TheRetailCoach®

DOWNTOWN 1-MILE RADIAL DEMOGRAPHIC PROFILE

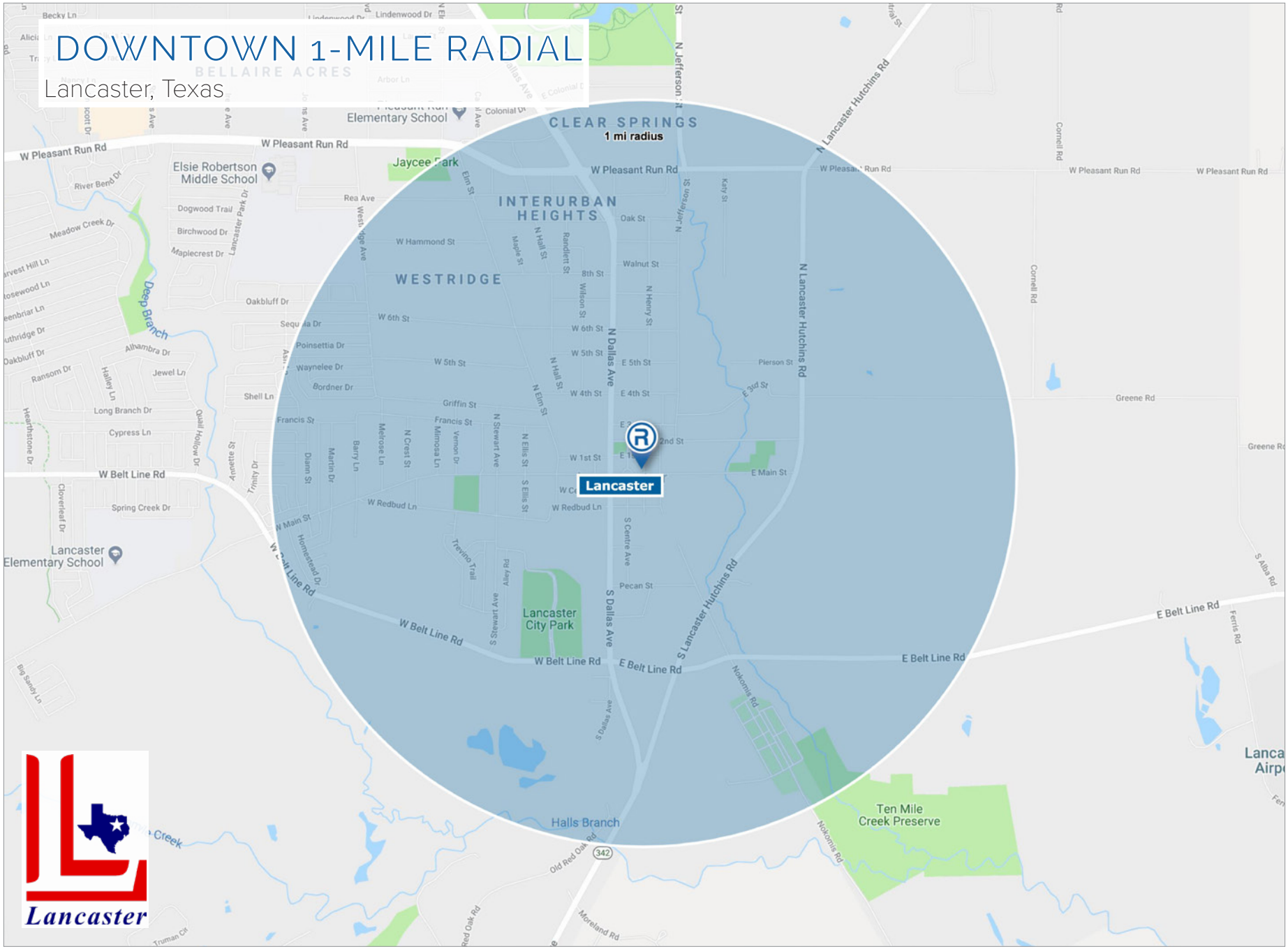
Lancaster, Texas

Prepared for
City of Lancaster, Texas
September 2018

Lancaster

DOWNTOWN 1-MILE RADIAL

Lancaster, Texas



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DOWNTOWN 1-MILE RADIAL • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Population		
2023 Projection	4,436	
2018 Estimate	4,127	
2010 Census	3,709	
2000 Census	3,460	
Growth 2018 - 2023		7.49%
Growth 2010 - 2018		11.27%
Growth 2000 - 2010		7.20%
2018 Est. Population by Single-Classification Race	4,127	
White Alone	1,531	37.10%
Black or African American Alone	1,679	40.68%
Amer. Indian and Alaska Native Alone	17	0.41%
Asian Alone	15	0.36%
Native Hawaiian and Other Pacific Island Alone	1	0.02%
Some Other Race Alone	740	17.93%
Two or More Races	145	3.51%
2018 Est. Population by Hispanic or Latino Origin	4,127	
Not Hispanic or Latino	2,798	67.80%
Hispanic or Latino	1,329	32.20%
Mexican	1,145	86.16%
Puerto Rican	29	2.18%
Cuban	5	0.38%
All Other Hispanic or Latino	150	11.29%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,329	
White Alone	523	39.35%
Black or African American Alone	25	1.88%
American Indian and Alaska Native Alone	11	0.83%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	733	55.15%
Two or More Races	38	2.86%
2018 Est. Pop by Race, Asian Alone, by Category	15	
Chinese, except Taiwanese	1	6.67%
Filipino	1	6.67%
Japanese	0	0.00%
Asian Indian	5	33.33%
Korean	0	0.00%
Vietnamese	4	26.67%
Cambodian	1	6.67%
Hmong	0	0.00%
Laotian	1	6.67%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	13.33%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	4,127	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	18	0.44%
English	118	2.86%
French (except Basque)	8	0.19%
French Canadian	10	0.24%
German	70	1.70%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	47	1.14%
Italian	1	0.02%
Lithuanian	0	0.00%
United States or American	181	4.39%
Norwegian	7	0.17%
Polish	0	0.00%
Portuguese	1	0.02%
Russian	1	0.02%
Scottish	20	0.49%
Scotch-Irish	27	0.65%
Slovak	0	0.00%
Subsaharan African	95	2.30%
Swedish	33	0.80%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	26	0.63%
West Indian (except Hisp. groups)	2	0.05%
Other ancestries	3,131	75.87%
Ancestry Unclassified	332	8.05%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,050	80.56%
Speak Asian/Pacific Island Language at Home	12	0.32%
Speak IndoEuropean Language at Home	1	0.03%
Speak Spanish at Home	628	16.59%
Speak Other Language at Home	96	2.54%
2018 Est. Population by Age	4,127	
Age 0 - 4	341	8.26%
Age 5 - 9	340	8.24%
Age 10 - 14	315	7.63%
Age 15 - 17	181	4.39%
Age 18 - 20	169	4.10%
Age 21 - 24	228	5.53%
Age 25 - 34	531	12.87%
Age 35 - 44	541	13.11%
Age 45 - 54	491	11.90%
Age 55 - 64	504	12.21%
Age 65 - 74	308	7.46%
Age 75 - 84	134	3.25%
Age 85 and over	47	1.14%
Age 16 and over	3,073	74.46%
Age 18 and over	2,951	71.51%
Age 21 and over	2,782	67.41%
Age 65 and over	489	11.85%
2018 Est. Median Age		34.24
2018 Est. Average Age		35.71

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	4,127	
Male	1,990	48.22%
Female	2,137	51.78%
2018 Est. Male Population by Age	1,990	
Age 0 - 4	175	8.79%
Age 5 - 9	171	8.59%
Age 10 - 14	161	8.09%
Age 15 - 17	94	4.72%
Age 18 - 20	88	4.42%
Age 21 - 24	116	5.83%
Age 25 - 34	249	12.51%
Age 35 - 44	257	12.92%
Age 45 - 54	240	12.06%
Age 55 - 64	233	11.71%
Age 65 - 74	142	7.14%
Age 75 - 84	53	2.66%
Age 85 and over	13	0.65%
2018 Est. Median Age, Male		32.62
2018 Est. Average Age, Male		34.40

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	2,137	
Age 0 - 4	166	7.77%
Age 5 - 9	169	7.91%
Age 10 - 14	154	7.21%
Age 15 - 17	86	4.02%
Age 18 - 20	81	3.79%
Age 21 - 24	112	5.24%
Age 25 - 34	282	13.20%
Age 35 - 44	285	13.34%
Age 45 - 54	250	11.70%
Age 55 - 64	271	12.68%
Age 65 - 74	166	7.77%
Age 75 - 84	82	3.84%
Age 85 and over	33	1.54%
2018 Est. Median Age, Female		35.64
2018 Est. Average Age, Female		36.87
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	989	31.58%
Males, Never Married	495	15.81%
Females, Never Married	494	15.77%
Married, Spouse present	1,377	43.97%
Married, Spouse absent	250	7.98%
Widowed	198	6.32%
Males Widowed	29	0.93%
Females Widowed	169	5.40%
Divorced	319	10.19%
Males Divorced	120	3.83%
Females Divorced	199	6.35%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	160	6.3%
Some High School, no diploma	388	15.2%
High School Graduate (or GED)	732	28.7%
Some College, no degree	652	25.5%
Associate Degree	227	8.9%
Bachelor's Degree	320	12.5%
Master's Degree	59	2.3%
Professional School Degree	18	0.7%
Doctorate Degree	0	0.0%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	418	65.31%
High School Graduate	116	18.13%
Some College or Associate's Degree	39	6.09%
Bachelor's Degree or Higher	68	10.63%
Households		
2023 Projection	1,598	
2018 Estimate	1,490	
2010 Census	1,348	
2000 Census	1,322	
Growth 2018 - 2023		7.25%
Growth 2010 - 2018		10.53%
Growth 2000 - 2010		1.97%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	1,490	
Family Households	1,045	70.13%
Nonfamily Households	445	29.87%
2018 Est. Group Quarters Population	49	
2018 Households by Ethnicity, Hispanic/Latino	325	
2018 Est. Households by Household Income	1,490	
Income < $15,000	129	8.66%
Income $15,000 - $24,999	145	9.73%
Income $25,000 - $34,999	174	11.68%
Income $35,000 - $49,999	223	14.97%
Income $50,000 - $74,999	335	22.48%
Income $75,000 - $99,999	219	14.70%
Income $100,000 - $124,999	99	6.64%
Income $125,000 - $149,999	97	6.51%
Income $150,000 - $199,999	40	2.69%
Income $200,000 - $249,999	13	0.87%
Income $250,000 - $499,999	14	0.94%
Income $500,000+	2	0.13%
2018 Est. Average Household Income		$66,340
2018 Est. Median Household Income		$55,100

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$48,590
Black or African American Alone		$54,859
American Indian and Alaska Native Alone		$43,351
Asian Alone		$42,926
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$87,906
Two or More Races		$55,119
Hispanic or Latino		$49,732
Not Hispanic or Latino		$56,879
2018 Est. Family HH Type by Presence of Own Child.	1,045	
Married-Couple Family, own children	292	27.94%
Married-Couple Family, no own children	371	35.50%
Male Householder, own children	41	3.92%
Male Householder, no own children	46	4.40%
Female Householder, own children	161	15.41%
Female Householder, no own children	134	12.82%
2018 Est. Households by Household Size	1,490	
1-person	384	25.77%
2-person	428	28.73%
3-person	250	16.78%
4-person	200	13.42%
5-person	122	8.19%
6-person	57	3.83%
7-or-more-person	50	3.36%
2018 Est. Average Household Size		2.78

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	1,490	
Households with 1 or More People under Age 18:	582	39.06%
Married-Couple Family	328	56.36%
Other Family, Male Householder	53	9.11%
Other Family, Female Householder	195	33.51%
Nonfamily, Male Householder	4	0.69%
Nonfamily, Female Householder	2	0.34%
Households with No People under Age 18:	908	60.94%
Married-Couple Family	335	36.89%
Other Family, Male Householder	35	3.86%
Other Family, Female Householder	100	11.01%
Nonfamily, Male Householder	192	21.15%
Nonfamily, Female Householder	246	27.09%
2018 Est. Households by Number of Vehicles	1,490	
No Vehicles	109	7.32%
1 Vehicle	512	34.36%
2 Vehicles	616	41.34%
3 Vehicles	205	13.76%
4 Vehicles	42	2.82%
5 or more Vehicles	5	0.34%
2018 Est. Average Number of Vehicles		1.71

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	1,121	
2018 Estimate	1,045	
2010 Census	944	
2000 Census	916	
Growth 2018 - 2023		7.27%
Growth 2010 - 2018		10.70%
Growth 2000 - 2010		3.06%
2018 Est. Families by Poverty Status	1,045	
2018 Families at or Above Poverty	916	87.66%
2018 Families at or Above Poverty with Children	552	52.82%
2018 Families Below Poverty	129	12.34%
2018 Families Below Poverty with Children	102	9.76%
2018 Est. Pop 16+ by Employment Status	3,073	
Civilian Labor Force, Employed	1,750	56.95%
Civilian Labor Force, Unemployed	123	4.00%
Armed Forces	0	0.00%
Not in Labor Force	1,200	39.05%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	1,716	
For-Profit Private Workers	1,286	74.94%
Non-Profit Private Workers	92	5.36%
Local Government Workers	66	3.85%
State Government Workers	52	3.03%
Federal Government Workers	120	6.99%
Self-Employed Workers	99	5.77%
Unpaid Family Workers	1	0.06%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	1,716	
Architect/Engineer	2	0.12%
Arts/Entertainment/Sports	34	1.98%
Building Grounds Maintenance	60	3.50%
Business/Financial Operations	77	4.49%
Community/Social Services	28	1.63%
Computer/Mathematical	16	0.93%
Construction/Extraction	238	13.87%
Education/Training/Library	71	4.14%
Farming/Fishing/Forestry	2	0.12%
Food Prep/Serving	92	5.36%
Health Practitioner/Technician	110	6.41%
Healthcare Support	44	2.56%
Maintenance Repair	87	5.07%
Legal	4	0.23%
Life/Physical/Social Science	0	0.00%
Management	93	5.42%
Office/Admin. Support	296	17.25%
Production	103	6.00%
Protective Services	21	1.22%
Sales/Related	156	9.09%
Personal Care/Service	52	3.03%
Transportation/Moving	129	7.52%
2018 Est. Pop 16+ by Occupation Classification	1,716	
White Collar	887	51.69%
Blue Collar	557	32.46%
Service and Farm	272	15.85%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	1,656	
Drove Alone	1,399	84.48%
Car Pooled	156	9.42%
Public Transportation	14	0.85%
Walked	5	0.30%
Bicycle	0	0.00%
Other Means	3	0.18%
Worked at Home	80	4.83%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	228	
15 - 29 Minutes	504	
30 - 44 Minutes	441	
45 - 59 Minutes	210	
60 or more Minutes	150	
2018 Est. Avg Travel Time to Work in Minutes		33.91
2018 Est. Occupied Housing Units by Tenure	1,490	
Owner Occupied	1,007	67.58%
Renter Occupied	483	32.42%
2018 Owner Occ. HUs: Avg. Length of Residence		15.86
2018 Renter Occ. HUs: Avg. Length of Residence		5.91

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	1,490	
Value Less than $20,000	23	2.28%
Value $20,000 - $39,999	26	2.58%
Value $40,000 - $59,999	97	9.63%
Value $60,000 - $79,999	156	15.49%
Value $80,000 - $99,999	137	13.61%
Value $100,000 - $149,999	246	24.43%
Value $150,000 - $199,999	155	15.39%
Value $200,000 - $299,999	95	9.43%
Value $300,000 - $399,999	38	3.77%
Value $400,000 - $499,999	12	1.19%
Value $500,000 - $749,999	3	0.30%
Value $750,000 - $999,999	0	0.00%
Value $1,000,000 or $1,499,999	15	1.49%
Value $1,500,000 or $1,999,999	4	0.40%
Value $2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		$111,015
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	1,421	85.19%
1 Unit Detached	59	3.54%
2 Units	59	3.54%
3 or 4 Units	9	0.54%
5 to 19 Units	56	3.36%
20 to 49 Units	17	1.02%
50 or More Units	4	0.24%
Mobile Home or Trailer	43	2.58%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	143	8.57%
Housing Units Built 2010 to 2014	12	0.72%
Housing Units Built 2000 to 2009	203	12.17%
Housing Units Built 1990 to 1999	180	10.79%
Housing Units Built 1980 to 1989	189	11.33%
Housing Units Built 1970 to 1979	194	11.63%
Housing Units Built 1960 to 1969	153	9.17%
Housing Units Built 1950 to 1959	267	16.01%
Housing Units Built 1940 to 1949	124	7.43%
Housing Unit Built 1939 or Earlier	202	12.11%
2018 Est. Median Year Structure Built		1975

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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