

Demographic and Income Profile

I-12 @ LA43
32, Hammond, Louisiana, 70403
Ring: 10 mile radius

Prepared by Esri
Latitude: 30.47783
Longitude: -90.57861

Summary	Census 2010	2016	2021
Population	85,884	92,908	99,108
Households	31,960	35,053	37,685
Families	21,271	22,942	24,461
Average Household Size	2.58	2.55	2.53
Owner Occupied Housing Units	21,320	21,744	23,440
Renter Occupied Housing Units	10,640	13,308	14,245
Median Age	32.9	34.1	35.7
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.30%	0.77%	0.84%
Households	1.46%	0.85%	0.79%
Families	1.29%	0.68%	0.72%
Owner HHs	1.51%	0.85%	0.73%
Median Household Income	1.95%	2.12%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	6,809	19.4%	7,261	19.3%
\$15,000 - \$24,999	4,188	11.9%	4,894	13.0%
\$25,000 - \$34,999	3,856	11.0%	3,416	9.1%
\$35,000 - \$49,999	4,380	12.5%	3,790	10.1%
\$50,000 - \$74,999	6,217	17.7%	6,394	17.0%
\$75,000 - \$99,999	3,632	10.4%	4,666	12.4%
\$100,000 - \$149,999	3,800	10.8%	4,621	12.3%
\$150,000 - \$199,999	1,309	3.7%	1,626	4.3%
\$200,000+	860	2.5%	1,018	2.7%
Median Household Income	\$43,054		\$47,424	
Average Household Income	\$59,810		\$64,759	
Per Capita Income	\$23,655		\$25,639	

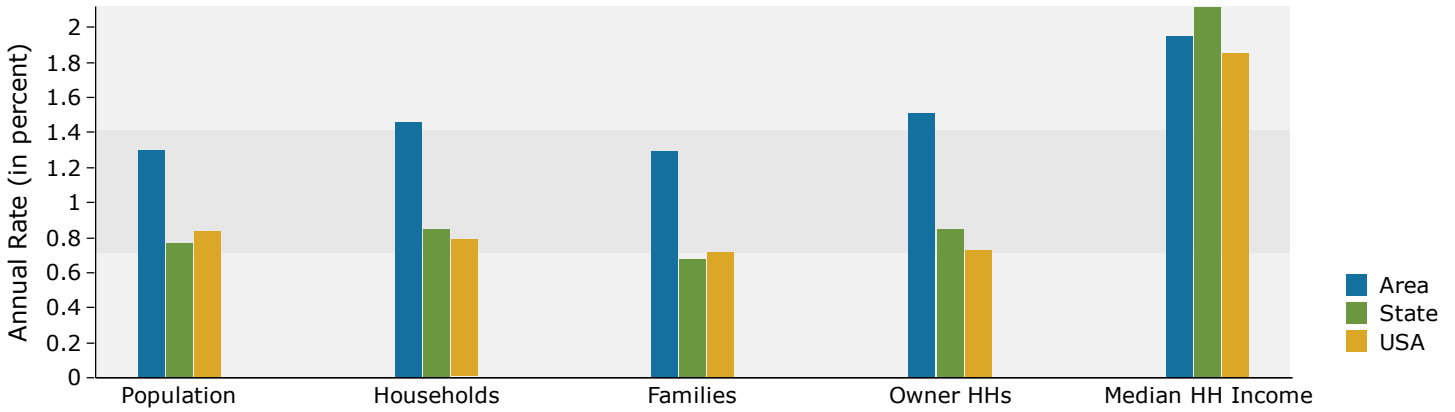
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,216	7.2%	6,463	7.0%	6,614	6.7%
5 - 9	5,674	6.6%	6,306	6.8%	6,576	6.6%
10 - 14	5,661	6.6%	5,859	6.3%	6,684	6.7%
15 - 19	7,410	8.6%	6,918	7.4%	7,429	7.5%
20 - 24	8,297	9.7%	7,761	8.4%	7,253	7.3%
25 - 34	12,036	14.0%	14,350	15.4%	13,973	14.1%
35 - 44	9,983	11.6%	11,101	11.9%	13,073	13.2%
45 - 54	11,513	13.4%	10,965	11.8%	10,959	11.1%
55 - 64	9,603	11.2%	11,147	12.0%	11,706	11.8%
65 - 74	5,592	6.5%	7,518	8.1%	9,136	9.2%
75 - 84	2,935	3.4%	3,356	3.6%	4,382	4.4%
85+	963	1.1%	1,166	1.3%	1,325	1.3%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,032	69.9%	63,786	68.7%	66,588	67.2%
Black Alone	22,816	26.6%	25,100	27.0%	27,481	27.7%
American Indian Alone	245	0.3%	295	0.3%	345	0.3%
Asian Alone	569	0.7%	789	0.8%	1,018	1.0%
Pacific Islander Alone	35	0.0%	55	0.1%	72	0.1%
Some Other Race Alone	1,061	1.2%	1,399	1.5%	1,734	1.7%
Two or More Races	1,126	1.3%	1,484	1.6%	1,869	1.9%
Hispanic Origin (Any Race)	3,195	3.7%	4,202	4.5%	5,179	5.2%

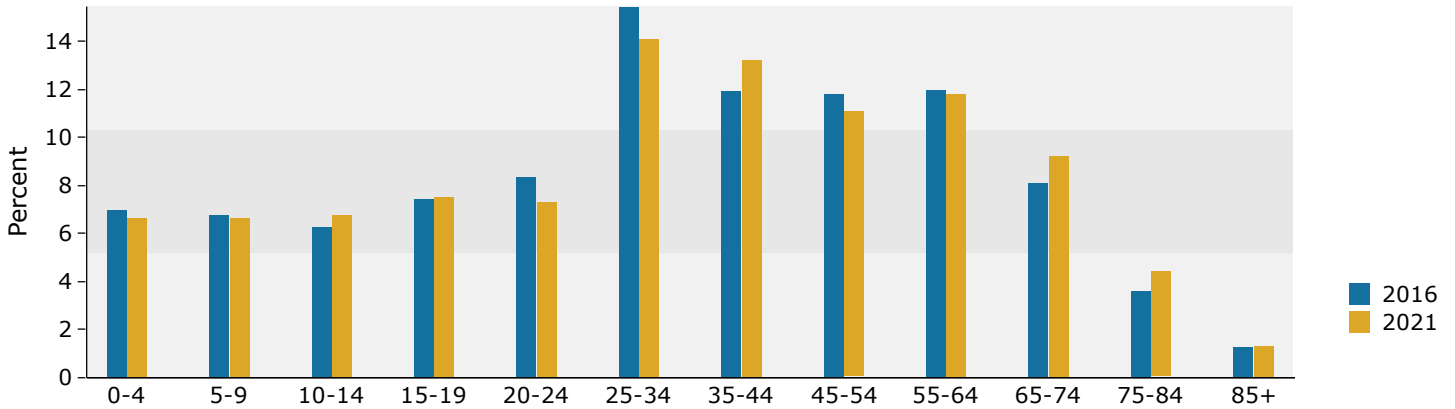
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

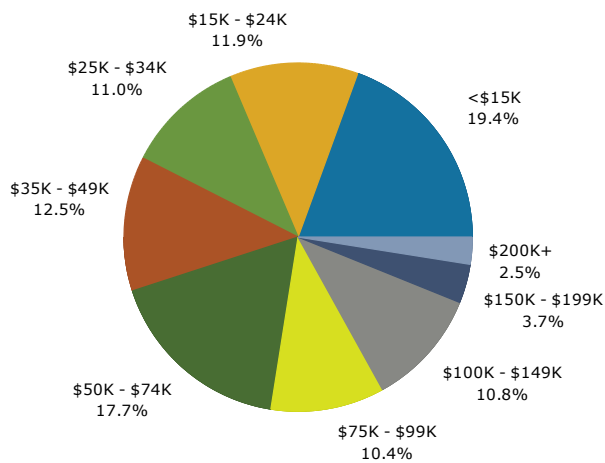
Trends 2016-2021



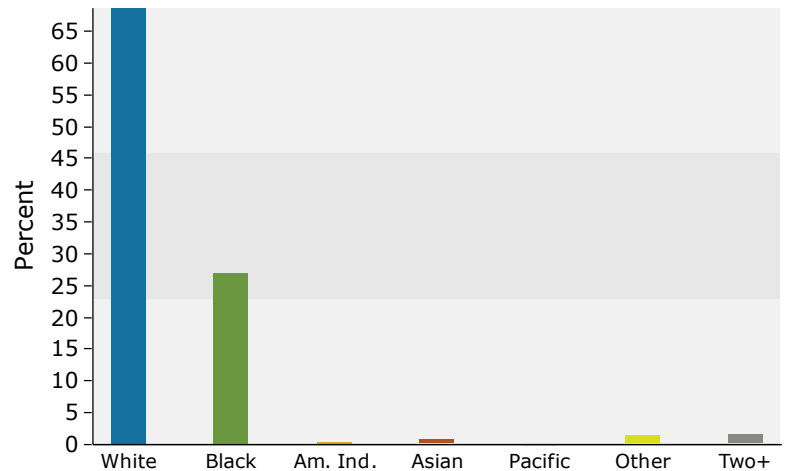
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 4.5%

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	10 miles
Population Summary	
2000 Total Population	69,436
2010 Total Population	85,884
2016 Total Population	92,908
2016 Group Quarters	3,579
2020 Total Population	99,108
2016-2021 Annual Rate	1.30%
Household Summary	
2000 Households	25,519
2000 Average Household Size	2.62
2010 Households	31,960
2010 Average Household Size	2.58
2016 Households	35,053
2016 Average Household Size	2.55
2021 Households	37,685
2021 Average Household Size	2.53
2016-2021 Annual Rate	1.46%
2010 Families	21,271
2010 Average Family Size	3.11
2016 Families	22,942
2016 Average Family Size	3.10
2021 Families	24,461
2021 Average Family Size	3.09
2016-2021 Annual Rate	1.29%
Housing Unit Summary	
2000 Housing Units	28,426
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	10.2%
2010 Housing Units	35,385
Owner Occupied Housing Units	60.3%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	9.7%
2016 Housing Units	38,995
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	10.1%
2021 Housing Units	41,973
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	10.2%
Median Household Income	
2016	\$43,054
2021	\$47,424
Median Home Value	
2016	\$163,074
2021	\$202,965
Per Capita Income	
2016	\$23,655
2021	\$25,639
Median Age	
2010	32.9
2016	34.1
2021	35.7

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.

Market Profile

I-12 @ LA43
32, Hammond, Louisiana, 70403
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10 miles

2016 Households by Income

Household Income Base	35,053
<\$15,000	19.4%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	3.7%
\$200,000+	2.5%

Average Household Income \$59,810

2021 Households by Income

Household Income Base	37,685
<\$15,000	19.3%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	4.3%
\$200,000+	2.7%

Average Household Income \$64,759

2016 Owner Occupied Housing Units by Value

Total	21,744
<\$50,000	15.6%
\$50,000 - \$99,999	14.1%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.3%

Average Home Value \$188,223

2021 Owner Occupied Housing Units by Value

Total	23,440
<\$50,000	8.9%
\$50,000 - \$99,999	9.0%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	19.0%
\$200,000 - \$249,999	14.5%
\$250,000 - \$299,999	14.6%
\$300,000 - \$399,999	13.3%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	0.4%

Average Home Value \$228,092

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



Livingston Economic
Development Council, Inc.
P.O. Box 809
Livingston, LA 70754
(225) 686 - 3982

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10 miles

2010 Population by Age

Total	85,885
0 - 4	7.2%
5 - 9	6.6%
10 - 14	6.6%
15 - 24	18.3%
25 - 34	14.0%
35 - 44	11.6%
45 - 54	13.4%
55 - 64	11.2%
65 - 74	6.5%
75 - 84	3.4%
85 +	1.1%
18 +	75.6%

2016 Population by Age

Total	92,910
0 - 4	7.0%
5 - 9	6.8%
10 - 14	6.3%
15 - 24	15.8%
25 - 34	15.4%
35 - 44	11.9%
45 - 54	11.8%
55 - 64	12.0%
65 - 74	8.1%
75 - 84	3.6%
85 +	1.3%
18 +	76.5%

2021 Population by Age

Total	99,110
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.7%
15 - 24	14.8%
25 - 34	14.1%
35 - 44	13.2%
45 - 54	11.1%
55 - 64	11.8%
65 - 74	9.2%
75 - 84	4.4%
85 +	1.3%
18 +	76.4%

2010 Population by Sex

Males	41,603
Females	44,281

2016 Population by Sex

Males	45,247
Females	47,661

2021 Population by Sex

Males	48,506
Females	50,603

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

June 28, 2016

	10 miles
2010 Population by Race/Ethnicity	
Total	85,884
White Alone	69.9%
Black Alone	26.6%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.3%
Hispanic Origin	3.7%
Diversity Index	48.1
2016 Population by Race/Ethnicity	
Total	92,908
White Alone	68.7%
Black Alone	27.0%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	1.6%
Hispanic Origin	4.5%
Diversity Index	50.3
2021 Population by Race/Ethnicity	
Total	99,107
White Alone	67.2%
Black Alone	27.7%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	1.9%
Hispanic Origin	5.2%
Diversity Index	52.4
2010 Population by Relationship and Household Type	
Total	85,884
In Households	95.8%
In Family Households	79.5%
Householder	24.8%
Spouse	16.4%
Child	31.9%
Other relative	4.0%
Nonrelative	2.5%
In Nonfamily Households	16.3%
In Group Quarters	4.2%
Institutionalized Population	1.1%
Noninstitutionalized Population	3.1%

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.

10 miles

2016 Population 25+ by Educational Attainment

Total	59,604
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	12.5%
High School Graduate	29.2%
GED/Alternative Credential	5.4%
Some College, No Degree	21.4%
Associate Degree	4.6%
Bachelor's Degree	14.3%
Graduate/Professional Degree	7.1%

2016 Population 15+ by Marital Status

Total	74,280
Never Married	37.3%
Married	45.1%
Widowed	6.3%
Divorced	11.3%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	91.4%
Civilian Unemployed	8.6%

2016 Employed Population 16+ by Industry

Total	40,727
Agriculture/Mining	1.8%
Construction	9.8%
Manufacturing	8.5%
Wholesale Trade	2.3%
Retail Trade	13.8%
Transportation/Utilities	3.8%
Information	1.2%
Finance/Insurance/Real Estate	4.9%
Services	48.5%
Public Administration	5.4%

2016 Employed Population 16+ by Occupation

Total	40,727
White Collar	53.4%
Management/Business/Financial	12.0%
Professional	18.3%
Sales	9.7%
Administrative Support	13.3%
Services	20.9%
Blue Collar	25.7%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	7.6%
Installation/Maintenance/Repair	3.5%
Production	6.6%
Transportation/Material Moving	7.4%

2010 Population By Urban/ Rural Status

Total Population	85,884
Population Inside Urbanized Area	70.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	29.7%

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	10 miles
2010 Households by Type	
Total	31,960
Households with 1 Person	25.2%
Households with 2+ People	74.8%
Family Households	66.6%
Husband-wife Families	44.1%
With Related Children	19.4%
Other Family (No Spouse Present)	22.4%
Other Family with Male Householder	5.6%
With Related Children	3.4%
Other Family with Female Householder	16.8%
With Related Children	11.6%
Nonfamily Households	8.3%
All Households with Children	34.9%
Multigenerational Households	5.3%
Unmarried Partner Households	8.1%
Male-female	7.3%
Same-sex	0.8%
2010 Households by Size	
Total	31,961
1 Person Household	25.2%
2 Person Household	32.9%
3 Person Household	18.3%
4 Person Household	13.3%
5 Person Household	6.3%
6 Person Household	2.5%
7 + Person Household	1.6%
2010 Households by Tenure and Mortgage Status	
Total	31,960
Owner Occupied	66.7%
Owned with a Mortgage/Loan	39.6%
Owned Free and Clear	27.1%
Renter Occupied	33.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	35,385
Housing Units Inside Urbanized Area	70.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	30.0%

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.

10 miles

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Down the Road (10D)
3.	Front Porches (8E)

2016 Consumer Spending

Apparel & Services: Total \$	\$55,808,106
Average Spent	\$1,592.11
Spending Potential Index	79
Education: Total \$	\$35,756,881
Average Spent	\$1,020.08
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$81,076,019
Average Spent	\$2,312.96
Spending Potential Index	79
Food at Home: Total \$	\$142,869,422
Average Spent	\$4,075.81
Spending Potential Index	82
Food Away from Home: Total \$	\$86,969,480
Average Spent	\$2,481.09
Spending Potential Index	80
Health Care: Total \$	\$149,749,527
Average Spent	\$4,272.09
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$48,405,340
Average Spent	\$1,380.92
Spending Potential Index	78
Personal Care Products & Services: Total \$	\$19,993,000
Average Spent	\$570.36
Spending Potential Index	78
Shelter: Total \$	\$415,906,728
Average Spent	\$11,865.08
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$63,778,605
Average Spent	\$1,819.49
Spending Potential Index	78
Travel: Total \$	\$47,203,244
Average Spent	\$1,346.62
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$29,121,901
Average Spent	\$830.80
Spending Potential Index	80

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.