

Demographic and Income Profile

I-12 @ LA43

Ring: 10 mile radius

Prepared by Esri

Latitude: 30.47783

Longitude: -90.57861

Summary	Census 2010	2018	2023
Population	85,884	95,211	101,488
Households	31,960	35,731	38,250
Families	21,271	23,238	24,649
Average Household Size	2.58	2.56	2.56
Owner Occupied Housing Units	21,320	23,615	25,847
Renter Occupied Housing Units	10,640	12,117	12,404
Median Age	32.9	34.7	36.3
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.29%	0.63%	0.83%
Households	1.37%	0.64%	0.79%
Families	1.19%	0.47%	0.71%
Owner HHs	1.82%	0.95%	1.16%
Median Household Income	1.95%	1.45%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	6,769	18.9%	6,540	17.1%
\$15,000 - \$24,999	4,569	12.8%	4,542	11.9%
\$25,000 - \$34,999	3,615	10.1%	3,714	9.7%
\$35,000 - \$49,999	4,453	12.5%	4,769	12.5%
\$50,000 - \$74,999	6,473	18.1%	7,082	18.5%
\$75,000 - \$99,999	3,828	10.7%	4,143	10.8%
\$100,000 - \$149,999	3,641	10.2%	4,413	11.5%
\$150,000 - \$199,999	1,385	3.9%	1,752	4.6%
\$200,000+	999	2.8%	1,294	3.4%
Median Household Income	\$43,760		\$48,205	
Average Household Income	\$60,994		\$68,015	
Per Capita Income	\$23,957		\$26,632	

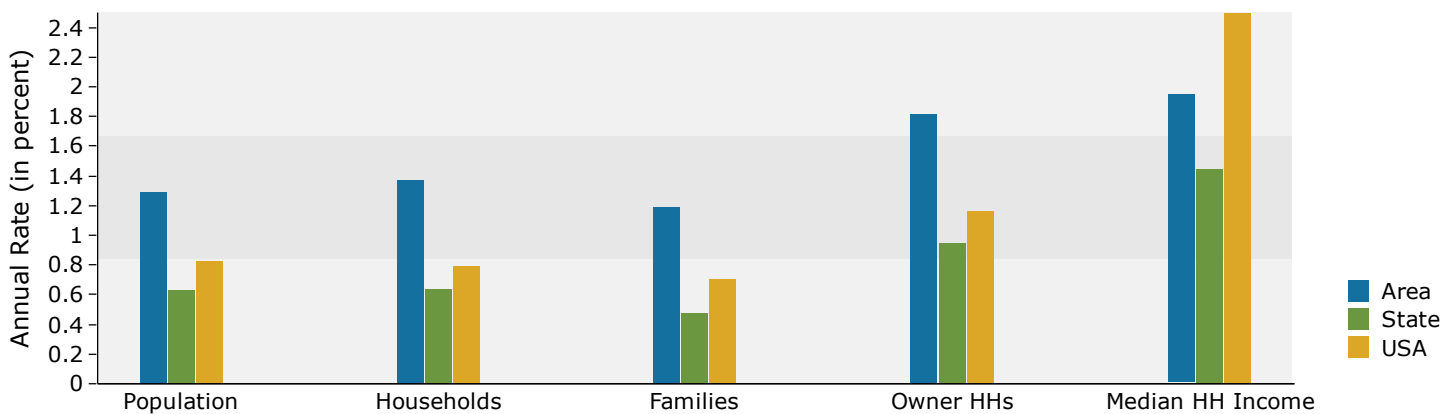
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,216	7.2%	6,467	6.8%	6,696	6.6%
5 - 9	5,674	6.6%	6,291	6.6%	6,566	6.5%
10 - 14	5,661	6.6%	5,987	6.3%	6,671	6.6%
15 - 19	7,410	8.6%	6,979	7.3%	7,702	7.6%
20 - 24	8,297	9.7%	7,925	8.3%	7,609	7.5%
25 - 34	12,036	14.0%	14,426	15.2%	13,596	13.4%
35 - 44	9,983	11.6%	11,554	12.1%	13,555	13.4%
45 - 54	11,513	13.4%	10,885	11.4%	11,268	11.1%
55 - 64	9,603	11.2%	11,514	12.1%	11,681	11.5%
65 - 74	5,592	6.5%	8,269	8.7%	9,799	9.7%
75 - 84	2,935	3.4%	3,653	3.8%	4,930	4.9%
85+	963	1.1%	1,262	1.3%	1,415	1.4%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,032	69.9%	64,937	68.2%	67,540	66.5%
Black Alone	22,816	26.6%	25,942	27.2%	28,476	28.1%
American Indian Alone	245	0.3%	278	0.3%	305	0.3%
Asian Alone	569	0.7%	831	0.9%	1,071	1.1%
Pacific Islander Alone	35	0.0%	51	0.1%	62	0.1%
Some Other Race Alone	1,061	1.2%	1,541	1.6%	1,964	1.9%
Two or More Races	1,126	1.3%	1,632	1.7%	2,071	2.0%
Hispanic Origin (Any Race)	3,195	3.7%	4,585	4.8%	5,779	5.7%

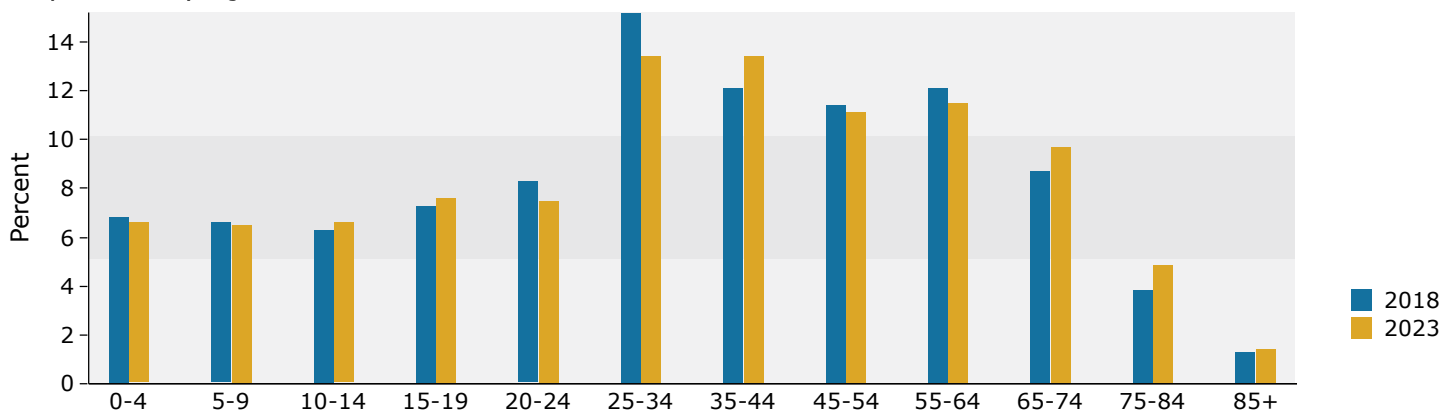
Data Note: Income is expressed in current dollars.

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

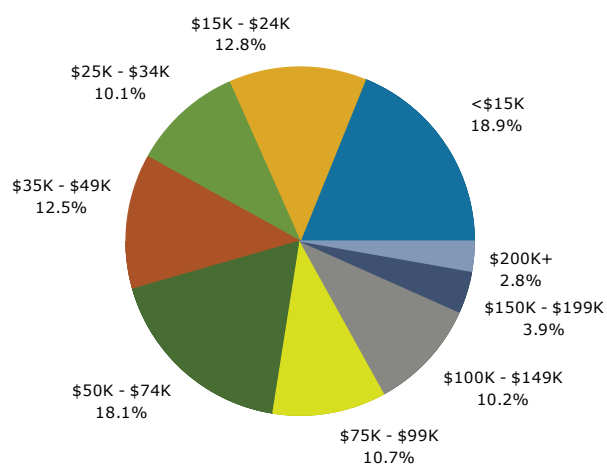
Trends 2018-2023



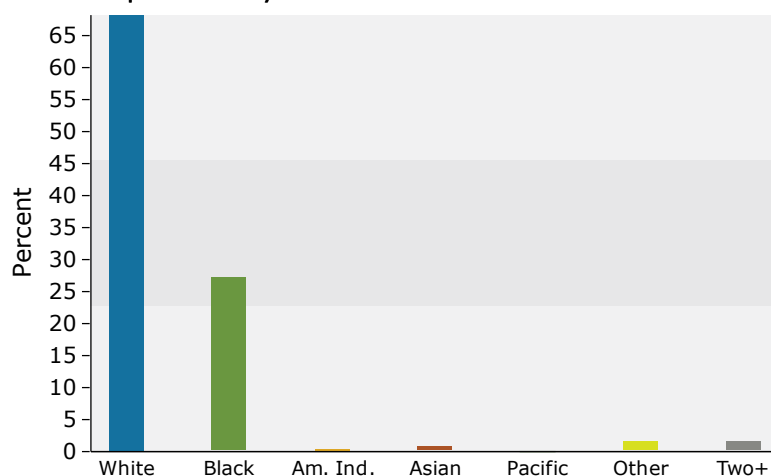
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 4.8%

10 miles

Population Summary

2000 Total Population	69,436
2010 Total Population	85,884
2018 Total Population	95,211
2018 Group Quarters	3,592
2023 Total Population	101,488
2018-2023 Annual Rate	1.29%
2018 Total Daytime Population	93,120
Workers	41,442
Residents	51,678

Household Summary

2000 Households	25,519
2000 Average Household Size	2.62
2010 Households	31,960
2010 Average Household Size	2.58
2018 Households	35,731
2018 Average Household Size	2.56
2023 Households	38,250
2023 Average Household Size	2.56
2018-2023 Annual Rate	1.37%
2010 Families	21,271
2010 Average Family Size	3.11
2018 Families	23,238
2018 Average Family Size	3.14
2023 Families	24,649
2023 Average Family Size	3.15
2018-2023 Annual Rate	1.19%

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%
2018 Housing Units	39,489
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	9.5%
2023 Housing Units	42,288
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	9.5%

Median Household Income

2018	\$43,760
2023	\$48,205

Median Home Value

2018	\$174,472
2023	\$203,770

Per Capita Income

2018	\$23,957
2023	\$26,632

Median Age

2010	32.9
2018	34.7
2023	36.3

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	35,731
<\$15,000	18.9%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	3.9%
\$200,000+	2.8%
Average Household Income	\$60,994

2023 Households by Income

Household Income Base	38,250
<\$15,000	17.1%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	4.6%
\$200,000+	3.4%
Average Household Income	\$68,015

2018 Owner Occupied Housing Units by Value

Total	23,615
<\$50,000	11.3%
\$50,000 - \$99,999	13.7%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	8.1%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$198,529

2023 Owner Occupied Housing Units by Value

Total	25,847
<\$50,000	7.6%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	18.1%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	10.3%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	4.4%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$239,331

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.

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%

2018 Population by Age

Total	95,212
0 - 4	6.8%
5 - 9	6.6%
10 - 14	6.3%
15 - 24	15.7%
25 - 34	15.2%
35 - 44	12.1%
45 - 54	11.4%
55 - 64	12.1%
65 - 74	8.7%
75 - 84	3.8%
85 +	1.3%
18 +	76.9%

2023 Population by Age

Total	101,488
0 - 4	6.6%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	15.1%
25 - 34	13.4%
35 - 44	13.4%
45 - 54	11.1%
55 - 64	11.5%
65 - 74	9.7%
75 - 84	4.9%
85 +	1.4%
18 +	76.8%

2010 Population by Sex

Males	41,603
Females	44,281

2018 Population by Sex

Males	46,343
Females	48,868

2023 Population by Sex

Males	49,696
Females	51,792

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

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

2018 Population by Race/Ethnicity

Total	95,212
White Alone	68.2%
Black Alone	27.2%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	1.7%
Hispanic Origin	4.8%
Diversity Index	51.0

2023 Population by Race/Ethnicity

Total	101,489
White Alone	66.5%
Black Alone	28.1%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.9%
Two or More Races	2.0%
Hispanic Origin	5.7%
Diversity Index	53.4

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

10 miles

2018 Population 25+ by Educational Attainment

Total	61,563
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	30.9%
GED/Alternative Credential	5.4%
Some College, No Degree	20.7%
Associate Degree	4.9%
Bachelor's Degree	14.2%
Graduate/Professional Degree	7.4%

2018 Population 15+ by Marital Status

Total	76,466
Never Married	37.6%
Married	43.6%
Widowed	6.5%
Divorced	12.2%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed (Unemployment Rate)	6.5%

2018 Employed Population 16+ by Industry

Total	44,051
Agriculture/Mining	1.8%
Construction	10.8%
Manufacturing	8.2%
Wholesale Trade	2.1%
Retail Trade	11.8%
Transportation/Utilities	3.9%
Information	1.1%
Finance/Insurance/Real Estate	5.6%
Services	49.7%
Public Administration	4.9%

2018 Employed Population 16+ by Occupation

Total	44,050
White Collar	54.1%
Management/Business/Financial	12.0%
Professional	19.2%
Sales	9.2%
Administrative Support	13.7%
Services	20.9%
Blue Collar	25.0%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	3.5%
Production	6.5%
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%

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

Top 3 Tapestry Segments

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

2018 Consumer Spending

Apparel & Services: Total \$	\$57,411,935
Average Spent	\$1,606.78
Spending Potential Index	74
Education: Total \$	\$35,349,103
Average Spent	\$989.31
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$86,027,062
Average Spent	\$2,407.63
Spending Potential Index	75
Food at Home: Total \$	\$136,717,005
Average Spent	\$3,826.29
Spending Potential Index	76
Food Away from Home: Total \$	\$93,656,123
Average Spent	\$2,621.14
Spending Potential Index	75
Health Care: Total \$	\$157,542,793
Average Spent	\$4,409.13
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$55,140,437
Average Spent	\$1,543.21
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$21,893,556
Average Spent	\$612.73
Spending Potential Index	74
Shelter: Total \$	\$429,885,891
Average Spent	\$12,031.17
Spending Potential Index	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$65,373,076
Average Spent	\$1,829.59
Spending Potential Index	74
Travel: Total \$	\$53,117,600
Average Spent	\$1,486.60
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$29,297,179
Average Spent	\$819.94
Spending Potential Index	76

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.