



Market Profile

Cities in San Bernardino County
Ontario

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	157,999
2000 Group Quarters	1,139
2010 Total Population	173,796
2015 Total Population	176,301
2010-2015 Annual Rate	0.29%
Household Summary	
2000 Households	43,523
2000 Average Household Size	3.60
2010 Households	46,153
2010 Average Household Size	3.74
2015 Households	46,680
2015 Average Household Size	3.75
2010-2015 Annual Rate	0.23%
2000 Families	34,720
2000 Average Family Size	3.96
2010 Families	36,417
2010 Average Family Size	4.13
2015 Families	36,590
2015 Average Family Size	4.16
2010-2015 Annual Rate	0.09%
Housing Unit Summary	
2000 Housing Units	45,180
Owner Occupied Housing Units	55.6%
Renter Occupied Housing Units	40.7%
Vacant Housing Units	3.7%
2010 Housing Units	48,299
Owner Occupied Housing Units	52.4%
Renter Occupied Housing Units	43.2%
Vacant Housing Units	4.4%
2015 Housing Units	49,420
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	43.1%
Vacant Housing Units	5.5%
Median Household Income	
2000	\$42,778
2010	\$52,934
2015	\$59,231
Median Home Value	
2000	\$136,678
2010	\$191,289
2015	\$226,767
Per Capita Income	
2000	\$14,221
2010	\$16,279
2015	\$18,245
Median Age	
2000	27.6
2010	28.7
2015	29.1

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	43,387
<\$15,000	13.4%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	19.7%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.3%
\$200,000+	0.9%
Average Household Income	\$50,905
2010 Households by Income	
Household Income Base	46,148
<\$15,000	9.8%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	26.8%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	2.1%
\$200,000+	1.4%
Average Household Income	\$60,812
2015 Households by Income	
Household Income Base	46,675
<\$15,000	7.8%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	29.5%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	3.0%
\$200,000+	1.9%
Average Household Income	\$68,353
2000 Owner Occupied Housing Units by Value	
Total	25,144
<\$50,000	6.3%
\$50,000 - \$99,999	14.2%
\$100,000 - \$149,999	44.9%
\$150,000 - \$199,999	24.5%
\$200,000 - \$299,999	9.0%
\$300,000 - \$499,999	0.7%
\$500,000 - \$999,999	0.1%
\$1,000,000 +	0.2%
Average Home Value	\$139,991
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	18,229
With Cash Rent	97.8%
No Cash Rent	2.2%
Median Rent	\$644
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	158,000
0 - 4	9.7%
5 - 9	10.5%
10 - 14	9.1%
15 - 24	16.2%
25 - 34	16.9%
35 - 44	15.4%
45 - 54	10.6%
55 - 64	5.5%
65 - 74	3.3%
75 - 84	2.0%
85 +	0.7%
18 +	65.6%
2010 Population by Age	
Total	173,795
0 - 4	10.0%
5 - 9	9.3%
10 - 14	7.9%
15 - 24	16.7%
25 - 34	16.5%
35 - 44	13.5%
45 - 54	11.8%
55 - 64	7.9%
65 - 74	3.7%
75 - 84	2.0%
85 +	0.9%
18 +	67.7%
2015 Population by Age	
Total	176,303
0 - 4	10.0%
5 - 9	9.3%
10 - 14	8.2%
15 - 24	15.6%
25 - 34	16.4%
35 - 44	13.3%
45 - 54	10.8%
55 - 64	8.6%
65 - 74	4.8%
75 - 84	2.0%
85 +	0.9%
18 +	68.2%
2000 Population by Sex	
Males	50.1%
Females	49.9%
2010 Population by Sex	
Males	50.1%
Females	49.9%
2015 Population by Sex	
Males	50.0%
Females	50.0%

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

2000 Population by Race/Ethnicity	
Total	157,999
White Alone	47.9%
Black Alone	7.5%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	4.2%
Some Other Race Alone	34.1%
Two or More Races	5.3%
Hispanic Origin	59.9%
Diversity Index	87.7
2010 Population by Race/Ethnicity	
Total	173,795
White Alone	41.4%
Black Alone	6.9%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	4.9%
Some Other Race Alone	40.2%
Two or More Races	5.6%
Hispanic Origin	69.8%
Diversity Index	89.7
2015 Population by Race/Ethnicity	
Total	176,300
White Alone	39.1%
Black Alone	6.5%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	5.1%
Some Other Race Alone	42.7%
Two or More Races	5.7%
Hispanic Origin	73.6%
Diversity Index	90.3
2000 Population 3+ by School Enrollment	
Total	148,733
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	2.2%
Enrolled in Grade 1-8	17.1%
Enrolled in Grade 9-12	7.7%
Enrolled in College	5.0%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	65.8%
2010 Population 25+ by Educational Attainment	
Total	97,708
Less Than 9th Grade	20.3%
9th to 12th Grade, No Diploma	14.0%
High School Graduate	26.5%
Some College, No Degree	20.3%
Associate Degree	6.6%
Bachelor's Degree	9.2%
Graduate/Professional Degree	3.1%

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	126,699
Never Married	36.6%
Married	51.6%
Widowed	3.7%
Divorced	8.1%
2000 Population 16+ by Employment Status	
Total	108,674
In Labor Force	63.1%
Civilian Employed	57.4%
Civilian Unemployed	5.6%
In Armed Forces	0.1%
Not In Labor Force	36.9%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	79.9%
Civilian Unemployed	20.1%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	83.0%
Civilian Unemployed	17.0%
2000 Females 16+ by Employment Status and Age of Children	
Total	54,633
Own Children < 6 Only	9.3%
Employed/in Armed Forces	4.6%
Unemployed	0.7%
Not in Labor Force	4.1%
Own Children <6 and 6-17 Only	11.0%
Employed/in Armed Forces	4.7%
Unemployed	0.6%
Not in Labor Force	5.7%
Own Children 6-17 Only	20.5%
Employed/in Armed Forces	12.1%
Unemployed	1.1%
Not in Labor Force	7.3%
No Own Children < 18	59.2%
Employed/in Armed Forces	27.8%
Unemployed	3.3%
Not in Labor Force	28.1%
2010 Employed Population 16+ by Industry	
Total	59,091
Agriculture/Mining	1.9%
Construction	7.0%
Manufacturing	14.7%
Wholesale Trade	4.8%
Retail Trade	12.4%
Transportation/Utilities	6.4%
Information	1.9%
Finance/Insurance/Real Estate	5.5%
Services	41.4%
Public Administration	4.0%

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	59,091
White Collar	50.6%
Management/Business/Financial	10.5%
Professional	13.3%
Sales	10.8%
Administrative Support	16.0%
Services	17.9%
Blue Collar	31.5%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	5.2%
Production	9.9%
Transportation/Material Moving	9.4%
2000 Workers 16+ by Means of Transportation to Work	
Total	60,909
Drove Alone - Car, Truck, or Van	69.7%
Carpooled - Car, Truck, or Van	22.6%
Public Transportation	2.7%
Walked	1.5%
Other Means	1.4%
Worked at Home	2.2%
2000 Workers 16+ by Travel Time to Work	
Total	60,910
Did not Work at Home	97.8%
Less than 5 minutes	1.5%
5 to 9 minutes	8.2%
10 to 19 minutes	30.1%
20 to 24 minutes	14.4%
25 to 34 minutes	16.3%
35 to 44 minutes	5.6%
45 to 59 minutes	7.4%
60 to 89 minutes	8.7%
90 or more minutes	5.7%
Worked at Home	2.2%
Average Travel Time to Work (in min)	30.4
2000 Households by Vehicles Available	
Total	43,477
None	8.3%
1	31.6%
2	38.1%
3	15.3%
4	4.6%
5+	2.1%
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	43,522
Family Households	79.8%
Married-couple Family	57.0%
With Related Children	38.8%
Other Family (No Spouse)	22.8%
With Related Children	16.2%
Nonfamily Households	20.2%
Householder Living Alone	15.1%
Householder Not Living Alone	5.1%
Households with Related Children	55.0%
Households with Persons 65+	16.0%
2000 Households by Size	
Total	43,523
1 Person Household	15.1%
2 Person Household	21.4%
3 Person Household	16.5%
4 Person Household	18.1%
5 Person Household	12.9%
6 Person Household	7.4%
7 + Person Household	8.5%
2000 Households by Year Householder Moved In	
Total	43,477
Moved in 1999 to March 2000	23.8%
Moved in 1995 to 1998	32.5%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	15.3%
Moved in 1970 to 1979	7.0%
Moved in 1969 or Earlier	5.9%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	45,153
1, Detached	59.6%
1, Attached	7.9%
2	1.6%
3 or 4	7.1%
5 to 9	5.7%
10 to 19	3.3%
20 +	10.3%
Mobile Home	4.4%
Other	0.2%
2000 Housing Units by Year Structure Built	
Total	45,153
1999 to March 2000	1.0%
1995 to 1998	3.9%
1990 to 1994	7.2%
1980 to 1989	25.6%
1970 to 1979	22.4%
1969 or Earlier	39.8%
Median Year Structure Built	1975

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		Cities in San Bernardino County
Top 3 Tapestry Segments		
	1.	Urban Villages
	2.	Las Casas
	3.	Industrious Urban Fringe
2010 Consumer Spending		
Apparel & Services: Total \$		\$69,450,937
Average Spent		\$1,504.81
Spending Potential Index		63
Computers & Accessories: Total \$		\$9,656,728
Average Spent		\$209.23
Spending Potential Index		95
Education: Total \$		\$45,293,374
Average Spent		\$981.38
Spending Potential Index		80
Entertainment/Recreation: Total \$		\$130,279,187
Average Spent		\$2,822.79
Spending Potential Index		88
Food at Home: Total \$		\$185,533,467
Average Spent		\$4,020.00
Spending Potential Index		90
Food Away from Home: Total \$		\$132,527,598
Average Spent		\$2,871.51
Spending Potential Index		89
Health Care: Total \$		\$132,728,105
Average Spent		\$2,875.85
Spending Potential Index		77
HH Furnishings & Equipment: Total \$		\$74,361,097
Average Spent		\$1,611.20
Spending Potential Index		78
Investments: Total \$		\$65,292,350
Average Spent		\$1,414.71
Spending Potential Index		81
Retail Goods: Total \$		\$956,868,751
Average Spent		\$20,732.72
Spending Potential Index		83
Shelter: Total \$		\$692,803,383
Average Spent		\$15,011.15
Spending Potential Index		95
TV/Video/Audio: Total \$		\$48,379,078
Average Spent		\$1,048.24
Spending Potential Index		84
Travel: Total \$		\$79,206,745
Average Spent		\$1,716.19
Spending Potential Index		91
Vehicle Maintenance & Repairs: Total \$		\$38,256,425
Average Spent		\$828.91
Spending Potential Index		88

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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Market Profile

Cities in San Bernardino County
 Rancho Cucamonga

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Cities in San Bernardino County

Population Summary	
2000 Total Population	127,768
2000 Group Quarters	3,626
2010 Total Population	164,633
2015 Total Population	174,649
2010-2015 Annual Rate	1.19%
Household Summary	
2000 Households	40,871
2000 Average Household Size	3.04
2010 Households	51,080
2010 Average Household Size	3.15
2015 Households	53,826
2015 Average Household Size	3.17
2010-2015 Annual Rate	1.05%
2000 Families	31,830
2000 Average Family Size	3.44
2010 Families	39,693
2010 Average Family Size	3.57
2015 Families	41,726
2015 Average Family Size	3.60
2010-2015 Annual Rate	1.00%
Housing Unit Summary	
2000 Housing Units	42,142
Owner Occupied Housing Units	68.1%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	3.0%
2010 Housing Units	53,224
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	4.0%
2015 Housing Units	56,765
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	5.2%
Median Household Income	
2000	\$60,973
2010	\$71,477
2015	\$80,832
Median Home Value	
2000	\$176,222
2010	\$246,347
2015	\$290,700
Per Capita Income	
2000	\$23,665
2010	\$27,586
2015	\$30,909
Median Age	
2000	32.2
2010	33.7
2015	34.4

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.
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Rancho Cucamonga

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2000 Households by Income	
Household Income Base	41,049
<\$15,000	7.6%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	3.8%
\$200,000+	2.4%
Average Household Income	\$72,020
2010 Households by Income	
Household Income Base	51,082
<\$15,000	5.4%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	6.6%
\$200,000+	4.2%
Average Household Income	\$87,269
2015 Households by Income	
Household Income Base	53,823
<\$15,000	3.8%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	24.6%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	23.3%
\$150,000 - \$199,999	9.0%
\$200,000+	5.5%
Average Household Income	\$98,526
2000 Owner Occupied Housing Units by Value	
Total	28,792
<\$50,000	4.4%
\$50,000 - \$99,999	4.3%
\$100,000 - \$149,999	22.4%
\$150,000 - \$199,999	31.8%
\$200,000 - \$299,999	25.4%
\$300,000 - \$499,999	10.4%
\$500,000 - \$999,999	1.3%
\$1,000,000 +	0.1%
Average Home Value	\$199,794
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	12,140
With Cash Rent	98.0%
No Cash Rent	2.0%
Median Rent	\$787
Average Rent	\$784

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.

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2000 Population by Age	
Total	127,768
0 - 4	7.0%
5 - 9	8.6%
10 - 14	9.1%
15 - 24	15.1%
25 - 34	14.6%
35 - 44	18.6%
45 - 54	14.4%
55 - 64	6.6%
65 - 74	3.5%
75 - 84	2.0%
85 +	0.5%
18 +	70.1%
2010 Population by Age	
Total	164,632
0 - 4	7.3%
5 - 9	7.0%
10 - 14	6.8%
15 - 24	14.5%
25 - 34	16.5%
35 - 44	14.6%
45 - 54	15.4%
55 - 64	10.6%
65 - 74	4.4%
75 - 84	2.1%
85 +	0.8%
18 +	74.3%
2015 Population by Age	
Total	174,650
0 - 4	7.4%
5 - 9	7.1%
10 - 14	6.9%
15 - 24	12.8%
25 - 34	16.9%
35 - 44	15.3%
45 - 54	13.4%
55 - 64	11.3%
65 - 74	5.9%
75 - 84	2.1%
85 +	0.8%
18 +	74.9%
2000 Population by Sex	
Males	50.0%
Females	50.0%
2010 Population by Sex	
Males	49.8%
Females	50.2%
2015 Population by Sex	
Males	49.7%
Females	50.3%

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2000 Population by Race/Ethnicity	
Total	127,769
White Alone	66.5%
Black Alone	7.9%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	6.3%
Some Other Race Alone	13.3%
Two or More Races	5.4%
Hispanic Origin	27.8%
Diversity Index	72.9
2010 Population by Race/Ethnicity	
Total	164,634
White Alone	57.3%
Black Alone	8.0%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	8.2%
Some Other Race Alone	19.1%
Two or More Races	6.6%
Hispanic Origin	40.0%
Diversity Index	82.3
2015 Population by Race/Ethnicity	
Total	174,649
White Alone	53.3%
Black Alone	7.8%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	9.2%
Some Other Race Alone	21.9%
Two or More Races	7.0%
Hispanic Origin	45.5%
Diversity Index	85.0
2000 Population 3+ by School Enrollment	
Total	122,991
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	15.2%
Enrolled in Grade 9-12	7.5%
Enrolled in College	7.2%
Enrolled in Grad/Prof School	1.5%
Not Enrolled in School	65.2%
2010 Population 25+ by Educational Attainment	
Total	105,950
Less Than 9th Grade	4.7%
9th to 12th Grade, No Diploma	7.4%
High School Graduate	23.8%
Some College, No Degree	26.6%
Associate Degree	11.3%
Bachelor's Degree	17.8%
Graduate/Professional Degree	8.3%

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.

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2010 Population 15+ by Marital Status		
Total		129,848
Never Married		31.3%
Married		54.4%
Widowed		3.9%
Divorced		10.4%
2000 Population 16+ by Employment Status		
Total		94,352
In Labor Force		69.4%
Civilian Employed		65.6%
Civilian Unemployed		3.7%
In Armed Forces		0.0%
Not In Labor Force		30.6%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		86.0%
Civilian Unemployed		14.0%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		88.3%
Civilian Unemployed		11.7%
2000 Females 16+ by Employment Status and Age of Children		
Total		47,752
Own Children < 6 Only		8.1%
Employed/in Armed Forces		4.9%
Unemployed		0.3%
Not in Labor Force		2.8%
Own Children <6 and 6-17 Only		7.9%
Employed/in Armed Forces		4.6%
Unemployed		0.3%
Not in Labor Force		2.9%
Own Children 6-17 Only		23.2%
Employed/in Armed Forces		17.1%
Unemployed		0.6%
Not in Labor Force		5.4%
No Own Children < 18		60.9%
Employed/in Armed Forces		33.6%
Unemployed		2.5%
Not in Labor Force		24.7%
2010 Employed Population 16+ by Industry		
Total		71,244
Agriculture/Mining		0.4%
Construction		6.3%
Manufacturing		8.7%
Wholesale Trade		4.0%
Retail Trade		12.7%
Transportation/Utilities		6.1%
Information		2.1%
Finance/Insurance/Real Estate		8.0%
Services		46.5%
Public Administration		5.3%

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
 Rancho Cucamonga

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Cities in San Bernardino County

2010 Employed Population 16+ by Occupation	
Total	71,245
White Collar	66.6%
Management/Business/Financial	15.8%
Professional	22.3%
Sales	13.4%
Administrative Support	14.9%
Services	15.6%
Blue Collar	17.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	3.8%
Production	3.7%
Transportation/Material Moving	5.8%
2000 Workers 16+ by Means of Transportation to Work	
Total	60,603
Drove Alone - Car, Truck, or Van	80.6%
Carpooled - Car, Truck, or Van	12.5%
Public Transportation	2.0%
Walked	1.0%
Other Means	0.9%
Worked at Home	3.0%
2000 Workers 16+ by Travel Time to Work	
Total	60,603
Did not Work at Home	97.0%
Less than 5 minutes	1.5%
5 to 9 minutes	7.0%
10 to 19 minutes	26.0%
20 to 24 minutes	13.6%
25 to 34 minutes	18.1%
35 to 44 minutes	6.4%
45 to 59 minutes	8.7%
60 to 89 minutes	9.7%
90 or more minutes	6.0%
Worked at Home	3.0%
Average Travel Time to Work (in min)	32.1
2000 Households by Vehicles Available	
Total	40,959
None	4.3%
1	26.8%
2	44.4%
3	17.2%
4	5.4%
5+	2.0%
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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Cities in San Bernardino County

2000 Households by Type		
Total		40,871
Family Households		77.9%
Married-couple Family		60.2%
With Related Children		36.0%
Other Family (No Spouse)		17.7%
With Related Children		12.2%
Nonfamily Households		22.1%
Householder Living Alone		16.8%
Householder Not Living Alone		5.3%
Households with Related Children		48.1%
Households with Persons 65+		14.3%
2000 Households by Size		
Total		40,871
1 Person Household		16.8%
2 Person Household		27.4%
3 Person Household		18.9%
4 Person Household		20.3%
5 Person Household		10.1%
6 Person Household		3.9%
7 + Person Household		2.6%
2000 Households by Year Householder Moved In		
Total		40,960
Moved in 1999 to March 2000		21.1%
Moved in 1995 to 1998		32.8%
Moved in 1990 to 1994		17.8%
Moved in 1980 to 1989		19.2%
Moved in 1970 to 1979		7.1%
Moved in 1969 or Earlier		2.0%
Median Year Householder Moved In		1995
2000 Housing Units by Units in Structure		
Total		42,213
1, Detached		69.3%
1, Attached		6.0%
2		0.6%
3 or 4		3.7%
5 to 9		5.9%
10 to 19		3.4%
20 +		7.8%
Mobile Home		3.2%
Other		0.0%
2000 Housing Units by Year Structure Built		
Total		42,213
1999 to March 2000		2.3%
1995 to 1998		5.7%
1990 to 1994		13.4%
1980 to 1989		39.8%
1970 to 1979		25.6%
1969 or Earlier		13.1%
Median Year Structure Built		1983

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
Top 3 Tapestry Segments		
	1.	Sophisticated Squires
	2.	Aspiring Young Families
	3.	Up and Coming Families
2010 Consumer Spending		
Apparel & Services: Total \$		\$108,377,624
Average Spent		\$2,121.73
Spending Potential Index		89
Computers & Accessories: Total \$		\$14,462,810
Average Spent		\$283.14
Spending Potential Index		129
Education: Total \$		\$80,678,948
Average Spent		\$1,579.46
Spending Potential Index		129
Entertainment/Recreation: Total \$		\$210,228,339
Average Spent		\$4,115.67
Spending Potential Index		128
Food at Home: Total \$		\$275,166,933
Average Spent		\$5,386.99
Spending Potential Index		120
Food Away from Home: Total \$		\$205,308,976
Average Spent		\$4,019.37
Spending Potential Index		125
Health Care: Total \$		\$216,311,962
Average Spent		\$4,234.77
Spending Potential Index		114
HH Furnishings & Equipment: Total \$		\$118,585,715
Average Spent		\$2,321.57
Spending Potential Index		113
Investments: Total \$		\$107,474,407
Average Spent		\$2,104.04
Spending Potential Index		121
Retail Goods: Total \$		\$1,500,747,648
Average Spent		\$29,380.37
Spending Potential Index		118
Shelter: Total \$		\$1,060,329,577
Average Spent		\$20,758.23
Spending Potential Index		131
TV/Video/Audio: Total \$		\$76,865,200
Average Spent		\$1,504.80
Spending Potential Index		121
Travel: Total \$		\$127,750,082
Average Spent		\$2,500.98
Spending Potential Index		132
Vehicle Maintenance & Repairs: Total \$		\$59,479,549
Average Spent		\$1,164.44
Spending Potential Index		124

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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