Pacifica, California

Indicators Report

by
The National Economic Education Delegation (NEED)

April 20, 2024

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

This report was produced by the:

Executive Summary

Assessing the City with Indicators

About this Report

This report provides background or summary information for the city of Pacifica (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 Pacifica. These indicators are compared to San Mateo County (the County) as a whole, a broader region where one is well defined, California, and the United Sates.

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 snopshot of Pacifica 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 or employment and unemployment in Pacifica 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 Pacifica, 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 proprotion 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 Pacifica, but do not necessarily live in Pacifica.

- **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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Contents

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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 compositon.

Why is it important?

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

A Demographic Snapshot

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Statistic	2022	2019
POPULATION		
Population Estimate (#, 5yr)	38,048.0	38,984.0
Veterans (#, 5yr)	1,596.0	1,982.0
Foreign born persons (%, 5yr)	21.9	20.6
Population age 25+ (#, 5yr)	28,379.0	28,717.0
AGE AND SEX		
Persons under 5 years (%, 5yr)	5.1	6.2
Persons under 18 years (%, 5yr)	19.3	19.2
Persons 65 years and over (%, 5yr)	19.1	17.1
Female persons (%, 5yr)	50.0	49.5
INCOME AND POVERTY		
Median household income ($, 5yr)	151,849.0	125,500.0
Per capita income in past 12 months ($, 5yr)	66,531.0	53,104.0
Persons in poverty (%, 5yr)	5.6	4.6
Children age less than 18 in poverty (#, 5yr)	368.0	312.0
Children age less than 18 in poverty (%, 5yr)	5.1	4.3
RACE AND ETHNICITY		
White alone (%, 5yr)	57.6	62.9
African American alone (%, 5yr)	2.2	2.5
American Indian or Alaska Native alone (%, 5yr)	1.2	0.4
Asian alone (%, 5yr)	21.5	20.7
Native Hawaiian and Other Pacific Islander alone (%, 5yr)	1.2	2.0
Two or More Races (%, 5yr)	11.4	7.9
Hispanic or Latino (%, 5yr)	18.3	18.7
White alone, not Hispanic or Latino (%, 5yr)	50.9	52.0
HOUSING		
Housing units (#, 5yr)	14,371.0	14,224.0
Owner-occupied housing units (%, 5yr)	68.5	70.7
Median value of owner-occupied housing units ($, 5yr)	1,188,000.0	882,800.0
Median selected monthly owner costs-with a mortgage ($, 5yr)	3,628.0	3,115.0
Median selected monthly owner costs-without a mortgage ($, 5yr)	784.0	605.0
Median gross rent ($, 5yr)	2,939.0	2,414.0
FAMILIES AND LIVING ARRANGEMENTS		
Households (#, 5yr)	13,938.0	13,750.0
Persons per household (#, 5yr)	2.7	2.8
Living in same house 1 year ago, % of persons age 1+ (5yr)	90.7	89.6
EDUCATION		
High school graduate or higher, % of persons age 25+ (5yr)	96.0	95.5
Bachelor's degree or higher, % of persons age 25+ (5yr)	47.9	45.7
HEALTH		
With a disability, under age 65 years (#, 5yr)	1,513.0	1,773.0
Persons without health insurance, under age 65 years (%, 5yr)	2.9	3.3
LABOR FORCE		
In civilian labor force, persons age 16+ (%, 5yr)	68.1	68.9
In civilian labor force, women age 16+ (%, 5yr)	65.3	65.9
Employed, persons age 16+ (%, 5yr)	63.0	64.0
Self employed (%, 5yr)	9.7	9.9
TRANSPORTATION		
Mean travel time to work, workers age 16+ (Mins., 5yr)	24.0	31.2
Drive alone in private vehicle (%, 5yr)	67.1	74.4
Using public transportation (%, 5yr)	9.7	14.1
Worked from home (%, 5yr)	18.5	5.0

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				
Pacifica	37,082	−0.41	−3.10	−4.23
County and Broader Regions				
San Mateo County	737,644	−0.43	−4.33	−4.50
Bay Area	7,548,792	−0.45	−2.58	−2.62
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	Bay Area	California
San Mateo County	740.8	737.6	−0.43	−0.45	−0.35
San Mateo	103.7	103.3	−0.32		
Daly City	102.0	101.5	−0.56		
Redwood City	81.8	81.5	−0.32		
South San Francisco	64.3	64.3	−0.00		
San Bruno	42.3	42.1	−0.68		
Pacifica	37.2	37.1	−0.41		
Foster City	32.9	32.7	−0.45		
Menlo Park	32.8	32.5	−0.85		
Burlingame	30.1	30.1	0.22		
San Carlos	29.8	29.5	−0.89		
East Palo Alto	28.8	28.6	−0.66		
Belmont	27.0	26.8	−0.88		
Millbrae	22.5	22.5	0.08		
Half Moon Bay	11.3	11.2	−0.77		
Hillsborough	11.0	11.0	−0.20		
Atherton	6.7	6.7	−0.48		
Woodside	5.1	5.1	−0.29		
Brisbane	4.7	4.6	−0.51		
Portola Valley	4.3	4.2	−0.54		
Colma	1.4	1.4	−0.88		

Source: CA DOF; Calculations by National Economic Education Delegation
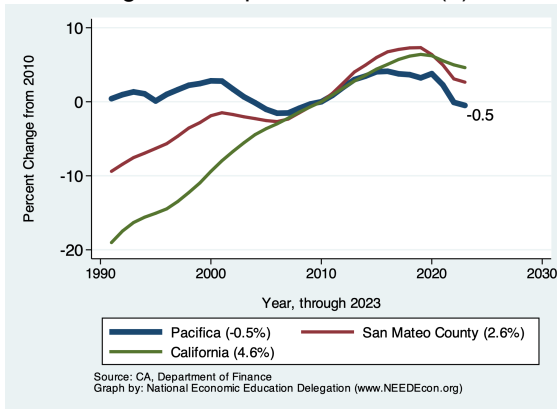
Figure 1: Population Growth (1)

Pacifica (-0.5%) ——— San Mateo County (2.6%)
California (4.6%)

Percent Change from 2010

-0.5

Year, through 2023

Figure 2: Population Growth (2)

(Over 1, 5 and 32 years, through 2023)

Ave. Annual Growth Rate (%), to 2023

	Pacifica	San Mateo County	California
1 Year	-0.41	-0.43	-0.35
5 Years	-0.80	-0.86	-0.29
32 Years	-0.03	0.42	0.91

Figure 3: Population by Age - Detailed Age Categories

Pacifica Male and Female Population by Age, 2022

Age	Males	Females
85 and over	1.1	1.5
80 to 84	1.9	1.5
75 to 79	3.0	4.4
70 to 74	4.1	5.1
65 to 69	7.2	8.4
60 to 64	7.4	6.2
55 to 59	8.7	6.9
50 to 54	6.1	7.5
45 to 49	6.5	8.0
40 to 44	7.2	7.3
35 to 39	7.6	6.4
30 to 34	6.8	5.2
25 to 29	6.9	6.3
20 to 24	4.4	3.5
15 to 19	6.0	5.5
10 to 14	6.2	4.9
5 to 9	4.2	6.0
Under 5	4.7	5.5

Percent of Population

Pacifica Population by Age
Change over 10 years, to 2022

Age	Decreases	Increases
85 and over		
80 to 84	0.1	
75 to 79		1.9
70 to 74		1.3
65 to 69		3.7
60 to 64		0.2
55 to 59	0.5	
50 to 54	2.0	
45 to 49	2.8	
40 to 44	0.7	
35 to 39		0.5
30 to 34	0.3	
25 to 29		1.1
20 to 24	1.1	
15 to 19	0.3	
10 to 14	0.6	
5 to 9	0.8	
Under 5		0.4

Change in Share of Population

Figure 4: Population by Age - Broad Age Categories

Pacifica Male and Female Population by Age, 2022

Age	Males	Females
65 and over	17.3	20.9
55 to 64	16.0	13.1
35 to 54	27.4	29.1
25 to 34	13.7	11.5
20 to 24	4.4	3.5
Under 20	21.2	21.8

Percent of Population

Pacifica Population by Age
Change over 10 years, to 2022

Age	Decreases	Increases
65 and over		6.8
55 to 64	0.3	
35 to 54	4.9	
25 to 34		0.7
20 to 24	1.1	
Under 20	1.3	

Change in Share of Population

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Figure 5: Population by Educational Attainment

Male and Female Educational Attainment, 2022
Pacifica

	Males	Females
Doctorate degree	3	3
Professional school degree	9	14
Master's degree	29	31
Bachelor's degree	10	10
Associate's degree	18	14
Some college, 1 or more years, no degree		
Some college, less than 1 year	19	13
High school graduate (includes equivalency)		
12th grade, no diploma		
11th grade		
10th grade		
9th grade		
7th and 8th grade		
5th and 6th grade		
Nursery to 4th grade		
No schooling completed		

Percent of Population 25 Years and Older

Source: U.S. Census Bureau, 5-yr American Community Survey

Male and Female Educational Attainment, 2022
Pacifica

	Males	Females
(18%) Advanced Degree	15	22
(30%) Bachelor's degree	29	31
(32%) Some college or Associate's degree	34	31
(16%) High school graduate (includes equivalency)	19	13
(4%) Less than high school diploma	4	4

Percent of Population 25 Years and Older

Source: U.S. Census Bureau, 5-yr American Community Survey
The number in parenthesis is the share of the total population.

Figure 6: Population by Race/Ethnicity

Pacifica Race/Ethnicity, 2022

- White, Nonhispanic: 50.9%
- Asian, Nonhispanic: 21.0%
- Black, Nonhispanic: 2.0%
- Other, Nonhispanic: 7.8%
- Hispanic: 18.3%

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 7: Population by Race/Ethnicity Over Time

Pacifica Race/Ethnicity over Time

Year: Through 2022

- White, Nonhispanic
- Asian, Nonhispanic
- Hispanic
- Black, Nonhispanic
- Other Nonhispanic

Source: U.S. Census Bureau, 5yr American Community Survey.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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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 employment 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. Pacifica Summary for March, 2024

| | | Change From: | | |
Category	Current Value	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
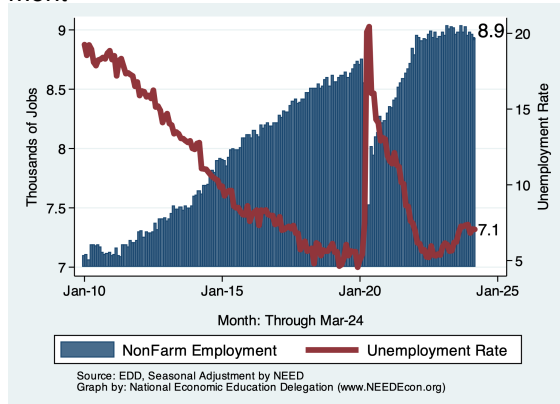
Figure 8: Historical Employment and Unemployment

Source: EDD, Seasonal Adjustment by NEED
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 9: Employment and Unemployment - Last 12 Months

Source: EDD, Seasonal Adjustment by NEED
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
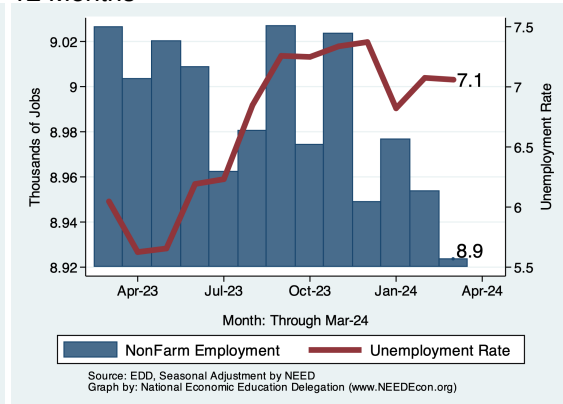
Figure 10: Relative Employment Growth Across Regions - since 2010

Pacifica (126.1) — San Mateo County (132.0) — Bay Area (127.2) — California (124.5) — United States (119.3)

Source: EDD and BLS, Quarterly Census of Employment and Wages
Note: Data points are annual averages of quarterly/monthly data.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
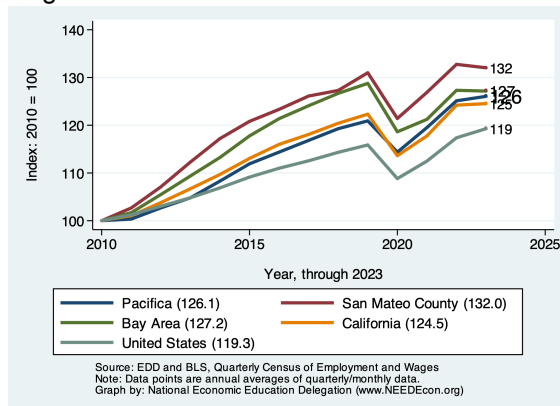
Figure 11: Relative Employment Growth Across Regions - since 2019

Pacifica (104.3) — San Mateo County (100.8) — Bay Area (98.7) — California (101.8) — United States (102.9)

Source: EDD and BLS, Quarterly Census of Employment and Wages
Note: Data points are annual averages of quarterly/monthly data.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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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 indsutry-level employment data for San Mateo County. The following table provides the latest data for the County.

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

Industry	Employment	Share	Empl Growth	% Growth - Annualized Rate					
				Month	Qtr	6mo	1yr	3yr	5yr
Total Nonfarm	421,423	100.0	−155.1	−0.4	−0.1	0.8	−1.1	2.7	0.5
Goods Producing	42,354	10.1	83.4	2.4	−2.7	−1.9	−1.9	−1.7	−1.4
Mining, Logging and Construction	17,763	4.2	195.5	14.2	−0.3	−1.6	−0.4	−2.7	−2.1
Manufacturing	24,439	5.8	−145.1	−6.9	−4.4	−2.2	−3.7	−0.9	−1.0
Durable Goods	10,906	2.6	−34.6	−3.7	−2.0	−0.0	−1.2	3.2	−0.3
Non-Durable Goods	13,363	3.2	−71.7	−6.2	−5.0	−4.3	−6.2	−4.1	−1.8
Service Providing	377,775	89.6	−351.9	−1.1	−0.6	0.9	−1.1	3.2	0.7
Trade, Trans & Utilities	60,982	14.5	−35.3	−0.7	3.4	1.6	−0.1	−1.5	−2.8
Wholesale Trade	10,826	2.6	0.6	0.1	−5.2	−4.7	−3.0	0.1	−1.3
Retail Trade	28,442	6.7	−11.1	−0.5	2.9	2.3	−0.4	−1.9	−2.8
Information	53,278	12.6	−742.7	−15.3	−8.2	−7.3	−10.6	−0.3	4.3
Financial Activities	22,519	5.3	−77.9	−4.1	−4.5	−2.3	−4.4	0.3	−1.0
Finance & Insurance	16,013	3.8	−57.0	−4.2	−3.2	−1.5	−4.1	−0.5	−0.3
Real Estate & Rental & Leasing	6,366	1.5	−52.4	−9.4	−13.9	−5.3	−5.6	2.0	−2.6
Professional & Business Srvcs	87,702	20.8	−191.1	−2.6	−2.1	−1.5	−3.6	1.7	0.9
Prof, Sci, & Tech	61,339	14.6	−341.0	−6.4	−4.1	−2.6	−4.2	1.2	1.7
Educational & Health Srvcs	62,625	14.9	261.2	5.1	−3.2	5.1	4.8	7.7	5.1
Education Srvcs	14,599	3.5	−17.6	−1.4	1.4	2.3	1.7	14.4	12.6
Health Care & Social Assistance	47,537	11.3	193.9	5.0	−4.7	5.5	5.6	5.7	3.2
Leisure & Hospitality	44,147	10.5	25.5	0.7	3.4	4.8	3.8	16.3	−0.5
Arts, Entertainment & Recreation	6,656	1.6	16.9	3.1	15.5	14.1	11.5	21.6	2.7
Accommodation & Food Srvcs	37,721	9.0	49.2	1.6	2.7	3.5	2.4	15.7	−0.9
Other Srvcs	12,800	3.0	62.8	6.1	4.2	5.6	1.2	7.5	−1.1
Government	31,669	7.5	174.2	6.8	7.1	6.1	2.7	2.3	−0.9
Federal	2,892	0.7	−20.5	−8.1	−5.5	−2.8	0.0	−5.2	−3.6
State	596	0.1	0.4	0.8	1.7	5.8	0.5	−0.2	−0.1
Local	28,562	6.8	125.4	5.4	4.3	4.7	4.6	3.9	−0.3

Source: EDD, National Economic Education Delegation (NEED)

Some Employee Detail

Employed in Pacifica

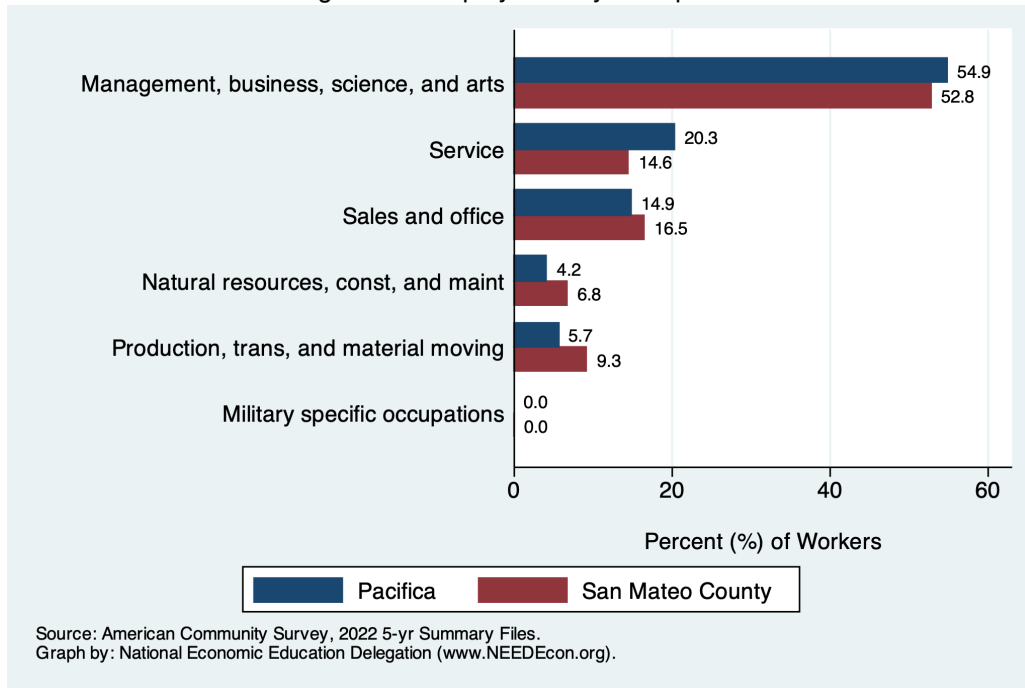### Figure 12: Employment by Occupation

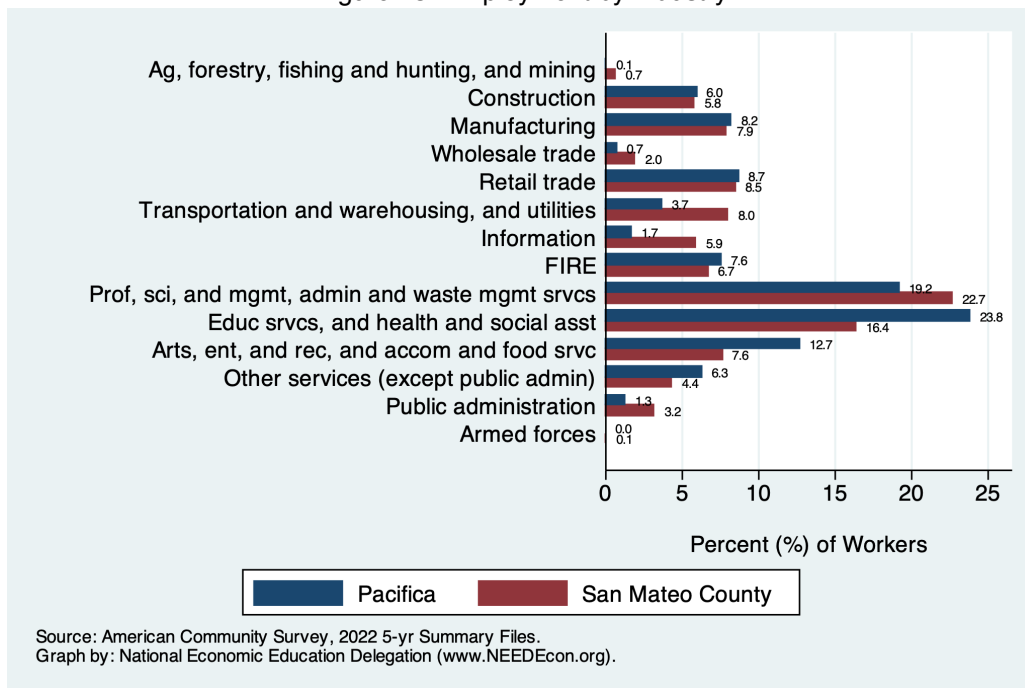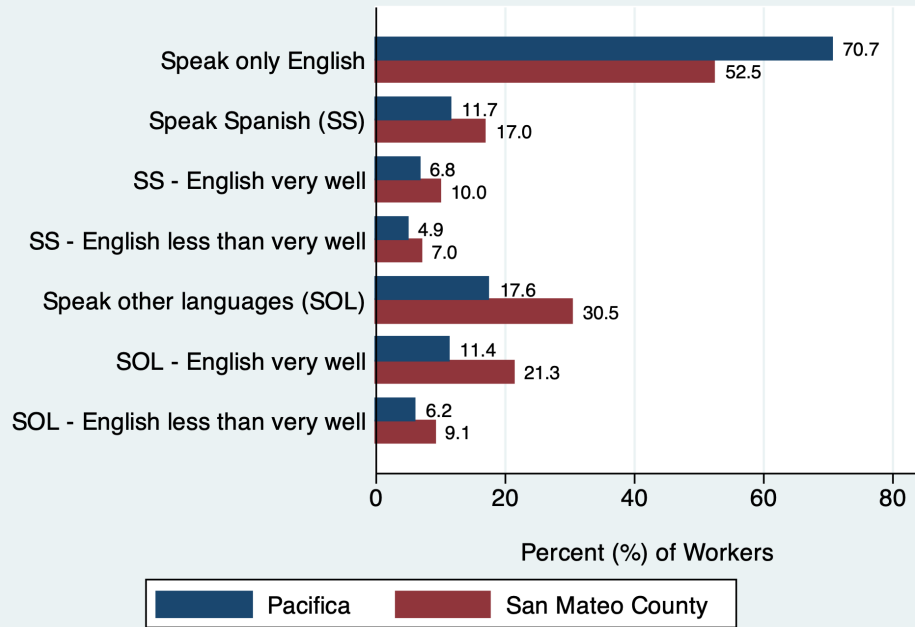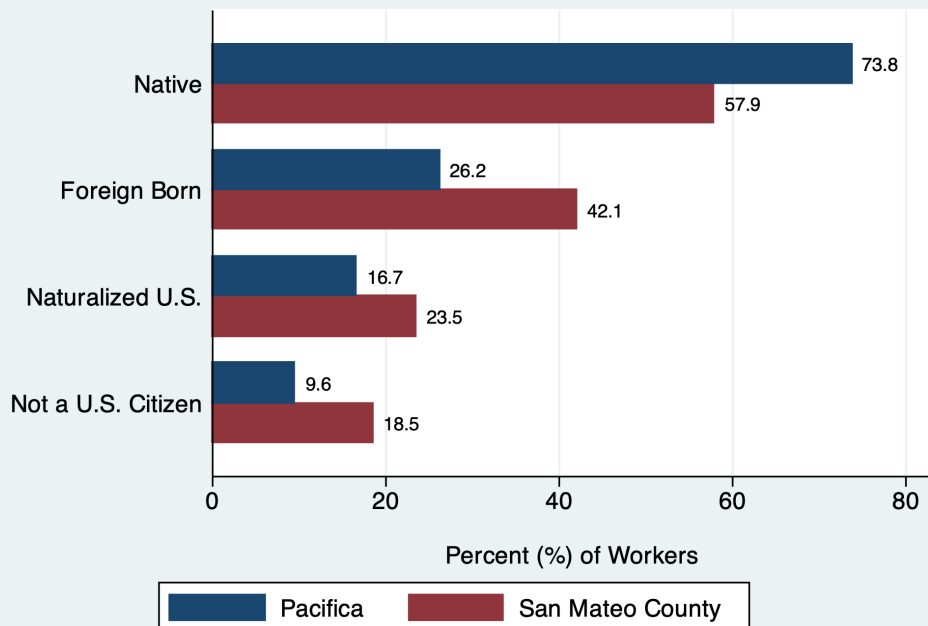| Occupation	Pacifica	San Mateo County
Management, business, science, and arts	54.9	52.8
Service	20.3	14.6
Sales and office	14.9	16.5
Natural resources, const, and maint	4.2	6.8
Production, trans, and material moving	5.7	9.3
Military specific occupations	0.0	0.0

Percent (%) of Workers

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

Figure 13: Employment by Industry

Industry	Pacifica	San Mateo County
Ag, forestry, fishing and hunting, and mining	0.1	0.7
Construction	6.0	5.8
Manufacturing	8.2	7.9
Wholesale trade	0.7	2.0
Retail trade	8.7	8.5
Transportation and warehousing, and utilities	3.7	8.0
Information	1.7	5.9
FIRE	7.6	6.7
Prof, sci, and mgmt, admin and waste mgmt srvcs	19.2	22.7
Educ srvcs, and health and social asst	23.8	16.4
Arts, ent, and rec, and accom and food srvc	12.7	7.6
Other services (except public admin)	6.3	4.4
Public administration	1.3	3.2
Armed forces	0.0	0.1

Percent (%) of Workers

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

Figure 14: Language Spoken at Home

Category	Pacifica	San Mateo County
Speak only English	70.7	52.5
Speak Spanish (SS)	11.7	17.0
SS - English very well	6.8	10.0
SS - English less than very well	4.9	7.0
Speak other languages (SOL)	17.6	30.5
SOL - English very well	11.4	21.3
SOL - English less than very well	6.2	9.1

Percent (%) of Workers

Pacifica ● San Mateo County

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

Figure 15: Citizenship

Category	Pacifica	San Mateo County
Native	73.8	57.9
Foreign Born	26.2	42.1
Naturalized U.S.	16.7	23.5
Not a U.S. Citizen	9.6	18.5

Percent (%) of Workers

Pacifica ● San Mateo County

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

Employed Residents of Pacifica
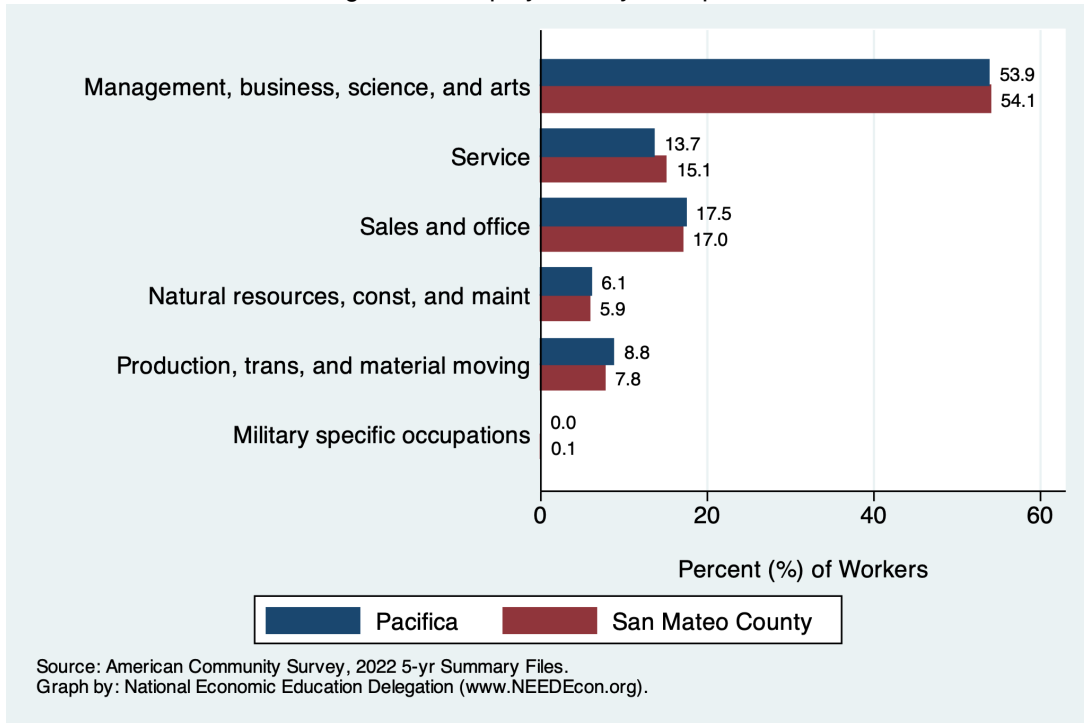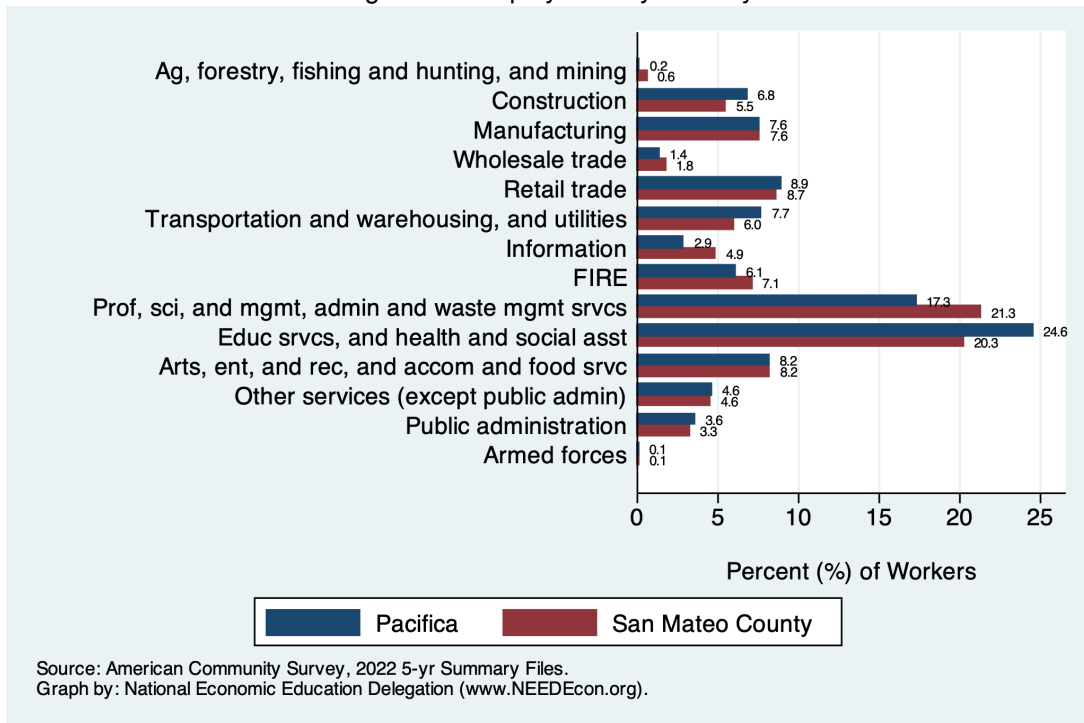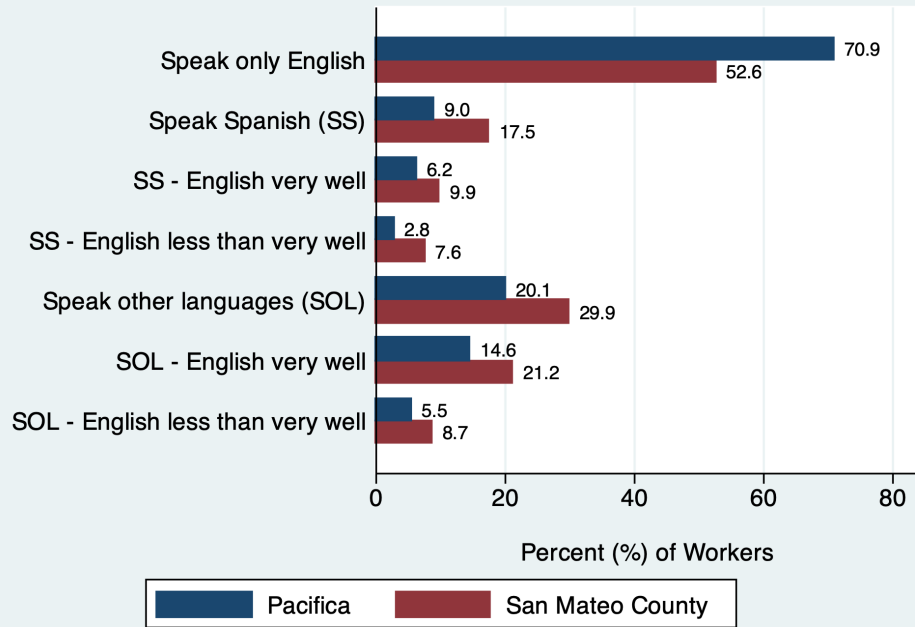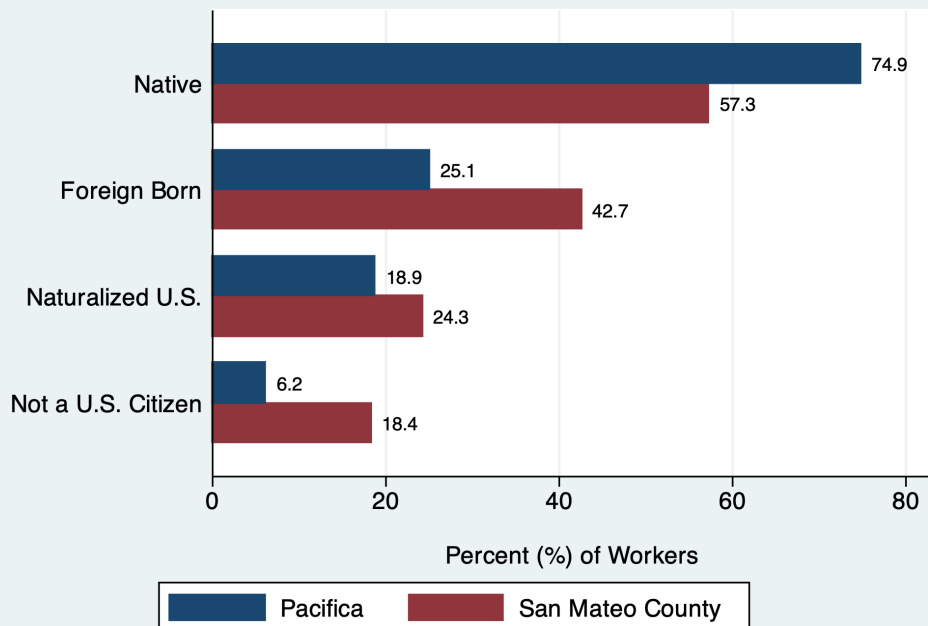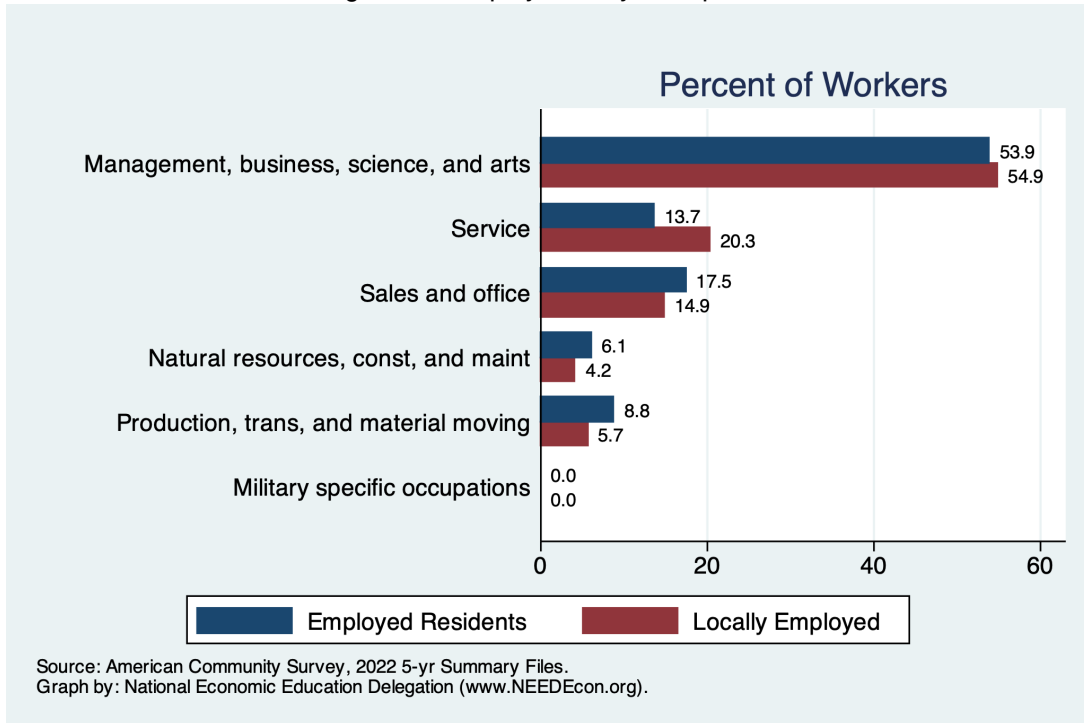
Figure 16: Employment by Occupation

Occupation	Pacifica	San Mateo County
Management, business, science, and arts	53.9	54.1
Service	13.7	15.1
Sales and office	17.5	17.0
Natural resources, const, and maint	6.1	5.9
Production, trans, and material moving	8.8	7.8
Military specific occupations	0.0	0.1

Percent (%) of Workers

Pacifica · San Mateo County

Figure 17: Employment by Industry

Industry	Pacifica	San Mateo County
Ag, forestry, fishing and hunting, and mining	0.2	0.6
Construction	6.8	5.5
Manufacturing	7.6	7.6
Wholesale trade	1.4	1.8
Retail trade	8.9	8.7
Transportation and warehousing, and utilities	7.7	6.0
Information	2.9	4.9
FIRE	6.1	7.1
Prof, sci, and mgmt, admin and waste mgmt srvcs	17.3	21.3
Educ srvcs, and health and social asst	24.6	20.3
Arts, ent, and rec, and accom and food srvc	8.2	8.2
Other services (except public admin)	4.6	4.6
Public administration	3.6	3.3
Armed forces	0.1	0.1

Percent (%) of Workers

Pacifica · San Mateo County

Figure 18: Language Spoken at Home

Category	Pacifica	San Mateo County
Speak only English	70.9	52.6
Speak Spanish (SS)	9.0	17.5
SS - English very well	6.2	9.9
SS - English less than very well	2.8	7.6
Speak other languages (SOL)	20.1	29.9
SOL - English very well	14.6	21.2
SOL - English less than very well	5.5	8.7

Percent (%) of Workers

Pacifica ■ San Mateo County

Figure 19: Citizenship

Category	Pacifica	San Mateo County
Native	74.9	57.3
Foreign Born	25.1	42.7
Naturalized U.S.	18.9	24.3
Not a U.S. Citizen	6.2	18.4

Percent (%) of Workers

Pacifica ■ San Mateo County

Employed Residents vs Workers in Pacifica

Figure 20: Employment by Occupation

Percent of Workers

Occupation	Employed Residents	Locally Employed
Management, business, science, and arts	53.9	54.9
Service	13.7	20.3
Sales and office	17.5	14.9
Natural resources, const, and maint	6.1	4.2
Production, trans, and material moving	8.8	5.7
Military specific occupations	0.0	0.0

■ Employed Residents   ■ Locally Employed

Figure 21: Employment by Industry

Percent of Workers

Industry	Employed Residents	Locally Employed
Ag, forestry, fishing and hunting, and mining	0.2	0.1
Construction	6.8	6.0
Manufacturing	7.6	8.2
Wholesale trade	1.4	0.7
Retail trade	8.9	8.7
Transportation and warehousing, and utilities	7.7	3.7
Information	2.9	1.7
FIRE	6.1	7.6
Prof, sci, and mgmt, admin and waste mgmt srvcs	17.3	19.2
Educ srvcs, and health and social asst	24.6	23.8
Arts, ent, and rec, and accom and food srvc	8.2	12.7
Other services (except public admin)	4.6	6.3
Public administration	3.6	1.3
Armed forces	0.1	0.0

■ Employed Residents   ■ Locally Employed

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Figure 22: Language Spoken at Home

Percent of Workers

Category	Employed Residents	Locally Employed
Speak only English	70.9	70.7
Speak Spanish (SS)	9.0	11.7
SS - English very well	6.2	6.8
SS - English less than very well	2.8	4.9
Speak other languages (SOL)	20.1	17.6
SOL - English very well	14.6	11.4
SOL - English less than very well	5.5	6.2

Legend: Employed Residents, Locally Employed

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

Figure 23: Citizenship

Percent of Workers

Category	Employed Residents	Locally Employed
Native	74.9	73.8
Foreign Born	25.1	26.2
Naturalized U.S.	18.9	16.7
Not a U.S. Citizen	6.2	9.6

Legend: Employed Residents, Locally Employed

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

Income and Earnings

Per Capita Income Growth

Definition:

Per capita income is the average income per person in Pacifica. 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

Per Capita Income in 2022
Thousands of Dollars

Source: U.S. Census Bureau, 5-yr American Community Survey
The # in parentheses is the ranking out of 482 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Figure 25: Regional Comparison of Growth over Time

Indexed to 100 in 2010

122

Year: Through 2022

Pacifica (122.2%)   San Mateo County (131.8%)
California (116.4%)   United States (112.5%)

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Over the last 1, 5, and 10 years

Ave. Annual Growth Rate to 2022 (%)

	1 Year	5 Years	10 Years
Pacifica	5.6	3.3	2.1
San Mateo County	2.9	4.3	3.4
California	2.3	3.1	2.1
United States	1.5	2.2	1.5

Pacifica   San Mateo County
California   United States

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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

Figure 26: Income Levels

City	Per Capita Income
Bell Gardens (205)	17.2
Adelanto (210)	17.8
Calexico (207)	19.7
Coachella (201)	24.0
Montclair (212)	25.2
La Puente (213)	25.5
Stanton (208)	33.4
Hollister (202)	34.2
Wildomar (217)	34.6
San Gabriel (206)	35.8
Temple City (218)	40.1
Monrovia (214)	44.6
Moorpark (219)	52.7
Claremont (216)	53.4
San Bruno (200)	58.0
La Quinta (211)	58.6
Martinez (215)	61.0
PACIFICA (209)	66.5
Culver City (204)	75.2
Rancho Palos Verdes (203)	81.3
Danville (199)	96.9

Per Capita Income in 2022, Thousands of Dollars

Source: U.S. Census Bureau, 2022 5-yr American Community Survey
The # in parentheses is the ranking out of 482 geographies.
Geographies are selected and ranked based on population.
These are the 20 geographies in CA most comparable in population to the target
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 27: Growth over Time

City	Percent
PACIFICA (209)	5.6
Culver City (204)	4.5
La Puente (213)	4.3
Montclair (212)	4.2
Adelanto (210)	4.2
San Bruno (200)	3.9
Hollister (202)	3.2
Stanton (208)	3.0
Bell Gardens (205)	2.3
San Gabriel (206)	1.2
Temple City (218)	1.1
Coachella (201)	0.9
Wildomar (217)	0.6
Monrovia (214)	0.3
La Quinta (211)	0.3
Danville (199)	-0.0
Moorpark (219)	-0.4
Rancho Palos Verdes (203)	-0.7
Martinez (215)	-1.0
Calexico (207)	-1.9
Claremont (216)	-2.3

Percent (%)

Source: U.S. Census Bureau, 2022 5-yr American Community Survey
The # in parentheses is the ranking out of 482 geographies.
Geographies are selected and ranked based on population.
These are the 20 geographies in CA most comparable in population to the target
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Real Per Capita Income Ranking Among Cities in San Mateo County

Figure 28: Income Levels

City	Per Capita Income in 2022, Thousands of Dollars
East Palo Alto (20)	37.7
Daly City (19)	46.6
Colma (18)	49.7
San Bruno (17)	58.0
South San Francisco (16)	58.0
PACIFICA (15)	66.5
Millbrae (14)	71.4
Redwood City (13)	78.0
San Mateo (12)	79.0
Half Moon Bay (11)	80.0
Burlingame (10)	90.3
Foster City (9)	91.6
Belmont (8)	92.9
Brisbane (7)	101.8
San Carlos (6)	113.6
Menlo Park (5)	113.7
Woodside (4)	146.3
Hillsborough (3)	168.5
Portola Valley (2)	180.8
Atherton (1)	186.8

Source: U.S. Census Bureau, 2022 5-yr American Community Survey
The # in parentheses is the ranking out of 20 geographies.
Geographies are selected and ranked based on population.
These are the cities in the same county as the target city.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 29: Growth over Time

City	Percent (%)
Half Moon Bay (11)	8.9
Colma (18)	7.9
Menlo Park (5)	6.9
PACIFICA (15)	5.6
Foster City (9)	5.2
South San Francisco (16)	5.1
Redwood City (13)	4.2
Daly City (19)	4.1
San Bruno (17)	3.9
San Mateo (12)	2.4
Portola Valley (2)	1.9
Atherton (1)	0.7
Millbrae (14)	0.5
San Carlos (6)	0.3
Belmont (8)	-0.5
Burlingame (10)	-0.6
Brisbane (7)	-1.5
Hillsborough (3)	-1.8
Woodside (4)	-1.9
East Palo Alto (20)	-4.3

Source: U.S. Census Bureau, 2022 5-yr American Community Survey
The # in parentheses is the ranking out of 20 geographies.
Geographies are selected and ranked based on population.
These are the cities in the same county as the target city.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 30: Comparison with All Cities Nationwide

City	Per Capita Income in 2022, Thousands of Dollars
Marble, CO (835)	66.747
Brookfield, WI (836)	66.742
Middleburg, VA (837)	66.723
Solon, OH (838)	66.670
Hillsdale borough, NJ (839)	66.663
Winter Park, CO (840)	66.619
Nederland, CO (841)	66.603
Swarthmore borough, PA (842)	66.598
Oceanport borough, NJ (843)	66.586
Bay Lake, FL (844)	66.536
PACIFICA, CA (845)	66.531
Park Ridge borough, NJ (846)	66.515
Belmar borough, NJ (847)	66.508
Hilton Head Island, SC (848)	66.506
Dunwoody, GA (849)	66.443
San Rafael, CA (850)	66.398
Sleepy Hollow village, IL (851)	66.393
Fairfax, CA (852)	66.389
Babylon village, NY (853)	66.333
Highland Heights, OH (854)	66.287
Morristown, NJ (855)	66.283

Source: U.S. Census Bureau, 5-yr American Community Survey
The # in parentheses is the ranking out of 19,695 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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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

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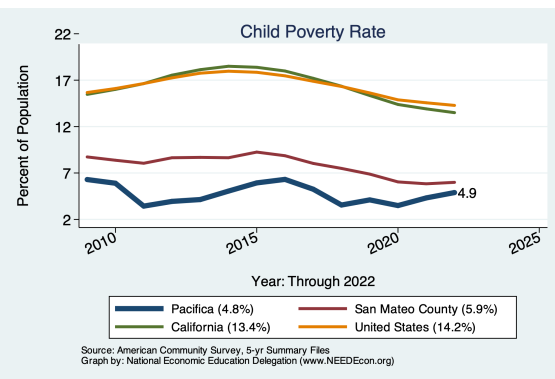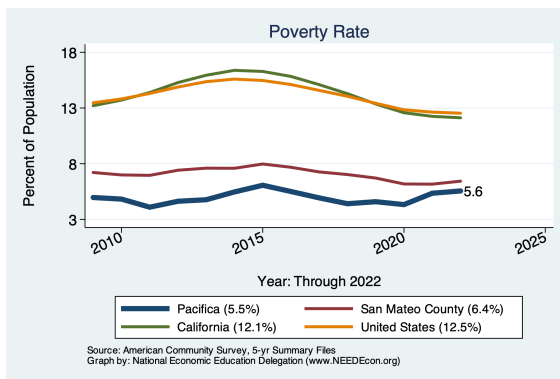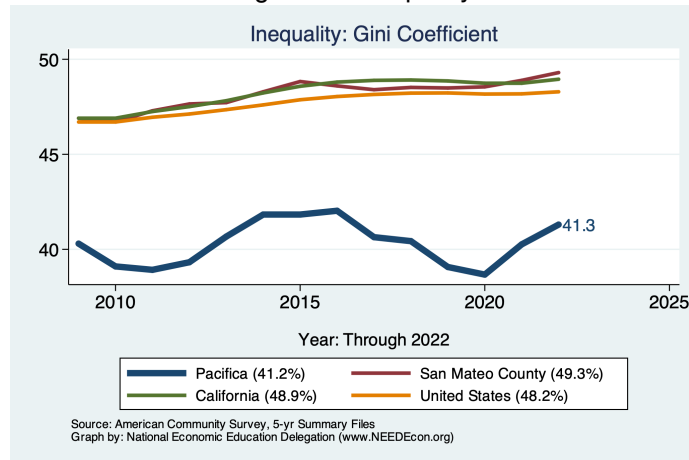
Figure 32: Shares Across the Income Distribution

2022

Source: American Community Survey, 5-yr Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
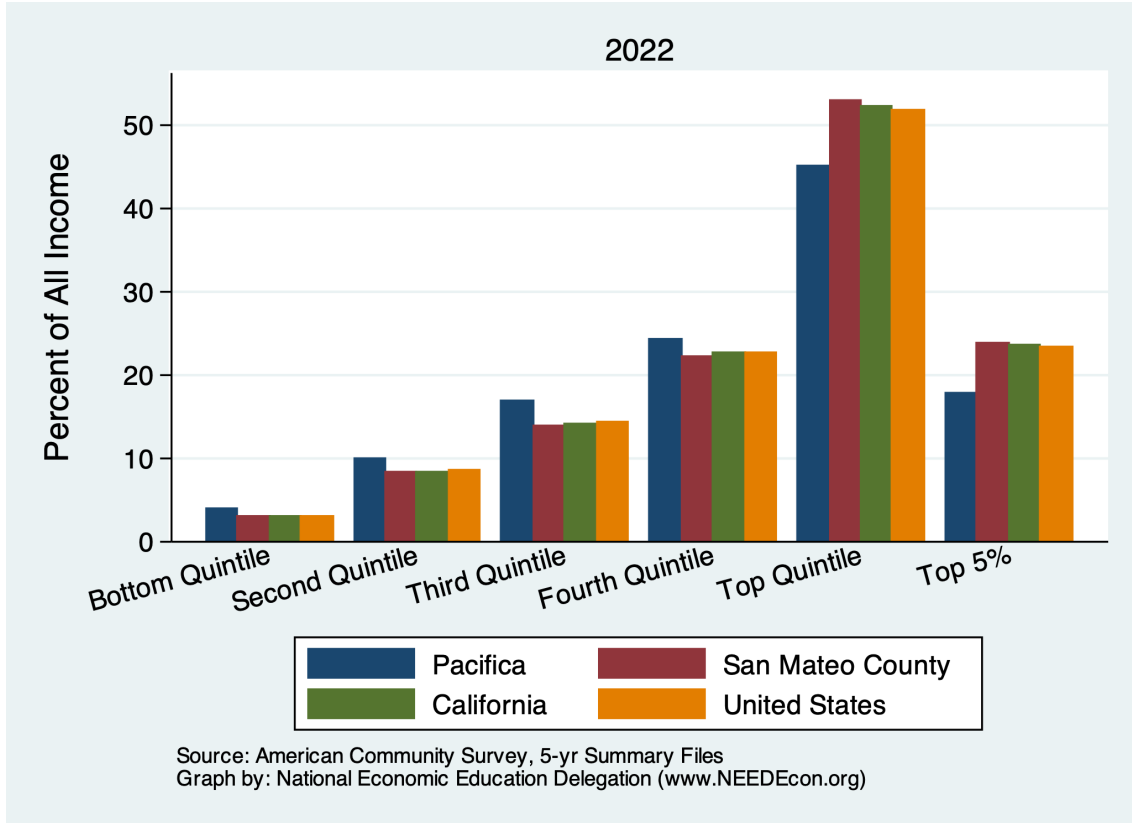
Figure 33: Means Across the Income Distribution

2022

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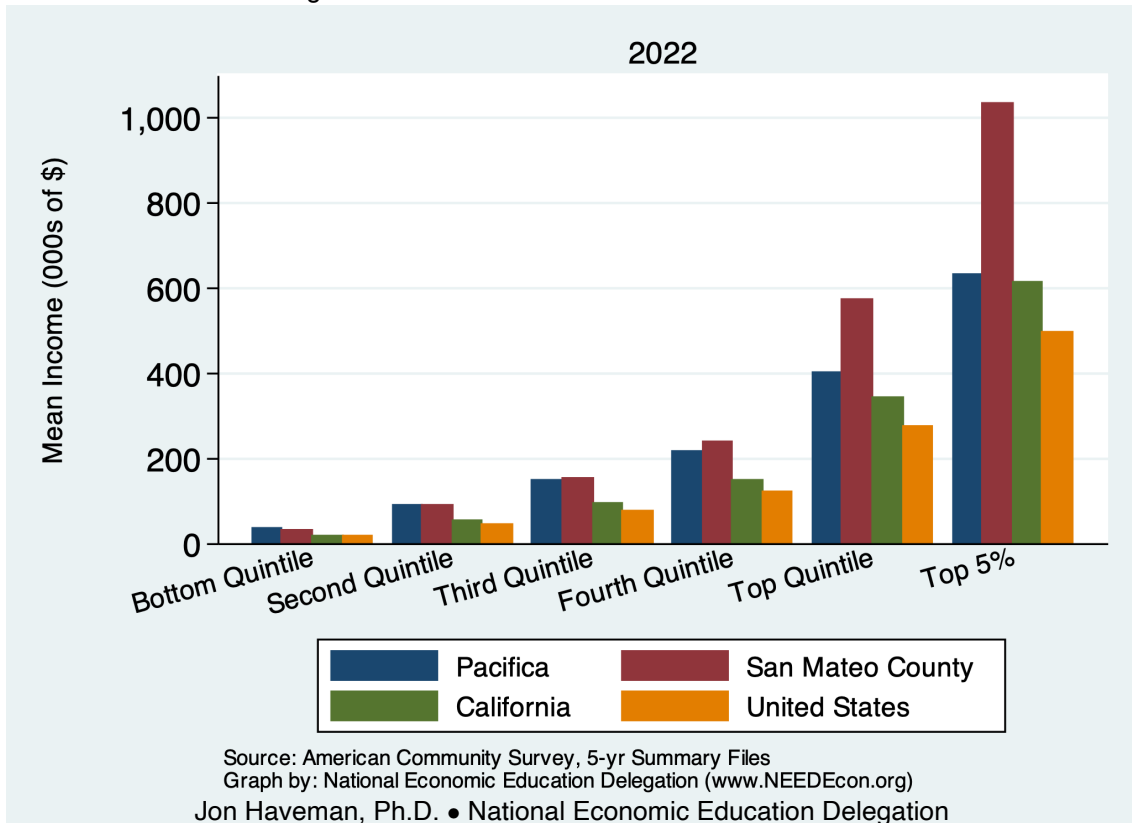
Housing

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 Pacifica and Broader Regions

Figure 34: Median Home Prices

Monthly, through Mar-24

| Pacifica (1,298.3) | San Mateo County (1,582.8) |
| California (783.7) | United States (354.2) |

Source: Zillow Research.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 35: Median Rents

Monthly, through Mar-24

| Pacifica (3.2) | San Mateo County (3.2) |
| United States (2.0) | |

Source: Zillow Research.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Housing Ownership in Pacifica and Broader Regions

Figure 36: Home Ownership Rates

Percent (%)

68.5

Year: Through 2022

| Pacifica (68.4%) | San Mateo County (58.5%) |
| California (55.8%) | United States (65.1%) |
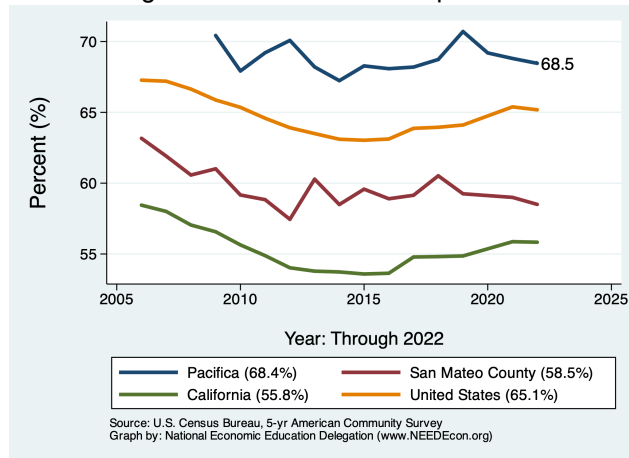
Figure 37: Home Ownership by Age

Age of Householder
2022

Thousands of Households

All: Owners 9.5, Renters 4.4
15-34: Owners 0.6, Renters 1.0
35-64: Owners 5.3, Renters 2.5
65+: Owners 3.7, Renters 0.8
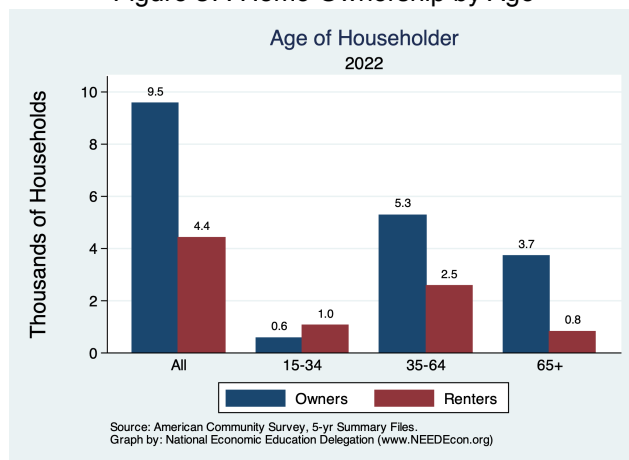
Owners Renters

Figure 38: Income by Tenure

Median Household Incomes
2022

Thousands of Dollars

All: 151.8, 145.4, 91.6, 74.8
Owners: 167.4, 184.6, 118.2, 92.3
Renters: 122.8, 105.9, 65.1, 49.2

| Pacifica | San Mateo County |
| California | United States |

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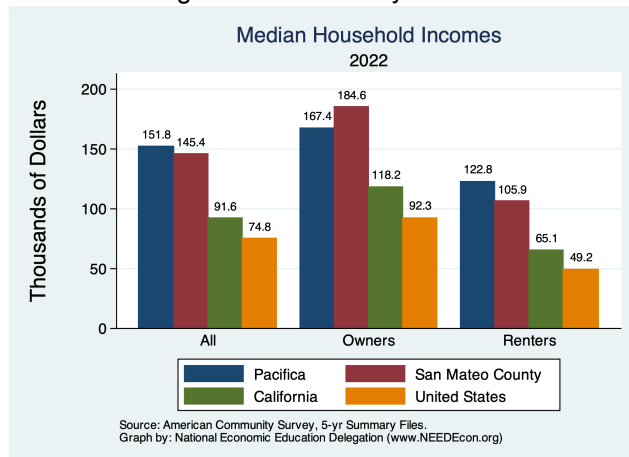
Figure 39: Income Distribution by Tenure

Distribution of Income by Tenure, 2022
Pacifica, CA
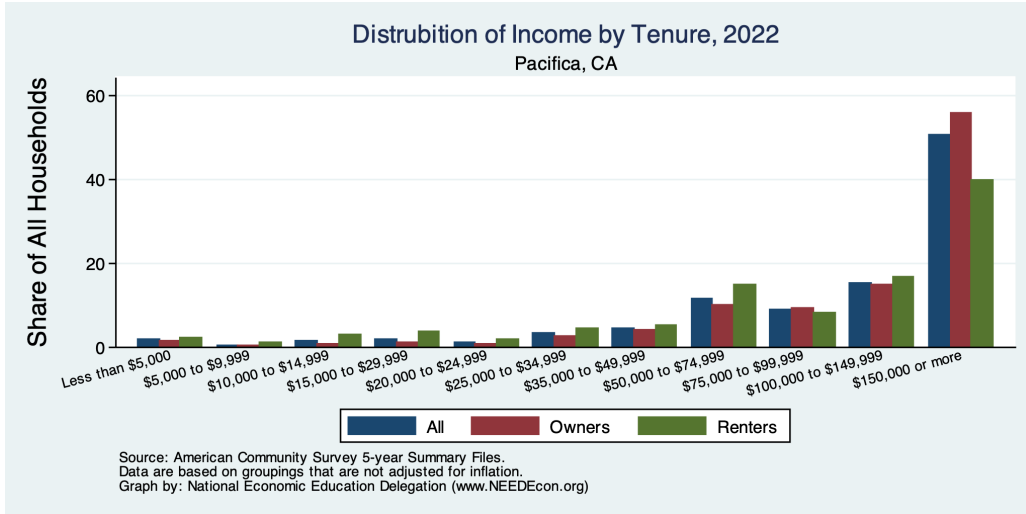
Figure 40: Income Distribution of Home Owners

Income Distributions Among Owners, 2022
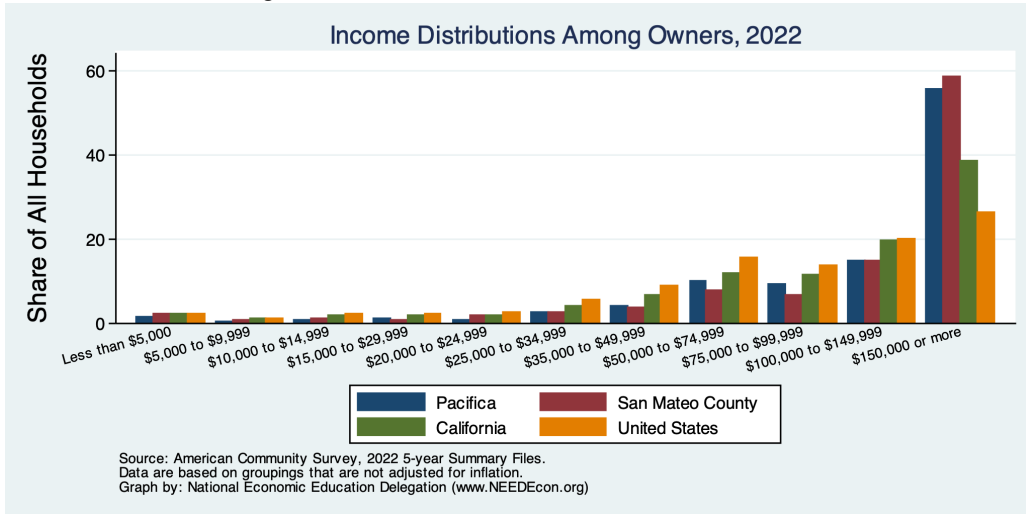
Figure 41: Income Distribution of Renters

Income Distributions Among Renters, 2022

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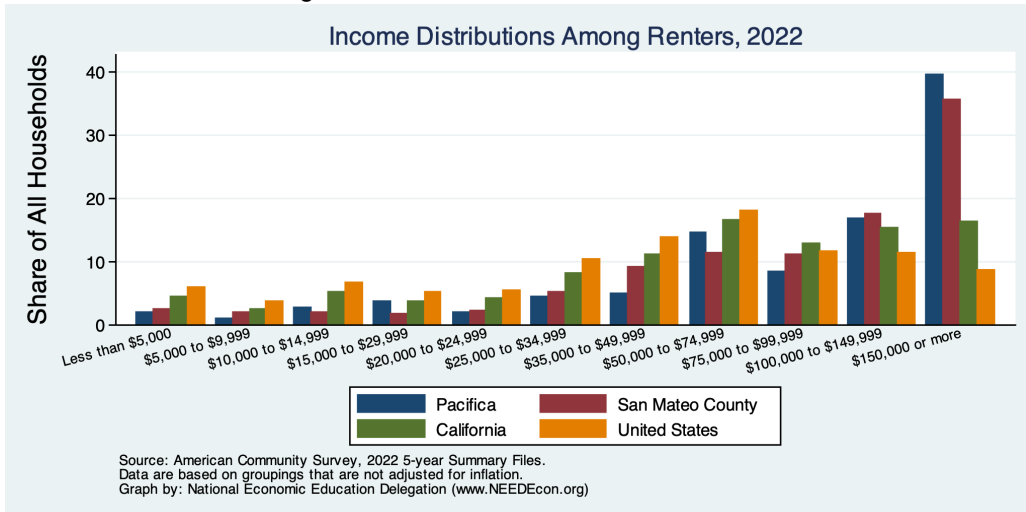
Housing Burden in Pacifica and Broader Regions

Figure 42: Home Owners w/ A Mortgage

Year: Through 2022

Pacifica (31.2%)   San Mateo County (34.4%)
California (37.5%)   United States (27.7%)
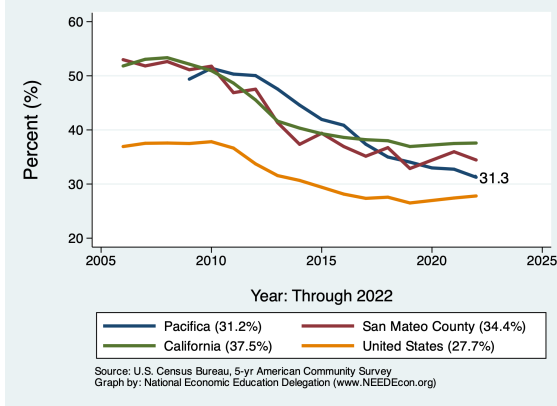
Figure 43: Home Owners w/o A Mortgage

Year: Through 2022

Pacifica (9.5%)   San Mateo County (15.4%)
California (17.1%)   United States (14.4%)

Figure 44: Renters

Year: Through 2022

Pacifica (47.9%)   San Mateo County (49.4%)
California (53.1%)   United States (48.2%)
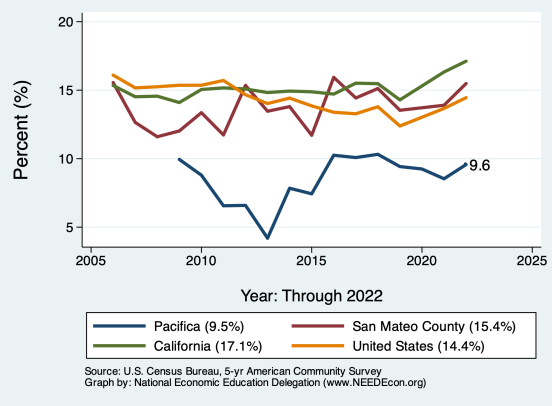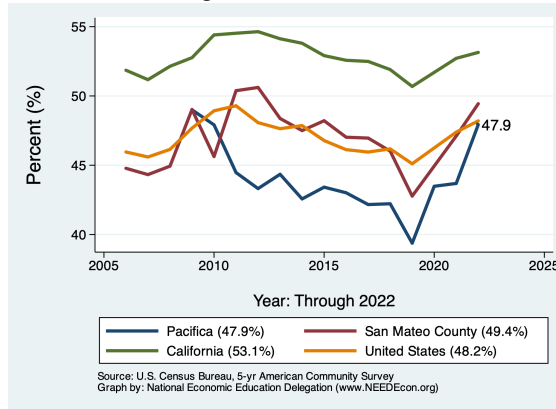
Figure 45: Homeowner Housing Burden by Age

Homeowners w/Significant Housing Burden by Age
Housing Costs > 30% of Income

Pacifica   San Mateo County
California   United States

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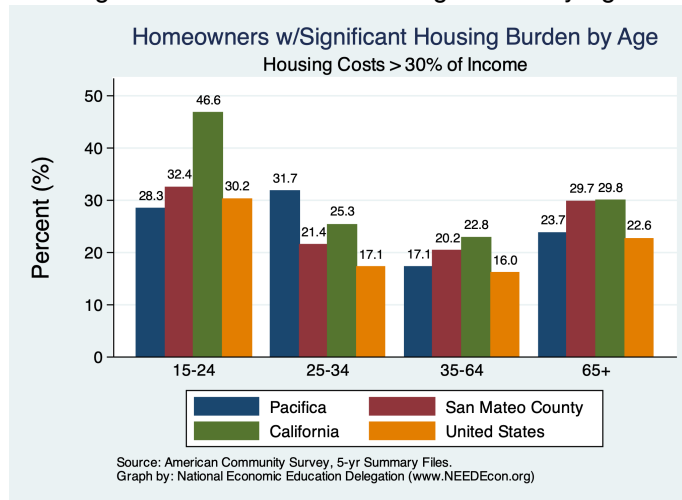
Housing Picture

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	% Change from 2010
Total Population	37,082.0	38,579.0	37,234.0	-3.9	-0.4
Total # of Homes	14,749.0	14,505.0	14,523.0	1.7	1.6
# Occupied Units	14,255.0	13,765.0	13,967.0	3.6	2.1
Persons per Household	2.6	2.8	2.7	-7.2	-2.4
Vacancy Rate (%)	3.3	5.1	3.8	-34.3	-12.5

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

Figure 46: Housing Growth

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
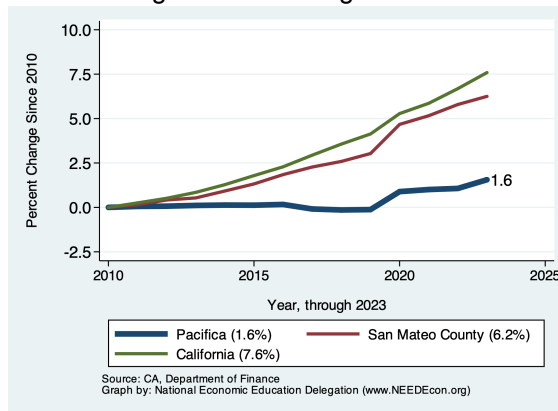
Figure 47: Persons per Household

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 48: Vacancy Rates

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
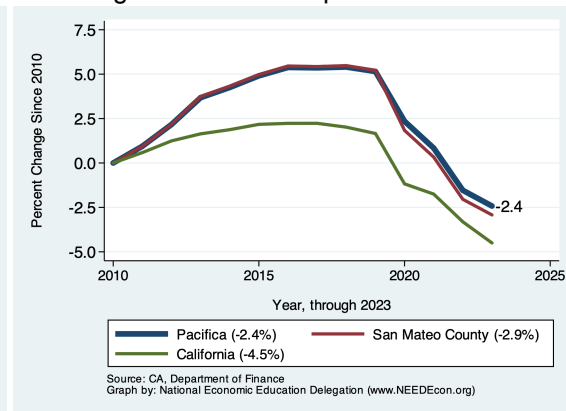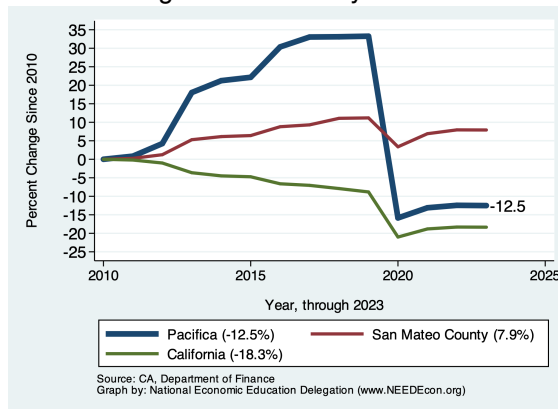
Figure 49: Number of Occupanied Units

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
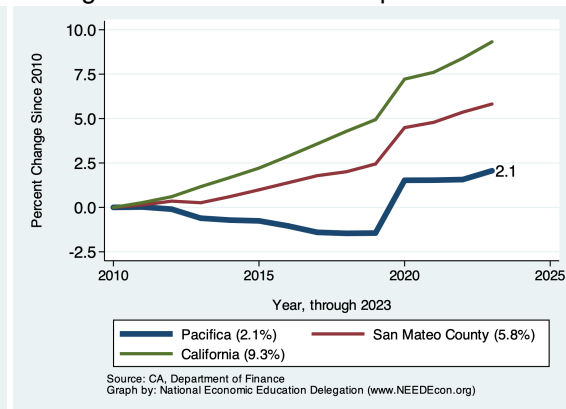
Trends in the Growth of Housing by Housing Type

Figure 50: Single Detached Homes

Percent Change Since 2010 / Year, through 2023

Pacifica (1.3%) — San Mateo County (2.0%) — California (5.8%)
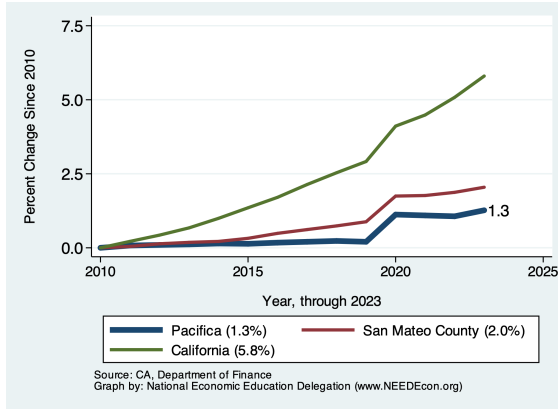
Figure 51: Single Attached Homes

9.4

Percent Change Since 2010 / Year, through 2023

Pacifica (9.4%) — San Mateo County (8.3%) — California (9.3%)
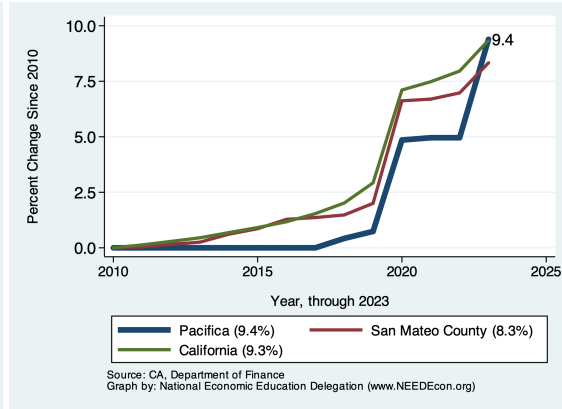
Figure 52: Housing in Buildings with Two to Four Units

7.0

Percent Change Since 2010 / Year, through 2023

Pacifica (7.0%) — San Mateo County (6.9%) — California (3.2%)
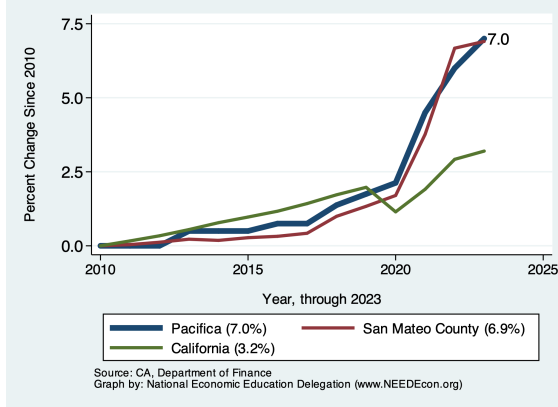
Figure 53: Housing in Buildings with Five or More Units

15.2
15.1
-2.0

Percent Change Since 2010 / Year, through 2023

Pacifica (-2.0%) — San Mateo County (15.1%) — California (15.2%)
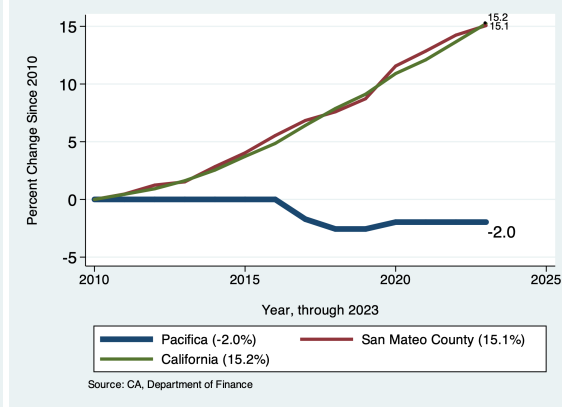
Vintage of Residential Housing

Why is it important?

This section provides evidence on the year in which residential housing in Pacifica was built. We break it down into owned versus rented residences and provide a comparison across San Mateo 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 housing 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

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
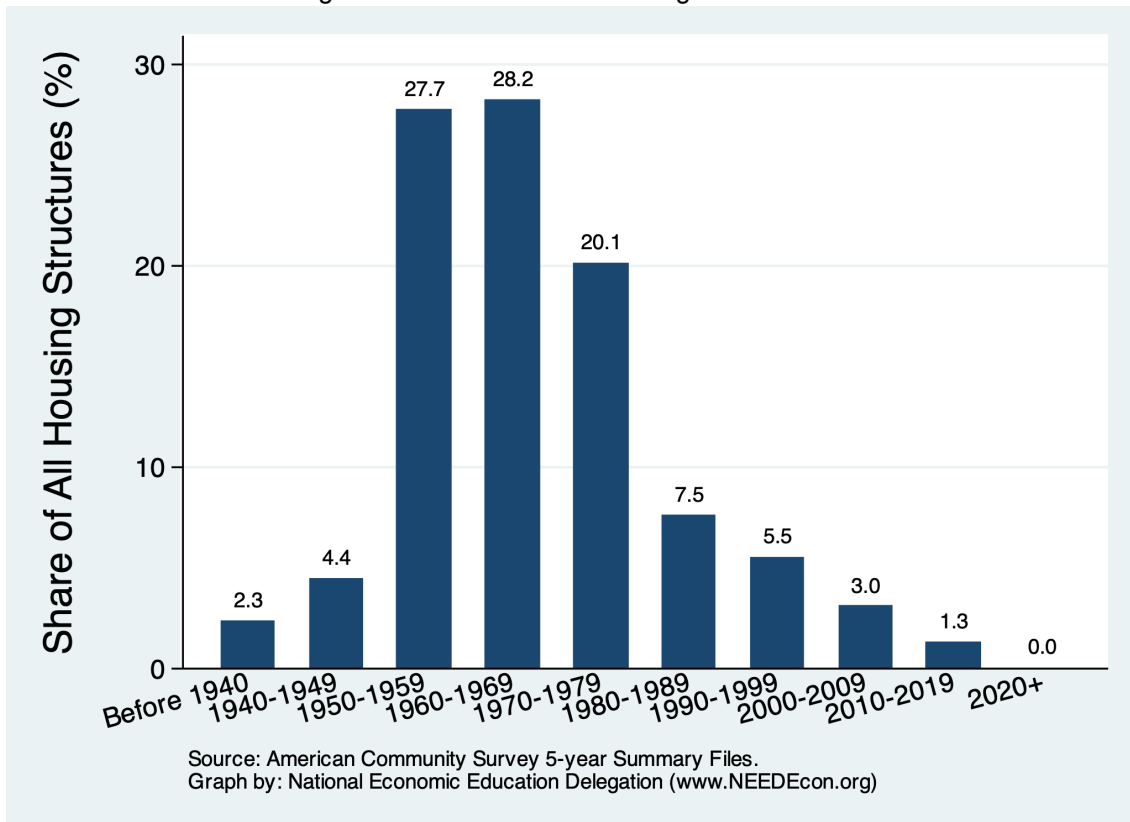
Figure 55: Housing Vintage across Regions

Median Year Built (as of 2022)

Source: 2022 American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
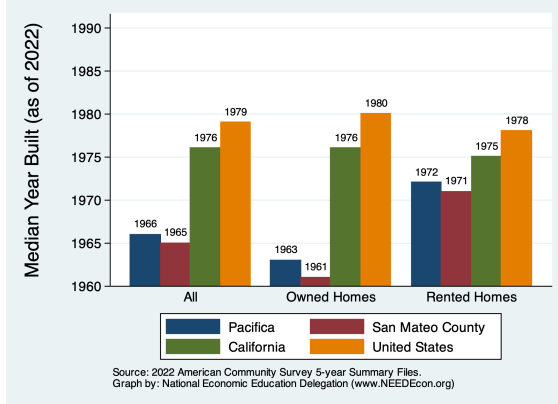
Figure 56: Housing Vintage by Tenure

Median Year Built

Year, through 2022

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
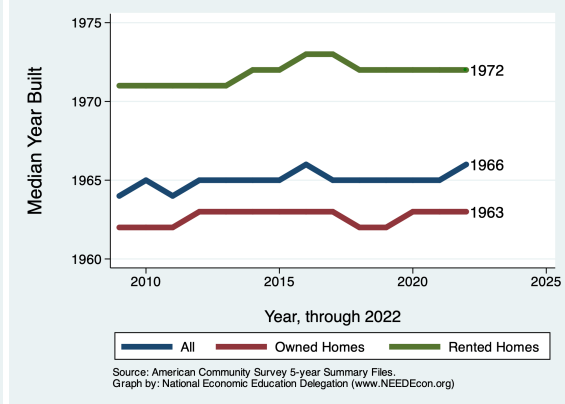
Figure 57: Vintage of Owned Residences

Median Year Built

Year, through 2022

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
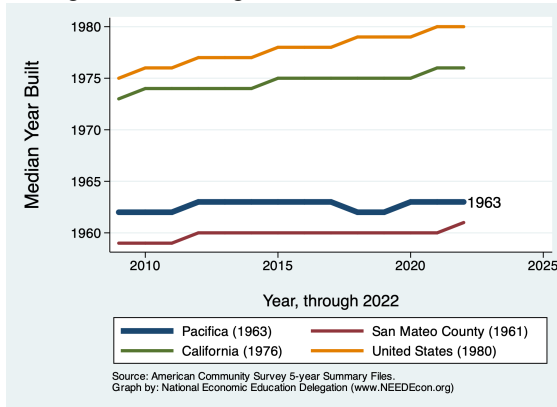
Figure 58: Vintage of Rented Residences

Median Year Built

Year, through 2022

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
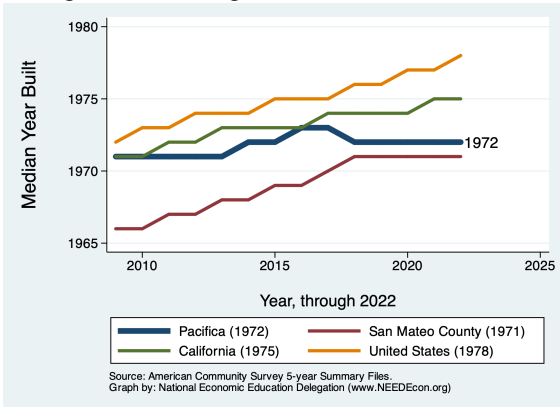
Figure 59: Vintage of All Residences

Median Year Built

Year, through 2022

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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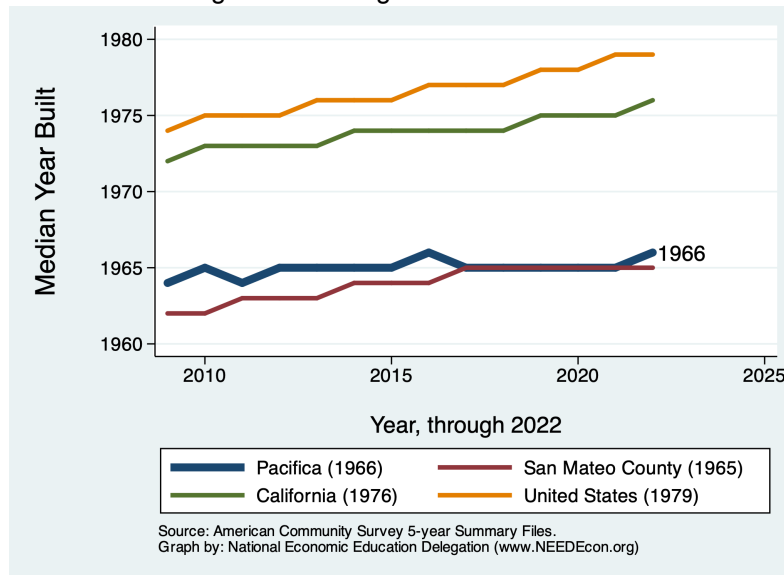
Occupation of Residential Housing

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

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
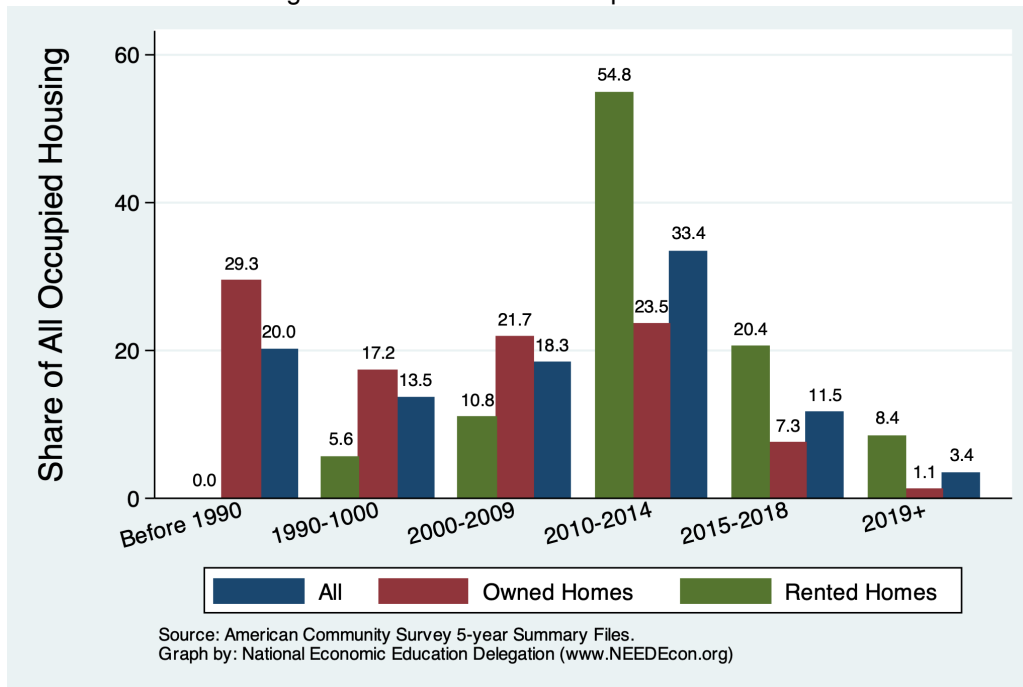
Figure 61: Year Occupied by Current Residents across Regions

Source: 2022 American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
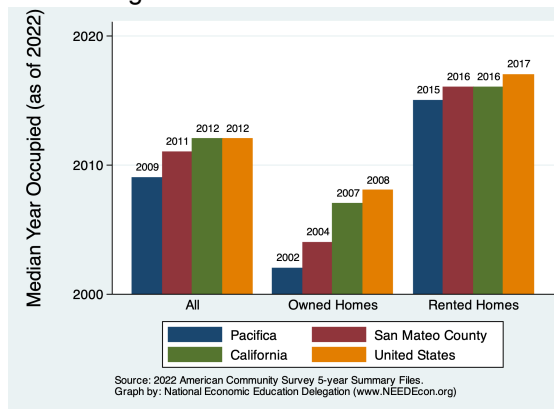
Figure 62: Year Occupied by Current Residents by Tenure

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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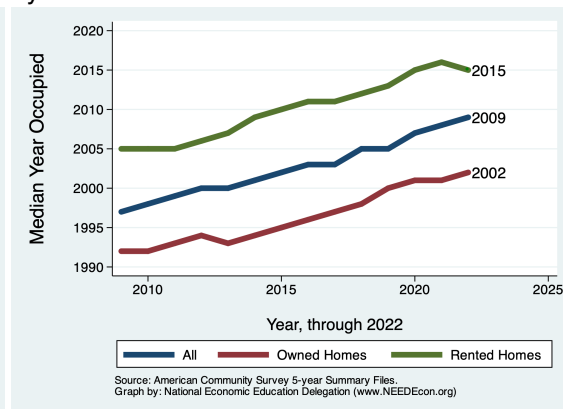
Figure 63: Year Occupied by Current Residents Figure 64: Year Occupied by Current Residents
for Owned Housing   for Rented Housing
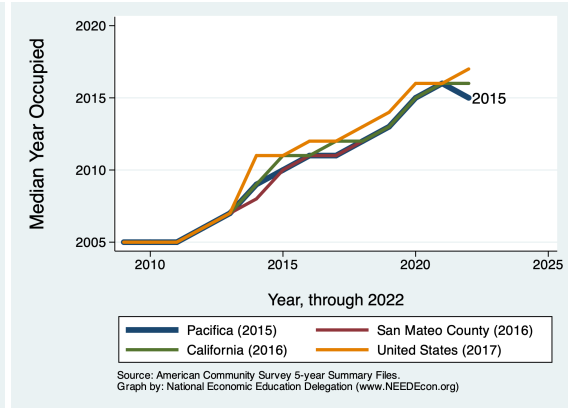
Figure 65: Year Occupied by Current Residents for All Housing

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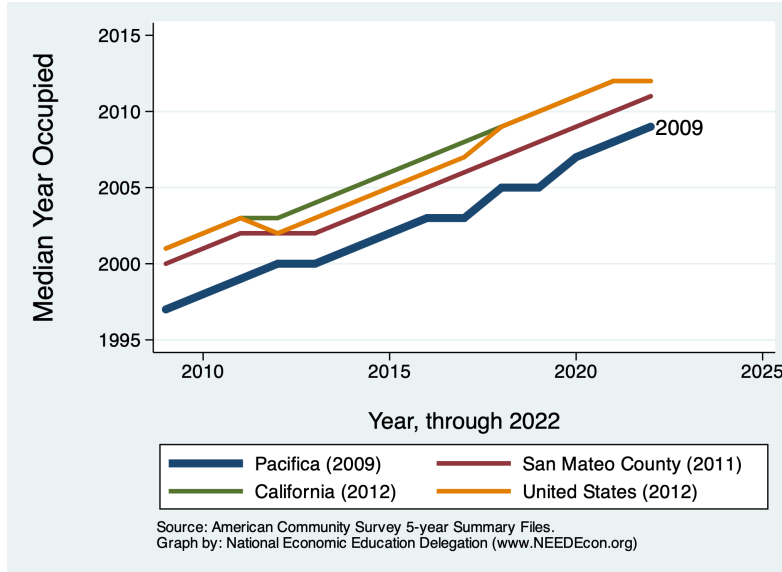
Residential Permitting

Definition:

This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Pacifica is compared with data from San Mateo 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.

Pacifica - Ranking Among Comparables

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

Location	Value
Tutwiler town, MS (8,405)	0.29
Reading, OH (8,406)	0.29
Massapequa Park village, NY (8,407)	0.29
Huron, OH (8,408)	0.29
Forrest City, AR (8,409)	0.29
La Junta, CO (8,410)	0.29
Riverton village, IL (8,411)	0.29
Mountainside borough, NJ (8,412)	0.29
Red Bud, IL (8,413)	0.29
Allouez village, WI (8,414)	0.29
PACIFICA, CA (8,415)	0.29
Camden town, DE (8,416)	0.29
Evergreen, AL (8,417)	0.29
Mount Pleasant, MI (8,418)	0.29
Ardmore, OK (8,419)	0.29
Murphy, TX (8,420)	0.29
Cape Canaveral, FL (8,421)	0.29
Hudson Falls village, NY (8,422)	0.29
Le Roy, IL (8,423)	0.29
Willcox, AZ (8,424)	0.29
Shadyside village, OH (8,425)	0.28

Units Permitted
Per 1,000 in Population: 2023

Source: U.S. Census Bureau
The # in parentheses is the ranking out of 14338 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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

Geography	Units Permitted Per 1,000
Paradise town, CA (1)	86.39
Union City, CA (410)	0.38
Rancho Palos Verdes, CA (411)	0.37
Moorpark, CA (412)	0.36
Waterford, CA (413)	0.34
Lompoc, CA (414)	0.33
Yorba Linda, CA (415)	0.32
Rialto, CA (416)	0.32
Grass Valley, CA (417)	0.31
Millbrae, CA (418)	0.31
PACIFICA, CA (419)	0.29
South El Monte, CA (420)	0.28
Port Hueneme, CA (421)	0.28
Avalon, CA (422)	0.27
Ceres, CA (423)	0.27
Agoura Hills, CA (424)	0.25
San Joaquin, CA (425)	0.25
Albany, CA (426)	0.25
Foster City, CA (427)	0.24
Cypress, CA (428)	0.22
Inyo Unincorporated Area, CA (515)	0.00

Units Permitted
Per 1,000 in Population: 2023

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 San Mateo County (Rank)

Geography	Units Permitted Per 1,000
Burlingame, CA (1)	13.40
San Bruno, CA (2)	3.81
Menlo Park, CA (3)	1.69
South San Francisco, CA (4)	1.41
Belmont, CA (5)	1.21
San Carlos, CA (6)	0.88
Half Moon Bay, CA (7)	0.64
Redwood City, CA (8)	0.50
Millbrae, CA (9)	0.31
PACIFICA, CA (10)	0.29
Foster City, CA (11)	0.24
Brisbane, CA (12)	0.22
San Mateo, CA (13)	0.12
East Palo Alto, CA (14)	0.10
Daly City, CA (15)	0.03

Units Permitted Per 1,000 in Population: 2023
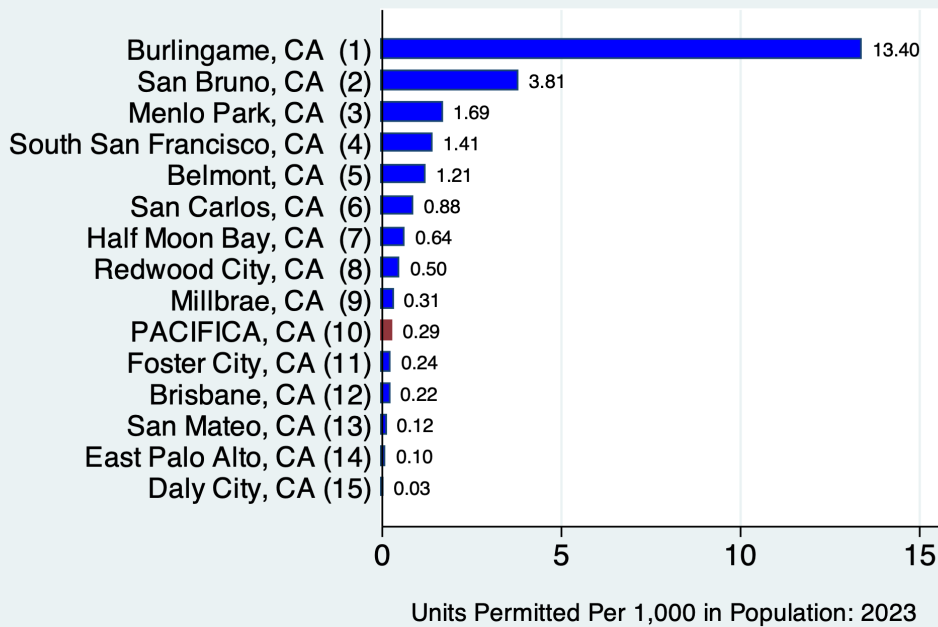
Source: U.S. Census Bureau,
The # in parentheses is the ranking out of 15 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Pacifica - Permitting Activity

Annual Units Permitted - Per Capita in Pacifica

Figure 69: Units Permitted Each Year
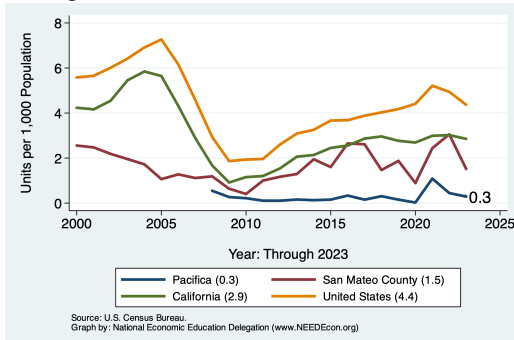
Figure 70: Average Annual Growth in Units Permitted
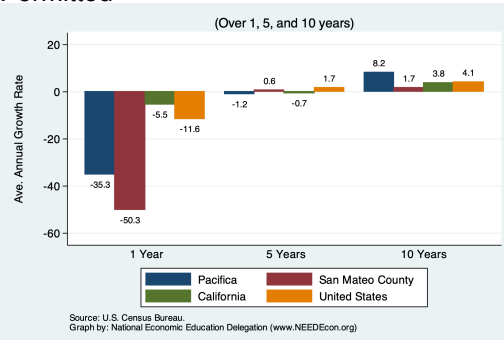
Annual Number of Buildings Permitted - Per Capita in Pacifica

Figure 71: Units Permitted Each Year
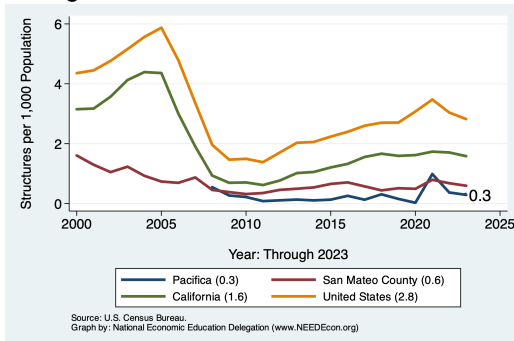
Figure 72: Average Annual Growth in Buildings Permitted
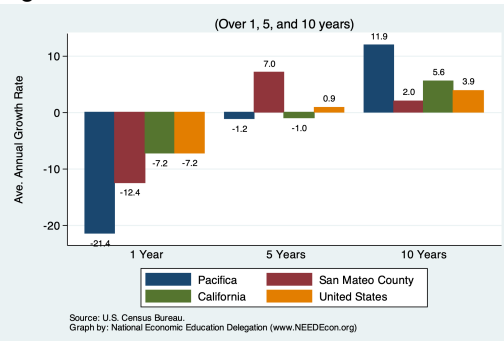
Annual Value of Property Permitted - Per Capita in Pacifica

Figure 73: Value Permitted Each Year
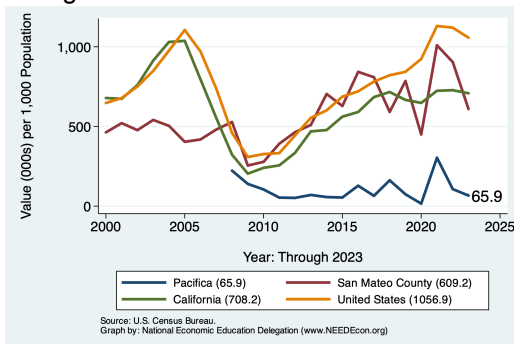
Figure 74: Average Annual Growth in Value Permitted
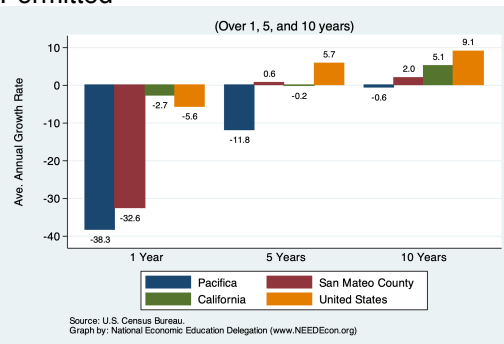
Commute Patterns

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 housing 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

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
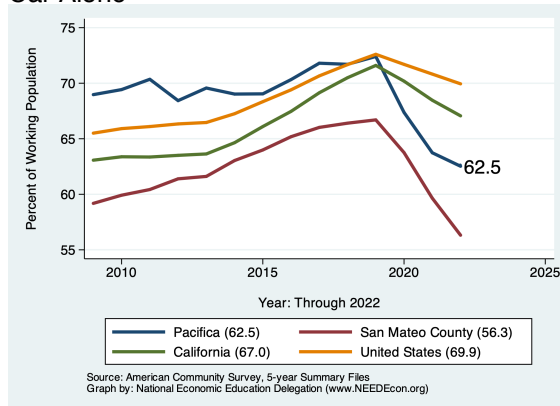
Figure 76: Percent of Workers Commuting by Carpool

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
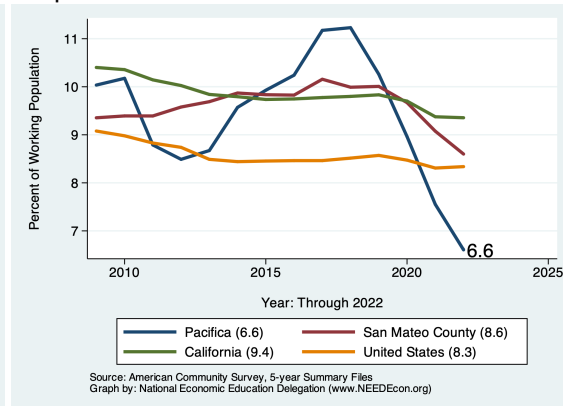
Figure 77: Percent of Workers using Public Transportation

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
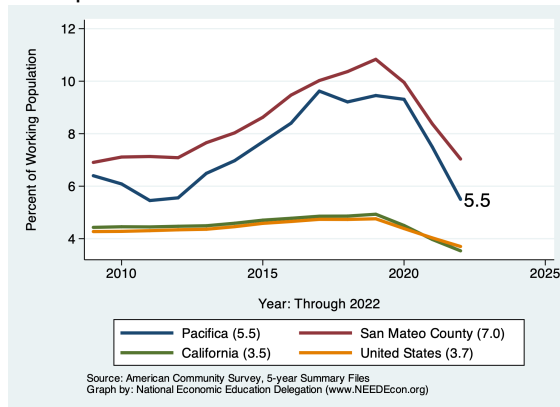
Figure 78: Percent of Workers Who Work From Home

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
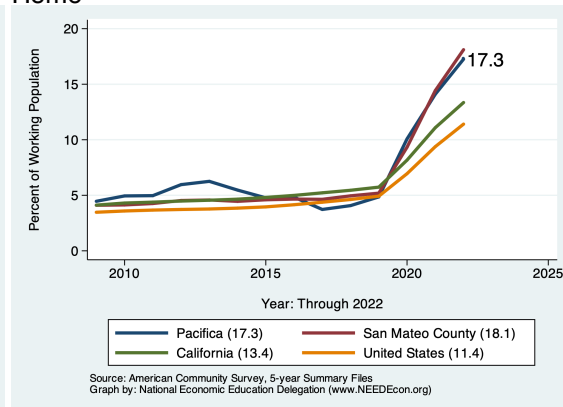
The first table on this page presents data for those who LIVE in Pacifica. The second provides data on those who work, but do not necessarily live in Pacifica. The final two columns provide for a comparison of commute mode choices of people locally with those in California more broadly.

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

Mode of Transit	Male #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Car, Truck, or Van:	7,832	71.4	6,924	65.7	14,756	69.1	78.0
Drove Alone	7,242	66.0	6,104	57.9	13,346	62.5	68.4
Carpooled:	590	5.4	820	7.8	1,410	6.6	9.5
In 2-person carpool	493	4.5	582	5.5	1,075	5.0	6.9
In 3-person carpool	77	0.7	184	1.7	261	1.2	1.5
In 4-or-more-person carpool	20	0.2	54	0.5	74	0.3	1.1
Public Transportation (excl Taxi):	762	6.9	412	3.9	1,174	5.5	3.6
Bus or Trolley Bus	294	2.7	122	1.2	416	1.9	2.3
Streetcar or Trolley Car	364	3.3	275	2.6	639	3.0	0.8
Subway or Elevated	97	0.9	7	0.1	104	0.5	0.3
Railroad	7	0.1	8	0.1	15	0.1	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	45	0.4	14	0.1	59	0.3	0.7
Walked	67	0.6	110	1.0	177	0.8	2.4
Taxicab, Motorcycle, or other	212	1.9	72	0.7	284	1.3	1.7
Worked at Home	1,665	15.2	2,018	19.1	3,683	17.3	13.6
Total:	10,583	96.5	9,550	90.6	20,133	94.3	

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 #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Car, Truck, or Van:	2,135	52.2	1,684	43.3	3,819	47.9	78.0
Drove Alone	1,942	47.5	1,544	39.7	3,486	43.7	68.5
Carpooled:	193	4.7	140	3.6	333	4.2	9.5
In 2-person carpool	121	3.0	103	2.6	224	2.8	6.9
In 3-person carpool	72	1.8	29	0.7	101	1.3	1.5
In 4-or-more-person carpool	0	0.0	8	0.2	8	0.1	1.1
Public Transportation (excl Taxi):	157	3.8	59	1.5	216	2.7	3.6
Bus or Trolley Bus	153	3.7	59	1.5	212	2.7	2.3
Streetcar or Trolley Car	4	0.1	0	0.0	4	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	8	0.2	76	2.0	84	1.1	0.7
Walked	91	2.2	42	1.1	133	1.7	2.4
Taxicab, Motorcycle, or other	31	0.8	11	0.3	42	0.5	1.7
Worked at Home	1,665	40.7	2,018	51.9	3,683	46.2	13.6
Total:	4,087	100.0	3,890	100.0	7,977	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 #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Less than 5 minutes	12	0.1	173	1.7	185	0.9	2.0
5 to 9 minutes	547	5.2	612	6.0	1,159	5.7	7.5
10 to 14 minutes	584	5.6	835	8.2	1,419	6.9	12.2
15 to 19 minutes	1,025	9.8	736	7.2	1,761	8.6	15.0
20 to 24 minutes	1,732	16.5	853	8.4	2,585	12.6	14.3
25 to 29 minutes	762	7.3	540	5.3	1,302	6.4	6.3
30 to 34 minutes	1,532	14.6	1,440	14.2	2,972	14.5	15.0
35 to 39 minutes	421	4.0	276	2.7	697	3.4	2.9
40 to 44 minutes	563	5.4	591	5.8	1,154	5.6	4.3
45 to 59 minutes	932	8.9	835	8.2	1,767	8.6	8.6
60 to 89 minutes	662	6.3	531	5.2	1,193	5.8	7.9
90 or more minutes	146	1.4	110	1.1	256	1.2	4.0
Total:	8,918	85.0	7,532	74.1	16,450	80.3	

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

Figure 79: Percent of Employed Population With Commutes of More than 30 Minutes
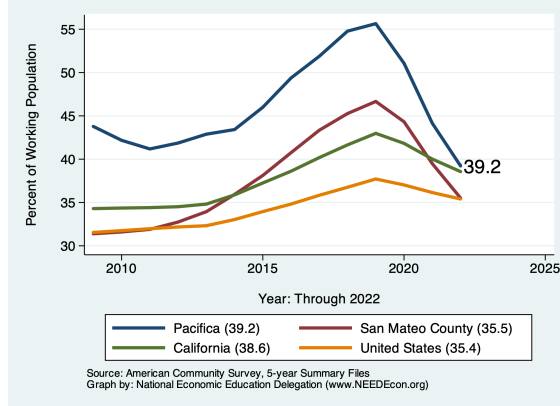
Figure 80: Percent of Employed Population With Commutes of More than 90 Minutes
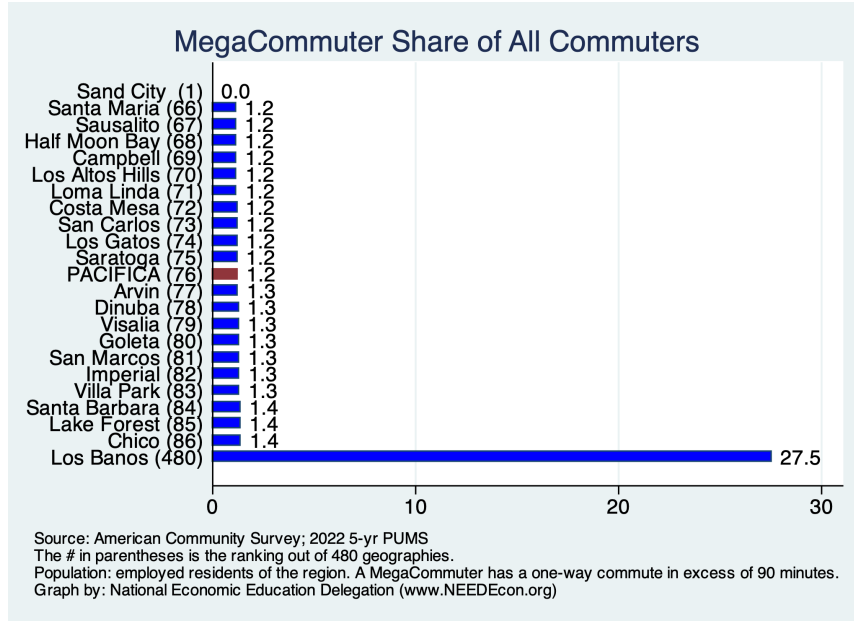

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
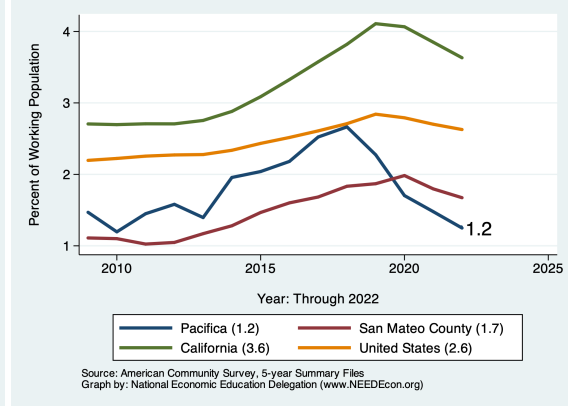
Figure 81: Rank: Share of MegaCommuters Across Similar Geographies

Source: American Community Survey; 2022 5-yr PUMS
The # in parentheses is the ranking out of 480 geographies.
Population: employed residents of the region. A MegaCommuter has a one-way commute in excess of 90 minutes.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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 #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Less than 5 minutes	28	1.0	114	3.7	142	2.6	2.0
5 to 9 minutes	415	15.2	471	15.4	886	16.1	7.5
10 to 14 minutes	287	10.5	330	10.8	617	11.2	12.2
15 to 19 minutes	403	14.7	286	9.3	689	12.5	15.0
20 to 24 minutes	419	15.3	205	6.7	624	11.3	14.3
25 to 29 minutes	146	5.3	185	6.0	331	6.0	6.3
30 to 34 minutes	230	8.4	52	1.7	282	5.1	15.0
35 to 39 minutes	71	2.6	0	0.0	71	1.3	2.9
40 to 44 minutes	50	1.8	69	2.3	119	2.2	4.3
45 to 59 minutes	146	5.3	64	2.1	210	3.8	8.6
60 to 89 minutes	117	4.3	44	1.4	161	2.9	7.9
90 or more minutes	110	4.0	52	1.7	162	2.9	4.0
Total:	2,422	88.5	1,872	61.1	4,294	78.0	

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.

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

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
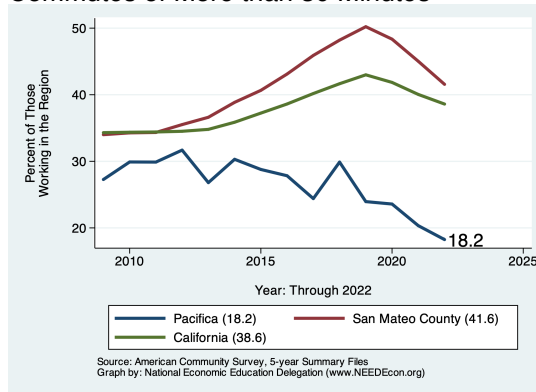
Figure 83: Percent of Local Employees With Commutes of More than 90 Minutes

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
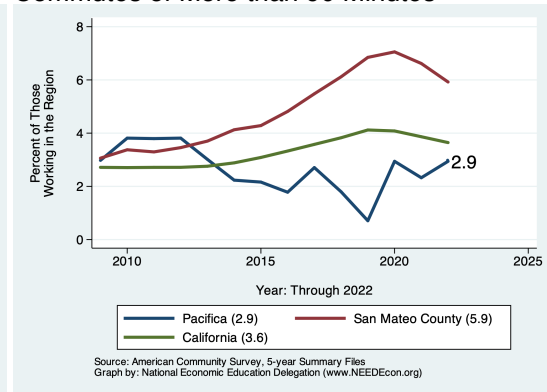
Figure 84: Rank: Share of MegaCommuters Across Similar Geographies

Source: American Community Survey; 2022 5-yr PUMS
The # in parentheses is the ranking out of 449 geographies.
Population: workers employed in the region. A MegaCommuter has a one-way commute in excess of 90 minutes.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
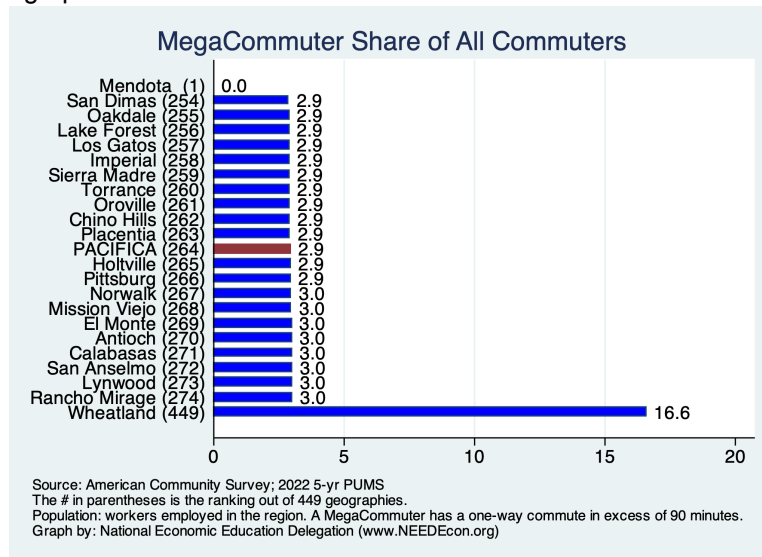
Place of Work

This section provides evidence on where workers living in Pacifica work. As evidenced in the first table, some of Pacifica'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 Pacifica city boundary.

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

	Male		Female		All Workers		All of CA
Place of Work	#	(%)	#	(%)	#	(%)	(%)
Worked in state of residence:	10,569	96.3	9,540	90.5	20,109	94.2	99.6
Worked in county of residence	6,479	59.1	6,161	58.4	12,640	59.2	84.1
worked outside of county of residence	4,090	37.3	3,379	32.0	7,469	35.0	15.4
Worked outside state of residence	14	0.1	10	0.1	24	0.1	0.4
Total:	10,583	96.5	9,550	90.6	20,133	94.3	

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

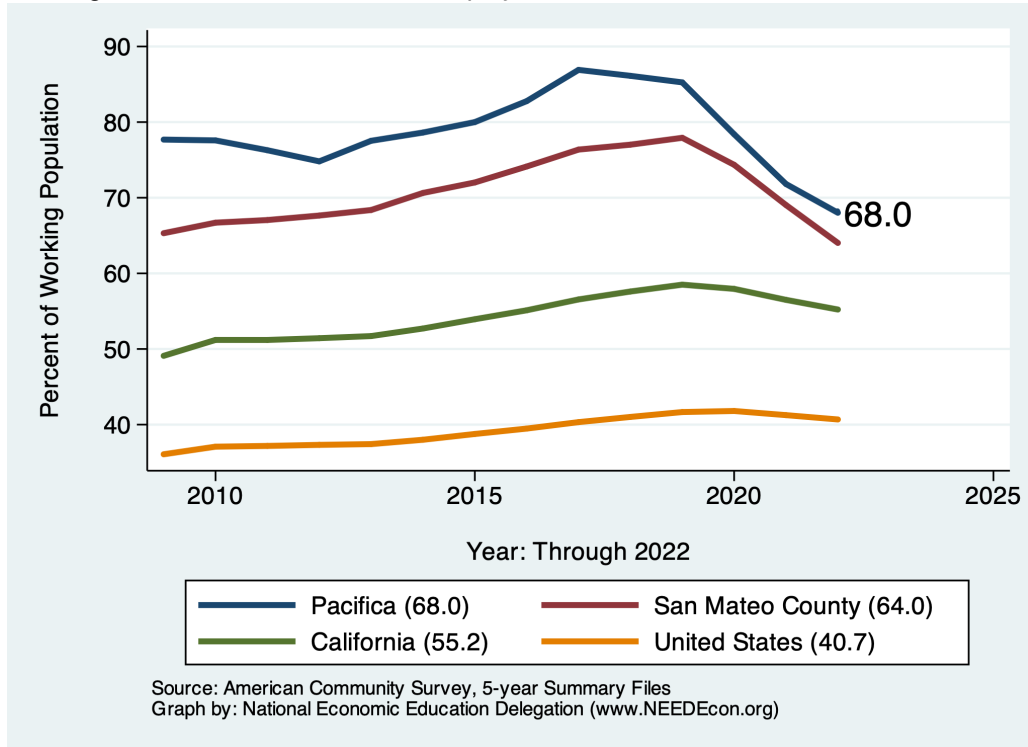Figure 85: Percent of Workers Employed Outside of Their County of Residence

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
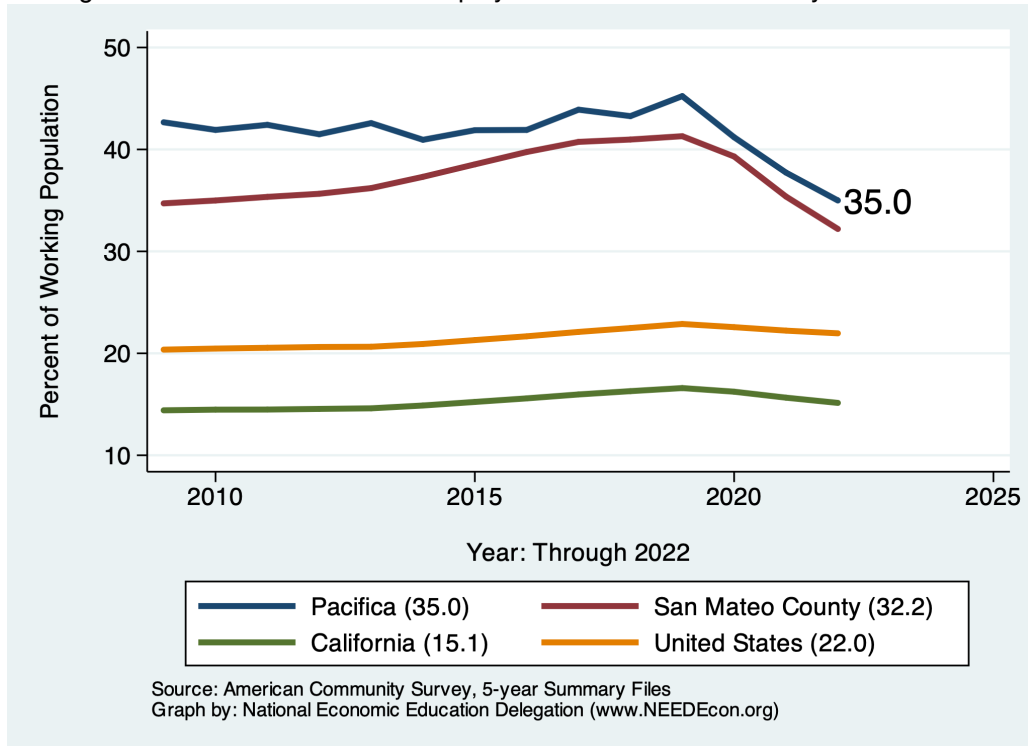
Table 11. SEX OF WORKERS BY PLACE OF WORK–PLACE LEVEL

	Male		Female		All Workers		All of CA
Place of Work	#	(%)	#	(%)	#	(%)	(%)
Living in a place:	10,583	96.5	9,550	90.6	20,133	94.3	95.9
Worked in place of residence	2,554	23.3	3,061	29.0	5,615	26.3	39.5
Worked outside place of residence	8,029	73.2	6,489	61.5	14,518	68.0	56.4
Not living in a place	0	0.0	0	0.0	0	0.0	4.1
Total:	10,583	96.5	9,550	90.6	20,133	94.3	

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

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

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

Commute Mode by Income

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

	City	California		United States	
	Median	*Median*	*Ratio*	*Median*	*Ratio*
Car, truck, or van - drove alone	69,090	48,566	89.3	46,171	88.8
Car, truck, or van - carpooled	62,419	36,463	107.4	34,487	107.4
Public transportation (excluding taxicab)	78,125	40,179	122.0	45,100	102.8
Walked	41,906	29,366	89.6	27,142	91.6
Taxicab, motorcycle, bicycle, or other means		40,433		36,140	
Worked from home	108,534	75,153	90.6	67,180	95.9
Total:	77,662	48,747	159.3	46,099	168.5

Source: 2022 5-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

	< $25,000		$25,000-$74,999		$75,000+		All		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	2,202	42.8	4,091	54.2	6,132	60.1	13,346	62.5	68.4
Car, Truck, or Van: Carpooled	287	5.6	435	5.8	590	5.8	1,410	6.6	9.5
Public Transportation (excl Taxi)	250	4.9	133	1.8	596	5.8	1,174	5.5	3.6
Walked	22	0.4	135	1.8	0	0.0	177	0.8	2.4
Taxicab, Motorcycle, or other	26	0.5	120	1.6	189	1.9	343	1.6	2.4
Worked at Home	412	8.0	370	4.9	2,692	26.4	3,683	17.3	13.6
Total:	3,199	62.2	5,284	70.0	10,199		20,133	94.3	100.0

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

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

	< $25,000		$25,000-$74,999		$75,000+		All		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	1,185	44.5	1,028	48.0	813	22.3	3,486	43.7	68.5
Car, Truck, or Van: Carpooled	90	3.4	104	4.9	72	2.0	333	4.2	9.5
Public Transportation (excl Taxi)	114	4.3	98	4.6	4	0.1	216	2.7	3.6
Walked	28	1.1	75	3.5	11	0.3	133	1.7	2.4
Taxicab, Motorcycle, or other	48	1.8	31	1.4	47	1.3	126	1.6	2.4
Worked at Home	412	15.5	370	17.3	2,692	74.0	3,683	46.2	13.6
Total:	1,877	70.5	1,706	79.6	3,639		7,977		

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	206	27.1	323	59.9	12,817	62.8	13,346	62.5	68.7
Car, Truck, or Van: Carpooled	109	14.3	7	1.3	1,294	6.3	1,410	6.6	9.5
Public Transportation (excl Taxi)	45	5.9	0	0.0	1,129	5.5	1,174	5.5	3.6
Walked	0	0.0	22	4.1	155	0.8	177	0.8	2.1
Taxicab, Motorcycle, or other	10	1.3	0	0.0	333	1.6	343	1.6	2.4
Worked at Home	40	5.3	18	3.3	3,625	17.8	3,683	17.3	13.6
Total:	410	53.9	370	68.6	19,353	94.8	20,133	94.3	

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	129	34.8	195	60.6	3,162	41.8	3,486	43.7	68.7
Car, Truck, or Van: Carpooled	16	4.3	0	0.0	317	4.2	333	4.2	9.5
Public Transportation (excl Taxi)	11	3.0	0	0.0	205	2.7	216	2.7	3.6
Walked	5	1.3	0	0.0	128	1.7	133	1.7	2.1
Taxicab, Motorcycle, or other	0	0.0	0	0.0	126	1.7	126	1.6	2.4
Worked at Home	40	10.8	18	5.6	3,625	47.9	3,683	46.2	13.6
Total:	201	54.2	213	66.1	7,563		7,977		

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.

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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 Pacifica is a net recipient (migration inflows) or donor (migration 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

Source: 5-year American Community Survey Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
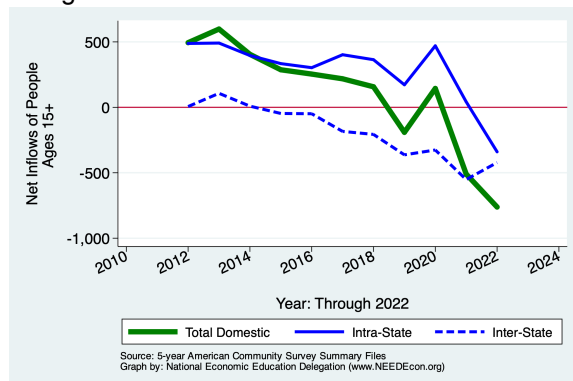
Table 17: Migration by Income

| | | Net Inflows | | | | |
| | | | Same State | | | |
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
No income	3,398	129	63	43	−18	41
With income	28,666	−829	−322	−124	−404	21
$1 to $9,999 or loss	2,199	−109	22	−26	−105	0
$10,000 to $14,999	1,491	−86	−39	−12	−35	0
$15,000 to $24,999	2,316	−58	−50	21	−29	0
$25,000 to $34,999	2,291	−84	−109	56	−52	21
$35,000 to $49,999	3,062	−103	−72	−49	18	0
$50,000 to $64,999	3,063	−83	−44	−58	19	0
$65,000 to $74,999	1,684	−5	39	−8	−36	0
$75,000 or more	12,560	−301	−69	−48	−184	0
All:	32,064	−700	−259	−81	−422	62

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.

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Figure 88: Overall Movements of Low Income Residents

Individual Income Less Than $25,000
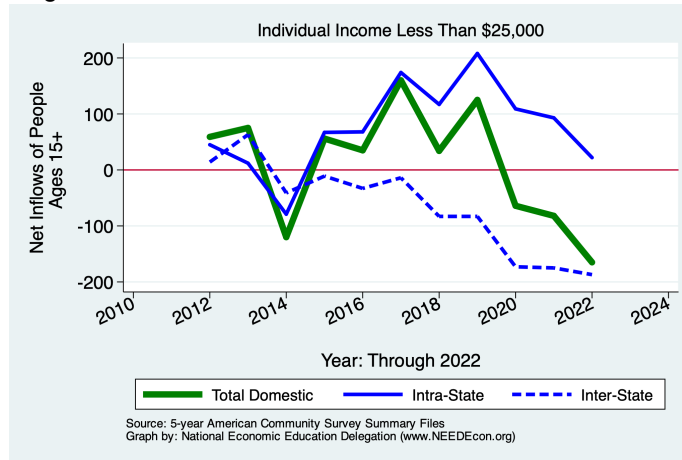
Figure 89: Overall Movements of Middle Income Residents

Individual Income Between $25,000 and $75,000
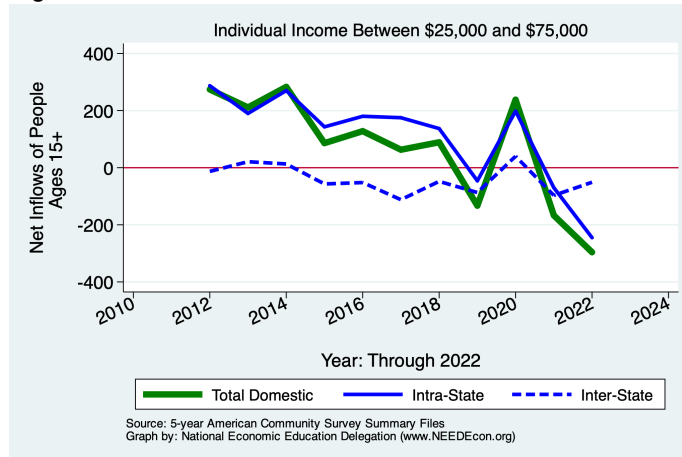
Figure 90: Overall Movements of High Income Residents

Individual Income Greater Than $75,000

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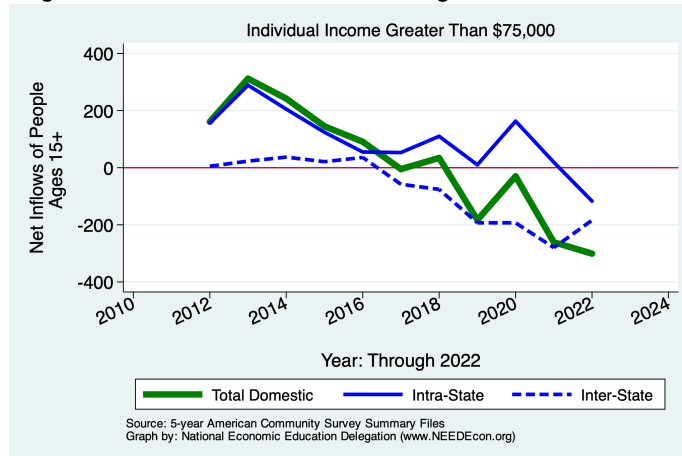
Demographics of Migration Flows

Table 18: Migration by Marital Status

		Net Inflows				
			Same State			
			W/in	Between	Across	From
Category	Population	All Migration	County	Counties	States	Abroad
Never married	10,078	−607	−238	−143	−272	46
Now married, except separated	16,920	−32	−10	125	−163	16
Divorced	2,971	−11	−17	−14	20	0
Separated	512	−87	−23	−64	0	0
Widowed	1,583	37	29	15	−7	0
Total:	32,064	−700	−259	−81	−422	62

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

Table 19: Migration by Tenure

		Net Inflows				
			Same State			
			W/in	Between	Across	From
Category	Population	All Migration	County	Counties	States	Abroad
Householder lived in owner-occupied housing units	27,172	286	256	55	−78	53
Householder lived in renter-occupied housing units	10,304	−795	−452	−21	−331	9
Total:	37,476	−509	−196	34	−409	62

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

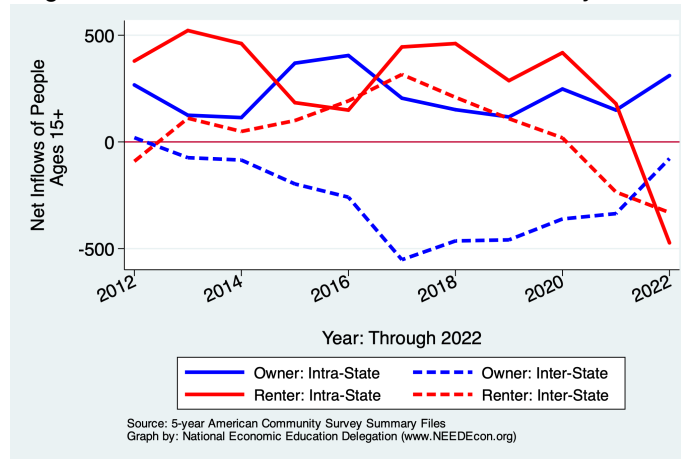### Figure 91: Domestic Movements of Residents by Tenure

Source: 5-year American Community Survey Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Table 20: Migration by Age

Category	Population	Net Inflows All Migration	Same State W/in County	Same State Between Counties	Across States	From Abroad
1 to 4 years	1,587	40	54	1	−15	0
5 to 17 years	5,405	65	10	72	−17	0
18 and 19 years	840	−22	−8	−38	15	9
20 to 24 years	1,491	−267	−32	−147	−125	37
25 to 29 years	2,527	−234	−145	−20	−69	0
30 to 34 years	2,283	−2	−37	107	−72	0
35 to 39 years	2,665	183	77	127	−21	0
40 to 44 years	2,760	−83	−7	−33	−43	0
45 to 49 years	2,755	−43	−117	13	45	16
50 to 54 years	2,581	−71	−29	−30	−12	0
55 to 59 years	2,967	−40	49	6	−95	0
60 to 64 years	2,579	−76	−42	2	−36	0
65 to 69 years	2,967	77	67	10	0	0
70 to 74 years	1,753	−47	−12	−35	0	0
75 years and over	2,542	−93	−33	−60	0	0
Total Population:	37,702	−613	−205	−25	−445	62

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

Table 21: Migration by Educational Attainment

Category	Population	Net Inflows All Migration	Same State W/in County	Same State Between Counties	Across States	From Abroad
Less than high school graduate	1,129	2	−58	44	0	16
High school graduate (includes equiv)	4,536	−113	23	−22	−114	0
Some college or assoc. degree	9,133	−186	−97	−43	−46	0
Bachelor's degree	8,400	−24	−46	48	−26	0
Graduate or professional degree	5,181	−108	−51	60	−117	0
Total:	28,379	−429	−229	87	−303	16

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	64,466	64,466
Moved Within Same County	66,575	57,516
Moved to Different County, Same State	49,375	63,482
Moved Between States	56,106	65,438
Total Population:	64,394	63,784

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

Table 23: Median Age of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	45.3	45.3
Moved Within Same County	34.8	34.4
Moved to Different County, Same State	32.1	29.7
Moved Between States	27.7	28.0
Moved from Abroad	21.3	
Total Population:	43.4	43.5

Source: 2022 5-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 relased in January.

Zillow Research Data https://www.zillow.com/research/data/

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