



Market Profile

760 Washburn Ave, Corona, California, 92882 2
 760 Washburn Ave, Corona, California, 92882
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.87378
 Longitude: -117.56791

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	21,042	130,290	209,938
2020 Total Population	22,452	131,895	215,407
2020 Group Quarters	187	1,129	5,227
2023 Total Population	22,209	132,060	216,338
2023 Group Quarters	187	1,145	5,218
2028 Total Population	22,510	133,540	218,591
2023-2028 Annual Rate	0.27%	0.22%	0.21%
2023 Total Daytime Population	25,277	145,867	216,759
Workers	13,198	78,114	108,258
Residents	12,079	67,753	108,501
Household Summary			
2010 Households	5,361	37,721	60,341
2010 Average Household Size	3.90	3.44	3.39
2020 Total Households	6,378	39,412	63,922
2020 Average Household Size	3.49	3.32	3.29
2023 Total Households	6,408	39,898	64,692
2023 Average Household Size	3.44	3.28	3.26
2028 Total Households	6,500	40,364	65,424
2028 Average Household Size	3.43	3.28	3.26
2023-2028 Annual Rate	0.29%	0.23%	0.23%
2010 Families	4,368	30,265	48,533
2010 Average Family Size	4.16	3.78	3.72
2023 Families	5,232	31,730	51,559
2023 Average Family Size	3.66	3.63	3.61
2028 Families	5,306	32,085	52,131
2028 Average Family Size	3.66	3.63	3.61
2023-2028 Annual Rate	0.28%	0.22%	0.22%
Housing Unit Summary			
2000 Housing Units	5,589	35,315	53,136
Owner Occupied Housing Units	51.7%	64.4%	68.0%
Renter Occupied Housing Units	44.8%	32.1%	28.5%
Vacant Housing Units	3.5%	3.5%	3.5%
2010 Housing Units	5,739	39,637	63,370
Owner Occupied Housing Units	45.8%	61.1%	65.8%
Renter Occupied Housing Units	47.6%	34.1%	29.4%
Vacant Housing Units	6.6%	4.8%	4.8%
2020 Housing Units	6,624	40,584	65,820
Vacant Housing Units	3.7%	2.9%	2.9%
2023 Housing Units	6,649	41,052	66,588
Owner Occupied Housing Units	42.2%	61.7%	66.1%
Renter Occupied Housing Units	54.2%	35.5%	31.0%
Vacant Housing Units	3.6%	2.8%	2.8%
2028 Housing Units	6,742	41,522	67,348
Owner Occupied Housing Units	42.4%	62.3%	66.7%
Renter Occupied Housing Units	54.0%	34.9%	30.4%
Vacant Housing Units	3.6%	2.8%	2.9%
Median Household Income			
2023	\$66,860	\$91,525	\$100,748
2028	\$75,711	\$102,373	\$108,723
Median Home Value			
2023	\$505,505	\$584,481	\$603,683
2028	\$515,602	\$592,301	\$612,868
Per Capita Income			
2023	\$25,771	\$35,692	\$38,401
2028	\$29,366	\$40,551	\$43,679
Median Age			
2010	29.0	31.9	33.1
2023	30.5	33.9	34.8
2028	32.1	35.7	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.



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2023 Households by Income			
Household Income Base	6,408	39,898	64,692
<\$15,000	8.7%	5.7%	4.9%
\$15,000 - \$24,999	5.4%	4.3%	4.0%
\$25,000 - \$34,999	7.4%	5.1%	4.8%
\$35,000 - \$49,999	11.0%	9.4%	8.3%
\$50,000 - \$74,999	23.1%	16.2%	15.0%
\$75,000 - \$99,999	13.9%	13.0%	12.3%
\$100,000 - \$149,999	19.4%	24.2%	24.5%
\$150,000 - \$199,999	6.2%	10.4%	11.5%
\$200,000+	4.8%	11.7%	14.6%
Average Household Income	\$87,818	\$117,901	\$128,174
2028 Households by Income			
Household Income Base	6,500	40,364	65,424
<\$15,000	7.5%	5.1%	4.3%
\$15,000 - \$24,999	4.0%	3.1%	2.9%
\$25,000 - \$34,999	5.9%	4.1%	3.9%
\$35,000 - \$49,999	9.6%	7.7%	6.8%
\$50,000 - \$74,999	22.4%	14.9%	13.4%
\$75,000 - \$99,999	14.8%	13.1%	12.1%
\$100,000 - \$149,999	22.0%	25.7%	25.7%
\$150,000 - \$199,999	7.9%	12.3%	13.6%
\$200,000+	5.9%	14.0%	17.4%
Average Household Income	\$99,916	\$133,854	\$145,698
2023 Owner Occupied Housing Units by Value			
Total	2,804	25,329	44,041
<\$50,000	3.2%	2.2%	2.1%
\$50,000 - \$99,999	0.7%	1.8%	2.0%
\$100,000 - \$149,999	0.5%	0.9%	0.7%
\$150,000 - \$199,999	1.2%	0.3%	0.2%
\$200,000 - \$249,999	0.7%	0.5%	0.3%
\$250,000 - \$299,999	1.6%	0.7%	0.5%
\$300,000 - \$399,999	13.8%	5.1%	4.2%
\$400,000 - \$499,999	27.2%	18.5%	15.3%
\$500,000 - \$749,999	47.0%	59.1%	59.5%
\$750,000 - \$999,999	3.1%	8.7%	12.8%
\$1,000,000 - \$1,499,999	0.2%	1.5%	1.5%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	0.7%	0.4%	0.4%
Average Home Value	\$521,255	\$585,957	\$607,920
2028 Owner Occupied Housing Units by Value			
Total	2,861	25,862	44,939
<\$50,000	3.4%	2.2%	2.0%
\$50,000 - \$99,999	0.9%	2.0%	2.2%
\$100,000 - \$149,999	0.4%	0.8%	0.6%
\$150,000 - \$199,999	1.0%	0.3%	0.2%
\$200,000 - \$249,999	0.6%	0.5%	0.3%
\$250,000 - \$299,999	1.5%	0.7%	0.5%
\$300,000 - \$399,999	13.3%	4.7%	3.8%
\$400,000 - \$499,999	25.8%	17.3%	14.2%
\$500,000 - \$749,999	47.6%	58.1%	57.8%
\$750,000 - \$999,999	4.0%	10.5%	15.3%
\$1,000,000 - \$1,499,999	0.2%	1.8%	1.9%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.6%
\$2,000,000 +	0.9%	0.5%	0.5%
Average Home Value	\$532,343	\$598,945	\$622,921

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.



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2010 Population by Age			
Total	21,041	130,290	209,940
0 - 4	9.1%	7.6%	7.1%
5 - 9	8.8%	8.0%	7.6%
10 - 14	9.1%	8.9%	8.5%
15 - 24	16.7%	16.1%	15.9%
25 - 34	15.2%	13.5%	13.4%
35 - 44	13.6%	15.2%	15.6%
45 - 54	12.1%	14.1%	14.9%
55 - 64	7.3%	8.6%	9.1%
65 - 74	4.3%	4.6%	4.7%
75 - 84	2.5%	2.4%	2.3%
85 +	1.3%	1.0%	0.9%
18 +	67.5%	70.1%	71.5%
2023 Population by Age			
Total	22,210	132,061	216,339
0 - 4	8.3%	6.8%	6.4%
5 - 9	8.3%	7.2%	6.9%
10 - 14	8.2%	7.4%	7.2%
15 - 24	16.0%	13.8%	13.2%
25 - 34	16.2%	16.6%	16.6%
35 - 44	13.3%	13.8%	14.3%
45 - 54	10.5%	12.0%	12.4%
55 - 64	9.2%	10.7%	11.1%
65 - 74	5.8%	7.1%	7.4%
75 - 84	3.0%	3.3%	3.4%
85 +	1.2%	1.2%	1.1%
18 +	70.5%	74.3%	75.4%
2028 Population by Age			
Total	22,511	133,540	218,593
0 - 4	8.3%	6.9%	6.5%
5 - 9	7.8%	6.8%	6.6%
10 - 14	8.0%	7.2%	6.9%
15 - 24	15.0%	12.4%	11.9%
25 - 34	15.2%	15.4%	15.3%
35 - 44	14.1%	16.2%	16.9%
45 - 54	11.0%	11.4%	11.8%
55 - 64	9.1%	10.3%	10.5%
65 - 74	6.6%	7.8%	8.1%
75 - 84	3.6%	4.2%	4.2%
85 +	1.4%	1.4%	1.3%
18 +	71.4%	75.1%	76.1%
2010 Population by Sex			
Males	10,541	64,421	106,006
Females	10,501	65,869	103,932
2023 Population by Sex			
Males	11,139	65,287	108,597
Females	11,070	66,773	107,741
2028 Population by Sex			
Males	11,235	65,805	109,355
Females	11,275	67,735	109,236

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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2010 Population by Race/Ethnicity			
Total	21,041	130,289	209,938
White Alone	55.0%	59.3%	60.3%
Black Alone	2.5%	5.3%	6.0%
American Indian Alone	1.3%	0.8%	0.8%
Asian Alone	2.1%	7.7%	9.1%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	34.4%	21.5%	18.6%
Two or More Races	4.6%	5.0%	4.8%
Hispanic Origin	73.9%	49.1%	44.1%
Diversity Index	74.0	79.5	79.1
2020 Population by Race/Ethnicity			
Total	22,452	131,895	215,407
White Alone	28.7%	38.3%	40.1%
Black Alone	3.3%	5.1%	5.6%
American Indian Alone	3.1%	1.8%	1.5%
Asian Alone	4.1%	9.8%	11.3%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	41.5%	27.0%	23.9%
Two or More Races	19.2%	17.6%	17.3%
Hispanic Origin	72.5%	51.8%	47.2%
Diversity Index	82.3	86.8	86.8
2023 Population by Race/Ethnicity			
Total	22,209	132,061	216,337
White Alone	27.2%	36.5%	38.2%
Black Alone	3.2%	5.1%	5.6%
American Indian Alone	3.0%	1.8%	1.6%
Asian Alone	4.1%	10.2%	11.7%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	42.7%	28.0%	24.8%
Two or More Races	19.4%	18.0%	17.7%
Hispanic Origin	74.2%	53.5%	48.8%
Diversity Index	81.6	87.1	87.2
2028 Population by Race/Ethnicity			
Total	22,511	133,541	218,590
White Alone	24.3%	33.1%	34.8%
Black Alone	3.2%	5.1%	5.6%
American Indian Alone	3.3%	1.9%	1.7%
Asian Alone	4.3%	10.8%	12.4%
Pacific Islander Alone	0.2%	0.4%	0.4%
Some Other Race Alone	45.0%	29.9%	26.5%
Two or More Races	19.8%	18.8%	18.6%
Hispanic Origin	76.2%	55.6%	50.9%
Diversity Index	80.6	87.4	87.8
2010 Population by Relationship and Household Type			
Total	21,043	130,290	209,938
In Households	99.3%	99.5%	97.4%
In Family Households	92.2%	91.8%	89.8%
Householder	21.1%	23.3%	23.1%
Spouse	13.8%	17.1%	17.5%
Child	41.8%	39.5%	38.1%
Other relative	9.7%	7.9%	7.4%
Nonrelative	5.9%	4.1%	3.7%
In Nonfamily Households	7.0%	7.7%	7.7%
In Group Quarters	0.7%	0.5%	2.6%
Institutionalized Population	0.2%	0.3%	2.2%
Noninstitutionalized Population	0.5%	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.

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2023 Population 25+ by Educational Attainment			
Total	13,137	85,509	143,325
Less than 9th Grade	13.0%	7.4%	6.4%
9th - 12th Grade, No Diploma	13.7%	7.4%	6.7%
High School Graduate	33.5%	24.8%	24.4%
GED/Alternative Credential	2.6%	2.8%	2.8%
Some College, No Degree	14.2%	20.3%	20.8%
Associate Degree	7.7%	9.8%	9.9%
Bachelor's Degree	11.1%	19.5%	20.0%
Graduate/Professional Degree	4.3%	7.9%	9.0%
2023 Population 15+ by Marital Status			
Total	16,700	103,777	171,955
Never Married	43.5%	38.1%	37.4%
Married	46.7%	51.4%	52.0%
Widowed	3.8%	3.9%	3.9%
Divorced	5.9%	6.7%	6.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,750	67,669	109,858
Population 16+ Employed	96.5%	96.6%	96.6%
Population 16+ Unemployment rate	3.5%	3.4%	3.4%
Population 16-24 Employed	17.2%	12.9%	12.2%
Population 16-24 Unemployment rate	3.9%	6.2%	6.5%
Population 25-54 Employed	69.3%	69.7%	69.6%
Population 25-54 Unemployment rate	2.7%	2.5%	2.7%
Population 55-64 Employed	9.7%	13.5%	14.0%
Population 55-64 Unemployment rate	6.4%	4.8%	4.3%
Population 65+ Employed	3.8%	3.9%	4.2%
Population 65+ Unemployment rate	6.8%	3.6%	4.0%
2023 Employed Population 16+ by Industry			
Total	10,379	65,389	106,094
Agriculture/Mining	0.0%	0.3%	0.5%
Construction	12.1%	8.7%	8.5%
Manufacturing	19.4%	14.3%	12.7%
Wholesale Trade	2.2%	2.2%	2.4%
Retail Trade	10.9%	10.8%	11.0%
Transportation/Utilities	9.3%	6.8%	7.3%
Information	1.3%	1.5%	1.8%
Finance/Insurance/Real Estate	2.9%	5.7%	5.8%
Services	38.3%	44.2%	44.6%
Public Administration	3.5%	5.5%	5.4%
2023 Employed Population 16+ by Occupation			
Total	10,377	65,389	106,094
White Collar	38.3%	57.7%	60.8%
Management/Business/Financial	7.3%	15.4%	17.3%
Professional	10.9%	20.6%	21.7%
Sales	7.4%	9.1%	9.5%
Administrative Support	12.7%	12.5%	12.3%
Services	18.7%	16.1%	15.5%
Blue Collar	43.0%	26.2%	23.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	9.0%	5.7%	5.0%
Installation/Maintenance/Repair	3.3%	2.9%	2.9%
Production	12.8%	7.5%	6.3%
Transportation/Material Moving	17.8%	9.9%	9.4%

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2010 Households by Type			
Total	5,362	37,719	60,342
Households with 1 Person	13.6%	14.9%	14.6%
Households with 2+ People	86.4%	85.1%	85.4%
Family Households	81.5%	80.2%	80.4%
Husband-wife Families	53.2%	59.0%	60.7%
With Related Children	35.1%	35.8%	35.9%
Other Family (No Spouse Present)	28.3%	21.2%	19.7%
Other Family with Male Householder	9.8%	7.1%	6.6%
With Related Children	6.4%	4.5%	4.1%
Other Family with Female Householder	18.6%	14.2%	13.1%
With Related Children	12.6%	9.3%	8.3%
Nonfamily Households	4.9%	4.8%	5.0%
All Households with Children	55.0%	50.3%	49.0%
Multigenerational Households	12.6%	9.8%	9.6%
Unmarried Partner Households	8.8%	6.9%	6.5%
Male-female	8.0%	6.3%	5.8%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	5,363	37,722	60,343
1 Person Household	13.6%	14.9%	14.6%
2 Person Household	19.3%	23.1%	24.2%
3 Person Household	17.2%	17.5%	17.6%
4 Person Household	16.6%	19.7%	19.9%
5 Person Household	13.9%	12.4%	12.0%
6 Person Household	7.7%	6.0%	5.9%
7 + Person Household	11.7%	6.4%	5.8%
2010 Households by Tenure and Mortgage Status			
Total	5,362	37,721	60,337
Owner Occupied	49.1%	64.2%	69.1%
Owned with a Mortgage/Loan	38.2%	55.6%	60.0%
Owned Free and Clear	10.9%	8.6%	9.1%
Renter Occupied	50.9%	35.8%	30.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	57	65	69
Percent of Income for Mortgage	45.4%	38.4%	36.0%
Wealth Index	61	111	126
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,739	39,637	63,370
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	21,042	130,290	209,938
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.

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Top 3 Tapestry Segments			
1.	Family Extensions (13B)	Urban Villages (7B)	Boomburbs (1C)
2.	Urban Villages (7B)	Workday Drive (4A)	Urban Villages (7B)
3.	Forging Opportunity (7D)	Boomburbs (1C)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$11,995,695	\$97,607,254	\$170,062,048
Average Spent	\$1,871.99	\$2,446.42	\$2,628.80
Spending Potential Index	85	111	120
Education: Total \$	\$8,477,721	\$76,877,219	\$137,386,812
Average Spent	\$1,322.99	\$1,926.84	\$2,123.71
Spending Potential Index	74	107	118
Entertainment/Recreation: Total \$	\$19,052,142	\$161,757,602	\$285,998,744
Average Spent	\$2,973.18	\$4,054.28	\$4,420.93
Spending Potential Index	79	107	117
Food at Home: Total \$	\$36,782,513	\$294,632,454	\$513,130,215
Average Spent	\$5,740.09	\$7,384.64	\$7,931.90
Spending Potential Index	84	109	117
Food Away from Home: Total \$	\$20,733,422	\$167,720,573	\$292,232,705
Average Spent	\$3,235.55	\$4,203.73	\$4,517.29
Spending Potential Index	87	113	121
Health Care: Total \$	\$34,707,977	\$301,520,733	\$532,284,421
Average Spent	\$5,416.35	\$7,557.29	\$8,227.98
Spending Potential Index	74	103	112
HH Furnishings & Equipment: Total \$	\$15,054,484	\$128,622,234	\$227,106,437
Average Spent	\$2,349.33	\$3,223.78	\$3,510.58
Spending Potential Index	79	109	119
Personal Care Products & Services: Total \$	\$5,144,525	\$42,422,708	\$74,347,287
Average Spent	\$802.83	\$1,063.28	\$1,149.25
Spending Potential Index	84	111	120
Shelter: Total \$	\$142,246,880	\$1,119,878,162	\$1,953,811,227
Average Spent	\$22,198.33	\$28,068.53	\$30,201.74
Spending Potential Index	90	113	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,683,022	\$129,512,964	\$232,337,275
Average Spent	\$2,135.30	\$3,246.10	\$3,591.44
Spending Potential Index	68	104	115
Travel: Total \$	\$11,737,610	\$100,245,332	\$177,920,231
Average Spent	\$1,831.71	\$2,512.54	\$2,750.27
Spending Potential Index	81	112	122
Vehicle Maintenance & Repairs: Total \$	\$6,917,796	\$56,691,568	\$98,833,671
Average Spent	\$1,079.56	\$1,420.91	\$1,527.76
Spending Potential Index	82	108	117

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.