



# Community Profile

Banning city, CA (0603820)  
 Banning city  
 Geography: Place

Prepared by Esri

	Banning city,...
<b>Population Summary</b>	
2010 Total Population	27,908
2020 Total Population	29,505
2020 Group Quarters	343
2023 Total Population	31,551
2023 Group Quarters	343
2028 Total Population	32,160
2023-2028 Annual Rate	0.38%
2023 Total Daytime Population	29,309
Workers	9,017
Residents	20,292
<b>Household Summary</b>	
2010 Households	10,417
2010 Average Household Size	2.60
2020 Total Households	11,256
2020 Average Household Size	2.59
2023 Households	11,971
2023 Average Household Size	2.61
2028 Households	12,194
2028 Average Household Size	2.61
2023-2028 Annual Rate	0.37%
2010 Families	6,936
2010 Average Family Size	3.18
2023 Families	7,718
2023 Average Family Size	3.25
2028 Families	7,865
2028 Average Family Size	3.26
2023-2028 Annual Rate	0.38%
<b>Housing Unit Summary</b>	
2000 Housing Units	9,469
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	26.3%
Vacant Housing Units	8.7%
2010 Housing Units	11,658
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	10.6%
2020 Housing Units	11,961
Vacant Housing Units	5.9%
2023 Housing Units	12,664
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	5.5%
2028 Housing Units	12,845
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.1%
<b>Median Household Income</b>	
2023	\$52,825
2028	\$61,834
<b>Median Home Value</b>	
2023	\$364,276
2028	\$395,153
<b>Per Capita Income</b>	
2023	\$29,691
2028	\$34,999
<b>Median Age</b>	
2010	41.8
2023	42.8
2028	43.5

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>	
Household Income Base	11,971
<\$15,000	10.4%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	3.7%
\$200,000+	5.0%
Average Household Income	\$78,202
<b>2028 Households by Income</b>	
Household Income Base	12,194
<\$15,000	9.5%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	5.1%
\$200,000+	6.5%
Average Household Income	\$92,252
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	8,259
<\$50,000	8.9%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	3.1%
\$150,000 - \$199,999	6.2%
\$200,000 - \$249,999	6.9%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	18.1%
\$400,000 - \$499,999	13.0%
\$500,000 - \$749,999	17.4%
\$750,000 - \$999,999	4.4%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	1.8%
\$2,000,000 +	5.5%
Average Home Value	\$500,990
<b>2028 Owner Occupied Housing Units by Value</b>	
Total	8,482
<\$50,000	8.0%
\$50,000 - \$99,999	6.1%
\$100,000 - \$149,999	2.5%
\$150,000 - \$199,999	5.2%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	16.5%
\$400,000 - \$499,999	12.9%
\$500,000 - \$749,999	18.3%
\$750,000 - \$999,999	5.6%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	2.8%
\$2,000,000 +	7.6%
Average Home Value	\$574,455

**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.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	<b>Banning city,...</b>
<b>2010 Population by Age</b>	
Total	27,905
0 - 4	6.4%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	13.0%
25 - 34	11.0%
35 - 44	9.3%
45 - 54	11.1%
55 - 64	10.9%
65 - 74	11.2%
75 - 84	10.0%
85 +	3.8%
18 +	76.2%
<b>2023 Population by Age</b>	
Total	31,551
0 - 4	5.8%
5 - 9	6.0%
10 - 14	5.9%
15 - 24	11.2%
25 - 34	12.5%
35 - 44	10.7%
45 - 54	8.4%
55 - 64	10.6%
65 - 74	13.3%
75 - 84	10.5%
85 +	5.0%
18 +	78.9%
<b>2028 Population by Age</b>	
Total	32,160
0 - 4	5.8%
5 - 9	5.9%
10 - 14	6.1%
15 - 24	10.5%
25 - 34	11.4%
35 - 44	12.0%
45 - 54	9.0%
55 - 64	9.4%
65 - 74	12.7%
75 - 84	11.7%
85 +	5.5%
18 +	78.9%
<b>2010 Population by Sex</b>	
Males	13,319
Females	14,588
<b>2023 Population by Sex</b>	
Males	15,241
Females	16,310
<b>2028 Population by Sex</b>	
Males	15,601
Females	16,559

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 24, 2023



# Community Profile

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	Banning city,...
<b>2010 Population by Race/Ethnicity</b>	
Total	27,908
White Alone	63.9%
Black Alone	7.3%
American Indian Alone	2.3%
Asian Alone	5.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	16.0%
Two or More Races	5.1%
Hispanic Origin	41.5%
Diversity Index	77.1
<b>2020 Population by Race/Ethnicity</b>	
Total	29,505
White Alone	46.3%
Black Alone	7.7%
American Indian Alone	2.4%
Asian Alone	6.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	23.8%
Two or More Races	13.6%
Hispanic Origin	45.5%
Diversity Index	84.9
<b>2023 Population by Race/Ethnicity</b>	
Total	31,551
White Alone	44.2%
Black Alone	7.9%
American Indian Alone	2.4%
Asian Alone	6.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	24.8%
Two or More Races	14.2%
Hispanic Origin	47.5%
Diversity Index	85.5
<b>2028 Population by Race/Ethnicity</b>	
Total	32,160
White Alone	40.9%
Black Alone	8.0%
American Indian Alone	2.6%
Asian Alone	6.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	26.8%
Two or More Races	14.9%
Hispanic Origin	49.7%
Diversity Index	86.4
<b>2010 Population by Relationship and Household Type</b>	
Total	27,907
In Households	97.1%
In Family Households	82.3%
Householder	24.5%
Spouse	17.2%
Child	31.1%
Other relative	6.1%
Nonrelative	3.3%
In Nonfamily Households	14.9%
In Group Quarters	2.9%
Institutionalized Population	2.0%
Noninstitutionalized Population	0.9%

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Banning city,...
<b>2023 Population 25+ by Educational Attainment</b>	
Total	22,414
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	8.1%
High School Graduate	26.9%
GED/Alternative Credential	4.1%
Some College, No Degree	23.4%
Associate Degree	9.6%
Bachelor's Degree	12.3%
Graduate/Professional Degree	7.4%
<b>2023 Population 15+ by Marital Status</b>	
Total	25,963
Never Married	30.2%
Married	49.1%
Widowed	9.7%
Divorced	10.9%
<b>2023 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	12,114
Population 16+ Employed	94.6%
Population 16+ Unemployment rate	5.4%
Population 16-24 Employed	16.4%
Population 16-24 Unemployment rate	7.7%
Population 25-54 Employed	59.7%
Population 25-54 Unemployment rate	4.1%
Population 55-64 Employed	15.3%
Population 55-64 Unemployment rate	7.6%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	6.1%
<b>2023 Employed Population 16+ by Industry</b>	
Total	11,454
Agriculture/Mining	0.4%
Construction	8.5%
Manufacturing	6.3%
Wholesale Trade	1.9%
Retail Trade	14.2%
Transportation/Utilities	7.7%
Information	1.0%
Finance/Insurance/Real Estate	3.2%
Services	53.1%
Public Administration	3.6%
<b>2023 Employed Population 16+ by Occupation</b>	
Total	11,454
White Collar	44.7%
Management/Business/Financial	7.8%
Professional	14.6%
Sales	11.4%
Administrative Support	10.9%
Services	29.4%
Blue Collar	26.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	5.2%
Production	4.5%
Transportation/Material Moving	9.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Households by Type</b>	
Total	10,416
Households with 1 Person	28.3%
Households with 2+ People	71.7%
Family Households	66.6%
Husband-wife Families	46.8%
With Related Children	16.7%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	5.6%
With Related Children	3.5%
Other Family with Female Householder	14.1%
With Related Children	8.9%
Nonfamily Households	5.1%
All Households with Children	29.5%
Multigenerational Households	6.7%
Unmarried Partner Households	7.3%
Male-female	6.6%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	10,417
1 Person Household	28.3%
2 Person Household	35.3%
3 Person Household	11.6%
4 Person Household	10.0%
5 Person Household	7.0%
6 Person Household	3.9%
7 + Person Household	3.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	10,417
Owner Occupied	67.5%
Owned with a Mortgage/Loan	40.1%
Owned Free and Clear	27.4%
Renter Occupied	32.5%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	59
Percent of Income for Mortgage	41.4%
Wealth Index	73
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	11,658
Housing Units Inside Urbanized Area	97.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	27,908
Population Inside Urbanized Area	96.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.4%

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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### Top 3 Tapestry Segments

1. The Elders (9C)
2. Southwestern Families (7F)
3. Forging Opportunity (7D)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$19,132,148
Average Spent	\$1,598.21
Spending Potential Index	73
Education: Total \$	\$13,713,894
Average Spent	\$1,145.59
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$33,275,274
Average Spent	\$2,779.66
Spending Potential Index	73
Food at Home: Total \$	\$61,621,668
Average Spent	\$5,147.58
Spending Potential Index	76
Food Away from Home: Total \$	\$33,640,809
Average Spent	\$2,810.19
Spending Potential Index	75
Health Care: Total \$	\$69,745,215
Average Spent	\$5,826.18
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$26,034,737
Average Spent	\$2,174.82
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$8,856,589
Average Spent	\$739.84
Spending Potential Index	77
Shelter: Total \$	\$221,129,259
Average Spent	\$18,472.08
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,229,752
Average Spent	\$2,441.71
Spending Potential Index	78
Travel: Total \$	\$19,233,519
Average Spent	\$1,606.68
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$12,120,277
Average Spent	\$1,012.47
Spending Potential Index	77

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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