



Market Profile

Cities in San Bernardino County
Rancho Cucamonga

Prepared By Business Analyst Desktop

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.
 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	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.

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		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%

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	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.

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	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.

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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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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

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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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