



TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Lockhart, Texas

Prepared for
City of Lockhart
October 2019

CITY OF
Lockhart
ECONOMIC DEVELOPMENT

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Lockhart, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	55,691	
2019 Estimate	51,766	
2010 Census	44,771	
2000 Census	38,520	
Growth 2019 - 2024		7.58%
Growth 2010 - 2019		15.62%
Growth 2000 - 2010		16.23%
2019 Est. Population by Single-Classification Race	51,766	
White Alone	37,754	72.93%
Black or African American Alone	2,640	5.10%
Amer. Indian and Alaska Native Alone	528	1.02%
Asian Alone	213	0.41%
Native Hawaiian and Other Pacific Island Alone	26	0.05%
Some Other Race Alone	9,087	17.55%
Two or More Races	1,519	2.93%
2019 Est. Population by Hispanic or Latino Origin	51,766	
Not Hispanic or Latino	23,605	45.60%
Hispanic or Latino	28,161	54.40%
Mexican	25,474	90.46%
Puerto Rican	246	0.87%
Cuban	68	0.24%
All Other Hispanic or Latino	2,373	8.43%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	28,161	
White Alone	17,631	62.61%
Black or African American Alone	169	0.60%
American Indian and Alaska Native Alone	354	1.26%
Asian Alone	28	0.10%
Native Hawaiian and Other Pacific Islander Alone	9	0.03%
Some Other Race Alone	9,030	32.07%
Two or More Races	941	3.34%
2019 Est. Pop by Race, Asian Alone, by Category	213	
Chinese, except Taiwanese	22	10.33%
Filipino	4	1.88%
Japanese	1	0.47%
Asian Indian	43	20.19%
Korean	3	1.41%
Vietnamese	45	21.13%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	1.41%
All Other Asian Races Including 2+ Category	92	43.19%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	51,766	
Arab	3	0.01%
Czech	353	0.68%
Danish	86	0.17%
Dutch	303	0.59%
English	1,878	3.63%
French (except Basque)	444	0.86%
French Canadian	47	0.09%
German	5,132	9.91%
Greek	5	0.01%
Hungarian	44	0.09%
Irish	2,738	5.29%
Italian	254	0.49%
Lithuanian	0	0.00%
United States or American	2,549	4.92%
Norwegian	141	0.27%
Polish	288	0.56%
Portuguese	21	0.04%
Russian	32	0.06%
Scottish	334	0.65%
Scotch-Irish	820	1.58%
Slovak	32	0.06%
Subsaharan African	102	0.20%
Swedish	145	0.28%
Swiss	45	0.09%
Ukrainian	1	0.00%
Welsh	69	0.13%
West Indian (except Hisp. groups)	20	0.04%
Other ancestries	28,786	55.61%
Ancestry Unclassified	7,095	13.71%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	30,856	63.96%
Speak Asian/Pacific Island Language at Home	50	0.10%
Speak IndoEuropean Language at Home	300	0.62%
Speak Spanish at Home	17,005	35.25%
Speak Other Language at Home	33	0.07%
2019 Est. Population by Age	51,766	
Age 0 - 4	3,523	6.81%
Age 5 - 9	3,541	6.84%
Age 10 - 14	3,650	7.05%
Age 15 - 17	2,213	4.28%
Age 18 - 20	2,031	3.92%
Age 21 - 24	2,671	5.16%
Age 25 - 34	6,771	13.08%
Age 35 - 44	6,508	12.57%
Age 45 - 54	6,556	12.67%
Age 55 - 64	6,589	12.73%
Age 65 - 74	4,829	9.33%
Age 75 - 84	2,114	4.08%
Age 85 and over	770	1.49%
Age 16 and over	40,329	77.91%
Age 18 and over	38,838	75.03%
Age 21 and over	36,808	71.11%
Age 65 and over	7,713	14.90%
2019 Est. Median Age		37.26
2019 Est. Average Age		38.18

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	51,766	
Male	25,912	50.06%
Female	25,854	49.94%
2019 Est. Male Population by Age	25,912	
Age 0 - 4	1,791	6.91%
Age 5 - 9	1,792	6.92%
Age 10 - 14	1,853	7.15%
Age 15 - 17	1,139	4.40%
Age 18 - 20	1,069	4.13%
Age 21 - 24	1,379	5.32%
Age 25 - 34	3,414	13.18%
Age 35 - 44	3,266	12.60%
Age 45 - 54	3,249	12.54%
Age 55 - 64	3,322	12.82%
Age 65 - 74	2,369	9.14%
Age 75 - 84	976	3.77%
Age 85 and over	292	1.13%
2019 Est. Median Age, Male		36.57
2019 Est. Average Age, Male		37.63

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	25,854	
Age 0 - 4	1,731	6.70%
Age 5 - 9	1,749	6.77%
Age 10 - 14	1,798	6.95%
Age 15 - 17	1,074	4.15%
Age 18 - 20	962	3.72%
Age 21 - 24	1,291	4.99%
Age 25 - 34	3,357	12.98%
Age 35 - 44	3,242	12.54%
Age 45 - 54	3,307	12.79%
Age 55 - 64	3,267	12.64%
Age 65 - 74	2,460	9.52%
Age 75 - 84	1,138	4.40%
Age 85 and over	478	1.85%
2019 Est. Median Age, Female		37.96
2019 Est. Average Age, Female		38.73
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,233	29.80%
Males, Never Married	6,880	16.76%
Females, Never Married	5,352	13.04%
Married, Spouse present	17,779	43.31%
Married, Spouse absent	3,045	7.42%
Widowed	2,364	5.76%
Males Widowed	434	1.06%
Females Widowed	1,930	4.70%
Divorced	5,631	13.72%
Males Divorced	2,589	6.31%
Females Divorced	3,042	7.41%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,164	12.2%
Some High School, no diploma	3,677	10.8%
High School Graduate (or GED)	12,128	35.5%
Some College, no degree	7,267	21.3%
Associate Degree	2,157	6.3%
Bachelor's Degree	3,398	10.0%
Master's Degree	1,107	3.2%
Professional School Degree	119	0.3%
Doctorate Degree	121	0.4%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,950	37.14%
High School Graduate	5,876	36.68%
Some College or Associate's Degree	3,170	19.79%
Bachelor's Degree or Higher	1,025	6.40%
Households		
2024 Projection	18,622	
2019 Estimate	17,251	
2010 Census	14,828	
2000 Census	12,773	
Growth 2019 - 2024		7.95%
Growth 2010 - 2019		16.34%
Growth 2000 - 2010		16.09%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	17,251	
Family Households	12,740	73.85%
Nonfamily Households	4,511	26.15%
2019 Est. Group Quarters Population	1,743	
2019 Households by Ethnicity, Hispanic/Latino	7,539	
2019 Est. Households by Household Income	17,251	
Income < \$15,000	1,762	10.21%
Income \$15,000 - \$24,999	1,621	9.40%
Income \$25,000 - \$34,999	1,662	9.63%
Income \$35,000 - \$49,999	2,476	14.35%
Income \$50,000 - \$74,999	3,559	20.63%
Income \$75,000 - \$99,999	2,286	13.25%
Income \$100,000 - \$124,999	1,574	9.12%
Income \$125,000 - \$149,999	937	5.43%
Income \$150,000 - \$199,999	745	4.32%
Income \$200,000 - \$249,999	299	1.73%
Income \$250,000 - \$499,999	247	1.43%
Income \$500,000+	83	0.48%
2019 Est. Average Household Income		\$72,952
2019 Est. Median Household Income		\$57,098

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$61,389
Black or African American Alone		\$34,949
American Indian and Alaska Native Alone		\$54,142
Asian Alone		\$21,660
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$46,575
Two or More Races		\$56,945
Hispanic or Latino		\$47,920
Not Hispanic or Latino		\$64,748
2019 Est. Family HH Type by Presence of Own Child.	12,740	
Married-Couple Family, own children	3,996	31.37%
Married-Couple Family, no own children	5,263	41.31%
Male Householder, own children	534	4.19%
Male Householder, no own children	594	4.66%
Female Householder, own children	1,234	9.69%
Female Householder, no own children	1,119	8.78%
2019 Est. Households by Household Size	17,251	
1-person	3,802	22.04%
2-person	5,219	30.25%
3-person	2,849	16.52%
4-person	2,440	14.14%
5-person	1,488	8.63%
6-person	766	4.44%
7-or-more-person	687	3.98%
2019 Est. Average Household Size		2.9

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	17,251	
Households with 1 or More People under Age 18:	6,886	39.92%
Married-Couple Family	4,565	66.29%
Other Family, Male Householder	688	9.99%
Other Family, Female Householder	1,580	22.95%
Nonfamily, Male Householder	40	0.58%
Nonfamily, Female Householder	14	0.20%
Households with No People under Age 18:	10,365	60.08%
Married-Couple Family	4,696	45.31%
Other Family, Male Householder	443	4.27%
Other Family, Female Householder	770	7.43%
Nonfamily, Male Householder	2,308	22.27%
Nonfamily, Female Householder	2,147	20.71%
2019 Est. Households by Number of Vehicles	17,251	
No Vehicles	752	4.36%
1 Vehicle	5,081	29.45%
2 Vehicles	6,428	37.26%
3 Vehicles	3,292	19.08%
4 Vehicles	1,188	6.89%
5 or more Vehicles	511	2.96%
2019 Est. Average Number of Vehicles		2.05

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	13,761	
2019 Estimate	12,740	
2010 Census	10,920	
2000 Census	9,635	
Growth 2019 - 2024		8.01%
Growth 2010 - 2019		16.67%
Growth 2000 - 2010		13.34%
2019 Est. Families by Poverty Status	12,740	
2019 Families at or Above Poverty	11,069	86.88%
2019 Families at or Above Poverty with Children	5,283	41.47%
2019 Families Below Poverty	1,670	13.11%
2019 Families Below Poverty with Children	1,352	10.61%
2019 Est. Pop 16+ by Employment Status	40,330	
Civilian Labor Force, Employed	22,751	56.41%
Civilian Labor Force, Unemployed	1,201	2.98%
Armed Forces	28	0.07%
Not in Labor Force	16,350	40.54%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	22,955	
For-Profit Private Workers	15,608	67.99%
Non-Profit Private Workers	1,471	6.41%
Local Government Workers	584	2.54%
State Government Workers	1,375	5.99%
Federal Government Workers	1,849	8.06%
Self-Employed Workers	2,054	8.95%
Unpaid Family Workers	14	0.06%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	22,955	
Architect/Engineer	213	0.93%
Arts/Entertainment/Sports	263	1.15%
Building Grounds Maintenance	1,103	4.81%
Business/Financial Operations	840	3.66%
Community/Social Services	193	0.84%
Computer/Mathematical	296	1.29%
Construction/Extraction	2,683	11.69%
Education/Training/Library	909	3.96%
Farming/Fishing/Forestry	123	0.54%
Food Prep/Serving	1,274	5.55%
Health Practitioner/Technician	857	3.73%
Healthcare Support	787	3.43%
Maintenance Repair	1,193	5.20%
Legal	100	0.44%
Life/Physical/Social Science	189	0.82%
Management	1,636	7.13%
Office/Admin. Support	3,049	13.28%
Production	1,896	8.26%
Protective Services	696	3.03%
Sales/Related	2,052	8.94%
Personal Care/Service	843	3.67%
Transportation/Moving	1,759	7.66%
2019 Est. Pop 16+ by Occupation Classification	22,955	
White Collar	10,598	46.17%
Blue Collar	7,531	32.81%
Service and Farm	4,826	21.02%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	22,578	
Drove Alone	18,157	80.42%
Car Pooled	3,054	13.53%
Public Transportation	18	0.08%
Walked	215	0.95%
Bicycle	6	0.03%
Other Means	321	1.42%
Worked at Home	807	3.57%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,286	
15 - 29 Minutes	4,648	
30 - 44 Minutes	4,992	
45 - 59 Minutes	3,447	
60 or more Minutes	3,395	
2019 Est. Avg Travel Time to Work in Minutes		35.03
2019 Est. Occupied Housing Units by Tenure	17,251	
Owner Occupied	12,681	73.51%
Renter Occupied	4,570	26.49%
2019 Owner Occ. HUs: Avg. Length of Residence		14.86
2019 Renter Occ. HUs: Avg. Length of Residence		6.52

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	17,251	
Value Less than \$20,000	573	4.52%
Value \$20,000 - \$39,999	559	4.41%
Value \$40,000 - \$59,999	664	5.24%
Value \$60,000 - \$79,999	1,170	9.23%
Value \$80,000 - \$99,999	999	7.88%
Value \$100,000 - \$149,999	2,827	22.29%
Value \$150,000 - \$199,999	1,995	15.73%
Value \$200,000 - \$299,999	2,093	16.51%
Value \$300,000 - \$399,999	950	7.49%
Value \$400,000 - \$499,999	357	2.82%
Value \$500,000 - \$749,999	274	2.16%
Value \$750,000 - \$999,999	105	0.83%
Value \$1,000,000 or \$1,499,999	64	0.51%
Value \$1,500,000 or \$1,999,999	21	0.17%
Value \$2,000,000+	29	0.23%
2019 Est. Median All Owner-Occupied Housing Value		\$141,420
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	11,606	60.98%
1 Unit Detached	184	0.97%
2 Units	611	3.21%
3 or 4 Units	459	2.41%
5 to 19 Units	484	2.54%
20 to 49 Units	204	1.07%
50 or More Units	104	0.55%
Mobile Home or Trailer	5,290	27.79%
Boat, RV, Van, etc.	92	0.48%

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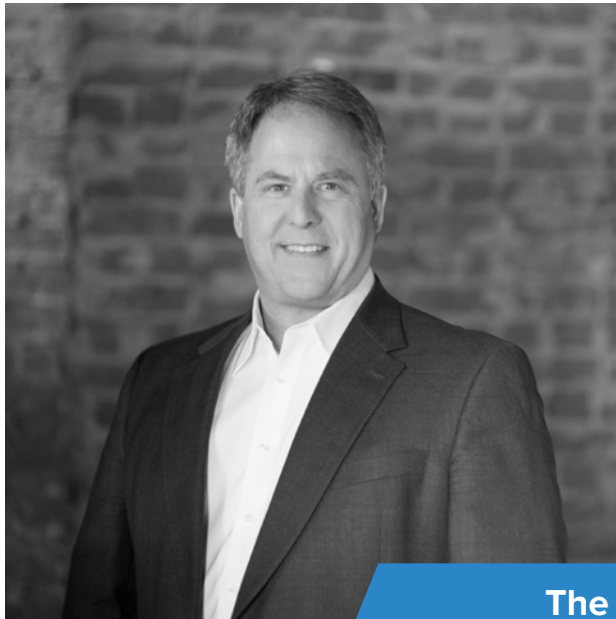
DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,203	11.58%
Housing Units Built 2010 to 2014	694	3.65%
Housing Units Built 2000 to 2009	4,048	21.27%
Housing Units Built 1990 to 1999	3,498	18.38%
Housing Units Built 1980 to 1989	2,759	14.50%
Housing Units Built 1970 to 1979	1,856	9.75%
Housing Units Built 1960 to 1969	893	4.69%
Housing Units Built 1950 to 1959	1,015	5.33%
Housing Units Built 1940 to 1949	860	4.52%
Housing Unit Built 1939 or Earlier	1,206	6.34%
2019 Est. Median Year Structure Built		1993

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.

 TheRetailCoach®



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, ESRI, 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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