

January 26, 2018



# Economic Overview

## Marina



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# Demographic Profile

The population in the Marina was 23,851 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 12,004 with a participation rate of 63.1%. Of individuals 25 to 64 in the Marina, 34.8% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the Marina is \$58,161 and the median house value is \$395,400.

Summary <sup>1</sup>						
	Percent			Value		
	Marina	California	USA	Marina	California	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	23,851	38,654,206	318,558,162
Male	49.5%	49.7%	49.2%	11,797	19,200,970	156,765,322
Female	50.5%	50.3%	50.8%	12,054	19,453,236	161,792,840
Median Age <sup>2</sup>	—	—	—	35.5	36.0	37.7
Under 18 Years	21.8%	23.6%	23.1%	5,210	9,140,283	73,612,438
18 to 24 Years	13.8%	10.2%	9.8%	3,291	3,959,511	31,296,577
25 to 34 Years	13.7%	14.7%	13.6%	3,266	5,701,167	43,397,907
35 to 44 Years	12.0%	13.3%	12.7%	2,864	5,159,031	40,548,400
45 to 54 Years	13.1%	13.5%	13.6%	3,129	5,215,194	43,460,466
55 to 64 Years	12.7%	11.6%	12.6%	3,020	4,502,038	40,061,742
65 to 74 Years	7.1%	7.3%	8.3%	1,700	2,822,406	26,355,308
75 Years, and Over	5.7%	5.6%	6.2%	1,371	2,154,576	19,825,324
Race: White	54.0%	61.3%	73.3%	12,873	23,680,584	233,657,078
Race: Black or African American	6.4%	5.9%	12.6%	1,521	2,261,835	40,241,818
Race: American Indian and Alaska Native	1.0%	0.7%	0.8%	227	285,512	2,597,817
Race: Asian	16.7%	13.9%	5.2%	3,995	5,354,608	16,614,625
Race: Native Hawaiian and Other Pacific Islander	2.6%	0.4%	0.2%	610	150,908	560,021
Race: Some Other Race	6.4%	13.3%	4.8%	1,535	5,133,600	15,133,856
Race: Two or More Races	13.0%	4.6%	3.1%	3,090	1,787,159	9,752,947
Hispanic or Latino (of any race)	25.8%	38.6%	17.3%	6,156	14,903,982	55,199,107
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	63.1%	63.3%	63.3%	12,004	19,260,868	159,807,099
Armed Forces Labor Force	0.6%	0.4%	0.4%	112	130,452	1,011,641
Veterans, Age 18-64	9.0%	3.5%	5.1%	1,395	858,263	10,165,671
Median Household Income <sup>2</sup>	—	—	—	\$58,161	\$63,783	\$55,322
Per Capita Income	—	—	—	\$26,625	\$31,458	\$29,829
Poverty Level (of all people)	17.8%	15.8%	15.1%	4,105	6,004,257	46,932,225
Households Receiving Food Stamps	7.0%	9.4%	13.0%	608	1,205,984	15,360,951
Mean Commute Time (minutes)	—	—	—	23.9	28.4	26.1

Summary <sup>1</sup>						
	Percent			Value		
	Marina	California	USA	Marina	California	USA
Commute via Public Transportation	3.2%	5.2%	5.1%	357	894,813	7,476,312
Union Membership <sup>3</sup>	17.2%	15.6%	10.7%	—	—	—
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	12.8%	17.2%	11.6%	1,569	3,530,335	19,478,050
High School Graduate	16.9%	20.3%	26.1%	2,079	4,170,491	43,788,541
Some College, No Degree	25.2%	22.0%	21.5%	3,089	4,532,783	36,025,193
Associate's Degree	10.4%	8.0%	8.9%	1,271	1,636,710	14,962,488
Bachelor's Degree	21.0%	20.9%	20.2%	2,575	4,304,717	33,845,524
Postgraduate Degree	13.8%	11.7%	11.6%	1,696	2,402,394	19,368,719
<b>Housing</b>						
Total Housing Units	—	—	—	9,355	13,911,737	134,054,899
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$395,400	\$409,300	\$184,700
Homeowner Vacancy	0.6%	1.3%	1.8%	18	89,797	1,395,797
Rental Vacancy	4.3%	3.8%	6.2%	255	232,391	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	63.8%	45.9%	36.4%	5,538	5,878,380	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.4%	7.6%	9.0%	471	974,500	10,562,847
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	1.1%	1.6%	1.4%	258	620,023	4,433,703
Disconnected Youth <sup>4</sup>	1.2%	2.3%	2.8%	17	48,002	485,589
Children in Single Parent Families (% of all children)	43.4%	33.7%	34.7%	2,087	2,942,866	24,318,038
With a Disability, Age 18-64	10.9%	8.2%	10.3%	1,679	1,977,309	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	47.7%	40.4%	41.0%	801	799,244	8,278,834
Foreign Born	22.3%	27.0%	13.2%	5,329	10,437,630	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	16.6%	18.6%	8.5%	3,661	6,730,055	25,440,956

Source: [JobsEQ®](#)

1. American Community Survey 2012-2016, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

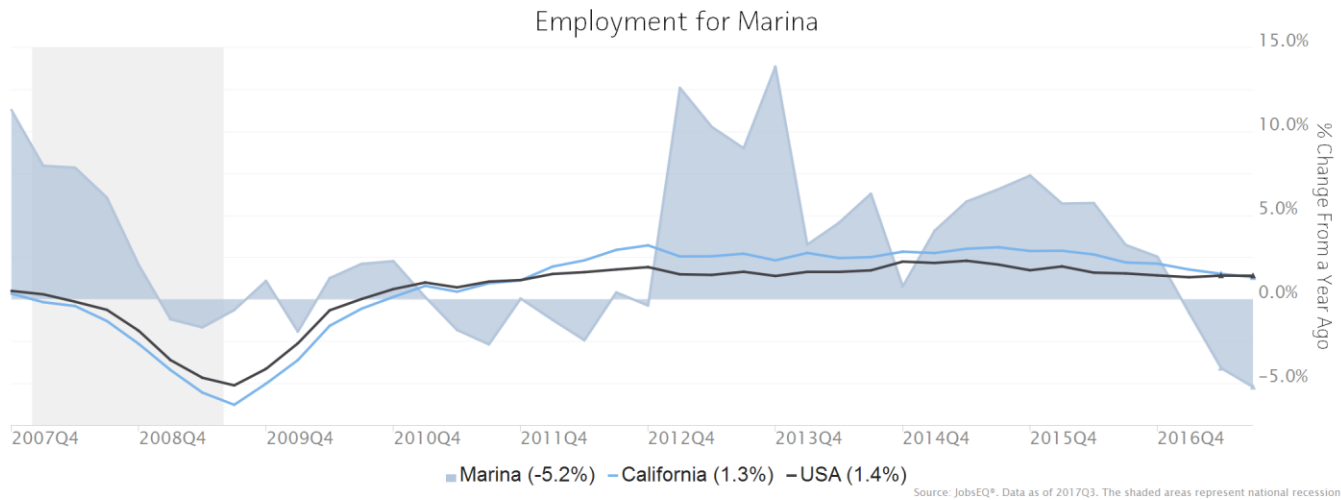
3. 2016; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

5. Census 2016, annual average growth rate since 2006

# Employment Trends

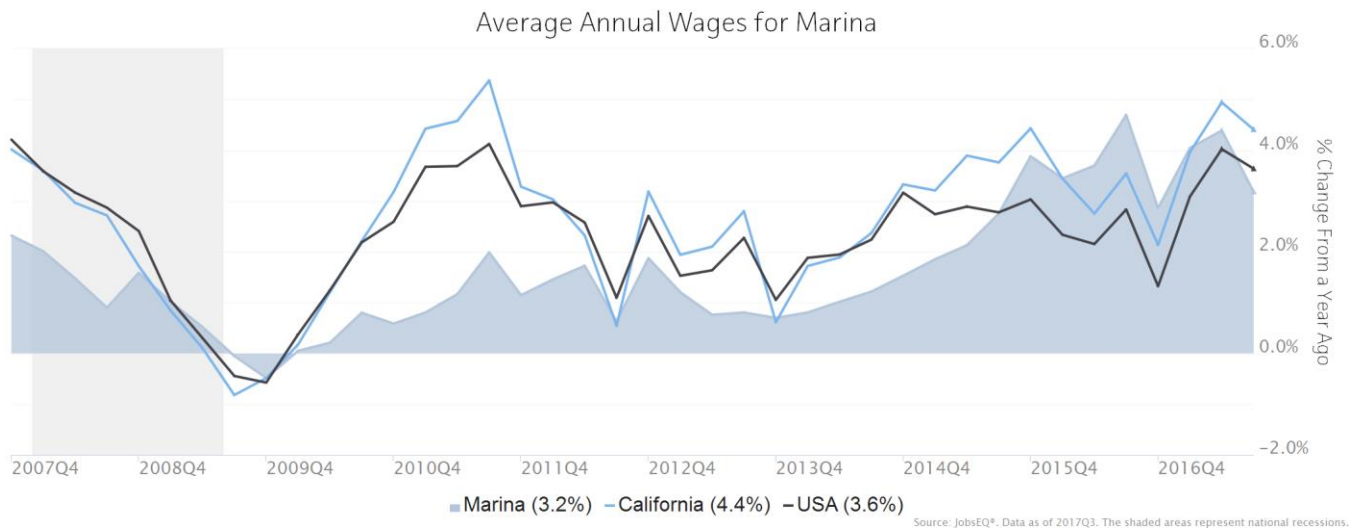
As of 2017Q3, total employment for the Marina was 5,348 (based on a four-quarter moving average). Over the year ending 2017Q3, employment declined 5.2% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q1 with preliminary estimates updated to 2017Q3.

# Wage Trends

The average worker in the Marina earned annual wages of \$47,922 as of 2017Q3. Average annual wages per worker increased 3.2% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$54,666 in the nation as of 2017Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q1 with preliminary estimates updated to 2017Q3.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 29.4% higher in Marina than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Marina	\$47,922	129.4	\$37,037
California	\$64,631	142.7	\$45,288
USA	\$54,666	100.0	\$54,666

Source: [JobsEQ®](#)

Data as of 2017Q3

Cost of Living per C2ER, data as of 2017q2, imputed by Chmura where necessary.



		Current			Historical				Forecast		
		Four Quarters Ending with 2017q3			Total Change over the Last 5 Years	Average Annual % Change in Employment 2012q3-2017q3			Over the Next 1 Year		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient		Empl	Marina	California	USA	Total Approx Sep Demand	Total Growth Demand
11	Agriculture, Forestry, Fishing and Hunting	178	\$66,379	2.34	-57	-5.4%	1.1%	0.7%	19	2	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	89	\$118,189	4.19	56	21.8%	-7.0%	-5.3%	9	1	0.9%
22	Utilities	100	\$112,240	3.52	0	0.0%	0.4%	0.2%	9	1	1.1%
23	Construction	407	\$54,383	1.37	84	4.7%	5.2%	3.4%	40	5	1.3%
31	Manufacturing	133	\$51,185	0.30	17	2.8%	0.9%	0.8%	14	-1	-0.4%
42	Wholesale Trade	100	\$77,065	0.48	-16	-2.9%	1.3%	0.9%	11	1	0.9%
44	Retail Trade	897	\$32,965	1.56	-9	-0.2%	1.5%	1.3%	120	4	0.5%
48	Transportation and Warehousing	159	\$55,516	0.71	77	14.1%	4.6%	2.6%	17	1	0.4%
51	Information	36	\$62,399	0.34	-5	-2.3%	4.1%	0.9%	4	0	0.2%
52	Finance and Insurance	44	\$92,089	0.20	-14	-5.4%	1.0%	1.1%	4	0	0.6%
53	Real Estate and Rental and Leasing	77	\$56,768	0.85	-34	-7.1%	2.0%	2.0%	8	0	0.4%
54	Professional, Scientific, and Technical Services	154	\$70,909	0.44	-32	-3.7%	1.8%	2.3%	13	2	1.3%
55	Management of Companies and Enterprises	2	\$94,967	0.03	-4	-19.3%	2.8%	2.7%	0	0	0.8%
56	Administrative and Support and Waste Management and Remediation Services	559	\$34,975	1.61	228	11.0%	3.3%	2.5%	65	5	0.8%
61	Educational Services	301	\$53,666	0.68	62	4.7%	1.6%	0.7%	28	2	0.8%
62	Health Care and Social Assistance	1,125	\$55,676	1.48	709	22.0%	6.8%	2.5%	107	36	3.2%
71	Arts, Entertainment, and Recreation	71	\$35,570	0.67	5	1.5%	2.1%	2.3%	10	0	0.7%
72	Accommodation and Food Services	498	\$27,291	1.03	22	0.9%	4.2%	3.0%	81	4	0.8%
81	Other Services (except Public Administration)	118	\$34,346	0.50	-111	-12.4%	-5.5%	-0.2%	13	1	0.9%
92	Public Administration	238	\$74,505	0.94	7	0.6%	0.5%	0.1%	22	1	0.4%
99	Unclassified	61	\$36,287	4.60	58	82.0%	19.1%	17.1%	7	1	0.9%
	Total - All Industries	5,348	\$47,922	1.00	1,044	4.4%	2.5%	1.7%	586	70	1.3%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q1 with preliminary estimates updated to 2017Q3. Forecast employment growth uses national projections adapted for regional growth patterns.



# Occupation Snapshot

The largest major occupation group in the Marina is Office and Administrative Support Occupations, employing 714 workers. The next-largest occupation groups in the region are Sales and Related Occupations (697 workers) and Food Preparation and Serving Related Occupations (436). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 4.30), Personal Care and Service Occupations (1.91), and Community and Social Service Occupations (1.42).

Occupation groups in the Marina with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$105,800), Management Occupations (\$98,500), and Architecture and Engineering Occupations (\$94,800). The unemployment rate in the region varied among the major groups from 1.8% among Legal Occupations to 8.4% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Marina is expected to be Personal Care and Service Occupations with a +3.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Personal Care and Service Occupations (+14 jobs) and Healthcare Practitioners and Technical Occupations (+7). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (103 jobs) and Office and Administrative Support Occupations (82).

Occupation Snapshot in Marina														
		Current					Historical				Forecast			
		Four Quarters Ending with 2017q3			2017q3		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2012q3-2017q3			Over the Next 1 Year			
SOC	Occupation	Empl	Avg. Annual Wages <sup>1</sup>	LQ	Unempl	Unempl Rate	Empl	Marina	California	USA	Current Online Job Ads <sup>2</sup>	Total Sep Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management	278	\$98,500	0.86	15	2.3%	50	4.1%	2.4%	1.5%	24	23	4	1.6%
13-0000	Business and Financial Operations	179	\$80,100	0.65	17	3.9%	21	2.5%	2.1%	1.6%	9	17	3	1.5%
15-0000	Computer and Mathematical	59	\$87,500	0.38	8	3.8%	6	2.0%	3.7%	2.4%	8	4	1	1.5%
17-0000	Architecture and Engineering	73	\$94,800	0.80	4	3.7%	9	2.6%	1.2%	1.0%	0	5	1	1.1%
19-0000	Life, Physical, and Social Science	39	\$82,500	0.89	3	3.9%	9	5.4%	1.4%	1.1%	0	3	1	1.4%
21-0000	Community and Social Service	122	\$47,200	1.42	5	3.2%	69	18.1%	6.4%	1.9%	11	15	4	2.9%
23-0000	Legal	21	\$84,500	0.48	1	1.8%	-5	-4.0%	1.0%	0.4%	0	1	0	1.4%
25-0000	Education, Training, and Library	298	\$65,800	0.99	70	6.5%	83	6.7%	2.1%	0.8%	24	28	4	1.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	70	\$54,700	0.73	6	4.0%	5	1.5%	2.0%	1.1%	4	7	1	0.7%

Occupation Snapshot in Marina															
		Current					Historical					Forecast			
		Four Quarters Ending with 2017q3			2017q3		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2012q3-2017q3			Over the Next 1 Year				
SOC	Occupation	Empl	Avg. Annual Wages <sup>1</sup>	LQ	Unempl	Unempl Rate	Empl	Marina	California	USA	Current Online Job Ads <sup>2</sup>	Total Sep Demand	Total Growth Demand	Avg. Annual Growth Percent	
29-0000	Healthcare Practitioners and Technical	295	\$105,800	0.97	12	2.2%	73	5.9%	3.1%	1.7%	16	18	7	2.3%	
31-0000	Healthcare Support	105	\$35,700	0.70	17	6.1%	55	16.0%	5.1%	2.2%	2	13	4	3.4%	
33-0000	Protective Service	79	\$59,200	0.69	11	4.3%	-2	-0.5%	1.8%	1.0%	11	8	0	0.6%	
35-0000	Food Preparation and Serving Related	436	\$30,000	0.95	150	7.9%	56	2.8%	4.1%	2.9%	31	76	5	1.1%	
37-0000	Building and Grounds Cleaning and Maintenance	237	\$33,100	1.26	44	6.3%	8	0.6%	-2.0%	1.0%	19	31	3	1.1%	
39-0000	Personal Care and Service	397	\$29,000	1.91	33	6.1%	245	21.2%	1.8%	2.0%	5	63	14	3.6%	
41-0000	Sales and Related	697	\$41,000	1.27	70	5.6%	2	0.1%	1.7%	1.3%	43	103	4	0.5%	
43-0000	Office and Administrative Support	714	\$39,700	0.90	94	5.7%	118	3.7%	2.6%	1.7%	41	82	5	0.7%	
45-0000	Farming, Fishing, and Forestry	153	\$26,200	4.30	52	8.4%	-51	-5.6%	1.4%	1.3%	0	24	1	0.9%	
47-0000	Construction and Extraction	343	\$55,500	1.42	32	6.9%	81	5.5%	4.5%	2.6%	5	36	4	1.1%	
49-0000	Installation, Maintenance, and Repair	171	\$48,100	0.84	19	4.4%	21	2.7%	2.6%	1.6%	7	17	2	0.9%	
51-0000	Production	196	\$36,400	0.60	27	7.3%	50	6.1%	1.6%	1.2%	2	21	0	0.1%	
53-0000	Transportation and Material Moving	387	\$36,500	1.07	51	7.2%	142	9.6%	3.7%	2.2%	13	46	3	0.7%	
00-0000	Total - All Occupations	5,348	\$47,000	1.00	n/a	n/a	1,044	4.4%	2.5%	1.7%	276	641	70	1.3%	

Source: [JobsEQ®](#)

Data as of 2017Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

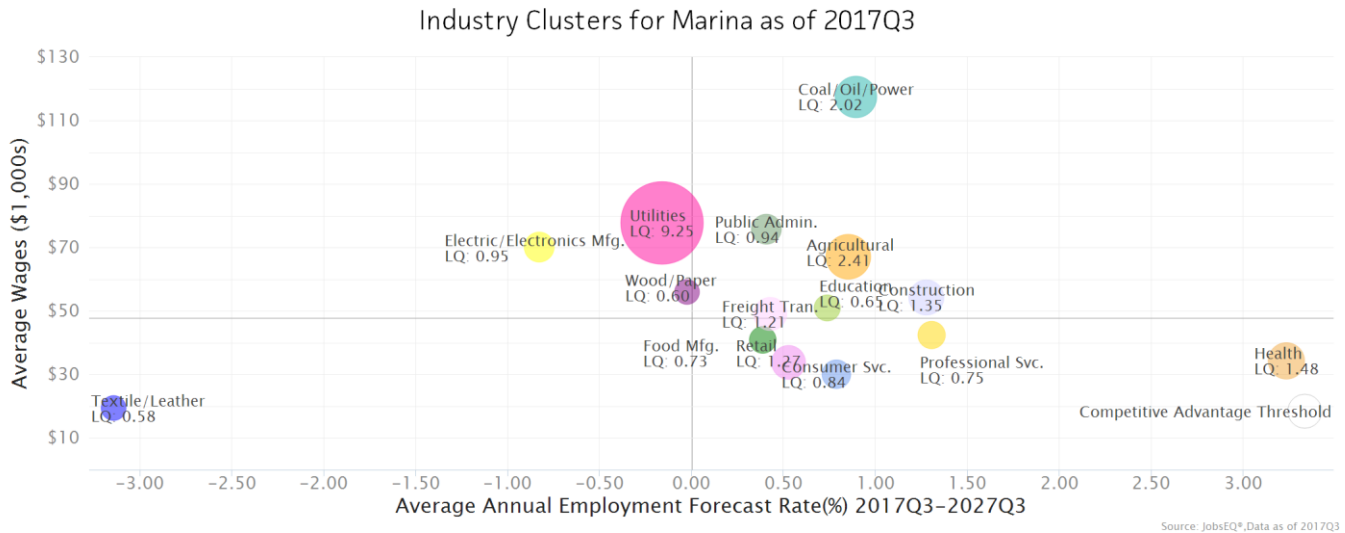
1. Occupation wages are as of 2016 and should be taken as the average for all Covered Employment

2. Data represent found online ads active within the last thirty days in any zip code intersecting or within the selected region; data represents a sampling rather than the complete universe of postings.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2017Q1, imputed where necessary with preliminary estimates updated to 2017Q3. Wages by occupation are as of 2016 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Marina with the highest relative concentration is Utilities with a location quotient of 9.25. This cluster employs 214 workers in the region with an average wage of \$77,753. Employment in the Utilities cluster is projected to contract in the region about 0.2% per year over the next ten years.

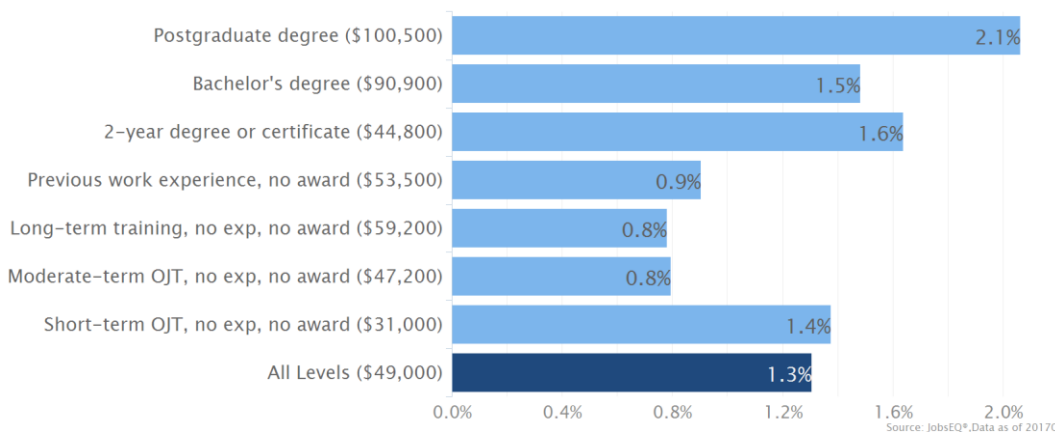


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2017Q1 with preliminary estimates updated to 2017Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Marina is projected to grow 1.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 2.1% per year, those requiring a bachelor's degree are forecast to grow 1.5% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.6% per year.

Annual Average Projected Job Growth by Training Required for Marina



Employment by occupation data are estimates as of 2017Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Region Definition

Marina is defined as the following zip code tabulation areas: ZCTA 93933

# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

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