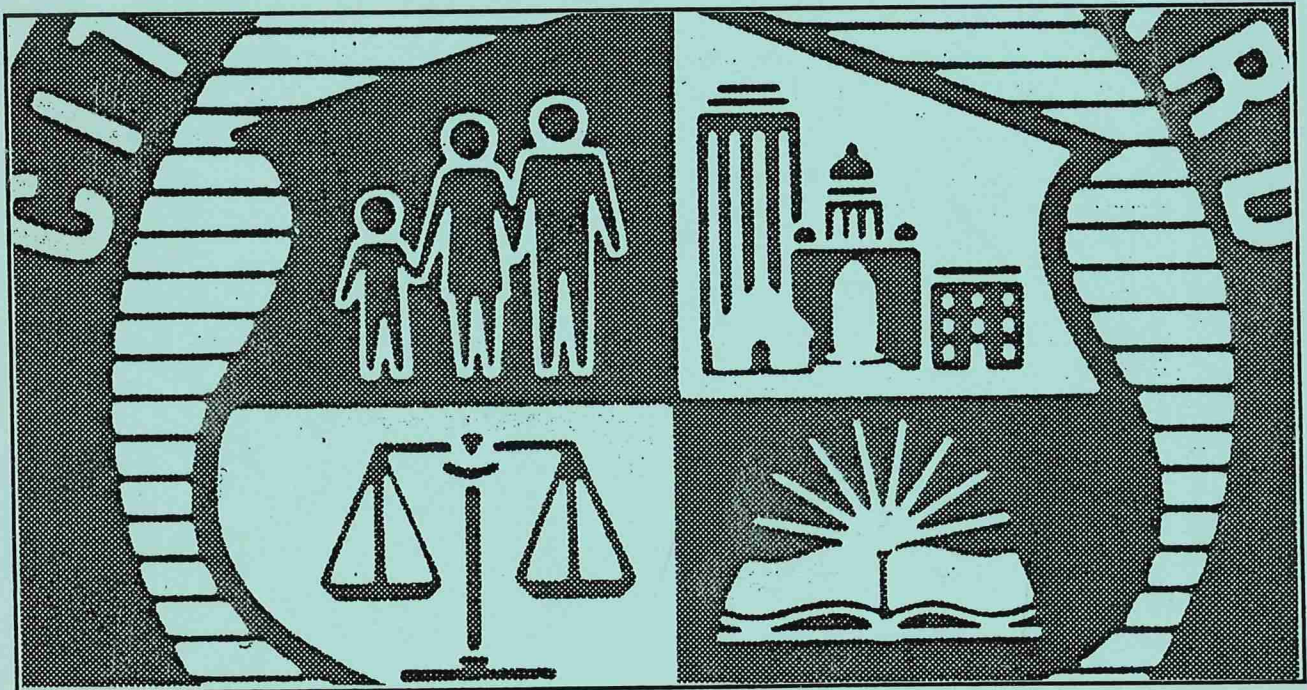


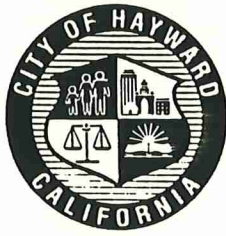
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Hayward, California

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City of
HAYWARD

1990
C E N S U S
S U M M A R Y



Volume 1
Selected General Population
and Housing Characteristics:
1980-1990

September, 1992

Prepared by
Hayward Planning Department
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CITY OF HAYWARD

1990 CENSUS SUMMARY



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INTRODUCTION

The *City of Hayward 1990 Census Summary* has been produced by the Planning Department with two purposes in mind:

First:

To assist in identifying the most important issues and trends affecting the City of Hayward.

Second:

To meet a wide variety of information needs expressed by community residents, city staff, the business community, and appointed and elected public officials.

Data included in this report is for the city as a whole. Those persons in need of information that is more refined geographically should contact the Planning Department.

Note: This report includes data from the 1980 Census and earlier censuses for comparison purposes. Data from the 1980 Census and the 1990 Census are not always directly comparable due to varying definitions or methods of aggregation (e.g. housing values and rents, and household income). In particular, data on housing type for 1990 included the category of "other", which for comparison purposes has been included with "single-family detached" in the tables.

A special note is necessary in regards to the presentation of data relating to the Hispanic population. People of Hispanic origin may be of any race. Some tables are Hispanic exclusive where Hispanics of all races have been aggregated. Other tables do not specifically subtract Hispanics from race totals; the Hispanic count is a separate statistic with no relationship to the total population count. Notes appear throughout the summary to reflect this fact.

POPULATION

Population Growth

The explosive population growth that occurred in Hayward during the 1950s and 1960s was typical of many suburban communities during the twenty years immediately after World War II. Available land, attractive financing, and the increased use of the automobile all contributed to this rapid surge in home ownership and suburban growth. By the 1970s this growth rate slowed to a trickle as household size declined and vacant land in Hayward diminished. While the population growth rate decreased, the formation of new households continued to contribute to housing demand. During the 1980s the rate of population growth increased, reflecting a general increase in the rate of growth throughout the Bay Area and in California due in a large degree to increasing immigration from Asia and Latin America.

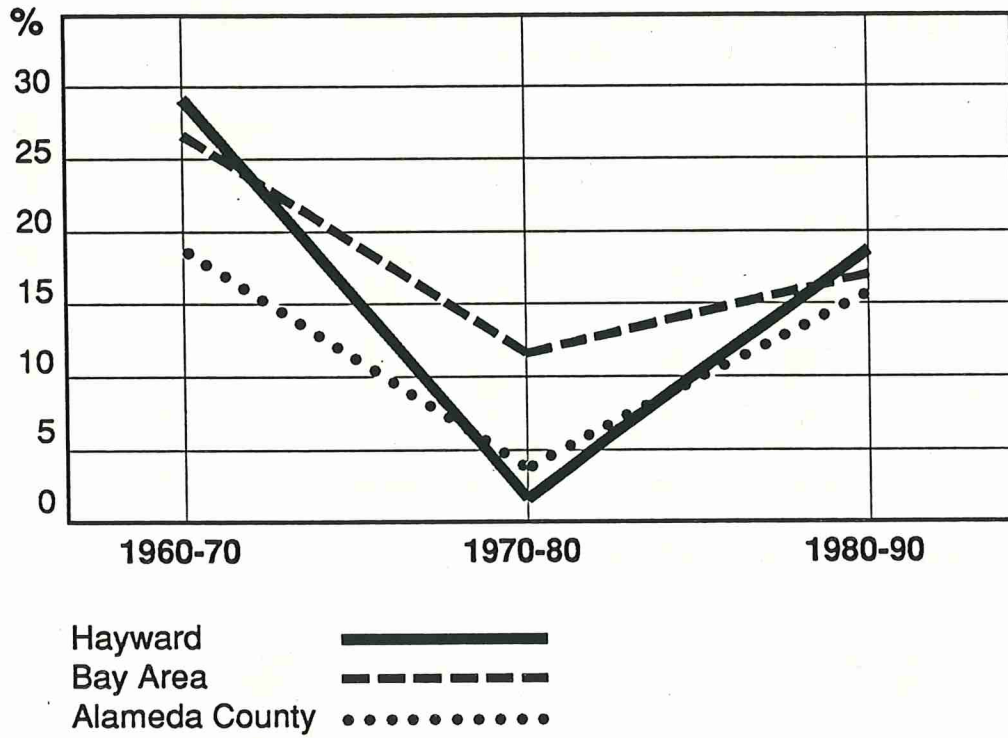
TOTAL POPULATION: 1940-1990

Year	Hayward	Alameda County	Bay Area	% of County	% of Bay Area
1940	6,736	513,011	1,734,308	1.3	0.4
1950	14,272	740,315	2,681,322	1.9	0.5
1960	72,700	908,209	3,638,939	8.0	2.0
1970	93,058	1,073,184	4,628,199	8.7	2.0
1980	94,167	1,105,379	5,179,784	8.5	1.8
1990	111,498	1,279,182	6,023,577	8.7	1.8

POPULATION GROWTH RATE: 1940-1990

	Hayward	Alameda County	Bay Area
1940-50	+ 111.9	+ 44.3	+ 54.6
1950-60	+ 409.4	+ 22.7	+ 35.7
1960-70	+ 28.0	+ 18.2	+ 27.2
1970-80	+ 1.2	+ 3.0	+ 11.9
1980-90	+ 18.4	+ 15.7	+ 16.3

POPULATION GROWTH RATE,
1960-1990



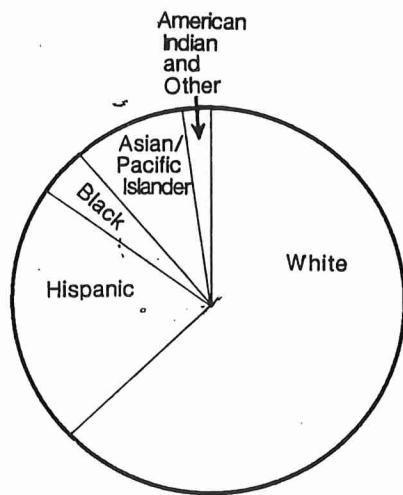
Race and Hispanic Origin

While Hayward grew by 18.4% between 1980 and 1990, this by itself does not illustrate the increasing racial and ethnic diversity of the city's population. During the 1980s the non-Hispanic White population declined by 7.4%, while the "minority" population increased by 67.3%; this is reflected in a decline of the non-Hispanic White population from 65.4% to 51.1% of the city's total population. While the non-Hispanic White population declined, most other ethnic groups increased. The base number for many ethnic groups in 1980 was relatively low, however, it is worth noting that several groups (Black, Filipino, Asian Indian, Vietnamese, Korean and Samoan) more than doubled in size during this time period. The increase in ethnic diversity was spread among all ethnic groups.

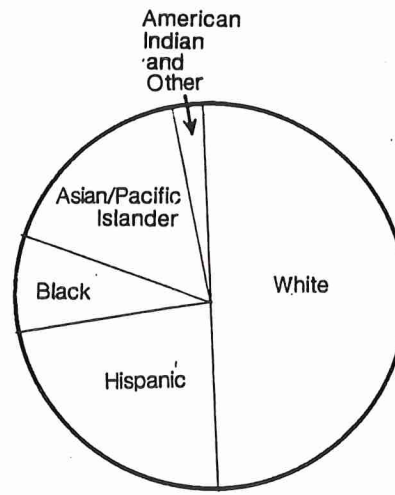
**POPULATION BY RACE AND HISPANIC ORIGIN:
1980-1990**

Group	1980	%*	1990	%*	Numerical Change	% Change
White	61,589	65.4	57,005	51.1	- 4,584	- 7.4
Hispanic	19,029	20.2	26,671	23.9	+ 7,642	+ 40.2
Black	5,269	5.6	10,440	9.4	+ 5,171	+ 98.1
Asian/Pacific Islander	7,085	7.5	16,342	14.7	+ 9,257	+130.7
American Indian	880	.9	688	.6	- 192	- 21.8
Other	315	.3	352	.3	+ 37	+ 11.7
TOTALS	94,167	100.0%	111,498	100.0%	+17,331	+ 18.4%

* Percentages may not total 100% due to rounding.



1980

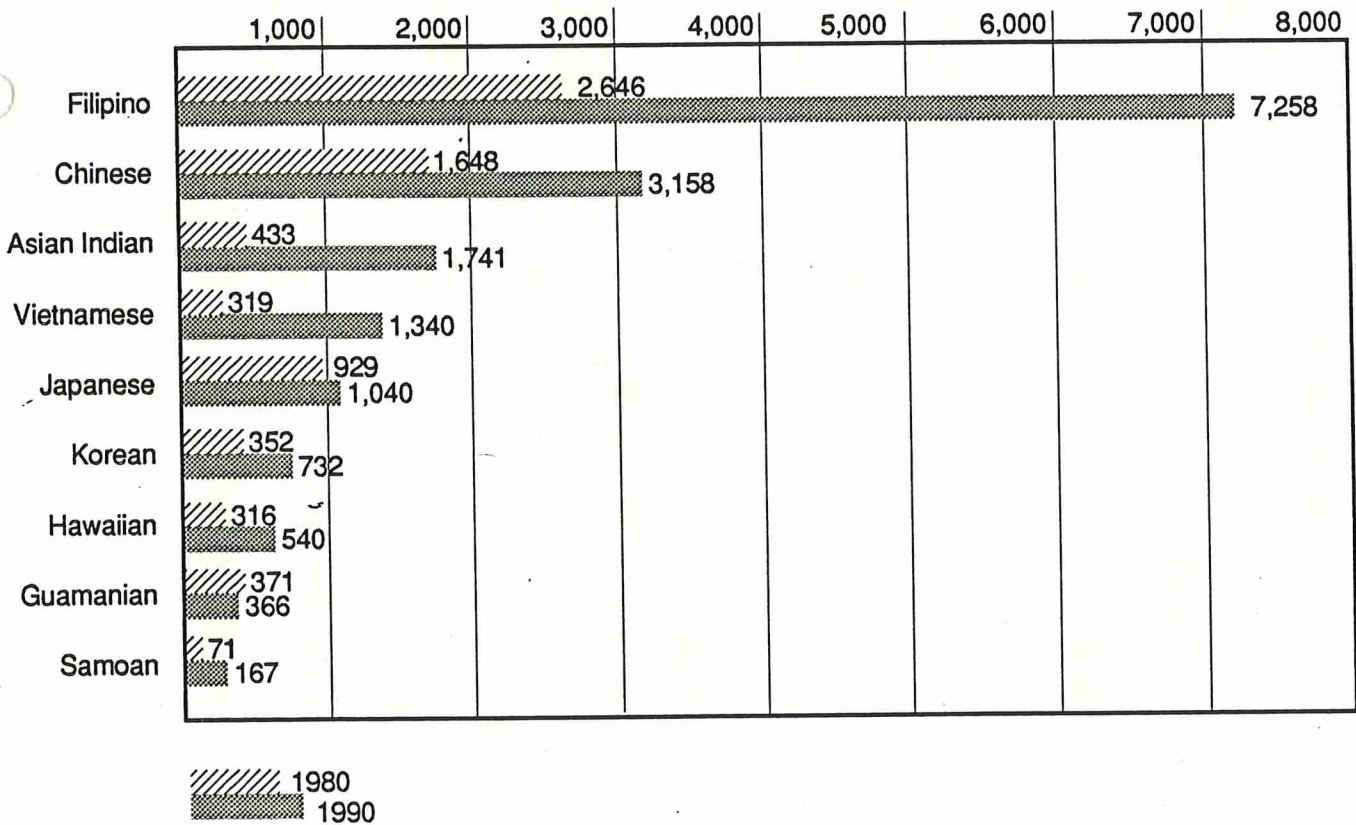


1990

HISPANIC POPULATION BY ANCESTRY: 1990

Mexican	16,773	64.2%
Puerto Rican	2,307	8.8
Nicaraguan	1,172	4.5
Salvadoran	762	2.9
Peruvian	423	1.6
Guatamalan	329	1.3
Cuban	189	0.7
Panamanian	135	0.5
Ecuadorian	68	0.3
Honduran	60	0.2
Dominican	50	0.2
Columbian	42	0.2
Other Hispanic	3,793	14.7
TOTALS	26,103	100.0%

ASIAN/PACIFIC ISLANDER POPULATION BY ANCESTRY: 1980-1990



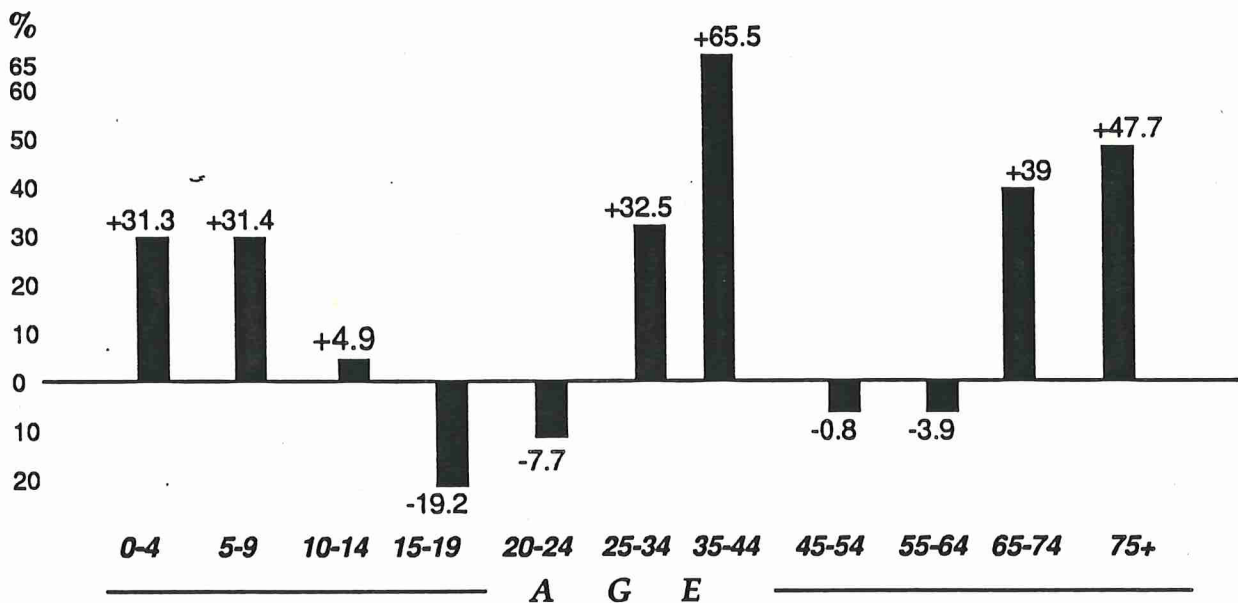
Age of Population

While Hayward grew by 18.4% during the decade, several age groups experienced greater increases and four actually declined. Those aged 0-4 increased by 31.3% and those 5-9 by 31.4%. This mirrors an increase in the U.S. birth rate that began in the mid-1980s and reflects the increase in marriages as *baby boomers* came of age and established families. The number of *boomers* living in Hayward increased dramatically; those between 25-34 increased by 32.5%; and those between 35-44 increased by 65.5%. Large increases also have occurred in the population of adults over the age of 65, with those between 65-74 increasing by 39.0% and those over 75 by 47.7%. Decreases occurred in two age clusters: those 15-24 declined by 12.9%; and those between 45-64 declined by 2.3%

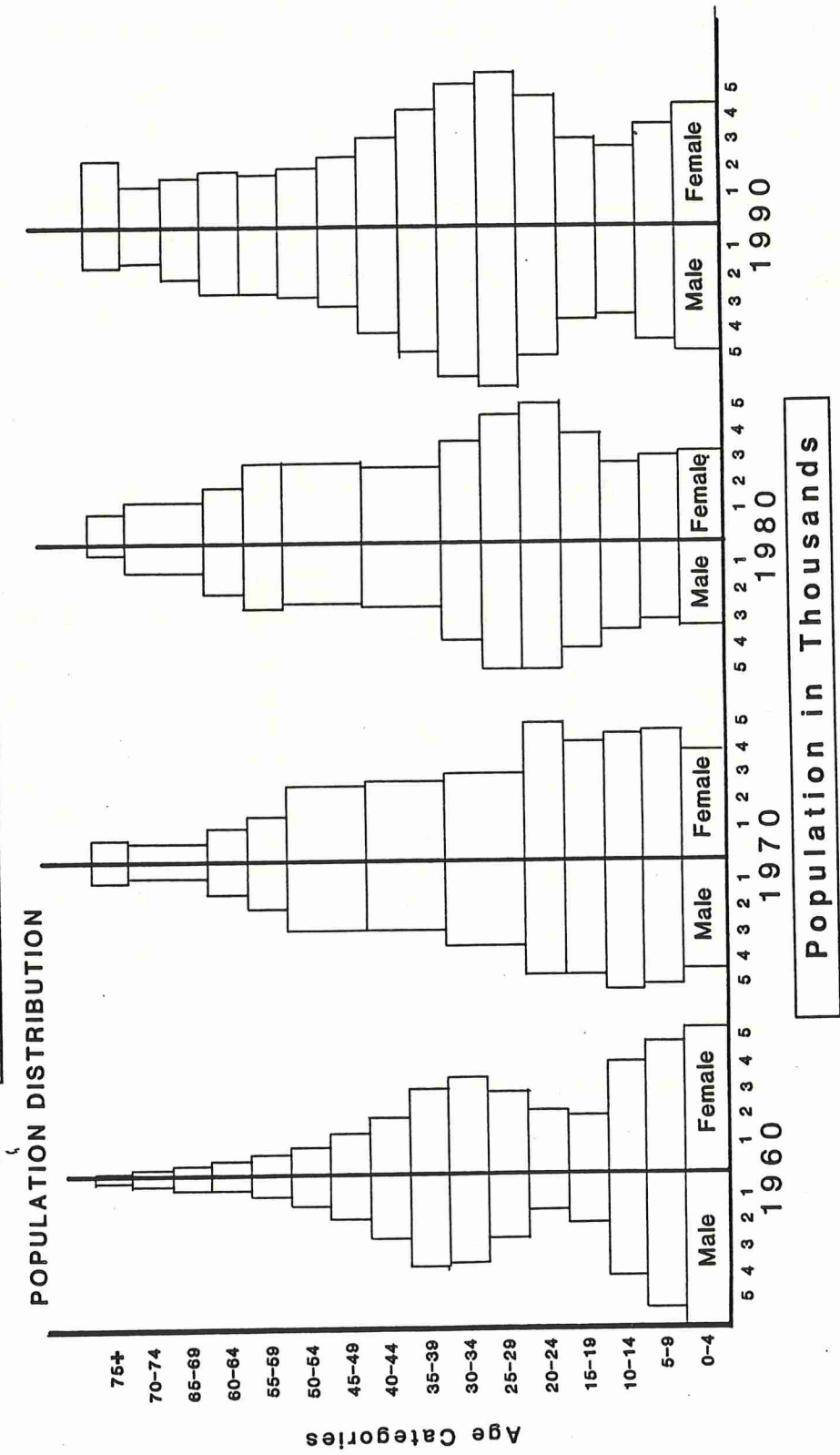
TOTAL POPULATION BY AGE: 1980-1990

Age	1980	%	1990	%	Numerical Change
0-4	6,848	7.3	8,990	8.1	+ 2,142
5-9	6,077	6.5	7,985	7.2	+ 1,908
10-14	6,549	6.9	6,873	6.2	+ 324
15-19	8,504	9.0	6,873	6.2	- 1,631
20-24	10,386	11.0	9,584	8.6	- 802
25-34	17,290	18.4	22,916	20.4	+ 5,626
35-44	10,206	10.8	16,888	15.1	+ 6,682
45-54	10,421	11.1	10,333	9.3	- 88
55-64	9,513	10.1	9,146	8.2	- 367
65-74	5,265	5.6	7,319	6.6	+ 2,054
75+	3,108	3.3	4,591	4.1	+ 1,483
TOTALS	94,167	100.0%	111,498	100.0%	+ 17,331

PERCENTAGE CHANGE IN TOTAL POPULATION BY AGE: 1980-1990



AGE/SEX PYRAMIDS: 1960 - 1990



Distribution by Age and Race:

The breakdown of the 1990 population by age and race reveals that the White population is older than the general city population. Conversely, the other ethnic and racial groups tend to be younger with a higher proportion of persons below the age of 24. For example, while the White population is 61.8% of the total population, Whites comprise 52.3% of those under the age of 14 and 85.9% of those over the age of 75. Blacks, who comprise 9.8% of the total population, are 13% of those under 14 and only 2.2% of those over 75.

This table reflects the dramatic differences in age structure within each racial group. While 18.1% of Whites are under 14 years of age, 28.2% of Blacks, 23.6% of Asians, and 28.5% of Hispanics are younger than 14. The impact is opposite in those aged 75 and older. While 5.7% of Whites are older than 75, only .9% of Blacks, 2.2% of Asians, and 2.1% of Hispanics are 75 and older.

POPULATION BY AGE AND RACE: 1990

Age	White	Black	American Indian	Asian/Pacific Islander	Other	TOTAL	Hispanic*
0-4	4,734	1,189	89	1,458	1,520	8,990	2,899
5-9	4,240	985	78	1,367	1,315	7,985	2,586
10-14	3,509	918	100	1,268	1,078	6,873	2,104
15-19	3,482	871	67	1,299	1,154	6,873	2,156
20-24	5,338	1,083	109	1,546	1,508	9,584	2,749
25-34	13,568	2,575	225	3,616	2,932	22,916	5,471
35-44	10,421	1,795	178	2,817	1,677	16,888	3,403
45-54	6,764	848	122	1,628	971	10,333	2,080
55-64	6,817	405	59	1,245	620	9,146	1,651
65-74	6,094	196	40	706	283	7,319	1,016
75+	3,944	100	17	385	145	4,591	556
TOTALS	68,911	10,965	1,084	17,335	13,203	111,498	26,671

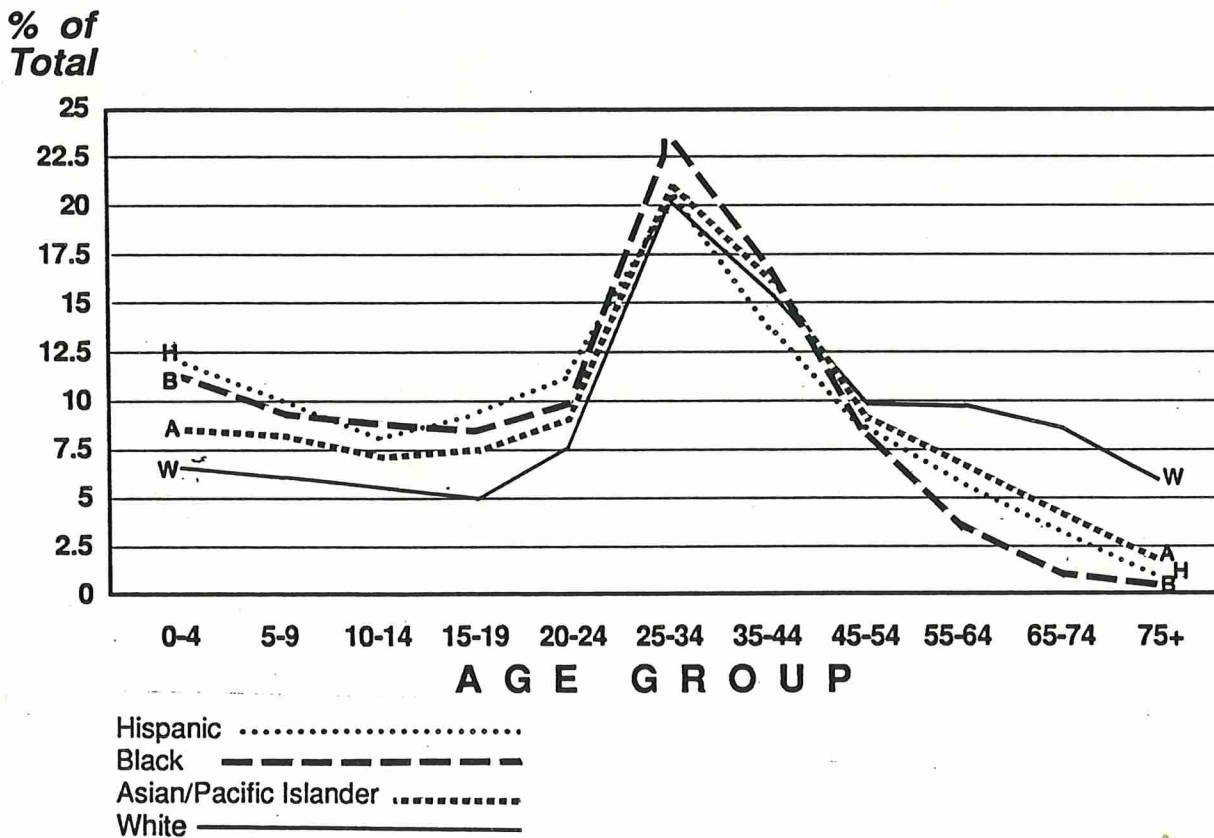
*People of Hispanic origin may be of any race.

PERCENT OF POPULATION BY AGE AND RACE: 1990

Age	White	Black	American Indian	Asian/Pacific Islander	Other	Total	Hispanic ⁽²⁾
0-4	6.9	10.8	8.2	8.4	11.5	8.1	10.9
5-9	6.1	9.0	7.2	7.9	10.0	7.2	9.7
10-14	5.1	8.4	9.2	7.3	8.2	6.2	7.9
15-19	5.0	7.9	6.2	7.5	8.7	6.2	8.1
20-24	7.7	9.9	10.0	8.9	11.4	8.6	10.3
25-34	19.7	23.5	20.8	20.9	22.2	20.5	20.5
35-44	15.1	16.4	16.4	16.3	12.7	15.1	12.8
45-54	9.8	7.7	11.2	9.4	7.3	9.3	7.8
55-64	9.9	3.7	5.4	7.2	4.7	8.2	6.2
65-74	8.8	1.8	3.7	4.1	2.1	6.6	3.8
75+	5.7	.9	1.6	2.2	1.1	4.1	2.1
TOTALS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- 1. Percentages may not total 100.0% due to rounding.
- 2. People of Hispanic origin may be of any race.

POPULATION DISTRIBUTION BY AGE AND RACE: 1990



HOUSEHOLDS

Household Growth

In Hayward, as in the Bay Area, the increase in the total number of households is generally greater than the increase in total population. This was especially true during the 1960s and 1970s, and is due to several factors including: increased longevity, post war "baby-boomers" establishing first households, higher divorce rates, and the growth of non-traditional living situations. During the 1980s the rate of household growth has decreased, partly due to a delay in establishing households by those in their late teens or early twenties. The primary reason for this is financial; the relatively high cost of housing is keeping children at home longer.

The number of households in Hayward has continued to grow as a share of households in Alameda County. This is reflective of the societal change in household composition as described above and illustrates the growth in the number of non-traditional households in Hayward.

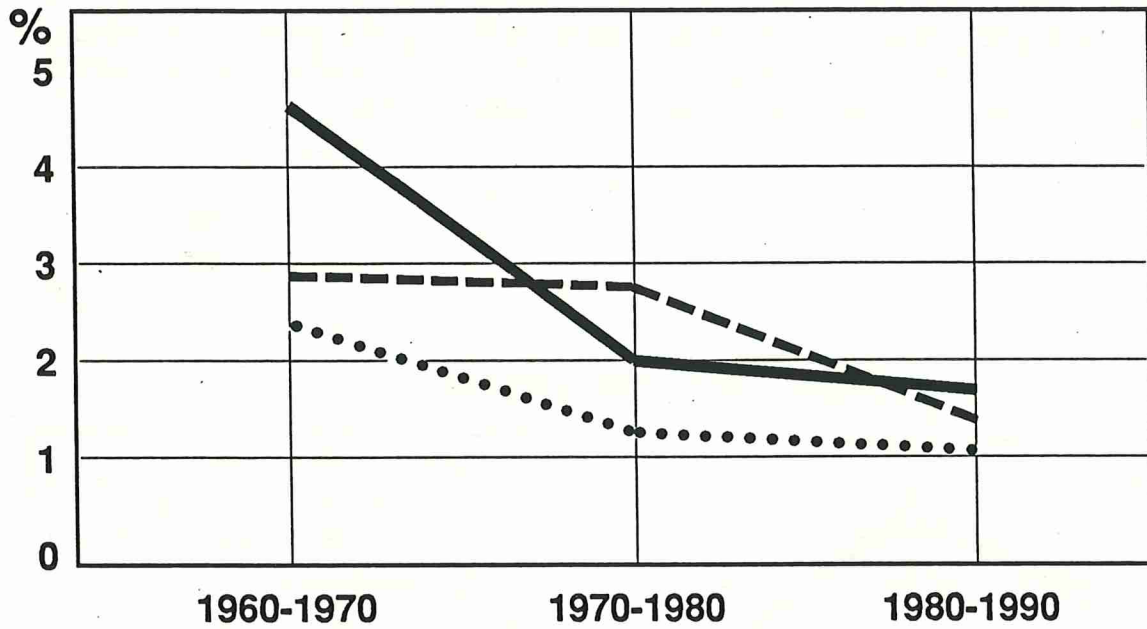
TOTAL HOUSEHOLDS: 1940-1990

Year	Hayward	Alameda County	Bay Area	% of County	% of Bay Area
1940	1,925	n/a	n/a	n/a	n/a
1950	4,368	238,087	837,320	1.8	0.5
1960	20,224	310,312	1,205,097	6.5	1.7
1970	28,680	379,766	1,552,801	7.6	1.8
1980	34,415	427,327	1,970,549	8.0	1.7
1990	40,117	479,518	2,246,242	8.4	1.8

HOUSEHOLD GROWTH RATE: 1940-1990

	% Hayward	% Alameda County	% Bay Area
1940-50	+100.4	n/a	n/a
1950-60	+363.0	+30.3	+43.9
1960-70	+ 41.8	+ 22.4	+ 28.8
1970-80	+ 20.0	+ 12.5	+ 26.9
1980-90	+ 16.6	+ 12.2	+14.0

**HOUSEHOLD GROWTH RATE:
1960-1990**



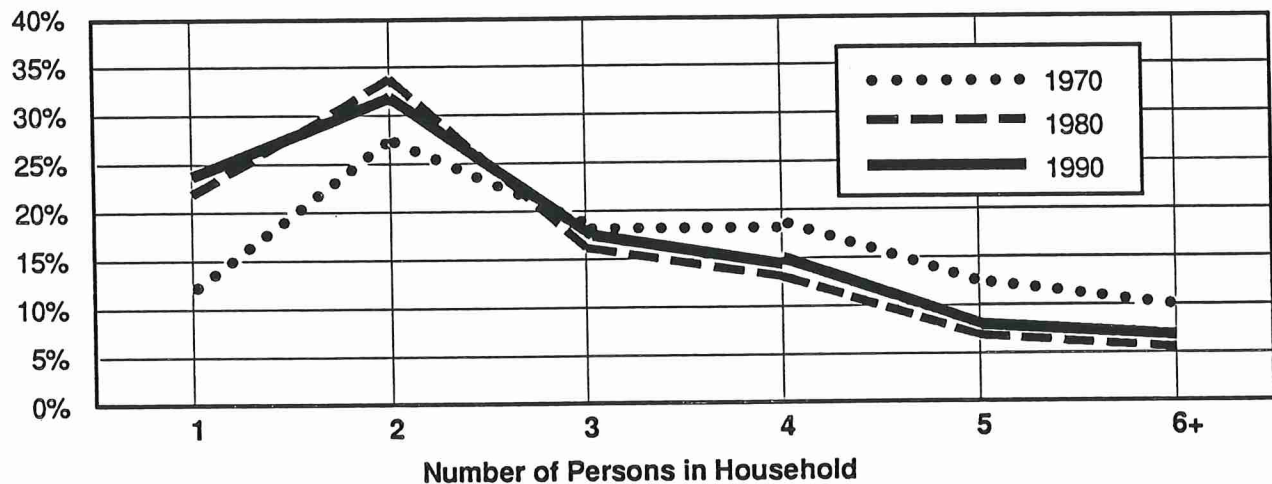
Hayward **—————**
Bay Area **- - - - -**
Alameda County **.....**

Household Size and Composition

The average household size in 1990 was 2.75 persons. This is a significant increase from the 1980 figure of 2.68 persons. Almost 55% of the households contain only one or two persons.

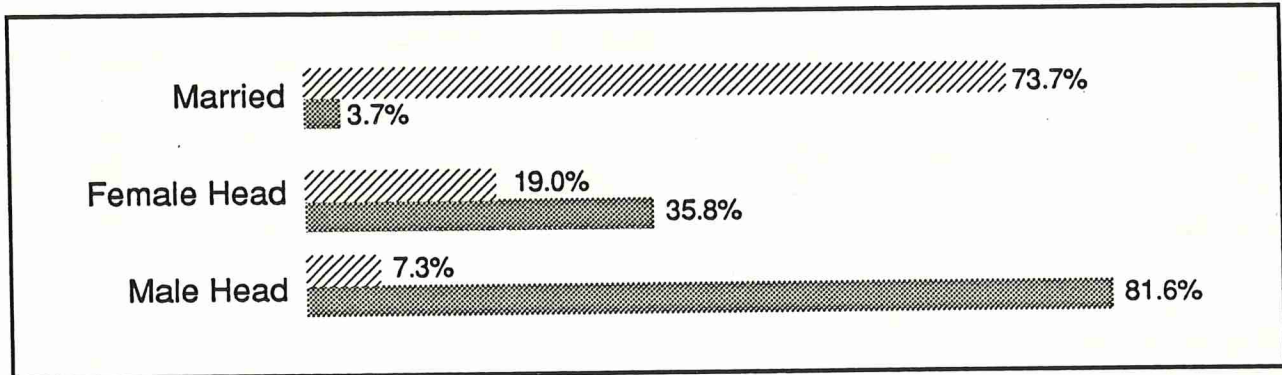
During the 1980s, all types of households increased in Hayward. Non-family households grew at a rate almost two-and-one-half times as fast as family households. In addition, while single-head family households comprised only 20% of family households in 1980, 76% of the growth in family households during the 1980s was in households headed by either a single female or male. In 1980, the "traditional" family household, a married couple with at least one child, comprised 57% of all households. By 1990, this had declined to 50%. It is clear that during the 1980s, while the total number of households grew, the number of nontraditional households grew much more rapidly. Only 13% of all households added between 1980 and 1990 consisted of a married couple with children.

HOUSEHOLD SIZE: 1970-1990



HOUSEHOLD TYPES: 1980-1990

Type	1980	%	1990	%	Numerical Increase	Percentage Increase
Married	19,627	79.8	20,354	73.7	727	3.7
Female Head	3,865	15.7	5,247	19.0	1,382	35.8
Male Head	1,107	4.5	2,010	7.3	903	81.6
Family	24,599	71.5	27,611	68.8	3,012	12.2
Non-Family	9,816	28.5	12,506	31.2	2,690	27.4
TOTALS	34,415	100.0%	40,117	100.0%	5,702	16.6%



% of Population in 1990
 Percentage Increase 1980-1990

Households by Race and Hispanic Origin

Distribution of types of households by race illustrates the variations among racial and ethnic groups in household composition. Over 66% of Asian households contain a married couple as compared to 37% of Black households. Conversely, 32% of Black households are classified as "other family". This household type is comprised primarily of singlehead households (mostly female) with children. Over 35% of White households are classified as "non-family" (e.g., living alone or with other unrelated individuals).

HOUSEHOLD TYPE BY RACE AND HISPANIC ORIGIN: 1990

Household Type	White	Black	American Indian	Asian/ Pacific/ Islander	Other	Hispanic*
FAMILY:						
Married with Children	20.4	23.1	27.3	43.2	41.6	36.6
No Children	28.9	14.0	17.9	23.1	15.0	20.1
SUB-TOTALS	49.3	37.1	45.2	66.3	56.6	56.7
OTHER FAMILY:						
Male Householder						
With Children	1.9	3.8	3.6	2.6	5.3	4.2
No Children	2.4	1.8	2.5	3.1	3.5	3.3
Female Householder						
With Children	6.4	21.0	14.6	6.0	13.8	11.5
No Children	4.7	5.4	7.2	4.0	3.7	4.1
SUB-TOTALS	15.4	32.0	27.9	15.7	26.0	23.1
NON-FAMILY:						
Householder						
Living Alone	25.8	21.5	16.3	11.5	10.8	13.2
Not Living Alone	9.5	9.4	10.6	6.5	6.6	7.0
SUB-TOTALS	35.3	30.9	26.9	18.0	17.4	20.2
TOTALS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* People of Hispanic background may be of any race.

HOUSING

Housing Units by Type

The 1990 Census shows 42,216 housing units within the city, an increase of 6,346 from 1980. Most noticeable is the continuing decline in the proportion of single-family detached units as a percentage of all units. By 1990 slightly over 50% of all housing units in the city of Hayward were single-family detached units, as compared to 57% in 1980. Over 80% of the units constructed between 1980 and 1990 were single-family attached or in multifamily structures. Fifty-nine percent of the new units were in buildings with 5 or more units; if duplexes, triplexes, and fourplexes are included, fully 71% of the new units were in multifamily structures.

TOTAL HOUSING UNITS: 1960-1990

Type	1960	%	1970	%	1980	%	1990	%
Single-Family Detached ¹	18,768	92.8	19,951	69.6	20,629	57.5	21,227	50.3
Multifamily*	1,455	7.8	8,082	28.2	13,402	37.4	18,703	44.3
Mobile Home ¹	20	.1	636	2.2	1,839	5.1	2,286	5.4
TOTALS	20,243	100.0%	28,669	100.0%	35,870	100.0%	42,216	100.0%

* Includes duplexes, triplexes, fourplexes, apartments, townhouses, condominiums, and other units in single-family attached structures.

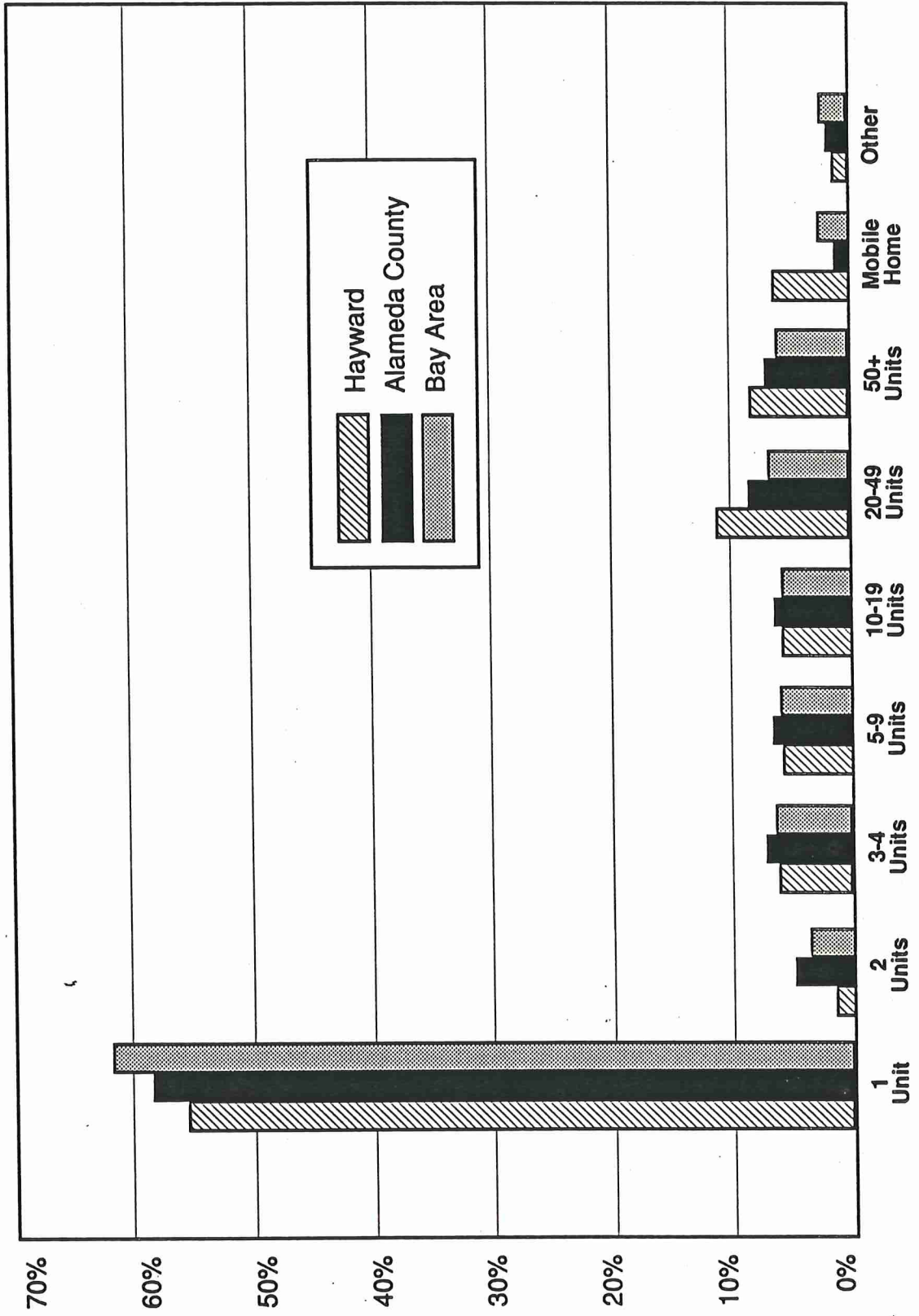
TOTAL HOUSING UNITS BY UNITS IN STRUCTURE: 1980-1990

Type	1980	%*	1990	%*	Increase	Increase %
Single-Family Detached ¹	20,629	57.5	21,227	50.3	598	2.9
Single-Family Attached	1,976	5.5	2,773	6.6	797	40.3
Duplex	623	1.7	754	1.8	131	21.0
3 or 4 Units	1,641	4.6	2,231	5.3	590	36.0
5 Units or More	9,162	25.6	12,945	30.7	3,783	41.3
Mobile Home ¹	1,839	5.1	2,286	5.4	447	24.3
TOTALS	35,870	100.0%	42,216	100.0%	6,346	17.7%

* Percentages may not total 100% due to rounding.

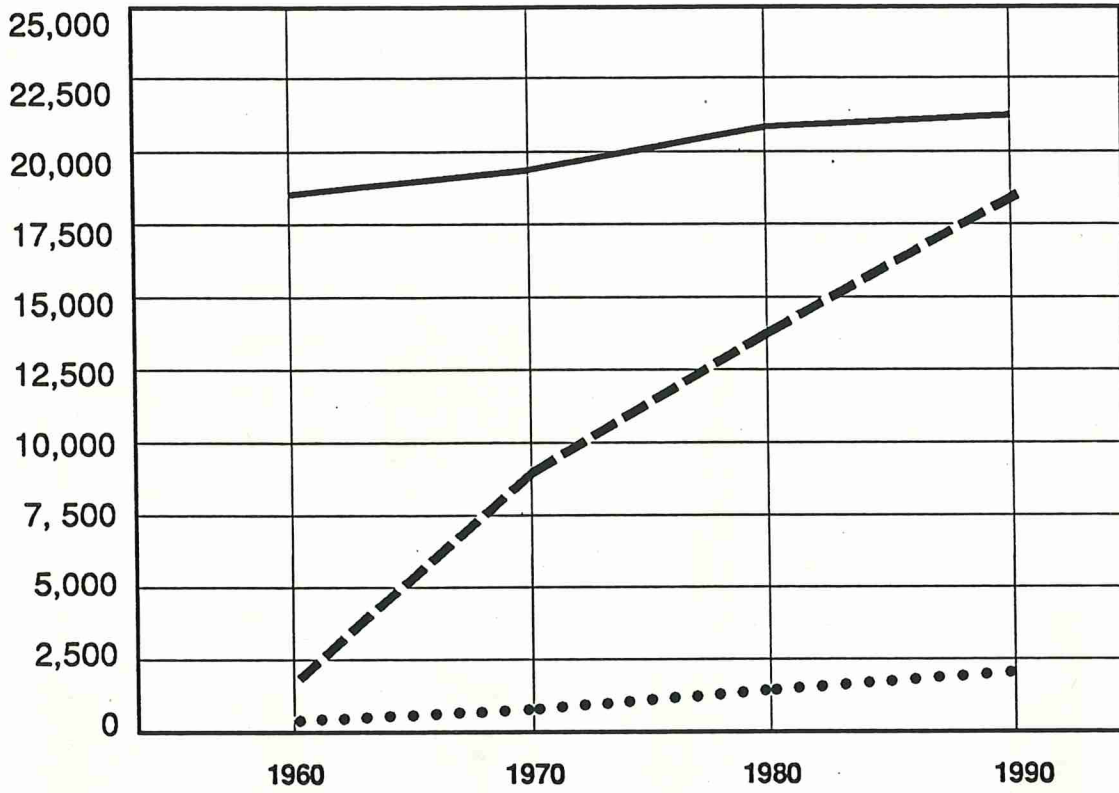
¹There was no increase in the number of mobile homes between 1980 and 1990; it is assumed that 447 mobile homes were incorrectly identified as single-family detached in 1980.

UNITS IN STRUCTURE, 1990,
HAYWARD, ALAMEDA COUNTY, BAY AREA



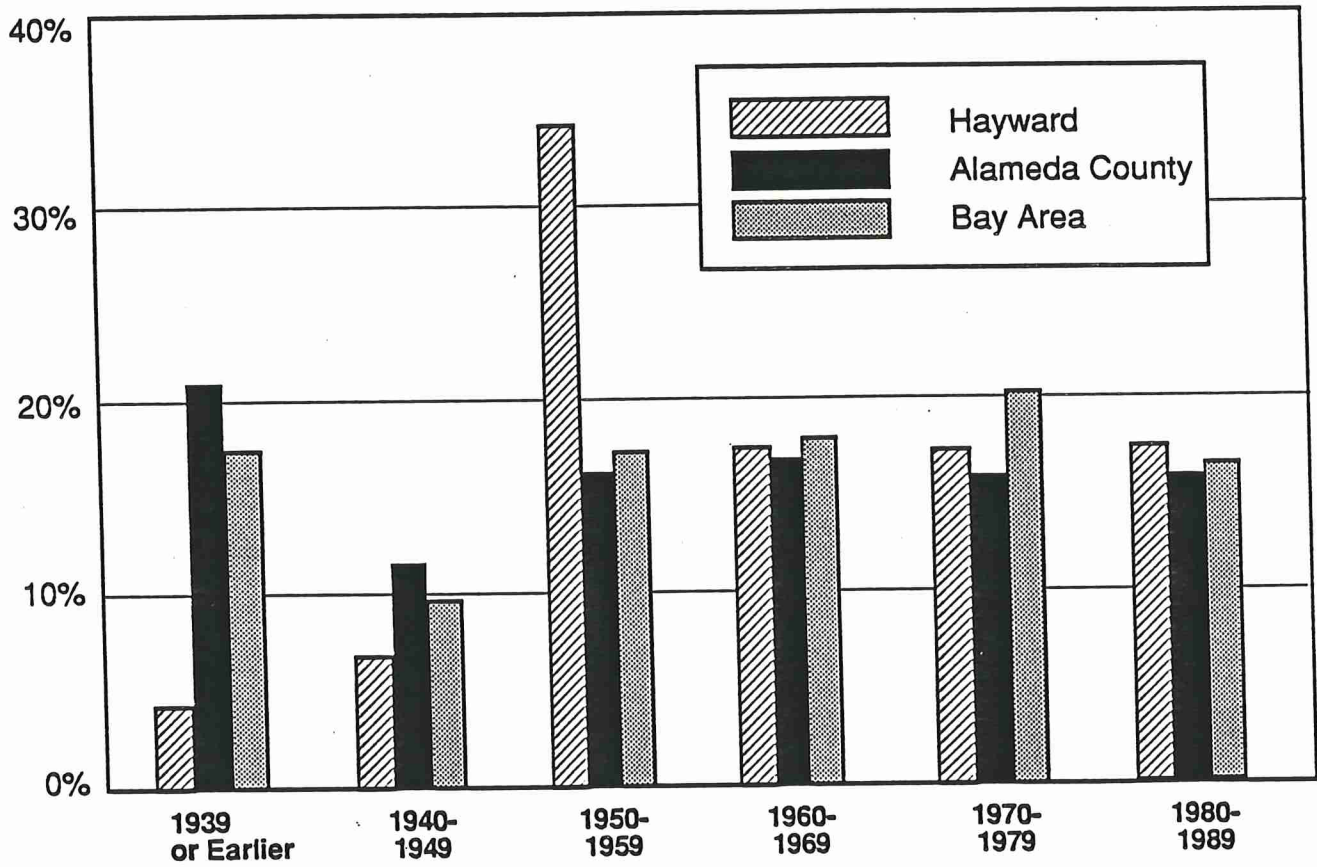
TOTAL HOUSING UNITS: 1960-1990

Units



Single-Family —————
Multifamily - - - - -
Mobile Home •••••

TOTAL HOUSING UNITS BY YEAR OF CONSTRUCTION



Households by Tenure and Housing Type

Over 51.5% of the households in Hayward live in owner-occupied units, while 49.5% live in renter-occupied units. The 1990 census shows a decline in the percentage of households living in owner-occupied units since 1980, when the figure was 55%. Primarily, this is due to the fact that 71% of the units built between 1980 and 1990 were multifamily units. Less than 10% of the households living in structures with two or more units are owners.

Generally, the fewer the number of units per structure, the greater the likelihood that the unit is occupied by an owner. 77.3% of all owned units are single-family and 3.7% of owned units are in structures with 5 units or more. Conversely, only 22.2% of rented units are single-family while 56.5% of rented units are in structures with 5 units or more.

HOUSEHOLDS BY TENURE AND HOUSING TYPE: 1990

Type	Number of Owner Occupied Units	% of Total	Number of Renter Occupied Units	% of Total
Single-Family Detached	15,969	77.3	4,316	22.2
Multifamily*	2,395	11.6	14,803	76.1
Mobile Home	2,114	10.2	124	.6
Other	189	.9	207	1.1
TOTALS	20,667	100.0%	19,450	100.0%

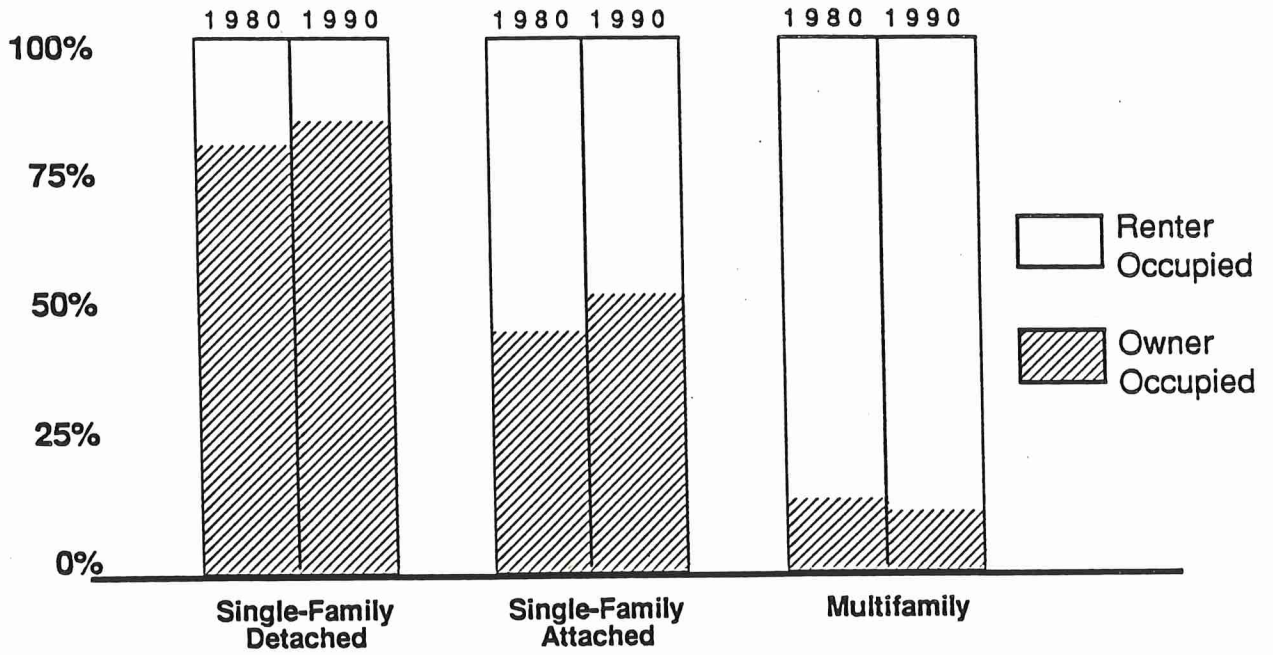
* Includes duplexes, triplexes, fourplexes, apartments, townhouses, condominiums, and other units in single-family attached structures.

HOUSEHOLDS BY HOUSING TYPE AND TENURE: 1990

Type	Total	% of All Households*	% Owner	% Renter	% Total
Single-Family Detached	20,285	50.6	78.7	21.3	100.0
Single-Family Attached	3,022	7.5	52.2	47.8	100.0
Multifamily	14,572	36.3	7.0	93.0	100.0
Mobile Home	2,238	5.6	94.5	5.5	100.0
TOTALS	40,117	100.0%			

* May not total 100% due to rounding.

**HOUSEHOLDS BY HOUSING TYPE AND TENURE:
1980-1990**



Housing Values and Rents

The rapid escalation of real estate values in the Bay Area during the 1980s contributed to home values and contract rents not readily comparable between 1980 and 1990. In addition, the dollar ranges stated in housing questions in the 1990 Census do not accurately reflect the Bay Area market. The categories have been combined in order to compare 1980 and 1990 data.

VALUE/OWNER-OCCUPIED UNITS

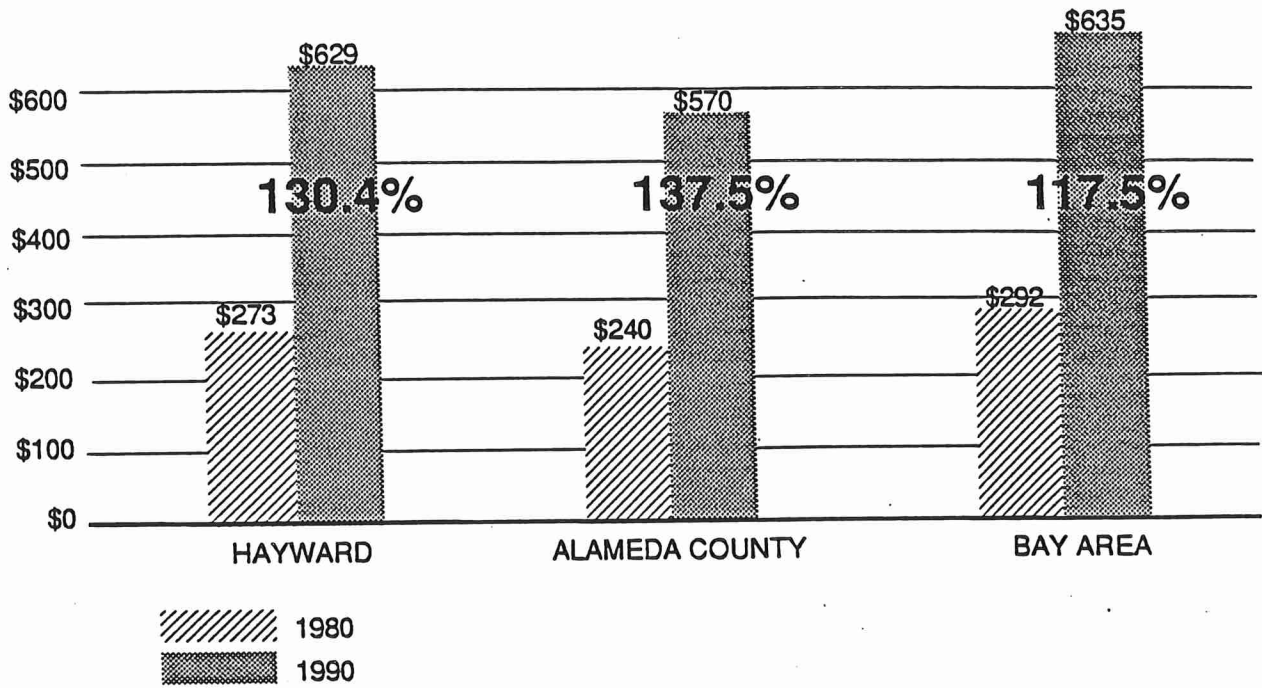
Value		1980	%	1990	%
Less than \$49,999		1,256	8.2	182	1.1
\$50,000 - 99,999		11,699	76.5	600	3.6
\$100,000 - 149,999		1,658	10.9	2,668	16.2
\$150,000 - 199,999		529	3.5	7,026	42.7
\$200,000 - 249,999	}	146	.9	3,423	20.8
\$250,000 - 299,999				1,128	6.8
\$300,000 - 399,999				1,094	6.6
\$400,000 - 499,999				243	1.5
\$500,000+				109	0.7
TOTALS		15,288	100.0%	16,473	100.0%
Median		78,800		184,500	+134.1%

CONTRACT RENT/RENTER-OCCUPIED UNITS

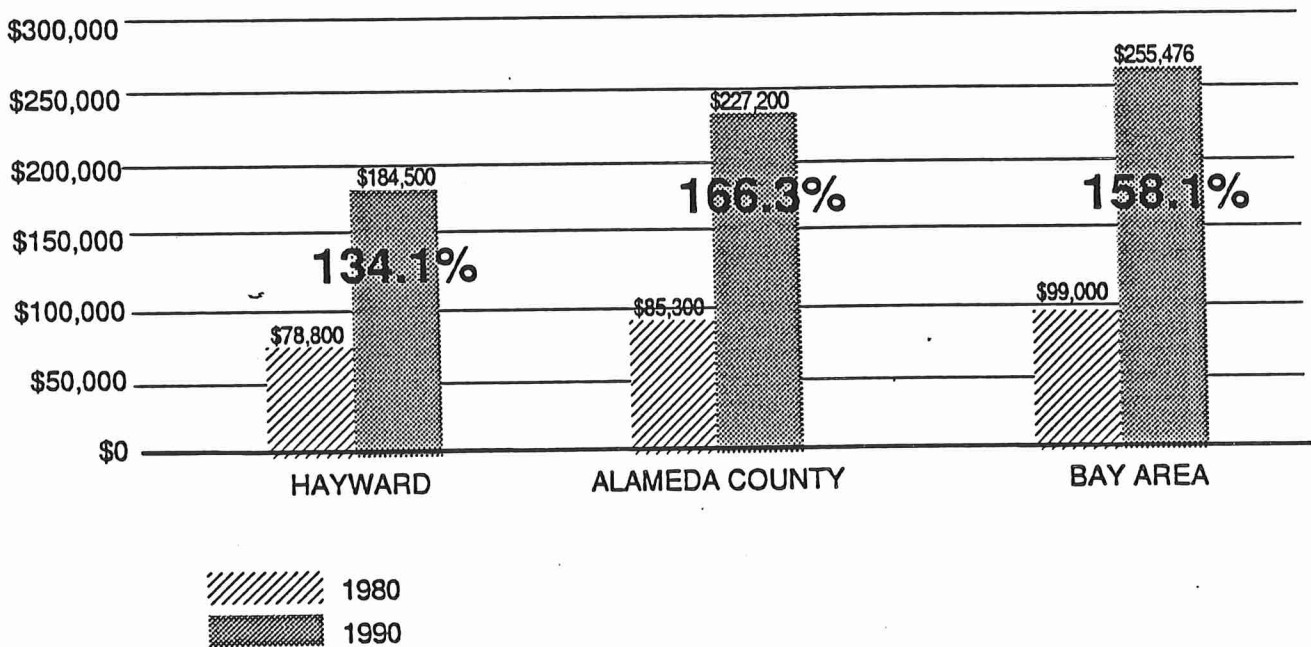
Rent (\$)		1980	%	1990	%*
Less than \$399		13,671	89.4	1,998	10.4
\$400 - 499		1,218	8.0	1,755	9.1
\$500 - 549	}	224	1.5	1,885	9.8
\$550 - 599				2,503	13.0
\$600 - 649				2,385	12.4
\$650 - 699				2,446	12.7
\$700 - 749				1,765	9.2
\$750 - 999				3,782	19.6
\$1,000+				503	2.6
No Cash Rent		182	1.1	249	1.3
TOTALS		15,295	100.0%	19,271	100.0%
Median		273		\$629	+130.4%

* May not total 100.0% due to rounding

MEDIAN CONTRACT RENT/RENTER OCCUPIED UNITS



MEDIAN VALUE/OWNER OCCUPIED UNITS



INCOME AND EDUCATION

Household Income

During the 1980s the median income of Hayward residents increased by 80.4% and the mean (average) income by 87.9%, unadjusted for inflation. This increase is due primarily to the effects of inflation, particularly during the early 1980s. As a percentage of the Bay Area, Hayward actually fell 10.0% as far as median household income was concerned. As a result, as the table on the next page indicates, the proportion of lower-income households in relation to the Bay Area median income increased from 39% in 1980 to 46% in 1990.

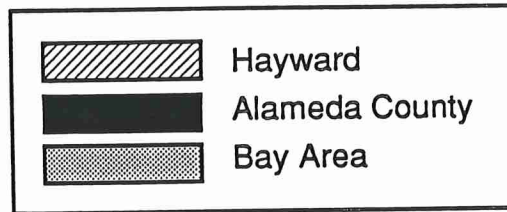
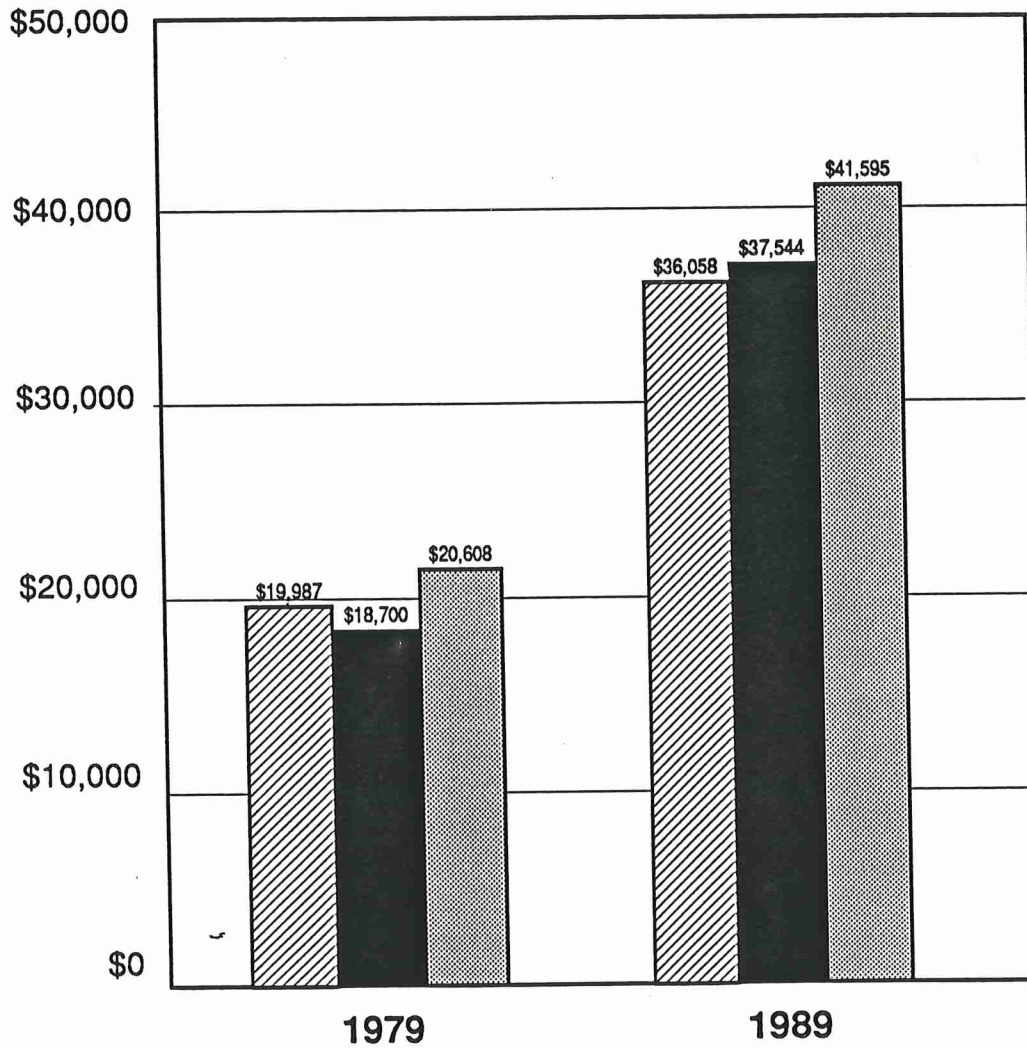
Other tables show household income by race and Hispanic origin and by poverty status in 1989. Poverty is defined through somewhat complicated formulas; the average poverty threshold in California for a family of four persons was \$12,674 in 1989.

Most significant in the analysis of persons living below the poverty level in 1989 is the higher percentage of children and adults over the age of 75. Many of these children are part of single-parent households (mostly female). The lowest percentage by age is found in the 45-54 age group, where earning potential is normally at its peak. The increase in the number of seniors is due primarily to limitations caused by fixed incomes and single-member households.

MEDIAN HOUSEHOLD INCOME: 1979-1989

	1979	1989	Increase
Median Household Income:			
Hayward	19,987	36,058	+80.4%
Alameda County	18,700	37,544	+100.8%
Bay Area	20,607	41,595	+101.8%
Hayward % of Bay Area	97.0%	87.0%	-10.0%

**MEDIAN HOUSEHOLD INCOME,
1979-1989**



HOUSEHOLD INCOME: 1980-1990

Amount	1980		1990	
	Households	%	Households	%
\$ 0 - 4,999	3,226	9.4	1,276	3.2
\$ 5,000 - 9,999	4,219	12.3	2,626	6.5
\$ 10,000 - 14,999	4,632	13.5	2,532	6.3
\$ 15,000 - 19,999	5,144	14.9	3,044	7.6
\$ 20,000 - 24,999	5,051	14.7	3,389	8.4
\$ 25,000 - 34,999	6,811	19.8	6,549	16.3
\$ 35,000 - 49,999	4,006	11.6	8,795	21.8
\$ 50,000 - 54,999	} 1,325	3.8	2,333	5.8
\$ 55,000 - 59,999			1,745	4.3
\$ 60,000 - 74,999			4,068	10.1
\$ 75,000 - 99,999			2,482	6.2
\$ 100,000 - 124,999			772	1.9
\$ 125,000 - 149,999			278	0.7
\$ 150,000 +			357	0.9
TOTALS	34,414	100.0%	40,246	100.0%
Median	\$19,987		\$36,058	+80.4%

HOUSEHOLD INCOME BY RACE AND HISPANIC ORIGIN: 1980-1990

Amount	White	Black	American Indian/ Eskimo/ Aleut	Asian Pacific Island	Other	Hispanic Origin
\$0 - 4,999	3.0%	4.5%	2.5%	2.8%	3.5%	3.2%
\$5,000 - 9,999	7.3	4.2	4.7	4.1	5.9	6.1
\$10,000 - 14,999	6.7	6.0	4.4	3.9	6.7	6.4
\$15,000 - 24,999	16.3	18.3	13.3	11.9	16.3	17.2
\$25,000 - 34,999	16.3	18.5	13.9	15.1	15.4	16.5
\$35,000 - 49,999	21.1	22.4	22.2	22.5	26.5	23.5
\$50,000 - 74,999	20.3	16.8	22.5	23.0	19.7	18.8
\$75,000 - 99,999	5.7	5.0	5.3	10.3	5.2	6.3
\$100,000 +	3.2	4.2	4.2	6.2	1.1	1.4
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN	\$40,442	\$39,470	\$42,045	\$48,134	\$37,502	\$38,465

HOUSEHOLDS WITH LOWER INCOMES: 1969-1989

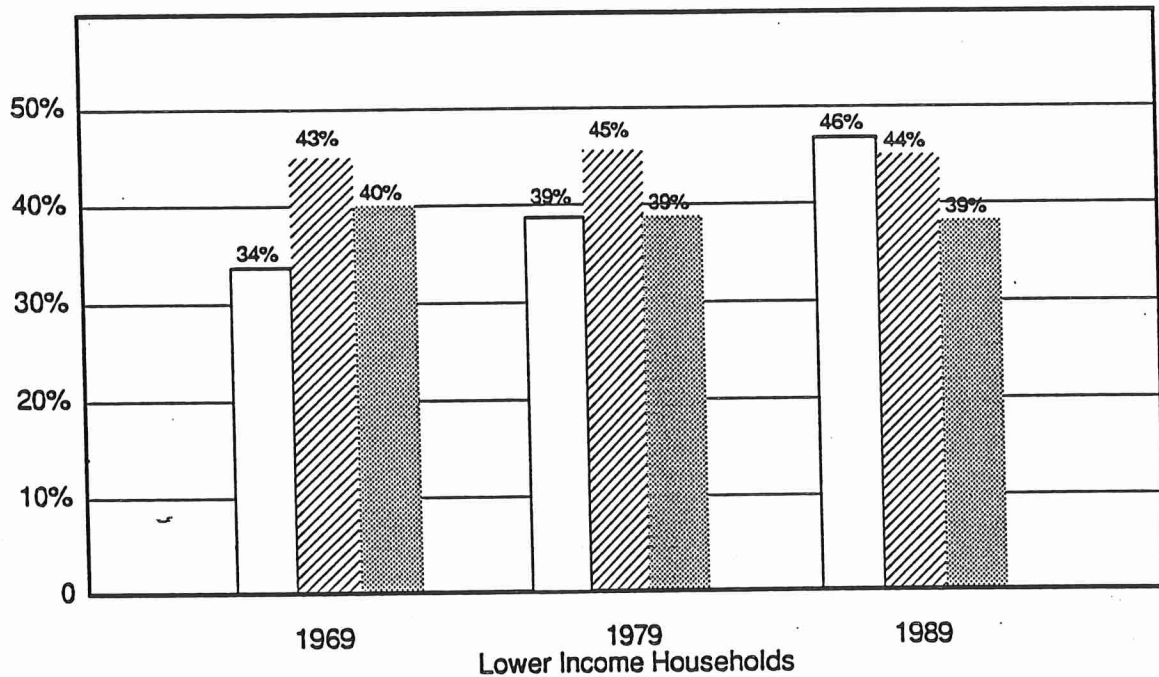
Types of Households	1969	%	1979	%	1989	%
Total Households	28,680		34,600		40,246	
Lower-Income Households ¹	9,766	34%	13,629	39%	18,436	46%
Low-Income Households ²	4,956	17%	5,844	17%	8,340	21%
Very Low-Income Households ³	4,810	17%	7,785	23%	10,096	25%

¹Defined as <80% of Bay Area median income or \$33,276.

²Defined as 50%-80% of Bay Area median income or \$20,798 - \$33,276

³Defined as <50% of Bay Area median income or \$20,798.

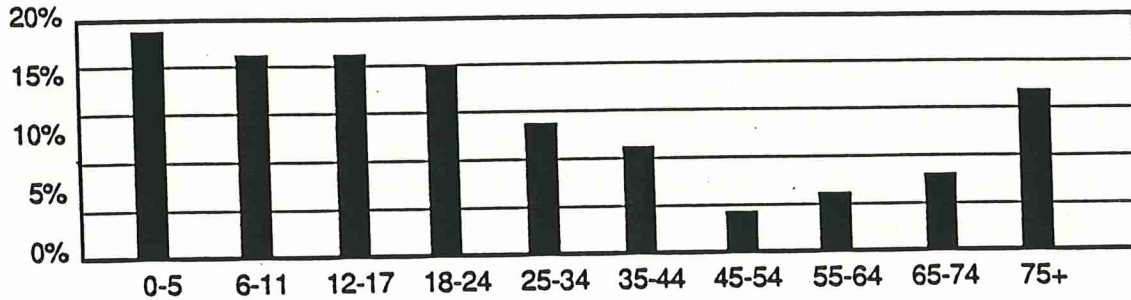
HOUSEHOLDS WITH LOWER INCOMES: 1969-1989



Hayward
 Alameda County
 Bay Area

Poverty Status in 1989

POVERTY STATUS BY AGE, 1989



POVERTY STATUS BY RACE, 1989

Race	Total Persons	Below Poverty Persons	%
White	61,974	5,951	9.6
Black	9,364	1,434	15.3
American Indian	1,073	150	14.0
Asian/Pacific Islander	15,715	1,426	9.1
Other	11,227	1,679	14.9
TOTALS	99,353	10,640	10.7%
Hispanic*	22,810	3,099	13.6%

*People of Hispanic origin may be of any race.

POVERTY STATUS IN 1989 BY FAMILY TYPES (HOUSEHOLDS) AND AGE (Related Children Under 18)

Family Type	Total	Poverty	%
Married Couple Family (Households):	19,162	1,469	7.7
Children Under 5	7,699	700	9.1
Children 6 to 17	11,463	769	6.7
In Other Family:	6,467	2,495	38.6
Male Householder:	1,469	91	6.2
Children Under 5	501	36	7.2
Children 6 to 17	968	55	5.7
Female Householder:	4,998	2,404	48.1
Children Under 5	2,135	932	43.6
Children 6 to 17	2,863	1,472	54.9

Educational Attainment

Educational attainment of Hayward residents over the age of 25 shows that 23.7% have less than a High School diploma, 51.3% have a High School diploma and/or attended some college classes, and 25% have an Associate, Bachelor or Advanced degree. Between 1980 and 1990 the percentage of Hayward residents with a college degree nearly doubled. Correspondingly, the percentage with either an elementary or a High School education decreased.

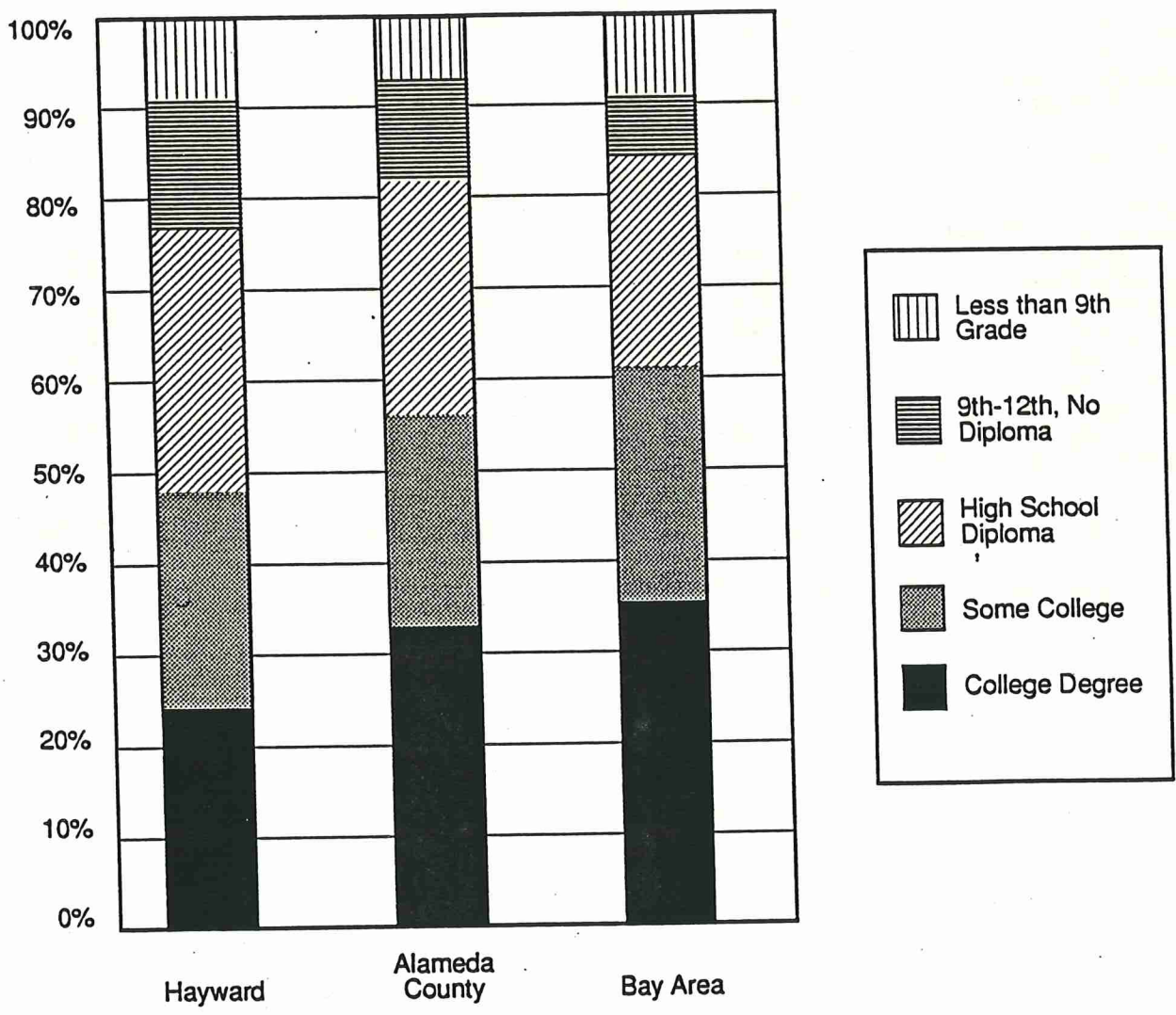
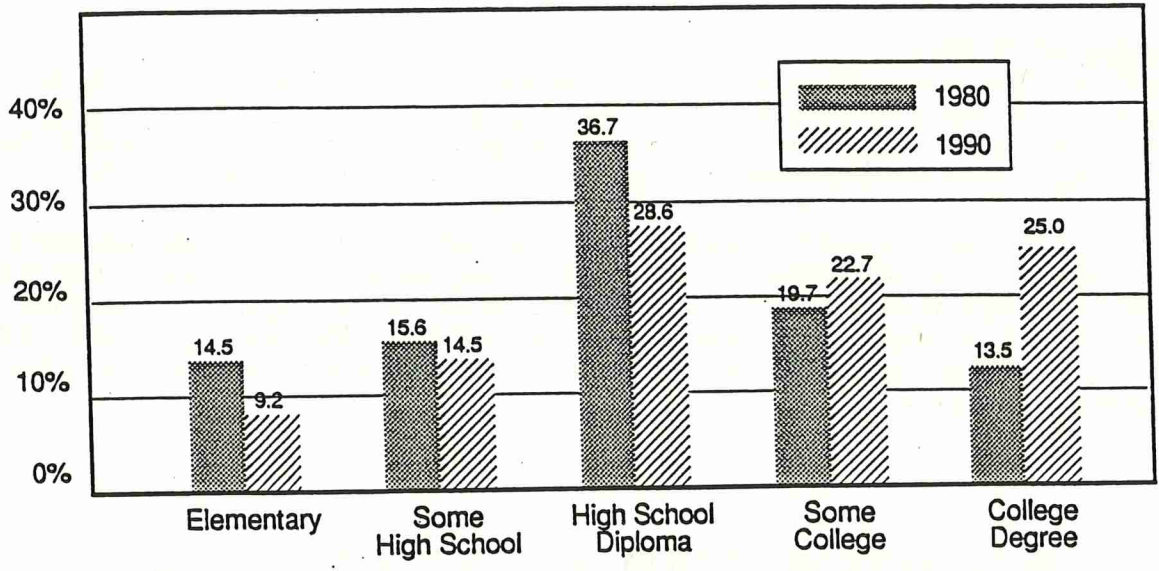
The educational attainment of Hayward residents compared with the residents of Alameda County and the Bay Area shows a significantly higher percentage of Alameda County and Bay Area residents with college degrees. Conversely, the data also shows a higher percentage of Hayward residents with either some high school and no diploma or having received a high school diploma.

EDUCATIONAL ATTAINMENT BY RACE AND HISPANIC ORIGIN: 1990 (People 25 and Older)

	Total	White	Black	American Indian	Asian/Pacific Islander	Other	Hispanic
Elementary	9.2	7.6	4.0	6.3	10.1	24.8	21.3
High School:							
No Diploma	14.5	15.2	8.9	26.9	10.0	20.6	18.2
Diploma	28.6	31.0	25.3	28.2	19.3	28.4	29.2
Some College, No Degree	22.7	23.0	33.6	26.4	19.1	16.4	17.4
Associate Degree	8.0	7.2	10.7	6.3	11.9	4.8	5.8
Bachelors Degree	12.4	11.4	12.0	2.9	23.4	3.5	6.1
Graduate Degree	4.6	4.5	5.6	2.8	6.2	1.4	1.9
TOTALS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* Does not add up to 100% due to rounding.

EDUCATIONAL ATTAINMENT: 1980-1990



EMPLOYMENT

Occupational Status

An analysis of Hayward residents employed by occupation shows a continued increase in the number of residents in "white collar" occupations and a stabilization or gradual decrease in the number employed in traditional "blue collar" occupations. Overall, the number of employed residents increased significantly between 1970, 1980 and 1990.

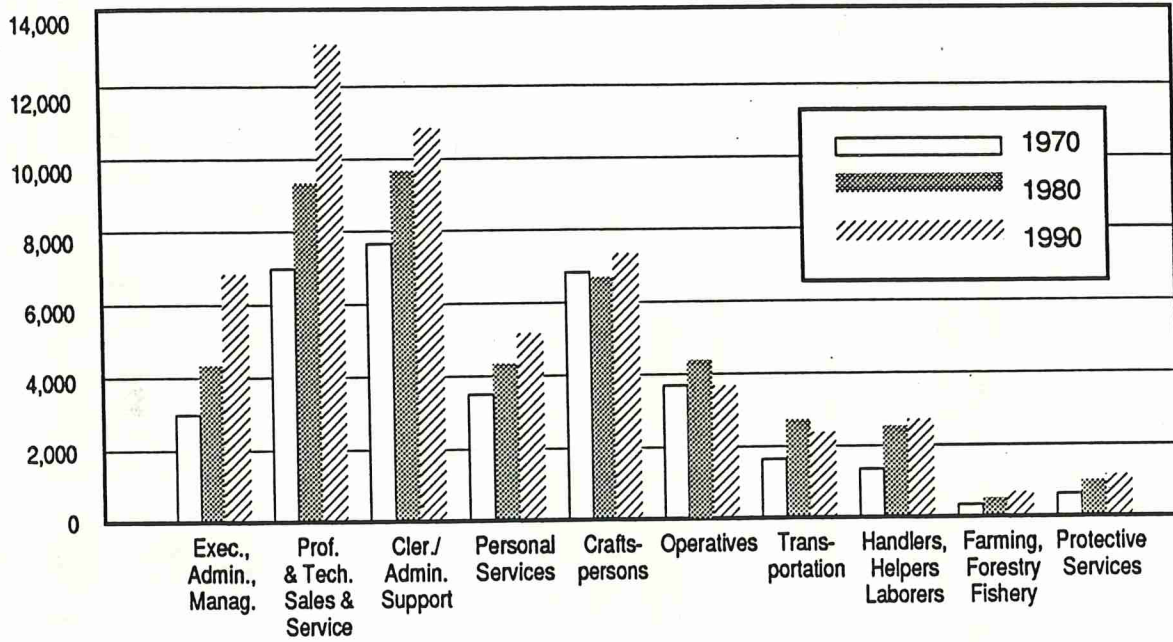
A higher percentage of Hayward residents occupy positions requiring less formal education than residents of either Alameda County or the Bay Area. These positions include clerical and administrative support, craftspersons, operatives, transportation and handlers, helpers, and laborers. Conversely, a lesser percentage of Hayward residents hold positions in professional and technical sales and services and executive, administrative, and managerial positions.

EMPLOYED RESIDENTS BY OCCUPATION: 1970-1990

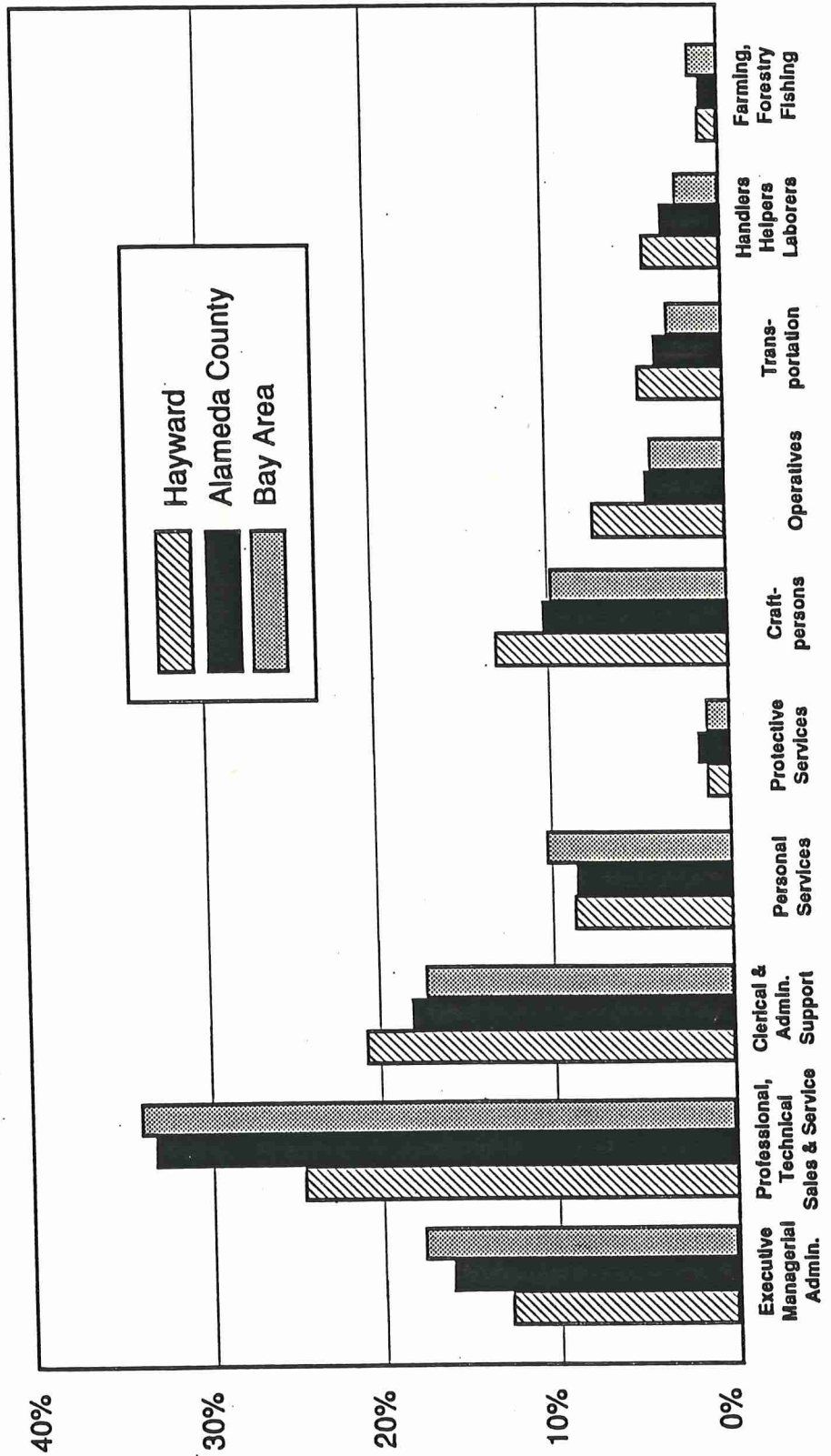
Occupation	1970	%	1980	%	1990	%*
Executive, Administrative: Managerial	2,520	6.9	4,269	9.4	7,063	12.7
Professional and Technical: Services	4,247	11.6	5,255	11.6	7,545	13.6
Sales	2,713	7.4	4,379	9.7	6,173	11.1
Clerical/Administration Support	7,869	21.5	9,921	21.9	11,447	20.6
Personal Services	3,507	9.6	4,354	9.6	5,246	9.4
Protective Services	462	1.3	696	1.5	821	1.5
Craftspersons	6,825	18.6	6,764	14.9	7,446	13.4
Operatives	4,932	13.5	4,432	9.8	3,864	7.0
Transportation Handlers,	1,900	5.2	2,372	5.2	2,584	4.7
Helpers and Laborers	1,562	4.3	2,426	5.4	2,655	4.8
Farming, Forestry, Fishery	102	.3	417	.9	637	1.1
TOTALS	36,639	100.0%	45,285	100.0	55,481	100.0%

* Does not add up to 100% due to rounding.

EMPLOYED RESIDENTS BY OCCUPATION: 1970-1990



EMPLOYED RESIDENTS BY OCCUPATION, 1990,
HAYWARD, ALAMEDA COUNTY, BAY AREA



Employment Sector

An analysis of Hayward residents employed by industry also illustrates dramatic growth in sectors such as communications, wholesale trade, financial services, and general service industries. At the same time, there has been a decline in the number employed in traditional manufacturing industries. These trends, which are not unique to Hayward, reflect a general restructuring of the Bay Area's economic base.

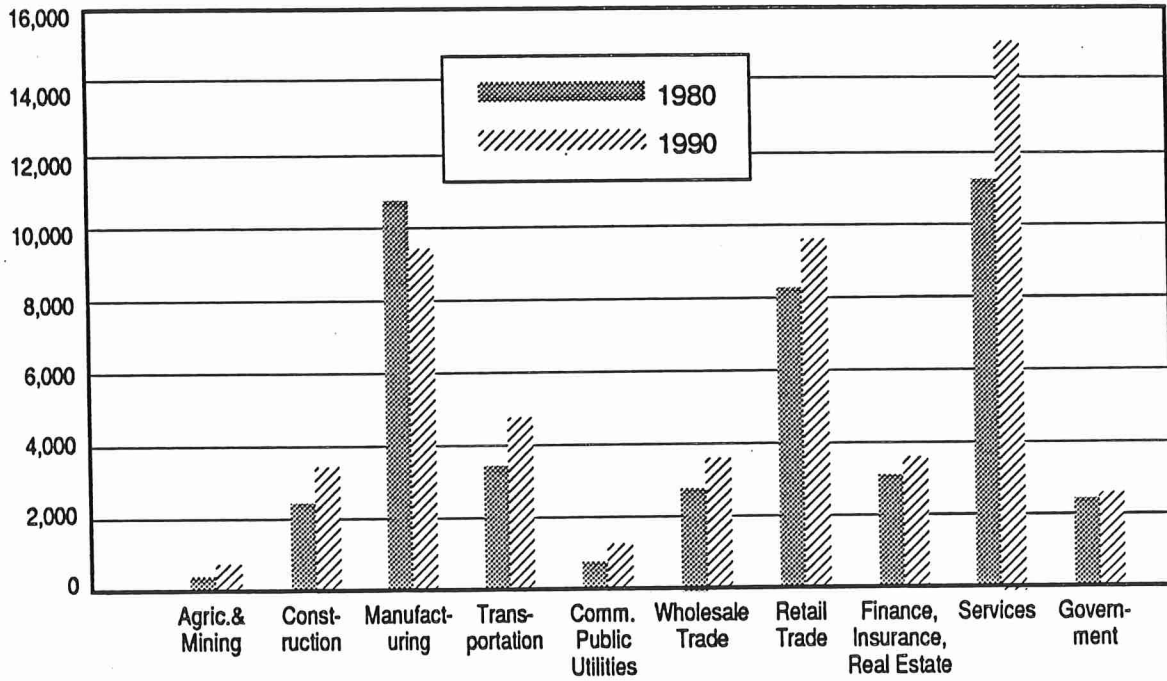
Hayward, when compared to Alameda County and the Bay Area has proportionally more jobs concentrated in transportation, wholesale trade, retail trade, and manufacturing. Many of these jobs are located in the numerous warehouse and distribution facilities located in Hayward as well as in manufacturing and assembling operations. The primary difference between Hayward and Alameda County and the Bay Area is the greater number of jobs in service industries located outside of Hayward. These jobs range from hospitality and entertainment to some "back office" clerical operations.

EMPLOYED RESIDENTS BY INDUSTRY: 1980-1990

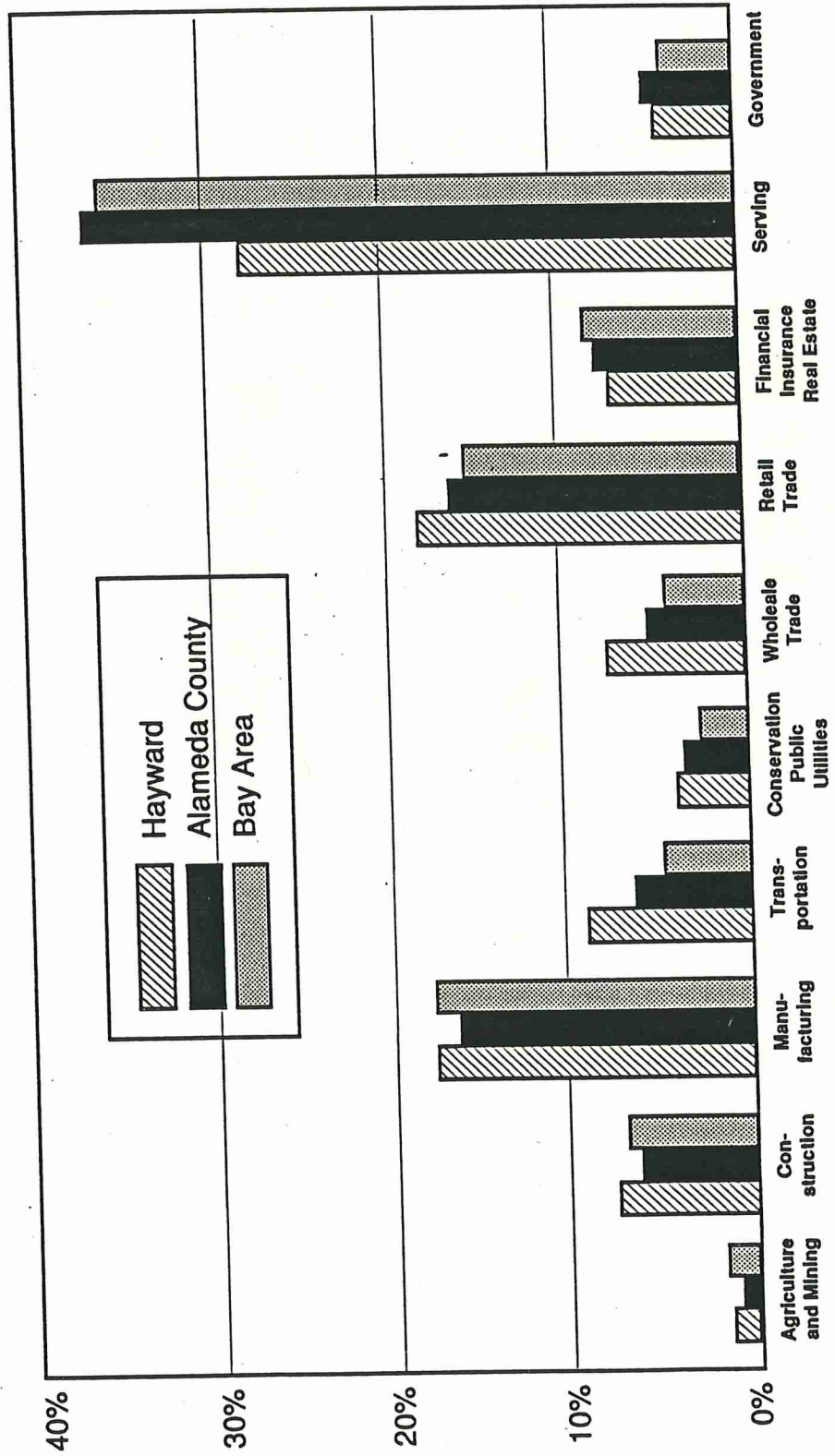
Industry	1980	%*	1990	%	Numerical Change	% Change
Agriculture and Mining	446	0.9	661	1.2	+215	+48.2
Construction	2,357	5.2	3,639	6.6	+1,282	+54.4
Manufacturing:						
Nondurable	3,351	7.4	3,334	6.0	-17	-0.5
Durable	7,557	16.7	6,452	11.6	-1,105	-14.6
Transportation	3,243	7.2	4,713	8.5	+1,470	+45.3
Communications/ Public Utilities	1,184	2.6	1,728	3.1	+544	+45.9
Wholesale Trade	2,724	6.0	3,935	7.1	+1,211	+44.5
Retail Trade	8,087	17.9	9,669	17.4	+1,582	+19.6
Finance, Insurance, Real Estate	2,726	6.0	3,818	6.9	+1,092	+40.1
Services	11,359	25.1	15,213	27.4	+3,854	+33.9
Government	2,251	4.9	2,319	4.2	+68	+3.0
TOTALS	45,285	100.0%	55,481	100.0%	+10,196	+22.5%

* Does not add up to 100.0% due to rounding.

EMPLOYED RESIDENTS BY INDUSTRY: 1980-1990



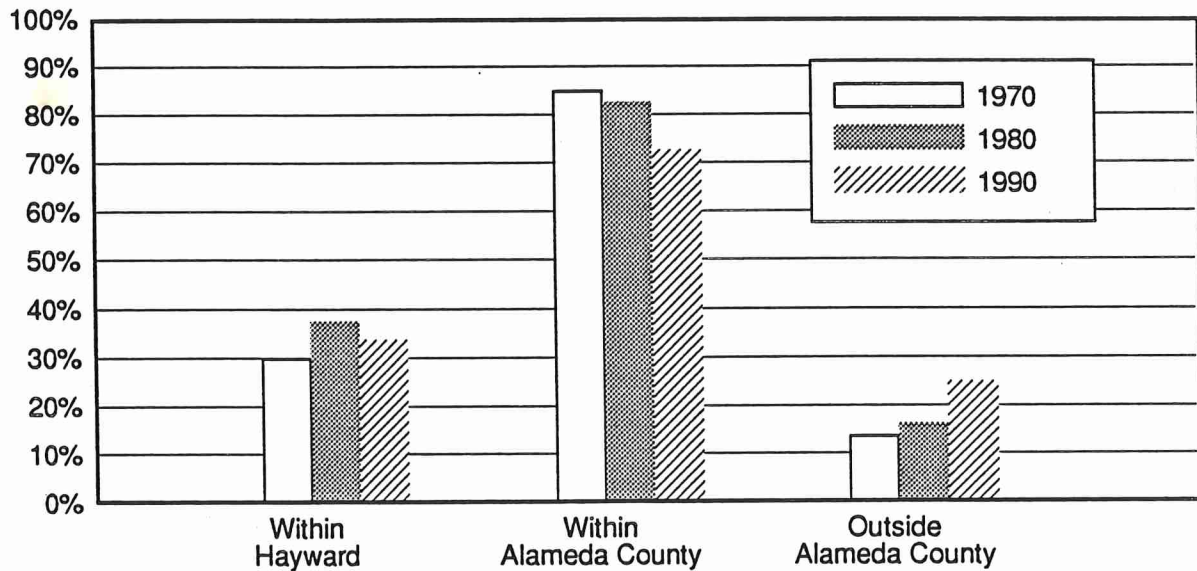
**EMPLOYED RESIDENTS BY INDUSTRY, 1990,
HAYWARD, ALAMEDA COUNTY, BAY AREA**



Place of Work

The percentage of Hayward residents who also work in Hayward has remained relatively constant since 1970. However, during the 1970s and 1980s there has been a significant increase in the percentage of Hayward residents working outside Alameda County, mainly in Santa Clara, San Mateo and Contra Costa counties.

EMPLOYED RESIDENTS BY PLACE OF WORK: 1970-1990



Commute Mode

Between 1980 and 1990 the percentage of workers using public transportation to reach their jobs increased by 38.8%, well above the 22.5% increase in overall workers. This increase did not, however, lead to a decrease in those workers using a private motor vehicle to reach their jobs. The percentage of workers relying on a car, truck or van actually increased from 85.6% to 85.9% of all workers. Even more revealing is the fact that those using carpools declined by over 6% while those driving alone increased by over 4%. Use of BART increased by 66.9%, but the fact remains that due to residence/work location diffusion in the East Bay, traditional forms of public transit can adequately service only a small proportion of all workers.

Hayward residents are more likely to rely on an automobile to reach their jobs than are residents of Alameda County or the Bay Area. 85.9% of Hayward residents use a car, truck or van, as opposed to 79.5% of Alameda County residents and 81.2% of Bay Area residents.

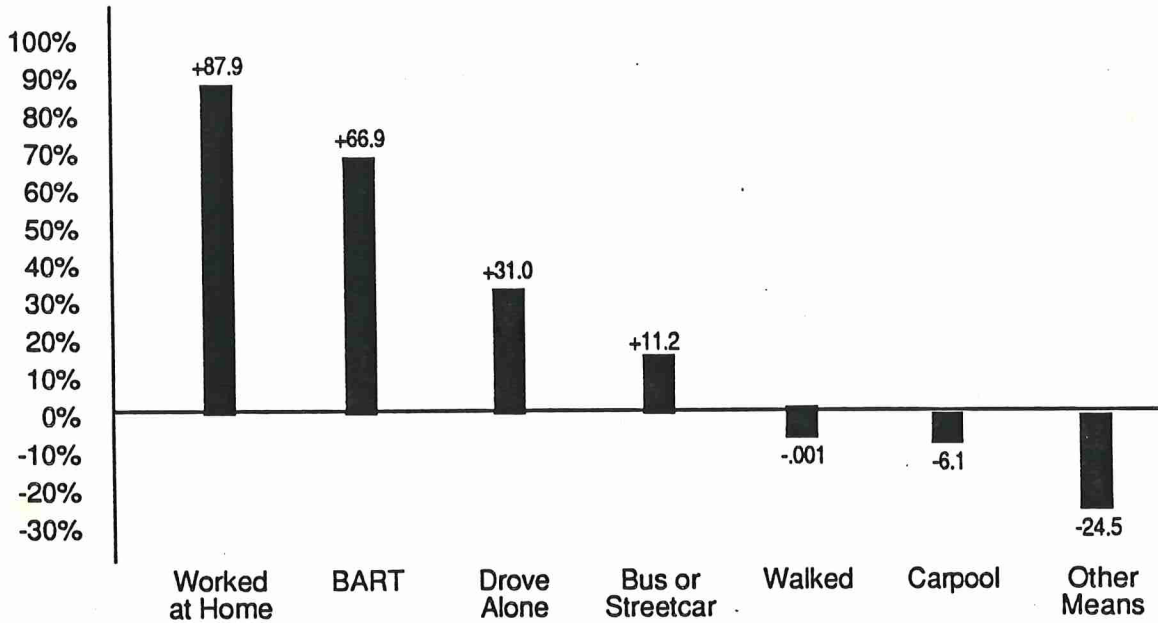
Hayward workers use public transportation less often; 7.8% use busses, trains or ferries, as opposed to 10.0% of Alameda County workers and 9.5% of Bay Area workers.

MEANS OF TRANSPORTATION TO WORK: 1980-1990 (Workers 16 Years of Age or Older)

Transportation	1980 Number	%	1990 Number	%	Number Change	% Change
Car, Truck or Van	37,748	85.6	46,428	85.9	+8,680	+23.0
Drove Alone	29,620	67.2	38,797	71.8	+9,177	+31.0
Carpooled	8,128	18.4	7,631	14.1	-497	-6.1
Public Transportation: 3,036		6.9	4,215	7.8	+1,179	+38.8
Bus or Streetcar	1,531	3.5	1,703	3.1	+172	+11.2
Train or Subway	1,505	3.4	2,512	4.7	+1,007	+66.9
Walked	1,263	2.9	1,261	2.3	-2	-.001
Worked at Home	518	1.2	969	1.8	+451	+87.1
Other Means*	1,508	3.4	1,139	2.1	-369	-24.5
TOTALS	44,073	100.0	54,012	100.0%	+9,939	+22.5

* Motorcycle, bicycle, other means.

COMMUTE MODE, PERCENTAGE CHANGE, 1980-1990



**MEANS OF TRANSPORTATION TO WORK, 1990
(Workers 16 Years of Age or Older)**

	Hayward	Alameda County	Bay Area
Car, Truck or Van	85.9%	79.5%	81.2%
Drove Alone	71.8	66.8	68.2
Carpooled	14.1	12.8	13.0
Public Transportation	7.8	10.0	9.5
Bus or Trolley	3.0	5.3	5.9
Streetcar	0.1	0.1	0.4
Subway or Elevated	4.3	4.2	2.5
Railroad	0.3	0.2	0.5
Ferryboat	N/A	0.1	0.1
Taxicab	0.04	0.1	0.1
Other Means			
Motorcycle	0.4	0.5	0.5
Bicycle	0.6	1.2	1.1
Walked	2.3	4.0	3.6
Worked at Home	1.8	3.9	3.4
Other Means	1.1	0.8	0.7
TOTALS	100.0%	100.0%	100.0%

Travel Time to Work

Hayward's central location between the major employment centers is reflected in the amount of time residents spend commuting to their jobs as compared to residents of either Alameda County or the Bay Area. Approximately 36.2% of Hayward residents take from thirty minutes to one hour to arrive at work, compared to 31.6% of Alameda County residents and 29.4% of Bay Areas Residents. The differences are also apparent in commutes of one-half hour or less, and of over one hour. Over 54.7% of Hayward residents reach their jobs within thirty minutes, as compared to 57.1% of Alameda County residents and 59.2% of Bay Area residents. On the other hand, a lesser percentage of Hayward residents spend more than one hour commuting as compared to Alameda County and Bay Area residents.

