

Summary	Census 2010	2020	2025
Population	85,884	97,286	102,524
Households	31,960	36,587	38,703
Families	21,271	23,690	24,847
Average Household Size	2.58	2.56	2.56
Owner Occupied Housing Units	21,320	25,403	26,859
Renter Occupied Housing Units	10,640	11,184	11,844
Median Age	32.9	35.0	36.8
Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.05%	0.29%	0.72%
Households	1.13%	0.31%	0.72%
Families	0.96%	0.16%	0.64%
Owner HHs	1.12%	0.30%	0.72%
Median Household Income	0.72%	1.11%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	5,128	14.0%	5,181	13.4%
\$15,000 - \$24,999	5,292	14.5%	5,421	14.0%
\$25,000 - \$34,999	2,871	7.8%	2,948	7.6%
\$35,000 - \$49,999	5,356	14.6%	5,628	14.5%
\$50,000 - \$74,999	5,864	16.0%	6,223	16.1%
\$75,000 - \$99,999	4,279	11.7%	4,568	11.8%
\$100,000 - \$149,999	4,806	13.1%	5,300	13.7%
\$150,000 - \$199,999	1,371	3.7%	1,634	4.2%
\$200,000+	1,620	4.4%	1,799	4.6%
Median Household Income	\$48,686		\$50,472	
Average Household Income	\$69,942		\$74,765	
Per Capita Income	\$26,355		\$28,268	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,216	7.2%	6,512	6.7%	6,676	6.5%
5 - 9	5,674	6.6%	6,450	6.6%	6,626	6.5%
10 - 14	5,661	6.6%	6,266	6.4%	6,816	6.6%
15 - 19	7,410	8.6%	6,989	7.2%	7,862	7.7%
20 - 24	8,297	9.7%	7,690	7.9%	7,553	7.4%
25 - 34	12,036	14.0%	14,703	15.1%	13,052	12.7%
35 - 44	9,983	11.6%	12,256	12.6%	14,127	13.8%
45 - 54	11,513	13.4%	10,782	11.1%	11,482	11.2%
55 - 64	9,603	11.2%	11,616	11.9%	11,396	11.1%
65 - 74	5,592	6.5%	8,758	9.0%	10,096	9.8%
75 - 84	2,935	3.4%	3,959	4.1%	5,352	5.2%
85+	963	1.1%	1,305	1.3%	1,485	1.4%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,032	69.9%	65,708	67.5%	67,699	66.0%
Black Alone	22,816	26.6%	27,018	27.8%	29,284	28.6%
American Indian Alone	245	0.3%	303	0.3%	341	0.3%
Asian Alone	569	0.7%	809	0.8%	964	0.9%
Pacific Islander Alone	35	0.0%	54	0.1%	65	0.1%
Some Other Race Alone	1,061	1.2%	1,648	1.7%	2,005	2.0%
Two or More Races	1,126	1.3%	1,746	1.8%	2,165	2.1%
Hispanic Origin (Any Race)	3,195	3.7%	4,854	5.0%	5,838	5.7%

Data Note: Income is expressed in current dollars.

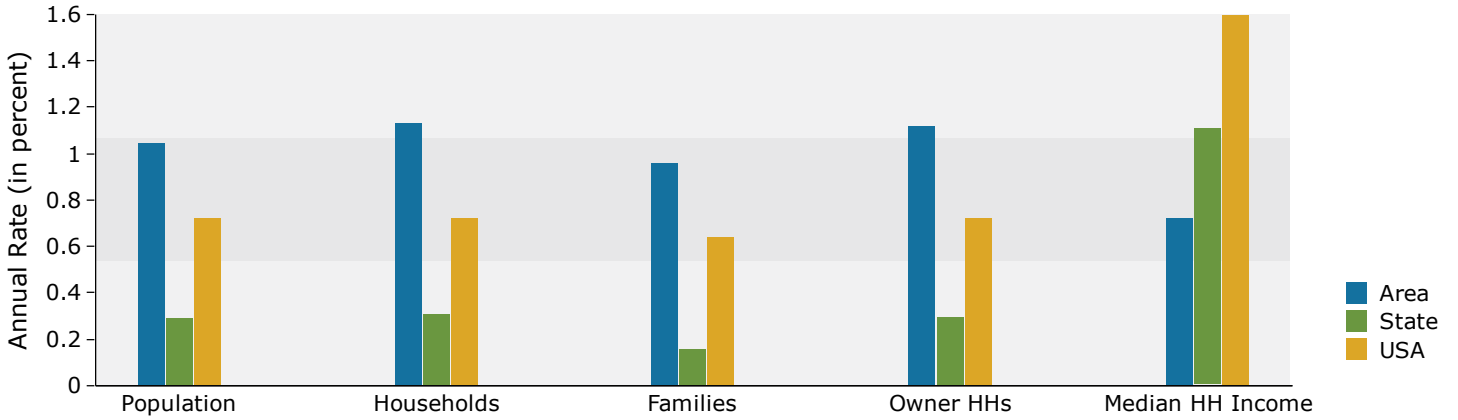
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Demographic and Income Profile

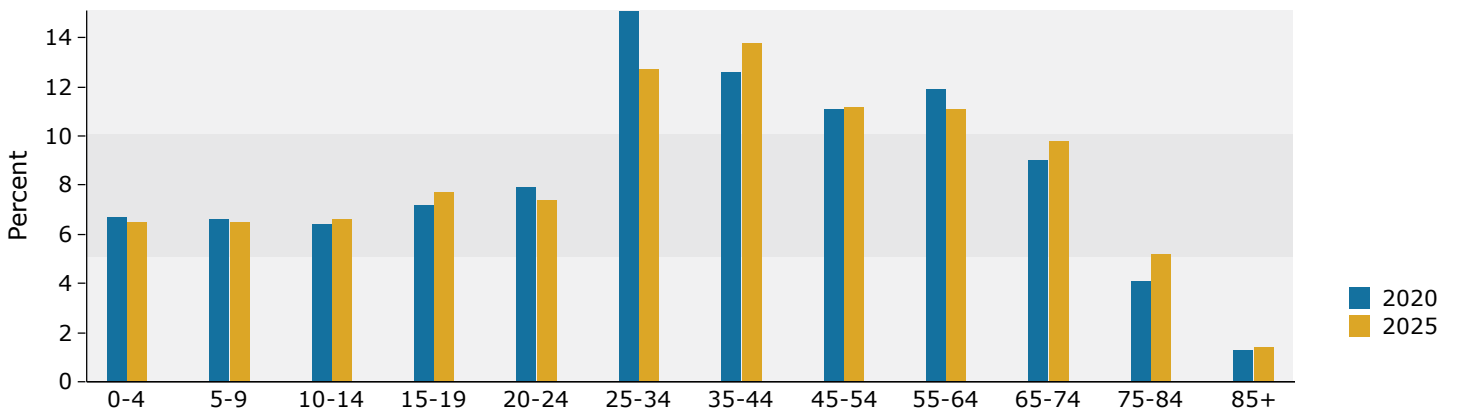
I-12 @ LA43
 32, Hammond, Louisiana, 70403
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 30.47783
 Longitude: -90.57861

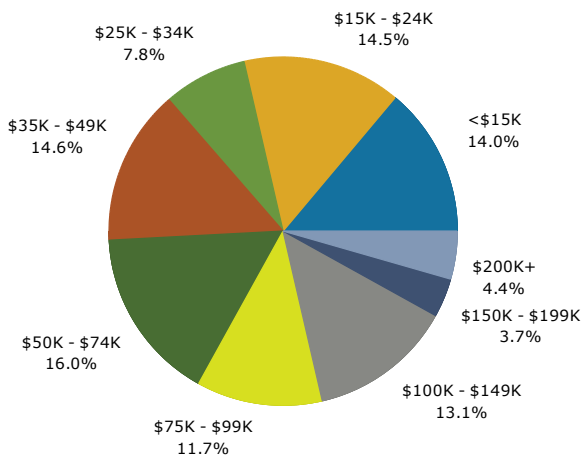
Trends 2020-2025



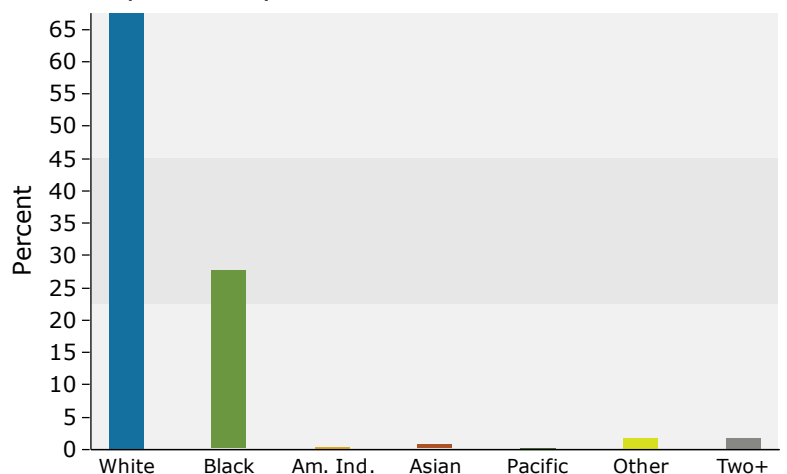
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 5.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Market Profile

I-12 @ LA43
32, Hammond, Louisiana, 70403
Rings: 10 mile radii

Prepared by Esri
Latitude: 30.47783
Longitude: -90.57861

	10 miles
Population Summary	
2000 Total Population	69,436
2010 Total Population	85,884
2020 Total Population	97,286
2020 Group Quarters	3,579
2025 Total Population	102,524
2020-2025 Annual Rate	1.05%
2020 Total Daytime Population	96,200
Workers	35,181
Residents	61,019
Household Summary	
2000 Households	25,519
2000 Average Household Size	2.62
2010 Households	31,960
2010 Average Household Size	2.58
2020 Households	36,587
2020 Average Household Size	2.56
2025 Households	38,703
2025 Average Household Size	2.56
2020-2025 Annual Rate	1.13%
2010 Families	21,271
2010 Average Family Size	3.11
2020 Families	23,690
2020 Average Family Size	3.12
2025 Families	24,847
2025 Average Family Size	3.13
2020-2025 Annual Rate	0.96%
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%
2020 Housing Units	40,810
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	10.3%
2025 Housing Units	43,474
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	11.0%
Median Household Income	
2020	\$48,686
2025	\$50,472
Median Home Value	
2020	\$165,839
2025	\$181,860
Per Capita Income	
2020	\$26,355
2025	\$28,268
Median Age	
2010	32.9
2020	35.0
2025	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Market Profile

I-12 @ LA43
 32, Hammond, Louisiana, 70403
 Rings: 10 mile radii

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	10 miles
2020 Households by Income	
Household Income Base	36,587
<\$15,000	14.0%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	3.7%
\$200,000+	4.4%
Average Household Income	\$69,942
2025 Households by Income	
Household Income Base	38,703
<\$15,000	13.4%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	4.2%
\$200,000+	4.6%
Average Household Income	\$74,765
2020 Owner Occupied Housing Units by Value	
Total	25,403
<\$50,000	13.6%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	22.5%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$184,541
2025 Owner Occupied Housing Units by Value	
Total	26,859
<\$50,000	10.6%
\$50,000 - \$99,999	12.3%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	11.9%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	9.7%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$206,668

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Market Profile

I-12 @ LA43
 32, Hammond, Louisiana, 70403
 Rings: 10 mile radii

Prepared by Esri
 Latitude: 30.47783
 Longitude: -90.57861

		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%
2020 Population by Age		
Total		97,286
0 - 4		6.7%
5 - 9		6.6%
10 - 14		6.4%
15 - 24		15.1%
25 - 34		15.1%
35 - 44		12.6%
45 - 54		11.1%
55 - 64		11.9%
65 - 74		9.0%
75 - 84		4.1%
85 +		1.3%
18 +		76.9%
2025 Population by Age		
Total		102,523
0 - 4		6.5%
5 - 9		6.5%
10 - 14		6.6%
15 - 24		15.0%
25 - 34		12.7%
35 - 44		13.8%
45 - 54		11.2%
55 - 64		11.1%
65 - 74		9.8%
75 - 84		5.2%
85 +		1.4%
18 +		76.7%
2010 Population by Sex		
Males		41,603
Females		44,281
2020 Population by Sex		
Males		47,437
Females		49,850
2025 Population by Sex		
Males		50,180
Females		52,344

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 17, 2020

Market Profile

I-12 @ LA43
 32, Hammond, Louisiana, 70403
 Rings: 10 mile radii

Prepared by Esri
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		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
2020 Population by Race/Ethnicity		
Total		97,286
White Alone		67.5%
Black Alone		27.8%
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		51.7
2025 Population by Race/Ethnicity		
Total		102,523
White Alone		66.0%
Black Alone		28.6%
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		5.7%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 17, 2020

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	10 miles
2020 Population 25+ by Educational Attainment	
Total	63,381
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	32.0%
GED/Alternative Credential	5.3%
Some College, No Degree	20.8%
Associate Degree	5.8%
Bachelor's Degree	15.6%
Graduate/Professional Degree	6.6%
2020 Population 15+ by Marital Status	
Total	78,059
Never Married	37.0%
Married	45.7%
Widowed	6.7%
Divorced	10.7%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	45,026
Population 16+ Employed	80.7%
Population 16+ Unemployment rate	19.3%
Population 16-24 Employed	15.3%
Population 16-24 Unemployment rate	32.7%
Population 25-54 Employed	64.8%
Population 25-54 Unemployment rate	17.0%
Population 55-64 Employed	15.1%
Population 55-64 Unemployment rate	14.8%
Population 65+ Employed	4.8%
Population 65+ Unemployment rate	11.5%
2020 Employed Population 16+ by Industry	
Total	36,318
Agriculture/Mining	1.3%
Construction	12.2%
Manufacturing	9.4%
Wholesale Trade	2.5%
Retail Trade	11.3%
Transportation/Utilities	4.7%
Information	0.7%
Finance/Insurance/Real Estate	4.5%
Services	47.8%
Public Administration	5.4%
2020 Employed Population 16+ by Occupation	
Total	36,319
White Collar	56.1%
Management/Business/Financial	12.4%
Professional	19.4%
Sales	9.3%
Administrative Support	14.9%
Services	17.4%
Blue Collar	26.4%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.8%
Installation/Maintenance/Repair	4.4%
Production	6.9%
Transportation/Material Moving	6.9%

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	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%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	177
Percent of Income for Mortgage	14.2%
Wealth Index	67
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%
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%

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 2020 and 2025 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)

2020 Consumer Spending

Apparel & Services: Total \$	\$61,456,281
Average Spent	\$1,679.73
Spending Potential Index	78
Education: Total \$	\$47,434,522
Average Spent	\$1,296.49
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$94,979,083
Average Spent	\$2,595.98
Spending Potential Index	80
Food at Home: Total \$	\$158,280,618
Average Spent	\$4,326.14
Spending Potential Index	81
Food Away from Home: Total \$	\$109,698,862
Average Spent	\$2,998.30
Spending Potential Index	80
Health Care: Total \$	\$173,016,496
Average Spent	\$4,728.91
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$63,694,605
Average Spent	\$1,740.91
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$26,427,838
Average Spent	\$722.33
Spending Potential Index	79
Shelter: Total \$	\$528,705,433
Average Spent	\$14,450.64
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$70,588,095
Average Spent	\$1,929.32
Spending Potential Index	82
Travel: Total \$	\$65,655,957
Average Spent	\$1,794.52
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$35,047,931
Average Spent	\$957.93
Spending Potential Index	83

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 17, 2020