



The**Retail**Coach.®

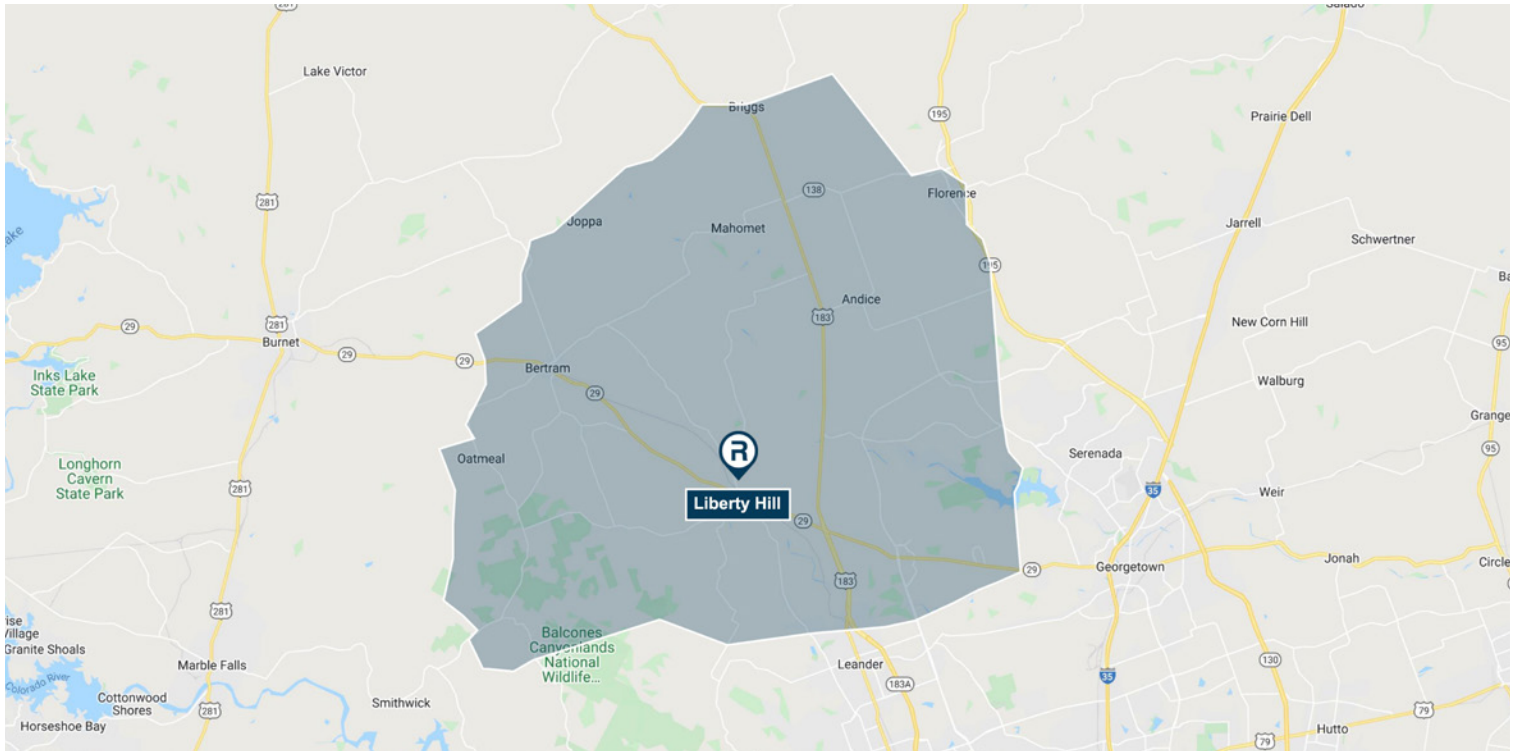
Primary Retail Trade Area Demographic Profile

LIBERTY HILL, TEXAS

Prepared for Liberty Hill Economic Development Corporation
April 2022

Primary Retail Trade Area • Demographic Snapshot

Liberty Hill, Texas



Population

2010	26,372
2022	47,299
2027	50,576

Educational Attainment (%)

Graduate or Professional Degree	11.04%
Bachelors Degree	23.45%
Associate Degree	7.81%
Some College	24.17%
High School Graduate (GED)	25.41%
Some High School, No Degree	4.44%
Less than 9th Grade	3.69%

Income

Average HH	\$151,915
Median HH	\$111,681
Per Capita	\$54,661

Age

0 - 9 Years	11.11%
10 - 17 Years	11.18%
18 - 24 Years	9.12%
25 - 34 Years	11.65%
35 - 44 Years	11.85%
45 - 54 Years	13.84%
55 - 64 Years	13.70%
65 and Older	17.54%
Median Age	40.98
Average Age	40.50

Race Distribution (%)

White	86.12%
Black/African American	1.93%
American Indian/Alaskan	0.67%
Asian	1.64%
Native Hawaiian/Islander	0.13%
Other Race	7.02%
Two or More Races	2.50%
Hispanic	18.01%



Matt Powell

Liberty Hill Economic Development Corporation
Executive Director

926 Loop 332
Liberty Hill, Texas 78642

Phone 512.739.3105
Matt@LibertyHillWorks.com
www.LibertyHillWorks.com

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Primary Retail Trade Area • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	50,576	
2022 Estimate	47,299	
2010 Census	26,372	
2000 Census	15,922	
Growth 2022 - 2027		6.93%
Growth 2010 - 2022		79.35%
Growth 2000 - 2010		65.63%
2022 Est. Population by Single-Classification Race	47,299	
White Alone	40,733	86.12%
Black or African American Alone	911	1.93%
Amer. Indian and Alaska Native Alone	317	0.67%
Asian Alone	776	1.64%
Native Hawaiian and Other Pacific Island Alone	59	0.13%
Some Other Race Alone	3,319	7.02%
Two or More Races	1,184	2.50%
2022 Est. Population by Hispanic or Latino Origin	47,299	
Not Hispanic or Latino	38,778	81.98%
Hispanic or Latino	8,521	18.01%
Mexican	7,223	84.77%
Puerto Rican	241	2.83%
Cuban	63	0.74%
All Other Hispanic or Latino	994	11.66%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	8,521	
White Alone	4,591	53.88%
Black or African American Alone	44	0.52%
American Indian and Alaska Native Alone	78	0.92%
Asian Alone	33	0.39%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,276	38.45%
Two or More Races	499	5.86%
2022 Est. Pop by Race, Asian Alone, by Category	776	
Chinese, except Taiwanese	65	8.38%
Filipino	388	50.00%
Japanese	17	2.19%
Asian Indian	91	11.73%
Korean	57	7.34%
Vietnamese	31	4.00%
Cambodian	3	0.39%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	0.26%
All Other Asian Races Including 2+ Category	121	15.59%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	47,299	
Arab	208	0.44%
Czech	711	1.50%
Danish	116	0.25%
Dutch	496	1.05%
English	3,946	8.34%
French (except Basque)	1,241	2.62%
French Canadian	164	0.35%
German	6,312	13.35%
Greek	71	0.15%
Hungarian	89	0.19%
Irish	4,447	9.40%
Italian	1,012	2.14%
Lithuanian	17	0.04%
United States or American	2,426	5.13%
Norwegian	482	1.02%
Polish	673	1.42%
Portuguese	52	0.11%
Russian	79	0.17%
Scottish	778	1.64%
Scotch-Irish	578	1.22%
Slovak	6	0.01%
Subsaharan African	142	0.30%
Swedish	567	1.20%
Swiss	58	0.12%
Ukrainian	15	0.03%
Welsh	453	0.96%
West Indian (except Hisp. groups)	66	0.14%
Other ancestries	13,063	27.62%
Ancestry Unclassified	9,031	19.09%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	38,742	86.45%
Speak Asian/Pacific Island Language at Home	334	0.75%
Speak IndoEuropean Language at Home	609	1.36%
Speak Spanish at Home	4,954	11.05%
Speak Other Language at Home	178	0.40%

Primary Retail Trade Area • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	47,299	
Age 0 - 4	2,483	5.25%
Age 5 - 9	2,773	5.86%
Age 10 - 14	3,215	6.80%
Age 15 - 17	2,072	4.38%
Age 18 - 20	1,864	3.94%
Age 21 - 24	2,449	5.18%
Age 25 - 34	5,509	11.65%
Age 35 - 44	5,607	11.85%
Age 45 - 54	6,548	13.84%
Age 55 - 64	6,481	13.70%
Age 65 - 74	5,076	10.73%
Age 75 - 84	2,596	5.49%
Age 85 and over	626	1.32%
Age 16 and over	38,147	80.65%
Age 18 and over	36,755	77.71%
Age 21 and over	34,892	73.77%
Age 65 and over	8,298	17.54%
2022 Est. Median Age		40.98
2022 Est. Average Age		40.50
2022 Est. Population by Sex	47,299	
Male	23,520	49.73%
Female	23,779	50.27%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	23,520	
Age 0 - 4	1,294	5.50%
Age 5 - 9	1,419	6.03%
Age 10 - 14	1,647	7.00%
Age 15 - 17	1,054	4.48%
Age 18 - 20	961	4.09%
Age 21 - 24	1,248	5.31%
Age 25 - 34	2,776	11.80%
Age 35 - 44	2,752	11.70%
Age 45 - 54	3,248	13.81%
Age 55 - 64	3,188	13.55%
Age 65 - 74	2,425	10.31%
Age 75 - 84	1,223	5.20%
Age 85 and over	284	1.21%
2022 Est. Median Age, Male		40.05
2022 Est. Average Age, Male		39.90
2022 Est. Female Population by Age	23,779	
Age 0 - 4	1,189	5.00%
Age 5 - 9	1,354	5.69%
Age 10 - 14	1,569	6.60%
Age 15 - 17	1,018	4.28%
Age 18 - 20	903	3.80%
Age 21 - 24	1,201	5.05%
Age 25 - 34	2,733	11.49%
Age 35 - 44	2,855	12.01%
Age 45 - 54	3,300	13.88%
Age 55 - 64	3,292	13.84%
Age 65 - 74	2,651	11.15%
Age 75 - 84	1,373	5.77%
Age 85 and over	342	1.44%
2022 Est. Median Age, Female		41.86
2022 Est. Average Age, Female		41.07

Primary Retail Trade Area • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,160	26.17%
Males, Never Married	5,308	13.67%
Females, Never Married	4,852	12.50%
Married, Spouse present	22,485	57.91%
Married, Spouse absent	1,440	3.71%
Widowed	1,458	3.75%
Males Widowed	259	0.67%
Females Widowed	1,199	3.09%
Divorced	3,285	8.46%
Males Divorced	1,281	3.30%
Females Divorced	2,004	5.16%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,196	3.69%
Some High School, no diploma	1,440	4.44%
High School Graduate (or GED)	8,242	25.41%
Some College, no degree	7,840	24.17%
Associate Degree	2,535	7.81%
Bachelor's Degree	7,608	23.45%
Master's Degree	2,597	8.01%
Professional School Degree	596	1.84%
Doctorate Degree	388	1.20%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,121	24.17%
High School Graduate	1,570	33.85%
Some College or Associate's Degree	1,169	25.20%
Bachelor's Degree or Higher	778	16.77%
Households		
2027 Projection	18,224	
2022 Estimate	16,957	
2010 Census	9,209	
2000 Census	5,465	
Growth 2022 - 2027		7.47%
Growth 2010 - 2022		84.14%
Growth 2000 - 2010		68.51%
2022 Est. Households by Household Type	16,957	
Family Households	14,009	82.61%
Nonfamily Households	2,948	17.39%
2022 Est. Group Quarters Population	172	
2022 Households by Ethnicity, Hispanic/Latino	2,112	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	16,957	
Income < \$15,000	605	3.57%
Income \$15,000 - \$24,999	580	3.42%
Income \$25,000 - \$34,999	785	4.63%
Income \$35,000 - \$49,999	1,400	8.26%
Income \$50,000 - \$74,999	2,210	13.03%
Income \$75,000 - \$99,999	1,996	11.77%
Income \$100,000 - \$124,999	1,889	11.14%
Income \$125,000 - \$149,999	1,680	9.91%
Income \$150,000 - \$199,999	2,080	12.27%
Income \$200,000 - \$249,999	1,250	7.37%
Income \$250,000 - \$499,999	1,478	8.72%
Income \$500,000+	1,003	5.91%
2022 Est. Average Household Income		\$151,915
2022 Est. Median Household Income		\$111,681
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$114,687
Black or African American Alone		\$121,452
American Indian and Alaska Native Alone		\$119,397
Asian Alone		\$124,376
Native Hawaiian and Other Pacific Islander Alone		\$65,191
Some Other Race Alone		\$68,998
Two or More Races		\$188,519
Hispanic or Latino		\$70,133
Not Hispanic or Latino		\$117,695
2022 Est. Family HH Type by Presence of Own Child.	14,009	
Married-Couple Family, own children	5,301	37.84%
Married-Couple Family, no own children	6,803	48.56%
Male Householder, own children	381	2.72%
Male Householder, no own children	289	2.06%
Female Householder, own children	736	5.25%
Female Householder, no own children	499	3.56%
2022 Est. Households by Household Size	16,957	
1-person	2,486	14.66%
2-person	6,508	38.38%
3-person	3,042	17.94%
4-person	2,847	16.79%
5-person	1,236	7.29%
6-person	514	3.03%
7-or-more-person	325	1.92%
2022 Est. Average Household Size		2.82

Primary Retail Trade Area • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	16,957	
Households with 1 or More People under Age 18:	7,007	41.32%
Married-Couple Family	5,652	80.66%
Other Family, Male Householder	440	6.28%
Other Family, Female Householder	874	12.47%
Nonfamily, Male Householder	34	0.49%
Nonfamily, Female Householder	8	0.11%
Households with No People under Age 18:	9,949	
Married-Couple Family	6,451	64.84%
Other Family, Male Householder	229	2.30%
Other Family, Female Householder	363	3.65%
Nonfamily, Male Householder	1,511	15.19%
Nonfamily, Female Householder	1,396	14.03%
2022 Est. Households by Number of Vehicles	16,957	
No Vehicles	157	0.93%
1 Vehicle	3,142	18.53%
2 Vehicles	8,287	48.87%
3 Vehicles	3,545	20.91%
4 Vehicles	1,142	6.74%
5 or more Vehicles	684	4.03%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	15,062	
2022 Estimate	14,009	
2010 Census	7,545	
2000 Census	4,526	
Growth 2022 - 2027		7.52%
Growth 2010 - 2022		85.67%
Growth 2000 - 2010		66.70%
2022 Est. Families by Poverty Status	14,009	
2022 Families at or Above Poverty	13,431	95.87%
2022 Families at or Above Poverty with Children	5,713	40.78%
2022 Families Below Poverty	578	4.13%
2022 Families Below Poverty with Children	368	2.63%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	24,810	65.04%
Civilian Labor Force, Unemployed	1,084	2.84%
Armed Forces	71	0.19%
Not in Labor Force	12,181	31.93%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	24,667	
For-Profit Private Workers	16,145	65.45%
Non-Profit Private Workers	1,505	6.10%
Local Government Workers	374	1.52%
State Government Workers	1,137	4.61%
Federal Government Workers	2,003	8.12%
Self-Employed Workers	3,431	13.91%
Unpaid Family Workers	71	0.29%
2022 Est. Civ. Employed Pop 16+ by Occupation	24,667	
Architect/Engineer	552	2.24%
Arts/Entertainment/Sports	511	2.07%
Building Grounds Maintenance	726	2.94%
Business/Financial Operations	1,258	5.10%
Community/Social Services	236	0.96%
Computer/Mathematical	1,223	4.96%
Construction/Extraction	1,408	5.71%
Education/Training/Library	1,494	6.06%
Farming/Fishing/Forestry	42	0.17%
Food Prep/Serving	1,176	4.77%
Health Practitioner/Technician	1,587	6.43%
Healthcare Support	569	2.31%
Maintenance Repair	857	3.47%
Legal	155	0.63%
Life/Physical/Social Science	180	0.73%
Management	3,262	13.22%
Office/Admin. Support	3,075	12.47%
Production	794	3.22%
Protective Services	533	2.16%
Sales/Related	2,617	10.61%
Personal Care/Service	512	2.08%
Transportation/Moving	1,902	7.71%
2022 Est. Pop 16+ by Occupation Classification	24,667	
White Collar	16,148	65.46%
Blue Collar	4,961	20.11%
Service and Farm	3,559	14.43%
2022 Est. Workers Age 16+ by Transp. to Work	24,669	
Drove Alone	18,596	75.38%
Car Pooled	2,541	10.30%
Public Transportation	364	1.48%
Walked	248	1.00%
Bicycle	2	0.01%
Other Means	481	1.95%
Worked at Home	2,437	9.88%

Primary Retail Trade Area • Demographic Profile

Liberty Hill, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,292	
15 - 29 Minutes	6,171	
30 - 44 Minutes	5,977	
45 - 59 Minutes	4,023	
60 or more Minutes	2,836	
2022 Est. Avg Travel Time to Work in Minutes		37
2022 Est. Occupied Housing Units by Tenure	16,957	
Owner Occupied	14,875	87.72%
Renter Occupied	2,082	12.28%
2022 Owner Occ. HUs: Avg. Length of Residence		9.13 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.12 [†]
2022 Est. Owner-Occupied Housing Units by Value	16,957	
Value Less than \$20,000	104	0.70%
Value \$20,000 - \$39,999	129	0.87%
Value \$40,000 - \$59,999	129	0.87%
Value \$60,000 - \$79,999	187	1.26%
Value \$80,000 - \$99,999	186	1.25%
Value \$100,000 - \$149,999	396	2.66%
Value \$150,000 - \$199,999	446	3.00%
Value \$200,000 - \$299,999	2,211	14.86%
Value \$300,000 - \$399,999	2,562	17.22%
Value \$400,000 - \$499,999	2,604	17.51%
Value \$500,000 - \$749,999	3,674	24.70%
Value \$750,000 - \$999,999	1,631	10.97%
Value \$1,000,000 or \$1,499,999	450	3.02%
Value \$1,500,000 or \$1,999,999	51	0.34%
Value \$2,000,000+	115	0.77%
2022 Est. Median All Owner-Occupied Housing Value		\$440,573
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	14,043	78.89%
1 Unit Attached	238	1.34%
2 Units	76	0.43%
3 or 4 Units	97	0.55%
5 to 19 Units	224	1.26%
20 to 49 Units	182	1.02%
50 or More Units	59	0.33%
Mobile Home or Trailer	2,655	14.92%
Boat, RV, Van, etc.	225	1.26%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,909	44.43%
Housing Units Built 2010 to 2014	1,436	8.07%
Housing Units Built 2000 to 2009	3,561	20.01%
Housing Units Built 1990 to 1999	2,108	11.84%
Housing Units Built 1980 to 1989	1,263	7.10%
Housing Units Built 1970 to 1979	593	3.33%
Housing Units Built 1960 to 1969	272	1.53%
Housing Units Built 1950 to 1959	219	1.23%
Housing Units Built 1940 to 1949	58	0.33%
Housing Unit Built 1939 or Earlier	381	2.14%
2022 Est. Median Year Structure Built		2011

[†] 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.

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