



# Market Profile

Broussard City, LA  
 Broussard City, LA (2210075)  
 Geography: Place

Prepared by Esri

	<b>Broussard cit...</b>
<b>Population Summary</b>	
2000 Total Population	6,844
2010 Total Population	8,597
2017 Total Population	11,076
2017 Group Quarters	95
2022 Total Population	12,385
2017-2022 Annual Rate	2.26%
2017 Total Daytime Population	16,503
Workers	10,376
Residents	6,127
<b>Household Summary</b>	
2000 Households	2,538
2000 Average Household Size	2.69
2010 Households	3,290
2010 Average Household Size	2.57
2017 Households	4,235
2017 Average Household Size	2.59
2022 Households	4,741
2022 Average Household Size	2.59
2017-2022 Annual Rate	2.28%
2010 Families	2,328
2010 Average Family Size	3.03
2017 Families	3,003
2017 Average Family Size	3.04
2022 Families	3,328
2022 Average Family Size	3.05
2017-2022 Annual Rate	2.08%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,695
Owner Occupied Housing Units	72.6%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	5.8%
2010 Housing Units	3,495
Owner Occupied Housing Units	74.4%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	5.9%
2017 Housing Units	4,445
Owner Occupied Housing Units	70.8%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	4.7%
2022 Housing Units	4,904
Owner Occupied Housing Units	72.3%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	3.3%
<b>Median Household Income</b>	
2017	\$63,654
2022	\$75,600
<b>Median Home Value</b>	
2017	\$196,059
2022	\$235,314
<b>Per Capita Income</b>	
2017	\$33,592
2022	\$38,920
<b>Median Age</b>	
2010	34.4
2017	36.0
2022	37.1

**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.



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### 2017 Households by Income

Household Income Base	4,235
<\$15,000	12.2%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	6.2%
\$200,000+	8.1%
Average Household Income	\$88,371

### 2022 Households by Income

Household Income Base	4,742
<\$15,000	12.0%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	7.5%
\$200,000+	10.0%
Average Household Income	\$102,448

### 2017 Owner Occupied Housing Units by Value

Total	3,148
<\$50,000	6.5%
\$50,000 - \$99,999	5.2%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	25.8%
\$200,000 - \$249,999	18.5%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	6.2%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	5.9%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	1.2%
Average Home Value	\$250,127

### 2022 Owner Occupied Housing Units by Value

Total	3,544
<\$50,000	3.1%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	19.7%
\$200,000 - \$249,999	20.7%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	15.1%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	2.8%
\$1,000,000 +	1.6%
Average Home Value	\$299,139

**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.

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	<b>Broussard cit...</b>
<b>2010 Population by Age</b>	
Total	8,597
0 - 4	8.1%
5 - 9	7.5%
10 - 14	6.8%
15 - 24	11.2%
25 - 34	17.4%
35 - 44	15.2%
45 - 54	14.2%
55 - 64	10.1%
65 - 74	5.2%
75 - 84	2.8%
85 +	1.4%
18 +	73.8%
<b>2017 Population by Age</b>	
Total	11,079
0 - 4	7.4%
5 - 9	7.6%
10 - 14	7.3%
15 - 24	11.2%
25 - 34	14.7%
35 - 44	15.4%
45 - 54	12.9%
55 - 64	12.4%
65 - 74	7.1%
75 - 84	2.9%
85 +	1.0%
18 +	74.0%
<b>2022 Population by Age</b>	
Total	12,385
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.7%
15 - 24	11.4%
25 - 34	12.9%
35 - 44	16.1%
45 - 54	12.4%
55 - 64	11.6%
65 - 74	8.7%
75 - 84	3.5%
85 +	1.0%
18 +	73.6%
<b>2010 Population by Sex</b>	
Males	4,200
Females	4,397
<b>2017 Population by Sex</b>	
Males	5,456
Females	5,623
<b>2022 Population by Sex</b>	
Males	6,096
Females	6,289

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



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		Broussard cit...
<b>2010 Population by Race/Ethnicity</b>		
Total		8,597
White Alone		80.6%
Black Alone		15.4%
American Indian Alone		0.3%
Asian Alone		1.3%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.1%
Two or More Races		1.3%
Hispanic Origin		2.6%
Diversity Index		36.1
<b>2017 Population by Race/Ethnicity</b>		
Total		11,076
White Alone		77.6%
Black Alone		17.0%
American Indian Alone		0.4%
Asian Alone		1.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.5%
Two or More Races		1.9%
Hispanic Origin		3.7%
Diversity Index		41.3
<b>2022 Population by Race/Ethnicity</b>		
Total		12,384
White Alone		76.1%
Black Alone		17.6%
American Indian Alone		0.4%
Asian Alone		1.8%
Pacific Islander Alone		0.2%
Some Other Race Alone		1.7%
Two or More Races		2.3%
Hispanic Origin		4.5%
Diversity Index		44.3
<b>2010 Population by Relationship and Household Type</b>		
Total		8,597
In Households		98.3%
In Family Households		84.2%
Householder		27.1%
Spouse		20.4%
Child		32.3%
Other relative		2.3%
Nonrelative		2.2%
In Nonfamily Households		14.1%
In Group Quarters		1.7%
Institutionalized Population		1.6%
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.



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	<b>Broussard cit...</b>
<b>2017 Population 25+ by Educational Attainment</b>	
Total	7,359
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	27.6%
GED/Alternative Credential	3.6%
Some College, No Degree	22.4%
Associate Degree	6.8%
Bachelor's Degree	20.4%
Graduate/Professional Degree	10.3%
<b>2017 Population 15+ by Marital Status</b>	
Total	8,605
Never Married	27.2%
Married	54.0%
Widowed	4.1%
Divorced	14.7%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.0%
Civilian Unemployed (Unemployment Rate)	4.0%
<b>2017 Employed Population 16+ by Industry</b>	
Total	5,020
Agriculture/Mining	8.6%
Construction	3.8%
Manufacturing	8.6%
Wholesale Trade	3.4%
Retail Trade	11.4%
Transportation/Utilities	4.3%
Information	1.6%
Finance/Insurance/Real Estate	3.9%
Services	52.7%
Public Administration	1.7%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	5,021
White Collar	61.2%
Management/Business/Financial	14.5%
Professional	23.2%
Sales	13.1%
Administrative Support	10.3%
Services	18.5%
Blue Collar	20.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	4.8%
Production	5.8%
Transportation/Material Moving	4.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	8,597
Population Inside Urbanized Area	90.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	9.2%

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



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<b>2010 Households by Type</b>	
Total	3,290
Households with 1 Person	23.1%
Households with 2+ People	76.9%
Family Households	70.8%
Husband-wife Families	53.3%
With Related Children	26.7%
Other Family (No Spouse Present)	17.5%
Other Family with Male Householder	4.9%
With Related Children	3.2%
Other Family with Female Householder	12.6%
With Related Children	8.9%
Nonfamily Households	6.1%
All Households with Children	39.1%
Multigenerational Households	2.8%
Unmarried Partner Households	7.6%
Male-female	6.8%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	3,290
1 Person Household	23.1%
2 Person Household	33.0%
3 Person Household	19.1%
4 Person Household	16.4%
5 Person Household	6.2%
6 Person Household	1.7%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,290
Owner Occupied	79.1%
Owned with a Mortgage/Loan	57.6%
Owned Free and Clear	21.5%
Renter Occupied	20.9%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,495
Housing Units Inside Urbanized Area	91.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	8.4%

**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.



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### Top 3 Tapestry Segments

1. Middleburg (4C)
2. Down the Road (10D)
3. Soccer Moms (4A)

### 2017 Consumer Spending

Apparel & Services: Total \$	\$10,223,928
Average Spent	\$2,414.15
Spending Potential Index	112
Education: Total \$	\$6,147,011
Average Spent	\$1,451.48
Spending Potential Index	100
Entertainment/Recreation: Total \$	\$14,551,496
Average Spent	\$3,436.01
Spending Potential Index	110
Food at Home: Total \$	\$23,382,679
Average Spent	\$5,521.29
Spending Potential Index	110
Food Away from Home: Total \$	\$15,932,570
Average Spent	\$3,762.12
Spending Potential Index	113
Health Care: Total \$	\$26,178,383
Average Spent	\$6,181.44
Spending Potential Index	111
HH Furnishings & Equipment: Total \$	\$9,294,513
Average Spent	\$2,194.69
Spending Potential Index	113
Personal Care Products & Services: Total \$	\$3,746,363
Average Spent	\$884.62
Spending Potential Index	111
Shelter: Total \$	\$73,540,747
Average Spent	\$17,364.99
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,044,672
Average Spent	\$2,607.95
Spending Potential Index	111
Travel: Total \$	\$9,470,101
Average Spent	\$2,236.15
Spending Potential Index	108
Vehicle Maintenance & Repairs: Total \$	\$5,024,018
Average Spent	\$1,186.31
Spending Potential Index	111

**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.

June 11, 2018