Pleasanton, California

Indicators Report

by
The National Economic Education Delegation (NEED)

April 20, 2024

Exploring the economics, demographics, and well-being of Pleasanton 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 Pleasanton (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 Pleasanton. These indicators are compared to Alameda 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 Pleasanton 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 Pleasanton 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 Pleasanton, 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 Pleasanton, but do not necessarily live in Pleasanton.
- **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 Pleasanton'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)	78,691.0	81,717.0
Veterans (#, 5yr)	2,189.0	2,670.0
Foreign born persons (%, 5yr)	35.0	32.0
Population age 25+ (#, 5yr)	55,507.0	57,016.0
AGE AND SEX		
Persons under 5 years (%, 5yr)	4.5	4.3
Persons under 18 years (%, 5yr)	23.5	24.4
Persons 65 years and over (%, 5yr)	15.8	14.7
Female persons (%, 5yr)	50.6	51.3
INCOME AND POVERTY		
Median household income ($, 5yr)	181,639.0	156,400.0
Per capita income in past 12 months ($, 5yr)	83,240.0	69,551.0
Persons in poverty (%, 5yr)	5.3	4.3
Children age less than 18 in poverty (#, 5yr)	1,056.0	937.0
Children age less than 18 in poverty (%, 5yr)	5.7	4.7
RACE AND ETHNICITY		
White alone (%, 5yr)	45.7	56.0
African American alone (%, 5yr)	1.7	1.8
American Indian or Alaska Native alone (%, 5yr)	0.4	0.3
Asian alone (%, 5yr)	41.1	34.2
Native Hawaiian and Other Pacific Islander alone (%, 5yr)	0.4	0.5
Two or More Races (%, 5yr)	7.1	5.0
Hispanic or Latino (%, 5yr)	11.3	9.5
White alone, not Hispanic or Latino (%, 5yr)	41.8	50.1
HOUSING		
Housing units (#, 5yr)	28,894.0	30,280.0
Owner-occupied housing units (%, 5yr)	68.2	69.9
Median value of owner-occupied housing units ($, 5yr)	1,338,200.0	986,800.0
Median selected monthly owner costs-with a mortgage ($, 5yr)	4,001.0	3,554.0
Median selected monthly owner costs-without a mortgage ($, 5yr)	1,079.0	768.0
Median gross rent ($, 5yr)	2,815.0	2,396.0
FAMILIES AND LIVING ARRANGEMENTS		
Households (#, 5yr)	27,849.0	29,011.0
Persons per household (#, 5yr)	2.8	2.8
Living in same house 1 year ago, % of persons age 1+ (5yr)	87.0	86.9
EDUCATION		
High school graduate or higher, % of persons age 25+ (5yr)	96.6	96.1
Bachelor's degree or higher, % of persons age 25+ (5yr)	68.1	64.9
HEALTH		
With a disability, under age 65 years (#, 5yr)	2,588.0	2,269.0
Persons without health insurance, under age 65 years (%, 5yr)	1.8	2.0
LABOR FORCE		
In civilian labor force, persons age 16+ (%, 5yr)	65.9	66.0
In civilian labor force, women age 16+ (%, 5yr)	57.7	56.4
Employed, persons age 16+ (%, 5yr)	61.0	61.7
Self employed (%, 5yr)	9.3	10.3
TRANSPORTATION		
Mean travel time to work, workers age 16+ (Mins., 5yr)	26.4	33.9
Drive alone in private vehicle (%, 5yr)	59.4	70.4
Using public transportation (%, 5yr)	12.2	17.4
Worked from home (%, 5yr)	24.6	8.5

Source: American Community Survey, Summary Files
Note: Data are from the 1-year files unless indicated by the notation 5yr.

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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	% Change 3 Year	% Change 5 Year
City				
Pleasanton	76,459	−1.37	−2.79	−3.80
County and Broader Regions				
Alameda County	1,636,194	−0.49	−1.62	−1.25
Bay Area	7,548,792	−0.45	−2.58	−2.62
California	38,940,231	−0.35	−1.79	−2.01

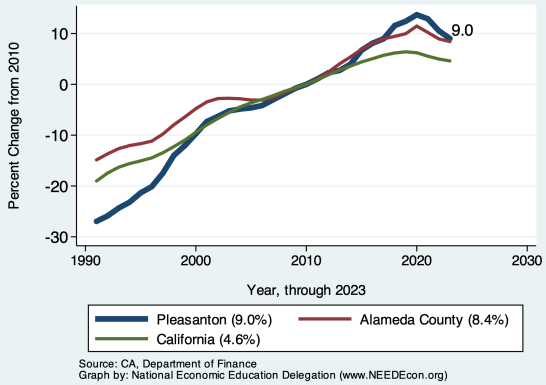
Source: CA DOF; Calculations by National Economic Education Delegation

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

City	2022	2023	% Change Local	% Change Bay Area	% Change California
Alameda County	1,644.2	1,636.2	−0.49	−0.45	−0.35
Oakland	421.8	419.6	−0.53		
Fremont	229.1	229.5	0.15		
Hayward	160.1	159.8	−0.18		
Berkeley	123.2	123.6	0.30		
San Leandro	88.1	87.5	−0.66		
Livermore	85.9	84.8	−1.25		
Alameda	77.4	77.3	−0.19		
Pleasanton	77.5	76.5	−1.37		
Dublin	72.4	71.8	−0.86		
Union City	67.7	66.8	−1.40		
Newark	47.1	47.5	0.66		
Albany	21.5	21.4	−0.57		
Emeryville	12.5	12.6	1.06		
Piedmont	10.9	10.8	−1.10		

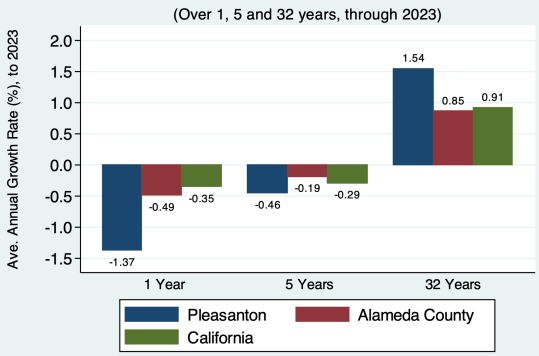
Source: CA DOF; Calculations by National Economic Education Delegation

Figure 1: Population Growth (1)



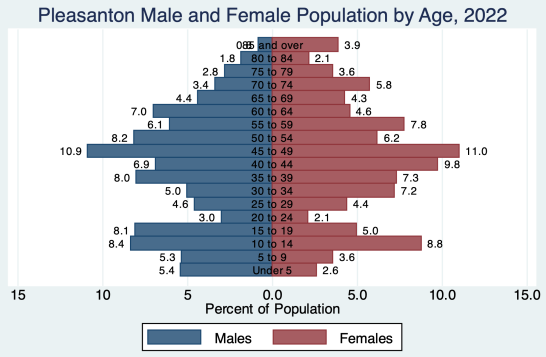
Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 2: Population Growth (2)

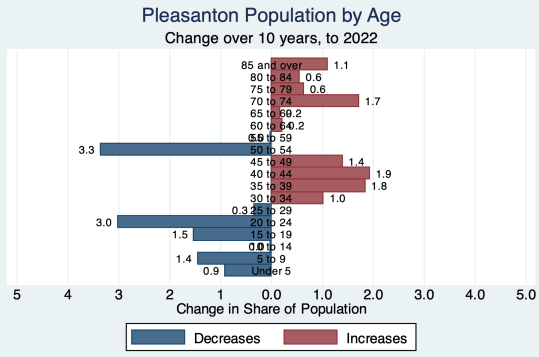


Source: U.S. Bureau of Economic Analysis
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 3: Population by Age - Detailed Age Categories

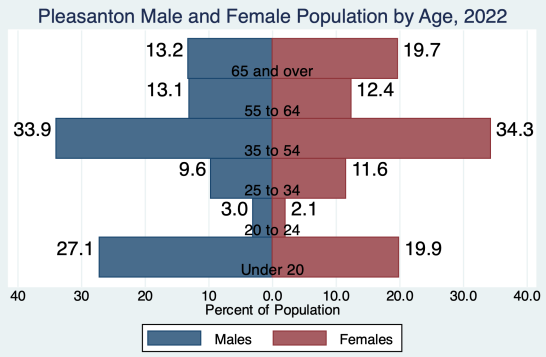


Source: U.S. Census Bureau, 1-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

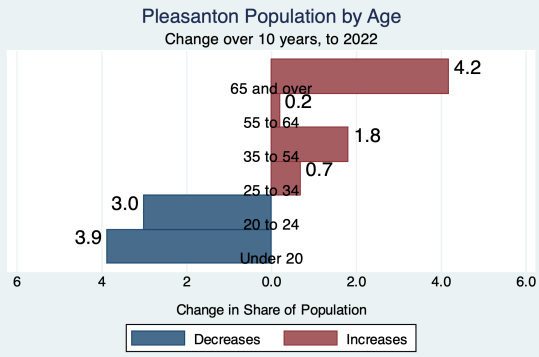


Source: U.S. Census Bureau, 1-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 4: Population by Age - Broad Age Categories



Source: U.S. Census Bureau, 1-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)



Source: U.S. Census Bureau, 1-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Figure 5: Population by Educational Attainment

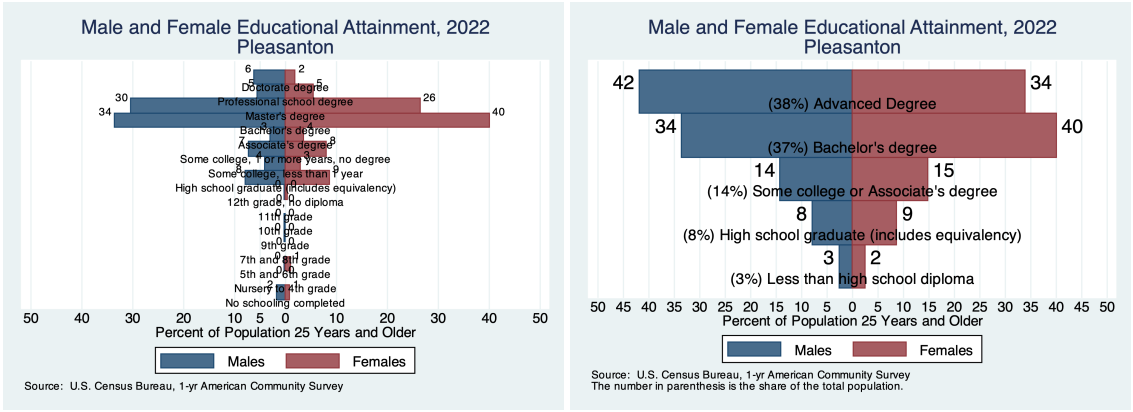


Figure 6: Population by Race/Ethnicity

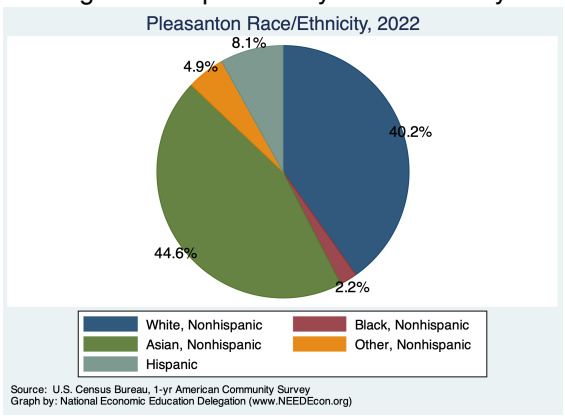
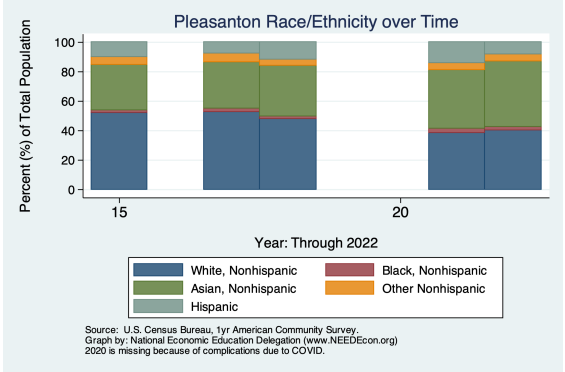


Figure 7: Population by Race/Ethnicity Over Time



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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. Pleasanton 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

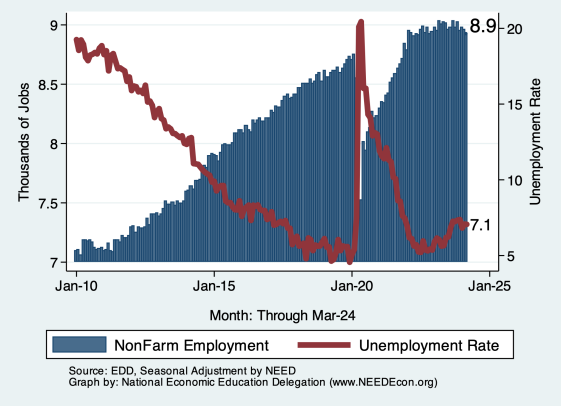


Figure 9: Employment and Unemployment - Last 12 Months

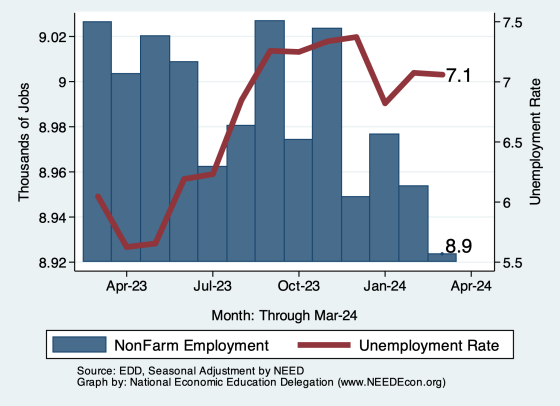


Figure 10: Relative Employment Growth Across Regions - since 2010

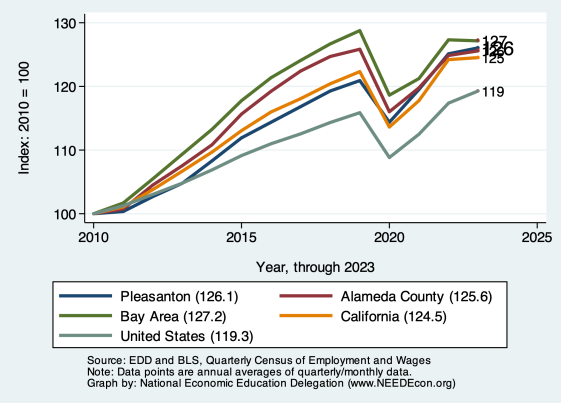
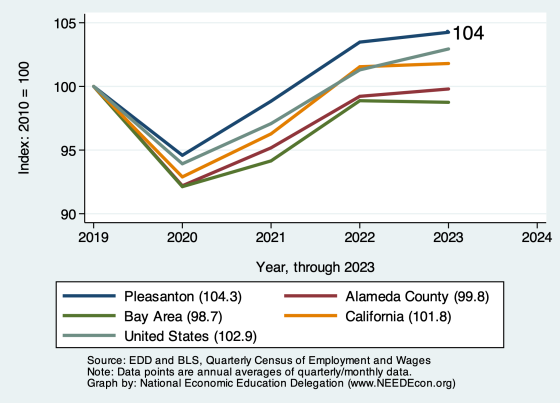


Figure 11: Relative Employment Growth Across Regions - since 2019



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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 Alameda County. The following table provides the latest data for the County.

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

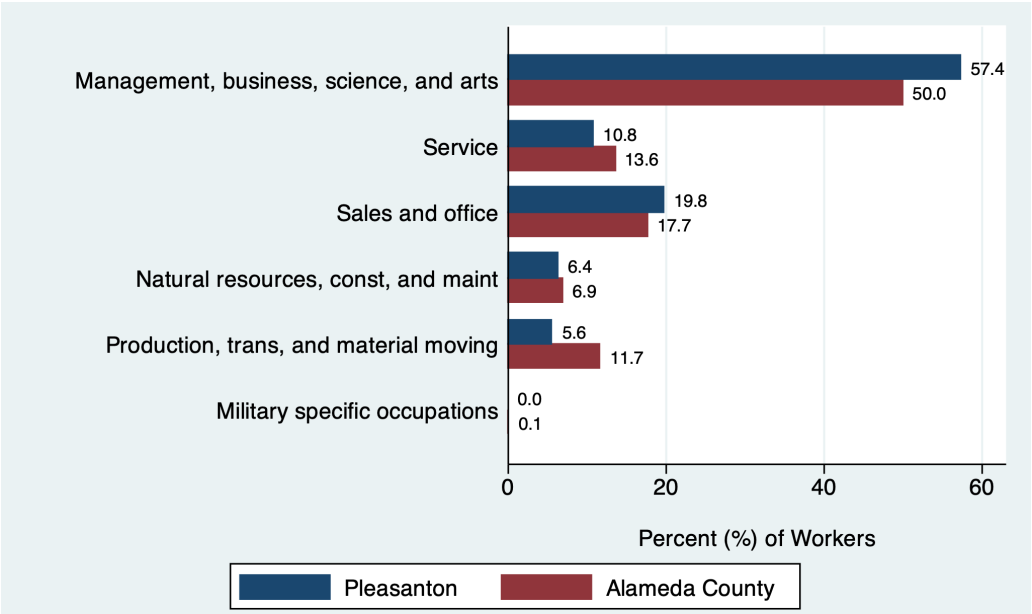
Industry	Employment	Share	Empl Growth	% Growth - Annualized Rate					
				Month	Qtr	6mo	1yr	3yr	5yr
Total Nonfarm	823,371	100.0	1,966.6	2.9	0.4	1.1	1.1	2.7	0.3
Goods Producing	144,737	17.6	720.1	6.2	−6.0	−3.2	−1.6	1.3	1.6
Mining, Logging and Construction	48,272	5.9	799.6	22.2	−8.4	−3.0	0.4	−0.4	−0.5
Manufacturing	96,442	11.7	−26.5	−0.3	−3.8	−2.7	−3.0	2.0	2.7
Durable Goods	75,317	9.1	−21.0	−0.3	−4.6	−3.2	−3.7	2.6	4.5
Non-Durable Goods	20,938	2.5	−7.6	−0.4	−3.0	−1.6	−1.0	−0.0	−2.3
Service Providing	677,573	82.3	1,085.9	1.9	1.4	1.9	1.6	3.0	−0.0
Trade, Trans & Utilities	137,119	16.7	−413.9	−3.6	−0.7	−1.6	−0.9	1.0	−0.3
Wholesale Trade	32,689	4.0	−243.2	−8.5	−1.0	−3.3	−3.1	−0.5	−2.1
Retail Trade	63,503	7.7	−63.7	−1.2	0.9	0.7	0.4	−0.7	−2.0
Information	17,440	2.1	67.7	4.8	−4.5	−7.5	−6.9	−2.0	−2.8
Financial Activities	26,656	3.2	28.9	1.3	−4.7	−4.2	−2.5	−0.1	−1.2
Finance & Insurance	15,416	1.9	145.0	12.0	1.3	−1.2	−2.4	−3.1	−2.3
Real Estate & Rental & Leasing	11,378	1.4	−105.1	−10.5	−12.3	−6.0	−2.8	5.6	0.7
Professional & Business Srvcs	137,542	16.7	169.7	1.5	1.0	0.9	0.2	1.4	0.3
Prof, Sci, & Tech	82,593	10.0	222.4	3.3	2.9	3.3	1.8	3.1	1.8
Educational & Health Srvcs	143,220	17.4	769.5	6.7	4.7	5.8	6.1	5.4	2.8
Education Srvcs	16,300	2.0	132.5	10.3	−4.3	2.8	1.9	6.7	−0.2
Health Care & Social Assistance	126,957	15.4	626.8	6.1	5.2	6.1	6.6	5.3	3.3
Leisure & Hospitality	70,978	8.6	−133.1	−2.2	1.5	2.8	1.9	13.4	−1.7
Arts, Entertainment & Recreation	12,293	1.5	194.9	21.1	13.1	12.9	7.0	32.6	−0.3
Accommodation & Food Srvcs	59,226	7.2	−191.8	−3.8	1.8	2.0	0.8	11.3	−1.8
Other Srvcs	28,484	3.5	402.7	18.6	−5.0	1.1	4.0	8.9	0.7
Government	115,339	14.0	242.6	2.6	2.2	3.1	2.4	0.1	−1.4
Federal	8,514	1.0	0.0	0.0	−3.0	0.0	0.8	−0.5	−0.5
State	27,661	3.4	−35.9	−1.5	−1.4	2.3	1.0	−7.4	−5.4
Local	77,889	9.5	257.5	4.1	3.6	3.4	3.0	3.5	0.2

Source: EDD, National Economic Education Delegation (NEED)

Some Employee Detail

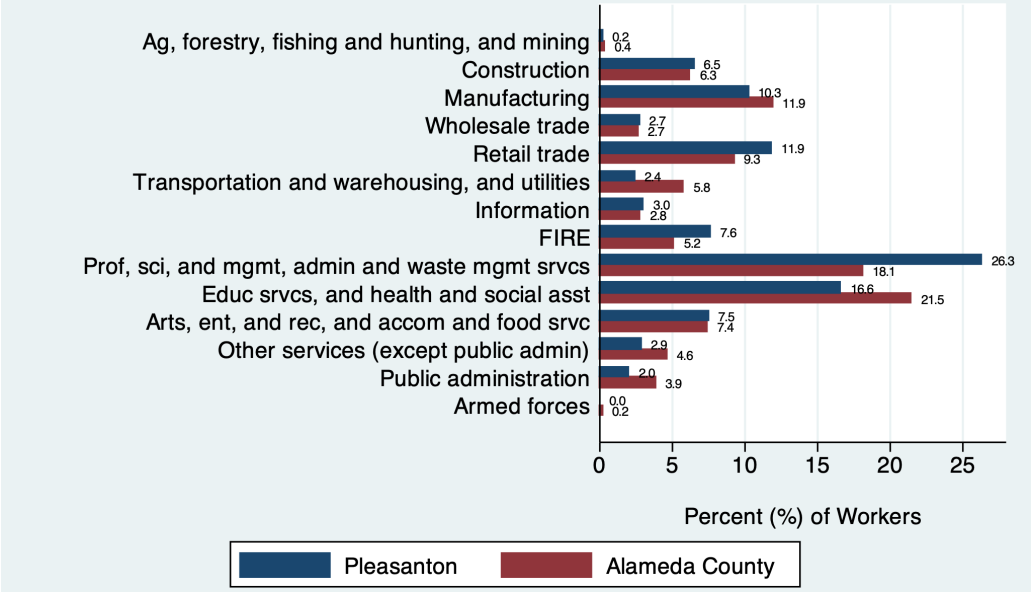
Employed in Pleasanton

Figure 12: Employment by Occupation



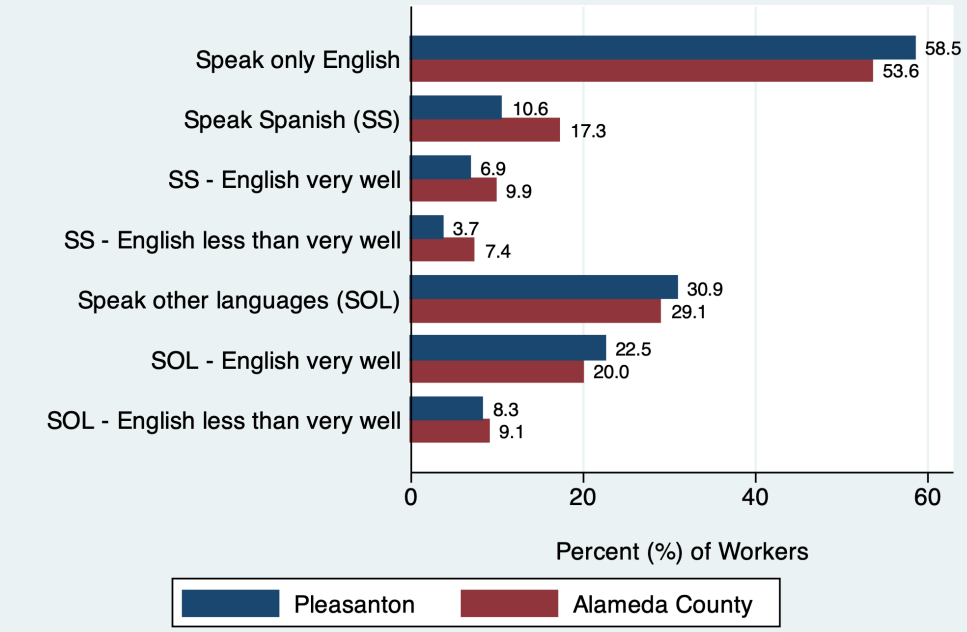
Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 13: Employment by Industry



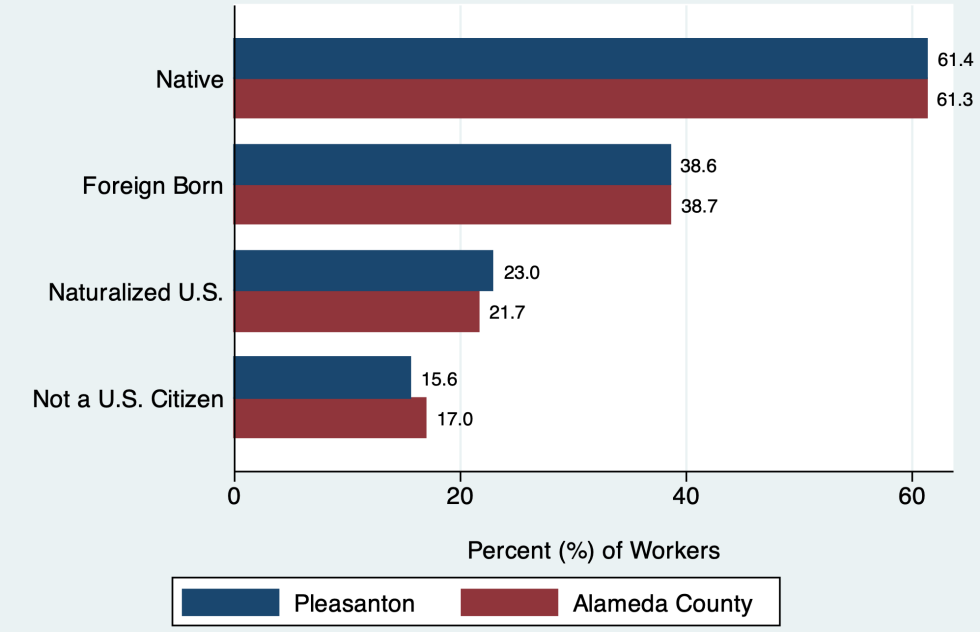
Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 14: Language Spoken at Home



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

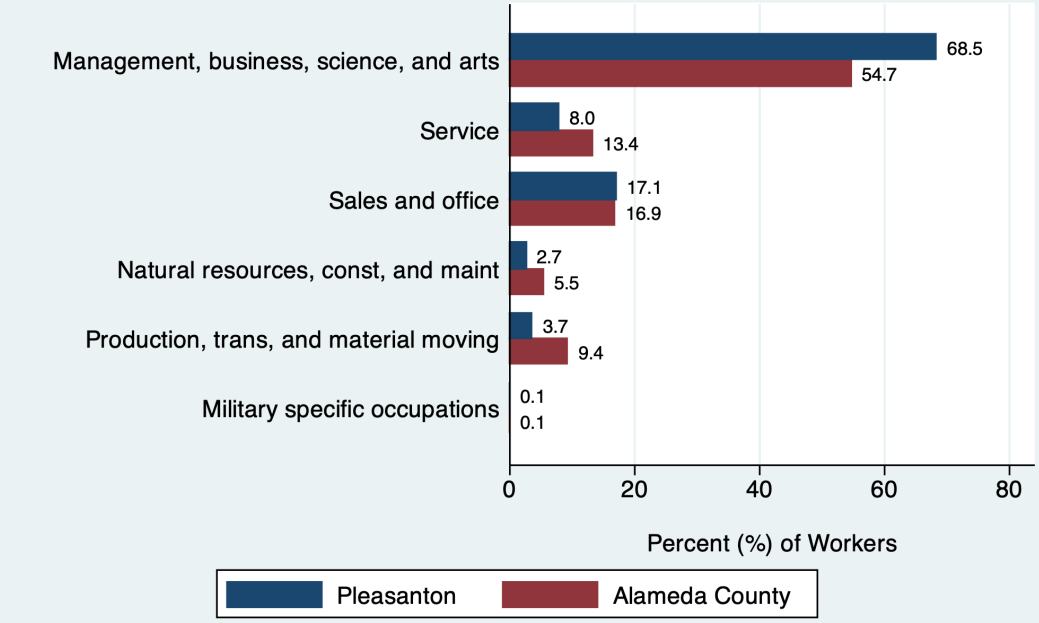
Figure 15: Citizenship



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

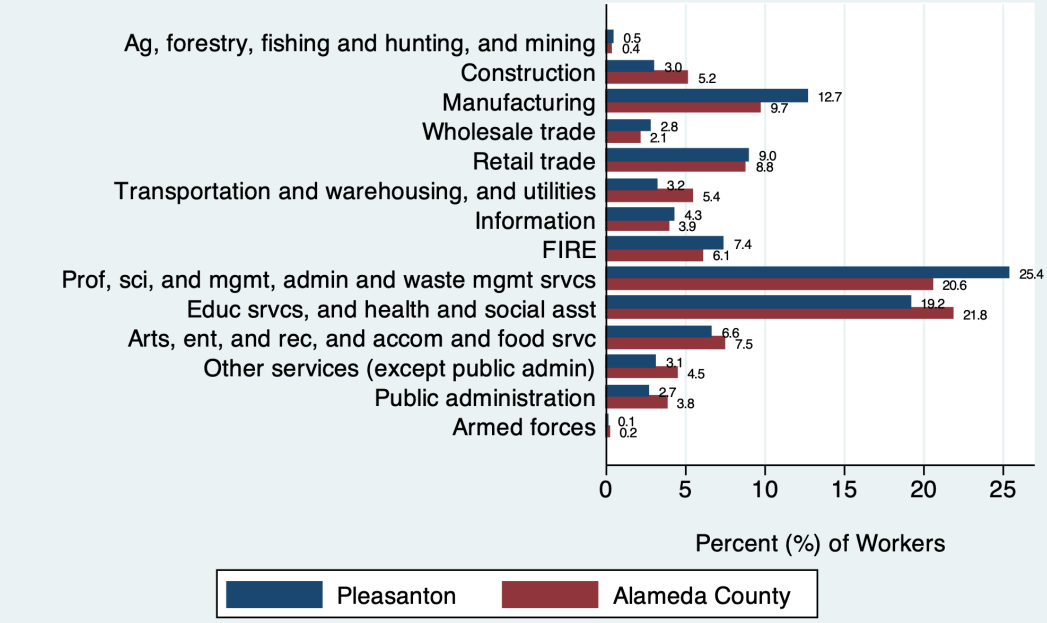
Employed Residents of Pleasanton

Figure 16: Employment by Occupation



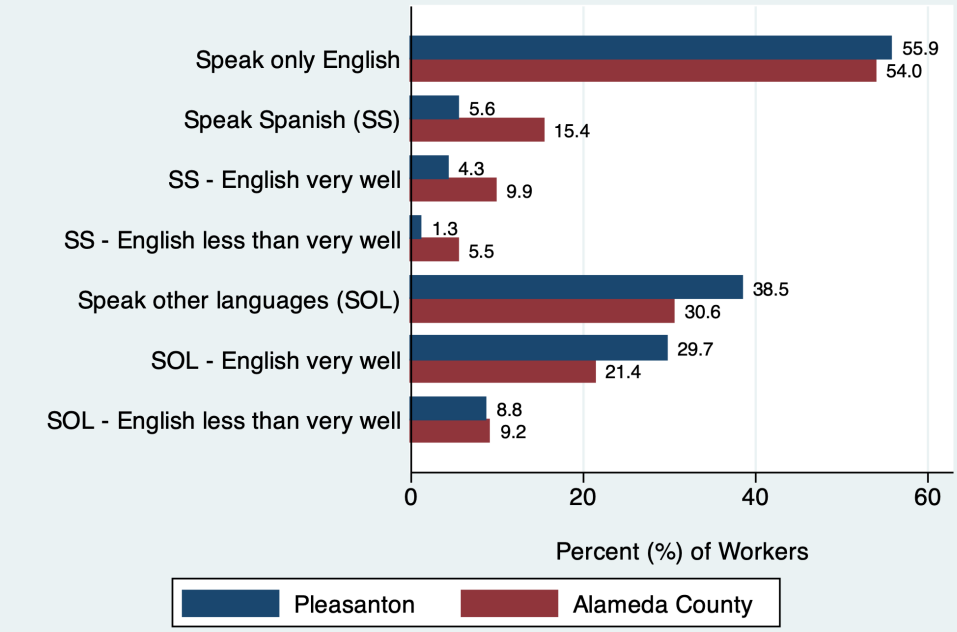
Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 17: Employment by Industry



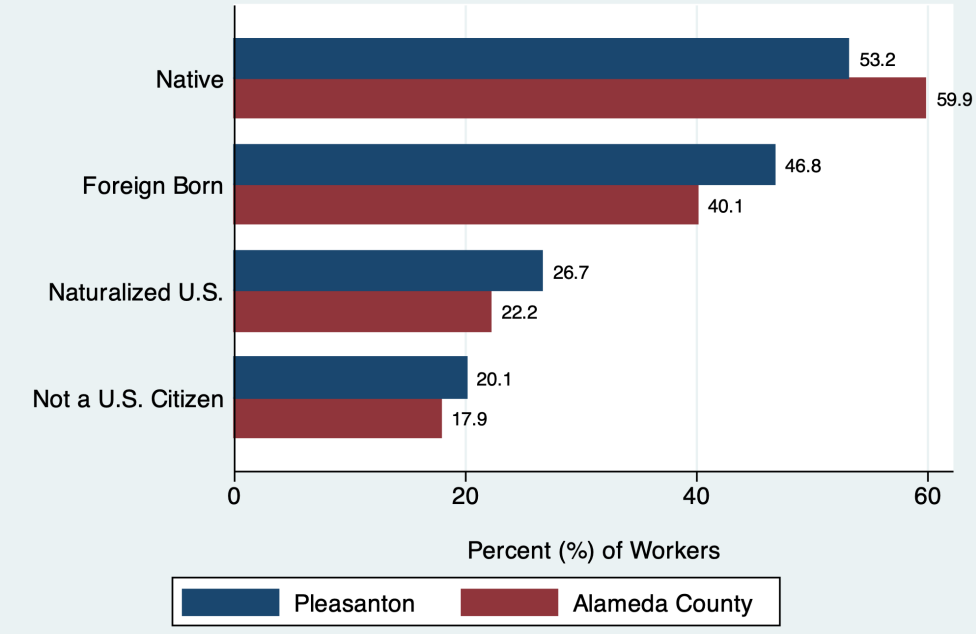
Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 18: Language Spoken at Home



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

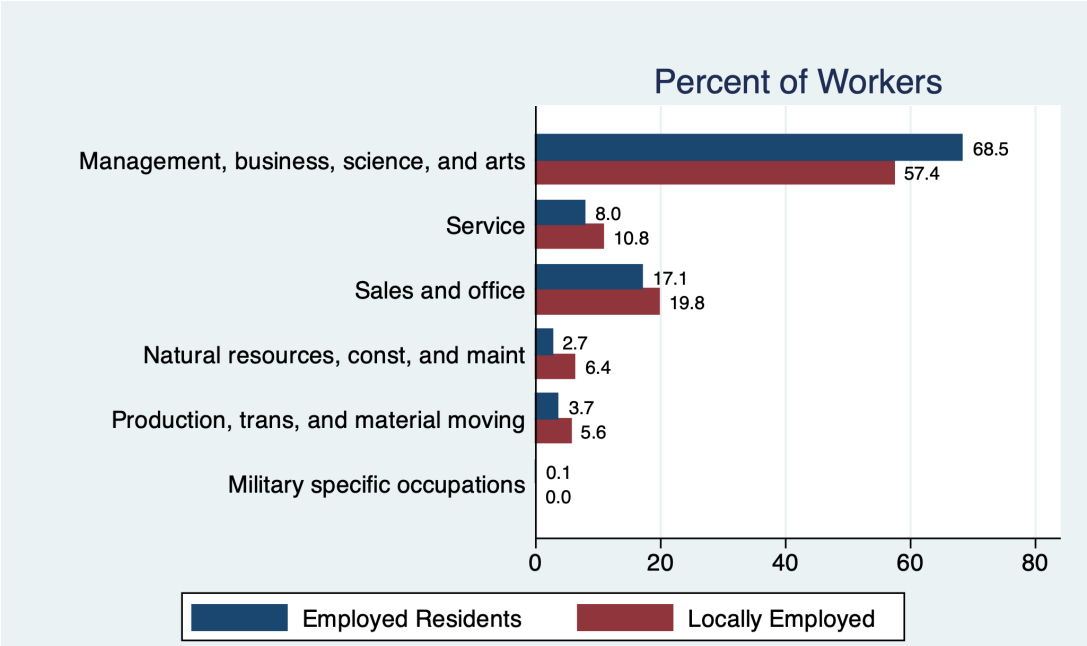
Figure 19: Citizenship



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

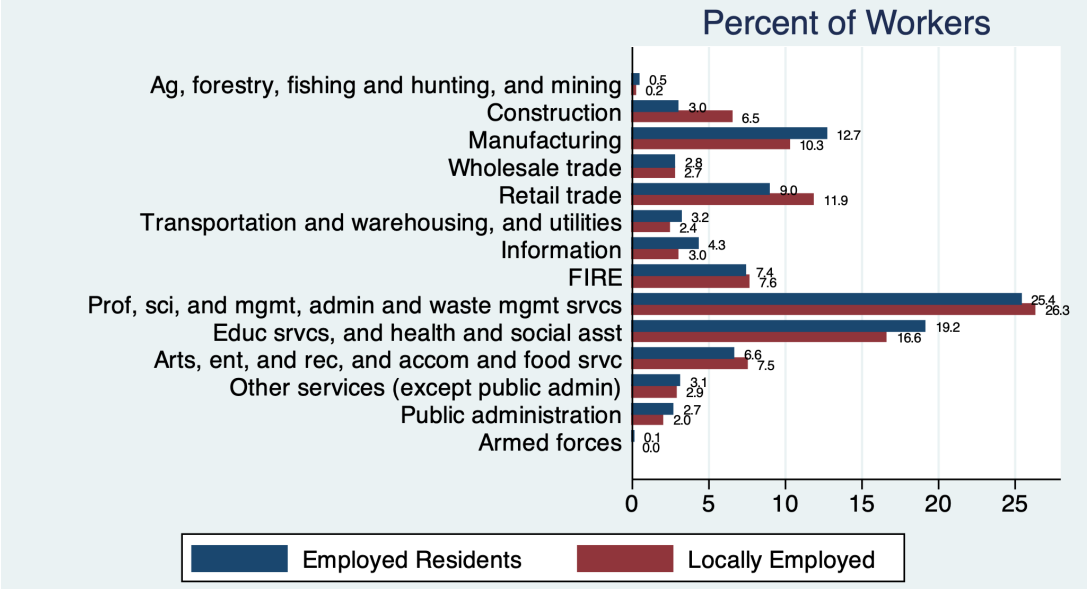
Employed Residents vs Workers in Pleasanton

Figure 20: Employment by Occupation



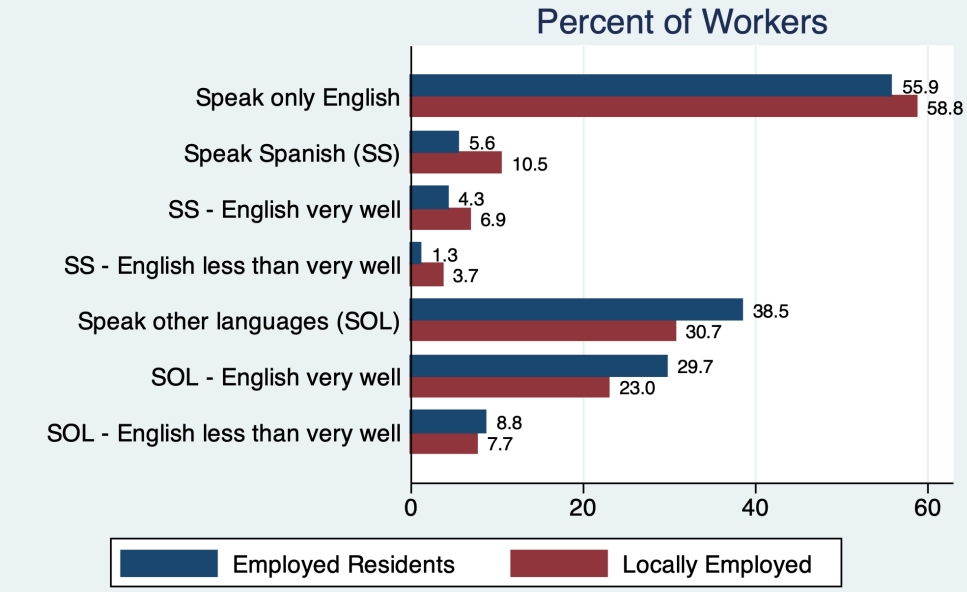
Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 21: Employment by Industry



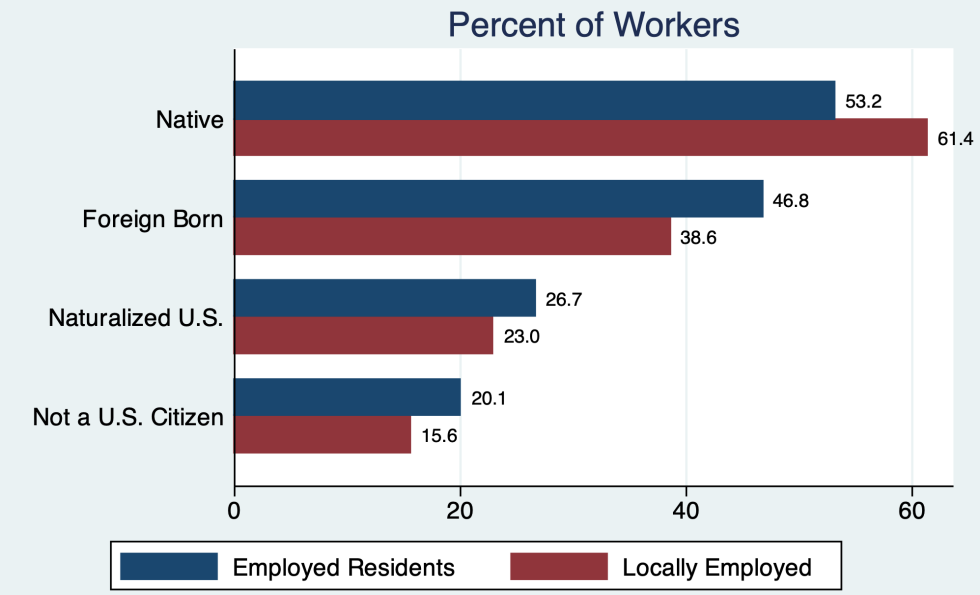
Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 22: Language Spoken at Home



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

Figure 23: Citizenship



Source: American Community Survey, 2022 1-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 Pleasanton. 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

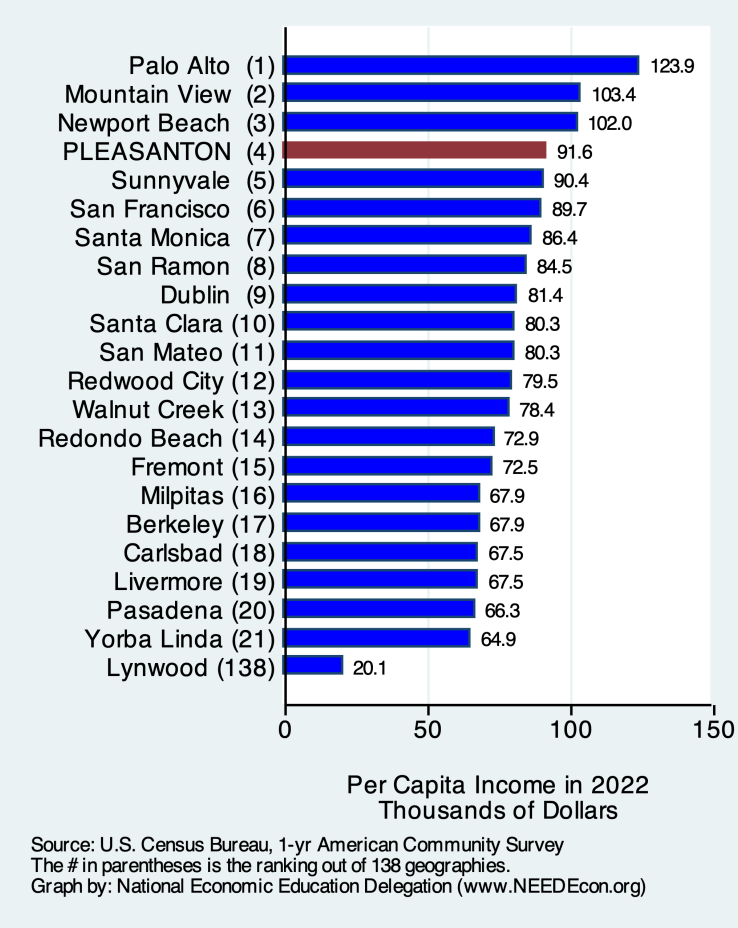


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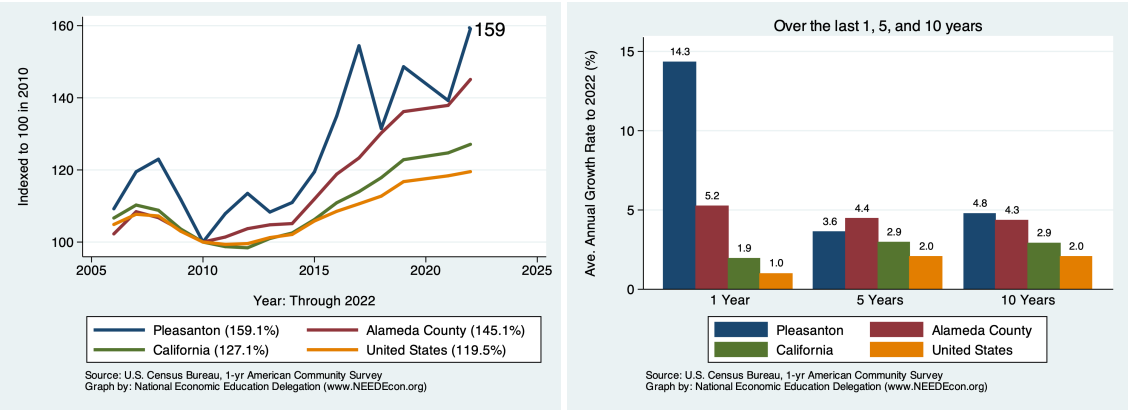
Figure 25: Regional Comparison of Growth over Time



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

Figure 26: Income Levels

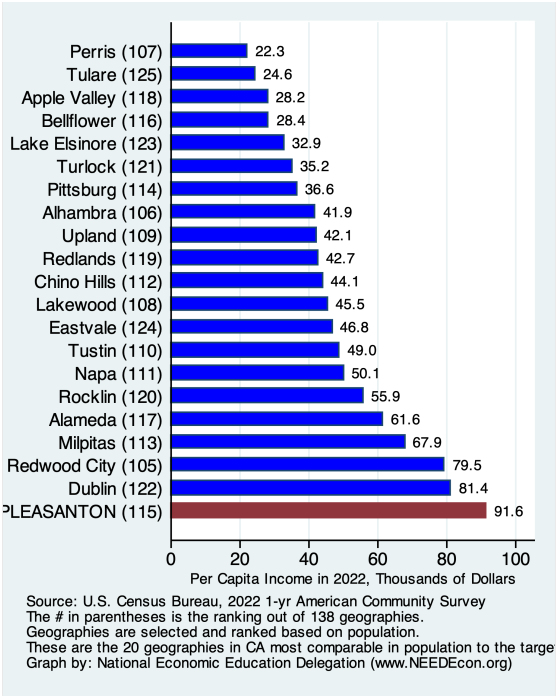
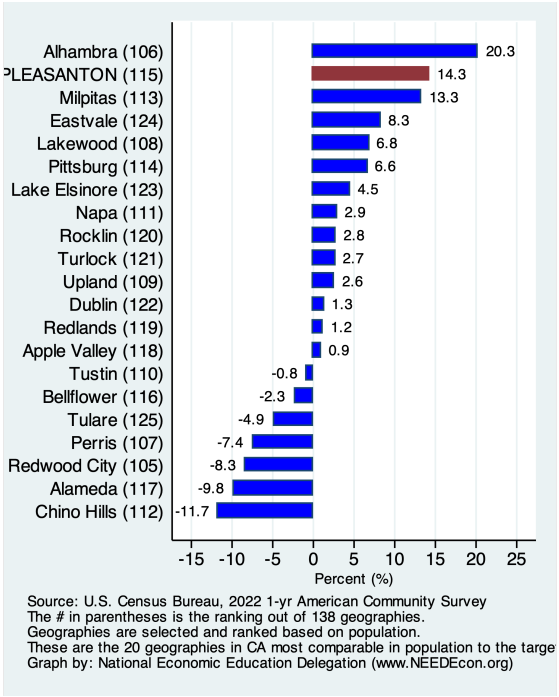


Figure 27: Growth over Time



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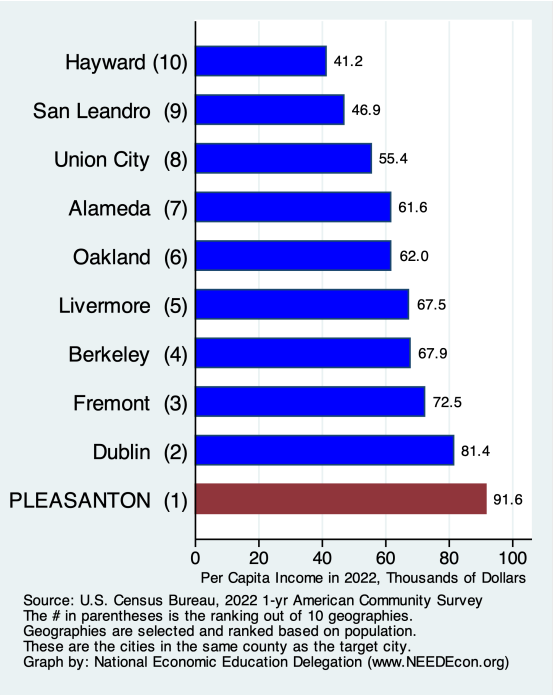
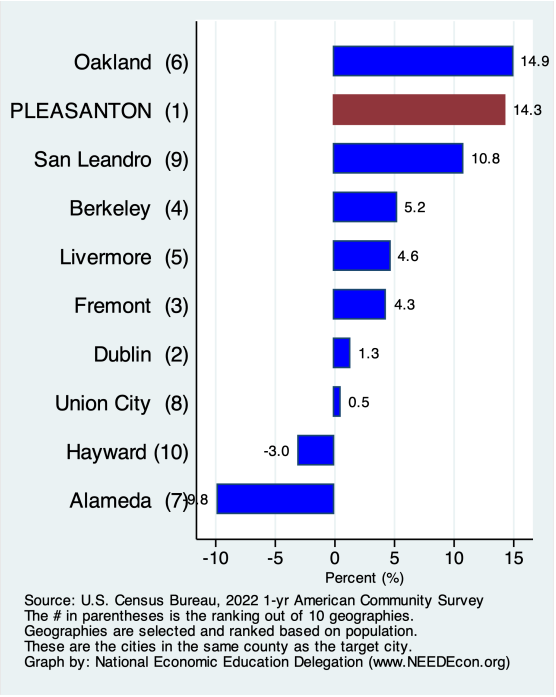
Real Per Capita Income Ranking Among Cities in Alameda County

Figure 28: Income Levels



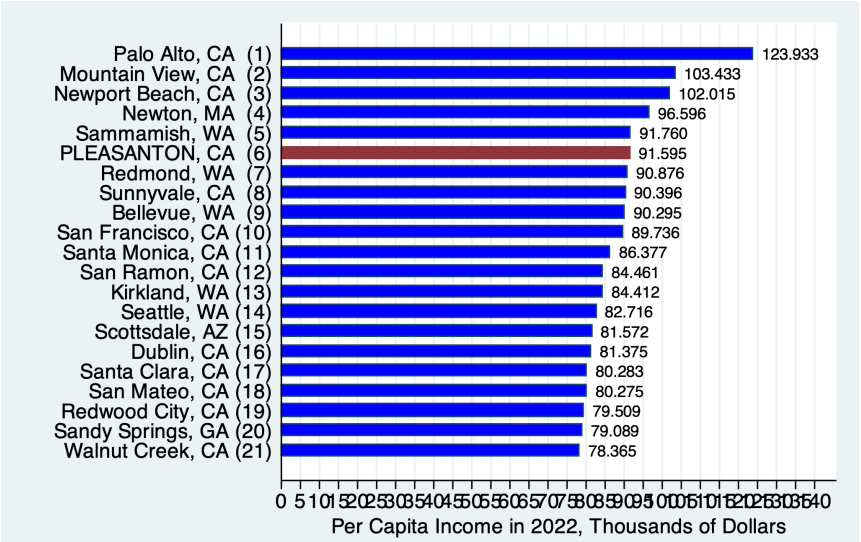
Source: U.S. Census Bureau, 2022 1-yr American Community Survey
The # in parentheses is the ranking out of 10 geographies.
Geographies are selected and ranked based on population.
These are the cities in the same county as the target city.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 29: Growth over Time



Source: U.S. Census Bureau, 2022 1-yr American Community Survey
The # in parentheses is the ranking out of 10 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



Source: U.S. Census Bureau, 1-yr American Community Survey
The # in parentheses is the ranking out of 598 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.

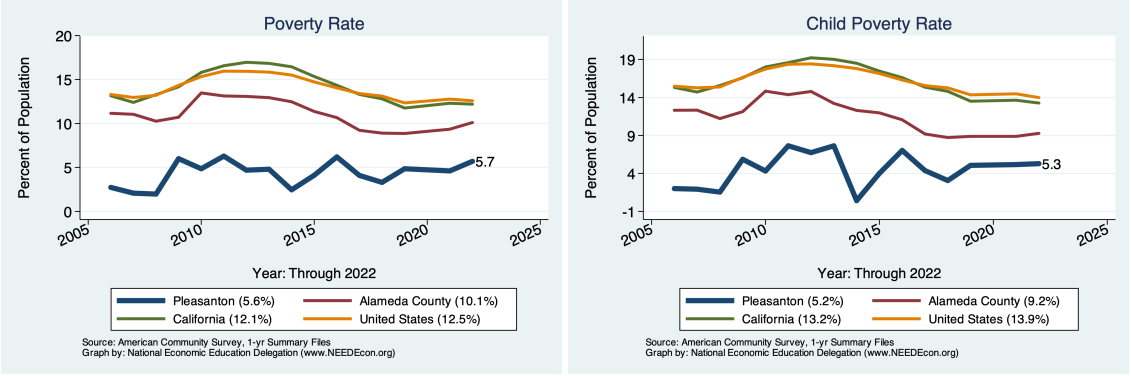

Figure 31: Inequality

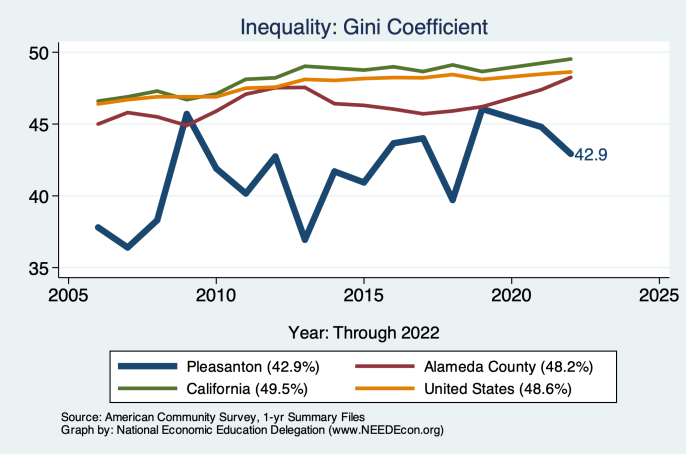

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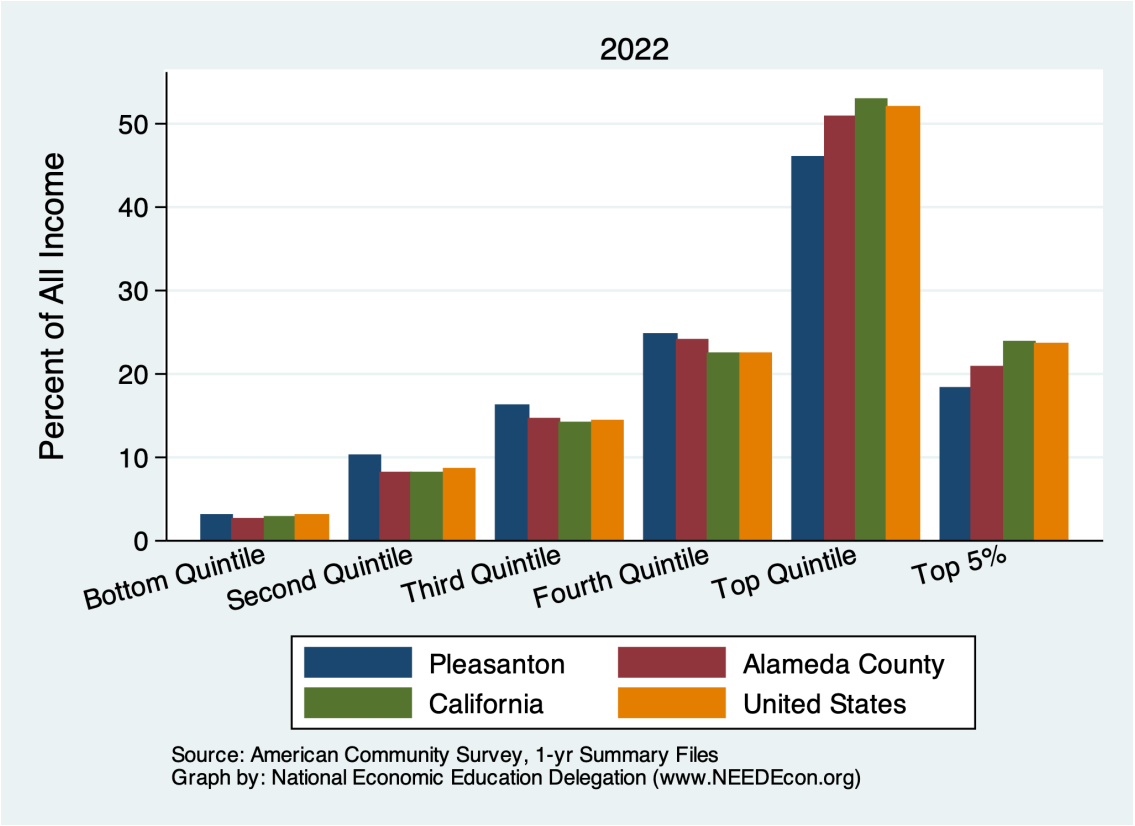
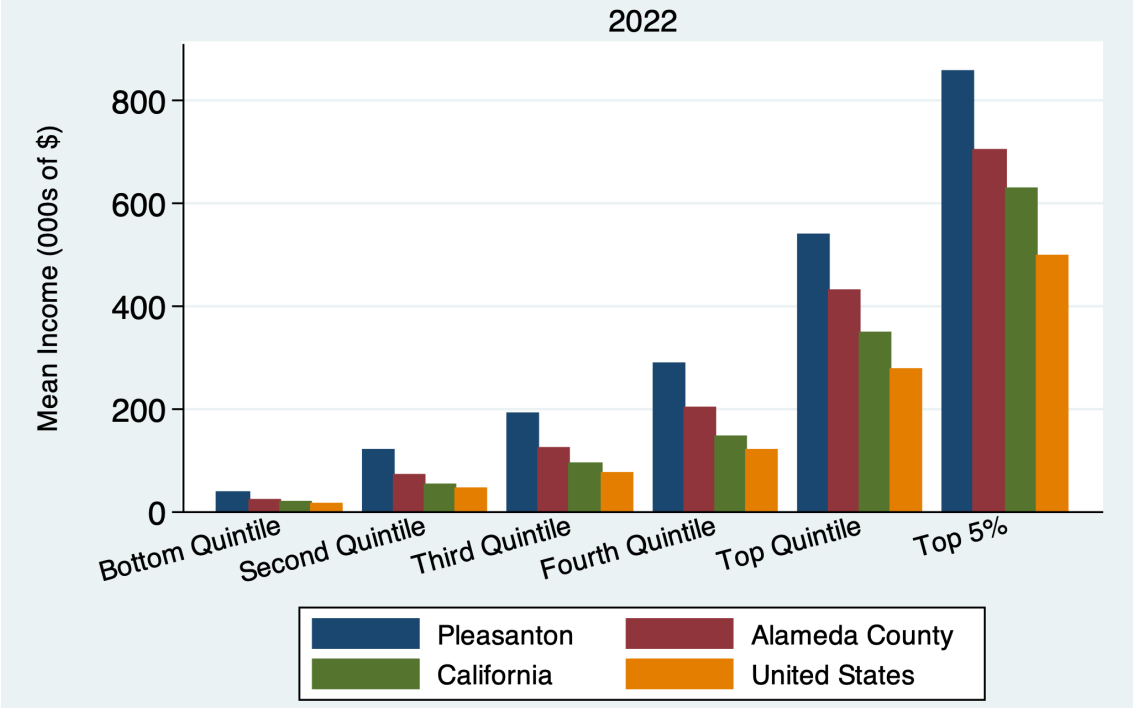
Figure 32: Shares Across the Income Distribution



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

Figure 33: Means Across the Income Distribution



Source: American Community Survey, 1-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 Pleasanton and Broader Regions

Figure 34: Median Home Prices

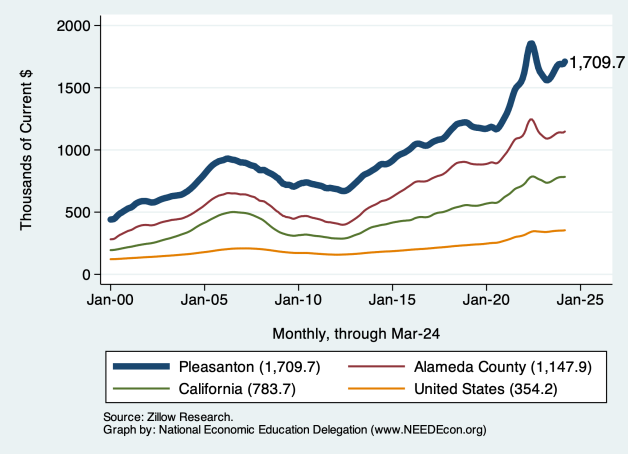
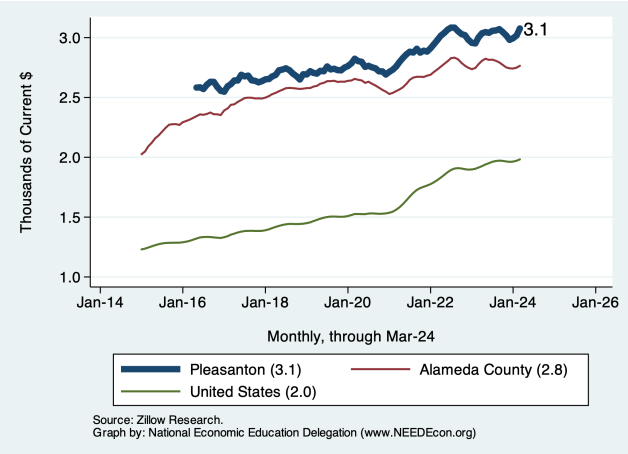


Figure 35: Median Rents



Housing Ownership in Pleasanton and Broader Regions

Figure 36: Home Ownership Rates

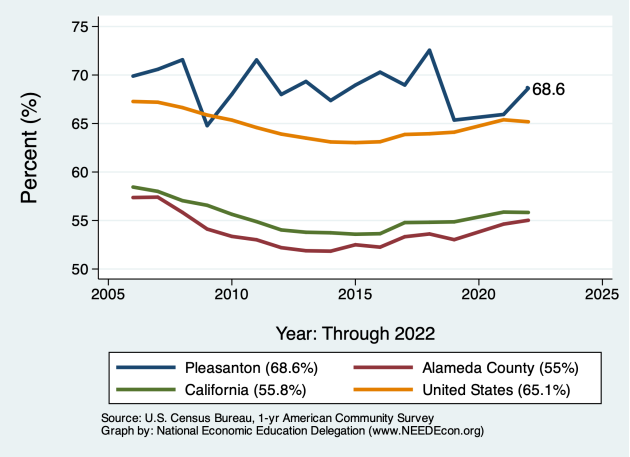


Figure 37: Home Ownership by Age

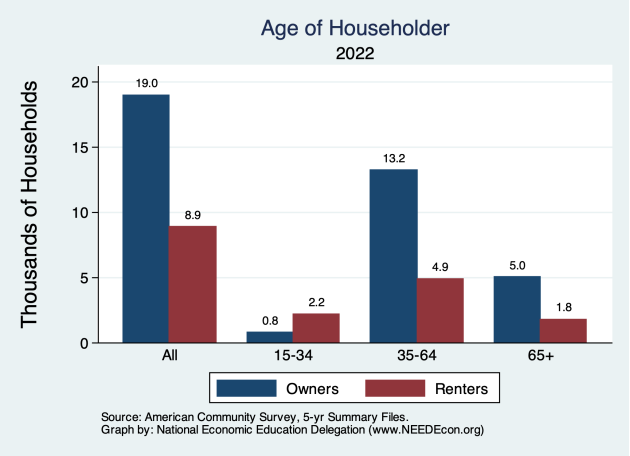


Figure 38: Income by Tenure

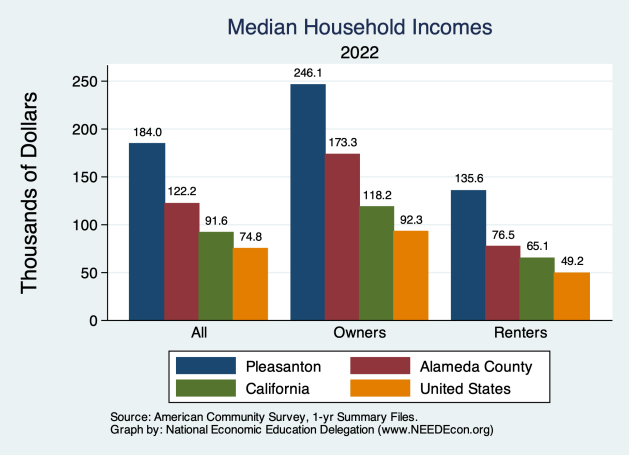


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Figure 39: Income Distribution by Tenure

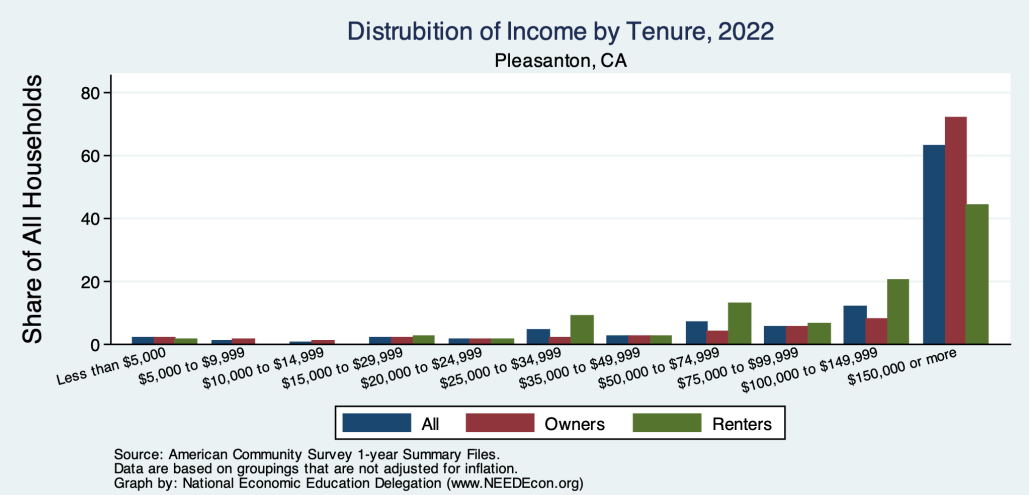


Figure 40: Income Distribution of Home Owners

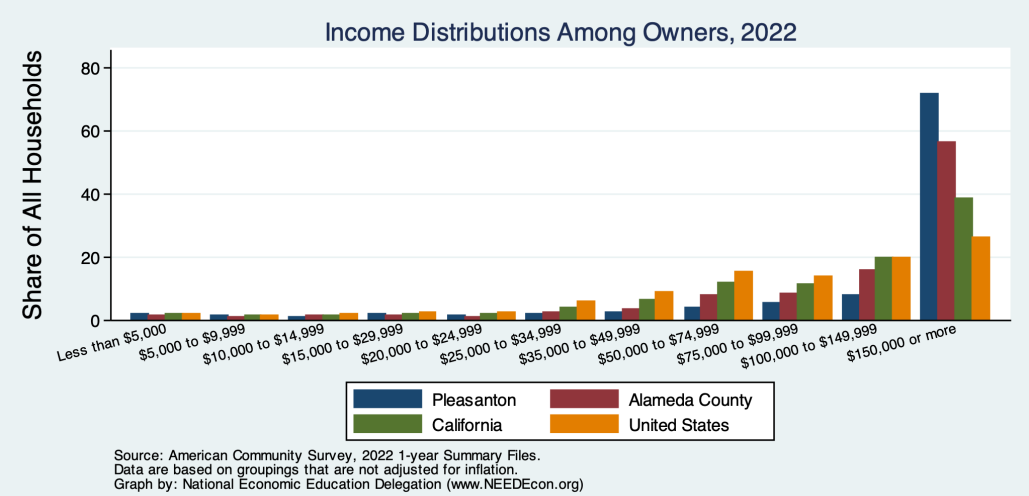
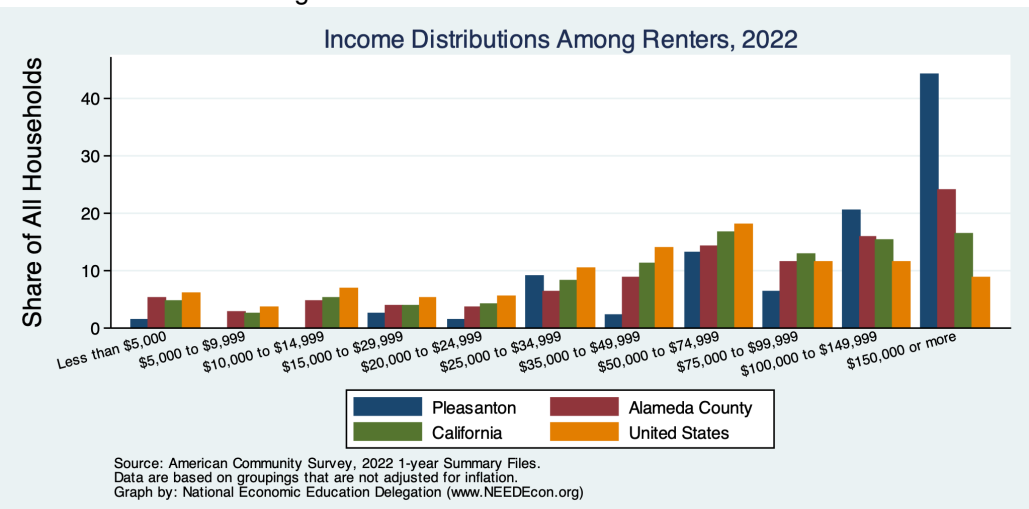


Figure 41: Income Distribution of Renters



Housing Burden in Pleasanton and Broader Regions

Figure 42: Home Owners w/ A Mortgage

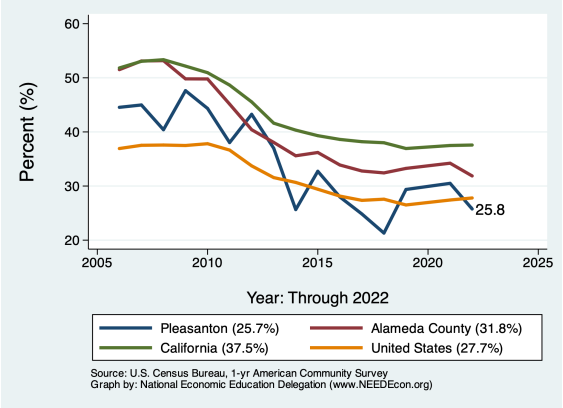


Figure 43: Home Owners w/o A Mortgage

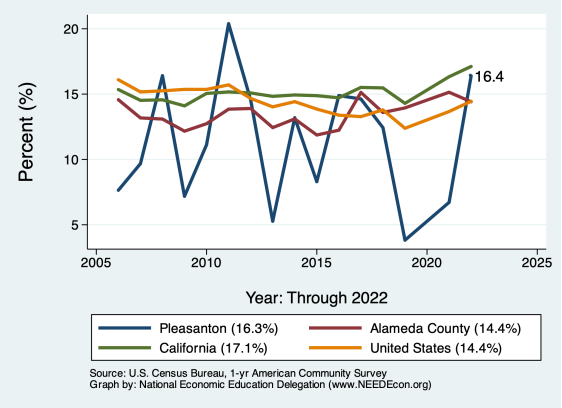


Figure 44: Renters

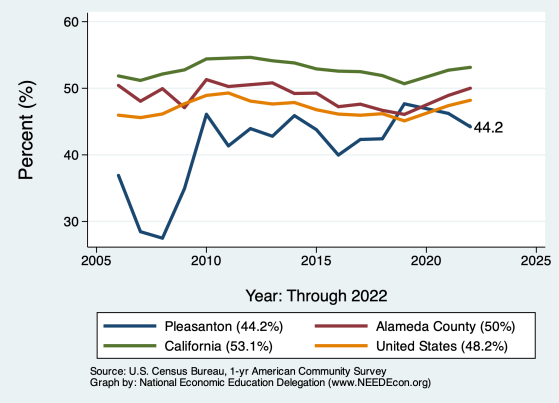
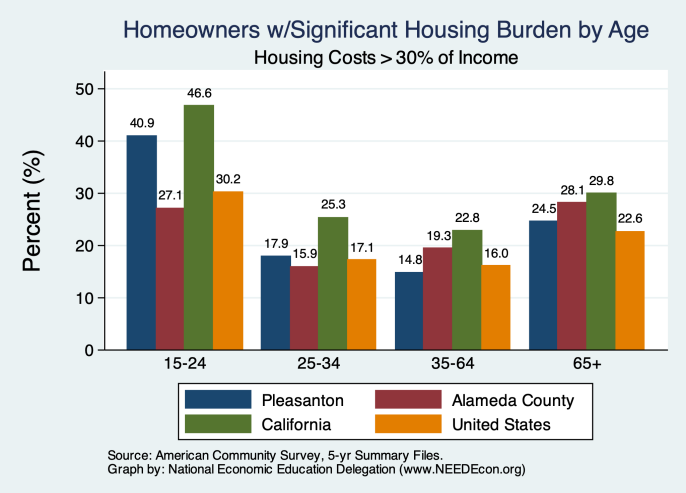


Figure 45: Homeowner Housing Burden by Age



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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	76,459.0	79,392.0	70,285.0	-3.7	8.8
Total # of Homes	29,776.0	28,404.0	26,053.0	4.8	14.3
# Occupied Units	28,674.0	27,183.0	25,245.0	5.5	13.6
Persons per Household	2.6	2.9	2.8	-9.0	-4.6
Vacancy Rate (%)	3.7	4.3	3.1	-13.9	19.3

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

Figure 46: Housing Growth

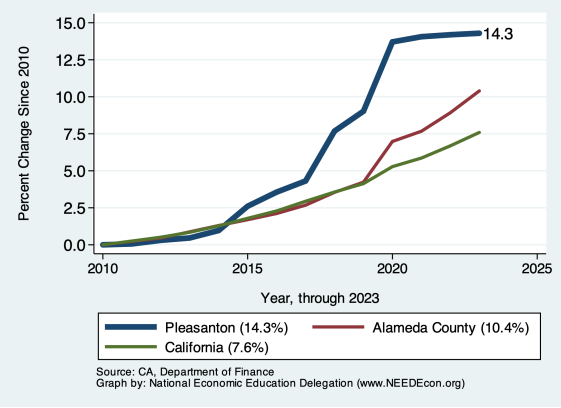


Figure 47: Persons per Household

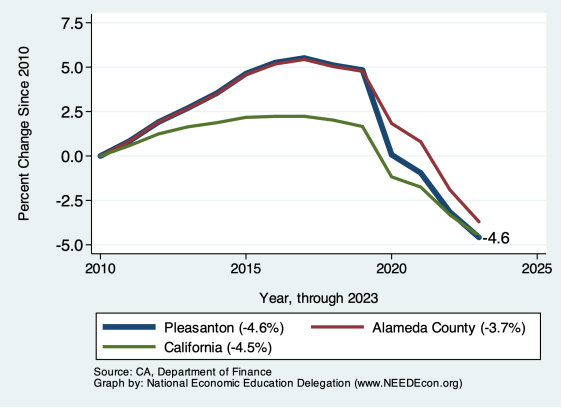


Figure 48: Vacancy Rates

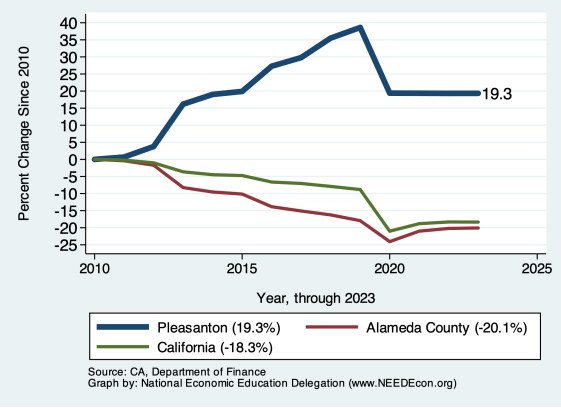
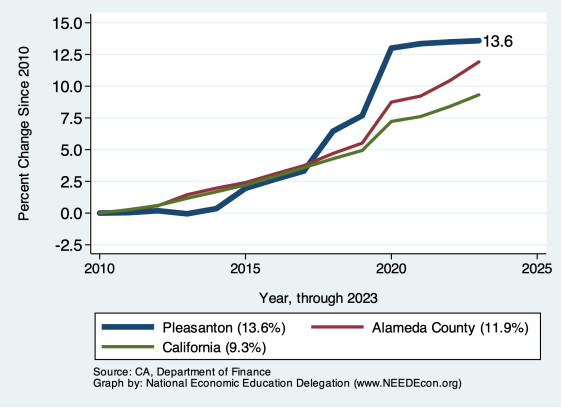


Figure 49: Number of Occupanied Units



Trends in the Growth of Housing by Housing Type

Figure 50: Single Detached Homes

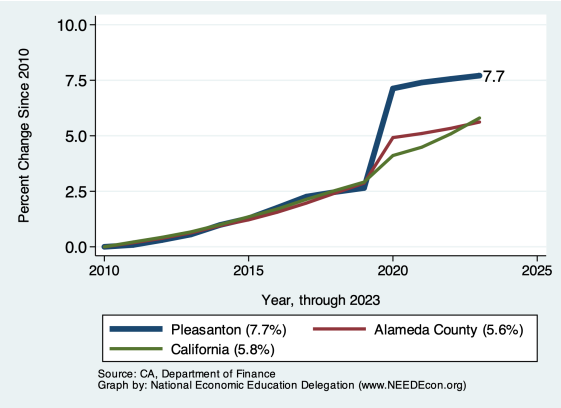


Figure 51: Single Attached Homes

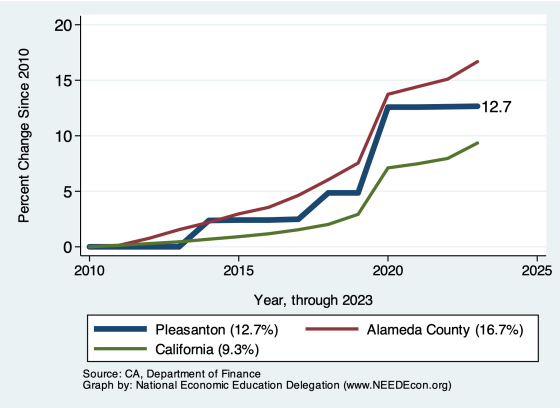


Figure 52: Housing in Buildings with Two to Four Units

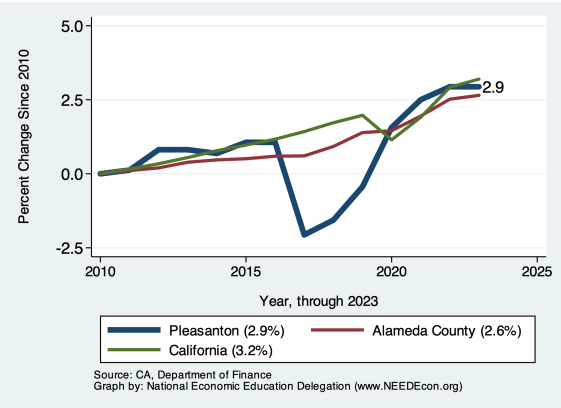
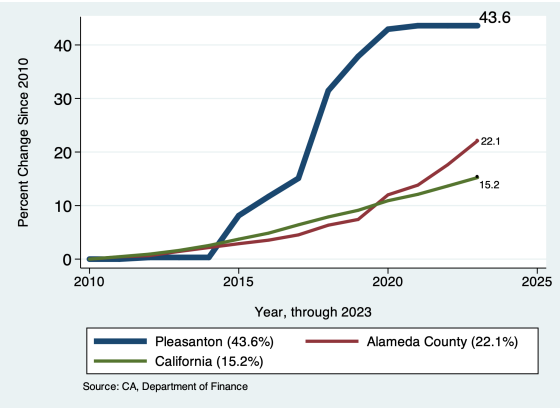


Figure 53: Housing in Buildings with Five or More Units



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Vintage of Residential Housing

Why is it important?

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

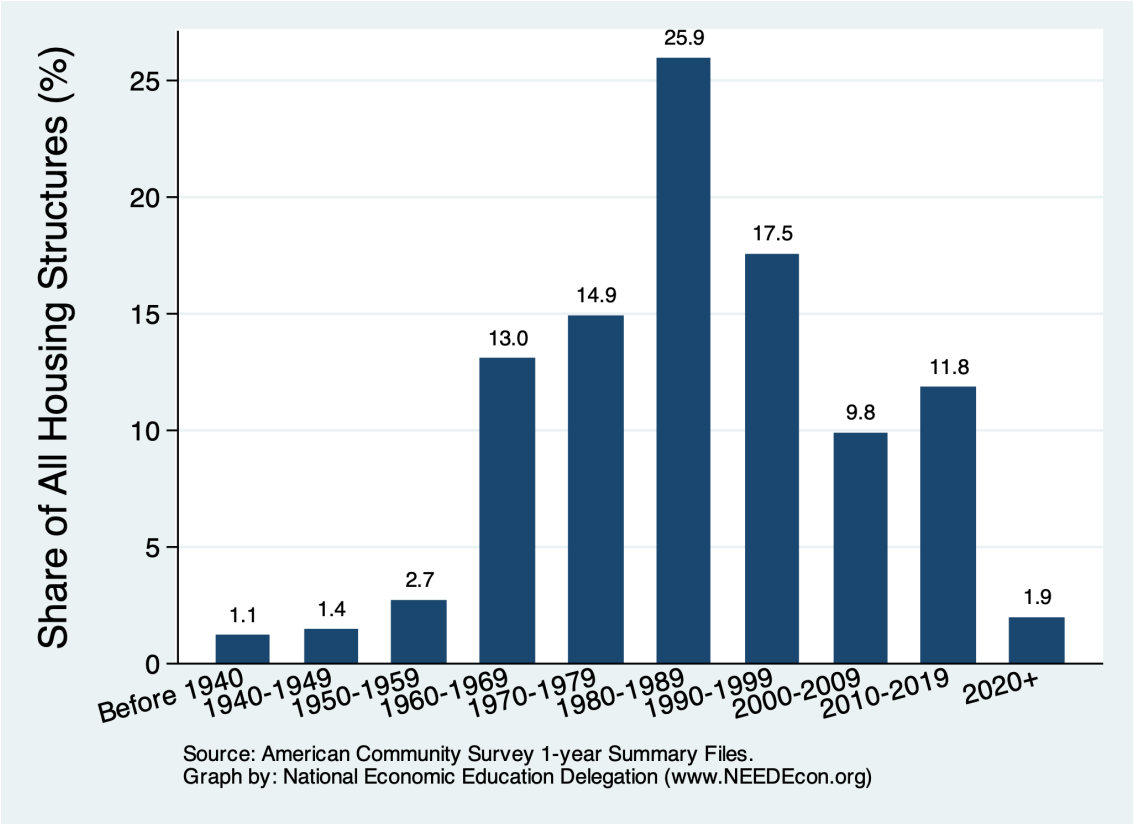


Figure 55: Housing Vintage across Regions

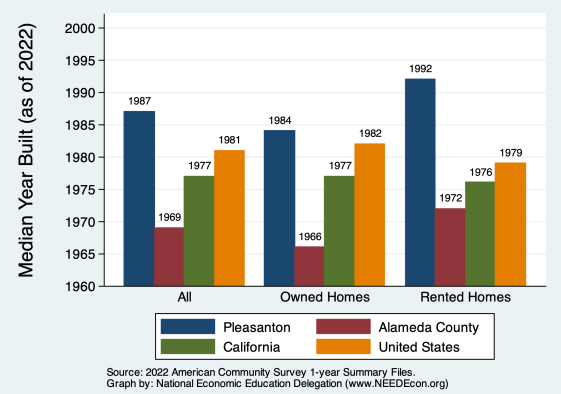


Figure 56: Housing Vintage by Tenure

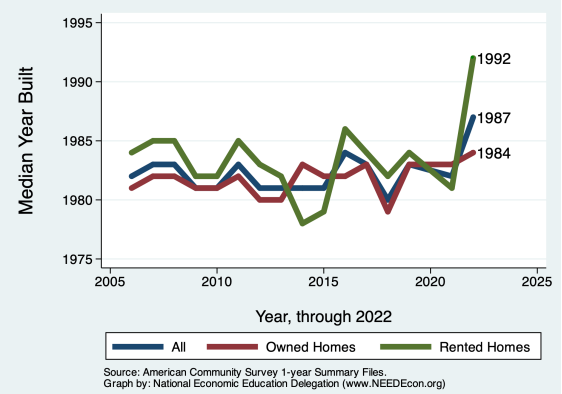


Figure 57: Vintage of Owned Residences

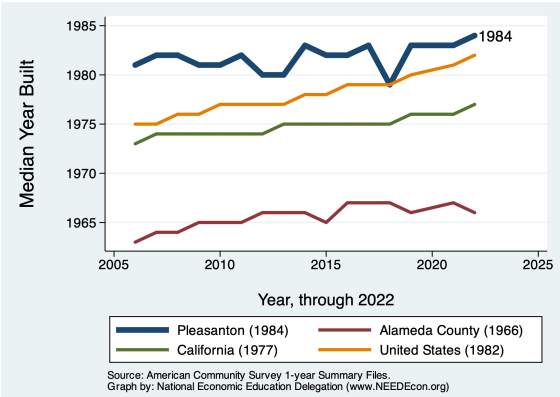


Figure 58: Vintage of Rented Residences

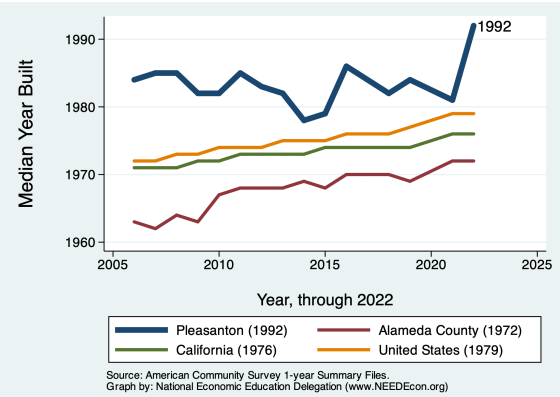
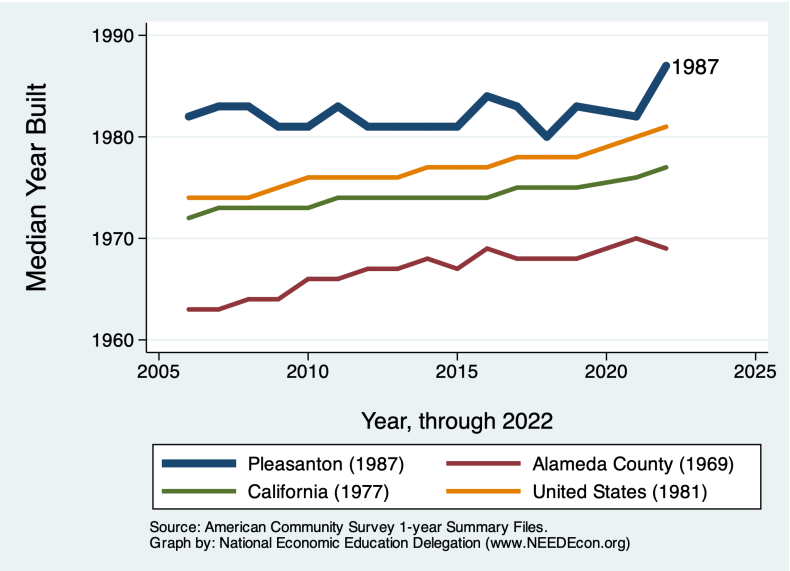


Figure 59: Vintage of All Residences



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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

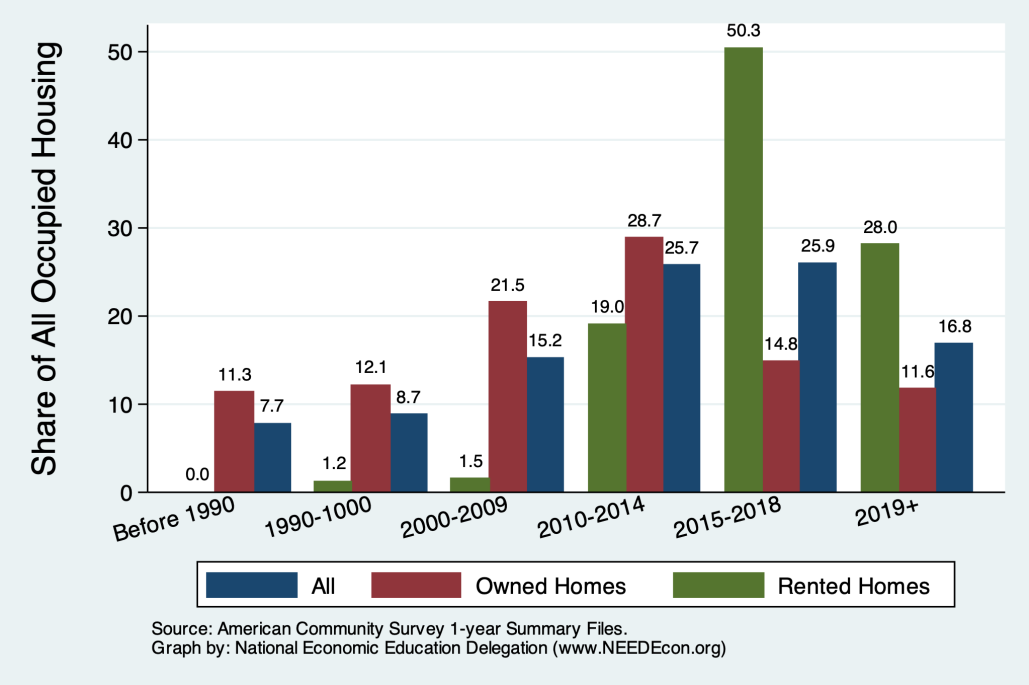

Figure 61: Year Occupied by Current Residents across Regions

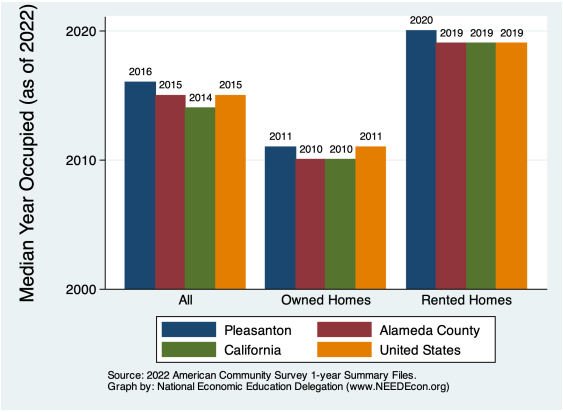

Figure 62: Year Occupied by Current Residents by Tenure

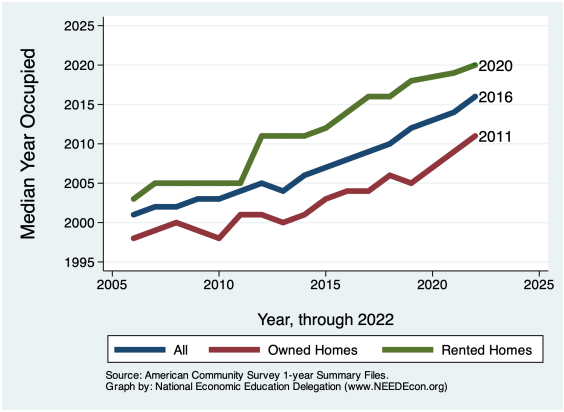

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Figure 63: Year Occupied by Current Residents for Owned Housing

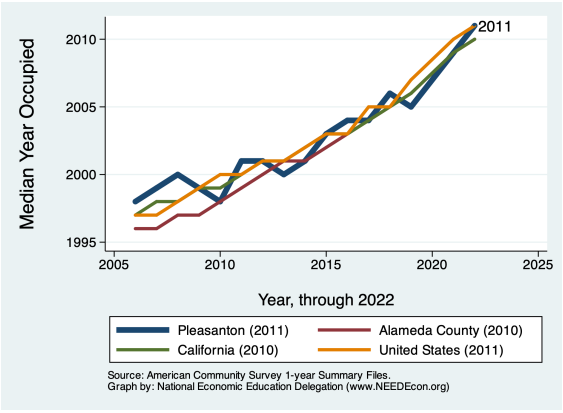


Figure 64: Year Occupied by Current Residents for Rented Housing

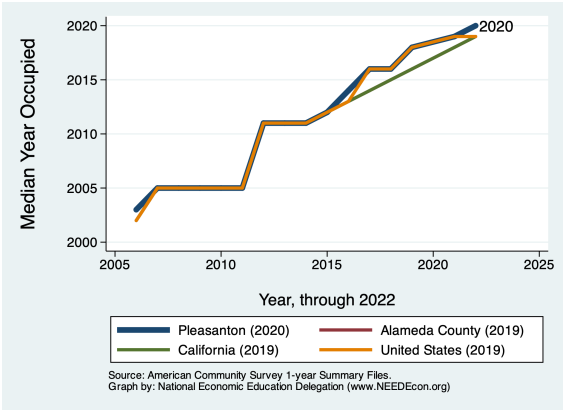
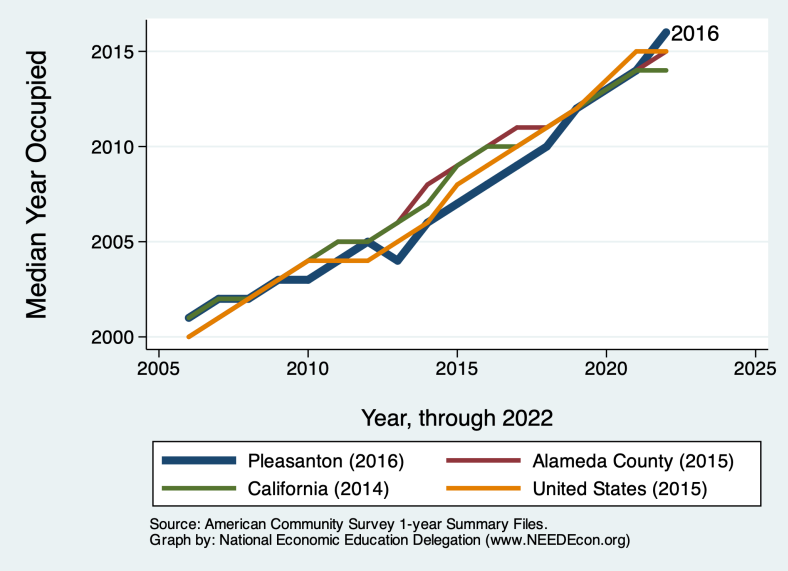


Figure 65: Year Occupied by Current Residents for All Housing



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Residential Permitting

Definition:

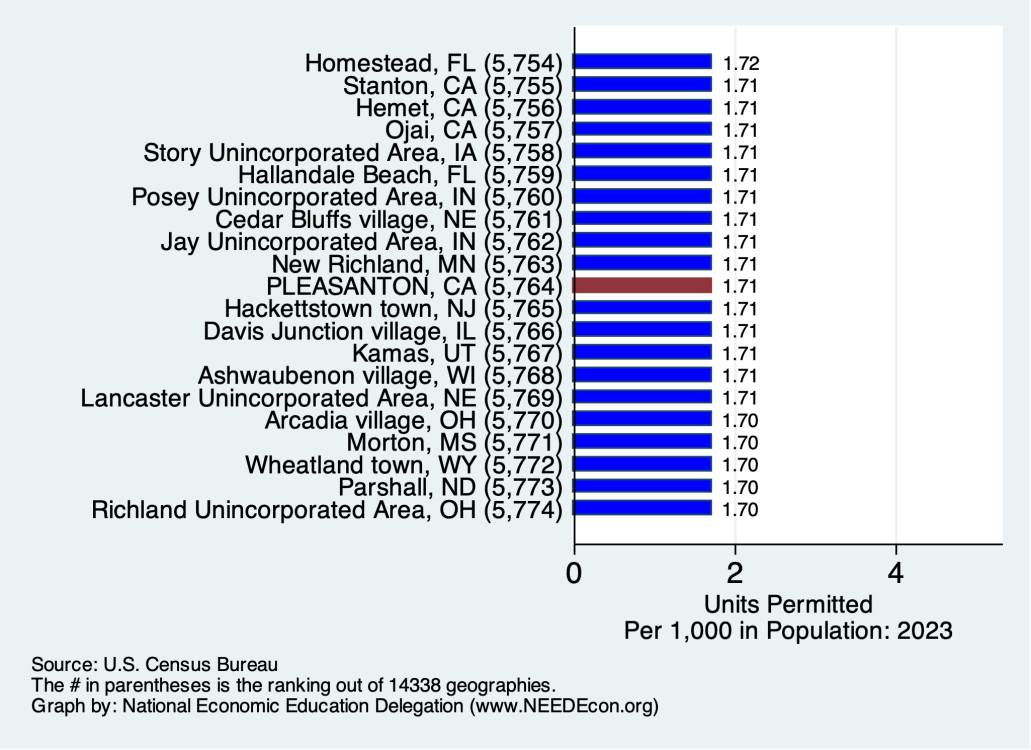
This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Pleasanton is compared with data from Alameda County as a whole and broader regions. The statistic provided scales the number of permits by population. This is done to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

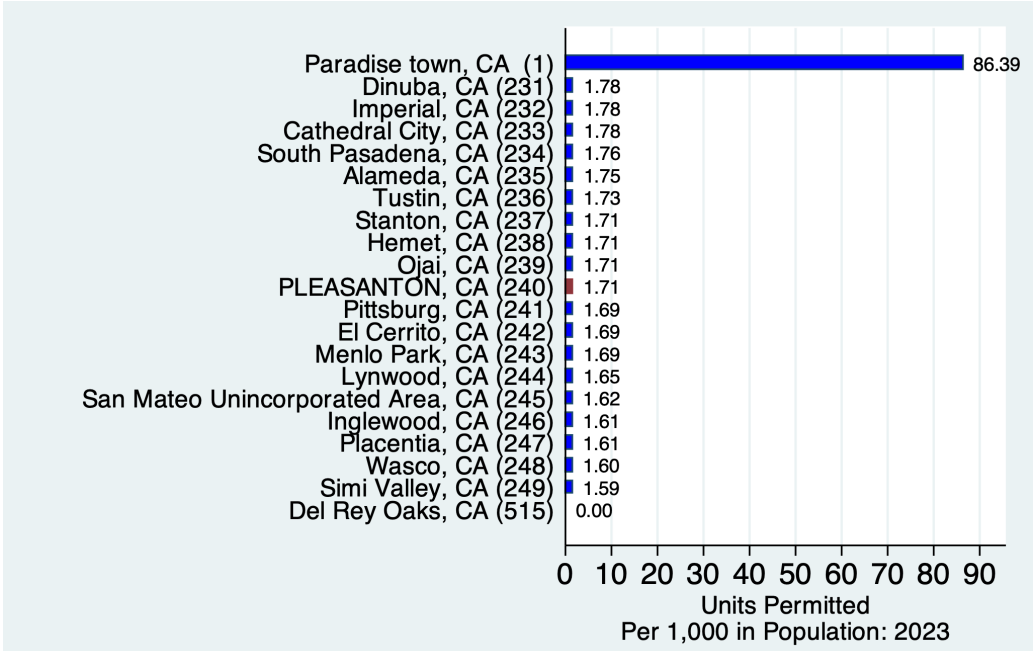
Pleasanton - Ranking Among Comparables

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



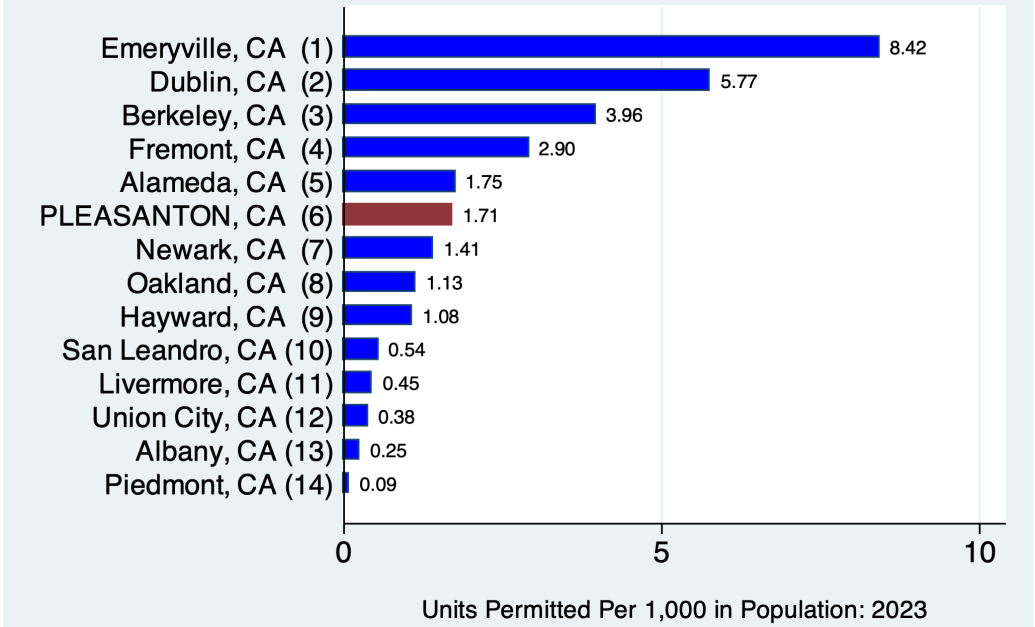
Source: U.S. Census Bureau
The # in parentheses is the ranking out of 14338 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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



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 Alameda County (Rank)



Source: U.S. Census Bureau,
The # in parentheses is the ranking out of 14 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Pleasanton - Permitting Activity

Annual Units Permitted - Per Capita in Pleasanton

Figure 69: Units Permitted Each Year

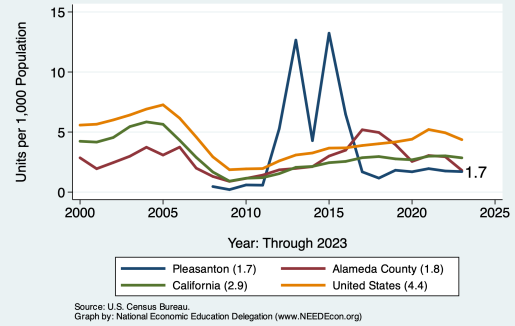
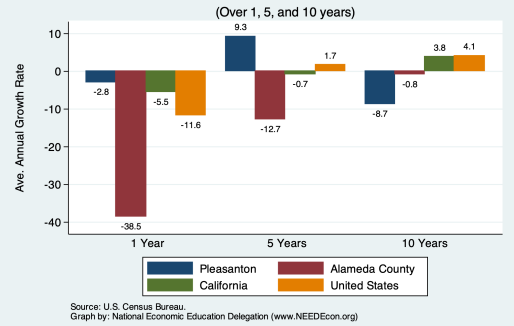


Figure 70: Average Annual Growth in Units Permitted



Annual Number of Buildings Permitted - Per Capita in Pleasanton

Figure 71: Units Permitted Each Year

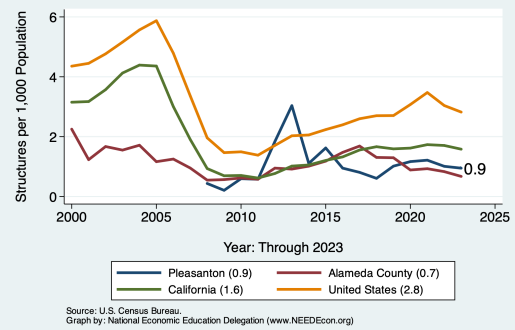
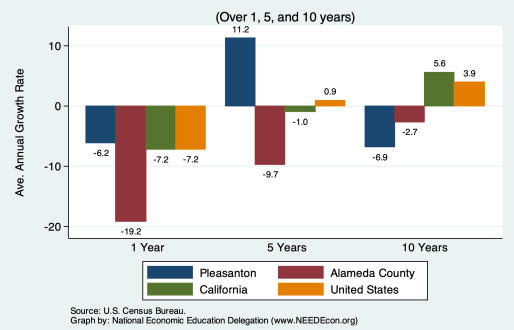


Figure 72: Average Annual Growth in Buildings Permitted



Annual Value of Property Permitted - Per Capita in Pleasanton

Figure 73: Value Permitted Each Year

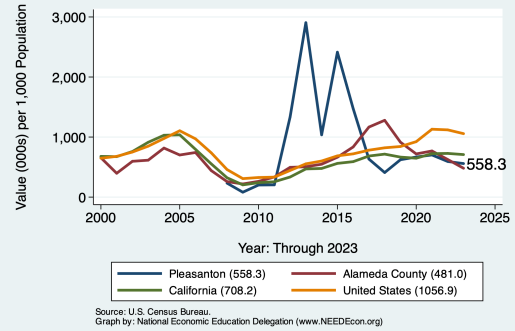
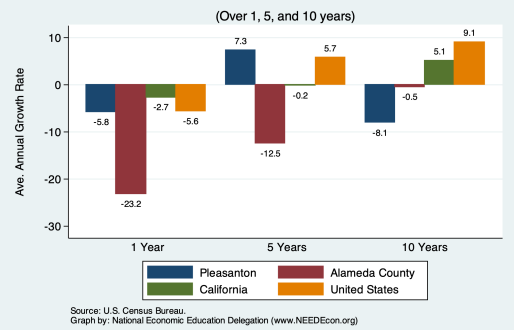


Figure 74: Average Annual Growth in Value Permitted



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

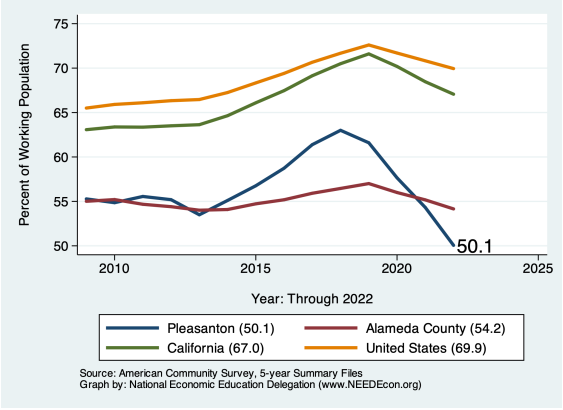


Figure 76: Percent of Workers Commuting by Carpool

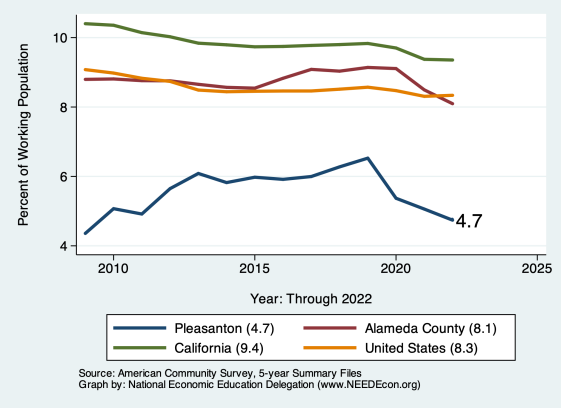


Figure 77: Percent of Workers using Public Transportation

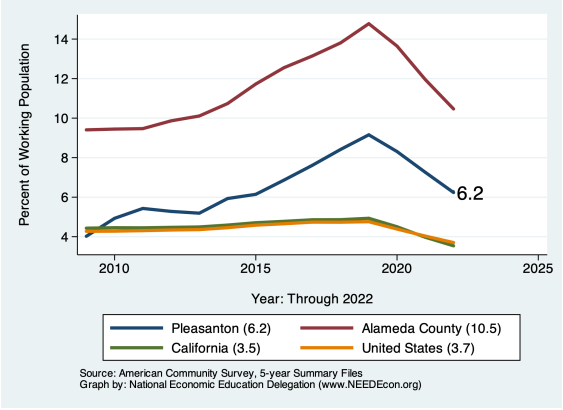
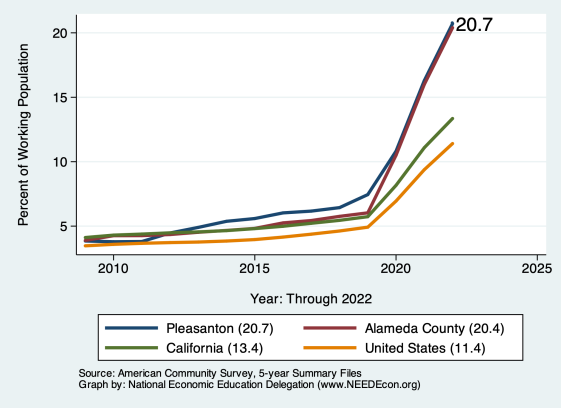


Figure 78: Percent of Workers Who Work From Home



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The first table on this page presents data for those who LIVE in Pleasanton. The second provides data on those who work, but do not necessarily live in Pleasanton. 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

	Male		Female		All Workers		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van:	13,941	52.4	10,903	58.2	24,844	54.8	78.0
Drove Alone	12,855	48.3	9,840	52.6	22,695	50.1	68.4
Carpooled:	1,086	4.1	1,063	5.7	2,149	4.7	9.5
In 2-person carpool	890	3.3	867	4.6	1,757	3.9	6.9
In 3-person carpool	77	0.3	176	0.9	253	0.6	1.5
In 4-or-more-person carpool	119	0.4	20	0.1	139	0.3	1.1
Public Transportation (excl Taxi):	1,851	7.0	976	5.2	2,827	6.2	3.6
Bus or Trolley Bus	249	0.9	274	1.5	523	1.2	2.3
Streetcar or Trolley Car	879	3.3	379	2.0	1,258	2.8	0.8
Subway or Elevated	691	2.6	278	1.5	969	2.1	0.3
Railroad	32	0.1	45	0.2	77	0.2	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	267	1.0	54	0.3	321	0.7	0.7
Walked	342	1.3	343	1.8	685	1.5	2.4
Taxicab, Motorcycle, or other	605	2.3	124	0.7	729	1.6	1.7
Worked at Home	4,837	18.2	4,553	24.3	9,390	20.7	13.6
Total:	21,843	82.1	16,953	90.5	38,796	85.6	

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

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

	Male		Female		All Workers		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van:	23,759	67.0	20,645	67.4	44,404	68.4	78.0
Drove Alone	21,340	60.2	18,384	60.0	39,724	61.2	68.5
Carpooled:	2,419	6.8	2,261	7.4	4,680	7.2	9.5
In 2-person carpool	1,880	5.3	1,781	5.8	3,661	5.6	6.9
In 3-person carpool	315	0.9	341	1.1	656	1.0	1.5
In 4-or-more-person carpool	224	0.6	139	0.5	363	0.6	1.1
Public Transportation (excl Taxi):	593	1.7	500	1.6	1,093	1.7	3.6
Bus or Trolley Bus	100	0.3	267	0.9	367	0.6	2.3
Streetcar or Trolley Car	310	0.9	161	0.5	471	0.7	0.8
Subway or Elevated	183	0.5	52	0.2	235	0.4	0.3
Railroad	0	0.0	20	0.1	20	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	271	0.8	66	0.2	337	0.5	0.7
Walked	494	1.4	451	1.5	945	1.5	2.4
Taxicab, Motorcycle, or other	586	1.7	255	0.8	841	1.3	1.7
Worked at Home	4,837	13.6	4,553	14.9	9,390	14.5	13.6
Total:	30,540	86.1	26,470	86.4	57,010	87.8	

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

	Male		Female		All Workers		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	(%)
Less than 5 minutes	0	0.0	132	0.8	132	0.3	2.1
5 to 9 minutes	1,551	6.3	971	5.6	2,522	6.0	7.8
10 to 14 minutes	897	3.6	2,367	13.7	3,264	7.8	12.4
15 to 19 minutes	1,401	5.7	1,579	9.1	2,980	7.1	15.4
20 to 24 minutes	663	2.7	1,047	6.1	1,710	4.1	14.8
25 to 29 minutes	727	2.9	202	1.2	929	2.2	6.4
30 to 34 minutes	1,346	5.4	675	3.9	2,021	4.8	15.2
35 to 39 minutes	312	1.3	493	2.9	805	1.9	2.9
40 to 44 minutes	706	2.9	368	2.1	1,074	2.6	4.1
45 to 59 minutes	2,838	11.5	467	2.7	3,305	7.9	8.2
60 to 89 minutes	4,066	16.5	2,512	14.5	6,578	15.7	7.2
90 or more minutes	337	1.4	337	1.9	674	1.6	3.6
Total:	14,844	60.1	11,150	64.5	25,994	61.9	

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

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

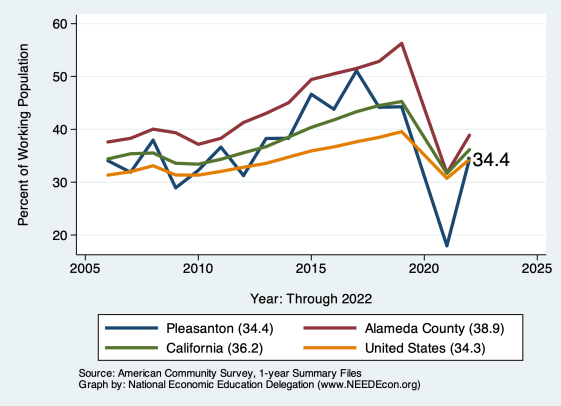


Figure 80: Percent of Employed Population With Commutes of More than 90 Minutes

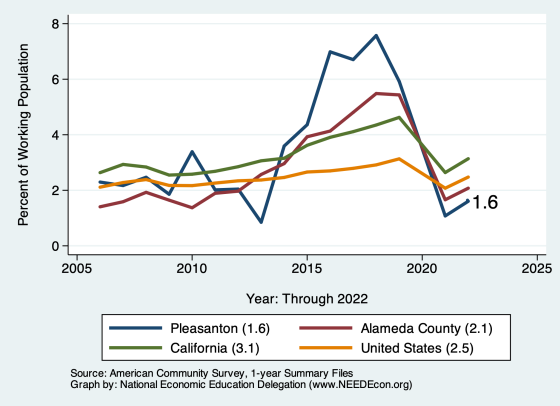
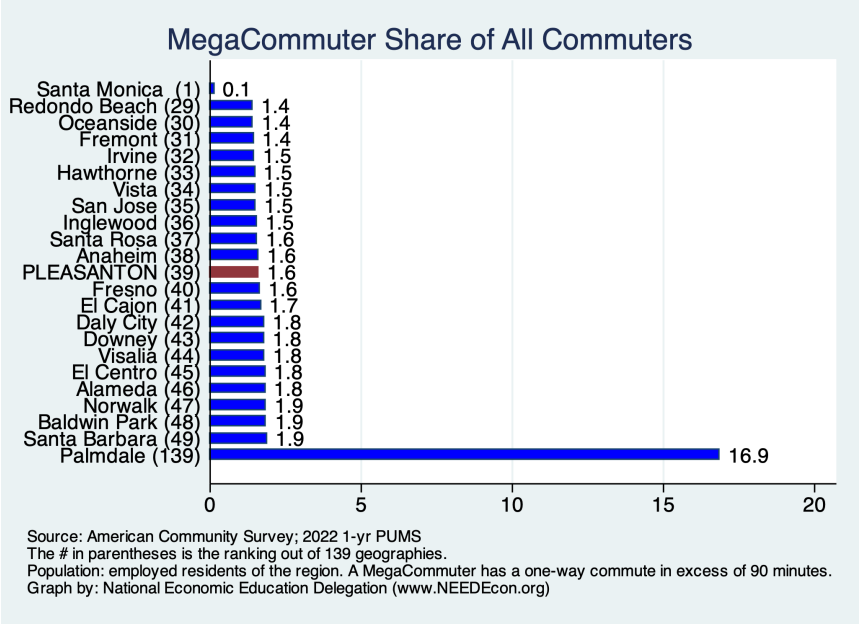


Figure 81: Rank: Share of MegaCommuters Across Similar Geographies



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Commute Times for Those Employed in the City

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

	Male		Female		All Workers		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	(%)
Less than 5 minutes	176	0.5	483	1.7	659	1.1	2.1
5 to 9 minutes	1,285	3.9	1,720	6.1	3,005	4.9	7.8
10 to 14 minutes	2,092	6.3	2,767	9.8	4,859	8.0	12.4
15 to 19 minutes	1,970	5.9	2,622	9.2	4,592	7.5	15.3
20 to 24 minutes	2,645	8.0	2,847	10.0	5,492	9.0	14.8
25 to 29 minutes	1,184	3.6	1,398	4.9	2,582	4.2	6.4
30 to 34 minutes	2,321	7.0	2,686	9.5	5,007	8.2	15.2
35 to 39 minutes	650	2.0	463	1.6	1,113	1.8	2.9
40 to 44 minutes	1,115	3.4	473	1.7	1,588	2.6	4.1
45 to 59 minutes	4,002	12.0	1,563	5.5	5,565	9.1	8.2
60 to 89 minutes	3,479	10.5	1,468	5.2	4,947	8.1	7.2
90 or more minutes	1,800	5.4	714	2.5	2,514	4.1	3.6
Total:	22,719	68.4	19,204	67.7	41,923	68.8	

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

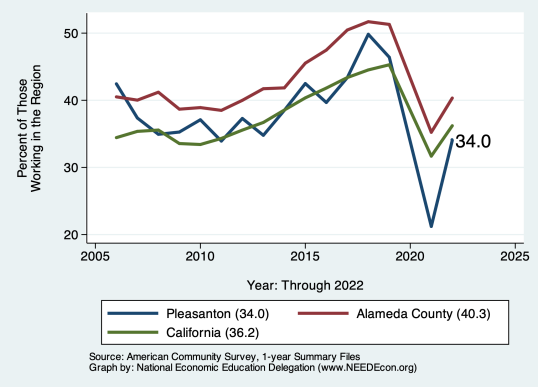


Figure 83: Percent of Local Employees With Commutes of More than 90 Minutes

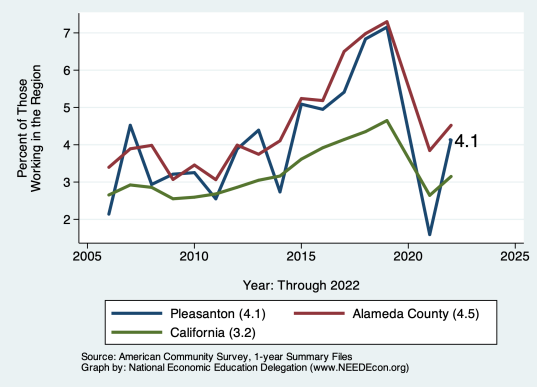
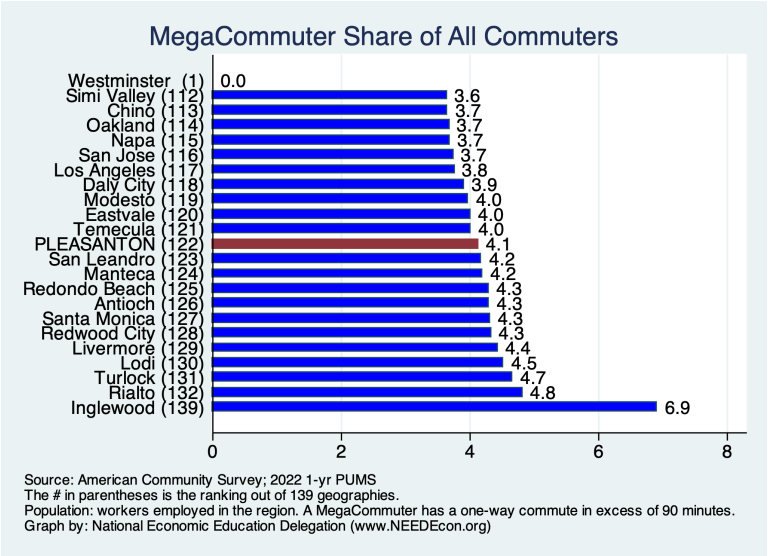


Figure 84: Rank: Share of MegaCommuters Across Similar Geographies



Place of Work

This section provides evidence on where workers living in Pleasanton work. As evidenced in the first table, some of Pleasanton'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 Pleasanton 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:	21,741	81.7	17,411	93.0	39,152	86.4	99.6
Worked in county of residence	15,251	57.3	13,116	70.1	28,367	62.6	85.3
worked outside of county of residence	6,490	24.4	4,295	22.9	10,785	23.8	14.3
Worked outside state of residence	0	0.0	0	0.0	0	0.0	0.4
Total:	21,741	81.7	17,411	93.0	39,152	86.4	

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

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

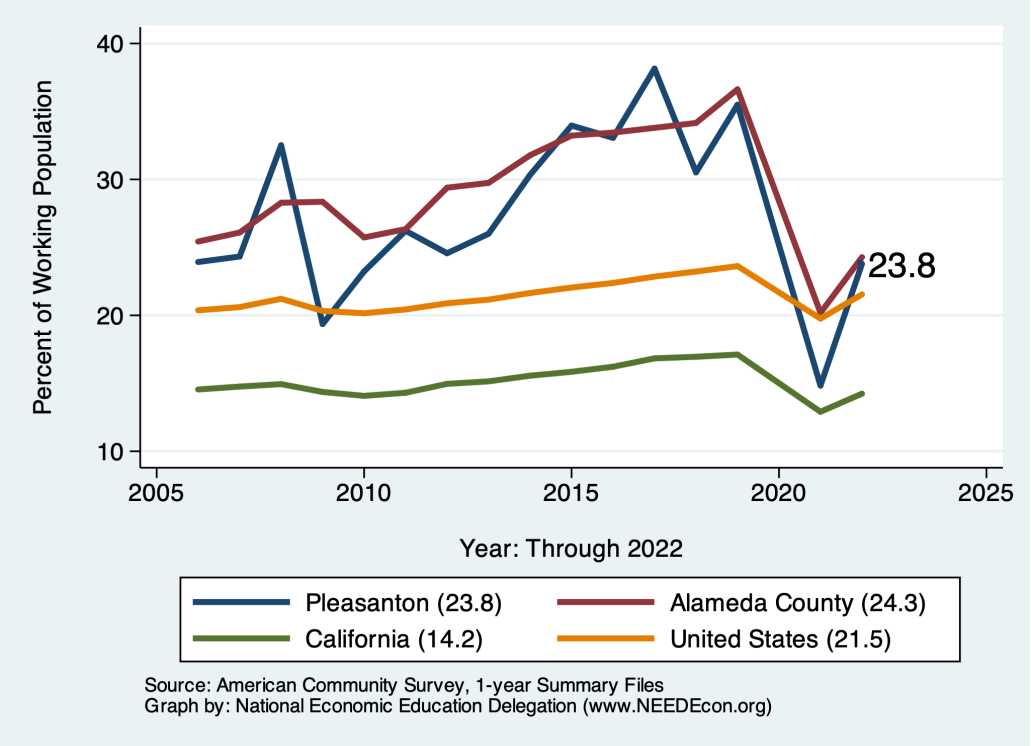
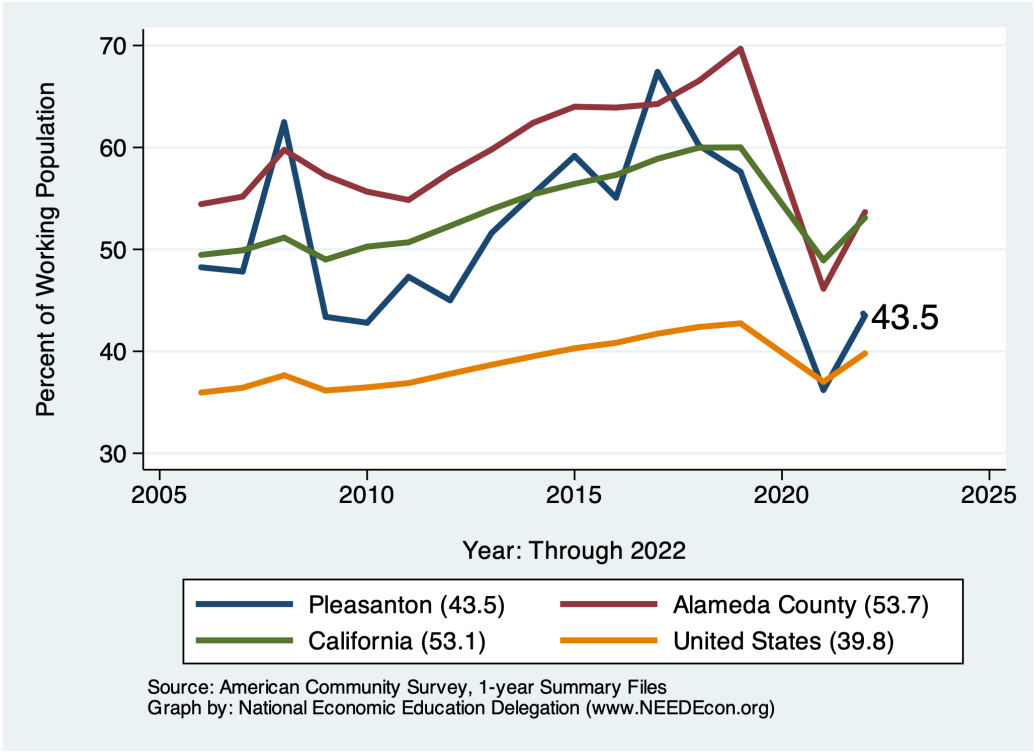


Table 11. SEX OF WORKERS BY PLACE OF WORK–PLACE LEVEL

	Male		Female		All Workers		All of CA
Place of Work	#	(%)	#	(%)	#	(%)	(%)
Living in a place:	21,741	81.7	17,411	93.0	39,152	86.4	95.8
Worked in place of residence	10,015	37.6	9,412	50.3	19,427	42.8	42.3
Worked outside place of residence	11,726	44.1	7,999	42.7	19,725	43.5	53.4
Not living in a place	0	0.0	0	0.0	0	0.0	4.2
Total:	21,741	81.7	17,411	93.0	39,152	86.4	

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		United States	
	Median	*Median*	*Ratio*	*Median*	*Ratio*
Car, truck, or van - drove alone	102,553	48,335	86.0	45,677	84.7
Car, truck, or van - carpooled	100,524	35,926	113.4	34,518	109.8
Public transportation (excluding taxicab)	157,623	34,625	184.5	41,443	143.5
Walked	109,205	30,552	144.9	27,247	151.2
Taxicab, motorcycle, bicycle, or other means	51,126	40,631	51.0	36,218	53.2
Worked from home	162,368	79,738	82.5	69,180	88.5
Total:	122,919	49,818	246.7	46,365	265.1

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

	< $25,000		$25,000-$74,999		$75,000+		All		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	3,762	49.7	4,323	49.0	13,641	55.9	22,695	56.3	68.4
Car, Truck, or Van: Carpooled	443	5.9	526	6.0	1,083	4.4	2,149	5.3	9.5
Public Transportation (excl Taxi)	492	6.5	348	3.9	1,923	7.9	2,827	7.0	3.6
Walked	195	2.6	120	1.4	311	1.3	685	1.7	2.4
Taxicab, Motorcycle, or other	239	3.2	175	2.0	544	2.2	1,050	2.6	2.4
Worked at Home	928	12.3	1,334	15.1	6,908	28.3	9,390	23.3	13.6
Total:	6,059	80.1	6,826	77.3	24,410		38,796	96.2	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	6,707	47.1	9,689	52.6	20,606	66.4	39,715	61.2	68.5
Car, Truck, or Van: Carpooled	1,068	7.5	1,192	6.5	1,954	6.3	4,680	7.2	9.5
Public Transportation (excl Taxi)	207	1.5	190	1.0	578	1.9	1,093	1.7	3.6
Walked	237	1.7	198	1.1	403	1.3	945	1.5	2.4
Taxicab, Motorcycle, or other	251	1.8	256	1.4	599	1.9	1,178	1.8	2.4
Worked at Home	928	6.5	1,334	7.2	6,908	22.2	9,390	14.5	13.6
Total:	9,398	65.9	12,859	69.8	31,048		57,001	87.8	

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

	In Poverty		100-149% of Pov		>150% of Pov		All		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	440	57.1	184	17.5	22,071	56.0	22,695	56.3	68.7
Car, Truck, or Van: Carpooled	31	4.0	0	0.0	2,118	5.4	2,149	5.3	9.5
Public Transportation (excl Taxi)	63	8.2	0	0.0	2,764	7.0	2,827	7.0	3.6
Walked	14	1.8	0	0.0	671	1.7	685	1.7	2.1
Taxicab, Motorcycle, or other	12	1.6	0	0.0	1,038	2.6	1,050	2.6	2.4
Worked at Home	211	27.4	222	21.1	8,957	22.7	9,390	23.3	13.6
Total:	771		406	38.7	37,619	95.4	38,796	96.2	

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

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

	In Poverty		100-149% of Pov		>150% of Pov		All		All of CA
Mode of Transit	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	1,119	66.0	853	36.1	37,752	66.0	39,724	66.3	68.7
Car, Truck, or Van: Carpooled	171	10.1	89	3.8	4,420	7.7	4,680	7.8	9.5
Public Transportation (excl Taxi)	57	3.4	56	2.4	980	1.7	1,093	1.8	3.6
Walked	92	5.4	19	0.8	834	1.5	945	1.6	2.1
Taxicab, Motorcycle, or other	0	0.0	9	0.4	1,164	2.0	1,173	2.0	2.4
Worked at Home	211	12.4	222	9.4	8,957	15.6	9,390	15.7	13.6
Total:	1,650	97.3	1,248	52.9	54,107	94.5	57,005	95.2	

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 Pleasanton 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

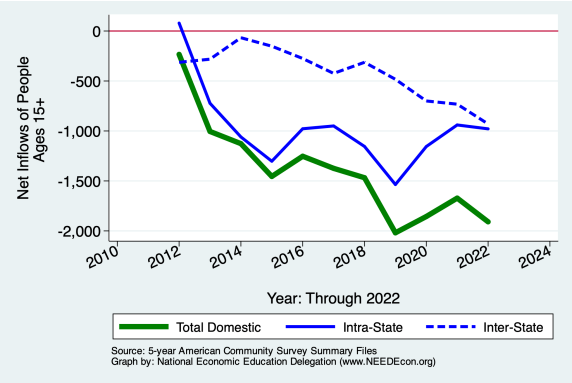


Table 17: Migration by Income

		Net Inflows				
			Same State			
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
No income	9,288	47	−122	94	−193	268
With income	54,472	−1,313	−432	−519	−737	375
$1 to $9,999 or loss	6,486	−306	27	−276	−143	86
$10,000 to $14,999	3,262	26	−9	45	−23	13
$15,000 to $24,999	3,519	−104	−65	−100	−19	80
$25,000 to $34,999	3,107	−105	−64	25	−89	23
$35,000 to $49,999	3,873	181	216	25	−92	32
$50,000 to $64,999	3,540	−164	−95	−102	18	15
$65,000 to $74,999	2,433	105	0	185	−94	14
$75,000 or more	28,252	−946	−442	−321	−295	112
All:	63,760	−1,266	−554	−425	−930	643

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

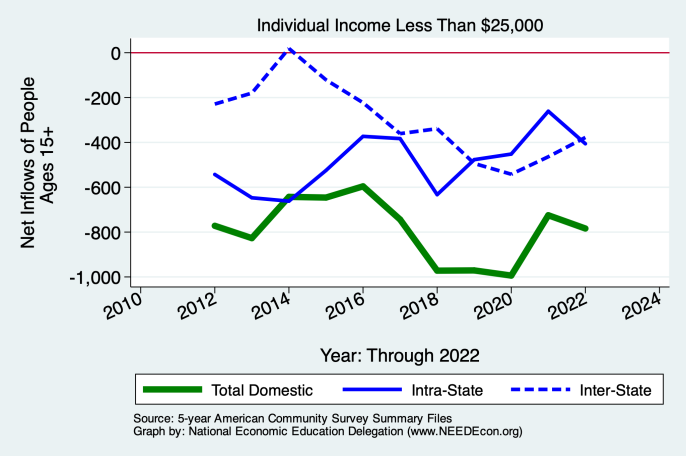


Figure 89: Overall Movements of Middle Income Residents

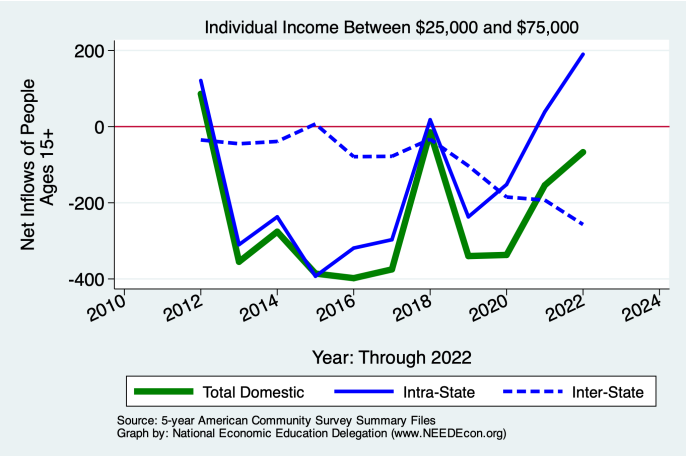
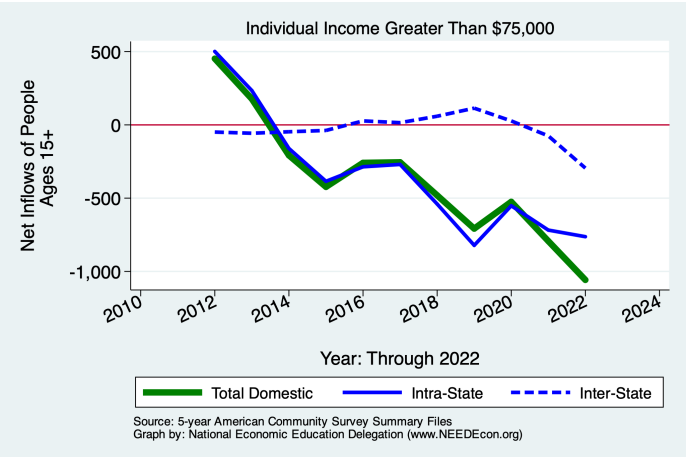


Figure 90: Overall Movements of High Income Residents



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Demographics of Migration Flows

Table 18: Migration by Marital Status

Category	Population	Net Inflows: All Migration	Same State: W/in County	Same State: Between Counties	Across States	From Abroad
Never married	15,396	−777	−185	−601	−106	115
Now married, except separated	40,568	−239	−302	335	−774	502
Divorced	4,176	−413	−162	−212	−46	7
Separated	816	91	55	45	−13	4
Widowed	2,804	72	40	8	9	15
Total:	63,760	−1,266	−554	−425	−930	643

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

Table 19: Migration by Tenure

Category	Population	Net Inflows: All Migration	Same State: W/in County	Same State: Between Counties	Across States	From Abroad
Householder lived in owner-occupied housing units	56,236	−1,673	−1,649	761	−886	101
Householder lived in renter-occupied housing units	19,267	69	25	46	−393	391
Total:	75,503	−1,604	−1,624	807	−1,279	492

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

Figure 91: Domestic Movements of Residents by Tenure

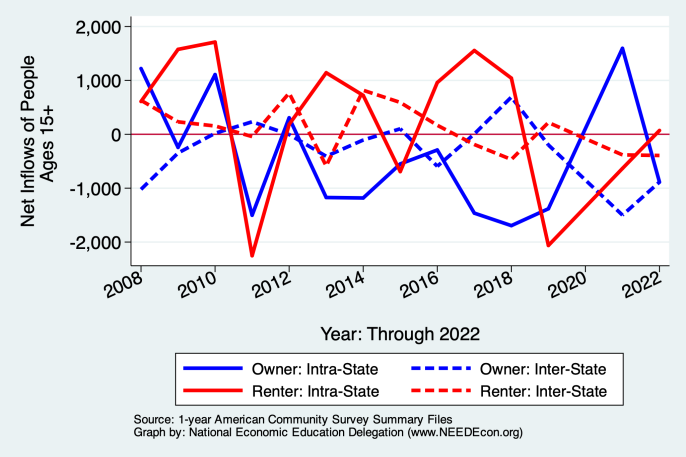

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Table 20: Migration by Age

		Net Inflows				
			Same State			
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
1 to 4 years	2,909	−328	−92	−25	−273	62
5 to 17 years	14,953	70	−46	−18	−59	193
18 and 19 years	1,706	−294	76	−236	−147	13
20 to 24 years	2,989	−265	−165	−282	137	45
25 to 29 years	3,571	−208	−152	24	−92	12
30 to 34 years	4,742	353	−2	397	−125	83
35 to 39 years	5,808	−240	−190	−124	−44	118
40 to 44 years	6,337	164	170	−114	14	94
45 to 49 years	6,120	−59	−105	60	−28	14
50 to 54 years	5,954	−194	−113	−54	−52	25
55 to 59 years	5,536	−281	−27	18	−294	22
60 to 64 years	4,987	−357	−20	−149	−198	10
65 to 69 years	3,509	−46	−24	−63	−24	65
70 to 74 years	3,163	71	−37	20	16	72
75 years and over	5,780	65	52	25	−32	20
Total Population:	78,064	−1,549	−675	−521	−1,201	848

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

Table 21: Migration by Educational Attainment

		Net Inflows				
			Same State			
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
Less than high school graduate	1,880	60	−80	83	−4	61
High school graduate (includes equiv)	5,306	−181	−118	−33	−41	11
Some college or assoc. degree	10,496	−382	92	−291	−216	33
Bachelor's degree	20,031	−11	−27	151	−403	268
Graduate or professional degree	17,794	−218	−315	130	−195	162
Total:	55,507	−732	−448	40	−859	535

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	100,410	100,410
Moved Within Same County	101,032	72,382
Moved to Different County, Same State	98,245	61,390
Moved Between States	73,265	67,942
Total Population:	100,154	96,628

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	44.9	44.9
Moved Within Same County	43.1	39.9
Moved to Different County, Same State	32.7	27.6
Moved Between States	26.9	39.8
Moved from Abroad	40.9	
Total Population:	43.4	43.2

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 relased in January.

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

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