



Market Profile

Cities in San Bernardino County
Chino Hills

Prepared By Business Analyst Desktop

Cities in San Bernardino County

Population Summary	
2000 Total Population	66,787
2000 Group Quarters	151
2010 Total Population	80,094
2015 Total Population	83,752
2010-2015 Annual Rate	0.90%
Household Summary	
2000 Households	20,039
2000 Average Household Size	3.33
2010 Households	23,063
2010 Average Household Size	3.47
2015 Households	23,936
2015 Average Household Size	3.49
2010-2015 Annual Rate	0.75%
2000 Families	17,075
2000 Average Family Size	3.61
2010 Families	19,648
2010 Average Family Size	3.76
2015 Families	20,346
2015 Average Family Size	3.79
2010-2015 Annual Rate	0.70%
Housing Unit Summary	
2000 Housing Units	20,414
Owner Occupied Housing Units	83.2%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	1.8%
2010 Housing Units	23,659
Owner Occupied Housing Units	79.8%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	2.5%
2015 Housing Units	24,740
Owner Occupied Housing Units	79.2%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	3.2%
Median Household Income	
2000	\$77,712
2010	\$92,992
2015	\$103,911
Median Home Value	
2000	\$236,295
2010	\$344,367
2015	\$403,102
Per Capita Income	
2000	\$26,182
2010	\$31,268
2015	\$34,502
Median Age	
2000	32.2
2010	33.7
2015	34.0

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	19,990
<\$15,000	4.6%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	20.4%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	5.9%
\$200,000+	3.7%
Average Household Income	\$86,924
2010 Households by Income	
Household Income Base	23,064
<\$15,000	3.1%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	27.5%
\$150,000 - \$199,999	11.6%
\$200,000+	6.9%
Average Household Income	\$108,603
2015 Households by Income	
Household Income Base	23,938
<\$15,000	2.0%
\$15,000 - \$24,999	1.6%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	31.6%
\$150,000 - \$199,999	12.7%
\$200,000+	9.6%
Average Household Income	\$120,789
2000 Owner Occupied Housing Units by Value	
Total	16,998
<\$50,000	3.2%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	17.8%
\$200,000 - \$299,999	40.9%
\$300,000 - \$499,999	22.8%
\$500,000 - \$999,999	1.9%
\$1,000,000 +	0.4%
Average Home Value	\$251,768
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	3,011
With Cash Rent	97.3%
No Cash Rent	2.7%
Median Rent	\$943
Average Rent	\$964

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		66,782
0 - 4		8.7%
5 - 9		9.8%
10 - 14		9.2%
15 - 24		12.5%
25 - 34		14.6%
35 - 44		21.0%
45 - 54		14.3%
55 - 64		5.6%
65 - 74		2.7%
75 - 84		1.2%
85 +		0.3%
18 +		67.1%
2010 Population by Age		
Total		80,097
0 - 4		8.8%
5 - 9		8.9%
10 - 14		8.6%
15 - 24		12.5%
25 - 34		13.1%
35 - 44		17.5%
45 - 54		16.3%
55 - 64		9.0%
65 - 74		3.4%
75 - 84		1.5%
85 +		0.4%
18 +		68.8%
2015 Population by Age		
Total		83,753
0 - 4		8.8%
5 - 9		8.9%
10 - 14		8.6%
15 - 24		12.0%
25 - 34		13.3%
35 - 44		16.7%
45 - 54		15.1%
55 - 64		9.9%
65 - 74		4.6%
75 - 84		1.6%
85 +		0.5%
18 +		69.2%
2000 Population by Sex		
Males		49.7%
Females		50.3%
2010 Population by Sex		
Males		49.6%
Females		50.4%
2015 Population by Sex		
Males		49.5%
Females		50.5%

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



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2000 Population by Race/Ethnicity	
Total	66,786
White Alone	56.4%
Black Alone	5.5%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	22.2%
Some Other Race Alone	10.6%
Two or More Races	4.7%
Hispanic Origin	25.7%
Diversity Index	77.1
2010 Population by Race/Ethnicity	
Total	80,094
White Alone	47.5%
Black Alone	5.5%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	26.2%
Some Other Race Alone	14.8%
Two or More Races	5.4%
Hispanic Origin	35.4%
Diversity Index	83.9
2015 Population by Race/Ethnicity	
Total	83,752
White Alone	43.9%
Black Alone	5.3%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	27.9%
Some Other Race Alone	16.7%
Two or More Races	5.6%
Hispanic Origin	39.4%
Diversity Index	85.7
2000 Population 3+ by School Enrollment	
Total	63,707
Enrolled in Nursery/Preschool	2.7%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	16.6%
Enrolled in Grade 9-12	7.1%
Enrolled in College	6.5%
Enrolled in Grad/Prof School	2.1%
Not Enrolled in School	63.1%
2010 Population 25+ by Educational Attainment	
Total	49,046
Less Than 9th Grade	4.3%
9th to 12th Grade, No Diploma	4.9%
High School Graduate	18.3%
Some College, No Degree	21.8%
Associate Degree	10.4%
Bachelor's Degree	28.8%
Graduate/Professional Degree	11.3%

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		59,049
Never Married		27.1%
Married		63.2%
Widowed		2.8%
Divorced		6.9%
2000 Population 16+ by Employment Status		
Total		47,131
In Labor Force		71.5%
Civilian Employed		68.6%
Civilian Unemployed		2.8%
In Armed Forces		0.1%
Not In Labor Force		28.5%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		87.1%
Civilian Unemployed		12.9%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		89.2%
Civilian Unemployed		10.8%
2000 Females 16+ by Employment Status and Age of Children		
Total		24,049
Own Children < 6 Only		10.3%
Employed/in Armed Forces		6.0%
Unemployed		0.2%
Not in Labor Force		4.1%
Own Children <6 and 6-17 Only		10.7%
Employed/in Armed Forces		6.1%
Unemployed		0.2%
Not in Labor Force		4.3%
Own Children 6-17 Only		24.8%
Employed/in Armed Forces		16.7%
Unemployed		0.7%
Not in Labor Force		7.3%
No Own Children < 18		54.2%
Employed/in Armed Forces		30.6%
Unemployed		1.2%
Not in Labor Force		22.4%
2010 Employed Population 16+ by Industry		
Total		32,783
Agriculture/Mining		0.4%
Construction		4.8%
Manufacturing		9.9%
Wholesale Trade		6.1%
Retail Trade		11.1%
Transportation/Utilities		5.5%
Information		2.1%
Finance/Insurance/Real Estate		9.0%
Services		44.8%
Public Administration		6.4%

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	32,783
White Collar	75.2%
Management/Business/Financial	21.3%
Professional	25.9%
Sales	13.8%
Administrative Support	14.2%
Services	11.7%
Blue Collar	13.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	2.9%
Production	3.0%
Transportation/Material Moving	3.9%
2000 Workers 16+ by Means of Transportation to Work	
Total	31,771
Drove Alone - Car, Truck, or Van	80.1%
Carpooled - Car, Truck, or Van	13.4%
Public Transportation	2.0%
Walked	0.3%
Other Means	0.9%
Worked at Home	3.3%
2000 Workers 16+ by Travel Time to Work	
Total	31,769
Did not Work at Home	96.7%
Less than 5 minutes	1.3%
5 to 9 minutes	4.7%
10 to 19 minutes	13.3%
20 to 24 minutes	10.4%
25 to 34 minutes	18.2%
35 to 44 minutes	9.9%
45 to 59 minutes	16.2%
60 to 89 minutes	15.8%
90 or more minutes	7.0%
Worked at Home	3.3%
Average Travel Time to Work (in min)	39.8
2000 Households by Vehicles Available	
Total	20,016
None	1.8%
1	17.5%
2	50.2%
3	21.4%
4	7.1%
5+	2.0%
Average Number of Vehicles Available	2.2

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	20,038
Family Households	85.2%
Married-couple Family	72.6%
With Related Children	48.2%
Other Family (No Spouse)	12.6%
With Related Children	8.4%
Nonfamily Households	14.8%
Householder Living Alone	10.8%
Householder Not Living Alone	4.0%
Households with Related Children	56.6%
Households with Persons 65+	10.8%
2000 Households by Size	
Total	20,039
1 Person Household	10.8%
2 Person Household	23.6%
3 Person Household	20.0%
4 Person Household	25.5%
5 Person Household	12.5%
6 Person Household	4.8%
7 + Person Household	2.7%
2000 Households by Year Householder Moved In	
Total	20,016
Moved in 1999 to March 2000	17.5%
Moved in 1995 to 1998	37.2%
Moved in 1990 to 1994	23.3%
Moved in 1980 to 1989	18.2%
Moved in 1970 to 1979	3.1%
Moved in 1969 or Earlier	0.8%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	20,392
1, Detached	80.9%
1, Attached	6.7%
2	0.2%
3 or 4	1.2%
5 to 9	2.4%
10 to 19	1.3%
20 +	3.9%
Mobile Home	3.3%
Other	0.0%
2000 Housing Units by Year Structure Built	
Total	20,392
1999 to March 2000	2.2%
1995 to 1998	16.9%
1990 to 1994	23.5%
1980 to 1989	37.1%
1970 to 1979	13.3%
1969 or Earlier	7.0%
Median Year Structure Built	1988

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Top 3 Tapestry Segments		
	1.	Boomburbs
	2.	Suburban Splendor
	3.	Sophisticated Squires
2010 Consumer Spending		
Apparel & Services: Total \$		\$60,293,671
Average Spent		\$2,614.30
Spending Potential Index		109
Computers & Accessories: Total \$		\$8,148,047
Average Spent		\$353.30
Spending Potential Index		161
Education: Total \$		\$45,996,298
Average Spent		\$1,994.38
Spending Potential Index		164
Entertainment/Recreation: Total \$		\$119,439,351
Average Spent		\$5,178.83
Spending Potential Index		161
Food at Home: Total \$		\$148,875,736
Average Spent		\$6,455.18
Spending Potential Index		144
Food Away from Home: Total \$		\$113,074,218
Average Spent		\$4,902.84
Spending Potential Index		152
Health Care: Total \$		\$118,658,267
Average Spent		\$5,144.96
Spending Potential Index		138
HH Furnishings & Equipment: Total \$		\$67,854,748
Average Spent		\$2,942.15
Spending Potential Index		143
Investments: Total \$		\$60,969,366
Average Spent		\$2,643.60
Spending Potential Index		152
Retail Goods: Total \$		\$840,230,480
Average Spent		\$36,431.98
Spending Potential Index		147
Shelter: Total \$		\$591,432,756
Average Spent		\$25,644.24
Spending Potential Index		162
TV/Video/Audio: Total \$		\$42,169,948
Average Spent		\$1,828.47
Spending Potential Index		147
Travel: Total \$		\$73,581,796
Average Spent		\$3,190.47
Spending Potential Index		169
Vehicle Maintenance & Repairs: Total \$		\$32,895,586
Average Spent		\$1,426.34
Spending Potential Index		151

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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