



The **Retail** Coach®

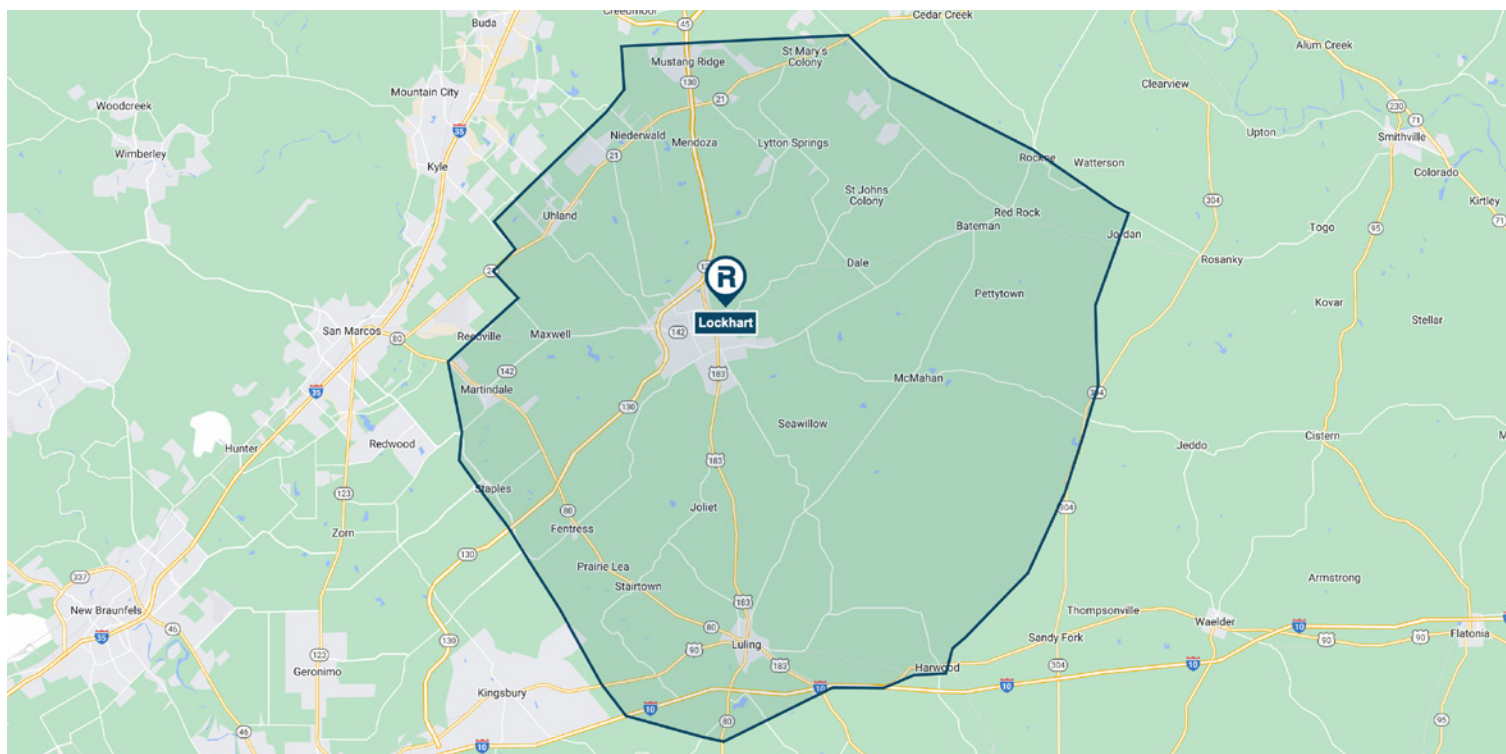
# Retail Trade Area Demographic Profile

LOCKHART, TEXAS

Prepared for City of Lockhart  
July 2023

# Retail Trade Area • Demographic Snapshot

Lockhart, Texas



## Population

2020	57,764
2023	60,976
2028	65,008

## Educational Attainment (%)

Graduate or Professional Degree	4.04%
Bachelors Degree	9.96%
Associate Degree	4.93%
Some College	22.98%
High School Graduate (GED)	36.03%
Some High School, No Degree	12.02%
Less than 9th Grade	10.05%

## Income

Average HH	\$86,485
Median HH	\$69,602
Per Capita	\$28,622

## Age

0 - 9 Years	13.27%
10 - 17 Years	11.23%
18 - 24 Years	9.16%
25 - 34 Years	13.10%
35 - 44 Years	12.78%
45 - 54 Years	12.09%
55 - 64 Years	12.33%
65 and Older	16.05%
Median Age	37.51
Average Age	38.60

## Race Distribution (%)

White	47.41%
Black/African American	3.68%
American Indian/Alaskan	1.42%
Asian	0.61%
Native Hawaiian/Islander	0.06%
Other Race	24.33%
Two or More Races	22.48%
Hispanic	61.62%

CITY OF  
**Lockhart**  
ECONOMIC DEVELOPMENT

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# Retail Trade Area • Demographic Profile

Lockhart, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	65,008	
2023 Estimate	60,976	
2020 Census	57,764	
2010 Census	45,244	
Growth 2023 - 2028		6.61%
Growth 2020 - 2023		5.56%
Growth 2010 - 2020		27.67%
<b>2023 Est. Population by Single-Classification Race</b>	<b>60,976</b>	
White Alone	28,910	47.41%
Black or African American Alone	2,246	3.68%
Amer. Indian and Alaska Native Alone	869	1.42%
Asian Alone	371	0.61%
Native Hawaiian and Other Pacific Island Alone	37	0.06%
Some Other Race Alone	14,837	24.33%
Two or More Races	13,706	22.48%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>60,976</b>	
Not Hispanic or Latino	23,405	38.38%
Hispanic or Latino	37,571	61.62%
Mexican	33,654	89.57%
Puerto Rican	496	1.32%
Cuban	260	0.69%
All Other Hispanic or Latino	3,162	8.42%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>37,571</b>	
White Alone	9,755	25.96%
Black or African American Alone	256	0.68%
American Indian and Alaska Native Alone	636	1.69%
Asian Alone	20	0.05%
Native Hawaiian and Other Pacific Islander Alone	29	0.08%
Some Other Race Alone	14,599	38.86%
Two or More Races	12,276	32.67%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>371</b>	
Chinese, except Taiwanese	52	14.02%
Filipino	30	8.09%
Japanese	0	0.00%
Asian Indian	94	25.34%
Korean	2	0.54%
Vietnamese	5	1.35%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	6	1.62%
Thai	5	1.35%
All Other Asian Races Including 2+ Category	176	47.44%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>60,976</b>	
Arab	78	0.13%
Czech	332	0.55%
Danish	26	0.04%
Dutch	264	0.43%
English	2,702	4.43%
French (except Basque)	714	1.17%
French Canadian	177	0.29%
German	5,929	9.72%
Greek	0	0.00%
Hungarian	98	0.16%
Irish	3,287	5.39%
Italian	563	0.92%
Lithuanian	50	0.08%
United States or American	2,609	4.28%
Norwegian	330	0.54%
Polish	278	0.46%
Portuguese	96	0.16%
Russian	40	0.07%
Scottish	737	1.21%
Scotch-Irish	850	1.39%
Slovak	16	0.03%
Subsaharan African	110	0.18%
Swedish	246	0.40%
Swiss	41	0.07%
Ukrainian	0	0.00%
Welsh	176	0.29%
West Indian (except Hisp. groups)	27	0.04%
Other ancestries	31,803	52.16%
Ancestry Unclassified	9,398	15.41%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	34,387	60.37%
Speak Asian/Pacific Island Language at Home	54	0.10%

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DESCRIPTION	DATA	%
Speak IndoEuropean Language at Home	631	1.11%
Speak Spanish at Home	21,779	38.23%
Speak Other Language at Home	111	0.20%

2023 Est. Population by Age		60,976
Age 0 - 4	4,013	6.58%
Age 5 - 9	4,076	6.68%
Age 10 - 14	4,263	6.99%
Age 15 - 17	2,584	4.24%
Age 18 - 20	2,386	3.91%
Age 21 - 24	3,199	5.25%
Age 25 - 34	7,985	13.10%
Age 35 - 44	7,793	12.78%
Age 45 - 54	7,370	12.09%
Age 55 - 64	7,521	12.33%
Age 65 - 74	6,198	10.16%
Age 75 - 84	2,706	4.44%
Age 85 and over	882	1.45%
Age 16 and over	47,778	78.35%
Age 18 and over	46,039	75.50%
Age 21 and over	43,653	71.59%
Age 65 and over	9,786	16.05%
2023 Est. Median Age		37.51
2023 Est. Average Age		38.60
2023 Est. Population by Sex		60,976
Male	30,692	50.34%
Female	30,284	49.67%

2023 Est. Male Population by Age		30,692
Age 0 - 4	2,032	6.62%
Age 5 - 9	2,070	6.74%
Age 10 - 14	2,173	7.08%
Age 15 - 17	1,339	4.36%
Age 18 - 20	1,267	4.13%
Age 21 - 24	1,710	5.57%
Age 25 - 34	4,110	13.39%
Age 35 - 44	3,968	12.93%
Age 45 - 54	3,644	11.87%
Age 55 - 64	3,775	12.30%
Age 65 - 74	3,041	9.91%
Age 75 - 84	1,219	3.97%
Age 85 and over	342	1.11%
2023 Est. Median Age, Male		36.59
2023 Est. Average Age, Male		37.90

2023 Est. Female Population by Age		30,284
Age 0 - 4	1,981	6.54%
Age 5 - 9	2,006	6.62%
Age 10 - 14	2,090	6.90%
Age 15 - 17	1,246	4.11%
Age 18 - 20	1,119	3.69%
Age 21 - 24	1,489	4.92%
Age 25 - 34	3,875	12.80%
Age 35 - 44	3,825	12.63%
Age 45 - 54	3,726	12.30%
Age 55 - 64	3,746	12.37%
Age 65 - 74	3,156	10.42%

DESCRIPTION	DATA	%
Age 75 - 84	1,487	4.91%
Age 85 and over	541	1.79%
2023 Est. Median Age, Female		38.48
2023 Est. Average Age, Female		39.20

2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,417	33.76%
Males, Never Married	9,649	19.84%
Females, Never Married	6,768	13.92%
Married, Spouse present	20,888	42.96%
Married, Spouse absent	3,173	6.53%
Widowed	3,006	6.18%
Males Widowed	526	1.08%
Females Widowed	2,480	5.10%
Divorced	5,140	10.57%
Males Divorced	2,258	4.64%
Females Divorced	2,882	5.93%

2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,067	10.05%
Some High School, no diploma	4,862	12.02%
High School Graduate (or GED)	14,574	36.03%
Some College, no degree	9,298	22.98%
Associate Degree	1,993	4.93%
Bachelor's Degree	4,027	9.96%
Master's Degree	1,421	3.51%
Professional School Degree	104	0.26%
Doctorate Degree	109	0.27%

2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,647	34.87%
High School Graduate	8,435	38.46%
Some College or Associate's Degree	4,363	19.89%
Bachelor's Degree or Higher	1,485	6.77%

Households		
2028 Projection	20,885	
2023 Estimate	19,616	
2020 Census	18,631	
2010 Census	14,943	
Growth 2023 - 2028		6.47%
Growth 2020 - 2023		5.29%
Growth 2010 - 2020		24.68%

2023 Est. Households by Household Type		
Family Households	14,530	74.07%
Nonfamily Households	5,086	25.93%
2023 Est. Group Quarters Population	1,704	
2023 Households by Ethnicity, Hispanic/Latino	9,706	



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DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>19,616</b>	
Income < \$15,000	1,468	7.48%
Income \$15,000 - \$24,999	1,394	7.11%
Income \$25,000 - \$34,999	1,922	9.80%
Income \$35,000 - \$49,999	2,368	12.07%
Income \$50,000 - \$74,999	3,351	17.08%
Income \$75,000 - \$99,999	3,193	16.28%
Income \$100,000 - \$124,999	2,214	11.29%
Income \$125,000 - \$149,999	1,317	6.71%
Income \$150,000 - \$199,999	1,131	5.77%
Income \$200,000 - \$249,999	703	3.58%
Income \$250,000 - \$499,999	412	2.10%
Income \$500,000+	143	0.73%
2023 Est. Average Household Income		\$86,485
2023 Est. Median Household Income		\$69,602
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$78,240
Black or African American Alone		\$69,018
American Indian and Alaska Native Alone		\$71,170
Asian Alone		\$42,970
Native Hawaiian and Other Pacific Islander Alone		\$150,000
Some Other Race Alone		\$62,465
Two or More Races		\$48,730
Hispanic or Latino		\$68,187
Not Hispanic or Latino		\$70,959
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>14,530</b>	
Married-Couple Family, own children	4,603	31.68%
Married-Couple Family, no own children	5,983	41.18%
Male Householder, own children	610	4.20%
Male Householder, no own children	677	4.66%
Female Householder, own children	1,393	9.59%
Female Householder, no own children	1,265	8.71%
<b>2023 Est. Households by Household Size</b>	<b>19,616</b>	
1-person	4,084	20.82%
2-person	6,675	34.03%
3-person	3,107	15.84%
4-person	2,725	13.89%
5-person	1,504	7.67%
6-person	992	5.06%
7-or-more-person	528	2.69%
2023 Est. Average Household Size		3.00
<b>2023 Est. Households by Presence of People Under 18</b>	<b>19,616</b>	
Households with 1 or More People under Age 18:	7,902	40.28%
Married-Couple Family	5,260	66.56%
Other Family, Male Householder	788	9.97%
Other Family, Female Householder	1,785	22.59%
Nonfamily, Male Householder	49	0.62%
Nonfamily, Female Householder	20	0.25%
<b>Households with No People under Age 18:</b>	<b>11,714</b>	
Married-Couple Family	5,323	45.44%
Other Family, Male Householder	499	4.26%
Other Family, Female Householder	872	7.44%

DESCRIPTION	DATA	%
Nonfamily, Male Householder	2,640	22.54%
Nonfamily, Female Householder	2,380	20.32%
<b>2023 Est. Households by Number of Vehicles</b>	<b>19,616</b>	
No Vehicles	766	3.90%
1 Vehicle	5,639	28.75%
2 Vehicles	7,516	38.32%
3 Vehicles	3,780	19.27%
4 Vehicles	1,322	6.74%
5 or more Vehicles	594	3.03%
2023 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2028 Projection	15,493	
2023 Estimate	14,530	
2010 Census	11,010	
Growth 2023 - 2028		6.63%
Growth 2010 - 2023		31.97%
<b>2023 Est. Families by Poverty Status</b>	<b>14,530</b>	
2023 Families at or Above Poverty	13,068	89.94%
2023 Families at or Above Poverty with Children	6,157	42.37%
2023 Families Below Poverty	1,462	10.06%
2023 Families Below Poverty with Children	1,223	8.42%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	27,754	58.09%
Civilian Labor Force, Unemployed	889	1.86%
Armed Forces	1	0.00%
Not in Labor Force	19,134	40.05%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>28,399</b>	
For-Profit Private Workers	19,754	69.56%
Non-Profit Private Workers	1,221	4.30%
Local Government Workers	836	2.94%
State Government Workers	1,292	4.55%
Federal Government Workers	2,499	8.80%
Self-Employed Workers	2,713	9.55%
Unpaid Family Workers	84	0.30%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>28,399</b>	
Architect/Engineer	282	0.99%
Arts/Entertainment/Sports	259	0.91%
Building Grounds Maintenance	1,527	5.38%
Business/Financial Operations	1,132	3.99%
Community/Social Services	295	1.04%
Computer/Mathematical	565	1.99%
Construction/Extraction	4,430	15.60%
Education/Training/Library	1,146	4.04%
Farming/Fishing/Forestry	53	0.19%
Food Prep/Serving	1,183	4.17%





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DESCRIPTION	DATA	%
Health Practitioner/Technician	990	3.49%
Healthcare Support	600	2.11%
Maintenance Repair	1,110	3.91%
Legal	225	0.79%
Life/Physical/Social Science	92	0.32%
Management	2,569	9.05%
Office/Admin. Support	3,925	13.82%
Production	1,449	5.10%
Protective Services	726	2.56%
Sales/Related	2,648	9.32%
Personal Care/Service	558	1.97%
Transportation/Moving	2,635	9.28%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>28,399</b>	
White Collar	14,128	49.75%
Blue Collar	9,624	33.89%
Service and Farm	4,647	16.36%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>28,051</b>	
Drove Alone	23,079	82.28%
Car Pooled	2,592	9.24%
Public Transportation	23	0.08%
Walked	491	1.75%
Bicycle	58	0.21%
Other Means	444	1.58%
Worked at Home	1,366	4.87%

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,197	
15 - 29 Minutes	5,825	
30 - 44 Minutes	6,538	
45 - 59 Minutes	3,225	
60 or more Minutes	5,799	
2023 Est. Avg Travel Time to Work in Minutes		38
2023 Est. Occupied Housing Units by Tenure	19,616	

DESCRIPTION	DATA	%
Owner Occupied	14,215	72.47%
Renter Occupied	5,401	27.53%
2023 Owner Occ. HUs: Avg. Length of Residence		15.10 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.20 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>19,616</b>	
Value Less than \$20,000	462	3.25%
Value \$20,000 - \$39,999	563	3.96%
Value \$40,000 - \$59,999	281	1.98%
Value \$60,000 - \$79,999	604	4.25%
Value \$80,000 - \$99,999	558	3.92%
Value \$100,000 - \$149,999	2,632	18.52%
Value \$150,000 - \$199,999	1,750	12.31%
Value \$200,000 - \$299,999	3,386	23.82%
Value \$300,000 - \$399,999	2,159	15.19%
Value \$400,000 - \$499,999	799	5.62%
Value \$500,000 - \$749,999	640	4.50%
Value \$750,000 - \$999,999	170	1.20%
Value \$1,000,000 or \$1,499,999	81	0.57%
Value \$1,500,000 or \$1,999,999	92	0.65%
Value \$2,000,000+	38	0.27%
2023 Est. Median All Owner-Occupied Housing Value		\$207,154

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	12,172	57.12%
1 Unit Attached	124	0.58%
2 Units	572	2.68%
3 or 4 Units	582	2.73%
5 to 19 Units	442	2.07%
20 to 49 Units	186	0.87%
50 or More Units	81	0.38%
Mobile Home or Trailer	7,037	33.02%
Boat, RV, Van, etc.	114	0.54%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,349	11.02%
Housing Units Built 2010 to 2014	889	4.17%
Housing Units Built 2000 to 2009	4,099	19.23%
Housing Units Built 1990 to 1999	3,630	17.03%
Housing Units Built 1980 to 1989	3,190	14.97%
Housing Units Built 1970 to 1979	2,106	9.88%
Housing Units Built 1960 to 1969	1,592	7.47%
Housing Units Built 1950 to 1959	1,332	6.25%
Housing Units Built 1940 to 1949	857	4.02%
Housing Unit Built 1939 or Earlier	1,267	5.95%
2023 Est. Median Year Structure Built		1991

<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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