



The**Retail**Coach.®

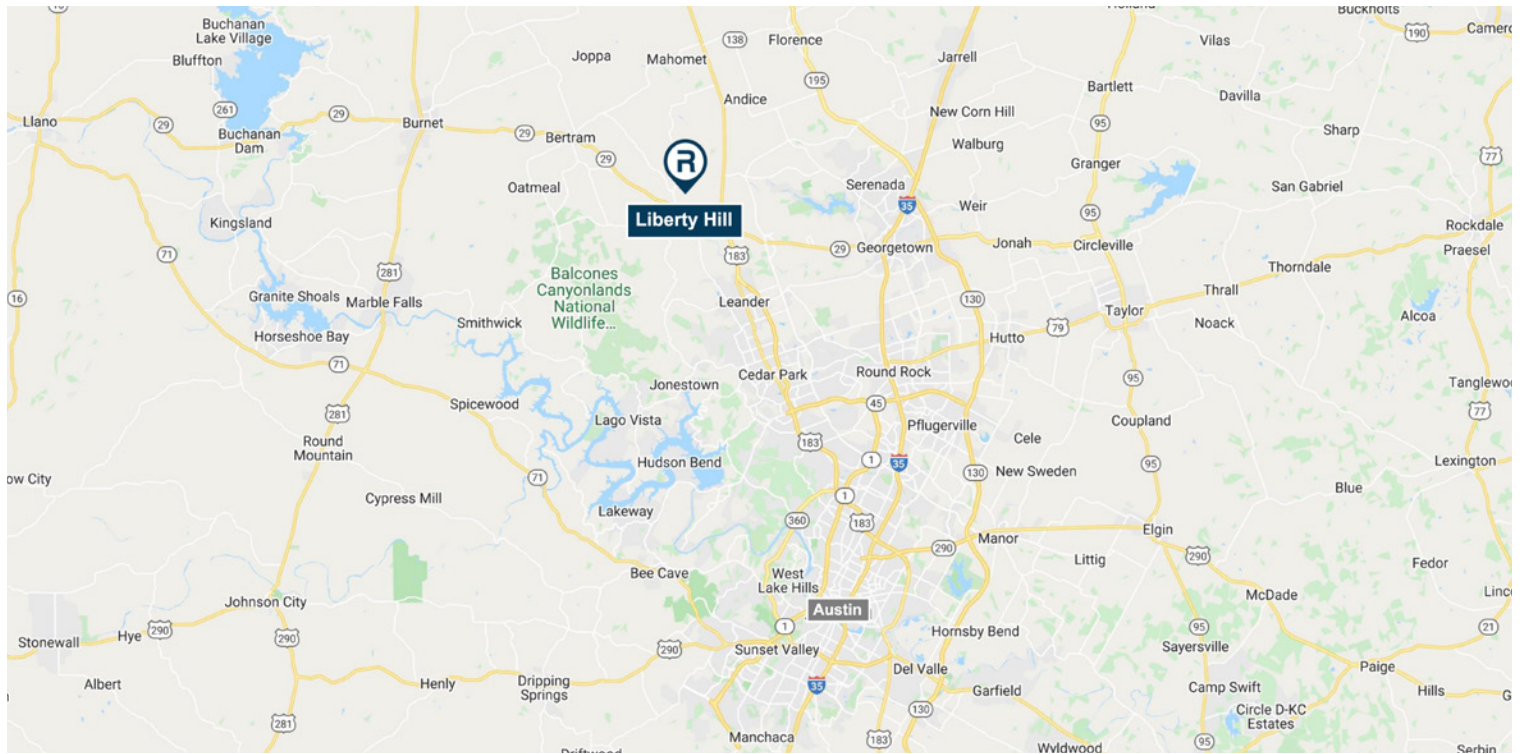
# Community Demographic Profile

LIBERTY HILL, TEXAS

Prepared for Liberty Hill Economic Development Corporation  
April 2022

# Community • Demographic Snapshot

## Liberty Hill, Texas



### Population

2010	967
2022	3,742
2027	3,987

### Educational Attainment (%)

Graduate or Professional Degree	8.74%
Bachelors Degree	19.13%
Associate Degree	10.24%
Some College	24.49%
High School Graduate (GED)	29.84%
Some High School, No Degree	4.57%
Less than 9th Grade	2.99%

### Income

Average HH	\$120,940
Median HH	\$96,138
Per Capita	\$41,602

### Age

0 - 9 Years	10.97%
10 - 17 Years	11.93%
18 - 24 Years	9.48%
25 - 34 Years	11.72%
35 - 44 Years	12.83%
45 - 54 Years	14.22%
55 - 64 Years	13.31%
65 and Older	15.55%
Median Age	39.73
Average Age	39.60

### Race Distribution (%)

White	87.59%
Black/African American	2.08%
American Indian/Alaskan	0.53%
Asian	1.49%
Native Hawaiian/Islander	0.11%
Other Race	5.49%
Two or More Races	2.72%
Hispanic	14.75%



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# Community • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	3,987	
2022 Estimate	3,742	
2010 Census	967	
2000 Census	535	
Growth 2022 - 2027		6.55%
Growth 2010 - 2022		286.97%
Growth 2000 - 2010		80.75%
<b>2022 Est. Population by Single-Classification Race</b>	<b>3,742</b>	
White Alone	3,278	87.59%
Black or African American Alone	78	2.08%
Amer. Indian and Alaska Native Alone	20	0.53%
Asian Alone	56	1.49%
Native Hawaiian and Other Pacific Island Alone	4	0.11%
Some Other Race Alone	205	5.49%
Two or More Races	102	2.72%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>3,742</b>	
Not Hispanic or Latino	3,190	85.25%
Hispanic or Latino	552	14.75%
Mexican	454	82.31%
Puerto Rican	30	5.42%
Cuban	4	0.72%
All Other Hispanic or Latino	64	11.55%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>552</b>	
White Alone	301	54.51%
Black or African American Alone	2	0.36%
American Indian and Alaska Native Alone	4	0.72%
Asian Alone	2	0.36%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	201	36.46%
Two or More Races	42	7.58%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>56</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	48	85.71%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	8	14.29%
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	0	0.00%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>3,742</b>	
Arab	0	0.00%
Czech	36	0.96%
Danish	0	0.00%
Dutch	52	1.39%
English	293	7.83%
French (except Basque)	96	2.56%
French Canadian	28	0.75%
German	498	13.31%
Greek	10	0.27%
Hungarian	4	0.11%
Irish	381	10.17%
Italian	78	2.08%
Lithuanian	0	0.00%
United States or American	189	5.06%
Norwegian	22	0.59%
Polish	48	1.28%
Portuguese	6	0.16%
Russian	0	0.00%
Scottish	48	1.28%
Scotch-Irish	22	0.59%
Slovak	0	0.00%
Subsaharan African	14	0.37%
Swedish	34	0.91%
Swiss	0	0.00%
Ukrainian	2	0.05%
Welsh	22	0.59%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,102	29.45%
Ancestry Unclassified	759	20.29%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>3,551</b>	
Speak Only English at Home	3,082	86.81%
Speak Asian/Pacific Island Language at Home	50	1.40%
Speak IndoEuropean Language at Home	50	1.40%
Speak Spanish at Home	363	10.21%
Speak Other Language at Home	6	0.17%

# Community • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>3,742</b>	
Age 0 - 4	191	5.11%
Age 5 - 9	219	5.86%
Age 10 - 14	275	7.35%
Age 15 - 17	171	4.58%
Age 18 - 20	151	4.05%
Age 21 - 24	203	5.43%
Age 25 - 34	438	11.72%
Age 35 - 44	480	12.83%
Age 45 - 54	532	14.22%
Age 55 - 64	498	13.31%
Age 65 - 74	343	9.16%
Age 75 - 84	197	5.27%
Age 85 and over	42	1.12%
Age 16 and over	3,001	80.19%
Age 18 and over	2,885	77.10%
Age 21 and over	2,734	73.06%
Age 65 and over	582	15.55%
2022 Est. Median Age		39.73
2022 Est. Average Age		39.60
<b>2022 Est. Population by Sex</b>	<b>3,742</b>	
Male	1,891	50.53%
Female	1,851	49.47%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>1,891</b>	
Age 0 - 4	102	5.37%
Age 5 - 9	116	6.11%
Age 10 - 14	143	7.59%
Age 15 - 17	86	4.53%
Age 18 - 20	78	4.11%
Age 21 - 24	106	5.59%
Age 25 - 34	229	12.12%
Age 35 - 44	241	12.75%
Age 45 - 54	267	14.12%
Age 55 - 64	247	13.07%
Age 65 - 74	163	8.64%
Age 75 - 84	92	4.85%
Age 85 and over	22	1.16%
2022 Est. Median Age, Male		38.68
2022 Est. Average Age, Male		38.90
<b>2022 Est. Female Population by Age</b>	<b>1,851</b>	
Age 0 - 4	90	4.84%
Age 5 - 9	104	5.60%
Age 10 - 14	132	7.10%
Age 15 - 17	86	4.63%
Age 18 - 20	74	3.98%
Age 21 - 24	98	5.28%
Age 25 - 34	209	11.30%
Age 35 - 44	239	12.92%
Age 45 - 54	265	14.32%
Age 55 - 64	251	13.56%
Age 65 - 74	179	9.69%
Age 75 - 84	106	5.71%
Age 85 and over	20	1.08%
2022 Est. Median Age, Female		40.77
2022 Est. Average Age, Female		40.30

# Community • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	843	27.58%
Males, Never Married	408	13.36%
Females, Never Married	434	14.21%
Married, Spouse present	1,684	55.09%
Married, Spouse absent	90	2.93%
Widowed	151	4.95%
Males Widowed	28	0.91%
Females Widowed	124	4.04%
Divorced	289	9.45%
Males Divorced	116	3.78%
Females Divorced	173	5.67%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	76	3.0%
Some High School, no diploma	116	4.6%
High School Graduate (or GED)	755	29.8%
Some College, no degree	620	24.5%
Associate Degree	259	10.2%
Bachelor's Degree	484	19.1%
Master's Degree	155	6.1%
Professional School Degree	46	1.8%
Doctorate Degree	20	0.8%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	57	15.39%
High School Graduate	133	35.66%
Some College or Associate's Degree	128	34.27%
Bachelor's Degree or Higher	55	14.69%
<b>Households</b>		
2027 Projection	1,377	
2022 Estimate	1,281	
2010 Census	334	
2000 Census	178	
Growth 2022 - 2027		7.49%
Growth 2010 - 2022		283.53%
Growth 2000 - 2010		87.64%
<b>2022 Est. Households by Household Type</b>	<b>1,281</b>	
Family Households	1,038	81.05%
Nonfamily Households	243	18.96%
2022 Est. Group Quarters Population	18	
2022 Households by Ethnicity, Hispanic/Latino	69	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>1,281</b>	
Income < \$15,000	44	3.43%
Income \$15,000 - \$24,999	65	5.08%
Income \$25,000 - \$34,999	73	5.67%
Income \$35,000 - \$49,999	120	9.40%
Income \$50,000 - \$74,999	208	16.27%
Income \$75,000 - \$99,999	153	11.94%
Income \$100,000 - \$124,999	161	12.54%
Income \$125,000 - \$149,999	132	10.30%
Income \$150,000 - \$199,999	149	11.64%
Income \$200,000 - \$249,999	80	6.27%
Income \$250,000 - \$499,999	67	5.22%
Income \$500,000+	29	2.24%
2022 Est. Average Household Income		\$120,940
2022 Est. Median Household Income		\$96,138
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$98,341
Black or African American Alone		\$86,713
American Indian and Alaska Native Alone		\$200,000
Asian Alone		\$125,000
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$64,701
Two or More Races		\$192,677
Hispanic or Latino		\$63,777
Not Hispanic or Latino		\$101,421
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>1,038</b>	
Married-Couple Family, own children	403	38.86%
Married-Couple Family, no own children	463	44.57%
Male Householder, own children	40	3.87%
Male Householder, no own children	25	2.39%
Female Householder, own children	65	6.26%
Female Householder, no own children	42	4.05%
<b>2022 Est. Households by Household Size</b>	<b>1,281</b>	
1-person	205	15.97%
2-person	468	36.57%
3-person	243	18.96%
4-person	214	16.72%
5-person	96	7.46%
6-person	34	2.69%
7-or-more-person	21	1.64%
2022 Est. Average Household Size		2.78

# Community • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>1,281</b>	
Households with 1 or More People under Age 18:	564	44.03%
Married-Couple Family	990	77.29%
Other Family, Male Householder	100	7.80%
Other Family, Female Householder	182	14.24%
Nonfamily, Male Householder	9	0.68%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	<b>717</b>	<b>55.97%</b>
Married-Couple Family	769	60.00%
Other Family, Male Householder	41	3.20%
Other Family, Female Householder	48	3.73%
Nonfamily, Male Householder	236	18.40%
Nonfamily, Female Householder	188	14.67%
<b>2022 Est. Households by Number of Vehicles</b>	<b>1,281</b>	
No Vehicles	6	0.45%
1 Vehicle	281	21.94%
2 Vehicles	562	43.88%
3 Vehicles	293	22.84%
4 Vehicles	88	6.87%
5 or more Vehicles	52	4.03%
2022 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2027 Projection	1,118	
2022 Estimate	1,038	
2010 Census	270	
2000 Census	146	
Growth 2022 - 2027		7.69%
Growth 2010 - 2022		284.51%
Growth 2000 - 2010		84.93%
<b>2022 Est. Families by Poverty Status</b>	<b>1,038</b>	
2022 Families at or Above Poverty	988	95.21%
2022 Families at or Above Poverty with Children	478	46.04%
2022 Families Below Poverty	50	4.79%
2022 Families Below Poverty with Children	31	2.95%
<b>2022 Est. Pop 16+ by Employment Status</b>	<b>3,001</b>	
Civilian Labor Force, Employed	2,134	71.12%
Civilian Labor Force, Unemployed	96	3.19%
Armed Forces	6	0.20%
Not in Labor Force	765	25.50%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>2,140</b>	
For-Profit Private Workers	1,545	72.21%
Non-Profit Private Workers	93	4.36%
Local Government Workers	11	0.51%
State Government Workers	91	4.26%
Federal Government Workers	126	5.88%
Self-Employed Workers	273	12.78%
Unpaid Family Workers	0	0.00%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>2,140</b>	
Architect/Engineer	46	2.13%
Arts/Entertainment/Sports	48	2.23%
Building Grounds Maintenance	72	3.35%
Business/Financial Operations	85	3.96%
Community/Social Services	24	1.12%
Computer/Mathematical	130	6.09%
Construction/Extraction	113	5.27%
Education/Training/Library	113	5.27%
Farming/Fishing/Forestry	2	0.10%
Food Prep/Serving	91	4.26%
Health Practitioner/Technician	128	5.98%
Healthcare Support	59	2.74%
Maintenance Repair	98	4.56%
Legal	11	0.51%
Life/Physical/Social Science	7	0.30%
Management	276	12.88%
Office/Admin. Support	280	13.08%
Production	95	4.46%
Protective Services	39	1.83%
Sales/Related	241	11.26%
Personal Care/Service	52	2.43%
Transportation/Moving	132	6.19%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>2,140</b>	
White Collar	1,387	64.81%
Blue Collar	438	20.49%
Service and Farm	315	14.71%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>2,140</b>	
Drove Alone	1,613	75.39%
Car Pooled	184	8.58%
Public Transportation	84	3.93%
Walked	35	1.66%
Bicycle	0	0.00%
Other Means	18	0.83%
Worked at Home	206	9.62%

# Community • Demographic Profile

## Liberty Hill, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	229	11.85%
15 - 29 Minutes	530	27.41%
30 - 44 Minutes	483	24.97%
45 - 59 Minutes	434	22.42%
60 or more Minutes	258	13.36%
2022 Est. Avg Travel Time to Work in Minutes		39
2022 Est. Occupied Housing Units by Tenure	1,281	
Owner Occupied	1,105	86.27%
Renter Occupied	176	13.73%
2022 Owner Occ. HUs: Avg. Length of Residence		9
2022 Renter Occ. HUs: Avg. Length of Residence		5.7
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>1,281</b>	
Value Less than \$20,000	11	0.87%
Value \$20,000 - \$39,999	16	1.21%
Value \$40,000 - \$59,999	4	0.35%
Value \$60,000 - \$79,999	9	0.69%
Value \$80,000 - \$99,999	9	0.69%
Value \$100,000 - \$149,999	27	2.08%
Value \$150,000 - \$199,999	49	3.81%
Value \$200,000 - \$299,999	330	25.78%
Value \$300,000 - \$399,999	259	20.24%
Value \$400,000 - \$499,999	195	15.23%
Value \$500,000 - \$749,999	248	19.38%
Value \$750,000 - \$999,999	95	7.44%
Value \$1,000,000 or \$1,499,999	20	1.56%
Value \$1,500,000 or \$1,999,999	2	0.17%
Value \$2,000,000+	7	0.52%
2022 Est. Median All Owner-Occupied Housing Value		\$369,056
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	948	74.03%
1 Unit Attached	17	1.29%
2 Units	24	1.87%
3 or 4 Units	15	1.15%
5 to 19 Units	62	4.88%
20 to 49 Units	9	0.72%
50 or More Units	13	1.00%
Mobile Home or Trailer	154	12.05%
Boat, RV, Van, etc.	39	3.01%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	443	34.58%
Housing Units Built 2010 to 2014	145	11.33%
Housing Units Built 2000 to 2009	241	18.80%
Housing Units Built 1990 to 1999	202	15.78%
Housing Units Built 1980 to 1989	129	10.04%
Housing Units Built 1970 to 1979	51	4.02%
Housing Units Built 1960 to 1969	26	2.01%
Housing Units Built 1950 to 1959	9	0.72%
Housing Units Built 1940 to 1949	4	0.29%
Housing Unit Built 1939 or Earlier	31	2.44%
2022 Est. Median Year Structure Built		2008

† 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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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