

Market Profile

Broussard City, LA 26
Broussard City, LA (2210075)
Geography: Place



Population Summary		Broussard cit...
2010 Total Population		8,463
2020 Total Population		13,430
2020 Group Quarters		123
2026 Total Population		14,432
2026 Group Quarters		123
2031 Total Population		14,992
2026-2031 Annual Rate		0.76%
2026 Total Daytime Population		18,670
Workers		12,161
Residents		6,509
Household Summary		
2010 Total Households		3,255
2010 Average Household Size		2.56
2020 Total Households		5,100
2020 Average Household Size		2.61
2026 Total Households		5,730
2026 Average Household Size		2.50
2031 Total Households		6,069
2031 Average Household Size		2.45
2026-2031 Annual Rate		1.16%
2026 Families		3,965
2026 Average Family Size		2.92
2031 Families		4,143
2031 Average Family Size		2.88
2026-2031 Growth Rate		0.88%
Median Household Income		
2026		\$96,658
2031		\$115,667

Per Capita Income	Broussard cit...
2026	\$50,059
2031	\$57,530

2026 Households by Income	
Household Income Base	5,730
<\$10,000	3.4%
\$10,000-14,999	1.3%
\$15,000-19,999	2.3%
\$20,000-24,999	3.4%
\$25,000-29,999	2.2%
\$30,000-34,999	1.9%
\$35,000-39,999	5.5%
\$40,000-44,999	5.2%
\$45,000-49,999	1.1%
\$50,000-59,999	4.0%
\$60,000-74,999	9.4%
\$75000-99999	11.4%
\$100,000-124,999	7.1%
\$125,000-149,999	8.5%
\$150000-199999	20.1%
\$200,000-249,999	5.3%
\$250,000-299,999	1.1%
\$300,000-399,999	2.7%
\$400,000-499,999	1.3%
\$500,000+	2.6%
Average Household Income	\$125,750

2026 Affordability, Mortgage and Wealth	
Housing Affordability Index	124
Percent of Income for Mortgage	18.4%
Wealth Index	96

Median Home Value	
2026	\$301,787
2031	\$325,114

2026 Home Value	Broussard cit...
Total Owner Occupied Housing Units	4,489
<\$50,000	2.2%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	5.2%
\$200,000 - \$249,999	18.5%
\$250,000 - \$299,999	21.0%
\$300,000 - \$399,999	33.0%
\$400,000 - \$499,999	8.4%
\$500,000 - \$749,999	6.0%
\$750,000 - \$999,999	2.7%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$332,242

Housing Unit Summary	
2010 Total Housing Units	3,461
Owner Occupied Housing Units	78.5%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	6.0%
2020 Housing Units	5,518
Owner Occupied Housing Units	79.6%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	7.6%
2026 Housing Units	6,257
Owner Occupied Housing Units	78.3%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	8.4%
2031 Total Housing Units	6,664
Owner Occupied Housing Units	79.2%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	8.9%

2026 Population by Sex		Broussard cit...
Males		7,142
Females		7,290

Median Age	
2010	34.3
2020	35.6
2026	37.6
2031	39.0

2026 Population by Age	
Total	14,432
0 - 4	7.0%
5 - 9	7.9%
10 - 14	6.7%
15 - 24	11.7%
25 - 34	11.8%
35 - 44	17.8%
45 - 54	13.4%
55 - 64	10.5%
65 - 74	8.6%
75 - 84	4.5%
85 +	1.2%
18 +	74.5%

2026 Population 15+ by Marital Status	
Total	11,314
Never Married	30.2%
Married	59.6%
Widowed	2.4%
Divorced	7.7%

2026 Pop 25+ by Educational Attainment		Broussard cit...
Total		9,630
Less than 9th Grade		1.7%
9th - 12th Grade, No Diploma		6.0%
High School Graduate		23.0%
GED/Alternative Credential		3.3%
Some College, No Degree		18.8%
Associate Degree		9.1%
Bachelor's Degree		28.2%
Graduate/Professional Degree		9.8%

2020 Population by Race/Ethnicity	
Total	13,430
White Alone	74.0%
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	1.3%
Hispanic Origin	5.2%
Diversity Index	47.9

2026 Population by Race/Ethnicity	
Total	14,432
White Alone	70.9%
Black Alone	17.8%
American Indian Alone	0.5%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	6.8%
Hispanic Origin	6.1%
Diversity Index	52.3

2026 Employed Pop 16+ by Occupation		Broussard cit...
Total		8,336
White Collar		70.2%
Management/Business/Financial		23.3%
Professional		31.5%
Sales		8.2%
Administrative Support		7.2%
Services		13.0%

2026 Employed Pop 16+ by Occupation		
Total		8,336
Blue Collar		16.8%
Farming/Forestry/Fishing		0.0%
Construction/Extraction		4.8%
Installation/Maintenance/Repair		2.4%
Production		7.0%
Transportation/Material Moving		2.6%
White Collar		70.2%
Management/Business/Financial		23.3%
Professional		31.5%
Sales		8.2%
Administrative Support		7.2%
Services		13.0%

2026 Civilian Population 16+ in Labor Force	
Civilian Population 16+	8,336
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	12.1%
Population 16-24 Unemployment rate	5.3%
Population 25-54 Employed	63.3%
Population 25-54 Unemployment rate	3.0%
Population 55-64 Employed	13%
Population 55-64 Unemployment rate	2.7%
Population 65+ Employed	9%
Population 65+ Unemployment rate	0.5%

2026 Employed Population 16+ by Industry	Broussard cit...
Total	8,082
Agriculture/Mining	8.0%
Construction	6.7%
Manufacturing	9.7%
Wholesale Trade	1.1%
Retail Trade	7.5%
Transportation/Utilities	3.0%
Information	1%
Finance/Insurance/Real Estate	6.8%
Services	50.8%
Public Administration	5.9%

2026 Consumer Spending	
Apparel & Services: Total \$	\$15,116,194
Average Spent	\$2,638.08
Spending Potential Index	103
Education: Total \$	\$11,402,617
Average Spent	\$1,989.99
Spending Potential Index	99
Entertainment/Recreation: Total \$	\$25,511,732
Average Spent	\$4,452.31
Spending Potential Index	103
Food at Home: Total \$	\$45,777,603
Average Spent	\$7,989.11
Spending Potential Index	101
Food Away from Home: Total \$	\$26,401,446
Average Spent	\$4,607.58
Spending Potential Index	103
Health Care: Total \$	\$47,581,840
Average Spent	\$8,303.99
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$16,920,933
Average Spent	\$2,953.04
Spending Potential Index	104
Personal Care Products & Services: Total \$	\$6,772,491
Average Spent	\$1,181.94
Spending Potential Index	104

2026 Consumer Spending		Broussard cit...
Shelter: Total \$		\$156,795,686
Average Spent		\$27,363.99
Spending Potential Index		99
Support Payments/Gifts in Kind: Total \$		\$18,902,507
Average Spent		\$3,298.87
Spending Potential Index		108
Travel: Total \$		\$21,163,861
Average Spent		\$3,693.52
Spending Potential Index		101
Vehicle Maintenance & Repairs: Total \$		\$7,286,482
Average Spent		\$1,271.64
Spending Potential Index		103

Top Tapestry Segment

Broussard cit...

Flourishing Families (H1):

This segment is characterized by large Southern and Midwestern suburban families in growing developments.

[Learn more about this segment..](#)

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.

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.

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.

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.