
Hospitality Lane Corridor

San Bernardino, CA

Market Overview





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Data. Source: Experian Marketing Services





Summary

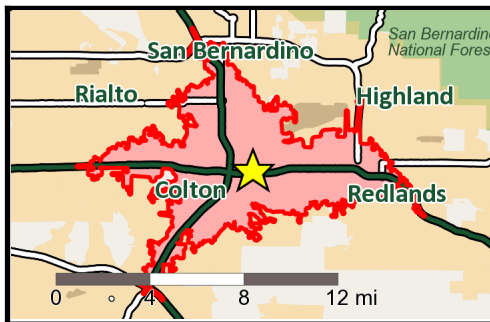
This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of San Bernardino, CA. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in San Bernardino.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Interactive Guide](#).

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

10-Minute Trade Area Overview



Demographic Highlights

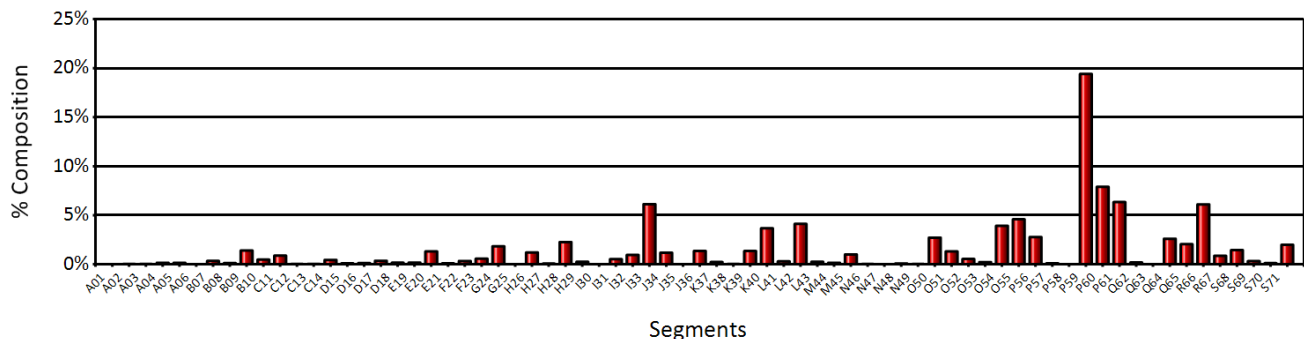
Population (Pop): 171,281	Pop Growth ('00 - '10): 10.1%
Workplace Pop: 126,042	Proj Growth ('13 - '18): 1.0%
Households (HH): 51,974	HH Growth ('00 - '10): 4.4%
Median HH Income: \$41,017	Proj Growth ('13 - '18): 2.3%

Top Household Segments

P59: Expanding Horizons

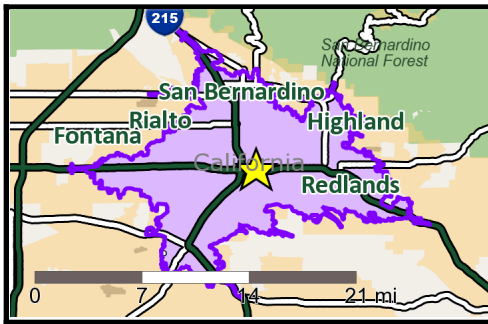
P60: Striving Forward

P61: Humble Beginnings





15-Minute Trade Area Overview



Demographic Highlights

Population (Pop): 493,241

Pop Growth ('00 - '10): 11.9%

Workplace Pop: 244,690

Proj Growth ('13 - '18): 1.4%

Households (HH): 145,725

HH Growth ('00 - '10): 5.0%

Median HH Income: \$44,544

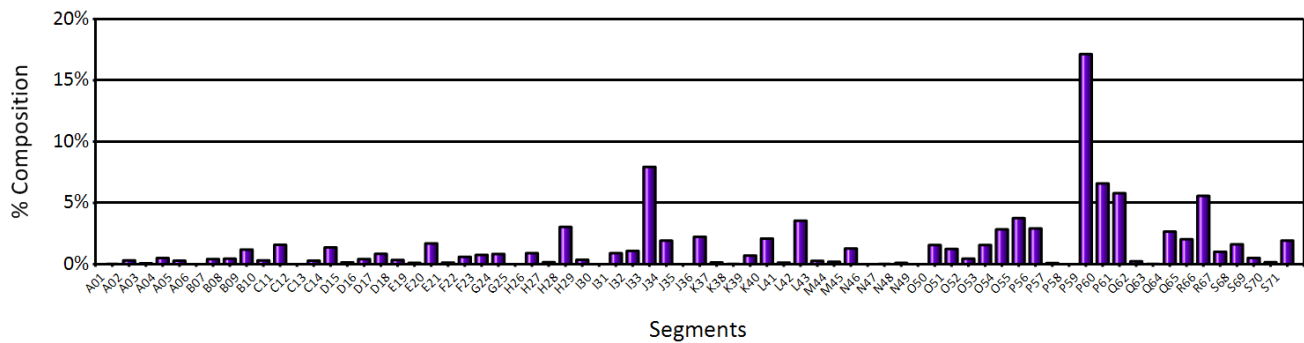
Proj Growth ('13 - '18): 2.6%

Top Household Segments

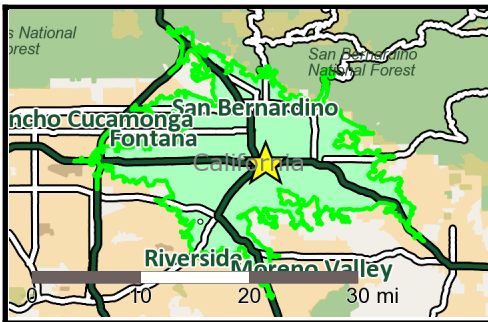
P59: Expanding Horizons

I33: Balance & Harmony

P60: Striving Forward



20-Minute Trade Area Overview



Demographic Highlights

Population (Pop): 862,408

Pop Growth ('00 - '10): 14.4%

Workplace Pop: 351,526

Proj Growth ('13 - '18): 2.2%

Households (HH): 248,979

HH Growth ('00 - '10): 7.6%

Median HH Income: \$48,375

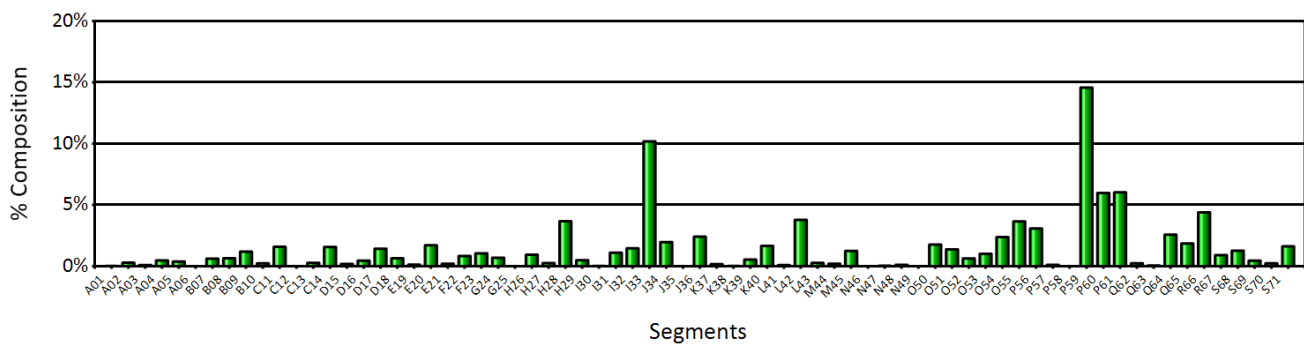
Proj Growth ('13 - '18): 3.5%

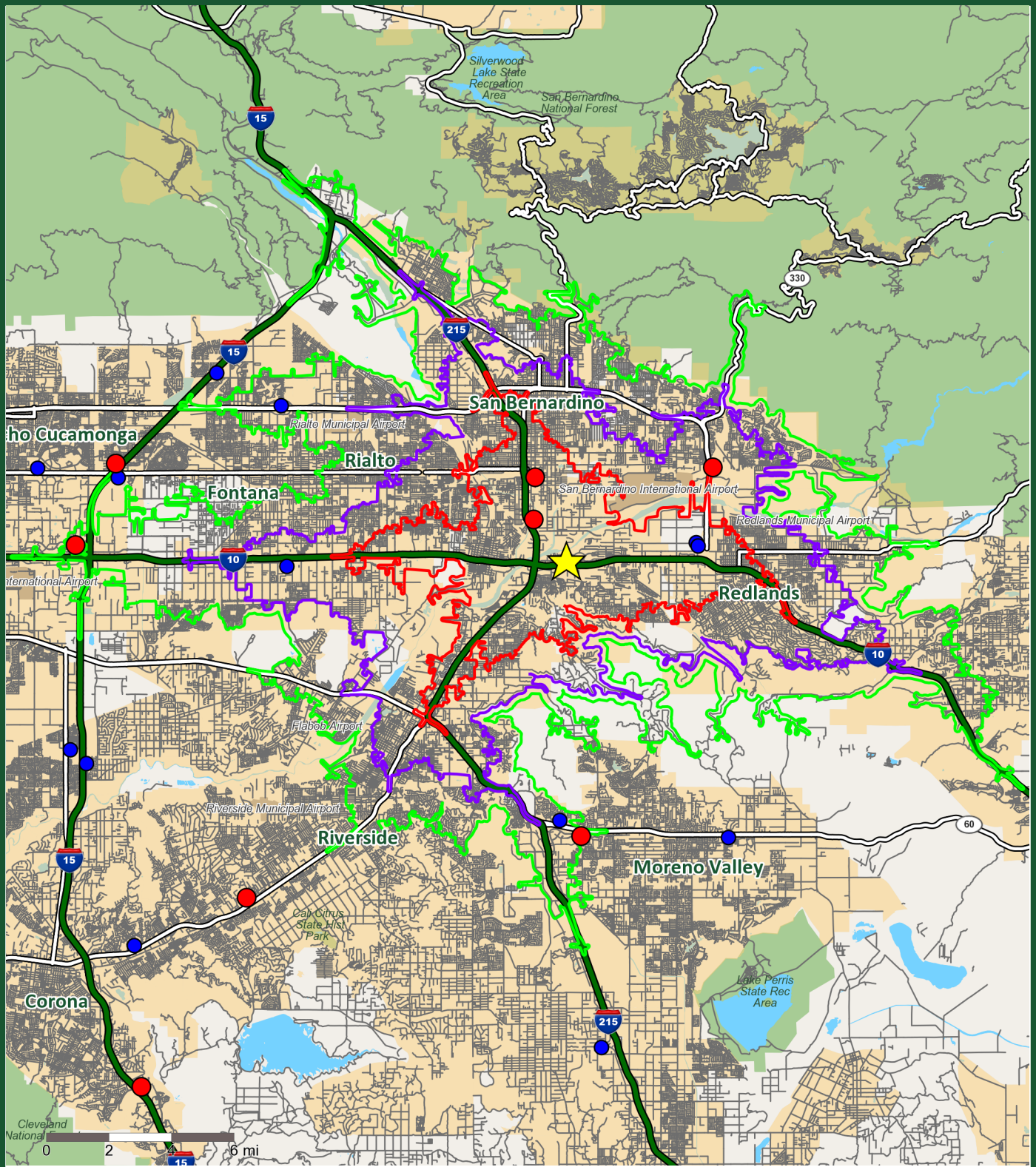
Top Household Segments

P59: Expanding Horizons

I33: Balance & Harmony

P61: Humble Beginnings



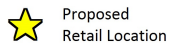


San Bernardino, CA: Trade Areas



Retail Centers

- GLA in thousands
- 800+
 - 400 to 800



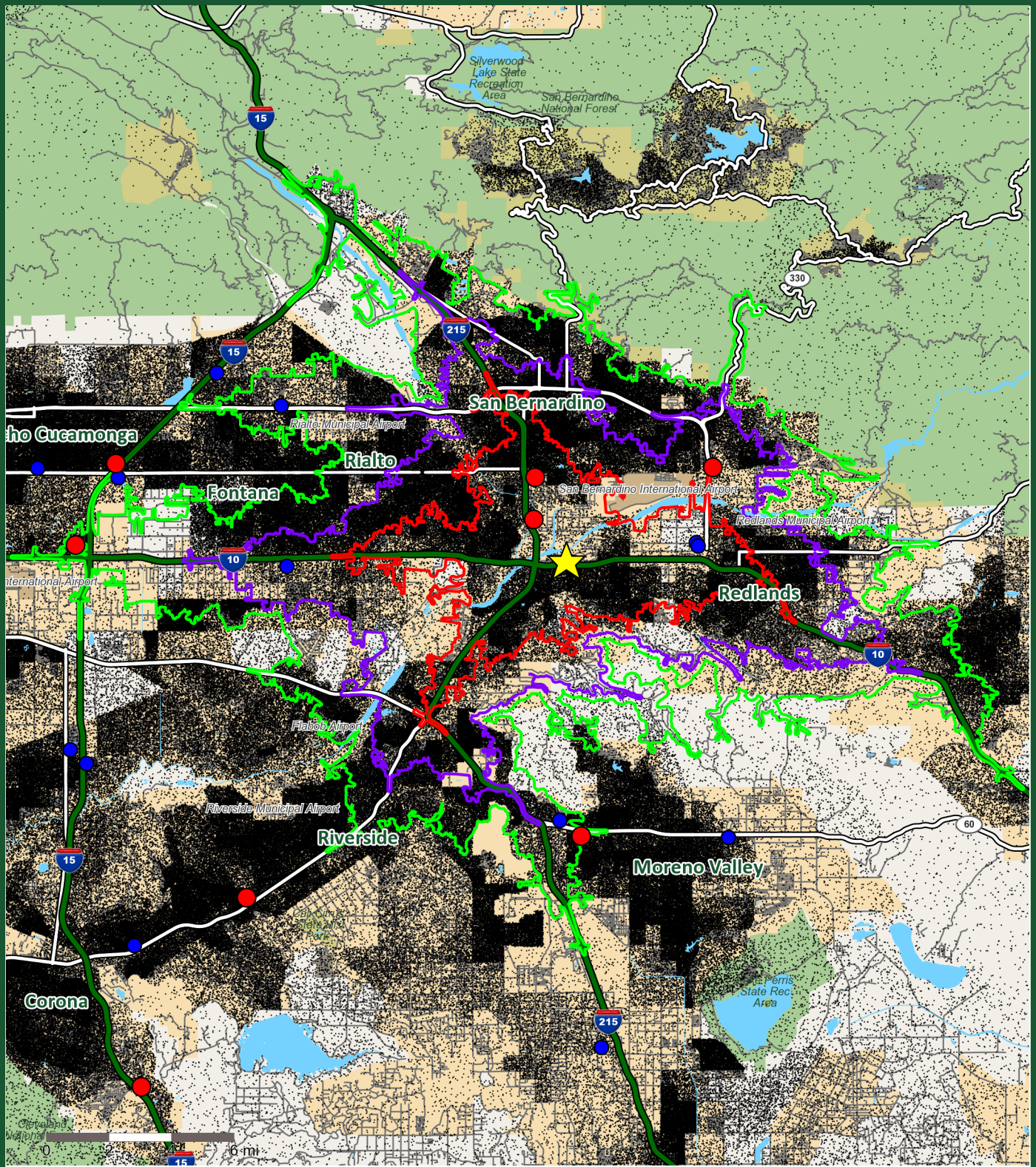
Proposed
Retail Location

□ 10 Minute Drive-Time

□ 15 Minute Drive-Time

□ 20 Minute Drive-Time





San Bernardino, CA: Household Density



Retail Centers

- GLA in thousands
- 800+
 - 400 to 800



Proposed
Retail Location

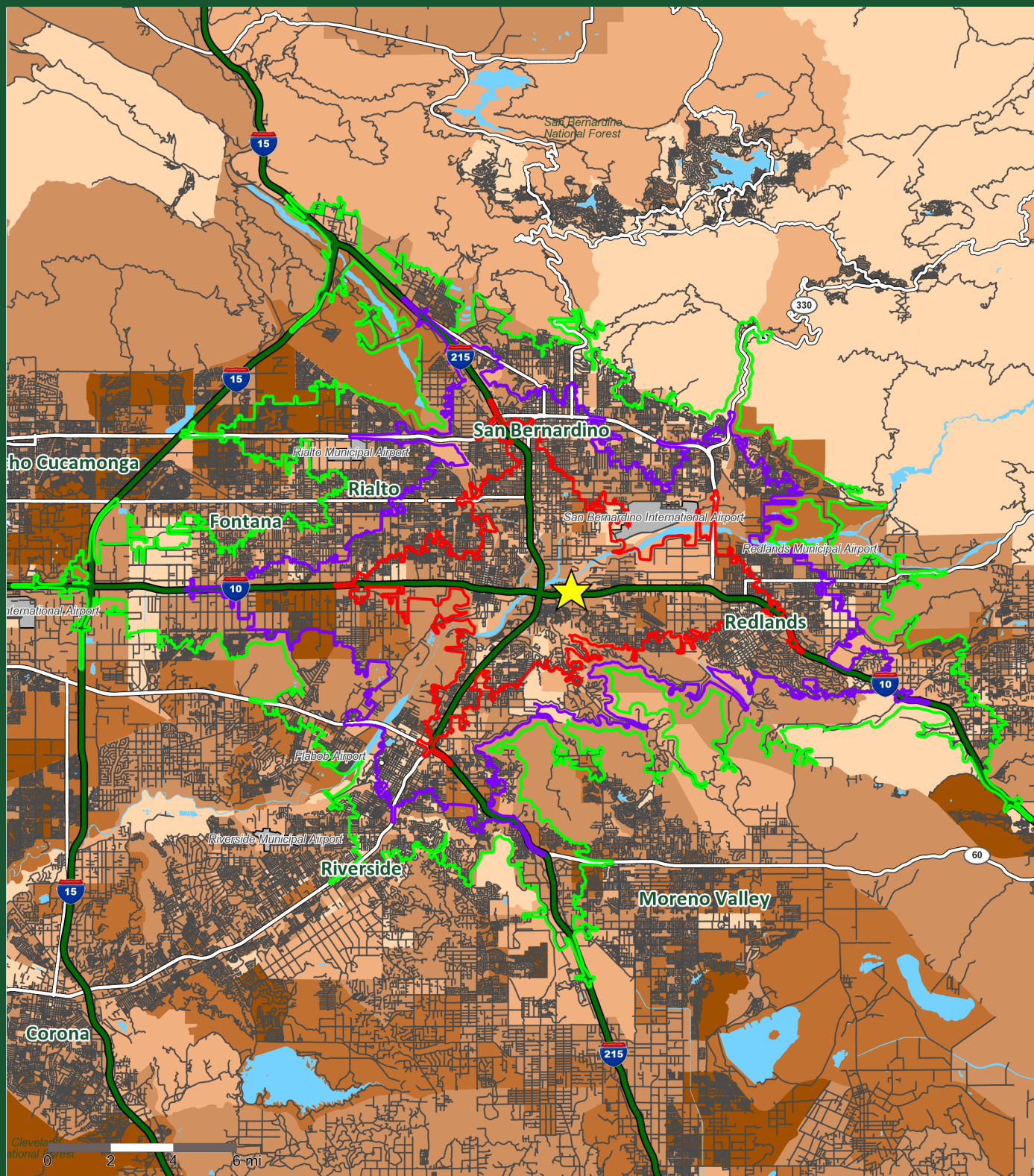
10 Minute Drive-Time

15 Minute Drive-Time

20 Minute Drive-Time

1 Dot = 1 Household





San Bernardino, CA: Population



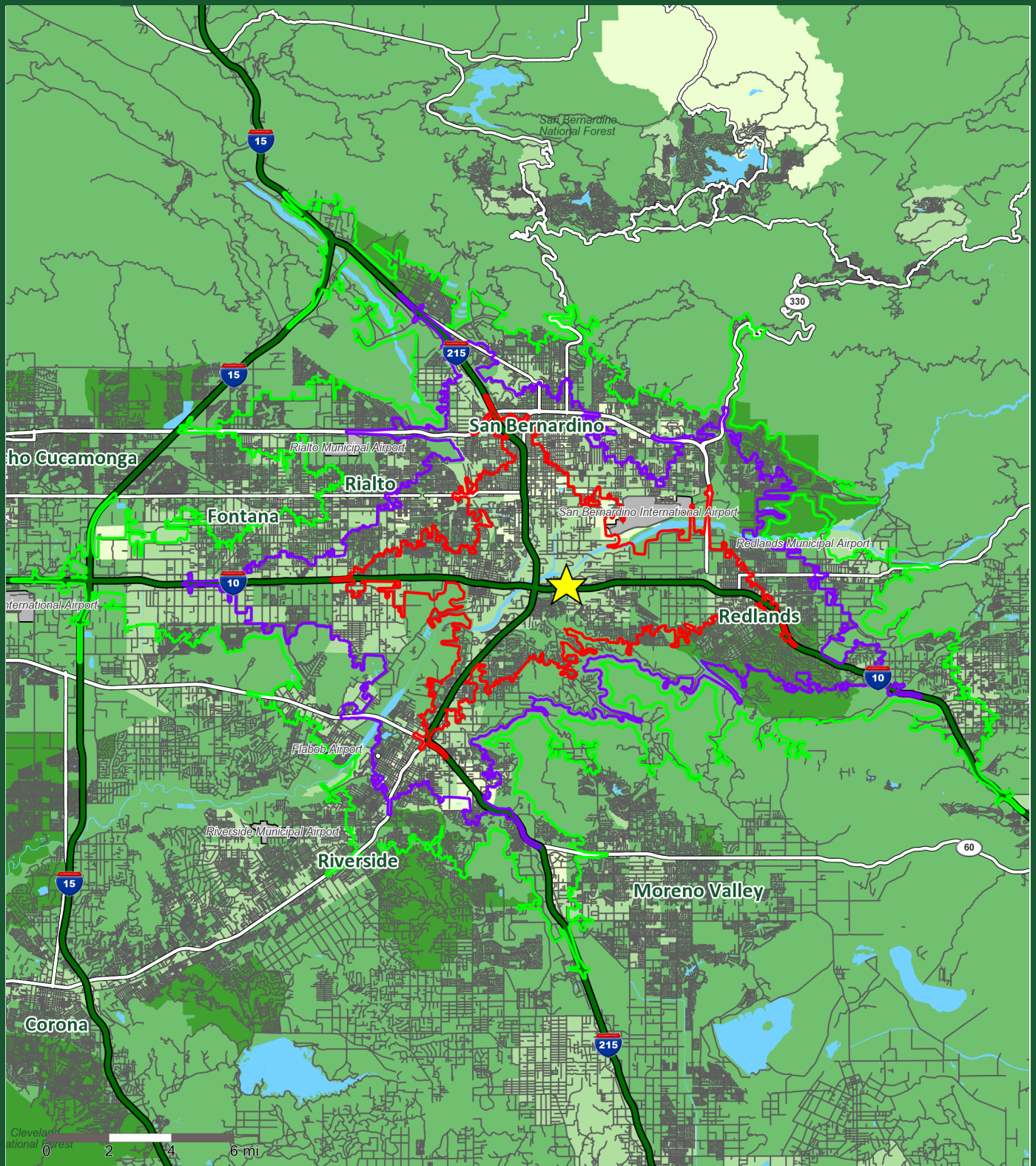
★ Proposed
Retail Location

- 10 Minute Drive-Time
- 15 Minute Drive-Time
- 20 Minute Drive-Time

Estimated Population (2013) By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below





San Bernardino, CA: Household Income



★ Proposed
Retail Location

- 10 Minute Drive-Time
- 15 Minute Drive-Time
- 20 Minute Drive-Time

Median Household Income By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below





Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

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About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

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