



# Market Profile

Cities in San Bernardino County  
Adelanto

Prepared By Business Analyst Desktop

## Cities in San Bernardino County

Population Summary	
2000 Total Population	18,124
2000 Group Quarters	1,397
2010 Total Population	32,143
2015 Total Population	36,888
2010-2015 Annual Rate	2.79%
Household Summary	
2000 Households	4,714
2000 Average Household Size	3.55
2010 Households	7,974
2010 Average Household Size	3.84
2015 Households	9,110
2015 Average Household Size	3.88
2010-2015 Annual Rate	2.70%
2000 Families	3,816
2000 Average Family Size	3.93
2010 Families	6,452
2010 Average Family Size	4.26
2015 Families	7,350
2015 Average Family Size	4.31
2010-2015 Annual Rate	2.64%
Housing Unit Summary	
2000 Housing Units	5,547
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	15.3%
2010 Housing Units	9,282
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	14.1%
2015 Housing Units	10,792
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	15.6%
Median Household Income	
2000	\$30,959
2010	\$43,896
2015	\$52,338
Median Home Value	
2000	\$79,195
2010	\$113,937
2015	\$139,306
Per Capita Income	
2000	\$9,912
2010	\$12,626
2015	\$14,079
Median Age	
2000	27.0
2010	26.5
2015	27.0

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. Detail may not sum to totals due to rounding.  
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income	
Household Income Base	4,703
<\$15,000	22.5%
\$15,000 - \$24,999	17.9%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	21.1%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	4.8%
\$100,000 - \$149,999	1.5%
\$150,000 - \$199,999	0.1%
\$200,000+	0.1%
Average Household Income	\$35,163
2010 Households by Income	
Household Income Base	7,974
<\$15,000	15.7%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	30.8%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	0.3%
\$200,000+	0.2%
Average Household Income	\$46,310
2015 Households by Income	
Household Income Base	9,110
<\$15,000	13.0%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	38.0%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	0.5%
\$200,000+	0.2%
Average Household Income	\$52,367
2000 Owner Occupied Housing Units by Value	
Total	2,997
<\$50,000	8.8%
\$50,000 - \$99,999	72.1%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	0.9%
\$200,000 - \$299,999	0.0%
\$300,000 - \$499,999	0.7%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$81,521
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	1,709
With Cash Rent	95.1%
No Cash Rent	4.9%
Median Rent	\$389
Average Rent	\$427

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## Cities in San Bernardino County

2000 Population by Age		
Total		18,123
0 - 4		10.6%
5 - 9		11.8%
10 - 14		10.3%
15 - 24		14.1%
25 - 34		17.6%
35 - 44		17.0%
45 - 54		8.4%
55 - 64		4.8%
65 - 74		3.5%
75 - 84		1.5%
85 +		0.3%
18 +		62.3%
2010 Population by Age		
Total		32,143
0 - 4		10.6%
5 - 9		9.8%
10 - 14		8.5%
15 - 24		18.6%
25 - 34		15.0%
35 - 44		13.3%
45 - 54		11.5%
55 - 64		6.7%
65 - 74		3.5%
75 - 84		1.9%
85 +		0.6%
18 +		65.1%
2015 Population by Age		
Total		36,890
0 - 4		10.5%
5 - 9		9.9%
10 - 14		8.9%
15 - 24		17.0%
25 - 34		17.1%
35 - 44		11.4%
45 - 54		10.7%
55 - 64		7.7%
65 - 74		4.3%
75 - 84		1.8%
85 +		0.6%
18 +		65.7%
2000 Population by Sex		
Males		53.3%
Females		46.7%
2010 Population by Sex		
Males		52.3%
Females		47.7%
2015 Population by Sex		
Males		52.1%
Females		47.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Market Profile

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## Cities in San Bernardino County

2000 Population by Race/Ethnicity	
Total	18,124
White Alone	51.3%
Black Alone	12.7%
American Indian Alone	1.6%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	26.3%
Two or More Races	6.4%
Hispanic Origin	45.1%
Diversity Index	85.9
2010 Population by Race/Ethnicity	
Total	32,142
White Alone	42.3%
Black Alone	11.8%
American Indian Alone	1.6%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	34.9%
Two or More Races	7.2%
Hispanic Origin	58.7%
Diversity Index	90.0
2015 Population by Race/Ethnicity	
Total	36,888
White Alone	38.8%
Black Alone	11.1%
American Indian Alone	1.5%
Asian or Pacific Islander Alone	2.4%
Some Other Race Alone	38.7%
Two or More Races	7.5%
Hispanic Origin	64.4%
Diversity Index	91.1
2000 Population 3+ by School Enrollment	
Total	17,078
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	2.6%
Enrolled in Grade 1-8	20.2%
Enrolled in Grade 9-12	7.9%
Enrolled in College	3.8%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	63.6%
2010 Population 25+ by Educational Attainment	
Total	16,889
Less Than 9th Grade	11.4%
9th to 12th Grade, No Diploma	17.1%
High School Graduate	33.8%
Some College, No Degree	25.1%
Associate Degree	5.7%
Bachelor's Degree	4.9%
Graduate/Professional Degree	2.0%

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Cities in San Bernardino County	
<b>2010 Population 15+ by Marital Status</b>	
Total	22,863
Never Married	28.2%
Married	60.3%
Widowed	3.7%
Divorced	7.9%
<b>2000 Population 16+ by Employment Status</b>	
Total	11,847
In Labor Force	47.0%
Civilian Employed	40.5%
Civilian Unemployed	6.3%
In Armed Forces	0.2%
Not In Labor Force	53.0%
<b>2010 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	80.1%
Civilian Unemployed	19.9%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	83.4%
Civilian Unemployed	16.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>	
Total	5,304
Own Children < 6 Only	10.4%
Employed/in Armed Forces	3.3%
Unemployed	1.0%
Not in Labor Force	6.1%
Own Children <6 and 6-17 Only	15.1%
Employed/in Armed Forces	5.2%
Unemployed	0.8%
Not in Labor Force	9.0%
Own Children 6-17 Only	22.4%
Employed/in Armed Forces	8.5%
Unemployed	1.5%
Not in Labor Force	12.3%
No Own Children < 18	52.1%
Employed/in Armed Forces	15.3%
Unemployed	4.7%
Not in Labor Force	32.0%
<b>2010 Employed Population 16+ by Industry</b>	
Total	8,870
Agriculture/Mining	1.5%
Construction	7.2%
Manufacturing	10.8%
Wholesale Trade	3.2%
Retail Trade	12.2%
Transportation/Utilities	7.5%
Information	1.6%
Finance/Insurance/Real Estate	5.0%
Services	45.3%
Public Administration	5.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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### 2010 Employed Population 16+ by Occupation

Total	8,871
White Collar	50.3%
Management/Business/Financial	7.9%
Professional	17.8%
Sales	10.7%
Administrative Support	13.9%
Services	19.5%
Blue Collar	30.2%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	5.7%
Production	7.4%
Transportation/Material Moving	10.2%

### 2000 Workers 16+ by Means of Transportation to Work

Total	4,578
Drove Alone - Car, Truck, or Van	70.8%
Carpooled - Car, Truck, or Van	21.6%
Public Transportation	0.7%
Walked	1.8%
Other Means	2.9%
Worked at Home	2.2%

### 2000 Workers 16+ by Travel Time to Work

Total	4,579
Did not Work at Home	97.8%
Less than 5 minutes	1.9%
5 to 9 minutes	3.6%
10 to 19 minutes	28.2%
20 to 24 minutes	11.7%
25 to 34 minutes	9.7%
35 to 44 minutes	6.0%
45 to 59 minutes	16.2%
60 to 89 minutes	9.8%
90 or more minutes	10.7%
Worked at Home	2.2%
Average Travel Time to Work (in min)	37.8

### 2000 Households by Vehicles Available

Total	4,709
None	12.2%
1	32.3%
2	39.6%
3	12.2%
4	2.5%
5+	1.2%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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## Cities in San Bernardino County

2000 Households by Type	
Total	4,713
Family Households	81.0%
Married-couple Family	56.4%
With Related Children	40.2%
Other Family (No Spouse)	24.6%
With Related Children	19.8%
Nonfamily Households	19.1%
Householder Living Alone	14.7%
Householder Not Living Alone	4.3%
Households with Related Children	60.0%
Households with Persons 65+	15.4%
2000 Households by Size	
Total	4,714
1 Person Household	14.7%
2 Person Household	21.8%
3 Person Household	16.4%
4 Person Household	19.6%
5 Person Household	13.6%
6 Person Household	8.1%
7 + Person Household	5.8%
2000 Households by Year Householder Moved In	
Total	4,708
Moved in 1999 to March 2000	30.5%
Moved in 1995 to 1998	29.6%
Moved in 1990 to 1994	32.6%
Moved in 1980 to 1989	4.5%
Moved in 1970 to 1979	1.6%
Moved in 1969 or Earlier	1.1%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	5,531
1, Detached	64.5%
1, Attached	2.8%
2	1.8%
3 or 4	5.3%
5 to 9	1.5%
10 to 19	5.2%
20 +	7.0%
Mobile Home	11.8%
Other	0.3%
2000 Housing Units by Year Structure Built	
Total	5,531
1999 to March 2000	0.5%
1995 to 1998	14.3%
1990 to 1994	41.0%
1980 to 1989	20.6%
1970 to 1979	7.0%
1969 or Earlier	16.6%
Median Year Structure Built	1991

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		Cities in San Bernardino County
Top 3 Tapestry Segments		
	1.	Industrious Urban Fringe
	2.	City Dimensions
	3.	NeWest Residents
2010 Consumer Spending		
Apparel & Services: Total \$		\$9,213,067
Average Spent		\$1,155.42
Spending Potential Index		48
Computers & Accessories: Total \$		\$1,243,791
Average Spent		\$155.99
Spending Potential Index		71
Education: Total \$		\$6,108,330
Average Spent		\$766.05
Spending Potential Index		63
Entertainment/Recreation: Total \$		\$17,015,600
Average Spent		\$2,133.94
Spending Potential Index		66
Food at Home: Total \$		\$24,931,290
Average Spent		\$3,126.66
Spending Potential Index		70
Food Away from Home: Total \$		\$17,654,551
Average Spent		\$2,214.07
Spending Potential Index		69
Health Care: Total \$		\$18,183,194
Average Spent		\$2,280.37
Spending Potential Index		61
HH Furnishings & Equipment: Total \$		\$9,647,842
Average Spent		\$1,209.95
Spending Potential Index		59
Investments: Total \$		\$7,847,044
Average Spent		\$984.11
Spending Potential Index		57
Retail Goods: Total \$		\$127,159,104
Average Spent		\$15,947.15
Spending Potential Index		64
Shelter: Total \$		\$88,902,456
Average Spent		\$11,149.34
Spending Potential Index		71
TV/Video/Audio: Total \$		\$6,625,597
Average Spent		\$830.92
Spending Potential Index		67
Travel: Total \$		\$9,775,630
Average Spent		\$1,225.97
Spending Potential Index		65
Vehicle Maintenance & Repairs: Total \$		\$5,088,120
Average Spent		\$638.11
Spending Potential Index		68

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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