



Retail Demand Outlook

Corona city, CA (0616350)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	16.4%	Population	157,920	160,289
Boomburbs (1C)	16.0%	Households	48,773	49,603
Urban Villages (7B)	11.1%	Families	39,218	39,867
Professional Pride (1B)	10.4%	Median Age	34.2	35.9
Family Extensions (13B)	6.6%	Median Household Income	\$96,623	\$107,623
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$137,069,756	\$163,150,384	\$26,080,628
Men's		\$26,762,303	\$31,855,557	\$5,093,254
Women's		\$47,149,206	\$56,120,897	\$8,971,691
Children's		\$21,408,675	\$25,480,859	\$4,072,184
Footwear		\$31,868,030	\$37,935,244	\$6,067,214
Watches & Jewelry		\$7,802,223	\$9,283,079	\$1,480,856
Apparel Products and Services (1)		\$3,274,359	\$3,897,009	\$622,650
Computer				
Computers and Hardware for Home Use		\$11,429,466	\$13,608,661	\$2,179,195
Portable Memory		\$282,058	\$335,819	\$53,761
Computer Software		\$630,290	\$750,496	\$120,206
Computer Accessories		\$1,134,338	\$1,349,355	\$215,017
Entertainment & Recreation		\$202,847,348	\$241,431,931	\$38,584,583
Fees and Admissions		\$50,612,815	\$60,227,121	\$9,614,306
Membership Fees for Clubs (2)		\$16,451,451	\$19,575,973	\$3,124,522
Fees for Participant Sports, excl. Trips		\$8,118,547	\$9,659,141	\$1,540,594
Tickets to Theatre/Operas/Concerts		\$5,119,489	\$6,091,431	\$971,942
Tickets to Movies		\$3,998,608	\$4,760,010	\$761,402
Tickets to Parks or Museums		\$2,391,671	\$2,847,600	\$455,929
Admission to Sporting Events, excl. Trips		\$4,375,801	\$5,207,097	\$831,296
Fees for Recreational Lessons		\$10,094,621	\$12,011,373	\$1,916,752
Dating Services		\$62,628	\$74,495	\$11,867
TV/Video/Audio		\$71,541,704	\$85,156,282	\$13,614,578
Cable and Satellite Television Services		\$47,217,457	\$56,203,429	\$8,985,972
Televisions		\$7,467,344	\$8,887,028	\$1,419,684
Satellite Dishes		\$101,796	\$121,079	\$19,283
VCRs, Video Cameras, and DVD Players		\$320,680	\$381,825	\$61,145
Miscellaneous Video Equipment		\$891,572	\$1,060,710	\$169,138
Video Cassettes and DVDs		\$500,407	\$595,637	\$95,230
Video Game Hardware/Accessories		\$1,830,638	\$2,179,223	\$348,585
Video Game Software		\$1,012,026	\$1,204,900	\$192,874
Rental/Streaming/Downloaded Video		\$4,721,699	\$5,620,441	\$898,742
Installation of Televisions		\$59,150	\$70,503	\$11,353
Audio (3)		\$7,276,432	\$8,661,697	\$1,385,265
Rental and Repair of TV/Radio/Sound Equipment		\$142,502	\$169,810	\$27,308
Pets		\$43,351,349	\$51,607,733	\$8,256,384
Toys/Games/Crafts/Hobbies (4)		\$7,466,839	\$8,886,515	\$1,419,676
Recreational Vehicles and Fees (5)		\$6,825,508	\$8,120,323	\$1,294,815
Sports/Recreation/Exercise Equipment (6)		\$11,785,585	\$14,026,643	\$2,241,058
Photo Equipment and Supplies (7)		\$3,131,712	\$3,727,456	\$595,744
Reading (8)		\$6,271,783	\$7,464,607	\$1,192,824
Catered Affairs (9)		\$1,876,216	\$2,234,498	\$358,282
Food		\$594,298,024	\$707,528,573	\$113,230,549
Food at Home		\$343,835,103	\$409,334,409	\$65,499,306
Bakery and Cereal Products		\$43,604,916	\$51,907,354	\$8,302,438
Meats, Poultry, Fish, and Eggs		\$73,922,992	\$88,008,756	\$14,085,764
Dairy Products		\$34,504,910	\$41,078,966	\$6,574,056
Fruits and Vegetables		\$67,723,268	\$80,628,650	\$12,905,382
Snacks and Other Food at Home (10)		\$124,079,016	\$147,710,683	\$23,631,667
Food Away from Home		\$250,462,921	\$298,194,164	\$47,731,243
Alcoholic Beverages		\$40,419,276	\$48,114,428	\$7,695,152

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,822,843,195	\$2,168,845,642	\$346,002,447
Value of Retirement Plans	\$6,381,566,328	\$7,590,216,707	\$1,208,650,379
Value of Other Financial Assets	\$488,264,155	\$580,971,029	\$92,706,874
Vehicle Loan Amount excluding Interest	\$186,221,325	\$221,627,262	\$35,405,937
Value of Credit Card Debt	\$177,563,422	\$211,388,050	\$33,824,628
Health			
Nonprescription Drugs	\$9,119,453	\$10,858,180	\$1,738,727
Prescription Drugs	\$18,367,103	\$21,856,599	\$3,489,496
Eyeglasses and Contact Lenses	\$5,880,347	\$6,997,265	\$1,116,918
Home			
Mortgage Payment and Basics (11)	\$728,435,725	\$866,795,216	\$138,359,491
Maintenance and Remodeling Services	\$189,782,096	\$225,831,435	\$36,049,339
Maintenance and Remodeling Materials (12)	\$39,229,280	\$46,683,536	\$7,454,256
Utilities, Fuel, and Public Services	\$307,273,887	\$365,773,719	\$58,499,832
Household Furnishings and Equipment			
Household Textiles (13)	\$6,573,201	\$7,824,473	\$1,251,272
Furniture	\$40,992,719	\$48,779,640	\$7,786,921
Rugs	\$1,986,138	\$2,363,029	\$376,891
Major Appliances (14)	\$24,661,952	\$29,348,200	\$4,686,248
Housewares (15)	\$5,537,545	\$6,588,296	\$1,050,751
Small Appliances	\$3,439,810	\$4,096,448	\$656,638
Luggage	\$1,120,327	\$1,333,293	\$212,966
Telephones and Accessories	\$6,268,139	\$7,455,600	\$1,187,461
Household Operations			
Child Care	\$38,514,971	\$45,834,697	\$7,319,726
Lawn and Garden (16)	\$30,338,958	\$36,098,884	\$5,759,926
Moving/Storage/Freight Express	\$5,012,745	\$5,972,127	\$959,382
Housekeeping Supplies (17)	\$48,638,264	\$57,888,818	\$9,250,554
Insurance			
Owners and Renters Insurance	\$38,051,062	\$45,270,251	\$7,219,189
Vehicle Insurance	\$118,825,509	\$141,452,401	\$22,626,892
Life/Other Insurance	\$37,262,374	\$44,332,615	\$7,070,241
Health Insurance	\$250,444,975	\$298,053,536	\$47,608,561
Personal Care Products (18)	\$31,952,513	\$38,034,584	\$6,082,071
School Books and Supplies (19)	\$8,753,084	\$10,421,575	\$1,668,491
Smoking Products	\$20,003,657	\$23,821,021	\$3,817,364
Transportation			
Payments on Vehicles excluding Leases	\$168,155,808	\$200,123,417	\$31,967,609
Gasoline and Motor Oil	\$156,543,828	\$186,433,588	\$29,889,760
Vehicle Maintenance and Repairs	\$69,448,745	\$82,656,620	\$13,207,875
Travel			
Airline Fares	\$43,238,309	\$51,466,564	\$8,228,255
Lodging on Trips	\$46,140,316	\$54,902,917	\$8,762,601
Auto/Truck Rental on Trips	\$3,755,174	\$4,469,024	\$713,850
Food and Drink on Trips	\$39,202,619	\$46,657,888	\$7,455,269

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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