



# CITY OF Colton CALIFORNIA



## 2018 Market Demographics

CATEGORY	0-3 MILE	0-5 MILES	0-10 MILES
<b>POPULATION</b>			
2018 Estimated Population	111,562	309,369	1,046,237
2023 Estimated Population	114,648	318,361	1,079,011
2018-23 Increase Population (Est.)	3,086	8,992	32,774
<b>ETHNICITY</b>			
White Only Ethnicity	46.73%	45.19%	47.70%
Black or African American	7.81%	9.84%	9.73%
Hispanic or Latino	77.64%	73.79%	64.22%
Asian	3.18%	4.20%	5.90%
<b>AGE DISTRIBUTION &amp; FAMILY</b>			
Ages 17 & Under	30.02%	29.95%	27.72%
Ages 18-34	26.48%	26.78%	27.11%
Ages 35-54	24.62%	24.49%	24.95%
Ages 55 and better	18.88%	18.78%	20.22%
Median Age	30.7	30.6	31.7
Number of Households	30,693	82,032	291,889
<b>EDUCATION (ADULTS 25+)</b>			
High School or GED	28.02%	27.88%	26.95%
Some College	20.94%	20.31%	22.70%
Associates	5.89%	5.79%	6.67%
Bachelor's Master's, Prof. or PhD	10.26%	11.56%	16.55%
<b>INCOME</b>			
HH < 35,000	39.56%	40.15%	32.40%
HH 35,000-50,000	16.30%	15.46%	13.53%
HH 50,000-75,000	19.71%	18.04%	18.08%
HH >75,000	24.44%	26.36%	35.98%
Median Household Income	\$44,120	\$44,117	\$55,044
Average Household Income	\$57,245	\$58,728	\$72,505

To receive additional information regarding the retail opportunities in the City of Colton, please contact: Mr. Art Morgan at (909) 370-6170 or by email at [amorgan@coltonca.gov](mailto:amorgan@coltonca.gov)

NOTE: Ethnicity calculations do not equal 100% due to multi-ethnic classification by Census Bureau  
 SOURCES: US Census Bureau, Environics Analytics, American Community Survey, California Transportation Department, Development Management Group, Inc.

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**3 LOCATIONS!**



The City of Colton is located at the intersection of Interstate 10 & 215 offering a centralized location to the core of the Inland Empire.

**Retail Opportunities (Estimated 2018 Consumer Expenditures)  
(Centroid: I-10 & Rancho Avenue Colton, CA)**

RETAIL CATEGORY	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS
Total Retail Demand	\$2.149 Billion	\$ 4.80 Billion	\$14.54 Billion
Motor Vehicle Sales	\$443.73 MM	\$923.53 MM	\$ 2.73 Billion
Automotive Parts	\$ 41.59 MM	\$ 86.55 MM	\$255.92 MM
Home Furnishings	\$ 40.88 MM	\$ 53.08 MM	\$141.50 MM
Electronics	\$ 14.89 MM	\$ 65.27 MM	\$179.81 MM
Building Materials	\$117.88 MM	\$243.15 MM	\$ 1.02 Billion
Food/Beverage (Grocery)	\$350.15 MM	\$702.65 MM	\$ 2.30 Billion
Specialty Foods	\$ 4.43 MM	\$ 8.86 MM	\$ 27.74 MM
Pharmacies & Drug (w/HABA)	\$ 97.12 MM	\$186.51 MM	\$680.82 MM
Gasoline Stations	\$169.88 MM	\$442.52 MM	\$ 1.54 Billion
Clothing	\$ 78.21 MM	\$167.57 MM	\$490.77 MM
Sporting Goods	\$ 14.04 MM	\$ 38.13 MM	\$183.21 MM
Office Supplies	\$ 3.93 MM	\$ 14.98 MM	\$ 54.52 MM
Full-Service Restaurants	\$ 71.86 MM	\$172.45 MM	\$565.40 MM
Limited Service Restaurants	\$114.04 MM	\$273.05 MM	\$849.46 MM

**Traffic Counts from Interstate 10 & 215 (Measured-2016)**

LOCATION	PEAK HOUR	PEAK DAILY	AVERAGE DAILY
I-10 & Pepper	13,300	202,000	197,000
I-10 & Rancho	13,500	203,000	198,000
I-10 & La Cadena/9th	13,500	204,000	200,000
I-10 & Mt. Vernon	13,800	208,000	204,000
I-215 & Mt. Vernon/Washington	11,700	161,000	157,000

COLTON MEANS BUSINESS.