



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

89,108

Population (2023)

Population **grew by 1,559** over the last 5 years and is projected to **grow by 220** over the next 5 years.

37,856

Total Regional Employment

Jobs **decreased by 1,045** over the last 5 years but are projected to **grow by 1,077** 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 2023 the region's population **increased by 1.8%** since 2018, growing by 1,559. Population is expected to **increase by 0.2%** between 2023 and 2028, adding 220.
- From 2018 to 2023, jobs **declined by 2.7%** in Mendocino County, CA from 38,901 to **37,856**. This change **fell short of the national growth rate of 4.5% by 7.2%**. As the number of jobs declined, the **labor force participation rate decreased from 55.4% to 51.4% between 2018 and 2023**.
- Concerning educational attainment, **14.0% of Mendocino County, CA residents possess a Bachelor's Degree** (7.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

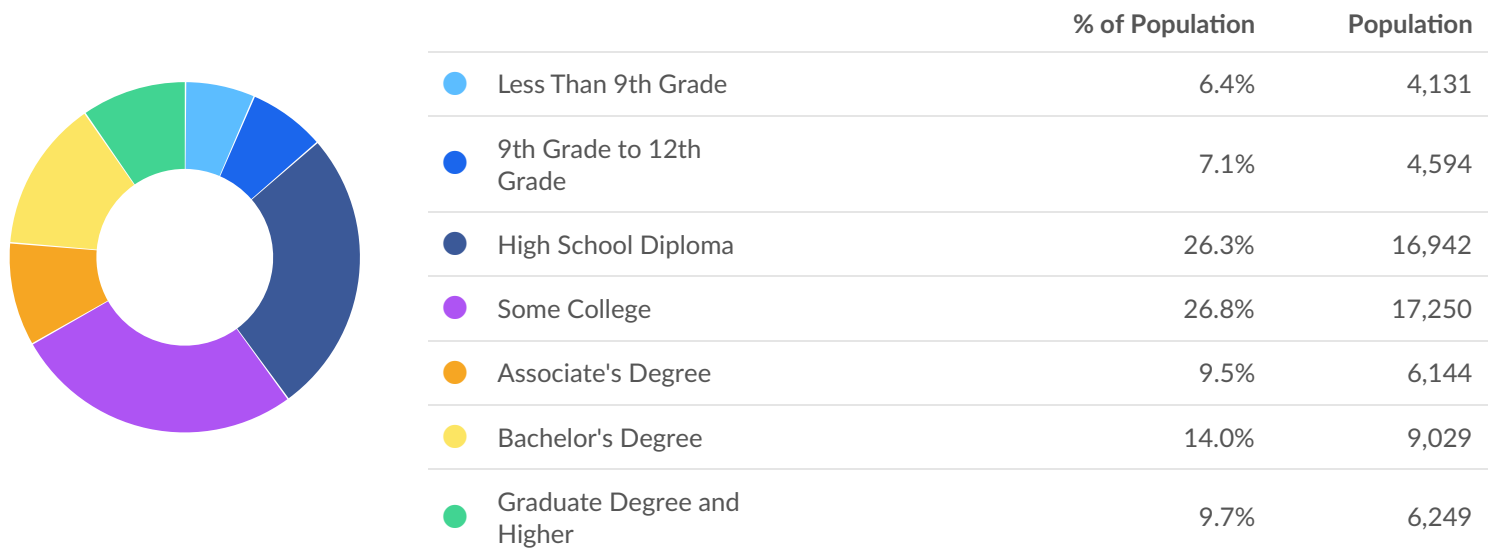
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	89,174	38,246	37,856	130.8	\$4.79B	\$6.37B	\$5.04B
State	38,776,275	19,501,409	20,505,099	134.8	\$3.76T	\$1.90T	\$2.67T

Sep 2024 Labor Force Breakdown



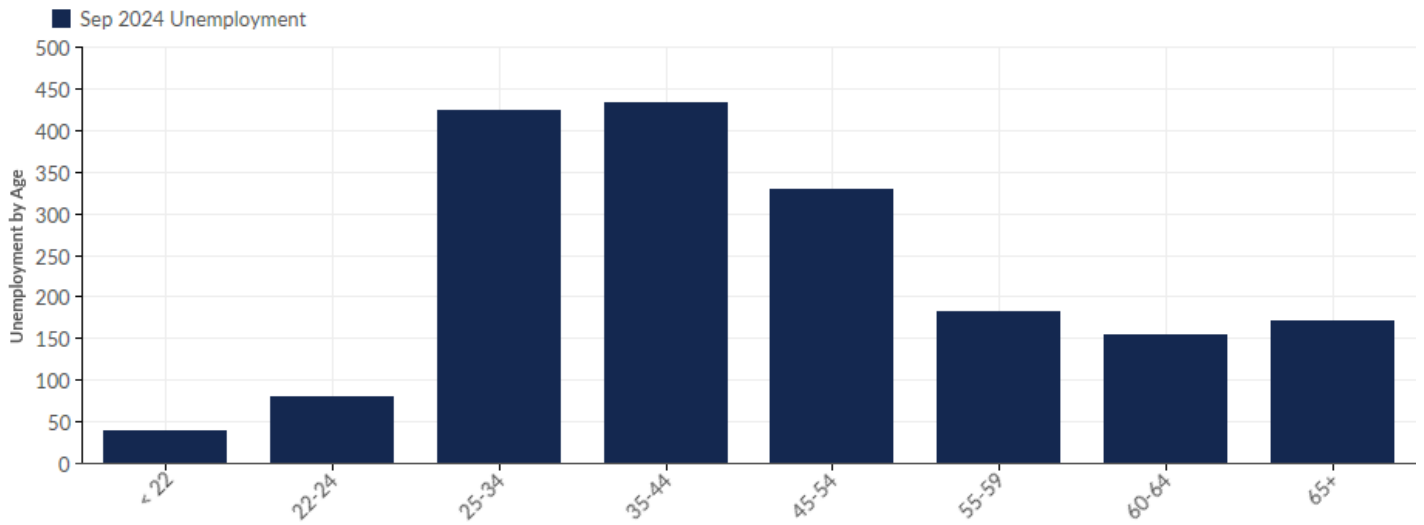
Educational Attainment

Concerning educational attainment, **14.0% of Mendocino County, CA residents possess a Bachelor's Degree** (7.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).



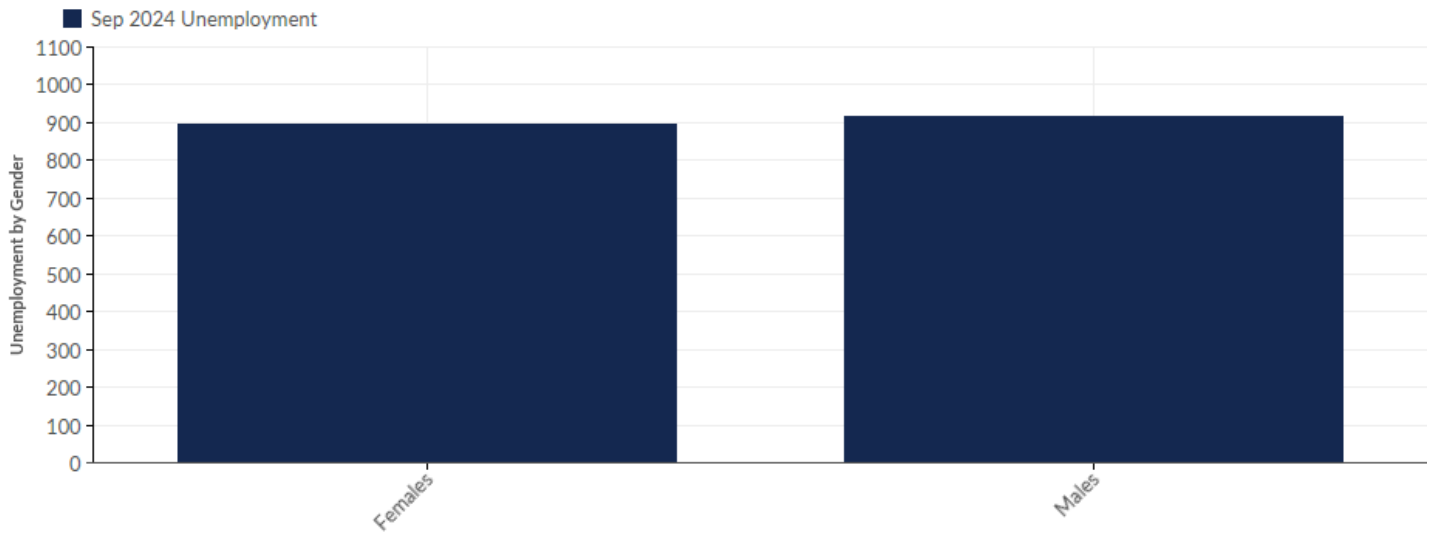
Unemployment by Demographics

Unemployment by Age



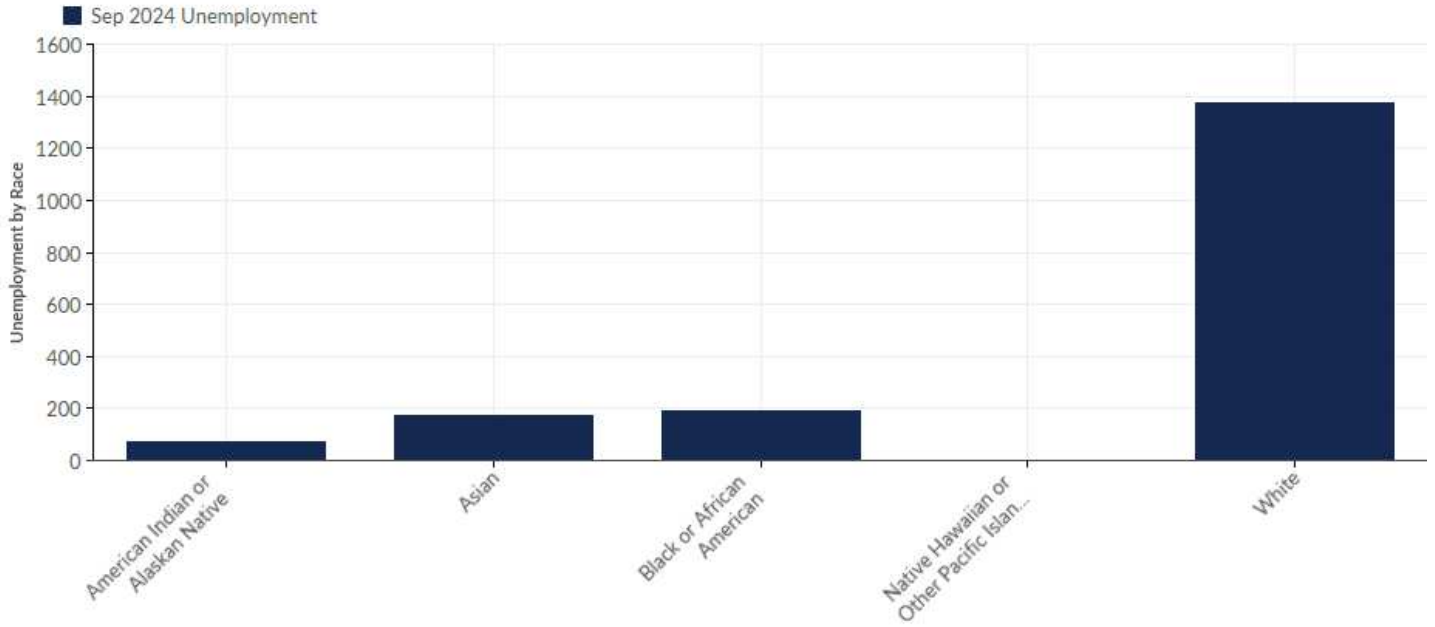
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	39	2.15%
22-24	80	4.41%
25-34	424	23.39%
35-44	433	23.88%
45-54	328	18.09%
55-59	182	10.04%
60-64	155	8.55%
65+	172	9.49%
Total	1,813	100.00%

Unemployment by Gender



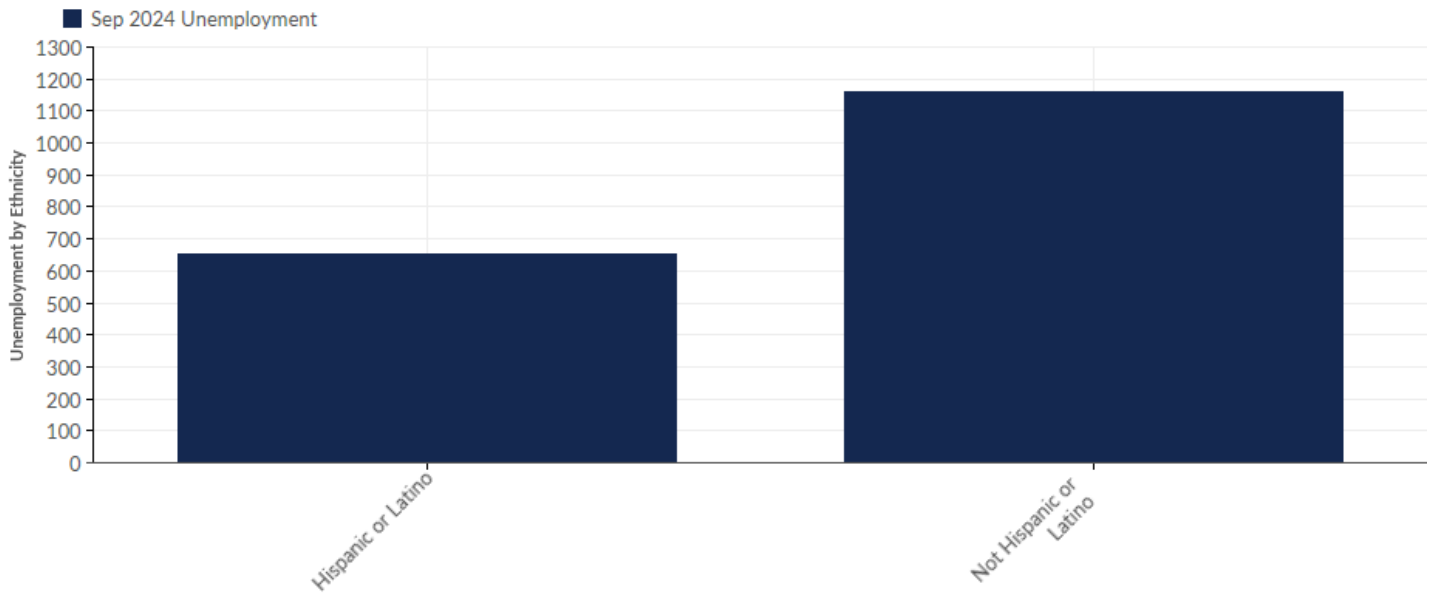
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	897	49.48%
Males	916	50.52%
Total	1,813	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	74	4.08%
Asian	173	9.54%
Black or African American	190	10.48%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,376	75.90%
Total	1,813	100.00%

Unemployment by Ethnicity

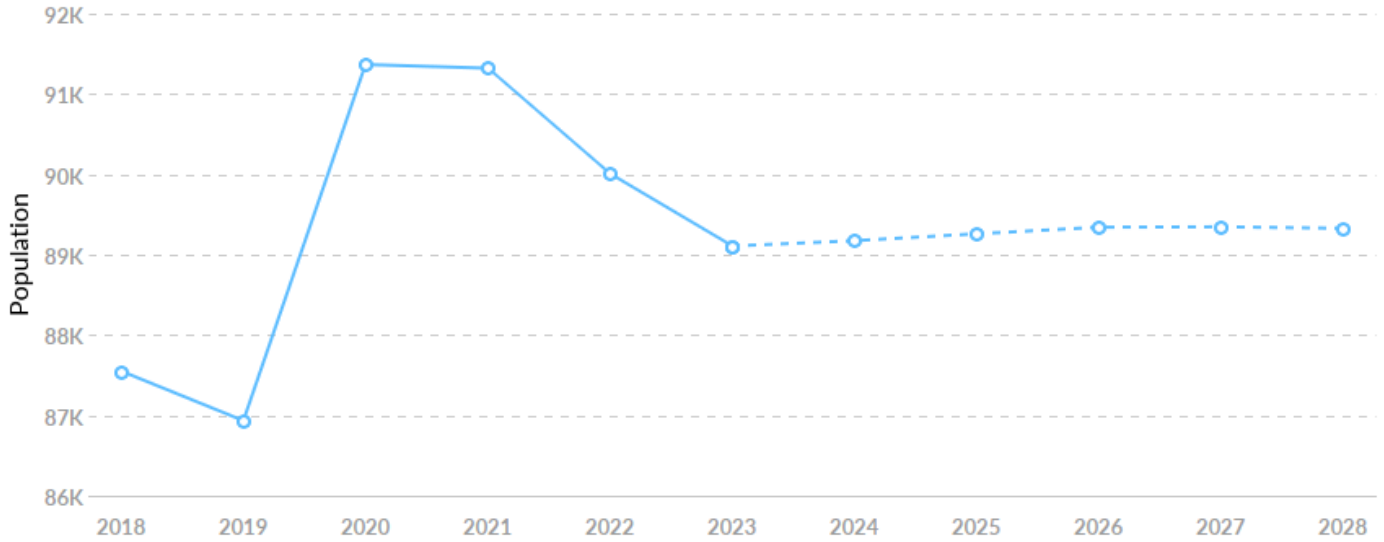


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	653	36.02%
Not Hispanic or Latino	1,160	63.98%
Total	1,813	100.00%

Historic & Projected Trends

Population Trends

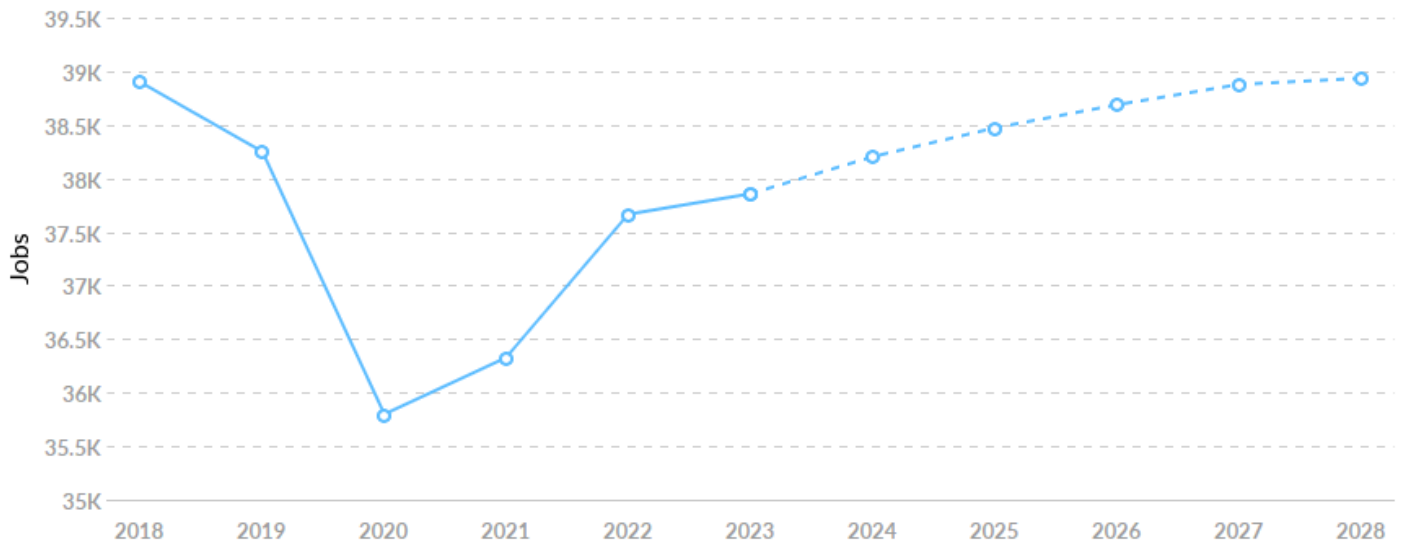
As of 2023 the region's population increased by 1.8% since 2018, growing by 1,559. Population is expected to increase by 0.2% between 2023 and 2028, adding 220.



Timeframe	Population
2018	87,549
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

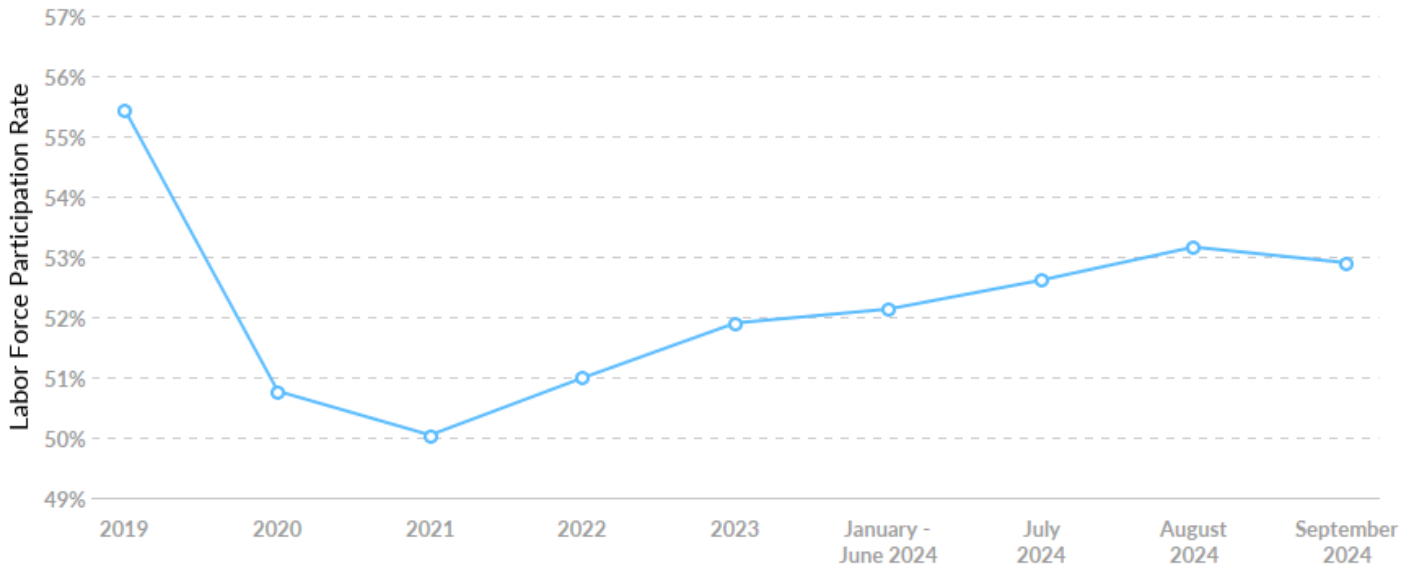
Job Trends

From 2018 to 2023, jobs declined by 2.7% in Mendocino County, CA from 38,901 to 37,856. This change fell short of the national growth rate of 4.5% by 7.2%.



Timeframe	Jobs
2018	38,901
2019	38,252
2020	35,797
2021	36,327
2022	37,665
2023	37,856
2024	38,202
2025	38,471
2026	38,687
2027	38,877
2028	38,934

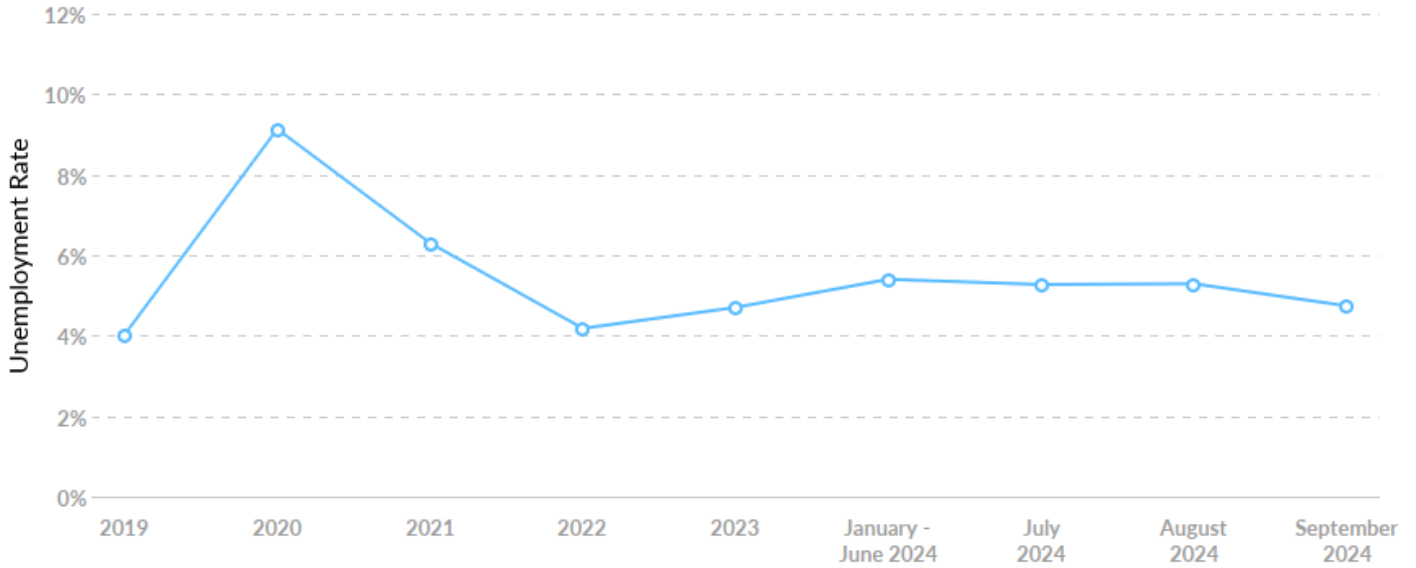
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	55.43%
2020	50.77%
2021	50.04%
2022	50.99%
2023	51.90%
January - June 2024	52.13%
July 2024	52.61%
August 2024	53.16%
September 2024	52.90%

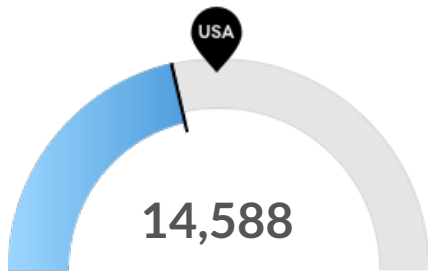
Unemployment Rate Trends

Mendocino County, CA had a September 2024 unemployment rate of 4.74%, **increasing from 4.02%** 5 years before.



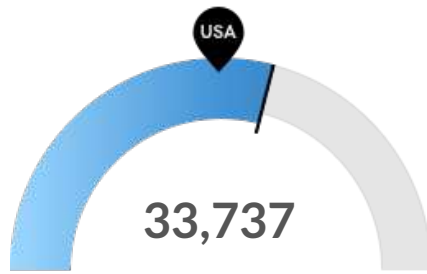
Timeframe	Unemployment Rate
2019	4.02%
2020	9.13%
2021	6.30%
2022	4.18%
2023	4.70%
January - June 2024	5.40%
July 2024	5.27%
August 2024	5.29%
September 2024	4.74%

Population Characteristics



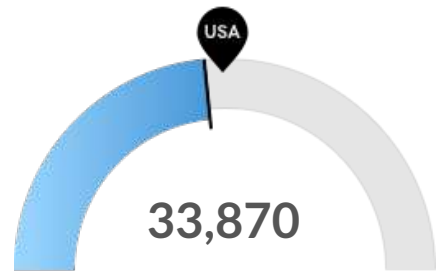
Millennials

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



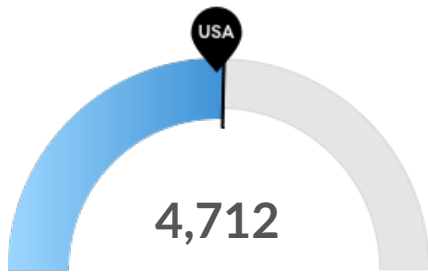
Retiring Soon

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.



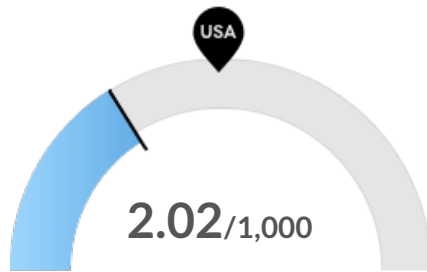
Racial Diversity

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.



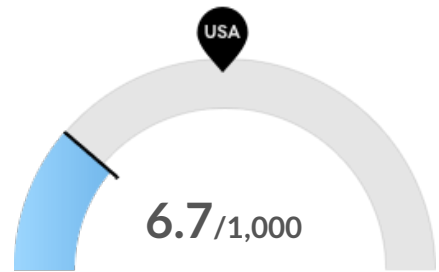
Veterans

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



Violent Crime

Mendocino County, CA has 2.02 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

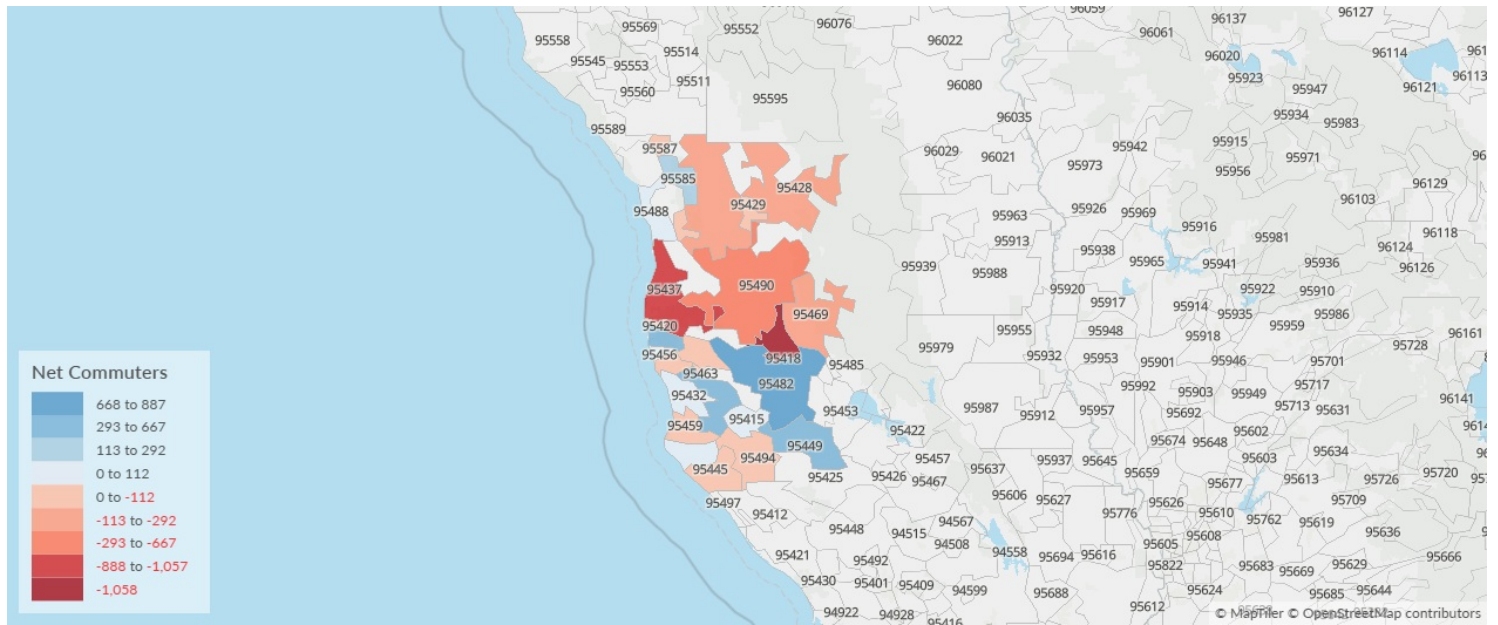


Property Crime

Mendocino County, CA has 6.7 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

ZIP	Name	2023 Employment
95482	Ukiah, CA (in Mendocin...	15,471
95437	Fort Bragg, CA (in Mend...	6,784
95490	Willits, CA (in Mendocin...	6,146
95470	Redwood Valley, CA (in ...	1,407
95460	Mendocino, CA (in Men...	1,189

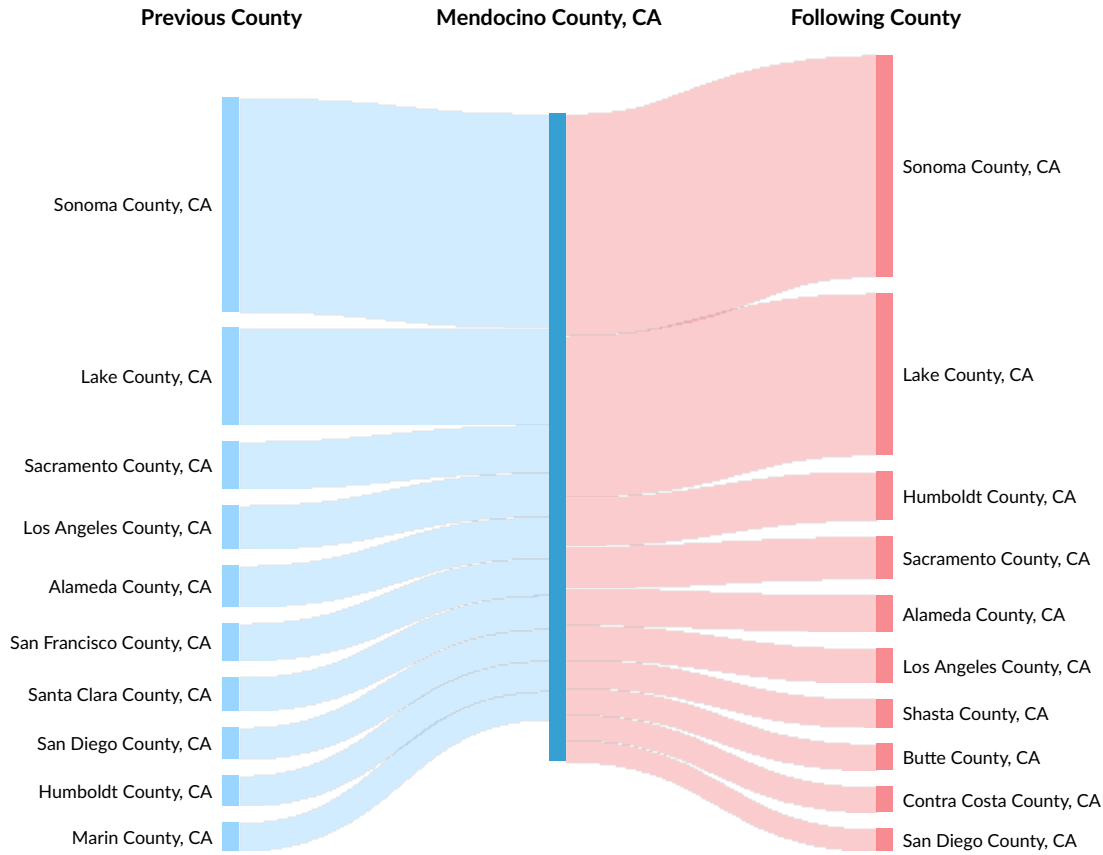
Where Talent Lives

ZIP	Name	2023 Workers
95482	Ukiah, CA (in Mendocin...	14,802
95437	Fort Bragg, CA (in Mend...	7,672
95490	Willits, CA (in Mendocin...	6,441
95470	Redwood Valley, CA (in ...	2,465
95445	Gualala, CA (in Mendoci...	897

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**.

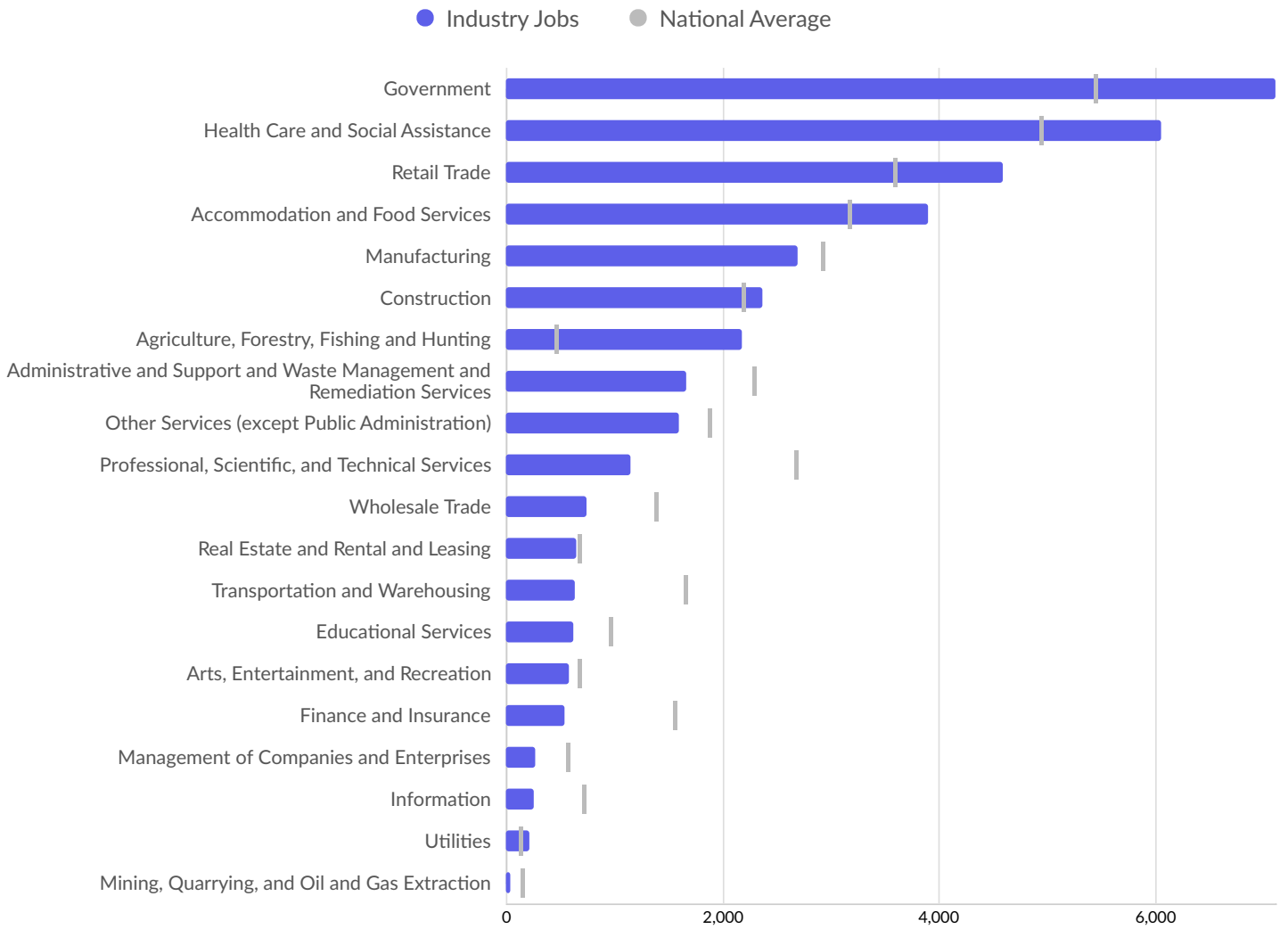


Top Previous Counties	Migrations
Sonoma County, CA	412
Lake County, CA	187
Sacramento County, CA	91
Los Angeles County, CA	84
Alameda County, CA	80
San Francisco County, CA	72

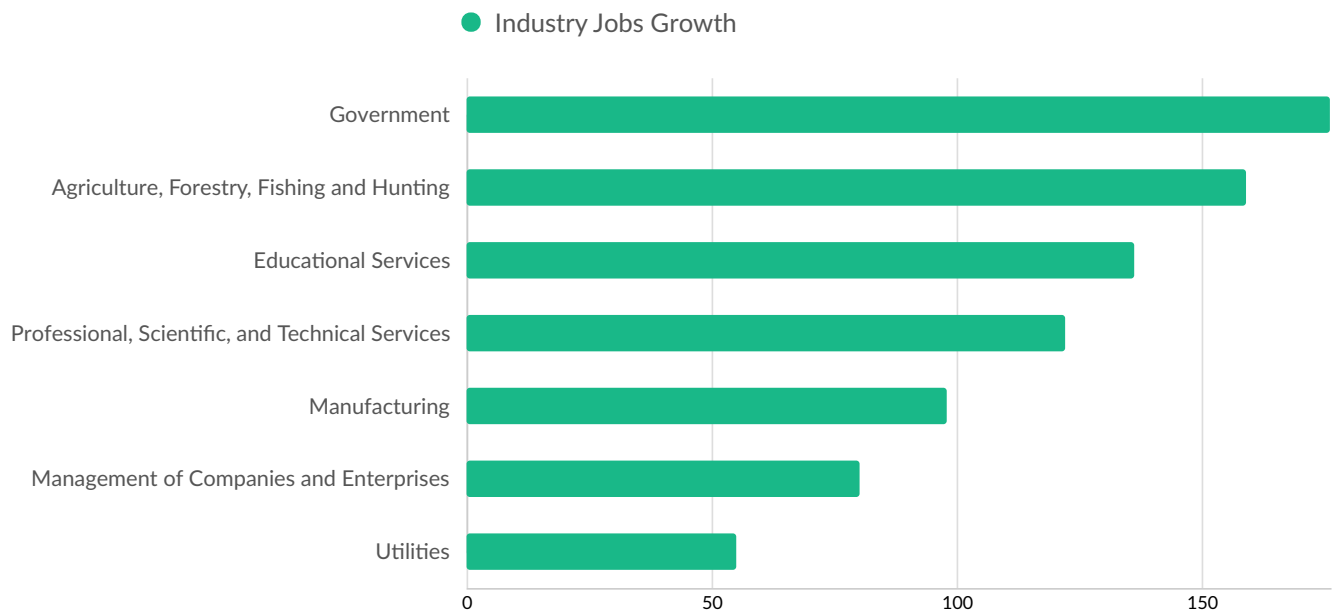
Top Previous Counties	Migrations
Santa Clara County, CA	65
San Diego County, CA	61
Humboldt County, CA	59
Marin County, CA	55
Contra Costa County, CA	53
Butte County, CA	52
King County, WA	35
Maricopa County, AZ	34
San Bernardino County, CA	30
Top Following Counties	Migrations
Sonoma County, CA	426
Lake 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

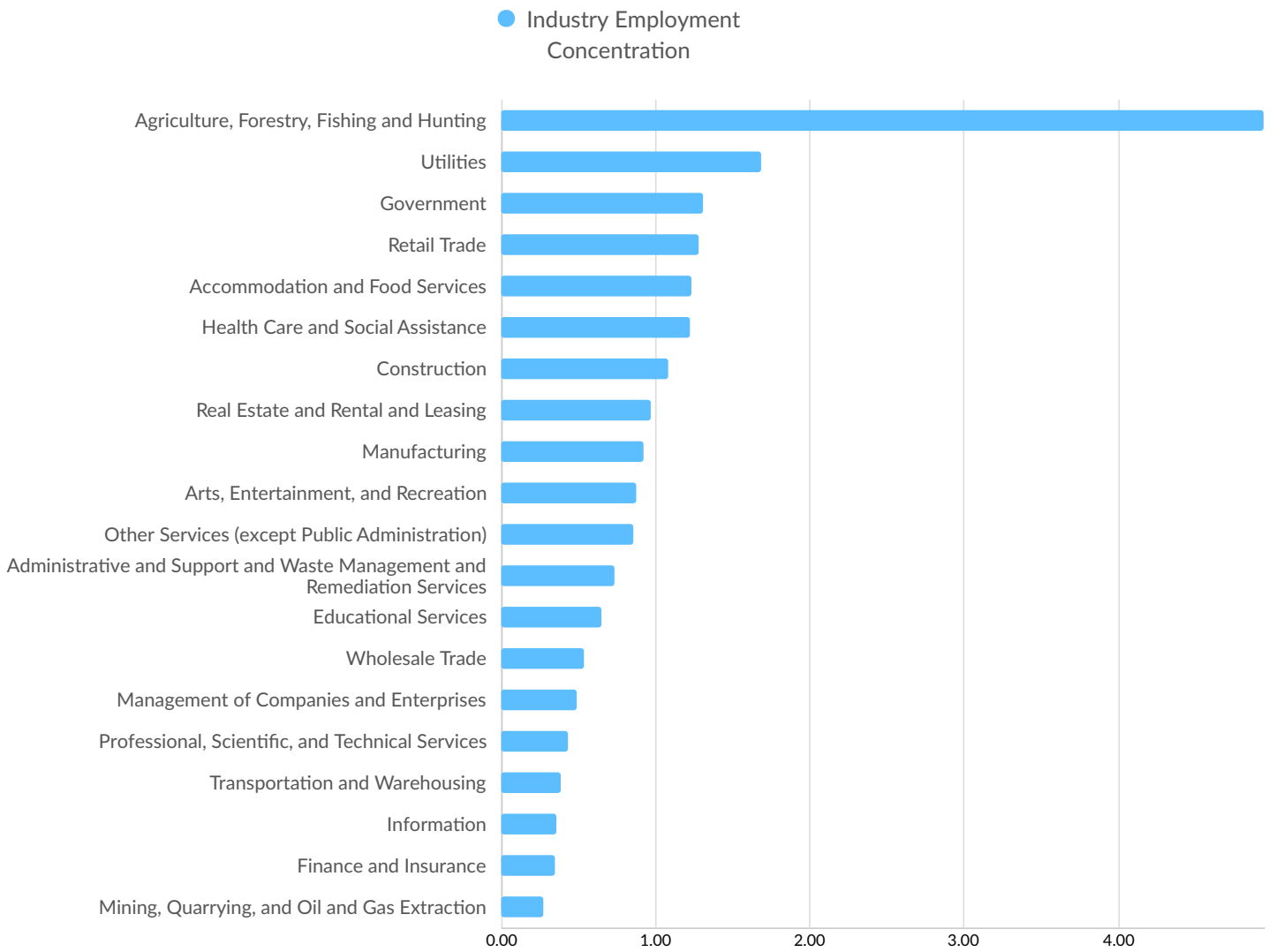
Largest Industries



Top Growing Industries



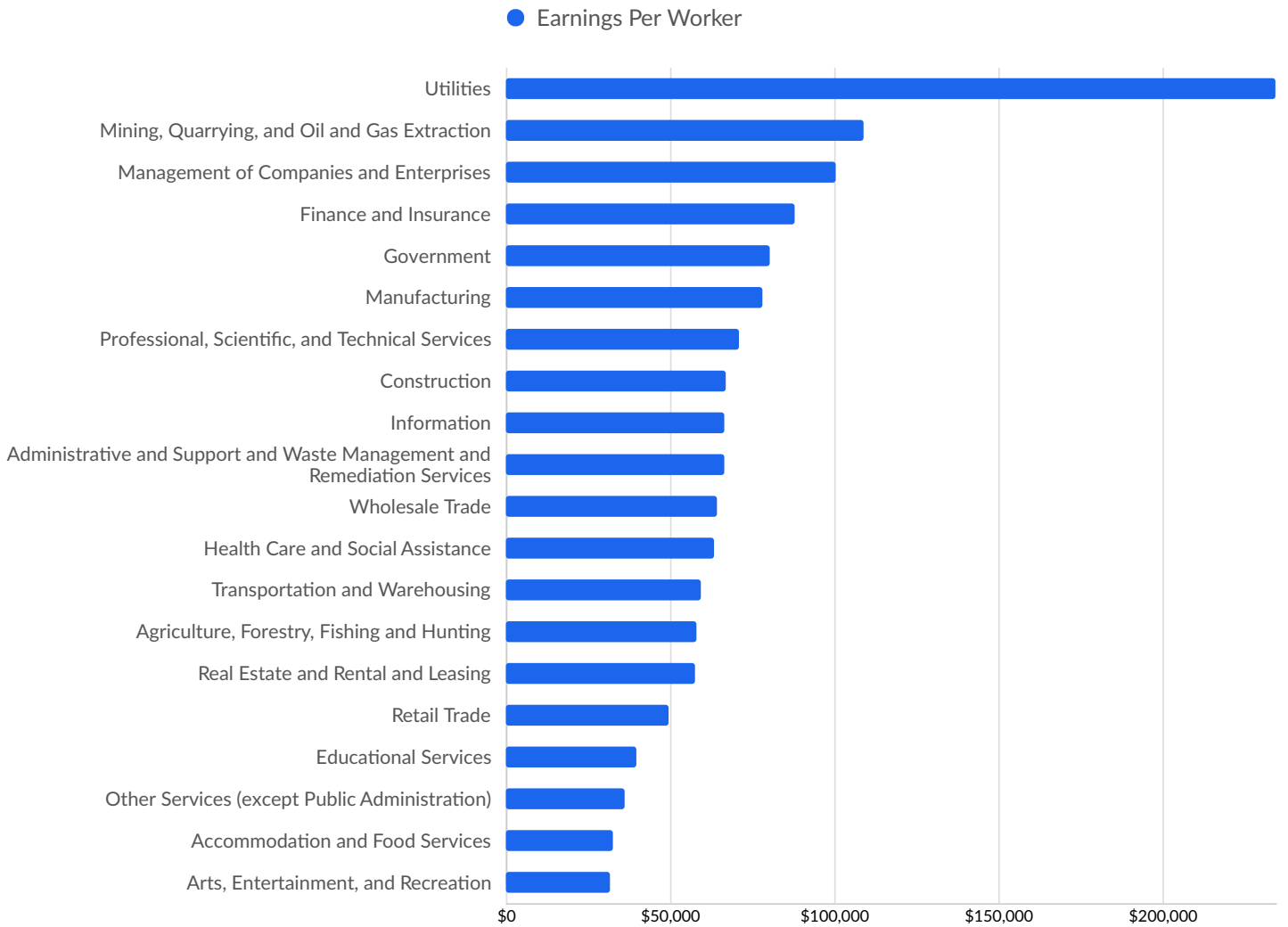
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



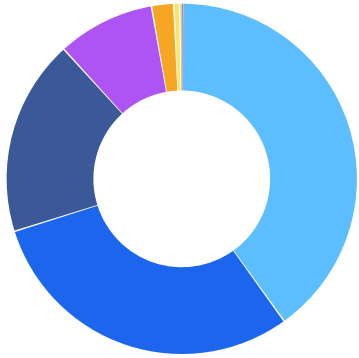
Business Characteristics

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, 783 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	712 
County Of Mendocino	239 	CompHealth	144 
Adventist Health	231 	Mendocino College	128 
San Francisco City College	139 	AMN Healthcare	81 
City Of Ukiah	83 	Mendocino County Sheriff's Offi...	80 
Northcoastmediationgroup	76 	County Of Mendocino	70 
California School Health Services	75 	Albertsons	64 
Savings Bank Of Mendocino Co...	70 	State of California	64 
Nachc	68 	Mendocino Forest Products	60 
Mendocino Forest Products	63 	Stability Healthcare	58 

Business Size

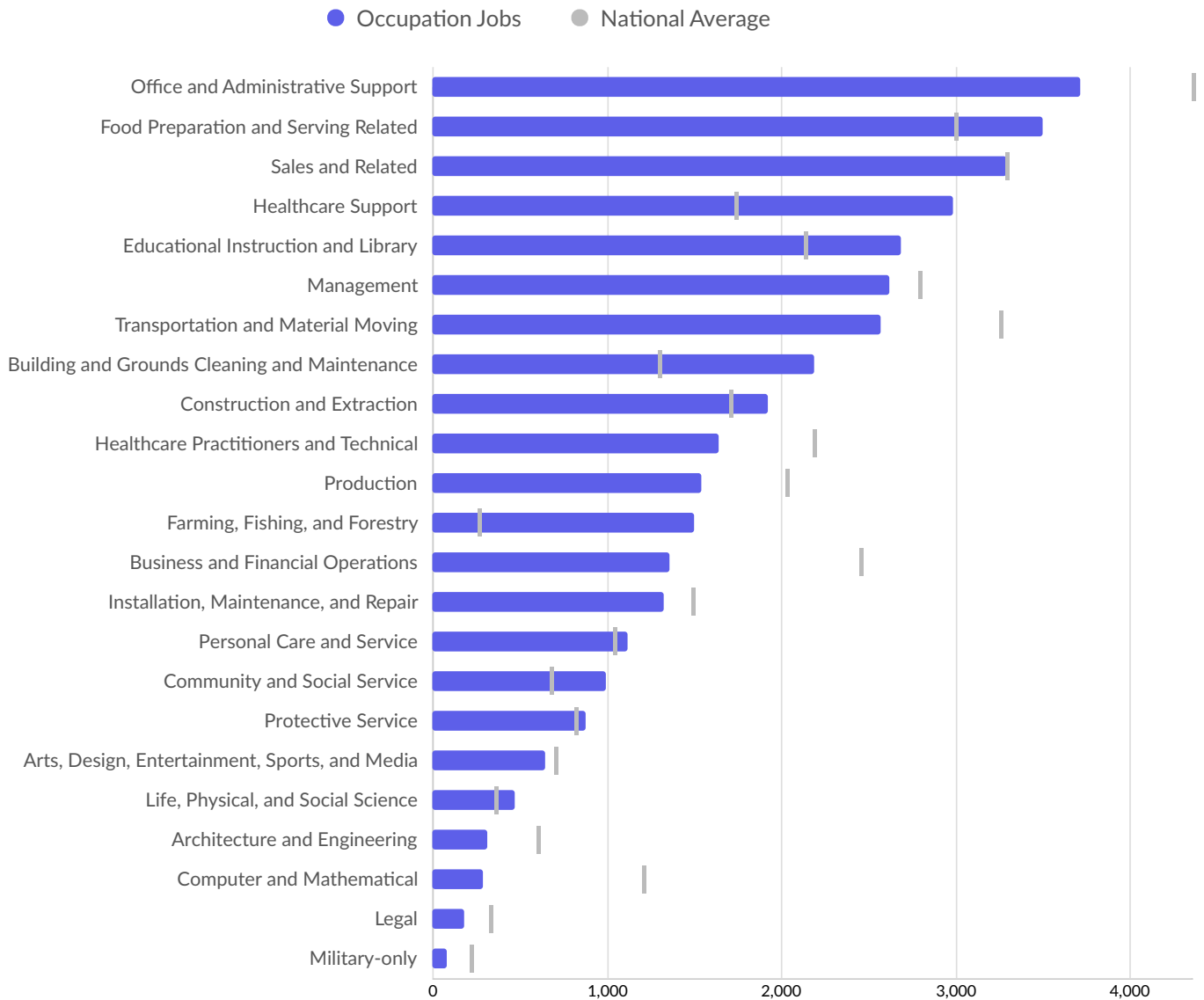


	Percentage	Business Count
● 1 to 4 employees	40.0%	1,800
● 5 to 9 employees	30.1%	1,354
● 10 to 19 employees	18.1%	814
● 20 to 49 employees	9.0%	404
● 50 to 99 employees	2.0%	92
● 100 to 249 employees	0.6%	25
● 250 to 499 employees	0.2%	9
● 500+ employees	0.0%	2

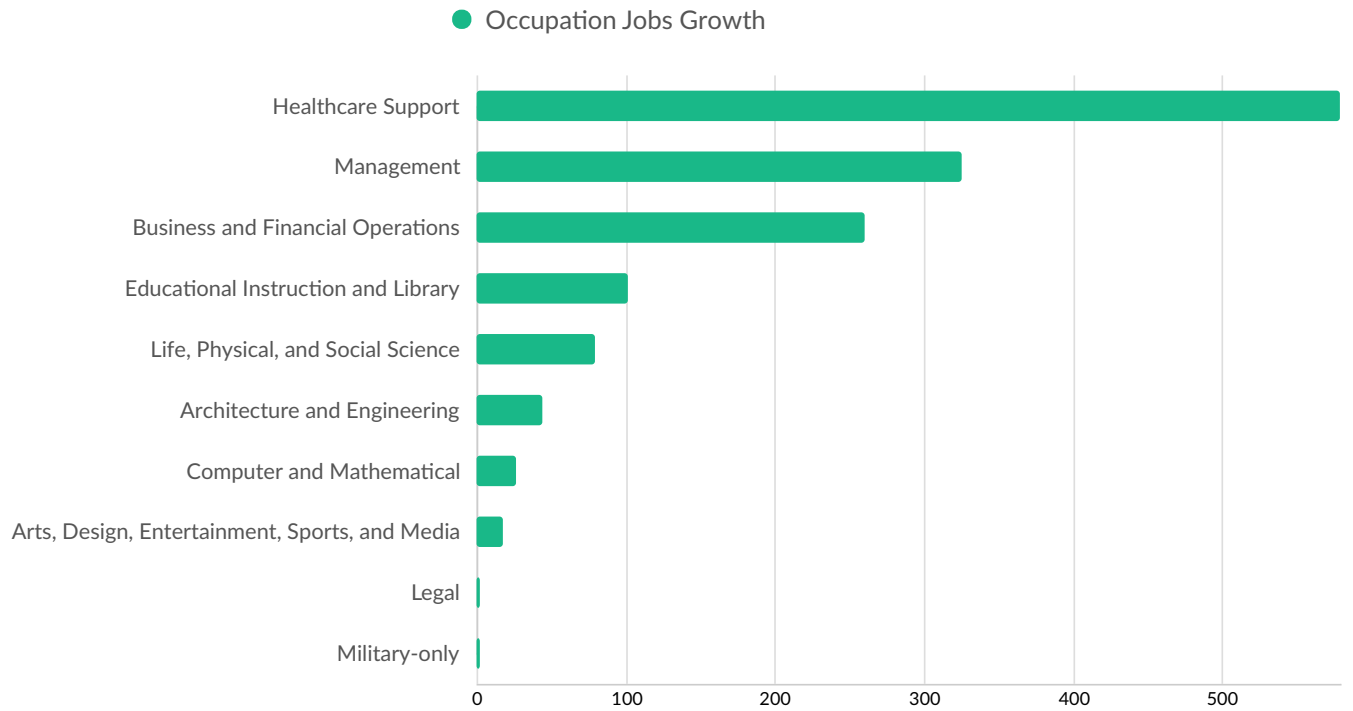
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

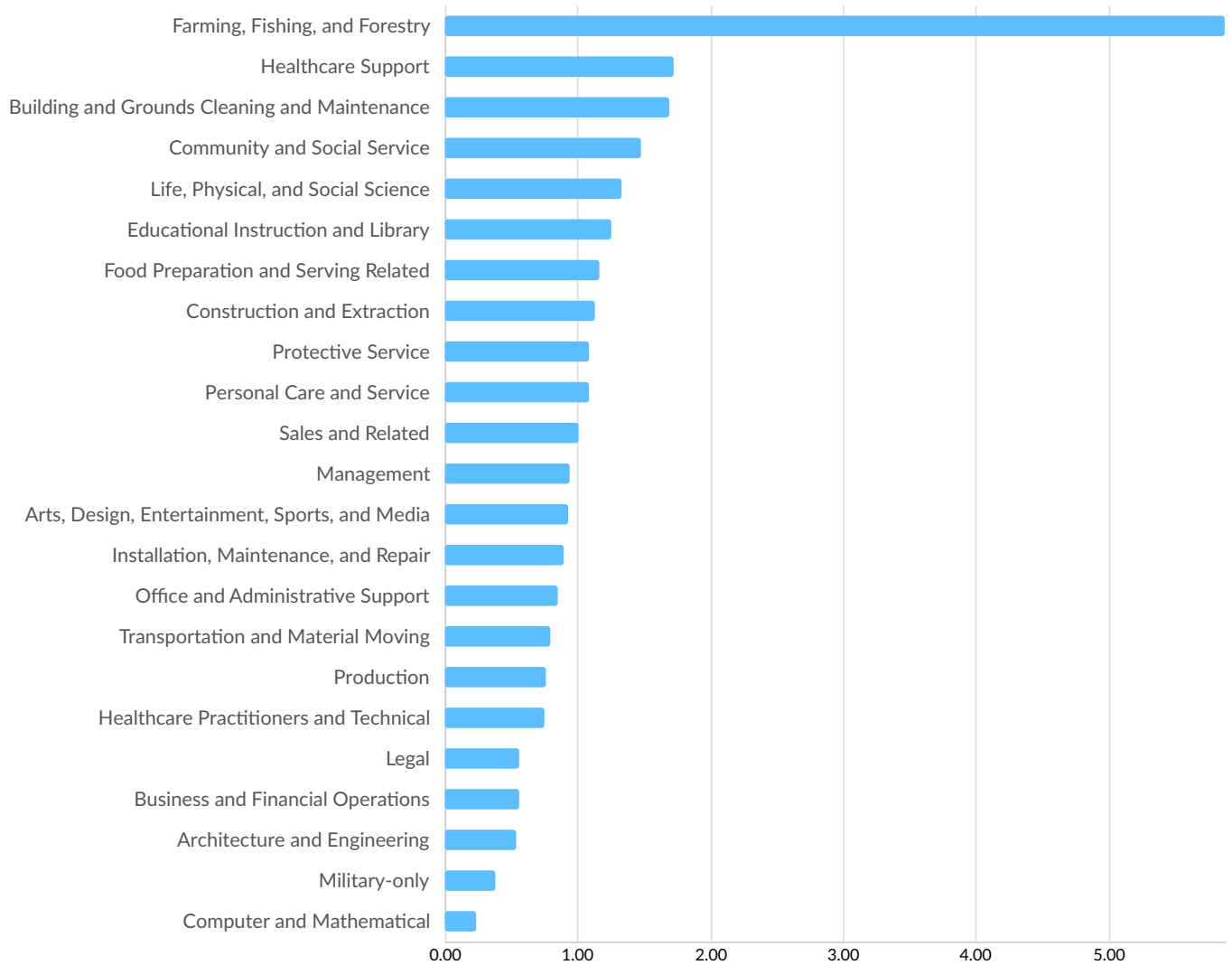


Top Growing Occupations



Top Occupation Employment Concentration

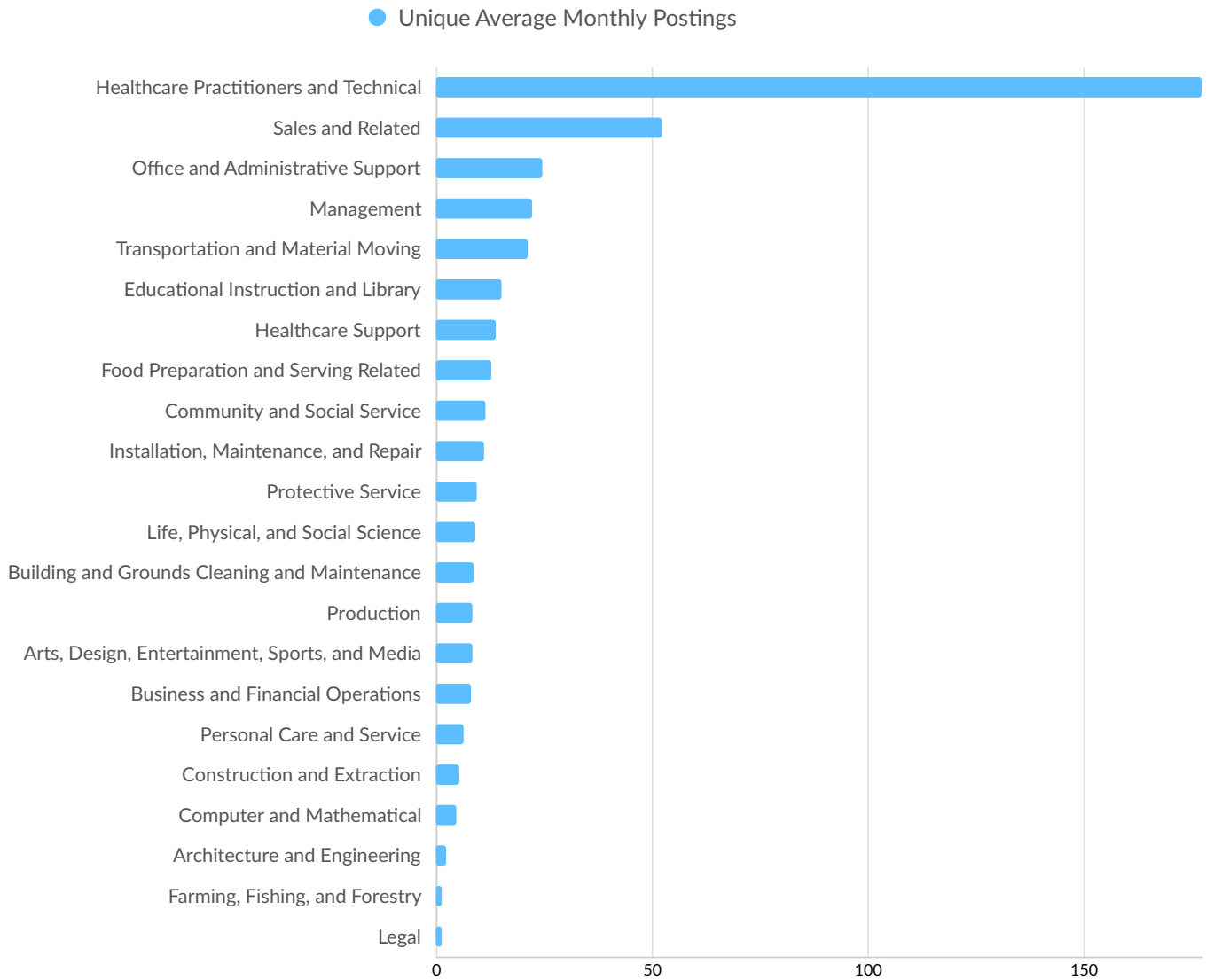
● Occupation Employment Concentration



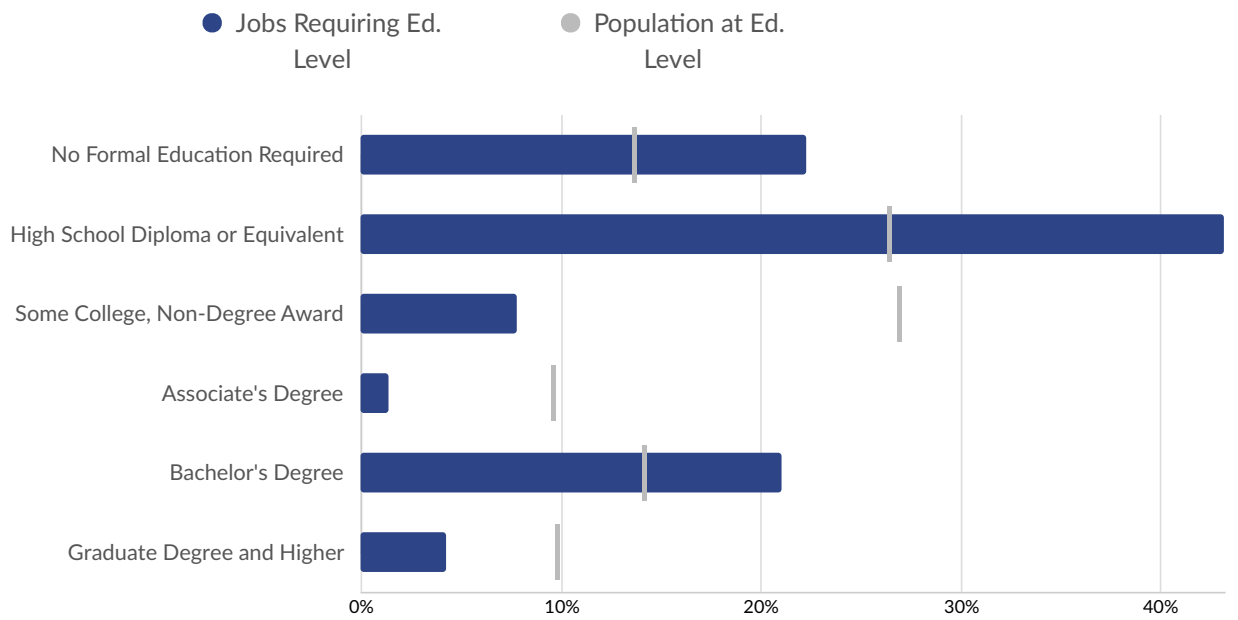
Top Occupation Earnings



Top Posted Occupations

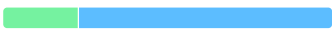






Underemployment



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

