

Demographic and Income Profile

Denham Springs + 1/2 mile
Area: 18.43 Square miles

Prepared by Esri

Summary	Census 2010	2017	2022
Population	19,295	20,835	22,196
Households	7,424	8,109	8,677
Families	5,175	5,558	5,906
Average Household Size	2.58	2.55	2.54
Owner Occupied Housing Units	5,288	5,420	5,775
Renter Occupied Housing Units	2,136	2,688	2,902
Median Age	35.8	37.2	38.1
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.27%	0.71%	0.83%
Households	1.36%	0.75%	0.79%
Families	1.22%	0.58%	0.71%
Owner HHs	1.28%	0.76%	0.72%
Median Household Income	1.73%	2.15%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	907	11.2%	996	11.5%
\$15,000 - \$24,999	1,015	12.5%	1,029	11.9%
\$25,000 - \$34,999	954	11.8%	933	10.8%
\$35,000 - \$49,999	1,108	13.7%	958	11.0%
\$50,000 - \$74,999	1,543	19.0%	1,485	17.1%
\$75,000 - \$99,999	1,044	12.9%	1,238	14.3%
\$100,000 - \$149,999	963	11.9%	1,262	14.5%
\$150,000 - \$199,999	416	5.1%	565	6.5%
\$200,000+	158	1.9%	211	2.4%
Median Household Income	\$50,746		\$55,302	
Average Household Income	\$65,114		\$74,162	
Per Capita Income	\$25,427		\$29,012	

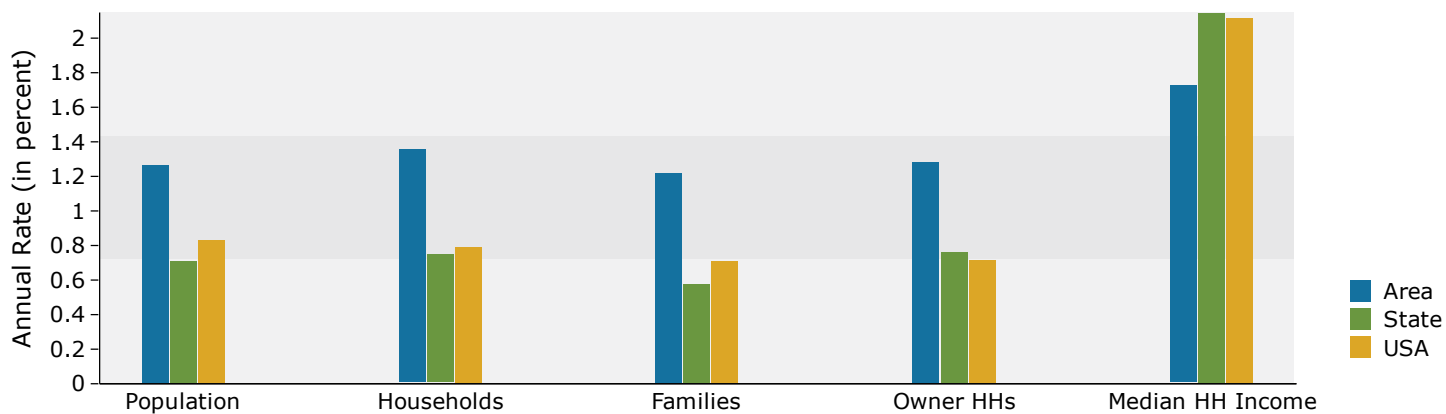
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,346	7.0%	1,396	6.7%	1,481	6.7%
5 - 9	1,310	6.8%	1,400	6.7%	1,486	6.7%
10 - 14	1,419	7.4%	1,350	6.5%	1,509	6.8%
15 - 19	1,396	7.2%	1,261	6.1%	1,336	6.0%
20 - 24	1,247	6.5%	1,303	6.3%	1,177	5.3%
25 - 34	2,735	14.2%	3,065	14.7%	3,114	14.0%
35 - 44	2,460	12.8%	2,778	13.3%	3,152	14.2%
45 - 54	2,692	14.0%	2,613	12.5%	2,631	11.9%
55 - 64	2,313	12.0%	2,621	12.6%	2,694	12.1%
65 - 74	1,273	6.6%	1,883	9.0%	2,211	10.0%
75 - 84	810	4.2%	821	3.9%	1,061	4.8%
85+	293	1.5%	345	1.7%	345	1.6%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,205	84.0%	16,765	80.5%	17,269	77.8%
Black Alone	2,081	10.8%	2,708	13.0%	3,241	14.6%
American Indian Alone	72	0.4%	93	0.4%	109	0.5%
Asian Alone	231	1.2%	320	1.5%	403	1.8%
Pacific Islander Alone	4	0.0%	11	0.1%	15	0.1%
Some Other Race Alone	421	2.2%	558	2.7%	684	3.1%
Two or More Races	282	1.5%	380	1.8%	474	2.1%
Hispanic Origin (Any Race)	994	5.2%	1,354	6.5%	1,671	7.5%

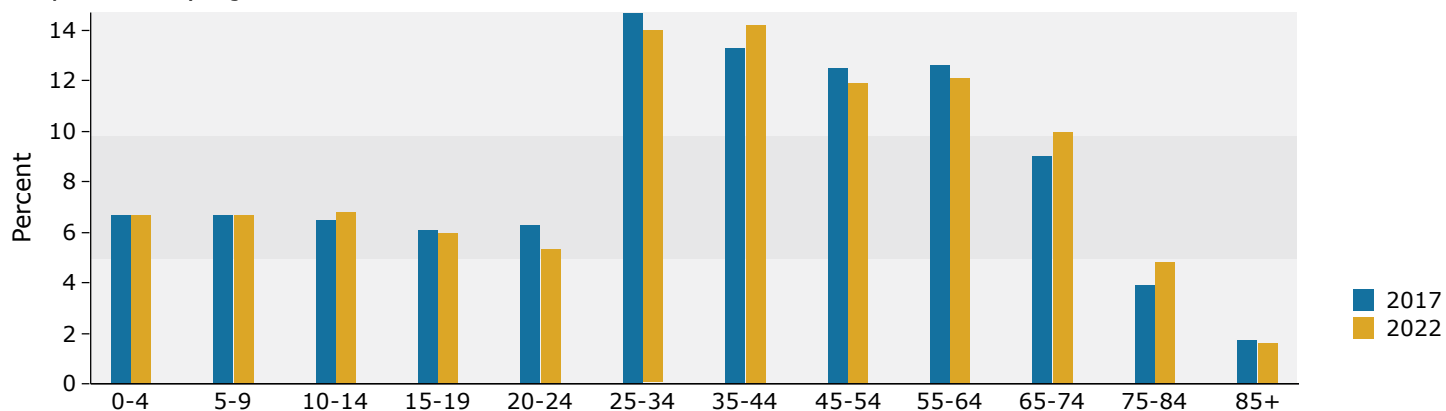
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

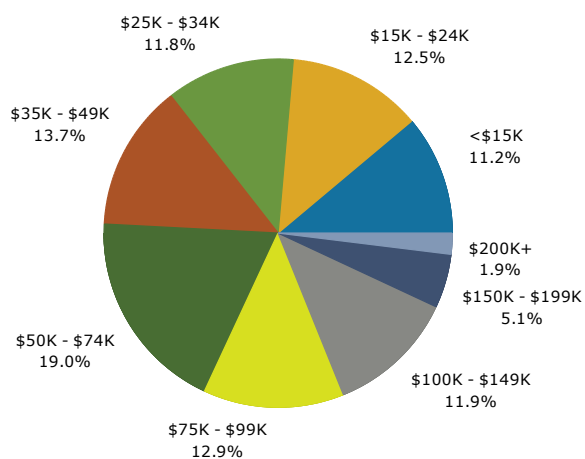
Trends 2017-2022



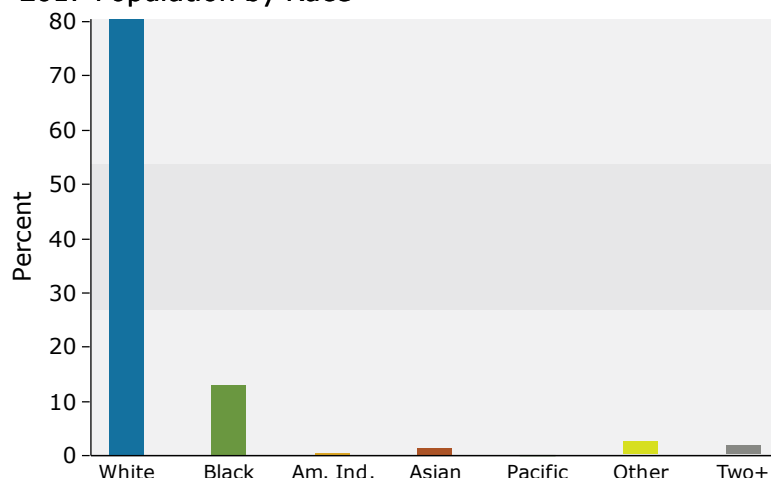
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Population Summary	
2000 Total Population	17,174
2010 Total Population	19,295
2017 Total Population	20,835
2017 Group Quarters	165
2022 Total Population	22,196
2017-2022 Annual Rate	1.27%
2017 Total Daytime Population	22,683
Workers	11,362
Residents	11,321
Household Summary	
2000 Households	6,380
2000 Average Household Size	2.66
2010 Households	7,424
2010 Average Household Size	2.58
2017 Households	8,109
2017 Average Household Size	2.55
2022 Households	8,677
2022 Average Household Size	2.54
2017-2022 Annual Rate	1.36%
2010 Families	5,175
2010 Average Family Size	3.06
2017 Families	5,558
2017 Average Family Size	3.05
2022 Families	5,906
2022 Average Family Size	3.04
2017-2022 Annual Rate	1.22%
Housing Unit Summary	
2000 Housing Units	6,871
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	7.1%
2010 Housing Units	7,867
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	5.6%
2017 Housing Units	8,689
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	6.7%
2022 Housing Units	9,316
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	6.9%
Median Household Income	
2017	\$50,746
2022	\$55,302
Median Home Value	
2017	\$166,862
2022	\$183,582
Per Capita Income	
2017	\$25,427
2022	\$29,012
Median Age	
2010	35.8
2017	37.2
2022	38.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Households by Income

Household Income Base	8,109
<\$15,000	11.2%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	5.1%
\$200,000+	1.9%

Average Household Income \$65,114

2022 Households by Income

Household Income Base	8,677
<\$15,000	11.5%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	6.5%
\$200,000+	2.4%

Average Household Income \$74,162

2017 Owner Occupied Housing Units by Value

Total	5,420
<\$50,000	10.2%
\$50,000 - \$99,999	8.6%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	31.5%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.1%

Average Home Value \$189,755

2022 Owner Occupied Housing Units by Value

Total	5,775
<\$50,000	7.8%
\$50,000 - \$99,999	5.8%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	30.2%
\$200,000 - \$249,999	14.4%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	9.0%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	3.8%
\$750,000 - \$999,999	2.9%
\$1,000,000 +	0.2%

Average Home Value \$230,384

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	19,295
0 - 4	7.0%
5 - 9	6.8%
10 - 14	7.4%
15 - 24	13.7%
25 - 34	14.2%
35 - 44	12.7%
45 - 54	14.0%
55 - 64	12.0%
65 - 74	6.6%
75 - 84	4.2%
85 +	1.5%
18 +	74.4%
2017 Population by Age	
Total	20,836
0 - 4	6.7%
5 - 9	6.7%
10 - 14	6.5%
15 - 24	12.3%
25 - 34	14.7%
35 - 44	13.3%
45 - 54	12.5%
55 - 64	12.6%
65 - 74	9.0%
75 - 84	3.9%
85 +	1.7%
18 +	76.4%
2022 Population by Age	
Total	22,197
0 - 4	6.7%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	11.3%
25 - 34	14.0%
35 - 44	14.2%
45 - 54	11.9%
55 - 64	12.1%
65 - 74	10.0%
75 - 84	4.8%
85 +	1.6%
18 +	76.1%
2010 Population by Sex	
Males	9,241
Females	10,054
2017 Population by Sex	
Males	10,054
Females	10,780
2022 Population by Sex	
Males	10,754
Females	11,442

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	19,296
White Alone	84.0%
Black Alone	10.8%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	1.5%
Hispanic Origin	5.2%
Diversity Index	35.3

2017 Population by Race/Ethnicity

Total	20,835
White Alone	80.5%
Black Alone	13.0%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.7%
Two or More Races	1.8%
Hispanic Origin	6.5%
Diversity Index	41.6

2022 Population by Race/Ethnicity

Total	22,195
White Alone	77.8%
Black Alone	14.6%
American Indian Alone	0.5%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.1%
Hispanic Origin	7.5%
Diversity Index	46.0

2010 Population by Relationship and Household Type

Total	19,295
In Households	99.2%
In Family Households	84.8%
Householder	26.6%
Spouse	18.0%
Child	33.8%
Other relative	3.6%
Nonrelative	2.7%
In Nonfamily Households	14.4%
In Group Quarters	0.8%
Institutionalized Population	0.8%
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Population 25+ by Educational Attainment

Total	14,125
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	8.7%
High School Graduate	27.5%
GED/Alternative Credential	7.0%
Some College, No Degree	24.4%
Associate Degree	7.7%
Bachelor's Degree	14.4%
Graduate/Professional Degree	5.3%

2017 Population 15+ by Marital Status

Total	16,689
Never Married	29.9%
Married	46.8%
Widowed	7.7%
Divorced	15.6%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	93.9%
Civilian Unemployed (Unemployment Rate)	6.1%

2017 Employed Population 16+ by Industry

Total	9,703
Agriculture/Mining	0.4%
Construction	11.0%
Manufacturing	8.9%
Wholesale Trade	2.7%
Retail Trade	14.9%
Transportation/Utilities	2.4%
Information	1.7%
Finance/Insurance/Real Estate	6.5%
Services	47.0%
Public Administration	4.5%

2017 Employed Population 16+ by Occupation

Total	9,706
White Collar	59.4%
Management/Business/Financial	11.8%
Professional	16.3%
Sales	13.5%
Administrative Support	17.8%
Services	15.7%
Blue Collar	25.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	5.4%
Production	6.3%
Transportation/Material Moving	4.1%

2010 Population By Urban/ Rural Status

Total Population	19,295
Population Inside Urbanized Area	98.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.5%

2010 Households by Type

Total	7,424
Households with 1 Person	24.5%
Households with 2+ People	75.5%
Family Households	69.7%
Husband-wife Families	47.1%
With Related Children	21.6%
Other Family (No Spouse Present)	22.6%
Other Family with Male Householder	6.2%
With Related Children	3.6%
Other Family with Female Householder	16.4%
With Related Children	10.8%
Nonfamily Households	5.8%
All Households with Children	36.6%

2010 Households by Size

Multigenerational Households	4.8%
Unmarried Partner Households	7.1%
Male-female	6.4%
Same-sex	0.7%

2010 Households by Size

Total	7,426
1 Person Household	24.5%
2 Person Household	32.7%
3 Person Household	17.5%
4 Person Household	14.6%
5 Person Household	7.0%
6 Person Household	2.4%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	7,424
Owner Occupied	71.2%
Owned with a Mortgage/Loan	46.8%
Owned Free and Clear	24.4%
Renter Occupied	28.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	7,867
Housing Units Inside Urbanized Area	98.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.3%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Rustbelt Traditions (5D)
3.	Middleburg (4C)

2017 Consumer Spending

Apparel & Services: Total \$	\$14,231,272
Average Spent	\$1,755.00
Spending Potential Index	81
Education: Total \$	\$8,783,486
Average Spent	\$1,083.18
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$20,735,969
Average Spent	\$2,557.15
Spending Potential Index	82
Food at Home: Total \$	\$34,182,624
Average Spent	\$4,215.39
Spending Potential Index	84
Food Away from Home: Total \$	\$22,319,263
Average Spent	\$2,752.41
Spending Potential Index	83
Health Care: Total \$	\$38,091,163
Average Spent	\$4,697.39
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$13,002,659
Average Spent	\$1,603.48
Spending Potential Index	82
Personal Care Products & Services: Total \$	\$5,232,643
Average Spent	\$645.29
Spending Potential Index	81
Shelter: Total \$	\$104,283,176
Average Spent	\$12,860.18
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,586,741
Average Spent	\$1,922.15
Spending Potential Index	82
Travel: Total \$	\$12,900,118
Average Spent	\$1,590.84
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total \$	\$7,242,432
Average Spent	\$893.14
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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.