



Market Demographic Profile

Erath Town, LA
 Erath Town, LA (2224180)
 Geography: Place

Prepared by Esri

	Erath town, L...
Population Summary	
2000 Total Population	2,098
2010 Total Population	2,114
2019 Total Population	2,138
2019 Group Quarters	0
2024 Total Population	2,156
2016-2021 Annual Rate	0.17%
2019 Total Daytime Population	1,799
Workers	620
Residents	1,179
Household Summary	
2000 Households	800
2000 Average Household Size	2.55
2010 Households	840
2010 Average Household Size	2.52
2019 Households	854
2019 Average Household Size	2.50
2024 Households	862
2024 Average Household Size	2.50
2016-2021 Annual Rate	0.19%
2010 Families	540
2010 Average Family Size	3.13
2019 Families	588
2019 Average Family Size	3.02
2024 Families	588
2024 Average Family Size	3.03
2016-2021 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	867
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	7.7%
2010 Housing Units	943
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	10.9%
2019 Housing Units	959
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	10.9%
2024 Housing Units	975
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	11.6%
Median Household Income	
2019	\$41,721
2024	\$44,657
Median Home Value	
2019	\$115,187
2024	\$150,662
Per Capita Income	
2019	\$23,041
2024	\$25,131
Median Age	
2010	35.7
2019	37.3
2024	39.3

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income

Household Income Base	853
<\$15,000	16.3%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	1.6%
\$200,000+	2.3%

Average Household Income \$61,266

2024 Households by Income

Household Income Base	862
<\$15,000	15.3%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	2.0%
\$200,000+	2.7%

Average Household Income \$66,688

2019 Owner Occupied Housing Units by Value

Total	645
<\$50,000	14.7%
\$50,000 - \$99,999	30.2%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	6.8%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	2.6%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.6%

Average Home Value \$146,822

2024 Owner Occupied Housing Units by Value

Total	668
<\$50,000	10.9%
\$50,000 - \$99,999	23.5%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	22.6%
\$200,000 - \$249,999	9.0%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	4.0%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	1.6%

Average Home Value \$191,766

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.

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2010 Population by Age		
Total		2,114
0 - 4		6.7%
5 - 9		7.9%
10 - 14		8.0%
15 - 24		12.4%
25 - 34		14.3%
35 - 44		12.2%
45 - 54		13.2%
55 - 64		9.9%
65 - 74		9.1%
75 - 84		4.2%
85 +		2.1%
18 +		73.8%
2019 Population by Age		
Total		2,138
0 - 4		6.6%
5 - 9		7.0%
10 - 14		7.1%
15 - 24		11.8%
25 - 34		14.1%
35 - 44		13.8%
45 - 54		12.7%
55 - 64		13.0%
65 - 74		8.2%
75 - 84		4.4%
85 +		1.3%
18 +		75.4%
2024 Population by Age		
Total		2,159
0 - 4		6.3%
5 - 9		6.8%
10 - 14		7.3%
15 - 24		11.7%
25 - 34		11.5%
35 - 44		14.6%
45 - 54		12.5%
55 - 64		13.1%
65 - 74		9.8%
75 - 84		4.9%
85 +		1.4%
18 +		75.3%
2010 Population by Sex		
Males		982
Females		1,132
2019 Population by Sex		
Males		1,018
Females		1,120
2024 Population by Sex		
Males		1,029
Females		1,130

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity		
Total		2,114
White Alone		88.4%
Black Alone		4.7%
American Indian Alone		0.5%
Asian Alone		5.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.6%
Two or More Races		0.9%
Hispanic Origin		2.1%
Diversity Index		24.6
2019 Population by Race/Ethnicity		
Total		2,139
White Alone		89.0%
Black Alone		3.7%
American Indian Alone		0.9%
Asian Alone		4.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.9%
Two or More Races		1.4%
Hispanic Origin		3.5%
Diversity Index		25.8
2024 Population by Race/Ethnicity		
Total		2,155
White Alone		87.7%
Black Alone		3.9%
American Indian Alone		1.0%
Asian Alone		4.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.2%
Two or More Races		1.8%
Hispanic Origin		4.5%
Diversity Index		29.4
2010 Population by Relationship and Household Type		
Total		2,114
In Households		100.0%
In Family Households		82.4%
Householder		25.5%
Spouse		17.2%
Child		35.0%
Other relative		2.3%
Nonrelative		2.4%
In Nonfamily Households		17.6%
In Group Quarters		0.0%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.0%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment

Total	1,440
Less than 9th Grade	8.8%
9th - 12th Grade, No Diploma	14.4%
High School Graduate	30.1%
GED/Alternative Credential	9.4%
Some College, No Degree	17.2%
Associate Degree	5.8%
Bachelor's Degree	12.8%
Graduate/Professional Degree	1.7%

2019 Population 15+ by Marital Status

Total	1,695
Never Married	37.8%
Married	41.3%
Widowed	8.8%
Divorced	12.0%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%
Civilian Unemployed	5.6%

2019 Employed Population 16+ by Industry

Total	973
Agriculture/Mining	15.9%
Construction	13.7%
Manufacturing	5.0%
Wholesale Trade	1.9%
Retail Trade	13.3%
Transportation/Utilities	7.6%
Information	1.2%
Finance/Insurance/Real Estate	5.7%
Services	31.8%
Public Administration	3.9%

2019 Employed Population 16+ by Occupation

Total	974
White Collar	53.8%
Management/Business/Financial	12.2%
Professional	13.3%
Sales	5.4%
Administrative Support	22.8%
Services	13.4%
Blue Collar	32.8%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	10.8%
Installation/Maintenance/Repair	8.6%
Production	5.5%
Transportation/Material Moving	7.3%

2010 Population By Urban/ Rural Status

Total Population	2,114
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	98.5%
Rural Population	1.5%

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July 08, 2019



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2010 Households by Type

Total	840
Households with 1 Person	28.2%
Households with 2+ People	71.8%
Family Households	64.3%
Husband-wife Families	43.2%
With Related Children	20.1%
Other Family (No Spouse Present)	21.1%
Other Family with Male Householder	4.5%
With Related Children	2.5%
Other Family with Female Householder	16.5%
With Related Children	11.8%
Nonfamily Households	7.5%
All Households with Children	35.1%
Multigenerational Households	4.8%
Unmarried Partner Households	8.5%
Male-female	7.4%
Same-sex	1.1%

2010 Households by Size

Total	840
1 Person Household	28.2%
2 Person Household	31.4%
3 Person Household	17.5%
4 Person Household	11.4%
5 Person Household	8.1%
6 Person Household	2.1%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	840
Owner Occupied	66.5%
Owned with a Mortgage/Loan	30.0%
Owned Free and Clear	36.5%
Renter Occupied	33.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	943
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	99.2%
Rural Housing Units	0.8%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Top Tier (1A)
3. Professional Pride (1B)

2019 Consumer Spending

Apparel & Services: Total \$	\$1,296,100
Average Spent	\$1,517.68
Spending Potential Index	71
Education: Total \$	\$855,137
Average Spent	\$1,001.33
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$2,042,461
Average Spent	\$2,391.64
Spending Potential Index	73
Food at Home: Total \$	\$3,276,927
Average Spent	\$3,837.15
Spending Potential Index	74
Food Away from Home: Total \$	\$2,261,635
Average Spent	\$2,648.28
Spending Potential Index	72
Health Care: Total \$	\$3,931,831
Average Spent	\$4,604.02
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$1,293,013
Average Spent	\$1,514.07
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$545,919
Average Spent	\$639.25
Spending Potential Index	72
Shelter: Total \$	\$10,019,241
Average Spent	\$11,732.13
Spending Potential Index	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,606,835
Average Spent	\$1,881.54
Spending Potential Index	76
Travel: Total \$	\$1,265,387
Average Spent	\$1,481.72
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$702,883
Average Spent	\$823.05
Spending Potential Index	72

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

