



Market Profile

Chino City, CA
 Chino City, CA (0613210)
 Geography: Place

Prepared by Esri

	Chino city, C...
Population Summary	
2000 Total Population	70,419
2010 Total Population	78,112
2019 Total Population	92,836
2019 Group Quarters	6,935
2024 Total Population	98,617
2019-2024 Annual Rate	1.22%
2019 Total Daytime Population	96,075
Workers	49,707
Residents	46,368
Household Summary	
2000 Households	17,651
2000 Average Household Size	3.43
2010 Households	20,806
2010 Average Household Size	3.41
2019 Households	25,028
2019 Average Household Size	3.43
2024 Households	26,664
2024 Average Household Size	3.44
2019-2024 Annual Rate	1.27%
2010 Families	16,966
2010 Average Family Size	3.72
2019 Families	20,526
2019 Average Family Size	3.73
2024 Families	21,895
2024 Average Family Size	3.73
2019-2024 Annual Rate	1.30%
Housing Unit Summary	
2000 Housing Units	18,245
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	3.3%
2010 Housing Units	21,832
Owner Occupied Housing Units	65.7%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	4.7%
2019 Housing Units	25,716
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	2.7%
2024 Housing Units	27,338
Owner Occupied Housing Units	65.6%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	2.5%
Median Household Income	
2019	\$80,239
2024	\$90,095
Median Home Value	
2019	\$502,522
2024	\$569,462
Per Capita Income	
2019	\$26,679
2024	\$30,872
Median Age	
2010	33.3
2019	34.8
2024	35.9

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	25,028
<\$15,000	5.7%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	9.7%
\$200,000+	7.2%
Average Household Income	\$98,307
2024 Households by Income	
Household Income Base	26,664
<\$15,000	5.1%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	12.3%
\$200,000+	9.6%
Average Household Income	\$113,517
2019 Owner Occupied Housing Units by Value	
Total	16,636
<\$50,000	0.6%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	16.6%
\$400,000 - \$499,999	25.7%
\$500,000 - \$749,999	43.5%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	1.4%
Average Home Value	\$549,787
2024 Owner Occupied Housing Units by Value	
Total	17,946
<\$50,000	0.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	9.5%
\$400,000 - \$499,999	22.7%
\$500,000 - \$749,999	54.3%
\$750,000 - \$999,999	6.8%
\$1,000,000 - \$1,499,999	2.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	1.8%
Average Home Value	\$608,995

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	78,112
0 - 4	6.7%
5 - 9	6.5%
10 - 14	7.3%
15 - 24	15.7%
25 - 34	16.6%
35 - 44	15.6%
45 - 54	14.5%
55 - 64	9.8%
65 - 74	4.4%
75 - 84	2.1%
85 +	0.7%
18 +	74.7%
2019 Population by Age	
Total	92,837
0 - 4	6.5%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	12.7%
25 - 34	17.4%
35 - 44	16.1%
45 - 54	13.1%
55 - 64	10.3%
65 - 74	6.6%
75 - 84	2.7%
85 +	0.9%
18 +	76.2%
2024 Population by Age	
Total	98,617
0 - 4	6.6%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	11.7%
25 - 34	16.5%
35 - 44	17.8%
45 - 54	12.9%
55 - 64	9.7%
65 - 74	6.9%
75 - 84	3.3%
85 +	0.9%
18 +	76.4%
2010 Population by Sex	
Males	40,137
Females	37,975
2019 Population by Sex	
Males	47,456
Females	45,381
2024 Population by Sex	
Males	50,406
Females	48,211

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	78,112
White Alone	56.4%
Black Alone	6.2%
American Indian Alone	1.0%
Asian Alone	10.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	21.1%
Two or More Races	4.6%
Hispanic Origin	53.8%
Diversity Index	83.2
2019 Population by Race/Ethnicity	
Total	92,836
White Alone	52.1%
Black Alone	7.0%
American Indian Alone	1.1%
Asian Alone	12.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	22.6%
Two or More Races	4.9%
Hispanic Origin	57.4%
Diversity Index	85.1
2024 Population by Race/Ethnicity	
Total	98,615
White Alone	50.6%
Black Alone	7.0%
American Indian Alone	1.0%
Asian Alone	13.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	23.0%
Two or More Races	5.0%
Hispanic Origin	59.9%
Diversity Index	85.5
2010 Population by Relationship and Household Type	
Total	78,112
In Households	91.0%
In Family Households	84.1%
Householder	21.7%
Spouse	15.9%
Child	36.0%
Other relative	7.2%
Nonrelative	3.2%
In Nonfamily Households	6.9%
In Group Quarters	9.0%
Institutionalized Population	8.8%
Noninstitutionalized Population	0.2%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment		
Total		62,223
Less than 9th Grade		8.7%
9th - 12th Grade, No Diploma		12.1%
High School Graduate		19.3%
GED/Alternative Credential		3.7%
Some College, No Degree		25.6%
Associate Degree		7.9%
Bachelor's Degree		15.6%
Graduate/Professional Degree		7.1%
2019 Population 15+ by Marital Status		
Total		74,007
Never Married		37.6%
Married		47.3%
Widowed		3.8%
Divorced		11.2%
2019 Civilian Population 16+ in Labor Force		
Civilian Employed		93.7%
Civilian Unemployed (Unemployment Rate)		6.3%
2019 Employed Population 16+ by Industry		
Total		40,572
Agriculture/Mining		0.7%
Construction		8.5%
Manufacturing		11.8%
Wholesale Trade		4.3%
Retail Trade		11.2%
Transportation/Utilities		8.7%
Information		1.9%
Finance/Insurance/Real Estate		5.6%
Services		42.1%
Public Administration		5.1%
2019 Employed Population 16+ by Occupation		
Total		40,571
White Collar		58.8%
Management/Business/Financial		14.1%
Professional		17.5%
Sales		10.8%
Administrative Support		16.5%
Services		17.2%
Blue Collar		24.0%
Farming/Forestry/Fishing		0.4%
Construction/Extraction		5.3%
Installation/Maintenance/Repair		4.5%
Production		6.1%
Transportation/Material Moving		7.7%
2010 Population By Urban/ Rural Status		
Total Population		78,112
Population Inside Urbanized Area		99.5%
Population Inside Urbanized Cluster		0.0%
Rural Population		0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	20,806
Households with 1 Person	13.7%
Households with 2+ People	86.3%
Family Households	81.5%
Husband-wife Families	59.8%
With Related Children	34.1%
Other Family (No Spouse Present)	21.7%
Other Family with Male Householder	7.1%
With Related Children	4.1%
Other Family with Female Householder	14.6%
With Related Children	9.2%
Nonfamily Households	4.8%
All Households with Children	48.0%
Multigenerational Households	10.8%
Unmarried Partner Households	6.5%
Male-female	5.8%
Same-sex	0.7%
2010 Households by Size	
Total	20,806
1 Person Household	13.7%
2 Person Household	23.5%
3 Person Household	18.5%
4 Person Household	20.4%
5 Person Household	12.4%
6 Person Household	5.9%
7 + Person Household	5.7%
2010 Households by Tenure and Mortgage Status	
Total	20,806
Owner Occupied	68.9%
Owned with a Mortgage/Loan	59.7%
Owned Free and Clear	9.2%
Renter Occupied	31.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	21,832
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 19, 2020



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Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Pleasantville (2B)
3. Urban Villages (7B)

2019 Consumer Spending

Apparel & Services: Total \$	\$60,656,605
Average Spent	\$2,423.55
Spending Potential Index	113
Education: Total \$	\$47,937,133
Average Spent	\$1,915.34
Spending Potential Index	120
Entertainment/Recreation: Total \$	\$88,994,973
Average Spent	\$3,555.82
Spending Potential Index	109
Food at Home: Total \$	\$140,078,902
Average Spent	\$5,596.89
Spending Potential Index	108
Food Away from Home: Total \$	\$103,260,000
Average Spent	\$4,125.78
Spending Potential Index	112
Health Care: Total \$	\$152,581,908
Average Spent	\$6,096.45
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$59,595,971
Average Spent	\$2,381.17
Spending Potential Index	112
Personal Care Products & Services: Total \$	\$24,673,172
Average Spent	\$985.82
Spending Potential Index	111
Shelter: Total \$	\$535,711,773
Average Spent	\$21,404.50
Spending Potential Index	116
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$63,847,761
Average Spent	\$2,551.05
Spending Potential Index	103
Travel: Total \$	\$65,840,826
Average Spent	\$2,630.69
Spending Potential Index	117
Vehicle Maintenance & Repairs: Total \$	\$29,931,788
Average Spent	\$1,195.93
Spending Potential Index	105

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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