



Market Profile

City of Upland
 Upland city, CA (0681344)
 Place

Upland city, CA ...

Population Summary	
2000 Total Population	68,556
2010 Total Population	73,732
2015 Total Population	75,687
2015 Group Quarters	670
2020 Total Population	77,735
2015-2020 Annual Rate	0.54%
Household Summary	
2000 Households	24,617
2000 Average Household Size	2.76
2010 Households	25,823
2010 Average Household Size	2.83
2015 Households	26,452
2015 Average Household Size	2.84
2020 Households	27,091
2020 Average Household Size	2.84
2015-2020 Annual Rate	0.48%
2010 Families	18,983
2010 Average Family Size	3.26
2015 Families	19,422
2015 Average Family Size	3.27
2020 Families	19,875
2020 Average Family Size	3.28
2015-2020 Annual Rate	0.46%
Housing Unit Summary	
2000 Housing Units	25,540
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	3.6%
2010 Housing Units	27,355
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	39.8%
Vacant Housing Units	5.6%
2015 Housing Units	28,228
Owner Occupied Housing Units	52.2%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	6.3%
2020 Housing Units	29,014
Owner Occupied Housing Units	51.5%
Renter Occupied Housing Units	41.9%
Vacant Housing Units	6.6%
Median Household Income	
2015	\$62,155
2020	\$72,587
Median Home Value	
2015	\$411,567
2020	\$479,240
Per Capita Income	
2015	\$30,680
2020	\$34,295
Median Age	
2010	36.2
2015	36.9
2020	37.7

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income

Household Income Base	26,452
<\$15,000	9.9%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	7.2%
\$200,000+	7.3%

Average Household Income \$87,231

2020 Households by Income

Household Income Base	27,091
<\$15,000	9.1%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	8.6%
\$200,000+	8.2%

Average Household Income \$97,857

2015 Owner Occupied Housing Units by Value

Total	14,724
<\$50,000	1.4%
\$50,000 - \$99,999	3.6%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	4.7%
\$200,000 - \$249,999	5.9%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	19.9%
\$400,000 - \$499,999	20.4%
\$500,000 - \$749,999	23.9%
\$750,000 - \$999,999	4.9%
\$1,000,000 +	3.2%

Average Home Value \$444,178

2020 Owner Occupied Housing Units by Value

Total	14,930
<\$50,000	1.2%
\$50,000 - \$99,999	3.0%
\$100,000 - \$149,999	3.1%
\$150,000 - \$199,999	4.3%
\$200,000 - \$249,999	5.7%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	14.6%
\$400,000 - \$499,999	15.7%
\$500,000 - \$749,999	33.8%
\$750,000 - \$999,999	8.4%
\$1,000,000 +	4.5%

Average Home Value \$505,435

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.

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2010 Population by Age	
Total	73,732
0 - 4	6.2%
5 - 9	6.5%
10 - 14	7.2%
15 - 24	14.8%
25 - 34	13.8%
35 - 44	13.2%
45 - 54	14.5%
55 - 64	11.7%
65 - 74	6.5%
75 - 84	3.9%
85 +	1.6%
18 +	75.5%
2015 Population by Age	
Total	75,687
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.5%
15 - 24	14.5%
25 - 34	14.6%
35 - 44	12.5%
45 - 54	13.3%
55 - 64	12.6%
65 - 74	8.1%
75 - 84	4.1%
85 +	1.8%
18 +	77.3%
2020 Population by Age	
Total	77,735
0 - 4	6.1%
5 - 9	5.8%
10 - 14	6.1%
15 - 24	12.8%
25 - 34	15.6%
35 - 44	13.1%
45 - 54	12.2%
55 - 64	12.4%
65 - 74	9.3%
75 - 84	4.8%
85 +	1.9%
18 +	78.5%
2010 Population by Sex	
Males	35,550
Females	38,182
2015 Population by Sex	
Males	36,618
Females	39,069
2020 Population by Sex	
Males	37,718
Females	40,017

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

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2010 Population by Race/Ethnicity

Total	73,732
White Alone	65.6%
Black Alone	7.3%
American Indian Alone	0.7%
Asian Alone	8.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	12.9%
Two or More Races	4.8%
Hispanic Origin	38.0%
Diversity Index	76.6

2015 Population by Race/Ethnicity

Total	75,687
White Alone	63.3%
Black Alone	7.2%
American Indian Alone	0.7%
Asian Alone	9.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	14.1%
Two or More Races	5.2%
Hispanic Origin	41.5%
Diversity Index	78.7

2020 Population by Race/Ethnicity

Total	77,735
White Alone	61.4%
Black Alone	7.1%
American Indian Alone	0.7%
Asian Alone	10.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	15.0%
Two or More Races	5.5%
Hispanic Origin	45.4%
Diversity Index	80.2

2010 Population by Relationship and Household Type

Total	73,732
In Households	99.1%
In Family Households	86.8%
Householder	25.7%
Spouse	18.2%
Child	34.2%
Other relative	5.9%
Nonrelative	2.8%
In Nonfamily Households	12.3%
In Group Quarters	0.9%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment

Total	50,679
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	19.3%
GED/Alternative Credential	2.0%
Some College, No Degree	26.4%
Associate Degree	9.6%
Bachelor's Degree	19.2%
Graduate/Professional Degree	11.5%

2015 Population 15+ by Marital Status

Total	61,648
Never Married	36.0%
Married	48.3%
Widowed	4.9%
Divorced	10.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%
Civilian Unemployed	7.7%

2015 Employed Population 16+ by Industry

Total	35,586
Agriculture/Mining	0.5%
Construction	6.1%
Manufacturing	9.4%
Wholesale Trade	3.2%
Retail Trade	12.8%
Transportation/Utilities	6.2%
Information	1.8%
Finance/Insurance/Real Estate	6.9%
Services	48.5%
Public Administration	4.6%

2015 Employed Population 16+ by Occupation

Total	35,586
White Collar	65.0%
Management/Business/Financial	15.4%
Professional	20.1%
Sales	14.1%
Administrative Support	15.3%
Services	18.0%
Blue Collar	17.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	3.2%
Production	4.7%
Transportation/Material Moving	5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	25,823
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	73.5%
Husband-wife Families	51.9%
With Related Children	24.2%
Other Family (No Spouse Present)	21.6%
Other Family with Male Householder	6.0%
With Related Children	3.4%
Other Family with Female Householder	15.6%
With Related Children	9.8%
Nonfamily Households	6.5%
All Households with Children	37.8%
Multigenerational Households	6.3%
Unmarried Partner Households	6.8%
Male-female	5.9%
Same-sex	0.8%

2010 Households by Size

Total	25,823
1 Person Household	20.0%
2 Person Household	31.4%
3 Person Household	18.4%
4 Person Household	16.1%
5 Person Household	8.5%
6 Person Household	3.4%
7 + Person Household	2.3%

2010 Households by Tenure and Mortgage Status

Total	25,823
Owner Occupied	57.9%
Owned with a Mortgage/Loan	45.2%
Owned Free and Clear	12.7%
Renter Occupied	42.1%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Exurbanites (1E)
3. Savvy Suburbanites (1D)

2015 Consumer Spending

Apparel & Services: Total \$	\$72,917,188
Average Spent	\$2,756.59
Spending Potential Index	119
Computers & Accessories: Total \$	\$8,290,648
Average Spent	\$313.42
Spending Potential Index	123
Education: Total \$	\$51,510,881
Average Spent	\$1,947.33
Spending Potential Index	128
Entertainment/Recreation: Total \$	\$100,567,411
Average Spent	\$3,801.88
Spending Potential Index	115
Food at Home: Total \$	\$159,229,227
Average Spent	\$6,019.55
Spending Potential Index	115
Food Away from Home: Total \$	\$102,496,459
Average Spent	\$3,874.81
Spending Potential Index	118
Health Care: Total \$	\$137,466,926
Average Spent	\$5,196.84
Spending Potential Index	110
HH Furnishings & Equipment: Total \$	\$55,834,282
Average Spent	\$2,110.78
Spending Potential Index	115
Investments: Total \$	\$88,092,397
Average Spent	\$3,330.27
Spending Potential Index	121
Retail Goods: Total \$	\$763,212,878
Average Spent	\$28,852.75
Spending Potential Index	113
Shelter: Total \$	\$532,708,196
Average Spent	\$20,138.67
Spending Potential Index	122
TV/Video/Audio: Total \$	\$39,453,899
Average Spent	\$1,491.53
Spending Potential Index	114
Travel: Total \$	\$61,500,020
Average Spent	\$2,324.97
Spending Potential Index	119
Vehicle Maintenance & Repairs: Total \$	\$34,182,674
Average Spent	\$1,292.25
Spending Potential Index	116

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 30, 2015