



The **Retail**Coach®

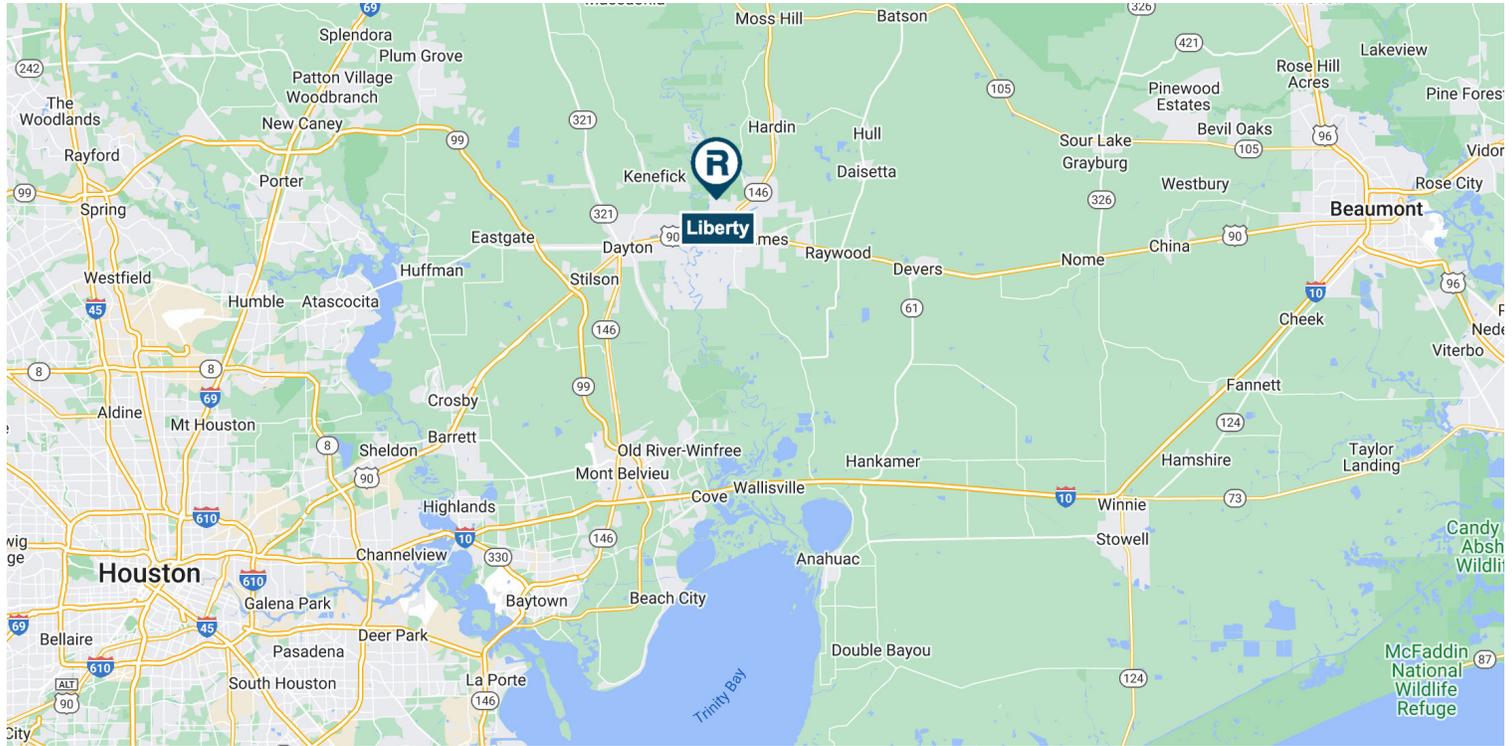
# Community Demographic Profile

LIBERTY, TEXAS

Prepared for City of Liberty  
February 2024

# Community • Demographic Snapshot

Liberty, Texas



## Population

2020	8,279
2024	9,001
2029	9,778

## Educational Attainment (%)

Graduate or Professional Degree	5.32%
Bachelors Degree	9.36%
Associate Degree	5.15%
Some College	22.70%
High School Graduate (or GED)	33.60%
Some High School, No Degree	7.90%
Less than 9th Grade	15.97%

## Income

Average HH	\$69,549
Median HH	\$50,180
Per Capita	\$25,740

## Age

0 - 9 Years	12.51%
10 - 17 Years	10.84%
18 - 24 Years	9.59%
25 - 34 Years	12.51%
35 - 44 Years	12.05%
45 - 54 Years	11.33%
55 - 64 Years	11.90%
65 and Older	19.26%
Median Age	38.72
Average Age	40.00

## Race Distribution (%)

White	52.58%
Black/African American	14.35%
American Indian/Alaskan	1.08%
Asian	1.39%
Native Hawaiian/Islander	0.01%
Other Race	19.91%
Two or More Races	10.68%
Hispanic	34.76%



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# Community • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	9,778	
2024 Estimate	9,001	
2020 Census	8,279	
2010 Census	8,432	
Growth 2024 - 2029		8.63%
Growth 2020 - 2024		8.72%
Growth 2010 - 2020		-1.-81%
<b>2024 Est. Population by Single-Classification Race</b>	<b>9,001</b>	
White Alone	4,733	52.58%
Black or African American Alone	1,292	14.35%
Amer. Indian and Alaska Native Alone	97	1.08%
Asian Alone	125	1.39%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	1,792	19.91%
Two or More Races	961	10.68%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>9,001</b>	
Not Hispanic or Latino	5,872	65.24%
Hispanic or Latino	3,129	34.76%
Mexican	2,776	88.72%
Puerto Rican	8	0.26%
Cuban	0	0.00%
All Other Hispanic or Latino	345	11.03%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,129</b>	
White Alone	539	17.23%
Black or African American Alone	37	1.18%
American Indian and Alaska Native Alone	88	2.81%
Asian Alone	4	0.13%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,747	55.83%
Two or More Races	714	22.82%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>125</b>	
Chinese, except Taiwanese	8	6.40%
Filipino	73	58.40%
Japanese	0	0.00%
Asian Indian	41	32.80%
Korean	0	0.00%
Vietnamese	1	0.80%
Cambodian	2	1.60%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>9,001</b>	
Arab	0	0.00%
Czech	105	1.17%
Danish	12	0.13%
Dutch	10	0.11%
English	760	8.44%
French (except Basque)	394	4.38%
French Canadian	5	0.06%
German	584	6.49%
Greek	0	0.00%
Hungarian	6	0.07%
Irish	550	6.11%
Italian	31	0.34%
Lithuanian	0	0.00%
United States or American	461	5.12%
Norwegian	0	0.00%
Polish	100	1.11%
Portuguese	0	0.00%
Russian	27	0.30%
Scottish	229	2.54%
Scotch-Irish	274	3.04%
Slovak	0	0.00%
Subsaharan African	117	1.30%
Swedish	66	0.73%
Swiss	2	0.02%
Ukrainian	0	0.00%
Welsh	15	0.17%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,286	36.51%
Ancestry Unclassified	1,967	21.85%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	7,130	84.56%
Speak Asian/Pacific Island Language at Home	36	0.43%
Speak IndoEuropean Language at Home	46	0.55%
Speak Spanish at Home	1,212	14.37%
Speak Other Language at Home	8	0.10%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>9,001</b>	
Age 0 - 4	569	6.32%
Age 5 - 9	557	6.19%
Age 10 - 14	603	6.70%
Age 15 - 17	373	4.14%
Age 18 - 20	365	4.05%
Age 21 - 24	498	5.53%
Age 25 - 34	1,126	12.51%
Age 35 - 44	1,085	12.05%
Age 45 - 54	1,020	11.33%
Age 55 - 64	1,071	11.90%
Age 65 - 74	996	11.07%
Age 75 - 84	561	6.23%
Age 85 and over	177	1.97%
Age 16 and over	7,146	79.39%
Age 18 and over	6,899	76.65%
Age 21 and over	6,534	72.59%
Age 65 and over	1,734	19.26%
2024 Est. Median Age		38.72
2024 Est. Average Age		40.00
<b>2024 Est. Population by Sex</b>	<b>9,001</b>	
Male	4,439	49.32%
Female	4,562	50.68%
<b>2024 Est. Male Population by Age</b>	<b>4,439</b>	
Age 0 - 4	294	6.62%
Age 5 - 9	299	6.74%
Age 10 - 14	284	6.40%
Age 15 - 17	195	4.39%
Age 18 - 20	194	4.37%
Age 21 - 24	267	6.01%
Age 25 - 34	612	13.79%
Age 35 - 44	562	12.66%
Age 45 - 54	510	11.49%
Age 55 - 64	496	11.17%
Age 65 - 74	458	10.32%
Age 75 - 84	218	4.91%
Age 85 and over	50	1.13%
2024 Est. Median Age, Male		36.28
2024 Est. Average Age, Male		38.20
<b>2024 Est. Female Population by Age</b>	<b>4,562</b>	
Age 0 - 4	275	6.03%
Age 5 - 9	258	5.66%
Age 10 - 14	319	6.99%
Age 15 - 17	178	3.90%
Age 18 - 20	171	3.75%
Age 21 - 24	231	5.06%
Age 25 - 34	514	11.27%
Age 35 - 44	523	11.46%
Age 45 - 54	510	11.18%
Age 55 - 64	575	12.60%
Age 65 - 74	538	11.79%
Age 75 - 84	343	7.52%
Age 85 and over	127	2.78%
2024 Est. Median Age, Female		41.40
2024 Est. Average Age, Female		41.80

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,812	24.92%
Males, Never Married	1,004	13.81%
Females, Never Married	808	11.11%
Married, Spouse present	3,711	51.03%
Married, Spouse absent	343	4.72%
Widowed	390	5.36%
Males Widowed	117	1.61%
Females Widowed	273	3.75%
Divorced	1,016	13.97%
Males Divorced	297	4.08%
Females Divorced	719	9.89%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	964	15.97%
Some High School, no diploma	477	7.90%
High School Graduate (or GED)	2,028	33.60%
Some College, no degree	1,370	22.70%
Associate Degree	311	5.15%
Bachelor's Degree	565	9.36%
Master's Degree	267	4.42%
Professional School Degree	54	0.90%
Doctorate Degree	0	0.00%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,181	69.59%
High School Graduate	307	18.09%
Some College or Associate's Degree	110	6.48%
Bachelor's Degree or Higher	99	5.83%
<b>Households</b>		
2029 Projection	3,482	
2024 Estimate	3,204	
2020 Census	2,929	
2010 Census	2,915	
Growth 2024 - 2029		8.68%
Growth 2020 - 2024		9.39%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>3,204</b>	
Family Households	2,257	70.44%
Nonfamily Households	947	29.56%
2024 Est. Group Quarters Population	344	
2024 Households by Ethnicity, Hispanic/Latino	869	

# Community • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>3,204</b>	
Income < \$15,000	306	9.55%
Income \$15,000 - \$24,999	406	12.67%
Income \$25,000 - \$34,999	419	13.08%
Income \$35,000 - \$49,999	466	14.54%
Income \$50,000 - \$74,999	571	17.82%
Income \$75,000 - \$99,999	339	10.58%
Income \$100,000 - \$124,999	237	7.40%
Income \$125,000 - \$149,999	195	6.09%
Income \$150,000 - \$199,999	147	4.59%
Income \$200,000 - \$249,999	62	1.93%
Income \$250,000 - \$499,999	45	1.40%
Income \$500,000+	11	0.34%
2024 Est. Average Household Income		\$69,549
2024 Est. Median Household Income		\$50,180
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$57,108
Black or African American Alone		\$39,425
American Indian and Alaska Native Alone		\$7,625
Asian Alone		\$29,488
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$50,969
Two or More Races		\$42,887
Hispanic or Latino		\$50,418
Not Hispanic or Latino		\$50,030
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>3,204</b>	
Family Households with Children	721	22.50%
Family Households without Children	2,483	77.50%
<b>Married-Couple Families</b>	<b>1,714</b>	<b>53.50%</b>
Married-Couple Family, own children	603	18.82%
Married-Couple Family, no own children	1,111	34.67%
<b>Cohabiting-Couple Families</b>	<b>142</b>	<b>4.43%</b>
Cohabiting-Couple Family, own children	21	0.66%
Cohabiting-Couple Family, no own children	121	3.78%
<b>Male Householder Families</b>	<b>404</b>	<b>12.61%</b>
Male Householder, own children	5	0.16%
Male Householder, no own children	37	1.15%
Male Householder, only Nonrelatives	8	0.25%
Male Householder, Living Alone	354	11.05%
<b>Female Householder Families</b>	<b>944</b>	<b>29.46%</b>
Female Householder, own children	92	2.87%
Female Householder, no own children	182	5.68%
Female Householder, only Nonrelatives	1	0.03%
Female Householder, Living Alone	669	20.88%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>3,204</b>	
1-person	783	24.44%
2-person	1,012	31.59%
3-person	508	15.86%
4-person	440	13.73%
5-person	273	8.52%
6-person	117	3.65%
7-or-more-person	71	2.22%
2024 Est. Average Household Size		2.70
<b>2024 Est. Households by Number of Vehicles</b>	<b>3,204</b>	
No Vehicles	166	5.18%
1 Vehicle	1,138	35.52%
2 Vehicles	1,334	41.64%
3 Vehicles	426	13.30%
4 Vehicles	100	3.12%
5 or more Vehicles	40	1.25%
2024 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2029 Projection	2,453	
2024 Estimate	2,257	
2020 Estimate	2,030	
2010 Census	2,041	
Growth 2024 - 2029		8.68%
Growth 2020 - 2024		11.18%
Growth 2010 - 2020		0.53%
<b>2024 Est. Families by Poverty Status</b>	<b>2,257</b>	
2024 Families at or Above Poverty	2,064	91.45%
2024 Families at or Above Poverty with Children	738	32.70%
2024 Families Below Poverty	193	8.55%
2024 Families Below Poverty with Children	165	7.31%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	3,043	42.58%
Civilian Labor Force, Unemployed	286	4.00%
Armed Forces	0	0.00%
Not in Labor Force	3,817	53.41%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	2,384	69.36%
Non-Profit Private Workers	149	4.33%
Local Government Workers	45	1.31%
State Government Workers	49	1.43%
Federal Government Workers	282	8.21%
Self-Employed Workers	527	15.33%
Unpaid Family Workers	1	0.03%

# Community • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	75	2.18%
Arts/Entertainment/Sports	28	0.82%
Building Grounds Maintenance	78	2.27%
Business/Financial Operations	82	2.39%
Community/Social Services	17	0.50%
Computer/Mathematical	121	3.52%
Construction/Extraction	306	8.90%
Education/Training/Library	123	3.58%
Farming/Fishing/Forestry	6	0.18%
Food Prep/Serving	339	9.86%
Health Practitioner/Technician	117	3.40%
Healthcare Support	69	2.01%
Maintenance Repair	199	5.79%
Legal	4	0.12%
Life/Physical/Social Science	5	0.15%
Management	334	9.72%
Office/Admin. Support	484	14.08%
Production	201	5.85%
Protective Services	126	3.67%
Sales/Related	364	10.59%
Personal Care/Service	15	0.44%
Transportation/Moving	344	10.01%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	1,754	51.03%
Blue Collar	1,050	30.55%
Service and Farm	633	18.42%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	2,661	77.62%
Car Pooled	431	12.57%
Public Transportation	13	0.38%
Walked	29	0.85%
Bicycle	57	1.66%
Other Means	1	0.03%
Worked at Home	236	6.88%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,439	
15 - 29 Minutes	497	
30 - 44 Minutes	352	
45 - 59 Minutes	415	
60 or more Minutes	489	
2024 Est. Avg Travel Time to Work in Minutes		30
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>3,204</b>	
Owner Occupied	2,112	58.77%
Renter Occupied	1,092	34.08%
2024 Owner Occ. HUs: Avg. Length of Residence		17.50 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.70 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>2,112</b>	
Value Less than \$20,000	43	2.04%
Value \$20,000 - \$39,999	58	2.75%
Value \$40,000 - \$59,999	86	4.07%
Value \$60,000 - \$79,999	118	5.59%
Value \$80,000 - \$99,999	251	11.89%
Value \$100,000 - \$149,999	292	13.83%
Value \$150,000 - \$199,999	349	16.52%
Value \$200,000 - \$299,999	346	16.38%
Value \$300,000 - \$399,999	352	16.67%
Value \$400,000 - \$499,999	162	7.67%
Value \$500,000 - \$749,999	33	1.56%
Value \$750,000 - \$999,999	5	0.24%
Value \$1,000,000 or \$1,499,999	6	0.28%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	11	0.52%
2024 Est. Median All Owner-Occupied Housing Value		\$179,014
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,074	57.71%
1 Unit Attached	191	5.31%
2 Units	87	2.42%
3 or 4 Units	151	4.20%
5 to 19 Units	539	15.00%
20 to 49 Units	66	1.84%
50 or More Units	13	0.36%
Mobile Home or Trailer	473	13.16%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	244	6.79%
Housing Units Built 2010 to 2019	346	9.63%
Housing Units Built 2000 to 2009	371	10.32%
Housing Units Built 1990 to 1999	351	9.77%
Housing Units Built 1980 to 1989	340	9.46%
Housing Units Built 1970 to 1979	1,134	31.55%
Housing Units Built 1960 to 1969	238	6.62%
Housing Units Built 1950 to 1959	284	7.90%
Housing Units Built 1940 to 1949	142	3.95%
Housing Unit Built 1939 or Earlier	144	4.01%
2024 Est. Median Year Structure Built		1979

<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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