

Madera, California

Indicators Report

by

The National Economic Education Delegation (NEED)

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Exploring the economics, demographics, and well-being of Madera and its residents through indicators.

This report was produced by the:

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Executive Summary

Assessing the City with Indicators

About this Report

This report provides background or summary information for the city of Madera (the City) in the form of indicators.

Using this Report

Indicators are measures of various aspects of a regional economy. They help to provide an indication of the quality of life in a region and progress toward improving conditions in the local economy. This report focuses on indicators

for changing demographics, incomes, housing markets, commute patterns, and employment in Madera. These indicators are compared to Madera County (the County) as a whole, a broader region where one is well defined, California, and the United States.

This report is vital for understanding trends in the underlying economy. It does not provide forecasts, but Rob Eyler and Jon Haveman at Economic Forensics and Analytics are available to provide them if that is of interest.

Topics Covered:

- **Demographics:** A detailed snapshot of Madera demographics is presented. This provides evidence on the size, age and sex, income and poverty status, race and ethnicity, housing status, living arrangements, education, health, and transportation choices of the population. Beyond the current population level, data on trends in local population growth, in comparison with other broader regions is presented, in both tabular and graphical form.
- **Employment Report:** Here, we provide a brief snapshot of employment and unemployment in Madera and how the City's experience differs from broader regions.
- **Income and Earnings:** Vital to understanding the prosperity of a city relative to its surrounding area is information on income and earnings. We provide a ranking of the City's income relative to all cities in California as well as growth relative to local regions. Inequality and poverty status are also important indicators for the level of equity in the community. We provide evidence of trends in both, not only for all residents, but also for children separately.
- **Housing:** This section provides evidence on the cost and availability of housing. Both median home values and rental costs are included, along with detailed information on home ownership, by age and income, in particular. Further, evidence is provided on the housing burden in the City, again, in comparison with other broader regions. We also provide evidence on the rate at which new buildings and units are permitted along with a broader housing picture. Finally, we provide evidence on the age of the housing stock in Madera, along with information on how long the City's residents have been in place.
- **Transportation:** Increasingly important, in the wake of the pandemic, is an understanding of the transportation patterns and choices of local residents. We provide detailed evidence on the proportion of residents who work from home and on the various transportation choices of those who head to the office. This information is also provided for those who work in Madera, but do not necessarily live in Madera.
- **Migration:** Population changes comes primarily through organic causes: births and deaths. Migration between regions also plays a significant role in population growth. A final section of the report provides evidence on migration into and out of the City.

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Demographics

Definition:

Data on the demographics of a city indicate the nature of the population, with a focus on age, gender, race and ethnicity, as well as household composition.

Why is it important?

The characteristics and growth of Madera's population are fundamental indicators of the city's growth potential.

A Demographic Snapshot

Statistic	2022	2019
POPULATION		
Population Estimate (#, 5yr)	66,784.0	64,833.0
Veterans (#, 5yr)	1,611.0	1,374.0
Foreign born persons (% , 5yr)	27.5	29.0
Population age 25+ (#, 5yr)	37,884.0	35,753.0
AGE AND SEX		
Persons under 5 years (% , 5yr)	7.7	9.8
Persons under 18 years (% , 5yr)	32.3	34.3
Persons 65 years and over (% , 5yr)	8.7	8.7
Female persons (% , 5yr)	51.1	51.7
INCOME AND POVERTY		
Median household income (\$, 5yr)	61,626.0	45,163.0
Per capita income in past 12 months (\$, 5yr)	23,006.0	17,866.0
Persons in poverty (% , 5yr)	27.7	26.8
Children age less than 18 in poverty (#, 5yr)	8,065.0	8,071.0
Children age less than 18 in poverty (% , 5yr)	37.8	36.8
RACE AND ETHNICITY		
White alone (% , 5yr)	35.4	60.4
African American alone (% , 5yr)	3.2	3.9
American Indian or Alaska Native alone (% , 5yr)	1.3	0.9
Asian alone (% , 5yr)	1.8	1.6
Native Hawaiian and Other Pacific Islander alone (% , 5yr)	0.1	0.1
Two or More Races (% , 5yr)	16.7	2.5
Hispanic or Latino (% , 5yr)	81.0	78.4
White alone, not Hispanic or Latino (% , 5yr)	12.1	14.6
HOUSING		
Housing units (#, 5yr)	18,241.0	19,210.0
Owner-occupied housing units (% , 5yr)	50.6	47.8
Median value of owner-occupied housing units (\$, 5yr)	296,800.0	224,100.0
Median selected monthly owner costs-with a mortgage (\$, 5yr)	1,752.0	1,393.0
Median selected monthly owner costs-without a mortgage (\$, 5yr)	520.0	451.0
Median gross rent (\$, 5yr)	1,188.0	1,022.0
FAMILIES AND LIVING ARRANGEMENTS		
Households (#, 5yr)	16,871.0	18,122.0
Persons per household (#, 5yr)	3.9	3.6
Living in same house 1 year ago, % of persons age 1+ (5yr)	89.2	87.4
EDUCATION		
High school graduate or higher, % of persons age 25+ (5yr)	59.4	58.1
Bachelor's degree or higher, % of persons age 25+ (5yr)	10.5	9.5
HEALTH		
With a disability, under age 65 years (#, 5yr)	5,008.0	4,714.0
Persons without health insurance, under age 65 years (% , 5yr)	9.0	9.3
LABOR FORCE		
In civilian labor force, persons age 16+ (% , 5yr)	63.3	62.2
In civilian labor force, women age 16+ (% , 5yr)	57.5	54.5
Employed, persons age 16+ (% , 5yr)	53.8	55.6
Self employed (% , 5yr)	6.0	4.3
TRANSPORTATION		
Mean travel time to work, workers age 16+ (Mins., 5yr)	26.4	25.4
Drive alone in private vehicle (% , 5yr)	68.3	68.7
Using public transportation (% , 5yr)	0.3	1.0
Worked from home (% , 5yr)	4.8	2.0

Source: American Community Survey, Summary Files

Note: Data are from the 1-year files unless indicated by the notation 5yr.

Current Population

The data in these two tables and the following two graphs are from the CA Department of Finance (DOF). The DOF produces population estimates for geographies around California twice a year: January and July. As estimates for cities are only available in January, these two tables are based on the January data. The remaining figures are from the American Community Survey (ACS), provided annually by the U.S. Bureau of the Census.

Table 1. Population Change by Region
(Thousands, January to January)

Region	2023 Population	% Change		
		1 Year	3 Year	5 Year
City				
Madera	65,540	-0.06	0.02	-0.20
County and Broader Regions				
Madera County	158,148	0.60	-0.29	-0.11
South Central Valley	3,534,481	0.01	-0.90	0.05
California	38,940,231	-0.35	-1.79	-2.01

Source: CA DOF; Calculations by National Economic Education Delegation

Table 2. County Population Change by City
(Thousands, January to January)

City	2022	2023	% Change		
			Local	South Central Valley	California
Madera County	157.2	158.1	0.60	0.01	-0.35
Madera	65.6	65.5	-0.06		
Chowchilla	18.8	18.8	0.46		

Source: CA DOF; Calculations by National Economic Education Delegation

Figure 1: Population Growth (1)

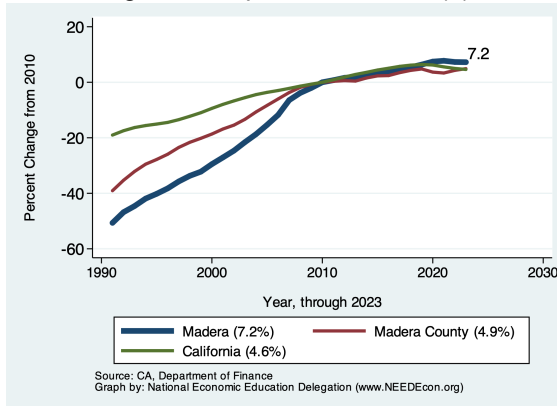


Figure 2: Population Growth (2)

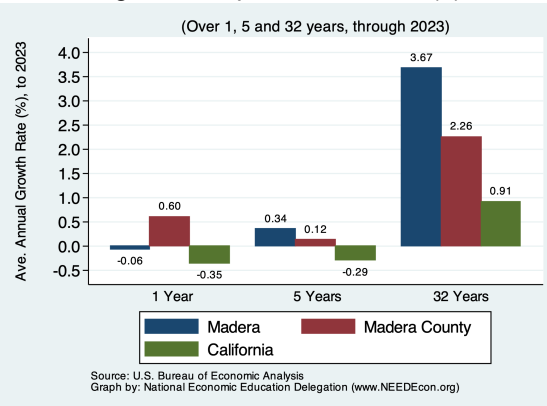


Figure 3: Population by Age - Detailed Age Categories

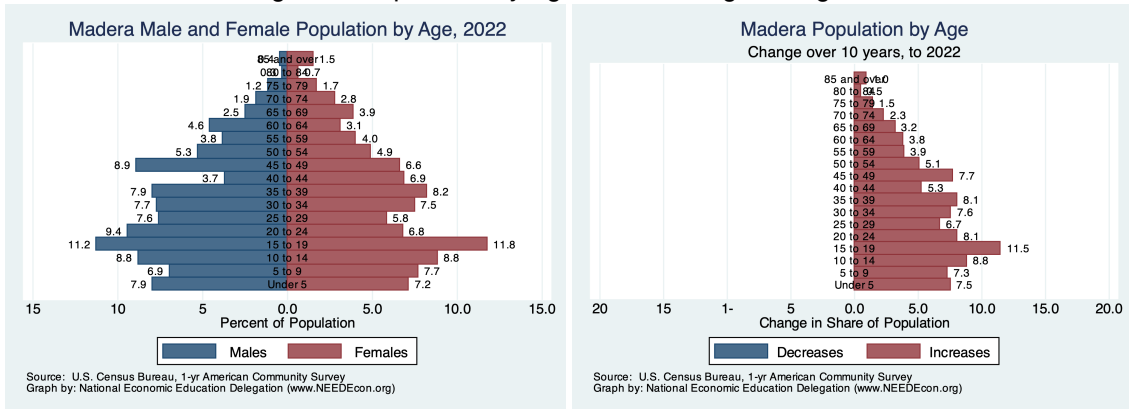


Figure 4: Population by Age - Broad Age Categories

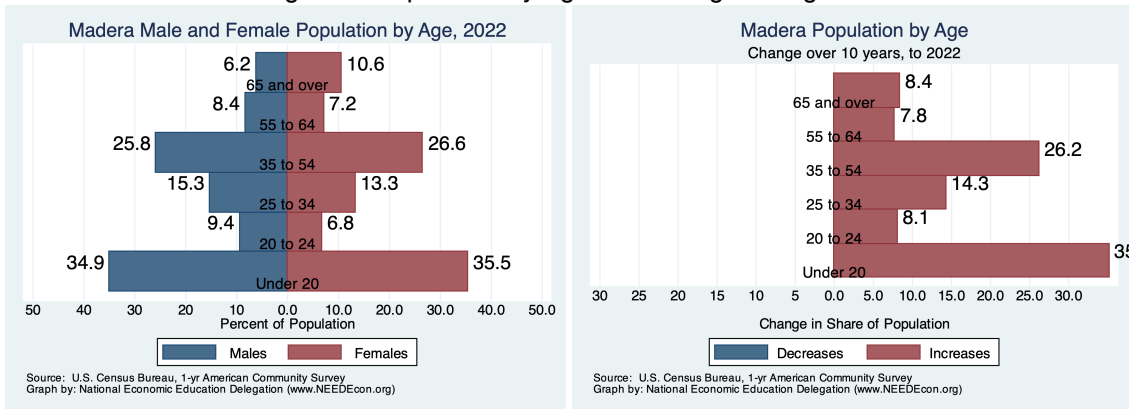


Figure 5: Population by Educational Attainment

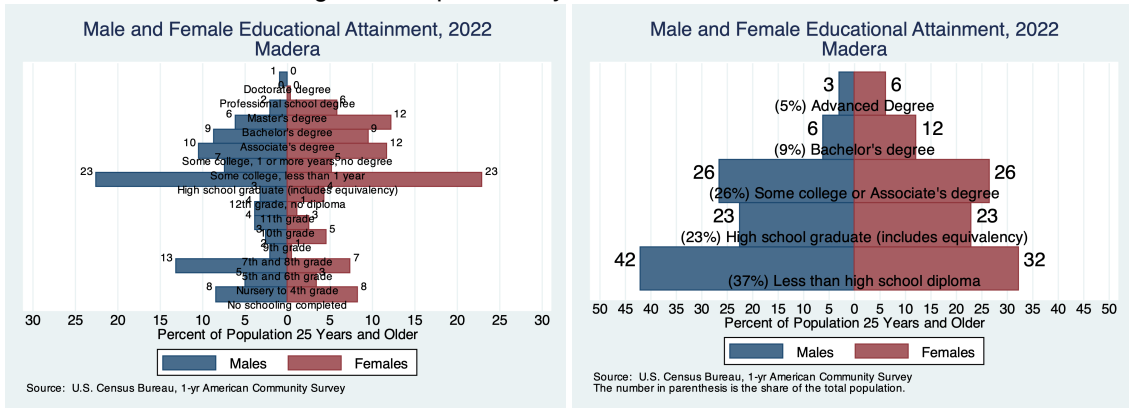


Figure 6: Population by Race/Ethnicity

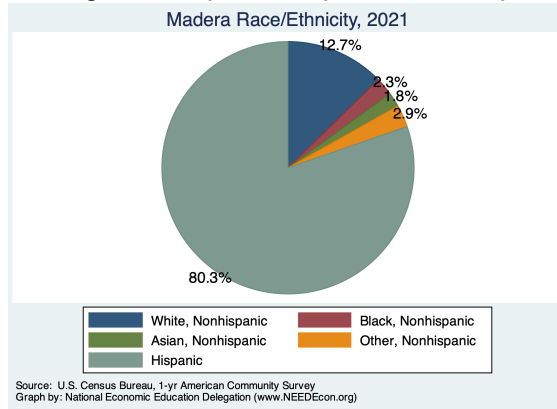
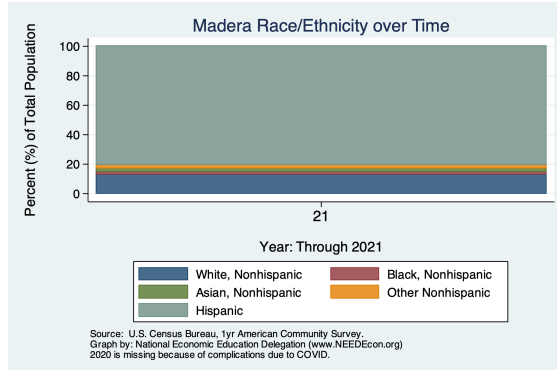


Figure 7: Population by Race/Ethnicity Over Time



Employment Report

Citywide Employment and Unemployment

Definition:

Each month, California's Employment Development Division (EDD) publishes an update on employment in California and in MSAs, counties, and cities all across the state. The report focuses primarily on non-farm employment, providing estimates of changes in em-

ployment by industry as well as unemployment in each region. Data for cities is limited to aggregate employment, labor force, and unemployment data. Those are reported below.

Why is it important?

Employment growth is a fundamental indicator of the health of an economy.

Table 3. Madera Summary for March, 2024

Category	Current Value	Change From:		
		Last Month	2 Months Ago	Last Year
Employment	8,924	-30	-53	-103
Labor Force	9,644	9	15	96
Number Unemployed	678	-4	21	97
Unemployment Rate	7.0	-0.0	0.2	0.9

Source: EDD, National Economic Education Delegation

Figure 8: Historical Employment and Unemployment - Last 12 Months

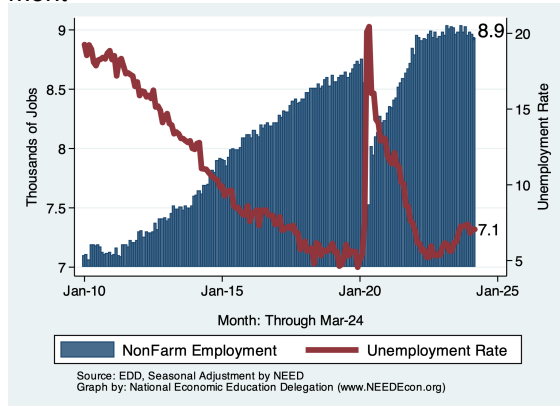


Figure 9: Employment and Unemployment - Last 12 Months

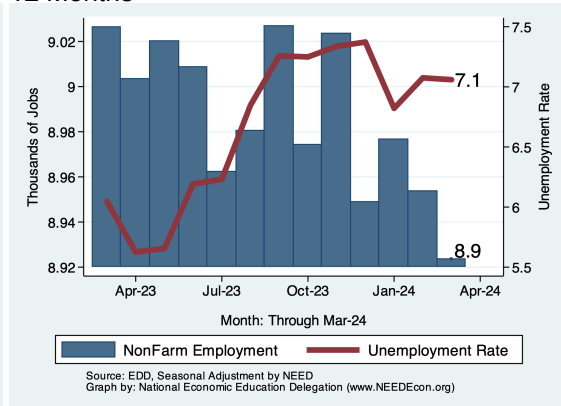


Figure 10: Relative Employment Growth Across Regions - since 2010

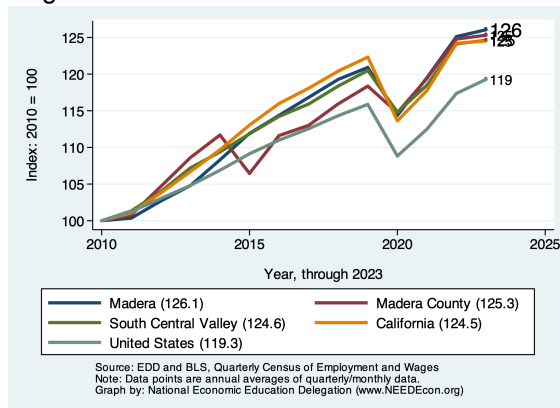
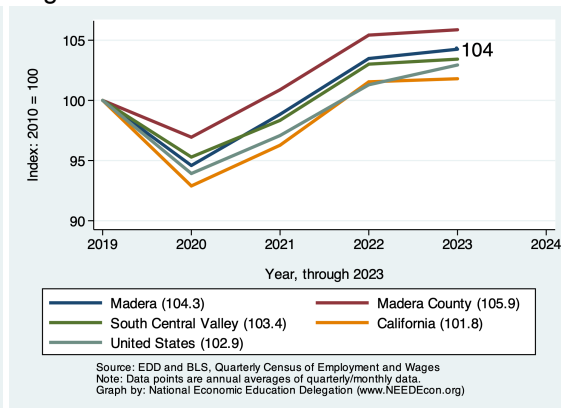


Figure 11: Relative Employment Growth Across Regions - since 2019



County Employment by Industry

California's Employment Development Division (EDD) does not regularly produce data on employment by industry for cities. However, we are able to report industry-level employment data for Madera County. The following table provides the latest data for the County.

Table 4. Employment Growth by Industry in Madera County for March, 2024

Industry	Employment	Share	Empl Growth	% Growth - Annualized Rate					
				Month	Qtr	6mo	1yr	3yr	5yr
Total Nonfarm	394,605	100.0	1,539.3	4.8	3.3	3.8	2.9	4.3	1.9
Total Private	315,531	80.0	1,168.0	4.6	1.4	3.3	2.4	4.2	2.1
Goods Producing	50,339	12.8	-22.4	-0.5	-3.7	2.3	3.7	3.4	2.4
Mining, Logging and Construction	23,356	5.9	355.8	20.2	-0.8	2.0	5.3	5.9	4.8
Mining and Logging	300	0.1	0.0	0.0	0.0	0.0	50.0	16.7	10.0
Construction	23,137	5.9	412.6	24.1	0.8	2.4	4.9	5.7	4.7
Manufacturing	27,237	6.9	-2.5	-0.1	-1.6	5.0	2.3	1.7	0.9
Durable Goods	8,650	2.2	-40.4	-5.4	-5.0	-3.9	-3.3	-1.4	-0.8
Non-Durable Goods	18,549	4.7	31.5	2.1	-0.2	9.0	5.1	3.4	1.8
Service Providing	343,681	87.1	1,093.8	3.9	3.9	3.6	2.7	4.4	1.8
Trade, Trans & Utilities	77,528	19.6	307.8	4.9	2.2	3.7	1.8	2.3	2.4
Wholesale Trade	15,900	4.0	0.0	0.0	0.0	-2.5	0.6	3.5	2.4
Retail Trade	40,665	10.3	212.8	6.5	1.1	1.8	1.2	1.7	1.0
Trans & Warehousing	18,062	4.6	149.5	10.5	13.3	11.2	5.3	3.4	6.3
Information	2,700	0.7	200.0	151.8	16.3	-7.0	-18.2	-1.2	-4.1
Financial Activities	12,450	3.2	-19.8	-1.9	-16.1	-2.4	0.1	-2.2	-2.6
Finance & Insurance	7,265	1.8	50.6	8.8	-21.8	-3.7	-1.3	-5.0	-4.6
Real Estate & Rental & Leasing	5,135	1.3	-97.0	-20.1	-8.2	-2.4	2.0	2.8	1.2
Professional & Business Svcs	33,264	8.4	368.7	14.3	4.8	4.9	-0.1	2.0	-0.7
Prof, Sci, & Tech	11,725	3.0	-93.1	-9.1	-0.0	-2.9	-1.7	1.1	0.5
Admin & Support Svcs	16,767	4.2	387.7	32.4	5.4	9.9	-0.9	1.7	-2.9
Educational & Health Svcs	86,081	21.8	254.2	3.6	5.4	4.1	4.6	5.7	3.9
Education Svcs	4,635	1.2	-100.1	-22.6	-13.1	-9.7	-3.3	12.0	3.0
Health Care & Social Assistance	81,407	20.6	302.9	4.6	7.0	4.9	5.2	5.4	4.0
Leisure & Hospitality	38,392	9.7	-87.5	-2.7	-2.7	1.1	1.6	9.4	1.6
Accommodation & Food Svcs	32,848	8.3	-108.5	-3.9	-4.3	-1.6	-0.6	6.7	0.6
Other Svcs	14,494	3.7	43.6	3.7	4.5	4.2	2.8	9.7	4.5
Government	78,831	20.0	161.0	2.5	6.3	5.8	4.7	4.5	0.9
Federal	9,622	2.4	9.7	1.2	3.1	-0.5	1.4	-2.1	-1.0
State	12,792	3.2	-16.2	-1.5	0.2	1.1	2.4	2.3	0.1
Local	56,423	14.3	175.5	3.8	8.3	8.0	5.9	6.6	1.6
County	8,245	2.1	168.4	28.1	12.6	10.1	6.3	1.5	1.1
City	6,666	1.7	-9.3	-1.7	4.1	10.1	6.4	6.0	3.3
Local Government Education	38,286	9.7	90.1	2.9	7.9	5.7	6.1	7.8	1.5

Source: EDD, National Economic Education Delegation (NEED)

Some Employee Detail

Employed in Madera

Figure 12: Employment by Occupation

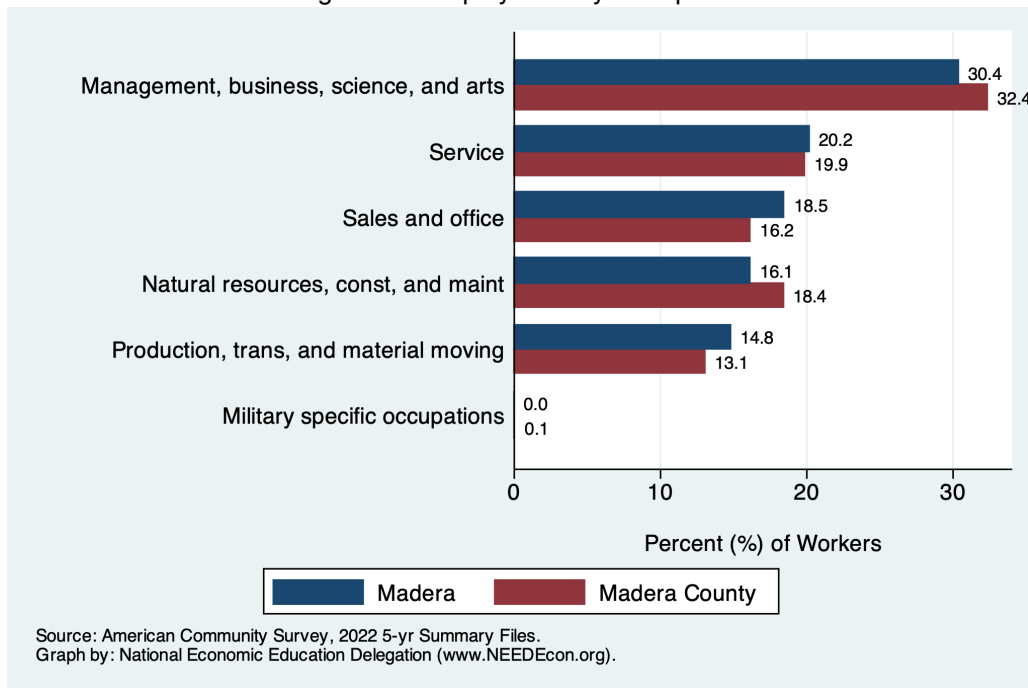


Figure 13: Employment by Industry

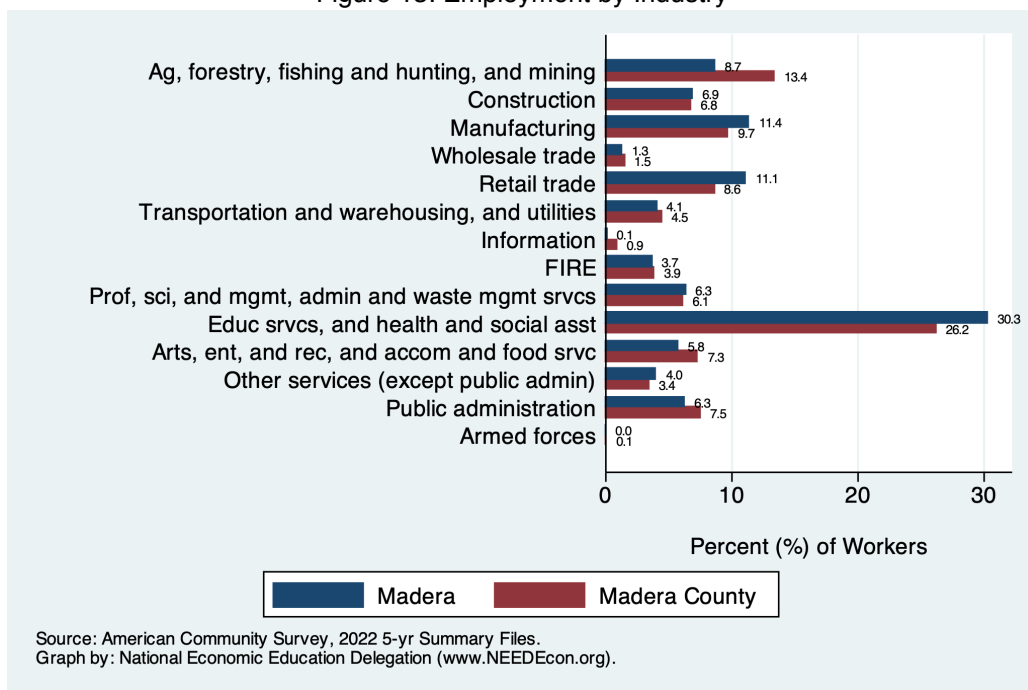
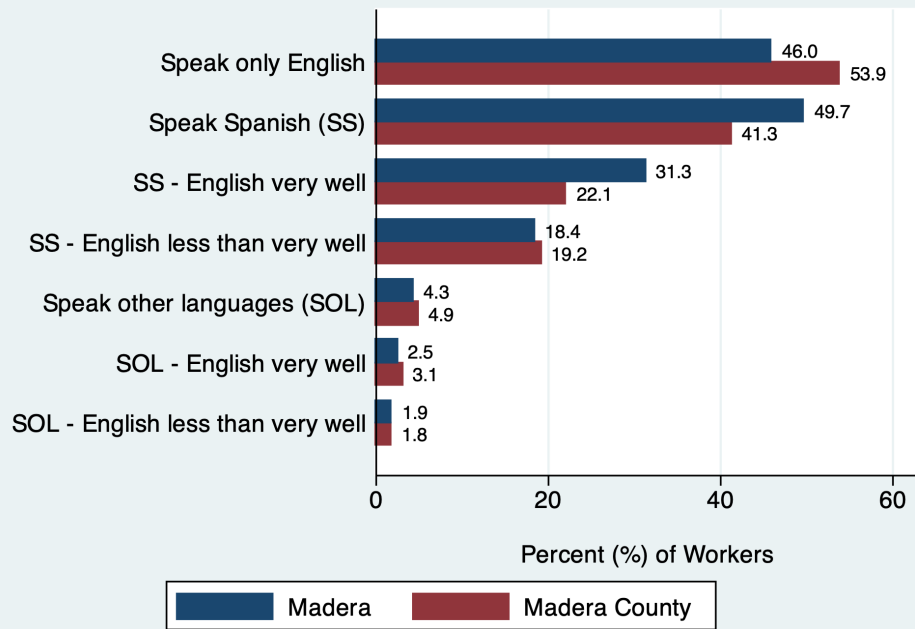
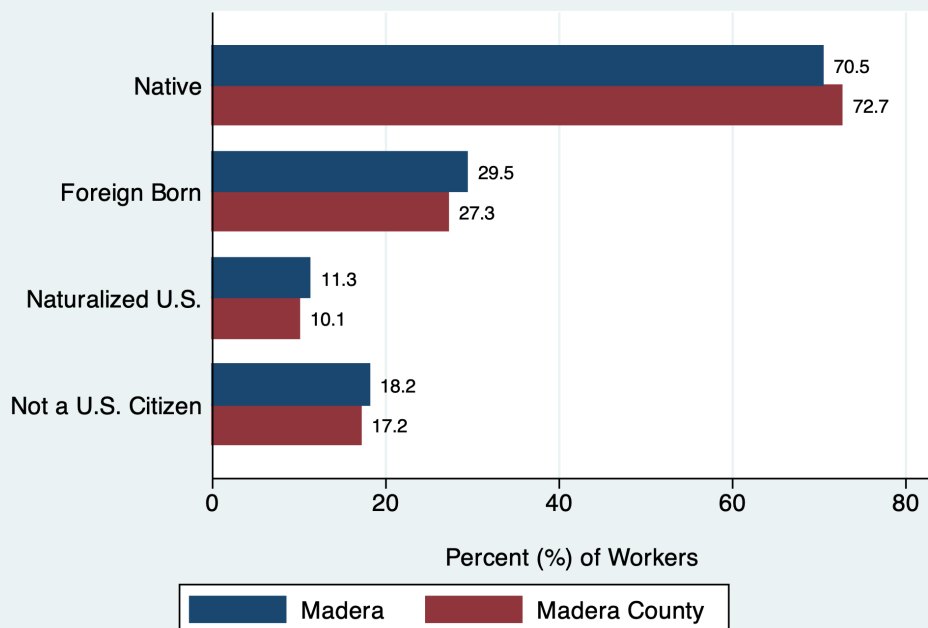


Figure 14: Language Spoken at Home



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Figure 15: Citizenship



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Employed Residents of Madera

Figure 16: Employment by Occupation

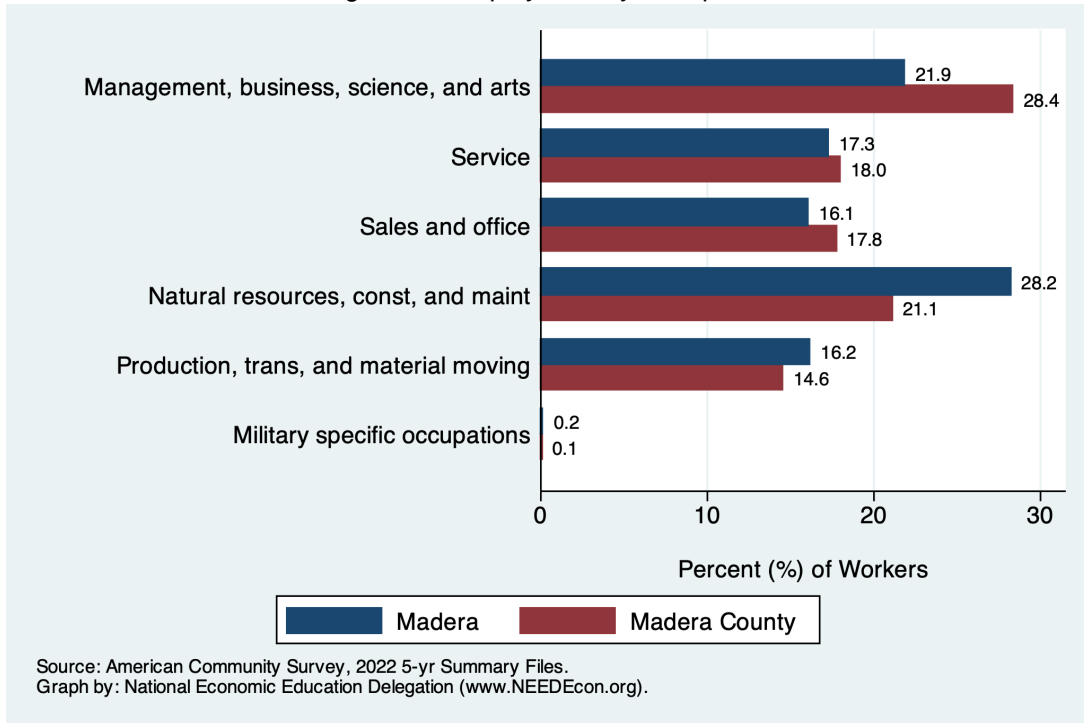


Figure 17: Employment by Industry

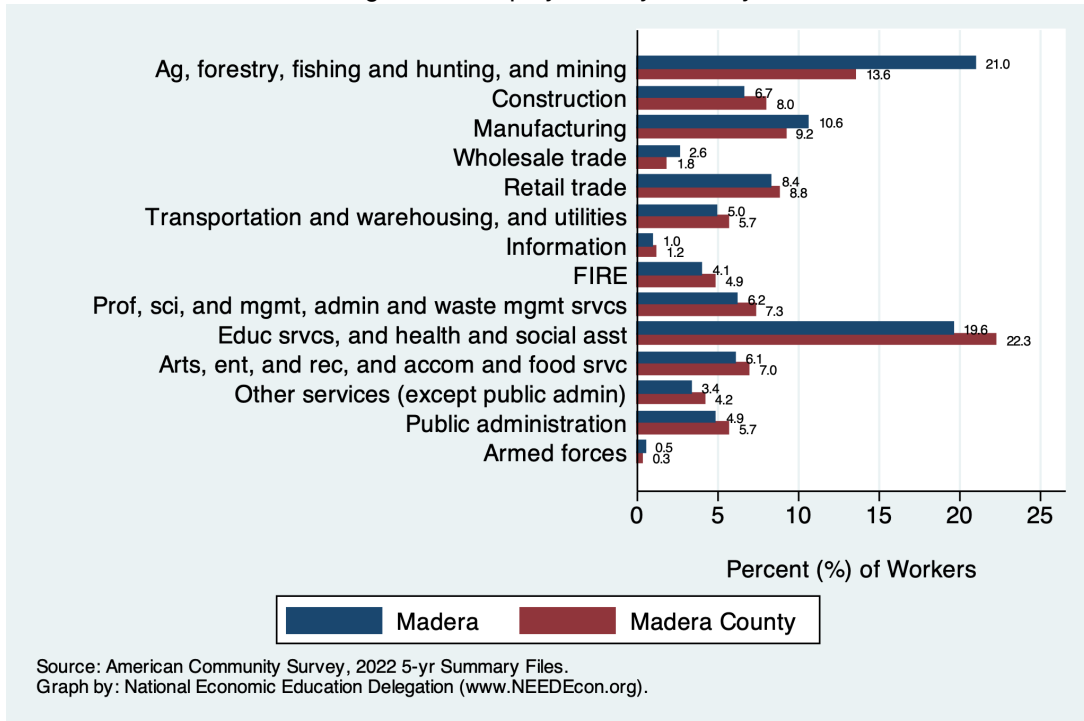
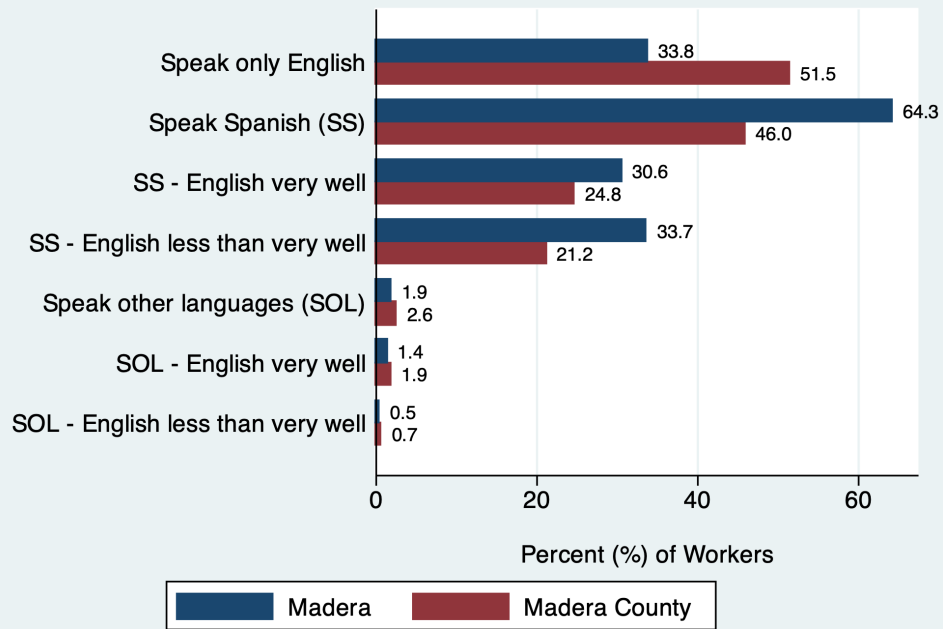
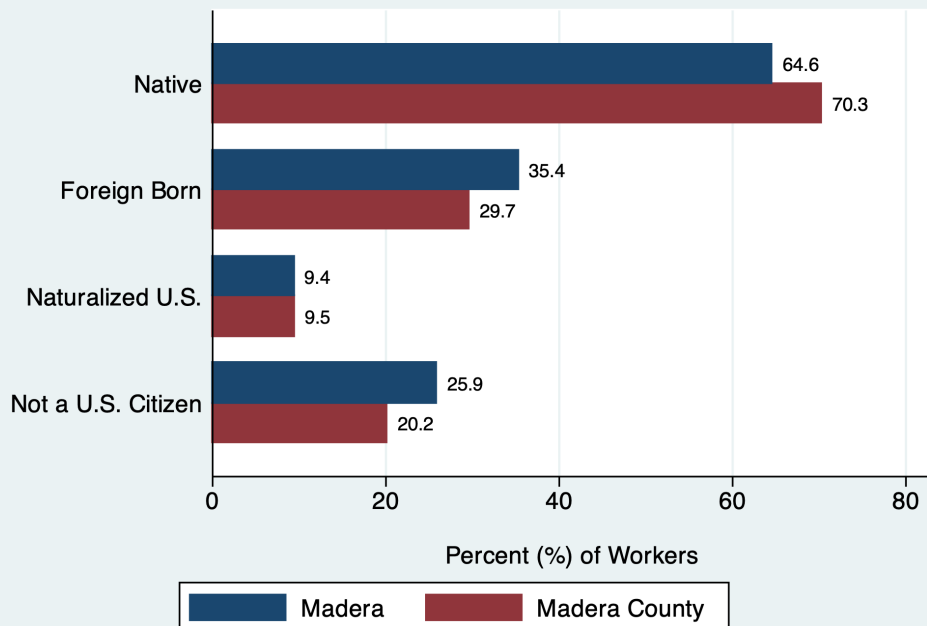


Figure 18: Language Spoken at Home



Source: American Community Survey, 2022 5-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Figure 19: Citizenship



Source: American Community Survey, 2022 1-yr Summary Files.
 Graph by: National Economic Education Delegation (www.NEEDecon.org).

Employed Residents vs Workers in Madera

Figure 20: Employment by Occupation

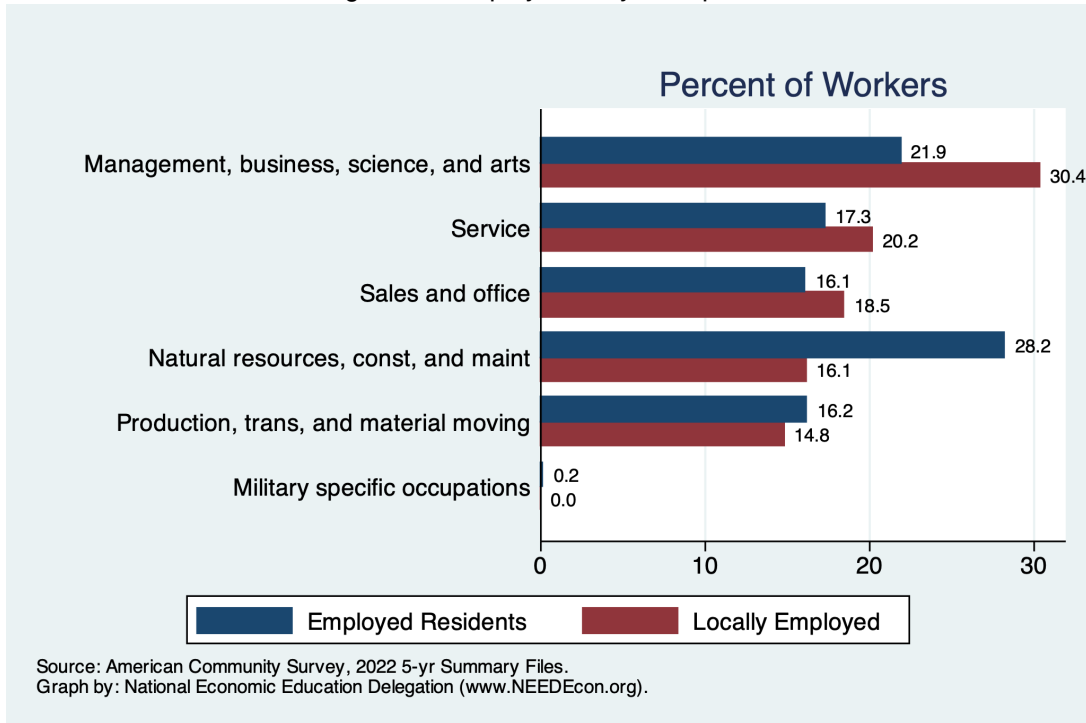


Figure 21: Employment by Industry

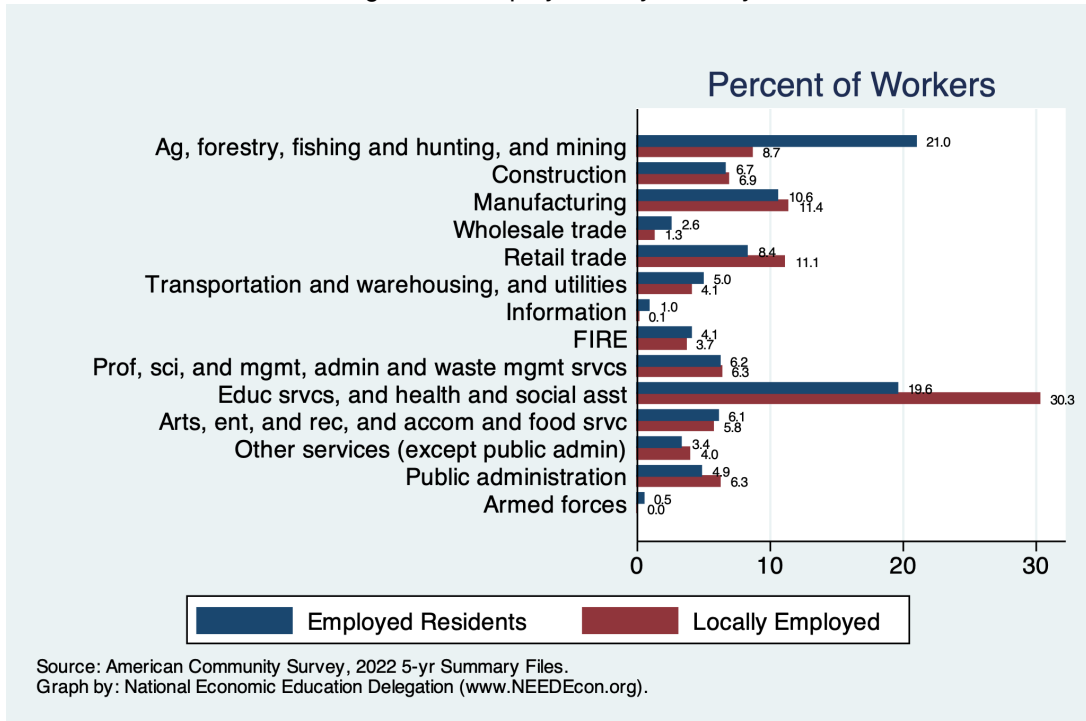


Figure 22: Language Spoken at Home

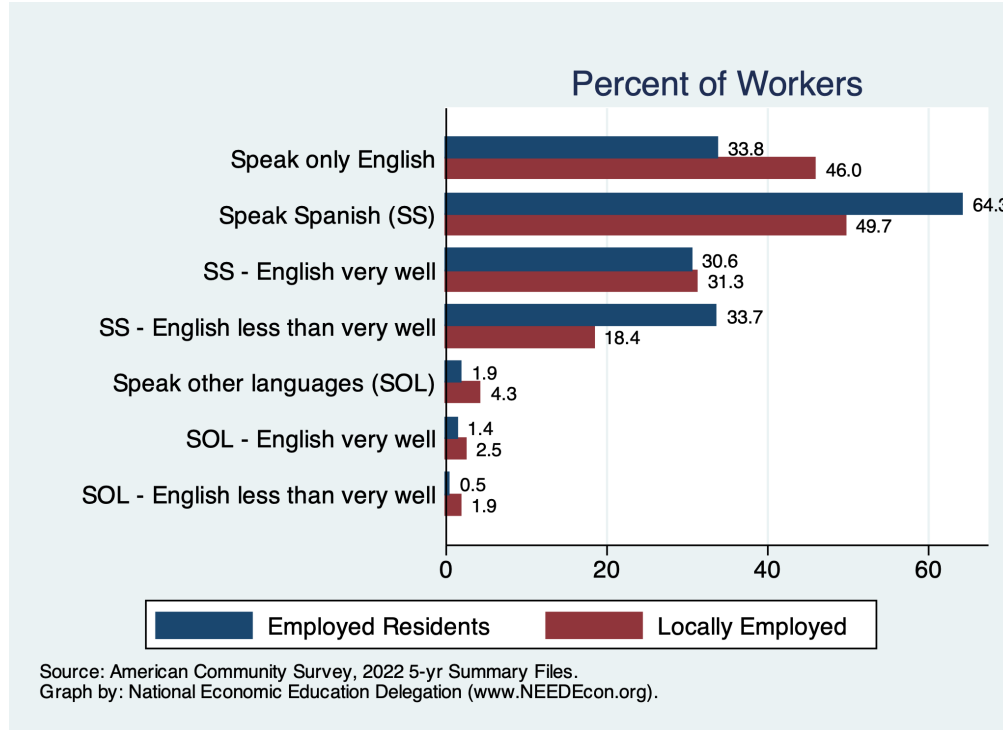


Figure 23: Citizenship

N/A

Income and Earnings

Per Capita Income Growth

Definition:

Per capita income is the average income per person in Madera. Personal income is the income received by, or on behalf of, all persons from all sources: from participation as laborers in production, from owning a home or unincorporated business, from the ownership of financial assets, and from government and business

in the form of transfer receipts. Noncash government benefits are not included.

Why is it important?

Income is the money that is available to persons for consumption expenditures, taxes, interest payments, transfer payments to governments and the rest of the world, or for saving. As such, it is an important indicator of economic well-being in a community.

Figure 24: Real Per Capita Income Ranking Among California Cities

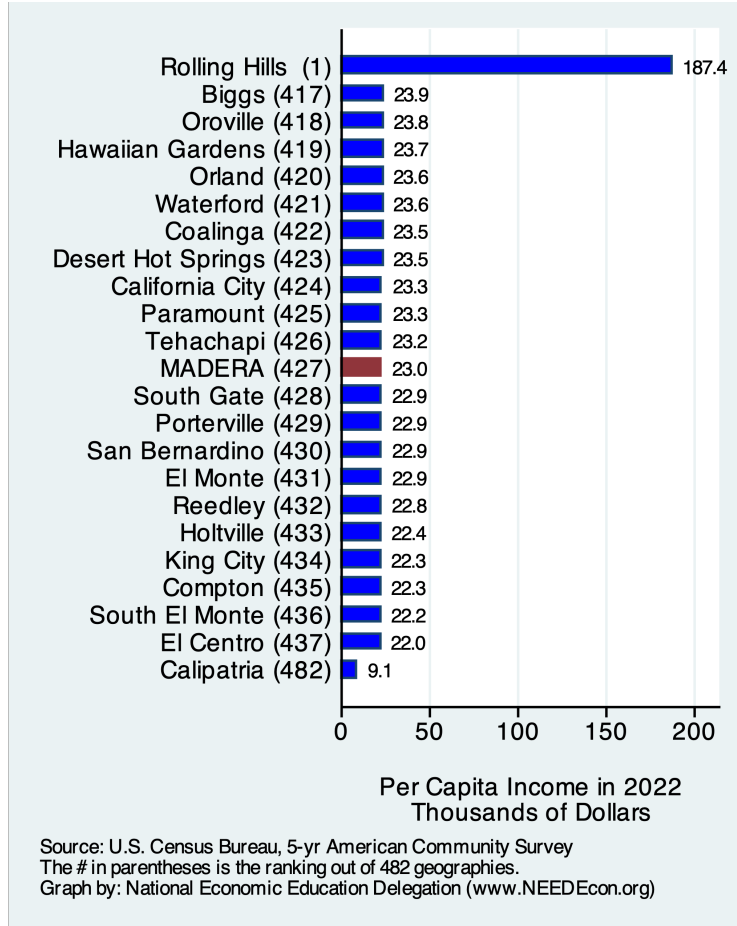
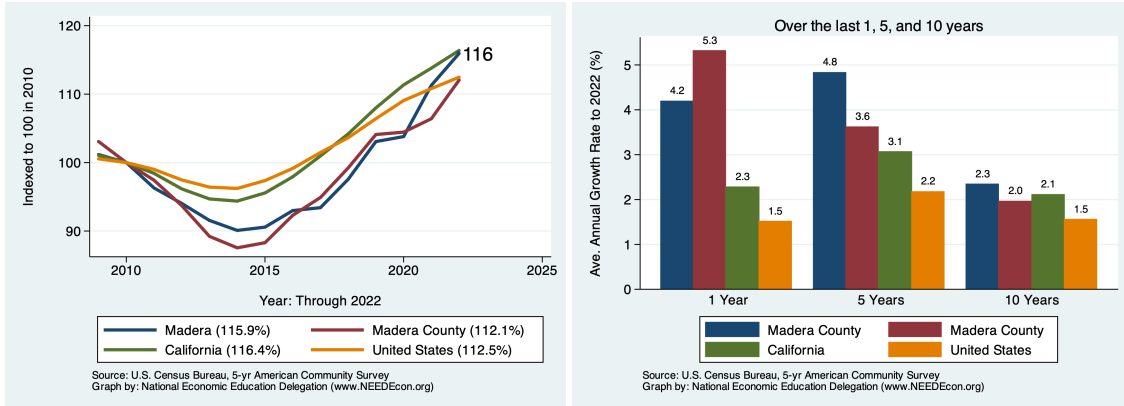


Figure 25: Regional Comparison of Growth over Time



Real Per Capita Income Ranking Among California Cities - w/Comparable Populations

Figure 26: Income Levels

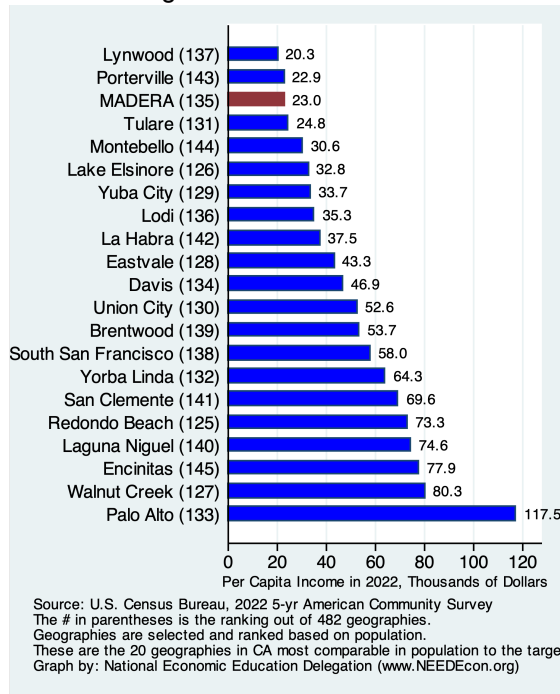
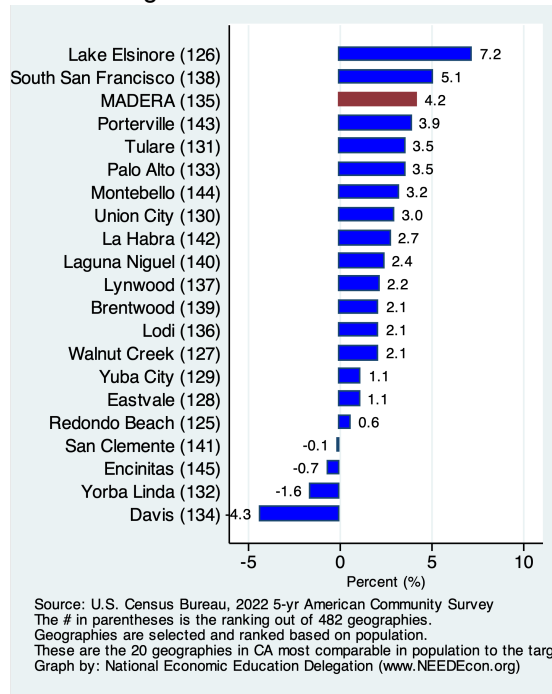


Figure 27: Growth over Time



Real Per Capita Income Ranking Among Cities in Madera County

Figure 28: Income Levels

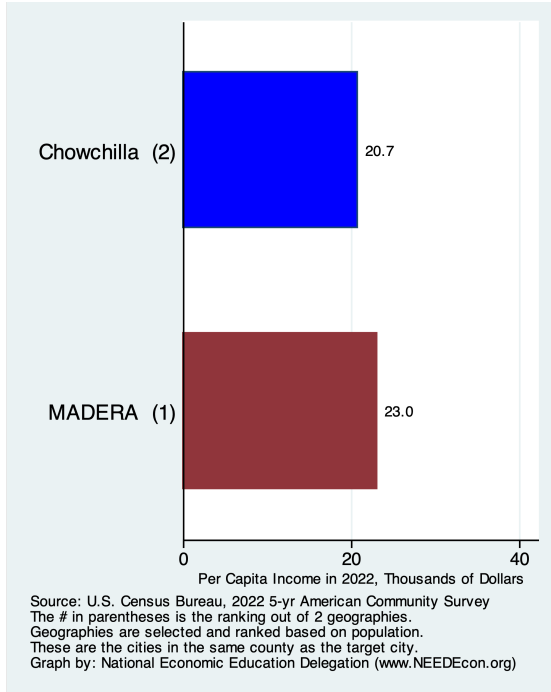


Figure 29: Growth over Time

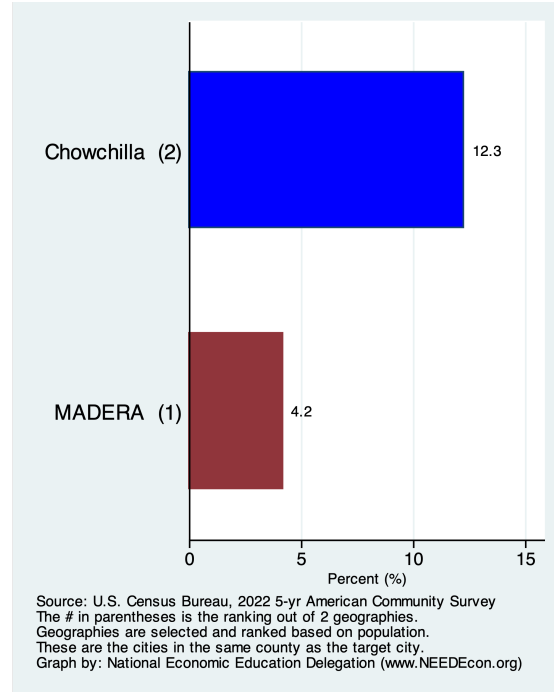
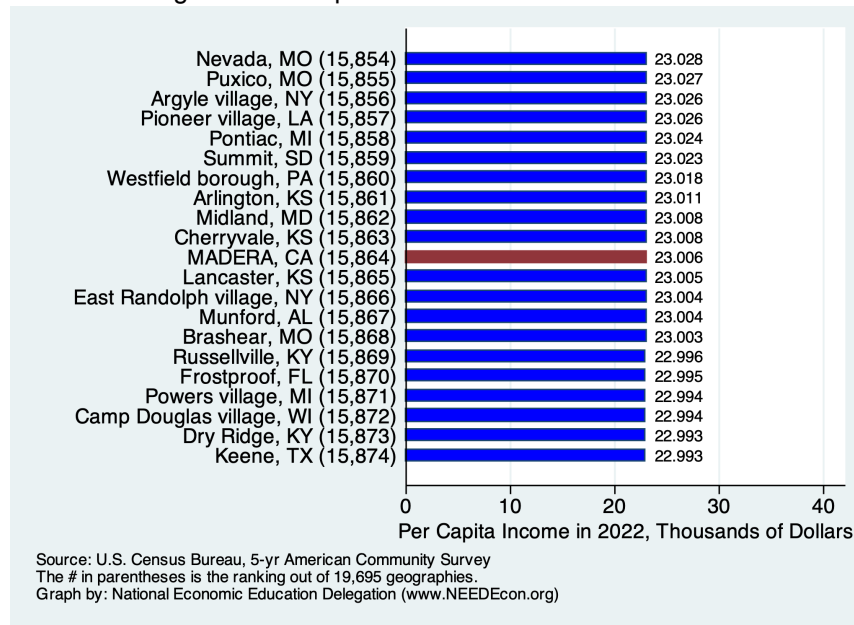


Figure 30: Comparison with All Cities Nationwide



Poverty and Inequality

Definition:

The local poverty rate provides an indication of the well-being of those at the bottom of the income distribution. The federal poverty rate measures the proportion of households in the region that are classified as living in poverty. Also included are measures of the extent to which the City's children are impoverished. Measures of the income distribution provide

further evidence on disparities in income in the region and how those disparities have changed over time.

Why is it important?

It is important to track measures of poverty and inequality to assess the extent of income disparities in the region, with an eye toward understanding how well the local economy is performing for all of its citizens.

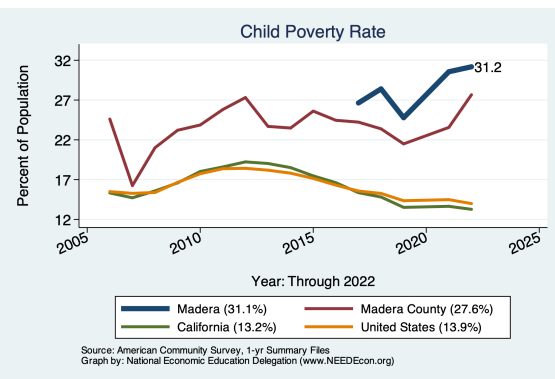
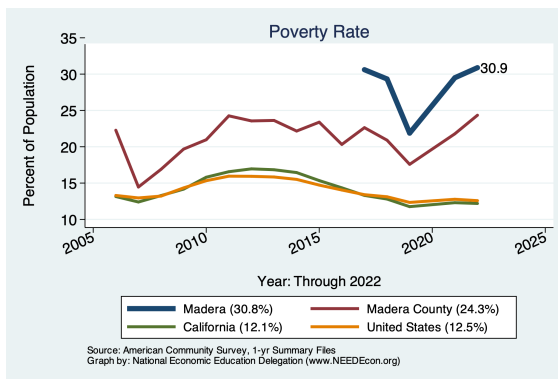


Figure 31: Inequality

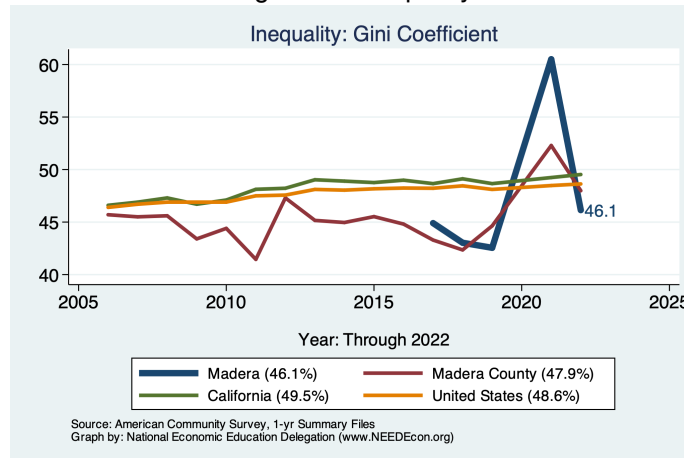


Figure 32: Shares Across the Income Distribution

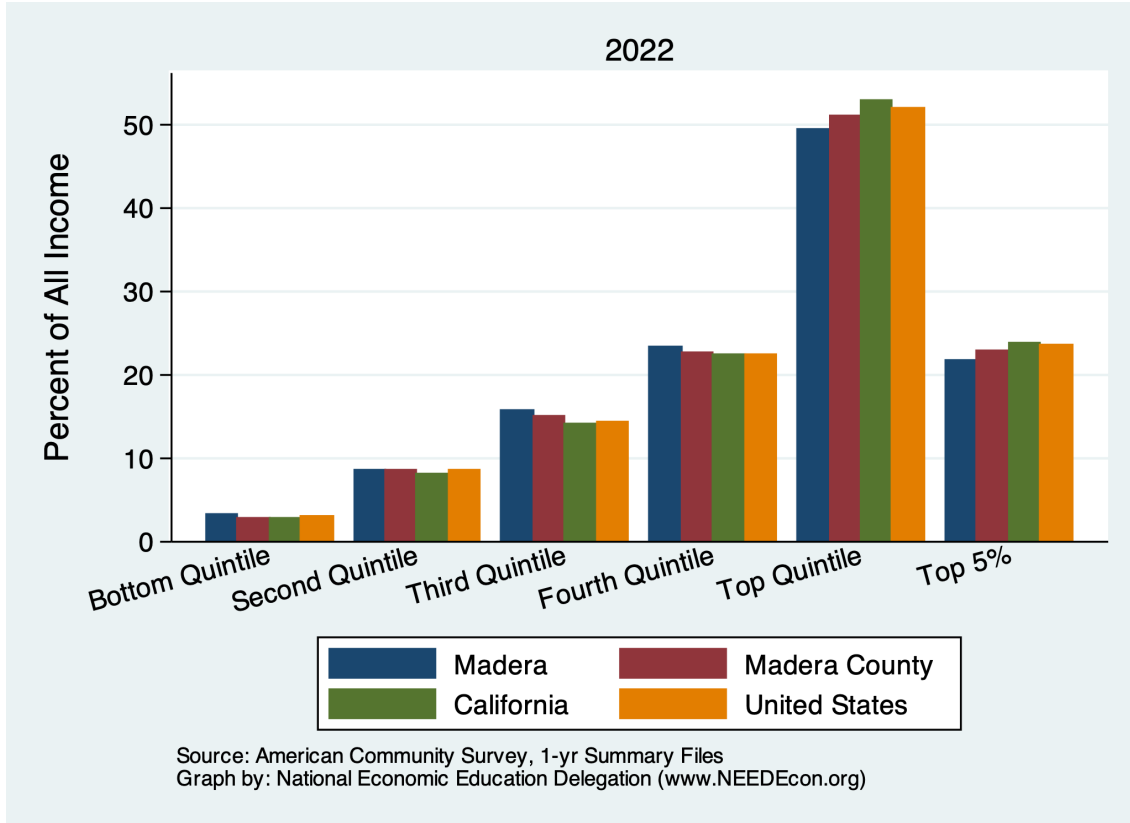
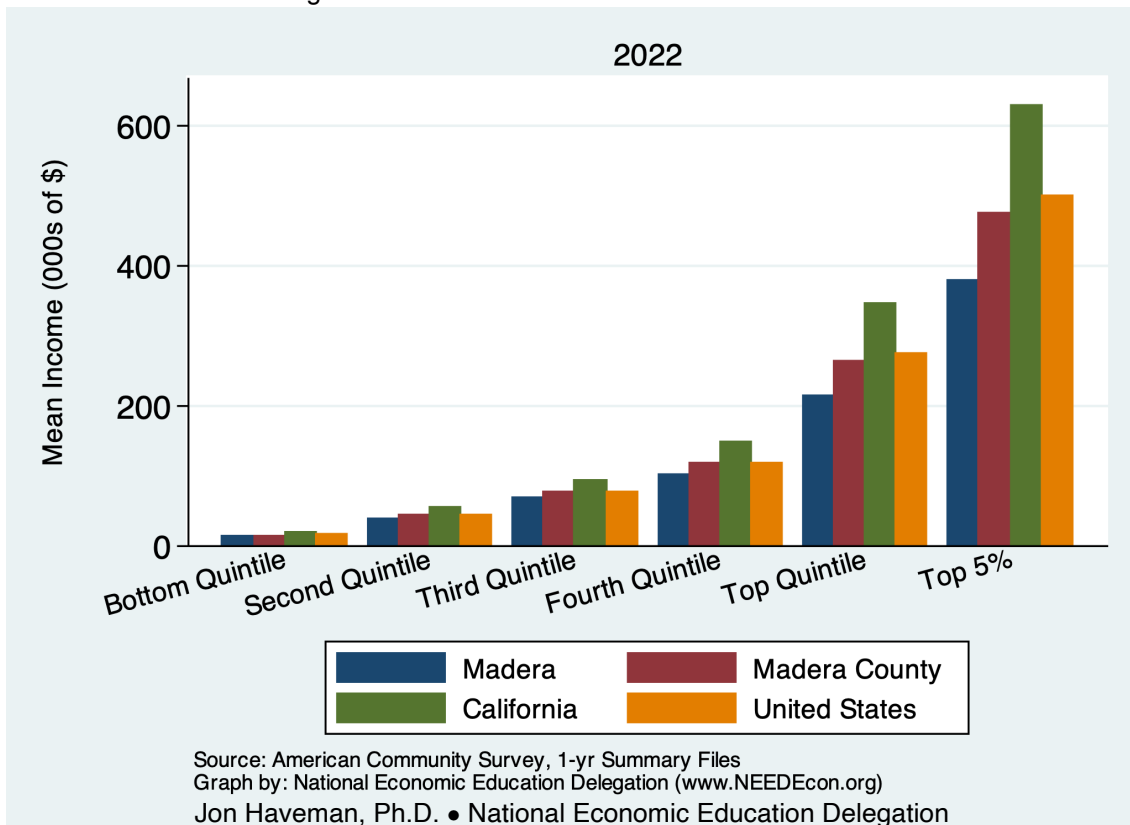


Figure 33: Means Across the Income Distribution



Housing

Housing Costs and Affordability

Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. Housing burden is defined as a household needing to commit more than 30% of their household income toward housing costs. The median value is the amount in the middle. Fifty

percent of units are above the median and 50 percent are below.

Why is it important?

Housing is one of three fundamental necessities, along with food and clothing. A measure of the cost of housing is an integral part of the measurement of the cost of living in a specific community. This is particularly true in cities and regions throughout the Bay Area, where housing costs are high relative to income.

Cost of Housing in Madera and Broader Regions

Figure 34: Median Home Prices

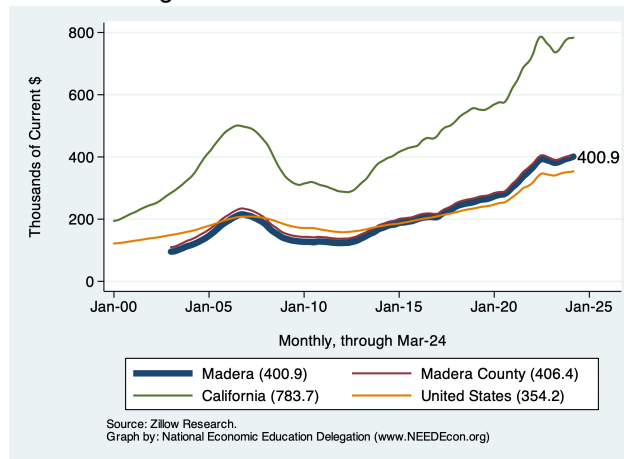
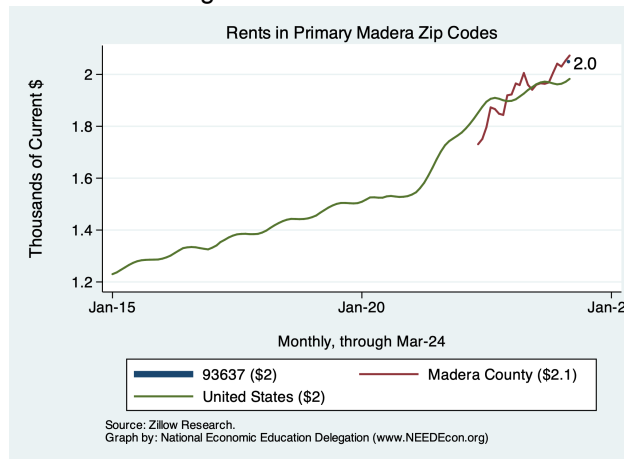


Figure 35: Median Rents



Housing Ownership in Madera and Broader Regions

Figure 36: Home Ownership Rates

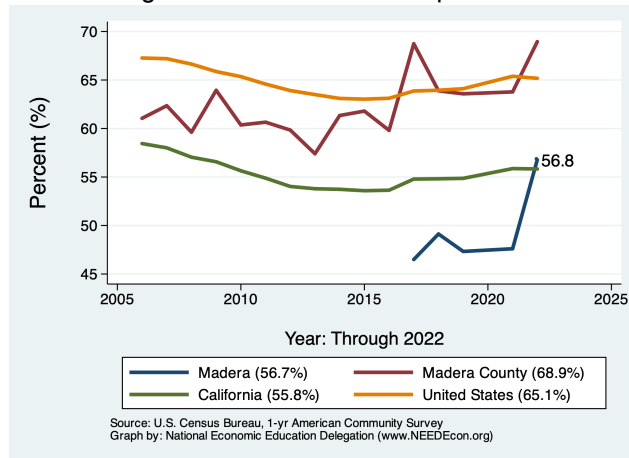


Figure 37: Home Ownership by Age

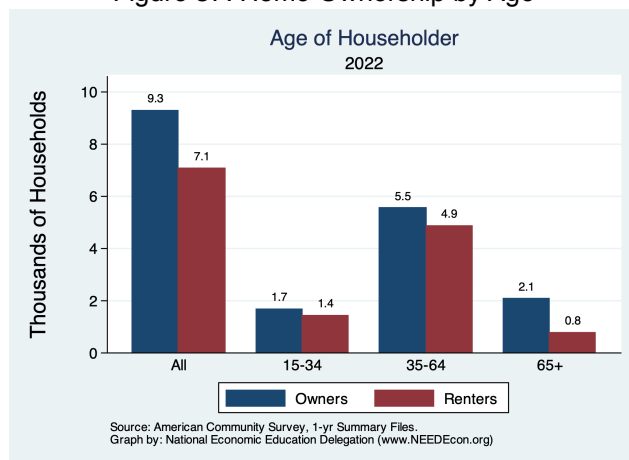


Figure 38: Income by Tenure

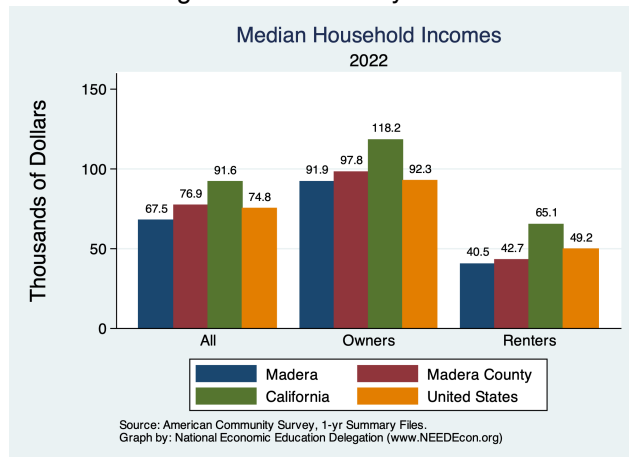


Figure 39: Income Distribution by Tenure

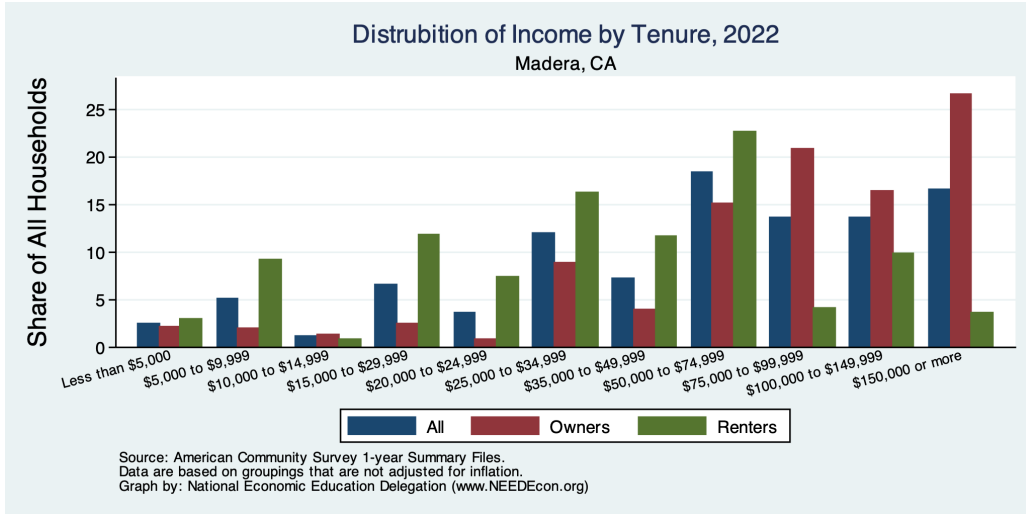


Figure 40: Income Distribution of Home Owners

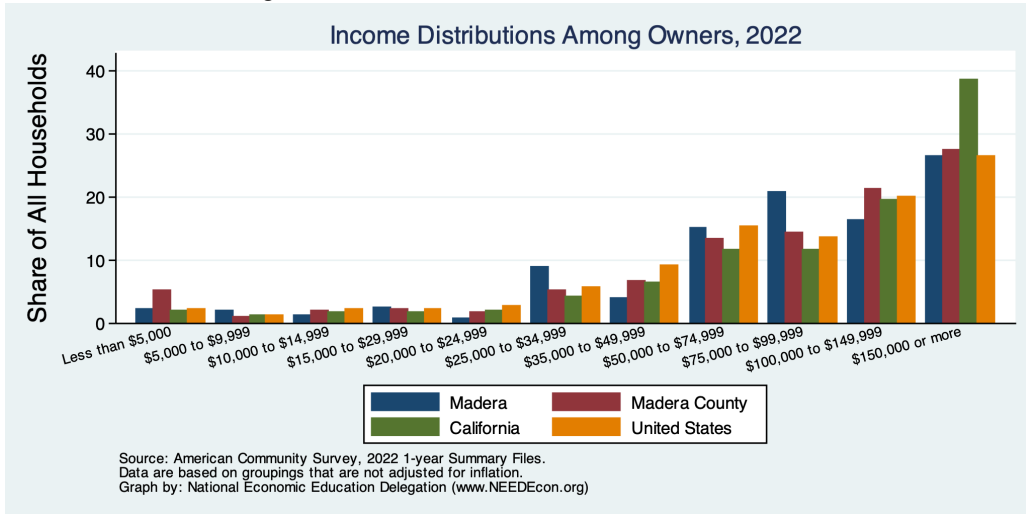
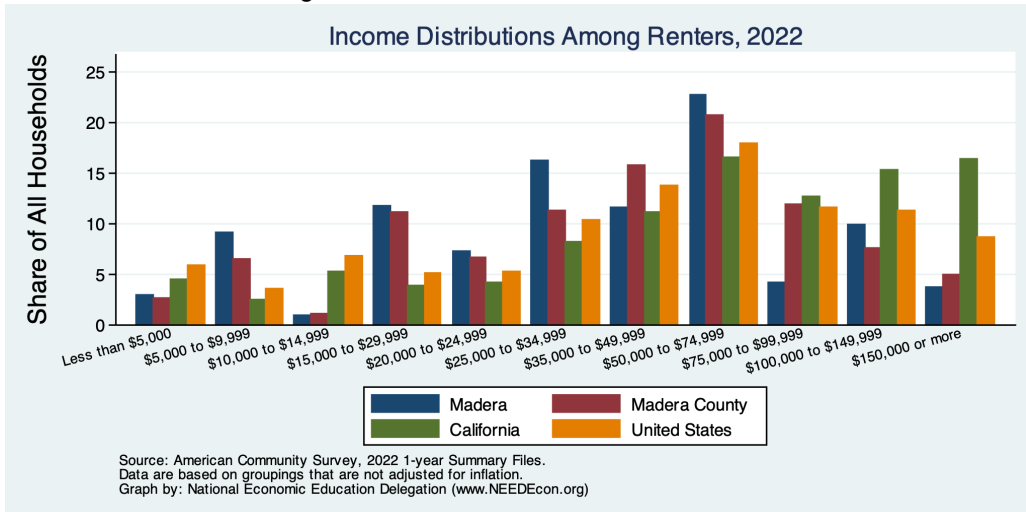


Figure 41: Income Distribution of Renters



Housing Burden in Madera and Broader Regions

Figure 42: Home Owners w/ A Mortgage

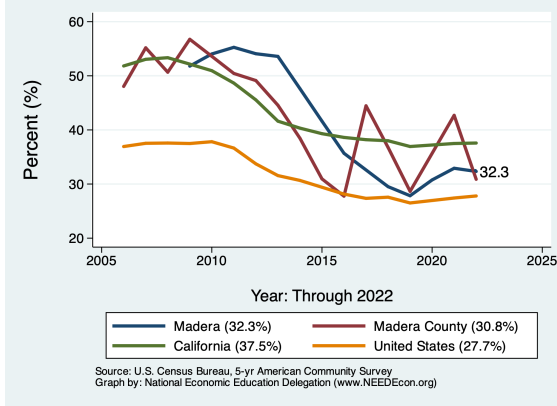


Figure 43: Home Owners w/o A Mortgage

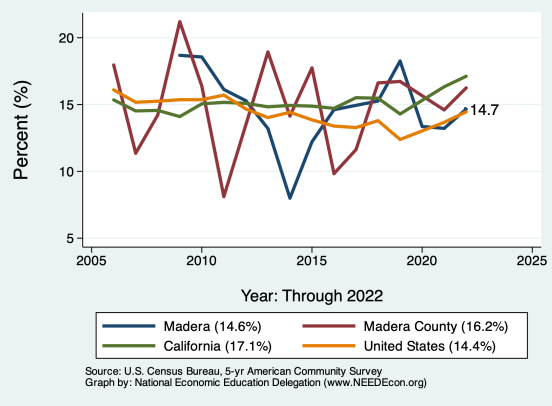


Figure 44: Renters

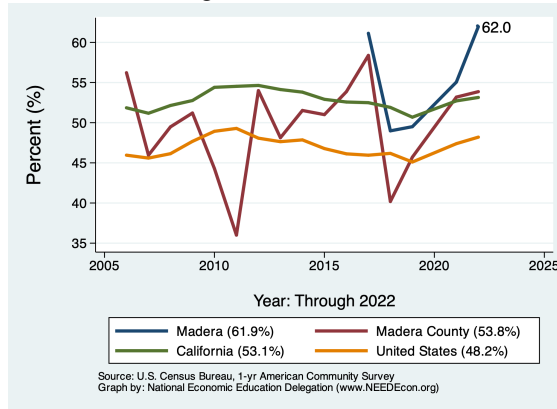
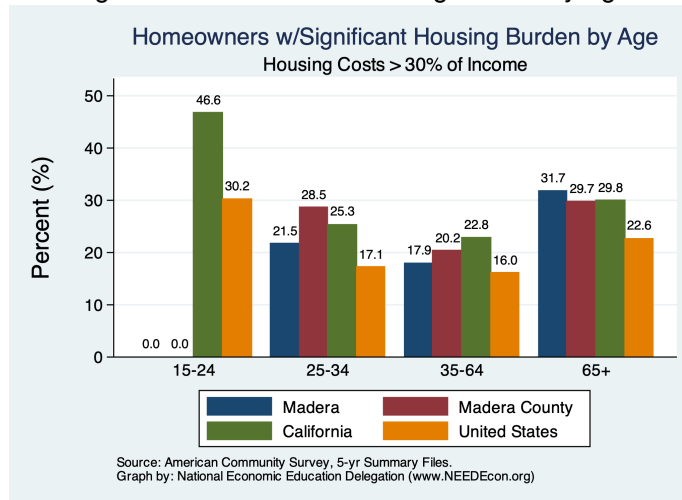


Figure 45: Homeowner Housing Burden by Age



Housing Picture

Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. The median value is the amount in the middle. Fifty percent of units are above the median and 50 percent are below.

Why is it important?

In areas where the rate of population growth exceeds the rate of housing growth, this is likely to reflect a tightening housing market. A tightening housing market will also likely be reflected in lower vacancy rates and higher occupancy rates. It may also be reflected in higher numbers of people per household.

Table 5. Housing Market Indicators

Indicator	2023	2019	2010	% Change from	
				2019	2010
Total Population	65,540.0	65,117.0	61,416.0	0.6	6.7
Total # of Homes	18,538.0	17,867.0	17,049.0	3.8	8.7
# Occupied Units	17,830.0	16,881.0	15,938.0	5.6	11.9
Persons per Household	3.6	3.8	3.8	-5.3	-5.1
Vacancy Rate (%)	3.8	5.5	6.5	-30.8	-41.4

Source: CA DOF; Calculations by the National Economic Education Delegation

Figure 46: Housing Growth

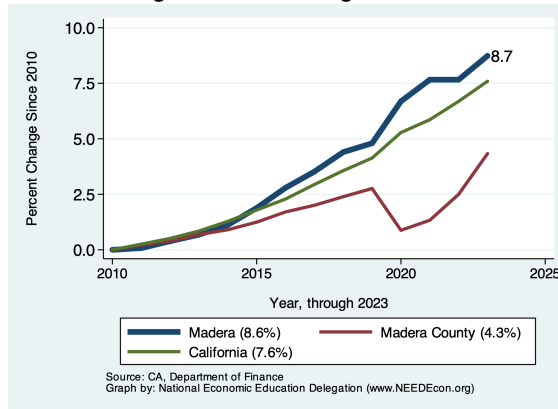


Figure 47: Persons per Household

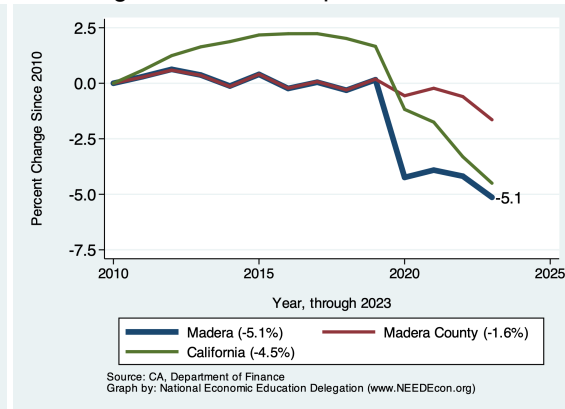


Figure 48: Vacancy Rates

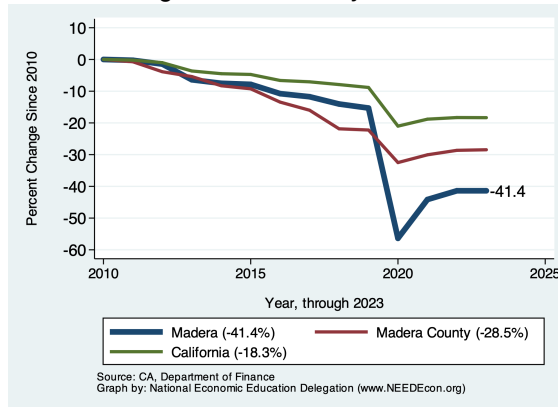
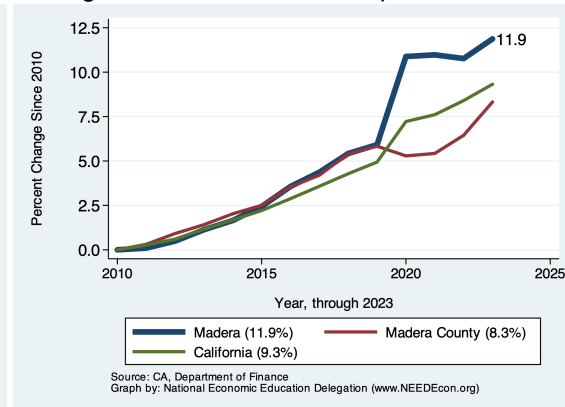


Figure 49: Number of Occupied Units



Trends in the Growth of Housing by Housing Type

Figure 50: Single Detached Homes

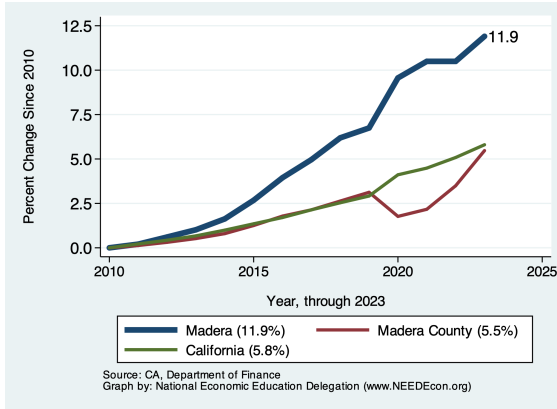


Figure 51: Single Attached Homes

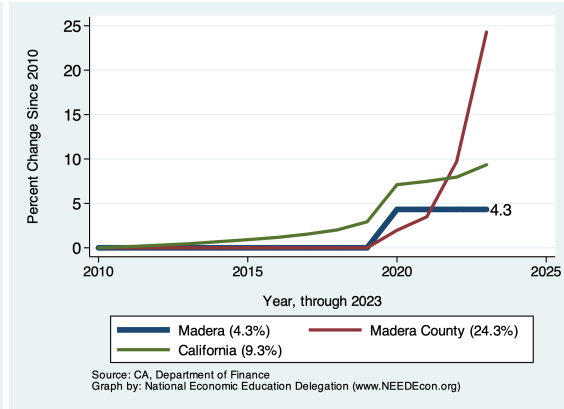


Figure 52: Housing in Buildings with Two to Four Units

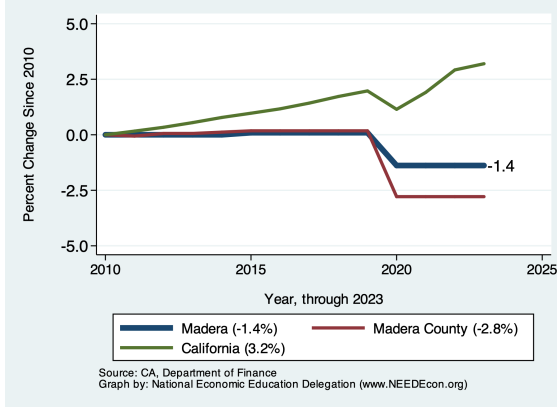
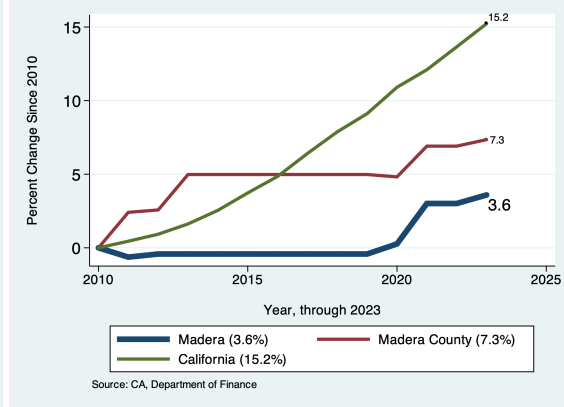


Figure 53: Housing in Buildings with Five or More Units



Vintage of Residential Housing

Why is it important?

This section provides evidence on the year in which residential housing in Madera was built. We break it down into owned versus rented residences and provide a comparison across Madera County and broader regions. A sense of the age of housing in a region provides an indication of the urgency with which a region might pursue additional housing. As the hous-

ing stock ages, an urgency with which renovations and rebuilds are permitted might result. All things equal, more recently constructed housing will be more likely to meet current codes and standards. Remodeling of existing units will be more desirable when existing units are, on average, older.

Figure 54: Distribution of Housing Construction

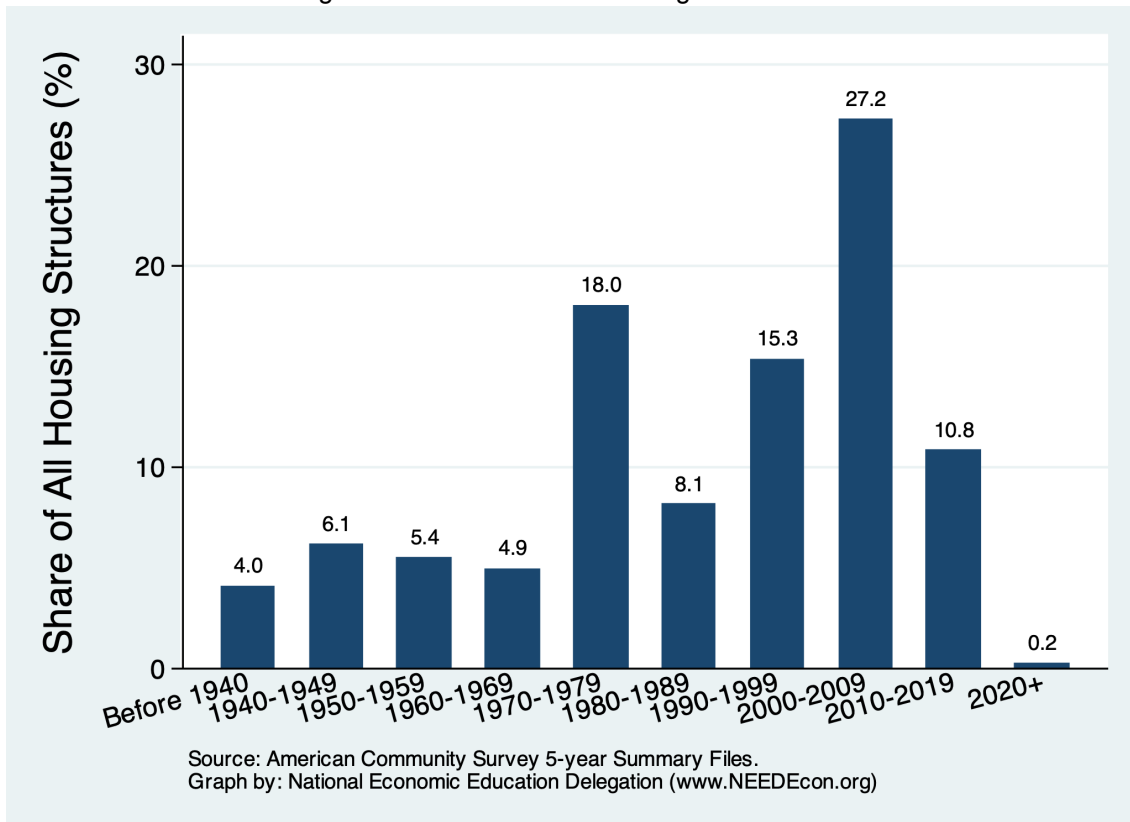


Figure 55: Housing Vintage across Regions

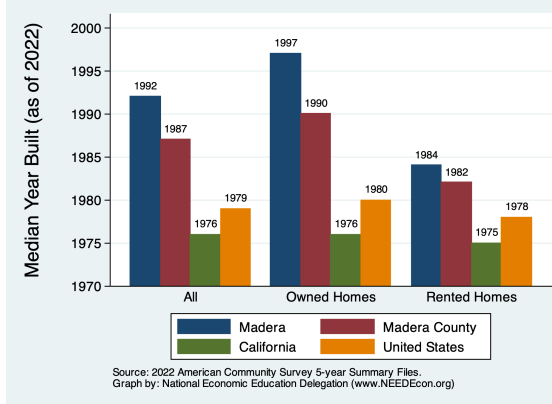


Figure 56: Housing Vintage by Tenure

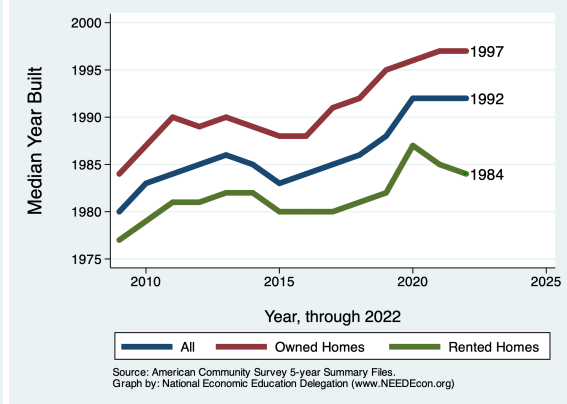


Figure 57: Vintage of Owned Residences

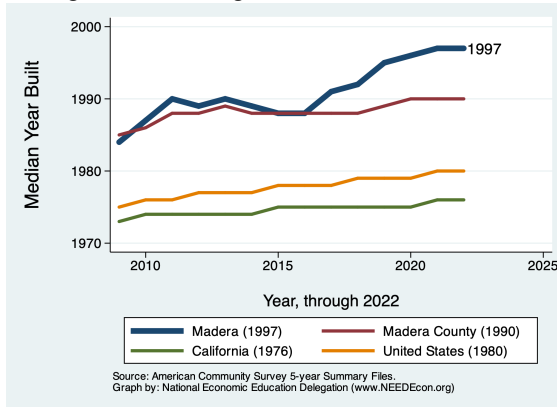


Figure 58: Vintage of Rented Residences

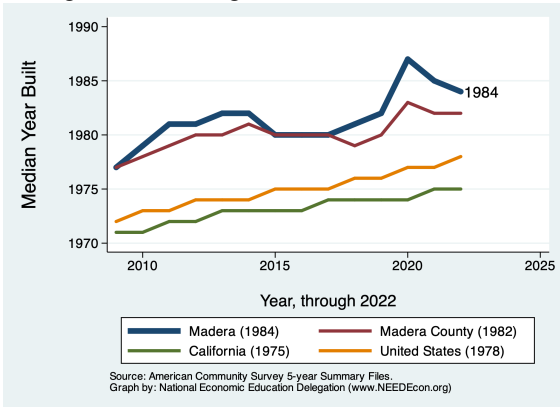
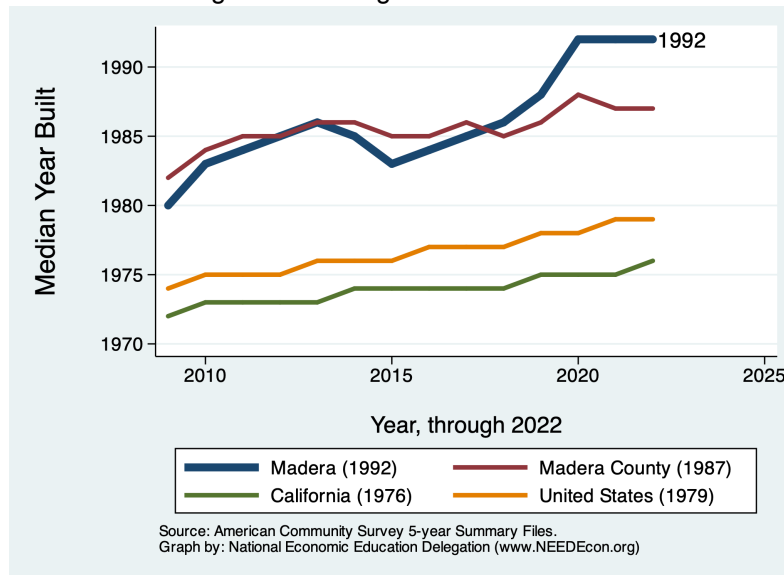


Figure 59: Vintage of All Residences



Occupation of Residential Housing

Why is it important?

The duration of residence in a city is important for developing future policies regarding growing the local population. If a region is highly mobile, evidenced by most residences having

been recently occupied, a city might propose policies to reduce that mobility, or ask why the mobility happens. Policies could be put in place to either reduce or increase migration.

Figure 60: Year Current Occupant Moved In

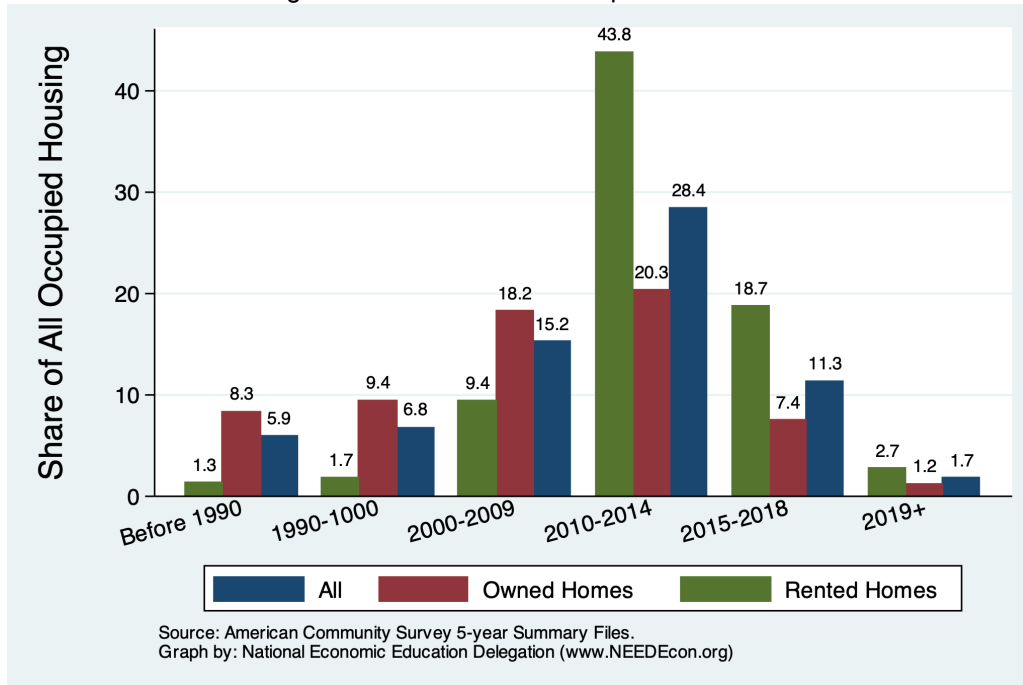


Figure 61: Year Occupied by Current Residents across Regions

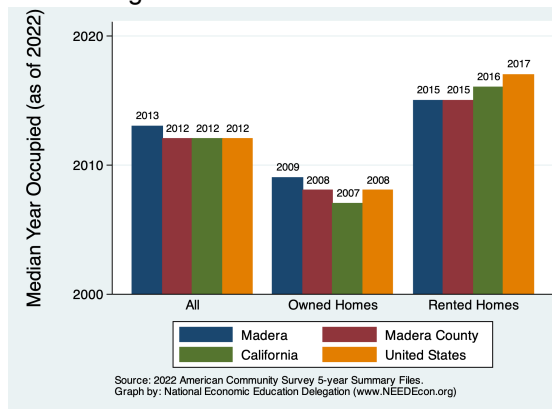


Figure 62: Year Occupied by Current Residents by Tenure

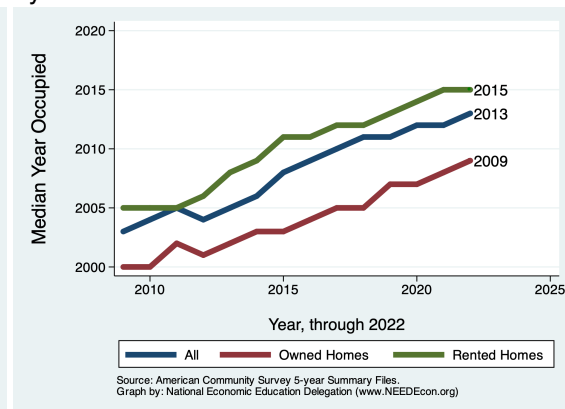


Figure 63: Year Occupied by Current Residents for Owned Housing Figure 64: Year Occupied by Current Residents for Rented Housing

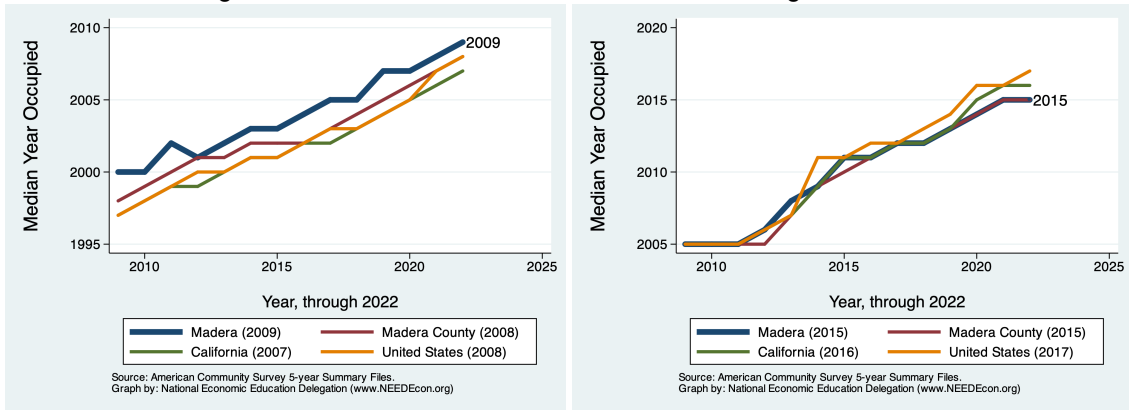
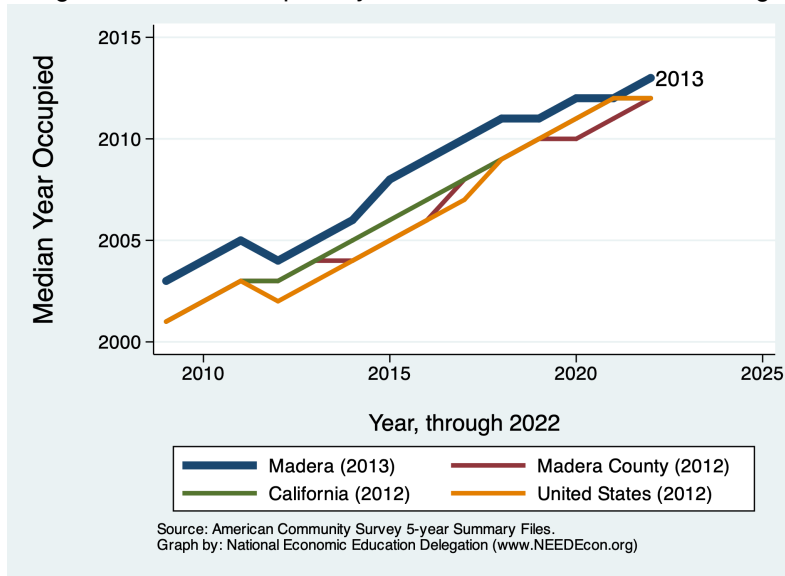


Figure 65: Year Occupied by Current Residents for All Housing



Residential Permitting

Definition:

This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Madera is compared with data from Madera County as a whole and broader regions. The statistic provided scales the number of permits by population. This is done to facilitate comparisons across regions.

Why is it important?

Building permits are the best indicator available of new units coming on the market. In order for a region's population to grow and flourish, new residential properties must be added to the existing stock. Building, both in the City and in the County more generally, is an indication of the extent to which new residences accommodate new residents or are affecting prices through increased supply.

Madera - Ranking Among Comparables

Figure 66: Number of Units Permitted - Nationwide Comparables (Rank)

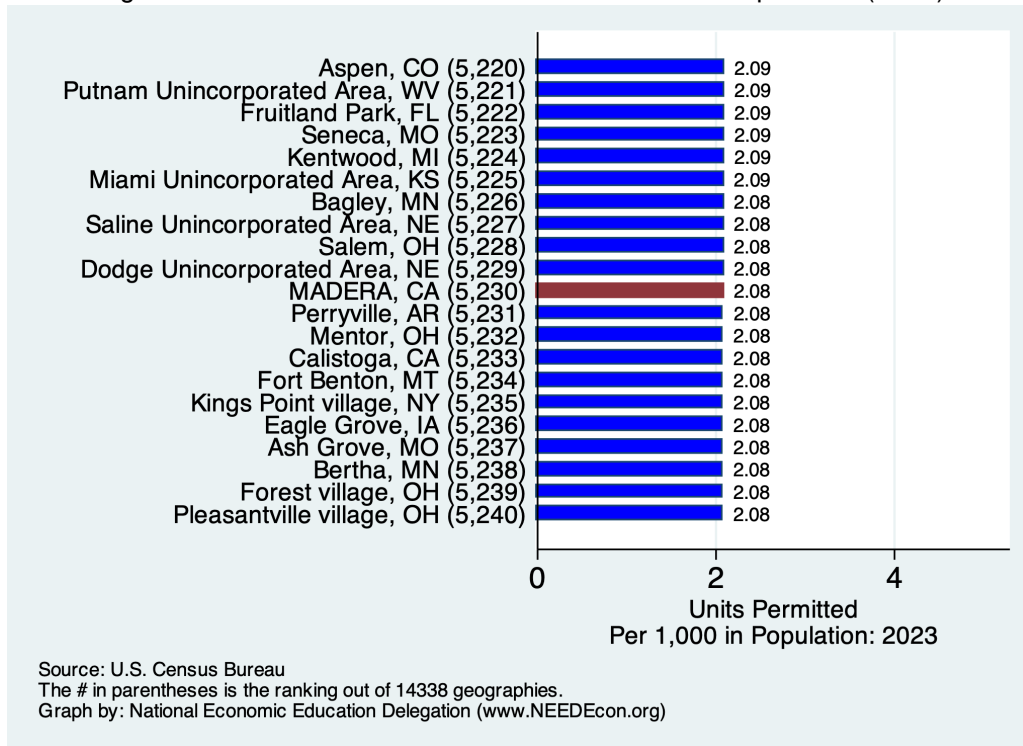
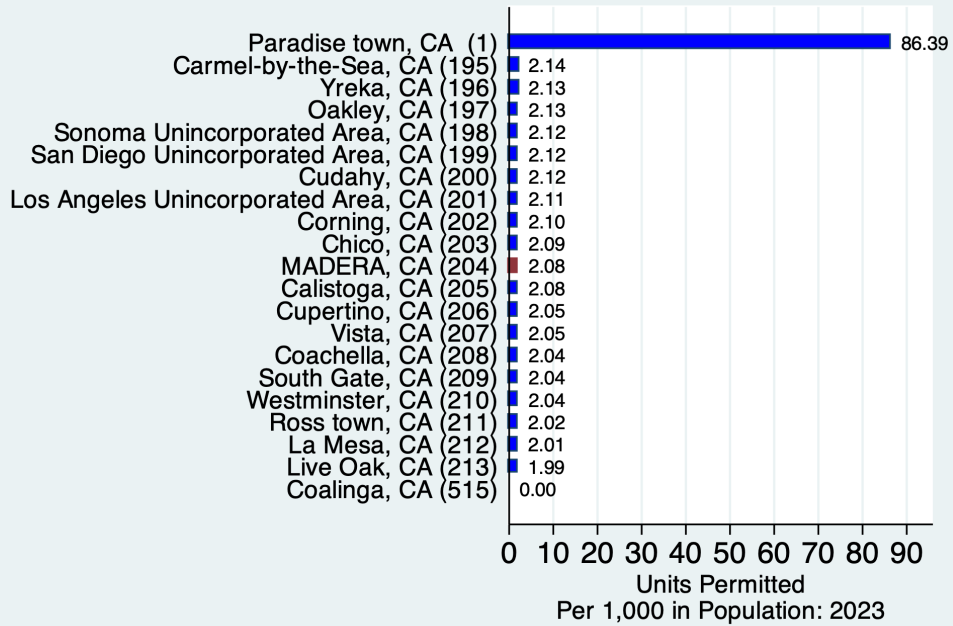
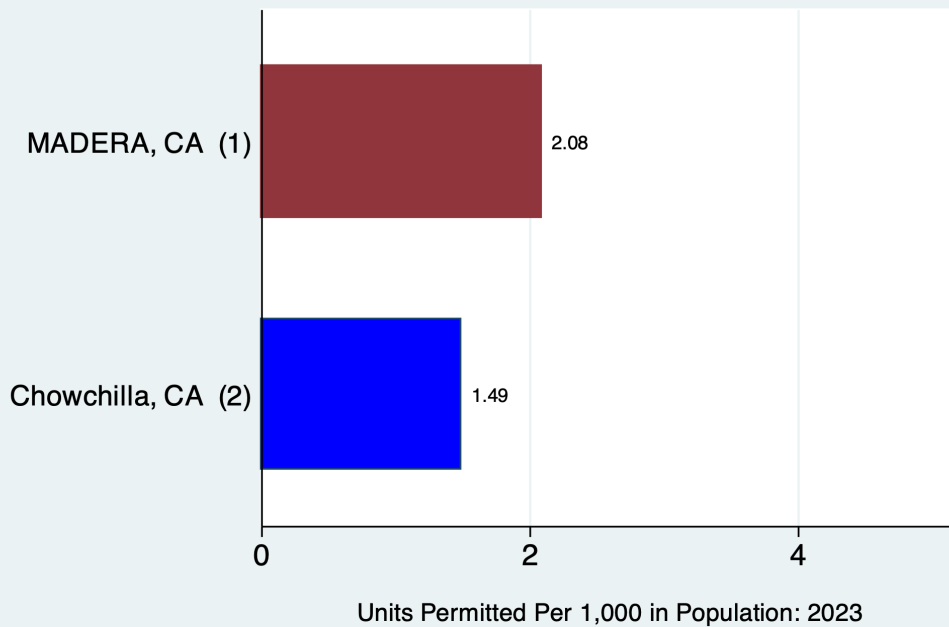


Figure 67: Number of Units Permitted - California Comparables (Rank)



Source: U.S. Census Bureau.
 The # in parentheses is the ranking out of 515 geographies.
 Graph by: National Economic Education Delegation (www.NEEDecon.org)

Figure 68: Number of Units Permitted - Cities in Madera County (Rank)



Source: U.S. Census Bureau,
 The # in parentheses is the ranking out of 2 geographies.
 Graph by: National Economic Education Delegation (www.NEEDecon.org)

Madera - Permitting Activity

Annual Units Permitted - Per Capita in Madera

Figure 69: Units Permitted Each Year

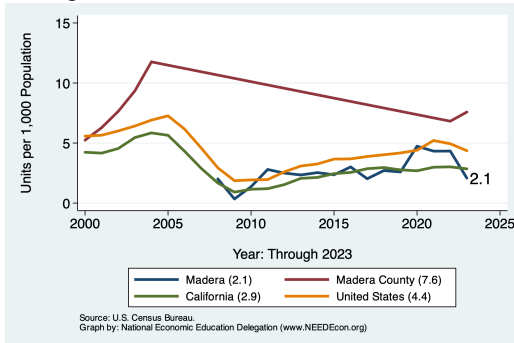
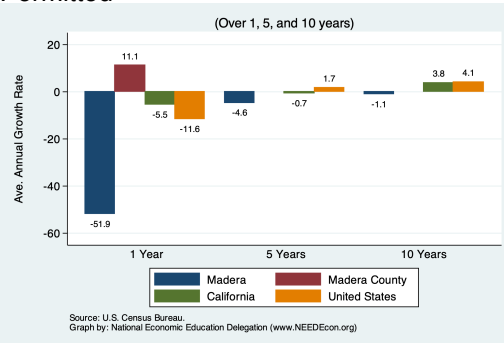


Figure 70: Average Annual Growth in Units Permitted



Annual Number of Buildings Permitted - Per Capita in Madera

Figure 71: Units Permitted Each Year

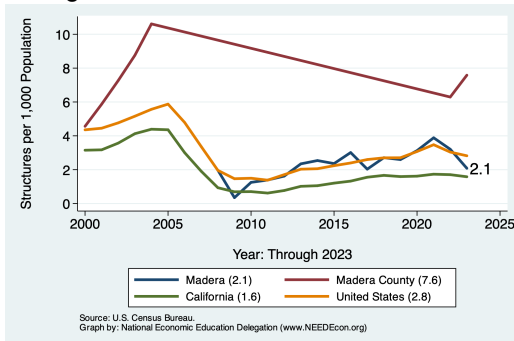
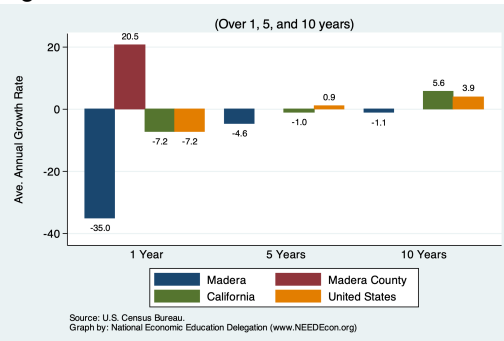


Figure 72: Average Annual Growth in Buildings Permitted



Annual Value of Property Permitted - Per Capita in Madera

Figure 73: Value Permitted Each Year

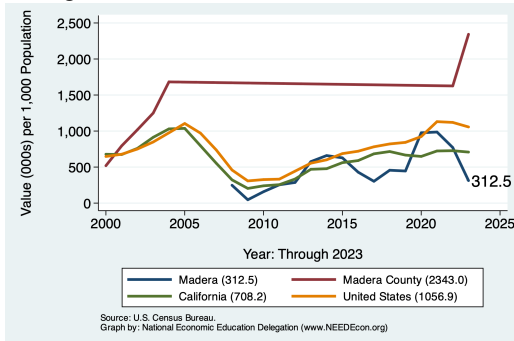
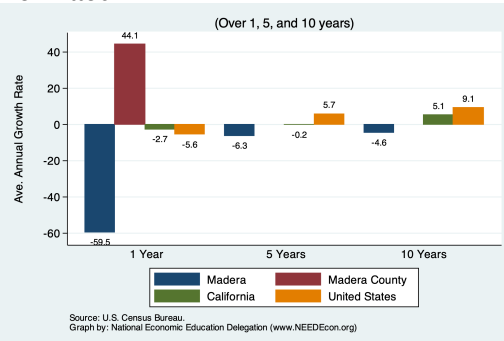


Figure 74: Average Annual Growth in Value Permitted



Commute Patterns

During the recovery from the Great Recession, the period from 2010 to 2019, the Bay Area economy, and Silicon Valley in particular, has been growing at a pace roughly double that of the state as a whole and triple that of the nation. This growth has precipitated a tight hous-

ing market and also brought about some significant changes in commute patterns, many of which have been reversed by the pandemic. Recent years have seen significant changes in both the mode of transportation and commute times.

Mode of Transportation

Figure 75: Percent of Workers Commuting by Car Alone

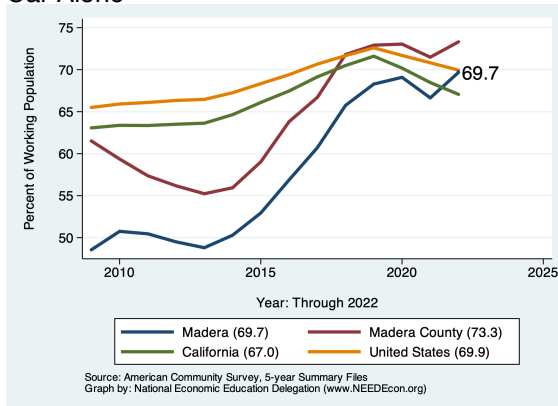


Figure 76: Percent of Workers Commuting by Carpool

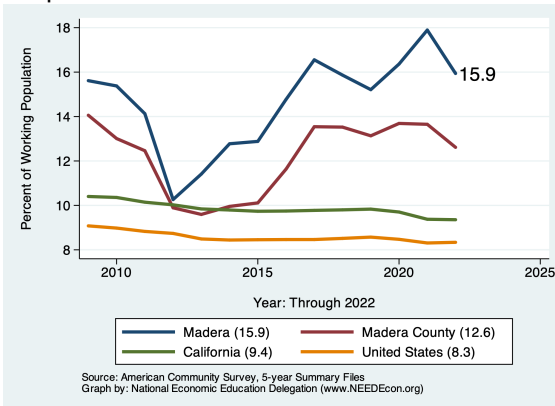


Figure 77: Percent of Workers using Public Transportation

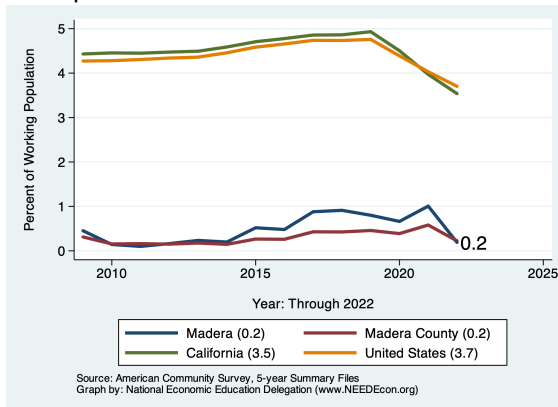
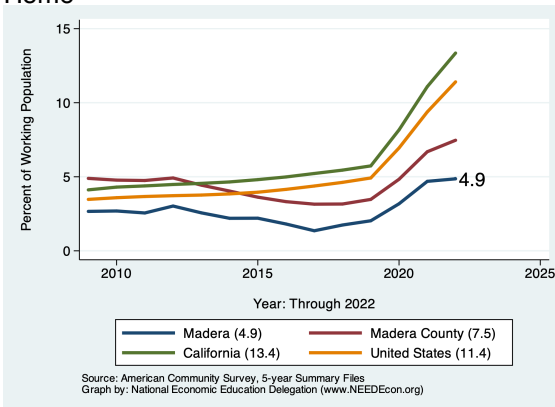


Figure 78: Percent of Workers Who Work From Home



The first table on this page presents data for those who LIVE in Madera. The second provides data on those who work, but do not necessarily live in Madera. The final two columns provide for a comparison of commute mode choices of people locally with those in California more broadly.

Table 6. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van:	12,233	86.6	9,377	84.4	21,610	85.6	78.0
Drove Alone	9,679	68.5	7,908	71.2	17,587	69.7	68.4
Carpooled:	2,554	18.1	1,469	13.2	4,023	15.9	9.5
In 2-person carpool	1,291	9.1	983	8.8	2,274	9.0	6.9
In 3-person carpool	452	3.2	267	2.4	719	2.8	1.5
In 4-or-more-person carpool	811	5.7	219	2.0	1,030	4.1	1.1
Public Transportation (excl Taxi):	32	0.2	16	0.1	48	0.2	3.6
Bus or Trolley Bus	32	0.2	0	0.0	32	0.1	2.3
Streetcar or Trolley Car	0	0.0	16	0.1	16	0.1	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	0	0.0	68	0.6	68	0.3	0.7
Walked	151	1.1	93	0.8	244	1.0	2.4
Taxicab, Motorcycle, or other	1,341	9.5	701	6.3	2,042	8.1	1.7
Worked at Home	368	2.6	859	7.7	1,227	4.9	13.6
Total:	14,125	100.0	11,114	100.0	25,239	100.0	

Source: 2022 5-year American Community Survey, Summary File

Table 7. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van:	9,945	93.4	9,081	87.5	19,026	90.5	78.0
Drove Alone	8,596	80.7	7,937	76.5	16,533	78.6	68.5
Carpooled:	1,349	12.7	1,144	11.0	2,493	11.9	9.5
In 2-person carpool	867	8.1	918	8.8	1,785	8.5	6.9
In 3-person carpool	421	4.0	216	2.1	637	3.0	1.5
In 4-or-more-person carpool	61	0.6	10	0.1	71	0.3	1.1
Public Transportation (excl Taxi):	36	0.3	16	0.2	52	0.2	3.6
Bus or Trolley Bus	36	0.3	0	0.0	36	0.2	2.3
Streetcar or Trolley Car	0	0.0	16	0.2	16	0.1	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	0	0.0	68	0.7	68	0.3	0.7
Walked	118	1.1	105	1.0	223	1.1	2.4
Taxicab, Motorcycle, or other	183	1.7	250	2.4	433	2.1	1.7
Worked at Home	368	3.5	859	8.3	1,227	5.8	13.6
Total:	10,650	100.0	10,379	100.0	21,029	100.0	

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Commute Times for Employed Residents

Table 8. SEX OF WORKERS BY TRAVEL TIME TO WORK

Mode of Transit	Male		Female		All Workers		All of CA	
	#	(%)	#	(%)	#	(%)	#	(%)
Less than 5 minutes	513	3.4	782	6.9	1,295	4.9	2.1	2.1
5 to 9 minutes	2,183	14.3	1,799	16.0	3,982	15.0	7.8	7.8
10 to 14 minutes	1,755	11.5	1,475	13.1	3,230	12.2	12.4	12.4
15 to 19 minutes	1,463	9.6	1,141	10.1	2,604	9.8	15.4	15.4
20 to 24 minutes	1,952	12.8	1,276	11.3	3,228	12.2	14.8	14.8
25 to 29 minutes	548	3.6	403	3.6	951	3.6	6.4	6.4
30 to 34 minutes	3,755	24.7	1,697	15.1	5,452	20.6	15.2	15.2
35 to 39 minutes	60	0.4	369	3.3	429	1.6	2.9	2.9
40 to 44 minutes	999	6.6	844	7.5	1,843	7.0	4.1	4.1
45 to 59 minutes	1,019	6.7	1,278	11.3	2,297	8.7	8.2	8.2
60 to 89 minutes	304	2.0	201	1.8	505	1.9	7.2	7.2
90 or more minutes	680	4.5	0	0.0	680	2.6	3.6	3.6
Total:	15,231	100.0	11,265	100.0	26,496	100.0		

Source: 2022 1-year American Community Survey, Summary File

Figure 79: Percent of Employed Population With Commutes of More than 30 Minutes

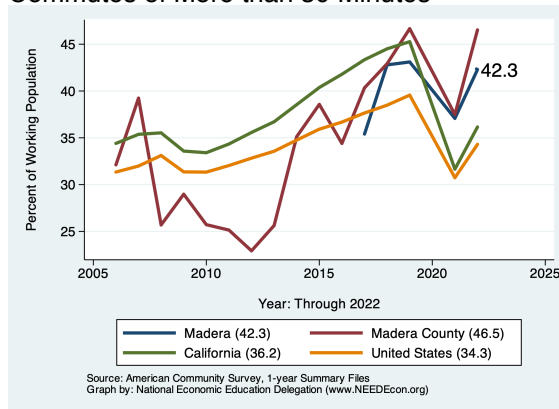


Figure 80: Percent of Employed Population With Commutes of More than 90 Minutes

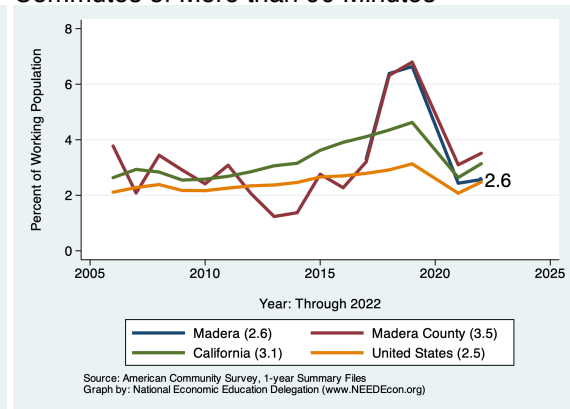
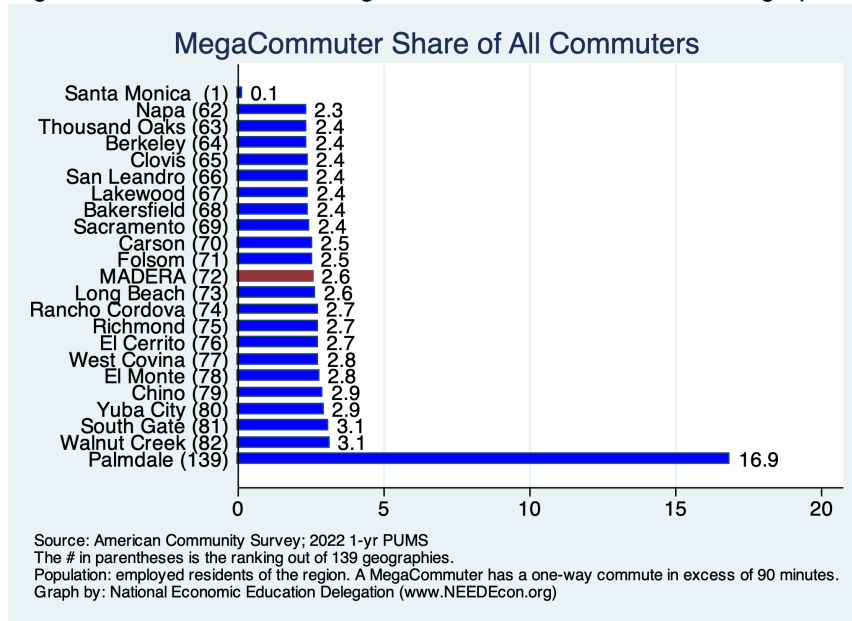


Figure 81: Rank: Share of MegaCommuters Across Similar Geographies



Commute Times for Those Employed in the City

Table 9. SEX OF WORKERS BY TRAVEL TIME TO WORK FOR WORKPLACE GEOGRAPHY

Mode of Transit	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Less than 5 minutes	566	4.7	999	8.9	1,565	6.7	2.1
5 to 9 minutes	1,670	13.8	1,687	15.0	3,357	14.4	7.8
10 to 14 minutes	1,199	9.9	1,878	16.7	3,077	13.2	12.4
15 to 19 minutes	1,988	16.4	2,343	20.9	4,331	18.5	15.3
20 to 24 minutes	794	6.6	737	6.6	1,531	6.6	14.8
25 to 29 minutes	511	4.2	514	4.6	1,025	4.4	6.4
30 to 34 minutes	2,603	21.5	1,046	9.3	3,649	15.6	15.2
35 to 39 minutes	118	1.0	466	4.1	584	2.5	2.9
40 to 44 minutes	423	3.5	314	2.8	737	3.2	4.1
45 to 59 minutes	1,162	9.6	857	7.6	2,019	8.6	8.2
60 to 89 minutes	974	8.0	367	3.3	1,341	5.7	7.2
90 or more minutes	111	0.9	28	0.2	139	0.6	3.6
Total:	12,119	100.0	11,236	100.0	23,355	100.0	

Source: 2022 1-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Figure 82: Percent of Local Employees With Commutes of More than 30 Minutes

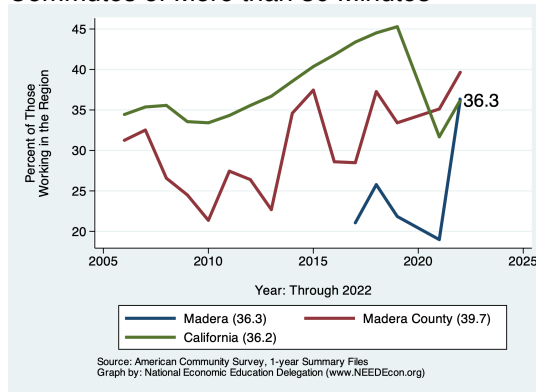


Figure 83: Percent of Local Employees With Commutes of More than 90 Minutes

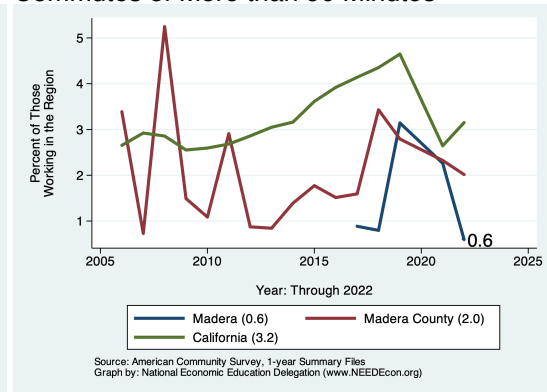
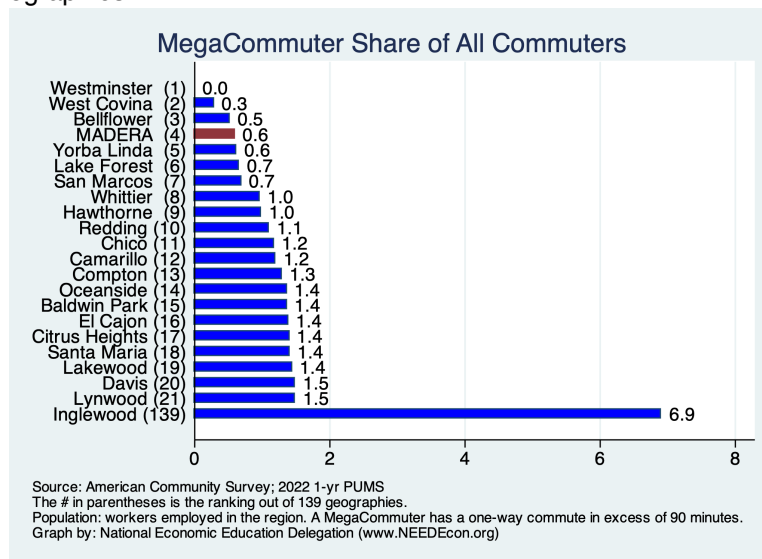


Figure 84: Rank: Share of MegaCommuters Across Similar Geographies



Place of Work

This section provides evidence on where workers living in Madera work. As evidenced in the first table, some of Madera’s employed workers work in the City, but many do not. The first table and graph pair provide evidence at the county level while the second provide evidence with regard to working outside of the Madera city boundary.

Table 10. SEX OF WORKERS BY PLACE OF WORK—STATE AND COUNTY LEVEL

Place of Work	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Worked in state of residence:	15,101	98.4	12,304	100.0	27,405	99.1	99.6
Worked in county of residence	9,342	60.9	8,575	69.7	17,917	64.8	85.3
worked outside of county of residence	5,759	37.5	3,729	30.3	9,488	34.3	14.3
Worked outside state of residence	251	1.6	0	0.0	251	0.9	0.4
Total:	15,352	100.0	12,304	100.0	27,656	100.0	

Source: 2022 1-year American Community Survey, Summary File

Figure 85: Percent of Workers Employed Outside of Their County of Residence

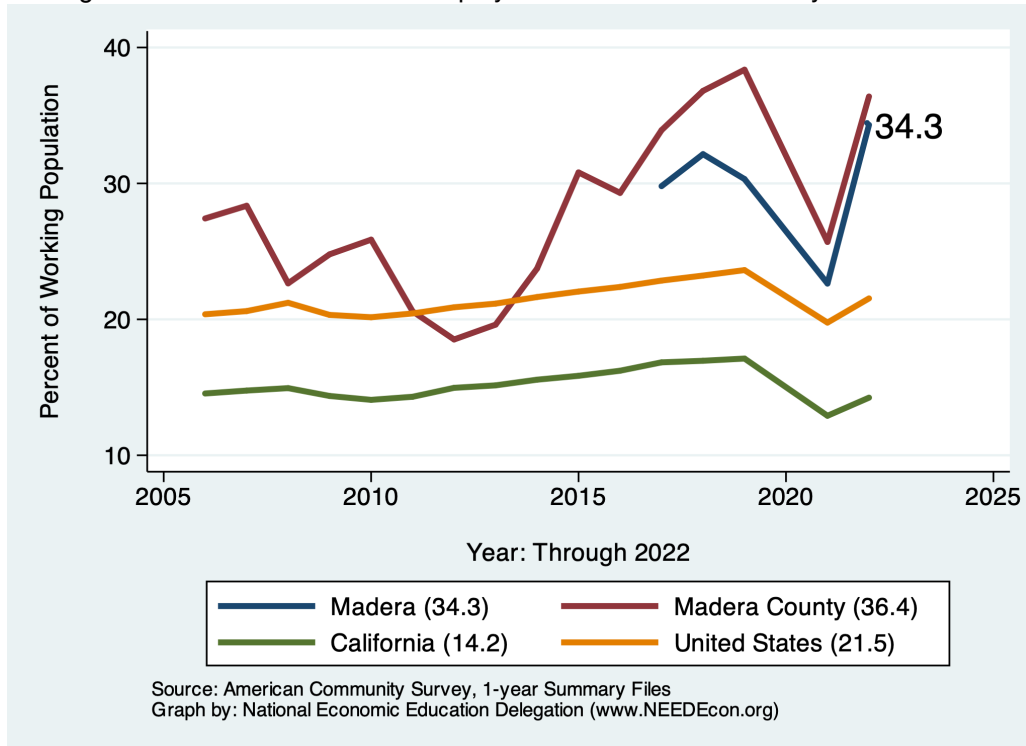
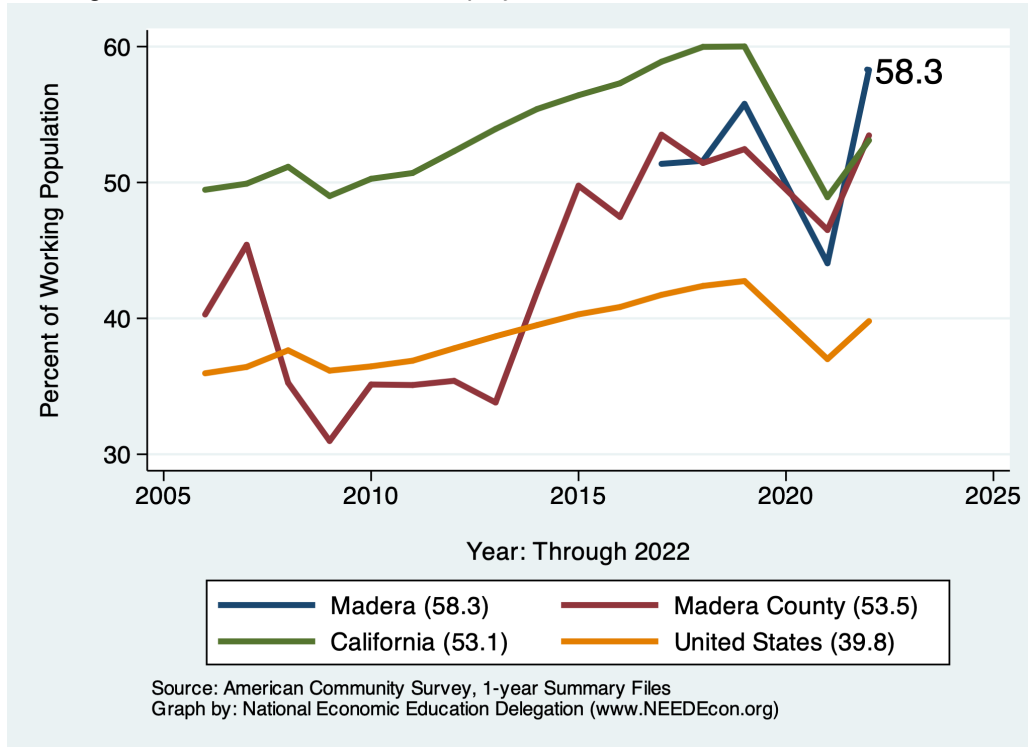


Table 11. SEX OF WORKERS BY PLACE OF WORK-PLACE LEVEL

Place of Work	Male		Female		All Workers		All of CA (%)
	#	(%)	#	(%)	#	(%)	
Living in a place:	15,352	100.0	12,304	100.0	27,656	100.0	95.8
Worked in place of residence	4,882	31.8	6,656	54.1	11,538	41.7	42.3
Worked outside place of residence	10,470	68.2	5,648	45.9	16,118	58.3	53.4
Not living in a place	0	0.0	0	0.0	0	0.0	4.2
Total:	15,352	100.0	12,304	100.0	27,656	100.0	

Source: 2022 1-year American Community Survey, Summary File

Figure 86: Percent of Workers Employed Outside of Their Place of Residence



Commute Mode by Income

**Table 12. MEDIAN EARNINGS IN THE PAST 12 MONTHS
BY MEANS OF TRANSPORTATION TO WORK**

	City	California	Ratio	United States	
	Median	Median		Median	Ratio
Car, truck, or van - drove alone	34,740	48,335	117.9	45,677	116.2
Car, truck, or van - carpooled	30,191	35,926	137.9	34,518	133.6
Public transportation (excluding taxicab)		34,625		41,443	
Walked	6,521	30,552	35.0	27,247	36.6
Taxicab, motorcycle, bicycle, or other means	23,580	40,631	95.2	36,218	99.4
Worked from home	18,153	79,738	37.4	69,180	40.1
Total:	30,358	49,818	60.9	46,365	65.5

Source: 2022 1-year American Community Survey, Summary File

Notes: 1) Ratio = the ratio of the regional median to either the CA or US median, relative to the Total ratio.

Values above 100 imply a high local median. Values below 100 imply a low local median.

For example, a value of 200 means that the local mean is 2x higher than would be expected.

For "Total:", ratio is simply the ratio of the medians.

2) For regions with more than one geography, the medians are averages weighted by working population.

Table 13. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS

Mode of Transit	< \$25,000		\$25,000-\$74,999		\$75,000+		All		All of CA
	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	5,473	49.4	5,982	79.1	2,891	83.1	17,587	69.7	68.4
Car, Truck, or Van: Carpooled	1,924	17.3	977	12.9	239	6.9	4,023	15.9	9.5
Public Transportation (excl Taxi)	48	0.4	0	0.0	0	0.0	48	0.2	3.6
Walked	167	1.5	0	0.0	38	1.1	244	1.0	2.4
Taxicab, Motorcycle, or other	1,339	12.1	303	4.0	71	2.0	2,110	8.4	2.4
Worked at Home	676	6.1	298	3.9	241	6.9	1,227	4.9	13.6
Total:	9,627	86.8	7,560		3,480		25,239		100.0

Source: 2022 5-year American Community Survey, Summary File

**Table 14. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS FOR
WORKPLACE GEOGRAPHY**

Mode of Transit	< \$25,000		\$25,000-\$74,999		\$75,000+		All		All of CA
	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	5,000	58.3	5,931	83.5	3,396	85.2	16,533	78.6	68.5
Car, Truck, or Van: Carpooled	1,074	12.5	749	10.5	266	6.7	2,493	11.9	9.5
Public Transportation (excl Taxi)	35	0.4	17	0.2	0	0.0	52	0.2	3.6
Walked	107	1.2	2	0.0	75	1.9	223	1.1	2.4
Taxicab, Motorcycle, or other	284	3.3	108	1.5	7	0.2	501	2.4	2.4
Worked at Home	676	7.9	298	4.2	241	6.0	1,227	5.8	13.6
Total:	7,176	83.7	7,105		3,985		21,029		

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Commute Mode by Poverty Status

Table 15. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS

Mode of Transit	In Poverty		100-149% of Pov		>150% of Pov		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	2,233	59.8	1,546	34.4	13,808	73.5	17,587	69.1	68.7
Car, Truck, or Van: Carpooled	734	19.7	624	13.9	2,665	14.2	4,023	15.8	9.5
Public Transportation (excl Taxi)	16	0.4	19	0.4	13	0.1	48	0.2	3.6
Walked	48	1.3	41	0.9	155	0.8	244	1.0	2.1
Taxicab, Motorcycle, or other	414	11.1	461	10.3	1,235	6.6	2,110	8.3	2.4
Worked at Home	289	7.7	19	0.4	919	4.9	1,227	4.8	13.6
Total:	3,734		2,710	60.3	18,795		25,239	99.2	

Source: 2022 5-year American Community Survey, Summary File

Table 16. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS FOR WORKPLACE GEOGRAPHY

Mode of Transit	In Poverty		100-149% of Pov		>150% of Pov		All		All of CA (%)
	#	(%)	#	(%)	#	(%)	#	(%)	
Car, Truck, or Van: Drove Alone	1,509	68.1	1,264	67.6	13,760	80.2	16,533	78.6	68.7
Car, Truck, or Van: Carpooled	230	10.4	236	12.6	2,027	11.8	2,493	11.9	9.5
Public Transportation (excl Taxi)	16	0.7	19	1.0	17	0.1	52	0.2	3.6
Walked	48	2.2	41	2.2	134	0.8	223	1.1	2.1
Taxicab, Motorcycle, or other	124	5.6	84	4.5	293	1.7	501	2.4	2.4
Worked at Home	289	13.0	19	1.0	919	5.4	1,227	5.8	13.6
Total:	2,216		1,663	88.9	17,150		21,029		

Source: 2022 5-year American Community Survey, Summary File

The results in this table are for those who work in the region, regardless of the location of their residence.

Migration

Overall Migration Flows

Definition:

The United States is a country with an increasingly mobile population. People move, migrate, from one place to another with increasing frequency.

Why is it important?

Having a handle on whether or not Madera is a net recipient (migration inflows) or donor (mi-

gration outflows) of population is very important for understanding trends in the City's development. This section outlines migration patterns by age, education, income, marital status, and housing tenure. Understanding recent trends is very important for making policy, investment, and other decisions about the future. Also, understanding the extent to which the population is stable, or experiences significant turnover each year is helpful for planning purposes.

Figure 87: Overall Movements of Residents

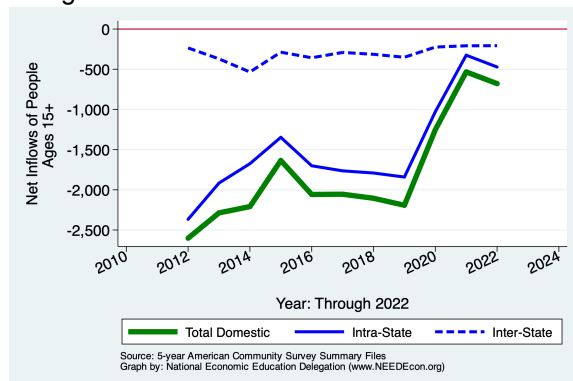


Table 17: Migration by Income

Category	Population	Net Inflows					From Abroad
		All Migration	Same State			Across States	
			W/in County	Between Counties	Across States		
No income	10,599	-23	-4	-99	-40	120	
With income	38,359	-450	-188	-181	-167	86	
\$1 to \$9,999 or less	6,957	-222	-40	-110	-72	0	
\$10,000 to \$14,999	4,285	-108	-51	-41	-16	0	
\$15,000 to \$24,999	7,561	209	82	78	-4	53	
\$25,000 to \$34,999	5,623	-38	38	-68	-41	33	
\$35,000 to \$49,999	5,113	-476	-128	-342	-6	0	
\$50,000 to \$64,999	3,013	69	-41	111	-1	0	
\$65,000 to \$74,999	1,625	-59	-94	46	-11	0	
\$75,000 or more	4,182	175	46	145	-16	0	
All:	48,958	-473	-192	-280	-207	206	

Source: 2022 5-year American Community Survey, Summary File

Note: The data in this and other tables in this section are limited in that there is no information on the City's population that has moved abroad.

The "From Abroad" column is gross movements into the City from abroad.

Figure 88: Overall Movements of Low Income Residents

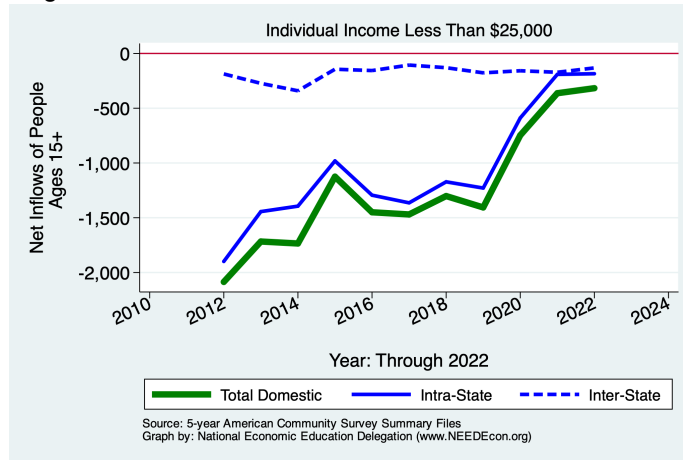


Figure 89: Overall Movements of Middle Income Residents

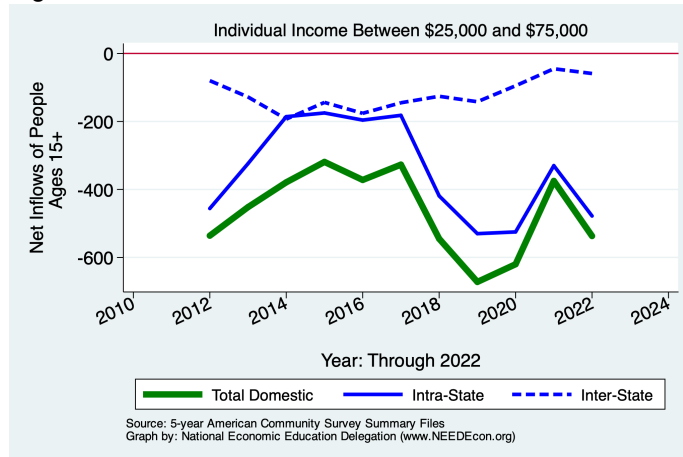
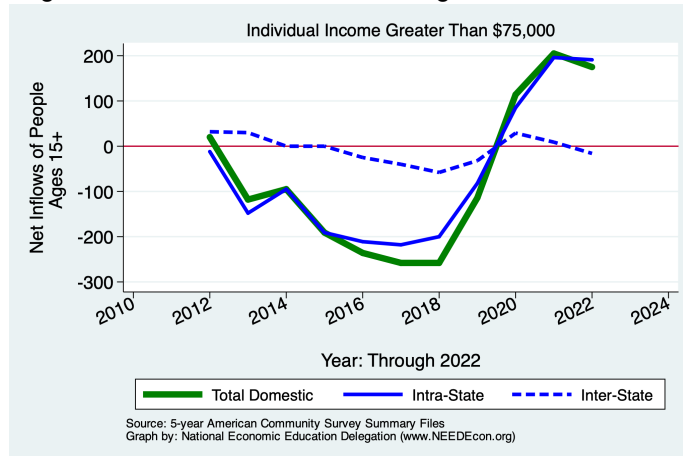


Figure 90: Overall Movements of High Income Residents



Demographics of Migration Flows

Table 18: Migration by Marital Status

Category	Population	Net Inflows				
		All Migration	Same State			From Abroad
			W/in County	Between Counties	Across States	
Never married	21,602	-485	-191	-326	-21	53
Now married, except separated	19,589	-23	18	80	-137	16
Divorced	4,420	118	31	32	-49	104
Separated	1,195	-10	-5	-38	0	33
Widowed	2,152	-73	-45	-28	0	0
Total:	48,958	-473	-192	-280	-207	206

Source: 2022 5-year American Community Survey, Summary File

Table 19: Migration by Tenure

Category	Population	Net Inflows				
		All Migration	Same State			From Abroad
			W/in County	Between Counties	Across States	
Householder lived in owner-occupied housing units	36,623	-700	-421	-304	25	0
Householder lived in renter-occupied housing units	28,991	-51	-285	-904	1,138	0
Total:	65,614	-751	-706	-1,208	1,163	0

Source: 2022 1-year American Community Survey, Summary File

Figure 91: Domestic Movements of Residents by Tenure

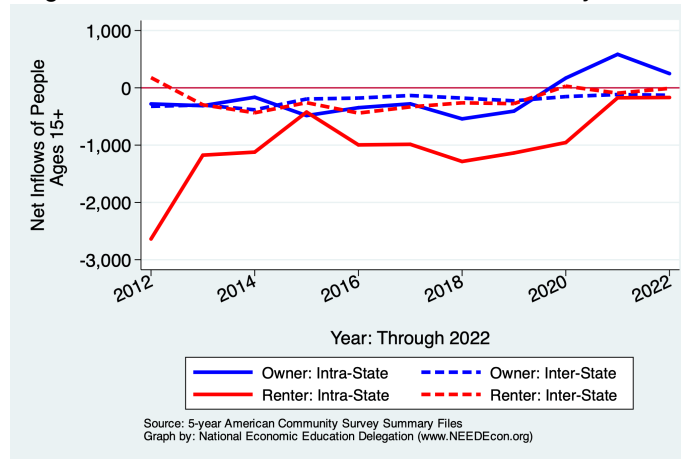


Table 20: Migration by Age

Category	Population	Net Inflows					
		All Migration	Same State			Across States	From Abroad
			W/in County	Between Counties	Across States		
1 to 4 years	4,360	-77	-104	20	7	0	
5 to 17 years	16,374	492	187	279	3	23	
18 and 19 years	2,306	-186	-9	-137	-40	0	
20 to 24 years	5,050	-429	-122	-304	-3	0	
25 to 29 years	4,918	-203	-124	-98	-11	30	
30 to 34 years	5,052	-16	4	-9	-11	0	
35 to 39 years	4,515	199	65	134	0	0	
40 to 44 years	4,472	-177	-116	-61	0	0	
45 to 49 years	4,625	-56	5	-2	-59	0	
50 to 54 years	3,228	247	71	69	3	104	
55 to 59 years	2,822	18	6	-9	-12	33	
60 to 64 years	2,455	-143	-37	-72	-34	0	
65 to 69 years	1,577	100	8	87	-11	16	
70 to 74 years	1,446	49	21	28	0	0	
75 years and over	2,774	78	-18	125	-29	0	
Total Population:	65,974	-104	-163	50	-197	206	

Source: 2022 5-year American Community Survey, Summary File

Table 21: Migration by Educational Attainment

Category	Population	Net Inflows					
		All Migration	Same State			Across States	From Abroad
			W/in County	Between Counties	Across States		
Less than high school graduate	15,380	-14	-30	-124	-27	167	
High school graduate (includes equiv)	8,331	21	-83	158	-54	0	
Some college or assoc. degree	10,211	147	92	157	-102	0	
Bachelor's degree	2,685	-60	-76	21	-5	0	
Graduate or professional degree	1,277	2	-18	-20	24	16	
Total:	37,884	96	-115	192	-164	183	

Source: 2022 5-year American Community Survey, Summary File

Table 22: Median Income of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	25,470	25,470
Moved Within Same County	23,205	25,383
Moved to Different County, Same State	32,211	38,319
Moved Between States	16,434	6,544
Total Population:	25,416	25,728

Source: 2022 1-year American Community Survey, Summary File

Table 23: Median Age of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	30.8	30.8
Moved Within Same County	28.3	21.8
Moved to Different County, Same State	37.9	32.8
Moved Between States	9.8	21.2
Total Population:	30.5	30.6

Source: 2022 1-year American Community Survey, Summary File

References and Sources

The majority of the data presented in this report are from the American Community Survey (ACS). For larger geographies, the 1-year Summary Files provide the data. For smaller communities, roughly those with less than 65,000 in population in 2021, the 5-year Summary Files provide the data.

The ACS data are supplemented by building permit data from the U.S. Census Bureau, population and housing data from the California Department of Finance, and home price and rental rates from Zillow.

U.S. Census Bureau. American Community Survey 1-year and 5-year Summary Files. <https://www.census.gov/programs-surveys/acs/data/data-via-ftp.html>. The 1-year data are released in September each year and the 5-year data are released in January.

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