



The**Retail**Coach.®

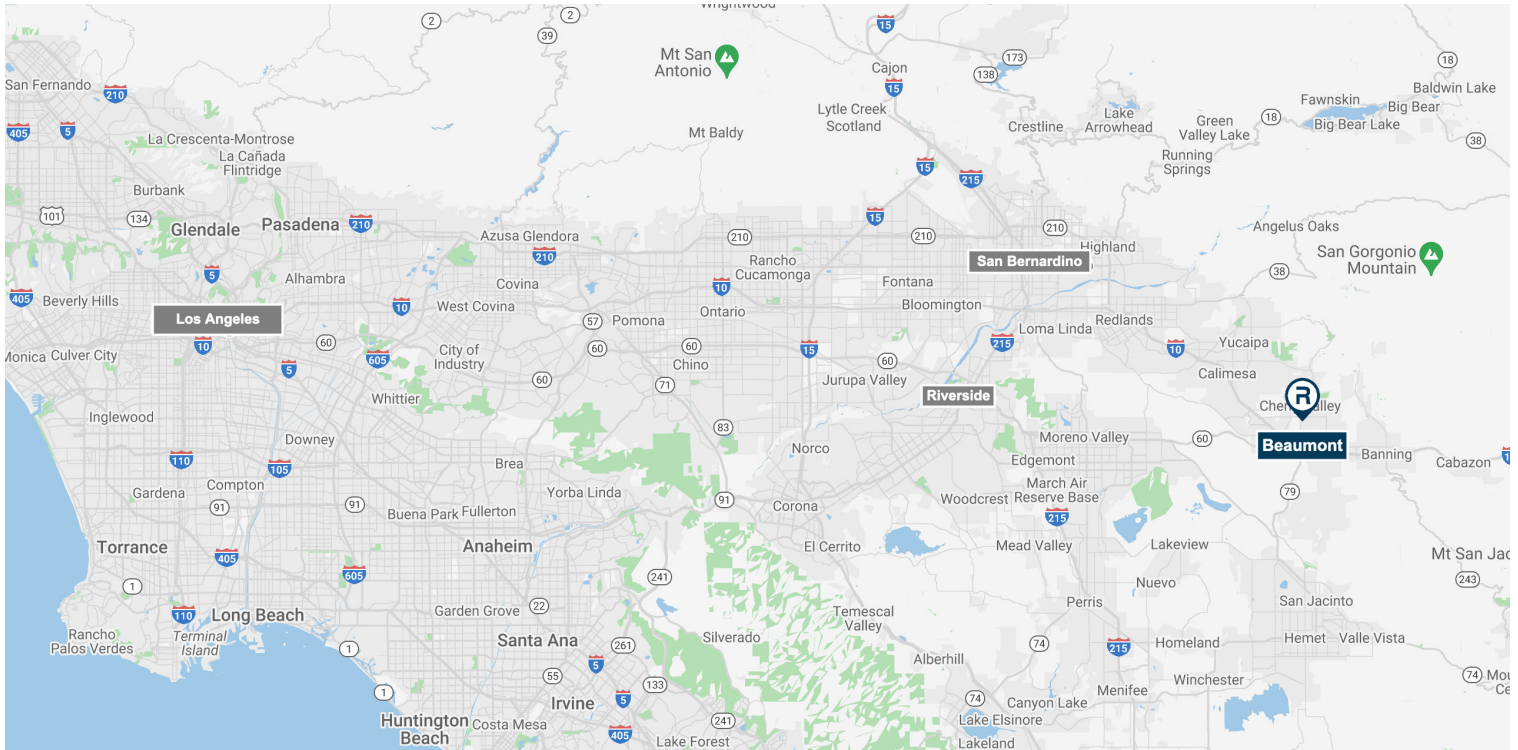
# Community Demographic Profile

BEAUMONT, CALIFORNIA

Prepared for City of Beaumont, CA  
April 2023

# Community • Demographic Snapshot

## Beaumont, California



### Population

2020	53,036
2023	54,566
2028	59,396

### Educational Attainment (%)

Graduate or Professional Degree	8.35%
Bachelors Degree	15.67%
Associate Degree	10.38%
Some College	26.58%
High School Graduate (GED)	27.78%
Some High School, No Degree	6.28%
Less than 9th Grade	4.96%

### Income

Average HH	\$112,197
Median HH	\$94,563
Per Capita	\$36,439

### Age

0 - 9 Years	13.74%
10 - 17 Years	10.75%
18 - 24 Years	8.55%
25 - 34 Years	13.36%
35 - 44 Years	12.88%
45 - 54 Years	11.68%
55 - 64 Years	10.15%
65 and Older	18.88%
Median Age	37.74
Average Age	39.30

### Race Distribution (%)

White	43.34%
Black/African American	8.42%
American Indian/Alaskan	1.86%
Asian	8.78%
Native Hawaiian/Islander	0.24%
Other Race	21.07%
Two or More Races	16.28%
Hispanic	45.45%



#### Kyle Warsinski

City of Beaumont, CA  
Economic Development Manager

550 East 6th Street  
Beaumont, California 92223

Phone 951.769.8527  
KWarsinski@BeaumontCA.gov  
www.BeaumontCA.gov

#### Cary Everitt

The Retail Coach, LLC  
Retail Recruitment Specialist

Office 662.844.2155  
Cell 817.727.0447  
CEveritt@TheRetailCoach.net  
www.TheRetailCoach.net



# Community • Demographic Profile

## Beaumont, California

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	59,396	
2023 Estimate	54,566	
2020 Census	53,036	
2010 Census	38,678	
Growth 2023 - 2028		8.85%
Growth 2020 - 2023		2.88%
Growth 2010 - 2020		37.12%
<b>2023 Est. Population by Single-Classification Race</b>	<b>54,566</b>	
White Alone	23,650	43.34%
Black or African American Alone	4,594	8.42%
Amer. Indian and Alaska Native Alone	1,015	1.86%
Asian Alone	4,793	8.78%
Native Hawaiian and Other Pacific Island Alone	133	0.24%
Some Other Race Alone	11,495	21.07%
Two or More Races	8,886	16.28%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>54,566</b>	
Not Hispanic or Latino	29,768	54.55%
Hispanic or Latino	24,798	45.45%
Mexican	22,081	89.04%
Puerto Rican	413	1.67%
Cuban	542	2.19%
All Other Hispanic or Latino	1,762	7.11%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>24,798</b>	
White Alone	5,522	22.27%
Black or African American Alone	237	0.96%
American Indian and Alaska Native Alone	676	2.73%
Asian Alone	157	0.63%
Native Hawaiian and Other Pacific Islander Alone	21	0.09%
Some Other Race Alone	11,158	45.00%
Two or More Races	7,027	28.34%

DESCRIPTION	DATA	%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,793</b>	
Chinese, except Taiwanese	729	15.21%
Filipino	2,146	44.77%
Japanese	72	1.50%
Asian Indian	492	10.27%
Korean	370	7.72%
Vietnamese	320	6.68%
Cambodian	118	2.46%
Hmong	18	0.38%
Laotian	37	0.77%
Thai	31	0.65%
All Other Asian Races Including 2+ Category	460	9.60%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	34,291	67.58%
Speak Asian/Pacific Island Language at Home	2,733	5.39%
Speak IndoEuropean Language at Home	1,039	2.05%
Speak Spanish at Home	12,161	23.97%
Speak Other Language at Home	518	1.02%

# Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>54,566</b>	
Age 0 - 4	3,824	7.01%
Age 5 - 9	3,674	6.73%
Age 10 - 14	3,690	6.76%
Age 15 - 17	2,178	3.99%
Age 18 - 20	1,986	3.64%
Age 21 - 24	2,678	4.91%
Age 25 - 34	7,290	13.36%
Age 35 - 44	7,028	12.88%
Age 45 - 54	6,375	11.68%
Age 55 - 64	5,540	10.15%
Age 65 - 74	5,767	10.57%
Age 75 - 84	3,422	6.27%
Age 85 and over	1,114	2.04%
Age 16 and over	42,661	78.18%
Age 18 and over	41,200	75.50%
Age 21 and over	39,214	71.86%
Age 65 and over	10,303	18.88%
2023 Est. Median Age		37.74
2023 Est. Average Age		39.30
<b>2023 Est. Population by Sex</b>	<b>54,566</b>	
Male	26,707	48.94%
Female	27,859	51.06%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>26,707</b>	
Age 0 - 4	1,962	7.35%
Age 5 - 9	1,864	6.98%
Age 10 - 14	1,866	6.99%
Age 15 - 17	1,106	4.14%
Age 18 - 20	1,024	3.83%
Age 21 - 24	1,362	5.10%
Age 25 - 34	3,639	13.63%
Age 35 - 44	3,441	12.88%
Age 45 - 54	3,149	11.79%
Age 55 - 64	2,647	9.91%
Age 65 - 74	2,598	9.73%
Age 75 - 84	1,558	5.83%
Age 85 and over	491	1.84%
2023 Est. Median Age, Male		36.50
2023 Est. Average Age, Male		38.30
<b>2023 Est. Female Population by Age</b>	<b>27,859</b>	
Age 0 - 4	1,862	6.68%
Age 5 - 9	1,810	6.50%
Age 10 - 14	1,824	6.55%
Age 15 - 17	1,072	3.85%
Age 18 - 20	962	3.45%
Age 21 - 24	1,316	4.72%
Age 25 - 34	3,651	13.11%
Age 35 - 44	3,587	12.88%
Age 45 - 54	3,226	11.58%
Age 55 - 64	2,893	10.38%
Age 65 - 74	3,169	11.38%
Age 75 - 84	1,864	6.69%
Age 85 and over	623	2.24%
2023 Est. Median Age, Female		38.93
2023 Est. Average Age, Female		40.20

# Community • Demographic Profile

## Beaumont, California

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	12,701	29.28%
Males, Never Married	6,472	14.92%
Females, Never Married	6,229	14.36%
Married, Spouse present	20,466	47.18%
Married, Spouse absent	2,896	6.68%
Widowed	2,601	6.00%
Males Widowed	670	1.54%
Females Widowed	1,931	4.45%
Divorced	4,714	10.87%
Males Divorced	1,911	4.41%
Females Divorced	2,803	6.46%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,812	4.96%
Some High School, no diploma	2,293	6.28%
High School Graduate (or GED)	10,151	27.78%
Some College, no degree	9,711	26.58%
Associate Degree	3,792	10.38%
Bachelor's Degree	5,726	15.67%
Master's Degree	2,369	6.48%
Professional School Degree	354	0.97%
Doctorate Degree	328	0.90%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,298	16.74%
High School Graduate	4,208	30.65%
Some College or Associate's Degree	5,266	38.35%
Bachelor's Degree or Higher	1,959	14.27%
<b>Households</b>		
2028 Projection	19,154	
2023 Estimate	17,647	
2020 Census	17,173	
2010 Census	13,136	
Growth 2023 - 2028		8.54%
Growth 2020 - 2023		2.76%
Growth 2010 - 2020		30.73%
<b>2023 Est. Households by Household Type</b>	<b>17,647</b>	
Family Households	13,449	76.21%
Nonfamily Households	4,198	23.79%
2023 Est. Group Quarters Population	230	
2023 Households by Ethnicity, Hispanic/Latino	6,064	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>17,647</b>	
Income < \$15,000	1,049	5.94%
Income \$15,000 - \$24,999	783	4.44%
Income \$25,000 - \$34,999	1,229	6.96%
Income \$35,000 - \$49,999	1,740	9.86%
Income \$50,000 - \$74,999	2,126	12.05%
Income \$75,000 - \$99,999	2,423	13.73%
Income \$100,000 - \$124,999	2,276	12.90%
Income \$125,000 - \$149,999	2,003	11.35%
Income \$150,000 - \$199,999	1,982	11.23%
Income \$200,000 - \$249,999	1,067	6.05%
Income \$250,000 - \$499,999	744	4.22%
Income \$500,000+	225	1.27%
2023 Est. Average Household Income		\$112,197
2023 Est. Median Household Income		\$94,563
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$89,927
Black or African American Alone		\$95,451
American Indian and Alaska Native Alone		\$101,300
Asian Alone		\$95,802
Native Hawaiian and Other Pacific Islander Alone		\$59,875
Some Other Race Alone		\$96,829
Two or More Races		\$119,629
Hispanic or Latino		\$94,992
Not Hispanic or Latino		\$94,262
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>13,449</b>	
Married-Couple Family, own children	4,759	35.39%
Married-Couple Family, no own children	5,742	42.70%
Male Householder, own children	571	4.25%
Male Householder, no own children	397	2.95%
Female Householder, own children	1,105	8.22%
Female Householder, no own children	875	6.51%
<b>2023 Est. Households by Household Size</b>	<b>17,647</b>	
1-person	3,423	19.40%
2-person	5,275	29.89%
3-person	2,546	14.43%
4-person	3,193	18.09%
5-person	2,094	11.87%
6-person	602	3.41%
7-or-more-person	514	2.91%
2023 Est. Average Household Size		3.08

# Community • Demographic Profile

## Beaumont, California

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>17,647</b>	
Households with 1 or More People under Age 18:	7,144	40.48%
Married-Couple Family	5,105	71.46%
Other Family, Male Householder	671	9.39%
Other Family, Female Householder	1,310	18.34%
Nonfamily, Male Householder	40	0.56%
Nonfamily, Female Householder	18	0.25%
<b>Households with No People under Age 18:</b>	<b>10,503</b>	
Married-Couple Family	5,405	51.46%
Other Family, Male Householder	295	2.81%
Other Family, Female Householder	665	6.33%
Nonfamily, Male Householder	1,799	17.13%
Nonfamily, Female Householder	2,339	22.27%
<b>2023 Est. Households by Number of Vehicles</b>	<b>17,647</b>	
No Vehicles	579	3.28%
1 Vehicle	4,743	26.88%
2 Vehicles	6,822	38.66%
3 Vehicles	3,685	20.88%
4 Vehicles	1,099	6.23%
5 or more Vehicles	719	4.07%
2023 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2028 Projection	14,600	
2023 Estimate	13,449	
2010 Census	10,014	
Growth 2023 - 2028		8.56%
Growth 2010 - 2023		34.30%
<b>2023 Est. Families by Poverty Status</b>	<b>13,449</b>	
2023 Families at or Above Poverty	12,549	93.31%
2023 Families at or Above Poverty with Children	6,739	50.11%
2023 Families Below Poverty	900	6.69%
2023 Families Below Poverty with Children	576	4.28%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	23,952	56.15%
Civilian Labor Force, Unemployed	1,330	3.12%
Armed Forces	49	0.12%
Not in Labor Force	17,330	40.62%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>23,730</b>	
For-Profit Private Workers	15,547	65.52%
Non-Profit Private Workers	1,180	4.97%
Local Government Workers	472	1.99%
State Government Workers	1,395	5.88%
Federal Government Workers	3,268	13.77%
Self-Employed Workers	1,782	7.51%
Unpaid Family Workers	86	0.36%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>23,730</b>	
Architect/Engineer	309	1.30%
Arts/Entertainment/Sports	180	0.76%
Building Grounds Maintenance	649	2.73%
Business/Financial Operations	1,050	4.42%
Community/Social Services	457	1.93%
Computer/Mathematical	441	1.86%
Construction/Extraction	1,678	7.07%
Education/Training/Library	1,402	5.91%
Farming/Fishing/Forestry	93	0.39%
Food Prep/Serving	1,237	5.21%
Health Practitioner/Technician	2,324	9.79%
Healthcare Support	982	4.14%
Maintenance Repair	768	3.24%
Legal	126	0.53%
Life/Physical/Social Science	180	0.76%
Management	2,222	9.36%
Office/Admin. Support	2,577	10.86%
Production	1,015	4.28%
Protective Services	966	4.07%
Sales/Related	2,416	10.18%
Personal Care/Service	691	2.91%
Transportation/Moving	1,967	8.29%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>23,730</b>	
White Collar	13,684	57.67%
Blue Collar	5,428	22.87%
Service and Farm	4,618	19.46%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>22,915</b>	
Drove Alone	18,586	81.11%
Car Pooled	2,319	10.12%
Public Transportation	265	1.16%
Walked	308	1.34%
Bicycle	5	0.02%
Other Means	200	0.87%
Worked at Home	1,232	5.38%



# Community • Demographic Profile

## Beaumont, California

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,006	
15 - 29 Minutes	5,365	
30 - 44 Minutes	5,640	
45 - 59 Minutes	3,102	
60 or more Minutes	3,538	
2023 Est. Avg Travel Time to Work in Minutes		38
2023 Est. Occupied Housing Units by Tenure	17,647	
Owner Occupied	13,895	78.74%
Renter Occupied	3,752	21.26%
2023 Owner Occ. HUs: Avg. Length of Residence		10.30 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.20 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>17,647</b>	
Value Less than \$20,000	196	1.41%
Value \$20,000 - \$39,999	94	0.68%
Value \$40,000 - \$59,999	75	0.54%
Value \$60,000 - \$79,999	109	0.79%
Value \$80,000 - \$99,999	29	0.21%
Value \$100,000 - \$149,999	120	0.86%
Value \$150,000 - \$199,999	205	1.48%
Value \$200,000 - \$299,999	1,083	7.79%
Value \$300,000 - \$399,999	3,096	22.28%
Value \$400,000 - \$499,999	4,706	33.87%
Value \$500,000 - \$749,999	3,257	23.44%
Value \$750,000 - \$999,999	622	4.48%
Value \$1,000,000 or \$1,499,999	195	1.40%
Value \$1,500,000 or \$1,999,999	30	0.22%
Value \$2,000,000+	78	0.56%
2023 Est. Median All Owner-Occupied Housing Value		\$441,494
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	15,428	84.74%
1 Unit Attached	504	2.77%
2 Units	319	1.75%
3 or 4 Units	290	1.59%
5 to 19 Units	545	2.99%
20 to 49 Units	131	0.72%
50 or More Units	39	0.21%
Mobile Home or Trailer	868	4.77%
Boat, RV, Van, etc.	83	0.46%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,726	14.97%
Housing Units Built 2010 to 2014	1,301	7.15%
Housing Units Built 2000 to 2009	8,050	44.21%
Housing Units Built 1990 to 1999	1,338	7.35%
Housing Units Built 1980 to 1989	1,156	6.35%
Housing Units Built 1970 to 1979	1,232	6.77%
Housing Units Built 1960 to 1969	714	3.92%
Housing Units Built 1950 to 1959	896	4.92%
Housing Units Built 1940 to 1949	391	2.15%
Housing Unit Built 1939 or Earlier	403	2.21%
2023 Est. Median Year Structure Built		2004

<sup>†</sup> 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.





The**RetailCoach**.®

## 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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