



The **Retail** Coach.®

Community Demographic Profile

LAKEPORT, CALIFORNIA

Prepared for City of Lakeport
February 2023

Community • Demographic Snapshot

Lakeport, California



Population

2020	5,026	0 - 9 Years	12.71%
2023	5,178	10 - 17 Years	9.86%
2028	5,306	18 - 24 Years	6.94%

Educational Attainment (%)

Graduate or Professional Degree	10.82%	25 - 34 Years	10.53%
Bachelors Degree	16.64%	35 - 44 Years	12.08%
Associate Degree	11.80%	45 - 54 Years	9.78%
Some College	24.02%	55 - 64 Years	12.79%
High School Graduate (GED)	21.56%	65 and Older	25.31%
Some High School, No Degree	6.66%	Median Age	43.17
Less than 9th Grade	8.50%	Average Age	43.20

Income

Average HH	\$107,221
Median HH	\$59,319
Per Capita	\$47,019

Age

0 - 9 Years	12.71%
10 - 17 Years	9.86%
18 - 24 Years	6.94%
25 - 34 Years	10.53%
35 - 44 Years	12.08%
45 - 54 Years	9.78%
55 - 64 Years	12.79%
65 and Older	25.31%
Median Age	43.17
Average Age	43.20

Race Distribution (%)

White	73.27%
Black/African American	1.18%
American Indian/Alaskan	2.64%
Asian	2.23%
Native Hawaiian/Islander	0.16%
Other Race	8.56%
Two or More Races	11.97%
Hispanic	20.56%



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Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
Population		
2028 Projection	5,306	
2023 Estimate	5,178	
2020 Census	5,026	
2010 Census	4,761	
Growth 2023 - 2028		2.47%
Growth 2020 - 2023		3.02%
Growth 2010 - 2020		5.57%
2023 Est. Population by Single-Classification Race	5,178	
White Alone	3,794	73.27%
Black or African American Alone	61	1.18%
Amer. Indian and Alaska Native Alone	137	2.64%
Asian Alone	115	2.23%
Native Hawaiian and Other Pacific Island Alone	8	0.16%
Some Other Race Alone	443	8.56%
Two or More Races	620	11.97%
2023 Est. Population by Hispanic or Latino Origin	5,178	
Not Hispanic or Latino	4,113	79.44%
Hispanic or Latino	1,065	20.56%
Mexican	950	89.26%
Puerto Rican	2	0.19%
Cuban	0	0.00%
All Other Hispanic or Latino	112	10.55%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	1,065	
White Alone	273	25.60%
Black or African American Alone	6	0.58%
American Indian and Alaska Native Alone	46	4.32%
Asian Alone	3	0.29%
Native Hawaiian and Other Pacific Islander Alone	4	0.38%
Some Other Race Alone	416	39.12%
Two or More Races	316	29.72%
2023 Est. Pop by Race, Asian Alone, by Category	115	
Chinese, except Taiwanese	32	27.43%
Filipino	56	48.67%
Japanese	3	2.66%
Asian Indian	2	1.77%
Korean	8	7.08%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	14	12.39%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	5,178	
Arab	21	0.41%
Czech	0	0.00%
Danish	11	0.22%
Dutch	90	1.74%
English	589	11.37%
French (except Basque)	163	3.15%
French Canadian	0	0.00%
German	338	6.53%
Greek	68	1.32%
Hungarian	19	0.38%
Irish	374	7.22%
Italian	215	4.16%
Lithuanian	0	0.00%
United States or American	178	3.43%
Norwegian	30	0.57%
Polish	31	0.59%
Portuguese	113	2.19%
Russian	7	0.14%
Scottish	110	2.13%
Scotch-Irish	178	3.43%
Slovak	0	0.00%
Subsaharan African	1	0.02%
Swedish	66	1.28%
Swiss	20	0.39%
Ukrainian	17	0.34%
Welsh	17	0.34%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,673	32.31%
Ancestry Unclassified	847	16.36%
2023 Est. Pop Age 5+ by Language Spoken At Home	4,846	
Speak Only English at Home	3,788	78.16%
Speak Asian/Pacific Island Language at Home	195	4.02%
Speak IndoEuropean Language at Home	71	1.47%
Speak Spanish at Home	792	16.34%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	5,178	
Age 0 - 4	332	6.41%
Age 5 - 9	327	6.31%
Age 10 - 14	332	6.41%
Age 15 - 17	179	3.45%
Age 18 - 20	158	3.06%
Age 21 - 24	201	3.88%
Age 25 - 34	545	10.53%
Age 35 - 44	626	12.08%
Age 45 - 54	506	9.78%
Age 55 - 64	662	12.79%
Age 65 - 74	746	14.41%
Age 75 - 84	394	7.61%
Age 85 and over	170	3.29%
Age 16 and over	4,127	79.70%
Age 18 and over	4,009	77.43%
Age 21 and over	3,851	74.37%
Age 65 and over	1,311	25.31%
2023 Est. Median Age		43.17
2023 Est. Average Age		43.20
2023 Est. Population by Sex	5,178	
Male	2,509	48.45%
Female	2,669	51.55%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	2,509	
Age 0 - 4	167	6.67%
Age 5 - 9	165	6.59%
Age 10 - 14	168	6.71%
Age 15 - 17	91	3.62%
Age 18 - 20	83	3.30%
Age 21 - 24	107	4.27%
Age 25 - 34	286	11.39%
Age 35 - 44	322	12.82%
Age 45 - 54	245	9.76%
Age 55 - 64	299	11.92%
Age 65 - 74	346	13.79%
Age 75 - 84	177	7.04%
Age 85 and over	53	2.12%
2023 Est. Median Age, Male		40.70
2023 Est. Average Age, Male		41.50
2023 Est. Female Population by Age	2,669	
Age 0 - 4	164	6.16%
Age 5 - 9	161	6.04%
Age 10 - 14	163	6.12%
Age 15 - 17	88	3.29%
Age 18 - 20	76	2.83%
Age 21 - 24	94	3.52%
Age 25 - 34	259	9.71%
Age 35 - 44	304	11.40%
Age 45 - 54	261	9.79%
Age 55 - 64	363	13.61%
Age 65 - 74	400	14.99%
Age 75 - 84	217	8.15%
Age 85 and over	117	4.40%
2023 Est. Median Age, Female		45.95
2023 Est. Average Age, Female		44.80

Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,166	27.83%
Males, Never Married	550	13.14%
Females, Never Married	615	14.70%
Married, Spouse present	1,899	45.33%
Married, Spouse absent	164	3.92%
Widowed	367	8.77%
Males Widowed	69	1.66%
Females Widowed	298	7.12%
Divorced	592	14.14%
Males Divorced	343	8.19%
Females Divorced	249	5.95%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	310	8.5%
Some High School, no diploma	243	6.7%
High School Graduate (or GED)	787	21.6%
Some College, no degree	877	24.0%
Associate Degree	431	11.8%
Bachelor's Degree	607	16.6%
Master's Degree	249	6.8%
Professional School Degree	127	3.5%
Doctorate Degree	19	0.5%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	263	35.02%
High School Graduate	145	19.26%
Some College or Associate's Degree	194	25.88%
Bachelor's Degree or Higher	149	19.84%
Households		
2028 Projection	2,200	
2023 Estimate	2,215	
2020 Census	2,204	
2010 Census	2,016	
Growth 2023 - 2028		-0.68%
Growth 2020 - 2023		0.50%
Growth 2010 - 2020		9.33%
2023 Est. Households by Household Type	2,215	
Family Households	1,280	57.79%
Nonfamily Households	935	42.21%
2023 Est. Group Quarters Population	127	
2023 Households by Ethnicity, Hispanic/Latino	311	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	2,215	
Income < \$15,000	389	17.56%
Income \$15,000 - \$24,999	212	9.57%
Income \$25,000 - \$34,999	136	6.14%
Income \$35,000 - \$49,999	254	11.47%
Income \$50,000 - \$74,999	269	12.14%
Income \$75,000 - \$99,999	193	8.71%
Income \$100,000 - \$124,999	139	6.28%
Income \$125,000 - \$149,999	113	5.10%
Income \$150,000 - \$199,999	181	8.17%
Income \$200,000 - \$249,999	107	4.83%
Income \$250,000 - \$499,999	137	6.19%
Income \$500,000+	85	3.84%
2023 Est. Average Household Income		\$107,221
2023 Est. Median Household Income		\$59,319
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,809
Black or African American Alone		\$16,934
American Indian and Alaska Native Alone		\$46,415
Asian Alone		\$13,744
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$66,841
Two or More Races		\$16,020
Hispanic or Latino		\$66,854
Not Hispanic or Latino		\$57,150
2023 Est. Family HH Type by Presence of Own Child.	1,280	
Married-Couple Family, own children	307	23.98%
Married-Couple Family, no own children	576	45.00%
Male Householder, own children	75	5.86%
Male Householder, no own children	46	3.59%
Female Householder, own children	155	12.11%
Female Householder, no own children	121	9.45%
2023 Est. Households by Household Size	2,215	
1-person	858	38.74%
2-person	628	28.35%
3-person	256	11.56%
4-person	298	13.45%
5-person	146	6.59%
6-person	5	0.23%
7-or-more-person	24	1.08%
2023 Est. Average Household Size		2.23

Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	2,215	
Households with 1 or More People under Age 18:	605	27.31%
Married-Couple Family	1,201	54.22%
Other Family, Male Householder	297	13.39%
Other Family, Female Householder	681	30.74%
Nonfamily, Male Householder	33	1.49%
Nonfamily, Female Householder	4	0.17%
Households with No People under Age 18:	1,610	72.69%
Married-Couple Family	765	34.53%
Other Family, Male Householder	52	2.36%
Other Family, Female Householder	125	5.65%
Nonfamily, Male Householder	535	24.16%
Nonfamily, Female Householder	737	33.29%
2023 Est. Households by Number of Vehicles	2,215	
No Vehicles	131	5.91%
1 Vehicle	820	37.02%
2 Vehicles	781	35.26%
3 Vehicles	360	16.25%
4 Vehicles	82	3.70%
5 or more Vehicles	41	1.85%
2023 Est. Average Number of Vehicles		1.8
Family Households		
2028 Projection	1,265	
2023 Estimate	1,280	
2010 Census	1,183	
Growth 2023 - 2028		-1.17%
Growth 2010 - 2023		8.20%
2023 Est. Families by Poverty Status	1,280	
2023 Families at or Above Poverty	1,234	96.41%
2023 Families at or Above Poverty with Children	606	47.34%
2023 Families Below Poverty	46	3.59%
2023 Families Below Poverty with Children	15	1.17%
2023 Est. Pop 16+ by Employment Status	4,127	
Civilian Labor Force, Employed	2,010	48.70%
Civilian Labor Force, Unemployed	160	3.88%
Armed Forces	0	0.00%
Not in Labor Force	1,957	47.42%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	2,010	
For-Profit Private Workers	1,073	53.38%
Non-Profit Private Workers	133	6.60%
Local Government Workers	5	0.25%
State Government Workers	90	4.47%
Federal Government Workers	387	19.25%
Self-Employed Workers	304	15.14%
Unpaid Family Workers	18	0.91%
2023 Est. Civ. Employed Pop 16+ by Occupation	2,010	
Architect/Engineer	42	2.08%
Arts/Entertainment/Sports	2	0.10%
Building Grounds Maintenance	67	3.35%
Business/Financial Operations	59	2.95%
Community/Social Services	0	0.00%
Computer/Mathematical	0	0.00%
Construction/Extraction	100	4.98%
Education/Training/Library	191	9.50%
Farming/Fishing/Forestry	36	1.78%
Food Prep/Serving	162	8.08%
Health Practitioner/Technician	101	5.03%
Healthcare Support	230	11.43%
Maintenance Repair	44	2.18%
Legal	51	2.54%
Life/Physical/Social Science	18	0.91%
Management	342	17.01%
Office/Admin. Support	91	4.52%
Production	67	3.35%
Protective Services	81	4.01%
Sales/Related	102	5.08%
Personal Care/Service	31	1.52%
Transportation/Moving	193	9.60%
2023 Est. Pop 16+ by Occupation Classification	2,010	
White Collar	999	49.72%
Blue Collar	404	20.11%
Service and Farm	606	30.17%
2023 Est. Workers Age 16+ by Transp. to Work	2,010	
Drove Alone	1,400	69.68%
Car Pooled	314	15.64%
Public Transportation	2	0.11%
Walked	15	0.74%
Bicycle	0	0.00%
Other Means	7	0.37%
Worked at Home	271	13.48%

Community • Demographic Profile

Lakeport, California

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,194	68.65%
15 - 29 Minutes	336	19.31%
30 - 44 Minutes	99	5.72%
45 - 59 Minutes	55	3.16%
60 or more Minutes	55	3.16%
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	2,215	
Owner Occupied	1,538	69.44%
Renter Occupied	677	30.56%
2023 Owner Occ. HUs: Avg. Length of Residence		14.4 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.5 [†]
2023 Est. Owner-Occupied Housing Units by Value	2,215	
Value Less than \$20,000	46	2.08%
Value \$20,000 - \$39,999	72	3.25%
Value \$40,000 - \$59,999	71	3.19%
Value \$60,000 - \$79,999	22	0.98%
Value \$80,000 - \$99,999	16	0.72%
Value \$100,000 - \$149,999	79	3.58%
Value \$150,000 - \$199,999	71	3.19%
Value \$200,000 - \$299,999	253	11.44%
Value \$300,000 - \$399,999	464	20.94%
Value \$400,000 - \$499,999	297	13.39%
Value \$500,000 - \$749,999	603	27.24%
Value \$750,000 - \$999,999	76	3.45%
Value \$1,000,000 or \$1,499,999	124	5.59%
Value \$1,500,000 or \$1,999,999	9	0.39%
Value \$2,000,000+	13	0.59%
2023 Est. Median All Owner-Occupied Housing Value		\$404,040
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,498	67.62%
1 Unit Attached	63	2.87%
2 Units	1	0.04%
3 or 4 Units	63	2.87%
5 to 19 Units	88	3.96%
20 to 49 Units	192	8.68%
50 or More Units	19	0.85%
Mobile Home or Trailer	275	12.39%
Boat, RV, Van, etc.	16	0.73%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	15	0.69%
Housing Units Built 2010 to 2014	92	4.16%
Housing Units Built 2000 to 2009	138	6.22%
Housing Units Built 1990 to 1999	294	13.28%
Housing Units Built 1980 to 1989	459	20.71%
Housing Units Built 1970 to 1979	485	21.88%
Housing Units Built 1960 to 1969	247	11.14%
Housing Units Built 1950 to 1959	221	9.97%
Housing Units Built 1940 to 1949	93	4.20%
Housing Unit Built 1939 or Earlier	172	7.75%
2023 Est. Median Year Structure Built		1978

[†] 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.

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