



# Mendocino County, CA

Workforce Alliance of the North Bay



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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

**91,486**

**Population (2023)**

Population **grew by 3,937** over the last 5 years and is projected to **grow by 7,739** over the next 5 years.

**37,639**

**Total Regional Employment**

Jobs **decreased by 1,262** over the last 5 years but are projected to **grow by 1,723** 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 2023 the region's population **increased by 4.5%** since 2018, growing by 3,937. Population is expected to **increase by 8.5%** between 2023 and 2028, adding 7,739.
- From 2018 to 2023, jobs **declined by 3.2%** in Mendocino County, CA from 38,901 to **37,639**. This change **fell short of the national growth rate of 3.6% by 6.8%**. As the number of jobs declined, the **labor force participation rate decreased from 55.4% to 49.4% between 2018 and 2023**.
- Concerning educational attainment, **14.2% of Mendocino County, CA residents possess a Bachelor's Degree** (6.9% below the national average), and **8.5% hold an Associate's Degree** (0.5% below the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Individual and Family Services.

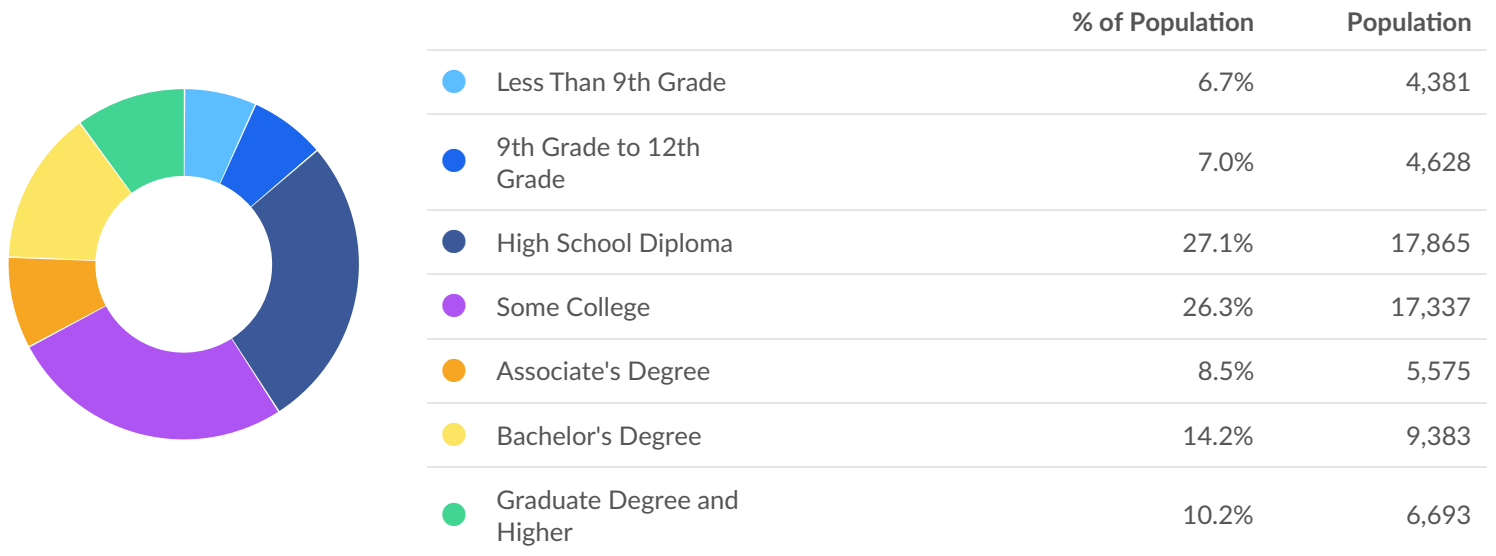
	Population (2024)	Labor Force (Jan 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	93,079	37,271	37,639	130.6	\$4.48B	\$5.97B	\$4.77B
State	38,761,774	19,344,189	20,494,638	134.9	\$3.54T	\$1.80T	\$2.54T

## Jan 2024 Labor Force Breakdown



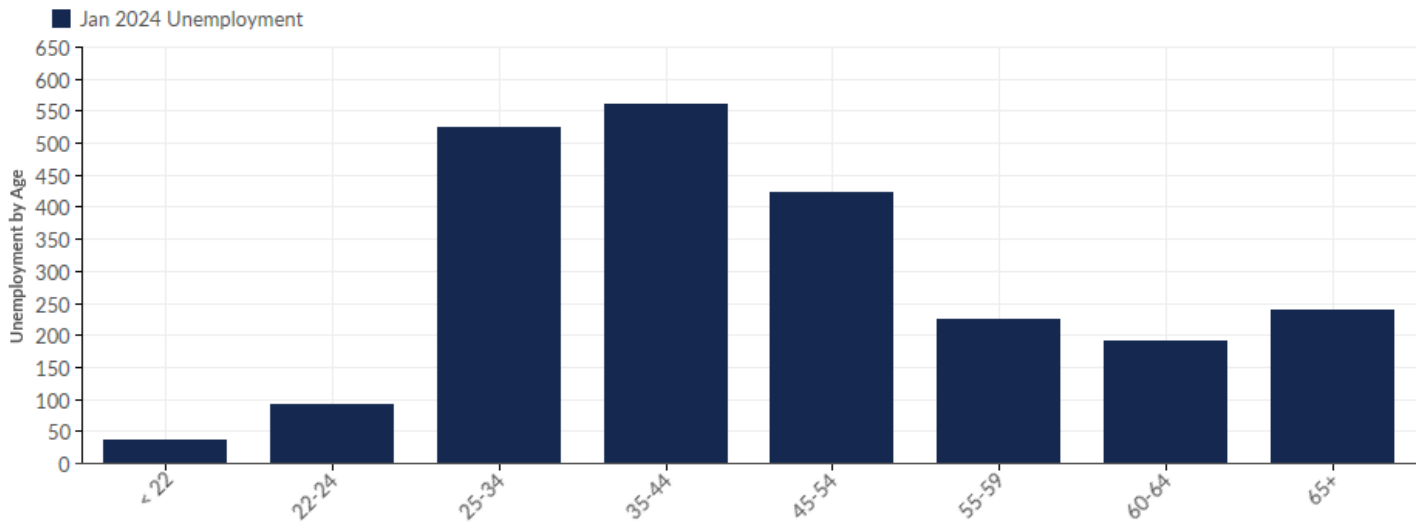
## Educational Attainment

Concerning educational attainment, **14.2% of Mendocino County, CA residents possess a Bachelor's Degree** (6.9% below the national average), and **8.5% hold an Associate's Degree** (0.5% below the national average).



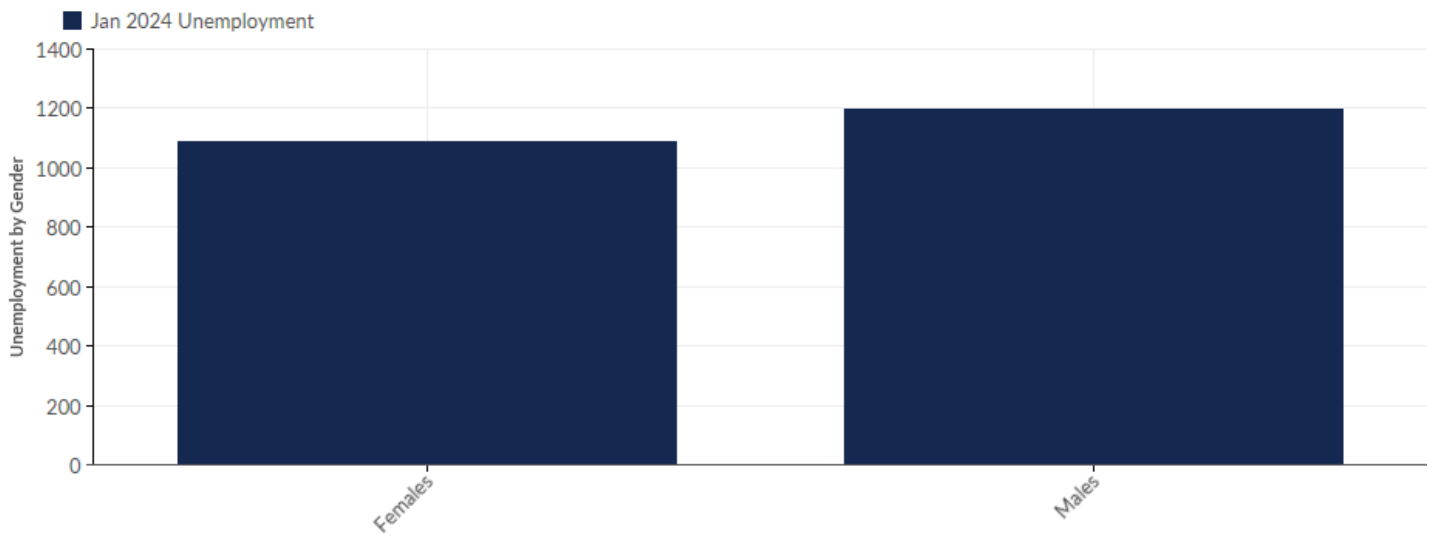
# Unemployment by Demographics

## Unemployment by Age



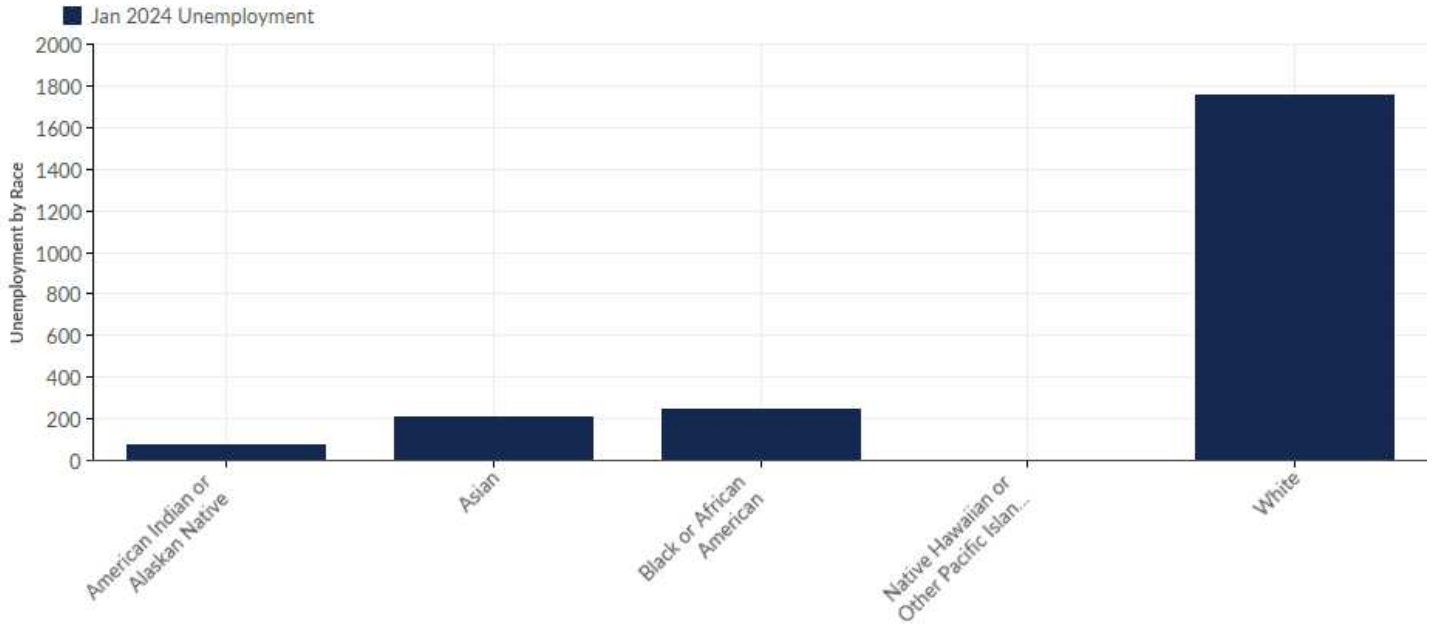
Age	Unemployment (Jan 2024)	% of Unemployed
< 22	36	1.57%
22-24	92	4.02%
25-34	524	22.89%
35-44	560	24.46%
45-54	422	18.44%
55-59	225	9.83%
60-64	192	8.39%
65+	238	10.40%
Total	2,289	100.00%

## Unemployment by Gender



Gender	Unemployment (Jan 2024)	% of Unemployed
Females	1,090	47.62%
Males	1,199	52.38%
Total	2,289	100.00%

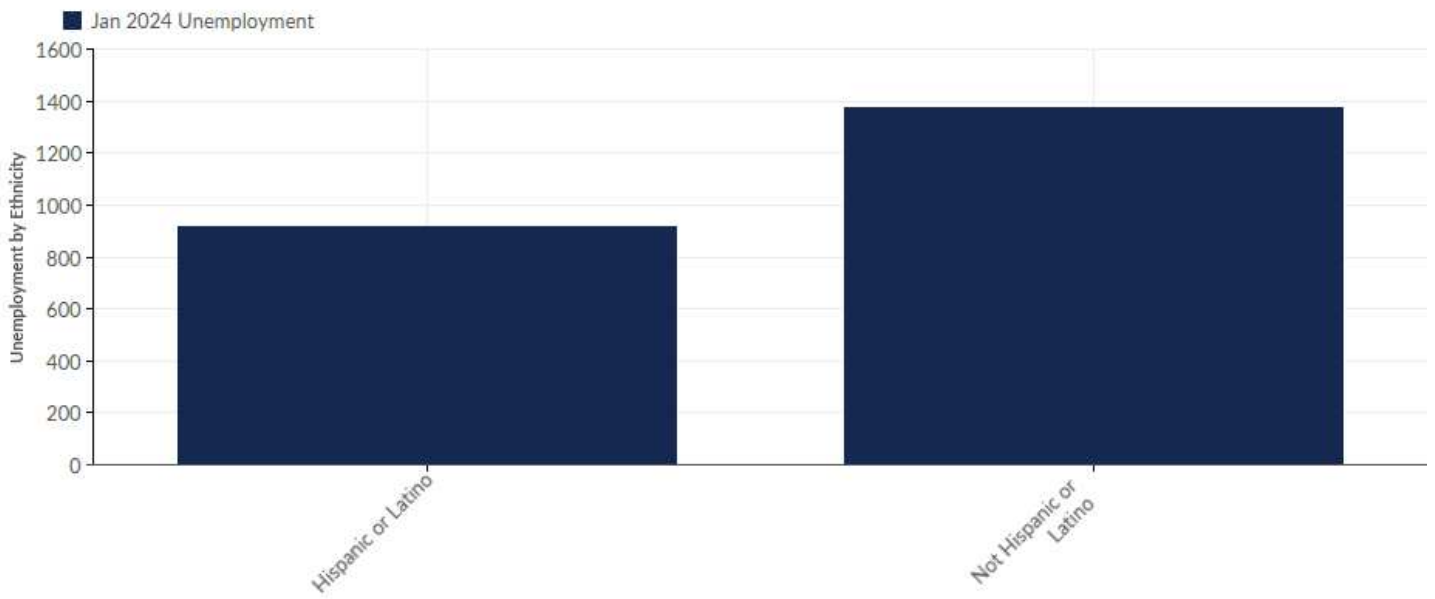
## Unemployment by Race



Race	Unemployment (Jan 2024)	% of Unemployed
American Indian or Alaskan Native	78	3.41%
Asian	212	9.26%
Black or African American	244	10.66%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,756	76.71%
Total	2,289	100.00%



## Unemployment by Ethnicity

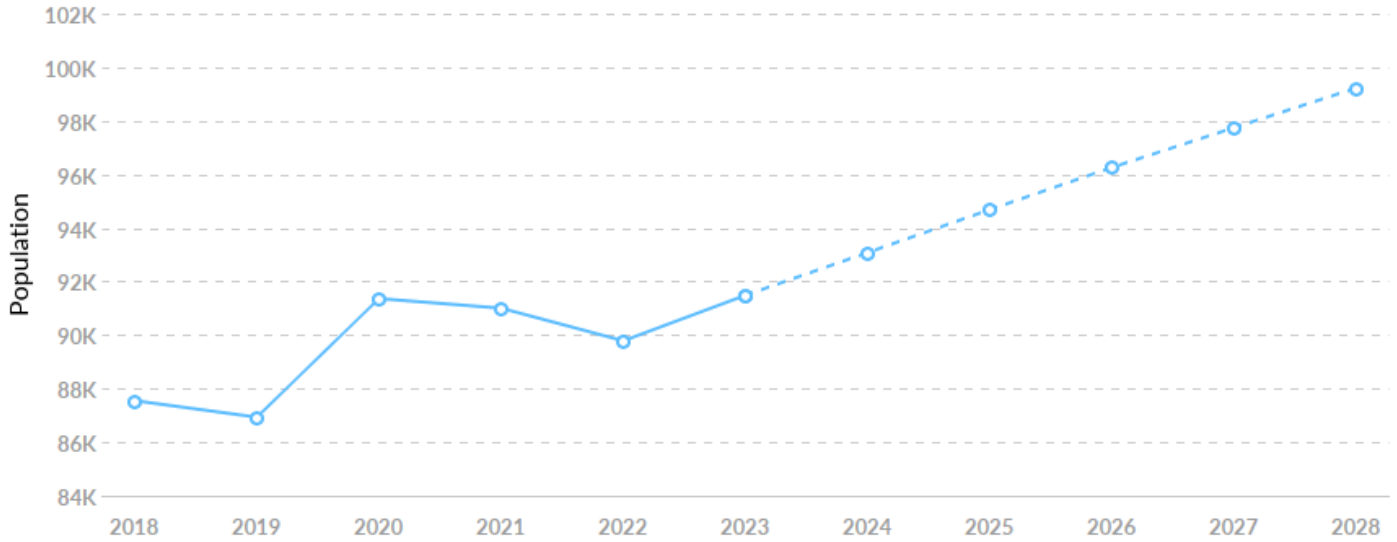


Ethnicity	Unemployment (Jan 2024)	% of Unemployed
Hispanic or Latino	914	39.93%
Not Hispanic or Latino	1,375	60.07%
Total	2,289	100.00%

# Historic & Projected Trends

## Population Trends

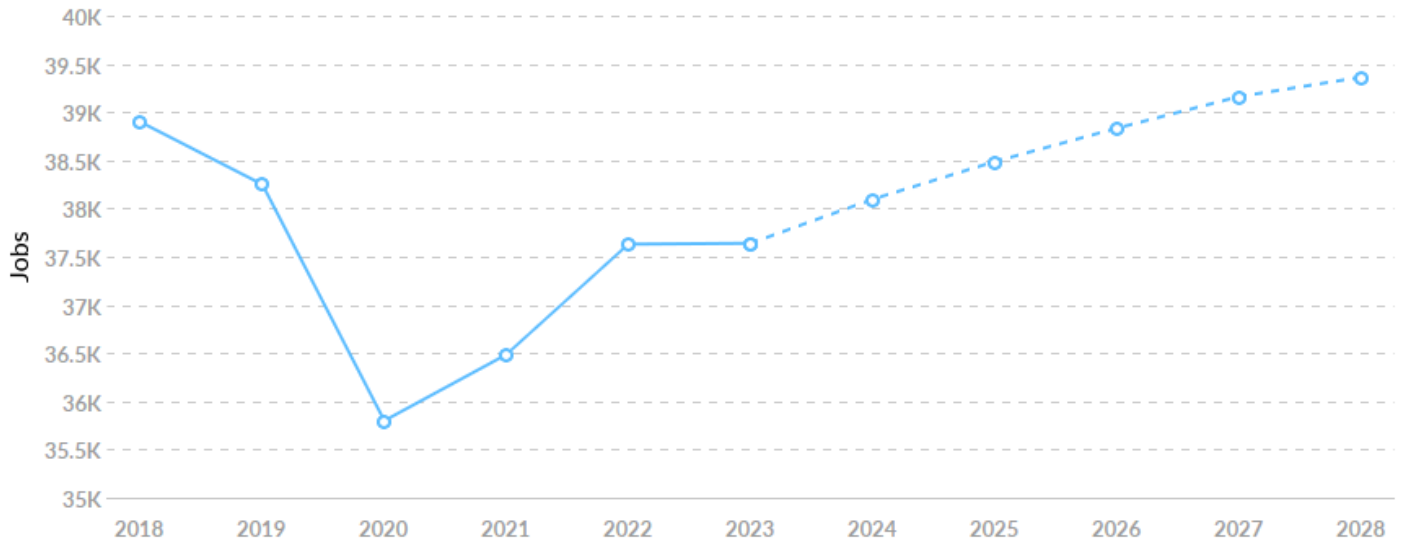
As of 2023 the region's population increased by 4.5% since 2018, growing by 3,937. Population is expected to increase by 8.5% between 2023 and 2028, adding 7,739.



Timeframe	Population
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
2028	99,225

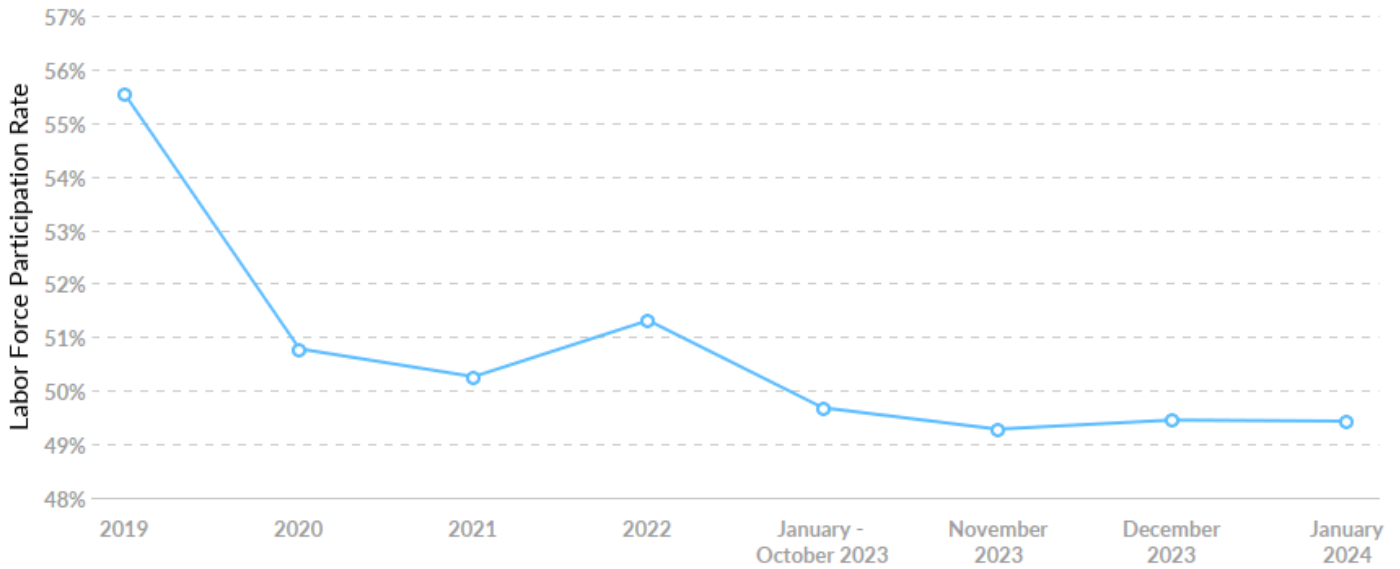
## Job Trends

From 2018 to 2023, jobs declined by 3.2% in Mendocino County, CA from 38,901 to 37,639. This change fell short of the national growth rate of 3.6% by 6.8%.



Timeframe	Jobs
2018	38,901
2019	38,252
2020	35,797
2021	36,484
2022	37,630
2023	37,639
2024	38,096
2025	38,487
2026	38,833
2027	39,161
2028	39,362

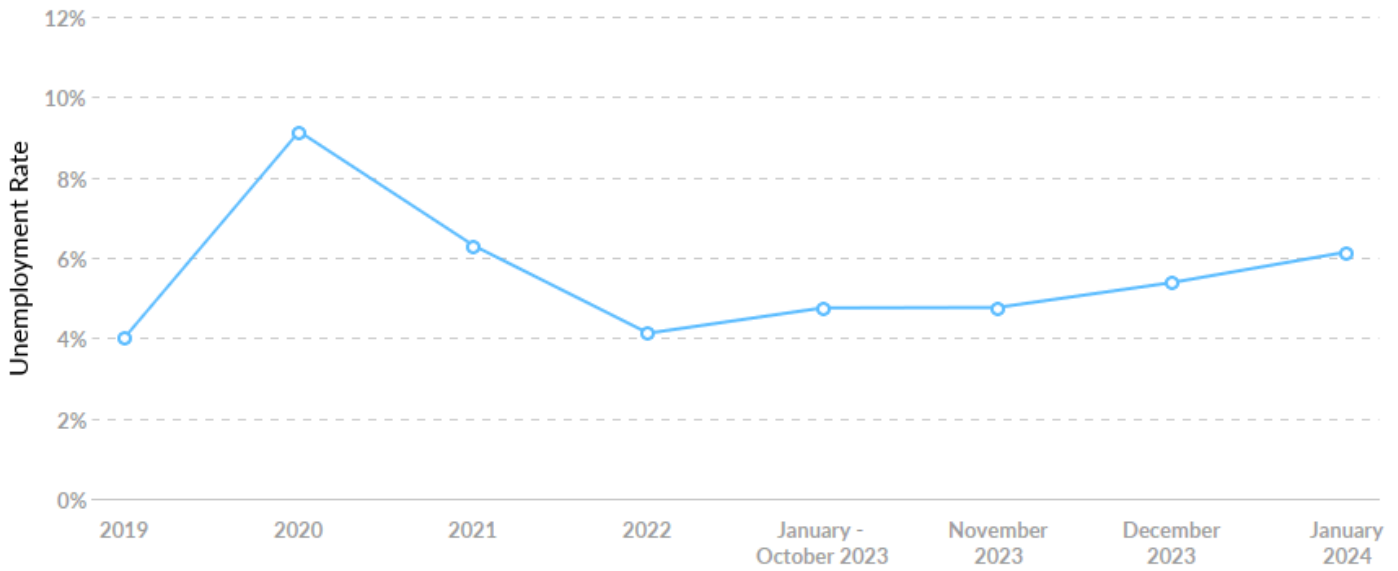
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	55.53%
2020	50.78%
2021	50.26%
2022	51.31%
January - October 2023	49.68%
November 2023	49.28%
December 2023	49.45%
January 2024	49.43%

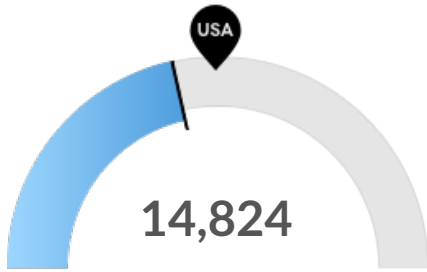
## Unemployment Rate Trends

Mendocino County, CA had a January 2024 unemployment rate of 6.14%, **increasing from 4.01%** 5 years before.



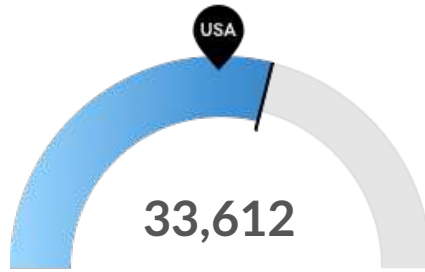
Timeframe	Unemployment Rate
2019	4.01%
2020	9.14%
2021	6.30%
2022	4.12%
January - October 2023	4.75%
November 2023	4.76%
December 2023	5.38%
January 2024	6.14%

## Population Characteristics



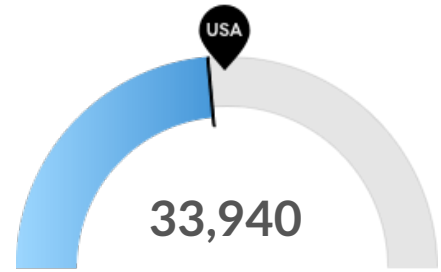
**Millennials**

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



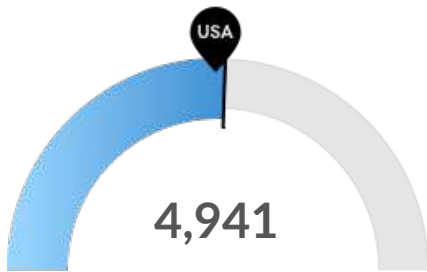
**Retiring Soon**

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.



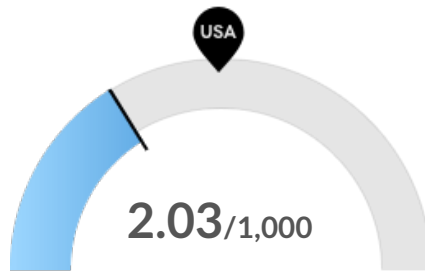
**Racial Diversity**

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.



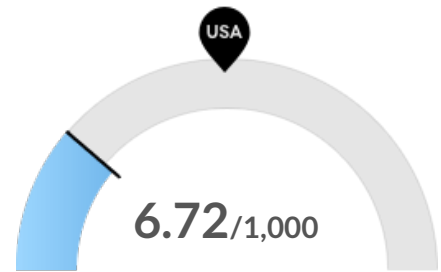
**Veterans**

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



**Violent Crime**

Mendocino County, CA has 2.03 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

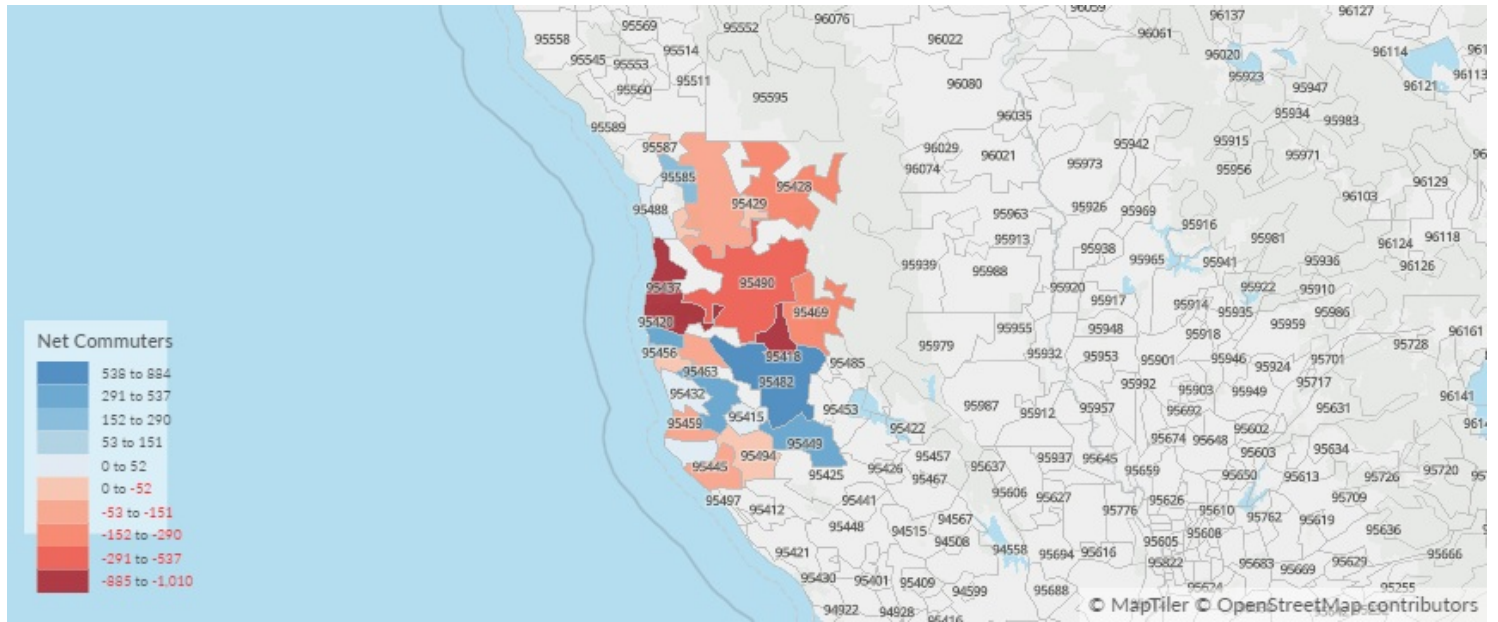


**Property Crime**

Mendocino County, CA has 6.72 property crimes per 1,000 people. The national rate is 18.22 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

### Where Talent Lives

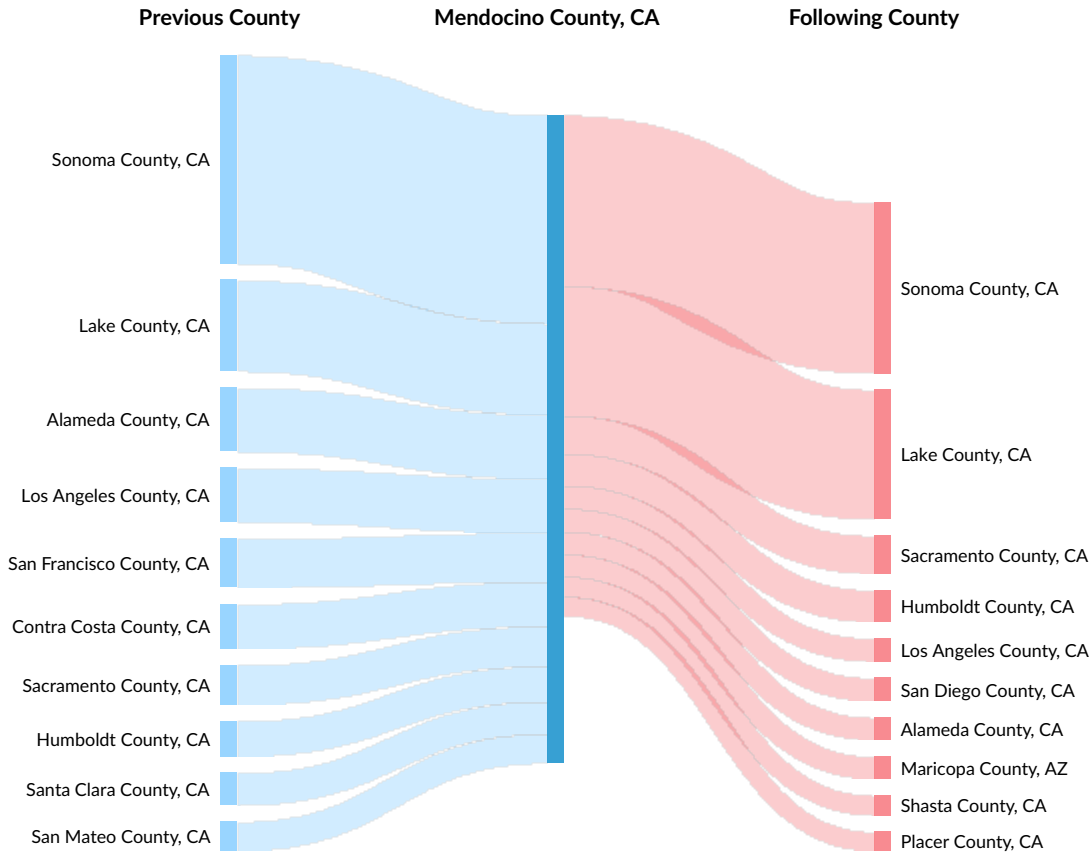
ZIP	Name	2023 Employment
95482	Ukiah, CA (in Mendocin...	15,265
95437	Fort Bragg, CA (in Mend...	6,674
95490	Willits, CA (in Mendocin...	6,131
95470	Redwood Valley, CA (in ...	1,477
95460	Mendocino, CA (in Men...	1,203

ZIP	Name	2023 Workers
95482	Ukiah, CA (in Mendocin...	14,727
95437	Fort Bragg, CA (in Mend...	7,560
95490	Willits, CA (in Mendocin...	6,422
95470	Redwood Valley, CA (in ...	2,487
95445	Gualala, CA (in Mendoci...	901

# 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 2021, 427 people have migrated from Sonoma County, CA to Mendocino County, CA. In the same year, 351 people left Mendocino County, CA migrating to Sonoma County, CA. The total Net Migration for Mendocino County, CA in 2021 was 47.



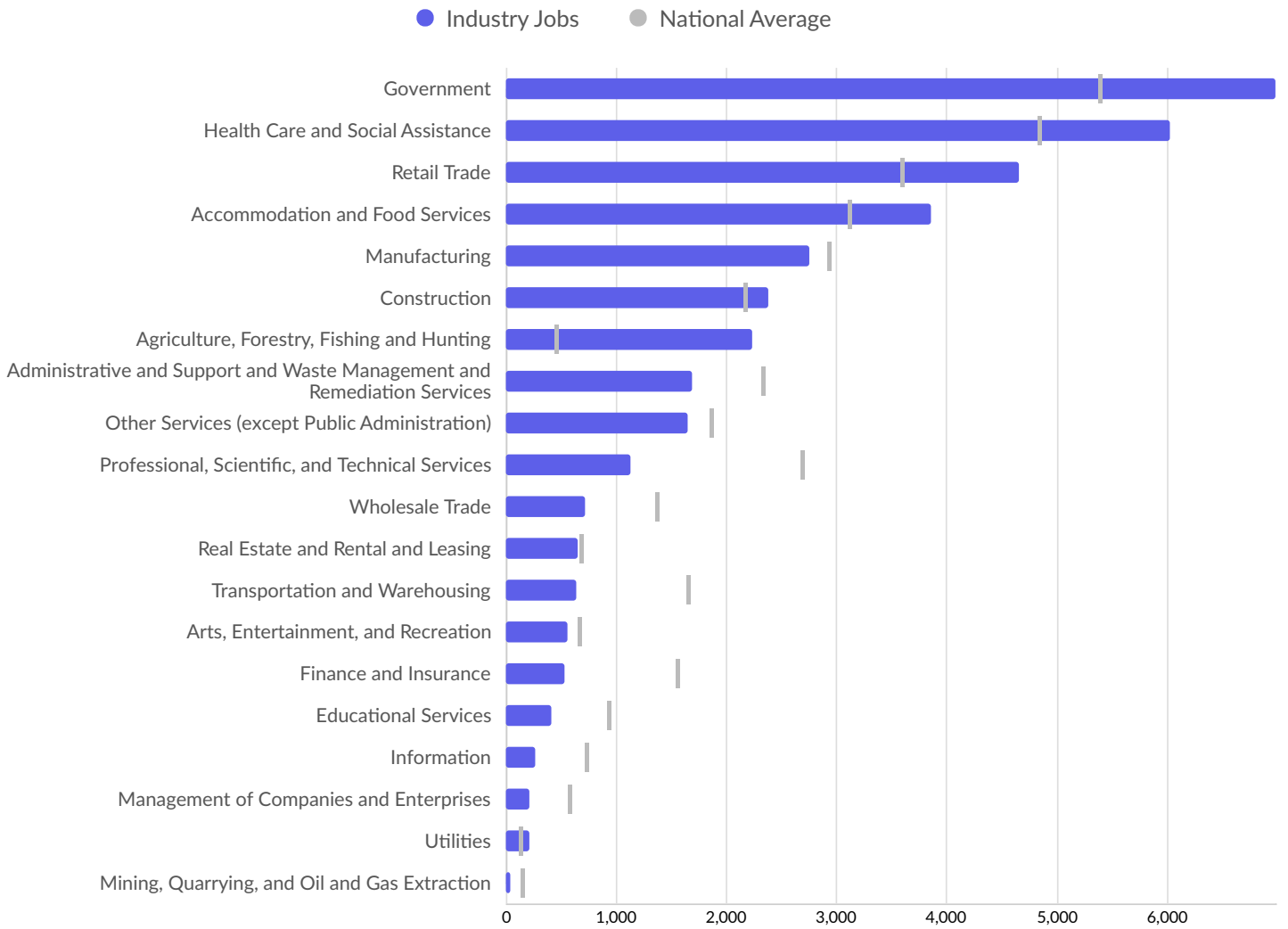
Top Previous Counties	Migrations
Sonoma County, CA	427
Lake County, CA	187
Alameda County, CA	131
Los Angeles County, CA	111
San Francisco County, CA	100
Contra Costa County, CA	91



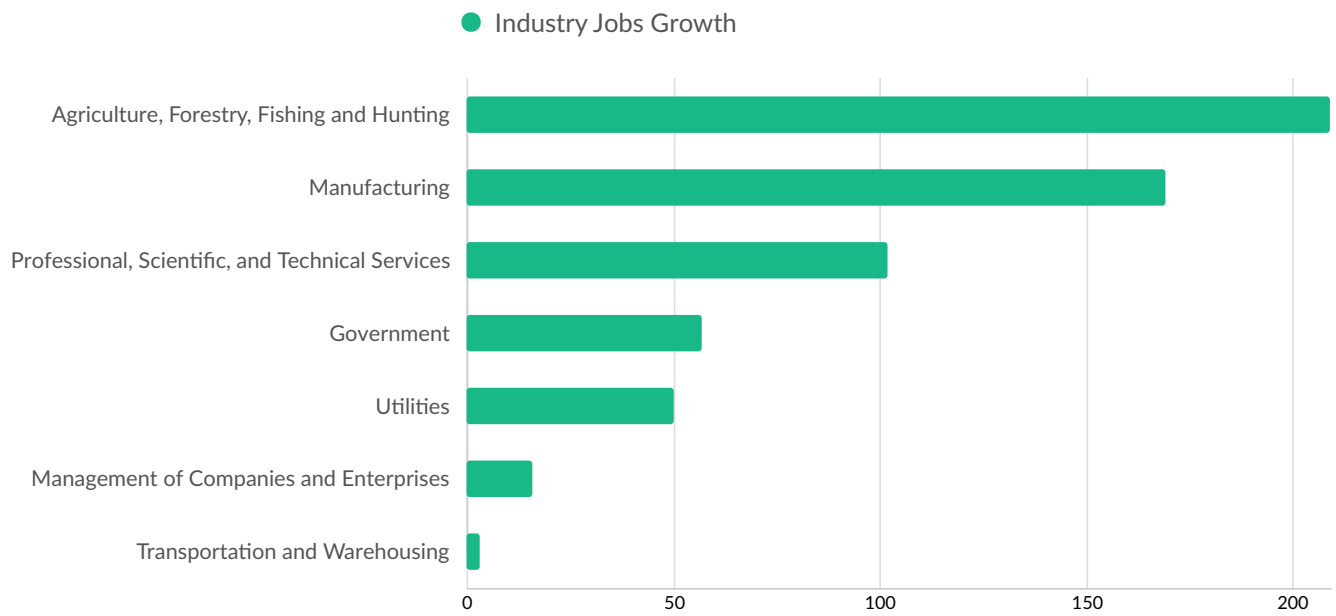
Top Previous Counties	Migrations
Sacramento County, CA	81
Humboldt County, CA	72
Santa Clara County, CA	66
San Mateo County, CA	60
San Diego County, CA	56
Butte County, CA	52
San Bernardino County, CA	44
Marin County, CA	43
Orange County, CA	37
Top Following Counties	Migrations
Sonoma County, CA	351
Lake County, CA	265
Sacramento County, CA	78
Humboldt County, CA	65
Los Angeles County, CA	47
San Diego County, CA	47
Alameda County, CA	46
Maricopa County, AZ	46
Shasta County, CA	41
Placer County, CA	39
Butte County, CA	39
Contra Costa County, CA	37
Pierce County, WA	35
King County, WA	35
Santa Clara County, CA	35

# Industry Characteristics

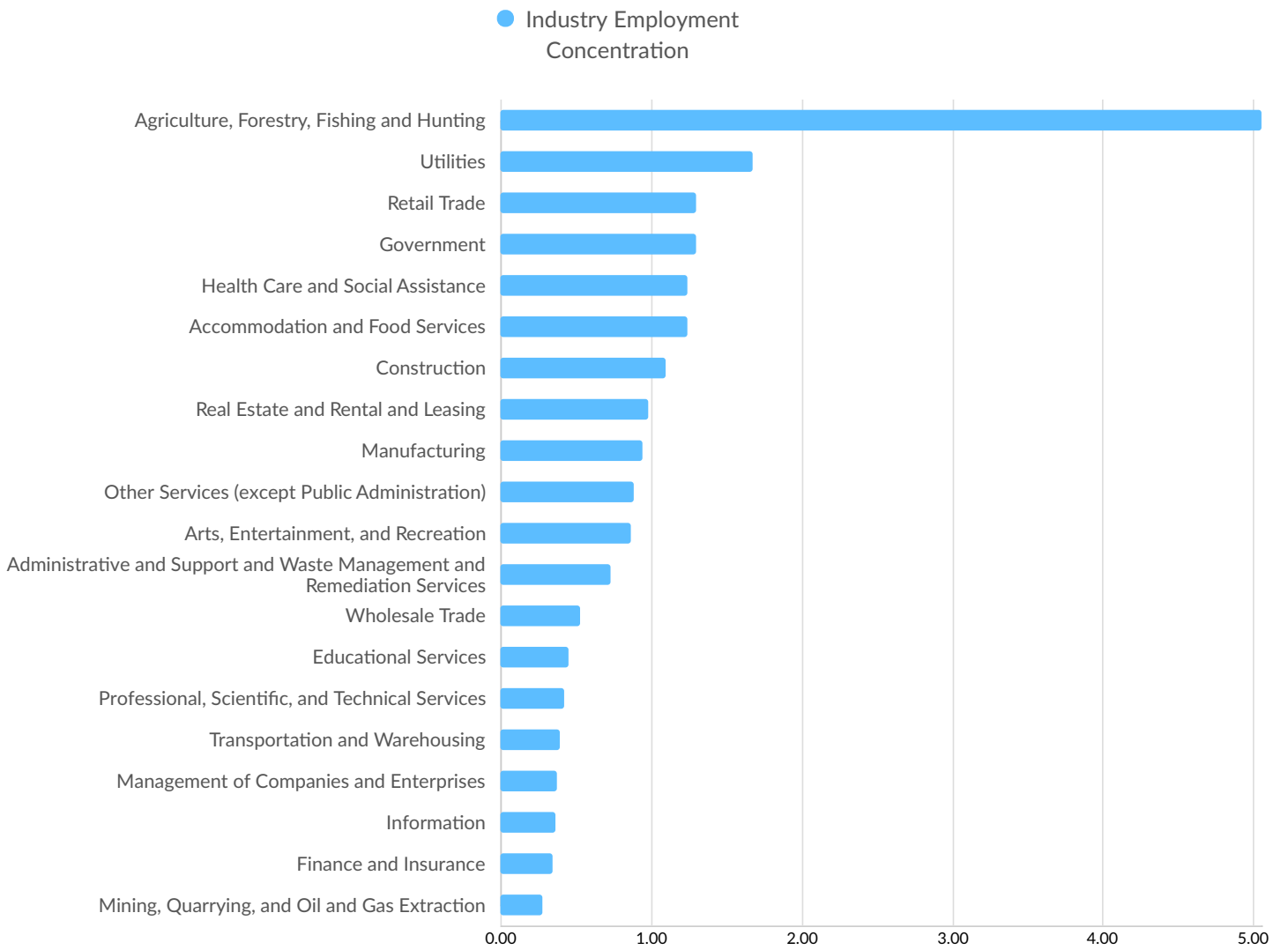
## Largest Industries



## Top Growing Industries



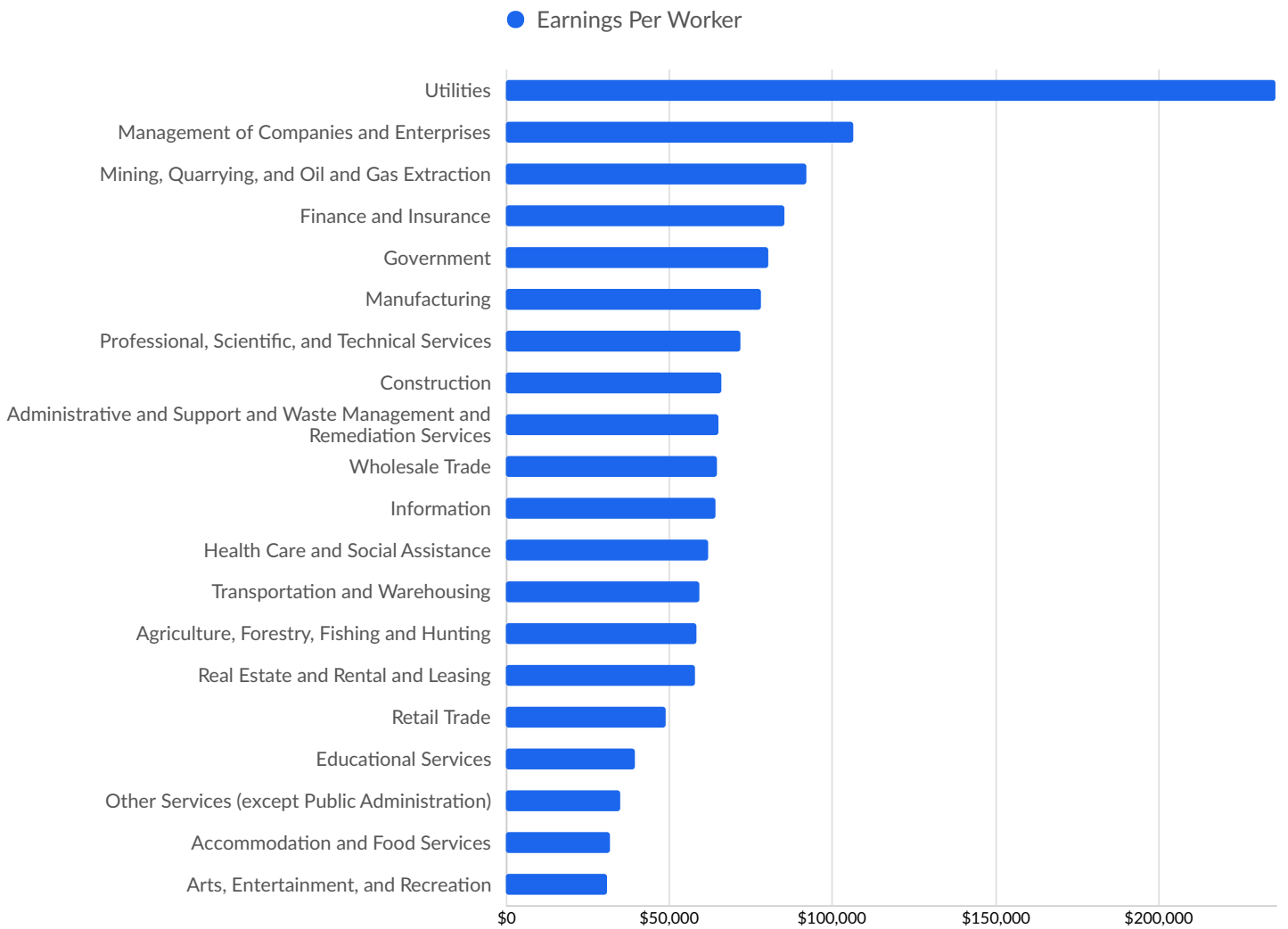
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



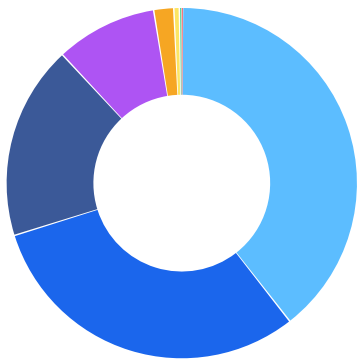
## Business Characteristics

### 8,196 Companies Employ Your Workers

Online profiles for your workers mention 8,196 companies as employers, with the top 10 appearing below. In the last 12 months, 703 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	267 	Adventist Health	587 
Ukiah Unified School District	240 	CompHealth	208 
Adventist Health	225 	Sutter Health	206 
San Francisco City College	136 	Mendocino College	175 
City Of Ukiah	82 	Nomad Health	82 
Northcoastmediationgroup	81 	Mendocino Redwood Company	74 
California School Health Services	78 	Stability Healthcare	71 
Mendocino Community Health ...	72 	NaphCare	67 
Savings Bank Of Mendocino Co...	72 	County Of Mendocino	66 
Mendocino Forest Products	63 	AMN Healthcare	61 

## Business Size



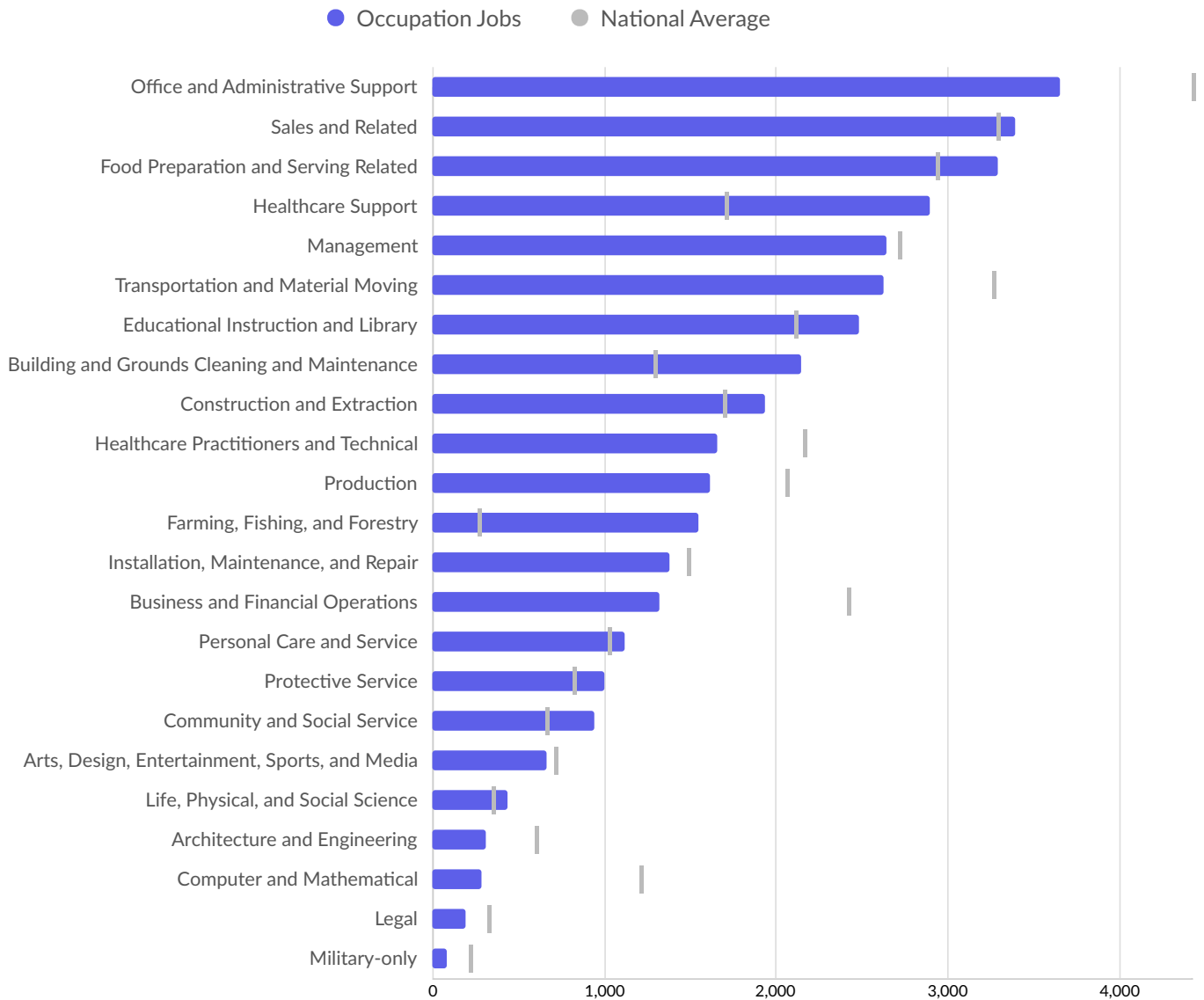
	Percentage	Business Count
● 1 to 4 employees	39.4%	1,625
● 5 to 9 employees	30.7%	1,269
● 10 to 19 employees	17.9%	739
● 20 to 49 employees	9.4%	386
● 50 to 99 employees	1.8%	76
● 100 to 249 employees	0.5%	21
● 250 to 499 employees	0.2%	10
● 500+ employees	0.0%	2

*\*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.*

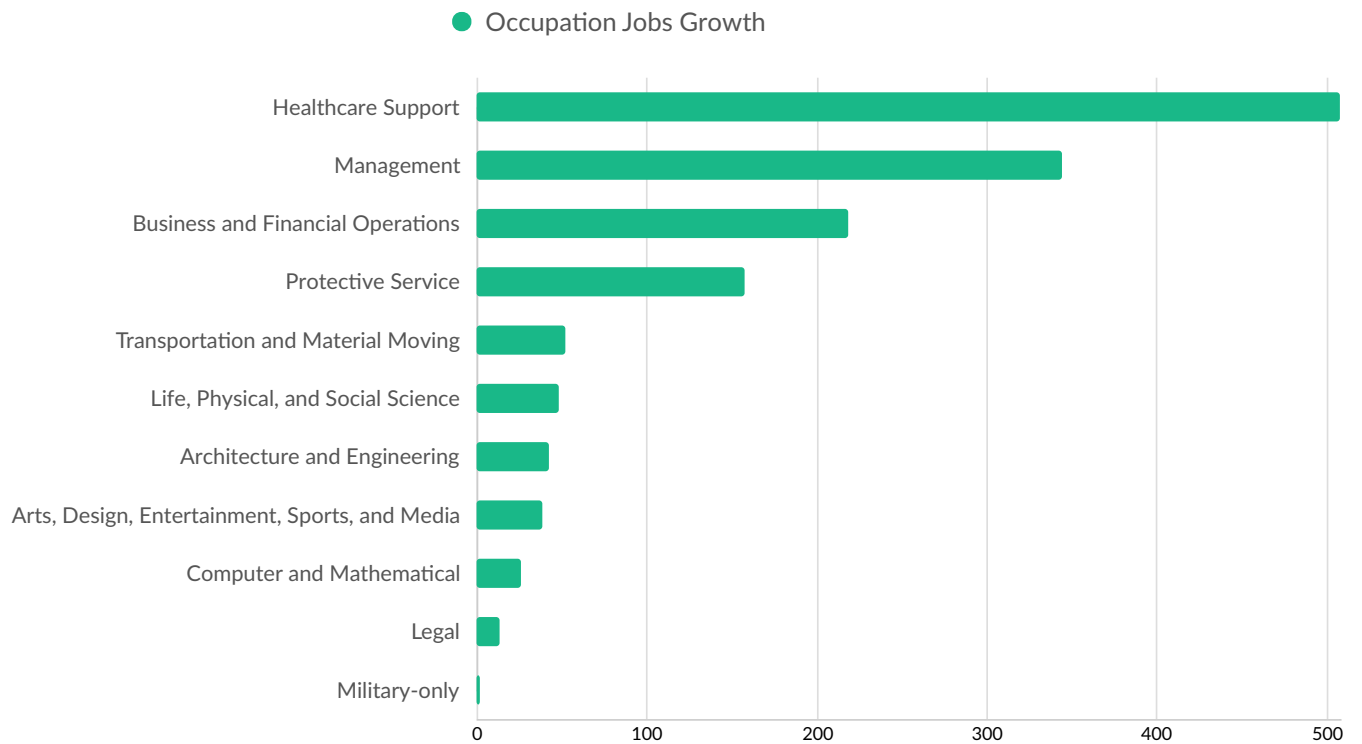


# Workforce Characteristics

## Largest Occupations

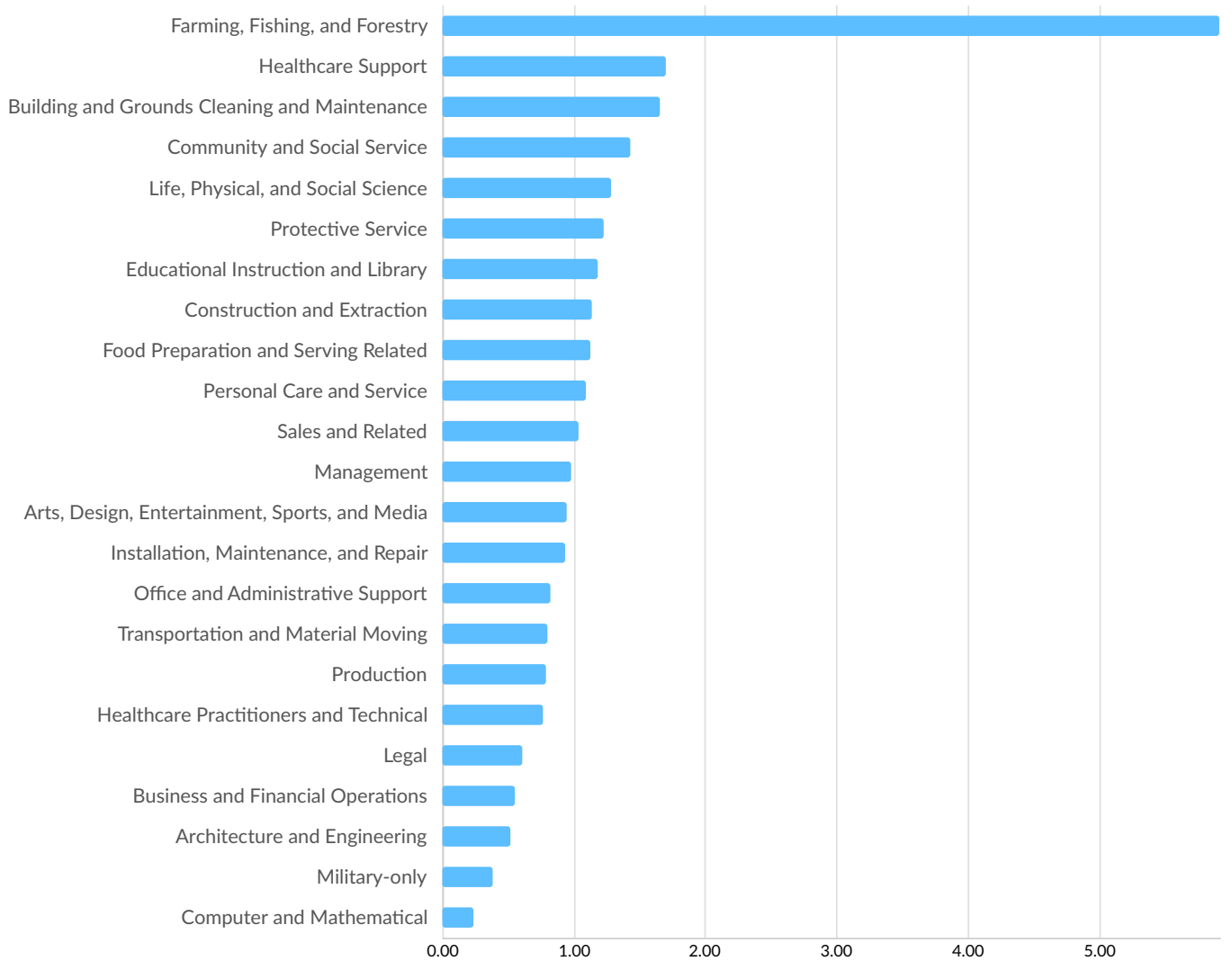


## Top Growing Occupations

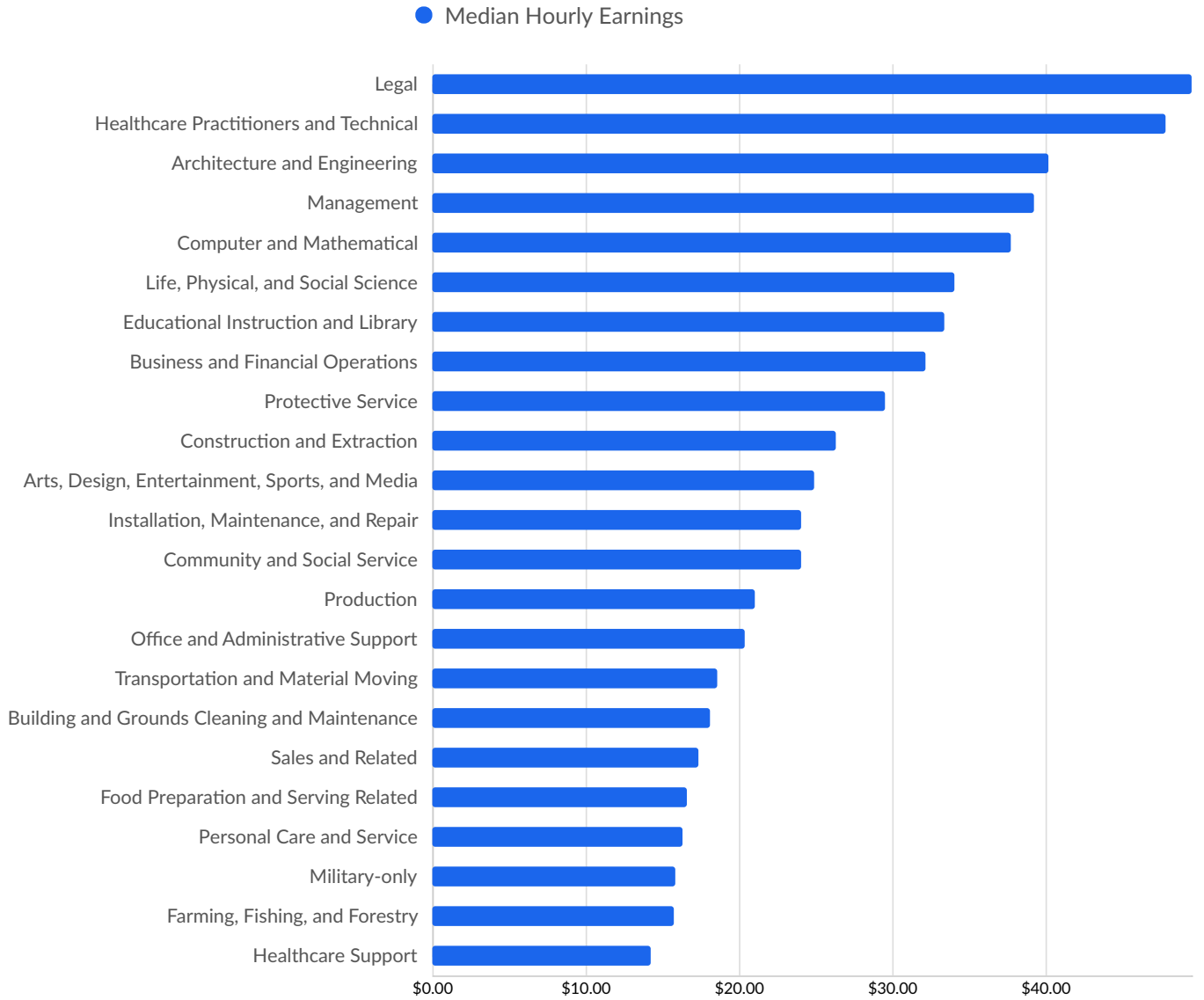


## Top Occupation Employment Concentration

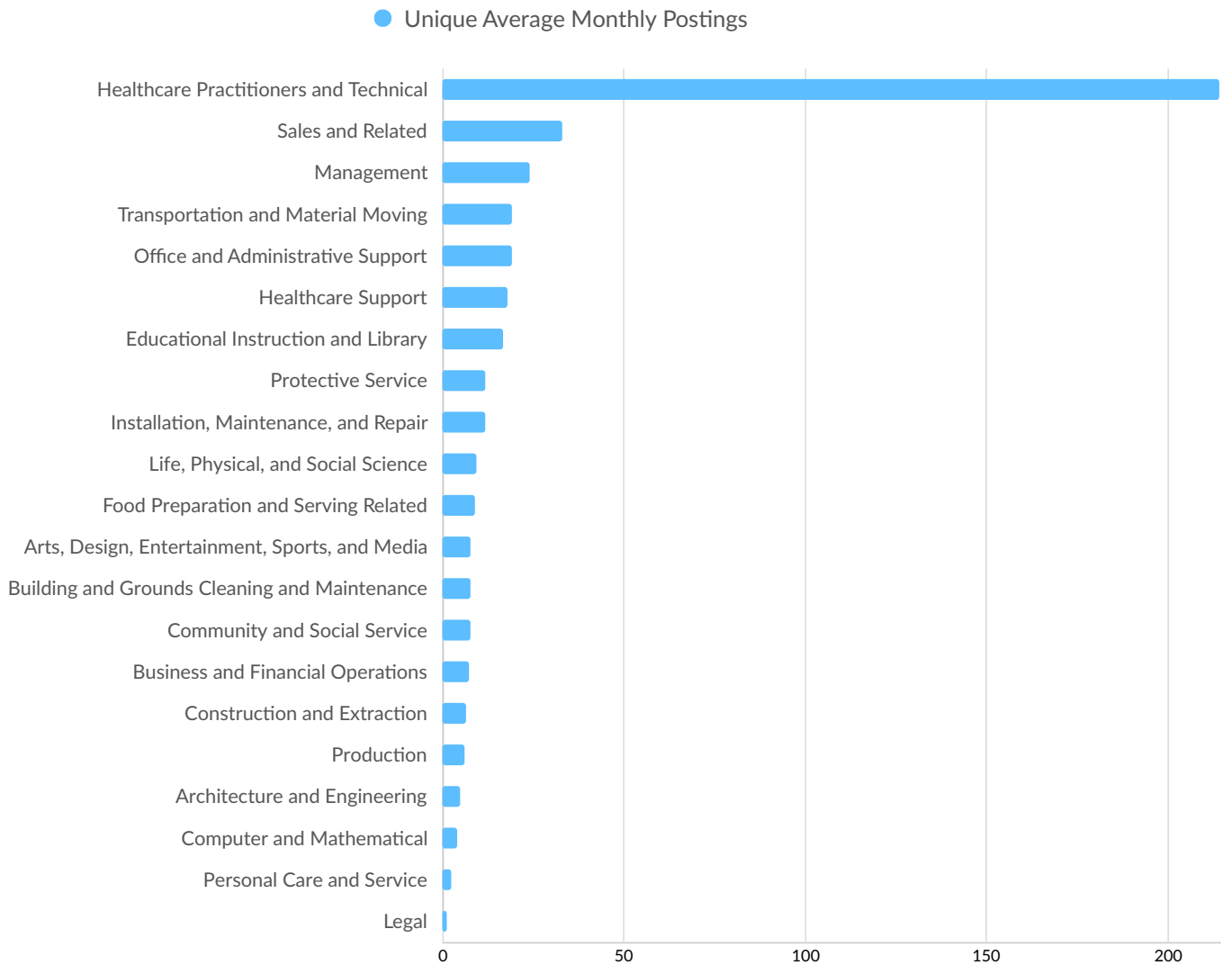
● Occupation Employment Concentration



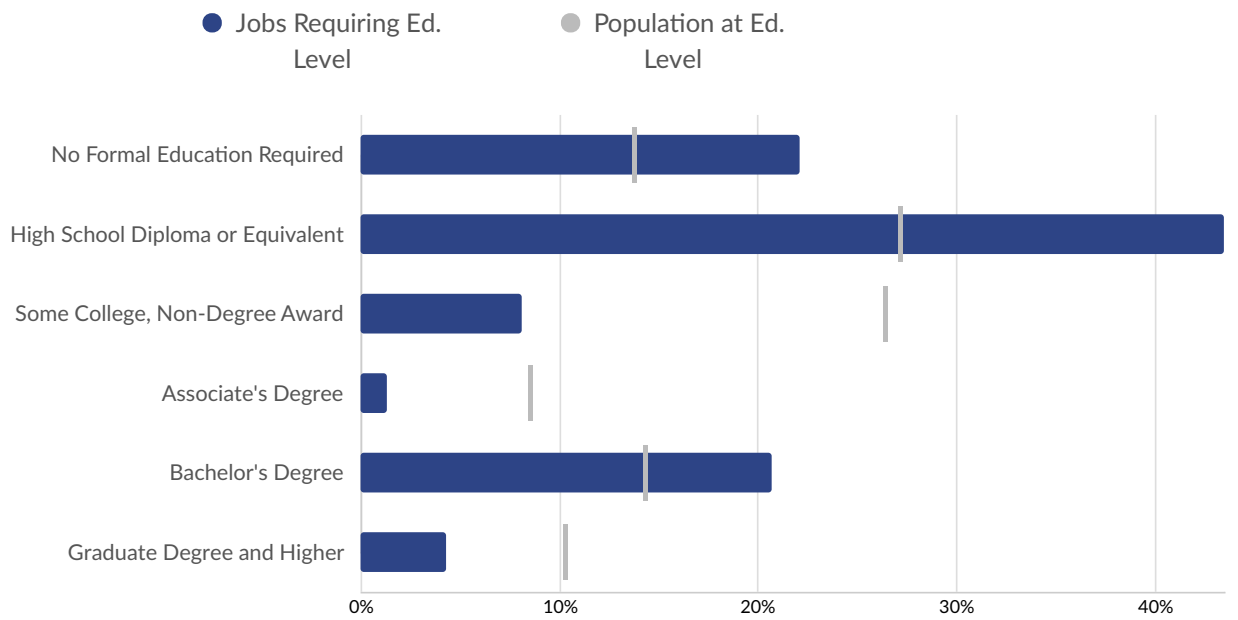
## Top Occupation Earnings



## Top Posted Occupations

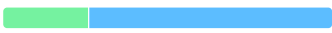





## Underemployment



## Educational Pipeline

In 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

