



Market Profile

Cities in San Bernardino County
Rialto

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	92,276
2000 Group Quarters	639
2010 Total Population	103,235
2015 Total Population	105,548
2010-2015 Annual Rate	0.44%
Household Summary	
2000 Households	24,767
2000 Average Household Size	3.70
2010 Households	26,374
2010 Average Household Size	3.89
2015 Households	26,769
2015 Average Household Size	3.92
2010-2015 Annual Rate	0.30%
2000 Families	20,609
2000 Average Family Size	4.01
2010 Families	21,929
2010 Average Family Size	4.22
2015 Families	22,195
2015 Average Family Size	4.26
2010-2015 Annual Rate	0.24%
Housing Unit Summary	
2000 Housing Units	26,153
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	5.4%
2010 Housing Units	28,148
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	32.0%
Vacant Housing Units	6.3%
2015 Housing Units	29,005
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	7.7%
Median Household Income	
2000	\$41,067
2010	\$51,522
2015	\$57,993
Median Home Value	
2000	\$112,731
2010	\$162,108
2015	\$193,949
Per Capita Income	
2000	\$13,362
2010	\$15,150
2015	\$16,976
Median Age	
2000	26.3
2010	27.1
2015	28.1

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.

December 09, 2010

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2000 Households by Income	
Household Income Base	24,695
<\$15,000	14.4%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.4%
\$200,000+	0.5%
Average Household Income	\$49,010
2010 Households by Income	
Household Income Base	26,376
<\$15,000	10.5%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	26.3%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	1.6%
\$200,000+	1.1%
Average Household Income	\$58,585
2015 Households by Income	
Household Income Base	26,766
<\$15,000	8.5%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	29.1%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	2.3%
\$200,000+	1.6%
Average Household Income	\$66,124
2000 Owner Occupied Housing Units by Value	
Total	16,811
<\$50,000	8.3%
\$50,000 - \$99,999	27.8%
\$100,000 - \$149,999	48.5%
\$150,000 - \$199,999	13.4%
\$200,000 - \$299,999	1.6%
\$300,000 - \$499,999	0.3%
\$500,000 - \$999,999	0.2%
\$1,000,000 +	0.0%
Average Home Value	\$114,662
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	7,874
With Cash Rent	97.8%
No Cash Rent	2.2%
Median Rent	\$568
Average Rent	\$576

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		92,276
0 - 4		9.6%
5 - 9		11.4%
10 - 14		10.9%
15 - 24		16.3%
25 - 34		13.9%
35 - 44		15.2%
45 - 54		10.7%
55 - 64		5.6%
65 - 74		3.8%
75 - 84		1.9%
85 +		0.5%
18 +		62.2%
2010 Population by Age		
Total		103,236
0 - 4		10.1%
5 - 9		9.5%
10 - 14		8.3%
15 - 24		18.5%
25 - 34		15.6%
35 - 44		11.6%
45 - 54		11.7%
55 - 64		8.2%
65 - 74		3.8%
75 - 84		2.0%
85 +		0.7%
18 +		66.3%
2015 Population by Age		
Total		105,548
0 - 4		10.2%
5 - 9		9.6%
10 - 14		8.5%
15 - 24		16.0%
25 - 34		17.4%
35 - 44		11.5%
45 - 54		9.9%
55 - 64		9.2%
65 - 74		4.9%
75 - 84		2.0%
85 +		0.7%
18 +		67.1%
2000 Population by Sex		
Males		48.9%
Females		51.1%
2010 Population by Sex		
Males		49.1%
Females		50.9%
2015 Population by Sex		
Males		49.1%
Females		50.9%

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		92,276
White Alone		39.3%
Black Alone		22.1%
American Indian Alone		1.1%
Asian or Pacific Islander Alone		2.8%
Some Other Race Alone		29.5%
Two or More Races		5.2%
Hispanic Origin		51.5%
Diversity Index		89.8
2010 Population by Race/Ethnicity		
Total		103,234
White Alone		34.6%
Black Alone		19.4%
American Indian Alone		1.0%
Asian or Pacific Islander Alone		3.1%
Some Other Race Alone		36.4%
Two or More Races		5.5%
Hispanic Origin		62.5%
Diversity Index		91.6
2015 Population by Race/Ethnicity		
Total		105,548
White Alone		33.0%
Black Alone		17.9%
American Indian Alone		1.0%
Asian or Pacific Islander Alone		3.2%
Some Other Race Alone		39.4%
Two or More Races		5.5%
Hispanic Origin		67.0%
Diversity Index		92.1
2000 Population 3+ by School Enrollment		
Total		87,025
Enrolled in Nursery/Preschool		1.6%
Enrolled in Kindergarten		2.1%
Enrolled in Grade 1-8		19.8%
Enrolled in Grade 9-12		8.8%
Enrolled in College		5.0%
Enrolled in Grad/Prof School		0.6%
Not Enrolled in School		62.0%
2010 Population 25+ by Educational Attainment		
Total		55,396
Less Than 9th Grade		15.2%
9th to 12th Grade, No Diploma		15.2%
High School Graduate		31.4%
Some College, No Degree		21.1%
Associate Degree		7.2%
Bachelor's Degree		7.1%
Graduate/Professional Degree		2.7%

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.



		Cities in San Bernardino County
2010 Population 15+ by Marital Status		
Total		74,539
Never Married		36.2%
Married		51.3%
Widowed		4.4%
Divorced		8.1%
2000 Population 16+ by Employment Status		
Total		60,904
In Labor Force		59.9%
Civilian Employed		53.5%
Civilian Unemployed		6.3%
In Armed Forces		0.1%
Not In Labor Force		40.1%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		78.5%
Civilian Unemployed		21.5%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		81.7%
Civilian Unemployed		18.3%
2000 Females 16+ by Employment Status and Age of Children		
Total		32,267
Own Children < 6 Only		8.2%
Employed/in Armed Forces		3.6%
Unemployed		0.5%
Not in Labor Force		4.0%
Own Children <6 and 6-17 Only		12.0%
Employed/in Armed Forces		5.7%
Unemployed		0.6%
Not in Labor Force		5.7%
Own Children 6-17 Only		22.5%
Employed/in Armed Forces		13.9%
Unemployed		0.9%
Not in Labor Force		7.7%
No Own Children < 18		57.3%
Employed/in Armed Forces		22.9%
Unemployed		3.6%
Not in Labor Force		30.8%
2010 Employed Population 16+ by Industry		
Total		32,377
Agriculture/Mining		0.4%
Construction		6.7%
Manufacturing		11.9%
Wholesale Trade		4.4%
Retail Trade		14.0%
Transportation/Utilities		7.8%
Information		1.7%
Finance/Insurance/Real Estate		4.9%
Services		42.9%
Public Administration		5.4%

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	32,378
White Collar	50.7%
Management/Business/Financial	8.3%
Professional	14.4%
Sales	10.4%
Administrative Support	17.6%
Services	18.7%
Blue Collar	30.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	4.8%
Production	7.7%
Transportation/Material Moving	12.1%
2000 Workers 16+ by Means of Transportation to Work	
Total	31,636
Drove Alone - Car, Truck, or Van	72.7%
Carpooled - Car, Truck, or Van	20.0%
Public Transportation	2.3%
Walked	1.2%
Other Means	1.2%
Worked at Home	2.5%
2000 Workers 16+ by Travel Time to Work	
Total	31,637
Did not Work at Home	97.5%
Less than 5 minutes	1.6%
5 to 9 minutes	4.9%
10 to 19 minutes	23.6%
20 to 24 minutes	15.1%
25 to 34 minutes	22.9%
35 to 44 minutes	5.0%
45 to 59 minutes	7.4%
60 to 89 minutes	10.2%
90 or more minutes	6.9%
Worked at Home	2.5%
Average Travel Time to Work (in min)	33.8
2000 Households by Vehicles Available	
Total	24,696
None	8.7%
1	32.7%
2	36.6%
3	15.5%
4	4.7%
5+	1.8%
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		24,767
Family Households		83.2%
Married-couple Family		57.5%
With Related Children		39.9%
Other Family (No Spouse)		25.7%
With Related Children		19.5%
Nonfamily Households		16.8%
Householder Living Alone		13.4%
Householder Not Living Alone		3.4%
Households with Related Children		59.4%
Households with Persons 65+		18.2%
2000 Households by Size		
Total		24,767
1 Person Household		13.4%
2 Person Household		19.8%
3 Person Household		16.9%
4 Person Household		19.2%
5 Person Household		14.0%
6 Person Household		8.3%
7 + Person Household		8.3%
2000 Households by Year Householder Moved In		
Total		24,694
Moved in 1999 to March 2000		22.1%
Moved in 1995 to 1998		33.3%
Moved in 1990 to 1994		16.7%
Moved in 1980 to 1989		15.6%
Moved in 1970 to 1979		7.0%
Moved in 1969 or Earlier		5.4%
Median Year Householder Moved In		1995
2000 Housing Units by Units in Structure		
Total		26,066
1, Detached		71.2%
1, Attached		2.3%
2		0.6%
3 or 4		6.2%
5 to 9		2.4%
10 to 19		2.1%
20 +		8.5%
Mobile Home		6.6%
Other		0.1%
2000 Housing Units by Year Structure Built		
Total		26,067
1999 to March 2000		0.8%
1995 to 1998		4.6%
1990 to 1994		10.1%
1980 to 1989		33.5%
1970 to 1979		20.3%
1969 or Earlier		30.6%
Median Year Structure Built		1980

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.	Industrious Urban Fringe
	2.	Urban Villages
	3.	Las Casas
2010 Consumer Spending		
Apparel & Services: Total \$		\$37,773,771
Average Spent		\$1,432.26
Spending Potential Index		60
Computers & Accessories: Total \$		\$5,276,587
Average Spent		\$200.07
Spending Potential Index		91
Education: Total \$		\$24,650,374
Average Spent		\$934.66
Spending Potential Index		77
Entertainment/Recreation: Total \$		\$72,171,407
Average Spent		\$2,736.51
Spending Potential Index		85
Food at Home: Total \$		\$101,230,520
Average Spent		\$3,838.34
Spending Potential Index		86
Food Away from Home: Total \$		\$72,290,296
Average Spent		\$2,741.02
Spending Potential Index		85
Health Care: Total \$		\$74,541,286
Average Spent		\$2,826.37
Spending Potential Index		76
HH Furnishings & Equipment: Total \$		\$41,189,522
Average Spent		\$1,561.78
Spending Potential Index		76
Investments: Total \$		\$36,760,309
Average Spent		\$1,393.83
Spending Potential Index		80
Retail Goods: Total \$		\$529,848,445
Average Spent		\$20,090.18
Spending Potential Index		81
Shelter: Total \$		\$377,689,830
Average Spent		\$14,320.81
Spending Potential Index		91
TV/Video/Audio: Total \$		\$26,679,310
Average Spent		\$1,011.60
Spending Potential Index		81
Travel: Total \$		\$43,616,070
Average Spent		\$1,653.78
Spending Potential Index		87
Vehicle Maintenance & Repairs: Total \$		\$21,148,601
Average Spent		\$801.89
Spending Potential Index		85

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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