



The **Retail**Coach®

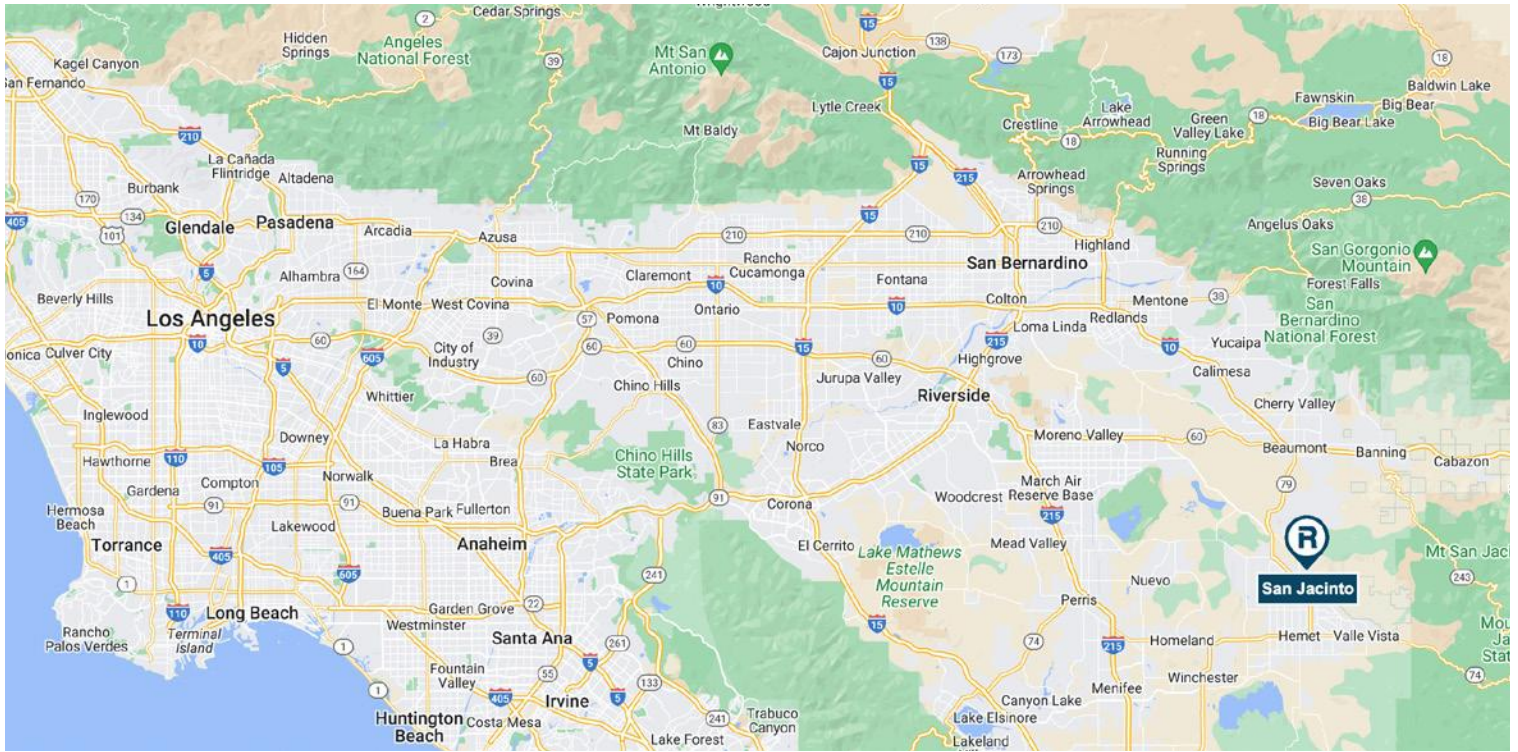
Community Demographic Profile

SAN JACINTO, CALIFORNIA

Prepared for City of San Jacinto, CA
March 2024

Community • Demographic Snapshot

San Jacinto, California



Population

2020	53,898
2024	55,814
2029	59,445

Educational Attainment (%)

Graduate or Professional Degree	4.14%
Bachelors Degree	8.40%
Associate Degree	7.91%
Some College	25.44%
High School Graduate (or GED)	32.37%
Some High School, No Degree	11.27%
Less than 9th Grade	10.46%

Income

Average HH	\$88,182
Median HH	\$66,721
Per Capita	\$24,885

Age

0 - 9 Years	13.95%
10 - 17 Years	13.63%
18 - 24 Years	11.03%
25 - 34 Years	13.54%
35 - 44 Years	13.07%
45 - 54 Years	11.43%
55 - 64 Years	10.44%
65 and Older	12.91%
Median Age	33.36
Average Age	35.90

Race Distribution (%)

White	29.86%
Black/African American	9.35%
American Indian/Alaskan	3.00%
Asian	3.44%
Native Hawaiian/Islander	0.53%
Other Race	35.15%
Two or More Races	18.67%
Hispanic	65.07%



Tara Magner

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Community • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
Population		
2029 Projection	59,445	
2024 Estimate	55,814	
2020 Census	53,898	
2010 Census	43,508	
Growth 2024 - 2029		6.51%
Growth 2020 - 2024		3.56%
Growth 2010 - 2020		23.88%
2024 Est. Population by Single-Classification Race	55,814	
White Alone	16,664	29.86%
Black or African American Alone	5,218	9.35%
Amer. Indian and Alaska Native Alone	1,674	3.00%
Asian Alone	1,923	3.44%
Native Hawaiian and Other Pacific Island Alone	298	0.53%
Some Other Race Alone	19,616	35.15%
Two or More Races	10,421	18.67%
2024 Est. Population by Hispanic or Latino Origin	55,814	
Not Hispanic or Latino	19,496	34.93%
Hispanic or Latino	36,318	65.07%
Mexican	32,471	89.41%
Puerto Rican	749	2.06%
Cuban	72	0.20%
All Other Hispanic or Latino	3,026	8.33%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	36,318	
White Alone	6,442	17.74%
Black or African American Alone	289	0.80%
American Indian and Alaska Native Alone	1,281	3.53%
Asian Alone	151	0.42%
Native Hawaiian and Other Pacific Islander Alone	56	0.15%
Some Other Race Alone	19,386	53.38%
Two or More Races	8,713	23.99%
2024 Est. Pop by Race, Asian Alone, by Category	1,923	
Chinese, except Taiwanese	116	6.03%
Filipino	1,181	61.42%
Japanese	36	1.87%
Asian Indian	9	0.47%
Korean	22	1.14%
Vietnamese	229	11.91%
Cambodian	59	3.07%
Hmong	0	0.00%
Laotian	8	0.42%
Thai	26	1.35%
All Other Asian Races Including 2+ Category	237	12.32%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	55,814	
Arab	277	0.50%
Czech	155	0.28%
Danish	162	0.29%
Dutch	492	0.88%
English	1,807	3.24%
French (except Basque)	487	0.87%
French Canadian	97	0.17%
German	3,439	6.16%
Greek	45	0.08%
Hungarian	21	0.04%
Irish	2,314	4.15%
Italian	1,363	2.44%
Lithuanian	50	0.09%
United States or American	1,400	2.51%
Norwegian	400	0.72%
Polish	276	0.50%
Portuguese	26	0.05%
Russian	180	0.32%
Scottish	442	0.79%
Scotch-Irish	188	0.34%
Slovak	30	0.05%
Subsaharan African	181	0.32%
Swedish	571	1.02%
Swiss	154	0.28%
Ukrainian	85	0.15%
Welsh	99	0.18%
West Indian (except Hisp. groups)	56	0.10%
Other ancestries	27,526	49.32%
Ancestry Unclassified	13,491	24.17%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	30,411	58.38%
Speak Asian/Pacific Island Language at Home	833	1.60%
Speak IndoEuropean Language at Home	536	1.03%
Speak Spanish at Home	19,981	38.36%
Speak Other Language at Home	20	0.04%

Community • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
2024 Est. Population by Age	55,814	
Age 0 - 4	3,724	6.67%
Age 5 - 9	4,063	7.28%
Age 10 - 14	4,704	8.43%
Age 15 - 17	2,901	5.20%
Age 18 - 20	2,792	5.00%
Age 21 - 24	3,364	6.03%
Age 25 - 34	7,559	13.54%
Age 35 - 44	7,292	13.07%
Age 45 - 54	6,380	11.43%
Age 55 - 64	5,828	10.44%
Age 65 - 74	4,345	7.79%
Age 75 - 84	2,134	3.82%
Age 85 and over	728	1.30%
Age 16 and over	42,356	75.89%
Age 18 and over	40,422	72.42%
Age 21 and over	37,630	67.42%
Age 65 and over	7,207	12.91%
2024 Est. Median Age		33.36
2024 Est. Average Age		35.90
2024 Est. Population by Sex	55,814	
Male	27,127	48.60%
Female	28,687	51.40%
2024 Est. Male Population by Age	27,127	
Age 0 - 4	1,907	7.03%
Age 5 - 9	1,995	7.35%
Age 10 - 14	2,412	8.89%
Age 15 - 17	1,480	5.46%
Age 18 - 20	1,413	5.21%
Age 21 - 24	1,661	6.12%
Age 25 - 34	3,763	13.87%
Age 35 - 44	3,530	13.01%
Age 45 - 54	3,079	11.35%
Age 55 - 64	2,753	10.15%
Age 65 - 74	1,927	7.10%
Age 75 - 84	921	3.39%
Age 85 and over	286	1.05%
2024 Est. Median Age, Male		32.07
2024 Est. Average Age, Male		34.80
2024 Est. Female Population by Age	28,687	
Age 0 - 4	1,817	6.33%
Age 5 - 9	2,068	7.21%
Age 10 - 14	2,292	7.99%
Age 15 - 17	1,421	4.95%
Age 18 - 20	1,379	4.81%
Age 21 - 24	1,703	5.94%
Age 25 - 34	3,796	13.23%
Age 35 - 44	3,762	13.11%
Age 45 - 54	3,301	11.51%
Age 55 - 64	3,075	10.72%
Age 65 - 74	2,418	8.43%
Age 75 - 84	1,213	4.23%
Age 85 and over	442	1.54%
2024 Est. Median Age, Female		34.64
2024 Est. Average Age, Female		36.80

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,715	40.89%
Males, Never Married	9,293	21.45%
Females, Never Married	8,422	19.44%
Married, Spouse present	16,660	38.46%
Married, Spouse absent	2,658	6.13%
Widowed	1,941	4.48%
Males Widowed	409	0.94%
Females Widowed	1,532	3.54%
Divorced	4,349	10.04%
Males Divorced	1,294	2.99%
Females Divorced	3,055	7.05%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,584	10.46%
Some High School, no diploma	3,863	11.27%
High School Graduate (or GED)	11,093	32.37%
Some College, no degree	8,717	25.44%
Associate Degree	2,712	7.91%
Bachelor's Degree	2,879	8.40%
Master's Degree	1,135	3.31%
Professional School Degree	198	0.58%
Doctorate Degree	85	0.25%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,700	32.90%
High School Graduate	6,512	31.98%
Some College or Associate's Degree	5,508	27.05%
Bachelor's Degree or Higher	1,646	8.08%
Households		
2029 Projection	16,595	
2024 Estimate	15,614	
2020 Census	15,241	
2010 Census	13,066	
Growth 2024 - 2029		6.28%
Growth 2020 - 2024		2.45%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	15,614	
Family Households	11,746	75.23%
Nonfamily Households	3,868	24.77%
2024 Est. Group Quarters Population	484	
2024 Households by Ethnicity, Hispanic/Latino	8,703	



Community • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	15,614	
Income < \$15,000	1,398	8.95%
Income \$15,000 - \$24,999	1,167	7.47%
Income \$25,000 - \$34,999	1,211	7.76%
Income \$35,000 - \$49,999	2,273	14.56%
Income \$50,000 - \$74,999	2,500	16.01%
Income \$75,000 - \$99,999	2,145	13.74%
Income \$100,000 - \$124,999	1,728	11.07%
Income \$125,000 - \$149,999	1,096	7.02%
Income \$150,000 - \$199,999	1,075	6.88%
Income \$200,000 - \$249,999	475	3.04%
Income \$250,000 - \$499,999	379	2.43%
Income \$500,000+	167	1.07%
2024 Est. Average Household Income		\$88,182
2024 Est. Median Household Income		\$66,721
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,519
Black or African American Alone		\$62,660
American Indian and Alaska Native Alone		\$77,604
Asian Alone		\$81,439
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$63,255
Two or More Races		\$63,036
Hispanic or Latino		\$70,709
Not Hispanic or Latino		\$61,633
2024 Est. HH by Type and Presence of Own Child.	15,614	
Family Households with Children	6,049	38.74%
Family Households without Children	9,565	61.26%
Married-Couple Families	7,932	50.80%
Married-Couple Family, own children	4,037	25.85%
Married-Couple Family, no own children	3,895	24.95%
Cohabiting-Couple Families	1,100	7.04%
Cohabiting-Couple Family, own children	505	3.23%
Cohabiting-Couple Family, no own children	595	3.81%
Male Householder Families	2,205	14.12%
Male Householder, own children	295	1.89%
Male Householder, no own children	614	3.93%
Male Householder, only Nonrelatives	227	1.45%
Male Householder, Living Alone	1,069	6.85%
Female Householder Families	4,377	28.03%
Female Householder, own children	1,212	7.76%
Female Householder, no own children	1,379	8.83%
Female Householder, only Nonrelatives	205	1.31%
Female Householder, Living Alone	1,581	10.13%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	15,614	
1-person	2,133	13.66%
2-person	3,744	23.98%
3-person	2,194	14.05%
4-person	2,806	17.97%
5-person	2,121	13.58%
6-person	1,193	7.64%
7-or-more-person	1,423	9.11%
2024 Est. Average Household Size		3.54
2024 Est. Households by Number of Vehicles	15,614	
No Vehicles	841	5.39%
1 Vehicle	4,529	29.01%
2 Vehicles	5,077	32.52%
3 Vehicles	2,958	18.94%
4 Vehicles	1,550	9.93%
5 or more Vehicles	659	4.22%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	12,486	
2024 Estimate	11,746	
2020 Estimate	11,809	
2010 Census	9,817	
Growth 2024 - 2029		6.30%
Growth 2020 - 2024		-0.52%
Growth 2010 - 2020		20.29%
2024 Est. Families by Poverty Status	11,746	
2024 Families at or Above Poverty	9,970	84.88%
2024 Families at or Above Poverty with Children	5,403	46.00%
2024 Families Below Poverty	1,776	15.12%
2024 Families Below Poverty with Children	1,444	12.29%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	21,732	51.31%
Civilian Labor Force, Unemployed	2,463	5.82%
Armed Forces	135	0.32%
Not in Labor Force	18,026	42.56%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	15,290	68.12%
Non-Profit Private Workers	1,412	6.29%
Local Government Workers	450	2.00%
State Government Workers	1,248	5.56%
Federal Government Workers	2,018	8.99%
Self-Employed Workers	1,988	8.86%
Unpaid Family Workers	41	0.18%

Community • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	298	1.33%
Arts/Entertainment/Sports	342	1.52%
Building Grounds Maintenance	1,035	4.61%
Business/Financial Operations	691	3.08%
Community/Social Services	460	2.05%
Computer/Mathematical	257	1.14%
Construction/Extraction	1,971	8.78%
Education/Training/Library	1,120	4.99%
Farming/Fishing/Forestry	196	0.87%
Food Prep/Serving	1,055	4.70%
Health Practitioner/Technician	771	3.43%
Healthcare Support	1,522	6.78%
Maintenance Repair	934	4.16%
Legal	85	0.38%
Life/Physical/Social Science	63	0.28%
Management	1,341	5.97%
Office/Admin. Support	2,452	10.92%
Production	1,393	6.21%
Protective Services	633	2.82%
Sales/Related	2,170	9.67%
Personal Care/Service	482	2.15%
Transportation/Moving	3,176	14.15%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	10,050	44.77%
Blue Collar	7,474	33.30%
Service and Farm	4,923	21.93%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	16,366	74.46%
Car Pooled	2,630	11.97%
Public Transportation	110	0.50%
Walked	467	2.12%
Bicycle	38	0.17%
Other Means	397	1.81%
Worked at Home	1,970	8.96%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,981	
15 - 29 Minutes	4,188	
30 - 44 Minutes	4,353	
45 - 59 Minutes	2,590	
60 or more Minutes	4,418	
2024 Est. Avg Travel Time to Work in Minutes		39
2024 Est. Occupied Housing Units by Tenure	15,614	
Owner Occupied	10,640	68.14%
Renter Occupied	4,974	31.86%
2024 Owner Occ. HUs: Avg. Length of Residence		13.20 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.40 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	10,640	
Value Less than \$20,000	556	5.23%
Value \$20,000 - \$39,999	396	3.72%
Value \$40,000 - \$59,999	383	3.60%
Value \$60,000 - \$79,999	336	3.16%
Value \$80,000 - \$99,999	215	2.02%
Value \$100,000 - \$149,999	298	2.80%
Value \$150,000 - \$199,999	283	2.66%
Value \$200,000 - \$299,999	1,117	10.50%
Value \$300,000 - \$399,999	2,274	21.37%
Value \$400,000 - \$499,999	2,626	24.68%
Value \$500,000 - \$749,999	1,251	11.76%
Value \$750,000 - \$999,999	325	3.06%
Value \$1,000,000 or \$1,499,999	316	2.97%
Value \$1,500,000 or \$1,999,999	143	1.34%
Value \$2,000,000+	121	1.14%
2024 Est. Median All Owner-Occupied Housing Value		\$378,686
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	12,057	73.53%
1 Unit Attached	514	3.13%
2 Units	140	0.85%
3 or 4 Units	467	2.85%
5 to 19 Units	372	2.27%
20 to 49 Units	151	0.92%
50 or More Units	211	1.29%
Mobile Home or Trailer	2,413	14.72%
Boat, RV, Van, etc.	72	0.44%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	633	3.86%
Housing Units Built 2010 to 2019	1,038	6.33%
Housing Units Built 2000 to 2009	5,861	35.74%
Housing Units Built 1990 to 1999	2,216	13.52%
Housing Units Built 1980 to 1989	2,335	14.24%
Housing Units Built 1970 to 1979	2,198	13.41%
Housing Units Built 1960 to 1969	878	5.36%
Housing Units Built 1950 to 1959	676	4.12%
Housing Units Built 1940 to 1949	139	0.85%
Housing Unit Built 1939 or Earlier	423	2.58%
2024 Est. Median Year Structure Built		1998

[†] 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, 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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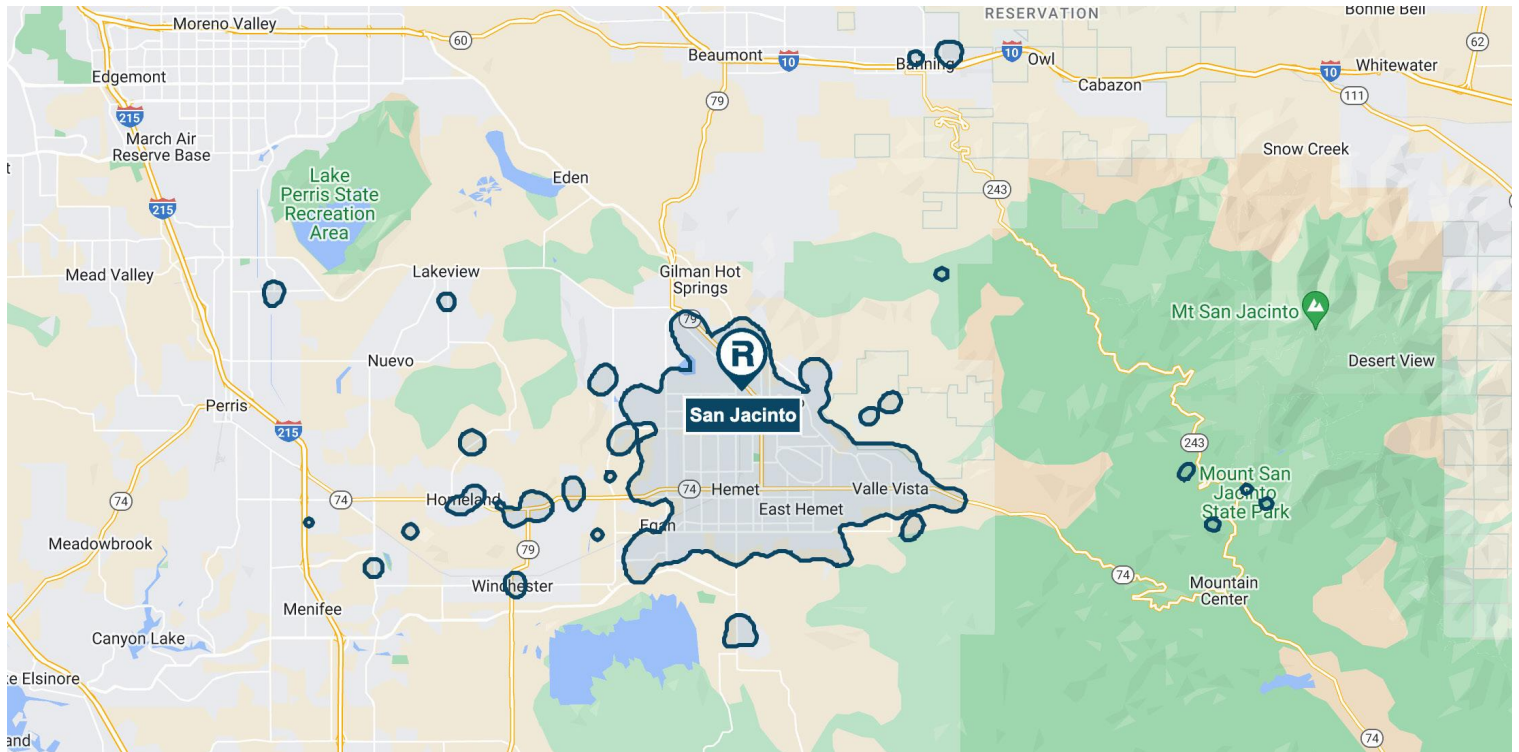
Retail Trade Area Demographic Profile

SAN JACINTO, CALIFORNIA

Prepared for City of San Jacinto, CA
March 2024

Retail Trade Area • Demographic Snapshot

San Jacinto, California



Population

2020	185,629
2024	192,374
2029	202,321

Educational Attainment (%)

Graduate or Professional Degree	4.87%
Bachelors Degree	8.13%
Associate Degree	8.31%
Some College	25.65%
High School Graduate (GED)	32.47%
Some High School, No Degree	11.34%
Less than 9th Grade	9.23%

Income

Average HH	\$79,771
Median HH	\$57,727
Per Capita	\$26,237

Age

0 - 9 Years	13.10%
10 - 17 Years	11.90%
18 - 24 Years	9.92%
25 - 34 Years	13.06%
35 - 44 Years	12.19%
45 - 54 Years	10.72%
55 - 64 Years	11.27%
65 and Older	17.85%
Median Age	36.60
Average Age	38.82

Race Distribution (%)

White	36.90%
Black/African American	9.59%
American Indian/Alaskan	2.60%
Asian	3.23%
Native Hawaiian/Islander	0.43%
Other Race	30.31%
Two or More Races	16.94%
Hispanic	57.01%



Tara Magner

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Retail Trade Area • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
Population		
2029 Projection	202,321	
2024 Estimate	192,374	
2020 Census	185,629	
2010 Census	157,239	
Growth 2024 - 2029		5.17%
Growth 2020 - 2024		3.63%
Growth 2010 - 2020		18.05%
2024 Est. Population by Single-Classification Race	192,374	
White Alone	70,977	36.90%
Black or African American Alone	18,442	9.59%
Amer. Indian and Alaska Native Alone	5,007	2.60%
Asian Alone	6,224	3.23%
Native Hawaiian and Other Pacific Island Alone	831	0.43%
Some Other Race Alone	58,303	30.31%
Two or More Races	32,591	16.94%
2024 Est. Population by Hispanic or Latino Origin	192,374	
Not Hispanic or Latino	82,704	42.99%
Hispanic or Latino	109,670	57.01%
Mexican	97,283	88.70%
Puerto Rican	2,085	1.90%
Cuban	541	0.49%
All Other Hispanic or Latino	9,761	8.90%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	109,670	
White Alone	21,294	19.42%
Black or African American Alone	1,175	1.07%
American Indian and Alaska Native Alone	3,384	3.09%
Asian Alone	482	0.44%
Native Hawaiian and Other Pacific Islander Alone	159	0.15%
Some Other Race Alone	57,477	52.41%
Two or More Races	25,699	23.43%
2024 Est. Pop by Race, Asian Alone, by Category	6,224	
Chinese, except Taiwanese	461	7.41%
Filipino	3,126	50.23%
Japanese	348	5.59%
Asian Indian	601	9.66%
Korean	185	2.97%
Vietnamese	446	7.17%
Cambodian	299	4.80%
Hmong	99	1.59%
Laotian	38	0.61%
Thai	140	2.25%
All Other Asian Races Including 2+ Category	482	7.74%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	192,374	
Arab	980	0.51%
Czech	360	0.19%
Danish	586	0.31%
Dutch	1,166	0.61%
English	9,984	5.19%
French (except Basque)	1,881	0.98%
French Canadian	383	0.20%
German	12,920	6.72%
Greek	115	0.06%
Hungarian	375	0.20%
Irish	10,584	5.50%
Italian	4,736	2.46%
Lithuanian	152	0.08%
United States or American	4,792	2.49%
Norwegian	2,022	1.05%
Polish	1,467	0.76%
Portuguese	453	0.24%
Russian	707	0.37%
Scottish	1,931	1.00%
Scotch-Irish	830	0.43%
Slovak	98	0.05%
Subsaharan African	435	0.23%
Swedish	1,324	0.69%
Swiss	323	0.17%
Ukrainian	165	0.09%
Welsh	735	0.38%
West Indian (except Hisp. groups)	372	0.19%
Other ancestries	92,268	47.96%
Ancestry Unclassified	40,230	20.91%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	112,854	62.65%
Speak Asian/Pacific Island Language at Home	2,693	1.50%
Speak IndoEuropean Language at Home	1,692	0.94%
Speak Spanish at Home	61,677	34.24%
Speak Other Language at Home	241	0.13%

Retail Trade Area • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
2024 Est. Population by Age	192,374	
Age 0 - 4	12,242	6.36%
Age 5 - 9	12,962	6.74%
Age 10 - 14	14,210	7.39%
Age 15 - 17	8,684	4.51%
Age 18 - 20	8,499	4.42%
Age 21 - 24	10,580	5.50%
Age 25 - 34	25,122	13.06%
Age 35 - 44	23,440	12.19%
Age 45 - 54	20,621	10.72%
Age 55 - 64	21,679	11.27%
Age 65 - 74	19,079	9.92%
Age 75 - 84	10,886	5.66%
Age 85 and over	4,369	2.27%
Age 16 and over	150,064	78.01%
Age 18 and over	144,276	75.00%
Age 21 and over	135,777	70.58%
Age 65 and over	34,335	17.85%
2024 Est. Median Age		36.60
2024 Est. Average Age		38.82
2024 Est. Population by Sex	192,374	
Male	92,888	48.28%
Female	99,486	51.72%
2024 Est. Male Population by Age	92,888	
Age 0 - 4	6,257	6.74%
Age 5 - 9	6,540	7.04%
Age 10 - 14	7,303	7.86%
Age 15 - 17	4,405	4.74%
Age 18 - 20	4,317	4.65%
Age 21 - 24	5,331	5.74%
Age 25 - 34	12,489	13.45%
Age 35 - 44	11,419	12.29%
Age 45 - 54	9,804	10.56%
Age 55 - 64	10,137	10.91%
Age 65 - 74	8,623	9.28%
Age 75 - 84	4,622	4.98%
Age 85 and over	1,641	1.77%
2024 Est. Median Age, Male		34.83
2024 Est. Average Age, Male		37.62
2024 Est. Female Population by Age	99,486	
Age 0 - 4	5,985	6.02%
Age 5 - 9	6,422	6.45%
Age 10 - 14	6,908	6.94%
Age 15 - 17	4,279	4.30%
Age 18 - 20	4,182	4.20%
Age 21 - 24	5,248	5.28%
Age 25 - 34	12,633	12.70%
Age 35 - 44	12,021	12.08%
Age 45 - 54	10,817	10.87%
Age 55 - 64	11,542	11.60%
Age 65 - 74	10,456	10.51%
Age 75 - 84	6,264	6.30%
Age 85 and over	2,728	2.74%
2024 Est. Median Age, Female		38.32
2024 Est. Average Age, Female		39.91

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	54,950	35.92%
Males, Never Married	28,825	18.84%
Females, Never Married	26,125	17.08%
Married, Spouse present	60,482	39.54%
Married, Spouse absent	9,510	6.22%
Widowed	10,014	6.55%
Males Widowed	2,293	1.50%
Females Widowed	7,721	5.05%
Divorced	18,003	11.77%
Males Divorced	6,811	4.45%
Females Divorced	11,193	7.32%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	11,549	9.23%
Some High School, no diploma	14,200	11.34%
High School Graduate (or GED)	40,646	32.47%
Some College, no degree	32,113	25.65%
Associate Degree	10,407	8.31%
Bachelor's Degree	10,183	8.13%
Master's Degree	4,993	3.99%
Professional School Degree	720	0.57%
Doctorate Degree	387	0.31%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	20,519	32.52%
High School Graduate	20,566	32.59%
Some College or Associate's Degree	16,889	26.76%
Bachelor's Degree or Higher	5,130	8.13%
Households		
2029 Projection	65,812	
2024 Estimate	62,686	
2020 Census	60,685	
2010 Census	54,912	
Growth 2024 - 2029		4.99%
Growth 2020 - 2024		3.30%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	62,686	
Family Households	43,279	69.04%
Nonfamily Households	19,407	30.96%
2024 Est. Group Quarters Population	1,786	
2024 Households by Ethnicity, Hispanic/Latino	28,570	



Retail Trade Area • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	62,686	
Income < \$15,000	6,145	9.80%
Income \$15,000 - \$24,999	6,527	10.41%
Income \$25,000 - \$34,999	6,122	9.77%
Income \$35,000 - \$49,999	8,768	13.99%
Income \$50,000 - \$74,999	10,848	17.30%
Income \$75,000 - \$99,999	7,851	12.52%
Income \$100,000 - \$124,999	5,734	9.15%
Income \$125,000 - \$149,999	3,706	5.91%
Income \$150,000 - \$199,999	3,481	5.55%
Income \$200,000 - \$249,999	1,612	2.57%
Income \$250,000 - \$499,999	1,325	2.11%
Income \$500,000+	567	0.91%
2024 Est. Average Household Income		\$79,771
2024 Est. Median Household Income		\$57,727
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,503
Black or African American Alone		\$47,642
American Indian and Alaska Native Alone		\$68,500
Asian Alone		\$71,016
Native Hawaiian and Other Pacific Islander Alone		\$74,565
Some Other Race Alone		\$58,321
Two or More Races		\$64,131
Hispanic or Latino		\$62,247
Not Hispanic or Latino		\$53,756
2024 Est. HH by Type and Presence of Own Child.	62,686	
Family Households with Children	20,971	33.45%
Family Households without Children	41,715	66.55%
Married-Couple Families	29,683	47.35%
Married-Couple Family, own children	13,858	22.11%
Married-Couple Family, no own children	15,825	25.25%
Cohabiting-Couple Families	4,661	7.44%
Cohabiting-Couple Family, own children	2,222	3.54%
Cohabiting-Couple Family, no own children	2,439	3.89%
Male Householder Families	9,935	15.85%
Male Householder, own children	934	1.49%
Male Householder, no own children	2,341	3.73%
Male Householder, only Nonrelatives	851	1.36%
Male Householder, Living Alone	5,809	9.27%
Female Householder Families	18,408	29.36%
Female Householder, own children	3,957	6.31%
Female Householder, no own children	5,294	8.45%
Female Householder, only Nonrelatives	1,035	1.65%
Female Householder, Living Alone	8,122	12.96%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	62,686	
1-person	13,534	21.59%
2-person	17,538	27.98%
3-person	8,831	14.09%
4-person	9,111	14.53%
5-person	6,472	10.33%
6-person	3,559	5.68%
7-or-more-person	3,641	5.81%
2024 Est. Average Household Size		3.05
2024 Est. Households by Number of Vehicles	62,686	
No Vehicles	4,137	6.60%
1 Vehicle	20,915	33.37%
2 Vehicles	21,279	33.95%
3 Vehicles	9,431	15.05%
4 Vehicles	4,821	7.69%
5 or more Vehicles	2,103	3.35%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	45,480	
2024 Estimate	43,279	
2020 Estimate	42,904	
2010 Census	37,679	
Growth 2024 - 2029		5.09%
Growth 2020 - 2024		0.87%
Growth 2010 - 2020		13.87%
2024 Est. Families by Poverty Status	43,279	
2024 Families at or Above Poverty	37,244	86.06%
2024 Families at or Above Poverty with Children	17,841	41.22%
2024 Families Below Poverty	6,035	13.94%
2024 Families Below Poverty with Children	4,602	10.63%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	73,298	48.85%
Civilian Labor Force, Unemployed	8,664	5.77%
Armed Forces	263	0.18%
Not in Labor Force	67,839	45.21%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	51,299	68.66%
Non-Profit Private Workers	4,398	5.89%
Local Government Workers	1,907	2.55%
State Government Workers	3,448	4.62%
Federal Government Workers	7,092	9.49%
Self-Employed Workers	6,476	8.67%
Unpaid Family Workers	98	0.13%

Retail Trade Area • Demographic Profile

San Jacinto, California

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	628	0.84%
Arts/Entertainment/Sports	1,073	1.44%
Building Grounds Maintenance	3,882	5.20%
Business/Financial Operations	1,969	2.63%
Community/Social Services	1,496	2.00%
Computer/Mathematical	620	0.83%
Construction/Extraction	6,853	9.17%
Education/Training/Library	3,610	4.83%
Farming/Fishing/Forestry	614	0.82%
Food Prep/Serving	4,084	5.47%
Health Practitioner/Technician	2,374	3.18%
Healthcare Support	4,992	6.68%
Maintenance Repair	2,643	3.54%
Legal	260	0.35%
Life/Physical/Social Science	342	0.46%
Management	4,543	6.08%
Office/Admin. Support	8,484	11.36%
Production	4,324	5.79%
Protective Services	2,277	3.05%
Sales/Related	7,200	9.64%
Personal Care/Service	1,622	2.17%
Transportation/Moving	10,827	14.49%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	32,600	43.63%
Blue Collar	24,647	32.99%
Service and Farm	17,471	23.38%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	55,347	75.38%
Car Pooled	9,018	12.28%
Public Transportation	430	0.59%
Walked	992	1.35%
Bicycle	178	0.24%
Other Means	1,214	1.65%
Worked at Home	6,240	8.50%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	17,929	
15 - 29 Minutes	14,392	
30 - 44 Minutes	14,730	
45 - 59 Minutes	8,355	
60 or more Minutes	13,577	
2024 Est. Avg Travel Time to Work in Minutes		37
2024 Est. Occupied Housing Units by Tenure	62,686	
Owner Occupied	39,153	62.46%
Renter Occupied	23,533	37.54%
2024 Owner Occ. HUs: Avg. Length of Residence		13.61 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.20 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	39,153	
Value Less than \$20,000	2,150	5.49%
Value \$20,000 - \$39,999	2,027	5.18%
Value \$40,000 - \$59,999	1,408	3.60%
Value \$60,000 - \$79,999	981	2.51%
Value \$80,000 - \$99,999	1,391	3.55%
Value \$100,000 - \$149,999	2,039	5.21%
Value \$150,000 - \$199,999	1,922	4.91%
Value \$200,000 - \$299,999	5,703	14.57%
Value \$300,000 - \$399,999	7,657	19.56%
Value \$400,000 - \$499,999	6,886	17.59%
Value \$500,000 - \$749,999	4,122	10.53%
Value \$750,000 - \$999,999	1,434	3.66%
Value \$1,000,000 or \$1,499,999	796	2.03%
Value \$1,500,000 or \$1,999,999	277	0.71%
Value \$2,000,000+	360	0.92%
2024 Est. Median All Owner-Occupied Housing Value		\$326,912
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	40,826	60.91%
1 Unit Attached	3,015	4.50%
2 Units	810	1.21%
3 or 4 Units	2,237	3.34%
5 to 19 Units	2,650	3.95%
20 to 49 Units	995	1.48%
50 or More Units	2,094	3.12%
Mobile Home or Trailer	14,171	21.14%
Boat, RV, Van, etc.	235	0.35%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,083	3.11%
Housing Units Built 2010 to 2019	2,693	4.02%
Housing Units Built 2000 to 2009	13,324	19.88%
Housing Units Built 1990 to 1999	7,755	11.57%
Housing Units Built 1980 to 1989	12,685	18.92%
Housing Units Built 1970 to 1979	14,626	21.82%
Housing Units Built 1960 to 1969	7,945	11.85%
Housing Units Built 1950 to 1959	3,210	4.79%
Housing Units Built 1940 to 1949	1,110	1.66%
Housing Unit Built 1939 or Earlier	1,601	2.39%
2024 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

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

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