

## Demographic and Income Profile

I-12 @ LA63  
22, Livingston, Louisiana, 70754  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 30.47426  
Longitude: -90.74802

Summary	Census 2010	2016	2021
Population	52,284	58,437	63,383
Households	18,564	20,983	22,904
Families	14,017	15,651	16,980
Average Household Size	2.78	2.75	2.73
Owner Occupied Housing Units	14,851	15,990	17,467
Renter Occupied Housing Units	3,713	4,993	5,436
Median Age	33.3	34.5	35.2
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.64%	0.77%	0.84%
Households	1.77%	0.85%	0.79%
Families	1.64%	0.68%	0.72%
Owner HHs	1.78%	0.85%	0.73%
Median Household Income	2.10%	2.12%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	2,403	11.5%	2,576	11.2%
\$15,000 - \$24,999	1,928	9.2%	2,244	9.8%
\$25,000 - \$34,999	2,032	9.7%	1,789	7.8%
\$35,000 - \$49,999	2,364	11.3%	1,955	8.5%
\$50,000 - \$74,999	4,275	20.4%	4,372	19.1%
\$75,000 - \$99,999	3,047	14.5%	3,825	16.7%
\$100,000 - \$149,999	3,455	16.5%	4,283	18.7%
\$150,000 - \$199,999	980	4.7%	1,237	5.4%
\$200,000+	499	2.4%	622	2.7%
Median Household Income	\$57,914		\$64,245	
Average Household Income	\$70,929		\$77,306	
Per Capita Income	\$25,812		\$28,225	

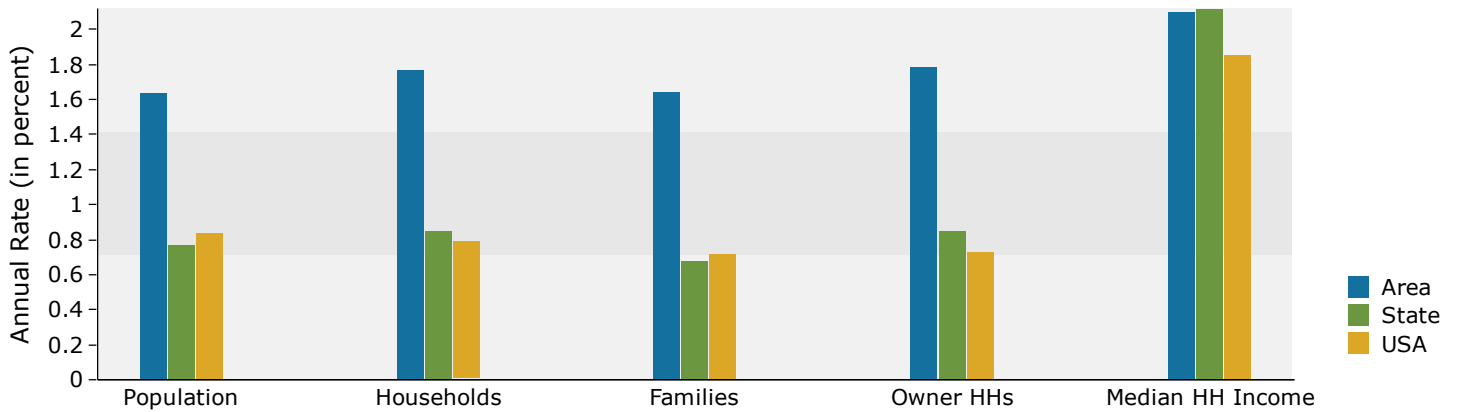
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,202	8.0%	4,525	7.7%	4,831	7.6%
5 - 9	4,104	7.8%	4,508	7.7%	4,903	7.7%
10 - 14	3,949	7.6%	4,299	7.4%	4,927	7.8%
15 - 19	3,786	7.2%	3,693	6.3%	4,217	6.7%
20 - 24	3,330	6.4%	3,671	6.3%	3,404	5.4%
25 - 34	8,088	15.5%	9,000	15.4%	9,251	14.6%
35 - 44	7,489	14.3%	8,502	14.5%	9,660	15.2%
45 - 54	7,169	13.7%	7,421	12.7%	7,635	12.0%
55 - 64	5,289	10.1%	6,472	11.1%	6,959	11.0%
65 - 74	3,097	5.9%	4,210	7.2%	4,889	7.7%
75 - 84	1,410	2.7%	1,687	2.9%	2,168	3.4%
85+	370	0.7%	448	0.8%	539	0.9%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	48,088	92.0%	52,218	89.4%	55,083	86.9%
Black Alone	2,542	4.9%	3,908	6.7%	5,313	8.4%
American Indian Alone	222	0.4%	284	0.5%	340	0.5%
Asian Alone	252	0.5%	373	0.6%	498	0.8%
Pacific Islander Alone	11	0.0%	27	0.0%	40	0.1%
Some Other Race Alone	537	1.0%	766	1.3%	1,000	1.6%
Two or More Races	633	1.2%	860	1.5%	1,109	1.7%
Hispanic Origin (Any Race)	1,546	3.0%	2,234	3.8%	2,915	4.6%

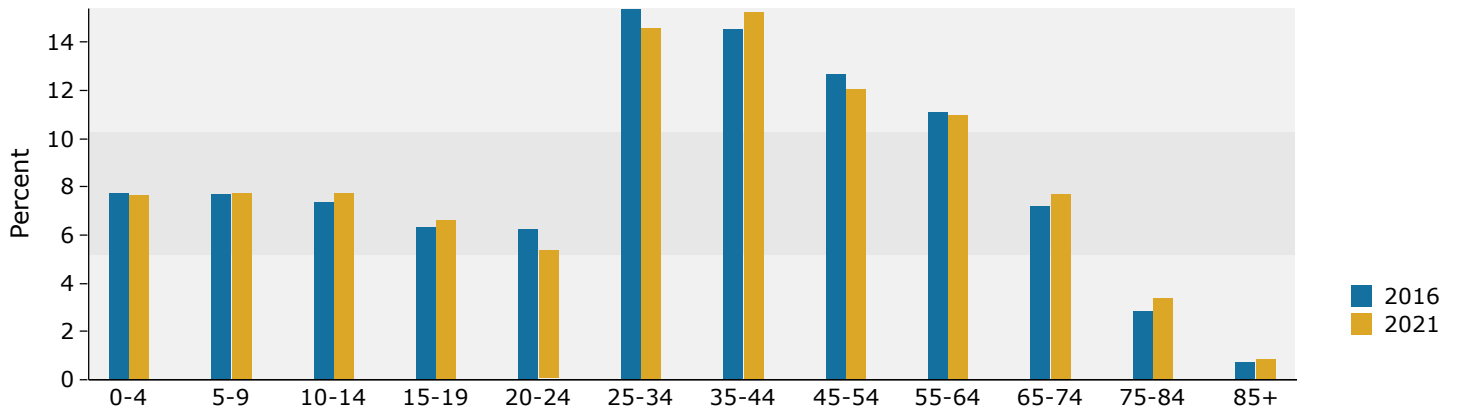
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

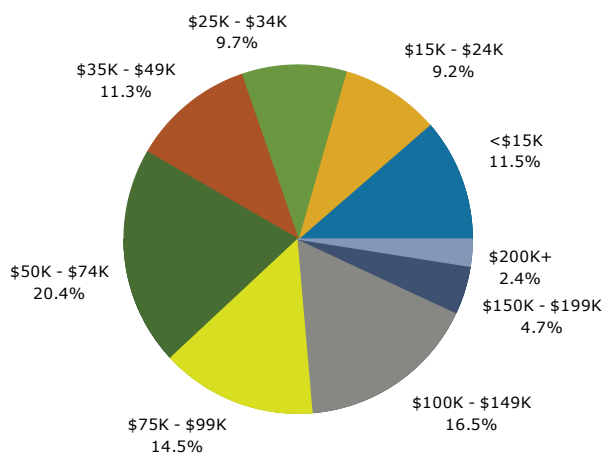
## Trends 2016-2021



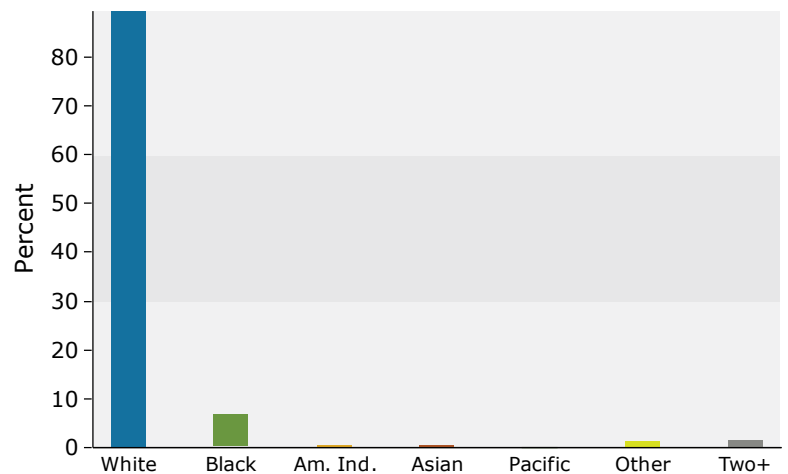
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 3.8%

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	<b>10 miles</b>
<b>Population Summary</b>	
2000 Total Population	35,375
2010 Total Population	52,284
2016 Total Population	58,437
2016 Group Quarters	751
2020 Total Population	63,383
2016-2021 Annual Rate	1.64%
<b>Household Summary</b>	
2000 Households	12,488
2000 Average Household Size	2.80
2010 Households	18,564
2010 Average Household Size	2.78
2016 Households	20,983
2016 Average Household Size	2.75
2021 Households	22,904
2021 Average Household Size	2.73
2016-2021 Annual Rate	1.77%
2010 Families	14,017
2010 Average Family Size	3.17
2016 Families	15,651
2016 Average Family Size	3.15
2021 Families	16,980
2021 Average Family Size	3.15
2016-2021 Annual Rate	1.64%
<b>Housing Unit Summary</b>	
2000 Housing Units	13,680
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	8.7%
2010 Housing Units	19,863
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	6.5%
2016 Housing Units	22,580
Owner Occupied Housing Units	70.8%
Renter Occupied Housing Units	22.1%
Vacant Housing Units	7.1%
2021 Housing Units	24,703
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	7.3%
<b>Median Household Income</b>	
2016	\$57,914
2021	\$64,245
<b>Median Home Value</b>	
2016	\$161,559
2021	\$201,278
<b>Per Capita Income</b>	
2016	\$25,812
2021	\$28,225
<b>Median Age</b>	
2010	33.3
2016	34.5
2021	35.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

## Market Profile

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<b>2016 Households by Income</b>	
Household Income Base	20,983
<\$15,000	11.5%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	4.7%
\$200,000+	2.4%
Average Household Income	\$70,929
<b>2021 Households by Income</b>	
Household Income Base	22,904
<\$15,000	11.2%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	5.4%
\$200,000+	2.7%
Average Household Income	\$77,306
<b>2016 Owner Occupied Housing Units by Value</b>	
Total	15,990
<\$50,000	17.0%
\$50,000 - \$99,999	12.6%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	23.2%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.3%
Average Home Value	\$169,526
<b>2021 Owner Occupied Housing Units by Value</b>	
Total	17,467
<\$50,000	8.7%
\$50,000 - \$99,999	7.4%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	18.3%
\$200,000 - \$249,999	18.8%
\$250,000 - \$299,999	17.0%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.5%
Average Home Value	\$212,195

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>		
Total		52,285
0 - 4		8.0%
5 - 9		7.8%
10 - 14		7.6%
15 - 24		13.6%
25 - 34		15.5%
35 - 44		14.3%
45 - 54		13.7%
55 - 64		10.1%
65 - 74		5.9%
75 - 84		2.7%
85 +		0.7%
18 +		72.1%
<b>2016 Population by Age</b>		
Total		58,436
0 - 4		7.7%
5 - 9		7.7%
10 - 14		7.4%
15 - 24		12.6%
25 - 34		15.4%
35 - 44		14.5%
45 - 54		12.7%
55 - 64		11.1%
65 - 74		7.2%
75 - 84		2.9%
85 +		0.8%
18 +		73.3%
<b>2021 Population by Age</b>		
Total		63,383
0 - 4		7.6%
5 - 9		7.7%
10 - 14		7.8%
15 - 24		12.0%
25 - 34		14.6%
35 - 44		15.2%
45 - 54		12.0%
55 - 64		11.0%
65 - 74		7.7%
75 - 84		3.4%
85 +		0.9%
18 +		72.7%
<b>2010 Population by Sex</b>		
Males		26,121
Females		26,163
<b>2016 Population by Sex</b>		
Males		29,256
Females		29,181
<b>2021 Population by Sex</b>		
Males		31,788
Females		31,595

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>		
Total		52,285
White Alone		92.0%
Black Alone		4.9%
American Indian Alone		0.4%
Asian Alone		0.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.0%
Two or More Races		1.2%
Hispanic Origin		3.0%
Diversity Index		20.0
<b>2016 Population by Race/Ethnicity</b>		
Total		58,436
White Alone		89.4%
Black Alone		6.7%
American Indian Alone		0.5%
Asian Alone		0.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.3%
Two or More Races		1.5%
Hispanic Origin		3.8%
Diversity Index		25.6
<b>2021 Population by Race/Ethnicity</b>		
Total		63,383
White Alone		86.9%
Black Alone		8.4%
American Indian Alone		0.5%
Asian Alone		0.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.6%
Two or More Races		1.7%
Hispanic Origin		4.6%
Diversity Index		30.5
<b>2010 Population by Relationship and Household Type</b>		
Total		52,284
In Households		98.6%
In Family Households		87.7%
Householder		26.7%
Spouse		19.7%
Child		35.0%
Other relative		3.5%
Nonrelative		2.8%
In Nonfamily Households		10.9%
In Group Quarters		1.4%
Institutionalized Population		1.2%
Noninstitutionalized Population		0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>2016 Population 25+ by Educational Attainment</b>	
Total	37,742
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	32.0%
GED/Alternative Credential	6.6%
Some College, No Degree	21.7%
Associate Degree	5.3%
Bachelor's Degree	15.0%
Graduate/Professional Degree	3.9%
<b>2016 Population 15+ by Marital Status</b>	
Total	45,105
Never Married	27.4%
Married	52.8%
Widowed	5.3%
Divorced	14.5%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.4%
Civilian Unemployed	5.6%
<b>2016 Employed Population 16+ by Industry</b>	
Total	27,008
Agriculture/Mining	2.3%
Construction	15.5%
Manufacturing	9.3%
Wholesale Trade	2.1%
Retail Trade	13.3%
Transportation/Utilities	4.3%
Information	2.1%
Finance/Insurance/Real Estate	5.2%
Services	39.8%
Public Administration	6.1%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	27,007
White Collar	53.2%
Management/Business/Financial	13.7%
Professional	17.2%
Sales	8.8%
Administrative Support	13.6%
Services	15.4%
Blue Collar	31.3%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	10.6%
Installation/Maintenance/Repair	6.3%
Production	8.2%
Transportation/Material Moving	5.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	52,284
Population Inside Urbanized Area	49.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	50.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>	
Total	18,564
Households with 1 Person	19.5%
Households with 2+ People	80.5%
Family Households	75.5%
Husband-wife Families	55.8%
With Related Children	28.8%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	6.4%
With Related Children	4.3%
Other Family with Female Householder	13.3%
With Related Children	9.2%
Nonfamily Households	5.0%
All Households with Children	42.9%
Multigenerational Households	5.2%
Unmarried Partner Households	7.6%
Male-female	6.8%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	18,564
1 Person Household	19.5%
2 Person Household	31.0%
3 Person Household	20.1%
4 Person Household	16.9%
5 Person Household	8.0%
6 Person Household	3.0%
7 + Person Household	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	18,564
Owner Occupied	80.0%
Owned with a Mortgage/Loan	51.9%
Owned Free and Clear	28.1%
Renter Occupied	20.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	19,863
Housing Units Inside Urbanized Area	49.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	50.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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**10 miles**

## Top 3 Tapestry Segments

<b>1.</b>	Southern Satellites (10A)
<b>2.</b>	Middleburg (4C)
<b>3.</b>	Up and Coming Families

## 2016 Consumer Spending

Apparel & Services: Total \$	\$39,319,252
Average Spent	\$1,873.86
Spending Potential Index	93
Education: Total \$	\$22,923,356
Average Spent	\$1,092.47
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$57,645,912
Average Spent	\$2,747.27
Spending Potential Index	94
Food at Home: Total \$	\$99,291,030
Average Spent	\$4,731.97
Spending Potential Index	95
Food Away from Home: Total \$	\$62,038,531
Average Spent	\$2,956.61
Spending Potential Index	96
Health Care: Total \$	\$105,889,364
Average Spent	\$5,046.44
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$34,630,482
Average Spent	\$1,650.41
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$14,220,521
Average Spent	\$677.72
Spending Potential Index	92
Shelter: Total \$	\$289,327,694
Average Spent	\$13,788.67
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,352,851
Average Spent	\$2,161.41
Spending Potential Index	93
Travel: Total \$	\$33,895,927
Average Spent	\$1,615.40
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$20,486,283
Average Spent	\$976.33
Spending Potential Index	94

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.