



Economic Overview

Mendocino County, California



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Demographic Profile

The population in Mendocino County, California was 87,110 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 40,905 with a participation rate of 57.8%. Of individuals 25 to 64 in Mendocino County, California, 19.2% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in Mendocino County, California is \$52,915 and the median house value is \$388,500.

Summary¹

	Percent			Value		
	Mendocino County, California	Lake County, California	California	Mendocino County, California	Lake County, California	California
Demographics						
Population (ACS)	—	—	—	87,110	64,276	39,346,023
Male	49.5%	49.9%	49.7%	43,107	32,099	19,562,882
Female	50.5%	50.1%	50.3%	44,003	32,177	19,783,141
Median Age ²	—	—	—	43.4	45.3	36.7
Under 18 Years	21.3%	21.0%	22.8%	18,592	13,528	8,956,641
18 to 24 Years	7.5%	6.6%	9.5%	6,496	4,266	3,724,239
25 to 34 Years	11.3%	10.7%	15.3%	9,877	6,847	6,007,913
35 to 44 Years	11.7%	11.3%	13.3%	10,206	7,270	5,233,903
45 to 54 Years	11.6%	11.7%	12.8%	10,130	7,521	5,039,155
55 to 64 Years	14.4%	15.8%	12.0%	12,575	10,159	4,739,675
65 to 74 Years	14.1%	14.3%	8.3%	12,258	9,163	3,270,380
75 Years and Over	8.0%	8.6%	6.0%	6,976	5,522	2,374,117
Race: White	80.0%	75.8%	56.1%	69,709	48,712	22,053,721
Race: Black or African American	0.5%	2.5%	5.7%	424	1,583	2,250,962
Race: American Indian and Alaska Native	4.3%	4.0%	0.8%	3,789	2,540	311,629
Race: Asian	2.0%	1.5%	14.8%	1,740	940	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.2%	0.0%	0.4%	137	15	149,636
Race: Some Other Race	5.4%	11.3%	14.3%	4,746	7,252	5,623,747
Race: Two or More Races	7.5%	5.0%	7.9%	6,565	3,234	3,122,016
Hispanic or Latino (of any race)	25.7%	21.3%	39.1%	22,354	13,667	15,380,929
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	86,061	64,479	39,368,078
Population Annual Average Growth ⁴	-0.2%	0.0%	0.5%	-174	-26	204,853
People per Square Mile	—	—	—	24.7	51.2	253.6
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	57.8%	51.2%	63.6%	40,905	26,743	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	75.5%	73.9%	81.5%	22,773	15,984	13,211,621
Armed Forces Labor Force	0.1%	0.0%	0.4%	52	22	140,982
Veterans, Age 18-64	3.6%	4.8%	3.0%	1,772	1,727	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	72.5%	55.8%	76.1%	1,285	964	565,185
Median Household Income ²	—	—	—	\$52,915	\$49,254	\$78,672
Per Capita Income	—	—	—	\$30,351	\$29,714	\$38,576
Mean Commute Time (minutes)	—	—	—	20.7	30.6	29.8
Commute via Public Transportation	0.2%	0.7%	4.6%	67	160	843,498
Educational Attainment, Age 25-64						
No High School Diploma	14.6%	14.6%	15.2%	6,247	4,656	3,199,850
High School Graduate	28.9%	31.8%	20.4%	12,347	10,100	4,282,776
Some College, No Degree	28.0%	26.5%	21.0%	11,992	8,433	4,412,172

Summary¹

	Percent			Value		
	Mendocino County, California	Lake County, California	California	Mendocino County, California	Lake County, California	California
Associate's Degree	9.3%	11.6%	8.0%	3,992	3,683	1,678,082
Bachelor's Degree	13.3%	10.2%	22.6%	5,712	3,244	4,741,354
Postgraduate Degree	5.8%	5.3%	12.9%	2,498	1,681	2,706,412
Housing						
Total Housing Units	—	—	—	40,874	34,477	14,210,945
Median House Value (of owner-occupied units) ²	—	—	—	\$388,500	\$238,000	\$538,500
Homeowner Vacancy	1.2%	2.3%	1.1%	241	417	77,702
Rental Vacancy	1.8%	3.7%	3.7%	246	317	227,993
Renter-Occupied Housing Units (% of Occupied Units)	39.7%	32.3%	44.7%	13,553	8,232	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	7.0%	5.1%	7.0%	2,385	1,306	920,362
Social						
Poverty Level (of all people)	16.3%	17.5%	12.6%	13,929	11,057	4,853,434
Households Receiving Food Stamps/SNAP	11.0%	14.5%	9.0%	3,770	3,693	1,183,873
Enrolled in Grade 12 (% of total population)	1.7%	1.5%	1.5%	1,441	950	576,714
Disconnected Youth ³	3.0%	2.0%	1.9%	128	53	38,451
Children in Single Parent Families (% of all children)	42.1%	43.9%	32.8%	7,441	5,447	2,796,858
Uninsured	9.3%	7.3%	7.2%	8,044	4,642	2,806,173
With a Disability, Age 18-64	16.0%	17.3%	8.0%	7,783	6,144	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	41.8%	32.8%	43.0%	3,254	2,013	837,117
Foreign Born	12.3%	8.2%	26.6%	10,675	5,256	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	8.4%	5.8%	17.4%	6,921	3,511	6,432,102

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

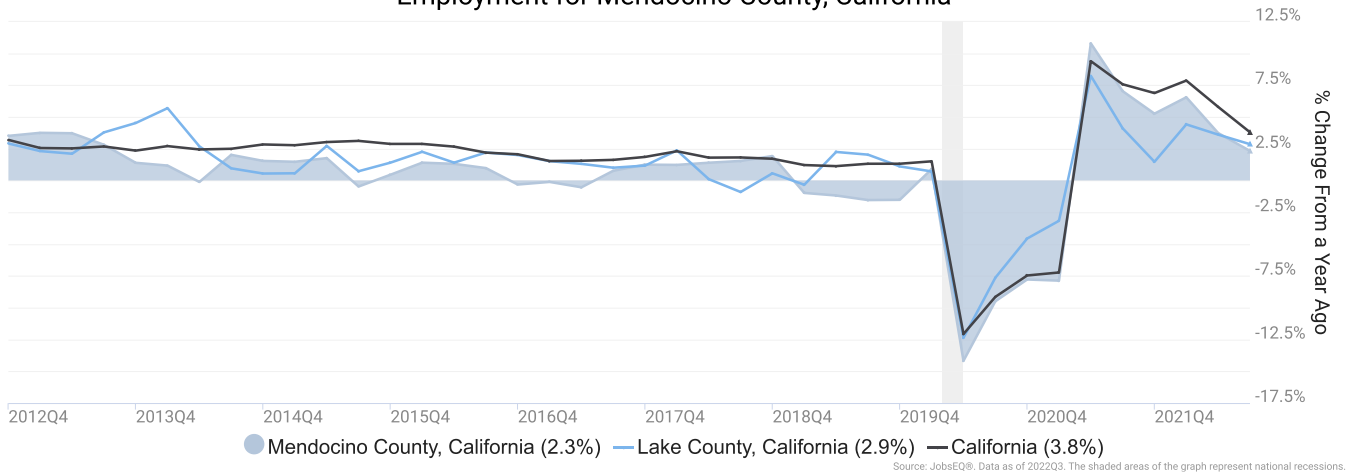
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

Employment Trends

As of 2022Q3, total employment for Mendocino County, California was 35,468 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 2.3% in the region.

Employment for Mendocino County, California

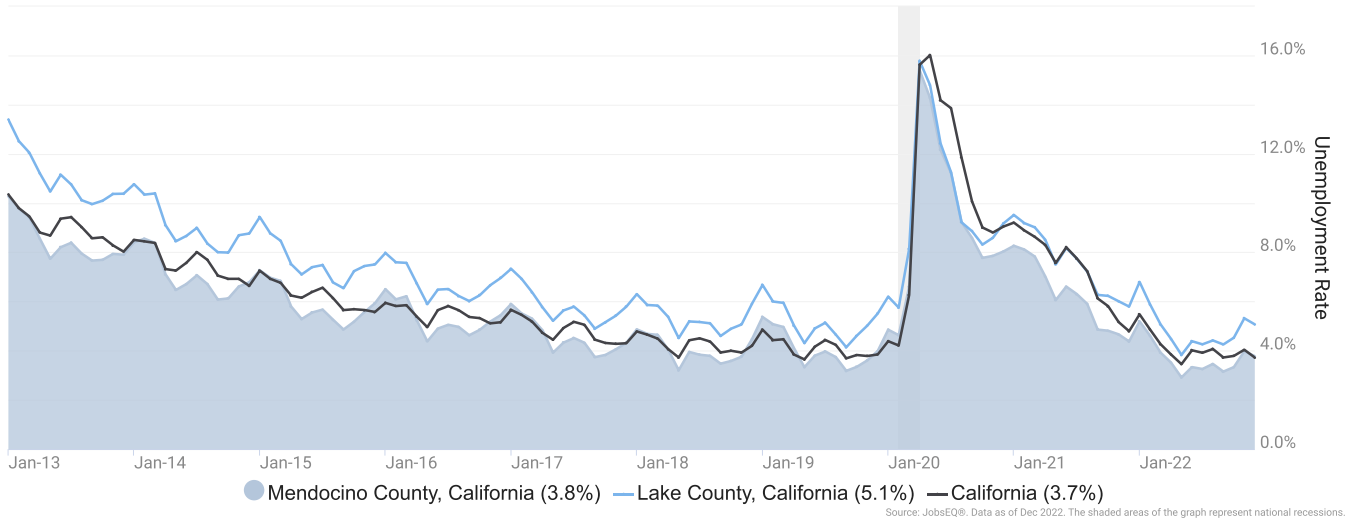


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2022Q3.

Unemployment Rate

The unemployment rate for Mendocino County, California was 3.8% as of December 2022. The regional unemployment rate was higher than the national rate of 3.3%. One year earlier, in December 2021, the unemployment rate in Mendocino County, California was 4.4%.

Unemployment Rate for Mendocino County, California

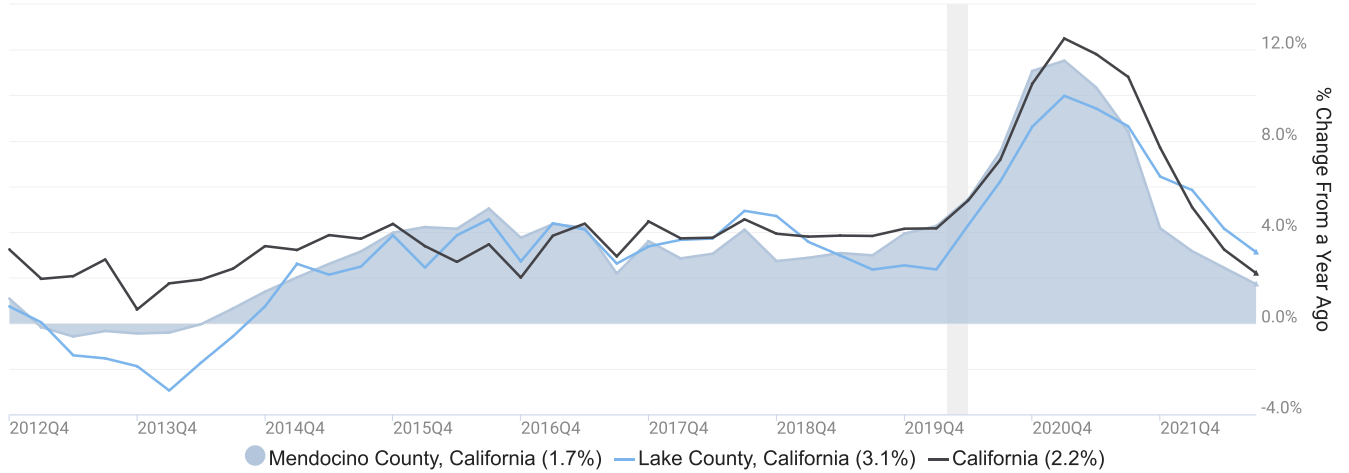


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through December 2022.

Wage Trends

The average worker in Mendocino County, California earned annual wages of \$48,100 as of 2022Q3. Average annual wages per worker increased 1.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,132 in the nation as of 2022Q3.

Average Annual Wages for Mendocino County, California



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 18.4% higher in Mendocino County, California than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Mendocino County, California	\$48,100	118.4	\$40,628
Lake County, California	\$46,332	109.0	\$42,521
California	\$83,734	144.8	\$57,822
USA	\$68,132	100.0	\$68,132

Source: [JobsEQ®](#)

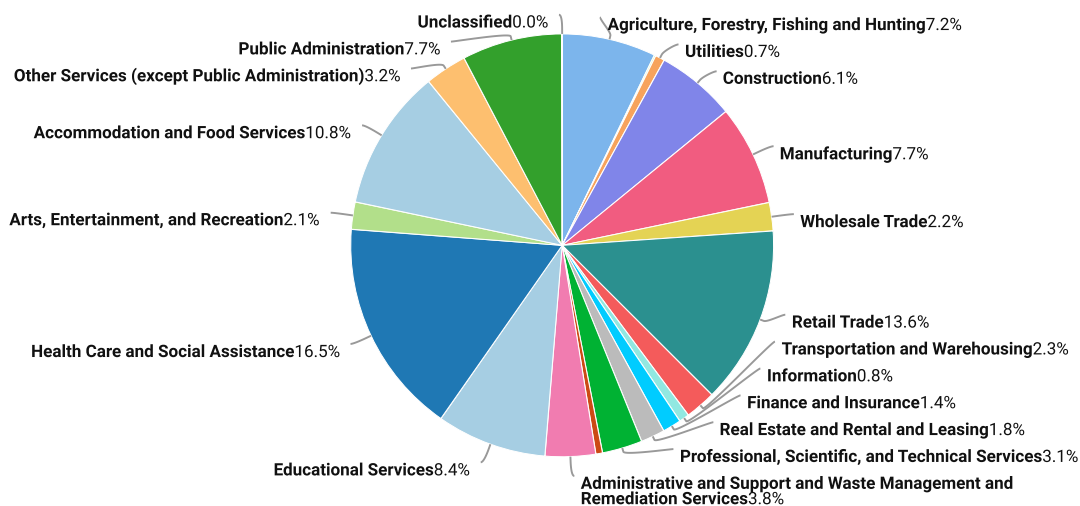
Data as of 2022Q3

Cost of Living per [COLI](#), data as of 2022Q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Mendocino County, California is Health Care and Social Assistance, employing 5,853 workers. The next-largest sectors in the region are Retail Trade (4,812 workers) and Accommodation and Food Services (3,841). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 5.37), Public Administration (1.66), and Utilities (1.43).

Total Workers for Mendocino County, California by Industry



Source: JobsEQ® Data as of 2022Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

Sectors in Mendocino County, California with the highest average wages per worker are Utilities (\$132,877), Management of Companies and Enterprises (\$94,938), and Mining, Quarrying, and Oil and Gas Extraction (\$68,786). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Agriculture, Forestry, Fishing and Hunting (+341 jobs), Public Administration (+266), and Construction (+238).

Over the next 3 years, employment in Mendocino County, California is projected to contract by 119 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+181 jobs), Accommodation and Food Services (+94), and Transportation and Warehousing (+11).

Mendocino County, California, 2022Q3¹

NAICS	Industry	Empl	Current	5-Year History			3-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	5,853	\$49,250	1.15	-346	-1.1%	2,011	843	987	181	1.0%
44	Retail Trade	4,812	\$38,262	1.34	-78	-0.3%	1,847	865	1,144	-162	-1.1%
72	Accommodation and Food Services	3,841	\$27,758	1.28	-290	-1.4%	2,126	919	1,113	94	0.8%
61	Educational Services	2,986	\$50,593	1.06	-129	-0.8%	847	417	461	-31	-0.3%
92	Public Administration	2,722	\$60,632	1.66	266	2.1%	735	331	471	-68	-0.8%
31	Manufacturing	2,715	\$61,097	0.95	26	0.2%	807	324	552	-69	-0.9%
11	Agriculture, Forestry, Fishing and Hunting	2,549	\$44,170	5.37	341	2.9%	971	429	544	-2	0.0%
23	Construction	2,156	\$49,267	1.02	238	2.4%	595	225	402	-33	-0.5%
56	Administrative and Support and Waste Management and Remediation Services	1,363	\$60,753	0.59	70	1.1%	473	200	292	-19	-0.5%
81	Other Services (except Public Administration)	1,132	\$33,637	0.75	-136	-2.2%	412	173	238	2	0.0%
54	Professional, Scientific, and Technical Services	1,091	\$52,253	0.42	191	3.9%	281	108	185	-11	-0.3%
48	Transportation and Warehousing	828	\$52,330	0.47	3	0.1%	311	122	178	11	0.5%
42	Wholesale Trade	770	\$59,822	0.58	-91	-2.2%	238	94	160	-16	-0.7%
71	Arts, Entertainment, and Recreation	736	\$28,403	1.09	-195	-4.6%	333	138	190	5	0.2%
53	Real Estate and Rental and Leasing	654	\$48,440	1.04	33	1.1%	187	90	111	-14	-0.7%
52	Finance and Insurance	504	\$66,688	0.35	-66	-2.4%	133	53	88	-8	-0.5%
51	Information	278	\$51,023	0.38	-52	-3.4%	85	29	53	3	0.4%
22	Utilities	257	\$132,877	1.43	36	3.1%	72	27	47	-2	-0.2%
55	Management of Companies and Enterprises	180	\$94,938	0.33	-27	-2.8%	48	19	32	-3	-0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	38	\$68,786	0.31	-9	-4.0%	11	4	8	0	-0.4%
99	Unclassified	2	\$69,058	0.03	-139	-57.9%	1	0	0	0	-0.1%
Total - All Industries		35,468	\$48,100	1.00	-353	-0.2%	12,121	5,116	7,124	-119	-0.1%

Source: [JobsEQ®](#)

Data as of 2022Q3

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Mendocino County, California is Office and Administrative Support Occupations, employing 3,516 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,511 workers) and Food Preparation and Serving Related Occupations (3,159). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 6.76), Healthcare Support Occupations (1.52), and Building and Grounds Cleaning and Maintenance Occupations (1.41).

Occupation groups in Mendocino County, California with the highest average wages per worker are Legal Occupations (\$115,200), Healthcare Practitioners and Technical Occupations (\$113,500), and Management Occupations (\$104,900). The unemployment rate in the region varied among the major groups from 1.1% among Healthcare Practitioners and Technical Occupations to 6.8% among Food Preparation and Serving Related Occupations.

Over the next 3 years, the fastest growing occupation group in Mendocino County, California is expected to be Healthcare Support Occupations with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+136 jobs) and Food Preparation and Serving Related Occupations (+51). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (1,780 jobs) and Sales and Related Occupations (1,452).

Mendocino County, California, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			Total Demand	3-Year Forecast			
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	3,516	\$48,000	0.80	113	3.1%	74	-232	-1.3%	1,112	555	670	-113	-1.1%
41-0000	Sales and Related	3,511	\$46,700	1.06	174	4.8%	112	-267	-1.5%	1,336	666	786	-116	-1.1%
35-0000	Food Preparation and Serving Related	3,159	\$38,200	1.13	236	6.8%	64	-382	-2.3%	1,831	811	969	51	0.5%
53-0000	Transportation and Material Moving	2,756	\$45,000	0.89	155	5.3%	98	34	0.2%	1,119	429	702	-12	-0.1%
11-0000	Management	2,536	\$104,900	1.05	40	1.7%	87	78	0.6%	657	266	395	-4	-0.1%
31-0000	Healthcare Support	2,363	\$36,200	1.52	94	3.9%	87	-152	-1.2%	1,171	506	530	136	1.9%
25-0000	Educational Instruction and Library	2,179	\$73,700	1.15	45	2.3%	63	-108	-1.0%	589	301	299	-10	-0.2%
29-0000	Healthcare Practitioners and Technical	1,889	\$113,500	0.92	19	1.1%	914	30	0.3%	343	171	165	7	0.1%
37-0000	Building and Grounds Cleaning and Maintenance	1,650	\$41,100	1.41	93	5.3%	28	1	0.0%	647	295	359	-8	-0.2%
47-0000	Construction and Extraction	1,645	\$66,600	1.03	92	5.1%	7	120	1.5%	454	169	303	-18	-0.4%
45-0000	Farming, Fishing, and Forestry	1,538	\$41,600	6.76	83	5.3%	8	280	4.1%	735	236	496	2	0.0%
13-0000	Business and Financial Operations	1,536	\$76,900	0.68	24	1.7%	21	261	3.8%	398	139	267	-8	-0.2%
51-0000	Production	1,503	\$47,600	0.75	65	4.0%	16	-135	-1.7%	450	189	308	-47	-1.1%
49-0000	Installation, Maintenance, and Repair	1,172	\$55,500	0.86	31	2.5%	35	-4	-0.1%	324	128	208	-12	-0.3%
39-0000	Personal Care and Service	936	\$41,600	1.09	61	6.3%	17	-56	-1.1%	520	198	301	21	0.7%
33-0000	Protective Service	858	\$68,800	1.13	22	2.6%	33	25	0.6%	276	132	158	-14	-0.5%

Mendocino County, California, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			Online Job Ads ³	5-Year History		Total Demand	3-Year Forecast			Ann % Growth
				LQ	Unempl	Unempl Rate		Empl Change	Ann %		Exits	Transfers	Empl Growth	
21- 0000	Community and Social Service	805	\$58,000	1.29	11	1.7%	75	-34	-0.8%	254	97	141	15	0.6%
27- 0000	Arts, Design, Entertainment, Sports, and Media	578	\$64,400	0.92	16	3.8%	9	-18	-0.6%	183	75	106	2	0.1%
15- 0000	Computer and Mathematical	541	\$97,000	0.44	5	1.2%	16	108	4.5%	109	35	77	-3	-0.2%
17- 0000	Architecture and Engineering	288	\$99,200	0.50	3	1.8%	4	32	2.4%	57	24	39	-6	-0.7%
19- 0000	Life, Physical, and Social Science	280	\$84,800	0.90	3	1.7%	16	42	3.3%	75	19	58	-2	-0.2%
23- 0000	Legal	229	\$115,200	0.76	2	1.2%	4	24	2.2%	41	20	22	-1	-0.2%
Total - All Occupations		35,468	\$59,600	1.00	1,388	3.9%	1,788	-353	-0.2%	12,702	5,463	7,358	-119	-0.1%

Source: [JobsEQ®](#)

Data as of 2022Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

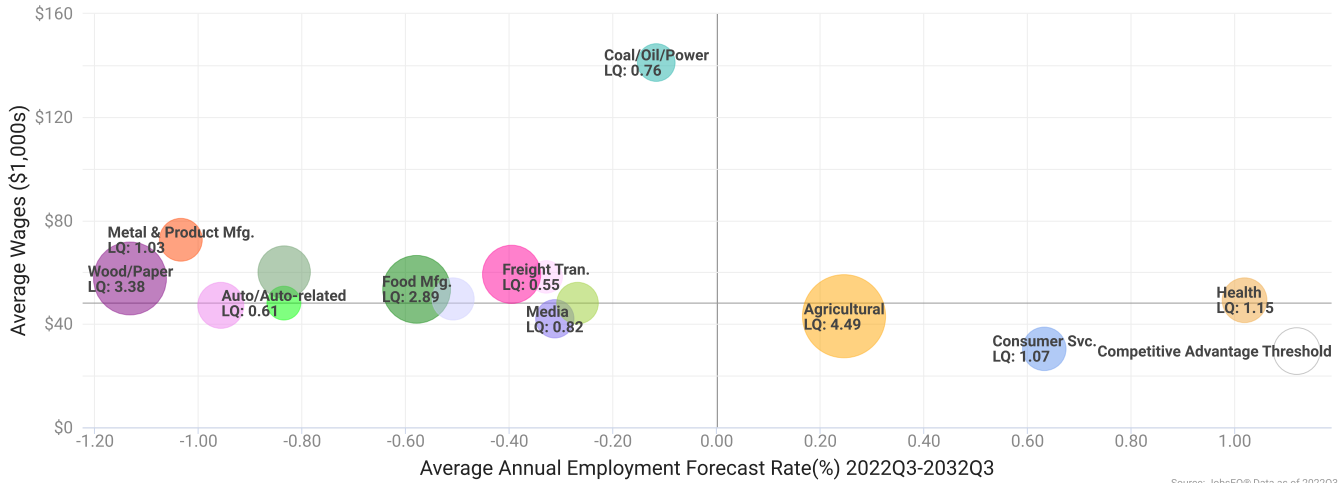
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q2, imputed where necessary with preliminary estimates updated to 2022Q3. Wages by occupation are as of 2022 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Mendocino County, California with the highest relative concentration is Agricultural with a location quotient of 4.49. This cluster employs 2,226 workers in the region with an average wage of \$43,000. Employment in the Agricultural cluster is projected to expand in the region about 0.2% per year over the next ten years.

Industry Clusters for Mendocino County, California as of 2022Q3



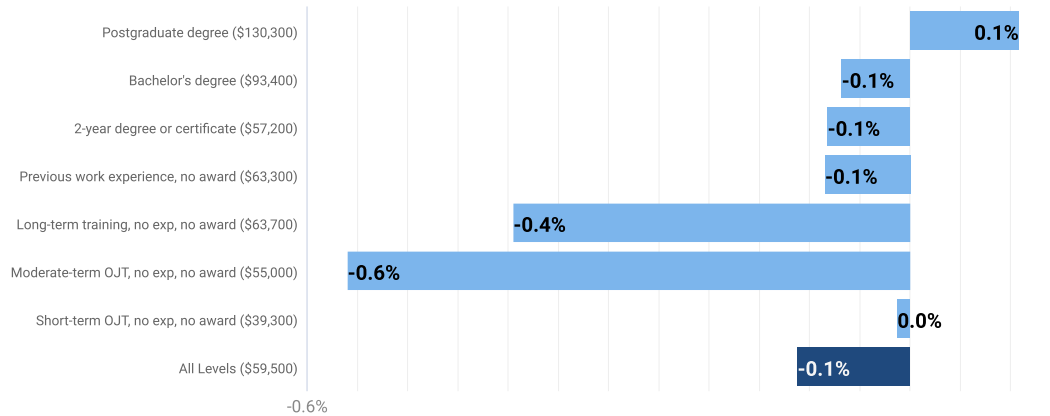
Source: JobsEQ® Data as of 2022Q3

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Mendocino County, California is projected to contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.1% per year, those requiring a bachelor’s degree are forecast to contract 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.1% per year.

Annual Average Projected Job Growth by Training Required



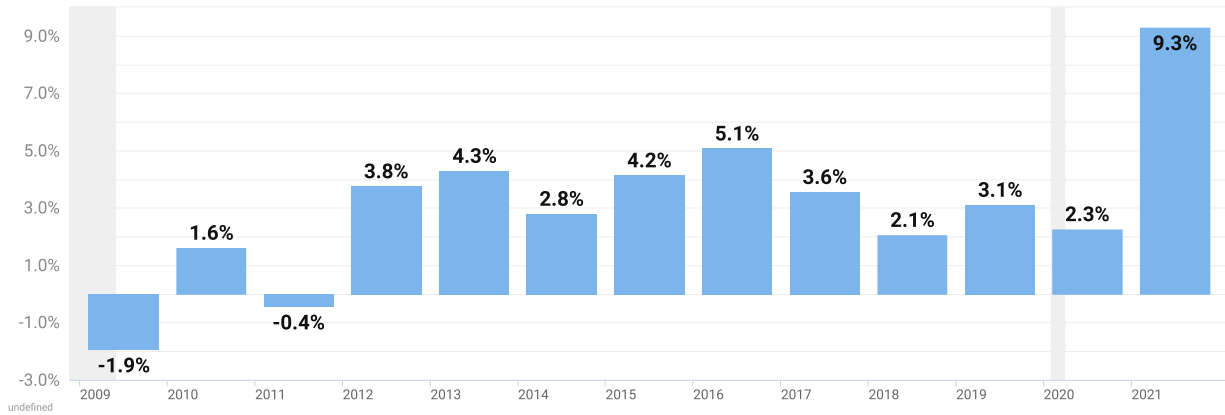
Source: JobsEQ® Data as of 2022Q3

Employment by occupation data are estimates as of 2022Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Gross Domestic Product

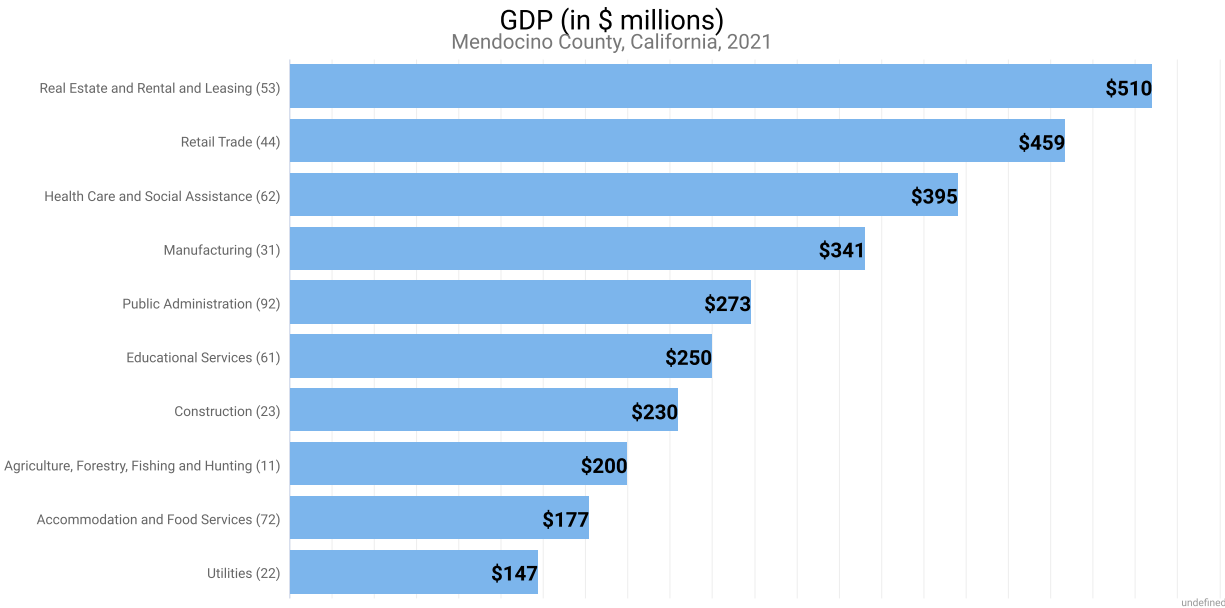
Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2021, nominal GDP in Mendocino County, California expanded 9.3%. This follows growth of 2.3% in 2020. As of 2021, total GDP in Mendocino County, California was \$3,731,904,000.

1 year % Change in GDP



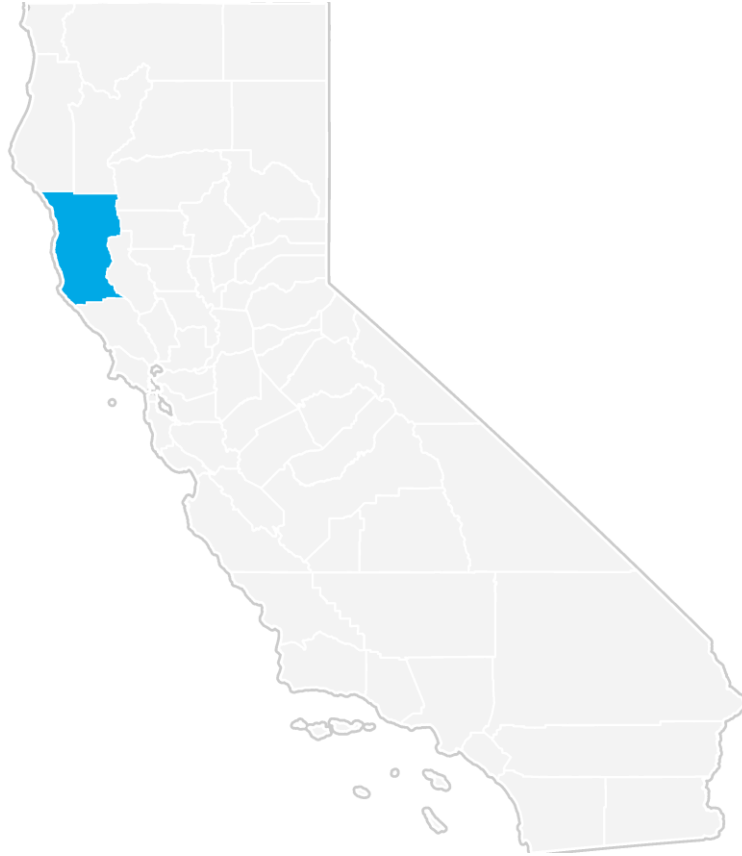
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2021.

Of the sectors in Mendocino County, California, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2021, \$510,253,000. The next-largest contributions came from Retail Trade (\$458,656,000); Health Care and Social Assistance (\$395,143,000); and Manufacturing (\$340,775,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2021.

Mendocino County, California Regional Map



FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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