



The **Retail** Coach®

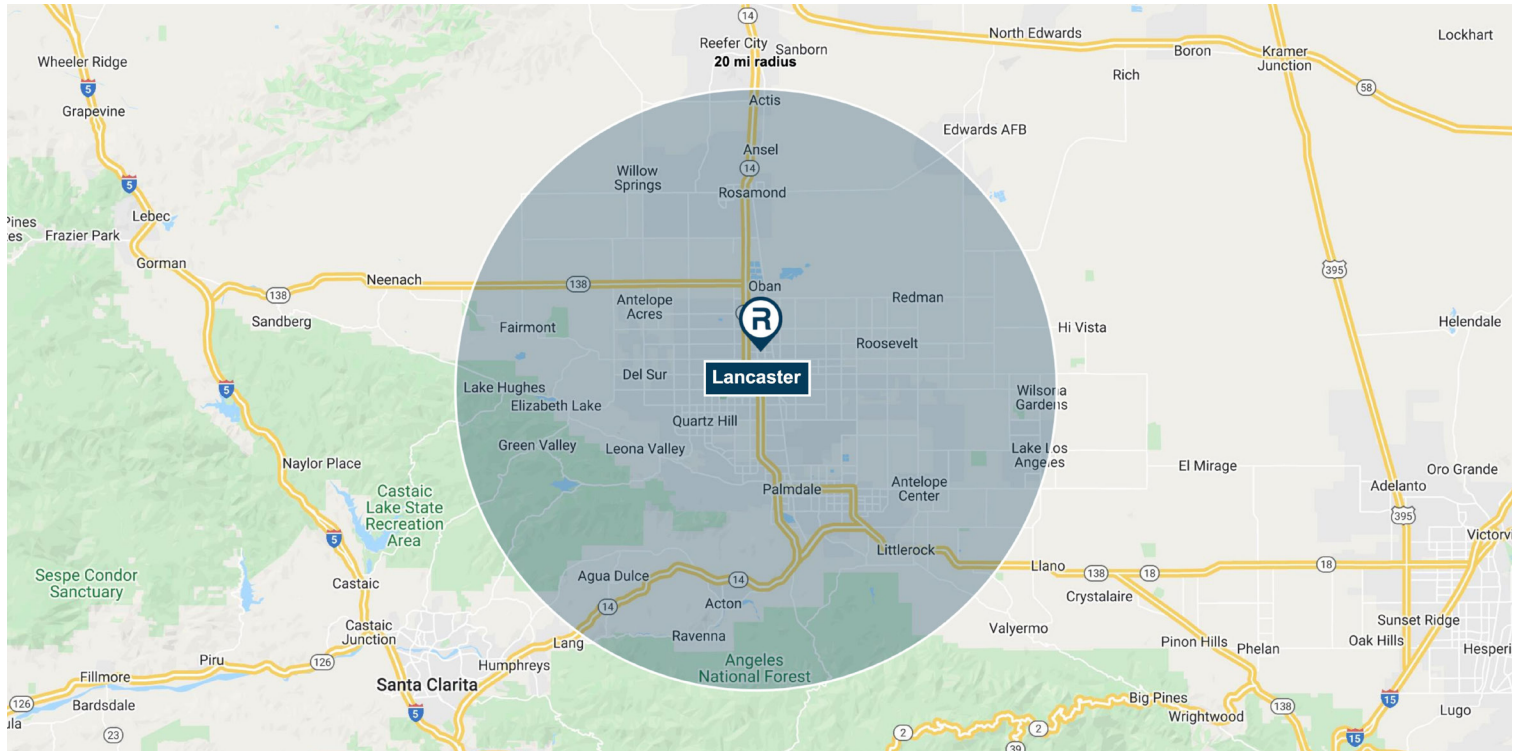
20-Mile Radial Demographic Profile

LANCASTER, CALIFORNIA

Prepared for City of Lancaster
March 2022

20-Mile Radial • Demographic Snapshot

Lancaster, California



Population

2010	400,725	0 - 9 Years	13.74%
2022	438,690	10 - 17 Years	11.52%
2027	451,810	18 - 24 Years	10.11%

Educational Attainment (%)

Graduate or Professional Degree	5.81%	25 - 34 Years	16.68%
Bachelors Degree	12.06%	35 - 44 Years	12.08%
Associate Degree	9.06%	45 - 54 Years	11.40%
Some College	25.32%	55 - 64 Years	12.02%
High School Graduate (GED)	27.78%	65 and Older	12.45%
Some High School, No Degree	10.63%	Median Age	33.68
Less than 9th Grade	9.34%	Average Age	36.42

Income

Average HH	\$93,997
Median HH	\$71,440
Per Capita	\$27,948

Age

0 - 9 Years	13.74%
10 - 17 Years	11.52%
18 - 24 Years	10.11%
25 - 34 Years	16.68%
35 - 44 Years	12.08%
45 - 54 Years	11.40%
55 - 64 Years	12.02%
65 and Older	12.45%
Median Age	33.68
Average Age	36.42

Race Distribution (%)

White	46.60%
Black/African American	16.08%
American Indian/Alaskan	0.86%
Asian	4.14%
Native Hawaiian/Islander	0.21%
Other Race	26.39%
Two or More Races	5.72%
Hispanic	51.39%



Sydney Yeseta
City of Lancaster
Assistant Manager - Economic
Development

44933 Fern Avenue
Lancaster, California 93534

Phone 661.723.5998
SYESETA@cityoflanasterca.org
www.cityoflanasterca.org

Austin Farmer
The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 817.845.4220
Austin.Farmer@theretailcoach.net
www.TheRetailCoach.net



20-Mile Radial • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
Population		
2027 Projection	451,810	
2022 Estimate	438,690	
2010 Census	400,725	
2000 Census	316,594	
Growth 2022 - 2027		2.99%
Growth 2010 - 2022		9.47%
Growth 2000 - 2010		26.57%
2022 Est. Population by Single-Classification Race	438,690	
White Alone	204,425	46.60%
Black or African American Alone	70,553	16.08%
Amer. Indian and Alaska Native Alone	3,770	0.86%
Asian Alone	18,160	4.14%
Native Hawaiian and Other Pacific Island Alone	910	0.21%
Some Other Race Alone	115,780	26.39%
Two or More Races	25,091	5.72%
2022 Est. Population by Hispanic or Latino Origin	438,690	
Not Hispanic or Latino	213,241	48.61%
Hispanic or Latino	225,449	51.39%
Mexican	161,082	71.45%
Puerto Rican	3,666	1.63%
Cuban	1,992	0.88%
All Other Hispanic or Latino	58,708	26.04%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	225,449	
White Alone	91,519	40.59%
Black or African American Alone	2,892	1.28%
American Indian and Alaska Native Alone	2,363	1.05%
Asian Alone	876	0.39%
Native Hawaiian and Other Pacific Islander Alone	246	0.11%
Some Other Race Alone	114,670	50.86%
Two or More Races	12,883	5.71%
2022 Est. Pop by Race, Asian Alone, by Category	18,160	
Chinese, except Taiwanese	1,222	6.73%
Filipino	8,505	46.83%
Japanese	853	4.70%
Asian Indian	1,832	10.09%
Korean	1,867	10.28%
Vietnamese	1,024	5.64%
Cambodian	675	3.72%
Hmong	4	0.02%
Laotian	142	0.78%
Thai	457	2.52%
All Other Asian Races Including 2+ Category	1,579	8.70%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	438,690	
Arab	138	0.03%
Czech	594	0.14%
Danish	943	0.22%
Dutch	2,639	0.60%
English	15,195	3.46%
French (except Basque)	6,221	1.42%
French Canadian	717	0.16%
German	24,636	5.62%
Greek	674	0.15%
Hungarian	705	0.16%
Irish	18,772	4.28%
Italian	13,162	3.00%
Lithuanian	100	0.02%
United States or American	11,302	2.58%
Norwegian	3,108	0.71%
Polish	3,727	0.85%
Portuguese	719	0.16%
Russian	2,215	0.51%
Scottish	3,463	0.79%
Scotch-Irish	1,821	0.42%
Slovak	180	0.04%
Subsaharan African	2,543	0.58%
Swedish	2,387	0.54%
Swiss	590	0.14%
Ukrainian	437	0.10%
Welsh	1,265	0.29%
West Indian (except Hisp. groups)	1,710	0.39%
Other ancestries	272,517	62.12%
Ancestry Unclassified	46,212	10.53%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	271,227	66.38%
Speak Asian/Pacific Island Language at Home	10,658	2.61%
Speak IndoEuropean Language at Home	5,454	1.33%
Speak Spanish at Home	118,839	29.09%
Speak Other Language at Home	2,404	0.59%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	438,690	
Age 0 - 4	30,108	6.86%
Age 5 - 9	30,151	6.87%
Age 10 - 14	30,752	7.01%
Age 15 - 17	19,806	4.51%
Age 18 - 20	18,730	4.27%
Age 21 - 24	25,626	5.84%
Age 25 - 34	73,173	16.68%
Age 35 - 44	52,983	12.08%
Age 45 - 54	50,014	11.40%
Age 55 - 64	52,739	12.02%
Age 65 - 74	34,453	7.85%
Age 75 - 84	14,883	3.39%
Age 85 and over	5,271	1.20%
Age 16 and over	341,178	77.77%
Age 18 and over	327,872	74.74%
Age 21 and over	309,141	70.47%
Age 65 and over	54,607	12.45%
2022 Est. Median Age		33.68
2022 Est. Average Age		36.42
2022 Est. Population by Sex	438,690	
Male	217,889	49.67%
Female	220,800	50.33%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	217,889	
Age 0 - 4	15,215	6.98%
Age 5 - 9	15,393	7.07%
Age 10 - 14	15,797	7.25%
Age 15 - 17	9,948	4.57%
Age 18 - 20	9,549	4.38%
Age 21 - 24	12,950	5.94%
Age 25 - 34	37,997	17.44%
Age 35 - 44	26,665	12.24%
Age 45 - 54	24,330	11.17%
Age 55 - 64	25,438	11.68%
Age 65 - 74	16,283	7.47%
Age 75 - 84	6,457	2.96%
Age 85 and over	1,867	0.86%
2022 Est. Median Age, Male		32.80
2022 Est. Average Age, Male		35.52
2022 Est. Female Population by Age	220,800	
Age 0 - 4	14,893	6.75%
Age 5 - 9	14,759	6.68%
Age 10 - 14	14,955	6.77%
Age 15 - 17	9,858	4.46%
Age 18 - 20	9,181	4.16%
Age 21 - 24	12,677	5.74%
Age 25 - 34	35,176	15.93%
Age 35 - 44	26,318	11.92%
Age 45 - 54	25,683	11.63%
Age 55 - 64	27,301	12.37%
Age 65 - 74	18,170	8.23%
Age 75 - 84	8,426	3.82%
Age 85 and over	3,404	1.54%
2022 Est. Median Age, Female		34.66
2022 Est. Average Age, Female		37.22

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Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	138,255	39.77%
Males, Never Married	73,607	21.17%
Females, Never Married	64,649	18.59%
Married, Spouse present	146,980	42.28%
Married, Spouse absent	18,018	5.18%
Widowed	15,451	4.44%
Males Widowed	3,382	0.97%
Females Widowed	12,069	3.47%
Divorced	28,973	8.33%
Males Divorced	12,188	3.51%
Females Divorced	16,785	4.83%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	26,478	9.34%
Some High School, no diploma	30,143	10.63%
High School Graduate (or GED)	78,762	27.78%
Some College, no degree	71,777	25.32%
Associate Degree	25,689	9.06%
Bachelor's Degree	34,185	12.06%
Master's Degree	13,059	4.61%
Professional School Degree	2,260	0.80%
Doctorate Degree	1,161	0.41%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	45,777	34.87%
High School Graduate	37,052	28.23%
Some College or Associate's Degree	37,513	28.58%
Bachelor's Degree or Higher	10,932	8.33%
Households		
2027 Projection	130,615	
2022 Estimate	127,550	
2010 Census	119,818	
2000 Census	99,346	
Growth 2022 - 2027		2.40%
Growth 2010 - 2022		6.45%
Growth 2000 - 2010		20.61%
2022 Est. Households by Household Type		
Family Households	98,601	77.30%
Nonfamily Households	28,949	22.70%
2022 Est. Group Quarters Population		
	9,707	
2022 Households by Ethnicity, Hispanic/Latino		
	51,829	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	13,896	10.90%
Income \$15,000 - \$24,999	8,884	6.96%
Income \$25,000 - \$34,999	8,282	6.49%
Income \$35,000 - \$49,999	14,078	11.04%
Income \$50,000 - \$74,999	21,456	16.82%
Income \$75,000 - \$99,999	17,143	13.44%
Income \$100,000 - \$124,999	13,890	10.89%
Income \$125,000 - \$149,999	9,828	7.71%
Income \$150,000 - \$199,999	9,294	7.29%
Income \$200,000 - \$249,999	4,924	3.86%
Income \$250,000 - \$499,999	4,217	3.31%
Income \$500,000+	1,657	1.30%
2022 Est. Average Household Income		
		\$93,997
2022 Est. Median Household Income		
		\$71,440
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,588
Black or African American Alone		\$51,764
American Indian and Alaska Native Alone		\$70,959
Asian Alone		\$97,287
Native Hawaiian and Other Pacific Islander Alone		\$89,400
Some Other Race Alone		\$67,178
Two or More Races		\$83,937
Hispanic or Latino		\$66,467
Not Hispanic or Latino		\$76,192
2022 Est. Family HH Type by Presence of Own Child.		
	98,601	
Married-Couple Family, own children	34,981	35.48%
Married-Couple Family, no own children	32,397	32.86%
Male Householder, own children	4,946	5.02%
Male Householder, no own children	4,305	4.37%
Female Householder, own children	13,127	13.31%
Female Householder, no own children	8,846	8.97%
2022 Est. Households by Household Size		
	127,550	
1-person	21,821	17.11%
2-person	30,662	24.04%
3-person	21,934	17.20%
4-person	21,226	16.64%
5-person	15,138	11.87%
6-person	8,498	6.66%
7-or-more-person	8,273	6.49%
2022 Est. Average Household Size		
		3.36

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	127,550	
Households with 1 or More People under Age 18:	60,935	47.77%
Married-Couple Family	38,500	63.18%
Other Family, Male Householder	5,996	9.84%
Other Family, Female Householder	15,849	26.01%
Nonfamily, Male Householder	388	0.64%
Nonfamily, Female Householder	202	0.33%
Households with No People under Age 18:	66,615	
Married-Couple Family	28,868	43.34%
Other Family, Male Householder	3,254	4.88%
Other Family, Female Householder	6,136	9.21%
Nonfamily, Male Householder	14,373	21.58%
Nonfamily, Female Householder	13,983	20.99%
2022 Est. Households by Number of Vehicles	127,550	
No Vehicles	6,962	5.46%
1 Vehicle	32,723	25.66%
2 Vehicles	46,925	36.79%
3 Vehicles	25,163	19.73%
4 Vehicles	10,687	8.38%
5 or more Vehicles	5,090	3.99%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	101,004	
2022 Estimate	98,601	
2010 Census	92,548	
2000 Census	75,970	
Growth 2022 - 2027		2.44%
Growth 2010 - 2022		6.54%
Growth 2000 - 2010		21.82%
2022 Est. Families by Poverty Status	98,601	
2022 Families at or Above Poverty	85,394	86.61%
2022 Families at or Above Poverty with Children	43,738	44.36%
2022 Families Below Poverty	13,206	13.39%
2022 Families Below Poverty with Children	9,679	9.82%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	177,407	52.00%
Civilian Labor Force, Unemployed	11,969	3.51%
Armed Forces	1,199	0.35%
Not in Labor Force	150,603	44.14%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	174,631	
For-Profit Private Workers	114,138	65.36%
Non-Profit Private Workers	9,665	5.53%
Local Government Workers	7,113	4.07%
State Government Workers	7,589	4.35%
Federal Government Workers	20,254	11.60%
Self-Employed Workers	15,613	8.94%
Unpaid Family Workers	258	0.15%
2022 Est. Civ. Employed Pop 16+ by Occupation	174,631	
Architect/Engineer	5,403	3.09%
Arts/Entertainment/Sports	2,976	1.70%
Building Grounds Maintenance	8,054	4.61%
Business/Financial Operations	5,360	3.07%
Community/Social Services	3,346	1.92%
Computer/Mathematical	3,044	1.74%
Construction/Extraction	13,961	8.00%
Education/Training/Library	10,238	5.86%
Farming/Fishing/Forestry	854	0.49%
Food Prep/Serving	8,525	4.88%
Health Practitioner/Technician	10,009	5.73%
Healthcare Support	8,401	4.81%
Maintenance Repair	7,642	4.38%
Legal	802	0.46%
Life/Physical/Social Science	833	0.48%
Management	13,849	7.93%
Office/Admin. Support	17,691	10.13%
Production	10,909	6.25%
Protective Services	5,667	3.25%
Sales/Related	17,097	9.79%
Personal Care/Service	5,171	2.96%
Transportation/Moving	14,799	8.47%
2022 Est. Pop 16+ by Occupation Classification	174,631	
White Collar	90,648	51.91%
Blue Collar	47,311	27.09%
Service and Farm	36,672	21.00%
2022 Est. Workers Age 16+ by Transp. to Work	171,654	
Drove Alone	137,075	79.85%
Car Pooled	19,669	11.46%
Public Transportation	2,751	1.60%
Walked	1,412	0.82%
Bicycle	233	0.14%
Other Means	1,834	1.07%
Worked at Home	8,680	5.06%

20-Mile Radial • Demographic Profile

Lancaster, California

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	28,793	
15 - 29 Minutes	54,331	
30 - 44 Minutes	17,003	
45 - 59 Minutes	15,216	
60 or more Minutes	47,751	
2022 Est. Avg Travel Time to Work in Minutes		41
2022 Est. Occupied Housing Units by Tenure	127,550	
Owner Occupied	85,007	66.65%
Renter Occupied	42,543	33.35%
2022 Owner Occ. HUs: Avg. Length of Residence		14.73 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.18 [†]
2022 Est. Owner-Occupied Housing Units by Value	127,550	
Value Less than \$20,000	2,779	3.27%
Value \$20,000 - \$39,999	1,893	2.23%
Value \$40,000 - \$59,999	1,386	1.63%
Value \$60,000 - \$79,999	1,975	2.32%
Value \$80,000 - \$99,999	1,379	1.62%
Value \$100,000 - \$149,999	4,245	4.99%
Value \$150,000 - \$199,999	5,355	6.30%
Value \$200,000 - \$299,999	16,205	19.06%
Value \$300,000 - \$399,999	17,400	20.47%
Value \$400,000 - \$499,999	12,136	14.28%
Value \$500,000 - \$749,999	11,704	13.77%
Value \$750,000 - \$999,999	4,422	5.20%
Value \$1,000,000 or \$1,499,999	2,146	2.52%
Value \$1,500,000 or \$1,999,999	708	0.83%
Value \$2,000,000+	1,275	1.50%
2022 Est. Median All Owner-Occupied Housing Value		\$340,765
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	106,586	76.05%
1 Unit Attached	1,913	1.36%
2 Units	1,352	0.97%
3 or 4 Units	4,288	3.06%
5 to 19 Units	9,216	6.58%
20 to 49 Units	2,047	1.46%
50 or More Units	4,636	3.31%
Mobile Home or Trailer	9,920	7.08%
Boat, RV, Van, etc.	191	0.14%

[†] Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,888	5.63%
Housing Units Built 2010 to 2014	1,485	1.06%
Housing Units Built 2000 to 2009	22,664	16.17%
Housing Units Built 1990 to 1999	27,646	19.73%
Housing Units Built 1980 to 1989	41,478	29.60%
Housing Units Built 1970 to 1979	17,295	12.34%
Housing Units Built 1960 to 1969	6,823	4.87%
Housing Units Built 1950 to 1959	11,609	8.28%
Housing Units Built 1940 to 1949	1,820	1.30%
Housing Unit Built 1939 or Earlier	1,442	1.03%
2022 Est. Median Year Structure Built		1987

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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