

Executive Summary

Liberty Park Immediate Trade Area Area: 11.66 square miles

Latitude: 33.48763650 Longitude: -86.6778740

December 30, 2014

Population	
2000 Population	3,265
2010 Population	5,909
2014 Population	6,550
2019 Population	7,080
2000-2010 Annual Rate	6.11%
2010-2014 Annual Rate	2.45%
2014-2019 Annual Rate	1.57%
2014 Male Population	49.9%
2014 Female Population	50.1%
2014 Median Age	37.8

In the identified area, the current year population is 6,550. In 2010, the Census count in the area was 5,909. The rate of change since 2010 was 2.45% annually. The five-year projection for the population in the area is 7,080 representing a change of 1.57% annually from 2014 to 2019. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 37.8, compared to U.S. median age of 37.7.

Race and Ethnicity	
2014 White Alone	85.1%
2014 Black Alone	8.5%
2014 American Indian/Alaska Native Alone	0.1%
2014 Asian Alone	3.2%
2014 Pacific Islander Alone	0.0%
2014 Other Race	1.4%
2014 Two or More Races	1.6%
2014 Hispanic Origin (Any Race)	4.8%

Persons of Hispanic origin represent 4.8% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 33.4 in the identified area, compared to 62.6 for the U.S. as a whole.

Households	
2000 Households	1,228
2010 Households	2,088
2014 Total Households	2,285
2019 Total Households	2,454
2000-2010 Annual Rate	5.45%
2010-2014 Annual Rate	2.14%
2014-2019 Annual Rate	1.44%
2014 Average Household Size	2.84

The household count in this area has changed from 2,088 in 2010 to 2,285 in the current year, a change of 2.14% annually. The five-year projection of households is 2,454, a change of 1.44% annually from the current year total. Average household size is currently 2.84, compared to 2.80 in the year 2010. The number of families in the current year is 1,728 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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Median Household Income	
2014 Median Household Income	\$141,621
2019 Median Household Income	\$160,879
2014-2019 Annual Rate	2.58%
Average Household Income	
2014 Average Household Income	\$163,759
2019 Average Household Income	\$190,551
2014-2019 Annual Rate	3.08%
Per Capita Income	
2014 Per Capita Income	\$57,633
2019 Per Capita Income	\$66,601
2014-2019 Annual Rate	2.93%
Households by Income	

Current median household income is \$141,621 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$160,879 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$163,759 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$190,551 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$57,633 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$66,601 in five years, compared to \$32,168 for all U.S. households

Housing	
2000 Total Housing Units	1,512
2000 Owner Occupied Housing Units	935
2000 Renter Occupied Housing Units	293
2000 Vacant Housing Units	284
2010 Total Housing Units	2,233
2010 Owner Occupied Housing Units	1,685
2010 Renter Occupied Housing Units	403
2010 Vacant Housing Units	145
2014 Total Housing Units	2,310
2014 Owner Occupied Housing Units	1,827
2014 Renter Occupied Housing Units	458
2014 Vacant Housing Units	25
2019 Total Housing Units	2,468
2019 Owner Occupied Housing Units	1,961
2019 Renter Occupied Housing Units	493
2019 Vacant Housing Units	14

Currently, 79.1% of the 2,310 housing units in the area are owner occupied; 19.8%, renter occupied; and 1.1% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 2,233 housing units in the area - 75.5% owner occupied, 18.0% renter occupied, and 6.5% vacant. The annual rate of change in housing units since 2010 is 1.52%. Median home value in the area is \$603,829, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 1.89% annually to \$663,160.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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