



# Demographic and Income Profile

Prepared by Manny Bukiet

Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 5 minutes

Summary	2000	2008	2013
Population	21,673	25,883	28,985
Households	7,229	8,306	9,240
Families	5,406	6,193	6,865
Average Household Size	2.99	3.11	3.13
Owner Occupied HUs	4,772	5,570	6,073
Renter Occupied HUs	2,457	2,736	3,167
Median Age	32.4	33.2	33.9

Trends: 2008-2013 Annual Rate	Area	State	National
Population	2.29%	1.33%	1.23%
Households	2.15%	1.23%	1.26%
Families	2.08%	1.2%	1.05%
Owner HHs	1.74%	0.96%	1.07%
Median Household Income	3.51%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,604	22.5%	1,389	16.7%	1,379	14.9%
\$15,000 - \$24,999	1,261	17.7%	1,066	12.8%	990	10.7%
\$25,000 - \$34,999	917	12.9%	1,213	14.6%	1,222	13.2%
\$35,000 - \$49,999	1,060	14.9%	1,145	13.8%	1,119	12.1%
\$50,000 - \$74,999	1,405	19.7%	1,749	21.1%	1,864	20.2%
\$75,000 - \$99,999	484	6.8%	1,105	13.3%	1,616	17.5%
\$100,000 - \$149,999	267	3.7%	424	5.1%	769	8.3%
\$150,000 - \$199,000	50	0.7%	86	1.0%	114	1.2%
\$200,000+	82	1.2%	128	1.5%	168	1.8%
Median Household Income	\$32,504		\$40,991		\$48,714	
Average Household Income	\$42,570		\$52,128		\$59,055	
Per Capita Income	\$14,394		\$16,897		\$19,011	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,750	8.1%	2,145	8.3%	2,429	8.4%
5 - 9	1,989	9.2%	2,047	7.9%	2,267	7.8%
10 - 14	2,006	9.3%	2,107	8.1%	2,233	7.7%
15 - 19	1,906	8.8%	2,127	8.2%	2,202	7.6%
20 - 24	1,362	6.3%	1,770	6.8%	1,974	6.8%
25 - 34	2,444	11.3%	3,285	12.7%	3,765	13.0%
35 - 44	3,190	14.7%	3,195	12.3%	3,459	11.9%
45 - 54	2,571	11.9%	3,450	13.3%	3,732	12.9%
55 - 64	1,581	7.3%	2,435	9.4%	3,129	10.8%
65 - 74	1,456	6.7%	1,616	6.2%	1,919	6.6%
75 - 84	1,118	5.2%	1,222	4.7%	1,280	4.4%
85+	297	1.4%	483	1.9%	596	2.1%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,124	74.4%	17,569	67.9%	18,558	64.0%
Black Alone	890	4.1%	1,102	4.3%	1,237	4.3%
American Indian Alone	312	1.4%	375	1.4%	415	1.4%
Asian Alone	220	1.0%	316	1.2%	390	1.3%
Pacific Islander Alone	33	0.2%	42	0.2%	48	0.2%
Some Other Race Alone	3,037	14.0%	4,827	18.6%	6,184	21.3%
Two or More Races	1,057	4.9%	1,653	6.4%	2,155	7.4%
Hispanic Origin (Any Race)	6,265	28.9%	9,822	37.9%	12,549	43.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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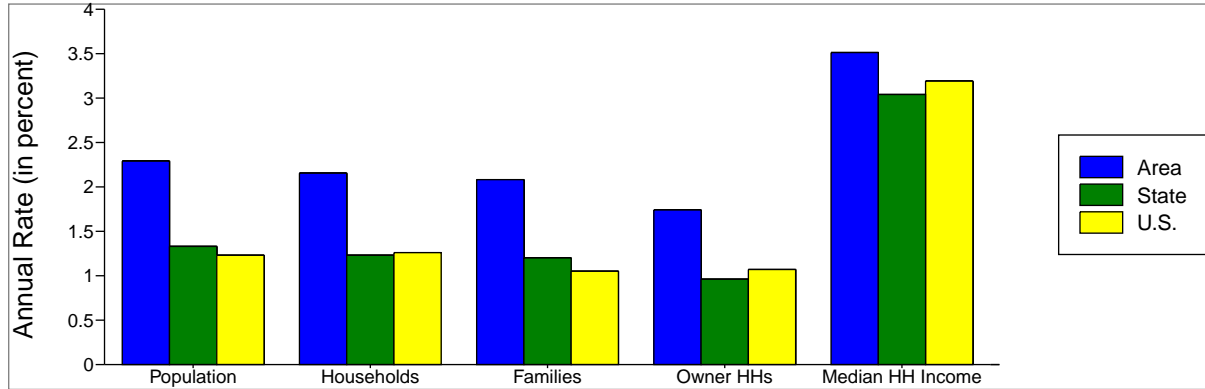
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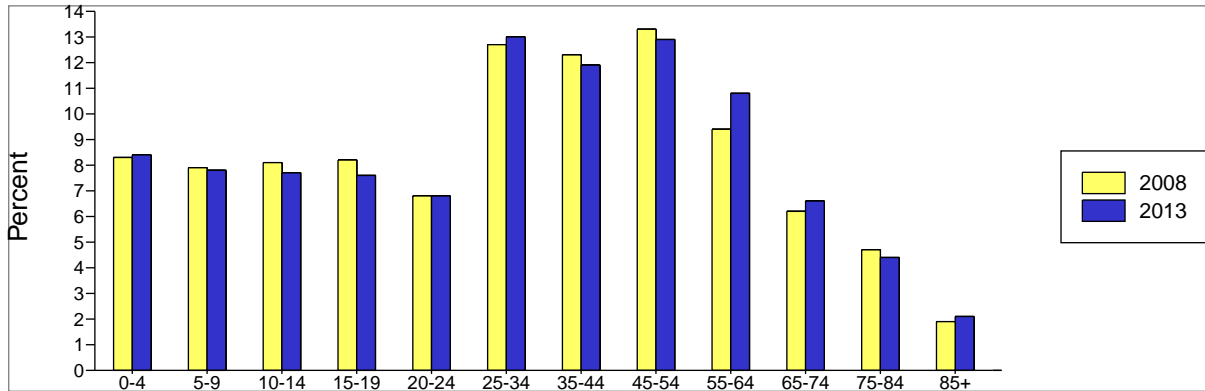
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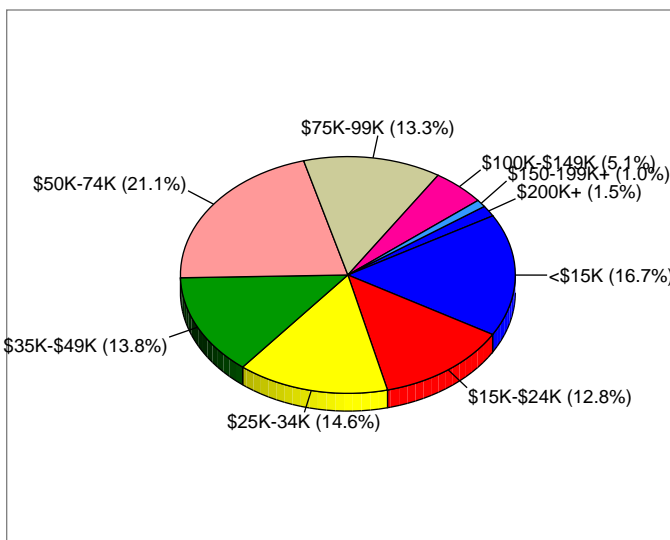
Trends 2008-2013



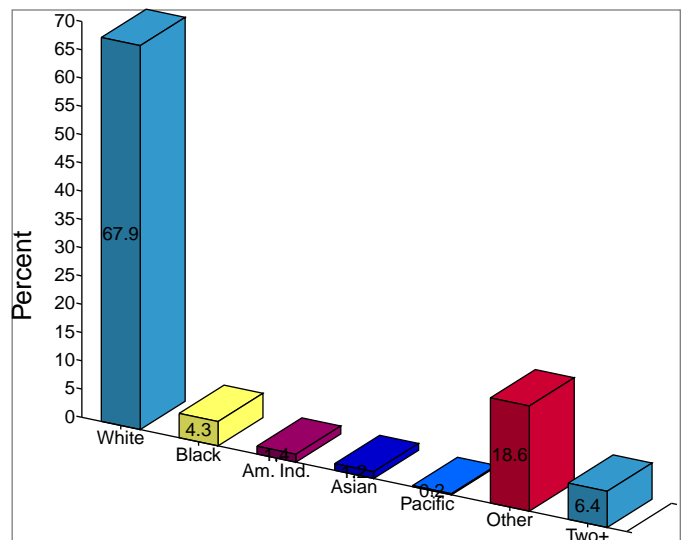
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 37.9%



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Site Type: Drivetime

Latitude: 34.418996  
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Drivetime: 10 minutes

Summary	2000	2008	2013
Population	59,043	76,228	88,220
Households	18,999	23,570	27,056
Families	14,880	18,422	21,074
Average Household Size	3.09	3.22	3.25
Owner Occupied HUs	13,636	17,242	19,509
Renter Occupied HUs	5,363	6,329	7,547
Median Age	32.5	33.2	34.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	2.97%	1.33%	1.23%
Households	2.8%	1.23%	1.26%
Families	2.73%	1.2%	1.05%
Owner HHs	2.5%	0.96%	1.07%
Median Household Income	3.99%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,065	16.2%	2,667	11.3%	2,613	9.7%
\$15,000 - \$24,999	2,805	14.8%	2,421	10.3%	2,232	8.2%
\$25,000 - \$34,999	2,553	13.5%	3,024	12.8%	2,939	10.9%
\$35,000 - \$49,999	3,376	17.8%	3,812	16.2%	3,438	12.7%
\$50,000 - \$74,999	4,322	22.8%	5,414	23.0%	6,355	23.5%
\$75,000 - \$99,999	1,558	8.2%	3,978	16.9%	5,250	19.4%
\$100,000 - \$149,999	878	4.6%	1,538	6.5%	3,208	11.9%
\$150,000 - \$199,000	148	0.8%	335	1.4%	444	1.6%
\$200,000+	231	1.2%	380	1.6%	577	2.1%
Median Household Income	\$39,625		\$49,370		\$60,036	
Average Household Income	\$47,563		\$58,854		\$67,424	
Per Capita Income	\$15,494		\$18,377		\$20,885	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,598	7.8%	6,156	8.1%	7,233	8.2%
5 - 9	5,459	9.2%	5,862	7.7%	6,783	7.7%
10 - 14	5,780	9.8%	6,264	8.2%	6,865	7.8%
15 - 19	5,227	8.9%	6,417	8.4%	6,700	7.6%
20 - 24	3,483	5.9%	5,191	6.8%	5,795	6.6%
25 - 34	6,747	11.4%	9,908	13.0%	11,967	13.6%
35 - 44	9,146	15.5%	9,788	12.8%	10,943	12.4%
45 - 54	7,255	12.3%	10,603	13.9%	11,869	13.5%
55 - 64	4,431	7.5%	7,361	9.7%	9,780	11.1%
65 - 74	3,731	6.3%	4,451	5.8%	5,493	6.2%
75 - 84	2,507	4.2%	3,080	4.0%	3,312	3.8%
85+	677	1.1%	1,148	1.5%	1,482	1.7%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	43,864	74.3%	51,639	67.7%	56,342	63.9%
Black Alone	2,455	4.2%	3,264	4.3%	3,794	4.3%
American Indian Alone	742	1.3%	942	1.2%	1,065	1.2%
Asian Alone	691	1.2%	1,086	1.4%	1,379	1.6%
Pacific Islander Alone	120	0.2%	170	0.2%	207	0.2%
Some Other Race Alone	8,392	14.2%	14,393	18.9%	19,082	21.6%
Two or More Races	2,779	4.7%	4,733	6.2%	6,352	7.2%
Hispanic Origin (Any Race)	17,045	28.9%	28,889	37.9%	38,180	43.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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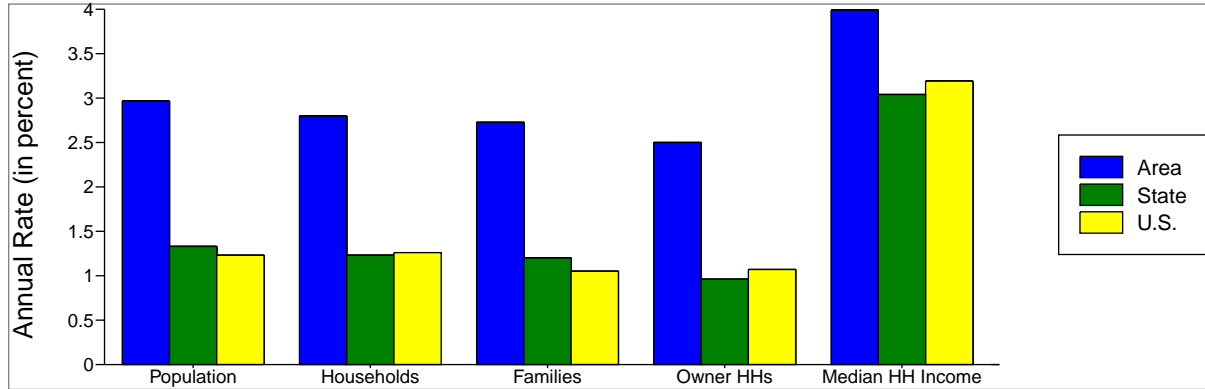
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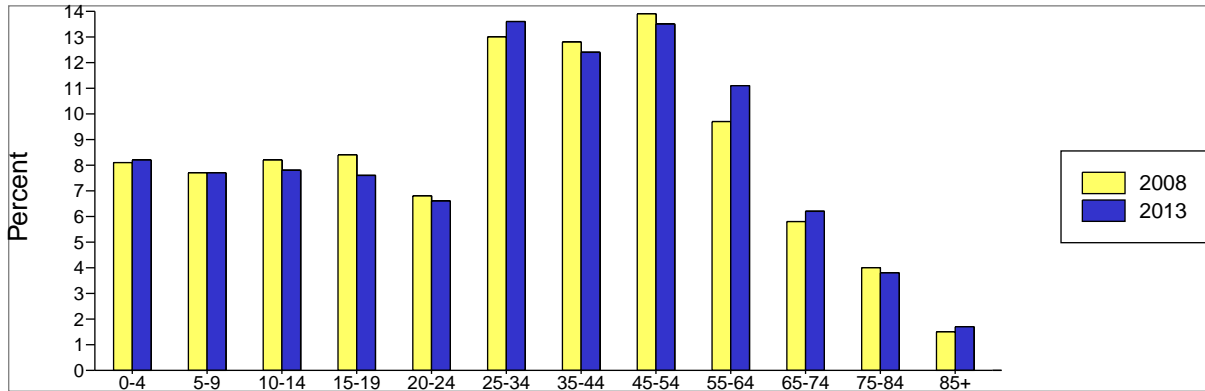
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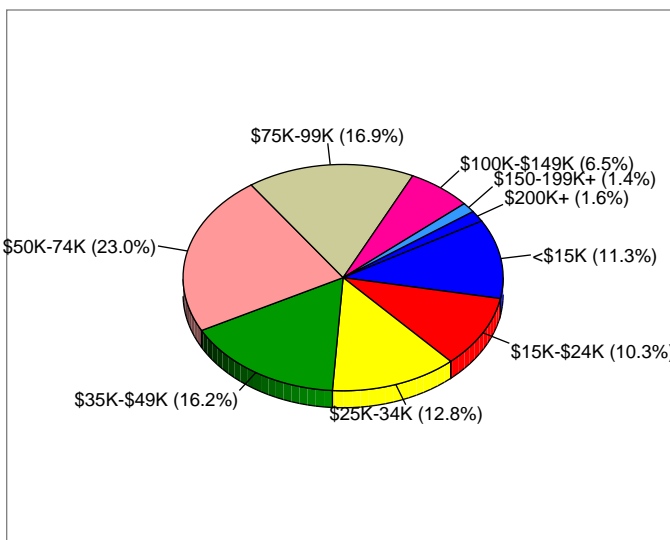
Trends 2008-2013



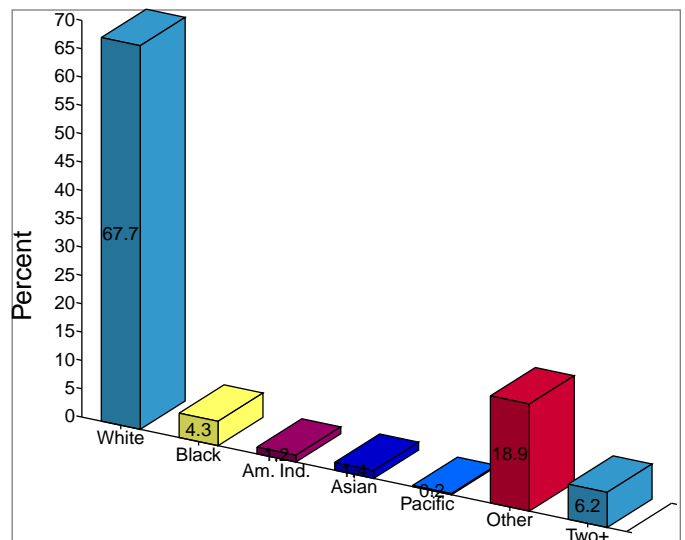
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 37.9%



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Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 15 minutes

Summary	2000	2008	2013
Population	103,011	139,459	164,091
Households	34,429	45,366	53,453
Families	26,461	34,661	40,469
Average Household Size	2.97	3.06	3.06
Owner Occupied HUs	24,959	33,700	39,239
Renter Occupied HUs	9,470	11,666	14,214
Median Age	33.8	35.3	36.3

Trends: 2008-2013 Annual Rate	Area	State	National
Population	3.31%	1.33%	1.23%
Households	3.34%	1.23%	1.26%
Families	3.15%	1.2%	1.05%
Owner HHs	3.09%	0.96%	1.07%
Median Household Income	3.76%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,481	15.9%	4,909	10.8%	4,878	9.1%
\$15,000 - \$24,999	5,097	14.8%	4,711	10.4%	4,525	8.5%
\$25,000 - \$34,999	4,572	13.3%	5,542	12.2%	5,696	10.7%
\$35,000 - \$49,999	5,891	17.1%	7,372	16.3%	6,678	12.5%
\$50,000 - \$74,999	7,699	22.4%	9,713	21.4%	11,972	22.4%
\$75,000 - \$99,999	3,061	8.9%	8,003	17.6%	9,899	18.5%
\$100,000 - \$149,999	1,848	5.4%	3,433	7.6%	7,266	13.6%
\$150,000 - \$199,000	330	1.0%	848	1.9%	1,151	2.2%
\$200,000+	435	1.3%	834	1.8%	1,388	2.6%
Median Household Income	\$39,978		\$50,311		\$60,504	
Average Household Income	\$48,667		\$61,034		\$70,058	
Per Capita Income	\$16,489		\$19,920		\$22,885	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,665	7.4%	10,536	7.6%	12,397	7.6%
5 - 9	9,397	9.1%	10,215	7.3%	11,849	7.2%
10 - 14	9,945	9.7%	11,024	7.9%	12,075	7.4%
15 - 19	8,665	8.4%	11,372	8.2%	11,874	7.2%
20 - 24	5,663	5.5%	9,120	6.5%	10,345	6.3%
25 - 34	11,604	11.3%	17,029	12.2%	20,936	12.8%
35 - 44	15,954	15.5%	17,781	12.8%	19,695	12.0%
45 - 54	12,686	12.3%	19,768	14.2%	22,451	13.7%
55 - 64	8,095	7.9%	14,433	10.3%	19,673	12.0%
65 - 74	7,223	7.0%	9,100	6.5%	11,753	7.2%
75 - 84	4,926	4.8%	6,647	4.8%	7,584	4.6%
85+	1,191	1.2%	2,433	1.7%	3,460	2.1%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	76,004	73.8%	94,964	68.1%	106,276	64.8%
Black Alone	5,552	5.4%	7,548	5.4%	8,804	5.4%
American Indian Alone	1,177	1.1%	1,582	1.1%	1,817	1.1%
Asian Alone	1,955	1.9%	3,202	2.3%	4,153	2.5%
Pacific Islander Alone	192	0.2%	291	0.2%	363	0.2%
Some Other Race Alone	13,257	12.9%	23,235	16.7%	30,958	18.9%
Two or More Races	4,874	4.7%	8,638	6.2%	11,720	7.1%
Hispanic Origin (Any Race)	27,296	26.5%	47,611	34.1%	63,472	38.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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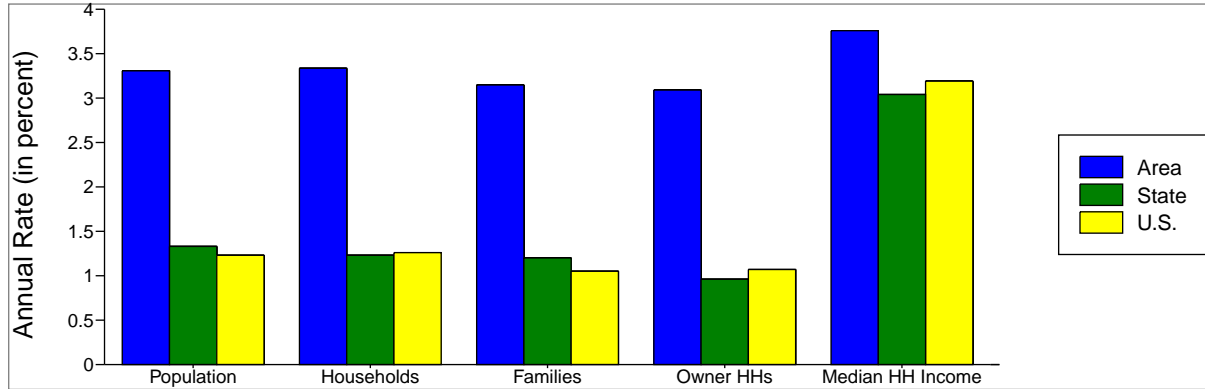
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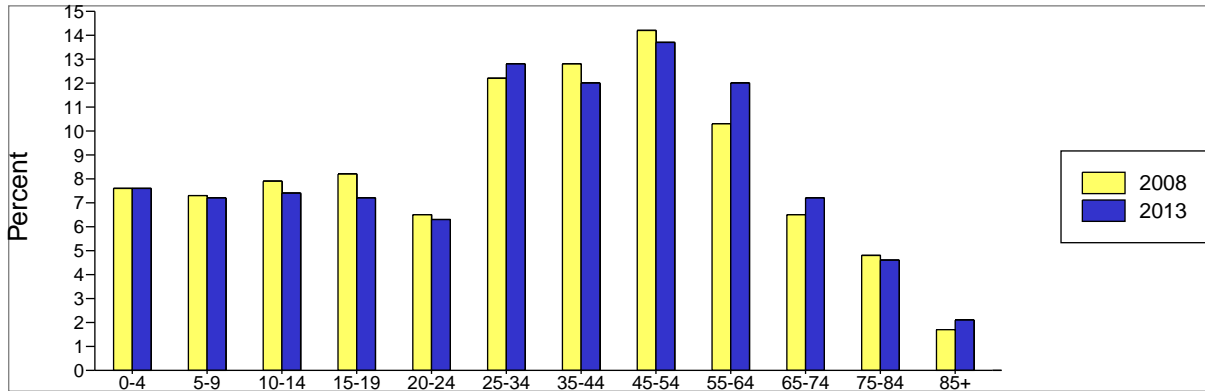
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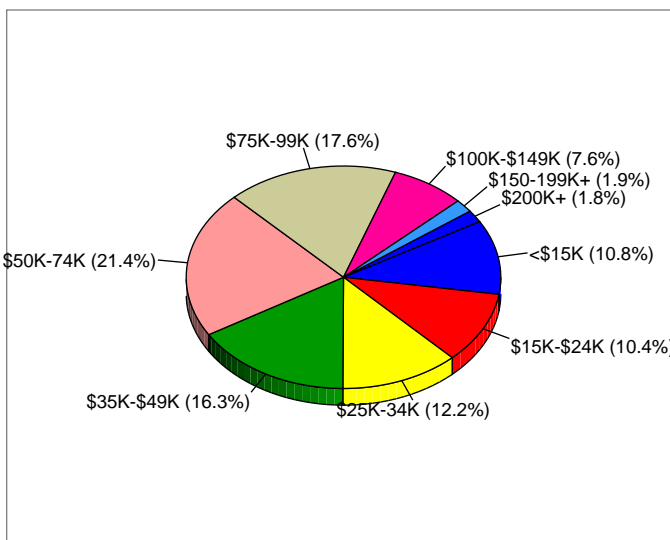
Trends 2008-2013



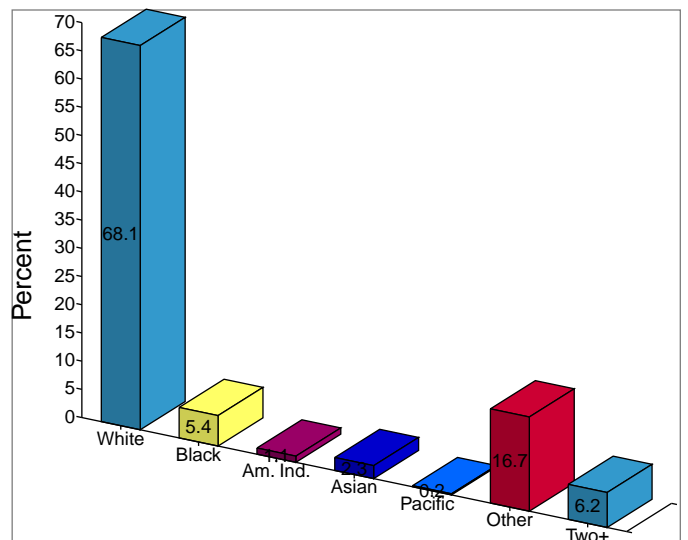
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 34.1%



<b>Hesperia Square</b> Site Type: Drivetime	<b>17320 Main St</b> Hesperia, CA 92345 Drivetime: 5 minutes	<b>17320 Main St</b> Hesperia, CA 92345 Drivetime: 10 minutes	<b>17320 Main St</b> Hesperia, CA 92345 Drivetime: 15 minutes
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**2008 Population**

Total Population	25,883	76,228	139,459
Male Population	48.5%	49.1%	48.8%
Female Population	51.5%	50.9%	51.2%
Median Age	33.2	33.2	35.3

**2008 Income**

Median HH Income	\$40,991	\$49,370	\$50,311
Per Capita Income	\$16,897	\$18,377	\$19,920
Average HH Income	\$52,128	\$58,854	\$61,034

**2008 Households**

Total Households	8,306	23,570	45,366
Average Household Size	3.11	3.22	3.06
1990-2000 Annual Rate	0.97%	1.58%	2.19%

**2008 Housing**

Owner Occupied Housing Units	62.3%	68.6%	69.3%
Renter Occupied Housing Units	30.6%	25.2%	24.0%
Vacant Housing Units	7.1%	6.2%	6.7%

**Population**

1990 Population	18,935	49,188	82,149
2000 Population	21,673	59,043	103,011
2008 Population	25,883	76,228	139,459
2013 Population	28,985	88,220	164,091
1990-2000 Annual Rate	1.36%	1.84%	2.29%
2000-2008 Annual Rate	2.18%	3.14%	3.74%
2008-2013 Annual Rate	2.29%	2.97%	3.31%

In the identified market area, the current year population is 139,459. In 2000, the Census count in the market area was 103,011. The rate of change since 2000 was 3.74 percent annually. The five-year projection for the population in the market area is 164,091, representing a change of 3.31 percent annually from 2008 to 2013. Currently, the population is 48.8 percent male and 51.2 percent female.

**Households**

1990 Households	6,564	16,249	27,723
2000 Households	7,229	18,999	34,429
2008 Households	8,306	23,570	45,366
2013 Households	9,240	27,056	53,453
1990-2000 Annual Rate	0.97%	1.58%	2.19%
2000-2008 Annual Rate	1.7%	2.65%	3.4%
2008-2013 Annual Rate	2.15%	2.8%	3.34%

The household count in this market area has changed from 34,429 in 2000 to 45,366 in the current year, a change of 3.4 percent annually. The five-year projection of households is 53,453, a change of 3.34 percent annually from the current year total. Average household size is currently 3.06, compared to 2.97 in the year 2000. The number of families in the current year is 34,661 in the market area.

**Housing**

Currently, 69.3 percent of the 48,615 housing units in the market area are owner occupied; 24.0 percent, renter occupied; and 6.7 percent are vacant. In 2000, there were 36,990 housing units— 67.5 percent owner occupied, 25.6 percent renter occupied and 6.9 percent vacant. The rate of change in housing units since 2000 is 3.37 percent. Median home value in the market area is \$235,348, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.63 percent annually to \$242,881. From 2000 to the current year, median home value changed by 11.26 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



Hesperia Square Site Type: Drivetime	17320 Main St Hesperia, CA 92345 Drivetime: 5 minutes	17320 Main St Hesperia, CA 92345 Drivetime: 10 minutes	17320 Main St Hesperia, CA 92345 Drivetime: 15 minutes
<b>Median Household Income</b>			
1990 Median HH Income	\$25,589	\$31,024	\$31,900
2000 Median HH Income	\$32,504	\$39,625	\$39,978
2008 Median HH Income	\$40,991	\$49,370	\$50,311
2013 Median HH Income	\$48,714	\$60,036	\$60,504
1990-2000 Annual Rate	2.42%	2.48%	2.28%
2000-2008 Annual Rate	2.85%	2.7%	2.83%
2008-2013 Annual Rate	3.51%	3.99%	3.76%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$11,146	\$11,775	\$12,722
2000 Per Capita Income	\$14,394	\$15,494	\$16,489
2008 Per Capita Income	\$16,897	\$18,377	\$19,920
2013 Per Capita Income	\$19,011	\$20,885	\$22,885
1990-2000 Annual Rate	2.59%	2.78%	2.63%
2000-2008 Annual Rate	1.96%	2.09%	2.32%
2008-2013 Annual Rate	2.39%	2.59%	2.81%
<b>Average Household Income</b>			
1990 Average Household Income	\$31,314	\$35,182	\$37,435
2000 Average Household Income	\$42,570	\$47,563	\$48,667
2008 Average HH Income	\$52,128	\$58,854	\$61,034
2013 Average HH Income	\$59,055	\$67,424	\$70,058
1990-2000 Annual Rate	3.12%	3.06%	2.66%
2000-2008 Annual Rate	2.49%	2.62%	2.78%
2008-2013 Annual Rate	2.53%	2.76%	2.8%

**Households by Income**

Current median household income is \$50,311 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$60,504 in five years. In 2000, median household income was \$39,978, compared to \$31,900 in 1990.

Current average household income is \$61,034 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$70,058 in five years. In 2000, average household income was \$48,667, compared to \$37,435 in 1990.

Current per capita income is \$19,920 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$22,885 in five years. In 2000, the per capita income was \$16,489, compared to \$12,722 in 1990.

**Population by Employment**

Total Businesses	1,174	2,796	4,500
Total Employees	6,485	15,686	26,107

Currently, 89.4 percent of the civilian labor force in the identified market area is employed and 10.6 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 90.1 percent of the civilian labor force, and unemployment will be 9.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 55.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 52.5 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 17.6 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 29.9 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 76.5 percent of the market area population drove alone to work, and 3.9 percent worked at home. The average travel time to work in 2000 was 38.0 minutes in the market area, compared to the U.S. average of 25.5 minutes.

**Population by Education**

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 21.4 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 32.0 percent were high school graduates only (29.6 percent in the U.S.)
- 8.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 8.3 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 4.1 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 5 minutes

**Summary Demographics**

2008 Population	25,883
2008 Households	8,306
2008 Median Disposable Income	\$34,773
2008 Per Capita Income	\$16,897

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$170,365,561	\$317,870,597	\$-147,505,036	-30.2	276
Total Retail Trade (NAICS 44-45)	\$146,274,751	\$272,087,191	\$-125,812,440	-30.1	213
Total Food & Drink (NAICS 722)	\$24,090,810	\$45,783,406	\$-21,692,596	-31.0	63

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$35,542,556	\$25,731,308	\$9,811,248	16.0	38
Automobile Dealers (NAICS 4411)	\$30,058,486	\$9,215,836	\$20,842,650	53.1	4
Other Motor Vehicle Dealers (NAICS 4412)	\$3,057,028	\$3,926,705	\$-869,677	-12.5	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,427,042	\$12,588,767	\$-10,161,725	-67.7	26
Furniture & Home Furnishings Stores (NAICS 442)	\$5,376,561	\$9,671,616	\$-4,295,055	-28.5	16
Furniture Stores (NAICS 4421)	\$3,369,414	\$2,553,215	\$816,199	13.8	4
Home Furnishings Stores (NAICS 4422)	\$2,007,147	\$7,118,401	\$-5,111,254	-56.0	12
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,579,784	\$2,646,761	\$1,933,023	26.7	12
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,621,252	\$19,438,033	\$-13,816,781	-55.1	31
Building Material and Supplies Dealers (NAICS 4441)	\$5,463,593	\$18,564,762	\$-13,101,169	-54.5	27
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$157,659	\$873,271	\$-715,612	-69.4	4
Food & Beverage Stores (NAICS 445)	\$27,128,475	\$119,535,850	\$-92,407,375	-63.0	20
Grocery Stores (NAICS 4451)	\$25,407,964	\$116,790,762	\$-91,382,798	-64.3	10
Specialty Food Stores (NAICS 4452)	\$779,581	\$652,875	\$126,706	8.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$940,930	\$2,092,213	\$-1,151,283	-38.0	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,226,444	\$13,011,682	\$-6,785,238	-35.3	9
Gasoline Stations (NAICS 447/4471)	\$19,119,842	\$18,440,714	\$679,128	1.8	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,584,581	\$4,813,505	\$2,771,076	22.4	15
Clothing Stores (NAICS 4481)	\$5,828,873	\$4,164,718	\$1,664,155	16.7	10
Shoe Stores (NAICS 4482)	\$1,021,315	\$346,951	\$674,364	49.3	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$734,393	\$301,836	\$432,557	41.7	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,806,799	\$1,801,650	\$5,149	0.1	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,212,600	\$1,156,965	\$55,635	2.3	8
Book, Periodical, and Music Stores (NAICS 4512)	\$594,199	\$644,685	\$-50,486	-4.1	3

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

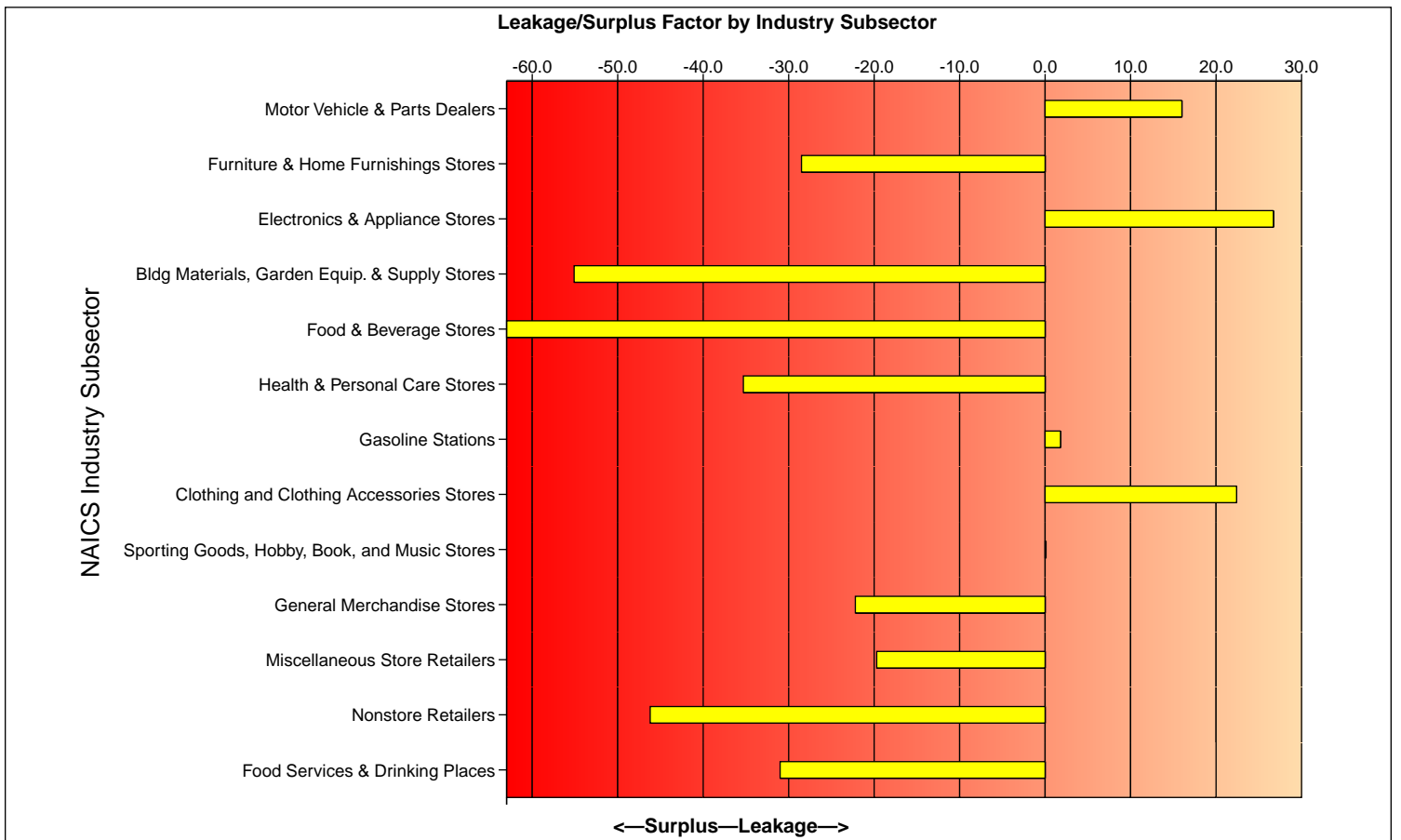


Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 5 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$26,160,468	\$41,068,588	\$-14,908,120	-22.2	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$14,612,816	\$14,692,008	\$-79,192	-0.3	6
Other General Merchandise Stores (NAICS 4529)	\$11,547,652	\$26,376,580	\$-14,828,928	-39.1	2
Miscellaneous Store Retailers (NAICS 453)	\$2,793,996	\$4,162,171	\$-1,368,175	-19.7	40
Florists (NAICS 4531)	\$324,420	\$208,269	\$116,151	21.8	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$930,328	\$460,781	\$469,547	33.8	4
Used Merchandise Stores (NAICS 4533)	\$150,110	\$1,488,222	\$-1,338,112	-81.7	14
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,389,138	\$2,004,899	\$-615,761	-18.1	17
Nonstore Retailers (NAICS 454)	\$4,333,993	\$11,765,313	\$-7,431,320	-46.2	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,324,489	\$2,546,725	\$-222,236	-4.6	1
Vending Machine Operators (NAICS 4542)	\$439,457	\$6,713,685	\$-6,274,228	-87.7	2
Direct Selling Establishments (NAICS 4543)	\$1,570,047	\$2,504,903	\$-934,856	-22.9	5
Food Services & Drinking Places (NAICS 722)	\$24,090,810	\$45,783,406	\$-21,692,596	-31.0	63
Full-Service Restaurants (NAICS 7221)	\$11,435,330	\$16,759,400	\$-5,324,070	-18.9	38
Limited-Service Eating Places (NAICS 7222)	\$10,728,076	\$24,690,032	\$-13,961,956	-39.4	19
Special Food Services (NAICS 7223)	\$632,179	\$3,386,209	\$-2,754,030	-68.5	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,295,225	\$947,765	\$347,460	15.5	3



Source: ESRI and infoUSA®

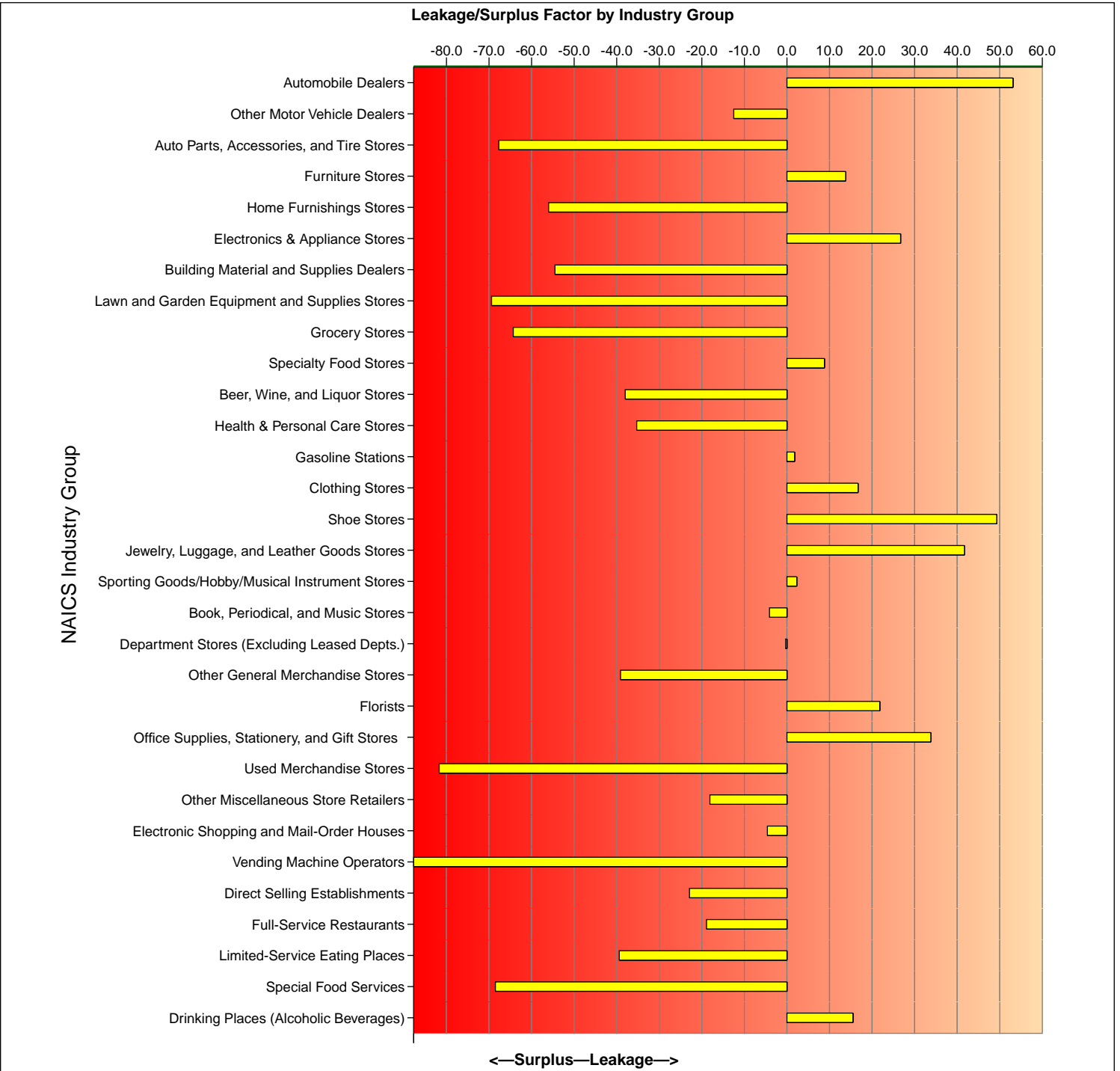


Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 5 minutes

Site Type: Drivetime

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 10 minutes

**Summary Demographics**

2008 Population	76,228
2008 Households	23,570
2008 Median Disposable Income	\$39,901
2008 Per Capita Income	\$18,377

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$546,635,151	\$586,472,435	\$-39,837,284	-3.5	512
Total Retail Trade (NAICS 44-45)	\$470,283,259	\$502,952,468	\$-32,669,209	-3.4	402
Total Food & Drink (NAICS 722)	\$76,351,892	\$83,519,967	\$-7,168,075	-4.5	110

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$117,290,796	\$45,162,661	\$72,128,135	44.4	62
Automobile Dealers (NAICS 4411)	\$99,031,067	\$14,351,564	\$84,679,503	74.7	9
Other Motor Vehicle Dealers (NAICS 4412)	\$10,467,524	\$9,360,905	\$1,106,619	5.6	17
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$7,792,205	\$21,450,192	\$-13,657,987	-46.7	36
Furniture & Home Furnishings Stores (NAICS 442)	\$17,698,415	\$19,232,638	\$-1,534,223	-4.2	35
Furniture Stores (NAICS 4421)	\$11,111,660	\$5,614,529	\$5,497,131	32.9	10
Home Furnishings Stores (NAICS 4422)	\$6,586,755	\$13,618,109	\$-7,031,354	-34.8	25
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$14,763,800	\$6,842,054	\$7,921,746	36.7	26
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$18,391,375	\$53,420,767	\$-35,029,392	-48.8	54
Building Material and Supplies Dealers (NAICS 4441)	\$17,875,158	\$52,381,298	\$-34,506,140	-49.1	48
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$516,217	\$1,039,469	\$-523,252	-33.6	6
Food & Beverage Stores (NAICS 445)	\$85,339,919	\$185,719,007	\$-100,379,088	-37.0	34
Grocery Stores (NAICS 4451)	\$79,951,994	\$181,552,730	\$-101,600,736	-38.9	18
Specialty Food Stores (NAICS 4452)	\$2,453,453	\$1,265,906	\$1,187,547	31.9	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,934,472	\$2,900,371	\$34,101	0.6	9
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$19,593,405	\$32,312,617	\$-12,719,212	-24.5	25
Gasoline Stations (NAICS 447/4471)	\$61,558,309	\$56,563,605	\$4,994,704	4.2	12
Clothing and Clothing Accessories Stores (NAICS 448)	\$24,150,307	\$13,058,301	\$11,092,006	29.8	34
Clothing Stores (NAICS 4481)	\$18,512,402	\$10,210,149	\$8,302,253	28.9	24
Shoe Stores (NAICS 4482)	\$3,225,170	\$1,036,038	\$2,189,132	51.4	5
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,412,735	\$1,812,114	\$600,621	14.2	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,767,774	\$4,461,229	\$1,306,545	12.8	27
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,904,357	\$2,739,644	\$1,164,713	17.5	20
Book, Periodical, and Music Stores (NAICS 4512)	\$1,863,417	\$1,721,585	\$141,832	4.0	7

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

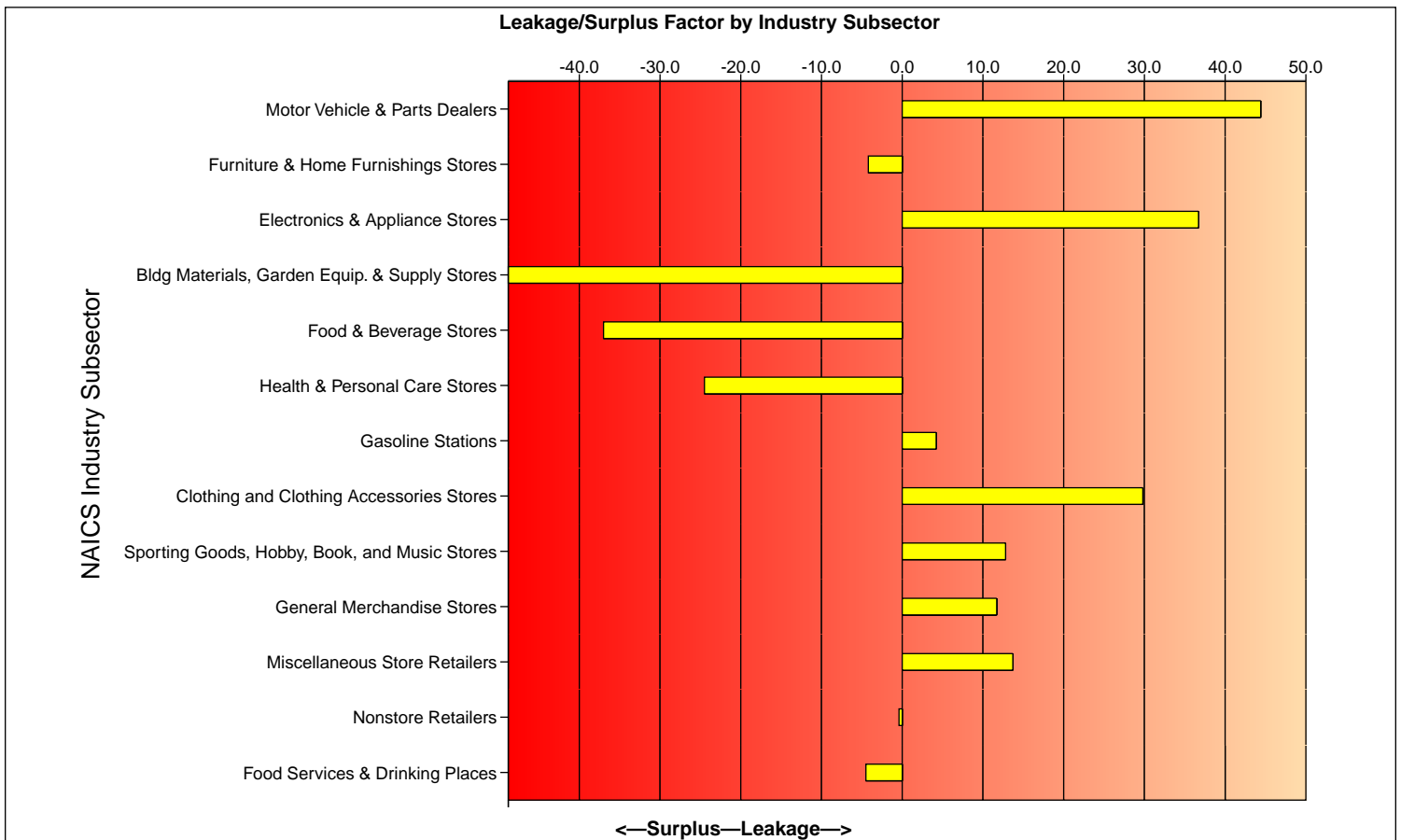


Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 10 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$83,235,558	\$65,743,147	\$17,492,411	11.7	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$46,832,092	\$26,720,164	\$20,111,928	27.3	8
Other General Merchandise Stores (NAICS 4529)	\$36,403,466	\$39,022,983	\$-2,619,517	-3.5	3
Miscellaneous Store Retailers (NAICS 453)	\$9,002,048	\$6,825,802	\$2,176,246	13.7	68
Florists (NAICS 4531)	\$1,061,891	\$430,033	\$631,858	42.4	8
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,976,989	\$1,235,778	\$1,741,211	41.3	11
Used Merchandise Stores (NAICS 4533)	\$484,818	\$1,673,029	\$-1,188,211	-55.1	19
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,478,350	\$3,486,962	\$991,388	12.4	30
Nonstore Retailers (NAICS 454)	\$13,491,553	\$13,610,640	\$-119,087	-0.4	14
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$7,399,244	\$2,814,817	\$4,584,427	44.9	1
Vending Machine Operators (NAICS 4542)	\$1,382,216	\$7,047,991	\$-5,665,775	-67.2	4
Direct Selling Establishments (NAICS 4543)	\$4,710,093	\$3,747,832	\$962,261	11.4	9
Food Services & Drinking Places (NAICS 722)	\$76,351,892	\$83,519,967	\$-7,168,075	-4.5	110
Full-Service Restaurants (NAICS 7221)	\$36,193,640	\$27,788,729	\$8,404,911	13.1	65
Limited-Service Eating Places (NAICS 7222)	\$34,025,698	\$49,754,192	\$-15,728,494	-18.8	35
Special Food Services (NAICS 7223)	\$2,003,988	\$4,384,884	\$-2,380,896	-37.3	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,128,566	\$1,592,162	\$2,536,404	44.3	5



Source: ESRI and infoUSA®

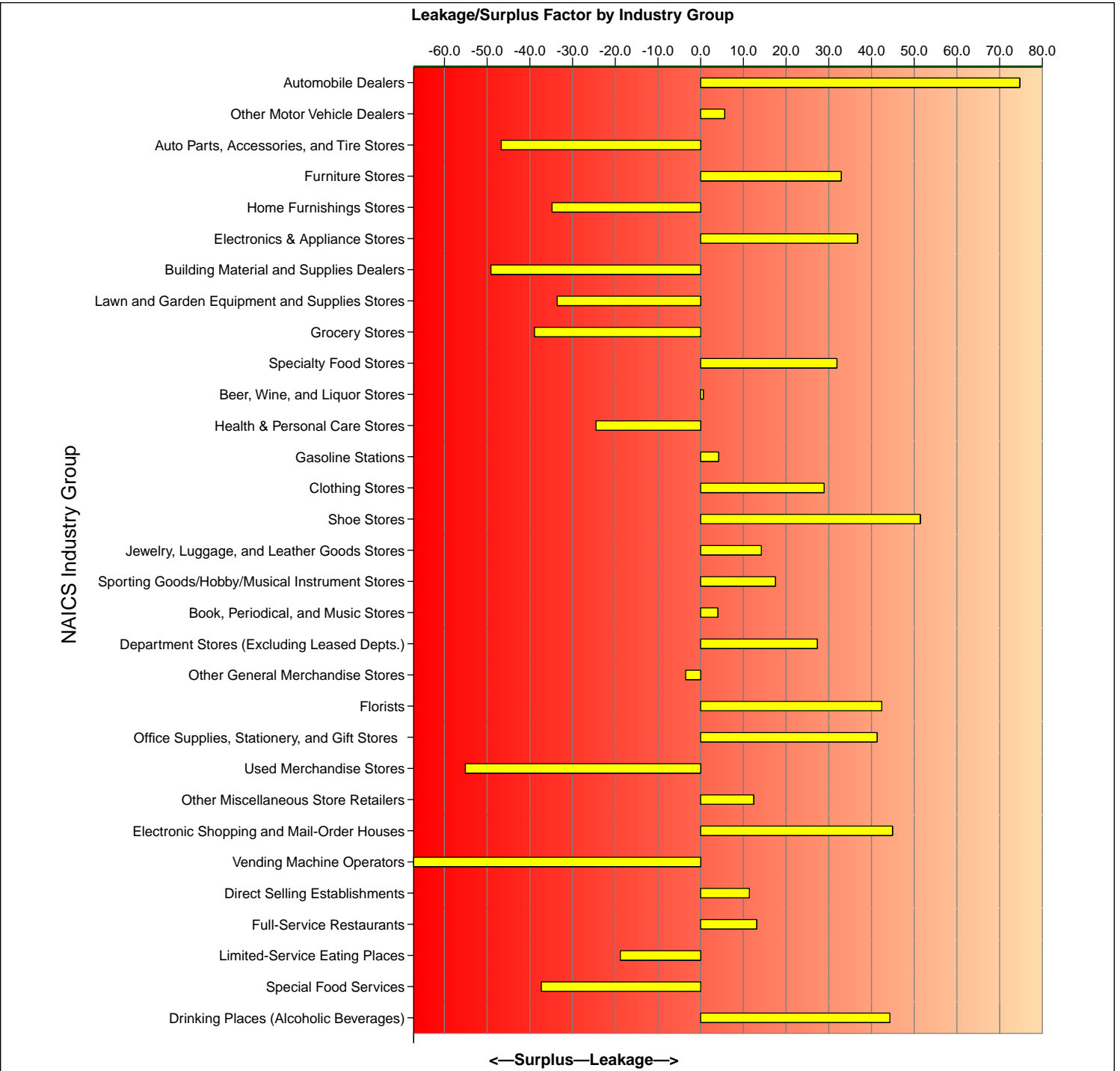


Hesperia Square  
 17320 Main St  
 Hesperia, CA 92345

Latitude: 34.418996  
 Longitude: -117.284224  
 Drivetime: 10 minutes

Site Type: Drivetime

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 15 minutes

**Summary Demographics**

2008 Population	139,459
2008 Households	45,366
2008 Median Disposable Income	\$40,848
2008 Per Capita Income	\$19,920

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,094,543,421	\$1,415,075,920	\$-320,532,499	-12.8	1,023
Total Retail Trade (NAICS 44-45)	\$942,901,978	\$1,180,831,728	\$-237,929,750	-11.2	774
Total Food & Drink (NAICS 722)	\$151,641,443	\$234,244,192	\$-82,602,749	-21.4	249

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$236,335,456	\$176,671,440	\$59,664,016	14.4	102
Automobile Dealers (NAICS 4411)	\$198,722,351	\$113,859,924	\$84,862,427	27.1	20
Other Motor Vehicle Dealers (NAICS 4412)	\$22,013,100	\$27,200,118	\$-5,187,018	-10.5	29
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$15,600,005	\$35,611,398	\$-20,011,393	-39.1	53
Furniture & Home Furnishings Stores (NAICS 442)	\$35,217,328	\$51,508,931	\$-16,291,603	-18.8	74
Furniture Stores (NAICS 4421)	\$22,004,750	\$30,227,680	\$-8,222,930	-15.7	30
Home Furnishings Stores (NAICS 4422)	\$13,212,578	\$21,281,251	\$-8,068,673	-23.4	44
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$29,319,142	\$29,452,914	\$-133,772	-0.2	56
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$37,427,812	\$129,795,286	\$-92,367,474	-55.2	77
Building Material and Supplies Dealers (NAICS 4441)	\$36,361,876	\$128,219,779	\$-91,857,903	-55.8	66
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,065,936	\$1,575,507	\$-509,571	-19.3	11
Food & Beverage Stores (NAICS 445)	\$170,353,792	\$283,002,862	\$-112,649,070	-24.8	59
Grocery Stores (NAICS 4451)	\$159,615,284	\$276,785,499	\$-117,170,215	-26.8	33
Specialty Food Stores (NAICS 4452)	\$4,888,339	\$2,107,492	\$2,780,847	39.8	13
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,850,169	\$4,109,871	\$1,740,298	17.5	13
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$39,732,992	\$89,272,685	\$-49,539,693	-38.4	50
Gasoline Stations (NAICS 447/4471)	\$123,507,532	\$144,842,396	\$-21,334,864	-8.0	24
Clothing and Clothing Accessories Stores (NAICS 448)	\$47,715,468	\$52,404,939	\$-4,689,471	-4.7	97
Clothing Stores (NAICS 4481)	\$36,571,731	\$37,090,172	\$-518,441	-0.7	62
Shoe Stores (NAICS 4482)	\$6,338,832	\$5,647,156	\$691,676	5.8	16
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,804,905	\$9,667,611	\$-4,862,706	-33.6	19
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,423,140	\$16,389,216	\$-4,966,076	-17.9	61
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$7,751,212	\$10,708,857	\$-2,957,645	-16.0	46
Book, Periodical, and Music Stores (NAICS 4512)	\$3,671,928	\$5,680,359	\$-2,008,431	-21.5	15

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

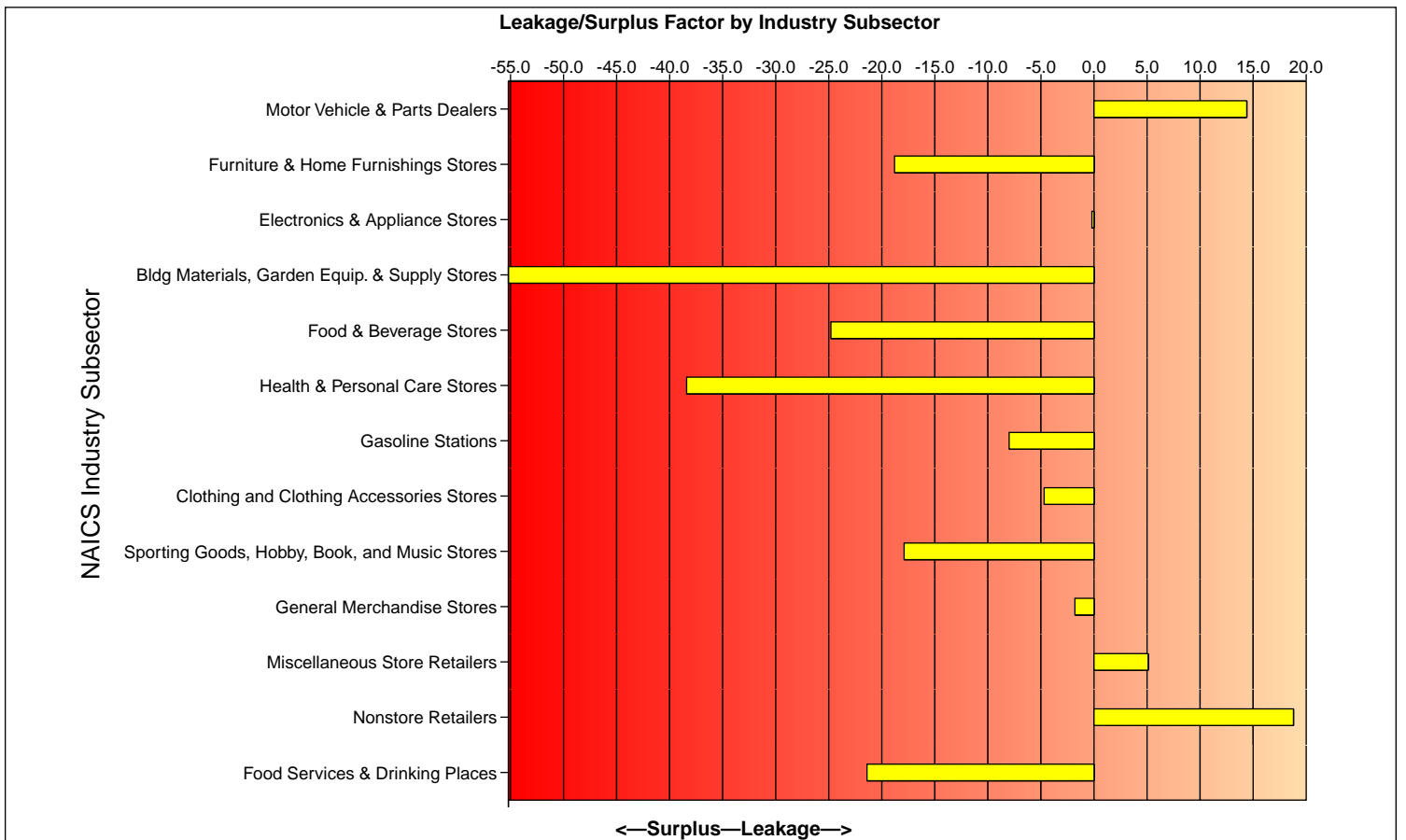


Hesperia Square  
17320 Main St  
Hesperia, CA 92345

Site Type: Drivetime

Latitude: 34.418996  
Longitude: -117.284224  
Drivetime: 15 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$166,158,875	\$172,265,729	\$-6,106,854	-1.8	25
Department Stores Excluding Leased Depts.(NAICS 4521)	\$93,406,250	\$107,292,627	\$-13,886,377	-6.9	17
Other General Merchandise Stores (NAICS 4529)	\$72,752,625	\$64,973,102	\$7,779,523	5.6	8
Miscellaneous Store Retailers (NAICS 453)	\$18,195,833	\$16,424,549	\$1,771,284	5.1	122
Florists (NAICS 4531)	\$2,192,758	\$1,149,225	\$1,043,533	31.2	13
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,970,159	\$5,988,106	\$-17,947	-0.2	32
Used Merchandise Stores (NAICS 4533)	\$957,813	\$1,939,460	\$-981,647	-33.9	24
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,075,103	\$7,347,758	\$1,727,345	10.5	53
Nonstore Retailers (NAICS 454)	\$27,514,608	\$18,800,781	\$8,713,827	18.8	27
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$14,927,557	\$3,323,369	\$11,604,188	63.6	2
Vending Machine Operators (NAICS 4542)	\$2,754,972	\$8,249,282	\$-5,494,310	-49.9	7
Direct Selling Establishments (NAICS 4543)	\$9,832,079	\$7,228,130	\$2,603,949	15.3	18
Food Services & Drinking Places (NAICS 722)	\$151,641,443	\$234,244,192	\$-82,602,749	-21.4	249
Full-Service Restaurants (NAICS 7221)	\$71,848,293	\$82,416,557	\$-10,568,264	-6.9	140
Limited-Service Eating Places (NAICS 7222)	\$67,544,001	\$142,316,168	\$-74,772,167	-35.6	89
Special Food Services (NAICS 7223)	\$3,977,364	\$5,478,613	\$-1,501,249	-15.9	9
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$8,271,785	\$4,032,854	\$4,238,931	34.4	11



Source: ESRI and infoUSA®

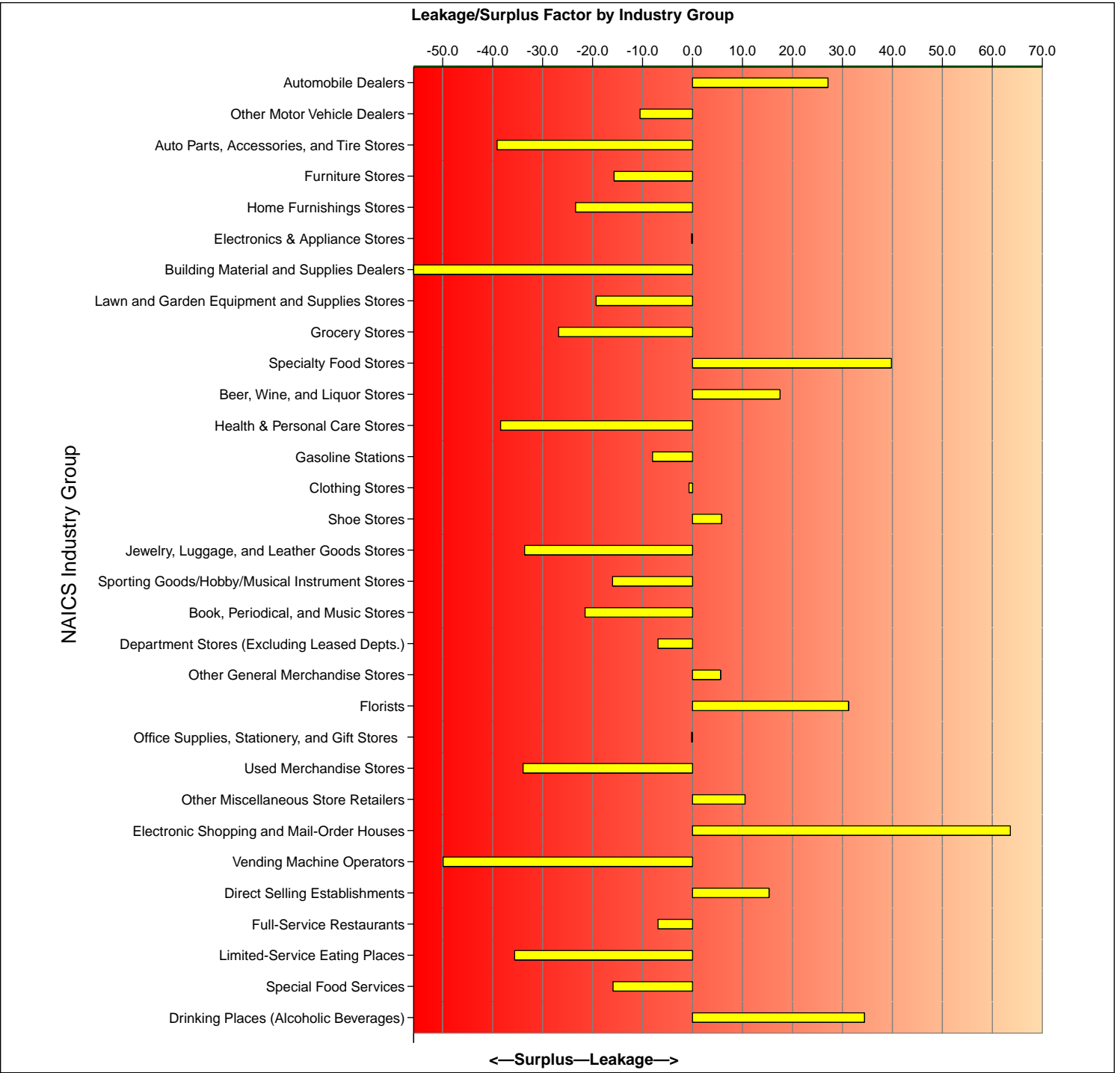


Hesperia Square  
 17320 Main St  
 Hesperia, CA 92345

Latitude: 34.418996  
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Site Type: Drivetime

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



Hesperia Square  
 17320 Main St  
 Hesperia, CA 92345

Latitude: 34.418996  
 Longitude: -117.284224  
 Drivetime: 15 minutes

Site Type: Drivetime

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.07	Main St	G Ave (0.12 miles W)	2007	30,534
0.11	I Ave	Yucca St (0.01 miles N)	1991	7,998
0.12	I Ave	Walnut St (0.01 miles S)	1991	5,077
0.24	G Ave	Walnut St (0.07 miles N)	1993	1,864
0.24	I Ave	Olive St (0.02 miles S)	1992	6,168
0.25	Olive St	I Ave (0.1 miles E)	1993	1,776
0.28	Main St	Camphor Ave (0.05 miles E)	1999	14,218
0.29	G Ave	Smoke Tree St (0.05 miles N)	1993	2,765
0.33	Olive St	Redbud St (0.11 miles SE)	1992	113
0.34	I Ave	Laurel St (0.02 miles S)	1992	5,794
0.37	Main St	Avenue F (0.04 miles E)	1994	15,695
0.37	I Ave	Cajon St (0.03 miles N)	1993	6,597
0.44	G Ave	Sultana St (0.13 miles S)	1992	1,557
0.49	E Ave	Walnut St (0.08 miles N)	1994	4,033
0.50	I Ave	Sultana St (0.03 miles S)	1993	5,099
0.50	Main St	Timberlane Ave (0.11 miles E)	1999	7,853
0.50	E Ave	Juniper St (0.05 miles S)	1994	2,546
0.53	Sultana St	I Ave (0.13 miles E)	1991	632
0.55	Sultana St	Laurel St (0.08 miles NE)	1991	552
0.59	Main St	D Ave (0.02 miles E)	1999	17,649
0.59	E Ave	Hodges Ln (0.05 miles S)	1992	1,935
0.61	Timberlane Ave	Main St (0.05 miles S)	2007	1,805
0.61	Sultana St	Walnut St (0.04 miles S)	1995	367
0.62	Timberlane Ave	Yucca St (0.03 miles S)	1995	1,215
0.64	Sultana St	E Ave (0.1 miles W)	1996	855

**Data Note:** The Traffic Profile displays up to 25 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2008 to 1963. Just over 57% of the counts were taken between 2001 and 2008 and 83% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

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