

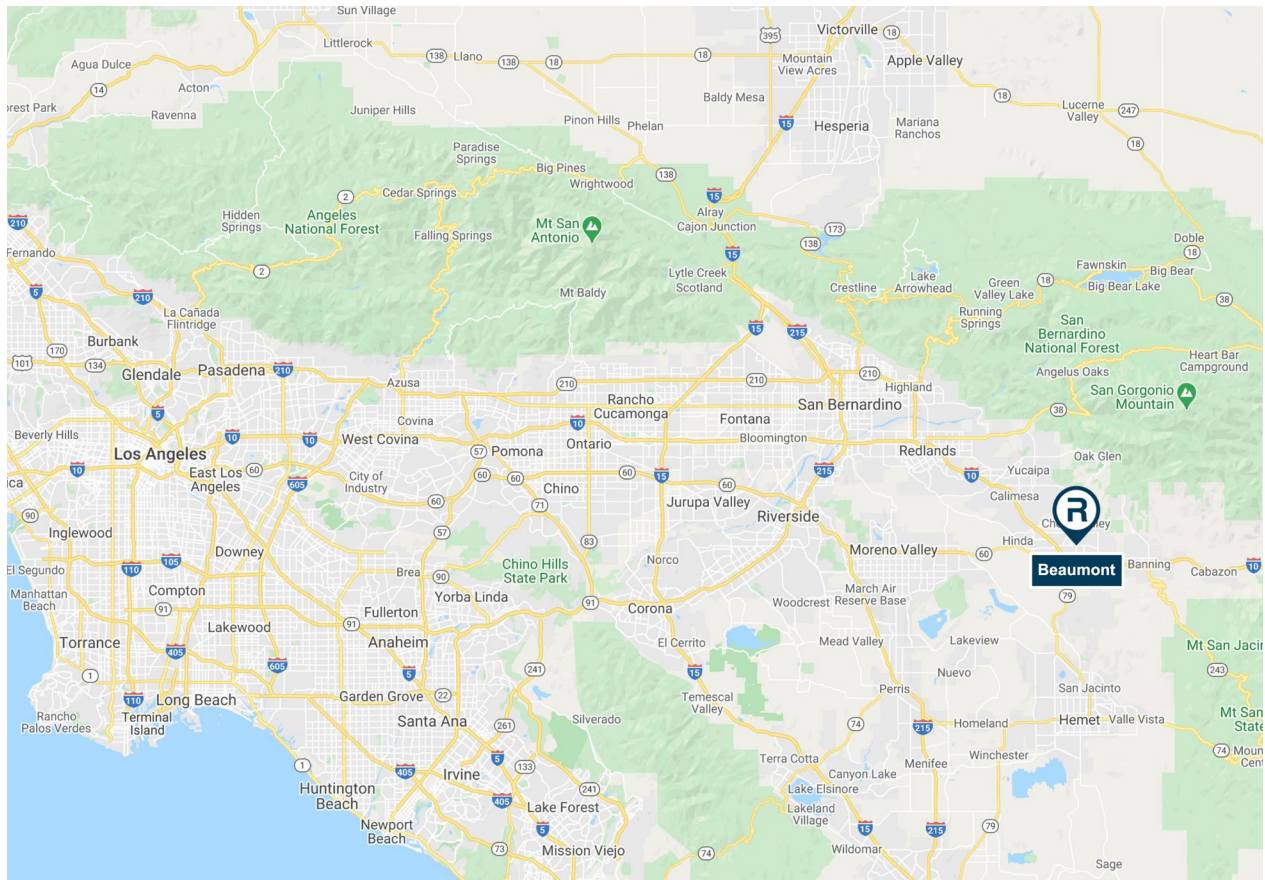


BEAUMONT, CALIFORNIA

Community Demographic Profile



Community



Prepared for:



City of Beaumont, CA
Kyle Warsinski
Economic Development Manager

550 East 6th Street
Beaumont, California 92223

Phone 951.769.8527
kwarsinski@beaumontca.gov
BeaumontCA.gov



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.



Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
Population		
2026 Projection	55,647	
2021 Estimate	51,998	
2010 Census	36,877	
2000 Census	13,219	
Growth 2021 - 2026		7.02%
Growth 2010 - 2021		37.28%
Growth 2000 - 2010		178.97%
2021 Est. Population by Single-Classification Race	51,998	
White Alone	30,018	57.73%
Black or African American Alone	4,170	8.02%
Amer. Indian and Alaska Native Alone	676	1.30%
Asian Alone	5,273	10.14%
Native Hawaiian and Other Pacific Island Alone	156	0.30%
Some Other Race Alone	8,569	16.48%
Two or More Races	3,130	6.02%
2021 Est. Population by Hispanic or Latino Origin	51,998	
Not Hispanic or Latino	28,739	55.27%
Hispanic or Latino	23,259	44.73%
Mexican	44,547	85.67%
Puerto Rican	650	1.25%
Cuban	432	0.83%
All Other Hispanic or Latino	6,370	12.25%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	23,259	
White Alone	12,436	53.47%
Black or African American Alone	158	0.68%
American Indian and Alaska Native Alone	374	1.61%
Asian Alone	177	0.76%
Native Hawaiian and Other Pacific Islander Alone	26	0.11%
Some Other Race Alone	8,482	36.47%
Two or More Races	1,605	6.90%
2021 Est. Pop by Race, Asian Alone, by Category	5,273	
Chinese, except Taiwanese	721	13.67%
Filipino	2465	46.76%
Japanese	90	1.70%
Asian Indian	307	5.83%
Korean	500	9.49%
Vietnamese	131	2.48%
Cambodian	113	2.15%
Hmong	162	3.08%
Laotian	40	0.75%
Thai	162	3.08%
All Other Asian Races Including 2+ Category	580	11.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	51,998	
Arab	146	0.28%
Czech	99	0.19%
Danish	182	0.35%
Dutch	359	0.69%
English	2600	5.00%
French (except Basque)	671	1.29%
French Canadian	203	0.39%
German	4259	8.19%
Greek	52	0.10%
Hungarian	78	0.15%
Irish	3104	5.97%
Italian	1888	3.63%
Lithuanian	10	0.02%
United States or American	1815	3.49%
Norwegian	458	0.88%
Polish	577	1.11%
Portuguese	213	0.41%
Russian	364	0.70%
Scottish	671	1.29%
Scotch-Irish	234	0.45%
Slovak	10	0.02%
Subsaharan African	723	1.39%
Swedish	478	0.92%
Swiss	47	0.09%
Ukrainian	52	0.10%
Welsh	120	0.23%
West Indian (except Hisp. groups)	68	0.13%
Other ancestries	26451	50.87%
Ancestry Unclassified	6079	11.69%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	30,657	63.89%
Speak Asian/Pacific Island Language at Home	2,749	5.73%
Speak IndoEuropean Language at Home	883	1.84%
Speak Spanish at Home	13,551	28.24%
Speak Other Language at Home	149	0.31%

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2021 Est. Population by Age	51,998	
Age 0 - 4	4,014	7.72%
Age 5 - 9	3,770	7.25%
Age 10 - 14	3,962	7.62%
Age 15 - 17	2,288	4.40%
Age 18 - 20	2,018	3.88%
Age 21 - 24	2,579	4.96%
Age 25 - 34	6,219	11.96%
Age 35 - 44	7,368	14.17%
Age 45 - 54	6,167	11.86%
Age 55 - 64	5,044	9.70%
Age 65 - 74	4,997	9.61%
Age 75 - 84	2,745	5.28%
Age 85 and over	832	1.60%
Age 16 and over	39,498	75.96%
Age 18 and over	37,969	73.02%
Age 21 and over	35,951	69.14%
Age 65 and over	8,574	16.49%
2021 Est. Median Age		36.61
2021 Est. Average Age		37.6
2021 Est. Population by Sex	51,998	
Male	25,427	48.90%
Female	26,571	51.10%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	25,427	
Age 0 - 4	2,052	8.07%
Age 5 - 9	1,927	7.58%
Age 10 - 14	2,029	7.98%
Age 15 - 17	1,162	4.57%
Age 18 - 20	1,037	4.08%
Age 21 - 24	1,320	5.19%
Age 25 - 34	3,049	11.99%
Age 35 - 44	3,529	13.88%
Age 45 - 54	3,089	12.15%
Age 55 - 64	2,377	9.35%
Age 65 - 74	2,243	8.82%
Age 75 - 84	1,251	4.92%
Age 85 and over	361	1.42%
2021 Est. Median Age, Male		35.4
2021 Est. Average Age, Male		36.6
2021 Est. Female Population by Age	26,571	
Age 0 - 4	1,961	7.38%
Age 5 - 9	1,841	6.93%
Age 10 - 14	1,934	7.28%
Age 15 - 17	1,127	4.24%
Age 18 - 20	980	3.69%
Age 21 - 24	1,259	4.74%
Age 25 - 34	3,167	11.92%
Age 35 - 44	3,837	14.44%
Age 45 - 54	3,077	11.58%
Age 55 - 64	2,668	10.04%
Age 65 - 74	2,755	10.37%
Age 75 - 84	1,496	5.63%
Age 85 and over	470	1.77%
2021 Est. Median Age, Female		37.69
2021 Est. Average Age, Female		38.6

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,894	29.55%
Males, Never Married	6,150	15.28%
Females, Never Married	5,744	14.27%
Married, Spouse present	20,283	50.39%
Married, Spouse absent	1,984	4.93%
Widowed	1,964	4.88%
Males Widowed	535	1.33%
Females Widowed	1,429	3.55%
Divorced	4,126	10.25%
Males Divorced	1,485	3.69%
Females Divorced	2,636	6.55%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,702	5.10%
Some High School, no diploma	2,135	6.40%
High School Graduate (or GED)	9,543	28.60%
Some College, no degree	8,375	25.10%
Associate Degree	3,437	10.30%
Bachelor's Degree	5,339	16.00%
Master's Degree	2,236	6.70%
Professional School Degree	300	0.90%
Doctorate Degree	334	1.00%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,199	19.14%
High School Graduate	4,002	34.84%
Some College or Associate's Degree	3,669	31.94%
Bachelor's Degree or Higher	1,617	14.08%
Households		
2026 Projection	16,549	
2021 Estimate	15,605	
2010 Census	11,910	
2000 Census	4,738	
Growth 2021 - 2026		6.05%
Growth 2010 - 2021		31.02%
Growth 2000 - 2010		151.37%
2021 Est. Households by Household Type	15,605	
Family Households	12,082	77.42%
Nonfamily Households	3,523	22.58%
2021 Est. Group Quarters Population	455	
2021 Households by Ethnicity, Hispanic/Latino	5,419	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	15,605	
Income < \$15,000	1,145	7.34%
Income \$15,000 - \$24,999	764	4.90%
Income \$25,000 - \$34,999	989	6.34%
Income \$35,000 - \$49,999	1,503	9.63%
Income \$50,000 - \$74,999	2,440	15.64%
Income \$75,000 - \$99,999	2,213	14.18%
Income \$100,000 - \$124,999	1,955	12.53%
Income \$125,000 - \$149,999	1,594	10.22%
Income \$150,000 - \$199,999	1,627	10.43%
Income \$200,000 - \$249,999	666	4.27%
Income \$250,000 - \$499,999	548	3.51%
Income \$500,000+	161	1.03%
2021 Est. Average Household Income		\$103,653
2021 Est. Median Household Income		\$85,530
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$81,184
Black or African American Alone		\$111,325
American Indian and Alaska Native Alone		\$125,773
Asian Alone		\$89,069
Native Hawaiian and Other Pacific Islander Alone		\$65,526
Some Other Race Alone		\$77,432
Two or More Races		\$105,715
Hispanic or Latino		\$80,839
Not Hispanic or Latino		\$88,548
2021 Est. Family HH Type by Presence of Own Child.	12,082	
Married-Couple Family, own children	4,395	36.38%
Married-Couple Family, no own children	5,036	41.68%
Male Householder, own children	525	4.35%
Male Householder, no own children	349	2.89%
Female Householder, own children	994	8.23%
Female Householder, no own children	783	6.48%
2021 Est. Households by Household Size	15,605	
1-person	2,734	17.52%
2-person	4,937	31.64%
3-person	2,667	17.09%
4-person	2,354	15.09%
5-person	1,518	9.73%
6-person	801	5.13%
7-or-more-person	594	3.81%
2021 Est. Average Household Size		3.03

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	15,605	
Households with 1 or More People under Age 18:	6,565	42.07%
Married-Couple Family	4,711	71.76%
Other Family, Male Householder	613	9.34%
Other Family, Female Householder	1,190	18.13%
Nonfamily, Male Householder	35	0.53%
Nonfamily, Female Householder	16	0.24%
Households with No People under Age 18:	9,040	57.93%
Married-Couple Family	4,718	52.19%
Other Family, Male Householder	264	2.92%
Other Family, Female Householder	589	6.52%
Nonfamily, Male Householder	1,526	16.88%
Nonfamily, Female Householder	1,943	21.49%
2021 Est. Households by Number of Vehicles	15,605	
No Vehicles	304	1.95%
1 Vehicle	3,860	24.74%
2 Vehicles	6,431	41.21%
3 Vehicles	3,271	20.96%
4 Vehicles	1,087	6.97%
5 or more Vehicles	652	4.18%
2021 Est. Average Number of Vehicles		2.2
Family Households		
2026 Projection	12,814	
2021 Estimate	12,082	
2010 Census	9,328	
2000 Census	3,349	
Growth 2021 - 2026		6.06%
Growth 2010 - 2021		29.52%
Growth 2000 - 2010		178.53%
2021 Est. Families by Poverty Status	12,082	
2021 Families at or Above Poverty	11,276	93.33%
2021 Families at or Above Poverty with Children	5,559	46.01%
2021 Families Below Poverty	806	6.67%
2021 Families Below Poverty with Children	483	4.00%
2021 Est. Pop 16+ by Employment Status	39,498	
Civilian Labor Force, Employed	22,344	56.57%
Civilian Labor Force, Unemployed	1,122	2.84%
Armed Forces	47	0.12%
Not in Labor Force	15,985	40.47%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	22,344	
For-Profit Private Workers	15,044	67.33%
Non-Profit Private Workers	1,294	5.79%
Local Government Workers	445	1.99%
State Government Workers	1,014	4.54%
Federal Government Workers	2,847	12.74%
Self-Employed Workers	1,674	7.49%
Unpaid Family Workers	29	0.13%
2021 Est. Civ. Employed Pop 16+ by Occupation	22,344	
Architect/Engineer	203	0.91%
Arts/Entertainment/Sports	147	0.66%
Building Grounds Maintenance	543	2.43%
Business/Financial Operations	679	3.04%
Community/Social Services	369	1.65%
Computer/Mathematical	407	1.82%
Construction/Extraction	1258	5.63%
Education/Training/Library	1580	7.07%
Farming/Fishing/Forestry	80	0.36%
Food Prep/Serving	1296	5.80%
Health Practitioner/Technician	2109	9.44%
Healthcare Support	990	4.43%
Maintenance Repair	809	3.62%
Legal	188	0.84%
Life/Physical/Social Science	145	0.65%
Management	1665	7.45%
Office/Admin. Support	2914	13.04%
Production	1090	4.88%
Protective Services	753	3.37%
Sales/Related	2232	9.99%
Personal Care/Service	809	3.62%
Transportation/Moving	2078	9.30%
2021 Est. Pop 16+ by Occupation Classification	22,344	
White Collar	12,640	56.57%
Blue Collar	5,233	23.42%
Service and Farm	4,471	20.01%
2021 Est. Workers Age 16+ by Transp. to Work	22,344	
Drove Alone	18,172	81.33%
Car Pooled	2,397	10.73%
Public Transportation	210	0.94%
Walked	235	1.05%
Bicycle	16	0.07%
Other Means	302	1.35%
Worked at Home	1,012	4.53%

Community • Demographic Profile

Beaumont, California

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4397	
15 - 29 Minutes	5375	
30 - 44 Minutes	7041	
45 - 59 Minutes	2447	
60 or more Minutes	3084	
2021 Est. Avg Travel Time to Work in Minutes		35
2021 Est. Occupied Housing Units by Tenure	15,605	
Owner Occupied	11,969	76.70%
Renter Occupied	3,636	23.30%
2021 Owner Occ. HUs: Avg. Length of Residence		11.1
2021 Renter Occ. HUs: Avg. Length of Residence		5.7
2021 Est. Owner-Occupied Housing Units by Value	15,605	
Value Less than \$20,000	171	1.43%
Value \$20,000 - \$39,999	218	1.82%
Value \$40,000 - \$59,999	61	0.51%
Value \$60,000 - \$79,999	92	0.77%
Value \$80,000 - \$99,999	48	0.40%
Value \$100,000 - \$149,999	166	1.39%
Value \$150,000 - \$199,999	366	3.06%
Value \$200,000 - \$299,999	2,466	20.60%
Value \$300,000 - \$399,999	4,543	37.96%
Value \$400,000 - \$499,999	2,709	22.63%
Value \$500,000 - \$749,999	802	6.70%
Value \$750,000 - \$999,999	140	1.17%
Value \$1,000,000 or \$1,499,999	30	0.25%
Value \$1,500,000 or \$1,999,999	16	0.13%
Value \$2,000,000+	141	1.18%
2021 Est. Median All Owner-Occupied Housing Value		\$352,806
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	14,344	85.25%
1 Unit Attached	332	1.97%
2 Units	137	0.81%
3 or 4 Units	308	1.83%
5 to 19 Units	603	3.58%
20 to 49 Units	230	1.37%
50 or More Units	76	0.45%
Mobile Home or Trailer	782	4.65%
Boat, RV, Van, etc.	13	0.08%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,513	14.94%
Housing Units Built 2010 to 2014	926	5.50%
Housing Units Built 2000 to 2009	8,214	48.82%
Housing Units Built 1990 to 1999	1,169	6.95%
Housing Units Built 1980 to 1989	935	5.56%
Housing Units Built 1970 to 1979	905	5.38%
Housing Units Built 1960 to 1969	736	4.37%
Housing Units Built 1950 to 1959	797	4.74%
Housing Units Built 1940 to 1949	377	2.24%
Housing Unit Built 1939 or Earlier	253	1.50%
2021 Est. Median Year Structure Built		2004



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

