

Demographic Summary		2024	2029
Population		109,880	112,958
Population 18+		87,008	90,447
Households		39,144	41,139
Median Household Income		\$92,126	\$103,533
Product/Consumer Behavior		Expected Number of Adults or	Percent MPI
Own Tablet		51,561	59.3%
Own E-Reader		14,541	16.7%
Own E-Reader/Tablet: Amazon Fire		9,857	11.3%
Own E-Reader/Tablet: Amazon Kindle		19,842	22.8%
Own E-Reader/Tablet: Apple iPad		35,336	40.6%
Own E-Reader/Tablet: Barnes & Noble Nook		1,994	2.3%
Own E-Reader/Tablet: Microsoft Surface		2,955	3.4%
Own E-Reader/Tablet: Samsung Galaxy Tab		9,824	11.3%
Own Portable MP3 Player		7,570	8.7%
Own Apple Watch Wearable Technology		18,108	20.8%
Own Fitbit Wearable Technology		12,767	14.7%
Own Garmin Wearable Technology		3,226	3.7%
Own Digital Camcorder		6,831	7.9%
Own Digital Point and Shoot Camera/Camcorder		8,613	9.9%
Own Digital SLR Camera or Camcorder		9,666	11.1%
Own 35mm Camera or Camcorder		6,387	7.3%
Own Telephoto/Zoom Lens for Camera		6,058	7.0%
Own Wide Angle Lens for Camera		4,511	5.2%
Own Selfie Stick for Camera or Phone		5,876	6.8%
Printed Digital Photos/12 Mo		22,212	25.5%
Use Computer at Work		39,855	45.8%
Use Desktop Computer at Work		16,291	18.7%
Use Laptop or Notebook Computer at Work		22,762	26.2%
HH Owns Computer		33,690	86.1%
HH Purchased Most Recent Home Computer/12 Mo		5,217	13.3%
HH Owns Desktop Computer		15,633	39.9%
HH Owns Laptop or Notebook		28,118	71.8%
HH Has Child (<18 Yrs) Using Home Computer		4,448	11.4%
HH Owns Apple/Mac Brand Computer		11,814	30.2%
HH Owns PC/Non-Apple Brand Computer		27,031	69.1%
HH Purchased Most Recent Home Computer 1-2 Yrs Ago		7,928	20.3%
HH Purchased Most Recent Home Computer 3-4 Yrs Ago		7,141	18.2%
HH Purchased Most Recent Home Computer 5+ Yrs Ago		6,598	16.9%
HH Purchased Most Recent Home Computer at Store		14,824	37.9%
HH Purchased Most Recent Home Computer Online		10,896	27.8%
HH Spent \$1-499 on Most Recent Home Computer		4,720	12.1%
HH Spent \$500-999 on Most Recent Home Computer		7,357	18.8%
HH Spent \$1K-1499 on Most Recent Home Computer		4,792	12.2%
HH Spent \$1500-1999 on Most Recent Home Computer		1,899	4.9%
HH Spent \$2K+ on Most Recent Home Computer		2,796	7.1%
HH Owns Webcam		9,959	25.4%
HH Owns Wireless Router		13,911	35.5%
HH Owns All-In-One Printer (Print Copy Scan)		22,405	57.2%
HH Owns Accounting Software		2,459	6.3%

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	1,714	4.4%	111
HH Owns Database or Filing Software	2,161	5.5%	105
HH Owns Desktop Publishing Software	2,482	6.3%	98
HH Owns Education or Training Software	3,807	9.7%	110
HH Owns Entertainment or Games Software	10,419	26.6%	104
HH Owns Personal Finance or Tax Prep Software	6,368	16.3%	103
HH Owns Presentation Graphics Software	2,463	6.3%	106
HH Owns Multimedia Software	3,601	9.2%	101
HH Owns Networking Software	3,531	9.0%	106
HH Owns Online Mtg or Conference Software	7,044	18.0%	113
HH Owns Online or Remote Backup Software	2,605	6.7%	107
HH Owns Security or Anti-Virus Software	9,394	24.0%	104
HH Owns Spreadsheet Software	10,941	28.0%	108
HH Owns Touch Screen Monitor	5,085	13.0%	103
HH Owns Utility Software	2,246	5.7%	107
HH Owns Web Authoring Software	663	1.7%	102
HH Owns Word Processing Software	14,756	37.7%	104
HH Owns CD Player	6,294	16.1%	97
HH Owns Portable GPS Device	6,465	16.5%	89
HH Owns Ear Buds Headphones	21,181	54.1%	104
HH Owns Bluetooth or Wireless Headphones	18,523	47.3%	105
HH Owns Noise Reduction Headphones	9,673	24.7%	111
HH Owns Headphones w/Microphone	9,847	25.2%	109
HH Owns Home Theater or Entertainment System	6,493	16.6%	105
HH Owns 1 TV	7,736	19.8%	107
HH Owns 2 TVs	10,986	28.1%	101
HH Owns 3 TVs	8,667	22.1%	99
HH Owns 4+ TVs	7,975	20.4%	92
HH Owns LCD TV	9,873	25.2%	103
HH Owns LED TV	17,036	43.5%	96
HH Owns OLED TV	3,383	8.6%	116
HH Owns Plasma TV	4,315	11.0%	108
HH Owns HDTV	12,835	32.8%	99
HH Owns 4K Ultra HDTV	11,996	30.6%	106
HH Owns Internet Connectable TV	15,724	40.2%	98
HH Owns <27 in Screen TV (Small)	4,559	11.6%	98
HH Owns 27-35 in Screen TV (Medium)	10,352	26.4%	96
HH Owns 36-42 in Screen TV (Large)	12,615	32.2%	98
HH Owns 43-54 in Screen TV (XL)	13,446	34.4%	99
HH Owns 55-69 in Screen TV (XXL)	14,542	37.2%	98
HH Owns 70 in+ Screen TV (XXXL)	3,573	9.1%	102
HH Most Recent TV Purchase: <27 in (Small)	1,789	4.6%	109
HH Most Recent TV Purchase: 27-35 in (Medium)	4,809	12.3%	100
HH Most Recent TV Purchase: 36-42 in (Large)	6,119	15.6%	96
HH Most Recent TV Purchase: 43-54 in (XL)	7,434	19.0%	98
HH Most Recent TV Purchase: 55-69 in (XXL)	10,720	27.4%	98
HH Most Recent TV Purchase: 70+ in (XXXL)	2,850	7.3%	104
HH Owns Internet Video Device for TV	21,006	53.7%	102
HH Owns Amazon Fire Internet Device for TV	10,449	26.7%	102
HH Owns Apple TV Internet Device for TV	4,575	11.7%	123
HH Owns Google Chromecast Intrnt Device for TV	3,372	8.6%	114
HH Owns Roku Internet Device for TV	9,706	24.8%	93

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Handheld Video Game System	8,109	20.7%	111
HH Owns Video Game System Attached to TV/Comp	16,651	42.5%	104
HH Owns Nintendo DS/2DS/3DS Video Game System	2,776	7.1%	111
HH Owns Nintendo Switch Video Game System	7,227	18.5%	111
HH Owns Nintendo Wii/Wii U Video Game System	3,265	8.3%	101
HH Owns PlayStation 2/3 Video Game System	2,815	7.2%	104
HH Owns PlayStation 4 Video Game System	6,583	16.8%	106
HH Owns PlayStation 5 Video Game System	2,404	6.1%	121
HH Owns Xbox 360 Video Game System	3,446	8.8%	99
HH Owns Xbox One Video Game System	4,335	11.1%	96
HH Owns Xbox Series X Video Game System	1,156	3.0%	105
HH Purchased Video Game System/12 Mo	4,069	10.4%	133
HH Purchased 1 Video Game/12 Mo	853	2.2%	103
HH Purchased 2 Video Games/12 Mo	1,165	3.0%	106
HH Purchased 3 Video Games/12 Mo	843	2.2%	107
HH Purchased 4 Video Games/12 Mo	786	2.0%	115
HH Purchased 5+ Video Games/12 Mo	2,532	6.5%	106
HH Spent \$1-100 on Video Games/12 Mo	3,557	9.1%	108
HH Spent \$101-200 on Video Games/12 Mo	1,933	4.9%	109
HH Spent \$201+ on Video Games/12 Mo	1,497	3.8%	105
HH Purchased Video Game from Disc Dept Store/12 Mo	766	2.0%	98
HH Purchased Video Game from Electronics Store/12 Mo	1,334	3.4%	117
HH Purchased Video Games from Game Console/12 Mo	2,015	5.1%	102
HH Purchased Video Game from GameStop/12 Mo	2,734	7.0%	109
HH Purchased Video Game from Steam/12 Mo	980	2.5%	108
HH Purchased Video Game from Oth Online/12 Mo	3,298	8.4%	114
HH Purchased Video Game System/Disc Dept Store/12 Mo	384	1.0%	101
HH Purchased Video Game System/Electr Store/12 Mo	819	2.1%	124
HH Purchased Video Game System/GameStop/12 Mo	708	1.8%	96
HH Purchased Video Game System/Other Online/12 Mo	1,218	3.1%	110
Have Internet Access at Home	84,647	97.3%	101
Broadband/High Speed Internet Connection at Home	81,257	93.4%	101
Cable Modem Internet Connection at Home	37,276	42.8%	104
DSL Internet Connection at Home	6,132	7.0%	78
Fiber Optic Internet Connection at Home	18,574	21.3%	116
Satellite Service Internet Connection at Home	2,394	2.8%	76
Spend <0.5 Hrs Online (Excluding Email) Daily	3,618	4.2%	90
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	6,469	7.4%	96
Spend 1-1.9 Hrs Online (Excluding Email) Daily	14,689	16.9%	100
Spend 2-4.9 Hrs Online (Excluding Email) Daily	26,352	30.3%	98
Spend 5-9.9 Hrs Online (Excluding Email) Daily	21,058	24.2%	107
Spend 10+ Hrs Online (Excluding Email) Daily	9,904	11.4%	104
Used Internet/30 Days	84,932	97.6%	101
Used Internet at Home/30 Days	81,594	93.8%	101
Used Internet at Work/30 Days	35,875	41.2%	101
Used Internet at School or Library/30 Days	7,915	9.1%	105
Used Internet Not Home/Work/School/Library/30 Days	33,489	38.5%	102
Used Computer to Access Internet/30 Days	70,223	80.7%	103
Used Cell Phone to Access Internet/30 Days	76,193	87.6%	102
Used Tablet to Access Internet/30 Days	32,488	37.3%	104
Used Vid Game Console to Access Internet/30 Days	9,638	11.1%	104
Used TV to Access Internet/30 Days	25,567	29.4%	102
Used Internet for Email/30 Days	74,774	85.9%	102
Used Internet for IM/30 Days	72,129	82.9%	103
Used Internet for Phone Call/30 Days	35,050	40.3%	106
Used Internet for Video Chat/30 Days	32,644	37.5%	109

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Electronics and Internet Market Potential

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

Prepared by Esri
Latitude: 34.05726
Longitude: -117.19479

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	63,983	73.5%	102
Used Internet for Business Purchase/30 Days	12,392	14.2%	105
Used Internet for Latest News/30 Days	46,919	53.9%	103
Used Internet for Sports News or Info/30 Days	25,407	29.2%	104
Used Internet for Financial Info/30 Days	27,679	31.8%	103
Used Internet for Medical Info/30 Days	30,032	34.5%	106
Used Internet for Movie Listings/Times/30 Days	13,943	16.0%	103
Used Internet for Parenting Info/30 Days	4,163	4.8%	105
Used Internet for Real Estate Info/30 Days	15,093	17.3%	112
Used Internet for Recipes/30 Days	45,663	52.5%	100
Used Internet to Add Video to Website/30 Days	6,711	7.7%	108
Used Internet to Download Movie/30 Days	5,760	6.6%	106
Used Internet to Download Music/30 Days	13,863	15.9%	105
Used Internet to Download TV Program/30 Days	2,790	3.2%	97
Used Internet to Download Video Game/30 Days	12,423	14.3%	103
Used Internet to Look for Employment/30 Days	11,817	13.6%	107
Used Internet for Online Dating/30 Days	3,249	3.7%	107
Used Internet to Pay Bills/30 Days	56,762	65.2%	103
Used Internet to Play Games/30 Days	31,768	36.5%	97
Used Internet to Research Vehicle Purch/30 Days	9,670	11.1%	108
Used Internet to Send Greeting Card/30 Days	4,161	4.8%	117
Used Internet to Share Photos on Website/30 Days	23,904	27.5%	101
Used Internet to Take Online Class/30 Days	12,321	14.2%	121
Used Internet to Trade/Track Investments/30 Days	18,636	21.4%	113
Used Internet for Travel Plans/30 Days	21,977	25.3%	111
Used Internet to Visit Blogs/30 Days	11,223	12.9%	113
Used Internet to Write Blogs/30 Days	1,173	1.3%	110
Used Internet to Visit Chat Room/30 Days	5,752	6.6%	122
Used Internet to Watch Movie/30 Days	31,958	36.7%	108
Used Internet to Watch TV Program/30 Days	20,144	23.2%	103
Used Nintendo Switch Online Gaming Svc/30 Days	4,508	5.2%	121
Used PlayStation Network Gaming Svc/30 Days	6,619	7.6%	108
Used Xbox Network Gaming Svc/30 Days	4,558	5.2%	96
Played Massive Multi-Player Online Game/30 Days	2,219	2.6%	105
Used Spanish Language Website or App/30 Days	6,866	7.9%	149
Social Media: Used Facebook/30 Days	51,522	59.2%	94
Social Media: Used Instagram/30 Days	37,996	43.7%	115
Social Media: Used LinkedIn/30 Days	14,437	16.6%	114
Social Media: Used Reddit/30 Days	11,721	13.5%	118
Social Media: Used Shutterfly/30 Days	2,149	2.5%	105
Social Media: Used Snapchat/30 Days	15,838	18.2%	91
Social Media: Used TikTok/30 Days	19,531	22.4%	98
Social Media: Used Tumblr/30 Days	1,702	2.0%	108
Social Media: Used Twitch/30 Days	4,123	4.7%	115
Social Media: Used Twitter/30 Days	17,264	19.8%	111
Social Media: Used Yelp/30 Days	7,971	9.2%	154
Social Media: Used YouTube/30 Days	49,463	56.8%	107
Social Media: Used Pinterest/30 Days	14,550	16.7%	94

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	8,566	9.8%	106
Social Media: Clicked on Ad/30 Days	12,571	14.4%	102
Social Media: Commented on Friend's Post/30 Days	31,723	36.5%	93
Social Media: Communicated Via IM/30 Days	20,072	23.1%	98
Social Media: Followed/Became Fan/30 Days	19,341	22.2%	100
Social Media: Invited People to Event/30 Days	3,770	4.3%	101
Social Media: Liked Something/30 Days	26,869	30.9%	96
Social Media: Played Game/30 Days	13,272	15.3%	94
Social Media: Posted Blog/30 Days	1,374	1.6%	111
Social Media: Posted/Shared Video/30 Days	15,464	17.8%	103
Social Media: Posted Picture/30 Days	31,937	36.7%	97
Social Media: Posted Update/30 Days	22,216	25.5%	92
Social Media: Posted Website Link/30 Days	7,156	8.2%	101
Social Media: Posted/Shared My Location/30 Days	4,869	5.6%	101
Social Media: Rated Product or Service/30 Days	6,306	7.2%	101
Social Media: Saw Friend's Profile/30 Days	35,101	40.3%	98
Social Media: Sent Email/Text Message/30 Days	36,697	42.2%	98
Social Media: Sent Real/Virtual Gift/30 Days	1,718	2.0%	117
Social Media: Updated My Profile/30 Days	13,614	15.6%	97
Social Media: Watched Video/30 Days	38,849	44.6%	101
IM/Video Chat: Used Facebook Messenger/30 Days	37,087	42.6%	90
IM/Video Chat: Used FaceTime/30 Days	28,221	32.4%	106
IM/Video Chat: Used Google Meet/30 Days	4,595	5.3%	116
IM/Video Chat: Used Microsoft Teams/30 Days	11,735	13.5%	110
IM/Video Chat: Used Skype/30 Days	3,835	4.4%	113
IM/Video Chat: Used Slack/30 Days	3,138	3.6%	116
IM/Video Chat: Used Snapchat/30 Days	11,662	13.4%	94
IM/Video Chat: Used WhatsApp/30 Days	22,901	26.3%	140
IM/Video Chat: Used Zoom/30 Days	28,686	33.0%	119
Social Media: Follow Friends/Family Very Important	19,136	22.0%	99
Social Media: Meet New Friends Very Important	6,046	6.9%	103
Social Media: Keep in Touch Very Important	35,360	40.6%	100
Social Media: Reconnect w/People Very Important	16,040	18.4%	103
Social Media: Ntwrk w/Prof Contacts Very Important	5,985	6.9%	107
Social Media: Find Mutual Interests Very Important	6,212	7.1%	111
Social Media: Learn About Prods/Svcs Very Important	4,855	5.6%	108
Social Media: Rate/Review Prods/Svcs Very Important	4,018	4.6%	106
Social Media: Find Local Info Very Important	9,162	10.5%	103
Social Media: Find TV/Movie Info Very Important	5,738	6.6%	107
Social Media: Access to VIP Events Very Important	3,382	3.9%	107
Social Media: Get Exclusive Offers Very Important	5,488	6.3%	105
Social Media: Play Games Very Important	5,411	6.2%	101
Social Media: Support Fav Co/Brands Very Important	3,304	3.8%	103
Social Media: Track News/Events Very Important	8,510	9.8%	106
Used Bing Website or Search Engine/30 Days	7,362	8.5%	100
Used Google Website or Search Engine/30 Days	75,362	86.6%	101
Used Yahoo Website or Search Engine/30 Days	14,368	16.5%	102

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Used Indeed Job/Careers Website or App/30 Days	13,040	15.0%	102
Used Zillow Website or App/30 Days	21,380	24.6%	114
Used BuzzFeed Entertainment Website/App/30 Days	4,350	5.0%	106
Used Fandango Entertainment Website/App/30 Days	1,824	2.1%	114
Used ABC News Website or App/30 Days	7,213	8.3%	109
Used BBC News Website or App/30 Days	5,773	6.6%	123
Used CBS News Website or App/30 Days	4,985	5.7%	105
Used CNN Website or App/30 Days	15,088	17.3%	115
Used Fox News Website or App/30 Days	11,155	12.8%	93
Used HuffPost News Website or App/30 Days	3,624	4.2%	109
Used NBC News Website or App/30 Days	5,273	6.1%	104
Used Yahoo! News Website or App/30 Days	8,126	9.3%	111
Used ESPN Sports Website or App/30 Days	14,463	16.6%	102
Used Fox Sports Website or App/30 Days	4,901	5.6%	94
Used MLB Sports Website or App/30 Days	4,538	5.2%	124
Used NBA Sports Website or App/30 Days	3,958	4.5%	129
Used NFL Sports Website or App/30 Days	5,892	6.8%	103
Used PBS Website or App/30 Days	2,788	3.2%	109
Used Telemundo Website or App/30 Days	4,207	4.8%	154
Social Media: Follow Actors/Comedians	24,462	28.1%	108
Social Media: Follow Artists/Photographers	17,943	20.6%	113
Social Media: Follow Charitable Groups	12,816	14.7%	99
Social Media: Follow Chefs/Restaurants	18,429	21.2%	103
Social Media: Follow Companies/Brands	21,481	24.7%	106
Social Media: Follow Gamers	7,394	8.5%	106
Social Media: Follow Hobby-Related Groups	25,309	29.1%	96
Social Media: Follow Local Groups	19,563	22.5%	92
Social Media: Follow Magazines	8,685	10.0%	110
Social Media: Follow Medical/Ailment Groups	6,766	7.8%	96
Social Media: Follow Music Groups	23,891	27.5%	105
Social Media: Follow Newspapers	11,537	13.3%	104
Social Media: Follow Oth Celebrities	14,986	17.2%	111
Social Media: Follow Political Groups	11,594	13.3%	98
Social Media: Follow Politicians	11,468	13.2%	103
Social Media: Follow Religious Groups	11,022	12.7%	88
Social Media: Follow School Groups	13,441	15.4%	91
Social Media: Follow Sports/Athletes	19,537	22.5%	105
Social Media: Follow Travel-Related Groups	13,982	16.1%	111
Social Media: Follow TV Programs/Networks	17,949	20.6%	101

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