



COUNTY OF MENDOCINO

Executive Office

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MEMORANDUM

DATE: December 5th, 2023

TO: HONORABLE BOARD OF SUPERVISORS

FROM: EXECUTIVE OFFICE

SUBJECT: ECONOMIC DEVELOPMENT DIVISION UPDATES

SUMMARY

This report is structure in three sections, an economic overview of Mendocino County, current grant initiatives, and updates of actions taken with our Economic Development Division. Before we dive into initiatives and department goals, it is important to have awareness of our population demographics and economic indicators, these will continually inform our decisions and direction in coordination with the County's Strategic Plan.

Current Economic Climate Indicators

California Unemployment Rate

September 2023 preliminary 4.7%, up .7% from 2022 and .01% from Aug 2023

Mendocino County

Unemployment Rate September 2023 4.6%

2022 Median Price of Homes Sold \$537,500, monthly payment including taxes and insurance \$3,460, minimum qualifying income \$138,400

2022 Median Household Income \$56,378

2021 55.6% of Renters spend 30% or more of household income on rent

Households with a computer 2021 89.3%

Households with a broadband Internet subscription 2021 83.6%

POPULATION

Mendocino County Total Population 91,534

Population by Race	Population	% Of Total Population
Native/Indigenous	2,779	3.0%
Two or More Races	3,253	3.8%
Asian	1,969	2.2%
Black	554	0.6%
Latino/Hispanic	24,068	26.3%

Hawaiian/Pacific Islander	124	0.1%
Other Race	490	0.5%
White	58,074	63.4%

Population by Age	Population	% Of Total Population
0-9 Years	11,226	12%
10-19 Years	10,437	12%
20-34 Years	14,743	16%
35-54 Years Age	21,633	24%
55-64 Years	12,998	14%
65 and Over *	20,497	22%

*California 65 and over is 15.8%

HOUSING

Housing 1991 (CSAC Source) Mendocino County Population as of 1991: 80,820

Unit Type	Single family	Multifamily	Mobile Homes	Total Units
Number of Units	24,219	4,684	5,233	34,136

Housing 2021 (Est. EDD source) Mendocino County Population as of 2021: 91,534

Unit Type	Single Family	Multifamily	Mobile Homes	Total Units
Number of Units	31,452	5,659	4,165	41,276

<u>Housing (41,276)</u>	<u>Number of Units</u>	<u>Percent of Total Units</u>
Occupied Housing	34,183	82.8%
Vacant Housing	7,093	17.2%

<u>Occupied Housing (34,183)</u>	<u>Number of Units</u>	<u>Percentage of Occupied Housing</u>
Owner-Occupied	20,603	60.3%
Renter-Occupied	13,580	39.7%

1991 Housing ratio 2.37 people to 1 home (unadjusted for vacancies)

2021 Housing ratio 2.61 people to 1 home (adjusted for vacancies)

Data sets for 1991 and 2021 are pulled from different sources. The former is not adjusted for unoccupied residences, the latter is not. Based on changes in technology and vacation rental trends, it is reasonable to assume the number of unoccupied residences increase greatly between 1991 and 2021, and that these ratios fairly represent the housing dynamics of their time.

Additionally, we can also note the population demographics in age, as well as decreased family size, in short, more households are smaller in size than 1991. What this shows is that our population has outpaced our housing stock.

Current trends in economic development have, especially post COVID shutdown, has shifted away from attracting the business enterprise to attracting the residents. Desirable housing, neighborhoods and walkable downtowns are central to attracting and retaining residents.

WORKFORCE

Mendocino County Total Jobs as of September 2023

Total Jobs	33,020
Total Farm	2,320
Total Goods Producing	4,490
Service-Providing (Gov't and Private)	26,210

Occupations In Mendocino County with Fastest Job Growth 2018-2028

Occupation	Current Est.	Projected	% Change
Nurse Practitioners	120	180	50%
Physical Therapist Assistants	30	40	33.3%
Medical and Health Services Managers	300	400	33.3%
Maintenance Workers Machinery	30	40	33.3%
Respiratory Therapists	110	140	27.3%

Construction Workforce*	Current Est.	Projected	% Change
Construction Managers	190	220	15.8%
Construction Laborers	1,160	1,220	5.2%
Construction Trade Workers	4,050	4,340	7.2%

*The growth rates in construction trades are not high on the list by percentage; however, they make up a large percentage of jobs and the number of people retiring or leaving the construction workforce far out paces those entering it by about five to one.

North Coast Region (Del Norte, Humboldt, Mendocino, and Lake County) 2020-230 Occupations with the Most Job Openings

Occupation	Total Openings	Median Hourly	Median Annual
Home Health and Personal Care Aides	11,340	\$ 15.26	\$ 31,726
Cashiers	6,960	\$ 15.00	\$ 31,200
Fast Food and Counter Workers	5,460	\$ 15.45	\$ 32,131
Farmer Workers and Laborers, Crop, Nursery or Greenhouse	4,180	\$ 15.31	\$ 31,863
Retail Sales	3,840	\$ 15.12	\$ 31,457

While forecasts predict the fastest growing jobs are in higher paying sectors, lower wage jobs are far more prevalent with higher numbers in overall demand. While private sector and market forces play a large role in wages, knowledge of the workforce and job opportunities helps inform the direction and priorities of the economic development department.

INITIATIVE UPDATES

SMEDD Updates

As part of my role at the county I provide staff support to the Sonoma Mendocino Economic Development District, also known as SMEDD. As a reminder the Sonoma Mendocino Economic Development District (SMEDD) is a Joint Powers Authority between Mendocino and Sonoma Counties recognized by the EDA. Our current board members representing Mendocino County are Tim Karas, Jim Mayfield, Mary Anne Petrillo, and Paul Garza.

The primary objects of SMEDD are to:

- Support economic resilience in the region
- Become more responsive and nimbler in the face of uncertain future

What we are working on SMEDD – CEDS (Comprehensive Economic Development Strategy) Annual Update. The SMEDD is responsible for crafting and updating Comprehensive Economic Development Strategy for the region. The Comprehensive Economic Development Strategy (CEDS) is the primary planning tool to accomplish these objectives. Within this strategy there are several goals, this update focuses on goal 1 which is to strengthen the Green and Blue Economies and build synergy between tourism and creative clusters

Our current projects in Mendocino County for Goal 1 are:

- Mendocino Coast Blue Economy (Noyo Harbor District/FT Bragg/Noyo Center for Marine Science) (it emphasizes conversation and sustainable management based on the idea that healthy ecosystems are more productive and are fundamental to sustainable - The [Commonwealth of Nations](#) considers it “an emerging concept which encourages better stewardship of our ocean or ‘blue’ resources.”)
- Noyo Ocean Science Center (Noyo Center for Marine Science, CA Dept of Fish and Wildlife, City of Ft Bragg, Mendocino Community College, Marine Mammal Center)
- Seawater Intake Project (City of Ft Bragg, Noyo Center for Marine Science, Noyo Harbor District)
- UC Davis Hopland Research Center Facilities & Infrastructure Project (Hopland Research and extension Center, UCCE Mendocino County) “The UC Hopland Research & Extension Center is a multi-disciplinary research and education facility in California’s north coast region. We are stewards of more than 5,300 acres of oak woodland, grassland, chaparral, and riparian environments.”
- Mendocino Coast Tribal Center

CALIFORNIA JOBS FIRST formerly CERF

California Jobs First formerly CERF (Community Economic Resiliency Fund) is a \$600 million state-wide initiative designed to promote sustainable and equitable recovery from the economic distress of COVID-19.

For California Jobs First we are part of Redwood Region RISE – a regional community collation of 600+ members working to bring good, sustainable jobs to Del Norte, Humboldt, Lake, Mendocino Counties and Tribal Lands. Redwood Region RISE aims to:

1. Create **thriving-wage opportunities** for workers in our Region.
2. Pursue **sustainable economic growth** (diversifying economies).
3. Get us closer to California’s goals for a **carbon neutral future**.

Redwood Region RISE is committed to creating inclusive [Planning Tables](#) (Tribal, Local and Sector tables) that **center community voices** that don’t always participate in or benefit from economic development planning processes.

This initiative is in the pre-planning phase of the process where tribal and local communities are bringing their voice to the tables to provide information on what the needs of their communities and people are.

We (county) participate in the monthly meetings for their Collaborative which including the planning tables, equity council and voting members. We are part of the voting member block, which will participate in the selection of projects for investment in the region.

DIVISION UPDATES

Based on research data, previous reports and meetings with other local agencies, and the directive laid out by the board of supervisors in the Strategic Plan, economic development priorities are creation of new housing, workforce development and business retention, all with the climate and equitable opportunities to all residences. The following are updates and areas of exploration in each category.

HOUSING

We are taking a close look into Mendocino County's current housing market, what the needs are, and what role the county can play in supporting new adding new housing units to the market.

Our team has met with CDC to hear their perspective. We have also attended trainings on affordable housing, to understand what the county can do to provide opportunities for more affordable housing opportunities. We attended the Housing Developers Conference in Ukiah – joined by members of the tribal community, cities and towns of Mendocino, Fort Bragg, and Eureka, as well as Humboldt, and Lake County.

There is also in need of more market rate housing in our county. We are limited by infrastructure, and so must work in partnership with our cities to develop housing where it is most possible and sustainable. I recently met with Planning and Building to understand policies around the planning and building process, especially regarding ADU construction.

Based on the data presented, we have a large stock of single-family homes, which means there is opportunity there to promote ADU construction on existing single-family residence lots. To do so will require engaging cities and residences.

Planning and Building is already meeting regularly with local cities and towns to work cooperatively on development opportunities. I look forward to participating and support their engagement in this process.

In response to the fires, Planning and Building offered a free ADU plan set to county residences. This plan set is still available. It may be used as is or taken and modified by an architect or engineer to suit the needs of a specific lot.

In collaboration with planning and building as part of the economic development strategy, our department aim is to expand and build awareness to this program through increased community outreach, providing information to residents on financing options and contractor engagement. We are exploring engaging with the cities, some of which offer their own free ADU plan sets, to create a larger database of free plan sets permittable in various jurisdictions throughout the county. Looking to our neighbor, Humboldt County offers multiple plan sets, including above garage ADU plans, which helps create further adaptability by residents.

We are aware of the current economic challenges: high materials costs, strict building codes mandated by the state, and the historically high interest rates limiting access to, and driving up cost of financing.

WORKFORCE DEVELOPMENT

Workforce development is a key a factor in a healthy economy. From what the data shows us there is a need for workforce development, especially within the construction trades, and healthcare professions.

Our team has visited the Mendocino Community College for a tour of their construction trades certification program.

We attended Senator McGuire's announcement of \$1 million investment into construction trade workforce development in partnership with North Coast Builders Exchange for their North Bay

Construction Corps program, an 8-week construction skills and career exploration program for high school seniors.

In doing so, we are gaining awareness around existing programs and how our role at the county can help support these programs.

OTHER UPDATES

ACP(Affordable Connectivity Program) is a program which offers reduced cost internet service to qualifying residents. We are working with Tony Rakes to help promote the ACP program to our greater Mendocino County community.

Our team has met with local farmers, farm program leaders and UC Davis extension in Hopland to discuss land access, and collaborative efforts for local farmers. This is an ongoing discussion with the community.



Solar/electrification – We have met with Sonoma Clean Power and connected them with General Services to explore feasibility study for charging stations at the Avila Ft Bragg.

Website – We are working on/developing the Economic Development webpage to become a one stop shop and resource to current and new businesses, as well as workforce. We will provide resources on starting a new business, funding for existing businesses, job training and workforce development for companies and individuals

Upcoming Events – This week we will be attending a roundtable economic discussion hosted by Community Foundation to bring together stakeholders within the sphere of economic development together to find ways to collaborate and support one another's efforts.

APPENDIX & SOURCES

EMPLOYMENT AND WAGES

	Home	Benefits Login	Employer Login
	Jobs	Claims	Employers
	Newsroom	Search	

Employment by Industry (Not Seasonally Adjusted) [\[Top\]](#)

Year	Time Period	CES Industry Title	No. of Employed
2023	Oct	Total Wage and Salary	32,960
2023	Oct	Total Nonfarm	30,810
2023	Oct	Service-Providing	26,240
2023	Oct	Total Private	24,180
2023	Oct	Private Service Providing	19,610

[More Historical Data](#), [Get More Info \(Data Library\)](#)

Occupations with Fastest Job Growth (% change) [\[Top\]](#)

Occupation	Estimated Year - Projected Year	Employment		Employment Change		
		Estimated	Projected	Number	Percent	
Nurse Practitioners	2018 - 2028	120	180	60	50.0	
Physical Therapist Assistants	2018 - 2028	30	40	10	33.3	
Medical and Health Services Managers	2018 - 2028	300	400	100	33.3	
Maintenance Workers, Machinery	2018 - 2028	30	40	10	33.3	
Respiratory Therapists	2018 - 2028	110	140	30	27.3	

[More](#) [Get More Info \(Data Library\)](#)

Data for Mendocino County is not available. Data for North Coast Region has been displayed for Occupations with Fastest Job Growth (% change)

Projections of Employment by Industry

High Wage Occupations [\[Top\]](#)

Occupation	Year	Time Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
Pediatricians, General	2023	1st Qtr	\$131.00	\$0.00	\$0.00	\$0.00
Psychiatrists	2023	1st Qtr	\$129.63	\$72.99	\$0.00	\$0.00
Family Medicine Physicians	2023	1st Qtr	\$119.59	\$0.00	\$0.00	\$0.00
Chief Executives	2023	1st Qtr	\$95.04	\$50.12	\$0.00	\$0.00
Dentists, General	2023	1st Qtr	\$92.82	\$58.72	\$0.00	\$0.00

[More](#) [Get More Info \(Data Library\)](#)

<https://labormarketinfo.edd.ca.gov/cgi/databrowsing/localAreaProfileQSResults.asp?selectedarea=&selectedindex=&menuChoice=localAreaPro&state=true&geogArea=0604000045&submit1=View+the+Local+Area+Profile>

2020-2030 Local Employment Projections Highlights

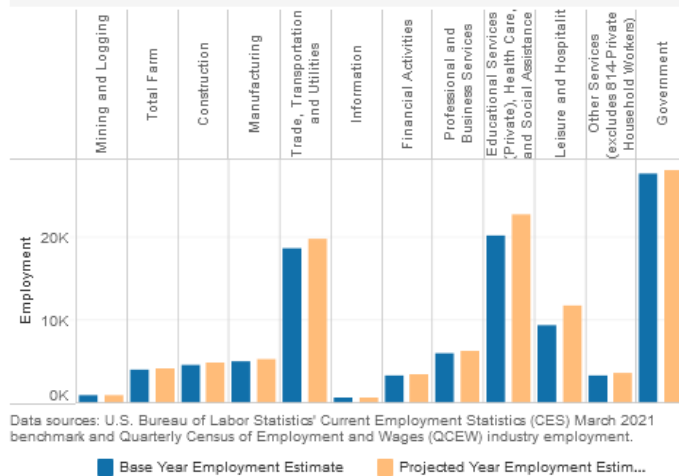
Select Area Name

North Coast Region (Del Norte, Humboldt, Lake, and Mendocino Counties)

North Coast Region (Del Norte, Humboldt, Lake, and Mendocino Counties)



2020-2030 Industry Sector Employment Projections



Filter by Entry Level Education

(All)

2020-2030 Occupations with the Most Job Openings

Standard Occupational Classification	Occupational Title	Total Job Openings	Median Hourly Wage	Median Annual Wage
31-1120	Home Health and Personal Care Aides	11,340	\$15.26	\$31,726
41-2011	Cashiers	6,960	\$15.00	\$31,200
35-3023	Fast Food and Counter Workers	5,460	\$15.45	\$32,131
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	4,180	\$15.31	\$31,863
41-2031	Retail Salespersons	3,840	\$15.12	\$31,457
35-3031	Waiters and Waitresses	3,010	\$15.33	\$31,875
53-7085	Stockers and Order Fillers	2,950	\$15.93	\$33,137
43-9081	Office Clerks, General	1,820	\$18.48	\$38,429
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,790	\$18.15	\$37,760
37-2012	Maids and Housekeeping Cleaners	1,730	\$15.45	\$32,142

Total job openings are the sum of numeric change, exits, and transfers projected between 2020 and 2030.

Wages are from the 2022 first quarter and do not include self-employed or unpaid family workers. An estimate could not be provided for wages listed as \$0.

Excludes "All Other" categories. These are residual codes that do not represent a detailed occupation.

2020-2030 Fastest Growing Occupations

Standard Occupational Classification	Occupational Title	Base Year Employment Estimate	Projected Year Employment Estimate	Percentage Change	Median Hourly Wage	Median Annual Wage
35-2014	Cooks, Restaurant	710	1,080	52.1%	\$18.47	\$38,421
39-9031	Fitness Trainers and Aerobics Instructors	150	200	33.3%	\$24.59	\$51,149
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	150	200	33.3%	\$15.29	\$31,811
35-3011	Bartenders	370	490	32.4%	\$15.35	\$31,939
11-9111	Medical and Health Services Managers	350	460	31.4%	\$50.38	\$104,782
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	220	280	27.3%	\$15.46	\$32,152
35-1011	Chefs and Head Cooks	150	190	26.7%	\$24.90	\$51,810
39-2021	Nonfarm Animal Caretakers	230	290	26.1%	\$15.38	\$32,003
39-3011	Gaming Dealers	120	150	25.0%	\$15.00	\$31,200
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	640	790	23.4%	\$19.04	\$39,604

Fastest growing occupations are ranked by projected percentage change growth between 2020 and 2030.

Wages are from the 2022 first quarter and do not include self-employed or unpaid family workers. An estimate could not be provided for wages listed as \$0.

Excludes "All Other" categories. These are residual codes that do not represent a detailed occupation.

Occupations with employment below 120 in 2020 are excluded.

<https://labormarketinfo.edd.ca.gov/data/employment-projections.html>

<https://labormarketinfo.edd.ca.gov/cgi/databrowsing/localareaprofileqsresult.s.asp?selectedarea=&selectedindex=&menuchoice=localareapro&state=true&geogarea=0604000045&submit=VIEW+THE+LOCAL+AREA+PROFILE>

[https://data.census.gov/profile/Mendocino County, California?g=050XX00US060](https://data.census.gov/profile/Mendocino%20County,%20California?g=050XX00US060)

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<https://labormarketinfo.edd.ca.gov/file/lfmonth/countyur-400c.pdf>

<https://www.census.gov/quickfacts/fact/table/contracostacentrecdpcalifornia,humboldtcountycalifornia,mendocinocountycalifornia,US/PST045222>

<https://www.healthymendocino.org/indicators/index/view?indicatorId=393&localeId=260&comparisonId=6635>

Demographic Profiles for Local Workforce Investment Areas in California (2021 American Community Survey 5-year estimates)

The U.S. Census Bureau has released a series of **Demographic Profiles** for the 2021 American Community Survey (ACS) 5-year estimates. These profiles contain summary data for age, race/ethnicity, sex, household type and relationship, housing occupancy, and the social and economic data, such as income, poverty and labor force. The Profiles were released for California, counties, incorporated cities and Census Designated Places, Congressional Districts, and Indian Reservations.

Select Local Workforce Investment Areas (LWIA) in California are groups of legal jurisdictions rather than a single county or city. The following Demographic Profile was generated from the Demographic Profiles of the individual component geography. The aforementioned select LWIA's are listed below:

Balance of Alameda county - **Includes:** Alameda County; **Excludes:** Oakland City

Balance of Los Angeles County - **Includes:** Los Angeles County; **Excludes:** Arcadia, Artesia, Bellflower, Burbank, Carson, Cerritos, Downey, Duarte, El Segundo, Gardena, Glendale, Hawaiian Gardens, Hawthorne, Hermosa Beach, Inglewood, La Canada-Flintridge, Lakewood, Lawndale, Lomita, Long Beach, Los Angeles, Manhattan Beach, Norwalk, Paramount, Pasadena, Redondo Beach, Sierra Madre, South Pasadena, and Torrance Cities.

Balance of Orange County - **Includes:** Orange County; **Excludes:** Anaheim and Santa Ana Cities

Balance of Contra Costa County - **Includes:** Contra Costa County; **Excludes:** Richmond City

San Jose-Silicon Valley - **Includes:** Santa Clara County; **Excludes:** Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale Cities

Foothill Employment and Training Consortium - **Includes:** Arcadia, Duarte, Pasadena, Sierra Madre, and South Pasadena Cities

NOVA Consortium (North Valley Consortium) - **Includes:** San Mateo, Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale Cities

Pacific Gateway Workforce Investment Area - **Includes:** Long Beach and Signal Hill Cities

SELACO (Southeast Los Angeles County Consortium) - **Includes:** Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, Norwalk Cities, and Paramount

South Bay Consortium - **Includes:** Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Redondo Beach, and Torrance Cities

Verdugo Consortium - **Includes:** Burbank, Glendale, and La Canada-Flintridge Cities

Golden Sierra Consortium - **Includes:** Alpine, El Dorado, and Placer Counties

Kern/Inyo/Mono Consortium - **Includes:** Kern, Inyo, and Mono Counties

Mother Lode Consortium - **Includes:** Amador, Calaveras, Mariposa, and Tuolumne Counties

North Bay Consortium - **Includes:** Marin, Napa, Mendocino, and Lake Counties

NCCC (North Central Counties Consortium) - **Includes:** Colusa, Glenn, Sutter, and Yuba Counties

NoRTEC Consortium (Northern Rural Training and Employment Consortium) - **Includes:** Butte, Del Norte, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties

Calculated Medians and Means:

It was necessary to calculate all median values from the data available in ranges. While some means are calculated with rounded values. These values are indicated with [C] in the item description. The user should be aware that the difference of these medians from the actual median is in direct relationship to the width of the ranges from which they are calculated.

Below is the list of detailed tables from the 2021 American Community Survey 5-year estimates used to calculate all medians and some means in the Demographic Profiles:

B08133, B13002, B17001, B17006, B17009, B17010, B17021, B19001, B19025, B19062, B19063, B19065, B19066, B19067, B19069, B19101, B19127, B19201, B19214, B19313, B20001, B20005, B25003, B25004, B25009, B25063, B25075, B25087

Explanation of Terms:

For more information about the ACS and terminology, see

[“American Community Survey Information Guide”](#).

Contact:

Employment Development Department
Labor Market Information Division
(916) 262-2162

DP02: SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES
 2017-2021 American Community Survey 5-Year Estimates
 Geographic Area: Mendocino County

Subject	Estimate	Percent
HOUSEHOLDS BY TYPE		
Total households	34,183	34,183
Married-couple family	14,508	42.4%
With own children under 18 years	5,051	14.8%
Cohabiting couple household	2,739	8.0%
With own children under 18 years	965	2.8%
Male householder, no spouse/partner present	6,604	19.3%
With own children under 18 years	484	1.4%
Living alone		
	4,683	13.7%
65 years and over	2,332	6.8%
Female householder, no spouse/partner present	10,332	30.2%
With own children under 18 years	1,839	5.4%
Living alone	6,122	17.9%
65 years and over	3,871	11.3%
Households with one or more people under 18 years	9,345	27.3%
Households with one or more people 65 years and over	14,204	41.6%
Average household size	2.6	(X)
Average family size	3.3	(X)
RELATIONSHIP		
Population in households	89,292	89,292
Householder	34,183	38.3%
Spouse	14,471	16.2%
Child	2,787	3.1%
Other relatives	25,731	28.8%
Nonrelatives	7,638	8.6%
Unmarried partner	4,482	5.0%
MARITAL STATUS		
Males 15 years and over	37,283	37,283
Never married	13,569	36.4%
Now married, except separated	17,100	45.9%
Separated	592	1.6%
Widowed	1,216	3.3%
Divorced	4,806	12.9%
Females 15 years and over	37,963	37,963
Never married	10,364	27.3%
Now married, except separated	16,013	42.2%
Separated	1,215	3.2%
Widowed	3,900	10.3%
Divorced	6,471	17.0%
FERTILITY		
Number of women 15 to 50 years old who had a birth in the past 12 months	978	978
Unmarried women (widowed, divorced, and never married)	362	37.0%
Per 1,000 unmarried women	34	(X)
Per 1,000 women 15 to 50 years old	53	(X)
Per 1,000 women 15 to 19 years old	2	(X)
Per 1,000 women 20 to 34 years old	91	(X)
Per 1,000 women 35 to 50 years old	37	(X)

Subject	Estimate	Percent
GRANDPARENTS		
Number of grandparents living with own grandchildren under 18 years	1,994	1,994
Responsible for grandchildren	774	38.8%
Years responsible for grandchildren		
Less than 1 year	266	13.3%
1 or 2 years	161	8.1%
3 or 4 years	42	2.1%
5 or more years	305	15.3%
Number of grandparents responsible for own grandchildren under 18 years	774	774
Who are female	552	71.3%
Who are married	460	59.4%
SCHOOL ENROLLMENT		
Population 3 years and over enrolled in school	20,673	20,673
Nursery school, preschool	1,087	5.3%
Kindergarten	1,536	7.4%
Elementary school (grades 1-8)	8,690	42.0%
High school (grades 9-12)	4,559	22.1%
College or graduate school	4,801	23.2%
EDUCATIONAL ATTAINMENT		
Population 25 years and over	65,151	65,151
Less than 9th grade	4,196	6.4%
9th to 12th grade, no diploma	4,508	6.9%
High school graduate (includes equivalency)	17,147	26.3%
Some college, no degree	17,770	27.3%
Associate's degree	5,568	8.5%
Bachelor's degree	9,612	14.8%
Graduate or professional degree	6,350	9.7%
Percent high school graduate or higher	56,447	0.9%
Percent bachelor's degree or higher	15,962	24.5%
VETERAN STATUS		
Civilian population 18 years and over	71,896	71,896
Civilian veterans	4,941	6.9%
DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION		
Total Civilian Noninstitutionalized Population	90,658	90,658
With a disability	17,251	19.0%
Under 18 years	19,548	19,548
With a disability	1,030	5.3%
18 to 64 years	50,854	50,854
With a disability	8,847	17.4%
65 years and over	20,256	20,256
With a disability	7,374	36.4%

Subject	Estimate	Percent
RESIDENCE 1 YEAR AGO		
Population 1 year and over	90,402	90,402
Same house	80,065	88.6%
Different house (in the U.S. or abroad)	10,337	11.4%
Different house in the U.S.	10,055	11.1%
Same county	5,637	6.2%
Different county	4,418	4.9%
Same state	2,681	3.0%
Different state	1,737	1.9%
Abroad	282	0.3%
PLACE OF BIRTH		
Total population	91,534	91,534
Native	80,243	87.7%
Born in United States	78,954	86.3%
State of residence	60,799	66.4%
Different state	18,155	19.8%
Born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s)	1,289	1.4%
Foreign born	11,291	12.3%
U.S. CITIZENSHIP STATUS		
Foreign-born population	11,291	11,291
Naturalized U.S. citizen	4,463	39.5%
Not a U.S. citizen	6,828	60.5%
YEAR OF ENTRY		
Population born outside the United States	12,580	12,580
Native	1,289	1,289
Entered 2010 or later	631	49.0%
Entered before 2010	658	51.0%
Foreign born	11,291	11,291
Entered 2010 or later	2,197	19.5%
Entered before 2010	9,094	80.5%
WORLD REGION OF BIRTH OF FOREIGN BORN		
Foreign-born population, excluding population born at sea	11,291	11,291
Europe	913	8.1%
Asia	1,685	14.9%
Africa	127	1.1%
Oceania	38	0.3%
Latin America	8,396	74.4%
Northern America	132	1.2%
LANGUAGE SPOKEN AT HOME		
Population 5 years and over	86,454	86,454
English only	67,268	77.8%
Language other than English	19,186	22.2%
Speak English less than "very well"	6,978	8.1%
Spanish	16,322	18.9%
Speak English less than "very well"	6,046	7.0%
Other Indo-European languages	1,197	1.4%
Speak English less than "very well"	275	0.3%
Asian and Pacific Islander languages	1,422	1.6%
Speak English less than "very well"	654	0.8%
Other languages	245	0.3%
Speak English less than "very well"	3	0.0%

Subject	Estimate	Percent
ANCESTRY		
Total population	91,534	91,534
American	1,736	1.9%
Arab	443	0.5%
Czech	256	0.3%
Danish	809	0.9%
Dutch	1,472	1.6%
English	8,563	9.4%
French (except Basque)	1,847	2.0%
French Canadian	154	0.2%
German	11,020	12.0%
Greek	219	0.2%
Hungarian	118	0.1%
Irish	9,859	10.8%
Italian	4,363	4.8%
Lithuanian	116	0.1%
Norwegian	1,715	1.9%
Polish	1,191	1.3%
Portuguese	1,676	1.8%
Russian	679	0.7%
Scotch-Irish	1,126	1.2%
Scottish	2,753	3.0%
Slovak	85	0.1%
Subsaharan African	186	0.2%
Swedish	1,901	2.1%
Swiss	447	0.5%
Ukrainian	118	0.1%
Welsh	646	0.7%
West Indian (excluding Hispanic origin groups)	24	0.0%
COMPUTERS AND INTERNET USE		
Total households	34,183	34,183
With a computer	30,510	89.3%
With a broadband Internet subscription	28,590	83.6%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

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DP03: SELECTED ECONOMIC CHARACTERISTICS
2017-2021 American Community Survey 5-Year Estimates
Geographic Area: Mendocino County

Subject	Estimate	Percent
EMPLOYMENT STATUS		
Population 16 years and over	74,342	74,342
In labor force	42,629	57.3%
Civilian labor force	42,578	57.3%
Employed	38,972	52.4%
Unemployed	3,606	4.9%
Armed Forces	51	0.1%
Not in labor force	31,713	42.7%
Civilian labor force	42,578	42,578
Percent Unemployed	(X)	8.5%
Females 16 years and over	37,539	37,539
In labor force	19,919	53.1%
Civilian labor force	19,919	53.1%
Employed	18,451	49.2%
Own children under 6 years	5,913	5,913
All parents in family in labor force	3,757	63.5%
Own children 6 to 17 years	12,485	12,485
All parents in family in labor force	8,660	69.4%
COMMUTING TO WORK		
Workers 16 years and over	37,623	37,623
Car, truck, or van -- drove alone	27,478	73.0%
Car, truck, or van -- carpooled	3,602	9.6%
Public transportation (excluding taxicab)	84	0.2%
Walked	2,378	6.3%
Other means	435	1.2%
Worked at home	3,646	9.7%
Mean travel time to work (minutes)	20.8	(X)
OCCUPATION		
Civilian employed population 16 years and over	38,972	38,972
Management, business, science, and arts occupations	12,566	32.2%
Service occupations	8,479	21.8%
Sales and office occupations	8,885	22.8%
Natural resources, construction, and maintenance occupations	5,133	13.2%
Production, transportation, and material moving occupations	3,909	10.0%
INDUSTRY		
Civilian employed population 16 years and over	38,972	38,972
Agriculture, forestry, fishing and hunting, and mining	2,576	6.6%
Construction	3,191	8.2%
Manufacturing	2,789	7.2%
Wholesale trade	873	2.2%
Retail trade	5,365	13.8%
Transportation and warehousing, and utilities	1,596	4.1%
Information	320	0.8%

Subject	Estimate	Percent
Finance and insurance, and real estate and rental and leasing	1,589	4.1%
Professional, scientific, and management, and administrative and waste management services	3,203	8.2%
Educational services, and health care and social assistance	8,504	21.8%
Arts, entertainment, and recreation, and accommodation and food services	4,430	11.4%
Other services, except public administration	2,129	5.5%
Public administration	2,407	6.2%
CLASS OF WORKER		
Civilian employed population 16 years and over	38,972	38,972
Private wage and salary workers	25,954	66.6%
Government workers	6,652	17.1%
Self-employed in own not incorporated business workers	6,309	16.2%
Unpaid family workers	57	0.1%
INCOME AND BENEFITS (IN 2021 INFLATION-ADJUSTED DOLLARS)		
Total households	34,183	34,183
Less than \$10,000	1,789	5.2%
\$10,000 to \$14,999	2,255	6.6%
\$15,000 to \$24,999	3,292	9.6%
\$25,000 to \$34,999	3,326	9.7%
\$35,000 to \$49,999	4,575	13.4%
\$50,000 to \$74,999	6,070	17.8%
\$75,000 to \$99,999	3,645	10.7%
\$100,000 to \$149,999	5,307	15.5%
\$150,000 to \$199,999	2,085	6.1%
\$200,000 or more	1,839	5.4%
Median household income (dollars)	56,378	(X)
Mean household income (dollars)	78,750	(X)
With earnings	24,377	71.3%
Mean earnings (dollars)	73,242	(X)
With Social Security	14,123	41.3%
Mean Social Security income (dollars)	19,935	(X)
With retirement income	8,581	25.1%
Mean retirement income (dollars)	29,613	(X)
With Supplemental Security Income	2,837	8.3%
Mean Supplemental Security Income (dollars)	10,722	(X)
With cash public assistance income	1,070	3.1%
Mean cash public assistance income (dollars)	5,809	(X)
With Food Stamp/SNAP benefits in the past 12 months	3,912	11.4%
Families	20,772	20,772
Less than \$10,000	784	3.8%
\$10,000 to \$14,999	580	2.8%
\$15,000 to \$24,999	1,470	7.1%
\$25,000 to \$34,999	1,628	7.8%
\$35,000 to \$49,999	2,706	13.0%

Subject	Estimate	Percent
\$50,000 to \$74,999	3,612	17.4%
\$75,000 to \$99,999	2,790	13.4%
\$100,000 to \$149,999	3,945	19.0%
\$150,000 to \$199,999	1,719	8.3%
\$200,000 or more	1,538	7.4%
Median family income (dollars)	71,627	(X)
Mean family income (dollars)	92,927	(X)
Per capita income (dollars)	31,324	(X)
Nonfamily households	13,411	13,411
Median nonfamily income (dollars)	34,065	(X)
Mean nonfamily income (dollars)	52,315	(X)
Median earnings for workers (dollars)	30,819	(X)
Median earnings for male full-time, year-round workers (dollars)	48,530	(X)
Median earnings for female full-time, year-round workers (dollars)	42,806	(X)
HEALTH INSURANCE COVERAGE		
Civilian noninstitutionalized population	90,658	90,658
With health insurance coverage	81,855	90.3%
With private health insurance	44,664	49.3%
With public coverage	50,138	55.3%
No health insurance coverage	8,803	9.7%
Civilian noninstitutionalized population under 19 years	20,687	20,687
No health insurance coverage	1,360	6.6%
Civilian noninstitutionalized population 19 to 64 years	49,715	49,715
In labor force:	36,584	36,584
Employed:	33,473	33,473
With health insurance coverage	28,611	85.5%
With private health insurance	21,665	64.7%
With public coverage	8,514	25.4%
No health insurance coverage	4,862	14.5%
Unemployed:	3,111	311,100
With health insurance coverage	2,445	78.6%
With private health insurance	1,171	37.6%
With public coverage	1,354	43.5%
No health insurance coverage	666	21.4%
Not in labor force:	13,131	13,131
With health insurance coverage	11,605	88.4%
With private health insurance	4,392	33.4%
With public coverage	8,057	61.4%
No health insurance coverage	1,526	11.6%
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL		
All families	(X)	11.5%
With related children under 18 years	(X)	18.9%
With related children under 5 years only	(X)	19.8%
Married couple families	(X)	5.5%
With related children under 18 years	(X)	7.3%
With related children under 5 years only	(X)	5.7%
Families with female householder, no husband present	(X)	27.1%

Subject	Estimate	Percent
With related children under 18 years	(X)	38.3%
With related children under 5 years only	(X)	35.6%
All people	(X)	15.8%
Under 18 years	(X)	19.4%
Related children under 18 years	(X)	18.2%
Related children under 5 years	(X)	20.0%
Related children 5 to 17 years	(X)	17.6%
18 years and over	(X)	14.9%
18 to 64 years	(X)	15.7%
65 years and over	(X)	12.7%
People in families	(X)	11.7%
Unrelated individuals 15 years and over	(X)	29.2%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

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DP04: SELECTED HOUSING CHARACTERISTICS
2017-2021 American Community Survey 5-Year Estimates
Geographic Area: Mendocino County

Subject	Estimate	Percent
HOUSING OCCUPANCY		
Total housing units	41,276	41,276
Occupied housing units	34,183	82.8%
Vacant housing units	7,093	17.2%
Homeowner vacancy rate	1.4	(X)
Rental vacancy rate	2.3	(X)
UNITS IN STRUCTURE		
Total housing units	41,276	41,276
1-unit, detached	30,425	73.7%
1-unit, attached	1,027	2.5%
2 units	1,156	2.8%
3 or 4 units	1,545	3.7%
5 to 9 units	1,238	3.0%
10 to 19 units	573	1.4%
20 or more units	1,147	2.8%
Mobile home	4,008	9.7%
Boat, RV, van, etc.	157	0.4%
YEAR STRUCTURE BUILT		
Total housing units	41,276	41,276
Built 2020 or later	15	0.0%
Built 2010 to 2019	1,131	2.7%
Built 2000 to 2009	3,950	9.6%
Built 1990 to 1999	5,031	12.2%
Built 1980 to 1989	6,779	16.4%
Built 1970 to 1979	9,191	22.3%
Built 1960 to 1969	3,726	9.0%
Built 1950 to 1959	4,591	11.1%
Built 1940 to 1949	2,136	5.2%
Built 1939 or earlier	4,726	11.4%
ROOMS		
Total housing units	41,276	41,276
1 room	1,552	3.8%
2 rooms	2,076	5.0%
3 rooms	4,252	10.3%
4 rooms	9,783	23.7%
5 rooms	10,406	25.2%
6 rooms	6,633	16.1%
7 rooms	3,323	8.1%
8 rooms	1,613	3.9%
9 rooms or more	1,638	4.0%
Median rooms	4.8	(X)
BEDROOMS		
Total housing units	41,276	41,276
No bedroom	1,651	4.0%
1 bedroom	5,919	14.3%
2 bedrooms	14,431	35.0%
3 bedrooms	15,571	37.7%
4 bedrooms	3,204	7.8%
5 or more bedrooms	500	1.2%

Subject	Estimate	Percent
HOUSING TENURE		
Occupied housing units	34,183	34,183
Owner-occupied	20,603	60.3%
Renter-occupied	13,580	39.7%
Average household size of owner-occupied unit	2.7	(X)
Average household size of renter-occupied unit	2.6	(X)
YEAR HOUSEHOLDER MOVED INTO UNIT		
Occupied housing units	34,183	34,183
Moved in 2019 or later	2,202	6.4%
Moved in 2015 to 2018	8,671	25.4%
Moved in 2010 to 2014	5,450	15.9%
Moved in 2000 to 2009	7,684	22.5%
Moved in 1990 to 1999	4,768	13.9%
Moved in 1989 and earlier	5,408	15.8%
VEHICLES AVAILABLE		
Occupied housing units	34,183	34,183
No vehicles available	2,589	7.6%
1 vehicle available	10,945	32.0%
2 vehicles available	11,524	33.7%
3 or more vehicles available	9,125	26.7%
HOUSE HEATING FUEL		
Occupied housing units	34,183	34,183
Utility gas	10,456	30.6%
Bottled, tank, or LP gas	7,346	21.5%
Electricity	6,373	18.6%
Fuel oil, kerosene, etc.	1,561	4.6%
Coal or coke	16	0.0%
Wood	7,799	22.8%
Solar energy	280	0.8%
Other fuel	218	0.6%
No fuel used	134	0.4%
SELECTED CHARACTERISTICS		
Occupied housing units	34,183	34,183
Lacking complete plumbing facilities	301	0.9%
Lacking complete kitchen facilities	388	1.1%
No telephone service available	437	1.3%
OCCUPANTS PER ROOM		
Occupied housing units	34,183	34,183
1.00 or less	32,540	95.2%
1.01 to 1.50	1,111	3.3%
1.51 or more	532	1.6%
VALUE		
Owner-occupied units	20,603	20,603
Less than \$50,000	1,007	4.9%
\$50,000 to \$99,999	1,208	5.9%
\$100,000 to \$149,999	419	2.0%
\$150,000 to \$199,999	572	2.8%
\$200,000 to \$299,999	2,158	10.5%
\$300,000 to \$499,999	7,705	37.4%

Subject	Estimate	Percent
\$500,000 to \$999,999	6,109	29.7%
\$1,000,000 or more	1,425	6.9%
Median (dollars)	417,100	(X)
MORTGAGE STATUS		
Owner-occupied units	20,603	20,603
Housing units with a mortgage	10,541	51.2%
Housing units without a mortgage	10,062	48.8%
SELECTED MONTHLY OWNER COSTS (SMOC)		
Housing units with a mortgage	10,541	10,541
Less than \$500	42	0.4%
\$500 to \$999	661	6.3%
\$1,000 to \$1,499	2,036	19.3%
\$1,500 to \$1,999	2,432	23.1%
\$2,000 to \$2,499	2,319	22.0%
\$2,500 to \$2,999	1,371	13.0%
\$3,000 or more	1,680	15.9%
Median (dollars)	2,021	(X)
Housing units without a mortgage	10,062	10,062
Less than \$250	1,067	10.6%
\$250 to \$399	1,454	14.5%
\$400 to \$599	2,398	23.8%
\$600 to \$799	1,989	19.8%
\$800 to \$999	1,689	16.8%
\$1,000 or more	1,465	14.6%
Median (dollars)	613	(X)
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)		
Housing units with a mortgage (excluding units where SMOCAPI cannot be computed)	10,501	10,501
Less than 20.0 percent	3,589	34.2%
20.0 to 24.9 percent	1,652	15.7%
25.0 to 29.9 percent	973	9.3%
30.0 to 34.9 percent	738	7.0%
35.0 percent or more	3,549	33.8%
Not computed	40	(X)
Housing unit without a mortgage (excluding units where SMOCAPI cannot be computed)	9,795	9,795
Less than 10.0 percent	3,648	37.2%
10.0 to 14.9 percent	2,188	22.3%
15.0 to 19.9 percent	939	9.6%
20.0 to 24.9 percent	768	7.8%
25.0 to 29.9 percent	523	5.3%
30.0 to 34.9 percent	353	3.6%
35.0 percent or more	1,376	14.0%
Not computed	267	(X)

Subject	Estimate	Percent
GROSS RENT		
Occupied units paying rent	12,468	12,468
Less than \$500	1,845	14.8%
\$500 to \$999	2,673	21.4%
\$1,000 to \$1,499	4,216	33.8%
\$1,500 to \$1,999	2,570	20.6%
\$2,000 to \$2,499	889	7.1%
\$2,500 to \$2,999	169	1.4%
\$3,000 or more	106	0.9%
Median (dollars)	1,176	(X)
No rent paid	1,112	(X)
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)		
Occupied units paying rent (excluding units where GRAPI cannot be computed)	12,269	12,269
Less than 15.0 percent	1,310	10.7%
15.0 to 19.9 percent	1,209	9.9%
20.0 to 24.9 percent	1,272	10.4%
25.0 to 29.9 percent	1,652	13.5%
30.0 to 34.9 percent	1,220	9.9%
35.0 percent or more	5,606	45.7%
Not computed	1,311	(X)

Source: U.S. Census Bureau, 2017-2021 American Community Survey

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DP05: ACS DEMOGRAPHIC AND HOUSING ESTIMATES
2017-2021 American Community Survey 5-Year Estimates
Geographic Area: Mendocino County

Subject	Estimate	Percent
SEX AND AGE		
Total population	91,534	91,534
Male	45,524	49.7%
Female	46,010	50.3%
Sex ratio (male per 100 females)	98.9	(X)
Under 5 years	5,080	5.5%
5 to 9 years	6,146	6.7%
10 to 14 years	5,062	5.5%
15 to 19 years	5,375	5.9%
20 to 24 years	4,720	5.2%
25 to 34 years	10,023	11.0%
35 to 44 years	10,869	11.9%
45 to 54 years	10,764	11.8%
55 to 59 years	6,666	7.3%
60 to 64 years	6,332	6.9%
65 to 74 years	13,184	14.4%
75 to 84 years	5,479	6.0%
85 years and over	1,834	2.0%
Median age (years)	43.6	(X)
Under 18 years	19,587	21.4%
16 years and over	74,342	81.2%
18 years and over	71,947	78.6%
21 years and over	68,920	75.3%
62 years and over	24,517	26.8%
65 years and over	20,497	22.4%
18 years and over	71,947	71,947
Male	35,644	49.5%
Female	36,303	50.5%
Sex ratio (male per 100 females)	98.2	(X)
65 years and over	20,497	20,497
Male	9,608	46.9%
Female	10,889	53.1%
Sex ratio (male per 100 females)	88.2	(X)
RACE		
Total population	91,534	91,534
One race	83,332	91.0%
Two or more races	8,202	9.0%
One race	83,332	91.0%
White	70,801	77.3%
Black or African American	635	0.7%
American Indian and Alaska Native	3,694	4.0%
Cherokee tribal grouping	28	0.0%
Chippewa tribal grouping	0	0.0%
Navajo tribal grouping	0	0.0%
Sioux tribal grouping	5	0.0%
Asian	2,019	2.2%
Asian Indian	76	0.1%
Chinese	847	0.9%
Filipino	405	0.4%
Japanese	118	0.1%
Korean	227	0.2%

Subject	Estimate	Percent
Vietnamese	64	0.1%
Other Asian	282	0.3%
Native Hawaiian and Other Pacific Islander	124	0.1%
Native Hawaiian	54	0.1%
Guamanian or Chamorro	0	0.0%
Samoan	36	0.0%
Other Pacific Islander	34	0.0%
Some other race	6,059	6.6%
Two or more races	8,202	9.0%
White and Black or African American	793	0.9%
White and American Indian and Alaska Native	2,137	2.3%
White and Asian	513	0.6%
Black or African American and American Indian and Alaska Native	81	0.1%
Race alone or in combination with one or more other races		
Total population	91,534	91,534
White	78,647	85.9%
Black or African American	1,602	1.8%
American Indian and Alaska Native	6,332	6.9%
Asian	2,809	3.1%
Native Hawaiian and Other Pacific Islander	338	0.4%
Some other race	10,316	11.3%
HISPANIC OR LATINO AND RACE		
Total population	91,534	91,534
Hispanic or Latino (of any race)	24,068	26.3%
Mexican	21,775	23.8%
Puerto Rican	349	0.4%
Cuban	36	0.0%
Other Hispanic or Latino	1,908	2.1%
Not Hispanic or Latino	67,466	73.7%
White alone	58,074	63.4%
Black or African American alone	554	0.6%
American Indian and Alaska Native alone	2,779	3.0%
Asian alone	1,969	2.2%
Native Hawaiian and Other Pacific Islander alone	124	0.1%
Some other race alone	490	0.5%
Two or more races	3,476	3.8%
Two races including Some other race	223	0.2%
Two races excluding Some other race, and Three or more races	3,253	3.6%
Total housing units	41,276	(X)
CITIZEN, VOTING AGE POPULATION		
Citizen, 18 and over population	65,738	65,738
Male	32,319	49.2%
Female	33,419	50.8%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Explanation of Symbols:

1. An "***" entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.

2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '****' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.