



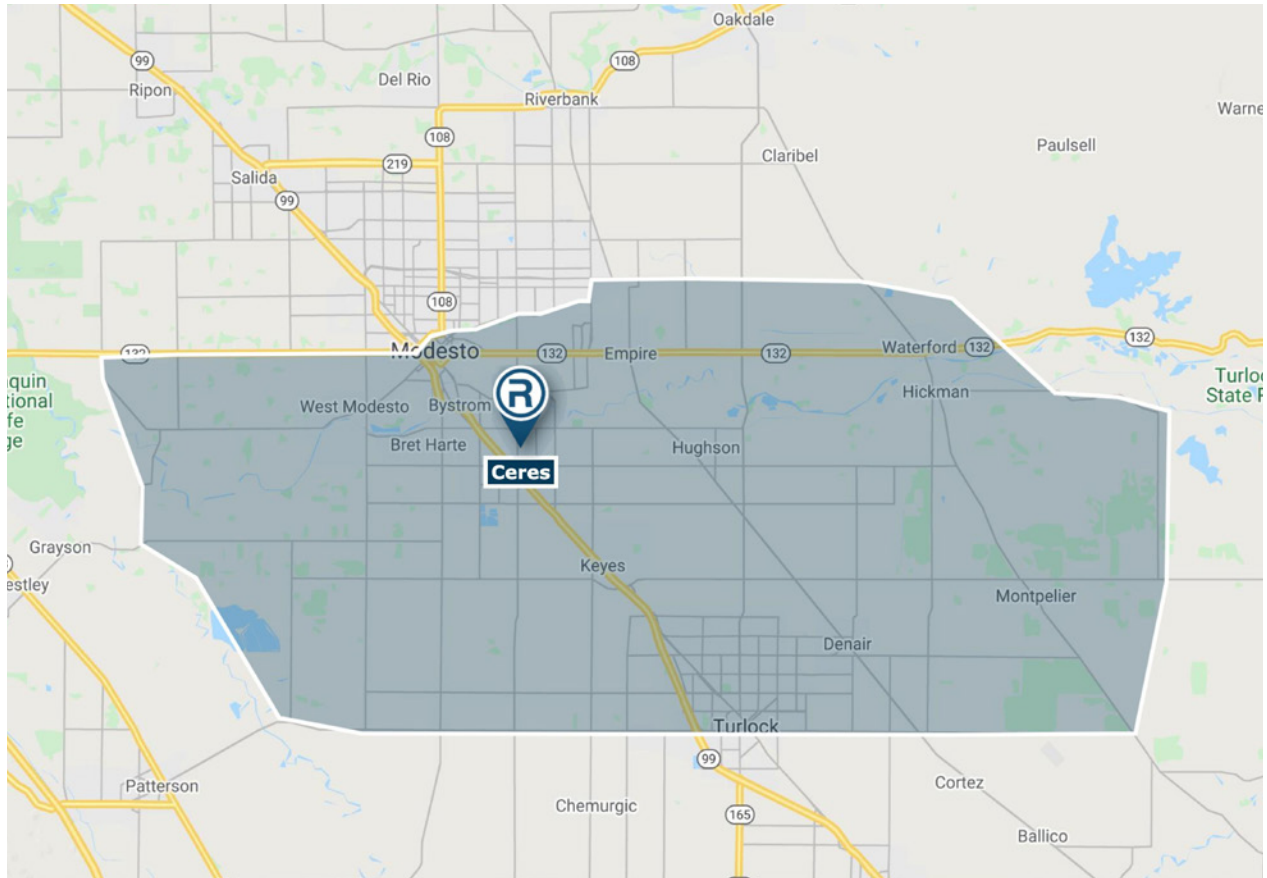
CERES, CALIFORNIA



Primary Retail Trade Area Gap/Opportunity Analysis



Contact Information



City of Ceres, California
Steve Hallam
Economic Development Manager

2720 2nd Street
Ceres, California 95307

Phone 209.538.5756
Steve.hallam@ci.ceres.ca.us
ci.ceres.ca.us



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.

Retail360® 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 Retail360® 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.



Primary Retail Trade Area • Gap/Opportunity Analysis

Ceres, California

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	Total retail trade including food and drinking places	\$1,784,348,873	\$525,896,498	\$1,258,452,375	0.29
441	Motor vehicle and parts dealers	\$344,105,815	\$71,006,116	\$273,099,699	0.21
4411	Automobile dealers	\$294,112,974	\$46,797,186	\$247,315,788	0.16
4412	Other motor vehicle dealers	\$20,477,024	\$3,463,078	\$17,013,946	0.17
4413	Automotive parts, accessories, and tire stores	\$29,515,816	\$20,745,852	\$8,769,964	0.70
442	Furniture and home furnishings stores	\$17,826,027	\$1,937,310	\$15,888,717	0.11
4421	Furniture stores	\$10,676,277	\$1,937,176	\$8,739,101	0.18
4422	Home furnishings stores	\$7,149,750	\$134	\$7,149,616	0.00
443	Electronics and appliance stores	\$39,252,592	\$4,745,382	\$34,507,210	0.12
443141	Household appliance stores	\$6,615,597	\$0	\$6,615,597	0.00
443142	Electronics stores	\$32,636,995	\$4,745,382	\$27,891,613	0.15
444	Building material and garden equipment and supplies dealers	\$78,254,536	\$26,566,406	\$51,688,130	0.34
4441	Building material and supplies dealers	\$68,600,415	\$23,794,329	\$44,806,086	0.35
44411	Home centers	\$39,107,963	\$14,586,219	\$24,521,744	0.37
44412	Paint and wallpaper stores	\$2,575,436	\$187,632	\$2,387,804	0.07
44413	Hardware stores	\$5,890,270	\$2,485,480	\$3,404,790	0.42
44419	Other building material dealers	\$21,026,746	\$6,534,998	\$14,491,748	0.31
4442	Lawn and garden equipment and supplies stores	\$9,654,122	\$2,772,077	\$6,882,045	0.29
44421	Outdoor power equipment stores	\$1,337,539	\$133,709	\$1,203,830	0.10
44422	Nursery, garden center, and farm supply stores	\$8,316,583	\$2,638,368	\$5,678,215	0.32
445	Food and beverage stores	\$269,499,145	\$111,548,912	\$157,950,233	0.41
4451	Grocery stores	\$247,637,928	\$103,609,412	\$144,028,516	0.42
44511	Supermarkets and other grocery (except convenience) stores	\$238,415,585	\$101,230,588	\$137,184,997	0.42
44512	Convenience stores	\$9,222,343	\$2,378,824	\$6,843,519	0.26
4452	Specialty food stores	\$9,659,701	\$611,564	\$9,048,137	0.06
4453	Beer, wine, and liquor stores	\$12,201,516	\$7,327,936	\$4,873,580	0.60
446	Health and personal care stores	\$65,063,129	\$36,022,209	\$29,040,920	0.55
44611	Pharmacies and drug stores	\$48,719,961	\$33,564,757	\$15,155,204	0.69
44612	Cosmetics, beauty supplies, and perfume stores	\$2,909,773	\$367,517	\$2,542,256	0.13
44613	Optical goods stores	\$9,606,074	\$2,089,840	\$7,516,234	0.22
44619	Other health and personal care stores	\$3,827,321	\$95	\$3,827,226	0.00
447	Gasoline stations	\$178,353,421	\$53,801,295	\$124,552,126	0.30
448	Clothing and clothing accessories stores	\$64,190,066	\$7,808,062	\$56,382,004	0.12
4481	Clothing stores	\$46,259,366	\$3,310,238	\$42,949,128	0.07
44811	Men's clothing stores	\$2,331,022	\$62	\$2,330,960	0.00
44812	Women's clothing stores	\$8,248,759	\$950,265	\$7,298,494	0.12
44813	Children's and infants' clothing stores	\$4,087,196	\$64	\$4,087,132	0.00
44814	Family clothing stores	\$27,222,363	\$2,359,819	\$24,862,544	0.09
44815	Clothing accessories stores	\$1,493,561	\$28	\$1,493,533	0.00
44819	Other clothing stores	\$2,876,465	\$0	\$2,876,465	0.00
4482	Shoe stores	\$14,201,451	\$561,091	\$13,640,360	0.04
4483	Jewelry, luggage, and leather goods stores	\$3,729,249	\$3,936,733	-\$207,484	1.06
44831	Jewelry stores	\$2,633,063	\$3,936,733	-\$1,303,670	1.50
44832	Luggage and leather goods stores	\$1,096,186	\$0	\$1,096,186	0.00

Primary Retail Trade Area • Gap/Opportunity Analysis

Ceres, California

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$27,371,537	\$2,524,650	\$24,846,887	0.09
4511	Sporting goods, hobby, and musical instrument stores	\$19,495,034	\$2,040,774	\$17,454,260	0.10
45111	Sporting goods stores	\$11,415,681	\$1,352,944	\$10,062,737	0.12
45112	Hobby, toy, and game stores	\$3,624,778	\$687,811	\$2,936,967	0.19
45113	Sewing, needlework, and piece goods stores	\$1,025,070	\$4	\$1,025,066	0.00
45114	Musical instrument and supplies stores	\$3,429,504	\$15	\$3,429,489	0.00
4512	Book stores and news dealers	\$7,876,503	\$483,876	\$7,392,627	0.06
452	General merchandise stores	\$229,757,755	\$91,595,486	\$138,162,269	0.40
4522	Department stores	\$36,207,982	\$37,847,587	-\$1,639,605	1.05
4523	Other general merchandise stores	\$193,549,773	\$53,747,899	\$139,801,874	0.28
453	Miscellaneous store retailers	\$34,842,366	\$6,670,016	\$28,172,350	0.19
4531	Florists	\$1,351,171	\$1,561,833	-\$210,662	1.16
4532	Office supplies, stationery, and gift stores	\$7,204,090	\$764,582	\$6,439,508	0.11
45321	Office supplies and stationery stores	\$2,651,848	\$375,977	\$2,275,871	0.14
45322	Gift, novelty, and souvenir stores	\$4,552,242	\$388,605	\$4,163,637	0.09
4533	Used merchandise stores	\$6,967,629	\$456,622	\$6,511,007	0.07
4539	Other miscellaneous store retailers	\$19,319,476	\$3,886,979	\$15,432,497	0.20
45391	Pet and pet supplies stores	\$9,518,817	\$1,417,998	\$8,100,819	0.15
45399	All other miscellaneous store retailers	\$9,800,659	\$2,468,981	\$7,331,678	0.25
454	Non-store retailers	\$183,328,424	\$37,945,040	\$145,383,384	0.21
722	Food services and drinking places	\$252,504,060	\$73,725,614	\$178,778,446	0.29
7223	Special food services	\$21,142,738	\$3,410,883	\$17,731,855	0.16
7224	Drinking places (alcoholic beverages)	\$5,836,568	\$654,017	\$5,182,551	0.11
7225	Restaurants and other eating places	\$225,524,754	\$69,660,714	\$155,864,040	0.31
722511	Full-service restaurants	\$103,289,041	\$24,654,686	\$78,634,355	0.24
722513	Limited-service restaurants	\$101,520,612	\$39,238,366	\$62,282,246	0.39
722514	Cafeterias, grill buffets, and buffets	\$3,679,466	\$990,783	\$2,688,683	0.27
722515	Snack and nonalcoholic beverage bars	\$17,035,635	\$4,776,879	\$12,258,756	0.28

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
Population		
2025 Projection	258,502	
2020 Estimate	249,742	
2010 Census	232,258	
2000 Census	203,895	
Growth 2020 - 2025		3.51%
Growth 2010 - 2020		7.53%
Growth 2000 - 2010		13.91%
2020 Est. Population by Single-Classification Race	249,742	
White Alone	149,272	59.77%
Black or African American Alone	5,736	2.30%
Amer. Indian and Alaska Native Alone	3,046	1.22%
Asian Alone	12,764	5.11%
Native Hawaiian and Other Pacific Island Alone	1,518	0.61%
Some Other Race Alone	64,087	25.66%
Two or More Races	13,318	5.33%
2020 Est. Population by Hispanic or Latino Origin	249,742	
Not Hispanic or Latino	113,045	45.27%
Hispanic or Latino	136,697	54.74%
Mexican	124,831	91.32%
Puerto Rican	1,617	1.18%
Cuban	184	0.14%
All Other Hispanic or Latino	10,065	7.36%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	136,697	
White Alone	61,770	45.19%
Black or African American Alone	900	0.66%
American Indian and Alaska Native Alone	1,796	1.31%
Asian Alone	702	0.51%
Native Hawaiian and Other Pacific Islander Alone	187	0.14%
Some Other Race Alone	63,746	46.63%
Two or More Races	7,595	5.56%
2020 Est. Pop by Race, Asian Alone, by Category	12,764	
Chinese, except Taiwanese	1,099	8.61%
Filipino	1,725	13.52%
Japanese	144	1.13%
Asian Indian	4,083	31.99%
Korean	489	3.83%
Vietnamese	235	1.84%
Cambodian	2,873	22.51%
Hmong	834	6.53%
Laotian	841	6.59%
Thai	32	0.25%
All Other Asian Races Including 2+ Category	408	3.20%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	249,742	
Arab	953	0.38%
Czech	100	0.04%
Danish	896	0.36%
Dutch	2,507	1.00%
English	10,060	4.03%
French (except Basque)	2,281	0.91%
French Canadian	392	0.16%
German	14,888	5.96%
Greek	452	0.18%
Hungarian	222	0.09%
Irish	10,837	4.34%
Italian	5,316	2.13%
Lithuanian	65	0.03%
United States or American	9,605	3.85%
Norwegian	1,798	0.72%
Polish	897	0.36%
Portuguese	10,134	4.06%
Russian	330	0.13%
Scottish	2,250	0.90%
Scotch-Irish	1,946	0.78%
Slovak	34	0.01%
Subsaharan African	679	0.27%
Swedish	1,983	0.79%
Swiss	467	0.19%
Ukrainian	84	0.03%
Welsh	351	0.14%
West Indian (except Hisp. groups)	76	0.03%
Other ancestries	135,707	54.34%
Ancestry Unclassified	34,429	13.79%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	124,352	53.97%
Speak Asian/Pacific Island Language at Home	4,325	1.88%
Speak IndoEuropean Language at Home	9,920	4.31%
Speak Spanish at Home	90,916	39.46%
Speak Other Language at Home	905	0.39%

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2020 Est. Population by Age	249,742	
Age 0 - 4	19,325	7.74%
Age 5 - 9	19,126	7.66%
Age 10 - 14	19,494	7.81%
Age 15 - 17	11,689	4.68%
Age 18 - 20	10,997	4.40%
Age 21 - 24	14,268	5.71%
Age 25 - 34	36,446	14.59%
Age 35 - 44	32,531	13.03%
Age 45 - 54	28,884	11.57%
Age 55 - 64	26,520	10.62%
Age 65 - 74	18,053	7.23%
Age 75 - 84	8,977	3.59%
Age 85 and over	3,433	1.38%
Age 16 and over	187,958	75.26%
Age 18 and over	180,108	72.12%
Age 21 and over	169,112	67.72%
Age 65 and over	30,462	12.20%
2020 Est. Median Age		33.17
2020 Est. Average Age		35.53
2020 Est. Population by Sex	249,742	
Male	124,236	49.75%
Female	125,506	50.25%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	124,236	
Age 0 - 4	9,891	7.96%
Age 5 - 9	9,759	7.86%
Age 10 - 14	9,936	8.00%
Age 15 - 17	5,908	4.76%
Age 18 - 20	5,593	4.50%
Age 21 - 24	7,339	5.91%
Age 25 - 34	18,444	14.85%
Age 35 - 44	16,432	13.23%
Age 45 - 54	14,326	11.53%
Age 55 - 64	12,942	10.42%
Age 65 - 74	8,493	6.84%
Age 75 - 84	3,888	3.13%
Age 85 and over	1,284	1.03%
2020 Est. Median Age, Male		32.36
2020 Est. Average Age, Male		34.75
2020 Est. Female Population by Age	125,506	
Age 0 - 4	9,434	7.52%
Age 5 - 9	9,366	7.46%
Age 10 - 14	9,558	7.62%
Age 15 - 17	5,781	4.61%
Age 18 - 20	5,404	4.31%
Age 21 - 24	6,930	5.52%
Age 25 - 34	18,002	14.34%
Age 35 - 44	16,099	12.83%
Age 45 - 54	14,558	11.60%
Age 55 - 64	13,578	10.82%
Age 65 - 74	9,560	7.62%
Age 75 - 84	5,088	4.05%
Age 85 and over	2,149	1.71%
2020 Est. Median Age, Female		34.02
2020 Est. Average Age, Female		36.25

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	69,951	36.47%
Males, Never Married	37,826	19.72%
Females, Never Married	32,125	16.75%
Married, Spouse present	85,408	44.53%
Married, Spouse absent	9,779	5.10%
Widowed	9,708	5.06%
Males Widowed	1,711	0.89%
Females Widowed	7,997	4.17%
Divorced	16,952	8.84%
Males Divorced	6,964	3.63%
Females Divorced	9,989	5.21%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	24,061	15.5%
Some High School, no diploma	17,598	11.4%
High School Graduate (or GED)	45,156	29.2%
Some College, no degree	34,441	22.2%
Associate Degree	9,940	6.4%
Bachelor's Degree	16,474	10.6%
Master's Degree	4,705	3.0%
Professional School Degree	1,491	1.0%
Doctorate Degree	978	0.6%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	32,199	44.05%
High School Graduate	20,881	28.57%
Some College or Associate's Degree	15,557	21.28%
Bachelor's Degree or Higher	4,461	6.10%
Households		
2025 Projection	77,465	
2020 Estimate	75,015	
2010 Census	70,438	
2000 Census	62,719	
Growth 2020 - 2025		3.27%
Growth 2010 - 2020		6.50%
Growth 2000 - 2010		12.31%
2020 Est. Households by Household Type	75,015	
Family Households	57,738	76.97%
Nonfamily Households	17,276	23.03%
2020 Est. Group Quarters Population	3,655	
2020 Households by Ethnicity, Hispanic/Latino	32,839	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	75,015	
Income < \$15,000	6,995	9.33%
Income \$15,000 - \$24,999	7,400	9.87%
Income \$25,000 - \$34,999	6,594	8.79%
Income \$35,000 - \$49,999	10,709	14.28%
Income \$50,000 - \$74,999	13,526	18.03%
Income \$75,000 - \$99,999	9,612	12.81%
Income \$100,000 - \$124,999	7,180	9.57%
Income \$125,000 - \$149,999	4,933	6.58%
Income \$150,000 - \$199,999	4,124	5.50%
Income \$200,000 - \$249,999	1,924	2.57%
Income \$250,000 - \$499,999	1,501	2.00%
Income \$500,000+	514	0.69%
2020 Est. Average Household Income		\$79,754
2020 Est. Median Household Income		\$59,697
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,560
Black or African American Alone		\$42,691
American Indian and Alaska Native Alone		\$47,230
Asian Alone		\$64,296
Native Hawaiian and Other Pacific Islander Alone		\$63,186
Some Other Race Alone		\$49,862
Two or More Races		\$60,116
Hispanic or Latino		\$54,078
Not Hispanic or Latino		\$65,809
2020 Est. Family HH Type by Presence of Own Child.	57,738	
Married-Couple Family, own children	20,607	35.69%
Married-Couple Family, no own children	19,502	33.78%
Male Householder, own children	3,077	5.33%
Male Householder, no own children	2,800	4.85%
Female Householder, own children	6,476	11.22%
Female Householder, no own children	5,277	9.14%
2020 Est. Households by Household Size	75,015	
1-person	13,234	17.64%
2-person	18,824	25.09%
3-person	12,663	16.88%
4-person	12,660	16.88%
5-person	8,566	11.42%
6-person	4,726	6.30%
7-or-more-person	4,341	5.79%
2020 Est. Average Household Size		3.28

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	75,015	
Households with 1 or More People under Age 18:	34,754	46.33%
Married-Couple Family	22,767	65.51%
Other Family, Male Householder	3,770	10.85%
Other Family, Female Householder	7,927	22.81%
Nonfamily, Male Householder	216	0.62%
Nonfamily, Female Householder	74	0.21%
Households with No People under Age 18:	40,261	53.67%
Married-Couple Family	17,340	43.07%
Other Family, Male Householder	2,099	5.21%
Other Family, Female Householder	3,831	9.52%
Nonfamily, Male Householder	8,167	20.29%
Nonfamily, Female Householder	8,824	21.92%
2020 Est. Households by Number of Vehicles	75,015	
No Vehicles	5,032	6.71%
1 Vehicle	20,000	26.66%
2 Vehicles	28,719	38.28%
3 Vehicles	13,861	18.48%
4 Vehicles	4,818	6.42%
5 or more Vehicles	2,585	3.45%
2020 Est. Average Number of Vehicles		2.05
Family Households		
2025 Projection	59,659	
2020 Estimate	57,738	
2010 Census	54,129	
2000 Census	48,351	
Growth 2020 - 2025		3.33%
Growth 2010 - 2020		6.67%
Growth 2000 - 2010		11.95%

2020 Est. Families by Poverty Status	57,738	
2020 Families at or Above Poverty	49,370	85.51%
2020 Families at or Above Poverty with Children	26,568	46.02%
2020 Families Below Poverty	8,368	14.49%
2020 Families Below Poverty with Children	6,505	11.27%
2020 Est. Pop 16+ by Employment Status	187,959	
Civilian Labor Force, Employed	103,012	54.81%
Civilian Labor Force, Unemployed	11,774	6.26%
Armed Forces	33	0.02%
Not in Labor Force	73,140	38.91%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	99,661	
For-Profit Private Workers	72,211	72.46%
Non-Profit Private Workers	4,902	4.92%
Local Government Workers	621	0.62%
State Government Workers	4,040	4.05%
Federal Government Workers	8,700	8.73%
Self-Employed Workers	8,927	8.96%
Unpaid Family Workers	260	0.26%
2020 Est. Civ. Employed Pop 16+ by Occupation	99,661	
Architect/Engineer	716	0.72%
Arts/Entertainment/Sports	957	0.96%
Building Grounds Maintenance	4,242	4.26%
Business/Financial Operations	2,606	2.62%
Community/Social Services	1,407	1.41%
Computer/Mathematical	856	0.86%
Construction/Extraction	7,044	7.07%
Education/Training/Library	5,929	5.95%
Farming/Fishing/Forestry	4,916	4.93%
Food Prep/Serving	5,632	5.65%
Health Practitioner/Technician	4,110	4.12%
Healthcare Support	2,055	2.06%
Maintenance Repair	4,122	4.14%
Legal	321	0.32%
Life/Physical/Social Science	792	0.80%
Management	7,224	7.25%
Office/Admin. Support	11,929	11.97%
Production	7,526	7.55%
Protective Services	2,096	2.10%
Sales/Related	10,854	10.89%
Personal Care/Service	4,399	4.41%
Transportation/Moving	9,928	9.96%

2020 Est. Pop 16+ by Occupation Classification	99,661	
White Collar	47,701	47.86%
Blue Collar	28,621	28.72%
Service and Farm	23,340	23.42%
2020 Est. Workers Age 16+ by Transp. to Work	96,055	
Drove Alone	77,777	80.97%
Car Pooled	10,882	11.33%
Public Transportation	632	0.66%
Walked	975	1.02%
Bicycle	483	0.50%
Other Means	1,345	1.40%
Worked at Home	3,962	4.13%

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	28,770	
15 - 29 Minutes	32,729	
30 - 44 Minutes	15,414	
45 - 59 Minutes	4,847	
60 or more Minutes	11,006	
2020 Est. Avg Travel Time to Work in Minutes		29
2020 Est. Occupied Housing Units by Tenure	75,015	
Owner Occupied	43,564	58.07%
Renter Occupied	31,451	41.93%
2020 Owner Occ. HUs: Avg. Length of Residence		15.94
2020 Renter Occ. HUs: Avg. Length of Residence		6.67
2020 Est. Owner-Occupied Housing Units by Value	75,015	
Value Less than \$20,000	1,134	2.60%
Value \$20,000 - \$39,999	567	1.30%
Value \$40,000 - \$59,999	443	1.02%
Value \$60,000 - \$79,999	315	0.72%
Value \$80,000 - \$99,999	614	1.41%
Value \$100,000 - \$149,999	2,487	5.71%
Value \$150,000 - \$199,999	3,098	7.11%
Value \$200,000 - \$299,999	9,769	22.42%
Value \$300,000 - \$399,999	10,679	24.51%
Value \$400,000 - \$499,999	7,431	17.06%
Value \$500,000 - \$749,999	4,172	9.58%
Value \$750,000 - \$999,999	1,525	3.50%
Value \$1,000,000 or \$1,499,999	842	1.93%
Value \$1,500,000 or \$1,999,999	237	0.54%
Value \$2,000,000+	252	0.58%
2020 Est. Median All Owner-Occupied Housing Value		\$330,800

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,428	5.43%
Housing Units Built 2010 to 2014	770	0.95%
Housing Units Built 2000 to 2009	14,148	17.35%
Housing Units Built 1990 to 1999	10,570	12.97%
Housing Units Built 1980 to 1989	12,484	15.31%
Housing Units Built 1970 to 1979	15,163	18.60%
Housing Units Built 1960 to 1969	6,538	8.02%
Housing Units Built 1950 to 1959	7,285	8.94%
Housing Units Built 1940 to 1949	5,222	6.41%
Housing Unit Built 1939 or Earlier	4,916	6.03%
2020 Est. Median Year Structure Built		1981

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	62,173	76.26%
1 Unit Attached	3,281	4.03%
2 Units	1,817	2.23%
3 or 4 Units	2,969	3.64%
5 to 19 Units	3,787	4.65%
20 to 49 Units	1,277	1.57%
50 or More Units	2,179	2.67%
Mobile Home or Trailer	3,838	4.71%
Boat, RV, Van, etc.	203	0.25%



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.

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

