

# Crafton Hills College Environmental Scan



- ✚ When tables and charts refer to CHC Service Area – this is in regards to the zip codes within 28 mile radius of CHC
- ✚ When tables and charts refer to Top Feeder Cities – this is in regards to the 9 surrounding cities that supply CHC with student headcounts greater than 100 as of Fall 2004.

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**Crafton Hills College  
Top Feeder Cities  
Fall 2004**

Zip Code	City	Population	Households	CHC Headcount
	Redlands TOTAL	73,666	27,265	1,310
92399	Yucaipa	48,856	17,597	1,128
92346	Highland	50,554	15,871	492
	San Bernardino TOTAL	206,860	60,892	384
92359	Mentone	7,966	2,719	195
92223	Beaumont	23,642	8,482	187
92354	Loma Linda	18,651	7,117	174
92220	Banning	31,822	11,813	136
92320	Calimesa	7,944	3,352	119
Totals		469,961	155,108	4,125

\* Sorted by CHC Headcount

\*\* Top 9 feeder cities make up 88% CHC headcount.

**Exhibit B-7  
Population Characteristics – 2005  
Surrounding Cities with more than 100 CHC Students**

Base Comparative Data				Selected Age Groups						Race							Households
Zip Code	City	Population	Households	CHC Head count	16+	65+	85+	Average Age	Median Age	White	Black/ Af.Amer	Am.Ind & Ak Native	Asian	Native HI/ Oth Pac Isle Alone	Some Other Race	2+ Races	Hispanic Latino HH's
92220	Banning	31,822	11,813	136	24,981	7,756	833	41.10	38.8	19,677	2,469	1,237	1,641	55	5,262	1,481	2,618
92223	Beaumont	23,642	8,482	187	17,945	3,384	505	36.60	34.2	16,682	534	449	396	31	4,536	1,014	2,067
92320	Calimesa	7,944	3,352	119	6,637	2,097	333	45.00	45.3	6,991	60	43	91	9	488	262	319
92346	Highland	50,554	15,871	492	37,391	4,370	428	34.10	33.2	28,763	6,108	643	3,209	175	8,805	2,851	4,225
92354	Loma Linda	18,651	7,117	174	14,826	2,792	672	38.00	34.8	9,574	1,241	118	4,782	34	1,637	1,265	1,144
92359	Mentone	7,966	2,719	195	5,987	730	126	34.50	32.6	5,834	355	98	229	20	1,100	330	555
92373	Redlands	32,396	13,807	541	26,673	5,096	1,021	40.40	39.6	26,196	1,054	295	2,167	58	1,363	1,263	1,540
92374	Redlands	41,270	13,458	769	31,585	3,811	508	34.10	31.4	26,808	2,348	424	1,991	137	7,195	2,367	3,838
	<b>Redlands TOTAL</b>	<b>73,666</b>	<b>27,265</b>	<b>1,310</b>	<b>58,258</b>	<b>8,907</b>	<b>1,529</b>	<b>37.25</b>	<b>35.5</b>	<b>53,004</b>	<b>3,402</b>	<b>719</b>	<b>4,158</b>	<b>195 0</b>	<b>8,558 0</b>	<b>3,630</b>	<b>5,378</b>
92404	San Bernardino	57,151	17,837	147	40,350	5,654	832	32.40	29.3	27,024	9,872	952	1,321	229	14,262	3,491	6,290
92405	San Bernardino	26,154	7,959	46	18,046	1,859	306	30.70	28.2	11,341	3,638	418	312	112	8,887	1,446	3,725
92407	San Bernardino	59,623	17,820	97	43,413	3,574	302	31.20	28.9	31,538	7,506	812	2,129	308	13,727	3,603	5,615
92408	San Bernardino	15,026	4,178	55	10,826	906	102	30.50	28.7	5,339	1,977	225	2,230	87	4,304	864	1,778
92410	San Bernardino	48,906	13,098	39	32,307	3,121	338	29.00	26.0	16,532	6,552	794	1,677	157	20,580	2,614	7,556
	<b>San Bnd TOTAL</b>	<b>206,860</b>	<b>60,892</b>	<b>384</b>	<b>144,942</b>	<b>15,114</b>	<b>1,880</b>	<b>30.76</b>	<b>28.2</b>	<b>91,774</b>	<b>29,545</b>	<b>3,201</b>	<b>7,669</b>	<b>893 0</b>	<b>61,760 0</b>	<b>12,018</b>	<b>24,964</b>
92399	Yucaipa	48,856	17,597	1,128	37,683	7,274	1,368	38.00	36.9	40,892	451	541	595	76	4,417	1,884	2,548
<b>Totals</b>		<b>469,961</b>	<b>155,108</b>	<b>4,125</b>	<b>348,650</b>	<b>52,424</b>	<b>7,674</b>	<b>35.40</b>		<b>273,191</b>	<b>44,165</b>	<b>7,049</b>	<b>22,770</b>	<b>1,488</b>	<b>96,563</b>	<b>24,735</b>	<b>43,818</b>
<b>Percent of Top Feeder Cities</b>					<b>74%</b>	<b>11%</b>	<b>2%</b>			<b>58%</b>	<b>9%</b>	<b>1%</b>	<b>5%</b>	<b>0.32%</b>	<b>21%</b>	<b>5%</b>	<b>28%</b>
<b>Totals for CHC Service Area</b>		<b>976,971</b>	<b>298,405</b>	<b>4,702</b>						<b>516,265</b>	<b>103,315</b>	<b>12,708</b>	<b>42,697</b>	<b>3,074</b>	<b>246,132</b>	<b>52,780</b>	
<b>Percent of CHC Service Area</b>		<b>48%</b>	<b>52%</b>	<b>88%</b>													
San Bernardino County		1,909,875	579,377		1,398,194	161,560	19,137	33	30.9	1,063,772	175,710	22,930	22,930	22,930	445,355	103,911	195,982
Riverside County		1,843,493	597,519		1,382,270	217,450	29,169	35	32.8	1,159,945	114,174	21,090	21,090	21,090	381,468	87,118	170,833

**Exhibit B-10**  
**Household Income – 2005**  
**Surrounding Cities with more than 100 CHC Students**

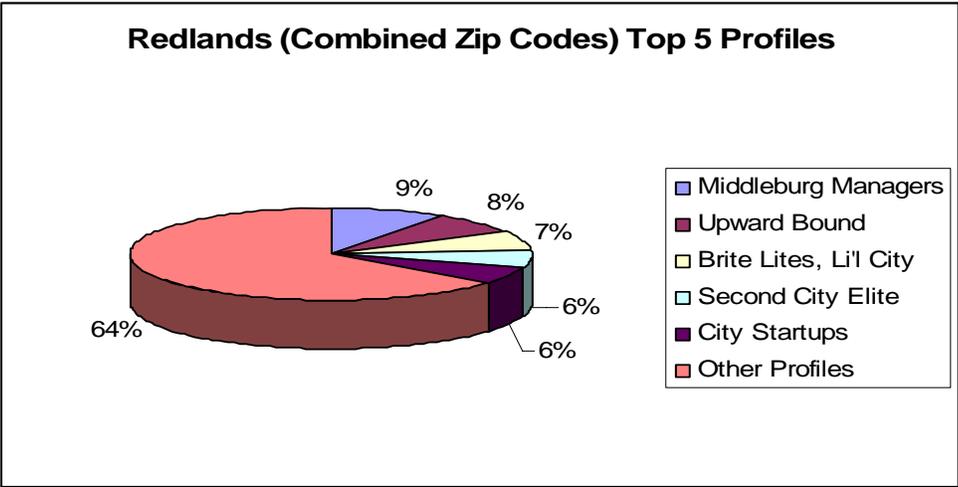
Base Comparative Data					Households w/Income \$15,000 - \$99,999						HH w/Income \$100,000 - \$499,999				Average HH Income	
Zip Code	City	Population	House holds	Stud Head count	Income <\$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 - \$249,999	\$250,000 - \$499,999	1/2 Mil +	Median HH Income	Average HH Income
92220	Banning	31,822	11,813	136	1,969	1,942	1,661	1,928	2,158	1,050	782	256	58	9	\$37,605	\$49,214
92223	Beaumont	23,642	8,482	187	1,428	1,265	1,229	1,320	1,452	871	692	147	54	24	\$38,628	\$51,770
92320	Calimesa	7,944	3,352	119	402	549	517	531	679	361	192	72	27	22	\$40,879	\$55,103
92346	Highland	50,554	15,871	492	2,005	1,528	1,456	2,619	3,103	2,181	2,016	731	175	57	\$52,642	\$66,853
92354	Loma Linda	18,651	7,117	174	1,205	978	811	1,187	1,263	696	617	272	54	34	\$42,134	\$57,469
92359	Mentone	7,966	2,719	195	368	309	310	481	505	353	279	88	17	9	\$46,608	\$59,823
92373	Redlands	32,396	13,807	541	1,458	1,276	1,490	2,288	2,481	1,486	1,753	1,134	338	103	\$53,948	\$77,937
92374	Redlands	41,270	13,458	769	1,574	1,424	1,416	2,280	2,689	1,800	1,641	529	84	21	\$50,330	\$62,899
	<b>Redlands TOTAL</b>	<b>73,666</b>	<b>27,265</b>	<b>1,310</b>	<b>3,032</b>	<b>2,700</b>	<b>2,906</b>	<b>4,568</b>	<b>5,170</b>	<b>3,286</b>	<b>3,394</b>	<b>1,663</b>	<b>422</b>	<b>124</b>		<b>\$70,418</b>
92404	San Bernardino	57,151	17,837	147	4,324	2,740	2,477	2,767	2,912	1,296	971	256	79	15	\$32,486	\$43,424
92405	San Bernardino	26,154	7,959	46	1,850	1,376	1,140	1,284	1,233	571	389	91	21	4	\$31,608	\$41,457
92407	San Bernardino	59,623	17,820	97	2,548	1,960	2,144	3,159	3,687	2,168	1,562	420	118	54	\$45,721	\$57,017
92408	San Bernardino	15,026	4,178	55	1,377	672	590	597	535	239	127	28	11	2	\$25,685	\$34,907
92410	San Bernardino	48,906	13,098	39	3,874	2,515	2,020	2,020	1,499	667	371	78	45	9	\$25,794	\$34,837
	<b>San Bernardino TOTAL</b>	<b>206,860</b>	<b>60,892</b>	<b>384</b>	<b>13,973</b>	<b>9,263</b>	<b>8,371</b>	<b>9,827</b>	<b>9,866</b>	<b>4,941</b>	<b>3,420</b>	<b>873</b>	<b>274</b>	<b>84</b>		<b>\$42,328</b>
92399	Yucaipa city	48,856	17,597	1,128	2,520	2,150	2,130	2,671	3,078	1,978	2,133	712	183	42	\$46,222	\$61,930
<b>Totals</b>		<b>469,961</b>	<b>155,108</b>	<b>4,125</b>	<b>26,902</b>	<b>20,684</b>	<b>19,391</b>	<b>25,132</b>	<b>27,274</b>	<b>15,717</b>	<b>13,525</b>	<b>4,814</b>	<b>1,264</b>	<b>405</b>		<b>\$53,903</b>
<b>Percent of Top Feeder Cities</b>					<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>16%</b>	<b>18%</b>	<b>10%</b>	<b>9%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>		
<b>Totals for CHC Service Area</b>		<b>976,971</b>	<b>298,405</b>	<b>4,702</b>	<b>43,092</b>	<b>36,363</b>	<b>35,677</b>	<b>48,736</b>	<b>57,531</b>	<b>34,758</b>	<b>29,680</b>	<b>9,831</b>	<b>2,123</b>	<b>614</b>		
<b>Percent of CHC Service Area</b>		<b>48%</b>	<b>52%</b>	<b>88%</b>	<b>14%</b>	<b>12%</b>	<b>12%</b>	<b>16%</b>	<b>19%</b>	<b>12%</b>	<b>10%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>		
San Bernardino County		1,909,875	579,377		79,172	67,203	66,593	93,626	114,820	69,565	61,508	21,313	4,336	1,241	\$47,291	\$60,274
Riverside County		1,843,493	597,519		76,842	70,233	68,016	93,767	115,699	72,650	67,714	23,696	6,468	2,434	\$48,384	\$63,592

**Exhibit D-6  
Type of Transportation to Work & Distance – by Zip Code – 2005  
Surrounding Cities with more than 100 CHC Students**

Base Comparative Data					Type of Transportation to Work							Minutes to Work					Avg Travel Time	
Zip Code	City	Population	Households	CHC Headc ount	Drove Alone	Carpool	Public Trans	Motor cycle	Bicycle	Walk	Other	Worked at Home	< 15	15 - 29	30 - 44	45 - 59		60+
92220	Banning	31,822	11,813	136	7,083	1,808	139	16	35	252	152	332	3,997	1,969	1,570	904	1,045	29
92223	Beaumont	23,642	8,482	187	6,789	1,557	85	2	31	252	133	275	3,195	2,515	1,624	734	781	27
92320	Calimesa	7,944	3,352	119	2,543	342	22	0	0	69	1	97	737	1,186	703	136	215	28
92346	Highland	50,554	15,871	492	16,356	3,177	368	67	25	175	101	529	5,070	8,927	3,318	1,024	1,930	28
92354	Loma Linda	18,651	7,117	174	5,781	1,107	192	38	91	390	13	280	3,072	2,847	809	278	606	23
92359	Mentone	7,966	2,719	195	2,719	510	48	0	11	71	36	58	727	1,449	584	199	436	31
92374	Redlands	41,270	13,458	769	14,324	2,725	303	42	111	925	106	558	6,703	6,951	2,280	853	1,749	26
92373	Redlands	32,396	13,807	541	12,678	1,793	182	51	190	433	62	446	5,894	6,101	1,694	483	1,217	24
	<b>Redlands Total</b>	<b>73,666</b>	<b>27,265</b>	<b>1,310</b>	<b>27,002</b>	<b>4,518</b>	<b>485</b>	<b>93</b>	<b>301</b>	<b>1,358</b>	<b>168</b>	<b>1,004</b>	<b>12,597</b>	<b>13,052</b>	<b>3,974</b>	<b>1,336</b>	<b>2,966</b>	<b>25</b>
92404	San Bernardino	59,623	17,837	147	13,430	3,583	828	47	92	447	315	480	5,382	9,062	4,202	1,333	2,766	30
92407	San Bernardino	57,151	17,820	97	17,463	3,813	531	51	22	710	155	823	5,470	7,090	2,964	1,086	2,132	29
92410	San Bernardino	48,906	13,098	39	8,268	3,835	385	10	121	524	188	518	3,081	5,133	2,799	767	1,551	30
92405	San Bernardino	26,154	7,959	46	5,918	1,791	237	23	44	204	125	352	2,356	3,333	1,268	484	901	29
92408	San Bernardino	15,026	4,178	55	2,599	1,081	202	16	61	182	56	94	1,362	1,481	721	329	304	26
	<b>San Bernd Total</b>	<b>206,860</b>	<b>60,892</b>	<b>384</b>	<b>47,678</b>	<b>14,103</b>	<b>2,183</b>	<b>147</b>	<b>340</b>	<b>2,067</b>	<b>839</b>	<b>2,267</b>	<b>17,651</b>	<b>26,099</b>	<b>11,954</b>	<b>3,999</b>	<b>7,654</b>	<b>29</b>
92399	Yucaipa	48,856	17,597	1,128	16,240	3,209	128	32	47	594	87	722	5,385	6,553	4,733	1,352	2,314	31
<b>Totals</b>		<b>469,961</b>	<b>155,108</b>	<b>4,125</b>	<b>132,191</b>	<b>30,331</b>	<b>3,650</b>	<b>395</b>	<b>881</b>	<b>5,228</b>	<b>1,530</b>	<b>5,564</b>	<b>52,431</b>	<b>64,597</b>	<b>29,269</b>	<b>9,962</b>	<b>17,947</b>	<b>28</b>
<b>Percent of Top Feeder Cities</b>					<b>76%</b>	<b>17%</b>	<b>2%</b>	<b>0.23%</b>	<b>0.51%</b>	<b>3.00%</b>	<b>0.88%</b>		<b>30%</b>	<b>37%</b>	<b>17%</b>	<b>6%</b>	<b>10%</b>	
San Bernardino County			579,377		561,136	133,289	14,662	1,654	3,091	18,336	5,967	23,716	187,987	246,600	125,496	64,044	114,008	33
Riverside County			597,519		537,756	129,164	9,886	1,951	3,799	13,483	7,436	28,649	181,218	219,964	130,724	59,141	112,428	33

**Exhibit B-2**  
**Population and Household Growth by Zip Code – 2005-2010**  
**Surrounding Cities with more than 100 CHC Students**

Zip Code	City	CHC Headcount	Population		Households		
			Number	% Growth	Number	% Growth	Housing Units
92220	Banning	136	31,822	20.76	11,813	20.82	12,993
92223	Beaumont	187	23,642	23.51	8,482	23.46	9,272
92320	Calimesa	119	7,944	13.05	3,352	12.71	3,662
92346	Highland	492	50,554	6.84	15,871	6.86	17,211
92354	Loma Linda	174	18,651	10.17	7,117	10.07	7,699
92359	Mentone	195	7,966	2.21	2,719	2.06	3,028
92373	Redlands	541	32,396	8.72	13,807	8.59	14,497
92374	Redlands	769	41,270	8.29	13,458	8.22	14,194
<b>Redlands TOTAL</b>		<b>1,310</b>	<b>73,666</b>		<b>27,265</b>		<b>28,691</b>
92404	San Bernardino	147	57,151	2.76	17,837	2.38	20,206
92405	San Bernardino	46	26,154	3.66	7,959	3.32	9,118
92407	San Bernardino	97	59,623	6.91	17,820	6.32	22,444
92408	San Bernardino	55	15,026	7.46	4,178	7.61	4,735
92410	San Bernardino	39	48,906	9.32	13,098	9.2	15,638
<b>San Bernardino TOTAL</b>		<b>384</b>	<b>206,860</b>		<b>60,892</b>		<b>72,141</b>
92399	Yucaipa	1,128	48,856	12.95	17,597	12.96	18,674
<b>Totals</b>		<b>4,125</b>	<b>469,961</b>		<b>155,108</b>		<b>173,371</b>
San Bernardino County			1,909,875	10.97	579,377	9.59	658,940
Riverside County			1,843,493	16.94	597,519	16.19	689,903



**27 Middleburg Managers** -- Older, Middle-Class in Small Cities

Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 55 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

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Mid-scale \$48,000	Age 55+	White
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**13 Upward Bound** -- Upscale, Boomer Families, Small Cities

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.

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Upscale \$77,500	Age 25-54	White, Asian
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**12 Brite Lites, Li'l City** -- Middle-Aged, Small City Sophisticates

Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.

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Upper-Mid \$68,000	Age 25-54	White, Asian
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**10 Second City Elite** -- Executive Couples in Small Cities

There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second

City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.

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Upscale \$71,800	Age 45+	White
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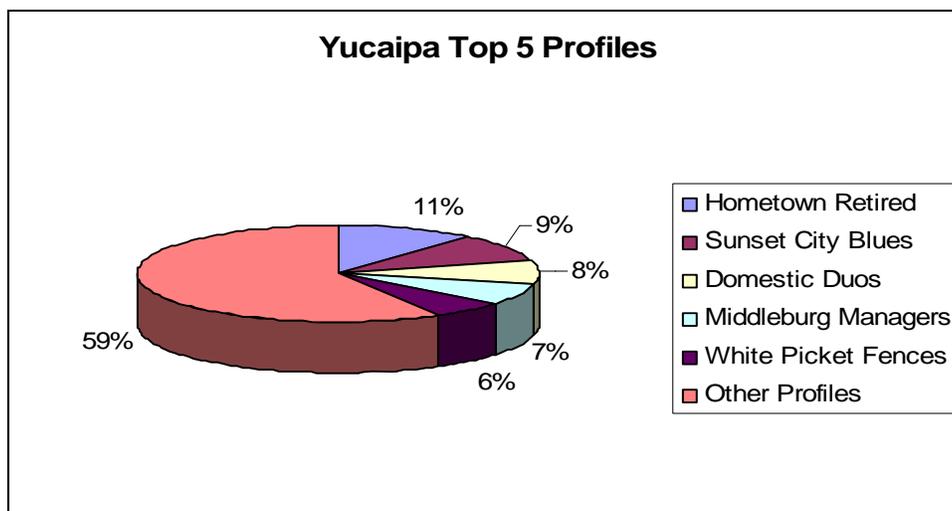
**47 City Startups** -- Poor, Younger Singles in Small Cities

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, Laundromats and clubs that cater to twenty-something's. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

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Poor \$23,200	Age <35	White, Black
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**62 Hometown Retired** -- Downscale, Small-City Seniors

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

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Downscale \$25,600                      Age 65+                      White, Black, Hispanic

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**41 Sunset City Blues** -- Blue-Collar Empty Nests, Small Cities

Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

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Lower-Mid \$36,800                      Age 65+                      White

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**39 Domestic Duos** -- Older, Midscale Suburban Couples

Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

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Mid-scale \$46,600                      Age 55+                      White, Black

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**27 Middleburg Managers** -- Older, Middle-Class in Small Cities

Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 55 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

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Mid-scale \$48,000                      Age 55+                      White

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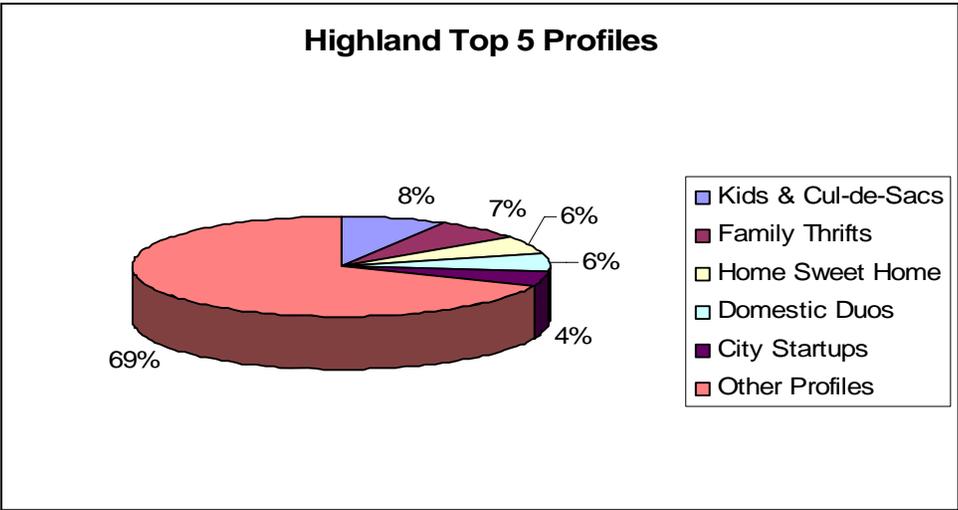
**34 White Picket Fences** -- Mid-Aged Families, Mid-Level Cities

Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

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Mid-scale \$48,100                      Age 25-44                      White, Black, Hispanic

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**18 Kids & Cul-de-Sacs** -- Upper-Middle-Class Suburban Families

Upscale, suburban, married couples with children—that’s the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

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Upper-Mid \$68,900	Age 25-54	White, Asian, Hispanic
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**63 Family Thrifts** -- Young, Downscale City Families

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoo’s and Hyundais.

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Downscale \$29,100	Age <45	Black, Hispanic
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**19 Home Sweet Home** -- Middle-Aged, Upscale Suburbanites

Widely scattered across the nation’s suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

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Upper-Mid \$63,700	Age 25-44	White
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**39 Domestic Duos** -- Older, Midscale Suburban Couples

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Mid-scale \$46,600	Age 55+	White, Black
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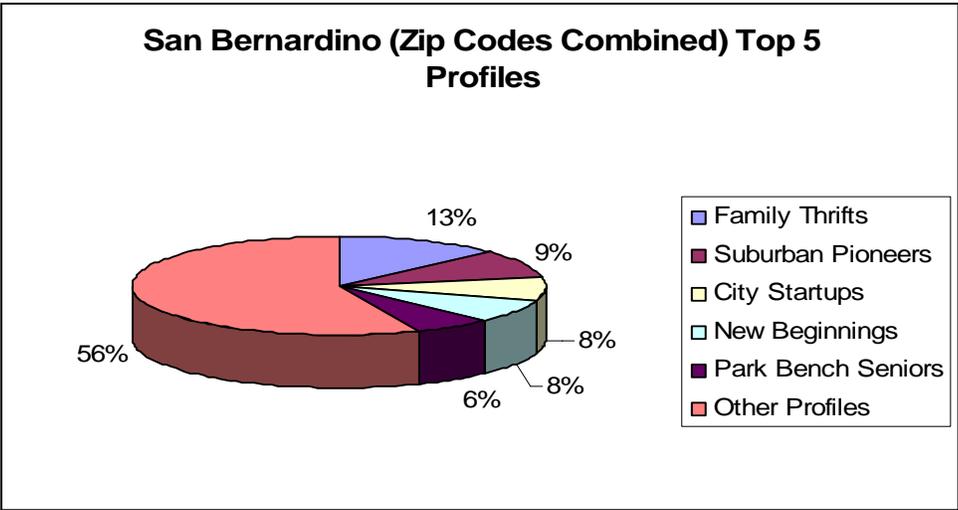
**47 City Startups** -- Poor, Younger Singles in Small Cities

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, Laundromats and clubs that cater to twenty-something’s. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

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Poor \$23,200	Age <35	White, Black
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**63 Family Thrifts** -- Young, Downscale City Families

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---

Downscale \$29,100                      Age <45                      Black, Hispanic

---

**52 Suburban Pioneers** -- Mobile Young Families in Suburbia

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

---

Lower-Mid \$33,300                      Age < 45                      White, Black, Hispanic

---

**47 City Startups** -- Poor, Younger Singles in Small Cities

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---

Poor \$23,200                      Age <35                      White, Black

---

**44 New Beginnings** -- Mobile Young Singles in Suburbia

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

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Downscale \$31,100                      Age < 35                      White, Black, Hispanic

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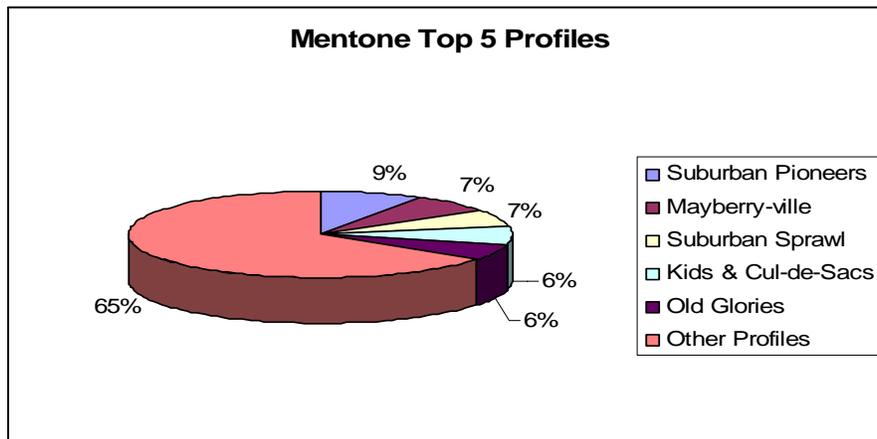
**60 Park Bench Seniors** -- Poor, Small-City Retirees

Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

---

Poor \$22,100                      Age 55+                      White, Black

---



**52 Suburban Pioneers** -- Mobile Young Families in Suburbia

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Lower-Mid \$33,300

Age < 45

White, Black, Hispanic

**37 Mayberry-ville** -- Small-Town Couples & Families

Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

Midscale \$50,100

Age 35-64

White

**30 Suburban Sprawl** -- Middle-Aged, Midscale Couples

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Mid-scale \$48,600

Age 25-44

White

**18 Kids & Cul-de-Sacs** -- Upper-Middle-Class Suburban Families

Upscale, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

Upper-Mid \$68,900

Age 25-54

White, Asian, Hispanic

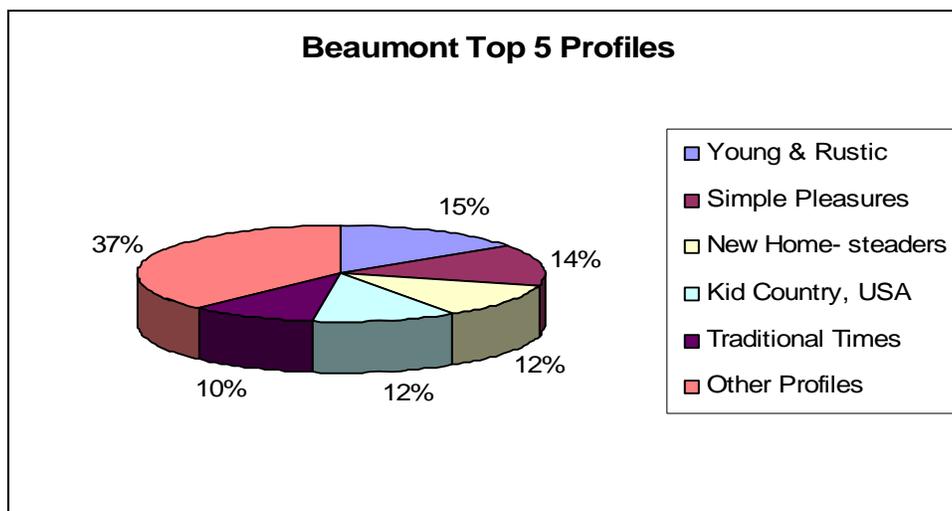
**46 Old Glories** -- Downscale Seniors, Close-in Suburbs

Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

Downscale \$30,000

Age 65+

White, Black



**48 Young & Rustic** -- Younger, Downscale Town Singles

Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.

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Downscale \$31,700                      Age <35                      White

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**38 Simple Pleasures** -- Small-Town, Middle-Class Seniors

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.

---

Lower-Mid \$39,700                      Age 65+                      White

---

**32 New Homesteaders** -- Middle-Aged, Mid-scale Town Families

Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.

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Midscale \$53,200                      Age 25-44                      White

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**50 Kid Country, USA** -- Younger, Lower Middle-town Families

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20% of residents own mobile homes.

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Lower-Mid \$39,500                      Age <45                      White, Hispanic

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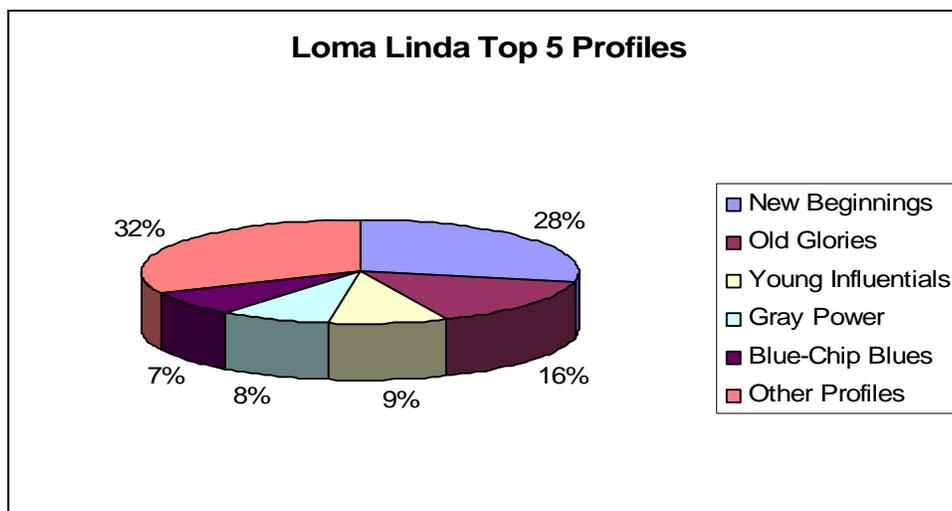
**28 Traditional Times** -- Mid-scale Small-Town Seniors

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

---

Midscale \$51,500                      Age 55+                      White

---



**44 New Beginnings** -- Mobile Young Singles in Suburbia

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Downscale \$31,100      Age < 35      White, Black, Hispanic

**46 Old Glories** -- Downscale Seniors, Close-in Suburbs

Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

Downscale \$30,000      Age 65+      White, Black

**22 Young Influentials** -- Younger, Midscale Suburban Singles

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Mid-scale \$47,300      Age < 35      White, Black, Asian

**21 Gray Power** -- Mid-scale Suburban Seniors

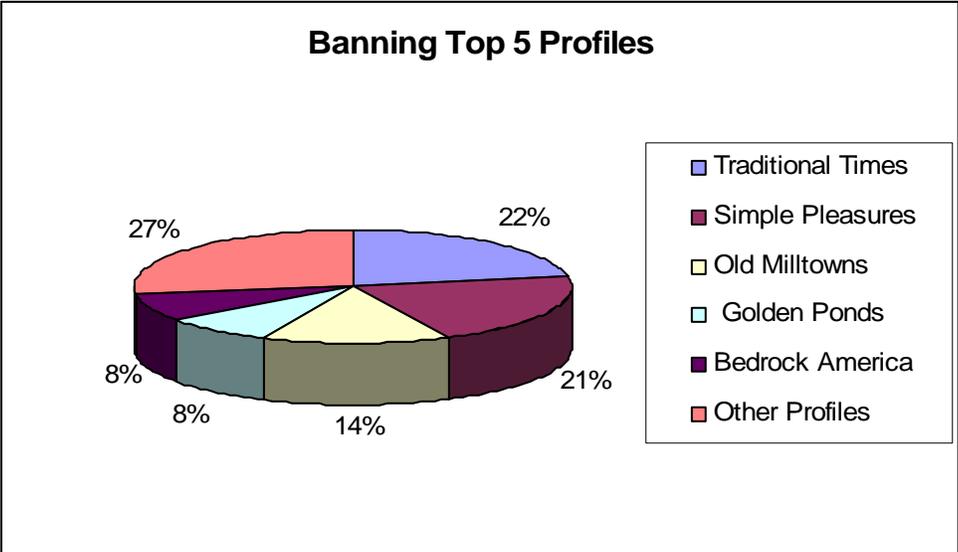
The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

Mid-scale \$50,200      Age 65+      White

**36 Blue-Chip Blues** -- Blue-Collar Suburban Families

Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Mid-scale \$48,200      Age < 45      White, Black, Hispanic



**28 Traditional Times** -- Mid-scale Small-Town Seniors

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Midscale \$51,500                      Age 55+                      White

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**38 Simple Pleasures** -- Small-Town, Middle-Class Seniors

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.

---

Lower-Mid \$39,700                      Age 65+                      White

---

**57 Old Milltowns** -- Downscale, Aging Factory Towns

America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.

---

Downscale \$28,200                      Age 65+                      White, Black

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**55 Golden Ponds** -- Downscale Seniors in Small Towns

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

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Downscale \$28,900                      Age 65+                      White

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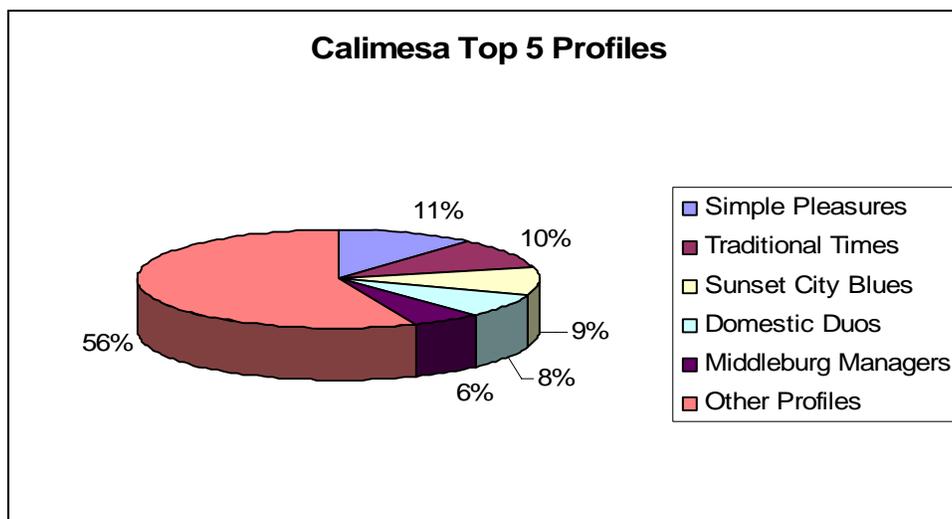
**64 Bedrock America** -- Younger, Downscale Town Families

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

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Downscale \$26,200                      Age < 35                      White, Black, Hispanic

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Lower-Mid \$39,700                      Age 65+                      White

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**27 Middleburg Managers** -- Older, Middle-Class in Small Cities

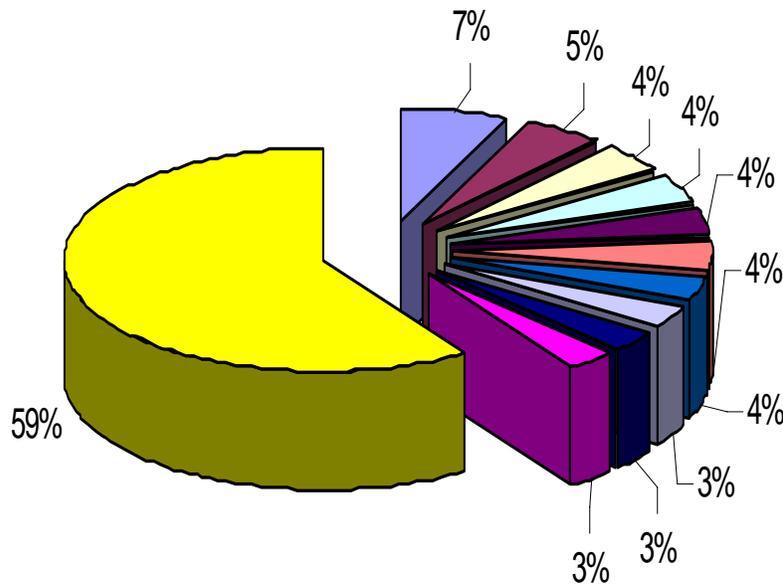
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---

Mid-scale \$48,000                      Age 55+                      White

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## Top 10 Profiles of Top Feeder Cities



The PRIZM NE model consists of 66 profile segments and incorporates the following financial predictors and characteristics:

- Claritas urbanization measure
- Household characteristics, such as affluence, age, and family composition
- Neighborhood characteristics, such as housing stock and home ownership

The 66 segments are numbered according to socioeconomic rank -- which takes into account characteristics such as income, education, occupation, and home value.

**(7%) 63 Family Thrifts** -- Young, Downscale City Families

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoo's and Hyundais.

Downscale \$29,100      Age <45      Black, Hispanic

---

**(5%) 44 New Beginnings** -- Mobile Young Singles in Suburbia

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Downscale \$31,100      Age < 35      White, Black, Hispanic

---

**(4%) 52 Suburban Pioneers** -- Mobile Young Families in Suburbia

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Lower-Mid \$33,300      Age < 45      White, Black, Hispanic

---

**(4%) 47 City Startups** -- Poor, Younger Singles in Small Cities

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, Laundromats and clubs that cater to twenty-something's. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

Poor \$23,200      Age <35      White, Black

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Mid-scale \$48,000      Age 55+      White

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Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. Characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

Mid-scale \$48,100      Age 25-44      White, Black, Hispanic

---

**(3%) 46 Old Glories** -- Downscale Seniors, Close-in Suburbs

Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

Downscale \$30,000      Age 65+      White, Black

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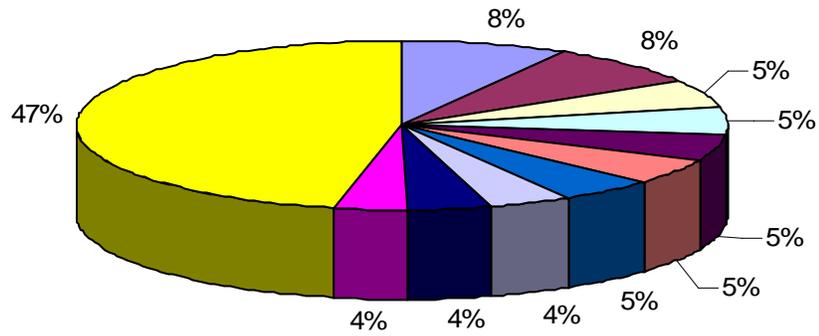
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Mid-scale \$48,200      Age < 45      White, Black, Hispanic

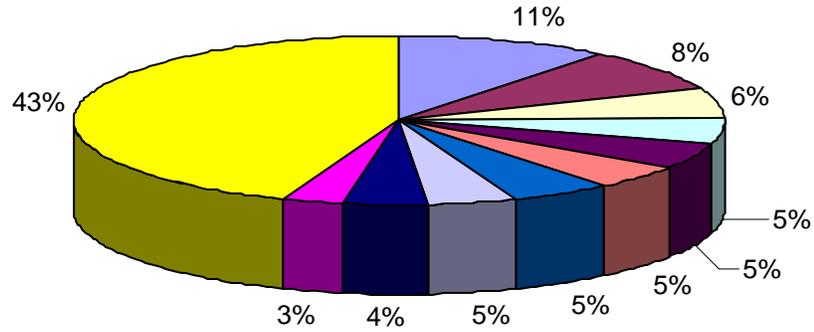
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### Top Ten Industries CHC Service Area



- Ambulatory Health Care Services
- Professional, Scientific, and Technical Services
- Food Services and Drinking Places
- Specialty Trade Contractors
- Real Estate
- Repair & Maintenance
- Personal & Laundry Services
- Administrative & Support Services
- Religious, Grantmaking, Civic, Professional & Similar Org's
- Merchant Wholesalers, Durable Goods
- Other Industries

### Top Ten Industries Top Feeder Cities



- Ambulatory Health Care Services
- Professional, Scientific, and Technical Services
- Food Services and Drinking Places
- Personal & Laundry Services
- Repair & Maintenance
- Real Estate
- Specialty Trade Contractors
- Religious, Grantmaking, Civic, Professional & Similar Org's
- Administrative & Support Services
- Miscellaneous Store Retailers
- Other Industries

**Exhibit F-4**  
**Top 10 Businesses of Top Feeder Cities by 3-Digit NAICS Code**  
**Cities with more than 100 CHC Students**

City	Code	NAICS Industry Description	Establishments		
			Number	Employees	Annual Sales (\$ Millions)
Banning	621	Ambulatory Health Care Services	90	651	\$68.10
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	56	291	\$18.50
	722	Food Services and Drinking Places	47	836	\$40.00
	541	Professional, Scientific, and Technical Services	41	159	\$18.40
	238	Specialty Trade Contractors	40	225	\$29.20
	531	Real Estate	38	168	\$22.10
	812	Personal and Laundry Services	31	163	\$8.00
	811	Repair and Maintenance	27	103	\$8.30
	423	Merchant Wholesalers, Durable Goods	27	188	\$32.50
	921	Executive, Legislative & Other General Gov Suppor	23	372	\$0.00
Beaumont	812	Personal and Laundry Services	46	247	\$9.70
	238	Specialty Trade Contractors	45	240	\$38.90
	541	Professional, Scientific, and Technical Services	38	130	\$16.20
	811	Repair and Maintenance	36	138	\$8.00
	531	Real Estate	35	151	\$20.70
	722	Food Services and Drinking Places	34	387	\$19.50
	236	Construction of Buildings	31	274	\$83.80
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	31	147	\$15.70
	621	Ambulatory Health Care Services	30	91	\$7.40
561	Administrative and Support Services	28	203	\$14.60	
Calimesa	722	Food Services and Drinking Places	19	373	\$18.40
	238	Specialty Trade Contractors	18	92	\$13.20
	453	Miscellaneous Store Retailers	13	45	\$8.00
	531	Real Estate	12	58	\$6.20
	541	Professional, Scientific, and Technical Services	11	40	\$3.70
	811	Repair and Maintenance	10	20	\$2.20
	561	Administrative and Support Services	10	35	\$5.20
	423	Merchant Wholesalers, Durable Goods	8	59	\$11.30
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	8	22	\$2.00
621	Ambulatory Health Care Services	7	25	\$2.30	
Highland	541	Professional, Scientific, and Technical Services	68	278	\$35.40
	812	Personal and Laundry Services	65	214	\$9.80
	621	Ambulatory Health Care Services	63	212	\$21.80
	722	Food Services and Drinking Places	62	801	\$37.30
	531	Real Estate	61	559	\$81.90
	811	Repair and Maintenance	58	152	\$11.50
	561	Administrative and Support Services	46	275	\$21.10
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	44	290	\$32.40
	238	Specialty Trade Contractors	43	580	\$76.70
236	Construction of Buildings	31	158	\$48.70	
Loma Linda	621	Ambulatory Health Care Services	356	1,354	\$148.10
	722	Food Services and Drinking Places	34	380	\$18.10
	541	Professional, Scientific, and Technical Services	32	145	\$16.00
	623	Nursing and Residential Care Facilities	24	808	\$32.60
	812	Personal and Laundry Services	23	111	\$6.50
	531	Real Estate	22	108	\$16.40
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	22	114	\$9.40
	921	Executive, Legislative, and Other General Government Suppor	21	135	\$0.00
	238	Specialty Trade Contractors	19	73	\$9.40
561	Administrative and Support Services	18	47	\$8.40	
Mentone	238	Specialty Trade Contractors	23	199	\$30.20
	811	Repair and Maintenance	21	40	\$3.20
	541	Professional, Scientific, and Technical Services	19	66	\$10.50
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	15	38	\$2.60
	236	Construction of Buildings	10	41	\$11.10
	999	Nonclassifiable Establishments	10	56	\$1.90
	561	Administrative and Support Services	9	32	\$1.60
	453	Miscellaneous Store Retailers	9	20	\$2.60
	531	Real Estate	8	27	\$3.60
722	Food Services and Drinking Places	7	62	\$3.30	

**Exhibit F-4**  
**Top 10 Businesses of Top Feeder Cities by 3-Digit NAICS Code**  
**Cities with more than 100 CHC Students**

City	Code	NAICS Industry Description	Establishments		
			Number	Employees	Annual Sales (\$ Millions)
Redlands	541	Professional, Scientific, and Technical Services	361	3,523	\$435.00
	621	Ambulatory Health Care Services	301	1,905	\$182.10
	812	Personal and Laundry Services	182	712	\$36.30
	722	Food Services and Drinking Places	177	2,832	\$133.50
	531	Real Estate	147	881	\$130.90
	238	Specialty Trade Contractors	127	1,099	\$170.60
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	119	970	\$98.50
	561	Administrative and Support Services	118	870	\$75.00
	453	Miscellaneous Store Retailers	117	929	\$119.70
	611	Educational Services	107	2,764	\$252.70
San Bernardino	621	Ambulatory Health Care Services	569	3,131	\$304.10
	541	Professional, Scientific, and Technical Services	468	3,253	\$399.00
	811	Repair and Maintenance	347	1,280	\$83.40
	722	Food Services and Drinking Places	333	5,465	\$258.30
	531	Real Estate	280	1,364	\$208.20
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	279	1,620	\$129.60
	238	Specialty Trade Contractors	273	1,992	\$291.70
	561	Administrative and Support Services	255	2,249	\$213.00
	812	Personal and Laundry Services	250	1,226	\$58.30
	423	Merchant Wholesalers, Durable Goods	233	2,439	\$398.80
Yucaipa	541	Professional, Scientific, and Technical Services	126	464	\$58.20
	238	Specialty Trade Contractors	90	428	\$62.30
	811	Repair and Maintenance	82	223	\$15.80
	812	Personal and Laundry Services	79	237	\$10.40
	531	Real Estate	77	411	\$49.10
	561	Administrative and Support Services	76	308	\$18.80
	621	Ambulatory Health Care Services	67	297	\$25.50
	722	Food Services and Drinking Places	67	879	\$43.00
	813	Religious, Grantmaking, Civic, Professional & Similar Org's	63	330	\$25.30
	236	Construction of Buildings	62	209	\$62.20

\*Sorted from high to lowest - Number of Establishments by City.

**Exhibit J-1**  
**Jobs and Establishments Forecast by Industry - 3-Digit NAICS Code**  
**San Bernardino and Riverside Counties**

NAICS		Jobs by Period			% Change	Earnings	Establishments
Code	Industry Description	2005	2010	Change			
<b>110000</b>	<b>Agriculture, forestry, fishing and hunting</b>	<b>26,239</b>	<b>25,719</b>	<b>-520</b>	<b>-2%</b>	<b>\$25,132</b>	<b>831</b>
11A000	Crop and animal production	16,336	16,496	160	1%	\$25,789	648
113000	Forestry and logging	106	88	-18	-17%	\$44,812	<10
114000	Fishing, hunting and trapping; primary job	22	<10	-14	-61%	\$21,902	<10
115000	Support activities for agriculture and forestry	9,775	9,126	-649	-7%	\$23,827	173
<b>210000</b>	<b>Mining</b>	<b>1,866</b>	<b>1,748</b>	<b>-117</b>	<b>-6%</b>	<b>\$55,684</b>	<b>53</b>
211000	Oil and gas extraction	197	193	<10	-2%	\$35,471	<10
212000	Mining, except oil and gas	1,550	1,437	-113	-7%	\$58,579	36
213000	Support activities for mining	119	119	<10	0%	\$51,500	14
<b>220000</b>	<b>Utilities</b>	<b>4,705</b>	<b>4,347</b>	<b>-357</b>	<b>-8%</b>	<b>\$135,011</b>	<b>138</b>
<b>230000</b>	<b>Construction</b>	<b>156,687</b>	<b>182,963</b>	<b>26,276</b>	<b>17%</b>	<b>\$50,638</b>	<b>7,280</b>
236000	Construction of buildings	26,376	31,306	4,930	19%	\$79,531	1,884
237000	Heavy and civil engineering construction	14,375	16,103	1,727	12%	\$88,031	442
238000	Specialty trade contractors	115,936	135,555	19,619	17%	\$39,429	4,955
<b>310000</b>	<b>Manufacturing</b>	<b>130,348</b>	<b>142,216</b>	<b>11,867</b>	<b>9%</b>	<b>\$53,199</b>	<b>3,671</b>
311000	Food manufacturing	8,537	9,986	1,449	17%	\$49,121	226
312000	Beverage and tobacco product manufacturing	2,119	1,948	-170	-8%	\$81,488	38
313000	Textile mills	286	249	-37	-13%	\$46,580	13
314000	Textile product mills	1,986	2,083	97	5%	\$31,207	75
315000	Apparel manufacturing	758	593	-165	-22%	\$22,274	66
316000	Leather and allied product manufacturing	719	849	129	18%	\$35,204	12
321000	Wood product manufacturing	9,308	11,144	1,835	20%	\$42,092	175
322000	Paper manufacturing	2,371	2,545	174	7%	\$64,337	62
323000	Printing and related support activities	4,084	4,643	559	14%	\$43,093	278
324000	Petroleum and coal products manufacturing	74	64	-10	-14%	\$93,591	15
325000	Chemical manufacturing	7,509	8,325	816	11%	\$79,955	143
326000	Plastics and rubber products manufacturing	13,203	13,512	309	2%	\$41,351	224
327000	Nonmetallic mineral product manufacturing	9,091	10,369	1,278	14%	\$59,370	195
331000	Primary metal manufacturing	4,097	4,606	509	12%	\$83,862	87
332000	Fabricated metal product manufacturing	19,050	19,023	-26	0%	\$49,597	711
333000	Machinery manufacturing	7,611	8,238	627	8%	\$57,898	290
334000	Computer and electronic product manufacturing	5,007	5,417	410	8%	\$65,053	136
335000	Electrical equipment and appliance mfg.	2,852	3,163	311	11%	\$43,792	79
336000	Transportation equipment manufacturing	11,791	12,490	699	6%	\$56,378	253
337000	Furniture and related product manufacturing	9,899	10,881	981	10%	\$39,062	287
339000	Miscellaneous manufacturing	9,995	12,088	2,092	21%	\$58,066	310
<b>420000</b>	<b>Wholesale trade</b>	<b>57,560</b>	<b>64,608</b>	<b>7,048</b>	<b>12%</b>	<b>\$53,824</b>	<b>3,515</b>
423000	Merchant wholesalers, durable goods	33,514	38,168	4,654	14%	\$57,284	1,822
424000	Merchant wholesalers, nondurable goods	17,748	18,828	1,080	6%	\$51,349	932
425000	Electronic markets and agents and brokers	6,298	7,612	1,314	21%	\$42,380	762
<b>440000</b>	<b>Retail trade</b>	<b>200,641</b>	<b>232,346</b>	<b>31,704</b>	<b>16%</b>	<b>\$32,189</b>	<b>8,351</b>
441000	Motor vehicle and parts dealers	28,255	33,458	5,203	18%	\$53,666	1,129
442000	Furniture and home furnishings stores	8,070	9,495	1,425	18%	\$35,326	568
443000	Electronics and appliance stores	5,475	6,699	1,224	22%	\$37,330	422
444000	Building material and garden supply stores	16,204	18,918	2,714	17%	\$37,008	573
445000	Food and beverage stores	33,469	39,281	5,812	17%	\$32,604	1,218
446000	Health and personal care stores	10,350	11,878	1,529	15%	\$33,141	626
447000	Gasoline stations	7,471	7,413	-57	-1%	\$46,642	619
448000	Clothing and clothing accessories stores	17,903	20,281	2,378	13%	\$24,422	1,194
451000	Sporting goods, hobby, book and music stores	7,754	8,880	1,126	15%	\$19,350	481
452000	General merchandise stores	37,887	44,888	7,001	18%	\$26,715	356
453000	Miscellaneous store retailers	15,902	19,514	3,612	23%	\$22,187	984
454000	Nonstore retailers	11,901	11,641	-261	-2%	\$9,913	184
<b>480000</b>	<b>Transportation and warehousing</b>	<b>74,859</b>	<b>86,479</b>	<b>11,620</b>	<b>16%</b>	<b>\$48,587</b>	<b>1,952</b>
481000	Air transportation	1,912	2,180	268	14%	\$56,461	34
482000	Rail transportation	650	154	-496	-76%	\$18,776	<10
483000	Water transportation	31	38	<10	20%	\$39,703	<10
484000	Truck transportation	35,792	41,704	5,912	17%	\$51,303	1,046

**Exhibit J-1**  
**Jobs and Establishments Forecast by Industry - 3-Digit NAICS Code**  
**San Bernardino and Riverside Counties**

NAICS		Jobs by Period			% Change	Earnings	Establishments
Code	Industry Description	2005	2010	Change			
485000	Transit and ground passenger transportation	4,867	5,449	582	12%	\$19,489	119
48A000	Pipeline transport & scenic & sightseeing transportation	327	366	39	12%	\$231,994	18
<b>488000</b>	<b>Support activities for transportation</b>	<b>5,668</b>	<b>7,379</b>	<b>1,711</b>	<b>30%</b>	<b>\$80,677</b>	<b>333</b>
491000	Postal service	6,733	7,159	426	6%	\$50,251	97
492000	Couriers and messengers	8,772	10,462	1,690	19%	\$34,784	116
493000	Warehousing and storage	10,107	11,588	1,481	15%	\$40,374	189
<b>510000</b>	<b>Information</b>	<b>18,855</b>	<b>19,117</b>	<b>262</b>	<b>1%</b>	<b>\$54,415</b>	<b>757</b>
511000	Publishing industries, except Internet	4,197	3,873	-324	-8%	\$44,600	158
512000	Motion picture and sound recording industries	2,694	2,949	255	9%	\$21,482	113
515000	Broadcasting, except Internet	2,008	2,177	169	8%	\$118,869	65
516000	Internet publishing and broadcasting	152	165	13	8%	\$35,575	11
517000	Telecommunications	7,953	8,195	242	3%	\$61,742	311
518000	ISPs, search portals, and data processing	1,219	1,204	-15	-1%	\$26,182	86
519000	Other information services	633	554	-79	-12%	\$22,052	13
<b>520000</b>	<b>Finance and insurance</b>	<b>44,274</b>	<b>44,616</b>	<b>342</b>	<b>1%</b>	<b>\$51,791</b>	<b>2,867</b>
521000	Monetary authorities - central bank	<10	<10	<10	0%	--	<10
522000	Credit intermediation and related activities	21,195	20,579	-617	-3%	\$55,100	1,402
523000	Securities, commodity contracts, investments	7,053	6,417	-636	-9%	\$45,012	410
524000	Insurance carriers and related activities	14,697	15,928	1,231	8%	\$51,519	1,015
525000	Funds, trusts, and other financial vehicles	1,329	1,693	364	27%	\$37,988	40
<b>530000</b>	<b>Real estate and rental and leasing</b>	<b>80,485</b>	<b>94,506</b>	<b>14,021</b>	<b>17%</b>	<b>\$34,588</b>	<b>2,962</b>
531000	Real estate	72,257	85,235	12,978	18%	\$32,927	2,333
532000	Rental and leasing services	8,154	9,256	1,101	14%	\$47,842	623
533000	Lessors of nonfinancial intangible assets	74	15	-59	-79%	\$195,889	<10
<b>540000</b>	<b>Professional and technical services</b>	<b>72,747</b>	<b>77,593</b>	<b>4,846</b>	<b>7%</b>	<b>\$43,335</b>	<b>4,720</b>
<b>550000</b>	<b>Management of companies and enterprises</b>	<b>12,807</b>	<b>14,349</b>	<b>1,543</b>	<b>12%</b>	<b>\$56,736</b>	<b>229</b>
<b>560000</b>	<b>Administrative and waste services</b>	<b>122,066</b>	<b>164,971</b>	<b>42,905</b>	<b>35%</b>	<b>\$25,678</b>	<b>3,285</b>
561000	Administrative and support services	118,860	160,866	42,006	35%	\$24,798	3,157
562000	Waste management and remediation services	3,207	4,105	899	28%	\$58,282	128
<b>610000</b>	<b>Educational services</b>	<b>19,235</b>	<b>21,740</b>	<b>2,505</b>	<b>13%</b>	<b>\$23,836</b>	<b>503</b>
<b>620000</b>	<b>Health care and social assistance</b>	<b>144,505</b>	<b>177,975</b>	<b>33,471</b>	<b>23%</b>	<b>\$43,660</b>	<b>5,950</b>
621000	Ambulatory health care services	56,628	71,571	14,942	26%	\$57,627	4,280
622000	Hospitals	29,490	33,524	4,034	14%	\$65,938	69
623000	Nursing and residential care facilities	21,536	25,163	3,627	17%	\$29,911	699
624000	Social assistance	36,850	47,718	10,868	29%	\$12,402	902
<b>710000</b>	<b>Arts, entertainment, and recreation</b>	<b>28,991</b>	<b>31,710</b>	<b>2,719</b>	<b>9%</b>	<b>\$23,909</b>	<b>747</b>
711000	Performing arts and spectator sports	13,617	16,067	2,449	18%	\$10,207	237
712000	Museums, historical sites, zoos, and parks	414	512	98	24%	\$70,302	34
713000	Amusements, gambling, and recreation	14,960	15,131	171	1%	\$35,100	477
720000	Accommodation and food services	118,788	136,391	17,603	15%	\$19,251	5,024
721000	Accommodation	20,952	24,622	3,670	18%	\$29,632	539
722000	Food services and drinking places	97,836	111,768	13,932	14%	\$17,028	4,485
<b>810000</b>	<b>Other services, except public administration</b>	<b>101,711</b>	<b>117,693</b>	<b>15,983</b>	<b>16%</b>	<b>\$25,029</b>	<b>26,643</b>
811000	Repair and maintenance	30,143	36,276	6,133	20%	\$32,207	2,293
812000	Personal and laundry services	17,825	20,089	2,264	13%	\$21,614	1,186
813000	Membership associations and organizations	24,901	29,956	5,055	20%	\$35,765	869
814000	Private households; primary and secondary jobs	28,842	31,373	2,531	9%	\$10,370	22,295
<b>900000</b>	<b>Government</b>	<b>246,403</b>	<b>268,985</b>	<b>22,582</b>	<b>9%</b>	<b>\$56,015</b>	<b>2,361</b>
911000	Federal government, civilian, excluding postal service	12,229	12,247	18	0%	\$100,103	161
912000	Federal government, military	24,180	22,831	-1,349	-6%	\$56,545	<10
920000	State government	23,960	26,876	2,915	12%	\$48,358	673
930000	Local government	186,034	207,031	20,998	11%	\$54,034	1,527

**Exhibit K-2**  
**Selected Occupations Forecast by SOC – Education Requiring Equal To An AA Degree – 2005-2010**  
**County (San Bernardino and Riverside) – State – Nation**

SOC Code & Occupation Description	Area	Study Period		Jobs				% Change	Hourly Earnings
		2005	2010	New Jobs	Replacement	% New	% Rep.		
11-9061 -- Funeral Directors	Riverside County	39	44	<10	<10	13%	13%	25%	\$29.92
	San Bernardino County	33	30	<10	<10	-9%	15%	6%	\$24.98
	California	1,304	1,357	53	190	4%	15%	19%	\$41
	U.S.A.	27,951	30,109	2,158	4,070	8%	15%	22%	\$23
15-1041 -- Computer Support Specialists	Riverside County	1,583	1,891	309	93	20%	6%	25%	\$19.18
	San Bernardino County	1,677	1,918	241	100	14%	6%	20%	\$20.18
	California	70,637	79,228	8,591	4,275	12%	6%	18%	\$30
	U.S.A.	586,012	667,849	81,837	35,446	14%	6%	20%	\$21
15-1099 -- Computer Specialists, All Other	Riverside County	297	364	68	16	23%	5%	28%	\$26.36
	San Bernardino County	344	408	64	19	18%	6%	24%	\$27.82
	California	23,223	25,569	2,347	1,306	10%	6%	16%	\$46
	U.S.A.	143,198	159,904	16,706	7,982	12%	6%	17%	\$30
17-3021 -- Aerospace Eng. And Operations Techs	Riverside County	48	57	<10	<10	18%	10%	28%	\$24.95
	San Bernardino County	56	58	<10	<10	2%	11%	13%	\$25.23
	California	1,492	1,414	-78	158	-5%	11%	5%	\$38
	U.S.A.	9,873	10,529	656	1,011	7%	10%	17%	\$27
17-3022 -- Civil Engineering Technicians	Riverside County	645	768	123	65	19%	10%	29%	\$22.83
	San Bernardino County	643	729	86	62	13%	10%	23%	\$23.82
	California	10,724	11,577	853	1,089	8%	10%	18%	\$32
	U.S.A.	99,420	106,722	7,302	10,140	7%	10%	18%	\$19
17-3023 -- Electrical And Electronic Engineering Techs	Riverside County	613	731	118	62	19%	10%	29%	\$24.63
	San Bernardino County	597	690	93	59	16%	10%	25%	\$25.32
	California	28,015	28,503	488	2,894	2%	10%	12%	\$34
	U.S.A.	190,982	199,558	8,576	19,825	4%	10%	15%	\$23
17-3024 -- Electro-Mechanical Technicians	Riverside County	44	52	<10	<10	18%	11%	29%	\$20.66
	San Bernardino County	38	44	<10	<10	17%	11%	28%	\$20.97
	California	2,929	2,937	<10	301	0%	10%	11%	\$29
	U.S.A.	19,710	20,646	936	2,032	5%	10%	15%	\$21
<b>17-3025 -- Environmental Engineering Technicians</b>	Riverside County	85	110	25	<10	29%	11%	<b>40%</b>	\$17.04
	San Bernardino County	106	135	29	10	27%	9%	<b>36%</b>	\$17.99
	California	2,702	3,101	399	273	15%	10%	25%	\$29
	U.S.A.	22,299	25,129	2,830	2,272	13%	10%	23%	\$20
17-3026 -- Industrial Engineering Technicians	Riverside County	162	196	34	16	21%	10%	31%	\$21.58
	San Bernardino County	139	160	21	14	15%	10%	25%	\$21.77

**Exhibit K-2**  
**Selected Occupations Forecast by SOC – Education Requiring Equal To An AA Degree – 2005-2010**  
**County (San Bernardino and Riverside) – State – Nation**

SOC Code & Occupation Description	Area	Study Period		Jobs				% Change	Hourly Earnings
		2005	2010	New Jobs	Replacement	% New	% Rep.		
	California	6,754	6,675	-79	701	-1%	10%	9%	\$35
	U.S.A.	71,038	73,569	2,531	7,374	4%	10%	14%	\$24
17-3027 -- Mechanical Engineering Technicians	Riverside County	133	163	30	14	23%	11%	33%	\$20.29
	San Bernardino County	133	160	27	13	20%	10%	30%	\$21.04
	California	6,951	7,045	93	718	1%	10%	12%	\$31
	U.S.A.	50,663	52,932	2,270	5,204	4%	10%	15%	\$22
17-3029 -- Eng. Techs, Except Drafters, All Other	Riverside County	342	411	69	40	20%	12%	32%	\$20.52
	San Bernardino County	475	557	83	54	17%	11%	29%	\$20.96
	California	11,889	12,395	506	1,438	4%	12%	16%	\$32
	U.S.A.	92,518	99,243	6,725	11,059	7%	12%	19%	\$24
19-4011 -- Agricultural And Food Science Technicians	Riverside County	509	530	21	47	4%	9%	13%	\$15.86
	San Bernardino County	237	275	38	23	16%	10%	26%	\$16.04
	California	4,930	5,374	444	479	9%	10%	19%	\$21
	U.S.A.	23,967	25,365	1,398	2,330	6%	10%	16%	\$16
		114	138	24	10	21%	9%	30%	\$17.07
19-4021 -- Biological Technicians	Riverside County								
	San Bernardino County	126	145	20	10	16%	8%	24%	\$17.01
	California	9,190	10,019	830	765	9%	8%	17%	\$27
	U.S.A.	67,951	73,620	5,669	5,617	8%	8%	17%	\$18
19-4031 -- Chemical Technicians	Riverside County	191	234	43	22	22%	12%	34%	\$17.97
	San Bernardino County	234	253	18	28	8%	12%	20%	\$18.42
	California	5,646	6,008	362	700	6%	12%	19%	\$27
	U.S.A.	65,921	66,842	922	8,187	1%	12%	14%	\$21
19-4041 -- Geological And Petroleum Technicians	Riverside County	54	64	11	<10	20%	11%	31%	\$16.76
	San Bernardino County	63	79	15	<10	24%	11%	35%	\$18.00
	California	2,046	2,073	27	255	1%	12%	14%	\$30
	U.S.A.	15,132	15,496	364	1,859	2%	12%	15%	\$23
<b>19-4051 -- Nuclear Technicians</b>	Riverside County	22	28	<10	<10	29%	14%	<b>43%</b>	<b>\$26.45</b>
	San Bernardino County	51	72	21	<10	40%	14%	<b>54%</b>	<b>\$27.36</b>
	California	1,147	1,350	204	151	18%	13%	31%	\$41
	U.S.A.	7,763	9,017	1,254	1,011	16%	13%	29%	\$28
19-4061 -- Social Science Research Assistants	Riverside County	40	48	<10	<10	19%	10%	29%	\$16.70
	San Bernardino County	45	55	10	<10	22%	11%	34%	\$17.02
	California	1,304	1,425	121	151	9%	12%	21%	\$26
	U.S.A.	18,073	19,889	1,815	2,094	10%	12%	22%	\$17

**Exhibit K-2**  
**Selected Occupations Forecast by SOC – Education Requiring Equal To An AA Degree – 2005-2010**  
**County (San Bernardino and Riverside) – State – Nation**

SOC Code & Occupation Description	Area	Study Period		Jobs				% Change	Hourly Earnings
		2005	2010	New Jobs	Replacement	% New	% Rep.		
19-4091 -- Environ Sci & Protection Techs, Incl.Hlth	Riverside County	116	135	19	13	16%	11%	27%	\$18.66
	San Bernardino County	126	155	29	14	23%	11%	34%	\$19.14
	California	4,004	4,494	490	458	12%	11%	24%	\$28
	U.S.A.	33,514	36,824	3,309	3,864	10%	12%	21%	\$18
19-4092 -- Forensic Science Technicians	Riverside County	75	94	19	<10	25%	11%	36%	\$26.67
	San Bernardino County	69	83	15	<10	22%	12%	33%	\$27.29
	California	1,723	2,004	281	194	16%	11%	28%	\$38
	U.S.A.	9,844	11,563	1,719	1,107	17%	11%	29%	\$23
19-4093 -- Forest And Conservation Technicians	Riverside County	161	170	<10	19	6%	12%	18%	\$16.76
	San Bernardino County	258	267	<10	27	4%	10%	14%	\$17.13
	California	5,581	5,849	268	657	5%	12%	17%	\$21
	U.S.A.	30,994	32,602	1,609	3,681	5%	12%	17%	\$15
19-4099 -- Life, Phy, &Social Science Techs, All Other	Riverside County	213	252	39	24	18%	11%	30%	\$18.03
	San Bernardino County	247	311	64	27	26%	11%	37%	\$18.27
	California	8,294	9,381	1,086	963	13%	12%	25%	\$25
	U.S.A.	78,482	89,315	10,834	9,133	14%	12%	25%	\$20
23-2011 -- Paralegals And Legal Assistants	Riverside County	454	538	84	18	18%	4%	22%	\$18.43
	San Bernardino County	404	409	<10	16	1%	4%	5%	\$20.19
	California	30,123	33,729	3,606	1,194	12%	4%	16%	\$32
	U.S.A.	253,791	290,748	36,957	10,018	15%	4%	19%	\$20
27-1022 -- Fashion Designers	Riverside County	45	57	11	<10	25%	7%	32%	\$27.59
	San Bernardino County	58	69	11	<10	19%	7%	26%	\$29.32
	California	2,359	2,545	185	156	8%	7%	14%	\$42
	U.S.A.	13,206	13,651	445	872	3%	7%	10%	\$30
27-1025 -- Interior Designers	Riverside County	275	336	61	17	22%	6%	28%	\$20.07
	San Bernardino County	228	273	44	14	19%	6%	26%	\$21.30
	California	7,627	8,851	1,224	495	16%	6%	23%	\$29
	U.S.A.	59,352	65,919	6,567	3,891	11%	7%	18%	\$21
27-4012 -- Broadcast Technicians	Riverside County	44	53	<10	<10	22%	11%	33%	\$22.06
	San Bernardino County	22	22	<10	<10	2%	9%	12%	\$22.37
	California	4,130	4,632	502	520	12%	13%	25%	\$32
	U.S.A.	31,719	33,929	2,211	3,884	7%	12%	19%	\$18
<b>29-1111 -- Registered Nurses</b>	Riverside County	9,414	11,980	2,566	955	27%	10%	<b>37%</b>	<b>\$27.16</b>

**Exhibit K-2**  
**Selected Occupations Forecast by SOC – Education Requiring Equal To An AA Degree – 2005-2010**  
**County (San Bernardino and Riverside) – State – Nation**

SOC Code & Occupation Description	Area	Study Period		Jobs				% Change	Hourly Earnings
		2005	2010	New Jobs	Replacement	% New	% Rep.		
	San Bernardino County	12,693	15,723	3,030	1,280	24%	10%	<b>34%</b>	<b>\$27.58</b>
	California	265,566	316,277	50,711	27,256	19%	10%	29%	\$38
	U.S.A.	2,600,194	3,072,714	472,520	267,059	18%	10%	28%	\$25
<b>29-1124 -- Radiation Therapists</b>	Riverside County	38	46	<10	<10	20%	10%	<b>31%</b>	<b>\$33.24</b>
	San Bernardino County	50	58	<10	<10	15%	12%	<b>27%</b>	<b>\$35.56</b>
	California	813	904	91	92	11%	11%	23%	\$46
	U.S.A.	15,580	17,716	2,137	1,751	14%	11%	25%	\$30
<b>29-1126 -- Respiratory Therapists</b>	Riverside County	437	532	95	70	22%	16%	<b>38%</b>	\$23.64
	San Bernardino County	656	790	134	105	20%	16%	<b>36%</b>	\$24.44
	California	11,216	13,068	1,852	1,812	17%	16%	33%	\$32
	U.S.A.	98,845	113,926	15,081	15,941	15%	16%	31%	\$21
29-2012 -- Medical And Clinical Laboratory Technicians	Riverside County	257	307	51	33	20%	13%	33%	\$18.49
	San Bernardino County	300	344	44	39	15%	13%	28%	\$19.39
	California	11,592	13,077	1,485	1,534	13%	13%	26%	\$24
	U.S.A.	152,625	175,071	22,446	20,242	15%	13%	28%	\$16
<b>29-2021 -- Dental Hygienists</b>	Riverside County	1,087	1,447	360	45	33%	4%	<b>37%</b>	<b>\$37.18</b>
	San Bernardino County	1,206	1,541	334	50	28%	4%	<b>32%</b>	<b>\$38.27</b>
	California	24,106	29,806	5,700	1,017	24%	4%	28%	\$47
	U.S.A.	182,017	221,980	39,963	7,626	22%	4%	26%	\$29
29-2031 -- Cardiovascular Technologists And Techs	Riverside County	131	163	32	12	25%	9%	34%	\$19.60
	San Bernardino County	188	229	41	17	22%	9%	31%	\$20.24
	California	3,312	3,925	613	304	18%	9%	28%	\$28
	U.S.A.	46,016	54,354	8,338	4,205	18%	9%	27%	\$19
29-2032 -- Diagnostic Medical Sonographers	Riverside County	122	156	34	11	28%	9%	37%	\$27.74
	San Bernardino County	153	185	33	14	21%	9%	31%	\$28.87
	California	3,109	3,675	567	284	18%	9%	27%	\$37
	U.S.A.	44,143	52,871	8,728	4,031	20%	9%	29%	\$26
29-2033 -- Nuclear Medicine Technologists	Riverside County	39	47	<10	<10	22%	10%	32%	\$29.92
	San Bernardino County	53	62	<10	<10	17%	9%	27%	\$31.07
	California	1,581	1,779	198	146	12%	9%	22%	\$38
	U.S.A.	18,341	20,783	2,442	1,694	13%	9%	23%	\$30
29-2034 -- Radiologic Technologists And Technicians	Riverside County	670	822	151	61	23%	9%	32%	\$23.29
	San Bernardino County	855	1,000	145	78	17%	9%	26%	\$24.14
	California	16,035	18,215	2,180	1,477	14%	9%	23%	\$32

**Exhibit K-2**  
**Selected Occupations Forecast by SOC – Education Requiring Equal To An AA Degree – 2005-2010**  
**County (San Bernardino and Riverside) – State – Nation**

SOC Code & Occupation Description	Area	Study Period		Jobs				% Change	Hourly Earnings
		2005	2010	New Jobs	Replacement	% New	% Rep.		
	U.S.A.	187,539	215,278	27,739	17,276	15%	9%	24%	\$22
29-2054 -- Respiratory Therapy Technicians	Riverside County	24	26	<10	<10	9%	8%	18%	\$17.73
	San Bernardino County	35	38	<10	<10	7%	6%	13%	\$18.54
	California	1,215	1,256	41	80	3%	7%	10%	\$27
	U.S.A.	24,818	25,767	950	1,620	4%	7%	10%	\$18
29-2056 -- Veterinary Technologists And Technicians	Riverside County	351	406	55	21	16%	6%	22%	\$12.70
	San Bernardino County	279	297	18	16	7%	6%	12%	\$13.40
	California	7,516	8,857	1,341	482	18%	6%	24%	\$18
	U.S.A.	66,405	78,683	12,278	4,219	18%	6%	25%	\$13
29-2071 -- Medical Records And Health Info Techs	Riverside County	539	680	140	38	26%	7%	33%	\$14.83
	San Bernardino County	660	785	126	46	19%	7%	26%	\$15.66
	California	15,528	17,962	2,434	1,098	16%	7%	23%	\$21
	U.S.A.	169,356	198,700	29,344	11,930	17%	7%	24%	\$14
31-2011 -- Occupational Therapist Assistants	Riverside County	82	103	21	<10	26%	6%	32%	\$21.80
	San Bernardino County	111	136	26	<10	23%	6%	29%	\$22.62
	California	1,534	1,856	321	96	21%	6%	27%	\$27
	U.S.A.	23,086	27,458	4,372	1,413	19%	6%	25%	\$18
<b>31-2021 -- Physical Therapist Assistants</b>	Riverside County	194	256	62	16	32%	8%	<b>40%</b>	\$19.13
	San Bernardino County	264	340	77	21	29%	8%	<b>37%</b>	\$19.98
	California	4,852	6,046	1,194	396	25%	8%	33%	\$28
	U.S.A.	65,957	81,820	15,863	5,269	24%	8%	32%	\$18
33-3031 -- Fish And Game Wardens	Riverside County	13	14	<10	<10	13%	16%	29%	\$25.17
	San Bernardino County	11	12	<10	<10	10%	9%	19%	\$25.76
	California	388	414	25	49	7%	13%	19%	\$37
	U.S.A.	7,262	7,698	436	895	6%	12%	18%	\$24
49-9062 -- Medical Equipment Repairers	Riverside County	110	133	23	15	21%	14%	35%	\$22.26
	San Bernardino County	137	163	25	18	18%	13%	32%	\$23.00
	California	3,742	3,956	214	516	6%	14%	19%	\$26
	U.S.A.	26,341	28,943	2,601	3,633	10%	14%	24%	\$18
51-9141 -- Semiconductor Processors	Riverside County	316	372	56	47	18%	15%	33%	\$13.27
	San Bernardino County	61	56	<10	<10	-9%	15%	5%	\$13.36
	California	8,694	7,730	-964	1,293	-11%	15%	4%	\$22
	U.S.A.	45,837	44,712	-1,125	6,620	-2%	14%	12%	\$15

**Exhibit C-1**  
**Number of all Community College Students - Fall 2004**  
**CHC Top Feeder Cities**

Zip Codes	City	Crafton Hills	Barstow	Chaffey	De Anza	Desert	Mt San Antonio	Mt San Jacinto	Palo Verde	Palomar	Rio Hondo	Riverside	San Bernardino	Santa Ana	Santiago Canyon	Victor Valley
92220	Banning	136	1	5	0	31	5	5	19	6	5	95	28	5	13	1
92223	Beaumont	187	4	8	0	15	2	2	21	0	8	125	49	9	3	1
92320	Calimesa	119	0	2	0	2	0	0	3	1	4	24	36	5	3	0
92346	Highland	492	2	53	0	4	11	11	5	7	13	215	953	13	9	4
92354	Loma Linda	174	0	13	0	1	6	6	0	3	3	208	302	2	2	0
92359	Mentone	195	0	7	0	1	0	0	1	2	2	39	59	0	0	0
92373	Redlands	541	4	22	0	1	6	6	1	2	9	212	236	11	7	3
92374	Redlands	769	3	31	0	7	13	13	2	8	8	198	381	17	8	3
92404	San Bernardino	147	1	85	0	1	14	14	2	3	21	161	1,197	8	18	8
92405	San Bernardino	46	0	38	0	1	4	4	3	5	10	82	676	1	4	2
92407	San Bernardino	97	2	166	211	0	17	17	3	10	16	190	1,098	16	14	5
92408	San Bernardino	55	0	14	0	0	5	5	24	3	1	75	275	1	3	0
92410	San Bernardino	39	0	50	0	0	7	7	1	3	8	93	970	10	12	1
92399	Yucaipa	1,128	3	23	0	15	2	2	13	8	8	145	202	15	14	3
Totals		4,125	20	517	211	79	92	92	98	61	116	1,862	6,462	113	110	31

**Exhibit E-1**  
**Educational Establishments by 6-Digit NAICS Code**  
**CHC Top Feeder Cities**

City	Business Name	Industry Description	Estimated	
			Employees	Sales (\$ Millions)
Banning	Bill's Human Computer	Computer Training	7	\$0.6
	San Gorgonio Ballet Co	Fine Arts Schools	1	\$0.1
Beaumont	Dance Spectrum	Fine Arts Schools	3	\$0.1
Highland	Cole Computer Training Group	Computer Training	7	\$0.6
	Aloha Hula Dance Group	Fine Arts Schools	3	\$0.1
	Inland Dance Academy	Fine Arts Schools	3	\$0.1
	Education Center	All Other Miscellaneous Schools and Instructior	3	\$0.5
Loma Linda	Loma Linda University	Colleges, Universities, and Professional School	4	\$0.2
	Edef Recruitment & Nursing	Other Technical and Trade Schools	2	\$0.1
	Johana St Clair Music Studio	Fine Arts Schools	1	\$0.2
	Loma Linda Girls' Chorus	Fine Arts Schools	3	\$0.5
	Care Learning Ctr	Vocational Rehabilitation Services	1	\$0.1
Mentone	Analytic Rehabilitation	Vocational Rehabilitation Services	5	\$0.5
Redlands	Community Christian College	Colleges, Universities, and Professional School	8	\$0.8
	North American Heating Trng	Business and Secretarial Schools	6	\$0.4
	American College Of Health	Business and Secretarial Schools	21	\$1.4
	Inland Technical Skills Ctr	Computer Training	7	\$0.6
	Dance Connection	Fine Arts Schools	2	\$0.1
	School Of Intl Ballet	Fine Arts Schools	1	\$0.1
	Dave Saltman	Fine Arts Schools	3	\$0.5
	Stage Presence Academy-Redland	Fine Arts Schools	3	\$0.5
	Moya Lani Polynesian	Fine Arts Schools	1	\$0.1
	Dance Horizons Of Redlands	Fine Arts Schools	9	\$0.2
	Rich Arnolds Music Studios	Fine Arts Schools	3	\$0.5
	5678 Dance Studio	Fine Arts Schools	3	\$0.1
	Redlands Ballroom Dance Assoc	Fine Arts Schools	3	\$0.1
	Blue Mud-A Studio	All Other Miscellaneous Schools and Instructior	2	\$0.1
	Abc Educators	All Other Miscellaneous Schools and Instructior	7	\$1.1
	Soonie's Yoga & Self	All Other Miscellaneous Schools and Instructior	1	\$0.1
	Moreno Institute-Motorcycling	All Other Miscellaneous Schools and Instructior	9	\$1.4
	CPR Etc	All Other Miscellaneous Schools and Instructior	2	\$0.3
	Unlimited Frontiers	Vocational Rehabilitation Services	7	\$0.7
	Thayer Rodman & Assoc	Vocational Rehabilitation Services	10	\$1.0
	Resource Rehab	Vocational Rehabilitation Services	2	\$0.2
	University Of Redlands	Colleges, Universities, and Professional School	600	\$32.4
	Colton-Redlands-Yucaipa ROP	Business and Secretarial Schools	133	\$9.0
	Redlands Aerosports	Flight Training	1	\$0.2
	M I Air Corp	Flight Training	7	\$1.1
	Aero Tech Academy	Flight Training	4	\$0.6
	Arthur Murray Dance Studio	Fine Arts Schools	12	\$0.3
	Redlands School Of Dance	Fine Arts Schools	3	\$0.1
	Music & Me	Fine Arts Schools	1	\$0.2
	Rachel's Dance & Creative Move	Fine Arts Schools	2	\$0.1
Advanced Career Dynamics	Vocational Rehabilitation Services	1	\$0.1	
Adult Basic Learning	Vocational Rehabilitation Services	6	\$0.6	
Fioretti Rehabilitation Svc	Vocational Rehabilitation Services	3	\$0.3	
Job Service	Vocational Rehabilitation Services	28	\$2.8	
San Bernardino	Computer Software Training	Computer Training	1	\$0.1
	Easy Music School	Fine Arts Schools	2	\$0.3
	Glenna Huntley Piano Studio	Fine Arts Schools	1	\$0.2
	Algwen Music Llc	Fine Arts Schools	3	\$0.5
	Looking Glass Studio	Fine Arts Schools	7	\$1.1

**Exhibit E-1**  
**Educational Establishments by 6-Digit NAICS Code**  
**CHC Top Feeder Cities**

City	Business Name	Industry Description	Estimated	
			Employees	Sales (\$ Millions)
	Paradise Productions	Fine Arts Schools	2	\$0.3
	Happy Hands Ceramic Studio	All Other Miscellaneous Schools and Instructor	2	\$0.3
	Universal Training Ctr	Vocational Rehabilitation Services	5	\$0.5
	New Beginnings Rehabilitation	Vocational Rehabilitation Services	6	\$0.6
	Community Options	Vocational Rehabilitation Services	8	\$0.8
	Independent Rehabilitation	Vocational Rehabilitation Services	1	\$0.1
	San Bernardino County Job Svc	Vocational Rehabilitation Services	21	\$2.1
	Neighborhood Housing Svc	Vocational Rehabilitation Services	16	\$1.6
	Pegasus Day Rehab	Vocational Rehabilitation Services	21	\$2.1
	California State University	Colleges, Universities, and Professional School	1,400	\$75.6
	Nabila Dance Ctr	Fine Arts Schools	3	\$0.1
	Glen Helen Rehabilitation Ctr	Vocational Rehabilitation Services	21	\$2.1
	Inland Empire Ctr	Colleges, Universities, and Professional School	5	\$0.3
	San Bernardino Community College	Colleges, Universities, and Professional School	45	\$2.4
	Career Colleges Of America	Colleges, Universities, and Professional School	19	\$1.0
	California Baptist College	Colleges, Universities, and Professional School	4	\$0.4
	Rhema College	Colleges, Universities, and Professional School	1	\$0.1
	National University	Colleges, Universities, and Professional School	20	\$1.1
	University Of Phoenix Inc	Colleges, Universities, and Professional School	111	\$6.0
	Azusa Pacific University	Colleges, Universities, and Professional School	4	\$0.2
	Bryman College	Business and Secretarial Schools	60	\$4.1
	Concorde Career Institute	Business and Secretarial Schools	85	\$5.8
	P C University	Computer Training	1	\$0.1
	United Education Institute	Computer Training	7	\$0.6
	Strategic Training Academy	Professional and Management Development Tr	8	\$1.2
	Laborers Training School	Professional and Management Development Tr	9	\$1.4
	A-1 Progress Trucking Inc	Other Technical and Trade Schools	3	\$0.2
	ITT Technical Institute	Other Technical and Trade Schools	75	\$4.4
	Music Lessons Central	Fine Arts Schools	5	\$0.8
	Western States Music Workshops	Fine Arts Schools	12	\$1.8
	Career Options	All Other Miscellaneous Schools and Instructor	4	\$0.6
	Martinez Vocational	All Other Miscellaneous Schools and Instructor	6	\$0.9
	Pegasus Day Rehab	Vocational Rehabilitation Services	21	\$2.1
	Rehab West	Vocational Rehabilitation Services	3	\$0.3
	San Bernardino-Riverside	Vocational Rehabilitation Services	12	\$1.2
	Corvel	Vocational Rehabilitation Services	45	\$4.5
	Career Search Group	Vocational Rehabilitation Services	4	\$0.4
	San Bernardino Valley College	Colleges, Universities, and Professional School	875	\$47.3
	Rosston Schools-Men's Hair	Colleges, Universities, and Professional School	1	\$0.1
	Solomon Theological Seminary	Colleges, Universities, and Professional School	111	\$6.0
	Appliance Repair Institute	Business and Secretarial Schools	21	\$1.4
	Institute Of Automotive Tech	Business and Secretarial Schools	6	\$0.4
	Tamara Alston	Fine Arts Schools	3	\$0.5
	Desi	Vocational Rehabilitation Services	21	\$2.1
	Job Corps For Women	Vocational Rehabilitation Services	21	\$2.1
Yucaipa	Crafton Hills College	Colleges, Universities, and Professional School	500	\$27.0
	Respiratory Care Training	Business and Secretarial Schools	7	\$0.5
	Studio Lil Dancewear	Fine Arts Schools	4	\$0.1
	Tumble City	Fine Arts Schools	3	\$0.1
	Center Stage Of Dance	Fine Arts Schools	3	\$0.1
	Conservatory Of Dance	Fine Arts Schools	3	\$0.1
	Cardio Alert	All Other Miscellaneous Schools and Instructor	9	\$1.4
	American Field Svc Intercultrl	All Other Miscellaneous Schools and Instructor	9	\$1.4
	Adult Basic Learning Inc	Vocational Rehabilitation Services	12	\$1.2
	Rehab Care Group	Vocational Rehabilitation Services	21	\$2.1
	Totals		4,673	\$286

**Exhibit M-1**  
**Curricula Demand Based on Occupations Demand – 2005-2010**  
**Crafton Hills College – Riverside and San Bernardino County Projection Area**

Classification of Instructional Program (CIP)		Forecast Period		Change	
Code	Name	2005	2010	Number	Percent
14.1401	Environmental/Environmental Health Engineering	<10	<10	<10	25%
19.0708	Child Care and Support Services Management	41	51	10	24%
26.0503	Medical Microbiology and Bacteriology	23	28	<10	22%
40.0601	Geology/Earth Science, General	<10	11	<10	22%
51.0905	Nuclear Medical Technology/Technologist	29	35	<10	21%
51.0908	Respiratory Care Therapy/Therapist	92	111	19	21%
11.9999	Computer and Information Sciences and Support Services, Other	45	54	<10	20%
13.0101	Education, General	<10	<10	<10	20%
50.0709	Sculpture	<10	<10	<10	20%
52.1501	Real Estate	<10	<10	<10	20%
45.1001	Political Science and Government, General	22	26	<10	18%
05.0299	Ethnic, Cultural Minority, and Gender Studies, Other	12	14	<10	17%
32.0108	Literacy and Communication Skills	18	21	<10	17%
40.0607	Oceanography, Chemical and Physical	12	14	<10	17%
43.0203	Fire Science/Fire-fighting	70	82	12	17%
52.0204	Office Management and Supervision	<10	<10	<10	17%
38.0101	Philosophy	25	29	<10	16%
42.0101	Psychology, General	43	50	<10	16%
16.0905	Spanish Language and Literature	52	60	<10	15%
23.0101	English Language and Literature, General	223	256	33	15%
23.1001	Speech and Rhetorical Studies	46	53	<10	15%
26.0101	Biology/Biological Sciences, General	41	47	<10	15%
26.0707	Animal Physiology	62	71	<10	15%
32.0104	Numeracy and Computational Skills	27	31	<10	15%
40.0501	Chemistry, General	60	69	<10	15%
50.0701	Art/Art Studies, General	27	31	<10	15%
50.0903	Music Performance, General	33	38	<10	15%
52.0101	Business/Commerce, General	26	30	<10	15%
54.0101	History, General	59	68	<10	15%
30.9999	Multi-/Interdisciplinary Studies, Other	21	24	<10	14%
32.0105	Job-Seeking/Changing Skills	14	16	<10	14%
38.0201	Religion/Religious Studies	14	16	<10	14%
43.0107	Criminal Justice/Police Science	14	16	<10	14%
31.0501	Health and Physical Education, General	92	104	12	13%
50.0705	Drawing	23	26	<10	13%
13.1307	Health Teacher Education	48	54	<10	12%
50.0501	Drama and Dramatics/Theatre Arts, General	<10	<10	<10	12%
52.1804	Selling Skills and Sales Operations	<10	<10	<10	12%
40.0801	Physics, General	19	21	<10	11%
40.0201	Astronomy	10	11	<10	10%
45.1101	Sociology	40	43	<10	8%
27.0101	Mathematics, General	217	233	16	7%
45.0601	Economics, General	15	16	<10	7%
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	100	107	<10	7%
52.0301	Accounting	16	17	<10	6%
09.0101	Communication Studies/Speech Communication and Rhetoric	<10	<10	<10	0%
09.9999	Communication, Journalism, and Related Programs, Other	<10	<10	<10	0%
11.0201	Computer Programming/Programmer, General	<10	<10	<10	0%
23.0501	Creative Writing	<10	<10	<10	0%
45.0701	Geography	<10	<10	<10	0%
50.0301	Dance, General	<10	<10	<10	0%
50.0502	Technical Theatre/Theatre Design and Technology	<10	<10	<10	0%

\*Sorted from Highest to Lowest -- Percent Change

The above table shows the demand for curricula based on occupations growth for San Bernardino and Riverside Counties. The Percent Change column suggests the increase in curricula in order to maintain levels comparable with growth in occupations related to that curriculum.