



Marin County, CA

Workforce Alliance of the North Bay



1546 First Street
Napa, California 94559

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Economy Overview

262,158

Population (2017)

Population **grew by 6,088** over the last 5 years and is projected to **grow by 3,325** over the next 5 years.

138,411

Jobs (2017)

Jobs **grew by 6,313** over the last 5 years and are projected to **grow by 8,356** over the next 5 years.

\$100.3K

Median Household Income (2016)

Median household income is **\$45.0K above** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 2.4%** since 2012, growing by 6,088. Population is expected to **increase by 1.3%** between 2017 and 2022, adding 3,325.

From 2012 to 2017, jobs **increased by 4.8%** in Marin County, CA from 132,098 to **138,411**. This change **fell short of the national growth rate of 8.2%** by 3.4%. As the number of jobs increased, the **labor force participation rate increased from 63.4% to 64.6%** between 2012 and 2017.

Concerning educational attainment, **31.9% of Marin County, CA residents possess a Bachelor's Degree** (13.5% above the national average), and **6.3% hold an Associate's Degree** (1.6% below the national average).

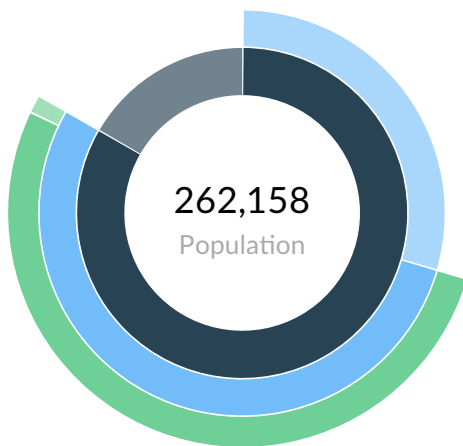
The top three industries in 2017 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	262,158	140,973	138,411	163.6	\$22.67B	\$23.95B	\$18.78B
State	39,575,607	19,318,481	19,392,469	133.8	\$2.72T	\$1.37T	\$1.92T
Nation	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T
Solano County, CA	443,950	208,826	159,993	129.6	\$23.24B	\$30.78B	\$31.51B

Economy Overview - Cont.

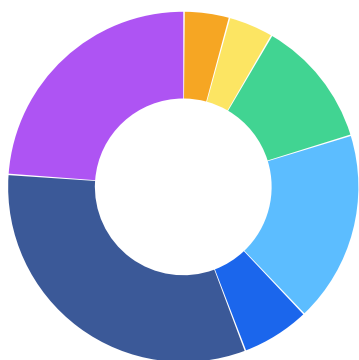
2017 Labor Force Breakdown



	Population
● Total Working Age Population	218,253
● Not in Labor Force (15+)	77,280
● Labor Force	140,973
● Employed	137,682
● Unemployed	3,291
● Under 15	43,905

Educational Attainment

Concerning educational attainment, **31.9% of Marin County, CA residents possess a Bachelor's Degree** (13.5% above the national average), and **6.3% hold an Associate's Degree** (1.6% below the national average).

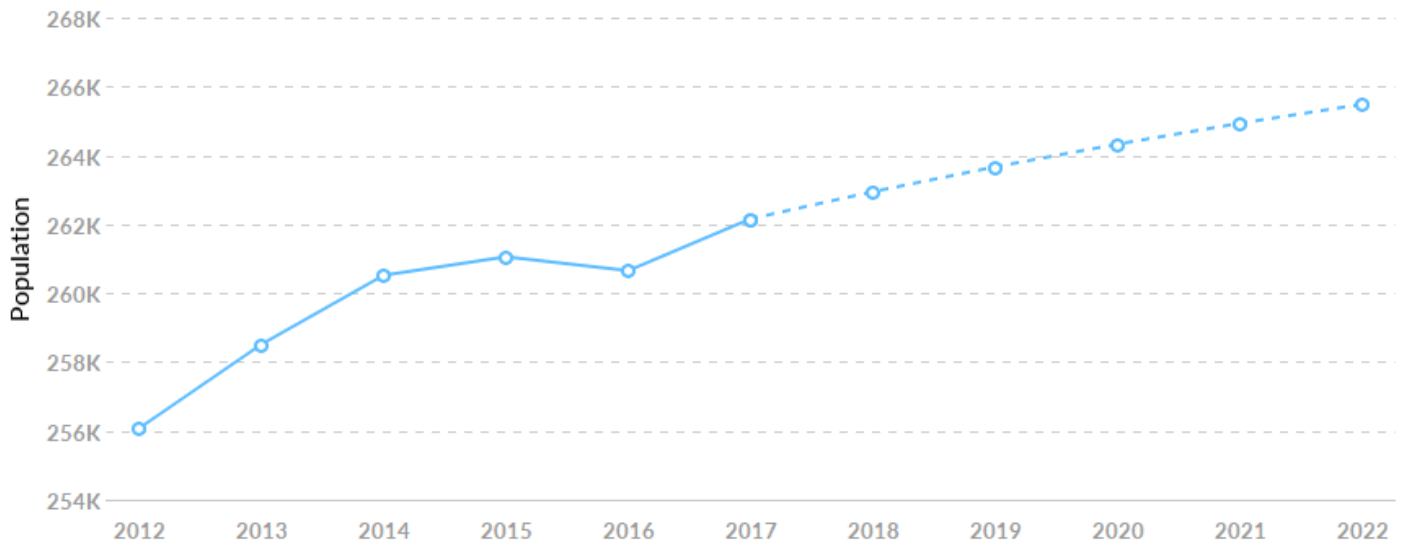


	% of Population	Population
● Less Than 9th Grade	4.2%	7,996
● 9th Grade to 12th Grade	4.2%	7,962
● High School Diploma	11.8%	22,631
● Some College	17.7%	33,797
● Associate's Degree	6.3%	12,094
● Bachelor's Degree	31.9%	61,035
● Graduate Degree and Higher	23.9%	45,788

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 2.4% since 2012, growing by 6,088. Population is expected to increase by 1.3% between 2017 and 2022, adding 3,325.

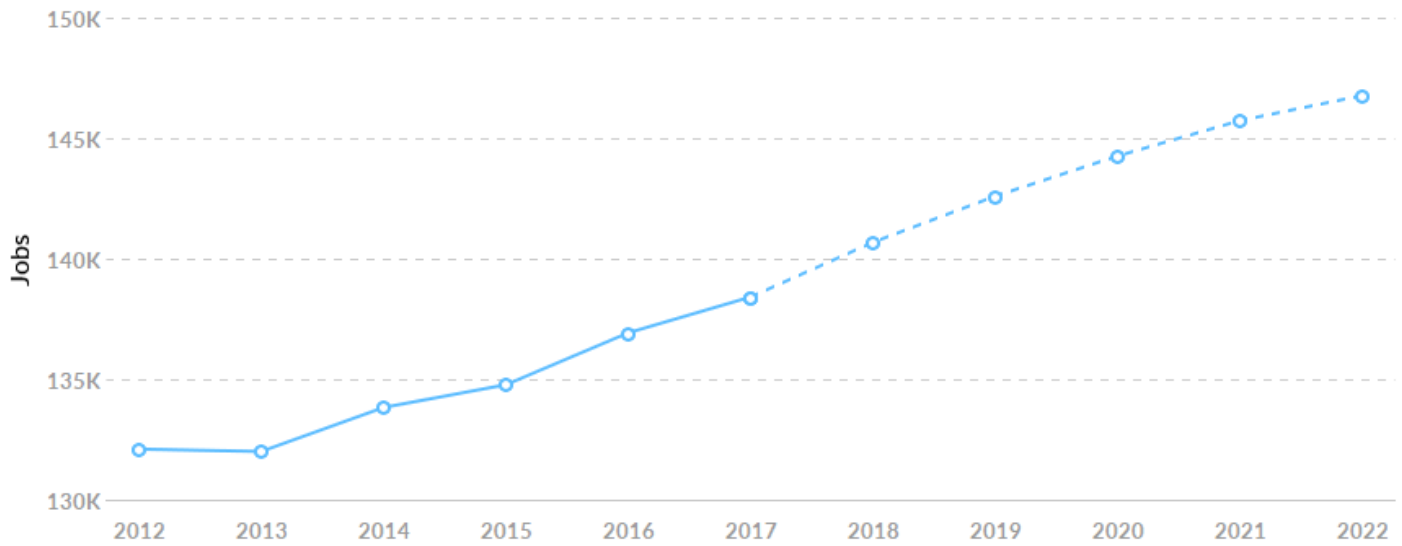


Timeframe	Population
2012	256,071
2013	258,510
2014	260,518
2015	261,055
2016	260,653
2017	262,158
2018	262,946
2019	263,668
2020	264,328
2021	264,933
2022	265,484

Historic & Projected Trends - Cont.

Job Trends

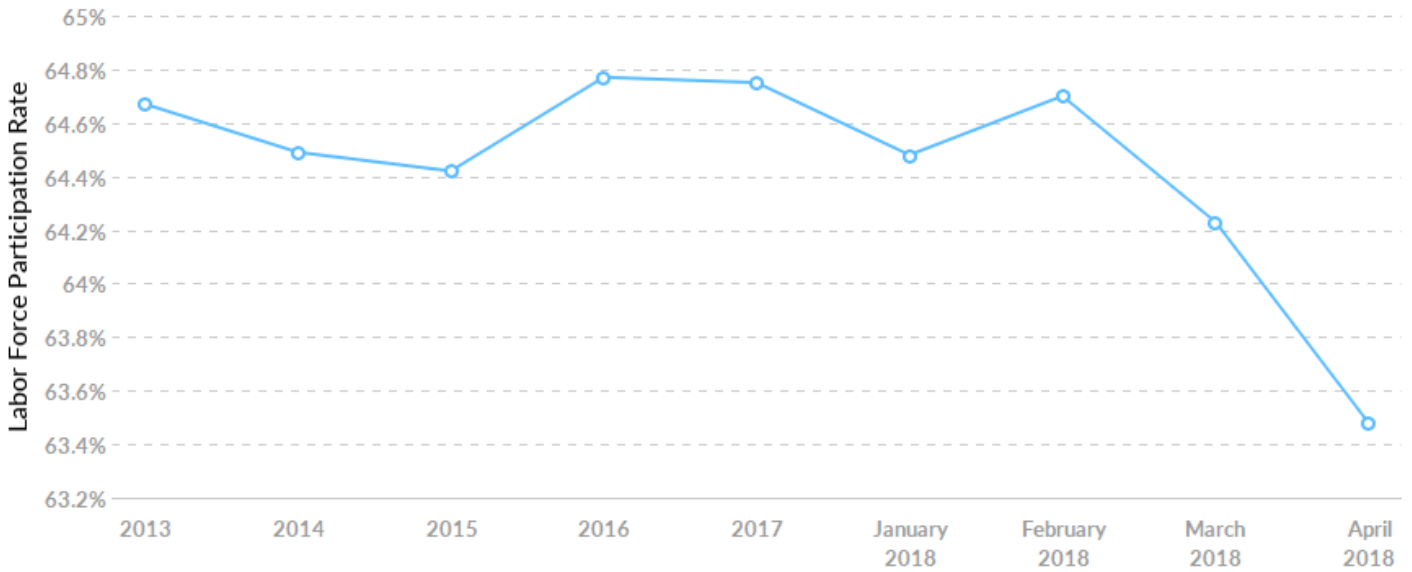
From 2012 to 2017, jobs increased by 4.8% in Marin County, CA from 132,098 to **138,411**. This change fell short of the national growth rate of 8.2% by 3.4%.



Timeframe	Jobs
2012	132,098
2013	132,001
2014	133,826
2015	134,769
2016	136,924
2017	138,411
2018	140,678
2019	142,593
2020	144,261
2021	145,729
2022	146,767

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

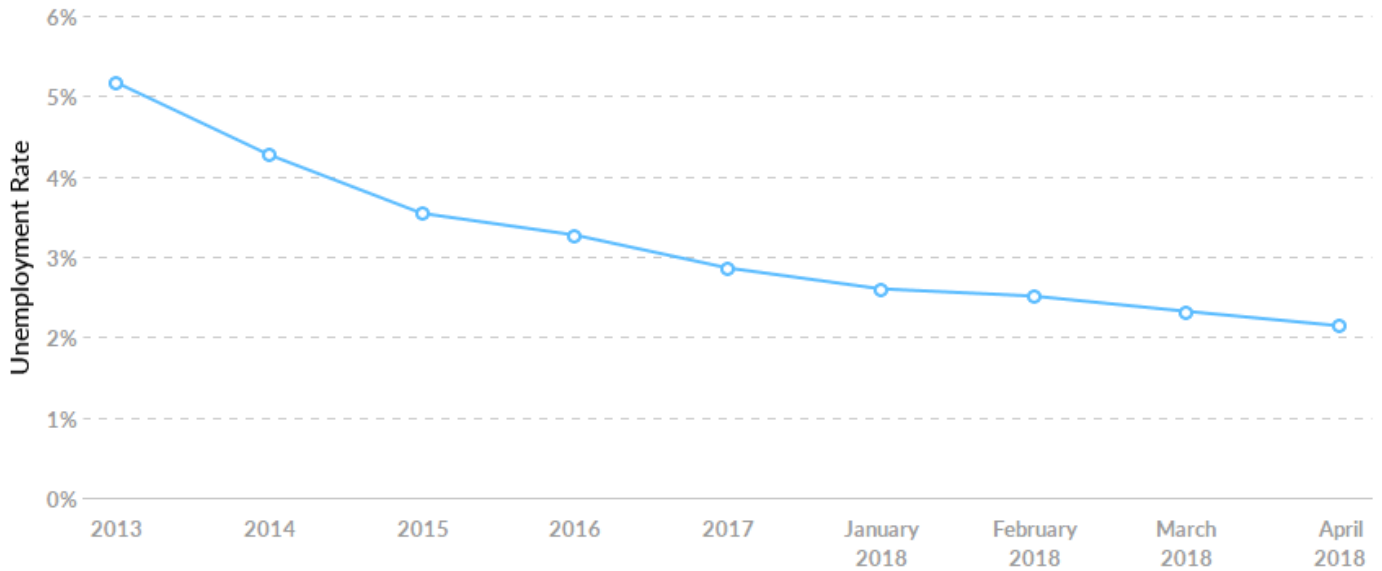


Timeframe	Labor Force Participation Rate
2013	64.67%
2014	64.49%
2015	64.42%
2016	64.77%
2017	64.75%
January 2018	64.48%
February 2018	64.70%
March 2018	64.23%
April 2018	63.48%

Historic & Projected Trends - Cont.

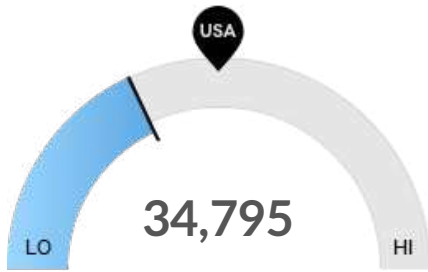
Unemployment Rate Trends

Marin County, CA had an April 2018 unemployment rate of 2.14%, **decreasing from 5.17%** 5 years before.



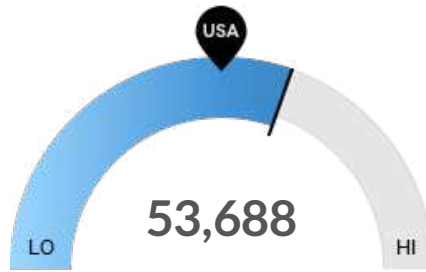
Timeframe	Unemployment Rate
2013	5.17%
2014	4.27%
2015	3.54%
2016	3.27%
2017	2.86%
January 2018	2.60%
February 2018	2.51%
March 2018	2.32%
April 2018	2.14%

Population Characteristics



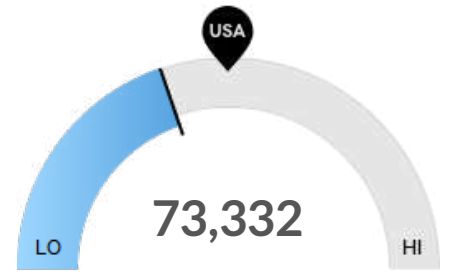
Millennials

Marin County, CA has 34,795 millennials (ages 20-34). The national average for an area this size is 54,093.



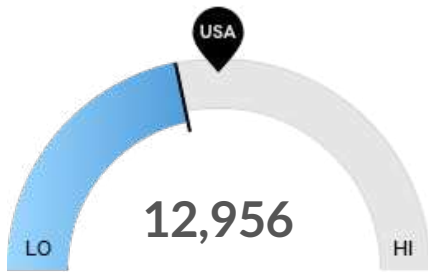
Retiring Soon

Retirement risk is high in Marin County, CA. The national average for an area this size is 39,723 people 65 or older, while there are 53,688 here.



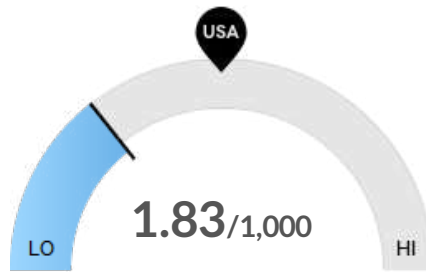
Racial Diversity

Racial diversity is low in Marin County, CA. The national average for an area this size is 100,959 racially diverse people, while there are 73,332 here.



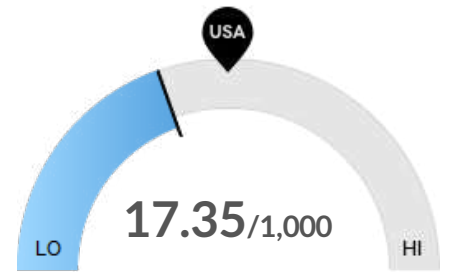
Veterans

Marin County, CA has 12,956 veterans. The national average for an area this size is 15,758.



Violent Crime

Marin County, CA has 1.83 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



Property Crime

Marin County, CA has 17.35 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Marin County, CA currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

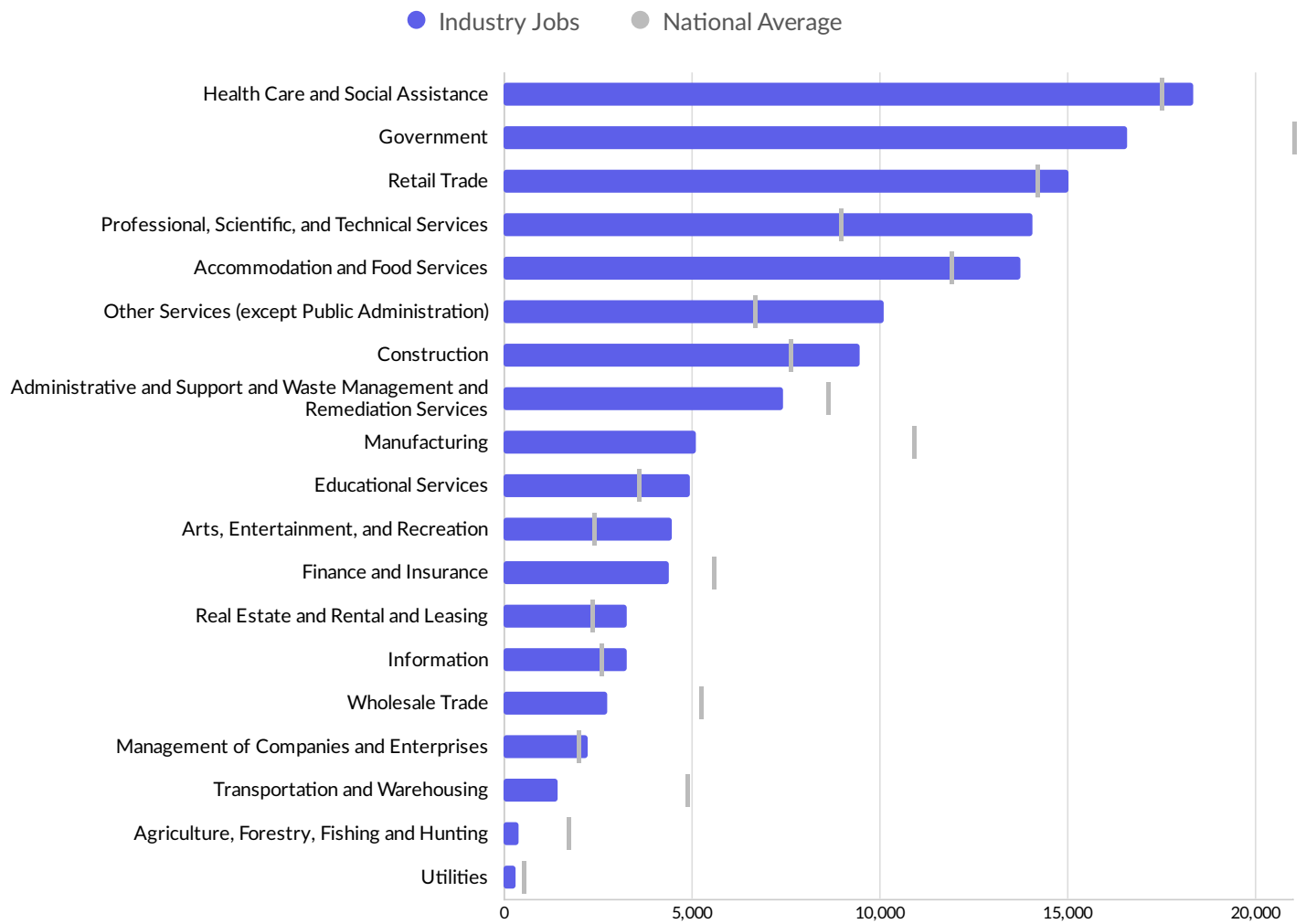
ZIP	Name	2017 Employment
94901	San Rafael, CA (in Mari...	28,861
94903	San Rafael, CA (in Mari...	19,546
94949	Novato, CA (in Marin c...	12,770
94941	Mill Valley, CA (in Mari...	11,629
94945	Novato, CA (in Marin c...	11,521

Where Talent Lives

ZIP	Name	2017 Workers
94901	San Rafael, CA (in Mari...	19,978
94903	San Rafael, CA (in Mari...	16,379
94941	Mill Valley, CA (in Mari...	14,327
94947	Novato, CA (in Marin c...	12,580
94945	Novato, CA (in Marin c...	10,518

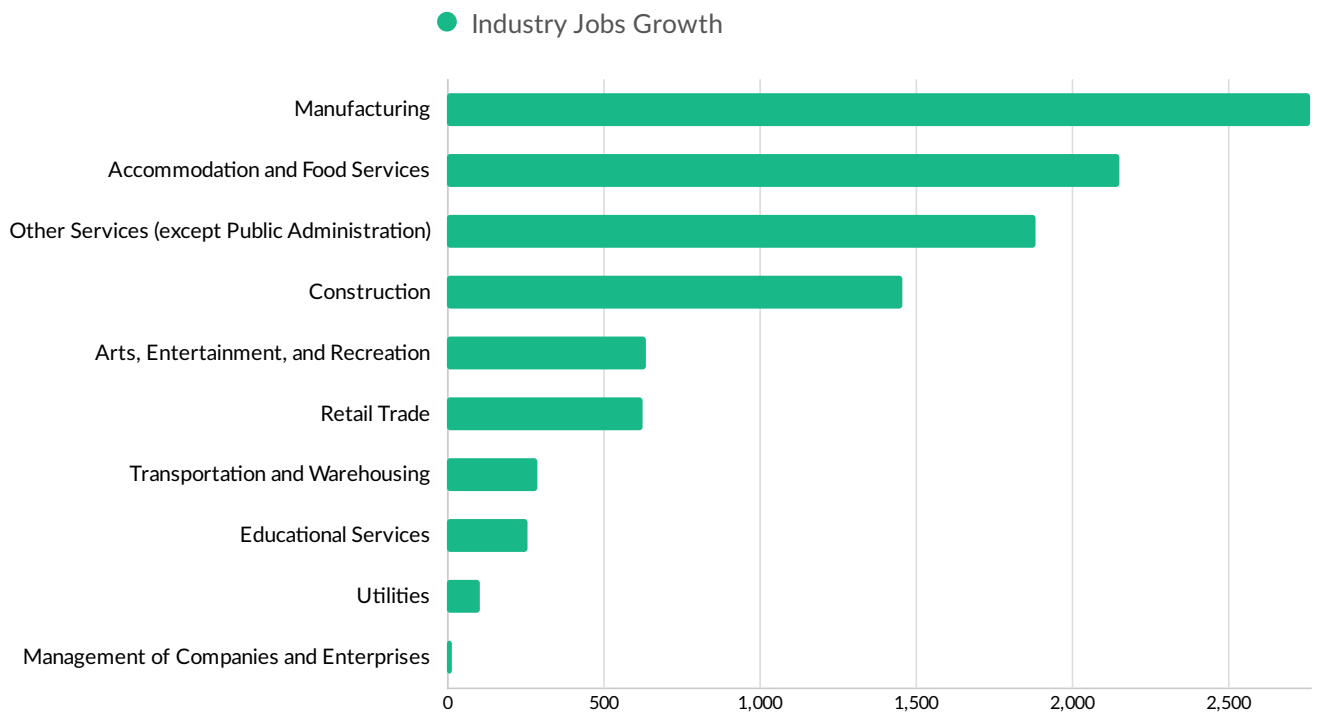
Industry Characteristics

Largest Industries



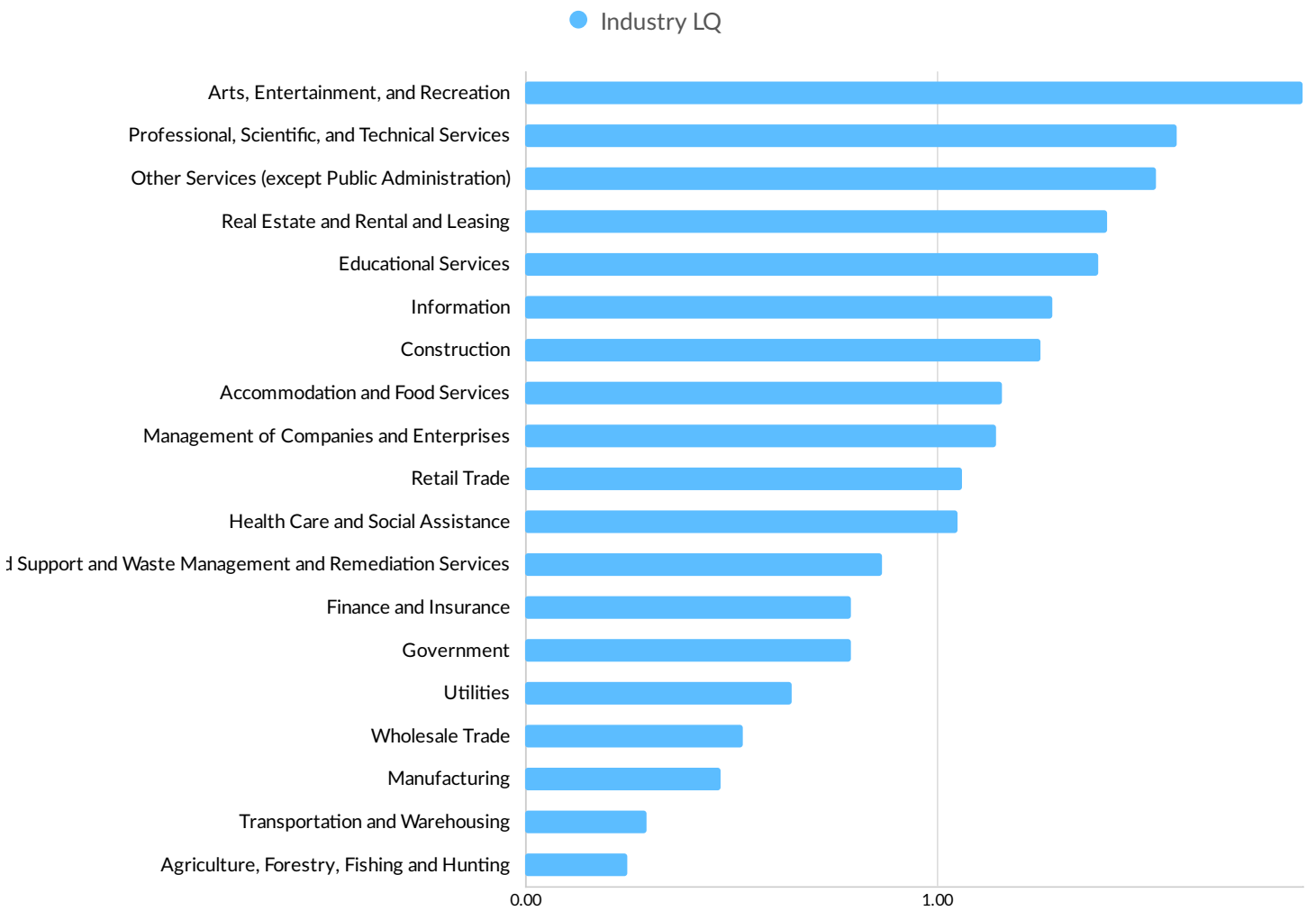
Industry Characteristics - Cont.

Top Growing Industries



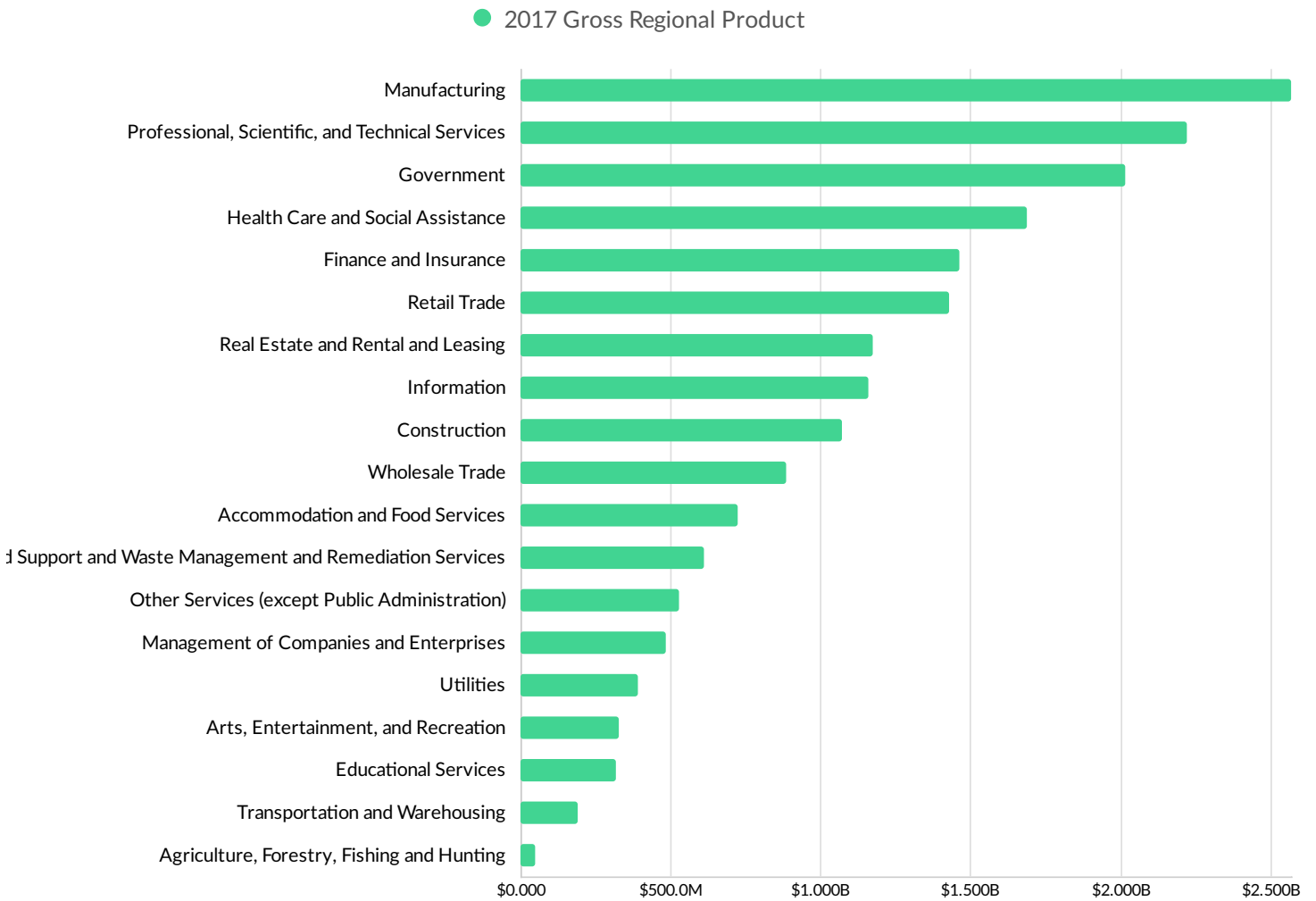
Industry Characteristics - Cont.

Top Industry LQ



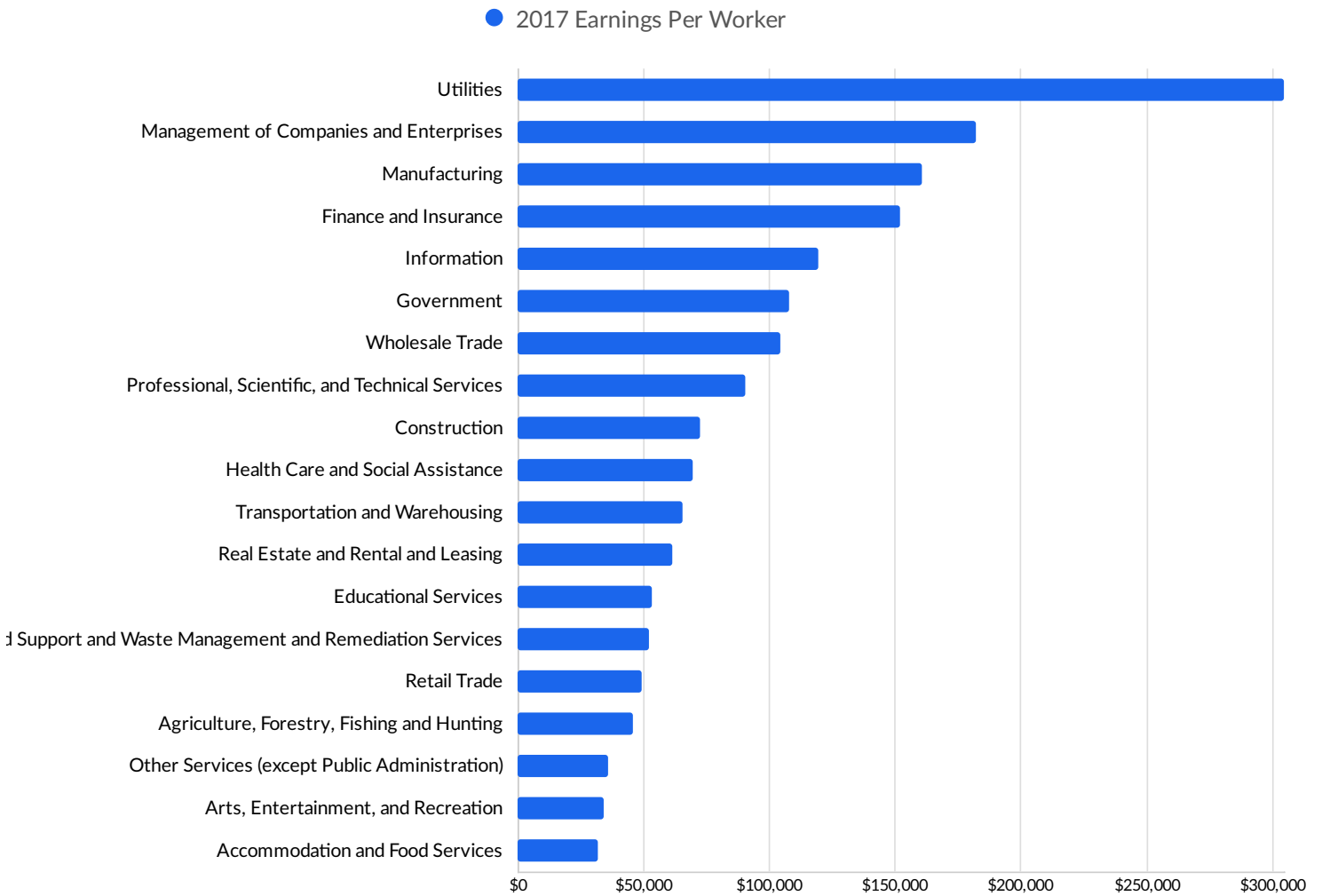
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Health Care and Social Assistance	19,428	18,336	-1,092	-6%	1.05	\$69,850	\$1.69B
Government	16,750	16,590	-160	-1%	0.79	\$108,153	\$2.02B
Retail Trade	14,389	15,013	624	+4%	1.06	\$49,462	\$1.43B
Professional, Scientific, and Technical Services	15,159	14,081	-1,078	-7%	1.58	\$90,611	\$2.22B
Accommodation and Food Services	11,600	13,754	2,154	+19%	1.16	\$31,778	\$724.50M
Other Services (except Public Administration)	8,242	10,124	1,882	+23%	1.53	\$35,992	\$528.62M
Construction	8,013	9,472	1,459	+18%	1.25	\$72,315	\$1.07B
Administrative and Support and Waste Management and Remediation Services	7,503	7,450	-53	-1%	0.87	\$52,479	\$611.32M
Manufacturing	2,375	5,137	2,762	+116%	0.47	\$161,061	\$2.57B
Educational Services	4,696	4,955	259	+6%	1.39	\$53,287	\$318.36M
Arts, Entertainment, and Recreation	3,845	4,482	637	+17%	1.89	\$34,542	\$329.99M
Finance and Insurance	5,991	4,396	-1,595	-27%	0.79	\$151,896	\$1.47B
Real Estate and Rental and Leasing	3,312	3,282	-30	-1%	1.41	\$61,730	\$1.18B
Information	3,354	3,263	-91	-3%	1.28	\$119,450	\$1.16B
Wholesale Trade	2,893	2,742	-151	-5%	0.53	\$104,583	\$887.50M
Management of Companies and Enterprises	2,222	2,237	15	+1%	1.14	\$182,366	\$486.89M
Transportation and Warehousing	1,134	1,423	289	+25%	0.29	\$65,510	\$190.75M
Agriculture, Forestry, Fishing and Hunting	494	410	-84	-17%	0.25	\$45,848	\$48.55M
Utilities	205	310	105	+51%	0.65	\$304,798	\$389.28M

Business Characteristics

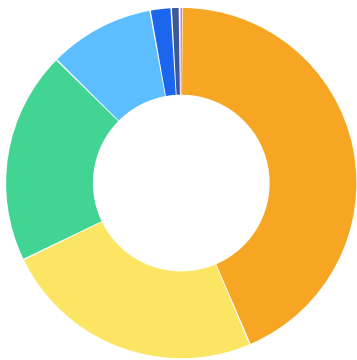
14,329 Companies Employ Your Workers

Online profiles for your workers mention 14,329 companies as employers, with the top 10 appearing below. In the last 12 months, 4,776 companies in Marin County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marin General Hospital	404 	Lyft, Inc.	1,687 
Kaiser Permanente	283 	CRST International, Inc.	1,152 
County of Marin	153 	Instacart Inc.	946 
Ucsf	151 	Biomarin Pharmaceutical Inc.	853 
Autodesk, Inc.	141 	Postmates Inc.	824 
Wells Fargo & Company	120 	Caviar, Inc.	695 
Biomarin Pharmaceutical Inc.	114 	Uber Technologies, Inc.	651 
Dominican University of Califo...	106 	Hired	639 
Restoration Hardware, Inc.	71 	Robert Half International Inc.	636 
Coldwell Banker Real Estate LLC	70 	C.R. England, Inc.	519 

Business Characteristics - Cont.

Business Size

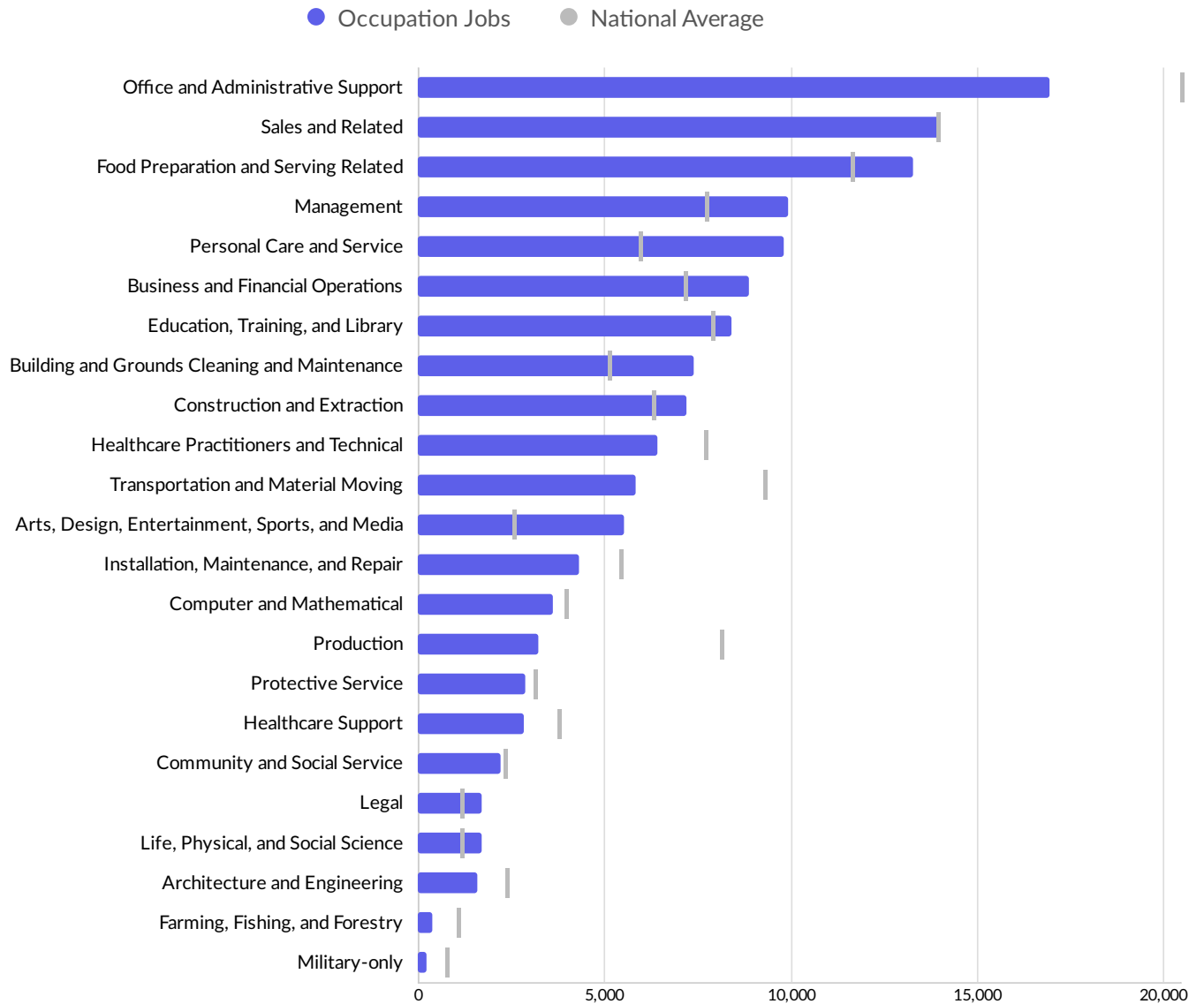


	Percentage	Business Count
1 to 4 employees	43.5%	7,760
5 to 9 employees	24.2%	4,322
10 to 19 employees	19.6%	3,494
20 to 49 employees	9.7%	1,737
50 to 99 employees	1.9%	345
100 to 249 employees	0.7%	133
250 to 499 employees	0.2%	31
500+ employees	0.1%	12

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

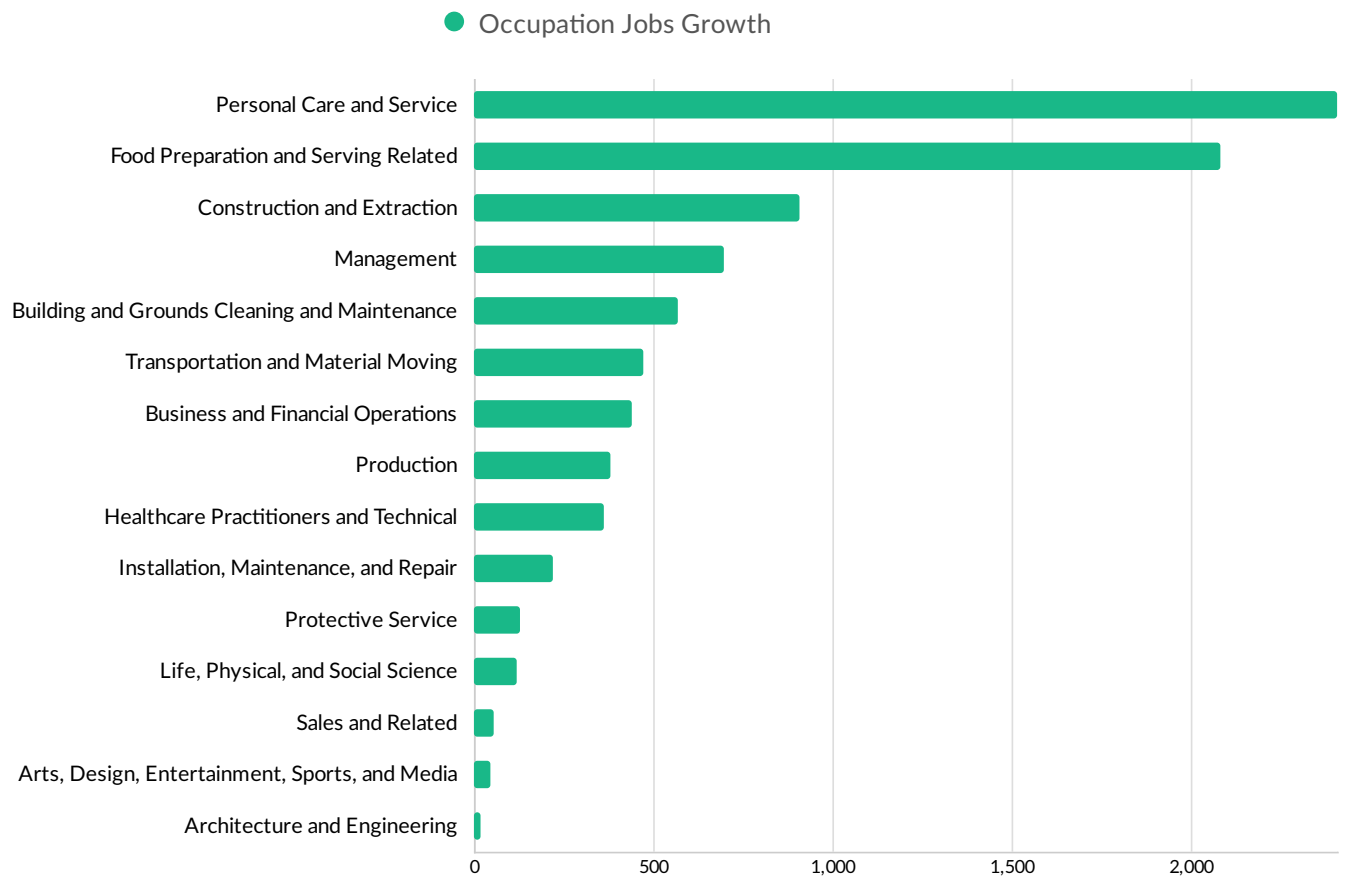
Workforce Characteristics

Largest Occupations



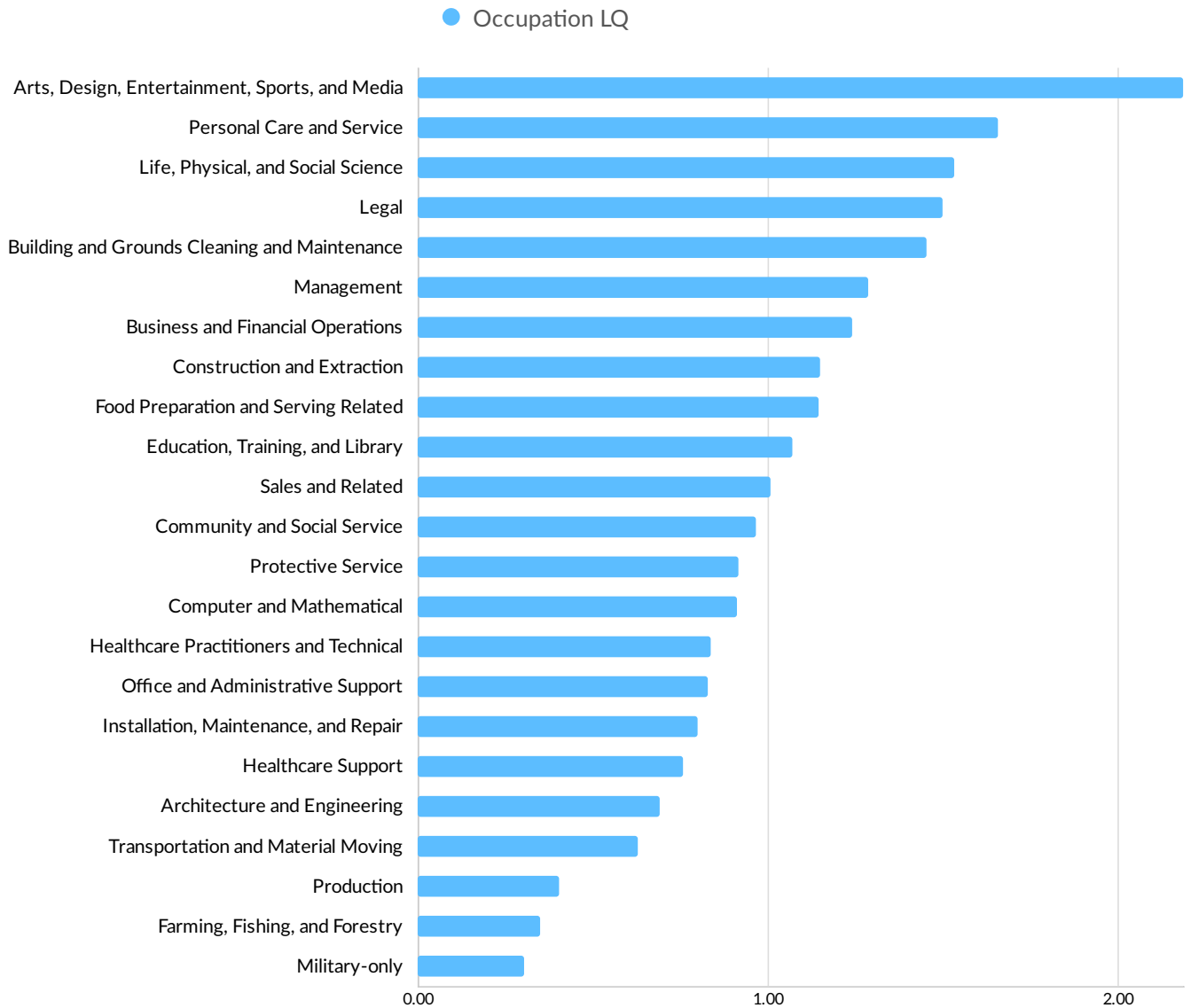
Workforce Characteristics - Cont.

Top Growing Occupations



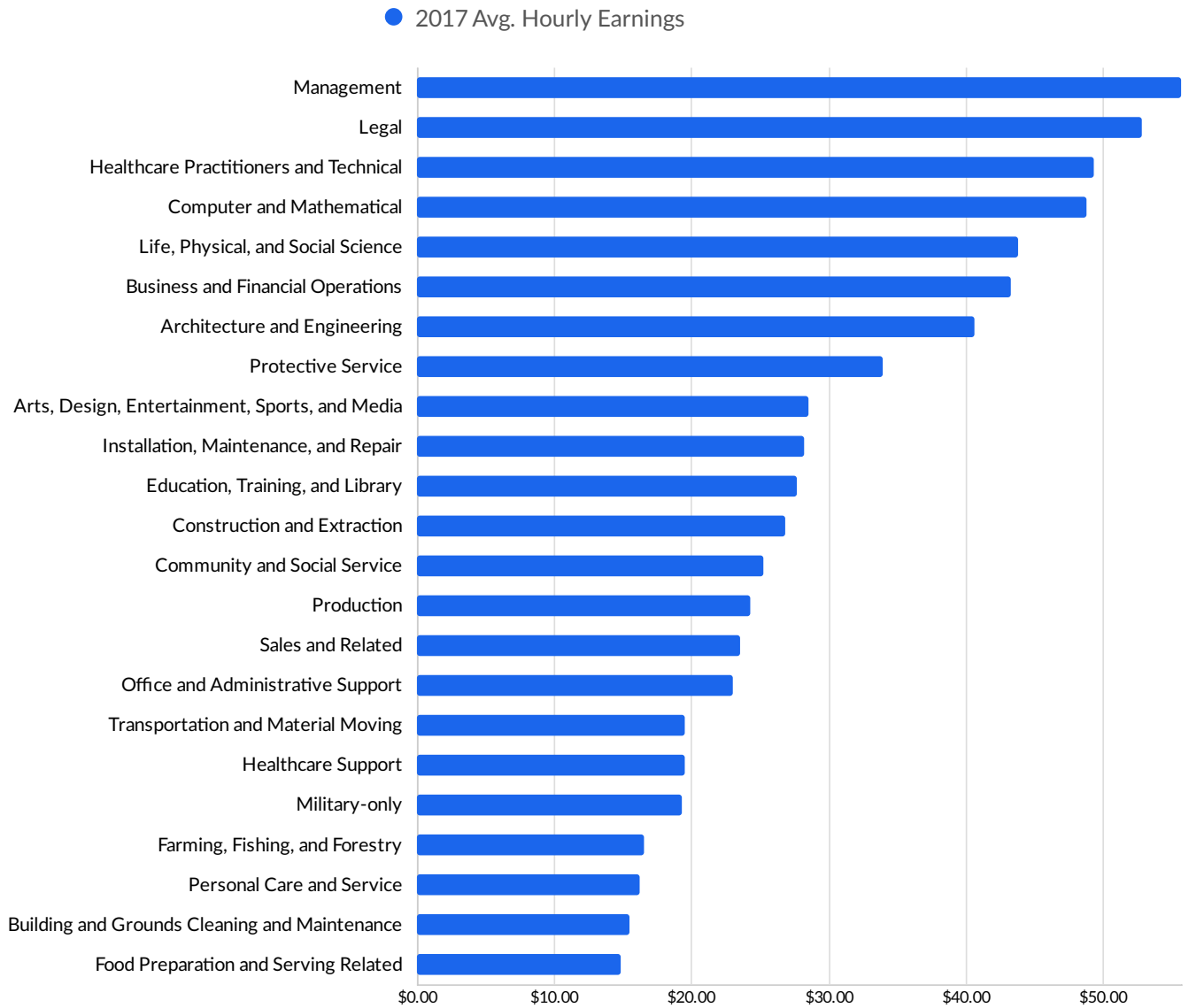
Workforce Characteristics - Cont.

Top Occupation LQ



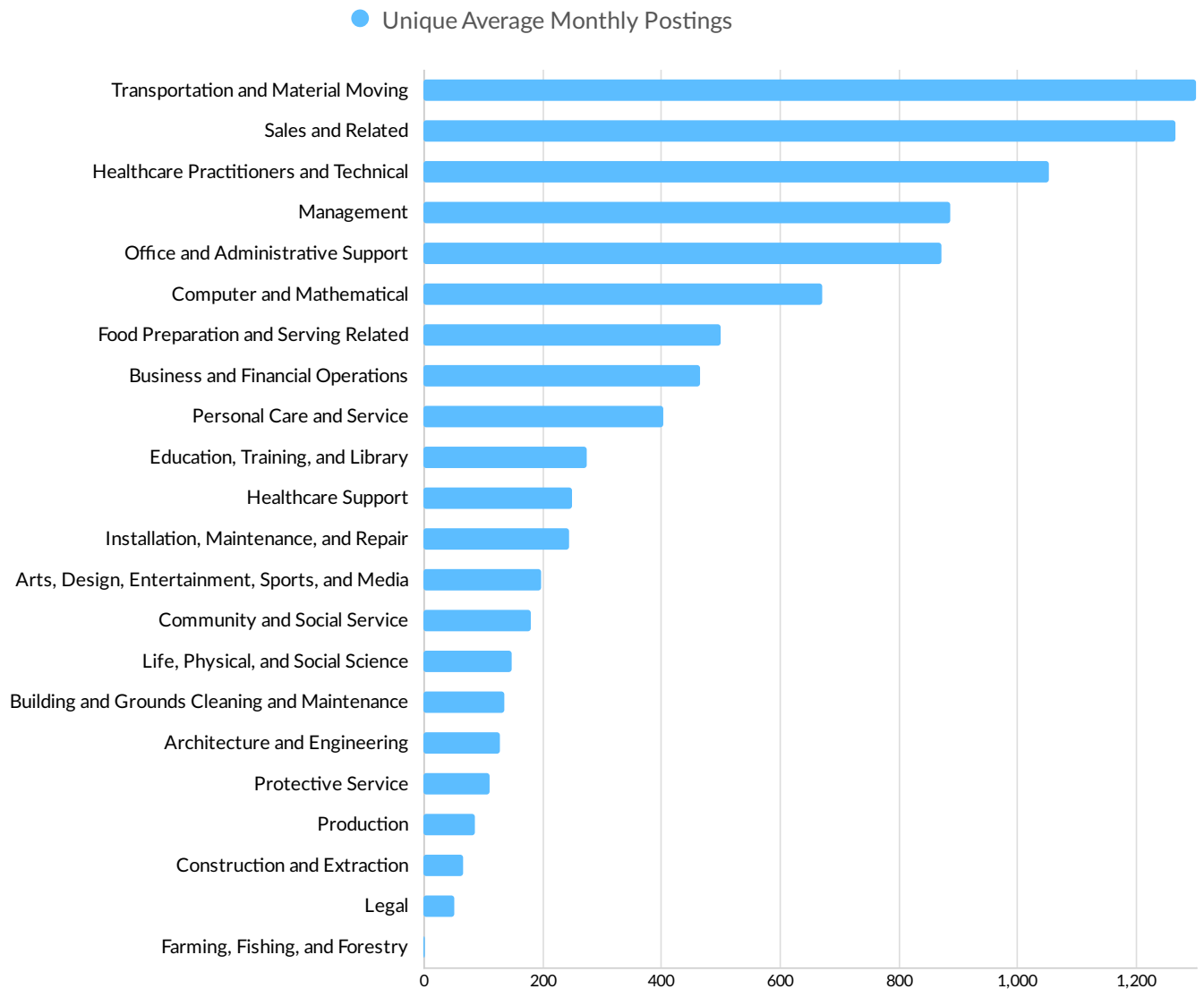
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

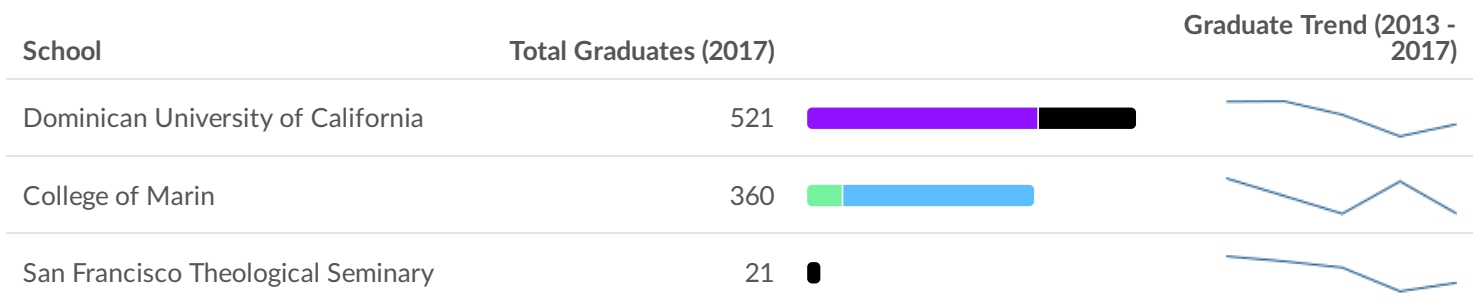
Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Office and Administrative Support	18,540	16,959	-1,581	-9%	0.83	\$22.99	872
Sales and Related	13,937	13,992	55	+0%	1.01	\$23.51	1,266
Food Preparation and Serving Related	11,204	13,286	2,082	+19%	1.15	\$14.87	501
Management	9,227	9,925	698	+8%	1.29	\$55.72	888
Personal Care and Service	7,411	9,817	2,406	+32%	1.66	\$16.26	405
Business and Financial Operations	8,437	8,877	440	+5%	1.24	\$43.29	467
Education, Training, and Library	8,485	8,429	-56	-1%	1.07	\$27.73	275
Building and Grounds Cleaning and Maintenance	6,827	7,396	569	+8%	1.45	\$15.49	137
Construction and Extraction	6,289	7,198	909	+14%	1.15	\$26.84	67
Healthcare Practitioners and Technical	6,073	6,436	363	+6%	0.84	\$49.40	1,054
Transportation and Material Moving	5,354	5,825	471	+9%	0.63	\$19.52	1,302
Arts, Design, Entertainment, Sports, and Media	5,487	5,532	45	+1%	2.19	\$28.50	198
Installation, Maintenance, and Repair	4,122	4,342	220	+5%	0.80	\$28.19	246
Computer and Mathematical	3,692	3,604	-88	-2%	0.91	\$48.79	672
Production	2,872	3,252	380	+13%	0.40	\$24.35	87
Protective Service	2,736	2,866	130	+5%	0.92	\$33.96	111

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Healthcare Support	2,994	2,849	-145	-5%	0.76	\$19.49	250
Community and Social Service	2,813	2,207	-606	-22%	0.97	\$25.23	181
Legal	1,794	1,723	-71	-4%	1.50	\$52.87	52
Life, Physical, and Social Science	1,586	1,703	117	+7%	1.53	\$43.80	150
Architecture and Engineering	1,583	1,603	20	+1%	0.69	\$40.69	129
Farming, Fishing, and Forestry	371	371	0	0%	0.35	\$16.60	4
Military-only	264	221	-43	-16%	0.30	\$19.36	1

Educational Pipeline

In 2017, there were 902 graduates in Marin County, CA. This pipeline has shrunk by 14% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, Liberal Arts and Sciences/Liberal Studies, and Biological and Physical Sciences.



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