



The **Retail**Coach®

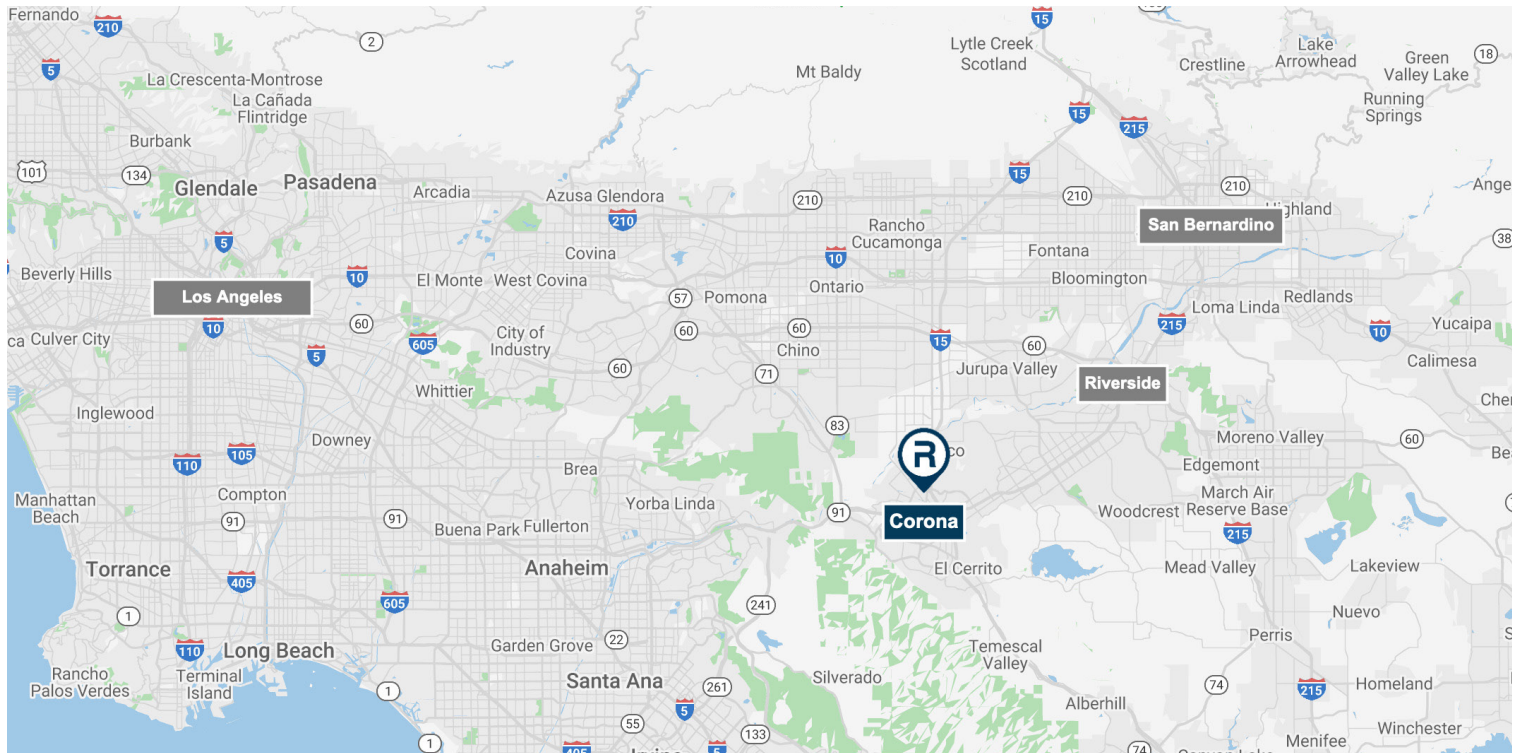
# Community Demographic Profile

CORONA, CALIFORNIA

Prepared for City of Corona  
November 2023

# Community • Demographic Snapshot

## Corona, California



### Population

2020	157,136
2023	160,648
2028	164,364

### Educational Attainment (%)

Graduate or Professional Degree	8.98%
Bachelors Degree	18.71%
Associate Degree	8.98%
Some College	24.58%
High School Graduate (or GED)	24.74%
Some High School, No Degree	7.14%
Less than 9th Grade	6.87%

### Income

Average HH	\$127,830
Median HH	\$101,493
Per Capita	\$39,586

### Age

0 - 9 Years	12.30%
10 - 17 Years	11.84%
18 - 24 Years	9.57%
25 - 34 Years	14.75%
35 - 44 Years	14.01%
45 - 54 Years	13.28%
55 - 64 Years	12.20%
65 and Older	12.05%
Median Age	36.07
Average Age	37.20

### Race Distribution (%)

White	37.63%
Black/African American	5.50%
American Indian/Alaskan	1.69%
Asian	12.78%
Native Hawaiian/Islander	0.42%
Other Race	24.31%
Two or More Races	17.67%
Hispanic	49.01%



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# Community • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	164,364	
2023 Estimate	160,648	
2020 Census	157,136	
2010 Census	153,000	
Growth 2023 - 2028		2.31%
Growth 2020 - 2023		2.23%
Growth 2010 - 2020		2.70%
<b>2023 Est. Population by Single-Classification Race</b>	<b>160,648</b>	
White Alone	60,459	37.63%
Black or African American Alone	8,837	5.50%
Amer. Indian and Alaska Native Alone	2,714	1.69%
Asian Alone	20,538	12.78%
Native Hawaiian and Other Pacific Island Alone	671	0.42%
Some Other Race Alone	39,048	24.31%
Two or More Races	28,381	17.67%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>160,648</b>	
Not Hispanic or Latino	81,911	50.99%
Hispanic or Latino	78,737	49.01%
Mexican	68,703	87.26%
Puerto Rican	1,571	2.00%
Cuban	1,098	1.39%
All Other Hispanic or Latino	7,365	9.35%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>78,737</b>	
White Alone	14,034	17.82%
Black or African American Alone	618	0.79%
American Indian and Alaska Native Alone	2,172	2.76%
Asian Alone	433	0.55%
Native Hawaiian and Other Pacific Islander Alone	121	0.15%
Some Other Race Alone	38,033	48.30%
Two or More Races	23,326	29.62%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>20,538</b>	
Chinese, except Taiwanese	2,363	11.51%
Filipino	6,276	30.56%
Japanese	534	2.60%
Asian Indian	2,633	12.82%
Korean	2,050	9.98%
Vietnamese	3,316	16.15%
Cambodian	200	0.97%
Hmong	14	0.07%
Laotian	222	1.08%
Thai	70	0.34%
All Other Asian Races Including 2+ Category	2,860	13.93%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>160,648</b>	
Arab	735	0.46%
Czech	396	0.25%
Danish	667	0.42%
Dutch	1,531	0.95%
English	6,582	4.10%
French (except Basque)	1,918	1.19%
French Canadian	551	0.34%
German	8,979	5.59%
Greek	257	0.16%
Hungarian	427	0.27%
Irish	6,005	3.74%
Italian	4,171	2.60%
Lithuanian	54	0.03%
United States or American	4,465	2.78%
Norwegian	1,108	0.69%
Polish	1,235	0.77%
Portuguese	494	0.31%
Russian	664	0.41%
Scottish	1,505	0.94%
Scotch-Irish	613	0.38%
Slovak	63	0.04%
Subsaharan African	780	0.49%
Swedish	725	0.45%
Swiss	99	0.06%
Ukrainian	80	0.05%
Welsh	686	0.43%
West Indian (except Hisp. groups)	387	0.24%
Other ancestries	97,822	60.89%
Ancestry Unclassified	17,649	10.99%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	85,801	56.78%
Speak Asian/Pacific Island Language at Home	8,350	5.53%
Speak Indo-European Language at Home	5,401	3.57%
Speak Spanish at Home	48,345	31.99%
Speak Other Language at Home	3,216	2.13%

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>160,648</b>	
Age 0 - 4	9,535	5.93%
Age 5 - 9	10,222	6.36%
Age 10 - 14	11,806	7.35%
Age 15 - 17	7,219	4.49%
Age 18 - 20	6,581	4.10%
Age 21 - 24	8,791	5.47%
Age 25 - 34	23,699	14.75%
Age 35 - 44	22,508	14.01%
Age 45 - 54	21,333	13.28%
Age 55 - 64	19,594	12.20%
Age 65 - 74	12,165	7.57%
Age 75 - 84	5,338	3.32%
Age 85 and over	1,857	1.16%
Age 16 and over	126,713	78.88%
Age 18 and over	121,866	75.86%
Age 21 and over	115,285	71.76%
Age 65 and over	19,360	12.05%
2023 Est. Median Age		36.07
2023 Est. Average Age		37.20
<b>2023 Est. Population by Sex</b>	<b>160,648</b>	
Male	79,478	49.47%
Female	81,170	50.53%
<b>2023 Est. Male Population by Age</b>	<b>79,478</b>	
Age 0 - 4	4,855	6.11%
Age 5 - 9	5,195	6.54%
Age 10 - 14	6,015	7.57%
Age 15 - 17	3,642	4.58%
Age 18 - 20	3,357	4.22%
Age 21 - 24	4,444	5.59%
Age 25 - 34	12,112	15.24%
Age 35 - 44	11,091	13.96%
Age 45 - 54	10,369	13.05%
Age 55 - 64	9,653	12.15%
Age 65 - 74	5,829	7.33%
Age 75 - 84	2,263	2.85%
Age 85 and over	653	0.82%
2023 Est. Median Age, Male		35.10
2023 Est. Average Age, Male		36.50
<b>2023 Est. Female Population by Age</b>	<b>81,170</b>	
Age 0 - 4	4,680	5.77%
Age 5 - 9	5,027	6.19%
Age 10 - 14	5,791	7.13%
Age 15 - 17	3,577	4.41%
Age 18 - 20	3,224	3.97%
Age 21 - 24	4,347	5.36%
Age 25 - 34	11,587	14.28%
Age 35 - 44	11,417	14.07%
Age 45 - 54	10,964	13.51%
Age 55 - 64	9,941	12.25%
Age 65 - 74	6,336	7.81%
Age 75 - 84	3,075	3.79%
Age 85 and over	1,204	1.48%
2023 Est. Median Age, Female		37.04
2023 Est. Average Age, Female		38.00

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	48,403	37.50%
Males, Never Married	26,012	20.15%
Females, Never Married	22,391	17.35%
Married, Spouse present	59,221	45.88%
Married, Spouse absent	6,341	4.91%
Widowed	5,299	4.11%
Males Widowed	895	0.69%
Females Widowed	4,404	3.41%
Divorced	9,821	7.61%
Males Divorced	4,018	3.11%
Females Divorced	5,803	4.50%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	7,311	6.87%
Some High School, no diploma	7,602	7.14%
High School Graduate (or GED)	26,350	24.74%
Some College, no degree	26,176	24.58%
Associate Degree	9,568	8.98%
Bachelor's Degree	19,921	18.71%
Master's Degree	7,180	6.74%
Professional School Degree	1,339	1.26%
Doctorate Degree	1,047	0.98%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	11,534	25.53%
High School Graduate	13,579	30.05%
Some College or Associate's Degree	13,370	29.59%
Bachelor's Degree or Higher	6,702	14.83%
<b>Households</b>		
2028 Projection	50,883	
2023 Estimate	49,420	
2020 Census	48,042	
2010 Census	45,060	
Growth 2023 - 2028		2.96%
Growth 2020 - 2023		2.87%
Growth 2010 - 2020		6.62%
<b>2023 Est. Households by Household Type</b>	<b>49,420</b>	
Family Households	40,078	81.10%
Nonfamily Households	9,342	18.90%
2023 Est. Group Quarters Population	1,061	
2023 Households by Ethnicity, Hispanic/Latino	19,016	

# Community • Demographic Profile

Corona, California

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>49,420</b>	
Income < \$15,000	2,659	5.38%
Income \$15,000 - \$24,999	2,197	4.45%
Income \$25,000 - \$34,999	2,147	4.34%
Income \$35,000 - \$49,999	4,272	8.64%
Income \$50,000 - \$74,999	7,029	14.22%
Income \$75,000 - \$99,999	6,058	12.26%
Income \$100,000 - \$124,999	5,646	11.43%
Income \$125,000 - \$149,999	5,322	10.77%
Income \$150,000 - \$199,999	6,231	12.61%
Income \$200,000 - \$249,999	3,394	6.87%
Income \$250,000 - \$499,999	3,186	6.45%
Income \$500,000+	1,279	2.59%
2023 Est. Average Household Income		\$127,830
2023 Est. Median Household Income		\$101,493
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$107,525
Black or African American Alone		\$94,856
American Indian and Alaska Native Alone		\$79,451
Asian Alone		\$116,379
Native Hawaiian and Other Pacific Islander Alone		\$109,290
Some Other Race Alone		\$79,328
Two or More Races		\$114,507
Hispanic or Latino		\$85,018
Not Hispanic or Latino		\$113,931
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>40,078</b>	
Married-Couple Family, own children	17,055	42.56%
Married-Couple Family, no own children	12,996	32.43%
Male Householder, own children	1,767	4.41%
Male Householder, no own children	1,608	4.01%
Female Householder, own children	3,553	8.87%
Female Householder, no own children	3,099	7.73%
<b>2023 Est. Households by Household Size</b>	<b>49,420</b>	
1-person	7,382	14.94%
2-person	13,301	26.91%
3-person	9,549	19.32%
4-person	9,744	19.72%
5-person	5,413	10.95%
6-person	2,610	5.28%
7-or-more-person	1,421	2.87%
2023 Est. Average Household Size		3.23
<b>2023 Est. Households by Presence of People Under 18</b>	<b>49,420</b>	
Households with 1 or More People under Age 18:	25,137	50.86%
Married-Couple Family	18,402	73.21%
Other Family, Male Householder	2,202	8.76%
Other Family, Female Householder	4,378	17.42%
Nonfamily, Male Householder	116	0.46%
Nonfamily, Female Householder	39	0.16%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>24,283</b>	
Married-Couple Family	11,645	47.96%
Other Family, Male Householder	1,181	4.86%
Other Family, Female Householder	2,274	9.37%
Nonfamily, Male Householder	4,312	17.76%
Nonfamily, Female Householder	4,871	20.06%
<b>2023 Est. Households by Number of Vehicles</b>	<b>49,420</b>	
No Vehicles	1,570	3.18%
1 Vehicle	10,318	20.88%
2 Vehicles	19,555	39.57%
3 Vehicles	10,556	21.36%
4 Vehicles	4,772	9.66%
5 or more Vehicles	2,649	5.36%
2023 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2028 Projection	41,246	
2023 Estimate	40,078	
2010 Census	36,473	
Growth 2023 - 2028		2.91%
Growth 2010 - 2023		9.88%
<b>2023 Est. Families by Poverty Status</b>	<b>40,078</b>	
2023 Families at or Above Poverty	37,203	92.83%
2023 Families at or Above Poverty with Children	18,542	46.27%
2023 Families Below Poverty	2,875	7.17%
2023 Families Below Poverty with Children	1,831	4.57%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	79,948	63.09%
Civilian Labor Force, Unemployed	3,082	2.43%
Armed Forces	330	0.26%
Not in Labor Force	43,353	34.21%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>80,052</b>	
For-Profit Private Workers	56,783	70.93%
Non-Profit Private Workers	4,289	5.36%
Local Government Workers	1,059	1.32%
State Government Workers	2,729	3.41%
Federal Government Workers	7,465	9.33%
Self-Employed Workers	7,628	9.53%
Unpaid Family Workers	99	0.12%



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>80,052</b>	
Architect/Engineer	1,462	1.83%
Arts/Entertainment/Sports	1,240	1.55%
Building Grounds Maintenance	2,170	2.71%
Business/Financial Operations	3,959	4.95%
Community/Social Services	1,695	2.12%
Computer/Mathematical	2,082	2.60%
Construction/Extraction	3,589	4.48%
Education/Training/Library	4,644	5.80%
Farming/Fishing/Forestry	142	0.18%
Food Prep/Serving	4,107	5.13%
Health Practitioner/Technician	3,962	4.95%
Healthcare Support	2,492	3.11%
Maintenance Repair	2,220	2.77%
Legal	663	0.83%
Life/Physical/Social Science	367	0.46%
Management	7,929	9.91%
Office/Admin. Support	10,237	12.79%
Production	5,183	6.47%
Protective Services	2,680	3.35%
Sales/Related	10,044	12.55%
Personal Care/Service	2,223	2.78%
Transportation/Moving	6,962	8.70%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>80,052</b>	
White Collar	48,284	60.32%
Blue Collar	17,954	22.43%
Service and Farm	13,814	17.26%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>78,624</b>	
Drove Alone	63,028	80.16%
Car Pooled	7,556	9.61%
Public Transportation	1,065	1.35%
Walked	883	1.12%
Bicycle	29	0.04%
Other Means	1,888	2.40%
Worked at Home	4,175	5.31%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	13,211	
15 - 29 Minutes	16,743	
30 - 44 Minutes	16,166	
45 - 59 Minutes	9,931	
60 or more Minutes	18,332	
2023 Est. Avg Travel Time to Work in Minutes		41
<b>2023 Est. Occupied Housing Units by Tenure</b>	<b>49,420</b>	
Owner Occupied	31,416	63.57%
Renter Occupied	18,004	36.43%
2023 Owner Occ. HUs: Avg. Length of Residence		15.70 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.90 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>31,416</b>	
Value Less than \$20,000	182	0.58%
Value \$20,000 - \$39,999	117	0.37%
Value \$40,000 - \$59,999	165	0.53%
Value \$60,000 - \$79,999	100	0.32%
Value \$80,000 - \$99,999	113	0.36%
Value \$100,000 - \$149,999	183	0.58%
Value \$150,000 - \$199,999	99	0.32%
Value \$200,000 - \$299,999	350	1.11%
Value \$300,000 - \$399,999	1,083	3.45%
Value \$400,000 - \$499,999	3,212	10.22%
Value \$500,000 - \$749,999	15,577	49.58%
Value \$750,000 - \$999,999	7,991	25.44%
Value \$1,000,000 or \$1,499,999	1,759	5.60%
Value \$1,500,000 or \$1,999,999	295	0.94%
Value \$2,000,000+	190	0.61%
2023 Est. Median All Owner-Occupied Housing Value		\$661,164
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	33,735	66.29%
1 Unit Attached	2,856	5.61%
2 Units	427	0.84%
3 or 4 Units	2,396	4.71%
5 to 19 Units	6,110	12.01%
20 to 49 Units	1,217	2.39%
50 or More Units	2,562	5.04%
Mobile Home or Trailer	1,569	3.08%
Boat, RV, Van, etc.	14	0.03%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,577	5.06%
Housing Units Built 2010 to 2014	1,331	2.62%
Housing Units Built 2000 to 2009	7,979	15.68%
Housing Units Built 1990 to 1999	13,585	26.70%
Housing Units Built 1980 to 1989	11,035	21.69%
Housing Units Built 1970 to 1979	6,236	12.26%
Housing Units Built 1960 to 1969	4,259	8.37%
Housing Units Built 1950 to 1959	1,808	3.55%
Housing Units Built 1940 to 1949	599	1.18%
Housing Unit Built 1939 or Earlier	1,477	2.90%
2023 Est. Median Year Structure Built		1990

<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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