



Retail Market Potential

Corona city, CA (0616350)
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 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		157,920	160,289
Population 18+		116,855	119,620
Households		48,773	49,603
Median Household Income		\$96,623	\$107,623

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	65,758	56.3%	103
Bought any women's clothing in last 12 months	59,064	50.5%	104
Bought any shoes in last 12 months	87,190	74.6%	103
Bought any fine jewelry in last 12 months	23,261	19.9%	104
Bought a watch in last 12 months	17,989	15.4%	108
Automobiles (Households)			
HH owns/leases any vehicle	44,792	91.8%	103
HH bought/leased new vehicle last 12 months	5,486	11.2%	117
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	106,038	90.7%	102
Bought/changed motor oil in last 12 months	55,538	47.5%	100
Had tune-up in last 12 months	30,124	25.8%	105
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	47,065	40.3%	102
Drank beer/ale in last 6 months	48,883	41.8%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	11,239	9.6%	98
Own digital SLR camera/camcorder	13,049	11.2%	114
Printed digital photos in last 12 months	30,886	26.4%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	39,439	33.8%	103
Have a smartphone	110,448	94.5%	103
Have a smartphone: Android phone (any brand)	43,780	37.5%	94
Have a smartphone: Apple iPhone	67,909	58.1%	110
Number of cell phones in household: 1	11,011	22.6%	74
Number of cell phones in household: 2	17,635	36.2%	94
Number of cell phones in household: 3+	19,536	40.1%	138
HH has cell phone only (no landline telephone)	33,317	68.3%	102
Computers (Households)			
HH owns a computer	40,983	84.0%	103
HH owns desktop computer	19,178	39.3%	104
HH owns laptop/notebook	33,760	69.2%	105
HH owns any Apple/Mac brand computer	13,190	27.0%	121
HH owns any PC/non-Apple brand computer	32,637	66.9%	101
HH purchased most recent computer in a store	18,650	38.2%	103
HH purchased most recent computer online	11,504	23.6%	105
HH spent \$1-\$499 on most recent home computer	6,924	14.2%	92
HH spent \$500-\$999 on most recent home computer	9,342	19.2%	101
HH spent \$1,000-\$1,499 on most recent home computer	6,579	13.5%	112
HH spent \$1,500-\$1,999 on most recent home computer	2,847	5.8%	111
HH spent \$2,000+ on most recent home computer	2,513	5.2%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	72,136	61.7%	98
Bought brewed coffee at convenience store in last 30 days	14,688	12.6%	101
Bought cigarettes at convenience store in last 30 days	5,931	5.1%	71
Bought gas at convenience store in last 30 days	39,999	34.2%	91
Spent at convenience store in last 30 days: \$1-19	9,618	8.2%	108
Spent at convenience store in last 30 days: \$20-\$39	12,705	10.9%	106
Spent at convenience store in last 30 days: \$40-\$50	9,100	7.8%	91
Spent at convenience store in last 30 days: \$51-\$99	6,914	5.9%	98
Spent at convenience store in last 30 days: \$100+	21,858	18.7%	92
Entertainment (Adults)			
Attended a movie in last 6 months	60,836	52.1%	109
Went to live theater in last 12 months	12,425	10.6%	106
Went to a bar/night club in last 12 months	20,246	17.3%	102
Dined out in last 12 months	59,296	50.7%	100
Gambled at a casino in last 12 months	14,150	12.1%	106
Visited a theme park in last 12 months	21,835	18.7%	130
Viewed movie (video-on-demand) in last 30 days	17,285	14.8%	114
Viewed TV show (video-on-demand) in last 30 days	11,121	9.5%	112
Watched any pay-per-view TV in last 12 months	8,394	7.2%	112
Downloaded a movie over the Internet in last 30 days	10,064	8.6%	113
Downloaded any individual song in last 6 months	23,822	20.4%	104
Used internet to watch a movie online in the last 30 days	44,838	38.4%	112
Used internet to watch a TV program online in last 30 days	27,260	23.3%	106
Played a video/electronic game (console) in last 12 months	13,970	12.0%	102
Played a video/electronic game (portable) in last 12 months	6,966	6.0%	100
Financial (Adults)			
Have home mortgage (1st)	46,913	40.1%	111
Used ATM/cash machine in last 12 months	73,031	62.5%	104
Own any stock	15,217	13.0%	108
Own U.S. savings bond	6,732	5.8%	93
Own shares in mutual fund (stock)	13,157	11.3%	101
Own shares in mutual fund (bonds)	8,286	7.1%	101
Have interest checking account	40,543	34.7%	98
Have non-interest checking account	40,695	34.8%	98
Have savings account	81,624	69.9%	102
Have 401K retirement savings plan	27,970	23.9%	110
Own/used any credit/debit card in last 12 months	105,044	89.9%	101
Avg monthly credit card expenditures: \$1-110	13,169	11.3%	94
Avg monthly credit card expenditures: \$111-\$225	9,124	7.8%	99
Avg monthly credit card expenditures: \$226-\$450	10,092	8.6%	98
Avg monthly credit card expenditures: \$451-\$700	9,592	8.2%	102
Avg monthly credit card expenditures: \$701-\$1,000	8,972	7.7%	102
Avg monthly credit card expenditures: \$1001-2000	13,198	11.3%	113
Avg monthly credit card expenditures: \$2001+	11,758	10.1%	113
Did banking online in last 12 months	64,406	55.1%	104
Did banking on mobile device in last 12 months	52,726	45.1%	108

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Grocery (Adults)			
HH used bread in last 6 months	46,312	95.0%	100
HH used chicken (fresh or frozen) in last 6 months	34,508	70.8%	103
HH used turkey (fresh or frozen) in last 6 months	6,794	13.9%	96
HH used fish/seafood (fresh or frozen) in last 6 months	30,025	61.6%	106
HH used fresh fruit/vegetables in last 6 months	43,329	88.8%	102
HH used fresh milk in last 6 months	41,034	84.1%	101
HH used organic food in last 6 months	14,051	28.8%	115
Health (Adults)			
Exercise at home 2+ times per week	50,000	42.8%	106
Exercise at club 2+ times per week	18,359	15.7%	115
Visited a doctor in last 12 months	91,696	78.5%	99
Used vitamin/dietary supplement in last 6 months	71,967	61.6%	101
Home (Households)			
HH did any home improvement in last 12 months	17,150	35.2%	103
HH used any maid/professional cleaning service in last 12 months	10,866	22.3%	109
HH purchased low ticket HH furnishings in last 12 months	10,305	21.1%	98
HH purchased big ticket HH furnishings in last 12 months	13,032	26.7%	102
HH bought any small kitchen appliance in last 12 months	12,872	26.4%	104
HH bought any large kitchen appliance in last 12 months	7,984	16.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	55,629	47.6%	99
Carry medical/hospital/accident insurance	93,299	79.8%	98
Carry homeowner/personal property insurance	65,503	56.1%	99
Carry renter's insurance	11,982	10.3%	96
HH has auto insurance: 1 vehicle in household covered	12,928	26.5%	90
HH has auto insurance: 2 vehicles in household covered	16,491	33.8%	109
HH has auto insurance: 3+ vehicles in household covered	13,035	26.7%	107
Pets (Households)			
Household owns any pet	25,855	53.0%	101
Household owns any cat	9,210	18.9%	82
Household owns any dog	20,368	41.8%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	35,045	30.0%	85
Buy based on quality not price	19,920	17.0%	99
Buy on credit rather than wait	15,151	13.0%	98
Only use coupons brands: usually buy	14,689	12.6%	92
Will pay more for environmentally safe products	16,746	14.3%	105
Buy based on price not brands	32,147	27.5%	96
Am interested in how to help the environment	24,710	21.1%	103
Reading (Adults)			
Bought digital book in last 12 months	21,108	18.1%	104
Bought hardcover book in last 12 months	28,616	24.5%	100
Bought paperback book in last 12 month	36,697	31.4%	101
Read any daily newspaper (paper version)	13,832	11.8%	77
Read any digital newspaper in last 30 days	60,798	52.0%	105
Read any magazine (paper/electronic version) in last 6 months	104,577	89.5%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	80,341	68.8%	103
Went to family restaurant/steak house: 4+ times a month	24,068	20.6%	99
Went to fast food/drive-in restaurant in last 6 months	107,609	92.1%	102
Went to fast food/drive-in restaurant 9+ times/month	47,259	40.4%	107
Fast food restaurant last 6 months: eat in	27,335	23.4%	103
Fast food restaurant last 6 months: home delivery	16,262	13.9%	120
Fast food restaurant last 6 months: take-out/drive-thru	66,100	56.6%	101
Fast food restaurant last 6 months: take-out/walk-in	27,792	23.8%	112
Television & Electronics (Adults/Households)			
Own any tablet	69,536	59.5%	106
Own any e-reader	14,311	12.2%	100
Own e-reader/tablet: iPad	46,374	39.7%	114
HH has Internet connectable TV	21,833	44.8%	105
Own any portable MP3 player	17,203	14.7%	108
HH owns 1 TV	8,667	17.8%	91
HH owns 2 TVs	12,210	25.0%	91
HH owns 3 TVs	11,134	22.8%	103
HH owns 4+ TVs	11,693	24.0%	115
HH subscribes to cable TV	18,119	37.1%	100
HH subscribes to fiber optic	3,304	6.8%	125
HH owns portable GPS navigation device	9,238	18.9%	92
HH purchased video game system in last 12 months	5,109	10.5%	135
HH owns any Internet video device for TV	23,811	48.8%	108
Travel (Adults)			
Took domestic trip in continental US last 12 months	64,643	55.3%	104
Took 3+ domestic non-business trips in last 12 months	15,700	13.4%	107
Spent on domestic vacations in last 12 months: \$1-999	14,127	12.1%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,183	7.0%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,808	4.1%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,575	3.9%	104
Spent on domestic vacations in last 12 months: \$3,000+	9,158	7.8%	123
Domestic travel in last 12 months: used general travel website	7,937	6.8%	114
Took foreign trip (including Alaska and Hawaii) in last 3 years	45,785	39.2%	118
Took 3+ foreign trips by plane in last 3 years	11,787	10.1%	127
Spent on foreign vacations in last 12 months: \$1-999	9,463	8.1%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,785	5.0%	128
Spent on foreign vacations in last 12 months: \$3,000+	8,625	7.4%	123
Foreign travel in last 3 years: used general travel website	9,265	7.9%	122
Nights spent in hotel/motel in last 12 months: any	55,267	47.3%	104
Took cruise of more than one day in last 3 years	14,473	12.4%	115
Member of any frequent flyer program	33,554	28.7%	116
Member of any hotel rewards program	32,543	27.8%	108

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