



Market Profile

Cities in San Bernardino County
Yucca Valley

Prepared By Business Analyst Desktop

Cities in San Bernardino County

| Population Summary | |
|-------------------------------|-----------|
| 2000 Total Population | 16,818 |
| 2000 Group Quarters | 311 |
| 2010 Total Population | 19,597 |
| 2015 Total Population | 20,398 |
| 2010-2015 Annual Rate | 0.80% |
| Household Summary | |
| 2000 Households | 6,930 |
| 2000 Average Household Size | 2.38 |
| 2010 Households | 7,811 |
| 2010 Average Household Size | 2.47 |
| 2015 Households | 8,074 |
| 2015 Average Household Size | 2.49 |
| 2010-2015 Annual Rate | 0.66% |
| 2000 Families | 4,464 |
| 2000 Average Family Size | 2.94 |
| 2010 Families | 5,035 |
| 2010 Average Family Size | 3.05 |
| 2015 Families | 5,177 |
| 2015 Average Family Size | 3.08 |
| 2010-2015 Annual Rate | 0.56% |
| Housing Unit Summary | |
| 2000 Housing Units | 7,927 |
| Owner Occupied Housing Units | 59.2% |
| Renter Occupied Housing Units | 27.9% |
| Vacant Housing Units | 12.8% |
| 2010 Housing Units | 9,110 |
| Owner Occupied Housing Units | 56.8% |
| Renter Occupied Housing Units | 29.0% |
| Vacant Housing Units | 14.3% |
| 2015 Housing Units | 9,675 |
| Owner Occupied Housing Units | 56.1% |
| Renter Occupied Housing Units | 27.3% |
| Vacant Housing Units | 16.5% |
| Median Household Income | |
| 2000 | \$30,350 |
| 2010 | \$38,572 |
| 2015 | \$46,827 |
| Median Home Value | |
| 2000 | \$77,784 |
| 2010 | \$112,192 |
| 2015 | \$136,812 |
| Per Capita Income | |
| 2000 | \$15,748 |
| 2010 | \$19,181 |
| 2015 | \$22,022 |
| Median Age | |
| 2000 | 41.5 |
| 2010 | 44.9 |
| 2015 | 46.1 |

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 | 6,940 |
| <\$15,000 | 26.1% |
| \$15,000 - \$24,999 | 16.5% |
| \$25,000 - \$34,999 | 15.6% |
| \$35,000 - \$49,999 | 16.6% |
| \$50,000 - \$74,999 | 13.3% |
| \$75,000 - \$99,999 | 7.3% |
| \$100,000 - \$149,999 | 3.3% |
| \$150,000 - \$199,999 | 0.8% |
| \$200,000+ | 0.4% |
| Average Household Income | \$37,852 |
| 2010 Households by Income | |
| Household Income Base | 7,810 |
| <\$15,000 | 19.0% |
| \$15,000 - \$24,999 | 13.4% |
| \$25,000 - \$34,999 | 12.9% |
| \$35,000 - \$49,999 | 17.1% |
| \$50,000 - \$74,999 | 20.5% |
| \$75,000 - \$99,999 | 9.2% |
| \$100,000 - \$149,999 | 5.9% |
| \$150,000 - \$199,999 | 1.1% |
| \$200,000+ | 0.9% |
| Average Household Income | \$47,179 |
| 2015 Households by Income | |
| Household Income Base | 8,074 |
| <\$15,000 | 16.0% |
| \$15,000 - \$24,999 | 11.4% |
| \$25,000 - \$34,999 | 10.6% |
| \$35,000 - \$49,999 | 14.9% |
| \$50,000 - \$74,999 | 24.0% |
| \$75,000 - \$99,999 | 10.9% |
| \$100,000 - \$149,999 | 9.3% |
| \$150,000 - \$199,999 | 1.7% |
| \$200,000+ | 1.3% |
| Average Household Income | \$54,592 |
| 2000 Owner Occupied Housing Units by Value | |
| Total | 4,698 |
| <\$50,000 | 22.3% |
| \$50,000 - \$99,999 | 49.0% |
| \$100,000 - \$149,999 | 19.9% |
| \$150,000 - \$199,999 | 5.3% |
| \$200,000 - \$299,999 | 2.0% |
| \$300,000 - \$499,999 | 1.0% |
| \$500,000 - \$999,999 | 0.3% |
| \$1,000,000 + | 0.1% |
| Average Home Value | \$89,580 |
| 2000 Specified Renter Occupied Housing Units by Contract Rent | |
| Total | 2,214 |
| With Cash Rent | 96.8% |
| No Cash Rent | 3.2% |
| Median Rent | \$420 |
| Average Rent | \$443 |

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 | | 16,820 |
| 0 - 4 | | 5.9% |
| 5 - 9 | | 6.8% |
| 10 - 14 | | 7.9% |
| 15 - 24 | | 11.7% |
| 25 - 34 | | 9.2% |
| 35 - 44 | | 13.4% |
| 45 - 54 | | 12.5% |
| 55 - 64 | | 10.0% |
| 65 - 74 | | 10.2% |
| 75 - 84 | | 9.0% |
| 85 + | | 3.5% |
| 18 + | | 74.8% |
| 2010 Population by Age | | |
| Total | | 19,600 |
| 0 - 4 | | 6.0% |
| 5 - 9 | | 5.9% |
| 10 - 14 | | 5.7% |
| 15 - 24 | | 12.0% |
| 25 - 34 | | 10.8% |
| 35 - 44 | | 9.8% |
| 45 - 54 | | 14.3% |
| 55 - 64 | | 14.6% |
| 65 - 74 | | 10.0% |
| 75 - 84 | | 7.1% |
| 85 + | | 3.9% |
| 18 + | | 78.6% |
| 2015 Population by Age | | |
| Total | | 20,402 |
| 0 - 4 | | 5.7% |
| 5 - 9 | | 5.7% |
| 10 - 14 | | 5.9% |
| 15 - 24 | | 10.4% |
| 25 - 34 | | 11.7% |
| 35 - 44 | | 9.3% |
| 45 - 54 | | 12.3% |
| 55 - 64 | | 16.0% |
| 65 - 74 | | 12.4% |
| 75 - 84 | | 6.9% |
| 85 + | | 3.6% |
| 18 + | | 79.3% |
| 2000 Population by Sex | | |
| Males | | 47.6% |
| Females | | 52.4% |
| 2010 Population by Sex | | |
| Males | | 47.9% |
| Females | | 52.1% |
| 2015 Population by Sex | | |
| Males | | 47.9% |
| Females | | 52.1% |

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

| 2000 Population by Race/Ethnicity | |
|---|--------|
| Total | 16,820 |
| White Alone | 87.2% |
| Black Alone | 2.3% |
| American Indian Alone | 1.4% |
| Asian or Pacific Islander Alone | 1.6% |
| Some Other Race Alone | 4.6% |
| Two or More Races | 3.0% |
| Hispanic Origin | 11.5% |
| Diversity Index | 39.4 |
| 2010 Population by Race/Ethnicity | |
| Total | 19,596 |
| White Alone | 81.1% |
| Black Alone | 2.8% |
| American Indian Alone | 1.6% |
| Asian or Pacific Islander Alone | 2.5% |
| Some Other Race Alone | 7.7% |
| Two or More Races | 4.2% |
| Hispanic Origin | 19.1% |
| Diversity Index | 54.4 |
| 2015 Population by Race/Ethnicity | |
| Total | 20,399 |
| White Alone | 77.7% |
| Black Alone | 3.1% |
| American Indian Alone | 1.7% |
| Asian or Pacific Islander Alone | 3.0% |
| Some Other Race Alone | 9.6% |
| Two or More Races | 4.8% |
| Hispanic Origin | 23.7% |
| Diversity Index | 61.4 |
| 2000 Population 3+ by School Enrollment | |
| Total | 16,237 |
| Enrolled in Nursery/Preschool | 1.0% |
| Enrolled in Kindergarten | 1.3% |
| Enrolled in Grade 1-8 | 12.8% |
| Enrolled in Grade 9-12 | 6.5% |
| Enrolled in College | 3.8% |
| Enrolled in Grad/Prof School | 0.8% |
| Not Enrolled in School | 73.8% |
| 2010 Population 25+ by Educational Attainment | |
| Total | 13,810 |
| Less Than 9th Grade | 3.2% |
| 9th to 12th Grade, No Diploma | 11.5% |
| High School Graduate | 36.6% |
| Some College, No Degree | 26.2% |
| Associate Degree | 7.7% |
| Bachelor's Degree | 10.4% |
| Graduate/Professional Degree | 4.4% |

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 | 16,155 |
| Never Married | 21.5% |
| Married | 53.4% |
| Widowed | 11.2% |
| Divorced | 13.9% |
| 2000 Population 16+ by Employment Status | |
| Total | 13,090 |
| In Labor Force | 49.1% |
| Civilian Employed | 43.8% |
| Civilian Unemployed | 4.0% |
| In Armed Forces | 1.3% |
| Not In Labor Force | 50.9% |
| 2010 Civilian Population 16+ in Labor Force | |
| Civilian Employed | 82.9% |
| Civilian Unemployed | 17.1% |
| 2015 Civilian Population 16+ in Labor Force | |
| Civilian Employed | 85.6% |
| Civilian Unemployed | 14.4% |
| 2000 Females 16+ by Employment Status and Age of Children | |
| Total | 7,063 |
| Own Children < 6 Only | 5.2% |
| Employed/in Armed Forces | 2.0% |
| Unemployed | 0.1% |
| Not in Labor Force | 3.1% |
| Own Children <6 and 6-17 Only | 5.3% |
| Employed/in Armed Forces | 2.9% |
| Unemployed | 0.4% |
| Not in Labor Force | 1.9% |
| Own Children 6-17 Only | 16.9% |
| Employed/in Armed Forces | 11.5% |
| Unemployed | 0.4% |
| Not in Labor Force | 5.1% |
| No Own Children < 18 | 72.7% |
| Employed/in Armed Forces | 22.7% |
| Unemployed | 2.8% |
| Not in Labor Force | 47.2% |
| 2010 Employed Population 16+ by Industry | |
| Total | 5,916 |
| Agriculture/Mining | 0.2% |
| Construction | 10.1% |
| Manufacturing | 3.4% |
| Wholesale Trade | 1.3% |
| Retail Trade | 14.0% |
| Transportation/Utilities | 4.1% |
| Information | 2.2% |
| Finance/Insurance/Real Estate | 5.5% |
| Services | 54.5% |
| Public Administration | 4.8% |

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 | 5,917 |
| White Collar | 56.1% |
| Management/Business/Financial | 9.6% |
| Professional | 21.5% |
| Sales | 11.6% |
| Administrative Support | 13.4% |
| Services | 22.5% |
| Blue Collar | 21.3% |
| Farming/Forestry/Fishing | 0.0% |
| Construction/Extraction | 9.4% |
| Installation/Maintenance/Repair | 5.3% |
| Production | 2.3% |
| Transportation/Material Moving | 4.2% |

2000 Workers 16+ by Means of Transportation to Work

| | |
|----------------------------------|-------|
| Total | 5,763 |
| Drove Alone - Car, Truck, or Van | 71.3% |
| Carpooled - Car, Truck, or Van | 21.3% |
| Public Transportation | 0.9% |
| Walked | 1.8% |
| Other Means | 1.0% |
| Worked at Home | 3.6% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|-------|
| Total | 5,764 |
| Did not Work at Home | 96.4% |
| Less than 5 minutes | 4.5% |
| 5 to 9 minutes | 15.7% |
| 10 to 19 minutes | 28.3% |
| 20 to 24 minutes | 4.0% |
| 25 to 34 minutes | 9.8% |
| 35 to 44 minutes | 8.6% |
| 45 to 59 minutes | 14.5% |
| 60 to 89 minutes | 6.3% |
| 90 or more minutes | 4.8% |
| Worked at Home | 3.6% |
| Average Travel Time to Work (in min) | 29.1 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|-------|
| Total | 6,927 |
| None | 9.4% |
| 1 | 39.5% |
| 2 | 35.4% |
| 3 | 11.6% |
| 4 | 3.0% |
| 5+ | 1.1% |
| Average Number of Vehicles Available | 1.6 |

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 | 6,931 |
| Family Households | 64.4% |
| Married-couple Family | 46.9% |
| With Related Children | 18.1% |
| Other Family (No Spouse) | 17.5% |
| With Related Children | 12.3% |
| Nonfamily Households | 35.6% |
| Householder Living Alone | 30.1% |
| Householder Not Living Alone | 5.4% |
| Households with Related Children | 30.5% |
| Households with Persons 65+ | 38.1% |
| 2000 Households by Size | |
| Total | 6,930 |
| 1 Person Household | 30.1% |
| 2 Person Household | 36.0% |
| 3 Person Household | 14.1% |
| 4 Person Household | 11.0% |
| 5 Person Household | 5.3% |
| 6 Person Household | 2.1% |
| 7 + Person Household | 1.4% |
| 2000 Households by Year Householder Moved In | |
| Total | 6,928 |
| Moved in 1999 to March 2000 | 23.5% |
| Moved in 1995 to 1998 | 27.5% |
| Moved in 1990 to 1994 | 15.3% |
| Moved in 1980 to 1989 | 21.2% |
| Moved in 1970 to 1979 | 9.5% |
| Moved in 1969 or Earlier | 3.0% |
| Median Year Householder Moved In | 1995 |
| 2000 Housing Units by Units in Structure | |
| Total | 7,923 |
| 1, Detached | 76.3% |
| 1, Attached | 1.8% |
| 2 | 4.0% |
| 3 or 4 | 4.1% |
| 5 to 9 | 2.6% |
| 10 to 19 | 1.1% |
| 20 + | 1.0% |
| Mobile Home | 9.1% |
| Other | 0.0% |
| 2000 Housing Units by Year Structure Built | |
| Total | 7,923 |
| 1999 to March 2000 | 0.5% |
| 1995 to 1998 | 2.3% |
| 1990 to 1994 | 6.2% |
| 1980 to 1989 | 24.2% |
| 1970 to 1979 | 31.0% |
| 1969 or Earlier | 35.8% |
| Median Year Structure Built | 1975 |

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 |
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| Top 3 Tapestry Segments | | |
| | 1. | Midlife Junction |
| | 2. | Senior Sun Seekers |
| | 3. | Rural Resort Dwellers |
| 2010 Consumer Spending | | |
| Apparel & Services: Total \$ | | \$8,400,432 |
| Average Spent | | \$1,075.44 |
| Spending Potential Index | | 45 |
| Computers & Accessories: Total \$ | | \$1,128,426 |
| Average Spent | | \$144.46 |
| Spending Potential Index | | 66 |
| Education: Total \$ | | \$5,733,454 |
| Average Spent | | \$734.01 |
| Spending Potential Index | | 60 |
| Entertainment/Recreation: Total \$ | | \$17,944,678 |
| Average Spent | | \$2,297.32 |
| Spending Potential Index | | 71 |
| Food at Home: Total \$ | | \$24,331,117 |
| Average Spent | | \$3,114.92 |
| Spending Potential Index | | 70 |
| Food Away from Home: Total \$ | | \$16,672,575 |
| Average Spent | | \$2,134.46 |
| Spending Potential Index | | 66 |
| Health Care: Total \$ | | \$23,233,604 |
| Average Spent | | \$2,974.42 |
| Spending Potential Index | | 80 |
| HH Furnishings & Equipment: Total \$ | | \$9,672,761 |
| Average Spent | | \$1,238.33 |
| Spending Potential Index | | 60 |
| Investments: Total \$ | | \$10,917,468 |
| Average Spent | | \$1,397.68 |
| Spending Potential Index | | 80 |
| Retail Goods: Total \$ | | \$132,649,508 |
| Average Spent | | \$16,982.08 |
| Spending Potential Index | | 68 |
| Shelter: Total \$ | | \$77,862,116 |
| Average Spent | | \$9,968.08 |
| Spending Potential Index | | 63 |
| TV/Video/Audio: Total \$ | | \$6,628,541 |
| Average Spent | | \$848.60 |
| Spending Potential Index | | 68 |
| Travel: Total \$ | | \$9,947,346 |
| Average Spent | | \$1,273.48 |
| Spending Potential Index | | 67 |
| Vehicle Maintenance & Repairs: Total \$ | | \$5,213,612 |
| Average Spent | | \$667.46 |
| Spending Potential Index | | 71 |

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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