

Marin County, CA

Workforce Alliance of the North Bay



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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

254,974

Population (2023)

Population decreased by 5,117 over the last 5 years and is projected to decrease by 6,897 over the next 5 years.

133,552

Total Regional Employment

Jobs decreased by 8,229 over the last 5 years but are projected to grow by 4,686 over the next 5 years.

\$142.0K

Median Household Income (2022)

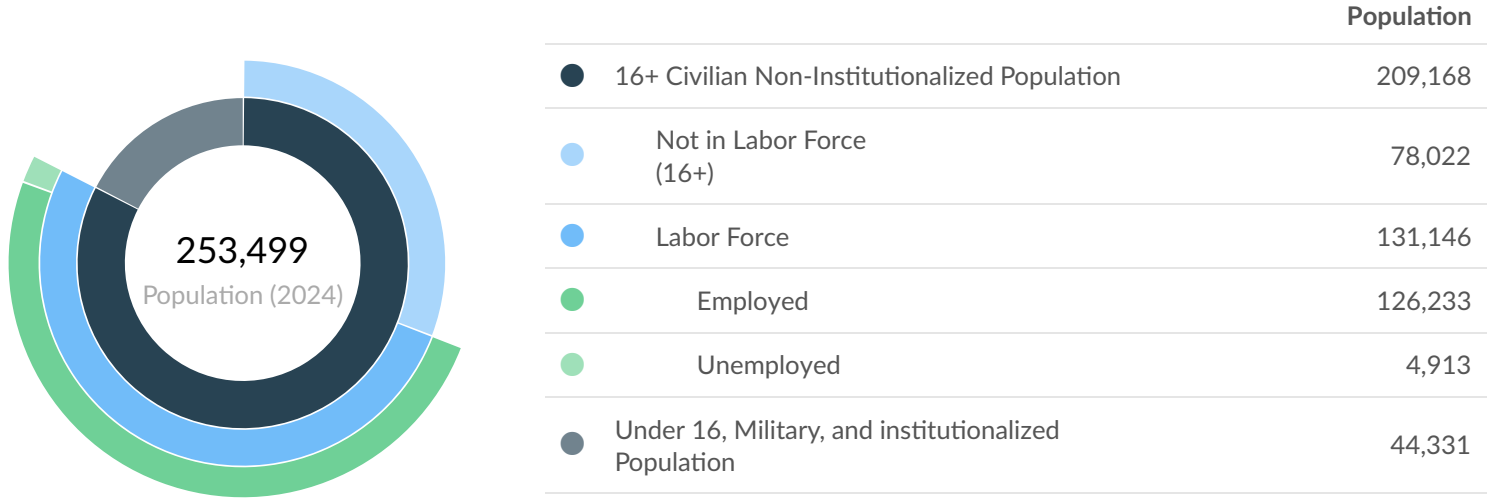
Median household income is \$66.9K above the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population declined by 2.0% since 2018, falling by 5,117. Population is expected to decrease by 2.7% between 2023 and 2028, losing 6,897.
- From 2018 to 2023, jobs declined by 5.8% in Marin County, CA from 141,780 to 133,552. This change fell short of the national growth rate of 4.3% by 10.1%. As the number of jobs declined, the labor force participation rate decreased from 65.9% to 62.6% between 2018 and 2023.
- Concerning educational attainment, 33.9% of Marin County, CA residents possess a Bachelor's Degree (12.7% above the national average), and 6.4% hold an Associate's Degree (2.5% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Private Households.

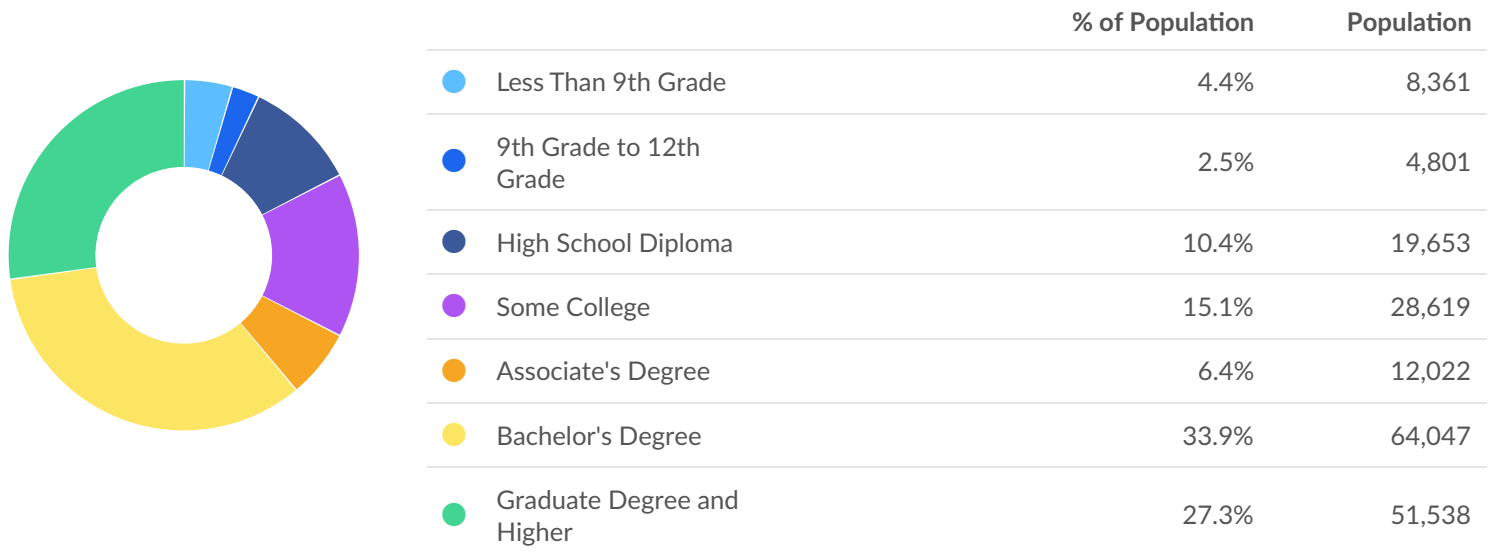
	Population (2024)	Labor Force (Jun 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	253,499	131,146	133,552	163.0	\$29.24B	\$32.82B	\$22.80B
State	38,772,527	19,290,622	20,469,059	134.8	\$3.78T	\$1.90T	\$2.70T

Jun 2024 Labor Force Breakdown



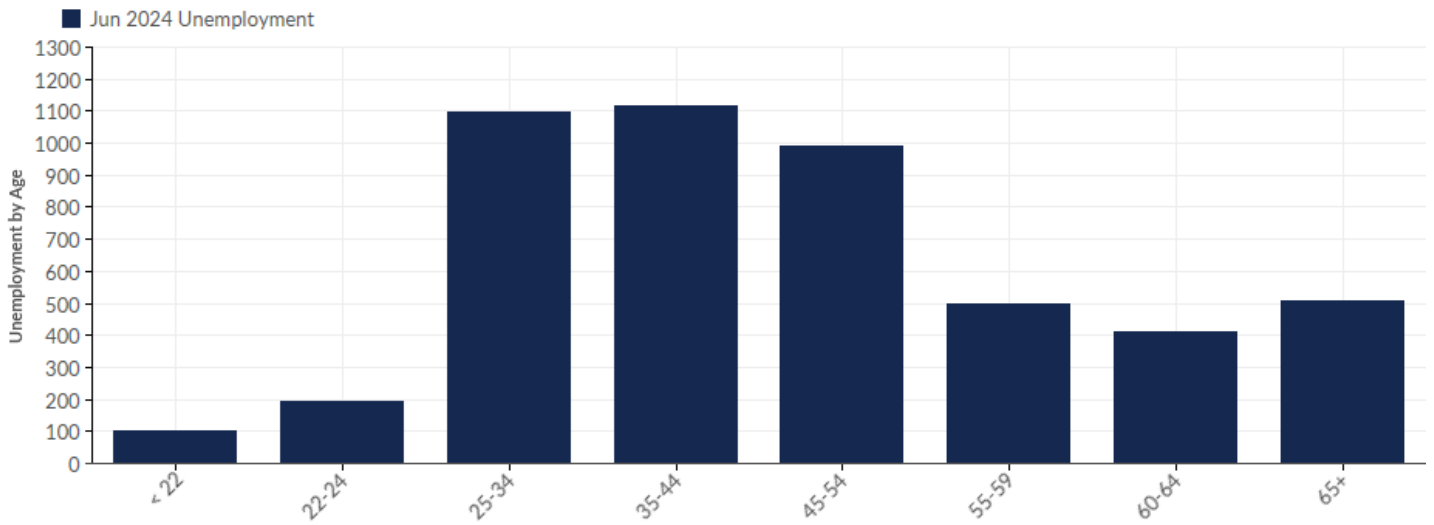
Educational Attainment

Concerning educational attainment, **33.9% of Marin County, CA residents possess a Bachelor's Degree** (12.7% above the national average), and **6.4% hold an Associate's Degree** (2.5% below the national average).



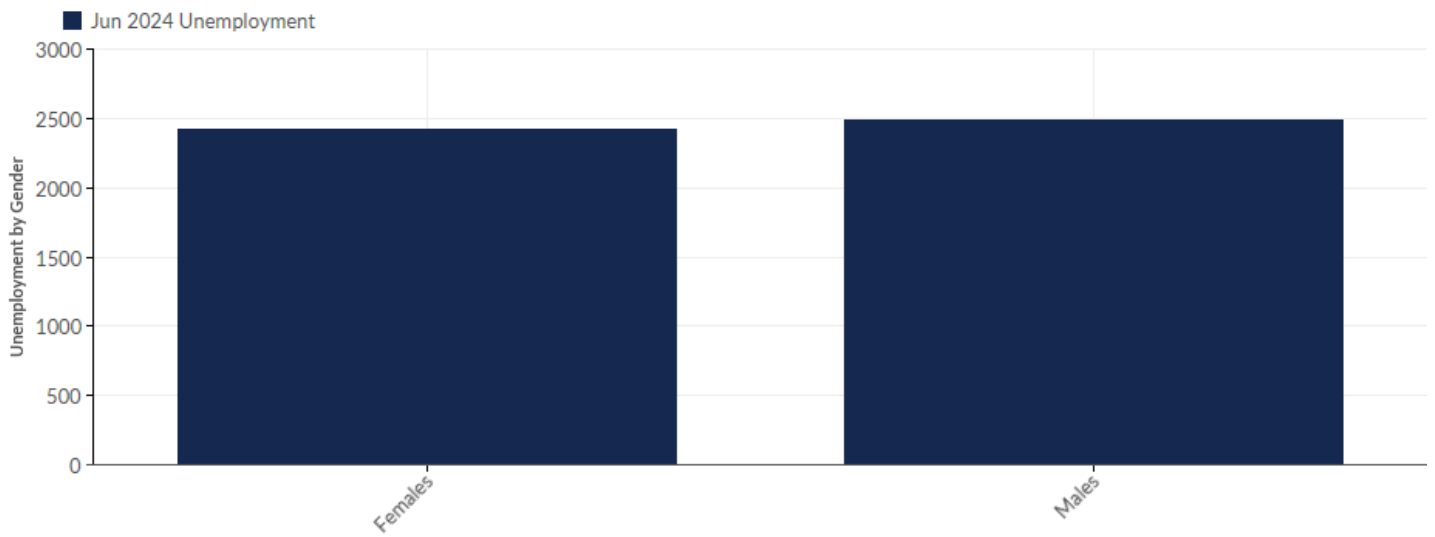
Unemployment by Demographics

Unemployment by Age



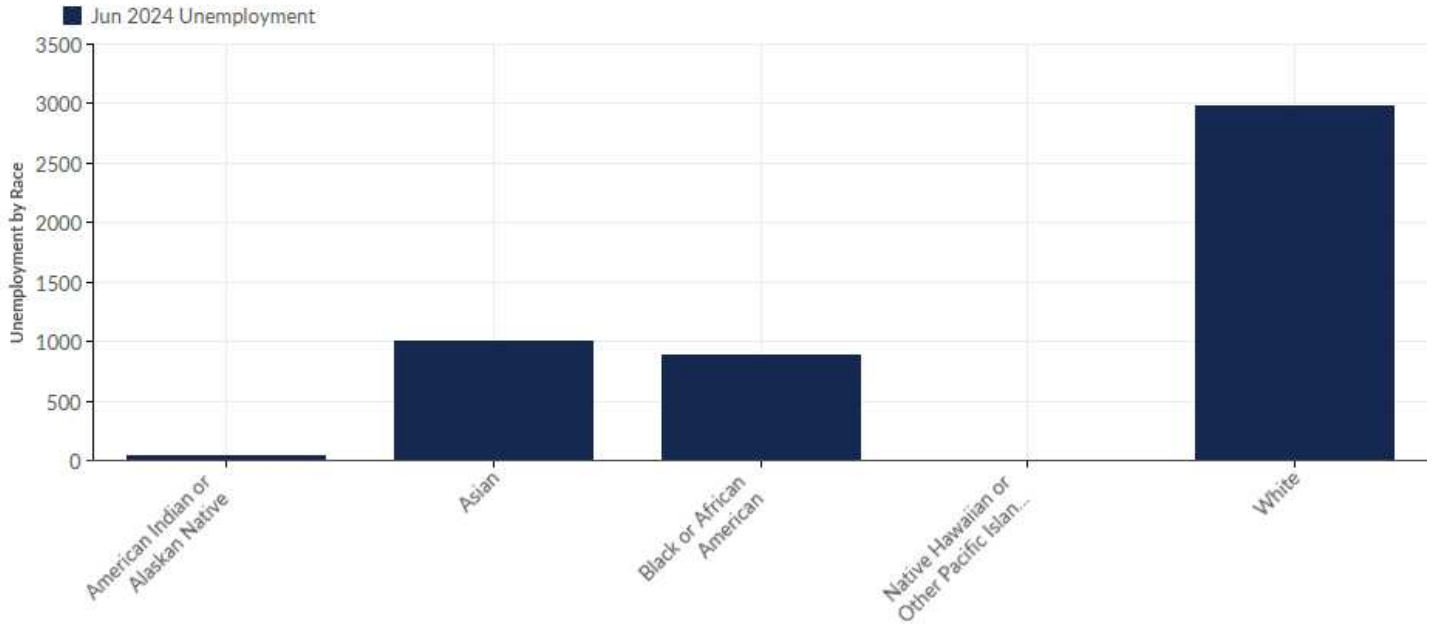
Age	Unemployment (Jun 2024)	% of Unemployed
< 22	101	2.06%
22-24	195	3.97%
25-34	1,095	22.29%
35-44	1,115	22.69%
45-54	991	20.17%
55-59	500	10.18%
60-64	409	8.32%
65+	507	10.32%
Total	4,913	100.00%

Unemployment by Gender



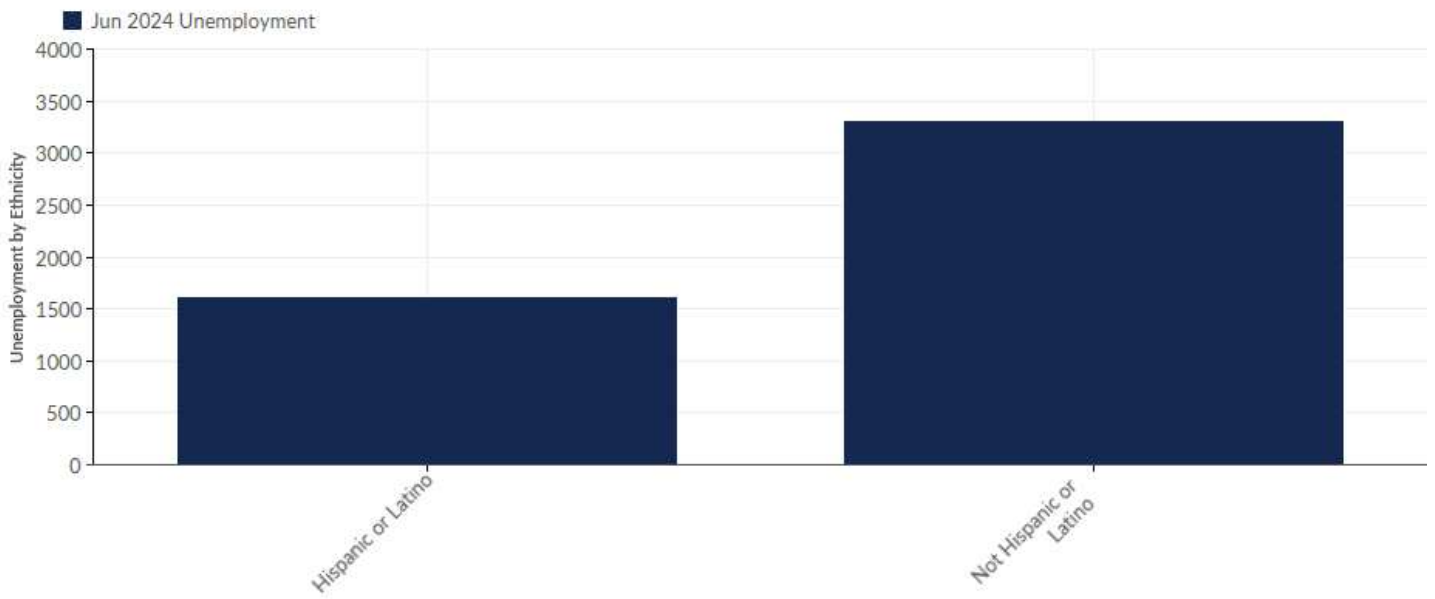
Gender	Unemployment (Jun 2024)	% of Unemployed
Females	2,425	49.36%
Males	2,488	50.64%
Total	4,913	100.00%

Unemployment by Race



Race	Unemployment (Jun 2024)	% of Unemployed
American Indian or Alaskan Native	42	0.85%
Asian	1,006	20.48%
Black or African American	884	17.99%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	2,981	60.68%
Total	4,913	100.00%

Unemployment by Ethnicity

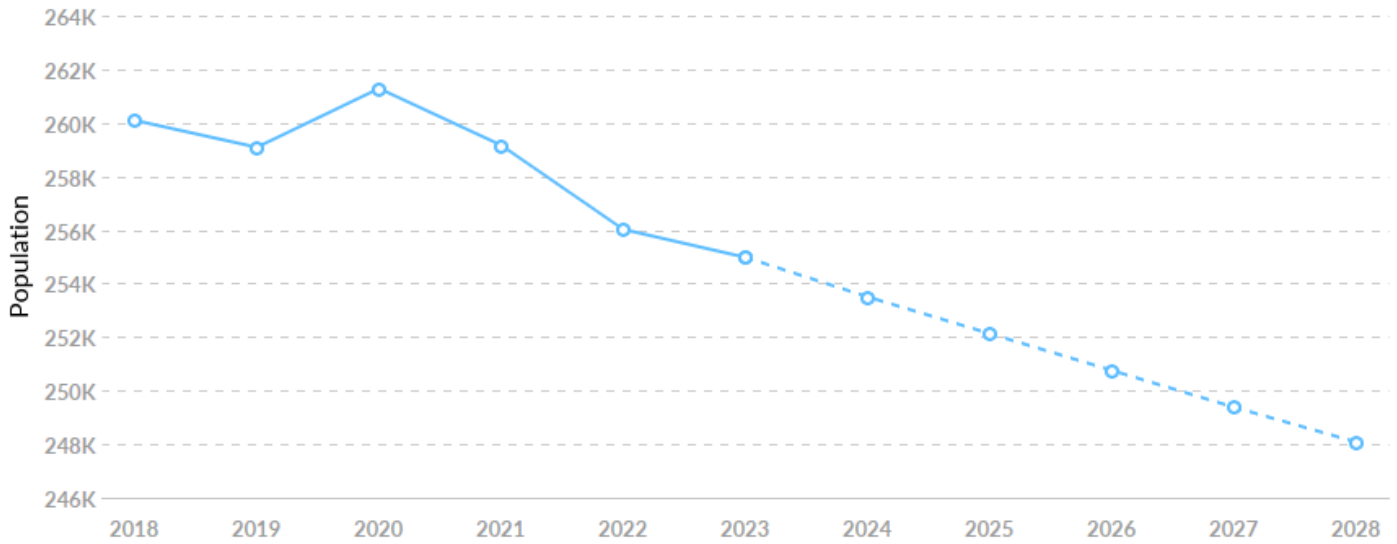


Ethnicity	Unemployment (Jun 2024)	% of Unemployed
Hispanic or Latino	1,609	32.75%
Not Hispanic or Latino	3,304	67.25%
Total	4,913	100.00%

Historic & Projected Trends

Population Trends

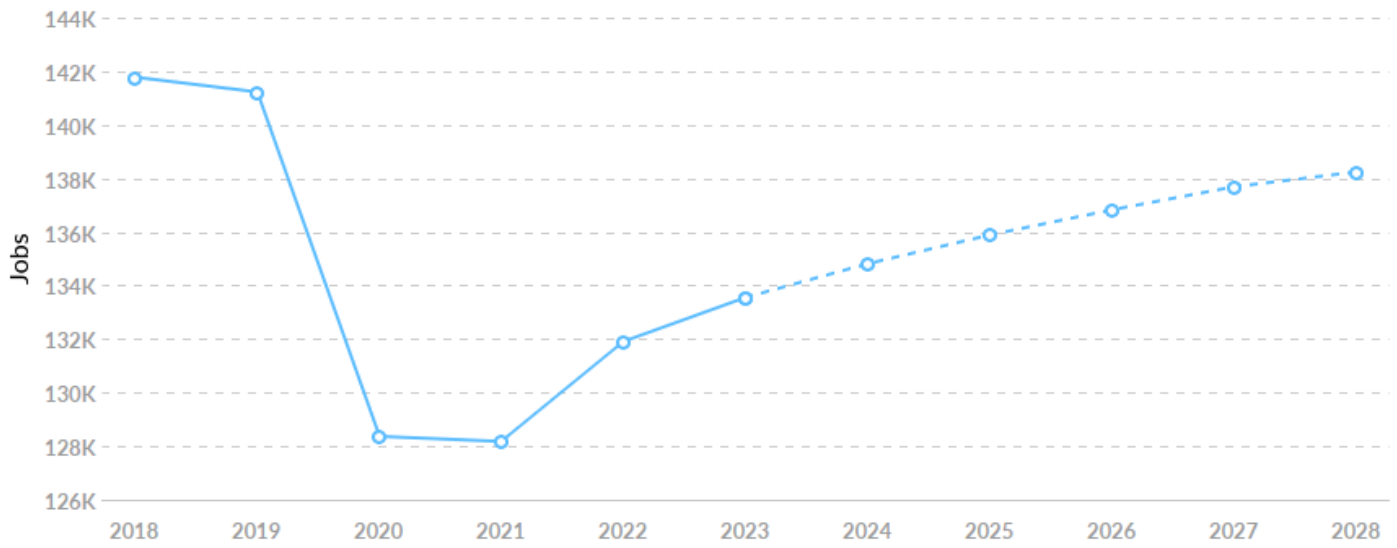
As of 2023 the region's population **declined by 2.0%** since 2018, falling by 5,117. Population is expected to **decrease by 2.7%** between 2023 and 2028, losing 6,897.



Timeframe	Population
2018	260,091
2019	259,085
2020	261,282
2021	259,162
2022	256,018
2023	254,974
2024	253,499
2025	252,127
2026	250,752
2027	249,377
2028	248,077

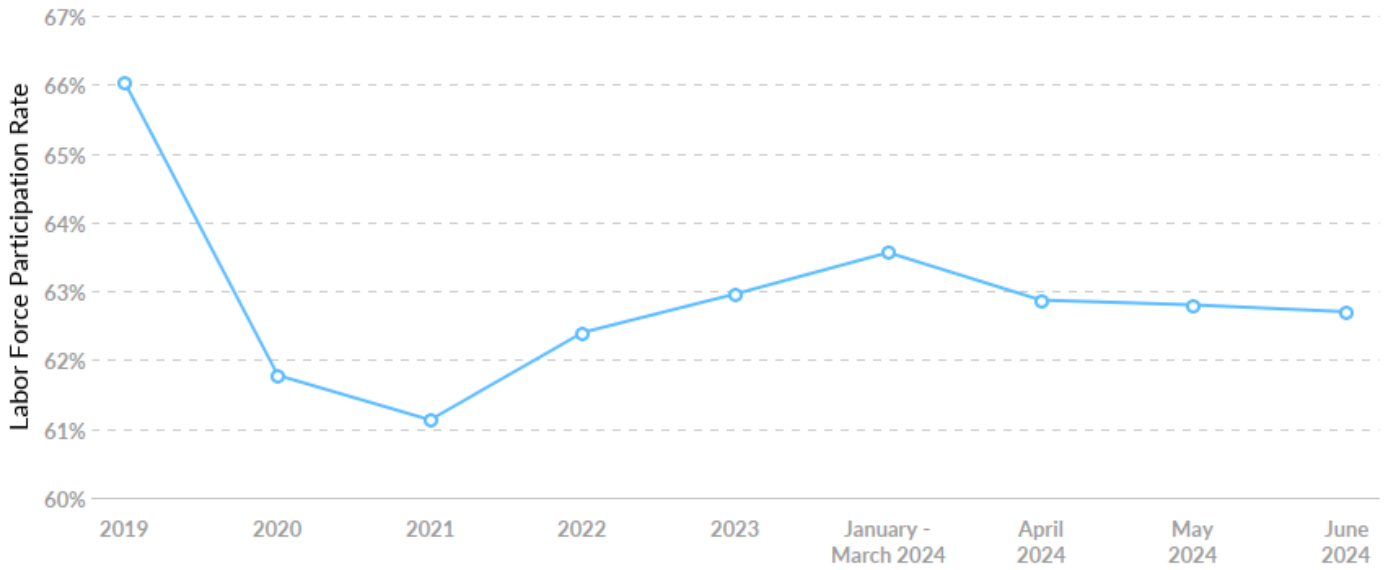
Job Trends

From 2018 to 2023, jobs declined by 5.8% in Marin County, CA from 141,780 to 133,552. This change fell short of the national growth rate of 4.3% by 10.1%.



Timeframe	Jobs
2018	141,780
2019	141,228
2020	128,367
2021	128,177
2022	131,907
2023	133,552
2024	134,812
2025	135,886
2026	136,825
2027	137,687
2028	138,238

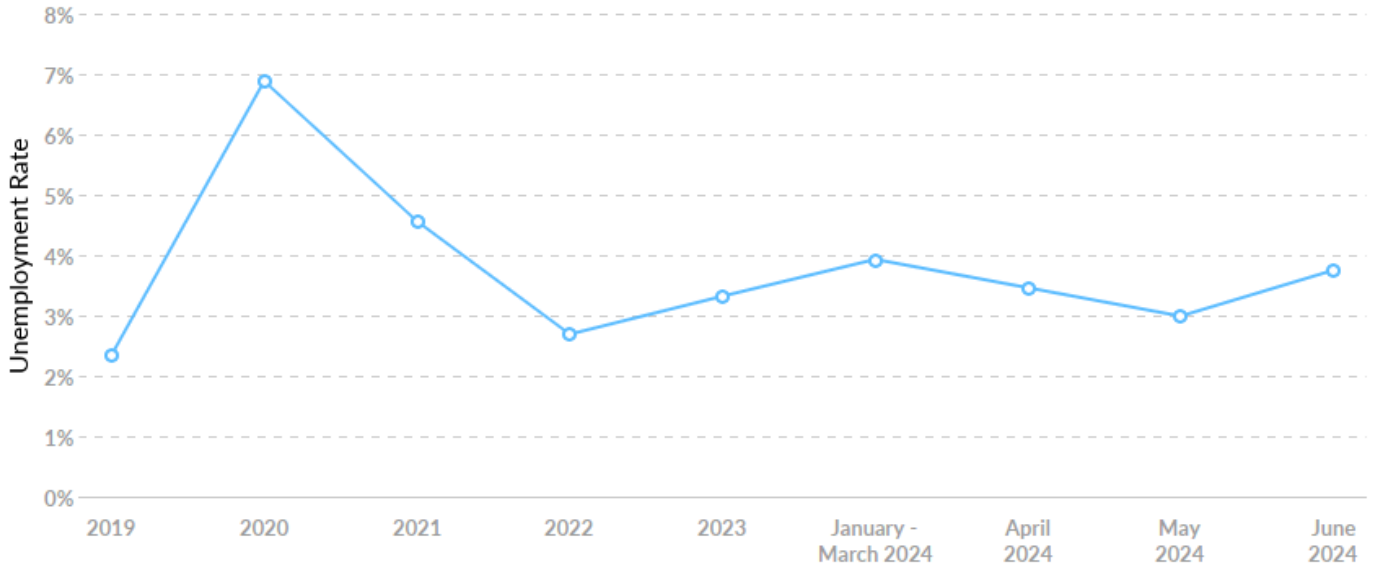
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.02%
2020	61.78%
2021	61.13%
2022	62.40%
2023	62.96%
January - March 2024	63.56%
April 2024	62.87%
May 2024	62.80%
June 2024	62.70%

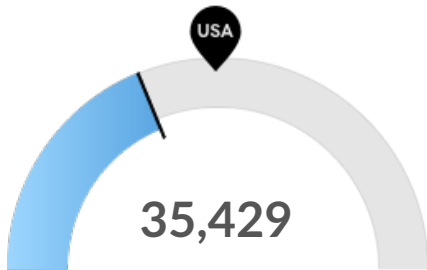
Unemployment Rate Trends

Marin County, CA had a June 2024 unemployment rate of 3.75%, **increasing from 2.34%** 5 years before.



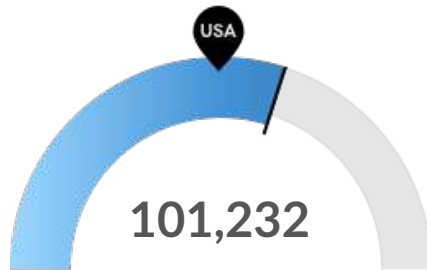
Timeframe	Unemployment Rate
2019	2.34%
2020	6.88%
2021	4.56%
2022	2.69%
2023	3.32%
January - March 2024	3.93%
April 2024	3.46%
May 2024	2.99%
June 2024	3.75%

Population Characteristics



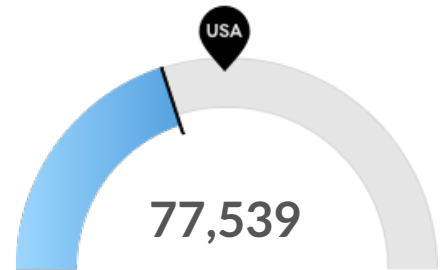
Millennials

Marin County, CA has 35,429 millennials (ages 25-39). The national average for an area this size is 52,058.



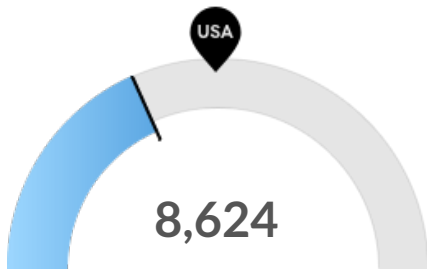
Retiring Soon

Retirement risk is high in Marin County, CA. The national average for an area this size is 76,724 people 55 or older, while there are 101,232 here.



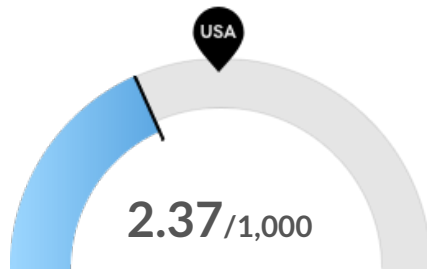
Racial Diversity

Racial diversity is low in Marin County, CA. The national average for an area this size is 105,285 racially diverse people, while there are 77,539 here.



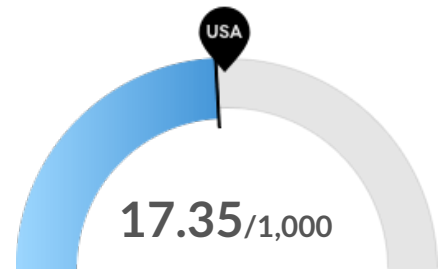
Veterans

Marin County, CA has 8,624 veterans. The national average for an area this size is 13,089.



Violent Crime

Marin County, CA has 2.37 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

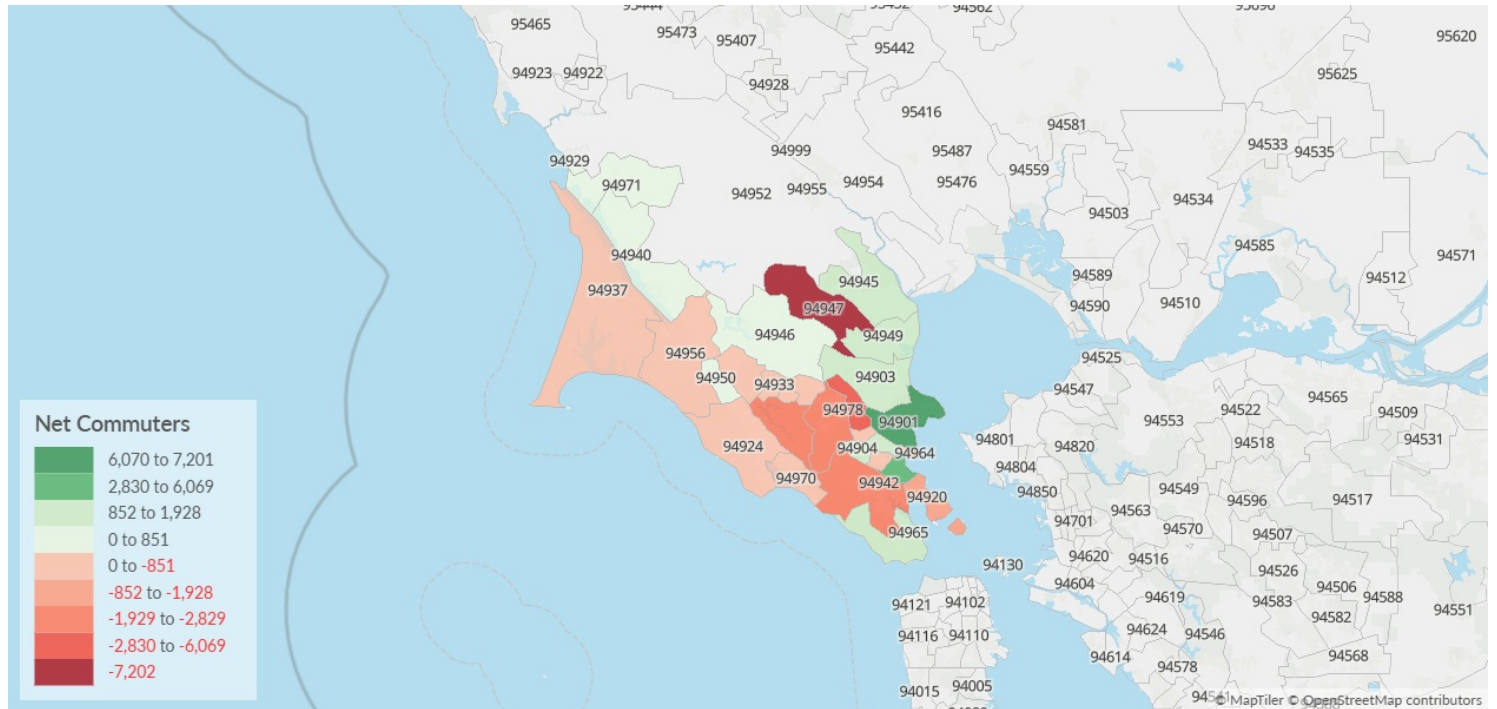


Property Crime

Marin County, CA has 17.35 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

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

Where Talent Lives

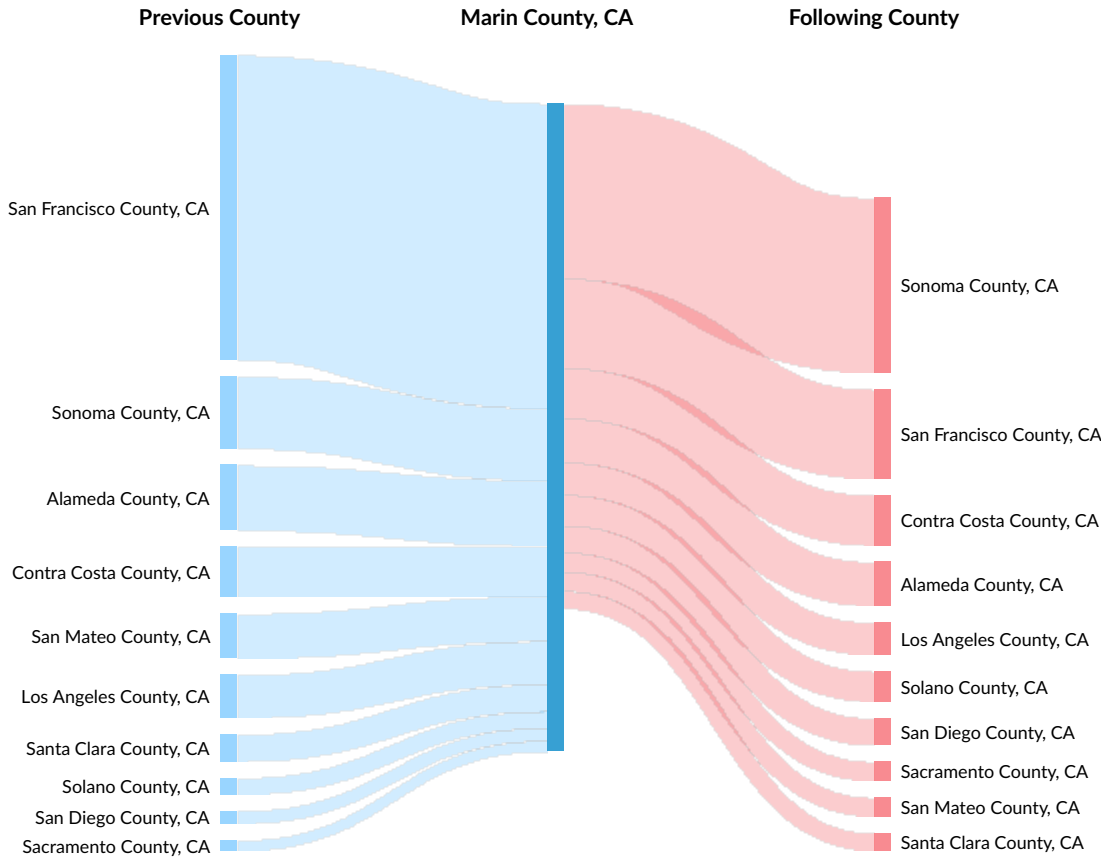
ZIP	Name	2023 Employment
94901	San Rafael, CA (in Marin...	27,630
94903	San Rafael, CA (in Marin...	17,775
94941	Mill Valley, CA (in Marin...	13,587
94949	Novato, CA (in Marin co...	11,528
94945	Novato, CA (in Marin co...	11,326

ZIP	Name	2023 Workers
94901	San Rafael, CA (in Marin...	21,560
94903	San Rafael, CA (in Marin...	16,731
94941	Mill Valley, CA (in Marin...	15,516
94947	Novato, CA (in Marin co...	13,541
94949	Novato, CA (in Marin co...	10,496

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 2021, 3,545 people have migrated from San Francisco County, CA to Marin County, CA. In the same year, 2,036 people left Marin County, CA migrating to Sonoma County, CA. The total Net Migration for Marin County, CA in 2021 was -1,761.

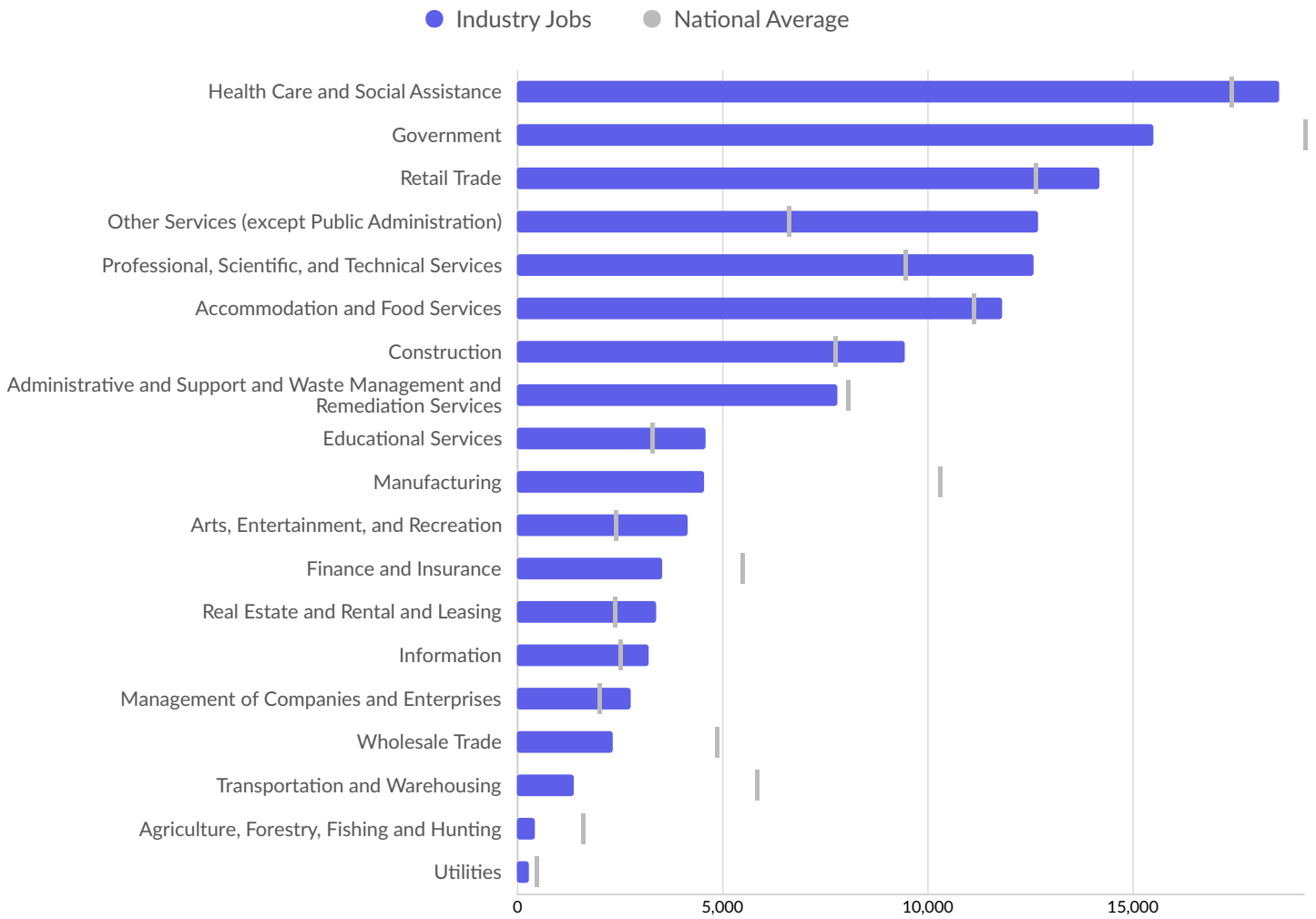


Top Previous Counties	Migrations
San Francisco County, CA	3,545
Sonoma County, CA	839
Alameda County, CA	759
Contra Costa County, CA	586
San Mateo County, CA	521
Los Angeles County, CA	501

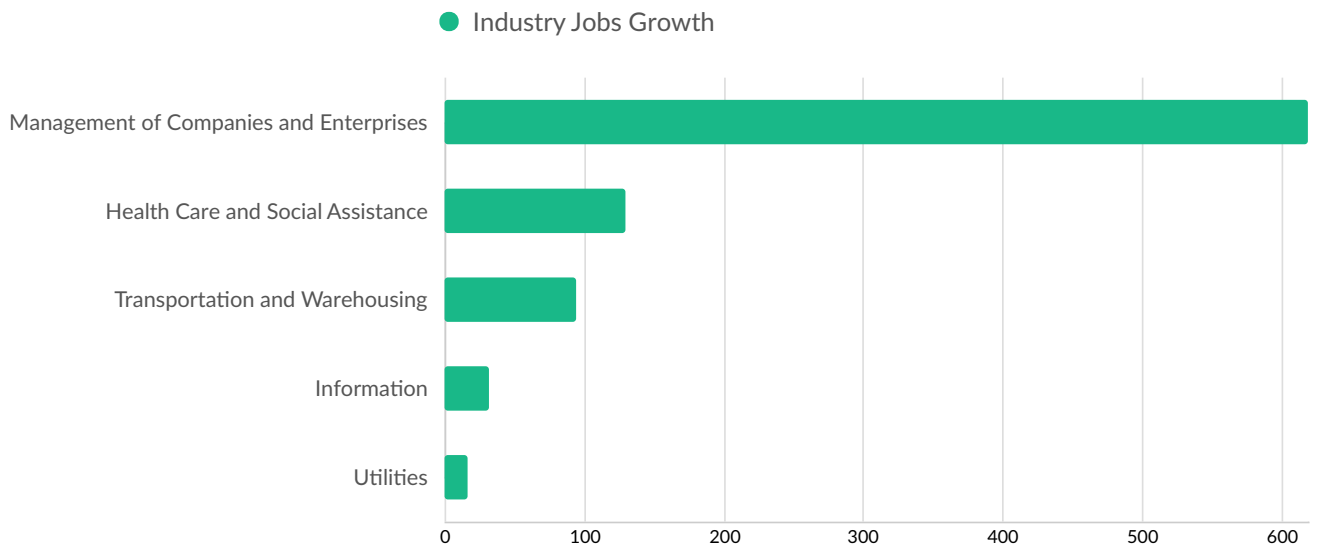
Top Previous Counties	Migrations
Santa Clara County, CA	315
Solano County, CA	193
San Diego County, CA	148
Sacramento County, CA	126
New York County, NY	125
Orange County, CA	91
Cook County, IL	84
Napa County, CA	83
King County, WA	74
Top Following Counties	Migrations
Sonoma County, CA	2,036
San Francisco County, CA	1,041
Contra Costa County, CA	584
Alameda County, CA	513
Los Angeles County, CA	377
Solano County, CA	355
San Diego County, CA	313
Sacramento County, CA	226
San Mateo County, CA	222
Santa Clara County, CA	207
Napa County, CA	180
Placer County, CA	178
Orange County, CA	153
Maricopa County, AZ	151
King County, WA	144

Industry Characteristics

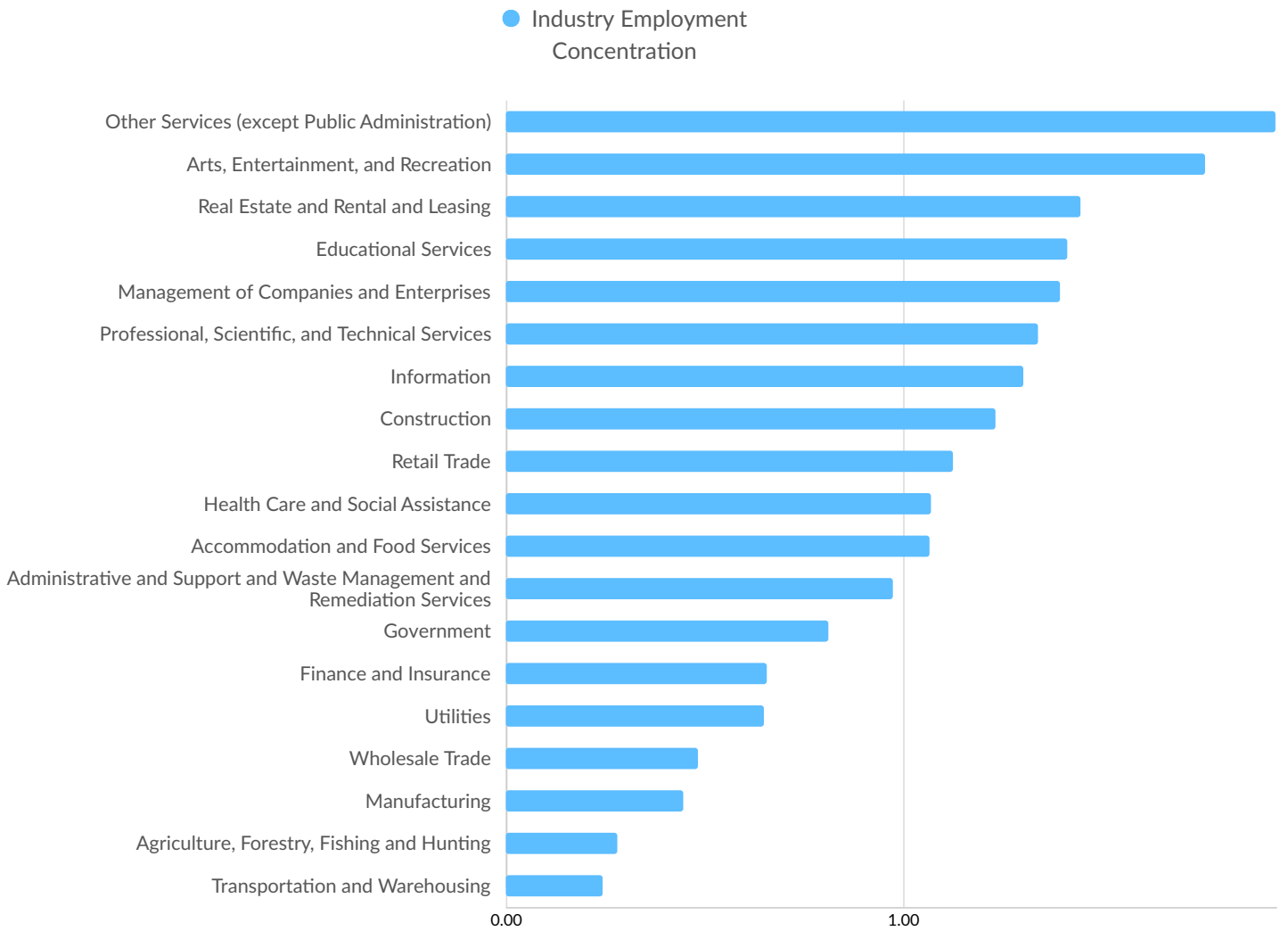
Largest Industries



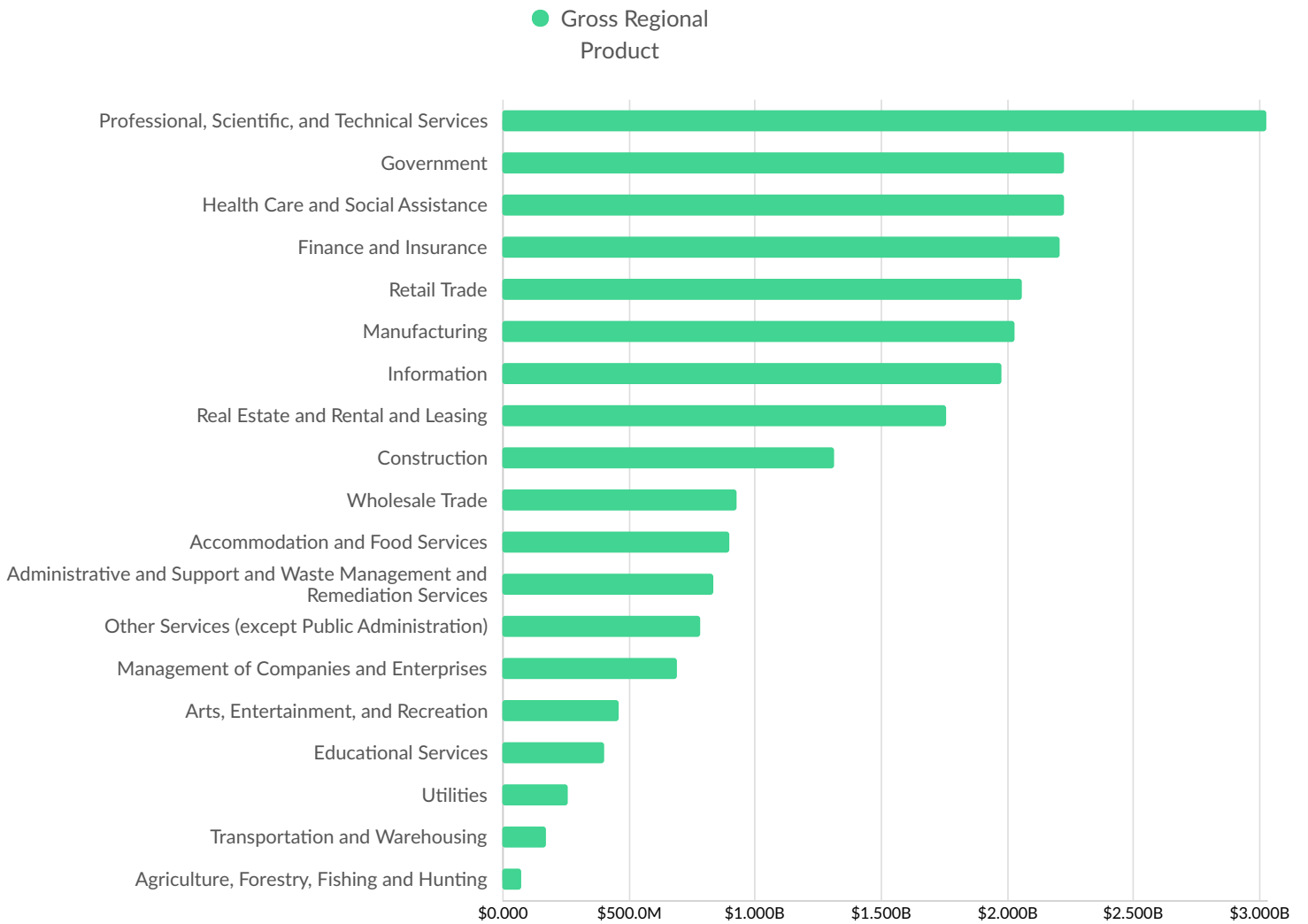
Top Growing Industries



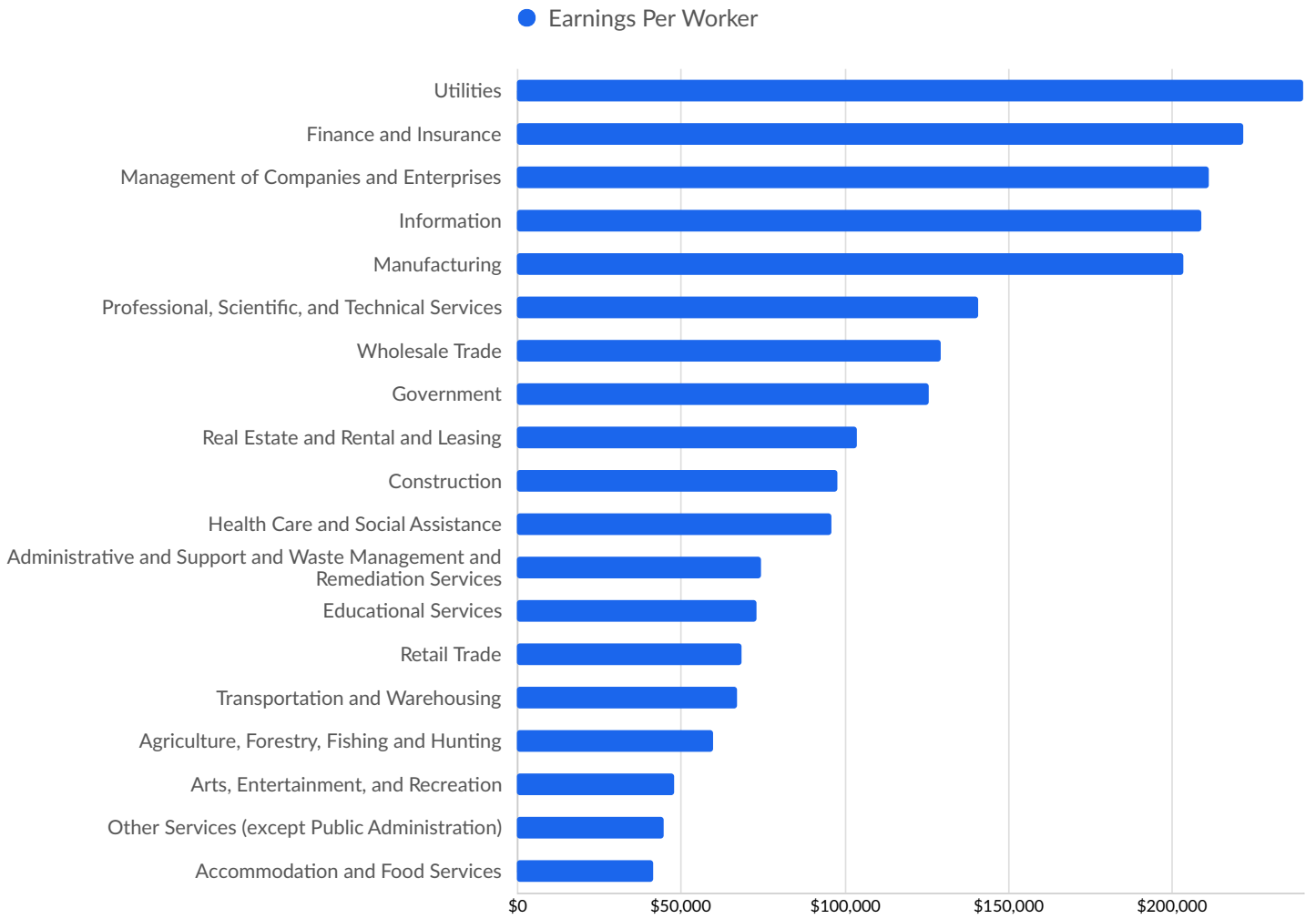
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



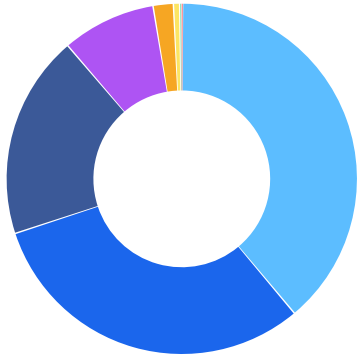
Business Characteristics

45,493 Companies Employ Your Workers

Online profiles for your workers mention 45,493 companies as employers, with the top 10 appearing below. In the last 12 months, 3,898 companies in Marin County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kaiser Permanente	1,041 	Kaiser Permanente	466 
County Of Marin	764 	Sutter Health	466 
Biomarin Pharmaceutical	530 	Marin General Hospital	427 
Autodesk	509 	Biomarin Pharmaceutical	332 
Marin General Hospital	500 	County Of Marin	244 
Wells Fargo	446 	College Of Marin	233 
Ucsf	431 	Swing Education	230 
College Of Marin	405 	Marin Community Clinics	219 
Coldwell Banker	369 	Robert Half	178 
University of California	315 	Housing Authority County Marin	173 

Business Size

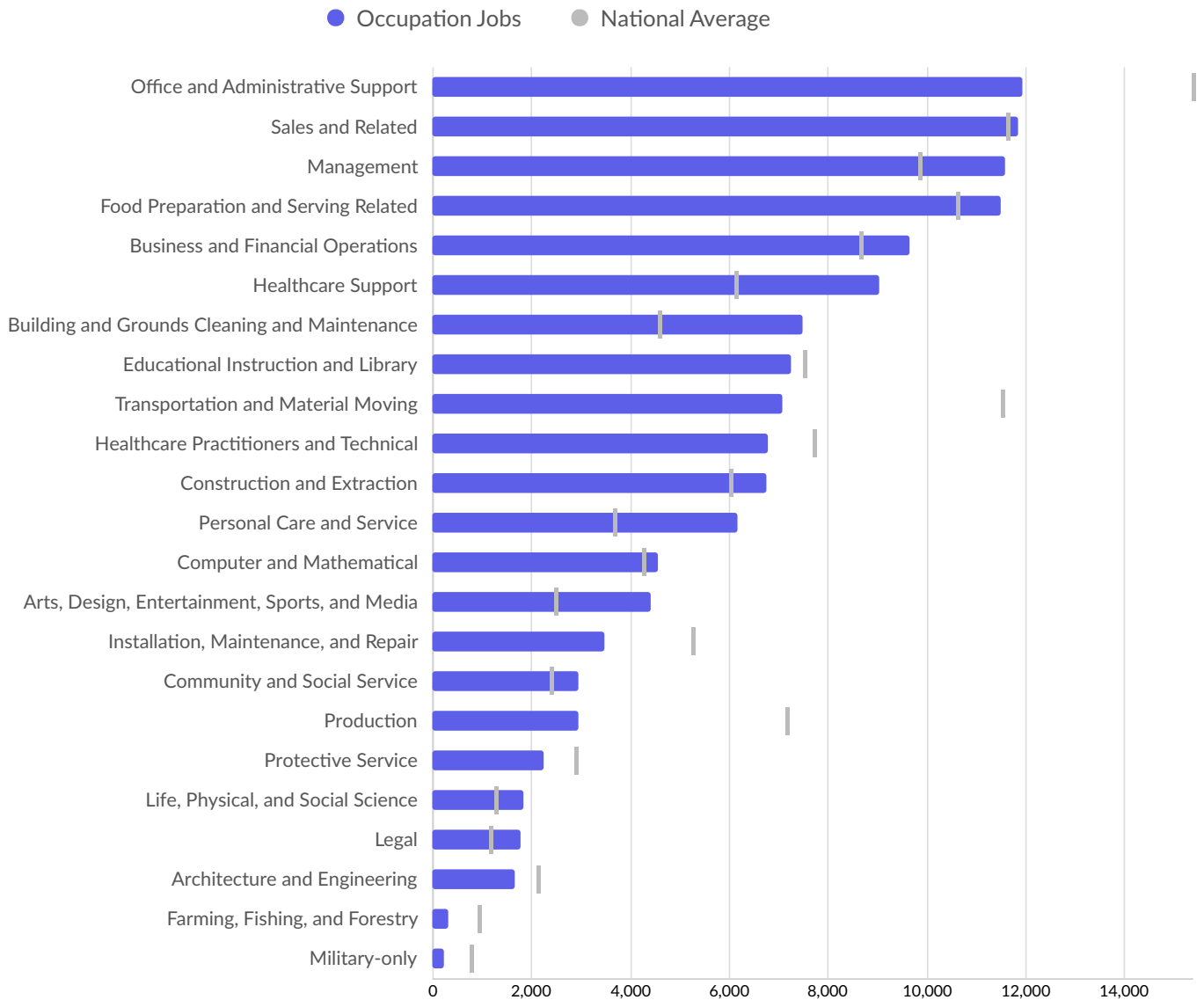


	Percentage	Business Count
● 1 to 4 employees	38.8%	7,351
● 5 to 9 employees	31.1%	5,881
● 10 to 19 employees	18.8%	3,554
● 20 to 49 employees	8.6%	1,636
● 50 to 99 employees	1.9%	353
● 100 to 249 employees	0.6%	108
● 250 to 499 employees	0.2%	38
● 500+ employees	0.1%	12

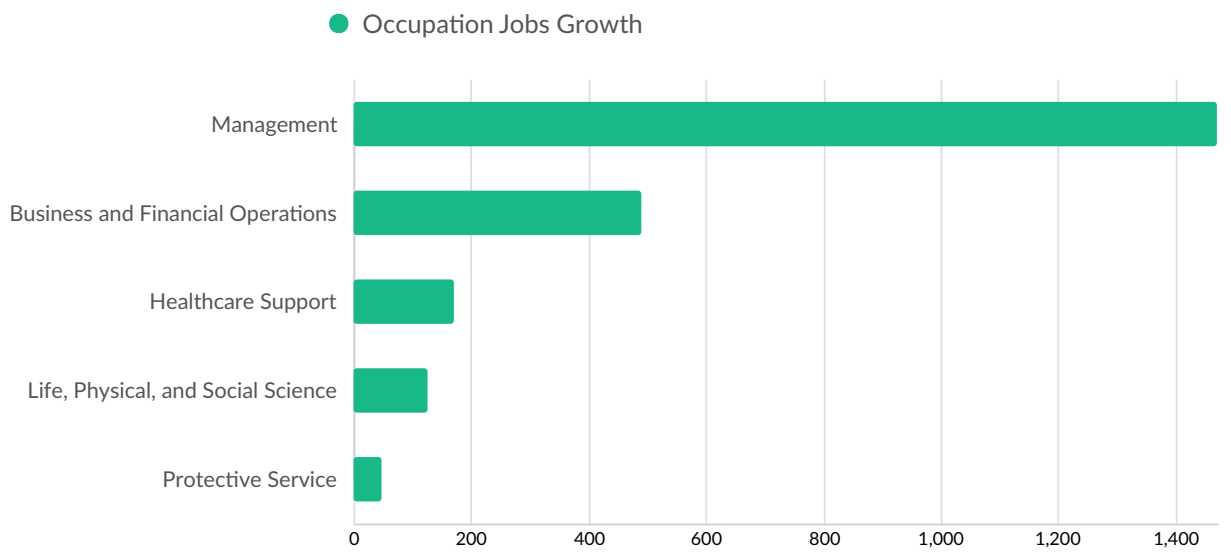
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

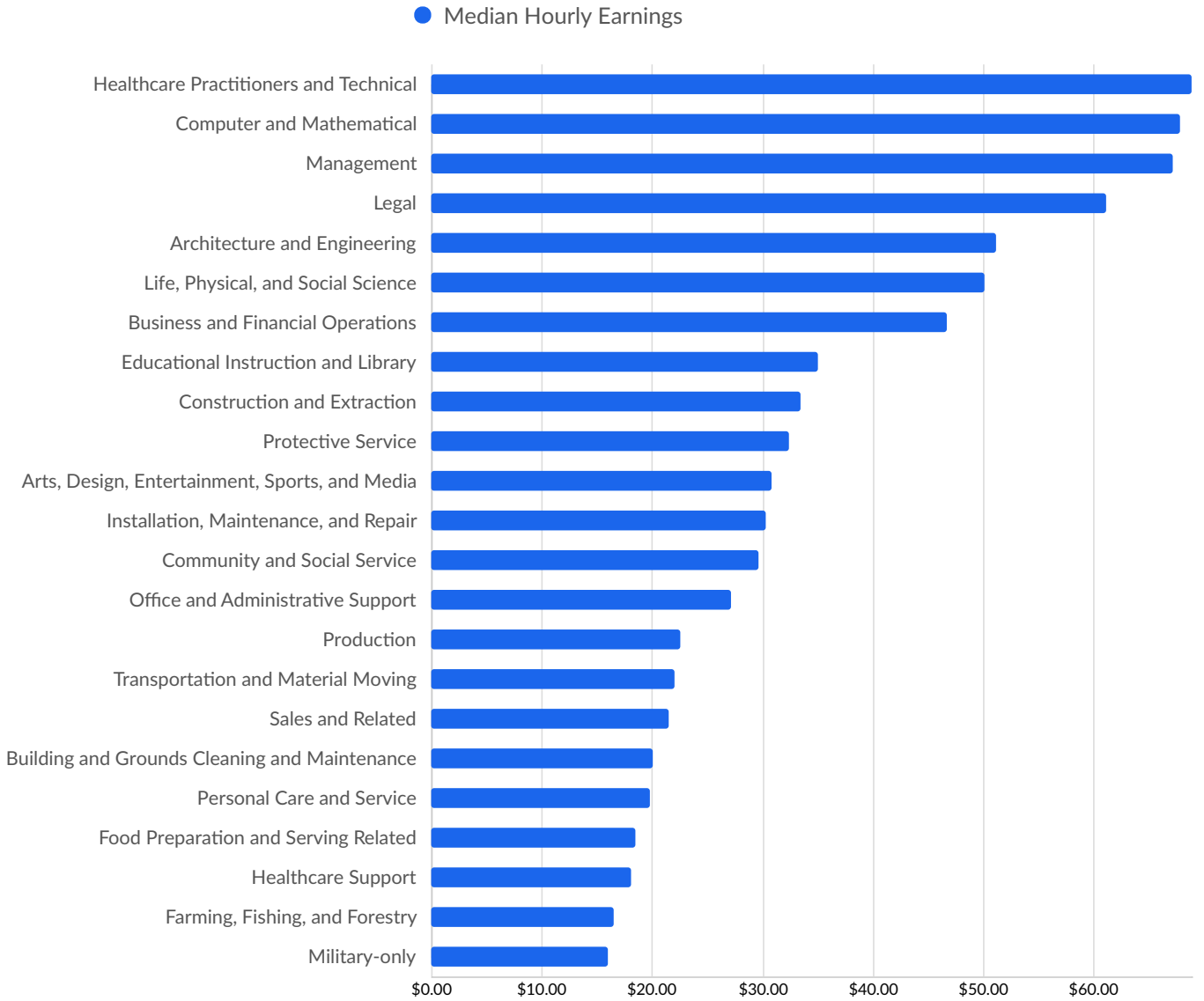


Top Occupation Employment Concentration

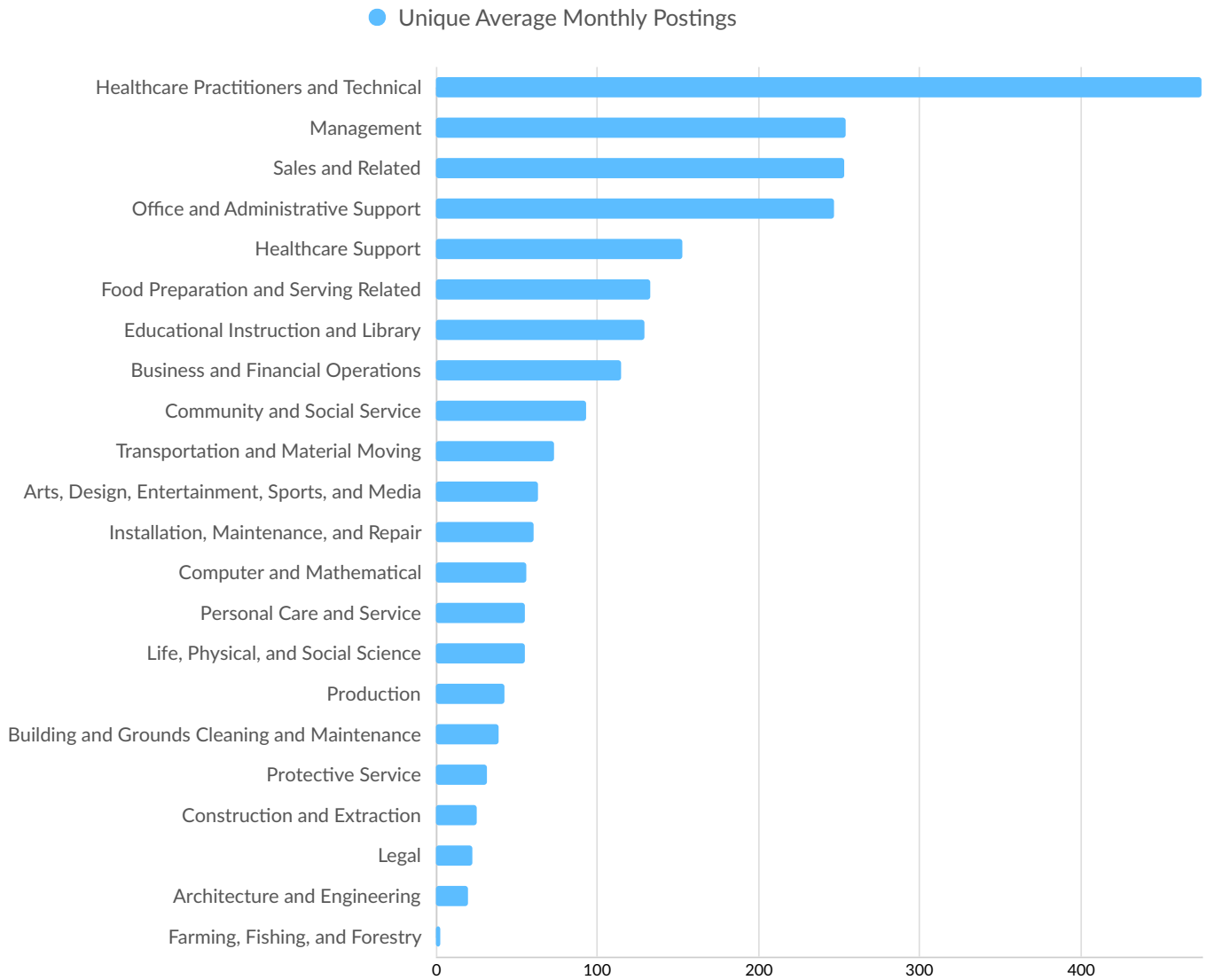
● Occupation Employment Concentration



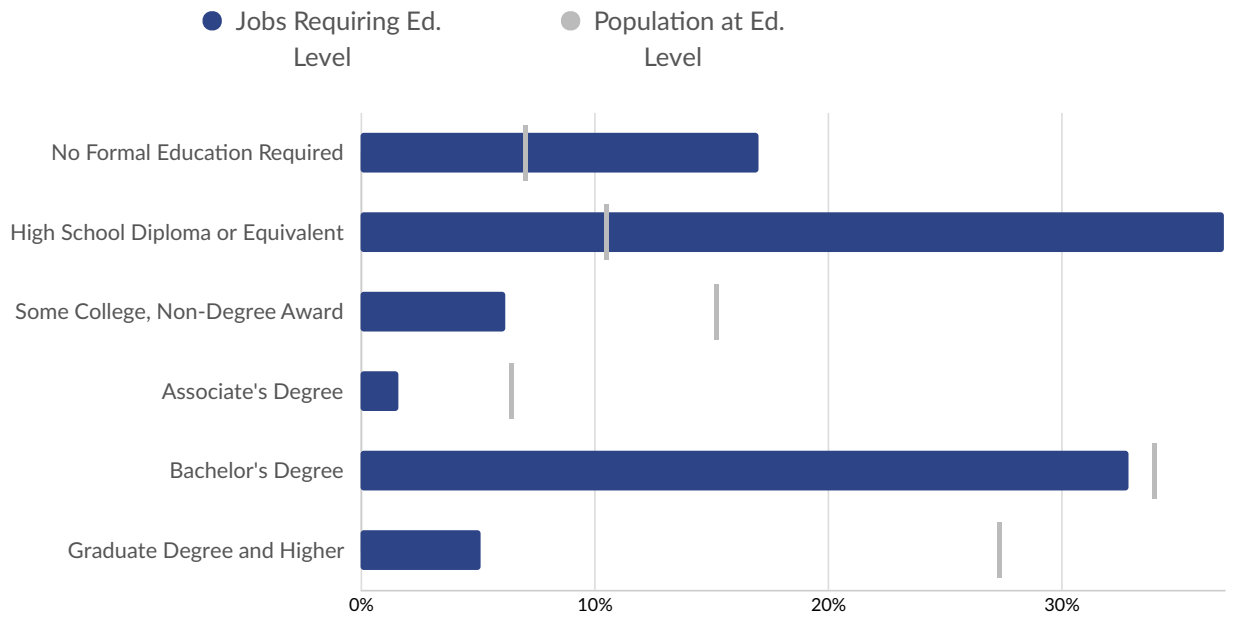
Top Occupation Earnings



Top Posted Occupations






Underemployment



Educational Pipeline

In 2022, there were 1,079 graduates in Marin County, CA. This pipeline has grown by 14% over the last 4 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Biological and Physical Sciences" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2019 - 2022)
Dominican University of California	636	
College of Marin	443	
San Francisco Theological Seminary (not current)	0	



In-Demand Skills

