

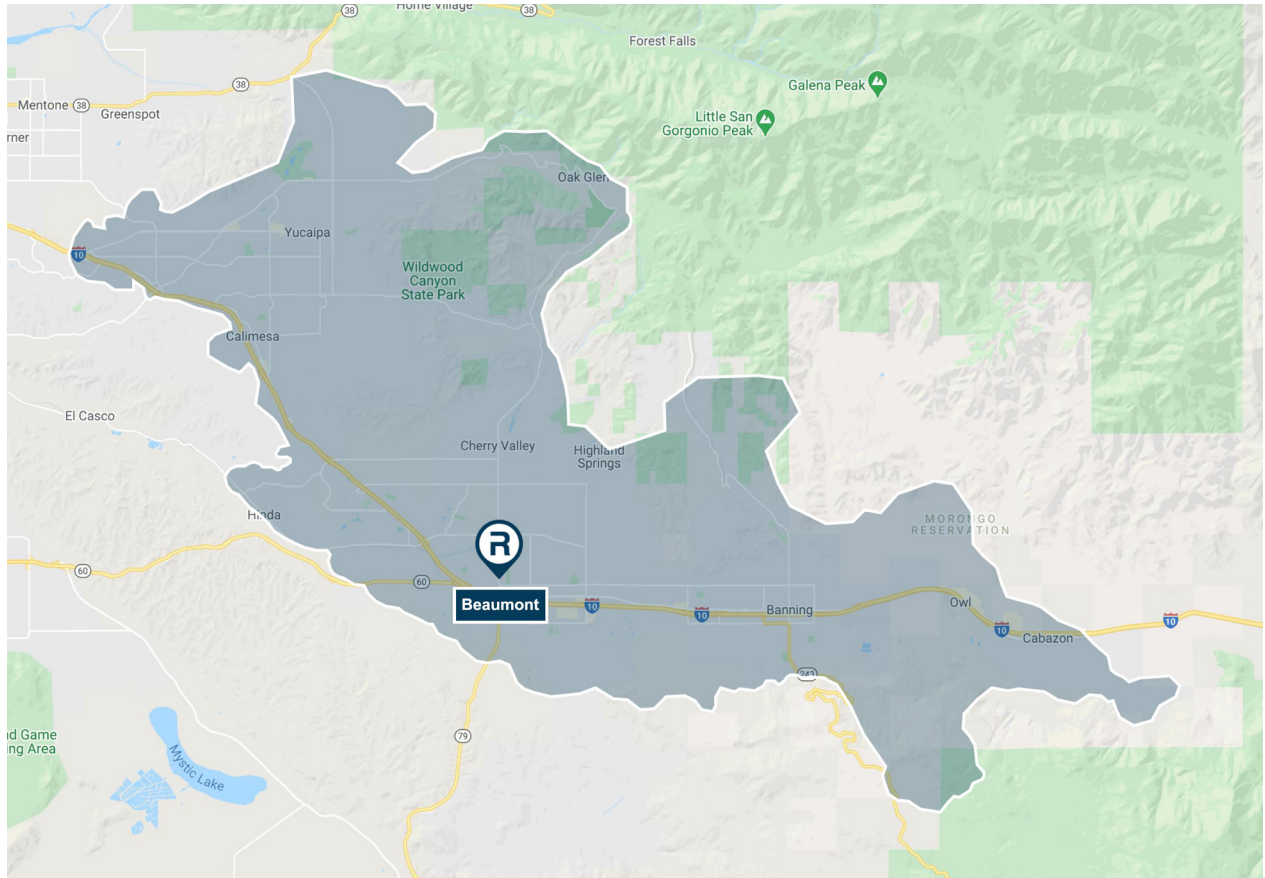


BEAUMONT, CALIFORNIA

# Primary Retail Trade Area Demographic Profile



# Primary Retail Trade Area



Prepared for:



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# 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.



# Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	162,812	
2021 Estimate	155,989	
2010 Census	137,089	
2000 Census	93,345	
Growth 2021 - 2026		4.37%
Growth 2010 - 2021		13.79%
Growth 2000 - 2010		46.86%
<b>2021 Est. Population by Single-Classification Race</b>	<b>155,989</b>	
White Alone	103,409	66.29%
Black or African American Alone	7,763	4.98%
Amer. Indian and Alaska Native Alone	2,702	1.73%
Asian Alone	8,867	5.68%
Native Hawaiian and Other Pacific Island Alone	343	0.22%
Some Other Race Alone	24,135	15.47%
Two or More Races	8,770	5.62%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>155,989</b>	
Not Hispanic or Latino	92,113	59.05%
Hispanic or Latino	63,876	40.95%
Mexican	55,386	86.71%
Puerto Rican	841	1.32%
Cuban	385	0.60%
All Other Hispanic or Latino	7,264	11.37%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>63,876</b>	
White Alone	33,221	52.01%
Black or African American Alone	531	0.83%
American Indian and Alaska Native Alone	1,209	1.89%
Asian Alone	324	0.51%
Native Hawaiian and Other Pacific Islander Alone	44	0.07%
Some Other Race Alone	23,931	37.47%
Two or More Races	4,615	7.23%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>8,867</b>	
Chinese, except Taiwanese	1,076	12.14%
Filipino	3,330	37.56%
Japanese	434	4.90%
Asian Indian	671	7.57%
Korean	917	10.34%
Vietnamese	313	3.53%
Cambodian	159	1.79%
Hmong	692	7.80%
Laotian	184	2.08%
Thai	233	2.63%
All Other Asian Races Including 2+ Category	860	9.70%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>155,989</b>	
Arab	449	0.29%
Czech	291	0.19%
Danish	680	0.44%
Dutch	2,100	1.35%
English	9,357	6.00%
French (except Basque)	2,846	1.83%
French Canadian	786	0.50%
German	14,826	9.51%
Greek	284	0.18%
Hungarian	799	0.51%
Irish	10,633	6.82%
Italian	5,355	3.43%
Lithuanian	87	0.06%
United States or American	5,198	3.33%
Norwegian	1,865	1.20%
Polish	1,805	1.16%
Portuguese	552	0.35%
Russian	858	0.55%
Scottish	2,198	1.41%
Scotch-Irish	896	0.57%
Slovak	55	0.04%
Subsaharan African	987	0.63%
Swedish	1,503	0.96%
Swiss	191	0.12%
Ukrainian	201	0.13%
Welsh	493	0.32%
West Indian (except Hisp. groups)	245	0.16%
Other ancestries	73,025	46.81%
Ancestry Unclassified	17,424	11.17%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	101,782	69.68%
Speak Asian/Pacific Island Language at Home	4,234	2.90%
Speak IndoEuropean Language at Home	2,666	1.83%
Speak Spanish at Home	36,782	25.18%
Speak Other Language at Home	617	0.42%

# Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>155,989</b>	
Age 0 - 4	9,907	6.35%
Age 5 - 9	9,862	6.32%
Age 10 - 14	10,262	6.58%
Age 15 - 17	6,243	4.00%
Age 18 - 20	5,706	3.66%
Age 21 - 24	7,723	4.95%
Age 25 - 34	19,605	12.57%
Age 35 - 44	18,986	12.17%
Age 45 - 54	16,943	10.86%
Age 55 - 64	18,161	11.64%
Age 65 - 74	17,385	11.15%
Age 75 - 84	10,932	7.01%
Age 85 and over	4,275	2.74%
Age 16 and over	123,911	79.44%
Age 18 and over	119,715	76.75%
Age 21 and over	114,010	73.09%
Age 65 and over	32,592	20.89%
2021 Est. Median Age		39.49
2021 Est. Average Age		40.81
<b>2021 Est. Population by Sex</b>	<b>155,989</b>	
Male	76,136	48.81%
Female	79,853	51.19%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>76,136</b>	
Age 0 - 4	5,067	6.66%
Age 5 - 9	5,024	6.60%
Age 10 - 14	5,306	6.97%
Age 15 - 17	3,184	4.18%
Age 18 - 20	2,973	3.91%
Age 21 - 24	4,004	5.26%
Age 25 - 34	9,975	13.10%
Age 35 - 44	9,326	12.25%
Age 45 - 54	8,295	10.90%
Age 55 - 64	8,637	11.34%
Age 65 - 74	7,832	10.29%
Age 75 - 84	4,757	6.25%
Age 85 and over	1,755	2.31%
2021 Est. Median Age, Male		37.64
2021 Est. Average Age, Male		39.77
<b>2021 Est. Female Population by Age</b>	<b>79,853</b>	
Age 0 - 4	4,840	6.06%
Age 5 - 9	4,837	6.06%
Age 10 - 14	4,956	6.21%
Age 15 - 17	3,059	3.83%
Age 18 - 20	2,733	3.42%
Age 21 - 24	3,719	4.66%
Age 25 - 34	9,630	12.06%
Age 35 - 44	9,660	12.10%
Age 45 - 54	8,648	10.83%
Age 55 - 64	9,524	11.93%
Age 65 - 74	9,553	11.96%
Age 75 - 84	6,175	7.73%
Age 85 and over	2,520	3.16%
2021 Est. Median Age, Female		41.30
2021 Est. Average Age, Female		41.82

# Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	37,206	29.54%
Males, Never Married	19,696	15.64%
Females, Never Married	17,510	13.90%
Married, Spouse present	58,997	46.84%
Married, Spouse absent	7,290	5.79%
Widowed	9,371	7.44%
Males Widowed	2,047	1.63%
Females Widowed	7,324	5.82%
Divorced	13,094	10.40%
Males Divorced	5,333	4.23%
Females Divorced	7,761	6.16%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	5,959	5.6%
Some High School, no diploma	7,964	7.5%
High School Graduate (or GED)	31,976	30.1%
Some College, no degree	26,325	24.8%
Associate Degree	10,929	10.3%
Bachelor's Degree	14,491	13.6%
Master's Degree	6,579	6.2%
Professional School Degree	1,164	1.1%
Doctorate Degree	900	0.8%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	8,796	24.41%
High School Graduate	11,760	32.64%
Some College or Associate's Degree	10,807	29.99%
Bachelor's Degree or Higher	4,670	12.96%
<b>Households</b>		
2026 Projection	57,086	
2021 Estimate	54,782	
2010 Census	48,494	
2000 Census	34,334	
Growth 2021 - 2026		4.21%
Growth 2010 - 2021		12.97%
Growth 2000 - 2010		41.24%
<b>2021 Est. Households by Household Type</b>	<b>54,782</b>	
Family Households	39,215	71.58%
Nonfamily Households	15,567	28.42%
2021 Est. Group Quarters Population	2,467	
2021 Households by Ethnicity, Hispanic/Latino	16,600	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>54,782</b>	
Income < \$15,000	5,183	9.46%
Income \$15,000 - \$24,999	4,535	8.28%
Income \$25,000 - \$34,999	4,509	8.23%
Income \$35,000 - \$49,999	6,380	11.65%
Income \$50,000 - \$74,999	8,897	16.24%
Income \$75,000 - \$99,999	6,917	12.63%
Income \$100,000 - \$124,999	5,428	9.91%
Income \$125,000 - \$149,999	4,160	7.59%
Income \$150,000 - \$199,999	4,424	8.08%
Income \$200,000 - \$249,999	2,015	3.68%
Income \$250,000 - \$499,999	1,700	3.10%
Income \$500,000+	634	1.16%
2021 Est. Average Household Income		\$92,157
2021 Est. Median Household Income		\$68,512
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$66,143
Black or African American Alone		\$85,144
American Indian and Alaska Native Alone		\$66,082
Asian Alone		\$83,447
Native Hawaiian and Other Pacific Islander Alone		\$63,657
Some Other Race Alone		\$69,121
Two or More Races		\$79,433
Hispanic or Latino		\$66,963
Not Hispanic or Latino		\$69,197
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>39,215</b>	
Married-Couple Family, own children	12,068	30.77%
Married-Couple Family, no own children	17,416	44.41%
Male Householder, own children	1,609	4.10%
Male Householder, no own children	1,422	3.63%
Female Householder, own children	3,407	8.69%
Female Householder, no own children	3,293	8.40%
<b>2021 Est. Households by Household Size</b>	<b>54,782</b>	
1-person	12,673	23.13%
2-person	17,536	32.01%
3-person	8,643	15.78%
4-person	7,385	13.48%
5-person	4,530	8.27%
6-person	2,277	4.16%
7-or-more-person	1,738	3.17%
2021 Est. Average Household Size		2.8

# Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>54,782</b>	
Households with 1 or More People under Age 18:	19,537	35.66%
Married-Couple Family	13,234	67.74%
Other Family, Male Householder	1,929	9.87%
Other Family, Female Householder	4,211	21.55%
Nonfamily, Male Householder	110	0.56%
Nonfamily, Female Householder	53	0.27%
<b>Households with No People under Age 18:</b>	<b>35,245</b>	<b>64.34%</b>
Married-Couple Family	16,248	46.10%
Other Family, Male Householder	1,111	3.15%
Other Family, Female Householder	2,483	7.05%
Nonfamily, Male Householder	6,474	18.37%
Nonfamily, Female Householder	8,928	25.33%
<b>2021 Est. Households by Number of Vehicles</b>	<b>54,782</b>	
No Vehicles	2,534	4.63%
1 Vehicle	16,242	29.65%
2 Vehicles	19,538	35.67%
3 Vehicles	10,523	19.21%
4 Vehicles	3,717	6.79%
5 or more Vehicles	2,228	4.07%
2021 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2026 Projection	40,869	
2021 Estimate	39,215	
2010 Census	34,657	
2000 Census	24,164	
Growth 2021 - 2026		4.22%
Growth 2010 - 2021		13.15%
Growth 2000 - 2010		43.42%
<b>2021 Est. Families by Poverty Status</b>	<b>39,215</b>	
2021 Families at or Above Poverty	35,769	91.21%
2021 Families at or Above Poverty with Children	15,558	39.67%
2021 Families Below Poverty	3,446	8.79%
2021 Families Below Poverty with Children	2,040	5.20%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>123,911</b>	
Civilian Labor Force, Employed	64,603	52.14%
Civilian Labor Force, Unemployed	3,532	2.85%
Armed Forces	70	0.06%
Not in Labor Force	55,706	44.96%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>63,113</b>	
For-Profit Private Workers	41,087	65.10%
Non-Profit Private Workers	4,352	6.90%
Local Government Workers	1,131	1.79%
State Government Workers	2,631	4.17%
Federal Government Workers	7,835	12.41%
Self-Employed Workers	6,020	9.54%
Unpaid Family Workers	56	0.09%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>63,113</b>	
Architect/Engineer	576	0.91%
Arts/Entertainment/Sports	918	1.46%
Building Grounds Maintenance	2,274	3.60%
Business/Financial Operations	2,081	3.30%
Community/Social Services	1,212	1.92%
Computer/Mathematical	1,022	1.62%
Construction/Extraction	3,895	6.17%
Education/Training/Library	4,119	6.53%
Farming/Fishing/Forestry	394	0.62%
Food Prep/Serving	3,556	5.63%
Health Practitioner/Technician	4,913	7.78%
Healthcare Support	2,635	4.18%
Maintenance Repair	2,706	4.29%
Legal	477	0.76%
Life/Physical/Social Science	459	0.73%
Management	4,761	7.54%
Office/Admin. Support	7,581	12.01%
Production	2,919	4.63%
Protective Services	2,041	3.23%
Sales/Related	6,957	11.02%
Personal Care/Service	1,904	3.02%
Transportation/Moving	5,715	9.06%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>63,113</b>	
White Collar	35,076	55.58%
Blue Collar	15,235	24.14%
Service and Farm	12,803	20.29%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>61,609</b>	
Drove Alone	50,886	82.60%
Car Pooled	5,392	8.75%
Public Transportation	418	0.68%
Walked	829	1.35%
Bicycle	27	0.04%
Other Means	1,541	2.50%
Worked at Home	2,517	4.09%

# Primary Retail Trade Area • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	13,976	
15 - 29 Minutes	17,572	
30 - 44 Minutes	15,249	
45 - 59 Minutes	5,581	
60 or more Minutes	6,769	
2021 Est. Avg Travel Time to Work in Minutes		33
2021 Est. Occupied Housing Units by Tenure	54,782	
Owner Occupied	40,623	74.15%
Renter Occupied	14,159	25.85%
2021 Owner Occ. HUs: Avg. Length of Residence		13.55
2021 Renter Occ. HUs: Avg. Length of Residence		6.5
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>54,782</b>	
Value Less than \$20,000	1,585	3.90%
Value \$20,000 - \$39,999	1,501	3.70%
Value \$40,000 - \$59,999	759	1.87%
Value \$60,000 - \$79,999	584	1.44%
Value \$80,000 - \$99,999	411	1.01%
Value \$100,000 - \$149,999	1,005	2.47%
Value \$150,000 - \$199,999	1,781	4.38%
Value \$200,000 - \$299,999	7,012	17.26%
Value \$300,000 - \$399,999	10,214	25.14%
Value \$400,000 - \$499,999	7,323	18.03%
Value \$500,000 - \$749,999	5,544	13.65%
Value \$750,000 - \$999,999	1,740	4.28%
Value \$1,000,000 or \$1,499,999	559	1.38%
Value \$1,500,000 or \$1,999,999	147	0.36%
Value \$2,000,000+	458	1.13%
2021 Est. Median All Owner-Occupied Housing Value		\$355,364
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	43,532	72.97%
1 Unit Attached	1,454	2.44%
2 Units	788	1.32%
3 or 4 Units	1,331	2.23%
5 to 19 Units	1,722	2.89%
20 to 49 Units	569	0.95%
50 or More Units	753	1.26%
Mobile Home or Trailer	9,444	15.83%
Boat, RV, Van, etc.	65	0.11%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,098	10.22%
Housing Units Built 2010 to 2014	1,544	2.59%
Housing Units Built 2000 to 2009	15,649	26.23%
Housing Units Built 1990 to 1999	6,125	10.27%
Housing Units Built 1980 to 1989	6,639	11.13%
Housing Units Built 1970 to 1979	7,542	12.64%
Housing Units Built 1960 to 1969	6,447	10.81%
Housing Units Built 1950 to 1959	5,870	9.84%
Housing Units Built 1940 to 1949	2,199	3.69%
Housing Unit Built 1939 or Earlier	1,544	2.59%
2021 Est. Median Year Structure Built		1989





## 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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