

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025

**BRIXMOR**<sup>®</sup>

Latitude: 34.107185 Longitude: -117.661968

Upland Town Square Upland, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	97,344	413,154	1,270,511
	Population Est 23Q1	97,133	412,912	1,271,864
	Population Est 22Q4	97,085	413,118	1,271,630
	Population Est 22Q3	97,001	412,852	1,270,393
	Population Est 22Q2	97,092	412,887	1,269,724
	Population Est 22Q1	97,223	413,209	1,269,530
	Population Est 21Q4	97,236	412,616	1,268,016
	Population Est 21Q3	97,353	413,205	1,266,665
	Population Est 21Q2	97,185	413,221	1,266,754
	Population Fcst	102,692	437,996	1,343,359
	2010 Census Population	89,287	391,278	1,177,571
	2000 Census Population	84,515	371,095	1,043,799
	1990 Census Population	76,831	336,317	899,963
	Current Year Daytime Population	103,485	428,443	1,394,355
	Average Seasonal Population	326	1,594	5,234
	Historical Annual Growth, 1990 – 2000	0.96%	0.99%	1.49%
	Historical Annual Growth, 2000 – 2010	0.55%	0.53%	1.21%
	Estimated Annual Growth, 2010 – CY	0.61%	0.38%	0.53%
	Projected Annual Growth, CY to Y5	1.08%	1.17%	1.12%
	Group Qtrs Est	2,430	10,039	27,082
	Transient Est Average Last 4 Qtrs	1,072	16,489	29,012
Households	Current Year Estimated Households	32,998	132,025	383,024
	Households Est 23Q1	32,941	131,941	383,367
	Households Est 22Q4	32,920	132,009	383,331
	Households Est 22Q3	32,902	131,917	382,927
	Households Est 22Q2	32,943	131,956	382,698
	Households Est 22Q1	32,985	132,079	382,685
	Households Est 21Q4	32,984	131,899	382,064
	Households Est 21Q3	33,028	132,108	381,754
	Households Est 21Q2	32,957	132,059	381,750
	Households Fcst	34,805	139,810	404,788
	2010 Census Households	29,947	121,016	342,028
	2000 Census Households	29,393	114,844	305,127
	1990 Census Households	27,894	109,486	279,168
	Historical Annual Growth, 1990 – 2000	0.52%	0.48%	0.89%
	Historical Annual Growth, 2000 – 2010	0.19%	0.52%	1.15%
	Estimated Annual Growth, 2010 – CY	0.68%	0.61%	0.80%
	Projected Annual Growth, CY to Y5	1.07%	1.15%	1.11%
	Population per Household	2.88	3.05	3.25

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Upland Town Square Upland, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	2.4%	2.4%	2.8%
	HH Income \$250,000 to \$499,999	2.9%	2.9%	3.4%
	HH Income \$200,000 to \$249,999	6.7%	6.9%	7.8%
	HH Income \$175,000 to \$199,999	5.8%	5.0%	5.8%
	HH Income \$150,000 to \$174,999	7.1%	7.3%	8.1%
	HH Income \$100,000 to 149,999	19.1%	19.9%	20.8%
	HH Income \$75,000 to 99,999	14.3%	13.6%	13.4%
	HH Income \$50,000 to 74,999	15.1%	15.6%	14.7%
	HH Income \$35,000 to 49,999	8.4%	8.5%	7.8%
	HH Income \$25,000 to 34,999	6.4%	6.2%	5.5%
	HH Income \$15,000 to 24,999	5.3%	5.6%	4.7%
	HH Income \$0 to 14,999	6.6%	6.2%	5.3%
	Average Household Income	\$111,941	\$112,849	\$120,992
	Median Household Income	\$88,993	\$88,913	\$97,163
	Per Capita Income	\$38,372	\$36,543	\$36,830
	Average Disposable Income	\$89,010	\$89,201	\$94,924
	Median Disposable Income	\$76,504	\$76,411	\$82,975
	Discretionary HH Income Over \$150,000	2.3%	3.1%	3.0%
	Discretionary HH Income \$125,000 to \$149,999	7.2%	6.6%	8.0%
	Discretionary HH Income \$100,000 to \$124,999	8.8%	7.5%	8.6%
	Discretionary HH Income \$75,000 to \$99,999	12.7%	12.9%	14.7%
	Discretionary HH Income \$50,000 to \$74,999	20.3%	20.0%	20.5%
	Discretionary HH Income \$25,000 to \$49,999	25.9%	26.5%	25.1%
	Discretionary HH Income Under \$25,000	22.8%	23.4%	20.1%
	Average Discretionary HH Income	\$59,610	\$58,931	\$62,934
	Median Discretionary HH Income	\$51,245	\$50,130	\$55,180
	Householder White – Count	9,751	36,142	92,499
	Median HH Income	\$104,190	\$100,786	\$107,692
	Average HH Income	\$108,282	\$106,066	\$109,924
	Householder Black or African-American – Count	2,240	7,945	21,209
	Median HH Income	\$57,616	\$63,698	\$78,733
	Average HH Income	\$70,931	\$75,887	\$89,743
	Householder Hispanic – Count	14,508	62,492	184,737
	Median HH Income	\$85,519	\$85,658	\$91,788
	Average HH Income	\$92,510	\$93,468	\$98,868
	Householder Asian or Pacific Islander – Count	2,383	10,052	41,634
	Median HH Income	\$102,567	\$94,341	\$107,545
	Average HH Income	\$106,095	\$101,732	\$109,233
	Householder Other or Pacific Islander – Count	4,117	15,394	42,944
	Median HH Income	\$91,851	\$97,493	\$108,046
	Average HH Income	\$98,020	\$103,131	\$110,654

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Gender	Male Population	46,908	200,104	622,744
	Female Population	50,436	213,050	647,767
Total Population by Age	Count of Pop 0 to 4 years	5,430	22,759	69,333
	Count of Pop 0 to 7 years	7,592	31,967	98,490
	Count of Pop 5 - 13	9,999	42,976	134,699
	Count of Pop 14 - 18	5,151	22,741	71,596
	Count of Pop 19 - 22	5,392	23,969	74,691
	Count of Pop 22 - 25	4,102	18,287	56,499
	Count of Pop 25 - 29	6,613	28,508	88,889
	Count of Pop 30 - 34	7,140	29,750	89,221
	Count of Pop 35 - 39	7,000	28,626	86,088
	Count of Pop 40 - 44	6,504	26,978	83,368
	Count of Pop 45 - 59	17,577	75,287	240,904
	Count of Pop 60 - 74	15,256	63,860	195,743
	Count of Pop 75 - 84	5,155	21,264	58,565
	Count of Pop 85+	2,026	8,148	20,915
	% of Pop 0 to 4 years	5.6%	5.5%	5.5%
	% of Pop 0 to 7 years	7.8%	7.7%	7.8%
	% of Pop 5 - 13	10.3%	10.4%	10.6%
	% of Pop 14 - 18	5.3%	5.5%	5.6%
	% of Pop 19 - 22	5.5%	5.8%	5.9%
	% of Pop 22 - 25	4.2%	4.4%	4.4%
	% of Pop 25 - 29	6.8%	6.9%	7.0%
	% of Pop 30 - 34	7.3%	7.2%	7.0%
	% of Pop 35 - 39	7.2%	6.9%	6.8%
	% of Pop 40 - 44	6.7%	6.5%	6.6%
	% of Pop 45 - 59	18.1%	18.2%	19.0%
	% of Pop 60 - 74	15.7%	15.5%	15.4%
	% of Pop 75 - 84	5.3%	5.1%	4.6%
	% of Pop 85+	2.1%	2.0%	1.6%
	Median Age	38.5	38.1	37.9
	Average Age	39.9	39.5	39.2
Male Population by Age	% of Pop 0 to 4 years	5.9%	5.8%	5.7%
	% of Pop 5 - 13	10.7%	10.9%	11.0%
	% of Pop 14 - 18	5.6%	5.7%	5.8%
	% of Pop 19 - 22	5.8%	6.1%	6.1%
	% of Pop 22 - 25	4.4%	4.6%	4.6%
	% of Pop 25 - 29	7.0%	7.2%	7.3%
	% of Pop 30 - 34	7.5%	7.4%	7.2%
	% of Pop 35 - 39	7.4%	7.1%	6.9%
	% of Pop 40 - 44	6.8%	6.6%	6.6%
	% of Pop 45 - 59	17.7%	17.9%	18.6%
	% of Pop 75 - 84	4.6%	4.5%	4.1%
	% of Pop 60 - 74	14.9%	14.7%	14.8%
	% of Pop 85+	1.6%	1.5%	1.2%
	Median Age	37.0	36.6	36.6
	Average Age	38.6	38.3	38.1

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	% of Pop 0 to 4 years	5.3%	5.2%	5.2%
	% of Pop 5 - 13	9.9%	9.9%	10.2%
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	% of Pop 30 - 34	7.2%	7.0%	6.8%
	% of Pop 35 - 39	7.0%	6.8%	6.7%
	% of Pop 40 - 44	6.6%	6.5%	6.6%
	% of Pop 45 - 59	18.4%	18.5%	19.3%
	% of Pop 60 - 74	16.4%	16.2%	16.0%
	% of Pop 75 - 84	5.9%	5.7%	5.1%
	% of Pop 85+	2.5%	2.4%	2.1%
	Median Age	39.9	39.5	39.3
	Average Age	41.0	40.7	40.1
Race	Count of White	41,390	159,377	447,988
	Count of Black or African-American	6,617	26,642	77,765
	Count of Asian or Pacific Islander	8,270	37,860	164,028
	Count of Other races	41,067	189,275	580,731
	White	42.5%	38.6%	35.3%
	Black or African American	6.8%	6.4%	6.1%
	Asian	8.5%	9.2%	12.9%
	Other Races	42.2%	45.8%	45.7%
Language Spoken	Speak English at Home	62.2%	55.3%	51.6%
	Speak Spanish at Home	28.7%	35.3%	36.4%
	Speak French or French Creole at Home	0.3%	0.2%	0.1%
	Speak German at Home	0.2%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	1.3%	1.3%	1.5%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.1%	0.1%
	Speak Chinese at Home	2.1%	2.4%	3.9%
	Speak Korean at Home	0.5%	0.7%	0.8%
	Speak Vietnamese at Home	0.5%	0.9%	0.9%
	Speak Other Asian Languages at Home	1.1%	0.9%	1.2%
	Speak Tagalog and Other Pacific Languages at Home	1.5%	1.6%	2.0%
	Speak Other Language at Home	1.5%	1.1%	1.2%
Hispanic	Hispanic Population	49,688	229,996	708,144
	Hispanic Population Percent	51.0%	55.7%	55.7%
	Mexican	82.9%	82.5%	83.0%
	Puerto Rican	0.9%	1.3%	1.3%
	Cuban	0.8%	0.8%	0.9%
	Dominican	0.1%	0.1%	0.1%
	Central American	6.4%	6.9%	6.7%
	South American	2.8%	2.9%	2.5%
	Other Hispanic	6.1%	5.6%	5.6%
	2000 Hispanic Population Percent	35%	44%	46%
	1990 Hispanic Population Percent	22%	30%	33%

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Ancestry	American (percent of total population)	1.6%	1.3%	1.2%
	American	1.1%	0.9%	0.8%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.2%
	Hawaiian/Pacific Islander	0.2%	0.2%	0.2%
	Asian (percent of total population)	8.1%	8.9%	12.6%
	Chinese	2.3%	2.4%	4.1%
	Japanese	0.3%	0.3%	0.4%
	Korean	0.7%	0.9%	1.2%
	South Central Asian (ie. Indian)	0.9%	1.0%	1.6%
	South East Asian (ie. Vietnamese)	3.4%	3.7%	4.7%
	Other Asian	0.5%	0.5%	0.6%
	European (percent of total population)	11.3%	9.7%	7.7%
	British	2.0%	1.8%	1.4%
	Dutch	0.3%	0.3%	0.2%
	French	0.5%	0.5%	0.4%
	German	2.5%	2.1%	1.7%
	Italian	1.3%	1.0%	0.9%
	Polish	0.3%	0.3%	0.2%
	Scandinavian	0.8%	0.7%	0.6%
	Scotch/Irish	2.4%	1.9%	1.6%
	Other European (ie. Greek/Russian)	1.1%	1.0%	0.8%
	Middle Eastern	0.9%	0.6%	0.5%
	Other Ancestry	20.7%	18.2%	17.2%
	Unclassified Ancestry	6.4%	5.5%	5.0%
Education (Age 25+)	Adult Population (25 Years or Older)	67,270	282,422	863,694
	Elementary (0 to 8)	5.9%	8.6%	8.9%
	Some High School (9 to 11)	7.5%	8.3%	8.2%
	High School Graduate (12)	23.7%	23.3%	23.6%
	Some College (13 to 16)	24.2%	22.5%	22.2%
	Associates Degree Only	9.7%	9.2%	8.8%
	Bachelors Degree Only	18.6%	17.8%	18.7%
	Graduate Degree	10.4%	10.2%	9.5%
	% College (4+)	29.0%	28.0%	28.2%
Household Type	Total Households – count	32,998	132,025	383,024
	One Person HHs – count	6,821	25,693	62,649
	Family HHs – count	23,696	98,239	300,099
	Married Couple – count	15,907	65,452	210,000
	w/own children – count	6,497	27,015	89,964
	w/out own children – count	9,411	38,437	120,036
	Male Householder – count	2,619	10,914	29,203
	Female Householder – count	5,170	21,873	60,896
	Non-Family Households – count	2,481	8,092	20,276
	1 Person Household	20.7%	19.5%	16.4%
	2 Person Household	29.4%	27.3%	25.3%
	3 Person Household	18.0%	17.8%	18.3%
	4 Person Household	15.8%	16.6%	18.3%
	5 Person Household	8.7%	9.8%	11.1%
	6 Person Household	4.4%	5.1%	5.7%
	7+ Person Household	3.1%	4.0%	4.9%
	% Households With Children	30.1%	30.3%	32.9%

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Upland Town Square Upland, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	33,987	136,399	394,979
	Owner Occupied Percent	52.4%	54.2%	59.0%
	Renter Occupied Percent	44.7%	42.6%	37.9%
	Vacant Housing Percent	2.9%	3.2%	3.0%
	Total Housing Units (Census 2000)	30,498	118,822	316,083
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	16.9%	16.2%	19.2%
	Property Value \$750,000 to \$999,999	32.5%	29.6%	30.2%
	Property Value \$500,000 to \$749,999	30.8%	30.0%	29.3%
	Property Value \$400,000 to \$499,999	6.3%	7.8%	6.8%
	Property Value \$300,000, to \$399,999	2.8%	3.2%	2.6%
	Property Value \$200,000 to \$299,999	2.3%	2.1%	1.6%
	Property Value \$150,000 to \$199,999	1.3%	1.1%	0.9%
	Property Value \$100,000 to \$149,999	1.7%	1.5%	1.3%
	Property Value \$60,000 to \$99,999	0.9%	1.4%	1.6%
	Property Value \$40,000 to \$59,999	0.3%	0.6%	0.6%
	Property Value \$0 to \$39,999	1.5%	1.7%	1.5%
	Median Home Value	\$756,367	\$734,559	\$763,347
Wealth per Household	\$0 and under - percent	18.1%	18.1%	17.7%
	\$1 to \$4999 - percent	9.2%	9.2%	8.8%
	\$5k to \$9999 - percent	4.8%	4.8%	4.6%
	\$10k to \$24999 - percent	6.5%	6.5%	6.4%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	10.1%	10.1%	10.2%
	\$100k to \$249999 - percent	17.6%	17.6%	17.8%
	\$250k to \$499999 - percent	12.7%	12.7%	13.0%
	\$500k+ - percent	14.2%	14.2%	14.6%
	Median HH Wealth	\$72,735	\$72,953	\$77,378
	Avg HH Wealth	\$232,300	\$232,334	\$237,566
Economic Viability	Economic Viability Local	268	274	275
	Economic Viability Indexed	99	101	102
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	49,758	207,531	640,757
	Managerial/Executive	15.5%	14.1%	14.5%
	Professional Specialty	21.3%	20.5%	20.4%
	Healthcare Support	3.9%	3.3%	3.4%
	Sales	9.1%	9.3%	9.6%
	Office & Administrative Support	11.8%	12.0%	12.2%
	Protective Service	2.6%	2.6%	2.7%
	Food Preparation	6.6%	5.7%	5.1%
	Building Maintenance & Cleaning	3.4%	3.4%	3.1%
	Personal Care	2.1%	2.4%	2.5%
	Farming, Fishing, & Forestry	0.1%	0.5%	0.4%
	Construction	7.4%	7.8%	8.3%
	Production & Transportation	16.3%	18.4%	17.7%
	Percent White Collar Workers	61.6%	59.3%	60.2%
	Percent Blue Collar Workers	38.4%	40.7%	39.8%

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	Agriculture/Mining/Construction	7.3%	7.6%	7.9%
	Manufacturing	7.8%	9.2%	9.3%
	Transportation	9.3%	9.6%	9.8%
	Information	1.8%	1.4%	1.5%
	Wholesale/Retail	13.1%	14.9%	15.0%
	Finance, Insurance, Real Estate	5.6%	5.0%	5.6%
	Professional Services	5.6%	5.3%	5.3%
	Management Services	0.2%	0.1%	0.1%
	Administrative/Waste Services	4.2%	4.4%	4.4%
	Educational Services	24.8%	23.0%	22.3%
	Entertainment Services	10.6%	9.4%	8.7%
	Other Professional Services	5.0%	5.5%	5.1%
	Public Administration	4.7%	4.5%	4.9%
Vehicles per HH	No Vehicles	4.7%	4.8%	4.1%
	1 Vehicle	27.6%	27.0%	23.4%
	2 Vehicles	40.5%	37.9%	37.2%
	3 or more vehicles	27.2%	30.3%	35.3%
	Average Number of Vehicles	2.03	2.11	2.25
Change	Births (last 12 months)	1,022	4,347	13,395
	Deaths (last 12 months)	690	2,837	8,133
	Migration (last 12 months)	14	-984	-3,864
Work place	Workplace Establishments	5,286	18,630	52,324
	Workplace Employees (FTE)	40,223	173,816	515,250