Community Profile

Highland Avenue Plaza
4060 Highland Ave, Highland, California, 92346
Rings: 1, 2, 3 mile radii

Population Summary	1 mile	2 miles	3 miles
2010 Total Population	9,539	35,595	69,286
2020 Total Population	10,254	38,383	75,546
2020 Group Quarters	110	1,901	2,080
2026 Total Population	9,959	37,985	74,829
2026 Group Quarters	99	1,715	1,876
2031 Total Population	9,947	38,215	75,083
2026-2031 Annual Rate	-0.02%	0.12%	0.07%
2026 Total Daytime Population	9,538	32,698	61,547
Workers	3,852	11,306	19,258
Residents	5,686	21,392	42,289

Household Summary			
2010 Total Households	3,451	11,101	20,963
2010 Average Household Size	2.74	3.04	3.22
2020 Total Households	3,631	11,795	22,580
2020 Average Household Size	2.79	3.09	3.25
2026 Total Households	3,690	12,095	23,064
2026 Average Household Size	2.67	3.00	3.16
2031 Total Households	3,728	12,329	23,463
2031 Average Household Size	2.64	2.96	3.12
2026-2031 Annual Rate	0.21%	0.38%	0.34%
2026 Families	2,532	8,959	17,563
2026 Average Family Size	3.18	3.43	3.58
2031 Families	2,547	9,108	17,824
2031 Average Family Size	3.15	3.39	3.53
2026-2031 Growth Rate	0.12%	0.33%	0.30%

Median Household Income			
2026	$91,100	$92,540	$85,085
2031	$101,267	$102,925	$96,034

Per Capita Income	1 mile	2 miles	3 miles
2026	$43,336	$38,680	$34,949
2031	$48,049	$43,560	$39,371

2026 Households by Income			
Household Income Base	3,691	12,094	23,063
<$10,000	3.0%	3.1%	4.1%
$10,000-14,999	4.2%	2.9%	3.3%
$15,000-19,999	0.2%	1.0%	1.3%
$20,000-24,999	1.7%	1.9%	2.3%
$25,000-29,999	2.8%	2.7%	3.3%
$30,000-34,999	3.4%	2.6%	2.8%
$35,000-39,999	3.7%	3.0%	3.7%
$40,000-44,999	4.1%	4.4%	4.5%
$45,000-49,999	4.0%	3.8%	3.5%
$50,000-59,999	5.6%	6.7%	6.6%
$60,000-74,999	9.5%	8.4%	8.9%
$75000-99999	11.2%	12.6%	12.0%
$100,000-124,999	15.0%	13.2%	12.4%
$125,000-149,999	9.5%	7.8%	7.2%
$150000-199999	9.2%	11.6%	11.1%
$200,000-249,999	5.4%	6.3%	5.8%
$250,000-299,999	1.8%	2.0%	2.0%
$300,000-399,999	3.0%	3.1%	2.7%
$400,000-499,999	1.2%	1.5%	1.2%
$500,000+	1.6%	1.4%	1.2%
Average Household Income	$115,719	$119,673	$112,731

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	80	73	68
Percent of Income for Mortgage	30.2%	32.7%	35.3%
Wealth Index	93	98	89

Median Home Value			
2026	$467,008	$514,903	$510,776
2031	$583,004	$648,969	$637,301

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	**1 mile**	**2 miles**	**3 miles**
Total Owner Occupied Housing Units	2,501	8,055	13,989
<$50,000	6.9%	3.8%	4.7%
$50,000 - $99,999	5.0%	2.6%	2.7%
$100,000 - $149,999	1.7%	1.5%	1.3%
$150,000 - $199,999	0.8%	0.8%	1.0%
$200,000 - $249,999	1.4%	1.6%	2.0%
$250,000 - $299,999	1.0%	1.3%	1.7%
$300,000 - $399,999	16.2%	14.5%	15.1%
$400,000 - $499,999	25.4%	21.7%	19.8%
$500,000 - $749,999	36.0%	38.4%	37.7%
$750,000 - $999,999	3.0%	10.6%	10.5%
$1,000,000 - $1,499,999	0.6%	1.4%	1.9%
$1,500,000 - $1,999,999	1.7%	1.1%	1.1%
$2,000,000 +	0.3%	0.7%	0.4%
Average Home Value	$481,906	$547,991	$537,411

Housing Unit Summary			
2010 Total Housing Units	3,760	11,845	22,591
Owner Occupied Housing Units	72.2%	68.4%	63.3%
Renter Occupied Housing Units	27.8%	31.6%	36.8%
Vacant Housing Units	8.2%	6.3%	7.2%
2020 Housing Units	3,777	12,176	23,341
Owner Occupied Housing Units	67.3%	66.1%	60.4%
Renter Occupied Housing Units	32.7%	33.9%	39.6%
Vacant Housing Units	3.8%	3.3%	3.3%
2026 Housing Units	3,840	12,502	23,892
Owner Occupied Housing Units	67.8%	66.6%	60.6%
Renter Occupied Housing Units	32.2%	33.4%	39.4%
Vacant Housing Units	3.9%	3.3%	3.5%
2031 Total Housing Units	3,885	12,763	24,347
Owner Occupied Housing Units	68.4%	67.3%	61.3%
Renter Occupied Housing Units	31.6%	32.7%	38.7%
Vacant Housing Units	4.0%	3.4%	3.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	2 miles	3 miles
Males	4,834	18,971	37,166
Females	5,125	19,014	37,663

Median Age			
2010	40.8	36.2	32.3
2020	41.7	37.9	34.5
2026	42.2	38.6	35.4
2031	43.3	39.7	36.8

2026 Population by Age			
Total	9,956	37,986	74,829
0 - 4	5.1%	5.5%	6.4%
5 - 9	5.1%	5.7%	6.5%
10 - 14	5.9%	6.1%	6.8%
15 - 24	11.4%	12.8%	14.2%
25 - 34	13.6%	14.9%	15.5%
35 - 44	12.4%	13.7%	13.6%
45 - 54	10.2%	11.6%	11.5%
55 - 64	12.5%	12.1%	11.1%
65 - 74	13.0%	10.4%	8.9%
75 - 84	7.8%	5.6%	4.4%
85 +	2.5%	1.7%	1.3%
18 +	79.8%	78.5%	75.7%

2026 Population 15+ by Marital Status			
Total	8,348	31,413	60,119
Never Married	38.2%	41.5%	43.7%
Married	46.8%	42.5%	42.4%
Widowed	6.0%	5.8%	4.9%
Divorced	9.0%	10.3%	9.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	2 miles	3 miles
Total	7,219	26,560	49,487
Less than 9th Grade	2.2%	5.6%	8.2%
9th - 12th Grade, No Diploma	7.4%	8.6%	9.6%
High School Graduate	32.8%	30.3%	30.3%
GED/Alternative Credential	9.0%	5.1%	4.1%
Some College, No Degree	17.5%	17.8%	17.1%
Associate Degree	7.8%	8.3%	7.6%
Bachelor's Degree	15.1%	15.7%	14.4%
Graduate/Professional Degree	8.2%	8.7%	8.7%

2020 Population by Race/Ethnicity			
Total	10,254	38,383	75,546
White Alone	42.7%	37.2%	34.1%
Black Alone	11.8%	11.4%	12.2%
American Indian Alone	1.6%	1.9%	1.9%
Asian Alone	6.6%	8.1%	7.2%
Pacific Islander Alone	0.5%	0.4%	0.5%
Some Other Race Alone	20.9%	25.4%	28.7%
Two or More Races	20.9%	25.4%	28.7%
Hispanic Origin	43.6%	48.6%	53.6%
Diversity Index	86.3	87.6	87.8

2026 Population by Race/Ethnicity			
Total	9,960	37,984	74,829
White Alone	39.4%	34.1%	31.4%
Black Alone	11.4%	10.9%	11.6%
American Indian Alone	1.5%	1.8%	1.8%
Asian Alone	7.3%	8.8%	7.7%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	23.3%	27.6%	30.9%
Two or More Races	16.6%	16.4%	16.2%
Hispanic Origin	47.3%	52.0%	56.8%
Diversity Index	87.2	88.0	87.8

2026 Employed Pop 16+ by Occupation	1 mile	2 miles	3 miles
Total	4,535	17,692	35,237
White Collar	57.0%	54.2%	50.3%
Management/Business/Financial	8.7%	9.7%	10.6%
Professional	22.6%	22.3%	19.7%
Sales	10.3%	9.3%	9.2%
Administrative Support	15.4%	12.9%	10.8%
Services	17.4%	20.7%	21.9%

2026 Employed Pop 16+ by Occupation			
Total	4,535	17,692	35,237
Blue Collar	25.7%	25.1%	27.8%
Farming/Forestry/Fishing	0.0%	0.3%	0.6%
Construction/Extraction	4.5%	6.0%	6.5%
Installation/Maintenance/Repair	3.3%	2.7%	3.1%
Production	6.3%	4.7%	4.5%
Transportation/Material Moving	11.7%	11.5%	13.0%
White Collar	57.0%	54.2%	50.3%
Management/Business/Financial	8.7%	9.7%	10.6%
Professional	22.6%	22.3%	19.7%
Sales	10.3%	9.3%	9.2%
Administrative Support	15.4%	12.9%	10.8%
Services	17.4%	20.7%	21.9%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,535	17,692	35,237
Population 16+ Employed	96.6%	95.9%	94.2%
Population 16+ Unemployment rate	3.4%	4.1%	5.8%
Population 16-24 Employed	11.8%	12.6%	13.2%
Population 16-24 Unemployment rate	5.3%	7.6%	10.6%
Population 25-54 Employed	57.8%	61.0%	61.1%
Population 25-54 Unemployment rate	3.6%	3.9%	5.4%
Population 55-64 Employed	16%	15%	14%
Population 55-64 Unemployment rate	3.4%	3.7%	4.7%
Population 65+ Employed	11%	7%	6%
Population 65+ Unemployment rate	0.0%	0.5%	0.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	**1 mile**	**2 miles**	**3 miles**
Total	4,382	16,962	33,207
Agriculture/Mining	0.0%	0.4%	0.8%
Construction	3.9%	6.3%	7.5%
Manufacturing	7.1%	5.3%	5.6%
Wholesale Trade	2.3%	1.7%	1.7%
Retail Trade	15.1%	14.4%	14.5%
Transportation/Utilities	13.2%	9.1%	9.6%
Information	0%	1%	1%
Finance/Insurance/Real Estate	2.6%	4.0%	3.6%
Services	49.2%	51.9%	50.8%
Public Administration	6.3%	6.1%	5.2%

2026 Consumer Spending			
Apparel & Services: Total $	$8,727,908	$29,360,200	$53,841,685
Average Spent	$2,365.29	$2,427.47	$2,334.45
Spending Potential Index	93	95	91
Education: Total $	$6,626,532	$23,363,742	$41,558,015
Average Spent	$1,795.81	$1,931.69	$1,801.86
Spending Potential Index	90	96	90
Entertainment/Recreation: Total $	$14,765,221	$49,190,297	$87,733,079
Average Spent	$4,001.41	$4,066.99	$3,803.90
Spending Potential Index	93	95	88
Food at Home: Total $	$27,009,751	$89,445,003	$162,989,089
Average Spent	$7,319.72	$7,395.20	$7,066.82
Spending Potential Index	93	94	90
Food Away from Home: Total $	$15,333,015	$52,509,630	$96,136,363
Average Spent	$4,155.29	$4,341.43	$4,168.24
Spending Potential Index	93	97	93
Health Care: Total $	$27,400,541	$87,883,936	$156,870,583
Average Spent	$7,425.62	$7,266.14	$6,801.53
Spending Potential Index	93	91	85
HH Furnishings & Equipment: Total $	$9,942,939	$33,112,178	$59,291,262
Average Spent	$2,694.56	$2,737.67	$2,570.73
Spending Potential Index	95	96	90
Personal Care Products & Services: Total $	$4,014,233	$13,344,636	$24,118,254
Average Spent	$1,087.87	$1,103.32	$1,045.71
Spending Potential Index	95	97	92

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2026 Consumer Spending	1 mile	2 miles	3 miles
Shelter: Total $	$101,598,413	$345,501,325	$620,182,407
Average Spent	$27,533.45	$28,565.63	$26,889.63
Spending Potential Index	100	104	98
Support Payments/Gifts in Kind: Total $	$10,541,627	$32,841,145	$57,712,531
Average Spent	$2,856.81	$2,715.27	$2,502.28
Spending Potential Index	94	89	82
Travel: Total $	$13,082,509	$44,131,345	$77,520,977
Average Spent	$3,545.40	$3,648.73	$3,361.12
Spending Potential Index	97	100	92
Vehicle Maintenance & Repairs: Total $	$4,296,362	$14,221,760	$25,689,339
Average Spent	$1,164.33	$1,175.84	$1,113.83
Spending Potential Index	94	95	90

Top Tapestry Segment

1 mile

Senior Escapes (J1):

This segment is characterized by suburban areas with seasonal homes and retired military seniors.

Learn more about this segment...

2 miles

Generational Ties (G3):

This segment is characterized by large, multigenerational families in the suburban West.

Learn more about this segment...

3 miles

Generational Ties (G3):

This segment is characterized by large, multigenerational families in the suburban West.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.