

# Demographic and Income Profile

I-12 @ LA63

Ring: 10 mile radius

Prepared by Esri

Latitude: 30.47426

Longitude: -90.74802

Summary	Census 2010	2018	2023
Population	52,284	60,441	65,974
Households	18,564	21,599	23,658
Families	14,017	16,022	17,421
Average Household Size	2.78	2.76	2.76
Owner Occupied Housing Units	14,851	17,048	18,882
Renter Occupied Housing Units	3,713	4,551	4,776
Median Age	33.3	35.1	35.7
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.77%	0.63%	0.83%
Households	1.84%	0.64%	0.79%
Families	1.69%	0.47%	0.71%
Owner HHs	2.06%	0.95%	1.16%
Median Household Income	1.32%	1.45%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	2,623	12.1%	2,567	10.9%
\$15,000 - \$24,999	2,118	9.8%	2,126	9.0%
\$25,000 - \$34,999	1,913	8.9%	1,977	8.4%
\$35,000 - \$49,999	2,566	11.9%	2,699	11.4%
\$50,000 - \$74,999	4,427	20.5%	4,729	20.0%
\$75,000 - \$99,999	3,047	14.1%	3,289	13.9%
\$100,000 - \$149,999	3,249	15.0%	4,048	17.1%
\$150,000 - \$199,999	1,063	4.9%	1,416	6.0%
\$200,000+	593	2.7%	807	3.4%
Median Household Income	\$56,661		\$60,499	
Average Household Income	\$71,096		\$79,207	
Per Capita Income	\$25,753		\$28,700	

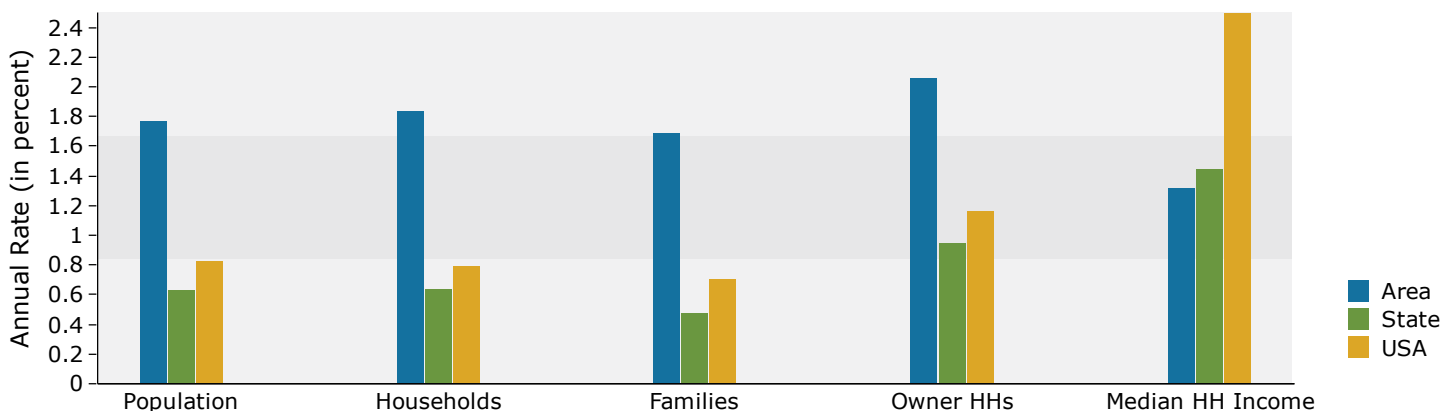
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,202	8.0%	4,527	7.5%	4,875	7.4%
5 - 9	4,104	7.8%	4,592	7.6%	5,002	7.6%
10 - 14	3,949	7.6%	4,404	7.3%	5,062	7.7%
15 - 19	3,786	7.2%	3,737	6.2%	4,394	6.7%
20 - 24	3,330	6.4%	3,608	6.0%	3,478	5.3%
25 - 34	8,088	15.5%	9,252	15.3%	9,495	14.4%
35 - 44	7,489	14.3%	8,849	14.6%	10,053	15.2%
45 - 54	7,169	13.7%	7,592	12.6%	7,974	12.1%
55 - 64	5,289	10.1%	6,880	11.4%	7,153	10.8%
65 - 74	3,097	5.9%	4,626	7.7%	5,381	8.2%
75 - 84	1,410	2.7%	1,876	3.1%	2,519	3.8%
85+	370	0.7%	500	0.8%	588	0.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	48,088	92.0%	53,880	89.1%	57,366	87.0%
Black Alone	2,542	4.9%	3,985	6.6%	5,290	8.0%
American Indian Alone	222	0.4%	285	0.5%	333	0.5%
Asian Alone	252	0.5%	430	0.7%	608	0.9%
Pacific Islander Alone	11	0.0%	37	0.1%	52	0.1%
Some Other Race Alone	537	1.0%	818	1.4%	1,074	1.6%
Two or More Races	633	1.2%	1,006	1.7%	1,251	1.9%
Hispanic Origin (Any Race)	1,546	3.0%	2,373	3.9%	3,112	4.7%

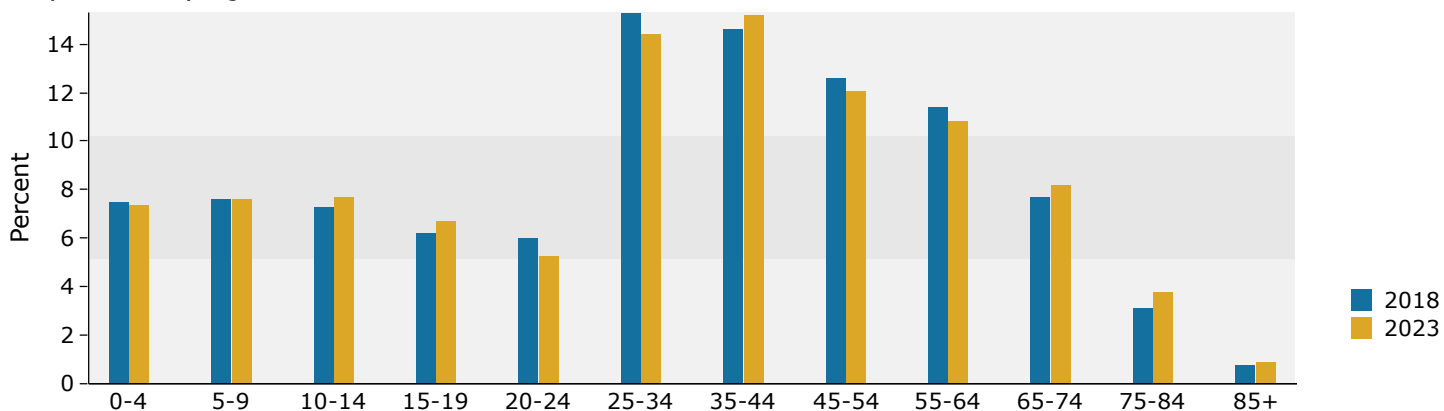
**Data Note:** Income is expressed in current dollars.

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

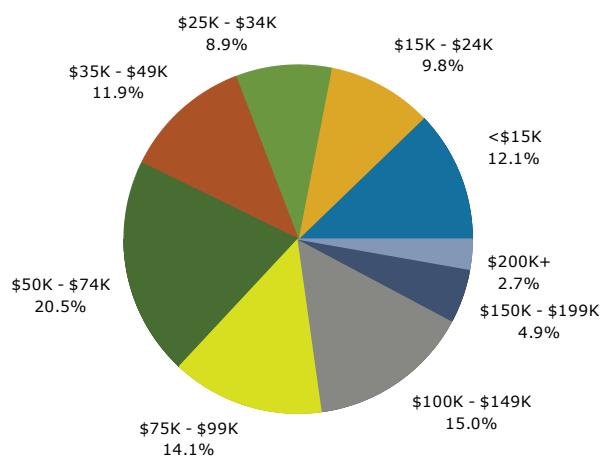
## Trends 2018-2023



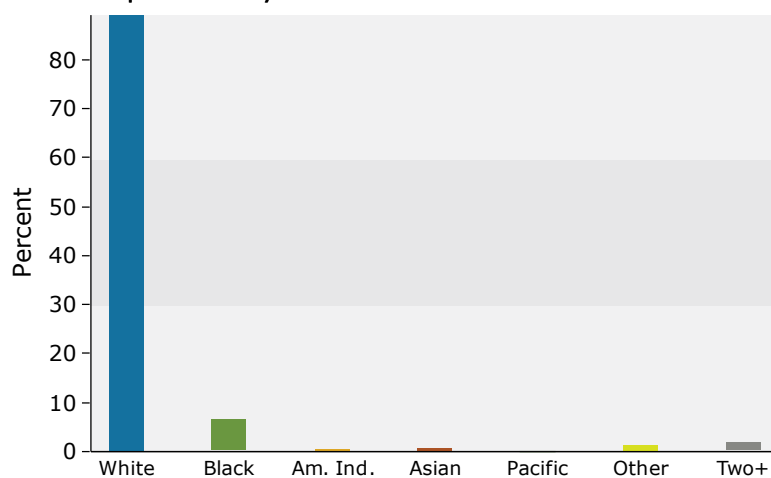
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 3.9%

**10 miles**

**Population Summary**

2000 Total Population	35,375
2010 Total Population	52,284
2018 Total Population	60,441
2018 Group Quarters	748
2023 Total Population	65,974
2018-2023 Annual Rate	1.77%
2018 Total Daytime Population	42,163
Workers	10,123
Residents	32,040

**Household Summary**

2000 Households	12,488
2000 Average Household Size	2.80
2010 Households	18,564
2010 Average Household Size	2.78
2018 Households	21,599
2018 Average Household Size	2.76
2023 Households	23,658
2023 Average Household Size	2.76
2018-2023 Annual Rate	1.84%
2010 Families	14,017
2010 Average Family Size	3.17
2018 Families	16,022
2018 Average Family Size	3.19
2023 Families	17,421
2023 Average Family Size	3.20
2018-2023 Annual Rate	1.69%

**Housing Unit Summary**

2000 Housing Units	13,680
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	8.7%
2010 Housing Units	19,863
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	6.5%
2018 Housing Units	23,179
Owner Occupied Housing Units	73.5%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	6.8%
2023 Housing Units	25,471
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	7.1%

**Median Household Income**

2018	\$56,661
2023	\$60,499

**Median Home Value**

2018	\$175,120
2023	\$198,461

**Per Capita Income**

2018	\$25,753
2023	\$28,700

**Median Age**

2010	33.3
2018	35.1
2023	35.7

**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	21,599
<\$15,000	12.1%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	4.9%
\$200,000+	2.7%
Average Household Income	\$71,096

**2023 Households by Income**

Household Income Base	23,658
<\$15,000	10.9%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	6.0%
\$200,000+	3.4%
Average Household Income	\$79,207

**2018 Owner Occupied Housing Units by Value**

Total	17,048
<\$50,000	12.3%
\$50,000 - \$99,999	13.0%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	22.0%
\$200,000 - \$249,999	23.4%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	0.5%
\$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 +	0.0%
Average Home Value	\$178,582

**2023 Owner Occupied Housing Units by Value**

Total	18,882
<\$50,000	8.3%
\$50,000 - \$99,999	9.1%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	21.7%
\$200,000 - \$249,999	27.2%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$208,112

**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	52,285
0 - 4	8.0%
5 - 9	7.8%
10 - 14	7.6%
15 - 24	13.6%
25 - 34	15.5%
35 - 44	14.3%
45 - 54	13.7%
55 - 64	10.1%
65 - 74	5.9%
75 - 84	2.7%
85 +	0.7%
18 +	72.1%

**2018 Population by Age**

Total	60,443
0 - 4	7.5%
5 - 9	7.6%
10 - 14	7.3%
15 - 24	12.2%
25 - 34	15.3%
35 - 44	14.6%
45 - 54	12.6%
55 - 64	11.4%
65 - 74	7.7%
75 - 84	3.1%
85 +	0.8%
18 +	73.8%

**2023 Population by Age**

Total	65,974
0 - 4	7.4%
5 - 9	7.6%
10 - 14	7.7%
15 - 24	11.9%
25 - 34	14.4%
35 - 44	15.2%
45 - 54	12.1%
55 - 64	10.8%
65 - 74	8.2%
75 - 84	3.8%
85 +	0.9%
18 +	73.2%

**2010 Population by Sex**

Males	26,121
Females	26,163

**2018 Population by Sex**

Males	30,246
Females	30,195

**2023 Population by Sex**

Males	33,103
Females	32,870

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	52,285
White Alone	92.0%
Black Alone	4.9%
American Indian Alone	0.4%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.2%
Hispanic Origin	3.0%
Diversity Index	20.0

## 2018 Population by Race/Ethnicity

Total	60,441
White Alone	89.1%
Black Alone	6.6%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	1.7%
Hispanic Origin	3.9%
Diversity Index	26.1

## 2023 Population by Race/Ethnicity

Total	65,974
White Alone	87.0%
Black Alone	8.0%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	1.9%
Hispanic Origin	4.7%
Diversity Index	30.6

## 2010 Population by Relationship and Household Type

Total	52,284
In Households	98.6%
In Family Households	87.7%
Householder	26.7%
Spouse	19.7%
Child	35.0%
Other relative	3.5%
Nonrelative	2.8%
In Nonfamily Households	10.9%
In Group Quarters	1.4%
Institutionalized Population	1.2%
Noninstitutionalized Population	0.2%

**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	39,572
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	9.8%
High School Graduate	32.7%
GED/Alternative Credential	6.5%
Some College, No Degree	20.3%
Associate Degree	6.6%
Bachelor's Degree	13.5%
Graduate/Professional Degree	4.9%

## 2018 Population 15+ by Marital Status

Total	46,918
Never Married	28.8%
Married	49.7%
Widowed	5.8%
Divorced	15.7%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	95.7%
Civilian Unemployed (Unemployment Rate)	4.3%

## 2018 Employed Population 16+ by Industry

Total	28,669
Agriculture/Mining	2.2%
Construction	17.1%
Manufacturing	9.0%
Wholesale Trade	2.0%
Retail Trade	11.2%
Transportation/Utilities	4.3%
Information	2.0%
Finance/Insurance/Real Estate	5.9%
Services	40.9%
Public Administration	5.5%

## 2018 Employed Population 16+ by Occupation

Total	28,668
White Collar	54.1%
Management/Business/Financial	13.8%
Professional	18.0%
Sales	8.4%
Administrative Support	14.0%
Services	15.3%
Blue Collar	30.6%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	10.1%
Installation/Maintenance/Repair	6.3%
Production	8.0%
Transportation/Material Moving	5.1%

## 2010 Population By Urban/ Rural Status

Total Population	52,284
Population Inside Urbanized Area	49.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	50.4%

**10 miles**

### 2010 Households by Type

Total	18,564
Households with 1 Person	19.5%
Households with 2+ People	80.5%
Family Households	75.5%
Husband-wife Families	55.8%
With Related Children	28.8%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	6.4%
With Related Children	4.3%
Other Family with Female Householder	13.3%
With Related Children	9.2%
Nonfamily Households	5.0%

### All Households with Children

42.9%

### Multigenerational Households

5.2%

### Unmarried Partner Households

7.6%

#### Male-female

6.8%

#### Same-sex

0.8%

### 2010 Households by Size

Total	18,564
1 Person Household	19.5%
2 Person Household	31.0%
3 Person Household	20.1%
4 Person Household	16.9%
5 Person Household	8.0%
6 Person Household	3.0%
7 + Person Household	1.5%

### 2010 Households by Tenure and Mortgage Status

Total	18,564
Owner Occupied	80.0%
Owned with a Mortgage/Loan	51.9%
Owned Free and Clear	28.1%
Renter Occupied	20.0%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	19,863
Housing Units Inside Urbanized Area	49.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	50.1%

**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>	Southern Satellites (10A)
<b>2.</b>	Middleburg (4C)
<b>3.</b>	Up and Coming Families

## 2018 Consumer Spending

Apparel & Services: Total \$	\$40,862,362
Average Spent	\$1,891.86
Spending Potential Index	87
Education: Total \$	\$23,435,590
Average Spent	\$1,085.03
Spending Potential Index	75
Entertainment/Recreation: Total \$	\$60,326,301
Average Spent	\$2,793.01
Spending Potential Index	87
Food at Home: Total \$	\$94,975,832
Average Spent	\$4,397.23
Spending Potential Index	88
Food Away from Home: Total \$	\$66,694,246
Average Spent	\$3,087.84
Spending Potential Index	88
Health Care: Total \$	\$110,527,128
Average Spent	\$5,117.23
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$39,478,106
Average Spent	\$1,827.77
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$15,692,030
Average Spent	\$726.52
Spending Potential Index	88
Shelter: Total \$	\$295,505,198
Average Spent	\$13,681.43
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,668,937
Average Spent	\$2,114.40
Spending Potential Index	85
Travel: Total \$	\$37,918,958
Average Spent	\$1,755.59
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$20,648,819
Average Spent	\$956.01
Spending Potential Index	89

**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.