

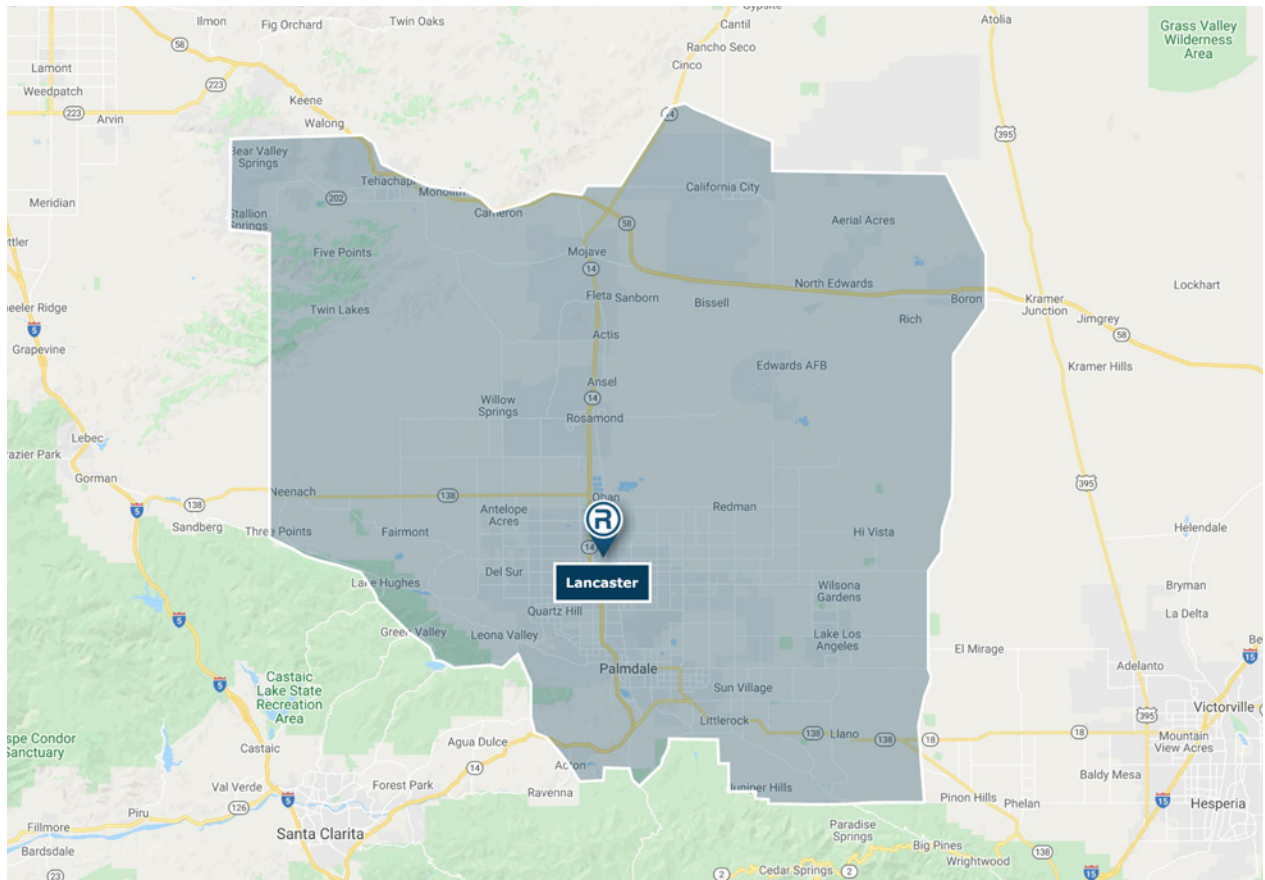


LANCASTER, CALIFORNIA

Retail Trade Area Demographic Profile



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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.



Retail Trade Area • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
Population		
2025 Projection	522,908	
2020 Estimate	499,311	
2010 Census	453,123	
2000 Census	359,319	
Growth 2020 - 2025		4.73%
Growth 2010 - 2020		10.19%
Growth 2000 - 2010		26.11%
2020 Est. Population by Single-Classification Race	499,311	
White Alone	246,039	49.28%
Black or African American Alone	76,166	15.25%
Amer. Indian and Alaska Native Alone	4,728	0.95%
Asian Alone	19,487	3.90%
Native Hawaiian and Other Pacific Island Alone	1,087	0.22%
Some Other Race Alone	123,715	24.78%
Two or More Races	28,089	5.63%
2020 Est. Population by Hispanic or Latino Origin	499,311	
Not Hispanic or Latino	254,934	51.06%
Hispanic or Latino	244,377	48.94%
Mexican	176,098	72.06%
Puerto Rican	4,146	1.70%
Cuban	2,077	0.85%
All Other Hispanic or Latino	62,056	25.39%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	244,377	
White Alone	100,206	41.01%
Black or African American Alone	3,274	1.34%
American Indian and Alaska Native Alone	2,901	1.19%
Asian Alone	961	0.39%
Native Hawaiian and Other Pacific Islander Alone	284	0.12%
Some Other Race Alone	122,467	50.11%
Two or More Races	14,283	5.85%
2020 Est. Pop by Race, Asian Alone, by Category	19,487	
Chinese, except Taiwanese	1,841	9.45%
Filipino	8,910	45.72%
Japanese	945	4.85%
Asian Indian	1,249	6.41%
Korean	2,072	10.63%
Vietnamese	1,229	6.31%
Cambodian	1,130	5.80%
Hmong	6	0.03%
Laotian	218	1.12%
Thai	338	1.74%
All Other Asian Races Including 2+ Category	1,548	7.94%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	499,311	
Arab	2,591	0.52%
Czech	777	0.16%
Danish	1,852	0.37%
Dutch	3,855	0.77%
English	24,937	4.99%
French (except Basque)	6,938	1.39%
French Canadian	2,014	0.40%
German	38,926	7.80%
Greek	1,085	0.22%
Hungarian	1,242	0.25%
Irish	24,905	4.99%
Italian	16,286	3.26%
Lithuanian	181	0.04%
United States or American	23,042	4.62%
Norwegian	4,466	0.89%
Polish	4,345	0.87%
Portuguese	1,033	0.21%
Russian	1,868	0.37%
Scottish	5,285	1.06%
Scotch-Irish	4,962	0.99%
Slovak	220	0.04%
Subsaharan African	5,091	1.02%
Swedish	3,534	0.71%
Swiss	475	0.10%
Ukrainian	292	0.06%
Welsh	989	0.20%
West Indian (except Hisp. groups)	1,694	0.34%
Other ancestries	249,457	49.96%
Ancestry Unclassified	66,969	13.41%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	287,146	62.00%
Speak Asian/Pacific Island Language at Home	10,670	2.30%
Speak IndoEuropean Language at Home	9,245	2.00%
Speak Spanish at Home	152,483	32.93%
Speak Other Language at Home	3,579	0.77%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	499,311	
Age 0 - 4	36,187	7.25%
Age 5 - 9	34,981	7.01%
Age 10 - 14	34,983	7.01%
Age 15 - 17	23,019	4.61%
Age 18 - 20	21,993	4.41%
Age 21 - 24	30,744	6.16%
Age 25 - 34	79,777	15.98%
Age 35 - 44	58,580	11.73%
Age 45 - 54	58,737	11.76%
Age 55 - 64	60,982	12.21%
Age 65 - 74	37,147	7.44%
Age 75 - 84	16,380	3.28%
Age 85 and over	5,801	1.16%
Age 16 and over	385,605	77.23%
Age 18 and over	370,141	74.13%
Age 21 and over	348,148	69.73%
Age 65 and over	59,328	11.88%
2020 Est. Median Age		33.37
2020 Est. Average Age		36.07
2020 Est. Population by Sex	499,311	
Male	250,668	50.20%
Female	248,643	49.80%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	250,668	
Age 0 - 4	18,450	7.36%
Age 5 - 9	17,844	7.12%
Age 10 - 14	17,937	7.16%
Age 15 - 17	11,586	4.62%
Age 18 - 20	11,327	4.52%
Age 21 - 24	15,899	6.34%
Age 25 - 34	42,138	16.81%
Age 35 - 44	30,019	11.98%
Age 45 - 54	28,853	11.51%
Age 55 - 64	29,590	11.80%
Age 65 - 74	17,746	7.08%
Age 75 - 84	7,197	2.87%
Age 85 and over	2,082	0.83%
2020 Est. Median Age, Male		32.50
2020 Est. Average Age, Male		35.20
2020 Est. Female Population by Age	248,643	
Age 0 - 4	17,737	7.13%
Age 5 - 9	17,137	6.89%
Age 10 - 14	17,046	6.86%
Age 15 - 17	11,434	4.60%
Age 18 - 20	10,666	4.29%
Age 21 - 24	14,845	5.97%
Age 25 - 34	37,639	15.14%
Age 35 - 44	28,561	11.49%
Age 45 - 54	29,884	12.02%
Age 55 - 64	31,392	12.63%
Age 65 - 74	19,402	7.80%
Age 75 - 84	9,183	3.69%
Age 85 and over	3,719	1.50%
2020 Est. Median Age, Female		34.37
2020 Est. Average Age, Female		36.88

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	150,802	38.36%
Males, Never Married	81,461	20.72%
Females, Never Married	69,342	17.64%
Married, Spouse present	165,599	42.12%
Married, Spouse absent	22,240	5.66%
Widowed	17,922	4.56%
Males Widowed	4,261	1.08%
Females Widowed	13,661	3.48%
Divorced	36,597	9.31%
Males Divorced	16,206	4.12%
Females Divorced	20,391	5.19%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	28,066	8.8%
Some High School, no diploma	34,223	10.8%
High School Graduate (or GED)	90,081	28.4%
Some College, no degree	86,358	27.2%
Associate Degree	27,402	8.6%
Bachelor's Degree	33,622	10.6%
Master's Degree	13,631	4.3%
Professional School Degree	2,594	0.8%
Doctorate Degree	1,426	0.4%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	49,047	35.41%
High School Graduate	40,267	29.07%
Some College or Associate's Degree	38,678	27.92%
Bachelor's Degree or Higher	10,528	7.60%
Households		
2025 Projection	154,297	
2020 Estimate	148,028	
2010 Census	137,086	
2000 Census	113,143	
Growth 2020 - 2025		4.24%
Growth 2010 - 2020		7.98%
Growth 2000 - 2010		21.16%
2020 Est. Households by Household Type	148,028	
Family Households	113,108	76.41%
Nonfamily Households	34,920	23.59%
2020 Est. Group Quarters Population	14,989	
2020 Households by Ethnicity, Hispanic/Latino	56,289	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	148,028	
Income < \$15,000	18,775	12.68%
Income \$15,000 - \$24,999	12,129	8.19%
Income \$25,000 - \$34,999	11,855	8.01%
Income \$35,000 - \$49,999	20,080	13.57%
Income \$50,000 - \$74,999	25,891	17.49%
Income \$75,000 - \$99,999	19,279	13.02%
Income \$100,000 - \$124,999	14,279	9.65%
Income \$125,000 - \$149,999	8,734	5.90%
Income \$150,000 - \$199,999	8,924	6.03%
Income \$200,000 - \$249,999	4,003	2.70%
Income \$250,000 - \$499,999	3,198	2.16%
Income \$500,000+	881	0.60%
2020 Est. Average Household Income		\$79,403
2020 Est. Median Household Income		\$59,848
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,378
Black or African American Alone		\$42,089
American Indian and Alaska Native Alone		\$54,671
Asian Alone		\$85,082
Native Hawaiian and Other Pacific Islander Alone		\$71,896
Some Other Race Alone		\$53,656
Two or More Races		\$72,045
Hispanic or Latino		\$54,882
Not Hispanic or Latino		\$63,681
2020 Est. Family HH Type by Presence of Own Child.	113,108	
Married-Couple Family, own children	39,449	34.88%
Married-Couple Family, no own children	38,627	34.15%
Male Householder, own children	5,609	4.96%
Male Householder, no own children	4,814	4.26%
Female Householder, own children	14,775	13.06%
Female Householder, no own children	9,835	8.70%
2020 Est. Households by Household Size	148,028	
1-person	26,749	18.07%
2-person	37,339	25.22%
3-person	25,187	17.02%
4-person	23,942	16.17%
5-person	16,750	11.32%
6-person	9,241	6.24%
7-or-more-person	8,821	5.96%
2020 Est. Average Household Size		3.27

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	148,028	
Households with 1 or More People under Age 18:	68,539	46.30%
Married-Couple Family	43,365	63.27%
Other Family, Male Householder	6,757	9.86%
Other Family, Female Householder	17,754	25.90%
Nonfamily, Male Householder	448	0.65%
Nonfamily, Female Householder	215	0.31%
Households with No People under Age 18:	79,490	53.70%
Married-Couple Family	34,733	43.70%
Other Family, Male Householder	3,650	4.59%
Other Family, Female Householder	6,849	8.62%
Nonfamily, Male Householder	17,475	21.98%
Nonfamily, Female Householder	16,783	21.11%
2020 Est. Households by Number of Vehicles	148,028	
No Vehicles	8,645	5.84%
1 Vehicle	41,642	28.13%
2 Vehicles	53,572	36.19%
3 Vehicles	27,770	18.76%
4 Vehicles	11,170	7.55%
5 or more Vehicles	5,229	3.53%
2020 Est. Average Number of Vehicles		2.08
Family Households		
2025 Projection	117,942	
2020 Estimate	113,108	
2010 Census	104,702	
2000 Census	86,278	
Growth 2020 - 2025		4.27%
Growth 2010 - 2020		8.03%
Growth 2000 - 2010		21.35%

2020 Est. Families by Poverty Status	113,108	
2020 Families at or Above Poverty	96,554	85.36%
2020 Families at or Above Poverty with Children	47,799	42.26%
2020 Families Below Poverty	16,554	14.64%
2020 Families Below Poverty with Children	12,365	10.93%
2020 Est. Pop 16+ by Employment Status	385,605	
Civilian Labor Force, Employed	189,322	49.10%
Civilian Labor Force, Unemployed	16,457	4.27%
Armed Forces	1,196	0.31%
Not in Labor Force	178,630	46.33%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	186,048	
For-Profit Private Workers	121,395	65.25%
Non-Profit Private Workers	10,351	5.56%
Local Government Workers	7,807	4.20%
State Government Workers	8,165	4.39%
Federal Government Workers	21,538	11.58%
Self-Employed Workers	16,483	8.86%
Unpaid Family Workers	309	0.17%
2020 Est. Civ. Employed Pop 16+ by Occupation	186,048	
Architect/Engineer	4,449	2.39%
Arts/Entertainment/Sports	2,825	1.52%
Building Grounds Maintenance	8,991	4.83%
Business/Financial Operations	5,211	2.80%
Community/Social Services	4,137	2.22%
Computer/Mathematical	3,074	1.65%
Construction/Extraction	14,089	7.57%
Education/Training/Library	10,578	5.69%
Farming/Fishing/Forestry	1,142	0.61%
Food Prep/Serving	9,088	4.89%
Health Practitioner/Technician	10,440	5.61%
Healthcare Support	4,508	2.42%
Maintenance Repair	8,883	4.78%
Legal	951	0.51%
Life/Physical/Social Science	928	0.50%
Management	14,856	7.99%
Office/Admin. Support	22,115	11.89%
Production	10,738	5.77%
Protective Services	6,442	3.46%
Sales/Related	19,390	10.42%
Personal Care/Service	9,790	5.26%
Transportation/Moving	13,421	7.21%

2020 Est. Pop 16+ by Occupation Classification	186,048	
White Collar	98,955	53.19%
Blue Collar	47,131	25.33%
Service and Farm	39,962	21.48%
2020 Est. Workers Age 16+ by Transp. to Work	182,921	
Drove Alone	147,085	80.41%
Car Pooled	20,886	11.42%
Public Transportation	2,471	1.35%
Walked	1,686	0.92%
Bicycle	305	0.17%
Other Means	1,539	0.84%
Worked at Home	8,949	4.89%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	35,829	
15 - 29 Minutes	57,327	
30 - 44 Minutes	17,690	
45 - 59 Minutes	15,987	
60 or more Minutes	47,528	
2020 Est. Avg Travel Time to Work in Minutes		39
2020 Est. Occupied Housing Units by Tenure	148,028	
Owner Occupied	97,852	66.10%
Renter Occupied	50,176	33.90%
2020 Owner Occ. HUs: Avg. Length of Residence		14.02
2020 Renter Occ. HUs: Avg. Length of Residence		6.46
2020 Est. Owner-Occupied Housing Units by Value	148,028	
Value Less than \$20,000	2,476	2.53%
Value \$20,000 - \$39,999	2,724	2.78%
Value \$40,000 - \$59,999	1,624	1.66%
Value \$60,000 - \$79,999	2,763	2.82%
Value \$80,000 - \$99,999	3,329	3.40%
Value \$100,000 - \$149,999	9,288	9.49%
Value \$150,000 - \$199,999	8,937	9.13%
Value \$200,000 - \$299,999	21,731	22.21%
Value \$300,000 - \$399,999	16,751	17.12%
Value \$400,000 - \$499,999	10,935	11.18%
Value \$500,000 - \$749,999	9,151	9.35%
Value \$750,000 - \$999,999	3,692	3.77%
Value \$1,000,000 or \$1,499,999	2,181	2.23%
Value \$1,500,000 or \$1,999,999	1,096	1.12%
Value \$2,000,000+	1,176	1.20%
2020 Est. Median All Owner-Occupied Housing Value		\$281,151

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	10,223	6.21%
Housing Units Built 2010 to 2014	1,642	1.00%
Housing Units Built 2000 to 2009	28,956	17.60%
Housing Units Built 1990 to 1999	30,997	18.84%
Housing Units Built 1980 to 1989	47,742	29.02%
Housing Units Built 1970 to 1979	19,734	12.00%
Housing Units Built 1960 to 1969	7,481	4.55%
Housing Units Built 1950 to 1959	13,540	8.23%
Housing Units Built 1940 to 1949	2,138	1.30%
Housing Unit Built 1939 or Earlier	2,071	1.26%
2020 Est. Median Year Structure Built		1988

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	125,947	76.55%
1 Unit Attached	2,653	1.61%
2 Units	1,861	1.13%
3 or 4 Units	5,997	3.65%
5 to 19 Units	10,342	6.29%
20 to 49 Units	2,187	1.33%
50 or More Units	4,498	2.73%
Mobile Home or Trailer	10,740	6.53%
Boat, RV, Van, etc.	298	0.18%



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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