



The**Retail**Coach.®

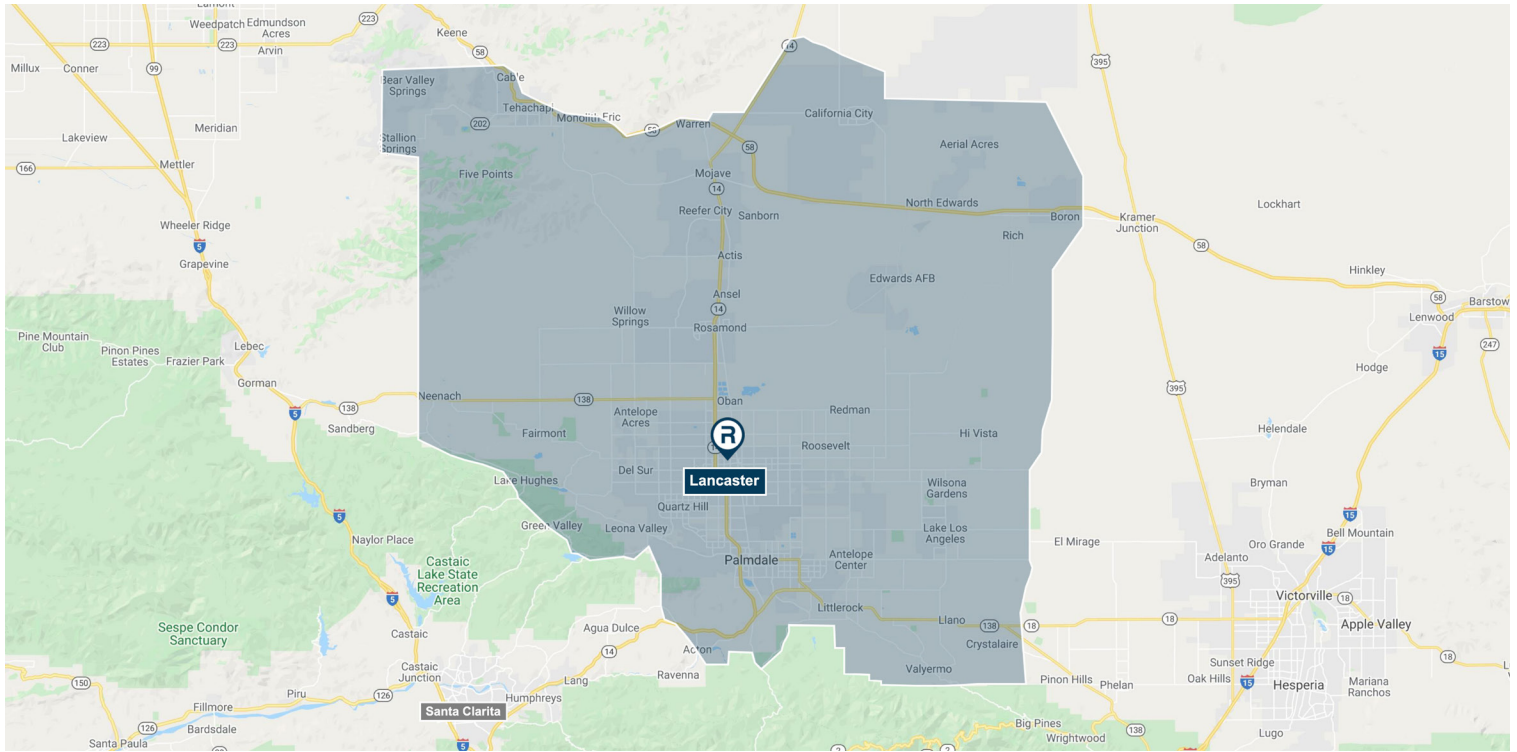
Retail Trade Area Demographic Profile

LANCASTER, CALIFORNIA

Prepared for City of Lancaster
January 2022

Retail Trade Area • Demographic Snapshot

Lancaster, California



Population

2010	452,780	0 - 9 Years	13.67%
2022	495,561	10 - 17 Years	11.50%
2027	510,637	18 - 24 Years	10.08%

Educational Attainment (%)

Graduate or Professional Degree	5.73%	25 - 34 Years	16.56%
Bachelors Degree	11.78%	35 - 44 Years	12.13%
Associate Degree	9.28%	45 - 54 Years	11.23%
Some College	25.71%	55 - 64 Years	11.97%
High School Graduate (GED)	27.97%	65 and Older	12.86%
Some High School, No Degree	10.62%	Median Age	33.83
Less than 9th Grade	8.91%	Average Age	36.59

Income

Average HH	\$91,124
Median HH	\$69,396
Per Capita	\$27,778

Race Distribution (%)

White	48.75%
Black/African American	15.41%
American Indian/Alaskan	0.93%
Asian	3.91%
Native Hawaiian/Islander	0.22%
Other Race	25.12%
Two or More Races	5.67%
Hispanic	49.20%



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Retail Trade Area • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
Population		
2027 Projection	510,637	
2022 Estimate	495,561	
2010 Census	452,780	
2000 Census	359,287	
Growth 2022 - 2027		3.04%
Growth 2010 - 2022		9.45%
Growth 2000 - 2010		26.02%
2022 Est. Population by Single-Classification Race	495,561	
White Alone	241,593	48.75%
Black or African American Alone	76,341	15.41%
Amer. Indian and Alaska Native Alone	4,612	0.93%
Asian Alone	19,376	3.91%
Native Hawaiian and Other Pacific Island Alone	1,072	0.22%
Some Other Race Alone	124,486	25.12%
Two or More Races	28,081	5.67%
2022 Est. Population by Hispanic or Latino Origin	495,561	
Not Hispanic or Latino	251,754	50.80%
Hispanic or Latino	243,806	49.20%
Mexican	175,685	72.06%
Puerto Rican	4,155	1.70%
Cuban	2,073	0.85%
All Other Hispanic or Latino	61,894	25.39%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	243,806	
White Alone	99,153	40.67%
Black or African American Alone	3,198	1.31%
American Indian and Alaska Native Alone	2,850	1.17%
Asian Alone	948	0.39%
Native Hawaiian and Other Pacific Islander Alone	281	0.12%
Some Other Race Alone	123,285	50.57%
Two or More Races	14,091	5.78%
2022 Est. Pop by Race, Asian Alone, by Category	19,376	
Chinese, except Taiwanese	1,461	7.54%
Filipino	8,908	45.97%
Japanese	1,047	5.40%
Asian Indian	1,899	9.80%
Korean	2,002	10.33%
Vietnamese	1,063	5.49%
Cambodian	696	3.59%
Hmong	16	0.08%
Laotian	210	1.08%
Thai	496	2.56%
All Other Asian Races Including 2+ Category	1,578	8.14%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	495,561	
Arab	197	0.04%
Czech	656	0.13%
Danish	1,164	0.24%
Dutch	3,144	0.63%
English	18,939	3.82%
French (except Basque)	6,927	1.40%
French Canadian	896	0.18%
German	30,381	6.13%
Greek	830	0.17%
Hungarian	745	0.15%
Irish	22,757	4.59%
Italian	14,419	2.91%
Lithuanian	133	0.03%
United States or American	14,076	2.84%
Norwegian	3,735	0.75%
Polish	4,362	0.88%
Portuguese	971	0.20%
Russian	2,307	0.47%
Scottish	4,312	0.87%
Scotch-Irish	2,373	0.48%
Slovak	214	0.04%
Subsaharan African	2,738	0.55%
Swedish	2,961	0.60%
Swiss	670	0.14%
Ukrainian	447	0.09%
Welsh	1,599	0.32%
West Indian (except Hisp. groups)	1,855	0.37%
Other ancestries	298,583	60.25%
Ancestry Unclassified	53,168	10.73%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	314,477	68.07%
Speak Asian/Pacific Island Language at Home	11,515	2.49%
Speak IndoEuropean Language at Home	5,905	1.28%
Speak Spanish at Home	127,462	27.59%
Speak Other Language at Home	2,639	0.57%

Retail Trade Area • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Population by Age	495,561	
Age 0 - 4	33,563	6.77%
Age 5 - 9	34,193	6.90%
Age 10 - 14	34,879	7.04%
Age 15 - 17	22,104	4.46%
Age 18 - 20	20,990	4.24%
Age 21 - 24	28,948	5.84%
Age 25 - 34	82,077	16.56%
Age 35 - 44	60,111	12.13%
Age 45 - 54	55,626	11.23%
Age 55 - 64	59,324	11.97%
Age 65 - 74	39,916	8.06%
Age 75 - 84	17,704	3.57%
Age 85 and over	6,125	1.24%
Age 16 and over	385,678	77.83%
Age 18 and over	370,822	74.83%
Age 21 and over	349,832	70.59%
Age 65 and over	63,746	12.86%
2022 Est. Median Age		33.83
2022 Est. Average Age		36.59
2022 Est. Population by Sex	495,561	
Male	248,605	50.17%
Female	246,956	49.83%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	248,605	
Age 0 - 4	16,980	6.83%
Age 5 - 9	17,447	7.02%
Age 10 - 14	17,925	7.21%
Age 15 - 17	11,132	4.48%
Age 18 - 20	10,791	4.34%
Age 21 - 24	14,869	5.98%
Age 25 - 34	43,408	17.46%
Age 35 - 44	30,879	12.42%
Age 45 - 54	27,424	11.03%
Age 55 - 64	28,701	11.55%
Age 65 - 74	19,020	7.65%
Age 75 - 84	7,818	3.14%
Age 85 and over	2,212	0.89%
2022 Est. Median Age, Male		32.99
2022 Est. Average Age, Male		35.72
2022 Est. Female Population by Age	246,956	
Age 0 - 4	16,583	6.71%
Age 5 - 9	16,747	6.78%
Age 10 - 14	16,954	6.87%
Age 15 - 17	10,972	4.44%
Age 18 - 20	10,199	4.13%
Age 21 - 24	14,080	5.70%
Age 25 - 34	38,669	15.66%
Age 35 - 44	29,232	11.84%
Age 45 - 54	28,202	11.42%
Age 55 - 64	30,623	12.40%
Age 65 - 74	20,896	8.46%
Age 75 - 84	9,887	4.00%
Age 85 and over	3,913	1.58%
2022 Est. Median Age, Female		34.80
2022 Est. Average Age, Female		37.40

Retail Trade Area • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	153,504	39.07%
Males, Never Married	83,372	21.22%
Females, Never Married	70,132	17.85%
Married, Spouse present	164,925	41.97%
Married, Spouse absent	21,392	5.44%
Widowed	17,979	4.58%
Males Widowed	4,074	1.04%
Females Widowed	13,905	3.54%
Divorced	35,126	8.94%
Males Divorced	15,557	3.96%
Females Divorced	19,569	4.98%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	28,577	8.91%
Some High School, no diploma	34,092	10.62%
High School Graduate (or GED)	89,764	27.97%
Some College, no degree	82,489	25.71%
Associate Degree	29,783	9.28%
Bachelor's Degree	37,793	11.78%
Master's Degree	14,451	4.50%
Professional School Degree	2,562	0.80%
Doctorate Degree	1,373	0.43%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	49,364	34.85%
High School Graduate	40,044	28.27%
Some College or Associate's Degree	40,824	28.82%
Bachelor's Degree or Higher	11,424	8.07%
Households		
2027 Projection	150,226	
2022 Estimate	146,529	
2010 Census	136,945	
2000 Census	113,137	
Growth 2022 - 2027		2.52%
Growth 2010 - 2022		7.00%
Growth 2000 - 2010		21.04%
2022 Est. Households by Household Type		
Family Households	111,959	76.41%
Nonfamily Households	34,570	23.59%
2022 Est. Group Quarters Population		
	14,885	
2022 Households by Ethnicity, Hispanic/Latino		
	56,106	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	16,365	11.17%
Income \$15,000 - \$24,999	10,739	7.33%
Income \$25,000 - \$34,999	10,145	6.92%
Income \$35,000 - \$49,999	16,315	11.13%
Income \$50,000 - \$74,999	24,856	16.96%
Income \$75,000 - \$99,999	19,280	13.16%
Income \$100,000 - \$124,999	15,735	10.74%
Income \$125,000 - \$149,999	11,290	7.71%
Income \$150,000 - \$199,999	10,418	7.11%
Income \$200,000 - \$249,999	5,330	3.64%
Income \$250,000 - \$499,999	4,416	3.01%
Income \$500,000+	1,640	1.12%
2022 Est. Average Household Income		
		\$91,124
2022 Est. Median Household Income		
		\$69,396
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,459
Black or African American Alone		\$50,621
American Indian and Alaska Native Alone		\$64,897
Asian Alone		\$94,957
Native Hawaiian and Other Pacific Islander Alone		\$88,346
Some Other Race Alone		\$65,667
Two or More Races		\$82,787
Hispanic or Latino		\$65,002
Not Hispanic or Latino		\$72,976
2022 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	39,055	34.88%
Married-Couple Family, no own children	38,282	34.19%
Male Householder, own children	5,536	4.95%
Male Householder, no own children	4,769	4.26%
Female Householder, own children	14,606	13.05%
Female Householder, no own children	9,710	8.67%
2022 Est. Households by Household Size		
1-person	26,404	18.02%
2-person	36,867	25.16%
3-person	24,962	17.04%
4-person	23,619	16.12%
5-person	16,622	11.34%
6-person	9,221	6.29%
7-or-more-person	8,833	6.03%
2022 Est. Average Household Size		
		3.28

Retail Trade Area • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	146,529	
Households with 1 or More People under Age 18:	67,851	46.31%
Married-Couple Family	42,929	63.27%
Other Family, Male Householder	6,691	9.86%
Other Family, Female Householder	17,565	25.89%
Nonfamily, Male Householder	449	0.66%
Nonfamily, Female Householder	217	0.32%
Households with No People under Age 18:	78,678	
Married-Couple Family	34,395	43.72%
Other Family, Male Householder	3,614	4.59%
Other Family, Female Householder	6,771	8.61%
Nonfamily, Male Householder	17,304	21.99%
Nonfamily, Female Householder	16,594	21.09%
2022 Est. Households by Number of Vehicles	146,529	
No Vehicles	8,221	5.61%
1 Vehicle	38,580	26.33%
2 Vehicles	53,782	36.70%
3 Vehicles	28,421	19.40%
4 Vehicles	11,881	8.11%
5 or more Vehicles	5,643	3.85%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	114,808	
2022 Estimate	111,959	
2010 Census	104,594	
2000 Census	86,271	
Growth 2022 - 2027		2.54%
Growth 2010 - 2022		7.04%
Growth 2000 - 2010		21.24%
2022 Est. Families by Poverty Status	111,959	
2022 Families at or Above Poverty	97,027	86.66%
2022 Families at or Above Poverty with Children	48,487	43.31%
2022 Families Below Poverty	14,932	13.34%
2022 Families Below Poverty with Children	10,948	9.78%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	194,472	50.42%
Civilian Labor Force, Unemployed	13,861	3.59%
Armed Forces	1,963	0.51%
Not in Labor Force	175,381	45.47%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	191,756	
For-Profit Private Workers	123,313	64.31%
Non-Profit Private Workers	10,134	5.29%
Local Government Workers	9,146	4.77%
State Government Workers	9,303	4.85%
Federal Government Workers	22,428	11.70%
Self-Employed Workers	17,157	8.95%
Unpaid Family Workers	274	0.14%
2022 Est. Civ. Employed Pop 16+ by Occupation	191,756	
Architect/Engineer	5,951	3.10%
Arts/Entertainment/Sports	3,151	1.64%
Building Grounds Maintenance	8,680	4.53%
Business/Financial Operations	5,695	2.97%
Community/Social Services	3,649	1.90%
Computer/Mathematical	3,530	1.84%
Construction/Extraction	15,170	7.91%
Education/Training/Library	11,394	5.94%
Farming/Fishing/Forestry	1,067	0.56%
Food Prep/Serving	9,552	4.98%
Health Practitioner/Technician	10,690	5.58%
Healthcare Support	9,078	4.73%
Maintenance Repair	9,000	4.69%
Legal	885	0.46%
Life/Physical/Social Science	966	0.50%
Management	15,546	8.11%
Office/Admin. Support	19,151	9.99%
Production	11,545	6.02%
Protective Services	6,999	3.65%
Sales/Related	18,112	9.45%
Personal Care/Service	5,732	2.99%
Transportation/Moving	16,213	8.46%
2022 Est. Pop 16+ by Occupation Classification	191,756	
White Collar	98,721	51.48%
Blue Collar	51,927	27.08%
Service and Farm	41,107	21.44%
2022 Est. Workers Age 16+ by Transp. to Work	189,083	
Drove Alone	150,954	79.83%
Car Pooled	21,795	11.53%
Public Transportation	2,913	1.54%
Walked	1,659	0.88%
Bicycle	232	0.12%
Other Means	1,962	1.04%
Worked at Home	9,569	5.06%

Retail Trade Area • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	34,195	
15 - 29 Minutes	58,908	
30 - 44 Minutes	19,440	
45 - 59 Minutes	16,834	
60 or more Minutes	50,279	
2022 Est. Avg Travel Time to Work in Minutes		40
2022 Est. Occupied Housing Units by Tenure	146,529	
Owner Occupied	96,899	66.13%
Renter Occupied	49,630	33.87%
2022 Owner Occ. HUs: Avg. Length of Residence		14.65%
2022 Renter Occ. HUs: Avg. Length of Residence		7.08%
2022 Est. Owner-Occupied Housing Units by Value	146,529	
Value Less than \$20,000	2,958	3.05%
Value \$20,000 - \$39,999	2,141	2.21%
Value \$40,000 - \$59,999	1,549	1.60%
Value \$60,000 - \$79,999	2,409	2.49%
Value \$80,000 - \$99,999	1,924	1.99%
Value \$100,000 - \$149,999	5,479	5.65%
Value \$150,000 - \$199,999	6,514	6.72%
Value \$200,000 - \$299,999	19,853	20.49%
Value \$300,000 - \$399,999	20,046	20.69%
Value \$400,000 - \$499,999	13,640	14.08%
Value \$500,000 - \$749,999	12,125	12.51%
Value \$750,000 - \$999,999	4,229	4.36%
Value \$1,000,000 or \$1,499,999	2,044	2.11%
Value \$1,500,000 or \$1,999,999	699	0.72%
Value \$2,000,000+	1,290	1.33%
2022 Est. Median All Owner-Occupied Housing Value		\$326,991
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	124,148	76.07%
1 Unit Attached	2,537	1.55%
2 Units	2,047	1.25%
3 or 4 Units	5,698	3.49%
5 to 19 Units	10,212	6.26%
20 to 49 Units	2,143	1.31%
50 or More Units	4,833	2.96%
Mobile Home or Trailer	11,333	6.94%
Boat, RV, Van, etc.	259	0.16%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,888	6.06%
Housing Units Built 2010 to 2014	1,918	1.17%
Housing Units Built 2000 to 2009	26,645	16.33%
Housing Units Built 1990 to 1999	31,851	19.51%
Housing Units Built 1980 to 1989	46,749	28.64%
Housing Units Built 1970 to 1979	20,066	12.29%
Housing Units Built 1960 to 1969	8,480	5.20%
Housing Units Built 1950 to 1959	13,401	8.21%
Housing Units Built 1940 to 1949	2,303	1.41%
Housing Unit Built 1939 or Earlier	1,911	1.17%
2022 Est. Median Year Structure Built		1988

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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