

# MENDOCINO COUNTY ECONOMIC FORECAST

Mendocino County is located on the coast of Northern California. The county is noted for its distinctive Pacific Ocean coastline, Redwood forests, and wine production. Redwood Valley is the principal wine-growing region in the county. Lake Mendocino is the largest recreational area, offering year-round boating, fishing, water skiing, and hiking.

Mendocino County has a population of 88,500 people and a total of 32,300 wage and salary jobs. The per capita income in Mendocino County is \$42,063, and the average salary per worker is \$43,197.

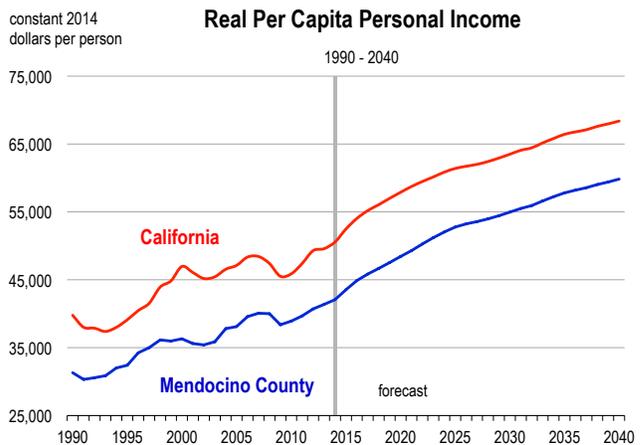
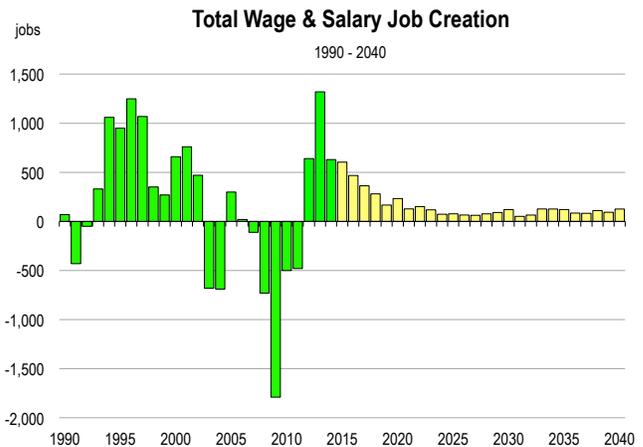
In 2014, Mendocino County gained 630 wage and salary jobs, representing an increase of 2.0 percent. The unemployment rate improved substantially, dropping from 8.2 percent in 2013 to 6.9 percent in 2014.

Over the past year, most employment sectors were characterized by positive job growth. The largest gains were observed in education and healthcare (+290 jobs), leisure and hospitality (+120 jobs), manufacturing (+100 jobs), and agriculture (+100 jobs). The professional business services industry lost the largest number of positions (-80 jobs), followed by the government sector (-60 jobs).

Between 2009 and 2014, the population of Mendocino County increased at an annual average rate of 0.2 percent. This growth was due entirely to the natural increase (new births), as overall net migration was negative.

## FORECAST HIGHLIGHTS

- In 2015, total wage and salary employment will expand by 1.9 percent. From 2015 to 2020, growth will average 0.9 percent per year.
- Average salaries are currently below the California state average, and will remain so over the forecast period. In Mendocino County, inflation-adjusted salaries are expected to rise by an average of 0.7 percent per year from 2015 to 2020.
- Between 2015 and 2020, the strongest employment growth will be observed in manufacturing, construction, leisure and hospitality, and government. Together, these sectors will account for 79 percent of net job creation in the county.
- In the coming years, the population of Mendocino County will increase slowly. Annual population growth in the 2015-2020 period will average 0.2 percent.
- Between 2015 and 2020, an average of 130 net migrants will enter the county each year.

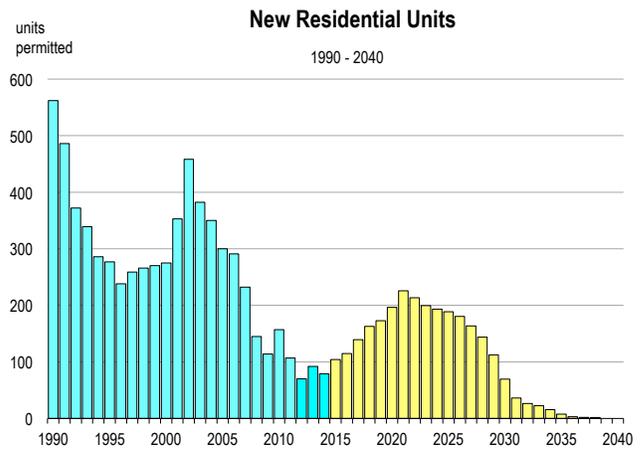
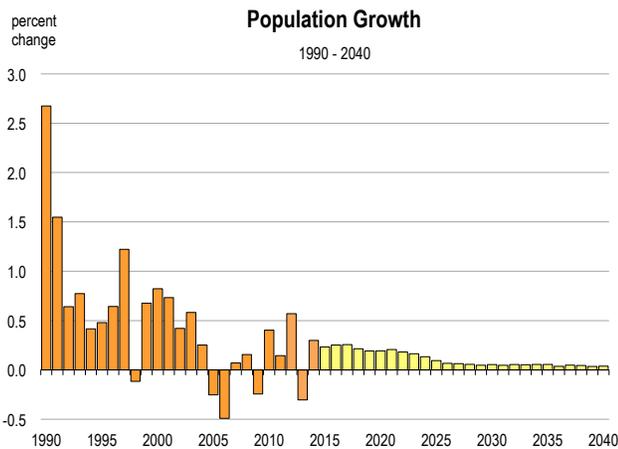


- Real per capita income is forecasted to increase by 3.5 percent in 2015. Between 2015 and 2020, real per capita income is expected to increase at an average rate of 2.1 percent per year.
- Total taxable sales, adjusted for inflation, are forecasted to increase by an average annual rate of 1.9 percent between 2015 and 2020.
- Between 2015 and 2020, the growth rate of industrial production will average 3.0 percent per year. Total crop production is expected to rise by 0.8 percent per year over the same time frame. The principal crop in the county is the wine grape.

# Mendocino County Economic Forecast

## 2006-2014 History, 2015-2040 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy- ment Rate (percent)
2006	87,584	-714	111.8	34.6	291	\$1.25	\$2.87	\$39,579	3.2	165.4	901.9	5.2
2007	87,646	-287	110.8	34.7	232	\$1.29	\$3.01	\$40,074	3.4	149.5	953.3	5.5
2008	87,782	-280	112.0	34.9	145	\$1.25	\$3.10	\$40,012	2.9	123.1	952.0	6.9
2009	87,569	-490	111.6	34.9	114	\$1.06	\$2.99	\$38,391	0.8	132.7	749.0	10.3
2010	87,921	51	111.7	34.9	157	\$1.08	\$3.09	\$38,910	1.3	128.8	759.6	11.6
2011	88,048	-61	110.2	35.0	107	\$1.16	\$3.24	\$39,687	2.7	124.6	782.5	11.4
2012	88,550	182	108.9	35.1	70	\$1.22	\$3.43	\$40,699	2.7	152.5	881.6	10.1
2013	88,281	-494	111.6	35.2	92	\$1.30	\$3.55	\$41,369	2.3	161.1	832.6	8.2
2014	88,545	73	113.1	35.2	79	\$1.35	\$3.72	\$42,063	2.8	159.8	890.0	6.9
2015	88,751	111	113.9	35.3	104	\$1.41	\$3.91	\$43,547	1.2	161.9	915.0	5.3
2016	88,975	138	114.7	35.4	115	\$1.49	\$4.17	\$44,876	3.2	163.5	944.1	4.1
2017	89,204	151	115.5	35.4	139	\$1.56	\$4.41	\$45,848	3.2	164.8	969.5	3.9
2018	89,395	122	116.2	35.5	163	\$1.64	\$4.63	\$46,686	3.0	166.0	996.5	3.7
2019	89,567	108	116.9	35.5	173	\$1.71	\$4.86	\$47,554	2.8	167.1	1027.3	3.6
2020	89,740	115	117.6	35.6	196	\$1.79	\$5.11	\$48,426	2.9	168.1	1059.0	3.5
2021	89,926	135	118.1	35.7	226	\$1.87	\$5.37	\$49,315	3.0	169.2	1088.2	3.6
2022	90,090	130	118.7	35.8	213	\$1.96	\$5.66	\$50,279	3.1	170.2	1117.8	3.5
2023	90,237	127	119.1	35.8	199	\$2.04	\$5.92	\$51,200	2.7	171.3	1149.8	3.5
2024	90,358	109	119.5	35.9	193	\$2.12	\$6.18	\$52,045	2.6	172.4	1180.7	3.5
2025	90,444	85	119.9	36.0	189	\$2.20	\$6.45	\$52,767	2.8	173.5	1212.3	3.5
2026	90,504	70	120.2	36.1	180	\$2.28	\$6.69	\$53,231	2.8	174.6	1246.0	3.5
2027	90,562	74	120.4	36.2	164	\$2.36	\$6.93	\$53,575	2.8	175.7	1281.9	3.5
2028	90,613	74	120.6	36.3	144	\$2.45	\$7.18	\$53,974	2.7	176.9	1321.6	3.5
2029	90,656	68	120.9	36.4	112	\$2.53	\$7.42	\$54,447	2.5	178.0	1363.9	3.5
2030	90,706	77	121.1	36.5	70	\$2.63	\$7.67	\$54,969	2.4	179.1	1407.5	3.5
2031	90,749	67	121.3	36.6	36	\$2.73	\$7.93	\$55,498	2.3	180.1	1452.5	3.5
2032	90,798	66	121.5	36.6	26	\$2.84	\$8.19	\$55,948	2.5	181.2	1499.0	3.5
2033	90,846	56	121.7	36.7	22	\$2.95	\$8.47	\$56,613	2.1	182.2	1547.1	3.5
2034	90,897	49	121.9	36.8	16	\$3.06	\$8.76	\$57,225	2.3	183.2	1596.6	3.5
2035	90,948	42	122.2	36.8	8	\$3.18	\$9.06	\$57,804	2.4	184.2	1647.8	3.5
2036	90,981	22	122.4	36.9	3	\$3.29	\$9.38	\$58,208	2.8	185.2	1700.6	3.4
2037	91,025	24	122.7	36.9	2	\$3.41	\$9.71	\$58,560	2.8	186.1	1755.1	3.4
2038	91,066	12	123.0	37.0	0	\$3.53	\$10.05	\$59,023	2.7	187.1	1811.4	3.4
2039	91,099	4	123.2	37.0	0	\$3.65	\$10.41	\$59,406	2.8	188.0	1862.2	3.4
2040	91,134	-2	123.5	37.0	0	\$3.77	\$10.78	\$59,848	2.8	188.9	1916.1	3.4

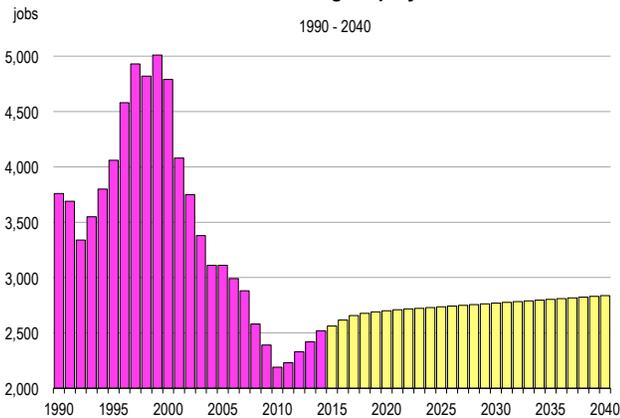


# Mendocino County Employment Forecast

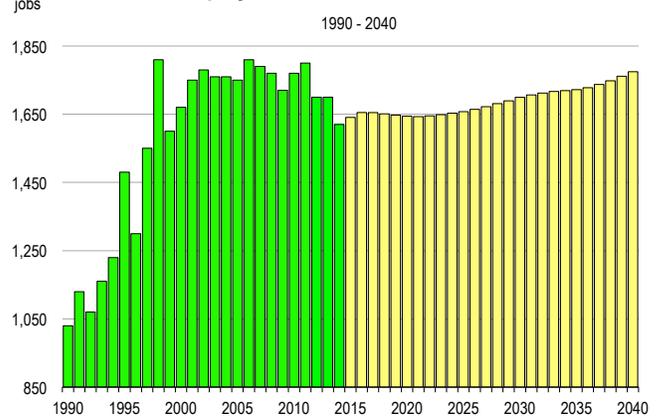
## 2006-2014 History, 2015-2040 Forecast

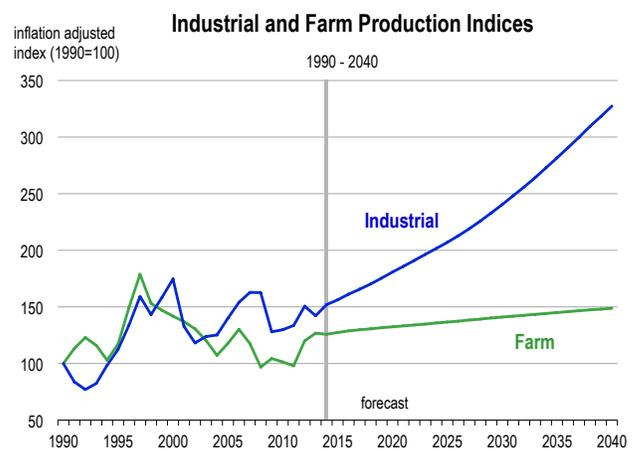
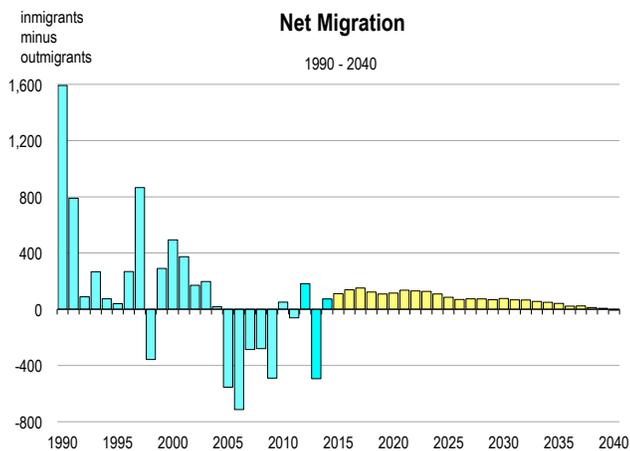
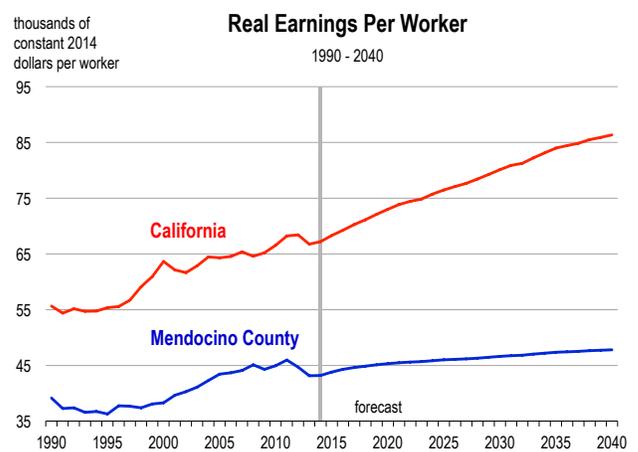
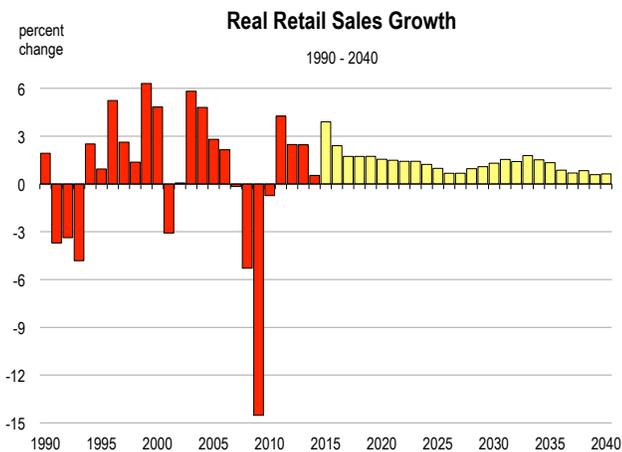
	Total Wage & Salary	Farm	Construction	Manufacturing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
-----employment (thousands of jobs)-----												
2006	33.3	2.1	1.6	3.0	0.6	5.3	1.3	1.8	0.4	4.4	4.2	7.5
2007	33.2	2.0	1.5	2.9	0.6	5.4	1.2	1.8	0.4	4.5	4.2	7.5
2008	32.5	1.9	1.3	2.6	0.6	5.3	1.2	1.8	0.4	4.7	4.0	7.6
2009	30.7	1.6	1.0	2.4	0.6	5.0	1.2	1.7	0.3	4.7	3.7	7.5
2010	30.2	1.6	0.9	2.2	0.6	5.1	1.2	1.8	0.3	4.6	3.7	7.3
2011	29.7	1.5	0.9	2.2	0.6	5.0	1.1	1.8	0.3	4.6	3.6	7.1
2012	30.3	1.5	1.0	2.3	0.6	5.1	1.1	1.7	0.3	5.1	3.7	6.9
2013	31.6	1.5	1.0	2.4	0.7	5.2	1.0	1.7	0.3	5.7	4.2	7.0
2014	32.3	1.6	1.0	2.5	0.7	5.3	1.1	1.6	0.3	6.0	4.3	6.9
2015	32.9	1.6	1.0	2.6	0.7	5.3	1.1	1.6	0.3	6.1	4.4	7.1
2016	33.3	1.6	1.0	2.6	0.7	5.3	1.1	1.7	0.3	6.1	4.5	7.3
2017	33.7	1.6	1.1	2.7	0.7	5.3	1.1	1.7	0.3	6.1	4.6	7.5
2018	34.0	1.7	1.1	2.7	0.7	5.4	1.1	1.7	0.3	6.2	4.6	7.6
2019	34.2	1.7	1.2	2.7	0.7	5.4	1.1	1.6	0.3	6.2	4.6	7.6
2020	34.4	1.7	1.2	2.7	0.7	5.4	1.1	1.6	0.3	6.2	4.6	7.7
2021	34.5	1.7	1.3	2.7	0.7	5.4	1.1	1.6	0.3	6.2	4.6	7.7
2022	34.7	1.7	1.3	2.7	0.7	5.4	1.1	1.6	0.3	6.2	4.6	7.8
2023	34.8	1.7	1.3	2.7	0.7	5.4	1.1	1.6	0.3	6.3	4.6	7.8
2024	34.9	1.7	1.3	2.7	0.7	5.4	1.2	1.7	0.3	6.3	4.7	7.8
2025	34.9	1.7	1.3	2.7	0.7	5.4	1.2	1.7	0.3	6.3	4.7	7.8
2026	35.0	1.7	1.3	2.7	0.7	5.5	1.2	1.7	0.3	6.3	4.7	7.9
2027	35.1	1.7	1.3	2.7	0.7	5.5	1.2	1.7	0.3	6.3	4.7	7.9
2028	35.1	1.8	1.3	2.8	0.7	5.5	1.2	1.7	0.3	6.3	4.7	7.9
2029	35.2	1.8	1.2	2.8	0.7	5.5	1.2	1.7	0.3	6.4	4.7	7.9
2030	35.3	1.8	1.2	2.8	0.7	5.5	1.2	1.7	0.3	6.4	4.7	8.0
2031	35.4	1.8	1.1	2.8	0.7	5.5	1.2	1.7	0.3	6.4	4.8	8.1
2032	35.5	1.8	1.1	2.8	0.7	5.5	1.2	1.7	0.3	6.4	4.8	8.1
2033	35.6	1.8	1.0	2.8	0.7	5.5	1.2	1.7	0.3	6.4	4.8	8.2
2034	35.7	1.8	1.0	2.8	0.7	5.5	1.2	1.7	0.3	6.4	4.8	8.3
2035	35.8	1.8	0.9	2.8	0.7	5.5	1.2	1.7	0.3	6.5	4.9	8.3
2036	35.9	1.8	0.9	2.8	0.7	5.5	1.3	1.7	0.3	6.5	4.9	8.3
2037	36.0	1.8	0.9	2.8	0.7	5.6	1.3	1.7	0.3	6.5	4.9	8.4
2038	36.1	1.8	0.9	2.8	0.7	5.6	1.3	1.7	0.3	6.5	4.9	8.4
2039	36.2	1.9	0.9	2.8	0.7	5.6	1.3	1.8	0.3	6.5	5.0	8.4
2040	36.3	1.9	0.9	2.8	0.7	5.6	1.3	1.8	0.3	6.6	5.0	8.4

**Manufacturing Employment**



**Employment in Professional Services**





## County Economic and Demographic Indicators

### Projected Economic Growth (2015-2020)

Expected retail sales growth:	9.5%
Expected job growth:	4.6%
Fastest growing jobs sector:	Construction
Expected personal income growth:	12.4%

Expected population growth:	1.1%
Net migration to account for:	64.2%
Expected growth in number of vehicles:	3.3%

### Demographics (2015)

Unemployment rate (March 2015):	6.3%
County rank* in California (58 counties):	20th
Working age (16-64) population:	62.2%

Population with B.A. degree or higher:	22.3%
Median home selling price (2014):	\$270,000
Median household income:	\$43,854

### Quality of Life

Violent crime rate (2013):	526 per 100,000 persons
County rank* in California (58 counties):	46th
Average commute time to work (2015):	19.1 minutes

High School drop out rate (2014):	11.9%
Households at/below poverty line (2015):	14.7%

\* The county ranked 1st corresponds to the lowest rate in California