



Market Profile

Cities in San Bernardino County
Yucaipa

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	41,129
2000 Group Quarters	573
2010 Total Population	50,267
2015 Total Population	52,752
2010-2015 Annual Rate	0.97%
Household Summary	
2000 Households	15,173
2000 Average Household Size	2.67
2010 Households	17,922
2010 Average Household Size	2.77
2015 Households	18,720
2015 Average Household Size	2.79
2010-2015 Annual Rate	0.88%
2000 Families	10,648
2000 Average Family Size	3.21
2010 Families	12,560
2010 Average Family Size	3.33
2015 Families	13,062
2015 Average Family Size	3.36
2010-2015 Annual Rate	0.79%
Housing Unit Summary	
2000 Housing Units	16,093
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	5.7%
2010 Housing Units	19,274
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	7.0%
2015 Housing Units	20,497
Owner Occupied Housing Units	66.9%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	8.7%
Median Household Income	
2000	\$38,867
2010	\$49,374
2015	\$58,942
Median Home Value	
2000	\$116,281
2010	\$165,002
2015	\$195,725
Per Capita Income	
2000	\$18,980
2010	\$22,561
2015	\$26,005
Median Age	
2000	36.9
2010	39.4
2015	39.7

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	15,145
<\$15,000	17.9%
\$15,000 - \$24,999	14.4%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	1.9%
\$200,000+	1.4%
Average Household Income	\$50,854
2010 Households by Income	
Household Income Base	17,919
<\$15,000	15.1%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	3.2%
\$200,000+	2.5%
Average Household Income	\$62,363
2015 Households by Income	
Household Income Base	18,716
<\$15,000	11.9%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	4.6%
\$200,000+	3.2%
Average Household Income	\$72,280
2000 Owner Occupied Housing Units by Value	
Total	11,255
<\$50,000	27.4%
\$50,000 - \$99,999	14.5%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	17.3%
\$200,000 - \$299,999	9.6%
\$300,000 - \$499,999	3.2%
\$500,000 - \$999,999	0.6%
\$1,000,000 +	0.1%
Average Home Value	\$120,082
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	3,887
With Cash Rent	95.5%
No Cash Rent	4.5%
Median Rent	\$525
Average Rent	\$530

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		41,128
0 - 4		6.5%
5 - 9		8.1%
10 - 14		8.7%
15 - 24		12.7%
25 - 34		11.0%
35 - 44		16.2%
45 - 54		13.0%
55 - 64		8.3%
65 - 74		7.1%
75 - 84		5.9%
85 +		2.6%
18 +		71.6%
2010 Population by Age		
Total		50,266
0 - 4		6.6%
5 - 9		6.6%
10 - 14		6.6%
15 - 24		13.4%
25 - 34		11.7%
35 - 44		11.9%
45 - 54		15.8%
55 - 64		12.4%
65 - 74		7.2%
75 - 84		4.9%
85 +		2.7%
18 +		75.3%
2015 Population by Age		
Total		52,752
0 - 4		6.5%
5 - 9		6.6%
10 - 14		6.8%
15 - 24		12.0%
25 - 34		12.5%
35 - 44		11.6%
45 - 54		13.5%
55 - 64		14.1%
65 - 74		9.1%
75 - 84		4.7%
85 +		2.5%
18 +		76.1%
2000 Population by Sex		
Males		48.3%
Females		51.7%
2010 Population by Sex		
Males		48.7%
Females		51.3%
2015 Population by Sex		
Males		48.8%
Females		51.2%

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	41,128
White Alone	85.2%
Black Alone	0.9%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	8.1%
Two or More Races	3.4%
Hispanic Origin	18.3%
Diversity Index	49.1
2010 Population by Race/Ethnicity	
Total	50,267
White Alone	77.2%
Black Alone	1.3%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	13.4%
Two or More Races	4.6%
Hispanic Origin	29.5%
Diversity Index	65.1
2015 Population by Race/Ethnicity	
Total	52,751
White Alone	73.1%
Black Alone	1.4%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	16.3%
Two or More Races	5.1%
Hispanic Origin	35.5%
Diversity Index	71.0
2000 Population 3+ by School Enrollment	
Total	39,610
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	14.6%
Enrolled in Grade 9-12	7.1%
Enrolled in College	5.0%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	69.0%
2010 Population 25+ by Educational Attainment	
Total	33,547
Less Than 9th Grade	5.2%
9th to 12th Grade, No Diploma	11.0%
High School Graduate	29.9%
Some College, No Degree	26.6%
Associate Degree	10.3%
Bachelor's Degree	10.4%
Graduate/Professional Degree	6.7%

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	40,287
Never Married	24.5%
Married	55.6%
Widowed	7.8%
Divorced	12.1%
2000 Population 16+ by Employment Status	
Total	30,801
In Labor Force	59.9%
Civilian Employed	56.0%
Civilian Unemployed	3.8%
In Armed Forces	0.1%
Not In Labor Force	40.1%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	84.1%
Civilian Unemployed	15.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	86.7%
Civilian Unemployed	13.3%
2000 Females 16+ by Employment Status and Age of Children	
Total	16,109
Own Children < 6 Only	7.3%
Employed/in Armed Forces	4.2%
Unemployed	0.2%
Not in Labor Force	2.8%
Own Children <6 and 6-17 Only	6.9%
Employed/in Armed Forces	3.2%
Unemployed	0.4%
Not in Labor Force	3.3%
Own Children 6-17 Only	19.3%
Employed/in Armed Forces	14.2%
Unemployed	0.7%
Not in Labor Force	4.4%
No Own Children < 18	66.5%
Employed/in Armed Forces	26.6%
Unemployed	2.4%
Not in Labor Force	37.4%
2010 Employed Population 16+ by Industry	
Total	18,579
Agriculture/Mining	1.0%
Construction	9.7%
Manufacturing	5.9%
Wholesale Trade	2.7%
Retail Trade	11.1%
Transportation/Utilities	5.1%
Information	1.6%
Finance/Insurance/Real Estate	5.6%
Services	52.1%
Public Administration	5.2%

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	18,579
White Collar	57.6%
Management/Business/Financial	11.7%
Professional	21.4%
Sales	11.2%
Administrative Support	13.3%
Services	19.7%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	4.5%
Production	4.1%
Transportation/Material Moving	6.4%
2000 Workers 16+ by Means of Transportation to Work	
Total	17,007
Drove Alone - Car, Truck, or Van	78.0%
Carpooled - Car, Truck, or Van	15.5%
Public Transportation	0.7%
Walked	1.8%
Other Means	0.8%
Worked at Home	3.3%
2000 Workers 16+ by Travel Time to Work	
Total	17,007
Did not Work at Home	96.7%
Less than 5 minutes	2.5%
5 to 9 minutes	10.6%
10 to 19 minutes	23.5%
20 to 24 minutes	12.1%
25 to 34 minutes	22.8%
35 to 44 minutes	7.8%
45 to 59 minutes	6.3%
60 to 89 minutes	6.1%
90 or more minutes	5.0%
Worked at Home	3.3%
Average Travel Time to Work (in min)	28.8
2000 Households by Vehicles Available	
Total	15,176
None	8.4%
1	35.4%
2	34.7%
3	15.1%
4	4.5%
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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2000 Households by Type	
Total	15,173
Family Households	70.2%
Married-couple Family	54.1%
With Related Children	27.1%
Other Family (No Spouse)	16.1%
With Related Children	10.9%
Nonfamily Households	29.8%
Householder Living Alone	25.4%
Householder Not Living Alone	4.5%
Households with Related Children	38.0%
Households with Persons 65+	30.0%
2000 Households by Size	
Total	15,173
1 Person Household	25.4%
2 Person Household	31.7%
3 Person Household	15.4%
4 Person Household	15.1%
5 Person Household	7.4%
6 Person Household	3.1%
7 + Person Household	1.9%
2000 Households by Year Householder Moved In	
Total	15,177
Moved in 1999 to March 2000	19.2%
Moved in 1995 to 1998	31.5%
Moved in 1990 to 1994	17.8%
Moved in 1980 to 1989	17.0%
Moved in 1970 to 1979	10.7%
Moved in 1969 or Earlier	3.8%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	16,097
1, Detached	63.4%
1, Attached	2.4%
2	2.1%
3 or 4	2.5%
5 to 9	1.5%
10 to 19	0.9%
20 +	0.9%
Mobile Home	25.8%
Other	0.4%
2000 Housing Units by Year Structure Built	
Total	16,096
1999 to March 2000	1.7%
1995 to 1998	3.9%
1990 to 1994	9.4%
1980 to 1989	12.0%
1970 to 1979	24.3%
1969 or Earlier	48.7%
Median Year Structure Built	1971

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.	Main Street, USA	
	2.	Exurbanites	
	3.	Pleasant-Ville	
2010 Consumer Spending			
Apparel & Services: Total \$			\$26,414,434
Average Spent			\$1,473.89
Spending Potential Index			62
Computers & Accessories: Total \$			\$3,467,459
Average Spent			\$193.48
Spending Potential Index			88
Education: Total \$			\$19,132,225
Average Spent			\$1,067.55
Spending Potential Index			88
Entertainment/Recreation: Total \$			\$53,536,528
Average Spent			\$2,987.27
Spending Potential Index			93
Food at Home: Total \$			\$71,846,750
Average Spent			\$4,008.96
Spending Potential Index			90
Food Away from Home: Total \$			\$51,012,358
Average Spent			\$2,846.42
Spending Potential Index			88
Health Care: Total \$			\$62,612,854
Average Spent			\$3,493.72
Spending Potential Index			94
HH Furnishings & Equipment: Total \$			\$29,461,337
Average Spent			\$1,643.90
Spending Potential Index			80
Investments: Total \$			\$30,078,853
Average Spent			\$1,678.36
Spending Potential Index			96
Retail Goods: Total \$			\$389,698,612
Average Spent			\$21,744.68
Spending Potential Index			87
Shelter: Total \$			\$250,368,891
Average Spent			\$13,970.26
Spending Potential Index			88
TV/Video/Audio: Total \$			\$19,702,837
Average Spent			\$1,099.39
Spending Potential Index			89
Travel: Total \$			\$31,015,024
Average Spent			\$1,730.60
Spending Potential Index			91
Vehicle Maintenance & Repairs: Total \$			\$15,285,463
Average Spent			\$852.91
Spending Potential Index			90

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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