



# CITY OF Colton CALIFORNIA



## 2017 Market Demographics

CATEGORY	0-3 MILE	0-5 MILES	0-10 MILES
<b>POPULATION</b>			
2017 Estimated Population	109,352	308,204	1,043,110
2022 Estimated Population	112,873	318,535	1,079,912
2017-22 Increase Population (Est.)	3,521	10,331	36,802
<b>ETHNICITY</b>			
White Only Ethnicity	46.84%	45.30%	47.86%
Black or African American	7.88%	9.91%	9.81%
Hispanic or Latino	77.21%	73.39%	63.72%
Asian	3.21%	4.20%	5.87%
<b>AGE DISTRIBUTION &amp; FAMILY</b>			
Ages 17 & Under	30.29%	30.17%	28.00%
Ages 18-34	26.69%	27.02%	27.36%
Ages 35-54	24.55%	24.45%	27.36%
Ages 55 and better	18.48%	18.35%	19.72%
Median Age	30.5	30.5	31.5
Number of Households	30,032	81,812	291,152
<b>EDUCATION (ADULTS 25+)</b>			
High School or GED	27.70%	27.31%	26.57%
Some College	20.14%	20.28%	22.71%
Associates	6.22%	6.05%	6.80%
Bachelor's Master's, Prof. or PhD	9.58%	11.24%	16.27%
<b>INCOME</b>			
HH < 35,000	42.84%	42.48%	34.44%
HH 35,000-50,000	16.46%	15.54%	14.17%
HH 50,000-75,000	18.40%	17.88%	18.33%
HH >75,000	22.30%	24.11%	33.06%
Median Household Income	\$41,522	\$42,262	\$51,887
Average Household Income	\$54,074	\$56,011	\$68,287

To receive additional information regarding the retail opportunities in the City of Colton, please contact: 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-Claritas, American Community Survey, California Transportation Department, Development Management Group, Inc.

CITY OF  
**Colton**  
CALIFORNIA



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

**Smart&Final**

**NOW OPEN!**



**STARBUCKS**

**3 LOCATIONS!**



**Retail Opportunities (Estimated 2017 Consumer Expenditures)  
(Centroid: I-10 & Rancho Avenue Colton, CA)**

RETAIL CATEGORY	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS
Total Retail Demand	\$1.281 Billion	\$3.550 Billion	\$13.630 Billion
Motor Vehicle Sales	\$216.86 MM	\$605.58 MM	\$2.36 Billion
Automotive Parts	\$ 20.24 MM	\$ 55.66 MM	\$211.40 MM
Home Furnishings	\$ 22.93 MM	\$ 63.50 MM	\$255.53 MM
Electronics	\$ 20.48 MM	\$ 56.93 MM	\$229.90 MM
Building Materials	\$120.17 MM	\$330.03 MM	\$1.314 Billion
Food/Beverage (Grocery)	\$188.43 MM	\$520.58 MM	\$1.915 Billion
Specialty Foods	\$ 6.76 MM	\$ 18.68 MM	\$ 67.86 MM
Pharmacies & Drug (w/HABA)	\$ 67.79 MM	\$186.88 MM	\$711.81 MM
Gasoline Stations	\$ 80.03 MM	\$220.18 MM	\$838.78 MM
Clothing	\$ 64.15 MM	\$180.37 MM	\$691.46 MM
Sporting Goods	\$ 20.94 MM	\$ 41.13 MM	\$157.04 MM
Office Supplies	\$ 11.54 MM	\$ 31.94 MM	\$123.38 MM
Full-Service Restaurants	\$ 70.15 MM	\$193.31 MM	\$770.58 MM
Limited Service Restaurants	\$ 50.40 MM	\$138.67 MM	\$544.60 MM

**Traffic Counts from Interstate 10 & 215 (Measured-2015)**

LOCATION	PEAK HOUR	PEAK DAILY	AVERAGE DAILY
I-10 & Pepper	13,300	202,000	198,000
I-10 & Rancho	13,500	203,000	200,000
I-10 & La Cadena/9th	13,500	204,000	204,000
I-10 & Mt. Vernon	13,800	208,000	200,000
I-215 & Mt. Vernon/Washington	11,700	161,000	170,000

**COLTON MEANS BUSINESS.**