



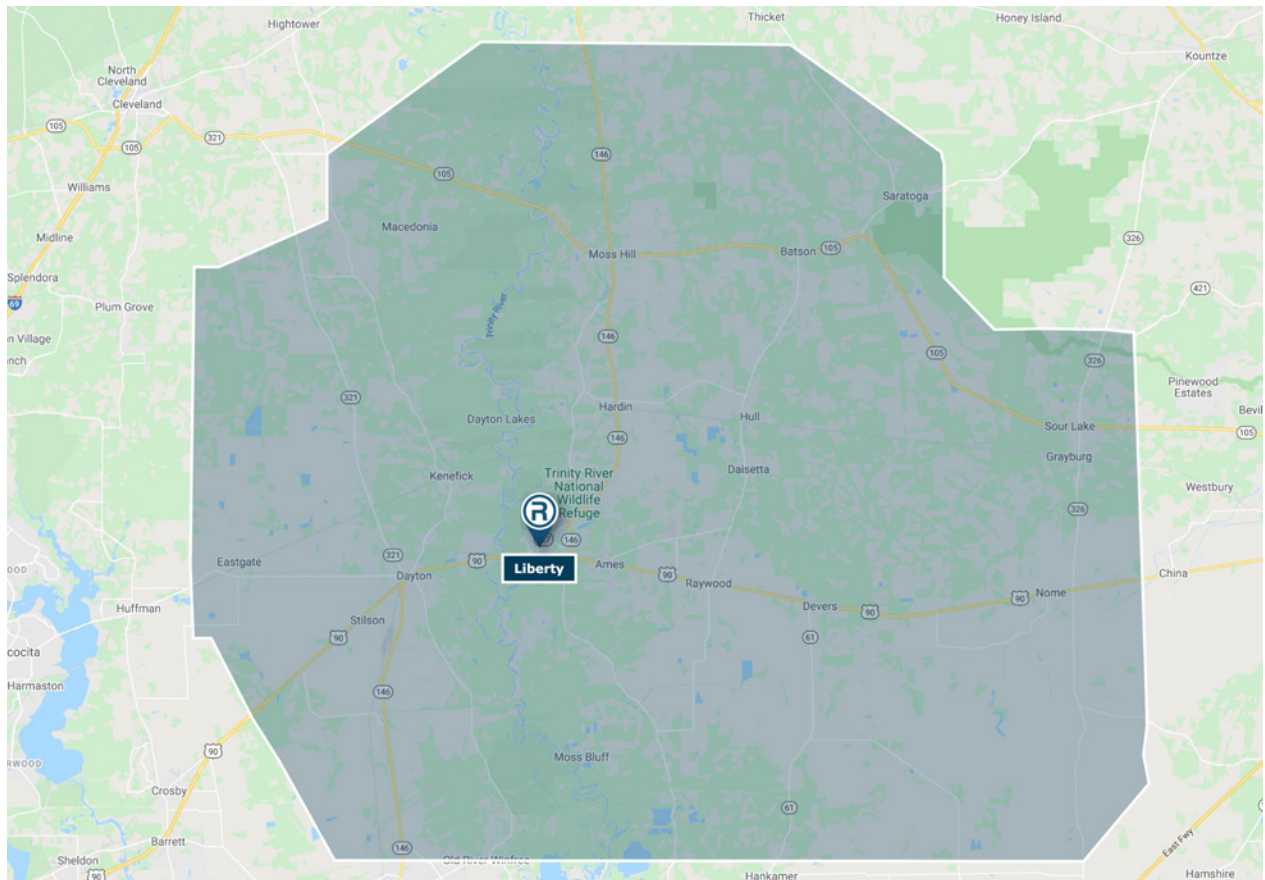
LIBERTY, TEXAS

# Retail Trade Area Demographic Profile



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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.



# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	73,745	
2020 Estimate	69,390	
2010 Census	62,563	
2000 Census	57,962	
Growth 2020 - 2025		6.28%
Growth 2010 - 2020		10.91%
Growth 2000 - 2010		7.94%
<b>2020 Est. Population by Single-Classification Race</b>	<b>69,390</b>	
White Alone	52,555	75.74%
Black or African American Alone	6,730	9.70%
Amer. Indian and Alaska Native Alone	435	0.63%
Asian Alone	316	0.46%
Native Hawaiian and Other Pacific Island Alone	32	0.05%
Some Other Race Alone	7,575	10.92%
Two or More Races	1,748	2.52%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>69,390</b>	
Not Hispanic or Latino	54,144	78.03%
Hispanic or Latino	15,247	21.97%
Mexican	12,464	81.75%
Puerto Rican	134	0.88%
Cuban	67	0.44%
All Other Hispanic or Latino	2,581	16.93%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>15,247</b>	
White Alone	6,711	44.02%
Black or African American Alone	167	1.10%
American Indian and Alaska Native Alone	155	1.02%
Asian Alone	15	0.10%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	7,469	48.99%
Two or More Races	730	4.79%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>316</b>	
Chinese, except Taiwanese	1	0.32%
Filipino	113	35.76%
Japanese	0	0.00%
Asian Indian	67	21.20%
Korean	2	0.63%
Vietnamese	77	24.37%
Cambodian	10	3.17%
Hmong	0	0.00%
Laotian	10	3.17%
Thai	11	3.48%
All Other Asian Races Including 2+ Category	24	7.60%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>69,390</b>	
Arab	47	0.07%
Czech	643	0.93%
Danish	49	0.07%
Dutch	430	0.62%
English	3,422	4.93%
French (except Basque)	3,252	4.69%
French Canadian	337	0.49%
German	4,610	6.64%
Greek	43	0.06%
Hungarian	55	0.08%
Irish	4,489	6.47%
Italian	807	1.16%
Lithuanian	4	0.01%
United States or American	9,255	13.34%
Norwegian	158	0.23%
Polish	713	1.03%
Portuguese	13	0.02%
Russian	47	0.07%
Scottish	551	0.79%
Scotch-Irish	888	1.28%
Slovak	0	0.00%
Subsaharan African	112	0.16%
Swedish	153	0.22%
Swiss	16	0.02%
Ukrainian	7	0.01%
Welsh	171	0.25%
West Indian (except Hisp. groups)	64	0.09%
Other ancestries	20,384	29.38%
Ancestry Unclassified	18,670	26.91%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	50,300	77.66%
Speak Asian/Pacific Island Language at Home	1,493	2.31%
Speak IndoEuropean Language at Home	899	1.39%
Speak Spanish at Home	11,951	18.45%
Speak Other Language at Home	126	0.19%



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DESCRIPTION	DATA	%
2020 Est. Population by Age	69,390	
Age 0 - 4	4,623	6.66%
Age 5 - 9	4,649	6.70%
Age 10 - 14	4,669	6.73%
Age 15 - 17	2,888	4.16%
Age 18 - 20	2,693	3.88%
Age 21 - 24	3,858	5.56%
Age 25 - 34	9,656	13.92%
Age 35 - 44	8,606	12.40%
Age 45 - 54	8,848	12.75%
Age 55 - 64	8,779	12.65%
Age 65 - 74	6,375	9.19%
Age 75 - 84	2,891	4.17%
Age 85 and over	856	1.23%
Age 16 and over	54,502	78.55%
Age 18 and over	52,562	75.75%
Age 21 and over	49,869	71.87%
Age 65 and over	10,122	14.59%
2020 Est. Median Age		36.87
2020 Est. Average Age		38.11
2020 Est. Population by Sex	69,390	
Male	34,153	49.22%
Female	35,237	50.78%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	34,153	
Age 0 - 4	2,366	6.93%
Age 5 - 9	2,393	7.01%
Age 10 - 14	2,371	6.94%
Age 15 - 17	1,492	4.37%
Age 18 - 20	1,399	4.10%
Age 21 - 24	1,961	5.74%
Age 25 - 34	4,646	13.60%
Age 35 - 44	4,105	12.02%
Age 45 - 54	4,312	12.63%
Age 55 - 64	4,381	12.83%
Age 65 - 74	3,124	9.15%
Age 75 - 84	1,299	3.80%
Age 85 and over	301	0.88%
2020 Est. Median Age, Male		36.05
2020 Est. Average Age, Male		37.44
2020 Est. Female Population by Age	35,237	
Age 0 - 4	2,256	6.40%
Age 5 - 9	2,256	6.40%
Age 10 - 14	2,297	6.52%
Age 15 - 17	1,396	3.96%
Age 18 - 20	1,294	3.67%
Age 21 - 24	1,897	5.38%
Age 25 - 34	5,010	14.22%
Age 35 - 44	4,501	12.77%
Age 45 - 54	4,536	12.87%
Age 55 - 64	4,397	12.48%
Age 65 - 74	3,251	9.23%
Age 75 - 84	1,592	4.52%
Age 85 and over	555	1.58%
2020 Est. Median Age, Female		37.63
2020 Est. Average Age, Female		38.81

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DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	14,155	25.53%
Males, Never Married	7,361	13.28%
Females, Never Married	6,793	12.25%
Married, Spouse present	26,940	48.58%
Married, Spouse absent	4,711	8.50%
Widowed	3,205	5.78%
Males Widowed	675	1.22%
Females Widowed	2,530	4.56%
Divorced	6,439	11.61%
Males Divorced	2,565	4.63%
Females Divorced	3,873	6.99%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,456	7.5%
Some High School, no diploma	6,004	13.0%
High School Graduate (or GED)	17,635	38.3%
Some College, no degree	11,697	25.4%
Associate Degree	2,604	5.7%
Bachelor's Degree	3,323	7.2%
Master's Degree	1,149	2.5%
Professional School Degree	87	0.2%
Doctorate Degree	56	0.1%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	3,632	45.17%
High School Graduate	2,389	29.71%
Some College or Associate's Degree	1,706	21.22%
Bachelor's Degree or Higher	313	3.89%
<b>Households</b>		
2025 Projection	24,887	
2020 Estimate	23,320	
2010 Census	20,848	
2000 Census	19,132	
Growth 2020 - 2025		6.72%
Growth 2010 - 2020		11.86%
Growth 2000 - 2010		8.97%
<b>2020 Est. Households by Household Type</b>		
Family Households	17,522	75.14%
Nonfamily Households	5,798	24.86%
<b>2020 Est. Group Quarters Population</b>		
2020 Est. Group Quarters Population	4,550	
<b>2020 Households by Ethnicity, Hispanic/Latino</b>		
2020 Households by Ethnicity, Hispanic/Latino	3,359	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>		
Income < \$15,000	2,428	10.41%
Income \$15,000 - \$24,999	2,634	11.30%
Income \$25,000 - \$34,999	2,321	9.95%
Income \$35,000 - \$49,999	3,400	14.58%
Income \$50,000 - \$74,999	4,522	19.39%
Income \$75,000 - \$99,999	2,815	12.07%
Income \$100,000 - \$124,999	1,949	8.36%
Income \$125,000 - \$149,999	1,181	5.06%
Income \$150,000 - \$199,999	987	4.23%
Income \$200,000 - \$249,999	411	1.76%
Income \$250,000 - \$499,999	487	2.09%
Income \$500,000+	185	0.79%
<b>2020 Est. Average Household Income</b>		
2020 Est. Average Household Income		\$74,108
<b>2020 Est. Median Household Income</b>		
2020 Est. Median Household Income		\$54,253
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$57,179
Black or African American Alone		\$42,575
American Indian and Alaska Native Alone		\$33,060
Asian Alone		\$43,225
Native Hawaiian and Other Pacific Islander Alone		\$43,557
Some Other Race Alone		\$45,471
Two or More Races		\$57,955
Hispanic or Latino		\$50,079
Not Hispanic or Latino		\$55,205
<b>2020 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	5,499	31.38%
Married-Couple Family, no own children	7,972	45.50%
Male Householder, own children	632	3.61%
Male Householder, no own children	682	3.89%
Female Householder, own children	1,395	7.96%
Female Householder, no own children	1,342	7.66%
<b>2020 Est. Households by Household Size</b>		
2020 Est. Households by Household Size	23,320	
1-person	5,031	21.57%
2-person	7,550	32.38%
3-person	4,063	17.42%
4-person	3,347	14.35%
5-person	1,971	8.45%
6-person	812	3.48%
7-or-more-person	546	2.34%
<b>2020 Est. Average Household Size</b>		
2020 Est. Average Household Size		2.78

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DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>23,320</b>	
Households with 1 or More People under Age 18:	8,999	38.59%
Married-Couple Family	6,311	70.13%
Other Family, Male Householder	791	8.79%
Other Family, Female Householder	1,803	20.04%
Nonfamily, Male Householder	86	0.96%
Nonfamily, Female Householder	8	0.09%
<b>Households with No People under Age 18:</b>	<b>14,320</b>	<b>61.41%</b>
Married-Couple Family	7,162	50.01%
Other Family, Male Householder	522	3.65%
Other Family, Female Householder	930	6.49%
Nonfamily, Male Householder	2,839	19.83%
Nonfamily, Female Householder	2,868	20.03%
<b>2020 Est. Households by Number of Vehicles</b>	<b>23,320</b>	
No Vehicles	991	4.25%
1 Vehicle	7,367	31.59%
2 Vehicles	8,974	38.48%
3 Vehicles	3,970	17.02%
4 Vehicles	1,432	6.14%
5 or more Vehicles	586	2.51%
2020 Est. Average Number of Vehicles		2
<b>Family Households</b>		
2025 Projection	18,714	
2020 Estimate	17,522	
2010 Census	15,625	
2000 Census	14,808	
Growth 2020 - 2025		6.80%
Growth 2010 - 2020		12.14%
Growth 2000 - 2010		5.52%

<b>2020 Est. Families by Poverty Status</b>	<b>17,522</b>	
2020 Families at or Above Poverty	15,900	90.74%
2020 Families at or Above Poverty with Children	7,143	40.77%
2020 Families Below Poverty	1,622	9.26%
2020 Families Below Poverty with Children	1,101	6.28%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>54,502</b>	
Civilian Labor Force, Employed	26,008	47.72%
Civilian Labor Force, Unemployed	1,914	3.51%
Armed Forces	0	0.00%
Not in Labor Force	26,580	48.77%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>26,716</b>	
For-Profit Private Workers	19,846	74.29%
Non-Profit Private Workers	1,194	4.47%
Local Government Workers	130	0.49%
State Government Workers	1,333	4.99%
Federal Government Workers	1,812	6.78%
Self-Employed Workers	2,285	8.55%
Unpaid Family Workers	116	0.43%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>26,716</b>	
Architect/Engineer	277	1.04%
Arts/Entertainment/Sports	250	0.94%
Building Grounds Maintenance	828	3.10%
Business/Financial Operations	536	2.01%
Community/Social Services	364	1.36%
Computer/Mathematical	211	0.79%
Construction/Extraction	2,753	10.31%
Education/Training/Library	1,760	6.59%
Farming/Fishing/Forestry	327	1.22%
Food Prep/Serving	1,016	3.80%
Health Practitioner/Technician	989	3.70%
Healthcare Support	470	1.76%
Maintenance Repair	1,436	5.38%
Legal	121	0.45%
Life/Physical/Social Science	155	0.58%
Management	2,707	10.13%
Office/Admin. Support	3,499	13.10%
Production	3,159	11.82%
Protective Services	660	2.47%
Sales/Related	2,312	8.65%
Personal Care/Service	462	1.73%
Transportation/Moving	2,422	9.07%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>26,716</b>	
White Collar	13,183	49.35%
Blue Collar	9,770	36.57%
Service and Farm	3,764	14.09%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>26,111</b>	
Drove Alone	23,295	89.22%
Car Pooled	1,566	6.00%
Public Transportation	17	0.07%
Walked	322	1.23%
Bicycle	18	0.07%
Other Means	230	0.88%
Worked at Home	662	2.54%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,551	
15 - 29 Minutes	5,030	
30 - 44 Minutes	5,185	
45 - 59 Minutes	3,770	
60 or more Minutes	4,984	
2020 Est. Avg Travel Time to Work in Minutes		37
2020 Est. Occupied Housing Units by Tenure	23,320	
Owner Occupied	18,724	80.29%
Renter Occupied	4,596	19.71%
2020 Owner Occ. HUs: Avg. Length of Residence		15.56
2020 Renter Occ. HUs: Avg. Length of Residence		5.96
2020 Est. Owner-Occupied Housing Units by Value	23,320	
Value Less than \$20,000	732	3.91%
Value \$20,000 - \$39,999	1,183	6.32%
Value \$40,000 - \$59,999	1,481	7.91%
Value \$60,000 - \$79,999	2,174	11.61%
Value \$80,000 - \$99,999	2,161	11.54%
Value \$100,000 - \$149,999	3,531	18.86%
Value \$150,000 - \$199,999	2,119	11.32%
Value \$200,000 - \$299,999	2,857	15.26%
Value \$300,000 - \$399,999	1,524	8.14%
Value \$400,000 - \$499,999	555	2.96%
Value \$500,000 - \$749,999	266	1.42%
Value \$750,000 - \$999,999	82	0.44%
Value \$1,000,000 or \$1,499,999	29	0.16%
Value \$1,500,000 or \$1,999,999	4	0.02%
Value \$2,000,000+	26	0.14%
2020 Est. Median All Owner-Occupied Housing Value		\$119,614

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,602	10.00%
Housing Units Built 2010 to 2014	1,332	5.12%
Housing Units Built 2000 to 2009	5,203	20.00%
Housing Units Built 1990 to 1999	4,678	17.99%
Housing Units Built 1980 to 1989	3,469	13.34%
Housing Units Built 1970 to 1979	3,524	13.55%
Housing Units Built 1960 to 1969	2,411	9.27%
Housing Units Built 1950 to 1959	1,471	5.66%
Housing Units Built 1940 to 1949	632	2.43%
Housing Unit Built 1939 or Earlier	689	2.65%
2020 Est. Median Year Structure Built		1992

2020 Est. Housing Units by Units in Structure		
1 Unit Detached	15,707	60.39%
1 Unit Attached	158	0.61%
2 Units	220	0.85%
3 or 4 Units	391	1.50%
5 to 19 Units	599	2.30%
20 to 49 Units	91	0.35%
50 or More Units	121	0.47%
Mobile Home or Trailer	8,431	32.41%
Boat, RV, Van, etc.	293	1.13%





All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.