



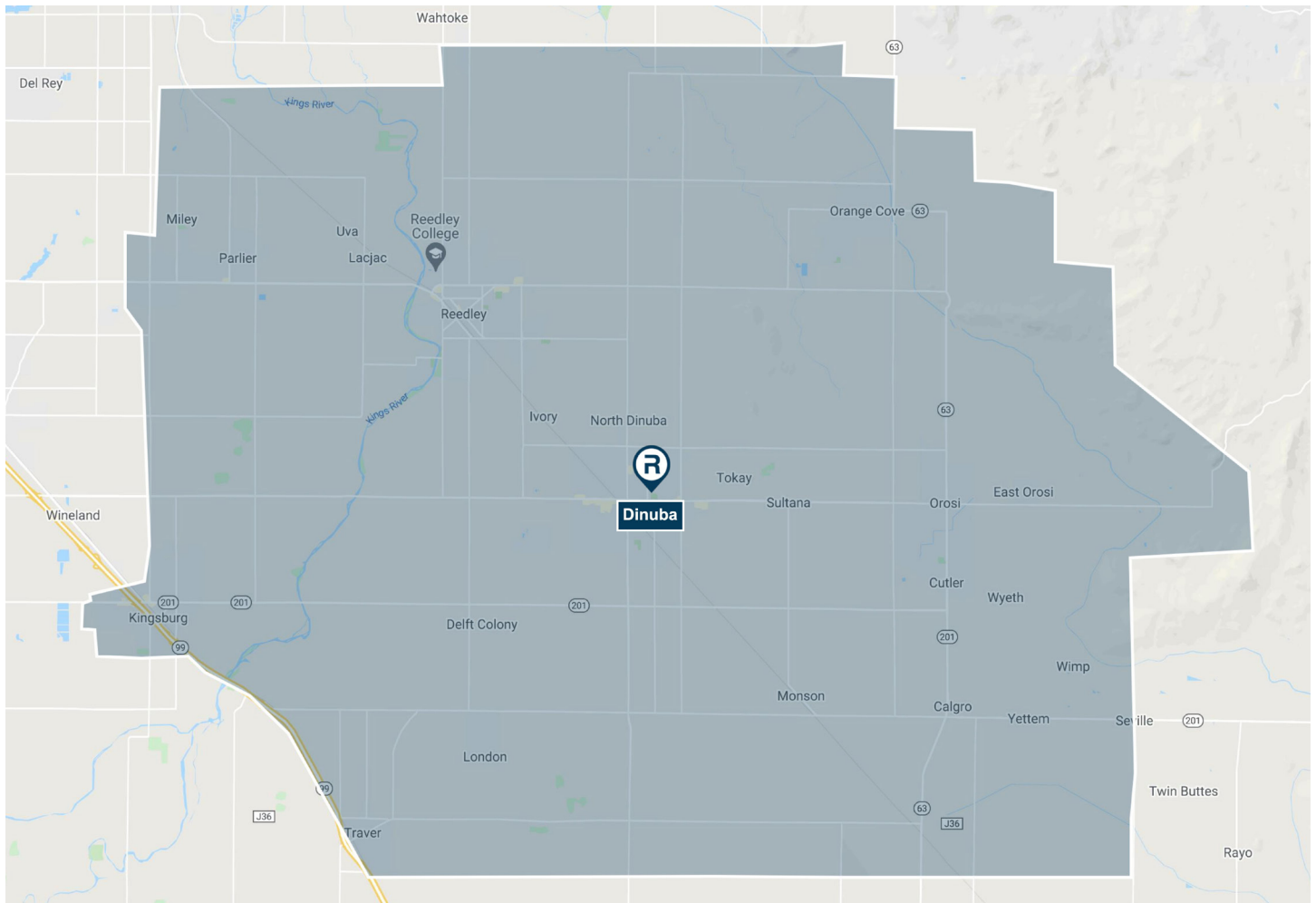
The **Retail** Coach.®

Retail Trade Area Demographic Profile

DINUBA, CALIFORNIA

Prepared for City of Dinuba
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Retail Trade Area



Prepared for:



City of Dinuba
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Retail Trade Area • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
Population		
2026 Projection	133,470	
2021 Estimate	129,052	
2010 Census	118,737	
2000 Census	100,252	
Growth 2021 - 2026		3.42%
Growth 2010 - 2021		8.69%
Growth 2000 - 2010		18.44%
2021 Est. Population by Single-Classification Race	129,052	
White Alone	69,264	53.67%
Black or African American Alone	971	0.75%
Amer. Indian and Alaska Native Alone	1,511	1.17%
Asian Alone	3,052	2.37%
Native Hawaiian and Other Pacific Island Alone	91	0.07%
Some Other Race Alone	49,276	38.18%
Two or More Races	4,887	3.79%
2021 Est. Population by Hispanic or Latino Origin	129,052	
Not Hispanic or Latino	22,268	17.25%
Hispanic or Latino	106,784	82.75%
Mexican	100,547	94.16%
Puerto Rican	252	0.24%
Cuban	45	0.04%
All Other Hispanic or Latino	5,940	5.56%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	106,784	
White Alone	51,653	48.37%
Black or African American Alone	603	0.56%
American Indian and Alaska Native Alone	1,186	1.11%
Asian Alone	324	0.30%
Native Hawaiian and Other Pacific Islander Alone	37	0.04%
Some Other Race Alone	49,086	45.97%
Two or More Races	3,895	3.65%
2021 Est. Pop by Race, Asian Alone, by Category	3,052	
Chinese, except Taiwanese	223	7.31%
Filipino	1,501	49.18%
Japanese	469	15.37%
Asian Indian	295	9.67%
Korean	33	1.08%
Vietnamese	156	5.11%
Cambodian	5	0.16%
Hmong	39	1.28%
Laotian	25	0.82%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	307	10.06%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	129,052	
Arab	421	0.33%
Czech	45	0.04%
Danish	484	0.38%
Dutch	818	0.63%
English	2,436	1.89%
French (except Basque)	535	0.42%
French Canadian	72	0.06%
German	5,602	4.34%
Greek	79	0.06%
Hungarian	13	0.01%
Irish	2,703	2.10%
Italian	1,362	1.05%
Lithuanian	8	0.01%
United States or American	1,062	0.82%
Norwegian	353	0.27%
Polish	184	0.14%
Portuguese	792	0.61%
Russian	107	0.08%
Scottish	454	0.35%
Scotch-Irish	268	0.21%
Slovak	0	0.00%
Subsaharan African	85	0.07%
Swedish	693	0.54%
Swiss	95	0.07%
Ukrainian	25	0.02%
Welsh	291	0.23%
West Indian (except Hisp. groups)	39	0.03%
Other ancestries	99,430	77.05%
Ancestry Unclassified	10,597	8.21%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	38,670	32.88%
Speak Asian/Pacific Island Language at Home	1,189	1.01%
Speak IndoEuropean Language at Home	1,191	1.01%
Speak Spanish at Home	76,356	64.92%
Speak Other Language at Home	205	0.17%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	129,052	
Age 0 - 4	11,442	8.87%
Age 5 - 9	11,455	8.88%
Age 10 - 14	11,147	8.64%
Age 15 - 17	6,542	5.07%
Age 18 - 20	5,884	4.56%
Age 21 - 24	7,572	5.87%
Age 25 - 34	19,452	15.07%
Age 35 - 44	16,702	12.94%
Age 45 - 54	13,897	10.77%
Age 55 - 64	11,699	9.07%
Age 65 - 74	7,769	6.02%
Age 75 - 84	3,907	3.03%
Age 85 and over	1,584	1.23%
Age 16 and over	92,859	71.95%
Age 18 and over	88,466	68.55%
Age 21 and over	82,582	63.99%
Age 65 and over	13,261	10.28%
2021 Est. Median Age		30.32
2021 Est. Average Age		33.21
2021 Est. Population by Sex	129,052	
Male	65,831	51.01%
Female	63,221	48.99%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	65,831	
Age 0 - 4	5,893	8.95%
Age 5 - 9	5,878	8.93%
Age 10 - 14	5,693	8.65%
Age 15 - 17	3,410	5.18%
Age 18 - 20	3,118	4.74%
Age 21 - 24	3,931	5.97%
Age 25 - 34	10,058	15.28%
Age 35 - 44	8,671	13.17%
Age 45 - 54	7,069	10.74%
Age 55 - 64	5,912	8.98%
Age 65 - 74	3,808	5.79%
Age 75 - 84	1,764	2.68%
Age 85 and over	626	0.95%
2021 Est. Median Age, Male		29.90
2021 Est. Average Age, Male		32.72
2021 Est. Female Population by Age	63,221	
Age 0 - 4	5,549	8.78%
Age 5 - 9	5,577	8.82%
Age 10 - 14	5,454	8.63%
Age 15 - 17	3,131	4.95%
Age 18 - 20	2,766	4.37%
Age 21 - 24	3,641	5.76%
Age 25 - 34	9,394	14.86%
Age 35 - 44	8,031	12.70%
Age 45 - 54	6,828	10.80%
Age 55 - 64	5,787	9.15%
Age 65 - 74	3,961	6.26%
Age 75 - 84	2,143	3.39%
Age 85 and over	958	1.51%
2021 Est. Median Age, Female		30.77
2021 Est. Average Age, Female		33.71

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	37,189	39.14%
Males, Never Married	20,378	21.45%
Females, Never Married	16,811	17.69%
Married, Spouse present	40,928	43.08%
Married, Spouse absent	6,361	6.70%
Widowed	4,785	5.04%
Males Widowed	1,241	1.31%
Females Widowed	3,544	3.73%
Divorced	5,746	6.05%
Males Divorced	2,481	2.61%
Females Divorced	3,265	3.44%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	19,423	25.89%
Some High School, no diploma	8,601	11.47%
High School Graduate (or GED)	19,113	25.48%
Some College, no degree	13,681	18.24%
Associate Degree	5,639	7.52%
Bachelor's Degree	6,192	8.26%
Master's Degree	1,661	2.21%
Professional School Degree	489	0.65%
Doctorate Degree	211	0.28%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	26,707	45.75%
High School Graduate	14,978	25.66%
Some College or Associate's Degree	13,009	22.29%
Bachelor's Degree or Higher	3,678	6.30%
Households		
2026 Projection	34,057	
2021 Estimate	33,051	
2010 Census	30,902	
2000 Census	26,316	
Growth 2021 - 2026		3.04%
Growth 2010 - 2021		6.95%
Growth 2000 - 2010		17.43%
2021 Est. Households by Household Type	33,051	
Family Households	27,802	84.12%
Nonfamily Households	5,249	15.88%
2021 Est. Group Quarters Population	1,609	
2021 Households by Ethnicity, Hispanic/Latino	24,607	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	33,051	
Income < \$15,000	3,904	11.81%
Income \$15,000 - \$24,999	4,050	12.25%
Income \$25,000 - \$34,999	4,234	12.81%
Income \$35,000 - \$49,999	5,335	16.14%
Income \$50,000 - \$74,999	5,511	16.67%
Income \$75,000 - \$99,999	3,623	10.96%
Income \$100,000 - \$124,999	2,428	7.35%
Income \$125,000 - \$149,999	1,384	4.19%
Income \$150,000 - \$199,999	1,306	3.95%
Income \$200,000 - \$249,999	627	1.90%
Income \$250,000 - \$499,999	484	1.46%
Income \$500,000+	165	0.50%
2021 Est. Average Household Income		\$67,141
2021 Est. Median Household Income		\$46,861
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$48,340
Black or African American Alone		\$55,652
American Indian and Alaska Native Alone		\$63,406
Asian Alone		\$56,692
Native Hawaiian and Other Pacific Islander Alone		\$59,117
Some Other Race Alone		\$42,826
Two or More Races		\$52,214
Hispanic or Latino		\$42,861
Not Hispanic or Latino		\$69,544
2021 Est. Family HH Type by Presence of Own Child.	27,802	
Married-Couple Family, own children	11,284	40.59%
Married-Couple Family, no own children	8,390	30.18%
Male Householder, own children	1,549	5.57%
Male Householder, no own children	1,278	4.60%
Female Householder, own children	3,197	11.50%
Female Householder, no own children	2,104	7.57%
2021 Est. Households by Household Size	33,051	
1-person	4,078	12.34%
2-person	6,570	19.88%
3-person	5,307	16.06%
4-person	5,709	17.27%
5-person	4,965	15.02%
6-person	3,037	9.19%
7-or-more-person	3,386	10.25%
2021 Est. Average Household Size		3.85

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	33,051	
Households with 1 or More People under Age 18:	18,592	56.25%
Married-Couple Family	12,608	67.81%
Other Family, Male Householder	1,952	10.50%
Other Family, Female Householder	3,913	21.05%
Nonfamily, Male Householder	91	0.49%
Nonfamily, Female Householder	27	0.15%
Households with No People under Age 18:	14,459	
Married-Couple Family	7,075	48.93%
Other Family, Male Householder	872	6.03%
Other Family, Female Householder	1,385	9.58%
Nonfamily, Male Householder	2,444	16.90%
Nonfamily, Female Householder	2,684	18.56%
2021 Est. Households by Number of Vehicles	33,051	
No Vehicles	2,069	6.26%
1 Vehicle	9,088	27.50%
2 Vehicles	12,633	38.22%
3 Vehicles	5,918	17.91%
4 Vehicles	2,533	7.66%
5 or more Vehicles	810	2.45%
2021 Est. Average Number of Vehicles		2.0
Family Households		
2026 Projection	28,667	
2021 Estimate	27,802	
2010 Census	25,953	
2000 Census	21,904	
Growth 2021 - 2026		3.11%
Growth 2010 - 2021		7.12%
Growth 2000 - 2010		18.48%
2021 Est. Families by Poverty Status	27,802	
2021 Families at or Above Poverty	21,620	77.76%
2021 Families at or Above Poverty with Children	11,564	41.59%
2021 Families Below Poverty	6,182	22.24%
2021 Families Below Poverty with Children	4,961	17.84%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	50,455	54.34%
Civilian Labor Force, Unemployed	6,270	6.75%
Armed Forces	128	0.14%
Not in Labor Force	36,006	38.78%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	49,331	
For-Profit Private Workers	36,496	73.98%
Non-Profit Private Workers	2,173	4.41%
Local Government Workers	686	1.39%
State Government Workers	1,967	3.99%
Federal Government Workers	4,275	8.67%
Self-Employed Workers	3,698	7.50%
Unpaid Family Workers	36	0.07%
2021 Est. Civ. Employed Pop 16+ by Occupation	49,331	
Architect/Engineer	252	0.51%
Arts/Entertainment/Sports	299	0.61%
Building Grounds Maintenance	2,217	4.49%
Business/Financial Operations	902	1.83%
Community/Social Services	775	1.57%
Computer/Mathematical	229	0.46%
Construction/Extraction	1,750	3.55%
Education/Training/Library	2,548	5.16%
Farming/Fishing/Forestry	10,809	21.91%
Food Prep/Serving	1,919	3.89%
Health Practitioner/Technician	1,428	2.89%
Healthcare Support	2,045	4.15%
Maintenance Repair	1,525	3.09%
Legal	113	0.23%
Life/Physical/Social Science	153	0.31%
Management	3,293	6.67%
Office/Admin. Support	4,160	8.43%
Production	2,805	5.69%
Protective Services	598	1.21%
Sales/Related	3,602	7.30%
Personal Care/Service	1,117	2.26%
Transportation/Moving	6,793	13.77%
2021 Est. Pop 16+ by Occupation Classification	49,331	
White Collar	17,753	35.99%
Blue Collar	12,873	26.09%
Service and Farm	18,705	37.92%
2021 Est. Workers Age 16+ by Transp. to Work	47,545	
Drove Alone	35,615	74.91%
Car Pooled	7,292	15.34%
Public Transportation	242	0.51%
Walked	926	1.95%
Bicycle	156	0.33%
Other Means	1,680	3.53%
Worked at Home	1,634	3.44%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,766	
15 - 29 Minutes	15,954	
30 - 44 Minutes	11,443	
45 - 59 Minutes	3,514	
60 or more Minutes	2,279	
2021 Est. Avg Travel Time to Work in Minutes		27
2021 Est. Occupied Housing Units by Tenure	33,051	
Owner Occupied	18,341	55.49%
Renter Occupied	14,710	44.51%
2021 Owner Occ. HUs: Avg. Length of Residence		18.23%
2021 Renter Occ. HUs: Avg. Length of Residence		7.02%
2021 Est. Owner-Occupied Housing Units by Value	33,051	
Value Less than \$20,000	298	1.62%
Value \$20,000 - \$39,999	460	2.51%
Value \$40,000 - \$59,999	136	0.74%
Value \$60,000 - \$79,999	194	1.06%
Value \$80,000 - \$99,999	470	2.56%
Value \$100,000 - \$149,999	2,179	11.88%
Value \$150,000 - \$199,999	2,659	14.50%
Value \$200,000 - \$299,999	4,857	26.48%
Value \$300,000 - \$399,999	2,922	15.93%
Value \$400,000 - \$499,999	1,801	9.82%
Value \$500,000 - \$749,999	1,528	8.33%
Value \$750,000 - \$999,999	556	3.03%
Value \$1,000,000 or \$1,499,999	175	0.95%
Value \$1,500,000 or \$1,999,999	27	0.15%
Value \$2,000,000+	80	0.44%
2021 Est. Median All Owner-Occupied Housing Value		\$253,637
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	24,943	71.11%
1 Unit Attached	795	2.27%
2 Units	1,063	3.03%
3 or 4 Units	2,479	7.07%
5 to 19 Units	2,790	7.95%
20 to 49 Units	355	1.01%
50 or More Units	470	1.34%
Mobile Home or Trailer	2,107	6.01%
Boat, RV, Van, etc.	73	0.21%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,909	5.44%
Housing Units Built 2010 to 2014	1,054	3.00%
Housing Units Built 2000 to 2009	5,872	16.74%
Housing Units Built 1990 to 1999	5,632	16.06%
Housing Units Built 1980 to 1989	3,632	10.36%
Housing Units Built 1970 to 1979	5,393	15.38%
Housing Units Built 1960 to 1969	3,155	9.00%
Housing Units Built 1950 to 1959	3,467	9.88%
Housing Units Built 1940 to 1949	1,924	5.49%
Housing Unit Built 1939 or Earlier	3,036	8.66%
2021 Est. Median Year Structure Built		1981

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

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