



Community Profile

Rings: 1, 3, 5 mile radii

405 Westlake Center, Daly City, CA 94015,

Latitude: 37.7004

Longitude: -122.4820

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	29,257	215,291	556,120
2020 Total Population	31,667	220,112	572,868
2020 Group Quarters	174	2,072	5,817
2023 Total Population	31,905	221,130	574,547
2023 Group Quarters	173	2,073	5,817
2028 Total Population	31,737	221,488	574,975
2023-2028 Annual Rate	-0.11%	0.03%	0.01%
2023 Total Daytime Population	31,638	162,026	429,007
Workers	17,876	62,658	183,375
Residents	13,762	99,368	245,632
Household Summary			
2010 Households	10,055	68,137	193,534
2010 Average Household Size	2.89	3.11	2.83
2020 Total Households	10,330	70,016	198,591
2020 Average Household Size	3.05	3.11	2.86
2023 Total Households	10,354	70,462	199,461
2023 Average Household Size	3.06	3.11	2.85
2028 Total Households	10,269	70,392	198,978
2028 Average Household Size	3.07	3.12	2.86
2023-2028 Annual Rate	-0.16%	-0.02%	-0.05%
2010 Families	6,872	47,359	121,114
2010 Average Family Size	3.39	3.52	3.39
2023 Families	7,073	48,882	124,894
2023 Average Family Size	3.59	3.55	3.43
2028 Families	7,018	48,887	124,844
2028 Average Family Size	3.60	3.56	3.44
2023-2028 Annual Rate	-0.16%	0.00%	-0.01%
Housing Unit Summary			
2000 Housing Units	10,383	67,646	195,137
Owner Occupied Housing Units	46.9%	60.3%	55.8%
Renter Occupied Housing Units	51.0%	37.4%	41.5%
Vacant Housing Units	2.1%	2.3%	2.7%
2010 Housing Units	10,686	71,859	204,711
Owner Occupied Housing Units	44.2%	55.1%	53.0%
Renter Occupied Housing Units	49.9%	39.7%	41.5%
Vacant Housing Units	5.9%	5.2%	5.5%
2020 Housing Units	11,019	74,140	209,823
Vacant Housing Units	6.3%	5.6%	5.4%
2023 Housing Units	11,049	74,673	210,814
Owner Occupied Housing Units	44.4%	55.7%	55.1%
Renter Occupied Housing Units	49.3%	38.7%	39.5%
Vacant Housing Units	6.3%	5.6%	5.4%
2028 Housing Units	11,070	75,188	212,052
Owner Occupied Housing Units	44.9%	55.9%	55.2%
Renter Occupied Housing Units	47.9%	37.7%	38.7%
Vacant Housing Units	7.2%	6.4%	6.2%
Median Household Income			
2023	\$102,063	\$109,873	\$125,625
2028	\$117,308	\$127,215	\$149,204
Median Home Value			
2023	\$1,163,969	\$1,160,034	\$1,263,904
2028	\$1,193,255	\$1,201,276	\$1,309,713
Per Capita Income			
2023	\$45,594	\$49,106	\$62,761
2028	\$52,664	\$56,788	\$71,625
Median Age			
2010	37.5	39.0	39.5
2023	39.1	41.5	41.8
2028	40.4	43.1	43.1

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	10,354	70,462	199,461
<\$15,000	5.0%	5.4%	5.6%
\$15,000 - \$24,999	4.1%	4.2%	3.9%
\$25,000 - \$34,999	5.6%	3.7%	3.5%
\$35,000 - \$49,999	9.0%	7.8%	6.2%
\$50,000 - \$74,999	12.6%	12.3%	10.5%
\$75,000 - \$99,999	12.4%	11.4%	9.9%
\$100,000 - \$149,999	19.6%	19.1%	17.3%
\$150,000 - \$199,999	11.3%	12.7%	12.8%
\$200,000+	20.3%	23.4%	30.4%
Average Household Income	\$140,819	\$154,309	\$180,719
2028 Households by Income			
Household Income Base	10,269	70,392	198,978
<\$15,000	4.2%	4.5%	4.5%
\$15,000 - \$24,999	2.9%	2.9%	2.7%
\$25,000 - \$34,999	4.3%	2.8%	2.6%
\$35,000 - \$49,999	7.3%	6.1%	4.7%
\$50,000 - \$74,999	10.2%	10.7%	9.0%
\$75,000 - \$99,999	11.6%	10.6%	9.2%
\$100,000 - \$149,999	21.4%	19.6%	17.6%
\$150,000 - \$199,999	14.0%	14.7%	14.5%
\$200,000+	24.1%	28.2%	35.3%
Average Household Income	\$163,142	\$178,921	\$206,920
2023 Owner Occupied Housing Units by Value			
Total	4,902	41,581	116,132
<\$50,000	0.6%	1.3%	1.1%
\$50,000 - \$99,999	0.4%	0.5%	0.4%
\$100,000 - \$149,999	0.4%	0.8%	0.6%
\$150,000 - \$199,999	0.1%	0.4%	0.2%
\$200,000 - \$249,999	0.0%	0.2%	0.2%
\$250,000 - \$299,999	0.1%	0.4%	0.2%
\$300,000 - \$399,999	0.6%	1.1%	0.8%
\$400,000 - \$499,999	0.5%	1.2%	1.0%
\$500,000 - \$749,999	8.2%	9.2%	7.0%
\$750,000 - \$999,999	20.1%	21.9%	17.7%
\$1,000,000 - \$1,499,999	58.0%	41.0%	39.3%
\$1,500,000 - \$1,999,999	7.4%	14.4%	18.3%
\$2,000,000 +	3.7%	7.8%	13.2%
Average Home Value	\$1,168,727	\$1,200,814	\$1,316,344
2028 Owner Occupied Housing Units by Value			
Total	4,965	42,012	116,994
<\$50,000	0.4%	1.0%	0.9%
\$50,000 - \$99,999	0.3%	0.4%	0.3%
\$100,000 - \$149,999	0.3%	0.5%	0.3%
\$150,000 - \$199,999	0.0%	0.2%	0.1%
\$200,000 - \$249,999	0.0%	0.1%	0.1%
\$250,000 - \$299,999	0.1%	0.2%	0.1%
\$300,000 - \$399,999	0.3%	0.8%	0.6%
\$400,000 - \$499,999	0.3%	0.9%	0.7%
\$500,000 - \$749,999	6.1%	7.5%	5.5%
\$750,000 - \$999,999	19.2%	21.5%	17.0%
\$1,000,000 - \$1,499,999	59.3%	41.8%	39.3%
\$1,500,000 - \$1,999,999	9.1%	16.1%	20.4%
\$2,000,000 +	4.5%	8.9%	14.7%
Average Home Value	\$1,211,878	\$1,249,113	\$1,367,961

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.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	29,259	215,292	556,119
0 - 4	5.7%	5.0%	5.2%
5 - 9	5.1%	4.7%	4.7%
10 - 14	5.1%	5.0%	4.6%
15 - 24	15.0%	15.4%	12.6%
25 - 34	15.5%	14.6%	16.0%
35 - 44	14.1%	13.5%	15.2%
45 - 54	14.1%	14.6%	15.0%
55 - 64	12.2%	13.1%	13.1%
65 - 74	6.5%	7.3%	7.1%
75 - 84	4.5%	4.7%	4.6%
85 +	2.2%	2.0%	2.0%
18 +	80.7%	82.0%	82.5%
2023 Population by Age			
Total	31,905	221,132	574,547
0 - 4	5.0%	4.3%	4.4%
5 - 9	5.1%	4.7%	4.6%
10 - 14	5.4%	5.1%	4.9%
15 - 24	11.6%	11.2%	10.4%
25 - 34	16.8%	15.0%	15.0%
35 - 44	14.7%	14.5%	15.2%
45 - 54	11.9%	12.3%	13.1%
55 - 64	12.0%	12.9%	13.1%
65 - 74	10.2%	11.6%	11.3%
75 - 84	5.3%	6.0%	5.7%
85 +	2.0%	2.3%	2.2%
18 +	81.7%	83.0%	83.2%
2028 Population by Age			
Total	31,738	221,488	574,974
0 - 4	4.9%	4.3%	4.4%
5 - 9	4.8%	4.5%	4.4%
10 - 14	5.0%	4.8%	4.7%
15 - 24	11.2%	11.0%	10.3%
25 - 34	15.4%	12.4%	13.3%
35 - 44	15.3%	15.9%	15.8%
45 - 54	12.7%	13.0%	13.5%
55 - 64	11.4%	12.2%	12.4%
65 - 74	10.1%	11.5%	11.4%
75 - 84	6.5%	7.5%	7.2%
85 +	2.5%	2.9%	2.7%
18 +	82.4%	83.5%	83.7%
2010 Population by Sex			
Males	14,326	105,351	275,807
Females	14,930	109,939	280,313
2023 Population by Sex			
Males	15,701	109,450	286,487
Females	16,204	111,680	288,060
2028 Population by Sex			
Males	15,559	109,446	285,518
Females	16,177	112,042	289,456

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 28, 2023



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2010 Population by Race/Ethnicity			
Total	29,257	215,290	556,120
White Alone	30.7%	30.3%	38.7%
Black Alone	3.7%	4.4%	3.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	47.3%	49.9%	42.6%
Pacific Islander Alone	0.7%	0.5%	0.7%
Some Other Race Alone	12.0%	9.8%	8.8%
Two or More Races	5.2%	4.8%	5.0%
Hispanic Origin	23.8%	21.0%	19.8%
Diversity Index	78.5	76.3	76.6
2020 Population by Race/Ethnicity			
Total	31,667	220,112	572,868
White Alone	19.6%	21.6%	30.3%
Black Alone	2.5%	3.4%	3.1%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	50.9%	51.7%	43.7%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	15.4%	12.6%	11.1%
Two or More Races	9.9%	9.4%	10.4%
Hispanic Origin	24.6%	21.5%	20.0%
Diversity Index	79.1	77.5	79.1
2023 Population by Race/Ethnicity			
Total	31,905	221,130	574,546
White Alone	18.2%	20.1%	28.6%
Black Alone	2.5%	3.3%	3.1%
American Indian Alone	1.0%	0.8%	0.7%
Asian Alone	52.1%	53.0%	45.0%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	15.7%	12.8%	11.4%
Two or More Races	10.0%	9.5%	10.5%
Hispanic Origin	25.0%	21.8%	20.5%
Diversity Index	78.8	77.1	79.1
2028 Population by Race/Ethnicity			
Total	31,736	221,488	574,974
White Alone	16.2%	18.0%	26.1%
Black Alone	2.3%	3.2%	3.0%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	53.9%	54.6%	46.7%
Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	16.0%	13.3%	12.0%
Two or More Races	10.0%	9.6%	10.9%
Hispanic Origin	25.3%	22.2%	21.1%
Diversity Index	78.0	76.5	79.1
2010 Population by Relationship and Household Type			
Total	29,257	215,290	556,120
In Households	99.4%	98.3%	98.6%
In Family Households	83.4%	82.7%	78.5%
Householder	23.4%	22.0%	21.8%
Spouse	16.5%	15.5%	15.8%
Child	29.0%	27.6%	26.0%
Other relative	10.7%	12.4%	10.4%
Nonrelative	3.9%	5.2%	4.6%
In Nonfamily Households	16.0%	15.6%	20.1%
In Group Quarters	0.6%	1.7%	1.4%
Institutionalized Population	0.1%	0.3%	0.4%
Noninstitutionalized Population	0.4%	1.4%	1.0%

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.

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2023 Population 25+ by Educational Attainment			
Total	23,275	165,204	434,724
Less than 9th Grade	4.9%	6.9%	6.2%
9th - 12th Grade, No Diploma	3.0%	5.5%	4.5%
High School Graduate	18.3%	16.7%	14.3%
GED/Alternative Credential	1.9%	2.0%	1.9%
Some College, No Degree	18.6%	15.7%	13.8%
Associate Degree	9.6%	8.3%	7.4%
Bachelor's Degree	33.0%	32.2%	33.5%
Graduate/Professional Degree	10.7%	12.7%	18.4%
2023 Population 15+ by Marital Status			
Total	26,980	189,952	494,224
Never Married	40.4%	39.2%	39.0%
Married	48.1%	47.8%	48.7%
Widowed	4.9%	5.9%	5.2%
Divorced	6.6%	7.1%	7.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	19,527	130,822	350,552
Population 16+ Employed	95.5%	95.6%	96.2%
Population 16+ Unemployment rate	4.5%	4.4%	3.8%
Population 16-24 Employed	11.4%	9.8%	9.4%
Population 16-24 Unemployment rate	8.5%	9.2%	7.7%
Population 25-54 Employed	66.0%	65.0%	65.3%
Population 25-54 Unemployment rate	3.6%	3.7%	3.2%
Population 55-64 Employed	14.2%	16.8%	16.7%
Population 55-64 Unemployment rate	4.0%	4.0%	4.0%
Population 65+ Employed	8.4%	8.4%	8.6%
Population 65+ Unemployment rate	6.4%	4.8%	3.5%
2023 Employed Population 16+ by Industry			
Total	18,651	125,056	337,101
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	3.5%	4.3%	4.4%
Manufacturing	6.1%	5.4%	5.6%
Wholesale Trade	2.4%	1.7%	1.4%
Retail Trade	11.0%	9.6%	8.5%
Transportation/Utilities	12.0%	9.1%	8.0%
Information	2.1%	2.5%	4.2%
Finance/Insurance/Real Estate	6.8%	6.9%	6.7%
Services	52.3%	55.8%	56.7%
Public Administration	3.8%	4.7%	4.3%
2023 Employed Population 16+ by Occupation			
Total	18,648	125,058	337,102
White Collar	63.5%	64.4%	70.2%
Management/Business/Financial	16.9%	17.4%	20.6%
Professional	23.6%	27.7%	32.6%
Sales	11.3%	8.4%	7.2%
Administrative Support	11.8%	11.0%	9.8%
Services	20.5%	20.4%	16.6%
Blue Collar	16.0%	15.1%	13.1%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.6%	3.0%	2.9%
Installation/Maintenance/Repair	2.3%	1.7%	1.6%
Production	2.5%	3.0%	2.8%
Transportation/Material Moving	8.3%	7.3%	5.7%

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2010 Households by Type			
Total	10,055	68,133	193,533
Households with 1 Person	21.8%	19.9%	24.2%
Households with 2+ People	78.2%	80.1%	75.8%
Family Households	68.3%	69.5%	62.6%
Husband-wife Families	48.2%	49.2%	45.3%
With Related Children	22.9%	23.0%	20.7%
Other Family (No Spouse Present)	20.1%	20.3%	17.3%
Other Family with Male Householder	6.7%	6.4%	5.4%
With Related Children	2.7%	2.5%	2.2%
Other Family with Female Householder	13.5%	14.0%	11.9%
With Related Children	6.3%	6.2%	5.5%
Nonfamily Households	9.8%	10.6%	13.3%
All Households with Children	32.4%	32.5%	29.0%
Multigenerational Households	7.8%	9.3%	7.2%
Unmarried Partner Households	6.7%	6.3%	8.4%
Male-female	5.9%	4.7%	5.5%
Same-sex	0.9%	1.5%	2.9%
2010 Households by Size			
Total	10,053	68,137	193,534
1 Person Household	21.9%	19.9%	24.2%
2 Person Household	28.8%	27.3%	30.1%
3 Person Household	18.2%	18.2%	17.2%
4 Person Household	15.5%	15.9%	13.9%
5 Person Household	8.0%	8.2%	6.7%
6 Person Household	3.8%	4.5%	3.5%
7 + Person Household	3.8%	5.9%	4.4%
2010 Households by Tenure and Mortgage Status			
Total	10,055	68,134	193,534
Owner Occupied	47.0%	58.2%	56.1%
Owned with a Mortgage/Loan	34.9%	43.0%	41.4%
Owned Free and Clear	12.1%	15.1%	14.6%
Renter Occupied	53.0%	41.8%	43.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	37	40	42
Percent of Income for Mortgage	68.5%	63.4%	60.5%
Wealth Index	131	154	170
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,686	71,859	204,711
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	29,257	215,291	556,120
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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			
1.	Pacific Heights (2C)	Pacific Heights (2C)	Pacific Heights (2C)
2.	Trendsetters (3C)	Downtown Melting Pot (8D)	Laptops and Lattes (3A)
3.	Downtown Melting Pot (8D)	Trendsetters (3C)	Downtown Melting Pot (8D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$30,931,830	\$225,378,255	\$757,146,526
Average Spent	\$2,987.43	\$3,198.58	\$3,795.96
Spending Potential Index	136	145	173
Education: Total \$	\$26,810,904	\$202,405,504	\$685,649,976
Average Spent	\$2,589.42	\$2,872.55	\$3,437.51
Spending Potential Index	144	160	192
Entertainment/Recreation: Total \$	\$48,686,432	\$364,495,673	\$1,200,648,441
Average Spent	\$4,702.19	\$5,172.94	\$6,019.46
Spending Potential Index	124	137	159
Food at Home: Total \$	\$92,966,018	\$681,129,506	\$2,255,131,999
Average Spent	\$8,978.75	\$9,666.62	\$11,306.13
Spending Potential Index	132	142	166
Food Away from Home: Total \$	\$51,364,057	\$373,695,920	\$1,246,771,742
Average Spent	\$4,960.79	\$5,303.51	\$6,250.70
Spending Potential Index	133	142	168
Health Care: Total \$	\$84,205,608	\$634,898,754	\$2,086,501,432
Average Spent	\$8,132.66	\$9,010.51	\$10,460.70
Spending Potential Index	111	122	142
HH Furnishings & Equipment: Total \$	\$39,325,374	\$293,439,172	\$977,667,391
Average Spent	\$3,798.09	\$4,164.50	\$4,901.55
Spending Potential Index	129	141	166
Personal Care Products & Services: Total \$	\$13,156,208	\$96,891,847	\$320,569,425
Average Spent	\$1,270.64	\$1,375.09	\$1,607.18
Spending Potential Index	133	144	168
Shelter: Total \$	\$365,591,294	\$2,693,095,475	\$8,876,972,954
Average Spent	\$35,309.18	\$38,220.54	\$44,504.81
Spending Potential Index	143	154	180
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,821,905	\$277,192,558	\$912,364,477
Average Spent	\$3,459.72	\$3,933.93	\$4,574.15
Spending Potential Index	111	126	146
Travel: Total \$	\$30,648,961	\$230,649,031	\$759,552,315
Average Spent	\$2,960.11	\$3,273.38	\$3,808.02
Spending Potential Index	132	145	169
Vehicle Maintenance & Repairs: Total \$	\$15,975,742	\$117,266,948	\$384,197,329
Average Spent	\$1,542.95	\$1,664.26	\$1,926.18
Spending Potential Index	118	127	147

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.