

Workforce Demographics

Over 50% of Covina's workforce has attended college, with more than one-quarter having completed an associates degree or better. The workforce is 60% white collar with overall approximately 30% in management, business, financial operations or professional occupations. These employees represent a considerable resource to firms seeking to locate in the city. Almost 50% of Covina's workforce commutes more than 30 minutes outside the community and would prefer to work closer to home. Four universities and two community colleges are within a five-mile radius.

Retail Demographics

Covina's 5-mile trade area is a market of almost half a million with a total retail demand of \$5.6 billion. The 3-mile trade area is similarly impressive, with a population of almost 190,000 and a \$2.4 billion dollar market. The City itself has retail sales of \$800 million and



outperforms both Los Angeles County and California with 134% and 124% greater sales per capita respectively.

The 5-mile trade area is seriously under-served in almost every category, with Electronics, Food & Beverage, Clothing, Sporting Goods, and General Merchandise among the most notable categories.

The trade area is affluent, with average household incomes of \$84,334 in the 5-mile trade area

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and \$80,872 in the 3-mile trade area. Consumers are overwhelmingly homeowners at over 66% and 68% in the 5-mile and 3-mile trade areas respectively. Family households predominate at almost 80% in the 5-mile trade area.

[Click here](#) to enlarge map.

Trade Area		One Mile	Three Mile	Five Mile
Population	2010	24,032	186,248	
	2015	24,803	192,495	460,102
	Increase	3.21%	3.35%	3.24%
Median Age		35.08	34.29	33.89
Income	Average Household Income	\$66,649	\$80,872	
	Median Household Income	\$55,007	\$66,670	\$68,701
	Per Capita Income	\$22,872	\$24,142	\$23,956
Family Households		70.71%	77.82%	79.98%
Household Size		2.91	3.34	3.50
Education	Attended College	54.29%	53.65%	
	Degree	27.79%	30.23%	31.28%
Employment	White Collar	61.36%	58.21%	

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Blue Collar	22.02%	24.43%	24.64%
Service and Farm	16.62%	17.36%	16.71%
Housing	Owner Occupied	46.92%	66.31%
Median Value	\$373,699	\$360,347	\$361,243

[Downtown and Citrus Avenue Retail Corridor Demographics](#)

More info