



Market Profile

Cities in San Bernardino County
Victorville

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	64,082
2000 Group Quarters	622
2010 Total Population	106,181
2015 Total Population	118,295
2010-2015 Annual Rate	2.18%
Household Summary	
2000 Households	20,914
2000 Average Household Size	3.03
2010 Households	31,931
2010 Average Household Size	3.20
2015 Households	35,355
2015 Average Household Size	3.23
2010-2015 Annual Rate	2.06%
2000 Families	15,922
2000 Average Family Size	3.47
2010 Families	24,683
2010 Average Family Size	3.63
2015 Families	27,294
2015 Average Family Size	3.67
2010-2015 Annual Rate	2.03%
Housing Unit Summary	
2000 Housing Units	22,521
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	7.2%
2010 Housing Units	34,661
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	7.9%
2015 Housing Units	39,044
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	9.4%
Median Household Income	
2000	\$36,136
2010	\$49,896
2015	\$57,462
Median Home Value	
2000	\$95,061
2010	\$141,304
2015	\$171,666
Per Capita Income	
2000	\$14,437
2010	\$17,683
2015	\$19,959
Median Age	
2000	30.7
2010	31.7
2015	32.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income	
Household Income Base	20,995
<\$15,000	20.0%
\$15,000 - \$24,999	15.0%
\$25,000 - \$34,999	13.3%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	0.8%
\$200,000+	0.3%
Average Household Income	\$43,281
2010 Households by Income	
Household Income Base	31,929
<\$15,000	12.9%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.7%
\$200,000+	0.9%
Average Household Income	\$56,262
2015 Households by Income	
Household Income Base	35,355
<\$15,000	10.3%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	27.8%
\$75,000 - \$99,999	16.9%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	2.4%
\$200,000+	1.3%
Average Household Income	\$64,175
2000 Owner Occupied Housing Units by Value	
Total	13,560
<\$50,000	9.2%
\$50,000 - \$99,999	47.7%
\$100,000 - \$149,999	35.8%
\$150,000 - \$199,999	6.4%
\$200,000 - \$299,999	0.6%
\$300,000 - \$499,999	0.2%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.2%
Average Home Value	\$99,439
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	7,383
With Cash Rent	96.9%
No Cash Rent	3.1%
Median Rent	\$504
Average Rent	\$513

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		64,082
0 - 4		8.6%
5 - 9		10.4%
10 - 14		10.0%
15 - 24		13.8%
25 - 34		13.0%
35 - 44		15.5%
45 - 54		10.7%
55 - 64		6.9%
65 - 74		6.2%
75 - 84		4.0%
85 +		0.9%
18 +		65.8%
2010 Population by Age		
Total		106,178
0 - 4		8.7%
5 - 9		8.1%
10 - 14		7.3%
15 - 24		15.2%
25 - 34		15.2%
35 - 44		13.3%
45 - 54		12.9%
55 - 64		9.1%
65 - 74		5.3%
75 - 84		3.5%
85 +		1.3%
18 +		70.9%
2015 Population by Age		
Total		118,294
0 - 4		8.8%
5 - 9		8.3%
10 - 14		7.6%
15 - 24		13.6%
25 - 34		16.7%
35 - 44		13.0%
45 - 54		11.5%
55 - 64		9.8%
65 - 74		6.1%
75 - 84		3.2%
85 +		1.3%
18 +		71.2%
2000 Population by Sex		
Males		48.5%
Females		51.5%
2010 Population by Sex		
Males		50.2%
Females		49.8%
2015 Population by Sex		
Males		50.1%
Females		49.9%

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	64,082
White Alone	61.3%
Black Alone	11.7%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	3.6%
Some Other Race Alone	16.3%
Two or More Races	6.0%
Hispanic Origin	33.4%
Diversity Index	78.3
2010 Population by Race/Ethnicity	
Total	106,180
White Alone	53.1%
Black Alone	11.9%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	4.9%
Some Other Race Alone	22.1%
Two or More Races	6.8%
Hispanic Origin	45.1%
Diversity Index	85.0
2015 Population by Race/Ethnicity	
Total	118,296
White Alone	49.6%
Black Alone	11.6%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	5.4%
Some Other Race Alone	25.1%
Two or More Races	7.2%
Hispanic Origin	50.8%
Diversity Index	86.9
2000 Population 3+ by School Enrollment	
Total	60,934
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	2.0%
Enrolled in Grade 1-8	17.8%
Enrolled in Grade 9-12	7.6%
Enrolled in College	5.2%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	65.1%
2010 Population 25+ by Educational Attainment	
Total	64,363
Less Than 9th Grade	7.0%
9th to 12th Grade, No Diploma	12.2%
High School Graduate	33.2%
Some College, No Degree	25.7%
Associate Degree	9.3%
Bachelor's Degree	8.1%
Graduate/Professional Degree	4.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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



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2010 Population 15+ by Marital Status	
Total	80,529
Never Married	28.3%
Married	54.3%
Widowed	6.1%
Divorced	11.4%
2000 Population 16+ by Employment Status	
Total	44,201
In Labor Force	56.2%
Civilian Employed	50.5%
Civilian Unemployed	5.5%
In Armed Forces	0.2%
Not In Labor Force	43.8%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	83.1%
Civilian Unemployed	16.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	86.0%
Civilian Unemployed	14.0%
2000 Females 16+ by Employment Status and Age of Children	
Total	23,613
Own Children < 6 Only	8.3%
Employed/in Armed Forces	3.7%
Unemployed	0.7%
Not in Labor Force	3.9%
Own Children <6 and 6-17 Only	9.8%
Employed/in Armed Forces	4.2%
Unemployed	0.9%
Not in Labor Force	4.7%
Own Children 6-17 Only	21.6%
Employed/in Armed Forces	13.0%
Unemployed	1.2%
Not in Labor Force	7.4%
No Own Children < 18	60.3%
Employed/in Armed Forces	20.7%
Unemployed	2.9%
Not in Labor Force	36.7%
2010 Employed Population 16+ by Industry	
Total	35,567
Agriculture/Mining	0.8%
Construction	6.8%
Manufacturing	6.7%
Wholesale Trade	2.8%
Retail Trade	13.2%
Transportation/Utilities	7.6%
Information	1.7%
Finance/Insurance/Real Estate	6.3%
Services	47.9%
Public Administration	6.3%

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	35,568
White Collar	55.9%
Management/Business/Financial	10.6%
Professional	19.7%
Sales	11.9%
Administrative Support	13.8%
Services	20.7%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	4.9%
Production	4.2%
Transportation/Material Moving	8.1%
2000 Workers 16+ by Means of Transportation to Work	
Total	21,941
Drove Alone - Car, Truck, or Van	74.4%
Carpooled - Car, Truck, or Van	18.7%
Public Transportation	1.1%
Walked	1.3%
Other Means	1.4%
Worked at Home	3.0%
2000 Workers 16+ by Travel Time to Work	
Total	21,940
Did not Work at Home	97.0%
Less than 5 minutes	1.9%
5 to 9 minutes	9.6%
10 to 19 minutes	32.9%
20 to 24 minutes	8.5%
25 to 34 minutes	7.3%
35 to 44 minutes	5.7%
45 to 59 minutes	11.8%
60 to 89 minutes	9.8%
90 or more minutes	9.5%
Worked at Home	3.0%
Average Travel Time to Work (in min)	35.2
2000 Households by Vehicles Available	
Total	20,962
None	9.2%
1	35.8%
2	38.8%
3	12.0%
4	3.2%
5+	1.0%
Average Number of Vehicles Available	1.7

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



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2000 Households by Type	
Total	20,913
Family Households	76.1%
Married-couple Family	54.3%
With Related Children	31.5%
Other Family (No Spouse)	21.8%
With Related Children	16.5%
Nonfamily Households	23.9%
Householder Living Alone	19.3%
Householder Not Living Alone	4.6%
Households with Related Children	48.0%
Households with Persons 65+	24.5%
2000 Households by Size	
Total	20,914
1 Person Household	19.3%
2 Person Household	27.8%
3 Person Household	16.8%
4 Person Household	17.1%
5 Person Household	10.7%
6 Person Household	4.8%
7 + Person Household	3.5%
2000 Households by Year Householder Moved In	
Total	20,963
Moved in 1999 to March 2000	23.3%
Moved in 1995 to 1998	33.7%
Moved in 1990 to 1994	21.0%
Moved in 1980 to 1989	15.7%
Moved in 1970 to 1979	3.5%
Moved in 1969 or Earlier	2.9%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	
Total	22,555
1, Detached	71.2%
1, Attached	1.8%
2	2.0%
3 or 4	3.9%
5 to 9	4.7%
10 to 19	1.9%
20 +	6.2%
Mobile Home	8.0%
Other	0.2%
2000 Housing Units by Year Structure Built	
Total	22,555
1999 to March 2000	1.5%
1995 to 1998	7.2%
1990 to 1994	24.0%
1980 to 1989	36.8%
1970 to 1979	13.2%
1969 or Earlier	17.1%
Median Year Structure Built	1985

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Top 3 Tapestry Segments		
	1.	Main Street, USA
	2.	Industrious Urban Fringe
	3.	Up and Coming Families
2010 Consumer Spending		
Apparel & Services: Total \$		\$43,886,123
Average Spent		\$1,374.41
Spending Potential Index		57
Computers & Accessories: Total \$		\$5,904,455
Average Spent		\$184.91
Spending Potential Index		84
Education: Total \$		\$30,764,597
Average Spent		\$963.48
Spending Potential Index		79
Entertainment/Recreation: Total \$		\$84,013,971
Average Spent		\$2,631.13
Spending Potential Index		82
Food at Home: Total \$		\$116,114,498
Average Spent		\$3,636.44
Spending Potential Index		81
Food Away from Home: Total \$		\$84,527,460
Average Spent		\$2,647.21
Spending Potential Index		82
Health Care: Total \$		\$90,671,672
Average Spent		\$2,839.63
Spending Potential Index		76
HH Furnishings & Equipment: Total \$		\$47,114,824
Average Spent		\$1,475.53
Spending Potential Index		72
Investments: Total \$		\$39,718,392
Average Spent		\$1,243.89
Spending Potential Index		72
Retail Goods: Total \$		\$614,733,622
Average Spent		\$19,252.05
Spending Potential Index		77
Shelter: Total \$		\$423,581,481
Average Spent		\$13,265.60
Spending Potential Index		84
TV/Video/Audio: Total \$		\$31,967,993
Average Spent		\$1,001.16
Spending Potential Index		81
Travel: Total \$		\$48,627,504
Average Spent		\$1,522.90
Spending Potential Index		80
Vehicle Maintenance & Repairs: Total \$		\$24,473,711
Average Spent		\$766.46
Spending Potential Index		81

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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