



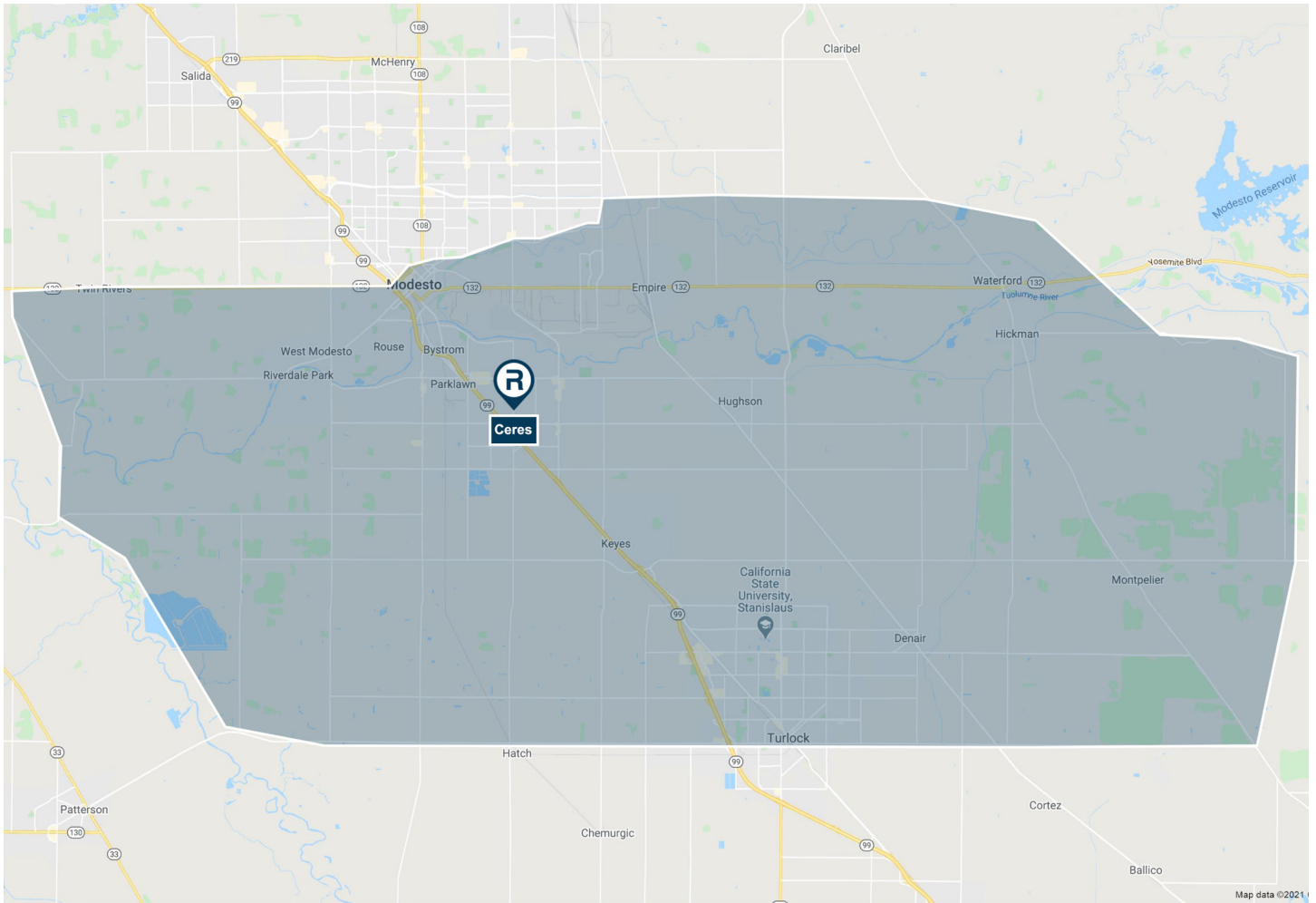
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

CERES, CALIFORNIA

Prepared for City of Ceres, California
March 2021

Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
Population		
2026 Projection	256,430	
2021 Estimate	249,415	
2010 Census	232,225	
2000 Census	203,851	
Growth 2021 - 2026		2.81%
Growth 2010 - 2021		7.40%
Growth 2000 - 2010		13.92%
2021 Est. Population by Single-Classification Race	249,415	
White Alone	148,135	59.39%
Black or African American Alone	5,766	2.31%
Amer. Indian and Alaska Native Alone	3,033	1.22%
Asian Alone	12,802	5.13%
Native Hawaiian and Other Pacific Island Alone	1,495	0.60%
Some Other Race Alone	64,755	25.96%
Two or More Races	13,428	5.38%
2021 Est. Population by Hispanic or Latino Origin	249,415	
Not Hispanic or Latino	111,234	44.60%
Hispanic or Latino	138,181	55.40%
Mexican	126,176	91.31%
Puerto Rican	1,638	1.19%
Cuban	184	0.13%
All Other Hispanic or Latino	10,183	7.37%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	138,181	
White Alone	62,472	45.21%
Black or African American Alone	912	0.66%
American Indian and Alaska Native Alone	1,810	1.31%
Asian Alone	705	0.51%
Native Hawaiian and Other Pacific Islander Alone	190	0.14%
Some Other Race Alone	64,413	46.62%
Two or More Races	7,679	5.56%
2021 Est. Pop by Race, Asian Alone, by Category	12,802	
Chinese, except Taiwanese	1,136	8.87%
Filipino	1,875	14.65%
Japanese	443	3.46%
Asian Indian	4,616	36.06%
Korean	472	3.69%
Vietnamese	102	0.80%
Cambodian	2,255	17.61%
Hmong	669	5.23%
Laotian	864	6.75%
Thai	33	0.26%
All Other Asian Races Including 2+ Category	337	2.63%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	249,415	
Arab	1,996	0.80%
Czech	133	0.05%
Danish	691	0.28%
Dutch	2,688	1.08%
English	10,116	4.06%
French (except Basque)	2,672	1.07%
French Canadian	381	0.15%
German	14,592	5.85%
Greek	291	0.12%
Hungarian	219	0.09%
Irish	12,623	5.06%
Italian	6,487	2.60%
Lithuanian	55	0.02%
United States or American	7,143	2.86%
Norwegian	1,234	0.50%
Polish	828	0.33%
Portuguese	10,236	4.10%
Russian	700	0.28%
Scottish	1,897	0.76%
Scotch-Irish	1,007	0.40%
Slovak	10	0.00%
Subsaharan African	416	0.17%
Swedish	2,592	1.04%
Swiss	591	0.24%
Ukrainian	114	0.05%
Welsh	643	0.26%
West Indian (except Hisp. groups)	207	0.08%
Other ancestries	149,932	60.11%
Ancestry Unclassified	18,924	7.59%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	124,184	53.98%
Speak Asian/Pacific Island Language at Home	4,319	1.88%
Speak IndoEuropean Language at Home	9,910	4.31%
Speak Spanish at Home	90,739	39.44%
Speak Other Language at Home	902	0.39%

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2021 Est. Population by Age	249,415	
Age 0 - 4	19,361	7.76%
Age 5 - 9	18,994	7.62%
Age 10 - 14	19,444	7.80%
Age 15 - 17	11,693	4.69%
Age 18 - 20	10,931	4.38%
Age 21 - 24	14,029	5.63%
Age 25 - 34	36,007	14.44%
Age 35 - 44	32,880	13.18%
Age 45 - 54	28,566	11.45%
Age 55 - 64	26,371	10.57%
Age 65 - 74	18,368	7.36%
Age 75 - 84	9,277	3.72%
Age 85 and over	3,494	1.40%
Age 16 and over	187,785	75.29%
Age 18 and over	179,924	72.14%
Age 21 and over	168,992	67.76%
Age 65 and over	31,139	12.49%
2021 Est. Median Age		33.37
2021 Est. Average Age		35.65
2021 Est. Population by Sex	249,415	
Male	124,170	49.79%
Female	125,245	50.22%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	124,170	
Age 0 - 4	9,910	7.98%
Age 5 - 9	9,688	7.80%
Age 10 - 14	9,906	7.98%
Age 15 - 17	5,912	4.76%
Age 18 - 20	5,563	4.48%
Age 21 - 24	7,201	5.80%
Age 25 - 34	18,254	14.70%
Age 35 - 44	16,675	13.43%
Age 45 - 54	14,231	11.46%
Age 55 - 64	12,842	10.34%
Age 65 - 74	8,621	6.94%
Age 75 - 84	4,034	3.25%
Age 85 and over	1,334	1.07%
2021 Est. Median Age, Male		32.57
2021 Est. Average Age, Male		34.88
2021 Est. Female Population by Age	125,245	
Age 0 - 4	9,451	7.55%
Age 5 - 9	9,306	7.43%
Age 10 - 14	9,538	7.62%
Age 15 - 17	5,781	4.62%
Age 18 - 20	5,369	4.29%
Age 21 - 24	6,828	5.45%
Age 25 - 34	17,752	14.17%
Age 35 - 44	16,206	12.94%
Age 45 - 54	14,335	11.45%
Age 55 - 64	13,530	10.80%
Age 65 - 74	9,747	7.78%
Age 75 - 84	5,243	4.19%
Age 85 and over	2,160	1.73%
2021 Est. Median Age, Female		34.19
2021 Est. Average Age, Female		36.37

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	68,328	35.66%
Males, Never Married	36,394	18.99%
Females, Never Married	31,934	16.67%
Married, Spouse present	82,835	43.23%
Married, Spouse absent	10,904	5.69%
Widowed	10,196	5.32%
Males Widowed	2,291	1.20%
Females Widowed	7,906	4.13%
Divorced	19,353	10.10%
Males Divorced	8,187	4.27%
Females Divorced	11,166	5.83%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	21,275	13.7%
Some High School, no diploma	18,079	11.7%
High School Graduate (or GED)	46,930	30.3%
Some College, no degree	34,594	22.3%
Associate Degree	10,917	7.0%
Bachelor's Degree	16,160	10.4%
Master's Degree	4,488	2.9%
Professional School Degree	1,359	0.9%
Doctorate Degree	1,160	0.7%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	29,285	39.45%
High School Graduate	23,187	31.24%
Some College or Associate's Degree	16,975	22.87%
Bachelor's Degree or Higher	4,783	6.44%
Households		
2026 Projection	76,688	
2021 Estimate	74,802	
2010 Census	70,434	
2000 Census	62,710	
Growth 2021 - 2026		2.52%
Growth 2010 - 2021		6.20%
Growth 2000 - 2010		12.32%
2021 Est. Households by Household Type	74,802	
Family Households	57,592	76.99%
Nonfamily Households	17,210	23.01%
2021 Est. Group Quarters Population	3,702	
2021 Households by Ethnicity, Hispanic/Latino	33,288	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	74,802	
Income < \$15,000	7,033	9.40%
Income \$15,000 - \$24,999	7,887	10.54%
Income \$25,000 - \$34,999	6,974	9.32%
Income \$35,000 - \$49,999	9,534	12.75%
Income \$50,000 - \$74,999	13,845	18.51%
Income \$75,000 - \$99,999	9,462	12.65%
Income \$100,000 - \$124,999	7,091	9.48%
Income \$125,000 - \$149,999	4,820	6.44%
Income \$150,000 - \$199,999	4,172	5.58%
Income \$200,000 - \$249,999	1,827	2.44%
Income \$250,000 - \$499,999	1,605	2.15%
Income \$500,000+	552	0.74%
2021 Est. Average Household Income		\$79,993
2021 Est. Median Household Income		\$60,053
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,213
Black or African American Alone		\$44,525
American Indian and Alaska Native Alone		\$46,338
Asian Alone		\$67,072
Native Hawaiian and Other Pacific Islander Alone		\$74,519
Some Other Race Alone		\$52,513
Two or More Races		\$48,623
Hispanic or Latino		\$55,301
Not Hispanic or Latino		\$65,317
2021 Est. Family HH Type by Presence of Own Child.	57,592	
Married-Couple Family, own children	20,553	35.69%
Married-Couple Family, no own children	19,467	33.80%
Male Householder, own children	3,059	5.31%
Male Householder, no own children	2,796	4.86%
Female Householder, own children	6,457	11.21%
Female Householder, no own children	5,259	9.13%
2021 Est. Households by Household Size	74,802	
1-person	13,169	17.61%
2-person	18,744	25.06%
3-person	12,626	16.88%
4-person	12,614	16.86%
5-person	8,568	11.45%
6-person	4,730	6.32%
7-or-more-person	4,350	5.82%
2021 Est. Average Household Size		3.28

Primary Retail Trade Area • Demographic Profile

Ceres, California

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	74,802	
Households with 1 or More People under Age 18:	34,677	46.36%
Married-Couple Family	22,722	65.53%
Other Family, Male Householder	3,767	10.86%
Other Family, Female Householder	7,900	22.78%
Nonfamily, Male Householder	214	0.62%
Nonfamily, Female Householder	73	0.21%
Households with No People under Age 18:	40,125	53.64%
Married-Couple Family	17,299	43.11%
Other Family, Male Householder	2,086	5.20%
Other Family, Female Householder	3,815	9.51%
Nonfamily, Male Householder	8,134	20.27%
Nonfamily, Female Householder	8,791	21.91%
2021 Est. Households by Number of Vehicles	74,802	
No Vehicles	4,954	6.62%
1 Vehicle	20,647	27.60%
2 Vehicles	28,422	38.00%
3 Vehicles	12,992	17.37%
4 Vehicles	5,534	7.40%
5 or more Vehicles	2,253	3.01%
2021 Est. Average Number of Vehicles		2.03
Family Households		
2026 Projection	59,067	
2021 Estimate	57,592	
2010 Census	54,127	
2000 Census	48,347	
Growth 2021 - 2026		2.56%
Growth 2010 - 2021		6.40%
Growth 2000 - 2010		11.96%
2021 Est. Families by Poverty Status	57,592	
2021 Families at or Above Poverty	49,314	85.63%
2021 Families at or Above Poverty with Children	25,712	44.65%
2021 Families Below Poverty	8,278	14.37%
2021 Families Below Poverty with Children	6,564	11.40%
2021 Est. Pop 16+ by Employment Status	187,785	
Civilian Labor Force, Employed	101,979	54.31%
Civilian Labor Force, Unemployed	11,293	6.01%
Armed Forces	15	0.01%
Not in Labor Force	74,498	39.67%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	100,092	
For-Profit Private Workers	72,256	72.19%
Non-Profit Private Workers	4,639	4.64%
Local Government Workers	717	0.72%
State Government Workers	4,368	4.36%
Federal Government Workers	9,107	9.10%
Self-Employed Workers	8,848	8.84%
Unpaid Family Workers	157	0.16%
2021 Est. Civ. Employed Pop 16+ by Occupation	100,092	
Architect/Engineer	977	0.98%
Arts/Entertainment/Sports	895	0.89%
Building Grounds Maintenance	4,590	4.59%
Business/Financial Operations	3,145	3.14%
Community/Social Services	1,266	1.27%
Computer/Mathematical	939	0.94%
Construction/Extraction	7,381	7.37%
Education/Training/Library	6,597	6.59%
Farming/Fishing/Forestry	4,555	4.55%
Food Prep/Serving	5,353	5.35%
Health Practitioner/Technician	3,611	3.61%
Healthcare Support	3,998	3.99%
Maintenance Repair	3,773	3.77%
Legal	306	0.31%
Life/Physical/Social Science	700	0.70%
Management	7,809	7.80%
Office/Admin. Support	9,213	9.21%
Production	7,636	7.63%
Protective Services	2,738	2.74%
Sales/Related	10,109	10.10%
Personal Care/Service	2,212	2.21%
Transportation/Moving	12,287	12.28%
2021 Est. Pop 16+ by Occupation Classification	100,092	
White Collar	45,568	45.53%
Blue Collar	31,077	31.05%
Service and Farm	23,447	23.43%
2021 Est. Workers Age 16+ by Transp. to Work	96,205	
Drove Alone	79,283	82.41%
Car Pooled	9,354	9.72%
Public Transportation	879	0.91%
Walked	1,186	1.23%
Bicycle	363	0.38%
Other Means	995	1.03%
Worked at Home	4,145	4.31%

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Ceres, California

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	25,995	
15 - 29 Minutes	33,638	
30 - 44 Minutes	16,080	
45 - 59 Minutes	5,272	
60 or more Minutes	11,581	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	74,802	
Owner Occupied	43,463	58.10%
Renter Occupied	31,339	41.90%
2021 Owner Occ. HUs: Avg. Length of Residence		15.59
2021 Renter Occ. HUs: Avg. Length of Residence		6.86
2021 Est. Owner-Occupied Housing Units by Value	74,802	
Value Less than \$20,000	1,230	2.83%
Value \$20,000 - \$39,999	496	1.14%
Value \$40,000 - \$59,999	603	1.39%
Value \$60,000 - \$79,999	466	1.07%
Value \$80,000 - \$99,999	731	1.68%
Value \$100,000 - \$149,999	1,501	3.45%
Value \$150,000 - \$199,999	2,405	5.53%
Value \$200,000 - \$299,999	7,637	17.57%
Value \$300,000 - \$399,999	12,242	28.17%
Value \$400,000 - \$499,999	8,097	18.63%
Value \$500,000 - \$749,999	5,131	11.81%
Value \$750,000 - \$999,999	1,720	3.96%
Value \$1,000,000 or \$1,499,999	764	1.76%
Value \$1,500,000 or \$1,999,999	201	0.46%
Value \$2,000,000+	239	0.55%
2021 Est. Median All Owner-Occupied Housing Value		\$354,294
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	61,654	75.80%
1 Unit Attached	3,242	3.99%
2 Units	1,767	2.17%
3 or 4 Units	3,070	3.78%
5 to 19 Units	3,960	4.87%
20 to 49 Units	1,016	1.25%
50 or More Units	2,378	2.92%
Mobile Home or Trailer	4,029	4.95%
Boat, RV, Van, etc.	220	0.27%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,300	5.29%
Housing Units Built 2010 to 2014	943	1.16%
Housing Units Built 2000 to 2009	14,558	17.90%
Housing Units Built 1990 to 1999	10,624	13.06%
Housing Units Built 1980 to 1989	12,231	15.04%
Housing Units Built 1970 to 1979	15,368	18.90%
Housing Units Built 1960 to 1969	6,339	7.79%
Housing Units Built 1950 to 1959	6,825	8.39%
Housing Units Built 1940 to 1949	5,273	6.48%
Housing Unit Built 1939 or Earlier	4,875	5.99%
2021 Est. Median Year Structure Built		1981

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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