



# Market Profile

Broussard City, LA 8  
Broussard City, LA (2210075)  
Geography: Place

Prepared by Esri

## Broussard cit...

Population Summary	
2000 Total Population	7,080
2010 Total Population	8,955
2021 Total Population	12,036
2021 Group Quarters	94
2026 Total Population	13,043
2021-2026 Annual Rate	1.62%
2021 Total Daytime Population	15,693
Workers	9,873
Residents	5,820
Household Summary	
2000 Households	2,618
2000 Average Household Size	2.70
2010 Households	3,419
2010 Average Household Size	2.58
2021 Households	4,600
2021 Average Household Size	2.60
2026 Households	4,992
2026 Average Household Size	2.59
2021-2026 Annual Rate	1.65%
2010 Families	2,444
2010 Average Family Size	3.03
2021 Families	3,266
2021 Average Family Size	3.04
2026 Families	3,516
2026 Average Family Size	3.05
2021-2026 Annual Rate	1.49%
Housing Unit Summary	
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%
2021 Housing Units	4,922
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	6.5%
2026 Housing Units	5,342
Owner Occupied Housing Units	74.6%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	6.6%
Median Household Income	
2021	\$75,871
2026	\$82,038
Median Home Value	
2021	\$228,465
2026	\$260,637
Per Capita Income	
2021	\$35,629
2026	\$39,698
Median Age	
2010	34.7
2021	37.0
2026	38.0

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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### 2021 Households by Income

Household Income Base	4,600
<\$15,000	8.7%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	10.3%
\$200,000+	7.6%
Average Household Income	\$94,720

### 2026 Households by Income

Household Income Base	4,992
<\$15,000	7.9%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	12.1%
\$200,000+	8.7%
Average Household Income	\$105,428

### 2021 Owner Occupied Housing Units by Value

Total	3,612
<\$50,000	6.6%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	23.3%
\$200,000 - \$249,999	18.6%
\$250,000 - \$299,999	14.5%
\$300,000 - \$399,999	13.2%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.5%
Average Home Value	\$271,989

### 2026 Owner Occupied Housing Units by Value

Total	3,984
<\$50,000	3.1%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	19.7%
\$200,000 - \$249,999	18.4%
\$250,000 - \$299,999	16.2%
\$300,000 - \$399,999	16.0%
\$400,000 - \$499,999	11.6%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.8%
Average Home Value	\$324,266

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
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%
2021 Population by Age	
Total	12,038
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.5%
15 - 24	11.0%
25 - 34	13.4%
35 - 44	16.4%
45 - 54	12.1%
55 - 64	12.3%
65 - 74	8.3%
75 - 84	3.3%
85 +	1.0%
18 +	74.1%
2026 Population by Age	
Total	13,044
0 - 4	7.0%
5 - 9	7.3%
10 - 14	7.6%
15 - 24	11.6%
25 - 34	12.0%
35 - 44	15.8%
45 - 54	13.0%
55 - 64	10.8%
65 - 74	9.6%
75 - 84	4.2%
85 +	1.2%
18 +	73.9%
2010 Population by Sex	
Males	4,381
Females	4,574
2021 Population by Sex	
Males	5,917
Females	6,121
2026 Population by Sex	
Males	6,407
Females	6,637

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
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
<b>2021 Population by Race/Ethnicity</b>	
Total	12,035
White Alone	76.7%
Black Alone	17.8%
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	3.6%
Diversity Index	42.3
<b>2026 Population by Race/Ethnicity</b>	
Total	13,043
White Alone	75.1%
Black Alone	18.7%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.6%
Two or More Races	2.2%
Hispanic Origin	4.2%
Diversity Index	45.0
<b>2010 Population by Relationship and Household Type</b>	
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.

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<b>2021 Population 25+ by Educational Attainment</b>	
Total	8,040
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	5.8%
High School Graduate	25.0%
GED/Alternative Credential	5.2%
Some College, No Degree	17.8%
Associate Degree	5.0%
Bachelor's Degree	25.5%
Graduate/Professional Degree	12.7%
<b>2021 Population 15+ by Marital Status</b>	
Total	9,367
Never Married	26.7%
Married	53.3%
Widowed	6.2%
Divorced	13.9%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	6,512
Population 16+ Employed	96.3%
Population 16+ Unemployment rate	3.7%
Population 16-24 Employed	10.0%
Population 16-24 Unemployment rate	4.4%
Population 25-54 Employed	71.3%
Population 25-54 Unemployment rate	3.0%
Population 55-64 Employed	13.2%
Population 55-64 Unemployment rate	8.6%
Population 65+ Employed	5.5%
Population 65+ Unemployment rate	0.3%
<b>2021 Employed Population 16+ by Industry</b>	
Total	6,268
Agriculture/Mining	11.9%
Construction	3.9%
Manufacturing	8.1%
Wholesale Trade	4.2%
Retail Trade	8.9%
Transportation/Utilities	6.5%
Information	0.7%
Finance/Insurance/Real Estate	4.5%
Services	48.9%
Public Administration	2.3%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	6,267
White Collar	69.8%
Management/Business/Financial	18.8%
Professional	31.4%
Sales	9.3%
Administrative Support	10.4%
Services	10.6%
Blue Collar	19.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	4.2%
Production	4.0%
Transportation/Material Moving	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 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>2021 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index		212
Percent of Income for Mortgage		12.7%
Wealth Index		97
<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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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### Top 3 Tapestry Segments

1. Middleburg (4C)
2. Workday Drive (4A)
3. Down the Road (10D)

### 2021 Consumer Spending

Apparel & Services: Total \$	\$10,007,341
Average Spent	\$2,175.51
Spending Potential Index	103
Education: Total \$	\$7,298,836
Average Spent	\$1,586.70
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$15,292,899
Average Spent	\$3,324.54
Spending Potential Index	103
Food at Home: Total \$	\$25,488,206
Average Spent	\$5,540.91
Spending Potential Index	102
Food Away from Home: Total \$	\$18,020,578
Average Spent	\$3,917.52
Spending Potential Index	103
Health Care: Total \$	\$30,070,573
Average Spent	\$6,537.08
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$11,004,238
Average Spent	\$2,392.23
Spending Potential Index	106
Personal Care Products & Services: Total \$	\$4,264,853
Average Spent	\$927.14
Spending Potential Index	103
Shelter: Total \$	\$91,798,970
Average Spent	\$19,956.30
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,977,026
Average Spent	\$2,603.70
Spending Potential Index	109
Travel: Total \$	\$12,110,186
Average Spent	\$2,632.65
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$5,405,290
Average Spent	\$1,175.06
Spending Potential Index	106

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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