

Mendocino County

Demographic and Economic Profile and Long-Run Forecast



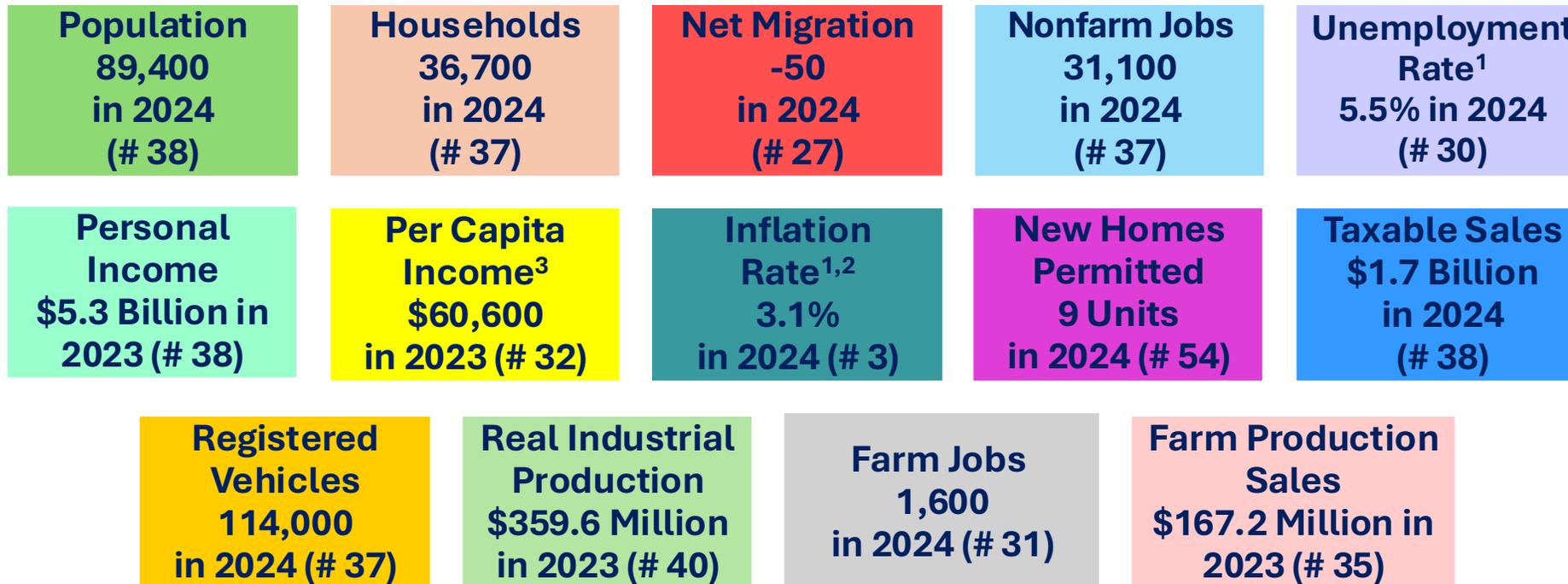
Mendocino County Profile

- Mendocino County ranked 54th in new homes permitted in 2024, only ahead of Lassen, Modoc, Alpine, and Sierra counties.
- Mendocino County's median price for a single-family home averaged \$509,000 in 2024, 41 percent less than the statewide average price of \$867,000 for the same period.
- It costs about \$8,400 a month (\$100,700 a year) for a family of three to live in the county, about eight percent less than the statewide average, and 25 percent more than the cost to live in Imperial and Kern counties, the cheapest in California with a cost of about \$6,700 a month.



Mendocino County Latest Actual

Levels and State Rank



1. Inflation and unemployment rates are ordered from the lowest to highest, such that counties with lower rates rank closer to #1, reflecting a favorable economic status.
2. Inflation rates are based on four regional Consumer Price Index (CPI) estimates produced by the U.S. Bureau of Labor Statistics (BLS). County-level CPI data do not exist, and all 58 counties are assigned to one of the four regions or the statewide inflation forecast, resulting in only five distinct inflation rankings.
3. Per capita income is converted into 2024 dollars using the statewide California Consumer Price Index (CPI).



Mendocino County Latest Actual

Mendocino County (Share of California)

Population (2024)	0.2%
Households (2024)	0.3%
Nonfarm Jobs (2024)	0.2%
Personal Income (2023)	0.2%
Permitted Units (2024)	0.01%
Taxable Sales (2024)	0.2%
Registered Vehicles (2024)	0.3%
Industrial Production (2023)	0.1%
Farm Employment (2024)	0.4%
Farm Production Sales (2023)	0.2%

Unemployment
Rate Differential
0.2 ppt in 2024

Per Capita
Income Ratio
72% in 2023

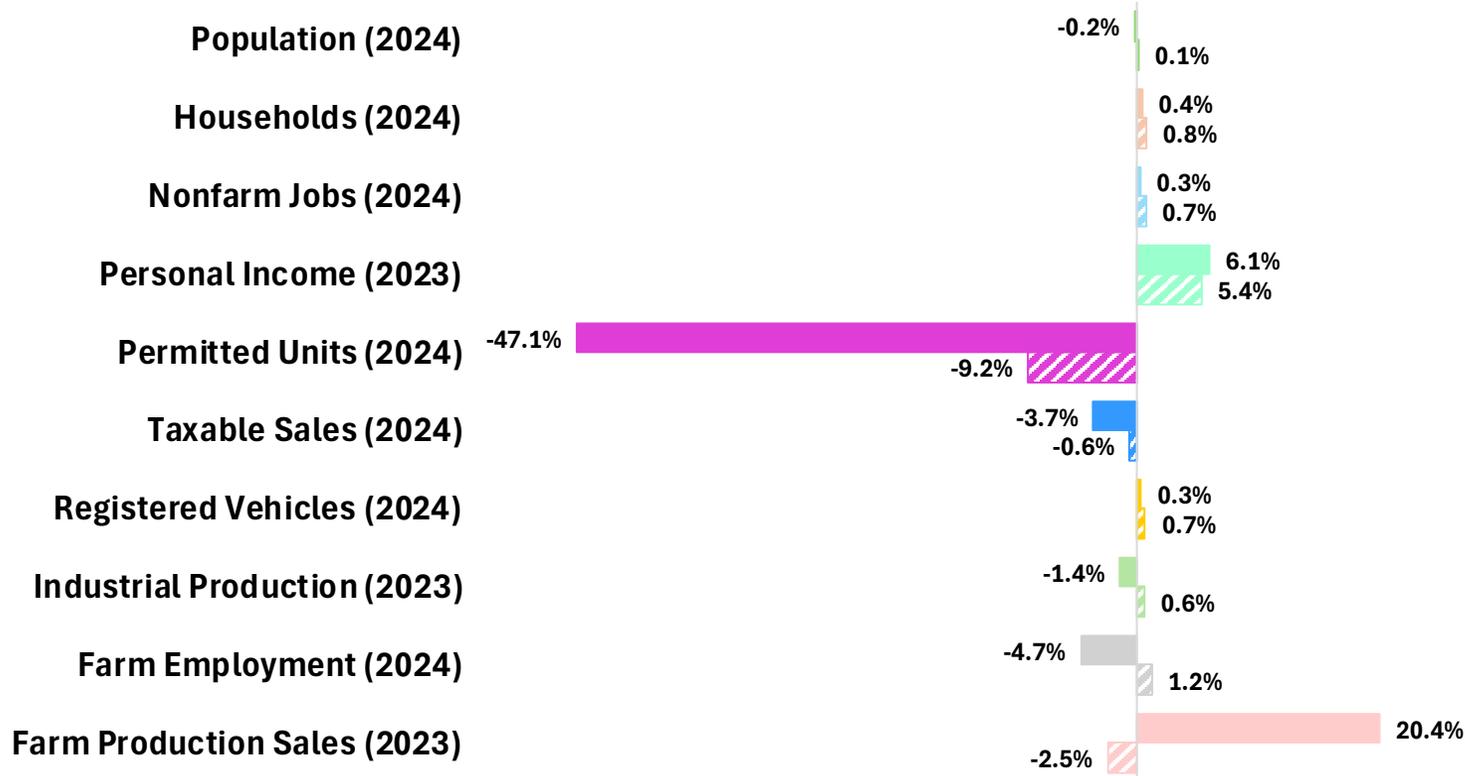
Inflation Rate
Differential
0 ppt in 2024

Net Migration
-50
(CA -62,700)
in 2024



Mendocino County Latest Actual

Mendocino County (Solid Bars) versus California (Hatched Bars)
Year-over-year Change



Unemployment Rate Change
0.6 (2024) ppt
CA: 0.6 ppt in 2024

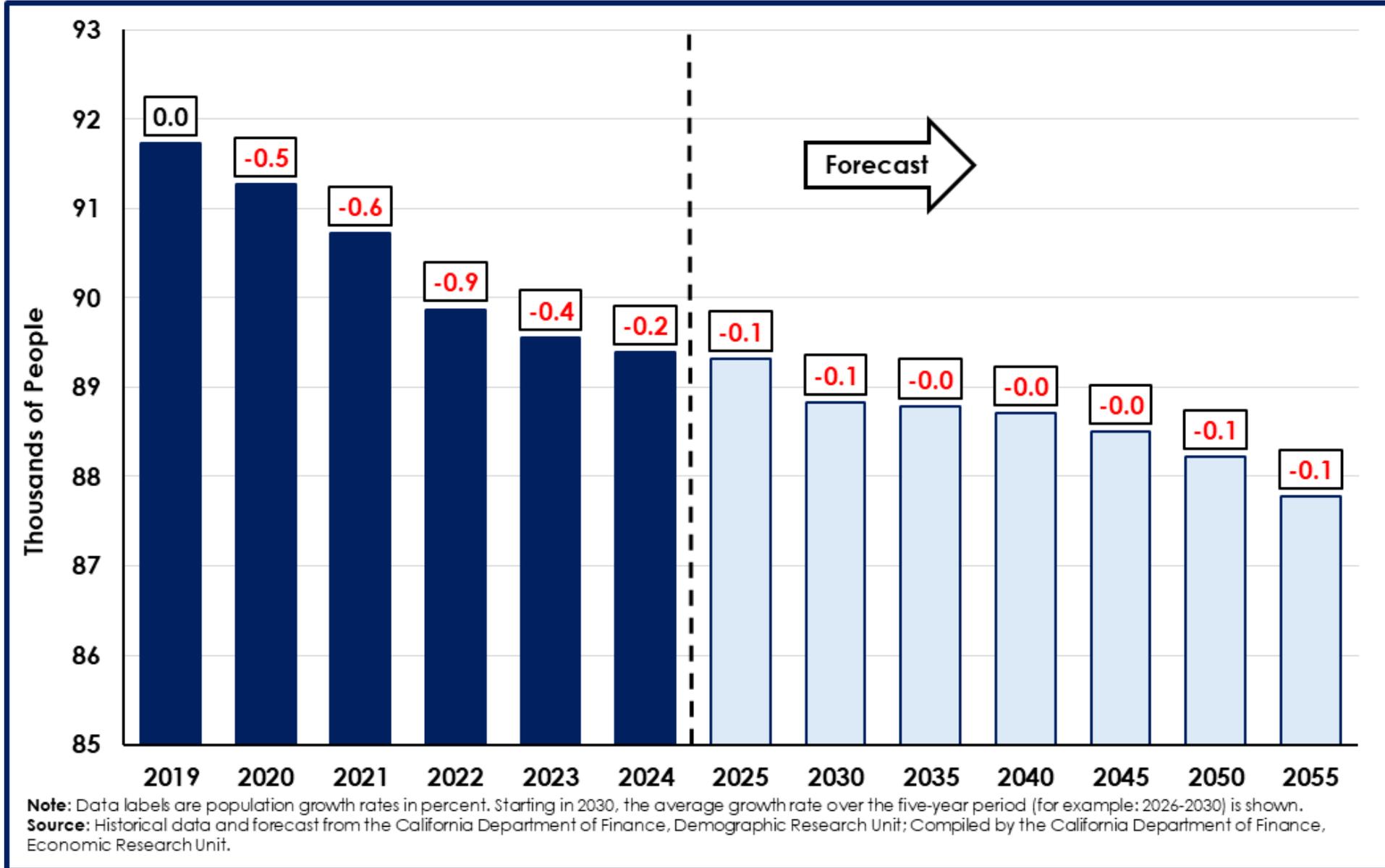
Per Capita Income Change (2023)
2.5%
CA: 1.4%

Inflation Rate Change (2024)
-0.8 ppt
CA: -0.8 ppt (2024)

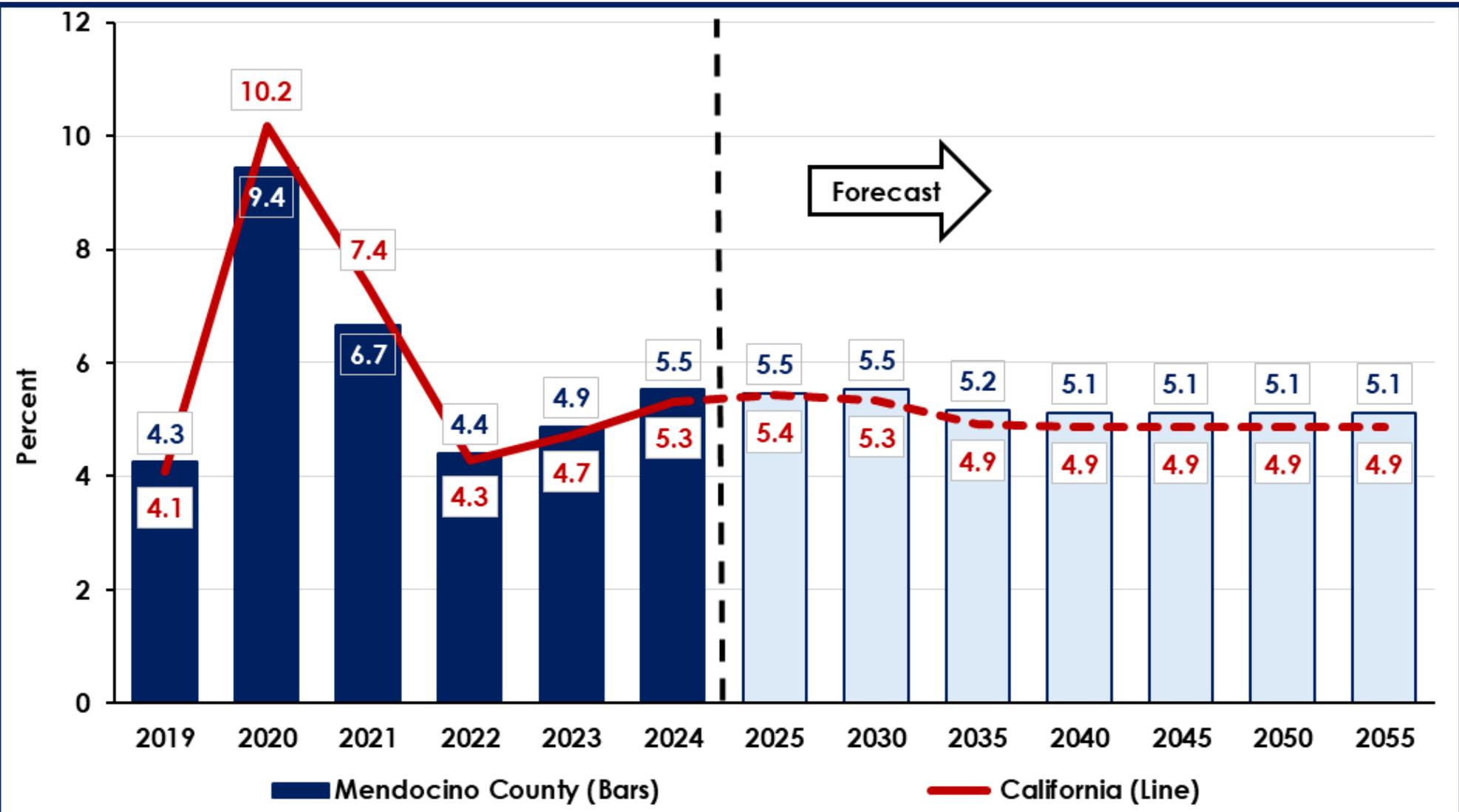
Net Migration
-140 in 2023
(CA: -133,400)
-50 in 2024
(CA: -62,700)



Mendocino County Population Forecast



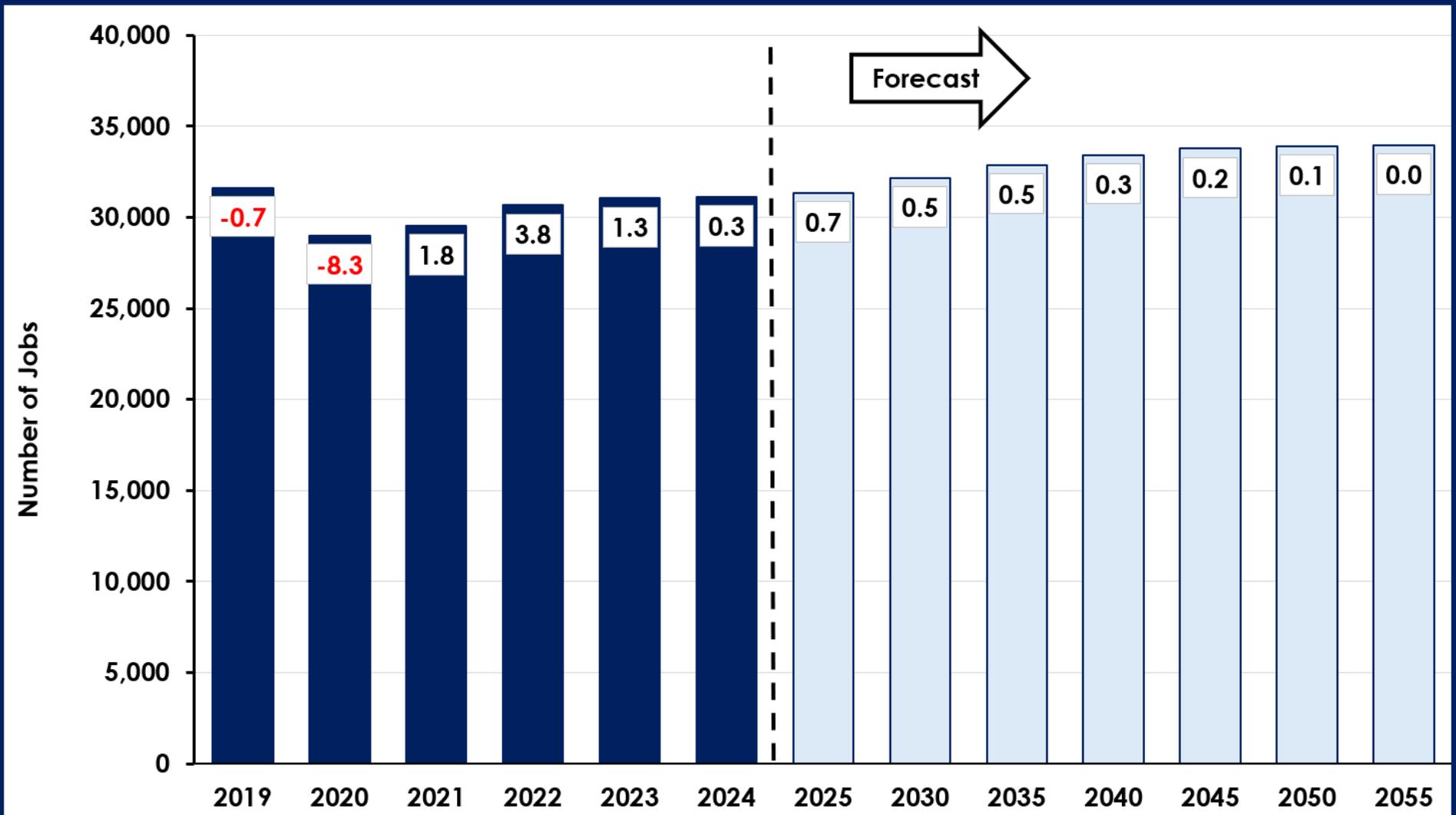
Mendocino County and California Unemployment Rate Forecast



Note: Starting in 2030, the average unemployment rate over the five-year period (for example: 2026-2030) is shown.
Sources: Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



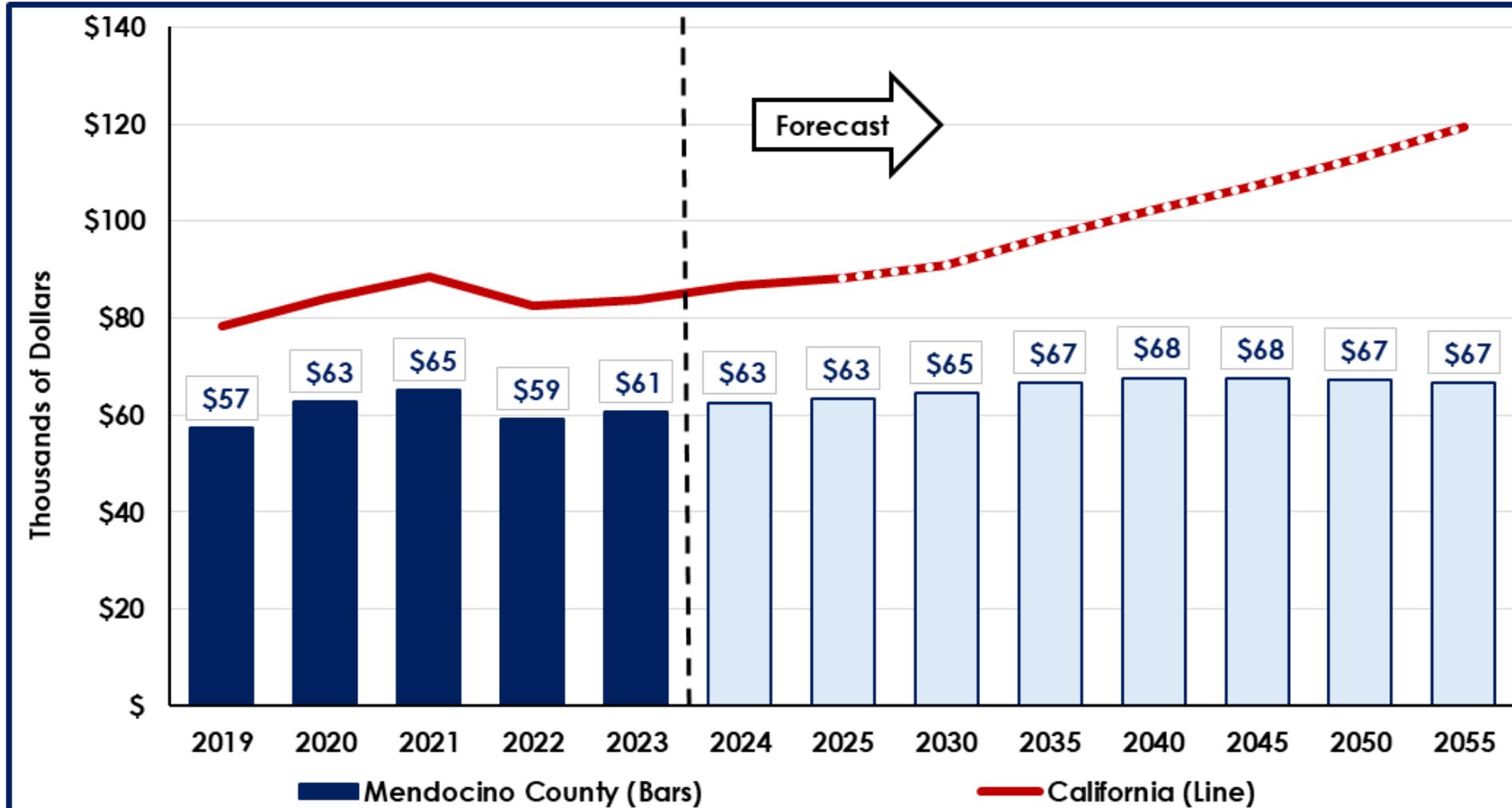
Mendocino County Nonfarm Payroll Forecast



Note: Data labels are employment growth rates in percent. Starting in 2030, the average growth rate over the five-year period (for example 2026-2030) is shown. Farm employment is only shown for counties that have an average farm employment of more than 5 percent of total payroll employment from 2025-2055.
Source: Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



Mendocino County and California Per Capita Income Forecast



Note: Forecast starts in 2024 for Mendocino County and in 2025 for California.

Per capita income figures are in 2024 dollars and are deflated using the statewide California Consumer Price Index for All Urban Consumers (CPI-U). Starting in 2030, the average per capita income over the five-year period (for example: 2026-2030) is shown.

Source: Population data and forecast from the California Department of Finance, Demographic Research Unit; personal income data from the U.S. Bureau of Economic Analysis and forecast by the California Department of Finance, Economic Research Unit.





For More Information: econ@dof.ca.gov

