



The**Retail**Coach.®

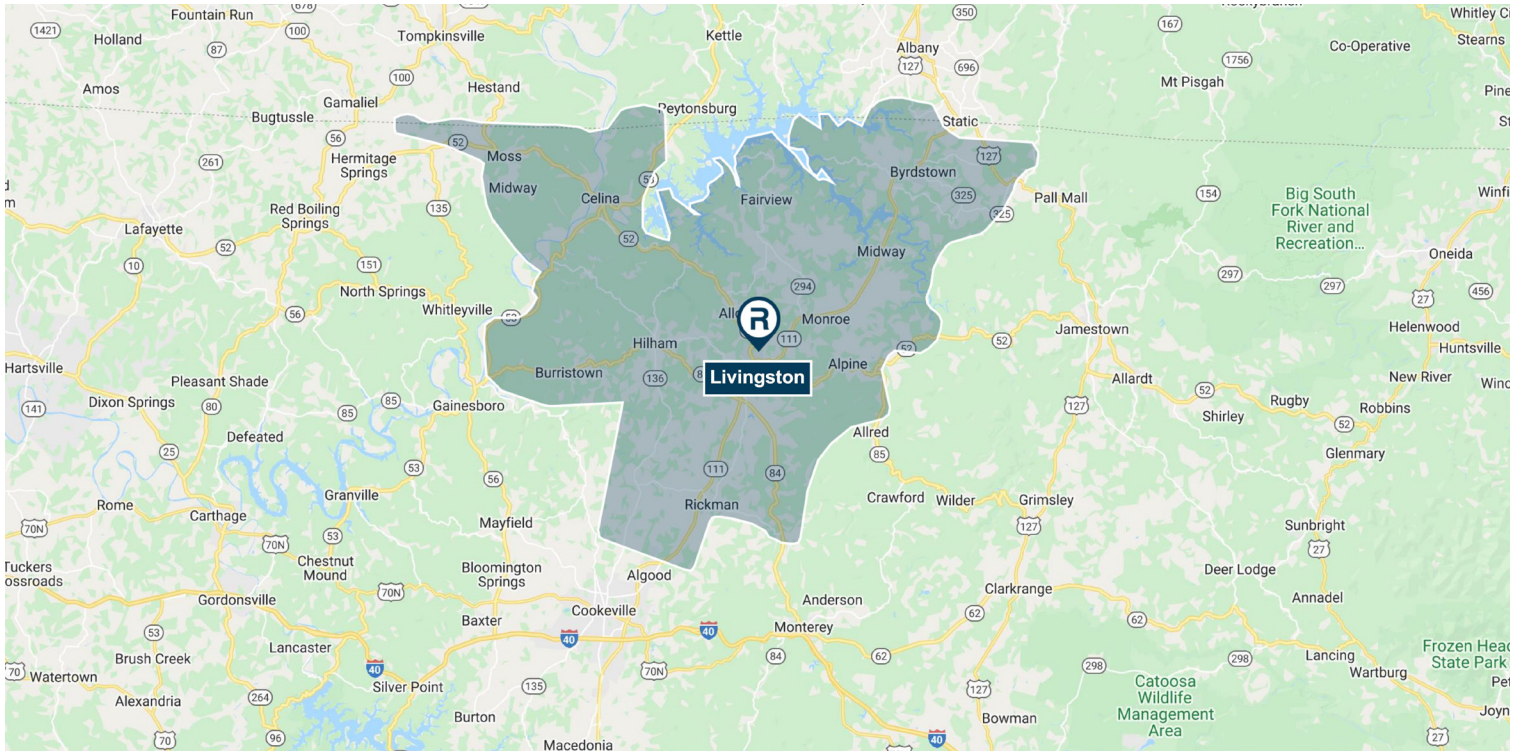
# Retail Trade Area Demographic Profile

LIVINGSTON, TENNESSEE

Prepared for Livingston Overton County Chamber of Commerce  
March 2022

# Retail Trade Area • Demographic Snapshot

## Livingston, Tennessee



### Population

2010	34,004
2022	35,117
2027	36,297

### Age

0 - 9 Years	10.01%
10 - 17 Years	9.38%
18 - 24 Years	7.79%
25 - 34 Years	11.25%
35 - 44 Years	10.42%
45 - 54 Years	12.58%
55 - 64 Years	14.65%
65 and Older	23.93%
Median Age	46.00
Average Age	44.02

### Educational Attainment (%)

Graduate or Professional Degree	5.05%
Bachelors Degree	8.94%
Associate Degree	5.84%
Some College	16.74%
High School Graduate (GED)	44.50%
Some High School, No Degree	9.59%
Less than 9th Grade	9.35%

### Race Distribution (%)

White	96.21%
Black/African American	0.89%
American Indian/Alaskan	0.37%
Asian	0.33%
Native Hawaiian/Islander	0.01%
Other Race	0.83%
Two or More Races	1.37%
Hispanic	2.56%

### Income

Average HH	\$61,892
Median HH	\$44,206
Per Capita	\$25,786

**Livingston**  
OVERTON COUNTY, TENNESSEE

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# Retail Trade Area • Demographic Profile

Livingston, Tennessee

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	36,297	
2022 Estimate	35,117	
2010 Census	34,004	
2000 Census	31,744	
Growth 2022 - 2027		3.36%
Growth 2010 - 2022		3.27%
Growth 2000 - 2010		7.12%
<b>2022 Est. Population by Single-Classification Race</b>	<b>35,117</b>	
White Alone	33,785	96.21%
Black or African American Alone	313	0.89%
Amer. Indian and Alaska Native Alone	130	0.37%
Asian Alone	116	0.33%
Native Hawaiian and Other Pacific Island Alone	3	0.01%
Some Other Race Alone	290	0.83%
Two or More Races	480	1.37%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>35,117</b>	
Not Hispanic or Latino	34,220	97.45%
Hispanic or Latino	898	2.56%
Mexican	563	62.70%
Puerto Rican	60	6.68%
Cuban	80	8.91%
All Other Hispanic or Latino	195	21.71%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>898</b>	
White Alone	526	58.58%
Black or African American Alone	9	1.00%
American Indian and Alaska Native Alone	14	1.56%
Asian Alone	2	0.22%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	276	30.73%
Two or More Races	70	7.79%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>116</b>	
Chinese, except Taiwanese	22	18.97%
Filipino	36	31.03%
Japanese	17	14.66%
Asian Indian	0	0.00%
Korean	9	7.76%
Vietnamese	1	0.86%
Cambodian	1	0.86%
Hmong	0	0.00%
Laotian	5	4.31%
Thai	21	18.10%
All Other Asian Races Including 2+ Category	4	3.45%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>35,117</b>	
Arab	939	2.67%
Czech	11	0.03%
Danish	19	0.05%
Dutch	179	0.51%
English	2,619	7.46%
French (except Basque)	422	1.20%
French Canadian	44	0.13%
German	2,001	5.70%
Greek	15	0.04%
Hungarian	38	0.11%
Irish	2,074	5.91%
Italian	306	0.87%
Lithuanian	18	0.05%
United States or American	10,521	29.96%
Norwegian	73	0.21%
Polish	158	0.45%
Portuguese	20	0.06%
Russian	26	0.07%
Scottish	470	1.34%
Scotch-Irish	594	1.69%
Slovak	8	0.02%
Subsaharan African	13	0.04%
Swedish	133	0.38%
Swiss	3	0.01%
Ukrainian	7	0.02%
Welsh	115	0.33%
West Indian (except Hisp. groups)	15	0.04%
Other ancestries	5,148	14.66%
Ancestry Unclassified	9,128	25.99%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	33,006	98.83%
Speak Asian/Pacific Island Language at Home	99	0.30%
Speak IndoEuropean Language at Home	56	0.17%
Speak Spanish at Home	224	0.67%
Speak Other Language at Home	10	0.03%

# Retail Trade Area • Demographic Profile

Livingston, Tennessee

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>35,117</b>	
Age 0 - 4	1,722	4.90%
Age 5 - 9	1,792	5.10%
Age 10 - 14	2,009	5.72%
Age 15 - 17	1,286	3.66%
Age 18 - 20	1,170	3.33%
Age 21 - 24	1,564	4.45%
Age 25 - 34	3,949	11.25%
Age 35 - 44	3,658	10.42%
Age 45 - 54	4,416	12.58%
Age 55 - 64	5,145	14.65%
Age 65 - 74	4,983	14.19%
Age 75 - 84	2,599	7.40%
Age 85 and over	823	2.34%
Age 16 and over	29,168	83.06%
Age 18 and over	28,307	80.61%
Age 21 and over	27,137	77.28%
Age 65 and over	8,405	23.93%
2022 Est. Median Age		46.00
2022 Est. Average Age		44.02
<b>2022 Est. Population by Sex</b>	<b>35,117</b>	
Male	17,383	49.50%
Female	17,734	50.50%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>17,383</b>	
Age 0 - 4	872	5.02%
Age 5 - 9	915	5.26%
Age 10 - 14	1,038	5.97%
Age 15 - 17	676	3.89%
Age 18 - 20	623	3.58%
Age 21 - 24	833	4.79%
Age 25 - 34	2,003	11.52%
Age 35 - 44	1,830	10.53%
Age 45 - 54	2,189	12.59%
Age 55 - 64	2,504	14.41%
Age 65 - 74	2,414	13.89%
Age 75 - 84	1,184	6.81%
Age 85 and over	302	1.74%
2022 Est. Median Age, Male		44.49
2022 Est. Average Age, Male		42.97
<b>2022 Est. Female Population by Age</b>	<b>17,734</b>	
Age 0 - 4	850	4.79%
Age 5 - 9	878	4.95%
Age 10 - 14	971	5.47%
Age 15 - 17	610	3.44%
Age 18 - 20	547	3.08%
Age 21 - 24	731	4.12%
Age 25 - 34	1,946	10.97%
Age 35 - 44	1,828	10.31%
Age 45 - 54	2,227	12.56%
Age 55 - 64	2,641	14.89%
Age 65 - 74	2,569	14.49%
Age 75 - 84	1,415	7.98%
Age 85 and over	521	2.94%
2022 Est. Median Age, Female		47.44
2022 Est. Average Age, Female		45.03

# Retail Trade Area • Demographic Profile

Livingston, Tennessee

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	6,004	20.29%
Males, Never Married	3,504	11.84%
Females, Never Married	2,500	8.45%
Married, Spouse present	15,817	53.45%
Married, Spouse absent	1,040	3.51%
Widowed	2,506	8.47%
Males Widowed	584	1.97%
Females Widowed	1,922	6.50%
Divorced	4,226	14.28%
Males Divorced	1,967	6.65%
Females Divorced	2,259	7.63%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,390	9.35%
Some High School, no diploma	2,452	9.59%
High School Graduate (or GED)	11,380	44.50%
Some College, no degree	4,280	16.74%
Associate Degree	1,494	5.84%
Bachelor's Degree	2,286	8.94%
Master's Degree	825	3.23%
Professional School Degree	302	1.18%
Doctorate Degree	164	0.64%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	118	23.84%
High School Graduate	193	38.99%
Some College or Associate's Degree	146	29.50%
Bachelor's Degree or Higher	39	7.88%
<b>Households</b>		
2027 Projection	14,900	
2022 Estimate	14,410	
2010 Census	13,929	
2000 Census	13,110	
Growth 2022 - 2027		3.40%
Growth 2010 - 2022		3.45%
Growth 2000 - 2010		6.25%
<b>2022 Est. Households by Household Type</b>	<b>14,410</b>	
Family Households	9,946	69.02%
Nonfamily Households	4,464	30.98%
2022 Est. Group Quarters Population	530	
2022 Households by Ethnicity, Hispanic/Latino	263	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>14,410</b>	
Income < \$15,000	2,159	14.98%
Income \$15,000 - \$24,999	1,961	13.61%
Income \$25,000 - \$34,999	1,623	11.26%
Income \$35,000 - \$49,999	2,295	15.93%
Income \$50,000 - \$74,999	2,416	16.77%
Income \$75,000 - \$99,999	1,537	10.67%
Income \$100,000 - \$124,999	947	6.57%
Income \$125,000 - \$149,999	589	4.09%
Income \$150,000 - \$199,999	427	2.96%
Income \$200,000 - \$249,999	234	1.62%
Income \$250,000 - \$499,999	160	1.11%
Income \$500,000+	63	0.44%
2022 Est. Average Household Income		\$61,892
2022 Est. Median Household Income		\$44,206
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$44,164
Black or African American Alone		\$32,861
American Indian and Alaska Native Alone		\$43,064
Asian Alone		\$118,481
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$22,569
Two or More Races		\$53,476
Hispanic or Latino		\$26,233
Not Hispanic or Latino		\$44,626
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>9,946</b>	
Married-Couple Family, own children	2,602	26.16%
Married-Couple Family, no own children	5,118	51.46%
Male Householder, own children	360	3.62%
Male Householder, no own children	348	3.50%
Female Householder, own children	725	7.29%
Female Householder, no own children	794	7.98%
<b>2022 Est. Households by Household Size</b>	<b>14,410</b>	
1-person	3,963	27.50%
2-person	5,366	37.24%
3-person	2,234	15.50%
4-person	1,689	11.72%
5-person	766	5.32%
6-person	245	1.70%
7-or-more-person	148	1.03%
2022 Est. Average Household Size		2.40

# Retail Trade Area • Demographic Profile

Livingston, Tennessee

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>14,410</b>	
Households with 1 or More People under Age 18:	4,243	29.44%
Married-Couple Family	2,875	67.76%
Other Family, Male Householder	424	9.99%
Other Family, Female Householder	904	21.31%
Nonfamily, Male Householder	32	0.75%
Nonfamily, Female Householder	8	0.19%
<b>Households with No People under Age 18:</b>	<b>10,167</b>	
Married-Couple Family	4,848	47.68%
Other Family, Male Householder	281	2.76%
Other Family, Female Householder	615	6.05%
Nonfamily, Male Householder	2,059	20.25%
Nonfamily, Female Householder	2,364	23.25%
<b>2022 Est. Households by Number of Vehicles</b>	<b>14,410</b>	
No Vehicles	1,034	7.18%
1 Vehicle	3,794	26.33%
2 Vehicles	5,342	37.07%
3 Vehicles	2,732	18.96%
4 Vehicles	1,044	7.25%
5 or more Vehicles	464	3.22%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	10,292	
2022 Estimate	9,946	
2010 Census	9,589	
2000 Census	9,310	
Growth 2022 - 2027		3.48%
Growth 2010 - 2022		3.72%
Growth 2000 - 2010		3.00%
<b>2022 Est. Families by Poverty Status</b>	<b>9,946</b>	
2022 Families at or Above Poverty	8,620	86.67%
2022 Families at or Above Poverty with Children	3,268	32.86%
2022 Families Below Poverty	1,327	13.34%
2022 Families Below Poverty with Children	834	8.39%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	14,539	49.85%
Civilian Labor Force, Unemployed	553	1.90%
Armed Forces	4	0.01%
Not in Labor Force	14,073	48.25%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>14,525</b>	
For-Profit Private Workers	9,475	65.23%
Non-Profit Private Workers	697	4.80%
Local Government Workers	326	2.24%
State Government Workers	621	4.28%
Federal Government Workers	1,388	9.56%
Self-Employed Workers	1,894	13.04%
Unpaid Family Workers	125	0.86%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>14,525</b>	
Architect/Engineer	155	1.07%
Arts/Entertainment/Sports	111	0.76%
Building Grounds Maintenance	617	4.25%
Business/Financial Operations	435	3.00%
Community/Social Services	219	1.51%
Computer/Mathematical	30	0.21%
Construction/Extraction	875	6.02%
Education/Training/Library	813	5.60%
Farming/Fishing/Forestry	121	0.83%
Food Prep/Serving	618	4.25%
Health Practitioner/Technician	1,190	8.19%
Healthcare Support	757	5.21%
Maintenance Repair	744	5.12%
Legal	65	0.45%
Life/Physical/Social Science	40	0.28%
Management	1,342	9.24%
Office/Admin. Support	1,611	11.09%
Production	1,582	10.89%
Protective Services	236	1.62%
Sales/Related	1,367	9.41%
Personal Care/Service	345	2.37%
Transportation/Moving	1,254	8.63%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>14,525</b>	
White Collar	7,378	50.80%
Blue Collar	4,454	30.66%
Service and Farm	2,693	18.54%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>14,275</b>	
Drove Alone	12,056	84.45%
Car Pooled	1,309	9.17%
Public Transportation	10	0.07%
Walked	158	1.11%
Bicycle	0	0.00%
Other Means	195	1.37%
Worked at Home	548	3.84%

# Retail Trade Area • Demographic Profile

Livingston, Tennessee

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	2,976	
15 - 29 Minutes	4,665	
30 - 44 Minutes	3,704	
45 - 59 Minutes	1,157	
60 or more Minutes	1,233	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	14,410	
Owner Occupied	11,241	78.01%
Renter Occupied	3,170	22.00%
2022 Owner Occ. HUs: Avg. Length of Residence		18.28 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		8.91 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>14,410</b>	
Value Less than \$20,000	354	3.15%
Value \$20,000 - \$39,999	528	4.70%
Value \$40,000 - \$59,999	573	5.10%
Value \$60,000 - \$79,999	695	6.18%
Value \$80,000 - \$99,999	682	6.07%
Value \$100,000 - \$149,999	2,055	18.28%
Value \$150,000 - \$199,999	1,717	15.27%
Value \$200,000 - \$299,999	2,388	21.24%
Value \$300,000 - \$399,999	1,168	10.39%
Value \$400,000 - \$499,999	468	4.16%
Value \$500,000 - \$749,999	314	2.79%
Value \$750,000 - \$999,999	149	1.32%
Value \$1,000,000 or \$1,499,999	67	0.60%
Value \$1,500,000 or \$1,999,999	38	0.34%
Value \$2,000,000+	45	0.40%
2022 Est. Median All Owner-Occupied Housing Value		\$170,159
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	12,927	72.35%
1 Unit Attached	120	0.67%
2 Units	227	1.27%
3 or 4 Units	137	0.77%
5 to 19 Units	496	2.78%
20 to 49 Units	47	0.26%
50 or More Units	32	0.18%
Mobile Home or Trailer	3,867	21.64%
Boat, RV, Van, etc.	14	0.08%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,114	6.24%
Housing Units Built 2010 to 2014	618	3.46%
Housing Units Built 2000 to 2009	2,644	14.80%
Housing Units Built 1990 to 1999	3,518	19.69%
Housing Units Built 1980 to 1989	2,366	13.24%
Housing Units Built 1970 to 1979	3,120	17.46%
Housing Units Built 1960 to 1969	1,698	9.50%
Housing Units Built 1950 to 1959	969	5.42%
Housing Units Built 1940 to 1949	732	4.10%
Housing Unit Built 1939 or Earlier	1,090	6.10%
2022 Est. Median Year Structure Built		1986

<sup>†</sup> Years

# 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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