

Jurupa Valley...

Population Summary	
2010 Total Population	95,004
2020 Total Population	105,053
2020 Group Quarters	977
2025 Total Population	108,075
2025 Group Quarters	968
2030 Total Population	109,460
2025-2030 Annual Rate	0.26%
2025 Total Daytime Population	93,405
Workers	33,796
Residents	59,609
Household Summary	
2010 Households	24,804
2010 Average Household Size	3.80
2020 Total Households	27,913
2020 Average Household Size	3.73
2025 Households	29,403
2025 Average Household Size	3.64
2030 Households	30,194
2030 Average Household Size	3.59
2025-2030 Annual Rate	0.53%
2010 Families	19,997
2010 Average Family Size	4.14
2025 Families	23,327
2025 Average Family Size	4.00
2030 Families	23,860
2030 Average Family Size	3.96
2025-2030 Annual Rate	0.45%
Housing Unit Summary	
2000 Housing Units	23,466
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	4.3%
2010 Housing Units	26,481
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	6.3%
2020 Housing Units	28,734
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	2.9%
2025 Housing Units	30,266
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	2.9%
2030 Housing Units	31,071
Owner Occupied Housing Units	65.7%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	2.8%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Jurupa Valley...

2025 Households by Income

Household Income Base	29,403
<\$15,000	4.8%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	14.1%
\$200,000+	15.4%
Average Household Income	\$123,967

2030 Households by Income

Household Income Base	30,194
<\$15,000	4.1%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	4.4%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	16.1%
\$200,000+	19.9%
Average Household Income	\$138,233

2025 Owner Occupied Housing Units by Value

Total	19,629
<\$50,000	3.3%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	0.8%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	11.8%
\$500,000 - \$749,999	52.0%
\$750,000 - \$999,999	19.4%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$615,765

2030 Owner Occupied Housing Units by Value

Total	20,417
<\$50,000	2.7%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.2%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	6.9%
\$500,000 - \$749,999	49.4%
\$750,000 - \$999,999	29.6%
\$1,000,000 - \$1,499,999	3.9%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	1.0%
Average Home Value	\$697,220

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

		Jurupa Valley...
Median Household Income		
2025		\$100,553
2030		\$112,404
Median Home Value		
2025		\$616,769
2030		\$675,878
Per Capita Income		
2025		\$33,778
2030		\$38,182
Median Age		
2010		30.6
2020		34.3
2025		35.2
2030		36.6
2020 Population by Age		
Total		105,053
0 - 4		6.3%
5 - 9		6.9%
10 - 14		7.9%
15 - 24		15.6%
25 - 34		14.2%
35 - 44		13.1%
45 - 54		12.3%
55 - 64		11.9%
65 - 74		7.6%
75 - 84		3.2%
85 +		1.0%
18 +		74.0%
2025 Population by Age		
Total		108,075
0 - 4		6.2%
5 - 9		6.6%
10 - 14		6.7%
15 - 24		14.5%
25 - 34		15.8%
35 - 44		13.4%
45 - 54		11.7%
55 - 64		11.3%
65 - 74		8.8%
75 - 84		4.0%
85 +		1.0%
18 +		76.1%
2030 Population by Age		
Total		109,460
0 - 4		6.1%
5 - 9		6.2%
10 - 14		6.5%
15 - 24		13.0%
25 - 34		15.8%
35 - 44		14.4%
45 - 54		11.9%
55 - 64		10.6%
65 - 74		9.3%
75 - 84		5.0%
85 +		1.3%
18 +		77.4%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Jurupa Valley...

2020 Population by Sex	
Males	52,509
Females	52,544
2025 Population by Sex	
Males	54,498
Females	53,577
2030 Population by Sex	
Males	54,953
Females	54,507
2010 Population by Race/Ethnicity	
Total	95,004
White Alone	53.4%
Black Alone	3.7%
American Indian Alone	1.1%
Asian Alone	2.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	34.5%
Two or More Races	4.5%
Hispanic Origin	66.2%
Diversity Index	77.4
2020 Population by Race/Ethnicity	
Total	105,053
White Alone	28.7%
Black Alone	3.6%
American Indian Alone	2.1%
Asian Alone	5.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	41.9%
Two or More Races	18.1%
Hispanic Origin	70.5%
Diversity Index	82.8
2025 Population by Race/Ethnicity	
Total	108,075
White Alone	26.1%
Black Alone	3.9%
American Indian Alone	2.0%
Asian Alone	5.4%
Pacific Islander Alone	0.3%
Some Other Race Alone	43.7%
Two or More Races	18.6%
Hispanic Origin	72.8%
Diversity Index	82.0
2030 Population by Race/Ethnicity	
Total	109,460
White Alone	24.5%
Black Alone	3.8%
American Indian Alone	2.0%
Asian Alone	5.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	44.8%
Two or More Races	18.8%
Hispanic Origin	74.2%
Diversity Index	81.4

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Jurupa Valley...

2020 Population by Relationship and Household Type

Total	105,053
In Households	99.1%
Householder	26.6%
Opposite-Sex Spouse	14.6%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.8%
Same-Sex Unmarried Partner	0.1%
Biological Child	32.2%
Adopted Child	0.6%
Stepchild	1.4%
Grandchild	5.3%
Brother or Sister	2.5%
Parent	2.9%
Parent-in-law	0.8%
Son-in-law or Daughter-in-law	1.5%
Other Relatives	3.7%
Foster Child	0.1%
Other Nonrelatives	4.8%
In Group Quarters	0.9%
Institutionalized	0.6%
Noninstitutionalized	0.3%

2025 Population 25+ by Educational Attainment

Total	71,376
Less than 9th Grade	13.0%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	29.9%
GED/Alternative Credential	3.4%
Some College, No Degree	17.3%
Associate Degree	8.2%
Bachelor's Degree	11.3%
Graduate/Professional Degree	5.5%

2025 Population 15+ by Marital Status

Total	87,025
Never Married	40.9%
Married	47.4%
Widowed	4.3%
Divorced	7.4%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	53,155
Population 16+ Employed	93.2%
Population 16+ Unemployment rate	6.8%
Population 16-24 Employed	14.7%
Population 16-24 Unemployment rate	14.3%
Population 25-54 Employed	66.3%
Population 25-54 Unemployment rate	5.5%
Population 55-64 Employed	14.5%
Population 55-64 Unemployment rate	4.3%
Population 65+ Employed	4.4%
Population 65+ Unemployment rate	6.9%

Jurupa Valley...

2025 Employed Population 16+ by Industry

Total	49,526
Agriculture/Mining	1.2%
Construction	14.2%
Manufacturing	10.5%
Wholesale Trade	3.0%
Retail Trade	11.7%
Transportation/Utilities	11.0%
Information	0.9%
Finance/Insurance/Real Estate	4.7%
Services	39.5%
Public Administration	3.3%

2025 Employed Population 16+ by Occupation

Total	49,526
White Collar	44.0%
Management/Business/Financial	11.6%
Professional	14.2%
Sales	6.9%
Administrative Support	11.2%
Services	17.2%
Blue Collar	38.8%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	10.6%
Installation/Maintenance/Repair	3.7%
Production	7.0%
Transportation/Material Moving	16.8%

2020 Households by Type

Total	27,913
Married Couple Households	55.4%
With Own Children <18	25.5%
Without Own Children <18	30.0%
Cohabiting Couple Households	6.9%
With Own Children <18	3.5%
Without Own Children <18	3.4%
Male Householder, No Spouse/Partner	15.9%
Living Alone	7.1%
65 Years and over	2.8%
With Own Children <18	2.1%
Without Own Children <18, With Relatives	5.1%
No Relatives Present	1.5%
Female Householder, No Spouse/Partner	21.8%
Living Alone	7.4%
65 Years and over	4.5%
With Own Children <18	4.9%
Without Own Children <18, With Relatives	8.6%
No Relatives Present	0.9%

2020 Households by Size

Total	27,913
1 Person Household	14.5%
2 Person Household	20.7%
3 Person Household	16.0%
4 Person Household	17.8%
5 Person Household	13.6%
6 Person Household	8.0%
7 + Person Household	9.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

February 18, 2026

		Jurupa Valley...
2020 Households by Tenure and Mortgage Status		
Total		27,913
Owner Occupied		68.0%
Owned with a Mortgage/Loan		54.8%
Owned Free and Clear		13.2%
Renter Occupied		32.0%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index		62
Percent of Income for Mortgage		38.4%
Wealth Index		102
2020 Housing Units By Urban/ Rural Status		
Total		28,734
Urban Housing Units		99.8%
Rural Housing Units		0.2%
2020 Population By Urban/ Rural Status		
Total		105,053
Urban Population		99.8%
Rural Population		0.2%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Jurupa Valley...

Top 3 Tapestry Segments

1.	Generational Ties (G3)
2.	Family Extensions (F2)
3.	Shared Roots (G1)

2025 Consumer Spending

Apparel & Services: Total \$	\$77,143,774
Average Spent	\$2,623.67
Spending Potential Index	107
Education: Total \$	\$51,210,170
Average Spent	\$1,741.66
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$123,896,856
Average Spent	\$4,213.75
Spending Potential Index	103
Food at Home: Total \$	\$227,185,599
Average Spent	\$7,726.61
Spending Potential Index	104
Food Away from Home: Total \$	\$137,511,190
Average Spent	\$4,676.77
Spending Potential Index	113
Health Care: Total \$	\$216,451,577
Average Spent	\$7,361.55
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$89,757,356
Average Spent	\$3,052.66
Spending Potential Index	105
Personal Care Products & Services: Total \$	\$32,747,246
Average Spent	\$1,113.74
Spending Potential Index	106
Shelter: Total \$	\$897,886,374
Average Spent	\$30,537.24
Spending Potential Index	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$88,073,470
Average Spent	\$2,995.39
Spending Potential Index	91
Travel: Total \$	\$114,840,051
Average Spent	\$3,905.73
Spending Potential Index	108
Vehicle Maintenance & Repairs: Total \$	\$40,644,556
Average Spent	\$1,382.33
Spending Potential Index	103

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.