



# REDWOOD COAST

### Highlights:

Non-Latino Whites are the overwhelming majority in the region, representing 80% of the population (See Figure 1).

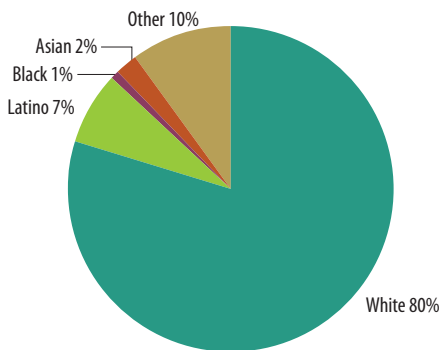
67% of households in the region earn \$60,000 or less (See Figure 3).

Unemployment in the region is consistently higher than the rest of California, with a 14% unemployment rate in 2010 (See Figure 5).

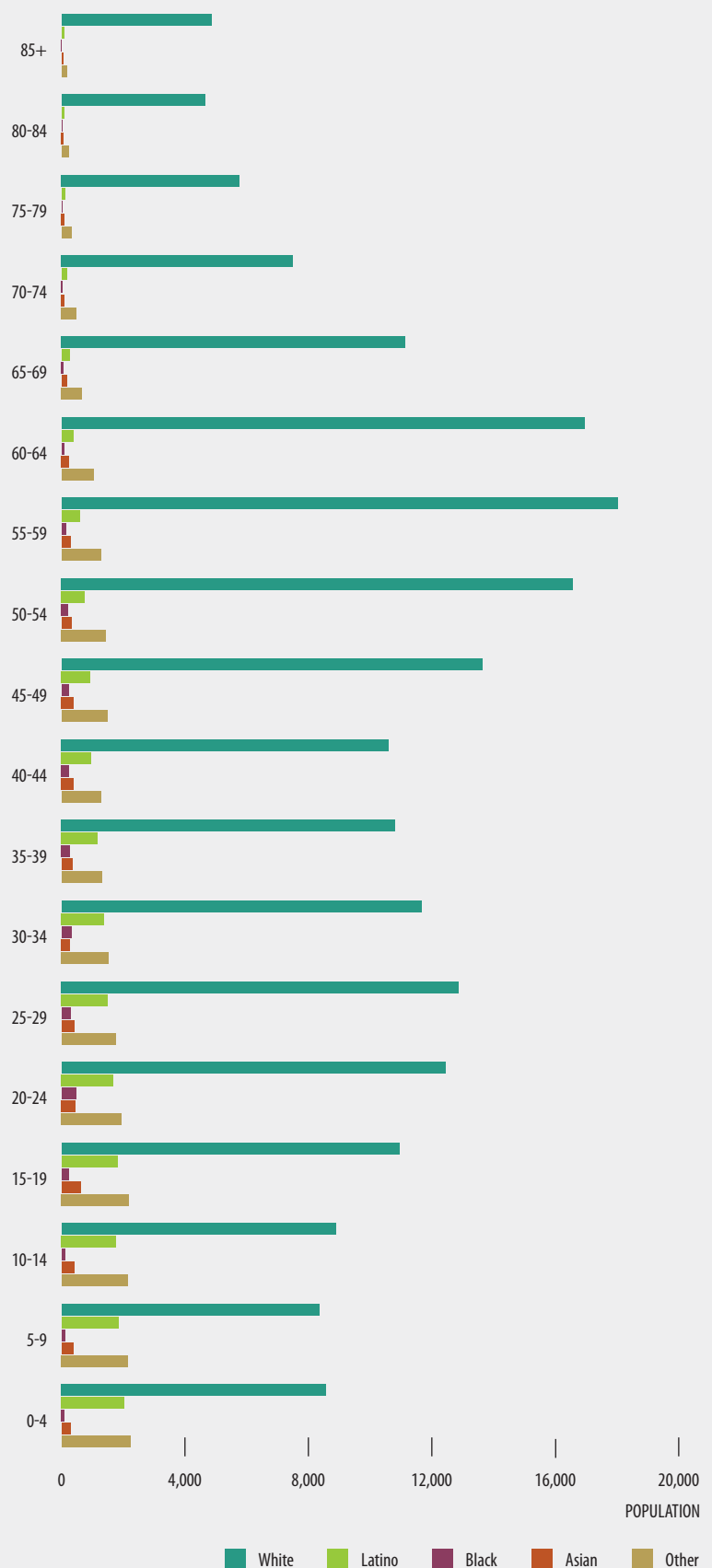
**1 in 11**  
**ARE UNEMPLOYED\***  
**\*OF THE LABOR FORCE**

**1 in 6**  
**LIVE BELOW**  
**THE POVERTY LINE\***  
 \*excluding individuals living in group quarters

**TOTAL**  
 REDWOOD COAST RESIDENTS  
**243,650**

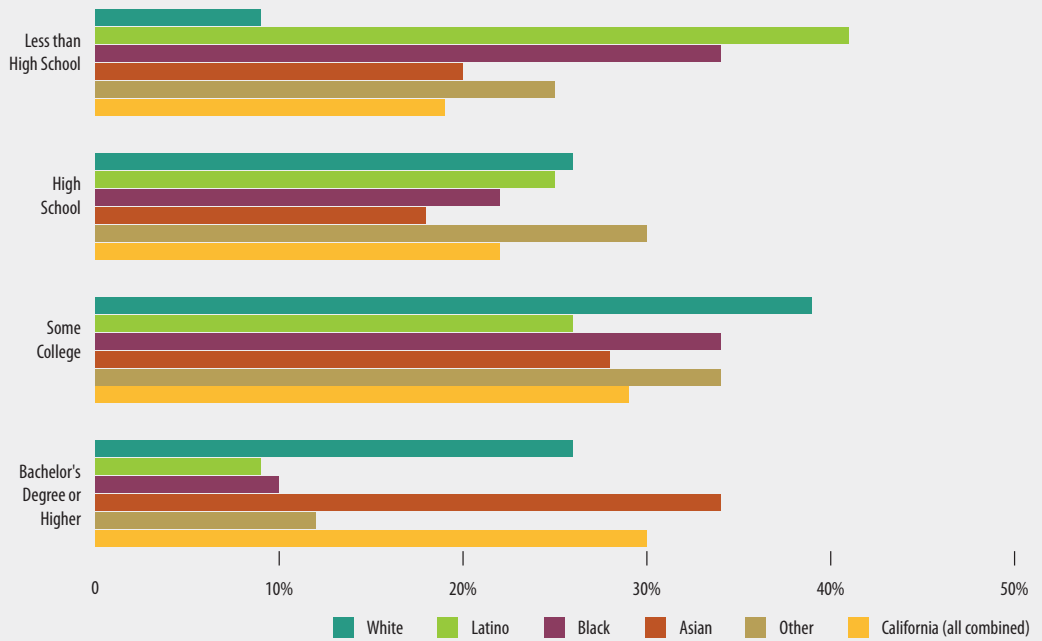


**FIGURE 1** POPULATION DEMOGRAPHICS  
 Number of individuals in each age category, by race



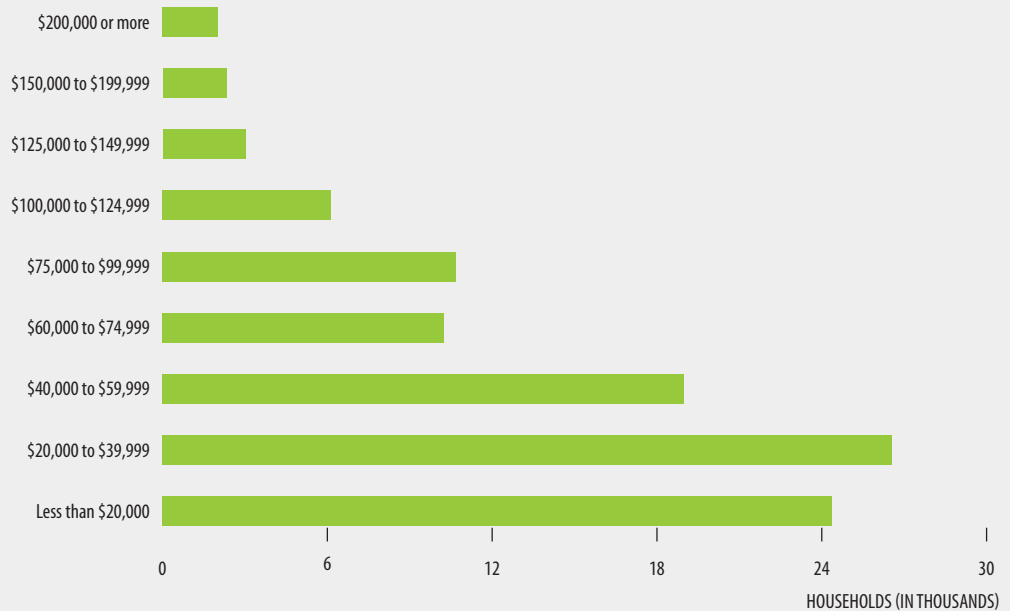
Source: 2006-2010 American Community, US Census

**FIGURE 2 EDUCATIONAL ATTAINMENT BY RACE AND ETHNICITY**  
 Percent of population 25 and older, by education category



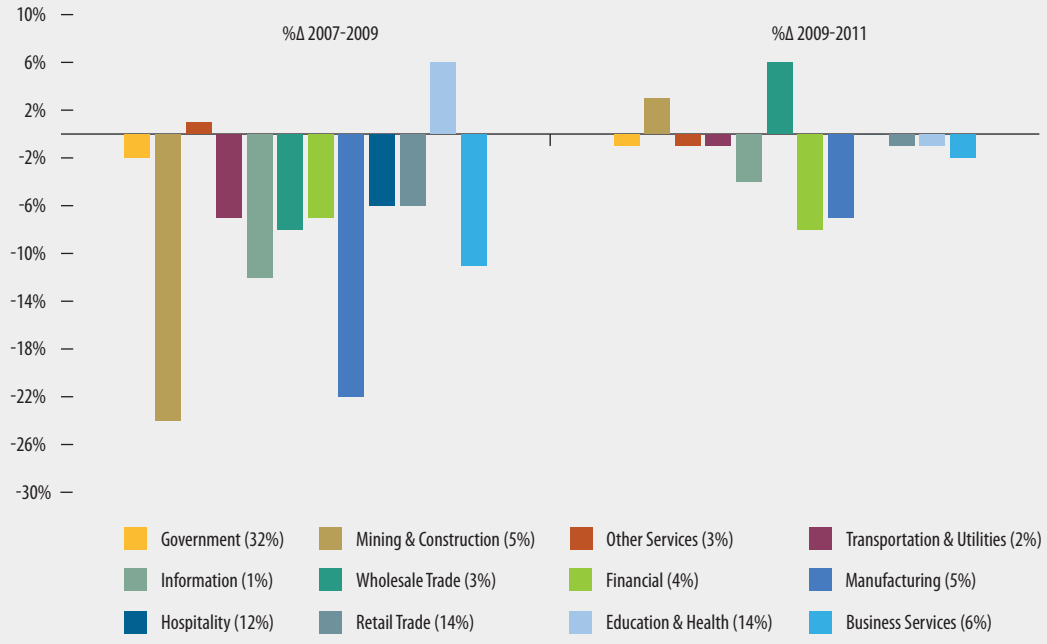
Source: 2006-2010 American Community, US Census

**FIGURE 3 HOUSEHOLD INCOME DISTRIBUTION**  
 Number of households in each income category



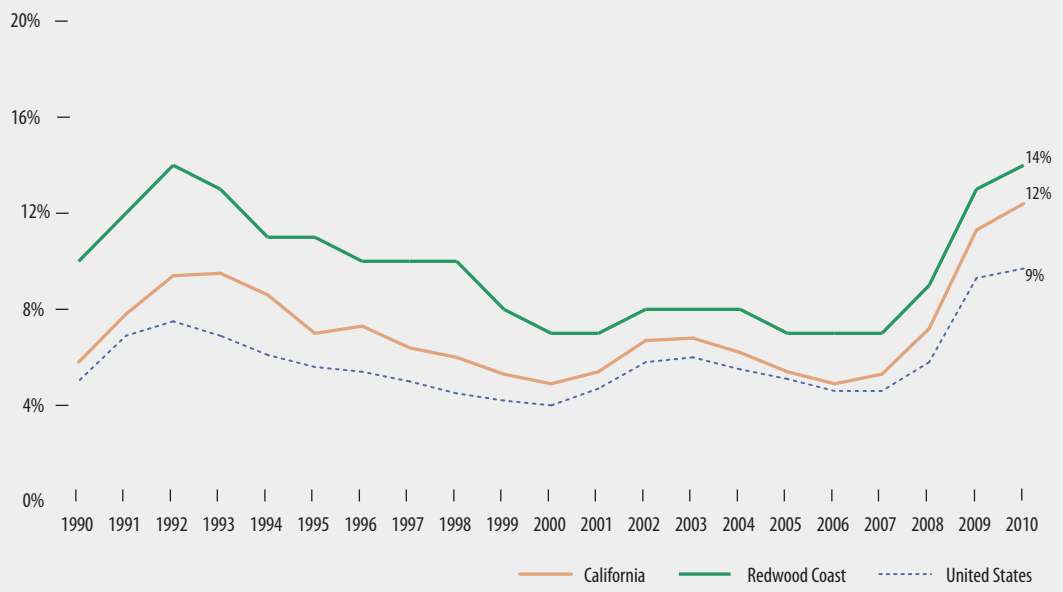
Source: 2006-2010 American Community, US Census

**FIGURE 4 PERCENT CHANGE IN EMPLOYMENT BY SECTOR AND PERIOD**



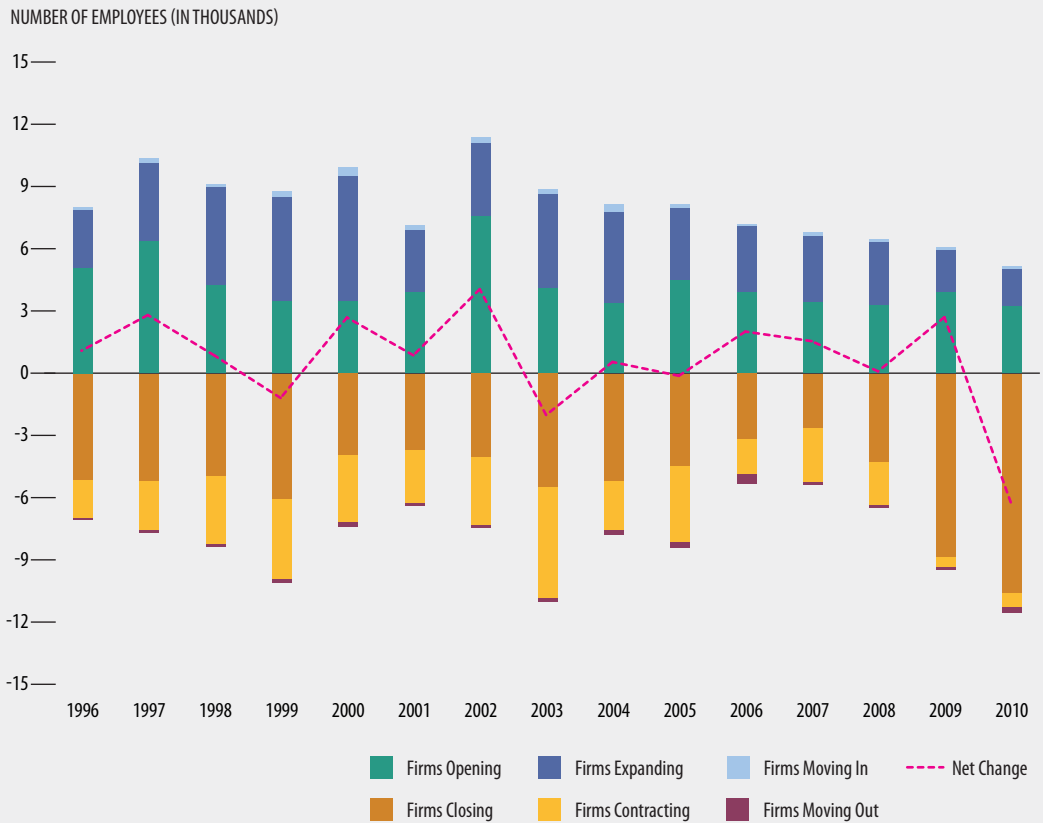
Source: Bureau of Labor Statistics, Current Employment Statistics (CES) seasonally adjusted.  
 Note: Number in parentheses is the sector size by employment share.

**FIGURE 5 UNEMPLOYMENT RATE**  
 Percent of unemployed



Source: U.S. Bureau of Labor Statistics, Current Population Survey (CPS) and Local Area Unemployment Statistics (LAUS)

**FIGURE 6** **JOBS GAINED AND LOST, BY SOURCE**  
 Number of jobs lost or gained annually



Source: Bureau of Labor Statistics, Current Employment Statistics (CES) seasonally adjusted

**HIGHLIGHTS**

51% of the White population is 45 and older (See Figure 1).

In 2010, the region lost 10,500 jobs as a result of firms closing down. Overall 6,300 jobs were lost in the region that year, which is the largest decline in jobs between 1996 and 2010 (See Figure 6).

**COUNTIES**

- Del Norte
- Humboldt
- Mendocino
- Trinity