Market Profile

161 N McKinley St, Corona, California, 92879 4
161 N McKinley St, Corona, California, 92879
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.88524
Longitude: -117.51660

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	23,003	97,375	266,751
2020 Total Population	23,456	101,948	276,446
2020 Group Quarters	30	817	6,054
2023 Total Population	24,634	103,110	277,408
2023 Group Quarters	30	819	6,055
2028 Total Population	24,970	104,592	280,268
2023-2028 Annual Rate	0.27%	0.29%	0.21%
2023 Total Daytime Population	21,791	105,204	266,449
Workers	9,363	52,857	124,890
Residents	12,428	52,347	141,559
Household Summary			
2010 Households	6,659	29,137	75,596
2010 Average Household Size	3.45	3.31	3.44
2020 Total Households	6,901	31,319	80,563
2020 Average Household Size	3.39	3.23	3.36
2023 Households	7,361	31,892	81,396
2023 Average Household Size	3.34	3.21	3.33
2028 Households	7,469	32,349	82,328
2028 Average Household Size	3.34	3.21	3.33
2023-2028 Annual Rate	0.29%	0.28%	0.23%
2010 Families	5,106	22,478	60,261
2010 Average Family Size	3.86	3.71	3.79
2023 Families	5,572	24,353	64,128
2023 Average Family Size	3.77	3.62	3.70
2028 Families	5,651	24,699	64,825
2028 Average Family Size	3.77	3.62	3.70
2023-2028 Annual Rate	0.28%	0.28%	0.22%
Housing Unit Summary			
2000 Housing Units	6,526	26,612	68,104
Owner Occupied Housing Units	59.2%	61.7%	63.8%
Renter Occupied Housing Units	36.7%	34.7%	32.7%
Vacant Housing Units	4.1%	3.6%	3.5%
2010 Housing Units	6,980	30,742	79,636
Owner Occupied Housing Units	52.4%	59.5%	61.3%
Renter Occupied Housing Units	43.1%	35.3%	33.6%
Vacant Housing Units	4.6%	5.2%	5.1%
2020 Housing Units	7,216	32,503	83,043
Vacant Housing Units	4.4%	3.6%	3.0%
2023 Housing Units	7,695	33,065	83,803
Owner Occupied Housing Units	48.8%	56.6%	61.6%
Renter Occupied Housing Units	46.9%	39.8%	35.5%
Vacant Housing Units	4.3%	3.5%	2.9%
2028 Housing Units	7,781	33,496	84,724
Owner Occupied Housing Units	49.7%	57.2%	62.2%
Renter Occupied Housing Units	46.3%	39.4%	35.0%
Vacant Housing Units	4.0%	3.4%	2.8%
Median Household Income			
2023	$80,806	$83,348	$91,425
2028	$90,520	$95,052	$102,644
Median Home Value			
2023	$498,402	$556,419	$581,057
2028	$514,455	$566,188	$591,026
Per Capita Income			
2023	$31,833	$34,599	$34,783
2028	$36,361	$39,436	$39,539
Median Age			
2010	30.2	31.7	32.1
2023	33.3	34.2	34.1
2028	35.0	36.1	35.9

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

161 N McKinley St, Corona, California, 92879 4
161 N McKinley St, Corona, California, 92879
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.88524
Longitude: -117.51660

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	7,361	31,892	81,396
<$15,000	4.6%	5.4%	5.3%
$15,000 - $24,999	6.0%	5.0%	4.4%
$25,000 - $34,999	7.0%	5.8%	5.4%
$35,000 - $49,999	11.3%	10.4%	9.3%
$50,000 - $74,999	16.5%	17.5%	15.8%
$75,000 - $99,999	16.0%	14.4%	13.6%
$100,000 - $149,999	21.6%	20.6%	23.7%
$150,000 - $199,999	8.6%	10.0%	10.4%
$200,000+	8.4%	10.7%	12.0%
Average Household Income	$104,865	$112,366	$118,521
2028 Households by Income			
Household Income Base	7,469	32,349	82,328
<$15,000	4.0%	4.8%	4.7%
$15,000 - $24,999	4.4%	3.7%	3.2%
$25,000 - $34,999	5.7%	4.9%	4.4%
$35,000 - $49,999	9.5%	8.7%	7.6%
$50,000 - $74,999	15.3%	15.7%	14.4%
$75,000 - $99,999	16.2%	14.5%	13.5%
$100,000 - $149,999	24.1%	22.7%	25.4%
$150,000 - $199,999	10.7%	12.2%	12.5%
$200,000+	10.1%	12.8%	14.3%
Average Household Income	$119,479	$128,088	$134,624
2023 Owner Occupied Housing Units by Value			
Total	3,755	18,727	51,641
<$50,000	3.5%	3.2%	2.2%
$50,000 - $99,999	5.5%	4.5%	2.1%
$100,000 - $149,999	0.3%	1.2%	0.7%
$150,000 - $199,999	0.1%	0.3%	0.3%
$200,000 - $249,999	0.4%	0.3%	0.4%
$250,000 - $299,999	0.7%	0.8%	0.8%
$300,000 - $399,999	11.7%	7.3%	7.7%
$400,000 - $499,999	28.3%	20.9%	18.4%
$500,000 - $749,999	41.9%	51.2%	54.2%
$750,000 - $999,999	4.7%	8.4%	10.8%
$1,000,000 - $1,499,999	1.8%	1.3%	1.5%
$1,500,000 - $1,999,999	0.4%	0.3%	0.4%
$2,000,000 +	0.8%	0.3%	0.6%
Average Home Value	$526,825	$551,714	$589,314
2028 Owner Occupied Housing Units by Value			
Total	3,869	19,160	52,681
<$50,000	3.0%	3.0%	2.1%
$50,000 - $99,999	5.6%	4.9%	2.3%
$100,000 - $149,999	0.5%	1.1%	0.6%
$150,000 - $199,999	0.4%	0.4%	0.3%
$200,000 - $249,999	0.3%	0.3%	0.4%
$250,000 - $299,999	0.6%	0.7%	0.7%
$300,000 - $399,999	10.3%	6.6%	7.1%
$400,000 - $499,999	26.8%	19.5%	17.3%
$500,000 - $749,999	42.5%	50.7%	53.0%
$750,000 - $999,999	5.9%	10.1%	13.0%
$1,000,000 - $1,499,999	2.3%	1.7%	1.9%
$1,500,000 - $1,999,999	0.6%	0.5%	0.6%
$2,000,000 +	1.1%	0.5%	0.8%
Average Home Value	$547,777	$565,723	$606,163

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

161 N McKinley St, Corona, California, 92879 4   Prepared by Esri
161 N McKinley St, Corona, California, 92879   Latitude: 33.88524
Rings: 1, 3, 5 mile radii   Longitude: -117.51660

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	23,004	97,379	266,752
0 - 4	7.7%	7.5%	7.4%
5 - 9	7.6%	7.4%	7.7%
10 - 14	8.6%	8.1%	8.5%
15 - 24	16.6%	16.8%	16.4%
25 - 34	16.7%	14.7%	13.8%
35 - 44	14.6%	14.4%	14.9%
45 - 54	12.6%	13.8%	14.3%
55 - 64	8.4%	9.0%	8.9%
65 - 74	4.2%	4.7%	4.7%
75 - 84	2.1%	2.5%	2.4%
85 +	0.8%	1.0%	0.9%
18 +	70.8%	71.7%	71.0%
2023 Population by Age			
Total	24,635	103,109	277,409
0 - 4	6.9%	6.7%	6.7%
5 - 9	7.0%	7.0%	7.1%
10 - 14	6.8%	7.0%	7.2%
15 - 24	14.5%	13.4%	13.7%
25 - 34	17.8%	17.3%	16.9%
35 - 44	14.8%	14.0%	13.9%
45 - 54	11.4%	11.7%	11.9%
55 - 64	9.9%	10.8%	10.8%
65 - 74	7.1%	7.4%	7.3%
75 - 84	3.0%	3.4%	3.4%
85 +	0.8%	1.1%	1.1%
18 +	75.3%	75.4%	74.9%
2028 Population by Age			
Total	24,968	104,594	280,268
0 - 4	6.9%	6.8%	6.8%
5 - 9	6.6%	6.6%	6.7%
10 - 14	6.8%	6.9%	7.1%
15 - 24	12.9%	12.3%	12.5%
25 - 34	16.9%	15.4%	15.4%
35 - 44	16.0%	16.4%	16.4%
45 - 54	11.5%	11.5%	11.5%
55 - 64	9.8%	10.4%	10.3%
65 - 74	7.6%	8.1%	7.9%
75 - 84	3.9%	4.3%	4.2%
85 +	1.0%	1.4%	1.3%
18 +	76.1%	76.0%	75.5%
2010 Population by Sex			
Males	11,516	48,044	134,328
Females	11,488	49,331	132,423
2023 Population by Sex			
Males	12,271	51,028	139,179
Females	12,363	52,082	138,229
2028 Population by Sex			
Males	12,369	51,626	140,197
Females	12,600	52,967	140,072

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

161 N McKinley St, Corona, California, 92879 4   Prepared by Esri
161 N McKinley St, Corona, California, 92879   Latitude: 33.88524
Rings: 1, 3, 5 mile radii   Longitude: -117.51660

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	23,003	97,375	266,750
White Alone	47.8%	55.6%	58.4%
Black Alone	8.3%	6.7%	5.8%
American Indian Alone	1.0%	0.9%	1.0%
Asian Alone	11.3%	9.6%	7.5%
Pacific Islander Alone	0.4%	0.5%	0.4%
Some Other Race Alone	25.4%	21.7%	22.2%
Two or More Races	5.9%	5.0%	4.8%
Hispanic Origin	53.3%	49.5%	50.2%
Diversity Index	84.1	81.4	79.9
2020 Population by Race/Ethnicity			
Total	23,456	101,948	276,446
White Alone	29.6%	34.6%	36.6%
Black Alone	7.3%	6.2%	5.4%
American Indian Alone	1.5%	1.6%	1.7%
Asian Alone	12.9%	11.0%	9.1%
Pacific Islander Alone	0.3%	0.5%	0.4%
Some Other Race Alone	29.9%	27.6%	28.9%
Two or More Races	18.4%	18.4%	17.9%
Hispanic Origin	55.1%	53.1%	53.8%
Diversity Index	88.2	87.6	86.9
2023 Population by Race/Ethnicity			
Total	24,633	103,110	277,408
White Alone	28.5%	32.9%	34.8%
Black Alone	7.5%	6.3%	5.5%
American Indian Alone	1.5%	1.7%	1.7%
Asian Alone	13.3%	11.3%	9.4%
Pacific Islander Alone	0.4%	0.5%	0.4%
Some Other Race Alone	30.3%	28.6%	30.0%
Two or More Races	18.5%	18.7%	18.3%
Hispanic Origin	55.7%	54.8%	55.5%
Diversity Index	88.3	87.8	87.0
2028 Population by Race/Ethnicity			
Total	24,970	104,592	280,267
White Alone	25.8%	29.7%	31.5%
Black Alone	7.5%	6.3%	5.5%
American Indian Alone	1.6%	1.8%	1.8%
Asian Alone	14.0%	11.9%	9.9%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	31.7%	30.5%	31.8%
Two or More Races	19.0%	19.4%	19.0%
Hispanic Origin	57.1%	56.8%	57.6%
Diversity Index	88.3	87.9	87.2
2010 Population by Relationship and Household Type			
Total	23,003	97,375	266,750
In Households	100.0%	99.0%	97.6%
In Family Households	90.4%	89.7%	89.7%
Householder	22.5%	23.0%	22.6%
Spouse	15.3%	16.3%	16.6%
Child	38.1%	37.8%	38.4%
Other relative	9.7%	8.5%	8.1%
Nonrelative	4.9%	4.1%	4.1%
In Nonfamily Households	9.5%	9.3%	7.9%
In Group Quarters	0.0%	1.0%	2.4%
Institutionalized Population	0.0%	0.1%	1.9%
Noninstitutionalized Population	0.0%	0.8%	0.5%

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.

July 11, 2023

Market Profile

161 N McKinley St, Corona, California, 92879 4
161 N McKinley St, Corona, California, 92879
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.88524
Longitude: -117.51660

	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	15,952	67,997	181,305
Less than 9th Grade	9.8%	8.5%	7.9%
9th - 12th Grade, No Diploma	6.9%	7.4%	7.8%
High School Graduate	29.4%	26.4%	26.6%
GED/Alternative Credential	1.9%	2.6%	3.0%
Some College, No Degree	19.1%	20.9%	20.3%
Associate Degree	9.9%	9.7%	9.3%
Bachelor's Degree	17.2%	16.8%	17.3%
Graduate/Professional Degree	5.7%	7.7%	8.0%
2023 Population 15+ by Marital Status			
Total	19,517	81,790	219,294
Never Married	38.0%	38.2%	38.5%
Married	49.5%	50.0%	50.1%
Widowed	4.3%	4.4%	4.2%
Divorced	8.2%	7.4%	7.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,855	53,767	140,033
Population 16+ Employed	97.1%	96.5%	96.3%
Population 16+ Unemployment rate	2.9%	3.5%	3.7%
Population 16-24 Employed	14.4%	12.9%	12.8%
Population 16-24 Unemployment rate	6.0%	6.1%	6.5%
Population 25-54 Employed	70.7%	70.0%	69.5%
Population 25-54 Unemployment rate	2.1%	3.0%	3.0%
Population 55-64 Employed	12.2%	13.3%	13.6%
Population 55-64 Unemployment rate	3.4%	3.1%	3.8%
Population 65+ Employed	2.7%	3.8%	4.1%
Population 65+ Unemployment rate	2.9%	5.4%	6.0%
2023 Employed Population 16+ by Industry			
Total	12,487	51,869	134,860
Agriculture/Mining	0.7%	0.5%	0.5%
Construction	7.1%	9.0%	9.6%
Manufacturing	12.9%	12.9%	13.0%
Wholesale Trade	2.0%	2.4%	2.2%
Retail Trade	11.4%	10.3%	10.9%
Transportation/Utilities	10.4%	9.4%	8.1%
Information	3.3%	1.8%	1.6%
Finance/Insurance/Real Estate	4.5%	4.5%	4.7%
Services	42.7%	44.4%	44.3%
Public Administration	5.1%	4.8%	5.1%
2023 Employed Population 16+ by Occupation			
Total	12,486	51,868	134,860
White Collar	54.7%	55.3%	55.8%
Management/Business/Financial	13.7%	14.7%	14.4%
Professional	20.6%	20.0%	20.0%
Sales	6.8%	8.2%	8.9%
Administrative Support	13.6%	12.5%	12.4%
Services	16.7%	16.1%	16.6%
Blue Collar	28.6%	28.5%	27.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	5.4%	5.6%	5.9%
Installation/Maintenance/Repair	3.4%	3.4%	3.3%
Production	6.2%	7.6%	7.4%
Transportation/Material Moving	13.6%	11.7%	10.8%

July 11, 2023

Market Profile

161 N McKinley St, Corona, California, 92879 4
161 N McKinley St, Corona, California, 92879
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.88524
Longitude: -117.51660

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,650	29,137	75,597
Households with 1 Person	16.7%	16.8%	15.0%
Households with 2+ People	83.3%	83.2%	85.0%
Family Households	76.8%	77.1%	79.7%
Husband-wife Families	52.3%	54.7%	58.5%
With Related Children	31.6%	31.7%	34.9%
Other Family (No Spouse Present)	24.5%	22.5%	21.2%
Other Family with Male Householder	7.6%	7.2%	7.1%
With Related Children	4.9%	4.6%	4.5%
Other Family with Female Householder	16.9%	15.2%	14.1%
With Related Children	11.6%	9.7%	9.1%
Nonfamily Households	6.5%	6.1%	5.3%
All Households with Children	48.8%	46.6%	49.1%
Multigenerational Households	10.2%	9.9%	10.1%
Unmarried Partner Households	7.9%	7.5%	7.0%
Male-female	7.2%	6.7%	6.3%
Same-sex	0.7%	0.8%	0.7%
2010 Households by Size			
Total	6,658	29,137	75,594
1 Person Household	16.6%	16.8%	15.0%
2 Person Household	24.0%	25.2%	23.7%
3 Person Household	18.1%	17.4%	17.2%
4 Person Household	17.3%	17.7%	18.9%
5 Person Household	10.6%	10.9%	12.0%
6 Person Household	6.2%	5.6%	6.3%
7 + Person Household	7.4%	6.5%	6.9%
2010 Households by Tenure and Mortgage Status			
Total	6,666	29,137	75,596
Owner Occupied	54.9%	62.7%	64.6%
Owned with a Mortgage/Loan	46.0%	52.2%	55.3%
Owned Free and Clear	8.7%	10.5%	9.3%
Renter Occupied	45.1%	37.3%	35.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	62	65
Percent of Income for Mortgage	37.1%	40.1%	38.2%
Wealth Index	80	97	109
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,980	30,742	79,636
Housing Units Inside Urbanized Area	99.9%	99.9%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.1%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	23,003	97,375	266,751
Population Inside Urbanized Area	99.8%	99.9%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	0.1%	0.1%

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.

July 11, 2023

Market Profile

161 N McKinley St, Corona, California, 92879 4
161 N McKinley St, Corona, California, 92879
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.88524
Longitude: -117.51660

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Urban Villages (7B)	Urban Villages (7B)
2.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
3.	Urban Villages (7B)	Enterprising Professionals (2D)	Boomburbs (1C)
2023 Consumer Spending			
Apparel & Services: Total $	$16,340,245	$74,000,821	$199,286,265
Average Spent	$2,219.84	$2,320.36	$2,448.35
Spending Potential Index	101	106	111
Education: Total $	$12,150,053	$57,755,766	$157,942,831
Average Spent	$1,650.60	$1,810.98	$1,940.42
Spending Potential Index	92	101	108
Entertainment/Recreation: Total $	$26,512,026	$123,533,972	$331,983,720
Average Spent	$3,601.69	$3,873.51	$4,078.62
Spending Potential Index	95	102	108
Food at Home: Total $	$49,883,917	$226,357,739	$604,931,638
Average Spent	$6,776.79	$7,097.63	$7,431.96
Spending Potential Index	100	104	109
Food Away from Home: Total $	$28,208,526	$127,399,516	$342,744,593
Average Spent	$3,832.16	$3,994.72	$4,210.83
Spending Potential Index	103	107	113
Health Care: Total $	$50,080,585	$232,759,150	$619,056,916
Average Spent	$6,803.50	$7,298.36	$7,605.50
Spending Potential Index	92	99	103
HH Furnishings & Equipment: Total $	$21,235,690	$98,386,043	$263,866,595
Average Spent	$2,884.89	$3,084.98	$3,241.76
Spending Potential Index	98	104	110
Personal Care Products & Services: Total $	$7,115,278	$32,500,796	$86,896,255
Average Spent	$966.62	$1,019.09	$1,067.57
Spending Potential Index	101	107	112
Shelter: Total $	$187,020,026	$856,587,291	$2,299,920,546
Average Spent	$25,406.88	$26,859.00	$28,255.94
Spending Potential Index	103	108	114
Support Payments/Cash Contributions/Gifts in Kind: Total $	$20,691,772	$98,844,737	$265,334,726
Average Spent	$2,811.00	$3,099.36	$3,259.80
Spending Potential Index	90	99	104
Travel: Total $	$16,278,224	$76,176,469	$205,441,850
Average Spent	$2,211.41	$2,388.58	$2,523.98
Spending Potential Index	98	106	112
Vehicle Maintenance & Repairs: Total $	$9,637,572	$43,524,199	$116,148,498
Average Spent	$1,309.27	$1,364.74	$1,426.96
Spending Potential Index	100	104	109

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.

July 11, 2023