



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.

37,432

Total Regional Employment

Jobs **decreased by 903** over the last 5 years but are projected to **grow by 808** 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 2.4%** in Mendocino County, CA from 38,335 to **37,432**. This change **fell short of the national growth rate of 4.3% by 6.7%**. 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.

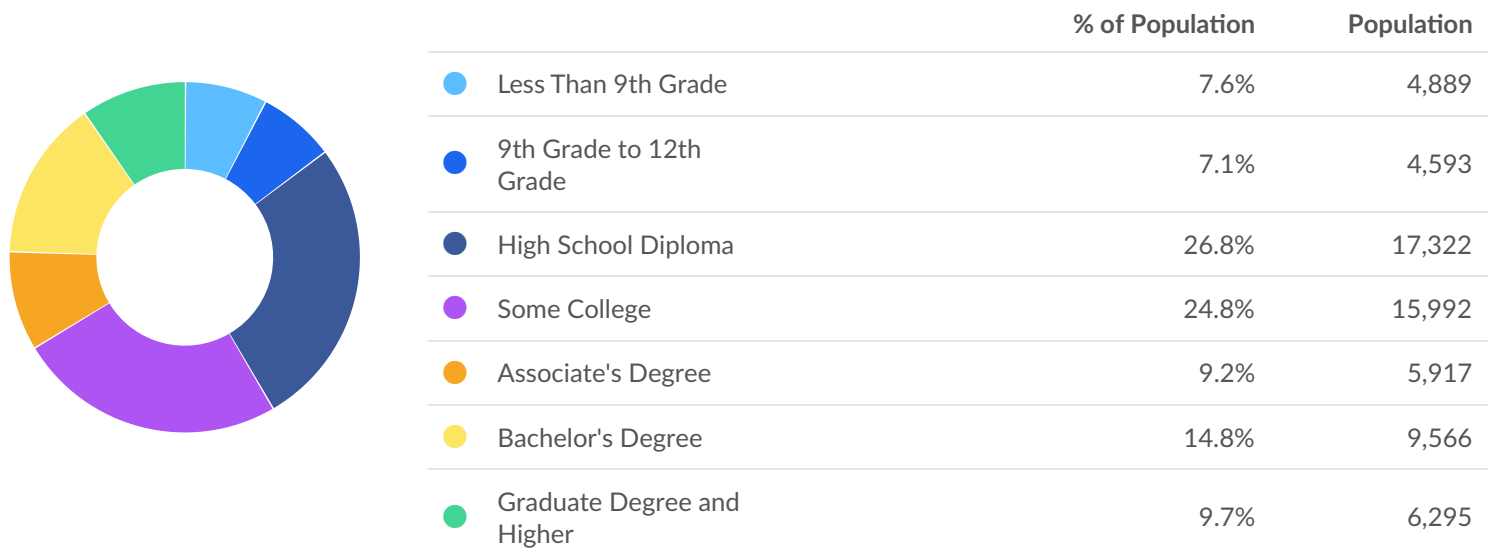
	Population (2025)	Labor Force (Jun 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	89,252	37,514	37,432	131.4	\$4.94B	\$6.40B	\$4.98B
State	38,638,873	19,768,393	20,651,050	135.2	\$4.00T	\$2.00T	\$2.81T

Jun 2025 Labor Force Breakdown



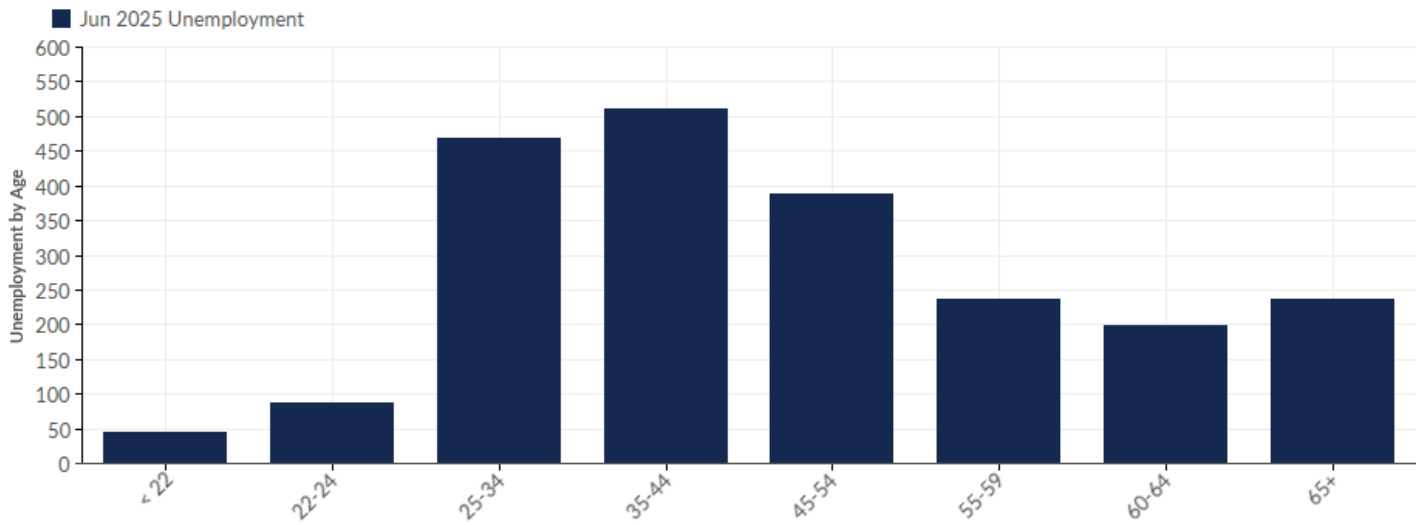
Educational Attainment

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



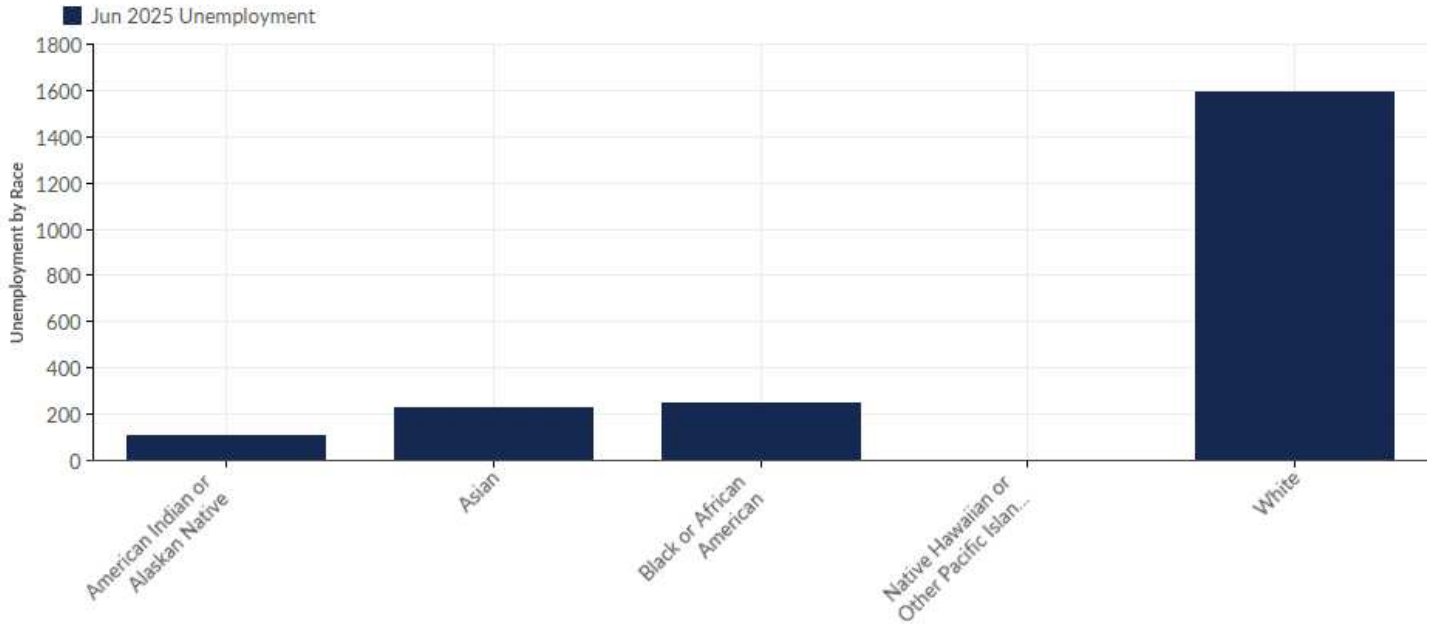
Age	Unemployment (Jun 2025)	% of Unemployed
< 22	45	2.07%
22-24	86	3.96%
25-34	469	21.59%
35-44	511	23.53%
45-54	389	17.91%
55-59	237	10.91%
60-64	199	9.16%
65+	237	10.91%
Total	2,172	100.00%

Unemployment by Gender



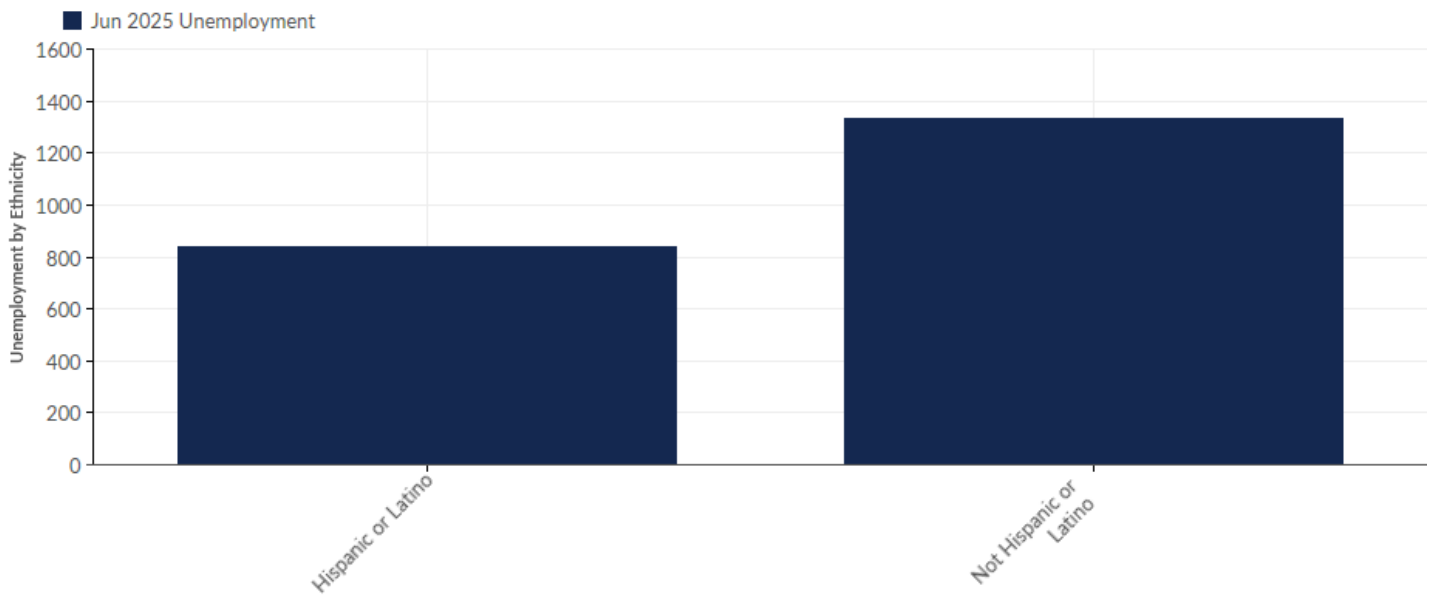
Gender	Unemployment (Jun 2025)	% of Unemployed
Females	1,081	49.77%
Males	1,091	50.23%
Total	2,172	100.00%

Unemployment by Race



Race	Unemployment (Jun 2025)	% of Unemployed
American Indian or Alaskan Native	109	5.02%
Asian	226	10.41%
Black or African American	246	11.33%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,592	73.30%
Total	2,172	100.00%

Unemployment by Ethnicity

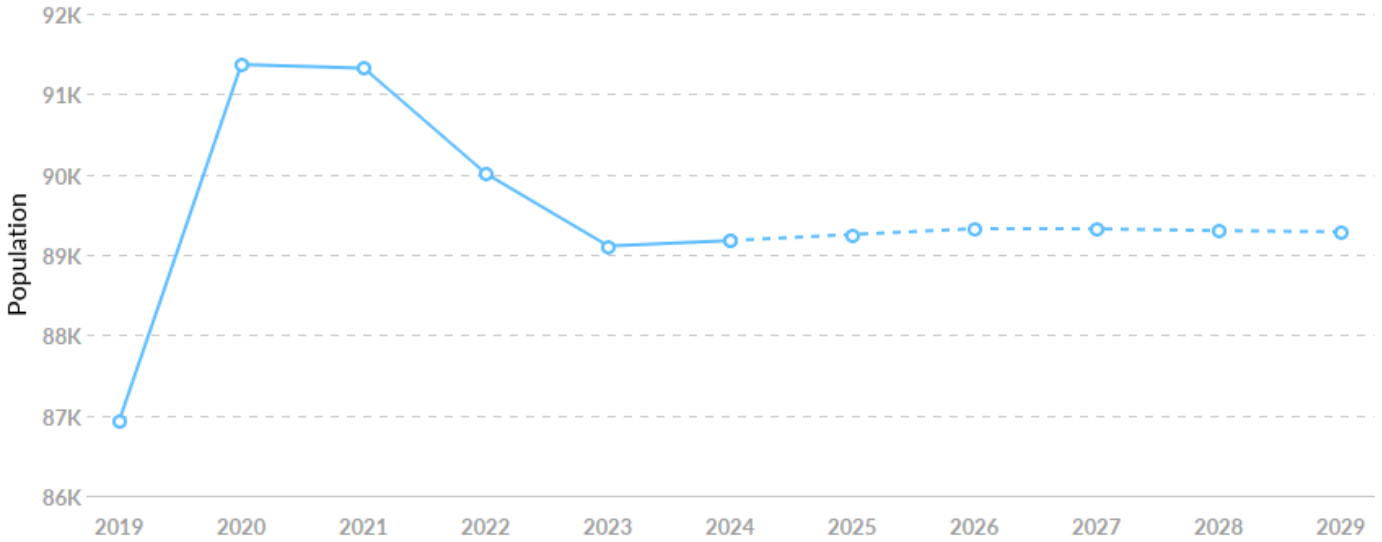


Ethnicity	Unemployment (Jun 2025)	% of Unemployed
Hispanic or Latino	842	38.77%
Not Hispanic or Latino	1,330	61.23%
Total	2,172	100.00%

Historic & Projected Trends

Population Trends

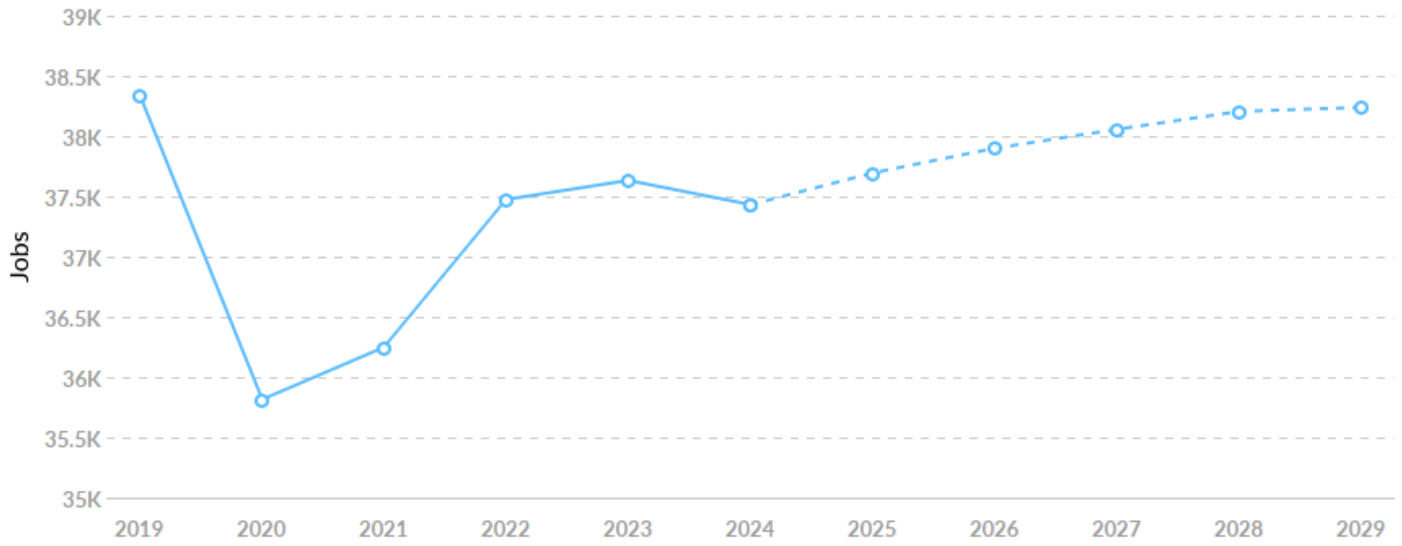
As of 2024 the region's population increased by 2.6% since 2019, growing by 2,244. Population is expected to increase by 0.1% between 2024 and 2029, adding 109.



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

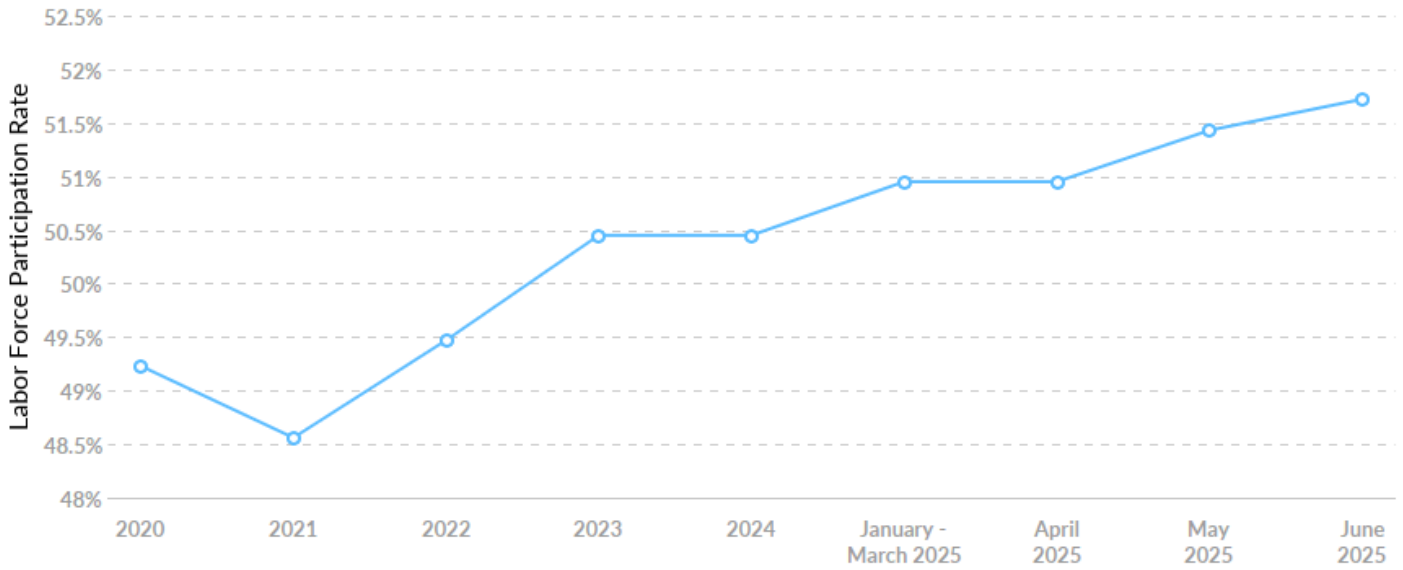
Job Trends

From 2019 to 2024, jobs declined by 2.4% in Mendocino County, CA from 38,335 to 37,432. This change fell short of the national growth rate of 4.3% by 6.7%.



Timeframe	Jobs
2019	38,335
2020	35,814
2021	36,249
2022	37,475
2023	37,633
2024	37,432
2025	37,695
2026	37,900
2027	38,057
2028	38,205
2029	38,239

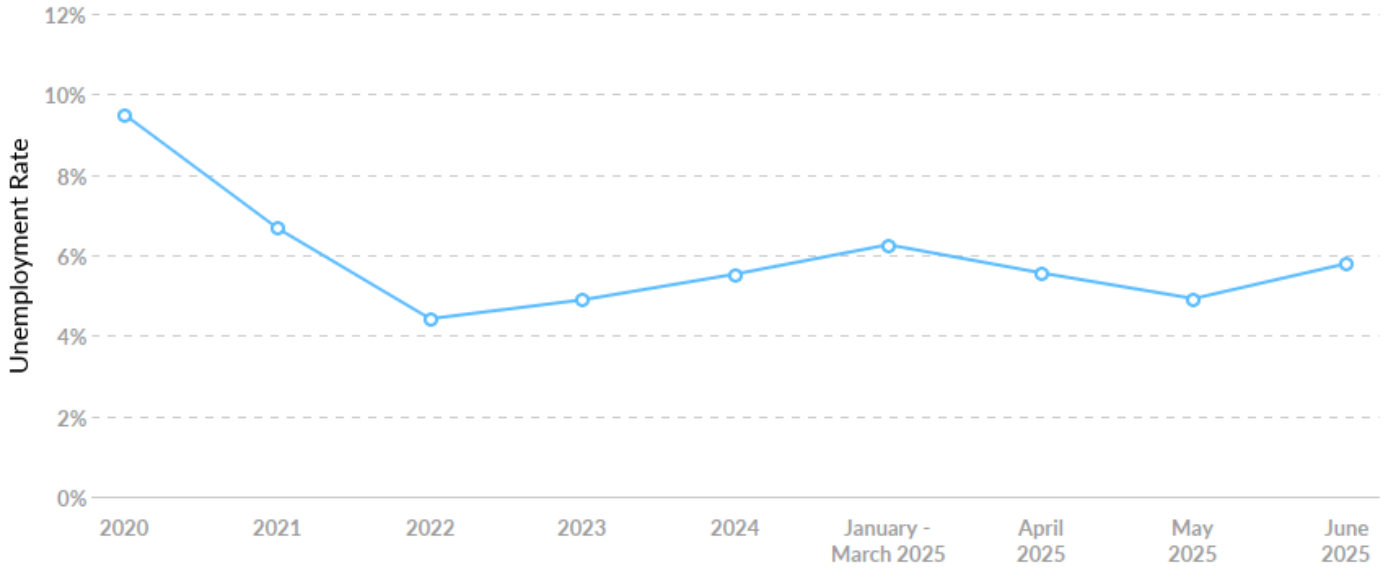
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	49.23%
2021	48.56%
2022	49.47%
2023	50.45%
2024	50.45%
January - March 2025	50.95%
April 2025	50.95%
May 2025	51.43%
June 2025	51.72%

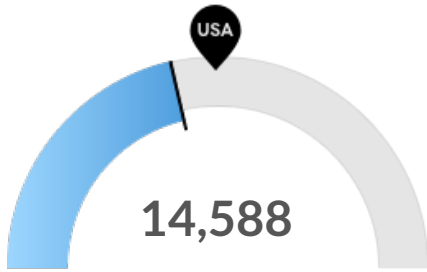
Unemployment Rate Trends

Mendocino County, CA had a June 2025 unemployment rate of 5.79%, **decreasing from 9.49%** 5 years before.



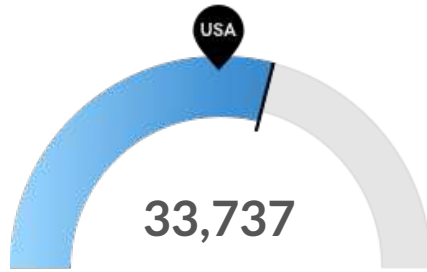
Timeframe	Unemployment Rate
2020	9.49%
2021	6.67%
2022	4.42%
2023	4.89%
2024	5.53%
January - March 2025	6.26%
April 2025	5.56%
May 2025	4.92%
June 2025	5.79%

Population Characteristics



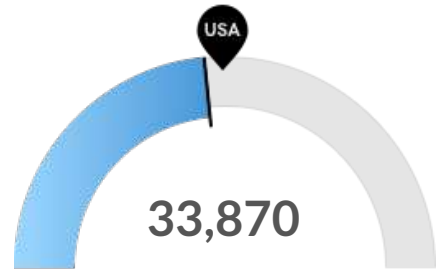
Millennials

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



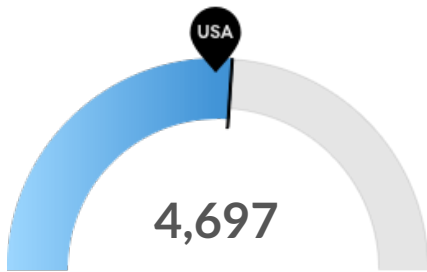
Retiring Soon

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.



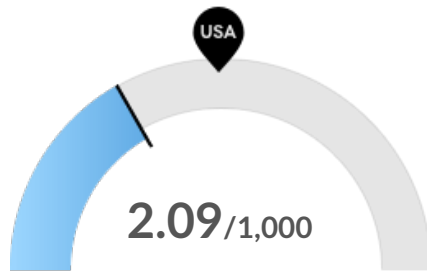
Racial Diversity

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.



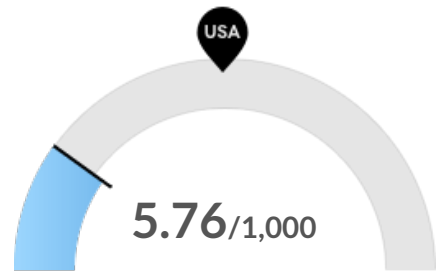
Veterans

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.

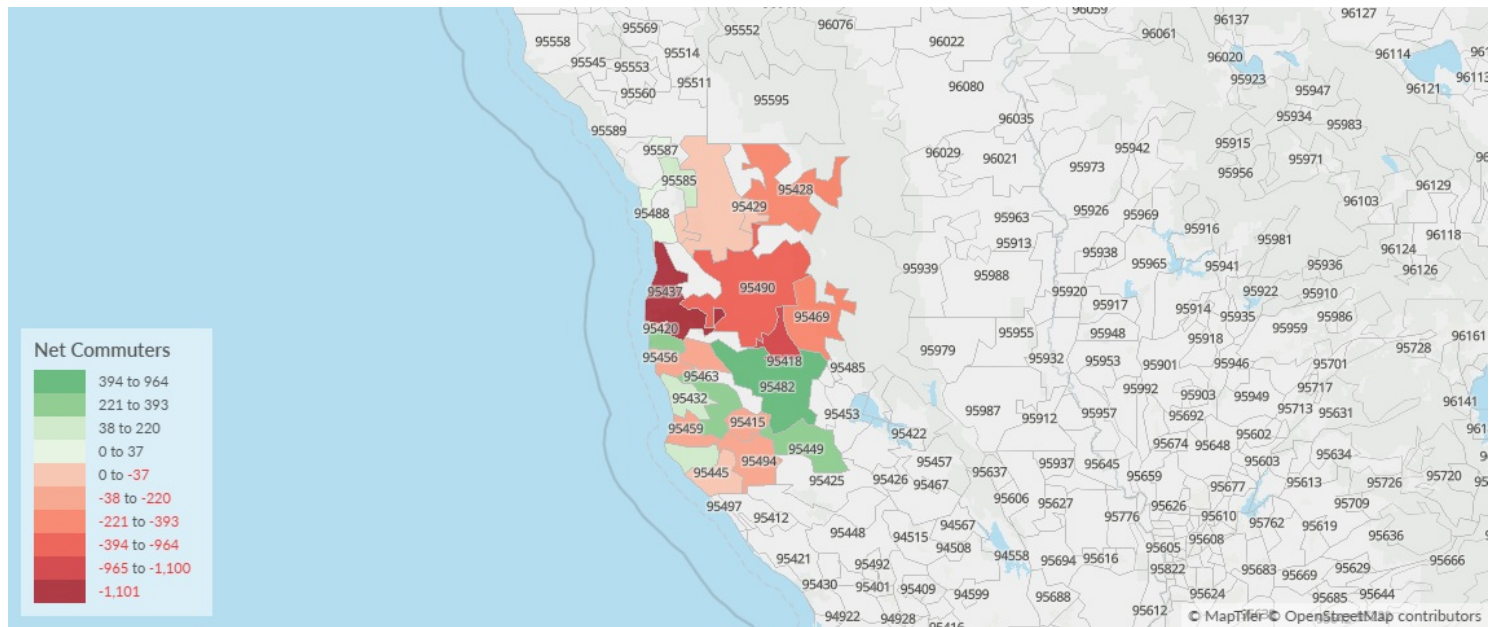


Property Crime

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

Where Talent Lives

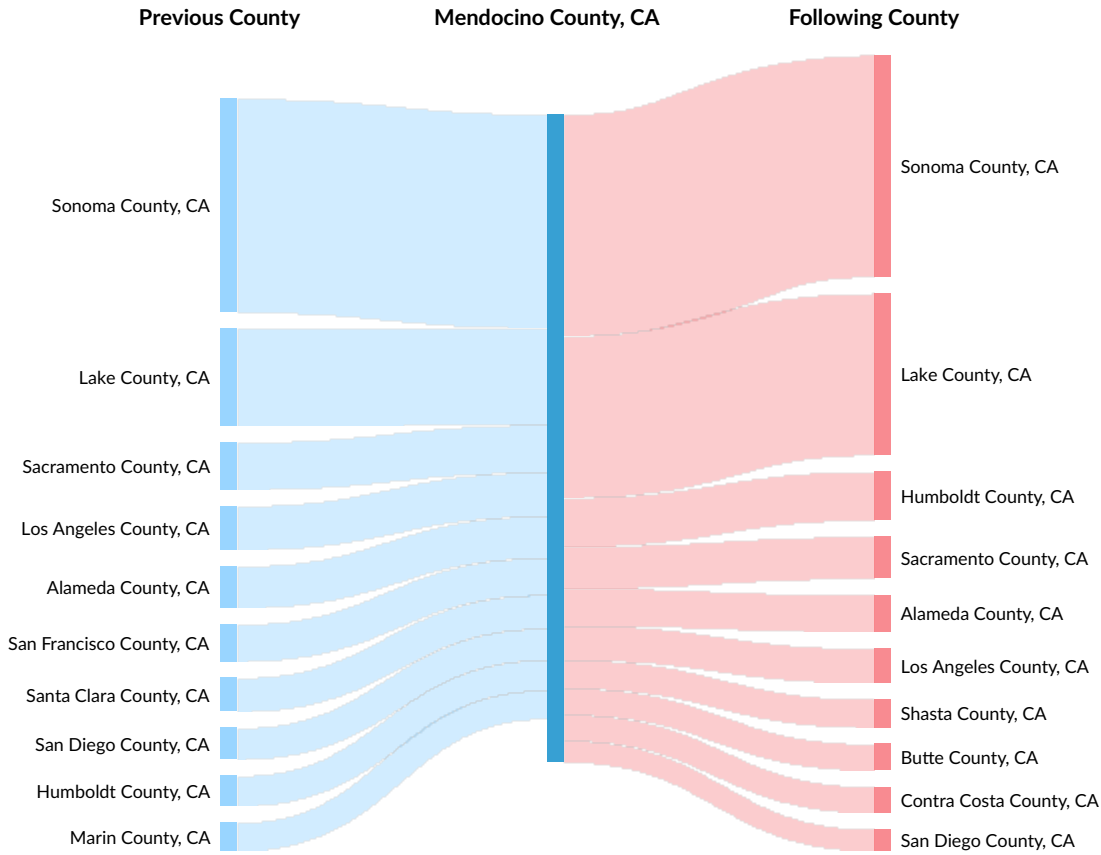
ZIP	Name	2024 Employment
95482	Ukiah, CA (in Mendocin...	15,221
95437	Fort Bragg, CA (in Mend...	6,567
95490	Willits, CA (in Mendocin...	6,466
95470	Redwood Valley, CA (in ...	1,409
95460	Mendocino, CA (in Men...	1,132

ZIP	Name	2024 Workers
95482	Ukiah, CA (in Mendocin...	14,747
95437	Fort Bragg, CA (in Mend...	7,668
95490	Willits, CA (in Mendocin...	6,860
95470	Redwood Valley, CA (in ...	2,375
95469	Potter Valley, CA (in Me...	885

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**.

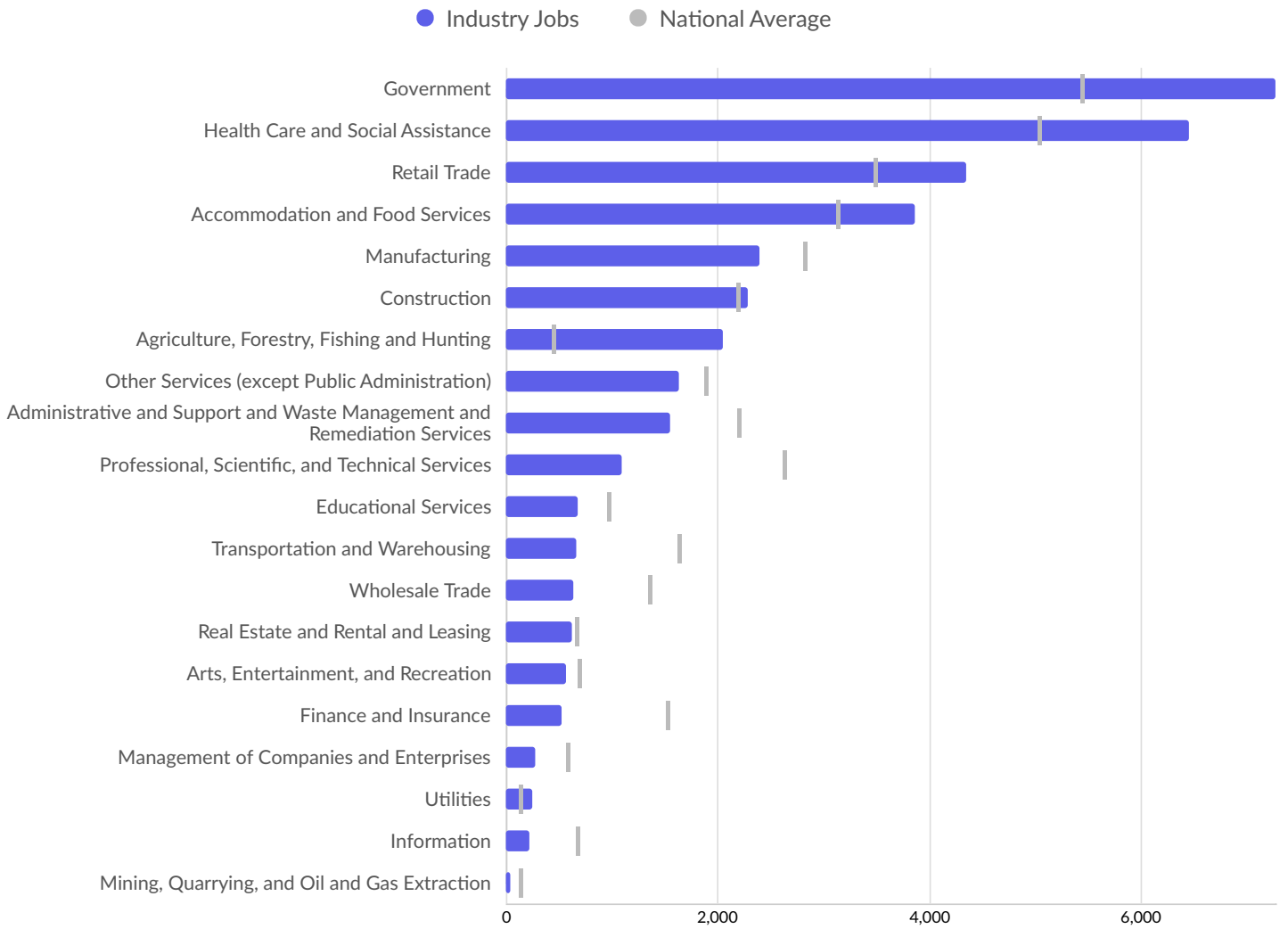


Top Previous Counties	Migrations
Sonoma County, CA	411
Lake County, CA	187
Sacramento County, CA	91
Los Angeles County, CA	84
Alameda County, CA	80
San Francisco County, CA	71

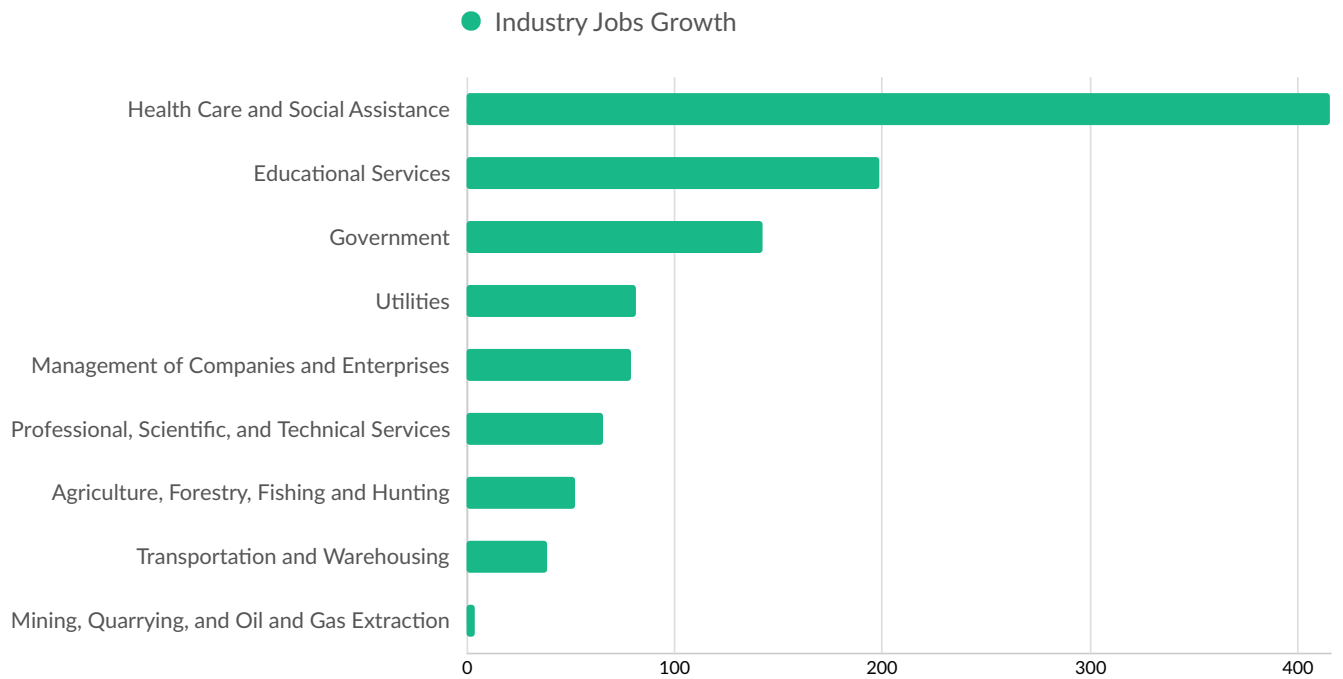
Top Previous Counties	Migrations
Santa Clara County, CA	65
San Diego County, CA	60
Humboldt County, CA	58
Marin County, CA	55
Contra Costa County, CA	53
Butte County, CA	52
Maricopa County, AZ	35
Clark County, NV	35
King County, WA	35
Top Following Counties	Migrations
Sonoma County, CA	427
Lake County, 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

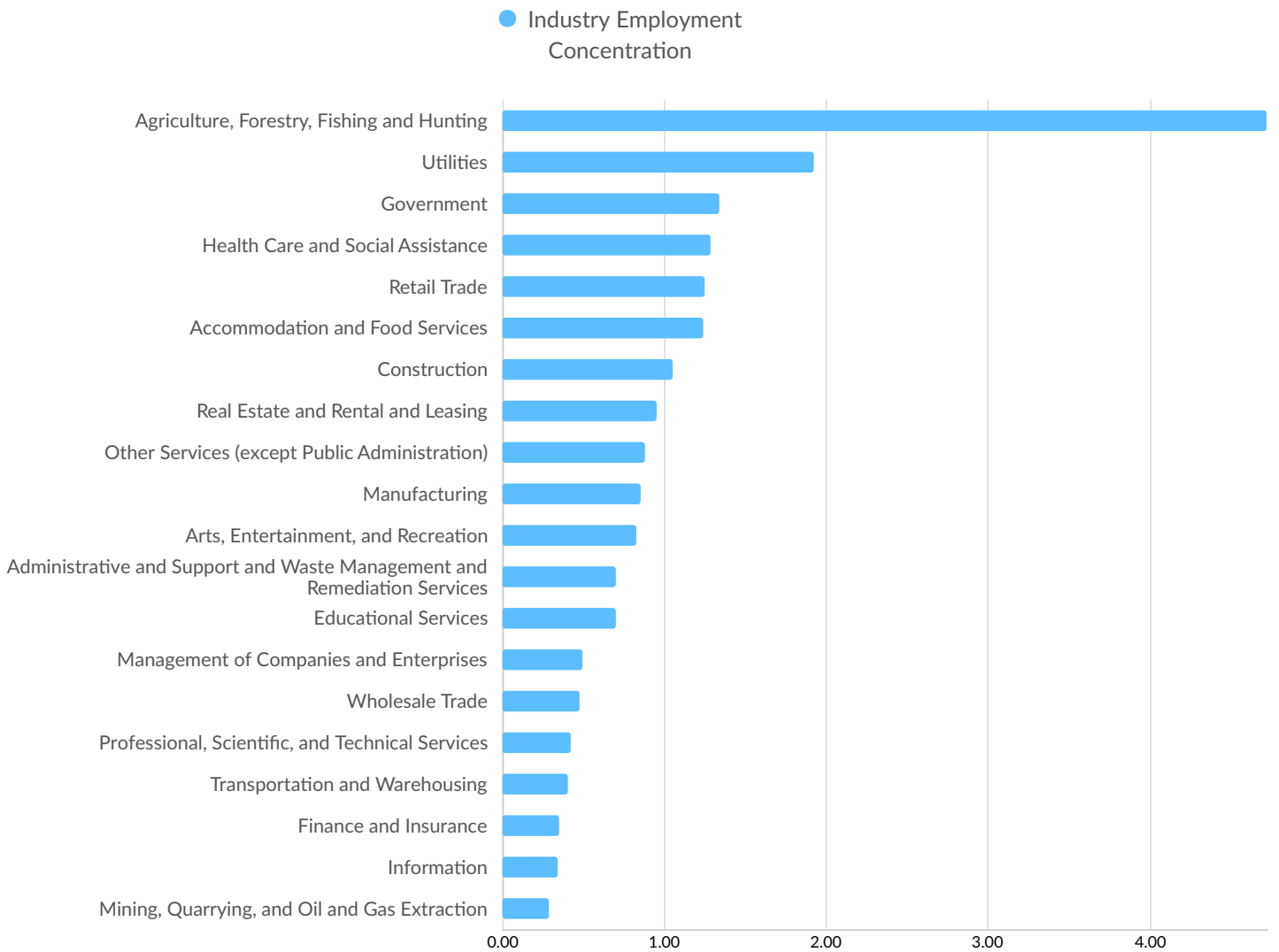
Largest Industries



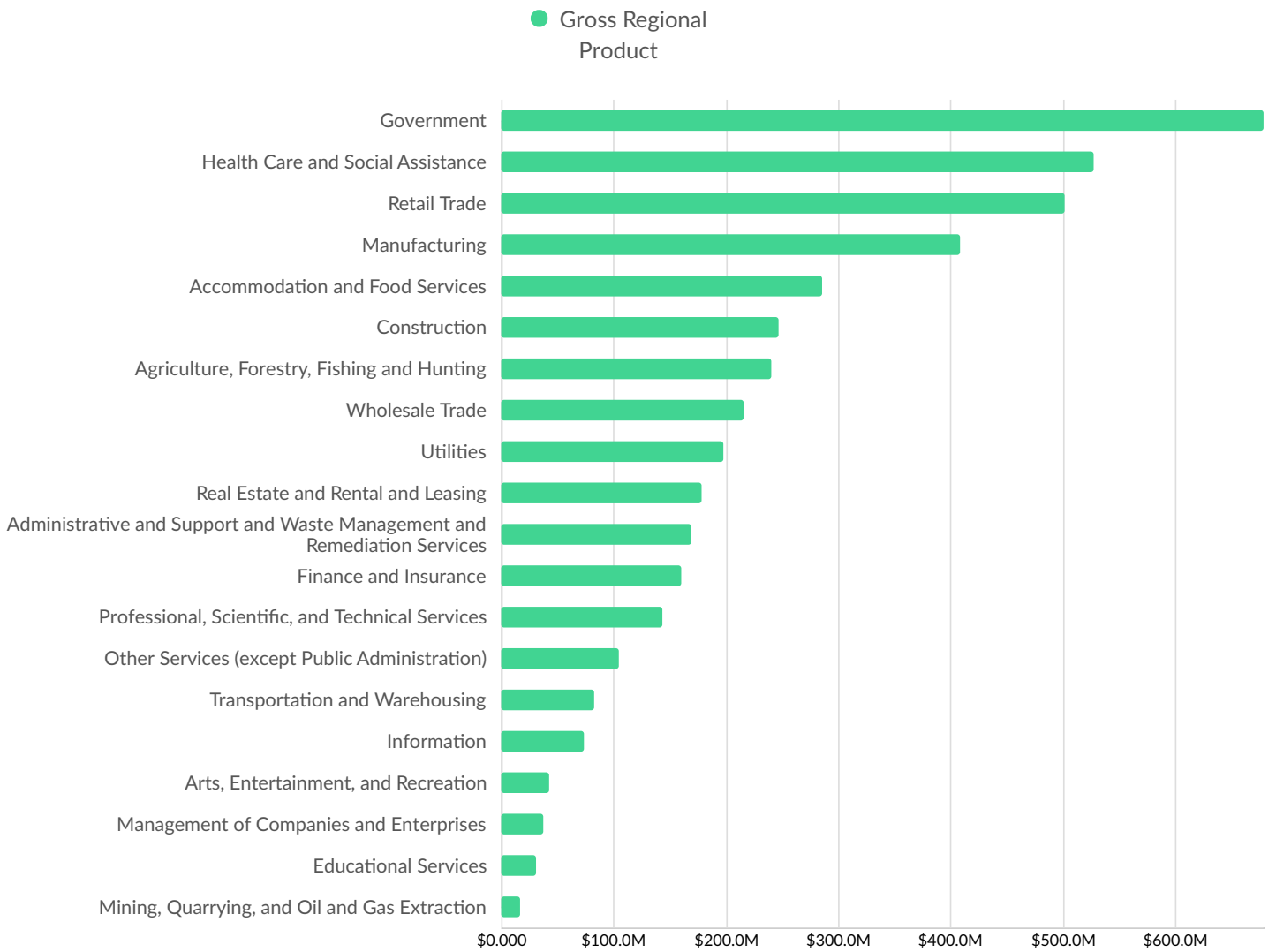
Top Growing Industries



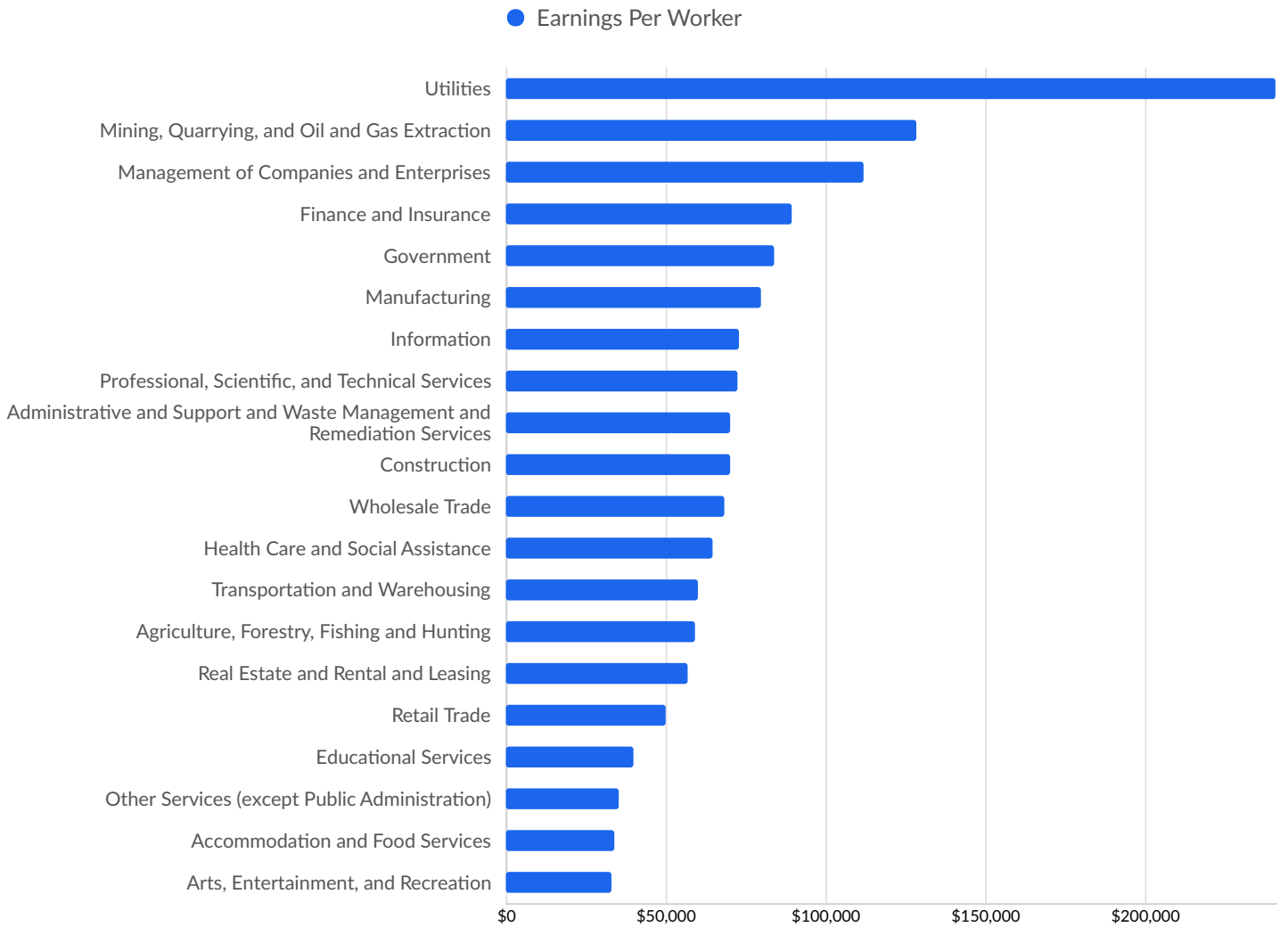
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



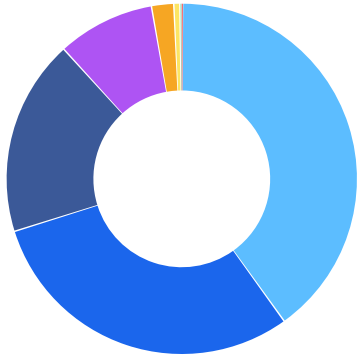
Business Characteristics

5,906 Companies Employ Your Workers

Online profiles for your workers mention 5,906 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	293 	Adventist Health	845 
Ukiah Unified School District	264 	CompHealth	202 
Adventist Health	221 	Mendocino County Sheriff's Offi...	177 
San Francisco City College	143 	AMN Healthcare	147 
California School Health Services	86 	County Of Mendocino	86 
City Of Ukiah	80 	Soliant Health	86 
Frank R Howard Memorial Hosp...	68 	Aya Healthcare	82 
Mendocino College	62 	State of California	74 
Mendocino Forest Products	61 	MedPro Healthcare Staffing	70 
Savings Bank Of Mendocino Co...	61 	Redwood Cove Healthcare Cent...	68 

Business Size

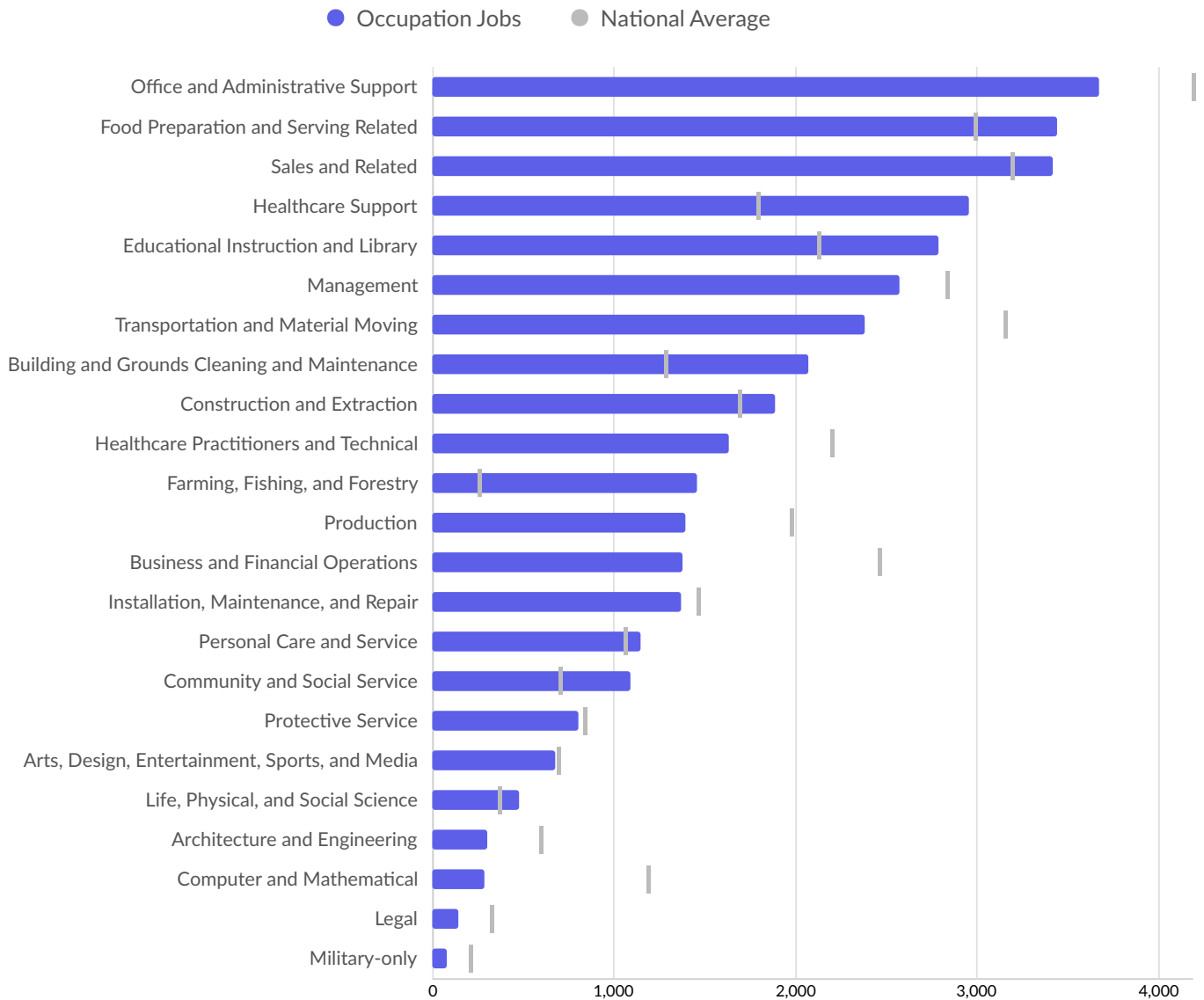


	Percentage	Business Count
● 1 to 4 employees	40.0%	1,800
● 5 to 9 employees	30.1%	1,354
● 10 to 19 employees	18.1%	814
● 20 to 49 employees	9.0%	404
● 50 to 99 employees	2.0%	92
● 100 to 249 employees	0.6%	25
● 250 to 499 employees	0.2%	9
● 500+ employees	0.0%	2

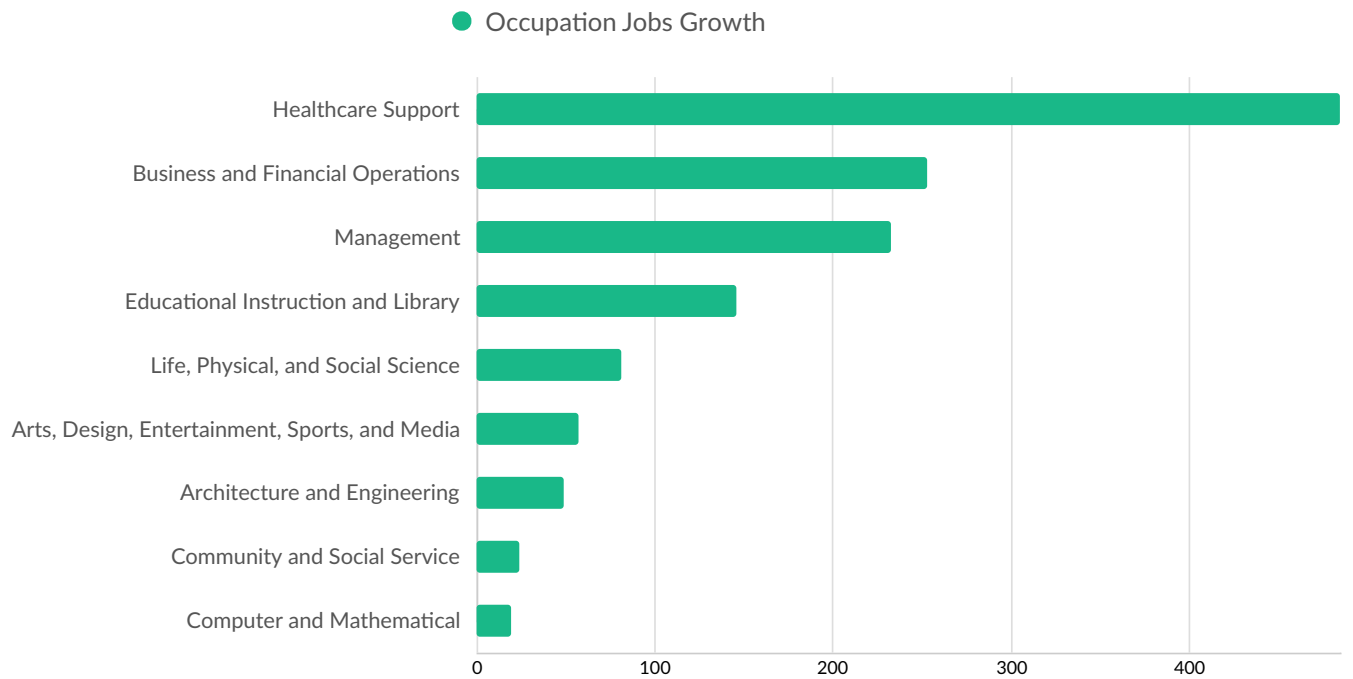
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

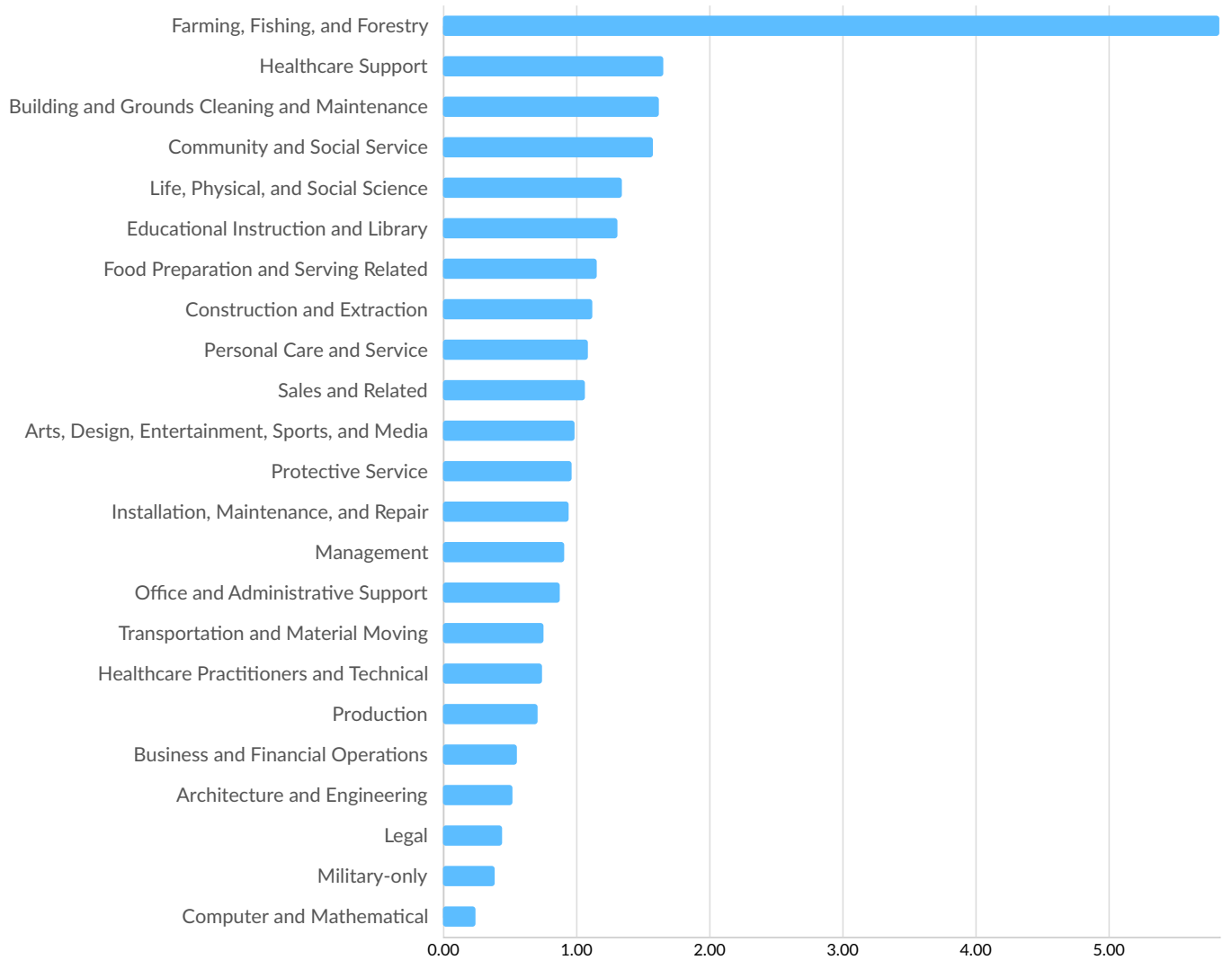


Top Growing Occupations



Top Occupation Employment Concentration

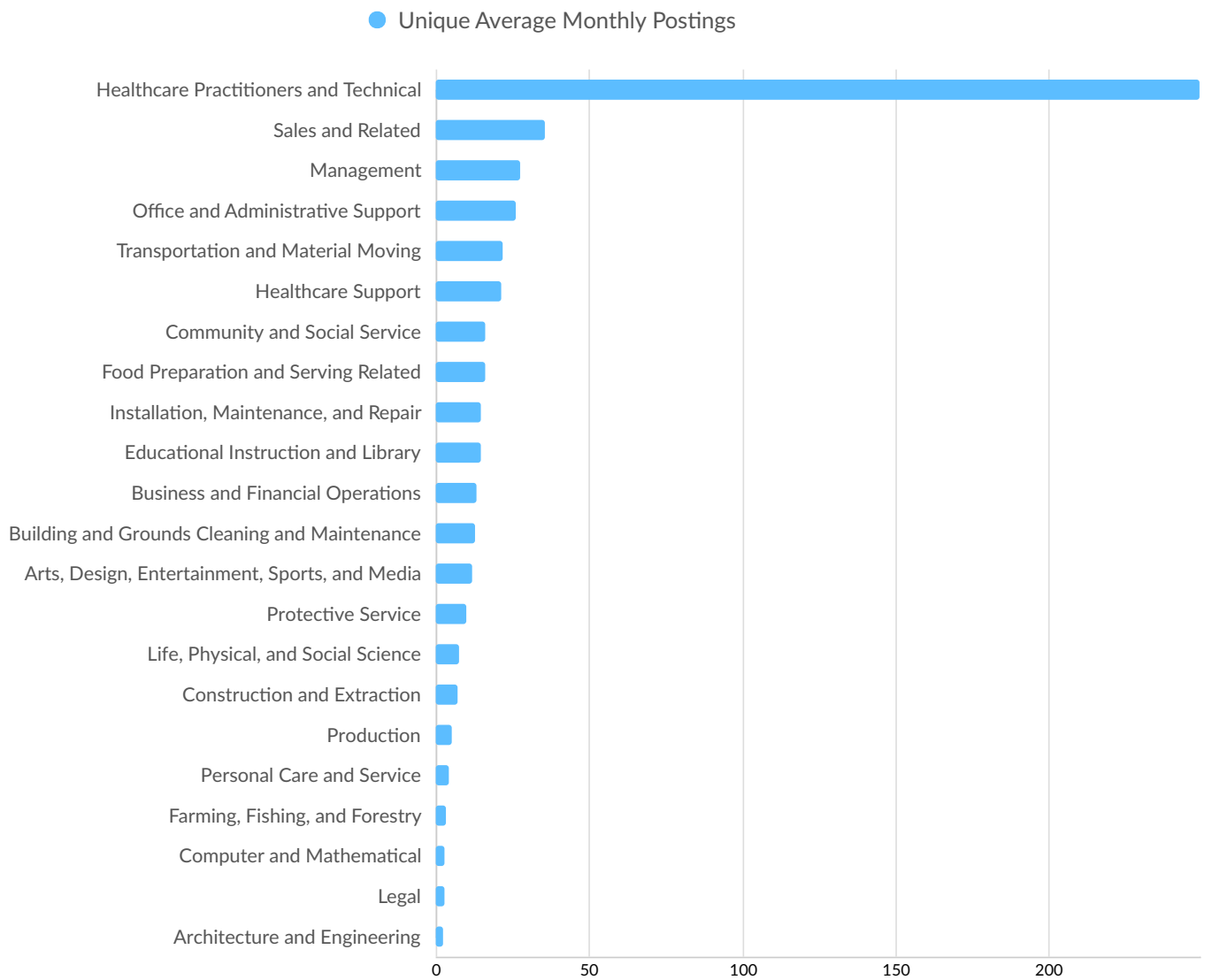
● Occupation Employment Concentration



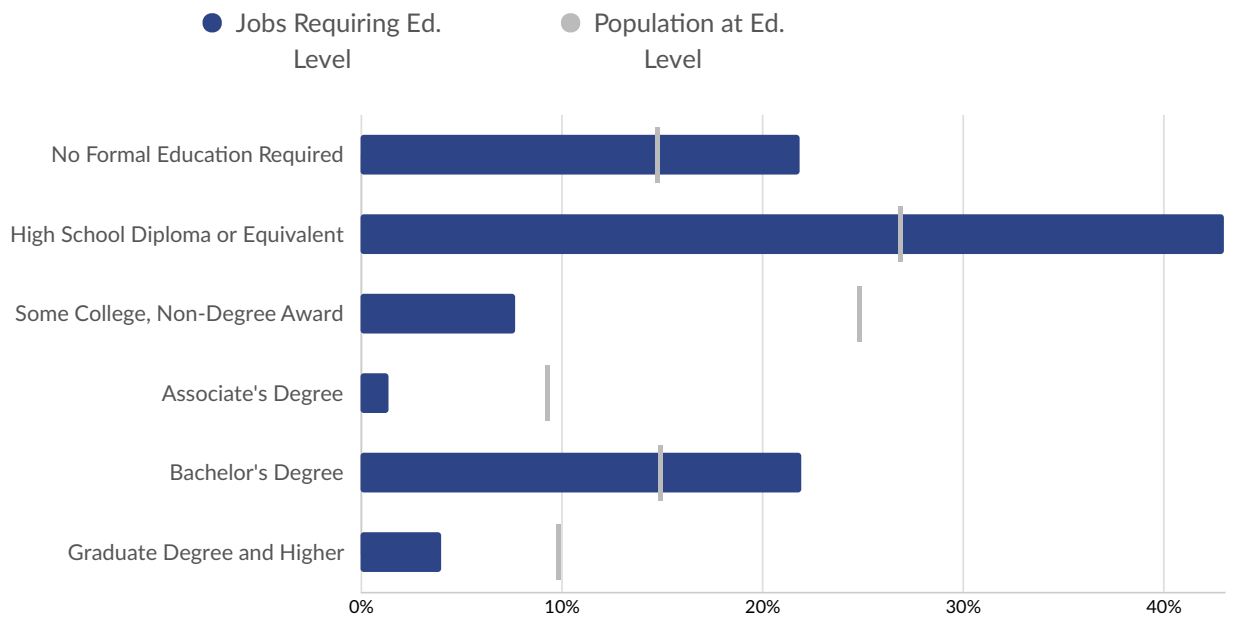
Top Occupation Earnings



Top Posted Occupations

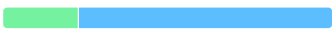
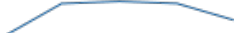





Underemployment



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

