



# Retail Market Potential

Beaumont city, CA (0604758)  
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 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		54,265	56,013
Population 18+		40,144	41,228
Households		17,141	17,642
Median Household Income		\$90,958	\$103,322

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	22,264	55.5%	101
Bought any women's clothing in last 12 months	20,254	50.5%	104
Bought any shoes in last 12 months	29,607	73.8%	102
Bought any fine jewelry in last 12 months	8,362	20.8%	109
Bought a watch in last 12 months	6,263	15.6%	109
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	15,968	93.2%	104
HH bought/leased new vehicle last 12 months	2,007	11.7%	122
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	36,686	91.4%	103
Bought/changed motor oil in last 12 months	18,908	47.1%	99
Had tune-up in last 12 months	10,221	25.5%	104
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	15,564	38.8%	99
Drank beer/ale in last 6 months	17,141	42.7%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	4,069	10.1%	104
Own digital SLR camera/camcorder	4,403	11.0%	112
Printed digital photos in last 12 months	11,080	27.6%	109
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	13,298	33.1%	101
Have a smartphone	37,554	93.5%	102
Have a smartphone: Android phone (any brand)	14,982	37.3%	94
Have a smartphone: Apple iPhone	22,947	57.2%	108
Number of cell phones in household: 1	4,464	26.0%	85
Number of cell phones in household: 2	6,594	38.5%	100
Number of cell phones in household: 3+	5,895	34.4%	118
HH has cell phone only (no landline telephone)	11,502	67.1%	100
<b>Computers (Households)</b>			
HH owns a computer	14,616	85.3%	105
HH owns desktop computer	7,111	41.5%	109
HH owns laptop/notebook	11,800	68.8%	105
HH owns any Apple/Mac brand computer	4,099	23.9%	107
HH owns any PC/non-Apple brand computer	12,036	70.2%	105
HH purchased most recent computer in a store	6,810	39.7%	107
HH purchased most recent computer online	4,084	23.8%	106
HH spent \$1-\$499 on most recent home computer	2,360	13.8%	89
HH spent \$500-\$999 on most recent home computer	3,689	21.5%	113
HH spent \$1,000-\$1,499 on most recent home computer	2,299	13.4%	112
HH spent \$1,500-\$1,999 on most recent home computer	975	5.7%	108
HH spent \$2,000+ on most recent home computer	881	5.1%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	24,729	61.6%	98
Bought brewed coffee at convenience store in last 30 days	5,016	12.5%	101
Bought cigarettes at convenience store in last 30 days	2,214	5.5%	77
Bought gas at convenience store in last 30 days	15,242	38.0%	101
Spent at convenience store in last 30 days: \$1-19	2,965	7.4%	97
Spent at convenience store in last 30 days: \$20-\$39	4,053	10.1%	99
Spent at convenience store in last 30 days: \$40-\$50	3,490	8.7%	102
Spent at convenience store in last 30 days: \$51-\$99	2,466	6.1%	102
Spent at convenience store in last 30 days: \$100+	7,855	19.6%	96
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	20,519	51.1%	107
Went to live theater in last 12 months	4,753	11.8%	118
Went to a bar/night club in last 12 months	7,341	18.3%	108
Dined out in last 12 months	21,398	53.3%	105
Gambled at a casino in last 12 months	4,804	12.0%	105
Visited a theme park in last 12 months	6,491	16.2%	113
Viewed movie (video-on-demand) in last 30 days	5,637	14.0%	109
Viewed TV show (video-on-demand) in last 30 days	4,071	10.1%	120
Watched any pay-per-view TV in last 12 months	3,207	8.0%	124
Downloaded a movie over the Internet in last 30 days	3,322	8.3%	108
Downloaded any individual song in last 6 months	8,310	20.7%	105
Used internet to watch a movie online in the last 30 days	13,724	34.2%	100
Used internet to watch a TV program online in last 30 days	9,000	22.4%	102
Played a video/electronic game (console) in last 12 months	4,878	12.2%	103
Played a video/electronic game (portable) in last 12 months	2,619	6.5%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	16,959	42.2%	117
Used ATM/cash machine in last 12 months	25,318	63.1%	105
Own any stock	5,759	14.3%	119
Own U.S. savings bond	2,676	6.7%	108
Own shares in mutual fund (stock)	5,289	13.2%	118
Own shares in mutual fund (bonds)	3,461	8.6%	123
Have interest checking account	15,857	39.5%	112
Have non-interest checking account	14,267	35.5%	100
Have savings account	28,912	72.0%	105
Have 401K retirement savings plan	9,421	23.5%	108
Own/used any credit/debit card in last 12 months	36,856	91.8%	103
Avg monthly credit card expenditures: \$1-110	4,536	11.3%	94
Avg monthly credit card expenditures: \$111-\$225	3,304	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	3,827	9.5%	108
Avg monthly credit card expenditures: \$451-\$700	3,547	8.8%	110
Avg monthly credit card expenditures: \$701-\$1,000	3,364	8.4%	112
Avg monthly credit card expenditures: \$1001-2000	4,572	11.4%	114
Avg monthly credit card expenditures: \$2001+	4,030	10.0%	113
Did banking online in last 12 months	23,086	57.5%	108
Did banking on mobile device in last 12 months	17,994	44.8%	107

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<b>Grocery (Adults)</b>			
HH used bread in last 6 months	16,338	95.3%	101
HH used chicken (fresh or frozen) in last 6 months	11,986	69.9%	102
HH used turkey (fresh or frozen) in last 6 months	2,382	13.9%	96
HH used fish/seafood (fresh or frozen) in last 6 months	10,372	60.5%	104
HH used fresh fruit/vegetables in last 6 months	15,214	88.8%	101
HH used fresh milk in last 6 months	14,281	83.3%	100
HH used organic food in last 6 months	4,557	26.6%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,888	42.1%	104
Exercise at club 2+ times per week	5,892	14.7%	107
Visited a doctor in last 12 months	32,765	81.6%	103
Used vitamin/dietary supplement in last 6 months	26,071	64.9%	107
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	6,593	38.5%	112
HH used any maid/professional cleaning service in last 12 months	4,204	24.5%	120
HH purchased low ticket HH furnishings in last 12 months	3,768	22.0%	102
HH purchased big ticket HH furnishings in last 12 months	4,714	27.5%	105
HH bought any small kitchen appliance in last 12 months	4,555	26.6%	104
HH bought any large kitchen appliance in last 12 months	2,875	16.8%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	20,160	50.2%	104
Carry medical/hospital/accident insurance	33,242	82.8%	102
Carry homeowner/personal property insurance	25,111	62.6%	111
Carry renter's insurance	3,978	9.9%	93
HH has auto insurance: 1 vehicle in household covered	4,749	27.7%	94
HH has auto insurance: 2 vehicles in household covered	5,974	34.9%	113
HH has auto insurance: 3+ vehicles in household covered	4,504	26.3%	106
<b>Pets (Households)</b>			
Household owns any pet	8,916	52.0%	99
Household owns any cat	3,178	18.5%	81
Household owns any dog	7,156	41.7%	105
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	13,562	33.8%	95
Buy based on quality not price	7,023	17.5%	102
Buy on credit rather than wait	5,753	14.3%	109
Only use coupons brands: usually buy	5,765	14.4%	105
Will pay more for environmentally safe products	5,381	13.4%	98
Buy based on price not brands	11,348	28.3%	98
Am interested in how to help the environment	8,129	20.2%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	7,536	18.8%	108
Bought hardcover book in last 12 months	10,163	25.3%	104
Bought paperback book in last 12 month	12,700	31.6%	101
Read any daily newspaper (paper version)	5,938	14.8%	96
Read any digital newspaper in last 30 days	19,804	49.3%	99
Read any magazine (paper/electronic version) in last 6 months	36,031	89.8%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	28,396	70.7%	106
Went to family restaurant/steak house: 4+ times a month	9,083	22.6%	109
Went to fast food/drive-in restaurant in last 6 months	36,643	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	16,119	40.2%	106
Fast food restaurant last 6 months: eat in	9,850	24.5%	108
Fast food restaurant last 6 months: home delivery	4,957	12.3%	106
Fast food restaurant last 6 months: take-out/drive-thru	23,103	57.6%	103
Fast food restaurant last 6 months: take-out/walk-in	8,742	21.8%	102
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	24,553	61.2%	109
Own any e-reader	5,263	13.1%	107
Own e-reader/tablet: iPad	15,901	39.6%	114
HH has Internet connectable TV	7,776	45.4%	106
Own any portable MP3 player	6,063	15.1%	111
HH owns 1 TV	2,861	16.7%	85
HH owns 2 TVs	4,512	26.3%	96
HH owns 3 TVs	4,003	23.4%	106
HH owns 4+ TVs	4,293	25.0%	121
HH subscribes to cable TV	6,936	40.5%	109
HH subscribes to fiber optic	1,084	6.3%	117
HH owns portable GPS navigation device	3,600	21.0%	102
HH purchased video game system in last 12 months	1,376	8.0%	104
HH owns any Internet video device for TV	8,528	49.8%	110
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	22,971	57.2%	107
Took 3+ domestic non-business trips in last 12 months	5,712	14.2%	113
Spent on domestic vacations in last 12 months: \$1-999	5,214	13.0%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,788	6.9%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,779	4.4%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,605	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	3,097	7.7%	121
Domestic travel in last 12 months: used general travel website	2,551	6.4%	107
Took foreign trip (including Alaska and Hawaii) in last 3 years	15,242	38.0%	114
Took 3+ foreign trips by plane in last 3 years	3,719	9.3%	117
Spent on foreign vacations in last 12 months: \$1-999	3,354	8.4%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,824	4.5%	118
Spent on foreign vacations in last 12 months: \$3,000+	2,817	7.0%	117
Foreign travel in last 3 years: used general travel website	3,022	7.5%	115
Nights spent in hotel/motel in last 12 months: any	18,959	47.2%	104
Took cruise of more than one day in last 3 years	5,624	14.0%	130
Member of any frequent flyer program	11,938	29.7%	120
Member of any hotel rewards program	11,918	29.7%	115

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