



The**Retail**Coach.®

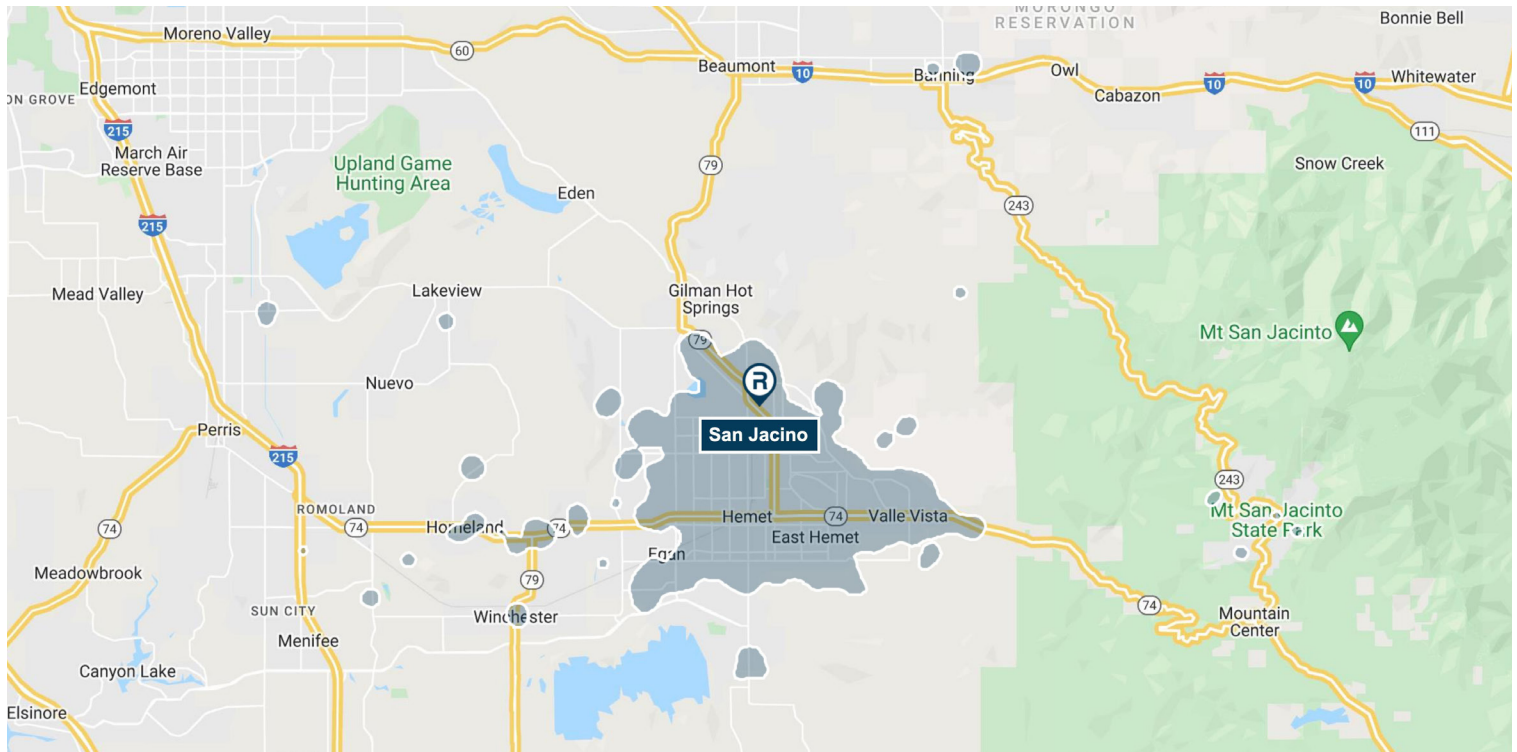
Primary Retail Trade Area Demographic Profile

SAN JACINTO, CALIFORNIA

Prepared for City of San Jacinto, CA
March 2022

Primary Retail Trade Area • Demographic Snapshot

San Jacinto, California



Population

2010	157,437
2022	177,756
2027	184,036

Educational Attainment (%)

Graduate or Professional Degree	4.44%
Bachelors Degree	8.03%
Associate Degree	8.16%
Some College	27.85%
High School Graduate (GED)	31.20%
Some High School, No Degree	11.30%
Less than 9th Grade	9.04%

Income

Average HH	\$71,971
Median HH	\$53,612
Per Capita	\$24,675

Age

0 - 9 Years	13.71%
10 - 17 Years	11.89%
18 - 24 Years	9.17%
25 - 34 Years	13.54%
35 - 44 Years	12.59%
45 - 54 Years	10.89%
55 - 64 Years	10.26%
65 and Older	17.95%
Median Age	36.29
Average Age	38.76

Race Distribution (%)

White	55.30%
Black/African American	8.21%
American Indian/Alaskan	1.95%
Asian	3.07%
Native Hawaiian/Islander	0.35%
Other Race	24.67%
Two or More Races	6.46%
Hispanic	51.29%



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Primary Retail Trade Area • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
Population		
2027 Projection	184,036	
2022 Estimate	177,756	
2010 Census	157,437	
2000 Census	115,858	
Growth 2022 - 2027		3.53%
Growth 2010 - 2022		12.91%
Growth 2000 - 2010		35.89%
2022 Est. Population by Single-Classification Race	177,756	
White Alone	98,305	55.30%
Black or African American Alone	14,586	8.21%
Amer. Indian and Alaska Native Alone	3,457	1.95%
Asian Alone	5,450	3.07%
Native Hawaiian and Other Pacific Island Alone	630	0.35%
Some Other Race Alone	43,846	24.67%
Two or More Races	11,482	6.46%
2022 Est. Population by Hispanic or Latino Origin	177,756	
Not Hispanic or Latino	86,577	48.71%
Hispanic or Latino	91,178	51.29%
Mexican	79,132	86.79%
Puerto Rican	1,683	1.85%
Cuban	506	0.56%
All Other Hispanic or Latino	9,857	10.81%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	91,178	
White Alone	37,721	41.37%
Black or African American Alone	975	1.07%
American Indian and Alaska Native Alone	1,938	2.13%
Asian Alone	374	0.41%
Native Hawaiian and Other Pacific Islander Alone	110	0.12%
Some Other Race Alone	43,658	47.88%
Two or More Races	6,402	7.02%
2022 Est. Pop by Race, Asian Alone, by Category	5,450	
Chinese, except Taiwanese	640	11.74%
Filipino	2,841	52.13%
Japanese	165	3.03%
Asian Indian	391	7.17%
Korean	363	6.66%
Vietnamese	256	4.70%
Cambodian	156	2.86%
Hmong	97	1.78%
Laotian	110	2.02%
Thai	150	2.75%
All Other Asian Races Including 2+ Category	282	5.17%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	177,756	
Arab	144	0.08%
Czech	275	0.16%
Danish	661	0.37%
Dutch	1,680	0.95%
English	9,439	5.31%
French (except Basque)	2,577	1.45%
French Canadian	472	0.27%
German	12,543	7.06%
Greek	294	0.17%
Hungarian	373	0.21%
Irish	10,249	5.77%
Italian	4,157	2.34%
Lithuanian	94	0.05%
United States or American	4,583	2.58%
Norwegian	1,298	0.73%
Polish	1,591	0.90%
Portuguese	213	0.12%
Russian	489	0.28%
Scottish	2,029	1.14%
Scotch-Irish	984	0.55%
Slovak	72	0.04%
Subsaharan African	502	0.28%
Swedish	931	0.52%
Swiss	207	0.12%
Ukrainian	250	0.14%
Welsh	686	0.39%
West Indian (except Hisp. groups)	407	0.23%
Other ancestries	92,704	52.15%
Ancestry Unclassified	27,852	15.67%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	106,027	63.90%
Speak Asian/Pacific Island Language at Home	3,537	2.13%
Speak IndoEuropean Language at Home	1,721	1.04%
Speak Spanish at Home	53,537	32.26%
Speak Other Language at Home	1,112	0.67%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Population by Age	177,756	
Age 0 - 4	11,821	6.65%
Age 5 - 9	12,543	7.06%
Age 10 - 14	13,249	7.45%
Age 15 - 17	7,888	4.44%
Age 18 - 20	7,069	3.98%
Age 21 - 24	9,227	5.19%
Age 25 - 34	24,074	13.54%
Age 35 - 44	22,387	12.59%
Age 45 - 54	19,355	10.89%
Age 55 - 64	18,237	10.26%
Age 65 - 74	15,315	8.62%
Age 75 - 84	11,076	6.23%
Age 85 and over	5,513	3.10%
Age 16 and over	137,556	77.39%
Age 18 and over	132,254	74.40%
Age 21 and over	125,185	70.42%
Age 65 and over	31,904	17.95%
2022 Est. Median Age		36.29
2022 Est. Average Age		38.76
2022 Est. Population by Sex	177,756	
Male	86,126	48.45%
Female	91,630	51.55%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	86,126	
Age 0 - 4	6,027	7.00%
Age 5 - 9	6,436	7.47%
Age 10 - 14	6,769	7.86%
Age 15 - 17	3,978	4.62%
Age 18 - 20	3,605	4.19%
Age 21 - 24	4,636	5.38%
Age 25 - 34	12,120	14.07%
Age 35 - 44	10,821	12.56%
Age 45 - 54	9,392	10.91%
Age 55 - 64	8,759	10.17%
Age 65 - 74	6,818	7.92%
Age 75 - 84	4,598	5.34%
Age 85 and over	2,169	2.52%
2022 Est. Median Age, Male		34.57
2022 Est. Average Age, Male		37.52
2022 Est. Female Population by Age	91,630	
Age 0 - 4	5,794	6.32%
Age 5 - 9	6,108	6.67%
Age 10 - 14	6,480	7.07%
Age 15 - 17	3,910	4.27%
Age 18 - 20	3,465	3.78%
Age 21 - 24	4,591	5.01%
Age 25 - 34	11,955	13.05%
Age 35 - 44	11,566	12.62%
Age 45 - 54	9,963	10.87%
Age 55 - 64	9,478	10.34%
Age 65 - 74	8,497	9.27%
Age 75 - 84	6,478	7.07%
Age 85 and over	3,344	3.65%
2022 Est. Median Age, Female		37.96
2022 Est. Average Age, Female		39.92

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	47,131	33.63%
Males, Never Married	25,147	17.94%
Females, Never Married	21,984	15.69%
Married, Spouse present	55,952	39.92%
Married, Spouse absent	9,183	6.55%
Widowed	9,708	6.93%
Males Widowed	2,304	1.64%
Females Widowed	7,404	5.28%
Divorced	18,167	12.96%
Males Divorced	7,184	5.13%
Females Divorced	10,983	7.84%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,479	9.04%
Some High School, no diploma	13,100	11.30%
High School Graduate (or GED)	36,177	31.20%
Some College, no degree	32,290	27.85%
Associate Degree	9,456	8.16%
Bachelor's Degree	9,308	8.03%
Master's Degree	4,005	3.45%
Professional School Degree	687	0.59%
Doctorate Degree	455	0.39%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	17,334	34.05%
High School Graduate	15,775	30.99%
Some College or Associate's Degree	13,925	27.36%
Bachelor's Degree or Higher	3,867	7.60%
Households		
2027 Projection	62,403	
2022 Estimate	60,526	
2010 Census	54,476	
2000 Census	45,498	
Growth 2022 - 2027		3.10%
Growth 2010 - 2022		11.11%
Growth 2000 - 2010		19.73%
2022 Est. Households by Household Type	60,526	
Family Households	41,861	69.16%
Nonfamily Households	18,664	30.84%
2022 Est. Group Quarters Population	1,214	
2022 Households by Ethnicity, Hispanic/Latino	23,378	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	60,526	
Income < \$15,000	6,872	11.35%
Income \$15,000 - \$24,999	6,880	11.37%
Income \$25,000 - \$34,999	6,109	10.09%
Income \$35,000 - \$49,999	8,552	14.13%
Income \$50,000 - \$74,999	11,128	18.39%
Income \$75,000 - \$99,999	7,194	11.89%
Income \$100,000 - \$124,999	4,912	8.12%
Income \$125,000 - \$149,999	3,404	5.62%
Income \$150,000 - \$199,999	2,982	4.93%
Income \$200,000 - \$249,999	1,370	2.26%
Income \$250,000 - \$499,999	841	1.39%
Income \$500,000+	282	0.47%
2022 Est. Average Household Income		\$71,971
2022 Est. Median Household Income		\$53,612
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$53,229
Black or African American Alone		\$40,673
American Indian and Alaska Native Alone		\$65,918
Asian Alone		\$63,797
Native Hawaiian and Other Pacific Islander Alone		\$105,569
Some Other Race Alone		\$57,585
Two or More Races		\$54,478
Hispanic or Latino		\$57,710
Not Hispanic or Latino		\$50,877
2022 Est. Family HH Type by Presence of Own Child.	41,861	
Married-Couple Family, own children	13,150	31.41%
Married-Couple Family, no own children	15,656	37.40%
Male Householder, own children	2,070	4.95%
Male Householder, no own children	1,719	4.11%
Female Householder, own children	5,222	12.48%
Female Householder, no own children	4,044	9.66%
2022 Est. Households by Household Size	60,526	
1-person	15,172	25.07%
2-person	17,175	28.38%
3-person	8,663	14.31%
4-person	7,904	13.06%
5-person	5,677	9.38%
6-person	3,075	5.08%
7-or-more-person	2,860	4.72%
2022 Est. Average Household Size		2.93

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	60,526	
Households with 1 or More People under Age 18:	23,498	38.82%
Married-Couple Family	14,442	61.46%
Other Family, Male Householder	2,491	10.60%
Other Family, Female Householder	6,318	26.89%
Nonfamily, Male Householder	189	0.80%
Nonfamily, Female Householder	58	0.25%
Households with No People under Age 18:	37,028	
Married-Couple Family	14,372	38.81%
Other Family, Male Householder	1,304	3.52%
Other Family, Female Householder	2,941	7.94%
Nonfamily, Male Householder	7,599	20.52%
Nonfamily, Female Householder	10,812	29.20%
2022 Est. Households by Number of Vehicles	60,526	
No Vehicles	4,325	7.15%
1 Vehicle	20,629	34.08%
2 Vehicles	20,028	33.09%
3 Vehicles	9,860	16.29%
4 Vehicles	3,910	6.46%
5 or more Vehicles	1,773	2.93%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	43,205	
2022 Estimate	41,861	
2010 Census	37,539	
2000 Census	29,703	
Growth 2022 - 2027		3.21%
Growth 2010 - 2022		11.51%
Growth 2000 - 2010		26.38%
2022 Est. Families by Poverty Status	41,861	
2022 Families at or Above Poverty	35,801	85.52%
2022 Families at or Above Poverty with Children	17,268	41.25%
2022 Families Below Poverty	6,060	14.48%
2022 Families Below Poverty with Children	4,312	10.30%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	65,666	47.74%
Civilian Labor Force, Unemployed	6,505	4.73%
Armed Forces	259	0.19%
Not in Labor Force	65,127	47.35%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	65,205	
For-Profit Private Workers	45,116	69.19%
Non-Profit Private Workers	3,910	6.00%
Local Government Workers	1,392	2.13%
State Government Workers	3,520	5.40%
Federal Government Workers	5,620	8.62%
Self-Employed Workers	5,474	8.40%
Unpaid Family Workers	173	0.27%
2022 Est. Civ. Employed Pop 16+ by Occupation	65,205	
Architect/Engineer	643	0.99%
Arts/Entertainment/Sports	1,016	1.56%
Building Grounds Maintenance	3,374	5.17%
Business/Financial Operations	1,845	2.83%
Community/Social Services	1,230	1.89%
Computer/Mathematical	540	0.83%
Construction/Extraction	5,807	8.91%
Education/Training/Library	3,346	5.13%
Farming/Fishing/Forestry	388	0.60%
Food Prep/Serving	3,615	5.54%
Health Practitioner/Technician	2,874	4.41%
Healthcare Support	3,847	5.90%
Maintenance Repair	2,657	4.08%
Legal	214	0.33%
Life/Physical/Social Science	197	0.30%
Management	3,791	5.81%
Office/Admin. Support	6,805	10.44%
Production	4,016	6.16%
Protective Services	1,617	2.48%
Sales/Related	7,189	11.03%
Personal Care/Service	1,871	2.87%
Transportation/Moving	8,321	12.76%
2022 Est. Pop 16+ by Occupation Classification	65,205	
White Collar	29,691	45.53%
Blue Collar	20,802	31.90%
Service and Farm	14,712	22.56%
2022 Est. Workers Age 16+ by Transp. to Work	63,855	
Drove Alone	48,883	76.55%
Car Pooled	8,652	13.55%
Public Transportation	430	0.67%
Walked	1,452	2.27%
Bicycle	321	0.50%
Other Means	1,296	2.03%
Worked at Home	2,822	4.42%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,208	
15 - 29 Minutes	11,980	
30 - 44 Minutes	12,882	
45 - 59 Minutes	6,848	
60 or more Minutes	13,359	
2022 Est. Avg Travel Time to Work in Minutes		38
2022 Est. Occupied Housing Units by Tenure	60,526	
Owner Occupied	39,022	64.47%
Renter Occupied	21,504	35.53%
2022 Owner Occ. HUs: Avg. Length of Residence		12.53 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.56 [†]
2022 Est. Owner-Occupied Housing Units by Value	60,526	
Value Less than \$20,000	2,848	7.30%
Value \$20,000 - \$39,999	2,298	5.89%
Value \$40,000 - \$59,999	1,398	3.58%
Value \$60,000 - \$79,999	931	2.39%
Value \$80,000 - \$99,999	1,253	3.21%
Value \$100,000 - \$149,999	2,749	7.04%
Value \$150,000 - \$199,999	2,374	6.08%
Value \$200,000 - \$299,999	7,812	20.02%
Value \$300,000 - \$399,999	7,667	19.65%
Value \$400,000 - \$499,999	4,749	12.17%
Value \$500,000 - \$749,999	2,593	6.64%
Value \$750,000 - \$999,999	1,272	3.26%
Value \$1,000,000 or \$1,499,999	481	1.23%
Value \$1,500,000 or \$1,999,999	231	0.59%
Value \$2,000,000+	366	0.94%
2022 Est. Median All Owner-Occupied Housing Value		\$274,139
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	40,875	59.40%
1 Unit Attached	2,656	3.86%
2 Units	1,141	1.66%
3 or 4 Units	2,345	3.41%
5 to 19 Units	3,519	5.11%
20 to 49 Units	1,145	1.66%
50 or More Units	2,044	2.97%
Mobile Home or Trailer	14,887	21.64%
Boat, RV, Van, etc.	198	0.29%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	6,213	9.03%
Housing Units Built 2010 to 2014	704	1.02%
Housing Units Built 2000 to 2009	12,825	18.64%
Housing Units Built 1990 to 1999	7,371	10.71%
Housing Units Built 1980 to 1989	13,470	19.57%
Housing Units Built 1970 to 1979	15,315	22.26%
Housing Units Built 1960 to 1969	7,157	10.40%
Housing Units Built 1950 to 1959	3,490	5.07%
Housing Units Built 1940 to 1949	934	1.36%
Housing Unit Built 1939 or Earlier	1,332	1.94%
2022 Est. Median Year Structure Built		1984

[†] 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, 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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