



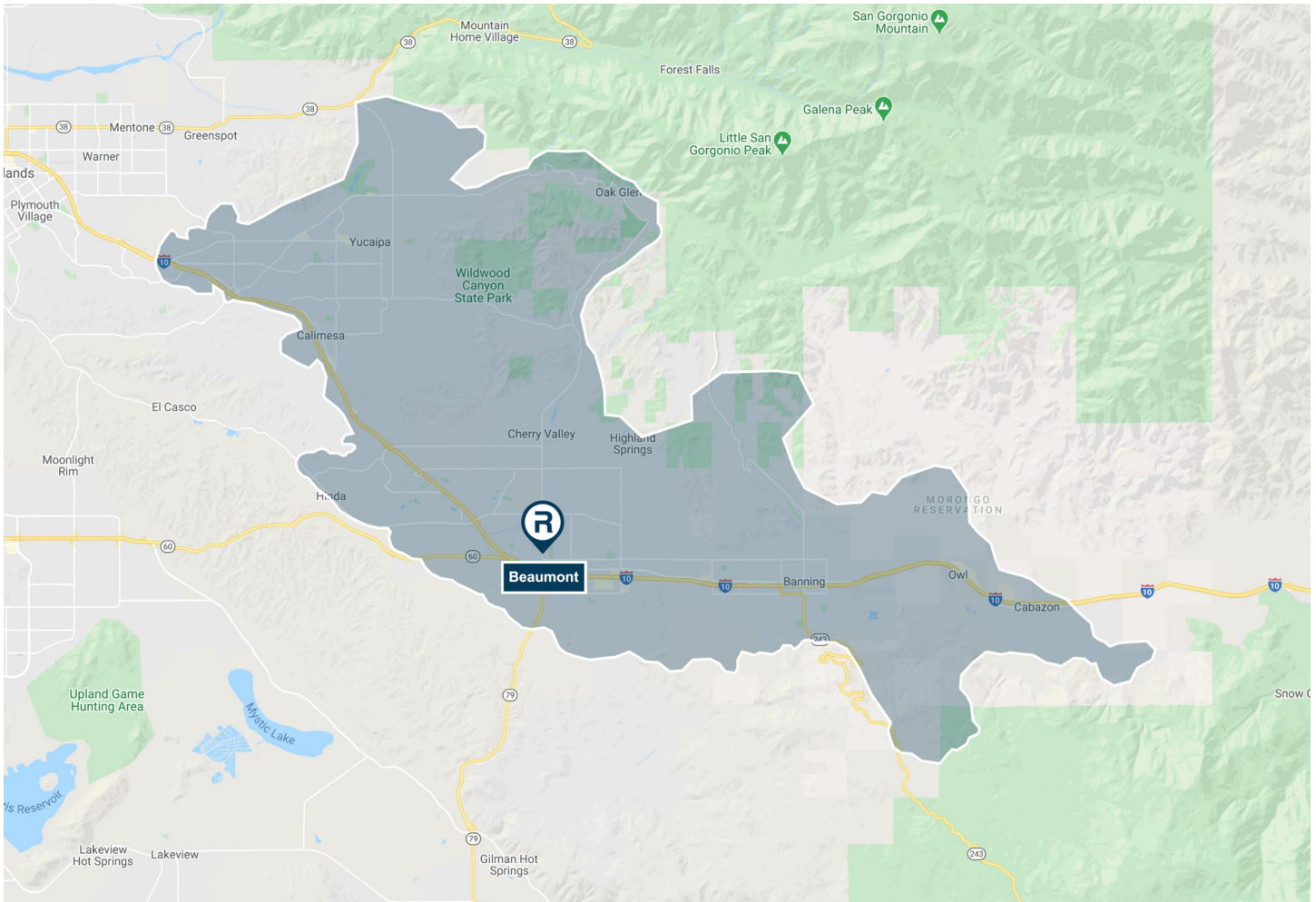
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

BEAUMONT, CALIFORNIA

Prepared for City of Beaumont, CA
January 2022

Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
Population		
2027 Projection	162,849	
2022 Estimate	156,884	
2010 Census	136,730	
2000 Census	93,278	
Growth 2022 - 2027		3.80%
Growth 2010 - 2022		14.74%
Growth 2000 - 2010		46.58%
2022 Est. Population by Single-Classification Race	156,884	
White Alone	103,340	65.87%
Black or African American Alone	7,931	5.05%
Amer. Indian and Alaska Native Alone	2,724	1.74%
Asian Alone	9,098	5.80%
Native Hawaiian and Other Pacific Island Alone	351	0.22%
Some Other Race Alone	24,507	15.62%
Two or More Races	8,934	5.70%
2022 Est. Population by Hispanic or Latino Origin	156,884	
Not Hispanic or Latino	91,941	58.60%
Hispanic or Latino	64,944	41.40%
Mexican	56,313	86.71%
Puerto Rican	859	1.32%
Cuban	391	0.60%
All Other Hispanic or Latino	7,380	11.36%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	64,944	
White Alone	33,828	52.09%
Black or African American Alone	532	0.82%
American Indian and Alaska Native Alone	1,222	1.88%
Asian Alone	328	0.51%
Native Hawaiian and Other Pacific Islander Alone	48	0.07%
Some Other Race Alone	24,303	37.42%
Two or More Races	4,683	7.21%
2022 Est. Pop by Race, Asian Alone, by Category	9,098	
Chinese, except Taiwanese	1,342	14.75%
Filipino	3,288	36.14%
Japanese	302	3.32%
Asian Indian	744	8.18%
Korean	1,014	11.15%
Vietnamese	302	3.32%
Cambodian	179	1.97%
Hmong	656	7.21%
Laotian	241	2.65%
Thai	197	2.16%
All Other Asian Races Including 2+ Category	833	9.16%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	156,884	
Arab	107	0.07%
Czech	273	0.17%
Danish	564	0.36%
Dutch	1,806	1.15%
English	10,047	6.40%
French (except Basque)	2,457	1.57%
French Canadian	638	0.41%
German	13,164	8.39%
Greek	254	0.16%
Hungarian	486	0.31%
Irish	9,771	6.23%
Italian	5,829	3.72%
Lithuanian	103	0.07%
United States or American	4,632	2.95%
Norwegian	1,331	0.85%
Polish	1,613	1.03%
Portuguese	578	0.37%
Russian	810	0.52%
Scottish	1,532	0.98%
Scotch-Irish	799	0.51%
Slovak	67	0.04%
Subsaharan African	1,477	0.94%
Swedish	1,273	0.81%
Swiss	123	0.08%
Ukrainian	246	0.16%
Welsh	632	0.40%
West Indian (except Hisp. groups)	223	0.14%
Other ancestries	76,150	48.54%
Ancestry Unclassified	19,900	12.69%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	103,271	70.19%
Speak Asian/Pacific Island Language at Home	4,994	3.39%
Speak IndoEuropean Language at Home	2,376	1.61%
Speak Spanish at Home	35,159	23.89%
Speak Other Language at Home	1,337	0.91%

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	156,884	
Age 0 - 4	9,747	6.21%
Age 5 - 9	9,819	6.26%
Age 10 - 14	10,302	6.57%
Age 15 - 17	6,246	3.98%
Age 18 - 20	5,712	3.64%
Age 21 - 24	7,683	4.90%
Age 25 - 34	19,860	12.66%
Age 35 - 44	19,064	12.15%
Age 45 - 54	17,035	10.86%
Age 55 - 64	18,005	11.48%
Age 65 - 74	17,799	11.35%
Age 75 - 84	11,247	7.17%
Age 85 and over	4,366	2.78%
Age 16 and over	124,966	79.65%
Age 18 and over	120,770	76.98%
Age 21 and over	115,058	73.34%
Age 65 and over	33,412	21.30%
2022 Est. Median Age		39.67
2022 Est. Average Age		41.01
2022 Est. Population by Sex	156,884	
Male	76,621	48.84%
Female	80,263	51.16%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	76,621	
Age 0 - 4	5,006	6.53%
Age 5 - 9	5,013	6.54%
Age 10 - 14	5,310	6.93%
Age 15 - 17	3,196	4.17%
Age 18 - 20	2,971	3.88%
Age 21 - 24	3,975	5.19%
Age 25 - 34	10,129	13.22%
Age 35 - 44	9,379	12.24%
Age 45 - 54	8,347	10.89%
Age 55 - 64	8,580	11.20%
Age 65 - 74	8,014	10.46%
Age 75 - 84	4,896	6.39%
Age 85 and over	1,805	2.36%
2022 Est. Median Age, Male		37.80
2022 Est. Average Age, Male		39.96
2022 Est. Female Population by Age	80,263	
Age 0 - 4	4,742	5.91%
Age 5 - 9	4,807	5.99%
Age 10 - 14	4,991	6.22%
Age 15 - 17	3,051	3.80%
Age 18 - 20	2,740	3.41%
Age 21 - 24	3,707	4.62%
Age 25 - 34	9,731	12.12%
Age 35 - 44	9,685	12.07%
Age 45 - 54	8,687	10.82%
Age 55 - 64	9,425	11.74%
Age 65 - 74	9,785	12.19%
Age 75 - 84	6,352	7.91%
Age 85 and over	2,560	3.19%
2022 Est. Median Age, Female		41.49
2022 Est. Average Age, Female		42.04

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	38,618	30.40%
Males, Never Married	20,607	16.22%
Females, Never Married	18,012	14.18%
Married, Spouse present	58,281	45.89%
Married, Spouse absent	7,345	5.78%
Widowed	9,046	7.12%
Males Widowed	1,991	1.57%
Females Widowed	7,056	5.55%
Divorced	13,726	10.81%
Males Divorced	5,467	4.30%
Females Divorced	8,259	6.50%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,006	5.59%
Some High School, no diploma	8,046	7.49%
High School Graduate (or GED)	31,474	29.31%
Some College, no degree	26,163	24.37%
Associate Degree	11,163	10.40%
Bachelor's Degree	15,571	14.50%
Master's Degree	6,800	6.33%
Professional School Degree	1,240	1.15%
Doctorate Degree	911	0.85%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,791	23.81%
High School Graduate	11,462	31.05%
Some College or Associate's Degree	11,472	31.07%
Bachelor's Degree or Higher	5,192	14.06%
Households		
2027 Projection	57,247	
2022 Estimate	55,219	
2010 Census	48,428	
2000 Census	34,320	
Growth 2022 - 2027		3.67%
Growth 2010 - 2022		14.02%
Growth 2000 - 2010		41.11%
2022 Est. Households by Household Type	55,219	
Family Households	39,516	71.56%
Nonfamily Households	15,704	28.44%
2022 Est. Group Quarters Population	2,566	
2022 Households by Ethnicity, Hispanic/Latino	16,989	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	55,219	
Income < \$15,000	4,773	8.64%
Income \$15,000 - \$24,999	3,558	6.44%
Income \$25,000 - \$34,999	4,055	7.34%
Income \$35,000 - \$49,999	6,055	10.97%
Income \$50,000 - \$74,999	8,422	15.25%
Income \$75,000 - \$99,999	7,103	12.86%
Income \$100,000 - \$124,999	5,914	10.71%
Income \$125,000 - \$149,999	4,959	8.98%
Income \$150,000 - \$199,999	5,189	9.40%
Income \$200,000 - \$249,999	2,554	4.62%
Income \$250,000 - \$499,999	1,923	3.48%
Income \$500,000+	715	1.29%
2022 Est. Average Household Income		\$100,060
2022 Est. Median Household Income		\$77,431
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,674
Black or African American Alone		\$87,103
American Indian and Alaska Native Alone		\$75,865
Asian Alone		\$95,651
Native Hawaiian and Other Pacific Islander Alone		\$60,728
Some Other Race Alone		\$75,646
Two or More Races		\$83,735
Hispanic or Latino		\$77,077
Not Hispanic or Latino		\$77,600
2022 Est. Family HH Type by Presence of Own Child.	39,516	
Married-Couple Family, own children	12,138	30.72%
Married-Couple Family, no own children	17,547	44.41%
Male Householder, own children	1,622	4.11%
Male Householder, no own children	1,441	3.65%
Female Householder, own children	3,435	8.69%
Female Householder, no own children	3,332	8.43%
2022 Est. Households by Household Size	55,219	
1-person	12,753	23.09%
2-person	17,786	32.21%
3-person	8,677	15.71%
4-person	7,420	13.44%
5-person	4,549	8.24%
6-person	2,290	4.15%
7-or-more-person	1,744	3.16%
2022 Est. Average Household Size		2.80

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	55,219	
Households with 1 or More People under Age 18:	19,691	35.66%
Married-Couple Family	13,316	67.62%
Other Family, Male Householder	1,948	9.89%
Other Family, Female Householder	4,257	21.62%
Nonfamily, Male Householder	114	0.58%
Nonfamily, Female Householder	55	0.28%
Households with No People under Age 18:	35,528	
Married-Couple Family	16,367	46.07%
Other Family, Male Householder	1,115	3.14%
Other Family, Female Householder	2,503	7.04%
Nonfamily, Male Householder	6,535	18.39%
Nonfamily, Female Householder	9,009	25.36%
2022 Est. Households by Number of Vehicles	55,219	
No Vehicles	2,674	4.84%
1 Vehicle	15,666	28.37%
2 Vehicles	19,474	35.27%
3 Vehicles	10,984	19.89%
4 Vehicles	3,919	7.10%
5 or more Vehicles	2,501	4.53%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	40,968	
2022 Estimate	39,516	
2010 Census	34,603	
2000 Census	24,154	
Growth 2022 - 2027		3.67%
Growth 2010 - 2022		14.20%
Growth 2000 - 2010		43.26%
2022 Est. Families by Poverty Status	39,516	
2022 Families at or Above Poverty	36,180	91.56%
2022 Families at or Above Poverty with Children	16,680	42.21%
2022 Families Below Poverty	3,336	8.44%
2022 Families Below Poverty with Children	1,854	4.69%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	65,991	52.81%
Civilian Labor Force, Unemployed	3,483	2.79%
Armed Forces	85	0.07%
Not in Labor Force	55,407	44.34%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	64,916	
For-Profit Private Workers	42,575	65.58%
Non-Profit Private Workers	4,143	6.38%
Local Government Workers	1,132	1.74%
State Government Workers	2,855	4.40%
Federal Government Workers	8,475	13.06%
Self-Employed Workers	5,664	8.73%
Unpaid Family Workers	72	0.11%
2022 Est. Civ. Employed Pop 16+ by Occupation	64,916	
Architect/Engineer	601	0.93%
Arts/Entertainment/Sports	932	1.44%
Building Grounds Maintenance	2,475	3.81%
Business/Financial Operations	2,463	3.79%
Community/Social Services	1,259	1.94%
Computer/Mathematical	1,083	1.67%
Construction/Extraction	4,039	6.22%
Education/Training/Library	4,599	7.08%
Farming/Fishing/Forestry	463	0.71%
Food Prep/Serving	3,156	4.86%
Health Practitioner/Technician	5,538	8.53%
Healthcare Support	2,880	4.44%
Maintenance Repair	2,536	3.91%
Legal	353	0.54%
Life/Physical/Social Science	572	0.88%
Management	4,950	7.62%
Office/Admin. Support	6,873	10.59%
Production	2,648	4.08%
Protective Services	2,338	3.60%
Sales/Related	7,190	11.08%
Personal Care/Service	1,684	2.59%
Transportation/Moving	6,284	9.68%
2022 Est. Pop 16+ by Occupation Classification	64,916	
White Collar	36,412	56.09%
Blue Collar	15,508	23.89%
Service and Farm	12,996	20.02%
2022 Est. Workers Age 16+ by Transp. to Work	63,398	
Drove Alone	52,814	83.31%
Car Pooled	5,209	8.22%
Public Transportation	511	0.81%
Walked	723	1.14%
Bicycle	38	0.06%
Other Means	1,633	2.58%
Worked at Home	2,469	3.89%

Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,240	
15 - 29 Minutes	17,510	
30 - 44 Minutes	16,427	
45 - 59 Minutes	5,939	
60 or more Minutes	7,849	
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	55,219	
Owner Occupied	40,914	74.09%
Renter Occupied	14,306	25.91%
2022 Owner Occ. HUs: Avg. Length of Residence		13.39%
2022 Renter Occ. HUs: Avg. Length of Residence		6.60%
2022 Est. Owner-Occupied Housing Units by Value	55,219	
Value Less than \$20,000	1,171	2.86%
Value \$20,000 - \$39,999	1,276	3.12%
Value \$40,000 - \$59,999	828	2.02%
Value \$60,000 - \$79,999	529	1.29%
Value \$80,000 - \$99,999	408	1.00%
Value \$100,000 - \$149,999	908	2.22%
Value \$150,000 - \$199,999	1,168	2.85%
Value \$200,000 - \$299,999	4,835	11.82%
Value \$300,000 - \$399,999	9,276	22.67%
Value \$400,000 - \$499,999	8,897	21.75%
Value \$500,000 - \$749,999	7,515	18.37%
Value \$750,000 - \$999,999	2,739	6.70%
Value \$1,000,000 or \$1,499,999	790	1.93%
Value \$1,500,000 or \$1,999,999	155	0.38%
Value \$2,000,000+	420	1.03%
2022 Est. Median All Owner-Occupied Housing Value		\$400,617
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	43,794	72.88%
1 Unit Attached	1,680	2.80%
2 Units	867	1.44%
3 or 4 Units	1,282	2.13%
5 to 19 Units	1,795	2.99%
20 to 49 Units	485	0.81%
50 or More Units	708	1.18%
Mobile Home or Trailer	9,356	15.57%
Boat, RV, Van, etc.	124	0.21%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,308	12.16%
Housing Units Built 2010 to 2014	1,740	2.90%
Housing Units Built 2000 to 2009	15,345	25.54%
Housing Units Built 1990 to 1999	5,769	9.60%
Housing Units Built 1980 to 1989	6,507	10.83%
Housing Units Built 1970 to 1979	7,347	12.23%
Housing Units Built 1960 to 1969	6,448	10.73%
Housing Units Built 1950 to 1959	5,848	9.73%
Housing Units Built 1940 to 1949	2,191	3.65%
Housing Unit Built 1939 or Earlier	1,587	2.64%
2022 Est. Median Year Structure Built		1990

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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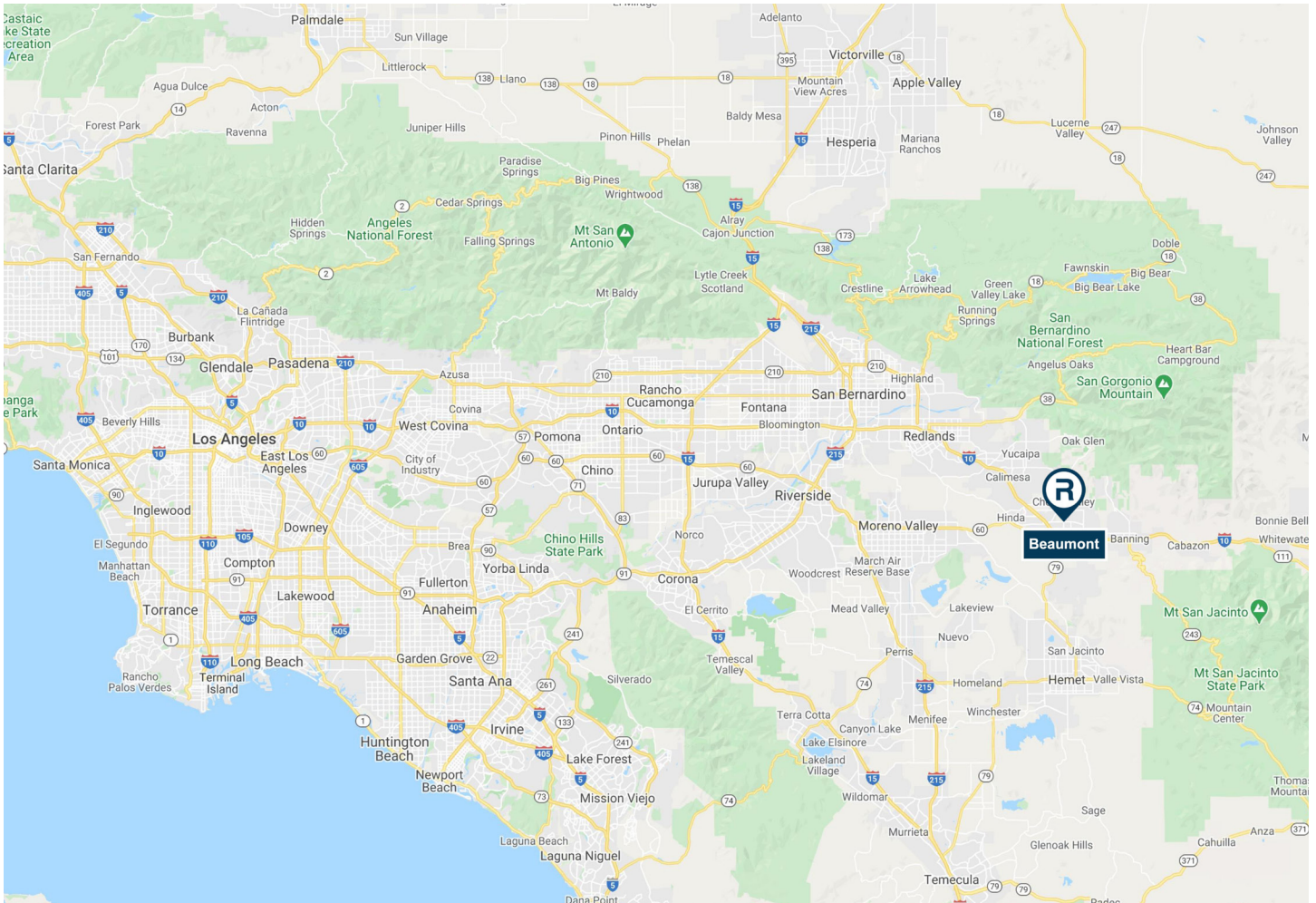
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Community Demographic Profile

BEAUMONT, CALIFORNIA

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Community



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Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
Population		
2027 Projection	57,290	
2022 Estimate	54,281	
2010 Census	36,877	
2000 Census	13,219	
Growth 2022 - 2027		5.54%
Growth 2010 - 2022		47.19%
Growth 2000 - 2010		178.97%
2022 Est. Population by Single-Classification Race	54,281	
White Alone	31,324	57.71%
Black or African American Alone	4,408	8.12%
Amer. Indian and Alaska Native Alone	692	1.27%
Asian Alone	5,524	10.18%
Native Hawaiian and Other Pacific Island Alone	175	0.32%
Some Other Race Alone	8,898	16.39%
Two or More Races	3,261	6.01%
2022 Est. Population by Hispanic or Latino Origin	54,281	
Not Hispanic or Latino	29,982	55.23%
Hispanic or Latino	24,299	44.77%
Mexican	46,517	85.70%
Puerto Rican	678	1.25%
Cuban	454	0.84%
All Other Hispanic or Latino	6,633	12.22%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	24,299	
White Alone	13,065	53.77%
Black or African American Alone	163	0.67%
American Indian and Alaska Native Alone	386	1.59%
Asian Alone	186	0.77%
Native Hawaiian and Other Pacific Islander Alone	29	0.12%
Some Other Race Alone	8,808	36.25%
Two or More Races	1,663	6.84%
2022 Est. Pop by Race, Asian Alone, by Category	5,524	
Chinese, except Taiwanese	1,033	18.71%
Filipino	2,230	40.37%
Japanese	89	1.61%
Asian Indian	486	8.80%
Korean	479	8.68%
Vietnamese	178	3.23%
Cambodian	125	2.27%
Hmong	169	3.06%
Laotian	30	0.55%
Thai	142	2.57%
All Other Asian Races Including 2+ Category	561	10.15%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	54,281	
Arab	49	0.09%
Czech	129	0.24%
Danish	174	0.32%
Dutch	375	0.69%
English	2,823	5.20%
French (except Basque)	639	1.18%
French Canadian	198	0.36%
German	3,647	6.72%
Greek	58	0.11%
Hungarian	87	0.16%
Irish	2,724	5.02%
Italian	1,958	3.61%
Lithuanian	3	0.01%
United States or American	1,664	3.07%
Norwegian	331	0.61%
Polish	509	0.94%
Portuguese	188	0.35%
Russian	329	0.61%
Scottish	381	0.70%
Scotch-Irish	189	0.35%
Slovak	33	0.06%
Subsaharan African	682	1.26%
Swedish	366	0.68%
Swiss	49	0.09%
Ukrainian	44	0.08%
Welsh	119	0.22%
West Indian (except Hisp. groups)	122	0.22%
Other ancestries	29,259	53.90%
Ancestry Unclassified	7,151	13.17%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,682	65.67%
Speak Asian/Pacific Island Language at Home	1,399	6.26%
Speak IndoEuropean Language at Home	433	1.94%
Speak Spanish at Home	5,509	24.64%
Speak Other Language at Home	333	1.49%

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	54,281	
Age 0 - 4	4,339	7.99%
Age 5 - 9	3,833	7.06%
Age 10 - 14	4,056	7.47%
Age 15 - 17	2,355	4.34%
Age 18 - 20	2,089	3.85%
Age 21 - 24	2,664	4.91%
Age 25 - 34	6,470	11.92%
Age 35 - 44	7,356	13.55%
Age 45 - 54	6,441	11.87%
Age 55 - 64	5,268	9.71%
Age 65 - 74	5,373	9.90%
Age 75 - 84	3,091	5.69%
Age 85 and over	946	1.74%
Age 16 and over	41,281	76.05%
Age 18 and over	39,697	73.13%
Age 21 and over	37,609	69.29%
Age 65 and over	9,409	17.33%
2022 Est. Median Age		36.85
2022 Est. Average Age		38.00
2022 Est. Population by Sex	54,281	
Male	26,535	48.89%
Female	27,746	51.12%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	26,535	
Age 0 - 4	2,228	8.40%
Age 5 - 9	1,964	7.40%
Age 10 - 14	2,075	7.82%
Age 15 - 17	1,198	4.52%
Age 18 - 20	1,072	4.04%
Age 21 - 24	1,357	5.11%
Age 25 - 34	3,198	12.05%
Age 35 - 44	3,511	13.23%
Age 45 - 54	3,218	12.13%
Age 55 - 64	2,497	9.41%
Age 65 - 74	2,398	9.04%
Age 75 - 84	1,406	5.30%
Age 85 and over	414	1.56%
2022 Est. Median Age, Male		35.51
2022 Est. Average Age, Male		37.00
2022 Est. Female Population by Age	27,746	
Age 0 - 4	2,111	7.61%
Age 5 - 9	1,869	6.74%
Age 10 - 14	1,982	7.14%
Age 15 - 17	1,157	4.17%
Age 18 - 20	1,017	3.67%
Age 21 - 24	1,306	4.71%
Age 25 - 34	3,273	11.80%
Age 35 - 44	3,846	13.86%
Age 45 - 54	3,223	11.62%
Age 55 - 64	2,770	9.99%
Age 65 - 74	2,975	10.72%
Age 75 - 84	1,685	6.07%
Age 85 and over	531	1.92%
2022 Est. Median Age, Female		38.05
2022 Est. Average Age, Female		39.00

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,732	30.28%
Males, Never Married	6,538	15.55%
Females, Never Married	6,194	14.73%
Married, Spouse present	20,596	48.98%
Married, Spouse absent	2,164	5.15%
Widowed	2,190	5.21%
Males Widowed	607	1.44%
Females Widowed	1,583	3.76%
Divorced	4,371	10.40%
Males Divorced	1,702	4.05%
Females Divorced	2,669	6.35%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,938	5.5%
Some High School, no diploma	2,313	6.6%
High School Graduate (or GED)	9,584	27.4%
Some College, no degree	8,485	24.3%
Associate Degree	3,596	10.3%
Bachelor's Degree	5,992	17.1%
Master's Degree	2,283	6.5%
Professional School Degree	430	1.2%
Doctorate Degree	324	0.9%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,212	18.86%
High School Graduate	3,699	31.53%
Some College or Associate's Degree	4,020	34.26%
Bachelor's Degree or Higher	1,801	15.35%
Households		
2027 Projection	16,750	
2022 Estimate	15,898	
2010 Census	11,910	
2000 Census	4,738	
Growth 2022 - 2027		5.36%
Growth 2010 - 2022		33.48%
Growth 2000 - 2010		151.37%
2022 Est. Households by Household Type	15,898	
Family Households	12,250	77.05%
Nonfamily Households	3,648	22.95%
2022 Est. Group Quarters Population	475	
2022 Households by Ethnicity, Hispanic/Latino	5,518	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	15,898	
Income < \$15,000	1,085	6.83%
Income \$15,000 - \$24,999	654	4.11%
Income \$25,000 - \$34,999	846	5.32%
Income \$35,000 - \$49,999	1,426	8.97%
Income \$50,000 - \$74,999	2,220	13.96%
Income \$75,000 - \$99,999	2,223	13.98%
Income \$100,000 - \$124,999	2,070	13.02%
Income \$125,000 - \$149,999	1,899	11.95%
Income \$150,000 - \$199,999	1,812	11.40%
Income \$200,000 - \$249,999	833	5.24%
Income \$250,000 - \$499,999	631	3.97%
Income \$500,000+	199	1.25%
2022 Est. Average Household Income		\$111,263
2022 Est. Median Household Income		\$94,218
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$90,346
Black or African American Alone		\$108,412
American Indian and Alaska Native Alone		\$132,493
Asian Alone		\$102,725
Native Hawaiian and Other Pacific Islander Alone		\$61,204
Some Other Race Alone		\$91,180
Two or More Races		\$116,067
Hispanic or Latino		\$89,243
Not Hispanic or Latino		\$97,771
2022 Est. Family HH Type by Presence of Own Child.	12,250	
Married-Couple Family, own children	4,386	35.80%
Married-Couple Family, no own children	5,175	42.25%
Male Householder, own children	529	4.32%
Male Householder, no own children	354	2.89%
Female Householder, own children	1,007	8.22%
Female Householder, no own children	799	6.52%
2022 Est. Households by Household Size	15,898	
1-person	2,840	17.86%
2-person	5,132	32.28%
3-person	2,671	16.80%
4-person	2,348	14.77%
5-person	1,517	9.54%
6-person	799	5.03%
7-or-more-person	591	3.72%
2022 Est. Average Household Size		3

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	15,898	
Households with 1 or More People under Age 18:	6,577	41.37%
Married-Couple Family	4,702	71.49%
Other Family, Male Householder	618	9.40%
Other Family, Female Householder	1,204	18.31%
Nonfamily, Male Householder	36	0.55%
Nonfamily, Female Householder	17	0.26%
Households with No People under Age 18:	9,321	58.63%
Married-Couple Family	4,855	52.09%
Other Family, Male Householder	265	2.84%
Other Family, Female Householder	601	6.45%
Nonfamily, Male Householder	1,572	16.87%
Nonfamily, Female Householder	2,028	21.76%
2022 Est. Households by Number of Vehicles	15,898	
No Vehicles	395	2.49%
1 Vehicle	3,921	24.66%
2 Vehicles	6,457	40.62%
3 Vehicles	3,307	20.80%
4 Vehicles	1,030	6.48%
5 or more Vehicles	788	4.96%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	12,905	
2022 Estimate	12,250	
2010 Census	9,328	
2000 Census	3,349	
Growth 2022 - 2027		5.35%
Growth 2010 - 2022		31.33%
Growth 2000 - 2010		178.53%
2022 Est. Families by Poverty Status	12,250	
2022 Families at or Above Poverty	11,324	92.44%
2022 Families at or Above Poverty with Children	5,954	48.60%
2022 Families Below Poverty	926	7.56%
2022 Families Below Poverty with Children	506	4.13%
2022 Est. Pop 16+ by Employment Status	41,281	
Civilian Labor Force, Employed	23,045	55.83%
Civilian Labor Force, Unemployed	1,264	3.06%
Armed Forces	68	0.16%
Not in Labor Force	16,905	40.95%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	24,377	
For-Profit Private Workers	16,422	67.37%
Non-Profit Private Workers	1,281	5.26%
Local Government Workers	369	1.52%
State Government Workers	1,269	5.21%
Federal Government Workers	3,428	14.06%
Self-Employed Workers	1,572	6.45%
Unpaid Family Workers	35	0.15%
2022 Est. Civ. Employed Pop 16+ by Occupation	24,377	
Architect/Engineer	301	1.24%
Arts/Entertainment/Sports	192	0.79%
Building Grounds Maintenance	636	2.61%
Business/Financial Operations	949	3.89%
Community/Social Services	488	2.00%
Computer/Mathematical	463	1.90%
Construction/Extraction	1,517	6.22%
Education/Training/Library	1,658	6.80%
Farming/Fishing/Forestry	75	0.31%
Food Prep/Serving	1,246	5.11%
Health Practitioner/Technician	2,291	9.40%
Healthcare Support	1,113	4.57%
Maintenance Repair	758	3.11%
Legal	160	0.66%
Life/Physical/Social Science	216	0.89%
Management	1,909	7.83%
Office/Admin. Support	2,626	10.77%
Production	1,038	4.26%
Protective Services	975	4.00%
Sales/Related	2,540	10.42%
Personal Care/Service	748	3.07%
Transportation/Moving	2,474	10.15%
2022 Est. Pop 16+ by Occupation Classification	24,377	
White Collar	13,794	56.59%
Blue Collar	5,788	23.74%
Service and Farm	4,794	19.67%
2022 Est. Workers Age 16+ by Transp. to Work	24,377	
Drove Alone	20,084	82.39%
Car Pooled	2,424	9.94%
Public Transportation	250	1.03%
Walked	276	1.13%
Bicycle	16	0.07%
Other Means	372	1.53%
Worked at Home	954	3.91%

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,527	18.57%
15 - 29 Minutes	5,556	22.79%
30 - 44 Minutes	7,634	31.32%
45 - 59 Minutes	3,093	12.69%
60 or more Minutes	3,566	14.63%
2022 Est. Avg Travel Time to Work in Minutes		37
2022 Est. Occupied Housing Units by Tenure	15,898	
Owner Occupied	12,186	76.65%
Renter Occupied	3,712	23.35%
2022 Owner Occ. HUs: Avg. Length of Residence		11.1
2022 Renter Occ. HUs: Avg. Length of Residence		5.9
2022 Est. Owner-Occupied Housing Units by Value	12,186	
Value Less than \$20,000	142	1.17%
Value \$20,000 - \$39,999	150	1.23%
Value \$40,000 - \$59,999	77	0.63%
Value \$60,000 - \$79,999	76	0.62%
Value \$80,000 - \$99,999	40	0.33%
Value \$100,000 - \$149,999	141	1.16%
Value \$150,000 - \$199,999	229	1.88%
Value \$200,000 - \$299,999	1,622	13.31%
Value \$300,000 - \$399,999	4,115	33.77%
Value \$400,000 - \$499,999	3,691	30.29%
Value \$500,000 - \$749,999	1,474	12.10%
Value \$750,000 - \$999,999	266	2.18%
Value \$1,000,000 or \$1,499,999	52	0.43%
Value \$1,500,000 or \$1,999,999	7	0.06%
Value \$2,000,000+	104	0.85%
2022 Est. Median All Owner-Occupied Housing Value		\$388,421
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	13,474	84.76%
1 Unit Attached	328	2.06%
2 Units	134	0.84%
3 or 4 Units	285	1.79%
5 to 19 Units	671	4.22%
20 to 49 Units	206	1.30%
50 or More Units	64	0.40%
Mobile Home or Trailer	693	4.36%
Boat, RV, Van, etc.	43	0.27%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,794	17.58%
Housing Units Built 2010 to 2014	840	5.29%
Housing Units Built 2000 to 2009	7,510	47.24%
Housing Units Built 1990 to 1999	993	6.24%
Housing Units Built 1980 to 1989	813	5.11%
Housing Units Built 1970 to 1979	819	5.15%
Housing Units Built 1960 to 1969	685	4.31%
Housing Units Built 1950 to 1959	783	4.92%
Housing Units Built 1940 to 1949	337	2.12%
Housing Unit Built 1939 or Earlier	324	2.04%
2022 Est. Median Year Structure Built		2004

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

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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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The**Retail**Coach[®]

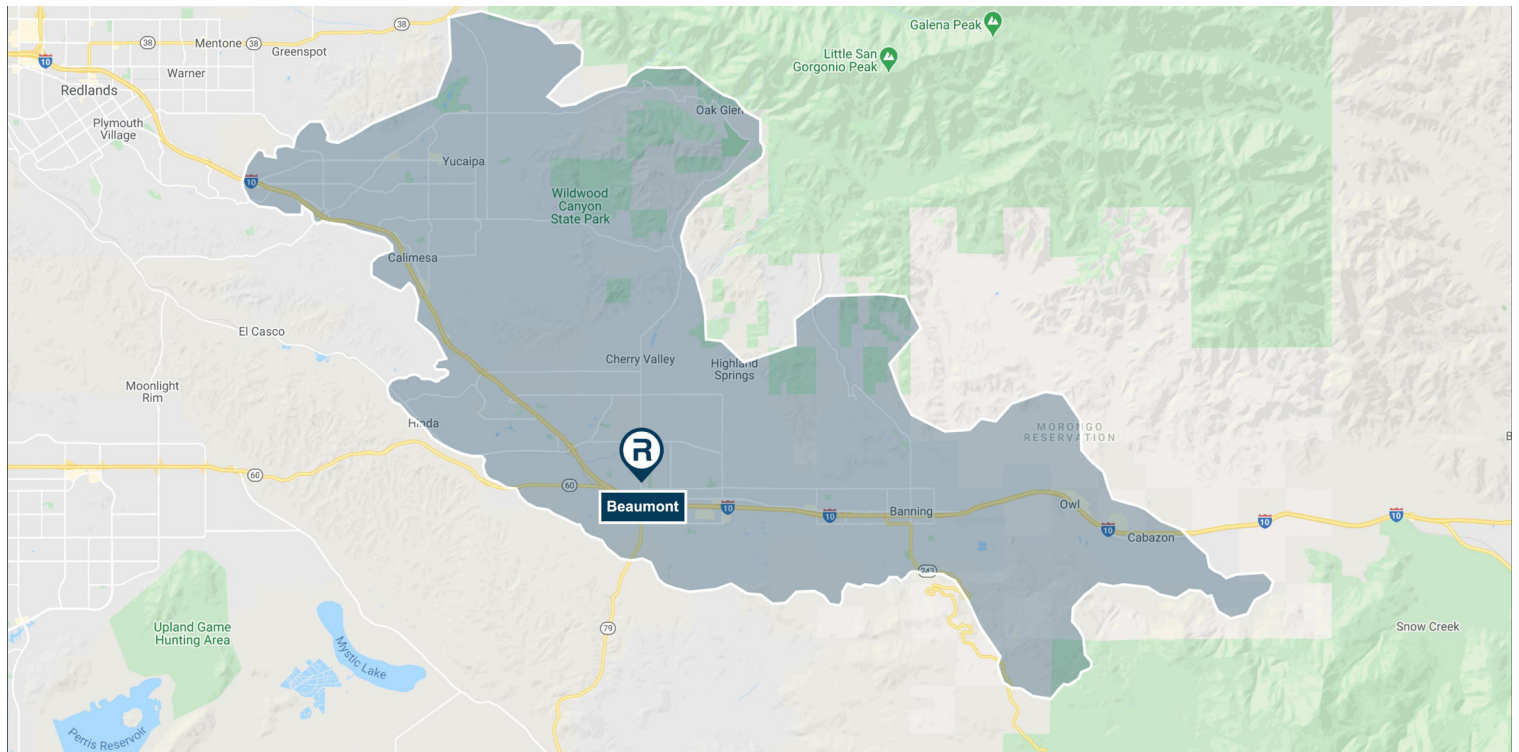
Primary Retail Trade Area Retail Demand Outlook

BEAUMONT, CALIFORNIA

Prepared for City of Beaumont, CA
January 2022

Primary Retail Trade Area • Retail Market Profile

Beaumont, California



Population

2010	136,730
2022	156,884
2027	162,849

Educational Attainment (%)

Graduate or Professional Degree	8.34%
Bachelors Degree	14.50%
Associate Degree	10.40%
Some College	24.37%
High School Graduate (GED)	29.31%
Some High School, No Degree	7.49%
Less than 9th Grade	5.59%

Income

Average HH	\$100,060
Median HH	\$77,431
Per Capita	\$35,804

Age

0 - 9 Years	12.47%
10 - 17 Years	10.55%
18 - 24 Years	8.54%
25 - 34 Years	12.66%
35 - 44 Years	12.15%
45 - 54 Years	10.86%
55 - 64 Years	11.48%
65 and Older	21.30%
Median Age	39.67
Average Age	41.01

Race Distribution (%)

White	65.87%
Black/African American	5.05%
American Indian/Alaskan	1.74%
Asian	5.80%
Native Hawaiian/Islander	0.22%
Other Race	15.62%
Two or More Races	5.70%
Hispanic	41.40%



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Primary Retail Trade Area • Retail Demand Outlook

Beaumont, California

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$1,583,681,222	\$1,840,304,405	\$256,623,183	3.05%
441	Motor vehicle and parts dealers	\$298,225,795	\$352,968,146	\$54,742,350	3.43%
4411	Automobile dealers	\$256,217,090	\$304,191,865	\$47,974,775	3.49%
4412	Other motor vehicle dealers	\$17,755,399	\$21,318,538	\$3,563,139	3.73%
4413	Automotive parts, accessories, and tire stores	\$24,253,307	\$27,457,743	\$3,204,436	2.51%
442	Furniture and home furnishings stores	\$15,780,435	\$17,937,485	\$2,157,050	2.60%
4421	Furniture stores	\$10,119,244	\$11,506,062	\$1,386,818	2.60%
4422	Home furnishings stores	\$5,661,191	\$6,431,424	\$770,233	2.58%
443	Electronics and appliance stores	\$27,581,378	\$31,442,747	\$3,861,369	2.66%
443141	Household appliance stores	\$7,401,845	\$9,065,418	\$1,663,573	4.14%
443142	Electronics stores	\$20,179,533	\$22,377,329	\$2,197,796	2.09%
444	Building material and garden equipment and supplies dealers	\$88,803,048	\$103,826,766	\$15,023,718	3.18%
4441	Building material and supplies dealers	\$77,245,479	\$90,504,896	\$13,259,417	3.22%
44411	Home centers	\$44,075,519	\$51,818,951	\$7,743,432	3.29%
44412	Paint and wallpaper stores	\$2,678,384	\$3,150,163	\$471,779	3.30%
44413	Hardware stores	\$7,494,255	\$8,672,974	\$1,178,720	2.96%
44419	Other building material dealers	\$22,997,321	\$26,862,808	\$3,865,486	3.16%
4442	Lawn and garden equipment and supplies stores	\$11,557,569	\$13,321,870	\$1,764,301	2.88%
44421	Outdoor power equipment stores	\$2,133,584	\$2,451,305	\$317,721	2.82%
44422	Nursery, garden center, and farm supply stores	\$9,423,985	\$10,870,565	\$1,446,580	2.90%
445	Food and beverage stores	\$239,750,302	\$274,221,659	\$34,471,357	2.72%
4451	Grocery stores	\$220,567,298	\$252,235,558	\$31,668,260	2.72%
44511	Supermarkets and other grocery (except convenience) stores	\$211,967,546	\$242,377,790	\$30,410,244	2.72%
44512	Convenience stores	\$8,599,753	\$9,857,768	\$1,258,015	2.77%
4452	Specialty food stores	\$6,950,737	\$7,939,682	\$988,944	2.70%
4453	Beer, wine, and liquor stores	\$12,232,267	\$14,046,420	\$1,814,153	2.80%
446	Health and personal care stores	\$37,962,030	\$44,841,884	\$6,879,854	3.39%
44611	Pharmacies and drug stores	\$29,113,619	\$34,413,551	\$5,299,931	3.40%
44612	Cosmetics, beauty supplies, and perfume stores	\$1,531,149	\$1,839,844	\$308,695	3.74%
44613	Optical goods stores	\$5,894,173	\$6,894,767	\$1,000,595	3.19%
44619	Other health and personal care stores	\$1,423,089	\$1,693,723	\$270,634	3.54%
447	Gasoline stations	\$135,724,371	\$163,586,696	\$27,862,325	3.80%

Primary Retail Trade Area • Retail Demand Outlook

Beaumont, California

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$47,094,060	\$49,854,634	\$2,760,574	1.15%
4481	Clothing stores	\$31,790,838	\$33,453,982	\$1,663,144	1.03%
44811	Men's clothing stores	\$1,418,010	\$1,478,898	\$60,888	0.84%
44812	Women's clothing stores	\$5,115,013	\$5,316,855	\$201,842	0.78%
44813	Children's and infants' clothing stores	\$1,965,534	\$2,121,819	\$156,285	1.54%
44814	Family clothing stores	\$19,387,585	\$20,482,989	\$1,095,404	1.11%
44815	Clothing accessories stores	\$1,256,048	\$1,307,156	\$51,108	0.80%
44819	Other clothing stores	\$2,648,649	\$2,746,266	\$97,617	0.73%
4482	Shoe stores	\$9,128,764	\$9,890,146	\$761,382	1.62%
4483	Jewelry, luggage, and leather goods stores	\$6,174,459	\$6,510,506	\$336,048	1.07%
44831	Jewelry stores	\$2,456,011	\$2,581,430	\$125,418	1.00%
44832	Luggage and leather goods stores	\$3,718,447	\$3,929,077	\$210,629	1.11%
451	Sporting goods, hobby, musical instrument, and book stores	\$21,995,542	\$25,019,136	\$3,023,595	2.61%
4511	Sporting goods, hobby, and musical instrument stores	\$16,962,886	\$19,474,866	\$2,511,980	2.80%
45111	Sporting goods stores	\$11,156,634	\$13,258,954	\$2,102,319	3.51%
45112	Hobby, toy, and game stores	\$3,206,038	\$3,440,100	\$234,063	1.42%
45113	Sewing, needlework, and piece goods stores	\$461,553	\$473,330	\$11,777	0.51%
45114	Musical instrument and supplies stores	\$2,138,660	\$2,302,482	\$163,821	1.49%
4512	Book stores and news dealers	\$5,032,656	\$5,544,270	\$511,614	1.96%
452	General merchandise stores	\$199,095,923	\$225,362,762	\$26,266,839	2.51%
4522	Department stores	\$21,185,387	\$23,304,238	\$2,118,850	1.92%
4523	Other general merchandise stores	\$177,910,536	\$202,058,524	\$24,147,988	2.58%
453	Miscellaneous store retailers	\$30,772,553	\$34,862,235	\$4,089,682	2.53%
4531	Florists	\$1,045,446	\$1,197,962	\$152,516	2.76%
4532	Office supplies, stationery, and gift stores	\$5,955,358	\$6,615,032	\$659,674	2.12%
45321	Office supplies and stationery stores	\$2,305,101	\$2,581,728	\$276,627	2.29%
45322	Gift, novelty, and souvenir stores	\$3,650,258	\$4,033,304	\$383,047	2.02%
4533	Used merchandise stores	\$5,522,061	\$6,060,299	\$538,239	1.88%
4539	Other miscellaneous store retailers	\$18,249,688	\$20,988,941	\$2,739,253	2.84%
45391	Pet and pet supplies stores	\$7,587,780	\$8,917,019	\$1,329,239	3.28%
45399	All other miscellaneous store retailers	\$10,661,908	\$12,071,922	\$1,410,014	2.52%
454	Non-store retailers	\$216,549,718	\$244,073,927	\$27,524,210	2.42%
722	Food services and drinking places	\$224,346,066	\$272,306,327	\$47,960,261	3.95%
7223	Special food services	\$18,162,398	\$22,055,286	\$3,892,888	3.96%
7224	Drinking places (alcoholic beverages)	\$5,257,140	\$6,265,755	\$1,008,615	3.57%
7225	Restaurants and other eating places	\$200,926,528	\$243,985,286	\$43,058,759	3.96%
722511	Full-service restaurants	\$97,370,679	\$118,071,163	\$20,700,484	3.93%
722513	Limited-service restaurants	\$87,869,583	\$106,863,216	\$18,993,633	3.99%
722514	Cafeterias, grill buffets, and buffets	\$2,239,923	\$2,724,319	\$484,396	3.99%
722515	Snack and nonalcoholic beverage bars	\$13,446,343	\$16,326,588	\$2,880,245	3.96%

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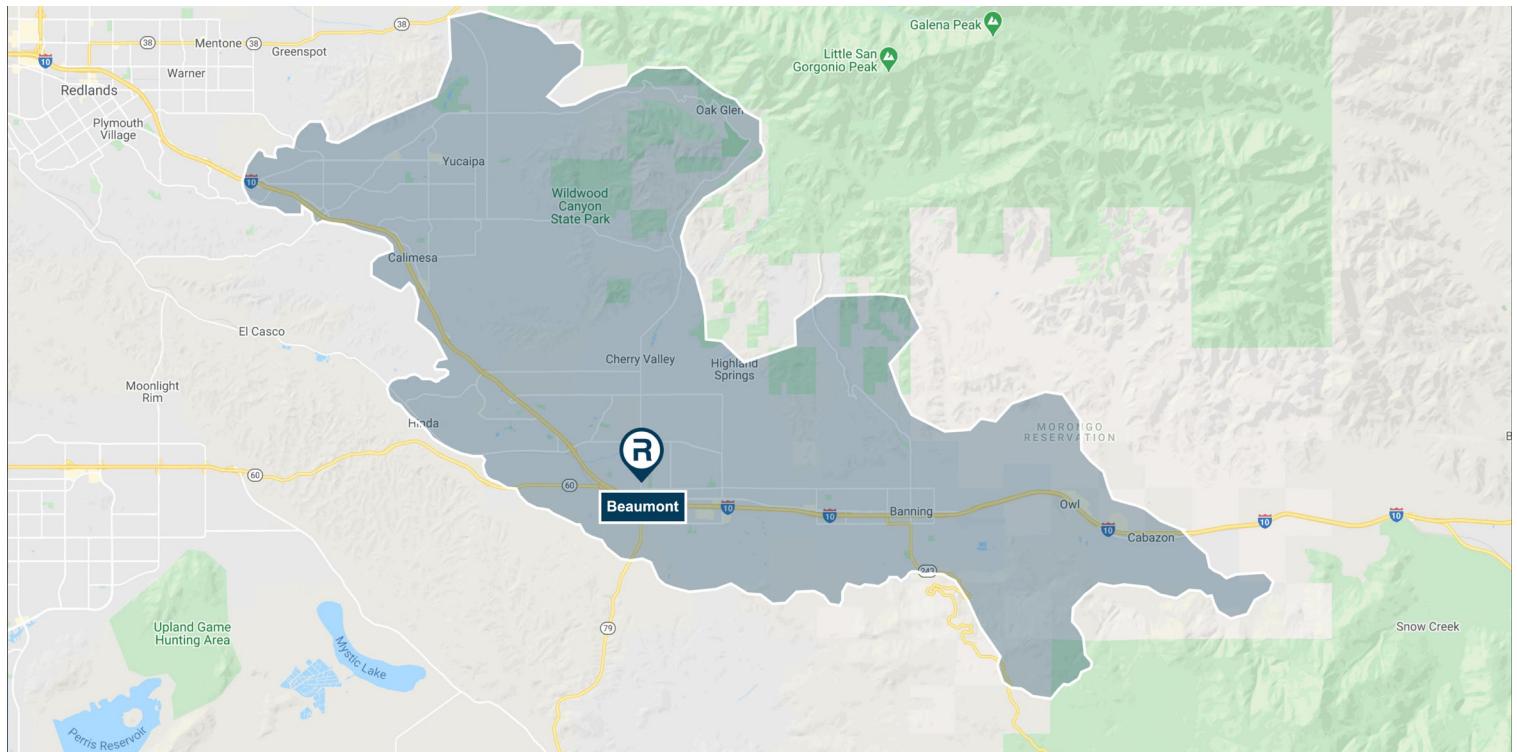
Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. 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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* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

Primary Retail Trade Area • Retail Market Profile

Beaumont, California



Population

2010	136,730	0 - 9 Years	12.47%
2022	156,884	10 - 17 Years	10.55%
2027	162,849	18 - 24 Years	8.54%

Educational Attainment (%)

Graduate or Professional Degree	8.34%	25 - 34 Years	12.66%
Bachelors Degree	14.50%	35 - 44 Years	12.15%
Associate Degree	10.40%	45 - 54 Years	10.86%
Some College	24.37%	55 - 64 Years	11.48%
High School Graduate (GED)	29.31%	65 and Older	21.30%
Some High School, No Degree	7.49%	Median Age	39.67
Less than 9th Grade	5.59%	Average Age	41.01

Income

Average HH	\$100,060
Median HH	\$77,431
Per Capita	\$35,804

Race Distribution (%)

White	65.87%
Black/African American	5.05%
American Indian/Alaskan	1.74%
Asian	5.80%
Native Hawaiian/Islander	0.22%
Other Race	15.62%
Two or More Races	5.70%
Hispanic	41.40%



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Primary Retail Trade Area • Retail Market Profile

Beaumont, California

