



The**Retail**Coach®

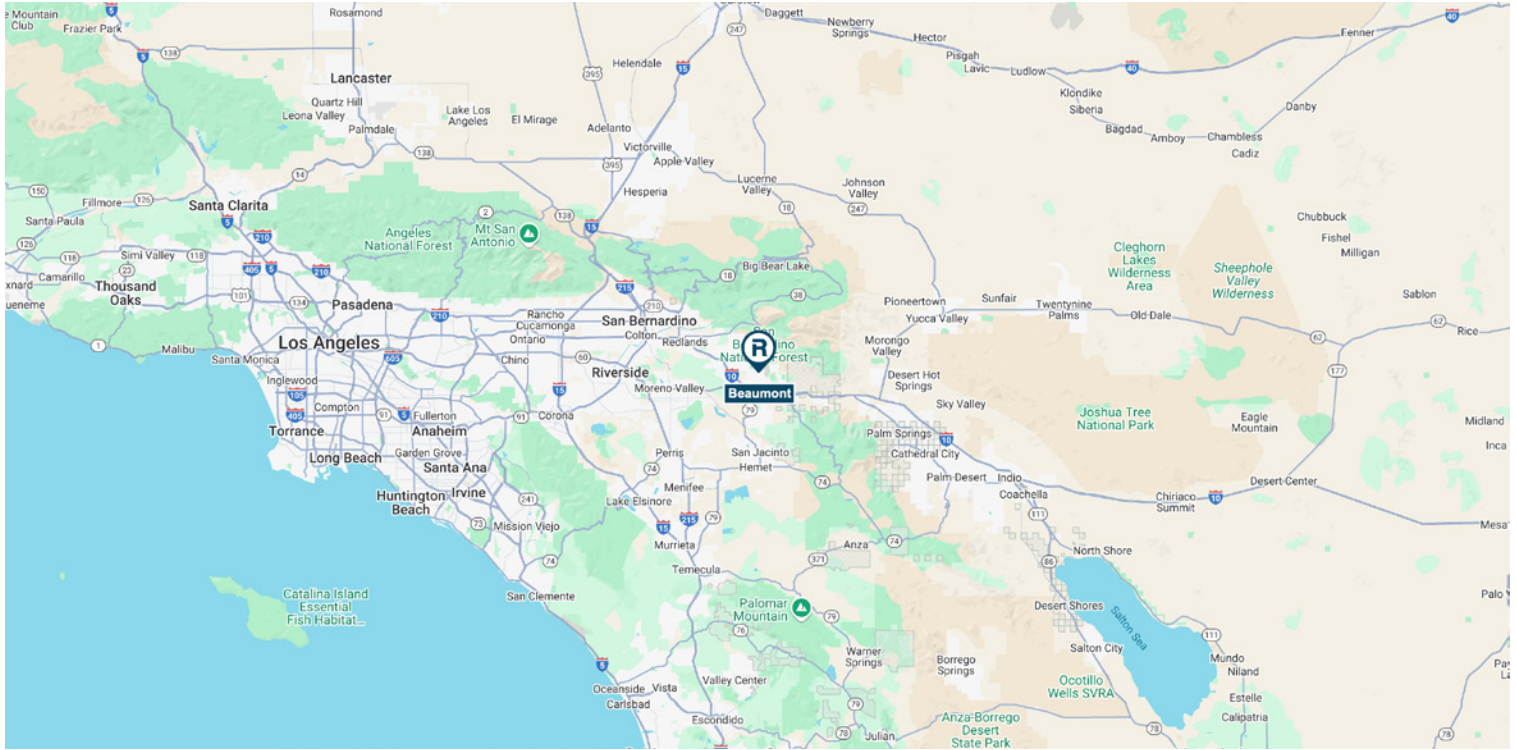
Community Demographic Profile

BEAUMONT, CALIFORNIA

Prepared for City of Beaumont, CA
November 2024

Community • Demographic Snapshot

Beaumont, California



Population

2020	53,036	0 - 9 Years	12.93%
2024	55,388	10 - 17 Years	12.00%
2029	60,479	18 - 24 Years	9.51%

Educational Attainment (%)

Graduate or Professional Degree	8.72%	25 - 34 Years	10.87%
Bachelors Degree	15.99%	35 - 44 Years	14.75%
Associate Degree	11.15%	45 - 54 Years	11.98%
Some College	25.08%	55 - 64 Years	10.05%
High School Graduate (or GED)	27.40%	65 and Older	17.91%
Some High School, No Degree	5.98%	Median Age	38.28
Less than 9th Grade	5.68%	Average Age	38.90

Income

Average HH	\$121,564	Race Distribution (%)	
Median HH	\$104,524	White	42.46%
Per Capita	\$39,441	Black/African American	8.81%
		American Indian/Alaskan	1.77%
		Asian	8.64%
		Native Hawaiian/Islander	0.22%
		Other Race	21.13%
		Two or More Races	16.97%
		Hispanic	45.80%



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Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
Population		
2029 Projection	60,479	
2024 Estimate	55,388	
2020 Census	53,036	
2010 Census	38,678	
Growth 2024 - 2029		9.19%
Growth 2020 - 2024		4.43%
Growth 2010 - 2020		37.12%
2024 Est. Population by Single-Classification Race	55,388	
White Alone	23,518	42.46%
Black or African American Alone	4,882	8.81%
Amer. Indian and Alaska Native Alone	980	1.77%
Asian Alone	4,785	8.64%
Native Hawaiian and Other Pacific Island Alone	122	0.22%
Some Other Race Alone	11,702	21.13%
Two or More Races	9,399	16.97%
2024 Est. Population by Hispanic or Latino Origin	55,388	
Not Hispanic or Latino	30,021	54.20%
Hispanic or Latino	25,367	45.80%
Mexican	22,541	88.86%
Puerto Rican	251	0.99%
Cuban	644	2.54%
All Other Hispanic or Latino	1,931	7.61%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	25,367	
White Alone	5,643	22.25%
Black or African American Alone	239	0.94%
American Indian and Alaska Native Alone	688	2.71%
Asian Alone	164	0.65%
Native Hawaiian and Other Pacific Islander Alone	19	0.08%
Some Other Race Alone	11,438	45.09%
Two or More Races	7,176	28.29%
2024 Est. Pop by Race, Asian Alone, by Category	4,785	
Chinese, except Taiwanese	668	13.96%
Filipino	2,094	43.76%
Japanese	64	1.34%
Asian Indian	525	10.97%
Korean	341	7.13%
Vietnamese	505	10.55%
Cambodian	17	0.36%
Hmong	29	0.61%
Laotian	31	0.65%
Thai	83	1.74%
All Other Asian Races Including 2+ Category	428	8.95%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	55,388	
Arab	351	0.63%
Czech	14	0.03%
Danish	80	0.14%
Dutch	297	0.54%
English	3,794	6.85%
French (except Basque)	541	0.98%
French Canadian	105	0.19%
German	3,485	6.29%
Greek	26	0.05%
Hungarian	91	0.16%
Irish	3,124	5.64%
Italian	1,754	3.17%
Lithuanian	13	0.02%
United States or American	1,553	2.80%
Norwegian	227	0.41%
Polish	728	1.31%
Portuguese	129	0.23%
Russian	242	0.44%
Scottish	456	0.82%
Scotch-Irish	102	0.18%
Slovak	25	0.05%
Subsaharan African	531	0.96%
Swedish	476	0.86%
Swiss	49	0.09%
Ukrainian	75	0.14%
Welsh	134	0.24%
West Indian (except Hisp. groups)	118	0.21%
Other ancestries	26,581	47.99%
Ancestry Unclassified	10,287	18.57%
2024 Est. Pop Age 5+ by Language Spoken At Home	51,995	
Speak Only English at Home	34,771	66.87%
Speak Asian/Pacific Island Language at Home	2,811	5.41%
Speak IndoEuropean Language at Home	1,144	2.20%
Speak Spanish at Home	12,751	24.52%
Speak Other Language at Home	212	0.41%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	55,388	
Age 0 - 4	3,393	6.13%
Age 5 - 9	3,770	6.81%
Age 10 - 14	4,302	7.77%
Age 15 - 17	2,347	4.24%
Age 18 - 20	2,308	4.17%
Age 21 - 24	2,961	5.35%
Age 25 - 34	6,020	10.87%
Age 35 - 44	8,170	14.75%
Age 45 - 54	6,633	11.98%
Age 55 - 64	5,566	10.05%
Age 65 - 74	5,728	10.34%
Age 75 - 84	3,291	5.94%
Age 85 and over	899	1.62%
Age 16 and over	43,140	77.89%
Age 18 and over	41,576	75.06%
Age 21 and over	39,268	70.90%
Age 65 and over	9,918	17.91%
2024 Est. Median Age		38.29
2024 Est. Average Age		38.90
2024 Est. Population by Sex	55,388	
Male	26,822	48.43%
Female	28,566	51.57%
2024 Est. Male Population by Age	26,822	
Age 0 - 4	1,730	6.45%
Age 5 - 9	1,917	7.15%
Age 10 - 14	2,211	8.24%
Age 15 - 17	1,193	4.45%
Age 18 - 20	1,172	4.37%
Age 21 - 24	1,504	5.61%
Age 25 - 34	2,963	11.05%
Age 35 - 44	3,898	14.53%
Age 45 - 54	3,255	12.14%
Age 55 - 64	2,587	9.65%
Age 65 - 74	2,541	9.47%
Age 75 - 84	1,468	5.47%
Age 85 and over	383	1.43%
2024 Est. Median Age, Male		36.94
2024 Est. Average Age, Male		37.80
2024 Est. Female Population by Age	28,566	
Age 0 - 4	1,663	5.82%
Age 5 - 9	1,853	6.49%
Age 10 - 14	2,091	7.32%
Age 15 - 17	1,154	4.04%
Age 18 - 20	1,136	3.98%
Age 21 - 24	1,457	5.10%
Age 25 - 34	3,057	10.70%
Age 35 - 44	4,272	14.96%
Age 45 - 54	3,378	11.83%
Age 55 - 64	2,979	10.43%
Age 65 - 74	3,187	11.16%
Age 75 - 84	1,823	6.38%
Age 85 and over	516	1.81%
2024 Est. Median Age, Female		39.46
2024 Est. Average Age, Female		40.00

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,554	30.86%
Males, Never Married	6,897	15.70%
Females, Never Married	6,657	15.16%
Married, Spouse present	21,336	48.58%
Married, Spouse absent	2,659	6.05%
Widowed	2,272	5.17%
Males Widowed	533	1.21%
Females Widowed	1,739	3.96%
Divorced	4,102	9.34%
Males Divorced	1,485	3.38%
Females Divorced	2,617	5.96%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,061	5.68%
Some High School, no diploma	2,170	5.98%
High School Graduate (or GED)	9,949	27.40%
Some College, no degree	9,106	25.08%
Associate Degree	4,049	11.15%
Bachelor's Degree	5,807	15.99%
Master's Degree	2,309	6.36%
Professional School Degree	459	1.26%
Doctorate Degree	397	1.09%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,833	17.04%
High School Graduate	4,938	29.70%
Some College or Associate's Degree	6,286	37.80%
Bachelor's Degree or Higher	2,572	15.47%
Households		
2029 Projection	19,488	
2024 Estimate	17,899	
2020 Census	17,173	
2010 Census	13,136	
Growth 2024 - 2029		8.88%
Growth 2020 - 2024		4.23%
Growth 2010 - 2020		30.73%
2024 Est. Households by Household Type	17,899	
Family Households	13,640	76.21%
Nonfamily Households	4,259	23.80%
2024 Est. Group Quarters Population	220	
2024 Households by Ethnicity, Hispanic/Latino	6,638	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	17,899	
Income < \$15,000	612	3.42%
Income \$15,000 - \$24,999	773	4.32%
Income \$25,000 - \$34,999	1,236	6.90%
Income \$35,000 - \$49,999	1,667	9.32%
Income \$50,000 - \$74,999	2,054	11.47%
Income \$75,000 - \$99,999	2,339	13.07%
Income \$100,000 - \$124,999	2,368	13.23%
Income \$125,000 - \$149,999	1,900	10.62%
Income \$150,000 - \$199,999	2,492	13.92%
Income \$200,000 - \$249,999	1,254	7.01%
Income \$250,000 - \$499,999	842	4.70%
Income \$500,000+	362	2.03%
2024 Est. Average Household Income		\$130,288
2024 Est. Median Household Income		\$104,524
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,393
Black or African American Alone		\$102,569
American Indian and Alaska Native Alone		\$100,779
Asian Alone		\$122,624
Native Hawaiian and Other Pacific Islander Alone		\$101,527
Some Other Race Alone		\$93,743
Two or More Races		\$115,164
Hispanic or Latino		\$105,869
Not Hispanic or Latino		\$103,454
2024 Est. HH by Type and Presence of Own Child.	13,640	
Family Households with Children	5,385	39.48%
Family Households without Children	8,255	60.52%
Married-Couple Families	7,787	57.09%
Married-Couple Family, own children	3,690	27.05%
Married-Couple Family, no own children	4,097	30.04%
Cohabiting-Couple Families	949	6.96%
Cohabiting-Couple Family, own children	566	4.15%
Cohabiting-Couple Family, no own children	384	2.82%
Male Householder Families	1,754	12.86%
Male Householder, own children	234	1.72%
Male Householder, no own children	431	3.16%
Male Householder, only Nonrelatives	126	0.93%
Male Householder, Living Alone	962	7.06%
Female Householder Families	3,150	23.10%
Female Householder, own children	895	6.57%
Female Householder, no own children	687	5.04%
Female Householder, only Nonrelatives	180	1.32%
Female Householder, Living Alone	1,388	10.17%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	17,899	
1-person	3,077	17.19%
2-person	5,276	29.48%
3-person	2,789	15.58%
4-person	3,085	17.24%
5-person	1,957	10.93%
6-person	957	5.35%
7-or-more-person	758	4.24%
2024 Est. Average Household Size		3.08
2024 Est. Households by Number of Vehicles	17,899	
No Vehicles	514	2.87%
1 Vehicle	4,622	25.82%
2 Vehicles	7,153	39.96%
3 Vehicles	3,502	19.57%
4 Vehicles	1,385	7.74%
5 or more Vehicles	723	4.04%
2024 Est. Average Number of Vehicles		2.20
Family Households		
2029 Projection	14,849	
2024 Estimate	13,640	
2020 Estimate	13,464	
2010 Census	10,014	
Growth 2024 - 2029		8.86%
Growth 2020 - 2024		1.31%
Growth 2010 - 2020		34.45%
2024 Est. Families by Poverty Status	13,640	
2024 Families at or Above Poverty	12,847	94.19%
2024 Families at or Above Poverty with Children	6,892	50.53%
2024 Families Below Poverty	793	5.81%
2024 Families Below Poverty with Children	549	4.03%
2024 Est. Pop 16+ by Employment Status	43,140	
Civilian Labor Force, Employed	24,198	56.09%
Civilian Labor Force, Unemployed	1,887	4.37%
Armed Forces	63	0.15%
Not in Labor Force	16,992	39.39%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	24,261	
For-Profit Private Workers	15,449	63.68%
Non-Profit Private Workers	1,299	5.35%
Local Government Workers	599	2.47%
State Government Workers	1,105	4.55%
Federal Government Workers	3,460	14.26%
Self-Employed Workers	2,305	9.50%
Unpaid Family Workers	45	0.18%

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	24,261	
Architect/Engineer	271	1.12%
Arts/Entertainment/Sports	235	0.97%
Building Grounds Maintenance	752	3.10%
Business/Financial Operations	1,249	5.15%
Community/Social Services	465	1.92%
Computer/Mathematical	503	2.07%
Construction/Extraction	1,540	6.35%
Education/Training/Library	1,227	5.06%
Farming/Fishing/Forestry	86	0.35%
Food Prep/Serving	1,287	5.30%
Health Practitioner/Technician	2,140	8.82%
Healthcare Support	1,028	4.24%
Maintenance Repair	811	3.34%
Legal	207	0.85%
Life/Physical/Social Science	218	0.90%
Management	2,293	9.45%
Office/Admin. Support	2,977	12.27%
Production	841	3.47%
Protective Services	832	3.43%
Sales/Related	2,357	9.71%
Personal Care/Service	799	3.30%
Transportation/Moving	2,144	8.84%
2024 Est. Pop 16+ by Occupation Classification	24,261	
White Collar	14,141	58.29%
Blue Collar	5,337	22.00%
Service and Farm	4,784	19.72%
2024 Est. Workers Age 16+ by Transp. to Work	24,261	
Drove Alone	18,308	75.46%
Car Pooled	2,398	9.88%
Public Transportation	206	0.85%
Walked	260	1.07%
Bicycle	4	0.02%
Other Means	273	1.13%
Worked at Home	2,812	11.59%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,743	22.11%
15 - 29 Minutes	4,883	22.77%
30 - 44 Minutes	5,510	25.69%
45 - 59 Minutes	3,215	14.99%
60 or more Minutes	3,097	14.44%
2024 Est. Avg Travel Time to Work in Minutes		36.00
2024 Est. Occupied Housing Units by Tenure	17,899	
Owner Occupied	13,970	78.05%
Renter Occupied	3,929	21.95%
2024 Owner Occ. HUs: Avg. Length of Residence		11.4 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.8 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	13,970	
Value Less than \$20,000	287	2.05%
Value \$20,000 - \$39,999	119	0.85%
Value \$40,000 - \$59,999	105	0.75%
Value \$60,000 - \$79,999	148	1.06%
Value \$80,000 - \$99,999	71	0.51%
Value \$100,000 - \$149,999	73	0.52%
Value \$150,000 - \$199,999	151	1.08%
Value \$200,000 - \$299,999	731	5.23%
Value \$300,000 - \$399,999	2,764	19.79%
Value \$400,000 - \$499,999	4,241	30.36%
Value \$500,000 - \$749,999	3,979	28.48%
Value \$750,000 - \$999,999	985	7.05%
Value \$1,000,000 or \$1,499,999	198	1.42%
Value \$1,500,000 or \$1,999,999	34	0.24%
Value \$2,000,000+	84	0.60%
2024 Est. Median All Owner-Occupied Housing Value		\$459,024
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	15,406	86.07%
1 Unit Attached	408	2.28%
2 Units	342	1.91%
3 or 4 Units	301	1.68%
5 to 19 Units	448	2.50%
20 to 49 Units	113	0.63%
50 or More Units	60	0.34%
Mobile Home or Trailer	739	4.13%
Boat, RV, Van, etc.	81	0.46%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,185	6.62%
Housing Units Built 2010 to 2019	3,519	19.66%
Housing Units Built 2000 to 2009	7,556	42.21%
Housing Units Built 1990 to 1999	1,163	6.50%
Housing Units Built 1980 to 1989	969	5.42%
Housing Units Built 1970 to 1979	1,213	6.78%
Housing Units Built 1960 to 1969	660	3.69%
Housing Units Built 1950 to 1959	821	4.59%
Housing Units Built 1940 to 1949	375	2.10%
Housing Unit Built 1939 or Earlier	439	2.45%
2024 Est. Median Year Structure Built		2005

[†] 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**Retail**Coach®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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