LIBERTY, TEXAS

Community Demographic Profile

The Retail Coach.

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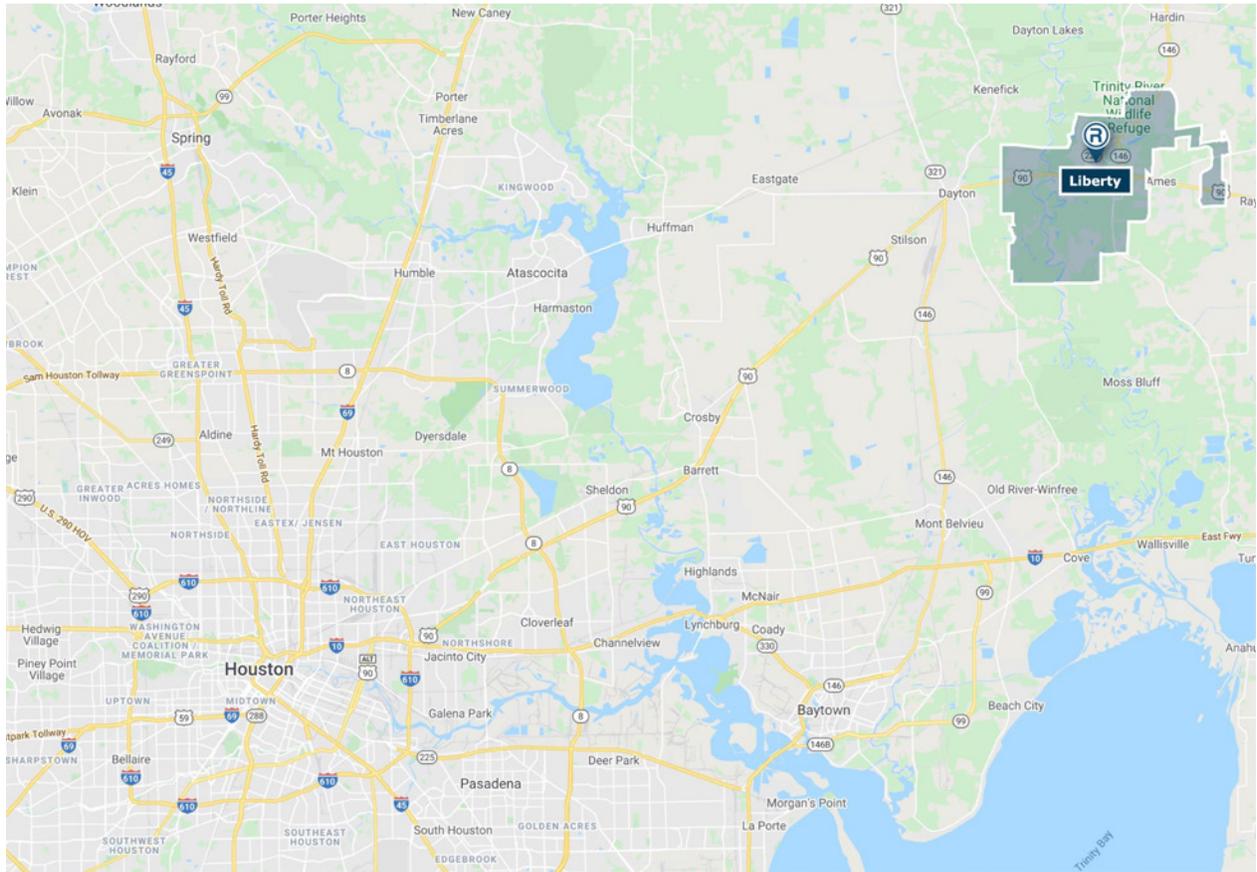
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About The Retail Coach

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.

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Liberty, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	9,244	
2020 Estimate	8,852	
2010 Census	8,397	
2000 Census	8,159	
Growth 2020 - 2025		4.43%
Growth 2010 - 2020		5.42%
Growth 2000 - 2010		2.92%
2020 Est. Population by Single-Classification Race	**8,852**	
White Alone	5,619	63.48%
Black or African American Alone	1,397	15.78%
Amer. Indian and Alaska Native Alone	25	0.28%
Asian Alone	48	0.54%
Native Hawaiian and Other Pacific Island Alone	4	0.05%
Some Other Race Alone	1,479	16.71%
Two or More Races	280	3.16%
2020 Est. Population by Hispanic or Latino Origin	**8,852**	
Not Hispanic or Latino	6,298	71.15%
Hispanic or Latino	2,554	28.85%
Mexican	2,372	92.87%
Puerto Rican	16	0.63%
Cuban	4	0.16%
All Other Hispanic or Latino	162	6.34%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	**2,554**	
White Alone	941	36.84%
Black or African American Alone	30	1.18%
American Indian and Alaska Native Alone	8	0.31%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,459	57.13%
Two or More Races	116	4.54%
2020 Est. Pop by Race, Asian Alone, by Category	**48**	
Chinese, except Taiwanese	0	0.00%
Filipino	11	22.92%
Japanese	0	0.00%
Asian Indian	22	45.83%
Korean	0	0.00%
Vietnamese	14	29.17%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	2.08%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	**8,852**	
Arab	9	0.10%
Czech	71	0.80%
Danish	2	0.02%
Dutch	38	0.43%
English	428	4.84%
French (except Basque)	304	3.43%
French Canadian	30	0.34%
German	431	4.87%
Greek	6	0.07%
Hungarian	9	0.10%
Irish	531	6.00%
Italian	99	1.12%
Lithuanian	0	0.00%
United States or American	1,289	14.56%
Norwegian	31	0.35%
Polish	65	0.73%
Portuguese	3	0.03%
Russian	3	0.03%
Scottish	74	0.84%
Scotch-Irish	121	1.37%
Slovak	0	0.00%
Subsaharan African	19	0.22%
Swedish	26	0.29%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	9	0.10%
West Indian (except Hisp. groups)	8	0.09%
Other ancestries	3,066	34.64%
Ancestry Unclassified	2,180	24.63%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,018	73.65%
Speak Asian/Pacific Island Language at Home	205	2.51%
Speak IndoEuropean Language at Home	115	1.41%
Speak Spanish at Home	1,826	22.35%
Speak Other Language at Home	7	0.09%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	**8,852**	
Age 0 - 4	681	7.69%
Age 5 - 9	670	7.57%
Age 10 - 14	659	7.45%
Age 15 - 17	386	4.36%
Age 18 - 20	351	3.97%
Age 21 - 24	473	5.34%
Age 25 - 34	1,163	13.14%
Age 35 - 44	1,135	12.82%
Age 45 - 54	1,012	11.43%
Age 55 - 64	992	11.21%
Age 65 - 74	759	8.57%
Age 75 - 84	392	4.43%
Age 85 and over	179	2.02%
Age 16 and over	6,714	75.85%
Age 18 and over	6,456	72.93%
Age 21 and over	6,105	68.97%
Age 65 and over	1,330	15.03%
2020 Est. Median Age		35.37
2020 Est. Average Age		37.20
2020 Est. Population by Sex	**8,852**	
Male	4,493	50.76%
Female	4,359	49.24%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	**4,493**	
Age 0 - 4	352	7.83%
Age 5 - 9	345	7.68%
Age 10 - 14	347	7.72%
Age 15 - 17	202	4.50%
Age 18 - 20	188	4.18%
Age 21 - 24	251	5.59%
Age 25 - 34	655	14.58%
Age 35 - 44	605	13.47%
Age 45 - 54	530	11.80%
Age 55 - 64	462	10.28%
Age 65 - 74	355	7.90%
Age 75 - 84	152	3.38%
Age 85 and over	49	1.09%
2020 Est. Median Age, Male		33.55
2020 Est. Average Age, Male		35.50
2020 Est. Female Population by Age	**4,359**	
Age 0 - 4	329	7.55%
Age 5 - 9	325	7.46%
Age 10 - 14	312	7.16%
Age 15 - 17	184	4.22%
Age 18 - 20	163	3.74%
Age 21 - 24	222	5.09%
Age 25 - 34	508	11.65%
Age 35 - 44	530	12.16%
Age 45 - 54	482	11.06%
Age 55 - 64	530	12.16%
Age 65 - 74	404	9.27%
Age 75 - 84	240	5.51%
Age 85 and over	130	2.98%
2020 Est. Median Age, Female		37.57
2020 Est. Average Age, Female		38.90

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,599	23.37%
Males, Never Married	962	14.06%
Females, Never Married	637	9.31%
Married, Spouse present	3,413	49.88%
Married, Spouse absent	583	8.52%
Widowed	396	5.79%
Males Widowed	77	1.13%
Females Widowed	319	4.66%
Divorced	851	12.44%
Males Divorced	289	4.22%
Females Divorced	562	8.21%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	390	6.9%
Some High School, no diploma	576	10.2%
High School Graduate (or GED)	2,006	35.6%
Some College, no degree	1,684	29.9%
Associate Degree	357	6.3%
Bachelor's Degree	407	7.2%
Master's Degree	189	3.4%
Professional School Degree	14	0.2%
Doctorate Degree	9	0.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	649	51.55%
High School Graduate	276	21.92%
Some College or Associate's Degree	254	20.18%
Bachelor's Degree or Higher	80	6.35%
Households		
2025 Projection	3,236	
2020 Estimate	3,085	
2010 Census	2,902	
2000 Census	2,915	
Growth 2020 - 2025		4.90%
Growth 2010 - 2020		6.31%
Growth 2000 - 2010		-0.45%
2020 Est. Households by Household Type	3,085	
Family Households	2,173	70.44%
Nonfamily Households	912	29.56%
2020 Est. Group Quarters Population	498	
2020 Households by Ethnicity, Hispanic/Latino	627	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	3,085	
Income < $15,000	272	8.82%
Income $15,000 - $24,999	359	11.64%
Income $25,000 - $34,999	400	12.97%
Income $35,000 - $49,999	488	15.82%
Income $50,000 - $74,999	840	27.23%
Income $75,000 - $99,999	265	8.59%
Income $100,000 - $124,999	150	4.86%
Income $125,000 - $149,999	93	3.02%
Income $150,000 - $199,999	91	2.95%
Income $200,000 - $249,999	43	1.39%
Income $250,000 - $499,999	61	1.98%
Income $500,000+	23	0.75%
2020 Est. Average Household Income		$66,438
2020 Est. Median Household Income		$50,649
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$58,615
Black or African American Alone		$31,051
American Indian and Alaska Native Alone		$33,044
Asian Alone		$38,088
Native Hawaiian and Other Pacific Islander Alone		$50,000
Some Other Race Alone		$45,860
Two or More Races		$29,432
Hispanic or Latino		$47,276
Not Hispanic or Latino		$51,795
2020 Est. Family HH Type by Presence of Own Child.	2,173	
Married-Couple Family, own children	701	32.26%
Married-Couple Family, no own children	852	39.21%
Male Householder, own children	69	3.18%
Male Householder, no own children	103	4.74%
Female Householder, own children	218	10.03%
Female Householder, no own children	230	10.58%
2020 Est. Households by Household Size	3,085	
1-person	784	25.41%
2-person	947	30.70%
3-person	487	15.79%
4-person	437	14.17%
5-person	250	8.10%
6-person	101	3.27%
7-or-more-person	79	2.56%
2020 Est. Average Household Size		2.71

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	**3,085**	
Households with 1 or More People under Age 18:	1,173	38.02%
Married-Couple Family	780	66.50%
Other Family, Male Householder	89	7.59%
Other Family, Female Householder	286	24.38%
Nonfamily, Male Householder	16	1.36%
Nonfamily, Female Householder	2	0.17%
Households with No People under Age 18:	**1,912**	**61.98%**
Married-Couple Family	773	40.43%
Other Family, Male Householder	82	4.29%
Other Family, Female Householder	161	8.42%
Nonfamily, Male Householder	370	19.35%
Nonfamily, Female Householder	526	27.51%
2020 Est. Households by Number of Vehicles	**3,085**	
No Vehicles	224	7.26%
1 Vehicle	1,137	36.86%
2 Vehicles	974	31.57%
3 Vehicles	663	21.49%
4 Vehicles	53	1.72%
5 or more Vehicles	34	1.10%
2020 Est. Average Number of Vehicles		1.8
Family Households		
2025 Projection	2,281	
2020 Estimate	2,173	
2010 Census	2,033	
2000 Census	2,086	
Growth 2020 - 2025		4.97%
Growth 2010 - 2020		6.89%
Growth 2000 - 2010		-2.54%
2020 Est. Families by Poverty Status	**2,173**	
2020 Families at or Above Poverty	2,020	92.96%
2020 Families at or Above Poverty with Children	875	40.27%
2020 Families Below Poverty	153	7.04%
2020 Families Below Poverty with Children	109	5.02%
2020 Est. Pop 16+ by Employment Status	**6,714**	
Civilian Labor Force, Employed	3,386	50.43%
Civilian Labor Force, Unemployed	291	4.33%
Armed Forces	0	0.00%
Not in Labor Force	3,037	45.23%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	**3,453**	
For-Profit Private Workers	2,554	73.97%
Non-Profit Private Workers	182	5.27%
Local Government Workers	11	0.32%
State Government Workers	105	3.04%
Federal Government Workers	279	8.08%
Self-Employed Workers	317	9.18%
Unpaid Family Workers	5	0.15%
2020 Est. Civ. Employed Pop 16+ by Occupation	**3,453**	
Architect/Engineer	29	0.84%
Arts/Entertainment/Sports	61	1.77%
Building Grounds Maintenance	84	2.43%
Business/Financial Operations	144	4.17%
Community/Social Services	30	0.87%
Computer/Mathematical	27	0.78%
Construction/Extraction	384	11.12%
Education/Training/Library	143	4.14%
Farming/Fishing/Forestry	61	1.77%
Food Prep/Serving	96	2.78%
Health Practitioner/Technician	144	4.17%
Healthcare Support	44	1.27%
Maintenance Repair	220	6.37%
Legal	42	1.22%
Life/Physical/Social Science	19	0.55%
Management	402	11.64%
Office/Admin. Support	498	14.42%
Production	195	5.65%
Protective Services	132	3.82%
Sales/Related	240	6.95%
Personal Care/Service	75	2.17%
Transportation/Moving	383	11.09%
2020 Est. Pop 16+ by Occupation Classification	**3,453**	
White Collar	1,779	51.52%
Blue Collar	1,182	34.23%
Service and Farm	492	14.25%
2020 Est. Workers Age 16+ by Transp. to Work	**3,338**	
Drove Alone	2,887	86.49%
Car Pooled	302	9.05%
Public Transportation	0	0.00%
Walked	12	0.36%
Bicycle	5	0.15%
Other Means	2	0.06%
Worked at Home	130	3.89%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,153	
15 - 29 Minutes	414	
30 - 44 Minutes	396	
45 - 59 Minutes	483	
60 or more Minutes	779	
2020 Est. Avg Travel Time to Work in Minutes		37
2020 Est. Occupied Housing Units by Tenure	3,085	
Owner Occupied	2,103	68.17%
Renter Occupied	982	31.83%
2020 Owner Occ. HUs: Avg. Length of Residence		17
2020 Renter Occ. HUs: Avg. Length of Residence		5.4
2020 Est. Owner-Occupied Housing Units by Value	**3,085**	
Value Less than $20,000	56	2.66%
Value $20,000 - $39,999	116	5.52%
Value $40,000 - $59,999	219	10.41%
Value $60,000 - $79,999	269	12.79%
Value $80,000 - $99,999	228	10.84%
Value $100,000 - $149,999	482	22.92%
Value $150,000 - $199,999	307	14.60%
Value $200,000 - $299,999	222	10.56%
Value $300,000 - $399,999	143	6.80%
Value $400,000 - $499,999	28	1.33%
Value $500,000 - $749,999	24	1.14%
Value $750,000 - $999,999	9	0.43%
Value $1,000,000 or $1,499,999	0	0.00%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	0	0.00%
2020 Est. Median All Owner-Occupied Housing Value		$115,356

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	213	6.19%
Housing Units Built 2010 to 2014	205	5.95%
Housing Units Built 2000 to 2009	355	10.31%
Housing Units Built 1990 to 1999	398	11.56%
Housing Units Built 1980 to 1989	558	16.21%
Housing Units Built 1970 to 1979	622	18.07%
Housing Units Built 1960 to 1969	599	17.40%
Housing Units Built 1950 to 1959	232	6.74%
Housing Units Built 1940 to 1949	82	2.38%
Housing Unit Built 1939 or Earlier	179	5.20%
2020 Est. Median Year Structure Built		1980

2020 Est. Housing Units by Units in Structure	DATA	%
1 Unit Detached	2,516	73.08%
1 Unit Attached	7	0.20%
2 Units	96	2.79%
3 or 4 Units	236	6.86%
5 to 19 Units	158	4.59%
20 to 49 Units	14	0.41%
50 or More Units	4	0.12%
Mobile Home or Trailer	409	11.88%
Boat, RV, Van, etc.	3	0.09%

ACKNOWLEDGMENTS