



The Migration Report Part 1: **SAN FRANCISCO**

Data-Driven
Insights on Tech
Migration Patterns
in 2020 and 2021



TABLE OF CONTENTS

DID EVERYONE LEAVE THE BAY AREA? 3

WHERE DID PEOPLE MOVE IN THE BAY AREA?..... 4

IF PEOPLE LEFT THE BAY AREA, WHERE DID THEY GO? 5

WHERE DID THE NEWEST BAY AREA TECH WORKERS MOVE FROM? 6

WHAT NOW? 7



Did Everyone Leave the Bay Area?

With companies embracing remote work like never before, many people have considered making a move. For example, as revealed in our [Great Rehiring Report](#), 55% of our survey respondents considered moving in 2020 or 2021. Thus, since a significant number of tech workers considered making a move, we decided to take a closer look at the migration patterns of people in the Betts network.

For this study, we looked at the LinkedIn data for thousands of go-to-market, tech professionals in the Betts network, compared it to our internal data, and recorded whether they had moved in 2020 or 2021. In addition, of the people that moved, we looked at where they moved to. After analyzing the data, the results were surprising. For instance, the majority of people didn't move, and, of the people that moved, a significant number of people didn't move a significant distance away.

In this first part of our migration report series, we've analyzed the patterns of people who moved to and from the Bay Area. In addition, for people who stayed in the Bay Area, we've provided a breakdown of which counties people have moved to.



Where Did People Move in the Bay Area?

The majority of San Francisco tech professionals, **74%, didn't move in 2020 or 2021**, and **12% of SF tech workers** moved within a 60 mile radius of the city. Hence, while some people wanted to move out of the city, people still want to be near the opportunities that San Francisco offers and be close enough to commute into the office on some days. This reflects the research reported on in the [WSJ](#) which stated that “neighborhoods with commutes to job centers of 50 minutes or longer posted the strongest price growth in the two-year period ended in May 2021 in New York City, San Francisco, Los Angeles, Washington, D.C., and Seattle.”

Together, these insights suggest companies and employees preferences for a hybrid work environment. While people are moving further away from job centers, they still want to have the ability to come into the office a few days each week.

In the graphic below, we've included a breakdown of the Bay Area counties where tech workers, who left SF, moved to.

People Who Left SF, but Stayed in the Bay Area

SONOMA
COUNTY
4.1%

NAPA
COUNTY
2.1%

SOLANO
COUNTY
1%

MARIN
COUNTY
1%

CONTRA COSTA COUNTY
5.2%

ALAMEDA
COUNTY
28.9%

SAN
MATEO
COUNTY
27.8%

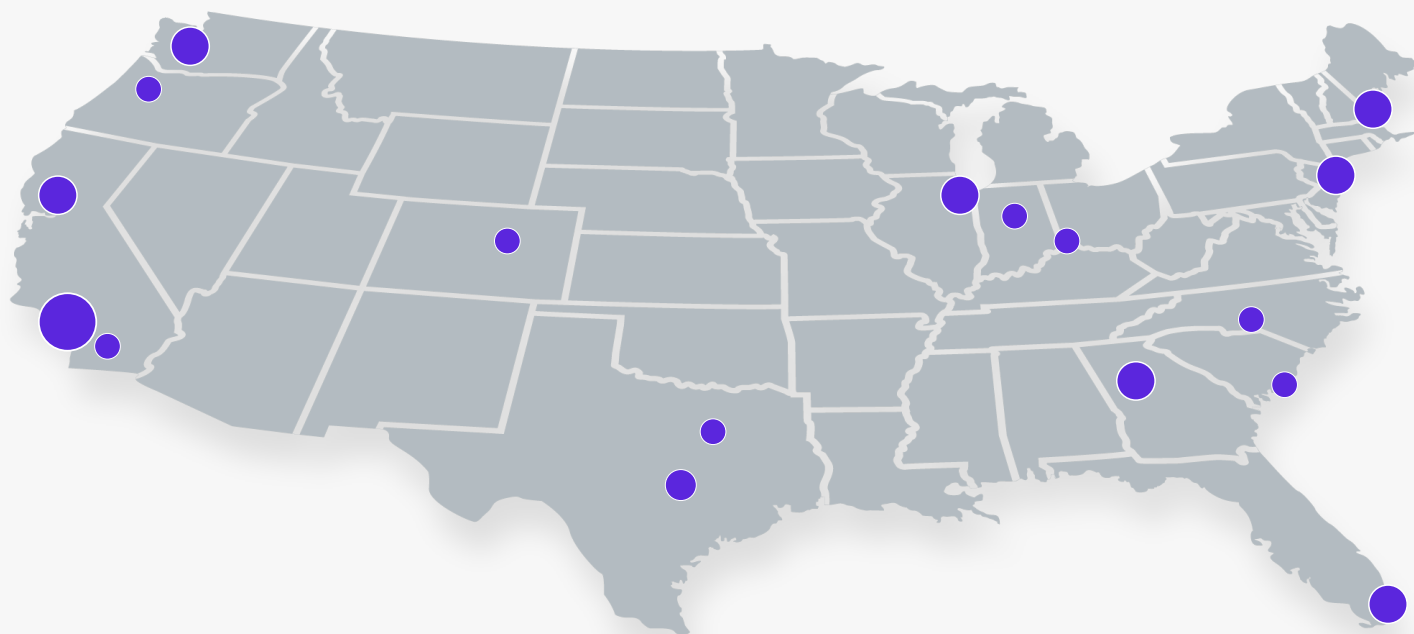
SANTA CLARA
COUNTY
29.9%

If Tech Workers Left the Bay Area, Where Did They Go?

While most SF tech workers stayed in the Bay Area, some people decided to move to other metropolitan areas in the U.S. For example, **6.8% of SF tech workers who moved went to NYC, 7.8% to Seattle, 5.8% to Chicago, and 3.9% to Austin.**

However, the majority of people who moved didn't go to another state, with **29% of SF tech workers who moved going to Los Angeles, 5.8% to San Diego, and 7.8% to Sacramento.** Thus, while some people decided to leave the Bay Area, most SF tech professionals chose to stay in the state of California.

In the map below, we've illustrated where people who left the Bay Area moved to in the U.S.



ATLANTA: 3.9%

AUSTIN: 3.9%

BOSTON: 7.8%

CINCINNATI: 1.9%

CHARLESTON: 1.9%

CHARLOTTE: 1.9%

CHICAGO: 5.8%

DALLAS: 1.9%

DENVER: 3.9%

INDIANA: 1.9%

LOS ANGELES: 29.1%

MIAMI: 3.9%

NEW YORK CITY: 6.8%

PORTLAND: 3.9%

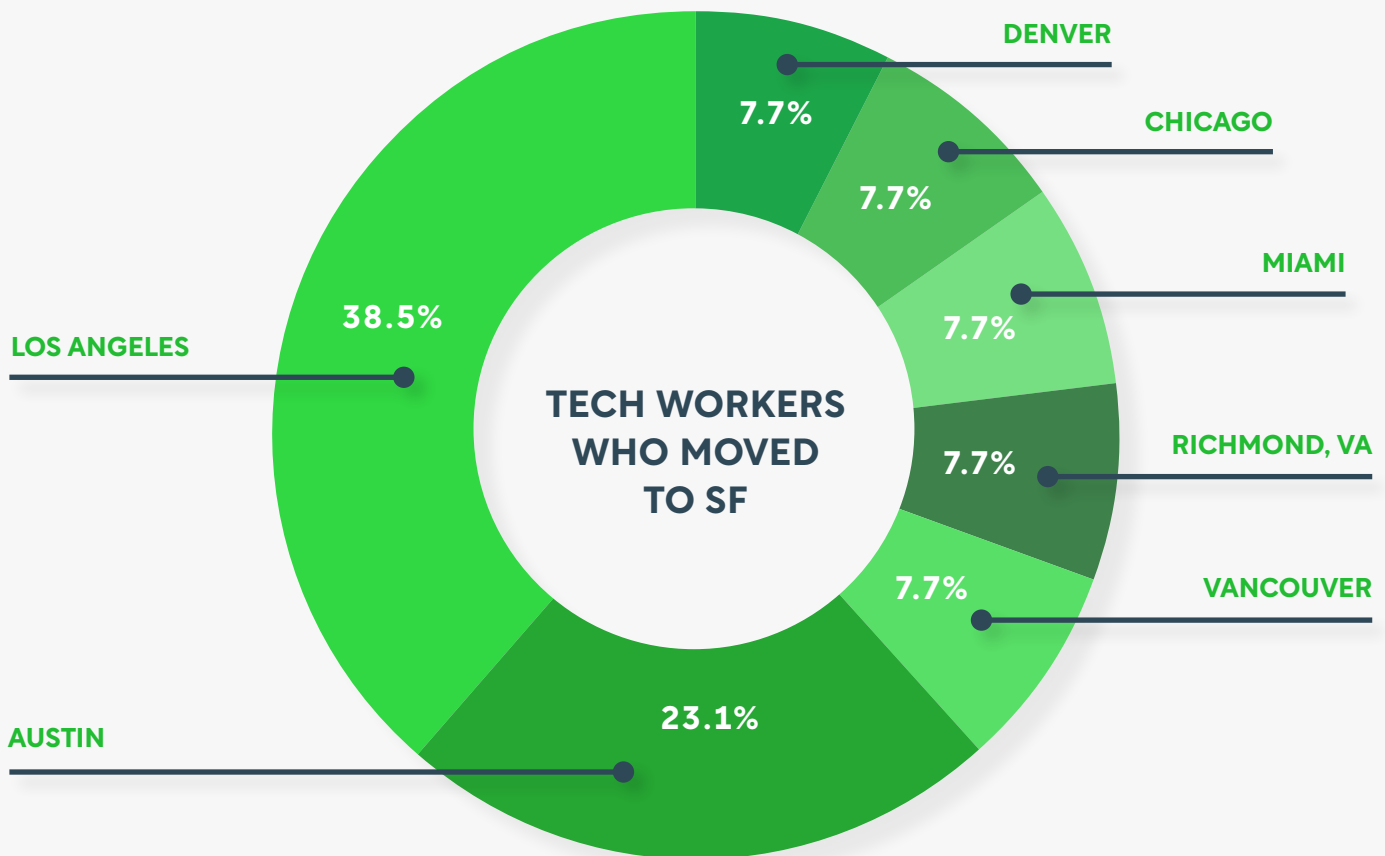
SACRAMENTO: 7.8%

SAN DIEGO: 5.8%

SEATTLE: 7.8%

Where Did People Move From?

In addition to retaining tech workers, many people moved into the Bay area from other metropolitan areas. For instance, **38.5% of tech professionals who moved to SF came from Los Angeles**, and **23.1% of people moved from Austin**. Thus, while the Bay Area lost tech workers to Los Angeles, it also gained some back. Furthermore, it was surprising to see that SF still added a significant amount of people from Austin. Hence, this illustrates that the SF Bay Area is still able to attract talent from other tech hubs.



Overall, our data shows that the rumors of a mass exodus from the SF Bay Area are completely false. The majority of people didn't leave San Francisco, and many people moved but stayed in the Bay Area. With that being said, we've noticed that the majority of people staying and moving to the Bay Area are more senior in experience, which suggests a shift in the average age of the SF tech market. However, SF is still a huge tech market, and it will continue to attract tech talent from other tech hubs.

As we mentioned, this is just the beginning of our Migration Report Series. In the coming weeks, we'll be releasing migration data on other metropolitan areas, like NYC and Austin, so be on the lookout for more reports.

BETTS CAN HELP

If you have any questions about hiring tech talent in the [SF Bay Area](#), or anywhere else in the U.S., please [reach out!](#) Furthermore, if you're looking for your next opportunity, you can [fill out this form](#), and we'll be in touch if your experience matches our clients' roles.

