



The **Retail**Coach®

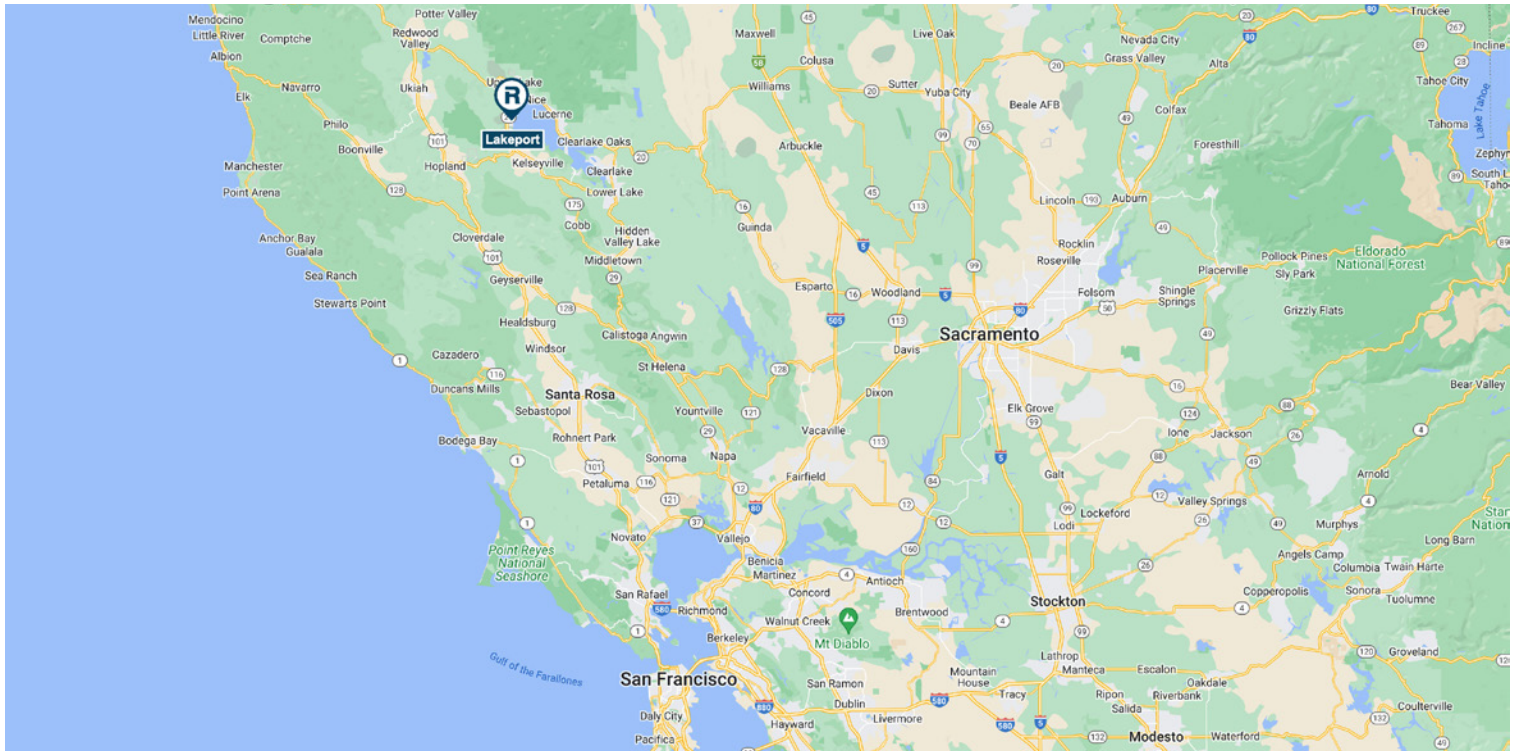
# Community Demographic Profile

LAKEPORT, CALIFORNIA

Prepared for City of Lakeport  
August 2024

# Community • Demographic Snapshot

Lakeport, California



## Population

2020	5,026
2024	4,988
2029	4,996

## Educational Attainment (%)

Graduate or Professional Degree	8.72%
Bachelors Degree	18.00%
Associate Degree	17.74%
Some College	23.89%
High School Graduate (or GED)	21.27%
Some High School, No Degree	4.98%
Less than 9th Grade	5.40%

## Income

Average HH	\$124,414
Median HH	\$85,104
Per Capita	\$55,966

## Age

0 - 9 Years	9.22%
10 - 17 Years	8.74%
18 - 24 Years	7.10%
25 - 34 Years	9.66%
35 - 44 Years	11.55%
45 - 54 Years	10.73%
55 - 64 Years	14.09%
65 and Older	28.91%
Median Age	48.56
Average Age	46.30

## Race Distribution (%)

White	72.35%
Black/African American	1.22%
American Indian/Alaskan	2.63%
Asian	2.69%
Native Hawaiian/Islander	0.20%
Other Race	8.74%
Two or More Races	12.17%
Hispanic	21.39%



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# Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	4,996	
2024 Estimate	4,988	
2020 Census	5,026	
2010 Census	4,761	
Growth 2024 - 2029		0.16%
Growth 2020 - 2024		-0.75%
Growth 2010 - 2020		5.57%
<b>2024 Est. Population by Single-Classification Race</b>	<b>4,988</b>	
White Alone	3,609	72.35%
Black or African American Alone	61	1.22%
Amer. Indian and Alaska Native Alone	131	2.63%
Asian Alone	134	2.69%
Native Hawaiian and Other Pacific Island Alone	10	0.20%
Some Other Race Alone	436	8.74%
Two or More Races	607	12.17%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>4,988</b>	
Not Hispanic or Latino	3,921	78.61%
Hispanic or Latino	1,067	21.39%
Mexican	927	86.88%
Puerto Rican	66	6.19%
Cuban	0	0.00%
All Other Hispanic or Latino	74	6.93%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,067</b>	
White Alone	272	25.49%
Black or African American Alone	7	0.66%
American Indian and Alaska Native Alone	46	4.31%
Asian Alone	3	0.28%
Native Hawaiian and Other Pacific Islander Alone	5	0.47%
Some Other Race Alone	417	39.08%
Two or More Races	317	29.71%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>134</b>	
Chinese, except Taiwanese	12	8.96%
Filipino	102	76.12%
Japanese	4	2.98%
Asian Indian	1	0.75%
Korean	6	4.48%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	9	6.72%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>4,988</b>	
Arab	0	0.00%
Czech	0	0.00%
Danish	2	0.04%
Dutch	134	2.69%
English	654	13.11%
French (except Basque)	135	2.71%
French Canadian	9	0.18%
German	314	6.29%
Greek	54	1.08%
Hungarian	17	0.34%
Irish	398	7.98%
Italian	122	2.45%
Lithuanian	0	0.00%
United States or American	109	2.18%
Norwegian	40	0.80%
Polish	24	0.48%
Portuguese	95	1.90%
Russian	6	0.12%
Scottish	91	1.82%
Scotch-Irish	169	3.39%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	80	1.60%
Swiss	24	0.48%
Ukrainian	0	0.00%
Welsh	22	0.44%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,630	32.68%
Ancestry Unclassified	859	17.22%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,286	90.04%
Speak Asian/Pacific Island Language at Home	82	1.72%
Speak IndoEuropean Language at Home	96	2.02%
Speak Spanish at Home	296	6.22%
Speak Other Language at Home	0	0.00%

# Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>4,988</b>	
Age 0 - 4	228	4.57%
Age 5 - 9	232	4.65%
Age 10 - 14	267	5.35%
Age 15 - 17	169	3.39%
Age 18 - 20	162	3.25%
Age 21 - 24	192	3.85%
Age 25 - 34	482	9.66%
Age 35 - 44	576	11.55%
Age 45 - 54	535	10.73%
Age 55 - 64	703	14.09%
Age 65 - 74	820	16.44%
Age 75 - 84	456	9.14%
Age 85 and over	166	3.33%
Age 16 and over	4,203	84.26%
Age 18 and over	4,092	82.04%
Age 21 and over	3,930	78.79%
Age 65 and over	1,442	28.91%
2024 Est. Median Age		48.56
2024 Est. Average Age		46.30
<b>2024 Est. Population by Sex</b>	<b>4,988</b>	
Male	2,397	48.06%
Female	2,591	51.95%
<b>2024 Est. Male Population by Age</b>	<b>2,397</b>	
Age 0 - 4	117	4.88%
Age 5 - 9	116	4.84%
Age 10 - 14	136	5.67%
Age 15 - 17	94	3.92%
Age 18 - 20	88	3.67%
Age 21 - 24	103	4.30%
Age 25 - 34	250	10.43%
Age 35 - 44	281	11.72%
Age 45 - 54	253	10.56%
Age 55 - 64	336	14.02%
Age 65 - 74	364	15.19%
Age 75 - 84	193	8.05%
Age 85 and over	66	2.75%
2024 Est. Median Age, Male		45.53
2024 Est. Average Age, Male		44.60
<b>2024 Est. Female Population by Age</b>	<b>2,591</b>	
Age 0 - 4	111	4.28%
Age 5 - 9	116	4.48%
Age 10 - 14	131	5.06%
Age 15 - 17	75	2.89%
Age 18 - 20	74	2.86%
Age 21 - 24	89	3.43%
Age 25 - 34	232	8.95%
Age 35 - 44	295	11.39%
Age 45 - 54	282	10.88%
Age 55 - 64	367	14.16%
Age 65 - 74	456	17.60%
Age 75 - 84	263	10.15%
Age 85 and over	100	3.86%
2024 Est. Median Age, Female		51.30
2024 Est. Average Age, Female		47.90

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,270	29.80%
Males, Never Married	589	13.82%
Females, Never Married	681	15.98%
Married, Spouse present	2,040	47.88%
Married, Spouse absent	100	2.35%
Widowed	349	8.19%
Males Widowed	70	1.64%
Females Widowed	279	6.55%
Divorced	502	11.78%
Males Divorced	290	6.81%
Females Divorced	212	4.97%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	202	5.40%
Some High School, no diploma	186	4.98%
High School Graduate (or GED)	795	21.27%
Some College, no degree	893	23.89%
Associate Degree	663	17.74%
Bachelor's Degree	673	18.00%
Master's Degree	212	5.67%
Professional School Degree	105	2.81%
Doctorate Degree	9	0.24%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	109	17.93%
High School Graduate	293	48.19%
Some College or Associate's Degree	121	19.90%
Bachelor's Degree or Higher	85	13.98%
<b>Households</b>		
2029 Projection	2,203	
2024 Estimate	2,197	
2020 Census	2,204	
2010 Census	2,016	
Growth 2024 - 2029		0.27%
Growth 2020 - 2024		-0.31%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>2,197</b>	
Family Households	1,266	57.62%
Nonfamily Households	931	42.38%
2024 Est. Group Quarters Population	104	
2024 Households by Ethnicity, Hispanic/Latino	319	



# Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>2,197</b>	
Income < \$15,000	210	9.56%
Income \$15,000 - \$24,999	145	6.60%
Income \$25,000 - \$34,999	106	4.83%
Income \$35,000 - \$49,999	118	5.37%
Income \$50,000 - \$74,999	380	17.30%
Income \$75,000 - \$99,999	319	14.52%
Income \$100,000 - \$124,999	199	9.06%
Income \$125,000 - \$149,999	133	6.05%
Income \$150,000 - \$199,999	207	9.42%
Income \$200,000 - \$249,999	144	6.55%
Income \$250,000 - \$499,999	152	6.92%
Income \$500,000+	84	3.82%
2024 Est. Average Household Income		\$124,414
2024 Est. Median Household Income		\$85,104
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$90,169
Black or African American Alone		\$22,297
American Indian and Alaska Native Alone		\$44,475
Asian Alone		\$23,437
Native Hawaiian and Other Pacific Islander Alone		\$10,407
Some Other Race Alone		\$89,580
Two or More Races		\$78,464
Hispanic or Latino		\$73,157
Not Hispanic or Latino		\$88,710
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>2,197</b>	
Family Households with Children	417	18.98%
Family Households without Children	1,780	81.02%
<b>Married-Couple Families</b>	<b>1,079</b>	<b>49.11%</b>
Married-Couple Family, own children	319	14.52%
Married-Couple Family, no own children	760	34.59%
<b>Cohabiting-Couple Families</b>	<b>91</b>	<b>4.14%</b>
Cohabiting-Couple Family, own children	51	2.32%
Cohabiting-Couple Family, no own children	40	1.82%
<b>Male Householder Families</b>	<b>490</b>	<b>22.30%</b>
Male Householder, own children	20	0.91%
Male Householder, no own children	101	4.60%
Male Householder, only Nonrelatives	0	0.00%
Male Householder, Living Alone	369	16.80%
<b>Female Householder Families</b>	<b>537</b>	<b>24.44%</b>
Female Householder, own children	27	1.23%
Female Householder, no own children	137	6.24%
Female Householder, only Nonrelatives	18	0.82%
Female Householder, Living Alone	355	16.16%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>2,197</b>	
1-person	866	39.42%
2-person	676	30.77%
3-person	259	11.79%
4-person	194	8.83%
5-person	116	5.28%
6-person	52	2.37%
7-or-more-person	34	1.55%
2024 Est. Average Household Size		2.22
<b>2024 Est. Households by Number of Vehicles</b>	<b>2,197</b>	
No Vehicles	184	8.38%
1 Vehicle	871	39.65%
2 Vehicles	609	27.72%
3 Vehicles	367	16.70%
4 Vehicles	106	4.83%
5 or more Vehicles	60	2.73%
2024 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2029 Projection	1,262	
2024 Estimate	1,266	
2020 Estimate	1,275	
2010 Census	1,183	
Growth 2024 - 2029		-0.31%
Growth 2020 - 2024		-0.70%
Growth 2010 - 2020		7.78%
<b>2024 Est. Families by Poverty Status</b>	<b>1,266</b>	
2024 Families at or Above Poverty	1,234	97.47%
2024 Families at or Above Poverty with Children	418	33.02%
2024 Families Below Poverty	32	2.53%
2024 Families Below Poverty with Children	11	0.87%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	1,779	42.33%
Civilian Labor Force, Unemployed	134	3.19%
Armed Forces	1	0.02%
Not in Labor Force	2,289	54.46%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	924	50.91%
Non-Profit Private Workers	64	3.53%
Local Government Workers	8	0.44%
State Government Workers	110	6.06%
Federal Government Workers	333	18.35%
Self-Employed Workers	376	20.72%
Unpaid Family Workers	0	0.00%



# Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	73	4.02%
Arts/Entertainment/Sports	39	2.15%
Building Grounds Maintenance	82	4.52%
Business/Financial Operations	102	5.62%
Community/Social Services	4	0.22%
Computer/Mathematical	0	0.00%
Construction/Extraction	29	1.60%
Education/Training/Library	162	8.93%
Farming/Fishing/Forestry	36	1.98%
Food Prep/Serving	106	5.84%
Health Practitioner/Technician	72	3.97%
Healthcare Support	70	3.86%
Maintenance Repair	51	2.81%
Legal	34	1.87%
Life/Physical/Social Science	34	1.87%
Management	352	19.39%
Office/Admin. Support	120	6.61%
Production	77	4.24%
Protective Services	93	5.12%
Sales/Related	74	4.08%
Personal Care/Service	21	1.16%
Transportation/Moving	184	10.14%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	1,066	58.73%
Blue Collar	341	18.79%
Service and Farm	408	22.48%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	1,270	72.04%
Car Pooled	139	7.88%
Public Transportation	2	0.11%
Walked	0	0.00%
Bicycle	0	0.00%
Other Means	6	0.34%
Worked at Home	346	19.63%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	875	
15 - 29 Minutes	413	
30 - 44 Minutes	63	
45 - 59 Minutes	54	
60 or more Minutes	46	
2024 Est. Avg Travel Time to Work in Minutes		16
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>2,197</b>	
Owner Occupied	1,342	61.08%
Renter Occupied	855	38.92%
2024 Owner Occ. HUs: Avg. Length of Residence		18.30 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.80 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>1,342</b>	
Value Less than \$20,000	22	1.64%
Value \$20,000 - \$39,999	10	0.75%
Value \$40,000 - \$59,999	43	3.20%
Value \$60,000 - \$79,999	12	0.89%
Value \$80,000 - \$99,999	19	1.42%
Value \$100,000 - \$149,999	52	3.87%
Value \$150,000 - \$199,999	21	1.56%
Value \$200,000 - \$299,999	195	14.53%
Value \$300,000 - \$399,999	288	21.46%
Value \$400,000 - \$499,999	213	15.87%
Value \$500,000 - \$749,999	309	23.02%
Value \$750,000 - \$999,999	68	5.07%
Value \$1,000,000 or \$1,499,999	75	5.59%
Value \$1,500,000 or \$1,999,999	10	0.75%
Value \$2,000,000+	5	0.37%
2024 Est. Median All Owner-Occupied Housing Value		\$403,663
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	1,645	66.46%
1 Unit Attached	63	2.54%
2 Units	1	0.04%
3 or 4 Units	69	2.79%
5 to 19 Units	60	2.42%
20 to 49 Units	261	10.55%
50 or More Units	32	1.29%
Mobile Home or Trailer	314	12.69%
Boat, RV, Van, etc.	30	1.21%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	19	0.77%
Housing Units Built 2010 to 2019	66	2.67%
Housing Units Built 2000 to 2009	93	3.76%
Housing Units Built 1990 to 1999	306	12.36%
Housing Units Built 1980 to 1989	524	21.17%
Housing Units Built 1970 to 1979	597	24.12%
Housing Units Built 1960 to 1969	180	7.27%
Housing Units Built 1950 to 1959	363	14.67%
Housing Units Built 1940 to 1949	64	2.59%
Housing Unit Built 1939 or Earlier	263	10.63%
2024 Est. Median Year Structure Built		1976

<sup>†</sup> 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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