



# Market Profile

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

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	Broussard cit...
<b>Population Summary</b>	
2000 Total Population	7,080
2010 Total Population	8,955
2020 Total Population	12,090
2020 Group Quarters	94
2025 Total Population	13,189
2020-2025 Annual Rate	1.76%
2020 Total Daytime Population	15,109
Workers	8,501
Residents	6,608
<b>Household Summary</b>	
2000 Households	2,618
2000 Average Household Size	2.70
2010 Households	3,419
2010 Average Household Size	2.58
2020 Households	4,605
2020 Average Household Size	2.60
2025 Households	5,024
2025 Average Household Size	2.61
2020-2025 Annual Rate	1.76%
2010 Families	2,444
2010 Average Family Size	3.03
2020 Families	3,263
2020 Average Family Size	3.06
2025 Families	3,528
2025 Average Family Size	3.07
2020-2025 Annual Rate	1.57%
<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%
2020 Housing Units	4,915
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	6.3%
2025 Housing Units	5,393
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	6.8%
<b>Median Household Income</b>	
2020	\$67,988
2025	\$72,824
<b>Median Home Value</b>	
2020	\$214,190
2025	\$242,984
<b>Per Capita Income</b>	
2020	\$33,217
2025	\$36,607
<b>Median Age</b>	
2010	34.7
2020	36.8
2025	37.8

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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### 2020 Households by Income

Household Income Base	4,606
<\$15,000	7.9%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	7.6%
\$200,000+	6.5%
Average Household Income	\$88,636

### 2025 Households by Income

Household Income Base	5,023
<\$15,000	7.5%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	9.0%
\$200,000+	7.6%
Average Household Income	\$97,694

### 2020 Owner Occupied Housing Units by Value

Total	3,596
<\$50,000	5.1%
\$50,000 - \$99,999	3.5%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	25.2%
\$200,000 - \$249,999	16.7%
\$250,000 - \$299,999	14.1%
\$300,000 - \$399,999	10.4%
\$400,000 - \$499,999	7.6%
\$500,000 - \$749,999	4.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.4%
Average Home Value	\$259,747

### 2025 Owner Occupied Housing Units by Value

Total	3,938
<\$50,000	3.3%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	21.9%
\$200,000 - \$249,999	15.7%
\$250,000 - \$299,999	16.6%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	5.5%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.5%
Average Home Value	\$290,230

**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 2020 and 2025 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>2020 Population by Age</b>	
Total	12,089
0 - 4	7.3%
5 - 9	7.5%
10 - 14	7.6%
15 - 24	11.2%
25 - 34	13.4%
35 - 44	16.2%
45 - 54	12.5%
55 - 64	12.3%
65 - 74	8.0%
75 - 84	3.1%
85 +	1.0%
18 +	73.9%
<b>2025 Population by Age</b>	
Total	13,190
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.6%
15 - 24	11.7%
25 - 34	12.1%
35 - 44	15.6%
45 - 54	13.0%
55 - 64	11.0%
65 - 74	9.4%
75 - 84	4.0%
85 +	1.1%
18 +	73.7%
<b>2010 Population by Sex</b>	
Males	4,381
Females	4,574
<b>2020 Population by Sex</b>	
Males	5,940
Females	6,149
<b>2025 Population by Sex</b>	
Males	6,475
Females	6,715

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 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

## 2020 Population by Race/Ethnicity

Total	12,088
White Alone	76.7%
Black Alone	17.9%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	1.9%
Hispanic Origin	3.7%
Diversity Index	42.4

## 2025 Population by Race/Ethnicity

Total	13,190
White Alone	75.0%
Black Alone	18.9%
American Indian Alone	0.4%
Asian Alone	1.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.6%
Two or More Races	2.2%
Hispanic Origin	4.3%
Diversity Index	45.1

## 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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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## 2020 Population 25+ by Educational Attainment

Total	8,030
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	7.4%
High School Graduate	26.3%
GED/Alternative Credential	5.1%
Some College, No Degree	18.8%
Associate Degree	6.1%
Bachelor's Degree	23.3%
Graduate/Professional Degree	11.5%

## 2020 Population 15+ by Marital Status

Total	9,386
Never Married	30.8%
Married	52.7%
Widowed	5.1%
Divorced	11.3%

## 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,418
Population 16+ Employed	86.0%
Population 16+ Unemployment rate	14.0%
Population 16-24 Employed	7.6%
Population 16-24 Unemployment rate	28.6%
Population 25-54 Employed	71.9%
Population 25-54 Unemployment rate	12.7%
Population 55-64 Employed	15.7%
Population 55-64 Unemployment rate	12.6%
Population 65+ Employed	4.7%
Population 65+ Unemployment rate	10.9%

## 2020 Employed Population 16+ by Industry

Total	5,517
Agriculture/Mining	11.6%
Construction	4.2%
Manufacturing	9.3%
Wholesale Trade	4.7%
Retail Trade	7.5%
Transportation/Utilities	5.9%
Information	0.7%
Finance/Insurance/Real Estate	4.2%
Services	49.8%
Public Administration	2.1%

## 2020 Employed Population 16+ by Occupation

Total	5,516
White Collar	67.6%
Management/Business/Financial	15.8%
Professional	29.7%
Sales	9.4%
Administrative Support	12.6%
Services	11.5%
Blue Collar	20.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	4.9%
Production	4.7%
Transportation/Material Moving	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 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>2020 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	204
Percent of Income for Mortgage	13.2%
Wealth Index	88
<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%
<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%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

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

### 2020 Consumer Spending

Apparel & Services: Total \$	\$9,862,288
Average Spent	\$2,141.65
Spending Potential Index	100
Education: Total \$	\$7,373,860
Average Spent	\$1,601.27
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$14,761,998
Average Spent	\$3,205.65
Spending Potential Index	99
Food at Home: Total \$	\$24,242,721
Average Spent	\$5,264.43
Spending Potential Index	99
Food Away from Home: Total \$	\$17,398,996
Average Spent	\$3,778.28
Spending Potential Index	100
Health Care: Total \$	\$26,763,605
Average Spent	\$5,811.86
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$10,297,375
Average Spent	\$2,236.13
Spending Potential Index	102
Personal Care Products & Services: Total \$	\$4,316,430
Average Spent	\$937.34
Spending Potential Index	102
Shelter: Total \$	\$84,711,946
Average Spent	\$18,395.65
Spending Potential Index	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,324,200
Average Spent	\$2,459.11
Spending Potential Index	105
Travel: Total \$	\$10,925,561
Average Spent	\$2,372.54
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$5,370,757
Average Spent	\$1,166.29
Spending Potential Index	101

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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