



Market Profile

Cities in San Bernardino County
Twentynine Palms

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	23,176
2000 Group Quarters	5,681
2010 Total Population	27,012
2015 Total Population	28,074
2010-2015 Annual Rate	0.77%
Household Summary	
2000 Households	6,565
2000 Average Household Size	2.66
2010 Households	7,626
2010 Average Household Size	2.74
2015 Households	7,964
2015 Average Household Size	2.76
2010-2015 Annual Rate	0.87%
2000 Families	4,739
2000 Average Family Size	3.11
2010 Families	5,447
2010 Average Family Size	3.22
2015 Families	5,648
2015 Average Family Size	3.26
2010-2015 Annual Rate	0.73%
Housing Unit Summary	
2000 Housing Units	7,958
Owner Occupied Housing Units	31.3%
Renter Occupied Housing Units	51.2%
Vacant Housing Units	17.5%
2010 Housing Units	9,374
Owner Occupied Housing Units	30.5%
Renter Occupied Housing Units	50.9%
Vacant Housing Units	18.6%
2015 Housing Units	10,064
Owner Occupied Housing Units	29.2%
Renter Occupied Housing Units	50.0%
Vacant Housing Units	20.9%
Median Household Income	
2000	\$30,542
2010	\$41,564
2015	\$50,379
Median Home Value	
2000	\$74,260
2010	\$102,378
2015	\$122,475
Per Capita Income	
2000	\$15,130
2010	\$18,384
2015	\$20,728
Median Age	
2000	24.1
2010	24.5
2015	24.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income	
Household Income Base	6,537
<\$15,000	18.6%
\$15,000 - \$24,999	20.3%
\$25,000 - \$34,999	19.2%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	5.3%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	0.4%
\$200,000+	0.0%
Average Household Income	\$36,779
2010 Households by Income	
Household Income Base	7,628
<\$15,000	11.7%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	1.1%
\$200,000+	0.3%
Average Household Income	\$48,350
2015 Households by Income	
Household Income Base	7,964
<\$15,000	9.6%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	28.2%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	1.6%
\$200,000+	0.4%
Average Household Income	\$54,825
2000 Owner Occupied Housing Units by Value	
Total	2,538
<\$50,000	24.0%
\$50,000 - \$99,999	54.6%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	3.0%
\$200,000 - \$299,999	2.6%
\$300,000 - \$499,999	0.2%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$79,747
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	4,010
With Cash Rent	70.2%
No Cash Rent	29.8%
Median Rent	\$420
Average Rent	\$413

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age		
Total		23,174
0 - 4		8.6%
5 - 9		6.6%
10 - 14		6.2%
15 - 24		33.0%
25 - 34		16.8%
35 - 44		12.1%
45 - 54		7.0%
55 - 64		4.2%
65 - 74		3.1%
75 - 84		2.0%
85 +		0.5%
18 +		75.6%
2010 Population by Age		
Total		27,009
0 - 4		9.1%
5 - 9		6.7%
10 - 14		5.6%
15 - 24		30.7%
25 - 34		18.1%
35 - 44		10.3%
45 - 54		7.7%
55 - 64		5.7%
65 - 74		3.2%
75 - 84		2.0%
85 +		0.8%
18 +		75.6%
2015 Population by Age		
Total		28,073
0 - 4		9.1%
5 - 9		6.9%
10 - 14		5.8%
15 - 24		29.3%
25 - 34		18.0%
35 - 44		11.2%
45 - 54		6.7%
55 - 64		6.3%
65 - 74		3.9%
75 - 84		2.0%
85 +		0.8%
18 +		75.4%
2000 Population by Sex		
Males		61.3%
Females		38.7%
2010 Population by Sex		
Males		60.3%
Females		39.7%
2015 Population by Sex		
Males		60.1%
Females		39.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Race/Ethnicity	
Total	23,176
White Alone	70.8%
Black Alone	9.9%
American Indian Alone	1.4%
Asian or Pacific Islander Alone	4.7%
Some Other Race Alone	7.3%
Two or More Races	5.9%
Hispanic Origin	16.4%
Diversity Index	62.8
2010 Population by Race/Ethnicity	
Total	27,012
White Alone	62.0%
Black Alone	11.1%
American Indian Alone	1.6%
Asian or Pacific Islander Alone	6.6%
Some Other Race Alone	11.2%
Two or More Races	7.5%
Hispanic Origin	25.3%
Diversity Index	75.1
2015 Population by Race/Ethnicity	
Total	28,073
White Alone	57.7%
Black Alone	11.4%
American Indian Alone	1.6%
Asian or Pacific Islander Alone	7.6%
Some Other Race Alone	13.4%
Two or More Races	8.2%
Hispanic Origin	30.1%
Diversity Index	79.7
2000 Population 3+ by School Enrollment	
Total	21,910
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.3%
Enrolled in Grade 9-12	4.9%
Enrolled in College	6.6%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	73.4%
2010 Population 25+ by Educational Attainment	
Total	12,934
Less Than 9th Grade	3.1%
9th to 12th Grade, No Diploma	9.6%
High School Graduate	31.1%
Some College, No Degree	27.9%
Associate Degree	11.0%
Bachelor's Degree	11.6%
Graduate/Professional Degree	5.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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		Cities in San Bernardino County
2010 Population 15+ by Marital Status		
Total		21,221
Never Married		34.0%
Married		53.5%
Widowed		3.6%
Divorced		8.9%
2000 Population 16+ by Employment Status		
Total		17,949
In Labor Force		63.7%
Civilian Employed		28.7%
Civilian Unemployed		3.0%
In Armed Forces		32.0%
Not In Labor Force		36.3%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		79.7%
Civilian Unemployed		20.3%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		82.7%
Civilian Unemployed		17.3%
2000 Females 16+ by Employment Status and Age of Children		
Total		6,553
Own Children < 6 Only		15.7%
Employed/in Armed Forces		5.4%
Unemployed		1.3%
Not in Labor Force		9.0%
Own Children <6 and 6-17 Only		7.2%
Employed/in Armed Forces		2.4%
Unemployed		0.5%
Not in Labor Force		4.3%
Own Children 6-17 Only		16.7%
Employed/in Armed Forces		12.0%
Unemployed		1.1%
Not in Labor Force		3.6%
No Own Children < 18		60.4%
Employed/in Armed Forces		27.6%
Unemployed		3.2%
Not in Labor Force		29.5%
2010 Employed Population 16+ by Industry		
Total		5,324
Agriculture/Mining		0.4%
Construction		4.8%
Manufacturing		1.7%
Wholesale Trade		1.4%
Retail Trade		13.7%
Transportation/Utilities		3.4%
Information		1.7%
Finance/Insurance/Real Estate		4.3%
Services		54.3%
Public Administration		14.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation

Total	5,323
White Collar	58.3%
Management/Business/Financial	11.7%
Professional	19.9%
Sales	11.5%
Administrative Support	15.2%
Services	26.9%
Blue Collar	14.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	3.7%
Production	2.1%
Transportation/Material Moving	4.4%

2000 Workers 16+ by Means of Transportation to Work

Total	10,485
Drove Alone - Car, Truck, or Van	54.0%
Carpooled - Car, Truck, or Van	21.2%
Public Transportation	0.8%
Walked	18.6%
Other Means	2.9%
Worked at Home	2.5%

2000 Workers 16+ by Travel Time to Work

Total	10,486
Did not Work at Home	97.5%
Less than 5 minutes	7.8%
5 to 9 minutes	24.9%
10 to 19 minutes	42.5%
20 to 24 minutes	8.2%
25 to 34 minutes	6.4%
35 to 44 minutes	0.8%
45 to 59 minutes	1.4%
60 to 89 minutes	2.7%
90 or more minutes	2.9%
Worked at Home	2.5%
Average Travel Time to Work (in min)	17.1

2000 Households by Vehicles Available

Total	6,559
None	7.4%
1	45.6%
2	35.5%
3	8.6%
4	2.5%
5+	0.4%
Average Number of Vehicles Available	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Type	
Total	6,565
Family Households	72.2%
Married-couple Family	55.8%
With Related Children	32.2%
Other Family (No Spouse)	16.4%
With Related Children	13.4%
Nonfamily Households	27.8%
Householder Living Alone	21.9%
Householder Not Living Alone	5.8%
Households with Related Children	45.6%
Households with Persons 65+	14.9%
2000 Households by Size	
Total	6,565
1 Person Household	21.9%
2 Person Household	31.1%
3 Person Household	20.4%
4 Person Household	16.0%
5 Person Household	6.7%
6 Person Household	2.3%
7 + Person Household	1.6%
2000 Households by Year Householder Moved In	
Total	6,560
Moved in 1999 to March 2000	41.0%
Moved in 1995 to 1998	27.3%
Moved in 1990 to 1994	12.4%
Moved in 1980 to 1989	9.8%
Moved in 1970 to 1979	7.3%
Moved in 1969 or Earlier	2.3%
Median Year Householder Moved In	1997
2000 Housing Units by Units in Structure	
Total	7,855
1, Detached	57.9%
1, Attached	11.4%
2	6.5%
3 or 4	12.8%
5 to 9	2.7%
10 to 19	1.2%
20 +	1.2%
Mobile Home	5.0%
Other	1.2%
2000 Housing Units by Year Structure Built	
Total	7,854
1999 to March 2000	0.5%
1995 to 1998	7.0%
1990 to 1994	14.3%
1980 to 1989	27.6%
1970 to 1979	17.5%
1969 or Earlier	33.2%
Median Year Structure Built	1980

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Top 3 Tapestry Segments

1. Inner City Tenants
2. Aspiring Young Families
3. Military Proximity

2010 Consumer Spending

Apparel & Services: Total \$	\$9,439,069
Average Spent	\$1,237.68
Spending Potential Index	52
Computers & Accessories: Total \$	\$1,265,924
Average Spent	\$165.99
Spending Potential Index	75
Education: Total \$	\$6,761,948
Average Spent	\$886.65
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$16,992,919
Average Spent	\$2,228.16
Spending Potential Index	69
Food at Home: Total \$	\$24,928,108
Average Spent	\$3,268.65
Spending Potential Index	73
Food Away from Home: Total \$	\$18,192,283
Average Spent	\$2,385.43
Spending Potential Index	74
Health Care: Total \$	\$18,265,608
Average Spent	\$2,395.04
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$9,412,577
Average Spent	\$1,234.21
Spending Potential Index	60
Investments: Total \$	\$7,417,266
Average Spent	\$972.57
Spending Potential Index	56
Retail Goods: Total \$	\$127,026,792
Average Spent	\$16,656.14
Spending Potential Index	67
Shelter: Total \$	\$85,701,400
Average Spent	\$11,237.43
Spending Potential Index	71
TV/Video/Audio: Total \$	\$6,877,484
Average Spent	\$901.80
Spending Potential Index	73
Travel: Total \$	\$9,236,971
Average Spent	\$1,211.18
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$5,107,316
Average Spent	\$669.69
Spending Potential Index	71

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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