

Marin County, CA

Workforce Alliance of the North Bay



P.O. Box 247
Napa, California 94559

Contents

| | |
|--------------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Unemployment by Demographics | 4 |
| Historic & Projected Trends | 8 |
| Population Characteristics | 12 |
| Inbound and Outbound Migration | 14 |
| Industry Characteristics | 16 |
| Business Characteristics | 21 |
| Workforce Characteristics | 23 |
| Educational Pipeline | 29 |
| In-Demand Skills | 30 |

Report Parameters

1 County

6041 Marin County, CA

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

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

Economy Overview

260,206

Population (2021)

Population **decreased by 516** over the last 5 years and is projected to **decrease by 6,565** over the next 5 years.

116,602

Total Regional Employment

Jobs **decreased by 10,191** over the last 5 years and are projected to **decrease by 311** over the next 5 years.

\$121.7K

Median Household Income (2020)

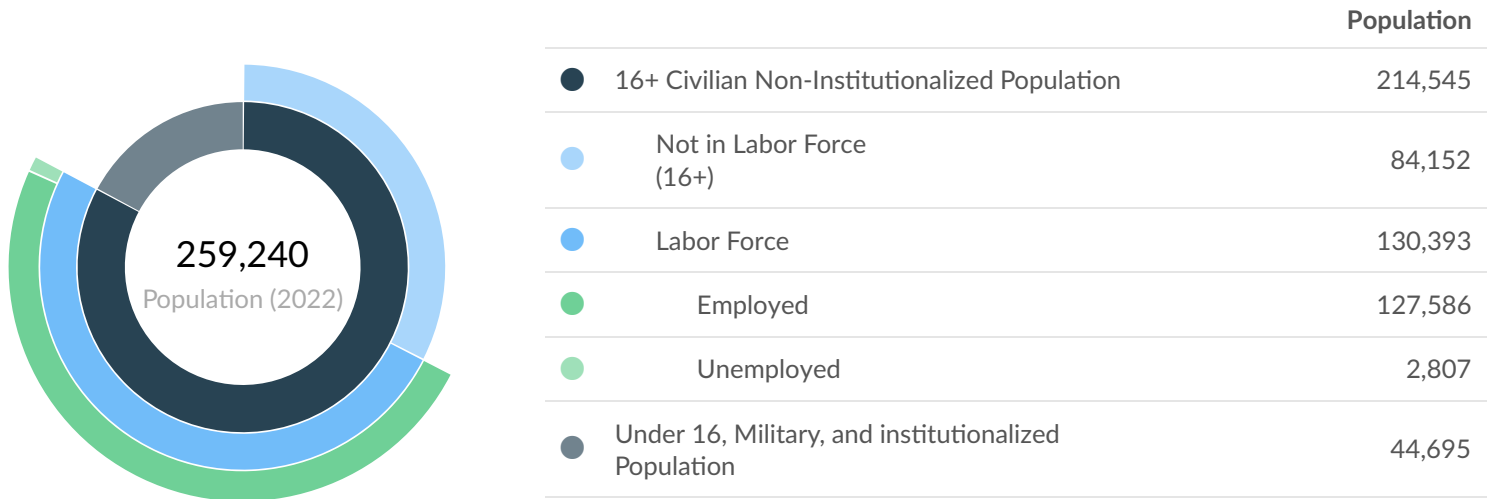
Median household income is **\$56.7K above** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **declined by 0.2%** since 2016, falling by 516. Population is expected to **decrease by 2.5%** between 2021 and 2026, losing 6,565.
- From 2016 to 2021, jobs **declined by 8.0%** in Marin County, CA from 126,792 to **116,602**. This change **fell short of the national growth rate of 1.9% by 9.9%**. As the number of jobs declined, the **labor force participation rate decreased from 66.2% to 60.8% between 2016 and 2021**.
- Concerning educational attainment, **34.7% of Marin County, CA residents possess a Bachelor's Degree** (14.2% above the national average), and **6.1% hold an Associate's Degree** (2.7% below the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, Private Households, and Education and Hospitals (Local Government).

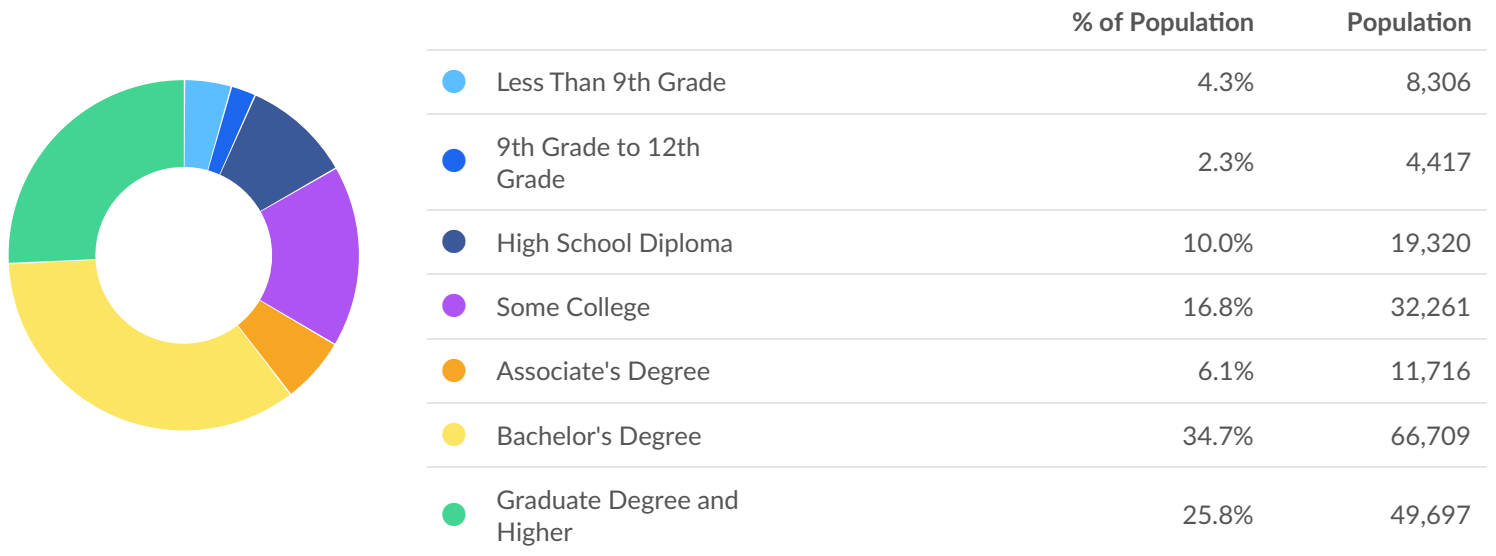
| | Population (2022) | Labor Force (Sep 2022) | Jobs (2021) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|----------|----------|----------|
| Region | 259,240 | 130,393 | 116,602 | 163.6 | \$24.81B | \$29.11B | \$20.69B |
| State | 39,298,274 | 19,284,279 | 19,672,305 | 135.2 | \$3.30T | \$1.81T | \$2.42T |
| Nation | 334,161,482 | 164,462,618 | 163,715,172 | 100.0 | \$22.76T | \$0 | \$10.95T |

Sep 2022 Labor Force Breakdown



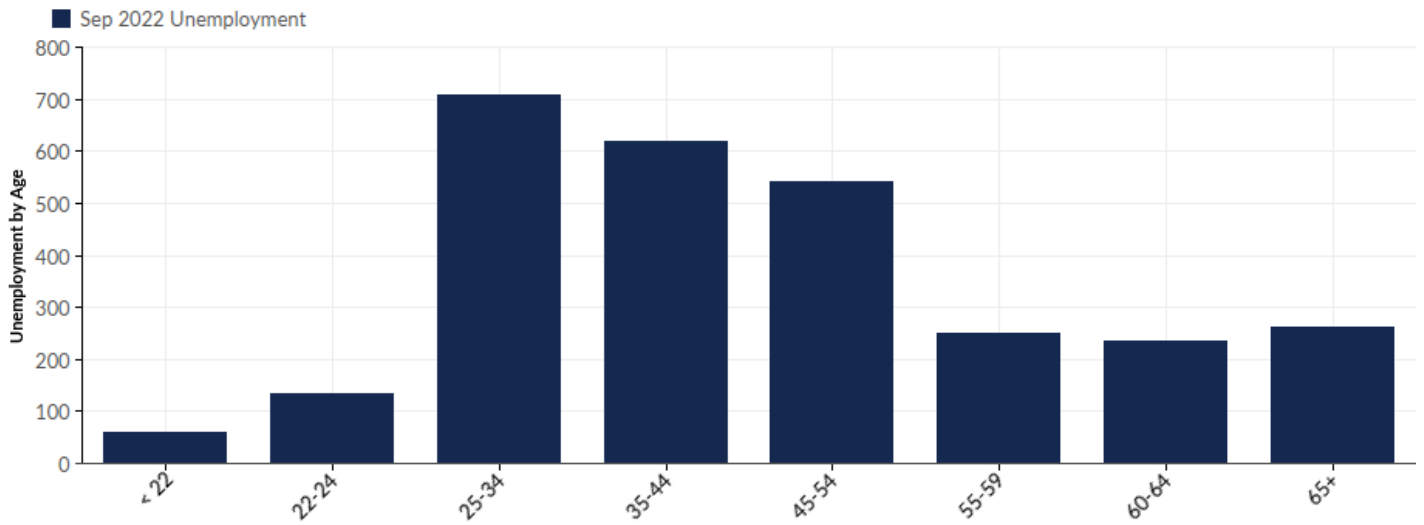
Educational Attainment

Concerning educational attainment, **34.7% of Marin County, CA residents possess a Bachelor's Degree** (14.2% above the national average), and **6.1% hold an Associate's Degree** (2.7% below the national average).



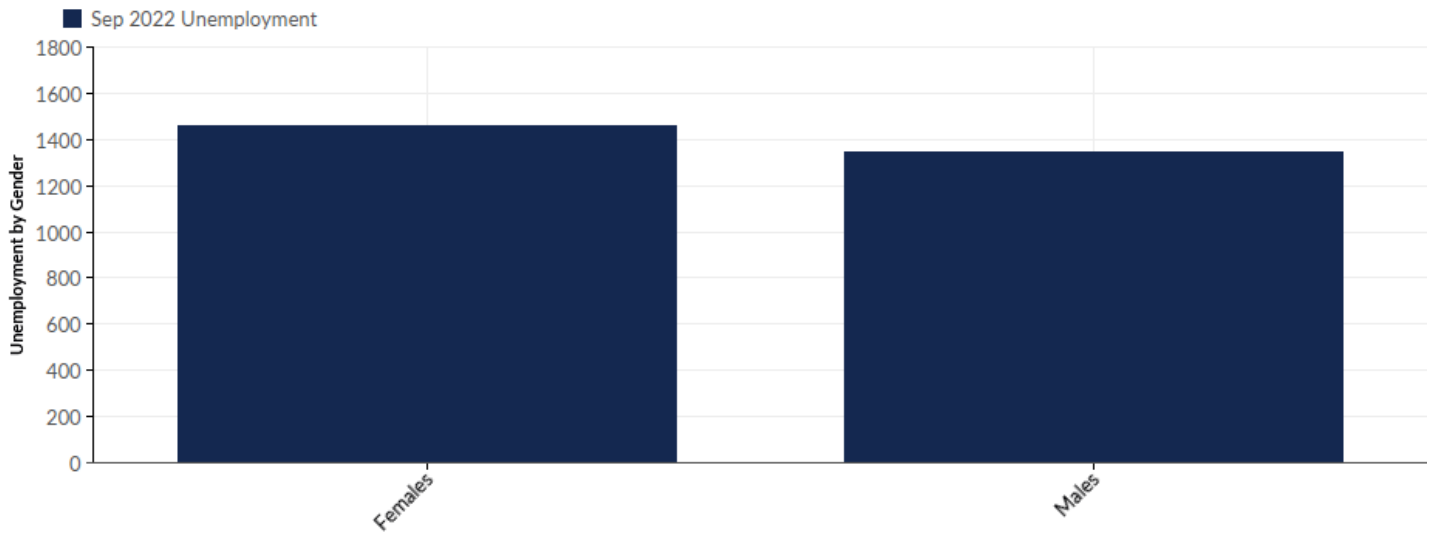
Unemployment by Demographics

Unemployment by Age



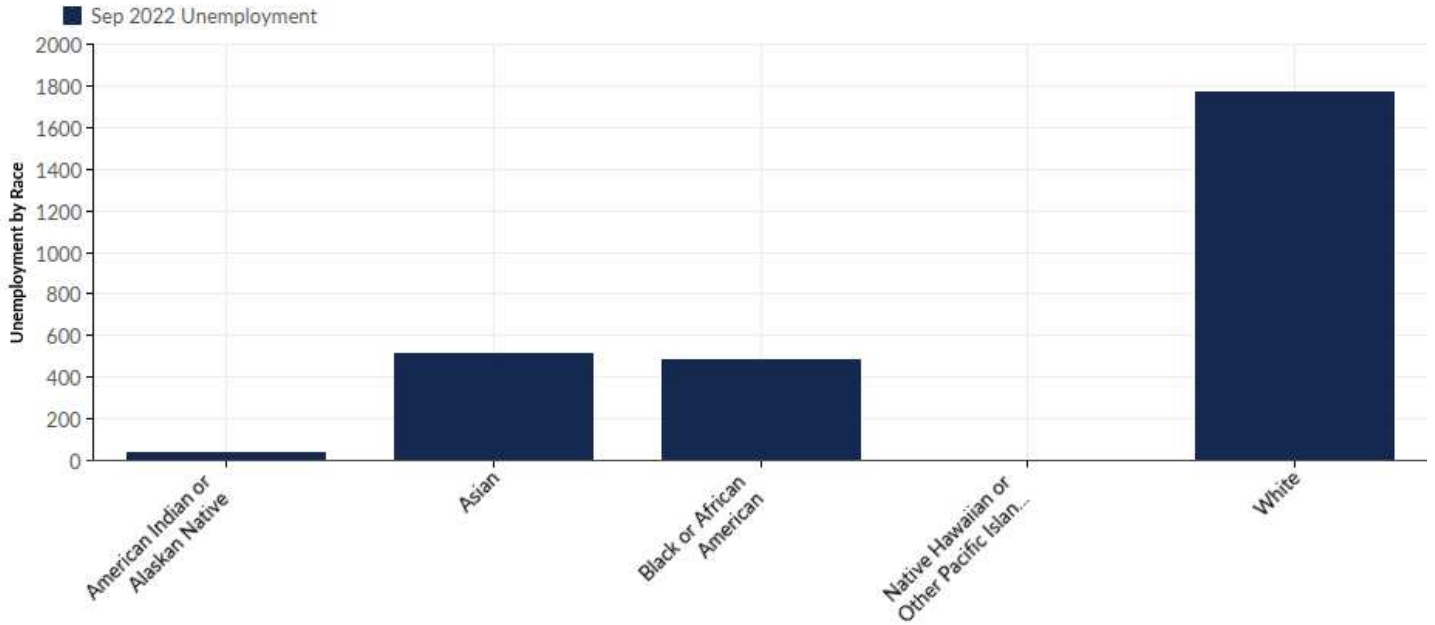
| Age | Unemployment (Sep 2022) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 60 | 2.14% |
| 22-24 | 133 | 4.74% |
| 25-34 | 708 | 25.22% |
| 35-44 | 619 | 22.05% |
| 45-54 | 542 | 19.31% |
| 55-59 | 250 | 8.91% |
| 60-64 | 234 | 8.34% |
| 65+ | 260 | 9.26% |
| Total | 2,807 | 100.00% |

Unemployment by Gender



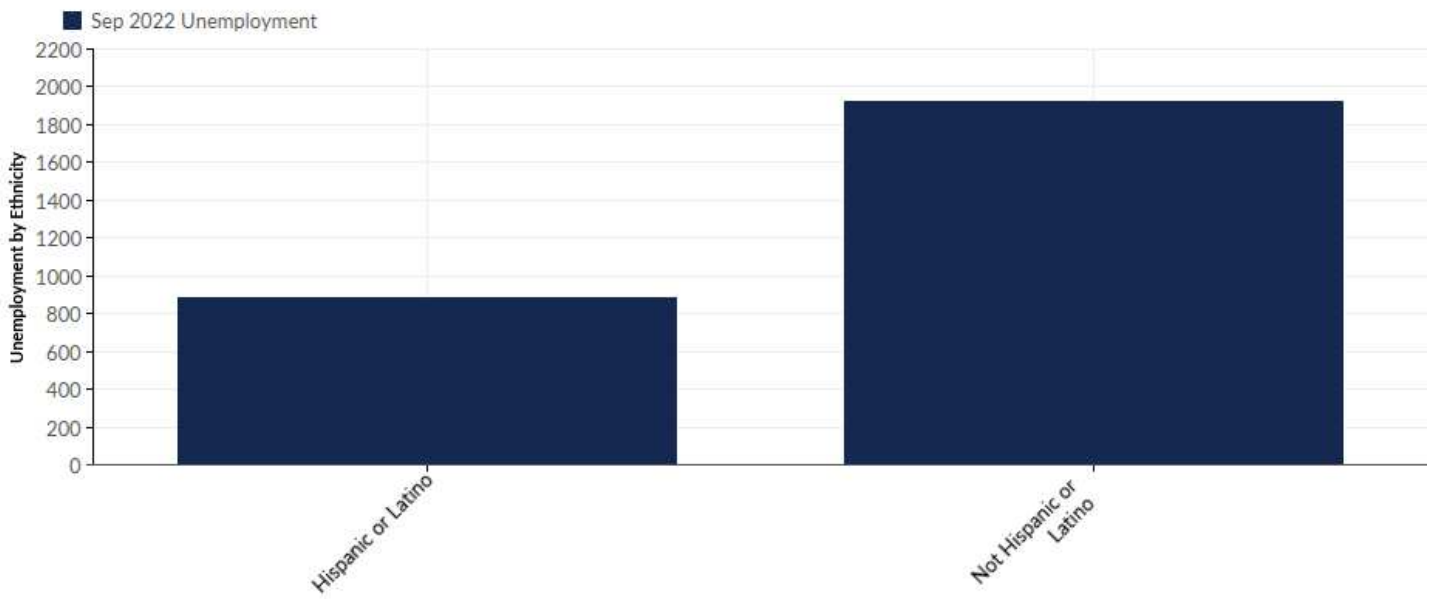
| Gender | Unemployment (Sep 2022) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 1,459 | 51.98% |
| Males | 1,348 | 48.02% |
| Total | 2,807 | 100.00% |

Unemployment by Race



| Race | Unemployment (Sep 2022) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 38 | 1.35% |
| Asian | 515 | 18.35% |
| Black or African American | 484 | 17.24% |
| Native Hawaiian or Other Pacific Islander | 0 | 0.00% |
| White | 1,769 | 63.02% |
| Total | 2,807 | 100.00% |

Unemployment by Ethnicity

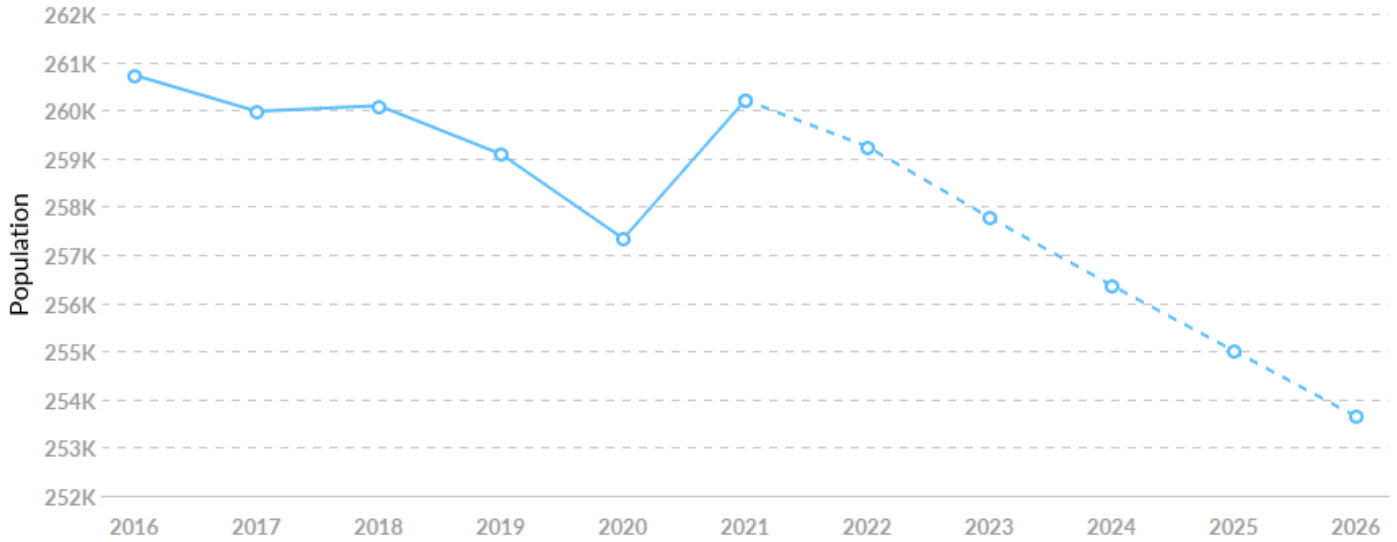


| Ethnicity | Unemployment (Sep 2022) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 884 | 31.49% |
| Not Hispanic or Latino | 1,923 | 68.51% |
| Total | 2,807 | 100.00% |

Historic & Projected Trends

Population Trends

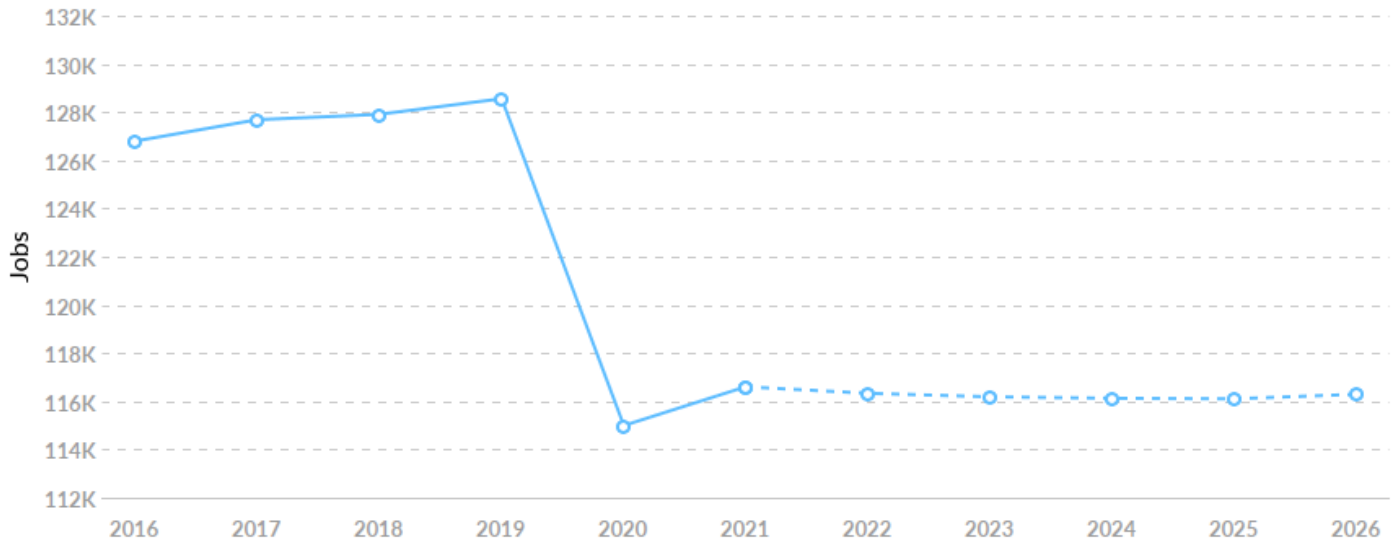
As of 2021 the region's population **declined by 0.2%** since 2016, falling by 516. Population is expected to **decrease by 2.5%** between 2021 and 2026, losing 6,565.



| Timeframe | Population |
|-----------|------------|
| 2016 | 260,722 |
| 2017 | 259,975 |
| 2018 | 260,091 |
| 2019 | 259,085 |
| 2020 | 257,332 |
| 2021 | 260,206 |
| 2022 | 259,240 |
| 2023 | 257,768 |
| 2024 | 256,359 |
| 2025 | 255,003 |
| 2026 | 253,641 |

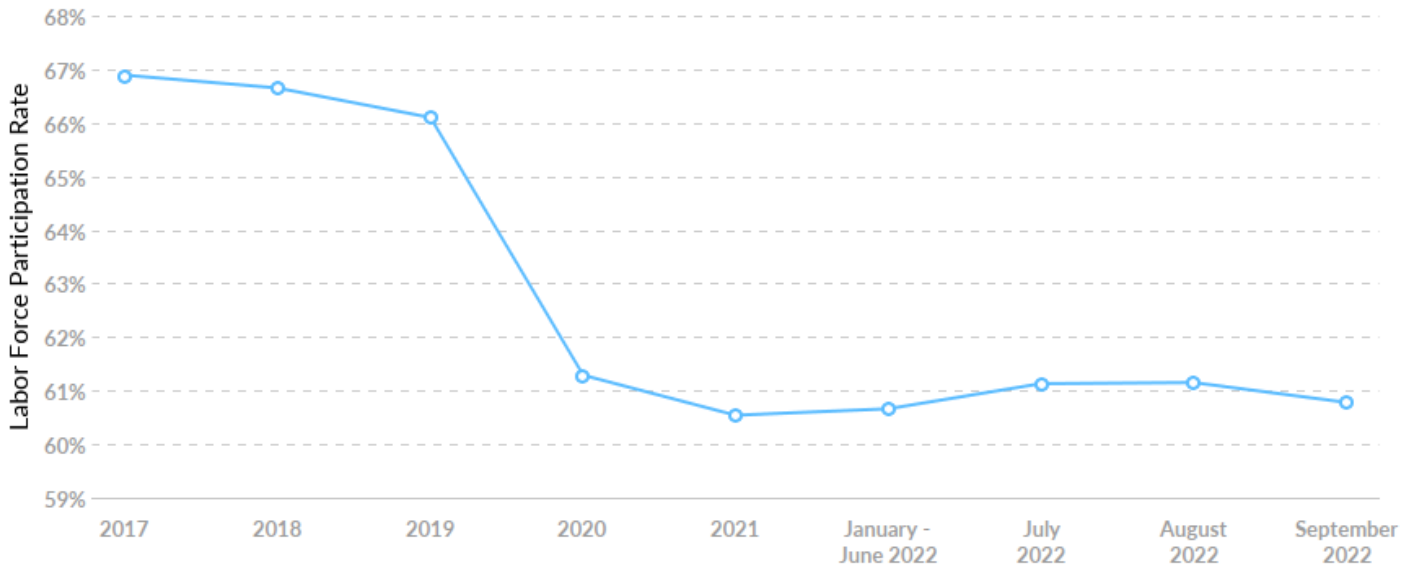
Job Trends

From 2016 to 2021, jobs declined by 8.0% in Marin County, CA from 126,792 to **116,602**. This change fell short of the national growth rate of 1.9% by 9.9%.



| Timeframe | Jobs |
|-----------|---------|
| 2016 | 126,792 |
| 2017 | 127,681 |
| 2018 | 127,905 |
| 2019 | 128,552 |
| 2020 | 114,987 |
| 2021 | 116,602 |
| 2022 | 116,333 |
| 2023 | 116,187 |
| 2024 | 116,125 |
| 2025 | 116,103 |
| 2026 | 116,291 |

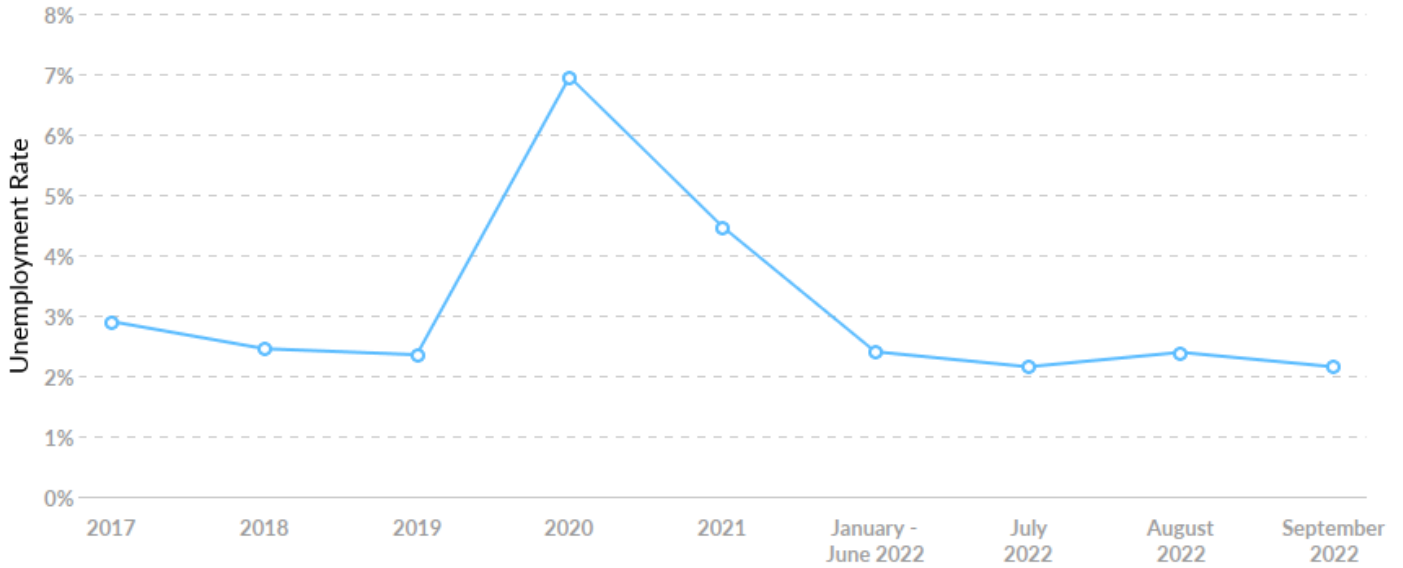
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2017 | 66.89% |
| 2018 | 66.65% |
| 2019 | 66.10% |
| 2020 | 61.29% |
| 2021 | 60.54% |
| January - June 2022 | 60.66% |
| July 2022 | 61.13% |
| August 2022 | 61.15% |
| September 2022 | 60.78% |

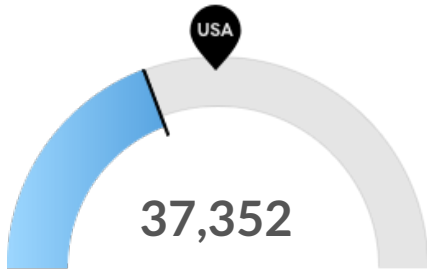
Unemployment Rate Trends

Marin County, CA had a September 2022 unemployment rate of 2.15%, **decreasing from 2.90%** 5 years before.



| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2017 | 2.90% |
| 2018 | 2.45% |
| 2019 | 2.35% |
| 2020 | 6.95% |
| 2021 | 4.47% |
| January - June 2022 | 2.40% |
| July 2022 | 2.15% |
| August 2022 | 2.39% |
| September 2022 | 2.15% |

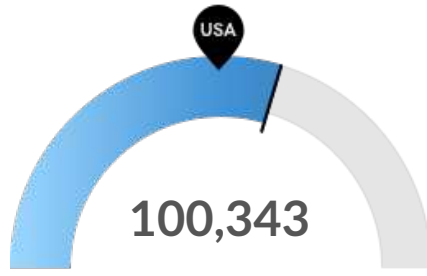
Population Characteristics



37,352

Millennials

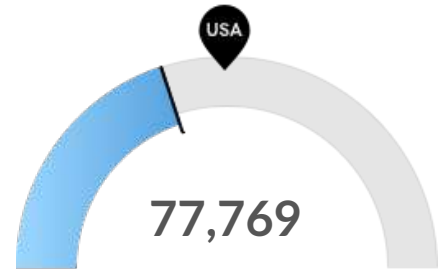
Marin County, CA has 37,352 millennials (ages 25-39). The national average for an area this size is 53,151.



100,343

Retiring Soon

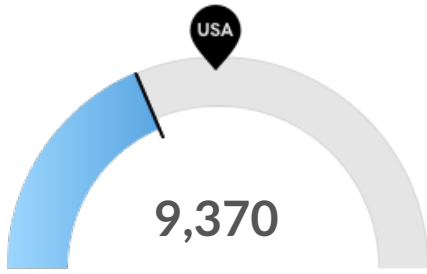
Retirement risk is high in Marin County, CA. The national average for an area this size is 77,343 people 55 or older, while there are 100,343 here.



77,769

Racial Diversity

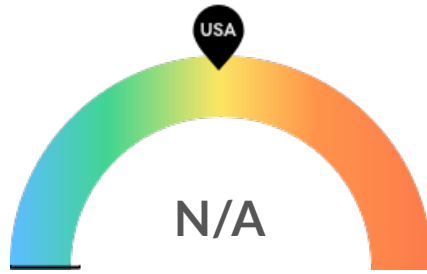
Racial diversity is low in Marin County, CA. The national average for an area this size is 105,888 racially diverse people, while there are 77,769 here.



9,370

Veterans

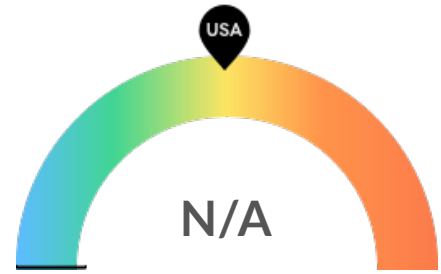
Marin County, CA has 9,370 veterans. The national average for an area this size is 13,930.



N/A

Violent Crime

No crime information is available in Marin County, CA.



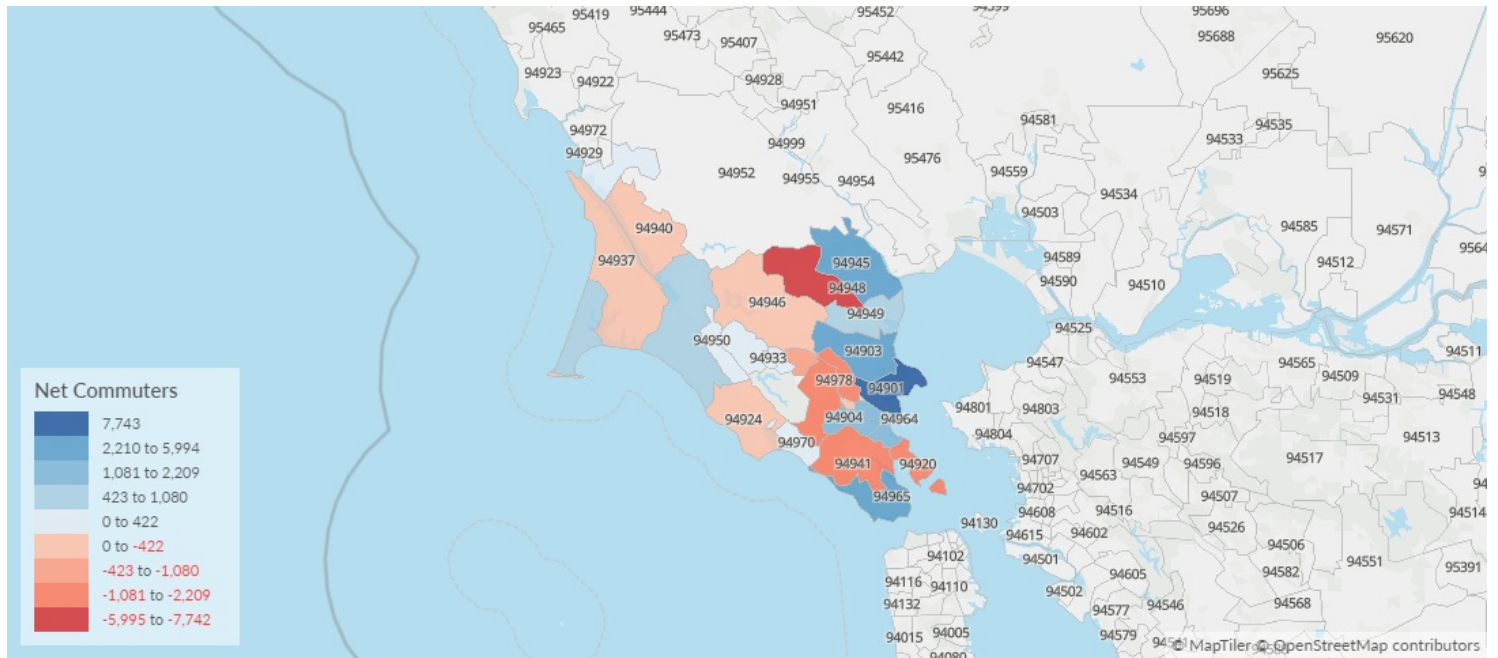
N/A

Property Crime

No crime information is available in Marin County, CA.

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 | 2021 Employment |
|-------|------------------------------|-----------------|
| 94901 | San Rafael, CA (in Marin... | 23,844 |
| 94903 | San Rafael, CA (in Marin... | 16,626 |
| 94945 | Novato, CA (in Marin co... | 12,570 |
| 94941 | Mill Valley, CA (in Marin... | 11,338 |
| 94949 | Novato, CA (in Marin co... | 9,193 |

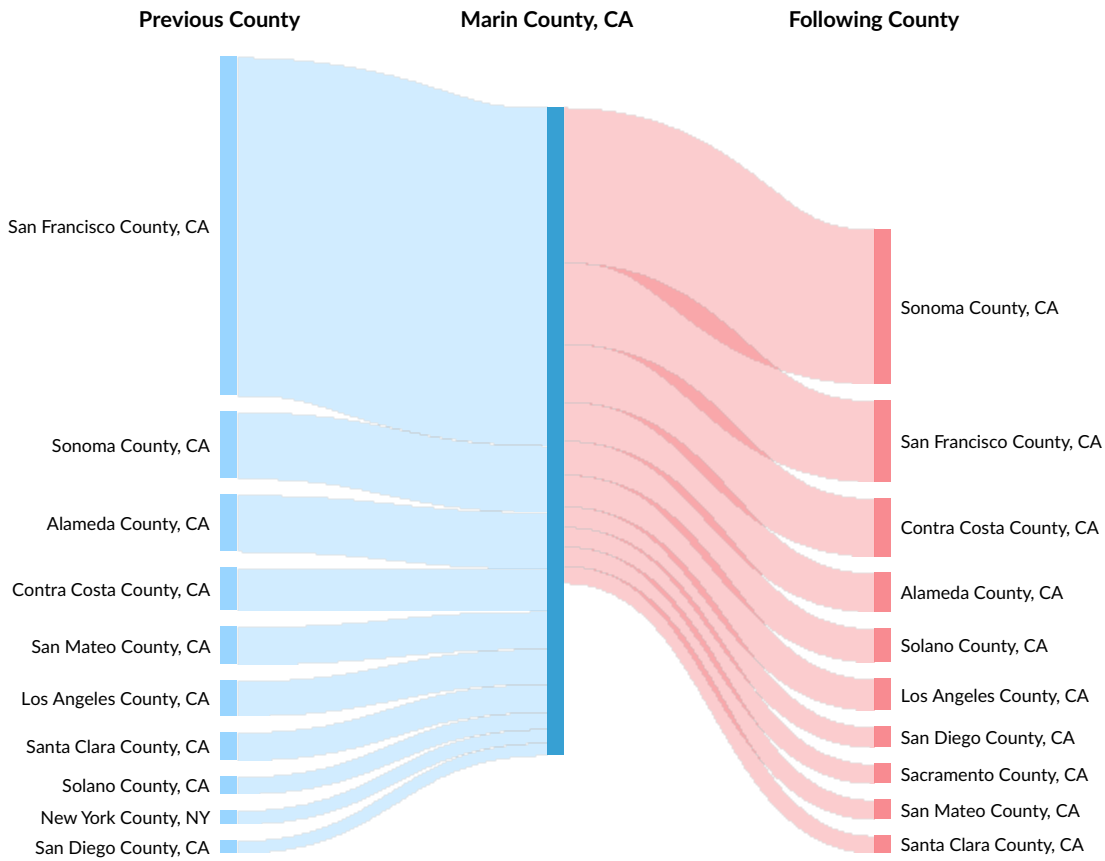
Where Talent Lives

| ZIP | Name | 2021 Workers |
|-------|------------------------------|--------------|
| 94901 | San Rafael, CA (in Marin... | 16,101 |
| 94903 | San Rafael, CA (in Marin... | 14,131 |
| 94941 | Mill Valley, CA (in Marin... | 12,709 |
| 94947 | Novato, CA (in Marin co... | 11,580 |
| 94945 | Novato, CA (in Marin co... | 9,388 |

Inbound and Outbound Migration

The table below analyzes past and current residents of Marin County, CA. The left column shows residents of other counties migrating to Marin County, CA. The right column shows residents migrating from Marin County, CA to other counties.

As of 2020, 4,224 people have migrated from San Francisco County, CA to Marin County, CA. In the same year, 1,935 people left Marin County, CA migrating to Sonoma County, CA. The total Net Migration for Marin County, CA in 2020 was -771.

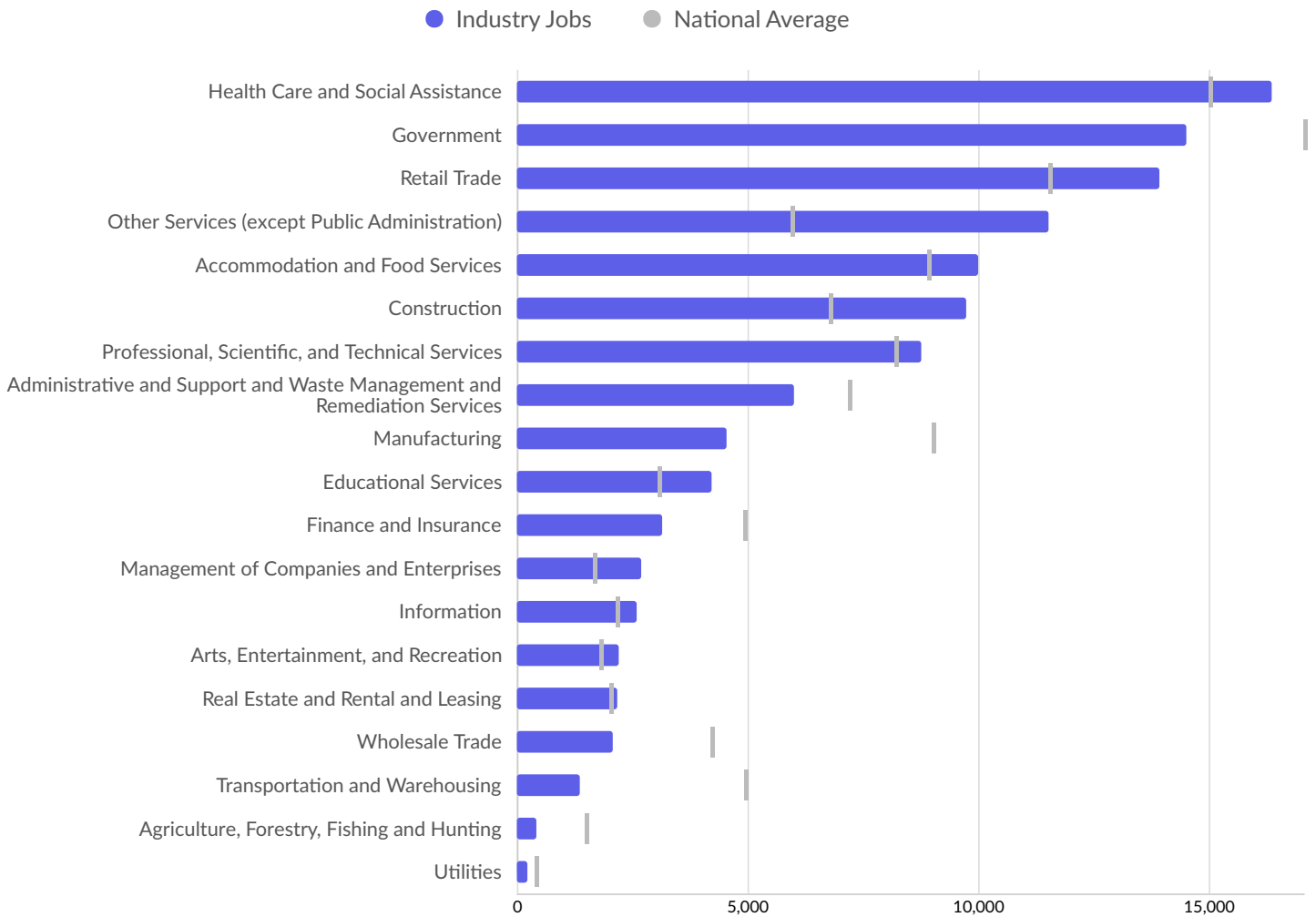


| Top Previous Counties | Migrations |
|--------------------------|------------|
| San Francisco County, CA | 4,224 |
| Sonoma County, CA | 831 |
| Alameda County, CA | 705 |
| Contra Costa County, CA | 533 |
| San Mateo County, CA | 469 |
| Los Angeles County, CA | 439 |

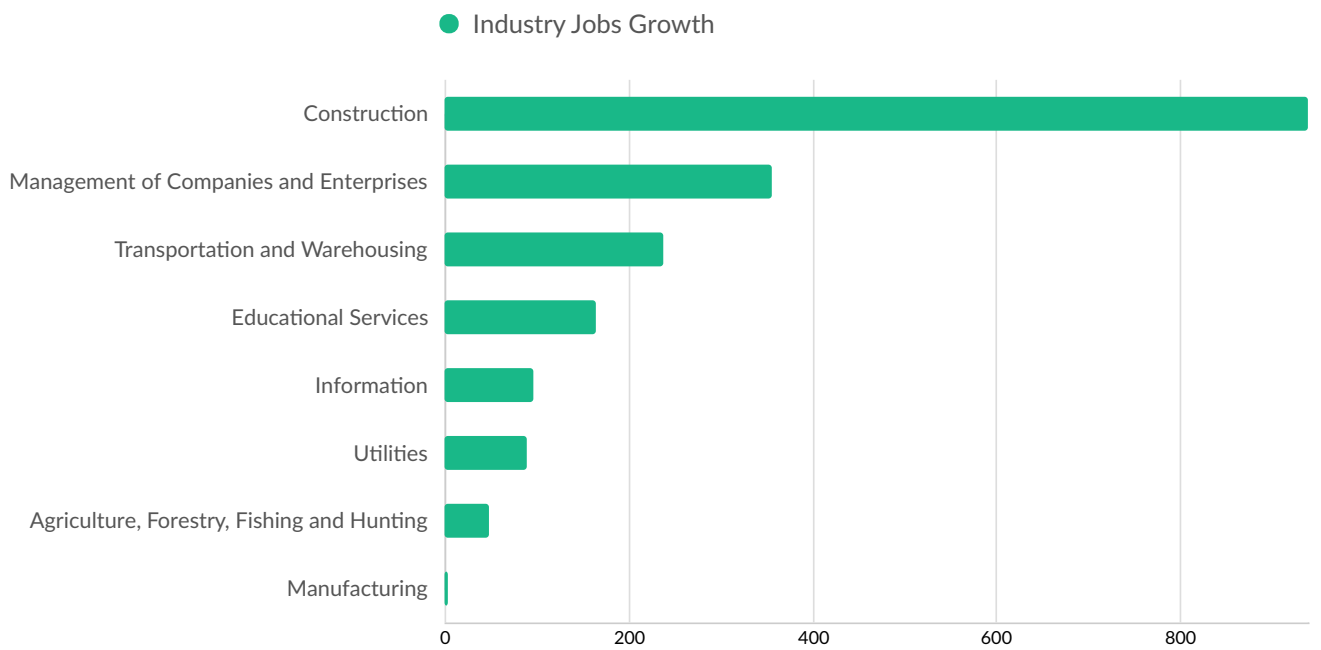
| Top Previous Counties | Migrations |
|-------------------------------|-------------------|
| Santa Clara County, CA | 350 |
| Solano County, CA | 213 |
| New York County, NY | 172 |
| San Diego County, CA | 156 |
| Sacramento County, CA | 115 |
| Cook County, IL | 95 |
| Napa County, CA | 92 |
| Kings County, NY | 92 |
| Orange County, CA | 90 |
| Top Following Counties | Migrations |
| Sonoma County, CA | 1,935 |
| San Francisco County, CA | 1,016 |
| Contra Costa County, CA | 726 |
| Alameda County, CA | 488 |
| Solano County, CA | 423 |
| Los Angeles County, CA | 396 |
| San Diego County, CA | 256 |
| Sacramento County, CA | 244 |
| San Mateo County, CA | 242 |
| Santa Clara County, CA | 216 |
| Placer County, CA | 190 |
| Orange County, CA | 168 |
| Napa County, CA | 160 |
| King County, WA | 156 |
| Nevada County, CA | 139 |

Industry Characteristics

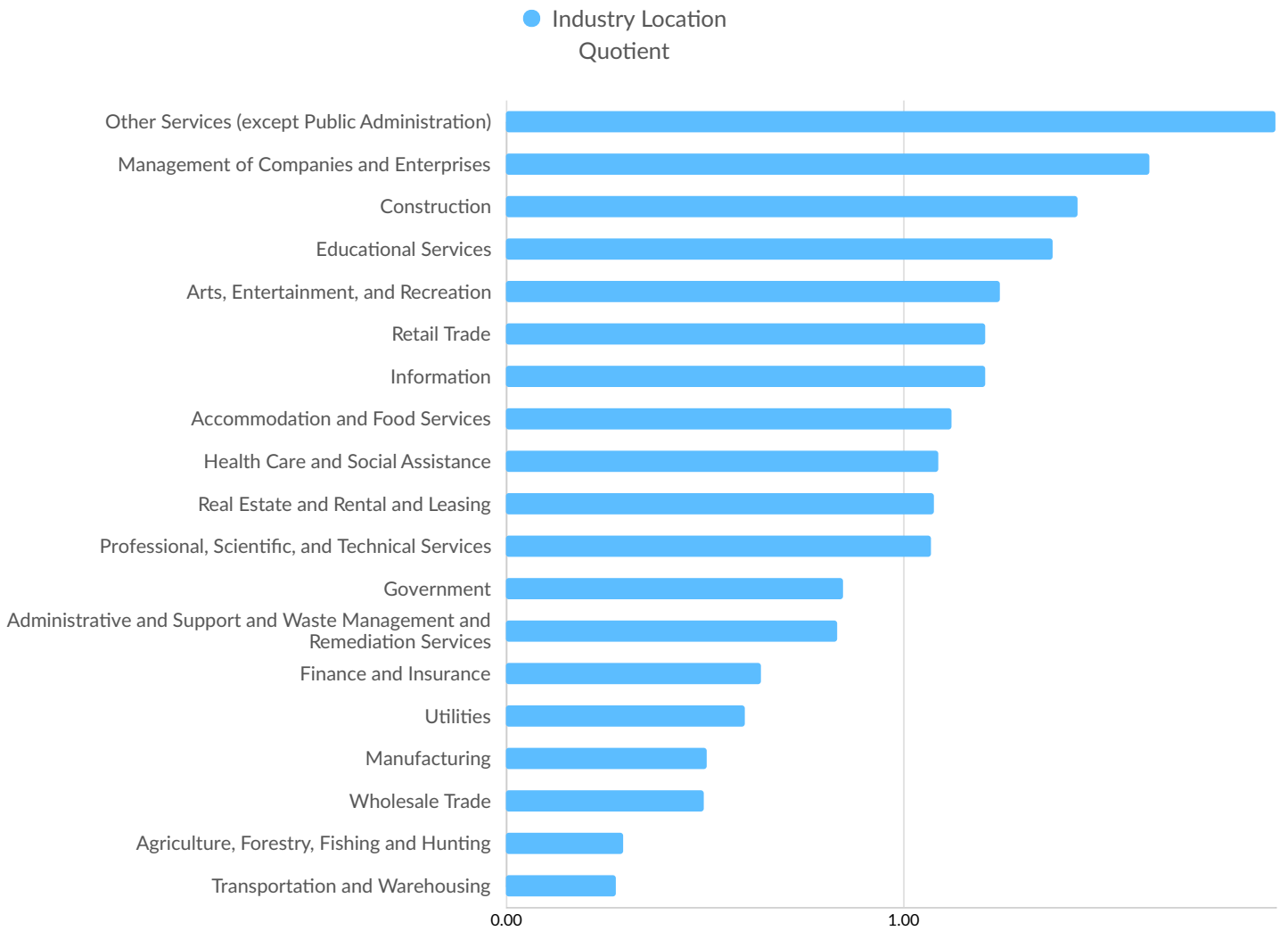
Largest Industries



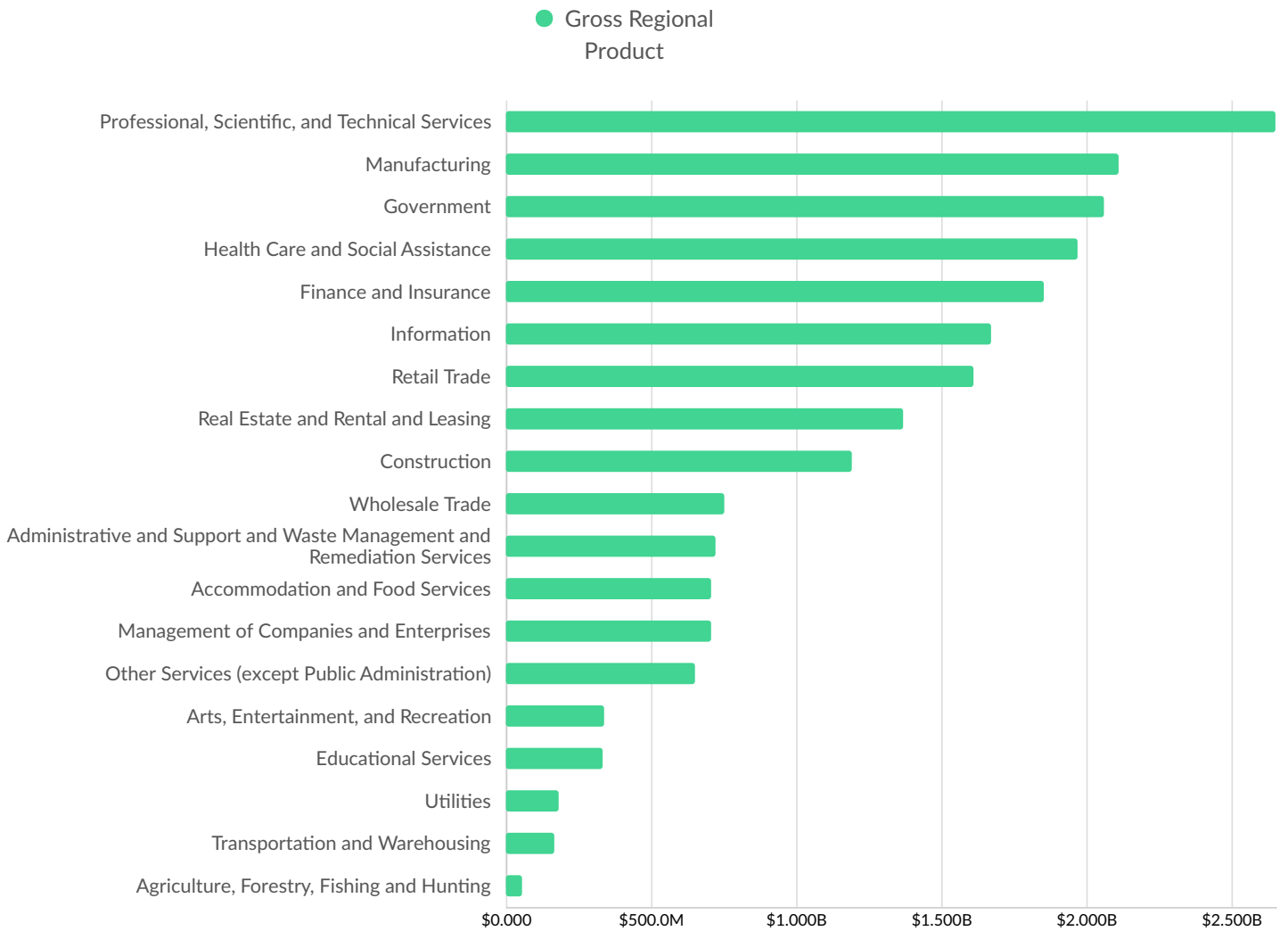
Top Growing Industries



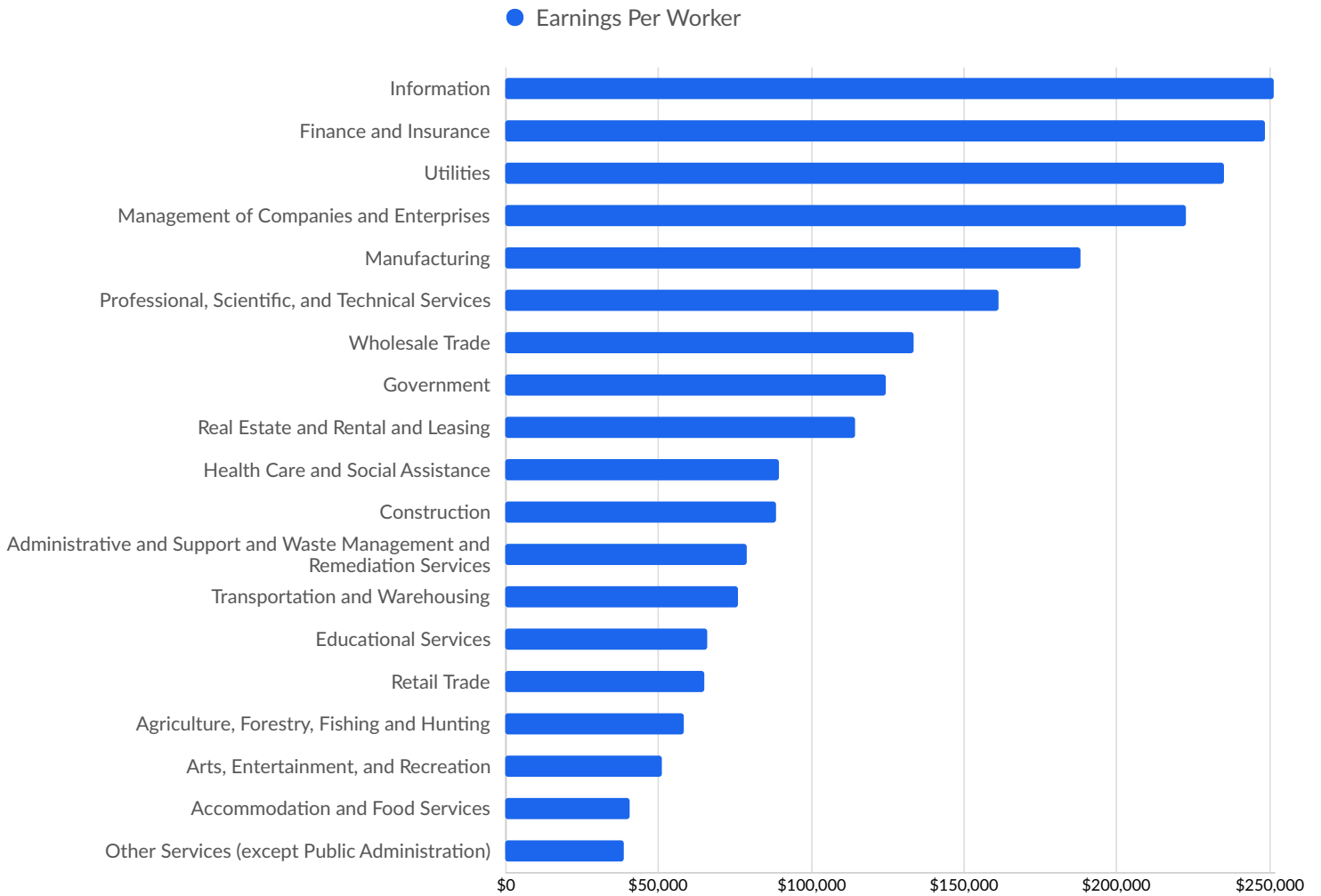
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



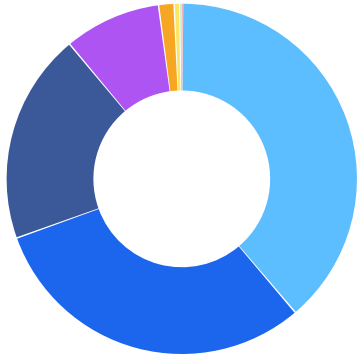
Business Characteristics

40,526 Companies Employ Your Workers

Online profiles for your workers mention 40,526 companies as employers, with the top 10 appearing below. In the last 12 months, 3,991 companies in Marin County, CA posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|--------------------------------|---|
| Kaiser Permanente | 926  | CareInHomes | 1,731  |
| County Of Marin | 708  | Sutter Health | 1,049  |
| Biomarin Pharmaceutical | 549  | Biomarin Pharmaceutical | 665  |
| Autodesk | 501  | Robert Half | 595  |
| Wells Fargo | 412  | Kaiser Permanente | 517  |
| Marin General Hospital | 335  | Whole Foods | 398  |
| Ucsf | 334  | Macy's | 311  |
| College Of Marin | 331  | Housing Authority County Marin | 300  |
| Dominican University Of Califor... | 306  | Nordstrom | 286  |
| Coldwell Banker | 280  | Marin General Hospital | 277  |

Business Size

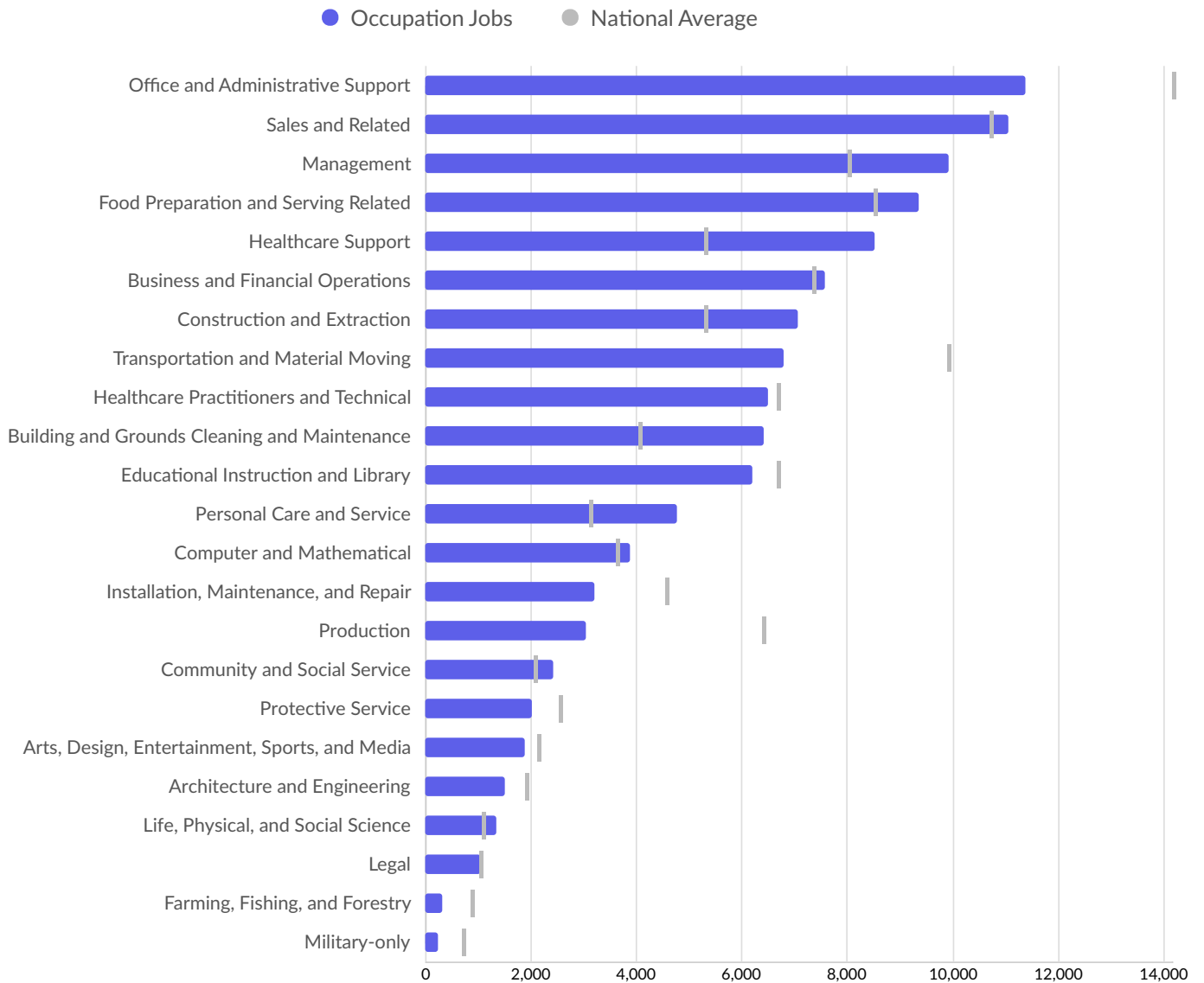


| | Percentage | Business Count |
|---|------------|----------------|
| ● 1 to 4 employees | 38.7% | 6,465 |
| ● 5 to 9 employees | 30.7% | 5,131 |
| ● 10 to 19 employees | 19.4% | 3,244 |
| ● 20 to 49 employees | 8.9% | 1,491 |
| ● 50 to 99 employees | 1.4% | 238 |
| ● 100 to 249 employees | 0.5% | 87 |
| ● 250 to 499 employees | 0.2% | 28 |
| ● 500+ employees | 0.1% | 13 |

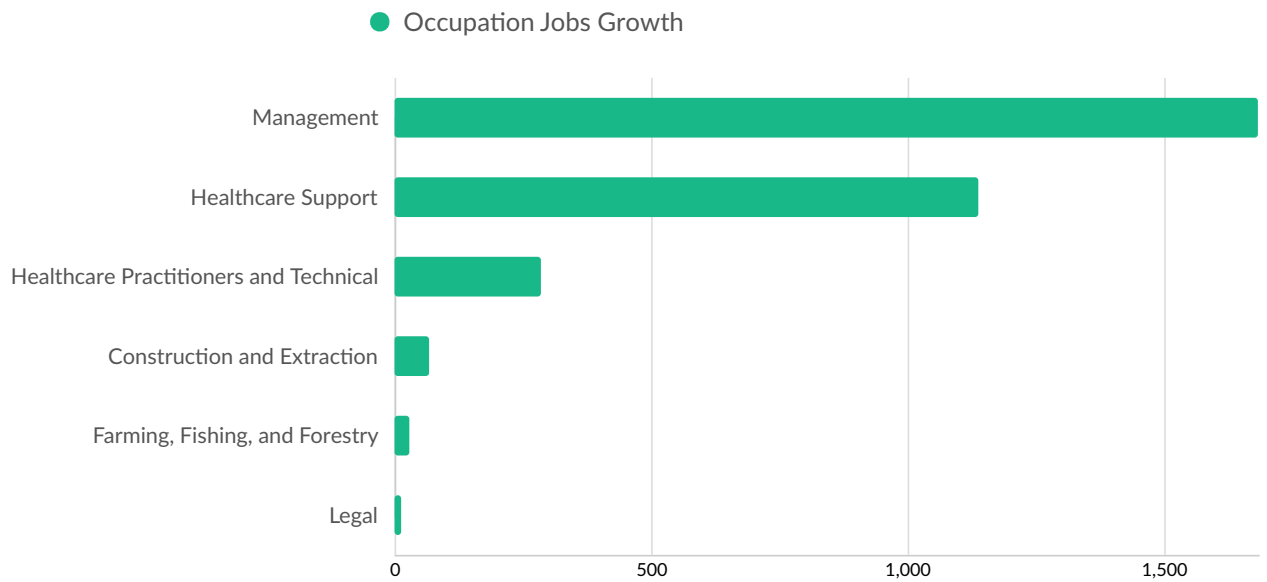
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

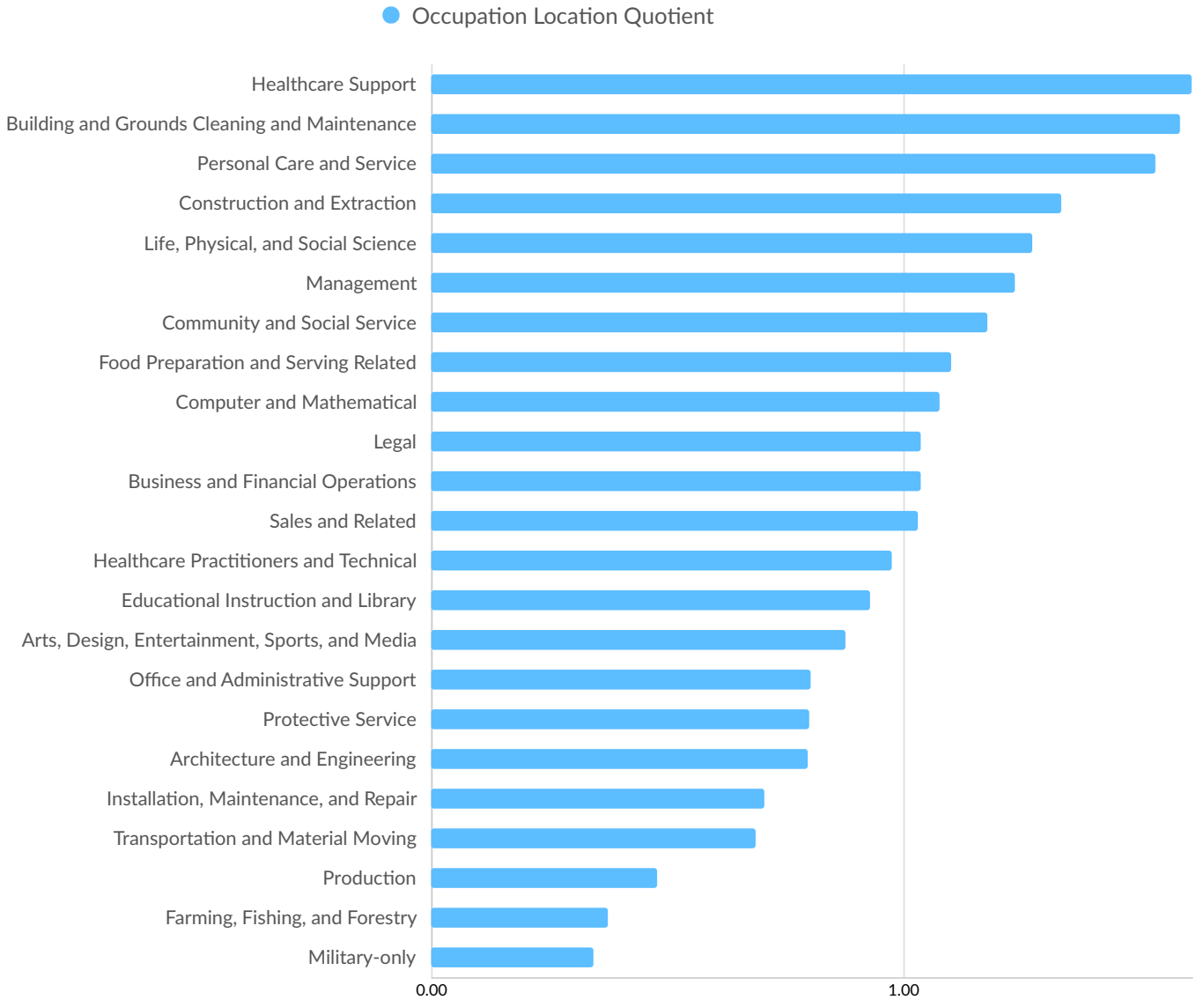
Largest Occupations



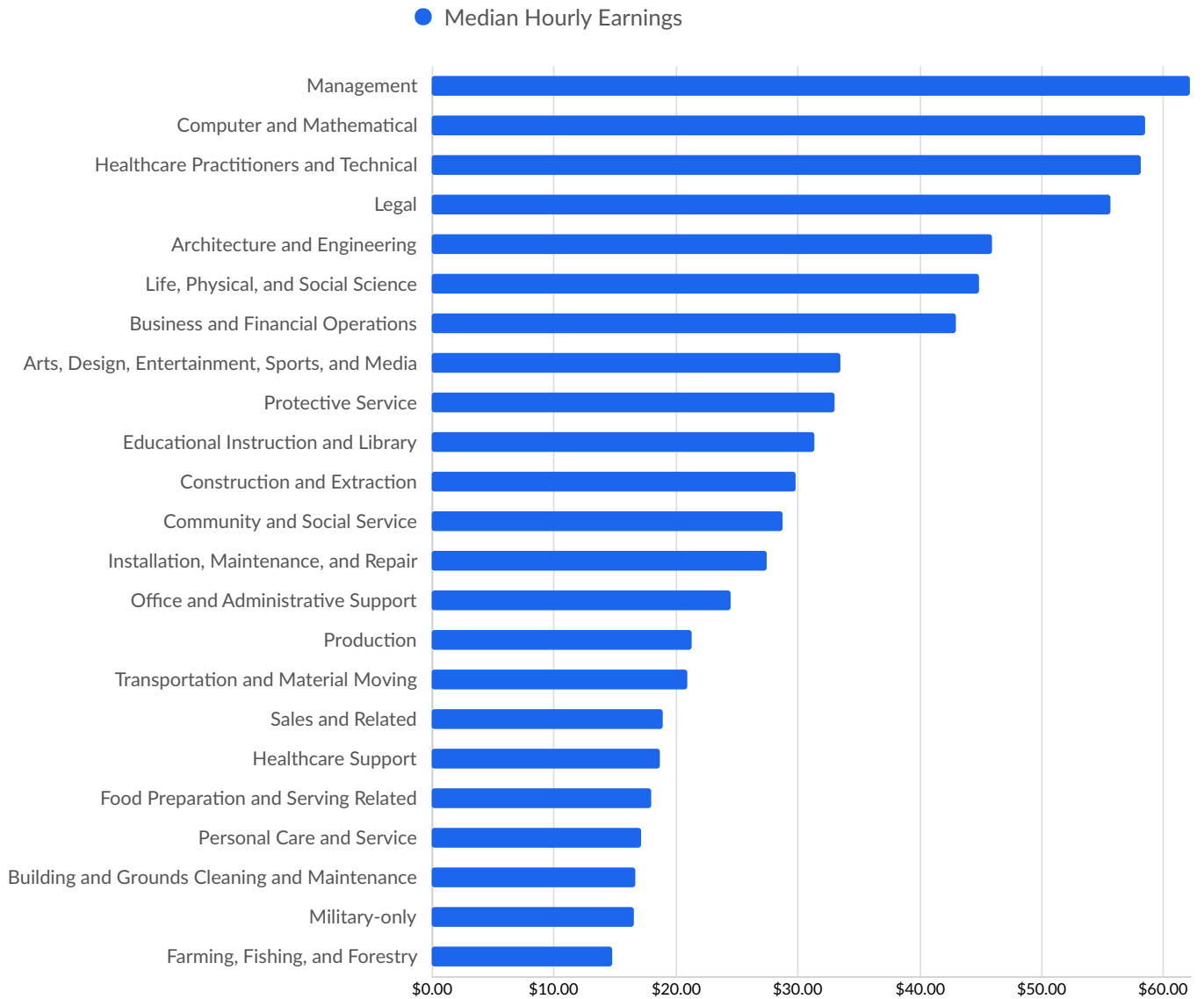
Top Growing Occupations



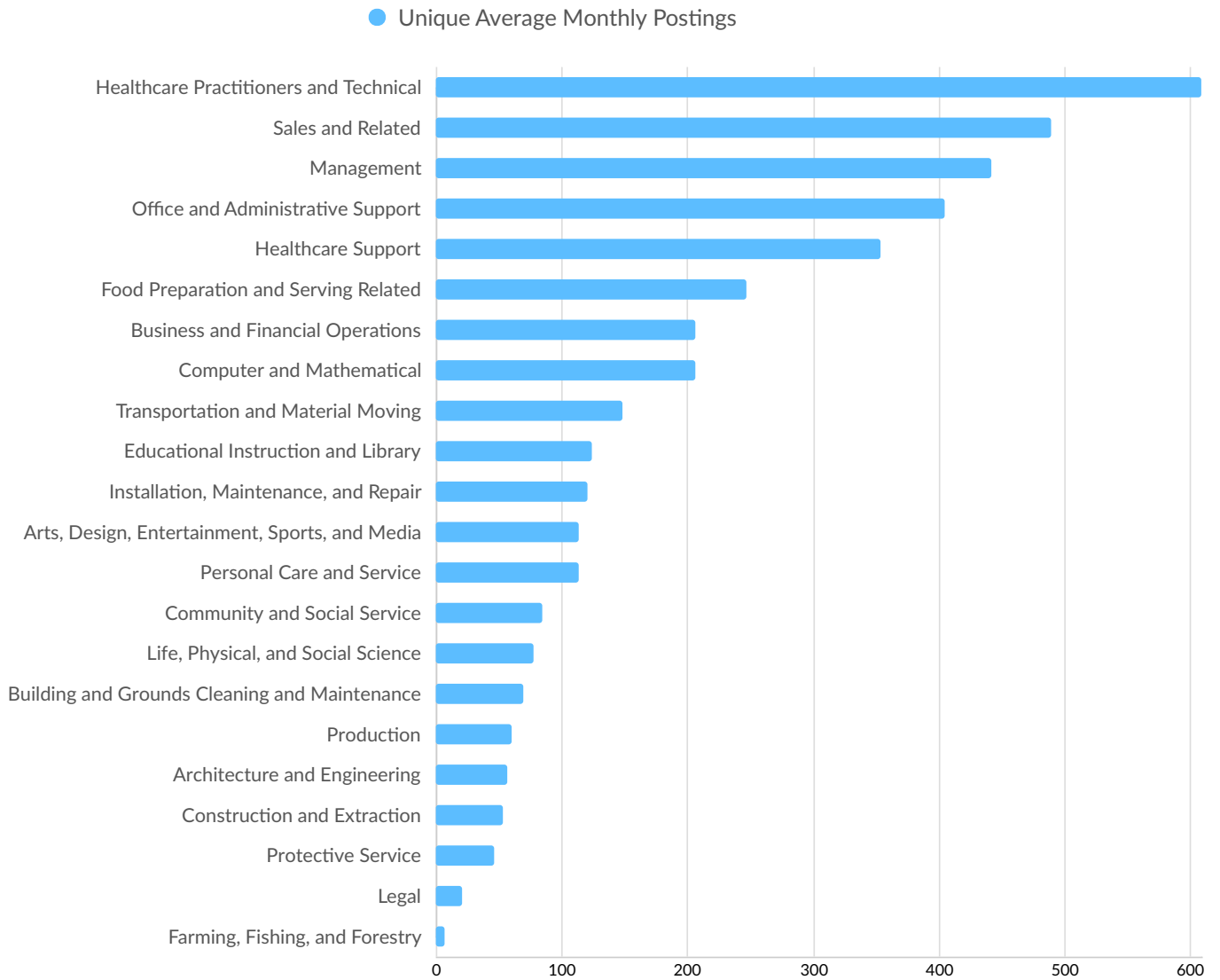
Top Occupation Location Quotient



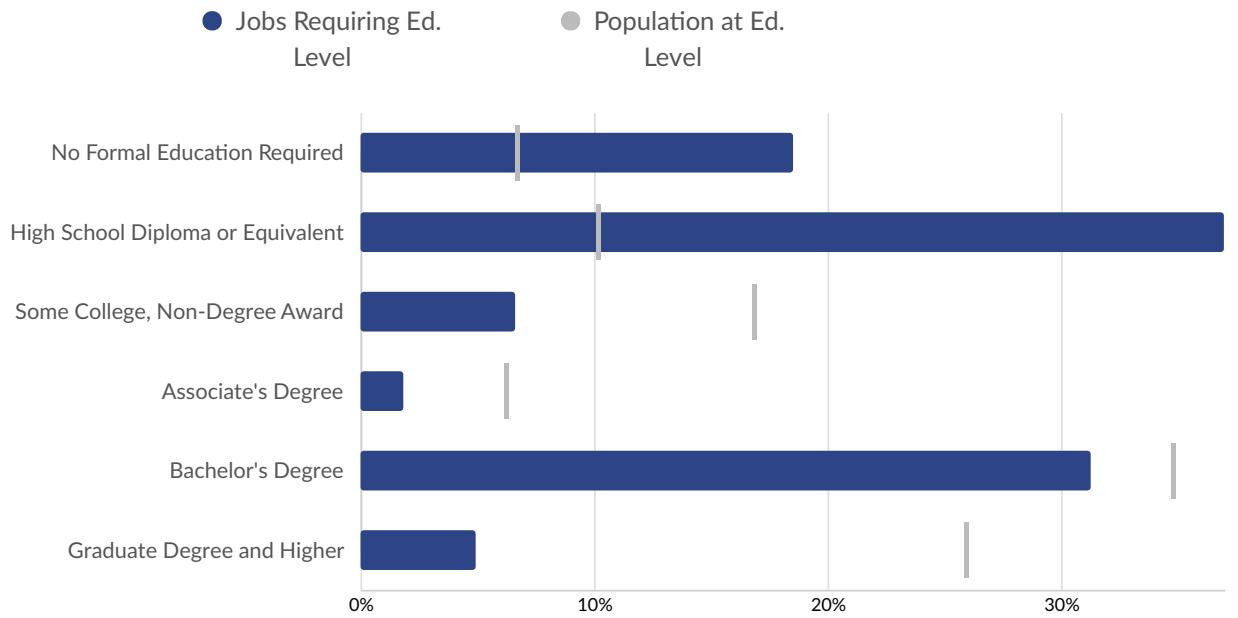
Top Occupation Earnings



Top Posted Occupations

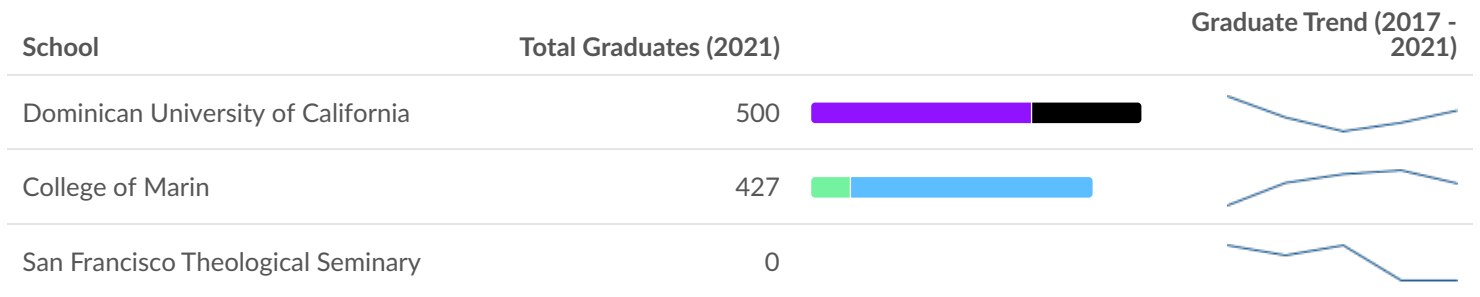


Underemployment



Educational Pipeline

In 2021, there were 927 graduates in Marin County, CA. This pipeline has grown by 3% 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

In-Demand Skills

