



TheRetailCoach®

PRIMARY RETAIL TRADE AREA OPPORTUNITY ANALYSIS

Liberty Hill, Texas

Prepared for
Liberty Hill EDC
March 2019

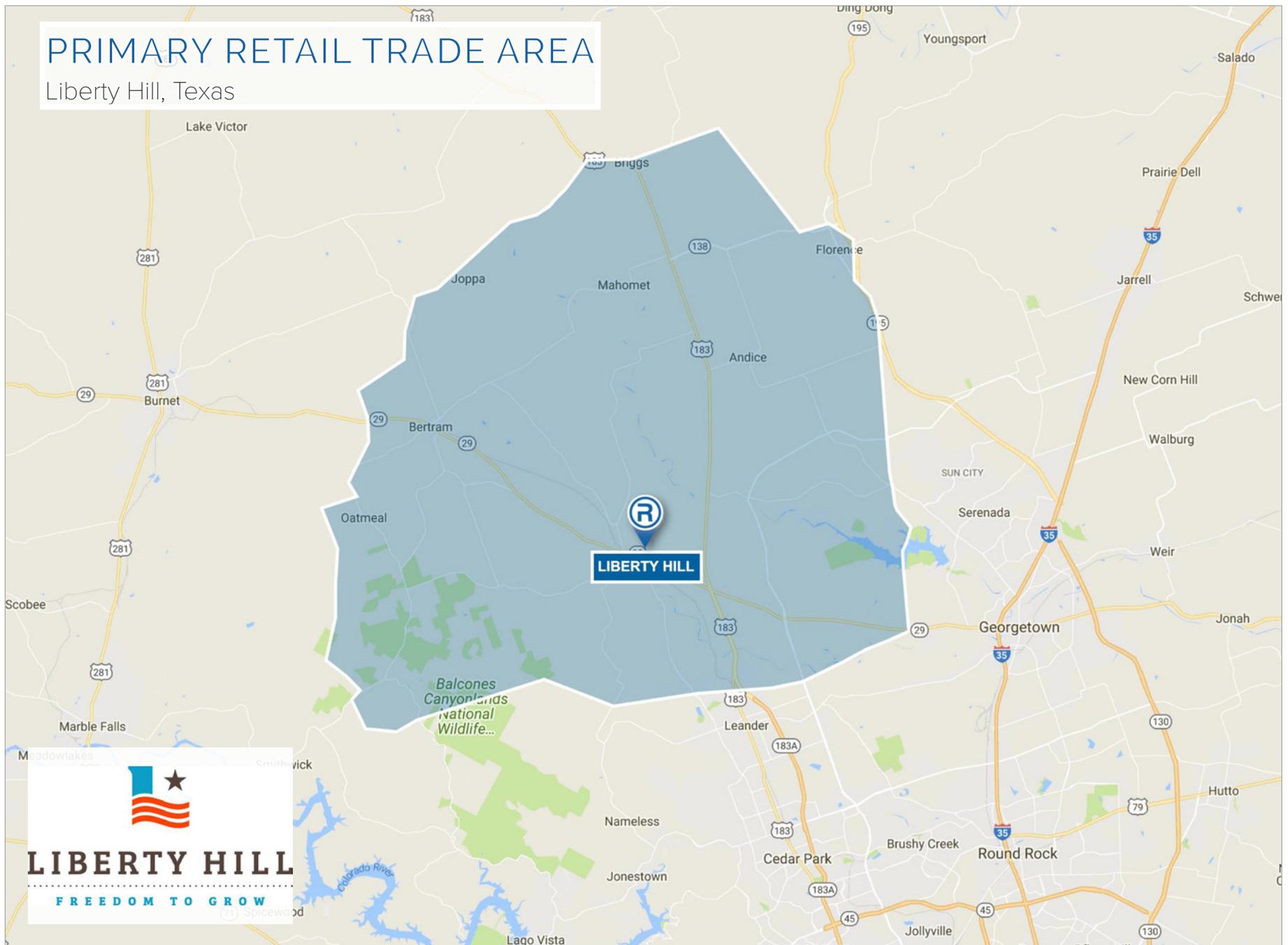


LIBERTY HILL

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FREEDOM TO GROW

PRIMARY RETAIL TRADE AREA

Liberty Hill, Texas



 TheRetailCoach®



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PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Liberty Hill, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$978,184,750
441	Motor vehicle and parts dealers	\$242,394,850
4411	Automobile dealers	\$211,653,488
4412	Other motor vehicle dealers	\$14,399,010
4413	Automotive parts, accessories, and tire stores	\$16,342,353
442	Furniture and home furnishings stores	\$20,687,958
4421	Furniture stores	\$11,372,309
4422	Home furnishings stores	\$9,315,649
443	Electronics and appliance stores	\$16,209,962
443141	Household appliance stores	\$2,069,733
443142	Electronics stores	\$14,140,229
444	Building material and garden equipment and supplies dealers	\$60,499,090
4441	Building material and supplies dealers	\$52,852,773
44411	Home centers	\$28,890,787
44412	Paint and wallpaper stores	\$1,165,144
44413	Hardware stores	\$4,118,427
44419	Other building material dealers	\$18,678,414
4442	Lawn and garden equipment and supplies stores	\$7,646,317
44421	Outdoor power equipment stores	\$834,093
44422	Nursery, garden center, and farm supply stores	\$6,812,224
445	Food and beverage stores	\$116,357,195
4451	Grocery stores	\$105,977,032
44511	Supermarkets and other grocery (except convenience) stores	\$101,110,133
44512	Convenience stores	\$4,866,899
4452	Specialty food stores	\$3,087,808
4453	Beer, wine, and liquor stores	\$7,292,355

PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Liberty Hill, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES
446	Health and personal care stores	\$48,141,653
44611	Pharmacies and drug stores	\$38,757,205
44612	Cosmetics, beauty supplies, and perfume stores	\$3,643,790
44613	Optical goods stores	\$2,079,631
44619	Other health and personal care stores	\$3,661,027
447	Gasoline stations	\$99,031,611
448	Clothing and clothing accessories stores	\$44,142,870
4481	Clothing stores	\$31,921,948
44811	Men's clothing stores	\$1,354,118
44812	Women's clothing stores	\$6,109,011
44813	Children's and infants' clothing stores	\$1,656,360
44814	Family clothing stores	\$19,113,540
44815	Clothing accessories stores	\$1,612,407
44819	Other clothing stores	\$2,076,512
4482	Shoe stores	\$6,287,734
4483	Jewelry, luggage, and leather goods stores	\$5,933,188
44831	Jewelry stores	\$5,399,634
44832	Luggage and leather goods stores	\$533,554
451	Sporting goods, hobby, musical instrument, and book stores	\$14,408,646
4511	Sporting goods, hobby, and musical instrument stores	\$12,851,465
45111	Sporting goods stores	\$8,174,810
45112	Hobby, toy, and game stores	\$3,483,861
45113	Sewing, needlework, and piece goods stores	\$466,913
45114	Musical instrument and supplies stores	\$725,880
4512	Book stores and news dealers	\$1,557,181

PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Liberty Hill, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	\$118,241,667
4522	Department stores	\$19,365,136
4523	Other general merchandise stores	\$98,876,531
453	Miscellaneous store retailers	\$14,396,000
4531	Florists	\$895,698
4532	Office supplies, stationery, and gift stores	\$3,312,593
45321	Office supplies and stationery stores	\$1,353,868
45322	Gift, novelty, and souvenir stores	\$1,958,725
4533	Used merchandise stores	\$3,105,353
4539	Other miscellaneous store retailers	\$7,082,355
45391	Pet and pet supplies stores	\$3,195,449
45399	All other miscellaneous store retailers	\$3,886,906
454	Non-store retailers	\$68,788,292
722	Food services and drinking places	\$114,884,957
7223	Special food services	\$7,444,892
7224	Drinking places (alcoholic beverages)	\$5,352,241
7225	Restaurants and other eating places	\$102,087,823
722511	Full-service restaurants	\$45,764,554
722513	Limited-service restaurants	\$49,460,629
722514	Cafeterias, grill buffets, and buffets	\$2,275,040
722515	Snack and nonalcoholic beverage bars	\$4,587,601

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	42,769	
2019 Estimate	38,706	
2010 Census	26,328	
2000 Census	15,781	
Growth 2019 - 2024		10.50%
Growth 2010 - 2019		47.02%
Growth 2000 - 2010		66.83%
2019 Est. Population by Single-Classification Race	38,706	
White Alone	33,909	87.61%
Black or African American Alone	638	1.65%
Amer. Indian and Alaska Native Alone	259	0.67%
Asian Alone	476	1.23%
Native Hawaiian and Other Pacific Island Alone	45	0.12%
Some Other Race Alone	2,498	6.45%
Two or More Races	882	2.28%
2019 Est. Population by Hispanic or Latino Origin	38,706	
Not Hispanic or Latino	32,224	83.25%
Hispanic or Latino	6,482	16.75%
Mexican	5,504	84.91%
Puerto Rican	182	2.81%
Cuban	44	0.68%
All Other Hispanic or Latino	752	11.60%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	6,482	
White Alone	3,540	54.61%
Black or African American Alone	33	0.51%
American Indian and Alaska Native Alone	59	0.91%
Asian Alone	24	0.37%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,464	38.01%
Two or More Races	362	5.59%
2019 Est. Pop by Race, Asian Alone, by Category	476	
Chinese, except Taiwanese	16	3.36%
Filipino	228	47.90%
Japanese	18	3.78%
Asian Indian	77	16.18%
Korean	23	4.83%
Vietnamese	24	5.04%
Cambodian	0	0.00%
Hmong	25	5.25%
Laotian	0	0.00%
Thai	44	9.24%
All Other Asian Races Including 2+ Category	22	4.62%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	38,706	
Arab	21	0.05%
Czech	417	1.08%
Danish	62	0.16%
Dutch	265	0.69%
English	4,254	10.99%
French (except Basque)	852	2.20%
French Canadian	184	0.48%
German	5,991	15.48%
Greek	21	0.05%
Hungarian	41	0.11%
Irish	2,439	6.30%
Italian	931	2.41%
Lithuanian	35	0.09%
United States or American	2,348	6.07%
Norwegian	168	0.43%
Polish	371	0.96%
Portuguese	5	0.01%
Russian	143	0.37%
Scottish	537	1.39%
Scotch-Irish	369	0.95%
Slovak	32	0.08%
Subsaharan African	48	0.12%
Swedish	400	1.03%
Swiss	79	0.20%
Ukrainian	19	0.05%
Welsh	426	1.10%
West Indian (except Hisp. groups)	104	0.27%
Other ancestries	10,268	26.53%
Ancestry Unclassified	7,877	20.35%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	32,392	88.90%
Speak Asian/Pacific Island Language at Home	259	0.71%
Speak IndoEuropean Language at Home	162	0.45%
Speak Spanish at Home	3,570	9.80%
Speak Other Language at Home	54	0.15%
2019 Est. Population by Age	38,706	
Age 0 - 4	2,270	5.87%
Age 5 - 9	2,299	5.94%
Age 10 - 14	2,775	7.17%
Age 15 - 17	1,843	4.76%
Age 18 - 20	1,620	4.19%
Age 21 - 24	2,029	5.24%
Age 25 - 34	3,842	9.93%
Age 35 - 44	4,626	11.95%
Age 45 - 54	5,601	14.47%
Age 55 - 64	5,444	14.07%
Age 65 - 74	4,049	10.46%
Age 75 - 84	1,839	4.75%
Age 85 and over	469	1.21%
Age 16 and over	30,755	79.46%
Age 18 and over	29,519	76.27%
Age 21 and over	27,899	72.08%
Age 65 and over	6,357	16.42%
2019 Est. Median Age		41.01
2019 Est. Average Age		39.85

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	38,706	
Male	19,253	49.74%
Female	19,453	50.26%
2019 Est. Male Population by Age	19,253	
Age 0 - 4	1,170	6.08%
Age 5 - 9	1,187	6.17%
Age 10 - 14	1,411	7.33%
Age 15 - 17	928	4.82%
Age 18 - 20	834	4.33%
Age 21 - 24	1,045	5.43%
Age 25 - 34	1,928	10.01%
Age 35 - 44	2,252	11.70%
Age 45 - 54	2,778	14.43%
Age 55 - 64	2,679	13.92%
Age 65 - 74	1,966	10.21%
Age 75 - 84	871	4.52%
Age 85 and over	204	1.06%
2019 Est. Median Age, Male		40.22
2019 Est. Average Age, Male		39.33

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	19,453	
Age 0 - 4	1,100	5.66%
Age 5 - 9	1,112	5.72%
Age 10 - 14	1,364	7.01%
Age 15 - 17	915	4.70%
Age 18 - 20	786	4.04%
Age 21 - 24	983	5.05%
Age 25 - 34	1,914	9.84%
Age 35 - 44	2,374	12.20%
Age 45 - 54	2,824	14.52%
Age 55 - 64	2,766	14.22%
Age 65 - 74	2,083	10.71%
Age 75 - 84	967	4.97%
Age 85 and over	265	1.36%
2019 Est. Median Age, Female		41.75
2019 Est. Average Age, Female		40.38
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,186	22.91%
Males, Never Married	3,910	12.47%
Females, Never Married	3,276	10.45%
Married, Spouse present	18,829	60.04%
Married, Spouse absent	1,580	5.04%
Widowed	1,383	4.41%
Males Widowed	301	0.96%
Females Widowed	1,082	3.45%
Divorced	2,384	7.60%
Males Divorced	1,239	3.95%
Females Divorced	1,145	3.65%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	945	3.7%
Some High School, no diploma	1,121	4.3%
High School Graduate (or GED)	6,497	25.1%
Some College, no degree	6,698	25.9%
Associate Degree	2,662	10.3%
Bachelor's Degree	5,473	21.2%
Master's Degree	1,856	7.2%
Professional School Degree	426	1.6%
Doctorate Degree	191	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,065	31.65%
High School Graduate	785	23.33%
Some College or Associate's Degree	945	28.08%
Bachelor's Degree or Higher	571	16.97%
Households		
2024 Projection	15,344	
2019 Estimate	13,786	
2010 Census	9,153	
2000 Census	5,403	
Growth 2019 - 2024		11.30%
Growth 2010 - 2019		50.62%
Growth 2000 - 2010		69.41%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	13,786	
Family Households	11,366	82.45%
Nonfamily Households	2,419	17.55%
2019 Est. Group Quarters Population	234	
2019 Households by Ethnicity, Hispanic/Latino	1,590	
2019 Est. Households by Household Income	13,786	
Income < \$15,000	559	4.06%
Income \$15,000 - \$24,999	564	4.09%
Income \$25,000 - \$34,999	784	5.69%
Income \$35,000 - \$49,999	1,208	8.76%
Income \$50,000 - \$74,999	2,299	16.68%
Income \$75,000 - \$99,999	1,933	14.02%
Income \$100,000 - \$124,999	1,658	12.03%
Income \$125,000 - \$149,999	1,310	9.50%
Income \$150,000 - \$199,999	1,484	10.77%
Income \$200,000 - \$249,999	817	5.93%
Income \$250,000 - \$499,999	781	5.67%
Income \$500,000+	388	2.81%
2019 Est. Average Household Income		\$123,549
2019 Est. Median Household Income		\$93,754

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$97,399
Black or African American Alone		\$69,036
American Indian and Alaska Native Alone		\$98,904
Asian Alone		\$99,548
Native Hawaiian and Other Pacific Islander Alone		\$70,504
Some Other Race Alone		\$64,423
Two or More Races		\$107,207
Hispanic or Latino		\$66,650
Not Hispanic or Latino		\$98,766
2019 Est. Family HH Type by Presence of Own Child.	11,366	
Married-Couple Family, own children	4,297	37.81%
Married-Couple Family, no own children	5,497	48.36%
Male Householder, own children	312	2.75%
Male Householder, no own children	238	2.09%
Female Householder, own children	613	5.39%
Female Householder, no own children	409	3.60%
2019 Est. Households by Household Size	13,786	
1-person	2,056	14.91%
2-person	5,295	38.41%
3-person	2,499	18.13%
4-person	2,269	16.46%
5-person	987	7.16%
6-person	417	3.03%
7-or-more-person	262	1.90%
2019 Est. Average Household Size		2.8

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	13,786	
Households with 1 or More People under Age 18:	5,709	41.41%
Married-Couple Family	4,585	80.31%
Other Family, Male Householder	366	6.41%
Other Family, Female Householder	723	12.66%
Nonfamily, Male Householder	29	0.51%
Nonfamily, Female Householder	6	0.11%
Households with No People under Age 18:	8,076	58.58%
Married-Couple Family	5,202	64.41%
Other Family, Male Householder	191	2.37%
Other Family, Female Householder	299	3.70%
Nonfamily, Male Householder	1,246	15.43%
Nonfamily, Female Householder	1,138	14.09%
2019 Est. Households by Number of Vehicles	13,786	
No Vehicles	173	1.26%
1 Vehicle	2,506	18.18%
2 Vehicles	6,674	48.41%
3 Vehicles	3,264	23.68%
4 Vehicles	798	5.79%
5 or more Vehicles	371	2.69%
2019 Est. Average Number of Vehicles		2.24

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	12,656	
2019 Estimate	11,366	
2010 Census	7,503	
2000 Census	4,475	
Growth 2019 - 2024		11.35%
Growth 2010 - 2019		51.49%
Growth 2000 - 2010		67.67%
2019 Est. Families by Poverty Status	11,366	
2019 Families at or Above Poverty	10,938	96.23%
2019 Families at or Above Poverty with Children	4,745	41.75%
2019 Families Below Poverty	428	3.77%
2019 Families Below Poverty with Children	266	2.34%
2019 Est. Pop 16+ by Employment Status	30,755	
Civilian Labor Force, Employed	19,264	62.64%
Civilian Labor Force, Unemployed	773	2.51%
Armed Forces	53	0.17%
Not in Labor Force	10,665	34.68%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	19,568	
For-Profit Private Workers	12,642	64.61%
Non-Profit Private Workers	1,205	6.16%
Local Government Workers	260	1.33%
State Government Workers	748	3.82%
Federal Government Workers	2,055	10.50%
Self-Employed Workers	2,587	13.22%
Unpaid Family Workers	73	0.37%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	19,568	
Architect/Engineer	338	1.73%
Arts/Entertainment/Sports	415	2.12%
Building Grounds Maintenance	479	2.45%
Business/Financial Operations	787	4.02%
Community/Social Services	313	1.60%
Computer/Mathematical	623	3.18%
Construction/Extraction	1,221	6.24%
Education/Training/Library	1,168	5.97%
Farming/Fishing/Forestry	88	0.45%
Food Prep/Serving	1,093	5.59%
Health Practitioner/Technician	1,235	6.31%
Healthcare Support	317	1.62%
Maintenance Repair	966	4.94%
Legal	181	0.93%
Life/Physical/Social Science	169	0.86%
Management	2,446	12.50%
Office/Admin. Support	2,856	14.60%
Production	712	3.64%
Protective Services	415	2.12%
Sales/Related	2,407	12.30%
Personal Care/Service	474	2.42%
Transportation/Moving	863	4.41%
2019 Est. Pop 16+ by Occupation Classification	19,568	
White Collar	12,939	66.12%
Blue Collar	3,763	19.23%
Service and Farm	2,867	14.65%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	19,459	
Drove Alone	15,805	81.22%
Car Pooled	1,696	8.72%
Public Transportation	142	0.73%
Walked	257	1.32%
Bicycle	8	0.04%
Other Means	186	0.96%
Worked at Home	1,366	7.02%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,031	
15 - 29 Minutes	4,771	
30 - 44 Minutes	4,804	
45 - 59 Minutes	3,069	
60 or more Minutes	2,471	
2019 Est. Avg Travel Time to Work in Minutes		36.33
2019 Est. Occupied Housing Units by Tenure	13,786	
Owner Occupied	12,062	87.50%
Renter Occupied	1,724	12.51%
2019 Owner Occ. HUs: Avg. Length of Residence		10.44
2019 Renter Occ. HUs: Avg. Length of Residence		5.25

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	13,786	
Value Less than \$20,000	226	1.87%
Value \$20,000 - \$39,999	199	1.65%
Value \$40,000 - \$59,999	236	1.96%
Value \$60,000 - \$79,999	272	2.26%
Value \$80,000 - \$99,999	261	2.16%
Value \$100,000 - \$149,999	578	4.79%
Value \$150,000 - \$199,999	1,269	10.52%
Value \$200,000 - \$299,999	2,476	20.53%
Value \$300,000 - \$399,999	2,131	17.67%
Value \$400,000 - \$499,999	1,753	14.53%
Value \$500,000 - \$749,999	1,724	14.29%
Value \$750,000 - \$999,999	653	5.41%
Value \$1,000,000 or \$1,499,999	163	1.35%
Value \$1,500,000 or \$1,999,999	34	0.28%
Value \$2,000,000+	87	0.72%
2019 Est. Median All Owner-Occupied Housing Value		\$322,655
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	11,602	79.49%
1 Unit Detached	88	0.60%
2 Units	24	0.16%
3 or 4 Units	95	0.65%
5 to 19 Units	67	0.46%
20 to 49 Units	28	0.19%
50 or More Units	53	0.36%
Mobile Home or Trailer	2,548	17.46%
Boat, RV, Van, etc.	91	0.62%

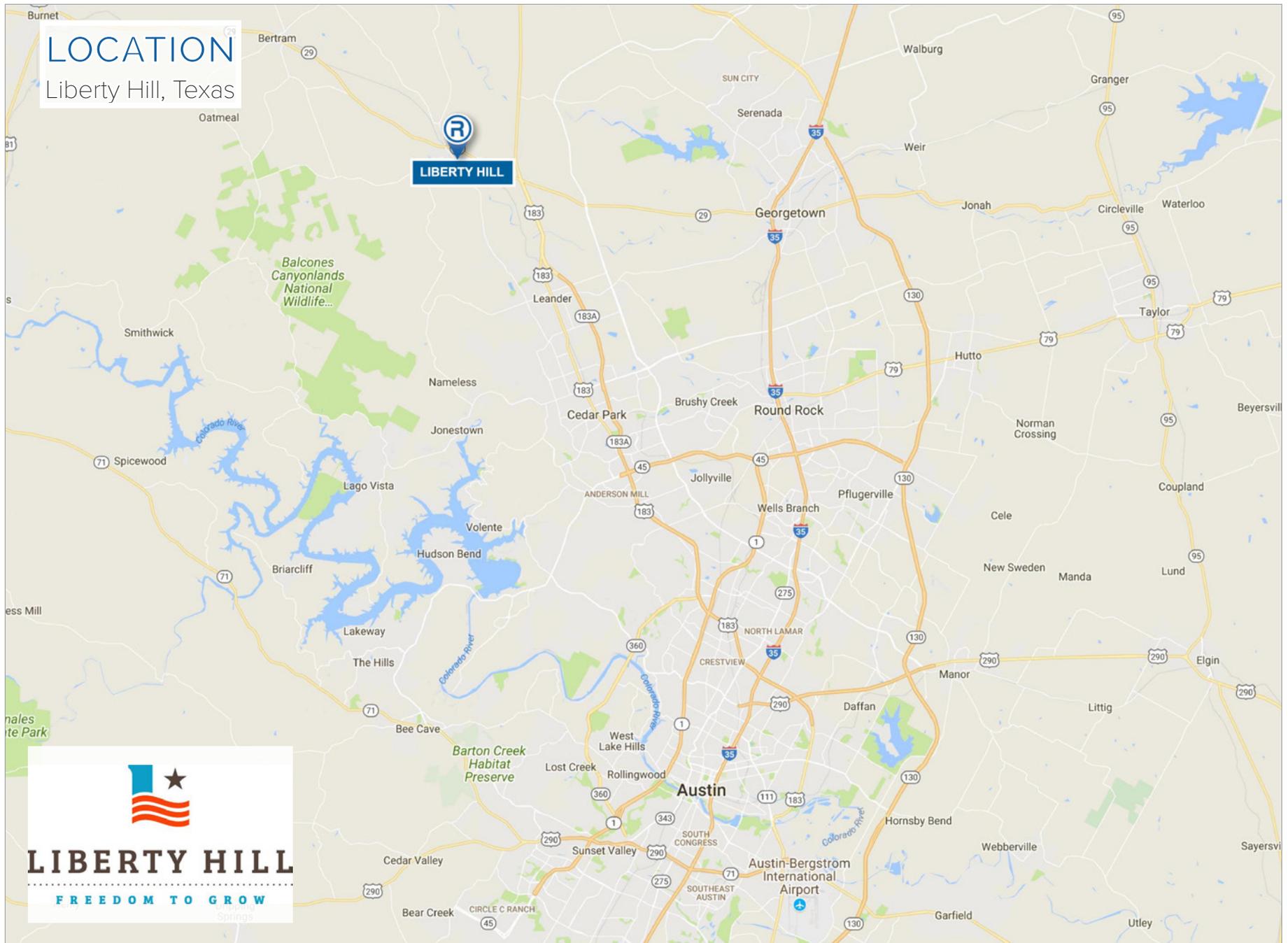
PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,347	29.78%
Housing Units Built 2010 to 2014	1,044	7.15%
Housing Units Built 2000 to 2009	4,085	27.99%
Housing Units Built 1990 to 1999	2,085	14.29%
Housing Units Built 1980 to 1989	1,125	7.71%
Housing Units Built 1970 to 1979	849	5.82%
Housing Units Built 1960 to 1969	299	2.05%
Housing Units Built 1950 to 1959	267	1.83%
Housing Units Built 1940 to 1949	162	1.11%
Housing Unit Built 1939 or Earlier	333	2.28%
2019 Est. Median Year Structure Built		2005

LOCATION

Liberty Hill, Texas



CONTACT LANCE DEAN, EXECUTIVE DIRECTOR

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COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	2,147	
2019 Estimate	1,936	
2010 Census	967	
2000 Census	535	
Growth 2019 - 2024		10.90%
Growth 2010 - 2019		100.21%
Growth 2000 - 2010		80.75%
2019 Est. Population by Single-Classification Race	1,936	
White Alone	1,714	88.53%
Black or African American Alone	40	2.07%
Amer. Indian and Alaska Native Alone	10	0.52%
Asian Alone	25	1.29%
Native Hawaiian and Other Pacific Island Alone	2	0.10%
Some Other Race Alone	97	5.01%
Two or More Races	48	2.48%
2019 Est. Population by Hispanic or Latino Origin	1,936	
Not Hispanic or Latino	1,673	86.42%
Hispanic or Latino	263	13.59%
Mexican	217	82.51%
Puerto Rican	14	5.32%
Cuban	2	0.76%
All Other Hispanic or Latino	30	11.41%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	263	
White Alone	145	55.13%
Black or African American Alone	2	0.76%
American Indian and Alaska Native Alone	2	0.76%
Asian Alone	1	0.38%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	94	35.74%
Two or More Races	19	7.22%
2019 Est. Pop by Race, Asian Alone, by Category	25	
Chinese, except Taiwanese	0	0.00%
Filipino	20	80.00%
Japanese	2	8.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	12.00%
All Other Asian Races Including 2+ Category	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	1,936	
Arab	1	0.05%
Czech	10	0.52%
Danish	2	0.10%
Dutch	13	0.67%
English	180	9.30%
French (except Basque)	40	2.07%
French Canadian	7	0.36%
German	327	16.89%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	128	6.61%
Italian	60	3.10%
Lithuanian	2	0.10%
United States or American	78	4.03%
Norwegian	7	0.36%
Polish	20	1.03%
Portuguese	1	0.05%
Russian	9	0.47%
Scottish	14	0.72%
Scotch-Irish	21	1.09%
Slovak	0	0.00%
Subsaharan African	5	0.26%
Swedish	24	1.24%
Swiss	3	0.16%
Ukrainian	0	0.00%
Welsh	15	0.78%
West Indian (except Hisp. groups)	9	0.47%
Other ancestries	504	26.03%
Ancestry Unclassified	456	23.55%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,639	89.86%
Speak Asian/Pacific Island Language at Home	34	1.86%
Speak IndoEuropean Language at Home	9	0.49%
Speak Spanish at Home	141	7.73%
Speak Other Language at Home	1	0.06%
2019 Est. Population by Age	1,936	
Age 0 - 4	112	5.79%
Age 5 - 9	115	5.94%
Age 10 - 14	152	7.85%
Age 15 - 17	101	5.22%
Age 18 - 20	87	4.49%
Age 21 - 24	103	5.32%
Age 25 - 34	194	10.02%
Age 35 - 44	258	13.33%
Age 45 - 54	282	14.57%
Age 55 - 64	256	13.22%
Age 65 - 74	167	8.63%
Age 75 - 84	87	4.49%
Age 85 and over	22	1.14%
Age 16 and over	1,524	78.72%
Age 18 and over	1,456	75.21%
Age 21 and over	1,369	70.71%
Age 65 and over	276	14.26%
2019 Est. Median Age		39.26
2019 Est. Average Age		38.60

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	1,936	
Male	973	50.26%
Female	963	49.74%
2019 Est. Male Population by Age	973	
Age 0 - 4	58	5.96%
Age 5 - 9	60	6.17%
Age 10 - 14	79	8.12%
Age 15 - 17	50	5.14%
Age 18 - 20	45	4.63%
Age 21 - 24	54	5.55%
Age 25 - 34	100	10.28%
Age 35 - 44	129	13.26%
Age 45 - 54	139	14.29%
Age 55 - 64	125	12.85%
Age 65 - 74	83	8.53%
Age 75 - 84	42	4.32%
Age 85 and over	9	0.93%
2019 Est. Median Age, Male		38.33
2019 Est. Average Age, Male		38.10

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	963	
Age 0 - 4	54	5.61%
Age 5 - 9	55	5.71%
Age 10 - 14	73	7.58%
Age 15 - 17	51	5.30%
Age 18 - 20	42	4.36%
Age 21 - 24	49	5.09%
Age 25 - 34	94	9.76%
Age 35 - 44	129	13.40%
Age 45 - 54	143	14.85%
Age 55 - 64	131	13.60%
Age 65 - 74	84	8.72%
Age 75 - 84	45	4.67%
Age 85 and over	13	1.35%
2019 Est. Median Age, Female		40.16
2019 Est. Average Age, Female		39.20
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	427	27.43%
Males, Never Married	229	14.71%
Females, Never Married	198	12.72%
Married, Spouse present	883	56.71%
Married, Spouse absent	76	4.88%
Widowed	64	4.11%
Males Widowed	12	0.77%
Females Widowed	52	3.34%
Divorced	107	6.87%
Males Divorced	59	3.79%
Females Divorced	48	3.08%

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	46	3.6%
Some High School, no diploma	43	3.4%
High School Graduate (or GED)	337	26.6%
Some College, no degree	343	27.1%
Associate Degree	170	13.4%
Bachelor's Degree	234	18.5%
Master's Degree	71	5.6%
Professional School Degree	18	1.4%
Doctorate Degree	4	0.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	29	21.80%
High School Graduate	30	22.56%
Some College or Associate's Degree	49	36.84%
Bachelor's Degree or Higher	25	18.80%
Households		
2024 Projection	775	
2019 Estimate	690	
2010 Census	334	
2000 Census	178	
Growth 2019 - 2024		12.32%
Growth 2010 - 2019		106.59%
Growth 2000 - 2010		87.64%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	690	
Family Households	556	80.58%
Nonfamily Households	134	19.42%
2019 Est. Group Quarters Population	36	
2019 Households by Ethnicity, Hispanic/Latino	67	
2019 Est. Households by Household Income	690	
Income < \$15,000	23	3.33%
Income \$15,000 - \$24,999	37	5.36%
Income \$25,000 - \$34,999	43	6.23%
Income \$35,000 - \$49,999	45	6.52%
Income \$50,000 - \$74,999	143	20.73%
Income \$75,000 - \$99,999	103	14.93%
Income \$100,000 - \$124,999	82	11.88%
Income \$125,000 - \$149,999	61	8.84%
Income \$150,000 - \$199,999	82	11.88%
Income \$200,000 - \$249,999	39	5.65%
Income \$250,000 - \$499,999	24	3.48%
Income \$500,000+	8	1.16%
2019 Est. Average Household Income		\$109,803
2019 Est. Median Household Income		\$87,196

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$90,674
Black or African American Alone		\$60,489
American Indian and Alaska Native Alone		\$200,000
Asian Alone		\$93,750
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$65,857
Two or More Races		\$87,500
Hispanic or Latino		\$71,311
Not Hispanic or Latino		\$88,926
2019 Est. Family HH Type by Presence of Own Child.	556	
Married-Couple Family, own children	218	39.21%
Married-Couple Family, no own children	246	44.25%
Male Householder, own children	21	3.78%
Male Householder, no own children	14	2.52%
Female Householder, own children	35	6.30%
Female Householder, no own children	22	3.96%
2019 Est. Households by Household Size	690	
1-person	116	16.81%
2-person	250	36.23%
3-person	133	19.28%
4-person	113	16.38%
5-person	50	7.25%
6-person	19	2.75%
7-or-more-person	9	1.30%
2019 Est. Average Household Size		2.75

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	690	
Households with 1 or More People under Age 18:	304	44.06%
Married-Couple Family	235	77.30%
Other Family, Male Householder	23	7.57%
Other Family, Female Householder	43	14.15%
Nonfamily, Male Householder	3	0.99%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	386	55.94%
Married-Couple Family	230	59.59%
Other Family, Male Householder	12	3.11%
Other Family, Female Householder	14	3.63%
Nonfamily, Male Householder	73	18.91%
Nonfamily, Female Householder	57	14.77%
2019 Est. Households by Number of Vehicles	690	
No Vehicles	9	1.30%
1 Vehicle	135	19.57%
2 Vehicles	302	43.77%
3 Vehicles	195	28.26%
4 Vehicles	33	4.78%
5 or more Vehicles	16	2.32%
2019 Est. Average Number of Vehicles		2.2

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	626	
2019 Estimate	556	
2010 Census	270	
2000 Census	146	
Growth 2019 - 2024		12.59%
Growth 2010 - 2019		105.93%
Growth 2000 - 2010		84.93%
2019 Est. Families by Poverty Status	556	
2019 Families at or Above Poverty	533	95.86%
2019 Families at or Above Poverty with Children	249	44.78%
2019 Families Below Poverty	23	4.14%
2019 Families Below Poverty with Children	17	3.06%
2019 Est. Pop 16+ by Employment Status	1,524	
Civilian Labor Force, Employed	1,046	68.64%
Civilian Labor Force, Unemployed	33	2.17%
Armed Forces	4	0.26%
Not in Labor Force	441	28.94%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	1,046	
For-Profit Private Workers	730	69.79%
Non-Profit Private Workers	48	4.59%
Local Government Workers	11	1.05%
State Government Workers	56	5.35%
Federal Government Workers	97	9.27%
Self-Employed Workers	103	9.85%
Unpaid Family Workers	1	0.10%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	1,046	
Architect/Engineer	14	1.34%
Arts/Entertainment/Sports	24	2.30%
Building Grounds Maintenance	20	1.91%
Business/Financial Operations	34	3.25%
Community/Social Services	26	2.49%
Computer/Mathematical	36	3.44%
Construction/Extraction	53	5.07%
Education/Training/Library	55	5.26%
Farming/Fishing/Forestry	1	0.10%
Food Prep/Serving	55	5.26%
Health Practitioner/Technician	72	6.88%
Healthcare Support	18	1.72%
Maintenance Repair	55	5.26%
Legal	8	0.77%
Life/Physical/Social Science	9	0.86%
Management	126	12.05%
Office/Admin. Support	169	16.16%
Production	41	3.92%
Protective Services	18	1.72%
Sales/Related	142	13.58%
Personal Care/Service	29	2.77%
Transportation/Moving	41	3.92%
2019 Est. Pop 16+ by Occupation Classification	1,046	
White Collar	715	68.36%
Blue Collar	190	18.16%
Service and Farm	141	13.48%

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	1,016	
Drove Alone	833	81.99%
Car Pooled	87	8.56%
Public Transportation	10	0.98%
Walked	17	1.67%
Bicycle	0	0.00%
Other Means	3	0.30%
Worked at Home	66	6.50%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	130	
15 - 29 Minutes	247	
30 - 44 Minutes	273	
45 - 59 Minutes	185	
60 or more Minutes	114	
2019 Est. Avg Travel Time to Work in Minutes		37
2019 Est. Occupied Housing Units by Tenure	690	
Owner Occupied	597	86.52%
Renter Occupied	93	13.48%
2019 Owner Occ. HUs: Avg. Length of Residence		10.1
2019 Renter Occ. HUs: Avg. Length of Residence		4.7

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	690	
Value Less than \$20,000	11	1.84%
Value \$20,000 - \$39,999	7	1.17%
Value \$40,000 - \$59,999	8	1.34%
Value \$60,000 - \$79,999	9	1.51%
Value \$80,000 - \$99,999	5	0.84%
Value \$100,000 - \$149,999	27	4.52%
Value \$150,000 - \$199,999	79	13.23%
Value \$200,000 - \$299,999	154	25.80%
Value \$300,000 - \$399,999	88	14.74%
Value \$400,000 - \$499,999	70	11.73%
Value \$500,000 - \$749,999	79	13.23%
Value \$750,000 - \$999,999	49	8.21%
Value \$1,000,000 or \$1,499,999	9	1.51%
Value \$1,500,000 or \$1,999,999	1	0.17%
Value \$2,000,000+	1	0.17%
2019 Est. Median All Owner-Occupied Housing Value		\$298,825
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	592	82.00%
1 Unit Detached	4	0.55%
2 Units	1	0.14%
3 or 4 Units	2	0.28%
5 to 19 Units	14	1.94%
20 to 49 Units	0	0.00%
50 or More Units	5	0.69%
Mobile Home or Trailer	103	14.27%
Boat, RV, Van, etc.	1	0.14%

COMMUNITY • DEMOGRAPHIC PROFILE

Liberty Hill, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	216	29.92%
Housing Units Built 2010 to 2014	71	9.83%
Housing Units Built 2000 to 2009	206	28.53%
Housing Units Built 1990 to 1999	88	12.19%
Housing Units Built 1980 to 1989	60	8.31%
Housing Units Built 1970 to 1979	41	5.68%
Housing Units Built 1960 to 1969	11	1.52%
Housing Units Built 1950 to 1959	10	1.39%
Housing Units Built 1940 to 1949	4	0.55%
Housing Unit Built 1939 or Earlier	15	2.08%
2019 Est. Median Year Structure Built		
		2007

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, 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.