



Market Profile

Cities in San Bernardino County
Hesperia

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	62,760
2000 Group Quarters	313
2010 Total Population	82,467
2015 Total Population	88,469
2010-2015 Annual Rate	1.41%
Household Summary	
2000 Households	20,039
2000 Average Household Size	3.12
2010 Households	25,475
2010 Average Household Size	3.22
2015 Households	27,141
2015 Average Household Size	3.25
2010-2015 Annual Rate	1.28%
2000 Families	15,826
2000 Average Family Size	3.47
2010 Families	20,160
2010 Average Family Size	3.59
2015 Families	21,418
2015 Average Family Size	3.62
2010-2015 Annual Rate	1.22%
Housing Unit Summary	
2000 Housing Units	21,441
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	6.5%
2010 Housing Units	27,522
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	7.4%
2015 Housing Units	29,790
Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	8.9%
Median Household Income	
2000	\$40,297
2010	\$52,722
2015	\$59,885
Median Home Value	
2000	\$94,523
2010	\$141,886
2015	\$172,118
Per Capita Income	
2000	\$15,596
2010	\$18,783
2015	\$21,414
Median Age	
2000	32.1
2010	33.0
2015	33.5

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.

December 09, 2010

Made with Esri Business Analyst



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2000 Households by Income	
Household Income Base	20,039
<\$15,000	15.8%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	0.8%
\$200,000+	1.3%
Average Household Income	\$48,134
2010 Households by Income	
Household Income Base	25,473
<\$15,000	9.9%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.6%
\$200,000+	1.5%
Average Household Income	\$60,552
2015 Households by Income	
Household Income Base	27,142
<\$15,000	7.7%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	29.7%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	2.6%
\$200,000+	2.3%
Average Household Income	\$69,532
2000 Owner Occupied Housing Units by Value	
Total	14,481
<\$50,000	6.0%
\$50,000 - \$99,999	52.6%
\$100,000 - \$149,999	32.3%
\$150,000 - \$199,999	7.1%
\$200,000 - \$299,999	1.3%
\$300,000 - \$499,999	0.3%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.3%
Average Home Value	\$104,337
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	5,489
With Cash Rent	95.1%
No Cash Rent	4.9%
Median Rent	\$527
Average Rent	\$517

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	62,760
0 - 4	7.8%
5 - 9	9.3%
10 - 14	9.9%
15 - 24	14.9%
25 - 34	11.6%
35 - 44	15.7%
45 - 54	12.3%
55 - 64	7.4%
65 - 74	6.1%
75 - 84	3.9%
85 +	1.0%
18 +	67.3%
2010 Population by Age	
Total	82,469
0 - 4	8.2%
5 - 9	8.1%
10 - 14	7.9%
15 - 24	14.8%
25 - 34	13.8%
35 - 44	12.3%
45 - 54	14.0%
55 - 64	10.2%
65 - 74	5.8%
75 - 84	3.6%
85 +	1.4%
18 +	70.7%
2015 Population by Age	
Total	88,467
0 - 4	8.2%
5 - 9	8.1%
10 - 14	8.3%
15 - 24	13.4%
25 - 34	14.2%
35 - 44	12.8%
45 - 54	12.1%
55 - 64	11.1%
65 - 74	7.0%
75 - 84	3.5%
85 +	1.4%
18 +	70.9%
2000 Population by Sex	
Males	49.3%
Females	50.7%
2010 Population by Sex	
Males	49.2%
Females	50.8%
2015 Population by Sex	
Males	49.1%
Females	50.9%

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	62,760
White Alone	74.4%
Black Alone	4.0%
American Indian Alone	1.3%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	14.4%
Two or More Races	4.6%
Hispanic Origin	29.3%
Diversity Index	67.4
2010 Population by Race/Ethnicity	
Total	82,468
White Alone	65.7%
Black Alone	4.3%
American Indian Alone	1.4%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	21.1%
Two or More Races	5.8%
Hispanic Origin	42.4%
Diversity Index	77.8
2015 Population by Race/Ethnicity	
Total	88,470
White Alone	61.5%
Black Alone	4.3%
American Indian Alone	1.4%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	24.5%
Two or More Races	6.3%
Hispanic Origin	49.0%
Diversity Index	81.0
2000 Population 3+ by School Enrollment	
Total	59,921
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	16.6%
Enrolled in Grade 9-12	8.1%
Enrolled in College	5.0%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	66.7%
2010 Population 25+ by Educational Attainment	
Total	50,382
Less Than 9th Grade	8.5%
9th to 12th Grade, No Diploma	14.3%
High School Graduate	34.4%
Some College, No Degree	24.8%
Associate Degree	7.8%
Bachelor's Degree	7.2%
Graduate/Professional Degree	3.1%

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		62,591
Never Married		27.0%
Married		56.8%
Widowed		6.0%
Divorced		10.2%
2000 Population 16+ by Employment Status		
Total		44,507
In Labor Force		57.0%
Civilian Employed		50.9%
Civilian Unemployed		6.0%
In Armed Forces		0.1%
Not In Labor Force		43.0%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		81.3%
Civilian Unemployed		18.7%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		84.3%
Civilian Unemployed		15.7%
2000 Females 16+ by Employment Status and Age of Children		
Total		23,086
Own Children < 6 Only		6.9%
Employed/in Armed Forces		3.0%
Unemployed		0.3%
Not in Labor Force		3.6%
Own Children <6 and 6-17 Only		9.7%
Employed/in Armed Forces		3.3%
Unemployed		0.7%
Not in Labor Force		5.8%
Own Children 6-17 Only		20.9%
Employed/in Armed Forces		12.9%
Unemployed		1.1%
Not in Labor Force		6.9%
No Own Children < 18		62.4%
Employed/in Armed Forces		21.6%
Unemployed		3.9%
Not in Labor Force		37.0%
2010 Employed Population 16+ by Industry		
Total		27,930
Agriculture/Mining		0.7%
Construction		9.2%
Manufacturing		8.5%
Wholesale Trade		3.4%
Retail Trade		13.5%
Transportation/Utilities		8.1%
Information		1.4%
Finance/Insurance/Real Estate		4.7%
Services		45.2%
Public Administration		5.4%

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	27,930
White Collar	51.4%
Management/Business/Financial	8.8%
Professional	16.8%
Sales	12.6%
Administrative Support	13.1%
Services	17.6%
Blue Collar	31.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	8.1%
Installation/Maintenance/Repair	6.9%
Production	6.0%
Transportation/Material Moving	9.9%
2000 Workers 16+ by Means of Transportation to Work	
Total	22,054
Drove Alone - Car, Truck, or Van	74.9%
Carpooled - Car, Truck, or Van	17.8%
Public Transportation	0.7%
Walked	0.6%
Other Means	1.8%
Worked at Home	4.1%
2000 Workers 16+ by Travel Time to Work	
Total	22,053
Did not Work at Home	95.9%
Less than 5 minutes	1.9%
5 to 9 minutes	7.0%
10 to 19 minutes	24.6%
20 to 24 minutes	11.2%
25 to 34 minutes	10.3%
35 to 44 minutes	5.9%
45 to 59 minutes	14.2%
60 to 89 minutes	10.0%
90 or more minutes	10.8%
Worked at Home	4.1%
Average Travel Time to Work (in min)	39.2
2000 Households by Vehicles Available	
Total	19,989
None	6.3%
1	29.9%
2	39.1%
3	18.2%
4	4.1%
5+	2.4%
Average Number of Vehicles Available	1.9

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	20,039
Family Households	79.0%
Married-couple Family	58.9%
With Related Children	32.5%
Other Family (No Spouse)	20.0%
With Related Children	14.6%
Nonfamily Households	21.0%
Householder Living Alone	16.5%
Householder Not Living Alone	4.5%
Households with Related Children	47.2%
Households with Persons 65+	24.6%
2000 Households by Size	
Total	20,039
1 Person Household	16.5%
2 Person Household	28.9%
3 Person Household	17.6%
4 Person Household	17.1%
5 Person Household	10.8%
6 Person Household	5.2%
7 + Person Household	3.9%
2000 Households by Year Householder Moved In	
Total	19,988
Moved in 1999 to March 2000	20.1%
Moved in 1995 to 1998	30.8%
Moved in 1990 to 1994	17.9%
Moved in 1980 to 1989	23.2%
Moved in 1970 to 1979	7.0%
Moved in 1969 or Earlier	1.0%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	21,394
1, Detached	80.5%
1, Attached	1.7%
2	2.0%
3 or 4	2.7%
5 to 9	2.4%
10 to 19	2.3%
20 +	2.9%
Mobile Home	4.9%
Other	0.7%
2000 Housing Units by Year Structure Built	
Total	21,394
1999 to March 2000	1.7%
1995 to 1998	4.8%
1990 to 1994	15.1%
1980 to 1989	42.9%
1970 to 1979	22.6%
1969 or Earlier	12.9%
Median Year Structure Built	1983

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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Top 3 Tapestry Segments		
	1.	Industrious Urban Fringe
	2.	Milk and Cookies
	3.	Cozy and Comfortable
2010 Consumer Spending		
Apparel & Services: Total \$		\$37,154,899
Average Spent		\$1,458.51
Spending Potential Index		61
Computers & Accessories: Total \$		\$4,948,037
Average Spent		\$194.23
Spending Potential Index		88
Education: Total \$		\$26,914,269
Average Spent		\$1,056.52
Spending Potential Index		87
Entertainment/Recreation: Total \$		\$72,529,759
Average Spent		\$2,847.15
Spending Potential Index		88
Food at Home: Total \$		\$98,373,520
Average Spent		\$3,861.64
Spending Potential Index		86
Food Away from Home: Total \$		\$71,593,656
Average Spent		\$2,810.40
Spending Potential Index		87
Health Care: Total \$		\$79,828,417
Average Spent		\$3,133.65
Spending Potential Index		84
HH Furnishings & Equipment: Total \$		\$40,592,495
Average Spent		\$1,593.45
Spending Potential Index		77
Investments: Total \$		\$35,960,767
Average Spent		\$1,411.64
Spending Potential Index		81
Retail Goods: Total \$		\$527,603,937
Average Spent		\$20,711.03
Spending Potential Index		83
Shelter: Total \$		\$359,826,340
Average Spent		\$14,124.94
Spending Potential Index		89
TV/Video/Audio: Total \$		\$27,092,024
Average Spent		\$1,063.49
Spending Potential Index		86
Travel: Total \$		\$42,710,055
Average Spent		\$1,676.58
Spending Potential Index		89
Vehicle Maintenance & Repairs: Total \$		\$20,899,116
Average Spent		\$820.39
Spending Potential Index		87

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.