

Demographic and Income Profile

Denham Springs + 1/2 mile
Area: 18.43 Square miles

Prepared by Esri

Summary	Census 2010	2016	2021
Population	19,295	20,680	22,039
Households	7,424	8,066	8,647
Families	5,175	5,542	5,903
Average Household Size	2.58	2.54	2.53
Owner Occupied Housing Units	5,288	5,352	5,709
Renter Occupied Housing Units	2,136	2,713	2,939
Median Age	35.8	36.8	37.7
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.28%	0.77%	0.84%
Households	1.40%	0.85%	0.79%
Families	1.27%	0.68%	0.72%
Owner HHs	1.30%	0.85%	0.73%
Median Household Income	1.58%	2.12%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	846	10.5%	893	10.3%
\$15,000 - \$24,999	1,016	12.6%	1,170	13.5%
\$25,000 - \$34,999	985	12.2%	856	9.9%
\$35,000 - \$49,999	1,166	14.5%	1,022	11.8%
\$50,000 - \$74,999	1,543	19.1%	1,603	18.5%
\$75,000 - \$99,999	965	12.0%	1,229	14.2%
\$100,000 - \$149,999	1,012	12.5%	1,225	14.2%
\$150,000 - \$199,999	379	4.7%	473	5.5%
\$200,000+	153	1.9%	177	2.0%
Median Household Income	\$50,204		\$54,308	
Average Household Income	\$64,463		\$69,860	
Per Capita Income	\$25,215		\$27,420	

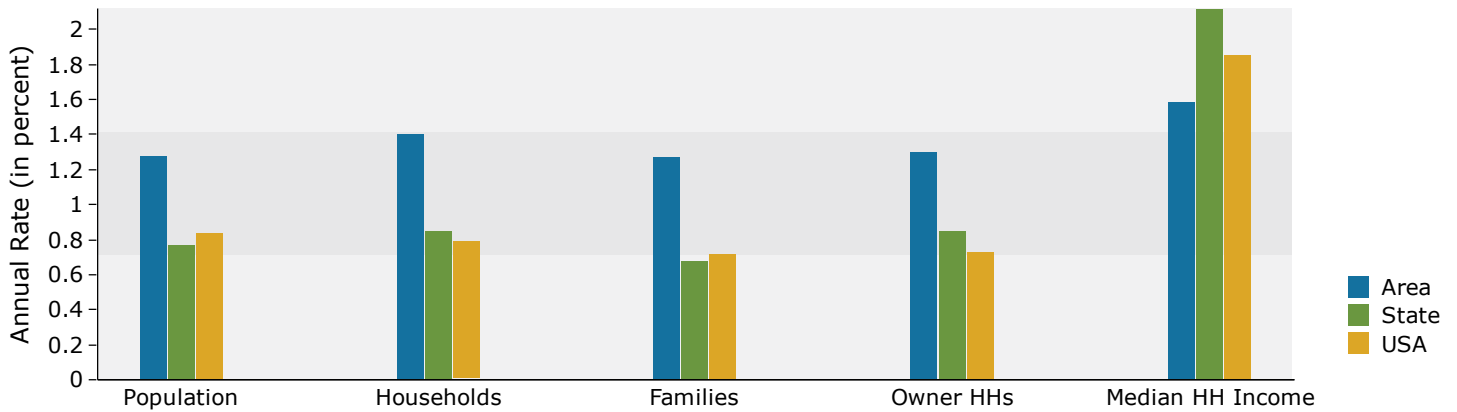
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,346	7.0%	1,408	6.8%	1,488	6.8%
5 - 9	1,310	6.8%	1,408	6.8%	1,489	6.8%
10 - 14	1,419	7.4%	1,358	6.6%	1,511	6.9%
15 - 19	1,396	7.2%	1,302	6.3%	1,337	6.1%
20 - 24	1,247	6.5%	1,325	6.4%	1,214	5.5%
25 - 34	2,735	14.2%	3,010	14.6%	3,104	14.1%
35 - 44	2,460	12.8%	2,736	13.2%	3,104	14.1%
45 - 54	2,692	14.0%	2,635	12.7%	2,620	11.9%
55 - 64	2,313	12.0%	2,592	12.5%	2,692	12.2%
65 - 74	1,273	6.6%	1,780	8.6%	2,151	9.8%
75 - 84	810	4.2%	793	3.8%	986	4.5%
85+	293	1.5%	332	1.6%	342	1.6%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,205	84.0%	16,734	80.9%	17,256	78.3%
Black Alone	2,081	10.8%	2,652	12.8%	3,191	14.5%
American Indian Alone	72	0.4%	89	0.4%	103	0.5%
Asian Alone	231	1.2%	299	1.4%	370	1.7%
Pacific Islander Alone	4	0.0%	8	0.0%	12	0.1%
Some Other Race Alone	421	2.2%	539	2.6%	662	3.0%
Two or More Races	282	1.5%	359	1.7%	445	2.0%
Hispanic Origin (Any Race)	994	5.2%	1,307	6.3%	1,623	7.4%

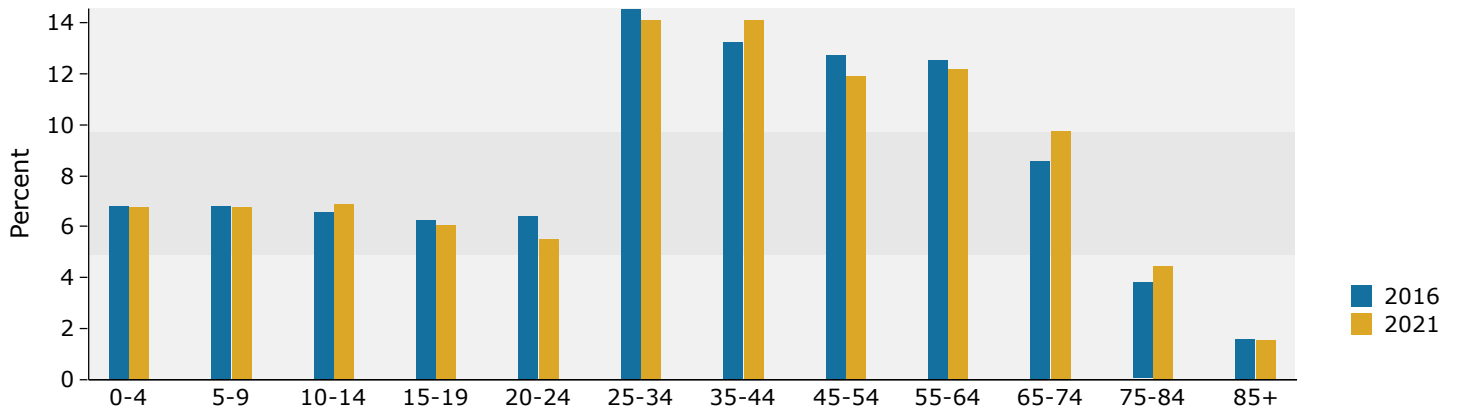
Data Note: Income is expressed in current dollars.

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

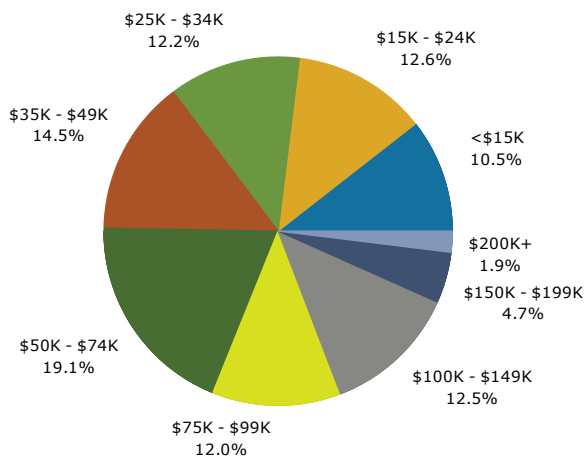
Trends 2016-2021



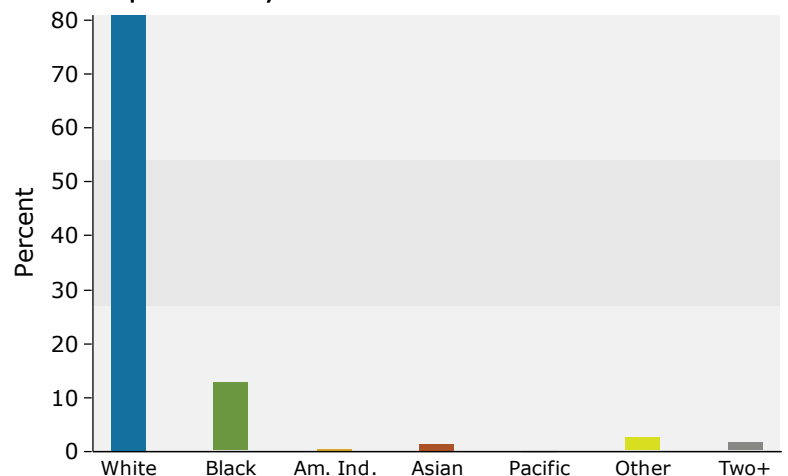
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 6.3%

Population Summary	
2000 Total Population	17,174
2010 Total Population	19,295
2016 Total Population	20,680
2016 Group Quarters	164
2020 Total Population	22,039
2016-2021 Annual Rate	1.28%
Household Summary	
2000 Households	6,380
2000 Average Household Size	2.66
2010 Households	7,424
2010 Average Household Size	2.58
2016 Households	8,066
2016 Average Household Size	2.54
2021 Households	8,647
2021 Average Household Size	2.53
2016-2021 Annual Rate	1.40%
2010 Families	5,175
2010 Average Family Size	3.06
2016 Families	5,542
2016 Average Family Size	3.04
2021 Families	5,903
2021 Average Family Size	3.03
2016-2021 Annual Rate	1.27%
Housing Unit Summary	
2000 Housing Units	6,871
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	7.1%
2010 Housing Units	7,867
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	5.6%
2016 Housing Units	8,645
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	6.7%
2021 Housing Units	9,303
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	7.1%
Median Household Income	
2016	\$50,204
2021	\$54,308
Median Home Value	
2016	\$159,913
2021	\$191,836
Per Capita Income	
2016	\$25,215
2021	\$27,420
Median Age	
2010	35.8
2016	36.8
2021	37.7

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.

2016 Households by Income

Household Income Base	8,066
<\$15,000	10.5%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.7%
\$200,000+	1.9%
Average Household Income	\$64,463

2021 Households by Income

Household Income Base	8,647
<\$15,000	10.3%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	5.5%
\$200,000+	2.0%
Average Household Income	\$69,860

2016 Owner Occupied Housing Units by Value

Total	5,352
<\$50,000	14.0%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	27.0%
\$200,000 - \$249,999	11.0%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.1%
Average Home Value	\$182,005

2021 Owner Occupied Housing Units by Value

Total	5,709
<\$50,000	7.8%
\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	33.6%
\$200,000 - \$249,999	22.0%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	8.3%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	1.8%
\$1,000,000 +	0.2%
Average Home Value	\$221,554

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.

2010 Population by Age

Total	19,295
0 - 4	7.0%
5 - 9	6.8%
10 - 14	7.4%
15 - 24	13.7%
25 - 34	14.2%
35 - 44	12.7%
45 - 54	14.0%
55 - 64	12.0%
65 - 74	6.6%
75 - 84	4.2%
85 +	1.5%
18 +	74.4%

2016 Population by Age

Total	20,679
0 - 4	6.8%
5 - 9	6.8%
10 - 14	6.6%
15 - 24	12.7%
25 - 34	14.6%
35 - 44	13.2%
45 - 54	12.7%
55 - 64	12.5%
65 - 74	8.6%
75 - 84	3.8%
85 +	1.6%
18 +	76.0%

2021 Population by Age

Total	22,038
0 - 4	6.8%
5 - 9	6.8%
10 - 14	6.9%
15 - 24	11.6%
25 - 34	14.1%
35 - 44	14.1%
45 - 54	11.9%
55 - 64	12.2%
65 - 74	9.8%
75 - 84	4.5%
85 +	1.6%
18 +	75.9%

2010 Population by Sex

Males	9,241
Females	10,054

2016 Population by Sex

Males	9,977
Females	10,704

2021 Population by Sex

Males	10,681
Females	11,357

2010 Population by Race/Ethnicity

Total	19,296
White Alone	84.0%
Black Alone	10.8%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	1.5%
Hispanic Origin	5.2%
Diversity Index	35.3

2016 Population by Race/Ethnicity

Total	20,680
White Alone	80.9%
Black Alone	12.8%
American Indian Alone	0.4%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	1.7%
Hispanic Origin	6.3%
Diversity Index	40.8

2021 Population by Race/Ethnicity

Total	22,039
White Alone	78.3%
Black Alone	14.5%
American Indian Alone	0.5%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	2.0%
Hispanic Origin	7.4%
Diversity Index	45.2

2010 Population by Relationship and Household Type

Total	19,295
In Households	99.2%
In Family Households	84.8%
Householder	26.6%
Spouse	18.0%
Child	33.8%
Other relative	3.6%
Nonrelative	2.7%
In Nonfamily Households	14.4%
In Group Quarters	0.8%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.1%

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.

2016 Population 25+ by Educational Attainment	
Total	13,879
Less than 9th Grade	5.7%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	29.7%
GED/Alternative Credential	6.7%
Some College, No Degree	23.2%
Associate Degree	5.9%
Bachelor's Degree	13.3%
Graduate/Professional Degree	4.1%
2016 Population 15+ by Marital Status	
Total	16,506
Never Married	29.6%
Married	47.2%
Widowed	7.5%
Divorced	15.6%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.2%
Civilian Unemployed	5.8%
2016 Employed Population 16+ by Industry	
Total	9,677
Agriculture/Mining	0.4%
Construction	10.5%
Manufacturing	8.8%
Wholesale Trade	3.0%
Retail Trade	17.9%
Transportation/Utilities	2.4%
Information	1.8%
Finance/Insurance/Real Estate	5.5%
Services	44.9%
Public Administration	4.8%
2016 Employed Population 16+ by Occupation	
Total	9,676
White Collar	59.1%
Management/Business/Financial	11.7%
Professional	15.6%
Sales	14.1%
Administrative Support	17.7%
Services	15.4%
Blue Collar	25.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	5.5%
Production	6.3%
Transportation/Material Moving	4.3%
2010 Population By Urban/ Rural Status	
Total Population	19,295
Population Inside Urbanized Area	98.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.5%

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

2010 Households by Type

Total	7,424
Households with 1 Person	24.5%
Households with 2+ People	75.5%
Family Households	69.7%
Husband-wife Families	47.1%
With Related Children	21.6%
Other Family (No Spouse Present)	22.6%
Other Family with Male Householder	6.2%
With Related Children	3.6%
Other Family with Female Householder	16.4%
With Related Children	10.8%
Nonfamily Households	5.8%

All Households with Children

36.6%

Multigenerational Households

4.8%

Unmarried Partner Households

7.1%

Male-female

6.4%

Same-sex

0.7%

2010 Households by Size

Total	7,426
1 Person Household	24.5%
2 Person Household	32.7%
3 Person Household	17.5%
4 Person Household	14.6%
5 Person Household	7.0%
6 Person Household	2.4%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	7,424
Owner Occupied	71.2%
Owned with a Mortgage/Loan	46.8%
Owned Free and Clear	24.4%
Renter Occupied	28.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	7,867
Housing Units Inside Urbanized Area	98.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.3%

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.

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Rustbelt Traditions (5D)
3.	Middleburg (4C)

2016 Consumer Spending

Apparel & Services: Total \$	\$13,685,011
Average Spent	\$1,696.63
Spending Potential Index	84
Education: Total \$	\$8,833,287
Average Spent	\$1,095.13
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$19,917,039
Average Spent	\$2,469.26
Spending Potential Index	85
Food at Home: Total \$	\$34,927,587
Average Spent	\$4,330.22
Spending Potential Index	87
Food Away from Home: Total \$	\$21,287,066
Average Spent	\$2,639.11
Spending Potential Index	85
Health Care: Total \$	\$36,945,677
Average Spent	\$4,580.42
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$12,024,968
Average Spent	\$1,490.82
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$4,935,311
Average Spent	\$611.87
Spending Potential Index	84
Shelter: Total \$	\$103,290,911
Average Spent	\$12,805.72
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,928,701
Average Spent	\$1,974.80
Spending Potential Index	85
Travel: Total \$	\$11,937,824
Average Spent	\$1,480.02
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$7,133,793
Average Spent	\$884.43
Spending Potential Index	85

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.