



The **Retail**Coach®

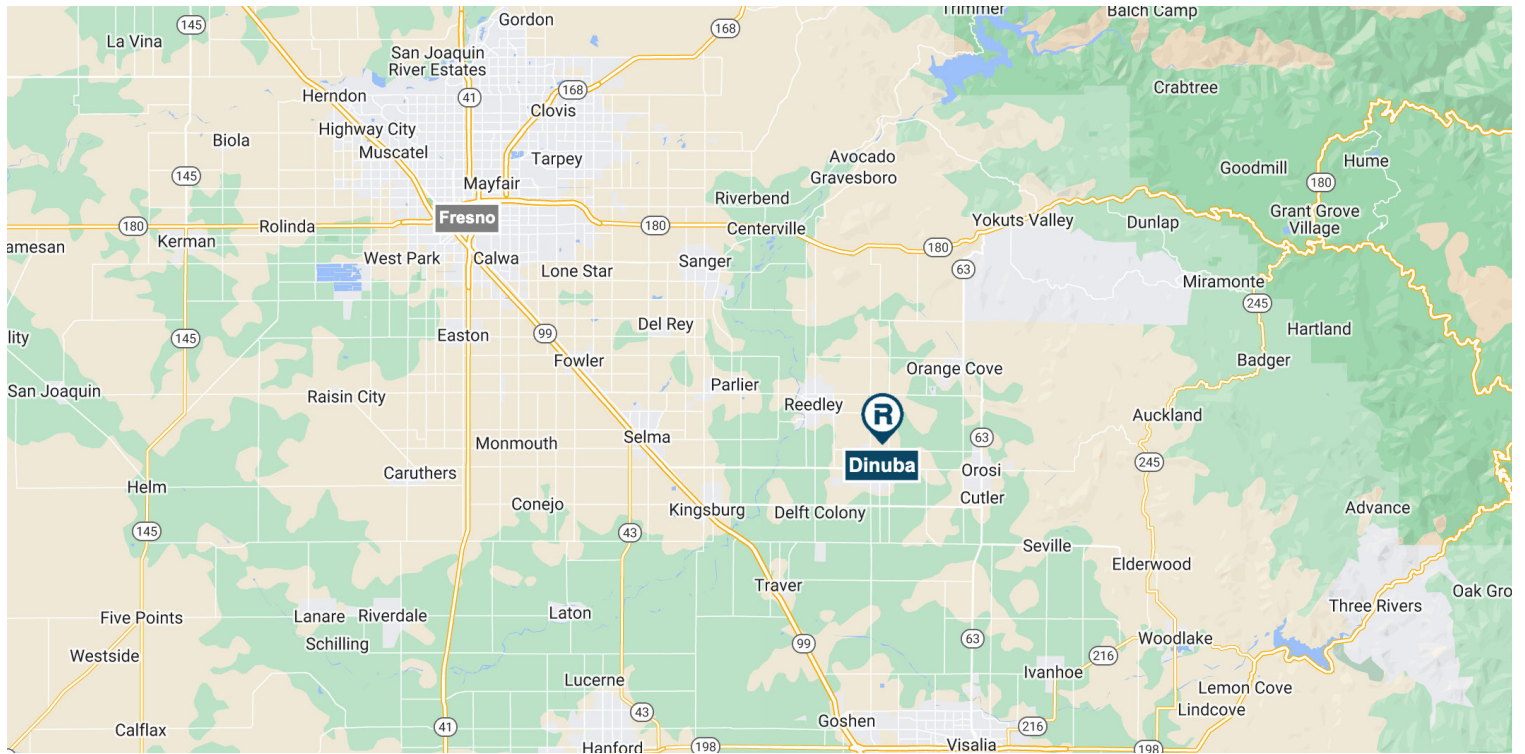
Community Demographic Profile

DINUBA, CALIFORNIA

Prepared for City of Dinuba
August 2023

Community • Demographic Snapshot

Dinuba, California



Population

2020	24,563
2023	24,888
2028	25,653

Educational Attainment (%)

Graduate or Professional Degree	3.84%
Bachelors Degree	5.68%
Associate Degree	10.10%
Some College	18.48%
High School Graduate (or GED)	28.89%
Some High School, No Degree	9.93%
Less than 9th Grade	23.06%

Income

Average HH	\$74,942
Median HH	\$55,443
Per Capita	\$20,545

Age

0 - 9 Years	17.07%
10 - 17 Years	14.40%
18 - 24 Years	10.62%
25 - 34 Years	14.51%
35 - 44 Years	13.72%
45 - 54 Years	10.84%
55 - 64 Years	8.67%
65 and Older	10.17%
Median Age	30.39
Average Age	33.20

Race Distribution (%)

White	22.27%
Black/African American	0.57%
American Indian/Alaskan	1.89%
Asian	2.21%
Native Hawaiian/Islander	0.12%
Other Race	44.41%
Two or More Races	28.53%
Hispanic	89.30%



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Community • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
Population		
2028 Projection	25,653	
2023 Estimate	24,888	
2020 Census	24,563	
2010 Census	21,271	
Growth 2023 - 2028		3.07%
Growth 2020 - 2023		1.32%
Growth 2010 - 2020		15.48%
2023 Est. Population by Single-Classification Race	24,888	
White Alone	5,543	22.27%
Black or African American Alone	143	0.57%
Amer. Indian and Alaska Native Alone	470	1.89%
Asian Alone	549	2.21%
Native Hawaiian and Other Pacific Island Alone	30	0.12%
Some Other Race Alone	11,053	44.41%
Two or More Races	7,100	28.53%
2023 Est. Population by Hispanic or Latino Origin	24,888	
Not Hispanic or Latino	2,663	10.70%
Hispanic or Latino	22,225	89.30%
Mexican	21,887	98.48%
Puerto Rican	60	0.27%
Cuban	0	0.00%
All Other Hispanic or Latino	278	1.25%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	22,225	
White Alone	3,760	16.92%
Black or African American Alone	60	0.27%
American Indian and Alaska Native Alone	430	1.93%
Asian Alone	91	0.41%
Native Hawaiian and Other Pacific Islander Alone	9	0.04%
Some Other Race Alone	10,964	49.33%
Two or More Races	6,911	31.10%
2023 Est. Pop by Race, Asian Alone, by Category	549	
Chinese, except Taiwanese	12	2.19%
Filipino	211	38.43%
Japanese	4	0.73%
Asian Indian	22	4.01%
Korean	31	5.65%
Vietnamese	92	16.76%
Cambodian	0	0.00%
Hmong	57	10.38%
Laotian	35	6.37%
Thai	4	0.73%
All Other Asian Races Including 2+ Category	81	14.75%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	24,888	
Arab	45	0.18%
Czech	1	0.00%
Danish	0	0.00%
Dutch	25	0.10%
English	492	1.98%
French (except Basque)	16	0.06%
French Canadian	1	0.00%
German	926	3.72%
Greek	6	0.02%
Hungarian	0	0.00%
Irish	570	2.29%
Italian	58	0.23%
Lithuanian	0	0.00%
United States or American	348	1.40%
Norwegian	11	0.04%
Polish	1	0.00%
Portuguese	32	0.13%
Russian	23	0.09%
Scottish	11	0.04%
Scotch-Irish	17	0.07%
Slovak	0	0.00%
Subsaharan African	16	0.06%
Swedish	22	0.09%
Swiss	16	0.06%
Ukrainian	6	0.02%
Welsh	41	0.17%
West Indian (except Hisp. groups)	18	0.07%
Other ancestries	18,079	72.64%
Ancestry Unclassified	4,107	16.50%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,137	31.24%
Speak Asian/Pacific Island Language at Home	182	0.80%
Speak Indo-European Language at Home	124	0.54%
Speak Spanish at Home	15,284	66.91%
Speak Other Language at Home	116	0.51%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Population by Age	24,888	
Age 0 - 4	2,045	8.22%
Age 5 - 9	2,203	8.85%
Age 10 - 14	2,298	9.23%
Age 15 - 17	1,287	5.17%
Age 18 - 20	1,153	4.63%
Age 21 - 24	1,490	5.99%
Age 25 - 34	3,611	14.51%
Age 35 - 44	3,414	13.72%
Age 45 - 54	2,698	10.84%
Age 55 - 64	2,157	8.67%
Age 65 - 74	1,538	6.18%
Age 75 - 84	723	2.90%
Age 85 and over	271	1.09%
Age 16 and over	17,921	72.01%
Age 18 and over	17,055	68.53%
Age 21 and over	15,902	63.89%
Age 65 and over	2,532	10.17%
2023 Est. Median Age		30.39
2023 Est. Average Age		33.20
2023 Est. Population by Sex	24,888	
Male	12,628	50.74%
Female	12,260	49.26%
2023 Est. Male Population by Age	12,628	
Age 0 - 4	1,047	8.29%
Age 5 - 9	1,119	8.86%
Age 10 - 14	1,216	9.63%
Age 15 - 17	660	5.23%
Age 18 - 20	599	4.74%
Age 21 - 24	761	6.03%
Age 25 - 34	1,871	14.82%
Age 35 - 44	1,735	13.74%
Age 45 - 54	1,378	10.91%
Age 55 - 64	1,086	8.60%
Age 65 - 74	728	5.76%
Age 75 - 84	327	2.59%
Age 85 and over	101	0.80%
2023 Est. Median Age, Male		29.82
2023 Est. Average Age, Male		32.50
2023 Est. Female Population by Age	12,260	
Age 0 - 4	998	8.14%
Age 5 - 9	1,084	8.84%
Age 10 - 14	1,082	8.83%
Age 15 - 17	627	5.11%
Age 18 - 20	554	4.52%
Age 21 - 24	729	5.95%
Age 25 - 34	1,740	14.19%
Age 35 - 44	1,679	13.70%
Age 45 - 54	1,320	10.77%
Age 55 - 64	1,071	8.74%
Age 65 - 74	810	6.61%
Age 75 - 84	396	3.23%
Age 85 and over	170	1.39%
2023 Est. Median Age, Female		31.01
2023 Est. Average Age, Female		33.80

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,207	39.29%
Males, Never Married	4,174	22.76%
Females, Never Married	3,033	16.54%
Married, Spouse present	7,896	43.05%
Married, Spouse absent	1,088	5.93%
Widowed	795	4.33%
Males Widowed	129	0.70%
Females Widowed	666	3.63%
Divorced	1,356	7.39%
Males Divorced	473	2.58%
Females Divorced	883	4.81%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,324	23.06%
Some High School, no diploma	1,431	9.93%
High School Graduate (or GED)	4,164	28.89%
Some College, no degree	2,664	18.48%
Associate Degree	1,456	10.10%
Bachelor's Degree	819	5.68%
Master's Degree	339	2.35%
Professional School Degree	175	1.21%
Doctorate Degree	40	0.28%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,567	37.22%
High School Graduate	3,574	29.13%
Some College or Associate's Degree	3,365	27.42%
Bachelor's Degree or Higher	764	6.23%
Households		
2028 Projection	7,009	
2023 Estimate	6,793	
2020 Census	6,697	
2010 Census	5,591	
Growth 2023 - 2028		3.18%
Growth 2020 - 2023		1.43%
Growth 2010 - 2020		19.78%
2023 Est. Households by Household Type	6,793	
Family Households	5,737	84.45%
Nonfamily Households	1,056	15.55%
2023 Est. Group Quarters Population	109	
2023 Households by Ethnicity, Hispanic/Latino	5,652	

Community • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Households by Household Income	6,793	
Income < \$15,000	667	9.82%
Income \$15,000 - \$24,999	618	9.10%
Income \$25,000 - \$34,999	716	10.54%
Income \$35,000 - \$49,999	1,089	16.03%
Income \$50,000 - \$74,999	1,150	16.93%
Income \$75,000 - \$99,999	759	11.17%
Income \$100,000 - \$124,999	653	9.61%
Income \$125,000 - \$149,999	480	7.07%
Income \$150,000 - \$199,999	371	5.46%
Income \$200,000 - \$249,999	199	2.93%
Income \$250,000 - \$499,999	70	1.03%
Income \$500,000+	21	0.31%
2023 Est. Average Household Income		\$74,942
2023 Est. Median Household Income		\$55,443
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$54,290
Black or African American Alone		\$50,000
American Indian and Alaska Native Alone		\$42,939
Asian Alone		\$72,589
Native Hawaiian and Other Pacific Islander Alone		\$25,000
Some Other Race Alone		\$63,020
Two or More Races		\$47,909
Hispanic or Latino		\$53,418
Not Hispanic or Latino		\$67,318
2023 Est. Family HH Type by Presence of Own Child.	5,737	
Married-Couple Family, own children	2,261	39.41%
Married-Couple Family, no own children	1,620	28.24%
Male Householder, own children	333	5.80%
Male Householder, no own children	248	4.32%
Female Householder, own children	808	14.08%
Female Householder, no own children	467	8.14%
2023 Est. Households by Household Size	6,793	
1-person	888	13.07%
2-person	1,683	24.78%
3-person	1,051	15.47%
4-person	1,350	19.87%
5-person	951	14.00%
6-person	503	7.41%
7-or-more-person	367	5.40%
2023 Est. Average Household Size		3.70
2023 Est. Households by Presence of People Under 18	6,793	
Households with 1 or More People under Age 18:	3,945	58.07%
Married-Couple Family	2,540	64.39%
Other Family, Male Householder	407	10.32%
Other Family, Female Householder	970	24.59%
Nonfamily, Male Householder	23	0.58%
Nonfamily, Female Householder	5	0.13%

DESCRIPTION	DATA	%
Households with No People under Age 18:	2,848	
Married-Couple Family	1,338	46.98%
Other Family, Male Householder	176	6.18%
Other Family, Female Householder	305	10.71%
Nonfamily, Male Householder	471	16.54%
Nonfamily, Female Householder	558	19.59%
2023 Est. Households by Number of Vehicles	6,793	
No Vehicles	429	6.32%
1 Vehicle	1,882	27.70%
2 Vehicles	2,365	34.82%
3 Vehicles	1,286	18.93%
4 Vehicles	603	8.88%
5 or more Vehicles	228	3.36%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	5,922	
2023 Estimate	5,737	
2010 Census	4,697	
Growth 2023 - 2028		3.22%
Growth 2010 - 2023		22.14%
2023 Est. Families by Poverty Status	5,737	
2023 Families at or Above Poverty	4,397	76.64%
2023 Families at or Above Poverty with Children	2,507	43.70%
2023 Families Below Poverty	1,340	23.36%
2023 Families Below Poverty with Children	1,180	20.57%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	10,403	58.05%
Civilian Labor Force, Unemployed	1,159	6.47%
Armed Forces	34	0.19%
Not in Labor Force	6,325	35.29%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	10,375	
For-Profit Private Workers	7,807	75.25%
Non-Profit Private Workers	496	4.78%
Local Government Workers	152	1.46%
State Government Workers	229	2.21%
Federal Government Workers	1,215	11.71%
Self-Employed Workers	475	4.58%
Unpaid Family Workers	1	0.01%



Community • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	10,375	
Architect/Engineer	144	1.39%
Arts/Entertainment/Sports	11	0.11%
Building Grounds Maintenance	318	3.06%
Business/Financial Operations	160	1.54%
Community/Social Services	381	3.67%
Computer/Mathematical	91	0.88%
Construction/Extraction	345	3.33%
Education/Training/Library	686	6.61%
Farming/Fishing/Forestry	1,992	19.20%
Food Prep/Serving	476	4.59%
Health Practitioner/Technician	500	4.82%
Healthcare Support	421	4.06%
Maintenance Repair	365	3.52%
Legal	1	0.01%
Life/Physical/Social Science	11	0.11%
Management	468	4.51%
Office/Admin. Support	952	9.18%
Production	663	6.39%
Protective Services	116	1.12%
Sales/Related	559	5.39%
Personal Care/Service	196	1.89%
Transportation/Moving	1,519	14.64%
2023 Est. Pop 16+ by Occupation Classification	10,375	
White Collar	3,964	38.21%
Blue Collar	2,892	27.87%
Service and Farm	3,519	33.92%
2023 Est. Workers Age 16+ by Transp. to Work	10,098	
Drove Alone	7,971	78.94%
Car Pooled	1,737	17.20%
Public Transportation	47	0.47%
Walked	42	0.42%
Bicycle	0	0.00%
Other Means	111	1.10%
Worked at Home	190	1.88%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,346	
15 - 29 Minutes	3,343	
30 - 44 Minutes	2,129	
45 - 59 Minutes	809	
60 or more Minutes	248	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	6,793	
Owner Occupied	3,611	53.16%
Renter Occupied	3,182	46.84%
2023 Owner Occ. HUs: Avg. Length of Residence		18.30 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.40 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	6,793	
Value Less than \$20,000	19	0.53%
Value \$20,000 - \$39,999	189	5.23%
Value \$40,000 - \$59,999	20	0.55%
Value \$60,000 - \$79,999	31	0.86%
Value \$80,000 - \$99,999	30	0.83%
Value \$100,000 - \$149,999	201	5.57%
Value \$150,000 - \$199,999	314	8.70%
Value \$200,000 - \$299,999	1,406	38.94%
Value \$300,000 - \$399,999	680	18.83%
Value \$400,000 - \$499,999	234	6.48%
Value \$500,000 - \$749,999	283	7.84%
Value \$750,000 - \$999,999	125	3.46%
Value \$1,000,000 or \$1,499,999	33	0.91%
Value \$1,500,000 or \$1,999,999	15	0.42%
Value \$2,000,000+	31	0.86%
2023 Est. Median All Owner-Occupied Housing Value		\$270,356
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,207	74.16%
1 Unit Attached	154	2.19%
2 Units	216	3.08%
3 or 4 Units	347	4.94%
5 to 19 Units	795	11.32%
20 to 49 Units	51	0.73%
50 or More Units	85	1.21%
Mobile Home or Trailer	161	2.29%
Boat, RV, Van, etc.	5	0.07%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	477	6.79%
Housing Units Built 2010 to 2014	504	7.18%
Housing Units Built 2000 to 2009	821	11.69%
Housing Units Built 1990 to 1999	919	13.09%
Housing Units Built 1980 to 1989	549	7.82%
Housing Units Built 1970 to 1979	1,331	18.96%
Housing Units Built 1960 to 1969	603	8.59%
Housing Units Built 1950 to 1959	799	11.38%
Housing Units Built 1940 to 1949	549	7.82%
Housing Unit Built 1939 or Earlier	469	6.68%
2023 Est. Median Year Structure Built		1978

[†] 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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