

# Demographic and Income Profile

I-12 @ Juban Road  
27599 Juban Rd, Port Vincent, Louisiana, 70726  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 30.46340  
Longitude: -90.91742

Summary	Census 2010	2019	2024
Population	240,279	260,016	270,629
Households	90,598	97,763	101,624
Families	64,127	68,014	70,303
Average Household Size	2.64	2.65	2.65
Owner Occupied Housing Units	64,844	68,045	71,922
Renter Occupied Housing Units	25,754	29,718	29,702
Median Age	34.3	36.3	37.0
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.80%	0.41%	0.77%
Households	0.78%	0.43%	0.75%
Families	0.66%	0.26%	0.68%
Owner HHs	1.11%	0.73%	0.92%
Median Household Income	2.09%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	8,081	8.3%	7,429	7.3%
\$15,000 - \$24,999	8,774	9.0%	8,057	7.9%
\$25,000 - \$34,999	8,045	8.2%	7,616	7.5%
\$35,000 - \$49,999	11,768	12.0%	11,209	11.0%
\$50,000 - \$74,999	17,341	17.7%	17,685	17.4%
\$75,000 - \$99,999	14,268	14.6%	14,397	14.2%
\$100,000 - \$149,999	18,616	19.0%	21,573	21.2%
\$150,000 - \$199,999	6,793	6.9%	8,922	8.8%
\$200,000+	4,077	4.2%	4,736	4.7%
Median Household Income	\$65,556		\$72,684	
Average Household Income	\$82,218		\$91,267	
Per Capita Income	\$30,989		\$34,351	

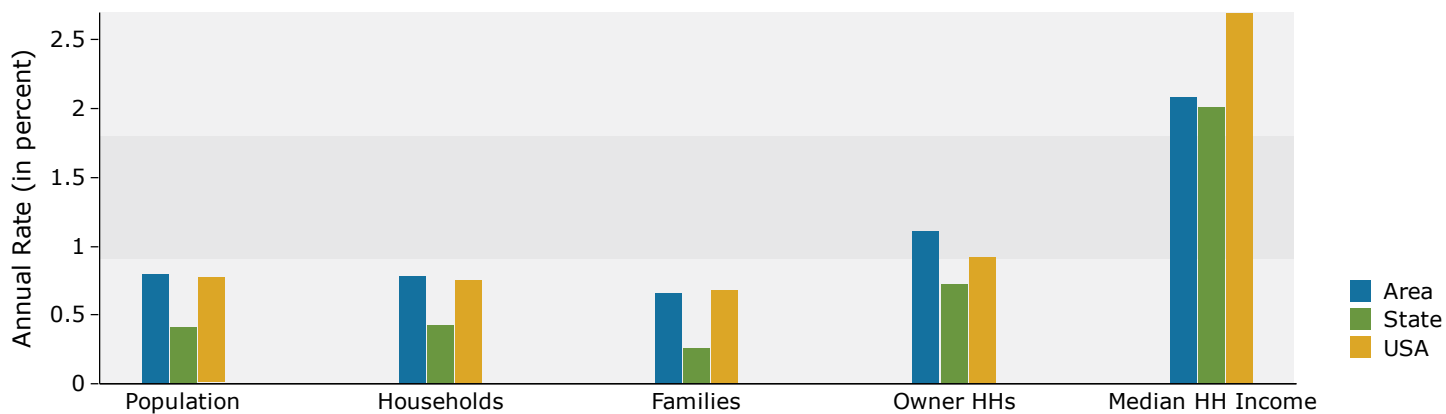
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,697	7.4%	17,545	6.7%	18,328	6.8%
5 - 9	17,337	7.2%	17,643	6.8%	18,171	6.7%
10 - 14	17,370	7.2%	17,633	6.8%	18,405	6.8%
15 - 19	16,882	7.0%	15,932	6.1%	16,713	6.2%
20 - 24	16,210	6.7%	16,070	6.2%	15,454	5.7%
25 - 34	36,950	15.4%	39,977	15.4%	40,284	14.9%
35 - 44	32,549	13.5%	36,544	14.1%	39,897	14.7%
45 - 54	33,219	13.8%	31,621	12.2%	31,910	11.8%
55 - 64	26,828	11.2%	31,126	12.0%	29,964	11.1%
65 - 74	14,617	6.1%	22,266	8.6%	24,672	9.1%
75 - 84	7,889	3.3%	10,037	3.9%	12,897	4.8%
85+	2,733	1.1%	3,622	1.4%	3,933	1.5%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	174,286	72.5%	181,253	69.7%	183,769	67.9%
Black Alone	50,948	21.2%	58,476	22.5%	63,026	23.3%
American Indian Alone	880	0.4%	982	0.4%	1,052	0.4%
Asian Alone	6,064	2.5%	8,276	3.2%	9,758	3.6%
Pacific Islander Alone	65	0.0%	94	0.0%	111	0.0%
Some Other Race Alone	4,614	1.9%	6,002	2.3%	6,899	2.5%
Two or More Races	3,423	1.4%	4,931	1.9%	6,013	2.2%
Hispanic Origin (Any Race)	11,004	4.6%	14,435	5.6%	16,829	6.2%

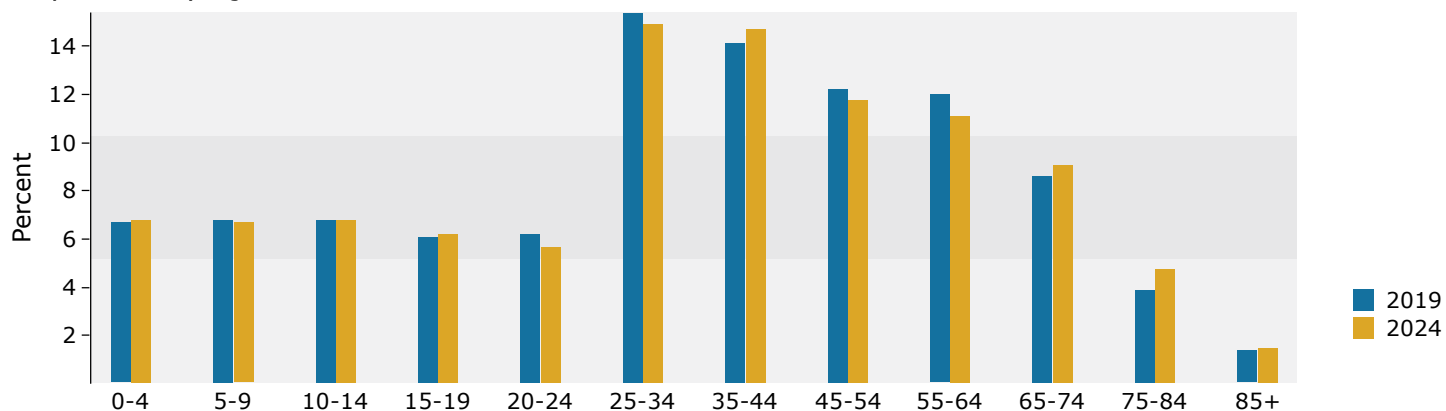
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

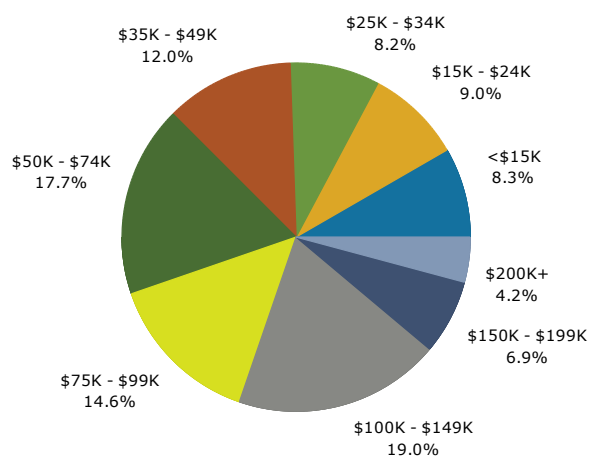
## Trends 2019-2024



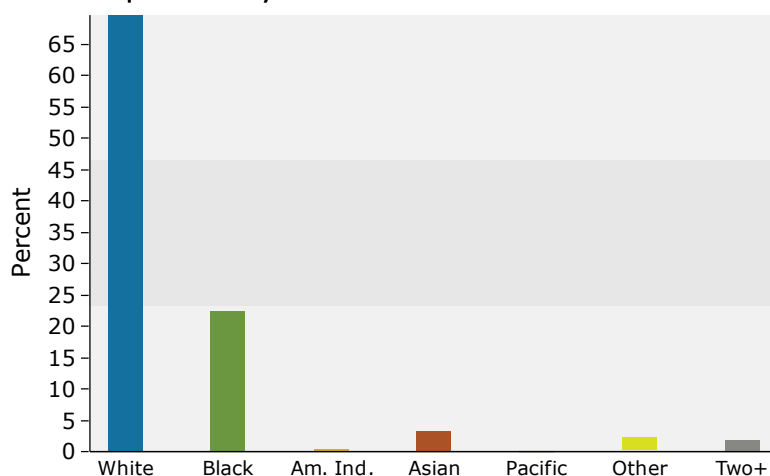
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 5.6%

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	<b>10 miles</b>
<b>Population Summary</b>	
2000 Total Population	195,970
2010 Total Population	240,279
2019 Total Population	260,016
2019 Group Quarters	1,336
2024 Total Population	270,629
2019-2024 Annual Rate	0.80%
2019 Total Daytime Population	227,552
Workers	97,123
Residents	130,429
<b>Household Summary</b>	
2000 Households	73,121
2000 Average Household Size	2.66
2010 Households	90,598
2010 Average Household Size	2.64
2019 Households	97,763
2019 Average Household Size	2.65
2024 Households	101,624
2024 Average Household Size	2.65
2019-2024 Annual Rate	0.78%
2010 Families	64,127
2010 Average Family Size	3.12
2019 Families	68,014
2019 Average Family Size	3.15
2024 Families	70,303
2024 Average Family Size	3.17
2019-2024 Annual Rate	0.66%
<b>Housing Unit Summary</b>	
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%
2019 Housing Units	105,336
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	7.2%
2024 Housing Units	110,784
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	8.3%
<b>Median Household Income</b>	
2019	\$65,556
2024	\$72,684
<b>Median Home Value</b>	
2019	\$185,911
2024	\$199,895
<b>Per Capita Income</b>	
2019	\$30,989
2024	\$34,351
<b>Median Age</b>	
2010	34.3
2019	36.3
2024	37.0

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

# Market Profile

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<b>2019 Households by Income</b>	
Household Income Base	97,763
<\$15,000	8.3%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	6.9%
\$200,000+	4.2%
Average Household Income	\$82,218
<b>2024 Households by Income</b>	
Household Income Base	101,624
<\$15,000	7.3%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	8.8%
\$200,000+	4.7%
Average Household Income	\$91,267
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	68,037
<\$50,000	5.8%
\$50,000 - \$99,999	7.5%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	27.8%
\$200,000 - \$249,999	16.3%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	8.5%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$214,311
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	71,914
<\$50,000	3.8%
\$50,000 - \$99,999	5.6%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	26.5%
\$200,000 - \$249,999	17.8%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	10.1%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.3%
Average Home Value	\$243,641

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>	
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%
<b>2019 Population by Age</b>	
Total	260,016
0 - 4	6.7%
5 - 9	6.8%
10 - 14	6.8%
15 - 24	12.3%
25 - 34	15.4%
35 - 44	14.1%
45 - 54	12.2%
55 - 64	12.0%
65 - 74	8.6%
75 - 84	3.9%
85 +	1.4%
18 +	76.0%
<b>2024 Population by Age</b>	
Total	270,628
0 - 4	6.8%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	11.9%
25 - 34	14.9%
35 - 44	14.7%
45 - 54	11.8%
55 - 64	11.1%
65 - 74	9.1%
75 - 84	4.8%
85 +	1.5%
18 +	75.9%
<b>2010 Population by Sex</b>	
Males	116,342
Females	123,937
<b>2019 Population by Sex</b>	
Males	126,376
Females	133,640
<b>2024 Population by Sex</b>	
Males	131,719
Females	138,910

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	<b>10 miles</b>
<b>2010 Population by Race/Ethnicity</b>	
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
<b>2019 Population by Race/Ethnicity</b>	
Total	260,014
White Alone	69.7%
Black Alone	22.5%
American Indian Alone	0.4%
Asian Alone	3.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	1.9%
Hispanic Origin	5.6%
Diversity Index	51.9
<b>2024 Population by Race/Ethnicity</b>	
Total	270,628
White Alone	67.9%
Black Alone	23.3%
American Indian Alone	0.4%
Asian Alone	3.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	2.2%
Hispanic Origin	6.2%
Diversity Index	54.4
<b>2010 Population by Relationship and Household Type</b>	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	<b>10 miles</b>
<b>2019 Population 25+ by Educational Attainment</b>	
Total	175,193
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	26.6%
GED/Alternative Credential	4.4%
Some College, No Degree	24.0%
Associate Degree	6.9%
Bachelor's Degree	20.7%
Graduate/Professional Degree	8.6%
<b>2019 Population 15+ by Marital Status</b>	
Total	207,195
Never Married	33.2%
Married	49.1%
Widowed	5.7%
Divorced	12.1%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.7%
Civilian Unemployed (Unemployment Rate)	4.3%
<b>2019 Employed Population 16+ by Industry</b>	
Total	131,837
Agriculture/Mining	0.7%
Construction	9.7%
Manufacturing	9.1%
Wholesale Trade	2.3%
Retail Trade	12.4%
Transportation/Utilities	6.0%
Information	1.7%
Finance/Insurance/Real Estate	7.2%
Services	44.3%
Public Administration	6.6%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	131,835
White Collar	60.7%
Management/Business/Financial	14.1%
Professional	20.2%
Sales	11.6%
Administrative Support	14.8%
Services	16.3%
Blue Collar	23.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	4.3%
Production	5.9%
Transportation/Material Moving	6.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	240,279
Population Inside Urbanized Area	89.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	10.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>	
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%
Multigenerational Households	4.4%
Unmarried Partner Households	6.7%
Male-female	6.0%
Same-sex	0.8%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	90,598
Owner Occupied	71.6%
Owned with a Mortgage/Loan	51.5%
Owned Free and Clear	20.1%
Renter Occupied	28.4%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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**10 miles**

## Top 3 Tapestry Segments

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

## 2019 Consumer Spending

Apparel & Services: Total \$	\$199,589,624
Average Spent	\$2,041.57
Spending Potential Index	95
Education: Total \$	\$139,776,371
Average Spent	\$1,429.75
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$300,446,530
Average Spent	\$3,073.21
Spending Potential Index	94
Food at Home: Total \$	\$479,644,379
Average Spent	\$4,906.20
Spending Potential Index	95
Food Away from Home: Total \$	\$344,560,722
Average Spent	\$3,524.45
Spending Potential Index	96
Health Care: Total \$	\$549,870,225
Average Spent	\$5,624.52
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$200,976,388
Average Spent	\$2,055.75
Spending Potential Index	96
Personal Care Products & Services: Total \$	\$84,427,597
Average Spent	\$863.59
Spending Potential Index	97
Shelter: Total \$	\$1,682,019,955
Average Spent	\$17,205.08
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$229,936,382
Average Spent	\$2,351.98
Spending Potential Index	95
Travel: Total \$	\$204,965,058
Average Spent	\$2,096.55
Spending Potential Index	93
Vehicle Maintenance & Repairs: Total \$	\$107,983,862
Average Spent	\$1,104.55
Spending Potential Index	97

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.