



Executive Summary

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

Colton city, ...

Population

| | |
|------------------------|--------|
| 2000 Population | 47,979 |
| 2010 Population | 52,154 |
| 2016 Population | 53,740 |
| 2021 Population | 55,161 |
| 2000-2010 Annual Rate | 0.84% |
| 2010-2016 Annual Rate | 0.48% |
| 2016-2021 Annual Rate | 0.52% |
| 2016 Male Population | 49.1% |
| 2016 Female Population | 50.9% |
| 2016 Median Age | 29.3 |

In the identified area, the current year population is 53,740. In 2010, the Census count in the area was 52,154. The rate of change since 2010 was 0.48% annually. The five-year projection for the population in the area is 55,161 representing a change of 0.52% annually from 2016 to 2021. Currently, the population is 49.1% male and 50.9% female.

Median Age

The median age in this area is 29.3, compared to U.S. median age of 38.0.

Race and Ethnicity

| | |
|--|-------|
| 2016 White Alone | 42.3% |
| 2016 Black Alone | 9.0% |
| 2016 American Indian/Alaska Native Alone | 1.2% |
| 2016 Asian Alone | 5.2% |
| 2016 Pacific Islander Alone | 0.3% |
| 2016 Other Race | 36.7% |
| 2016 Two or More Races | 5.2% |
| 2016 Hispanic Origin (Any Race) | 73.5% |

Persons of Hispanic origin represent 73.5% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 88.4 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

| | |
|-----------------------------|--------|
| 2000 Households | 14,646 |
| 2010 Households | 14,971 |
| 2016 Total Households | 15,226 |
| 2021 Total Households | 15,520 |
| 2000-2010 Annual Rate | 0.22% |
| 2010-2016 Annual Rate | 0.27% |
| 2016-2021 Annual Rate | 0.38% |
| 2016 Average Household Size | 3.51 |

The household count in this area has changed from 14,971 in 2010 to 15,226 in the current year, a change of 0.27% annually. The five-year projection of households is 15,520, a change of 0.38% annually from the current year total. Average household size is currently 3.51, compared to 3.46 in the year 2010. The number of families in the current year is 11,897 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

April 28, 2017



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Median Household Income

| | |
|------------------------------|----------|
| 2016 Median Household Income | \$43,105 |
| 2021 Median Household Income | \$43,686 |
| 2016-2021 Annual Rate | 0.27% |

Average Household Income

| | |
|-------------------------------|----------|
| 2016 Average Household Income | \$56,813 |
| 2021 Average Household Income | \$60,432 |
| 2016-2021 Annual Rate | 1.24% |

Per Capita Income

| | |
|------------------------|----------|
| 2016 Per Capita Income | \$16,409 |
| 2021 Per Capita Income | \$17,315 |
| 2016-2021 Annual Rate | 1.08% |

Households by Income

Current median household income is \$43,105 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$43,686 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$56,813 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$60,432 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$16,409 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$17,315 in five years, compared to \$32,025 for all U.S. households

Housing

| | |
|------------------------------------|--------|
| 2000 Total Housing Units | 15,815 |
| 2000 Owner Occupied Housing Units | 7,623 |
| 2000 Renter Occupied Housing Units | 7,023 |
| 2000 Vacant Housing Units | 1,169 |
| 2010 Total Housing Units | 16,350 |
| 2010 Owner Occupied Housing Units | 7,766 |
| 2010 Renter Occupied Housing Units | 7,205 |
| 2010 Vacant Housing Units | 1,379 |
| 2016 Total Housing Units | 16,787 |
| 2016 Owner Occupied Housing Units | 7,589 |
| 2016 Renter Occupied Housing Units | 7,637 |
| 2016 Vacant Housing Units | 1,561 |
| 2021 Total Housing Units | 17,147 |
| 2021 Owner Occupied Housing Units | 7,664 |
| 2021 Renter Occupied Housing Units | 7,856 |
| 2021 Vacant Housing Units | 1,627 |

Currently, 45.2% of the 16,787 housing units in the area are owner occupied; 45.5%, renter occupied; and 9.3% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 16,350 housing units in the area - 47.5% owner occupied, 44.1% renter occupied, and 8.4% vacant. The annual rate of change in housing units since 2010 is 1.18%. Median home value in the area is \$194,850, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 1.85% annually to \$213,548.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

April 28, 2017



2010 Census Profile

Colton City, CA
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| | 2000 | 2010 | 2000-2010 Annual Rate |
|--|--------|--------|--------------------------|
| Population | 47,979 | 52,154 | 0.84% |
| Households | 14,646 | 14,971 | 0.22% |
| Housing Units | 15,815 | 16,350 | 0.33% |
| Population by Race | | | |
| Total | | 52,154 | 100.0% |
| Population Reporting One Race | | 49,508 | 94.9% |
| White | | 22,613 | 43.4% |
| Black | | 5,055 | 9.7% |
| American Indian | | 661 | 1.3% |
| Asian | | 2,590 | 5.0% |
| Pacific Islander | | 176 | 0.3% |
| Some Other Race | | 18,413 | 35.3% |
| Population Reporting Two or More Races | | 2,646 | 5.1% |
| Total Hispanic Population | | 37,039 | 71.0% |
| Population by Sex | | | |
| Male | | 25,549 | 49.0% |
| Female | | 26,605 | 51.0% |
| Population by Age | | | |
| Total | | 52,154 | 100.0% |
| Age 0 - 4 | | 4,885 | 9.4% |
| Age 5 - 9 | | 4,521 | 8.7% |
| Age 10 - 14 | | 4,501 | 8.6% |
| Age 15 - 19 | | 4,528 | 8.7% |
| Age 20 - 24 | | 4,596 | 8.8% |
| Age 25 - 29 | | 4,449 | 8.5% |
| Age 30 - 34 | | 3,776 | 7.2% |
| Age 35 - 39 | | 3,467 | 6.6% |
| Age 40 - 44 | | 3,273 | 6.3% |
| Age 45 - 49 | | 3,199 | 6.1% |
| Age 50 - 54 | | 3,031 | 5.8% |
| Age 55 - 59 | | 2,520 | 4.8% |
| Age 60 - 64 | | 1,745 | 3.3% |
| Age 65 - 69 | | 1,173 | 2.2% |
| Age 70 - 74 | | 875 | 1.7% |
| Age 75 - 79 | | 685 | 1.3% |
| Age 80 - 84 | | 534 | 1.0% |
| Age 85+ | | 396 | 0.8% |
| Age 18+ | | 35,483 | 68.0% |
| Age 65+ | | 3,663 | 7.0% |

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

| Households by Type | | |
|---|--------|--------|
| Total | 14,971 | 100.0% |
| Households with 1 Person | 2,452 | 16.4% |
| Households with 2+ People | 12,519 | 83.6% |
| Family Households | 11,740 | 78.4% |
| Husband-wife Families | 7,167 | 47.9% |
| With Own Children | 4,029 | 26.9% |
| Other Family (No Spouse Present) | 4,573 | 30.5% |
| With Own Children | 2,563 | 17.1% |
| Nonfamily Households | 779 | 5.2% |
| All Households with Children | 7,826 | 52.3% |
| Multigenerational Households | 1,742 | 11.6% |
| Unmarried Partner Households | 1,340 | 9.0% |
| Male-female | 1,234 | 8.2% |
| Same-sex | 106 | 0.7% |
| Average Household Size | 3.46 | |
| Family Households by Size | | |
| Total | 11,740 | 100.0% |
| 2 People | 2,690 | 22.9% |
| 3 People | 2,493 | 21.2% |
| 4 People | 2,610 | 22.2% |
| 5 People | 1,813 | 15.4% |
| 6 People | 1,034 | 8.8% |
| 7+ People | 1,100 | 9.4% |
| Average Family Size | 3.86 | |
| Nonfamily Households by Size | | |
| Total | 3,231 | 100.0% |
| 1 Person | 2,452 | 75.9% |
| 2 People | 617 | 19.1% |
| 3 People | 94 | 2.9% |
| 4 People | 33 | 1.0% |
| 5 People | 18 | 0.6% |
| 6 People | 7 | 0.2% |
| 7+ People | 10 | 0.3% |
| Average Nonfamily Size | 1.34 | |
| Population by Relationship and Household Type | | |
| Total | 52,154 | 100.0% |
| In Households | 51,824 | 99.4% |
| In Family Households | 47,501 | 91.1% |
| Householder | 11,740 | 22.5% |
| Spouse | 7,167 | 13.7% |
| Child | 21,861 | 41.9% |
| Other relative | 4,555 | 8.7% |
| Nonrelative | 2,178 | 4.2% |
| In Nonfamily Households | 4,323 | 8.3% |
| In Group Quarters | 330 | 0.6% |
| Institutionalized Population | 245 | 0.5% |
| Noninstitutionalized Population | 85 | 0.2% |

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Family Households by Age of Householder

| | | |
|-------------------------|--------|--------|
| Total | 11,740 | 100.0% |
| Householder Age 15 - 44 | 5,995 | 51.1% |
| Householder Age 45 - 54 | 2,656 | 22.6% |
| Householder Age 55 - 64 | 1,723 | 14.7% |
| Householder Age 65 - 74 | 795 | 6.8% |
| Householder Age 75+ | 571 | 4.9% |

Nonfamily Households by Age of Householder

| | | |
|-------------------------|-------|--------|
| Total | 3,231 | 100.0% |
| Householder Age 15 - 44 | 1,372 | 42.5% |
| Householder Age 45 - 54 | 569 | 17.6% |
| Householder Age 55 - 64 | 612 | 18.9% |
| Householder Age 65 - 74 | 325 | 10.1% |
| Householder Age 75+ | 353 | 10.9% |

Households by Race of Householder

| | | |
|---------------------------------------|--------|--------|
| Total | 14,971 | 100.0% |
| Householder is White Alone | 6,937 | 46.3% |
| Householder is Black Alone | 1,840 | 12.3% |
| Householder is American Indian Alone | 197 | 1.3% |
| Householder is Asian Alone | 787 | 5.3% |
| Householder is Pacific Islander Alone | 47 | 0.3% |
| Householder is Some Other Race Alone | 4,533 | 30.3% |
| Householder is Two or More Races | 630 | 4.2% |
| Households with Hispanic Householder | 9,185 | 61.4% |

Husband-wife Families by Race of Householder

| | | |
|---|-------|--------|
| Total | 7,167 | 100.0% |
| Householder is White Alone | 3,464 | 48.3% |
| Householder is Black Alone | 474 | 6.6% |
| Householder is American Indian Alone | 82 | 1.1% |
| Householder is Asian Alone | 486 | 6.8% |
| Householder is Pacific Islander Alone | 24 | 0.3% |
| Householder is Some Other Race Alone | 2,350 | 32.8% |
| Householder is Two or More Races | 287 | 4.0% |
| Husband-wife Families with Hispanic Householder | 4,892 | 68.3% |

Other Families (No Spouse) by Race of Householder

| | | |
|--|-------|--------|
| Total | 4,573 | 100.0% |
| Householder is White Alone | 1,821 | 39.8% |
| Householder is Black Alone | 777 | 17.0% |
| Householder is American Indian Alone | 72 | 1.6% |
| Householder is Asian Alone | 128 | 2.8% |
| Householder is Pacific Islander Alone | 13 | 0.3% |
| Householder is Some Other Race Alone | 1,564 | 34.2% |
| Householder is Two or More Races | 198 | 4.3% |
| Other Families with Hispanic Householder | 2,967 | 64.9% |

Nonfamily Households by Race of Householder

| | | |
|--|-------|--------|
| Total | 3,231 | 100.0% |
| Householder is White Alone | 1,652 | 51.1% |
| Householder is Black Alone | 589 | 18.2% |
| Householder is American Indian Alone | 43 | 1.3% |
| Householder is Asian Alone | 173 | 5.4% |
| Householder is Pacific Islander Alone | 10 | 0.3% |
| Householder is Some Other Race Alone | 619 | 19.2% |
| Householder is Two or More Races | 145 | 4.5% |
| Nonfamily Households with Hispanic Householder | 1,326 | 41.0% |

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Total Housing Units by Occupancy

| | | |
|--|--------|--------|
| Total | 16,350 | 100.0% |
| Occupied Housing Units | 14,971 | 91.6% |
| Vacant Housing Units | | |
| For Rent | 732 | 4.5% |
| Rented, not Occupied | 61 | 0.4% |
| For Sale Only | 209 | 1.3% |
| Sold, not Occupied | 31 | 0.2% |
| For Seasonal/Recreational/Occasional Use | 45 | 0.3% |
| For Migrant Workers | 0 | 0.0% |
| Other Vacant | 301 | 1.8% |
| Total Vacancy Rate | 8.4% | |

Households by Tenure and Mortgage Status

| | | |
|----------------------------|--------|--------|
| Total | 14,971 | 100.0% |
| Owner Occupied | 7,766 | 51.9% |
| Owned with a Mortgage/Loan | 6,249 | 41.7% |
| Owned Free and Clear | 1,517 | 10.1% |
| Average Household Size | 3.61 | |
| Renter Occupied | 7,205 | 48.1% |
| Average Household Size | 3.30 | |

Owner-occupied Housing Units by Race of Householder

| | | |
|--|-------|--------|
| Total | 7,766 | 100.0% |
| Householder is White Alone | 4,261 | 54.9% |
| Householder is Black Alone | 481 | 6.2% |
| Householder is American Indian Alone | 94 | 1.2% |
| Householder is Asian Alone | 488 | 6.3% |
| Householder is Pacific Islander Alone | 9 | 0.1% |
| Householder is Some Other Race Alone | 2,129 | 27.4% |
| Householder is Two or More Races | 304 | 3.9% |
| Owner-occupied Housing Units with Hispanic Householder | 4,918 | 63.3% |

Renter-occupied Housing Units by Race of Householder

| | | |
|---|-------|--------|
| Total | 7,205 | 100.0% |
| Householder is White Alone | 2,676 | 37.1% |
| Householder is Black Alone | 1,359 | 18.9% |
| Householder is American Indian Alone | 103 | 1.4% |
| Householder is Asian Alone | 299 | 4.1% |
| Householder is Pacific Islander Alone | 38 | 0.5% |
| Householder is Some Other Race Alone | 2,404 | 33.4% |
| Householder is Two or More Races | 326 | 4.5% |
| Renter-occupied Housing Units with Hispanic Householder | 4,267 | 59.2% |

Average Household Size by Race/Hispanic Origin of Householder

| | |
|---------------------------------------|------|
| Householder is White Alone | 3.27 |
| Householder is Black Alone | 2.73 |
| Householder is American Indian Alone | 3.66 |
| Householder is Asian Alone | 3.18 |
| Householder is Pacific Islander Alone | 3.57 |
| Householder is Some Other Race Alone | 4.08 |
| Householder is Two or More Races | 3.52 |
| Householder is Hispanic | 3.97 |

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Demographic and Income Comparison Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| | | Colton city, ... |
|--------------------------------------|--|------------------|
| Census 2010 Summary | | |
| Population | | 52,154 |
| Households | | 14,971 |
| Families | | 11,740 |
| Average Household Size | | 3.46 |
| Owner Occupied Housing Units | | 7,766 |
| Renter Occupied Housing Units | | 7,205 |
| Median Age | | 28.4 |
| 2016 Summary | | |
| Population | | 53,740 |
| Households | | 15,226 |
| Families | | 11,897 |
| Average Household Size | | 3.51 |
| Owner Occupied Housing Units | | 7,589 |
| Renter Occupied Housing Units | | 7,637 |
| Median Age | | 29.3 |
| Median Household Income | | \$43,105 |
| Average Household Income | | \$56,813 |
| 2021 Summary | | |
| Population | | 55,161 |
| Households | | 15,520 |
| Families | | 12,120 |
| Average Household Size | | 3.53 |
| Owner Occupied Housing Units | | 7,664 |
| Renter Occupied Housing Units | | 7,856 |
| Median Age | | 30.4 |
| Median Household Income | | \$43,686 |
| Average Household Income | | \$60,432 |
| Trends: 2016-2021 Annual Rate | | |
| Population | | 0.52% |
| Households | | 0.38% |
| Families | | 0.37% |
| Owner Households | | 0.20% |
| Median Household Income | | 0.27% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

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Demographic and Income Comparison Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| 2016 Households by Income | Colton city, ... | |
|---------------------------|------------------|---------|
| | Number | Percent |
| <\$15,000 | 2,068 | 13.6% |
| \$15,000 - \$24,999 | 1,845 | 12.1% |
| \$25,000 - \$34,999 | 2,083 | 13.7% |
| \$35,000 - \$49,999 | 2,593 | 17.0% |
| \$50,000 - \$74,999 | 2,994 | 19.7% |
| \$75,000 - \$99,999 | 1,453 | 9.5% |
| \$100,000 - \$149,999 | 1,557 | 10.2% |
| \$150,000 - \$199,999 | 389 | 2.6% |
| \$200,000+ | 244 | 1.6% |
| Median Household Income | \$43,105 | |
| Average Household Income | \$56,813 | |
| Per Capita Income | \$16,409 | |

| 2021 Households by Income | Number | | Percent |
|---------------------------|----------|--|---------|
| | | | |
| <\$15,000 | 2,336 | | 15.1% |
| \$15,000 - \$24,999 | 1,710 | | 11.0% |
| \$25,000 - \$34,999 | 1,975 | | 12.7% |
| \$35,000 - \$49,999 | 2,638 | | 17.0% |
| \$50,000 - \$74,999 | 2,649 | | 17.1% |
| \$75,000 - \$99,999 | 1,629 | | 10.5% |
| \$100,000 - \$149,999 | 1,814 | | 11.7% |
| \$150,000 - \$199,999 | 494 | | 3.2% |
| \$200,000+ | 275 | | 1.8% |
| Median Household Income | \$43,686 | | |
| Average Household Income | \$60,432 | | |
| Per Capita Income | \$17,315 | | |

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

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Demographic and Income Comparison Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| 2010 Population by Age | Colton city, ... | |
|------------------------|------------------|---------|
| | Number | Percent |
| Age 0 - 4 | 4,885 | 9.4% |
| Age 5 - 9 | 4,521 | 8.7% |
| Age 10 - 14 | 4,501 | 8.6% |
| Age 15 - 19 | 4,528 | 8.7% |
| Age 20 - 24 | 4,596 | 8.8% |
| Age 25 - 34 | 8,225 | 15.8% |
| Age 35 - 44 | 6,740 | 12.9% |
| Age 45 - 54 | 6,230 | 11.9% |
| Age 55 - 64 | 4,265 | 8.2% |
| Age 65 - 74 | 2,048 | 3.9% |
| Age 75 - 84 | 1,219 | 2.3% |
| Age 85+ | 396 | 0.8% |

| 2016 Population by Age | Number | | Percent |
|------------------------|--------|--|---------|
| | | | |
| Age 0 - 4 | 4,837 | | 9.0% |
| Age 5 - 9 | 4,515 | | 8.4% |
| Age 10 - 14 | 4,348 | | 8.1% |
| Age 15 - 19 | 4,188 | | 7.8% |
| Age 20 - 24 | 4,769 | | 8.9% |
| Age 25 - 34 | 9,157 | | 17.0% |
| Age 35 - 44 | 6,688 | | 12.4% |
| Age 45 - 54 | 5,918 | | 11.0% |
| Age 55 - 64 | 4,982 | | 9.3% |
| Age 65 - 74 | 2,637 | | 4.9% |
| Age 75 - 84 | 1,231 | | 2.3% |
| Age 85+ | 469 | | 0.9% |

| 2021 Population by Age | Number | | Percent |
|------------------------|--------|--|---------|
| | | | |
| Age 0 - 4 | 4,936 | | 8.9% |
| Age 5 - 9 | 4,502 | | 8.2% |
| Age 10 - 14 | 4,454 | | 8.1% |
| Age 15 - 19 | 4,063 | | 7.4% |
| Age 20 - 24 | 4,403 | | 8.0% |
| Age 25 - 34 | 9,368 | | 17.0% |
| Age 35 - 44 | 7,451 | | 13.5% |
| Age 45 - 54 | 5,782 | | 10.5% |
| Age 55 - 64 | 5,086 | | 9.2% |
| Age 65 - 74 | 3,248 | | 5.9% |
| Age 75 - 84 | 1,387 | | 2.5% |
| Age 85+ | 481 | | 0.9% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

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Demographic and Income Comparison Profile

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Geography: Place

Colton Demographic Report

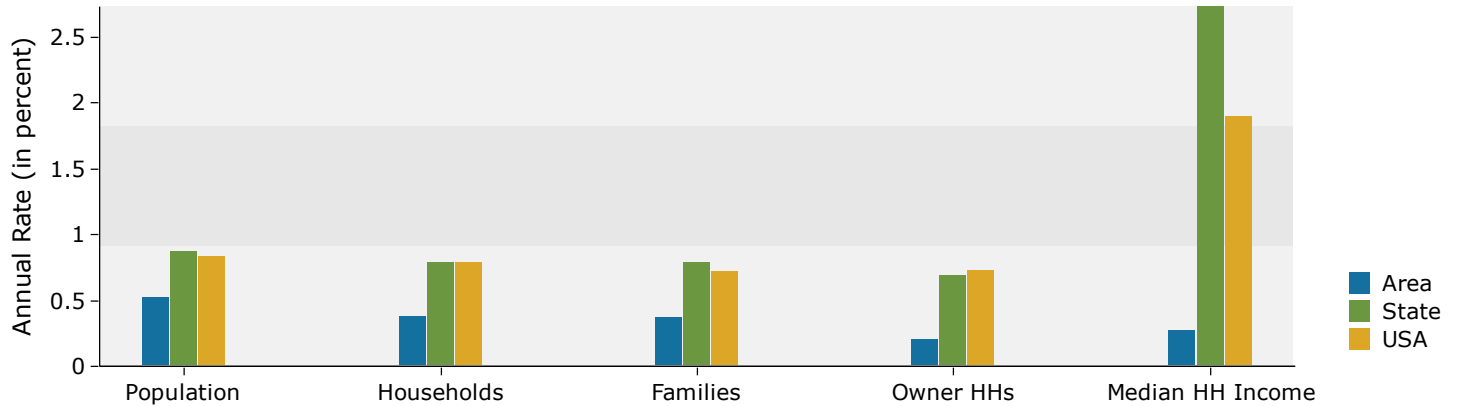
| | | Colton city, ... | |
|----------------------------|--|------------------|---------|
| 2010 Race and Ethnicity | | Number | Percent |
| White Alone | | 22,613 | 43.4% |
| Black Alone | | 5,055 | 9.7% |
| American Indian Alone | | 661 | 1.3% |
| Asian Alone | | 2,590 | 5.0% |
| Pacific Islander Alone | | 176 | 0.3% |
| Some Other Race Alone | | 18,413 | 35.3% |
| Two or More Races | | 2,646 | 5.1% |
| Hispanic Origin (Any Race) | | 37,039 | 71.0% |
| 2016 Race and Ethnicity | | Number | Percent |
| White Alone | | 22,758 | 42.3% |
| Black Alone | | 4,838 | 9.0% |
| American Indian Alone | | 661 | 1.2% |
| Asian Alone | | 2,817 | 5.2% |
| Pacific Islander Alone | | 165 | 0.3% |
| Some Other Race Alone | | 19,705 | 36.7% |
| Two or More Races | | 2,795 | 5.2% |
| Hispanic Origin (Any Race) | | 39,474 | 73.5% |
| 2021 Race and Ethnicity | | Number | Percent |
| White Alone | | 23,221 | 42.1% |
| Black Alone | | 4,703 | 8.5% |
| American Indian Alone | | 659 | 1.2% |
| Asian Alone | | 3,047 | 5.5% |
| Pacific Islander Alone | | 165 | 0.3% |
| Some Other Race Alone | | 20,492 | 37.2% |
| Two or More Races | | 2,873 | 5.2% |
| Hispanic Origin (Any Race) | | 41,675 | 75.6% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

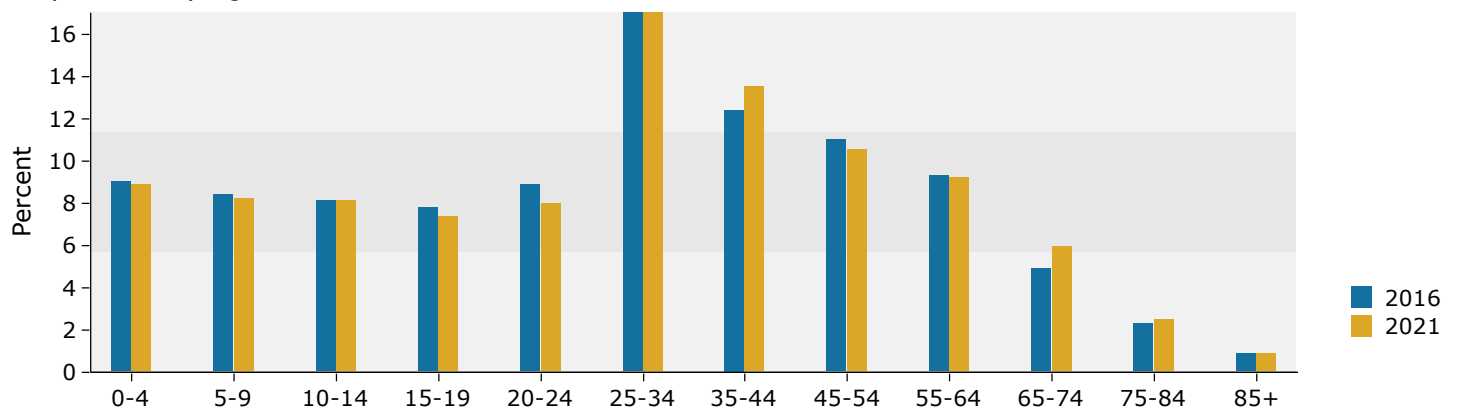
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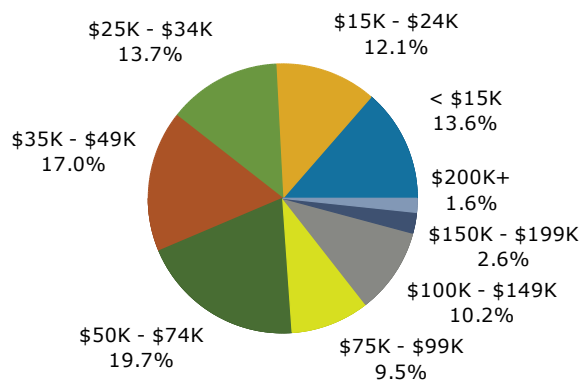
Trends 2016-2021



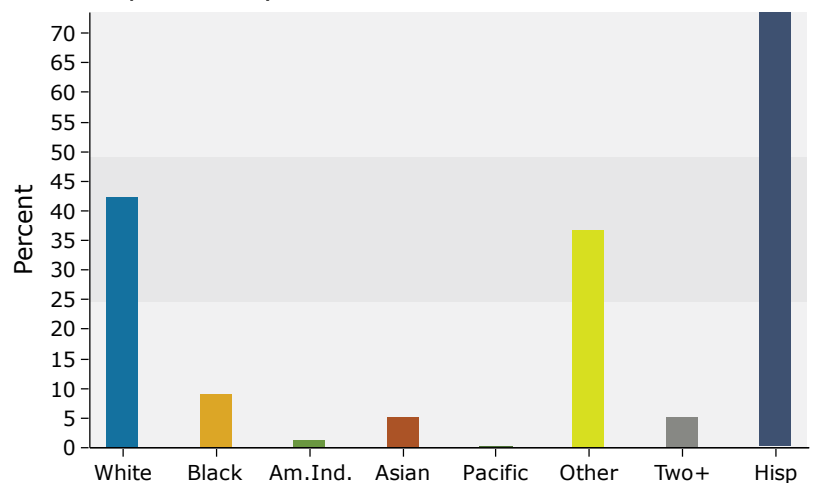
Population by Age



2016 Household Income



2016 Population by Race





Tapestry Segmentation Area Profile

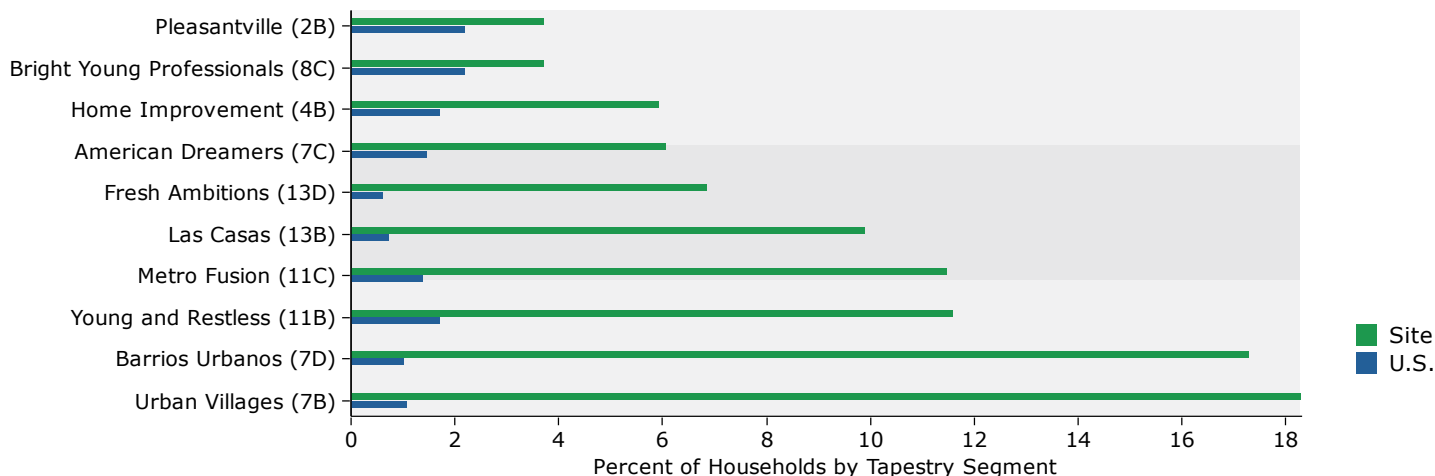
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Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2016 Households | | 2016 U.S. Households | | Index |
|----------|---------------------------------|-----------------|--------------------|----------------------|--------------------|-------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Urban Villages (7B) | 18.3% | 18.3% | 1.1% | 1.1% | 1706 |
| 2 | Barrios Urbanos (7D) | 17.3% | 35.6% | 1.0% | 2.1% | 1,659 |
| 3 | Young and Restless (11B) | 11.6% | 47.2% | 1.7% | 3.8% | 677 |
| 4 | Metro Fusion (11C) | 11.5% | 58.7% | 1.4% | 5.2% | 816 |
| 5 | Las Casas (13B) | 9.9% | 68.6% | 0.7% | 5.9% | 1,336 |
| Subtotal | | 68.6% | | 5.9% | | |
| 6 | Fresh Ambitions (13D) | 6.9% | 75.5% | 0.6% | 6.5% | 1,065 |
| 7 | American Dreamers (7C) | 6.1% | 81.6% | 1.5% | 8.0% | 413 |
| 8 | Home Improvement (4B) | 5.9% | 87.5% | 1.7% | 9.7% | 346 |
| 9 | Bright Young Professionals (8C) | 3.7% | 91.2% | 2.2% | 11.9% | 167 |
| 10 | Pleasantville (2B) | 3.7% | 94.9% | 2.2% | 14.1% | 167 |
| Subtotal | | 26.3% | | 8.2% | | |
| 11 | Southwestern Families (7F) | 2.9% | 97.8% | 0.8% | 14.9% | 351 |
| 12 | Savvy Suburbanites (1D) | 2.0% | 99.8% | 3.0% | 17.9% | 68 |
| 13 | Down the Road (10D) | 0.1% | 99.9% | 1.1% | 19.0% | 8 |
| Subtotal | | 5.0% | | 4.9% | | |
| Total | | 100.0% | | 19.2% | | 521 |

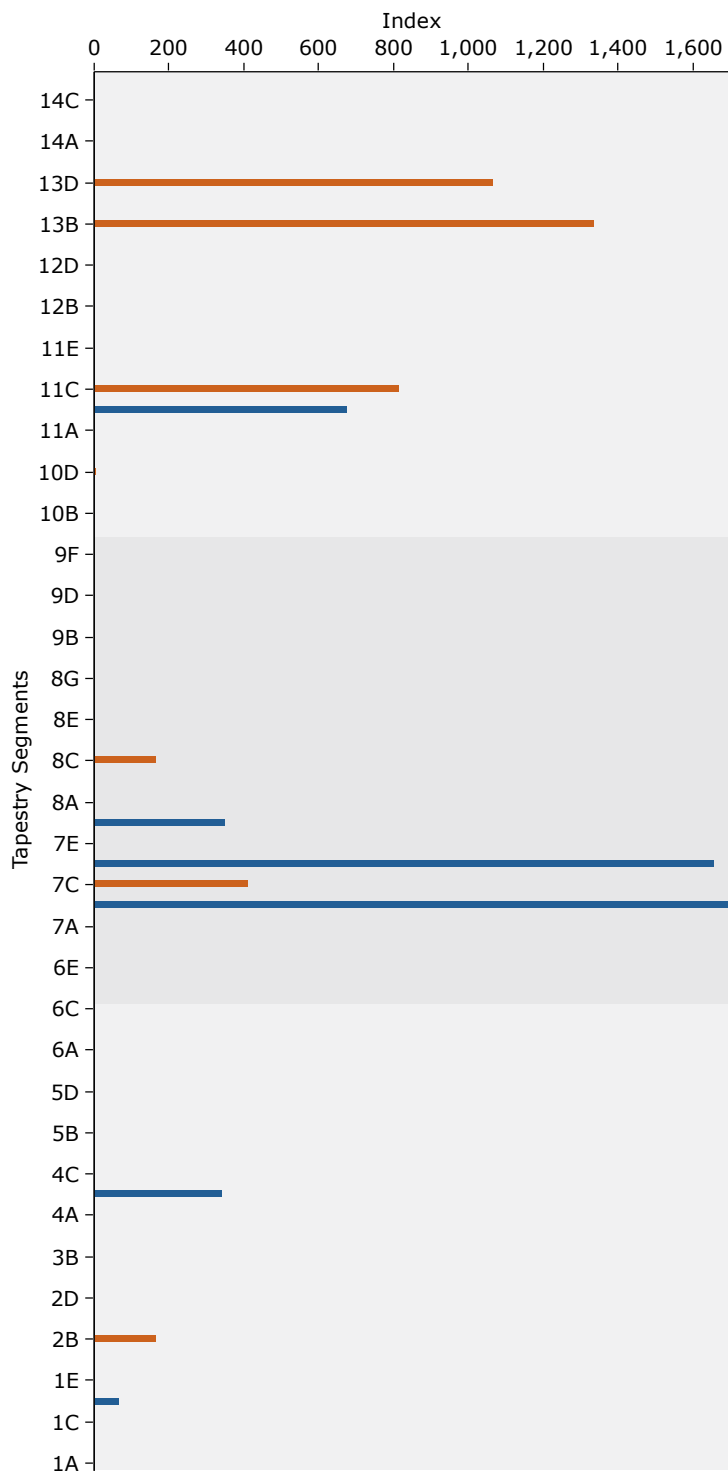
Top Ten Tapestry Segments Site vs. U.S.



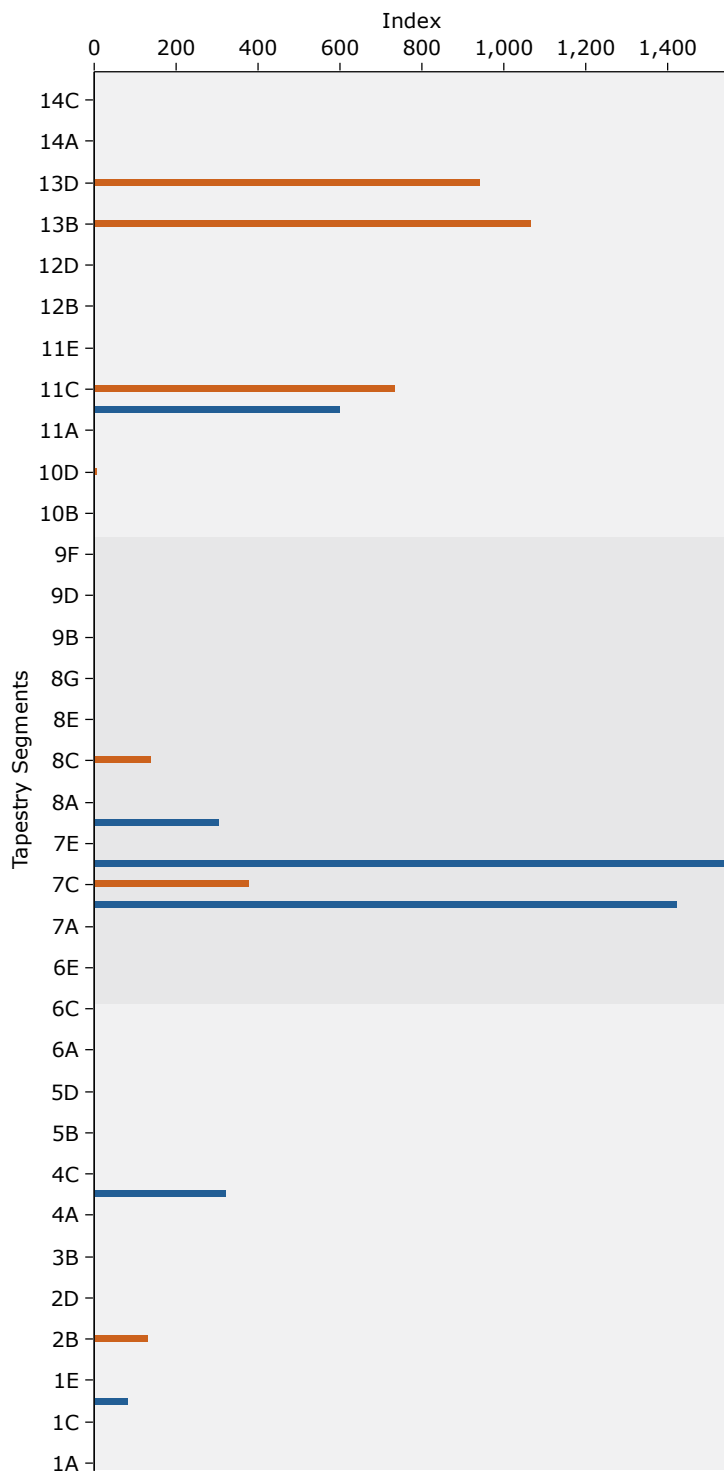
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,226 | 100.0% | | 37,517 | 100.0% | |
| 1. Affluent Estates | 310 | 2.0% | 21 | 1,024 | 2.7% | 26 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 310 | 2.0% | 68 | 1,024 | 2.7% | 85 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Upscale Avenues | 565 | 3.7% | 66 | 1,243 | 3.3% | 56 |
| Urban Chic (2A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pleasantville (2B) | 565 | 3.7% | 167 | 1,243 | 3.3% | 134 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Uptown Individuals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 4. Family Landscapes | 903 | 5.9% | 80 | 2,255 | 6.0% | 78 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 903 | 5.9% | 346 | 2,255 | 6.0% | 326 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. GenXurban | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 6,795 | 44.6% | 642 | 18,646 | 49.7% | 616 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 2,788 | 18.3% | 1,706 | 7,880 | 21.0% | 1,424 |
| American Dreamers (7C) | 926 | 6.1% | 413 | 2,377 | 6.3% | 381 |
| Barrios Urbanos (7D) | 2,635 | 17.3% | 1,659 | 7,280 | 19.4% | 1,558 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 446 | 2.9% | 351 | 1,109 | 3.0% | 307 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 28, 2017



Tapestry Segmentation Area Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Tapestry LifeMode Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,226 | 100.0% | | 37,517 | 100.0% | |
| 8. Middle Ground | 567 | 3.7% | 34 | 1,049 | 2.8% | 27 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 567 | 3.7% | 167 | 1,049 | 2.8% | 139 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 14 | 0.1% | 1 | 33 | 0.1% | 1 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 14 | 0.1% | 8 | 33 | 0.1% | 8 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 3,517 | 23.1% | 373 | 6,733 | 17.9% | 327 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 1,767 | 11.6% | 677 | 3,120 | 8.3% | 604 |
| Metro Fusion (11C) | 1,750 | 11.5% | 816 | 3,613 | 9.6% | 738 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 2,555 | 16.8% | 431 | 6,534 | 17.4% | 389 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 1,507 | 9.9% | 1,336 | 4,081 | 10.9% | 1,067 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 1,048 | 6.9% | 1,065 | 2,453 | 6.5% | 944 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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Source: Esri

April 28, 2017



Tapestry Segmentation Area Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,226 | 100.0% | | 37,517 | 100.0% | |
| 1. Principal Urban Center | 1,048 | 6.9% | 98 | 2,453 | 6.5% | 99 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 1,048 | 6.9% | 1,065 | 2,453 | 6.5% | 944 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 10,619 | 69.7% | 414 | 27,389 | 73.0% | 407 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 2,788 | 18.3% | 1,706 | 7,880 | 21.0% | 1,424 |
| American Dreamers (7C) | 926 | 6.1% | 413 | 2,377 | 6.3% | 381 |
| Barrios Urbanos (7D) | 2,635 | 17.3% | 1,659 | 7,280 | 19.4% | 1,558 |
| Southwestern Families (7F) | 446 | 2.9% | 351 | 1,109 | 3.0% | 307 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 567 | 3.7% | 167 | 1,049 | 2.8% | 139 |
| Metro Fusion (11C) | 1,750 | 11.5% | 816 | 3,613 | 9.6% | 738 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 1,507 | 9.9% | 1,336 | 4,081 | 10.9% | 1,067 |
| 3. Metro Cities | 1,767 | 11.6% | 64 | 3,120 | 8.3% | 49 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 1,767 | 11.6% | 677 | 3,120 | 8.3% | 604 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 28, 2017



Tapestry Segmentation Area Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Tapestry Urbanization Groups | 2016 Households | | | 2016 Adult Population | | |
|---------------------------------|-----------------|--------------|-----------|-----------------------|--------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,226 | 100.0% | | 37,517 | 100.0% | |
| 4. Suburban Periphery | 1,778 | 11.7% | 37 | 4,522 | 12.1% | 37 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 310 | 2.0% | 68 | 1,024 | 2.7% | 85 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Chic (2A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pleasantville (2B) | 565 | 3.7% | 167 | 1,243 | 3.3% | 134 |
| Enterprising Professionals (2D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 903 | 5.9% | 346 | 2,255 | 6.0% | 326 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 14 | 0.1% | 1 | 33 | 0.1% | 1 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 14 | 0.1% | 8 | 33 | 0.1% | 8 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 28, 2017



Business Summary

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Data for all businesses in area | | Colton city, ... | | | |
|--|--|------------------|---------|-----------|---------|
| Total Businesses: | | 1,422 | | | |
| Total Employees: | | 19,784 | | | |
| Total Residential Population: | | 53,740 | | | |
| Employee/Residential Population Ratio: | | 0.37:1 | | | |
| by SIC Codes | | Businesses | | Employees | |
| | | Number | Percent | Number | Percent |
| Agriculture & Mining | | 13 | 0.9% | 45 | 0.2% |
| Construction | | 102 | 7.2% | 856 | 4.3% |
| Manufacturing | | 47 | 3.3% | 838 | 4.2% |
| Transportation | | 41 | 2.9% | 386 | 2.0% |
| Communication | | 16 | 1.1% | 134 | 0.7% |
| Utility | | 11 | 0.8% | 231 | 1.2% |
| Wholesale Trade | | 82 | 5.8% | 1,175 | 5.9% |
| Retail Trade Summary | | 345 | 24.3% | 4,693 | 23.7% |
| Home Improvement | | 24 | 1.7% | 479 | 2.4% |
| General Merchandise Stores | | 13 | 0.9% | 440 | 2.2% |
| Food Stores | | 42 | 3.0% | 612 | 3.1% |
| Auto Dealers, Gas Stations, Auto Aftermarket | | 66 | 4.6% | 621 | 3.1% |
| Apparel & Accessory Stores | | 12 | 0.8% | 44 | 0.2% |
| Furniture & Home Furnishings | | 28 | 2.0% | 886 | 4.5% |
| Eating & Drinking Places | | 106 | 7.5% | 1,309 | 6.6% |
| Miscellaneous Retail | | 54 | 3.8% | 302 | 1.5% |
| Finance, Insurance, Real Estate Summary | | 141 | 9.9% | 672 | 3.4% |
| Banks, Savings & Lending Institutions | | 51 | 3.6% | 135 | 0.7% |
| Securities Brokers | | 7 | 0.5% | 38 | 0.2% |
| Insurance Carriers & Agents | | 27 | 1.9% | 105 | 0.5% |
| Real Estate, Holding, Other Investment Offices | | 56 | 3.9% | 394 | 2.0% |
| Services Summary | | 553 | 38.9% | 10,027 | 50.7% |
| Hotels & Lodging | | 12 | 0.8% | 73 | 0.4% |
| Automotive Services | | 76 | 5.3% | 262 | 1.3% |
| Motion Pictures & Amusements | | 23 | 1.6% | 231 | 1.2% |
| Health Services | | 88 | 6.2% | 2,734 | 13.8% |
| Legal Services | | 21 | 1.5% | 81 | 0.4% |
| Education Institutions & Libraries | | 30 | 2.1% | 4,453 | 22.5% |
| Other Services | | 303 | 21.3% | 2,193 | 11.1% |
| Government | | 40 | 2.8% | 718 | 3.6% |
| Unclassified Establishments | | 31 | 2.2% | 9 | 0.0% |
| Totals | | 1,422 | 100.0% | 19,784 | 100.0% |

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 28, 2017



Business Summary

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| by NAICS Codes | Businesses | | Employees | |
|---|------------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 1 | 0.1% | 2 | 0.0% |
| Mining | 0 | 0.0% | 0 | 0.0% |
| Utilities | 4 | 0.3% | 13 | 0.1% |
| Construction | 107 | 7.5% | 953 | 4.8% |
| Manufacturing | 53 | 3.7% | 864 | 4.4% |
| Wholesale Trade | 81 | 5.7% | 1,174 | 5.9% |
| Retail Trade | 230 | 16.2% | 3,361 | 17.0% |
| Motor Vehicle & Parts Dealers | 48 | 3.4% | 518 | 2.6% |
| Furniture & Home Furnishings Stores | 16 | 1.1% | 833 | 4.2% |
| Electronics & Appliance Stores | 11 | 0.8% | 52 | 0.3% |
| Bldg Material & Garden Equipment & Supplies Dealers | 23 | 1.6% | 464 | 2.3% |
| Food & Beverage Stores | 42 | 3.0% | 611 | 3.1% |
| Health & Personal Care Stores | 13 | 0.9% | 175 | 0.9% |
| Gasoline Stations | 18 | 1.3% | 103 | 0.5% |
| Clothing & Clothing Accessories Stores | 12 | 0.8% | 44 | 0.2% |
| Sport Goods, Hobby, Book, & Music Stores | 7 | 0.5% | 22 | 0.1% |
| General Merchandise Stores | 13 | 0.9% | 440 | 2.2% |
| Miscellaneous Store Retailers | 25 | 1.8% | 96 | 0.5% |
| Nonstore Retailers | 2 | 0.1% | 3 | 0.0% |
| Transportation & Warehousing | 40 | 2.8% | 368 | 1.9% |
| Information | 22 | 1.5% | 163 | 0.8% |
| Finance & Insurance | 85 | 6.0% | 278 | 1.4% |
| Central Bank/Credit Intermediation & Related Activities | 51 | 3.6% | 135 | 0.7% |
| Securities, Commodity Contracts & Other Financial | 7 | 0.5% | 38 | 0.2% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 27 | 1.9% | 105 | 0.5% |
| Real Estate, Rental & Leasing | 74 | 5.2% | 308 | 1.6% |
| Professional, Scientific & Tech Services | 109 | 7.7% | 602 | 3.0% |
| Legal Services | 26 | 1.8% | 128 | 0.6% |
| Management of Companies & Enterprises | 0 | 0.0% | 0 | 0.0% |
| Administrative & Support & Waste Management & Remediation | 66 | 4.6% | 534 | 2.7% |
| Educational Services | 32 | 2.3% | 4,485 | 22.7% |
| Health Care & Social Assistance | 115 | 8.1% | 3,053 | 15.4% |
| Arts, Entertainment & Recreation | 17 | 1.2% | 225 | 1.1% |
| Accommodation & Food Services | 123 | 8.6% | 1,391 | 7.0% |
| Accommodation | 12 | 0.8% | 73 | 0.4% |
| Food Services & Drinking Places | 111 | 7.8% | 1,318 | 6.7% |
| Other Services (except Public Administration) | 191 | 13.4% | 1,268 | 6.4% |
| Automotive Repair & Maintenance | 57 | 4.0% | 199 | 1.0% |
| Public Administration | 41 | 2.9% | 733 | 3.7% |
| Unclassified Establishments | 31 | 2.2% | 9 | 0.0% |
| Total | 1,422 | 100.0% | 19,784 | 100.0% |

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 28, 2017



House and Home Expenditures

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| 2016 Housing Summary | | 2016 Demographic Summary | |
|--|--------------------------|--------------------------|---------------|
| Housing Units | 16,787 | Population | 53,740 |
| 2016-2021 Percent Change | 2.14% | Households | 15,226 |
| Percent Occupied | 90.7% | Families | 11,897 |
| Percent Owner Households | 49.8% | Median Age | 29.3 |
| Median Home Value | \$194,850 | Median Household Income | \$43,105 |
| | Spending Potential Index | Average Amount Spent | Total |
| Owned Dwellings | 68 | \$7,280.07 | \$110,846,404 |
| Mortgage Interest | 74 | \$2,755.07 | \$41,948,643 |
| Mortgage Principal | 71 | \$1,377.61 | \$20,975,555 |
| Property Taxes | 61 | \$1,462.60 | \$22,269,503 |
| Homeowners Insurance | 59 | \$262.17 | \$3,991,817 |
| Ground Rent | 78 | \$67.01 | \$1,020,338 |
| Maintenance and Remodeling Services | 61 | \$1,065.01 | \$16,215,905 |
| Maintenance and Remodeling Materials | 60 | \$218.61 | \$3,328,568 |
| Property Management and Security | 73 | \$71.99 | \$1,096,072 |
| Rented Dwellings | 109 | \$4,695.22 | \$71,489,450 |
| Rent | 109 | \$4,641.11 | \$70,665,466 |
| Renters' Insurance | 91 | \$18.45 | \$280,986 |
| Maintenance and Repair Services | 71 | \$23.68 | \$360,615 |
| Maintenance and Repair Materials | 81 | \$11.98 | \$182,381 |
| Other Lodging | 64 | \$309.98 | \$4,719,714 |
| Owned Vacation Homes | 63 | \$259.83 | \$3,956,221 |
| Mortgage Payment | 70 | \$112.78 | \$1,717,149 |
| Property Taxes | 57 | \$77.23 | \$1,175,939 |
| Homeowners Insurance | 53 | \$7.97 | \$121,393 |
| Maintenance and Remodeling | 64 | \$43.63 | \$664,262 |
| Property Management and Security | 59 | \$18.22 | \$277,476 |
| Housing While Attending School | 68 | \$50.14 | \$763,492 |
| Household Operations | 73 | \$1,254.28 | \$19,097,620 |
| Child Care | 78 | \$330.85 | \$5,037,477 |
| Care for Elderly or Handicapped | 65 | \$29.05 | \$442,249 |
| Appliance Rental and Repair | 70 | 13 | 191,732 |
| Computer Information Services | 77 | \$348.07 | \$5,299,724 |
| Home Security System Services | 70 | \$25.06 | \$381,584 |
| Non-Apparel Household Laundry/Dry Cleaning | 75 | \$19.81 | \$301,667 |
| Housekeeping Services | 69 | \$113.65 | \$1,730,404 |
| Lawn and Garden | 64 | \$261.17 | \$3,976,599 |
| Moving/Storage/Freight Express | 90 | \$57.01 | \$868,074 |
| Installation of Computers | 75 | \$0.29 | \$4,452 |
| PC Repair (Personal Use) | 74 | \$4.75 | \$72,364 |
| Reupholstering/Furniture Repair | 54 | \$4.59 | \$69,856 |
| Termite/Pest Control | 73 | \$21.10 | \$321,324 |
| Water Softening Services | 67 | \$5.10 | \$77,701 |
| Internet Services Away from Home | 94 | \$3.98 | \$60,626 |
| Other Home Services (1) | 70 | \$17.19 | \$261,779 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 28, 2017



House and Home Expenditures

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| | Spending Potential Index | Average Amount Spent | Total |
|--|-----------------------------|-------------------------|--------------|
| Utilities, Fuels, Public Services | 74 | \$3,585.82 | \$54,597,712 |
| Bottled Gas | 41 | \$27.65 | \$421,063 |
| Electricity | 73 | \$1,358.97 | \$20,691,636 |
| Fuel Oil | 36 | \$39.02 | \$594,130 |
| Natural Gas | 68 | \$359.90 | \$5,479,877 |
| Phone Services | 77 | \$1,262.26 | \$19,219,167 |
| Water and Other Public Services | 80 | \$533.53 | \$8,123,518 |
| Coal/Wood/Other Fuel | 41 | \$4.49 | \$68,317 |
| Housekeeping Supplies | 75 | \$524.07 | \$7,979,538 |
| Laundry and Cleaning Supplies | 78 | \$150.14 | \$2,286,031 |
| Postage and Stationery | 72 | \$123.79 | \$1,884,864 |
| Other HH Products (2) | 74 | \$250.14 | \$3,808,643 |
| Household Textiles | 74 | \$64.55 | \$982,812 |
| Bathroom Linens | 77 | \$9.88 | \$150,493 |
| Bedroom Linens | 76 | \$35.17 | \$535,431 |
| Kitchen, Dining Room and other Linens | 71 | \$5.38 | \$81,840 |
| Curtains and Draperies | 64 | \$10.16 | \$154,705 |
| Slipcovers, Decorative Pillows | 83 | \$3.96 | \$60,340 |
| Furniture | 78 | \$382.35 | \$5,821,722 |
| Mattresses and Box Springs | 79 | \$68.79 | \$1,047,353 |
| Other Bedroom Furniture | 82 | \$69.92 | \$1,064,674 |
| Sofas | 79 | \$105.19 | \$1,601,588 |
| Living Room Chairs | 73 | \$32.07 | \$488,246 |
| Living Room Tables | 79 | \$11.50 | \$175,032 |
| Kitchen, Dining Room Furniture | 79 | \$32.19 | \$490,161 |
| Infant Furniture | 82 | \$9.43 | \$143,629 |
| Outdoor Furniture | 67 | \$19.17 | \$291,849 |
| Wall Units, Cabinets, Other Furniture (3) | 74 | \$34.10 | \$519,185 |
| Major Appliances | 72 | \$203.87 | \$3,104,104 |
| Dishwashers and Disposals | 66 | \$16.54 | \$251,786 |
| Refrigerators and Freezers | 73 | \$58.43 | \$889,684 |
| Clothes Washers & Dryers | 75 | \$55.28 | \$841,668 |
| Cooking Stoves and Ovens | 71 | \$28.77 | \$437,990 |
| Microwave Ovens | 69 | \$11.79 | \$179,470 |
| Window Air Conditioners | 64 | \$4.76 | \$72,494 |
| Electric Floor Cleaning Equipment | 76 | \$16.27 | \$247,680 |
| Sewing Machines and Miscellaneous Appliances | 67 | \$12.04 | \$183,328 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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House and Home Expenditures

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|-------------|
| Other Household Furnishings and Equipment | | | |
| Rugs | 69 | \$16.77 | \$255,361 |
| Housewares | 76 | \$63.30 | \$963,778 |
| Small Appliances | 77 | \$36.23 | \$551,574 |
| Sewing/Needlework/Quilt Materials/Items | 69 | \$8.18 | \$124,512 |
| Window Coverings | 69 | \$13.75 | \$209,375 |
| Lamps/Lighting Fixtures/Ceiling Fans | 67 | \$26.25 | \$399,633 |
| Infant Equipment | 79 | \$14.40 | \$219,220 |
| Rental of Furniture | 82 | \$3.54 | \$53,873 |
| Laundry and Cleaning Equipment | 75 | \$18.62 | \$283,567 |
| Closet and Storage Items | 70 | \$12.08 | \$183,887 |
| Luggage | 74 | \$6.82 | \$103,816 |
| Clocks and Other Household Decoratives | 72 | \$96.94 | \$1,475,959 |
| Telephones and Accessories | 76 | \$53.91 | \$820,846 |
| Grills and Outdoor Equipment | 57 | \$19.91 | \$303,076 |
| Power Tools | 73 | \$33.13 | \$504,500 |
| Hand Tools | 78 | \$6.09 | \$92,704 |
| Office Furniture/Equipment for Home Use | 73 | \$10.63 | \$161,822 |
| Computers and Hardware for Home Use | 81 | \$139.57 | \$2,125,139 |
| Portable Memory | 78 | \$3.68 | \$56,077 |
| Computer Software | 77 | \$9.98 | \$151,953 |
| Computer Accessories | 75 | \$13.26 | \$201,895 |
| Other Household Appliances | 75 | \$8.54 | \$130,096 |
| Misc Equipment incl Ladders/Sheds/Etc | 73 | \$55.06 | \$838,296 |

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 28, 2017



Household Income Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Summary | 2016 | 2021 | 2016-2021 Change | 2016-2021 Annual Rate |
|------------------------|--------|--------|---------------------|--------------------------|
| Population | 53,740 | 55,161 | 1,421 | 0.52% |
| Households | 15,226 | 15,520 | 294 | 0.38% |
| Median Age | 29.3 | 30.4 | 1.1 | 0.74% |
| Average Household Size | 3.51 | 3.53 | 0.02 | 0.11% |

| Households by Income | 2016 | | 2021 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| Household | 15,226 | 100% | 15,520 | 100% |
| <\$15,000 | 2,068 | 13.6% | 2,336 | 15.1% |
| \$15,000-\$24,999 | 1,845 | 12.1% | 1,710 | 11.0% |
| \$25,000-\$34,999 | 2,083 | 13.7% | 1,975 | 12.7% |
| \$35,000-\$49,999 | 2,593 | 17.0% | 2,638 | 17.0% |
| \$50,000-\$74,999 | 2,994 | 19.7% | 2,649 | 17.1% |
| \$75,000-\$99,999 | 1,453 | 9.5% | 1,629 | 10.5% |
| \$100,000-\$149,999 | 1,557 | 10.2% | 1,814 | 11.7% |
| \$150,000-\$199,999 | 389 | 2.6% | 494 | 3.2% |
| \$200,000+ | 244 | 1.6% | 275 | 1.8% |
| Median Household Income | \$43,105 | | \$43,686 | |
| Average Household Income | \$56,813 | | \$60,432 | |
| Per Capita Income | \$16,409 | | \$17,315 | |

Data Note: Income reported for July 1, 2021 represents annual income for the preceding year, expressed in current (2020) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2016 and 2021.

April 28, 2017



Household Income Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| 2016 Households by Income and Age of Householder | | | | | | | |
|--|----------|----------|----------|----------|----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 879 | 3,325 | 3,160 | 2,934 | 2,609 | 1,385 | 935 |
| <\$15,000 | 185 | 500 | 370 | 308 | 354 | 169 | 182 |
| \$15,000-\$24,999 | 139 | 405 | 331 | 258 | 278 | 194 | 241 |
| \$25,000-\$34,999 | 190 | 504 | 397 | 312 | 265 | 263 | 151 |
| \$35,000-\$49,999 | 151 | 604 | 550 | 455 | 387 | 312 | 133 |
| \$50,000-\$74,999 | 134 | 656 | 638 | 644 | 553 | 234 | 136 |
| \$75,000-\$99,999 | 45 | 291 | 337 | 363 | 284 | 80 | 53 |
| \$100,000-\$149,999 | 29 | 280 | 400 | 393 | 342 | 87 | 27 |
| \$150,000-\$199,999 | 5 | 62 | 78 | 118 | 91 | 26 | 8 |
| \$200,000+ | 1 | 23 | 59 | 83 | 55 | 20 | 4 |
| Median HH Income | \$30,151 | \$40,005 | \$47,534 | \$53,565 | \$50,589 | \$37,230 | \$27,287 |
| Average HH Income | \$38,200 | \$51,195 | \$60,800 | \$67,867 | \$63,166 | \$50,099 | \$38,286 |
| Percent Distribution | | | | | | | |
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| <\$15,000 | 21.0% | 15.0% | 11.7% | 10.5% | 13.6% | 12.2% | 19.5% |
| \$15,000-\$24,999 | 15.8% | 12.2% | 10.5% | 8.8% | 10.7% | 14.0% | 25.8% |
| \$25,000-\$34,999 | 21.6% | 15.2% | 12.6% | 10.6% | 10.2% | 19.0% | 16.1% |
| \$35,000-\$49,999 | 17.2% | 18.2% | 17.4% | 15.5% | 14.8% | 22.5% | 14.2% |
| \$50,000-\$74,999 | 15.2% | 19.7% | 20.2% | 21.9% | 21.2% | 16.9% | 14.5% |
| \$75,000-\$99,999 | 5.1% | 8.8% | 10.7% | 12.4% | 10.9% | 5.8% | 5.7% |
| \$100,000-\$149,999 | 3.3% | 8.4% | 12.7% | 13.4% | 13.1% | 6.3% | 2.9% |
| \$150,000-\$199,999 | 0.6% | 1.9% | 2.5% | 4.0% | 3.5% | 1.9% | 0.9% |
| \$200,000+ | 0.1% | 0.7% | 1.9% | 2.8% | 2.1% | 1.4% | 0.4% |

Data Note: Income reported for July 1, 2021 represents annual income for the preceding year, expressed in current (2020) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2016 and 2021.



Household Income Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| 2021 Households by Income and Age of Householder | | | | | | | |
|--|----------|----------|----------|----------|----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 852 | 3,303 | 3,410 | 2,770 | 2,571 | 1,628 | 987 |
| <\$15,000 | 211 | 560 | 448 | 320 | 362 | 233 | 203 |
| \$15,000-\$24,999 | 122 | 359 | 317 | 210 | 250 | 209 | 243 |
| \$25,000-\$34,999 | 167 | 467 | 394 | 264 | 241 | 289 | 154 |
| \$35,000-\$49,999 | 155 | 609 | 574 | 421 | 382 | 357 | 140 |
| \$50,000-\$74,999 | 109 | 568 | 600 | 521 | 473 | 249 | 128 |
| \$75,000-\$99,999 | 50 | 330 | 408 | 374 | 300 | 104 | 63 |
| \$100,000-\$149,999 | 31 | 313 | 484 | 426 | 399 | 125 | 37 |
| \$150,000-\$199,999 | 6 | 74 | 111 | 144 | 107 | 37 | 14 |
| \$200,000+ | 1 | 23 | 74 | 90 | 57 | 25 | 5 |
| Median HH Income | \$29,666 | \$40,223 | \$49,007 | \$56,096 | \$51,820 | \$37,472 | \$27,417 |
| Average HH Income | \$38,807 | \$53,652 | \$65,454 | \$73,602 | \$67,695 | \$52,871 | \$40,971 |
| Percent Distribution | | | | | | | |
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| <\$15,000 | 24.8% | 17.0% | 13.1% | 11.6% | 14.1% | 14.3% | 20.6% |
| \$15,000-\$24,999 | 14.3% | 10.9% | 9.3% | 7.6% | 9.7% | 12.8% | 24.6% |
| \$25,000-\$34,999 | 19.6% | 14.1% | 11.6% | 9.5% | 9.4% | 17.8% | 15.6% |
| \$35,000-\$49,999 | 18.2% | 18.4% | 16.8% | 15.2% | 14.9% | 21.9% | 14.2% |
| \$50,000-\$74,999 | 12.8% | 17.2% | 17.6% | 18.8% | 18.4% | 15.3% | 13.0% |
| \$75,000-\$99,999 | 5.9% | 10.0% | 12.0% | 13.5% | 11.7% | 6.4% | 6.4% |
| \$100,000-\$149,999 | 3.6% | 9.5% | 14.2% | 15.4% | 15.5% | 7.7% | 3.7% |
| \$150,000-\$199,999 | 0.7% | 2.2% | 3.3% | 5.2% | 4.2% | 2.3% | 1.4% |
| \$200,000+ | 0.1% | 0.7% | 2.2% | 3.2% | 2.2% | 1.5% | 0.5% |

Data Note: Income reported for July 1, 2021 represents annual income for the preceding year, expressed in current (2020) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2016 and 2021.

April 28, 2017



Housing Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Population | | Households | |
|-----------------------|--------|------------------------------|----------|
| 2010 Total Population | 52,154 | 2016 Median Household Income | \$43,105 |
| 2016 Total Population | 53,740 | 2021 Median Household Income | \$43,686 |
| 2021 Total Population | 55,161 | 2016-2021 Annual Rate | 0.27% |
| 2016-2021 Annual Rate | 0.52% | | |

| Housing Units by Occupancy Status and Tenure | Census 2010 | | 2016 | | 2021 | |
|--|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total Housing Units | 16,350 | 100.0% | 16,787 | 100.0% | 17,147 | 100.0% |
| Occupied | 14,971 | 91.6% | 15,226 | 90.7% | 15,520 | 90.5% |
| Owner | 7,766 | 47.5% | 7,589 | 45.2% | 7,664 | 44.7% |
| Renter | 7,205 | 44.1% | 7,637 | 45.5% | 7,856 | 45.8% |
| Vacant | 1,379 | 8.4% | 1,561 | 9.3% | 1,627 | 9.5% |

| Owner Occupied Housing Units by Value | 2016 | | 2021 | |
|---------------------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| Total | 7,589 | 100.0% | 7,663 | 100.0% |
| <\$50,000 | 994 | 13.1% | 962 | 12.6% |
| \$50,000-\$99,999 | 616 | 8.1% | 640 | 8.4% |
| \$100,000-\$149,999 | 1,109 | 14.6% | 918 | 12.0% |
| \$150,000-\$199,999 | 1,199 | 15.8% | 1,137 | 14.8% |
| \$200,000-\$249,999 | 836 | 11.0% | 644 | 8.4% |
| \$250,000-\$299,999 | 712 | 9.4% | 461 | 6.0% |
| \$300,000-\$399,999 | 1,155 | 15.2% | 901 | 11.8% |
| \$400,000-\$499,999 | 534 | 7.0% | 1,071 | 14.0% |
| \$500,000-\$749,999 | 355 | 4.7% | 817 | 10.7% |
| \$750,000-\$999,999 | 37 | 0.5% | 69 | 0.9% |
| \$1,000,000+ | 42 | 0.6% | 43 | 0.6% |
| Median Value | \$194,850 | | \$213,548 | |
| Average Value | \$231,216 | | \$271,369 | |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total | 16,350 | 100.0% |
| In Urbanized Areas | 16,350 | 100.0% |
| In Urban Clusters | 0 | 0.0% |
| Rural Housing Units | 0 | 0.0% |

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 28, 2017



Housing Profile

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

Census 2010 Owner Occupied Housing Units by Mortgage Status

Number Percent

| | | |
|----------------------------|-------|--------|
| Total | 7,766 | 100.0% |
| Owned with a Mortgage/Loan | 6,249 | 80.5% |
| Owned Free and Clear | 1,517 | 19.5% |

Census 2010 Vacant Housing Units by Status

Number Percent

| | | |
|--------------------------------------|-------|--------|
| Total | 1,379 | 100.0% |
| For Rent | 732 | 53.1% |
| Rented- Not Occupied | 61 | 4.4% |
| For Sale Only | 209 | 15.2% |
| Sold - Not Occupied | 31 | 2.2% |
| Seasonal/Recreational/Occasional Use | 45 | 3.3% |
| For Migrant Workers | 0 | 0.0% |
| Other Vacant | 301 | 21.8% |

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

Occupied Units
Owner Occupied Units
Number % of Occupied

| | | | |
|-------|--------|-------|-------|
| Total | 14,971 | 7,766 | 51.9% |
| 15-24 | 938 | 105 | 11.2% |
| 25-34 | 3,134 | 843 | 26.9% |
| 35-44 | 3,295 | 1,613 | 49.0% |
| 45-54 | 3,225 | 2,029 | 62.9% |
| 55-64 | 2,335 | 1,599 | 68.5% |
| 65-74 | 1,120 | 830 | 74.1% |
| 75-84 | 691 | 557 | 80.6% |
| 85+ | 233 | 190 | 81.5% |

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

Occupied Units
Owner Occupied Units
Number % of Occupied

| | | | |
|------------------------|--------|-------|-------|
| Total | 14,971 | 7,766 | 51.9% |
| White Alone | 6,937 | 4,261 | 61.4% |
| Black/African American | 1,840 | 481 | 26.1% |
| American Indian/Alaska | 197 | 94 | 47.7% |
| Asian Alone | 787 | 488 | 62.0% |
| Pacific Islander Alone | 47 | 9 | 19.1% |
| Other Race Alone | 4,533 | 2,129 | 47.0% |
| Two or More Races | 630 | 304 | 48.3% |
| Hispanic Origin | 9,185 | 4,918 | 53.5% |

Census 2010 Occupied Housing Units by Size and Home Ownership

Occupied Units
Owner Occupied Units
Number % of Occupied

| | | | |
|-----------|--------|-------|-------|
| Total | 14,971 | 7,766 | 51.9% |
| 1-Person | 2,452 | 1,024 | 41.8% |
| 2-Person | 3,307 | 1,771 | 53.6% |
| 3-Person | 2,587 | 1,321 | 51.1% |
| 4-Person | 2,643 | 1,402 | 53.0% |
| 5-Person | 1,831 | 994 | 54.3% |
| 6-Person | 1,041 | 587 | 56.4% |
| 7+ Person | 1,110 | 667 | 60.1% |

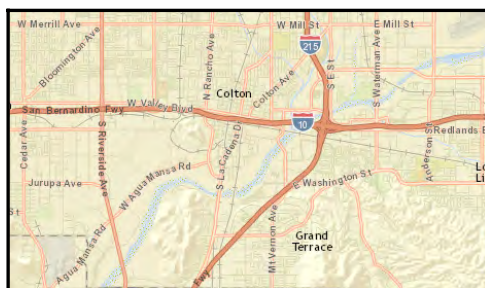
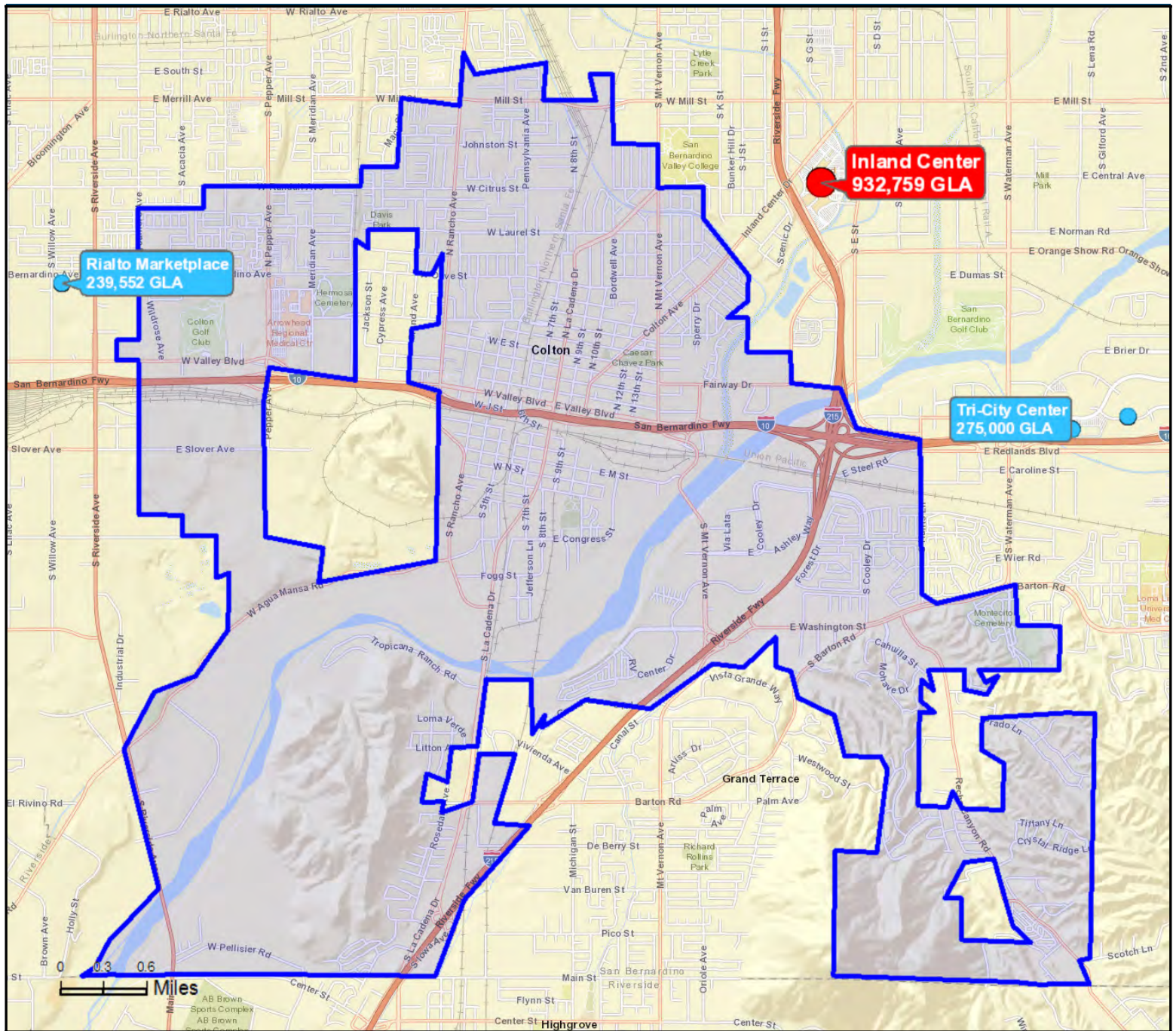
Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 28, 2017

Major Shopping Center Map

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report



- Gross Leasable Area**
- Less than 200,000 sq ft
 - 200,001 - 300,000
 - 300,001 - 500,000
 - 500,001 - 800,000
 - More than 800,000



Source: Directory of Major Malls, Inc.

April 28, 2017

| Summary | Census 2010 | 2016 | 2021 | 2016-2021 Change | 2016-2021 Annual Rate |
|------------------------|-------------|--------|--------|---------------------|--------------------------|
| Population | 52,154 | 53,740 | 55,161 | 1,421 | 0.52% |
| Median Age | 28.4 | 29.3 | 30.4 | 1.1 | 0.74% |
| Households | 14,971 | 15,226 | 15,520 | 294 | 0.38% |
| Average Household Size | 3.46 | 3.51 | 3.53 | 0.02 | 0.11% |

| 2016 Households by Net Worth | Number | Percent |
|------------------------------|--------|---------|
| Total | 15,227 | 100.0% |
| <\$15,000 | 6,501 | 42.7% |
| \$15,000-\$34,999 | 1,518 | 10.0% |
| \$35,000-\$49,999 | 691 | 4.5% |
| \$50,000-\$74,999 | 990 | 6.5% |
| \$75,000-\$99,999 | 617 | 4.1% |
| \$100,000-\$149,999 | 930 | 6.1% |
| \$150,000-\$249,999 | 1,302 | 8.6% |
| \$250,000-\$500,000 | 1,398 | 9.2% |
| \$500,000+ | 1,280 | 8.4% |

| | |
|-------------------|-----------|
| Median Net Worth | \$27,459 |
| Average Net Worth | \$215,203 |

| 2016 Net Worth by Age of Householder | Number of Households | | | | | | |
|--------------------------------------|----------------------|----------|-----------|-----------|-----------|-----------|-----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 879 | 3,323 | 3,161 | 2,934 | 2,607 | 1,385 | 937 |
| <\$15,000 | 710 | 2,257 | 1,510 | 957 | 706 | 232 | 128 |
| \$15,000-\$34,999 | 98 | 417 | 417 | 292 | 206 | 55 | 34 |
| \$35,000-\$49,999 | 23 | 128 | 200 | 153 | 108 | 66 | 13 |
| \$50,000-\$99,999 | 27 | 264 | 402 | 383 | 281 | 152 | 98 |
| \$100,000-\$149,999 | 8 | 100 | 189 | 202 | 199 | 137 | 93 |
| \$150,000-\$249,999 | 8 | 84 | 200 | 308 | 302 | 217 | 182 |
| \$250,000+ | 5 | 73 | 243 | 639 | 805 | 526 | 389 |
| Median Net Worth | \$9,285 | \$11,042 | \$17,031 | \$55,506 | \$100,471 | \$166,457 | \$195,188 |
| Average Net Worth | \$19,365 | \$38,730 | \$111,141 | \$244,534 | \$399,275 | \$464,031 | \$404,277 |

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2016 and 2021.



Retail Goods and Services Expenditures

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| Top Tapestry Segments | Percent | Demographic Summary | 2016 | 2021 |
|---|---------|--------------------------|----------------------|--------------|
| Urban Villages (7B) | 18.3% | Population | 53,740 | 55,161 |
| Barrios Urbanos (7D) | 17.3% | Households | 15,226 | 15,520 |
| Young and Restless (11B) | 11.6% | Families | 11,897 | 12,120 |
| Metro Fusion (11C) | 11.5% | Median Age | 29.3 | 30.4 |
| Las Casas (13B) | 9.9% | Median Household Income | \$43,105 | \$43,686 |
| | | Spending Potential Index | Average Amount Spent | Total |
| Apparel and Services | | 79 | \$1,588.30 | \$24,183,435 |
| Men's | | 79 | \$317.19 | \$4,829,597 |
| Women's | | 76 | \$517.64 | \$7,881,576 |
| Children's | | 87 | \$280.74 | \$4,274,551 |
| Footwear | | 80 | \$344.47 | \$5,244,885 |
| Watches & Jewelry | | 72 | \$74.66 | \$1,136,810 |
| Apparel Products and Services (1) | | 74 | \$53.59 | \$816,013 |
| Computer | | | | |
| Computers and Hardware for Home Use | | 81 | \$139.57 | \$2,125,139 |
| Portable Memory | | 78 | \$3.68 | \$56,077 |
| Computer Software | | 77 | \$9.98 | \$151,953 |
| Computer Accessories | | 75 | \$13.26 | \$201,895 |
| Entertainment & Recreation | | 74 | \$2,145.23 | \$32,663,250 |
| Fees and Admissions | | 76 | \$436.74 | \$6,649,845 |
| Membership Fees for Clubs (2) | | 72 | \$137.47 | \$2,093,044 |
| Fees for Participant Sports, excl. Trips | | 77 | \$68.98 | \$1,050,291 |
| Tickets to Theatre/Operas/Concerts | | 71 | \$37.65 | \$573,242 |
| Tickets to Movies/Museums/Parks | | 87 | \$57.91 | \$881,666 |
| Admission to Sporting Events, excl. Trips | | 72 | \$38.18 | \$581,301 |
| Fees for Recreational Lessons | | 78 | \$95.93 | \$1,460,657 |
| Dating Services | | 92 | \$0.63 | \$9,641 |
| TV/Video/Audio | | 75 | \$901.83 | \$13,731,301 |
| Cable and Satellite Television Services | | 73 | \$657.62 | \$10,012,937 |
| Televisions | | 79 | \$86.67 | \$1,319,678 |
| Satellite Dishes | | 75 | \$1.10 | \$16,777 |
| VCRs, Video Cameras, and DVD Players | | 82 | \$6.65 | \$101,216 |
| Miscellaneous Video Equipment | | 83 | \$6.41 | \$97,541 |
| Video Cassettes and DVDs | | 82 | \$15.10 | \$229,925 |
| Video Game Hardware/Accessories | | 81 | \$20.69 | \$314,994 |
| Video Game Software | | 86 | \$11.79 | \$179,482 |
| Streaming/Downloaded Video | | 85 | \$15.48 | \$235,631 |
| Rental of Video Cassettes and DVDs | | 87 | \$14.22 | \$216,578 |
| Installation of Televisions | | 54 | \$0.50 | \$7,632 |
| Audio (3) | | 76 | \$62.20 | \$947,104 |
| Rental and Repair of TV/Radio/Sound Equipment | | 87 | \$3.40 | \$51,800 |
| Pets | | 70 | \$373.23 | \$5,682,839 |
| Toys/Games/Crafts/Hobbies (4) | | 76 | \$87.16 | \$1,327,149 |
| Recreational Vehicles and Fees (5) | | 66 | \$71.50 | \$1,088,703 |
| Sports/Recreation/Exercise Equipment (6) | | 76 | \$125.74 | \$1,914,534 |
| Photo Equipment and Supplies (7) | | 73 | \$40.20 | \$612,013 |
| Reading (8) | | 70 | \$91.20 | \$1,388,601 |
| Catered Affairs (9) | | 68 | \$17.62 | \$268,260 |
| Food | | 78 | \$6,276.10 | \$95,559,894 |
| Food at Home | | 78 | \$3,863.93 | \$58,832,159 |
| Bakery and Cereal Products | | 75 | \$508.54 | \$7,742,971 |
| Meats, Poultry, Fish, and Eggs | | 79 | \$875.43 | \$13,329,267 |
| Dairy Products | | 76 | \$403.54 | \$6,144,278 |
| Fruits and Vegetables | | 79 | \$756.92 | \$11,524,862 |
| Snacks and Other Food at Home (10) | | 77 | \$1,319.50 | \$20,090,778 |
| Food Away from Home | | 78 | \$2,412.17 | \$36,727,734 |
| Alcoholic Beverages | | 75 | \$385.40 | \$5,868,119 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 28, 2017



Retail Goods and Services Expenditures

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|---------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | 55 | \$4,154.41 | \$63,255,032 |
| Value of Retirement Plans | 57 | \$14,958.09 | \$227,751,944 |
| Value of Other Financial Assets | 63 | \$707.57 | \$10,773,428 |
| Vehicle Loan Amount excluding Interest | 78 | \$1,896.98 | \$28,883,475 |
| Value of Credit Card Debt | 72 | \$410.50 | \$6,250,340 |
| Health | | | |
| Nonprescription Drugs | 72 | \$89.25 | \$1,358,909 |
| Prescription Drugs | 65 | \$274.43 | \$4,178,494 |
| Eyeglasses and Contact Lenses | 69 | \$61.28 | \$933,072 |
| Home | | | |
| Mortgage Payment and Basics (11) | 69 | \$5,924.46 | \$90,205,858 |
| Maintenance and Remodeling Services | 61 | \$1,065.01 | \$16,215,905 |
| Maintenance and Remodeling Materials (12) | 60 | \$218.61 | \$3,328,568 |
| Utilities, Fuel, and Public Services | 74 | \$3,585.82 | \$54,597,712 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | 74 | \$64.55 | \$982,812 |
| Furniture | 78 | \$382.35 | \$5,821,722 |
| Rugs | 69 | \$16.77 | \$255,361 |
| Major Appliances (14) | 72 | \$203.87 | \$3,104,104 |
| Housewares (15) | 76 | \$63.30 | \$963,778 |
| Small Appliances | 77 | \$36.23 | \$551,574 |
| Luggage | 74 | \$6.82 | \$103,816 |
| Telephones and Accessories | 76 | \$53.91 | \$820,846 |
| Household Operations | | | |
| Child Care | 78 | \$330.85 | \$5,037,477 |
| Lawn and Garden (16) | 64 | \$261.17 | \$3,976,599 |
| Moving/Storage/Freight Express | 90 | \$57.01 | \$868,074 |
| Housekeeping Supplies (17) | 75 | \$524.07 | \$7,979,538 |
| Insurance | | | |
| Owners and Renters Insurance | 61 | \$280.63 | \$4,272,804 |
| Vehicle Insurance | 75 | \$845.34 | \$12,871,073 |
| Life/Other Insurance | 64 | \$266.45 | \$4,056,941 |
| Health Insurance | 69 | \$2,325.44 | \$35,407,088 |
| Personal Care Products (18) | 79 | \$343.89 | \$5,236,122 |
| School Books and Supplies (19) | 81 | \$132.93 | \$2,023,968 |
| Smoking Products | 68 | \$278.76 | \$4,244,359 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | 75 | \$1,565.25 | \$23,832,572 |
| Gasoline and Motor Oil | 77 | \$2,361.11 | \$35,950,335 |
| Vehicle Maintenance and Repairs | 75 | \$773.30 | \$11,774,202 |
| Travel | | | |
| Airline Fares | 74 | \$337.50 | \$5,138,835 |
| Lodging on Trips | 68 | \$315.37 | \$4,801,780 |
| Auto/Truck Rental on Trips | 76 | \$18.23 | \$277,571 |
| Food and Drink on Trips | 71 | \$311.18 | \$4,738,091 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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April 28, 2017



Retail Goods and Services Expenditures

Colton City, CA
Colton City, CA (0614890)
Geography: Place

Colton Demographic Report

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

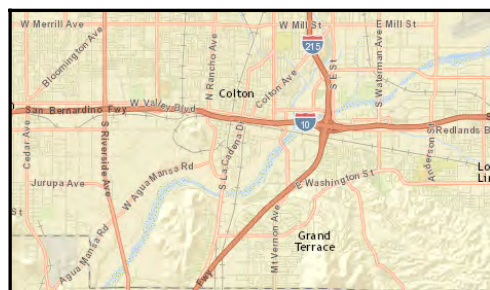
Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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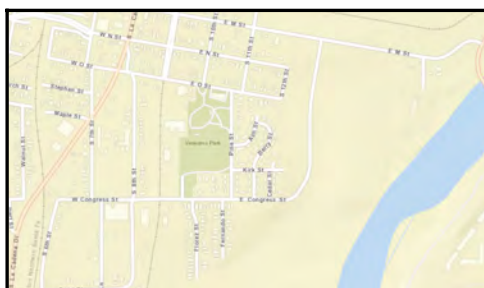
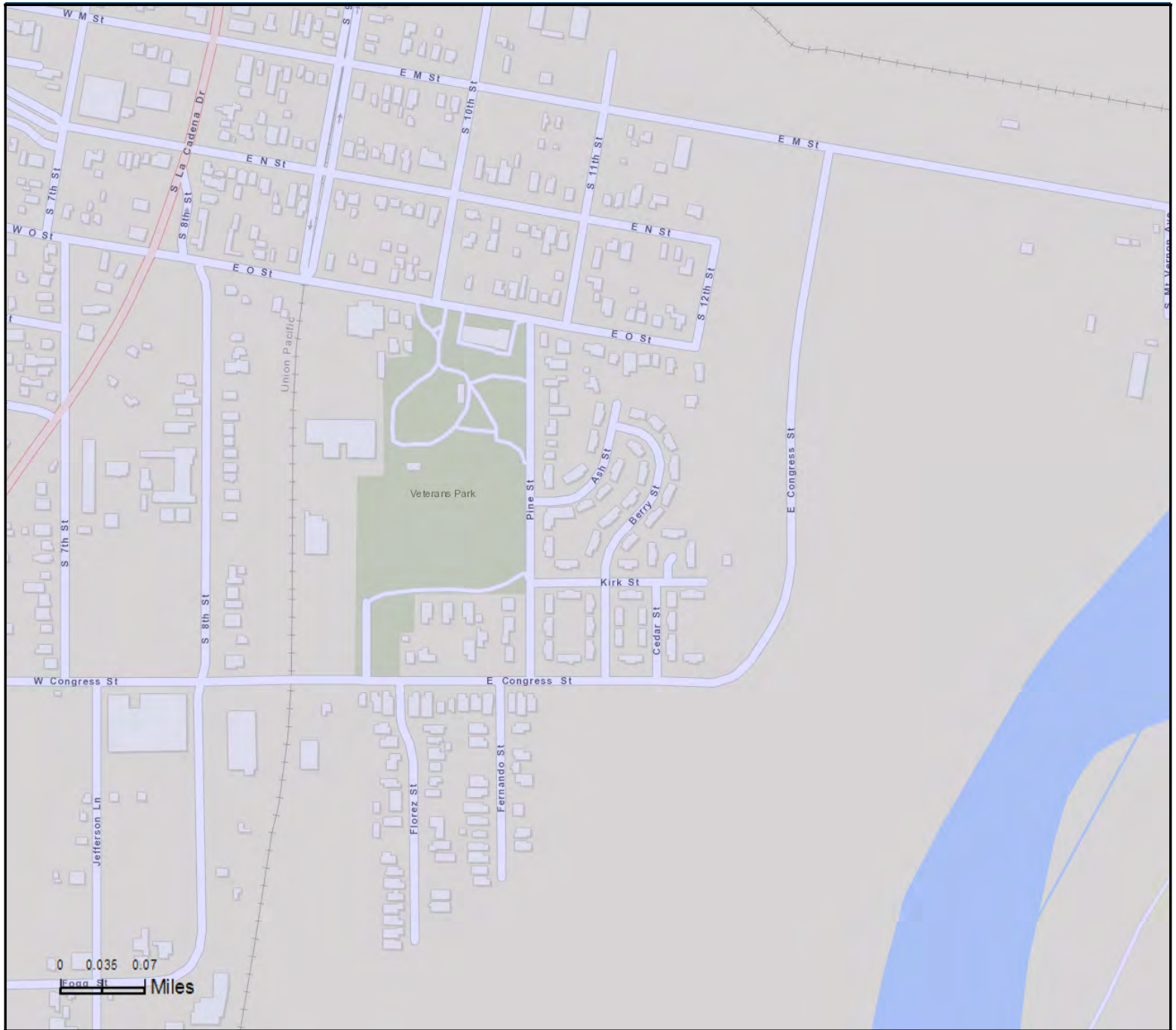
April 28, 2017



Colton Demographic Report



Page 1 of 1



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies