



The **Retail**Coach®

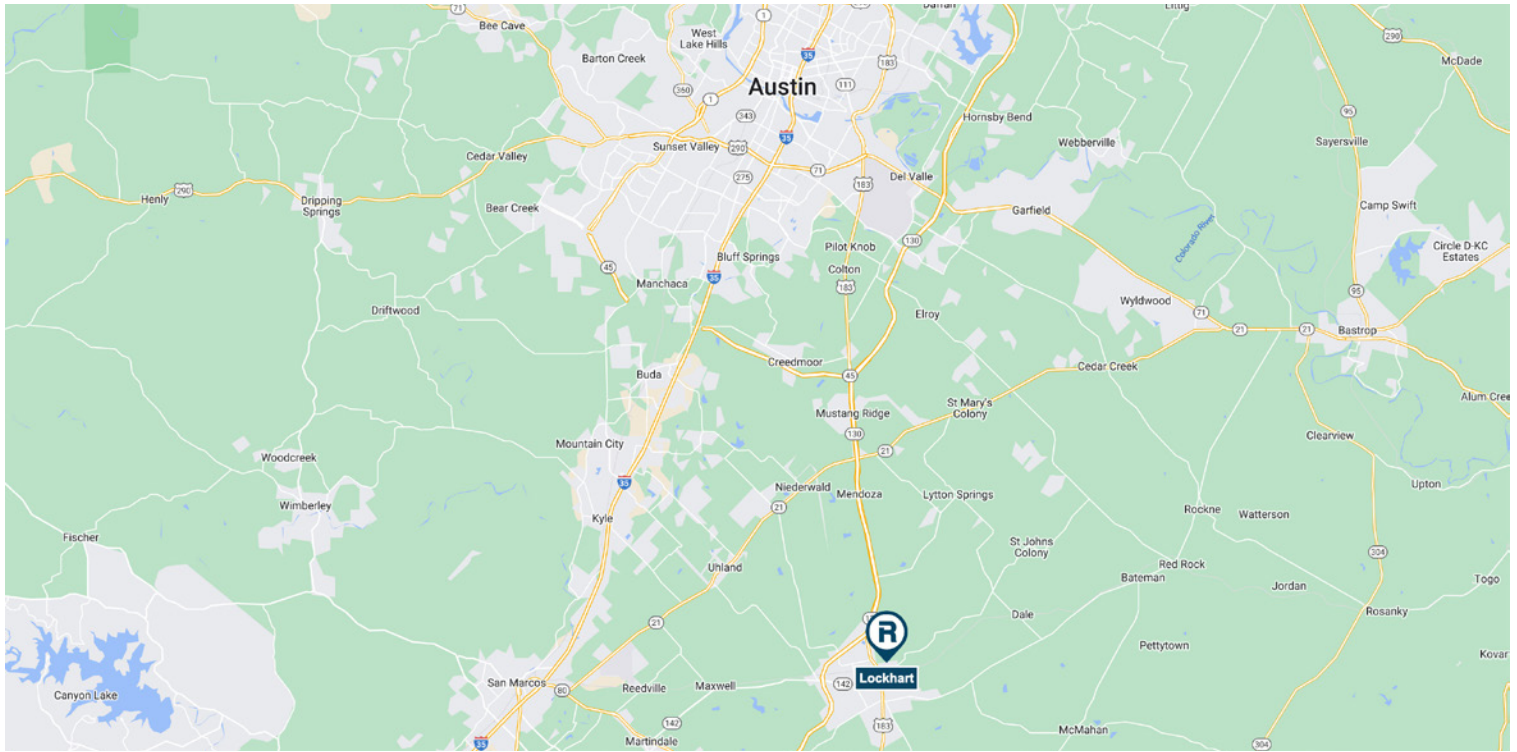
# Community Demographic Profile

LOCKHART, TEXAS

Prepared for City of Lockhart  
August 2023

# Community • Demographic Snapshot

Lockhart, Texas



## Population

2020	14,379
2023	14,723
2028	16,664

## Educational Attainment (%)

Graduate or Professional Degree	5.08%
Bachelors Degree	12.19%
Associate Degree	4.11%
Some College	21.05%
High School Graduate (GED)	41.37%
Some High School, No Degree	10.20%
Less than 9th Grade	6.00%

## Income

Average HH	\$86,378
Median HH	\$69,924
Per Capita	\$32,095

## Age

0 - 9 Years	12.45%
10 - 17 Years	10.33%
18 - 24 Years	10.52%
25 - 34 Years	14.19%
35 - 44 Years	13.67%
45 - 54 Years	11.87%
55 - 64 Years	11.02%
65 and Older	15.96%
Median Age	36.79
Average Age	38.60

## Race Distribution (%)

White	52.03%
Black/African American	6.04%
American Indian/Alaskan	0.96%
Asian	1.05%
Native Hawaiian/Islander	0.08%
Other Race	19.13%
Two or More Races	20.72%
Hispanic	55.42%

## CITY OF Lockhart

ECONOMIC DEVELOPMENT

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# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	16,664	
2023 Estimate	14,723	
2020 Census	14,379	
2010 Census	12,654	
Growth 2023 - 2028		12.37%
Growth 2020 - 2023		2.39%
Growth 2010 - 2020		13.63%
<b>2023 Est. Population by Single-Classification Race</b>	<b>14,723</b>	
White Alone	7,660	52.03%
Black or African American Alone	889	6.04%
Amer. Indian and Alaska Native Alone	141	0.96%
Asian Alone	154	1.05%
Native Hawaiian and Other Pacific Island Alone	11	0.08%
Some Other Race Alone	2,817	19.13%
Two or More Races	3,051	20.72%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>14,723</b>	
Not Hispanic or Latino	6,564	44.58%
Hispanic or Latino	8,159	55.42%
Mexican	7,394	90.62%
Puerto Rican	195	2.39%
Cuban	0	0.00%
All Other Hispanic or Latino	570	6.99%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,159</b>	
White Alone	2,494	30.57%
Black or African American Alone	84	1.03%
American Indian and Alaska Native Alone	77	0.94%
Asian Alone	4	0.05%
Native Hawaiian and Other Pacific Islander Alone	8	0.10%
Some Other Race Alone	2,761	33.84%
Two or More Races	2,731	33.47%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>154</b>	
Chinese, except Taiwanese	11	7.14%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	66	42.86%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	6	3.90%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	71	46.10%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>14,723</b>	
Arab	47	0.32%
Czech	110	0.75%
Danish	0	0.00%
Dutch	49	0.33%
English	574	3.90%
French (except Basque)	215	1.46%
French Canadian	0	0.00%
German	1,745	11.85%
Greek	0	0.00%
Hungarian	47	0.32%
Irish	684	4.65%
Italian	131	0.89%
Lithuanian	18	0.12%
United States or American	883	6.00%
Norwegian	59	0.40%
Polish	98	0.67%
Portuguese	9	0.06%
Russian	14	0.10%
Scottish	196	1.33%
Scotch-Irish	107	0.73%
Slovak	0	0.00%
Subsaharan African	21	0.14%
Swedish	28	0.19%
Swiss	8	0.05%
Ukrainian	0	0.00%
Welsh	26	0.18%
West Indian (except Hisp. groups)	9	0.06%
Other ancestries	8,114	55.11%
Ancestry Unclassified	1,531	10.40%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	9,262	67.08%
Speak Asian/Pacific Island Language at Home	11	0.08%
Speak IndoEuropean Language at Home	305	2.21%
Speak Spanish at Home	4,159	30.12%
Speak Other Language at Home	71	0.51%
<b>2023 Est. Population by Age</b>	<b>14,723</b>	
Age 0 - 4	915	6.21%
Age 5 - 9	918	6.24%
Age 10 - 14	929	6.31%
Age 15 - 17	592	4.02%
Age 18 - 20	599	4.07%
Age 21 - 24	949	6.45%
Age 25 - 34	2,089	14.19%
Age 35 - 44	2,012	13.67%
Age 45 - 54	1,748	11.87%
Age 55 - 64	1,622	11.02%
Age 65 - 74	1,394	9.47%
Age 75 - 84	655	4.45%
Age 85 and over	301	2.04%
Age 16 and over	11,768	79.93%
Age 18 and over	11,369	77.22%
Age 21 and over	10,770	73.15%
Age 65 and over	2,350	15.96%
2023 Est. Median Age		36.79
2023 Est. Average Age		38.60



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DESCRIPTION	DATA	%
<b>2023 Est. Population by Sex</b>	<b>14,723</b>	
Male	7,267	49.36%
Female	7,456	50.64%
<b>2023 Est. Male Population by Age</b>	<b>7,267</b>	
Age 0 - 4	468	6.44%
Age 5 - 9	464	6.38%
Age 10 - 14	471	6.48%
Age 15 - 17	309	4.25%
Age 18 - 20	331	4.55%
Age 21 - 24	548	7.54%
Age 25 - 34	1,069	14.71%
Age 35 - 44	980	13.49%
Age 45 - 54	817	11.24%
Age 55 - 64	780	10.73%
Age 65 - 74	650	8.95%
Age 75 - 84	275	3.78%
Age 85 and over	105	1.44%
2023 Est. Median Age, Male		34.73
2023 Est. Average Age, Male		37.20
<b>2023 Est. Female Population by Age</b>	<b>7,456</b>	
Age 0 - 4	447	6.00%
Age 5 - 9	454	6.09%
Age 10 - 14	458	6.14%
Age 15 - 17	283	3.80%
Age 18 - 20	268	3.59%
Age 21 - 24	401	5.38%
Age 25 - 34	1,020	13.68%
Age 35 - 44	1,032	13.84%
Age 45 - 54	931	12.49%
Age 55 - 64	842	11.29%
Age 65 - 74	744	9.98%
Age 75 - 84	380	5.10%
Age 85 and over	196	2.63%
2023 Est. Median Age, Female		38.81
2023 Est. Average Age, Female		39.90
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	3,732	31.20%
Males, Never Married	2,043	17.08%
Females, Never Married	1,689	14.12%
Married, Spouse present	5,045	42.18%
Married, Spouse absent	978	8.18%
Widowed	927	7.75%
Males Widowed	111	0.93%
Females Widowed	816	6.82%
Divorced	1,279	10.69%
Males Divorced	519	4.34%
Females Divorced	760	6.35%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	589	6.00%
Some High School, no diploma	1,002	10.20%
High School Graduate (or GED)	4,063	41.37%
Some College, no degree	2,067	21.05%
Associate Degree	404	4.11%
Bachelor's Degree	1,197	12.19%
Master's Degree	419	4.27%
Professional School Degree	46	0.47%
Doctorate Degree	34	0.35%

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,115	23.70%
High School Graduate	2,197	46.71%
Some College or Associate's Degree	928	19.73%
Bachelor's Degree or Higher	464	9.86%
<b>Households</b>		
2028 Projection	5,172	
2023 Estimate	5,002	
2020 Census	4,880	
2010 Census	4,118	
Growth 2023 - 2028		3.40%
Growth 2020 - 2023		2.50%
Growth 2010 - 2020		18.50%
<b>2023 Est. Households by Household Type</b>	<b>5,002</b>	
Family Households	3,572	71.41%
Nonfamily Households	1,430	28.59%
2023 Est. Group Quarters Population	1,261	
2023 Households by Ethnicity, Hispanic/Latino	2,275	
<b>2023 Est. Households by Household Income</b>	<b>5,002</b>	
Income < \$15,000	466	9.32%
Income \$15,000 - \$24,999	321	6.42%
Income \$25,000 - \$34,999	547	10.94%
Income \$35,000 - \$49,999	461	9.22%
Income \$50,000 - \$74,999	885	17.69%
Income \$75,000 - \$99,999	806	16.11%
Income \$100,000 - \$124,999	581	11.62%
Income \$125,000 - \$149,999	336	6.72%
Income \$150,000 - \$199,999	259	5.18%
Income \$200,000 - \$249,999	195	3.90%
Income \$250,000 - \$499,999	103	2.06%
Income \$500,000+	42	0.84%
2023 Est. Average Household Income		\$86,378
2023 Est. Median Household Income		\$69,924
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$77,269
Black or African American Alone		\$56,395
American Indian and Alaska Native Alone		\$53,587
Asian Alone		\$36,035
Native Hawaiian and Other Pacific Islander Alone		\$138,025
Some Other Race Alone		\$58,246
Two or More Races		\$77,254
Hispanic or Latino		\$67,309
Not Hispanic or Latino		\$71,478



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>3,572</b>	
Married-Couple Family, own children	1,002	28.05%
Married-Couple Family, no own children	1,347	37.71%
Male Householder, own children	168	4.70%
Male Householder, no own children	146	4.09%
Female Householder, own children	514	14.39%
Female Householder, no own children	395	11.06%
<b>2023 Est. Households by Household Size</b>	<b>5,002</b>	
1-person	1,162	23.23%
2-person	1,884	37.67%
3-person	838	16.75%
4-person	341	6.82%
5-person	424	8.48%
6-person	209	4.18%
7-or-more-person	144	2.88%
2023 Est. Average Household Size		2.70
<b>2023 Est. Households by Presence of People Under 18</b>	<b>5,002</b>	
Households with 1 or More People under Age 18:	2,015	40.28%
Married-Couple Family	1,158	57.47%
Other Family, Male Householder	208	10.32%
Other Family, Female Householder	636	31.56%
Nonfamily, Male Householder	9	0.45%
Nonfamily, Female Householder	4	0.20%
<b>Households with No People under Age 18:</b>	<b>2,987</b>	
Married-Couple Family	1,192	39.91%
Other Family, Male Householder	105	3.52%
Other Family, Female Householder	271	9.07%
Nonfamily, Male Householder	612	20.49%
Nonfamily, Female Householder	807	27.02%
<b>2023 Est. Households by Number of Vehicles</b>	<b>5,002</b>	
No Vehicles	240	4.80%
1 Vehicle	1,701	34.01%
2 Vehicles	1,838	36.75%
3 Vehicles	774	15.47%
4 Vehicles	217	4.34%
5 or more Vehicles	232	4.64%
2023 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2028 Projection	3,694	
2023 Estimate	3,572	
2010 Census	2,945	
Growth 2023 - 2028		3.41%
Growth 2010 - 2023		21.29%
<b>2023 Est. Families by Poverty Status</b>	<b>3,572</b>	
2023 Families at or Above Poverty	3,182	89.08%
2023 Families at or Above Poverty with Children	1,479	41.41%
2023 Families Below Poverty	390	10.92%
2023 Families Below Poverty with Children	295	8.26%

DESCRIPTION	DATA	%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	6,383	54.24%
Civilian Labor Force, Unemployed	95	0.81%
Armed Forces	0	0.00%
Not in Labor Force	5,290	44.95%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>6,528</b>	
For-Profit Private Workers	4,250	65.10%
Non-Profit Private Workers	369	5.65%
Local Government Workers	205	3.14%
State Government Workers	512	7.84%
Federal Government Workers	668	10.23%
Self-Employed Workers	500	7.66%
Unpaid Family Workers	24	0.37%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>6,528</b>	
Architect/Engineer	89	1.36%
Arts/Entertainment/Sports	85	1.30%
Building Grounds Maintenance	187	2.87%
Business/Financial Operations	428	6.56%
Community/Social Services	89	1.36%
Computer/Mathematical	133	2.04%
Construction/Extraction	647	9.91%
Education/Training/Library	365	5.59%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	286	4.38%
Health Practitioner/Technician	171	2.62%
Healthcare Support	119	1.82%
Maintenance Repair	199	3.05%
Legal	58	0.89%
Life/Physical/Social Science	45	0.69%
Management	800	12.26%
Office/Admin. Support	993	15.21%
Production	277	4.24%
Protective Services	219	3.35%
Sales/Related	739	11.32%
Personal Care/Service	86	1.32%
Transportation/Moving	513	7.86%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>6,528</b>	
White Collar	3,995	61.20%
Blue Collar	1,636	25.06%
Service and Farm	897	13.74%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>6,461</b>	
Drove Alone	5,351	82.82%
Car Pooled	514	7.96%
Public Transportation	0	0.00%
Walked	107	1.66%
Bicycle	23	0.36%
Other Means	112	1.73%
Worked at Home	354	5.48%

# Community • Demographic Profile

Lockhart, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	2,093	
15 - 29 Minutes	915	
30 - 44 Minutes	1,249	
45 - 59 Minutes	859	
60 or more Minutes	958	
2023 Est. Avg Travel Time to Work in Minutes		34
<b>2023 Est. Occupied Housing Units by Tenure</b>	5,002	
Owner Occupied	3,079	61.56%
Renter Occupied	1,923	38.45%
2023 Owner Occ. HUs: Avg. Length of Residence		16.00 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.30 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>5,002</b>	
Value Less than \$20,000	141	4.58%
Value \$20,000 - \$39,999	106	3.44%
Value \$40,000 - \$59,999	98	3.18%
Value \$60,000 - \$79,999	97	3.15%
Value \$80,000 - \$99,999	40	1.30%
Value \$100,000 - \$149,999	544	17.67%
Value \$150,000 - \$199,999	491	15.95%
Value \$200,000 - \$299,999	974	31.63%
Value \$300,000 - \$399,999	392	12.73%
Value \$400,000 - \$499,999	124	4.03%
Value \$500,000 - \$749,999	62	2.01%
Value \$750,000 - \$999,999	7	0.23%
Value \$1,000,000 or \$1,499,999	1	0.03%
Value \$1,500,000 or \$1,999,999	1	0.03%
Value \$2,000,000+	1	0.03%
2023 Est. Median All Owner-Occupied Housing Value		\$202,129

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,955	73.80%
1 Unit Attached	72	1.34%
2 Units	371	6.92%
3 or 4 Units	221	4.12%
5 to 19 Units	254	4.74%
20 to 49 Units	134	2.50%
50 or More Units	54	1.01%
Mobile Home or Trailer	298	5.56%
Boat, RV, Van, etc.	0	0.00%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	420	7.84%
Housing Units Built 2010 to 2014	150	2.80%
Housing Units Built 2000 to 2009	851	15.88%
Housing Units Built 1990 to 1999	514	9.59%
Housing Units Built 1980 to 1989	961	17.93%
Housing Units Built 1970 to 1979	723	13.49%
Housing Units Built 1960 to 1969	596	11.12%
Housing Units Built 1950 to 1959	527	9.83%
Housing Units Built 1940 to 1949	271	5.06%
Housing Unit Built 1939 or Earlier	346	6.46%
2023 Est. Median Year Structure Built		1982

<sup>†</sup> Years



# 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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