



Market Profile

Cities in San Bernardino County
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Cities in San Bernardino County

Population Summary	
2000 Total Population	144,922
2000 Group Quarters	607
2010 Total Population	192,850
2015 Total Population	206,379
2010-2015 Annual Rate	1.37%
Household Summary	
2000 Households	38,266
2000 Average Household Size	3.77
2010 Households	49,104
2010 Average Household Size	3.91
2015 Households	52,351
2015 Average Household Size	3.93
2010-2015 Annual Rate	1.29%
2000 Families	32,483
2000 Average Family Size	4.02
2010 Families	41,877
2010 Average Family Size	4.16
2015 Families	44,607
2015 Average Family Size	4.18
2010-2015 Annual Rate	1.27%
Housing Unit Summary	
2000 Housing Units	40,435
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	30.0%
Vacant Housing Units	5.3%
2010 Housing Units	52,705
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	6.8%
2015 Housing Units	57,244
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	8.5%
Median Household Income	
2000	\$44,534
2010	\$58,171
2015	\$64,582
Median Home Value	
2000	\$125,591
2010	\$184,595
2015	\$221,787
Per Capita Income	
2000	\$13,838
2010	\$16,793
2015	\$18,825
Median Age	
2000	26.4
2010	27.7
2015	28.4

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	38,251
<\$15,000	12.8%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	6.4%
\$150,000 - \$199,999	1.4%
\$200,000+	0.6%
Average Household Income	\$52,071
2010 Households by Income	
Household Income Base	49,104
<\$15,000	8.9%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	25.5%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	2.8%
\$200,000+	1.4%
Average Household Income	\$65,808
2015 Households by Income	
Household Income Base	52,352
<\$15,000	7.0%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	27.1%
\$75,000 - \$99,999	18.5%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	3.5%
\$200,000+	2.1%
Average Household Income	\$74,063
2000 Owner Occupied Housing Units by Value	
Total	26,090
<\$50,000	4.3%
\$50,000 - \$99,999	20.3%
\$100,000 - \$149,999	47.6%
\$150,000 - \$199,999	21.3%
\$200,000 - \$299,999	5.6%
\$300,000 - \$499,999	0.7%
\$500,000 - \$999,999	0.1%
\$1,000,000 +	0.1%
Average Home Value	\$132,219
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	12,085
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	\$566
Average Rent	\$582

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		144,923
0 - 4		10.1%
5 - 9		11.6%
10 - 14		10.5%
15 - 24		15.7%
25 - 34		16.1%
35 - 44		15.9%
45 - 54		10.1%
55 - 64		4.9%
65 - 74		3.0%
75 - 84		1.6%
85 +		0.5%
18 +		62.4%
2010 Population by Age		
Total		192,851
0 - 4		10.5%
5 - 9		9.6%
10 - 14		8.4%
15 - 24		17.1%
25 - 34		15.9%
35 - 44		13.8%
45 - 54		12.0%
55 - 64		7.4%
65 - 74		3.2%
75 - 84		1.6%
85 +		0.6%
18 +		66.1%
2015 Population by Age		
Total		206,376
0 - 4		10.5%
5 - 9		9.8%
10 - 14		8.6%
15 - 24		15.2%
25 - 34		17.0%
35 - 44		13.3%
45 - 54		11.1%
55 - 64		8.2%
65 - 74		4.1%
75 - 84		1.6%
85 +		0.6%
18 +		66.7%
2000 Population by Sex		
Males		49.8%
Females		50.2%
2010 Population by Sex		
Males		49.9%
Females		50.1%
2015 Population by Sex		
Males		49.9%
Females		50.1%

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	144,923
White Alone	45.7%
Black Alone	10.9%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	4.3%
Some Other Race Alone	32.6%
Two or More Races	5.4%
Hispanic Origin	58.8%
Diversity Index	88.5
2010 Population by Race/Ethnicity	
Total	192,850
White Alone	40.0%
Black Alone	10.4%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	5.4%
Some Other Race Alone	37.5%
Two or More Races	5.7%
Hispanic Origin	66.6%
Diversity Index	90.4
2015 Population by Race/Ethnicity	
Total	206,379
White Alone	37.9%
Black Alone	9.8%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	5.8%
Some Other Race Alone	39.7%
Two or More Races	5.7%
Hispanic Origin	70.1%
Diversity Index	90.9
2000 Population 3+ by School Enrollment	
Total	136,566
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	2.7%
Enrolled in Grade 1-8	19.1%
Enrolled in Grade 9-12	8.2%
Enrolled in College	4.8%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	62.9%
2010 Population 25+ by Educational Attainment	
Total	105,006
Less Than 9th Grade	16.0%
9th to 12th Grade, No Diploma	14.1%
High School Graduate	28.4%
Some College, No Degree	21.2%
Associate Degree	7.5%
Bachelor's Degree	9.0%
Graduate/Professional Degree	3.9%

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: 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
2010 Population 15+ by Marital Status		
Total		137,906
Never Married		32.9%
Married		56.1%
Widowed		3.6%
Divorced		7.4%
2000 Population 16+ by Employment Status		
Total		95,248
In Labor Force		61.3%
Civilian Employed		55.7%
Civilian Unemployed		5.5%
In Armed Forces		0.1%
Not In Labor Force		38.7%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		82.3%
Civilian Unemployed		17.7%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		85.3%
Civilian Unemployed		14.7%
2000 Females 16+ by Employment Status and Age of Children		
Total		48,700
Own Children < 6 Only		9.4%
Employed/in Armed Forces		4.1%
Unemployed		0.6%
Not in Labor Force		4.7%
Own Children <6 and 6-17 Only		14.1%
Employed/in Armed Forces		6.4%
Unemployed		0.5%
Not in Labor Force		7.2%
Own Children 6-17 Only		23.0%
Employed/in Armed Forces		13.4%
Unemployed		1.2%
Not in Labor Force		8.4%
No Own Children < 18		53.4%
Employed/in Armed Forces		23.1%
Unemployed		2.7%
Not in Labor Force		27.7%
2010 Employed Population 16+ by Industry		
Total		65,250
Agriculture/Mining		0.5%
Construction		7.5%
Manufacturing		11.9%
Wholesale Trade		4.9%
Retail Trade		13.3%
Transportation/Utilities		7.8%
Information		1.7%
Finance/Insurance/Real Estate		5.5%
Services		42.8%
Public Administration		4.3%

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	65,253
White Collar	52.1%
Management/Business/Financial	9.7%
Professional	15.2%
Sales	10.5%
Administrative Support	16.7%
Services	17.7%
Blue Collar	30.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.9%
Production	7.3%
Transportation/Material Moving	11.1%

2000 Workers 16+ by Means of Transportation to Work

Total	51,673
Drove Alone - Car, Truck, or Van	72.8%
Carpooled - Car, Truck, or Van	19.9%
Public Transportation	2.4%
Walked	1.2%
Other Means	1.5%
Worked at Home	2.2%

2000 Workers 16+ by Travel Time to Work

Total	51,673
Did not Work at Home	97.8%
Less than 5 minutes	1.2%
5 to 9 minutes	5.4%
10 to 19 minutes	24.8%
20 to 24 minutes	15.0%
25 to 34 minutes	19.3%
35 to 44 minutes	5.4%
45 to 59 minutes	7.9%
60 to 89 minutes	11.4%
90 or more minutes	7.5%
Worked at Home	2.2%
Average Travel Time to Work (in min)	34.7

2000 Households by Vehicles Available

Total	38,236
None	7.4%
1	27.1%
2	42.1%
3	16.6%
4	4.9%
5+	1.9%
Average Number of Vehicles Available	1.9

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	38,265
Family Households	84.9%
Married-couple Family	62.1%
With Related Children	45.0%
Other Family (No Spouse)	22.8%
With Related Children	17.2%
Nonfamily Households	15.1%
Householder Living Alone	11.2%
Householder Not Living Alone	3.9%
Households with Related Children	62.2%
Households with Persons 65+	14.5%
2000 Households by Size	
Total	38,266
1 Person Household	11.2%
2 Person Household	18.8%
3 Person Household	17.1%
4 Person Household	20.8%
5 Person Household	15.3%
6 Person Household	8.6%
7 + Person Household	8.1%
2000 Households by Year Householder Moved In	
Total	38,236
Moved in 1999 to March 2000	25.0%
Moved in 1995 to 1998	35.4%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	13.8%
Moved in 1970 to 1979	4.8%
Moved in 1969 or Earlier	4.6%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	40,413
1, Detached	75.0%
1, Attached	3.3%
2	1.0%
3 or 4	3.3%
5 to 9	2.9%
10 to 19	2.5%
20 +	9.1%
Mobile Home	2.8%
Other	0.2%
2000 Housing Units by Year Structure Built	
Total	40,413
1999 to March 2000	5.6%
1995 to 1998	8.4%
1990 to 1994	12.4%
1980 to 1989	32.5%
1970 to 1979	14.6%
1969 or Earlier	26.5%
Median Year Structure Built	1983

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Top 3 Tapestry Segments

1. Urban Villages
2. Up and Coming Families
3. Industrious Urban Fringe

2010 Consumer Spending

Apparel & Services: Total \$	\$79,347,530
Average Spent	\$1,615.92
Spending Potential Index	67
Computers & Accessories: Total \$	\$11,058,071
Average Spent	\$225.20
Spending Potential Index	102
Education: Total \$	\$52,215,390
Average Spent	\$1,063.37
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$150,715,908
Average Spent	\$3,069.35
Spending Potential Index	95
Food at Home: Total \$	\$209,331,037
Average Spent	\$4,263.05
Spending Potential Index	95
Food Away from Home: Total \$	\$151,495,045
Average Spent	\$3,085.21
Spending Potential Index	96
Health Care: Total \$	\$152,033,083
Average Spent	\$3,096.17
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$86,261,469
Average Spent	\$1,756.72
Spending Potential Index	85
Investments: Total \$	\$73,522,703
Average Spent	\$1,497.30
Spending Potential Index	86
Retail Goods: Total \$	\$1,102,530,011
Average Spent	\$22,453.15
Spending Potential Index	90
Shelter: Total \$	\$789,433,437
Average Spent	\$16,076.90
Spending Potential Index	102
TV/Video/Audio: Total \$	\$55,647,817
Average Spent	\$1,133.27
Spending Potential Index	91
Travel: Total \$	\$90,814,604
Average Spent	\$1,849.45
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$43,875,801
Average Spent	\$893.54
Spending Potential Index	95

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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