



Market Profile

Broussard City, LA 15
Broussard City, LA (2210075)
Geography: Place

Prepared by Esri

Broussard cit...

Population Summary	
2010 Total Population	9,731
2020 Total Population	13,417
2020 Group Quarters	123
2023 Total Population	13,667
2023 Group Quarters	123
2028 Total Population	13,938
2023-2028 Annual Rate	0.39%
2023 Total Daytime Population	18,286
Workers	11,653
Residents	6,633
Household Summary	
2010 Households	3,656
2010 Average Household Size	2.62
2020 Total Households	5,090
2020 Average Household Size	2.61
2023 Households	5,246
2023 Average Household Size	2.58
2028 Households	5,373
2028 Average Household Size	2.57
2023-2028 Annual Rate	0.48%
2010 Families	2,617
2010 Average Family Size	3.06
2023 Families	3,653
2023 Average Family Size	3.07
2028 Families	3,719
2028 Average Family Size	3.07
2023-2028 Annual Rate	0.36%
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%
2023 Housing Units	5,710
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	8.1%
2028 Housing Units	5,838
Owner Occupied Housing Units	72.3%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	8.0%
Median Household Income	
2023	\$78,032
2028	\$88,432
Median Home Value	
2023	\$247,222
2028	\$273,650
Per Capita Income	
2023	\$39,790
2028	\$45,223
Median Age	
2010	33.8
2023	37.2
2028	38.3

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income

Household Income Base	5,246
<\$15,000	8.0%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	15.0%
\$200,000+	7.0%
Average Household Income	\$103,621

2028 Households by Income

Household Income Base	5,373
<\$15,000	7.1%
\$15,000 - \$24,999	4.3%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	6.6%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	17.9%
\$200,000+	8.6%
Average Household Income	\$117,273

2023 Owner Occupied Housing Units by Value

Total	4,102
<\$50,000	8.4%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	14.7%
\$200,000 - \$249,999	20.2%
\$250,000 - \$299,999	21.0%
\$300,000 - \$399,999	13.9%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$269,295

2028 Owner Occupied Housing Units by Value

Total	4,219
<\$50,000	3.6%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	12.5%
\$200,000 - \$249,999	18.8%
\$250,000 - \$299,999	22.8%
\$300,000 - \$399,999	16.4%
\$400,000 - \$499,999	11.0%
\$500,000 - \$749,999	5.9%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	2.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$328,330

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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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%
2023 Population by Age		
Total		13,667
0 - 4		7.1%
5 - 9		7.2%
10 - 14		7.7%
15 - 24		11.1%
25 - 34		13.3%
35 - 44		16.2%
45 - 54		12.0%
55 - 64		11.8%
65 - 74		8.8%
75 - 84		3.7%
85 +		1.1%
18 +		74.2%
2028 Population by Age		
Total		13,938
0 - 4		6.8%
5 - 9		7.0%
10 - 14		7.5%
15 - 24		11.6%
25 - 34		12.0%
35 - 44		15.8%
45 - 54		12.8%
55 - 64		10.9%
65 - 74		9.6%
75 - 84		4.7%
85 +		1.4%
18 +		74.6%
2010 Population by Sex		
Males		4,768
Females		4,963
2023 Population by Sex		
Males		6,726
Females		6,941
2028 Population by Sex		
Males		6,819
Females		7,119

Source: Esri forecasts for 2023 and 2028. 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
2023 Population by Race/Ethnicity	
Total	13,667
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	1.7%
Two or More Races	6.3%
Hispanic Origin	5.8%
Diversity Index	50.0
2028 Population by Race/Ethnicity	
Total	13,938
White Alone	71.1%
Black Alone	17.3%
American Indian Alone	0.6%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	7.1%
Hispanic Origin	6.4%
Diversity Index	52.4
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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Population 25+ by Educational Attainment		
Total		9,141
Less than 9th Grade		3.1%
9th - 12th Grade, No Diploma		5.9%
High School Graduate		23.3%
GED/Alternative Credential		5.7%
Some College, No Degree		21.0%
Associate Degree		5.1%
Bachelor's Degree		28.0%
Graduate/Professional Degree		7.9%
2023 Population 15+ by Marital Status		
Total		10,663
Never Married		36.5%
Married		51.8%
Widowed		4.5%
Divorced		7.3%
2023 Civilian Population 16+ in Labor Force		
Civilian Population 16+		7,418
Population 16+ Employed		95.6%
Population 16+ Unemployment rate		4.4%
Population 16-24 Employed		12.1%
Population 16-24 Unemployment rate		9.3%
Population 25-54 Employed		69.2%
Population 25-54 Unemployment rate		3.6%
Population 55-64 Employed		12.6%
Population 55-64 Unemployment rate		6.0%
Population 65+ Employed		6.1%
Population 65+ Unemployment rate		0.0%
2023 Employed Population 16+ by Industry		
Total		7,090
Agriculture/Mining		9.0%
Construction		5.3%
Manufacturing		8.0%
Wholesale Trade		1.5%
Retail Trade		6.6%
Transportation/Utilities		4.8%
Information		0.5%
Finance/Insurance/Real Estate		6.3%
Services		52.7%
Public Administration		5.3%
2023 Employed Population 16+ by Occupation		
Total		7,090
White Collar		67.4%
Management/Business/Financial		20.1%
Professional		29.8%
Sales		9.7%
Administrative Support		7.8%
Services		13.3%
Blue Collar		19.3%
Farming/Forestry/Fishing		0.0%
Construction/Extraction		5.8%
Installation/Maintenance/Repair		4.0%
Production		4.7%
Transportation/Material Moving		4.9%

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June 26, 2023



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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%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	134
Percent of Income for Mortgage	19.0%
Wealth Index	88
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)

2023 Consumer Spending

Apparel & Services: Total \$	\$11,063,215
Average Spent	\$2,108.89
Spending Potential Index	96
Education: Total \$	\$8,299,714
Average Spent	\$1,582.10
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$19,293,042
Average Spent	\$3,677.67
Spending Potential Index	97
Food at Home: Total \$	\$33,916,650
Average Spent	\$6,465.24
Spending Potential Index	95
Food Away from Home: Total \$	\$19,093,662
Average Spent	\$3,639.66
Spending Potential Index	98
Health Care: Total \$	\$38,043,649
Average Spent	\$7,251.93
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$15,247,608
Average Spent	\$2,906.52
Spending Potential Index	98
Personal Care Products & Services: Total \$	\$4,885,379
Average Spent	\$931.26
Spending Potential Index	97
Shelter: Total \$	\$123,241,493
Average Spent	\$23,492.47
Spending Potential Index	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,494,229
Average Spent	\$3,144.15
Spending Potential Index	101
Travel: Total \$	\$11,667,765
Average Spent	\$2,224.13
Spending Potential Index	99
Vehicle Maintenance & Repairs: Total \$	\$6,823,462
Average Spent	\$1,300.70
Spending Potential Index	99

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.