Money

31. Pleasanton, Calif.

Population: 73,264
Census Region: West
Median Family Income: $144,132
Median Home Price: $750,000
Average Property Taxes: $6,534
Projected Job Growth: 6.6%

Pleasanton is an historic town that has aged gracefully from a Spanish homestead and gold rush stopover to a charming modern city. Located about 30 miles east of Oakland, it's commuting distance to San Francisco (there are two BART commuter rail stops in town), though the city has its own cluster of employers, notably Kaiser Permanente, Oracle, and Safeway. Indeed, Pleasanton has track record of success stories, in business and elsewhere. Horseracing legend Seabiscuit trained here on the circa-1858 Pleasanton Fairgrounds Racetrack.

Fans of the stage can see theatrical performances at Pleasanton's Amador Theater or Firehouse Arts Center. The city's eclectic downtown is bustling with shops and restaurants, street fairs, festivals and markets, including the year-round Saturday farmers' market featuring a cornucopia of California bounty.

As is common in California, home prices are steep. Modest ranch-style homes start around $600,000, and four-bedroom houses can easily hit $1 million.

BASIC INFORMATION

City: **Pleasanton**
State: **CA**
Population: **73,264**
Census region: **West**

FINANCIAL

Median family income: **$144,132**
Cost of Living Index score (100 is national average): **135**
Sales tax: **9%**
State income tax rate (highest bracket): **12.3%**
State income tax rate (lowest bracket): **1%**

Average auto insurance premium: **$1,962**
Projected job growth 2013 – 2018: **6.6%**

HOUSING

Median home price: **$750,000**
Average property taxes: **$6,534**

EDUCATION

Colleges, universities, and professional schools (within 30 miles): **62**
Reading test scores (% above state average): **43.8%**
Math test scores (% above state average): **30.9%**
% students attending public/private schools (within town limits): **94.8%/5.2%**

QUALITY OF LIFE

Air quality index (% days AQI ranked as good): **53%**
Personal crime incidents (per 1,000 people): **1**
Property crime incidents (per 1,000 people): **17**
Median commute time (in minutes): **23**
% population with commute 45 mins. or longer: **26%**
% population who walk or bike to work: **4%**

LEISURE/CULTURE

Movie theaters (within 15 miles): **21**
Restaurants (within 15 miles): **2,657**
Bars (within 15 miles): **161**
Public golf courses (within 30 miles): **143**
Libraries (within 15 miles): **42**
Museums (accredited by AAM; within 30 miles): **209**
Ski resorts (within 100 miles): **1**
Arts funding ($ per person of state funds spent on arts): **$0.16**

WEATHER

Annual rainfall (inches): **20.1**
% clear days in the area: **71%**
High temp. in July (° F): **89.1**
Low temp. in Jan (° F): **37.4**

MEET THE NEIGHBORS

Median age: **40**
Residents who completed at least some college: **81%**
Married: **58%**
Divorced: **8%**
Racial diversity index (100 is national average): **152.9**

NOTES: Population, median family income, and median home price figures are for 2013, the most recent full-year data available. Larger cost of living index numbers indicate a higher cost of living. Larger racial diversity index numbers indicate greater diversity.