



Market Profile

Cities in San Bernardino County
Apple Valley

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	54,238
2000 Group Quarters	332
2010 Total Population	69,106
2015 Total Population	73,926
2010-2015 Annual Rate	1.36%
Household Summary	
2000 Households	18,557
2000 Average Household Size	2.90
2010 Households	23,311
2010 Average Household Size	2.95
2015 Households	24,894
2015 Average Household Size	2.95
2010-2015 Annual Rate	1.32%
2000 Families	14,321
2000 Average Family Size	3.27
2010 Families	17,681
2010 Average Family Size	3.36
2015 Families	18,724
2015 Average Family Size	3.39
2010-2015 Annual Rate	1.15%
Housing Unit Summary	
2000 Housing Units	20,163
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	8.0%
2010 Housing Units	25,620
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	9.0%
2015 Housing Units	27,887
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	10.7%
Median Household Income	
2000	\$40,269
2010	\$52,044
2015	\$60,620
Median Home Value	
2000	\$108,914
2010	\$156,620
2015	\$188,166
Per Capita Income	
2000	\$17,801
2010	\$21,237
2015	\$24,054
Median Age	
2000	35.5
2010	37.5
2015	37.5

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	18,565
<\$15,000	16.4%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	13.3%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.6%
\$200,000+	1.1%
Average Household Income	\$51,056
2010 Households by Income	
Household Income Base	23,312
<\$15,000	11.1%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	22.9%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	2.7%
\$200,000+	1.8%
Average Household Income	\$62,532
2015 Households by Income	
Household Income Base	24,893
<\$15,000	8.9%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	3.8%
\$200,000+	2.3%
Average Household Income	\$70,978
2000 Owner Occupied Housing Units by Value	
Total	13,100
<\$50,000	6.2%
\$50,000 - \$99,999	37.8%
\$100,000 - \$149,999	30.0%
\$150,000 - \$199,999	16.3%
\$200,000 - \$299,999	8.1%
\$300,000 - \$499,999	1.4%
\$500,000 - \$999,999	0.2%
\$1,000,000 +	0.1%
Average Home Value	\$123,620
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	5,441
With Cash Rent	97.0%
No Cash Rent	3.0%
Median Rent	\$482
Average Rent	\$514

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		54,238
0 - 4		7.1%
5 - 9		8.9%
10 - 14		10.0%
15 - 24		13.3%
25 - 34		10.0%
35 - 44		15.1%
45 - 54		12.7%
55 - 64		9.0%
65 - 74		7.9%
75 - 84		4.8%
85 +		1.1%
18 +		68.6%
2010 Population by Age		
Total		69,110
0 - 4		7.2%
5 - 9		7.2%
10 - 14		7.2%
15 - 24		14.7%
25 - 34		11.1%
35 - 44		11.0%
45 - 54		13.9%
55 - 64		11.9%
65 - 74		8.2%
75 - 84		5.5%
85 +		2.0%
18 +		73.4%
2015 Population by Age		
Total		73,927
0 - 4		7.2%
5 - 9		7.2%
10 - 14		7.4%
15 - 24		12.7%
25 - 34		12.9%
35 - 44		10.5%
45 - 54		11.9%
55 - 64		12.8%
65 - 74		9.7%
75 - 84		5.5%
85 +		2.2%
18 +		74.0%
2000 Population by Sex		
Males		48.4%
Females		51.6%
2010 Population by Sex		
Males		48.4%
Females		51.6%
2015 Population by Sex		
Males		48.5%
Females		51.5%

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	54,239
White Alone	76.4%
Black Alone	7.8%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	2.5%
Some Other Race Alone	8.0%
Two or More Races	4.3%
Hispanic Origin	18.6%
Diversity Index	58.8
2010 Population by Race/Ethnicity	
Total	69,106
White Alone	68.8%
Black Alone	8.8%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	3.6%
Some Other Race Alone	12.2%
Two or More Races	5.5%
Hispanic Origin	28.4%
Diversity Index	71.4
2015 Population by Race/Ethnicity	
Total	73,926
White Alone	65.1%
Black Alone	9.0%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	4.3%
Some Other Race Alone	14.6%
Two or More Races	6.0%
Hispanic Origin	33.7%
Diversity Index	76.1
2000 Population 3+ by School Enrollment	
Total	52,018
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	16.1%
Enrolled in Grade 9-12	7.9%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	67.2%
2010 Population 25+ by Educational Attainment	
Total	44,001
Less Than 9th Grade	4.4%
9th to 12th Grade, No Diploma	10.5%
High School Graduate	31.2%
Some College, No Degree	26.7%
Associate Degree	8.7%
Bachelor's Degree	10.9%
Graduate/Professional Degree	7.5%

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		54,150
Never Married		25.6%
Married		57.4%
Widowed		6.5%
Divorced		10.5%
2000 Population 16+ by Employment Status		
Total		39,065
In Labor Force		55.7%
Civilian Employed		50.7%
Civilian Unemployed		4.9%
In Armed Forces		0.1%
Not In Labor Force		44.3%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		82.0%
Civilian Unemployed		18.0%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		84.8%
Civilian Unemployed		15.2%
2000 Females 16+ by Employment Status and Age of Children		
Total		20,555
Own Children < 6 Only		6.9%
Employed/in Armed Forces		2.9%
Unemployed		0.8%
Not in Labor Force		3.2%
Own Children <6 and 6-17 Only		8.6%
Employed/in Armed Forces		4.0%
Unemployed		0.8%
Not in Labor Force		3.9%
Own Children 6-17 Only		19.7%
Employed/in Armed Forces		12.6%
Unemployed		0.9%
Not in Labor Force		6.2%
No Own Children < 18		64.7%
Employed/in Armed Forces		23.9%
Unemployed		2.3%
Not in Labor Force		38.6%
2010 Employed Population 16+ by Industry		
Total		22,624
Agriculture/Mining		1.2%
Construction		6.7%
Manufacturing		5.2%
Wholesale Trade		2.7%
Retail Trade		12.2%
Transportation/Utilities		8.0%
Information		1.1%
Finance/Insurance/Real Estate		6.4%
Services		51.0%
Public Administration		5.6%

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	22,623
White Collar	59.4%
Management/Business/Financial	11.8%
Professional	22.5%
Sales	12.3%
Administrative Support	12.9%
Services	17.7%
Blue Collar	22.9%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	5.8%
Production	3.4%
Transportation/Material Moving	8.0%
2000 Workers 16+ by Means of Transportation to Work	
Total	19,384
Drove Alone - Car, Truck, or Van	77.1%
Carpooled - Car, Truck, or Van	15.3%
Public Transportation	0.9%
Walked	1.2%
Other Means	1.3%
Worked at Home	4.3%
2000 Workers 16+ by Travel Time to Work	
Total	19,384
Did not Work at Home	95.7%
Less than 5 minutes	1.8%
5 to 9 minutes	9.1%
10 to 19 minutes	31.3%
20 to 24 minutes	14.0%
25 to 34 minutes	11.3%
35 to 44 minutes	3.1%
45 to 59 minutes	7.1%
60 to 89 minutes	9.9%
90 or more minutes	8.0%
Worked at Home	4.3%
Average Travel Time to Work (in min)	33.1
2000 Households by Vehicles Available	
Total	18,564
None	7.1%
1	32.7%
2	38.7%
3	14.8%
4	5.0%
5+	1.7%
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	18,557
Family Households	77.2%
Married-couple Family	57.7%
With Related Children	28.0%
Other Family (No Spouse)	19.5%
With Related Children	14.3%
Nonfamily Households	22.8%
Householder Living Alone	18.2%
Householder Not Living Alone	4.6%
Households with Related Children	42.4%
Households with Persons 65+	28.0%
2000 Households by Size	
Total	18,557
1 Person Household	18.2%
2 Person Household	33.4%
3 Person Household	16.7%
4 Person Household	15.7%
5 Person Household	9.1%
6 Person Household	4.2%
7 + Person Household	2.7%
2000 Households by Year Householder Moved In	
Total	18,566
Moved in 1999 to March 2000	22.3%
Moved in 1995 to 1998	31.5%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	22.0%
Moved in 1970 to 1979	5.4%
Moved in 1969 or Earlier	2.2%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	20,161
1, Detached	74.3%
1, Attached	3.6%
2	1.8%
3 or 4	8.3%
5 to 9	3.7%
10 to 19	1.9%
20 +	1.1%
Mobile Home	5.2%
Other	0.1%
2000 Housing Units by Year Structure Built	
Total	20,160
1999 to March 2000	2.2%
1995 to 1998	5.1%
1990 to 1994	14.7%
1980 to 1989	42.8%
1970 to 1979	18.2%
1969 or Earlier	17.0%
Median Year Structure Built	1983

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Top 3 Tapestry Segments		
	1.	Exurbanites
	2.	In Style
	3.	Main Street, USA
2010 Consumer Spending		
Apparel & Services: Total \$		\$34,858,042
Average Spent		\$1,495.35
Spending Potential Index		62
Computers & Accessories: Total \$		\$4,597,340
Average Spent		\$197.22
Spending Potential Index		90
Education: Total \$		\$25,252,656
Average Spent		\$1,083.30
Spending Potential Index		89
Entertainment/Recreation: Total \$		\$68,865,041
Average Spent		\$2,954.20
Spending Potential Index		92
Food at Home: Total \$		\$93,600,498
Average Spent		\$4,015.31
Spending Potential Index		90
Food Away from Home: Total \$		\$67,313,513
Average Spent		\$2,887.64
Spending Potential Index		90
Health Care: Total \$		\$79,761,836
Average Spent		\$3,421.65
Spending Potential Index		92
HH Furnishings & Equipment: Total \$		\$38,115,043
Average Spent		\$1,635.07
Spending Potential Index		79
Investments: Total \$		\$36,766,235
Average Spent		\$1,577.21
Spending Potential Index		91
Retail Goods: Total \$		\$500,583,589
Average Spent		\$21,474.23
Spending Potential Index		86
Shelter: Total \$		\$334,403,825
Average Spent		\$14,345.39
Spending Potential Index		91
TV/Video/Audio: Total \$		\$25,744,710
Average Spent		\$1,104.41
Spending Potential Index		89
Travel: Total \$		\$40,663,036
Average Spent		\$1,744.38
Spending Potential Index		92
Vehicle Maintenance & Repairs: Total \$		\$19,930,862
Average Spent		\$855.00
Spending Potential Index		91

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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