



# Market Profile

Cities in San Bernardino County  
San Bernardino

Prepared By Business Analyst Desktop

## Cities in San Bernardino County

Population Summary	
2000 Total Population	192,632
2000 Group Quarters	5,994
2010 Total Population	215,516
2015 Total Population	220,124
2010-2015 Annual Rate	0.42%
Household Summary	
2000 Households	58,532
2000 Average Household Size	3.19
2010 Households	62,329
2010 Average Household Size	3.35
2015 Households	63,183
2015 Average Household Size	3.38
2010-2015 Annual Rate	0.27%
2000 Families	42,921
2000 Average Family Size	3.71
2010 Families	45,544
2010 Average Family Size	3.91
2015 Families	45,955
2015 Average Family Size	3.96
2010-2015 Annual Rate	0.18%
Housing Unit Summary	
2000 Housing Units	65,938
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	11.3%
2010 Housing Units	71,789
Owner Occupied Housing Units	44.6%
Renter Occupied Housing Units	42.2%
Vacant Housing Units	13.2%
2015 Housing Units	74,666
Owner Occupied Housing Units	43.2%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	15.4%
Median Household Income	
2000	\$31,160
2010	\$39,834
2015	\$47,788
Median Home Value	
2000	\$94,970
2010	\$138,050
2015	\$165,672
Per Capita Income	
2000	\$12,953
2010	\$14,844
2015	\$16,830
Median Age	
2000	27.7
2010	27.9
2015	28.2

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	58,624
<\$15,000	24.8%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	0.6%
\$200,000+	0.8%
Average Household Income	\$41,098
2010 Households by Income	
Household Income Base	62,325
<\$15,000	19.5%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	1.3%
\$200,000+	1.0%
Average Household Income	\$49,331
2015 Households by Income	
Household Income Base	63,183
<\$15,000	16.9%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	1.9%
\$200,000+	1.5%
Average Household Income	\$56,394
2000 Owner Occupied Housing Units by Value	
Total	30,935
<\$50,000	11.6%
\$50,000 - \$99,999	44.6%
\$100,000 - \$149,999	31.6%
\$150,000 - \$199,999	8.1%
\$200,000 - \$299,999	2.8%
\$300,000 - \$499,999	0.9%
\$500,000 - \$999,999	0.3%
\$1,000,000 +	0.1%
Average Home Value	\$104,663
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	27,468
With Cash Rent	97.1%
No Cash Rent	2.9%
Median Rent	\$486
Average Rent	\$491

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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## Cities in San Bernardino County

2000 Population by Age	
Total	192,630
0 - 4	9.7%
5 - 9	10.7%
10 - 14	9.5%
15 - 24	16.1%
25 - 34	14.6%
35 - 44	14.9%
45 - 54	10.1%
55 - 64	6.0%
65 - 74	4.4%
75 - 84	3.1%
85 +	1.0%
18 +	64.9%
2010 Population by Age	
Total	215,515
0 - 4	10.1%
5 - 9	9.3%
10 - 14	8.0%
15 - 24	17.9%
25 - 34	15.1%
35 - 44	12.2%
45 - 54	11.4%
55 - 64	7.8%
65 - 74	4.3%
75 - 84	2.7%
85 +	1.2%
18 +	67.1%
2015 Population by Age	
Total	220,123
0 - 4	10.2%
5 - 9	9.4%
10 - 14	8.3%
15 - 24	16.5%
25 - 34	16.2%
35 - 44	12.0%
45 - 54	10.1%
55 - 64	8.5%
65 - 74	5.2%
75 - 84	2.6%
85 +	1.1%
18 +	67.5%
2000 Population by Sex	
Males	49.1%
Females	50.9%
2010 Population by Sex	
Males	49.5%
Females	50.5%
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.



# Market Profile

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## Cities in San Bernardino County

2000 Population by Race/Ethnicity	
Total	192,632
White Alone	46.1%
Black Alone	15.9%
American Indian Alone	1.4%
Asian or Pacific Islander Alone	4.4%
Some Other Race Alone	26.9%
Two or More Races	5.3%
Hispanic Origin	47.3%
Diversity Index	88.0
2010 Population by Race/Ethnicity	
Total	215,515
White Alone	40.1%
Black Alone	14.4%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	5.2%
Some Other Race Alone	33.3%
Two or More Races	5.7%
Hispanic Origin	57.8%
Diversity Index	90.6
2015 Population by Race/Ethnicity	
Total	220,125
White Alone	37.8%
Black Alone	13.5%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	5.5%
Some Other Race Alone	36.1%
Two or More Races	5.9%
Hispanic Origin	62.2%
Diversity Index	91.3
2000 Population 3+ by School Enrollment	
Total	180,871
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	2.5%
Enrolled in Grade 1-8	17.5%
Enrolled in Grade 9-12	7.6%
Enrolled in College	5.5%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	64.2%
2010 Population 25+ by Educational Attainment	
Total	117,787
Less Than 9th Grade	15.0%
9th to 12th Grade, No Diploma	16.2%
High School Graduate	28.8%
Some College, No Degree	19.9%
Associate Degree	6.5%
Bachelor's Degree	8.8%
Graduate/Professional Degree	4.8%

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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Cities in San Bernardino County	
<b>2010 Population 15+ by Marital Status</b>	
Total	156,397
Never Married	37.2%
Married	47.0%
Widowed	5.1%
Divorced	10.7%
<b>2000 Population 16+ by Employment Status</b>	
Total	130,921
In Labor Force	55.4%
Civilian Employed	49.0%
Civilian Unemployed	6.3%
In Armed Forces	0.1%
Not In Labor Force	44.6%
<b>2010 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	77.6%
Civilian Unemployed	22.4%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	80.9%
Civilian Unemployed	19.1%
<b>2000 Females 16+ by Employment Status and Age of Children</b>	
Total	67,973
Own Children < 6 Only	8.6%
Employed/in Armed Forces	3.9%
Unemployed	0.8%
Not in Labor Force	3.9%
Own Children <6 and 6-17 Only	11.3%
Employed/in Armed Forces	4.8%
Unemployed	0.7%
Not in Labor Force	5.8%
Own Children 6-17 Only	18.7%
Employed/in Armed Forces	10.9%
Unemployed	0.9%
Not in Labor Force	6.9%
No Own Children < 18	61.4%
Employed/in Armed Forces	23.6%
Unemployed	3.4%
Not in Labor Force	34.4%
<b>2010 Employed Population 16+ by Industry</b>	
Total	62,692
Agriculture/Mining	0.7%
Construction	7.1%
Manufacturing	7.5%
Wholesale Trade	3.4%
Retail Trade	12.4%
Transportation/Utilities	5.8%
Information	1.5%
Finance/Insurance/Real Estate	5.5%
Services	50.7%
Public Administration	5.5%

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	62,695
White Collar	51.3%
Management/Business/Financial	8.2%
Professional	17.9%
Sales	10.9%
Administrative Support	14.3%
Services	22.9%
Blue Collar	25.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.5%
Production	5.8%
Transportation/Material Moving	8.7%

### 2000 Workers 16+ by Means of Transportation to Work

Total	62,475
Drove Alone - Car, Truck, or Van	69.2%
Carpooled - Car, Truck, or Van	20.1%
Public Transportation	3.2%
Walked	2.7%
Other Means	1.9%
Worked at Home	2.9%

### 2000 Workers 16+ by Travel Time to Work

Total	62,474
Did not Work at Home	97.1%
Less than 5 minutes	2.1%
5 to 9 minutes	8.4%
10 to 19 minutes	32.5%
20 to 24 minutes	15.8%
25 to 34 minutes	18.3%
35 to 44 minutes	3.8%
45 to 59 minutes	5.6%
60 to 89 minutes	5.5%
90 or more minutes	5.2%
Worked at Home	2.9%
Average Travel Time to Work (in min)	27.9

### 2000 Households by Vehicles Available

Total	58,446
None	15.4%
1	37.8%
2	32.4%
3	10.3%
4	3.0%
5+	1.1%
Average Number of Vehicles Available	1.5

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	58,531
Family Households	73.3%
Married-couple Family	45.4%
With Related Children	28.3%
Other Family (No Spouse)	27.9%
With Related Children	21.0%
Nonfamily Households	26.7%
Householder Living Alone	20.8%
Householder Not Living Alone	5.9%
Households with Related Children	49.2%
Households with Persons 65+	20.4%
2000 Households by Size	
Total	58,532
1 Person Household	20.8%
2 Person Household	24.6%
3 Person Household	16.3%
4 Person Household	15.5%
5 Person Household	10.7%
6 Person Household	6.0%
7 + Person Household	6.0%
2000 Households by Year Householder Moved In	
Total	58,447
Moved in 1999 to March 2000	26.5%
Moved in 1995 to 1998	30.2%
Moved in 1990 to 1994	14.6%
Moved in 1980 to 1989	12.1%
Moved in 1970 to 1979	7.9%
Moved in 1969 or Earlier	8.7%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	65,805
1, Detached	59.8%
1, Attached	4.1%
2	2.1%
3 or 4	6.9%
5 to 9	4.2%
10 to 19	4.0%
20 +	12.0%
Mobile Home	6.7%
Other	0.1%
2000 Housing Units by Year Structure Built	
Total	65,803
1999 to March 2000	0.5%
1995 to 1998	2.0%
1990 to 1994	6.5%
1980 to 1989	18.1%
1970 to 1979	16.7%
1969 or Earlier	56.2%
Median Year Structure Built	1966

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		Cities in San Bernardino County
Top 3 Tapestry Segments		
	<b>1.</b>	Industrious Urban Fringe
	<b>2.</b>	NeWest Residents
	<b>3.</b>	Inner City Tenants
2010 Consumer Spending		
Apparel & Services: Total \$		\$77,075,149
Average Spent		\$1,236.59
Spending Potential Index		52
Computers & Accessories: Total \$		\$10,250,406
Average Spent		\$164.46
Spending Potential Index		75
Education: Total \$		\$51,854,899
Average Spent		\$831.96
Spending Potential Index		68
Entertainment/Recreation: Total \$		\$141,441,755
Average Spent		\$2,269.29
Spending Potential Index		70
Food at Home: Total \$		\$206,808,759
Average Spent		\$3,318.04
Spending Potential Index		74
Food Away from Home: Total \$		\$147,654,156
Average Spent		\$2,368.96
Spending Potential Index		74
Health Care: Total \$		\$152,211,687
Average Spent		\$2,442.09
Spending Potential Index		66
HH Furnishings & Equipment: Total \$		\$79,654,038
Average Spent		\$1,277.97
Spending Potential Index		62
Investments: Total \$		\$65,760,528
Average Spent		\$1,055.06
Spending Potential Index		61
Retail Goods: Total \$		\$1,053,697,733
Average Spent		\$16,905.53
Spending Potential Index		68
Shelter: Total \$		\$735,593,176
Average Spent		\$11,801.86
Spending Potential Index		75
TV/Video/Audio: Total \$		\$55,323,272
Average Spent		\$887.61
Spending Potential Index		71
Travel: Total \$		\$81,101,170
Average Spent		\$1,301.19
Spending Potential Index		69
Vehicle Maintenance & Repairs: Total \$		\$42,221,834
Average Spent		\$677.41
Spending Potential Index		72

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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