



The **Retail** Coach®

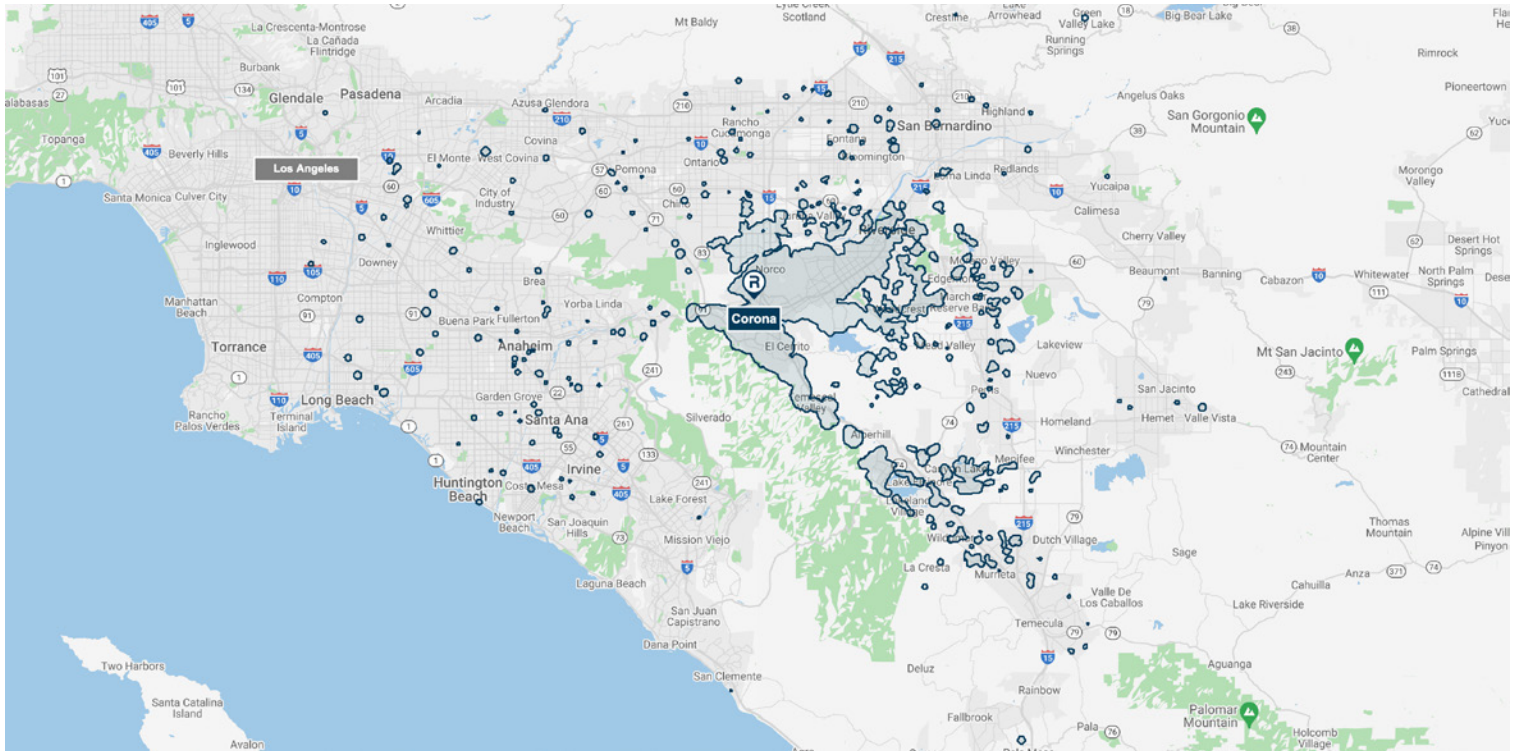
Secondary Retail Trade Area Demographic Profile

CORONA, CALIFORNIA

Prepared for City of Corona
November 2023

Secondary Retail Trade Area • Demographic Snapshot

Corona, California



Population

2020	1,105,884	0 - 9 Years	12.72%
2023	1,130,336	10 - 17 Years	11.58%
2028	1,165,527	18 - 24 Years	10.90%

Educational Attainment (%)

Graduate or Professional Degree	8.90%	25 - 34 Years	14.65%
Bachelors Degree	16.75%	35 - 44 Years	14.11%
Associate Degree	8.14%	45 - 54 Years	12.68%
Some College	23.50%	55 - 64 Years	11.34%
High School Graduate (or GED)	25.46%	65 and Older	12.03%

Some High School, No Degree 8.39%

Less than 9th Grade 8.86%

Income

Average HH	\$118,784
Median HH	\$92,111
Per Capita	\$35,660

Age

Median Age	35.10
Average Age	36.68

Race Distribution (%)

White	32.90%
Black/African American	6.71%
American Indian/Alaskan	1.76%
Asian	12.40%
Native Hawaiian/Islander	0.38%
Other Race	28.41%
Two or More Races	17.44%
Hispanic	53.42%



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Secondary Retail Trade Area • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
Population		
2028 Projection	1,165,527	
2023 Estimate	1,130,336	
2020 Census	1,105,884	
2010 Census	992,133	
Growth 2023 - 2028		3.11%
Growth 2020 - 2023		2.21%
Growth 2010 - 2020		11.47%
2023 Est. Population by Single-Classification Race	1,130,336	
White Alone	371,920	32.90%
Black or African American Alone	75,865	6.71%
Amer. Indian and Alaska Native Alone	19,890	1.76%
Asian Alone	140,136	12.40%
Native Hawaiian and Other Pacific Island Alone	4,281	0.38%
Some Other Race Alone	321,072	28.41%
Two or More Races	197,171	17.44%
2023 Est. Population by Hispanic or Latino Origin	1,130,336	
Not Hispanic or Latino	526,555	46.58%
Hispanic or Latino	603,780	53.42%
Mexican	524,776	86.92%
Puerto Rican	8,199	1.36%
Cuban	4,533	0.75%
All Other Hispanic or Latino	66,272	10.98%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	603,780	
White Alone	101,746	16.85%
Black or African American Alone	4,547	0.75%
American Indian and Alaska Native Alone	16,115	2.67%
Asian Alone	3,353	0.56%
Native Hawaiian and Other Pacific Islander Alone	652	0.11%
Some Other Race Alone	314,069	52.02%
Two or More Races	163,300	27.05%
2023 Est. Pop by Race, Asian Alone, by Category	140,136	
Chinese, except Taiwanese	32,872	23.46%
Filipino	39,461	28.16%
Japanese	4,348	3.10%
Asian Indian	13,775	9.83%
Korean	12,325	8.80%
Vietnamese	18,102	12.92%
Cambodian	2,305	1.64%
Hmong	258	0.18%
Laotian	1,178	0.84%
Thai	1,184	0.85%
All Other Asian Races Including 2+ Category	14,329	10.23%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	1,130,336	
Arab	2,310	0.20%
Czech	1,222	0.11%
Danish	2,511	0.22%
Dutch	7,805	0.69%
English	43,621	3.86%
French (except Basque)	12,593	1.11%
French Canadian	2,807	0.25%
German	56,856	5.03%
Greek	1,890	0.17%
Hungarian	1,999	0.18%
Irish	46,189	4.09%
Italian	29,122	2.58%
Lithuanian	376	0.03%
United States or American	33,557	2.97%
Norwegian	6,006	0.53%
Polish	8,181	0.72%
Portuguese	3,440	0.30%
Russian	3,153	0.28%
Scottish	8,194	0.73%
Scotch-Irish	3,851	0.34%
Slovak	358	0.03%
Subsaharan African	6,729	0.60%
Swedish	5,763	0.51%
Swiss	980	0.09%
Ukrainian	1,017	0.09%
Welsh	3,029	0.27%
West Indian (except Hisp. groups)	3,120	0.28%
Other ancestries	681,978	60.33%
Ancestry Unclassified	151,679	13.42%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	565,668	53.38%
Speak Asian/Pacific Island Language at Home	78,939	7.45%
Speak Indo-European Language at Home	25,949	2.45%
Speak Spanish at Home	376,926	35.57%
Speak Other Language at Home	12,317	1.16%

Secondary Retail Trade Area • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	1,130,336	
Age 0 - 4	70,537	6.24%
Age 5 - 9	73,289	6.48%
Age 10 - 14	79,814	7.06%
Age 15 - 17	51,124	4.52%
Age 18 - 20	55,904	4.95%
Age 21 - 24	67,272	5.95%
Age 25 - 34	165,553	14.65%
Age 35 - 44	159,458	14.11%
Age 45 - 54	143,264	12.68%
Age 55 - 64	128,175	11.34%
Age 65 - 74	84,999	7.52%
Age 75 - 84	37,748	3.34%
Age 85 and over	13,200	1.17%
Age 16 and over	889,936	78.73%
Age 18 and over	855,573	75.69%
Age 21 and over	799,669	70.75%
Age 65 and over	135,947	12.03%
2023 Est. Median Age		35.10
2023 Est. Average Age		36.68
2023 Est. Population by Sex	1,130,336	
Male	562,586	49.77%
Female	567,750	50.23%
2023 Est. Male Population by Age	562,586	
Age 0 - 4	36,067	6.41%
Age 5 - 9	37,459	6.66%
Age 10 - 14	40,713	7.24%
Age 15 - 17	25,950	4.61%
Age 18 - 20	28,273	5.03%
Age 21 - 24	34,065	6.05%
Age 25 - 34	84,804	15.07%
Age 35 - 44	80,330	14.28%
Age 45 - 54	70,619	12.55%
Age 55 - 64	63,219	11.24%
Age 65 - 74	40,247	7.15%
Age 75 - 84	16,076	2.86%
Age 85 and over	4,765	0.85%
2023 Est. Median Age, Male		34.27
2023 Est. Average Age, Male		35.92
2023 Est. Female Population by Age	567,750	
Age 0 - 4	34,470	6.07%
Age 5 - 9	35,830	6.31%
Age 10 - 14	39,100	6.89%
Age 15 - 17	25,174	4.43%
Age 18 - 20	27,631	4.87%
Age 21 - 24	33,208	5.85%
Age 25 - 34	80,749	14.22%
Age 35 - 44	79,127	13.94%
Age 45 - 54	72,645	12.80%
Age 55 - 64	64,956	11.44%
Age 65 - 74	44,753	7.88%
Age 75 - 84	21,672	3.82%
Age 85 and over	8,435	1.49%
2023 Est. Median Age, Female		35.96
2023 Est. Average Age, Female		37.45

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	352,595	38.89%
Males, Never Married	190,107	20.97%
Females, Never Married	162,489	17.92%
Married, Spouse present	386,127	42.59%
Married, Spouse absent	54,168	5.97%
Widowed	37,684	4.16%
Males Widowed	7,290	0.80%
Females Widowed	30,394	3.35%
Divorced	76,122	8.40%
Males Divorced	31,145	3.43%
Females Divorced	44,978	4.96%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	64,867	8.86%
Some High School, no diploma	61,433	8.39%
High School Graduate (or GED)	186,478	25.46%
Some College, no degree	172,101	23.50%
Associate Degree	59,613	8.14%
Bachelor's Degree	122,689	16.75%
Master's Degree	47,155	6.44%
Professional School Degree	9,765	1.33%
Doctorate Degree	8,294	1.13%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	100,780	29.30%
High School Graduate	104,036	30.25%
Some College or Associate's Degree	93,697	27.24%
Bachelor's Degree or Higher	45,441	13.21%
Households		
2028 Projection	343,059	
2023 Estimate	331,623	
2020 Census	323,826	
2010 Census	284,455	
Growth 2023 - 2028		3.45%
Growth 2020 - 2023		2.41%
Growth 2010 - 2020		13.84%
2023 Est. Households by Household Type	331,623	
Family Households	258,570	77.97%
Nonfamily Households	73,053	22.03%
2023 Est. Group Quarters Population	25,696	
2023 Households by Ethnicity, Hispanic/Latino	141,205	

Secondary Retail Trade Area • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	331,623	
Income < \$15,000	20,609	6.21%
Income \$15,000 - \$24,999	16,435	4.96%
Income \$25,000 - \$34,999	18,778	5.66%
Income \$35,000 - \$49,999	29,766	8.98%
Income \$50,000 - \$74,999	49,572	14.95%
Income \$75,000 - \$99,999	43,854	13.22%
Income \$100,000 - \$124,999	37,862	11.42%
Income \$125,000 - \$149,999	31,995	9.65%
Income \$150,000 - \$199,999	37,082	11.18%
Income \$200,000 - \$249,999	20,379	6.14%
Income \$250,000 - \$499,999	17,491	5.27%
Income \$500,000+	7,801	2.35%
2023 Est. Average Household Income		\$118,784
2023 Est. Median Household Income		\$92,111
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,349
Black or African American Alone		\$79,724
American Indian and Alaska Native Alone		\$75,410
Asian Alone		\$105,115
Native Hawaiian and Other Pacific Islander Alone		\$87,001
Some Other Race Alone		\$78,379
Two or More Races		\$103,377
Hispanic or Latino		\$82,837
Not Hispanic or Latino		\$101,260
2023 Est. Family HH Type by Presence of Own Child.	258,570	
Married-Couple Family, own children	103,158	39.90%
Married-Couple Family, no own children	85,228	32.96%
Male Householder, own children	11,478	4.44%
Male Householder, no own children	11,589	4.48%
Female Householder, own children	24,841	9.61%
Female Householder, no own children	22,277	8.62%
2023 Est. Households by Household Size	331,623	
1-person	54,086	16.31%
2-person	86,287	26.02%
3-person	59,536	17.95%
4-person	62,653	18.89%
5-person	36,784	11.09%
6-person	18,280	5.51%
7-or-more-person	13,997	4.22%
2023 Est. Average Household Size		3.33
2023 Est. Households by Presence of People Under 18	331,623	
Households with 1 or More People under Age 18:	160,016	48.25%
Married-Couple Family	112,976	70.60%
Other Family, Male Householder	14,556	9.10%
Other Family, Female Householder	31,111	19.44%
Nonfamily, Male Householder	991	0.62%
Nonfamily, Female Householder	381	0.24%

DESCRIPTION	DATA	%
Households with No People under Age 18:	171,607	
Married-Couple Family	75,392	43.93%
Other Family, Male Householder	8,537	4.97%
Other Family, Female Householder	16,020	9.34%
Nonfamily, Male Householder	34,901	20.34%
Nonfamily, Female Householder	36,757	21.42%
2023 Est. Households by Number of Vehicles	331,623	
No Vehicles	13,392	4.04%
1 Vehicle	74,726	22.53%
2 Vehicles	124,773	37.63%
3 Vehicles	70,647	21.30%
4 Vehicles	31,443	9.48%
5 or more Vehicles	16,642	5.02%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	267,268	
2023 Estimate	258,570	
2010 Census	221,824	
Growth 2023 - 2028		3.36%
Growth 2010 - 2023		16.57%
2023 Est. Families by Poverty Status	258,570	
2023 Families at or Above Poverty	238,101	92.08%
2023 Families at or Above Poverty with Children	123,181	47.64%
2023 Families Below Poverty	20,469	7.92%
2023 Families Below Poverty with Children	15,141	5.86%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	539,718	60.65%
Civilian Labor Force, Unemployed	28,760	3.23%
Armed Forces	1,518	0.17%
Not in Labor Force	319,940	35.95%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	537,725	
For-Profit Private Workers	380,351	70.73%
Non-Profit Private Workers	28,630	5.32%
Local Government Workers	8,028	1.49%
State Government Workers	21,824	4.06%
Federal Government Workers	48,421	9.01%
Self-Employed Workers	49,048	9.12%
Unpaid Family Workers	1,423	0.27%

Secondary Retail Trade Area • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	537,725	
Architect/Engineer	8,871	1.65%
Arts/Entertainment/Sports	9,019	1.68%
Building Grounds Maintenance	19,256	3.58%
Business/Financial Operations	23,628	4.39%
Community/Social Services	10,531	1.96%
Computer/Mathematical	11,958	2.22%
Construction/Extraction	31,617	5.88%
Education/Training/Library	31,784	5.91%
Farming/Fishing/Forestry	1,666	0.31%
Food Prep/Serving	29,606	5.51%
Health Practitioner/Technician	28,800	5.36%
Healthcare Support	19,076	3.55%
Maintenance Repair	16,678	3.10%
Legal	3,549	0.66%
Life/Physical/Social Science	3,328	0.62%
Management	48,623	9.04%
Office/Admin. Support	65,497	12.18%
Production	32,888	6.12%
Protective Services	14,759	2.75%
Sales/Related	58,173	10.82%
Personal Care/Service	15,147	2.82%
Transportation/Moving	53,273	9.91%
2023 Est. Pop 16+ by Occupation Classification	537,725	
White Collar	303,760	56.49%
Blue Collar	134,455	25.00%
Service and Farm	99,510	18.51%
2023 Est. Workers Age 16+ by Transp. to Work	522,277	
Drove Alone	409,995	78.50%
Car Pooled	58,907	11.28%
Public Transportation	8,775	1.68%
Walked	6,648	1.27%
Bicycle	1,176	0.23%
Other Means	7,801	1.49%
Worked at Home	28,975	5.55%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	80,703	
15 - 29 Minutes	141,700	
30 - 44 Minutes	114,780	
45 - 59 Minutes	51,208	
60 or more Minutes	103,629	
2023 Est. Avg Travel Time to Work in Minutes		39
2023 Est. Occupied Housing Units by Tenure	331,623	
Owner Occupied	206,851	62.38%
Renter Occupied	124,772	37.63%
2023 Owner Occ. HUs: Avg. Length of Residence		14.40 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.31 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	206,851	
Value Less than \$20,000	1,252	0.61%
Value \$20,000 - \$39,999	1,044	0.51%
Value \$40,000 - \$59,999	1,486	0.72%
Value \$60,000 - \$79,999	1,006	0.49%
Value \$80,000 - \$99,999	821	0.40%
Value \$100,000 - \$149,999	1,444	0.70%
Value \$150,000 - \$199,999	1,073	0.52%
Value \$200,000 - \$299,999	5,840	2.82%
Value \$300,000 - \$399,999	18,606	9.00%
Value \$400,000 - \$499,999	36,844	17.81%
Value \$500,000 - \$749,999	84,966	41.08%
Value \$750,000 - \$999,999	39,187	18.94%
Value \$1,000,000 or \$1,499,999	10,012	4.84%
Value \$1,500,000 or \$1,999,999	1,942	0.94%
Value \$2,000,000+	1,327	0.64%
2023 Est. Median All Owner-Occupied Housing Value		\$591,348
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	239,611	69.54%
1 Unit Attached	16,679	4.84%
2 Units	3,725	1.08%
3 or 4 Units	12,476	3.62%
5 to 19 Units	29,175	8.47%
20 to 49 Units	9,508	2.76%
50 or More Units	22,228	6.45%
Mobile Home or Trailer	11,012	3.20%
Boat, RV, Van, etc.	161	0.05%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	24,403	7.08%
Housing Units Built 2010 to 2014	10,964	3.18%
Housing Units Built 2000 to 2009	71,900	20.87%
Housing Units Built 1990 to 1999	49,362	14.33%
Housing Units Built 1980 to 1989	61,179	17.75%
Housing Units Built 1970 to 1979	47,287	13.72%
Housing Units Built 1960 to 1969	27,639	8.02%
Housing Units Built 1950 to 1959	29,450	8.55%
Housing Units Built 1940 to 1949	9,611	2.79%
Housing Unit Built 1939 or Earlier	12,780	3.71%
2023 Est. Median Year Structure Built		1987

[†] 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.



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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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