



Market Profile

Cities in San Bernardino County
Loma Linda

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	19,193
2000 Group Quarters	489
2010 Total Population	23,169
2015 Total Population	23,862
2010-2015 Annual Rate	0.59%
Household Summary	
2000 Households	7,709
2000 Average Household Size	2.43
2010 Households	8,874
2010 Average Household Size	2.55
2015 Households	9,084
2015 Average Household Size	2.57
2010-2015 Annual Rate	0.47%
2000 Families	4,687
2000 Average Family Size	3.09
2010 Families	5,327
2010 Average Family Size	3.26
2015 Families	5,397
2015 Average Family Size	3.30
2010-2015 Annual Rate	0.26%
Housing Unit Summary	
2000 Housing Units	8,273
Owner Occupied Housing Units	35.1%
Renter Occupied Housing Units	57.7%
Vacant Housing Units	7.2%
2010 Housing Units	9,522
Owner Occupied Housing Units	34.9%
Renter Occupied Housing Units	58.3%
Vacant Housing Units	6.8%
2015 Housing Units	9,931
Owner Occupied Housing Units	33.8%
Renter Occupied Housing Units	57.7%
Vacant Housing Units	8.5%
Median Household Income	
2000	\$37,792
2010	\$49,066
2015	\$56,321
Median Home Value	
2000	\$149,636
2010	\$213,768
2015	\$248,025
Per Capita Income	
2000	\$19,886
2010	\$24,786
2015	\$28,332
Median Age	
2000	33.7
2010	35.5
2015	35.5

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	7,698
<\$15,000	19.2%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	1.9%
\$200,000+	1.3%
Average Household Income	\$48,679
2010 Households by Income	
Household Income Base	8,874
<\$15,000	13.8%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	4.0%
\$200,000+	2.5%
Average Household Income	\$63,114
2015 Households by Income	
Household Income Base	9,084
<\$15,000	11.2%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.9%
\$200,000+	3.5%
Average Household Income	\$72,529
2000 Owner Occupied Housing Units by Value	
Total	2,926
<\$50,000	9.1%
\$50,000 - \$99,999	14.6%
\$100,000 - \$149,999	26.5%
\$150,000 - \$199,999	22.3%
\$200,000 - \$299,999	21.0%
\$300,000 - \$499,999	4.3%
\$500,000 - \$999,999	2.2%
\$1,000,000 +	0.0%
Average Home Value	\$166,321
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	4,731
With Cash Rent	96.4%
No Cash Rent	3.6%
Median Rent	\$592
Average Rent	\$647

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		19,195
0 - 4		6.5%
5 - 9		6.7%
10 - 14		6.1%
15 - 24		13.8%
25 - 34		18.9%
35 - 44		14.1%
45 - 54		11.6%
55 - 64		7.4%
65 - 74		6.2%
75 - 84		5.5%
85 +		3.2%
18 +		77.2%
2010 Population by Age		
Total		23,173
0 - 4		6.8%
5 - 9		6.0%
10 - 14		5.5%
15 - 24		14.4%
25 - 34		16.4%
35 - 44		14.4%
45 - 54		12.6%
55 - 64		9.7%
65 - 74		6.0%
75 - 84		4.8%
85 +		3.2%
18 +		78.2%
2015 Population by Age		
Total		23,863
0 - 4		6.8%
5 - 9		6.1%
10 - 14		5.4%
15 - 24		13.3%
25 - 34		17.7%
35 - 44		14.1%
45 - 54		11.3%
55 - 64		10.2%
65 - 74		7.3%
75 - 84		4.6%
85 +		3.1%
18 +		78.7%
2000 Population by Sex		
Males		46.7%
Females		53.3%
2010 Population by Sex		
Males		47.5%
Females		52.5%
2015 Population by Sex		
Males		47.8%
Females		52.2%

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	19,192
White Alone	53.5%
Black Alone	7.2%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	24.1%
Some Other Race Alone	8.5%
Two or More Races	6.0%
Hispanic Origin	17.9%
Diversity Index	75.4
2010 Population by Race/Ethnicity	
Total	23,168
White Alone	43.6%
Black Alone	6.8%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	30.4%
Some Other Race Alone	11.9%
Two or More Races	6.6%
Hispanic Origin	24.8%
Diversity Index	82.1
2015 Population by Race/Ethnicity	
Total	23,861
White Alone	39.2%
Black Alone	6.6%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	33.2%
Some Other Race Alone	13.6%
Two or More Races	6.6%
Hispanic Origin	28.0%
Diversity Index	84.0
2000 Population 3+ by School Enrollment	
Total	18,364
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	11.0%
Enrolled in Grade 9-12	5.8%
Enrolled in College	6.9%
Enrolled in Grad/Prof School	7.0%
Not Enrolled in School	66.8%
2010 Population 25+ by Educational Attainment	
Total	15,581
Less Than 9th Grade	5.8%
9th to 12th Grade, No Diploma	5.2%
High School Graduate	13.2%
Some College, No Degree	18.5%
Associate Degree	11.0%
Bachelor's Degree	24.4%
Graduate/Professional Degree	21.9%

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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2010 Population 15+ by Marital Status	
Total	18,922
Never Married	33.3%
Married	49.0%
Widowed	7.0%
Divorced	10.7%
2000 Population 16+ by Employment Status	
Total	15,117
In Labor Force	58.9%
Civilian Employed	55.7%
Civilian Unemployed	3.0%
In Armed Forces	0.2%
Not In Labor Force	41.1%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	85.7%
Civilian Unemployed	14.3%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	88.1%
Civilian Unemployed	11.9%
2000 Females 16+ by Employment Status and Age of Children	
Total	8,317
Own Children < 6 Only	8.1%
Employed/in Armed Forces	4.6%
Unemployed	0.3%
Not in Labor Force	3.2%
Own Children <6 and 6-17 Only	5.4%
Employed/in Armed Forces	3.4%
Unemployed	0.3%
Not in Labor Force	1.8%
Own Children 6-17 Only	13.5%
Employed/in Armed Forces	9.8%
Unemployed	0.2%
Not in Labor Force	3.5%
No Own Children < 18	73.0%
Employed/in Armed Forces	34.7%
Unemployed	2.1%
Not in Labor Force	36.2%
2010 Employed Population 16+ by Industry	
Total	8,987
Agriculture/Mining	0.1%
Construction	2.9%
Manufacturing	3.3%
Wholesale Trade	2.3%
Retail Trade	7.3%
Transportation/Utilities	3.1%
Information	1.2%
Finance/Insurance/Real Estate	4.0%
Services	72.6%
Public Administration	3.3%

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	8,985
White Collar	73.8%
Management/Business/Financial	11.1%
Professional	43.8%
Sales	8.5%
Administrative Support	10.4%
Services	16.9%
Blue Collar	9.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.7%
Installation/Maintenance/Repair	1.9%
Production	1.8%
Transportation/Material Moving	3.8%

2000 Workers 16+ by Means of Transportation to Work

Total	8,222
Drove Alone - Car, Truck, or Van	73.6%
Carpooled - Car, Truck, or Van	14.7%
Public Transportation	1.7%
Walked	5.1%
Other Means	1.5%
Worked at Home	3.4%

2000 Workers 16+ by Travel Time to Work

Total	8,223
Did not Work at Home	96.6%
Less than 5 minutes	4.2%
5 to 9 minutes	20.5%
10 to 19 minutes	35.0%
20 to 24 minutes	11.4%
25 to 34 minutes	12.9%
35 to 44 minutes	2.5%
45 to 59 minutes	3.0%
60 to 89 minutes	4.4%
90 or more minutes	2.7%
Worked at Home	3.4%
Average Travel Time to Work (in min)	20.6

2000 Households by Vehicles Available

Total	7,667
None	11.1%
1	39.5%
2	35.5%
3	9.9%
4	2.8%
5+	1.1%
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	7,709
Family Households	60.8%
Married-couple Family	44.2%
With Related Children	20.3%
Other Family (No Spouse)	16.6%
With Related Children	10.3%
Nonfamily Households	39.2%
Householder Living Alone	30.5%
Householder Not Living Alone	8.7%
Households with Related Children	30.6%
Households with Persons 65+	24.2%
2000 Households by Size	
Total	7,709
1 Person Household	30.5%
2 Person Household	31.6%
3 Person Household	15.4%
4 Person Household	12.8%
5 Person Household	5.6%
6 Person Household	2.3%
7 + Person Household	1.6%
2000 Households by Year Householder Moved In	
Total	7,669
Moved in 1999 to March 2000	28.6%
Moved in 1995 to 1998	37.7%
Moved in 1990 to 1994	14.6%
Moved in 1980 to 1989	11.3%
Moved in 1970 to 1979	4.0%
Moved in 1969 or Earlier	3.8%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	8,241
1, Detached	40.7%
1, Attached	8.6%
2	4.1%
3 or 4	10.6%
5 to 9	10.7%
10 to 19	4.9%
20 +	15.7%
Mobile Home	4.6%
Other	0.1%
2000 Housing Units by Year Structure Built	
Total	8,239
1999 to March 2000	2.4%
1995 to 1998	2.0%
1990 to 1994	14.9%
1980 to 1989	28.4%
1970 to 1979	20.2%
1969 or Earlier	32.2%
Median Year Structure Built	1979

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Top 3 Tapestry Segments

1. Old and Newcomers
2. Aspiring Young Families
3. Retirement Communities

2010 Consumer Spending

Apparel & Services: Total \$	\$13,935,157
Average Spent	\$1,570.35
Spending Potential Index	66
Computers & Accessories: Total \$	\$1,866,208
Average Spent	\$210.30
Spending Potential Index	96
Education: Total \$	\$9,950,936
Average Spent	\$1,121.37
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$26,070,052
Average Spent	\$2,937.83
Spending Potential Index	91
Food at Home: Total \$	\$36,586,544
Average Spent	\$4,122.93
Spending Potential Index	92
Food Away from Home: Total \$	\$26,605,322
Average Spent	\$2,998.15
Spending Potential Index	93
Health Care: Total \$	\$28,538,614
Average Spent	\$3,216.01
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$14,486,123
Average Spent	\$1,632.44
Spending Potential Index	79
Investments: Total \$	\$13,046,126
Average Spent	\$1,470.17
Spending Potential Index	85
Retail Goods: Total \$	\$189,443,668
Average Spent	\$21,348.39
Spending Potential Index	86
Shelter: Total \$	\$133,170,933
Average Spent	\$15,007.02
Spending Potential Index	95
TV/Video/Audio: Total \$	\$10,104,651
Average Spent	\$1,138.69
Spending Potential Index	92
Travel: Total \$	\$15,194,562
Average Spent	\$1,712.27
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$7,650,407
Average Spent	\$862.12
Spending Potential Index	91

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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