



# Economic Overview

## Ukiah city, CA



Joshua Metz  
Senior Advisor, Economic Development  
(650) 587-7300 x27  
[Rgs.ca.gov](http://Rgs.ca.gov)

Demographic Profile..... 3

Employment Trends ..... 5

Wage Trends ..... 6

Cost of Living Index ..... 7

Industry Snapshot ..... 8

Occupation Snapshot ..... 10

Industry Clusters ..... 12

Education Levels..... 13

Ukiah city, CA Regional Map ..... 14

FAQ..... 15

# Demographic Profile

The population in the Ukiah city, CA was 15,963 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 7,850 with a participation rate of 63.1%. Of individuals 25 to 64 in the Ukiah city, CA, 20.4% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Ukiah city, CA is \$55,177 and the median house value is \$369,000.

## Summary<sup>1</sup>

	Percent			Value		
	Ukiah city, CA	Mendocino County, California	California	Ukiah city, CA	Mendocino County, California	California
<b>Demographics</b>						
Population (ACS)	—	—	—	15,963	87,110	39,346,023
Male	50.3%	49.5%	49.7%	8,026	43,107	19,562,882
Female	49.7%	50.5%	50.3%	7,937	44,003	19,783,141
Median Age <sup>2</sup>	—	—	—	36.3	43.4	36.7
Under 18 Years	25.6%	21.3%	22.8%	4,088	18,592	8,956,641
18 to 24 Years	8.6%	7.5%	9.5%	1,372	6,496	3,724,239
25 to 34 Years	14.5%	11.3%	15.3%	2,315	9,877	6,007,913
35 to 44 Years	12.7%	11.7%	13.3%	2,033	10,206	5,233,903
45 to 54 Years	13.0%	11.6%	12.8%	2,072	10,130	5,039,155
55 to 64 Years	10.5%	14.4%	12.0%	1,670	12,575	4,739,675
65 to 74 Years	8.6%	14.1%	8.3%	1,380	12,258	3,270,380
75 Years and Over	6.5%	8.0%	6.0%	1,033	6,976	2,374,117
Race: White	80.8%	80.0%	56.1%	12,893	69,709	22,053,721
Race: Black or African American	0.7%	0.5%	5.7%	109	424	2,250,962
Race: American Indian and Alaska Native	2.5%	4.3%	0.8%	402	3,789	311,629
Race: Asian	3.2%	2.0%	14.8%	513	1,740	5,834,312
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.2%	0.4%	0	137	149,636
Race: Some Other Race	7.1%	5.4%	14.3%	1,141	4,746	5,623,747
Race: Two or More Races	5.7%	7.5%	7.9%	905	6,565	3,122,016
Hispanic or Latino (of any race)	35.7%	25.7%	39.1%	5,701	22,354	15,380,929
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	63.1%	57.8%	63.6%	7,850	40,905	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	78.3%	75.5%	81.5%	5,027	22,773	13,211,621
Armed Forces Labor Force	0.0%	0.1%	0.4%	0	52	140,982
Veterans, Age 18-64	3.3%	3.6%	3.0%	310	1,772	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	88.1%	72.5%	76.1%	273	1,285	565,185
Median Household Income <sup>2</sup>	—	—	—	\$55,177	\$52,915	\$78,672
Per Capita Income	—	—	—	\$28,660	\$30,351	\$38,576
Mean Commute Time (minutes)	—	—	—	16.8	20.7	29.8
Commute via Public Transportation	0.3%	0.2%	4.6%	18	67	843,498
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	18.7%	14.6%	15.2%	1,510	6,247	3,199,850
High School Graduate	24.3%	28.9%	20.4%	1,964	12,347	4,282,776
Some College, No Degree	26.7%	28.0%	21.0%	2,158	11,992	4,412,172
Associate's Degree	10.0%	9.3%	8.0%	807	3,992	1,678,082
Bachelor's Degree	13.0%	13.3%	22.6%	1,050	5,712	4,741,354
Postgraduate Degree	7.4%	5.8%	12.9%	601	2,498	2,706,412
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Ukiah city, CA	Mendocino County, California	California	Ukiah city, CA	Mendocino County, California	California
Total Housing Units	—	—	—	6,086	40,874	14,210,945
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$369,000	\$388,500	\$538,500
Homeowner Vacancy	0.2%	1.2%	1.1%	7	241	77,702
Rental Vacancy	2.2%	1.8%	3.7%	69	246	227,993
Renter-Occupied Housing Units (% of Occupied Units)	50.8%	39.7%	44.7%	2,894	13,553	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	10.7%	7.0%	7.0%	612	2,385	920,362
<b>Social</b>						
Poverty Level (of all people)	18.2%	16.3%	12.6%	2,806	13,929	4,853,434
Households Receiving Food Stamps/SNAP	10.8%	11.0%	9.0%	613	3,770	1,183,873
Enrolled in Grade 12 (% of total population)	3.1%	1.7%	1.5%	490	1,441	576,714
Disconnected Youth <sup>3</sup>	0.0%	3.0%	1.9%	0	128	38,451
Children in Single Parent Families (% of all children)	37.4%	42.1%	32.8%	1,483	7,441	2,796,858
Uninsured	10.3%	9.3%	7.2%	1,592	8,044	2,806,173
With a Disability, Age 18-64	12.7%	16.0%	8.0%	1,166	7,783	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	46.5%	41.8%	43.0%	542	3,254	837,117
Foreign Born	16.1%	12.3%	26.6%	2,566	10,675	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	13.9%	8.4%	17.4%	2,068	6,921	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.

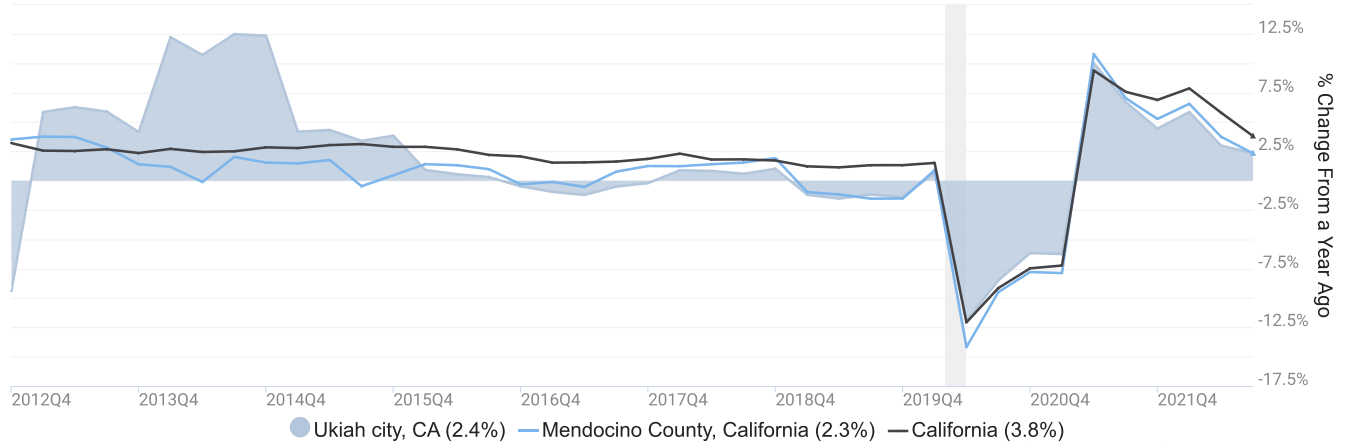
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

# Employment Trends

As of 2022Q3, total employment for the Ukiah city, CA was 10,980 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 2.4% in the region.

Employment for Ukiah city, CA

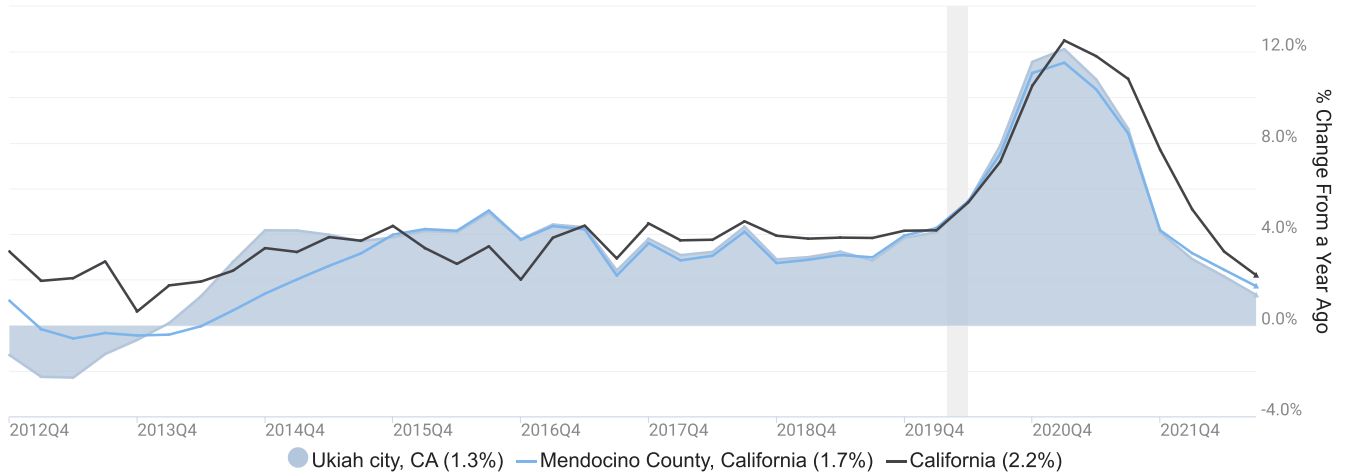


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

# Wage Trends

The average worker in the Ukiah city, CA earned annual wages of \$49,190 as of 2022Q3. Average annual wages per worker increased 1.3% 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 Ukiah city, CA



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 17.2% higher in Ukiah city, CA than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Ukiah city, CA	\$49,190	117.2	\$41,969
Mendocino County, California	\$48,100	117.2	\$41,039
California	\$83,734	141.5	\$59,178
USA	\$68,132	100.0	\$68,132

Source: [JobsEQ®](#)

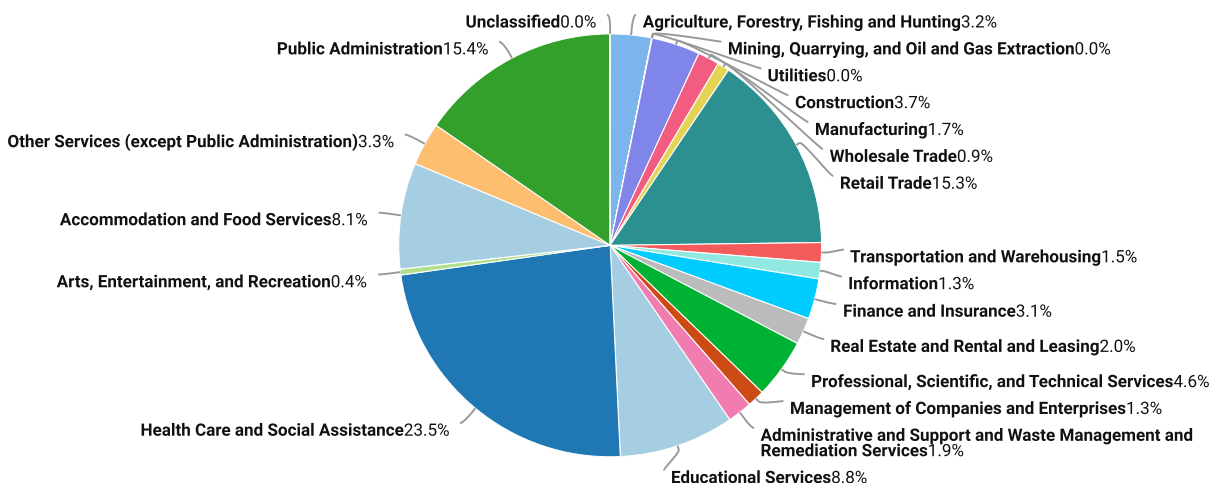
Data as of 2022Q3

Cost of Living per [COLI](#) data as of 2022Q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Ukiah city, CA is Health Care and Social Assistance, employing 2,583 workers. The next-largest sectors in the region are Public Administration (1,688 workers) and Retail Trade (1,684). 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 Public Administration (LQ = 3.33), Agriculture, Forestry, Fishing and Hunting (2.36), and Health Care and Social Assistance (1.64).

Total Workers for Ukiah city, CA 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 the Ukiah city, CA with the highest average wages per worker are Management of Companies and Enterprises (\$94,937), Finance and Insurance (\$66,351), and Public Administration (\$60,770). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Public Administration (+175 jobs), Professional, Scientific, and Technical Services (+124), and Agriculture, Forestry, Fishing and Hunting (+101).

Over the next 5 years, employment in the Ukiah city, CA is projected to contract by 14 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+147 jobs), Accommodation and Food Services (+32), and Information (+6).



Ukiah city, CA, 2022Q3<sup>1</sup>

NAICS	Industry	Empl	Current	5-Year History			Total Demand	5-Year Forecast			
			Avg Ann Wages	LQ	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	2,583	\$49,548	1.64	-22	-0.2%	1,509	627	735	147	1.1%
92	Public Administration	1,688	\$60,770	3.33	175	2.2%	752	339	483	-69	-0.8%
44	Retail Trade	1,684	\$38,255	1.51	-69	-0.8%	1,079	500	662	-83	-1.0%
61	Educational Services	965	\$50,504	1.11	7	0.1%	459	224	248	-13	-0.3%
72	Accommodation and Food Services	892	\$27,833	0.96	-147	-3.0%	823	358	433	32	0.7%
54	Professional, Scientific, and Technical Services	501	\$51,711	0.62	124	5.9%	215	82	141	-8	-0.3%
23	Construction	406	\$49,639	0.62	55	3.0%	186	70	126	-10	-0.5%
81	Other Services (except Public Administration)	362	\$33,234	0.77	-86	-4.2%	219	92	127	0	0.0%
11	Agriculture, Forestry, Fishing and Hunting	347	\$43,780	2.36	101	7.1%	226	98	124	4	0.3%
52	Finance and Insurance	339	\$66,351	0.76	-71	-3.7%	148	59	97	-9	-0.5%
53	Real Estate and Rental and Leasing	225	\$47,524	1.16	25	2.4%	107	51	63	-8	-0.7%
56	Administrative and Support and Waste Management and Remediation Services	208	\$54,561	0.29	1	0.1%	124	51	75	-1	-0.1%
31	Manufacturing	182	\$59,835	0.21	-59	-5.4%	89	36	61	-8	-0.9%
48	Transportation and Warehousing	164	\$48,526	0.30	-47	-4.9%	101	40	59	2	0.2%
55	Management of Companies and Enterprises	144	\$94,937	0.86	-27	-3.4%	63	25	42	-4	-0.5%
51	Information	139	\$48,250	0.62	-40	-5.0%	76	25	45	6	0.9%
42	Wholesale Trade	99	\$59,434	0.24	-25	-4.4%	51	20	34	-3	-0.7%
71	Arts, Entertainment, and Recreation	49	\$25,214	0.23	10	4.8%	37	15	21	1	0.4%
22	Utilities	4	\$56,160	0.06	-4	-13.7%	2	1	1	0	-0.6%
99	Unclassified	0	n/a	0.00	-26	n/a	0	0	0	0	-0.1%
<b>Total - All Industries</b>		<b>10,980</b>	<b>\$49,190</b>	<b>1.00</b>	<b>-125</b>	<b>-0.2%</b>	<b>6,305</b>	<b>2,640</b>	<b>3,679</b>	<b>-14</b>	<b>0.0%</b>

Source: [JobsEQ®](http://www.chmuraecon.com/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 the Ukiah city, CA is Office and Administrative Support Occupations, employing 1,212 workers. The next-largest occupation groups in the region are Sales and Related Occupations (1,119 workers) and Healthcare Support Occupations (1,106). 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 = 3.49), Healthcare Support Occupations (2.29), and Community and Social Service Occupations (1.95).

Occupation groups in the Ukiah city, CA 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 7.1% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the Ukiah city, CA is expected to be Healthcare Support Occupations with a +2.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+112 jobs) and Food Preparation and Serving Related Occupations (+20). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Healthcare Support Occupations (812 jobs) and Food Preparation and Serving Related Occupations (788).

Ukiah city, CA, 2022Q3<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			5-Year History			5-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	1,212	\$48,000	0.89	21	3.2%	n/a	-80	-1.3%	624	314	378	-68	-1.2%
41-0000	Sales and Related	1,119	\$46,700	1.09	36	5.0%	n/a	-129	-2.2%	708	348	417	-57	-1.0%
31-0000	Healthcare Support	1,106	\$36,200	2.29	22	4.2%	n/a	-72	-1.3%	925	399	413	112	2.0%
35-0000	Food Preparation and Serving Related	834	\$38,200	0.96	43	7.1%	n/a	-153	-3.3%	808	365	423	20	0.5%
29-0000	Healthcare Practitioners and Technical	792	\$113,500	1.25	3	1.1%	n/a	116	3.2%	239	120	116	3	0.1%
25-0000	Educational Instruction and Library	733	\$73,700	1.25	11	2.4%	n/a	-8	-0.2%	331	167	169	-5	-0.1%
53-0000	Transportation and Material Moving	722	\$45,000	0.75	34	5.4%	n/a	-33	-0.9%	503	194	313	-3	-0.1%
11-0000	Management	674	\$104,900	0.90	8	1.9%	n/a	26	0.8%	286	103	181	1	0.0%
13-0000	Business and Financial Operations	583	\$76,900	0.83	5	1.9%	n/a	80	3.0%	248	88	166	-6	-0.2%
33-0000	Protective Service	444	\$68,800	1.90	4	2.3%	n/a	30	1.4%	216	102	128	-13	-0.6%
21-0000	Community and Social Service	377	\$58,000	1.95	3	1.8%	n/a	-9	-0.5%	198	75	111	12	0.6%
47-0000	Construction and Extraction	354	\$66,600	0.71	17	5.5%	n/a	32	1.9%	161	62	107	-9	-0.5%
49-0000	Installation, Maintenance, and Repair	340	\$55,500	0.80	6	2.7%	n/a	-10	-0.6%	153	61	101	-9	-0.6%
37-0000	Building and Grounds Cleaning and Maintenance	296	\$41,100	0.82	15	5.1%	n/a	-12	-0.8%	196	92	106	-2	-0.1%
39-0000	Personal Care and Service	265	\$41,600	1.00	11	6.6%	n/a	-10	-0.7%	245	95	141	9	0.6%
45-0000	Farming, Fishing, and Forestry	246	\$41,600	3.49	15	5.6%	n/a	84	8.8%	204	64	135	5	0.4%
15-0000	Computer and Mathematical	220	\$97,000	0.58	1	1.3%	n/a	41	4.3%	76	24	52	0	0.0%

## Ukiah city, CA, 2022Q3<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			5-Year History			Total Demand	5-Year Forecast			
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
51-0000	Production	207	\$47,600	0.33	13	4.1%	n/a	-56	-4.7%	106	46	70	-10	-1.0%
27-0000	Arts, Design, Entertainment, Sports, and Media	134	\$64,400	0.69	2	4.4%	n/a	-9	-1.3%	69	28	41	1	0.1%
23-0000	Legal	115	\$115,200	1.22	1	1.3%	n/a	17	3.2%	35	17	19	-1	-0.2%
19-0000	Life, Physical, and Social Science	112	\$84,800	1.17	0	n/a	n/a	18	3.5%	48	13	38	-2	-0.4%
17-0000	Architecture and Engineering	96	\$99,200	0.54	0	n/a	n/a	11	2.4%	31	13	22	-3	-0.7%
<b>Total - All Occupations</b>		<b>10,980</b>	<b>\$59,600</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-125</b>	<b>-0.2%</b>	<b>6,422</b>	<b>2,791</b>	<b>3,645</b>	<b>-14</b>	<b>0.0%</b>

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.

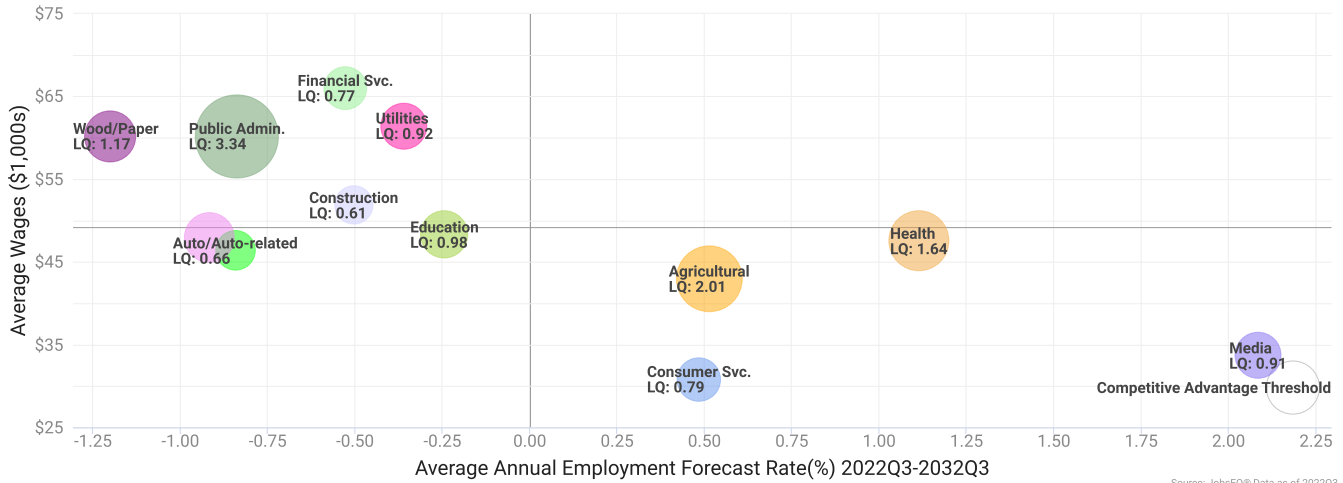
2. Wage data represent the average for all Covered Employment

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 the Ukiah city, CA with the highest relative concentration is Public Admin. with a location quotient of 3.34. This cluster employs 1,688 workers in the region with an average wage of \$60,197. Employment in the Public Admin. cluster is projected to contract in the region about 0.8% per year over the next ten years.

Industry Clusters for Ukiah city, CA as of 2022Q3



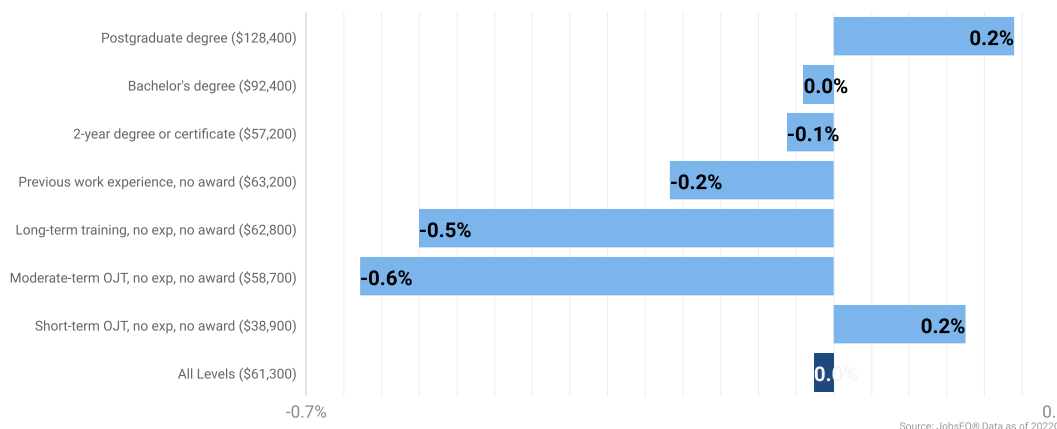
Source: JobsEQ® Data as of 2022Q3

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 the Ukiah city, CA is projected to contract 0.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.2% per year, those requiring a bachelor’s degree are forecast to contract 0.0% 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



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.

# Ukiah city, CA 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

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.