



# 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

**89,175**

**Population (2024)**

Population **grew by 2,243** over the last 5 years and is projected to **grow by 368** over the next 5 years.

**37,480**

**Total Regional Employment**

Jobs **decreased by 855** over the last 5 years but are projected to **grow by 867** 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 2,243. Population is expected to **increase by 0.4%** between 2024 and 2029, adding 368.
- From 2019 to 2024, jobs **declined by 2.2%** in Mendocino County, CA from 38,335 to **37,480**. This change **fell short of the national growth rate of 4.4% by 6.6%**. 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 **9.1% 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.

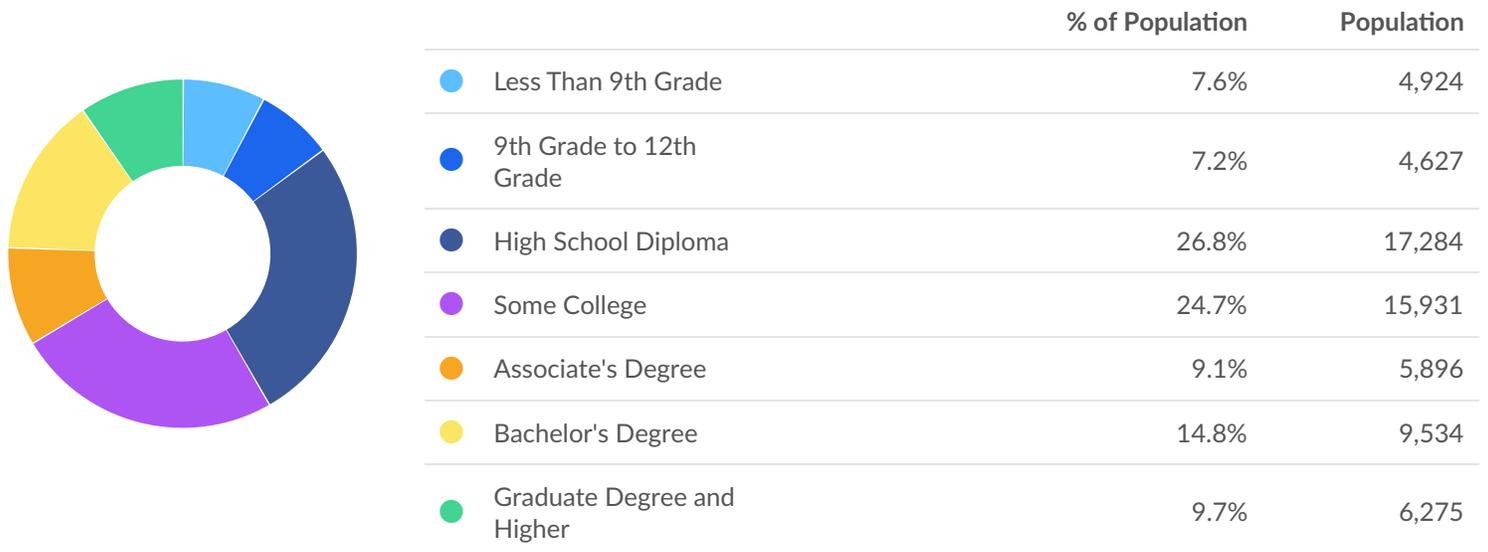
	Population (2025)	Labor Force (Sep 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	89,173	38,075	37,480	131.4	\$4.93B	\$6.41B	\$4.98B
State	39,189,106	19,983,464	20,654,885	135.2	\$4.00T	\$2.00T	\$2.81T

## Sep 2025 Labor Force Breakdown



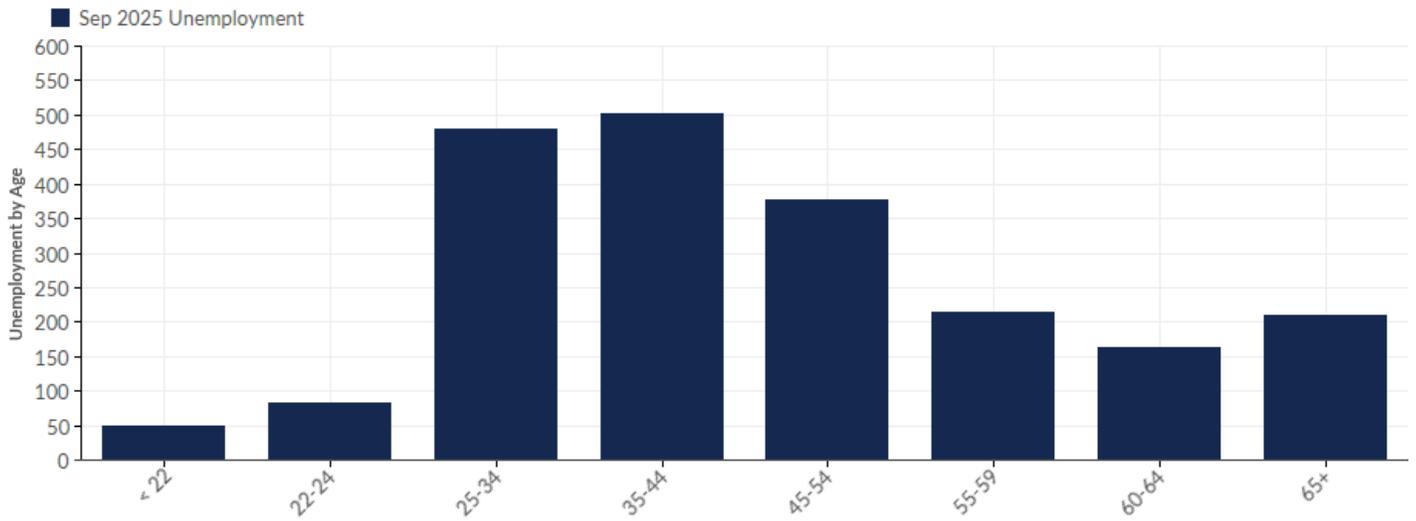
## Educational Attainment

Concerning educational attainment, **14.8% of Mendocino County, CA residents possess a Bachelor's Degree** (6.7% below the national average), and **9.1% hold an Associate's Degree** (0.3% above the national average).



# Unemployment by Demographics

## Unemployment by Age



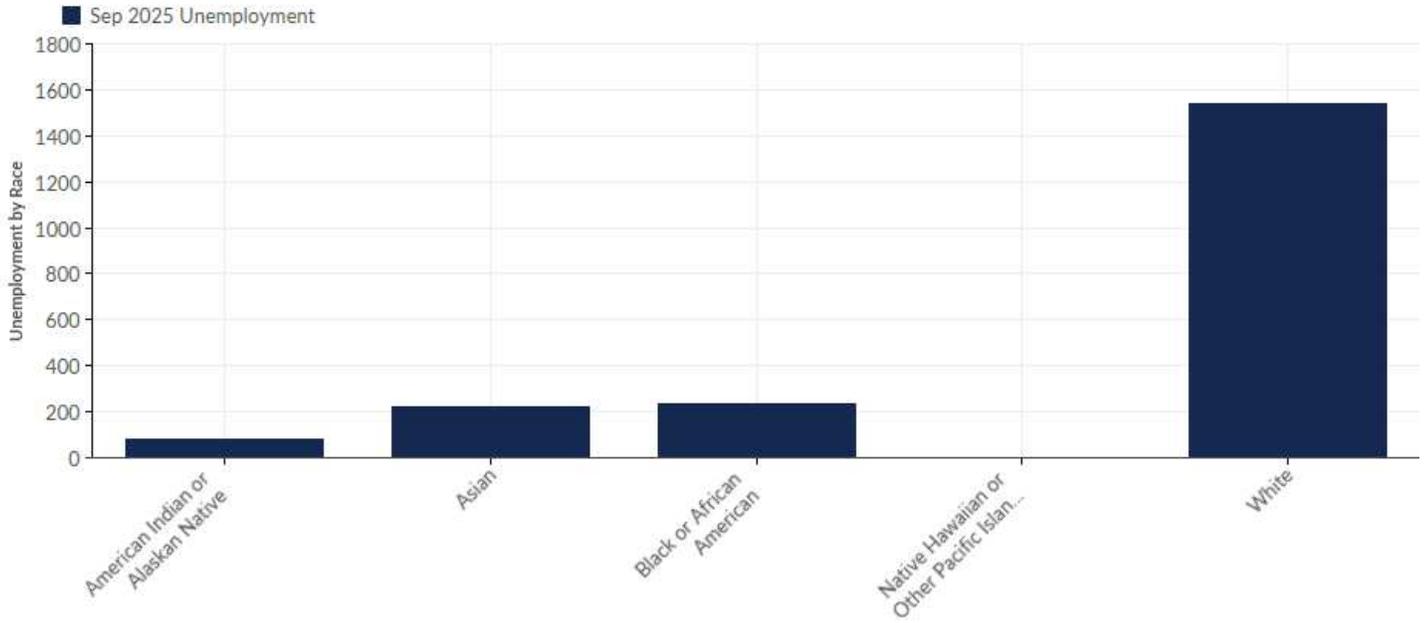
Age	Unemployment (Sep 2025)	% of Unemployed
< 22	49	2.36%
22-24	82	3.95%
25-34	480	23.11%
35-44	502	24.17%
45-54	377	18.15%
55-59	215	10.35%
60-64	163	7.85%
65+	210	10.11%
Total	2,077	100.00%

## Unemployment by Gender



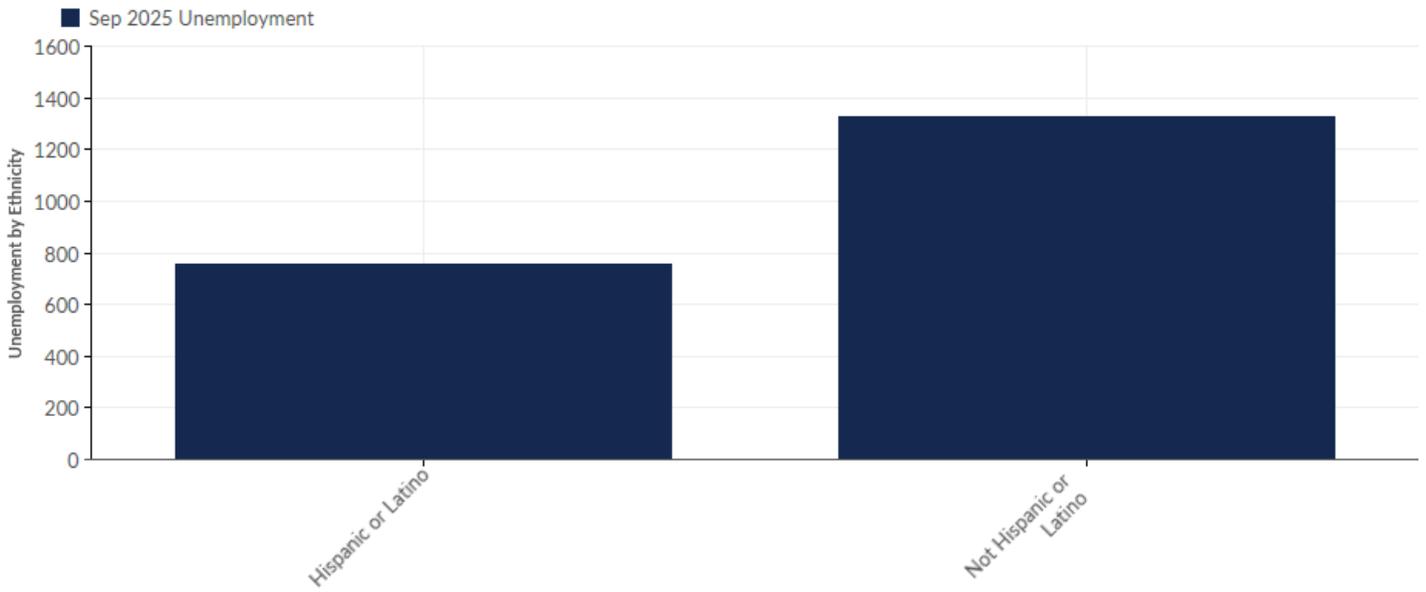
Gender	Unemployment (Sep 2025)	% of Unemployed
Females	1,044	50.26%
Males	1,033	49.74%
Total	2,077	100.00%

## Unemployment by Race



Race	Unemployment (Sep 2025)	% of Unemployed
American Indian or Alaskan Native	80	3.85%
Asian	224	10.78%
Black or African American	231	11.12%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,542	74.24%
Total	2,077	100.00%

## Unemployment by Ethnicity

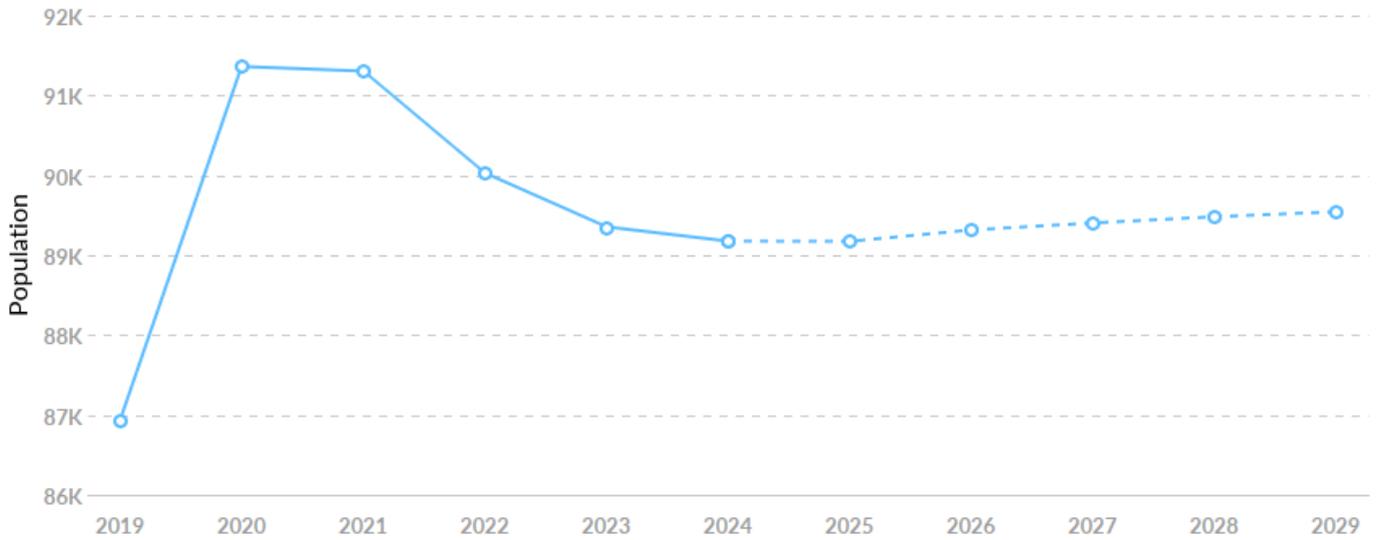


Ethnicity	Unemployment (Sep 2025)	% of Unemployed
Hispanic or Latino	753	36.25%
Not Hispanic or Latino	1,324	63.75%
Total	2,077	100.00%

# Historic & Projected Trends

## Population Trends

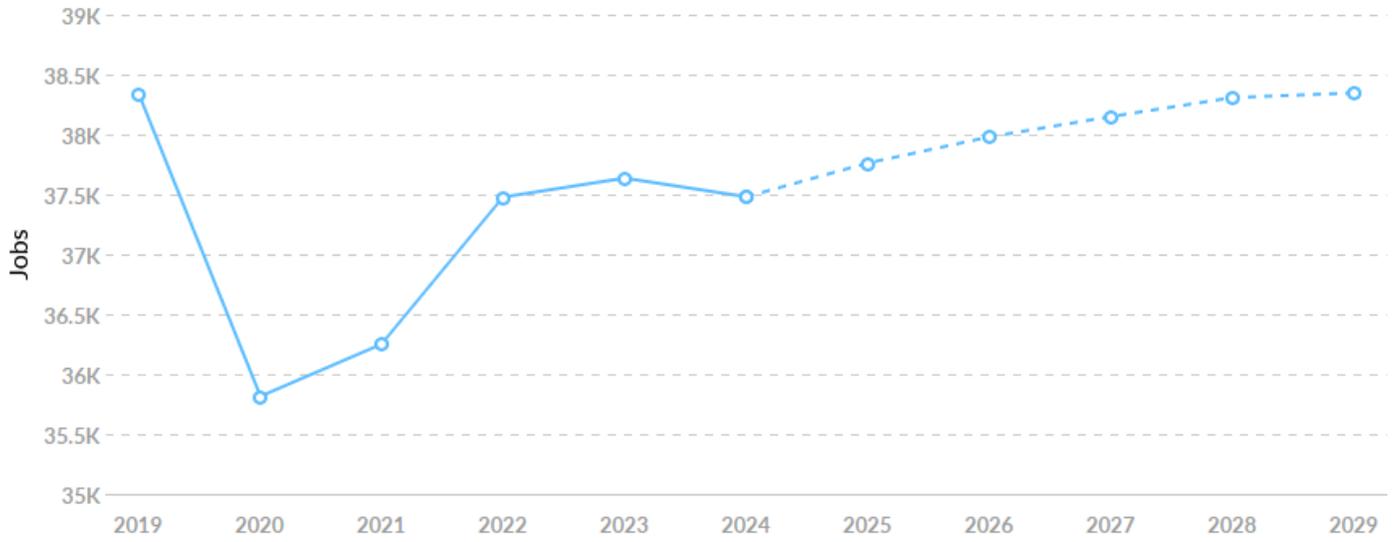
As of 2024 the region's population increased by 2.6% since 2019, growing by 2,243. Population is expected to increase by 0.4% between 2024 and 2029, adding 368.



Timeframe	Population
2019	86,932
2020	91,362
2021	91,303
2022	90,027
2023	89,354
2024	89,175
2025	89,173
2026	89,316
2027	89,403
2028	89,481
2029	89,543

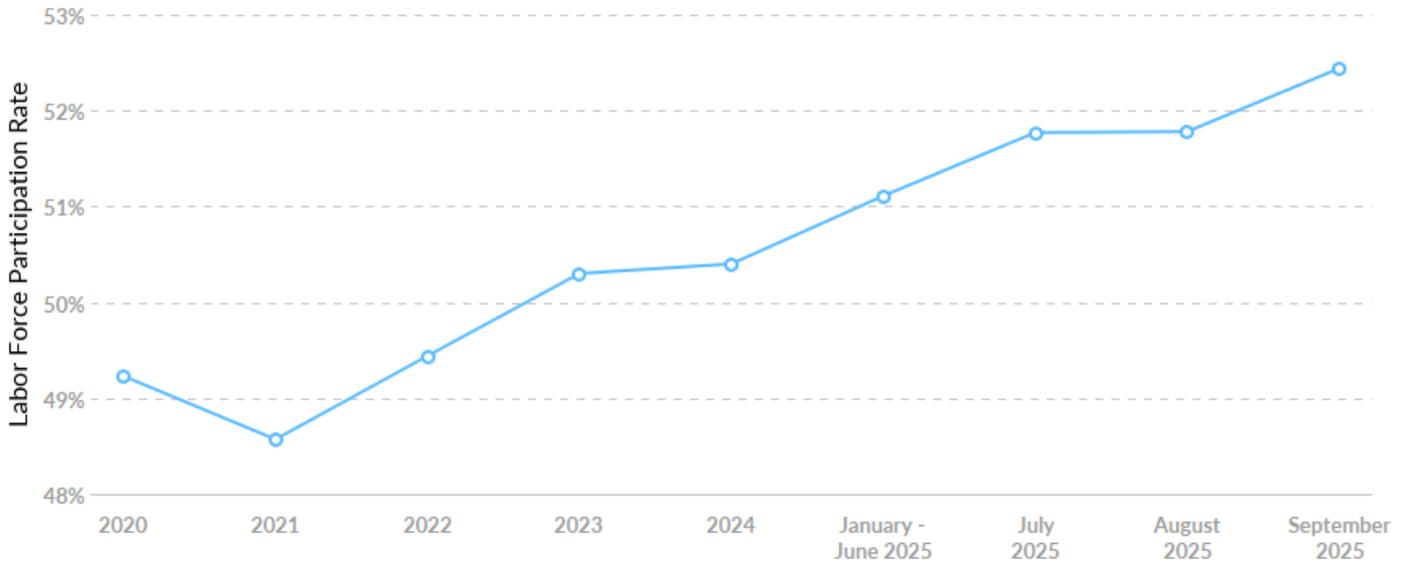
## Job Trends

From 2019 to 2024, jobs declined by 2.2% in Mendocino County, CA from 38,335 to 37,480. This change fell short of the national growth rate of 4.4% by 6.6%.



Timeframe	Jobs
2019	38,335
2020	35,814
2021	36,251
2022	37,478
2023	37,636
2024	37,480
2025	37,762
2026	37,980
2027	38,150
2028	38,308
2029	38,347

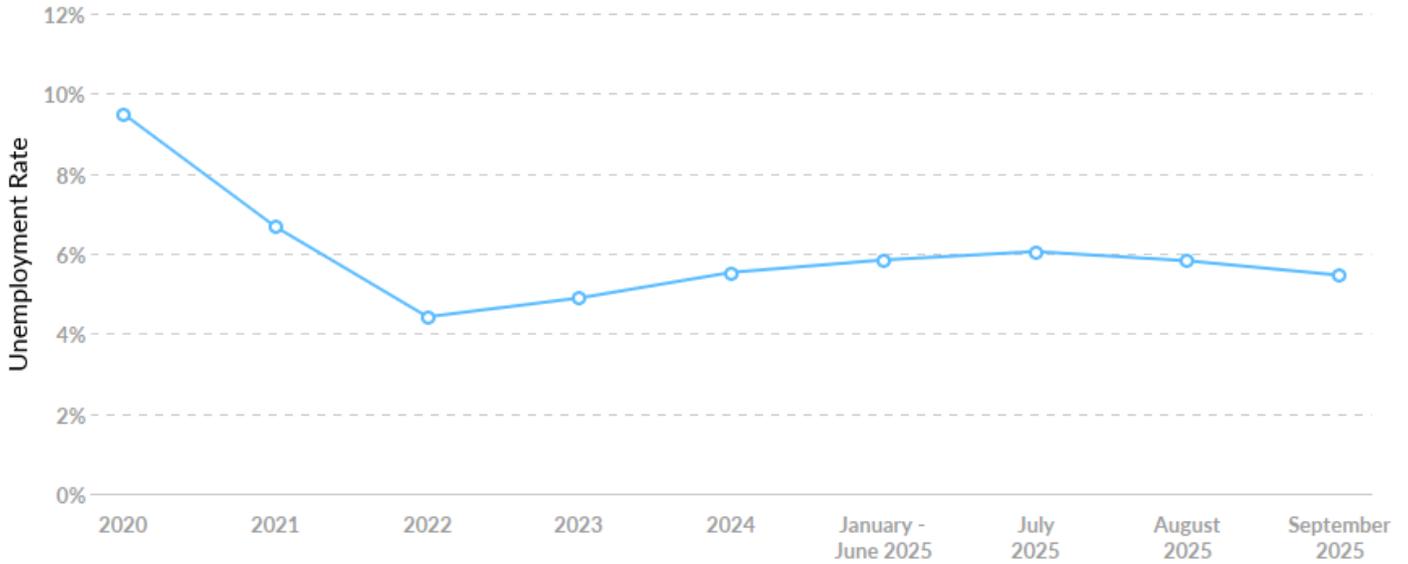
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	49.23%
2021	48.57%
2022	49.44%
2023	50.30%
2024	50.40%
January - June 2025	51.11%
July 2025	51.77%
August 2025	51.78%
September 2025	52.44%

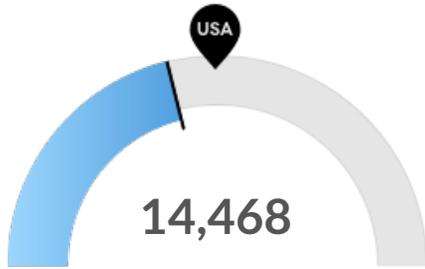
## Unemployment Rate Trends

Mendocino County, CA had a September 2025 unemployment rate of 5.46%, **decreasing from 9.49%** 5 years before.



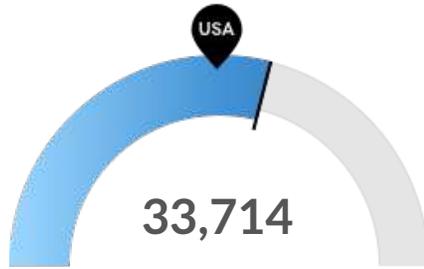
Timeframe	Unemployment Rate
2020	9.49%
2021	6.67%
2022	4.42%
2023	4.89%
2024	5.53%
January - June 2025	5.84%
July 2025	6.05%
August 2025	5.82%
September 2025	5.46%

## Population Characteristics



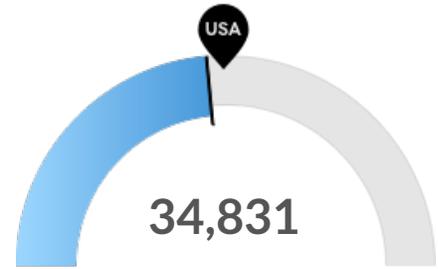
**Millennials**

Mendocino County, CA has 14,468 millennials (ages 25-39). The national average for an area this size is 18,255.



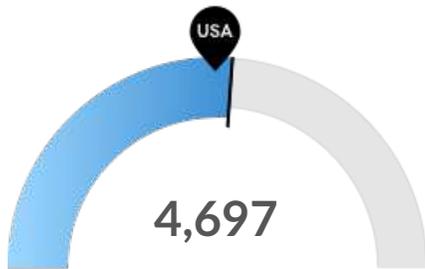
**Retiring Soon**

Retirement risk is high in Mendocino County, CA. The national average for an area this size is 26,964 people 55 or older, while there are 33,714 here.



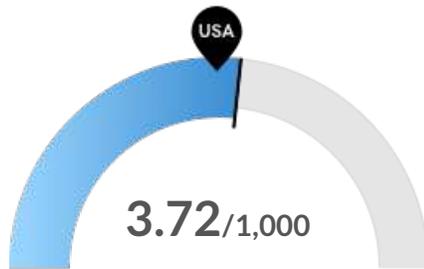
**Racial Diversity**

Racial diversity is about average in Mendocino County, CA. The national average for an area this size is 37,934 racially diverse people, while there are 34,831 here.



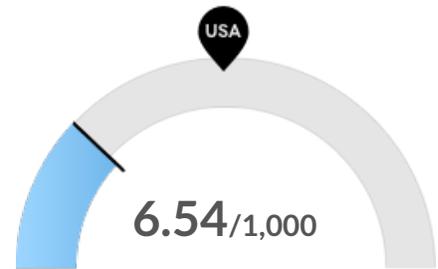
**Veterans**

Mendocino County, CA has 4,697 veterans. The national average for an area this size is 4,396.



**Violent Crime**

Mendocino County, CA has 3.72 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

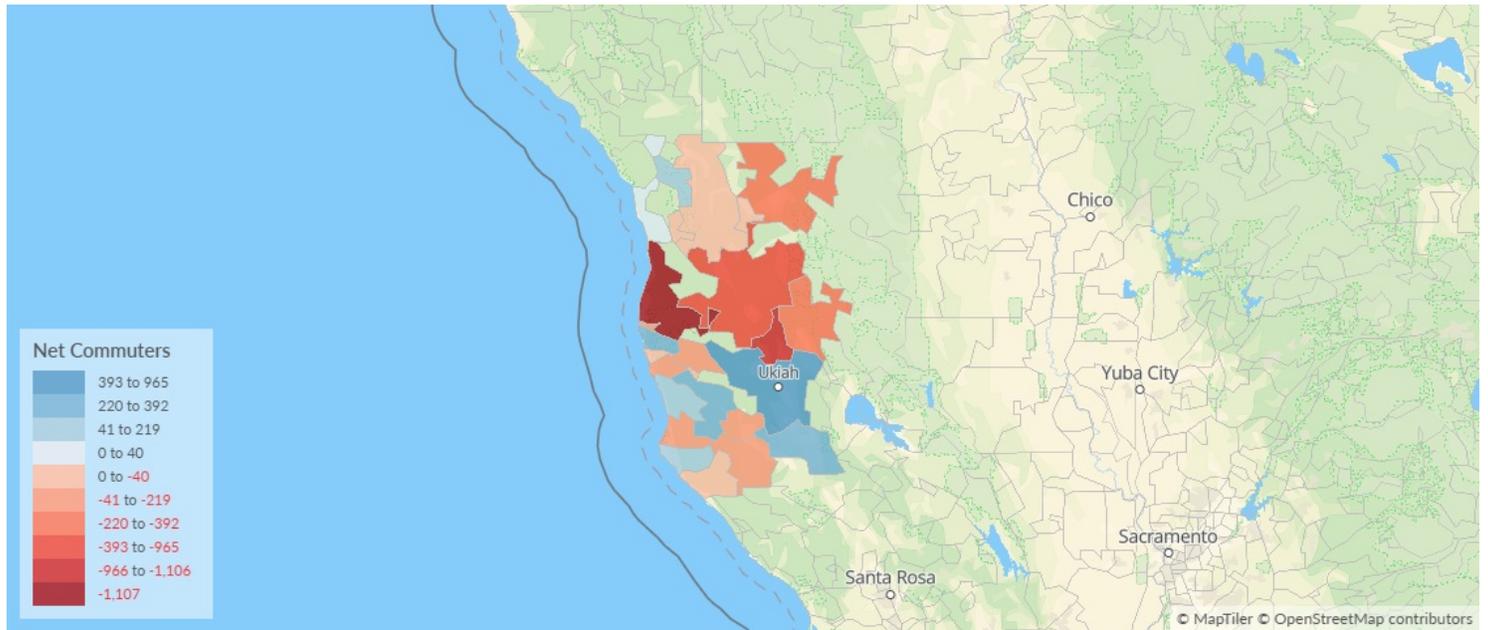


**Property Crime**

Mendocino County, CA has 6.54 property crimes per 1,000 people. The national rate is 16.44 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...	15,241
95437	Fort Bragg, CA (in Mend...	6,573
95490	Willits, CA (in Mendocin...	6,473
95470	Redwood Valley, CA (in ...	1,413
95460	Mendocino, CA (in Men...	1,143

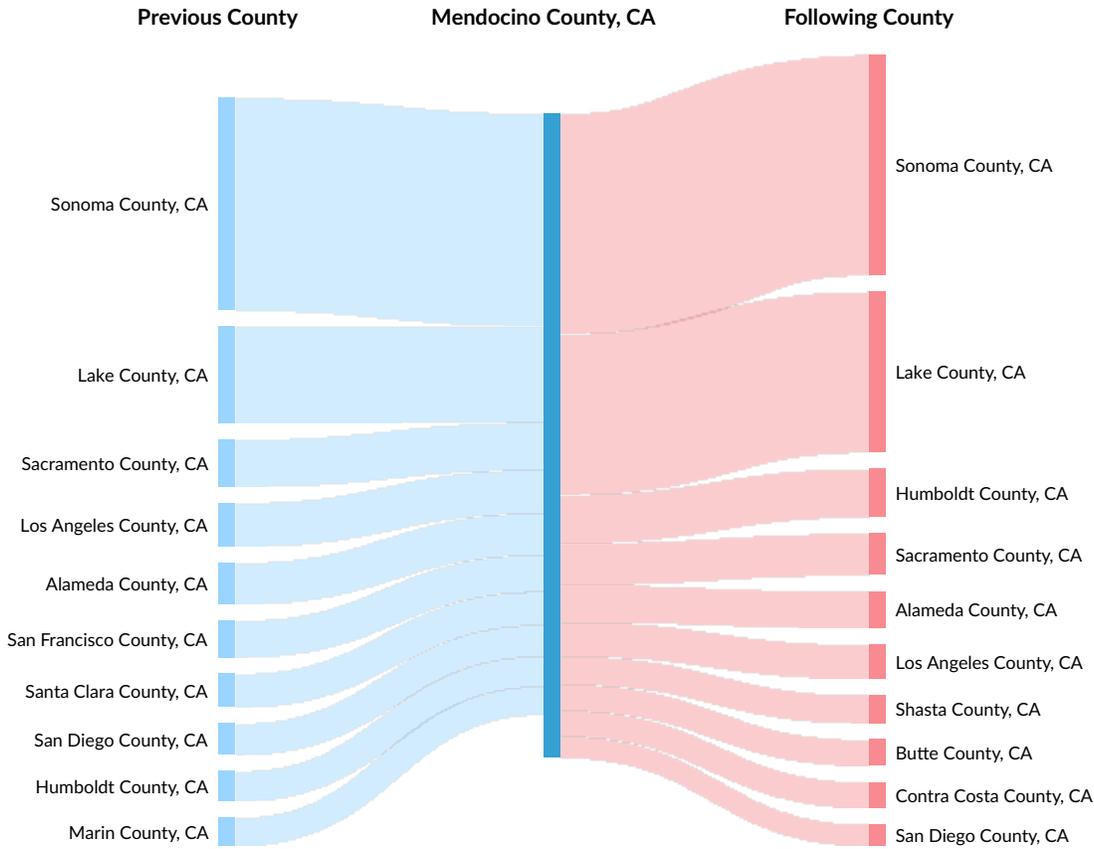
### Where Talent Lives

ZIP	Name	2024 Workers
95482	Ukiah, CA (in Mendocin...	14,765
95437	Fort Bragg, CA (in Mend...	7,680
95490	Willits, CA (in Mendocin...	6,867
95470	Redwood Valley, CA (in ...	2,379
95469	Potter Valley, CA (in Me...	888

# 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

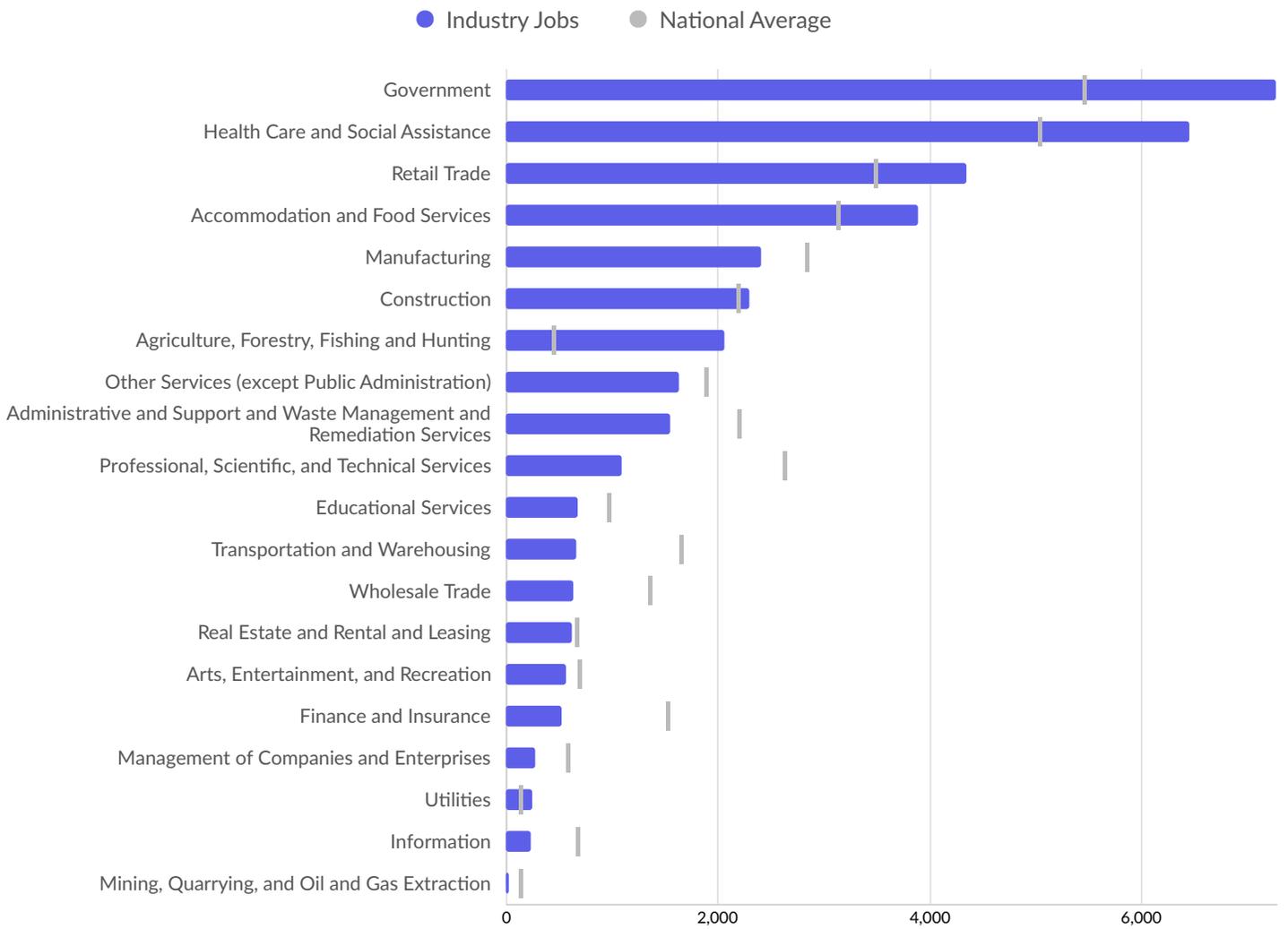
Top Previous Counties	Migrations
Santa Clara County, CA	65
San Diego County, CA	60
Humboldt County, CA	58
Marin County, CA	55
Contra Costa County, CA	53
Butte County, CA	52
Maricopa County, AZ	35
Clark County, NV	35
King County, WA	35

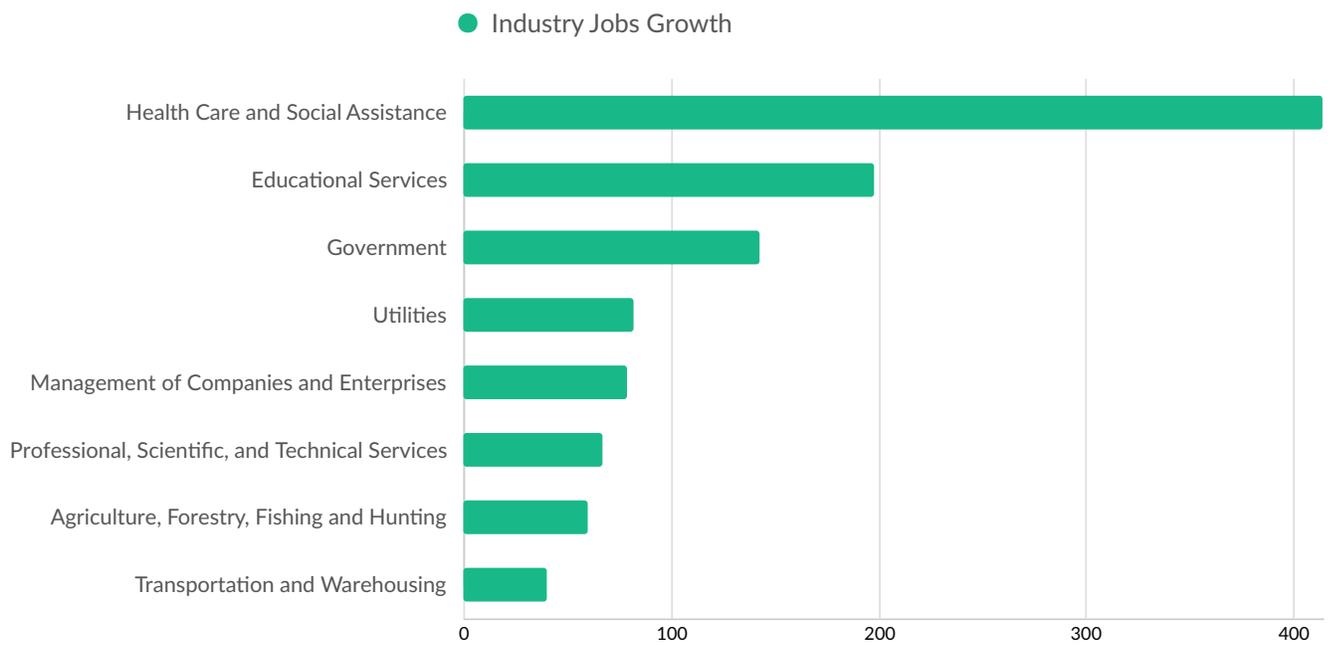
Top Following Counties	Migrations
Sonoma County, CA	427
Lake County, CA	311
Humboldt County, CA	94
Sacramento County, CA	81
Alameda County, CA	71
Los Angeles County, CA	66
Shasta County, CA	54
Butte County, CA	51
Contra Costa County, CA	50
San Diego County, CA	42
Placer County, CA	41
Santa Clara County, CA	40
San Francisco County, CA	38
Pierce County, WA	35
Washington County, OR	35

# Industry Characteristics

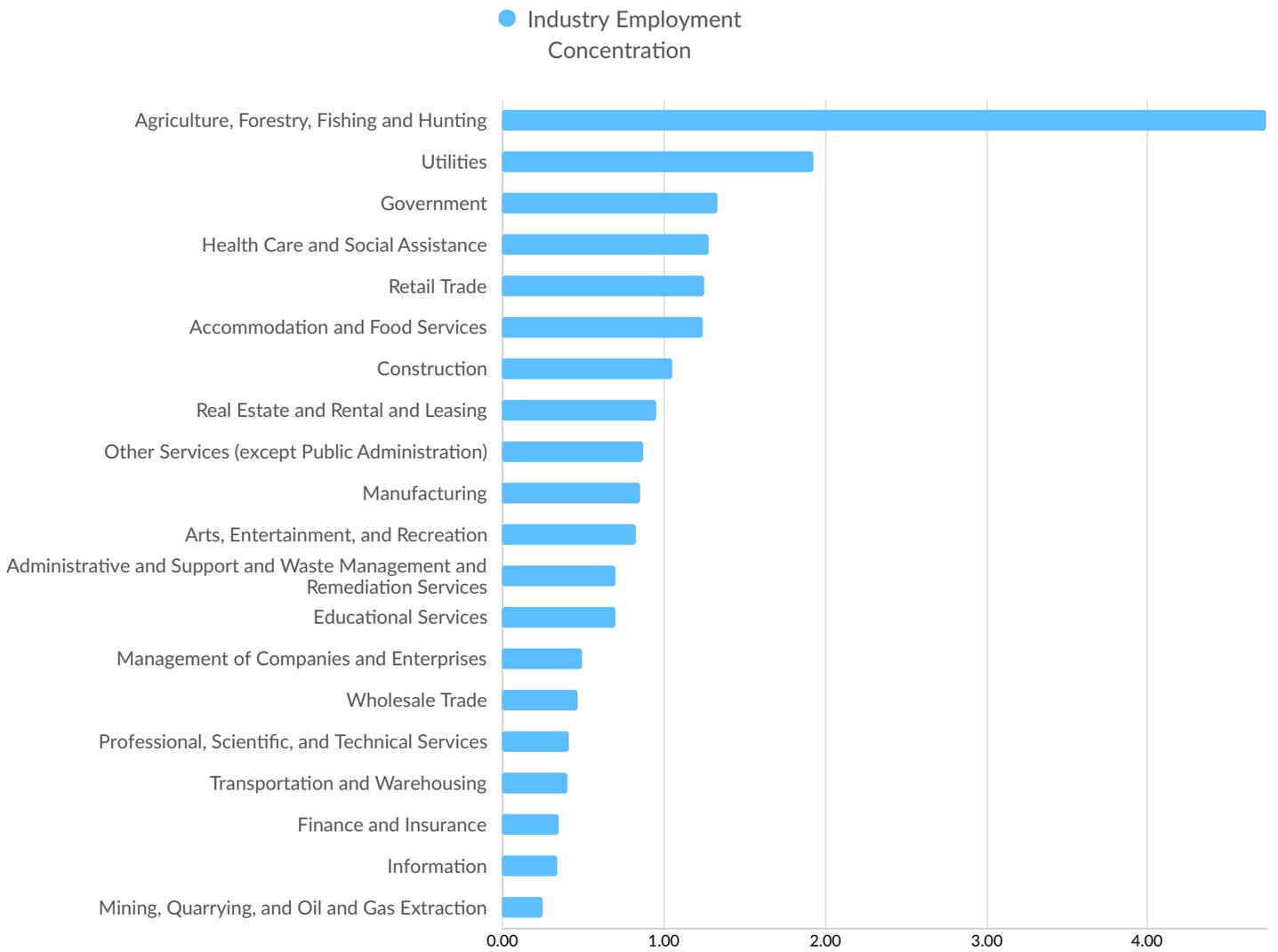
## Largest Industries



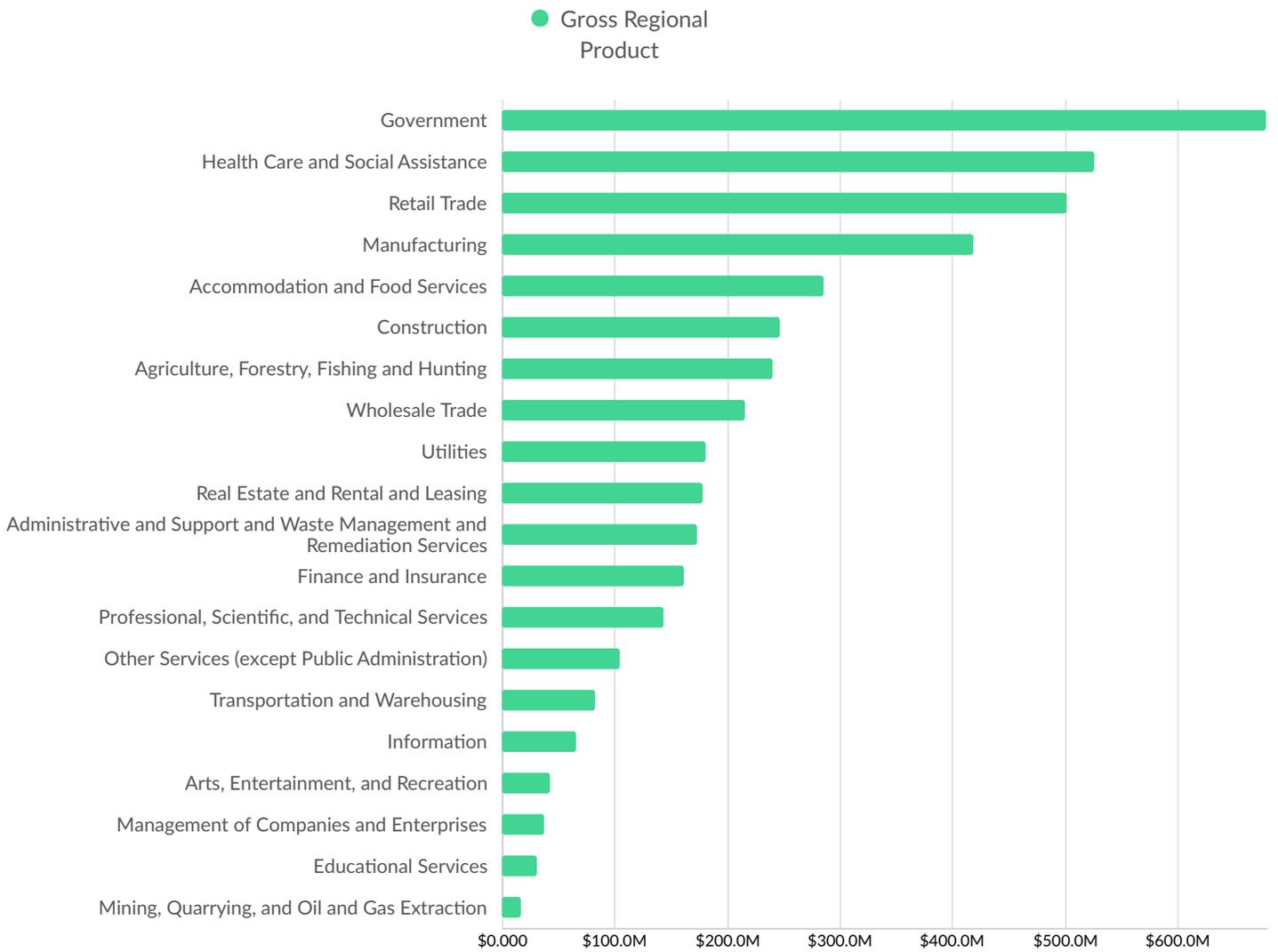
## Top Growing Industries



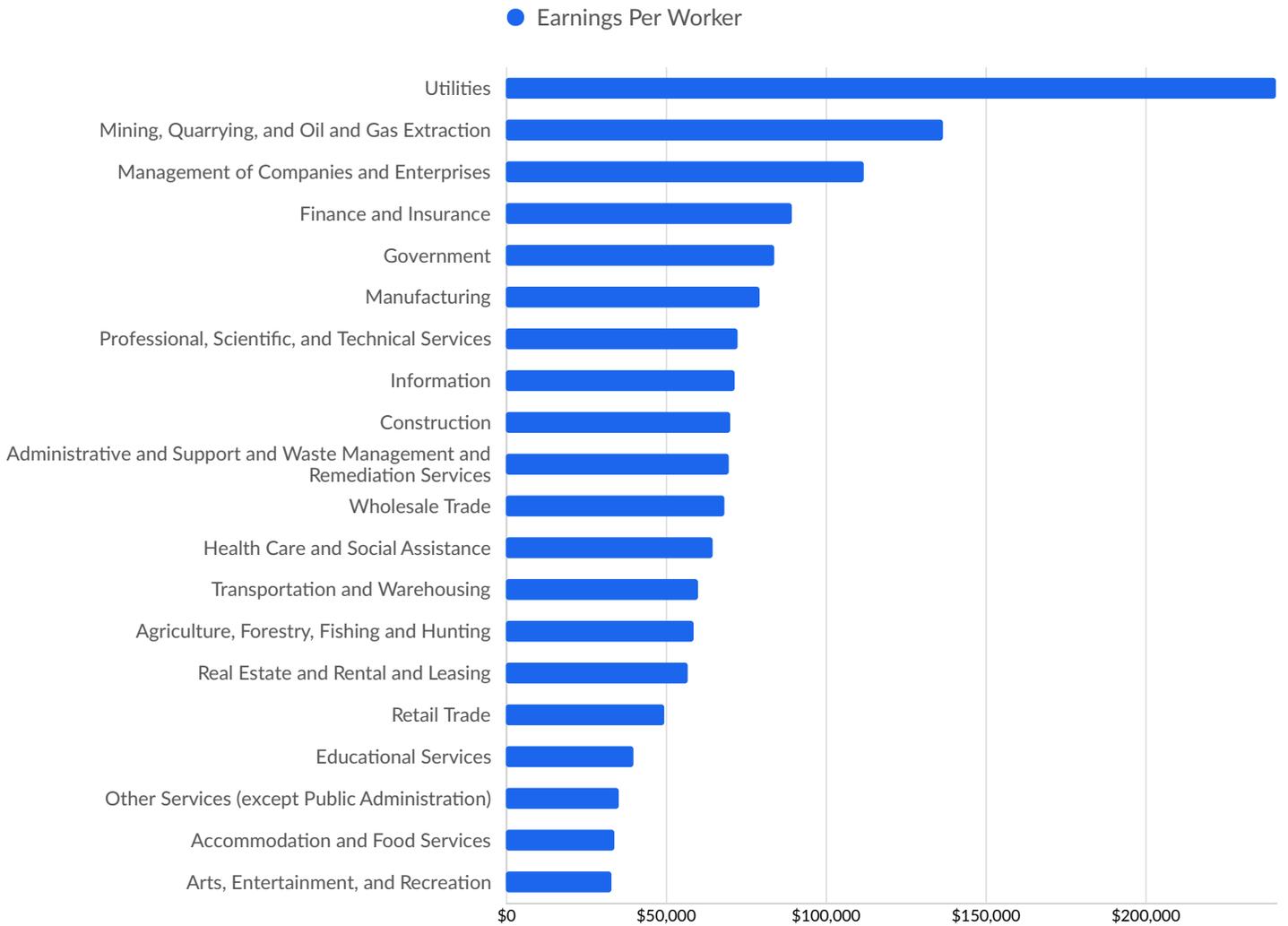
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



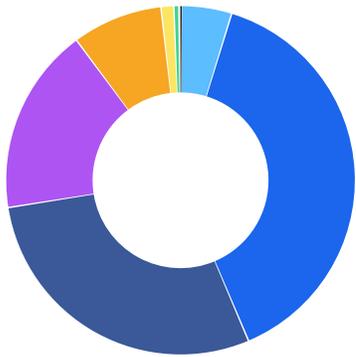
## Business Characteristics

### 7,378 Companies Employ Your Workers

Online profiles for your workers mention 7,378 companies as employers, with the top 10 appearing below. In the last 12 months, 929 companies in Mendocino County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Adventist Health	301 	Adventist Health	917 
County Of Mendocino	280 	CompHealth	225 
Ukiah Unified School District	260 	County Mendocino	194 
Mendocino College	185 	AMN Healthcare	165 
Mendocino County Office Of Ed...	94 	Soliant Health	145 
City Of Ukiah	84 	County Of Mendocino	138 
Savings Bank Of Mendocino Co...	66 	Vetted Health	122 
Redwood Community Services	61 	MedPro Healthcare Staffing	106 
Mendocino Forest Products	57 	EMIT Learning	98 
Northcoastmediationgroup	50 	Mendocino County Sheriff's Offi...	97 

## Business Size

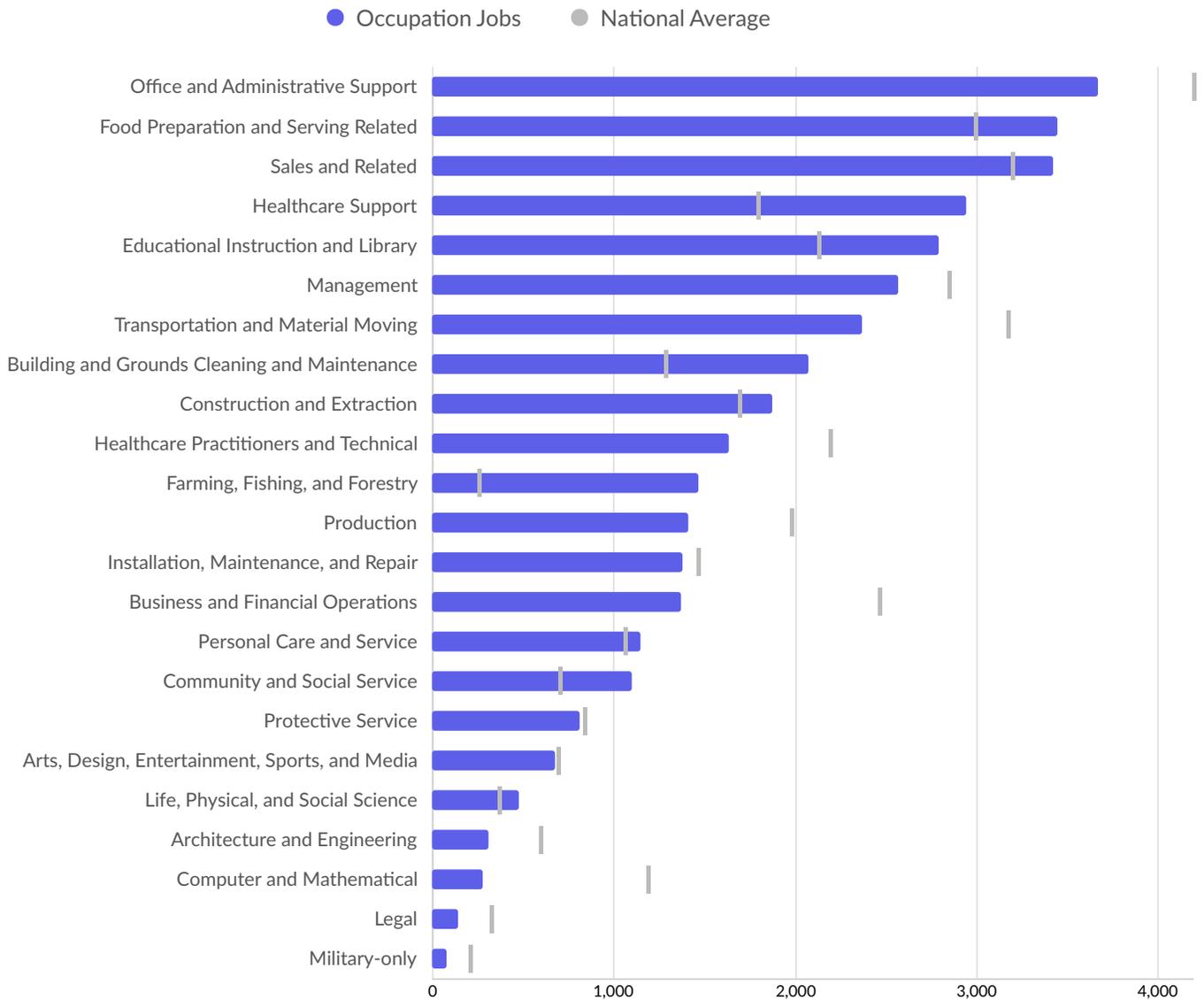


	Percentage	Business Count
1 to Professional employees	4.7%	130
1 to 4 employees	38.9%	1,083
5 to 9 employees	28.9%	804
10 to 19 employees	17.3%	483
20 to 49 employees	8.4%	233
50 to 99 employees	1.2%	33
100 to 249 employees	0.5%	13
250 to 499 employees	0.2%	5
500+ employees	0.0%	1

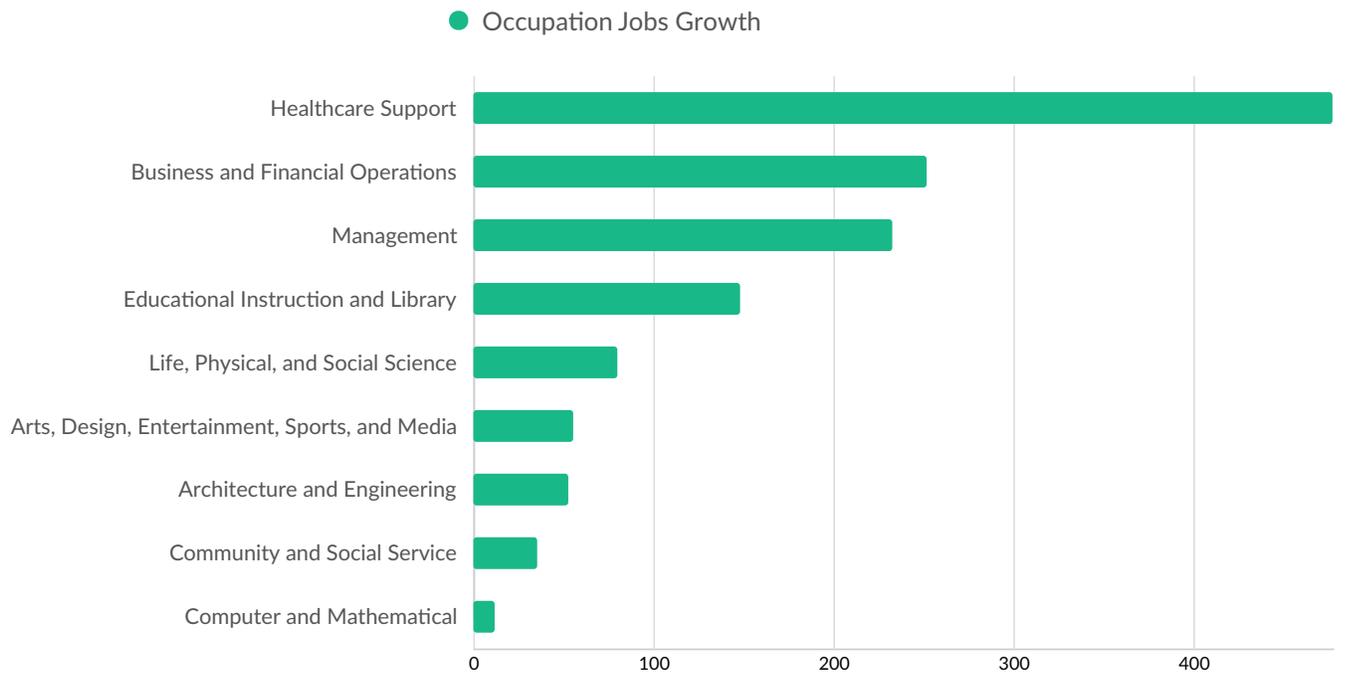
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations



## Top Occupation Employment Concentration

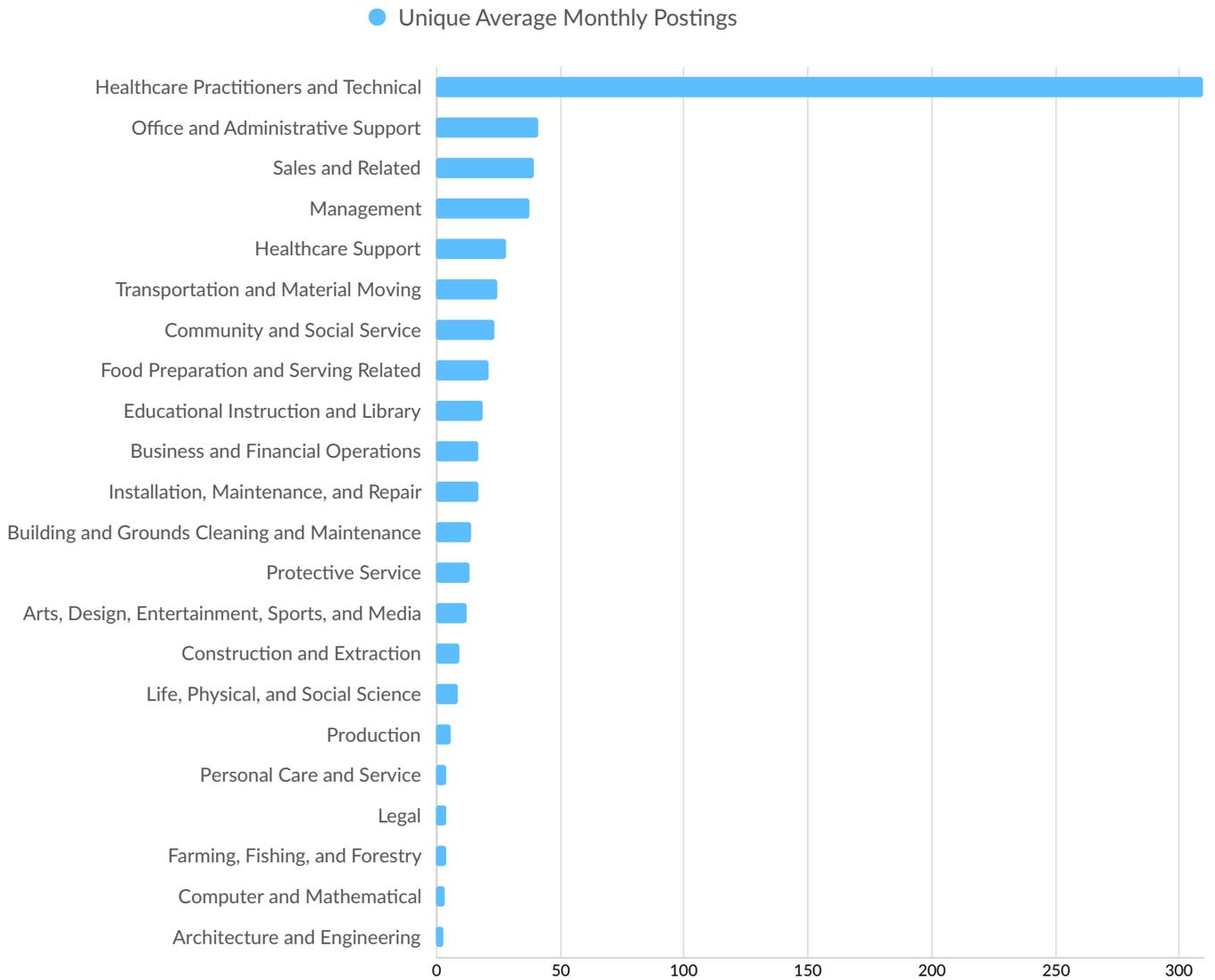
● Occupation Employment Concentration



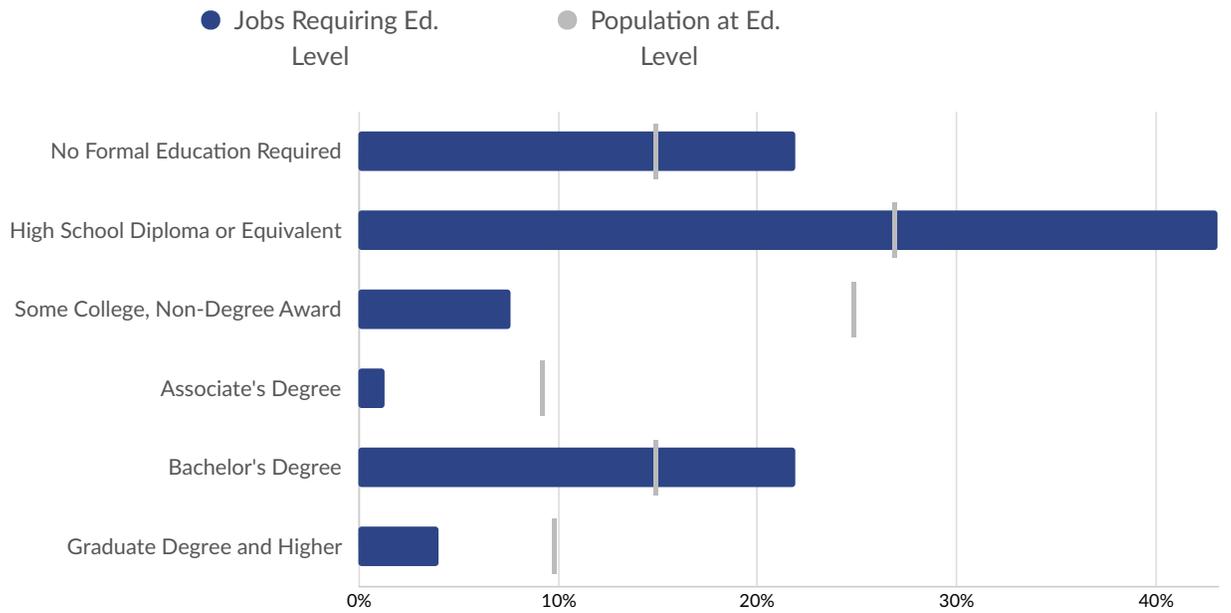
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

In 2024, there were 484 graduates in Mendocino County, CA. This pipeline has shrunk by 24% 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 (2024)	Graduate Trend (2020 - 2024)
Mendocino College	471 	
DHARMA REALM BUDDHIST UNIVERSITY	13 	
Ukiah Adult School	0	

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

# In-Demand Skills

