



Economic Overview

Point Arena city, CA



Joshua Metz
Senior Advisor, Economic Development
(650) 587-7300 x27
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

Point Arena city, CA Regional Map 14

FAQ..... 15

Demographic Profile

The population in the Point Arena city, CA was 407 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 195 with a participation rate of 63.1%. Of individuals 25 to 64 in the Point Arena city, CA, 15.8% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Point Arena city, CA is \$48,750 and the median house value is \$345,700.

Summary¹

	Percent			Value		
	Point Arena city, CA	Mendocino County, California	California	Point Arena city, CA	Mendocino County, California	California
Demographics						
Population (ACS)	—	—	—	407	87,110	39,346,023
Male	58.7%	49.5%	49.7%	239	43,107	19,562,882
Female	41.3%	50.5%	50.3%	168	44,003	19,783,141
Median Age ²	—	—	—	46.8	43.4	36.7
Under 18 Years	27.8%	21.3%	22.8%	113	18,592	8,956,641
18 to 24 Years	5.9%	7.5%	9.5%	24	6,496	3,724,239
25 to 34 Years	6.1%	11.3%	15.3%	25	9,877	6,007,913
35 to 44 Years	7.4%	11.7%	13.3%	30	10,206	5,233,903
45 to 54 Years	16.0%	11.6%	12.8%	65	10,130	5,039,155
55 to 64 Years	12.5%	14.4%	12.0%	51	12,575	4,739,675
65 to 74 Years	10.8%	14.1%	8.3%	44	12,258	3,270,380
75 Years and Over	13.5%	8.0%	6.0%	55	6,976	2,374,117
Race: White	77.4%	80.0%	56.1%	315	69,709	22,053,721
Race: Black or African American	0.7%	0.5%	5.7%	3	424	2,250,962
Race: American Indian and Alaska Native	0.5%	4.3%	0.8%	2	3,789	311,629
Race: Asian	2.5%	2.0%	14.8%	10	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	14.0%	5.4%	14.3%	57	4,746	5,623,747
Race: Two or More Races	4.9%	7.5%	7.9%	20	6,565	3,122,016
Hispanic or Latino (of any race)	35.9%	25.7%	39.1%	146	22,354	15,380,929
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	63.1%	57.8%	63.6%	195	40,905	19,875,973
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	95.8%	75.5%	81.5%	115	22,773	13,211,621
Armed Forces Labor Force	0.0%	0.1%	0.4%	0	52	140,982
Veterans, Age 18-64	10.8%	3.6%	3.0%	21	1,772	742,317
Veterans Labor Force Participation Rate and Size, Age 18-64	100.0%	72.5%	76.1%	21	1,285	565,185
Median Household Income ²	—	—	—	\$48,750	\$52,915	\$78,672
Per Capita Income	—	—	—	\$23,701	\$30,351	\$38,576
Mean Commute Time (minutes)	—	—	—	21.6	20.7	29.8
Commute via Public Transportation	0.0%	0.2%	4.6%	0	67	843,498
Educational Attainment, Age 25-64						
No High School Diploma	25.1%	14.6%	15.2%	43	6,247	3,199,850
High School Graduate	27.5%	28.9%	20.4%	47	12,347	4,282,776
Some College, No Degree	26.3%	28.0%	21.0%	45	11,992	4,412,172
Associate's Degree	5.3%	9.3%	8.0%	9	3,992	1,678,082
Bachelor's Degree	7.6%	13.3%	22.6%	13	5,712	4,741,354
Postgraduate Degree	8.2%	5.8%	12.9%	14	2,498	2,706,412
Housing						

Summary¹

	Percent			Value		
	Point Arena city, CA	Mendocino County, California	California	Point Arena city, CA	Mendocino County, California	California
Total Housing Units	—	—	—	216	40,874	14,210,945
Median House Value (of owner-occupied units) ²	—	—	—	\$345,700	\$388,500	\$538,500
Homeowner Vacancy	3.6%	1.2%	1.1%	3	241	77,702
Rental Vacancy	0.0%	1.8%	3.7%	0	246	227,993
Renter-Occupied Housing Units (% of Occupied Units)	51.8%	39.7%	44.7%	86	13,553	5,861,796
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	8.4%	7.0%	7.0%	14	2,385	920,362
Social						
Poverty Level (of all people)	19.3%	16.3%	12.6%	77	13,929	4,853,434
Households Receiving Food Stamps/SNAP	18.7%	11.0%	9.0%	31	3,770	1,183,873
Enrolled in Grade 12 (% of total population)	0.0%	1.7%	1.5%	0	1,441	576,714
Disconnected Youth ³	0.0%	3.0%	1.9%	0	128	38,451
Children in Single Parent Families (% of all children)	56.2%	42.1%	32.8%	59	7,441	2,796,858
Uninsured	8.4%	9.3%	7.2%	34	8,044	2,806,173
With a Disability, Age 18-64	11.8%	16.0%	8.0%	23	7,783	1,944,580
With a Disability, Age 18-64, Labor Force Participation Rate and Size	13.0%	41.8%	43.0%	3	3,254	837,117
Foreign Born	14.5%	12.3%	26.6%	59	10,675	10,463,818
Speak English Less Than Very Well (population 5 yrs and over)	12.0%	8.4%	17.4%	47	6,921	6,432,102

Source: [JobsEQ®](https://www.jobseq.com)

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.

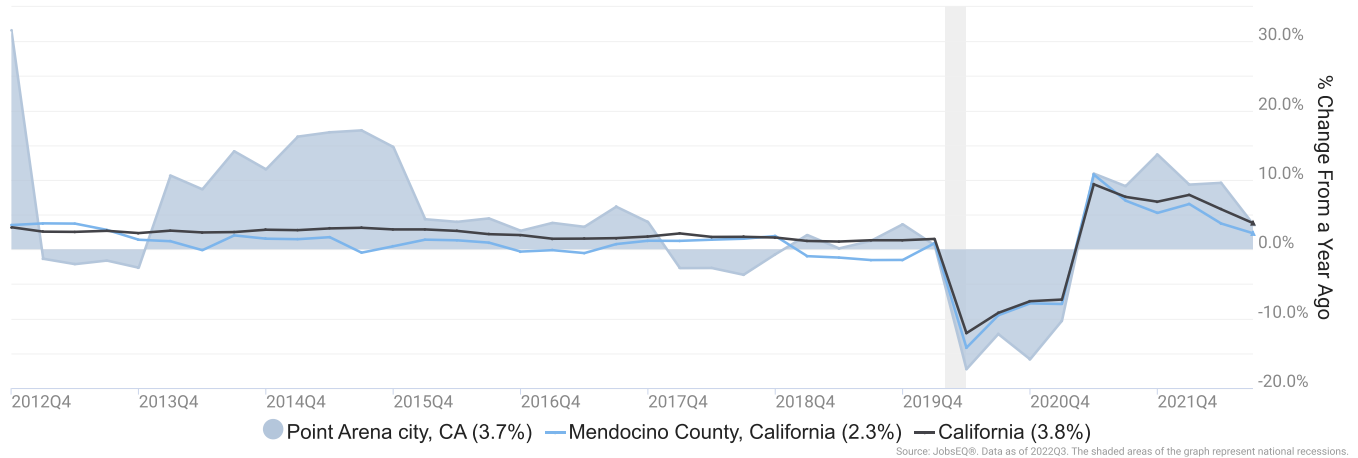
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

Employment Trends

As of 2022Q3, total employment for the Point Arena city, CA was 410 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 3.7% in the region.

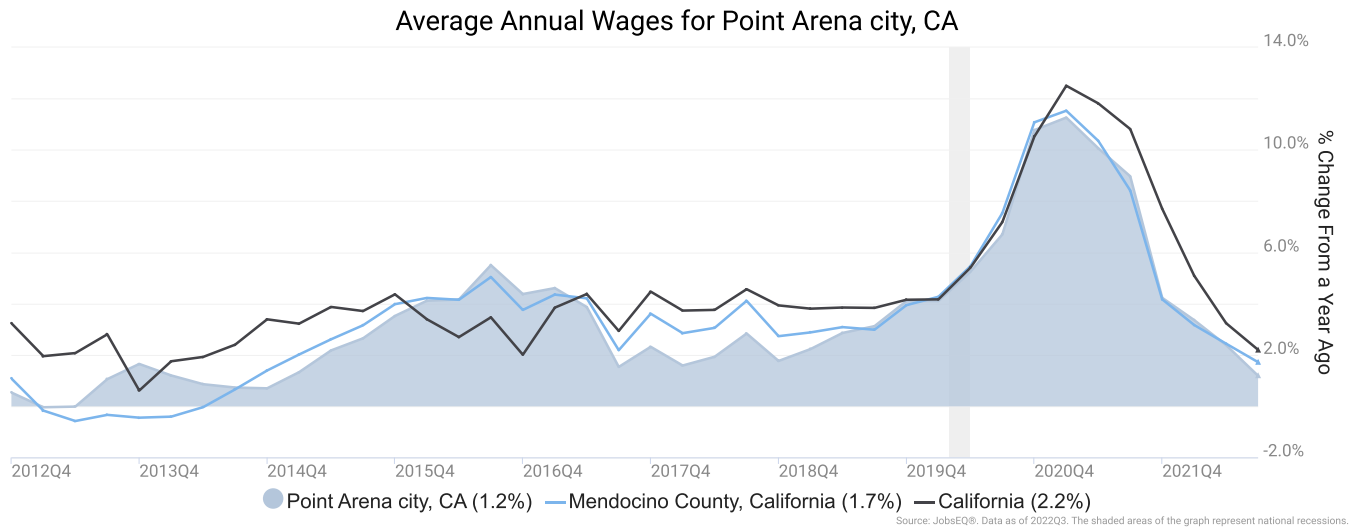
Employment for Point Arena city, CA



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 Point Arena city, CA earned annual wages of \$48,571 as of 2022Q3. Average annual wages per worker increased 1.2% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,132 in the nation as of 2022Q3.



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 Point Arena city, CA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Point Arena city, CA	\$48,571	117.2	\$41,441
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®](#)

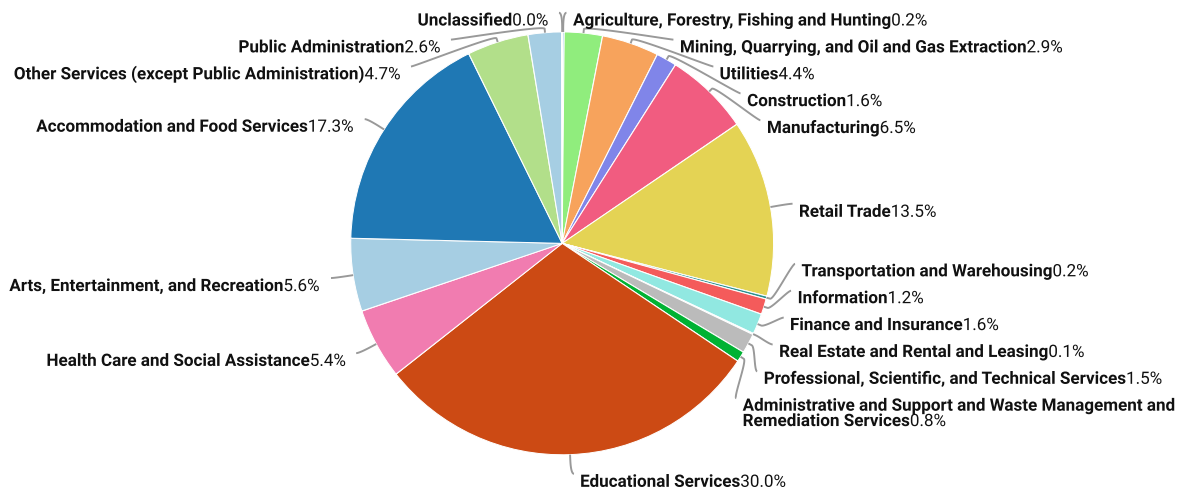
Data as of 2022Q3

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

Industry Snapshot

The largest sector in the Point Arena city, CA is Educational Services, employing 123 workers. The next-largest sectors in the region are Accommodation and Food Services (71 workers) and Retail Trade (55). 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 Utilities (LQ = 8.64), Mining, Quarrying, and Oil and Gas Extraction (8.44), and Educational Services (3.77).

Total Workers for Point Arena 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 Point Arena city, CA with the highest average wages per worker are Utilities (\$155,063), Mining, Quarrying, and Oil and Gas Extraction (\$70,240), and Transportation and Warehousing (\$69,527). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Arts, Entertainment, and Recreation (+14 jobs), Public Administration (+11), and Manufacturing (+7).

Over the next 5 years, employment in the Point Arena city, CA is projected to contract by 3 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+3 jobs), Arts, Entertainment, and Recreation (+1), and Health Care and Social Assistance (+1).

Point Arena city, CA, 2022Q3¹

NAICS	Industry	Empl	Current	5-Year History		5-Year Forecast					
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
61	Educational Services	123	\$51,221	3.77	-1	-0.2%	58	28	31	-2	-0.4%
72	Accommodation and Food Services	71	\$27,794	2.05	-6	-1.6%	67	29	35	3	0.9%
44	Retail Trade	55	\$38,192	1.34	-1	-0.3%	35	16	22	-3	-1.2%
31	Manufacturing	27	\$62,012	0.80	7	6.1%	13	5	9	-1	-0.9%
71	Arts, Entertainment, and Recreation	23	\$23,333	2.92	14	20.4%	19	7	10	1	1.3%
62	Health Care and Social Assistance	22	\$49,102	0.38	-39	-18.3%	12	5	6	1	0.7%
81	Other Services (except Public Administration)	19	\$31,671	1.09	5	6.5%	13	5	7	1	1.0%
22	Utilities	18	\$155,063	8.64	3	3.9%	8	3	5	-1	-0.6%
21	Mining, Quarrying, and Oil and Gas Extraction	12	\$70,240	8.44	1	0.9%	6	2	4	0	-0.5%
92	Public Administration	11	\$60,200	0.56	11	n/a	5	2	3	0	-0.8%
52	Finance and Insurance	7	\$66,194	0.39	4	20.5%	3	1	2	0	-0.5%
23	Construction	6	\$44,649	0.27	-1	-2.1%	3	1	2	0	-0.6%
54	Professional, Scientific, and Technical Services	6	\$52,717	0.21	1	4.6%	3	1	2	0	-0.7%
51	Information	5	\$54,427	0.58	5	n/a	1	1	1	-1	-3.1%
56	Administrative and Support and Waste Management and Remediation Services	3	\$55,999	0.12	-1	-6.4%	2	1	1	0	-0.5%
11	Agriculture, Forestry, Fishing and Hunting	1	\$45,008	0.11	-6	-37.1%	0	0	0	0	-1.0%
48	Transportation and Warehousing	1	\$69,527	0.05	0	-2.2%	0	0	0	0	-1.5%
Total - All Industries		410	\$48,571	1.00	-5	-0.2%	233	98	137	-3	-0.1%

Source: [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 Point Arena city, CA is Educational Instruction and Library Occupations, employing 86 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (60 workers) and Office and Administrative Support Occupations (35). 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 Educational Instruction and Library Occupations (LQ = 3.93), Arts, Design, Entertainment, Sports, and Media Occupations (1.91), and Food Preparation and Serving Related Occupations (1.86).

Occupation groups in the Point Arena 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 3.4% among Office and Administrative Support Occupations to 6.7% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the Point Arena city, CA is expected to be Healthcare Support Occupations with a +1.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+2 jobs) and Personal Care and Service Occupations (+1). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (56 jobs) and Educational Instruction and Library Occupations (38).

Point Arena city, CA, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	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
25-0000	Educational Instruction and Library	86	\$73,700	3.93	0	n/a	n/a	-1	-0.2%	37	19	19	-1	-0.2%
35-0000	Food Preparation and Serving Related	60	\$38,200	1.86	3	6.7%	n/a	-10	-2.9%	58	25	31	2	0.7%
43-0000	Office and Administrative Support	35	\$48,000	0.69	1	3.4%	n/a	-2	-1.3%	19	9	11	-2	-1.2%
41-0000	Sales and Related	34	\$46,700	0.90	1	5.1%	n/a	1	0.6%	23	12	13	-2	-1.3%
11-0000	Management	24	\$104,900	0.84	0	n/a	n/a	1	0.7%	10	3	7	0	0.1%
53-0000	Transportation and Material Moving	22	\$45,000	0.62	1	5.5%	n/a	0	0.2%	15	6	10	0	-0.4%
51-0000	Production	19	\$47,600	0.81	0	n/a	n/a	2	2.5%	10	4	7	-1	-1.0%
13-0000	Business and Financial Operations	17	\$76,900	0.66	0	n/a	n/a	6	9.8%	8	3	5	0	0.0%
39-0000	Personal Care and Service	17	\$41,600	1.76	0	n/a	n/a	5	7.2%	17	6	9	1	1.3%
37-0000	Building and Grounds Cleaning and Maintenance	16	\$41,100	1.21	1	5.0%	n/a	2	2.8%	11	5	6	0	0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	14	\$64,400	1.91	0	n/a	n/a	8	18.9%	7	3	4	0	0.2%
47-0000	Construction and Extraction	12	\$66,600	0.64	1	4.8%	n/a	1	1.3%	6	2	4	0	0.0%
49-0000	Installation, Maintenance, and Repair	11	\$55,500	0.69	0	n/a	n/a	1	1.5%	5	2	3	0	-0.2%
21-0000	Community and Social Service	8	\$58,000	1.07	0	n/a	n/a	-2	-5.0%	4	1	2	0	0.1%
29-0000	Healthcare Practitioners and Technical	8	\$113,500	0.32	0	n/a	n/a	-11	-16.7%	2	1	1	0	0.3%
33-0000	Protective Service	7	\$68,800	0.80	0	n/a	n/a	3	10.6%	5	3	3	0	-0.1%

Point Arena city, CA, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	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
31-0000	Healthcare Support	6	\$36,200	0.31	0	n/a	n/a	-10	-19.1%	4	2	2	0	1.4%
15-0000	Computer and Mathematical	5	\$97,000	0.39	0	n/a	n/a	2	9.4%	2	1	1	0	-0.5%
17-0000	Architecture and Engineering	4	\$99,200	0.55	0	n/a	n/a	2	14.0%	1	0	1	0	-0.7%
19-0000	Life, Physical, and Social Science	2	\$84,800	0.66	0	n/a	n/a	0	2.7%	1	0	1	0	-0.3%
45-0000	Farming, Fishing, and Forestry	2	\$41,600	0.70	0	n/a	n/a	-2	-15.5%	1	0	1	0	-0.6%
23-0000	Legal	1	\$115,200	0.25	0	n/a	n/a	0	9.2%	0	0	0	0	-0.2%
Total - All Occupations		410	\$59,600	1.00	n/a	n/a	n/a	-5	-0.2%	248	109	142	-3	-0.1%

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.

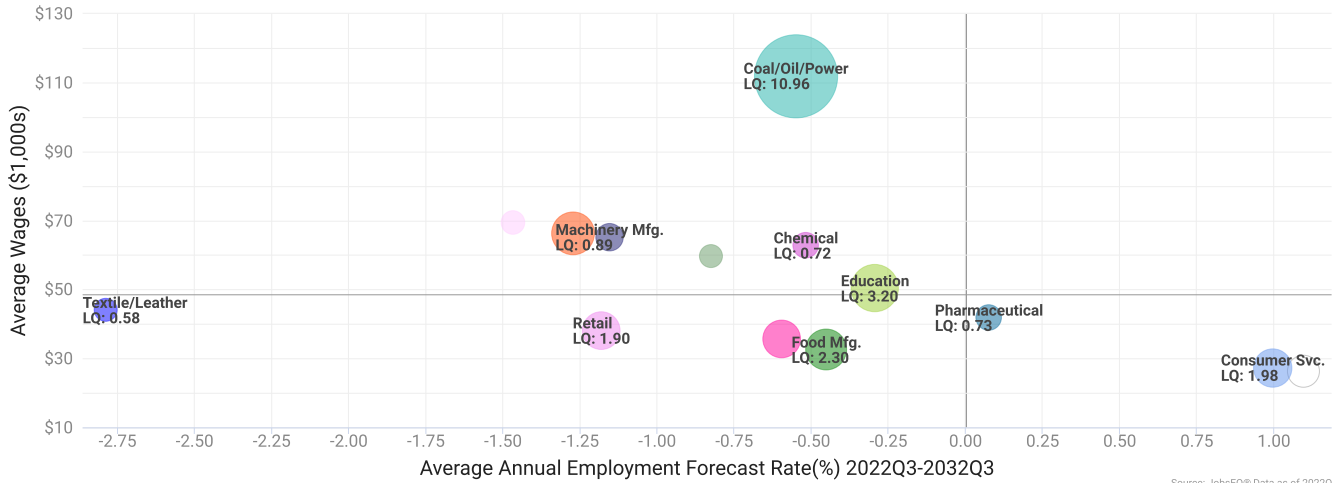
2. Wage data represent the average for all Covered Employment

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 Point Arena city, CA with the highest relative concentration is Coal/Oil/Power with a location quotient of 10.96. This cluster employs 26 workers in the region with an average wage of \$111,848. Employment in the Coal/Oil/Power cluster is projected to contract in the region about 0.5% per year over the next ten years.

Industry Clusters for Point Arena city, CA as of 2022Q3



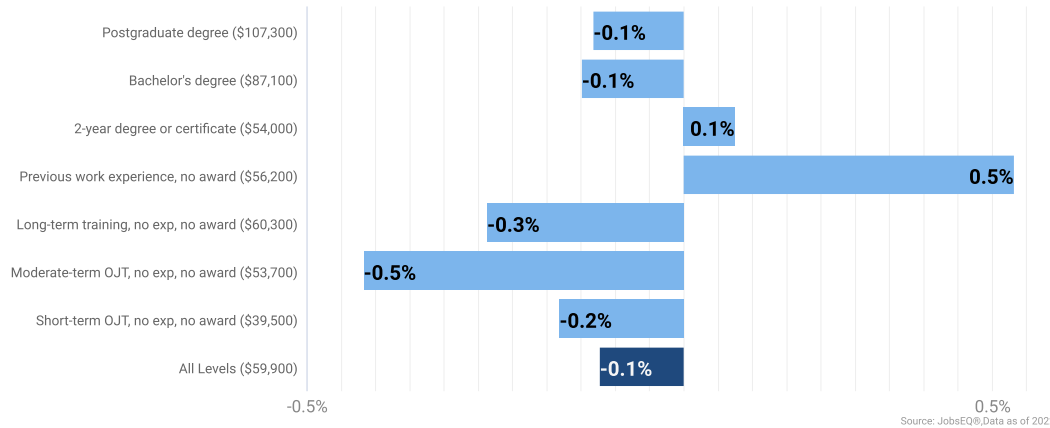
Source: JobsEQ® Data as of 2022Q3

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 Point Arena city, CA is projected to contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to contract 0.1% per year, those requiring a bachelor’s degree are forecast to contract 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 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.

Point Arena 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.