

Rings: 1, 3, 5 mile radii

26231 Mission Blvd, Hayward, CA 94544,

Latitude: 37.6495 Longitude: -122.0675

		L	Longitude: -122.0675
	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	27,805	170,191	339,345
2020 Total Population	30,601	190,032	369,742
2020 Group Quarters	1,513	3,946	5,691
2024 Total Population	30,754	190,001	367,502
2024 Group Quarters	1,435	3,762	5,429
2029 Total Population	31,100	191,745	369,026
2024-2029 Annual Rate	0.22%	0.18%	0.08%
2024 Total Daytime Population	21,273	149,910	299,979
Workers	5,687	56,705	118,620
Residents	15,586	93,205	181,359
Household Summary	15,655	33,233	202/000
2010 Households	7,879	54,780	109,751
2010 Average Household Size	3.38	3.05	3.04
2020 Total Households	8,452	59,717	117,334
2020 Average Household Size	3.44	3.12	3.10
2024 Households	8,400	59,197	115,227
2024 Average Household Size	3.49	3.15	3.14
2029 Households	8,379	59,033	114,227
	3.54	3.18	3.18
2029 Average Household Size			
2024-2029 Annual Rate	-0.05%	-0.06% 38,604	-0.17%
2010 Families	5,799	•	80,141
2010 Average Family Size	3.77	3.54	3.50
2024 Families	6,324	42,126	84,411
2024 Average Family Size	3.82	3.67	3.63
2029 Families	6,330	42,098	83,893
2029 Average Family Size	3.86	3.70	3.66
2024-2029 Annual Rate	0.02%	-0.01%	-0.12%
Housing Unit Summary			
2000 Housing Units	8,205	56,169	111,288
Owner Occupied Housing Units	34.1%	51.1%	57.9%
Renter Occupied Housing Units	63.9%	46.4%	40.0%
Vacant Housing Units	2.0%	2.4%	2.1%
2010 Housing Units	8,463	58,318	115,751
Owner Occupied Housing Units	33.2%	48.0%	54.3%
Renter Occupied Housing Units	59.9%	45.9%	40.6%
Vacant Housing Units	6.9%	6.1%	5.2%
2020 Housing Units	8,801	62,161	121,369
Owner Occupied Housing Units	34.0%	48.9%	54.2%
Renter Occupied Housing Units	62.0%	47.2%	42.5%
Vacant Housing Units	3.9%	3.9%	3.3%
2024 Housing Units	8,890	63,035	121,533
Owner Occupied Housing Units	34.3%	48.4%	53.6%
Renter Occupied Housing Units	60.2%	45.5%	41.2%
Vacant Housing Units	5.5%	6.1%	5.2%
2029 Housing Units	8,921	63,500	122,051
Owner Occupied Housing Units	34.1%	48.0%	53.1%
Renter Occupied Housing Units	59.8%	45.0%	40.4%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income	+0.4.00.4	+404.040	+440.004	
2024	\$94,284	\$104,843	\$110,004	
2029	\$110,400	\$122,567	\$130,706	
Median Home Value	¢702.202	¢040.225	¢024.221	
2024 2029	\$792,392	\$849,225	\$924,221	
Per Capita Income	\$927,502	\$1,038,266	\$1,148,655	
2024	\$35,015	\$44,397	¢47.641	
2029	\$33,013 \$41,265	\$51,655	\$47,641 \$54,945	
Median Age	\$41,203	\$31,033	\$34,943	
2010	29.0	34.0	35.5	
2020	31.7	36.6	37.7	
2024	33.2	37.7	38.8	
2029	34.3	39.0	40.1	
2020 Population by Age	54.5	39.0	TO.3	
Total	30,601	190,032	369,742	
0 - 4	6.1%	5.8%	5.6%	
5 - 9	6.7%	5.7%	5.8%	
10 - 14	7.1%	6.2%	6.2%	
15 - 24	18.0%	13.3%	12.8%	
25 - 34	17.9%	16.6%	15.5%	
35 - 44	14.7%	14.5%	14.3%	
45 - 54	11.3%	12.3%	12.7%	
55 - 64	9.6%	12.2%	12.8%	
65 - 74	5.4%	8.2%	8.8%	
75 - 84	2.3%	3.6%	3.9%	
85 +	0.9%	1.7%	1.7%	
18 +	76.0%	78.8%	78.7%	
2024 Population by Age				
Total	30,752	190,000	367,503	
0 - 4	6.0%	5.6%	5.5%	
5 - 9	6.4%	5.8%	5.8%	
10 - 14	6.5%	5.6%	5.7%	
15 - 24	16.8%	12.4%	12.1%	
25 - 34	17.6%	16.1%	14.9%	
35 - 44	16.1%	16.0%	15.6%	
45 - 54	11.5%	12.3%	12.8%	
55 - 64	9.3%	11.5%	12.0%	
65 - 74	6.1%	8.8%	9.3%	
75 - 84	2.6%	4.1%	4.5%	
85 +	1.0%	1.7%	1.8%	
18 +	77.1%	79.5%	79.6%	
2029 Population by Age				
Total	31,102	191,743	369,024	
0 - 4	5.9%	5.4%	5.2%	
5 - 9	6.1%	5.6%	5.5%	
10 - 14	6.5%	5.9%	6.0%	
15 - 24	16.2%	11.7%	11.2%	
25 - 34	16.6%	14.7%	14.1%	
35 - 44 45 - 54	16.5%	16.3%	15.7%	
45 - 54	12.2%	13.0%	13.3%	
55 - 64	8.9%	10.7%	11.3%	
65 - 74	6.8%	9.5%	10.0%	
75 - 84	3.4%	5.3%	5.7%	
85 +	1.0%	1.9%	2.0%	
18 +	77.7%	79.9%	80.0%	

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	15,138	93,554	181,801
Females	15,463	96,478	187,941
2024 Population by Sex	-,	,	- ,-
Males	15,429	95,098	183,752
Females	15,325	94,903	183,750
	13,323	94,903	105,750
2029 Population by Sex	45.476	25.222	400.000
Males	15,476	95,309	183,288
Females	15,624	96,436	185,738
2010 Population by Race/Ethnicity			
Total	27,806	170,192	339,344
White Alone	32.4%	36.4%	37.8%
Black Alone	11.9%	12.5%	10.4%
American Indian Alone	0.8%	1.0%	0.8%
Asian Alone	16.8%	19.8%	25.7%
Pacific Islander Alone	4.4%	2.9%	2.0%
Some Other Race Alone	26.4%	20.2%	16.5%
Two or More Races	7.2%	7.2%	6.7%
Hispanic Origin	49.6%	40.1%	33.9%
Diversity Index	88.8	87.8	86.1
2020 Population by Race/Ethnicity			
Total	30,601	190,032	369,742
White Alone	14.2%	19.2%	21.3%
Black Alone	9.1%	9.5%	8.4%
American Indian Alone	2.0%	1.6%	1.4%
Asian Alone	21.4%	27.0%	33.0%
Pacific Islander Alone	3.6%	2.9%	2.0%
Some Other Race Alone	36.6%	26.6%	21.2%
Two or More Races	13.1%	13.2%	12.8%
Hispanic Origin	53.2%	41.4%	34.9%
Diversity Index	88.6	89.3	87.8
2024 Population by Race/Ethnicity			
Total	30,755	190,001	367,503
White Alone	13.1%	17.7%	19.6%
Black Alone	8.5%	9.1%	7.9%
American Indian Alone	2.1%	1.6%	1.4%
Asian Alone	22.3%	28.4%	34.5%
Pacific Islander Alone	3.5%	2.8%	2.0%
Some Other Race Alone	37.3%	27.2%	21.7%
Two or More Races	13.1%	13.2%	12.8%
Hispanic Origin	53.9%	42.0%	35.5%
Diversity Index	88.3	89.1	87.6
2029 Population by Race/Ethnicity			
Total	31,099	191,745	369,027
White Alone	12.1%	16.3%	18.1%
Black Alone	8.0%	8.6%	7.6%
American Indian Alone	2.1%	1.6%	1.4%
Asian Alone	23.0%	29.4%	35.7%
Pacific Islander Alone	3.6%	2.8%	2.0%
Some Other Race Alone	38.2%	27.9%	22.3%
Two or More Races	13.1%	13.3%	12.9%
Hispanic Origin	54.7%	42.8%	36.2%
Diversity Index	88.0	88.9	87.5

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	30,601	190,032	369,74
In Households	95.1%	97.9%	98.5%
Householder	27.8%	31.4%	31.69
Opposite-Sex Spouse	13.0%	14.9%	16.19
Same-Sex Spouse	0.2%	0.2%	0.29
Opposite-Sex Unmarried Partner	2.2%	2.1%	1.99
Same-Sex Unmarried Partner	0.1%	0.1%	0.19
Biological Child	29.2%	27.8%	28.69
Adopted Child	0.3%	0.3%	0.30
Stepchild	1.0%	1.0%	0.99
Grandchild	2.8%	2.9%	2.79
Brother or Sister	3.2%	2.9%	2.69
Parent	3.3%	3.4%	3.39
Parent-in-law	0.7%	0.8%	0.89
Son-in-law or Daughter-in-law	0.8%	0.9%	0.99
Other Relatives	3.8%	3.5%	3.39
Foster Child	0.0%	0.0%	0.0
Other Nonrelatives	6.5%	5.7%	5.09
In Group Quarters	4.9%	2.1%	1.59
Institutionalized	0.3%	0.6%	0.59
Noninstitutionalized	4.7%	1.4%	1.00
2024 Population 25+ by Educational Attainment			
Total	19,742	133,958	260,70
Less than 9th Grade	13.0%	8.4%	7.69
9th - 12th Grade, No Diploma	8.0%	7.0%	6.49
High School Graduate	28.0%	23.4%	21.69
GED/Alternative Credential	2.8%	3.0%	2.60
Some College, No Degree	16.5%	16.7%	17.19
Associate Degree	7.6%	7.7%	8.00
Bachelor's Degree	16.5%	23.5%	24.99
Graduate/Professional Degree	7.6%	10.4%	11.80
2024 Population 15+ by Marital Status			
Total	24,920	157,510	305,02
Never Married	46.5%	39.6%	37.29
Married	45.0%	47.8%	50.09
Widowed	2.8%	5.1%	5.50
Divorced	5.7%	7.5%	7.40
2024 Civilian Population 16+ in Labor Force	31, 70	7.13 7.0	711
Civilian Population 16+	16,598	104,320	200,10
Population 16+ Employed	93.6%	95.0%	95.29
Population 16+ Unemployment rate	6.4%	5.0%	4.80
Population 16-24 Employed	13.0%	10.4%	10.79
Population 16-24 Unemployment rate	10.6%	10.1%	9.90
Population 25-54 Employed	72.5%	70.1%	68.49
Population 25-54 Unemployment rate	4.6%	4.2%	4.00
Population 55-64 Employed	11.5%	14.9%	15.9
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	Ω 40/-	/ OO/-	2 00
Population 55-64 Unemployment rate Population 65+ Employed	9.4% 3.0%	4.0% 4.6%	3.89 5.19

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2024 Employed Population 16+ by Industry			
Total	15,538	99,136	190,587
Agriculture/Mining	0.3%	0.2%	0.3%
Construction	9.0%	8.4%	7.2%
Manufacturing	13.3%	11.0%	11.5%
Wholesale Trade	2.2%	2.2%	2.2%
Retail Trade	11.3%	10.4%	9.9%
Transportation/Utilities	9.1%	8.1%	7.7%
Information	1.4%	2.2%	2.6%
Finance/Insurance/Real Estate	3.3%	4.7%	5.0%
Services	48.0%	49.2%	49.2%
Public Administration	2.1%	3.6%	4.3%
2024 Employed Population 16+ by Occupation	2.1 /0	3.0 %	7.5 70
Total	15,539	99,134	190,586
White Collar	44.2%	54.9%	58.2%
Management/Business/Financial	10.9%	16.1%	16.8%
Professional	16.4%	21.1%	24.2%
Sales	7.6%	7.6%	7.3%
Administrative Support	9.4%	10.1%	10.0%
Services	24.0%	19.8%	18.8%
Blue Collar	31.8%	25.3%	23.0%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	7.7%	6.1%	5.1%
Installation/Maintenance/Repair	4.4%	3.7%	3.2%
Production	7.5%	6.1%	6.0%
Transportation/Material Moving	12.0%	9.2%	8.6%
2020 Households by Type			
Total	8,452	59,717	117,334
Married Couple Households	47.3%	48.2%	51.6%
With Own Children <18	24.4%	20.9%	22.5%
Without Own Children <18	22.9%	27.2%	29.1%
Cohabitating Couple Households	8.6%	7.4%	6.5%
With Own Children <18	4.0%	2.8%	2.4%
Without Own Children <18	4.6%	4.6%	4.1%
Male Householder, No Spouse/Partner	19.2%	18.1%	16.6%
Living Alone	7.6%	8.9%	8.2%
65 Years and over	1.8%	2.8%	2.7%
With Own Children <18	2.3%	1.7%	1.6%
Without Own Children <18, With Relatives	6.0%	5.0%	4.5%
No Relatives Present	3.3%	2.6%	2.2%
Female Householder, No Spouse/Partner	24.9%	26.3%	25.3%
Living Alone	6.8%	10.4%	10.0%
65 Years and over	2.6%	5.0%	5.0%
With Own Children <18	7.1%	5.2%	4.9%
Without Own Children <18, With Relatives	9.1%	9.1%	8.9%
No Relatives Present	2.0%	1.7%	1.5%
2020 Households by Size	2.0 //	1.7 70	1.5 /
-	0.453	E0 717	117 224
Total	8,452	59,717	117,334
1 Person Household	14.4%	19.3%	18.2%
2 Person Household	23.8%	26.7%	27.0%
3 Person Household	18.4%	18.0%	18.7%
4 Person Household	18.9%	16.5%	17.4%
5 Person Household	12.1%	9.7%	9.6%
6 Person Household	6.7%	5.3%	5.0%
7 + Person Household	5.7%	4.5%	4.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2020 Households by Tenure and Mortgage Status			
Total	8,452	59,717	117,334
Owner Occupied	35.4%	50.9%	56.0%
Owned with a Mortgage/Loan	29.7%	39.9%	43.0%
Owned Free and Clear	5.8%	10.9%	13.0%
Renter Occupied	64.6%	49.1%	44.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	48	49	48
Percent of Income for Mortgage	52.6%	50.7%	52.6%
Wealth Index	88	116	132
2020 Housing Units By Urban/ Rural Status			
Total	8,801	62,161	121,369
Urban Housing Units	100.0%	99.9%	99.7%
Rural Housing Units	0.0%	0.1%	0.3%
2020 Population By Urban/ Rural Status			
Total	30,601	190,032	369,742
Urban Population	100.0%	99.9%	99.7%
Rural Population	0.0%	0.1%	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments				
	Diverse Convergence (13A)		- , ,	iverse Convergence (13A
2.	NeWest Residents (13C)		Urban Villages (7B)	Urban Villages (7B
3.	Pacific Heights (2C)		City Lights (8A)	City Lights (8A
2024 Consumer Spending				
Apparel & Services: Total \$	\$22,	710,237	\$175,768,890	\$360,365,41
Average Spent	\$2	,703.60	\$2,969.22	\$3,127.4
Spending Potential Index		114	125	5 13
Education: Total \$	\$16,	402,010	\$131,588,824	\$276,374,98
Average Spent	\$1	,952.62	\$2,222.90	\$2,398.5
Spending Potential Index		113	129) 13
Entertainment/Recreation: Total \$	\$36,8	346,385	\$292,840,386	\$609,655,83
Average Spent	\$4	,386.47	\$4,946.88	\$5,290.9
Spending Potential Index		107	121	L 12
Food at Home: Total \$	\$70,3	349,723	\$543,536,531	\$1,116,062,89
Average Spent	\$8	,374.97	\$9,181.83	\$9,685.7
Spending Potential Index		115	126	5 13
Food Away from Home: Total \$	\$38,	537,876	\$298,565,349	\$614,451,8
Average Spent	\$4	,587.84	\$5,043.59	\$5,332.
Spending Potential Index		118	130) 1:
Health Care: Total \$	\$61,3	235,841	\$495,985,702	\$1,037,894,59
Average Spent	\$7	,289.98	\$8,378.56	\$9,007.
Spending Potential Index		95	109	1
HH Furnishings & Equipment: Total \$	\$28,0	069,287	\$222,674,051	\$462,893,0
Average Spent	\$3	,341.58	\$3,761.58	\$4,017.2
Spending Potential Index		106	119) 12
Personal Care Products & Services: Total \$	\$9,9	934,986	\$77,228,733	\$159,672,40
Average Spent		,182.74	\$1,304.61	\$1,385.
Spending Potential Index		119	131	1
Shelter: Total \$	\$275,	972,129	\$2,143,548,725	\$4,437,250,5
Average Spent	\$32	,853.82	\$36,210.43	\$38,508.
Spending Potential Index		123	136	5 14
Support Payments/Cash Contributions/Gifts in Kind	d: Total \$ \$24,0	513,714	\$210,740,300	\$448,217,20
Average Spent	\$2	,930.20	\$3,559.98	\$3,889.
Spending Potential Index		84	102	2 1
Travel: Total \$	\$28,9	961,920	\$231,131,879	\$482,832,4
Average Spent	\$3	,447.85	\$3,904.45	\$4,190.2
Spending Potential Index		114	129) 1
Vehicle Maintenance & Repairs: Total \$	\$12,9	956,086	\$101,694,262	\$210,520,38
Average Spent	\$1	,542.39	\$1,717.90	\$1,827.0
Spending Potential Index		104	116	5 12

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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