



The **Retail** Coach.®

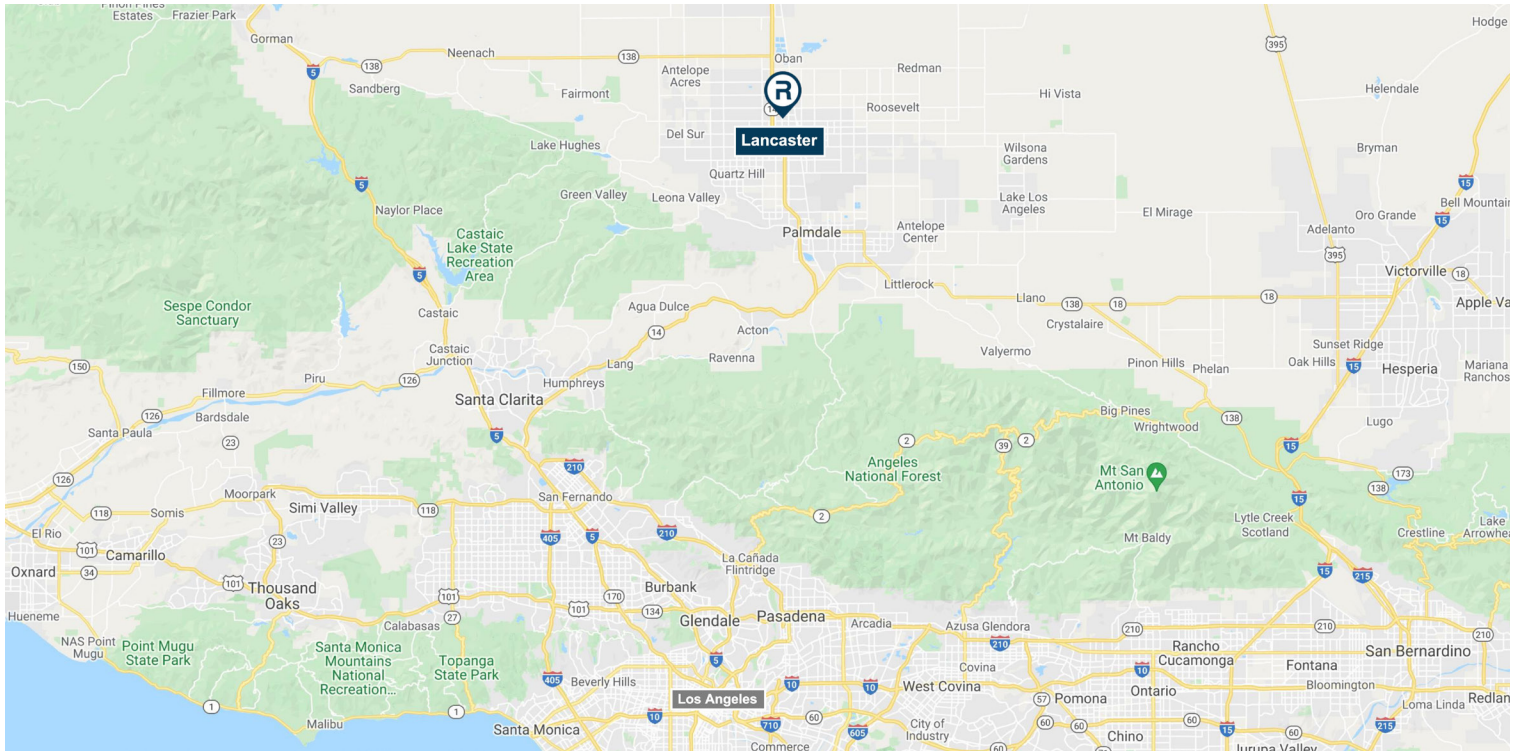
Community Demographic Profile

LANCASTER, CALIFORNIA

Prepared for City of Lancaster
March 2022

Community • Retail Market Profile

Lancaster, California



Population

2010	156,633
2022	175,691
2027	181,181

Age

0 - 9 Years	14.25%
10 - 17 Years	11.49%
18 - 24 Years	10.30%
25 - 34 Years	16.82%
35 - 44 Years	13.11%
45 - 54 Years	11.18%
55 - 64 Years	10.96%
65 and Older	11.88%
Median Age	33.22
Average Age	35.80

Educational Attainment (%)

Graduate or Professional Degree	6.20%
Bachelors Degree	11.89%
Associate Degree	9.81%
Some College	25.63%
High School Graduate (GED)	29.51%
Some High School, No Degree	9.69%
Less than 9th Grade	7.26%

Race Distribution (%)

White	40.26%
Black/African American	22.60%
American Indian/Alaskan	0.88%
Asian	4.40%
Native Hawaiian/Islander	0.20%
Other Race	25.93%
Two or More Races	5.74%
Hispanic	45.89%

Income

Average HH	\$85,577
Median HH	\$65,228
Per Capita	\$25,739



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Community • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
Population		
2027 Projection	181,181	
2022 Estimate	175,691	
2010 Census	156,633	
2000 Census	121,341	
Growth 2022 - 2027		3.12%
Growth 2010 - 2022		12.17%
Growth 2000 - 2010		29.09%
2022 Est. Population by Single-Classification Race	175,691	
White Alone	70,730	40.26%
Black or African American Alone	39,703	22.60%
Amer. Indian and Alaska Native Alone	1,544	0.88%
Asian Alone	7,736	4.40%
Native Hawaiian and Other Pacific Island Alone	350	0.20%
Some Other Race Alone	45,550	25.93%
Two or More Races	10,081	5.74%
2022 Est. Population by Hispanic or Latino Origin	175,691	
Not Hispanic or Latino	95,073	54.11%
Hispanic or Latino	80,618	45.89%
Mexican	124,157	70.67%
Puerto Rican	3,292	1.87%
Cuban	1,537	0.88%
All Other Hispanic or Latino	46,706	26.58%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	80,618	
White Alone	28,202	34.98%
Black or African American Alone	1,412	1.75%
American Indian and Alaska Native Alone	995	1.23%
Asian Alone	356	0.44%
Native Hawaiian and Other Pacific Islander Alone	72	0.09%
Some Other Race Alone	44,967	55.78%
Two or More Races	4,613	5.72%
2022 Est. Pop by Race, Asian Alone, by Category	7,736	
Chinese, except Taiwanese	490	6.34%
Filipino	3,580	46.28%
Japanese	371	4.80%
Asian Indian	903	11.68%
Korean	821	10.62%
Vietnamese	319	4.12%
Cambodian	135	1.74%
Hmong	0	0.00%
Laotian	97	1.25%
Thai	89	1.16%
All Other Asian Races Including 2+ Category	930	12.03%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	175,691	
Arab	61	0.04%
Czech	190	0.11%
Danish	248	0.14%
Dutch	1,117	0.64%
English	6,119	3.48%
French (except Basque)	2,525	1.44%
French Canadian	179	0.10%
German	9,554	5.44%
Greek	283	0.16%
Hungarian	200	0.11%
Irish	7,149	4.07%
Italian	5,424	3.09%
Lithuanian	19	0.01%
United States or American	4,013	2.28%
Norwegian	1,012	0.58%
Polish	1,341	0.76%
Portuguese	360	0.21%
Russian	604	0.34%
Scottish	1,326	0.76%
Scotch-Irish	794	0.45%
Slovak	74	0.04%
Subsaharan African	1,112	0.63%
Swedish	935	0.53%
Swiss	207	0.12%
Ukrainian	107	0.06%
Welsh	443	0.25%
West Indian (except Hisp. groups)	968	0.55%
Other ancestries	111,225	63.31%
Ancestry Unclassified	18,105	10.31%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	55,597	74.35%
Speak Asian/Pacific Island Language at Home	1,808	2.42%
Speak IndoEuropean Language at Home	899	1.20%
Speak Spanish at Home	15,825	21.16%
Speak Other Language at Home	652	0.87%

Community • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	175,691	
Age 0 - 4	12,718	7.24%
Age 5 - 9	12,314	7.01%
Age 10 - 14	12,230	6.96%
Age 15 - 17	7,961	4.53%
Age 18 - 20	7,706	4.39%
Age 21 - 24	10,394	5.92%
Age 25 - 34	29,551	16.82%
Age 35 - 44	23,040	13.11%
Age 45 - 54	19,648	11.18%
Age 55 - 64	19,250	10.96%
Age 65 - 74	12,662	7.21%
Age 75 - 84	5,833	3.32%
Age 85 and over	2,384	1.36%
Age 16 and over	135,818	77.31%
Age 18 and over	130,468	74.26%
Age 21 and over	122,764	69.88%
Age 65 and over	20,879	11.88%
2022 Est. Median Age		33.22
2022 Est. Average Age		35.80
2022 Est. Population by Sex	175,691	
Male	88,209	50.21%
Female	87,484	49.79%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	88,209	
Age 0 - 4	6,339	7.19%
Age 5 - 9	6,295	7.14%
Age 10 - 14	6,270	7.11%
Age 15 - 17	3,969	4.50%
Age 18 - 20	3,934	4.46%
Age 21 - 24	5,319	6.03%
Age 25 - 34	15,827	17.94%
Age 35 - 44	12,042	13.65%
Age 45 - 54	9,921	11.25%
Age 55 - 64	9,297	10.54%
Age 65 - 74	5,795	6.57%
Age 75 - 84	2,420	2.74%
Age 85 and over	780	0.88%
2022 Est. Median Age, Male		32.49
2022 Est. Average Age, Male		34.90
2022 Est. Female Population by Age	87,484	
Age 0 - 4	6,379	7.29%
Age 5 - 9	6,019	6.88%
Age 10 - 14	5,960	6.81%
Age 15 - 17	3,992	4.56%
Age 18 - 20	3,771	4.31%
Age 21 - 24	5,075	5.80%
Age 25 - 34	13,725	15.69%
Age 35 - 44	10,998	12.57%
Age 45 - 54	9,727	11.12%
Age 55 - 64	9,953	11.38%
Age 65 - 74	6,867	7.85%
Age 75 - 84	3,414	3.90%
Age 85 and over	1,604	1.83%
2022 Est. Median Age, Female		34.09
2022 Est. Average Age, Female		36.80

Community • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	60,337	43.59%
Males, Never Married	32,639	23.58%
Females, Never Married	27,698	20.01%
Married, Spouse present	54,391	39.29%
Married, Spouse absent	6,915	5.00%
Widowed	6,076	4.39%
Males Widowed	1,351	0.98%
Females Widowed	4,726	3.41%
Divorced	10,710	7.74%
Males Divorced	4,396	3.18%
Females Divorced	6,314	4.56%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,155	7.3%
Some High School, no diploma	10,893	9.7%
High School Graduate (or GED)	33,163	29.5%
Some College, no degree	28,802	25.6%
Associate Degree	11,023	9.8%
Bachelor's Degree	13,363	11.9%
Master's Degree	5,758	5.1%
Professional School Degree	821	0.7%
Doctorate Degree	391	0.3%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	16,068	31.16%
High School Graduate	16,154	31.33%
Some College or Associate's Degree	15,042	29.17%
Bachelor's Degree or Higher	4,298	8.34%
Households		
2027 Projection	51,519	
2022 Estimate	50,233	
2010 Census	47,475	
2000 Census	39,503	
Growth 2022 - 2027		2.56%
Growth 2010 - 2022		5.81%
Growth 2000 - 2010		20.18%
2022 Est. Households by Household Type	50,233	
Family Households	37,160	73.97%
Nonfamily Households	13,073	26.03%
2022 Est. Group Quarters Population	8,679	
2022 Households by Ethnicity, Hispanic/Latino	17,992	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	50,233	
Income < \$15,000	7,466	14.86%
Income \$15,000 - \$24,999	3,532	7.03%
Income \$25,000 - \$34,999	3,196	6.36%
Income \$35,000 - \$49,999	5,417	10.78%
Income \$50,000 - \$74,999	8,773	17.47%
Income \$75,000 - \$99,999	6,746	13.43%
Income \$100,000 - \$124,999	5,043	10.04%
Income \$125,000 - \$149,999	3,422	6.81%
Income \$150,000 - \$199,999	3,116	6.20%
Income \$200,000 - \$249,999	1,627	3.24%
Income \$250,000 - \$499,999	1,375	2.74%
Income \$500,000+	520	1.04%
2022 Est. Average Household Income		\$85,577
2022 Est. Median Household Income		\$65,228
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,103
Black or African American Alone		\$45,104
American Indian and Alaska Native Alone		\$75,866
Asian Alone		\$96,713
Native Hawaiian and Other Pacific Islander Alone		\$89,407
Some Other Race Alone		\$66,817
Two or More Races		\$79,022
Hispanic or Latino		\$61,634
Not Hispanic or Latino		\$68,150
2022 Est. Family HH Type by Presence of Own Child.	37,160	
Married-Couple Family, own children	12,209	32.86%
Married-Couple Family, no own children	11,279	30.35%
Male Householder, own children	1,945	5.23%
Male Householder, no own children	1,683	4.53%
Female Householder, own children	6,129	16.49%
Female Householder, no own children	3,915	10.54%
2022 Est. Households by Household Size	50,233	
1-person	9,896	19.70%
2-person	12,171	24.23%
3-person	8,673	17.27%
4-person	7,915	15.76%
5-person	5,564	11.08%
6-person	3,100	6.17%
7-or-more-person	2,914	5.80%
2022 Est. Average Household Size		3.23

Community • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	50,233	
Households with 1 or More People under Age 18:	23,304	46.39%
Married-Couple Family	13,379	57.41%
Other Family, Male Householder	2,345	10.06%
Other Family, Female Householder	7,322	31.42%
Nonfamily, Male Householder	159	0.68%
Nonfamily, Female Householder	99	0.43%
Households with No People under Age 18:	26,929	53.61%
Married-Couple Family	10,109	37.54%
Other Family, Male Householder	1,278	4.75%
Other Family, Female Householder	2,732	10.15%
Nonfamily, Male Householder	6,194	23.00%
Nonfamily, Female Householder	6,616	24.57%
2022 Est. Households by Number of Vehicles	50,233	
No Vehicles	3,439	6.85%
1 Vehicle	14,668	29.20%
2 Vehicles	19,346	38.51%
3 Vehicles	8,393	16.71%
4 Vehicles	3,162	6.30%
5 or more Vehicles	1,225	2.44%
2022 Est. Average Number of Vehicles		2
Family Households		
2027 Projection	38,132	
2022 Estimate	37,160	
2010 Census	34,982	
2000 Census	28,315	
Growth 2022 - 2027		2.62%
Growth 2010 - 2022		6.23%
Growth 2000 - 2010		23.55%
2022 Est. Families by Poverty Status	37,160	
2022 Families at or Above Poverty	31,201	83.96%
2022 Families at or Above Poverty with Children	16,053	43.20%
2022 Families Below Poverty	5,959	16.04%
2022 Families Below Poverty with Children	4,295	11.56%
2022 Est. Pop 16+ by Employment Status	135,818	
Civilian Labor Force, Employed	65,657	48.34%
Civilian Labor Force, Unemployed	3,966	2.92%
Armed Forces	285	0.21%
Not in Labor Force	65,911	48.53%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	69,908	
For-Profit Private Workers	45,904	65.66%
Non-Profit Private Workers	4,694	6.72%
Local Government Workers	2,901	4.15%
State Government Workers	3,662	5.24%
Federal Government Workers	8,172	11.69%
Self-Employed Workers	4,497	6.43%
Unpaid Family Workers	78	0.11%
2022 Est. Civ. Employed Pop 16+ by Occupation	69,908	
Architect/Engineer	2,606	3.73%
Arts/Entertainment/Sports	1,223	1.75%
Building Grounds Maintenance	2,847	4.07%
Business/Financial Operations	2,169	3.10%
Community/Social Services	1,578	2.26%
Computer/Mathematical	1,172	1.68%
Construction/Extraction	4,902	7.01%
Education/Training/Library	4,431	6.34%
Farming/Fishing/Forestry	247	0.35%
Food Prep/Serving	3,183	4.55%
Health Practitioner/Technician	5,015	7.17%
Healthcare Support	3,396	4.86%
Maintenance Repair	2,816	4.03%
Legal	265	0.38%
Life/Physical/Social Science	271	0.39%
Management	5,702	8.16%
Office/Admin. Support	7,222	10.33%
Production	4,013	5.74%
Protective Services	2,312	3.31%
Sales/Related	6,558	9.38%
Personal Care/Service	2,262	3.24%
Transportation/Moving	5,721	8.18%
2022 Est. Pop 16+ by Occupation Classification	69,908	
White Collar	38,211	54.66%
Blue Collar	17,450	24.96%
Service and Farm	14,247	20.38%
2022 Est. Workers Age 16+ by Transp. to Work	69,908	
Drove Alone	57,702	82.54%
Car Pooled	6,333	9.06%
Public Transportation	1,261	1.80%
Walked	626	0.90%
Bicycle	85	0.12%
Other Means	641	0.92%
Worked at Home	3,262	4.67%

Community • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,665	23.50%
15 - 29 Minutes	25,682	38.53%
30 - 44 Minutes	5,205	7.81%
45 - 59 Minutes	4,824	7.24%
60 or more Minutes	15,271	22.91%
2022 Est. Avg Travel Time to Work in Minutes		36
2022 Est. Occupied Housing Units by Tenure	50,233	
Owner Occupied	30,263	60.25%
Renter Occupied	19,970	39.76%
2022 Owner Occ. HUs: Avg. Length of Residence		14.40
2022 Renter Occ. HUs: Avg. Length of Residence		7.20
2022 Est. Owner-Occupied Housing Units by Value	30,263	
Value Less than \$20,000	1,157	3.82%
Value \$20,000 - \$39,999	988	3.27%
Value \$40,000 - \$59,999	758	2.51%
Value \$60,000 - \$79,999	873	2.89%
Value \$80,000 - \$99,999	415	1.37%
Value \$100,000 - \$149,999	1,727	5.71%
Value \$150,000 - \$199,999	2,168	7.16%
Value \$200,000 - \$299,999	6,258	20.68%
Value \$300,000 - \$399,999	6,171	20.39%
Value \$400,000 - \$499,999	3,873	12.80%
Value \$500,000 - \$749,999	3,100	10.24%
Value \$750,000 - \$999,999	1,119	3.70%
Value \$1,000,000 or \$1,499,999	843	2.79%
Value \$1,500,000 or \$1,999,999	275	0.91%
Value \$2,000,000+	538	1.78%
2022 Est. Median All Owner-Occupied Housing Value		\$312,115
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	34,494	68.67%
1 Unit Attached	810	1.61%
2 Units	501	1.00%
3 or 4 Units	2,513	5.00%
5 to 19 Units	4,354	8.67%
20 to 49 Units	932	1.86%
50 or More Units	2,655	5.29%
Mobile Home or Trailer	3,894	7.75%
Boat, RV, Van, etc.	81	0.16%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,749	5.47%
Housing Units Built 2010 to 2014	611	1.22%
Housing Units Built 2000 to 2009	7,148	14.23%
Housing Units Built 1990 to 1999	7,879	15.68%
Housing Units Built 1980 to 1989	15,722	31.30%
Housing Units Built 1970 to 1979	7,595	15.12%
Housing Units Built 1960 to 1969	3,096	6.16%
Housing Units Built 1950 to 1959	4,470	8.90%
Housing Units Built 1940 to 1949	494	0.98%
Housing Unit Built 1939 or Earlier	470	0.94%
2022 Est. Median Year Structure Built		1986

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, 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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