

Summary	Census 2010	2020	2025
Population	52,284	60,199	64,067
Households	18,564	21,539	22,995
Families	14,017	15,944	16,914
Average Household Size	2.78	2.76	2.75
Owner Occupied Housing Units	14,851	17,073	18,203
Renter Occupied Housing Units	3,713	4,467	4,792
Median Age	33.3	35.6	36.0
Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.25%	0.29%	0.72%
Households	1.32%	0.31%	0.72%
Families	1.19%	0.16%	0.64%
Owner HHs	1.29%	0.30%	0.72%
Median Household Income	1.18%	1.11%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,472	6.8%	1,458	6.3%
\$15,000 - \$24,999	1,996	9.3%	1,992	8.7%
\$25,000 - \$34,999	1,990	9.2%	2,002	8.7%
\$35,000 - \$49,999	2,463	11.4%	2,529	11.0%
\$50,000 - \$74,999	3,943	18.3%	4,124	17.9%
\$75,000 - \$99,999	1,917	8.9%	2,045	8.9%
\$100,000 - \$149,999	4,269	19.8%	4,727	20.6%
\$150,000 - \$199,999	1,986	9.2%	2,371	10.3%
\$200,000+	1,504	7.0%	1,747	7.6%
Median Household Income	\$66,051		\$70,032	
Average Household Income	\$91,516		\$99,083	
Per Capita Income	\$32,645		\$35,451	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,202	8.0%	4,426	7.4%	4,681	7.3%
5 - 9	4,104	7.8%	4,576	7.6%	4,818	7.5%
10 - 14	3,949	7.6%	4,406	7.3%	4,956	7.7%
15 - 19	3,786	7.2%	3,694	6.1%	4,292	6.7%
20 - 24	3,330	6.4%	3,412	5.7%	3,368	5.3%
25 - 34	8,088	15.5%	9,019	15.0%	8,953	14.0%
35 - 44	7,489	14.3%	9,008	15.0%	9,775	15.3%
45 - 54	7,169	13.7%	7,556	12.6%	7,886	12.3%
55 - 64	5,289	10.1%	6,914	11.5%	6,832	10.7%
65 - 74	3,097	5.9%	4,688	7.8%	5,313	8.3%
75 - 84	1,410	2.7%	1,981	3.3%	2,599	4.1%
85+	370	0.7%	518	0.9%	595	0.9%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	48,088	92.0%	53,335	88.6%	55,453	86.6%
Black Alone	2,542	4.9%	4,246	7.1%	5,362	8.4%
American Indian Alone	222	0.4%	282	0.5%	317	0.5%
Asian Alone	252	0.5%	401	0.7%	492	0.8%
Pacific Islander Alone	11	0.0%	36	0.1%	47	0.1%
Some Other Race Alone	537	1.0%	868	1.4%	1,077	1.7%
Two or More Races	633	1.2%	1,031	1.7%	1,320	2.1%
Hispanic Origin (Any Race)	1,546	3.0%	2,504	4.2%	3,094	4.8%

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

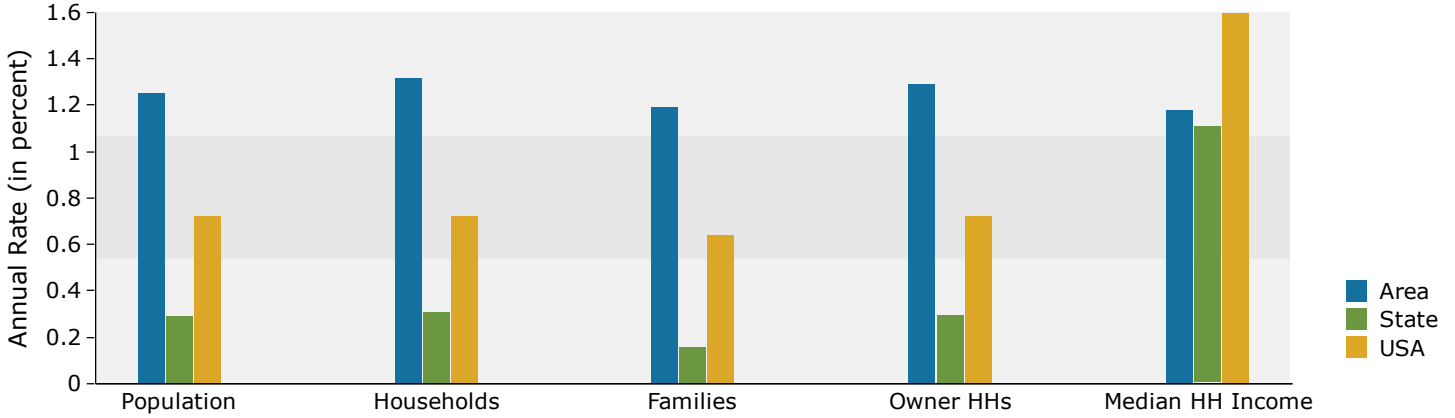
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

# Demographic and Income Profile

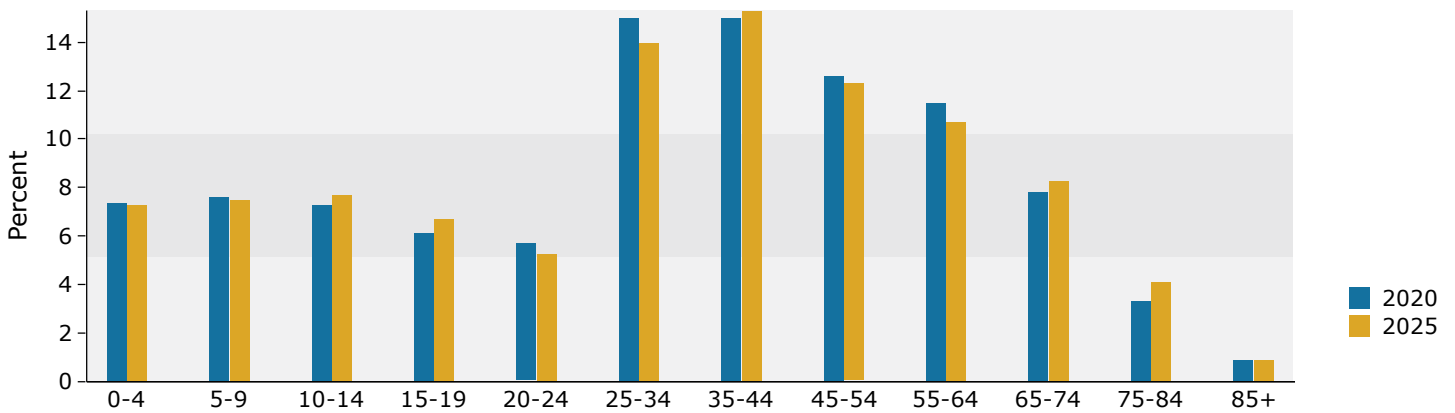
I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 30.47426  
 Longitude: -90.74802

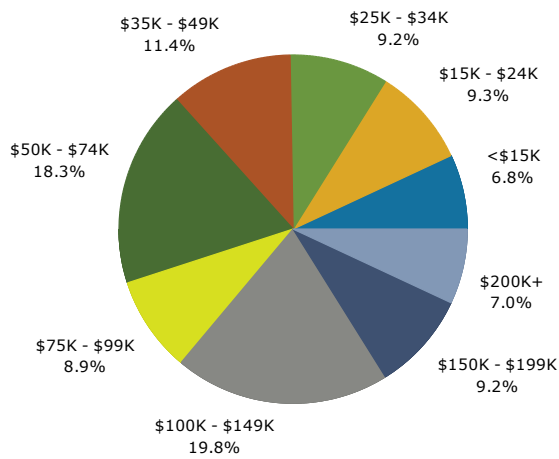
## Trends 2020-2025



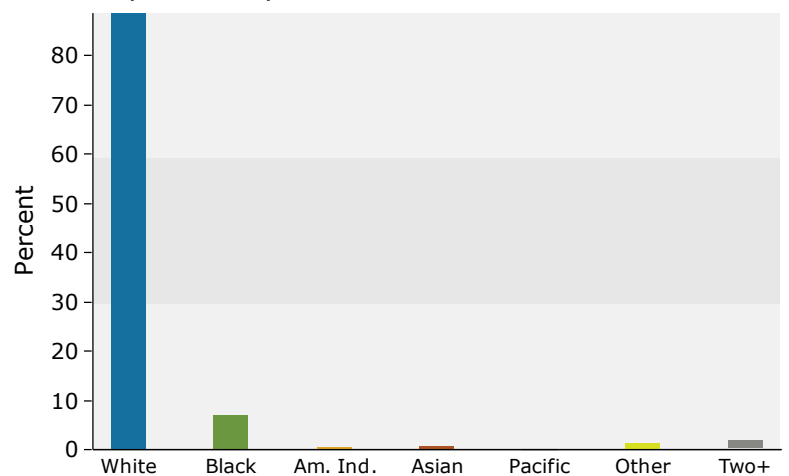
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

# Market Profile

I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
 Rings: 10 mile radii

Prepared by Esri  
 Latitude: 30.47426  
 Longitude: -90.74802

	<b>10 miles</b>
<b>Population Summary</b>	
2000 Total Population	35,375
2010 Total Population	52,284
2020 Total Population	60,199
2020 Group Quarters	754
2025 Total Population	64,067
2020-2025 Annual Rate	1.25%
2020 Total Daytime Population	50,540
Workers	15,171
Residents	35,369
<b>Household Summary</b>	
2000 Households	12,488
2000 Average Household Size	2.80
2010 Households	18,564
2010 Average Household Size	2.78
2020 Households	21,539
2020 Average Household Size	2.76
2025 Households	22,995
2025 Average Household Size	2.75
2020-2025 Annual Rate	1.32%
2010 Families	14,017
2010 Average Family Size	3.17
2020 Families	15,944
2020 Average Family Size	3.18
2025 Families	16,914
2025 Average Family Size	3.18
2020-2025 Annual Rate	1.19%
<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%
2020 Housing Units	23,713
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	9.2%
2025 Housing Units	25,791
Owner Occupied Housing Units	70.6%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	10.8%
<b>Median Household Income</b>	
2020	\$66,051
2025	\$70,032
<b>Median Home Value</b>	
2020	\$165,215
2025	\$176,081
<b>Per Capita Income</b>	
2020	\$32,645
2025	\$35,451
<b>Median Age</b>	
2010	33.3
2020	35.6
2025	36.0

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

# Market Profile

I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
 Rings: 10 mile radii

Prepared by Esri  
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		10 miles
<b>2020 Households by Income</b>		
Household Income Base		21,539
<\$15,000		6.8%
\$15,000 - \$24,999		9.3%
\$25,000 - \$34,999		9.2%
\$35,000 - \$49,999		11.4%
\$50,000 - \$74,999		18.3%
\$75,000 - \$99,999		8.9%
\$100,000 - \$149,999		19.8%
\$150,000 - \$199,999		9.2%
\$200,000+		7.0%
Average Household Income		\$91,516
<b>2025 Households by Income</b>		
Household Income Base		22,995
<\$15,000		6.3%
\$15,000 - \$24,999		8.7%
\$25,000 - \$34,999		8.7%
\$35,000 - \$49,999		11.0%
\$50,000 - \$74,999		17.9%
\$75,000 - \$99,999		8.9%
\$100,000 - \$149,999		20.6%
\$150,000 - \$199,999		10.3%
\$200,000+		7.6%
Average Household Income		\$99,083
<b>2020 Owner Occupied Housing Units by Value</b>		
Total		17,073
<\$50,000		9.0%
\$50,000 - \$99,999		15.4%
\$100,000 - \$149,999		16.4%
\$150,000 - \$199,999		30.4%
\$200,000 - \$249,999		12.3%
\$250,000 - \$299,999		7.2%
\$300,000 - \$399,999		5.3%
\$400,000 - \$499,999		2.0%
\$500,000 - \$749,999		1.7%
\$750,000 - \$999,999		0.3%
\$1,000,000 - \$1,499,999		0.1%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$176,741
<b>2025 Owner Occupied Housing Units by Value</b>		
Total		18,203
<\$50,000		7.0%
\$50,000 - \$99,999		12.7%
\$100,000 - \$149,999		14.7%
\$150,000 - \$199,999		29.8%
\$200,000 - \$249,999		13.1%
\$250,000 - \$299,999		9.2%
\$300,000 - \$399,999		7.8%
\$400,000 - \$499,999		3.0%
\$500,000 - \$749,999		2.2%
\$750,000 - \$999,999		0.4%
\$1,000,000 - \$1,499,999		0.1%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$195,777

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

# Market Profile

I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
 Rings: 10 mile radii

Prepared by Esri  
 Latitude: 30.47426  
 Longitude: -90.74802

		<b>10 miles</b>
<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>2020 Population by Age</b>		
Total		60,198
0 - 4		7.4%
5 - 9		7.6%
10 - 14		7.3%
15 - 24		11.8%
25 - 34		15.0%
35 - 44		15.0%
45 - 54		12.6%
55 - 64		11.5%
65 - 74		7.8%
75 - 84		3.3%
85 +		0.9%
18 +		74.0%
<b>2025 Population by Age</b>		
Total		64,068
0 - 4		7.3%
5 - 9		7.5%
10 - 14		7.7%
15 - 24		12.0%
25 - 34		14.0%
35 - 44		15.3%
45 - 54		12.3%
55 - 64		10.7%
65 - 74		8.3%
75 - 84		4.1%
85 +		0.9%
18 +		73.3%
<b>2010 Population by Sex</b>		
Males		26,121
Females		26,163
<b>2020 Population by Sex</b>		
Males		30,157
Females		30,042
<b>2025 Population by Sex</b>		
Males		32,131
Females		31,936

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 17, 2020

# Market Profile

I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
 Rings: 10 mile radii

Prepared by Esri  
 Latitude: 30.47426  
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		<b>10 miles</b>
<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>2020 Population by Race/Ethnicity</b>		
Total		60,199
White Alone		88.6%
Black Alone		7.1%
American Indian Alone		0.5%
Asian Alone		0.7%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.4%
Two or More Races		1.7%
Hispanic Origin		4.2%
Diversity Index		27.3
<b>2025 Population by Race/Ethnicity</b>		
Total		64,068
White Alone		86.6%
Black Alone		8.4%
American Indian Alone		0.5%
Asian Alone		0.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.7%
Two or More Races		2.1%
Hispanic Origin		4.8%
Diversity Index		31.3
<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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

# Market Profile

I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
 Rings: 10 mile radii

Prepared by Esri  
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	<b>10 miles</b>
<b>2020 Population 25+ by Educational Attainment</b>	
Total	39,685
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	32.3%
GED/Alternative Credential	6.7%
Some College, No Degree	21.3%
Associate Degree	7.9%
Bachelor's Degree	12.6%
Graduate/Professional Degree	5.9%
<b>2020 Population 15+ by Marital Status</b>	
Total	46,790
Never Married	27.5%
Married	53.5%
Widowed	5.8%
Divorced	13.2%
<b>2020 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	29,559
Population 16+ Employed	84.0%
Population 16+ Unemployment rate	16.0%
Population 16-24 Employed	10.1%
Population 16-24 Unemployment rate	26.7%
Population 25-54 Employed	72.1%
Population 25-54 Unemployment rate	14.5%
Population 55-64 Employed	13.6%
Population 55-64 Unemployment rate	16.1%
Population 65+ Employed	4.2%
Population 65+ Unemployment rate	12.7%
<b>2020 Employed Population 16+ by Industry</b>	
Total	24,821
Agriculture/Mining	0.8%
Construction	15.4%
Manufacturing	10.6%
Wholesale Trade	3.7%
Retail Trade	9.6%
Transportation/Utilities	5.2%
Information	1.7%
Finance/Insurance/Real Estate	5.8%
Services	41.1%
Public Administration	6.1%
<b>2020 Employed Population 16+ by Occupation</b>	
Total	24,822
White Collar	53.9%
Management/Business/Financial	14.6%
Professional	16.2%
Sales	8.0%
Administrative Support	15.2%
Services	16.0%
Blue Collar	30.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	10.8%
Installation/Maintenance/Repair	5.6%
Production	7.6%
Transportation/Material Moving	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 17, 2020

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I-12 @ LA63  
 22, Livingston, Louisiana, 70754  
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Prepared by Esri  
 Latitude: 30.47426  
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	<b>10 miles</b>
<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>2020 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	240
Percent of Income for Mortgage	10.5%
Wealth Index	91
<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%
<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%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



## 10 miles

### Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Up and Coming Families (7A)

### 2020 Consumer Spending

Apparel & Services: Total \$	\$47,702,449
Average Spent	\$2,214.70
Spending Potential Index	103
Education: Total \$	\$33,894,789
Average Spent	\$1,573.65
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$72,792,584
Average Spent	\$3,379.57
Spending Potential Index	104
Food at Home: Total \$	\$120,691,827
Average Spent	\$5,603.41
Spending Potential Index	105
Food Away from Home: Total \$	\$85,192,175
Average Spent	\$3,955.25
Spending Potential Index	105
Health Care: Total \$	\$134,302,958
Average Spent	\$6,235.34
Spending Potential Index	108
HH Furnishings & Equipment: Total \$	\$50,174,064
Average Spent	\$2,329.45
Spending Potential Index	107
Personal Care Products & Services: Total \$	\$20,816,531
Average Spent	\$966.46
Spending Potential Index	105
Shelter: Total \$	\$397,039,997
Average Spent	\$18,433.54
Spending Potential Index	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$56,506,185
Average Spent	\$2,623.44
Spending Potential Index	112
Travel: Total \$	\$50,969,582
Average Spent	\$2,366.39
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$26,385,447
Average Spent	\$1,225.01
Spending Potential Index	106

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.