

# Demographic and Income Profile

I-12 @ Juban Road

Ring: 10 mile radius

Prepared by Esri

Latitude: 30.46340

Longitude: -90.91742

Summary	Census 2010	2018	2023
Population	240,279	260,593	274,340
Households	90,598	97,930	102,950
Families	64,127	68,290	71,403
Average Household Size	2.64	2.65	2.65
Owner Occupied Housing Units	64,844	67,829	72,485
Renter Occupied Housing Units	25,754	30,101	30,465
Median Age	34.3	36.1	36.8
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.03%	0.63%	0.83%
Households	1.00%	0.64%	0.79%
Families	0.90%	0.47%	0.71%
Owner HHs	1.34%	0.95%	1.16%
Median Household Income	1.06%	1.45%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	9,213	9.4%	8,768	8.5%
\$15,000 - \$24,999	9,074	9.3%	8,885	8.6%
\$25,000 - \$34,999	8,741	8.9%	8,711	8.5%
\$35,000 - \$49,999	13,273	13.6%	13,671	13.3%
\$50,000 - \$74,999	18,098	18.5%	18,874	18.3%
\$75,000 - \$99,999	12,882	13.2%	13,205	12.8%
\$100,000 - \$149,999	16,329	16.7%	18,562	18.0%
\$150,000 - \$199,999	6,559	6.7%	7,800	7.6%
\$200,000+	3,761	3.8%	4,474	4.3%
Median Household Income	\$59,577		\$62,814	
Average Household Income	\$77,976		\$84,971	
Per Capita Income	\$29,527		\$32,103	

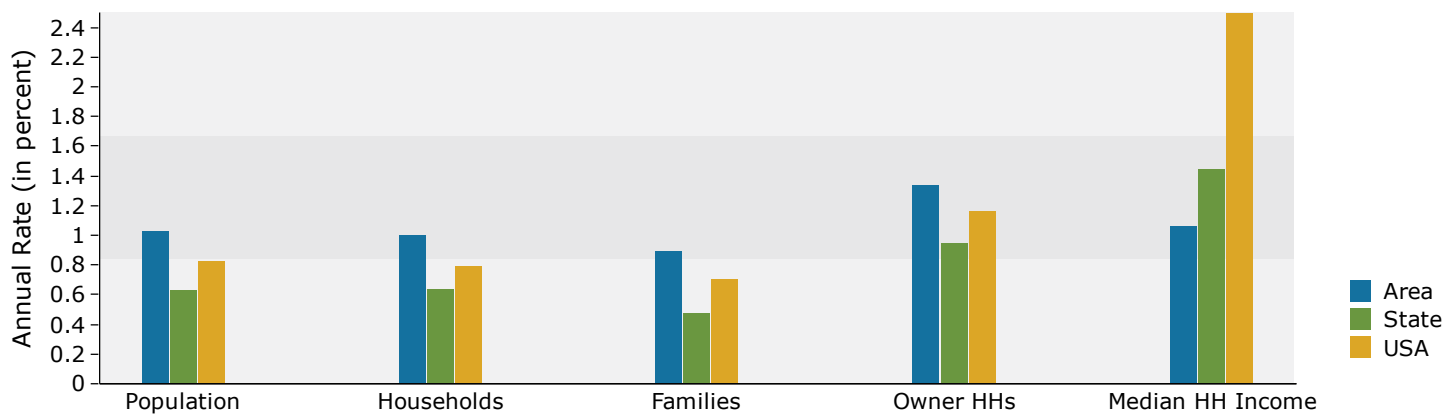
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,697	7.4%	17,762	6.8%	18,720	6.8%
5 - 9	17,337	7.2%	17,848	6.8%	18,548	6.8%
10 - 14	17,370	7.2%	17,791	6.8%	18,800	6.9%
15 - 19	16,882	7.0%	16,149	6.2%	17,057	6.2%
20 - 24	16,210	6.7%	16,557	6.4%	15,679	5.7%
25 - 34	36,950	15.4%	40,012	15.4%	40,822	14.9%
35 - 44	32,549	13.5%	36,068	13.8%	40,343	14.7%
45 - 54	33,219	13.8%	32,277	12.4%	32,450	11.8%
55 - 64	26,828	11.2%	31,233	12.0%	30,866	11.3%
65 - 74	14,617	6.1%	21,672	8.3%	24,791	9.0%
75 - 84	7,889	3.3%	9,680	3.7%	12,421	4.5%
85+	2,733	1.1%	3,544	1.4%	3,841	1.4%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	174,286	72.5%	183,151	70.3%	187,660	68.4%
Black Alone	50,948	21.2%	57,736	22.2%	63,177	23.0%
American Indian Alone	880	0.4%	1,042	0.4%	1,163	0.4%
Asian Alone	6,064	2.5%	7,933	3.0%	9,495	3.5%
Pacific Islander Alone	65	0.0%	117	0.0%	149	0.1%
Some Other Race Alone	4,614	1.9%	5,746	2.2%	6,717	2.4%
Two or More Races	3,423	1.4%	4,869	1.9%	5,979	2.2%
Hispanic Origin (Any Race)	11,004	4.6%	13,907	5.3%	16,549	6.0%

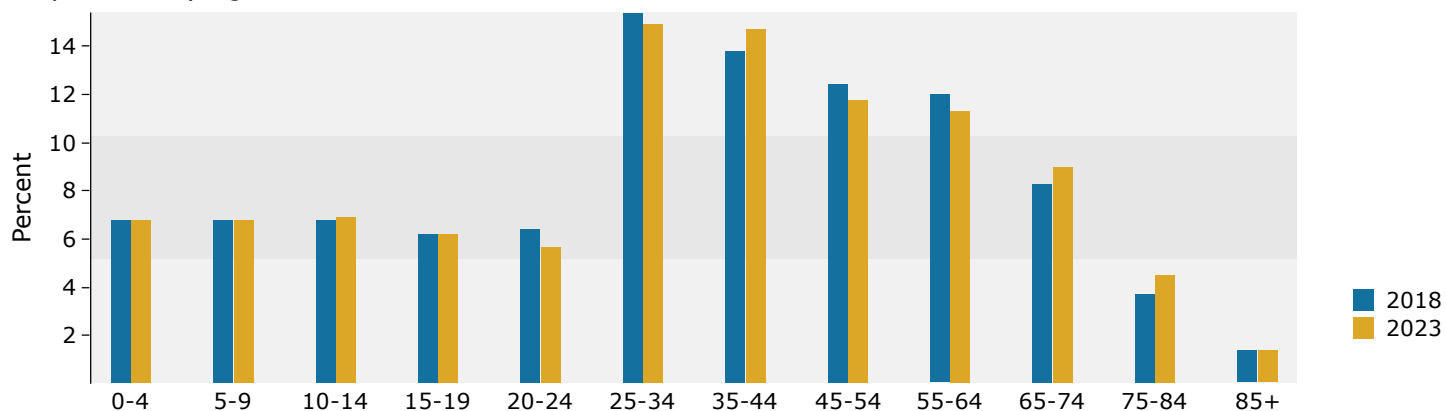
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

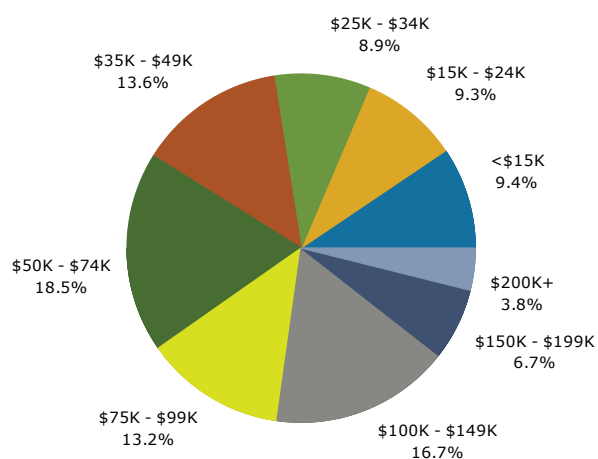
## Trends 2018-2023



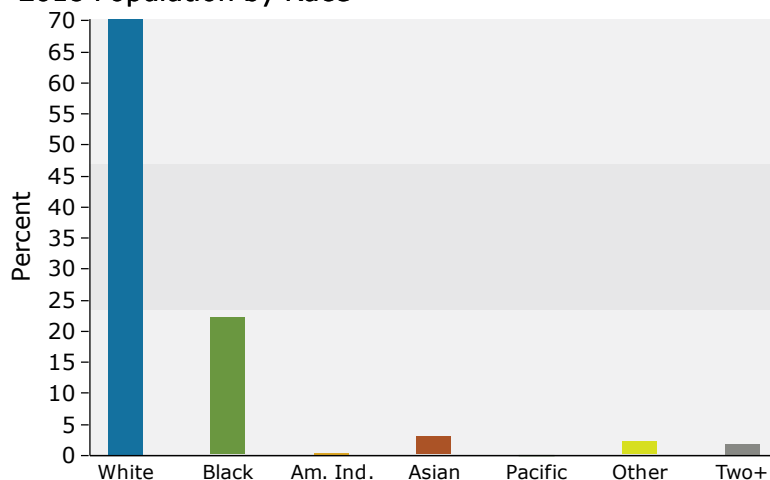
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 5.3%

**10 miles**

## Population Summary

2000 Total Population	195,970
2010 Total Population	240,279
2018 Total Population	260,593
2018 Group Quarters	1,336
2023 Total Population	274,340
2018-2023 Annual Rate	1.03%
2018 Total Daytime Population	221,888
Workers	95,461
Residents	126,427

## Household Summary

2000 Households	73,121
2000 Average Household Size	2.66
2010 Households	90,598
2010 Average Household Size	2.64
2018 Households	97,930
2018 Average Household Size	2.65
2023 Households	102,950
2023 Average Household Size	2.65
2018-2023 Annual Rate	1.00%
2010 Families	64,127
2010 Average Family Size	3.12
2018 Families	68,290
2018 Average Family Size	3.16
2023 Families	71,403
2023 Average Family Size	3.18
2018-2023 Annual Rate	0.90%

## Housing Unit Summary

2000 Housing Units	77,596
Owner Occupied Housing Units	69.7%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	5.8%
2010 Housing Units	96,545
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	6.2%
2018 Housing Units	104,949
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	6.7%
2023 Housing Units	110,627
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	6.9%

## Median Household Income

2018	\$59,577
2023	\$62,814

## Median Home Value

2018	\$193,712
2023	\$211,693

## Per Capita Income

2018	\$29,527
2023	\$32,103

## Median Age

2010	34.3
2018	36.1
2023	36.8

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

**10 miles**

**2018 Households by Income**

Household Income Base	97,930
<\$15,000	9.4%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	6.7%
\$200,000+	3.8%
Average Household Income	\$77,976

**2023 Households by Income**

Household Income Base	102,950
<\$15,000	8.5%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	7.6%
\$200,000+	4.3%
Average Household Income	\$84,971

**2018 Owner Occupied Housing Units by Value**

Total	67,822
<\$50,000	6.0%
\$50,000 - \$99,999	6.7%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	24.5%
\$200,000 - \$249,999	20.3%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	9.0%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$217,849

**2023 Owner Occupied Housing Units by Value**

Total	72,478
<\$50,000	3.9%
\$50,000 - \$99,999	4.8%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	22.9%
\$200,000 - \$249,999	22.1%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	10.7%
\$400,000 - \$499,999	5.2%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$245,806

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

I-12 @ Juban Road

Rings: 10 mile radii

Prepared by Esri

Latitude: 30.46340

Longitude: -90.91742

**10 miles**

## 2010 Population by Age

Total	240,280
0 - 4	7.4%
5 - 9	7.2%
10 - 14	7.2%
15 - 24	13.8%
25 - 34	15.4%
35 - 44	13.5%
45 - 54	13.8%
55 - 64	11.2%
65 - 74	6.1%
75 - 84	3.3%
85 +	1.1%
18 +	73.8%

## 2018 Population by Age

Total	260,593
0 - 4	6.8%
5 - 9	6.8%
10 - 14	6.8%
15 - 24	12.6%
25 - 34	15.4%
35 - 44	13.8%
45 - 54	12.4%
55 - 64	12.0%
65 - 74	8.3%
75 - 84	3.7%
85 +	1.4%
18 +	75.7%

## 2023 Population by Age

Total	274,338
0 - 4	6.8%
5 - 9	6.8%
10 - 14	6.9%
15 - 24	11.9%
25 - 34	14.9%
35 - 44	14.7%
45 - 54	11.8%
55 - 64	11.3%
65 - 74	9.0%
75 - 84	4.5%
85 +	1.4%
18 +	75.7%

## 2010 Population by Sex

Males	116,342
Females	123,937

## 2018 Population by Sex

Males	126,636
Females	133,958

## 2023 Population by Sex

Males	133,711
Females	140,629

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 16, 2018

**10 miles**

## 2010 Population by Race/Ethnicity

Total	240,280
White Alone	72.5%
Black Alone	21.2%
American Indian Alone	0.4%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	1.4%
Hispanic Origin	4.6%
Diversity Index	47.8

## 2018 Population by Race/Ethnicity

Total	260,594
White Alone	70.3%
Black Alone	22.2%
American Indian Alone	0.4%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	1.9%
Hispanic Origin	5.3%
Diversity Index	51.1

## 2023 Population by Race/Ethnicity

Total	274,340
White Alone	68.4%
Black Alone	23.0%
American Indian Alone	0.4%
Asian Alone	3.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	2.2%
Hispanic Origin	6.0%
Diversity Index	53.7

## 2010 Population by Relationship and Household Type

Total	240,279
In Households	99.4%
In Family Households	85.6%
Householder	26.7%
Spouse	19.0%
Child	33.7%
Other relative	3.8%
Nonrelative	2.4%
In Nonfamily Households	13.9%
In Group Quarters	0.6%
Institutionalized Population	0.5%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

**10 miles**

## 2018 Population 25+ by Educational Attainment

Total	174,486
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	6.5%
High School Graduate	26.9%
GED/Alternative Credential	4.6%
Some College, No Degree	23.4%
Associate Degree	7.0%
Bachelor's Degree	20.6%
Graduate/Professional Degree	8.2%

## 2018 Population 15+ by Marital Status

Total	207,192
Never Married	32.8%
Married	48.7%
Widowed	4.9%
Divorced	13.6%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.3%
Civilian Unemployed (Unemployment Rate)	3.7%

## 2018 Employed Population 16+ by Industry

Total	136,559
Agriculture/Mining	0.9%
Construction	10.5%
Manufacturing	8.3%
Wholesale Trade	2.6%
Retail Trade	12.8%
Transportation/Utilities	4.5%
Information	1.8%
Finance/Insurance/Real Estate	6.5%
Services	46.6%
Public Administration	5.5%

## 2018 Employed Population 16+ by Occupation

Total	136,560
White Collar	63.2%
Management/Business/Financial	15.4%
Professional	21.3%
Sales	12.0%
Administrative Support	14.6%
Services	15.5%
Blue Collar	21.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	4.5%
Production	6.2%
Transportation/Material Moving	4.7%

## 2010 Population By Urban/ Rural Status

Total Population	240,279
Population Inside Urbanized Area	89.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	10.3%

**10 miles**

## 2010 Households by Type

Total	90,597
Households with 1 Person	23.5%
Households with 2+ People	76.5%
Family Households	70.8%
Husband-wife Families	50.3%
With Related Children	23.8%
Other Family (No Spouse Present)	20.5%
Other Family with Male Householder	5.7%
With Related Children	3.6%
Other Family with Female Householder	14.9%
With Related Children	10.1%
Nonfamily Households	5.7%
All Households with Children	38.0%

## 2010 Households by Size

Multigenerational Households	4.4%
Unmarried Partner Households	6.7%
Male-female	6.0%
Same-sex	0.8%

## 2010 Households by Size

Total	90,598
1 Person Household	23.5%
2 Person Household	32.5%
3 Person Household	18.2%
4 Person Household	15.0%
5 Person Household	6.9%
6 Person Household	2.5%
7 + Person Household	1.4%

## 2010 Households by Tenure and Mortgage Status

Total	90,598
Owner Occupied	71.6%
Owned with a Mortgage/Loan	51.5%
Owned Free and Clear	20.1%
Renter Occupied	28.4%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	96,545
Housing Units Inside Urbanized Area	90.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	9.9%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



## Top 3 Tapestry Segments

<b>1.</b>	Middleburg (4C)
<b>2.</b>	In Style (5B)
<b>3.</b>	Bright Young Professionals

## 2018 Consumer Spending

Apparel & Services: Total \$	\$201,719,768
Average Spent	\$2,059.84
Spending Potential Index	95
Education: Total \$	\$129,347,334
Average Spent	\$1,320.81
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$293,825,574
Average Spent	\$3,000.36
Spending Potential Index	93
Food at Home: Total \$	\$460,452,363
Average Spent	\$4,701.85
Spending Potential Index	94
Food Away from Home: Total \$	\$328,038,502
Average Spent	\$3,349.72
Spending Potential Index	95
Health Care: Total \$	\$520,239,300
Average Spent	\$5,312.36
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$193,537,501
Average Spent	\$1,976.28
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$77,139,078
Average Spent	\$787.70
Spending Potential Index	95
Shelter: Total \$	\$1,524,399,114
Average Spent	\$15,566.21
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$221,206,932
Average Spent	\$2,258.83
Spending Potential Index	91
Travel: Total \$	\$194,764,537
Average Spent	\$1,988.81
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$99,298,684
Average Spent	\$1,013.98
Spending Potential Index	94

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.