



Market Profile

Cities in San Bernardino County
Redlands

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	63,792
2000 Group Quarters	1,965
2010 Total Population	70,724
2015 Total Population	72,458
2010-2015 Annual Rate	0.49%
Household Summary	
2000 Households	23,658
2000 Average Household Size	2.61
2010 Households	25,518
2010 Average Household Size	2.69
2015 Households	25,998
2015 Average Household Size	2.71
2010-2015 Annual Rate	0.37%
2000 Families	16,050
2000 Average Family Size	3.18
2010 Families	17,195
2010 Average Family Size	3.29
2015 Families	17,395
2015 Average Family Size	3.32
2010-2015 Annual Rate	0.23%
Housing Unit Summary	
2000 Housing Units	24,853
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	4.8%
2010 Housing Units	27,043
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	39.9%
Vacant Housing Units	5.6%
2015 Housing Units	27,938
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	6.9%
Median Household Income	
2000	\$47,762
2010	\$58,613
2015	\$65,874
Median Home Value	
2000	\$151,793
2010	\$213,860
2015	\$249,941
Per Capita Income	
2000	\$24,131
2010	\$28,120
2015	\$31,948
Median Age	
2000	35.0
2010	36.7
2015	36.9

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	23,647
<\$15,000	12.8%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	3.4%
\$200,000+	2.9%
Average Household Income	\$64,195
2010 Households by Income	
Household Income Base	25,515
<\$15,000	9.5%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	4.9%
\$200,000+	4.7%
Average Household Income	\$76,433
2015 Households by Income	
Household Income Base	25,999
<\$15,000	7.4%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	24.3%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	6.0%
\$200,000+	6.3%
Average Household Income	\$87,391
2000 Owner Occupied Housing Units by Value	
Total	14,248
<\$50,000	5.5%
\$50,000 - \$99,999	12.8%
\$100,000 - \$149,999	30.7%
\$150,000 - \$199,999	23.4%
\$200,000 - \$299,999	17.0%
\$300,000 - \$499,999	7.1%
\$500,000 - \$999,999	3.5%
\$1,000,000 +	0.1%
Average Home Value	\$186,190
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	9,454
With Cash Rent	97.5%
No Cash Rent	2.5%
Median Rent	\$617
Average Rent	\$642

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		63,790
0 - 4		6.2%
5 - 9		7.4%
10 - 14		7.9%
15 - 24		15.4%
25 - 34		13.1%
35 - 44		14.9%
45 - 54		14.2%
55 - 64		8.4%
65 - 74		5.9%
75 - 84		4.7%
85 +		2.0%
18 +		73.8%
2010 Population by Age		
Total		70,725
0 - 4		6.4%
5 - 9		6.2%
10 - 14		6.2%
15 - 24		15.4%
25 - 34		13.7%
35 - 44		12.6%
45 - 54		14.1%
55 - 64		12.1%
65 - 74		6.6%
75 - 84		4.3%
85 +		2.5%
18 +		77.0%
2015 Population by Age		
Total		72,459
0 - 4		6.5%
5 - 9		6.3%
10 - 14		6.3%
15 - 24		14.1%
25 - 34		14.4%
35 - 44		12.4%
45 - 54		12.7%
55 - 64		12.3%
65 - 74		8.3%
75 - 84		4.3%
85 +		2.3%
18 +		77.3%
2000 Population by Sex		
Males		47.2%
Females		52.8%
2010 Population by Sex		
Males		47.6%
Females		52.4%
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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Cities in San Bernardino County

2000 Population by Race/Ethnicity	
Total	63,792
White Alone	73.6%
Black Alone	4.3%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	5.4%
Some Other Race Alone	11.4%
Two or More Races	4.4%
Hispanic Origin	24.1%
Diversity Index	65.4
2010 Population by Race/Ethnicity	
Total	70,724
White Alone	65.8%
Black Alone	4.5%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	7.8%
Some Other Race Alone	15.5%
Two or More Races	5.5%
Hispanic Origin	33.4%
Diversity Index	75.6
2015 Population by Race/Ethnicity	
Total	72,457
White Alone	62.0%
Black Alone	4.4%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	9.1%
Some Other Race Alone	17.5%
Two or More Races	5.9%
Hispanic Origin	38.1%
Diversity Index	79.2
2000 Population 3+ by School Enrollment	
Total	61,468
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	13.1%
Enrolled in Grade 9-12	6.5%
Enrolled in College	8.7%
Enrolled in Grad/Prof School	2.0%
Not Enrolled in School	66.7%
2010 Population 25+ by Educational Attainment	
Total	46,490
Less Than 9th Grade	5.0%
9th to 12th Grade, No Diploma	6.4%
High School Graduate	20.0%
Some College, No Degree	22.2%
Associate Degree	8.2%
Bachelor's Degree	20.6%
Graduate/Professional Degree	17.7%

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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		Cities in San Bernardino County
2010 Population 15+ by Marital Status		
Total		57,363
Never Married		32.5%
Married		50.6%
Widowed		6.0%
Divorced		10.9%
2000 Population 16+ by Employment Status		
Total		49,135
In Labor Force		65.3%
Civilian Employed		61.0%
Civilian Unemployed		4.2%
In Armed Forces		0.1%
Not In Labor Force		34.7%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		84.0%
Civilian Unemployed		16.0%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		86.5%
Civilian Unemployed		13.5%
2000 Females 16+ by Employment Status and Age of Children		
Total		26,551
Own Children < 6 Only		6.1%
Employed/in Armed Forces		3.7%
Unemployed		0.1%
Not in Labor Force		2.2%
Own Children <6 and 6-17 Only		6.8%
Employed/in Armed Forces		3.7%
Unemployed		0.2%
Not in Labor Force		2.8%
Own Children 6-17 Only		17.5%
Employed/in Armed Forces		12.7%
Unemployed		0.8%
Not in Labor Force		3.9%
No Own Children < 18		69.7%
Employed/in Armed Forces		33.8%
Unemployed		3.0%
Not in Labor Force		33.0%
2010 Employed Population 16+ by Industry		
Total		28,955
Agriculture/Mining		0.7%
Construction		4.8%
Manufacturing		4.5%
Wholesale Trade		2.4%
Retail Trade		9.0%
Transportation/Utilities		4.4%
Information		1.6%
Finance/Insurance/Real Estate		5.4%
Services		61.2%
Public Administration		5.9%

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	28,956
White Collar	71.1%
Management/Business/Financial	13.6%
Professional	35.3%
Sales	9.6%
Administrative Support	12.6%
Services	15.6%
Blue Collar	13.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.8%
Production	2.5%
Transportation/Material Moving	4.5%
2000 Workers 16+ by Means of Transportation to Work	
Total	29,366
Drove Alone - Car, Truck, or Van	77.6%
Carpooled - Car, Truck, or Van	12.8%
Public Transportation	1.4%
Walked	3.8%
Other Means	1.6%
Worked at Home	2.8%
2000 Workers 16+ by Travel Time to Work	
Total	29,368
Did not Work at Home	97.2%
Less than 5 minutes	3.1%
5 to 9 minutes	15.0%
10 to 19 minutes	35.2%
20 to 24 minutes	15.0%
25 to 34 minutes	13.4%
35 to 44 minutes	3.1%
45 to 59 minutes	3.9%
60 to 89 minutes	4.0%
90 or more minutes	4.5%
Worked at Home	2.8%
Average Travel Time to Work (in min)	23.6
2000 Households by Vehicles Available	
Total	23,731
None	7.1%
1	36.7%
2	37.4%
3	13.6%
4	3.8%
5+	1.5%
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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		Cities in San Bernardino County
2000 Households by Type		
Total		23,657
Family Households		67.8%
Married-couple Family		50.5%
With Related Children		24.6%
Other Family (No Spouse)		17.4%
With Related Children		11.7%
Nonfamily Households		32.2%
Householder Living Alone		26.1%
Householder Not Living Alone		6.0%
Households with Related Children		36.3%
Households with Persons 65+		23.3%
2000 Households by Size		
Total		23,658
1 Person Household		26.1%
2 Person Household		32.0%
3 Person Household		16.4%
4 Person Household		14.2%
5 Person Household		6.6%
6 Person Household		2.7%
7 + Person Household		2.0%
2000 Households by Year Householder Moved In		
Total		23,730
Moved in 1999 to March 2000		21.7%
Moved in 1995 to 1998		28.9%
Moved in 1990 to 1994		14.5%
Moved in 1980 to 1989		17.3%
Moved in 1970 to 1979		10.7%
Moved in 1969 or Earlier		7.0%
Median Year Householder Moved In		1995
2000 Housing Units by Units in Structure		
Total		24,929
1, Detached		63.7%
1, Attached		3.4%
2		2.2%
3 or 4		7.3%
5 to 9		4.8%
10 to 19		4.2%
20 +		10.5%
Mobile Home		3.7%
Other		0.0%
2000 Housing Units by Year Structure Built		
Total		24,928
1999 to March 2000		0.9%
1995 to 1998		1.5%
1990 to 1994		5.4%
1980 to 1989		23.4%
1970 to 1979		22.5%
1969 or Earlier		46.3%
Median Year Structure Built		1972

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. Connoisseurs
2. Pleasant-Ville
3. Young and Restless

2010 Consumer Spending

Apparel & Services: Total \$	\$47,816,448
Average Spent	\$1,873.82
Spending Potential Index	78
Computers & Accessories: Total \$	\$6,324,667
Average Spent	\$247.85
Spending Potential Index	113
Education: Total \$	\$35,239,367
Average Spent	\$1,380.95
Spending Potential Index	113
Entertainment/Recreation: Total \$	\$91,550,220
Average Spent	\$3,587.64
Spending Potential Index	111
Food at Home: Total \$	\$123,447,641
Average Spent	\$4,837.63
Spending Potential Index	108
Food Away from Home: Total \$	\$90,388,365
Average Spent	\$3,542.11
Spending Potential Index	110
Health Care: Total \$	\$97,639,426
Average Spent	\$3,826.26
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$51,411,193
Average Spent	\$2,014.69
Spending Potential Index	98
Investments: Total \$	\$50,245,158
Average Spent	\$1,968.99
Spending Potential Index	113
Retail Goods: Total \$	\$658,629,448
Average Spent	\$25,810.17
Spending Potential Index	104
Shelter: Total \$	\$464,992,843
Average Spent	\$18,222.00
Spending Potential Index	115
TV/Video/Audio: Total \$	\$34,048,659
Average Spent	\$1,334.29
Spending Potential Index	107
Travel: Total \$	\$55,609,334
Average Spent	\$2,179.20
Spending Potential Index	115
Vehicle Maintenance & Repairs: Total \$	\$26,346,440
Average Spent	\$1,032.46
Spending Potential Index	110

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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