



The **Retail** Coach.®

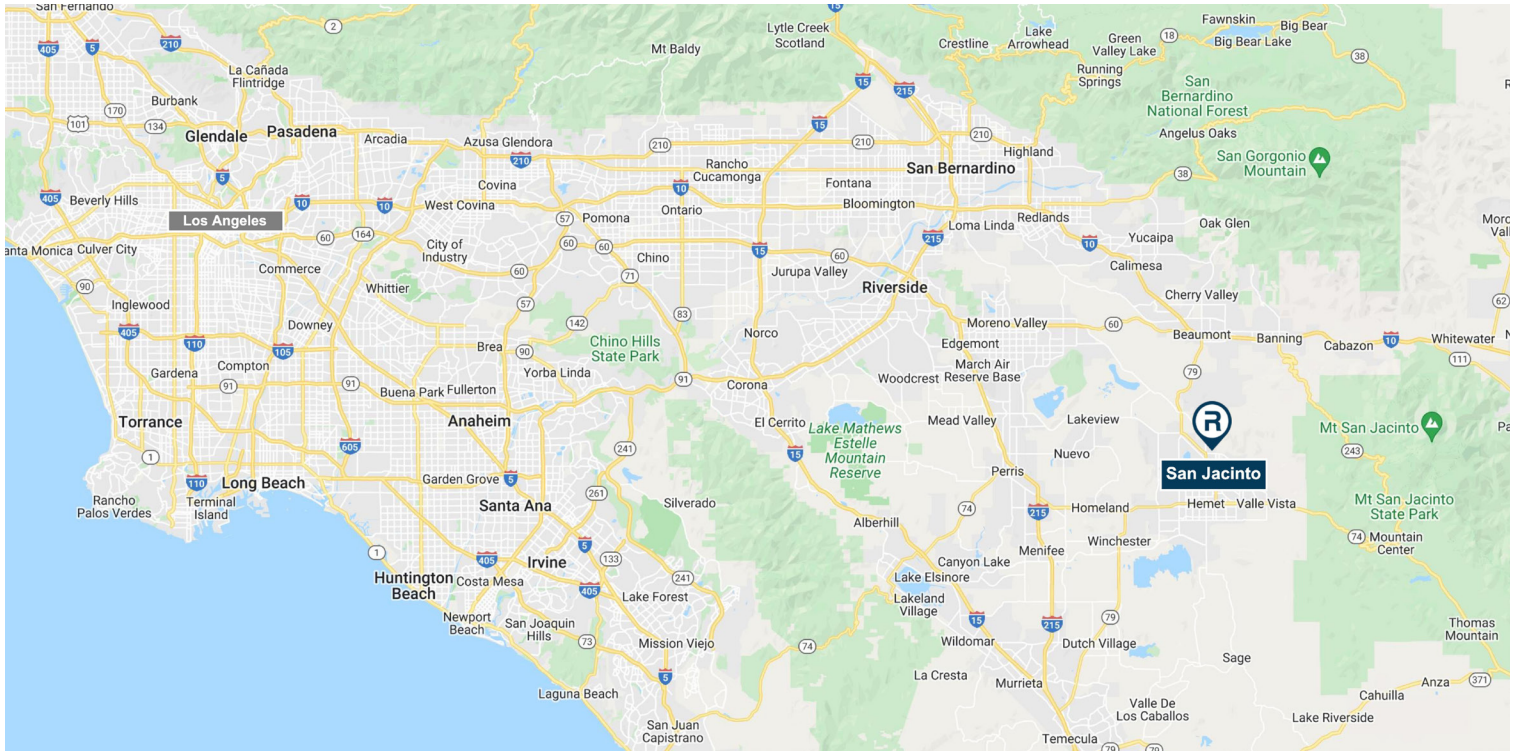
Community Demographic Profile

SAN JACINTO, CALIFORNIA

Prepared for City of San Jacinto, CA
March 2022

Community • Demographic Snapshot

San Jacinto, California



Population

2010	44,199
2022	56,289
2027	58,893

Educational Attainment (%)

Graduate or Professional Degree	4.65%
Bachelors Degree	9.10%
Associate Degree	8.45%
Some College	26.16%
High School Graduate (GED)	29.97%
Some High School, No Degree	10.84%
Less than 9th Grade	10.83%

Income

Average HH	\$76,835
Median HH	\$59,381
Per Capita	\$22,682

Age

0 - 9 Years	15.28%
10 - 17 Years	13.08%
18 - 24 Years	9.98%
25 - 34 Years	14.21%
35 - 44 Years	13.51%
45 - 54 Years	11.80%
55 - 64 Years	9.72%
65 and Older	12.42%
Median Age	33.18
Average Age	35.50

Race Distribution (%)

White	48.11%
Black/African American	9.17%
American Indian/Alaskan	1.45%
Asian	3.51%
Native Hawaiian/Islander	0.30%
Other Race	31.41%
Two or More Races	6.04%
Hispanic	59.55%



Tara Magner
 City of San Jacinto, CA
 Economic Development
 Special Projects Administrator

595 S. San Jacinto Avenue
 San Jacinto, California 92583

Phone 951.487.7330
 Cell 661.599.6162
tmagner@sanjacintoca.gov
sanjacintoca.gov

Austin Farmer
 The Retail Coach, LLC
 Project Director

Office 662.844.2155
 Cell 817.845.4220
AustinFarmer@theretailcoach.net
www.TheRetailCoach.net



Community • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
Population		
2027 Projection	58,893	
2022 Estimate	56,289	
2010 Census	44,199	
2000 Census	26,121	
Growth 2022 - 2027		4.63%
Growth 2010 - 2022		27.35%
Growth 2000 - 2010		69.21%
2022 Est. Population by Single-Classification Race	56,289	
White Alone	27,083	48.11%
Black or African American Alone	5,161	9.17%
Amer. Indian and Alaska Native Alone	818	1.45%
Asian Alone	1,975	3.51%
Native Hawaiian and Other Pacific Island Alone	167	0.30%
Some Other Race Alone	17,683	31.42%
Two or More Races	3,403	6.05%
2022 Est. Population by Hispanic or Latino Origin	56,289	
Not Hispanic or Latino	22,769	40.45%
Hispanic or Latino	33,520	59.55%
Mexican	49,397	87.76%
Puerto Rican	974	1.73%
Cuban	238	0.42%
All Other Hispanic or Latino	5,681	10.09%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	33,520	
White Alone	13,049	38.93%
Black or African American Alone	321	0.96%
American Indian and Alaska Native Alone	455	1.36%
Asian Alone	125	0.37%
Native Hawaiian and Other Pacific Islander Alone	25	0.08%
Some Other Race Alone	17,619	52.56%
Two or More Races	1,926	5.75%
2022 Est. Pop by Race, Asian Alone, by Category	1,975	
Chinese, except Taiwanese	195	9.88%
Filipino	1,056	53.44%
Japanese	13	0.67%
Asian Indian	105	5.33%
Korean	126	6.38%
Vietnamese	173	8.77%
Cambodian	50	2.55%
Hmong	54	2.72%
Laotian	19	0.94%
Thai	36	1.83%
All Other Asian Races Including 2+ Category	148	7.49%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	56,289	
Arab	62	0.11%
Czech	74	0.13%
Danish	266	0.47%
Dutch	420	0.75%
English	2,525	4.49%
French (except Basque)	820	1.46%
French Canadian	115	0.20%
German	3,558	6.32%
Greek	144	0.26%
Hungarian	43	0.08%
Irish	2,674	4.75%
Italian	1,138	2.02%
Lithuanian	29	0.05%
United States or American	1,528	2.72%
Norwegian	346	0.62%
Polish	459	0.82%
Portuguese	33	0.06%
Russian	199	0.35%
Scottish	635	1.13%
Scotch-Irish	218	0.39%
Slovak	35	0.06%
Subsaharan African	265	0.47%
Swedish	369	0.66%
Swiss	56	0.10%
Ukrainian	128	0.23%
Welsh	147	0.26%
West Indian (except Hisp. groups)	182	0.32%
Other ancestries	30,759	54.64%
Ancestry Unclassified	9,063	16.10%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	18,062	58.19%
Speak Asian/Pacific Island Language at Home	757	2.44%
Speak IndoEuropean Language at Home	496	1.60%
Speak Spanish at Home	11,581	37.31%
Speak Other Language at Home	142	0.46%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	56,289	
Age 0 - 4	4,165	7.40%
Age 5 - 9	4,437	7.88%
Age 10 - 14	4,626	8.22%
Age 15 - 17	2,734	4.86%
Age 18 - 20	2,437	4.33%
Age 21 - 24	3,179	5.65%
Age 25 - 34	8,001	14.21%
Age 35 - 44	7,603	13.51%
Age 45 - 54	6,644	11.80%
Age 55 - 64	5,473	9.72%
Age 65 - 74	3,751	6.66%
Age 75 - 84	2,327	4.13%
Age 85 and over	912	1.62%
Age 16 and over	42,162	74.90%
Age 18 and over	40,327	71.64%
Age 21 and over	37,890	67.31%
Age 65 and over	6,991	12.42%
2022 Est. Median Age		33.18
2022 Est. Average Age		35.50
2022 Est. Population by Sex	56,289	
Male	27,669	49.16%
Female	28,620	50.84%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	27,669	
Age 0 - 4	2,203	7.96%
Age 5 - 9	2,294	8.29%
Age 10 - 14	2,348	8.49%
Age 15 - 17	1,380	4.99%
Age 18 - 20	1,243	4.49%
Age 21 - 24	1,600	5.78%
Age 25 - 34	4,043	14.61%
Age 35 - 44	3,695	13.36%
Age 45 - 54	3,228	11.67%
Age 55 - 64	2,649	9.57%
Age 65 - 74	1,671	6.04%
Age 75 - 84	956	3.46%
Age 85 and over	358	1.30%
2022 Est. Median Age, Male		31.79
2022 Est. Average Age, Male		34.30
2022 Est. Female Population by Age	28,620	
Age 0 - 4	1,962	6.86%
Age 5 - 9	2,143	7.49%
Age 10 - 14	2,278	7.96%
Age 15 - 17	1,354	4.73%
Age 18 - 20	1,194	4.17%
Age 21 - 24	1,578	5.52%
Age 25 - 34	3,958	13.83%
Age 35 - 44	3,908	13.65%
Age 45 - 54	3,416	11.94%
Age 55 - 64	2,824	9.87%
Age 65 - 74	2,081	7.27%
Age 75 - 84	1,371	4.79%
Age 85 and over	554	1.93%
2022 Est. Median Age, Female		34.60
2022 Est. Average Age, Female		36.70

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,799	36.69%
Males, Never Married	8,506	19.75%
Females, Never Married	7,293	16.94%
Married, Spouse present	17,079	39.66%
Married, Spouse absent	3,248	7.54%
Widowed	2,045	4.75%
Males Widowed	464	1.08%
Females Widowed	1,582	3.67%
Divorced	4,889	11.35%
Males Divorced	1,589	3.69%
Females Divorced	3,299	7.66%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,758	10.8%
Some High School, no diploma	3,763	10.8%
High School Graduate (or GED)	10,401	30.0%
Some College, no degree	9,082	26.2%
Associate Degree	2,934	8.5%
Bachelor's Degree	3,158	9.1%
Master's Degree	1,284	3.7%
Professional School Degree	183	0.5%
Doctorate Degree	148	0.4%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,391	35.76%
High School Graduate	6,000	29.03%
Some College or Associate's Degree	5,187	25.10%
Bachelor's Degree or Higher	2,093	10.12%
Households		
2027 Projection	15,606	
2022 Estimate	15,007	
2010 Census	13,287	
2000 Census	9,229	
Growth 2022 - 2027		3.99%
Growth 2010 - 2022		12.94%
Growth 2000 - 2010		43.97%
2022 Est. Households by Household Type	15,007	
Family Households	11,281	75.17%
Nonfamily Households	3,726	24.83%
2022 Est. Group Quarters Population	514	
2022 Households by Ethnicity, Hispanic/Latino	7,354	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	15,007	
Income < \$15,000	1,401	9.34%
Income \$15,000 - \$24,999	1,513	10.08%
Income \$25,000 - \$34,999	1,309	8.72%
Income \$35,000 - \$49,999	2,128	14.18%
Income \$50,000 - \$74,999	2,791	18.60%
Income \$75,000 - \$99,999	1,954	13.02%
Income \$100,000 - \$124,999	1,442	9.61%
Income \$125,000 - \$149,999	990	6.60%
Income \$150,000 - \$199,999	829	5.52%
Income \$200,000 - \$249,999	379	2.53%
Income \$250,000 - \$499,999	200	1.33%
Income \$500,000+	71	0.47%
2022 Est. Average Household Income		\$76,835
2022 Est. Median Household Income		\$59,381
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,742
Black or African American Alone		\$50,223
American Indian and Alaska Native Alone		\$84,140
Asian Alone		\$70,918
Native Hawaiian and Other Pacific Islander Alone		\$113,277
Some Other Race Alone		\$60,130
Two or More Races		\$46,189
Hispanic or Latino		\$62,800
Not Hispanic or Latino		\$55,425
2022 Est. Family HH Type by Presence of Own Child.	11,281	
Married-Couple Family, own children	4,292	38.05%
Married-Couple Family, no own children	3,593	31.85%
Male Householder, own children	549	4.87%
Male Householder, no own children	454	4.03%
Female Householder, own children	1,395	12.37%
Female Householder, no own children	998	8.85%
2022 Est. Households by Household Size	15,007	
1-person	2,844	18.95%
2-person	3,624	24.15%
3-person	2,219	14.79%
4-person	2,255	15.03%
5-person	1,847	12.31%
6-person	1,104	7.36%
7-or-more-person	1,114	7.42%
2022 Est. Average Household Size		3.39

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	15,007	
Households with 1 or More People under Age 18:	7,187	47.89%
Married-Couple Family	4,752	66.12%
Other Family, Male Householder	689	9.59%
Other Family, Female Householder	1,680	23.38%
Nonfamily, Male Householder	51	0.71%
Nonfamily, Female Householder	15	0.21%
Households with No People under Age 18:	7,820	52.11%
Married-Couple Family	3,137	40.12%
Other Family, Male Householder	314	4.02%
Other Family, Female Householder	710	9.08%
Nonfamily, Male Householder	1,590	20.33%
Nonfamily, Female Householder	2,069	26.46%
2022 Est. Households by Number of Vehicles	15,007	
No Vehicles	1,051	7.00%
1 Vehicle	4,340	28.92%
2 Vehicles	4,890	32.59%
3 Vehicles	2,891	19.26%
4 Vehicles	1,240	8.26%
5 or more Vehicles	595	3.97%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	11,731	
2022 Estimate	11,281	
2010 Census	9,965	
2000 Census	6,356	
Growth 2022 - 2027		3.99%
Growth 2010 - 2022		13.21%
Growth 2000 - 2010		56.78%
2022 Est. Families by Poverty Status	11,281	
2022 Families at or Above Poverty	9,811	86.97%
2022 Families at or Above Poverty with Children	5,496	48.72%
2022 Families Below Poverty	1,470	13.03%
2022 Families Below Poverty with Children	1,035	9.18%
2022 Est. Pop 16+ by Employment Status	42,162	
Civilian Labor Force, Employed	21,341	50.62%
Civilian Labor Force, Unemployed	1,859	4.41%
Armed Forces	191	0.45%
Not in Labor Force	18,771	44.52%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	23,391	
For-Profit Private Workers	15,298	65.40%
Non-Profit Private Workers	2,302	9.84%
Local Government Workers	357	1.53%
State Government Workers	1,494	6.39%
Federal Government Workers	1,920	8.21%
Self-Employed Workers	1,959	8.37%
Unpaid Family Workers	62	0.26%
2022 Est. Civ. Employed Pop 16+ by Occupation	23,391	
Architect/Engineer	205	0.88%
Arts/Entertainment/Sports	580	2.48%
Building Grounds Maintenance	1,130	4.83%
Business/Financial Operations	761	3.25%
Community/Social Services	668	2.86%
Computer/Mathematical	187	0.80%
Construction/Extraction	2,000	8.55%
Education/Training/Library	1,502	6.42%
Farming/Fishing/Forestry	201	0.86%
Food Prep/Serving	1,067	4.56%
Health Practitioner/Technician	1,230	5.26%
Healthcare Support	1,206	5.16%
Maintenance Repair	1,002	4.28%
Legal	95	0.41%
Life/Physical/Social Science	19	0.08%
Management	1,208	5.16%
Office/Admin. Support	2,046	8.75%
Production	1,497	6.40%
Protective Services	567	2.42%
Sales/Related	2,283	9.76%
Personal Care/Service	703	3.00%
Transportation/Moving	3,235	13.83%
2022 Est. Pop 16+ by Occupation Classification	23,391	
White Collar	10,783	46.10%
Blue Collar	7,735	33.07%
Service and Farm	4,873	20.83%
2022 Est. Workers Age 16+ by Transp. to Work	23,391	
Drove Alone	17,554	75.05%
Car Pooled	2,973	12.71%
Public Transportation	152	0.65%
Walked	1,107	4.73%
Bicycle	173	0.74%
Other Means	589	2.52%
Worked at Home	843	3.61%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,283	27.86%
15 - 29 Minutes	4,358	19.33%
30 - 44 Minutes	4,879	21.64%
45 - 59 Minutes	2,460	10.91%
60 or more Minutes	4,568	20.26%
2022 Est. Avg Travel Time to Work in Minutes		37
2022 Est. Occupied Housing Units by Tenure	15,007	
Owner Occupied	10,162	67.72%
Renter Occupied	4,845	32.29%
2022 Owner Occ. HUs: Avg. Length of Residence		11.90 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.50 [†]
2022 Est. Owner-Occupied Housing Units by Value	10,162	
Value Less than \$20,000	667	6.56%
Value \$20,000 - \$39,999	598	5.89%
Value \$40,000 - \$59,999	337	3.32%
Value \$60,000 - \$79,999	182	1.79%
Value \$80,000 - \$99,999	125	1.23%
Value \$100,000 - \$149,999	579	5.70%
Value \$150,000 - \$199,999	347	3.42%
Value \$200,000 - \$299,999	2,090	20.57%
Value \$300,000 - \$399,999	2,575	25.34%
Value \$400,000 - \$499,999	1,528	15.04%
Value \$500,000 - \$749,999	421	4.14%
Value \$750,000 - \$999,999	283	2.79%
Value \$1,000,000 or \$1,499,999	176	1.73%
Value \$1,500,000 or \$1,999,999	140	1.38%
Value \$2,000,000+	114	1.12%
2022 Est. Median All Owner-Occupied Housing Value		\$306,151
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	10,206	68.01%
1 Unit Attached	600	4.00%
2 Units	267	1.78%
3 or 4 Units	484	3.22%
5 to 19 Units	395	2.63%
20 to 49 Units	190	1.27%
50 or More Units	177	1.18%
Mobile Home or Trailer	2,635	17.56%
Boat, RV, Van, etc.	53	0.35%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,901	12.67%
Housing Units Built 2010 to 2014	126	0.84%
Housing Units Built 2000 to 2009	4,422	29.47%
Housing Units Built 1990 to 1999	1,967	13.11%
Housing Units Built 1980 to 1989	2,185	14.56%
Housing Units Built 1970 to 1979	2,371	15.80%
Housing Units Built 1960 to 1969	998	6.65%
Housing Units Built 1950 to 1959	658	4.38%
Housing Units Built 1940 to 1949	84	0.56%
Housing Unit Built 1939 or Earlier	294	1.96%
2022 Est. Median Year Structure Built		1995

[†] 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**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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