

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 HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	54,515	62.7%	99
Bought Women`s Clothing/12 Mo	45,509	52.3%	100
Bought Shoes/12 Mo	65,189	74.9%	100
Bought Fine Jewelry/12 Mo	19,624	22.6%	103
Bought Watch/12 Mo	11,727	13.5%	102
Automobiles (Households)			
HH Owns or Leases Any Vehicle	35,431	90.5%	100
HH Bought or Leased New Vehicle/12 Mo	3,859	9.9%	107
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	77,472	89.0%	99
Bought or Changed Motor Oil/12 Mo	44,122	50.7%	95
Had Vehicle Tune-Up/12 Mo	21,837	25.1%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	31,227	35.9%	96
Drank Beer or Ale/6 Mo	34,224	39.3%	103
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,613	9.9%	101
Own Digital SLR Camera or Camcorder	9,666	11.1%	107
Printed Digital Photos/12 Mo	22,212	25.5%	98
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	30,932	35.6%	98
Have a Smartphone	82,277	94.6%	101
Have Android Phone (Any Brand) Smartphone	30,500	35.1%	91
Have Apple iPhone Smartphone	53,508	61.5%	107
HH Owns 1 Cell Phone	10,945	28.0%	93
HH Owns 2 Cell Phones	14,701	37.6%	95
HH Owns 3+ Cell Phones	12,727	32.5%	114
HH Has Cell Phone Only (No Landline Telephone)	27,254	69.6%	97
Computers (Households)			
HH Owns Computer	33,690	86.1%	102
HH Owns Desktop Computer	15,633	39.9%	103
HH Owns Laptop or Notebook	28,118	71.8%	104
HH Owns Apple/Mac Brand Computer	11,814	30.2%	122
HH Owns PC/Non-Apple Brand Computer	27,031	69.1%	98
HH Purchased Most Recent Home Computer at Store	14,824	37.9%	102
HH Purchased Most Recent Home Computer Online	10,896	27.8%	102
HH Spent \$1-499 on Most Recent Home Computer	4,720	12.1%	87
HH Spent \$500-999 on Most Recent Home Computer	7,357	18.8%	99
HH Spent \$1K-1499 on Most Recent Home Computer	4,792	12.2%	108
HH Spent \$1500-1999 on Most Recent Home Computer	1,899	4.9%	120
HH Spent \$2K+ on Most Recent Home Computer	2,796	7.1%	117

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 HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	52,271	60.1%	92
Bought Brewed Coffee at C-Store/30 Days	10,529	12.1%	97
Bought Cigarettes at C-Store/30 Days	3,915	4.5%	74
Bought Gas at C-Store/30 Days	27,932	32.1%	80
Spent \$1-19 at C-Store/30 Days	6,342	7.3%	107
Spent \$20-39 at C-Store/30 Days	7,385	8.5%	102
Spent \$40-50 at C-Store/30 Days	5,458	6.3%	94
Spent \$51-99 at C-Store/30 Days	4,138	4.8%	84
Spent \$100+ at C-Store/30 Days	16,084	18.5%	78
Entertainment (Adults)			
Attended Movie/6 Mo	41,327	47.5%	108
Went to Live Theater/12 Mo	7,953	9.1%	105
Went to Bar or Night Club/12 Mo	15,382	17.7%	100
Dined Out/12 Mo	47,989	55.2%	99
Gambled at Casino/12 Mo	11,250	12.9%	109
Visited Theme Park/12 Mo	15,672	18.0%	115
Viewed Movie (Video-on-Demand)/30 Days	9,113	10.5%	111
Viewed TV Show (Video-on-Demand)/30 Days	6,308	7.2%	110
Used Internet to Download Movie/30 Days	5,760	6.6%	106
Downloaded Individual Song/6 Mo	17,815	20.5%	105
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
Played (Console) Video or Electronic Game/12 Mo	10,858	12.5%	99
Played (Portable) Video or Electronic Game/12 Mo	6,088	7.0%	102
Financial (Adults)			
Have 1st Home Mortgage	31,604	36.3%	99
Used ATM or Cash Machine/12 Mo	55,066	63.3%	103
Own Any Stock	14,226	16.4%	110
Own U.S. Savings Bonds	6,741	7.7%	105
Own Shares in Mutual Fund (Stocks)	12,180	14.0%	105
Own Shares in Mutual Fund (Bonds)	7,535	8.7%	104
Have Interest Checking Account	32,800	37.7%	97
Have Non-Interest Checking Account	31,019	35.7%	97
Have Savings Account	64,585	74.2%	102
Have 401(k) Retirement Savings Plan	21,389	24.6%	101
Own or Used Any Credit/Debit Card/12 Mo	80,999	93.1%	100
Avg \$1-110 Monthly Credit Card Expenditures	7,971	9.2%	90
Avg \$111-225 Monthly Credit Card Expenditures	5,785	6.6%	96
Avg \$226-450 Monthly Credit Card Expenditures	7,935	9.1%	104
Avg \$451-700 Monthly Credit Card Expenditures	8,737	10.0%	108
Avg \$701-1000 Monthly Credit Card Expenditures	7,515	8.6%	111
Avg \$1001-2000 Monthly Credit Card Expenditures	11,567	13.3%	111
Avg \$2001+ Monthly Credit Card Expenditures	11,806	13.6%	108
Did Banking Online/12 Mo	50,583	58.1%	102
Did Banking by Mobile Device/12 Mo	42,975	49.4%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	36,823	94.1%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	29,979	76.6%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	7,928	20.3%	98
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	23,375	59.7%	102
HH Used Fresh Fruit or Vegetables/6 Mo	34,997	89.4%	101
HH Used Fresh Milk/6 Mo	31,543	80.6%	98
HH Used Organic Food/6 Mo	12,108	30.9%	121
Health (Adults)			
Exercise at Home 2+ Times/Wk	44,667	51.3%	106
Exercise at Club 2+ Times/Wk	11,102	12.8%	109
Visited Doctor/12 Mo	68,411	78.6%	99
Used Vitamins or Dietary Supplements/6 Mo	58,709	67.5%	102
Home (Households)			
HH Did Home Improvement/12 Mo	13,747	35.1%	97
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	14,283	36.5%	104
HH Purchased Low Ticket HH Furnishing/12 Mo	8,708	22.2%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	9,972	25.5%	99
HH Bought Small Kitchen Appliance/12 Mo	9,783	25.0%	100
HH Bought Large Kitchen Appliance/12 Mo	6,115	15.6%	97
Insurance (Adults/Households)			
Currently Carry Life Insurance	41,570	47.8%	93
Personally Carry Any Med/Hosp/Accident Insur	73,765	84.8%	100
Homeowner Carries Home/Personal Property Insurance	49,772	57.2%	95
Renter Carries Home/Pers Property Insurance	11,804	13.6%	106
HH Has 1 Vehicle Covered w/Auto Insurance	12,616	32.2%	101
HH Has 2 Vehicles Covered w/Auto Insurance	12,496	31.9%	101
HH Has 3+ Vehicles Covered w/Auto Insurance	9,768	25.0%	96
Pets (Households)			
HH Owns Any Pet	18,338	46.9%	93
HH Owns Cat	7,932	20.3%	86
HH Owns Dog	13,610	34.8%	90
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	16,639	19.1%	112
Buying American Is Important: 4-Agr Cmpl	21,622	24.9%	85
Buy Based on Quality Not Price: 4-Agr Cmpl	13,123	15.1%	104
Buy on Credit Rather Than Wait: 4-Agr Cmpl	11,177	12.8%	103
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	8,478	9.7%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	11,396	13.1%	116
Buy Based on Price Not Brands: 4-Agr Cmpl	22,747	26.1%	98
Reading (Adults)			
Bought Digital Book/12 Mo	16,158	18.6%	102
Bought Hardcover Book/12 Mo	23,162	26.6%	99
Bought Paperback Book/12 Mo	29,873	34.3%	100
Read Daily Newspaper (Paper Version)	9,506	10.9%	101
Read Digital Newspaper/30 Days	54,253	62.4%	106
Read Magazine (Paper/Electronic Vers)/6 Mo	77,402	89.0%	102

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Retail 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 HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	61,327	70.5%	99
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	19,413	22.3%	96
Went to Fast Food/Drive-In Restaurant/6 Mo	79,133	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	33,082	38.0%	96
Ordered Eat-In Fast Food/6 Mo	24,451	28.1%	97
Ordered Home Delivery Fast Food/6 Mo	12,260	14.1%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	42,134	48.4%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,472	25.8%	114
Television & Electronics (Adults/Households)			
Own Tablet	51,561	59.3%	103
Own E-Reader	14,541	16.7%	106
Own E-Reader/Tablet: Apple iPad	35,336	40.6%	111
HH Owns Internet Connectable TV	15,724	40.2%	98
Own Portable MP3 Player	7,570	8.7%	97
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 Subscribes to Cable TV	12,888	32.9%	107
HH Subscribes to Fiber Optic TV	2,748	7.0%	137
HH Owns Portable GPS Device	6,465	16.5%	89
HH Purchased Video Game System/12 Mo	4,069	10.4%	133
HH Owns Internet Video Device for TV	21,006	53.7%	102
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	50,792	58.4%	100
Took 3+ Domestic Non-Business Trips/12 Mo	13,627	15.7%	96
Spent \$1-999 on Domestic Vacations/12 Mo	10,351	11.9%	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,097	7.0%	102
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,923	4.5%	102
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,380	5.0%	97
Spent \$3K+ on Domestic Vacations/12 Mo	8,520	9.8%	101
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,148	7.1%	113
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	32,209	37.0%	123
Took 3+ Foreign Trips by Plane/3 Yrs	6,384	7.3%	135
Spent \$1-999 on Foreign Vacations/12 Mo	5,943	6.8%	122
Spent \$1K-2999 on Foreign Vacations/12 Mo	3,695	4.2%	127
Spent \$3K+ on Foreign Vacations/12 Mo	6,776	7.8%	131
Used General Travel Site: Foreign Trip/3 Yrs	6,725	7.7%	138
Spent Night at Hotel or Motel/12 Mo	44,191	50.8%	100
Took Cruise of More Than One Day/3 Yrs	7,826	9.0%	106
Member of Frequent Flyer Program	27,601	31.7%	114
Member of Hotel Rewards Program	25,351	29.1%	100

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