



# Market Profile

Cities in San Bernardino County  
Big Bear Lake

Prepared By Business Analyst Desktop

## Cities in San Bernardino County

Population Summary	
2000 Total Population	5,409
2000 Group Quarters	25
2010 Total Population	6,522
2015 Total Population	6,903
2010-2015 Annual Rate	1.14%
Household Summary	
2000 Households	2,327
2000 Average Household Size	2.31
2010 Households	2,722
2010 Average Household Size	2.39
2015 Households	2,862
2015 Average Household Size	2.40
2010-2015 Annual Rate	1.01%
2000 Families	1,490
2000 Average Family Size	2.84
2010 Families	1,732
2010 Average Family Size	2.94
2015 Families	1,807
2015 Average Family Size	2.97
2010-2015 Annual Rate	0.85%
Housing Unit Summary	
2000 Housing Units	8,638
Owner Occupied Housing Units	16.9%
Renter Occupied Housing Units	10.0%
Vacant Housing Units	73.1%
2010 Housing Units	10,024
Owner Occupied Housing Units	16.5%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	72.9%
2015 Housing Units	11,017
Owner Occupied Housing Units	15.7%
Renter Occupied Housing Units	10.2%
Vacant Housing Units	74.0%
Median Household Income	
2000	\$34,542
2010	\$43,110
2015	\$52,326
Median Home Value	
2000	\$180,435
2010	\$245,473
2015	\$295,791
Per Capita Income	
2000	\$21,478
2010	\$24,069
2015	\$28,374
Median Age	
2000	42.9
2010	47.4
2015	49.2

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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<b>2000 Households by Income</b>	
Household Income Base	2,335
<\$15,000	17.9%
\$15,000 - \$24,999	21.0%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	8.1%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	2.9%
\$200,000+	1.4%
Average Household Income	\$49,617
<b>2010 Households by Income</b>	
Household Income Base	2,722
<\$15,000	14.3%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	3.2%
\$200,000+	2.2%
Average Household Income	\$57,306
<b>2015 Households by Income</b>	
Household Income Base	2,863
<\$15,000	11.4%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	4.8%
\$200,000+	3.4%
Average Household Income	\$68,001
<b>2000 Owner Occupied Housing Units by Value</b>	
Total	1,490
<\$50,000	9.3%
\$50,000 - \$99,999	10.5%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	18.5%
\$200,000 - \$299,999	27.0%
\$300,000 - \$499,999	10.7%
\$500,000 - \$999,999	4.6%
\$1,000,000 +	1.5%
Average Home Value	\$224,380
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>	
Total	827
With Cash Rent	95.2%
No Cash Rent	4.8%
Median Rent	\$491
Average Rent	\$520

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		5,407
0 - 4		5.3%
5 - 9		6.3%
10 - 14		7.1%
15 - 24		10.2%
25 - 34		10.1%
35 - 44		14.4%
45 - 54		15.0%
55 - 64		14.1%
65 - 74		11.2%
75 - 84		4.9%
85 +		1.4%
18 +		77.6%
2010 Population by Age		
Total		6,521
0 - 4		5.0%
5 - 9		5.3%
10 - 14		5.7%
15 - 24		9.9%
25 - 34		9.8%
35 - 44		11.0%
45 - 54		15.8%
55 - 64		17.2%
65 - 74		12.8%
75 - 84		5.5%
85 +		2.1%
18 +		80.8%
2015 Population by Age		
Total		6,902
0 - 4		4.8%
5 - 9		5.0%
10 - 14		5.8%
15 - 24		9.2%
25 - 34		10.1%
35 - 44		10.6%
45 - 54		13.3%
55 - 64		18.3%
65 - 74		14.8%
75 - 84		6.0%
85 +		2.1%
18 +		81.5%
2000 Population by Sex		
Males		51.7%
Females		48.3%
2010 Population by Sex		
Males		51.6%
Females		48.4%
2015 Population by Sex		
Males		51.8%
Females		48.2%

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 Race/Ethnicity	
Total	5,408
White Alone	91.1%
Black Alone	0.7%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	3.6%
Two or More Races	2.8%
Hispanic Origin	13.8%
Diversity Index	36.8
2010 Population by Race/Ethnicity	
Total	6,522
White Alone	87.1%
Black Alone	0.8%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	6.0%
Two or More Races	3.7%
Hispanic Origin	22.4%
Diversity Index	50.6
2015 Population by Race/Ethnicity	
Total	6,904
White Alone	84.7%
Black Alone	0.8%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	7.4%
Two or More Races	4.1%
Hispanic Origin	27.4%
Diversity Index	56.7
2000 Population 3+ by School Enrollment	
Total	5,290
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	10.5%
Enrolled in Grade 9-12	5.4%
Enrolled in College	2.3%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	78.5%
2010 Population 25+ by Educational Attainment	
Total	4,838
Less Than 9th Grade	3.7%
9th to 12th Grade, No Diploma	8.4%
High School Graduate	27.2%
Some College, No Degree	24.7%
Associate Degree	9.9%
Bachelor's Degree	17.4%
Graduate/Professional Degree	8.5%

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		5,482
Never Married		24.0%
Married		53.6%
Widowed		7.4%
Divorced		15.0%
<b>2000 Population 16+ by Employment Status</b>		
Total		4,363
In Labor Force		58.3%
Civilian Employed		54.7%
Civilian Unemployed		3.5%
In Armed Forces		0.1%
Not In Labor Force		41.7%
<b>2010 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		85.3%
Civilian Unemployed		14.7%
<b>2015 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		87.7%
Civilian Unemployed		12.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>		
Total		2,226
Own Children < 6 Only		3.0%
Employed/in Armed Forces		1.7%
Unemployed		0.0%
Not in Labor Force		1.3%
Own Children <6 and 6-17 Only		5.1%
Employed/in Armed Forces		2.1%
Unemployed		0.4%
Not in Labor Force		2.5%
Own Children 6-17 Only		15.0%
Employed/in Armed Forces		8.8%
Unemployed		0.4%
Not in Labor Force		5.8%
No Own Children < 18		76.9%
Employed/in Armed Forces		33.4%
Unemployed		2.2%
Not in Labor Force		41.3%
<b>2010 Employed Population 16+ by Industry</b>		
Total		2,459
Agriculture/Mining		0.2%
Construction		9.8%
Manufacturing		2.5%
Wholesale Trade		1.0%
Retail Trade		12.7%
Transportation/Utilities		1.6%
Information		1.3%
Finance/Insurance/Real Estate		12.1%
Services		55.1%
Public Administration		3.7%

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	2,456
White Collar	60.8%
Management/Business/Financial	16.8%
Professional	18.0%
Sales	14.6%
Administrative Support	11.4%
Services	23.7%
Blue Collar	15.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.8%
Installation/Maintenance/Repair	2.3%
Production	1.6%
Transportation/Material Moving	2.7%

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

Total	2,322
Drove Alone - Car, Truck, or Van	65.5%
Carpooled - Car, Truck, or Van	9.9%
Public Transportation	0.4%
Walked	10.7%
Other Means	2.9%
Worked at Home	10.5%

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

Total	2,324
Did not Work at Home	89.5%
Less than 5 minutes	13.6%
5 to 9 minutes	25.3%
10 to 19 minutes	29.3%
20 to 24 minutes	3.8%
25 to 34 minutes	1.1%
35 to 44 minutes	0.2%
45 to 59 minutes	3.6%
60 to 89 minutes	6.6%
90 or more minutes	5.9%
Worked at Home	10.5%
Average Travel Time to Work (in min)	22.5

### 2000 Households by Vehicles Available

Total	2,319
None	8.6%
1	34.1%
2	40.7%
3	11.2%
4	2.2%
5+	3.2%
Average Number of Vehicles Available	1.8

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



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<b>2000 Households by Type</b>	
Total	2,327
Family Households	64.0%
Married-couple Family	51.5%
With Related Children	18.2%
Other Family (No Spouse)	12.5%
With Related Children	9.0%
Nonfamily Households	36.0%
Householder Living Alone	29.3%
Householder Not Living Alone	6.7%
Households with Related Children	27.2%
Households with Persons 65+	29.3%
<b>2000 Households by Size</b>	
Total	2,327
1 Person Household	29.3%
2 Person Household	41.3%
3 Person Household	11.9%
4 Person Household	9.4%
5 Person Household	4.6%
6 Person Household	2.5%
7 + Person Household	1.0%
<b>2000 Households by Year Householder Moved In</b>	
Total	2,319
Moved in 1999 to March 2000	24.0%
Moved in 1995 to 1998	32.1%
Moved in 1990 to 1994	14.7%
Moved in 1980 to 1989	17.1%
Moved in 1970 to 1979	9.7%
Moved in 1969 or Earlier	2.4%
Median Year Householder Moved In	1996
<b>2000 Housing Units by Units in Structure</b>	
Total	8,646
1, Detached	84.4%
1, Attached	3.7%
2	1.4%
3 or 4	2.5%
5 to 9	1.3%
10 to 19	1.5%
20 +	1.4%
Mobile Home	3.7%
Other	0.1%
<b>2000 Housing Units by Year Structure Built</b>	
Total	8,644
1999 to March 2000	1.6%
1995 to 1998	7.2%
1990 to 1994	11.1%
1980 to 1989	22.0%
1970 to 1979	23.5%
1969 or Earlier	34.6%
Median Year Structure Built	1977

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		Cities in San Bernardino County
<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Rural Resort Dwellers
	<b>2.</b>	Midlife Junction
	<b>3.</b>	Silver and Gold
<b>2010 Consumer Spending</b>		
Apparel & Services: Total \$		\$3,496,839
Average Spent		\$1,284.87
Spending Potential Index		54
Computers & Accessories: Total \$		\$478,299
Average Spent		\$175.74
Spending Potential Index		80
Education: Total \$		\$2,296,213
Average Spent		\$843.71
Spending Potential Index		69
Entertainment/Recreation: Total \$		\$7,804,803
Average Spent		\$2,867.77
Spending Potential Index		89
Food at Home: Total \$		\$10,489,529
Average Spent		\$3,854.24
Spending Potential Index		86
Food Away from Home: Total \$		\$6,968,552
Average Spent		\$2,560.50
Spending Potential Index		80
Health Care: Total \$		\$10,060,549
Average Spent		\$3,696.61
Spending Potential Index		99
HH Furnishings & Equipment: Total \$		\$4,123,318
Average Spent		\$1,515.06
Spending Potential Index		74
Investments: Total \$		\$5,128,666
Average Spent		\$1,884.46
Spending Potential Index		108
Retail Goods: Total \$		\$57,502,047
Average Spent		\$21,128.35
Spending Potential Index		85
Shelter: Total \$		\$31,652,993
Average Spent		\$11,630.46
Spending Potential Index		74
TV/Video/Audio: Total \$		\$2,788,517
Average Spent		\$1,024.60
Spending Potential Index		83
Travel: Total \$		\$4,188,395
Average Spent		\$1,538.97
Spending Potential Index		81
Vehicle Maintenance & Repairs: Total \$		\$2,232,245
Average Spent		\$820.21
Spending Potential Index		87

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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