Market Profile

900 S Main St, Corona, California, 92882 3
900 S Main St, Corona, California, 92882
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	23,241	130,228	207,823
2020 Total Population	24,032	131,872	212,698
2020 Group Quarters	265	1,085	5,216
2023 Total Population	23,951	132,014	213,625
2023 Group Quarters	265	1,097	5,207
2028 Total Population	24,265	133,451	215,852
2023-2028 Annual Rate	0.26%	0.22%	0.21%
2023 Total Daytime Population	24,512	145,813	215,036
Workers	11,457	77,960	108,151
Residents	13,055	67,853	106,885
Household Summary			
2010 Households	5,897	37,656	59,752
2010 Average Household Size	3.91	3.44	3.39
2020 Total Households	6,640	39,357	63,202
2020 Average Household Size	3.58	3.32	3.28
2023 Households	6,677	39,828	63,973
2023 Average Household Size	3.55	3.29	3.26
2028 Households	6,771	40,280	64,700
2028 Average Household Size	3.54	3.29	3.26
2023-2028 Annual Rate	0.28%	0.23%	0.23%
2010 Families	4,803	30,338	48,043
2010 Average Family Size	4.18	3.78	3.72
2023 Families	5,426	31,806	50,951
2023 Average Family Size	3.79	3.63	3.60
2028 Families	5,501	32,148	51,519
2028 Average Family Size	3.79	3.63	3.60
2023-2028 Annual Rate	0.27%	0.21%	0.22%
Housing Unit Summary			
2000 Housing Units	6,105	34,909	53,027
Owner Occupied Housing Units	54.1%	64.7%	68.1%
Renter Occupied Housing Units	42.3%	31.8%	28.4%
Vacant Housing Units	3.6%	3.5%	3.4%
2010 Housing Units	6,309	39,563	62,724
Owner Occupied Housing Units	48.0%	61.8%	65.7%
Renter Occupied Housing Units	45.5%	33.4%	29.6%
Vacant Housing Units	6.5%	4.8%	4.7%
2020 Housing Units	6,896	40,508	65,060
Vacant Housing Units	3.7%	2.8%	2.9%
2023 Housing Units	6,922	40,962	65,832
Owner Occupied Housing Units	46.7%	62.3%	66.0%
Renter Occupied Housing Units	49.8%	35.0%	31.2%
Vacant Housing Units	3.5%	2.8%	2.8%
2028 Housing Units	7,016	41,420	66,587
Owner Occupied Housing Units	46.8%	62.8%	66.6%
Renter Occupied Housing Units	49.7%	34.4%	30.6%
Vacant Housing Units	3.5%	2.8%	2.8%
Median Household Income			
2023	$68,821	$92,677	$100,523
2028	$77,804	$102,999	$108,451
Median Home Value			
2023	$515,110	$586,611	$602,840
2028	$526,270	$594,432	$612,025
Per Capita Income			
2023	$25,838	$35,890	$38,380
2028	$29,368	$40,765	$43,655
Median Age			
2010	29.4	32.0	33.1
2023	30.9	33.9	34.8
2028	32.6	35.8	36.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 11, 2023

Market Profile

900 S Main St, Corona, California, 92882 3　　　　　　　　　　　　　　　Prepared by Esri
900 S Main St, Corona, California, 92882　　　　　　　　　　　　　　　　Latitude: 33.87194
Rings: 1, 3, 5 mile radii　　　　　　　　　　　　　　　　　　　　　　Longitude: -117.56724

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	6,677	39,828	63,973
<$15,000	8.7%	5.7%	5.0%
$15,000 - $24,999	5.0%	4.3%	4.0%
$25,000 - $34,999	7.2%	5.0%	4.9%
$35,000 - $49,999	10.9%	9.3%	8.4%
$50,000 - $74,999	22.2%	16.0%	15.0%
$75,000 - $99,999	13.8%	12.8%	12.3%
$100,000 - $149,999	19.9%	24.4%	24.5%
$150,000 - $199,999	7.1%	10.5%	11.4%
$200,000+	5.2%	12.0%	14.5%
Average Household Income	$90,175	$118,982	$127,872
2028 Households by Income			
Household Income Base	6,771	40,280	64,700
<$15,000	7.5%	5.1%	4.4%
$15,000 - $24,999	3.8%	3.1%	2.9%
$25,000 - $34,999	5.8%	4.0%	3.9%
$35,000 - $49,999	9.5%	7.6%	6.8%
$50,000 - $74,999	21.3%	14.8%	13.4%
$75,000 - $99,999	14.6%	13.0%	12.1%
$100,000 - $149,999	22.4%	25.8%	25.7%
$150,000 - $199,999	9.0%	12.4%	13.5%
$200,000+	6.2%	14.3%	17.3%
Average Household Income	$102,313	$135,037	$145,356
2023 Owner Occupied Housing Units by Value			
Total	3,232	25,506	43,453
<$50,000	1.6%	2.2%	2.1%
$50,000 - $99,999	0.4%	1.8%	2.1%
$100,000 - $149,999	0.3%	0.9%	0.7%
$150,000 - $199,999	0.7%	0.3%	0.2%
$200,000 - $249,999	0.5%	0.5%	0.3%
$250,000 - $299,999	1.3%	0.7%	0.5%
$300,000 - $399,999	12.7%	4.9%	4.2%
$400,000 - $499,999	29.4%	18.3%	15.4%
$500,000 - $749,999	47.9%	59.0%	59.4%
$750,000 - $999,999	3.9%	9.2%	12.7%
$1,000,000 - $1,499,999	0.2%	1.5%	1.5%
$1,500,000 - $1,999,999	0.1%	0.4%	0.4%
$2,000,000 +	0.7%	0.4%	0.4%
Average Home Value	$539,500	$588,701	$607,328
2028 Owner Occupied Housing Units by Value			
Total	3,285	26,022	44,343
<$50,000	1.7%	2.2%	2.0%
$50,000 - $99,999	0.5%	2.0%	2.3%
$100,000 - $149,999	0.2%	0.8%	0.6%
$150,000 - $199,999	0.6%	0.3%	0.2%
$200,000 - $249,999	0.5%	0.5%	0.3%
$250,000 - $299,999	1.3%	0.7%	0.5%
$300,000 - $399,999	12.2%	4.5%	3.9%
$400,000 - $499,999	27.8%	17.1%	14.3%
$500,000 - $749,999	48.5%	57.9%	57.7%
$750,000 - $999,999	5.1%	11.1%	15.2%
$1,000,000 - $1,499,999	0.2%	1.8%	1.9%
$1,500,000 - $1,999,999	0.2%	0.5%	0.6%
$2,000,000 +	1.1%	0.5%	0.5%
Average Home Value	$552,953	$601,723	$622,421

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 11, 2023

Market Profile

900 S Main St, Corona, California, 92882 3
900 S Main St, Corona, California, 92882
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.87194
Longitude: -117.56724

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	23,241	130,229	207,826
0 - 4	9.0%	7.6%	7.1%
5 - 9	8.6%	8.0%	7.6%
10 - 14	8.9%	9.0%	8.5%
15 - 24	16.7%	16.0%	15.9%
25 - 34	15.0%	13.4%	13.4%
35 - 44	13.7%	15.2%	15.6%
45 - 54	12.3%	14.2%	14.9%
55 - 64	7.5%	8.7%	9.1%
65 - 74	4.4%	4.6%	4.7%
75 - 84	2.6%	2.4%	2.3%
85 +	1.3%	1.0%	0.9%
18 +	67.9%	70.0%	71.5%
2023 Population by Age			
Total	23,953	132,012	213,625
0 - 4	8.1%	6.8%	6.4%
5 - 9	8.2%	7.2%	6.9%
10 - 14	8.1%	7.4%	7.2%
15 - 24	15.8%	13.8%	13.3%
25 - 34	16.0%	16.5%	16.6%
35 - 44	13.2%	13.9%	14.3%
45 - 54	10.6%	12.0%	12.4%
55 - 64	9.4%	10.7%	11.2%
65 - 74	6.0%	7.1%	7.4%
75 - 84	3.1%	3.3%	3.4%
85 +	1.4%	1.2%	1.1%
18 +	70.9%	74.2%	75.4%
2028 Population by Age			
Total	24,265	133,452	215,851
0 - 4	8.1%	6.9%	6.5%
5 - 9	7.6%	6.8%	6.5%
10 - 14	7.9%	7.2%	6.9%
15 - 24	14.8%	12.3%	11.9%
25 - 34	15.1%	15.3%	15.3%
35 - 44	14.0%	16.3%	16.9%
45 - 54	11.0%	11.4%	11.8%
55 - 64	9.3%	10.3%	10.6%
65 - 74	6.8%	7.8%	8.1%
75 - 84	3.8%	4.2%	4.3%
85 +	1.6%	1.4%	1.3%
18 +	71.9%	75.0%	76.2%
2010 Population by Sex			
Males	11,644	64,383	104,978
Females	11,597	65,846	102,845
2023 Population by Sex			
Males	11,998	65,242	107,249
Females	11,953	66,772	106,376
2028 Population by Sex			
Males	12,094	65,747	107,994
Females	12,171	67,705	107,858

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.87194
Longitude: -117.56724

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	23,241	130,229	207,825
White Alone	56.1%	59.3%	60.4%
Black Alone	2.6%	5.2%	6.0%
American Indian Alone	1.2%	0.8%	0.8%
Asian Alone	2.2%	7.9%	9.0%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	33.2%	21.4%	18.6%
Two or More Races	4.6%	4.9%	4.8%
Hispanic Origin	72.3%	49.0%	44.2%
Diversity Index	74.3	79.5	79.0
2020 Population by Race/Ethnicity			
Total	24,032	131,872	212,698
White Alone	29.8%	38.3%	40.1%
Black Alone	3.0%	5.0%	5.6%
American Indian Alone	2.9%	1.8%	1.6%
Asian Alone	3.9%	10.0%	11.1%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	41.0%	26.9%	24.0%
Two or More Races	19.2%	17.6%	17.3%
Hispanic Origin	72.1%	51.7%	47.3%
Diversity Index	82.3	86.8	86.8
2023 Population by Race/Ethnicity			
Total	23,952	132,014	213,625
White Alone	28.2%	36.5%	38.2%
Black Alone	3.0%	5.0%	5.6%
American Indian Alone	2.9%	1.8%	1.6%
Asian Alone	3.9%	10.4%	11.5%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	42.3%	27.9%	25.0%
Two or More Races	19.4%	18.0%	17.7%
Hispanic Origin	73.8%	53.3%	49.0%
Diversity Index	81.6	87.1	87.2
2028 Population by Race/Ethnicity			
Total	24,265	133,451	215,852
White Alone	25.3%	33.1%	34.8%
Black Alone	2.9%	5.0%	5.6%
American Indian Alone	3.1%	1.9%	1.7%
Asian Alone	4.1%	11.1%	12.3%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	44.6%	29.7%	26.7%
Two or More Races	19.9%	18.8%	18.6%
Hispanic Origin	75.9%	55.4%	51.0%
Diversity Index	80.6	87.4	87.7
2010 Population by Relationship and Household Type			
Total	23,241	130,229	207,823
In Households	99.2%	99.5%	97.4%
In Family Households	92.1%	92.0%	89.7%
Householder	21.1%	23.3%	23.1%
Spouse	14.0%	17.2%	17.5%
Child	41.5%	39.6%	38.1%
Other relative	9.7%	7.9%	7.4%
Nonrelative	5.8%	4.0%	3.7%
In Nonfamily Households	7.0%	7.6%	7.7%
In Group Quarters	0.8%	0.5%	2.6%
Institutionalized Population	0.4%	0.3%	2.2%
Noninstitutionalized Population	0.4%	0.2%	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment			
Total	14,305	85,411	141,590
Less than 9th Grade	13.2%	7.4%	6.4%
9th - 12th Grade, No Diploma	13.6%	7.4%	6.7%
High School Graduate	32.4%	24.6%	24.4%
GED/Alternative Credential	2.7%	2.9%	2.8%
Some College, No Degree	14.3%	20.4%	20.8%
Associate Degree	8.2%	9.7%	9.9%
Bachelor's Degree	11.3%	19.5%	20.0%
Graduate/Professional Degree	4.3%	8.2%	9.0%
2023 Population 15+ by Marital Status			
Total	18,088	103,674	169,943
Never Married	42.6%	38.1%	37.4%
Married	47.6%	51.4%	51.9%
Widowed	3.9%	4.0%	4.0%
Divorced	6.0%	6.6%	6.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,525	67,550	108,673
Population 16+ Employed	96.9%	96.6%	96.6%
Population 16+ Unemployment rate	3.1%	3.4%	3.4%
Population 16-24 Employed	16.8%	12.9%	12.3%
Population 16-24 Unemployment rate	3.9%	6.2%	6.5%
Population 25-54 Employed	69.3%	69.8%	69.5%
Population 25-54 Unemployment rate	2.2%	2.6%	2.6%
Population 55-64 Employed	10.0%	13.4%	14.0%
Population 55-64 Unemployment rate	6.0%	4.8%	4.3%
Population 65+ Employed	3.9%	3.9%	4.2%
Population 65+ Unemployment rate	7.4%	3.9%	4.0%
2023 Employed Population 16+ by Industry			
Total	11,169	65,240	104,978
Agriculture/Mining	0.0%	0.3%	0.5%
Construction	11.9%	8.6%	8.4%
Manufacturing	19.4%	14.3%	12.7%
Wholesale Trade	2.2%	2.2%	2.4%
Retail Trade	10.1%	11.0%	10.9%
Transportation/Utilities	9.9%	6.6%	7.3%
Information	1.4%	1.5%	1.7%
Finance/Insurance/Real Estate	2.9%	5.8%	5.9%
Services	38.6%	44.2%	44.8%
Public Administration	3.5%	5.5%	5.4%
2023 Employed Population 16+ by Occupation			
Total	11,166	65,238	104,977
White Collar	39.0%	57.9%	60.8%
Management/Business/Financial	7.5%	15.5%	17.3%
Professional	11.2%	20.6%	21.8%
Sales	7.4%	9.3%	9.5%
Administrative Support	12.9%	12.5%	12.2%
Services	18.6%	16.0%	15.5%
Blue Collar	42.4%	26.1%	23.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	9.1%	5.6%	5.0%
Installation/Maintenance/Repair	3.5%	2.9%	2.9%
Production	13.0%	7.5%	6.3%
Transportation/Material Moving	16.9%	9.9%	9.4%

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,898	37,656	59,754
Households with 1 Person	13.7%	14.7%	14.6%
Households with 2+ People	86.3%	85.3%	85.4%
Family Households	81.4%	80.6%	80.4%
Husband-wife Families	54.0%	59.6%	60.7%
With Related Children	35.0%	36.3%	35.9%
Other Family (No Spouse Present)	27.5%	21.0%	19.7%
Other Family with Male Householder	9.4%	7.0%	6.6%
With Related Children	6.3%	4.5%	4.2%
Other Family with Female Householder	18.0%	14.0%	13.1%
With Related Children	12.1%	9.2%	8.4%
Nonfamily Households	4.9%	4.7%	5.0%
All Households with Children	54.2%	50.6%	49.0%
Multigenerational Households	12.5%	9.8%	9.5%
Unmarried Partner Households	8.4%	6.9%	6.5%
Male-female	7.7%	6.2%	5.8%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	5,897	37,657	59,754
1 Person Household	13.7%	14.7%	14.6%
2 Person Household	19.9%	23.0%	24.2%
3 Person Household	17.1%	17.4%	17.6%
4 Person Household	16.5%	19.9%	19.9%
5 Person Household	13.7%	12.5%	12.0%
6 Person Household	7.6%	6.1%	5.9%
7 + Person Household	11.6%	6.5%	5.8%
2010 Households by Tenure and Mortgage Status			
Total	5,898	37,655	59,750
Owner Occupied	51.3%	64.9%	69.0%
Owned with a Mortgage/Loan	40.7%	56.3%	59.9%
Owned Free and Clear	10.6%	8.6%	9.1%
Renter Occupied	48.7%	35.1%	31.0%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	57	66	69
Percent of Income for Mortgage	45.0%	38.0%	36.0%
Wealth Index	66	113	126
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,309	39,563	62,724
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	23,241	130,228	207,823
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Family Extensions (13B)	Urban Villages (7B)	Boomburbs (1C)
2.	Urban Villages (7B)	Boomburbs (1C)	Workday Drive (4A)
3.	Forging Opportunity (7D)	Workday Drive (4A)	Urban Villages (7B)
2023 Consumer Spending			
Apparel & Services: Total $	$12,771,146	$98,261,450	$167,818,770
Average Spent	$1,912.71	$2,467.14	$2,623.27
Spending Potential Index	87	112	119
Education: Total $	$9,219,132	$77,406,692	$135,447,267
Average Spent	$1,380.73	$1,943.52	$2,117.26
Spending Potential Index	77	108	118
Entertainment/Recreation: Total $	$20,359,127	$162,968,357	$282,159,687
Average Spent	$3,049.14	$4,091.80	$4,410.61
Spending Potential Index	81	108	117
Food at Home: Total $	$39,297,837	$296,433,881	$506,510,949
Average Spent	$5,885.55	$7,442.85	$7,917.57
Spending Potential Index	87	109	116
Food Away from Home: Total $	$21,943,257	$168,936,891	$288,368,944
Average Spent	$3,286.39	$4,241.66	$4,507.67
Spending Potential Index	88	114	121
Health Care: Total $	$36,705,104	$303,504,382	$525,472,494
Average Spent	$5,497.24	$7,620.38	$8,213.97
Spending Potential Index	75	104	112
HH Furnishings & Equipment: Total $	$16,074,887	$129,527,396	$224,082,321
Average Spent	$2,407.50	$3,252.17	$3,502.76
Spending Potential Index	81	110	119
Personal Care Products & Services: Total $	$5,486,984	$42,712,357	$73,368,999
Average Spent	$821.77	$1,072.42	$1,146.87
Spending Potential Index	86	112	120
Shelter: Total $	$152,708,309	$1,127,637,252	$1,927,742,000
Average Spent	$22,870.80	$28,312.68	$30,133.68
Spending Potential Index	92	114	122
Support Payments/Cash Contributions/Gifts in Kind: Total $	$14,498,252	$130,560,973	$229,219,228
Average Spent	$2,171.37	$3,278.12	$3,583.06
Spending Potential Index	69	105	115
Travel: Total $	$12,599,622	$101,079,226	$175,489,019
Average Spent	$1,887.02	$2,537.89	$2,743.17
Spending Potential Index	84	113	122
Vehicle Maintenance & Repairs: Total $	$7,299,550	$57,066,040	$97,573,281
Average Spent	$1,093.24	$1,432.81	$1,525.23
Spending Potential Index	83	109	116

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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