



Market Profile

Cities in San Bernardino County
Montclair

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	34,089
2000 Group Quarters	584
2010 Total Population	39,055
2015 Total Population	40,239
2010-2015 Annual Rate	0.60%
Household Summary	
2000 Households	9,124
2000 Average Household Size	3.67
2010 Households	9,991
2010 Average Household Size	3.85
2015 Households	10,221
2015 Average Household Size	3.88
2010-2015 Annual Rate	0.46%
2000 Families	7,281
2000 Average Family Size	4.03
2010 Families	7,954
2010 Average Family Size	4.23
2015 Families	8,108
2015 Average Family Size	4.27
2010-2015 Annual Rate	0.38%
Housing Unit Summary	
2000 Housing Units	9,414
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	39.1%
Vacant Housing Units	3.1%
2010 Housing Units	10,377
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	3.7%
2015 Housing Units	10,719
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	4.6%
Median Household Income	
2000	\$40,210
2010	\$50,629
2015	\$58,502
Median Home Value	
2000	\$131,646
2010	\$184,999
2015	\$219,176
Per Capita Income	
2000	\$13,310
2010	\$15,524
2015	\$17,628
Median Age	
2000	28.9
2010	29.0
2015	29.5

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	9,147
<\$15,000	15.0%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	0.7%
\$200,000+	0.9%
Average Household Income	\$48,467
2010 Households by Income	
Household Income Base	9,991
<\$15,000	10.5%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	2.2%
\$200,000+	1.2%
Average Household Income	\$59,535
2015 Households by Income	
Household Income Base	10,219
<\$15,000	8.4%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	3.1%
\$200,000+	1.8%
Average Household Income	\$68,133
2000 Owner Occupied Housing Units by Value	
Total	5,454
<\$50,000	8.0%
\$50,000 - \$99,999	11.5%
\$100,000 - \$149,999	60.5%
\$150,000 - \$199,999	15.8%
\$200,000 - \$299,999	3.2%
\$300,000 - \$499,999	0.6%
\$500,000 - \$999,999	0.1%
\$1,000,000 +	0.3%
Average Home Value	\$129,644
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	3,652
With Cash Rent	97.2%
No Cash Rent	2.8%
Median Rent	\$596
Average Rent	\$613

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		34,088
0 - 4		8.9%
5 - 9		9.8%
10 - 14		9.2%
15 - 24		16.0%
25 - 34		15.7%
35 - 44		14.8%
45 - 54		10.9%
55 - 64		6.5%
65 - 74		4.4%
75 - 84		2.8%
85 +		1.0%
18 +		66.8%
2010 Population by Age		
Total		39,052
0 - 4		9.3%
5 - 9		8.8%
10 - 14		7.5%
15 - 24		17.5%
25 - 34		16.0%
35 - 44		12.5%
45 - 54		11.7%
55 - 64		8.3%
65 - 74		4.3%
75 - 84		2.8%
85 +		1.2%
18 +		69.1%
2015 Population by Age		
Total		40,241
0 - 4		9.4%
5 - 9		9.0%
10 - 14		7.7%
15 - 24		15.7%
25 - 34		17.3%
35 - 44		11.9%
45 - 54		10.6%
55 - 64		9.1%
65 - 74		5.3%
75 - 84		2.9%
85 +		1.3%
18 +		69.6%
2000 Population by Sex		
Males		50.0%
Females		50.0%
2010 Population by Sex		
Males		50.3%
Females		49.7%
2015 Population by Sex		
Males		50.3%
Females		49.7%

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	34,089
White Alone	44.8%
Black Alone	6.2%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	8.2%
Some Other Race Alone	35.0%
Two or More Races	4.8%
Hispanic Origin	60.3%
Diversity Index	89.0
2010 Population by Race/Ethnicity	
Total	39,055
White Alone	38.5%
Black Alone	5.3%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	8.7%
Some Other Race Alone	41.7%
Two or More Races	4.9%
Hispanic Origin	70.5%
Diversity Index	90.8
2015 Population by Race/Ethnicity	
Total	40,240
White Alone	36.2%
Black Alone	4.9%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	8.8%
Some Other Race Alone	44.3%
Two or More Races	4.8%
Hispanic Origin	74.3%
Diversity Index	91.3
2000 Population 3+ by School Enrollment	
Total	32,444
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	16.6%
Enrolled in Grade 9-12	7.8%
Enrolled in College	5.3%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	66.2%
2010 Population 25+ by Educational Attainment	
Total	22,201
Less Than 9th Grade	20.0%
9th to 12th Grade, No Diploma	16.9%
High School Graduate	26.2%
Some College, No Degree	18.7%
Associate Degree	7.4%
Bachelor's Degree	8.0%
Graduate/Professional Degree	2.8%

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	29,038
Never Married	35.5%
Married	51.4%
Widowed	4.5%
Divorced	8.6%
2000 Population 16+ by Employment Status	
Total	24,187
In Labor Force	58.5%
Civilian Employed	53.1%
Civilian Unemployed	5.3%
In Armed Forces	0.1%
Not In Labor Force	41.5%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	80.8%
Civilian Unemployed	19.2%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	83.7%
Civilian Unemployed	16.3%
2000 Females 16+ by Employment Status and Age of Children	
Total	12,179
Own Children < 6 Only	7.4%
Employed/in Armed Forces	3.8%
Unemployed	0.3%
Not in Labor Force	3.3%
Own Children <6 and 6-17 Only	10.7%
Employed/in Armed Forces	4.8%
Unemployed	0.3%
Not in Labor Force	5.7%
Own Children 6-17 Only	20.2%
Employed/in Armed Forces	12.1%
Unemployed	0.7%
Not in Labor Force	7.4%
No Own Children < 18	61.7%
Employed/in Armed Forces	25.4%
Unemployed	3.4%
Not in Labor Force	32.9%
2010 Employed Population 16+ by Industry	
Total	12,511
Agriculture/Mining	0.9%
Construction	7.7%
Manufacturing	13.8%
Wholesale Trade	2.9%
Retail Trade	13.0%
Transportation/Utilities	6.5%
Information	1.4%
Finance/Insurance/Real Estate	5.1%
Services	44.7%
Public Administration	3.9%

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	12,510
White Collar	49.7%
Management/Business/Financial	7.9%
Professional	13.7%
Sales	12.1%
Administrative Support	15.9%
Services	19.2%
Blue Collar	31.1%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	5.0%
Production	9.9%
Transportation/Material Moving	8.9%
2000 Workers 16+ by Means of Transportation to Work	
Total	12,580
Drove Alone - Car, Truck, or Van	71.0%
Carpooled - Car, Truck, or Van	19.5%
Public Transportation	3.1%
Walked	2.7%
Other Means	1.9%
Worked at Home	1.8%
2000 Workers 16+ by Travel Time to Work	
Total	12,581
Did not Work at Home	98.2%
Less than 5 minutes	1.7%
5 to 9 minutes	7.9%
10 to 19 minutes	26.8%
20 to 24 minutes	15.8%
25 to 34 minutes	18.6%
35 to 44 minutes	4.9%
45 to 59 minutes	9.2%
60 to 89 minutes	7.0%
90 or more minutes	6.3%
Worked at Home	1.8%
Average Travel Time to Work (in min)	31.6
2000 Households by Vehicles Available	
Total	9,120
None	8.7%
1	32.9%
2	35.4%
3	15.7%
4	5.0%
5+	2.3%
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.



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2000 Households by Type	
Total	9,125
Family Households	79.8%
Married-couple Family	55.8%
With Related Children	37.1%
Other Family (No Spouse)	24.0%
With Related Children	16.7%
Nonfamily Households	20.2%
Householder Living Alone	15.3%
Householder Not Living Alone	5.0%
Households with Related Children	53.8%
Households with Persons 65+	20.7%
2000 Households by Size	
Total	9,124
1 Person Household	15.3%
2 Person Household	20.3%
3 Person Household	15.5%
4 Person Household	18.1%
5 Person Household	12.9%
6 Person Household	8.5%
7 + Person Household	9.4%
2000 Households by Year Householder Moved In	
Total	9,120
Moved in 1999 to March 2000	17.9%
Moved in 1995 to 1998	32.0%
Moved in 1990 to 1994	16.7%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	8.5%
Moved in 1969 or Earlier	9.1%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	9,470
1, Detached	57.8%
1, Attached	8.6%
2	2.9%
3 or 4	8.0%
5 to 9	4.8%
10 to 19	4.1%
20 +	5.8%
Mobile Home	7.7%
Other	0.3%
2000 Housing Units by Year Structure Built	
Total	9,469
1999 to March 2000	0.2%
1995 to 1998	2.2%
1990 to 1994	2.0%
1980 to 1989	14.9%
1970 to 1979	17.4%
1969 or Earlier	63.4%
Median Year Structure Built	1965

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



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Top 3 Tapestry Segments		
	1.	Urban Villages
	2.	NeWest Residents
	3.	Las Casas
2010 Consumer Spending		
Apparel & Services: Total \$		\$14,779,795
Average Spent		\$1,479.27
Spending Potential Index		62
Computers & Accessories: Total \$		\$2,100,956
Average Spent		\$210.28
Spending Potential Index		96
Education: Total \$		\$9,252,831
Average Spent		\$926.09
Spending Potential Index		76
Entertainment/Recreation: Total \$		\$27,649,922
Average Spent		\$2,767.41
Spending Potential Index		86
Food at Home: Total \$		\$39,772,116
Average Spent		\$3,980.69
Spending Potential Index		89
Food Away from Home: Total \$		\$28,063,868
Average Spent		\$2,808.84
Spending Potential Index		87
Health Care: Total \$		\$27,435,970
Average Spent		\$2,746.00
Spending Potential Index		74
HH Furnishings & Equipment: Total \$		\$15,879,580
Average Spent		\$1,589.35
Spending Potential Index		77
Investments: Total \$		\$14,499,825
Average Spent		\$1,451.25
Spending Potential Index		83
Retail Goods: Total \$		\$202,810,836
Average Spent		\$20,298.84
Spending Potential Index		82
Shelter: Total \$		\$149,883,898
Average Spent		\$15,001.51
Spending Potential Index		95
TV/Video/Audio: Total \$		\$10,145,430
Average Spent		\$1,015.43
Spending Potential Index		82
Travel: Total \$		\$17,129,931
Average Spent		\$1,714.49
Spending Potential Index		91
Vehicle Maintenance & Repairs: Total \$		\$8,138,986
Average Spent		\$814.61
Spending Potential Index		86

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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