



The **Retail** Coach®

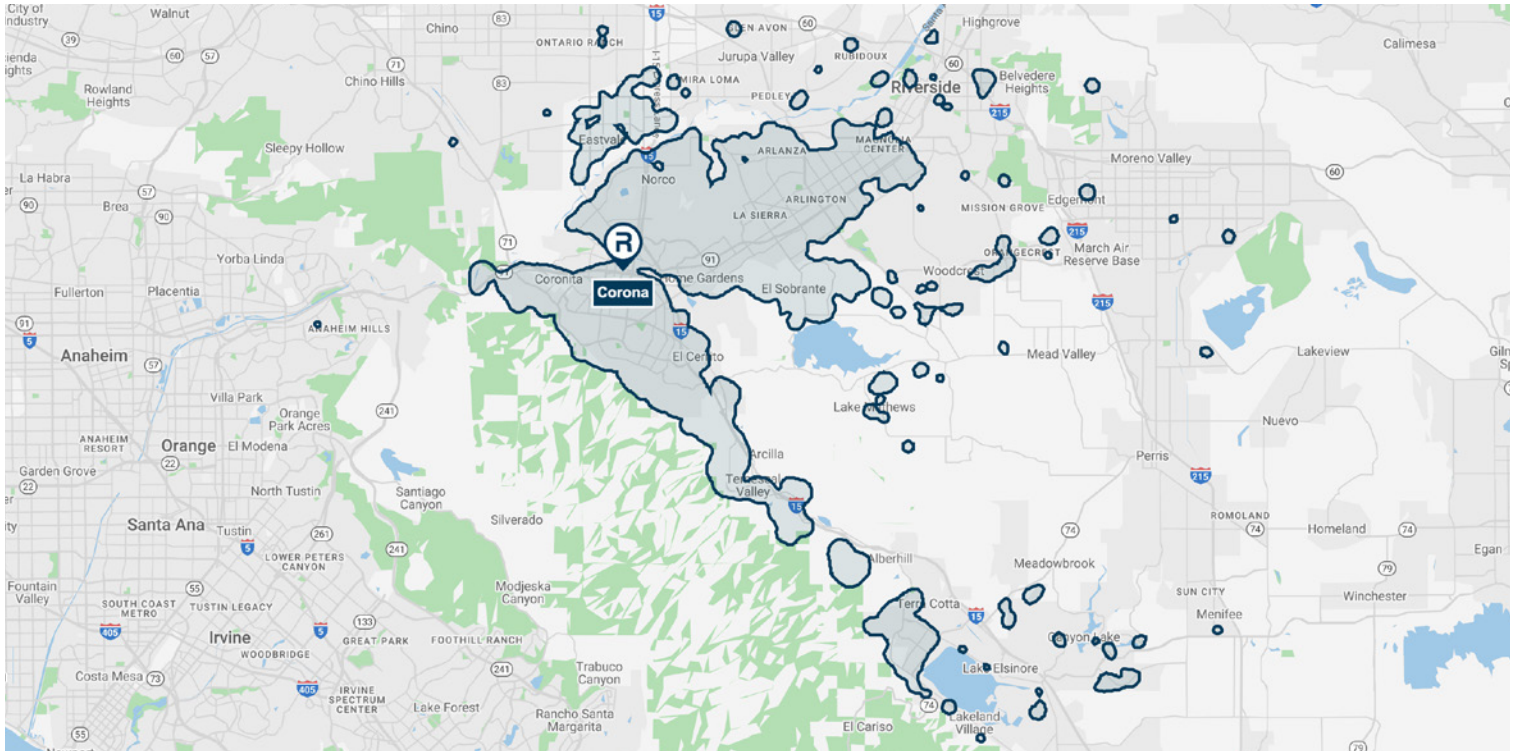
# Primary Retail Trade Area Demographic Profile

CORONA, CALIFORNIA

Prepared for City of Corona  
November 2023

# Primary Retail Trade Area • Demographic Snapshot

Corona, California



## Population

2020	567,214
2023	580,054
2028	596,905

## Educational Attainment (%)

Graduate or Professional Degree	8.10%
Bachelors Degree	16.53%
Associate Degree	8.30%
Some College	24.07%
High School Graduate (or GED)	26.43%
Some High School, No Degree	8.27%
Less than 9th Grade	8.29%

## Income

Average HH	\$121,604
Median HH	\$94,327
Per Capita	\$36,153

## Age

0 - 9 Years	12.85%
10 - 17 Years	11.76%
18 - 24 Years	10.21%
25 - 34 Years	14.56%
35 - 44 Years	14.31%
45 - 54 Years	12.92%
55 - 64 Years	11.46%
65 and Older	11.95%
Median Age	35.43
Average Age	36.75

## Race Distribution (%)

White	33.65%
Black/African American	6.10%
American Indian/Alaskan	1.73%
Asian	11.72%
Native Hawaiian/Islander	0.37%
Other Race	28.51%
Two or More Races	17.92%
Hispanic	53.98%



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# Primary Retail Trade Area • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	596,905	
2023 Estimate	580,054	
2020 Census	567,214	
2010 Census	519,795	
Growth 2023 - 2028		2.90%
Growth 2020 - 2023		2.26%
Growth 2010 - 2020		9.12%
<b>2023 Est. Population by Single-Classification Race</b>	<b>580,054</b>	
White Alone	195,172	33.65%
Black or African American Alone	35,386	6.10%
Amer. Indian and Alaska Native Alone	10,024	1.73%
Asian Alone	67,997	11.72%
Native Hawaiian and Other Pacific Island Alone	2,132	0.37%
Some Other Race Alone	165,393	28.51%
Two or More Races	103,951	17.92%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>580,054</b>	
Not Hispanic or Latino	266,973	46.03%
Hispanic or Latino	313,081	53.98%
Mexican	273,907	87.49%
Puerto Rican	4,671	1.49%
Cuban	2,639	0.84%
All Other Hispanic or Latino	31,864	10.18%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>313,081</b>	
White Alone	51,634	16.49%
Black or African American Alone	2,229	0.71%
American Indian and Alaska Native Alone	8,028	2.56%
Asian Alone	1,591	0.51%
Native Hawaiian and Other Pacific Islander Alone	341	0.11%
Some Other Race Alone	161,725	51.66%
Two or More Races	87,532	27.96%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>67,997</b>	
Chinese, except Taiwanese	12,701	18.68%
Filipino	20,358	29.94%
Japanese	1,716	2.52%
Asian Indian	7,873	11.58%
Korean	6,576	9.67%
Vietnamese	8,858	13.03%
Cambodian	1,012	1.49%
Hmong	88	0.13%
Laotian	707	1.04%
Thai	306	0.45%
All Other Asian Races Including 2+ Category	7,802	11.47%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>580,054</b>	
Arab	1,662	0.29%
Czech	623	0.11%
Danish	1,494	0.26%
Dutch	4,664	0.80%
English	23,107	3.98%
French (except Basque)	7,004	1.21%
French Canadian	1,463	0.25%
German	30,398	5.24%
Greek	938	0.16%
Hungarian	1,079	0.19%
Irish	24,671	4.25%
Italian	15,347	2.65%
Lithuanian	131	0.02%
United States or American	17,333	2.99%
Norwegian	3,166	0.55%
Polish	4,425	0.76%
Portuguese	1,628	0.28%
Russian	1,732	0.30%
Scottish	4,503	0.78%
Scotch-Irish	1,981	0.34%
Slovak	204	0.04%
Subsaharan African	3,894	0.67%
Swedish	2,819	0.49%
Swiss	504	0.09%
Ukrainian	394	0.07%
Welsh	1,695	0.29%
West Indian (except Hisp. groups)	1,496	0.26%
Other ancestries	348,439	60.07%
Ancestry Unclassified	73,261	12.63%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	295,964	54.45%
Speak Asian/Pacific Island Language at Home	35,148	6.47%
Speak Indo-European Language at Home	14,682	2.70%
Speak Spanish at Home	189,450	34.85%
Speak Other Language at Home	8,350	1.54%

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>580,054</b>	
Age 0 - 4	36,461	6.29%
Age 5 - 9	38,069	6.56%
Age 10 - 14	41,780	7.20%
Age 15 - 17	26,429	4.56%
Age 18 - 20	25,382	4.38%
Age 21 - 24	33,826	5.83%
Age 25 - 34	84,437	14.56%
Age 35 - 44	82,978	14.31%
Age 45 - 54	74,952	12.92%
Age 55 - 64	66,454	11.46%
Age 65 - 74	43,391	7.48%
Age 75 - 84	19,272	3.32%
Age 85 and over	6,623	1.14%
Age 16 and over	455,066	78.45%
Age 18 and over	437,314	75.39%
Age 21 and over	411,932	71.02%
Age 65 and over	69,286	11.95%
2023 Est. Median Age		35.43
2023 Est. Average Age		36.75
<b>2023 Est. Population by Sex</b>	<b>580,054</b>	
Male	289,957	49.99%
Female	290,098	50.01%
<b>2023 Est. Male Population by Age</b>	<b>289,957</b>	
Age 0 - 4	18,615	6.42%
Age 5 - 9	19,431	6.70%
Age 10 - 14	21,366	7.37%
Age 15 - 17	13,408	4.62%
Age 18 - 20	12,924	4.46%
Age 21 - 24	17,133	5.91%
Age 25 - 34	43,591	15.03%
Age 35 - 44	42,090	14.52%
Age 45 - 54	37,149	12.81%
Age 55 - 64	33,064	11.40%
Age 65 - 74	20,656	7.12%
Age 75 - 84	8,169	2.82%
Age 85 and over	2,362	0.82%
2023 Est. Median Age, Male		34.66
2023 Est. Average Age, Male		36.02
<b>2023 Est. Female Population by Age</b>	<b>290,098</b>	
Age 0 - 4	17,846	6.15%
Age 5 - 9	18,638	6.42%
Age 10 - 14	20,415	7.04%
Age 15 - 17	13,021	4.49%
Age 18 - 20	12,457	4.29%
Age 21 - 24	16,693	5.75%
Age 25 - 34	40,846	14.08%
Age 35 - 44	40,888	14.09%
Age 45 - 54	37,803	13.03%
Age 55 - 64	33,390	11.51%
Age 65 - 74	22,735	7.84%
Age 75 - 84	11,103	3.83%
Age 85 and over	4,261	1.47%
2023 Est. Median Age, Female		36.24
2023 Est. Average Age, Female		37.53

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	174,800	37.69%
Males, Never Married	95,514	20.60%
Females, Never Married	79,286	17.10%
Married, Spouse present	202,812	43.73%
Married, Spouse absent	27,891	6.01%
Widowed	19,676	4.24%
Males Widowed	3,488	0.75%
Females Widowed	16,188	3.49%
Divorced	38,564	8.32%
Males Divorced	16,260	3.51%
Females Divorced	22,304	4.81%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	31,340	8.29%
Some High School, no diploma	31,272	8.27%
High School Graduate (or GED)	99,933	26.43%
Some College, no degree	91,026	24.07%
Associate Degree	31,384	8.30%
Bachelor's Degree	62,509	16.53%
Master's Degree	22,375	5.92%
Professional School Degree	4,179	1.10%
Doctorate Degree	4,087	1.08%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	49,766	27.85%
High School Graduate	56,171	31.44%
Some College or Associate's Degree	49,404	27.65%
Bachelor's Degree or Higher	23,341	13.06%
<b>Households</b>		
2028 Projection	175,114	
2023 Estimate	169,703	
2020 Census	165,608	
2010 Census	149,164	
Growth 2023 - 2028		3.19%
Growth 2020 - 2023		2.47%
Growth 2010 - 2020		11.02%
<b>2023 Est. Households by Household Type</b>	<b>169,703</b>	
Family Households	134,590	79.31%
Nonfamily Households	35,113	20.69%
2023 Est. Group Quarters Population	9,239	
2023 Households by Ethnicity, Hispanic/Latino	72,723	

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DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>169,703</b>	
Income < \$15,000	10,311	6.08%
Income \$15,000 - \$24,999	8,499	5.01%
Income \$25,000 - \$34,999	9,205	5.42%
Income \$35,000 - \$49,999	14,997	8.84%
Income \$50,000 - \$74,999	24,669	14.54%
Income \$75,000 - \$99,999	21,930	12.92%
Income \$100,000 - \$124,999	19,592	11.55%
Income \$125,000 - \$149,999	16,722	9.85%
Income \$150,000 - \$199,999	19,141	11.28%
Income \$200,000 - \$249,999	10,688	6.30%
Income \$250,000 - \$499,999	9,583	5.65%
Income \$500,000+	4,365	2.57%
2023 Est. Average Household Income		\$121,604
2023 Est. Median Household Income		\$94,327
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$99,326
Black or African American Alone		\$80,029
American Indian and Alaska Native Alone		\$78,733
Asian Alone		\$113,185
Native Hawaiian and Other Pacific Islander Alone		\$82,844
Some Other Race Alone		\$81,199
Two or More Races		\$104,799
Hispanic or Latino		\$84,925
Not Hispanic or Latino		\$104,105
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>134,590</b>	
Married-Couple Family, own children	55,231	41.04%
Married-Couple Family, no own children	44,216	32.85%
Male Householder, own children	5,903	4.39%
Male Householder, no own children	5,904	4.39%
Female Householder, own children	12,253	9.10%
Female Householder, no own children	11,083	8.24%
<b>2023 Est. Households by Household Size</b>	<b>169,703</b>	
1-person	26,531	15.63%
2-person	43,455	25.61%
3-person	30,599	18.03%
4-person	33,134	19.52%
5-person	19,638	11.57%
6-person	9,544	5.62%
7-or-more-person	6,802	4.01%
2023 Est. Average Household Size		3.37
<b>2023 Est. Households by Presence of People Under 18</b>	<b>169,703</b>	
Households with 1 or More People under Age 18:	83,950	49.47%
Married-Couple Family	60,350	71.89%
Other Family, Male Householder	7,528	8.97%
Other Family, Female Householder	15,390	18.33%
Nonfamily, Male Householder	485	0.58%
Nonfamily, Female Householder	196	0.23%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>85,753</b>	
Married-Couple Family	39,077	45.57%
Other Family, Male Householder	4,293	5.01%
Other Family, Female Householder	7,965	9.29%
Nonfamily, Male Householder	16,463	19.20%
Nonfamily, Female Householder	17,955	20.94%
<b>2023 Est. Households by Number of Vehicles</b>	<b>169,703</b>	
No Vehicles	6,753	3.98%
1 Vehicle	36,875	21.73%
2 Vehicles	63,452	37.39%
3 Vehicles	37,121	21.87%
4 Vehicles	16,668	9.82%
5 or more Vehicles	8,835	5.21%
2023 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2028 Projection	138,900	
2023 Estimate	134,590	
2010 Census	117,670	
Growth 2023 - 2028		3.20%
Growth 2010 - 2023		14.38%
<b>2023 Est. Families by Poverty Status</b>	<b>134,590</b>	
2023 Families at or Above Poverty	124,243	92.31%
2023 Families at or Above Poverty with Children	64,742	48.10%
2023 Families Below Poverty	10,347	7.69%
2023 Families Below Poverty with Children	7,495	5.57%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	277,366	60.95%
Civilian Labor Force, Unemployed	13,390	2.94%
Armed Forces	558	0.12%
Not in Labor Force	163,752	35.98%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>277,103</b>	
For-Profit Private Workers	197,530	71.28%
Non-Profit Private Workers	14,592	5.27%
Local Government Workers	3,791	1.37%
State Government Workers	10,479	3.78%
Federal Government Workers	24,896	8.98%
Self-Employed Workers	25,126	9.07%
Unpaid Family Workers	690	0.25%



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DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>277,103</b>	
Architect/Engineer	4,878	1.76%
Arts/Entertainment/Sports	4,336	1.56%
Building Grounds Maintenance	9,933	3.58%
Business/Financial Operations	11,811	4.26%
Community/Social Services	5,769	2.08%
Computer/Mathematical	6,201	2.24%
Construction/Extraction	15,554	5.61%
Education/Training/Library	15,239	5.50%
Farming/Fishing/Forestry	745	0.27%
Food Prep/Serving	14,611	5.27%
Health Practitioner/Technician	14,600	5.27%
Healthcare Support	9,535	3.44%
Maintenance Repair	8,900	3.21%
Legal	1,815	0.66%
Life/Physical/Social Science	1,476	0.53%
Management	25,422	9.17%
Office/Admin. Support	34,582	12.48%
Production	18,950	6.84%
Protective Services	7,753	2.80%
Sales/Related	30,704	11.08%
Personal Care/Service	7,888	2.85%
Transportation/Moving	26,402	9.53%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>277,103</b>	
White Collar	156,833	56.60%
Blue Collar	69,806	25.19%
Service and Farm	50,464	18.21%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>270,666</b>	
Drove Alone	212,651	78.57%
Car Pooled	30,369	11.22%
Public Transportation	5,092	1.88%
Walked	2,836	1.05%
Bicycle	454	0.17%
Other Means	4,751	1.75%
Worked at Home	14,513	5.36%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	40,004	
15 - 29 Minutes	67,290	
30 - 44 Minutes	59,686	
45 - 59 Minutes	29,282	
60 or more Minutes	59,365	
2023 Est. Avg Travel Time to Work in Minutes		40
<b>2023 Est. Occupied Housing Units by Tenure</b>	<b>169,703</b>	
Owner Occupied	108,415	63.89%
Renter Occupied	61,288	36.12%
2023 Owner Occ. HUs: Avg. Length of Residence		14.79 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.19 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>108,415</b>	
Value Less than \$20,000	609	0.56%
Value \$20,000 - \$39,999	517	0.48%
Value \$40,000 - \$59,999	800	0.74%
Value \$60,000 - \$79,999	527	0.49%
Value \$80,000 - \$99,999	430	0.40%
Value \$100,000 - \$149,999	683	0.63%
Value \$150,000 - \$199,999	414	0.38%
Value \$200,000 - \$299,999	2,138	1.97%
Value \$300,000 - \$399,999	8,318	7.67%
Value \$400,000 - \$499,999	18,548	17.11%
Value \$500,000 - \$749,999	48,250	44.51%
Value \$750,000 - \$999,999	21,774	20.08%
Value \$1,000,000 or \$1,499,999	4,119	3.80%
Value \$1,500,000 or \$1,999,999	738	0.68%
Value \$2,000,000+	551	0.51%
2023 Est. Median All Owner-Occupied Housing Value		\$603,348
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	125,752	71.82%
1 Unit Attached	7,364	4.21%
2 Units	1,624	0.93%
3 or 4 Units	5,990	3.42%
5 to 19 Units	15,565	8.89%
20 to 49 Units	4,725	2.70%
50 or More Units	8,431	4.82%
Mobile Home or Trailer	5,600	3.20%
Boat, RV, Van, etc.	45	0.03%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	10,735	6.13%
Housing Units Built 2010 to 2014	5,676	3.24%
Housing Units Built 2000 to 2009	37,277	21.29%
Housing Units Built 1990 to 1999	26,924	15.38%
Housing Units Built 1980 to 1989	29,973	17.12%
Housing Units Built 1970 to 1979	24,851	14.19%
Housing Units Built 1960 to 1969	15,022	8.58%
Housing Units Built 1950 to 1959	16,002	9.14%
Housing Units Built 1940 to 1949	4,018	2.29%
Housing Unit Built 1939 or Earlier	4,619	2.64%
2023 Est. Median Year Structure Built		1988

<sup>†</sup> Years



# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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