

# 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	2019	2024
Population	52,284	59,647	63,855
Households	18,564	21,292	22,851
Families	14,017	15,780	16,821
Average Household Size	2.78	2.77	2.76
Owner Occupied Housing Units	14,851	16,557	17,985
Renter Occupied Housing Units	3,713	4,735	4,867
Median Age	33.3	35.4	35.8
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.37%	0.41%	0.77%
Households	1.42%	0.43%	0.75%
Families	1.29%	0.26%	0.68%
Owner HHs	1.67%	0.73%	0.92%
Median Household Income	1.94%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	2,143	10.1%	2,058	9.0%
\$15,000 - \$24,999	2,540	11.9%	2,439	10.7%
\$25,000 - \$34,999	1,558	7.3%	1,567	6.9%
\$35,000 - \$49,999	2,672	12.5%	2,659	11.6%
\$50,000 - \$74,999	3,510	16.5%	3,743	16.4%
\$75,000 - \$99,999	3,545	16.6%	3,730	16.3%
\$100,000 - \$149,999	3,672	17.2%	4,451	19.5%
\$150,000 - \$199,999	1,241	5.8%	1,698	7.4%
\$200,000+	411	1.9%	506	2.2%
Median Household Income	\$60,064		\$66,135	
Average Household Income	\$72,576		\$80,522	
Per Capita Income	\$25,834		\$28,731	

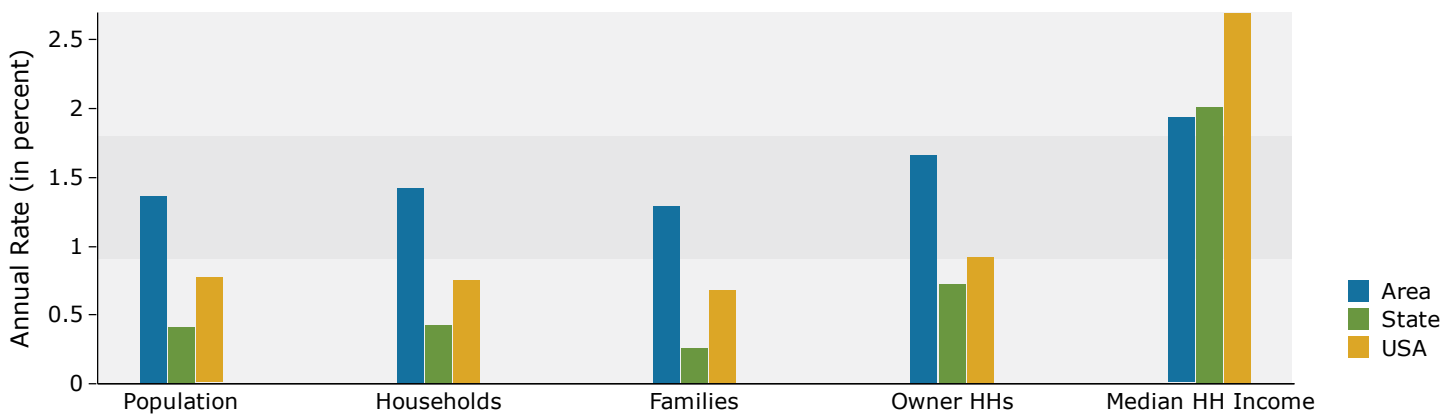
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,202	8.0%	4,417	7.4%	4,707	7.4%
5 - 9	4,104	7.8%	4,499	7.5%	4,813	7.5%
10 - 14	3,949	7.6%	4,351	7.3%	4,895	7.7%
15 - 19	3,786	7.2%	3,666	6.1%	4,268	6.7%
20 - 24	3,330	6.4%	3,434	5.8%	3,369	5.3%
25 - 34	8,088	15.5%	9,074	15.2%	9,049	14.2%
35 - 44	7,489	14.3%	8,823	14.8%	9,728	15.2%
45 - 54	7,169	13.7%	7,450	12.5%	7,772	12.2%
55 - 64	5,289	10.1%	6,852	11.5%	6,867	10.8%
65 - 74	3,097	5.9%	4,648	7.8%	5,250	8.2%
75 - 84	1,410	2.7%	1,930	3.2%	2,551	4.0%
85+	370	0.7%	503	0.8%	587	0.9%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	48,088	92.0%	53,047	88.9%	55,494	86.9%
Black Alone	2,542	4.9%	4,063	6.8%	5,171	8.1%
American Indian Alone	222	0.4%	268	0.4%	300	0.5%
Asian Alone	252	0.5%	432	0.7%	564	0.9%
Pacific Islander Alone	11	0.0%	34	0.1%	47	0.1%
Some Other Race Alone	537	1.0%	812	1.4%	1,004	1.6%
Two or More Races	633	1.2%	990	1.7%	1,275	2.0%
Hispanic Origin (Any Race)	1,546	3.0%	2,372	4.0%	2,938	4.6%

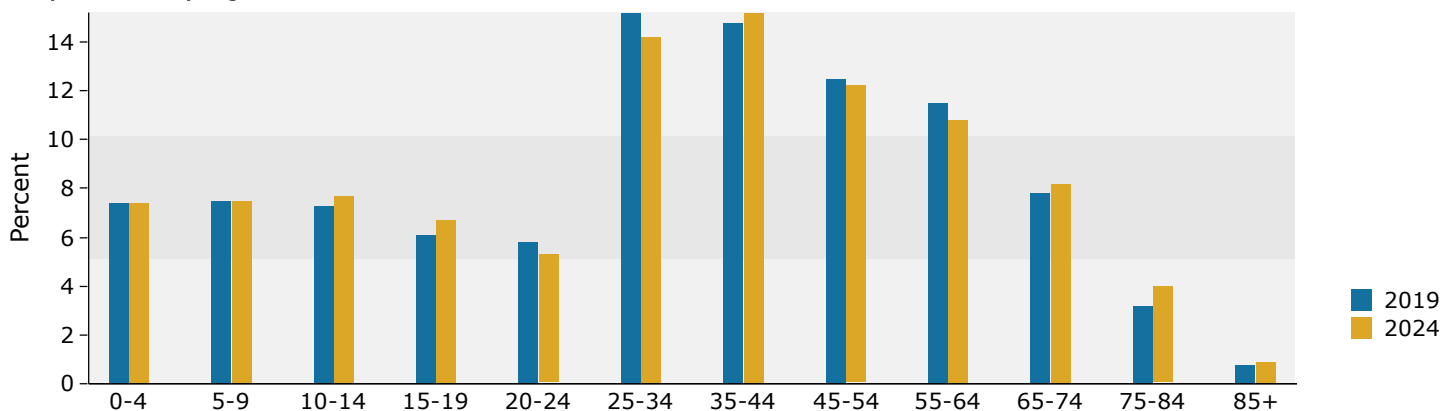
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

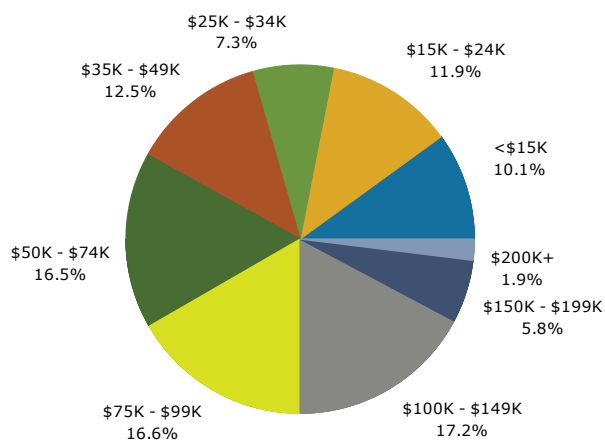
## Trends 2019-2024



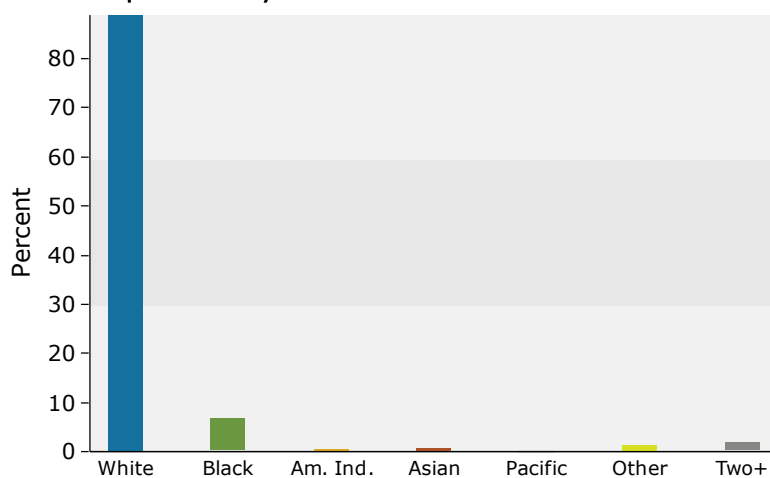
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 4.0%

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	<b>10 miles</b>
<b>Population Summary</b>	
2000 Total Population	35,375
2010 Total Population	52,284
2019 Total Population	59,647
2019 Group Quarters	752
2024 Total Population	63,855
2019-2024 Annual Rate	1.37%
2019 Total Daytime Population	43,811
Workers	11,035
Residents	32,776
<b>Household Summary</b>	
2000 Households	12,488
2000 Average Household Size	2.80
2010 Households	18,564
2010 Average Household Size	2.78
2019 Households	21,292
2019 Average Household Size	2.77
2024 Households	22,851
2024 Average Household Size	2.76
2019-2024 Annual Rate	1.42%
2010 Families	14,017
2010 Average Family Size	3.17
2019 Families	15,780
2019 Average Family Size	3.18
2024 Families	16,821
2024 Average Family Size	3.19
2019-2024 Annual Rate	1.29%
<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%
2019 Housing Units	23,242
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	8.4%
2024 Housing Units	25,366
Owner Occupied Housing Units	70.9%
Renter Occupied Housing Units	19.2%
Vacant Housing Units	9.9%
<b>Median Household Income</b>	
2019	\$60,064
2024	\$66,135
<b>Median Home Value</b>	
2019	\$164,387
2024	\$182,443
<b>Per Capita Income</b>	
2019	\$25,834
2024	\$28,731
<b>Median Age</b>	
2010	33.3
2019	35.4
2024	35.8

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>	
Household Income Base	21,292
<\$15,000	10.1%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	5.8%
\$200,000+	1.9%
Average Household Income	\$72,576
<b>2024 Households by Income</b>	
Household Income Base	22,851
<\$15,000	9.0%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	7.4%
\$200,000+	2.2%
Average Household Income	\$80,522
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	16,557
<\$50,000	11.9%
\$50,000 - \$99,999	15.3%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	28.6%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$171,487
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	17,985
<\$50,000	8.2%
\$50,000 - \$99,999	11.1%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	28.1%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	13.1%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$203,603

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Livingston Economic  
Development Council, Inc.  
P.O. Box 909  
Livingston, LA 70754  
(225) 686 - 3982

# Market Profile

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		<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>2019 Population by Age</b>		
Total		59,647
0 - 4		7.4%
5 - 9		7.5%
10 - 14		7.3%
15 - 24		11.9%
25 - 34		15.2%
35 - 44		14.8%
45 - 54		12.5%
55 - 64		11.5%
65 - 74		7.8%
75 - 84		3.2%
85 +		0.8%
18 +		74.0%
<b>2024 Population by Age</b>		
Total		63,856
0 - 4		7.4%
5 - 9		7.5%
10 - 14		7.7%
15 - 24		12.0%
25 - 34		14.2%
35 - 44		15.2%
45 - 54		12.2%
55 - 64		10.8%
65 - 74		8.2%
75 - 84		4.0%
85 +		0.9%
18 +		73.3%
<b>2010 Population by Sex</b>		
Males		26,121
Females		26,163
<b>2019 Population by Sex</b>		
Males		29,861
Females		29,786
<b>2024 Population by Sex</b>		
Males		32,006
Females		31,849

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	<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>2019 Population by Race/Ethnicity</b>	
Total	59,646
White Alone	88.9%
Black Alone	6.8%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	1.7%
Hispanic Origin	4.0%
Diversity Index	26.5
<b>2024 Population by Race/Ethnicity</b>	
Total	63,855
White Alone	86.9%
Black Alone	8.1%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	2.0%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	<b>10 miles</b>
<b>2019 Population 25+ by Educational Attainment</b>	
Total	39,281
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	32.5%
GED/Alternative Credential	6.9%
Some College, No Degree	21.6%
Associate Degree	7.2%
Bachelor's Degree	12.3%
Graduate/Professional Degree	5.5%
<b>2019 Population 15+ by Marital Status</b>	
Total	46,379
Never Married	27.9%
Married	52.7%
Widowed	6.3%
Divorced	13.1%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.7%
Civilian Unemployed (Unemployment Rate)	5.3%
<b>2019 Employed Population 16+ by Industry</b>	
Total	27,081
Agriculture/Mining	0.8%
Construction	13.9%
Manufacturing	10.3%
Wholesale Trade	2.9%
Retail Trade	11.8%
Transportation/Utilities	5.6%
Information	1.9%
Finance/Insurance/Real Estate	6.2%
Services	39.9%
Public Administration	6.7%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	27,080
White Collar	53.2%
Management/Business/Financial	14.1%
Professional	14.7%
Sales	8.9%
Administrative Support	15.5%
Services	17.7%
Blue Collar	29.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	10.1%
Installation/Maintenance/Repair	5.9%
Production	7.1%
Transportation/Material Moving	5.9%
<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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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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>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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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**10 miles**

## Top 3 Tapestry Segments

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

## 2019 Consumer Spending

Apparel & Services: Total \$	\$38,737,813
Average Spent	\$1,819.36
Spending Potential Index	85
Education: Total \$	\$24,950,321
Average Spent	\$1,171.82
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$59,130,493
Average Spent	\$2,777.12
Spending Potential Index	85
Food at Home: Total \$	\$94,865,035
Average Spent	\$4,455.43
Spending Potential Index	86
Food Away from Home: Total \$	\$67,286,453
Average Spent	\$3,160.18
Spending Potential Index	86
Health Care: Total \$	\$110,954,313
Average Spent	\$5,211.08
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$39,156,991
Average Spent	\$1,839.05
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$16,490,549
Average Spent	\$774.50
Spending Potential Index	87
Shelter: Total \$	\$308,916,847
Average Spent	\$14,508.59
Spending Potential Index	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,940,630
Average Spent	\$2,157.65
Spending Potential Index	87
Travel: Total \$	\$38,573,892
Average Spent	\$1,811.66
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$20,857,071
Average Spent	\$979.57
Spending Potential Index	86

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.