



# Market Profile

Broussard City, LA 4  
 Broussard City, LA (2210075)  
 Geography: Place

Prepared by Esri

	Broussard cit...
<b>Population Summary</b>	
2000 Total Population	7,080
2010 Total Population	8,955
2019 Total Population	12,087
2019 Group Quarters	91
2024 Total Population	13,324
2019-2024 Annual Rate	1.97%
2019 Total Daytime Population	17,894
Workers	12,028
Residents	5,866
<b>Household Summary</b>	
2000 Households	2,618
2000 Average Household Size	2.70
2010 Households	3,419
2010 Average Household Size	2.58
2019 Households	4,603
2019 Average Household Size	2.61
2024 Households	5,076
2024 Average Household Size	2.61
2019-2024 Annual Rate	1.98%
2010 Families	2,444
2010 Average Family Size	3.03
2019 Families	3,267
2019 Average Family Size	3.06
2024 Families	3,567
2024 Average Family Size	3.08
2019-2024 Annual Rate	1.77%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,778
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	5.8%
2010 Housing Units	3,627
Owner Occupied Housing Units	75.2%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	5.7%
2019 Housing Units	4,861
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	5.3%
2024 Housing Units	5,351
Owner Occupied Housing Units	76.5%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	5.1%
<b>Median Household Income</b>	
2019	\$63,882
2024	\$70,851
<b>Median Home Value</b>	
2019	\$218,888
2024	\$248,188
<b>Per Capita Income</b>	
2019	\$33,149
2024	\$37,536
<b>Median Age</b>	
2010	34.7
2019	36.5
2024	37.5

**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.



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### 2019 Households by Income

Household Income Base	4,603
<\$15,000	12.1%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	4.9%
\$200,000+	8.4%
Average Household Income	\$88,494

### 2024 Households by Income

Household Income Base	5,075
<\$15,000	11.2%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	6.3%
\$200,000+	10.1%
Average Household Income	\$100,216

### 2019 Owner Occupied Housing Units by Value

Total	3,651
<\$50,000	6.4%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	24.2%
\$200,000 - \$249,999	18.6%
\$250,000 - \$299,999	13.5%
\$300,000 - \$399,999	10.4%
\$400,000 - \$499,999	7.8%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.3%
Average Home Value	\$263,359

### 2024 Owner Occupied Housing Units by Value

Total	4,091
<\$50,000	3.8%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	19.8%
\$200,000 - \$249,999	18.6%
\$250,000 - \$299,999	14.8%
\$300,000 - \$399,999	12.8%
\$400,000 - \$499,999	11.3%
\$500,000 - \$749,999	6.9%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.6%
Average Home Value	\$312,625

**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.



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<b>2010 Population by Age</b>		
Total		8,955
0 - 4		7.9%
5 - 9		7.5%
10 - 14		6.9%
15 - 24		11.2%
25 - 34		17.0%
35 - 44		15.0%
45 - 54		14.4%
55 - 64		10.6%
65 - 74		5.4%
75 - 84		2.8%
85 +		1.4%
18 +		73.9%
<b>2019 Population by Age</b>		
Total		12,086
0 - 4		7.3%
5 - 9		7.5%
10 - 14		7.5%
15 - 24		11.2%
25 - 34		13.9%
35 - 44		15.9%
45 - 54		12.5%
55 - 64		12.4%
65 - 74		7.8%
75 - 84		3.0%
85 +		1.0%
18 +		73.9%
<b>2024 Population by Age</b>		
Total		13,326
0 - 4		7.1%
5 - 9		7.4%
10 - 14		7.6%
15 - 24		11.6%
25 - 34		12.4%
35 - 44		15.8%
45 - 54		12.7%
55 - 64		11.2%
65 - 74		9.2%
75 - 84		3.9%
85 +		1.1%
18 +		73.7%
<b>2010 Population by Sex</b>		
Males		4,381
Females		4,574
<b>2019 Population by Sex</b>		
Males		5,948
Females		6,138
<b>2024 Population by Sex</b>		
Males		6,547
Females		6,779

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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### 2010 Population by Race/Ethnicity

Total	8,955
White Alone	80.8%
Black Alone	15.2%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	1.4%
Hispanic Origin	2.6%
Diversity Index	35.9

### 2019 Population by Race/Ethnicity

Total	12,088
White Alone	76.8%
Black Alone	17.7%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.5%
Two or More Races	1.8%
Hispanic Origin	3.8%
Diversity Index	42.4

### 2024 Population by Race/Ethnicity

Total	13,324
White Alone	75.0%
Black Alone	18.6%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.7%
Two or More Races	2.1%
Hispanic Origin	4.6%
Diversity Index	45.5

### 2010 Population by Relationship and Household Type

Total	8,955
In Households	98.4%
In Family Households	84.7%
Householder	27.3%
Spouse	20.8%
Child	32.3%
Other relative	2.3%
Nonrelative	2.1%
In Nonfamily Households	13.7%
In Group Quarters	1.6%
Institutionalized Population	1.5%
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.



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	<b>Broussard cit...</b>
<b>2019 Population 25+ by Educational Attainment</b>	
Total	8,035
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	22.9%
GED/Alternative Credential	2.8%
Some College, No Degree	19.0%
Associate Degree	7.7%
Bachelor's Degree	23.6%
Graduate/Professional Degree	14.3%
<b>2019 Population 15+ by Marital Status</b>	
Total	9,390
Never Married	28.5%
Married	53.1%
Widowed	4.7%
Divorced	13.7%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.2%
Civilian Unemployed (Unemployment Rate)	2.8%
<b>2019 Employed Population 16+ by Industry</b>	
Total	6,321
Agriculture/Mining	14.2%
Construction	3.7%
Manufacturing	8.8%
Wholesale Trade	3.5%
Retail Trade	9.2%
Transportation/Utilities	6.4%
Information	0.7%
Finance/Insurance/Real Estate	4.4%
Services	46.8%
Public Administration	2.3%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	6,321
White Collar	66.2%
Management/Business/Financial	15.1%
Professional	27.4%
Sales	10.8%
Administrative Support	12.9%
Services	13.3%
Blue Collar	20.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	5.3%
Production	4.5%
Transportation/Material Moving	3.8%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	8,955
Population Inside Urbanized Area	91.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	8.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	3,419
Households with 1 Person	22.6%
Households with 2+ People	77.4%
Family Households	71.5%
Husband-wife Families	54.4%
With Related Children	26.8%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	4.8%
With Related Children	3.1%
Other Family with Female Householder	12.3%
With Related Children	8.7%
Nonfamily Households	5.9%
All Households with Children	38.9%
Multigenerational Households	2.8%
Unmarried Partner Households	7.6%
Male-female	6.8%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	3,419
1 Person Household	22.6%
2 Person Household	33.4%
3 Person Household	19.2%
4 Person Household	16.3%
5 Person Household	6.2%
6 Person Household	1.8%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,419
Owner Occupied	79.8%
Owned with a Mortgage/Loan	57.7%
Owned Free and Clear	22.1%
Renter Occupied	20.2%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,627
Housing Units Inside Urbanized Area	91.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	8.1%

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



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<b>Top 3 Tapestry Segments</b>		
1.		Middleburg (4C)
2.		Soccer Moms (4A)
3.		Down the Road (10D)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$10,105,050
Average Spent		\$2,195.32
Spending Potential Index		102
Education: Total \$		\$6,783,880
Average Spent		\$1,473.80
Spending Potential Index		92
Entertainment/Recreation: Total \$		\$15,293,057
Average Spent		\$3,322.41
Spending Potential Index		102
Food at Home: Total \$		\$24,272,286
Average Spent		\$5,273.14
Spending Potential Index		102
Food Away from Home: Total \$		\$17,523,566
Average Spent		\$3,806.99
Spending Potential Index		104
Health Care: Total \$		\$28,283,455
Average Spent		\$6,144.57
Spending Potential Index		104
HH Furnishings & Equipment: Total \$		\$10,330,055
Average Spent		\$2,244.20
Spending Potential Index		105
Personal Care Products & Services: Total \$		\$4,357,862
Average Spent		\$946.74
Spending Potential Index		107
Shelter: Total \$		\$83,651,168
Average Spent		\$18,173.18
Spending Potential Index		98
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$11,731,185
Average Spent		\$2,548.60
Spending Potential Index		103
Travel: Total \$		\$10,470,660
Average Spent		\$2,274.75
Spending Potential Index		101
Vehicle Maintenance & Repairs: Total \$		\$5,439,791
Average Spent		\$1,181.79
Spending Potential Index		103

**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.

June 27, 2019