

5 miles

Population Summary	
2010 Total Population	99,808
2020 Total Population	106,969
2020 Group Quarters	3,535
2024 Total Population	109,880
2024 Group Quarters	3,325
2029 Total Population	112,958
2024-2029 Annual Rate	0.55%
2024 Total Daytime Population	145,447
Workers	85,509
Residents	59,938
Household Summary	
2010 Households	35,114
2010 Average Household Size	2.75
2020 Total Households	37,523
2020 Average Household Size	2.76
2024 Households	39,144
2024 Average Household Size	2.72
2029 Households	41,139
2029 Average Household Size	2.66
2024-2029 Annual Rate	1.00%
2010 Families	24,150
2010 Average Family Size	3.28
2024 Families	26,169
2024 Average Family Size	3.31
2029 Families	27,305
2029 Average Family Size	3.25
2024-2029 Annual Rate	0.85%
Housing Unit Summary	
2000 Housing Units	34,846
Owner Occupied Housing Units	53.5%
Renter Occupied Housing Units	41.1%
Vacant Housing Units	5.4%
2010 Housing Units	37,866
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	40.7%
Vacant Housing Units	7.3%
2020 Housing Units	39,722
Owner Occupied Housing Units	50.6%
Renter Occupied Housing Units	43.8%
Vacant Housing Units	5.5%
2024 Housing Units	41,506
Owner Occupied Housing Units	50.3%
Renter Occupied Housing Units	44.0%
Vacant Housing Units	5.7%
2029 Housing Units	43,471
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	5.4%

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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2024 Households by Income

Household Income Base	39,144
<\$15,000	6.3%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	10.5%
\$200,000+	15.2%
Average Household Income	\$125,720

2029 Households by Income

Household Income Base	41,139
<\$15,000	5.6%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	12.5%
\$200,000+	18.1%
Average Household Income	\$143,490

2024 Owner Occupied Housing Units by Value

Total	20,871
<\$50,000	1.8%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	1.2%
\$300,000 - \$399,999	8.8%
\$400,000 - \$499,999	17.6%
\$500,000 - \$749,999	45.0%
\$750,000 - \$999,999	18.2%
\$1,000,000 - \$1,499,999	4.0%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	0.4%
Average Home Value	\$627,809

2029 Owner Occupied Housing Units by Value

Total	21,795
<\$50,000	0.9%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.2%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	9.3%
\$500,000 - \$749,999	48.2%
\$750,000 - \$999,999	28.0%
\$1,000,000 - \$1,499,999	7.7%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	1.1%
Average Home Value	\$744,631

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

Market Profile

380 New York St, Redlands, California, 92373
Drive distance: 5 mile radii

Prepared by Esri
Latitude: 34.05726
Longitude: -117.19479

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Median Household Income	
2024	\$92,126
2029	\$103,533
Median Home Value	
2024	\$601,615
2029	\$689,059
Per Capita Income	
2024	\$45,051
2029	\$52,527
Median Age	
2010	34.8
2020	36.7
2024	37.5
2029	38.8
2020 Population by Age	
Total	106,969
0 - 4	5.5%
5 - 9	6.1%
10 - 14	6.7%
15 - 24	13.9%
25 - 34	15.5%
35 - 44	12.8%
45 - 54	11.4%
55 - 64	11.7%
65 - 74	9.1%
75 - 84	4.7%
85 +	2.6%
18 +	77.9%
2024 Population by Age	
Total	109,880
0 - 4	5.5%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	13.7%
25 - 34	15.5%
35 - 44	14.0%
45 - 54	11.5%
55 - 64	10.9%
65 - 74	9.3%
75 - 84	5.3%
85 +	2.5%
18 +	79.2%
2029 Population by Age	
Total	112,956
0 - 4	5.4%
5 - 9	5.4%
10 - 14	5.7%
15 - 24	13.0%
25 - 34	14.5%
35 - 44	15.0%
45 - 54	11.8%
55 - 64	10.4%
65 - 74	9.6%
75 - 84	6.4%
85 +	2.7%
18 +	80.1%
2020 Population by Sex	

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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Males	50,943
Females	56,026
2024 Population by Sex	
Males	53,286
Females	56,594
2029 Population by Sex	
Males	54,601
Females	58,357
2010 Population by Race/Ethnicity	
Total	99,809
White Alone	62.0%
Black Alone	6.2%
American Indian Alone	0.9%
Asian Alone	12.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	12.7%
Two or More Races	5.1%
Hispanic Origin	30.9%
Diversity Index	75.8
2020 Population by Race/Ethnicity	
Total	106,969
White Alone	46.5%
Black Alone	6.3%
American Indian Alone	1.2%
Asian Alone	14.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	15.9%
Two or More Races	15.7%
Hispanic Origin	36.1%
Diversity Index	84.4
2024 Population by Race/Ethnicity	
Total	109,880
White Alone	43.6%
Black Alone	6.2%
American Indian Alone	1.2%
Asian Alone	15.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	17.0%
Two or More Races	16.3%
Hispanic Origin	38.3%
Diversity Index	85.6
2029 Population by Race/Ethnicity	
Total	112,959
White Alone	41.6%
Black Alone	6.1%
American Indian Alone	1.2%
Asian Alone	16.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	17.7%
Two or More Races	16.9%
Hispanic Origin	39.9%
Diversity Index	86.3

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	106,969
In Households	96.7%
Householder	35.2%
Opposite-Sex Spouse	16.4%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.1%
Same-Sex Unmarried Partner	0.1%
Biological Child	27.8%
Adopted Child	0.6%
Stepchild	1.2%
Grandchild	2.8%
Brother or Sister	1.7%
Parent	1.8%
Parent-in-law	0.5%
Son-in-law or Daughter-in-law	0.6%
Other Relatives	1.7%
Foster Child	0.1%
Other Nonrelatives	4.0%
In Group Quarters	3.3%
Institutionalized	1.1%
Noninstitutionalized	2.2%

2024 Population 25+ by Educational Attainment

Total	75,970
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	19.6%
GED/Alternative Credential	2.0%
Some College, No Degree	15.7%
Associate Degree	9.1%
Bachelor's Degree	22.3%
Graduate/Professional Degree	21.6%

2024 Population 15+ by Marital Status

Total	91,012
Never Married	38.5%
Married	46.4%
Widowed	5.5%
Divorced	9.6%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	53,938
Population 16+ Employed	94.4%
Population 16+ Unemployment rate	5.6%
Population 16-24 Employed	12.8%
Population 16-24 Unemployment rate	9.4%
Population 25-54 Employed	66.3%
Population 25-54 Unemployment rate	4.8%
Population 55-64 Employed	14.8%
Population 55-64 Unemployment rate	6.2%
Population 65+ Employed	6.1%
Population 65+ Unemployment rate	3.7%

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2024 Employed Population 16+ by Industry

Total	50,942
Agriculture/Mining	0.3%
Construction	5.6%
Manufacturing	4.9%
Wholesale Trade	1.8%
Retail Trade	11.1%
Transportation/Utilities	7.4%
Information	1.2%
Finance/Insurance/Real Estate	3.9%
Services	58.6%
Public Administration	5.2%

2024 Employed Population 16+ by Occupation

Total	50,943
White Collar	66.5%
Management/Business/Financial	13.9%
Professional	35.7%
Sales	7.7%
Administrative Support	9.3%
Services	16.1%
Blue Collar	17.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	2.3%
Production	2.6%
Transportation/Material Moving	8.4%

2020 Households by Type

Total	37,523
Married Couple Households	47.1%
With Own Children <18	19.2%
Without Own Children <18	27.8%
Cohabiting Couple Households	6.3%
With Own Children <18	2.4%
Without Own Children <18	3.9%
Male Householder, No Spouse/Partner	16.8%
Living Alone	9.7%
65 Years and over	3.0%
With Own Children <18	1.6%
Without Own Children <18, With Relatives	3.6%
No Relatives Present	1.9%
Female Householder, No Spouse/Partner	29.9%
Living Alone	14.5%
65 Years and over	7.0%
With Own Children <18	5.5%
Without Own Children <18, With Relatives	8.0%
No Relatives Present	1.9%

2020 Households by Size

Total	37,523
1 Person Household	24.2%
2 Person Household	30.1%
3 Person Household	16.6%
4 Person Household	14.9%
5 Person Household	7.7%
6 Person Household	3.8%
7 + Person Household	2.7%

Market Profile

380 New York St, Redlands, California, 92373
Drive distance: 5 mile radii

Prepared by Esri
Latitude: 34.05726
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2020 Households by Tenure and Mortgage Status

Total	37,523
Owner Occupied	53.6%
Owned with a Mortgage/Loan	39.1%
Owned Free and Clear	14.6%
Renter Occupied	46.4%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	61
Percent of Income for Mortgage	40.9%
Wealth Index	109

2020 Housing Units By Urban/ Rural Status

Total	39,722
Urban Housing Units	99.4%
Rural Housing Units	0.6%

2020 Population By Urban/ Rural Status

Total	106,969
Urban Population	99.1%
Rural Population	0.9%

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.

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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Top 3 Tapestry Segments

1.	Exurbanites (1E)
2.	Young and Restless (11B)
3.	Bright Young Professionals

2024 Consumer Spending

Apparel & Services: Total \$	\$103,383,502
Average Spent	\$2,641.11
Spending Potential Index	111
Education: Total \$	\$76,638,396
Average Spent	\$1,957.86
Spending Potential Index	113
Entertainment/Recreation: Total \$	\$173,445,877
Average Spent	\$4,430.97
Spending Potential Index	108
Food at Home: Total \$	\$316,469,220
Average Spent	\$8,084.74
Spending Potential Index	111
Food Away from Home: Total \$	\$174,170,116
Average Spent	\$4,449.47
Spending Potential Index	114
Health Care: Total \$	\$305,205,840
Average Spent	\$7,797.00
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$133,720,715
Average Spent	\$3,416.12
Spending Potential Index	108
Personal Care Products & Services: Total \$	\$44,908,084
Average Spent	\$1,147.25
Spending Potential Index	115
Shelter: Total \$	\$1,218,908,202
Average Spent	\$31,139.08
Spending Potential Index	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$135,578,237
Average Spent	\$3,463.58
Spending Potential Index	99
Travel: Total \$	\$133,586,025
Average Spent	\$3,412.68
Spending Potential Index	113
Vehicle Maintenance & Repairs: Total \$	\$62,167,831
Average Spent	\$1,588.18
Spending Potential Index	107

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.