

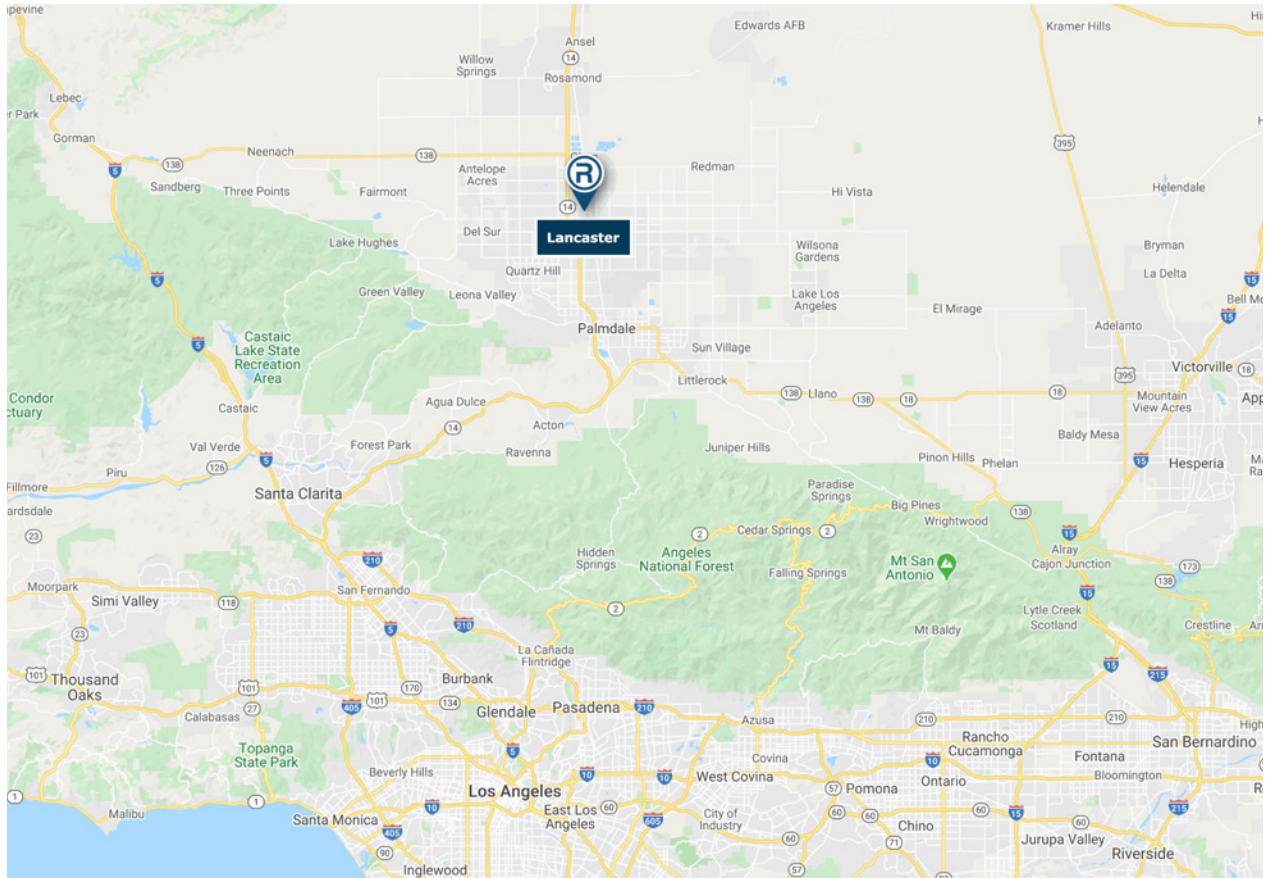


LANCASTER, CALIFORNIA

Community Demographic Profile



Contact Information



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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.



Community • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
Population		
2025 Projection	181,173	
2020 Estimate	172,660	
2010 Census	156,633	
2000 Census	121,341	
Growth 2020 - 2025		4.93%
Growth 2010 - 2020		10.23%
Growth 2000 - 2010		29.09%
2020 Est. Population by Single-Classification Race	172,660	
White Alone	70,548	40.86%
Black or African American Alone	38,691	22.41%
Amer. Indian and Alaska Native Alone	1,560	0.90%
Asian Alone	7,612	4.41%
Native Hawaiian and Other Pacific Island Alone	354	0.21%
Some Other Race Alone	44,012	25.49%
Two or More Races	9,883	5.72%
2020 Est. Population by Hispanic or Latino Origin	172,660	
Not Hispanic or Latino	93,847	54.35%
Hispanic or Latino	78,813	45.65%
Mexican	55,716	70.69%
Puerto Rican	1,477	1.87%
Cuban	696	0.88%
All Other Hispanic or Latino	20,924	26.55%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	78,813	
White Alone	27,974	35.49%
Black or African American Alone	1,412	1.79%
American Indian and Alaska Native Alone	997	1.27%
Asian Alone	362	0.46%
Native Hawaiian and Other Pacific Islander Alone	67	0.09%
Some Other Race Alone	43,420	55.09%
Two or More Races	4,581	5.81%
2020 Est. Pop by Race, Asian Alone, by Category	7,612	
Chinese, except Taiwanese	582	7.65%
Filipino	3,812	50.08%
Japanese	276	3.63%
Asian Indian	385	5.06%
Korean	686	9.01%
Vietnamese	258	3.39%
Cambodian	458	6.02%
Hmong	0	0.00%
Laotian	85	1.12%
Thai	101	1.33%
All Other Asian Races Including 2+ Category	969	12.73%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	172,660	
Arab	1,324	0.77%
Czech	243	0.14%
Danish	541	0.31%
Dutch	1,425	0.83%
English	8,349	4.84%
French (except Basque)	2,491	1.44%
French Canadian	674	0.39%
German	13,335	7.72%
Greek	338	0.20%
Hungarian	433	0.25%
Irish	8,600	4.98%
Italian	5,608	3.25%
Lithuanian	40	0.02%
United States or American	8,872	5.14%
Norwegian	1,487	0.86%
Polish	1,332	0.77%
Portuguese	393	0.23%
Russian	639	0.37%
Scottish	1,727	1.00%
Scotch-Irish	1,795	1.04%
Slovak	84	0.05%
Subsaharan African	2,066	1.20%
Swedish	941	0.55%
Swiss	180	0.10%
Ukrainian	109	0.06%
Welsh	297	0.17%
West Indian (except Hisp. groups)	1,053	0.61%
Other ancestries	85,799	49.69%
Ancestry Unclassified	22,485	13.02%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	103,121	64.62%
Speak Asian/Pacific Island Language at Home	3,883	2.43%
Speak IndoEuropean Language at Home	3,277	2.05%
Speak Spanish at Home	47,510	29.77%
Speak Other Language at Home	1,781	1.12%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	172,660	
Age 0 - 4	13,088	7.58%
Age 5 - 9	12,337	7.15%
Age 10 - 14	12,056	6.98%
Age 15 - 17	8,098	4.69%
Age 18 - 20	7,891	4.57%
Age 21 - 24	10,666	6.18%
Age 25 - 34	28,309	16.40%
Age 35 - 44	22,057	12.78%
Age 45 - 54	19,858	11.50%
Age 55 - 64	19,272	11.16%
Age 65 - 74	11,520	6.67%
Age 75 - 84	5,282	3.06%
Age 85 and over	2,226	1.29%
Age 16 and over	132,529	76.76%
Age 18 and over	127,081	73.60%
Age 21 and over	119,190	69.03%
Age 65 and over	19,028	11.02%
2020 Est. Median Age		32.73
2020 Est. Average Age		35.30
2020 Est. Population by Sex	172,660	
Male	86,662	50.19%
Female	85,998	49.81%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	86,662	
Age 0 - 4	6,639	7.66%
Age 5 - 9	6,310	7.28%
Age 10 - 14	6,154	7.10%
Age 15 - 17	4,045	4.67%
Age 18 - 20	4,039	4.66%
Age 21 - 24	5,514	6.36%
Age 25 - 34	15,063	17.38%
Age 35 - 44	11,479	13.25%
Age 45 - 54	9,993	11.53%
Age 55 - 64	9,264	10.69%
Age 65 - 74	5,257	6.07%
Age 75 - 84	2,175	2.51%
Age 85 and over	730	0.84%
2020 Est. Median Age, Male		31.94
2020 Est. Average Age, Male		34.30
2020 Est. Female Population by Age	85,998	
Age 0 - 4	6,449	7.50%
Age 5 - 9	6,027	7.01%
Age 10 - 14	5,902	6.86%
Age 15 - 17	4,053	4.71%
Age 18 - 20	3,852	4.48%
Age 21 - 24	5,152	5.99%
Age 25 - 34	13,246	15.40%
Age 35 - 44	10,578	12.30%
Age 45 - 54	9,865	11.47%
Age 55 - 64	10,008	11.64%
Age 65 - 74	6,263	7.28%
Age 75 - 84	3,107	3.61%
Age 85 and over	1,496	1.74%
2020 Est. Median Age, Female		33.65
2020 Est. Average Age, Female		36.30

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	57,996	42.90%
Males, Never Married	30,698	22.71%
Females, Never Married	27,298	20.19%
Married, Spouse present	51,910	38.40%
Married, Spouse absent	8,057	5.96%
Widowed	6,085	4.50%
Males Widowed	1,454	1.08%
Females Widowed	4,631	3.43%
Divorced	11,131	8.23%
Males Divorced	4,847	3.59%
Females Divorced	6,284	4.65%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,643	7.0%
Some High School, no diploma	10,496	9.7%
High School Graduate (or GED)	32,894	30.3%
Some College, no degree	29,686	27.4%
Associate Degree	10,138	9.3%
Bachelor's Degree	11,588	10.7%
Master's Degree	4,910	4.5%
Professional School Degree	744	0.7%
Doctorate Degree	425	0.4%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	14,137	31.70%
High School Graduate	14,296	32.05%
Some College or Associate's Degree	12,806	28.71%
Bachelor's Degree or Higher	3,362	7.54%
Households		
2025 Projection	53,230	
2020 Estimate	50,965	
2010 Census	47,475	
2000 Census	39,503	
Growth 2020 - 2025		4.44%
Growth 2010 - 2020		7.35%
Growth 2000 - 2010		20.18%
2020 Est. Households by Household Type	50,965	
Family Households	37,685	73.94%
Nonfamily Households	13,280	26.06%
2020 Est. Group Quarters Population	8,519	
2020 Households by Ethnicity, Hispanic/Latino	18,132	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	50,965	
Income < \$15,000	8,267	16.22%
Income \$15,000 - \$24,999	3,758	7.37%
Income \$25,000 - \$34,999	3,842	7.54%
Income \$35,000 - \$49,999	6,706	13.16%
Income \$50,000 - \$74,999	9,558	18.75%
Income \$75,000 - \$99,999	6,564	12.88%
Income \$100,000 - \$124,999	4,558	8.94%
Income \$125,000 - \$149,999	2,766	5.43%
Income \$150,000 - \$199,999	2,508	4.92%
Income \$200,000 - \$249,999	1,156	2.27%
Income \$250,000 - \$499,999	972	1.91%
Income \$500,000+	310	0.61%
2020 Est. Average Household Income		\$74,547
2020 Est. Median Household Income		\$56,981
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,360
Black or African American Alone		\$38,308
American Indian and Alaska Native Alone		\$58,983
Asian Alone		\$84,726
Native Hawaiian and Other Pacific Islander Alone		\$71,056
Some Other Race Alone		\$53,973
Two or More Races		\$68,655
Hispanic or Latino		\$54,687
Not Hispanic or Latino		\$58,765
2020 Est. Family HH Type by Presence of Own Child.	37,685	
Married-Couple Family, own children	12,372	32.83%
Married-Couple Family, no own children	11,428	30.33%
Male Householder, own children	1,974	5.24%
Male Householder, no own children	1,707	4.53%
Female Householder, own children	6,224	16.52%
Female Householder, no own children	3,980	10.56%
2020 Est. Households by Household Size	50,965	
1-person	10,079	19.78%
2-person	12,381	24.29%
3-person	8,800	17.27%
4-person	8,040	15.78%
5-person	5,628	11.04%
6-person	3,115	6.11%
7-or-more-person	2,922	5.73%
2020 Est. Average Household Size		3.22

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	50,965	
Households with 1 or More People under Age 18:	23,637	46.38%
Married-Couple Family	13,560	57.37%
Other Family, Male Householder	2,382	10.08%
Other Family, Female Householder	7,438	31.47%
Nonfamily, Male Householder	160	0.68%
Nonfamily, Female Householder	97	0.41%
Households with No People under Age 18:	27,328	53.62%
Married-Couple Family	10,244	37.49%
Other Family, Male Householder	1,287	4.71%
Other Family, Female Householder	2,770	10.14%
Nonfamily, Male Householder	6,304	23.07%
Nonfamily, Female Householder	6,723	24.60%
2020 Est. Households by Number of Vehicles	50,965	
No Vehicles	3,658	7.18%
1 Vehicle	16,496	32.37%
2 Vehicles	18,634	36.56%
3 Vehicles	8,088	15.87%
4 Vehicles	2,966	5.82%
5 or more Vehicles	1,123	2.20%
2020 Est. Average Number of Vehicles		1.9
Family Households		
2025 Projection	39,389	
2020 Estimate	37,685	
2010 Census	34,982	
2000 Census	28,315	
Growth 2020 - 2025		4.52%
Growth 2010 - 2020		7.73%
Growth 2000 - 2010		23.55%

2020 Est. Families by Poverty Status	37,685	
2020 Families at or Above Poverty	31,258	82.95%
2020 Families at or Above Poverty with Children	16,095	42.71%
2020 Families Below Poverty	6,427	17.06%
2020 Families Below Poverty with Children	4,654	12.35%
2020 Est. Pop 16+ by Employment Status	132,529	
Civilian Labor Force, Employed	62,545	47.19%
Civilian Labor Force, Unemployed	4,414	3.33%
Armed Forces	179	0.14%
Not in Labor Force	65,391	49.34%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	61,383	
For-Profit Private Workers	40,841	66.54%
Non-Profit Private Workers	4,291	6.99%
Local Government Workers	2,469	4.02%
State Government Workers	2,630	4.29%
Federal Government Workers	7,438	12.12%
Self-Employed Workers	3,670	5.98%
Unpaid Family Workers	44	0.07%
2020 Est. Civ. Employed Pop 16+ by Occupation	61,383	
Architect/Engineer	1,820	2.97%
Arts/Entertainment/Sports	884	1.44%
Building Grounds Maintenance	2,531	4.12%
Business/Financial Operations	1,669	2.72%
Community/Social Services	1,634	2.66%
Computer/Mathematical	917	1.49%
Construction/Extraction	4,370	7.12%
Education/Training/Library	3,880	6.32%
Farming/Fishing/Forestry	197	0.32%
Food Prep/Serving	2,694	4.39%
Health Practitioner/Technician	4,328	7.05%
Healthcare Support	1,771	2.89%
Maintenance Repair	2,632	4.29%
Legal	272	0.44%
Life/Physical/Social Science	271	0.44%
Management	5,018	8.18%
Office/Admin. Support	7,623	12.42%
Production	2,783	4.53%
Protective Services	1,879	3.06%
Sales/Related	6,566	10.70%
Personal Care/Service	3,273	5.33%
Transportation/Moving	4,371	7.12%

2020 Est. Pop 16+ by Occupation Classification	61,383	
White Collar	34,882	56.83%
Blue Collar	14,156	23.06%
Service and Farm	12,345	20.11%
2020 Est. Workers Age 16+ by Transp. to Work	60,157	
Drove Alone	50,354	83.70%
Car Pooled	5,361	8.91%
Public Transportation	828	1.38%
Walked	637	1.06%
Bicycle	124	0.21%
Other Means	464	0.77%
Worked at Home	2,389	3.97%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,048	
15 - 29 Minutes	22,517	
30 - 44 Minutes	4,219	
45 - 59 Minutes	4,066	
60 or more Minutes	13,046	
2020 Est. Avg Travel Time to Work in Minutes		35
2020 Est. Occupied Housing Units by Tenure	50,965	
Owner Occupied	30,666	60.17%
Renter Occupied	20,299	39.83%
2020 Owner Occ. HUs: Avg. Length of Residence		13.8
2020 Renter Occ. HUs: Avg. Length of Residence		6.7
2020 Est. Owner-Occupied Housing Units by Value	50,965	
Value Less than \$20,000	972	3.17%
Value \$20,000 - \$39,999	1,032	3.37%
Value \$40,000 - \$59,999	817	2.66%
Value \$60,000 - \$79,999	1,075	3.51%
Value \$80,000 - \$99,999	975	3.18%
Value \$100,000 - \$149,999	2,722	8.88%
Value \$150,000 - \$199,999	2,817	9.19%
Value \$200,000 - \$299,999	6,822	22.25%
Value \$300,000 - \$399,999	5,359	17.48%
Value \$400,000 - \$499,999	3,178	10.36%
Value \$500,000 - \$749,999	2,262	7.38%
Value \$750,000 - \$999,999	1,056	3.44%
Value \$1,000,000 or \$1,499,999	776	2.53%
Value \$1,500,000 or \$1,999,999	357	1.16%
Value \$2,000,000+	446	1.45%
2020 Est. Median All Owner-Occupied Housing Value		\$271,534

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,413	6.09%
Housing Units Built 2010 to 2014	747	1.33%
Housing Units Built 2000 to 2009	8,570	15.29%
Housing Units Built 1990 to 1999	8,272	14.76%
Housing Units Built 1980 to 1989	18,206	32.48%
Housing Units Built 1970 to 1979	8,484	15.13%
Housing Units Built 1960 to 1969	2,982	5.32%
Housing Units Built 1950 to 1959	4,463	7.96%
Housing Units Built 1940 to 1949	496	0.89%
Housing Unit Built 1939 or Earlier	429	0.77%
2020 Est. Median Year Structure Built		1986

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	39,117	69.77%
1 Unit Attached	846	1.51%
2 Units	457	0.82%
3 or 4 Units	2,614	4.66%
5 to 19 Units	4,881	8.71%
20 to 49 Units	1,134	2.02%
50 or More Units	2,683	4.79%
Mobile Home or Trailer	4,199	7.49%
Boat, RV, Van, etc.	131	0.23%



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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