



The**Retail**Coach.®

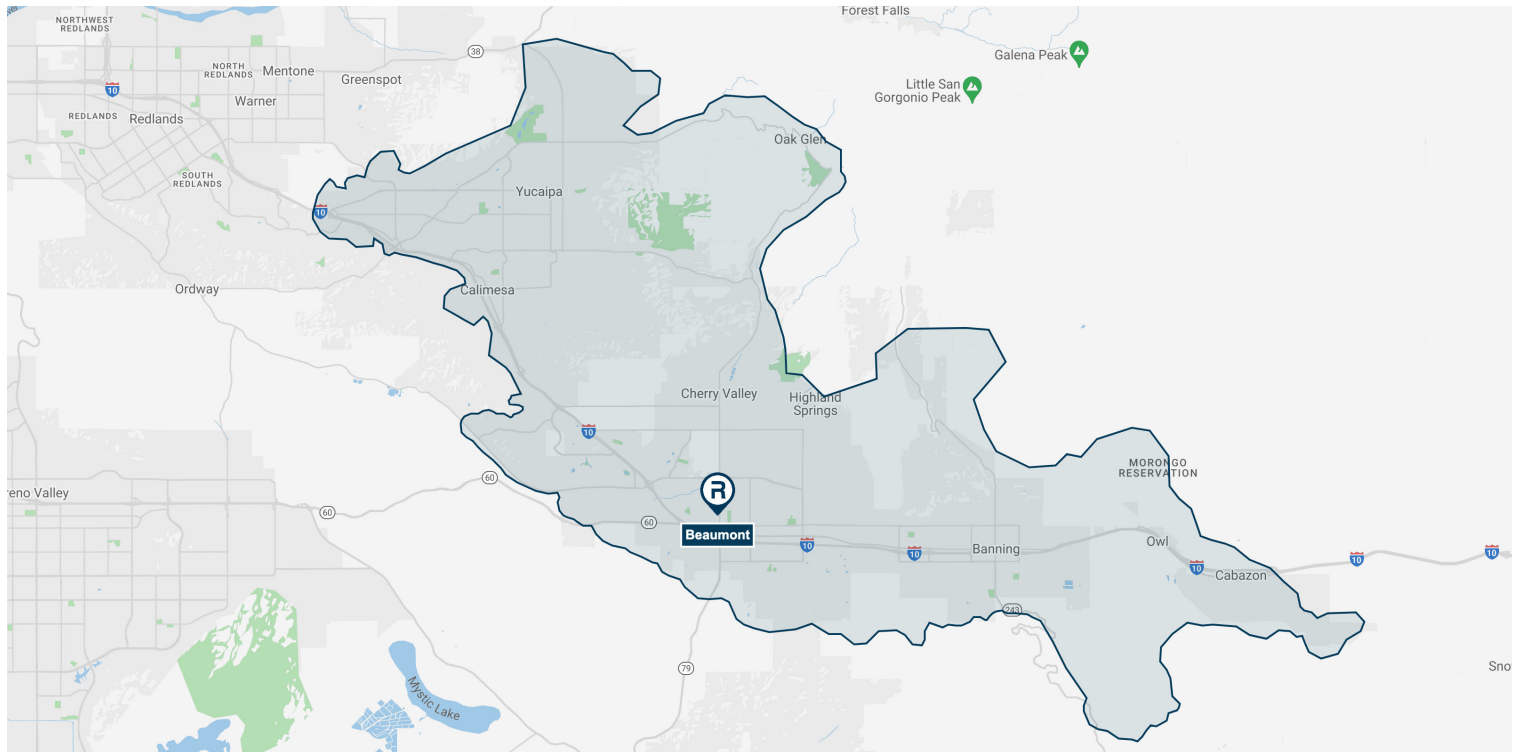
Primary Retail Trade Area Demographic Profile

BEAUMONT, CALIFORNIA

Prepared for City of Beaumont, CA
March 2023

Primary Retail Trade Area • Demographic Snapshot

Beaumont, California



Population

2020	159,144
2023	164,751
2028	173,037

Educational Attainment (%)

Graduate or Professional Degree	8.64%
Bachelors Degree	13.87%
Associate Degree	10.02%
Some College	25.41%
High School Graduate (GED)	28.76%
Some High School, No Degree	7.36%
Less than 9th Grade	5.95%

Income

Average HH	\$101,624
Median HH	\$78,807
Per Capita	\$35,939

Age

0 - 9 Years	12.13%
10 - 17 Years	10.09%
18 - 24 Years	8.46%
25 - 34 Years	13.21%
35 - 44 Years	12.13%
45 - 54 Years	10.86%
55 - 64 Years	11.43%
65 and Older	21.70%
Median Age	39.92
Average Age	41.36

Race Distribution (%)

White	51.20%
Black/African American	5.34%
American Indian/Alaskan	2.42%
Asian	5.67%
Native Hawaiian/Islander	0.19%
Other Race	19.87%
Two or More Races	15.31%
Hispanic	42.24%



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Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
Population		
2028 Projection	173,037	
2023 Estimate	164,751	
2020 Census	159,144	
2010 Census	135,955	
Growth 2023 - 2028		5.03%
Growth 2020 - 2023		3.52%
Growth 2010 - 2020		17.06%
2023 Est. Population by Single-Classification Race	164,751	
White Alone	84,344	51.20%
Black or African American Alone	8,804	5.34%
Amer. Indian and Alaska Native Alone	3,986	2.42%
Asian Alone	9,348	5.67%
Native Hawaiian and Other Pacific Island Alone	319	0.19%
Some Other Race Alone	32,732	19.87%
Two or More Races	25,218	15.31%
2023 Est. Population by Hispanic or Latino Origin	164,751	
Not Hispanic or Latino	95,164	57.76%
Hispanic or Latino	69,587	42.24%
Mexican	62,963	90.48%
Puerto Rican	788	1.13%
Cuban	821	1.18%
All Other Hispanic or Latino	5,015	7.21%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	69,587	
White Alone	15,693	22.55%
Black or African American Alone	562	0.81%
American Indian and Alaska Native Alone	2,059	2.96%
Asian Alone	379	0.55%
Native Hawaiian and Other Pacific Islander Alone	45	0.07%
Some Other Race Alone	31,767	45.65%
Two or More Races	19,081	27.42%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	9,348	
Chinese, except Taiwanese	1,142	12.22%
Filipino	4,027	43.08%
Japanese	260	2.78%
Asian Indian	876	9.37%
Korean	822	8.79%
Vietnamese	439	4.70%
Cambodian	148	1.58%
Hmong	538	5.75%
Laotian	137	1.47%
Thai	69	0.74%
All Other Asian Races Including 2+ Category	891	9.53%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	109,010	70.41%
Speak Asian/Pacific Island Language at Home	5,181	3.35%
Speak IndoEuropean Language at Home	3,295	2.13%
Speak Spanish at Home	36,471	23.56%
Speak Other Language at Home	855	0.55%

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	164,751	
Age 0 - 4	9,939	6.03%
Age 5 - 9	10,047	6.10%
Age 10 - 14	10,334	6.27%
Age 15 - 17	6,285	3.81%
Age 18 - 20	5,819	3.53%
Age 21 - 24	8,119	4.93%
Age 25 - 34	21,760	13.21%
Age 35 - 44	19,976	12.13%
Age 45 - 54	17,885	10.86%
Age 55 - 64	18,829	11.43%
Age 65 - 74	19,083	11.58%
Age 75 - 84	12,050	7.31%
Age 85 and over	4,624	2.81%
Age 16 and over	132,361	80.34%
Age 18 and over	128,146	77.78%
Age 21 and over	122,327	74.25%
Age 65 and over	35,756	21.70%
2023 Est. Median Age		39.92
2023 Est. Average Age		41.36
2023 Est. Population by Sex	164,751	
Male	80,854	49.08%
Female	83,897	50.92%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	80,854	
Age 0 - 4	5,128	6.34%
Age 5 - 9	5,113	6.32%
Age 10 - 14	5,282	6.53%
Age 15 - 17	3,216	3.98%
Age 18 - 20	3,040	3.76%
Age 21 - 24	4,207	5.20%
Age 25 - 34	11,218	13.87%
Age 35 - 44	9,985	12.35%
Age 45 - 54	8,778	10.86%
Age 55 - 64	8,982	11.11%
Age 65 - 74	8,650	10.70%
Age 75 - 84	5,310	6.57%
Age 85 and over	1,945	2.41%
2023 Est. Median Age, Male		38.10
2023 Est. Average Age, Male		40.37
2023 Est. Female Population by Age	83,897	
Age 0 - 4	4,811	5.73%
Age 5 - 9	4,934	5.88%
Age 10 - 14	5,052	6.02%
Age 15 - 17	3,069	3.66%
Age 18 - 20	2,779	3.31%
Age 21 - 24	3,912	4.66%
Age 25 - 34	10,542	12.57%
Age 35 - 44	9,992	11.91%
Age 45 - 54	9,107	10.86%
Age 55 - 64	9,847	11.74%
Age 65 - 74	10,433	12.44%
Age 75 - 84	6,740	8.03%
Age 85 and over	2,679	3.19%
2023 Est. Median Age, Female		41.77
2023 Est. Average Age, Female		42.33

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	40,713	30.28%
Males, Never Married	22,051	16.40%
Females, Never Married	18,662	13.88%
Married, Spouse present	61,370	45.65%
Married, Spouse absent	8,073	6.00%
Widowed	9,631	7.16%
Males Widowed	2,100	1.56%
Females Widowed	7,531	5.60%
Divorced	14,643	10.89%
Males Divorced	6,118	4.55%
Females Divorced	8,526	6.34%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,797	5.95%
Some High School, no diploma	8,410	7.36%
High School Graduate (or GED)	32,843	28.76%
Some College, no degree	29,014	25.41%
Associate Degree	11,438	10.02%
Bachelor's Degree	15,835	13.87%
Master's Degree	7,731	6.77%
Professional School Degree	1,219	1.07%
Doctorate Degree	919	0.81%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	9,494	24.01%
High School Graduate	12,021	30.40%
Some College or Associate's Degree	12,559	31.76%
Bachelor's Degree or Higher	5,465	13.82%
Households		
2028 Projection	60,289	
2023 Estimate	57,445	
2020 Census	55,489	
2010 Census	47,916	
Growth 2023 - 2028		4.95%
Growth 2020 - 2023		3.52%
Growth 2010 - 2020		15.81%
2023 Est. Households by Household Type	57,445	
Family Households	41,122	71.58%
Nonfamily Households	16,323	28.41%
2023 Est. Group Quarters Population	2,317	
2023 Households by Ethnicity, Hispanic/Latino	17,651	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	57,445	
Income < \$15,000	4,652	8.10%
Income \$15,000 - \$24,999	3,764	6.55%
Income \$25,000 - \$34,999	4,403	7.66%
Income \$35,000 - \$49,999	6,198	10.79%
Income \$50,000 - \$74,999	8,525	14.84%
Income \$75,000 - \$99,999	7,207	12.55%
Income \$100,000 - \$124,999	5,995	10.44%
Income \$125,000 - \$149,999	5,293	9.21%
Income \$150,000 - \$199,999	5,745	10.00%
Income \$200,000 - \$249,999	2,869	4.99%
Income \$250,000 - \$499,999	2,073	3.61%
Income \$500,000+	721	1.25%
2023 Est. Average Household Income		\$101,624
2023 Est. Median Household Income		\$78,807
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$78,227
Black or African American Alone		\$70,525
American Indian and Alaska Native Alone		\$68,891
Asian Alone		\$82,225
Native Hawaiian and Other Pacific Islander Alone		\$68,405
Some Other Race Alone		\$80,178
Two or More Races		\$83,923
Hispanic or Latino		\$80,506
Not Hispanic or Latino		\$77,988
2023 Est. Family HH Type by Presence of Own Child.	41,122	
Married-Couple Family, own children	12,734	30.97%
Married-Couple Family, no own children	18,187	44.23%
Male Householder, own children	1,681	4.09%
Male Householder, no own children	1,501	3.65%
Female Householder, own children	3,577	8.70%
Female Householder, no own children	3,441	8.37%
2023 Est. Households by Household Size	57,445	
1-person	13,649	23.76%
2-person	18,596	32.37%
3-person	7,956	13.85%
4-person	9,083	15.81%
5-person	4,944	8.61%
6-person	1,998	3.48%
7-or-more-person	1,220	2.12%
2023 Est. Average Household Size		2.83

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	57,445	
Households with 1 or More People under Age 18:	20,579	35.82%
Married-Couple Family	13,960	67.84%
Other Family, Male Householder	2,029	9.86%
Other Family, Female Householder	4,419	21.47%
Nonfamily, Male Householder	113	0.55%
Nonfamily, Female Householder	59	0.29%
Households with No People under Age 18:	36,866	
Married-Couple Family	16,968	46.03%
Other Family, Male Householder	1,150	3.12%
Other Family, Female Householder	2,597	7.04%
Nonfamily, Male Householder	6,808	18.47%
Nonfamily, Female Householder	9,343	25.34%
2023 Est. Households by Number of Vehicles	57,445	
No Vehicles	3,107	5.41%
1 Vehicle	16,703	29.08%
2 Vehicles	19,839	34.54%
3 Vehicles	11,372	19.80%
4 Vehicles	4,024	7.00%
5 or more Vehicles	2,401	4.18%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	43,168	
2023 Estimate	41,122	
2010 Census	34,282	
Growth 2023 - 2028		4.97%
Growth 2010 - 2023		19.95%
2023 Est. Families by Poverty Status	41,122	
2023 Families at or Above Poverty	38,039	92.50%
2023 Families at or Above Poverty with Children	17,637	42.89%
2023 Families Below Poverty	3,083	7.50%
2023 Families Below Poverty with Children	1,888	4.59%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	70,479	53.25%
Civilian Labor Force, Unemployed	4,289	3.24%
Armed Forces	57	0.04%
Not in Labor Force	57,536	43.47%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	70,049	
For-Profit Private Workers	45,453	64.89%
Non-Profit Private Workers	4,350	6.21%
Local Government Workers	1,273	1.82%
State Government Workers	3,245	4.63%
Federal Government Workers	9,377	13.39%
Self-Employed Workers	6,227	8.89%
Unpaid Family Workers	123	0.18%
2023 Est. Civ. Employed Pop 16+ by Occupation	70,049	
Architect/Engineer	551	0.79%
Arts/Entertainment/Sports	905	1.29%
Building Grounds Maintenance	2,688	3.84%
Business/Financial Operations	2,682	3.83%
Community/Social Services	1,439	2.05%
Computer/Mathematical	1,226	1.75%
Construction/Extraction	4,793	6.84%
Education/Training/Library	4,628	6.61%
Farming/Fishing/Forestry	426	0.61%
Food Prep/Serving	3,504	5.00%
Health Practitioner/Technician	6,203	8.86%
Healthcare Support	2,855	4.08%
Maintenance Repair	2,593	3.70%
Legal	331	0.47%
Life/Physical/Social Science	510	0.73%
Management	6,214	8.87%
Office/Admin. Support	7,482	10.68%
Production	2,946	4.21%
Protective Services	2,389	3.41%
Sales/Related	7,295	10.41%
Personal Care/Service	1,694	2.42%
Transportation/Moving	6,695	9.56%
2023 Est. Pop 16+ by Occupation Classification	70,049	
White Collar	39,466	56.34%
Blue Collar	17,027	24.31%
Service and Farm	13,555	19.35%
2023 Est. Workers Age 16+ by Transp. to Work	68,243	
Drove Alone	56,016	82.08%
Car Pooled	6,131	8.98%
Public Transportation	568	0.83%
Walked	611	0.90%
Bicycle	85	0.13%
Other Means	1,393	2.04%
Worked at Home	3,439	5.04%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,865	
15 - 29 Minutes	18,285	
30 - 44 Minutes	16,511	
45 - 59 Minutes	6,958	
60 or more Minutes	9,058	
2023 Est. Avg Travel Time to Work in Minutes		35
2023 Est. Occupied Housing Units by Tenure	57,445	
Owner Occupied	43,073	74.98%
Renter Occupied	14,372	25.02%
2023 Owner Occ. HUs: Avg. Length of Residence		12.60 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.61 [†]
2023 Est. Owner-Occupied Housing Units by Value	57,445	
Value Less than \$20,000	875	2.03%
Value \$20,000 - \$39,999	1,097	2.55%
Value \$40,000 - \$59,999	899	2.09%
Value \$60,000 - \$79,999	619	1.44%
Value \$80,000 - \$99,999	513	1.19%
Value \$100,000 - \$149,999	902	2.09%
Value \$150,000 - \$199,999	895	2.08%
Value \$200,000 - \$299,999	4,010	9.31%
Value \$300,000 - \$399,999	7,270	16.88%
Value \$400,000 - \$499,999	10,146	23.55%
Value \$500,000 - \$749,999	10,134	23.53%
Value \$750,000 - \$999,999	3,442	7.99%
Value \$1,000,000 or \$1,499,999	1,429	3.32%
Value \$1,500,000 or \$1,999,999	391	0.91%
Value \$2,000,000+	450	1.04%
2023 Est. Median All Owner-Occupied Housing Value		\$443,971
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	44,388	74.00%
1 Unit Attached	1,719	2.87%
2 Units	1,095	1.83%
3 or 4 Units	1,108	1.85%
5 to 19 Units	1,356	2.26%
20 to 49 Units	309	0.52%
50 or More Units	700	1.17%
Mobile Home or Trailer	9,139	15.24%
Boat, RV, Van, etc.	168	0.28%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,987	8.31%
Housing Units Built 2010 to 2014	2,079	3.47%
Housing Units Built 2000 to 2009	14,689	24.49%
Housing Units Built 1990 to 1999	6,427	10.72%
Housing Units Built 1980 to 1989	6,995	11.66%
Housing Units Built 1970 to 1979	8,188	13.65%
Housing Units Built 1960 to 1969	6,676	11.13%
Housing Units Built 1950 to 1959	5,809	9.69%
Housing Units Built 1940 to 1949	2,188	3.65%
Housing Unit Built 1939 or Earlier	1,943	3.24%
2023 Est. Median Year Structure Built		1987

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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