



The**Retail**Coach®

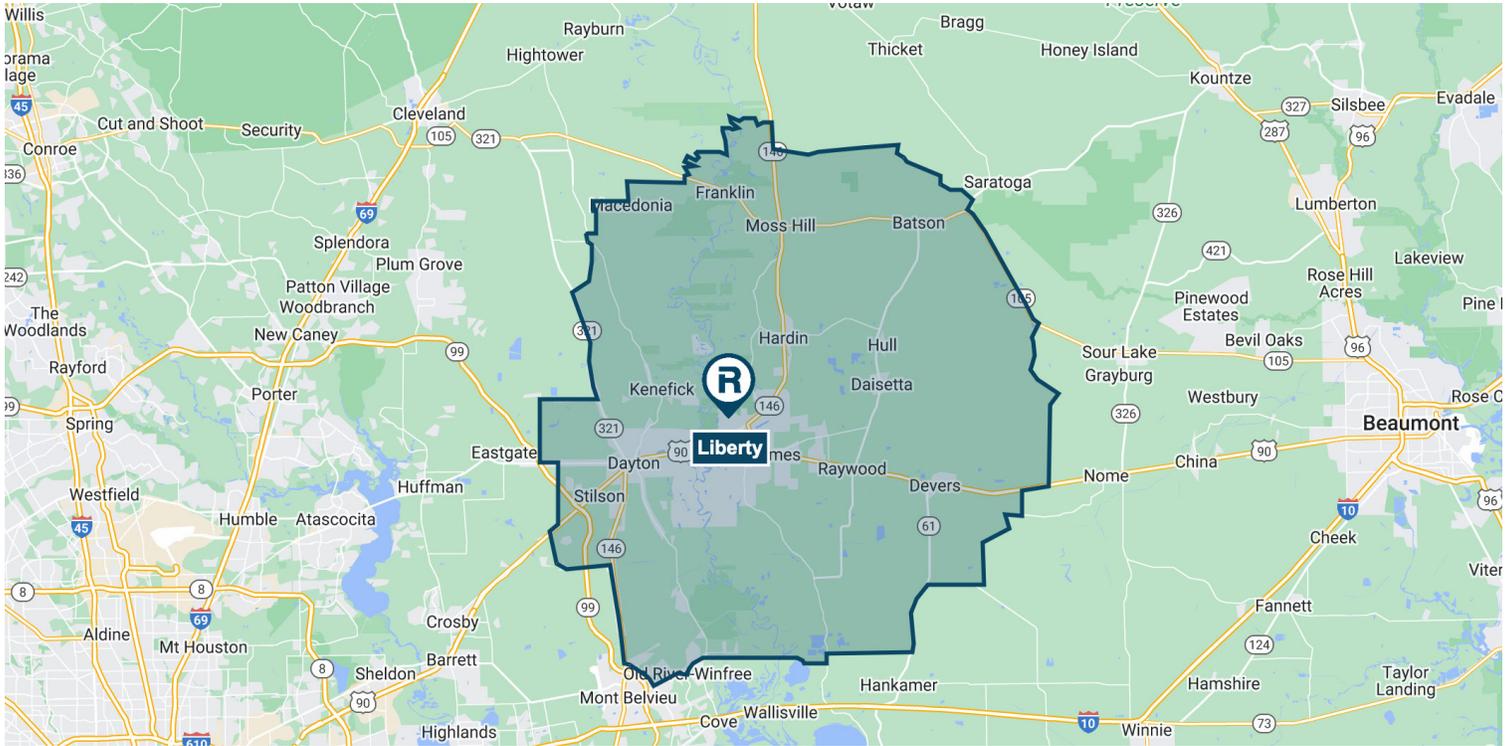
Primary Retail Trade Area Demographic Profile

LIBERTY, TEXAS

Prepared for City of Liberty
February 2024

Primary Retail Trade Area • Demographic Snapshot

Liberty, Texas



Population

2020	49,963
2024	55,971
2029	62,136

Age

0 - 9 Years	12.86%
10 - 17 Years	11.32%
18 - 24 Years	9.51%
25 - 34 Years	11.40%
35 - 44 Years	11.90%
45 - 54 Years	12.05%
55 - 64 Years	12.84%
65 and Older	18.14%
Median Age	39.17
Average Age	39.66

Educational Attainment (%)

Graduate or Professional Degree	3.58%
Bachelors Degree	11.32%
Associate Degree	7.10%
Some College	24.48%
High School Graduate (or GED)	35.44%
Some High School, No Degree	8.61%
Less than 9th Grade	9.46%

Race Distribution (%)

White	64.86%
Black/African American	8.25%
American Indian/Alaskan	1.10%
Asian	0.92%
Native Hawaiian/Islander	0.02%
Other Race	13.26%
Two or More Races	11.58%
Hispanic	29.12%

Income

Average HH	\$91,989
Median HH	\$65,711
Per Capita	\$32,948



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Primary Retail Trade Area • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	62,136	
2024 Estimate	55,971	
2020 Census	49,963	
2010 Census	45,910	
Growth 2024 - 2029		11.02%
Growth 2020 - 2024		12.03%
Growth 2010 - 2020		8.83%
2024 Est. Population by Single-Classification Race	55,971	
White Alone	36,301	64.86%
Black or African American Alone	4,620	8.25%
Amer. Indian and Alaska Native Alone	615	1.10%
Asian Alone	516	0.92%
Native Hawaiian and Other Pacific Island Alone	13	0.02%
Some Other Race Alone	7,424	13.26%
Two or More Races	6,482	11.58%
2024 Est. Population by Hispanic or Latino Origin	55,971	
Not Hispanic or Latino	39,672	70.88%
Hispanic or Latino	16,298	29.12%
Mexican	14,375	88.20%
Puerto Rican	192	1.18%
Cuban	43	0.26%
All Other Hispanic or Latino	1,690	10.37%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	16,298	
White Alone	3,943	24.19%
Black or African American Alone	127	0.78%
American Indian and Alaska Native Alone	411	2.52%
Asian Alone	24	0.15%
Native Hawaiian and Other Pacific Islander Alone	5	0.03%
Some Other Race Alone	7,204	44.20%
Two or More Races	4,586	28.14%
2024 Est. Pop by Race, Asian Alone, by Category	516	
Chinese, except Taiwanese	14	2.71%
Filipino	302	58.53%
Japanese	0	0.00%
Asian Indian	89	17.25%
Korean	25	4.84%
Vietnamese	40	7.75%
Cambodian	9	1.74%
Hmong	0	0.00%
Laotian	13	2.52%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	25	4.84%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	55,971	
Arab	36	0.06%
Czech	547	0.98%
Danish	74	0.13%
Dutch	363	0.65%
English	3,922	7.01%
French (except Basque)	2,276	4.07%
French Canadian	112	0.20%
German	4,751	8.49%
Greek	10	0.02%
Hungarian	9	0.02%
Irish	3,956	7.07%
Italian	1,046	1.87%
Lithuanian	8	0.01%
United States or American	2,214	3.96%
Norwegian	79	0.14%
Polish	329	0.59%
Portuguese	9	0.02%
Russian	53	0.10%
Scottish	1,054	1.88%
Scotch-Irish	765	1.37%
Slovak	0	0.00%
Subsaharan African	467	0.83%
Swedish	351	0.63%
Swiss	2	0.00%
Ukrainian	0	0.00%
Welsh	77	0.14%
West Indian (except Hisp. groups)	35	0.06%
Other ancestries	16,476	29.44%
Ancestry Unclassified	16,951	30.28%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	45,068	86.07%
Speak Asian/Pacific Island Language at Home	138	0.26%
Speak IndoEuropean Language at Home	215	0.41%
Speak Spanish at Home	6,926	13.23%
Speak Other Language at Home	16	0.03%

Primary Retail Trade Area • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	55,971	
Age 0 - 4	3,609	6.45%
Age 5 - 9	3,589	6.41%
Age 10 - 14	3,945	7.05%
Age 15 - 17	2,388	4.27%
Age 18 - 20	2,336	4.17%
Age 21 - 24	2,984	5.33%
Age 25 - 34	6,382	11.40%
Age 35 - 44	6,659	11.90%
Age 45 - 54	6,742	12.05%
Age 55 - 64	7,184	12.84%
Age 65 - 74	6,200	11.08%
Age 75 - 84	3,161	5.65%
Age 85 and over	793	1.42%
Age 16 and over	44,035	78.67%
Age 18 and over	42,440	75.82%
Age 21 and over	40,104	71.65%
Age 65 and over	10,154	18.14%
2024 Est. Median Age		39.17
2024 Est. Average Age		39.66
2024 Est. Population by Sex	55,971	
Male	27,614	49.34%
Female	28,357	50.66%
2024 Est. Male Population by Age	27,614	
Age 0 - 4	1,835	6.64%
Age 5 - 9	1,841	6.67%
Age 10 - 14	1,979	7.17%
Age 15 - 17	1,223	4.43%
Age 18 - 20	1,203	4.36%
Age 21 - 24	1,551	5.62%
Age 25 - 34	3,224	11.68%
Age 35 - 44	3,276	11.86%
Age 45 - 54	3,266	11.83%
Age 55 - 64	3,507	12.70%
Age 65 - 74	3,016	10.92%
Age 75 - 84	1,426	5.16%
Age 85 and over	269	0.97%
2024 Est. Median Age, Male		37.92
2024 Est. Average Age, Male		38.78
2024 Est. Female Population by Age	28,357	
Age 0 - 4	1,775	6.26%
Age 5 - 9	1,748	6.16%
Age 10 - 14	1,966	6.93%
Age 15 - 17	1,165	4.11%
Age 18 - 20	1,134	4.00%
Age 21 - 24	1,432	5.05%
Age 25 - 34	3,158	11.14%
Age 35 - 44	3,383	11.93%
Age 45 - 54	3,476	12.26%
Age 55 - 64	3,677	12.97%
Age 65 - 74	3,184	11.23%
Age 75 - 84	1,735	6.12%
Age 85 and over	524	1.85%
2024 Est. Median Age, Female		40.38
2024 Est. Average Age, Female		40.48

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,324	25.26%
Males, Never Married	5,719	12.76%
Females, Never Married	5,605	12.50%
Married, Spouse present	22,727	50.70%
Married, Spouse absent	2,257	5.04%
Widowed	2,922	6.52%
Males Widowed	675	1.51%
Females Widowed	2,247	5.01%
Divorced	5,598	12.49%
Males Divorced	2,725	6.08%
Females Divorced	2,873	6.41%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,513	9.46%
Some High School, no diploma	3,196	8.61%
High School Graduate (or GED)	13,155	35.44%
Some College, no degree	9,088	24.48%
Associate Degree	2,635	7.10%
Bachelor's Degree	4,202	11.32%
Master's Degree	1,136	3.06%
Professional School Degree	190	0.51%
Doctorate Degree	4	0.01%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,642	53.16%
High School Graduate	1,870	21.42%
Some College or Associate's Degree	1,551	17.76%
Bachelor's Degree or Higher	669	7.66%
Households		
2029 Projection	22,075	
2024 Estimate	19,910	
2020 Census	17,787	
2010 Census	16,345	
Growth 2024 - 2029		10.87%
Growth 2020 - 2024		11.94%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	19,910	
Family Households	14,949	75.08%
Nonfamily Households	4,961	24.92%
2024 Est. Group Quarters Population	384	
2024 Households by Ethnicity, Hispanic/Latino	4,366	



Primary Retail Trade Area • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	19,910	
Income < \$15,000	1,848	9.28%
Income \$15,000 - \$24,999	1,609	8.08%
Income \$25,000 - \$34,999	1,971	9.90%
Income \$35,000 - \$49,999	2,166	10.88%
Income \$50,000 - \$74,999	3,593	18.05%
Income \$75,000 - \$99,999	2,217	11.14%
Income \$100,000 - \$124,999	1,739	8.73%
Income \$125,000 - \$149,999	1,398	7.02%
Income \$150,000 - \$199,999	1,636	8.22%
Income \$200,000 - \$249,999	865	4.34%
Income \$250,000 - \$499,999	634	3.18%
Income \$500,000+	233	1.17%
2024 Est. Average Household Income		\$91,989
2024 Est. Median Household Income		\$65,711
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$73,793
Black or African American Alone		\$50,593
American Indian and Alaska Native Alone		\$9,005
Asian Alone		\$88,257
Native Hawaiian and Other Pacific Islander Alone		\$60,099
Some Other Race Alone		\$61,478
Two or More Races		\$53,247
Hispanic or Latino		\$58,370
Not Hispanic or Latino		\$69,982
2024 Est. HH by Type and Presence of Own Child.	19,910	
Family Households with Children	5,315	26.69%
Family Households without Children	14,595	73.31%
Married-Couple Families	11,201	56.26%
Married-Couple Family, own children	4,066	20.42%
Married-Couple Family, no own children	7,135	35.84%
Cohabiting-Couple Families	971	4.88%
Cohabiting-Couple Family, own children	450	2.26%
Cohabiting-Couple Family, no own children	521	2.62%
Male Householder Families	3,143	15.79%
Male Householder, own children	135	0.68%
Male Householder, no own children	423	2.12%
Male Householder, only Nonrelatives	121	0.61%
Male Householder, Living Alone	2,464	12.38%
Female Householder Families	4,594	23.07%
Female Householder, own children	663	3.33%
Female Householder, no own children	1,181	5.93%
Female Householder, only Nonrelatives	49	0.25%
Female Householder, Living Alone	2,701	13.57%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	19,910	
1-person	4,264	21.42%
2-person	6,384	32.06%
3-person	3,326	16.70%
4-person	2,948	14.81%
5-person	1,684	8.46%
6-person	803	4.03%
7-or-more-person	501	2.52%
2024 Est. Average Household Size		2.79
2024 Est. Households by Number of Vehicles	19,910	
No Vehicles	781	3.92%
1 Vehicle	5,414	27.19%
2 Vehicles	8,888	44.64%
3 Vehicles	3,250	16.32%
4 Vehicles	1,248	6.27%
5 or more Vehicles	330	1.66%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	16,580	
2024 Estimate	14,949	
2020 Estimate	13,174	
2010 Census	12,204	
Growth 2024 - 2029		10.91%
Growth 2020 - 2024		13.47%
Growth 2010 - 2020		7.95%
2024 Est. Families by Poverty Status	14,949	
2024 Families at or Above Poverty	13,477	90.15%
2024 Families at or Above Poverty with Children	6,024	40.30%
2024 Families Below Poverty	1,472	9.85%
2024 Families Below Poverty with Children	874	5.85%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	22,078	50.14%
Civilian Labor Force, Unemployed	1,455	3.30%
Armed Forces	28	0.06%
Not in Labor Force	20,474	46.50%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	16,480	73.78%
Non-Profit Private Workers	593	2.65%
Local Government Workers	374	1.67%
State Government Workers	494	2.21%
Federal Government Workers	2,035	9.11%
Self-Employed Workers	2,346	10.50%
Unpaid Family Workers	12	0.05%

Primary Retail Trade Area • Demographic Profile

Liberty, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	508	2.27%
Arts/Entertainment/Sports	395	1.77%
Building Grounds Maintenance	626	2.80%
Business/Financial Operations	760	3.40%
Community/Social Services	147	0.66%
Computer/Mathematical	245	1.10%
Construction/Extraction	1,888	8.45%
Education/Training/Library	1,211	5.42%
Farming/Fishing/Forestry	98	0.44%
Food Prep/Serving	1,338	5.99%
Health Practitioner/Technician	667	2.99%
Healthcare Support	650	2.91%
Maintenance Repair	1,018	4.56%
Legal	136	0.61%
Life/Physical/Social Science	163	0.73%
Management	2,196	9.83%
Office/Admin. Support	2,862	12.81%
Production	2,247	10.06%
Protective Services	381	1.71%
Sales/Related	1,673	7.49%
Personal Care/Service	272	1.22%
Transportation/Moving	2,854	12.78%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	10,965	49.09%
Blue Collar	8,006	35.84%
Service and Farm	3,365	15.07%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	18,251	82.75%
Car Pooled	1,759	7.97%
Public Transportation	130	0.59%
Walked	83	0.38%
Bicycle	84	0.38%
Other Means	223	1.01%
Worked at Home	1,528	6.93%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,916	
15 - 29 Minutes	4,728	
30 - 44 Minutes	4,255	
45 - 59 Minutes	3,064	
60 or more Minutes	3,614	
2024 Est. Avg Travel Time to Work in Minutes		37
2024 Est. Occupied Housing Units by Tenure	19,910	
Owner Occupied	15,708	71.59%
Renter Occupied	4,201	21.10%
2024 Owner Occ. HUs: Avg. Length of Residence		15.49 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.42 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	15,708	
Value Less than \$20,000	371	2.36%
Value \$20,000 - \$39,999	710	4.52%
Value \$40,000 - \$59,999	911	5.80%
Value \$60,000 - \$79,999	817	5.20%
Value \$80,000 - \$99,999	1,153	7.34%
Value \$100,000 - \$149,999	2,413	15.36%
Value \$150,000 - \$199,999	1,650	10.50%
Value \$200,000 - \$299,999	2,795	17.79%
Value \$300,000 - \$399,999	2,291	14.59%
Value \$400,000 - \$499,999	1,358	8.65%
Value \$500,000 - \$749,999	777	4.95%
Value \$750,000 - \$999,999	221	1.41%
Value \$1,000,000 or \$1,499,999	123	0.78%
Value \$1,500,000 or \$1,999,999	13	0.08%
Value \$2,000,000+	105	0.67%
2024 Est. Median All Owner-Occupied Housing Value		\$194,328
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	13,862	63.18%
1 Unit Attached	311	1.42%
2 Units	200	0.91%
3 or 4 Units	278	1.27%
5 to 19 Units	981	4.47%
20 to 49 Units	135	0.62%
50 or More Units	71	0.32%
Mobile Home or Trailer	5,790	26.39%
Boat, RV, Van, etc.	312	1.42%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,186	9.96%
Housing Units Built 2010 to 2019	2,583	11.77%
Housing Units Built 2000 to 2009	3,799	17.32%
Housing Units Built 1990 to 1999	4,140	18.87%
Housing Units Built 1980 to 1989	2,347	10.70%
Housing Units Built 1970 to 1979	3,267	14.89%
Housing Units Built 1960 to 1969	1,516	6.91%
Housing Units Built 1950 to 1959	1,008	4.59%
Housing Units Built 1940 to 1949	479	2.18%
Housing Unit Built 1939 or Earlier	615	2.80%
2024 Est. Median Year Structure Built		1994

[†] 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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