



Mendocino County, CA

Workforce Alliance of the North Bay



P.O. Box 247
Napa, California 94559

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

89,174

Population (2024)

Population **grew by 2,242** over the last 5 years and is projected to **grow by 131** over the next 5 years.

37,924

Total Regional Employment

Jobs **decreased by 327** over the last 5 years but are projected to **grow by 1,006** over the next 5 years.

\$61.3K

Median Household Income (2022)

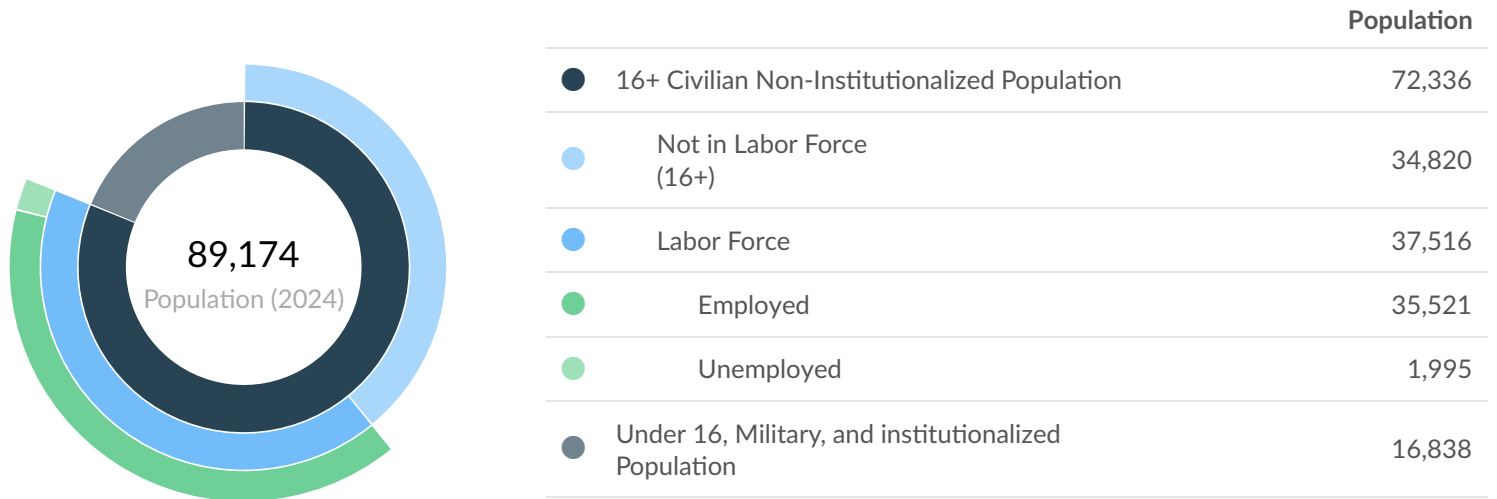
Median household income is **\$13.8K below** the national median household income of \$75.1K.

Takeaways

- As of 2024 the region's population **increased by 2.6%** since 2019, growing by 2,242. Population is expected to **increase by 0.1%** between 2024 and 2029, adding 131.
- From 2019 to 2024, jobs **declined by 0.9%** in Mendocino County, CA from 38,250 to **37,924**. This change **fell short of the national growth rate of 3.9%** by 4.8%. As the number of jobs declined, the **labor force participation rate decreased from 55.4% to 51.9% between 2019 and 2024**.
- Concerning educational attainment, **13.9% of Mendocino County, CA residents possess a Bachelor's Degree** (7.5% below the national average), and **9.7% hold an Associate's Degree** (0.7% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Individual and Family Services.

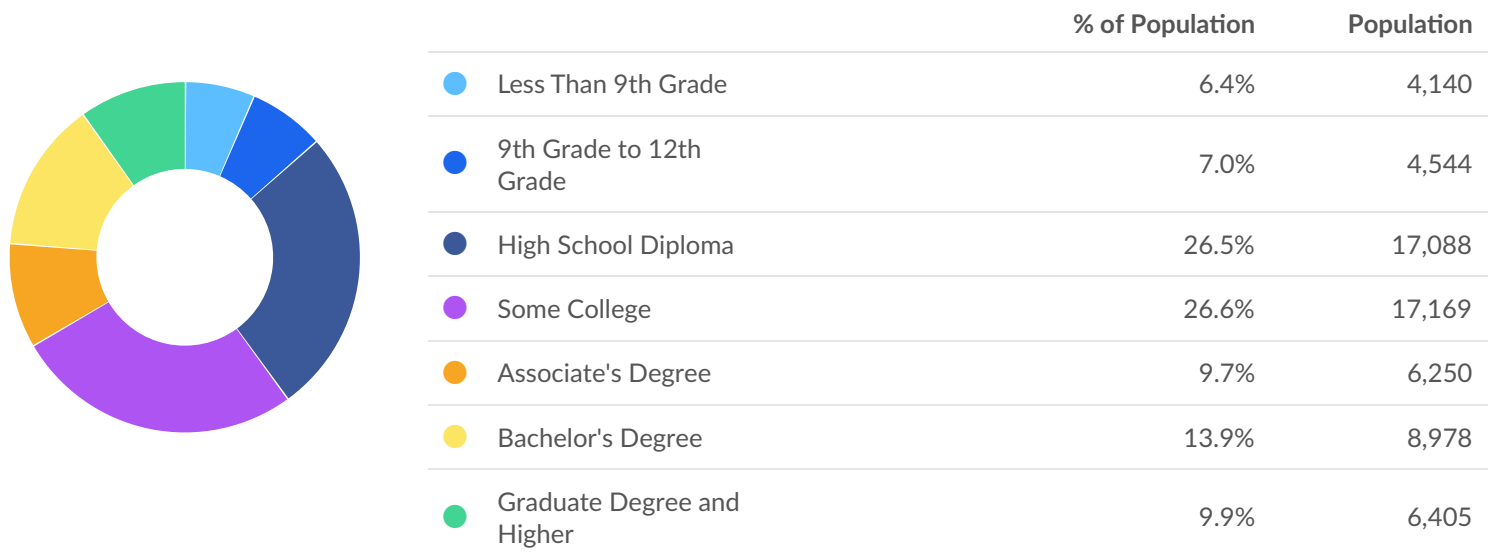
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	89,174	37,516	37,924	130.8	\$4.81B	\$6.36B	\$4.93B
State	38,776,275	19,323,960	20,578,854	134.8	\$3.82T	\$1.94T	\$2.68T

Dec 2024 Labor Force Breakdown



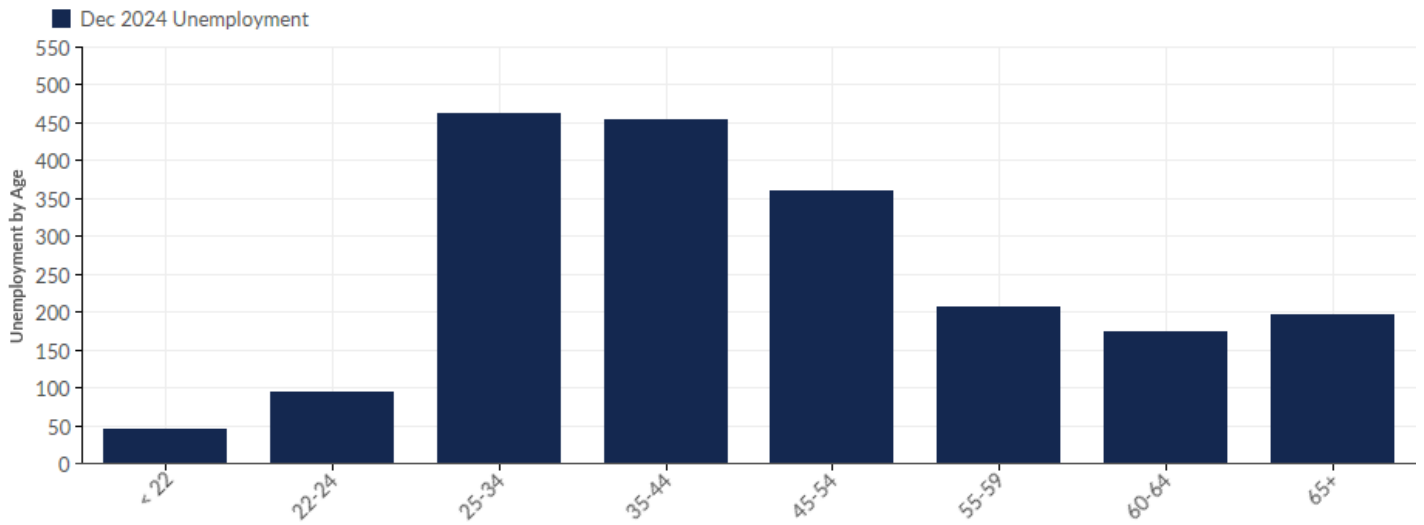
Educational Attainment

Concerning educational attainment, **13.9% of Mendocino County, CA residents possess a Bachelor's Degree** (7.5% below the national average), and **9.7% hold an Associate's Degree** (0.7% above the national average).



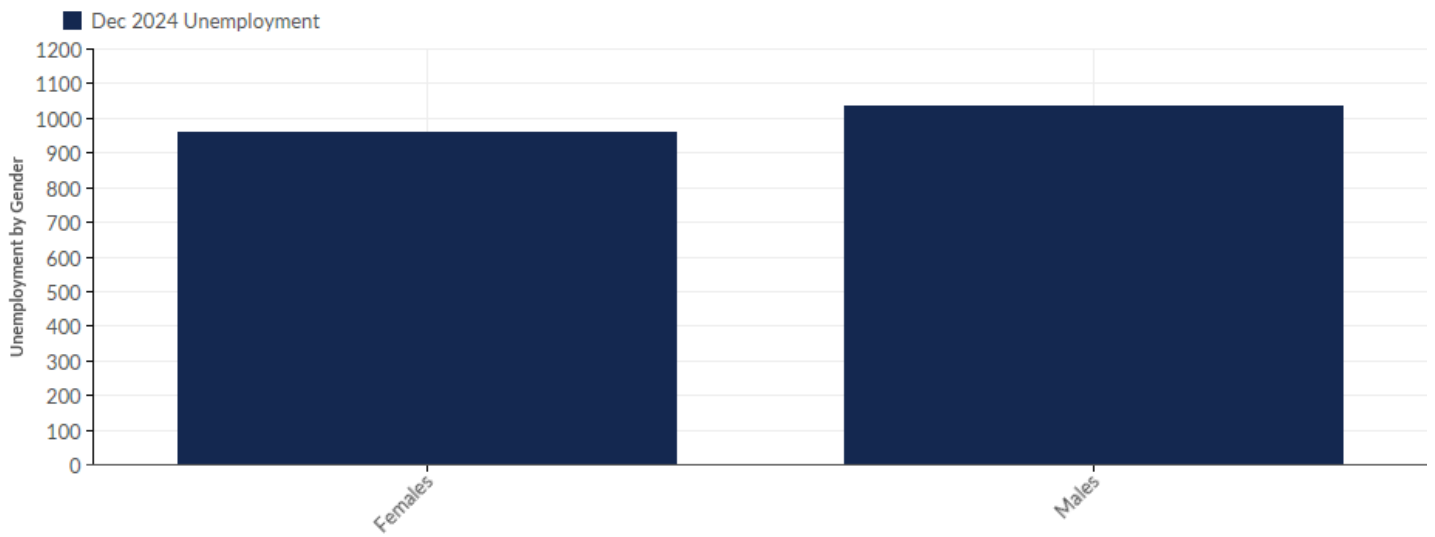
Unemployment by Demographics

Unemployment by Age



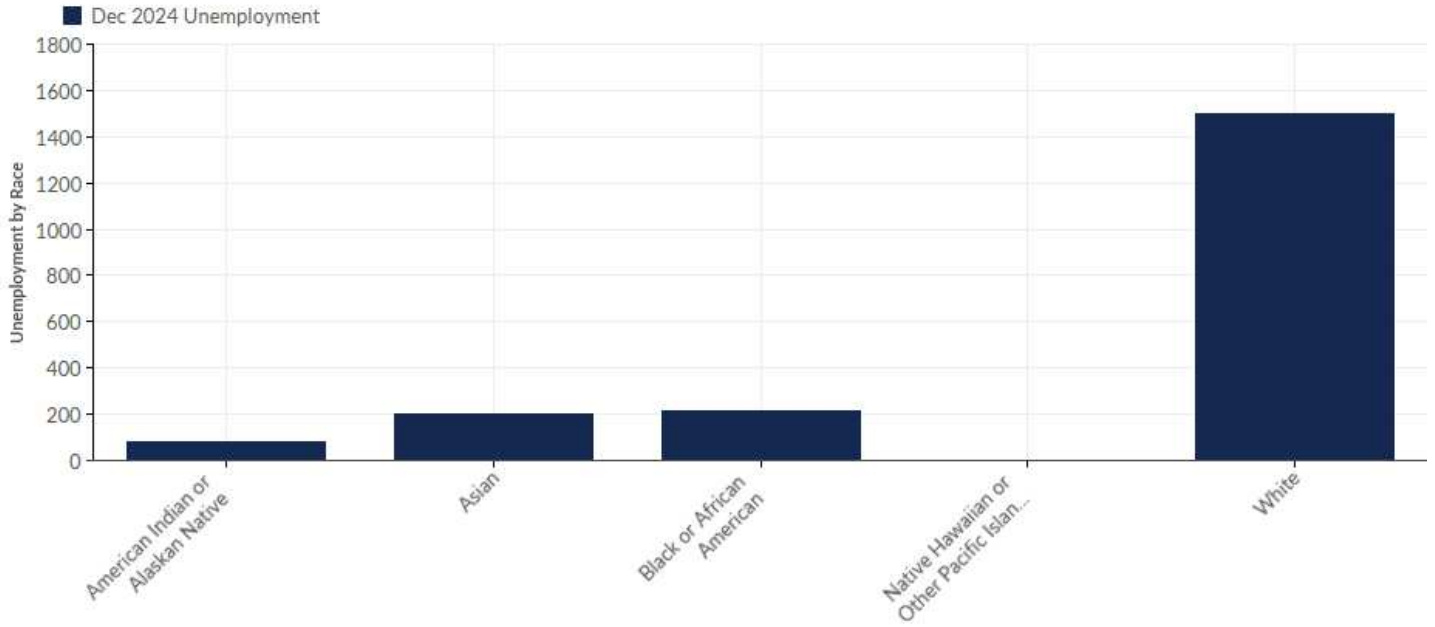
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	46	2.31%
22-24	94	4.71%
25-34	462	23.16%
35-44	454	22.76%
45-54	361	18.10%
55-59	207	10.38%
60-64	174	8.72%
65+	197	9.87%
Total	1,995	100.00%

Unemployment by Gender



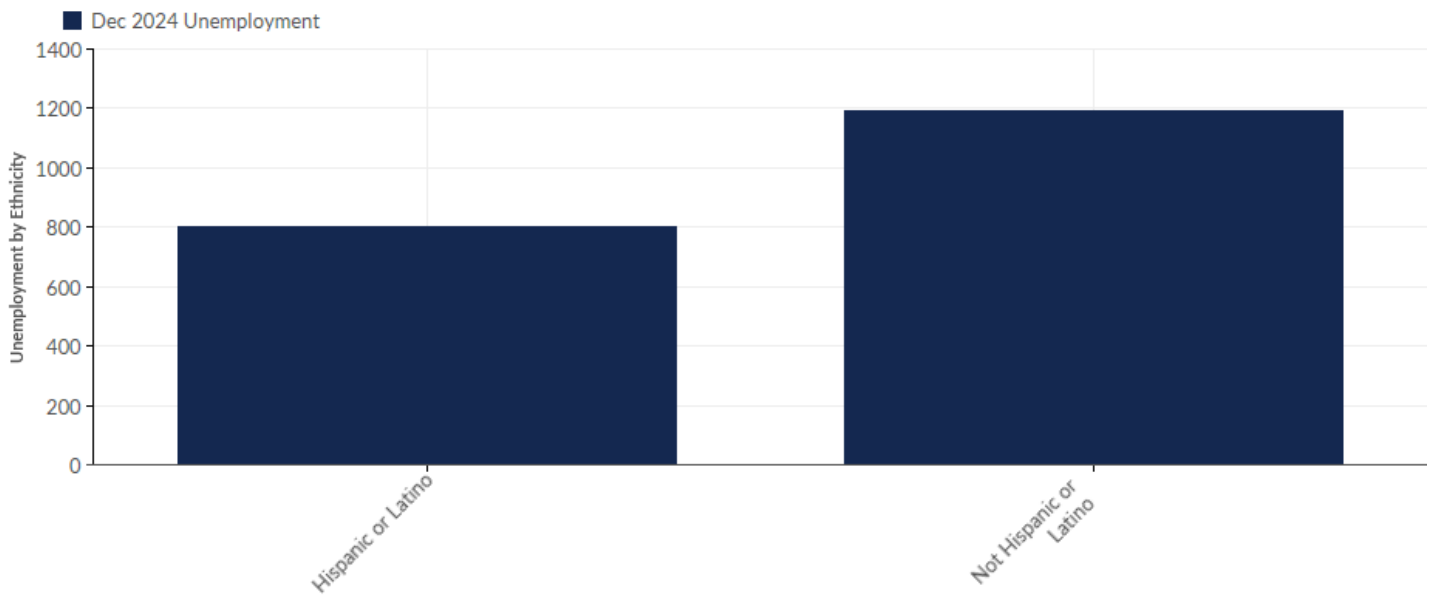
Gender	Unemployment (Dec 2024)	% of Unemployed
Females	959	48.07%
Males	1,036	51.93%
Total	1,995	100.00%

Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	81	4.06%
Asian	201	10.08%
Black or African American	214	10.73%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,499	75.14%
Total	1,995	100.00%

Unemployment by Ethnicity

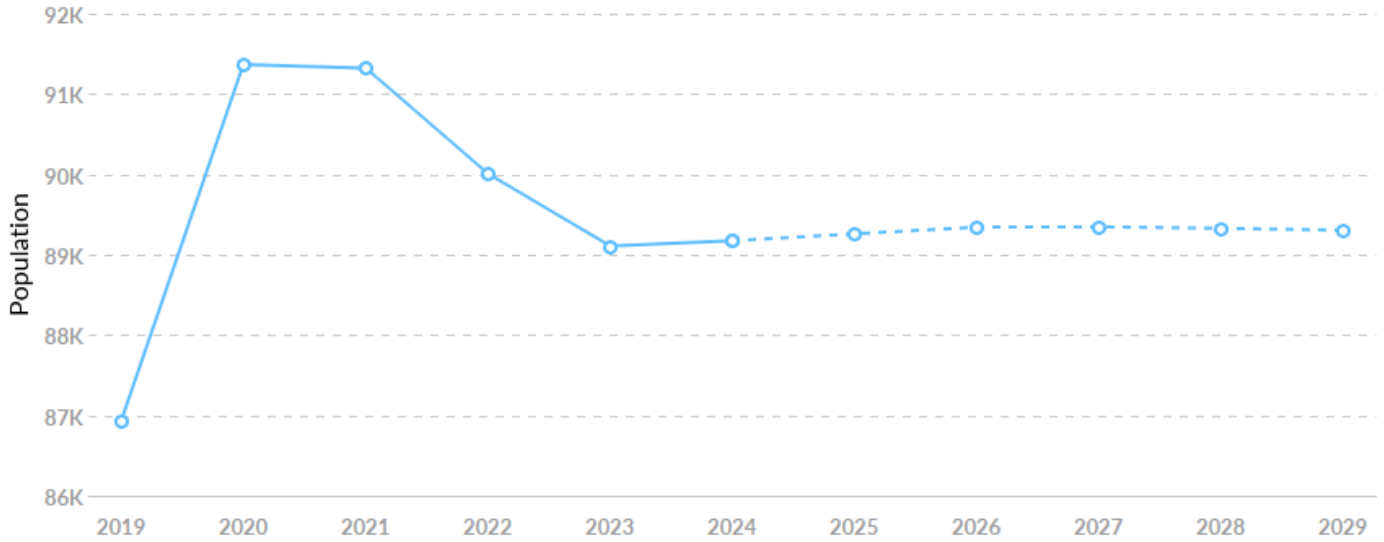


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	801	40.15%
Not Hispanic or Latino	1,194	59.85%
Total	1,995	100.00%

Historic & Projected Trends

Population Trends

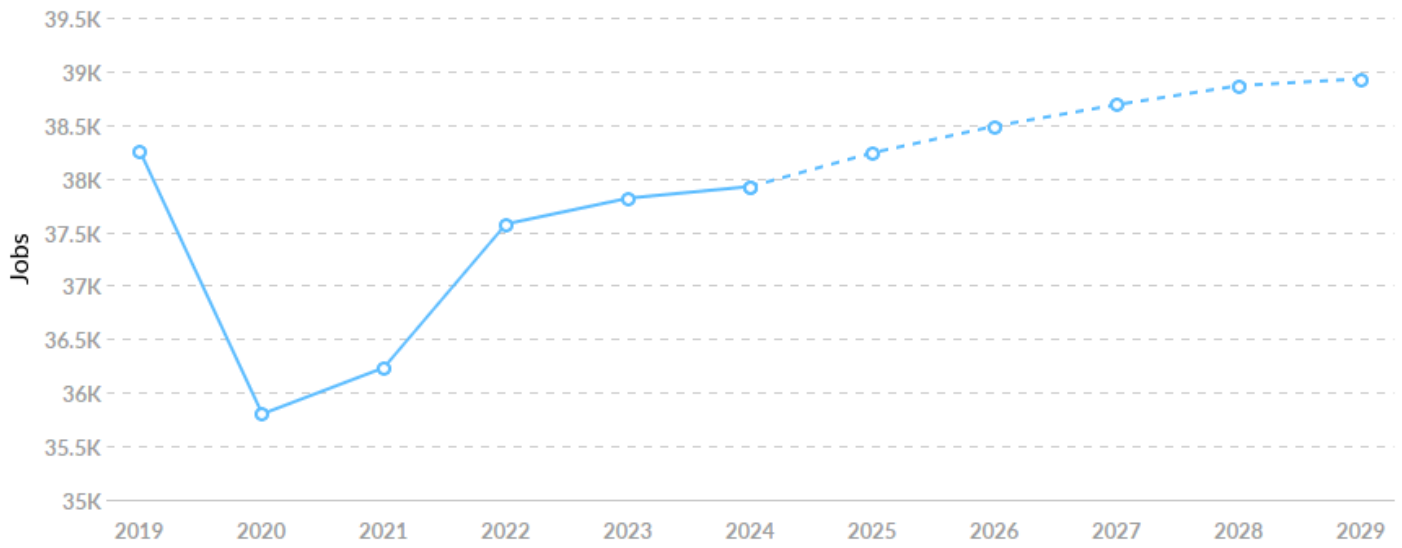
As of 2024 the region's population increased by 2.6% since 2019, growing by 2,242. Population is expected to increase by 0.1% between 2024 and 2029, adding 131.



Timeframe	Population
2019	86,932
2020	91,367
2021	91,321
2022	90,007
2023	89,108
2024	89,174
2025	89,260
2026	89,342
2027	89,347
2028	89,328
2029	89,305

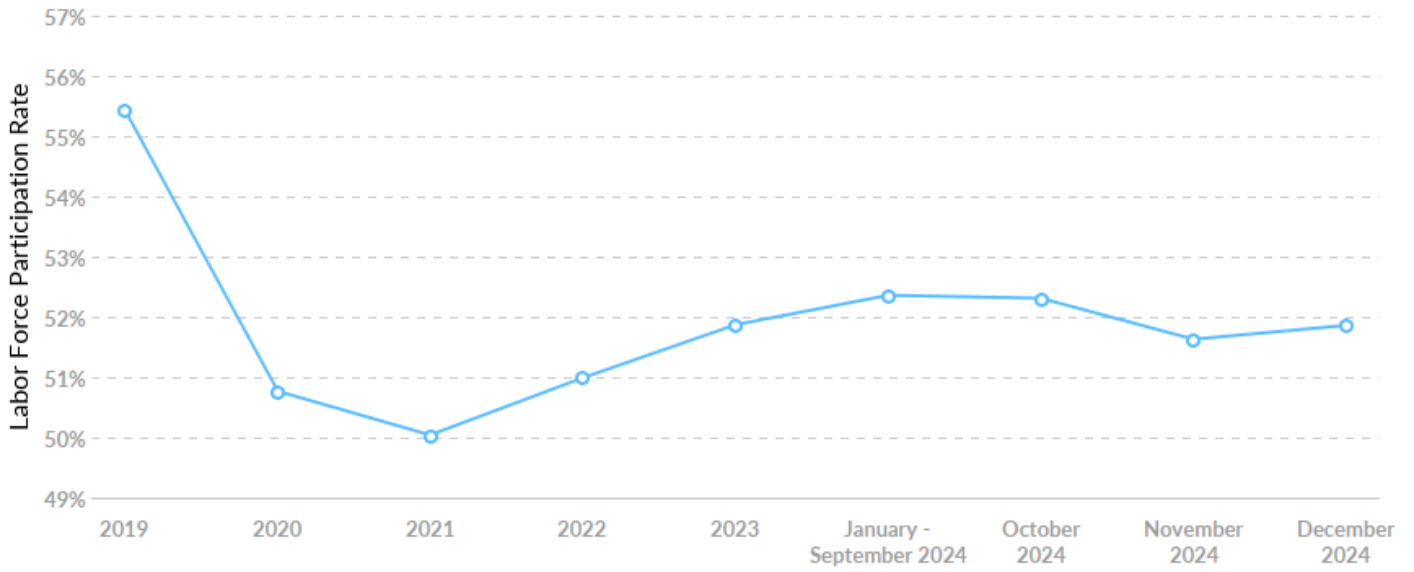
Job Trends

From 2019 to 2024, jobs declined by 0.9% in Mendocino County, CA from 38,250 to 37,924. This change fell short of the national growth rate of 3.9% by 4.8%.



Timeframe	Jobs
2019	38,250
2020	35,799
2021	36,233
2022	37,574
2023	37,815
2024	37,924
2025	38,239
2026	38,488
2027	38,688
2028	38,866
2029	38,929

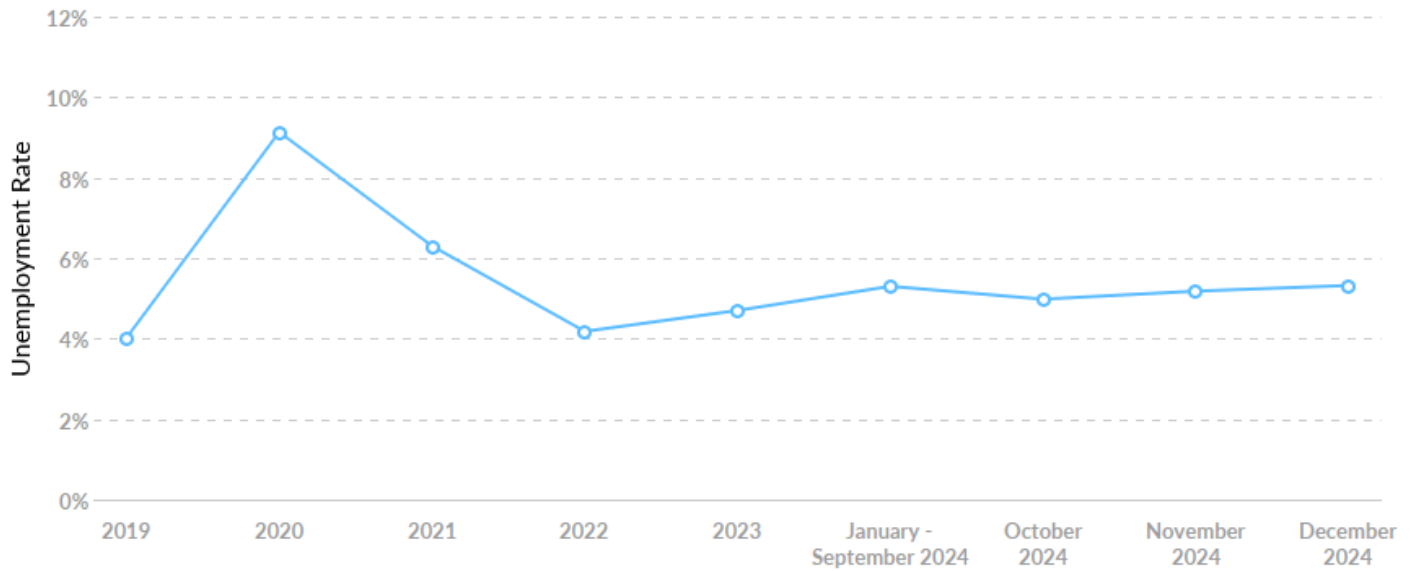
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	55.43%
2020	50.77%
2021	50.04%
2022	50.99%
2023	51.87%
January - September 2024	52.36%
October 2024	52.31%
November 2024	51.63%
December 2024	51.86%

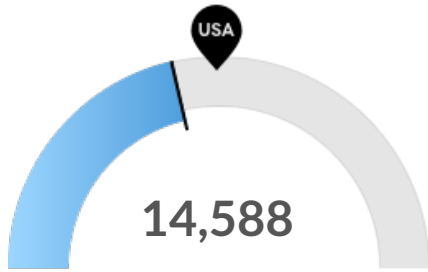
Unemployment Rate Trends

Mendocino County, CA had a December 2024 unemployment rate of 5.32%, **increasing from 4.02%** 5 years before.



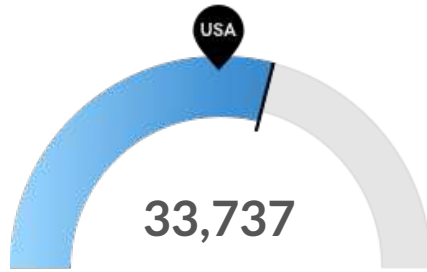
Timeframe	Unemployment Rate
2019	4.02%
2020	9.13%
2021	6.30%
2022	4.18%
2023	4.70%
January - September 2024	5.30%
October 2024	4.98%
November 2024	5.18%
December 2024	5.32%

Population Characteristics



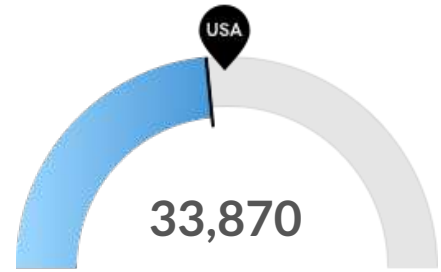
Millennials

Mendocino County, CA has 14,588 millennials (ages 25-39). The national average for an area this size is 18,105.



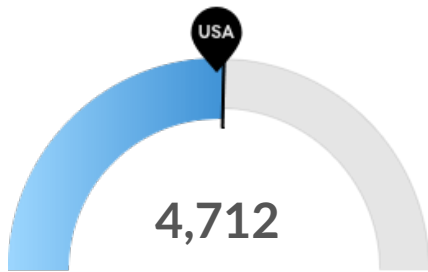
Retiring Soon

Retirement risk is high in Mendocino County, CA. The national average for an area this size is 26,900 people 55 or older, while there are 33,737 here.



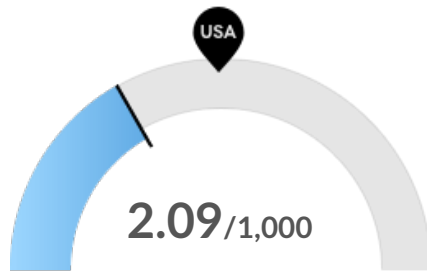
Racial Diversity

Racial diversity is about average in Mendocino County, CA. The national average for an area this size is 37,111 racially diverse people, while there are 33,870 here.



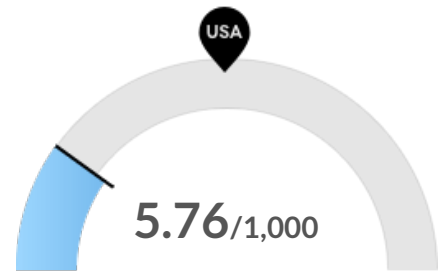
Veterans

Mendocino County, CA has 4,712 veterans. The national average for an area this size is 4,602.



Violent Crime

Mendocino County, CA has 2.09 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

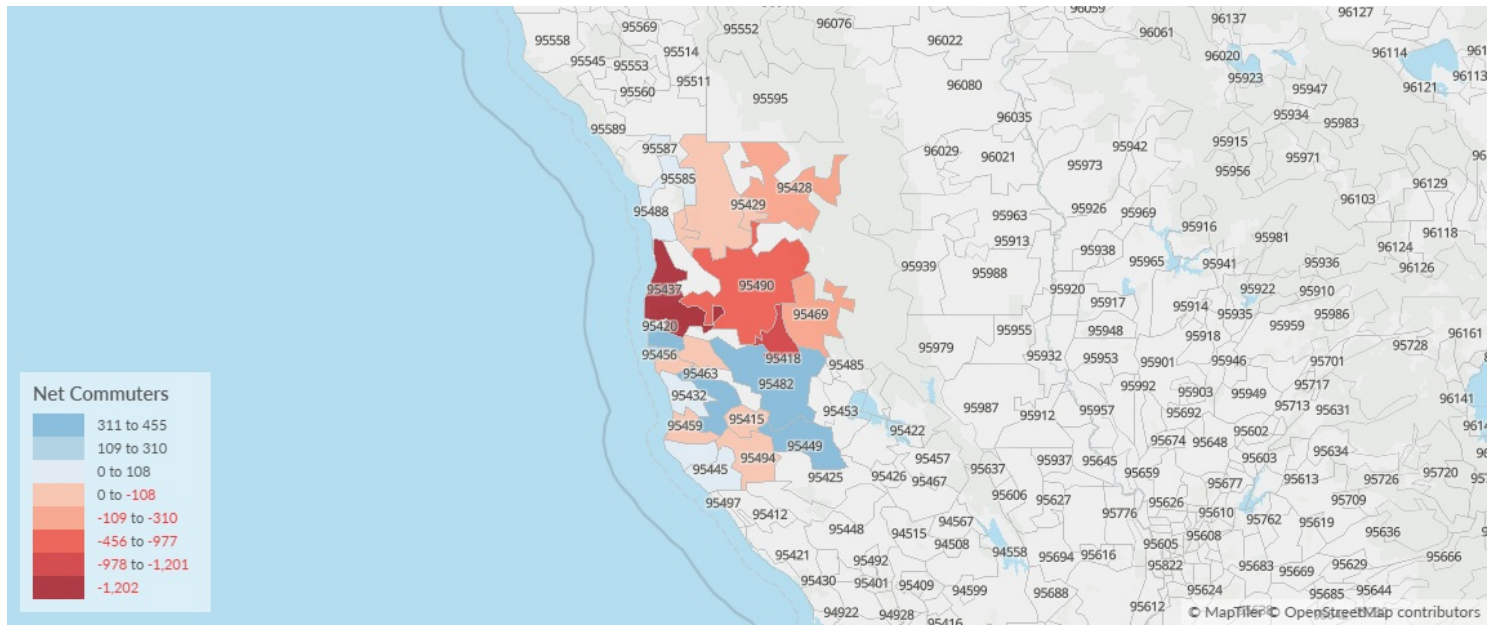


Property Crime

Mendocino County, CA has 5.76 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
95482	Ukiah, CA (in Mendocin...	15,174
95437	Fort Bragg, CA (in Mend...	6,652
95490	Willits, CA (in Mendocin...	6,300
95470	Redwood Valley, CA (in ...	1,402
95460	Mendocino, CA (in Men...	1,183

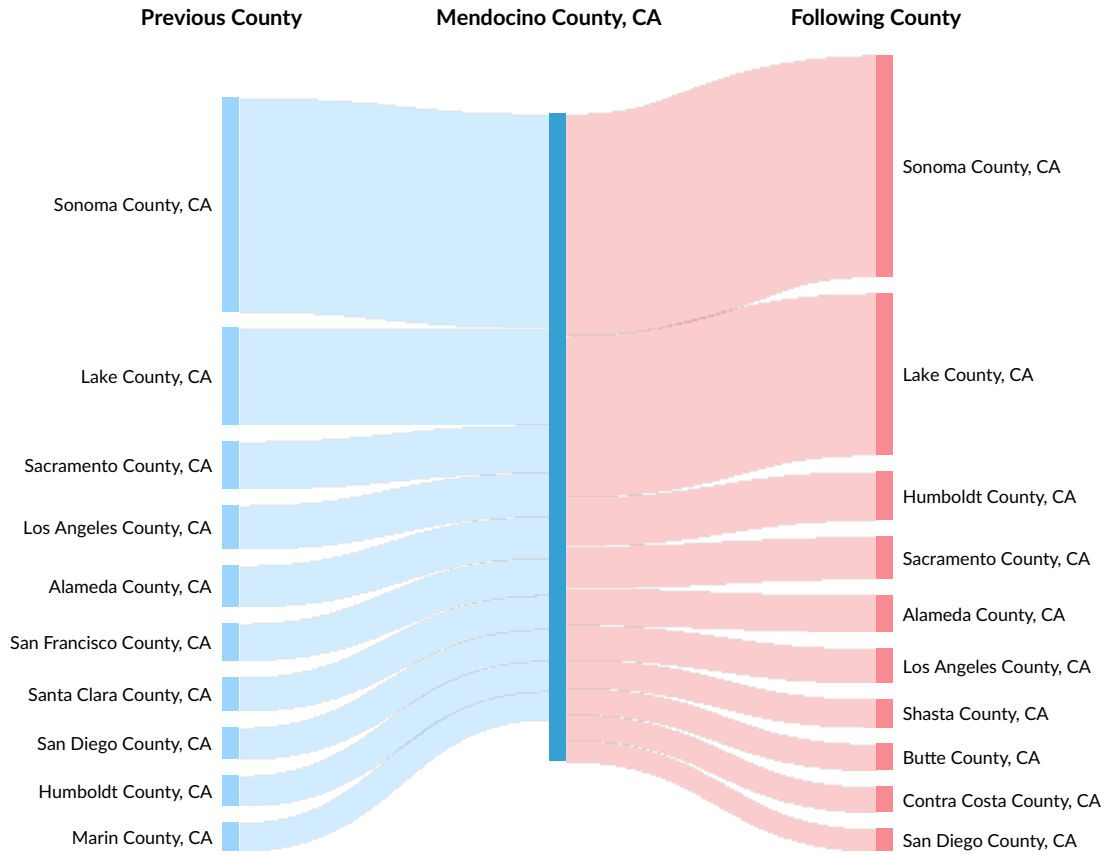
Where Talent Lives

ZIP	Name	2024 Workers
95482	Ukiah, CA (in Mendocin...	14,826
95437	Fort Bragg, CA (in Mend...	7,854
95490	Willits, CA (in Mendocin...	6,756
95470	Redwood Valley, CA (in ...	2,381
95469	Potter Valley, CA (in Me...	1,012

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 2022, **412** people have migrated from Sonoma County, CA to Mendocino County, CA. In the same year, **426** people left Mendocino County, CA migrating to Sonoma County, CA. The total Net Migration for Mendocino County, CA in 2022 was **-686**.

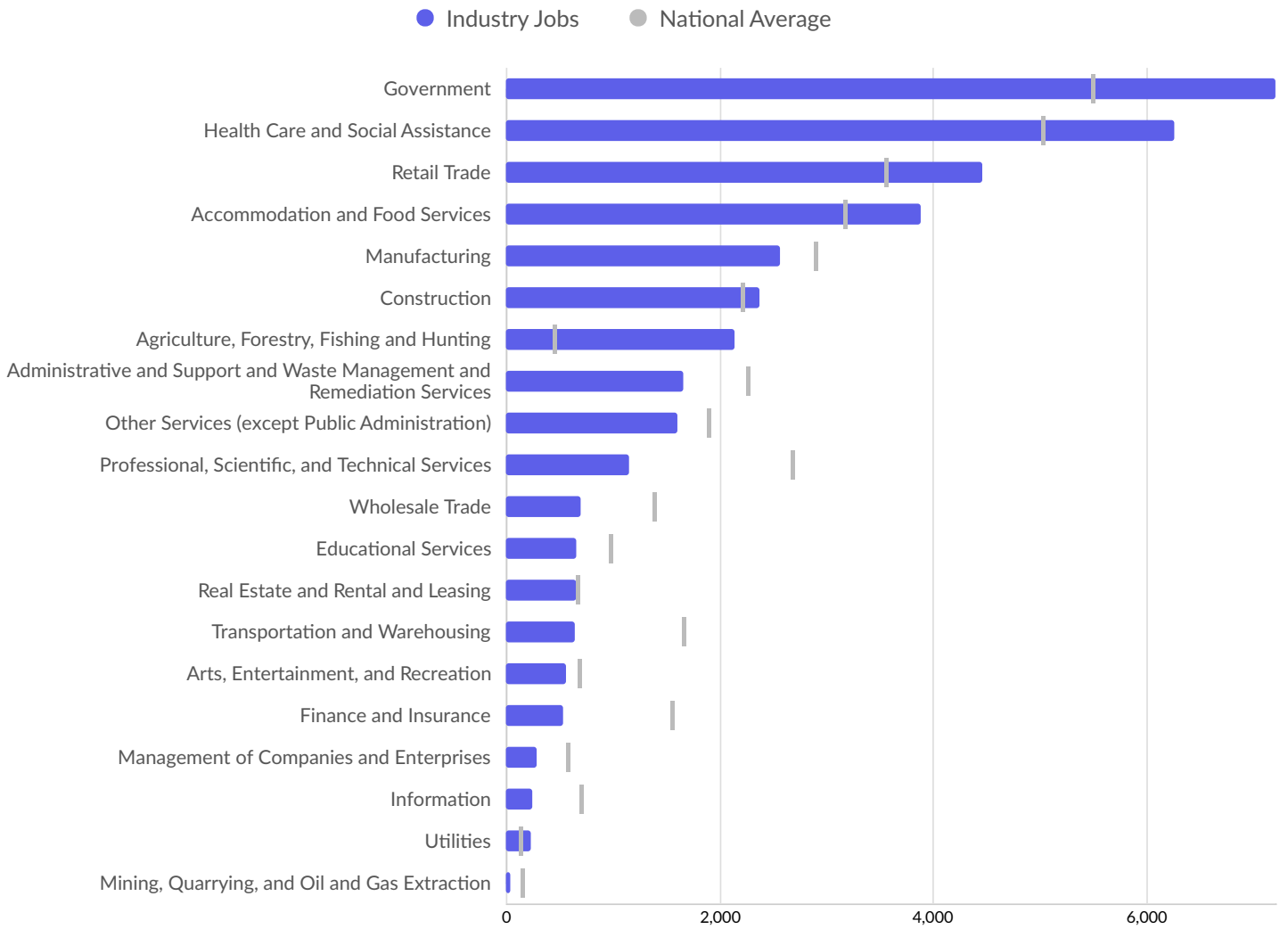


Top Previous Counties	Migrations
Sonoma County, CA	412
Lake County, CA	187
Sacramento County, CA	91
Los Angeles County, CA	84
Alameda County, CA	80
San Francisco County, CA	72

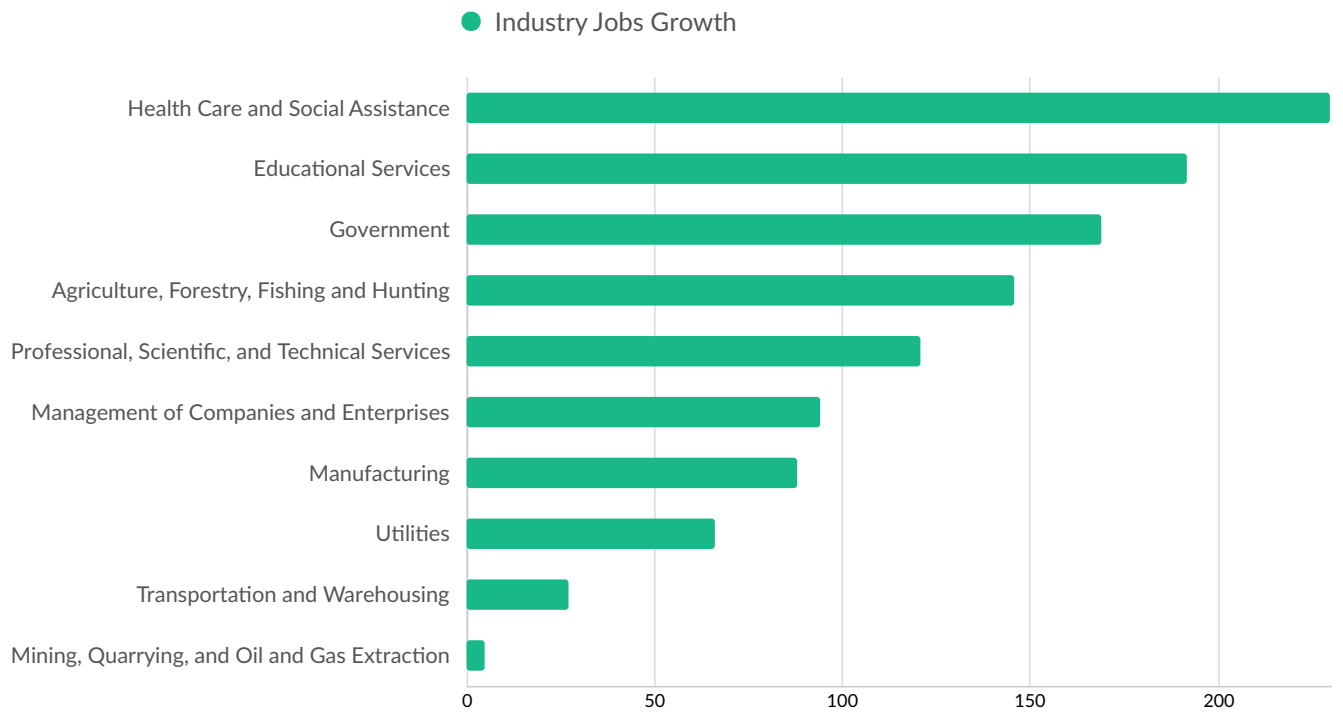
Top Previous Counties	Migrations
Santa Clara County, CA	65
San Diego County, CA	61
Humboldt County, CA	59
Marin County, CA	55
Contra Costa County, CA	53
Butte County, CA	52
King County, WA	35
Maricopa County, AZ	34
San Bernardino County, CA	30
Top Following Counties	Migrations
Sonoma County, CA	426
Lake County, CA	311
Humboldt County, CA	94
Sacramento County, CA	81
Alameda County, CA	71
Los Angeles County, CA	66
Shasta County, CA	54
Butte County, CA	51
Contra Costa County, CA	49
San Diego County, CA	43
Placer County, CA	41
Santa Clara County, CA	40
San Francisco County, CA	39
Washoe County, NV	35
King County, WA	35

Industry Characteristics

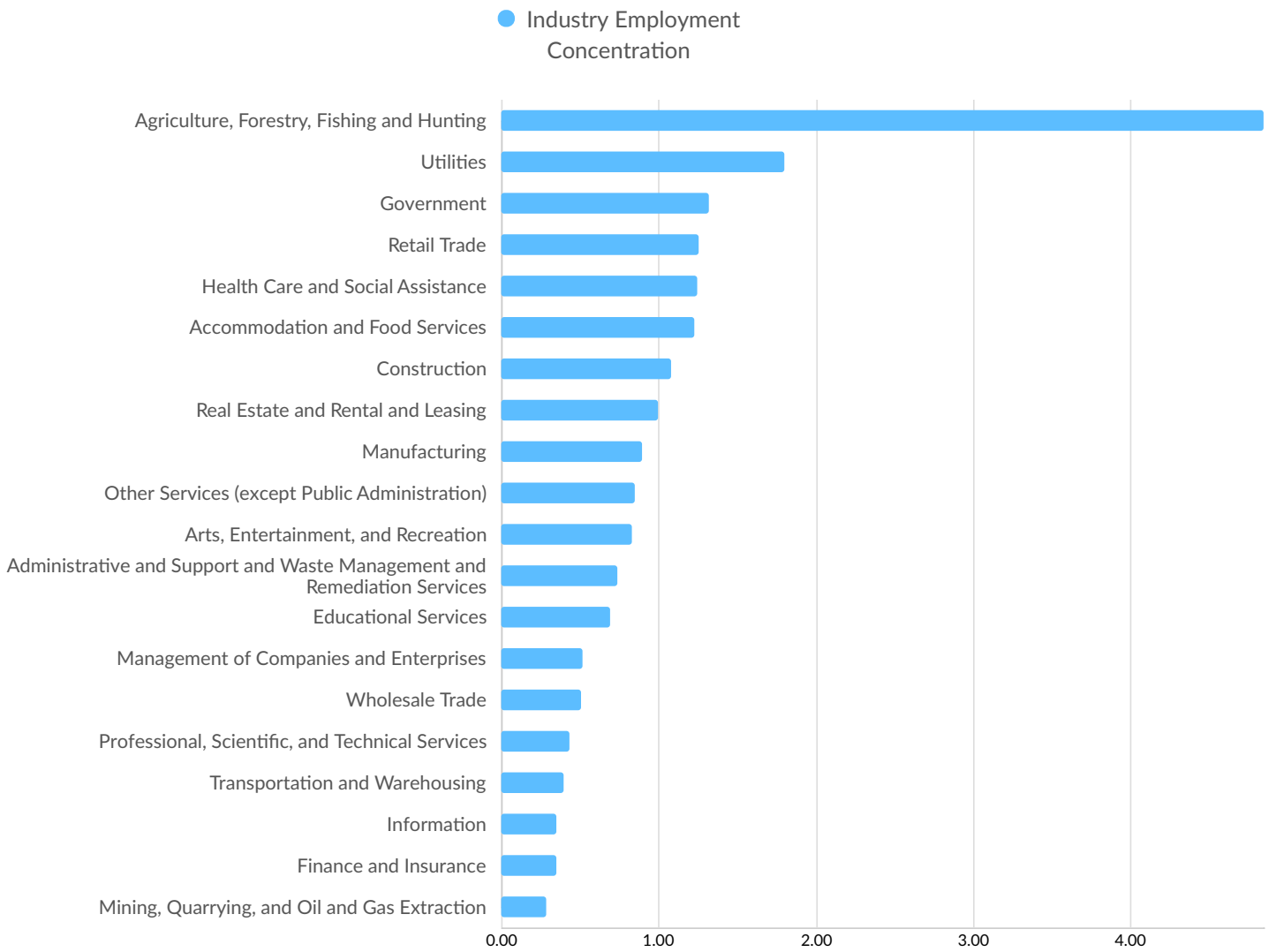
Largest Industries



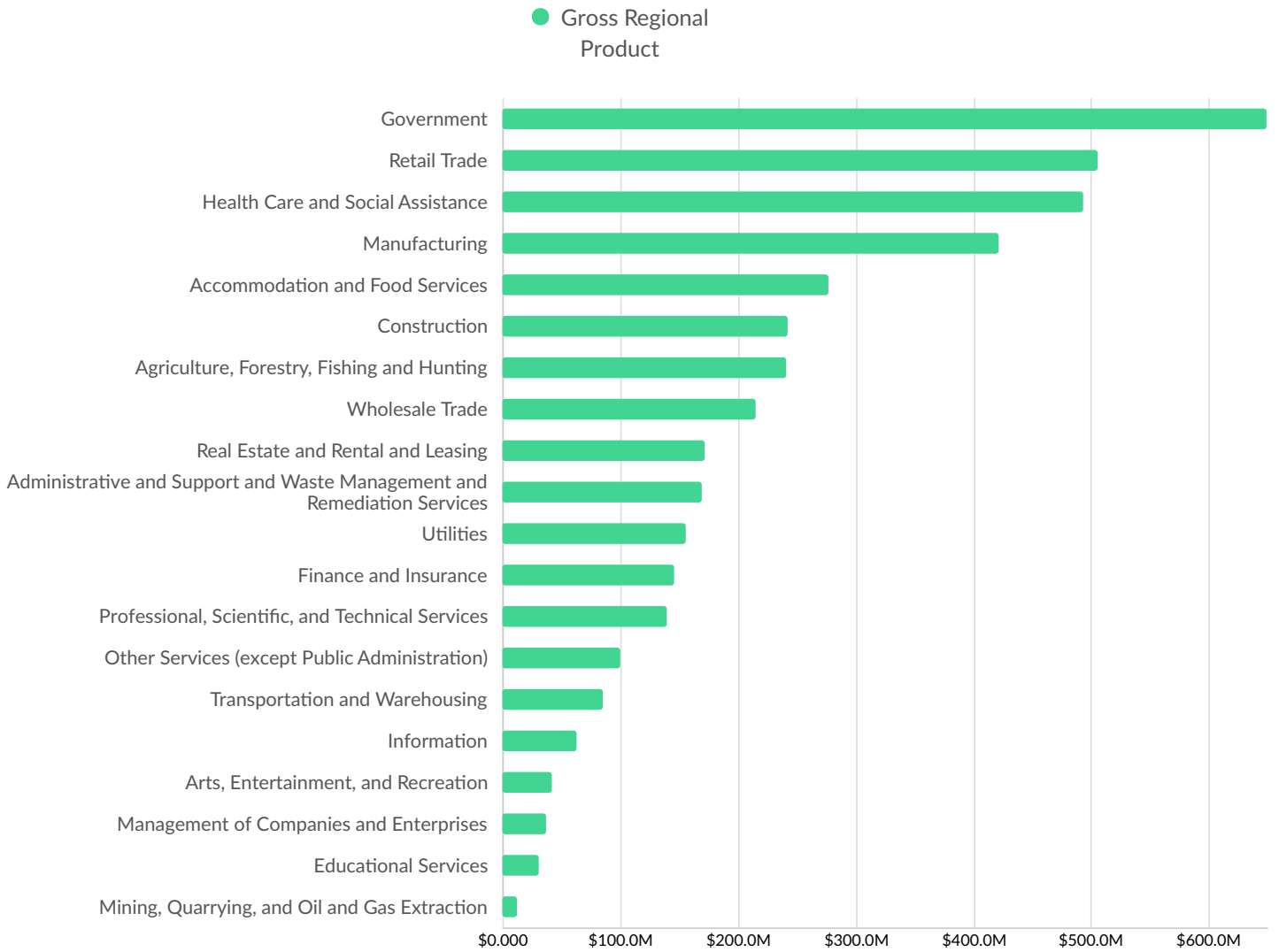
Top Growing Industries



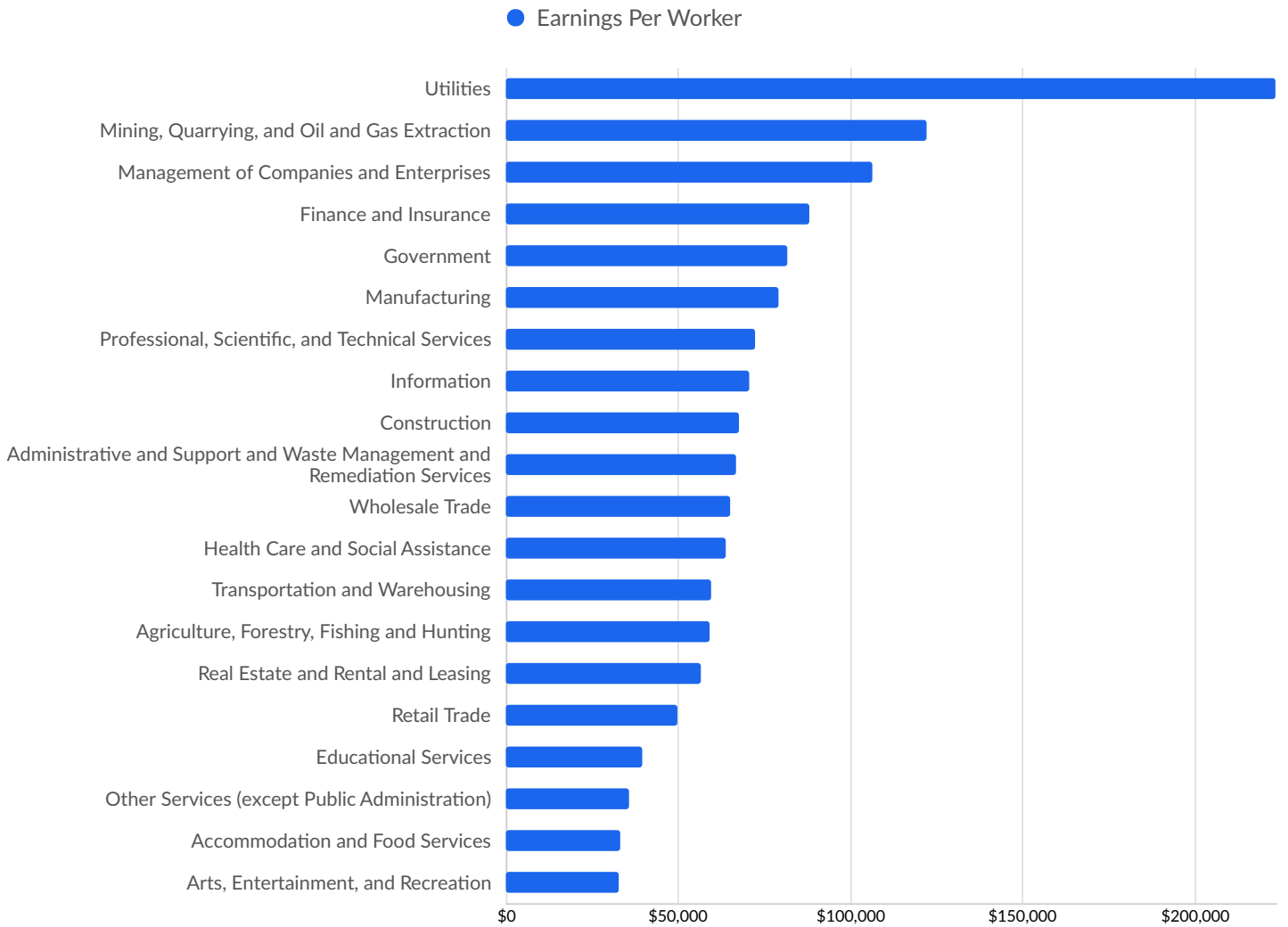
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



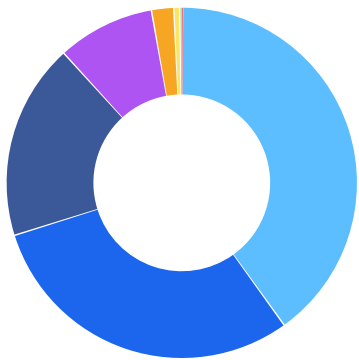
Business Characteristics

6,976 Companies Employ Your Workers

Online profiles for your workers mention 6,976 companies as employers, with the top 10 appearing below. In the last 12 months, 700 companies in Mendocino County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ukiah Unified School District	248 	Adventist Health	602 
County Of Mendocino	239 	CompHealth	185 
Adventist Health	231 	Mendocino County Sheriff's Offi...	129 
San Francisco City College	139 	State of California	82 
City Of Ukiah	83 	Mendocino College	79 
Northcoastmediationgroup	76 	AMN Healthcare	71 
California School Health Services	75 	Albertsons	69 
Savings Bank Of Mendocino Co...	70 	County Of Mendocino	69 
Nachc	68 	Ukiah	59 
Mendocino Forest Products	63 	Redwood Cove Healthcare Cent...	58 

Business Size

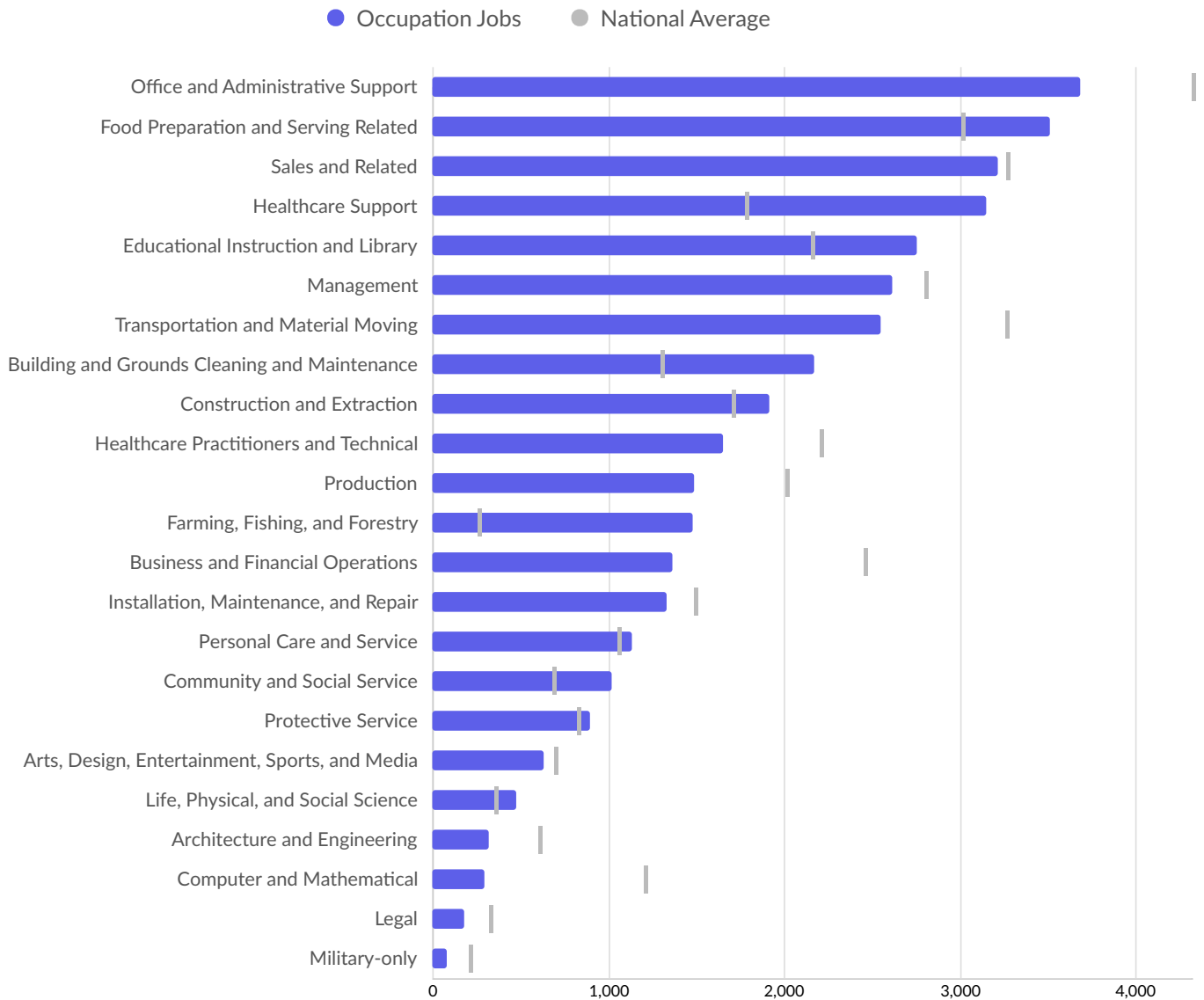


	Percentage	Business Count
● 1 to 4 employees	40.0%	1,800
● 5 to 9 employees	30.1%	1,354
● 10 to 19 employees	18.1%	814
● 20 to 49 employees	9.0%	404
● 50 to 99 employees	2.0%	92
● 100 to 249 employees	0.6%	25
● 250 to 499 employees	0.2%	9
● 500+ employees	0.0%	2

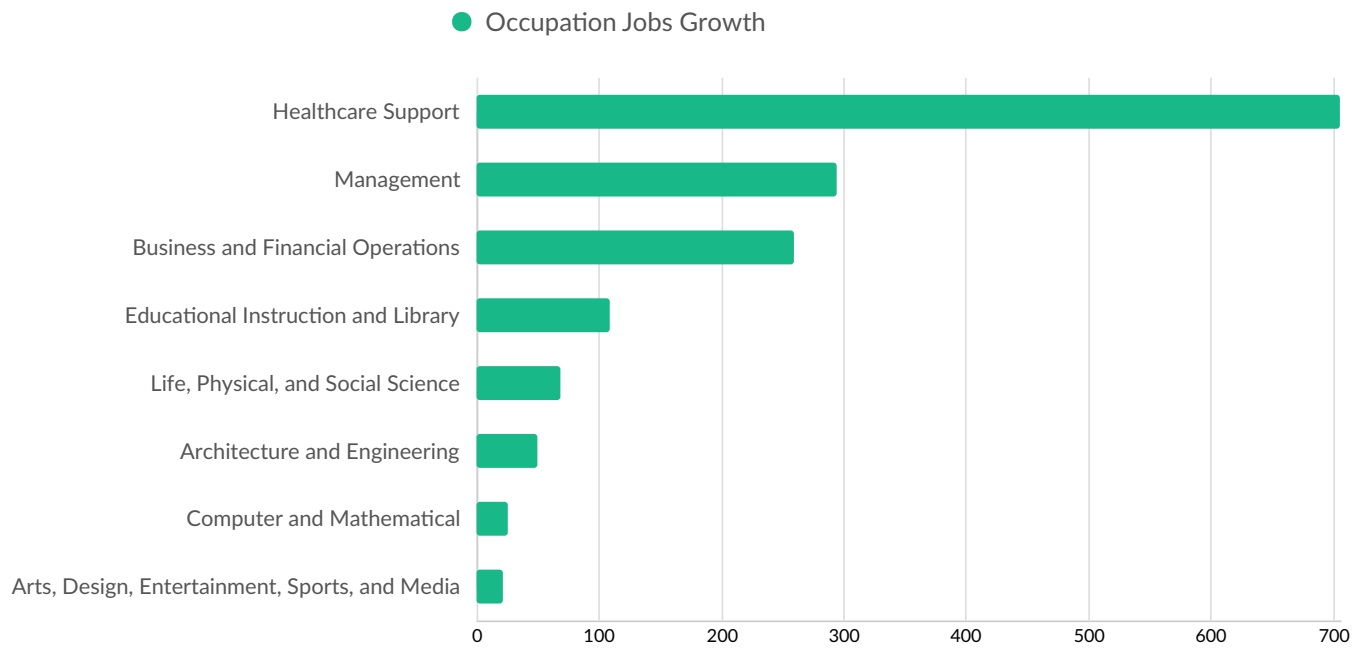
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

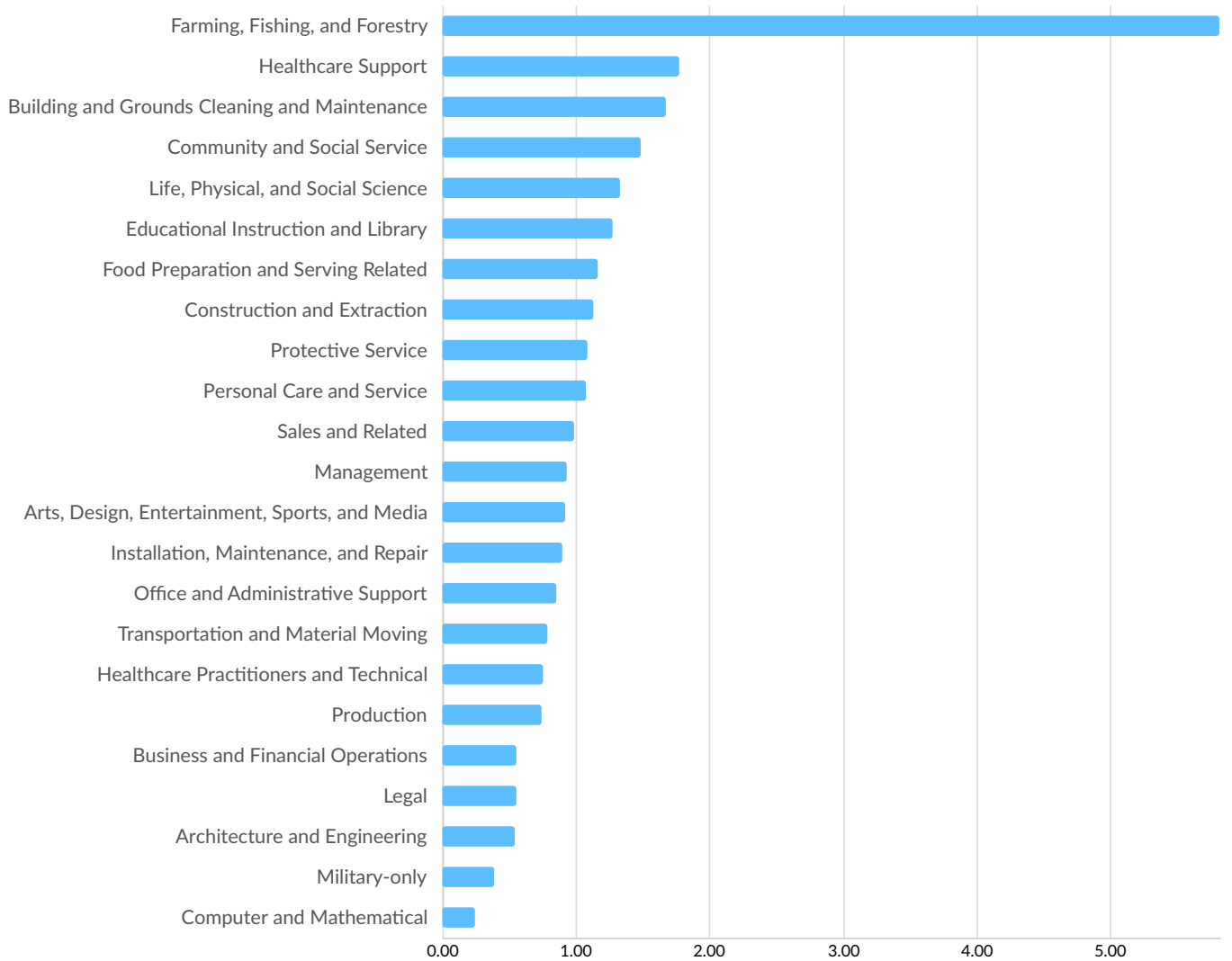


Top Growing Occupations



Top Occupation Employment Concentration

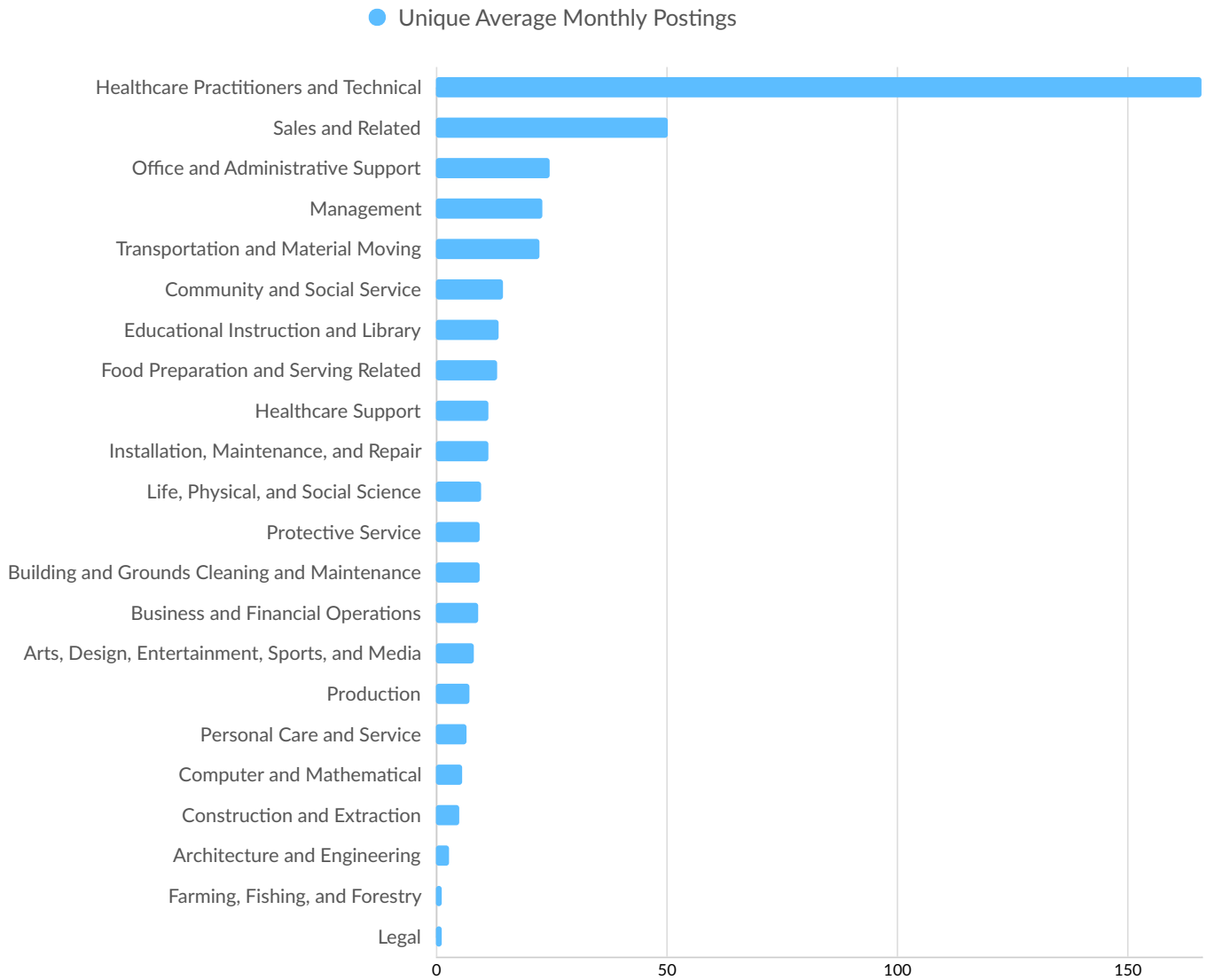
● Occupation Employment Concentration



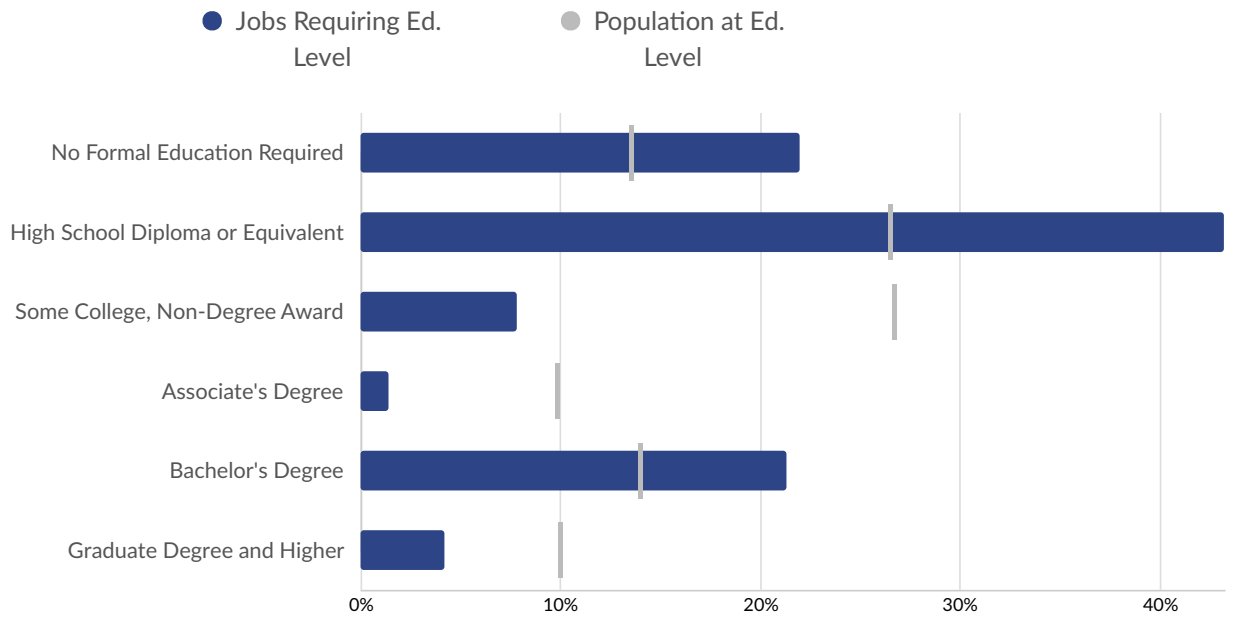
Top Occupation Earnings



Top Posted Occupations

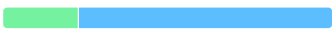
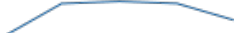





Underemployment



Educational Pipeline

In 2023, there were 504 graduates in Mendocino County, CA. This pipeline has grown by 44% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Certificate), "Health/Medical Preparatory Programs, Other" (Associate's), and "Health Services/Allied Health/Health Sciences, General" (Associate's).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Mendocino College	472 	
Ukiah Adult School	32 	
Dharma Realm Buddhist University	0	

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

In-Demand Skills

