



Market Profile

Cities in San Bernardino County
Grand Terrace

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	11,549
2000 Group Quarters	208
2010 Total Population	12,802
2015 Total Population	13,100
2010-2015 Annual Rate	0.46%
Household Summary	
2000 Households	4,197
2000 Average Household Size	2.70
2010 Households	4,501
2010 Average Household Size	2.79
2015 Households	4,575
2015 Average Household Size	2.81
2010-2015 Annual Rate	0.33%
2000 Families	3,030
2000 Average Family Size	3.15
2010 Families	3,242
2010 Average Family Size	3.27
2015 Families	3,279
2015 Average Family Size	3.30
2010-2015 Annual Rate	0.23%
Housing Unit Summary	
2000 Housing Units	4,434
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	5.3%
2010 Housing Units	4,800
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	6.2%
2015 Housing Units	4,950
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	7.6%
Median Household Income	
2000	\$54,571
2010	\$70,925
2015	\$77,237
Median Home Value	
2000	\$139,503
2010	\$195,879
2015	\$233,350
Per Capita Income	
2000	\$21,836
2010	\$26,970
2015	\$29,608
Median Age	
2000	35.2
2010	37.2
2015	37.7

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	4,146
<\$15,000	7.9%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	28.2%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	2.4%
\$200,000+	0.7%
Average Household Income	\$59,760
2010 Households by Income	
Household Income Base	4,501
<\$15,000	5.1%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	26.2%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	2.7%
\$200,000+	2.1%
Average Household Income	\$75,834
2015 Households by Income	
Household Income Base	4,575
<\$15,000	3.8%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	27.5%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	3.3%
\$200,000+	2.9%
Average Household Income	\$83,815
2000 Owner Occupied Housing Units by Value	
Total	2,713
<\$50,000	6.5%
\$50,000 - \$99,999	8.0%
\$100,000 - \$149,999	47.9%
\$150,000 - \$199,999	28.0%
\$200,000 - \$299,999	8.5%
\$300,000 - \$499,999	1.1%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$142,340
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	1,443
With Cash Rent	98.4%
No Cash Rent	1.6%
Median Rent	\$676
Average Rent	\$654

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		11,549
0 - 4		6.6%
5 - 9		7.5%
10 - 14		8.2%
15 - 24		13.2%
25 - 34		14.3%
35 - 44		16.9%
45 - 54		14.2%
55 - 64		8.6%
65 - 74		5.6%
75 - 84		3.6%
85 +		1.5%
18 +		73.6%
2010 Population by Age		
Total		12,802
0 - 4		6.7%
5 - 9		6.3%
10 - 14		6.2%
15 - 24		13.4%
25 - 34		14.4%
35 - 44		13.8%
45 - 54		14.8%
55 - 64		11.9%
65 - 74		6.7%
75 - 84		4.0%
85 +		1.9%
18 +		76.7%
2015 Population by Age		
Total		13,100
0 - 4		6.7%
5 - 9		6.4%
10 - 14		6.3%
15 - 24		11.8%
25 - 34		15.0%
35 - 44		13.9%
45 - 54		13.0%
55 - 64		12.6%
65 - 74		8.3%
75 - 84		4.1%
85 +		1.9%
18 +		77.2%
2000 Population by Sex		
Males		47.1%
Females		52.9%
2010 Population by Sex		
Males		47.2%
Females		52.8%
2015 Population by Sex		
Males		47.1%
Females		52.9%

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



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2000 Population by Race/Ethnicity	
Total	11,549
White Alone	73.5%
Black Alone	4.6%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	6.1%
Some Other Race Alone	9.9%
Two or More Races	5.2%
Hispanic Origin	25.6%
Diversity Index	66.2
2010 Population by Race/Ethnicity	
Total	12,801
White Alone	65.0%
Black Alone	4.8%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	8.6%
Some Other Race Alone	14.5%
Two or More Races	6.4%
Hispanic Origin	37.1%
Diversity Index	77.0
2015 Population by Race/Ethnicity	
Total	13,099
White Alone	61.1%
Black Alone	4.7%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	9.8%
Some Other Race Alone	16.8%
Two or More Races	6.9%
Hispanic Origin	42.7%
Diversity Index	80.4
2000 Population 3+ by School Enrollment	
Total	11,105
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	14.3%
Enrolled in Grade 9-12	6.7%
Enrolled in College	8.3%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	67.6%
2010 Population 25+ by Educational Attainment	
Total	8,628
Less Than 9th Grade	3.2%
9th to 12th Grade, No Diploma	6.8%
High School Graduate	24.2%
Some College, No Degree	26.0%
Associate Degree	12.3%
Bachelor's Degree	14.3%
Graduate/Professional Degree	13.2%

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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2010 Population 15+ by Marital Status	
Total	10,341
Never Married	28.6%
Married	55.3%
Widowed	4.7%
Divorced	11.4%
2000 Population 16+ by Employment Status	
Total	8,790
In Labor Force	69.9%
Civilian Employed	66.8%
Civilian Unemployed	3.0%
In Armed Forces	0.1%
Not In Labor Force	30.1%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	86.7%
Civilian Unemployed	13.3%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	88.8%
Civilian Unemployed	11.2%
2000 Females 16+ by Employment Status and Age of Children	
Total	4,721
Own Children < 6 Only	6.5%
Employed/in Armed Forces	4.2%
Unemployed	0.1%
Not in Labor Force	2.3%
Own Children <6 and 6-17 Only	5.8%
Employed/in Armed Forces	3.5%
Unemployed	0.1%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.5%
Employed/in Armed Forces	13.4%
Unemployed	0.8%
Not in Labor Force	4.3%
No Own Children < 18	69.1%
Employed/in Armed Forces	38.5%
Unemployed	1.8%
Not in Labor Force	28.9%
2010 Employed Population 16+ by Industry	
Total	5,637
Agriculture/Mining	0.1%
Construction	6.7%
Manufacturing	4.2%
Wholesale Trade	3.8%
Retail Trade	11.4%
Transportation/Utilities	4.9%
Information	1.6%
Finance/Insurance/Real Estate	6.1%
Services	54.9%
Public Administration	6.4%

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	5,639
White Collar	69.8%
Management/Business/Financial	13.8%
Professional	29.0%
Sales	10.1%
Administrative Support	16.9%
Services	13.4%
Blue Collar	16.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	2.4%
Production	2.9%
Transportation/Material Moving	5.8%

2000 Workers 16+ by Means of Transportation to Work

Total	5,738
Drove Alone - Car, Truck, or Van	81.8%
Carpooled - Car, Truck, or Van	12.6%
Public Transportation	0.8%
Walked	0.6%
Other Means	0.6%
Worked at Home	3.6%

2000 Workers 16+ by Travel Time to Work

Total	5,740
Did not Work at Home	96.4%
Less than 5 minutes	1.8%
5 to 9 minutes	12.1%
10 to 19 minutes	37.0%
20 to 24 minutes	16.2%
25 to 34 minutes	11.3%
35 to 44 minutes	2.8%
45 to 59 minutes	5.5%
60 to 89 minutes	5.0%
90 or more minutes	4.7%
Worked at Home	3.6%
Average Travel Time to Work (in min)	24.7

2000 Households by Vehicles Available

Total	4,159
None	3.6%
1	29.3%
2	45.4%
3	13.6%
4	5.3%
5+	2.7%
Average Number of Vehicles Available	2.0

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		4,197
Family Households		72.2%
Married-couple Family		53.9%
With Related Children		27.2%
Other Family (No Spouse)		18.3%
With Related Children		11.7%
Nonfamily Households		27.8%
Householder Living Alone		21.7%
Householder Not Living Alone		6.1%
Households with Related Children		38.9%
Households with Persons 65+		19.1%
2000 Households by Size		
Total		4,197
1 Person Household		21.7%
2 Person Household		33.0%
3 Person Household		17.6%
4 Person Household		15.8%
5 Person Household		7.1%
6 Person Household		3.2%
7 + Person Household		1.5%
2000 Households by Year Householder Moved In		
Total		4,158
Moved in 1999 to March 2000		22.8%
Moved in 1995 to 1998		25.4%
Moved in 1990 to 1994		15.9%
Moved in 1980 to 1989		17.1%
Moved in 1970 to 1979		12.9%
Moved in 1969 or Earlier		5.8%
Median Year Householder Moved In		1994
2000 Housing Units by Units in Structure		
Total		4,374
1, Detached		63.4%
1, Attached		4.4%
2		1.5%
3 or 4		4.7%
5 to 9		7.8%
10 to 19		1.3%
20 +		11.0%
Mobile Home		5.9%
Other		0.0%
2000 Housing Units by Year Structure Built		
Total		4,375
1999 to March 2000		0.3%
1995 to 1998		1.3%
1990 to 1994		11.3%
1980 to 1989		25.2%
1970 to 1979		26.6%
1969 or Earlier		35.3%
Median Year Structure Built		1976

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Top 3 Tapestry Segments		
	1.	Pleasant-Ville
	2.	Sophisticated Squires
	3.	Enterprising Professionals
2010 Consumer Spending		
Apparel & Services: Total \$		\$8,281,228
Average Spent		\$1,839.80
Spending Potential Index		77
Computers & Accessories: Total \$		\$1,092,084
Average Spent		\$242.62
Spending Potential Index		110
Education: Total \$		\$6,194,151
Average Spent		\$1,376.12
Spending Potential Index		113
Entertainment/Recreation: Total \$		\$16,094,075
Average Spent		\$3,575.54
Spending Potential Index		111
Food at Home: Total \$		\$21,188,306
Average Spent		\$4,707.30
Spending Potential Index		105
Food Away from Home: Total \$		\$15,714,010
Average Spent		\$3,491.10
Spending Potential Index		108
Health Care: Total \$		\$17,011,022
Average Spent		\$3,779.25
Spending Potential Index		101
HH Furnishings & Equipment: Total \$		\$9,040,520
Average Spent		\$2,008.49
Spending Potential Index		98
Investments: Total \$		\$8,523,206
Average Spent		\$1,893.56
Spending Potential Index		109
Retail Goods: Total \$		\$115,042,384
Average Spent		\$25,558.37
Spending Potential Index		103
Shelter: Total \$		\$80,941,769
Average Spent		\$17,982.41
Spending Potential Index		114
TV/Video/Audio: Total \$		\$5,912,857
Average Spent		\$1,313.63
Spending Potential Index		106
Travel: Total \$		\$9,800,373
Average Spent		\$2,177.30
Spending Potential Index		115
Vehicle Maintenance & Repairs: Total \$		\$4,571,039
Average Spent		\$1,015.52
Spending Potential Index		108

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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