

DATA PORTFOLIO

External Scan

Introduction

The External Environmental Scan provides an analysis of the population living near the College. For this analysis, a geographical area was selected to represent the Colleges "service area". This geographical area was defined as a 27-zip code region. The zip codes employed for this analysis may not perfectly follow the College's established boundaries for its service area. The area as defined by zip codes used for this analysis should, however, fully capture the majority of the college's student population.

<u>Zip</u>	<u>City/Community</u>	<u>Zip</u>	<u>City/Community</u>	<u>Zip</u>	<u>City/Community</u>
92313	Grand Terrace	92337	Fontana	92386	Sugarloaf
92316	Bloomington	92341	Green Valley Lake	92391	Twin Peaks
92317	Blue Jay	92352	Lake Arrowhead	92401	San Bernardino
92318	Bryn Mawr	92354	Loma Linda	92404	San Bernardino
92321	Cedar Glen	92376	Rialto	92405	San Bernardino
92322	Cedarpines Park	92377	Rialto	92407	San Bernardino
92324	Colton	92378	Rimforest	92408	San Bernardino
92325	Crestline	92382	Running Springs	92410	San Bernardino
92333	Fawnskin	92385	Skyforest	92411	San Bernardino

Population Characteristics

The 2021 service area population is 553,646 with 154,324 households. The average household size is 3.5 persons, larger than that of San Bernardino County (3.3 persons), the State of California (2.9 persons), and the Nation (2.6 persons). The service area population is quite young. The median age of the service area population is 31.2 years versus 33.4 years for the County, 36.6 years for the State and 38.8 years for the Nation.

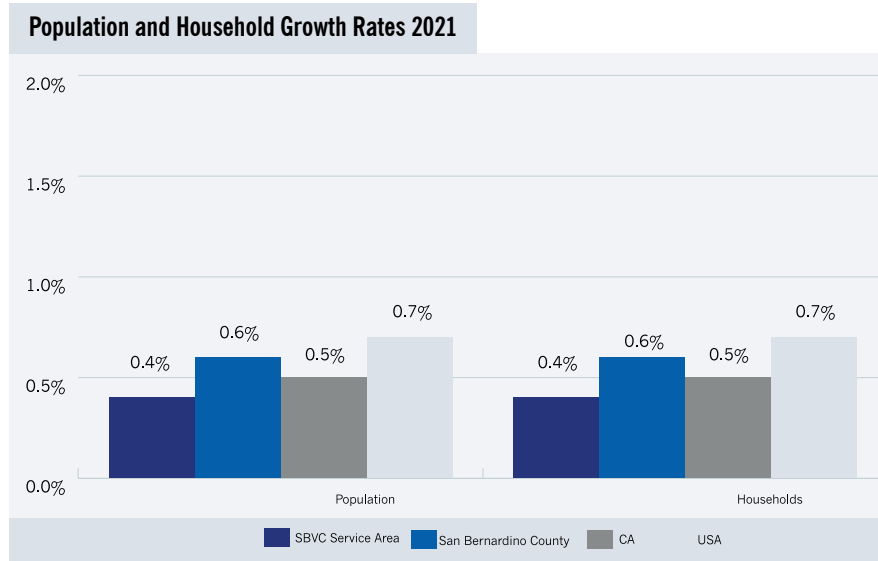
POPULATION STATISTICS (2021)				
	SBVC Service Area	San Bernardino County	CA	USA
Population	553,646	2,188,203	39,476,705	333,934,112
Households	154,324	656,305	13,283,432	126,470,675
Average Household Size	3.5	3.3	2.9	2.6
Median Age	31.2	33.4	36.6	38.8

Source: ESRI; analysis by CBT

DATA PORTFOLIO

External Scan

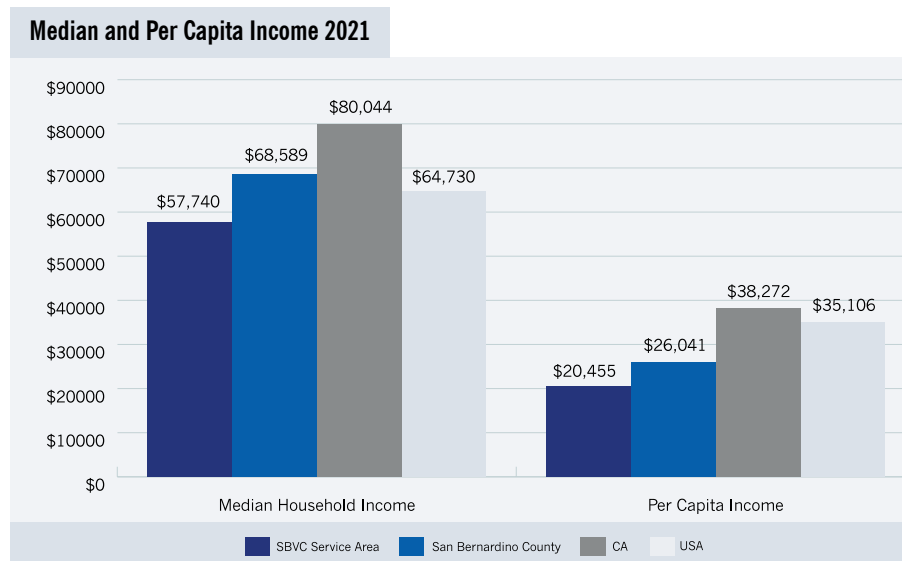
The service area population and number of households are growing at a modest 0.4% per year. Population growth in the County and the State is flat at 0.6% and 0.5% respectively. This means that the College cannot count on population trends as a driver for future enrollment growth.



Source: ESRI; analysis by CBT

Income Profile

Median and per capita income levels in the service area are considerably lower than those in the County, the State, and the Nation.

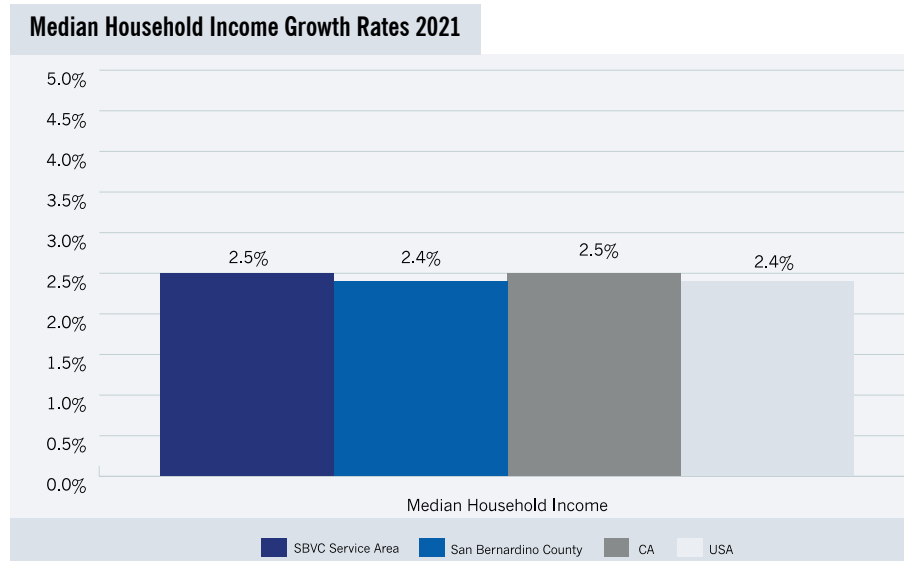


Source: ESRI; analysis by CBT

DATA PORTFOLIO

External Scan

Median income in the service area is projected to grow at 2.5% per year. Roughly the same as for the County, the State and the Nation.



Source: ESRI; analysis by CBT

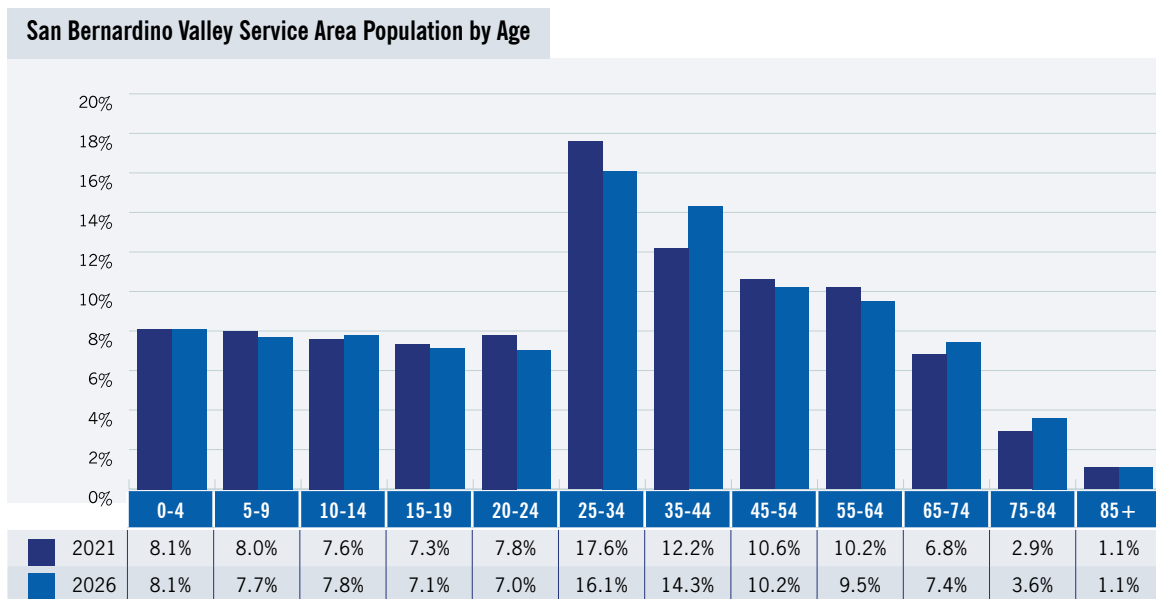
DATA PORTFOLIO

External Scan

Age Profile

The age segmentation profile can help identify an important driver for enrollment growth at the College. Earlier in this analysis, the data showed that the service area population is projected to grow at 0.4% per year. More importantly for the college, is to examine projected population growth by age segment. The following chart shows the percentages of the population in each age segment for 2021 and the projection for 2026.

The data shows that the service area population aged 15-19, 20-24, and 25-34 are all projected to decline as a percentage of the overall population. The age segments that will grow are 10-14, 35-44 and 65 and older. This means that the College cannot count on population growth in the younger age segments to drive enrollment growth. The College will have to increase the participation rate among the younger population and/or attract more older learners.



Source: ESRI; analysis by CBT

DATA PORTFOLIO

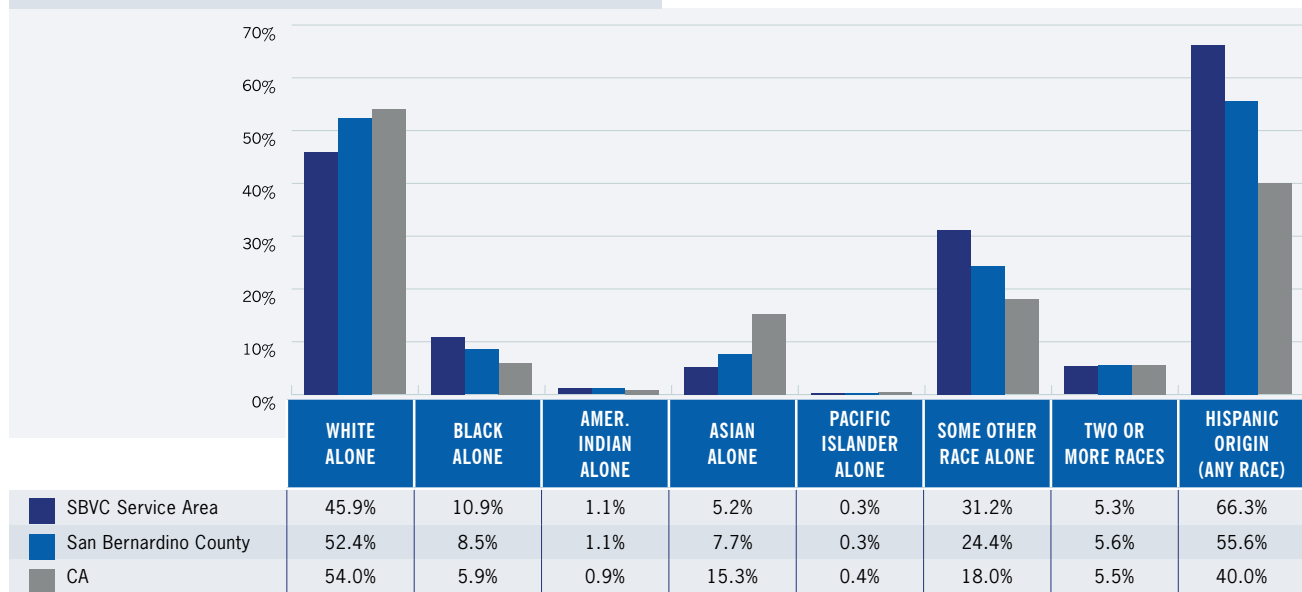
External Scan

Race and Ethnicity

This data comes from the United States Census. The Census defines Hispanic as an “origin”. Hispanic people can be of any race(s). Therefore, a person can identify as Hispanic and White, or Hispanic and Black, etc. When looking at race and ethnicity data, the total of the first seven categories shown in the chart, adds up to 100% of the population. Then, one can consider “Hispanic Origin” data separately.

The largest group in the service area is White Alone (45.9%). The next largest groups are Some Other Race Alone (31.2%), Black alone (10.9%), two or more races (5.3%), and Asian Alone (5.2%). Two-thirds (66.3%) of the service area population is Hispanic. For comparison, the chart also shows the race and ethnicity profile of San Bernardino County and the State.

San Bernardino Valley College Service Area Race and Ethnicity 2021



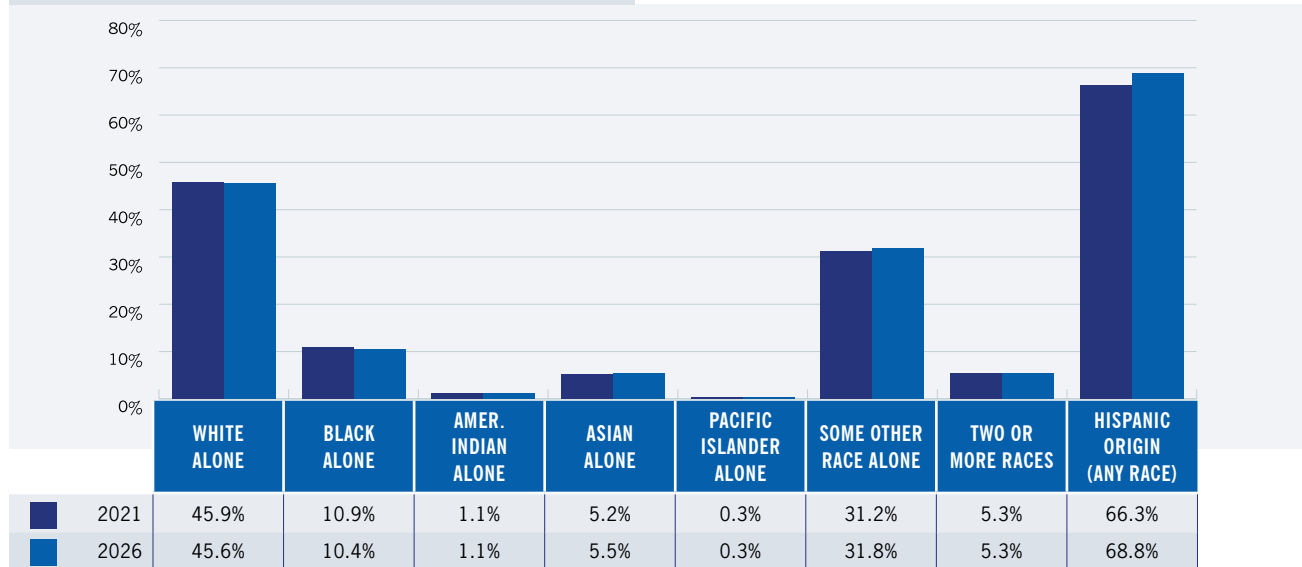
Source: ESRI; analysis by CBT

DATA PORTFOLIO

External Scan

This chart shows the projected shifts in race and ethnicity over the next five years in the service area. The Hispanic population is projected to increase from 66.3% to 68.8%. The race/ethnicity profile in all of the other groups is not projected to change significantly over the next five years.

San Bernardino Valley College Service Area Race and Ethnicity



Source: ESRI; analysis by CBT

DATA PORTFOLIO

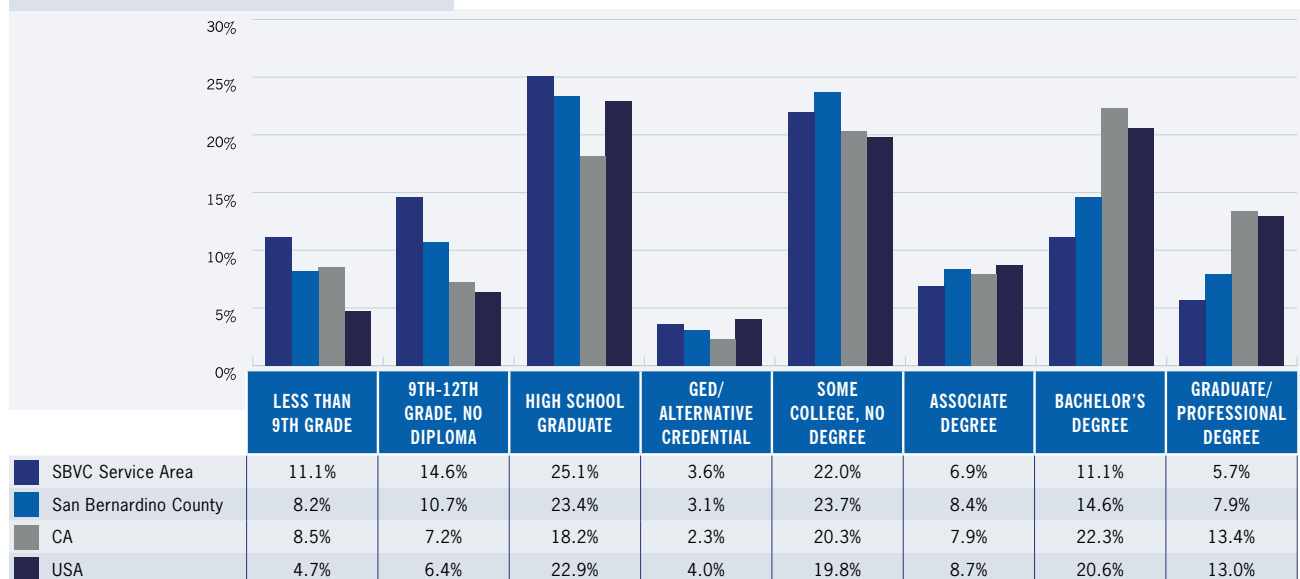
External Scan

Educational Attainment

Educational attainment disaggregates the population by the highest educational attainment. For example, the chart shows that in the service area 25.1% of the population graduated from high school and has no higher educational attainment.

The chart shows that the service area population is less educated than that of the County. Fewer people (per capita) in the College service area hold postsecondary degrees than in the County, the State and the Nation. More than half of the service area population (54.4%) has no College experience at all. Another 22% of the service area population has some college but no degree. This presents an opportunity for the College to grow enrollments.

2021 Population 25+ by Educational Attainment



Source: ESRI; analysis by CBT

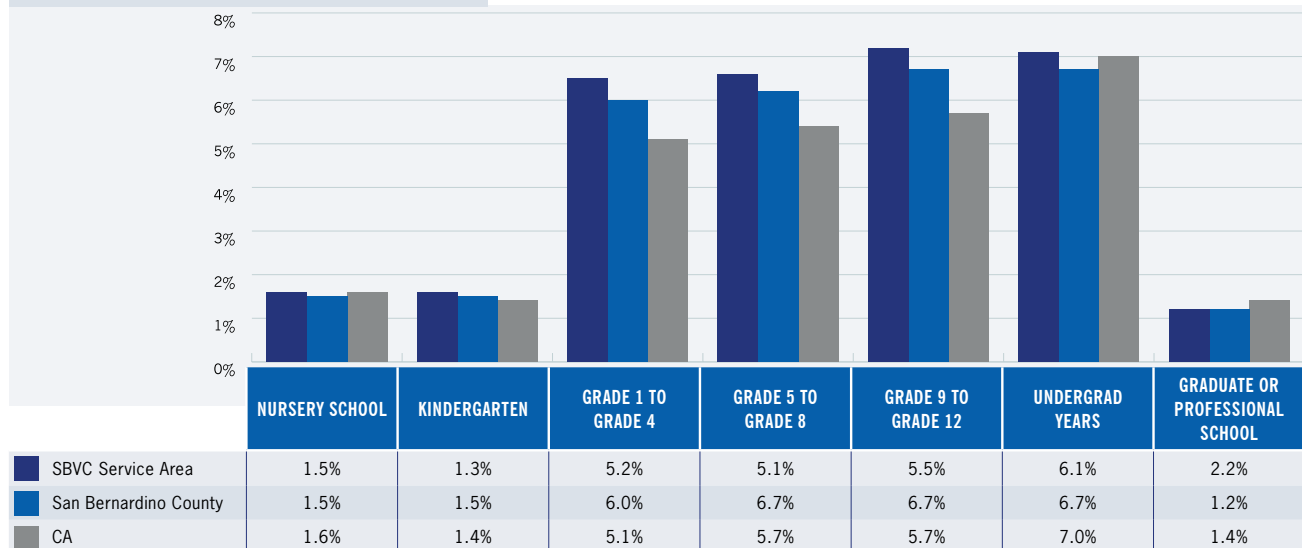
DATA PORTFOLIO

External Scan

School Enrollment

This chart shows the percentages of the population (three years of age and older) enrolled in school. The service area has a larger percentage (than the State and the County) of the population enrolled in school – any grade level. This is because, as shown earlier in this report, the median age of the service area population (31.2 years) is younger than the populations of the County (33.4 years) and the State (36.6 years).

Population Age 3+ Years by School Enrollment 2022

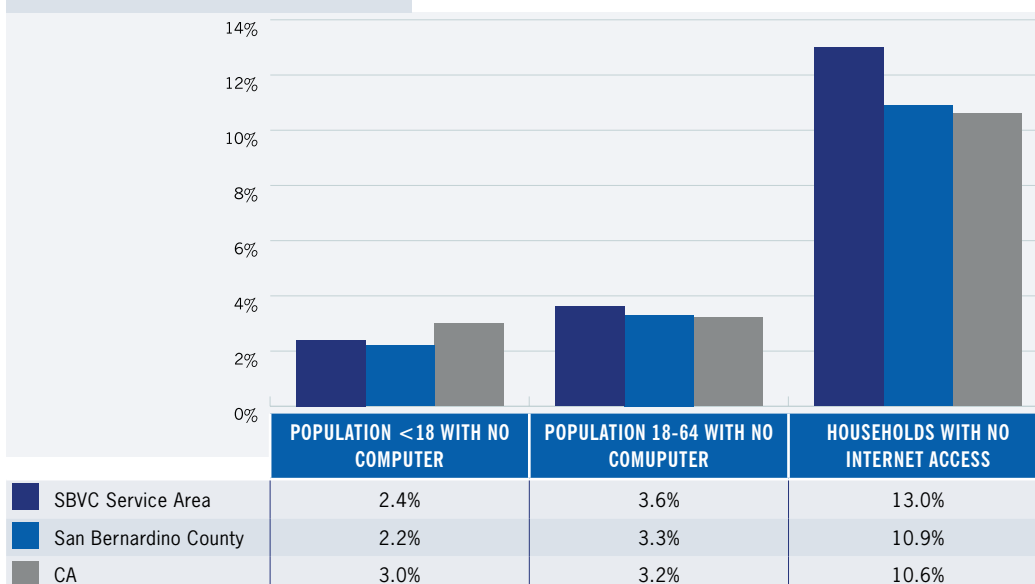


Source: ESRI; analysis by CBT

Computer and Internet Access

The service area population 18 years of age and older is more likely to have no computer at home than the populations of the County and the State. Households in the service area are also more likely to have no Internet access at home than households in the County and the State.

Computer and Internet Access at Home



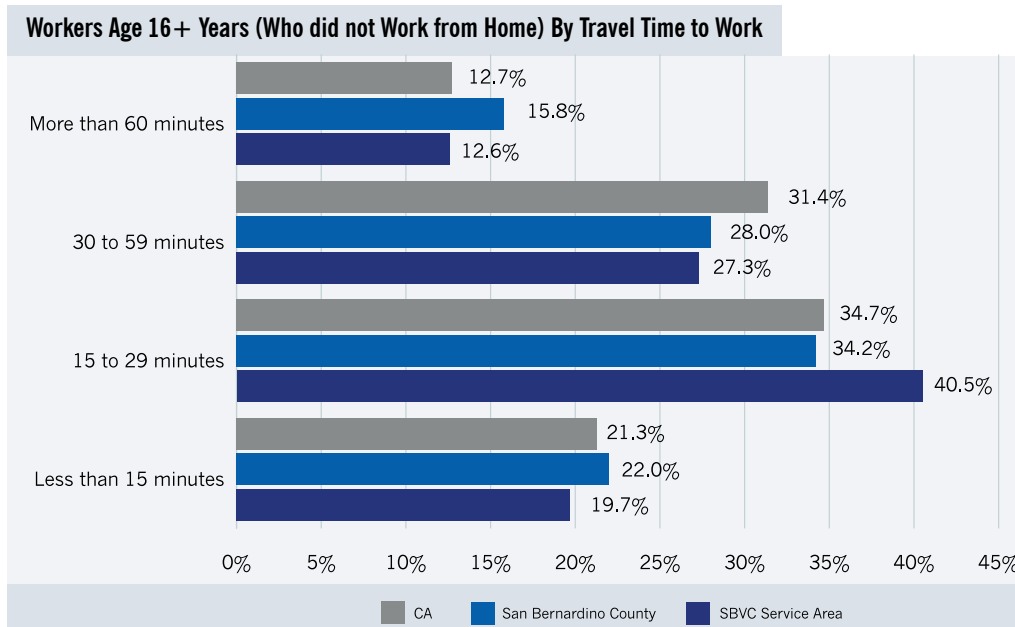
Source: ESRI; analysis by CBT

DATA PORTFOLIO

External Scan

Commute Times

The chart shows the commute times for the 16 and older population in the service area population, the County, and State populations. Overall, the service area population has shorter commute times than the populations of the County and the State.



Source: ESRI; analysis by CBT