



The**Retail**Coach®

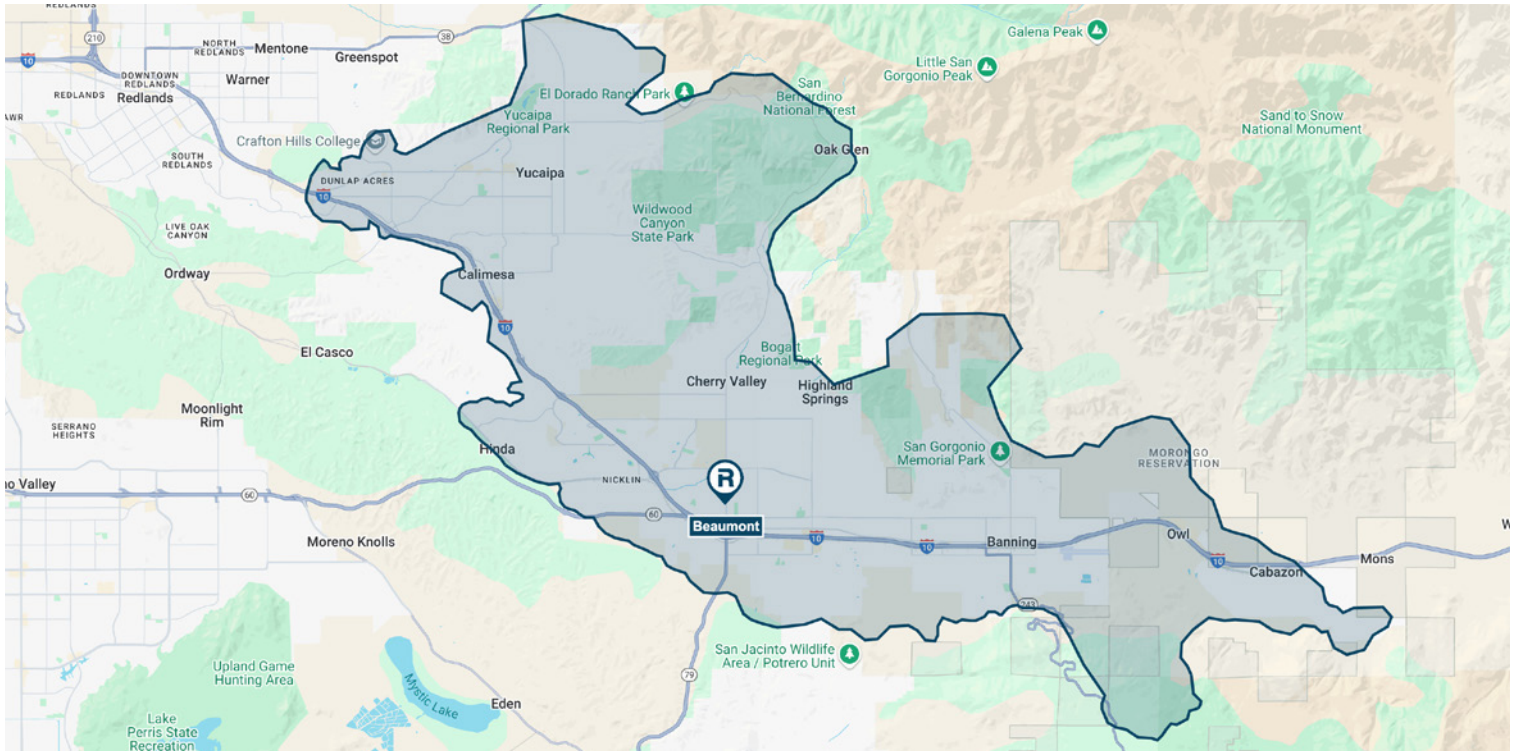
Primary Retail Trade Area Demographic Profile

BEAUMONT, CALIFORNIA

Prepared for City of Beaumont, CA
October 2024

Primary Retail Trade Area • Demographic Snapshot

Beaumont, California



Population

2020	159,112	0 - 9 Years	11.81%
2024	165,440	10 - 17 Years	10.61%
2029	174,663	18 - 24 Years	8.83%

Educational Attainment (%)

Graduate or Professional Degree	8.78%	25 - 34 Years	11.39%
Bachelors Degree	14.44%	35 - 44 Years	13.18%
Associate Degree	10.15%	45 - 54 Years	11.11%
Some College	24.35%	55 - 64 Years	11.88%
High School Graduate (GED)	28.77%	65 and Older	21.19%
Some High School, No Degree	7.07%	Median Age	40.55
Less than 9th Grade	6.44%	Average Age	41.29

Income

Average HH	\$105,393	Race Distribution (%)	
Median HH	\$81,943	White	50.43%
Per Capita	\$37,297	Black/African American	5.57%
		American Indian/Alaskan	2.25%
		Asian	5.71%
		Native Hawaiian/Islander	0.18%
		Other Race	20.08%
		Two or More Races	15.78%
		Hispanic	42.76%



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Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
Population		
2029 Projection	174,663	
2024 Estimate	165,440	
2020 Census	159,112	
2010 Census	135,939	
Growth 2024 - 2029		5.58%
Growth 2020 - 2024		3.98%
Growth 2010 - 2020		17.05%
2024 Est. Population by Single-Classification Race	165,440	
White Alone	83,437	50.43%
Black or African American Alone	9,222	5.57%
Amer. Indian and Alaska Native Alone	3,720	2.25%
Asian Alone	9,445	5.71%
Native Hawaiian and Other Pacific Island Alone	299	0.18%
Some Other Race Alone	33,218	20.08%
Two or More Races	26,098	15.78%
2024 Est. Population by Hispanic or Latino Origin	165,440	
Not Hispanic or Latino	94,701	57.24%
Hispanic or Latino	70,739	42.76%
Mexican	63,381	89.60%
Puerto Rican	638	0.90%
Cuban	925	1.31%
All Other Hispanic or Latino	5,794	8.19%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	70,739	
White Alone	15,834	22.38%
Black or African American Alone	573	0.81%
American Indian and Alaska Native Alone	2,086	2.95%
Asian Alone	391	0.55%
Native Hawaiian and Other Pacific Islander Alone	46	0.07%
Some Other Race Alone	32,440	45.86%
Two or More Races	19,369	27.38%
2024 Est. Pop by Race, Asian Alone, by Category	9,445	
Chinese, except Taiwanese	1,068	11.31%
Filipino	3,911	41.41%
Japanese	229	2.42%
Asian Indian	1,016	10.76%
Korean	821	8.69%
Vietnamese	644	6.82%
Cambodian	17	0.18%
Hmong	611	6.47%
Laotian	239	2.53%
Thai	129	1.37%
All Other Asian Races Including 2+ Category	761	8.06%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	165,440	
Arab	473	0.29%
Czech	108	0.07%
Danish	364	0.22%
Dutch	1,393	0.84%
English	13,628	8.24%
French (except Basque)	2,100	1.27%
French Canadian	600	0.36%
German	12,751	7.71%
Greek	307	0.19%
Hungarian	506	0.31%
Irish	10,824	6.54%
Italian	5,421	3.28%
Lithuanian	128	0.08%
United States or American	4,173	2.52%
Norwegian	1,312	0.79%
Polish	1,649	1.00%
Portuguese	466	0.28%
Russian	765	0.46%
Scottish	1,733	1.05%
Scotch-Irish	801	0.48%
Slovak	62	0.04%
Subsaharan African	1,027	0.62%
Swedish	1,265	0.77%
Swiss	151	0.09%
Ukrainian	115	0.07%
Welsh	630	0.38%
West Indian (except Hisp. groups)	230	0.14%
Other ancestries	72,607	43.89%
Ancestry Unclassified	29,853	18.05%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	108,950	69.91%
Speak Asian/Pacific Island Language at Home	5,053	3.24%
Speak IndoEuropean Language at Home	3,337	2.14%
Speak Spanish at Home	37,824	24.27%
Speak Other Language at Home	349	0.22%

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2024 Est. Population by Age	165,440	
Age 0 - 4	9,594	5.80%
Age 5 - 9	9,937	6.01%
Age 10 - 14	11,136	6.73%
Age 15 - 17	6,416	3.88%
Age 18 - 20	6,374	3.85%
Age 21 - 24	8,240	4.98%
Age 25 - 34	18,847	11.39%
Age 35 - 44	21,807	13.18%
Age 45 - 54	18,376	11.11%
Age 55 - 64	19,650	11.88%
Age 65 - 74	19,603	11.85%
Age 75 - 84	11,388	6.88%
Age 85 and over	4,074	2.46%
Age 16 and over	132,633	80.17%
Age 18 and over	128,357	77.58%
Age 21 and over	121,983	73.73%
Age 65 and over	35,064	21.19%
2024 Est. Median Age		40.55
2024 Est. Average Age		41.29
2024 Est. Population by Sex	165,440	
Male	80,305	48.54%
Female	85,135	51.46%
2024 Est. Male Population by Age	80,305	
Age 0 - 4	4,890	6.09%
Age 5 - 9	5,031	6.26%
Age 10 - 14	5,671	7.06%
Age 15 - 17	3,262	4.06%
Age 18 - 20	3,242	4.04%
Age 21 - 24	4,231	5.27%
Age 25 - 34	9,609	11.97%
Age 35 - 44	10,724	13.35%
Age 45 - 54	8,987	11.19%
Age 55 - 64	9,180	11.43%
Age 65 - 74	8,902	11.09%
Age 75 - 84	4,965	6.18%
Age 85 and over	1,611	2.01%
2024 Est. Median Age, Male		38.92
2024 Est. Average Age, Male		40.29
2024 Est. Female Population by Age	85,135	
Age 0 - 4	4,705	5.53%
Age 5 - 9	4,906	5.76%
Age 10 - 14	5,465	6.42%
Age 15 - 17	3,154	3.71%
Age 18 - 20	3,132	3.68%
Age 21 - 24	4,010	4.71%
Age 25 - 34	9,238	10.85%
Age 35 - 44	11,083	13.02%
Age 45 - 54	9,388	11.03%
Age 55 - 64	10,470	12.30%
Age 65 - 74	10,700	12.57%
Age 75 - 84	6,422	7.54%
Age 85 and over	2,462	2.89%
2024 Est. Median Age, Female		42.14
2024 Est. Average Age, Female		42.23

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	42,507	31.54%
Males, Never Married	22,717	16.86%
Females, Never Married	19,790	14.68%
Married, Spouse present	62,254	46.19%
Married, Spouse absent	8,088	6.00%
Widowed	8,561	6.35%
Males Widowed	1,834	1.36%
Females Widowed	6,727	4.99%
Divorced	13,363	9.91%
Males Divorced	5,044	3.74%
Females Divorced	8,319	6.17%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,326	6.44%
Some High School, no diploma	8,046	7.07%
High School Graduate (or GED)	32,722	28.77%
Some College, no degree	27,701	24.35%
Associate Degree	11,540	10.15%
Bachelor's Degree	16,425	14.44%
Master's Degree	7,675	6.75%
Professional School Degree	1,315	1.16%
Doctorate Degree	993	0.87%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	9,938	23.79%
High School Graduate	12,711	30.43%
Some College or Associate's Degree	12,784	30.60%
Bachelor's Degree or Higher	6,344	15.19%
Households		
2029 Projection	61,004	
2024 Estimate	57,772	
2020 Census	55,485	
2010 Census	47,916	
Growth 2024 - 2029		5.59%
Growth 2020 - 2024		4.12%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	57,772	
Family Households	41,344	71.56%
Nonfamily Households	16,428	28.44%
2024 Est. Group Quarters Population	2,188	
2024 Households by Ethnicity, Hispanic/Latino	19,197	

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	57,772	
Income < \$15,000	4,342	7.52%
Income \$15,000 - \$24,999	3,664	6.34%
Income \$25,000 - \$34,999	4,328	7.49%
Income \$35,000 - \$49,999	5,916	10.24%
Income \$50,000 - \$74,999	8,492	14.70%
Income \$75,000 - \$99,999	7,306	12.65%
Income \$100,000 - \$124,999	6,239	10.80%
Income \$125,000 - \$149,999	5,031	8.71%
Income \$150,000 - \$199,999	6,347	10.99%
Income \$200,000 - \$249,999	2,953	5.11%
Income \$250,000 - \$499,999	2,339	4.05%
Income \$500,000+	814	1.41%
2024 Est. Average Household Income		\$105,393
2024 Est. Median Household Income		\$81,943
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$84,013
Black or African American Alone		\$74,708
American Indian and Alaska Native Alone		\$85,683
Asian Alone		\$99,716
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$70,752
Two or More Races		\$83,316
Hispanic or Latino		\$81,716
Not Hispanic or Latino		\$82,069
2024 Est. HH by Type and Presence of Own Child.	57,772	
Family Households with Children	18,151	31.42%
Family Households without Children	39,622	68.58%
Married-Couple Families	30,586	52.94%
Married-Couple Family, own children	12,257	21.22%
Married-Couple Family, no own children	18,330	31.73%
Cohabiting-Couple Families	3,239	5.61%
Cohabiting-Couple Family, own children	1,539	2.66%
Cohabiting-Couple Family, no own children	1,700	2.94%
Male Householder Families	8,487	14.69%
Male Householder, own children	1,072	1.86%
Male Householder, no own children	2,015	3.49%
Male Householder, only Nonrelatives	496	0.86%
Male Householder, Living Alone	4,904	8.49%
Female Householder Families	15,460	26.76%
Female Householder, own children	3,282	5.68%
Female Householder, no own children	3,730	6.46%
Female Householder, only Nonrelatives	661	1.14%
Female Householder, Living Alone	7,787	13.48%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	57,772	
1-person	13,163	22.78%
2-person	17,950	31.07%
3-person	8,640	14.96%
4-person	8,385	14.51%
5-person	5,120	8.86%
6-person	2,497	4.32%
7-or-more-person	2,018	3.49%
2024 Est. Average Household Size		2.82
2024 Est. Households by Number of Vehicles	57,772	
No Vehicles	2,944	5.10%
1 Vehicle	16,532	28.62%
2 Vehicles	20,508	35.50%
3 Vehicles	10,697	18.52%
4 Vehicles	4,618	7.99%
5 or more Vehicles	2,474	4.28%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	43,659	
2024 Estimate	41,344	
2020 Estimate	40,058	
2010 Census	34,271	
Growth 2024 - 2029		5.60%
Growth 2020 - 2024		3.21%
Growth 2010 - 2020		16.89%
2024 Est. Families by Poverty Status	41,344	
2024 Families at or Above Poverty	38,099	92.15%
2024 Families at or Above Poverty with Children	17,724	42.87%
2024 Families Below Poverty	3,246	7.85%
2024 Families Below Poverty with Children	2,082	5.04%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	70,003	52.78%
Civilian Labor Force, Unemployed	5,703	4.30%
Armed Forces	80	0.06%
Not in Labor Force	56,847	42.86%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	44,848	63.37%
Non-Profit Private Workers	4,883	6.90%
Local Government Workers	1,489	2.10%
State Government Workers	2,804	3.96%
Federal Government Workers	9,876	13.95%
Self-Employed Workers	6,795	9.60%
Unpaid Family Workers	82	0.12%

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	548	0.77%
Arts/Entertainment/Sports	978	1.38%
Building Grounds Maintenance	2,770	3.91%
Business/Financial Operations	2,984	4.22%
Community/Social Services	1,799	2.54%
Computer/Mathematical	1,277	1.80%
Construction/Extraction	4,445	6.28%
Education/Training/Library	4,192	5.92%
Farming/Fishing/Forestry	198	0.28%
Food Prep/Serving	3,461	4.89%
Health Practitioner/Technician	6,121	8.65%
Healthcare Support	3,092	4.37%
Maintenance Repair	2,883	4.07%
Legal	411	0.58%
Life/Physical/Social Science	590	0.83%
Management	6,129	8.66%
Office/Admin. Support	8,082	11.42%
Production	3,102	4.38%
Protective Services	2,260	3.19%
Sales/Related	6,624	9.36%
Personal Care/Service	1,861	2.63%
Transportation/Moving	6,968	9.85%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	39,735	56.14%
Blue Collar	17,398	24.58%
Service and Farm	13,642	19.27%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	53,640	77.88%
Car Pooled	6,235	9.05%
Public Transportation	471	0.68%
Walked	536	0.78%
Bicycle	91	0.13%
Other Means	1,194	1.73%
Worked at Home	6,707	9.74%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,265	
15 - 29 Minutes	17,297	
30 - 44 Minutes	15,620	
45 - 59 Minutes	7,404	
60 or more Minutes	8,468	
2024 Est. Avg Travel Time to Work in Minutes		34
2024 Est. Occupied Housing Units by Tenure	57,772	
Owner Occupied	42,967	74.37%
Renter Occupied	14,806	25.63%
2024 Owner Occ. HUs: Avg. Length of Residence		13.90 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.28 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	42,967	
Value Less than \$20,000	1,154	2.69%
Value \$20,000 - \$39,999	1,301	3.03%
Value \$40,000 - \$59,999	880	2.05%
Value \$60,000 - \$79,999	840	1.96%
Value \$80,000 - \$99,999	784	1.82%
Value \$100,000 - \$149,999	785	1.83%
Value \$150,000 - \$199,999	794	1.85%
Value \$200,000 - \$299,999	3,057	7.12%
Value \$300,000 - \$399,999	6,579	15.31%
Value \$400,000 - \$499,999	9,169	21.34%
Value \$500,000 - \$749,999	10,778	25.08%
Value \$750,000 - \$999,999	4,543	10.57%
Value \$1,000,000 or \$1,499,999	1,569	3.65%
Value \$1,500,000 or \$1,999,999	345	0.80%
Value \$2,000,000+	389	0.91%
2024 Est. Median All Owner-Occupied Housing Value		\$457,282
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	45,389	75.20%
1 Unit Attached	1,611	2.67%
2 Units	812	1.34%
3 or 4 Units	972	1.61%
5 to 19 Units	1,274	2.11%
20 to 49 Units	285	0.47%
50 or More Units	853	1.41%
Mobile Home or Trailer	8,994	14.90%
Boat, RV, Van, etc.	163	0.27%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,448	4.06%
Housing Units Built 2010 to 2019	6,190	10.26%
Housing Units Built 2000 to 2009	14,553	24.11%
Housing Units Built 1990 to 1999	6,048	10.02%
Housing Units Built 1980 to 1989	6,674	11.06%
Housing Units Built 1970 to 1979	8,118	13.45%
Housing Units Built 1960 to 1969	6,677	11.06%
Housing Units Built 1950 to 1959	5,543	9.18%
Housing Units Built 1940 to 1949	2,181	3.61%
Housing Unit Built 1939 or Earlier	1,923	3.19%
2024 Est. Median Year Structure Built		1989

[†] 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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