



Community Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by City of Victorville

	Victorville c...
Population Summary	
2000 Total Population	65,145
2010 Total Population	115,921
2016 Total Population	124,729
2016 Group Quarters	5,368
2021 Total Population	131,219
2016-2021 Annual Rate	1.02%
2016 Total Daytime Population	118,370
Workers	40,207
Residents	78,163
Household Summary	
2000 Households	21,235
2000 Average Household Size	3.04
2010 Households	32,571
2010 Average Household Size	3.40
2016 Households	34,238
2016 Average Household Size	3.49
2021 Households	35,733
2021 Average Household Size	3.52
2016-2021 Annual Rate	0.86%
2010 Families	25,923
2010 Average Family Size	3.77
2016 Families	27,218
2016 Average Family Size	3.86
2021 Families	28,412
2021 Average Family Size	3.90
2016-2021 Annual Rate	0.86%
Housing Unit Summary	
2000 Housing Units	22,927
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	7.4%
2010 Housing Units	36,672
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	11.2%
2016 Housing Units	37,993
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	9.9%
2021 Housing Units	39,027
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	37.3%
Vacant Housing Units	8.4%
Median Household Income	
2016	\$52,336
2021	\$53,461
Median Home Value	
2016	\$165,670
2021	\$181,733
Per Capita Income	
2016	\$17,862
2021	\$19,083
Median Age	
2010	29.5
2016	30.0
2021	30.5

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	34,229
<\$15,000	13.4%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	3.8%
\$200,000+	1.8%
Average Household Income	\$63,418

2021 Households by Income

Household Income Base	35,724
<\$15,000	14.9%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	4.6%
\$200,000+	2.0%
Average Household Income	\$68,448

2016 Owner Occupied Housing Units by Value

Total	20,417
<\$50,000	9.5%
\$50,000 - \$99,999	12.2%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	16.9%
\$200,000 - \$249,999	11.2%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	12.9%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.5%
Average Home Value	\$197,696

2021 Owner Occupied Housing Units by Value

Total	21,177
<\$50,000	10.0%
\$50,000 - \$99,999	12.8%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	10.7%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	13.0%
\$400,000 - \$499,999	10.5%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.5%
Average Home Value	\$227,718

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age		
Total		115,921
0 - 4		8.9%
5 - 9		8.9%
10 - 14		9.3%
15 - 24		16.2%
25 - 34		15.0%
35 - 44		13.9%
45 - 54		12.0%
55 - 64		7.8%
65 - 74		4.5%
75 - 84		2.7%
85 +		0.9%
18 +		67.2%
2016 Population by Age		
Total		124,727
0 - 4		8.9%
5 - 9		8.3%
10 - 14		8.1%
15 - 24		16.0%
25 - 34		16.4%
35 - 44		13.3%
45 - 54		11.4%
55 - 64		8.8%
65 - 74		5.3%
75 - 84		2.6%
85 +		0.9%
18 +		69.9%
2021 Population by Age		
Total		131,219
0 - 4		9.1%
5 - 9		8.5%
10 - 14		8.1%
15 - 24		14.1%
25 - 34		18.4%
35 - 44		13.8%
45 - 54		10.3%
55 - 64		8.6%
65 - 74		5.6%
75 - 84		2.6%
85 +		0.9%
18 +		69.8%
2010 Population by Sex		
Males		58,083
Females		57,838
2016 Population by Sex		
Males		62,682
Females		62,045
2021 Population by Sex		
Males		65,946
Females		65,273

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	115,921
White Alone	48.5%
Black Alone	16.8%
American Indian Alone	1.4%
Asian Alone	4.0%
Pacific Islander Alone	0.4%
Some Other Race Alone	22.5%
Two or More Races	6.3%
Hispanic Origin	47.8%
Diversity Index	86.7
2016 Population by Race/Ethnicity	
Total	124,729
White Alone	46.3%
Black Alone	16.0%
American Indian Alone	1.4%
Asian Alone	4.3%
Pacific Islander Alone	0.4%
Some Other Race Alone	24.8%
Two or More Races	6.8%
Hispanic Origin	52.4%
Diversity Index	87.9
2021 Population by Race/Ethnicity	
Total	131,218
White Alone	44.9%
Black Alone	15.5%
American Indian Alone	1.3%
Asian Alone	4.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	26.2%
Two or More Races	7.0%
Hispanic Origin	56.3%
Diversity Index	88.4
2010 Population by Relationship and Household Type	
Total	115,921
In Households	95.6%
In Family Households	88.0%
Householder	22.4%
Spouse	14.7%
Child	40.4%
Other relative	6.9%
Nonrelative	3.7%
In Nonfamily Households	7.6%
In Group Quarters	4.4%
Institutionalized Population	4.1%
Noninstitutionalized Population	0.3%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	73,174
Less than 9th Grade	9.4%
9th - 12th Grade, No Diploma	12.1%
High School Graduate	25.7%
GED/Alternative Credential	5.4%
Some College, No Degree	27.6%
Associate Degree	9.0%
Bachelor's Degree	6.7%
Graduate/Professional Degree	4.1%
2016 Population 15+ by Marital Status	
Total	93,185
Never Married	37.8%
Married	46.4%
Widowed	4.6%
Divorced	11.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	89.9%
Civilian Unemployed	10.1%
2016 Employed Population 16+ by Industry	
Total	42,571
Agriculture/Mining	1.0%
Construction	7.3%
Manufacturing	7.4%
Wholesale Trade	2.4%
Retail Trade	16.4%
Transportation/Utilities	8.8%
Information	1.5%
Finance/Insurance/Real Estate	4.1%
Services	44.5%
Public Administration	6.5%
2016 Employed Population 16+ by Occupation	
Total	42,571
White Collar	49.4%
Management/Business/Financial	9.3%
Professional	14.7%
Sales	12.2%
Administrative Support	13.3%
Services	23.0%
Blue Collar	27.7%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.6%
Production	6.0%
Transportation/Material Moving	9.7%
2010 Population By Urban/ Rural Status	
Total Population	115,921
Population Inside Urbanized Area	99.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	32,571
Households with 1 Person	15.6%
Households with 2+ People	84.4%
Family Households	79.6%
Husband-wife Families	52.3%
With Related Children	32.4%
Other Family (No Spouse Present)	27.3%
Other Family with Male Householder	7.4%
With Related Children	5.0%
Other Family with Female Householder	19.9%
With Related Children	14.8%
Nonfamily Households	4.8%
All Households with Children	53.0%
Multigenerational Households	10.5%
Unmarried Partner Households	8.4%
Male-female	7.6%
Same-sex	0.8%
2010 Households by Size	
Total	32,571
1 Person Household	15.6%
2 Person Household	23.4%
3 Person Household	17.3%
4 Person Household	17.9%
5 Person Household	12.6%
6 Person Household	7.0%
7 + Person Household	6.2%
2010 Households by Tenure and Mortgage Status	
Total	32,571
Owner Occupied	61.8%
Owned with a Mortgage/Loan	52.4%
Owned Free and Clear	9.5%
Renter Occupied	38.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,672
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. American Dreamers (7C)
2. Up and Coming Families
3. Fresh Ambitions (13D)

2016 Consumer Spending

Apparel & Services: Total \$	\$58,317,997
Average Spent	\$1,703.31
Spending Potential Index	85
Education: Total \$	\$36,788,227
Average Spent	\$1,074.49
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$82,369,985
Average Spent	\$2,405.81
Spending Potential Index	83
Food at Home: Total \$	\$142,178,359
Average Spent	\$4,152.65
Spending Potential Index	83
Food Away from Home: Total \$	\$90,171,455
Average Spent	\$2,633.67
Spending Potential Index	85
Health Care: Total \$	\$143,861,878
Average Spent	\$4,201.82
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$50,431,150
Average Spent	\$1,472.96
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$20,900,743
Average Spent	\$610.45
Spending Potential Index	83
Shelter: Total \$	\$455,218,512
Average Spent	\$13,295.71
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$62,382,095
Average Spent	\$1,822.01
Spending Potential Index	79
Travel: Total \$	\$51,657,560
Average Spent	\$1,508.78
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$29,199,083
Average Spent	\$852.83
Spending Potential Index	82

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 15, 2016



Demographic and Income Profile

Victorville City, CA
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 Geography: Place

Prepared by Esri

Summary	Census 2010	2017	2022
Population	115,921	125,783	132,662
Households	32,571	34,769	36,415
Families	25,923	27,623	28,928
Average Household Size	3.40	3.49	3.52
Owner Occupied Housing Units	20,142	20,779	21,659
Renter Occupied Housing Units	12,429	13,990	14,756
Median Age	29.5	30.1	30.8
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.07%	0.84%	0.83%
Households	0.93%	0.77%	0.79%
Families	0.93%	0.77%	0.71%
Owner HHs	0.83%	0.67%	0.72%
Median Household Income	0.66%	2.66%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	4,411	12.7%	4,912	13.5%
\$15,000 - \$24,999	3,930	11.3%	4,094	11.2%
\$25,000 - \$34,999	3,138	9.0%	3,132	8.6%
\$35,000 - \$49,999	4,506	13.0%	4,223	11.6%
\$50,000 - \$74,999	7,476	21.5%	6,794	18.7%
\$75,000 - \$99,999	4,771	13.7%	4,998	13.7%
\$100,000 - \$149,999	4,409	12.7%	5,319	14.6%
\$150,000 - \$199,999	1,394	4.0%	1,928	5.3%
\$200,000+	727	2.1%	1,007	2.8%
Median Household Income	\$53,182		\$54,953	
Average Household Income	\$65,311		\$72,849	
Per Capita Income	\$18,470		\$20,407	

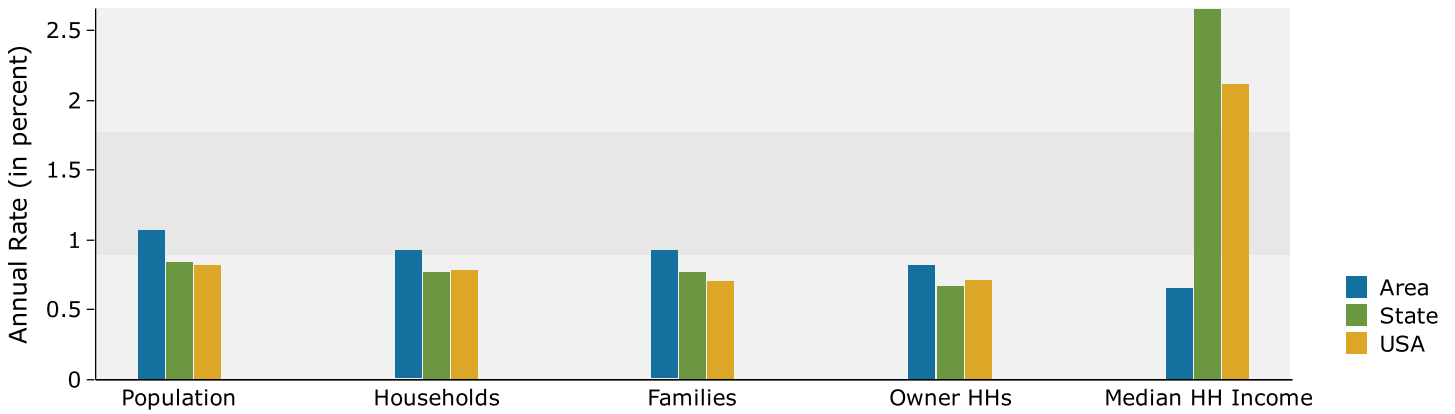
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,289	8.9%	11,191	8.9%	12,061	9.1%
5 - 9	10,263	8.9%	10,423	8.3%	11,267	8.5%
10 - 14	10,805	9.3%	9,974	7.9%	10,748	8.1%
15 - 19	10,524	9.1%	9,434	7.5%	9,353	7.1%
20 - 24	8,280	7.1%	10,149	8.1%	8,763	6.6%
25 - 34	17,344	15.0%	21,409	17.0%	24,782	18.7%
35 - 44	16,139	13.9%	16,307	13.0%	18,338	13.8%
45 - 54	13,874	12.0%	14,062	11.2%	13,358	10.1%
55 - 64	8,987	7.8%	11,314	9.0%	11,362	8.6%
65 - 74	5,253	4.5%	6,968	5.5%	7,741	5.8%
75 - 84	3,084	2.7%	3,357	2.7%	3,697	2.8%
85+	1,079	0.9%	1,197	1.0%	1,190	0.9%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	56,274	48.5%	58,604	46.6%	60,071	45.3%
Black Alone	19,485	16.8%	19,267	15.3%	19,712	14.9%
American Indian Alone	1,665	1.4%	1,553	1.2%	1,591	1.2%
Asian Alone	4,641	4.0%	5,396	4.3%	6,114	4.6%
Pacific Islander Alone	489	0.4%	497	0.4%	532	0.4%
Some Other Race Alone	26,036	22.5%	31,836	25.3%	35,299	26.6%
Two or More Races	7,331	6.3%	8,629	6.9%	9,344	7.0%
Hispanic Origin (Any Race)	55,360	47.8%	67,476	53.6%	76,109	57.4%

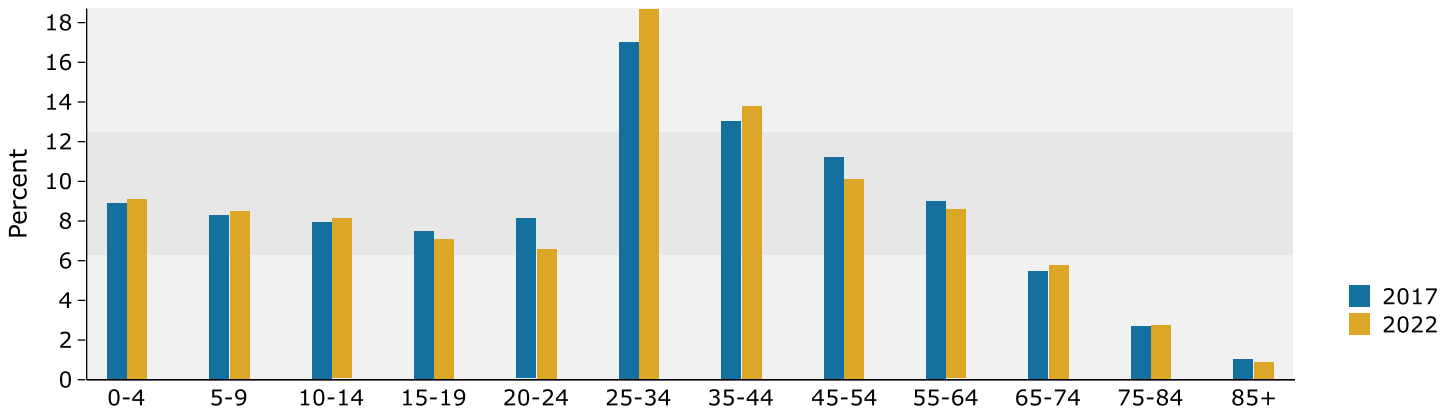
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

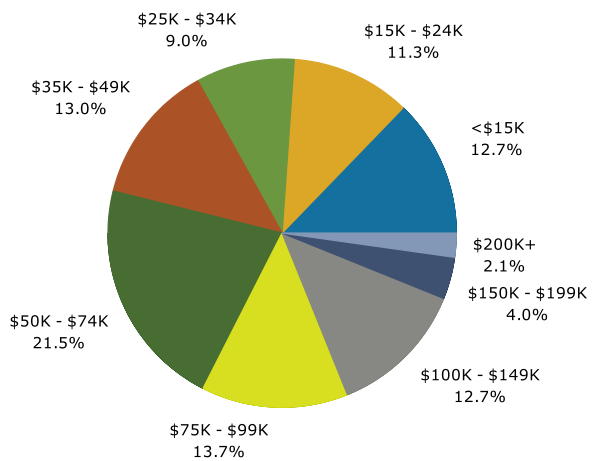
Trends 2017-2022



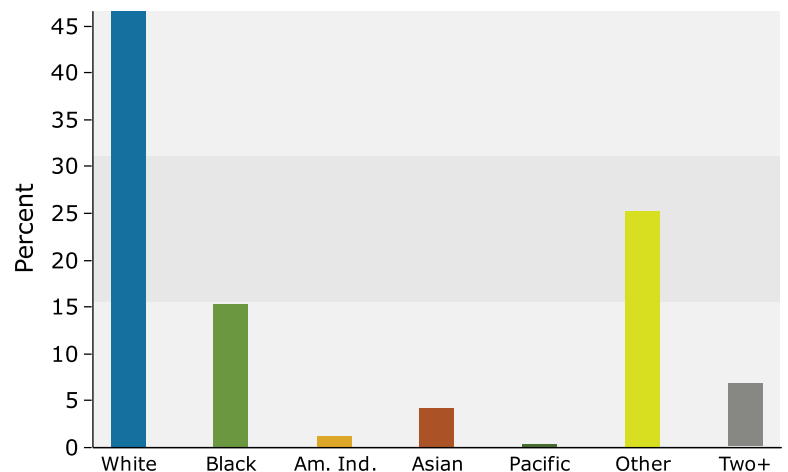
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 53.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Retail Market Potential

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Demographic Summary		2017	2022
Population		125,783	132,662
Population 18+		88,395	92,756
Households		34,769	36,415
Median Household Income		\$53,182	\$54,953

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	39,066	44.2%	93
Bought any women's clothing in last 12 months	35,815	40.5%	93
Bought clothing for child <13 years in last 6 months	28,776	32.6%	118
Bought any shoes in last 12 months	46,931	53.1%	99
Bought costume jewelry in last 12 months	16,398	18.6%	97
Bought any fine jewelry in last 12 months	15,185	17.2%	95
Bought a watch in last 12 months	13,039	14.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	29,246	84.1%	98
HH bought/leased new vehicle last 12 mo	3,341	9.6%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	71,497	80.9%	95
Bought/changed motor oil in last 12 months	41,756	47.2%	98
Had tune-up in last 12 months	24,966	28.2%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	58,656	66.4%	100
Drank regular cola in last 6 months	41,628	47.1%	107
Drank beer/ale in last 6 months	35,105	39.7%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	14,619	16.5%	78
Own digital SLR camera/camcorder	6,263	7.1%	85
Printed digital photos in last 12 months	11,435	12.9%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	31,973	36.2%	100
Have a smartphone	63,072	71.4%	107
Have a smartphone: Android phone (any brand)	33,701	38.1%	120
Have a smartphone: Apple iPhone	24,384	27.6%	90
Number of cell phones in household: 1	8,626	24.8%	78
Number of cell phones in household: 2	12,922	37.2%	99
Number of cell phones in household: 3+	12,128	34.9%	134
HH has cell phone only (no landline telephone)	18,463	53.1%	117
Computers (Households)			
HH owns a computer	26,499	76.2%	100
HH owns desktop computer	14,771	42.5%	100
HH owns laptop/notebook	19,588	56.3%	102
HH owns any Apple/Mac brand computer	4,759	13.7%	89
HH owns any PC/non-Apple brand computer	23,764	68.3%	103
HH purchased most recent computer in a store	12,922	37.2%	99
HH purchased most recent computer online	3,676	10.6%	81
Spent <\$500 on most recent home computer	5,056	14.5%	95
Spent \$500-\$999 on most recent home computer	6,132	17.6%	96
Spent \$1,000-\$1,499 on most recent home computer	2,537	7.3%	80
Spent \$1,500-\$1,999 on most recent home computer	1,453	4.2%	98
Spent \$2,000+ on most recent home computer	832	2.4%	67

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	44,302	50.1%	101
Bought brewed coffee at convenience store in last 30 days	12,233	13.8%	89
Bought cigarettes at convenience store in last 30 days	9,761	11.0%	91
Bought gas at convenience store in last 30 days	27,920	31.6%	93
Spent at convenience store in last 30 days: <\$20	5,839	6.6%	84
Spent at convenience store in last 30 days: \$20-\$39	7,490	8.5%	93
Spent at convenience store in last 30 days: \$40-\$50	6,263	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	3,319	3.8%	81
Spent at convenience store in last 30 days: \$100+	20,333	23.0%	98
Entertainment (Adults)			
Attended a movie in last 6 months	52,365	59.2%	100
Went to live theater in last 12 months	8,507	9.6%	74
Went to a bar/night club in last 12 months	13,896	15.7%	94
Dined out in last 12 months	35,299	39.9%	88
Gambled at a casino in last 12 months	11,842	13.4%	97
Visited a theme park in last 12 months	17,910	20.3%	113
Viewed movie (video-on-demand) in last 30 days	14,618	16.5%	90
Viewed TV show (video-on-demand) in last 30 days	10,368	11.7%	89
Watched any pay-per-view TV in last 12 months	12,920	14.6%	118
Downloaded a movie over the Internet in last 30 days	8,984	10.2%	123
Downloaded any individual song in last 6 months	18,848	21.3%	101
Watched a movie online in the last 30 days	17,273	19.5%	104
Watched a TV program online in last 30 days	14,284	16.2%	95
Played a video/electronic game (console) in last 12 months	10,500	11.9%	120
Played a video/electronic game (portable) in last 12 months	4,476	5.1%	113
Financial (Adults)			
Have home mortgage (1st)	25,646	29.0%	95
Used ATM/cash machine in last 12 months	41,637	47.1%	95
Own any stock	3,893	4.4%	61
Own U.S. savings bond	2,952	3.3%	65
Own shares in mutual fund (stock)	3,649	4.1%	56
Own shares in mutual fund (bonds)	2,553	2.9%	57
Have interest checking account	17,978	20.3%	75
Have non-interest checking account	22,775	25.8%	87
Have savings account	43,773	49.5%	91
Have 401K retirement savings plan	11,175	12.6%	86
Own/used any credit/debit card in last 12 months	60,316	68.2%	90
Avg monthly credit card expenditures: <\$111	10,575	12.0%	100
Avg monthly credit card expenditures: \$111-\$225	6,321	7.2%	101
Avg monthly credit card expenditures: \$226-\$450	5,272	6.0%	91
Avg monthly credit card expenditures: \$451-\$700	3,485	3.9%	74
Avg monthly credit card expenditures: \$701-\$1,000	2,884	3.3%	71
Avg monthly credit card expenditures: \$1,001+	5,066	5.7%	62
Did banking online in last 12 months	30,766	34.8%	95
Did banking on mobile device in last 12 months	16,769	19.0%	110
Paid bills online in last 12 months	39,576	44.8%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	24,800	71.3%	102
Used bread in last 6 months	32,884	94.6%	101
Used chicken (fresh or frozen) in last 6 months	24,697	71.0%	103
Used turkey (fresh or frozen) in last 6 months	5,307	15.3%	96
Used fish/seafood (fresh or frozen) in last 6 months	18,836	54.2%	99
Used fresh fruit/vegetables in last 6 months	29,878	85.9%	99
Used fresh milk in last 6 months	31,184	89.7%	103
Used organic food in last 6 months	6,467	18.6%	90
Health (Adults)			
Exercise at home 2+ times per week	22,492	25.4%	88
Exercise at club 2+ times per week	10,418	11.8%	88
Visited a doctor in last 12 months	58,924	66.7%	88
Used vitamin/dietary supplement in last 6 months	41,159	46.6%	89
Home (Households)			
Any home improvement in last 12 months	8,788	25.3%	93
Used housekeeper/maid/professional HH cleaning service in last 12	4,003	11.5%	86
Purchased low ticket HH furnishings in last 12 months	5,344	15.4%	94
Purchased big ticket HH furnishings in last 12 months	7,350	21.1%	99
Bought any small kitchen appliance in last 12 months	7,395	21.3%	96
Bought any large kitchen appliance in last 12 months	3,847	11.1%	87
Insurance (Adults/Households)			
Currently carry life insurance	31,321	35.4%	82
Carry medical/hospital/accident insurance	54,913	62.1%	90
Carry homeowner insurance	34,968	39.6%	84
Carry renter's insurance	7,402	8.4%	96
Have auto insurance: 1 vehicle in household covered	9,953	28.6%	92
Have auto insurance: 2 vehicles in household covered	10,516	30.2%	106
Have auto insurance: 3+ vehicles in household covered	7,588	21.8%	101
Pets (Households)			
Household owns any pet	19,479	56.0%	103
Household owns any cat	6,329	18.2%	81
Household owns any dog	16,220	46.7%	113
Psychographics (Adults)			
Buying American is important to me	30,240	34.2%	82
Usually buy items on credit rather than wait	9,919	11.2%	92
Usually buy based on quality - not price	15,851	17.9%	98
Price is usually more important than brand name	24,661	27.9%	105
Usually use coupons for brands I buy often	15,203	17.2%	95
Am interested in how to help the environment	15,712	17.8%	108
Usually pay more for environ safe product	13,120	14.8%	111
Usually value green products over convenience	9,768	11.1%	102
Likely to buy a brand that supports a charity	30,200	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	11,297	12.8%	90
Bought hardcover book in last 12 months	14,286	16.2%	79
Bought paperback book in last 12 month	20,931	23.7%	79
Read any daily newspaper (paper version)	13,117	14.8%	61
Read any digital newspaper in last 30 days	24,989	28.3%	83
Read any magazine (paper/electronic version) in last 6 months	75,008	84.9%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	63,222	71.5%	96
Went to family restaurant/steak house: 4+ times a month	24,054	27.2%	99
Went to fast food/drive-in restaurant in last 6 months	76,227	86.2%	96
Went to fast food/drive-in restaurant 9+ times/mo	35,691	40.4%	103
Fast food/drive-in last 6 months: eat in	31,278	35.4%	97
Fast food/drive-in last 6 months: home delivery	7,048	8.0%	103
Fast food/drive-in last 6 months: take-out/drive-thru	39,846	45.1%	98
Fast food/drive-in last 6 months: take-out/walk-in	15,439	17.5%	87
Television & Electronics (Adults/Households)			
Own any tablet	28,246	32.0%	95
Own any e-reader	6,029	6.8%	79
Own e-reader/tablet: iPad	16,853	19.1%	92
HH has Internet connectable TV	7,278	20.9%	104
Own any portable MP3 player	22,646	25.6%	92
HH owns 1 TV	6,564	18.9%	91
HH owns 2 TVs	7,656	22.0%	85
HH owns 3 TVs	8,064	23.2%	108
HH owns 4+ TVs	7,090	20.4%	112
HH subscribes to cable TV	15,563	44.8%	94
HH subscribes to fiber optic	3,640	10.5%	131
HH owns portable GPS navigation device	8,468	24.4%	90
HH purchased video game system in last 12 mos	3,144	9.0%	117
HH owns Internet video device for TV	3,699	10.6%	96
Travel (Adults)			
Domestic travel in last 12 months	39,312	44.5%	87
Took 3+ domestic non-business trips in last 12 months	8,548	9.7%	87
Spent on domestic vacations in last 12 months: <\$1,000	8,644	9.8%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,506	5.1%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,478	2.8%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,511	2.8%	75
Spent on domestic vacations in last 12 months: \$3,000+	3,828	4.3%	76
Domestic travel in the 12 months: used general travel website	5,770	6.5%	93
Foreign travel in last 3 years	19,828	22.4%	93
Took 3+ foreign trips by plane in last 3 years	2,569	2.9%	66
Spent on foreign vacations in last 12 months: <\$1,000	3,688	4.2%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,583	2.9%	84
Spent on foreign vacations in last 12 months: \$3,000+	3,757	4.3%	84
Foreign travel in last 3 years: used general travel website	4,813	5.4%	95
Nights spent in hotel/motel in last 12 months: any	32,986	37.3%	90
Took cruise of more than one day in last 3 years	6,601	7.5%	93
Member of any frequent flyer program	11,022	12.5%	77
Member of any hotel rewards program	10,901	12.3%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Household Income Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Summary	2017	2022	2017-2022 Change	2017-2022 Annual Rate
Population	125,783	132,662	6,879	1.07%
Households	34,769	36,415	1,646	0.93%
Median Age	30.1	30.8	0.7	0.46%
Average Household Size	3.49	3.52	0.03	0.17%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
Household	34,762	100%	36,407	100%
<\$15,000	4,411	12.7%	4,912	13.5%
\$15,000-\$24,999	3,930	11.3%	4,094	11.2%
\$25,000-\$34,999	3,138	9.0%	3,132	8.6%
\$35,000-\$49,999	4,506	13.0%	4,223	11.6%
\$50,000-\$74,999	7,476	21.5%	6,794	18.7%
\$75,000-\$99,999	4,771	13.7%	4,998	13.7%
\$100,000-\$149,999	4,409	12.7%	5,319	14.6%
\$150,000-\$199,999	1,394	4.0%	1,928	5.3%
\$200,000+	727	2.1%	1,007	2.8%
Median Household Income	\$53,182		\$54,953	
Average Household Income	\$65,311		\$72,849	
Per Capita Income	\$18,470		\$20,407	

Data Note: Income reported for July 1, 2022 represents annual income for the preceding year, expressed in current (2020) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2017 and 2022.



Household Income Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

2017 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,530	7,703	7,076	6,639	5,568	3,744	2,496
<\$15,000	307	820	690	663	835	551	545
\$15,000-\$24,999	224	729	605	513	565	586	706
\$25,000-\$34,999	189	718	527	463	454	468	318
\$35,000-\$49,999	230	1,075	869	828	650	532	321
\$50,000-\$74,999	308	1,886	1,559	1,567	1,114	724	317
\$75,000-\$99,999	160	1,160	1,111	1,035	753	385	169
\$100,000-\$149,999	75	937	1,206	997	786	326	81
\$150,000-\$199,999	27	251	320	388	270	109	28
\$200,000+	10	127	189	185	141	63	11
Median HH Income	\$37,203	\$54,650	\$60,953	\$60,875	\$54,490	\$41,332	\$24,932
Average HH Income	\$47,507	\$65,130	\$73,520	\$74,354	\$67,808	\$55,889	\$38,178
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	20.1%	10.6%	9.8%	10.0%	15.0%	14.7%	21.8%
\$15,000-\$24,999	14.6%	9.5%	8.6%	7.7%	10.1%	15.7%	28.3%
\$25,000-\$34,999	12.4%	9.3%	7.4%	7.0%	8.2%	12.5%	12.7%
\$35,000-\$49,999	15.0%	14.0%	12.3%	12.5%	11.7%	14.2%	12.9%
\$50,000-\$74,999	20.1%	24.5%	22.0%	23.6%	20.0%	19.3%	12.7%
\$75,000-\$99,999	10.5%	15.1%	15.7%	15.6%	13.5%	10.3%	6.8%
\$100,000-\$149,999	4.9%	12.2%	17.0%	15.0%	14.1%	8.7%	3.2%
\$150,000-\$199,999	1.8%	3.3%	4.5%	5.8%	4.8%	2.9%	1.1%
\$200,000+	0.7%	1.6%	2.7%	2.8%	2.5%	1.7%	0.4%

Data Note: Income reported for July 1, 2022 represents annual income for the preceding year, expressed in current (2020) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2017 and 2022.



Household Income Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

2022 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,429	8,781	7,892	6,159	5,470	4,065	2,610
<\$15,000	316	940	863	661	872	645	615
\$15,000-\$24,999	215	803	662	475	556	638	746
\$25,000-\$34,999	168	766	561	402	421	491	323
\$35,000-\$49,999	195	1,082	862	690	561	531	300
\$50,000-\$74,999	258	1,902	1,486	1,246	939	680	282
\$75,000-\$99,999	154	1,358	1,203	946	728	420	188
\$100,000-\$149,999	79	1,320	1,510	1,045	866	399	100
\$150,000-\$199,999	33	405	469	467	353	161	41
\$200,000+	11	205	276	227	174	100	15
Median HH Income	\$35,873	\$58,011	\$64,571	\$64,824	\$56,613	\$41,153	\$23,832
Average HH Income	\$50,579	\$74,075	\$81,784	\$83,335	\$75,467	\$62,063	\$40,490
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	22.1%	10.7%	10.9%	10.7%	15.9%	15.9%	23.6%
\$15,000-\$24,999	15.0%	9.1%	8.4%	7.7%	10.2%	15.7%	28.6%
\$25,000-\$34,999	11.8%	8.7%	7.1%	6.5%	7.7%	12.1%	12.4%
\$35,000-\$49,999	13.6%	12.3%	10.9%	11.2%	10.3%	13.1%	11.5%
\$50,000-\$74,999	18.1%	21.7%	18.8%	20.2%	17.2%	16.7%	10.8%
\$75,000-\$99,999	10.8%	15.5%	15.2%	15.4%	13.3%	10.3%	7.2%
\$100,000-\$149,999	5.5%	15.0%	19.1%	17.0%	15.8%	9.8%	3.8%
\$150,000-\$199,999	2.3%	4.6%	5.9%	7.6%	6.5%	4.0%	1.6%
\$200,000+	0.8%	2.3%	3.5%	3.7%	3.2%	2.5%	0.6%

Data Note: Income reported for July 1, 2022 represents annual income for the preceding year, expressed in current (2020) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2017 and 2022.



Age by Sex Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Summary	Census 2010	2017	2022	2017-2022 Change	2017-2022 Annual Rate
Population	115,921	125,783	132,662	6,879	1.07%
Households	32,571	34,769	36,415	1,646	0.93%
Average Household Size	3.40	3.49	3.52	0.03	0.17%
Median Age	29.5	30.1	30.8	0.7	0.46%
Median Male Age	29.1	29.6	30.3	0.7	0.47%
Median Female Age	30.0	30.7	31.3	0.6	0.39%

Total Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
Total	115,921	100.0%	125,785	100.0%	132,660	100.0%
0 - 4	10,289	8.9%	11,191	8.9%	12,061	9.1%
5 - 9	10,263	8.9%	10,423	8.3%	11,267	8.5%
10 - 14	10,805	9.3%	9,974	7.9%	10,748	8.1%
15 - 19	10,524	9.1%	9,434	7.5%	9,353	7.1%
20 - 24	8,280	7.1%	10,149	8.1%	8,763	6.6%
25 - 29	8,642	7.5%	11,539	9.2%	12,047	9.1%
30 - 34	8,702	7.5%	9,870	7.8%	12,735	9.6%
35 - 39	8,403	7.2%	8,627	6.9%	10,119	7.6%
40 - 44	7,736	6.7%	7,680	6.1%	8,219	6.2%
45 - 49	7,428	6.4%	7,235	5.8%	6,908	5.2%
50 - 54	6,446	5.6%	6,827	5.4%	6,450	4.9%
55 - 59	5,084	4.4%	6,222	4.9%	5,970	4.5%
60 - 64	3,903	3.4%	5,092	4.0%	5,392	4.1%
65 - 69	2,956	2.6%	4,031	3.2%	4,388	3.3%
70 - 74	2,297	2.0%	2,937	2.3%	3,353	2.5%
75 - 79	1,781	1.5%	2,015	1.6%	2,285	1.7%
80 - 84	1,303	1.1%	1,342	1.1%	1,412	1.1%
85+	1,079	0.9%	1,197	1.0%	1,190	0.9%
18+	77,897	67.2%	88,395	70.3%	92,756	69.9%
21+	72,326	62.4%	82,739	65.8%	87,468	65.9%

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Age by Sex Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

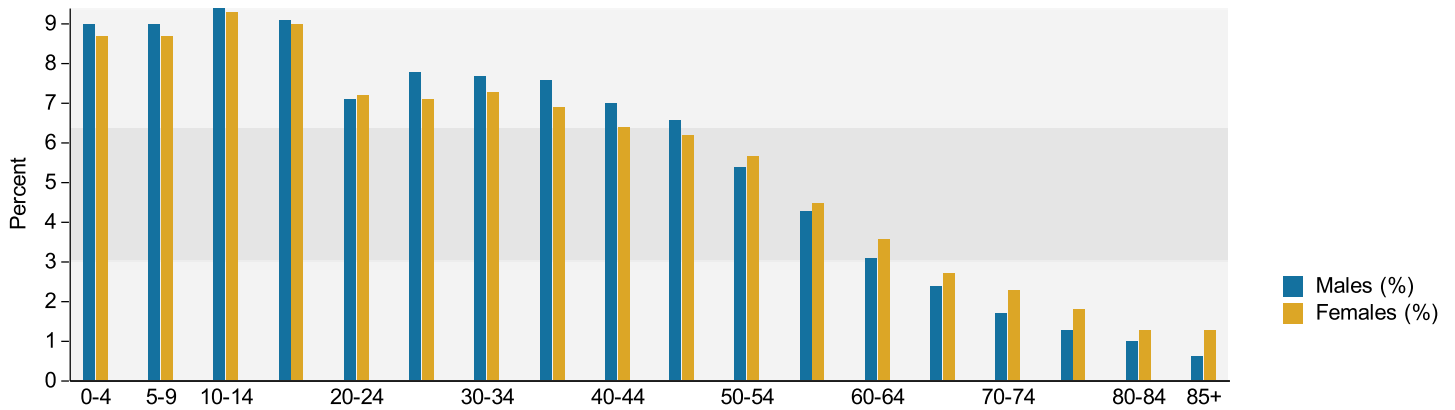
Prepared by Esri

Male Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
Total	58,083	100.0%	62,807	100.0%	66,283	100.0%
0 - 4	5,243	9.0%	5,702	9.1%	6,166	9.3%
5 - 9	5,250	9.0%	5,299	8.4%	5,751	8.7%
10 - 14	5,432	9.4%	5,092	8.1%	5,484	8.3%
15 - 19	5,304	9.1%	4,793	7.6%	4,785	7.2%
20 - 24	4,126	7.1%	5,086	8.1%	4,418	6.7%
25 - 29	4,514	7.8%	5,875	9.4%	6,101	9.2%
30 - 34	4,497	7.7%	5,195	8.3%	6,577	9.9%
35 - 39	4,389	7.6%	4,482	7.1%	5,280	8.0%
40 - 44	4,038	7.0%	3,881	6.2%	4,214	6.4%
45 - 49	3,829	6.6%	3,662	5.8%	3,462	5.2%
50 - 54	3,150	5.4%	3,355	5.3%	3,152	4.8%
55 - 59	2,485	4.3%	2,964	4.7%	2,879	4.3%
60 - 64	1,826	3.1%	2,393	3.8%	2,507	3.8%
65 - 69	1,372	2.4%	1,850	2.9%	2,012	3.0%
70 - 74	974	1.7%	1,294	2.1%	1,454	2.2%
75 - 79	763	1.3%	879	1.4%	1,003	1.5%
80 - 84	556	1.0%	576	0.9%	608	0.9%
85+	335	0.6%	429	0.7%	430	0.6%
18+	38,765	66.7%	43,762	69.7%	45,902	69.3%

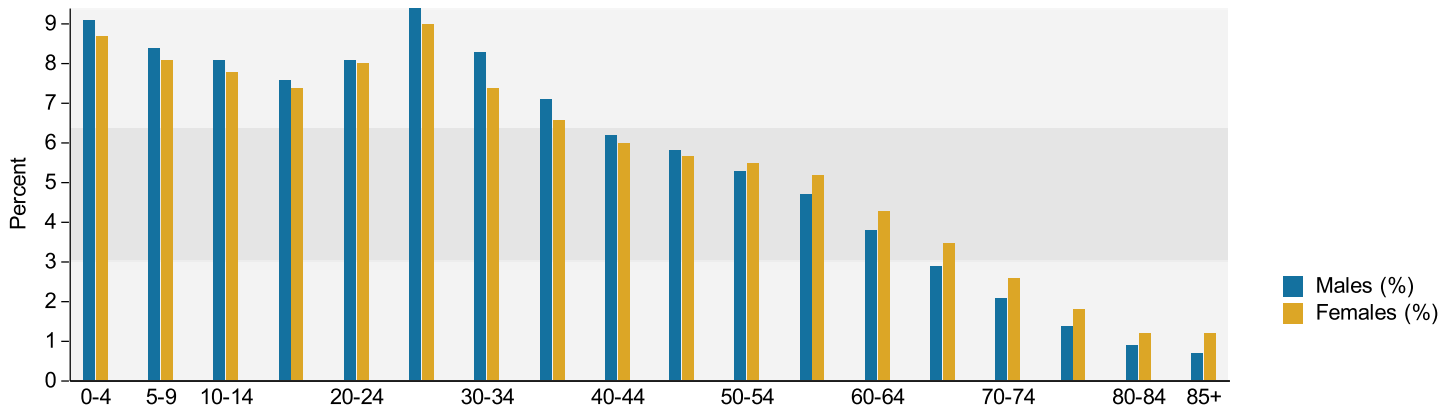
Female Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
Total	57,838	100.0%	62,978	100.0%	66,377	100.0%
0 - 4	5,046	8.7%	5,489	8.7%	5,895	8.9%
5 - 9	5,013	8.7%	5,124	8.1%	5,516	8.3%
10 - 14	5,373	9.3%	4,882	7.8%	5,264	7.9%
15 - 19	5,220	9.0%	4,641	7.4%	4,568	6.9%
20 - 24	4,154	7.2%	5,063	8.0%	4,345	6.5%
25 - 29	4,128	7.1%	5,664	9.0%	5,946	9.0%
30 - 34	4,205	7.3%	4,675	7.4%	6,158	9.3%
35 - 39	4,014	6.9%	4,145	6.6%	4,839	7.3%
40 - 44	3,698	6.4%	3,799	6.0%	4,005	6.0%
45 - 49	3,599	6.2%	3,573	5.7%	3,446	5.2%
50 - 54	3,296	5.7%	3,472	5.5%	3,298	5.0%
55 - 59	2,599	4.5%	3,258	5.2%	3,091	4.7%
60 - 64	2,077	3.6%	2,699	4.3%	2,885	4.3%
65 - 69	1,584	2.7%	2,181	3.5%	2,376	3.6%
70 - 74	1,323	2.3%	1,643	2.6%	1,899	2.9%
75 - 79	1,018	1.8%	1,136	1.8%	1,282	1.9%
80 - 84	747	1.3%	766	1.2%	804	1.2%
85+	744	1.3%	768	1.2%	760	1.1%
18+	39,132	67.7%	44,633	70.9%	46,854	70.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

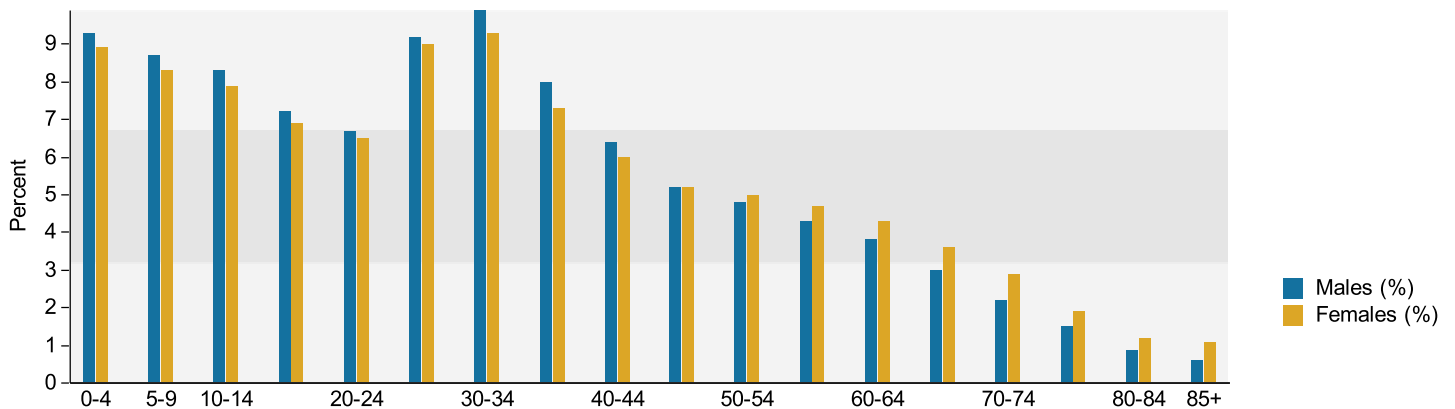
Census 2010 Population by Age and Sex



2017 Population by Age and Sex



2022 Population by Age and Sex



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Detailed Age Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

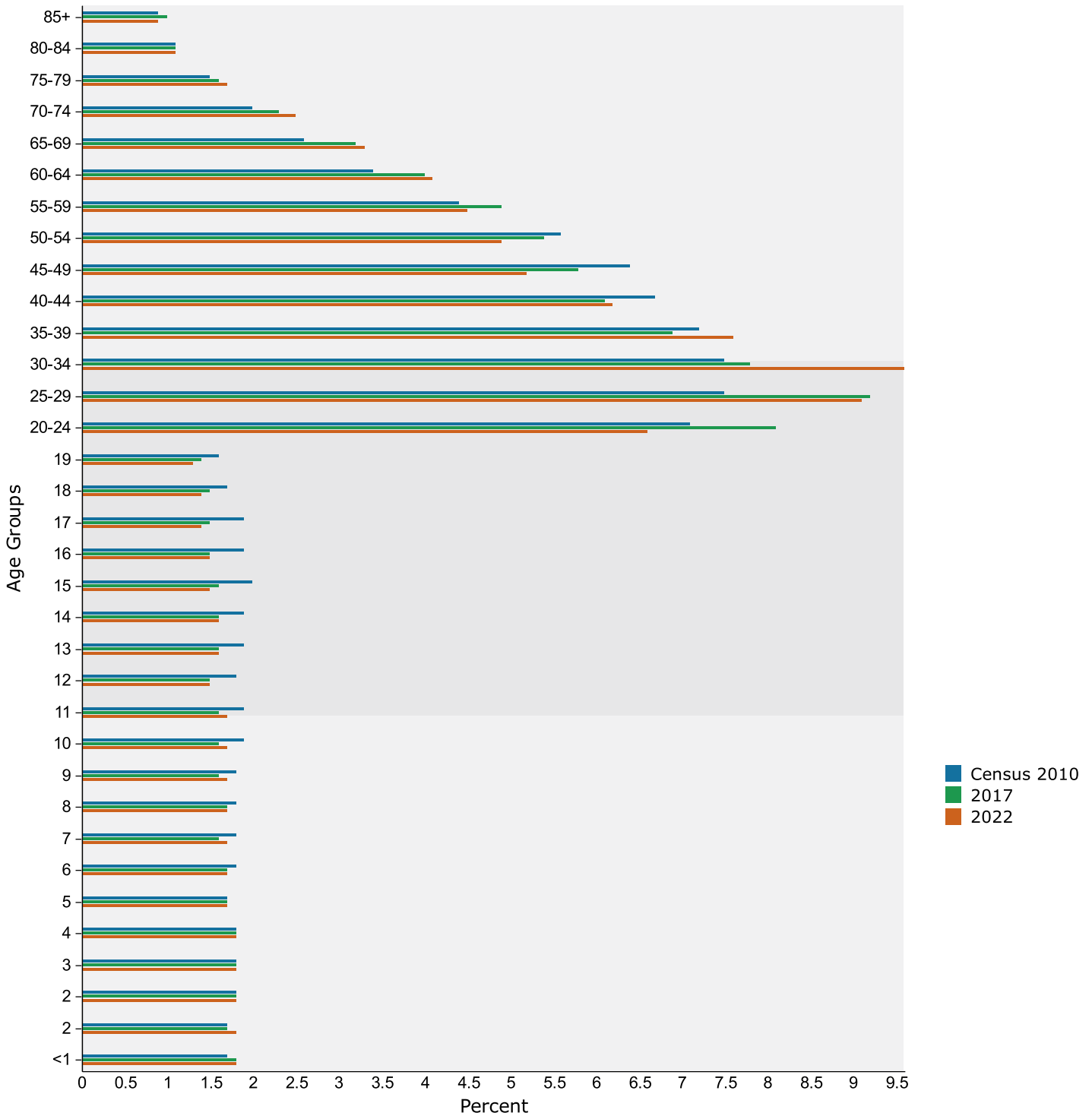
Prepared by Esri

Summary	Census 2010	2017	2022	2017-2022 Change	2017-2022 Annual Rate
Population	115,921	125,783	132,662	6,879	1.07%
Households	32,571	34,769	36,415	1,646	0.93%
Average Household Size	3.40	3.49	3.52	0.03	0.17%

Total Population by Detailed Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
Total	115,921	100.0%	125,784	100.0%	132,659	100.0%
<1	1,959	1.7%	2,232	1.8%	2,405	1.8%
1	2,005	1.7%	2,186	1.7%	2,348	1.8%
2	2,103	1.8%	2,267	1.8%	2,441	1.8%
3	2,087	1.8%	2,248	1.8%	2,427	1.8%
4	2,135	1.8%	2,259	1.8%	2,439	1.8%
5	2,013	1.7%	2,104	1.7%	2,258	1.7%
6	2,084	1.8%	2,097	1.7%	2,267	1.7%
7	2,051	1.8%	2,061	1.6%	2,225	1.7%
8	2,074	1.8%	2,113	1.7%	2,292	1.7%
9	2,041	1.8%	2,048	1.6%	2,224	1.7%
10	2,210	1.9%	2,053	1.6%	2,222	1.7%
11	2,147	1.9%	2,018	1.6%	2,192	1.7%
12	2,097	1.8%	1,895	1.5%	2,052	1.5%
13	2,197	1.9%	2,028	1.6%	2,183	1.6%
14	2,154	1.9%	1,979	1.6%	2,100	1.6%
15	2,288	2.0%	1,978	1.6%	1,999	1.5%
16	2,215	1.9%	1,939	1.5%	1,952	1.5%
17	2,164	1.9%	1,884	1.5%	1,877	1.4%
18	1,990	1.7%	1,840	1.5%	1,802	1.4%
19	1,867	1.6%	1,792	1.4%	1,723	1.3%
20 - 24	8,280	7.1%	10,149	8.1%	8,763	6.6%
25 - 29	8,642	7.5%	11,539	9.2%	12,047	9.1%
30 - 34	8,702	7.5%	9,870	7.8%	12,735	9.6%
35 - 39	8,403	7.2%	8,627	6.9%	10,119	7.6%
40 - 44	7,736	6.7%	7,680	6.1%	8,219	6.2%
45 - 49	7,428	6.4%	7,235	5.8%	6,908	5.2%
50 - 54	6,446	5.6%	6,827	5.4%	6,450	4.9%
55 - 59	5,084	4.4%	6,222	4.9%	5,970	4.5%
60 - 64	3,903	3.4%	5,092	4.0%	5,392	4.1%
65 - 69	2,956	2.6%	4,031	3.2%	4,388	3.3%
70 - 74	2,297	2.0%	2,937	2.3%	3,353	2.5%
75 - 79	1,781	1.5%	2,015	1.6%	2,285	1.7%
80 - 84	1,303	1.1%	1,342	1.1%	1,412	1.1%
85+	1,079	0.9%	1,197	1.0%	1,190	0.9%
<18	38,024	32.8%	37,389	29.7%	39,904	30.1%
18+	77,897	67.2%	88,395	70.3%	92,756	69.9%
21+	72,326	62.4%	82,739	65.8%	87,468	65.9%
Median Age	29.5		30.1		30.8	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Total Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Detailed Age Profile

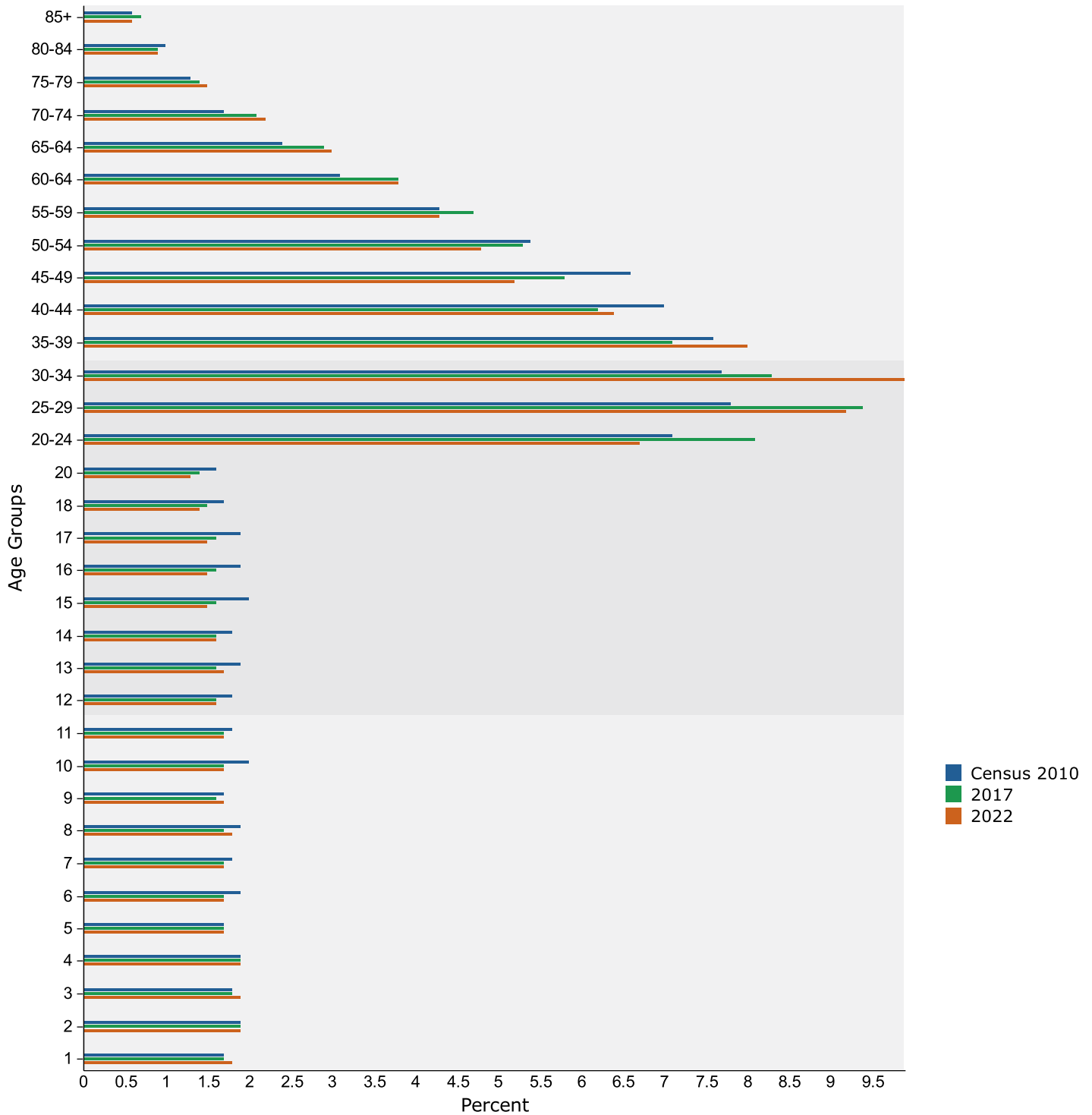
Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Male Population by Detailed Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
Total	58,083	100.0%	62,808	100.0%	66,283	100.0%
<1	970	1.7%	1,125	1.8%	1,212	1.8%
1	1,009	1.7%	1,095	1.7%	1,179	1.8%
2	1,100	1.9%	1,168	1.9%	1,264	1.9%
3	1,044	1.8%	1,141	1.8%	1,234	1.9%
4	1,120	1.9%	1,175	1.9%	1,276	1.9%
5	1,001	1.7%	1,054	1.7%	1,135	1.7%
6	1,079	1.9%	1,068	1.7%	1,157	1.7%
7	1,062	1.8%	1,054	1.7%	1,140	1.7%
8	1,098	1.9%	1,097	1.7%	1,196	1.8%
9	1,010	1.7%	1,026	1.6%	1,123	1.7%
10	1,155	2.0%	1,058	1.7%	1,144	1.7%
11	1,068	1.8%	1,039	1.7%	1,128	1.7%
12	1,064	1.8%	974	1.6%	1,055	1.6%
13	1,092	1.9%	1,023	1.6%	1,100	1.7%
14	1,053	1.8%	998	1.6%	1,058	1.6%
15	1,164	2.0%	991	1.6%	1,000	1.5%
16	1,108	1.9%	982	1.6%	999	1.5%
17	1,121	1.9%	978	1.6%	981	1.5%
18	964	1.7%	943	1.5%	932	1.4%
19	947	1.6%	898	1.4%	873	1.3%
20 - 24	4,126	7.1%	5,086	8.1%	4,418	6.7%
25 - 29	4,514	7.8%	5,875	9.4%	6,101	9.2%
30 - 34	4,497	7.7%	5,195	8.3%	6,577	9.9%
35 - 39	4,389	7.6%	4,482	7.1%	5,280	8.0%
40 - 44	4,038	7.0%	3,881	6.2%	4,214	6.4%
45 - 49	3,829	6.6%	3,662	5.8%	3,462	5.2%
50 - 54	3,150	5.4%	3,355	5.3%	3,152	4.8%
55 - 59	2,485	4.3%	2,964	4.7%	2,879	4.3%
60 - 64	1,826	3.1%	2,393	3.8%	2,507	3.8%
65 - 69	1,372	2.4%	1,850	2.9%	2,012	3.0%
70 - 74	974	1.7%	1,294	2.1%	1,454	2.2%
75 - 79	763	1.3%	879	1.4%	1,003	1.5%
80 - 84	556	1.0%	576	0.9%	608	0.9%
85+	335	0.6%	429	0.7%	430	0.6%
<18	19,318	33.3%	19,044	30.3%	20,381	30.7%
18+	38,765	66.7%	43,762	69.7%	45,902	69.3%
21+	36,018	62.0%	40,907	65.1%	43,210	65.2%
Median Age	29.1		29.6		30.3	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Male Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Detailed Age Profile

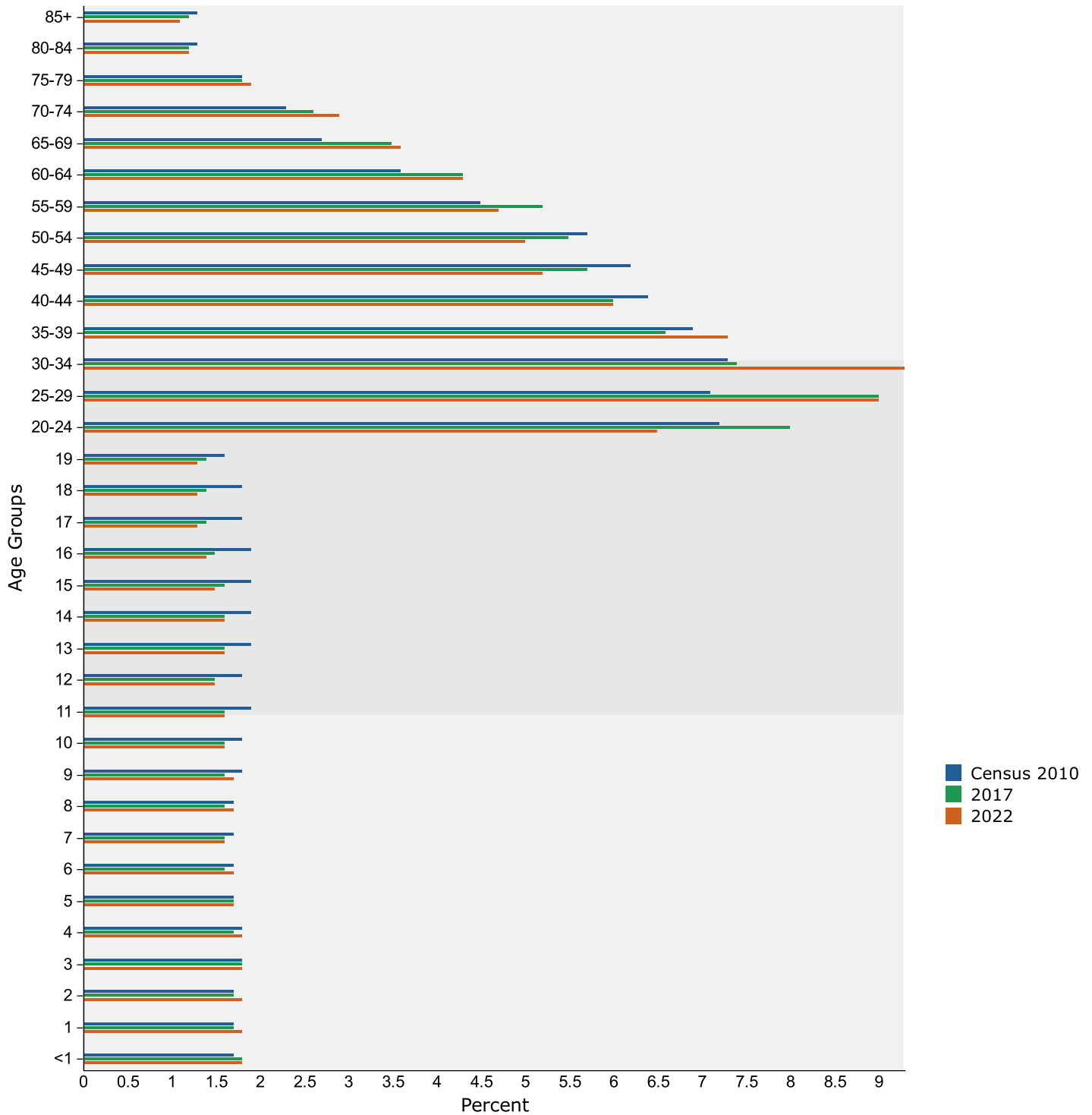
Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Female Population by Detailed Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
Total	57,838	100.0%	62,976	100.0%	66,376	100.0%
<1	989	1.7%	1,107	1.8%	1,193	1.8%
1	996	1.7%	1,091	1.7%	1,169	1.8%
2	1,003	1.7%	1,099	1.7%	1,177	1.8%
3	1,043	1.8%	1,107	1.8%	1,193	1.8%
4	1,015	1.8%	1,084	1.7%	1,163	1.8%
5	1,012	1.7%	1,050	1.7%	1,123	1.7%
6	1,005	1.7%	1,029	1.6%	1,110	1.7%
7	989	1.7%	1,007	1.6%	1,085	1.6%
8	976	1.7%	1,016	1.6%	1,096	1.7%
9	1,031	1.8%	1,022	1.6%	1,101	1.7%
10	1,055	1.8%	995	1.6%	1,078	1.6%
11	1,079	1.9%	979	1.6%	1,064	1.6%
12	1,033	1.8%	921	1.5%	997	1.5%
13	1,105	1.9%	1,005	1.6%	1,083	1.6%
14	1,101	1.9%	981	1.6%	1,042	1.6%
15	1,124	1.9%	987	1.6%	999	1.5%
16	1,107	1.9%	957	1.5%	953	1.4%
17	1,043	1.8%	906	1.4%	896	1.3%
18	1,026	1.8%	897	1.4%	870	1.3%
19	920	1.6%	894	1.4%	850	1.3%
20 - 24	4,154	7.2%	5,063	8.0%	4,345	6.5%
25 - 29	4,128	7.1%	5,664	9.0%	5,946	9.0%
30 - 34	4,205	7.3%	4,675	7.4%	6,158	9.3%
35 - 39	4,014	6.9%	4,145	6.6%	4,839	7.3%
40 - 44	3,698	6.4%	3,799	6.0%	4,005	6.0%
45 - 49	3,599	6.2%	3,573	5.7%	3,446	5.2%
50 - 54	3,296	5.7%	3,472	5.5%	3,298	5.0%
55 - 59	2,599	4.5%	3,258	5.2%	3,091	4.7%
60 - 64	2,077	3.6%	2,699	4.3%	2,885	4.3%
65 - 69	1,584	2.7%	2,181	3.5%	2,376	3.6%
70 - 74	1,323	2.3%	1,643	2.6%	1,899	2.9%
75 - 79	1,018	1.8%	1,136	1.8%	1,282	1.9%
80 - 84	747	1.3%	766	1.2%	804	1.2%
85+	744	1.3%	768	1.2%	760	1.1%
<18	18,706	32.3%	18,345	29.1%	19,523	29.4%
18+	39,132	67.7%	44,633	70.9%	46,854	70.6%
21+	36,308	62.8%	41,832	66.4%	44,258	66.7%
Median Age	30.0		30.7		31.3	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Female Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Age 50+ Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

Demographic Summary	Census 2010			2017			2022		
	Number	% of 50+	% of Total Pop	Number	% of 50+	% of Total Pop	Change	Annual Rate	
Total Population	115,921			125,783			132,662	6,879	1.07%
Population 50+	24,849			29,663			30,440	777	0.52%
Median Age	29.5			30.1			30.8	0.7	0.46%
Households	32,571			34,769			36,415	1,646	0.93%
% Householders 55+	31.0%			34.0%			33.4%	-0.6	-0.36%
Total Owner-Occupied Housing Units	20,142			20,779			21,659	880	0.83%
Total Renter-Occupied Housing Units	12,429			13,990			14,756	766	1.07%
Owner/Renter Ratio (per 100 renters)	1.6			1.5			1.5	0.0	0.00%
Median Home Value	-			\$182,830			\$276,053	\$93,223	8.59%
Average Home Value	-			\$214,378			\$281,550	\$67,172	5.60%
Median Household Income	-			\$53,182			\$54,953	\$1,771	0.66%
Median Household Income for Householder 55+	-			\$42,616			\$42,157	-\$459	-0.22%

Population by Age and Sex						
Male Population	Census 2010		2017		2022	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	11,461	100.0%	13,740	100.0%	14,045	100.0%
50-54	3,150	27.5%	3,355	24.4%	3,152	22.4%
55-59	2,485	21.7%	2,964	21.6%	2,879	20.5%
60-64	1,826	15.9%	2,393	17.4%	2,507	17.8%
65-69	1,372	12.0%	1,850	13.5%	2,012	14.3%
70-74	974	8.5%	1,294	9.4%	1,454	10.4%
75-79	763	6.7%	879	6.4%	1,003	7.1%
80-84	556	4.9%	576	4.2%	608	4.3%
85+	335	2.9%	429	3.1%	430	3.1%

Female Population	Census 2010		2017		2022	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	13,388	100.0%	15,923	100.0%	16,395	100.0%
50-54	3,296	24.6%	3,472	21.8%	3,298	20.1%
55-59	2,599	19.4%	3,258	20.5%	3,091	18.9%
60-64	2,077	15.5%	2,699	17.0%	2,885	17.6%
65-69	1,584	11.8%	2,181	13.7%	2,376	14.5%
70-74	1,323	9.9%	1,643	10.3%	1,899	11.6%
75-79	1,018	7.6%	1,136	7.1%	1,282	7.8%
80-84	747	5.6%	766	4.8%	804	4.9%
85+	744	5.6%	768	4.8%	760	4.6%

Total Population	Census 2010		2017		2022	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	24,849	21.4%	29,663	23.6%	30,440	22.9%
50-54	6,446	5.6%	6,827	5.4%	6,450	4.9%
55-59	5,084	4.4%	6,222	4.9%	5,970	4.5%
60-64	3,903	3.4%	5,092	4.0%	5,392	4.1%
65-69	2,956	2.6%	4,031	3.2%	4,388	3.3%
70-74	2,297	2.0%	2,937	2.3%	3,353	2.5%
75-79	1,781	1.5%	2,015	1.6%	2,285	1.7%
80-84	1,303	1.1%	1,342	1.1%	1,412	1.1%
85+	1,079	0.9%	1,197	1.0%	1,190	0.9%
65+	9,416	8.1%	11,522	9.2%	12,628	9.5%
75+	4,163	3.6%	4,554	3.6%	4,887	3.7%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Age 50+ Profile

Victorville City, CA
 Victorville City, CA (0682590)
 Geography: Place

Prepared by Esri

2017 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	5,568	100%	3,744	100%	2,496	100%	11,808	100%
<\$15,000	835	15.0%	551	14.7%	545	21.8%	1,931	16.4%
\$15,000-\$24,999	565	10.1%	586	15.7%	706	28.3%	1,857	15.7%
\$25,000-\$34,999	454	8.2%	468	12.5%	318	12.7%	1,240	10.5%
\$35,000-\$49,999	650	11.7%	532	14.2%	321	12.9%	1,503	12.7%
\$50,000-\$74,999	1,114	20.0%	724	19.3%	317	12.7%	2,155	18.3%
\$75,000-\$99,999	753	13.5%	385	10.3%	169	6.8%	1,307	11.1%
\$100,000-\$149,999	786	14.1%	326	8.7%	81	3.2%	1,193	10.1%
\$150,000-\$199,999	270	4.8%	109	2.9%	28	1.1%	407	3.4%
\$200,000+	141	2.5%	63	1.7%	11	0.4%	215	1.8%
Median HH Income	\$54,490		\$41,332		\$24,932		\$42,616	
Average HH Income	\$67,808		\$55,889		\$38,178		\$57,766	

2022 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	5,470	100%	4,065	100%	2,610	100%	12,145	100%
<\$15,000	872	15.9%	645	15.9%	615	23.6%	2,132	17.6%
\$15,000-\$24,999	556	10.2%	638	15.7%	746	28.6%	1,940	16.0%
\$25,000-\$34,999	421	7.7%	491	12.1%	323	12.4%	1,235	10.2%
\$35,000-\$49,999	561	10.3%	531	13.1%	300	11.5%	1,392	11.5%
\$50,000-\$74,999	939	17.2%	680	16.7%	282	10.8%	1,901	15.7%
\$75,000-\$99,999	728	13.3%	420	10.3%	188	7.2%	1,336	11.0%
\$100,000-\$149,999	866	15.8%	399	9.8%	100	3.8%	1,365	11.2%
\$150,000-\$199,999	353	6.5%	161	4.0%	41	1.6%	555	4.6%
\$200,000+	174	3.2%	100	2.5%	15	0.6%	289	2.4%
Median HH Income	\$56,613		\$41,153		\$23,832		\$42,157	
Average HH Income	\$75,467		\$62,063		\$40,490		\$63,464	

Data Note: Income is reported for households as of July 1, 2017 and represents annual income for the preceding year, expressed in 2016 dollars. Income is reported for households as of July 1, 2022 and represents annual income for the preceding year, expressed in 2021 dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Age 50+ Profile

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 Geography: Place

Prepared by Esri

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	10,085	100.0%	31.0%
Family Households	6,724	66.7%	20.6%
Householder Age 55-64	3,477	34.5%	10.7%
Householder Age 65-74	1,959	19.4%	6.0%
Householder Age 75-84	1,062	10.5%	3.3%
Householder Age 85+	226	2.2%	0.7%
Nonfamily Households	3,361	33.3%	10.3%
Householder Age 55-64	1,205	11.9%	3.7%
Householder Age 65-74	1,049	10.4%	3.2%
Householder Age 75-84	774	7.7%	2.4%
Householder Age 85+	333	3.3%	1.0%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	10,085	100.0%	31.0%
Owner Occupied Housing Units	7,624	75.6%	23.4%
Householder Age 55-64	3,476	34.5%	10.7%
Householder Age 65-74	2,280	22.6%	7.0%
Householder Age 75-84	1,480	14.7%	4.5%
Householder Age 85+	388	3.8%	1.2%
Renter Occupied Housing Units	2,461	24.4%	7.6%
Householder Age 55-64	1,206	12.0%	3.7%
Householder Age 65-74	728	7.2%	2.2%
Householder Age 75-84	356	3.5%	1.1%
Householder Age 85+	171	1.7%	0.5%

Data Note: A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.