

# Home Health Nurses\* in Mendocino County, CA

\*Job titles used in government data sources are slightly different from the one you've chosen. This report uses data from the closest matching official classifications (listed below) as a proxy for Home Health Nurses data.

Registered Nurses

Licensed Practical and Licensed Vocational Nurses

Workforce Alliance of the North Bay



1546 First Street  
Napa, California 94559

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## What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumes, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

*The Atlantic*

**Forbes**

**Harvard  
Business  
Review**

*The  
New York  
Times*

**WSJ**

 **USA  
TODAY**

## Report Parameters

### 1 Job Title

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Home Health Nurses

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### 1 County

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6045 Mendocino County, CA

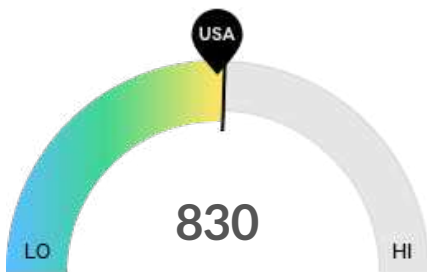
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The information in this report pertains to the chosen job title and geographical area.



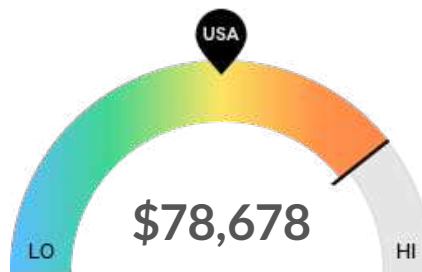
## Executive Summary

### Aggressive Hiring Competition Over an Average Supply of Regional Talent



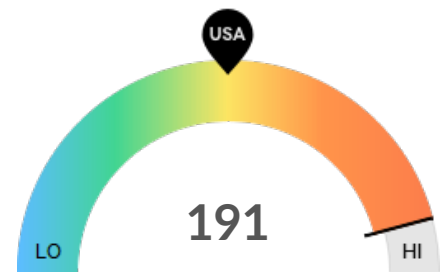
**Supply (Jobs)**

Mendocino County, CA is about average for this kind of talent. The national average for an area this size is 804\* employees, while there are 830 here.



**Compensation**

The cost for talent is high in Mendocino County, CA. The national median salary for Home Health Nurses is \$64,479, while you'll pay \$78,678 here.



**Demand (Job Postings)**

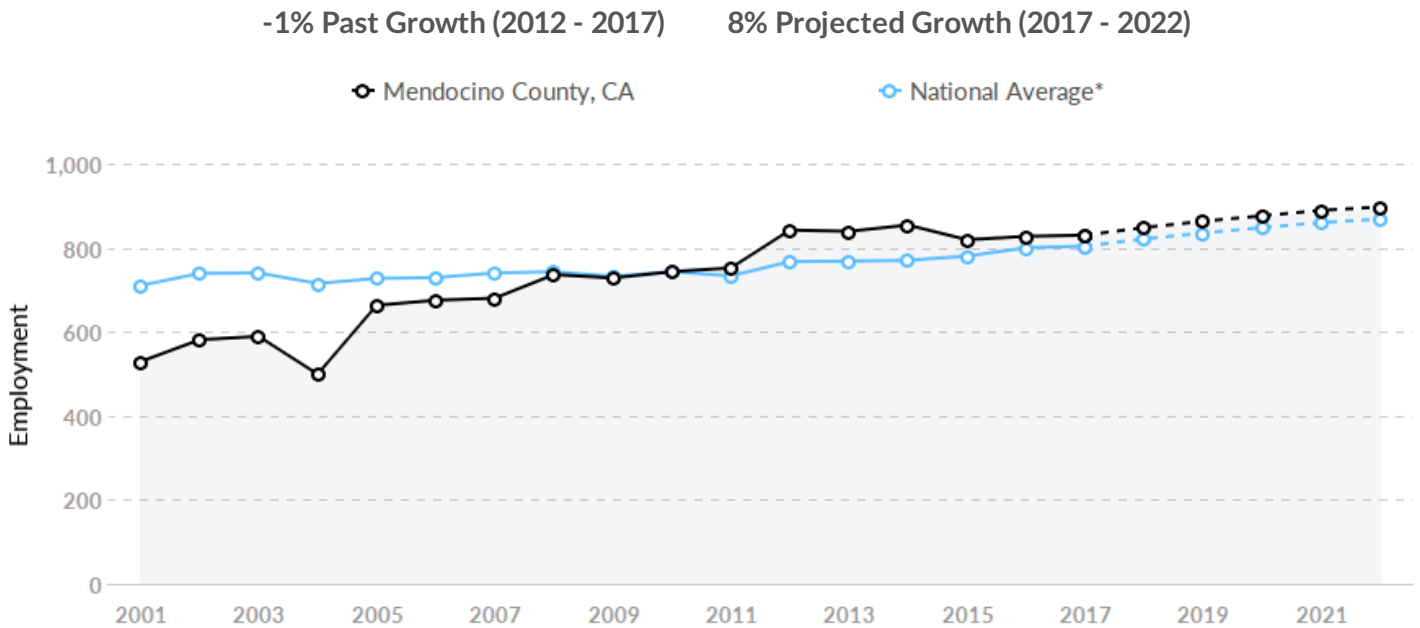
Competition from online job postings is high in Mendocino County, CA. The national average for an area this size is 53\* job postings/mo, while there are 191 here.

\*National average values are derived by taking the national value for Home Health Nurses and scaling it down to account for the difference in overall workforce size between the nation and Mendocino County, CA. In other words, the values represent the national average adjusted for region size.

## Supply (Jobs)

### Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of Home Health Nurses is a strength or weakness for Mendocino County, CA, and how it is changing relative to the nation. An average area of this size would have 804\* employees, while there are 829 here. The gap between expected and actual employment is expected to increase over the next 5 years.



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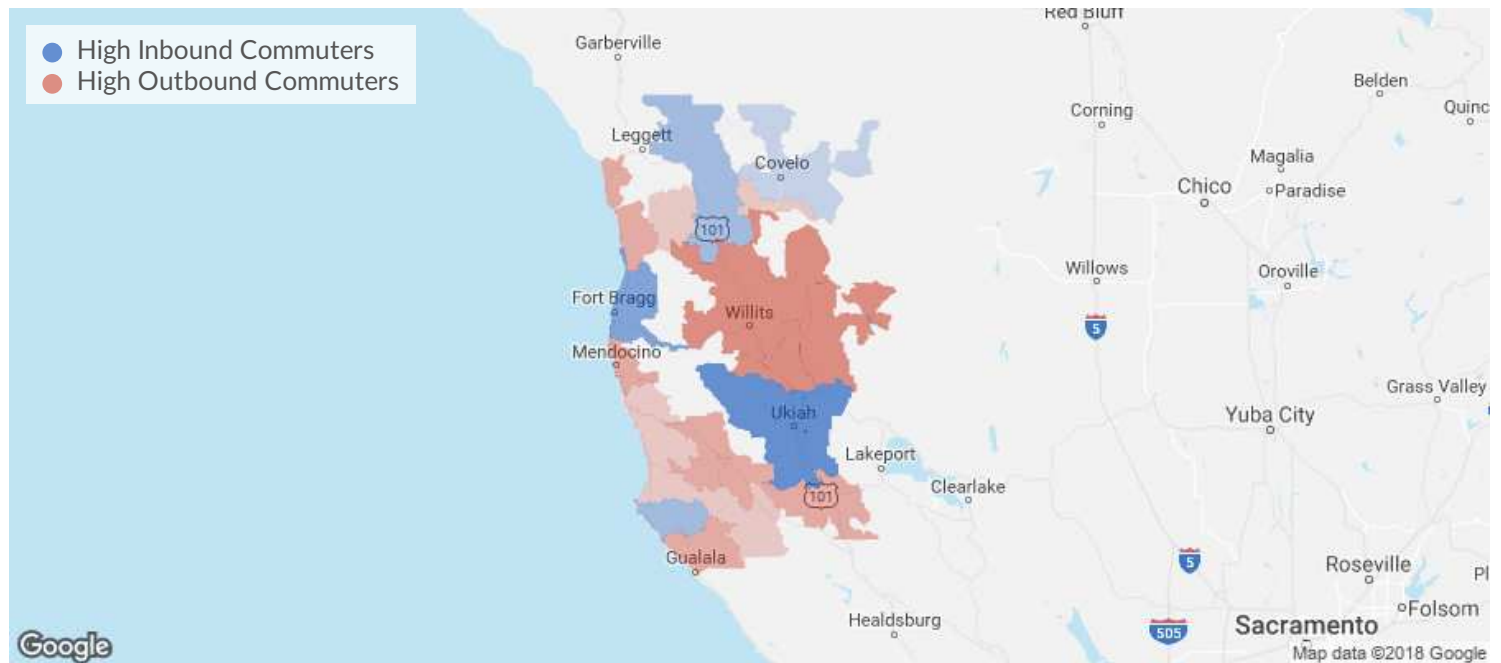
### Most Talent is Found in the General Medical and Surgical Hospitals Sector

The General Medical and Surgical Hospitals industry sector employs 41% of all Home Health Nurses. Runners up are Outpatient Care Centers (15%), and Education and Hospitals (Local Government) (13%).

## Supply (Jobs) - Cont.

### 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

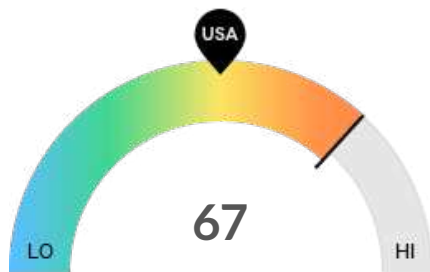
ZIP	Name	2017 Employment
95482	Ukiah, CA (in Mendoci...	393
95437	Fort Bragg, CA (in Men...	209
95490	Willits, CA (in Mendoc...	156
95428	Covelo, CA (in Mendoc...	17
95415	Boonville, CA (in Mend...	<10

#### Where Talent Lives

ZIP	Name	2017 Workers
95482	Ukiah, CA (in Mendoci...	331
95490	Willits, CA (in Mendoc...	171
95437	Fort Bragg, CA (in Men...	167
95470	Redwood Valley, CA (in...	52
95469	Potter Valley, CA (in M...	20

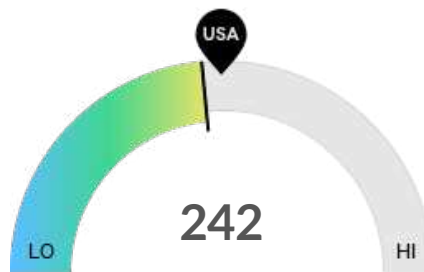
## Supply (Jobs) - Cont.

### Retirement Risk Is High, While Overall Diversity Is About Average



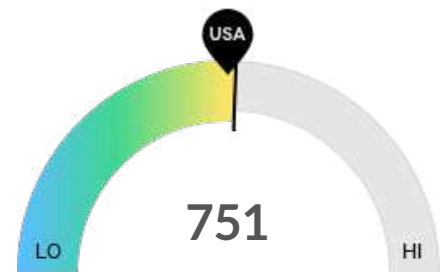
**Retiring Soon**

Retirement risk is high in Mendocino County, CA. The national average for an area this size is 35\* employees 65 or older, while there are 67 here.



**Racial Diversity**

Racial diversity is about average in Mendocino County, CA. The national average for an area this size is 264\* racially diverse employees, while there are 242 here.



**Gender Diversity**

Gender diversity is about average in Mendocino County, CA. The national average for an area this size is 725\* female employees, while there are 751 here.

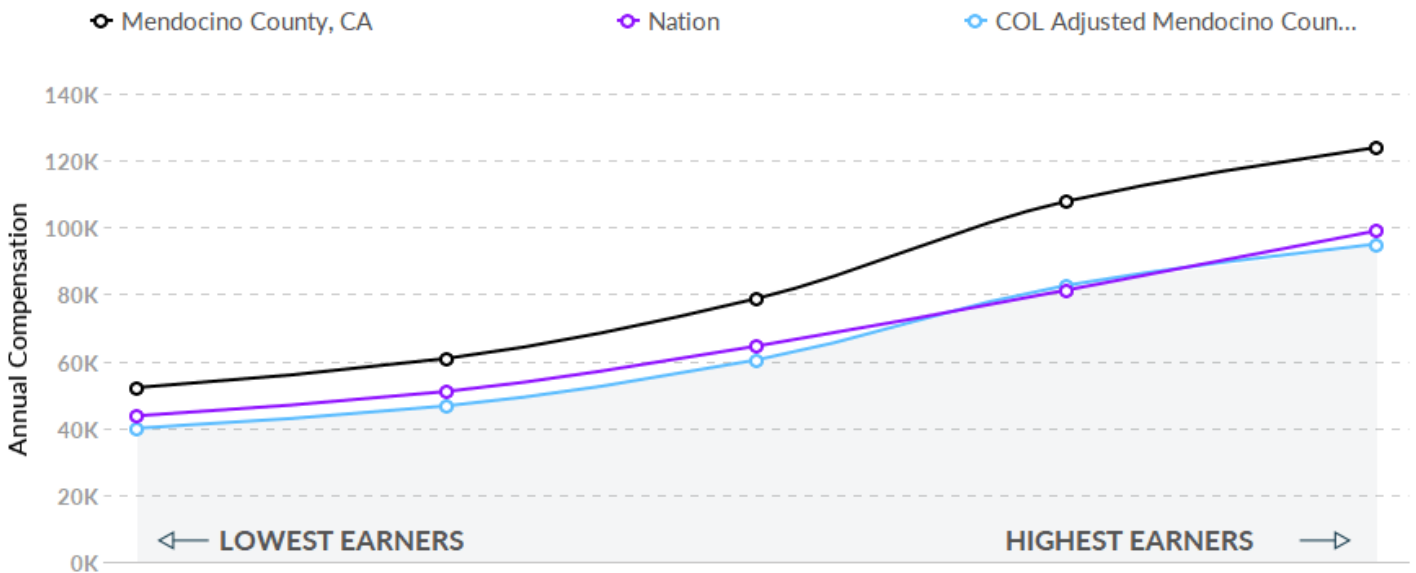
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## Compensation

### Talent Is 22% More Expensive, While the Cost of Living May Make Attraction Difficult

In 2017, the median compensation for Home Health Nurses in Mendocino County, CA is \$78,678. Based on the national median wage of \$64,479 for this position, this means you will spend about 22% more to employ Home Health Nurses here. However, their actual purchasing power will be 6% less than the national median when we adjust for regional cost of living (which is 30% higher than average). This may make it harder to attract talent to the region at this price.



## Demand



### 273 Employers Competing

All employers in the region who posted for this job during the last 12 months.



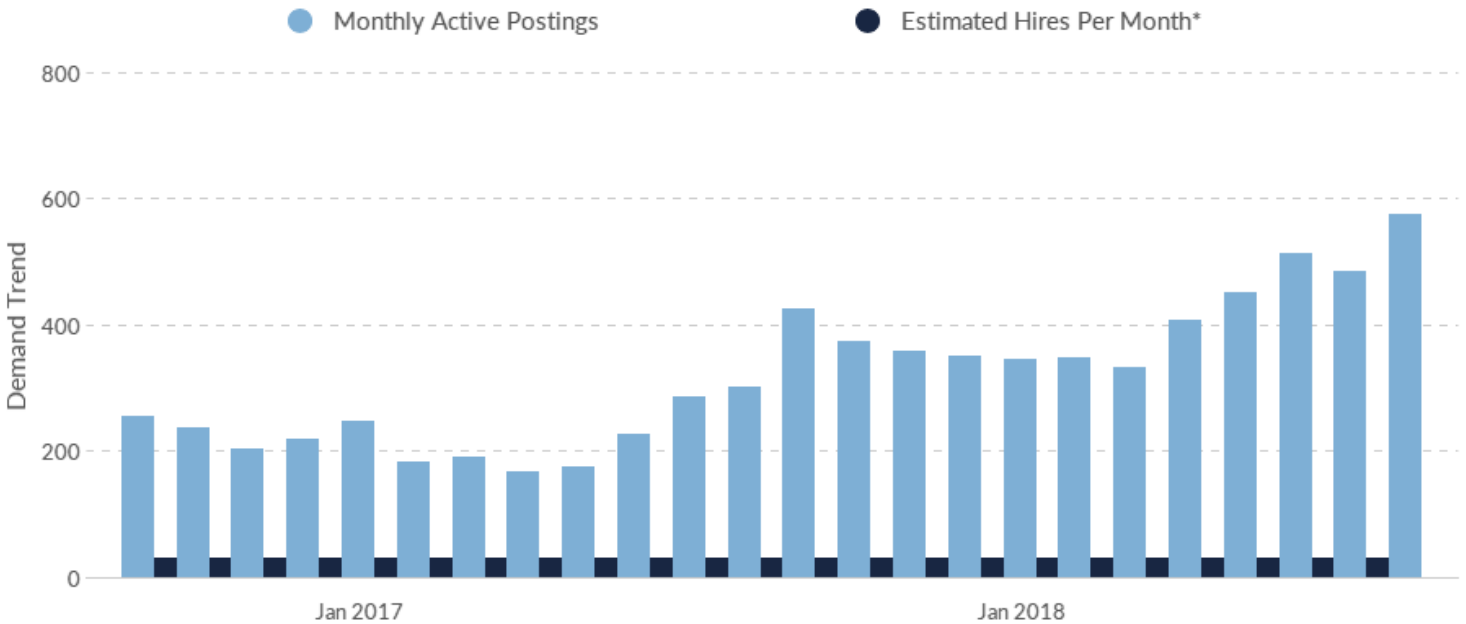
### 2,295 Unique Job Postings

The number of unique postings for this job over the last 12 months.













### 26 Days Median Posting Duration

Posting duration is 3 days shorter than the regional median.



\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi uses proprietary industry staffing patterns and extrapolation to estimate hires at the occupation level and below.





## Demand - Cont.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Cross Country Healthcare, Inc.	115 	Registered Nurse	838 
HealthTrust Workforce Solutions	98 	Intensive Care Unit (ICU) Nurse	206 
Nurse Recruiter	60 	Travel Nurse - Medical/Surgical	166 
Jackson Nurse Professionals, L...	57 	Labor and Delivery Nurse	140 
Focus Staff Services LP	53 	Travel Nurse - Cardiac Cathete...	128 

## Graduate Pipeline

### 2 Schools Are Producing Graduates

Over the last 5 years, 2 schools in Mendocino County, CA produced graduates relevant to Home Health Nurses. These schools are listed below. The highest share of these graduates come from Practical Nursing, Vocational Nursing and Nursing Assistants, Other programs.

School	Relevant Graduates (2017)	Graduate Trend (2013 - 2017)
Mendocino College	63 	
Ukiah Adult School	28 	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher