



Market Profile

Broussard City, LA 9
Broussard City, LA (2210075)
Geography: Place

Prepared by LEDA

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Population Summary	
2010 Total Population	9,731
2020 Total Population	13,417
2020 Group Quarters	123
2022 Total Population	13,813
2022 Group Quarters	122
2027 Total Population	14,440
2022-2027 Annual Rate	0.89%
2022 Total Daytime Population	18,053
Workers	11,431
Residents	6,622
Household Summary	
2010 Households	3,656
2010 Average Household Size	2.62
2020 Total Households	5,090
2020 Average Household Size	2.61
2022 Households	5,270
2022 Average Household Size	2.60
2027 Households	5,495
2027 Average Household Size	2.61
2022-2027 Annual Rate	0.84%
2010 Families	2,617
2010 Average Family Size	3.06
2022 Families	3,638
2022 Average Family Size	3.10
2027 Families	3,775
2027 Average Family Size	3.12
2022-2027 Annual Rate	0.74%
Housing Unit Summary	
2000 Housing Units	2,914
Owner Occupied Housing Units	72.6%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	5.9%
2010 Housing Units	3,877
Owner Occupied Housing Units	73.7%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	5.7%
2020 Housing Units	5,500
Vacant Housing Units	7.5%
2022 Housing Units	5,734
Owner Occupied Housing Units	71.9%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	8.1%
2027 Housing Units	6,028
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	19.2%
Vacant Housing Units	8.8%
Median Household Income	
2022	\$82,159
2027	\$91,004
Median Home Value	
2022	\$253,555
2027	\$289,679
Per Capita Income	
2022	\$41,186
2027	\$46,826
Median Age	
2010	33.8
2022	37.1
2027	38.1

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	5,269
<\$15,000	8.4%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	5.7%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	11.7%
\$200,000+	8.9%
Average Household Income	\$107,102

2027 Households by Income

Household Income Base	5,495
<\$15,000	7.9%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	7.1%
\$50,000 - \$74,999	14.2%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	15.2%
\$200,000+	10.9%
Average Household Income	\$122,081

2022 Owner Occupied Housing Units by Value

Total	4,122
<\$50,000	4.1%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	23.8%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	15.7%
\$300,000 - \$399,999	16.9%
\$400,000 - \$499,999	11.6%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.3%
Average Home Value	\$297,416

2027 Owner Occupied Housing Units by Value

Total	4,339
<\$50,000	1.6%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	13.4%
\$250,000 - \$299,999	17.6%
\$300,000 - \$399,999	19.7%
\$400,000 - \$499,999	15.0%
\$500,000 - \$749,999	6.0%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	2.5%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	0.3%
Average Home Value	\$358,579

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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2010 Population by Age	
Total	9,735
0 - 4	8.5%
5 - 9	7.6%
10 - 14	6.8%
15 - 24	11.8%
25 - 34	17.3%
35 - 44	14.5%
45 - 54	14.4%
55 - 64	10.1%
65 - 74	5.1%
75 - 84	2.6%
85 +	1.2%
18 +	73.4%
2022 Population by Age	
Total	13,816
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.5%
15 - 24	11.2%
25 - 34	13.4%
35 - 44	15.9%
45 - 54	12.3%
55 - 64	12.2%
65 - 74	8.4%
75 - 84	3.5%
85 +	1.2%
18 +	74.2%
2027 Population by Age	
Total	14,439
0 - 4	6.8%
5 - 9	7.2%
10 - 14	7.5%
15 - 24	11.5%
25 - 34	12.2%
35 - 44	15.5%
45 - 54	12.9%
55 - 64	11.0%
65 - 74	9.5%
75 - 84	4.5%
85 +	1.4%
18 +	74.3%
2010 Population by Sex	
Males	4,768
Females	4,963
2022 Population by Sex	
Males	6,786
Females	7,030
2027 Population by Sex	
Males	7,083
Females	7,356

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity

Total	9,731
White Alone	79.9%
Black Alone	15.9%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	1.4%
Hispanic Origin	2.8%
Diversity Index	37.1

2020 Population by Race/Ethnicity

Total	13,417
White Alone	73.9%
Black Alone	16.0%
American Indian Alone	0.5%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	6.1%
Hispanic Origin	5.2%
Diversity Index	48.0

2022 Population by Race/Ethnicity

Total	13,814
White Alone	72.7%
Black Alone	16.8%
American Indian Alone	0.5%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	6.3%
Hispanic Origin	5.5%
Diversity Index	49.7

2027 Population by Race/Ethnicity

Total	14,440
White Alone	71.6%
Black Alone	16.9%
American Indian Alone	0.5%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	6.9%
Hispanic Origin	5.8%
Diversity Index	51.2

2010 Population by Relationship and Household Type

Total	9,731
In Households	98.4%
In Family Households	84.7%
Householder	27.1%
Spouse	20.0%
Child	32.8%
Other relative	2.5%
Nonrelative	2.3%
In Nonfamily Households	13.6%
In Group Quarters	1.6%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.2%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Population 25+ by Educational Attainment	
Total	9,233
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	26.4%
GED/Alternative Credential	5.7%
Some College, No Degree	16.2%
Associate Degree	5.6%
Bachelor's Degree	26.0%
Graduate/Professional Degree	12.7%
2022 Population 15+ by Marital Status	
Total	10,785
Never Married	28.0%
Married	52.2%
Widowed	6.4%
Divorced	13.4%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	7,483
Population 16+ Employed	97.2%
Population 16+ Unemployment rate	2.8%
Population 16-24 Employed	10.9%
Population 16-24 Unemployment rate	4.7%
Population 25-54 Employed	70.3%
Population 25-54 Unemployment rate	2.3%
Population 55-64 Employed	13.0%
Population 55-64 Unemployment rate	5.1%
Population 65+ Employed	5.8%
Population 65+ Unemployment rate	0.0%
2022 Employed Population 16+ by Industry	
Total	7,275
Agriculture/Mining	9.1%
Construction	4.6%
Manufacturing	7.8%
Wholesale Trade	4.4%
Retail Trade	9.5%
Transportation/Utilities	6.3%
Information	0.7%
Finance/Insurance/Real Estate	5.0%
Services	50.4%
Public Administration	2.3%
2022 Employed Population 16+ by Occupation	
Total	7,276
White Collar	68.6%
Management/Business/Financial	18.7%
Professional	29.8%
Sales	9.6%
Administrative Support	10.5%
Services	11.1%
Blue Collar	20.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	4.1%
Production	4.2%
Transportation/Material Moving	4.9%

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2010 Households by Type		
Total		3,657
Households with 1 Person		22.3%
Households with 2+ People		77.7%
Family Households		71.6%
Husband-wife Families		52.9%
With Related Children		26.2%
Other Family (No Spouse Present)		18.6%
Other Family with Male Householder		5.4%
With Related Children		3.4%
Other Family with Female Householder		13.2%
With Related Children		9.6%
Nonfamily Households		6.2%
All Households with Children		39.6%
Multigenerational Households		2.9%
Unmarried Partner Households		7.5%
Male-female		6.8%
Same-sex		0.8%
2010 Households by Size		
Total		3,655
1 Person Household		22.3%
2 Person Household		33.1%
3 Person Household		19.3%
4 Person Household		16.6%
5 Person Household		6.0%
6 Person Household		2.1%
7 + Person Household		0.7%
2010 Households by Tenure and Mortgage Status		
Total		3,655
Owner Occupied		78.2%
Owned with a Mortgage/Loan		56.0%
Owned Free and Clear		22.3%
Renter Occupied		21.8%
2022 Affordability, Mortgage and Wealth		
Housing Affordability Index		163
Percent of Income for Mortgage		16.3%
Wealth Index		95
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		3,877
Housing Units Inside Urbanized Area		90.9%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		9.1%
2010 Population By Urban/ Rural Status		
Total Population		9,731
Population Inside Urbanized Area		89.8%
Population Inside Urbanized Cluster		0.0%
Rural Population		10.2%

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.

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Top 3 Tapestry Segments

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

2022 Consumer Spending

Apparel & Services: Total \$	\$12,959,280
Average Spent	\$2,459.07
Spending Potential Index	102
Education: Total \$	\$9,483,917
Average Spent	\$1,799.60
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$19,806,242
Average Spent	\$3,758.30
Spending Potential Index	102
Food at Home: Total \$	\$32,970,632
Average Spent	\$6,256.29
Spending Potential Index	101
Food Away from Home: Total \$	\$23,323,174
Average Spent	\$4,425.65
Spending Potential Index	103
Health Care: Total \$	\$38,891,892
Average Spent	\$7,379.87
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$14,249,451
Average Spent	\$2,703.88
Spending Potential Index	106
Personal Care Products & Services: Total \$	\$5,519,786
Average Spent	\$1,047.40
Spending Potential Index	103
Shelter: Total \$	\$118,853,461
Average Spent	\$22,552.84
Spending Potential Index	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,495,071
Average Spent	\$2,940.24
Spending Potential Index	108
Travel: Total \$	\$15,696,485
Average Spent	\$2,978.46
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$6,990,036
Average Spent	\$1,326.38
Spending Potential Index	105

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.