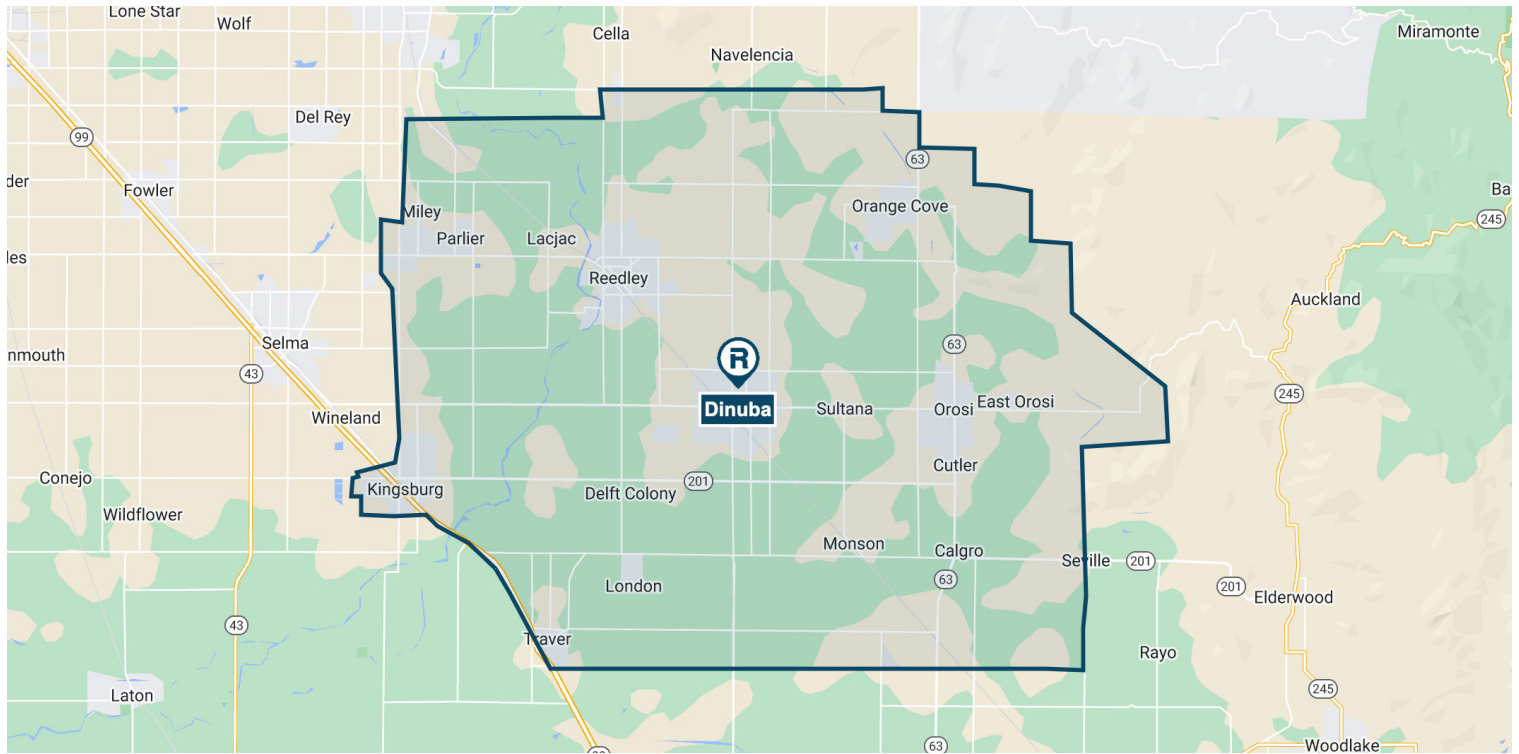# The**Retail**Coach®

Retail Trade Area Demographic Profile

DINUBA, CALIFORNIA

Prepared for City of Dinuba
August 2023

Retail Trade Area • Demographic Snapshot

Dinuba, California

Population

2020	120,644
2023	121,478
2028	123,296

Educational Attainment (%)

Graduate or Professional Degree	3.20%
Bachelors Degree	8.65%
Associate Degree	8.40%
Some College	18.74%
High School Graduate (or GED)	24.72%
Some High School, No Degree	11.06%
Less than 9th Grade	25.23%

Income

Average HH	$75,590
Median HH	$52,949
Per Capita	$21,185

Age

0 - 9 Years	16.85%
10 - 17 Years	13.85%
18 - 24 Years	10.43%
25 - 34 Years	14.64%
35 - 44 Years	13.34%
45 - 54 Years	10.83%
55 - 64 Years	9.13%
65 and Older	10.94%
Median Age	31.00
Average Age	33.80

Race Distribution (%)

White	27.99%
Black/African American	0.46%
American Indian/ Alaskan	1.63%
Asian	2.36%
Native Hawaiian/ Islander	0.09%
Other Race	44.04%
Two or More Races	23.43%
Hispanic	82.78%

Daniel James
City of Dinuba
Assistant City Manager

405 East El Monte
Dinuba, California 93618

Phone   559.591.5900
DJames@Dinuba.CA.gov
www.Dinuba.org

Charles R. Parker
The Retail Coach, LLC
Project Director

Office   662.844.2155
Cell   662.231.9078
CParker@TheRetailCoach.net
www.TheRetailCoach.net

Retail Trade Area • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
Population		
2028 Projection	123,296	
2023 Estimate	121,478	
2020 Census	120,644	
2010 Census	117,921	
Growth 2023 - 2028		1.50%
Growth 2020 - 2023		0.69%
Growth 2010 - 2020		2.31%
2023 Est. Population by Single-Classification Race	**121,478**	
White Alone	34,004	27.99%
Black or African American Alone	556	0.46%
Amer. Indian and Alaska Native Alone	1,982	1.63%
Asian Alone	2,869	2.36%
Native Hawaiian and Other Pacific Island Alone	112	0.09%
Some Other Race Alone	53,494	44.04%
Two or More Races	28,461	23.43%
2023 Est. Population by Hispanic or Latino Origin	**121,478**	
Not Hispanic or Latino	20,921	17.22%
Hispanic or Latino	100,556	82.78%
Mexican	97,371	96.83%
Puerto Rican	444	0.44%
Cuban	33	0.03%
All Other Hispanic or Latino	2,708	2.69%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**100,556**	
White Alone	18,516	18.41%
Black or African American Alone	215	0.21%
American Indian and Alaska Native Alone	1,724	1.72%
Asian Alone	265	0.26%
Native Hawaiian and Other Pacific Islander Alone	40	0.04%
Some Other Race Alone	52,909	52.62%
Two or More Races	26,888	26.74%
2023 Est. Pop by Race, Asian Alone, by Category	**2,869**	
Chinese, except Taiwanese	107	3.73%
Filipino	1,546	53.89%
Japanese	325	11.33%
Asian Indian	134	4.67%
Korean	79	2.75%
Vietnamese	239	8.33%
Cambodian	80	2.79%
Hmong	77	2.68%
Laotian	131	4.57%
Thai	5	0.17%
All Other Asian Races Including 2+ Category	145	5.05%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**121,478**	
Arab	203	0.17%
Czech	62	0.05%
Danish	165	0.14%
Dutch	789	0.65%
English	2,388	1.97%
French (except Basque)	257	0.21%
French Canadian	48	0.04%
German	4,737	3.90%
Greek	81	0.07%
Hungarian	1	0.00%
Irish	2,251	1.85%
Italian	847	0.70%
Lithuanian	4	0.00%
United States or American	1,772	1.46%
Norwegian	259	0.21%
Polish	192	0.16%
Portuguese	705	0.58%
Russian	97	0.08%
Scottish	259	0.21%
Scotch-Irish	244	0.20%
Slovak	17	0.01%
Subsaharan African	174	0.14%
Swedish	659	0.54%
Swiss	76	0.06%
Ukrainian	176	0.15%
Welsh	175	0.14%
West Indian (except Hisp. groups)	43	0.04%
Other ancestries	89,965	74.06%
Ancestry Unclassified	14,833	12.21%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	38,375	34.43%
Speak Asian/Pacific Island Language at Home	1,604	1.44%
Speak IndoEuropean Language at Home	598	0.54%
Speak Spanish at Home	70,373	63.14%
Speak Other Language at Home	502	0.45%

Retail Trade Area • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	**121,478**	
Age 0 - 4	10,026	8.25%
Age 5 - 9	10,439	8.59%
Age 10 - 14	10,614	8.74%
Age 15 - 17	6,215	5.12%
Age 18 - 20	5,592	4.60%
Age 21 - 24	7,076	5.83%
Age 25 - 34	17,780	14.64%
Age 35 - 44	16,207	13.34%
Age 45 - 54	13,151	10.83%
Age 55 - 64	11,095	9.13%
Age 65 - 74	7,753	6.38%
Age 75 - 84	3,978	3.27%
Age 85 and over	1,553	1.28%
Age 16 and over	88,366	72.74%
Age 18 and over	84,185	69.30%
Age 21 and over	78,593	64.70%
Age 65 and over	13,284	10.94%
2023 Est. Median Age		31.00
2023 Est. Average Age		33.80
2023 Est. Population by Sex	**121,478**	
Male	61,916	50.97%
Female	59,562	49.03%
2023 Est. Male Population by Age	**61,916**	
Age 0 - 4	5,132	8.29%
Age 5 - 9	5,337	8.62%
Age 10 - 14	5,417	8.75%
Age 15 - 17	3,248	5.25%
Age 18 - 20	2,994	4.84%
Age 21 - 24	3,752	6.06%
Age 25 - 34	9,219	14.89%
Age 35 - 44	8,326	13.45%
Age 45 - 54	6,683	10.79%
Age 55 - 64	5,607	9.06%
Age 65 - 74	3,793	6.13%
Age 75 - 84	1,800	2.91%
Age 85 and over	608	0.98%
2023 Est. Median Age, Male		30.43
2023 Est. Average Age, Male		33.30
2023 Est. Female Population by Age	**59,562**	
Age 0 - 4	4,893	8.22%
Age 5 - 9	5,102	8.57%
Age 10 - 14	5,196	8.72%
Age 15 - 17	2,967	4.98%
Age 18 - 20	2,598	4.36%
Age 21 - 24	3,324	5.58%
Age 25 - 34	8,561	14.37%
Age 35 - 44	7,881	13.23%
Age 45 - 54	6,469	10.86%
Age 55 - 64	5,488	9.21%
Age 65 - 74	3,960	6.65%
Age 75 - 84	2,178	3.66%
Age 85 and over	946	1.59%
2023 Est. Median Age, Female		31.62
2023 Est. Average Age, Female		34.30

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	34,606	38.28%
Males, Never Married	19,327	21.38%
Females, Never Married	15,279	16.90%
Married, Spouse present	39,122	43.28%
Married, Spouse absent	6,014	6.65%
Widowed	4,188	4.63%
Males Widowed	996	1.10%
Females Widowed	3,192	3.53%
Divorced	6,470	7.16%
Males Divorced	2,553	2.82%
Females Divorced	3,917	4.33%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	18,047	25.23%
Some High School, no diploma	7,906	11.06%
High School Graduate (or GED)	17,680	24.72%
Some College, no degree	13,405	18.74%
Associate Degree	6,004	8.40%
Bachelor's Degree	6,183	8.65%
Master's Degree	1,587	2.22%
Professional School Degree	482	0.67%
Doctorate Degree	223	0.31%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	25,025	45.08%
High School Graduate	14,069	25.34%
Some College or Associate's Degree	12,860	23.16%
Bachelor's Degree or Higher	3,563	6.42%
Households		
2028 Projection	34,225	
2023 Estimate	33,560	
2020 Census	33,171	
2010 Census	30,918	
Growth 2023 - 2028		1.98%
Growth 2020 - 2023		1.17%
Growth 2010 - 2020		7.29%
2023 Est. Households by Household Type	**33,560**	
Family Households	28,207	84.05%
Nonfamily Households	5,353	15.95%
2023 Est. Group Quarters Population	1,732	
2023 Households by Ethnicity, Hispanic/Latino	24,994	

Retail Trade Area • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**33,560**	
Income < $15,000	3,522	10.50%
Income $15,000 - $24,999	3,566	10.63%
Income $25,000 - $34,999	3,921	11.68%
Income $35,000 - $49,999	4,958	14.77%
Income $50,000 - $74,999	5,672	16.90%
Income $75,000 - $99,999	3,812	11.36%
Income $100,000 - $124,999	3,019	9.00%
Income $125,000 - $149,999	1,795	5.35%
Income $150,000 - $199,999	1,550	4.62%
Income $200,000 - $249,999	845	2.52%
Income $250,000 - $499,999	600	1.79%
Income $500,000+	300	0.89%
2023 Est. Average Household Income		$75,590
2023 Est. Median Household Income		$52,949
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$52,102
Black or African American Alone		$53,596
American Indian and Alaska Native Alone		$40,691
Asian Alone		$54,018
Native Hawaiian and Other Pacific Islander Alone		$45,911
Some Other Race Alone		$51,881
Two or More Races		$56,673
Hispanic or Latino		$48,489
Not Hispanic or Latino		$74,711
2023 Est. Family HH Type by Presence of Own Child.	**28,207**	
Married-Couple Family, own children	11,457	40.62%
Married-Couple Family, no own children	8,515	30.19%
Male Householder, own children	1,564	5.54%
Male Householder, no own children	1,291	4.58%
Female Householder, own children	3,246	11.51%
Female Householder, no own children	2,134	7.57%
2023 Est. Households by Household Size	**33,560**	
1-person	4,421	13.17%
2-person	8,203	24.44%
3-person	5,665	16.88%
4-person	6,135	18.28%
5-person	4,903	14.61%
6-person	2,330	6.94%
7-or-more-person	1,903	5.67%
2023 Est. Average Household Size		3.60
2023 Est. Households by Presence of People Under 18	**33,560**	
Households with 1 or More People under Age 18:	18,877	56.25%
Married-Couple Family	12,800	67.81%
Other Family, Male Householder	1,971	10.44%
Other Family, Female Householder	3,975	21.06%
Nonfamily, Male Householder	100	0.53%
Nonfamily, Female Householder	31	0.16%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**14,683**	
Married-Couple Family	7,171	48.84%
Other Family, Male Householder	889	6.05%
Other Family, Female Householder	1,399	9.53%
Nonfamily, Male Householder	2,472	16.84%
Nonfamily, Female Householder	2,752	18.74%
2023 Est. Households by Number of Vehicles	**33,560**	
No Vehicles	2,097	6.25%
1 Vehicle	9,719	28.96%
2 Vehicles	11,769	35.07%
3 Vehicles	5,894	17.56%
4 Vehicles	3,176	9.46%
5 or more Vehicles	906	2.70%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	28,760	
2023 Estimate	28,207	
2010 Census	25,959	
Growth 2023 - 2028		1.96%
Growth 2010 - 2023		8.66%
2023 Est. Families by Poverty Status	**28,207**	
2023 Families at or Above Poverty	22,179	78.63%
2023 Families at or Above Poverty with Children	11,818	41.90%
2023 Families Below Poverty	6,029	21.37%
2023 Families Below Poverty with Children	5,259	18.64%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	48,253	54.61%
Civilian Labor Force, Unemployed	5,558	6.29%
Armed Forces	227	0.26%
Not in Labor Force	34,328	38.85%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**47,823**	
For-Profit Private Workers	35,703	74.66%
Non-Profit Private Workers	2,148	4.49%
Local Government Workers	474	0.99%
State Government Workers	1,445	3.02%
Federal Government Workers	4,771	9.98%
Self-Employed Workers	3,206	6.70%
Unpaid Family Workers	76	0.16%

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Retail Trade Area • Demographic Profile

Dinuba, California

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**47,823**	
Architect/Engineer	301	0.63%
Arts/Entertainment/Sports	291	0.61%
Building Grounds Maintenance	1,620	3.39%
Business/Financial Operations	903	1.89%
Community/Social Services	1,001	2.09%
Computer/Mathematical	286	0.60%
Construction/Extraction	2,000	4.18%
Education/Training/Library	3,160	6.61%
Farming/Fishing/Forestry	9,882	20.66%
Food Prep/Serving	1,723	3.60%
Health Practitioner/Technician	1,562	3.27%
Healthcare Support	1,842	3.85%
Maintenance Repair	1,656	3.46%
Legal	138	0.29%
Life/Physical/Social Science	117	0.25%
Management	2,937	6.14%
Office/Admin. Support	4,276	8.94%
Production	2,700	5.65%
Protective Services	798	1.67%
Sales/Related	3,125	6.54%
Personal Care/Service	922	1.93%
Transportation/Moving	6,584	13.77%
2023 Est. Pop 16+ by Occupation Classification	**47,823**	
White Collar	18,097	37.84%
Blue Collar	12,940	27.06%
Service and Farm	16,786	35.10%
2023 Est. Workers Age 16+ by Transp. to Work	**46,175**	
Drove Alone	35,198	76.23%
Car Pooled	7,720	16.72%
Public Transportation	150	0.33%
Walked	601	1.30%
Bicycle	114	0.25%
Other Means	1,093	2.37%
Worked at Home	1,300	2.81%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,490	
15 - 29 Minutes	15,295	
30 - 44 Minutes	11,171	
45 - 59 Minutes	3,811	
60 or more Minutes	2,003	
2023 Est. Avg Travel Time to Work in Minutes		27
2023 Est. Occupied Housing Units by Tenure	**33,560**	
Owner Occupied	18,188	54.20%
Renter Occupied	15,372	45.81%
2023 Owner Occ. HUs: Avg. Length of Residence		18.50[†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.10[†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**33,560**	
Value Less than $20,000	239	1.31%
Value $20,000 - $39,999	526	2.89%
Value $40,000 - $59,999	244	1.34%
Value $60,000 - $79,999	119	0.65%
Value $80,000 - $99,999	223	1.23%
Value $100,000 - $149,999	1,202	6.61%
Value $150,000 - $199,999	1,443	7.93%
Value $200,000 - $299,999	5,044	27.73%
Value $300,000 - $399,999	3,669	20.17%
Value $400,000 - $499,999	2,119	11.65%
Value $500,000 - $749,999	2,111	11.61%
Value $750,000 - $999,999	656	3.61%
Value $1,000,000 or $1,499,999	377	2.07%
Value $1,500,000 or $1,999,999	102	0.56%
Value $2,000,000+	112	0.62%
2023 Est. Median All Owner-Occupied Housing Value		$301,212
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	24,543	70.02%
1 Unit Attached	757	2.16%
2 Units	1,156	3.30%
3 or 4 Units	2,469	7.04%
5 to 19 Units	3,071	8.76%
20 to 49 Units	309	0.88%
50 or More Units	646	1.84%
Mobile Home or Trailer	2,047	5.84%
Boat, RV, Van, etc.	54	0.15%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,317	3.76%
Housing Units Built 2010 to 2014	1,144	3.26%
Housing Units Built 2000 to 2009	5,077	14.48%
Housing Units Built 1990 to 1999	6,270	17.89%
Housing Units Built 1980 to 1989	3,419	9.75%
Housing Units Built 1970 to 1979	5,724	16.33%
Housing Units Built 1960 to 1969	3,114	8.88%
Housing Units Built 1950 to 1959	3,725	10.63%
Housing Units Built 1940 to 1949	2,224	6.34%
Housing Unit Built 1939 or Earlier	3,039	8.67%
2023 Est. Median Year Structure Built		1979

[†] 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.

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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