



The **Retail** Coach.®

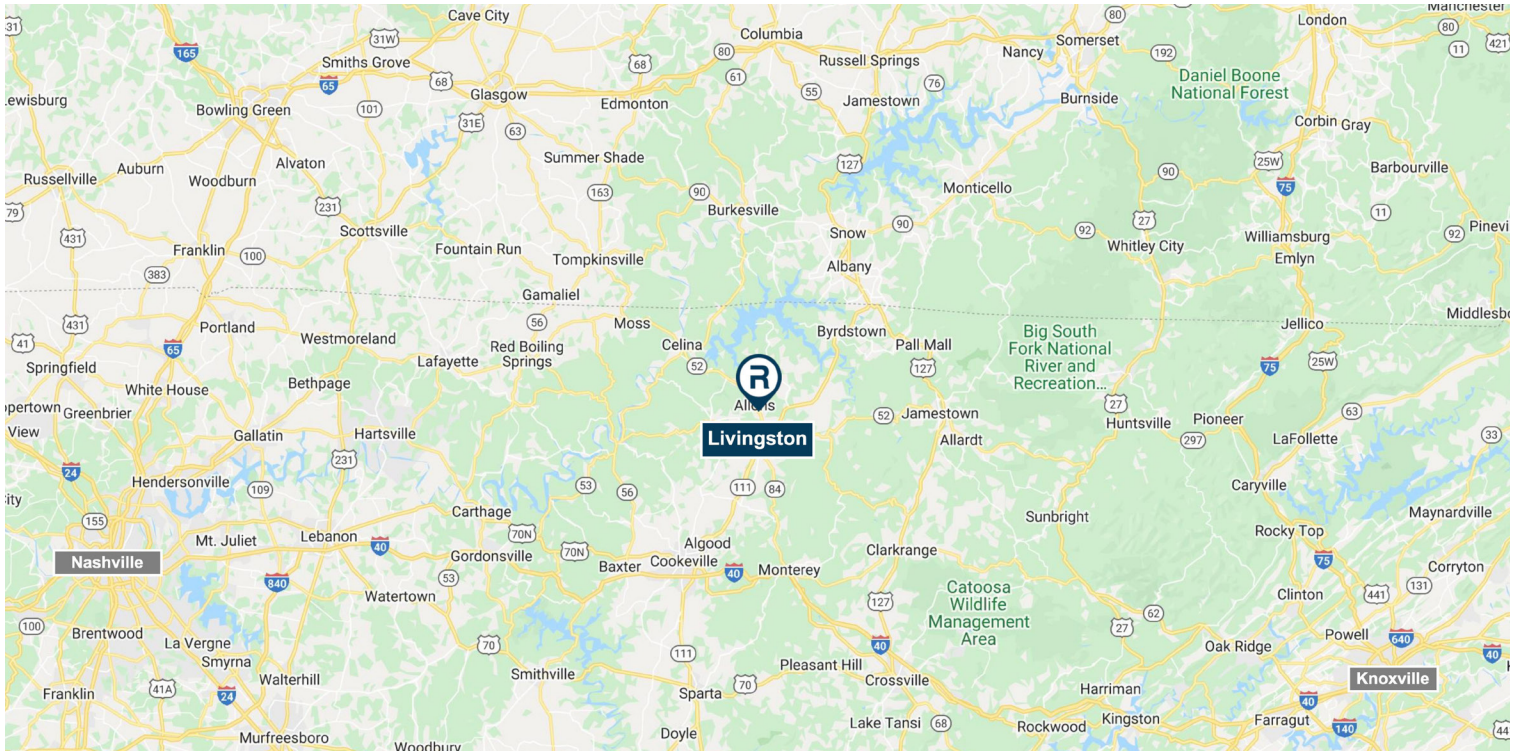
Community Demographic Profile

LIVINGSTON, TENNESSEE

Prepared for Livingston Overton County Chamber of Commerce
March 2022

Community • Demographic Snapshot

Livingston, Tennessee



Population

2010	4,058
2022	4,189
2027	4,272

Educational Attainment (%)

Graduate or Professional Degree	4.32%
Bachelors Degree	6.80%
Associate Degree	5.03%
Some College	15.95%
High School Graduate (GED)	45.37%
Some High School, No Degree	12.26%
Less than 9th Grade	10.27%

Income

Average HH	\$53,734
Median HH	\$38,653
Per Capita	\$23,087

Age

0 - 9 Years	9.86%
10 - 17 Years	9.14%
18 - 24 Years	7.97%
25 - 34 Years	12.82%
35 - 44 Years	10.86%
45 - 54 Years	11.89%
55 - 64 Years	13.56%
65 and Older	23.90%
Median Age	44.40
Average Age	43.80

Race Distribution (%)

White	95.58%
Black/African American	1.31%
American Indian/Alaskan	0.22%
Asian	0.33%
Native Hawaiian/Islander	0.05%
Other Race	1.05%
Two or More Races	1.46%
Hispanic	4.06%



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Community • Demographic Profile

Livingston, Tennessee

DESCRIPTION	DATA	%
Population		
2027 Projection	4,272	
2022 Estimate	4,189	
2010 Census	4,058	
2000 Census	3,720	
Growth 2022 - 2027		1.98%
Growth 2010 - 2022		3.23%
Growth 2000 - 2010		9.09%
Daytime Population	6,523	
Workers	4,185	
Residents	2,338	
2022 Est. Population by Single-Classification Race	4,189	
White Alone	4,004	95.58%
Black or African American Alone	55	1.31%
Amer. Indian and Alaska Native Alone	9	0.22%
Asian Alone	14	0.33%
Native Hawaiian and Other Pacific Island Alone	2	0.05%
Some Other Race Alone	44	1.05%
Two or More Races	61	1.46%
2022 Est. Population by Hispanic or Latino Origin	4,189	
Not Hispanic or Latino	4,019	95.94%
Hispanic or Latino	170	4.06%
Mexican	119	70.00%
Puerto Rican	5	2.94%
Cuban	2	1.18%
All Other Hispanic or Latino	44	25.88%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	170	
White Alone	102	60.00%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	2	1.18%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	43	25.29%
Two or More Races	23	13.53%
2022 Est. Pop by Race, Asian Alone, by Category	14	
Chinese, except Taiwanese	8	57.14%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	4	28.57%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	14.29%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	4,189	
Arab	1	0.02%
Czech	0	0.00%
Danish	0	0.00%
Dutch	7	0.17%
English	207	4.94%
French (except Basque)	61	1.46%
French Canadian	3	0.07%
German	239	5.71%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	244	5.83%
Italian	14	0.33%
Lithuanian	0	0.00%
United States or American	1,354	32.32%
Norwegian	0	0.00%
Polish	5	0.12%
Portuguese	0	0.00%
Russian	4	0.10%
Scottish	62	1.48%
Scotch-Irish	80	1.91%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	4	0.10%
Swiss	0	0.00%
Ukrainian	5	0.12%
Welsh	8	0.19%
West Indian (except Hisp. groups)	5	0.12%
Other ancestries	739	17.64%
Ancestry Unclassified	1,147	27.38%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,900	97.79%
Speak Asian/Pacific Island Language at Home	51	1.28%
Speak IndoEuropean Language at Home	15	0.38%
Speak Spanish at Home	22	0.55%
Speak Other Language at Home	0	0.00%

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Livingston, Tennessee

DESCRIPTION	DATA	%
2022 Est. Population by Age	4,189	
Age 0 - 4	201	4.80%
Age 5 - 9	212	5.06%
Age 10 - 14	238	5.68%
Age 15 - 17	145	3.46%
Age 18 - 20	138	3.29%
Age 21 - 24	196	4.68%
Age 25 - 34	537	12.82%
Age 35 - 44	455	10.86%
Age 45 - 54	498	11.89%
Age 55 - 64	568	13.56%
Age 65 - 74	560	13.37%
Age 75 - 84	312	7.45%
Age 85 and over	129	3.08%
Age 16 and over	3,490	83.31%
Age 18 and over	3,393	81.00%
Age 21 and over	3,255	77.70%
Age 65 and over	1,001	23.90%
2022 Est. Median Age		44.40
2022 Est. Average Age		43.80
2022 Est. Population by Sex	4,189	
Male	2,036	48.60%
Female	2,153	51.40%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	2,036	
Age 0 - 4	103	5.06%
Age 5 - 9	111	5.45%
Age 10 - 14	126	6.19%
Age 15 - 17	79	3.88%
Age 18 - 20	77	3.78%
Age 21 - 24	105	5.16%
Age 25 - 34	273	13.41%
Age 35 - 44	228	11.20%
Age 45 - 54	233	11.44%
Age 55 - 64	280	13.75%
Age 65 - 74	250	12.28%
Age 75 - 84	126	6.19%
Age 85 and over	45	2.21%
2022 Est. Median Age, Male		41.24
2022 Est. Average Age, Male		41.80
2022 Est. Female Population by Age	2,153	
Age 0 - 4	98	4.55%
Age 5 - 9	101	4.69%
Age 10 - 14	112	5.20%
Age 15 - 17	66	3.07%
Age 18 - 20	61	2.83%
Age 21 - 24	91	4.23%
Age 25 - 34	264	12.26%
Age 35 - 44	227	10.54%
Age 45 - 54	265	12.31%
Age 55 - 64	288	13.38%
Age 65 - 74	310	14.40%
Age 75 - 84	186	8.64%
Age 85 and over	84	3.90%
2022 Est. Median Age, Female		47.24
2022 Est. Average Age, Female		45.60

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	773	21.85%
Males, Never Married	453	12.80%
Females, Never Married	320	9.05%
Married, Spouse present	1,743	49.27%
Married, Spouse absent	93	2.63%
Widowed	339	9.58%
Males Widowed	79	2.23%
Females Widowed	260	7.35%
Divorced	590	16.68%
Males Divorced	237	6.70%
Females Divorced	353	9.98%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	314	10.27%
Some High School, no diploma	375	12.26%
High School Graduate (or GED)	1,388	45.37%
Some College, no degree	488	15.95%
Associate Degree	154	5.03%
Bachelor's Degree	208	6.80%
Master's Degree	105	3.43%
Professional School Degree	23	0.75%
Doctorate Degree	4	0.13%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	30	31.58%
High School Graduate	0	0.00%
Some College or Associate's Degree	65	68.42%
Bachelor's Degree or Higher	0	0.00%
Households		
2027 Projection	1,728	
2022 Estimate	1,695	
2010 Census	1,651	
2000 Census	1,608	
Growth 2022 - 2027		1.95%
Growth 2010 - 2022		2.66%
Growth 2000 - 2010		2.67%
2022 Est. Households by Household Type	1,695	
Family Households	1,076	63.48%
Nonfamily Households	619	36.52%
2022 Est. Group Quarters Population	244	
2022 Households by Ethnicity, Hispanic/Latino	56	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	1,695	
Income < \$15,000	349	20.59%
Income \$15,000 - \$24,999	280	16.52%
Income \$25,000 - \$34,999	159	9.38%
Income \$35,000 - \$49,999	235	13.86%
Income \$50,000 - \$74,999	250	14.75%
Income \$75,000 - \$99,999	181	10.68%
Income \$100,000 - \$124,999	118	6.96%
Income \$125,000 - \$149,999	77	4.54%
Income \$150,000 - \$199,999	21	1.24%
Income \$200,000 - \$249,999	8	0.47%
Income \$250,000 - \$499,999	9	0.53%
Income \$500,000+	8	0.47%
2022 Est. Average Household Income		\$53,734
2022 Est. Median Household Income		\$38,653
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$38,345
Black or African American Alone		\$42,359
American Indian and Alaska Native Alone		\$75,000
Asian Alone		\$129,756
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$20,366
Two or More Races		\$42,953
Hispanic or Latino		\$12,326
Not Hispanic or Latino		\$40,377
2022 Est. Family HH Type by Presence of Own Child.	1,076	
Married-Couple Family, own children	240	22.30%
Married-Couple Family, no own children	502	46.65%
Male Householder, own children	43	4.00%
Male Householder, no own children	32	2.97%
Female Householder, own children	128	11.90%
Female Householder, no own children	131	12.18%
2022 Est. Households by Household Size	1,695	
1-person	552	32.57%
2-person	585	34.51%
3-person	238	14.04%
4-person	179	10.56%
5-person	95	5.61%
6-person	28	1.65%
7-or-more-person	18	1.06%
2022 Est. Average Household Size		2.33

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	1,695	
Households with 1 or More People under Age 18:	478	28.20%
Married-Couple Family	269	56.28%
Other Family, Male Householder	48	10.04%
Other Family, Female Householder	158	33.05%
Nonfamily, Male Householder	3	0.63%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	1,217	
Married-Couple Family	474	38.95%
Other Family, Male Householder	27	2.22%
Other Family, Female Householder	100	8.22%
Nonfamily, Male Householder	252	20.71%
Nonfamily, Female Householder	364	29.91%
2022 Est. Households by Number of Vehicles	1,695	
No Vehicles	254	14.99%
1 Vehicle	493	29.08%
2 Vehicles	559	32.98%
3 Vehicles	222	13.10%
4 Vehicles	112	6.61%
5 or more Vehicles	55	3.25%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	1,096	
2022 Estimate	1,076	
2010 Census	1,049	
2000 Census	1,052	
Growth 2022 - 2027		1.86%
Growth 2010 - 2022		2.57%
Growth 2000 - 2010		0.-27%
2022 Est. Families by Poverty Status	1,076	
2022 Families at or Above Poverty	923	85.78%
2022 Families at or Above Poverty with Children	389	36.15%
2022 Families Below Poverty	153	14.22%
2022 Families Below Poverty with Children	86	7.99%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,656	47.45%
Civilian Labor Force, Unemployed	60	1.72%
Armed Forces	0	0.00%
Not in Labor Force	1,774	50.83%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	1,651	
For-Profit Private Workers	1,137	68.87%
Non-Profit Private Workers	96	5.82%
Local Government Workers	47	2.85%
State Government Workers	43	2.60%
Federal Government Workers	180	10.90%
Self-Employed Workers	143	8.66%
Unpaid Family Workers	5	0.30%
2022 Est. Civ. Employed Pop 16+ by Occupation	1,651	
Architect/Engineer	12	0.73%
Arts/Entertainment/Sports	8	0.49%
Building Grounds Maintenance	56	3.39%
Business/Financial Operations	65	3.94%
Community/Social Services	23	1.39%
Computer/Mathematical	0	0.00%
Construction/Extraction	52	3.15%
Education/Training/Library	140	8.48%
Farming/Fishing/Forestry	6	0.36%
Food Prep/Serving	60	3.63%
Health Practitioner/Technician	146	8.84%
Healthcare Support	65	3.94%
Maintenance Repair	45	2.73%
Legal	2	0.12%
Life/Physical/Social Science	2	0.12%
Management	127	7.69%
Office/Admin. Support	219	13.27%
Production	245	14.84%
Protective Services	9	0.55%
Sales/Related	181	10.96%
Personal Care/Service	31	1.88%
Transportation/Moving	157	9.51%
2022 Est. Pop 16+ by Occupation Classification	1,651	
White Collar	925	56.03%
Blue Collar	499	30.22%
Service and Farm	227	13.75%
2022 Est. Workers Age 16+ by Transp. to Work	1,640	
Drove Alone	1,351	82.38%
Car Pooled	178	10.85%
Public Transportation	1	0.06%
Walked	17	1.04%
Bicycle	0	0.00%
Other Means	24	1.46%
Worked at Home	69	4.21%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	494	
15 - 29 Minutes	401	
30 - 44 Minutes	490	
45 - 59 Minutes	149	
60 or more Minutes	52	
2022 Est. Avg Travel Time to Work in Minutes		26
2022 Est. Occupied Housing Units by Tenure	1,695	
Owner Occupied	1,101	64.96%
Renter Occupied	594	35.04%
2022 Owner Occ. HUs: Avg. Length of Residence		20.30 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.70 [†]
2022 Est. Owner-Occupied Housing Units by Value	1,695	
Value Less than \$20,000	24	2.18%
Value \$20,000 - \$39,999	47	4.27%
Value \$40,000 - \$59,999	47	4.27%
Value \$60,000 - \$79,999	71	6.45%
Value \$80,000 - \$99,999	80	7.27%
Value \$100,000 - \$149,999	281	25.52%
Value \$150,000 - \$199,999	163	14.81%
Value \$200,000 - \$299,999	265	24.07%
Value \$300,000 - \$399,999	69	6.27%
Value \$400,000 - \$499,999	27	2.45%
Value \$500,000 - \$749,999	19	1.73%
Value \$750,000 - \$999,999	3	0.27%
Value \$1,000,000 or \$1,499,999	4	0.36%
Value \$1,500,000 or \$1,999,999	1	0.09%
Value \$2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		\$150,121
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	1,380	70.88%
1 Unit Attached	17	0.87%
2 Units	43	2.21%
3 or 4 Units	39	2.00%
5 to 19 Units	150	7.70%
20 to 49 Units	4	0.21%
50 or More Units	0	0.00%
Mobile Home or Trailer	314	16.13%
Boat, RV, Van, etc.	0	0.00%

[†] Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	26	1.33%
Housing Units Built 2010 to 2014	26	1.33%
Housing Units Built 2000 to 2009	157	8.06%
Housing Units Built 1990 to 1999	341	17.51%
Housing Units Built 1980 to 1989	261	13.41%
Housing Units Built 1970 to 1979	497	25.53%
Housing Units Built 1960 to 1969	218	11.20%
Housing Units Built 1950 to 1959	130	6.68%
Housing Units Built 1940 to 1949	96	4.93%
Housing Unit Built 1939 or Earlier	195	10.02%
2022 Est. Median Year Structure Built		1977

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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**RetailCoach**.®

ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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