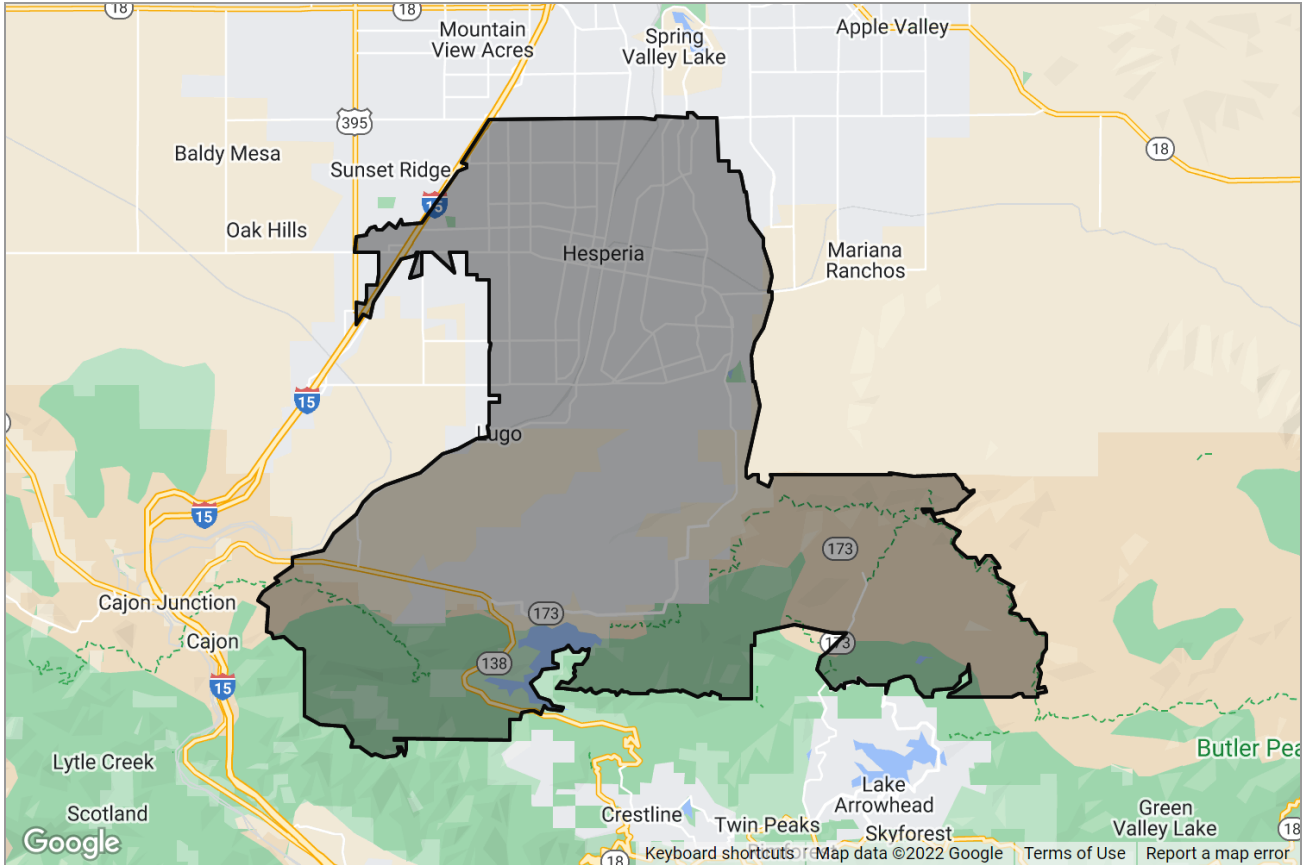




COMMERCIAL TRADE AREA REPORT

# Hesperia, CA 92345



Presented by

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**Smoke Tree Commercial**  
1590 Adams Ave #1664  
Costa Mesa, CA 92628

## Criteria Used for Analysis

2021 Income (Esri):  
**Median Household Income**  
**\$55,921**

2021 Age: 5 Year Increments (Esri):  
**Median Age**  
**32.0**

2021 Key Demographic Indicators (Esri):  
**Total Population**  
**85,275**

2021 Tapestry Market Segmentation (Households):  
**1st Dominant Segment**  
**Urban Edge Families**

## Consumer Segmentation

### Life Mode

What are the people like that live in this area?

**Sprouting Explorers**  
Young homeowners with families

### Urbanization

Where do people like this usually live?

**Urban Periphery**  
City life for starting families with single-family homes

### Top Tapestry Segments

	<b>Urban Edge Families</b>	<b>Urban Villages</b>	<b>Metro Fusion</b>	<b>Home Improvement</b>	<b>Forging Opportunity</b>
<b>% of Households</b>	9,183 (36.5%)	2,381 (9.5%)	2,301 (9.1%)	2,088 (8.3%)	1,657 (6.6%)
<b>Lifestyle Group</b>	Sprouting Explorers	Sprouting Explorers	Midtown Singles	Family Landscapes	Sprouting Explorers
<b>Urbanization Group</b>	Urban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery	Urban Periphery
<b>Residence Type</b>	Single Family	Single Family	Multi-Unit Rentals; Single Family	Single Family	Single Family
<b>Household Type</b>	Married Couples	Married Couples	Singles	Married Couples	Married Couples
<b>Average Household Size</b>	3.18	3.77	2.65	2.85	3.62
<b>Median Age</b>	33.2	34.6	29.7	38.4	29.5
<b>Diversity Index</b>	84.8	86.2	85.4	67.9	80.8
<b>Median Household Income</b>	\$57,400	\$75,600	\$41,700	\$79,800	\$46,000
<b>Median Net Worth</b>	\$100,700	\$178,900	\$13,800	\$239,100	\$60,600
<b>Median Home Value</b>	\$216,000	\$429,900	\$191,500	\$248,400	\$144,300
<b>Homeownership</b>	66.7 %	70.9 %	26.9 %	81 %	62 %
<b>Employment</b>	Services or Professional	Services or Professional	Professional or Services	Professional or Mgmt/Bus/Financial	Services or Transport/Material Moving
<b>Education</b>	High School Diploma	High School Diploma	High School Diploma	Some College No Degree	High School Diploma
<b>Preferred Activities</b>	Family outings to theme parks are popular. Residents favor fast-food dining places.	Leisure focused on family activities. Fashion matters, spend liberally on new clothes.	Football and weight lifting are popular activities. Look to impress with fashion and electronics.	Spend heavily on eating out. Shop warehouse/club, home improvement stores.	Shop at discount and department stores. Subscribe to satellite TV to watch their favorite programs.
<b>Financial</b>	Spend money carefully; buy necessities	Saving is more limited than spending	Spend on what's hot unless saving for something specific	Paying off student loans and home mortgages	Balance their budgets carefully by spending only on necessities
<b>Media</b>	Listen to Hispanic radio, use the Internet for socializing	Media preferences vary	Listen to R&B, rap, Latin, reggae music	Enjoy working on home improvement projects	Magazines are extremely popular sources of news and information
<b>Vehicle</b>	One or two vehicles	Own late model compact cars/SUVs	Owns used vehicles	Own minivan, SUV	Own 1-2 vehicles; carpool

## About this segment

# Urban Edge Families

This is the

# #1

dominant segment  
for this area

In this area

# 36.5%

of households fall  
into this segment

In the United States

# 1.5%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

### Our Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multigenerational homes are common. Average household size is higher at 3.19. Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room. Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs. Three quarters of all housing were built 1970 or later. Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West. Most households have one or two vehicles available and a longer commute to work.

### Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP. Cell phones are preferred over landlines. Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV. Residents listen to urban or Hispanic radio. During the summer, family outings to theme parks are especially popular.

### Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university. Labor force participation is higher at 66%. Most Urban Edge Families residents derive income from wages or salaries. They tend to spend money carefully and focus more on necessities. They are captivated by new technology, particularly feature-rich smartphones. Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

## About this segment

# Urban Villages

This is the

# #2

dominant segment  
for this area

In this area

# 9.5%

of households fall  
into this segment

In the United States

# 1.0%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Urban Villages residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

### Our Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets. Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.78. Homes are older, primarily single family, with a higher median value of \$325,100 and a lower vacancy rate of 4.7%.

### Socioeconomic Traits

- This market includes recent immigrants and some language barriers. Education: more than half the population aged 25 or older have a high school diploma or some college. Labor force participation rate higher than the US. Brand conscious but not necessarily brand loyal; open to trying new things. Status-conscious consumers; choices reflect their youth, attention to style and pursuit of trends. Comfortable with technology and interested in the latest innovations.

### Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family. Saving is more limited than spending in this young market. They carry credit cards, but banking is basic. They are likely to pay bills in person or online. Media preferences vary. Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

## About this segment

# Metro Fusion

This is the  
**#3**  
dominant segment  
for this area

In this area  
**9.1%**  
of households fall  
into this segment

In the United States  
**1.4%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives.

### Our Neighborhood

- Over 60% of the homes are multiunit structures located in the urban periphery. Three quarters of residents are renters, and rents are about thirteen percent less than the US average. Most housing units were built before 1990. Single-parent and single-person households make up over half of all households.

### Socioeconomic Traits

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology. They work hard to advance in their professions, including working weekends. They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands. They spend money readily on what's hot unless saving for something specific. Social status is very important; they look to impress with fashion and electronics.

### Market Profile

- Enjoy watching MTV, Spanish TV networks, and Tru TV. Listen to R&B, rap, Latin, and urban music. Football and weight lifting are popular activities. Shop at discount grocery stores, Family Dollar, and Walmart. Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

About this segment

## Home Improvement

This is the

**#4**

dominant segment  
for this area

In this area

**8.3%**

of households fall  
into this segment

In the United States

**1.7%**

of households fall  
into this segment

An overview of who makes up this segment across the United States

### Who We Are

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters.

Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

### Our Neighborhood

- These are low density suburban neighborhoods. Eight of every 10 homes are traditional single-family dwellings, owner occupied. Majority of the homes were built between 1970 and 2000. More than half of the households consist of married-couple families; another 12% include single-parent families.

### Socioeconomic Traits

- Higher participation in the labor force; most households have 2+ workers. Cautious consumers that do their research before buying, they protect their investments. Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store). They are paying off student loans and home mortgages. They spend heavily on eating out, at both fast-food and family restaurants. They like to work from home, when possible.

### Market Profile

- Enjoy working on home improvement projects and watching DIY networks. Make frequent trips to warehouse club and home improvement stores in their minivan or SUV. Own a giant screen TV with fiber-optic connection and premium cable; rent movies from Netflix. Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device. Enjoy dining at Chili's, Chick-fil-A, and KFC. Frequently buy children's clothes and toys.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

About this segment

## Forging Opportunity

This is the

**#5**

dominant segment  
for this area

In this area

**6.6%**

of households fall  
into this segment

In the United States

**1.0%**

of households fall  
into this segment

An overview of who makes up this segment across the United States

### Who We Are

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

### Our Neighborhood

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62. While most residents live in single-family homes, almost 10% of householders reside in mobile home parks. Homes are owner occupied, with slightly higher monthly costs but fewer mortgages. Most are older homes, nearly 60% built from 1950 to 1989. Most households have one or two vehicles; many commuters car pool or walk to work. Forging Opportunity residents live within the urban periphery of larger metropolitan areas across the South and West.

### Market Profile

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products. Many households subscribe to satellite television to watch their favorite programs. Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

### Socioeconomic Traits

- While a majority finished high school, over 40% have not. Labor force participation is slightly lower at 61%. More than one in four households is below the poverty level. Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out. Many have no financial investments or retirement savings, but they have their homes.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

# Hesperia, CA 92345: Population Comparison

## Total Population

This chart shows the total population in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



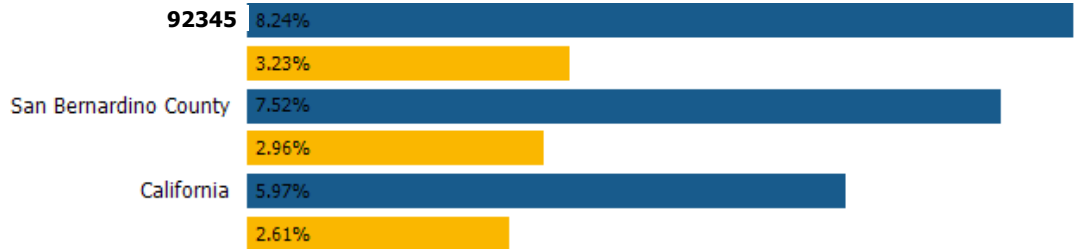
## Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 92345





## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Hesperia, CA 92345: Age Comparison

### Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



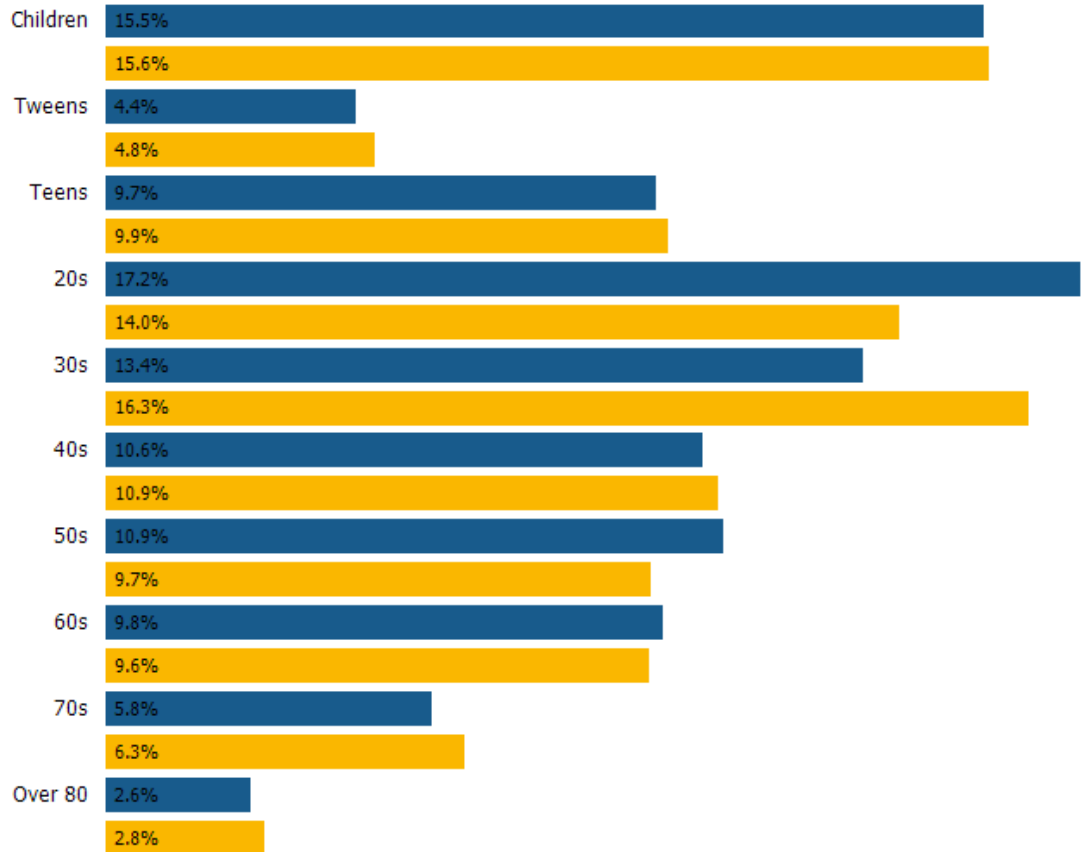
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Hesperia, CA 92345: Marital Status Comparison

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Hesperia, CA 92345: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



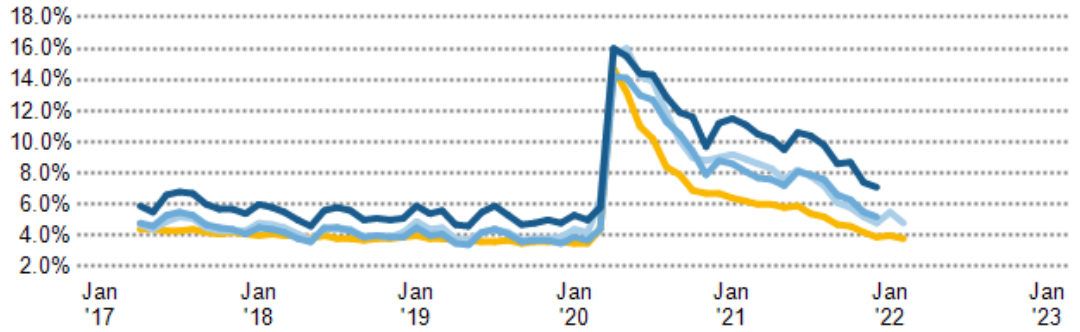
## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Hesperia
- San Bernardino County
- California
- USA

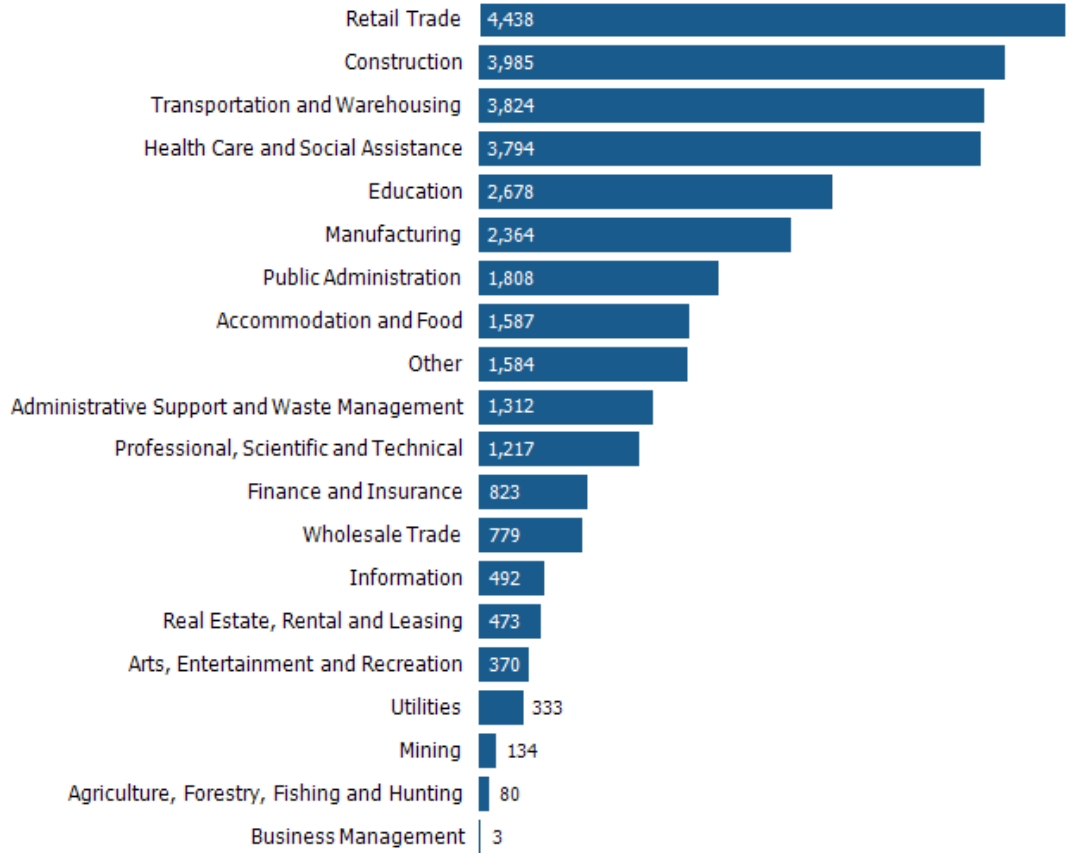


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually



## Hesperia, CA 92345: Education Comparison

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Associate Degree

**92345**

7.3%

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

San Bernardino County

8.4%

California

7.9%

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

## Bachelor's Degree

**92345**

7.2%

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

San Bernardino County

14.6%

California

22.3%

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

## Grad/Professional Degree

**92345**

3.9%

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

San Bernardino County

7.9%

California

13.4%

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

## Hesperia, CA 92345: Commute Comparison

### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 92345



### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 92345





## Hesperia, CA 92345: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



### 12 mo. Change in Median Listing Price

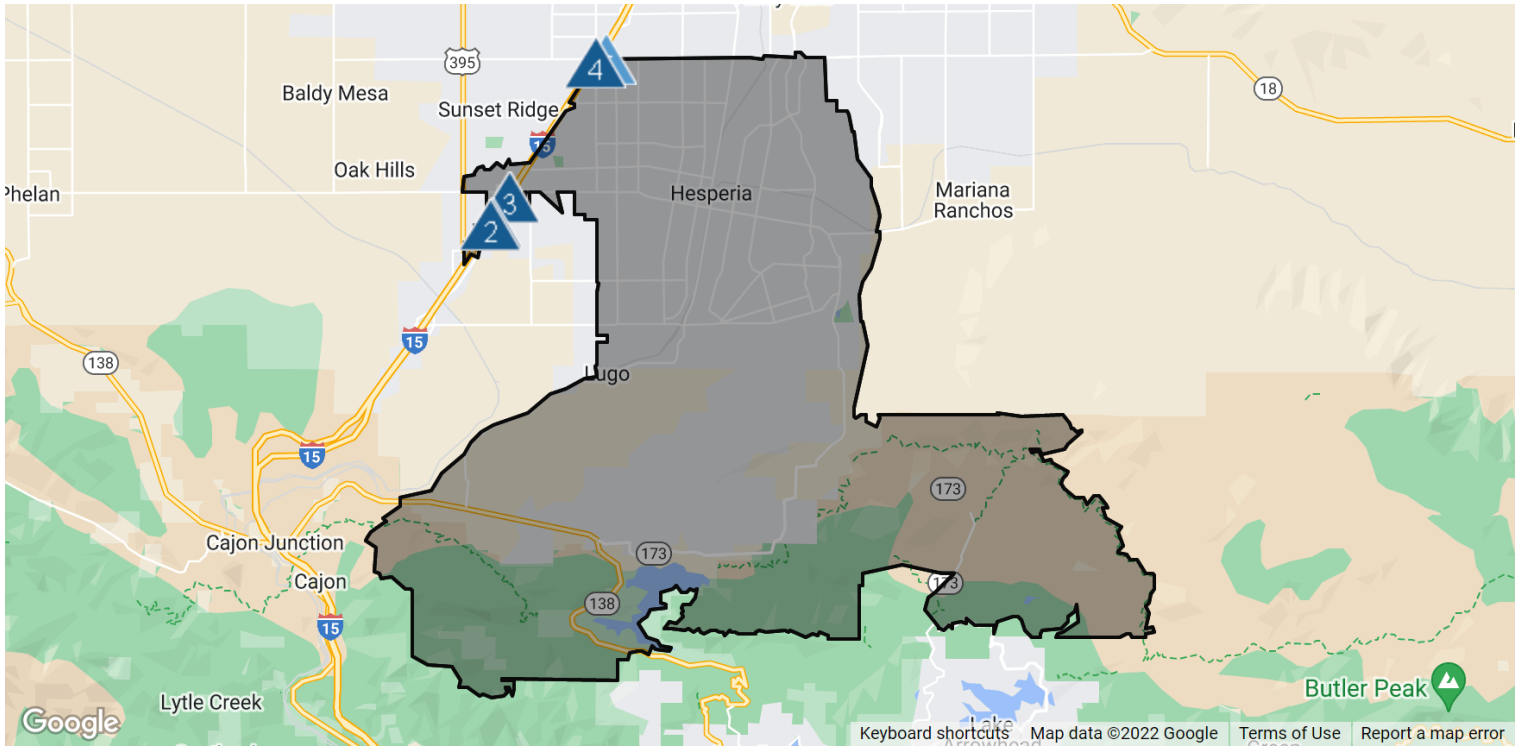
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



# Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

**1**  
**129,301**

2021 Est. daily traffic counts

Street: 15  
Cross: Poplar St  
Cross Dir: SW  
Dist: 0.13 miles

Historical counts

Year	Count	Type
2018 ▲	126,000	AADT

**2**  
**119,308**

2021 Est. daily traffic counts

Street: I- 15  
Cross: Joshua St  
Cross Dir: SW  
Dist: 0.8 miles

Historical counts

Year	Count	Type
2012 ▲	104,000	AADT
2010 ▲	104,000	AADT
2007 ▲	111,000	ADT
2005 ▲	111,000	AADT
2004 ▲	103,000	AADT

**3**  
**118,012**

2021 Est. daily traffic counts

Street: 15  
Cross: Coyote Trl  
Cross Dir: SW  
Dist: 0.14 miles

Historical counts

Year	Count	Type
2018 ▲	115,000	AADT

**4**  
**104,672**

2021 Est. daily traffic counts

Street: 15  
Cross: Maple Ave  
Cross Dir: S  
Dist: 0.1 miles

Historical counts

Year	Count	Type
2018 ▲	102,000	AADT

**5**  
**68,186**

2021 Est. daily traffic counts

Street: Bear Valley Cutoff  
Cross: Mariposa Rd  
Cross Dir: E  
Dist: 0.02 miles

Historical counts

Year	Count	Type
2009 ▲	62,693	AADT
2005 ▲	71,133	ADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)

## About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

