



Mendocino County, CA

Workforce Alliance of the North Bay



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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

89,176

Population (2024)

Population **grew by 2,244** over the last 5 years and is projected to **grow by 109** over the next 5 years.

37,742

Total Regional Employment

Jobs **decreased by 593** over the last 5 years but are projected to **grow by 947** over the next 5 years.

\$64.7K

Median Household Income (2023)

Median household income is **\$13.9K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 2.6%** since 2019, growing by 2,244. Population is expected to **increase by 0.1%** between 2024 and 2029, adding 109.
- From 2019 to 2024, jobs **declined by 1.5%** in Mendocino County, CA from 38,336 to **37,742**. This change **fell short of the national growth rate of 4.1% by 5.6%**. As the number of jobs declined, the **labor force participation rate decreased from 53.7% to 49.8% between 2019 and 2024**.
- Concerning educational attainment, **14.8% of Mendocino County, CA residents possess a Bachelor's Degree** (6.7% below the national average), and **9.2% hold an Associate's Degree** (0.3% 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.

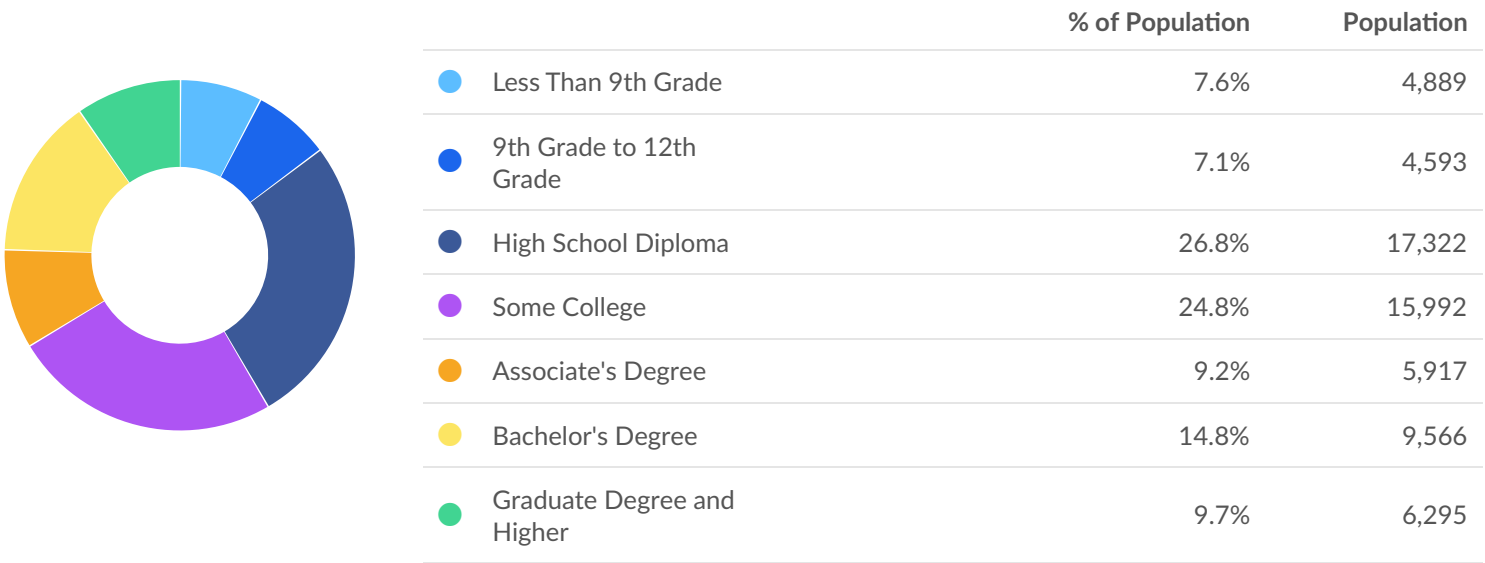
	Population (2025)	Labor Force (Apr 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	89,252	36,937	37,742	131.4	\$5.01B	\$6.51B	\$5.03B
State	38,638,873	19,812,938	20,624,198	135.2	\$3.97T	\$1.99T	\$2.77T

Apr 2025 Labor Force Breakdown



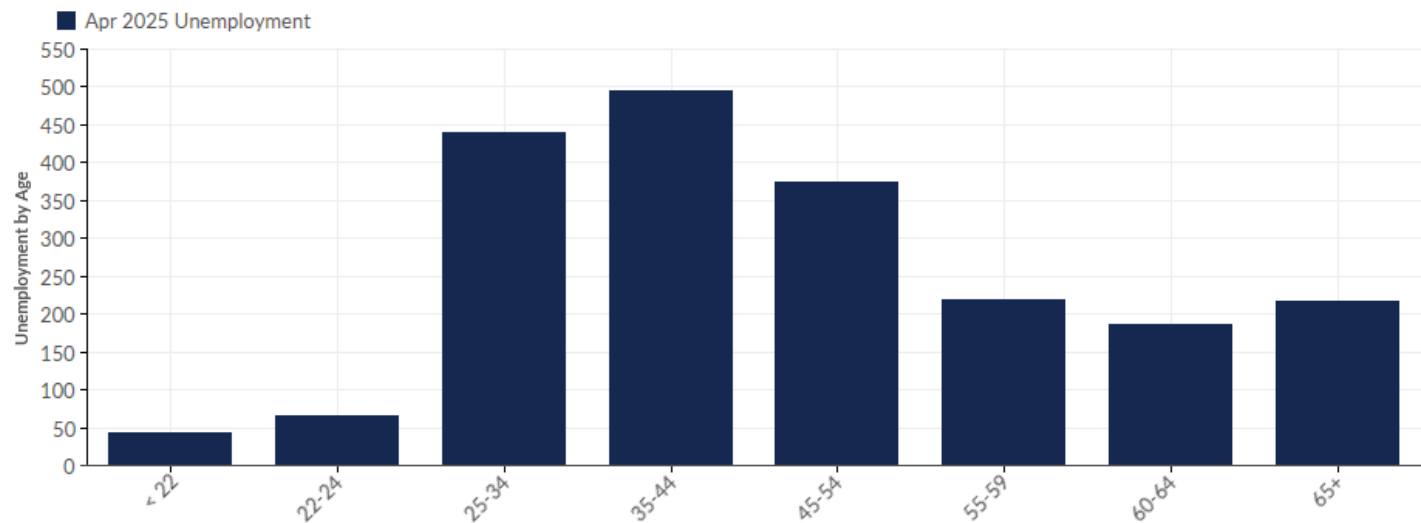
Educational Attainment

Concerning educational attainment, **14.8% of Mendocino County, CA residents possess a Bachelor's Degree** (6.7% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).



Unemployment by Demographics

Unemployment by Age



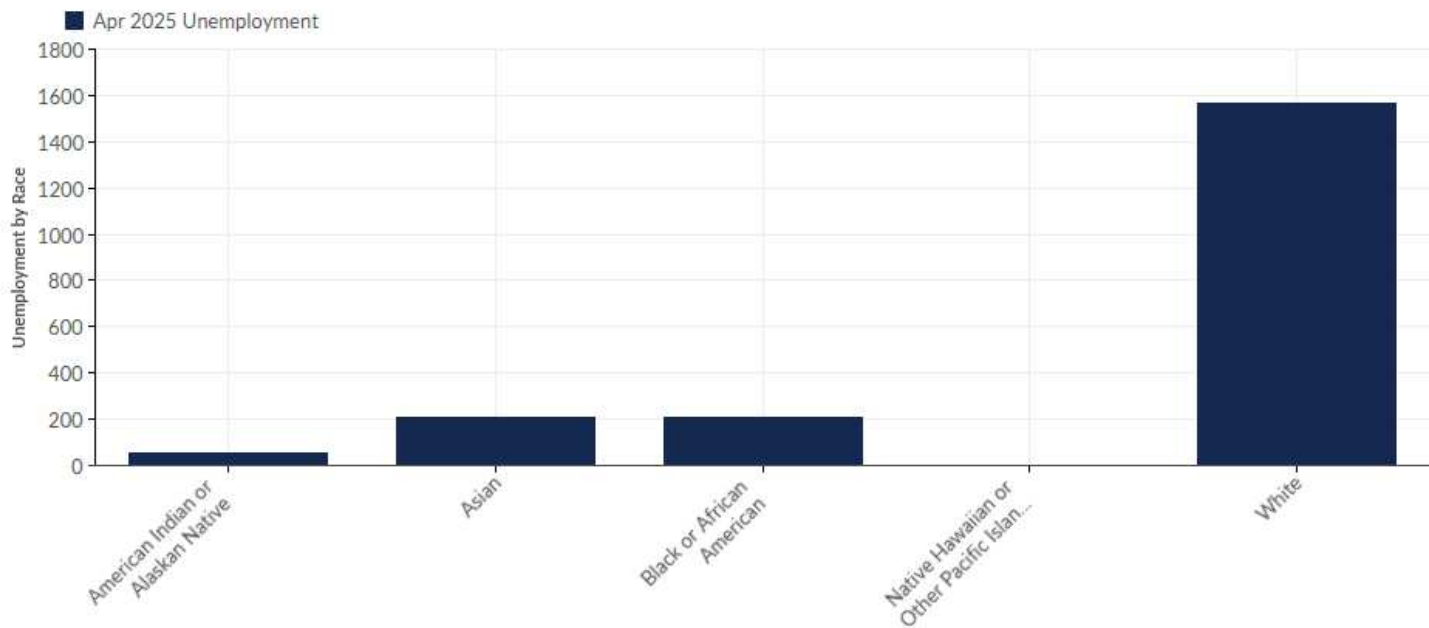
Age	Unemployment (Apr 2025)	% of Unemployed
< 22	43	2.11%
22-24	66	3.24%
25-34	439	21.54%
35-44	494	24.24%
45-54	374	18.35%
55-59	219	10.75%
60-64	187	9.18%
65+	216	10.60%
Total	2,038	100.00%

Unemployment by Gender



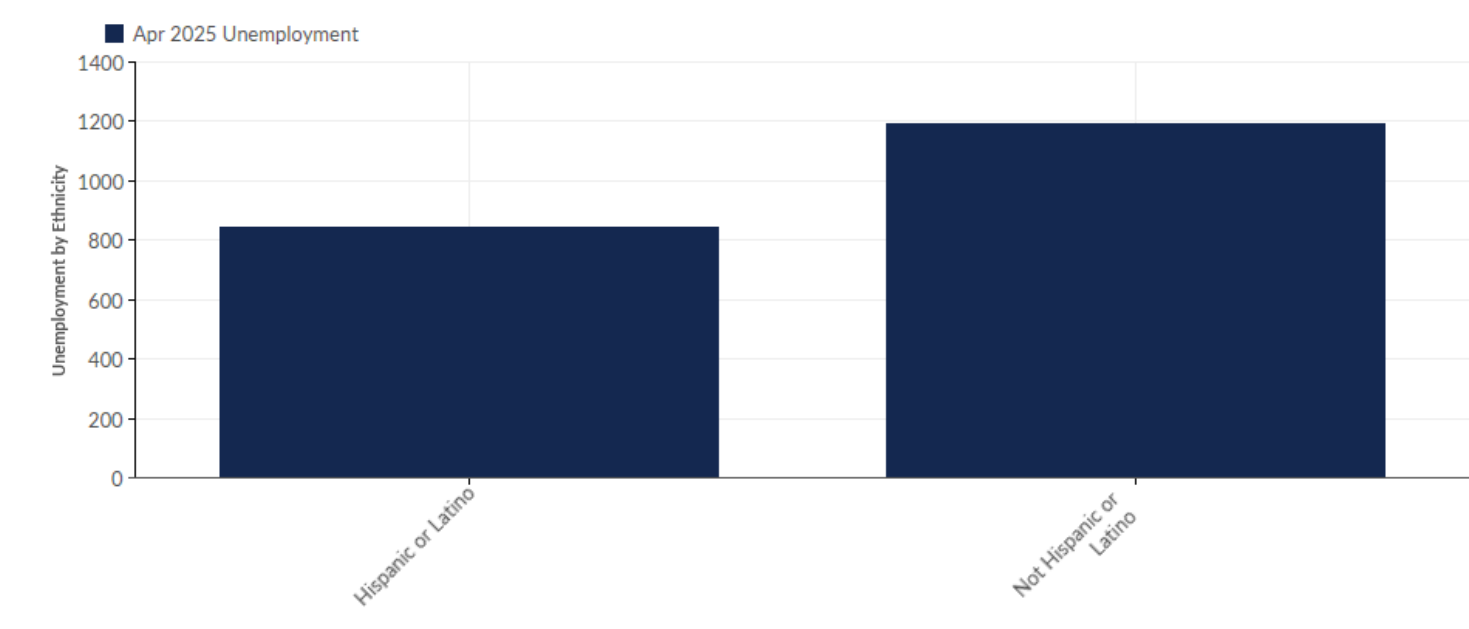
Gender	Unemployment (Apr 2025)	% of Unemployed
Females	998	48.97%
Males	1,040	51.03%
Total	2,038	100.00%

Unemployment by Race



Race	Unemployment (Apr 2025)	% of Unemployed
American Indian or Alaskan Native	56	2.75%
Asian	207	10.16%
Black or African American	207	10.16%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,568	76.94%
Total	2,038	100.00%

Unemployment by Ethnicity

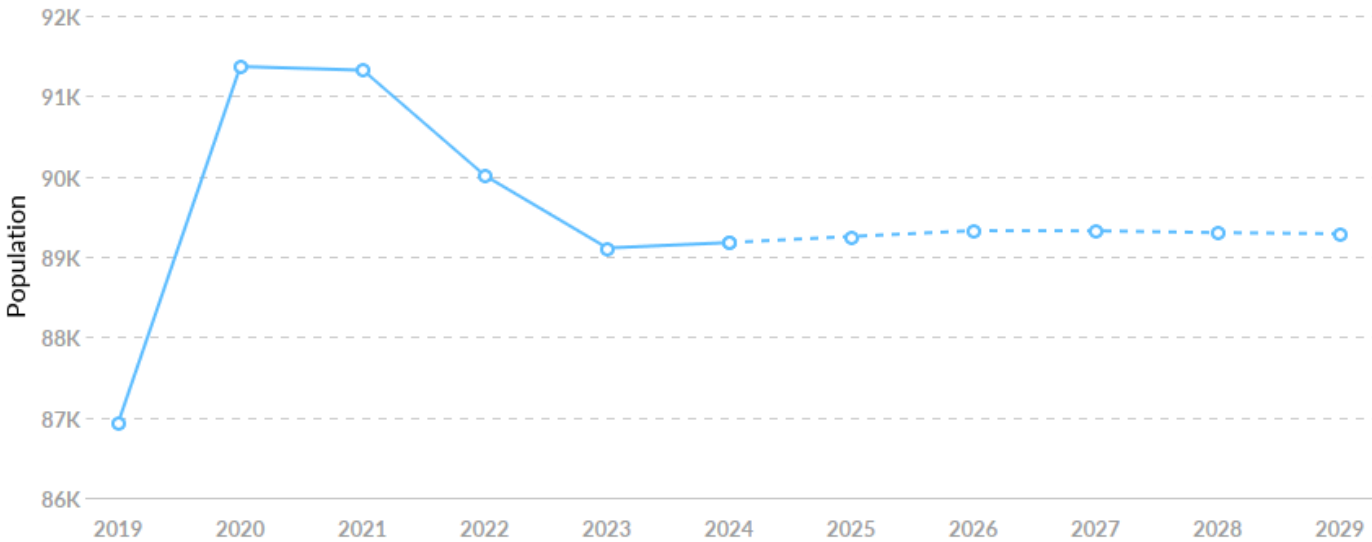


Ethnicity	Unemployment (Apr 2025)	% of Unemployed
Hispanic or Latino	844	41.41%
Not Hispanic or Latino	1,194	58.59%
Total	2,038	100.00%

Historic & Projected Trends

Population Trends

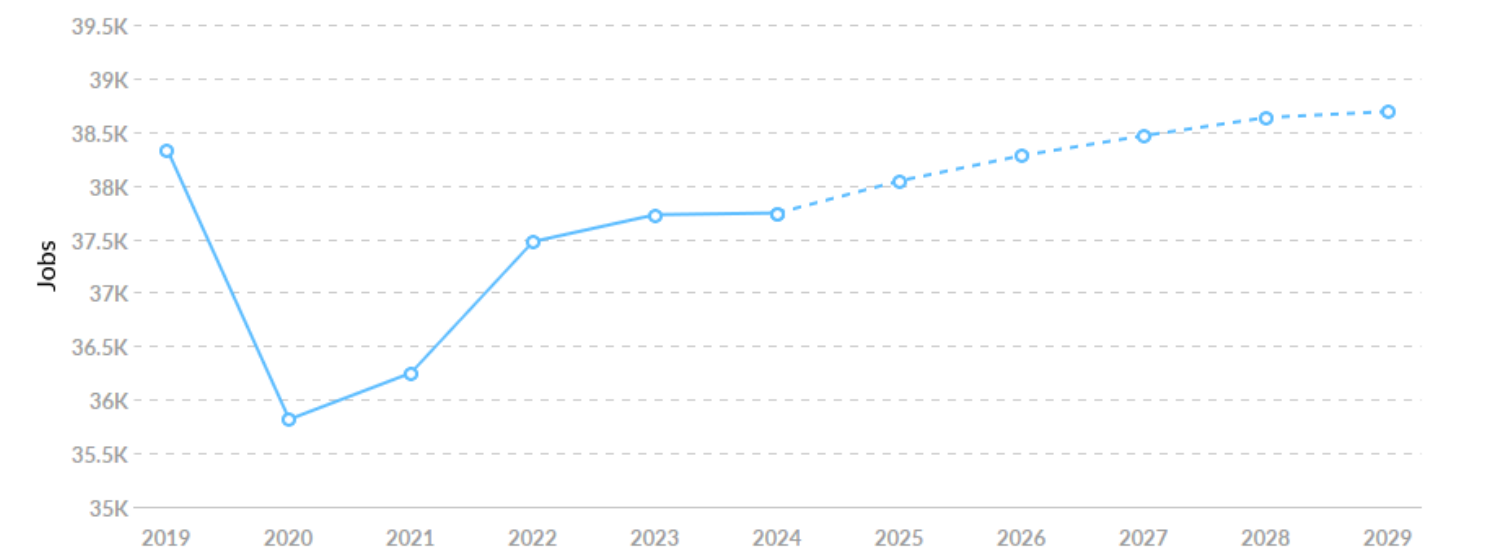
As of 2024 the region's population **increased by 2.6%** since 2019, growing by 2,244. Population is expected to **increase by 0.1%** between 2024 and 2029, adding 109.



Timeframe	Population
2019	86,932
2020	91,367
2021	91,321
2022	90,007
2023	89,108
2024	89,176
2025	89,252
2026	89,324
2027	89,322
2028	89,299
2029	89,286

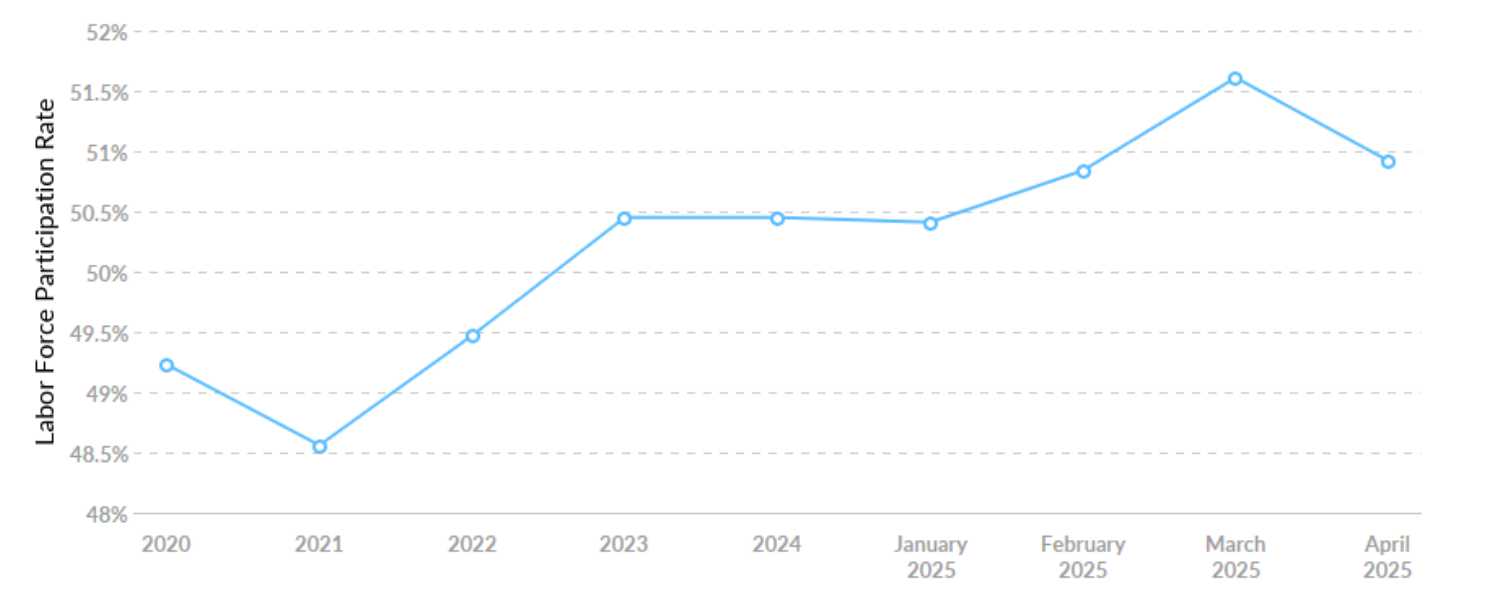
Job Trends

From 2019 to 2024, jobs declined by 1.5% in Mendocino County, CA from 38,336 to 37,742. This change fell short of the national growth rate of 4.1% by 5.6%.



Timeframe	Jobs
2019	38,336
2020	35,814
2021	36,249
2022	37,475
2023	37,726
2024	37,742
2025	38,042
2026	38,278
2027	38,464
2028	38,633
2029	38,689

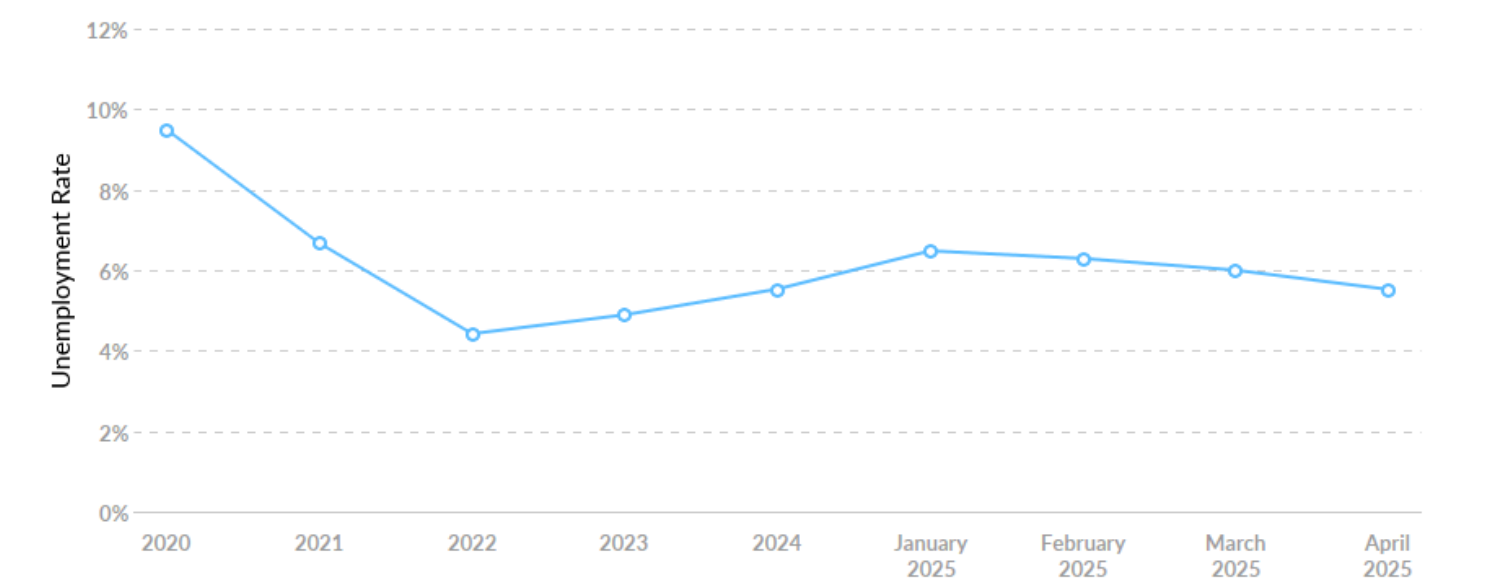
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	49.23%
2021	48.56%
2022	49.47%
2023	50.45%
2024	50.45%
January 2025	50.41%
February 2025	50.84%
March 2025	51.61%
April 2025	50.92%

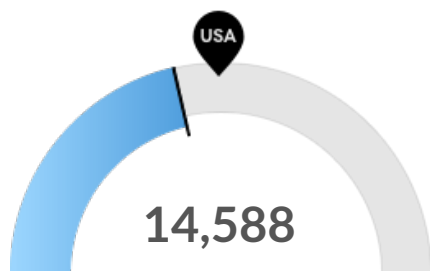
Unemployment Rate Trends

Mendocino County, CA had an April 2025 unemployment rate of 5.52%, **decreasing from 9.49%** 5 years before.



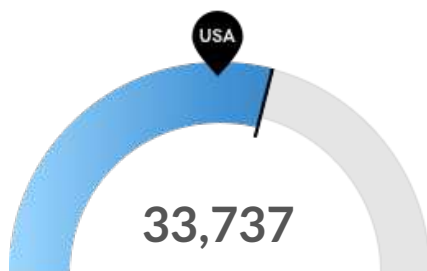
Timeframe	Unemployment Rate
2020	9.49%
2021	6.67%
2022	4.42%
2023	4.89%
2024	5.53%
January 2025	6.48%
February 2025	6.29%
March 2025	6.00%
April 2025	5.52%

Population Characteristics



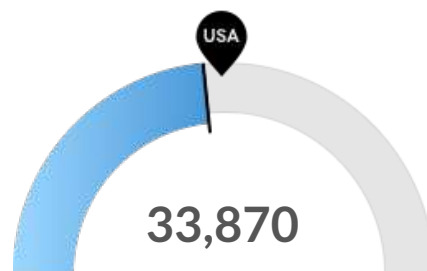
Millennials

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



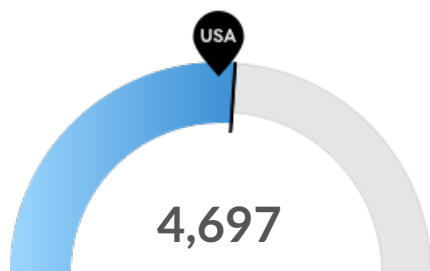
Retiring Soon

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.



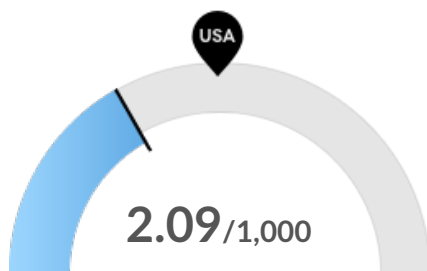
Racial Diversity

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.



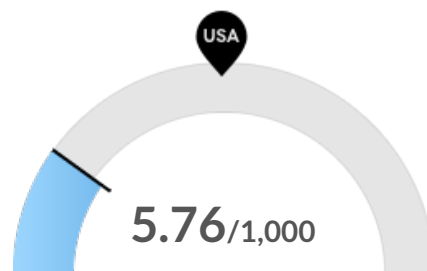
Veterans

Mendocino County, CA has 4,697 veterans. The national average for an area this size is 4,408.



Violent Crime

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

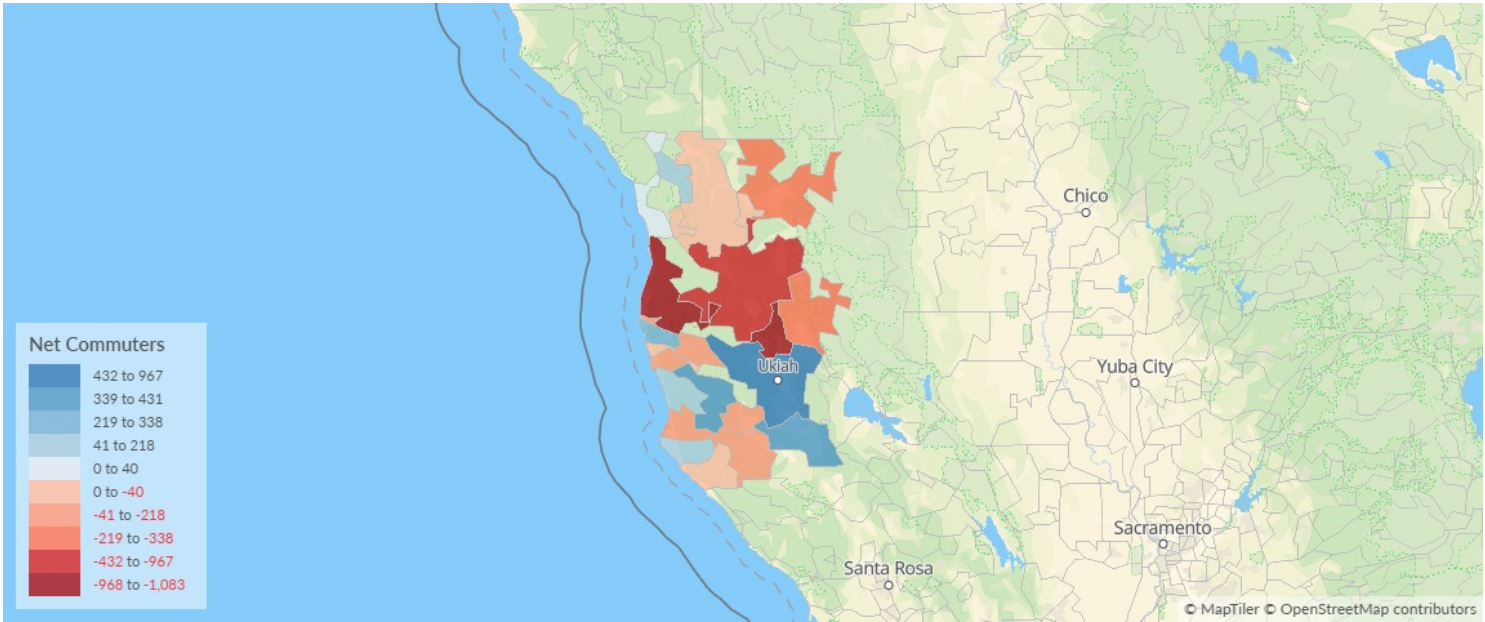


Property Crime

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...	15,335
95437	Fort Bragg, CA (in Mend...	6,669
95490	Willits, CA (in Mendocin...	6,420
95470	Redwood Valley, CA (in ...	1,424
95460	Mendocino, CA (in Men...	1,148

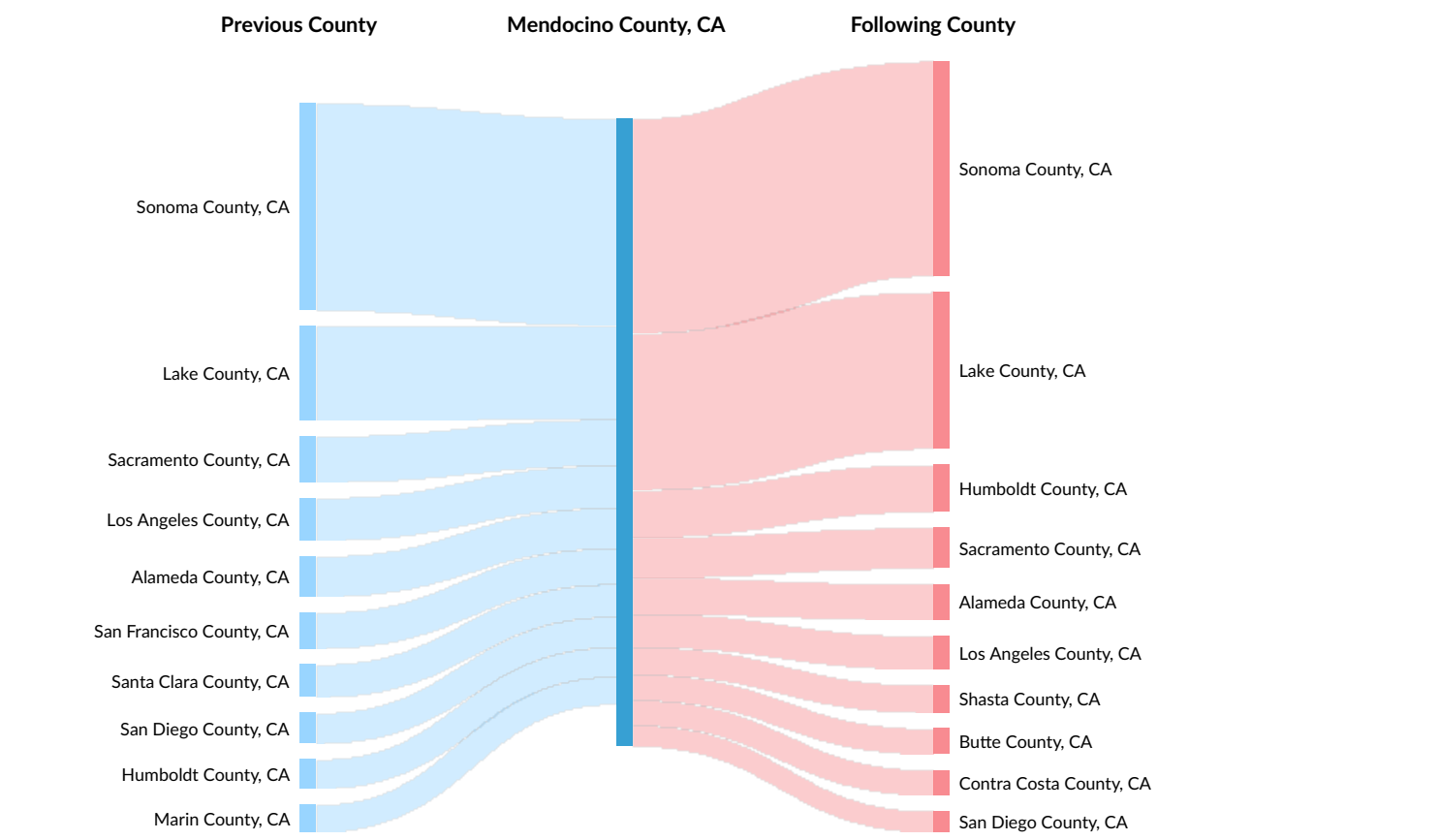
Where Talent Lives

ZIP	Name	2024 Workers
95482	Ukiah, CA (in Mendocin...	14,849
95437	Fort Bragg, CA (in Mend...	7,751
95490	Willits, CA (in Mendocin...	6,852
95470	Redwood Valley, CA (in ...	2,392
95469	Potter Valley, CA (in Me...	895

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, 411 people have migrated from Sonoma County, CA to Mendocino County, CA. In the same year, 427 people left Mendocino County, CA migrating to Sonoma County, CA. The total Net Migration for Mendocino County, CA in 2022 was -686.

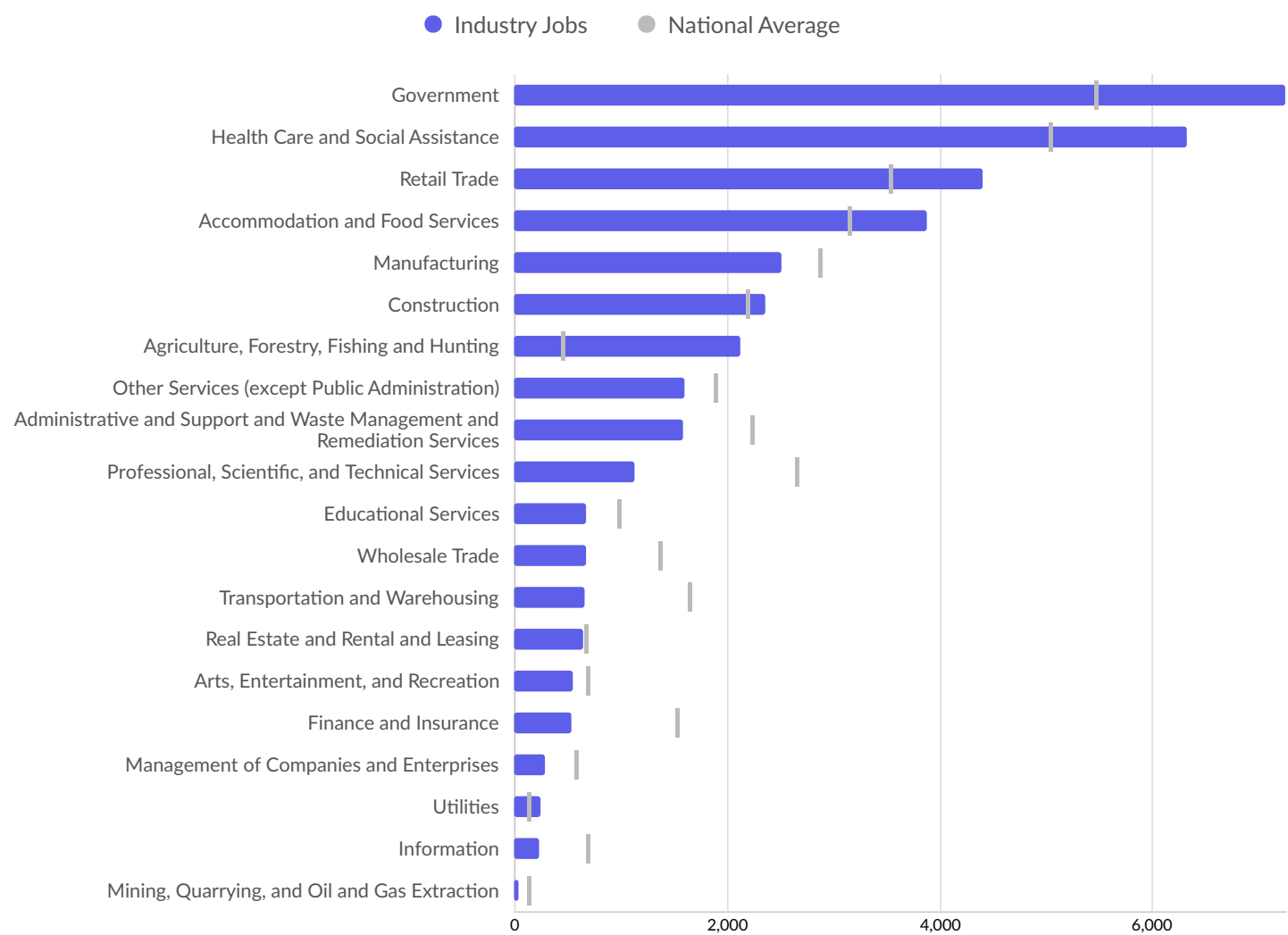


Top Previous Counties	Migrations
Sonoma County, CA	411
Lake County, CA	187
Sacramento County, CA	91
Los Angeles County, CA	84
Alameda County, CA	80
San Francisco County, CA	71

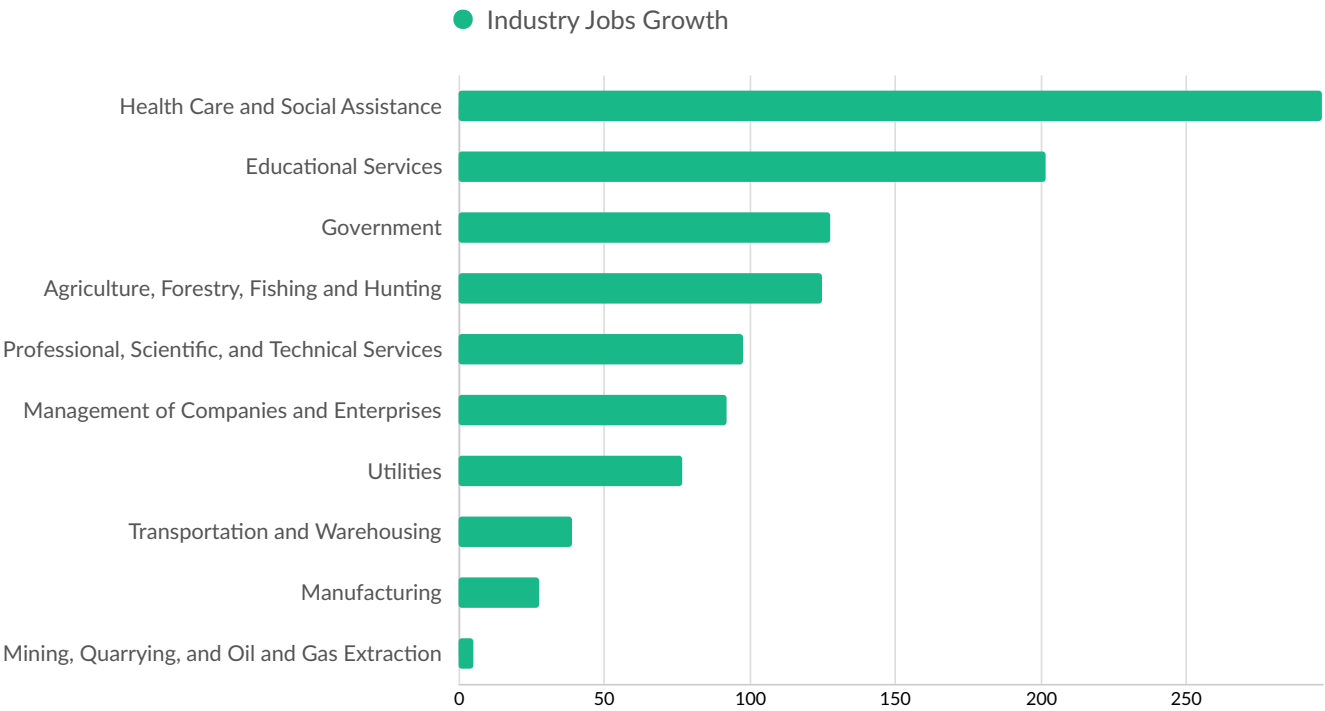
Top Previous Counties	Migrations
Santa Clara County, CA	65
San Diego County, CA	60
Humboldt County, CA	58
Marin County, CA	55
Contra Costa County, CA	53
Butte County, CA	52
Maricopa County, AZ	35
Clark County, NV	35
King County, WA	35
Top Following Counties	Migrations
Sonoma County, CA	427
Lake County, 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	50
San Diego County, CA	42
Placer County, CA	41
Santa Clara County, CA	40
San Francisco County, CA	38
Pierce County, WA	35
Washington County, OR	35

Industry Characteristics

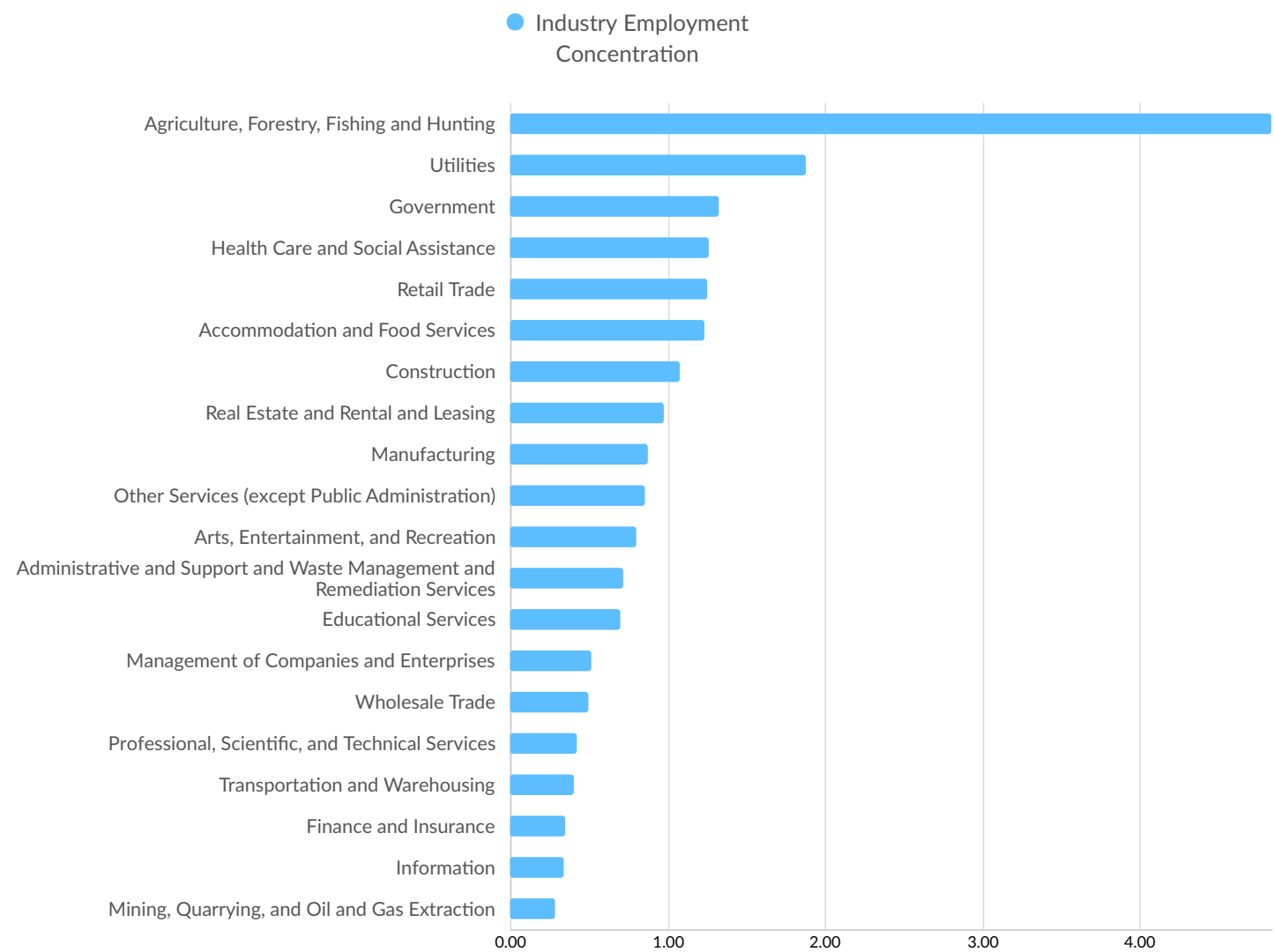
Largest Industries



Top Growing Industries

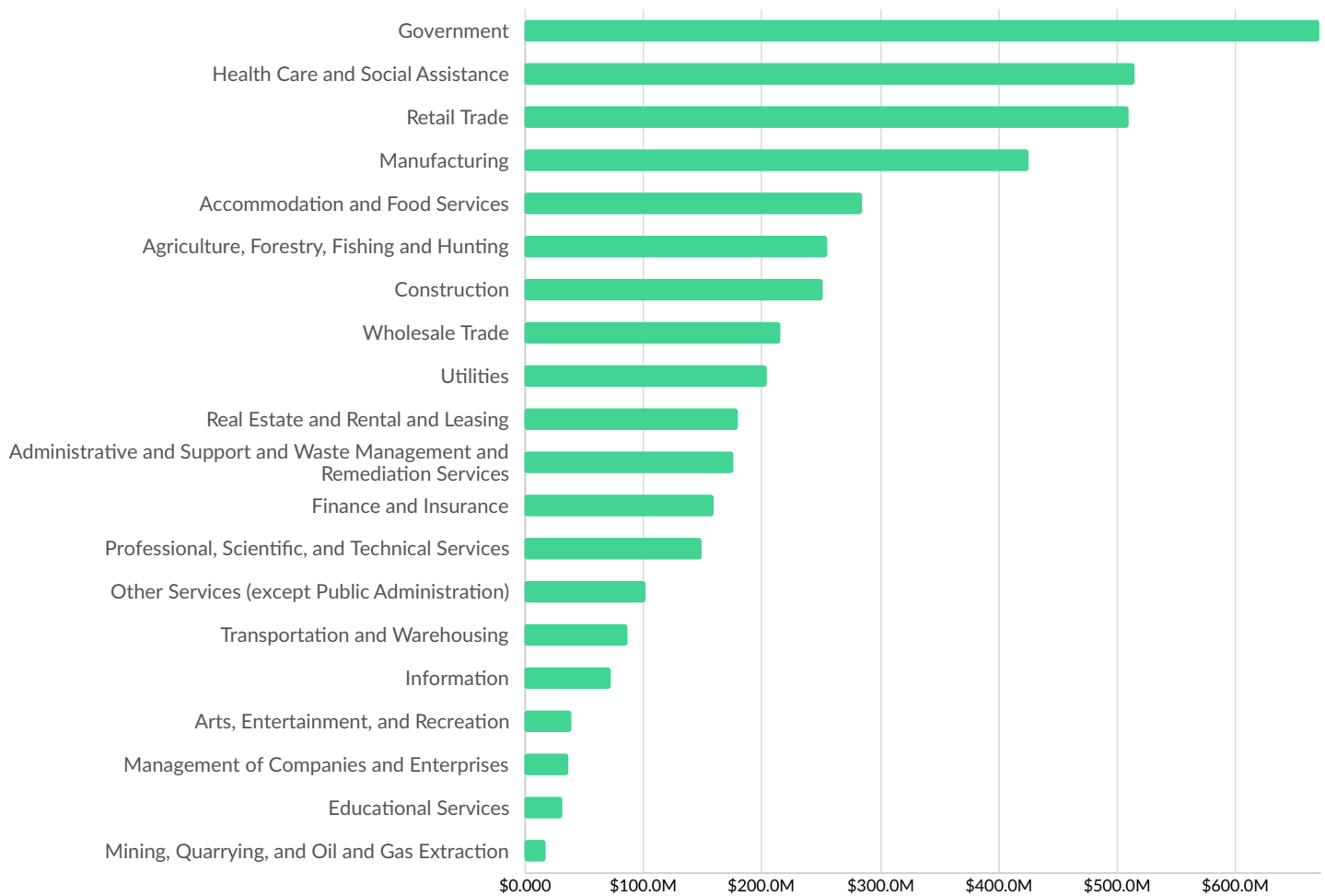


Top Industry Employment Concentration

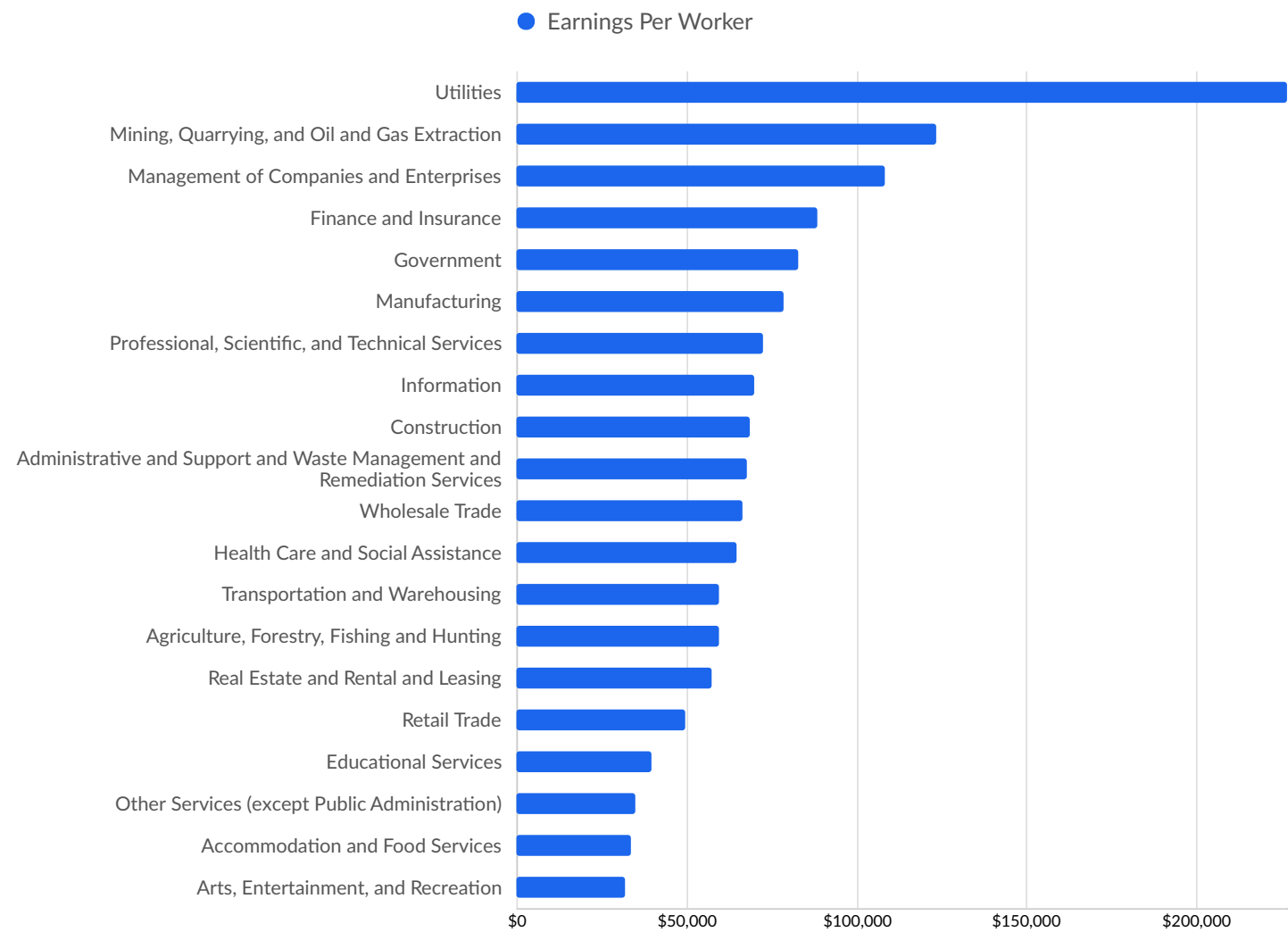


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



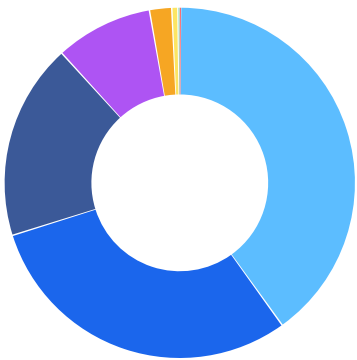
Business Characteristics

6,100 Companies Employ Your Workers

Online profiles for your workers mention 6,100 companies as employers, with the top 10 appearing below. In the last 12 months, 814 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	292	Adventist Health	845
Ukiah Unified School District	259	CompHealth	202
Adventist Health	219	Mendocino County Sheriff's Offi...	177
San Francisco City College	143	AMN Healthcare	147
California School Health Services	88	County Of Mendocino	86
City Of Ukiah	76	Soliant Health	86
Frank R Howard Memorial Hosp...	67	Aya Healthcare	82
Mendocino Forest Products	61	State of California	74
Nachc	61	MedPro Healthcare Staffing	70
Savings Bank Of Mendocino Co...	61	Redwood Cove Healthcare Cent...	68

Business Size

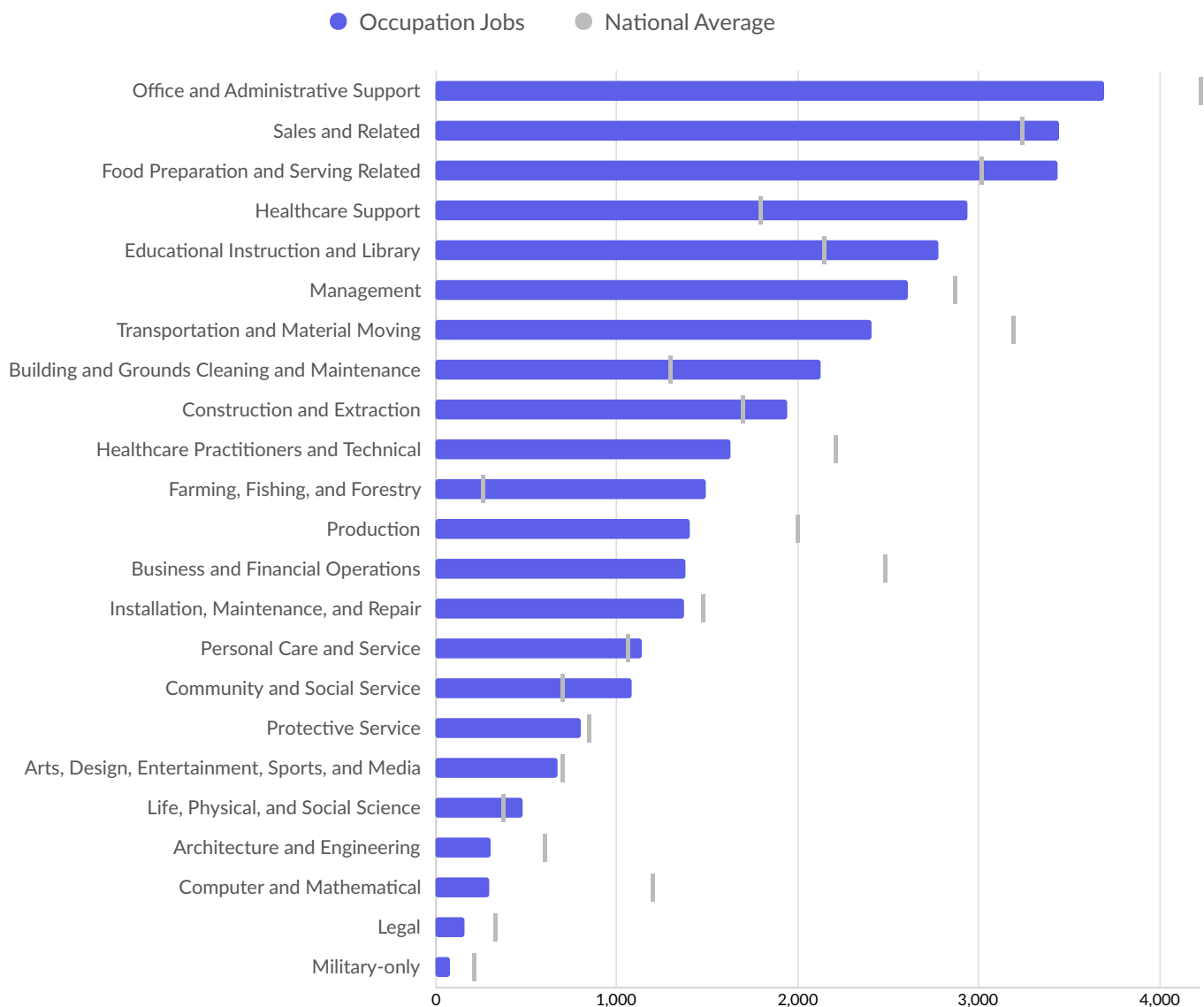


	Percentage	Business Count
1 to 4 employees	40.0%	1,800
5 to 9 employees	30.1%	1,354
10 to 19 employees	18.1%	814
20 to 49 employees	9.0%	404
50 to 99 employees	2.0%	92
100 to 249 employees	0.6%	25
250 to 499 employees	0.2%	9
500+ employees	0.0%	2

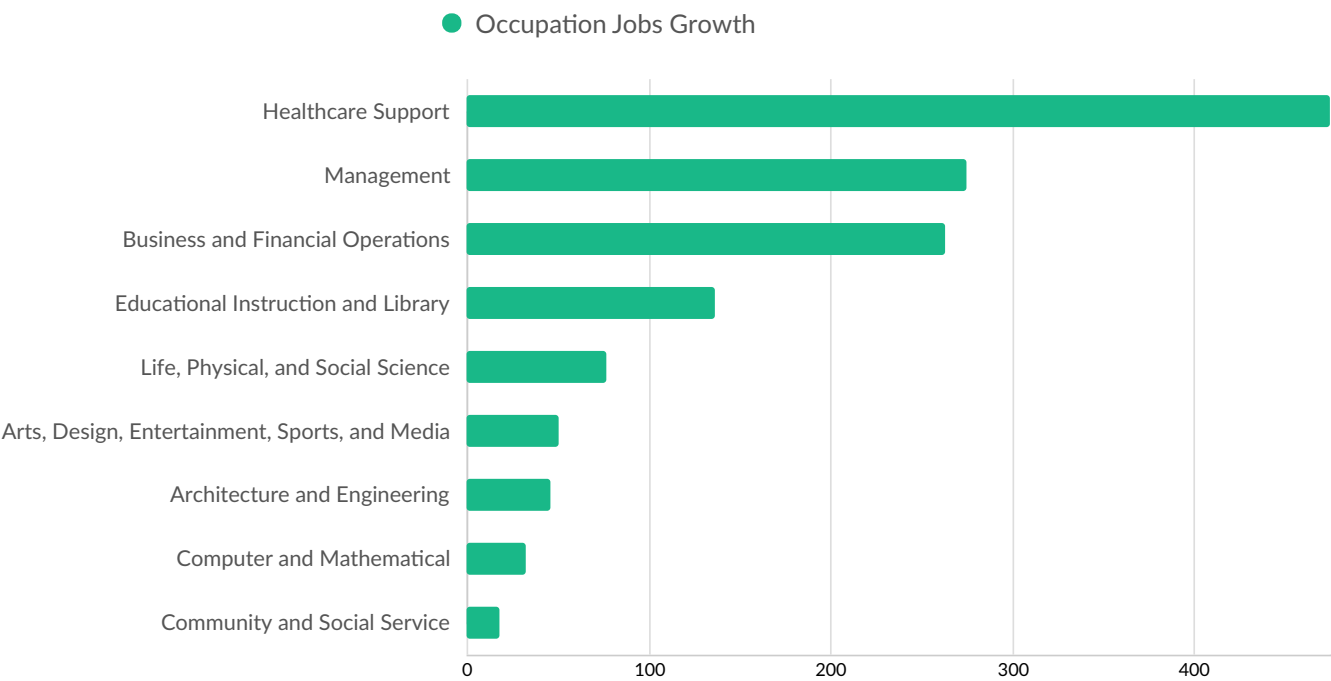
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

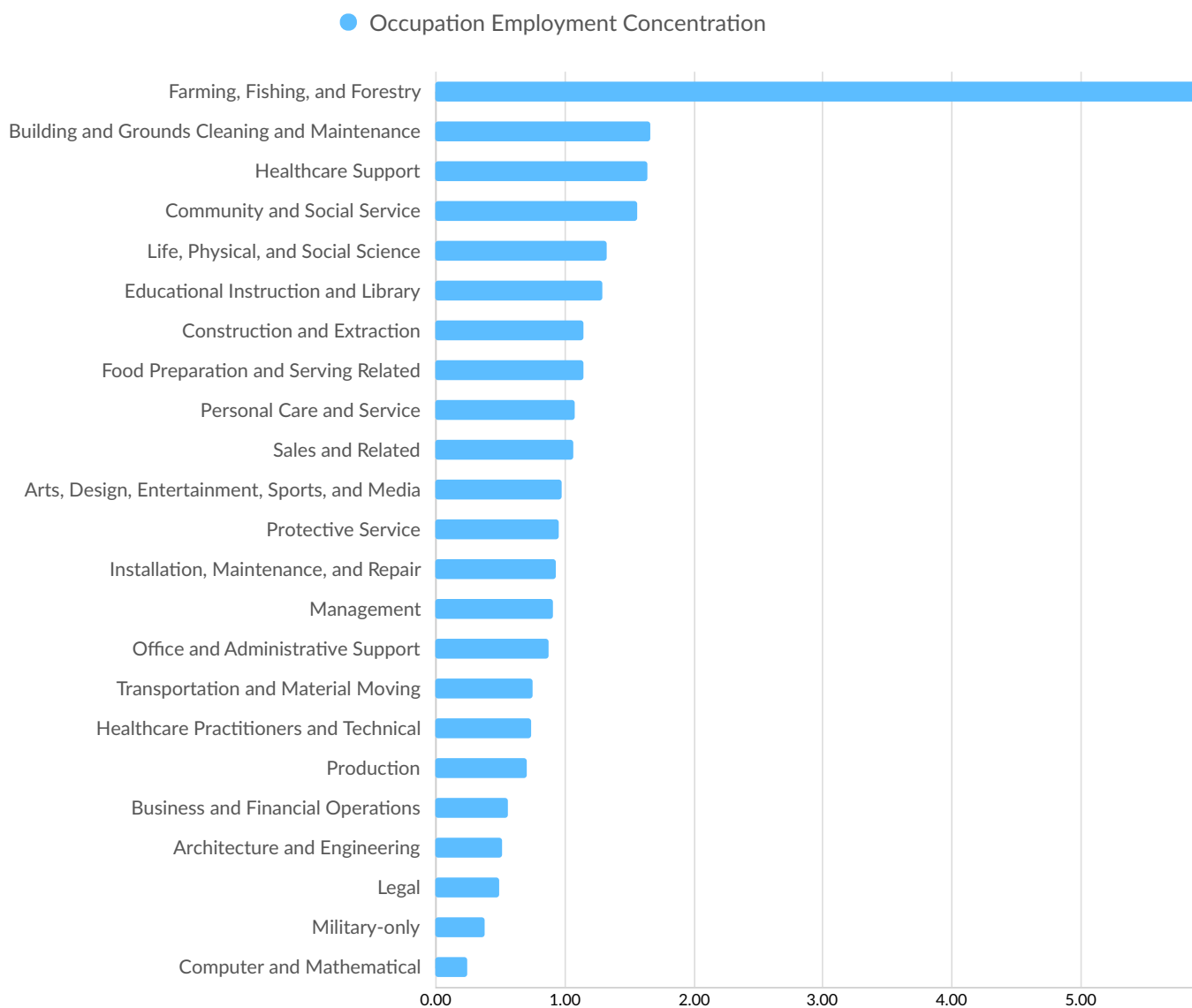
Largest Occupations



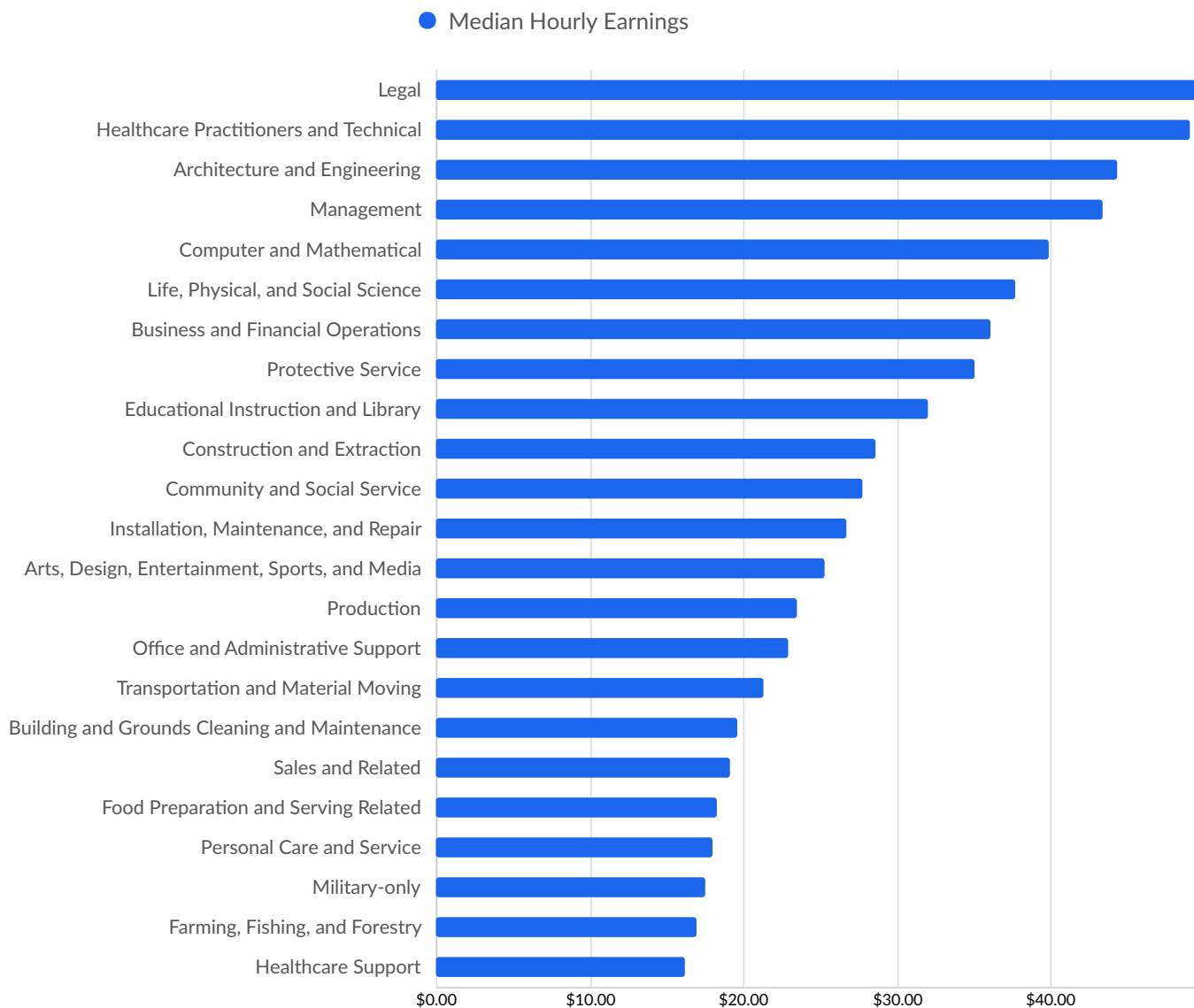
Top Growing Occupations



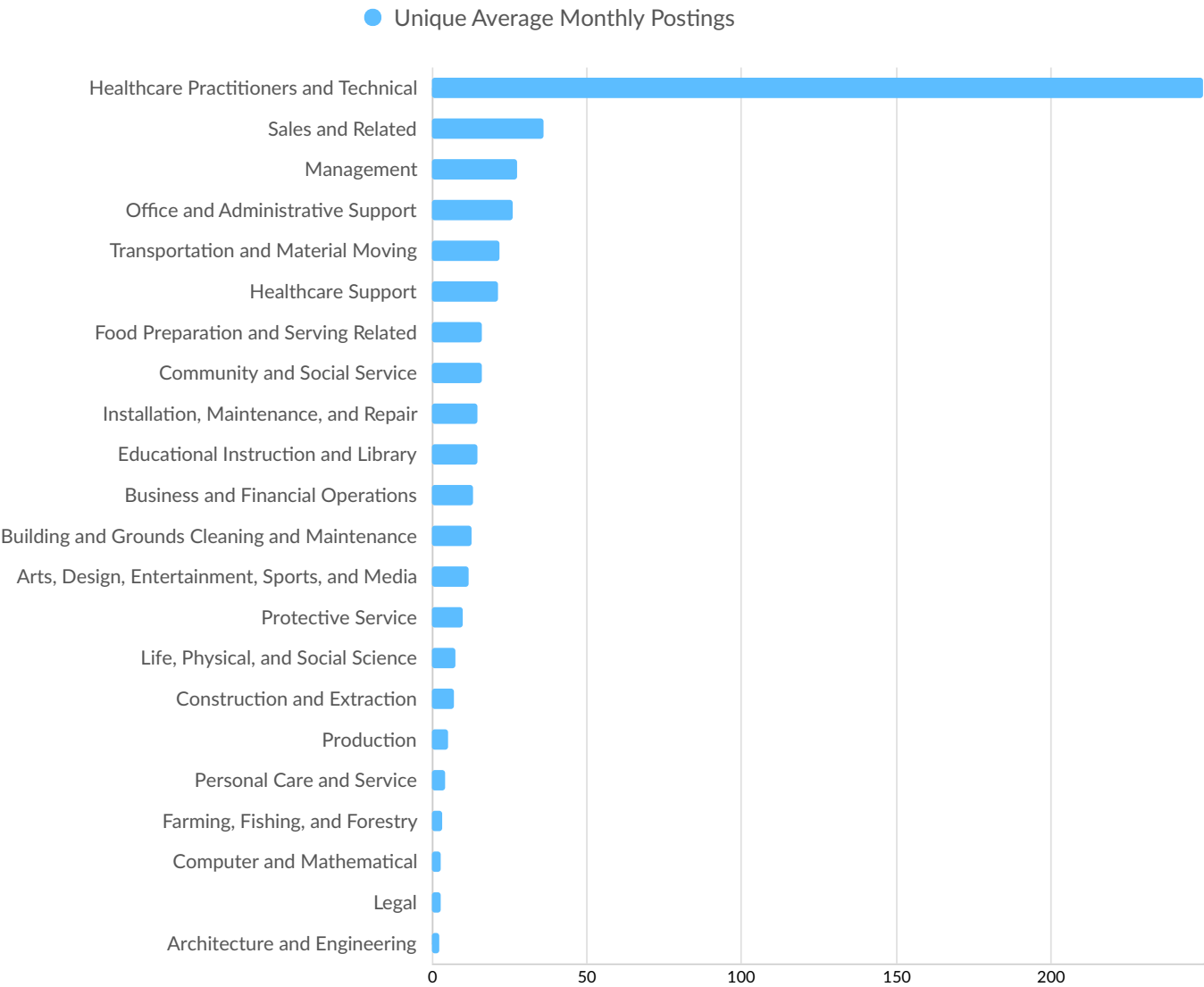
Top Occupation Employment Concentration



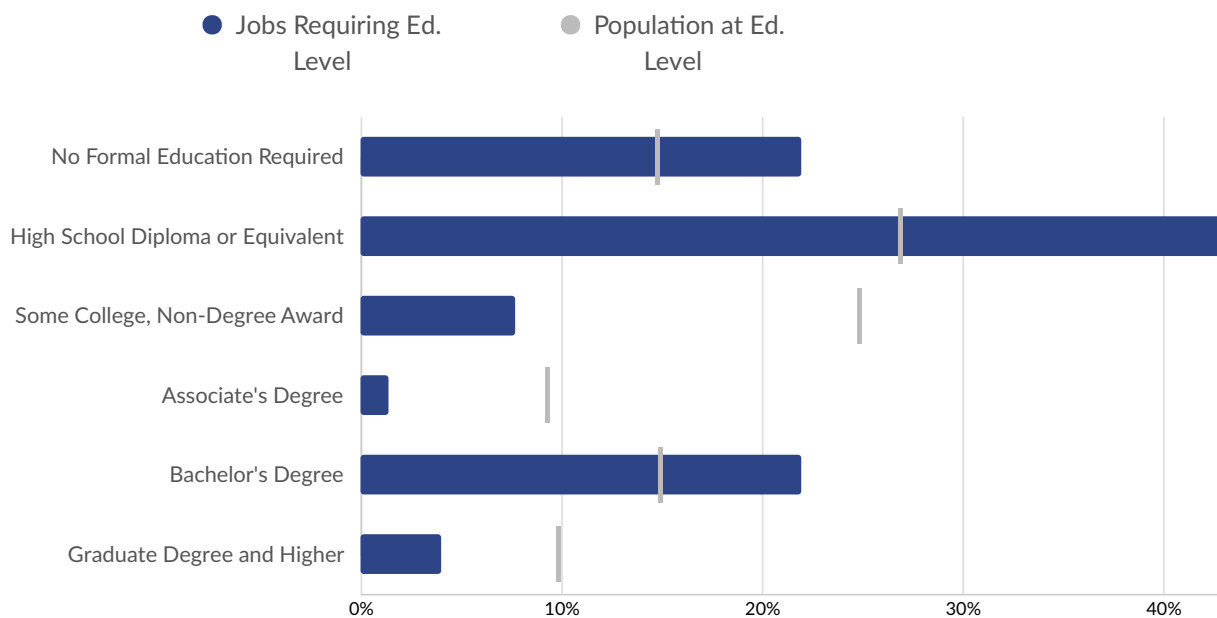
Top Occupation Earnings



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

