



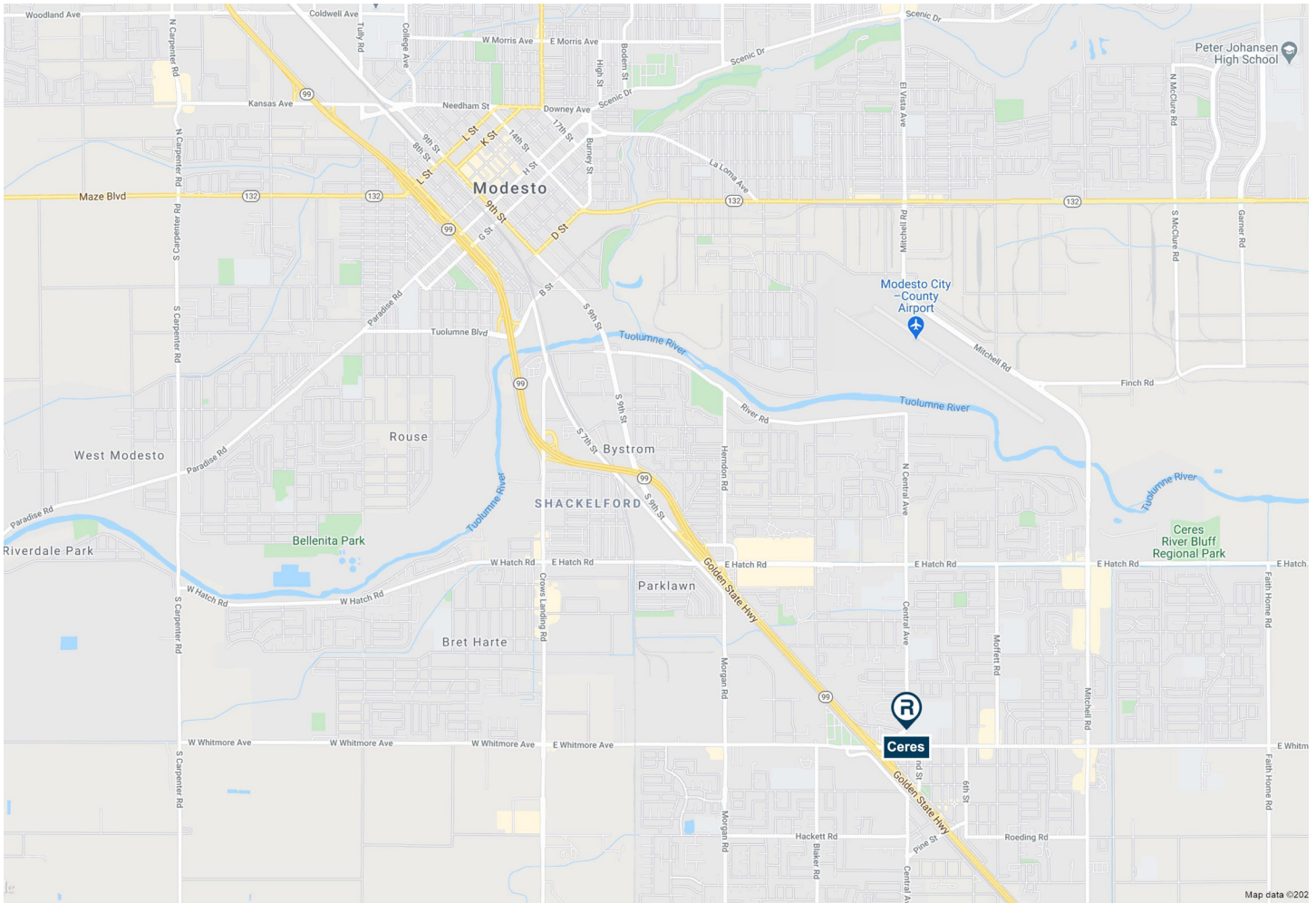
The **Retail** Coach.®

Community Demographic Profile

CERES, CALIFORNIA

Prepared for City of Ceres, California

Community



Prepared for:



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Community • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
Population		
2026 Projection	50,999	
2021 Estimate	49,328	
2010 Census	45,417	
2000 Census	34,292	
Growth 2021 - 2026		3.39%
Growth 2010 - 2021		8.61%
Growth 2000 - 2010		32.44%
2021 Est. Population by Single-Classification Race	49,328	
White Alone	26,349	53.42%
Black or African American Alone	1,251	2.54%
Amer. Indian and Alaska Native Alone	647	1.31%
Asian Alone	3,573	7.24%
Native Hawaiian and Other Pacific Island Alone	405	0.82%
Some Other Race Alone	14,374	29.14%
Two or More Races	2,729	5.53%
2021 Est. Population by Hispanic or Latino Origin	49,328	
Not Hispanic or Latino	17,072	34.61%
Hispanic or Latino	32,256	65.39%
Mexican	29,423	91.22%
Puerto Rican	358	1.11%
Cuban	47	0.15%
All Other Hispanic or Latino	2,428	7.53%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	32,256	
White Alone	15,425	47.82%
Black or African American Alone	246	0.76%
American Indian and Alaska Native Alone	404	1.25%
Asian Alone	156	0.48%
Native Hawaiian and Other Pacific Islander Alone	56	0.17%
Some Other Race Alone	14,310	44.36%
Two or More Races	1,659	5.14%
2021 Est. Pop by Race, Asian Alone, by Category	3,573	
Chinese, except Taiwanese	282	7.89%
Filipino	384	10.75%
Japanese	15	0.42%
Asian Indian	1,558	43.61%
Korean	67	1.88%
Vietnamese	21	0.59%
Cambodian	641	17.94%
Hmong	142	3.97%
Laotian	323	9.04%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	140	3.92%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	49,328	
Arab	461	0.94%
Czech	13	0.03%
Danish	58	0.12%
Dutch	328	0.67%
English	1,339	2.71%
French (except Basque)	646	1.31%
French Canadian	62	0.13%
German	2,111	4.28%
Greek	120	0.24%
Hungarian	35	0.07%
Irish	2,232	4.53%
Italian	936	1.90%
Lithuanian	0	0.00%
United States or American	1,192	2.42%
Norwegian	155	0.31%
Polish	101	0.21%
Portuguese	1,365	2.77%
Russian	152	0.31%
Scottish	242	0.49%
Scotch-Irish	187	0.38%
Slovak	0	0.00%
Subsaharan African	176	0.36%
Swedish	272	0.55%
Swiss	35	0.07%
Ukrainian	21	0.04%
Welsh	126	0.26%
West Indian (except Hisp. groups)	10	0.02%
Other ancestries	33,018	66.94%
Ancestry Unclassified	3,935	7.98%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	21,251	46.89%
Speak Asian/Pacific Island Language at Home	740	1.63%
Speak IndoEuropean Language at Home	2,189	4.83%
Speak Spanish at Home	20,923	46.16%
Speak Other Language at Home	223	0.49%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	49,328	
Age 0 - 4	4,002	8.11%
Age 5 - 9	3,911	7.93%
Age 10 - 14	4,030	8.17%
Age 15 - 17	2,426	4.92%
Age 18 - 20	2,172	4.40%
Age 21 - 24	2,847	5.77%
Age 25 - 34	7,351	14.90%
Age 35 - 44	6,481	13.14%
Age 45 - 54	5,742	11.64%
Age 55 - 64	5,072	10.28%
Age 65 - 74	3,320	6.73%
Age 75 - 84	1,491	3.02%
Age 85 and over	483	0.98%
Age 16 and over	36,590	74.18%
Age 18 and over	34,959	70.87%
Age 21 and over	32,787	66.47%
Age 65 and over	5,294	10.73%
2021 Est. Median Age		32.11
2021 Est. Average Age		34.50
2021 Est. Population by Sex	49,328	
Male	24,472	49.61%
Female	24,856	50.39%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	24,472	
Age 0 - 4	2,054	8.39%
Age 5 - 9	1,988	8.12%
Age 10 - 14	2,069	8.46%
Age 15 - 17	1,230	5.03%
Age 18 - 20	1,120	4.58%
Age 21 - 24	1,468	6.00%
Age 25 - 34	3,693	15.09%
Age 35 - 44	3,188	13.03%
Age 45 - 54	2,839	11.60%
Age 55 - 64	2,436	9.95%
Age 65 - 74	1,544	6.31%
Age 75 - 84	652	2.66%
Age 85 and over	191	0.78%
2021 Est. Median Age, Male		31.15
2021 Est. Average Age, Male		33.60
2021 Est. Female Population by Age	24,856	
Age 0 - 4	1,948	7.84%
Age 5 - 9	1,923	7.74%
Age 10 - 14	1,961	7.89%
Age 15 - 17	1,196	4.81%
Age 18 - 20	1,052	4.23%
Age 21 - 24	1,379	5.55%
Age 25 - 34	3,658	14.72%
Age 35 - 44	3,293	13.25%
Age 45 - 54	2,903	11.68%
Age 55 - 64	2,636	10.61%
Age 65 - 74	1,776	7.15%
Age 75 - 84	839	3.38%
Age 85 and over	292	1.18%
2021 Est. Median Age, Female		33.08
2021 Est. Average Age, Female		35.30

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,541	36.22%
Males, Never Married	7,219	19.31%
Females, Never Married	6,322	16.91%
Married, Spouse present	16,545	44.26%
Married, Spouse absent	2,073	5.55%
Widowed	1,891	5.06%
Males Widowed	359	0.96%
Females Widowed	1,532	4.10%
Divorced	3,335	8.92%
Males Divorced	1,231	3.29%
Females Divorced	2,104	5.63%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,249	14.2%
Some High School, no diploma	3,988	13.3%
High School Graduate (or GED)	9,798	32.7%
Some College, no degree	6,863	22.9%
Associate Degree	1,964	6.6%
Bachelor's Degree	2,419	8.1%
Master's Degree	532	1.8%
Professional School Degree	94	0.3%
Doctorate Degree	33	0.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,419	36.54%
High School Graduate	5,629	32.04%
Some College or Associate's Degree	4,491	25.56%
Bachelor's Degree or Higher	1,030	5.86%
Households		
2026 Projection	13,887	
2021 Estimate	13,507	
2010 Census	12,755	
2000 Census	10,432	
Growth 2021 - 2026		2.81%
Growth 2010 - 2021		5.90%
Growth 2000 - 2010		22.27%
2021 Est. Households by Household Type	13,507	
Family Households	11,240	83.22%
Nonfamily Households	2,267	16.78%
2021 Est. Group Quarters Population	350	
2021 Households by Ethnicity, Hispanic/Latino	7,617	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	13,507	
Income < \$15,000	984	7.29%
Income \$15,000 - \$24,999	1,248	9.24%
Income \$25,000 - \$34,999	1,269	9.40%
Income \$35,000 - \$49,999	1,745	12.92%
Income \$50,000 - \$74,999	2,811	20.81%
Income \$75,000 - \$99,999	1,913	14.16%
Income \$100,000 - \$124,999	1,393	10.31%
Income \$125,000 - \$149,999	932	6.90%
Income \$150,000 - \$199,999	717	5.31%
Income \$200,000 - \$249,999	244	1.81%
Income \$250,000 - \$499,999	197	1.46%
Income \$500,000+	54	0.40%
2021 Est. Average Household Income		\$77,810
2021 Est. Median Household Income		\$62,810
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$63,478
Black or African American Alone		\$53,963
American Indian and Alaska Native Alone		\$61,117
Asian Alone		\$77,608
Native Hawaiian and Other Pacific Islander Alone		\$77,047
Some Other Race Alone		\$59,083
Two or More Races		\$71,112
Hispanic or Latino		\$62,625
Not Hispanic or Latino		\$63,087
2021 Est. Family HH Type by Presence of Own Child.	11,240	
Married-Couple Family, own children	4,349	38.69%
Married-Couple Family, no own children	3,468	30.85%
Male Householder, own children	614	5.46%
Male Householder, no own children	499	4.44%
Female Householder, own children	1,310	11.66%
Female Householder, no own children	1,000	8.90%
2021 Est. Households by Household Size	13,507	
1-person	1,693	12.53%
2-person	2,945	21.80%
3-person	2,402	17.78%
4-person	2,557	18.93%
5-person	1,840	13.62%
6-person	1,024	7.58%
7-or-more-person	1,046	7.74%
2021 Est. Average Household Size		3.63

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	13,507	
Households with 1 or More People under Age 18:	7,273	53.85%
Married-Couple Family	4,830	66.41%
Other Family, Male Householder	758	10.42%
Other Family, Female Householder	1,632	22.44%
Nonfamily, Male Householder	39	0.54%
Nonfamily, Female Householder	14	0.19%
Households with No People under Age 18:	6,234	46.15%
Married-Couple Family	2,985	47.88%
Other Family, Male Householder	358	5.74%
Other Family, Female Householder	678	10.88%
Nonfamily, Male Householder	1,096	17.58%
Nonfamily, Female Householder	1,117	17.92%
2021 Est. Households by Number of Vehicles	13,507	
No Vehicles	632	4.68%
1 Vehicle	3,270	24.21%
2 Vehicles	5,031	37.25%
3 Vehicles	2,615	19.36%
4 Vehicles	1,355	10.03%
5 or more Vehicles	604	4.47%
2021 Est. Average Number of Vehicles		2.2
Family Households		
2026 Projection	11,561	
2021 Estimate	11,240	
2010 Census	10,597	
2000 Census	8,458	
Growth 2021 - 2026		2.86%
Growth 2010 - 2021		6.07%
Growth 2000 - 2010		25.29%
2021 Est. Families by Poverty Status	11,240	
2021 Families at or Above Poverty	9,879	87.89%
2021 Families at or Above Poverty with Children	5,597	49.80%
2021 Families Below Poverty	1,361	12.11%
2021 Families Below Poverty with Children	1,125	10.01%
2021 Est. Pop 16+ by Employment Status	36,590	
Civilian Labor Force, Employed	19,924	54.45%
Civilian Labor Force, Unemployed	2,616	7.15%
Armed Forces	4	0.01%
Not in Labor Force	14,046	38.39%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	20,040	
For-Profit Private Workers	15,009	74.90%
Non-Profit Private Workers	1,039	5.19%
Local Government Workers	110	0.55%
State Government Workers	718	3.58%
Federal Government Workers	1,387	6.92%
Self-Employed Workers	1,747	8.72%
Unpaid Family Workers	30	0.15%
2021 Est. Civ. Employed Pop 16+ by Occupation	20,040	
Architect/Engineer	180	0.90%
Arts/Entertainment/Sports	230	1.15%
Building Grounds Maintenance	906	4.52%
Business/Financial Operations	534	2.67%
Community/Social Services	204	1.02%
Computer/Mathematical	224	1.12%
Construction/Extraction	1,534	7.66%
Education/Training/Library	876	4.37%
Farming/Fishing/Forestry	703	3.51%
Food Prep/Serving	1,273	6.35%
Health Practitioner/Technician	494	2.47%
Healthcare Support	818	4.08%
Maintenance Repair	911	4.55%
Legal	50	0.25%
Life/Physical/Social Science	84	0.42%
Management	1,182	5.90%
Office/Admin. Support	1,991	9.94%
Production	1,935	9.66%
Protective Services	471	2.35%
Sales/Related	2,019	10.08%
Personal Care/Service	489	2.44%
Transportation/Moving	2,932	14.63%
2021 Est. Pop 16+ by Occupation Classification	20,040	
White Collar	8,068	40.26%
Blue Collar	7,312	36.49%
Service and Farm	4,660	23.25%
2021 Est. Workers Age 16+ by Transp. to Work	19,284	
Drove Alone	16,094	83.46%
Car Pooled	2,079	10.78%
Public Transportation	223	1.16%
Walked	259	1.34%
Bicycle	35	0.18%
Other Means	154	0.80%
Worked at Home	440	2.28%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,673	
15 - 29 Minutes	7,569	
30 - 44 Minutes	3,079	
45 - 59 Minutes	927	
60 or more Minutes	2,672	
2021 Est. Avg Travel Time to Work in Minutes		31
2021 Est. Occupied Housing Units by Tenure	13,507	
Owner Occupied	8,591	63.60%
Renter Occupied	4,916	36.40%
2021 Owner Occ. HUs: Avg. Length of Residence		14.9
2021 Renter Occ. HUs: Avg. Length of Residence		6.8
2021 Est. Owner-Occupied Housing Units by Value	13,507	
Value Less than \$20,000	202	2.35%
Value \$20,000 - \$39,999	64	0.75%
Value \$40,000 - \$59,999	38	0.44%
Value \$60,000 - \$79,999	49	0.57%
Value \$80,000 - \$99,999	93	1.08%
Value \$100,000 - \$149,999	226	2.63%
Value \$150,000 - \$199,999	412	4.80%
Value \$200,000 - \$299,999	1,834	21.35%
Value \$300,000 - \$399,999	3,120	36.32%
Value \$400,000 - \$499,999	1,670	19.44%
Value \$500,000 - \$749,999	595	6.93%
Value \$750,000 - \$999,999	154	1.79%
Value \$1,000,000 or \$1,499,999	98	1.14%
Value \$1,500,000 or \$1,999,999	24	0.28%
Value \$2,000,000+	12	0.14%
2021 Est. Median All Owner-Occupied Housing Value		\$344,399
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	11,446	78.67%
1 Unit Attached	567	3.90%
2 Units	238	1.64%
3 or 4 Units	464	3.19%
5 to 19 Units	664	4.56%
20 to 49 Units	169	1.16%
50 or More Units	419	2.88%
Mobile Home or Trailer	507	3.49%
Boat, RV, Van, etc.	76	0.52%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	800	5.50%
Housing Units Built 2010 to 2014	120	0.83%
Housing Units Built 2000 to 2009	3,428	23.56%
Housing Units Built 1990 to 1999	1,938	13.32%
Housing Units Built 1980 to 1989	3,003	20.64%
Housing Units Built 1970 to 1979	2,404	16.52%
Housing Units Built 1960 to 1969	1,024	7.04%
Housing Units Built 1950 to 1959	1,039	7.14%
Housing Units Built 1940 to 1949	531	3.65%
Housing Unit Built 1939 or Earlier	263	1.81%
2021 Est. Median Year Structure Built		1987

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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