

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	2019	2024
Population	85,884	95,840	101,134
Households	31,960	36,029	38,190
Families	21,271	23,370	24,550
Average Household Size	2.58	2.56	2.55
Owner Occupied Housing Units	21,320	24,526	26,465
Renter Occupied Housing Units	10,640	11,503	11,725
Median Age	32.9	34.9	36.6
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.08%	0.41%	0.77%
Households	1.17%	0.43%	0.75%
Families	0.99%	0.26%	0.68%
Owner HHs	1.53%	0.73%	0.92%
Median Household Income	2.16%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	5,653	15.7%	5,481	14.4%
\$15,000 - \$24,999	4,877	13.5%	4,770	12.5%
\$25,000 - \$34,999	4,342	12.1%	4,385	11.5%
\$35,000 - \$49,999	4,629	12.8%	4,663	12.2%
\$50,000 - \$74,999	5,862	16.3%	6,336	16.6%
\$75,000 - \$99,999	3,957	11.0%	4,226	11.1%
\$100,000 - \$149,999	3,887	10.8%	4,698	12.3%
\$150,000 - \$199,999	1,844	5.1%	2,479	6.5%
\$200,000+	979	2.7%	1,153	3.0%
Median Household Income	\$44,153		\$49,141	
Average Household Income	\$63,724		\$70,911	
Per Capita Income	\$24,006		\$26,824	

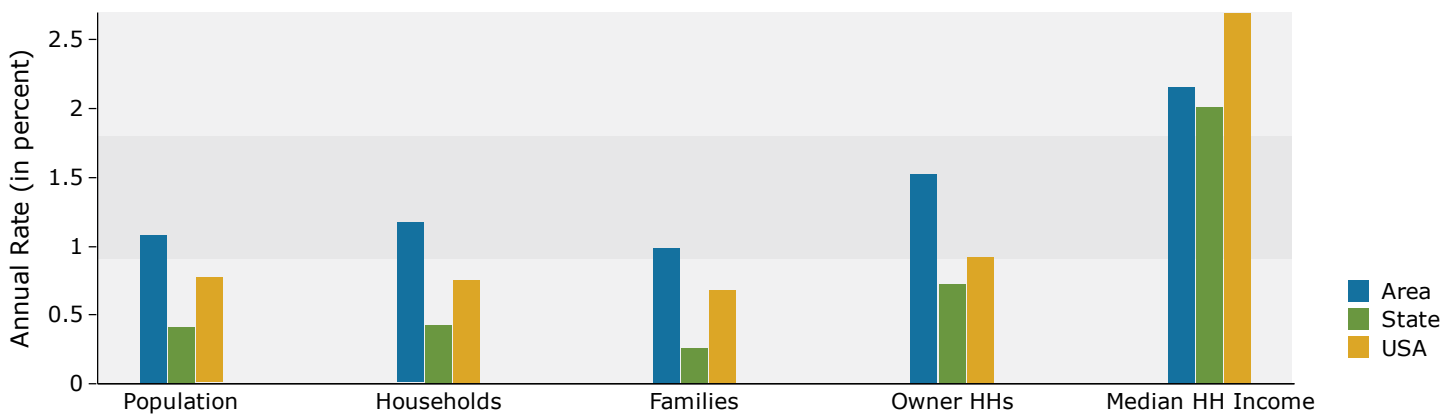
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,216	7.2%	6,441	6.7%	6,638	6.6%
5 - 9	5,674	6.6%	6,302	6.6%	6,520	6.4%
10 - 14	5,661	6.6%	6,097	6.4%	6,659	6.6%
15 - 19	7,410	8.6%	6,946	7.2%	7,735	7.6%
20 - 24	8,297	9.7%	7,679	8.0%	7,495	7.4%
25 - 34	12,036	14.0%	14,546	15.2%	13,182	13.0%
35 - 44	9,983	11.6%	11,899	12.4%	13,774	13.6%
45 - 54	11,513	13.4%	10,729	11.2%	11,274	11.1%
55 - 64	9,603	11.2%	11,554	12.1%	11,410	11.3%
65 - 74	5,592	6.5%	8,546	8.9%	9,858	9.7%
75 - 84	2,935	3.4%	3,827	4.0%	5,159	5.1%
85+	963	1.1%	1,273	1.3%	1,431	1.4%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,032	69.9%	64,949	67.8%	67,035	66.3%
Black Alone	22,816	26.6%	26,459	27.6%	28,670	28.3%
American Indian Alone	245	0.3%	290	0.3%	323	0.3%
Asian Alone	569	0.7%	754	0.8%	889	0.9%
Pacific Islander Alone	35	0.0%	50	0.1%	59	0.1%
Some Other Race Alone	1,061	1.2%	1,630	1.7%	2,021	2.0%
Two or More Races	1,126	1.3%	1,709	1.8%	2,137	2.1%
Hispanic Origin (Any Race)	3,195	3.7%	4,835	5.0%	5,940	5.9%

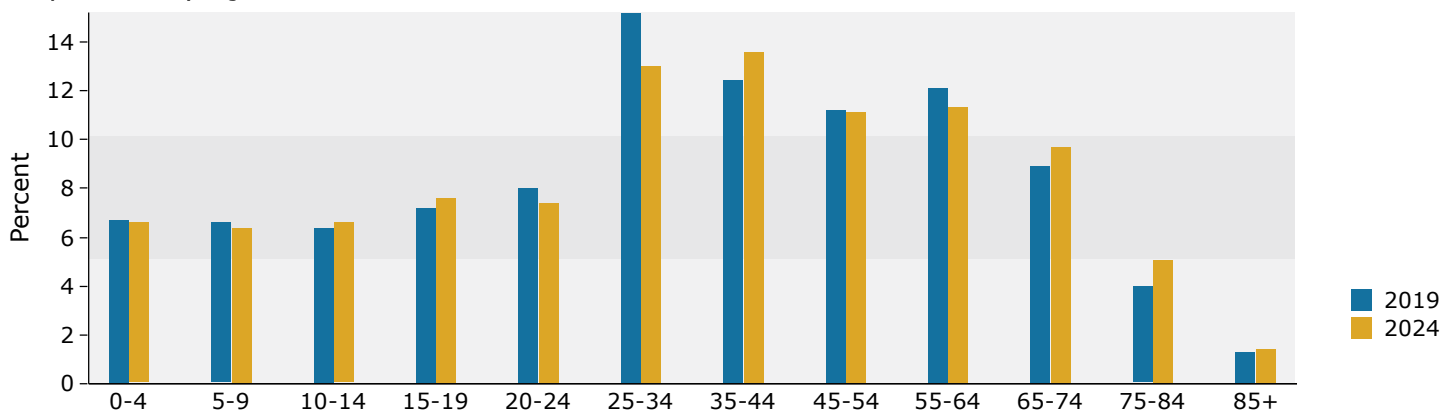
Data Note: Income is expressed in current dollars.

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

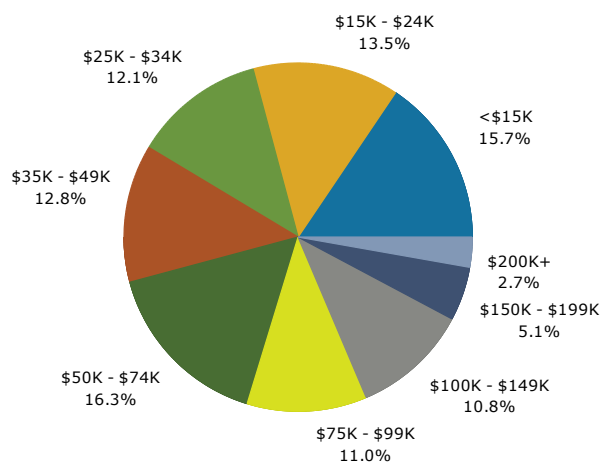
Trends 2019-2024



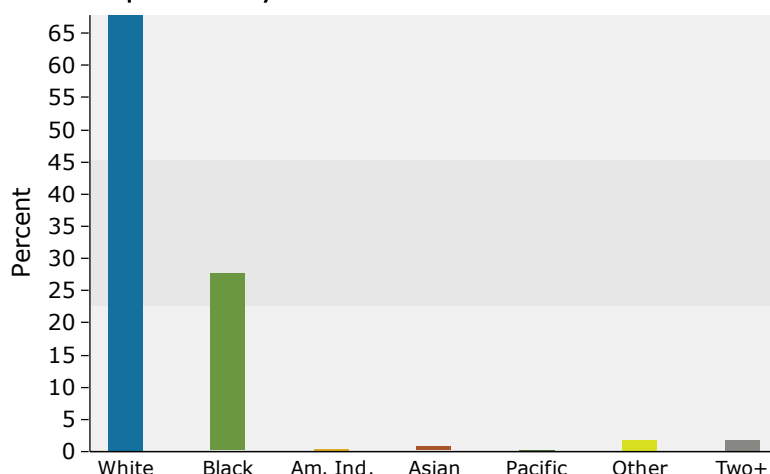
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 5.0%

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

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	10 miles
Population Summary	
2000 Total Population	69,436
2010 Total Population	85,884
2019 Total Population	95,840
2019 Group Quarters	3,592
2024 Total Population	101,134
2019-2024 Annual Rate	1.08%
2019 Total Daytime Population	94,832
Workers	40,504
Residents	54,328
Household Summary	
2000 Households	25,519
2000 Average Household Size	2.62
2010 Households	31,960
2010 Average Household Size	2.58
2019 Households	36,029
2019 Average Household Size	2.56
2024 Households	38,190
2024 Average Household Size	2.55
2019-2024 Annual Rate	1.17%
2010 Families	21,271
2010 Average Family Size	3.11
2019 Families	23,370
2019 Average Family Size	3.13
2024 Families	24,550
2024 Average Family Size	3.13
2019-2024 Annual Rate	0.99%
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%
2019 Housing Units	39,957
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	9.8%
2024 Housing Units	42,593
Owner Occupied Housing Units	62.1%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	10.3%
Median Household Income	
2019	\$44,153
2024	\$49,141
Median Home Value	
2019	\$161,160
2024	\$186,035
Per Capita Income	
2019	\$24,006
2024	\$26,824
Median Age	
2010	32.9
2019	34.9
2024	36.6

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.

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2019 Households by Income	
Household Income Base	36,029
<\$15,000	15.7%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	5.1%
\$200,000+	2.7%
Average Household Income	\$63,724
2024 Households by Income	
Household Income Base	38,190
<\$15,000	14.4%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	6.5%
\$200,000+	3.0%
Average Household Income	\$70,911
2019 Owner Occupied Housing Units by Value	
Total	24,526
<\$50,000	14.8%
\$50,000 - \$99,999	15.6%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$178,810
2024 Owner Occupied Housing Units by Value	
Total	26,465
<\$50,000	10.4%
\$50,000 - \$99,999	11.5%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	13.4%
\$250,000 - \$299,999	15.3%
\$300,000 - \$399,999	7.3%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$214,566

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.

Market Profile

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Latitude: 30.47783
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	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%
2019 Population by Age	
Total	95,839
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.4%
15 - 24	15.3%
25 - 34	15.2%
35 - 44	12.4%
45 - 54	11.2%
55 - 64	12.1%
65 - 74	8.9%
75 - 84	4.0%
85 +	1.3%
18 +	77.0%
2024 Population by Age	
Total	101,135
0 - 4	6.6%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	15.1%
25 - 34	13.0%
35 - 44	13.6%
45 - 54	11.1%
55 - 64	11.3%
65 - 74	9.7%
75 - 84	5.1%
85 +	1.4%
18 +	76.8%
2010 Population by Sex	
Males	41,603
Females	44,281
2019 Population by Sex	
Males	46,708
Females	49,132
2024 Population by Sex	
Males	49,480
Females	51,654

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

April 08, 2020

	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
2019 Population by Race/Ethnicity	
Total	95,841
White Alone	67.8%
Black Alone	27.6%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	1.8%
Hispanic Origin	5.0%
Diversity Index	51.6
2024 Population by Race/Ethnicity	
Total	101,134
White Alone	66.3%
Black Alone	28.3%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.0%
Two or More Races	2.1%
Hispanic Origin	5.9%
Diversity Index	53.8
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	10 miles
2019 Population 25+ by Educational Attainment	
Total	62,376
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	31.0%
GED/Alternative Credential	5.5%
Some College, No Degree	21.8%
Associate Degree	4.8%
Bachelor's Degree	14.8%
Graduate/Professional Degree	6.7%
2019 Population 15+ by Marital Status	
Total	77,001
Never Married	37.2%
Married	44.9%
Widowed	6.9%
Divorced	11.1%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	93.4%
Civilian Unemployed (Unemployment Rate)	6.6%
2019 Employed Population 16+ by Industry	
Total	41,960
Agriculture/Mining	1.3%
Construction	10.7%
Manufacturing	8.9%
Wholesale Trade	1.9%
Retail Trade	13.8%
Transportation/Utilities	5.2%
Information	0.8%
Finance/Insurance/Real Estate	4.7%
Services	46.9%
Public Administration	5.8%
2019 Employed Population 16+ by Occupation	
Total	41,961
White Collar	55.1%
Management/Business/Financial	11.8%
Professional	17.7%
Sales	10.5%
Administrative Support	15.1%
Services	19.5%
Blue Collar	25.4%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	4.6%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

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10 miles

Top 3 Tapestry Segments

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

2019 Consumer Spending

Apparel & Services: Total \$	\$57,306,456
Average Spent	\$1,590.56
Spending Potential Index	74
Education: Total \$	\$39,311,235
Average Spent	\$1,091.10
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$88,116,761
Average Spent	\$2,445.72
Spending Potential Index	75
Food at Home: Total \$	\$142,388,593
Average Spent	\$3,952.06
Spending Potential Index	76
Food Away from Home: Total \$	\$98,770,021
Average Spent	\$2,741.40
Spending Potential Index	75
Health Care: Total \$	\$164,673,590
Average Spent	\$4,570.58
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$56,927,035
Average Spent	\$1,580.03
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$23,717,222
Average Spent	\$658.28
Spending Potential Index	74
Shelter: Total \$	\$470,685,326
Average Spent	\$13,064.07
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$67,619,366
Average Spent	\$1,876.80
Spending Potential Index	76
Travel: Total \$	\$56,559,876
Average Spent	\$1,569.84
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$31,626,102
Average Spent	\$877.80
Spending Potential Index	77

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.

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