



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	44,396
2000 Group Quarters	260
2010 Total Population	51,220
2015 Total Population	52,977
2010-2015 Annual Rate	0.68%
Household Summary	
2000 Households	13,406
2000 Average Household Size	3.29
2010 Households	14,820
2010 Average Household Size	3.44
2015 Households	15,223
2015 Average Household Size	3.46
2010-2015 Annual Rate	0.54%
2000 Families	10,645
2000 Average Family Size	3.66
2010 Families	11,787
2010 Average Family Size	3.82
2015 Families	12,081
2015 Average Family Size	3.85
2010-2015 Annual Rate	0.49%
Housing Unit Summary	
2000 Housing Units	14,773
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	30.0%
Vacant Housing Units	8.6%
2010 Housing Units	16,585
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	10.6%
2015 Housing Units	17,393
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	12.5%
Median Household Income	
2000	\$41,359
2010	\$53,451
2015	\$60,962
Median Home Value	
2000	\$121,220
2010	\$179,238
2015	\$215,709
Per Capita Income	
2000	\$16,261
2010	\$20,109
2015	\$22,972
Median Age	
2000	29.4
2010	29.7
2015	30.2

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.

December 09, 2010

Made with Esri Business Analyst



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

Cities in San Bernardino County

2000 Households by Income	
Household Income Base	13,384
<\$15,000	17.5%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	1.4%
\$200,000+	1.9%
Average Household Income	\$53,922
2010 Households by Income	
Household Income Base	14,819
<\$15,000	12.2%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	4.0%
\$200,000+	3.0%
Average Household Income	\$68,651
2015 Households by Income	
Household Income Base	15,222
<\$15,000	10.1%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	4.9%
\$200,000+	4.5%
Average Household Income	\$78,995
2000 Owner Occupied Housing Units by Value	
Total	9,050
<\$50,000	9.0%
\$50,000 - \$99,999	30.9%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	20.0%
\$200,000 - \$299,999	11.0%
\$300,000 - \$499,999	2.6%
\$500,000 - \$999,999	0.4%
\$1,000,000 +	0.1%
Average Home Value	\$134,312
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	4,369
With Cash Rent	95.6%
No Cash Rent	4.4%
Median Rent	\$490
Average Rent	\$518

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.

December 09, 2010

Made with Esri Business Analyst



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

Cities in San Bernardino County

2000 Population by Age		
Total		44,395
0 - 4		9.4%
5 - 9		10.9%
10 - 14		9.9%
15 - 24		14.1%
25 - 34		14.1%
35 - 44		15.8%
45 - 54		12.3%
55 - 64		6.8%
65 - 74		4.1%
75 - 84		2.1%
85 +		0.5%
18 +		64.6%
2010 Population by Age		
Total		51,222
0 - 4		9.7%
5 - 9		8.9%
10 - 14		8.1%
15 - 24		16.5%
25 - 34		13.9%
35 - 44		13.0%
45 - 54		13.2%
55 - 64		9.5%
65 - 74		4.5%
75 - 84		2.1%
85 +		0.7%
18 +		67.7%
2015 Population by Age		
Total		52,975
0 - 4		9.8%
5 - 9		9.1%
10 - 14		8.2%
15 - 24		14.7%
25 - 34		15.3%
35 - 44		12.4%
45 - 54		12.0%
55 - 64		10.0%
65 - 74		5.6%
75 - 84		2.2%
85 +		0.8%
18 +		68.4%
2000 Population by Sex		
Males		48.7%
Females		51.3%
2010 Population by Sex		
Males		49.1%
Females		50.9%
2015 Population by Sex		
Males		49.3%
Females		50.7%

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



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

Cities in San Bernardino County

2000 Population by Race/Ethnicity	
Total	44,395
White Alone	55.9%
Black Alone	12.6%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	6.4%
Some Other Race Alone	18.4%
Two or More Races	5.2%
Hispanic Origin	36.0%
Diversity Index	82.0
2010 Population by Race/Ethnicity	
Total	51,220
White Alone	48.9%
Black Alone	11.8%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	8.3%
Some Other Race Alone	23.9%
Two or More Races	5.9%
Hispanic Origin	46.2%
Diversity Index	87.0
2015 Population by Race/Ethnicity	
Total	52,977
White Alone	45.9%
Black Alone	11.3%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	9.2%
Some Other Race Alone	26.3%
Two or More Races	6.1%
Hispanic Origin	50.7%
Diversity Index	88.4
2000 Population 3+ by School Enrollment	
Total	42,140
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	2.6%
Enrolled in Grade 1-8	18.3%
Enrolled in Grade 9-12	8.2%
Enrolled in College	5.8%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	62.3%
2010 Population 25+ by Educational Attainment	
Total	29,121
Less Than 9th Grade	10.8%
9th to 12th Grade, No Diploma	12.5%
High School Graduate	26.2%
Some College, No Degree	22.3%
Associate Degree	8.7%
Bachelor's Degree	12.5%
Graduate/Professional Degree	7.0%

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.



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

		Cities in San Bernardino County
2010 Population 15+ by Marital Status		
Total		37,552
Never Married		33.0%
Married		52.4%
Widowed		4.6%
Divorced		10.1%
2000 Population 16+ by Employment Status		
Total		30,252
In Labor Force		63.1%
Civilian Employed		56.6%
Civilian Unemployed		6.4%
In Armed Forces		0.1%
Not In Labor Force		36.9%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		79.3%
Civilian Unemployed		20.7%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		82.6%
Civilian Unemployed		17.4%
2000 Females 16+ by Employment Status and Age of Children		
Total		15,809
Own Children < 6 Only		8.6%
Employed/in Armed Forces		4.1%
Unemployed		0.7%
Not in Labor Force		3.9%
Own Children <6 and 6-17 Only		11.6%
Employed/in Armed Forces		5.2%
Unemployed		0.8%
Not in Labor Force		5.5%
Own Children 6-17 Only		22.1%
Employed/in Armed Forces		14.4%
Unemployed		1.4%
Not in Labor Force		6.2%
No Own Children < 18		57.7%
Employed/in Armed Forces		26.6%
Unemployed		3.0%
Not in Labor Force		28.1%
2010 Employed Population 16+ by Industry		
Total		17,436
Agriculture/Mining		0.6%
Construction		7.5%
Manufacturing		6.0%
Wholesale Trade		3.2%
Retail Trade		12.1%
Transportation/Utilities		6.1%
Information		1.1%
Finance/Insurance/Real Estate		5.6%
Services		51.6%
Public Administration		6.1%

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 Employed Population 16+ by Occupation

Total	17,436
White Collar	55.9%
Management/Business/Financial	11.2%
Professional	20.0%
Sales	10.2%
Administrative Support	14.5%
Services	21.7%
Blue Collar	22.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	3.9%
Production	4.6%
Transportation/Material Moving	7.2%

2000 Workers 16+ by Means of Transportation to Work

Total	16,678
Drove Alone - Car, Truck, or Van	74.4%
Carpooled - Car, Truck, or Van	18.4%
Public Transportation	1.9%
Walked	1.2%
Other Means	1.2%
Worked at Home	2.9%

2000 Workers 16+ by Travel Time to Work

Total	16,677
Did not Work at Home	97.1%
Less than 5 minutes	1.6%
5 to 9 minutes	6.3%
10 to 19 minutes	37.7%
20 to 24 minutes	14.7%
25 to 34 minutes	16.7%
35 to 44 minutes	5.0%
45 to 59 minutes	4.7%
60 to 89 minutes	5.8%
90 or more minutes	4.7%
Worked at Home	2.9%
Average Travel Time to Work (in min)	27.2

2000 Households by Vehicles Available

Total	13,455
None	9.6%
1	31.2%
2	38.5%
3	14.8%
4	3.6%
5+	2.2%
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.



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

Cities in San Bernardino County

2000 Households by Type	
Total	13,408
Family Households	79.4%
Married-couple Family	54.7%
With Related Children	33.8%
Other Family (No Spouse)	24.7%
With Related Children	18.4%
Nonfamily Households	20.6%
Householder Living Alone	16.0%
Householder Not Living Alone	4.6%
Households with Related Children	52.2%
Households with Persons 65+	16.8%
2000 Households by Size	
Total	13,406
1 Person Household	16.0%
2 Person Household	25.3%
3 Person Household	18.4%
4 Person Household	18.3%
5 Person Household	11.6%
6 Person Household	5.5%
7 + Person Household	5.0%
2000 Households by Year Householder Moved In	
Total	13,456
Moved in 1999 to March 2000	22.1%
Moved in 1995 to 1998	33.4%
Moved in 1990 to 1994	18.6%
Moved in 1980 to 1989	14.5%
Moved in 1970 to 1979	6.1%
Moved in 1969 or Earlier	5.2%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	14,849
1, Detached	72.3%
1, Attached	3.5%
2	1.0%
3 or 4	3.7%
5 to 9	2.7%
10 to 19	2.5%
20 +	8.0%
Mobile Home	6.2%
Other	0.1%
2000 Housing Units by Year Structure Built	
Total	14,848
1999 to March 2000	2.0%
1995 to 1998	8.3%
1990 to 1994	12.5%
1980 to 1989	23.7%
1970 to 1979	16.0%
1969 or Earlier	37.6%
Median Year Structure Built	1978

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

December 09, 2010

Made with Esri Business Analyst



Market Profile

Cities in San Bernardino County
Highland

Prepared By Business Analyst Desktop

		Cities in San Bernardino County
Top 3 Tapestry Segments		
	1.	Industrious Urban Fringe
	2.	NeWest Residents
	3.	Suburban Splendor
2010 Consumer Spending		
Apparel & Services: Total \$		\$25,021,045
Average Spent		\$1,688.38
Spending Potential Index		71
Computers & Accessories: Total \$		\$3,382,426
Average Spent		\$228.24
Spending Potential Index		104
Education: Total \$		\$17,460,005
Average Spent		\$1,178.17
Spending Potential Index		97
Entertainment/Recreation: Total \$		\$47,431,062
Average Spent		\$3,200.57
Spending Potential Index		99
Food at Home: Total \$		\$65,690,132
Average Spent		\$4,432.66
Spending Potential Index		99
Food Away from Home: Total \$		\$47,752,116
Average Spent		\$3,222.24
Spending Potential Index		100
Health Care: Total \$		\$49,466,646
Average Spent		\$3,337.93
Spending Potential Index		90
HH Furnishings & Equipment: Total \$		\$26,887,385
Average Spent		\$1,814.32
Spending Potential Index		88
Investments: Total \$		\$23,190,710
Average Spent		\$1,564.87
Spending Potential Index		90
Retail Goods: Total \$		\$347,240,315
Average Spent		\$23,431.22
Spending Potential Index		94
Shelter: Total \$		\$242,659,883
Average Spent		\$16,374.30
Spending Potential Index		104
TV/Video/Audio: Total \$		\$17,750,030
Average Spent		\$1,197.74
Spending Potential Index		96
Travel: Total \$		\$28,088,156
Average Spent		\$1,895.34
Spending Potential Index		100
Vehicle Maintenance & Repairs: Total \$		\$13,794,900
Average Spent		\$930.86
Spending Potential Index		99

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.

December 09, 2010

Made with Esri Business Analyst