

Marketing Profile

MARKETING PROFILE

Redlands City, CA 2



Geography: Place

KEY FACTS

71,684
Population

37.5

Median Age



2.7

Average Household Size

\$75,223

Median Household Income

ANNUAL HOUSEHOLD SPENDING



\$2,711

Apparel & Services



\$6,152

Groceries



\$218

Computers & Hardware



\$6,947

Health Care



\$4,382

Eating Out

10%

No High School Diploma



20%

High School Graduate



31%

Some College



39%

Bachelor's/Grad/Prof Degree

Age Pyramid



The largest group:
2018 Female Population Age 20-24 (Esri)

The smallest group:
2018 Male Population Age 80-84 (Esri)

Dots show comparison to San Bernardino County

EDUCATION

ANNUAL LIFESTYLE SPENDING

\$2,736
Travel

\$74
Sports Events

\$87
Theatre/Operas/Concerts

\$6
Online Games

\$103
Movies/Museums/Parks

Tapestry Segments

1E Exurbanites 17.8%
4,579 households of Households

11B Young and Restless 9.1%
2,330 households of Households

5A Comfortable Empty Nesters 7.9%
2,030 households of Households

Source: ESRI, Jan 2019
2018 demos

