



The**Retail**Coach®

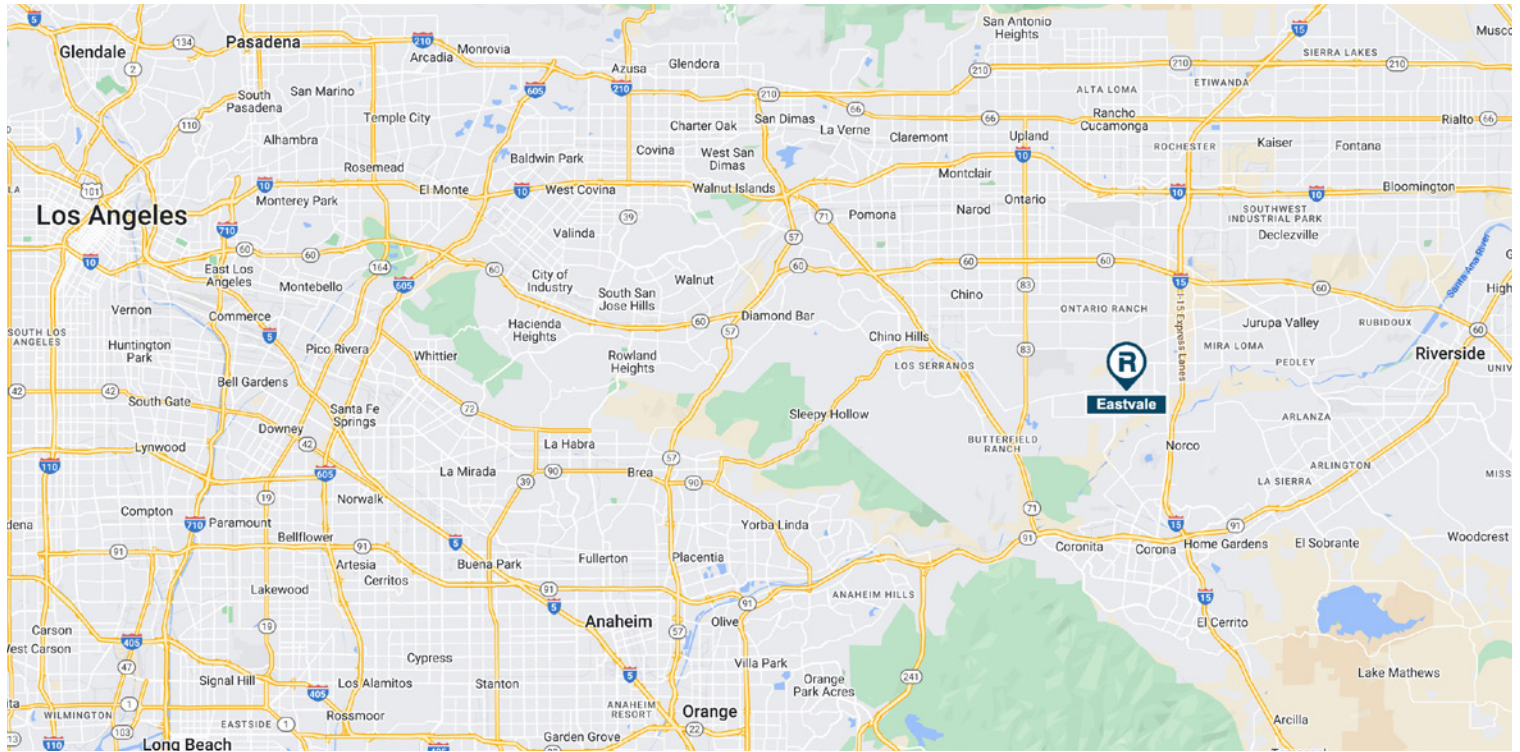
Community Demographic Profile

EASTVALE, CALIFORNIA

Prepared for City of Eastvale
February 2024

Community • Demographic Snapshot

Eastvale, California



Population

2020	69,757	0 - 9 Years	13.36%
2024	73,921	10 - 17 Years	13.52%
2029	78,993	18 - 24 Years	10.65%

Educational Attainment (%)

Graduate or Professional Degree	12.35%	25 - 34 Years	11.46%
Bachelors Degree	29.56%	35 - 44 Years	15.06%
Associate Degree	9.29%	45 - 54 Years	15.47%
Some College	20.72%	55 - 64 Years	10.80%
High School Graduate (or GED)	18.33%	65 and Older	9.67%
Some High School, No Degree	4.64%	Median Age	35.73
Less than 9th Grade	5.11%	Average Age	35.60

Income

Average HH	\$190,329
Median HH	\$153,749
Per Capita	\$47,415

Race Distribution (%)

White	24.30%
Black/African American	8.85%
American Indian/Alaskan	0.96%
Asian	31.95%
Native Hawaiian/Islander	0.30%
Other Race	15.46%
Two or More Races	18.18%
Hispanic	38.65%



CITY OF
EASTVALE
CALIFORNIA

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Community • Demographic Profile

Eastvale, California

DESCRIPTION	DATA	%
Population		
2029 Projection	78,993	
2024 Estimate	73,921	
2020 Census	69,757	
2010 Census	49,051	
Growth 2024 - 2029		6.86%
Growth 2020 - 2024		5.97%
Growth 2010 - 2020		42.21%
2024 Est. Population by Single-Classification Race	73,921	
White Alone	17,962	24.30%
Black or African American Alone	6,541	8.85%
Amer. Indian and Alaska Native Alone	710	0.96%
Asian Alone	23,617	31.95%
Native Hawaiian and Other Pacific Island Alone	222	0.30%
Some Other Race Alone	11,430	15.46%
Two or More Races	13,439	18.18%
2024 Est. Population by Hispanic or Latino Origin	73,921	
Not Hispanic or Latino	45,348	61.35%
Hispanic or Latino	28,573	38.65%
Mexican	24,261	84.91%
Puerto Rican	575	2.01%
Cuban	240	0.84%
All Other Hispanic or Latino	3,497	12.24%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	28,573	
White Alone	5,465	19.13%
Black or African American Alone	298	1.04%
American Indian and Alaska Native Alone	608	2.13%
Asian Alone	367	1.28%
Native Hawaiian and Other Pacific Islander Alone	24	0.08%
Some Other Race Alone	11,079	38.77%
Two or More Races	10,732	37.56%
2024 Est. Pop by Race, Asian Alone, by Category	23,617	
Chinese, except Taiwanese	7,899	33.45%
Filipino	6,701	28.37%
Japanese	228	0.97%
Asian Indian	3,545	15.01%
Korean	1,275	5.40%
Vietnamese	875	3.71%
Cambodian	420	1.78%
Hmong	0	0.00%
Laotian	37	0.16%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2,637	11.17%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	73,921	
Arab	642	0.87%
Czech	22	0.03%
Danish	28	0.04%
Dutch	600	0.81%
English	2,392	3.24%
French (except Basque)	585	0.79%
French Canadian	253	0.34%
German	2,924	3.96%
Greek	185	0.25%
Hungarian	54	0.07%
Irish	2,466	3.34%
Italian	1,868	2.53%
Lithuanian	0	0.00%
United States or American	1,898	2.57%
Norwegian	141	0.19%
Polish	396	0.54%
Portuguese	292	0.40%
Russian	233	0.32%
Scottish	247	0.33%
Scotch-Irish	78	0.11%
Slovak	0	0.00%
Subsaharan African	920	1.25%
Swedish	257	0.35%
Swiss	42	0.06%
Ukrainian	0	0.00%
Welsh	196	0.27%
West Indian (except Hisp. groups)	235	0.32%
Other ancestries	41,097	55.60%
Ancestry Unclassified	15,870	21.47%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	37,667	54.29%
Speak Asian/Pacific Island Language at Home	12,639	18.22%
Speak IndoEuropean Language at Home	3,050	4.40%
Speak Spanish at Home	15,092	21.75%
Speak Other Language at Home	928	1.34%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	73,921	
Age 0 - 4	4,545	6.15%
Age 5 - 9	5,335	7.22%
Age 10 - 14	6,276	8.49%
Age 15 - 17	3,721	5.03%
Age 18 - 20	3,578	4.84%
Age 21 - 24	4,293	5.81%
Age 25 - 34	8,472	11.46%
Age 35 - 44	11,135	15.06%
Age 45 - 54	11,437	15.47%
Age 55 - 64	7,981	10.80%
Age 65 - 74	4,616	6.25%
Age 75 - 84	2,020	2.73%
Age 85 and over	512	0.69%
Age 16 and over	56,522	76.46%
Age 18 and over	54,044	73.11%
Age 21 and over	50,466	68.27%
Age 65 and over	7,148	9.67%
2024 Est. Median Age		35.73
2024 Est. Average Age		35.60
2024 Est. Population by Sex	73,921	
Male	36,123	48.87%
Female	37,798	51.13%
2024 Est. Male Population by Age	36,123	
Age 0 - 4	2,318	6.42%
Age 5 - 9	2,648	7.33%
Age 10 - 14	3,212	8.89%
Age 15 - 17	1,877	5.20%
Age 18 - 20	1,813	5.02%
Age 21 - 24	2,196	6.08%
Age 25 - 34	4,275	11.84%
Age 35 - 44	5,108	14.14%
Age 45 - 54	5,602	15.51%
Age 55 - 64	3,918	10.85%
Age 65 - 74	2,105	5.83%
Age 75 - 84	865	2.39%
Age 85 and over	186	0.52%
2024 Est. Median Age, Male		34.36
2024 Est. Average Age, Male		34.90
2024 Est. Female Population by Age	37,798	
Age 0 - 4	2,227	5.89%
Age 5 - 9	2,687	7.11%
Age 10 - 14	3,064	8.11%
Age 15 - 17	1,844	4.88%
Age 18 - 20	1,765	4.67%
Age 21 - 24	2,097	5.55%
Age 25 - 34	4,197	11.10%
Age 35 - 44	6,027	15.95%
Age 45 - 54	5,835	15.44%
Age 55 - 64	4,063	10.75%
Age 65 - 74	2,511	6.64%
Age 75 - 84	1,155	3.06%
Age 85 and over	326	0.86%
2024 Est. Median Age, Female		36.85
2024 Est. Average Age, Female		36.40

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,937	32.78%
Males, Never Married	9,725	16.84%
Females, Never Married	9,212	15.95%
Married, Spouse present	29,963	51.87%
Married, Spouse absent	3,413	5.91%
Widowed	1,658	2.87%
Males Widowed	143	0.25%
Females Widowed	1,515	2.62%
Divorced	3,794	6.57%
Males Divorced	1,397	2.42%
Females Divorced	2,397	4.15%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,361	5.11%
Some High School, no diploma	2,143	4.64%
High School Graduate (or GED)	8,466	18.33%
Some College, no degree	9,566	20.72%
Associate Degree	4,287	9.29%
Bachelor's Degree	13,649	29.56%
Master's Degree	4,609	9.98%
Professional School Degree	593	1.28%
Doctorate Degree	499	1.08%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,935	18.38%
High School Graduate	3,116	19.52%
Some College or Associate's Degree	5,317	33.30%
Bachelor's Degree or Higher	4,597	28.79%
Households		
2029 Projection	19,568	
2024 Estimate	18,409	
2020 Census	17,561	
2010 Census	12,353	
Growth 2024 - 2029		6.30%
Growth 2020 - 2024		4.83%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	18,409	
Family Households	16,544	89.87%
Nonfamily Households	1,865	10.13%
2024 Est. Group Quarters Population	25	
2024 Households by Ethnicity, Hispanic/Latino	6,002	



Community • Demographic Profile

Eastvale, California

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	18,409	
Income < \$15,000	527	2.86%
Income \$15,000 - \$24,999	207	1.12%
Income \$25,000 - \$34,999	298	1.62%
Income \$35,000 - \$49,999	966	5.25%
Income \$50,000 - \$74,999	1,570	8.53%
Income \$75,000 - \$99,999	1,947	10.58%
Income \$100,000 - \$124,999	1,711	9.29%
Income \$125,000 - \$149,999	1,713	9.31%
Income \$150,000 - \$199,999	3,347	18.18%
Income \$200,000 - \$249,999	2,144	11.65%
Income \$250,000 - \$499,999	2,561	13.91%
Income \$500,000+	1,418	7.70%
2024 Est. Average Household Income		\$190,329
2024 Est. Median Household Income		\$153,749
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$184,002
Black or African American Alone		\$197,247
American Indian and Alaska Native Alone		\$86,693
Asian Alone		\$140,966
Native Hawaiian and Other Pacific Islander Alone		\$91,551
Some Other Race Alone		\$129,127
Two or More Races		\$194,676
Hispanic or Latino		\$184,122
Not Hispanic or Latino		\$180,591
2024 Est. HH by Type and Presence of Own Child.	18,409	
Family Households with Children	9,291	50.47%
Family Households without Children	9,118	49.53%
Married-Couple Families	14,069	76.42%
Married-Couple Family, own children	7,905	42.94%
Married-Couple Family, no own children	6,164	33.48%
Cohabiting-Couple Families	771	4.19%
Cohabiting-Couple Family, own children	310	1.68%
Cohabiting-Couple Family, no own children	461	2.50%
Male Householder Families	1,076	5.84%
Male Householder, own children	246	1.34%
Male Householder, no own children	373	2.03%
Male Householder, only Nonrelatives	78	0.42%
Male Householder, Living Alone	379	2.06%
Female Householder Families	2,493	13.54%
Female Householder, own children	830	4.51%
Female Householder, no own children	796	4.32%
Female Householder, only Nonrelatives	56	0.30%
Female Householder, Living Alone	811	4.41%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	18,409	
1-person	688	3.74%
2-person	3,167	17.20%
3-person	3,098	16.83%
4-person	4,995	27.13%
5-person	3,228	17.53%
6-person	1,645	8.94%
7-or-more-person	1,588	8.63%
2024 Est. Average Household Size		4.01
2024 Est. Households by Number of Vehicles	18,409	
No Vehicles	264	1.43%
1 Vehicle	1,743	9.47%
2 Vehicles	7,027	38.17%
3 Vehicles	4,724	25.66%
4 Vehicles	3,370	18.31%
5 or more Vehicles	1,281	6.96%
2024 Est. Average Number of Vehicles		2.8
Family Households		
2029 Projection	17,583	
2024 Estimate	16,544	
2020 Estimate	15,981	
2010 Census	11,177	
Growth 2024 - 2029		6.28%
Growth 2020 - 2024		3.52%
Growth 2010 - 2020		42.98%
2024 Est. Families by Poverty Status	16,544	
2024 Families at or Above Poverty	16,033	96.91%
2024 Families at or Above Poverty with Children	10,001	60.45%
2024 Families Below Poverty	511	3.09%
2024 Families Below Poverty with Children	380	2.30%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	37,528	66.39%
Civilian Labor Force, Unemployed	1,841	3.26%
Armed Forces	75	0.13%
Not in Labor Force	17,078	30.21%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	24,277	64.65%
Non-Profit Private Workers	2,594	6.91%
Local Government Workers	752	2.00%
State Government Workers	2,056	5.47%
Federal Government Workers	4,249	11.32%
Self-Employed Workers	3,455	9.20%
Unpaid Family Workers	168	0.45%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,086	2.89%
Arts/Entertainment/Sports	460	1.22%
Building Grounds Maintenance	583	1.55%
Business/Financial Operations	2,074	5.52%
Community/Social Services	935	2.49%
Computer/Mathematical	2,150	5.73%
Construction/Extraction	1,155	3.08%
Education/Training/Library	1,985	5.29%
Farming/Fishing/Forestry	39	0.10%
Food Prep/Serving	1,354	3.61%
Health Practitioner/Technician	2,881	7.67%
Healthcare Support	967	2.58%
Maintenance Repair	886	2.36%
Legal	294	0.78%
Life/Physical/Social Science	237	0.63%
Management	4,825	12.85%
Office/Admin. Support	4,908	13.07%
Production	1,435	3.82%
Protective Services	1,735	4.62%
Sales/Related	4,119	10.97%
Personal Care/Service	617	1.64%
Transportation/Moving	2,826	7.53%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	25,954	69.12%
Blue Collar	6,302	16.78%
Service and Farm	5,295	14.10%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	26,887	73.49%
Car Pooled	3,999	10.93%
Public Transportation	278	0.76%
Walked	74	0.20%
Bicycle	7	0.02%
Other Means	289	0.79%
Worked at Home	5,052	13.81%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,114	
15 - 29 Minutes	9,565	
30 - 44 Minutes	7,224	
45 - 59 Minutes	5,292	
60 or more Minutes	6,838	
2024 Est. Avg Travel Time to Work in Minutes		41
2024 Est. Occupied Housing Units by Tenure	18,409	
Owner Occupied	14,273	77.53%
Renter Occupied	4,136	22.47%
2024 Owner Occ. HUs: Avg. Length of Residence		12.00 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.90 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	14,273	
Value Less than \$20,000	24	0.17%
Value \$20,000 - \$39,999	8	0.06%
Value \$40,000 - \$59,999	146	1.02%
Value \$60,000 - \$79,999	70	0.49%
Value \$80,000 - \$99,999	20	0.14%
Value \$100,000 - \$149,999	13	0.09%
Value \$150,000 - \$199,999	4	0.03%
Value \$200,000 - \$299,999	9	0.06%
Value \$300,000 - \$399,999	66	0.46%
Value \$400,000 - \$499,999	303	2.12%
Value \$500,000 - \$749,999	5,620	39.38%
Value \$750,000 - \$999,999	6,621	46.39%
Value \$1,000,000 or \$1,499,999	1,262	8.84%
Value \$1,500,000 or \$1,999,999	79	0.55%
Value \$2,000,000+	28	0.20%
2024 Est. Median All Owner-Occupied Housing Value		\$781,256
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	17,103	90.60%
1 Unit Attached	720	3.81%
2 Units	12	0.06%
3 or 4 Units	68	0.36%
5 to 19 Units	162	0.86%
20 to 49 Units	14	0.07%
50 or More Units	152	0.81%
Mobile Home or Trailer	647	3.43%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	831	4.40%
Housing Units Built 2010 to 2019	4,963	26.29%
Housing Units Built 2000 to 2009	11,663	61.78%
Housing Units Built 1990 to 1999	608	3.22%
Housing Units Built 1980 to 1989	234	1.24%
Housing Units Built 1970 to 1979	342	1.81%
Housing Units Built 1960 to 1969	106	0.56%
Housing Units Built 1950 to 1959	37	0.20%
Housing Units Built 1940 to 1949	31	0.16%
Housing Unit Built 1939 or Earlier	63	0.33%
2024 Est. Median Year Structure Built		2007

[†] 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.



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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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