

# Retail Demographic Summary

## Livingston County, IL



2013 Estimated Population	38,788
2018 Projected Population	38,595
2010 Census Population	38,950
2000 Census Population	39,678
Growth 2010-2013	-0.42%
Growth 2013-2018	-0.50%

2013 Estimated Households	14,628
- Income Less than \$15,000	1,794 (12.3%)
- Income \$15,000 to \$24,999	1,574 (10.8%)
- Income \$25,000 to \$34,999	1,724 (11.8%)
- Income \$35,000 to \$49,999	2,136 (14.6%)
- Income \$50,000 to \$74,999	3,387 (23.2%)
- Income \$75,000 to \$99,999	2,063 (14.1%)
- Income \$100,000 to \$149,999	1,434 (9.8%)
- Income \$150,000 to \$199,999	299 (2.0%)
- Income \$200,000 - \$249,999	96 (.7%)
- Income \$250,000 - \$499,999	100 (.7%)
- Income \$500,000 and over	21 (.1%)

2013 Est. Average Household Income	\$59,833
2018 Prj. Average Household Income	\$61,320
2000 Cen. Avg. Household Income	\$48,315

2013 Est. Average Household Size	2.42
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2013 Est. Median Household Income	\$50,590
2018 Prj. Median Household Income	\$51,369
2000 Cen. Median Household Income	\$40,946

# Retail Demographic Summary

## Livingston County, IL



2013 Estimated Population by Age	38,788
- Aged 0 to 4 Years	2,258 (5.8%)
- Aged 5 to 9 Years	2,262 (5.8%)
- Aged 10 to 14 Years	2,422 (6.2%)
- Aged 15 to 17 Years	1,582 (4.1%)
- Aged 18 to 20 Years	1,465 (3.8%)
- Aged 21 to 24 Years	2,094 (5.4%)
- Aged 25 to 34 Years	4,687 (12.1%)
- Aged 35 to 44 Years	4,684 (12.1%)
- Aged 45 to 54 Years	5,781 (14.9%)
- Aged 55 to 64 Years	5,151 (13.3%)
- Aged 65 to 74 Years	3,303 (8.5%)
- Aged 75 to 84 Years	2,072 (5.3%)
- Aged 85 Years and Older	1,027 (2.6%)
2013 Estimated Median Age	40.76
2013 Estimated Average Age	40.47

2013 Estimated Population Over 25 by Educational Attainment	26,705
- Less than 9th Grade	1,159 (4.3%)
- High School - No Diploma	2,987 (11.2%)
- High School Diploma	11,321 (42.4%)
- Some College	5,773 (21.6%)
- Associate Degree	1,897 (7.1%)
- Bachelor's Degree	2,514 (9.4%)
- Master's Degree	786 (2.9%)
- Professional Degree	202 (.8%)
- Doctoral Degree	66 (.2%)

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2013 Estimated Males	19,439
- Males Aged 0 to 4 Years	1,168 (6.0%)
- Males Aged 5 to 9 Years	1,195 (6.1%)
- Males Aged 10 to 14 Years	1,276 (6.6%)
- Males Aged 15 to 17 Years	800 (4.1%)
- Males Aged 18 to 20 Years	787 (4.0%)
- Males Aged 21 to 24 Years	1,092 (5.6%)
- Males Aged 25 to 34 Years	2,408 (12.4%)
- Males Aged 35 to 44 Years	2,431 (12.5%)
- Males Aged 45 to 54 Years	2,957 (15.2%)
- Males Aged 55 to 64 Years	2,626 (13.5%)
- Males Aged 65 to 74 Years	1,517 (7.8%)
- Males Aged 75 to 84 Years	855 (4.4%)
- Males Aged 85 Years and Older	327 (1.7%)
- Males Median Age	39.20
- Males Average Age	39.00

2013 Estimated Females	19,349
- Females Aged 0 to 4 Years	1,090 (5.6%)
- Females Aged 5 to 9 Years	1,067 (5.5%)
- Females Aged 10 to 14 Years	1,146 (5.9%)
- Females Aged 15 to 17 Years	782 (4.0%)
- Females Aged 18 to 20 Years	678 (3.5%)
- Females Aged 21 to 24 Years	1,002 (5.2%)
- Females Aged 25 to 34 Years	2,279 (11.8%)
- Females Aged 35 to 44 Years	2,253 (11.6%)
- Females Aged 45 to 54 Years	2,824 (14.6%)
- Females Aged 55 to 64 Years	2,525 (13.0%)
- Females Aged 65 to 74 Years	1,786 (9.2%)
- Females Aged 75 to 84 Years	1,217 (6.3%)
- Females Aged 85 Years and Older	700 (3.6%)
- Females Median Age	42.39
- Females Average Age	41.80

# Retail Demographic Summary

## Livingston County, IL



2013 Estimated Population by Race and Origin	38,788
- White Population	35,547 (91.6%)
- Black Population	1,869 (4.8%)
- Asian Population	216 (.6%)
- Pacific Islander Population	1 (.0%)
- American Indian and Alaska Native	65 (.2%)
- Other Race Population	556 (1.4%)
- Two or More Races Population	534 (1.4%)
- Hispanic Population	1,640 (4.2%)
- White Non-Hispanic Population	34,638 (89.3%)
2013 Est. Median Housing Value	\$103,321
2013 Est. Average Housing Value	\$130,214
Active Postal Delivery Counts	12,948
Possible Postal Delivery Counts	13,410
Employees	17,902
Establishments	1,977



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Location	Longitude	Latitude
1.	N/A	N/A

