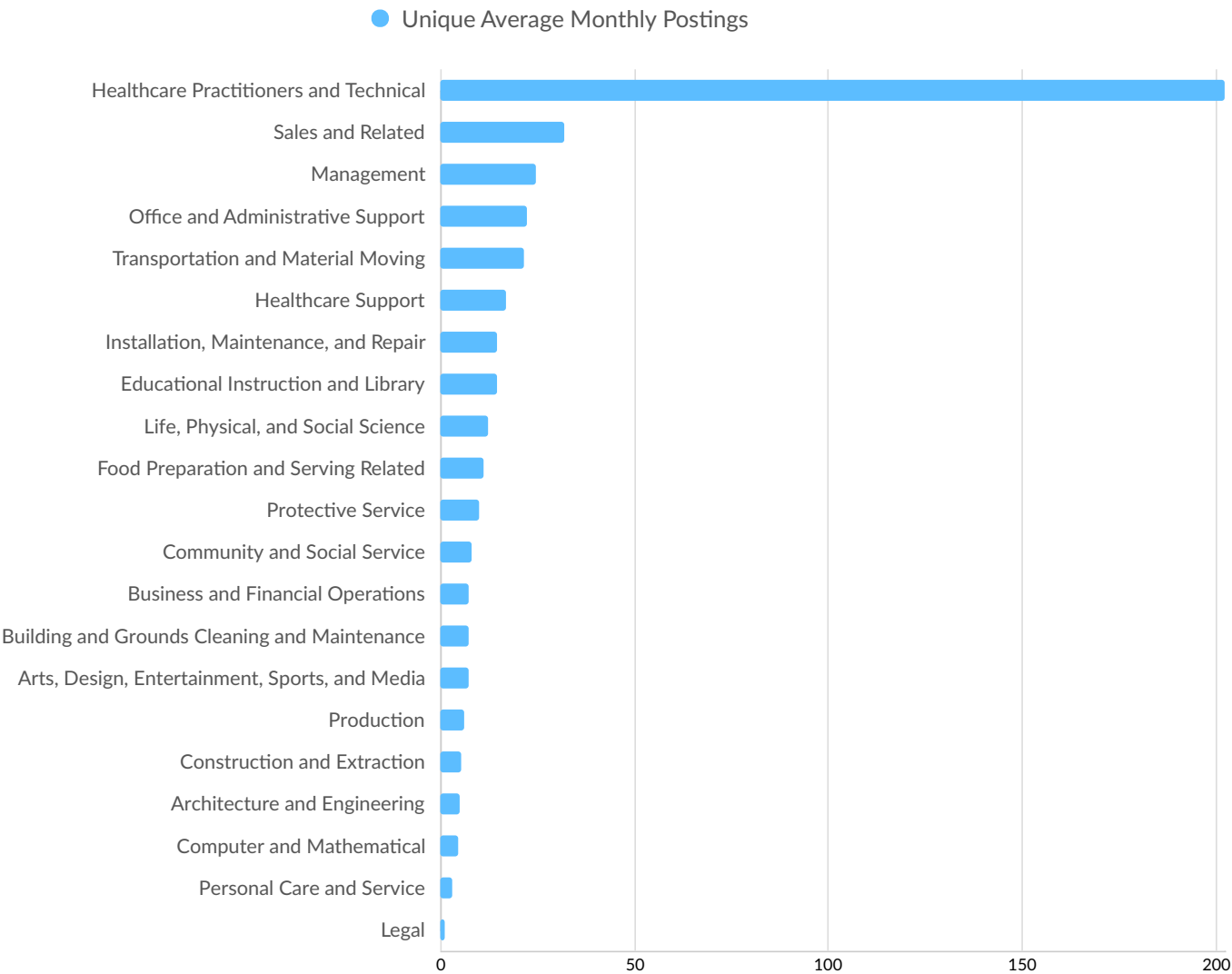
Top Occupation Employment Concentration



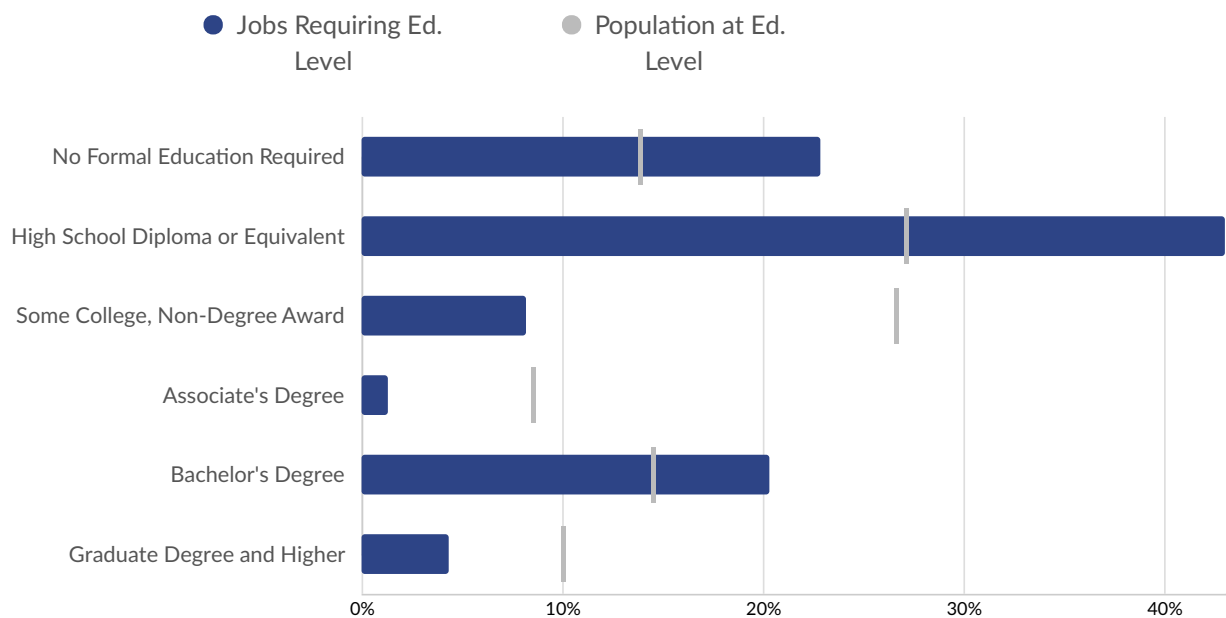
Top Occupation Earnings



Top Posted Occupations







Underemployment



Educational Pipeline

In 2022, there were 646 graduates in Mendocino County, CA. This pipeline has grown by 56% over the last 5 years. The highest share of these graduates come from "Health/Medical Preparatory Programs, Other" (Associate's), "Liberal Arts and Sciences/Liberal Studies" (Certificate), and "Business Administration and Management, General" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Mendocino College	636 	
Dharma Realm Buddhist University	10	
Ukiah Adult School	0	

- Certificate

Associate's

Bachelor's

Master's or Higher

In-Demand Skills

