

# Demographic and Income Profile

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

Prepared by Esri

Summary	Census 2010	2019	2024
Population	19,295	20,334	21,025
Households	7,424	7,858	8,137
Families	5,175	5,358	5,505
Average Household Size	2.58	2.57	2.56
Owner Occupied Housing Units	5,288	5,354	5,609
Renter Occupied Housing Units	2,136	2,504	2,527
Median Age	35.8	37.8	38.8
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.67%	0.41%	0.77%
Households	0.70%	0.43%	0.75%
Families	0.54%	0.26%	0.68%
Owner HHs	0.93%	0.73%	0.92%
Median Household Income	1.77%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	743	9.5%	682	8.4%
\$15,000 - \$24,999	1,244	15.8%	1,140	14.0%
\$25,000 - \$34,999	629	8.0%	609	7.5%
\$35,000 - \$49,999	1,119	14.2%	1,084	13.3%
\$50,000 - \$74,999	1,395	17.8%	1,470	18.1%
\$75,000 - \$99,999	1,124	14.3%	1,172	14.4%
\$100,000 - \$149,999	918	11.7%	1,076	13.2%
\$150,000 - \$199,999	537	6.8%	728	8.9%
\$200,000+	150	1.9%	176	2.2%
Median Household Income	\$52,429		\$57,233	
Average Household Income	\$68,067		\$76,353	
Per Capita Income	\$26,180		\$29,430	

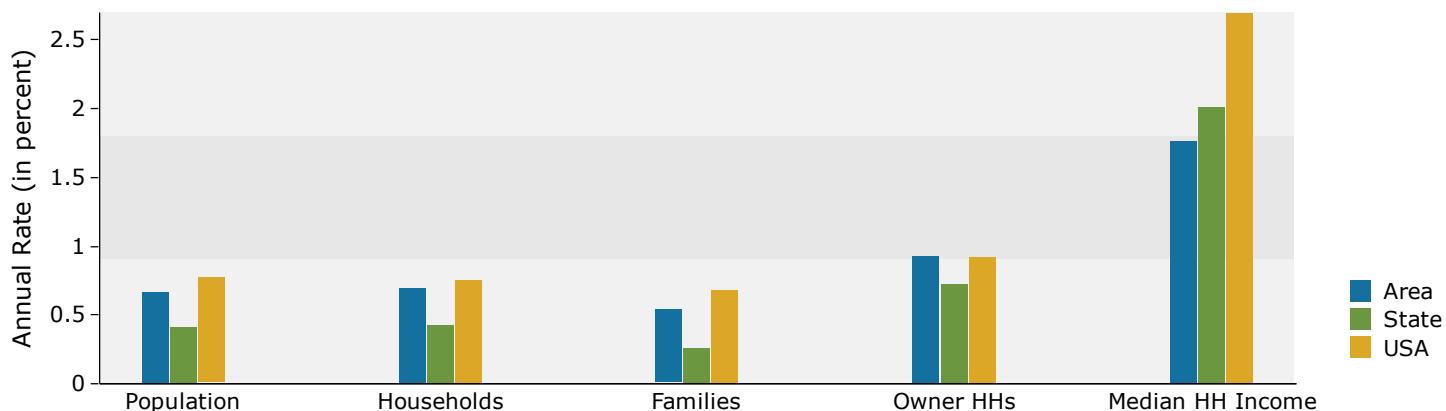
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,346	7.0%	1,315	6.5%	1,338	6.4%
5 - 9	1,310	6.8%	1,339	6.6%	1,374	6.5%
10 - 14	1,419	7.4%	1,323	6.5%	1,412	6.7%
15 - 19	1,396	7.2%	1,175	5.8%	1,272	6.1%
20 - 24	1,247	6.5%	1,197	5.9%	1,068	5.1%
25 - 34	2,735	14.2%	2,988	14.7%	2,868	13.6%
35 - 44	2,460	12.8%	2,800	13.8%	3,049	14.5%
45 - 54	2,692	14.0%	2,472	12.2%	2,539	12.1%
55 - 64	2,313	12.0%	2,572	12.6%	2,497	11.9%
65 - 74	1,273	6.6%	1,962	9.6%	2,152	10.2%
75 - 84	810	4.2%	853	4.2%	1,121	5.3%
85+	293	1.5%	337	1.7%	333	1.6%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,205	84.0%	16,387	80.6%	16,496	78.5%
Black Alone	2,081	10.8%	2,568	12.6%	2,891	13.8%
American Indian Alone	72	0.4%	85	0.4%	91	0.4%
Asian Alone	231	1.2%	336	1.7%	409	1.9%
Pacific Islander Alone	4	0.0%	11	0.1%	15	0.1%
Some Other Race Alone	421	2.2%	560	2.8%	653	3.1%
Two or More Races	282	1.5%	388	1.9%	468	2.2%
Hispanic Origin (Any Race)	994	5.2%	1,345	6.6%	1,575	7.5%

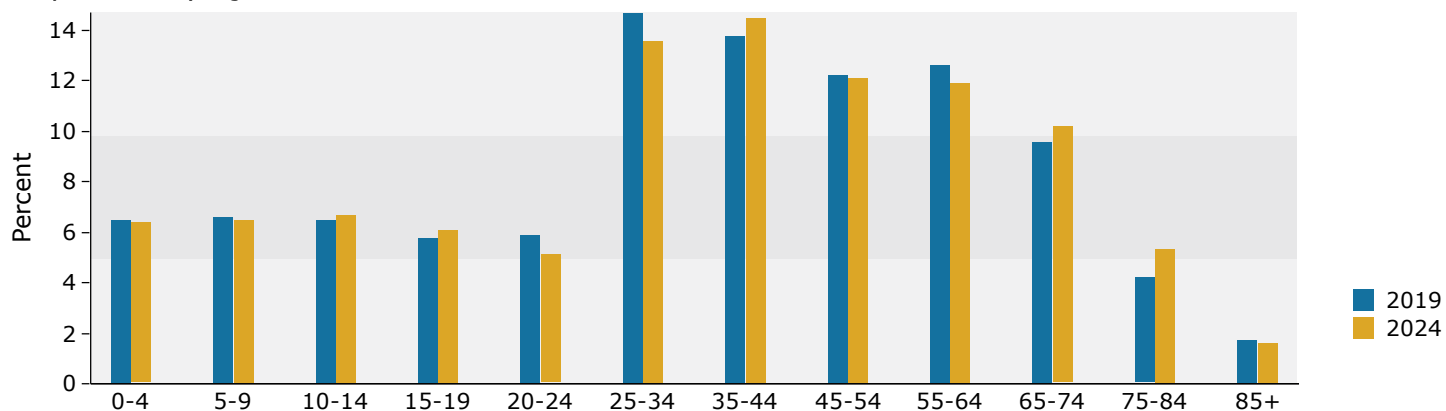
**Data Note:** Income is expressed in current dollars.

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

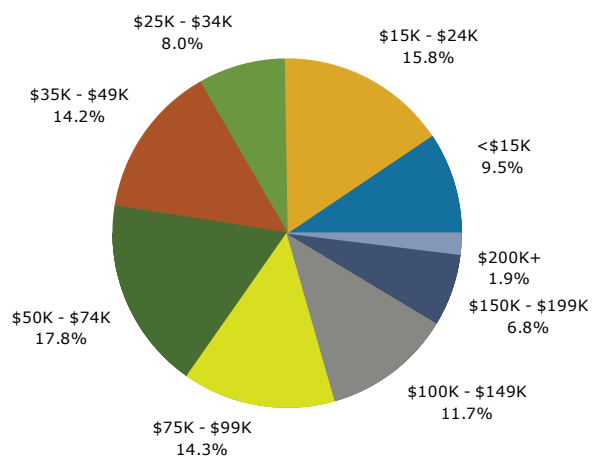
## Trends 2019-2024



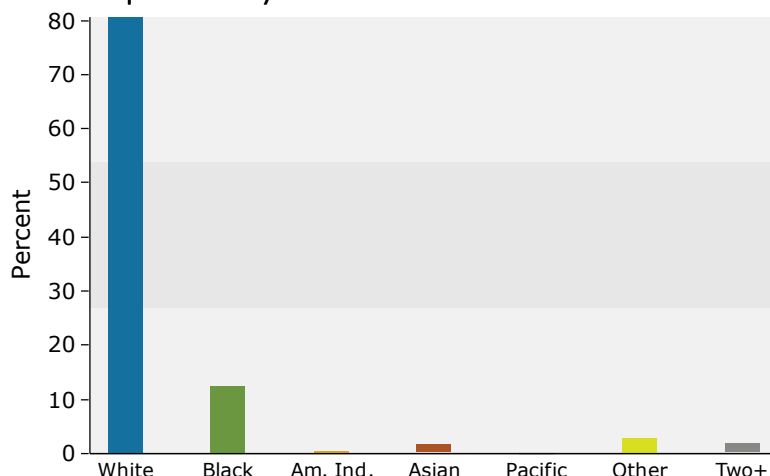
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 6.6%

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

## Population Summary

2000 Total Population	17,174
2010 Total Population	19,295
2019 Total Population	20,334
2019 Group Quarters	165
2024 Total Population	21,025
2019-2024 Annual Rate	0.67%
2019 Total Daytime Population	22,640
Workers	12,066
Residents	10,574

## Household Summary

2000 Households	6,380
2000 Average Household Size	2.66
2010 Households	7,424
2010 Average Household Size	2.58
2019 Households	7,858
2019 Average Household Size	2.57
2024 Households	8,137
2024 Average Household Size	2.56
2019-2024 Annual Rate	0.70%
2010 Families	5,175
2010 Average Family Size	3.06
2019 Families	5,358
2019 Average Family Size	3.08
2024 Families	5,505
2024 Average Family Size	3.09
2019-2024 Annual Rate	0.54%

## 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%
2019 Housing Units	8,510
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	7.7%
2024 Housing Units	8,941
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	9.0%

## Median Household Income

2019	\$52,429
2024	\$57,233

## Median Home Value

2019	\$157,397
2024	\$171,679

## Per Capita Income

2019	\$26,180
2024	\$29,430

## Median Age

2010	35.8
2019	37.8
2024	38.8

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

## 2019 Households by Income

Household Income Base	7,858
<\$15,000	9.5%
\$15,000 - \$24,999	15.8%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	6.8%
\$200,000+	1.9%
Average Household Income	\$68,067

## 2024 Households by Income

Household Income Base	8,137
<\$15,000	8.4%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	8.9%
\$200,000+	2.2%
Average Household Income	\$76,353

## 2019 Owner Occupied Housing Units by Value

Total	5,354
<\$50,000	8.0%
\$50,000 - \$99,999	13.7%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	27.3%
\$200,000 - \$249,999	10.7%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	5.6%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$180,242

## 2024 Owner Occupied Housing Units by Value

Total	5,609
<\$50,000	5.8%
\$50,000 - \$99,999	11.1%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	27.5%
\$200,000 - \$249,999	12.2%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	7.7%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$208,619

**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.

## 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%

## 2019 Population by Age

Total	20,333
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	11.7%
25 - 34	14.7%
35 - 44	13.8%
45 - 54	12.2%
55 - 64	12.6%
65 - 74	9.6%
75 - 84	4.2%
85 +	1.7%
18 +	76.9%

## 2024 Population by Age

Total	21,023
0 - 4	6.4%
5 - 9	6.5%
10 - 14	6.7%
15 - 24	11.1%
25 - 34	13.6%
35 - 44	14.5%
45 - 54	12.1%
55 - 64	11.9%
65 - 74	10.2%
75 - 84	5.3%
85 +	1.6%
18 +	76.6%

## 2010 Population by Sex

Males	9,241
Females	10,054

## 2019 Population by Sex

Males	9,833
Females	10,501

## 2024 Population by Sex

Males	10,201
Females	10,823

## 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

## 2019 Population by Race/Ethnicity

Total	20,335
White Alone	80.6%
Black Alone	12.6%
American Indian Alone	0.4%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	1.9%
Hispanic Origin	6.6%
Diversity Index	41.7

## 2024 Population by Race/Ethnicity

Total	21,023
White Alone	78.5%
Black Alone	13.8%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.2%
Hispanic Origin	7.5%
Diversity Index	45.3

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

## 2019 Population 25+ by Educational Attainment

Total	13,984
Less than 9th Grade	5.7%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	29.4%
GED/Alternative Credential	6.5%
Some College, No Degree	23.9%
Associate Degree	5.4%
Bachelor's Degree	14.8%
Graduate/Professional Degree	6.0%

## 2019 Population 15+ by Marital Status

Total	16,356
Never Married	30.1%
Married	45.9%
Widowed	8.6%
Divorced	15.5%

## 2019 Civilian Population 16+ in Labor Force

Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%

## 2019 Employed Population 16+ by Industry

Total	9,936
Agriculture/Mining	0.5%
Construction	12.0%
Manufacturing	10.5%
Wholesale Trade	2.2%
Retail Trade	11.5%
Transportation/Utilities	3.8%
Information	1.0%
Finance/Insurance/Real Estate	7.4%
Services	45.2%
Public Administration	6.0%

## 2019 Employed Population 16+ by Occupation

Total	9,936
White Collar	55.4%
Management/Business/Financial	12.4%
Professional	14.0%
Sales	11.8%
Administrative Support	17.3%
Services	18.5%
Blue Collar	26.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	9.6%
Installation/Maintenance/Repair	4.8%
Production	6.8%
Transportation/Material Moving	4.6%

## 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%

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



## Top 3 Tapestry Segments

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

## 2019 Consumer Spending

Apparel & Services: Total \$	\$13,268,920
Average Spent	\$1,688.59
Spending Potential Index	79
Education: Total \$	\$9,121,584
Average Spent	\$1,160.80
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$20,371,606
Average Spent	\$2,592.47
Spending Potential Index	79
Food at Home: Total \$	\$32,810,977
Average Spent	\$4,175.49
Spending Potential Index	81
Food Away from Home: Total \$	\$22,913,370
Average Spent	\$2,915.93
Spending Potential Index	79
Health Care: Total \$	\$38,401,709
Average Spent	\$4,886.96
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$13,331,365
Average Spent	\$1,696.53
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$5,595,137
Average Spent	\$712.03
Spending Potential Index	80
Shelter: Total \$	\$109,928,230
Average Spent	\$13,989.34
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,530,848
Average Spent	\$1,976.44
Spending Potential Index	80
Travel: Total \$	\$13,262,536
Average Spent	\$1,687.78
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$7,228,156
Average Spent	\$919.85
Spending Potential Index	80

**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.