



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

256,400

Population (2024)

Population decreased by 2,685 over the last 5 years and is projected to decrease by 6,152 over the next 5 years.

133,114

Total Regional Employment

Jobs decreased by 8,326 over the last 5 years but are projected to grow by 2,216 over the next 5 years.

\$142.8K

Median Household Income (2023)

Median household income is \$64.2K above the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population declined by 1.0% since 2019, falling by 2,685. Population is expected to decrease by 2.4% between 2024 and 2029, losing 6,152.
- From 2019 to 2024, jobs declined by 5.9% in Marin County, CA from 141,440 to 133,114. This change fell short of the national growth rate of 4.4% by 10.3%. As the number of jobs declined, the labor force participation rate decreased from 62.3% to 58.5% between 2019 and 2024.
- Concerning educational attainment, 32.8% of Marin County, CA residents possess a Bachelor's Degree (11.3% above the national average), and 6.0% hold an Associate's Degree (2.8% below the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Private Households.

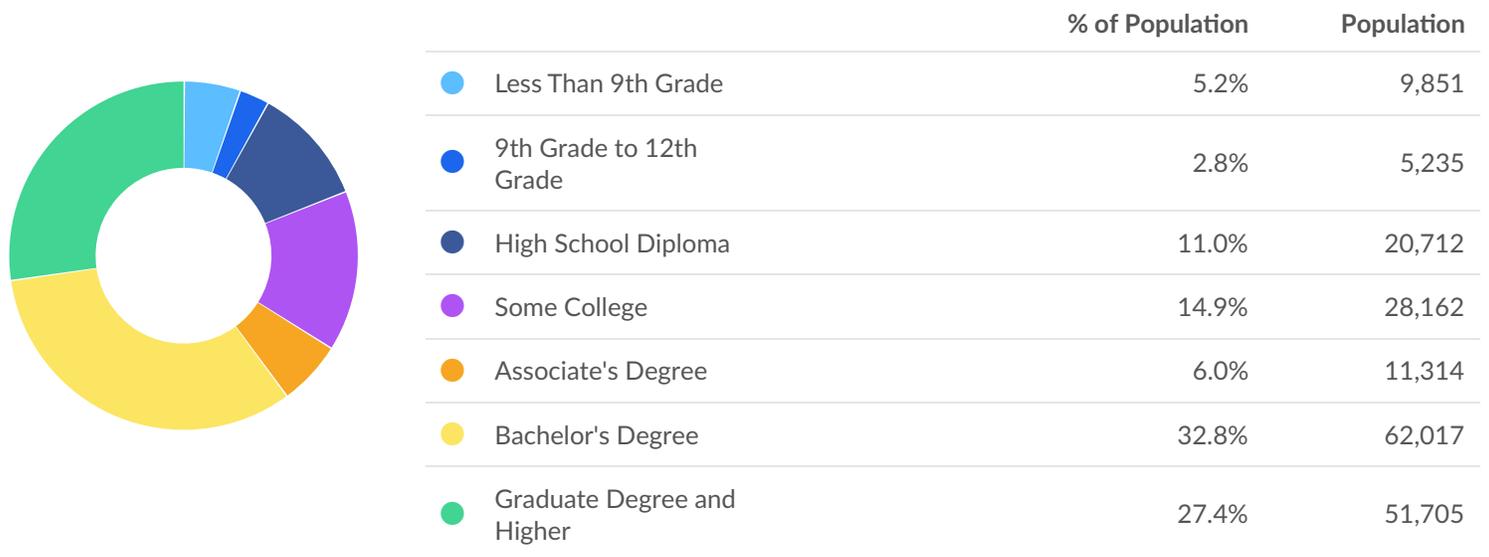
	Population (2025)	Labor Force (Sep 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	254,826	126,843	133,114	163.7	\$30.76B	\$33.50B	\$23.82B
State	39,189,106	19,983,464	20,654,885	135.2	\$4.00T	\$2.00T	\$2.81T

Sep 2025 Labor Force Breakdown



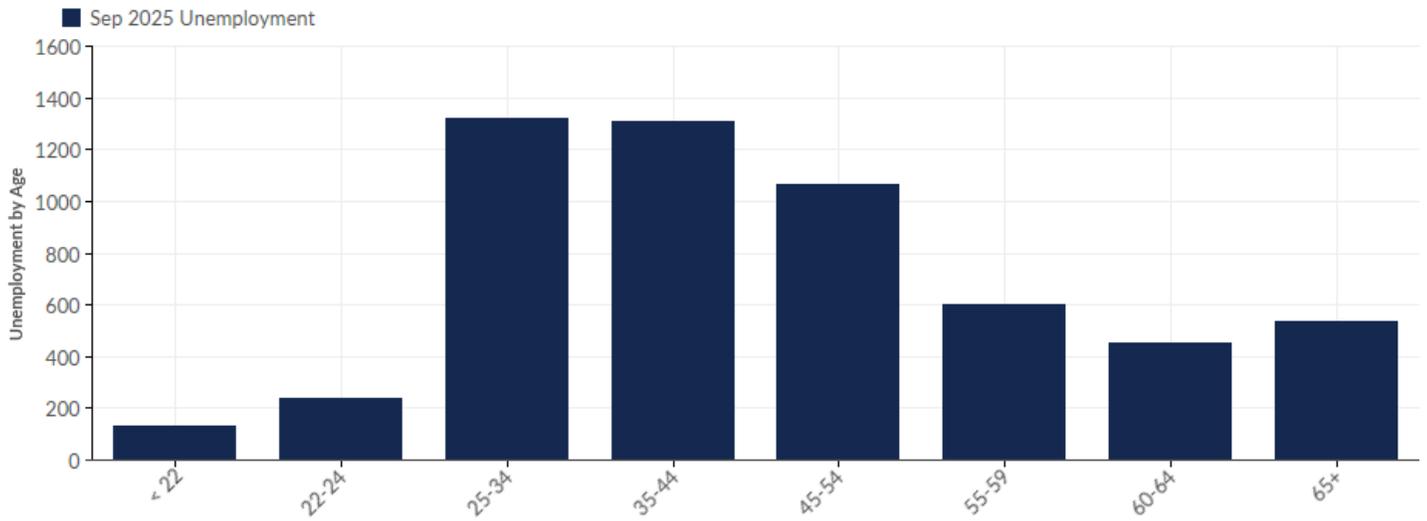
Educational Attainment

Concerning educational attainment, **32.8% of Marin County, CA residents possess a Bachelor's Degree** (11.3% above the national average), and **6.0% hold an Associate's Degree** (2.8% below the national average).



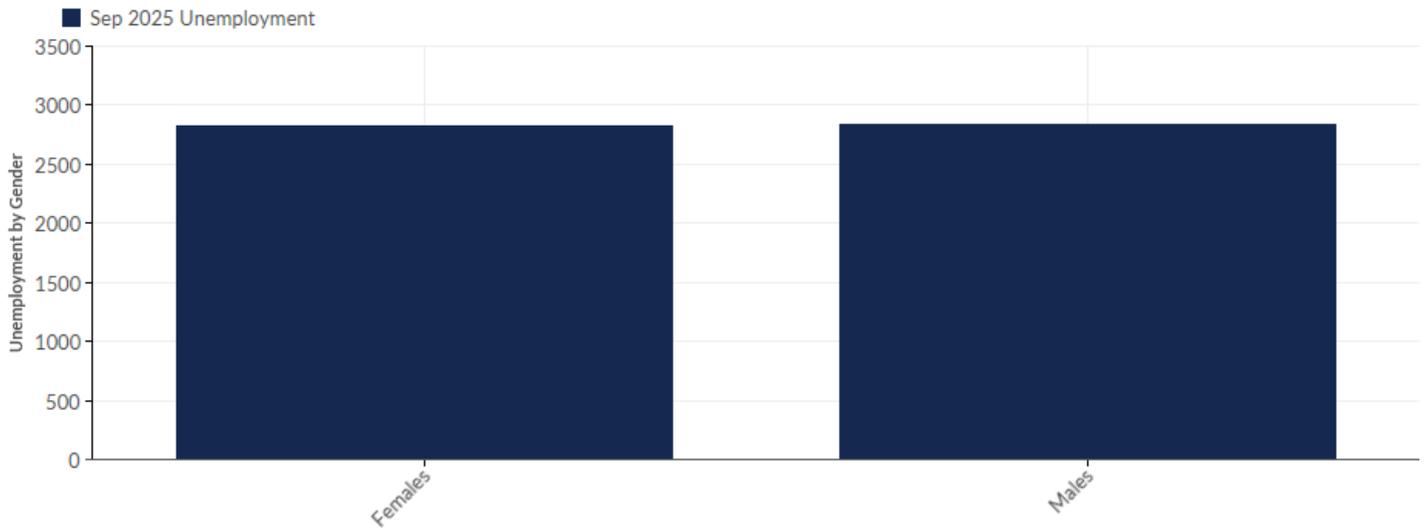
Unemployment by Demographics

Unemployment by Age



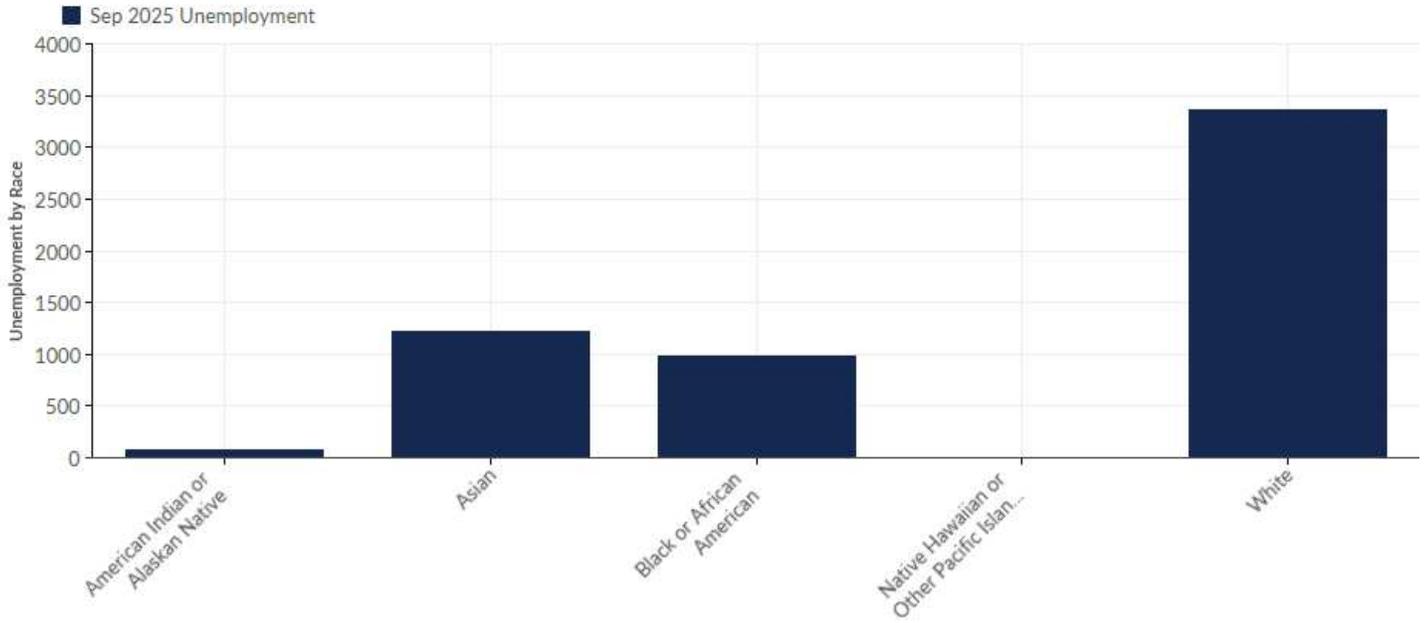
Age	Unemployment (Sep 2025)	% of Unemployed
< 22	128	2.27%
22-24	237	4.19%
25-34	1,322	23.40%
35-44	1,310	23.19%
45-54	1,067	18.88%
55-59	599	10.60%
60-64	454	8.04%
65+	534	9.45%
Total	5,650	100.00%

Unemployment by Gender



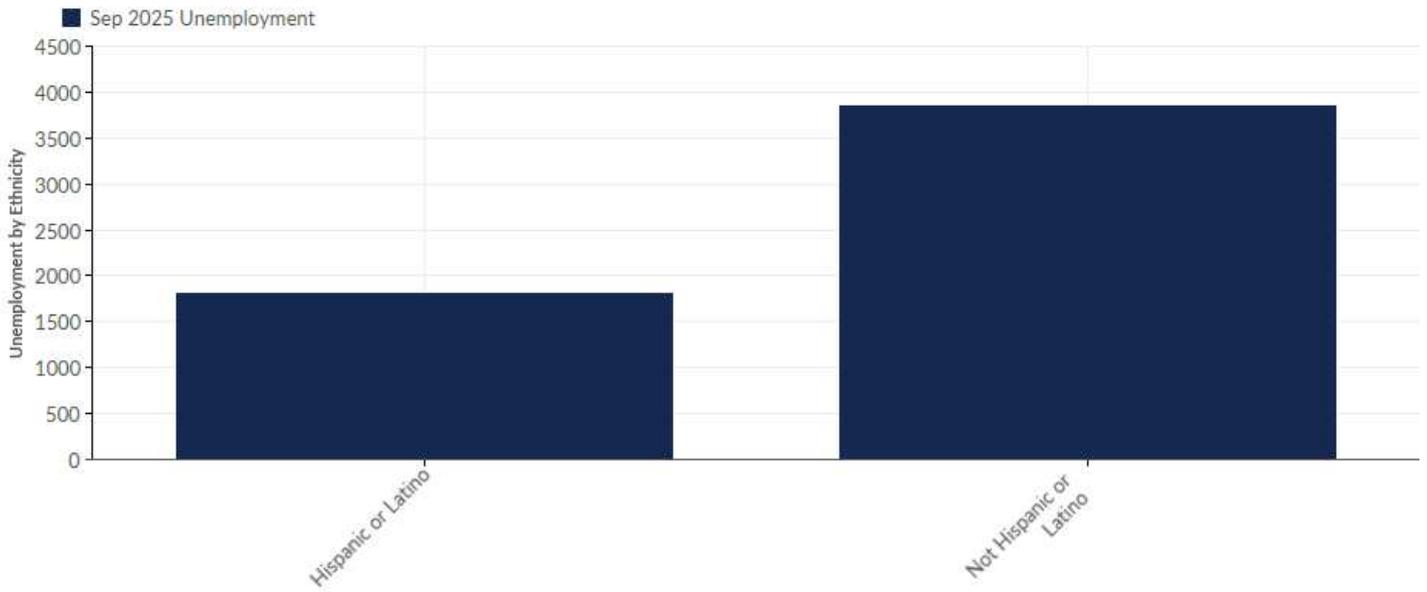
Gender	Unemployment (Sep 2025)	% of Unemployed
Females	2,819	49.89%
Males	2,831	50.11%
Total	5,650	100.00%

Unemployment by Race



Race	Unemployment (Sep 2025)	% of Unemployed
American Indian or Alaskan Native	80	1.42%
Asian	1,219	21.58%
Black or African American	984	17.42%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	3,367	59.59%
Total	5,650	100.00%

Unemployment by Ethnicity

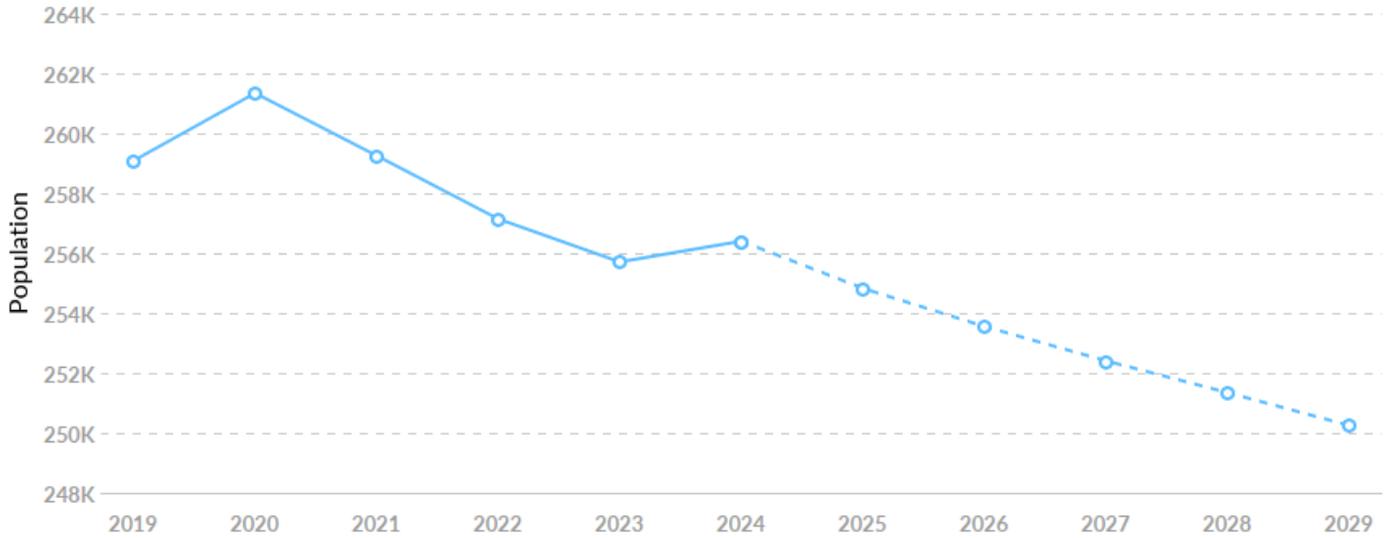


Ethnicity	Unemployment (Sep 2025)	% of Unemployed
Hispanic or Latino	1,807	31.98%
Not Hispanic or Latino	3,843	68.02%
Total	5,650	100.00%

Historic & Projected Trends

Population Trends

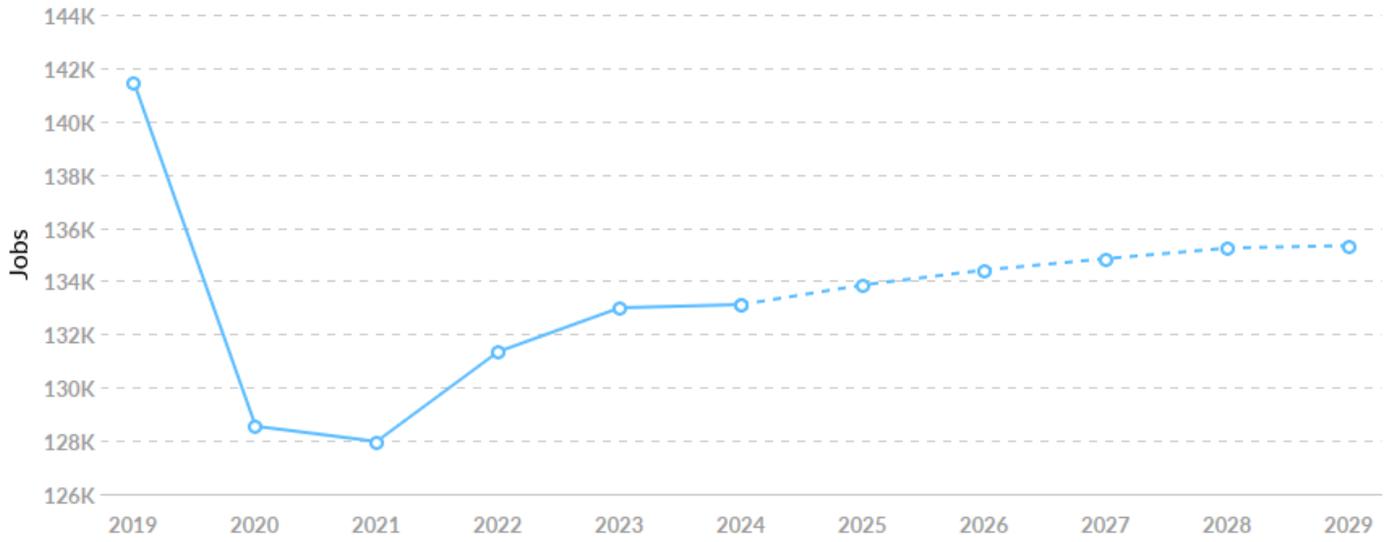
As of 2024 the region's population **declined by 1.0%** since 2019, falling by 2,685. Population is expected to **decrease by 2.4%** between 2024 and 2029, losing 6,152.



Timeframe	Population
2019	259,085
2020	261,341
2021	259,254
2022	257,143
2023	255,706
2024	256,400
2025	254,826
2026	253,552
2027	252,404
2028	251,344
2029	250,248

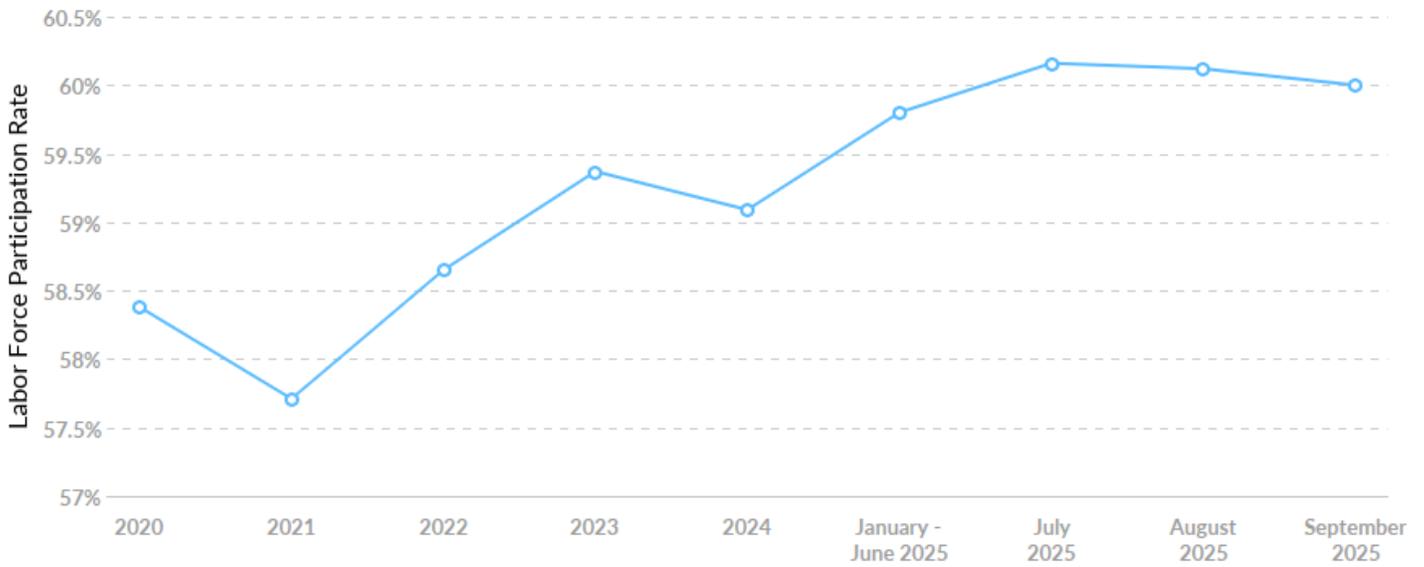
Job Trends

From 2019 to 2024, jobs declined by 5.9% in Marin County, CA from 141,440 to 133,114. This change fell short of the national growth rate of 4.4% by 10.3%.



Timeframe	Jobs
2019	141,440
2020	128,547
2021	127,973
2022	131,343
2023	132,992
2024	133,114
2025	133,849
2026	134,412
2027	134,837
2028	135,236
2029	135,330

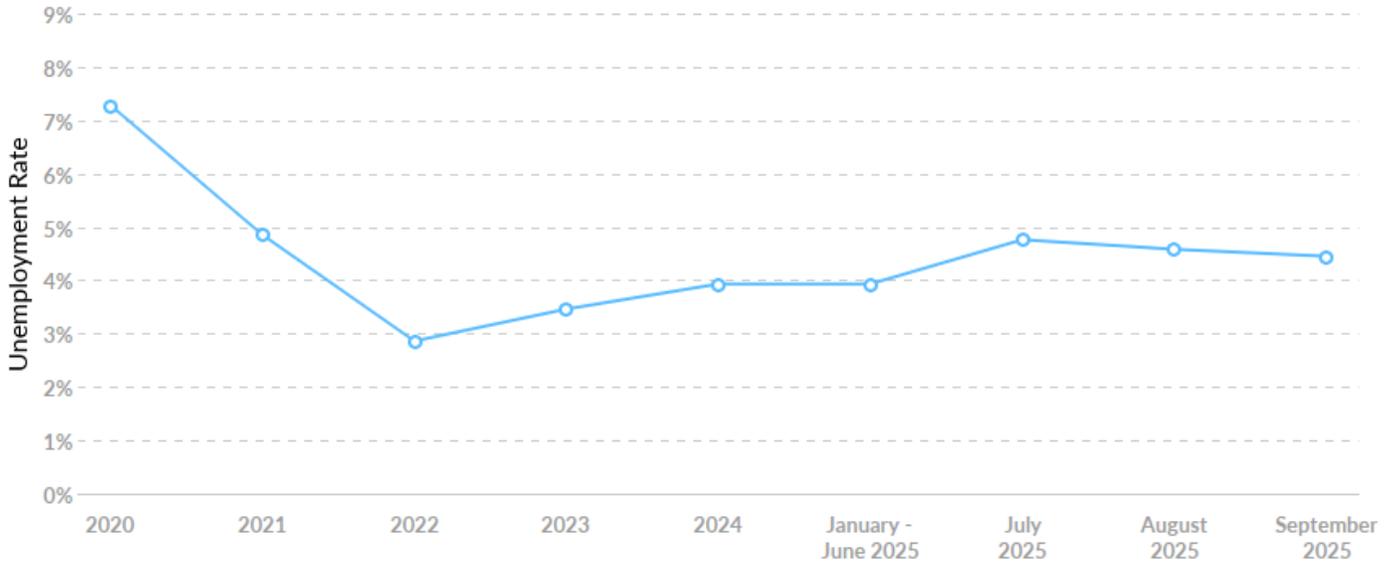
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	58.38%
2021	57.71%
2022	58.65%
2023	59.37%
2024	59.09%
January - June 2025	59.80%
July 2025	60.16%
August 2025	60.12%
September 2025	60.00%

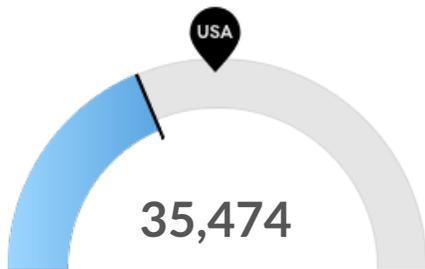
Unemployment Rate Trends

Marin County, CA had a September 2025 unemployment rate of 4.45%, **decreasing from 7.28%** 5 years before.



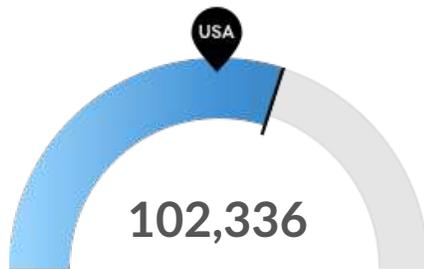
Timeframe	Unemployment Rate
2020	7.28%
2021	4.85%
2022	2.86%
2023	3.46%
2024	3.93%
January - June 2025	3.93%
July 2025	4.76%
August 2025	4.58%
September 2025	4.45%

Population Characteristics



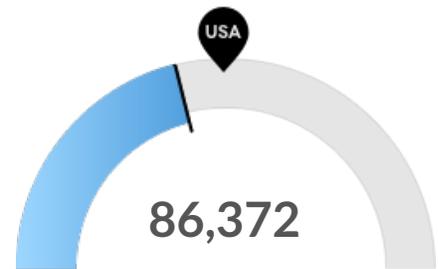
Millennials

Marin County, CA has 35,474 millennials (ages 25-39). The national average for an area this size is 52,488.



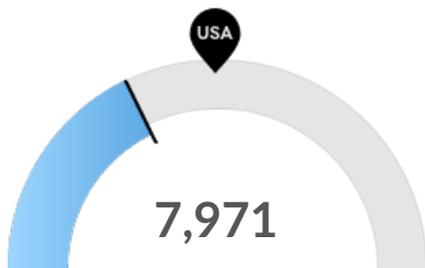
Retiring Soon

Retirement risk is high in Marin County, CA. The national average for an area this size is 77,529 people 55 or older, while there are 102,336 here.



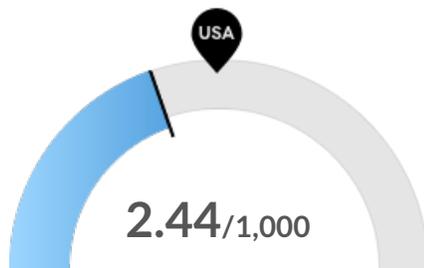
Racial Diversity

Racial diversity is low in Marin County, CA. The national average for an area this size is 109,068 racially diverse people, while there are 86,372 here.



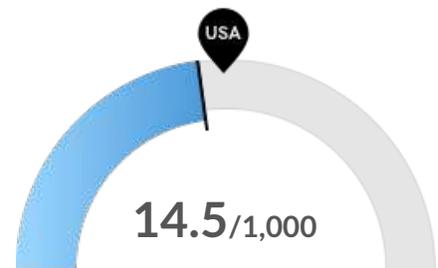
Veterans

Marin County, CA has 7,971 veterans. The national average for an area this size is 12,579.



Violent Crime

Marin County, CA has 2.44 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

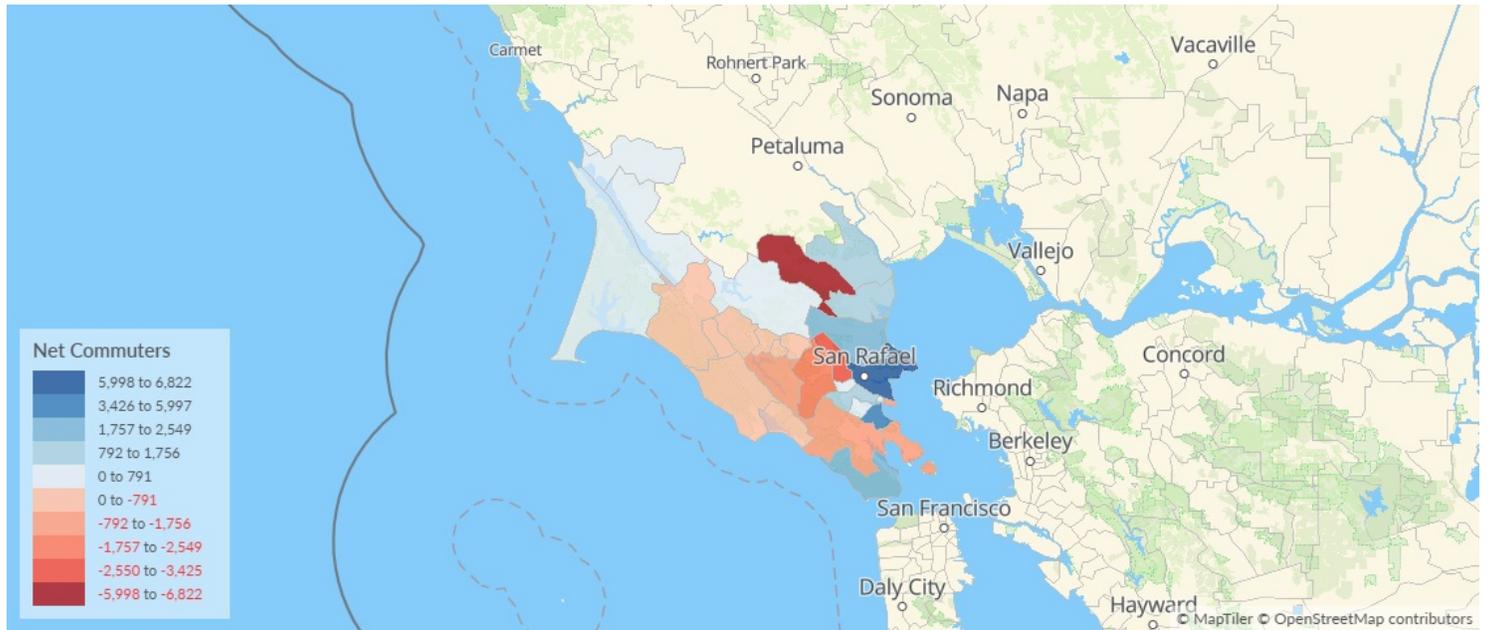


Property Crime

Marin County, CA has 14.5 property crimes per 1,000 people. The national rate is 16.44 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	2024 Employment
94901	San Rafael, CA (in Marin...	27,159
94903	San Rafael, CA (in Marin...	18,067
94941	Mill Valley, CA (in Marin...	13,725
94945	Novato, CA (in Marin co...	11,277
94949	Novato, CA (in Marin co...	10,813

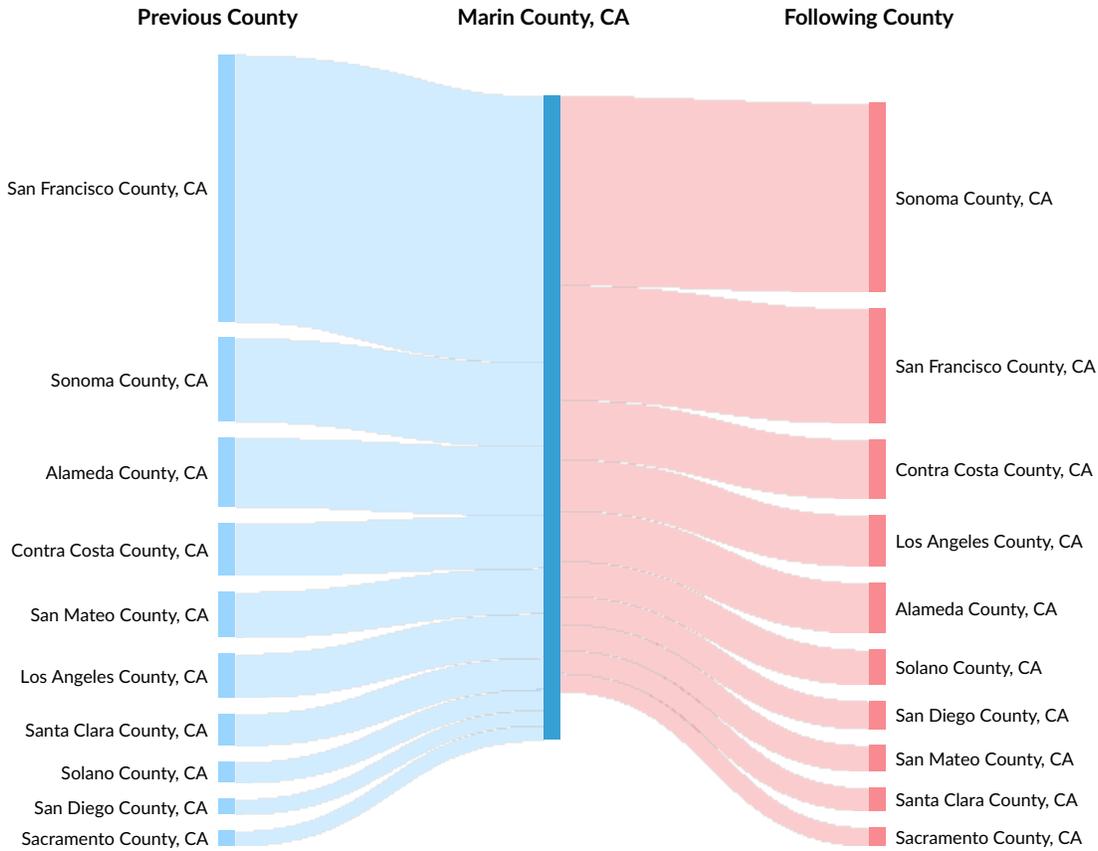
Where Talent Lives

ZIP	Name	2024 Workers
94901	San Rafael, CA (in Marin...	21,161
94903	San Rafael, CA (in Marin...	16,240
94941	Mill Valley, CA (in Marin...	14,845
94947	Novato, CA (in Marin co...	13,213
94949	Novato, CA (in Marin co...	10,021

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**.

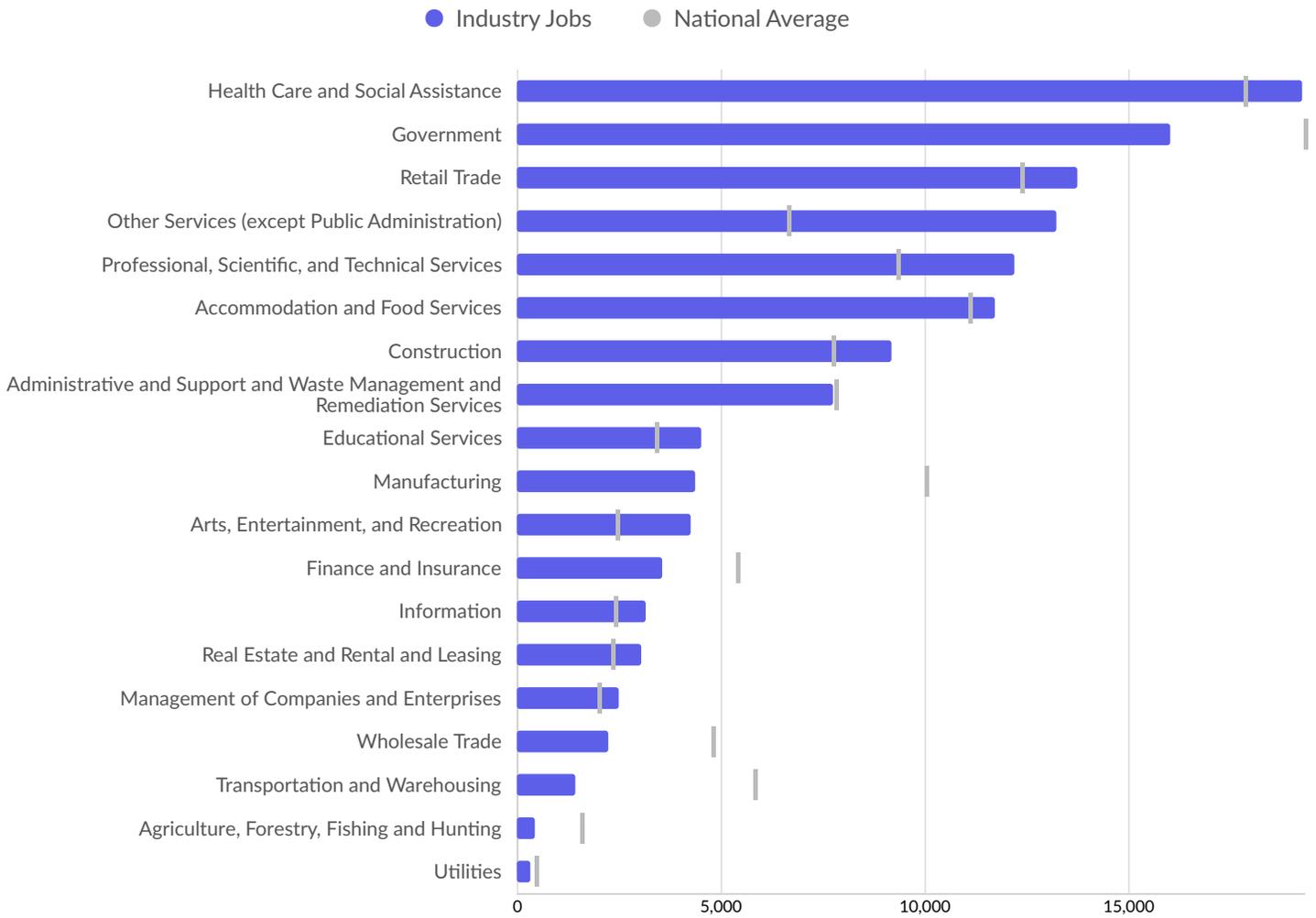


Top Previous Counties	Migrations
San Francisco County, CA	2,479
Sonoma County, CA	775
Alameda County, CA	639
Contra Costa County, CA	487
San Mateo County, CA	423
Los Angeles County, CA	407

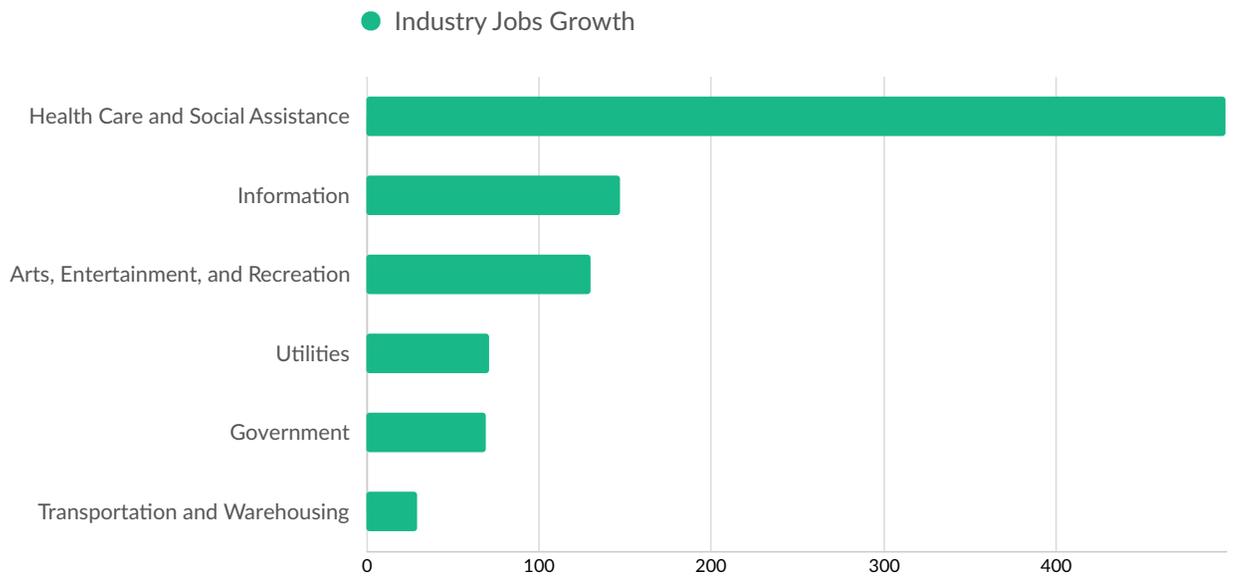
Top Previous Counties	Migrations
Santa Clara County, CA	295
Solano County, CA	192
San Diego County, CA	142
Sacramento County, CA	140
King County, WA	110
New York County, NY	99
Orange County, CA	93
Napa County, CA	87
Riverside County, CA	59
Top Following Counties	Migrations
Sonoma County, CA	1,757
San Francisco County, CA	1,064
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	243
Santa Clara County, CA	215
Sacramento County, CA	172
Placer County, CA	163
Orange County, CA	158
King County, WA	153
New York County, NY	127
Napa County, CA	122

Industry Characteristics

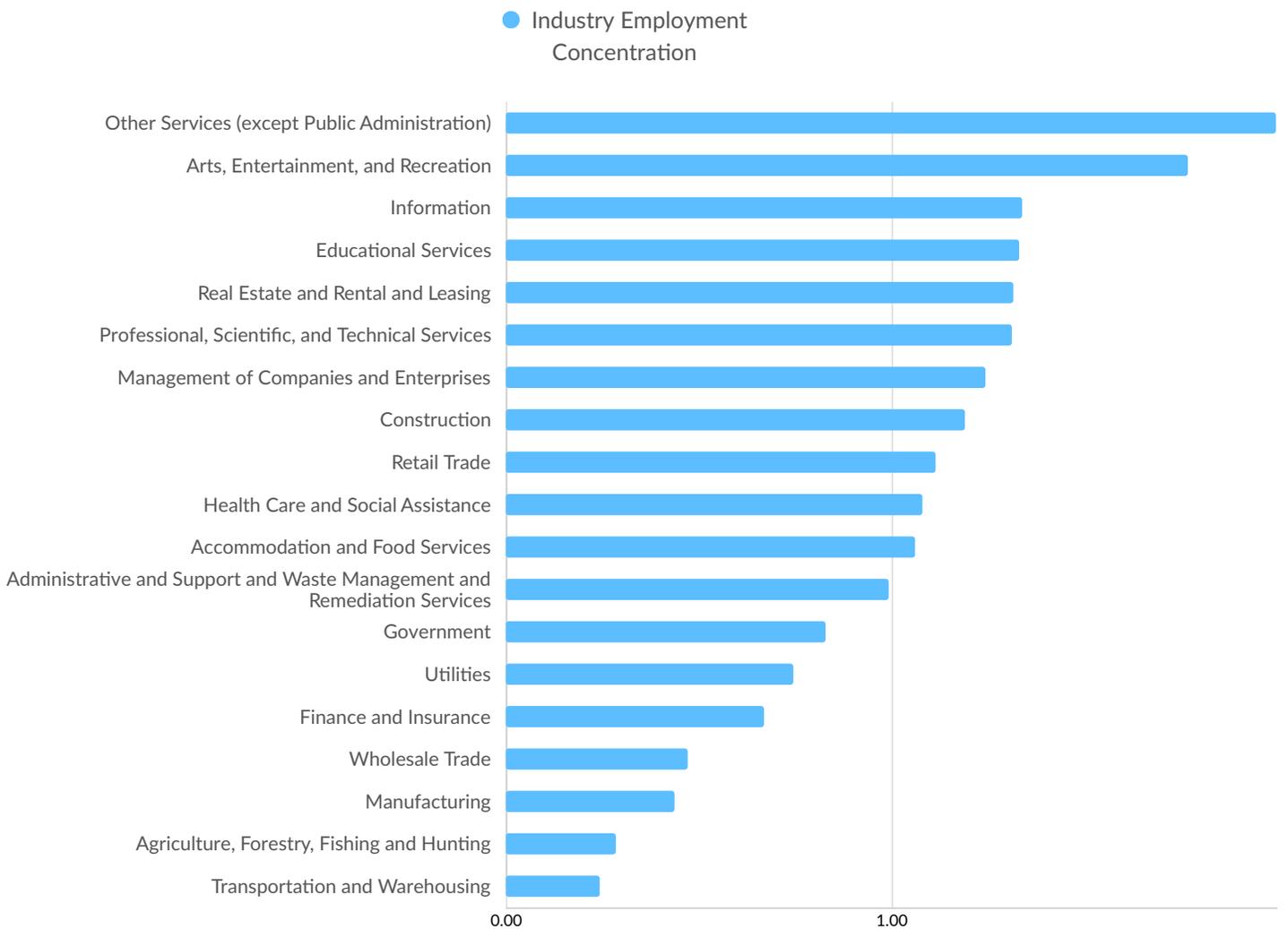
Largest Industries



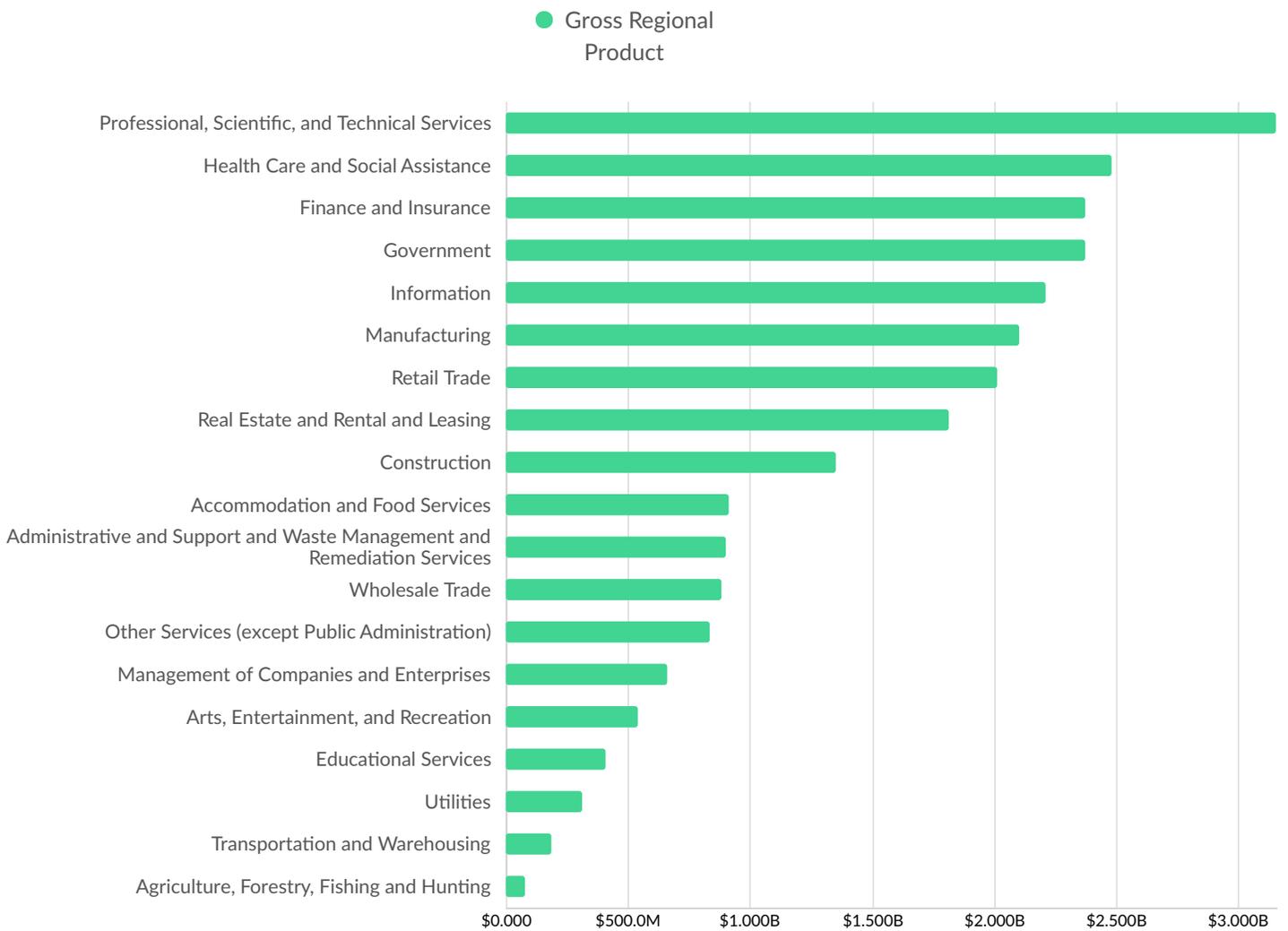
Top Growing Industries



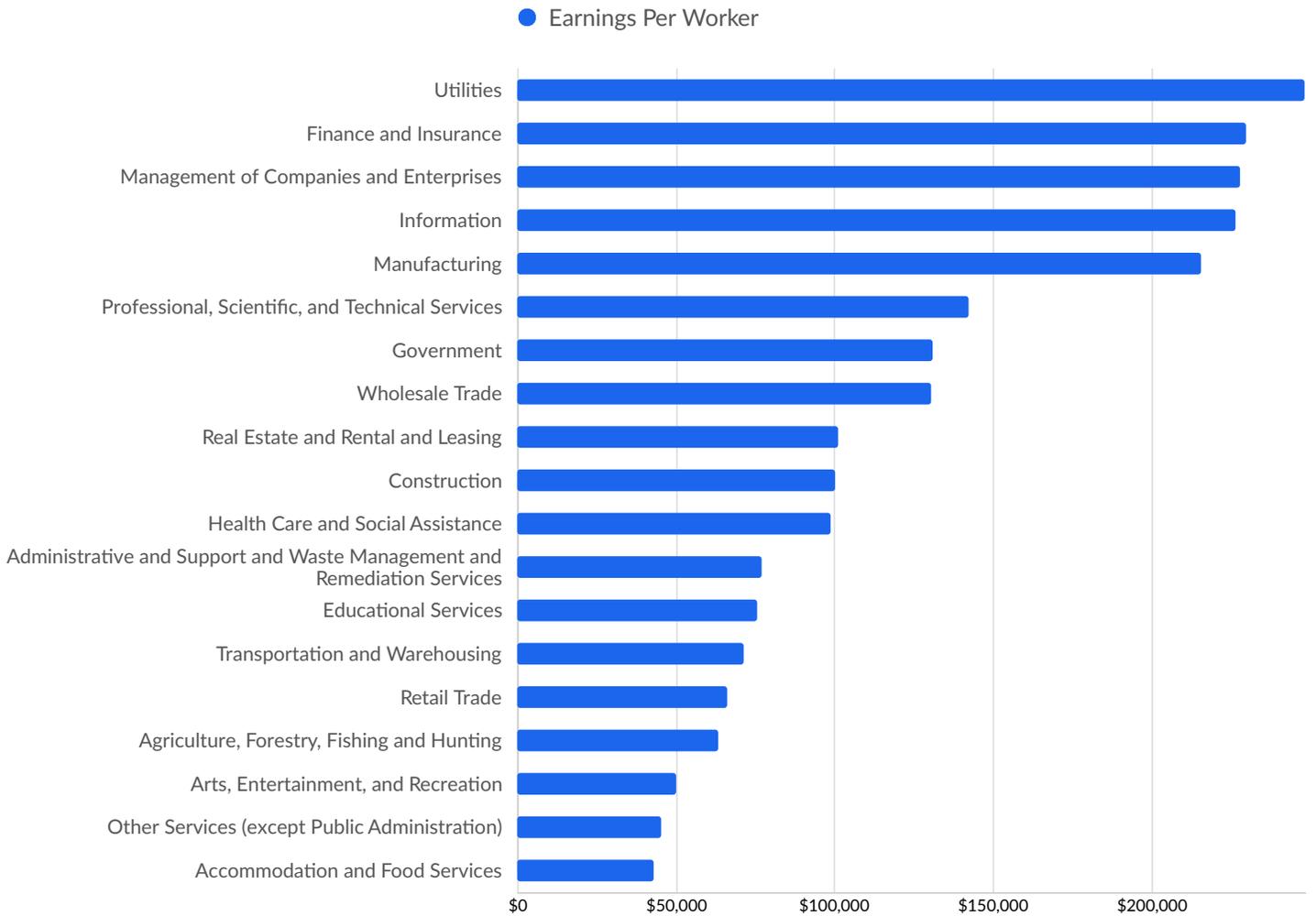
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



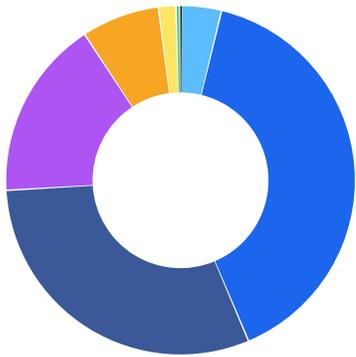
Business Characteristics

38,895 Companies Employ Your Workers

Online profiles for your workers mention 38,895 companies as employers, with the top 10 appearing below. In the last 12 months, 2,863 companies in Marin County, CA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kaiser Permanente	891 	MarinHealth	803 
County Of Marin	701 	Swing Education	560 
MarinHealth	525 	Biomarin Pharmaceutical	521 
Biomarin Pharmaceutical	469 	Soliant Health	322 
College of Marin	398 	Kaiser Permanente	312 
Autodesk	391 	AMN Healthcare	288 
Warburg Pincus	379 	Robert Half	256 
Wells Fargo	330 	Amergis	255 
Dominican University of Califor...	324 	CompHealth	246 
Coldwell Banker	311 	College of Marin	218 

Business Size

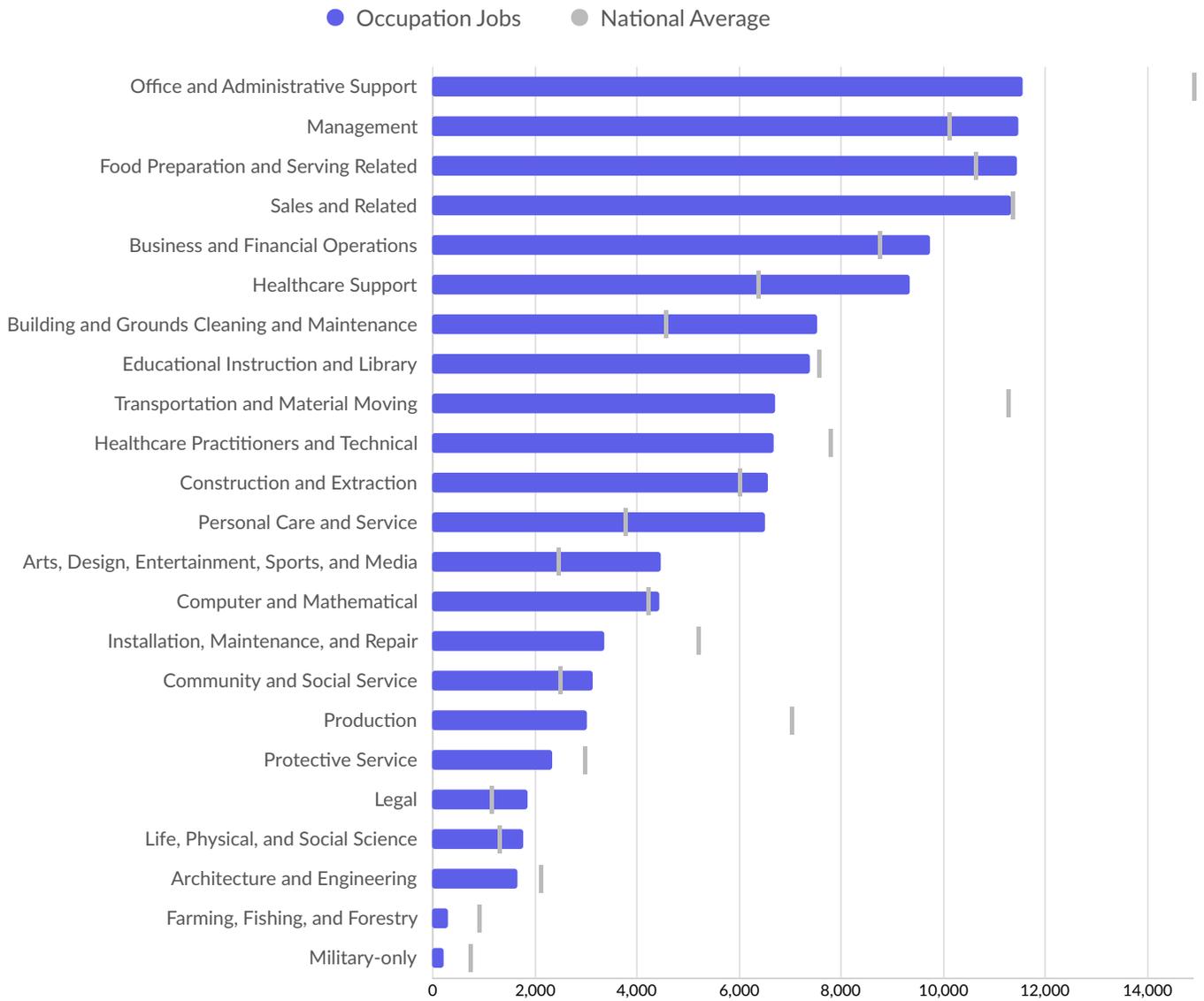


	Percentage	Business Count
1 to Professional employees	3.7%	492
1 to 4 employees	39.8%	5,283
5 to 9 employees	30.4%	4,037
10 to 19 employees	16.7%	2,210
20 to 49 employees	7.2%	957
50 to 99 employees	1.6%	214
100 to 249 employees	0.4%	48
250 to 499 employees	0.1%	13
500+ employees	0.0%	4

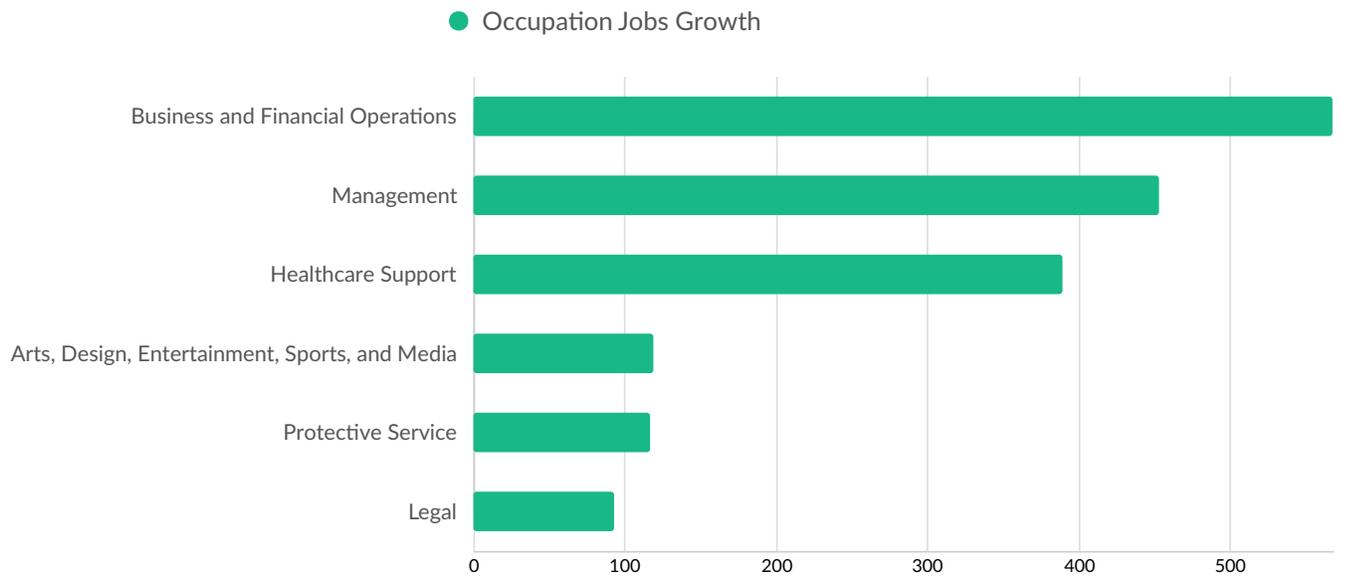
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations



Top Occupation Employment Concentration

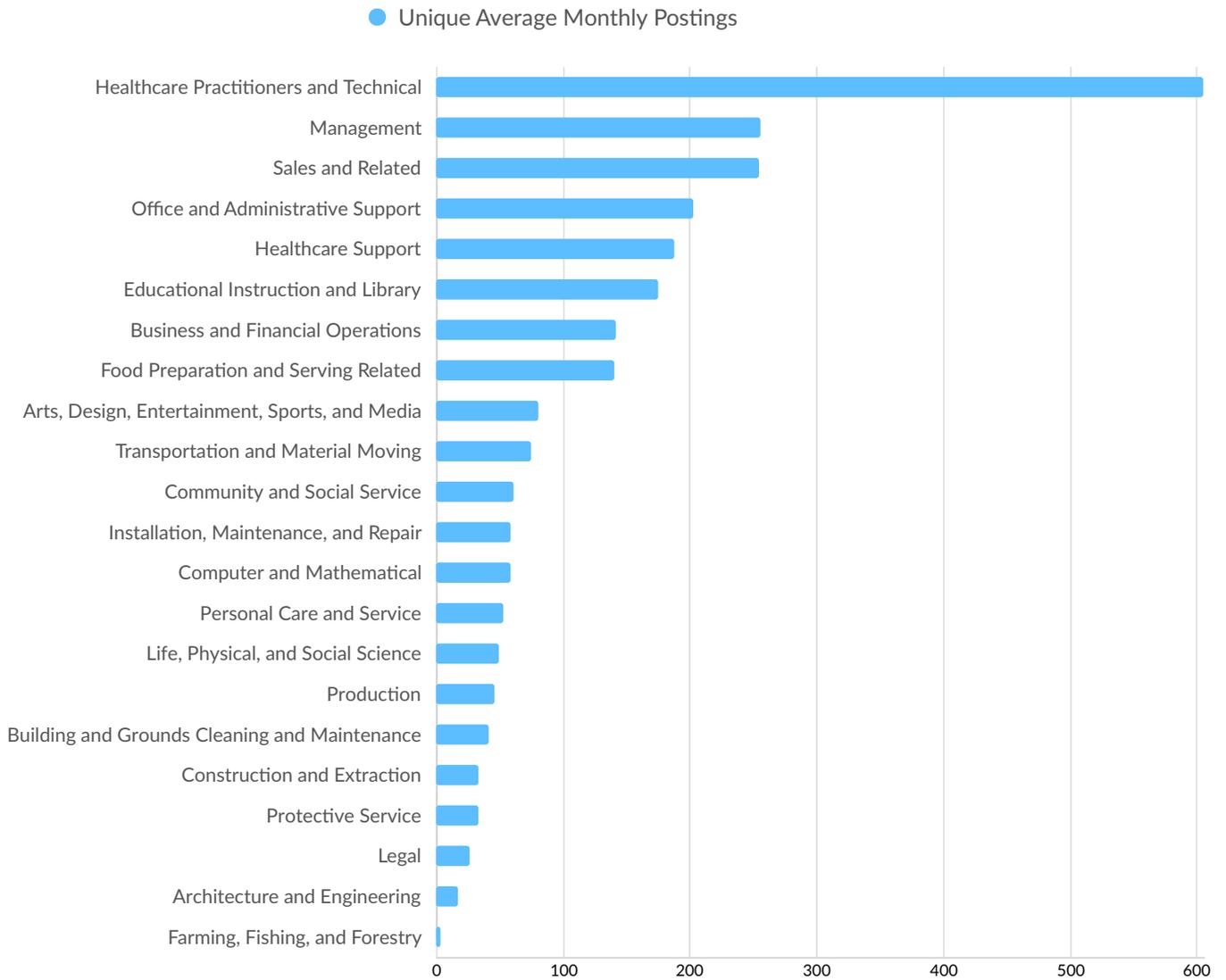
● Occupation Employment Concentration



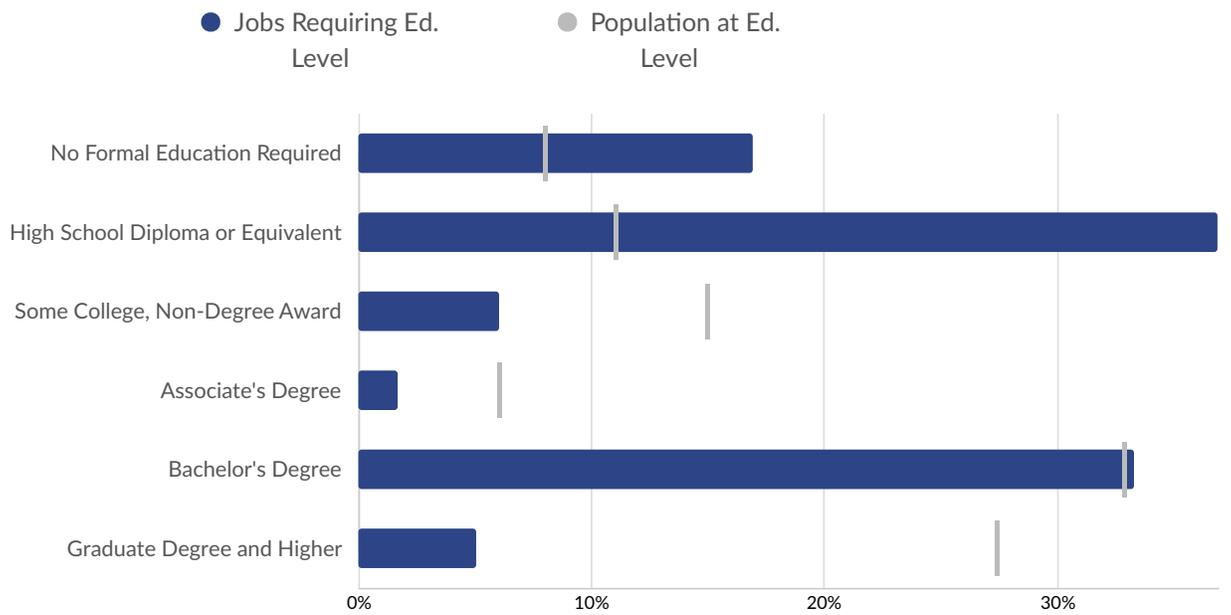
Top Occupation Earnings



Top Posted Occupations

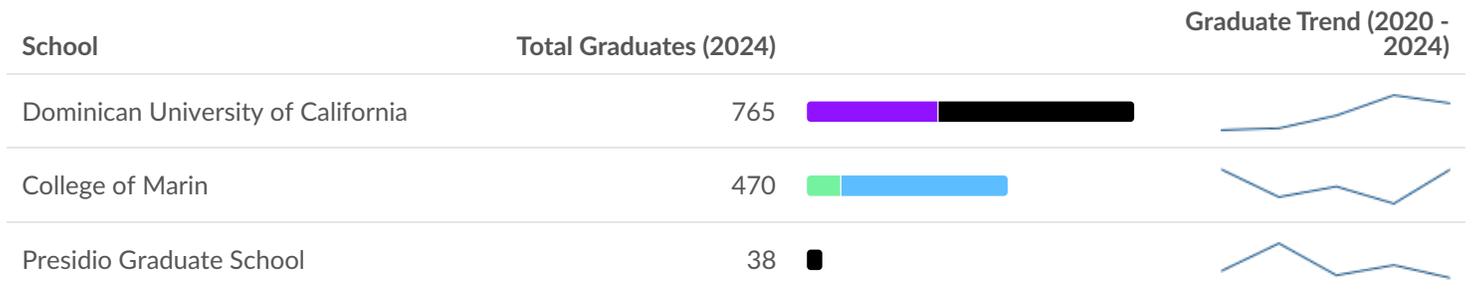


Underemployment



Educational Pipeline

In 2024, there were 1,273 graduates in Marin County, CA. This pipeline has grown by 28% over the last 5 years. The highest share of these graduates come from "Business, Management, Marketing, and Related Support Services, Other" (Master's or Higher), "Registered Nursing/Registered Nurse" (Bachelor's), and "Liberal Arts and Sciences/Liberal Studies" (Associate's).



In-Demand Skills

