



Market Profile

Cities in San Bernardino County
Colton

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	47,451
2000 Group Quarters	455
2010 Total Population	52,745
2015 Total Population	53,669
2010-2015 Annual Rate	0.35%
Household Summary	
2000 Households	14,455
2000 Average Household Size	3.25
2010 Households	15,219
2010 Average Household Size	3.43
2015 Households	15,353
2015 Average Household Size	3.46
2010-2015 Annual Rate	0.18%
2000 Families	10,829
2000 Average Family Size	3.75
2010 Families	11,403
2010 Average Family Size	3.96
2015 Families	11,464
2015 Average Family Size	4.01
2010-2015 Annual Rate	0.11%
Housing Unit Summary	
2000 Housing Units	15,624
Owner Occupied Housing Units	47.9%
Renter Occupied Housing Units	44.7%
Vacant Housing Units	7.3%
2010 Housing Units	16,714
Owner Occupied Housing Units	46.7%
Renter Occupied Housing Units	44.4%
Vacant Housing Units	8.9%
2015 Housing Units	17,221
Owner Occupied Housing Units	45.9%
Renter Occupied Housing Units	43.3%
Vacant Housing Units	10.8%
Median Household Income	
2000	\$35,633
2010	\$45,151
2015	\$52,773
Median Home Value	
2000	\$99,989
2010	\$146,737
2015	\$175,742
Per Capita Income	
2000	\$13,588
2010	\$15,997
2015	\$18,173
Median Age	
2000	27.1
2010	27.7
2015	28.0

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	14,600
<\$15,000	18.5%
\$15,000 - \$24,999	15.8%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	18.8%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	6.8%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	0.8%
\$200,000+	1.0%
Average Household Income	\$43,785
2010 Households by Income	
Household Income Base	15,220
<\$15,000	13.4%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.9%
\$200,000+	1.4%
Average Household Income	\$54,642
2015 Households by Income	
Household Income Base	15,354
<\$15,000	11.0%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	25.4%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.9%
\$200,000+	2.0%
Average Household Income	\$62,610
2000 Owner Occupied Housing Units by Value	
Total	7,504
<\$50,000	8.3%
\$50,000 - \$99,999	41.7%
\$100,000 - \$149,999	33.4%
\$150,000 - \$199,999	11.2%
\$200,000 - \$299,999	3.7%
\$300,000 - \$499,999	1.4%
\$500,000 - \$999,999	0.1%
\$1,000,000 +	0.1%
Average Home Value	\$112,039
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	6,961
With Cash Rent	97.5%
No Cash Rent	2.5%
Median Rent	\$543
Average Rent	\$533

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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2000 Population by Age		
Total		47,454
0 - 4		9.9%
5 - 9		10.4%
10 - 14		9.5%
15 - 24		16.7%
25 - 34		16.6%
35 - 44		14.8%
45 - 54		10.0%
55 - 64		5.4%
65 - 74		3.8%
75 - 84		2.3%
85 +		0.7%
18 +		65.4%
2010 Population by Age		
Total		52,745
0 - 4		10.0%
5 - 9		9.2%
10 - 14		8.3%
15 - 24		18.0%
25 - 34		15.8%
35 - 44		12.7%
45 - 54		11.5%
55 - 64		7.6%
65 - 74		3.8%
75 - 84		2.1%
85 +		0.9%
18 +		67.1%
2015 Population by Age		
Total		53,671
0 - 4		10.0%
5 - 9		9.2%
10 - 14		8.5%
15 - 24		16.8%
25 - 34		16.2%
35 - 44		12.5%
45 - 54		10.5%
55 - 64		8.6%
65 - 74		4.6%
75 - 84		2.1%
85 +		0.9%
18 +		67.6%
2000 Population by Sex		
Males		49.2%
Females		50.8%
2010 Population by Sex		
Males		49.6%
Females		50.4%
2015 Population by Sex		
Males		49.8%
Females		50.2%

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



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2000 Population by Race/Ethnicity	
Total	47,452
White Alone	43.2%
Black Alone	10.9%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	5.5%
Some Other Race Alone	34.1%
Two or More Races	5.1%
Hispanic Origin	60.1%
Diversity Index	89.5
2010 Population by Race/Ethnicity	
Total	52,745
White Alone	38.0%
Black Alone	9.7%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	6.7%
Some Other Race Alone	39.2%
Two or More Races	5.3%
Hispanic Origin	68.2%
Diversity Index	91.0
2015 Population by Race/Ethnicity	
Total	53,668
White Alone	36.2%
Black Alone	9.0%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	7.2%
Some Other Race Alone	41.3%
Two or More Races	5.3%
Hispanic Origin	71.3%
Diversity Index	91.5
2000 Population 3+ by School Enrollment	
Total	44,894
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	2.2%
Enrolled in Grade 1-8	17.3%
Enrolled in Grade 9-12	7.7%
Enrolled in College	6.2%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	63.5%
2010 Population 25+ by Educational Attainment	
Total	28,718
Less Than 9th Grade	15.3%
9th to 12th Grade, No Diploma	12.8%
High School Graduate	28.4%
Some College, No Degree	21.0%
Associate Degree	8.2%
Bachelor's Degree	9.9%
Graduate/Professional Degree	4.3%

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.



Cities in San Bernardino County	
2010 Population 15+ by Marital Status	
Total	38,238
Never Married	37.3%
Married	48.7%
Widowed	4.4%
Divorced	9.7%
2000 Population 16+ by Employment Status	
Total	32,754
In Labor Force	62.5%
Civilian Employed	57.0%
Civilian Unemployed	5.5%
In Armed Forces	0.1%
Not In Labor Force	37.5%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	80.0%
Civilian Unemployed	20.0%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	83.1%
Civilian Unemployed	16.9%
2000 Females 16+ by Employment Status and Age of Children	
Total	17,095
Own Children < 6 Only	9.6%
Employed/in Armed Forces	4.2%
Unemployed	1.0%
Not in Labor Force	4.4%
Own Children <6 and 6-17 Only	11.7%
Employed/in Armed Forces	5.6%
Unemployed	0.6%
Not in Labor Force	5.5%
Own Children 6-17 Only	19.3%
Employed/in Armed Forces	11.9%
Unemployed	1.3%
Not in Labor Force	6.1%
No Own Children < 18	59.4%
Employed/in Armed Forces	28.5%
Unemployed	2.5%
Not in Labor Force	28.4%
2010 Employed Population 16+ by Industry	
Total	17,599
Agriculture/Mining	0.7%
Construction	6.2%
Manufacturing	9.8%
Wholesale Trade	4.0%
Retail Trade	13.0%
Transportation/Utilities	6.9%
Information	1.7%
Finance/Insurance/Real Estate	4.2%
Services	48.9%
Public Administration	4.6%

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	17,599
White Collar	51.2%
Management/Business/Financial	7.2%
Professional	18.0%
Sales	9.6%
Administrative Support	16.4%
Services	19.7%
Blue Collar	29.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	4.9%
Production	7.4%
Transportation/Material Moving	10.6%
2000 Workers 16+ by Means of Transportation to Work	
Total	18,125
Drove Alone - Car, Truck, or Van	73.1%
Carpooled - Car, Truck, or Van	19.2%
Public Transportation	1.9%
Walked	2.2%
Other Means	1.2%
Worked at Home	2.4%
2000 Workers 16+ by Travel Time to Work	
Total	18,125
Did not Work at Home	97.6%
Less than 5 minutes	2.1%
5 to 9 minutes	11.0%
10 to 19 minutes	33.5%
20 to 24 minutes	15.3%
25 to 34 minutes	15.0%
35 to 44 minutes	3.2%
45 to 59 minutes	5.9%
60 to 89 minutes	6.7%
90 or more minutes	4.9%
Worked at Home	2.4%
Average Travel Time to Work (in min)	26.8
2000 Households by Vehicles Available	
Total	14,474
None	10.8%
1	39.3%
2	34.0%
3	11.1%
4	3.4%
5+	1.3%
Average Number of Vehicles Available	1.6

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 Type	
Total	14,456
Family Households	74.9%
Married-couple Family	48.3%
With Related Children	32.3%
Other Family (No Spouse)	26.7%
With Related Children	19.7%
Nonfamily Households	25.1%
Householder Living Alone	19.5%
Householder Not Living Alone	5.6%
Households with Related Children	52.0%
Households with Persons 65+	16.0%
2000 Households by Size	
Total	14,455
1 Person Household	19.5%
2 Person Household	22.6%
3 Person Household	17.2%
4 Person Household	17.1%
5 Person Household	12.2%
6 Person Household	6.2%
7 + Person Household	5.2%
2000 Households by Year Householder Moved In	
Total	14,472
Moved in 1999 to March 2000	27.7%
Moved in 1995 to 1998	32.8%
Moved in 1990 to 1994	13.6%
Moved in 1980 to 1989	12.8%
Moved in 1970 to 1979	5.1%
Moved in 1969 or Earlier	7.9%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	15,671
1, Detached	58.7%
1, Attached	3.7%
2	1.7%
3 or 4	5.0%
5 to 9	7.2%
10 to 19	4.9%
20 +	14.0%
Mobile Home	4.6%
Other	0.3%
2000 Housing Units by Year Structure Built	
Total	15,670
1999 to March 2000	1.1%
1995 to 1998	5.7%
1990 to 1994	10.0%
1980 to 1989	30.5%
1970 to 1979	14.0%
1969 or Earlier	38.6%
Median Year Structure Built	1978

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Top 3 Tapestry Segments		
	1.	Industrious Urban Fringe
	2.	Urban Villages
	3.	Young and Restless
2010 Consumer Spending		
Apparel & Services: Total \$		\$20,697,039
Average Spent		\$1,359.95
Spending Potential Index		57
Computers & Accessories: Total \$		\$2,858,652
Average Spent		\$187.83
Spending Potential Index		85
Education: Total \$		\$13,549,625
Average Spent		\$890.31
Spending Potential Index		73
Entertainment/Recreation: Total \$		\$38,467,678
Average Spent		\$2,527.61
Spending Potential Index		78
Food at Home: Total \$		\$55,265,332
Average Spent		\$3,631.33
Spending Potential Index		81
Food Away from Home: Total \$		\$39,725,380
Average Spent		\$2,610.25
Spending Potential Index		81
Health Care: Total \$		\$39,685,682
Average Spent		\$2,607.64
Spending Potential Index		70
HH Furnishings & Equipment: Total \$		\$21,886,121
Average Spent		\$1,438.08
Spending Potential Index		70
Investments: Total \$		\$18,273,874
Average Spent		\$1,200.73
Spending Potential Index		69
Retail Goods: Total \$		\$285,726,479
Average Spent		\$18,774.31
Spending Potential Index		76
Shelter: Total \$		\$201,429,112
Average Spent		\$13,235.36
Spending Potential Index		84
TV/Video/Audio: Total \$		\$14,746,093
Average Spent		\$968.93
Spending Potential Index		78
Travel: Total \$		\$22,451,104
Average Spent		\$1,475.20
Spending Potential Index		78
Vehicle Maintenance & Repairs: Total \$		\$11,485,316
Average Spent		\$754.67
Spending Potential Index		80

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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