



# Retail Demand Outlook

Corona city, CA (0616350)  
 Corona city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	16.8%	Population	158,567	160,941
Boomburbs (1C)	15.9%	Households	49,087	49,912
Urban Villages (7B)	11.0%	Families	39,291	39,922
Professional Pride (1B)	10.3%	Median Age	34.4	36.1
Family Extensions (13B)	6.6%	Median Household Income	\$100,947	\$108,546
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$129,381,508	\$149,473,252	\$20,091,744
Men's		\$24,477,427	\$28,277,767	\$3,800,340
Women's		\$43,962,883	\$50,794,206	\$6,831,323
Children's		\$20,082,101	\$23,202,004	\$3,119,903
Footwear		\$29,139,490	\$33,660,392	\$4,520,902
Watches & Jewelry		\$9,277,647	\$10,718,146	\$1,440,499
Apparel Products and Services (1)		\$2,441,960	\$2,820,737	\$378,777
<b>Computer</b>				
Computers and Hardware for Home Use		\$15,706,986	\$18,149,923	\$2,442,937
Portable Memory		\$266,077	\$307,466	\$41,389
Computer Software		\$837,800	\$968,166	\$130,366
Computer Accessories		\$1,456,114	\$1,682,223	\$226,109
<b>Entertainment &amp; Recreation</b>		\$216,530,136	\$250,191,959	\$33,661,823
Fees and Admissions		\$43,622,786	\$50,406,424	\$6,783,638
Membership Fees for Clubs (2)		\$16,514,419	\$19,081,544	\$2,567,125
Fees for Participant Sports, excl. Trips		\$7,363,900	\$8,509,182	\$1,145,282
Tickets to Theatre/Operas/Concerts		\$3,120,565	\$3,604,973	\$484,408
Tickets to Movies		\$1,807,997	\$2,088,823	\$280,826
Tickets to Parks or Museums		\$1,784,775	\$2,063,032	\$278,257
Admission to Sporting Events, excl. Trips		\$3,286,103	\$3,796,896	\$510,793
Fees for Recreational Lessons		\$9,692,911	\$11,201,804	\$1,508,893
Dating Services		\$52,114	\$60,169	\$8,055
TV/Video/Audio		\$74,987,693	\$86,627,728	\$11,640,035
Cable and Satellite Television Services		\$45,486,807	\$52,540,775	\$7,053,968
Televisions		\$8,571,122	\$9,902,530	\$1,331,408
Satellite Dishes		\$102,774	\$118,735	\$15,961
VCRs, Video Cameras, and DVD Players		\$310,145	\$358,497	\$48,352
Miscellaneous Video Equipment		\$712,683	\$823,337	\$110,654
Video Cassettes and DVDs		\$393,828	\$454,923	\$61,095
Video Game Hardware/Accessories		\$2,326,252	\$2,687,451	\$361,199
Video Game Software		\$1,130,157	\$1,305,821	\$175,664
Rental/Streaming/Downloaded Video		\$7,567,016	\$8,743,727	\$1,176,711
Installation of Televisions		\$99,795	\$115,301	\$15,506
Audio (3)		\$8,152,028	\$9,420,515	\$1,268,487
Rental and Repair of TV/Radio/Sound Equipment		\$135,085	\$156,115	\$21,030
Pets		\$50,739,703	\$58,637,885	\$7,898,182
Toys/Games/Crafts/Hobbies (4)		\$9,208,435	\$10,640,072	\$1,431,637
Recreational Vehicles and Fees (5)		\$8,245,321	\$9,528,665	\$1,283,344
Sports/Recreation/Exercise Equipment (6)		\$17,893,184	\$20,678,599	\$2,785,415
Photo Equipment and Supplies (7)		\$2,761,342	\$3,190,872	\$429,530
Reading (8)		\$7,148,744	\$8,259,390	\$1,110,646
Catered Affairs (9)		\$1,922,927	\$2,222,323	\$299,396
<b>Food</b>		\$610,825,952	\$705,704,465	\$94,878,513
Food at Home		\$388,146,158	\$448,433,373	\$60,287,215
Bakery and Cereal Products		\$49,405,964	\$57,078,003	\$7,672,039
Meats, Poultry, Fish, and Eggs		\$84,085,009	\$97,142,683	\$13,057,674
Dairy Products		\$37,431,188	\$43,245,654	\$5,814,466
Fruits and Vegetables		\$77,342,302	\$89,358,240	\$12,015,938
Snacks and Other Food at Home (10)		\$139,881,695	\$161,608,793	\$21,727,098
Food Away from Home		\$222,679,794	\$257,271,092	\$34,591,298
Alcoholic Beverages		\$39,293,713	\$45,404,804	\$6,111,091

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$2,195,866,125	\$2,537,143,697	\$341,277,572
Value of Retirement Plans	\$7,958,633,639	\$9,195,884,021	\$1,237,250,382
Value of Other Financial Assets	\$499,244,782	\$576,979,033	\$77,734,251
Vehicle Loan Amount excluding Interest	\$218,523,202	\$252,478,670	\$33,955,468
Value of Credit Card Debt	\$180,639,375	\$208,732,222	\$28,092,847
<b>Health</b>			
Nonprescription Drugs	\$9,290,922	\$10,733,455	\$1,442,533
Prescription Drugs	\$18,528,856	\$21,401,092	\$2,872,236
Eyeglasses and Contact Lenses	\$5,993,073	\$6,923,728	\$930,655
<b>Home</b>			
Mortgage Payment and Basics (11)	\$794,506,309	\$918,092,669	\$123,586,360
Maintenance and Remodeling Services	\$229,329,684	\$264,996,190	\$35,666,506
Maintenance and Remodeling Materials (12)	\$44,620,996	\$51,564,193	\$6,943,197
Utilities, Fuel, and Public Services	\$323,825,146	\$374,067,129	\$50,241,983
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$7,132,122	\$8,239,824	\$1,107,702
Furniture	\$48,058,092	\$55,525,888	\$7,467,796
Rugs	\$2,317,094	\$2,677,247	\$360,153
Major Appliances (14)	\$30,531,113	\$35,274,853	\$4,743,740
Housewares (15)	\$6,460,856	\$7,464,769	\$1,003,913
Small Appliances	\$4,339,559	\$5,014,088	\$674,529
Luggage	\$867,055	\$1,001,754	\$134,699
Telephones and Accessories	\$6,134,278	\$7,087,401	\$953,123
<b>Household Operations</b>			
Child Care	\$33,105,891	\$38,272,965	\$5,167,074
Lawn and Garden (16)	\$37,267,776	\$43,058,755	\$5,790,979
Moving/Storage/Freight Express	\$5,323,782	\$6,150,890	\$827,108
Housekeeping Supplies (17)	\$52,592,562	\$60,755,382	\$8,162,820
<b>Insurance</b>			
Owners and Renters Insurance	\$43,221,727	\$49,935,585	\$6,713,858
Vehicle Insurance	\$125,335,204	\$144,775,945	\$19,440,741
Life/Other Insurance	\$38,423,319	\$44,391,129	\$5,967,810
Health Insurance	\$270,592,758	\$312,604,324	\$42,011,566
Personal Care Products (18)	\$32,700,796	\$37,780,621	\$5,079,825
School Books and Supplies (19)	\$7,989,910	\$9,231,639	\$1,241,729
Smoking Products	\$20,593,706	\$23,785,968	\$3,192,262
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$175,306,616	\$202,538,714	\$27,232,098
Gasoline and Motor Oil	\$147,595,147	\$170,532,733	\$22,937,586
Vehicle Maintenance and Repairs	\$75,286,453	\$86,976,682	\$11,690,229
<b>Travel</b>			
Airline Fares	\$29,145,019	\$33,680,251	\$4,535,232
Lodging on Trips	\$42,582,949	\$49,208,649	\$6,625,700
Auto/Truck Rental on Trips	\$4,774,933	\$5,517,626	\$742,693
Food and Drink on Trips	\$33,111,749	\$38,261,434	\$5,149,685

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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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