



Market Profile

Cities in San Bernardino County
Upland

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	68,610
2000 Group Quarters	588
2010 Total Population	75,236
2015 Total Population	76,638
2010-2015 Annual Rate	0.37%
Household Summary	
2000 Households	24,633
2000 Average Household Size	2.76
2010 Households	26,230
2010 Average Household Size	2.84
2015 Households	26,589
2015 Average Household Size	2.86
2010-2015 Annual Rate	0.27%
2000 Families	17,919
2000 Average Family Size	3.21
2010 Families	18,989
2010 Average Family Size	3.32
2015 Families	19,138
2015 Average Family Size	3.35
2010-2015 Annual Rate	0.16%
Housing Unit Summary	
2000 Housing Units	25,557
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	3.6%
2010 Housing Units	27,516
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	4.7%
2015 Housing Units	28,237
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	5.8%
Median Household Income	
2000	\$48,631
2010	\$58,485
2015	\$65,999
Median Home Value	
2000	\$203,031
2010	\$290,543
2015	\$338,907
Per Capita Income	
2000	\$23,312
2010	\$25,852
2015	\$29,125
Median Age	
2000	34.5
2010	35.9
2015	36.0

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	24,676
<\$15,000	13.1%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	3.1%
\$200,000+	2.7%
Average Household Income	\$64,061
2010 Households by Income	
Household Income Base	26,231
<\$15,000	9.7%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	5.1%
\$200,000+	3.6%
Average Household Income	\$73,648
2015 Households by Income	
Household Income Base	26,590
<\$15,000	7.7%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	6.2%
\$200,000+	4.8%
Average Household Income	\$83,384
2000 Owner Occupied Housing Units by Value	
Total	14,506
<\$50,000	5.2%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	22.6%
\$200,000 - \$299,999	36.2%
\$300,000 - \$499,999	12.8%
\$500,000 - \$999,999	2.2%
\$1,000,000 +	0.0%
Average Home Value	\$216,651
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	10,126
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	\$641
Average Rent	\$666

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		68,609
0 - 4		7.1%
5 - 9		7.8%
10 - 14		7.8%
15 - 24		14.2%
25 - 34		13.8%
35 - 44		15.4%
45 - 54		14.3%
55 - 64		8.8%
65 - 74		5.9%
75 - 84		3.7%
85 +		1.2%
18 +		72.7%
2010 Population by Age		
Total		75,237
0 - 4		7.2%
5 - 9		6.6%
10 - 14		6.4%
15 - 24		14.6%
25 - 34		14.1%
35 - 44		12.7%
45 - 54		14.0%
55 - 64		11.9%
65 - 74		6.6%
75 - 84		4.0%
85 +		1.8%
18 +		75.5%
2015 Population by Age		
Total		76,643
0 - 4		7.3%
5 - 9		6.8%
10 - 14		6.3%
15 - 24		13.1%
25 - 34		15.3%
35 - 44		12.5%
45 - 54		12.8%
55 - 64		11.9%
65 - 74		8.2%
75 - 84		4.0%
85 +		1.9%
18 +		76.1%
2000 Population by Sex		
Males		48.1%
Females		51.9%
2010 Population by Sex		
Males		48.2%
Females		51.8%
2015 Population by Sex		
Males		48.3%
Females		51.7%

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	68,611
White Alone	67.2%
Black Alone	7.5%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	7.4%
Some Other Race Alone	12.4%
Two or More Races	4.7%
Hispanic Origin	27.6%
Diversity Index	72.2
2010 Population by Race/Ethnicity	
Total	75,237
White Alone	58.7%
Black Alone	7.7%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	10.0%
Some Other Race Alone	17.2%
Two or More Races	5.6%
Hispanic Origin	38.0%
Diversity Index	80.9
2015 Population by Race/Ethnicity	
Total	76,638
White Alone	54.9%
Black Alone	7.5%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	11.3%
Some Other Race Alone	19.5%
Two or More Races	5.9%
Hispanic Origin	42.9%
Diversity Index	83.7
2000 Population 3+ by School Enrollment	
Total	65,883
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	13.6%
Enrolled in Grade 9-12	6.9%
Enrolled in College	6.7%
Enrolled in Grad/Prof School	1.8%
Not Enrolled in School	67.9%
2010 Population 25+ by Educational Attainment	
Total	49,054
Less Than 9th Grade	5.3%
9th to 12th Grade, No Diploma	8.2%
High School Graduate	23.7%
Some College, No Degree	23.1%
Associate Degree	9.7%
Bachelor's Degree	18.2%
Graduate/Professional Degree	11.7%

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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2010 Population 15+ by Marital Status	
Total	60,011
Never Married	30.8%
Married	54.2%
Widowed	5.1%
Divorced	9.9%
2000 Population 16+ by Employment Status	
Total	51,757
In Labor Force	65.9%
Civilian Employed	62.1%
Civilian Unemployed	3.7%
In Armed Forces	0.1%
Not In Labor Force	34.1%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	84.7%
Civilian Unemployed	15.3%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	87.1%
Civilian Unemployed	12.9%
2000 Females 16+ by Employment Status and Age of Children	
Total	27,391
Own Children < 6 Only	7.1%
Employed/in Armed Forces	3.7%
Unemployed	0.4%
Not in Labor Force	3.0%
Own Children <6 and 6-17 Only	7.1%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	3.2%
Own Children 6-17 Only	20.0%
Employed/in Armed Forces	13.7%
Unemployed	0.8%
Not in Labor Force	5.5%
No Own Children < 18	65.8%
Employed/in Armed Forces	33.9%
Unemployed	2.3%
Not in Labor Force	29.6%
2010 Employed Population 16+ by Industry	
Total	30,545
Agriculture/Mining	0.5%
Construction	6.3%
Manufacturing	9.4%
Wholesale Trade	3.7%
Retail Trade	11.3%
Transportation/Utilities	5.1%
Information	2.1%
Finance/Insurance/Real Estate	7.4%
Services	49.4%
Public Administration	4.7%

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	30,547
White Collar	67.0%
Management/Business/Financial	16.0%
Professional	22.7%
Sales	12.4%
Administrative Support	15.9%
Services	15.5%
Blue Collar	17.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.2%
Production	4.2%
Transportation/Material Moving	5.4%

2000 Workers 16+ by Means of Transportation to Work

Total	31,654
Drove Alone - Car, Truck, or Van	77.3%
Carpooled - Car, Truck, or Van	13.7%
Public Transportation	2.5%
Walked	2.1%
Other Means	1.4%
Worked at Home	3.1%

2000 Workers 16+ by Travel Time to Work

Total	31,654
Did not Work at Home	96.9%
Less than 5 minutes	2.4%
5 to 9 minutes	8.7%
10 to 19 minutes	26.4%
20 to 24 minutes	13.7%
25 to 34 minutes	18.3%
35 to 44 minutes	6.6%
45 to 59 minutes	7.7%
60 to 89 minutes	8.6%
90 or more minutes	4.4%
Worked at Home	3.1%
Average Travel Time to Work (in min)	29.3

2000 Households by Vehicles Available

Total	24,632
None	6.4%
1	35.6%
2	37.8%
3	14.3%
4	3.9%
5+	2.0%
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		24,633
Family Households		72.7%
Married-couple Family		53.1%
With Related Children		26.3%
Other Family (No Spouse)		19.6%
With Related Children		13.1%
Nonfamily Households		27.3%
Householder Living Alone		21.1%
Householder Not Living Alone		6.1%
Households with Related Children		39.5%
Households with Persons 65+		21.1%
2000 Households by Size		
Total		24,633
1 Person Household		21.1%
2 Person Household		32.1%
3 Person Household		18.2%
4 Person Household		15.8%
5 Person Household		7.6%
6 Person Household		3.1%
7 + Person Household		2.1%
2000 Households by Year Householder Moved In		
Total		24,632
Moved in 1999 to March 2000		21.6%
Moved in 1995 to 1998		32.7%
Moved in 1990 to 1994		14.3%
Moved in 1980 to 1989		17.5%
Moved in 1970 to 1979		8.5%
Moved in 1969 or Earlier		5.4%
Median Year Householder Moved In		1995
2000 Housing Units by Units in Structure		
Total		25,556
1, Detached		57.2%
1, Attached		6.8%
2		1.5%
3 or 4		8.9%
5 to 9		5.9%
10 to 19		4.7%
20 +		11.4%
Mobile Home		3.4%
Other		0.0%
2000 Housing Units by Year Structure Built		
Total		25,556
1999 to March 2000		1.3%
1995 to 1998		2.0%
1990 to 1994		4.5%
1980 to 1989		24.5%
1970 to 1979		28.1%
1969 or Earlier		39.6%
Median Year Structure Built		1974

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.	Inner City Tenants
	2.	Connoisseurs
	3.	International Marketplace
2010 Consumer Spending		
Apparel & Services: Total \$		\$47,988,537
Average Spent		\$1,829.52
Spending Potential Index		76
Computers & Accessories: Total \$		\$6,315,666
Average Spent		\$240.78
Spending Potential Index		109
Education: Total \$		\$35,163,770
Average Spent		\$1,340.59
Spending Potential Index		110
Entertainment/Recreation: Total \$		\$90,345,093
Average Spent		\$3,444.33
Spending Potential Index		107
Food at Home: Total \$		\$123,142,320
Average Spent		\$4,694.69
Spending Potential Index		105
Food Away from Home: Total \$		\$89,886,187
Average Spent		\$3,426.83
Spending Potential Index		106
Health Care: Total \$		\$94,338,351
Average Spent		\$3,596.57
Spending Potential Index		97
HH Furnishings & Equipment: Total \$		\$50,774,529
Average Spent		\$1,935.73
Spending Potential Index		94
Investments: Total \$		\$50,222,771
Average Spent		\$1,914.70
Spending Potential Index		110
Retail Goods: Total \$		\$647,841,647
Average Spent		\$24,698.40
Spending Potential Index		99
Shelter: Total \$		\$467,990,310
Average Spent		\$17,841.72
Spending Potential Index		113
TV/Video/Audio: Total \$		\$33,689,367
Average Spent		\$1,284.38
Spending Potential Index		103
Travel: Total \$		\$55,267,684
Average Spent		\$2,107.03
Spending Potential Index		111
Vehicle Maintenance & Repairs: Total \$		\$25,971,552
Average Spent		\$990.14
Spending Potential Index		105

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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