



Mendocino County, CA

Workforce Alliance of the North Bay



P.O. Box 247
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

91,486

Population (2023)

Population **grew by 3,937** over the last 5 years and is projected to **grow by 7,739** over the next 5 years.

37,639

Total Regional Employment

Jobs **decreased by 1,262** over the last 5 years but are projected to **grow by 1,723** over the next 5 years.

\$56.4K

Median Household Income (2021)

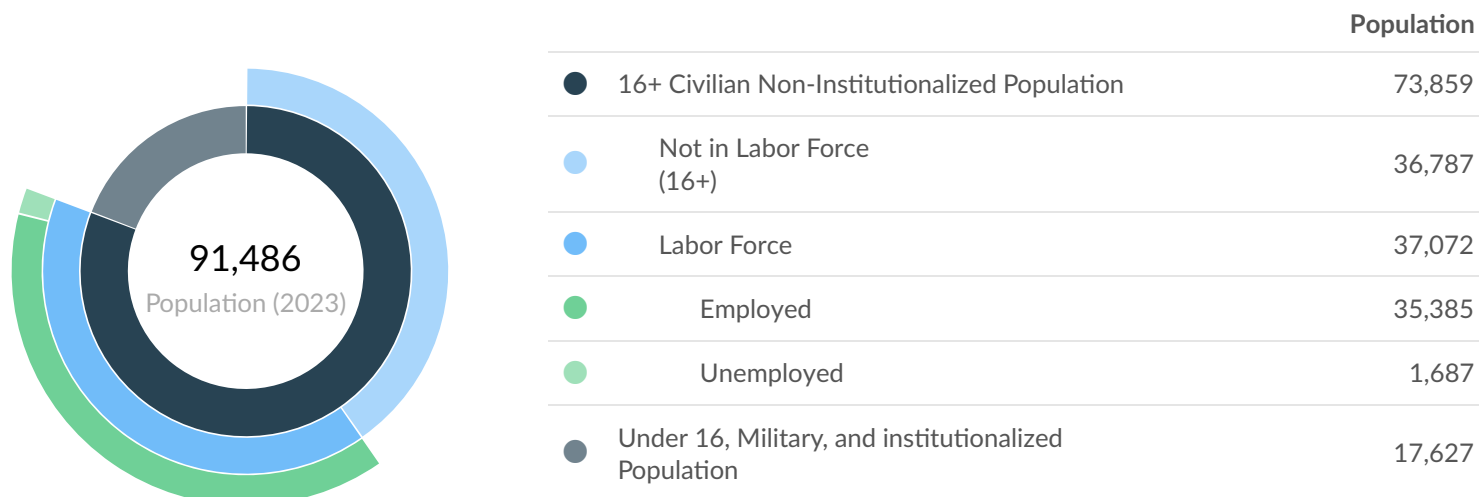
Median household income is **\$12.6K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 4.5%** since 2018, growing by 3,937. Population is expected to **increase by 8.5%** between 2023 and 2028, adding 7,739.
- From 2018 to 2023, jobs **declined by 3.2%** in Mendocino County, CA from 38,901 to **37,639**. This change **fell short of the national growth rate of 3.6% by 6.8%**. As the number of jobs declined, the **labor force participation rate decreased from 57.0% to 50.2% between 2018 and 2023**.
- Concerning educational attainment, **14.2% of Mendocino County, CA residents possess a Bachelor's Degree** (6.9% below the national average), and **8.5% hold an Associate's Degree** (0.5% below the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Individual and Family Services.

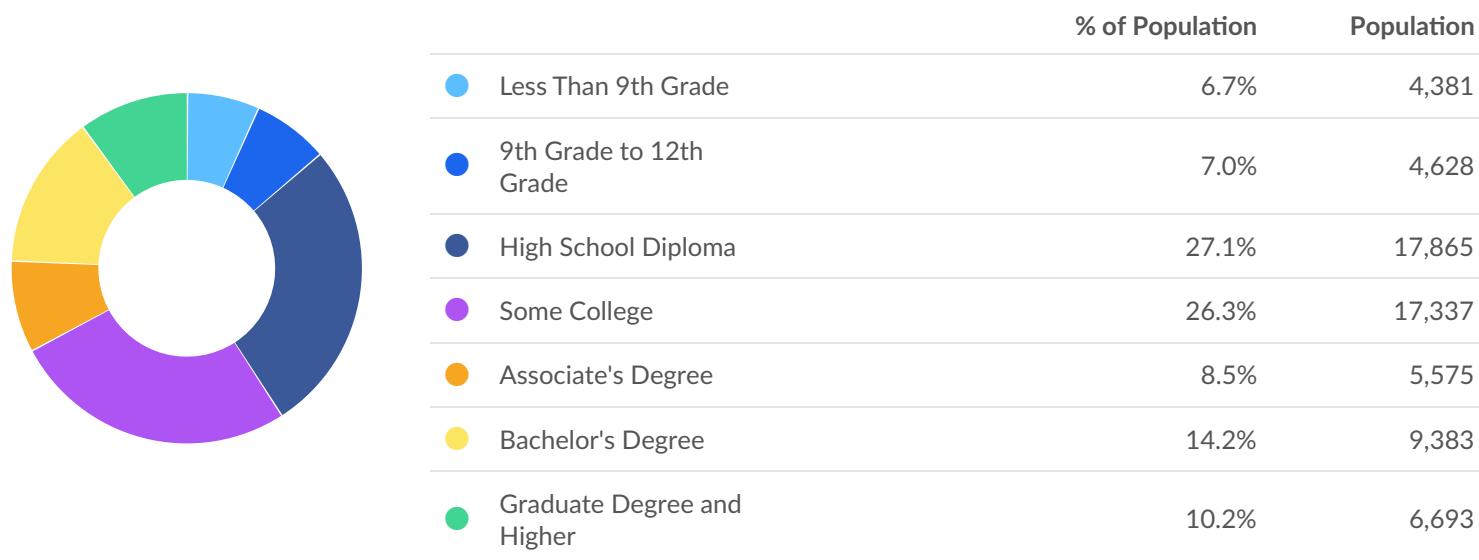
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	91,486	37,072	37,639	130.6	\$4.48B	\$5.97B	\$4.77B
State	38,913,701	19,458,871	20,494,638	134.9	\$3.54T	\$1.80T	\$2.54T

Sep 2023 Labor Force Breakdown



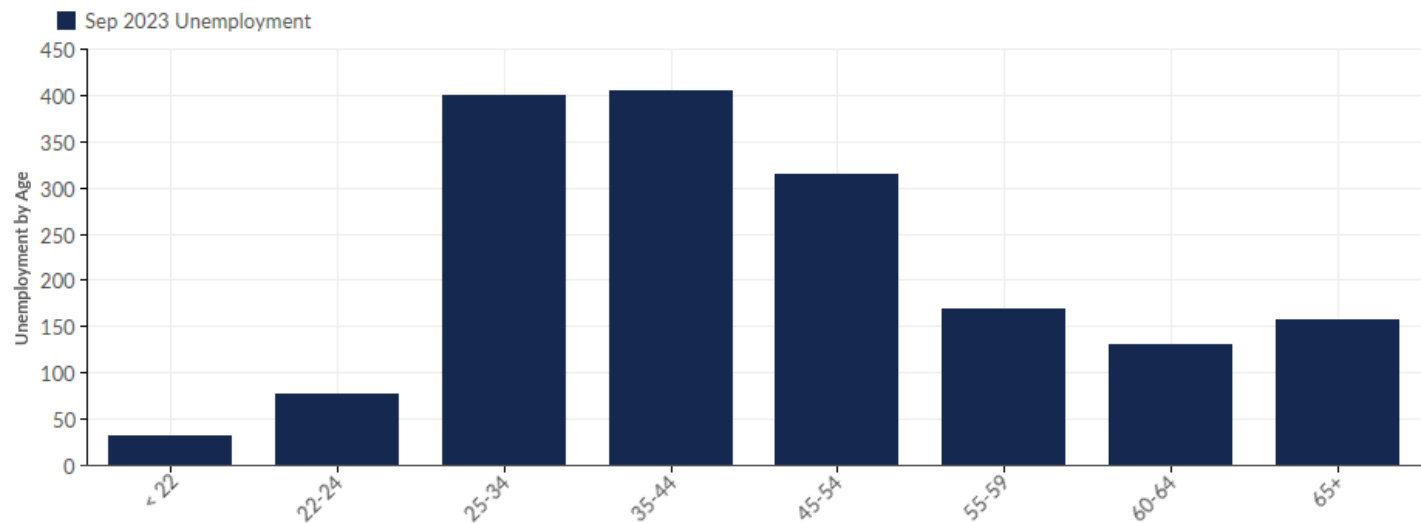
Educational Attainment

Concerning educational attainment, **14.2% of Mendocino County, CA residents possess a Bachelor's Degree** (6.9% below the national average), and **8.5% hold an Associate's Degree** (0.5% below the national average).



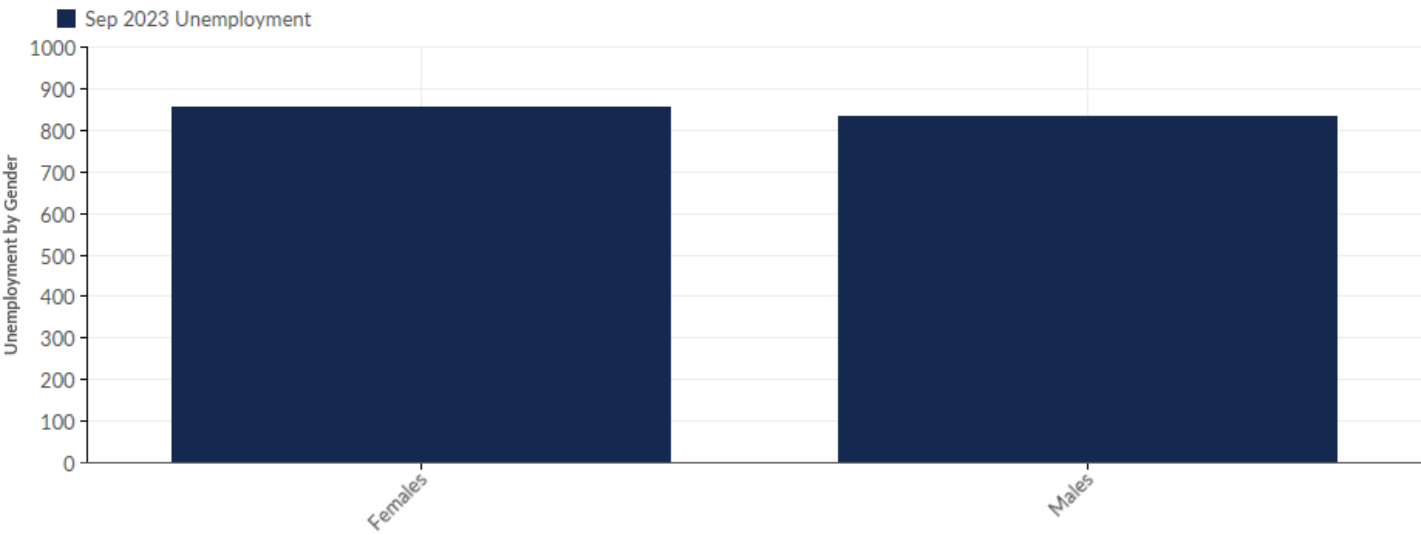
Unemployment by Demographics

Unemployment by Age



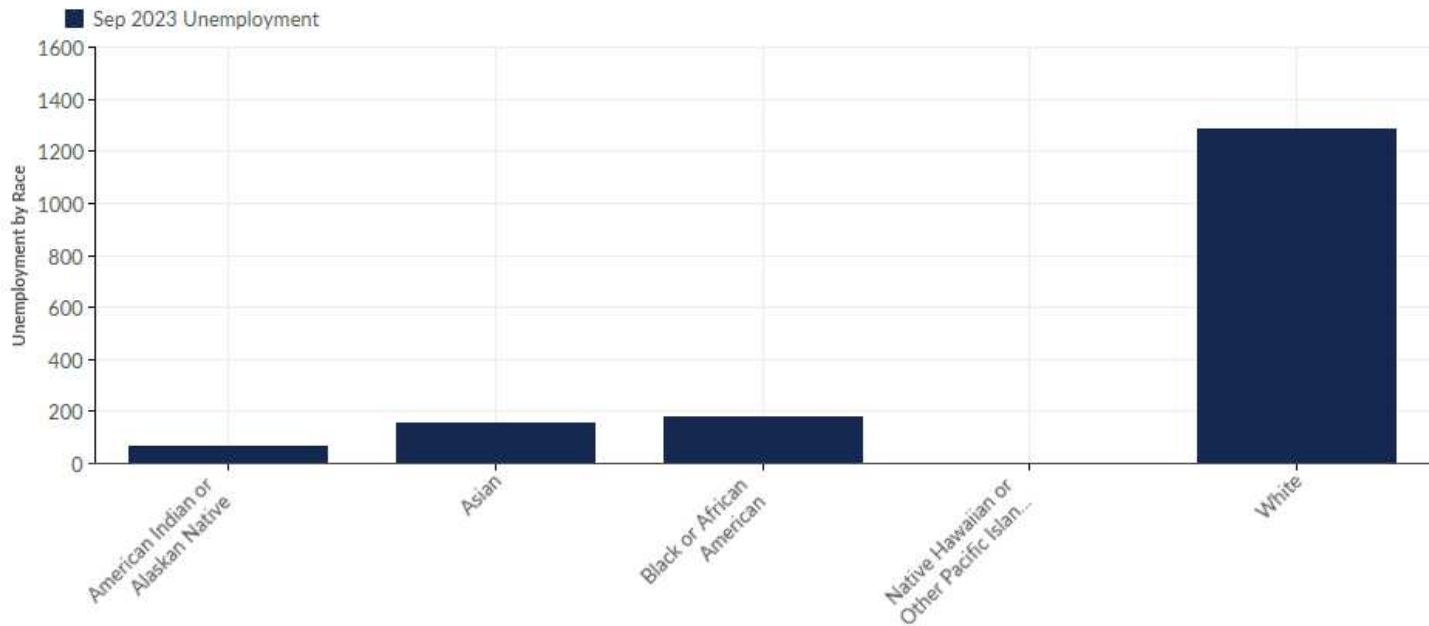
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	32	1.90%
22-24	77	4.56%
25-34	400	23.71%
35-44	405	24.01%
45-54	315	18.67%
55-59	170	10.08%
60-64	131	7.77%
65+	157	9.31%
Total	1,687	100.00%

Unemployment by Gender



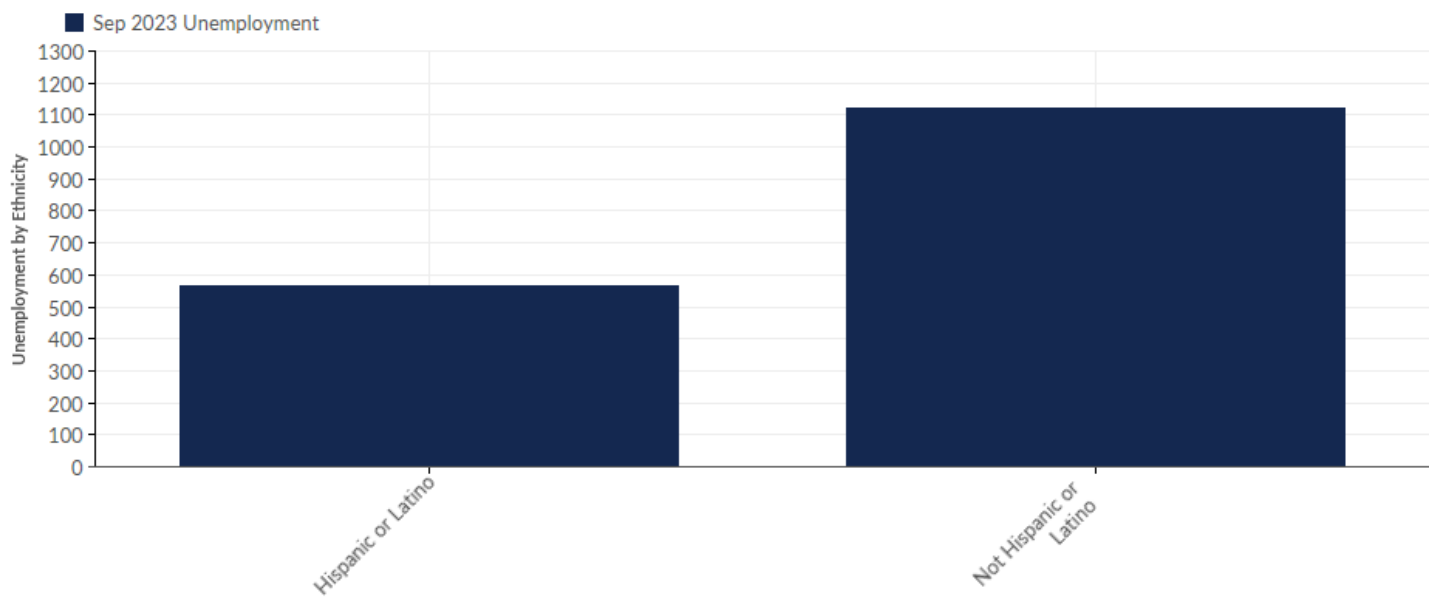
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	855	50.68%
Males	832	49.32%
Total	1,687	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	67	3.97%
Asian	153	9.07%
Black or African American	180	10.67%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,287	76.29%
Total	1,687	100.00%

Unemployment by Ethnicity

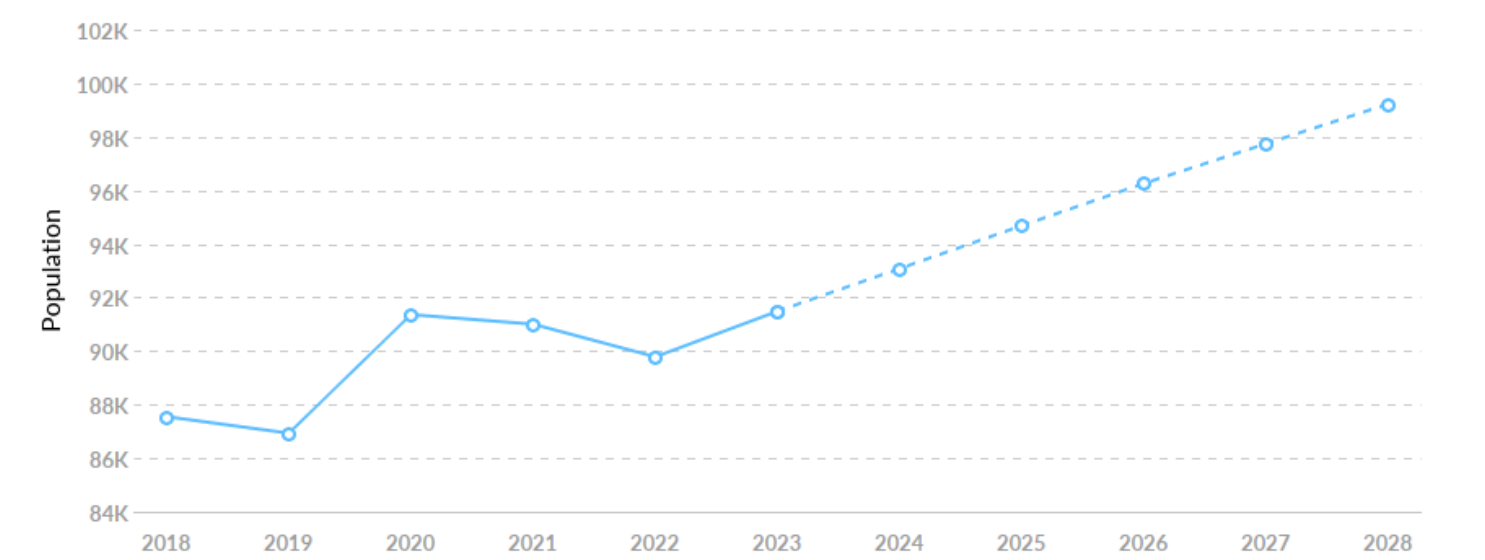


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	566	33.55%
Not Hispanic or Latino	1,121	66.45%
Total	1,687	100.00%

Historic & Projected Trends

Population Trends

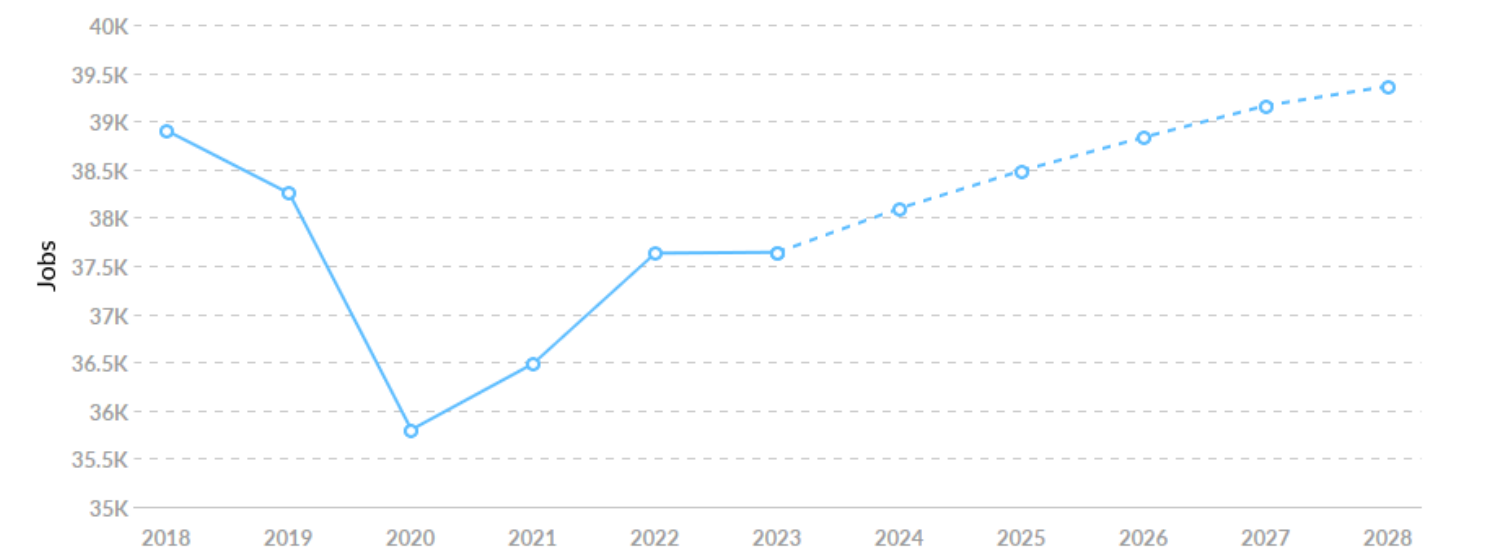
As of 2023 the region's population **increased by 4.5%** since 2018, growing by 3,937. Population is expected to **increase by 8.5%** between 2023 and 2028, adding 7,739.



Timeframe	Population
2018	87,549
2019	86,932
2020	91,361
2021	91,003
2022	89,783
2023	91,486
2024	93,079
2025	94,683
2026	96,258
2027	97,744
2028	99,225

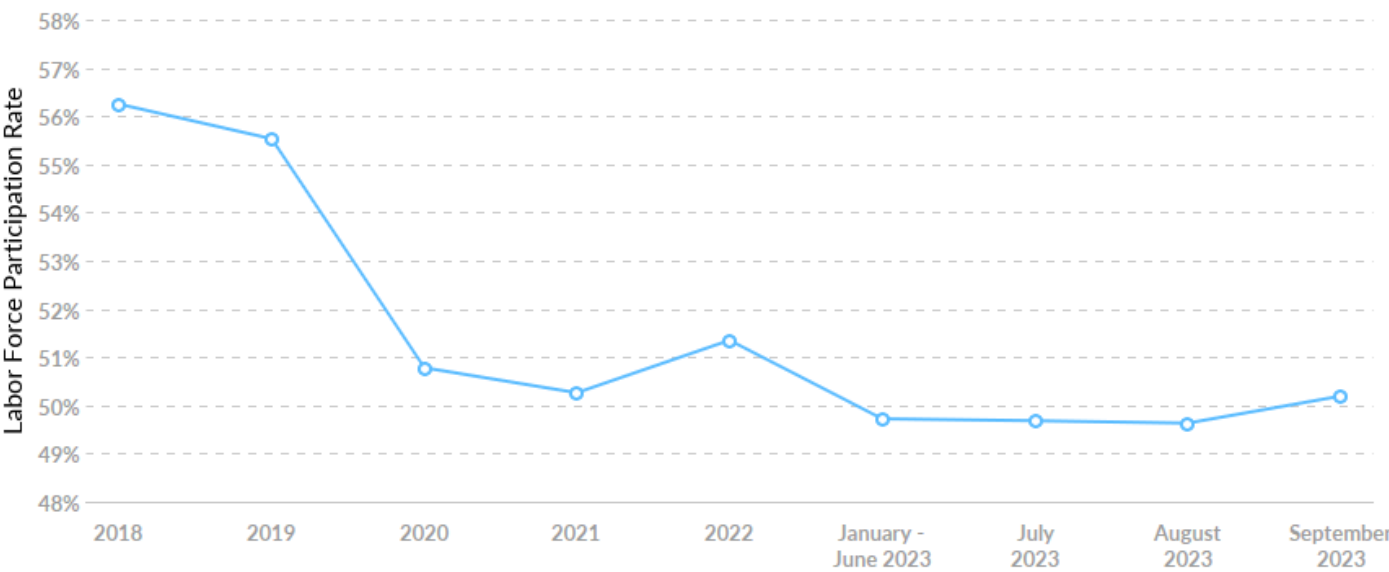
Job Trends

From 2018 to 2023, jobs **declined by 3.2%** in Mendocino County, CA from 38,901 to **37,639**. This change **fell short of the national growth rate of 3.6%** by 6.8%.



Timeframe	Jobs
2018	38,901
2019	38,252
2020	35,797
2021	36,484
2022	37,630
2023	37,639
2024	38,096
2025	38,487
2026	38,833
2027	39,161
2028	39,362

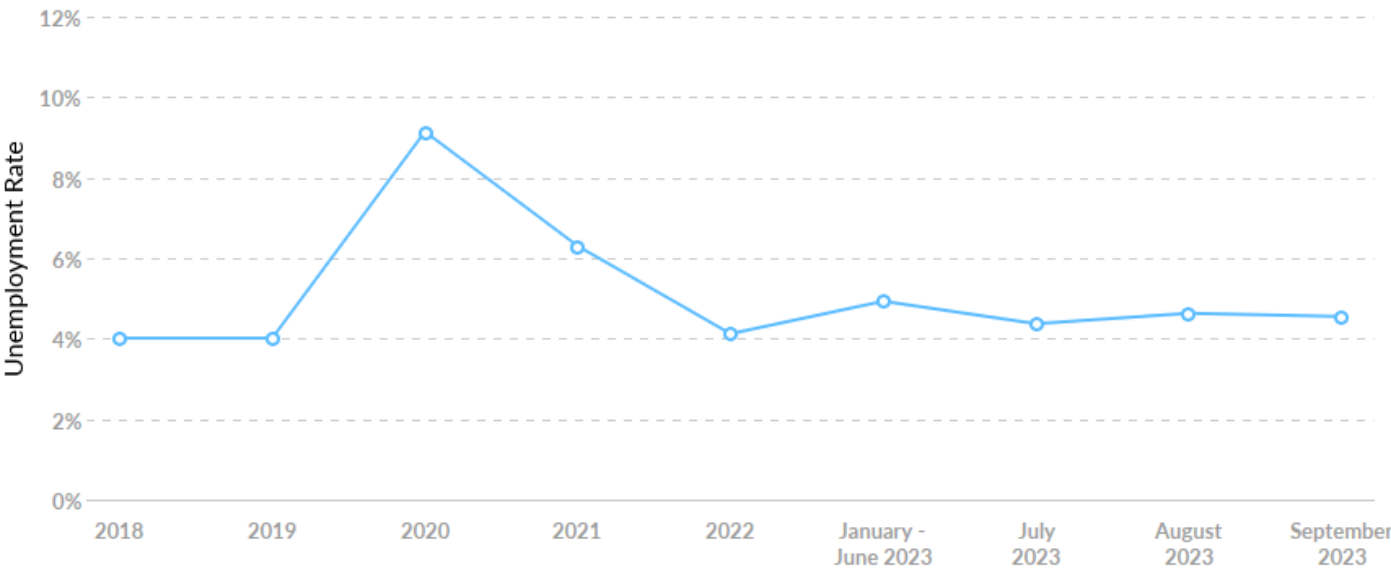
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	56.25%
2019	55.53%
2020	50.78%
2021	50.26%
2022	51.35%
January - June 2023	49.72%
July 2023	49.68%
August 2023	49.63%
September 2023	50.19%

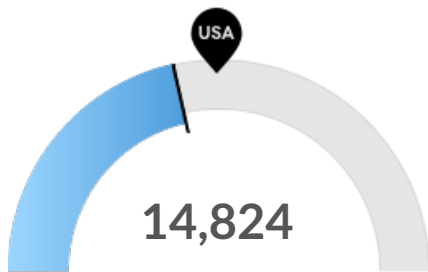
Unemployment Rate Trends

Mendocino County, CA had a September 2023 unemployment rate of 4.55%, **increasing from 4.01%** 5 years before.



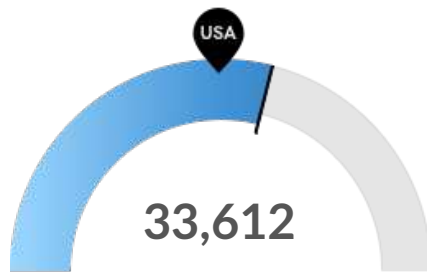
Timeframe	Unemployment Rate
2018	4.01%
2019	4.01%
2020	9.14%
2021	6.30%
2022	4.12%
January - June 2023	4.93%
July 2023	4.37%
August 2023	4.63%
September 2023	4.55%

Population Characteristics



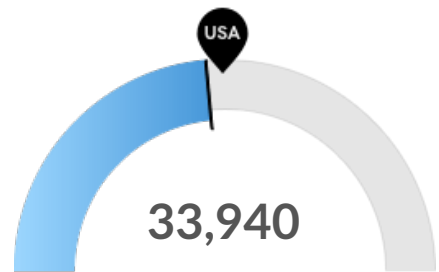
Millennials

Mendocino County, CA has 14,824 millennials (ages 25-39). The national average for an area this size is 18,256.



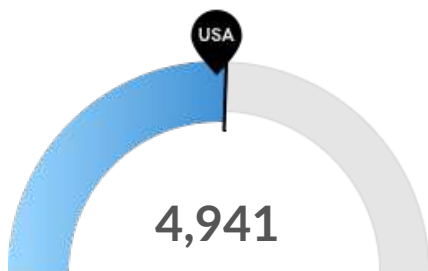
Retiring Soon

Retirement risk is high in Mendocino County, CA. The national average for an area this size is 26,906 people 55 or older, while there are 33,612 here.



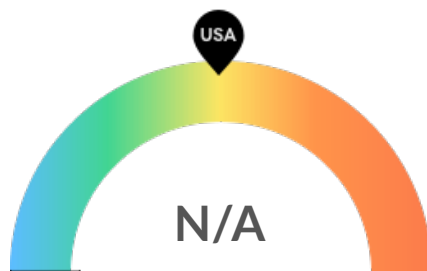
Racial Diversity

Racial diversity is about average in Mendocino County, CA. The national average for an area this size is 36,922 racially diverse people, while there are 33,940 here.



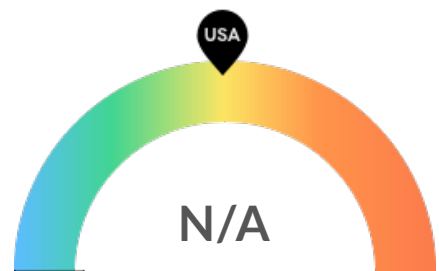
Veterans

Mendocino County, CA has 4,941 veterans. The national average for an area this size is 4,778.



Violent Crime

No crime information is available in Mendocino County, CA.

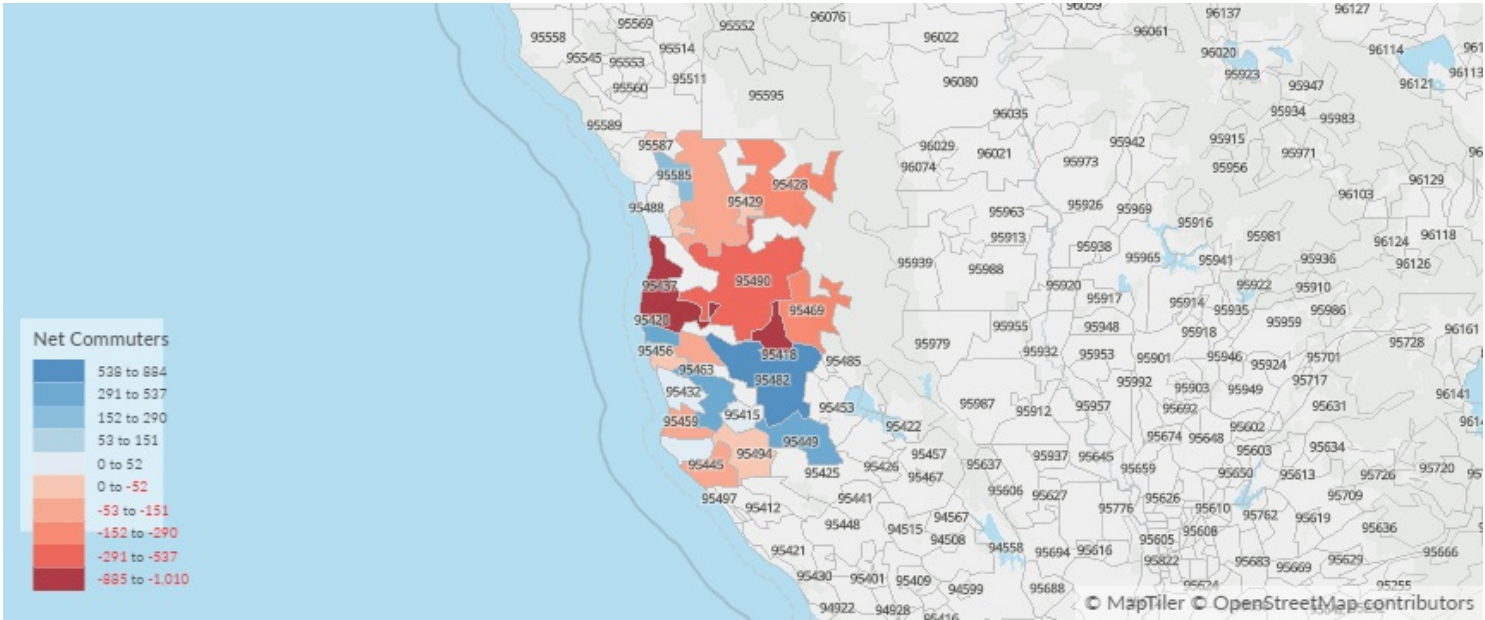


Property Crime

No crime information is available in Mendocino County, CA.

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 Mendocino County)	15,265
95437	Fort Bragg, CA (in Mendocino County)	6,674
95490	Willits, CA (in Mendocino County)	6,131
95470	Redwood Valley, CA (in Mendocino County)	1,477
95460	Mendocino, CA (in Mendocino County)	1,203

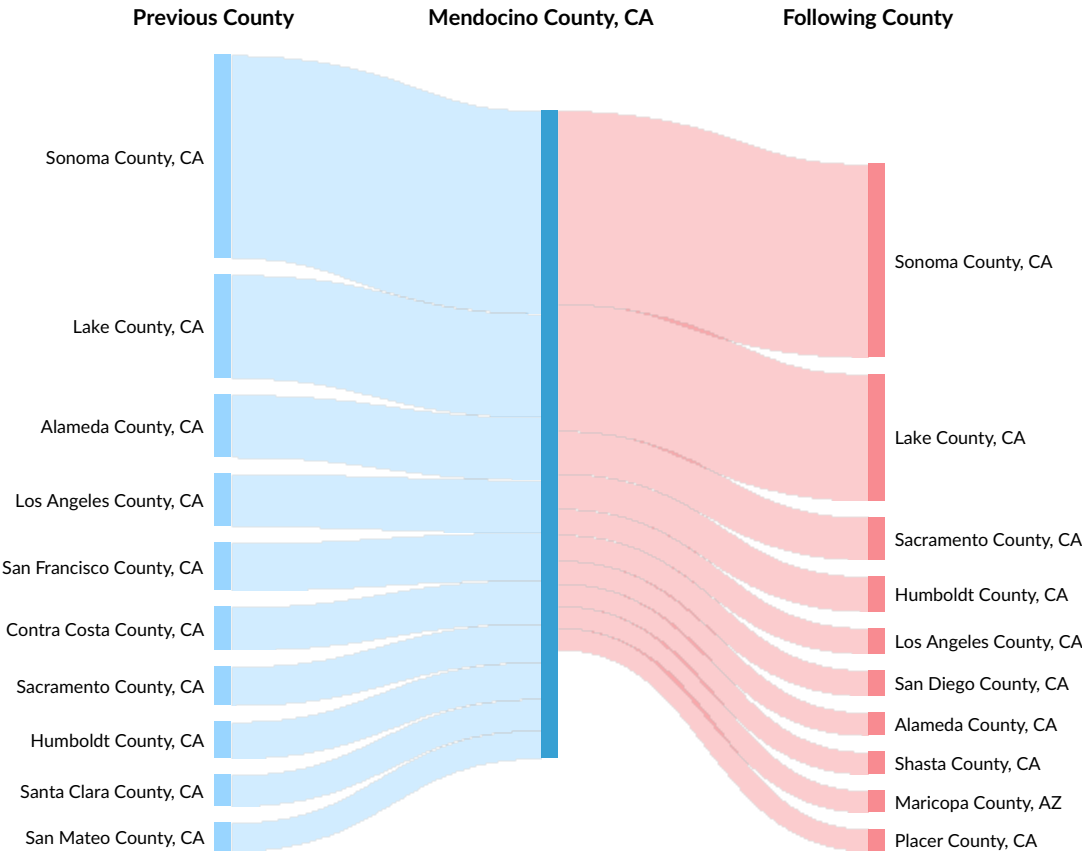
Where Talent Lives

ZIP	Name	2023 Workers
95482	Ukiah, CA (in Mendocino County)	14,727
95437	Fort Bragg, CA (in Mendocino County)	7,560
95490	Willits, CA (in Mendocino County)	6,422
95470	Redwood Valley, CA (in Mendocino County)	2,487
95445	Gualala, CA (in Mendocino County)	901

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 2021, 395 people have migrated from Sonoma County, CA to Mendocino County, CA. In the same year, 376 people left Mendocino County, CA migrating to Sonoma County, CA. The total Net Migration for Mendocino County, CA in 2021 was 86.

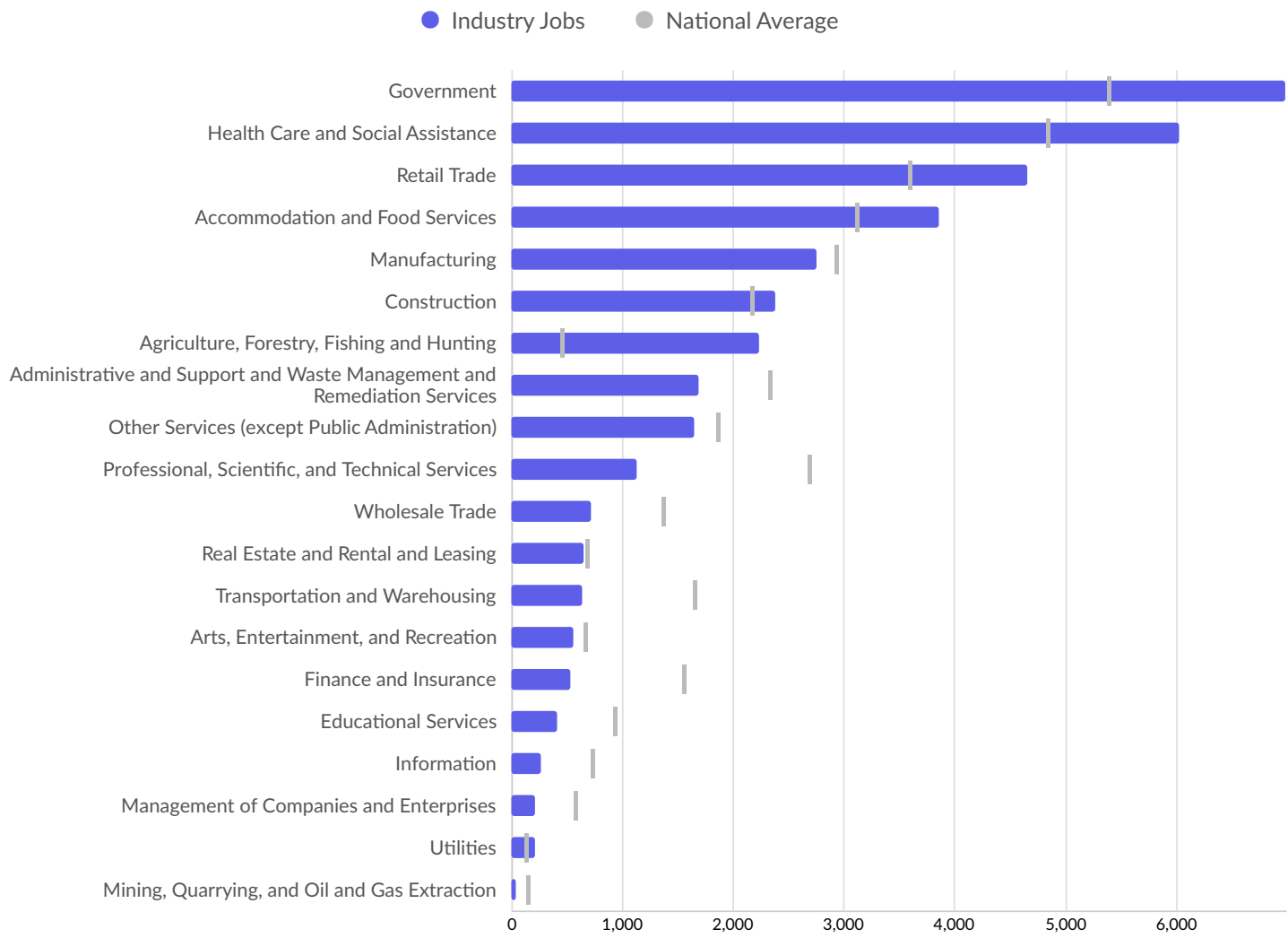


Top Previous Counties	Migrations
Sonoma County, CA	395
Lake County, CA	201
Alameda County, CA	122
Los Angeles County, CA	103
San Francisco County, CA	93
Contra Costa County, CA	84

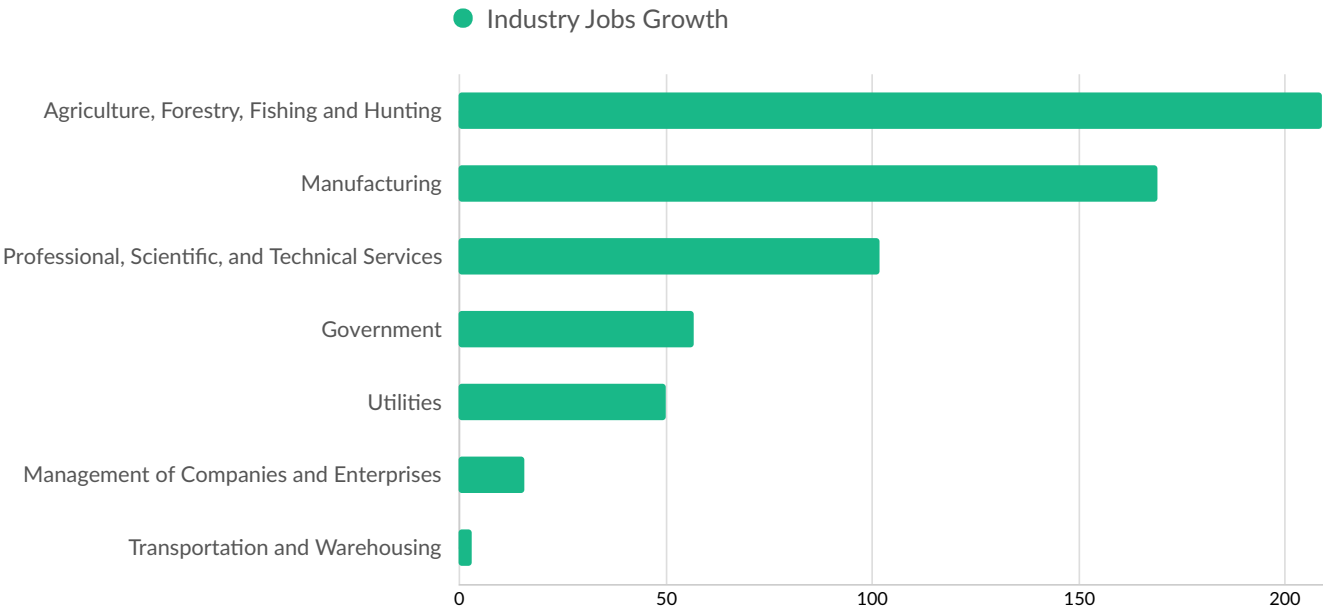
Top Previous Counties	Migrations
Sacramento County, CA	75
Humboldt County, CA	71
Santa Clara County, CA	61
San Mateo County, CA	55
San Diego County, CA	52
Butte County, CA	49
Marin County, CA	43
San Bernardino County, CA	40
Mono County, CA	37
Top Following Counties	Migrations
Sonoma County, CA	376
Lake County, CA	246
Sacramento County, CA	83
Humboldt County, CA	68
Los Angeles County, CA	50
San Diego County, CA	50
Alameda County, CA	45
Shasta County, CA	43
Maricopa County, AZ	43
Placer County, CA	42
Monterey County, CA	38
Napa County, CA	38
San Mateo County, CA	38
Santa Clara County, CA	38
Santa Cruz County, CA	38

Industry Characteristics

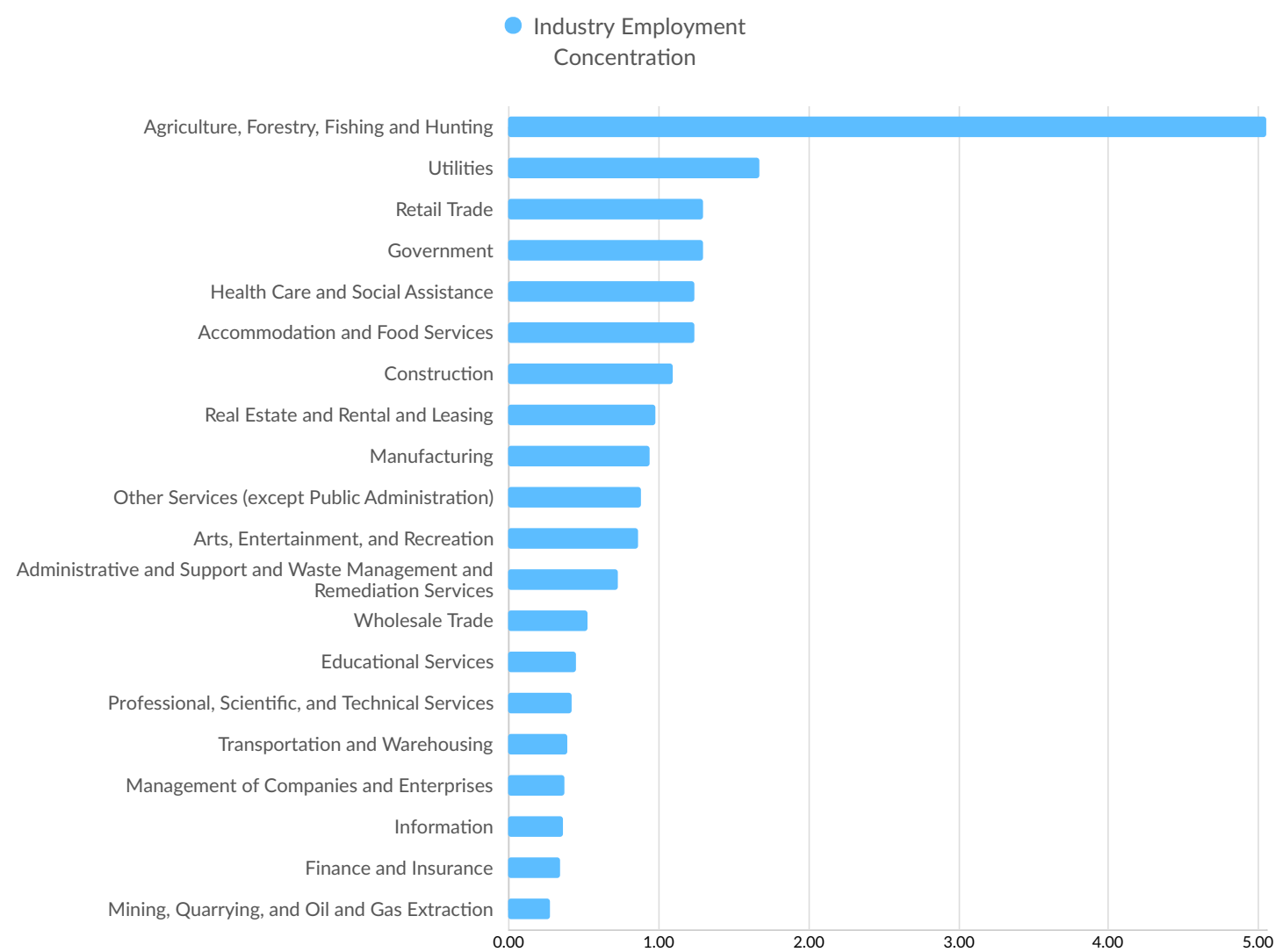
Largest Industries



Top Growing Industries

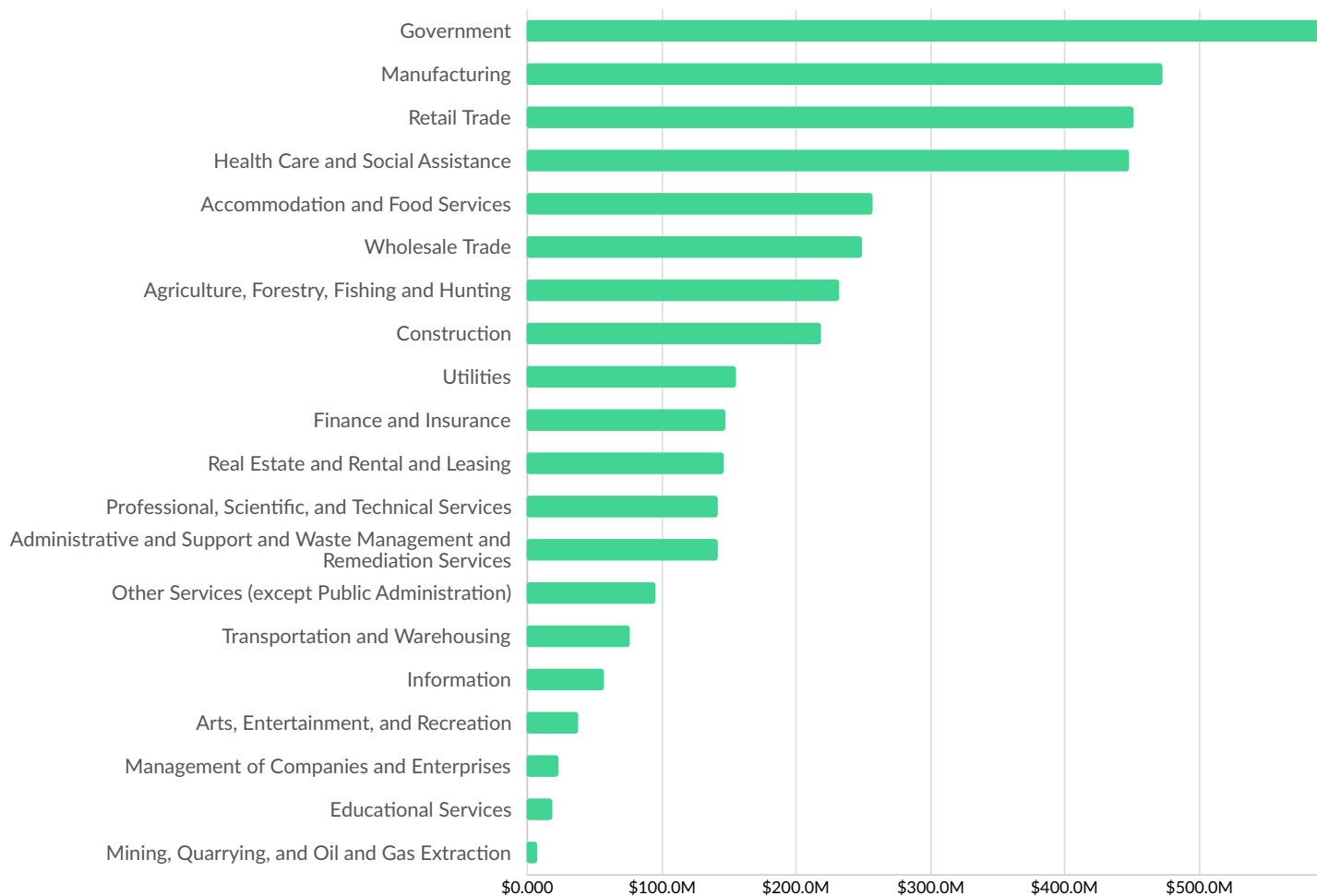


Top Industry Employment Concentration

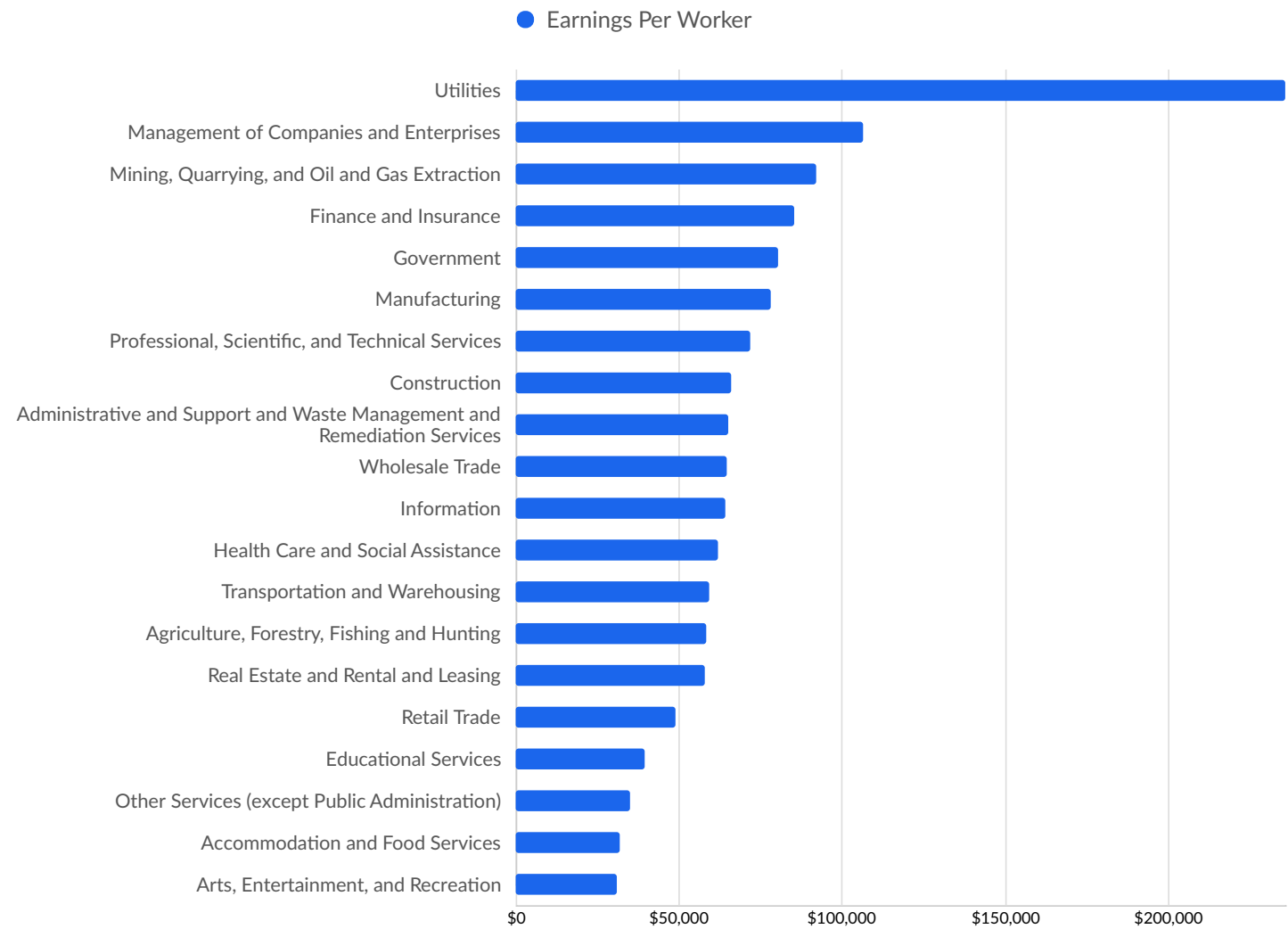


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



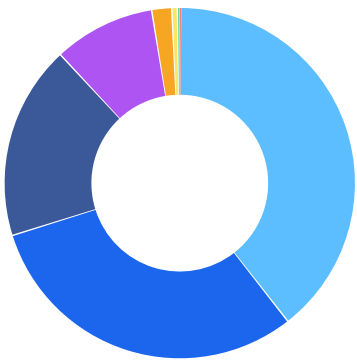
Business Characteristics

8,369 Companies Employ Your Workers

Online profiles for your workers mention 8,369 companies as employers, with the top 10 appearing below. In the last 12 months, 632 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	267 <div></div>	Adventist Health	609 <div></div>
Ukiah Unified School District	240 <div></div>	CompHealth	219 <div></div>
Adventist Health	225 <div></div>	Sutter Health	217 <div></div>
San Francisco City College	136 <div></div>	Mendocino College	169 <div></div>
City Of Ukiah	82 <div></div>	Mendocino Redwood Company	87 <div></div>
Northcoastmediationgroup	81 <div></div>	County Of Mendocino	84 <div></div>
California School Health Services	78 <div></div>	Nomad Health	79 <div></div>
Mendocino Community Health ...	72 <div></div>	State of California	77 <div></div>
Savings Bank Of Mendocino Co...	72 <div></div>	NaphCare	76 <div></div>
Mendocino Forest Products	63 <div></div>	Stability Healthcare	73 <div></div>

Business Size

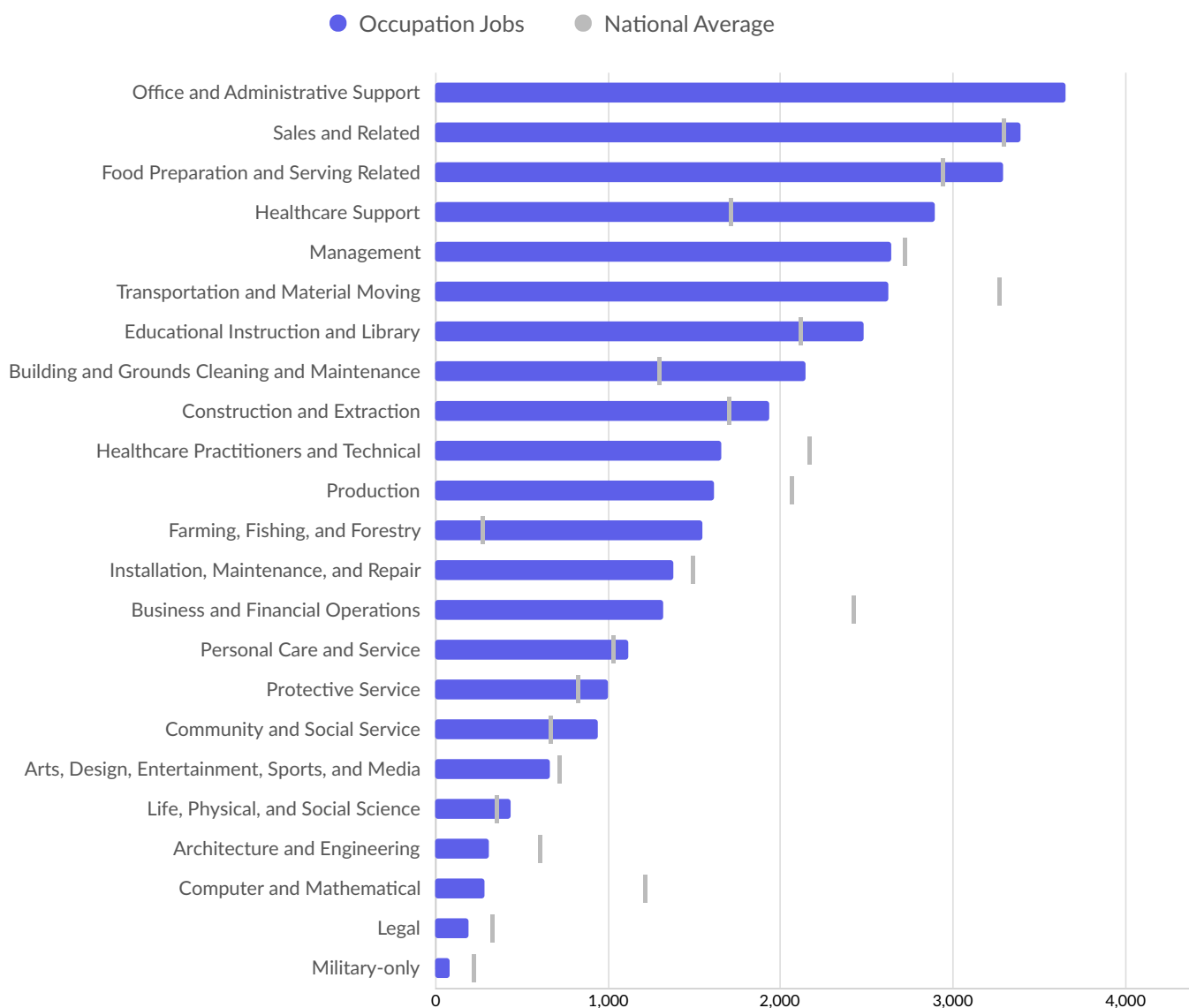


	Percentage	Business Count
1 to 4 employees	39.4%	1,625
5 to 9 employees	30.7%	1,269
10 to 19 employees	17.9%	739
20 to 49 employees	9.4%	386
50 to 99 employees	1.8%	76
100 to 249 employees	0.5%	21
250 to 499 employees	0.2%	10
500+ employees	0.0%	2

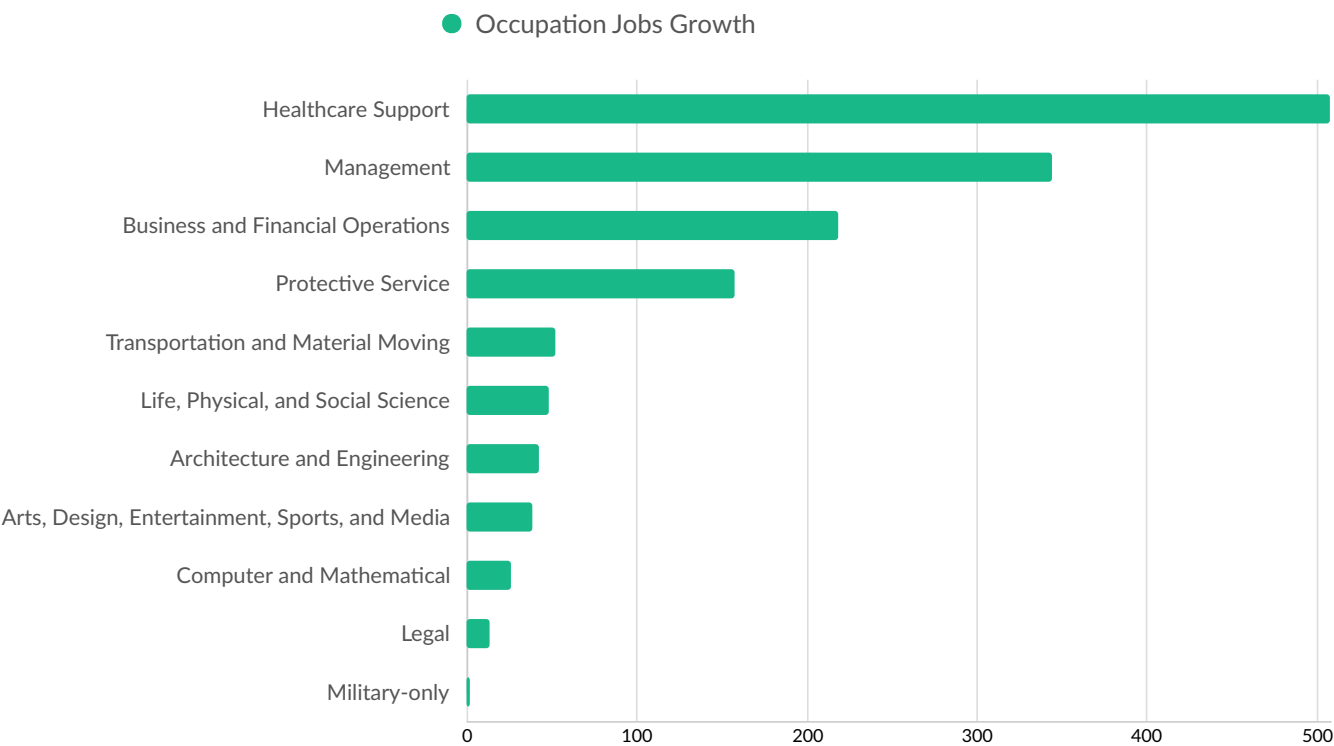
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

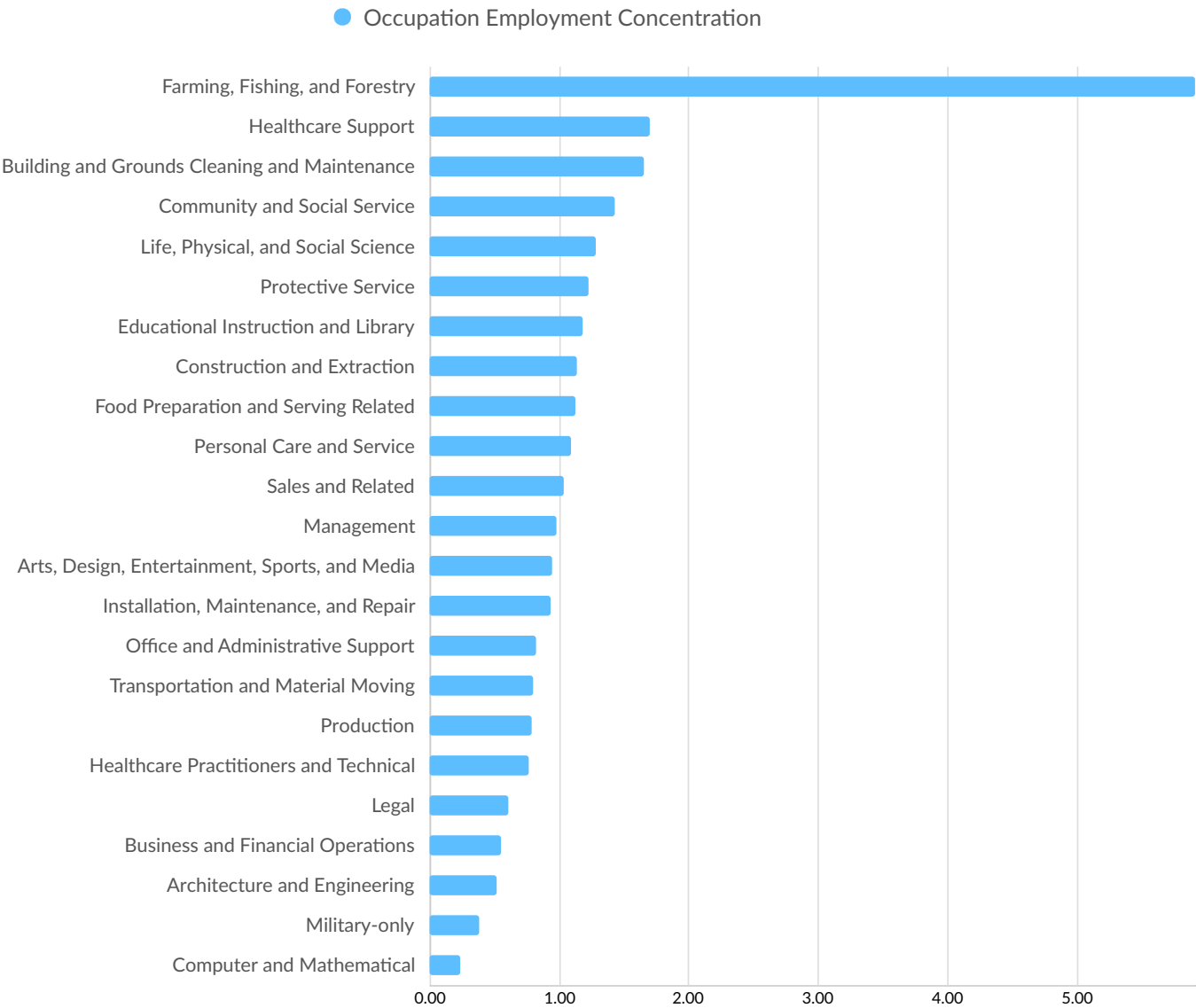
Largest Occupations



Top Growing Occupations



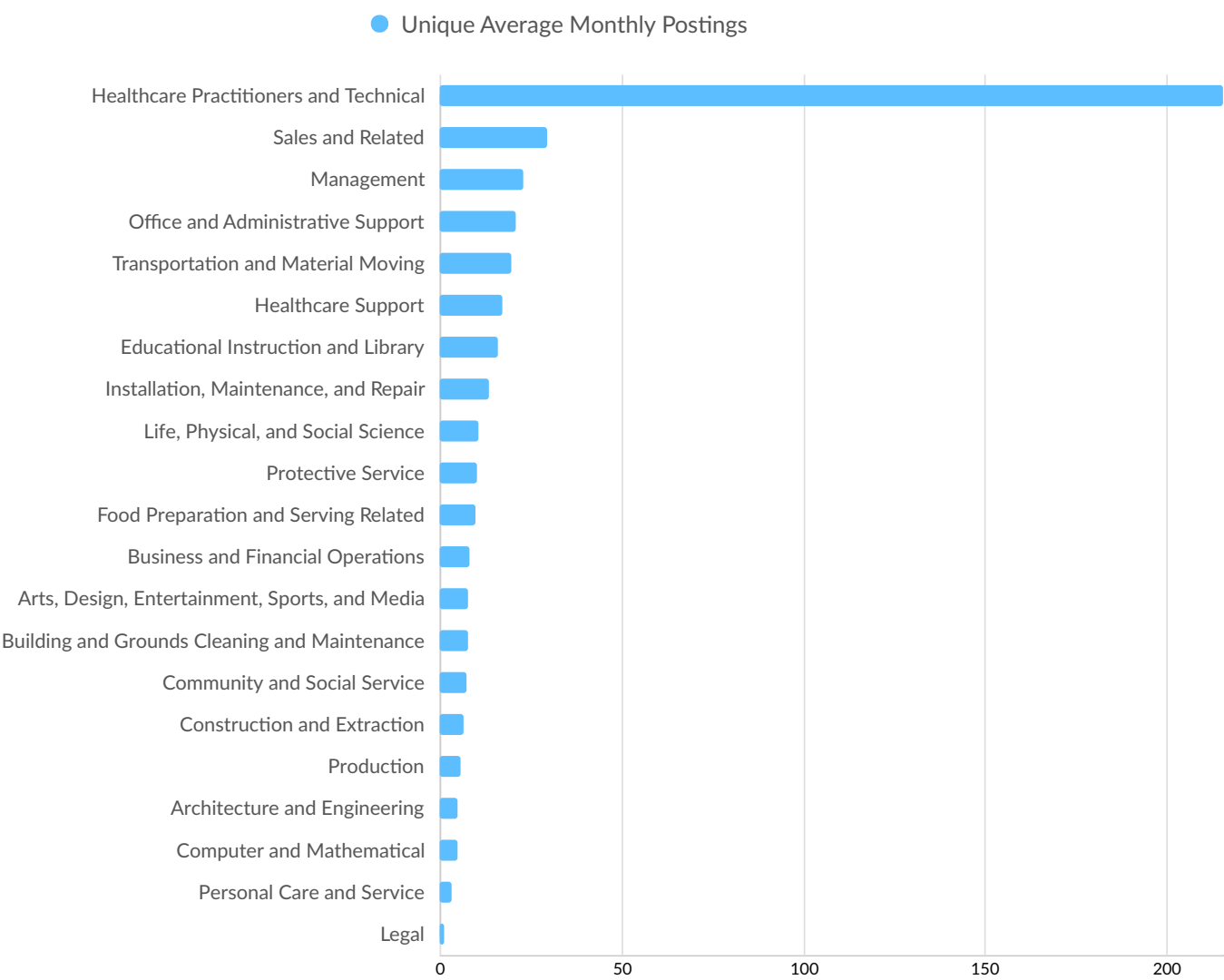
Top Occupation Employment Concentration



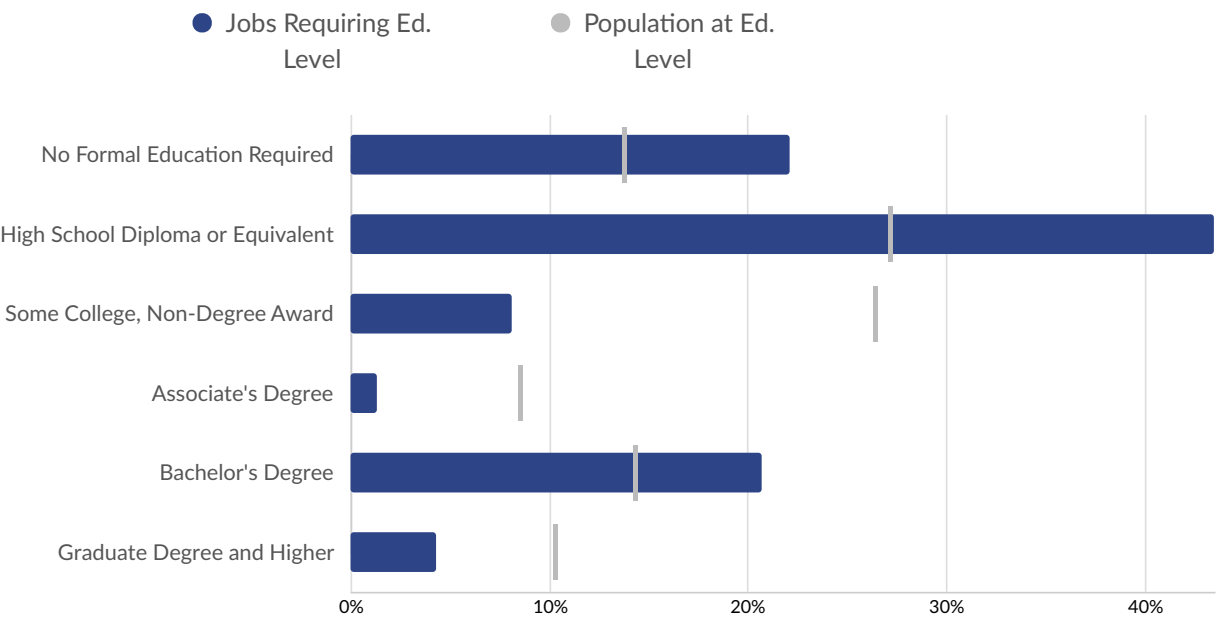
Top Occupation Earnings



Top Posted Occupations







Underemployment



Educational Pipeline

In 2022, there were 646 graduates in Mendocino County, CA. This pipeline has grown by 56% over the last 5 years. The highest share of these graduates come from "Health/Medical Preparatory Programs, Other" (Associate's), "Liberal Arts and Sciences/Liberal Studies" (Certificate), and "Business Administration and Management, General" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Mendocino College	636 	
Dharma Realm Buddhist University	10	
Ukiah Adult School	0	

- Certificate

Associate's

Bachelor's

Master's or Higher

In-Demand Skills

