



# Market Profile

Cities in San Bernardino County  
Chino

Prepared By Business Analyst Desktop

## Cities in San Bernardino County

Population Summary	
2000 Total Population	69,581
2000 Group Quarters	9,855
2010 Total Population	82,472
2015 Total Population	85,961
2010-2015 Annual Rate	0.83%
Household Summary	
2000 Households	17,350
2000 Average Household Size	3.44
2010 Households	20,092
2010 Average Household Size	3.58
2015 Households	20,909
2015 Average Household Size	3.61
2010-2015 Annual Rate	0.80%
2000 Families	14,140
2000 Average Family Size	3.78
2010 Families	16,424
2010 Average Family Size	3.93
2015 Families	17,058
2015 Average Family Size	3.96
2010-2015 Annual Rate	0.76%
Housing Unit Summary	
2000 Housing Units	17,951
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	3.3%
2010 Housing Units	20,945
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	4.1%
2015 Housing Units	22,029
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	5.1%
Median Household Income	
2000	\$55,028
2010	\$67,608
2015	\$76,622
Median Home Value	
2000	\$170,821
2010	\$243,322
2015	\$287,679
Per Capita Income	
2000	\$17,110
2010	\$21,832
2015	\$24,285
Median Age	
2000	31.2
2010	31.9
2015	32.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. 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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<b>2000 Households by Income</b>	
Household Income Base	17,381
<\$15,000	9.9%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	2.3%
\$200,000+	1.1%
Average Household Income	\$62,949
<b>2010 Households by Income</b>	
Household Income Base	20,091
<\$15,000	6.2%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	26.0%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	4.9%
\$200,000+	2.5%
Average Household Income	\$78,073
<b>2015 Households by Income</b>	
Household Income Base	20,910
<\$15,000	4.5%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	25.9%
\$75,000 - \$99,999	19.1%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	5.9%
\$200,000+	3.5%
Average Household Income	\$87,175
<b>2000 Owner Occupied Housing Units by Value</b>	
Total	11,709
<\$50,000	2.6%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	43.1%
\$200,000 - \$299,999	23.2%
\$300,000 - \$499,999	2.3%
\$500,000 - \$999,999	0.4%
\$1,000,000 +	0.2%
Average Home Value	\$176,724
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>	
Total	5,565
With Cash Rent	97.2%
No Cash Rent	2.8%
Median Rent	\$703
Average Rent	\$687

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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## Cities in San Bernardino County

2000 Population by Age		
Total		69,584
0 - 4		7.0%
5 - 9		8.2%
10 - 14		8.1%
15 - 24		16.6%
25 - 34		16.8%
35 - 44		18.7%
45 - 54		12.9%
55 - 64		6.0%
65 - 74		3.2%
75 - 84		1.9%
85 +		0.6%
18 +		72.2%
2010 Population by Age		
Total		82,473
0 - 4		7.4%
5 - 9		7.2%
10 - 14		6.8%
15 - 24		16.7%
25 - 34		17.5%
35 - 44		15.9%
45 - 54		13.8%
55 - 64		8.7%
65 - 74		3.6%
75 - 84		1.7%
85 +		0.7%
18 +		74.1%
2015 Population by Age		
Total		85,960
0 - 4		7.6%
5 - 9		7.4%
10 - 14		6.9%
15 - 24		15.2%
25 - 34		17.5%
35 - 44		16.3%
45 - 54		12.3%
55 - 64		9.4%
65 - 74		4.9%
75 - 84		1.8%
85 +		0.7%
18 +		74.4%
2000 Population by Sex		
Males		53.9%
Females		46.1%
2010 Population by Sex		
Males		53.6%
Females		46.4%
2015 Population by Sex		
Males		53.5%
Females		46.5%

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



**Cities in San Bernardino County**

2000 Population by Race/Ethnicity	
Total	69,581
White Alone	55.8%
Black Alone	8.6%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	5.0%
Some Other Race Alone	25.1%
Two or More Races	4.7%
Hispanic Origin	46.7%
Diversity Index	83.9
2010 Population by Race/Ethnicity	
Total	82,472
White Alone	48.2%
Black Alone	8.0%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	6.0%
Some Other Race Alone	31.7%
Two or More Races	5.2%
Hispanic Origin	58.6%
Diversity Index	87.5
2015 Population by Race/Ethnicity	
Total	85,961
White Alone	45.1%
Black Alone	7.5%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	6.5%
Some Other Race Alone	34.7%
Two or More Races	5.4%
Hispanic Origin	63.7%
Diversity Index	88.5
2000 Population 3+ by School Enrollment	
Total	66,671
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	13.6%
Enrolled in Grade 9-12	7.7%
Enrolled in College	6.7%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	68.1%
2010 Population 25+ by Educational Attainment	
Total	51,048
Less Than 9th Grade	10.7%
9th to 12th Grade, No Diploma	14.1%
High School Graduate	30.1%
Some College, No Degree	21.5%
Associate Degree	8.1%
Bachelor's Degree	11.6%
Graduate/Professional Degree	3.9%

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	64,817
Never Married	27.6%
Married	60.9%
Widowed	4.2%
Divorced	7.2%
2000 Population 16+ by Employment Status	
Total	52,378
In Labor Force	55.7%
Civilian Employed	51.6%
Civilian Unemployed	4.1%
In Armed Forces	0.0%
Not In Labor Force	44.3%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	83.1%
Civilian Unemployed	16.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	85.8%
Civilian Unemployed	14.2%
2000 Females 16+ by Employment Status and Age of Children	
Total	23,833
Own Children < 6 Only	7.5%
Employed/in Armed Forces	4.2%
Unemployed	0.3%
Not in Labor Force	3.0%
Own Children <6 and 6-17 Only	7.9%
Employed/in Armed Forces	4.1%
Unemployed	0.3%
Not in Labor Force	3.4%
Own Children 6-17 Only	20.9%
Employed/in Armed Forces	13.7%
Unemployed	0.8%
Not in Labor Force	6.4%
No Own Children < 18	63.7%
Employed/in Armed Forces	28.3%
Unemployed	2.8%
Not in Labor Force	32.6%
2010 Employed Population 16+ by Industry	
Total	28,025
Agriculture/Mining	1.2%
Construction	6.9%
Manufacturing	11.9%
Wholesale Trade	4.5%
Retail Trade	12.5%
Transportation/Utilities	6.6%
Information	1.8%
Finance/Insurance/Real Estate	6.9%
Services	43.2%
Public Administration	4.6%

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 Employed Population 16+ by Occupation

Total	28,026
White Collar	59.9%
Management/Business/Financial	13.5%
Professional	18.2%
Sales	11.3%
Administrative Support	16.8%
Services	16.0%
Blue Collar	24.1%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	4.3%
Production	5.9%
Transportation/Material Moving	8.5%

#### 2000 Workers 16+ by Means of Transportation to Work

Total	26,509
Drove Alone - Car, Truck, or Van	75.0%
Carpooled - Car, Truck, or Van	16.7%
Public Transportation	1.4%
Walked	2.3%
Other Means	1.8%
Worked at Home	2.8%

#### 2000 Workers 16+ by Travel Time to Work

Total	26,510
Did not Work at Home	97.2%
Less than 5 minutes	2.1%
5 to 9 minutes	10.8%
10 to 19 minutes	24.4%
20 to 24 minutes	11.2%
25 to 34 minutes	15.9%
35 to 44 minutes	7.1%
45 to 59 minutes	9.7%
60 to 89 minutes	9.9%
90 or more minutes	6.1%
Worked at Home	2.8%
Average Travel Time to Work (in min)	32.6

#### 2000 Households by Vehicles Available

Total	17,356
None	5.8%
1	25.7%
2	41.3%
3	16.9%
4	6.3%
5+	3.8%
Average Number of Vehicles Available	2.1

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	17,351
Family Households	81.5%
Married-couple Family	62.4%
With Related Children	40.0%
Other Family (No Spouse)	19.1%
With Related Children	13.0%
Nonfamily Households	18.5%
Householder Living Alone	14.0%
Householder Not Living Alone	4.5%
Households with Related Children	53.0%
Households with Persons 65+	17.1%
2000 Households by Size	
Total	17,350
1 Person Household	14.0%
2 Person Household	22.5%
3 Person Household	18.2%
4 Person Household	20.9%
5 Person Household	12.5%
6 Person Household	6.5%
7 + Person Household	5.5%
2000 Households by Year Householder Moved In	
Total	17,355
Moved in 1999 to March 2000	18.2%
Moved in 1995 to 1998	28.8%
Moved in 1990 to 1994	19.8%
Moved in 1980 to 1989	18.6%
Moved in 1970 to 1979	10.1%
Moved in 1969 or Earlier	4.5%
Median Year Householder Moved In	1994
2000 Housing Units by Units in Structure	
Total	17,968
1, Detached	69.4%
1, Attached	5.7%
2	1.3%
3 or 4	3.3%
5 to 9	3.5%
10 to 19	2.3%
20 +	12.2%
Mobile Home	2.3%
Other	0.0%
2000 Housing Units by Year Structure Built	
Total	17,969
1999 to March 2000	0.9%
1995 to 1998	4.0%
1990 to 1994	8.7%
1980 to 1989	26.6%
1970 to 1979	33.1%
1969 or Earlier	26.7%
Median Year Structure Built	1977

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
<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Urban Villages
	<b>2.</b>	Sophisticated Squires
	<b>3.</b>	Boomburbs
<b>2010 Consumer Spending</b>		
Apparel & Services: Total \$		\$38,255,133
Average Spent		\$1,904.03
Spending Potential Index		80
Computers & Accessories: Total \$		\$5,247,102
Average Spent		\$261.16
Spending Potential Index		119
Education: Total \$		\$26,641,172
Average Spent		\$1,325.98
Spending Potential Index		109
Entertainment/Recreation: Total \$		\$73,797,262
Average Spent		\$3,673.03
Spending Potential Index		114
Food at Home: Total \$		\$99,777,875
Average Spent		\$4,966.13
Spending Potential Index		111
Food Away from Home: Total \$		\$72,300,537
Average Spent		\$3,598.54
Spending Potential Index		112
Health Care: Total \$		\$74,619,834
Average Spent		\$3,713.97
Spending Potential Index		100
HH Furnishings & Equipment: Total \$		\$41,995,601
Average Spent		\$2,090.20
Spending Potential Index		102
Investments: Total \$		\$39,021,073
Average Spent		\$1,942.15
Spending Potential Index		112
Retail Goods: Total \$		\$530,283,165
Average Spent		\$26,393.20
Spending Potential Index		106
Shelter: Total \$		\$384,312,085
Average Spent		\$19,127.94
Spending Potential Index		121
TV/Video/Audio: Total \$		\$26,580,453
Average Spent		\$1,322.96
Spending Potential Index		107
Travel: Total \$		\$45,871,081
Average Spent		\$2,283.09
Spending Potential Index		121
Vehicle Maintenance & Repairs: Total \$		\$21,040,733
Average Spent		\$1,047.24
Spending Potential Index		111

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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