

# 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	2017	2022
Population	85,884	93,741	99,806
Households	31,960	35,300	37,830
Families	21,271	23,021	24,460
Average Household Size	2.58	2.55	2.54
Owner Occupied Housing Units	21,320	21,996	23,612
Renter Occupied Housing Units	10,640	13,305	14,218
Median Age	32.9	34.4	36.1
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.26%	0.71%	0.83%
Households	1.39%	0.75%	0.79%
Families	1.22%	0.58%	0.71%
Owner HHs	1.43%	0.76%	0.72%
Median Household Income	2.81%	2.15%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	6,507	18.4%	6,860	18.1%
\$15,000 - \$24,999	4,361	12.4%	4,376	11.6%
\$25,000 - \$34,999	3,894	11.0%	3,763	9.9%
\$35,000 - \$49,999	4,131	11.7%	3,519	9.3%
\$50,000 - \$74,999	6,180	17.5%	5,988	15.8%
\$75,000 - \$99,999	3,978	11.3%	4,904	13.0%
\$100,000 - \$149,999	3,814	10.8%	5,132	13.6%
\$150,000 - \$199,999	1,513	4.3%	2,044	5.4%
\$200,000+	921	2.6%	1,242	3.3%
Median Household Income	\$44,522		\$51,145	
Average Household Income	\$61,696		\$71,274	
Per Capita Income	\$24,316		\$28,027	

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,216	7.2%	6,396	6.8%	6,605	6.6%
5 - 9	5,674	6.6%	6,278	6.7%	6,517	6.5%
10 - 14	5,661	6.6%	5,896	6.3%	6,674	6.7%
15 - 19	7,410	8.6%	6,875	7.3%	7,523	7.5%
20 - 24	8,297	9.7%	7,723	8.2%	7,288	7.3%
25 - 34	12,036	14.0%	14,515	15.5%	13,813	13.8%
35 - 44	9,983	11.6%	11,309	12.1%	13,375	13.4%
45 - 54	11,513	13.4%	10,867	11.6%	11,000	11.0%
55 - 64	9,603	11.2%	11,258	12.0%	11,589	11.6%
65 - 74	5,592	6.5%	7,912	8.4%	9,404	9.4%
75 - 84	2,935	3.4%	3,493	3.7%	4,657	4.7%
85+	963	1.1%	1,221	1.3%	1,362	1.4%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,032	69.9%	64,018	68.3%	66,638	66.8%
Black Alone	22,816	26.6%	25,602	27.3%	28,073	28.1%
American Indian Alone	245	0.3%	291	0.3%	331	0.3%
Asian Alone	569	0.7%	795	0.8%	1,002	1.0%
Pacific Islander Alone	35	0.0%	62	0.1%	81	0.1%
Some Other Race Alone	1,061	1.2%	1,426	1.5%	1,736	1.7%
Two or More Races	1,126	1.3%	1,547	1.7%	1,945	1.9%
Hispanic Origin (Any Race)	3,195	3.7%	4,290	4.6%	5,208	5.2%

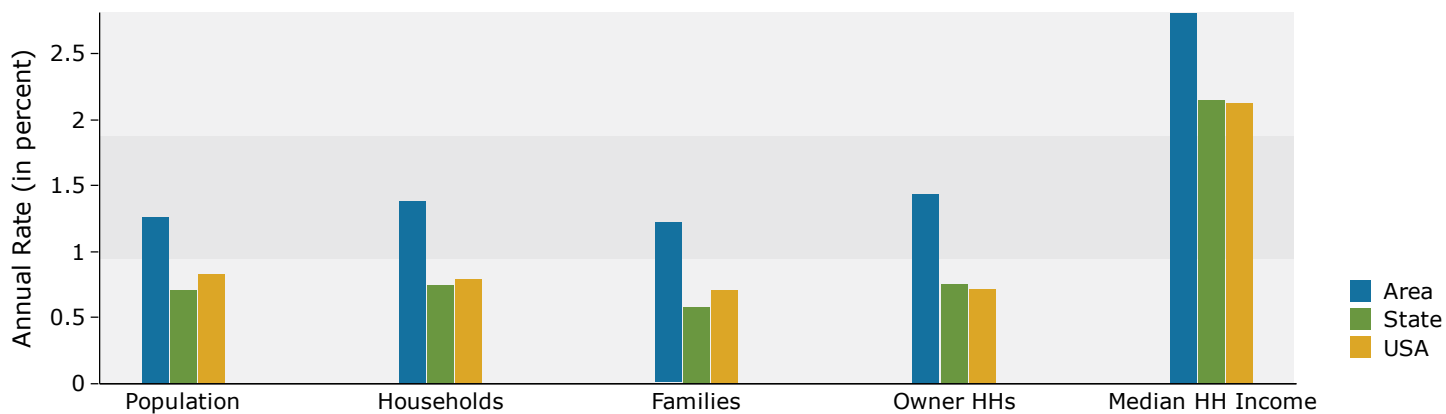
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

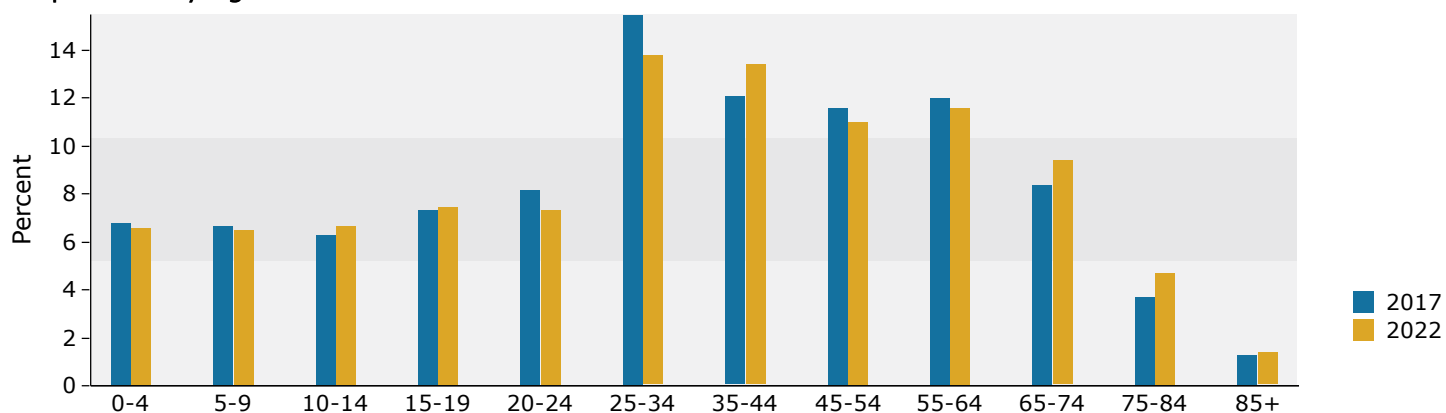
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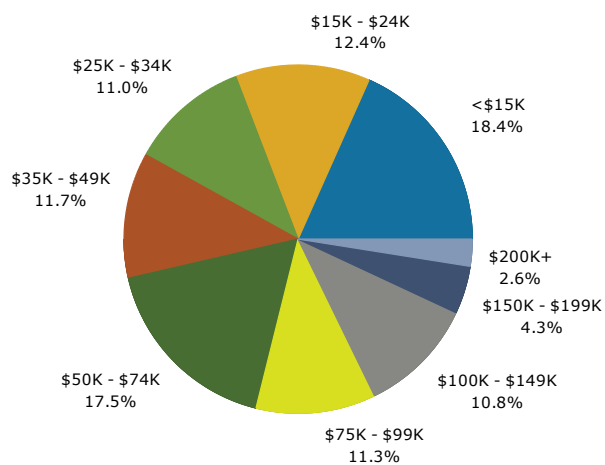
## Trends 2017-2022



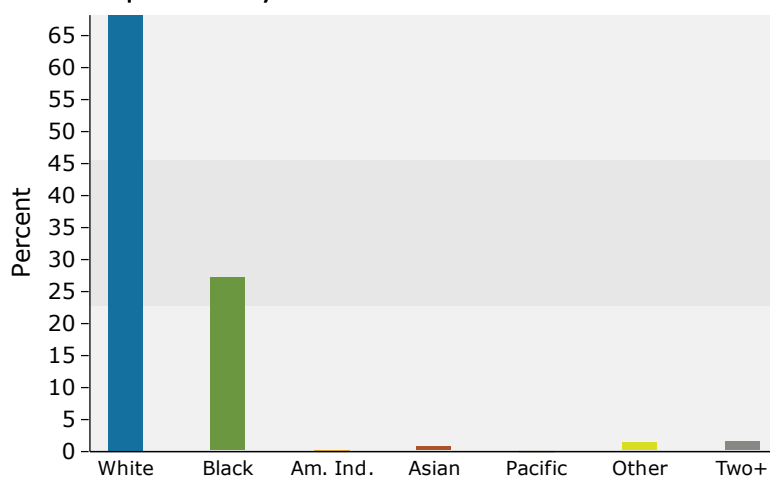
## Population by Age



## 2017 Household Income



## 2017 Population by Race



2017 Percent Hispanic Origin: 4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

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**10 miles**

### Population Summary

2000 Total Population	69,436
2010 Total Population	85,884
2017 Total Population	93,741
2017 Group Quarters	3,593
2022 Total Population	99,806
2017-2022 Annual Rate	1.26%
2017 Total Daytime Population	90,549
Workers	37,616
Residents	52,933

### Household Summary

2000 Households	25,519
2000 Average Household Size	2.62
2010 Households	31,960
2010 Average Household Size	2.58
2017 Households	35,300
2017 Average Household Size	2.55
2022 Households	37,830
2022 Average Household Size	2.54
2017-2022 Annual Rate	1.39%
2010 Families	21,271
2010 Average Family Size	3.11
2017 Families	23,021
2017 Average Family Size	3.10
2022 Families	24,460
2022 Average Family Size	3.10
2017-2022 Annual Rate	1.22%

### 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%
2017 Housing Units	39,064
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	9.6%
2022 Housing Units	41,889
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	9.7%

### Median Household Income

2017	\$44,522
2022	\$51,145

### Median Home Value

2017	\$172,395
2022	\$210,389

### Per Capita Income

2017	\$24,316
2022	\$28,027

### Median Age

2010	32.9
2017	34.4
2022	36.1

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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### 2017 Households by Income

Household Income Base	35,300
<\$15,000	18.4%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	4.3%
\$200,000+	2.6%

Average Household Income \$61,696

### 2022 Households by Income

Household Income Base	37,830
<\$15,000	18.1%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	5.4%
\$200,000+	3.3%

Average Household Income \$71,274

### 2017 Owner Occupied Housing Units by Value

Total	21,996
<\$50,000	11.2%
\$50,000 - \$99,999	13.7%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	8.1%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.4%

Average Home Value \$195,667

### 2022 Owner Occupied Housing Units by Value

Total	23,612
<\$50,000	6.9%
\$50,000 - \$99,999	9.3%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	16.1%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	11.4%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	1.9%
\$1,000,000 +	0.7%

Average Home Value \$248,837

**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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		<b>10 miles</b>
<b>2010 Population by Age</b>		
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%
<b>2017 Population by Age</b>		
Total		93,743
0 - 4		6.8%
5 - 9		6.7%
10 - 14		6.3%
15 - 24		15.6%
25 - 34		15.5%
35 - 44		12.1%
45 - 54		11.6%
55 - 64		12.0%
65 - 74		8.4%
75 - 84		3.7%
85 +		1.3%
18 +		76.8%
<b>2022 Population by Age</b>		
Total		99,807
0 - 4		6.6%
5 - 9		6.5%
10 - 14		6.7%
15 - 24		14.8%
25 - 34		13.8%
35 - 44		13.4%
45 - 54		11.0%
55 - 64		11.6%
65 - 74		9.4%
75 - 84		4.7%
85 +		1.4%
18 +		76.6%
<b>2010 Population by Sex</b>		
Males		41,603
Females		44,281
<b>2017 Population by Sex</b>		
Males		45,686
Females		48,056
<b>2022 Population by Sex</b>		
Males		48,894
Females		50,913

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 28, 2017

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### 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

### 2017 Population by Race/Ethnicity

Total	93,741
White Alone	68.3%
Black Alone	27.3%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	1.7%
Hispanic Origin	4.6%
Diversity Index	50.6

### 2022 Population by Race/Ethnicity

Total	99,806
White Alone	66.8%
Black Alone	28.1%
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	52.7

### 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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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### 2017 Population 25+ by Educational Attainment

Total	60,573
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	29.8%
GED/Alternative Credential	5.8%
Some College, No Degree	21.8%
Associate Degree	5.6%
Bachelor's Degree	14.7%
Graduate/Professional Degree	6.7%

### 2017 Population 15+ by Marital Status

Total	75,172
Never Married	37.1%
Married	44.9%
Widowed	7.0%
Divorced	11.0%

### 2017 Civilian Population 16+ in Labor Force

Civilian Employed	91.4%
Civilian Unemployed (Unemployment Rate)	8.6%

### 2017 Employed Population 16+ by Industry

Total	41,288
Agriculture/Mining	1.6%
Construction	10.4%
Manufacturing	8.6%
Wholesale Trade	2.0%
Retail Trade	11.4%
Transportation/Utilities	3.7%
Information	1.0%
Finance/Insurance/Real Estate	5.8%
Services	50.3%
Public Administration	5.1%

### 2017 Employed Population 16+ by Occupation

Total	41,288
White Collar	53.9%
Management/Business/Financial	12.1%
Professional	19.1%
Sales	9.2%
Administrative Support	13.5%
Services	21.1%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	3.4%
Production	6.4%
Transportation/Material Moving	7.0%

### 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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	31,960
Owner Occupied	66.7%
Owned with a Mortgage/Loan	39.6%
Owned Free and Clear	27.1%
Renter Occupied	33.3%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

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

## 2017 Consumer Spending

Apparel & Services: Total \$	\$58,834,624
Average Spent	\$1,666.70
Spending Potential Index	77
Education: Total \$	\$36,285,814
Average Spent	\$1,027.93
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$86,128,631
Average Spent	\$2,439.90
Spending Potential Index	78
Food at Home: Total \$	\$142,467,880
Average Spent	\$4,035.92
Spending Potential Index	80
Food Away from Home: Total \$	\$92,612,991
Average Spent	\$2,623.60
Spending Potential Index	79
Health Care: Total \$	\$158,558,796
Average Spent	\$4,491.75
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$53,499,977
Average Spent	\$1,515.58
Spending Potential Index	78
Personal Care Products & Services: Total \$	\$21,516,683
Average Spent	\$609.54
Spending Potential Index	77
Shelter: Total \$	\$430,245,915
Average Spent	\$12,188.27
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$64,615,499
Average Spent	\$1,830.47
Spending Potential Index	78
Travel: Total \$	\$52,551,919
Average Spent	\$1,488.72
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$30,177,110
Average Spent	\$854.88
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.