

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

254,407

Population (2023)

Population decreased by 5,684 over the last 5 years and is projected to decrease by 7,891 over the next 5 years.

133,613

Total Regional Employment

Jobs decreased by 8,167 over the last 5 years but are projected to grow by 1,956 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 2.2% since 2018, falling by 5,684. Population is expected to decrease by 3.1% between 2023 and 2028, losing 7,891.
- From 2018 to 2023, jobs declined by 5.8% in Marin County, CA from 141,780 to 133,613. This change fell short of the national growth rate of 4.5% by 10.3%. 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, 33.4% of Marin County, CA residents possess a Bachelor's Degree (12.3% above the national average), and 6.3% 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.

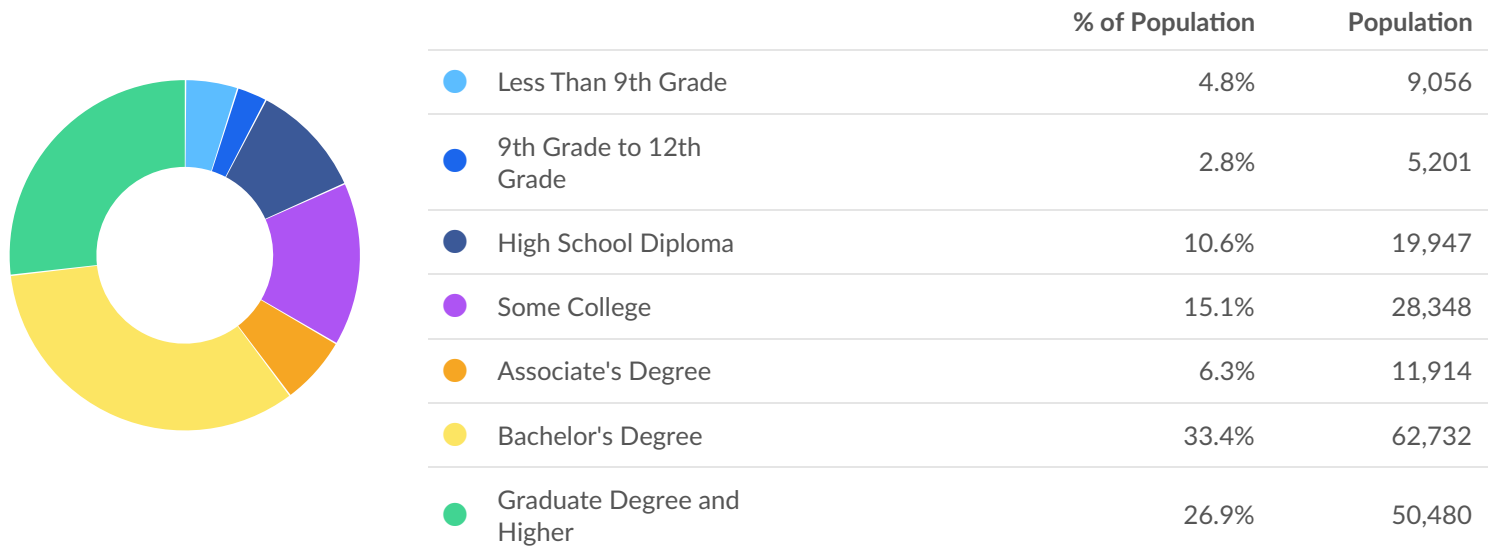
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	252,793	131,768	133,613	163.0	\$29.03B	\$32.90B	\$22.69B
State	38,776,275	19,501,409	20,505,099	134.8	\$3.76T	\$1.90T	\$2.67T

Sep 2024 Labor Force Breakdown



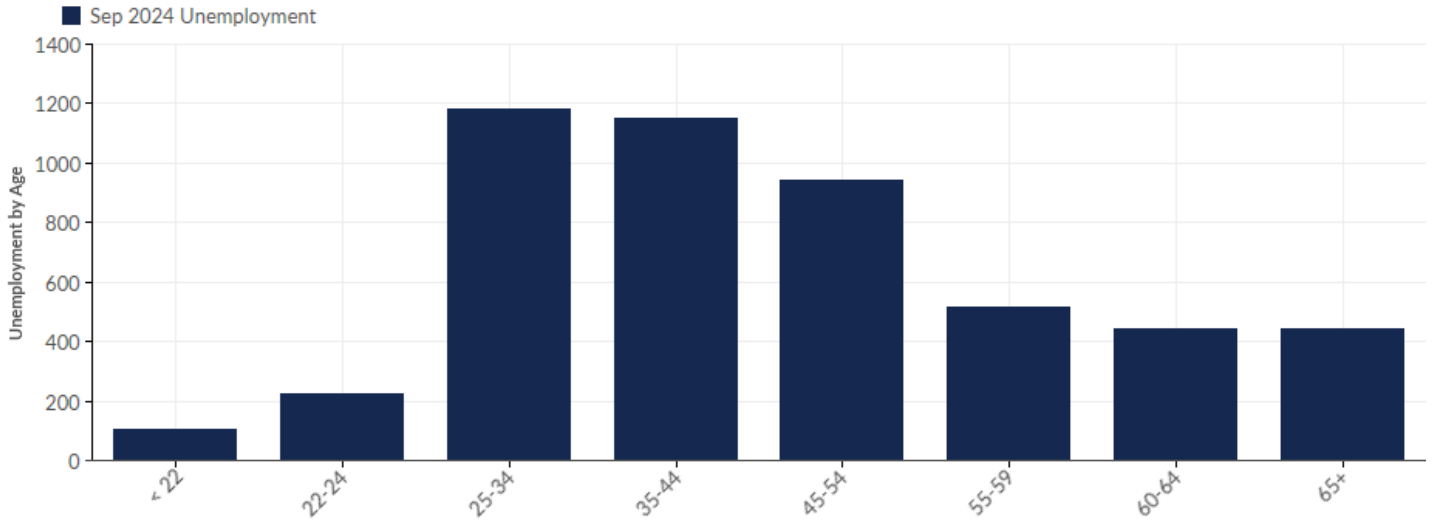
Educational Attainment

Concerning educational attainment, **33.4% of Marin County, CA residents possess a Bachelor's Degree** (12.3% above the national average), and **6.3% hold an Associate's Degree** (2.5% below the national average).



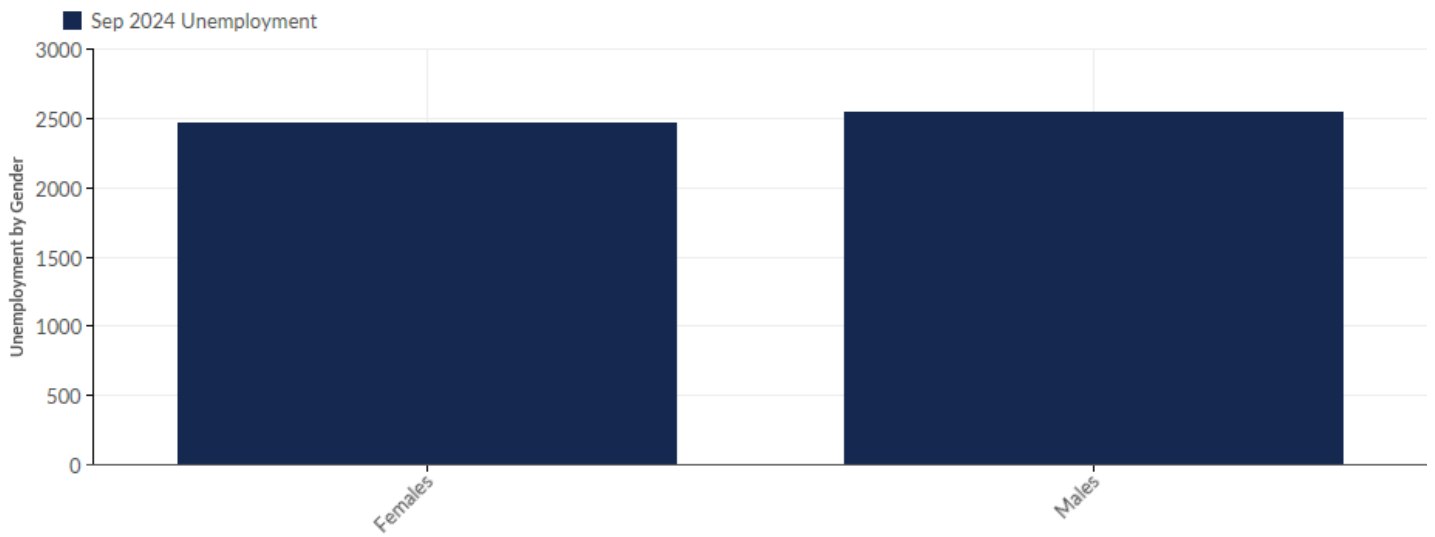
Unemployment by Demographics

Unemployment by Age



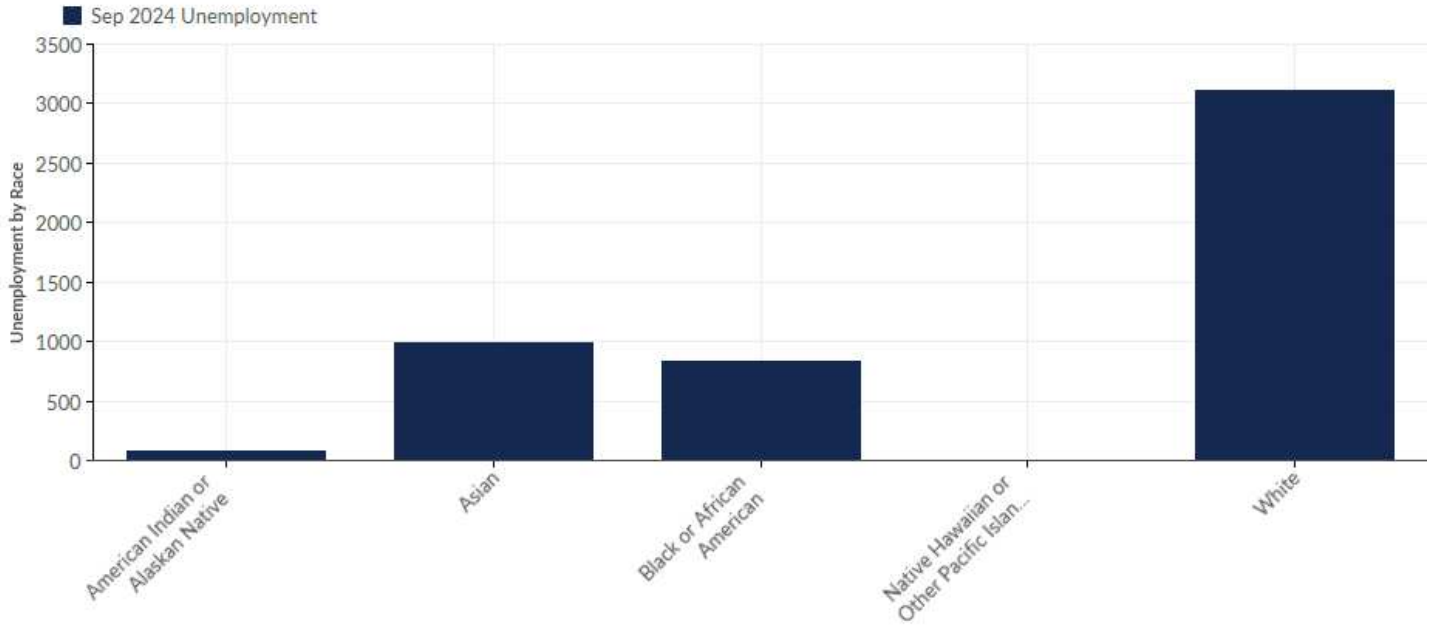
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	106	2.12%
22-24	226	4.51%
25-34	1,179	23.55%
35-44	1,149	22.95%
45-54	944	18.86%
55-59	517	10.33%
60-64	442	8.83%
65+	441	8.81%
Total	5,006	100.00%

Unemployment by Gender



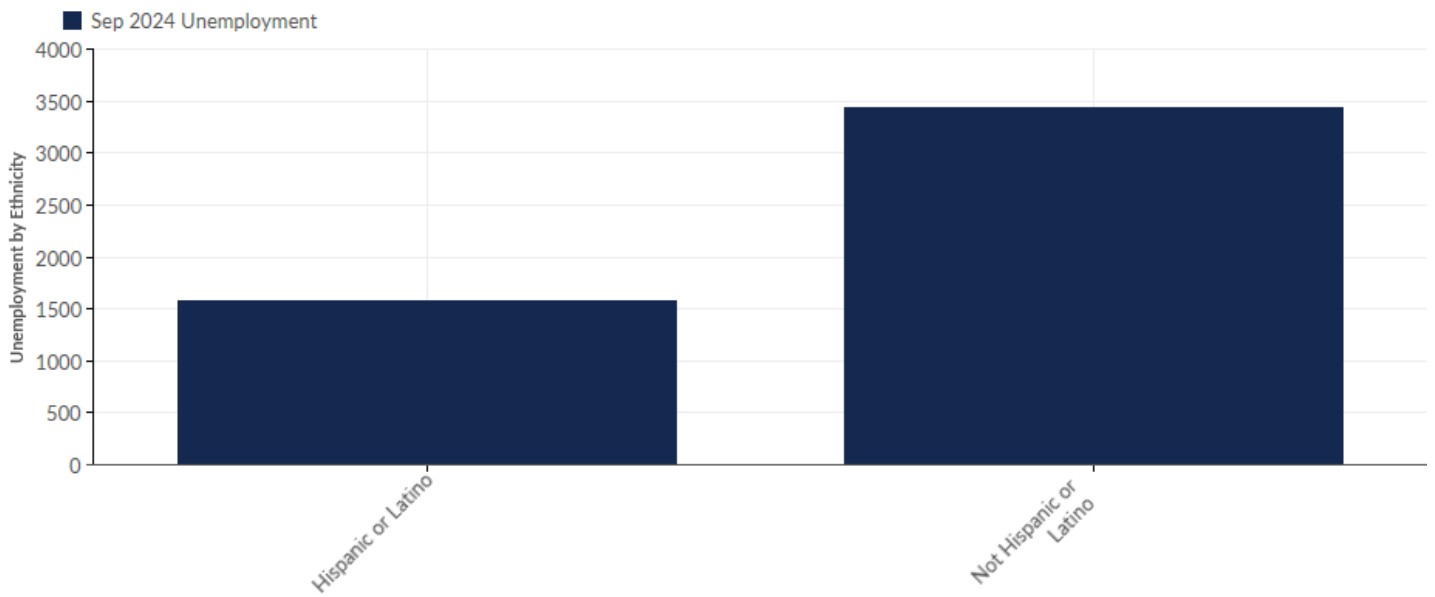
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	2,467	49.28%
Males	2,539	50.72%
Total	5,006	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	73	1.46%
Asian	988	19.74%
Black or African American	832	16.62%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	3,113	62.19%
Total	5,006	100.00%

Unemployment by Ethnicity

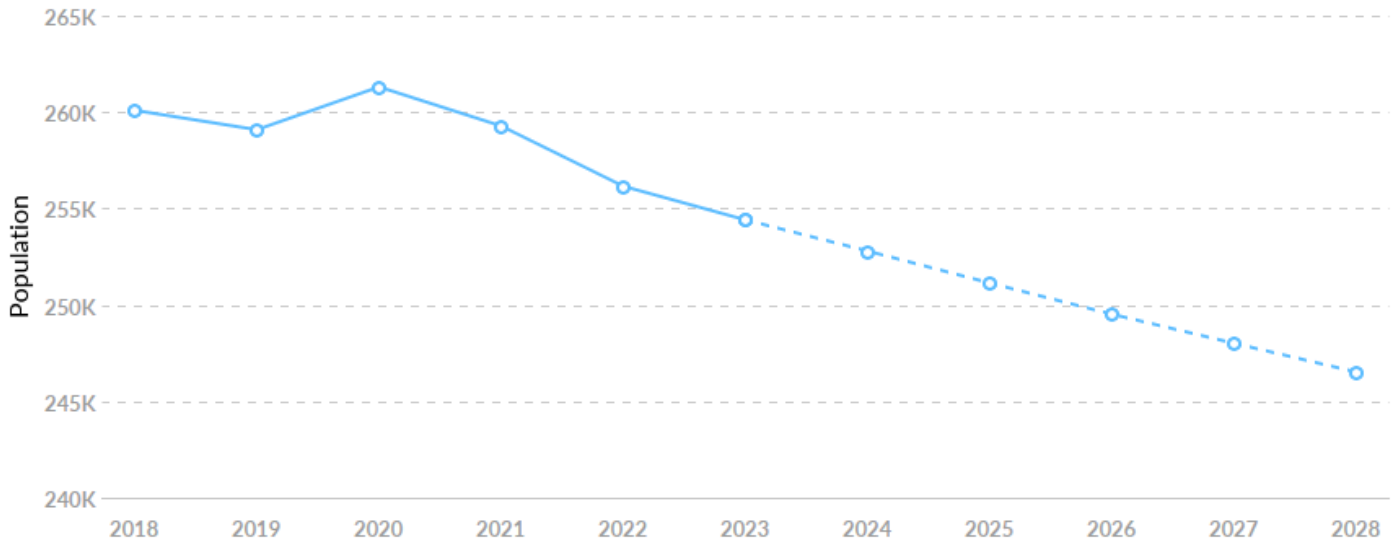


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	1,576	31.48%
Not Hispanic or Latino	3,430	68.52%
Total	5,006	100.00%

Historic & Projected Trends

Population Trends

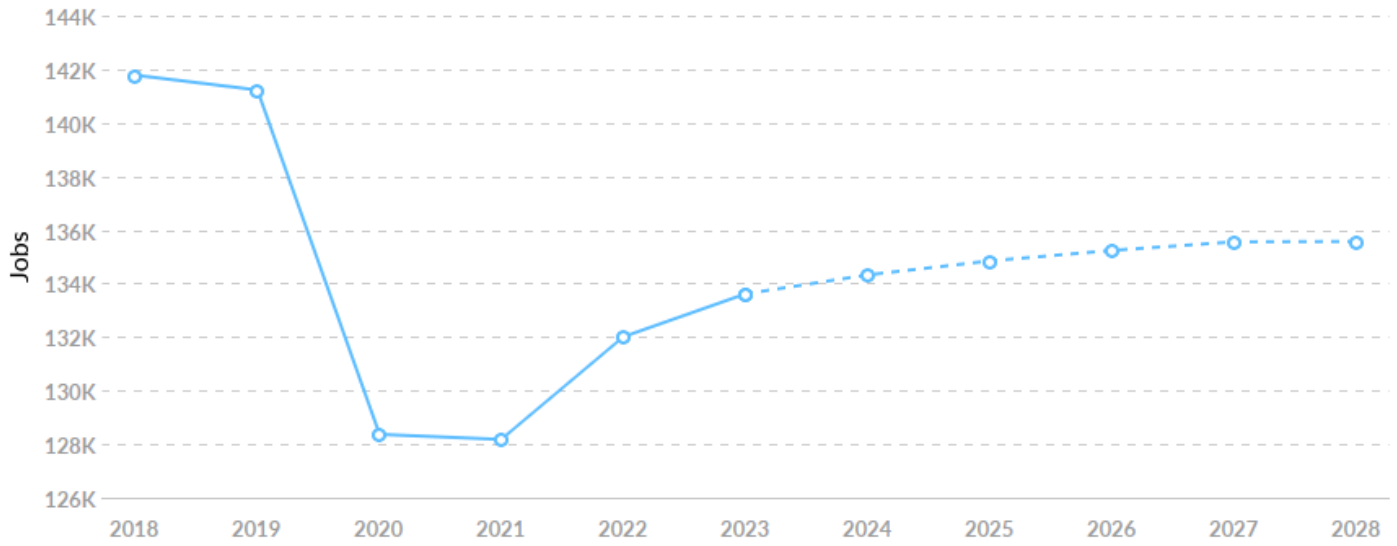
As of 2023 the region's population **declined by 2.2%** since 2018, falling by 5,684. Population is expected to **decrease by 3.1%** between 2023 and 2028, losing 7,891.



Timeframe	Population
2018	260,091
2019	259,085
2020	261,306
2021	259,278
2022	256,154
2023	254,407
2024	252,793
2025	251,133
2026	249,516
2027	248,008
2028	246,516

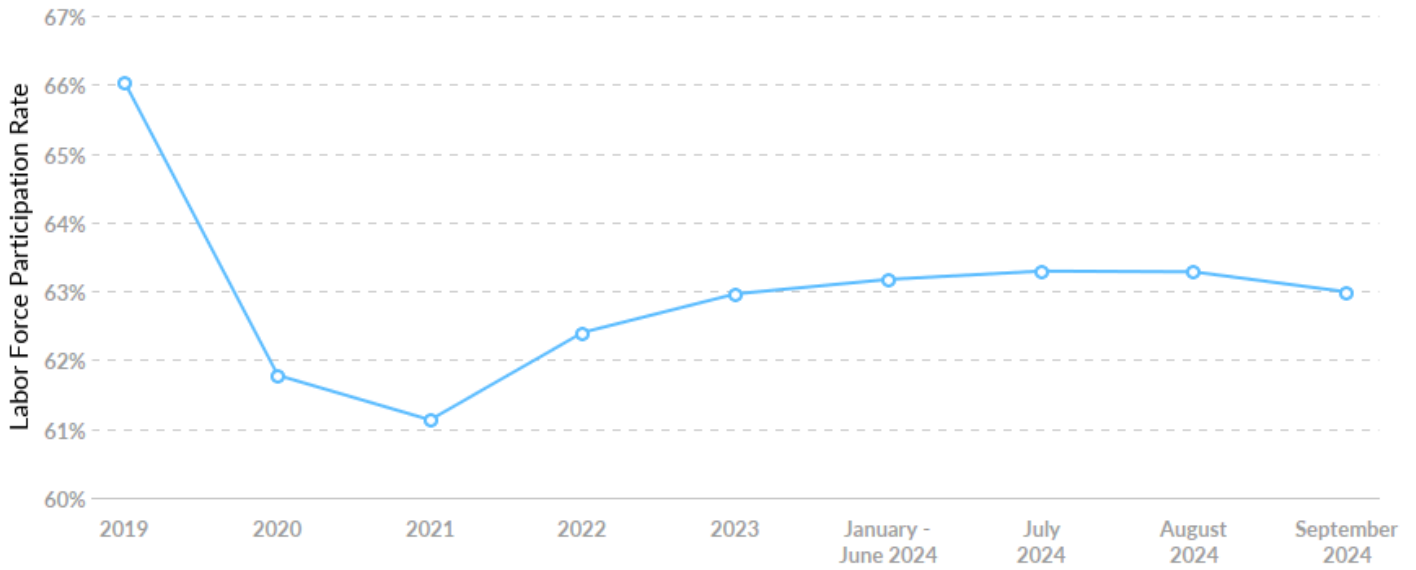
Job Trends

From 2018 to 2023, jobs declined by 5.8% in Marin County, CA from 141,780 to 133,613. This change fell short of the national growth rate of 4.5% by 10.3%.



Timeframe	Jobs
2018	141,780
2019	141,228
2020	128,367
2021	128,177
2022	132,008
2023	133,613
2024	134,320
2025	134,842
2026	135,234
2027	135,554
2028	135,569

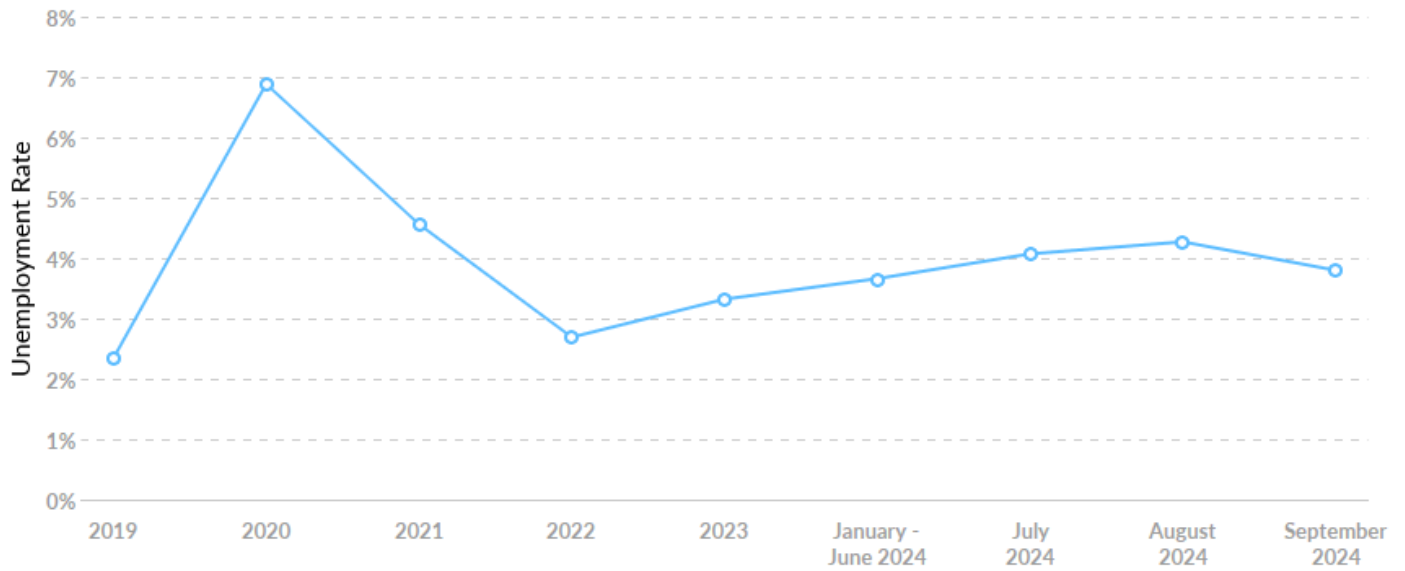
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.02%
2020	61.78%
2021	61.13%
2022	62.40%
2023	62.96%
January - June 2024	63.17%
July 2024	63.29%
August 2024	63.28%
September 2024	62.99%

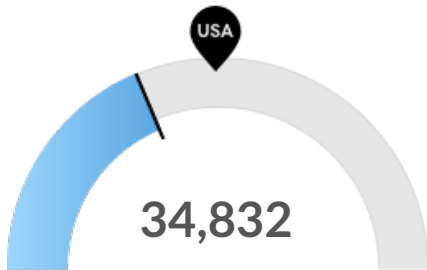
Unemployment Rate Trends

Marin County, CA had a September 2024 unemployment rate of 3.80%, **increasing from 2.34%** 5 years before.



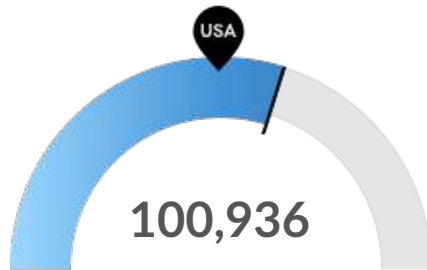
Timeframe	Unemployment Rate
2019	2.34%
2020	6.88%
2021	4.56%
2022	2.69%
2023	3.32%
January - June 2024	3.66%
July 2024	4.07%
August 2024	4.27%
September 2024	3.80%

Population Characteristics



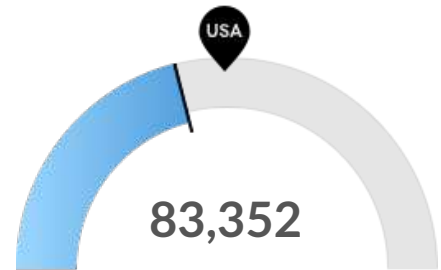
Millennials

Marin County, CA has 34,832 millennials (ages 25-39). The national average for an area this size is 51,691.



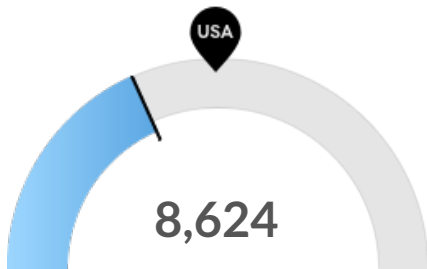
Retiring Soon

Retirement risk is high in Marin County, CA. The national average for an area this size is 76,799 people 55 or older, while there are 100,936 here.



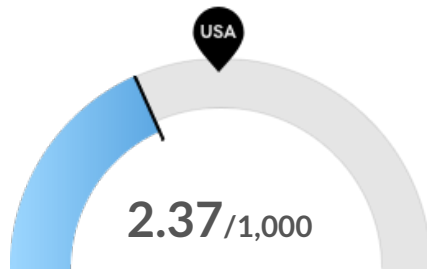
Racial Diversity

Racial diversity is low in Marin County, CA. The national average for an area this size is 105,953 racially diverse people, while there are 83,352 here.



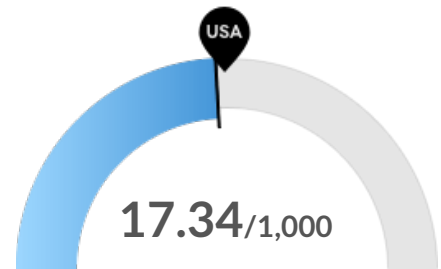
Veterans

Marin County, CA has 8,624 veterans. The national average for an area this size is 13,096.



Violent Crime

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

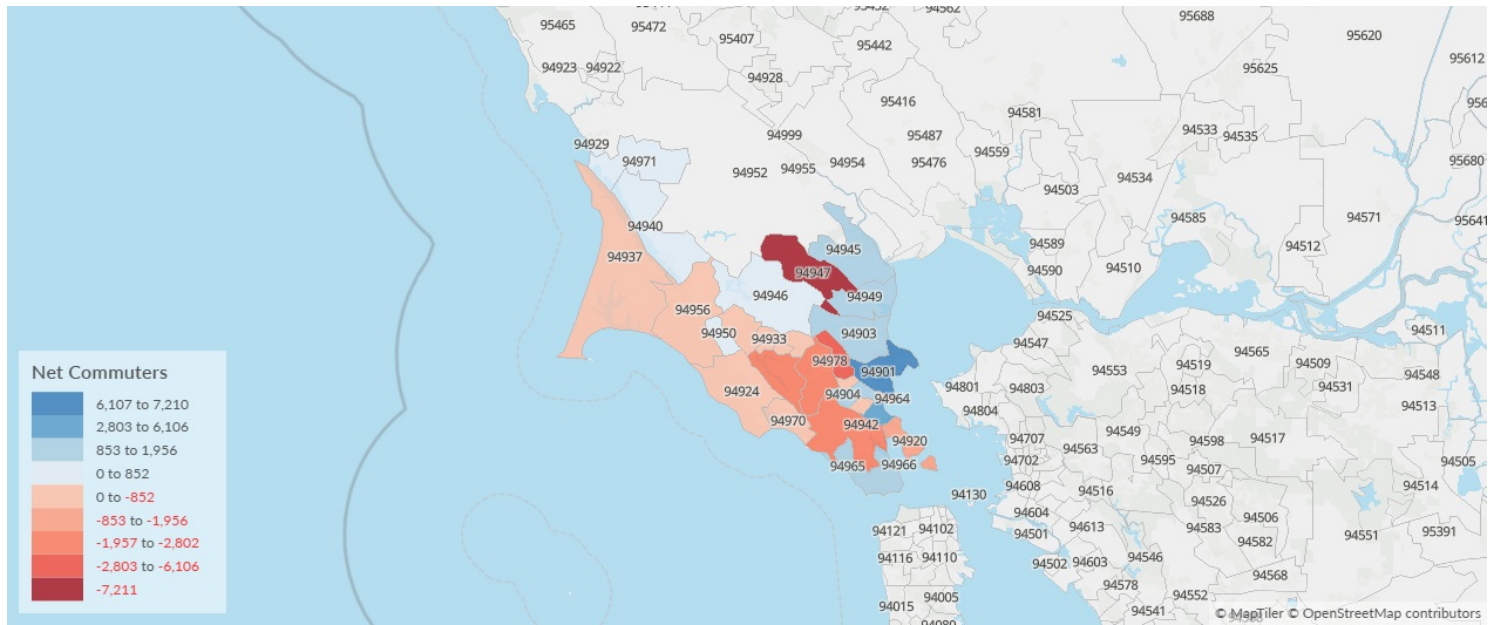


Property Crime

Marin County, CA has 17.34 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

ZIP	Name	2023 Employment
94901	San Rafael, CA (in Marin...	27,704
94903	San Rafael, CA (in Marin...	17,782
94941	Mill Valley, CA (in Marin...	13,584
94949	Novato, CA (in Marin co...	11,525
94945	Novato, CA (in Marin co...	11,269

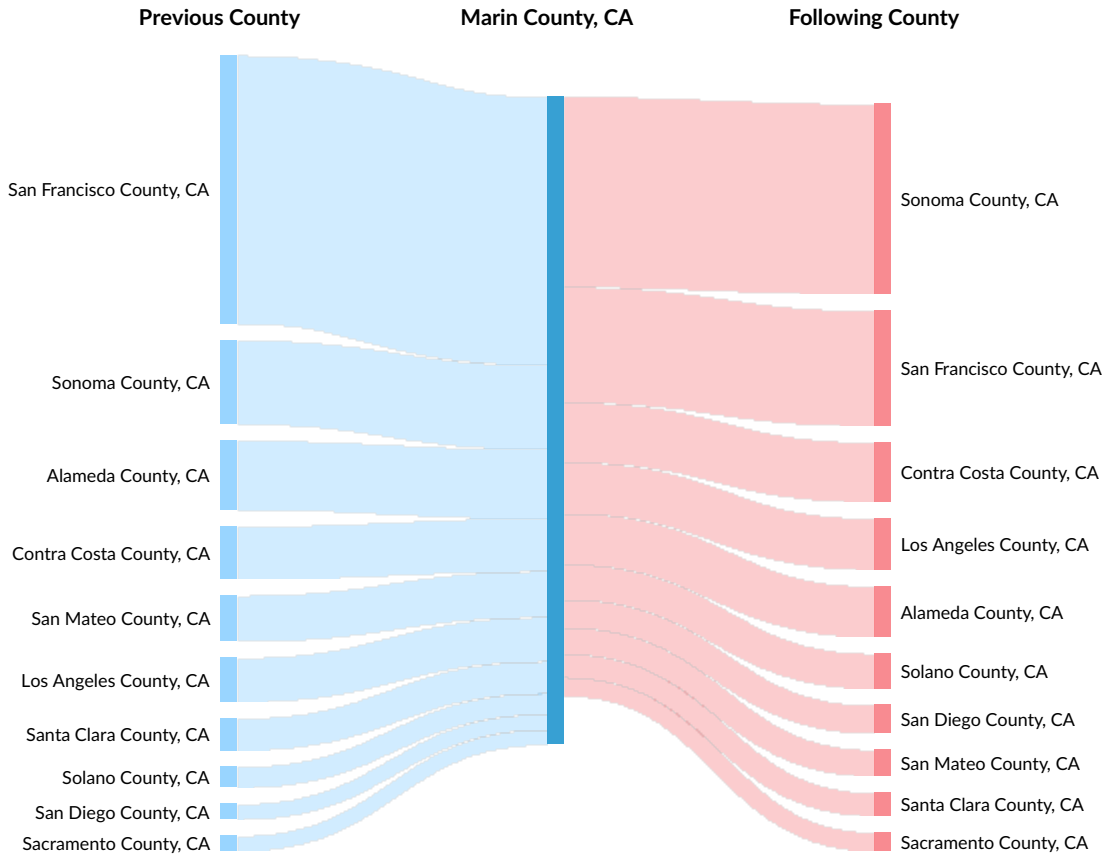
Where Talent Lives

ZIP	Name	2023 Workers
94901	San Rafael, CA (in Marin...	21,597
94903	San Rafael, CA (in Marin...	16,757
94941	Mill Valley, CA (in Marin...	15,541
94947	Novato, CA (in Marin co...	13,551
94949	Novato, CA (in Marin co...	10,506

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 2022, 2,479 people have migrated from San Francisco County, CA to Marin County, CA. In the same year, 1,757 people left Marin County, CA migrating to Sonoma County, CA. The total Net Migration for Marin County, CA in 2022 was -2,131.

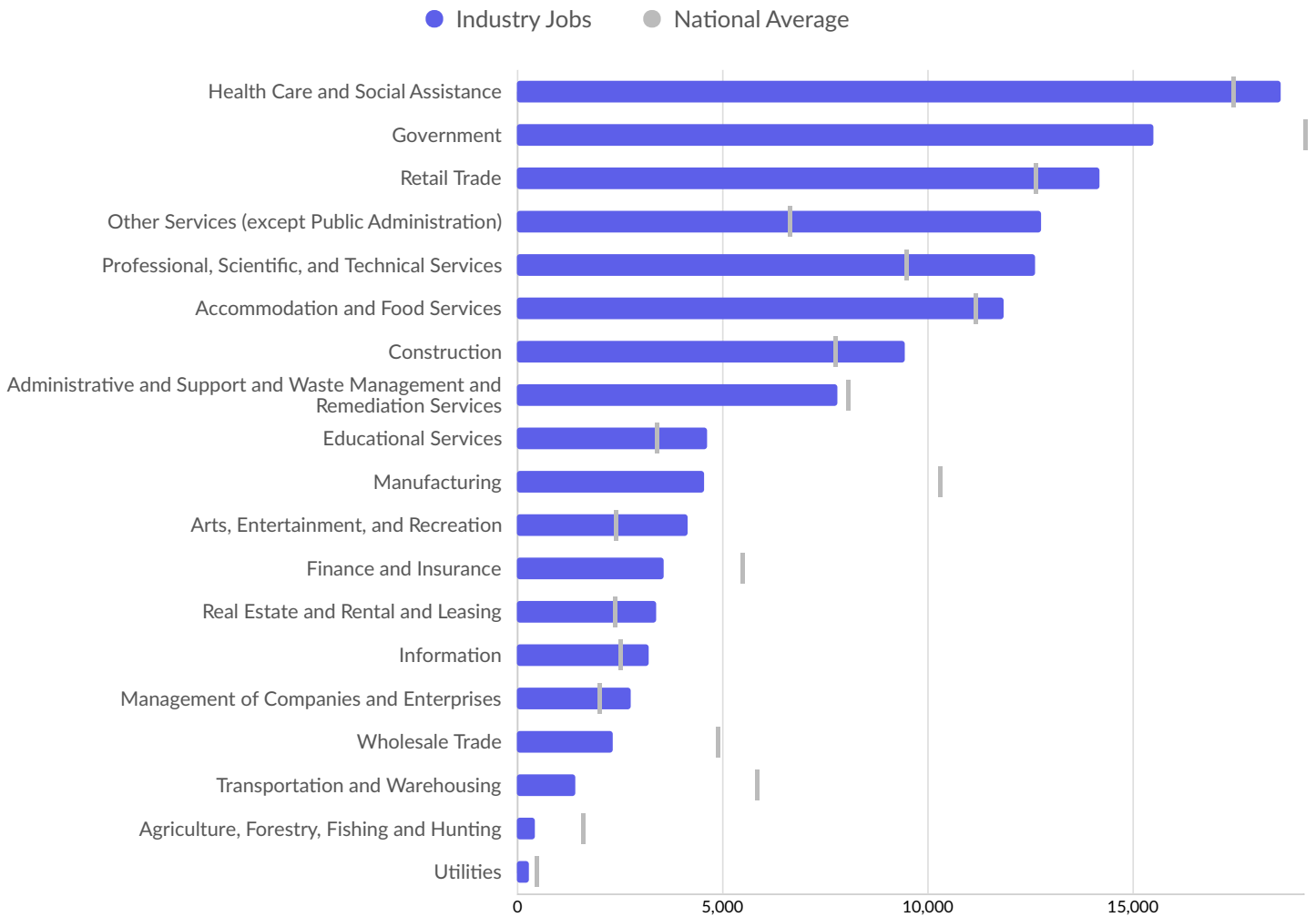


Top Previous Counties	Migrations
San Francisco County, CA	2,479
Sonoma County, CA	775
Alameda County, CA	639
Contra Costa County, CA	488
San Mateo County, CA	423
Los Angeles County, CA	408

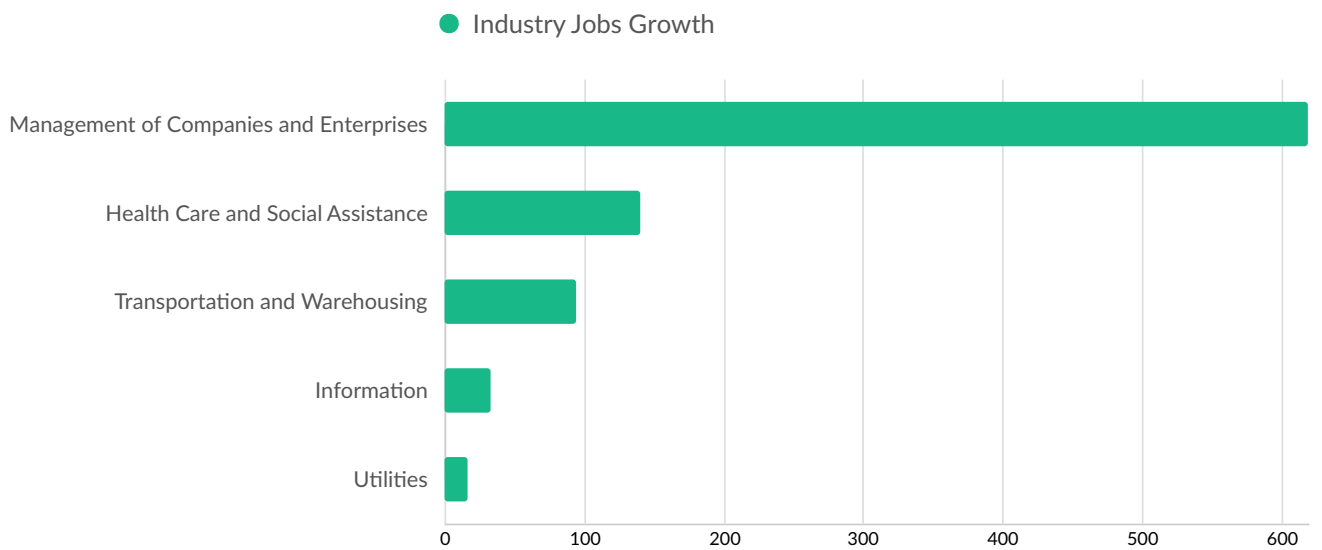
Top Previous Counties	Migrations
Santa Clara County, CA	296
Solano County, CA	192
San Diego County, CA	142
Sacramento County, CA	140
King County, WA	110
New York County, NY	99
Orange County, CA	93
Napa County, CA	87
Riverside County, CA	58
Top Following Counties	Migrations
Sonoma County, CA	1,757
San Francisco County, CA	1,065
Contra Costa County, CA	551
Los Angeles County, CA	474
Alameda County, CA	469
Solano County, CA	325
San Diego County, CA	259
San Mateo County, CA	244
Santa Clara County, CA	215
Sacramento County, CA	173
Placer County, CA	163
Orange County, CA	158
King County, WA	153
New York County, NY	127
Napa County, CA	122

Industry Characteristics

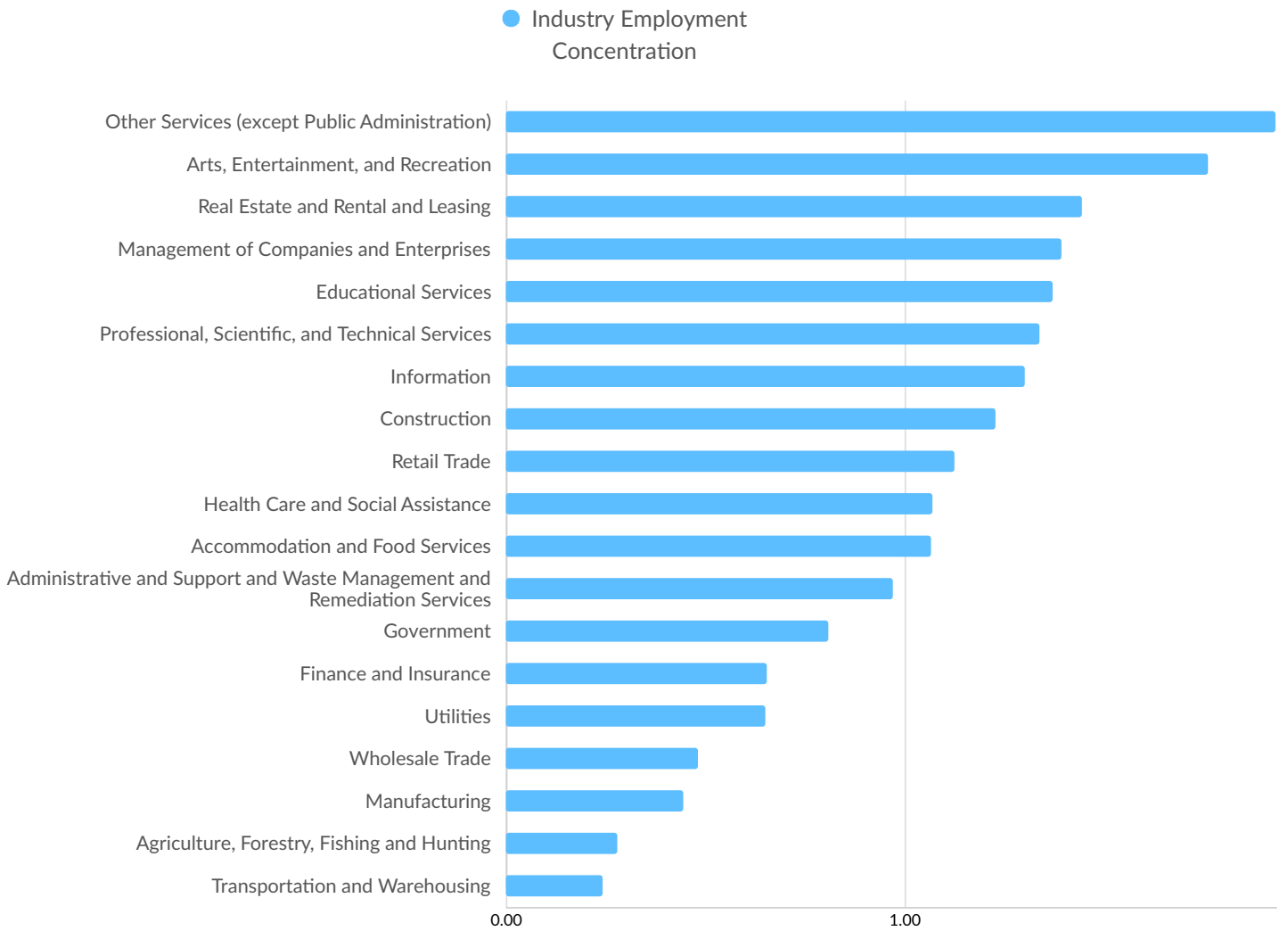
Largest Industries



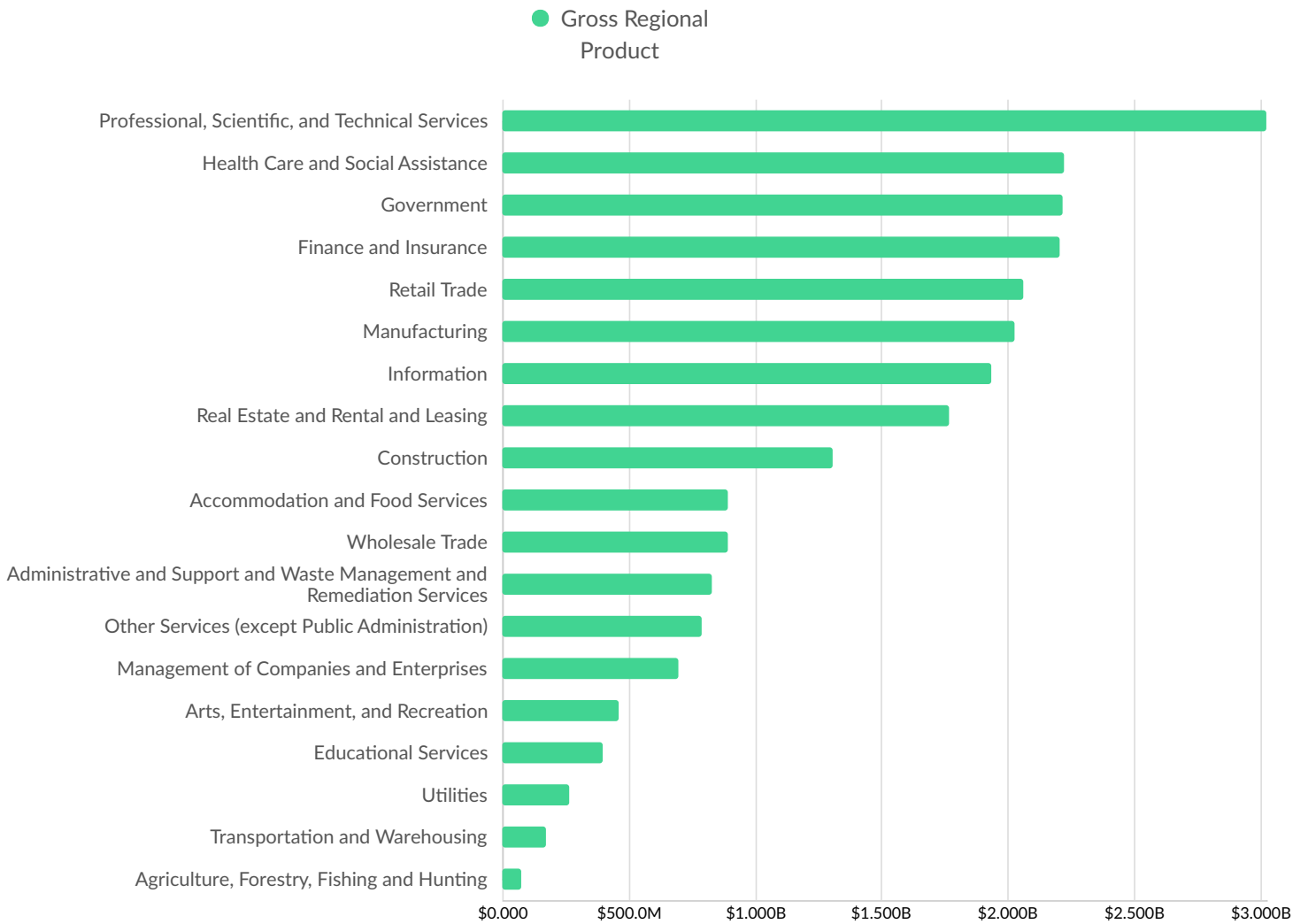
Top Growing Industries



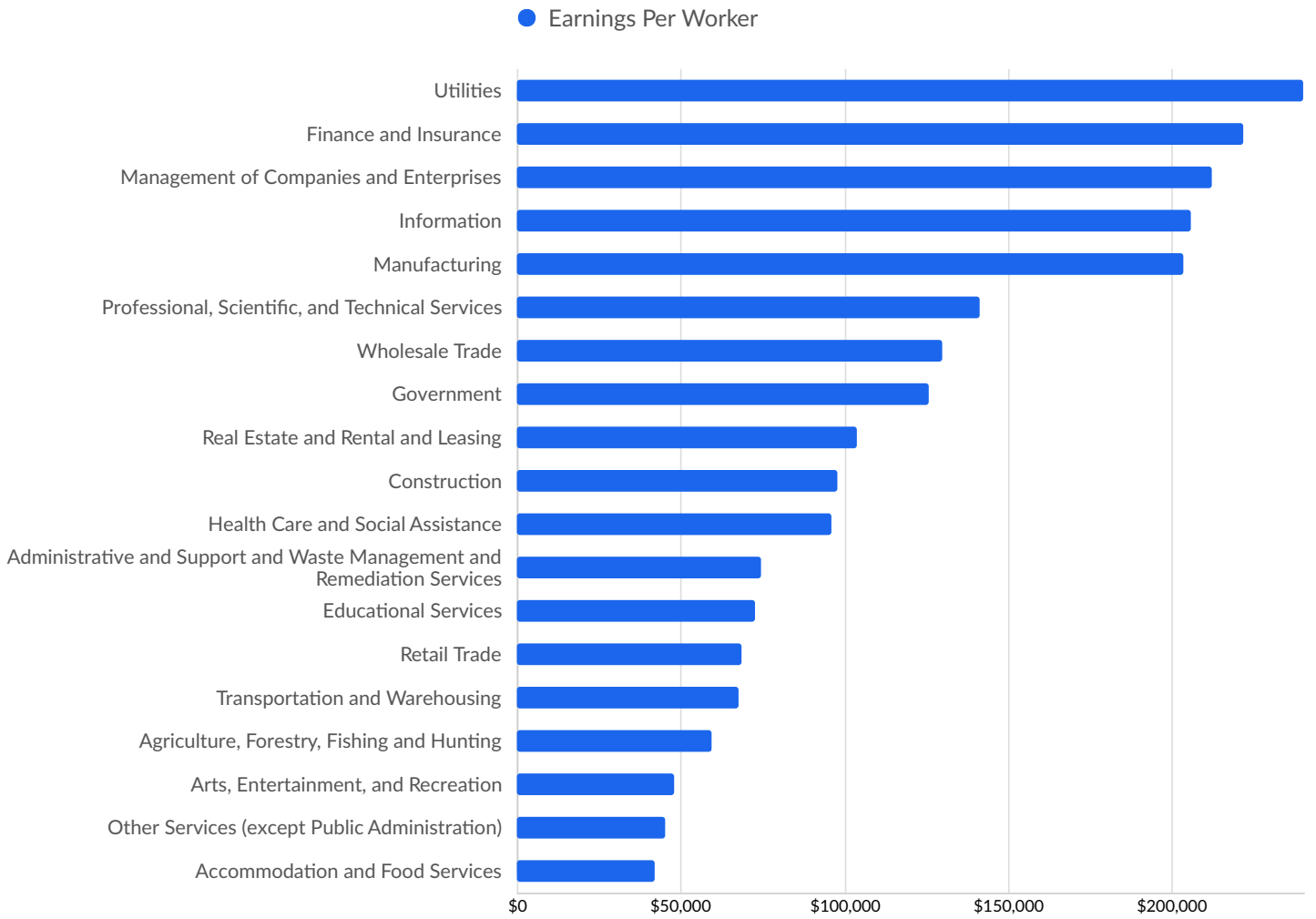
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



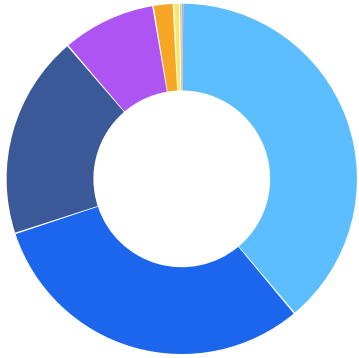
Business Characteristics

48,556 Companies Employ Your Workers

Online profiles for your workers mention 48,556 companies as employers, with the top 10 appearing below. In the last 12 months, 3,589 companies in Marin County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kaiser Permanente	1,096 	Swing Education	671 
County Of Marin	808 	Marin General Hospital	468 
Marin General Hospital	540 	Kaiser Permanente	441 
Biomarin Pharmaceutical	526 	Sutter Health	355 
Autodesk	517 	Biomarin Pharmaceutical	263 
Ucsf	467 	Marin Community Clinics	242 
Wells Fargo	455 	County Of Marin	213 
College Of Marin	450 	College Of Marin	205 
Coldwell Banker	376 	Amergis	195 
Dominican University Of Califor...	324 	Robert Half	184 

Business Size

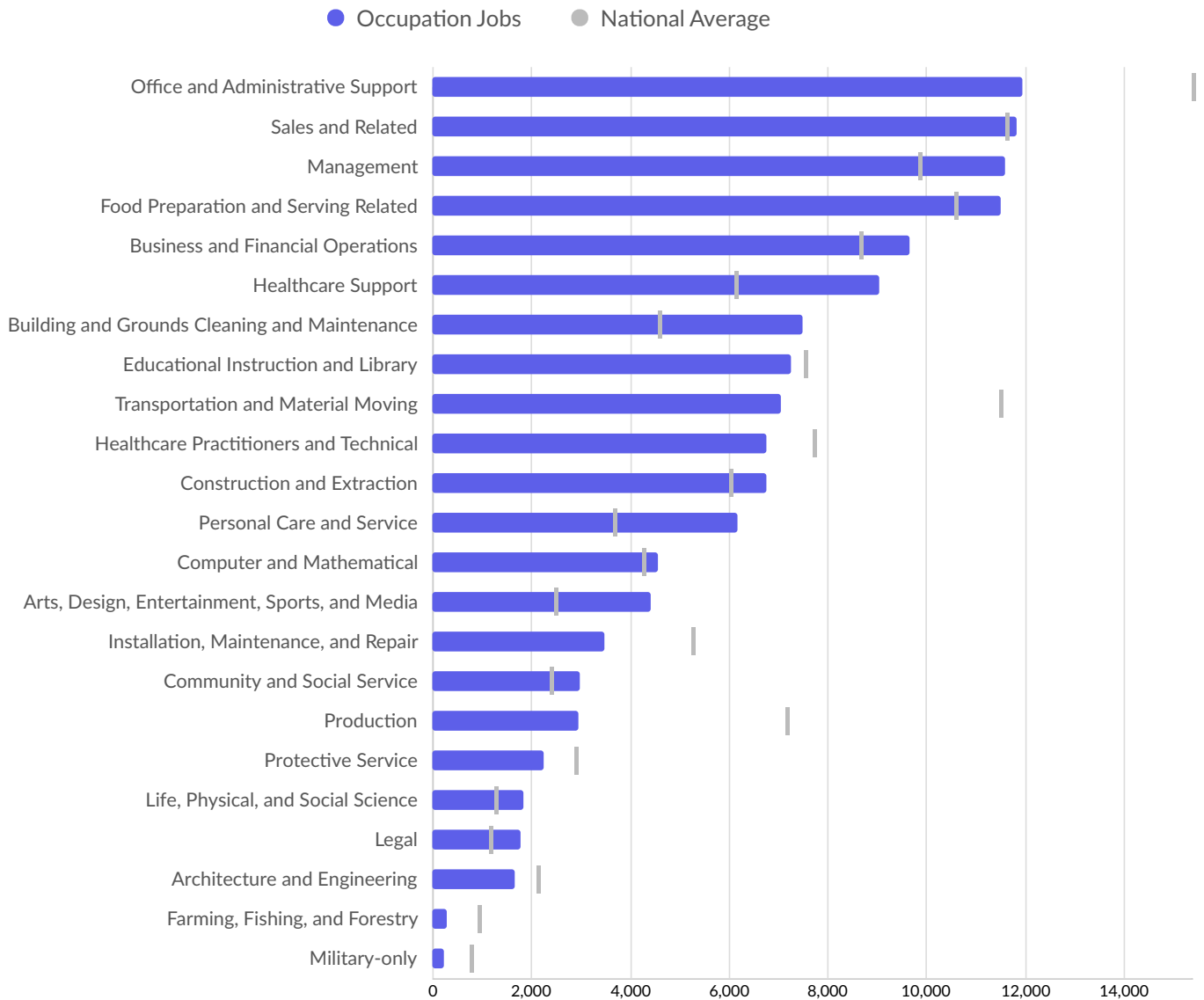


	Percentage	Business Count
● 1 to 4 employees	38.8%	7,351
● 5 to 9 employees	31.1%	5,881
● 10 to 19 employees	18.8%	3,554
● 20 to 49 employees	8.6%	1,636
● 50 to 99 employees	1.9%	353
● 100 to 249 employees	0.6%	108
● 250 to 499 employees	0.2%	38
● 500+ employees	0.1%	12

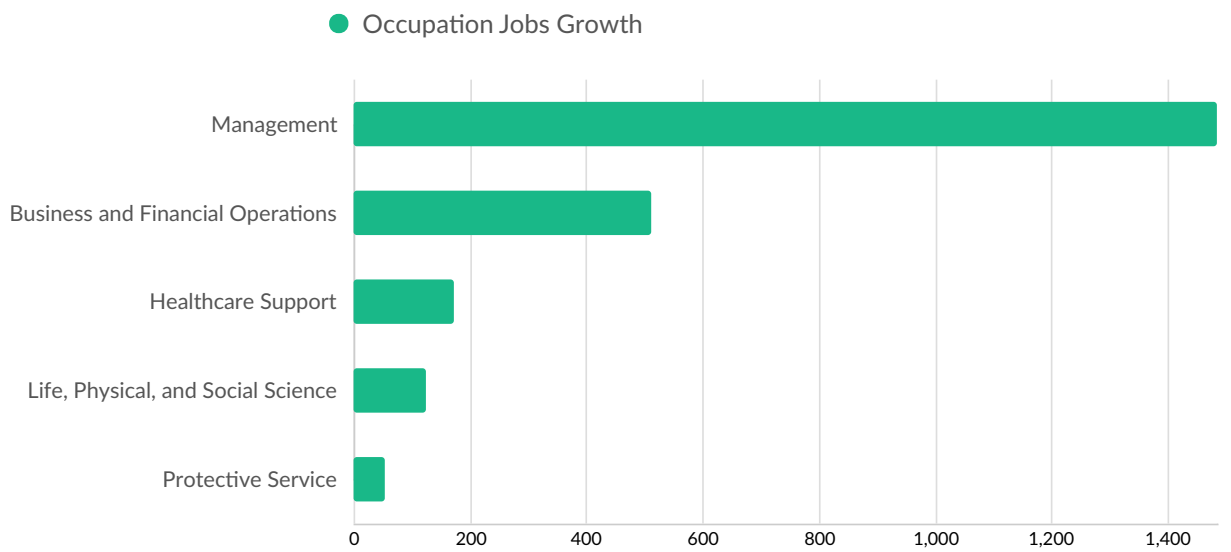
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

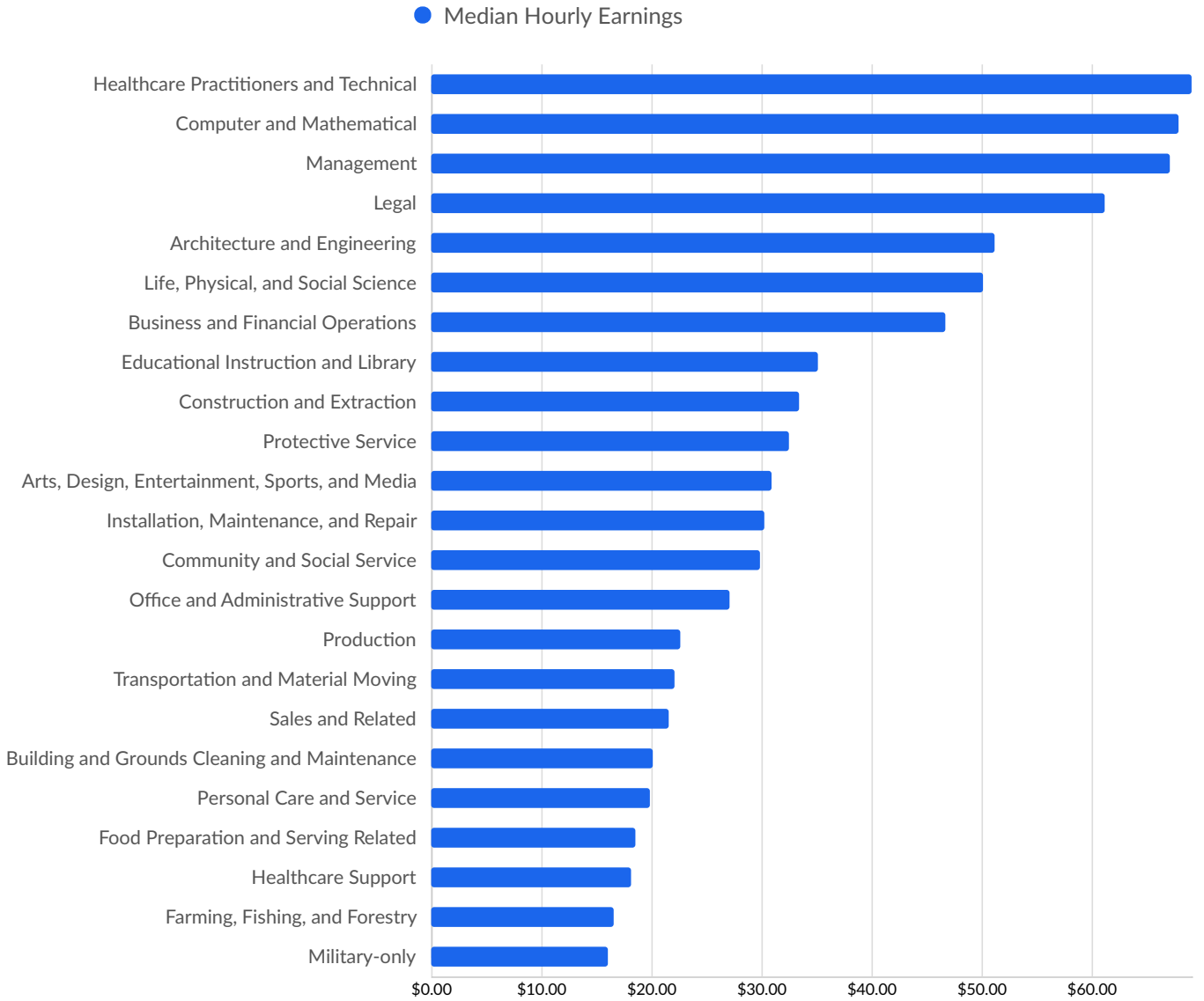


Top Occupation Employment Concentration

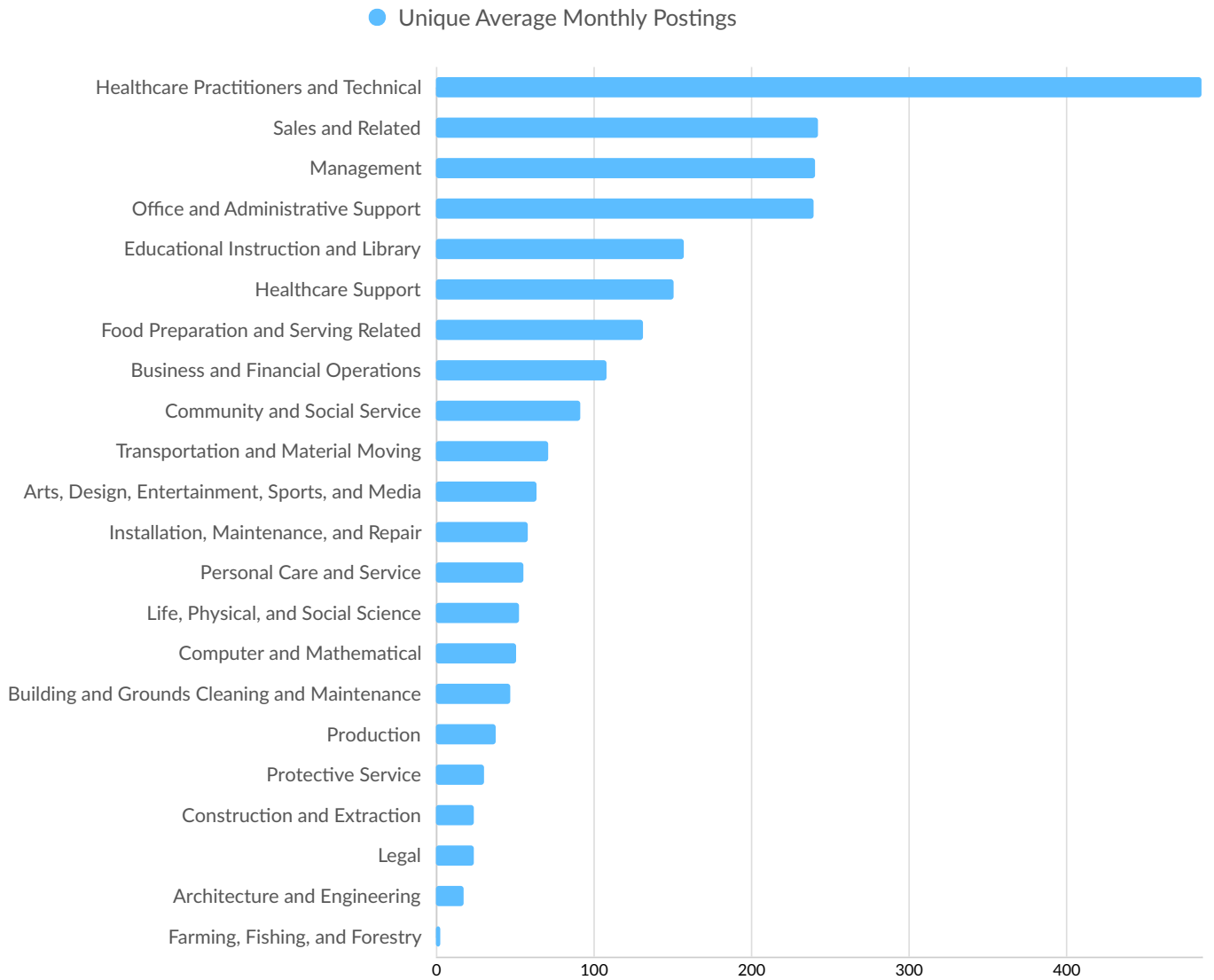
● Occupation Employment Concentration



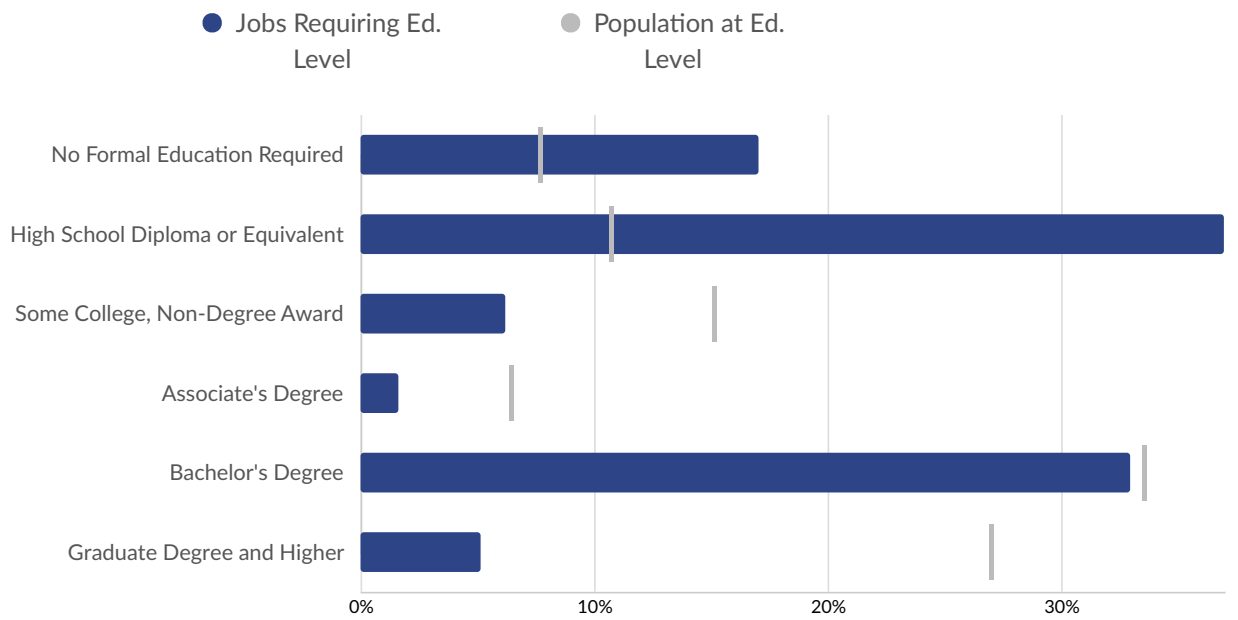
Top Occupation Earnings



Top Posted Occupations



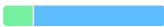




Underemployment



Educational Pipeline

In 2023, there were 1,270 graduates in Marin County, CA. This pipeline has grown by 34% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Business, Management, Marketing, and Related Support Services, Other" (Master's or Higher), and "Liberal Arts and Sciences/Liberal Studies" (Associate's).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Dominican University of California	853 	
College of Marin	417 	
San Francisco Theological Seminary (not current)	0	

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

In-Demand Skills

