Market Profile

Phidias Ln, Chino Hills, California, 91709
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.95830
Longitude: -117.69103

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,848	44,025	122,999
2010 Total Population	10,991	50,994	139,590
2019 Total Population	14,164	61,155	162,372
2019 Group Quarters	0	4,732	7,063
2024 Total Population	15,451	66,405	172,976
2019-2024 Annual Rate	1.75%	1.66%	1.27%
2019 Total Daytime Population	9,994	56,121	145,735
Workers	2,818	26,326	64,623
Residents	7,176	29,795	81,112
Household Summary			
2000 Households	1,665	10,920	33,004
2000 Average Household Size	3.51	3.33	3.42
2010 Households	3,115	14,023	39,345
2010 Average Household Size	3.53	3.29	3.37
2019 Households	4,037	17,037	45,935
2019 Average Household Size	3.51	3.31	3.38
2024 Households	4,399	18,511	48,888
2024 Average Household Size	3.51	3.33	3.39
2019-2024 Annual Rate	1.73%	1.67%	1.25%
2010 Families	2,763	11,735	32,907
2010 Average Family Size	3.73	3.58	3.64
2019 Families	3,569	14,339	38,514
2019 Average Family Size	3.72	3.59	3.65
2024 Families	3,880	15,581	41,003
2024 Average Family Size	3.73	3.62	3.66
2019-2024 Annual Rate	1.69%	1.68%	1.26%
Housing Unit Summary			
2000 Housing Units	1,709	11,195	33,736
Owner Occupied Housing Units	87.7%	80.0%	75.4%
Renter Occupied Housing Units	9.8%	17.6%	22.4%
Vacant Housing Units	2.5%	2.5%	2.2%
2010 Housing Units	3,183	14,579	40,916
Owner Occupied Housing Units	81.6%	75.9%	72.4%
Renter Occupied Housing Units	16.2%	20.3%	23.7%
Vacant Housing Units	2.1%	3.8%	3.8%
2019 Housing Units	4,191	17,584	47,021
Owner Occupied Housing Units	70.4%	74.0%	70.9%
Renter Occupied Housing Units	26.0%	22.9%	26.8%
Vacant Housing Units	3.7%	3.1%	2.3%
2024 Housing Units	4,571	19,102	49,990
Owner Occupied Housing Units	70.2%	73.4%	71.0%
Renter Occupied Housing Units	26.1%	23.5%	26.8%
Vacant Housing Units	3.8%	3.1%	2.2%
Median Household Income			
2019	$119,464	$103,672	$95,688
2024	$132,210	$110,691	$104,173
Median Home Value			
2019	$661,500	$615,738	$587,482
2024	$689,219	$648,606	$623,776
Per Capita Income			
2019	$42,211	$34,506	$32,789
2024	$47,959	$38,847	$36,942
Median Age			
2010	34.5	35.2	34.4
2019	34.9	36.2	35.8
2024	35.4	37.0	36.9

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	4,037	17,037	45,935
<$15,000	2.6%	4.0%	4.7%
$15,000 - $24,999	2.8%	3.8%	4.2%
$25,000 - $34,999	2.1%	3.5%	4.2%
$35,000 - $49,999	5.5%	6.8%	7.7%
$50,000 - $74,999	10.5%	14.0%	16.3%
$75,000 - $99,999	11.1%	14.6%	14.9%
$100,000 - $149,999	29.8%	27.0%	24.4%
$150,000 - $199,999	14.8%	13.2%	12.4%
$200,000+	20.7%	13.0%	11.1%
Average Household Income	$148,473	$123,764	$115,574
2024 Households by Income			
Household Income Base	4,399	18,511	48,888
<$15,000	2.7%	4.0%	4.4%
$15,000 - $24,999	2.4%	3.3%	3.6%
$25,000 - $34,999	1.8%	3.1%	3.7%
$35,000 - $49,999	4.6%	6.1%	6.7%
$50,000 - $74,999	8.8%	12.2%	14.4%
$75,000 - $99,999	9.6%	13.2%	14.0%
$100,000 - $149,999	27.1%	26.3%	24.7%
$150,000 - $199,999	17.2%	15.6%	14.8%
$200,000+	25.7%	16.3%	13.7%
Average Household Income	$168,979	$139,391	$130,390
2019 Owner Occupied Housing Units by Value			
Total	2,949	13,015	33,329
<$50,000	0.1%	0.8%	0.6%
$50,000 - $99,999	0.0%	0.2%	0.1%
$100,000 - $149,999	0.0%	0.3%	0.2%
$150,000 - $199,999	0.0%	0.8%	0.5%
$200,000 - $249,999	0.1%	0.7%	1.0%
$250,000 - $299,999	0.1%	2.0%	2.6%
$300,000 - $399,999	1.7%	6.0%	9.9%
$400,000 - $499,999	9.5%	14.4%	17.7%
$500,000 - $749,999	59.3%	53.5%	49.6%
$750,000 - $999,999	26.3%	16.6%	11.5%
$1,000,000 - $1,499,999	2.6%	2.5%	2.7%
$1,500,000 - $1,999,999	0.0%	1.0%	1.4%
$2,000,000 +	0.0%	1.2%	2.1%
Average Home Value	$684,096	$649,746	$642,221
2024 Owner Occupied Housing Units by Value			
Total	3,208	14,014	35,510
<$50,000	0.0%	0.3%	0.2%
$50,000 - $99,999	0.0%	0.0%	0.0%
$100,000 - $149,999	0.0%	0.0%	0.0%
$150,000 - $199,999	0.0%	0.2%	0.1%
$200,000 - $249,999	0.0%	0.2%	0.4%
$250,000 - $299,999	0.1%	1.8%	1.5%
$300,000 - $399,999	0.8%	3.7%	5.8%
$400,000 - $499,999	6.2%	10.7%	14.7%
$500,000 - $749,999	56.7%	55.5%	54.9%
$750,000 - $999,999	34.2%	22.4%	15.7%
$1,000,000 - $1,499,999	2.1%	2.7%	2.9%
$1,500,000 - $1,999,999	0.0%	1.1%	1.5%
$2,000,000 +	0.0%	1.3%	2.2%
Average Home Value	$709,710	$692,154	$684,165

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.

June 17, 2020

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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,989	50,994	139,590
0 - 4	7.7%	6.3%	6.4%
5 - 9	9.0%	7.0%	6.9%
10 - 14	9.0%	7.7%	8.0%
15 - 24	13.4%	14.3%	15.5%
25 - 34	11.6%	14.4%	14.1%
35 - 44	20.5%	18.1%	16.0%
45 - 54	15.7%	16.7%	16.2%
55 - 64	8.3%	9.5%	10.2%
65 - 74	3.2%	3.6%	4.2%
75 - 84	1.3%	1.7%	1.9%
85 +	0.3%	0.6%	0.6%
18 +	69.2%	74.3%	73.5%
2019 Population by Age			
Total	14,166	61,155	162,373
0 - 4	7.1%	6.1%	6.2%
5 - 9	8.0%	6.8%	6.7%
10 - 14	8.5%	7.2%	7.1%
15 - 24	12.1%	12.1%	12.6%
25 - 34	14.4%	15.9%	16.2%
35 - 44	15.6%	16.3%	15.3%
45 - 54	16.3%	15.4%	14.2%
55 - 64	10.7%	11.5%	11.7%
65 - 74	5.1%	5.9%	6.7%
75 - 84	1.8%	2.1%	2.5%
85 +	0.4%	0.7%	0.8%
18 +	72.0%	76.2%	76.1%
2024 Population by Age			
Total	15,450	66,405	172,976
0 - 4	7.4%	6.2%	6.3%
5 - 9	7.9%	6.6%	6.5%
10 - 14	7.8%	6.9%	6.9%
15 - 24	10.5%	11.0%	11.3%
25 - 34	15.7%	15.5%	15.4%
35 - 44	17.7%	18.0%	17.6%
45 - 54	14.1%	14.3%	13.3%
55 - 64	10.6%	11.0%	11.0%
65 - 74	5.8%	7.0%	7.6%
75 - 84	2.2%	2.7%	3.2%
85 +	0.5%	0.7%	0.8%
18 +	72.9%	76.6%	76.5%
2010 Population by Sex			
Males	5,401	27,568	70,675
Females	5,590	23,426	68,915
2019 Population by Sex			
Males	6,922	32,368	81,671
Females	7,242	28,787	80,700
2024 Population by Sex			
Males	7,520	34,885	86,902
Females	7,931	31,520	86,074

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2010 Population by Race/Ethnicity			
Total	10,991	50,995	139,589
White Alone	43.6%	55.4%	53.8%
Black Alone	5.6%	6.6%	5.4%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	36.0%	22.0%	20.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	9.0%	10.5%	14.9%
Two or More Races	5.3%	4.7%	4.8%
Hispanic Origin	28.7%	34.1%	41.7%
Diversity Index	80.9	80.2	82.9
2019 Population by Race/Ethnicity			
Total	14,164	61,155	162,373
White Alone	38.5%	50.2%	49.1%
Black Alone	5.3%	7.4%	5.9%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	40.3%	25.0%	22.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	9.7%	11.7%	16.3%
Two or More Races	5.6%	5.0%	5.2%
Hispanic Origin	31.5%	38.6%	45.7%
Diversity Index	82.2	83.2	85.1
2024 Population by Race/Ethnicity			
Total	15,451	66,407	172,977
White Alone	36.4%	48.3%	47.3%
Black Alone	5.0%	7.2%	5.8%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	42.5%	26.4%	23.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	9.9%	12.4%	16.8%
Two or More Races	5.6%	5.1%	5.2%
Hispanic Origin	33.1%	41.8%	48.3%
Diversity Index	82.4	84.2	85.8
2010 Population by Relationship and Household Type			
Total	10,991	50,994	139,590
In Households	100.0%	90.5%	94.9%
In Family Households	95.6%	84.6%	88.4%
Householder	25.2%	23.0%	23.6%
Spouse	21.5%	18.7%	18.4%
Child	40.2%	35.1%	37.1%
Other relative	6.9%	5.7%	6.7%
Nonrelative	1.8%	2.1%	2.6%
In Nonfamily Households	4.4%	6.0%	6.4%
In Group Quarters	0.0%	9.5%	5.1%
Institutionalized Population	0.0%	9.4%	5.0%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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	9,118	41,495	109,450
Less than 9th Grade	1.1%	4.3%	5.7%
9th - 12th Grade, No Diploma	2.1%	6.2%	7.9%
High School Graduate	11.0%	15.0%	17.1%
GED/Alternative Credential	2.3%	4.3%	2.9%
Some College, No Degree	20.5%	23.3%	23.2%
Associate Degree	7.0%	8.5%	8.5%
Bachelor's Degree	37.2%	26.0%	23.5%
Graduate/Professional Degree	18.8%	12.4%	11.0%
2019 Population 15+ by Marital Status			
Total	10,827	48,887	129,909
Never Married	30.1%	33.2%	34.2%
Married	61.6%	53.5%	52.9%
Widowed	5.5%	4.8%	4.1%
Divorced	2.8%	8.5%	8.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	95.1%	94.5%
Civilian Unemployed (Unemployment Rate)	4.1%	4.9%	5.5%
2019 Employed Population 16+ by Industry			
Total	7,113	26,138	76,030
Agriculture/Mining	0.2%	0.2%	0.4%
Construction	5.2%	6.7%	7.0%
Manufacturing	8.8%	9.1%	10.6%
Wholesale Trade	5.4%	5.5%	5.0%
Retail Trade	9.7%	9.4%	10.3%
Transportation/Utilities	6.9%	6.7%	7.5%
Information	0.7%	1.4%	1.6%
Finance/Insurance/Real Estate	8.9%	7.6%	7.2%
Services	50.3%	48.1%	45.1%
Public Administration	4.1%	5.3%	5.2%
2019 Employed Population 16+ by Occupation			
Total	7,114	26,138	76,029
White Collar	82.3%	72.7%	66.9%
Management/Business/Financial	29.0%	21.7%	18.1%
Professional	28.3%	25.1%	21.8%
Sales	15.6%	12.6%	12.0%
Administrative Support	9.3%	13.2%	14.9%
Services	10.1%	13.0%	14.9%
Blue Collar	7.6%	14.4%	18.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	1.5%	4.0%	4.3%
Installation/Maintenance/Repair	1.7%	3.7%	3.9%
Production	1.6%	3.0%	4.3%
Transportation/Material Moving	2.8%	3.5%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	10,991	50,994	139,590
Population Inside Urbanized Area	93.4%	95.4%	96.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	6.6%	4.6%	3.1%

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Rings: 1, 3, 5 mile radii

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2010 Households by Type			
Total	3,116	14,022	39,345
Households with 1 Person	8.2%	12.3%	12.0%
Households with 2+ People	91.8%	87.7%	88.0%
Family Households	88.7%	83.7%	83.6%
Husband-wife Families	75.5%	67.8%	65.4%
With Related Children	49.7%	40.4%	37.8%
Other Family (No Spouse Present)	13.2%	15.9%	18.2%
Other Family with Male Householder	4.5%	5.2%	6.0%
With Related Children	2.5%	2.9%	3.3%
Other Family with Female Householder	8.7%	10.8%	12.3%
With Related Children	5.4%	6.4%	7.5%
Nonfamily Households	3.1%	4.0%	4.3%
All Households with Children	57.9%	50.1%	49.1%
Multigenerational Households	8.7%	7.9%	9.3%
Unmarried Partner Households	4.0%	4.9%	5.2%
Male-female	3.5%	4.2%	4.6%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	3,115	14,023	39,344
1 Person Household	8.2%	12.3%	12.1%
2 Person Household	20.7%	23.6%	23.8%
3 Person Household	19.4%	20.1%	19.7%
4 Person Household	28.3%	24.4%	22.8%
5 Person Household	14.6%	11.5%	12.2%
6 Person Household	5.8%	4.9%	5.3%
7 + Person Household	3.0%	3.1%	4.2%
2010 Households by Tenure and Mortgage Status			
Total	3,115	14,023	39,345
Owner Occupied	83.4%	78.9%	75.3%
Owned with a Mortgage/Loan	78.7%	71.1%	66.9%
Owned Free and Clear	4.7%	7.8%	8.4%
Renter Occupied	16.6%	21.1%	24.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,183	14,579	40,916
Housing Units Inside Urbanized Area	93.2%	94.8%	96.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.8%	5.2%	3.5%

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.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
3.	Home Improvement (4B)	Savvy Suburbanites (1D)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total $	$14,777,678	$51,259,944	$129,435,632
Average Spent	$3,660.56	$3,008.74	$2,817.80
Spending Potential Index	171	140	132
Education: Total $	$11,319,820	$40,524,242	$104,000,296
Average Spent	$2,804.02	$2,378.60	$2,264.08
Spending Potential Index	176	149	142
Entertainment/Recreation: Total $	$21,871,885	$76,970,033	$192,554,096
Average Spent	$5,417.86	$4,517.82	$4,191.88
Spending Potential Index	166	138	128
Food at Home: Total $	$32,723,645	$116,733,909	$296,147,909
Average Spent	$8,105.93	$6,851.79	$6,447.11
Spending Potential Index	157	132	125
Food Away from Home: Total $	$25,307,171	$87,727,952	$221,049,131
Average Spent	$6,268.81	$5,149.26	$4,812.22
Spending Potential Index	171	140	131
Health Care: Total $	$37,413,255	$133,573,794	$331,303,428
Average Spent	$9,267.59	$7,840.22	$7,212.44
Spending Potential Index	156	132	122
HH Furnishings & Equipment: Total $	$14,976,899	$51,744,797	$128,938,893
Average Spent	$3,709.91	$3,037.20	$2,806.99
Spending Potential Index	174	142	132
Personal Care Products & Services: Total $	$6,320,502	$21,670,969	$53,783,707
Average Spent	$1,565.64	$1,271.99	$1,170.87
Spending Potential Index	177	143	132
Shelter: Total $	$121,268,475	$437,403,974	$1,125,573,565
Average Spent	$30,039.26	$25,673.77	$24,503.62
Spending Potential Index	162	139	132
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,555,502	$57,894,542	$141,832,357
Average Spent	$4,100.94	$3,398.17	$3,087.68
Spending Potential Index	165	137	125
Travel: Total $	$16,187,725	$56,707,921	$142,945,628
Average Spent	$4,009.84	$3,328.52	$3,111.91
Spending Potential Index	179	148	139
Vehicle Maintenance & Repairs: Total $	$7,303,097	$25,924,572	$64,500,888
Average Spent	$1,809.04	$1,521.66	$1,404.18
Spending Potential Index	158	133	123

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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