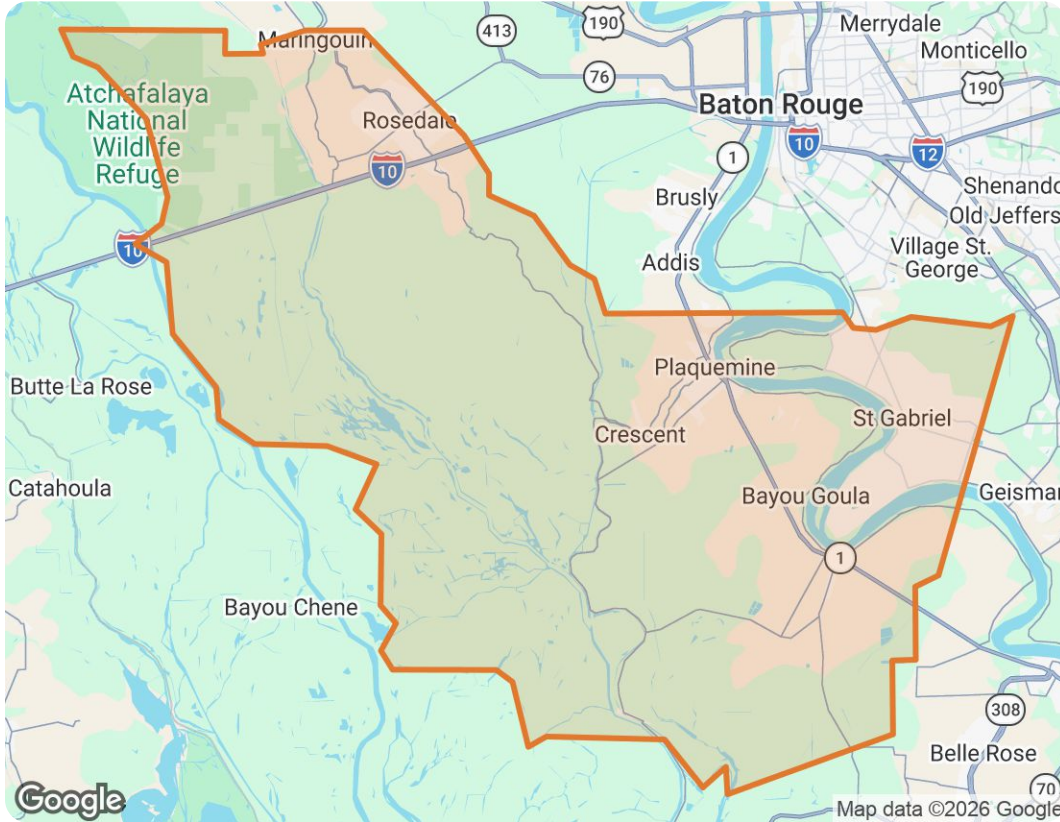


Iberville Parish, Louisiana



Joe Moore

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Trade Area Summary

Attribute Summary for Iberville Parish, Louisiana

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$60,625	41.5	28,911	Family Foundations
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Family Foundations	Scenic Byways	Dreambelt	Southern Satellites	Kids and Kin
% of Households	4,740 (41.3%)	1,846 (16.1%)	1,010 (8.8%)	980 (8.5%)	699 (6.1%)
Life Stage Group	Contemporary Households	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Contemporary Households
Life Mode Group	Metro Vibes	Countryscapes	Suburban Shine	Countryscapes	Metro Vibes
Urbanicity Group(s)	Urban Vicinity Suburb	Suburb Metro Landscape Rural Countryside	Suburb	Suburb Metro Landscape	Urban Core Urban Vicinity Suburb
Residence Type	Single Family	Single Family, Mobile Homes	Single Family	Single Family, Mobile Homes	Single Family, Multi-Units
Household Type	Married Couples, Singles Living Alone, Singles w/ Relatives	Married Couples, Singles Living Alone	Married Couples	Married Couples	Singles Living Alone, Married Couples
Average Household Size	2.5	2.42	2.62	2.59	2.57
Median Age	41	43.7	41.5	41.5	33.3
Diversity Index	52.7	58.3	69	52.6	71.2
Median Household Income	\$58,089	\$48,428	\$94,802	\$72,167	\$50,960
Median Net Worth	\$131,285	\$138,719	\$339,974	\$254,904	\$28,927
Homeownership	66%	79%	76%	82%	39%
Rent Burdened Households	42%	28%	40%	26%	45%
Labor Force Participation Rate	59%	46%	65%	59%	66%
Unemployment Rate	7%	6%	4%	4%	7%
% with Bachelor's Degree or Higher	23%	13%	34%	20%	21%



Consumer Segmentation

Top Tapestry Segments	Family Foundations	Scenic Byways	Dreambelt	Southern Satellites	Kids and Kin
Lifestyle Patterns	These residents tend to shop at discount stores. Residents frequently visit nail salons and purchase hair care products for home use.	Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies. Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.	Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty. They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.	Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies. Dining out typically happens at chain restaurants and fast-food establishments.	Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash. Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.

Consumer Segment Details

About this segment

Family Foundations

Ranked
1st
dominant segment
for this area

In this area
41.3%
of households fall
into this segment

In the United States
1.1%
of households fall
into this segment

Who Are They?

Residents in this segment reside largely in suburbs in the South, and many commute to another county for work. Most households are occupied by a single person, a married couple without children, or a combined family without couples or children. Adult children living with their parents are not uncommon; there is a higher rate of multigenerational households. There are more female than male householders. Many residents have some college education, though high school completion rates are lower than the national average. Most households earn middle-tier incomes and employment is largely in government, health care, and retail sectors. Social security and other forms of public assistance are key sources of support. Residents typically own homes built before 1990, with most valued under \$200,000.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity
- **Median home value:** \$183,266
- **Homeownership rate:** 65.6%
- **Rent burdened households (American Community Survey 2019-2023):** 42.0%
- **Labor force participation rate:** 58.9%
- **Unemployment rate:** 7.2%

Key Statistics

- **Median age:** 41.0
- **Median household size:** 2.50
- **Predominant household structure (Census 2020):** Married couples; singles living alone; singles with relatives
- **Median household income:** \$58,089
- **Median net worth:** \$131,285
- **Percentage of individuals with completion of a bachelor's degree or higher:** 23.2%

Lifestyle Patterns

- These residents tend to shop at discount stores.
- Residents frequently visit nail salons and purchase hair care products for home use.
- Households tend to have multiple TVs and subscribe to premium channels. They opt for newspapers over digital media, and many maintain a landline at home.
- Religion often influences various aspects of these residents' lives, including listening to gospel and faith-centered music genres.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**





Consumer Segment Details

About this segment

Scenic Byways

Ranked
2nd
dominant segment
for this area

In this area
16.1%
of households fall
into this segment

In the United States
1.6%
of households fall
into this segment

Who Are They?

Communities in this segment are located outside city boundaries, largely in the South. Population density is low, and the landscape is characterized by expansive open spaces and undeveloped land. Households primarily consist of married or widowed older adults. Many residents are approaching retirement or are retired, having had careers working in skilled trades such as agriculture, manufacturing, mining, construction, and utilities. The health, food, and retail sectors provide essential job opportunities for many, while social security and other forms of public assistance offer additional financial support. Commuting times are long. Homes are predominantly owned, and single-family and manufactured homes are common. Vacancy rates tend to be higher than average, with a notable portion being seasonal units.

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** \$125,411
- **Homeownership rate:** 78.5%
- **Rent burdened households (American Community Survey 2019-2023):** 28.0%
- **Labor force participation rate:** 46.3%
- **Unemployment rate:** 6.1%

Key Statistics

- **Median age:** 43.7
- **Median household size:** 2.42
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$48,428
- **Median net worth:** \$138,719
- **Percentage of individuals with completion of a bachelor's degree or higher:** 13.4%

Lifestyle Patterns

- Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies.
- Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.
- Connectivity can be limited; households depend on satellite for TV and internet, and many maintain a landline.
- Equipped with the necessary tools and equipment, residents maintain their vehicles, gardens, and homes themselves.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**





Consumer Segment Details

About this segment

Dreambelt

Ranked

3rd

dominant segment
for this area

In this area

8.8%

of households fall
into this segment

In the United States

3.0%

of households fall
into this segment

Who Are They?

These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. This segment has a high concentration of employment in public administration, construction, health care, and retail trade sectors. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. A significant portion of the population commutes alone by car. Rental rates and home prices are substantial, with more than half of the properties for purchase valued between \$300,000 and \$500,000.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$451,221
- **Homeownership rate:** 75.8%
- **Rent burdened households (American Community Survey 2019-2023):** 39.6%
- **Labor force participation rate:** 64.9%
- **Unemployment rate:** 4.4%

Key Statistics

- **Median age:** 41.5
- **Median household size:** 2.62
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$94,802
- **Median net worth:** \$339,974
- **Percentage of individuals with completion of a bachelor's degree or higher:** 33.9%

Lifestyle Patterns

- Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty.
- They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.
- Residents tend to listen to the radio, use streaming services, and watch cable TV shows.
- Recycling is a routine practice. Regular exercise and medical checkups are integral to their routine.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Consumer Segment Details

About this segment

Southern Satellites

Ranked
4th
dominant segment
for this area

In this area
8.5%
of households fall
into this segment

In the United States
2.5%
of households fall
into this segment

Who Are They?

These communities, though within metropolitan or micropolitan boundaries, are largely concentrated on the outskirts in suburbs or very low-density areas. The population is generally older, with more than half of household heads aged 55 and above, though younger families with school-aged children are also prevalent. Both child and senior age dependency rates are higher than the national averages. Socioeconomically, this segment mirrors national averages, with most earning middle-tier incomes. For the older population, low-tier incomes are often supported by social security and other forms of public assistance. Residents work in industries such as manufacturing, health care, retail, construction, mining, and agriculture. The cost of living is low, and long commutes of more than 30 minutes, sometimes crossing county or state lines, are common.

Key Statistics

- **Median age:** 41.5
- **Median household size:** 2.59
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$72,167
- **Median net worth:** \$254,904
- **Percentage of individuals with completion of a bachelor's degree or higher:** 20.1%

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Suburb
- **Median home value:** \$260,137
- **Homeownership rate:** 81.9%
- **Rent burdened households (American Community Survey 2019-2023):** 26.3%
- **Labor force participation rate:** 59.4%
- **Unemployment rate:** 4.1%

Lifestyle Patterns

- Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies.
- Dining out typically happens at chain restaurants and fast-food establishments.
- For entertainment, residents read physical copies of hunting and fishing magazines and follow college football and auto racing on TV.
- These individuals tend to spend time outside. Common activities include camping trips, fishing, hunting, and gardening, and residents often travel domestically.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Consumer Segment Details

About this segment

Kids and Kin

Ranked
5th
dominant segment
for this area

In this area
6.1%
of households fall
into this segment

In the United States
1.2%
of households fall
into this segment

Who Are They?

Neighborhoods in this segment are largely found in and around metropolitan areas with populations exceeding half a million. Householders are generally under the age of 54 and may have adult children living with parents at home. The majority of the population aged 25 and above have a high school diploma, an associate degree, or some college education. Jobs are often in the health care, retail, food, manufacturing, and transportation sectors; there is a high level of female labor force participation. Residents live in older homes, usually as renters, with a notable presence of town homes and smaller low-rise rental buildings. On average, homes are modestly priced and affordable for most households. Suburban residents rely on vehicles to get to work, while those in and near cities use public transportation.

Key Statistics

- **Median age:** 33.3
- **Median household size:** 2.57
- **Predominant household structure (Census 2020):** Singles living alone; married couples
- **Median household income:** \$50,960
- **Median net worth:** \$28,927
- **Percentage of individuals with completion of a bachelor's degree or higher:** 20.6%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core; Urban Vicinity
- **Median home value:** \$201,173
- **Homeownership rate:** 39.2%
- **Rent burdened households (American Community Survey 2019-2023):** 45.2%
- **Labor force participation rate:** 65.8%
- **Unemployment rate:** 6.9%

Lifestyle Patterns

- Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash.
- Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.
- Residents frequently use social media to stay in touch with friends and family and to follow celebrities, TV shows, and athletes.
- They tend to read paper copies of newspapers and magazines, and television and radio are popular entertainment sources.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

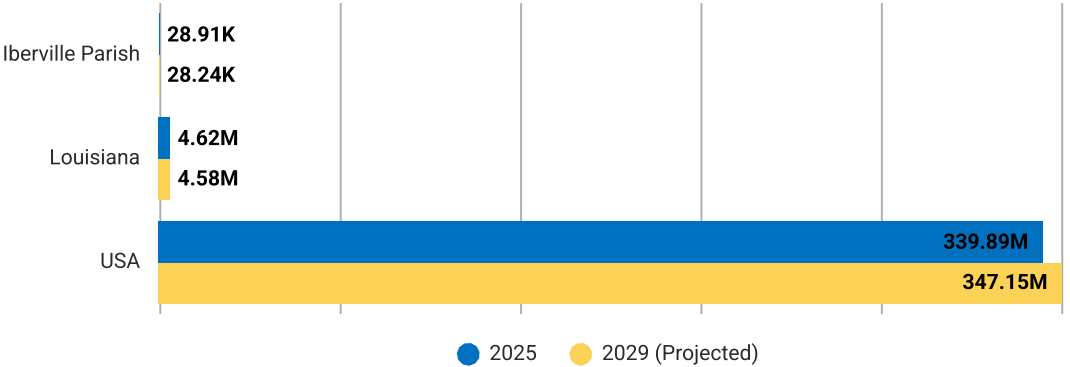
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

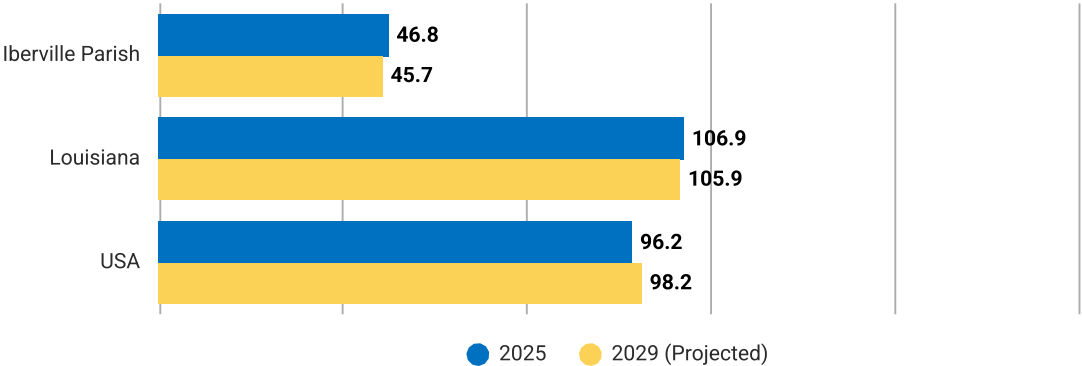
Total Population

This chart shows the total population in an area, compared with other geographies.



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

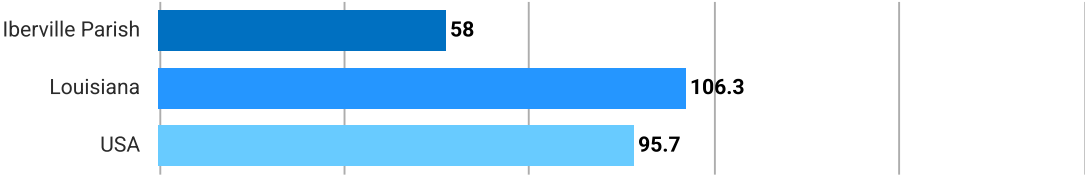
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Iberville Parish, Louisiana

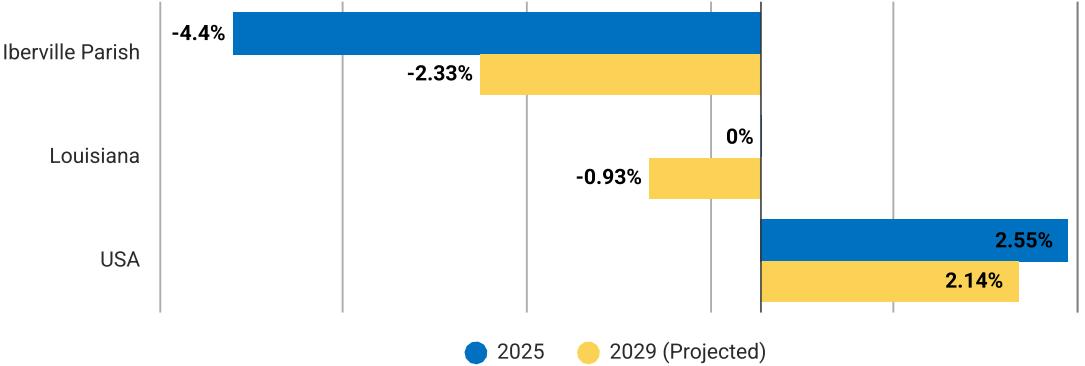
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



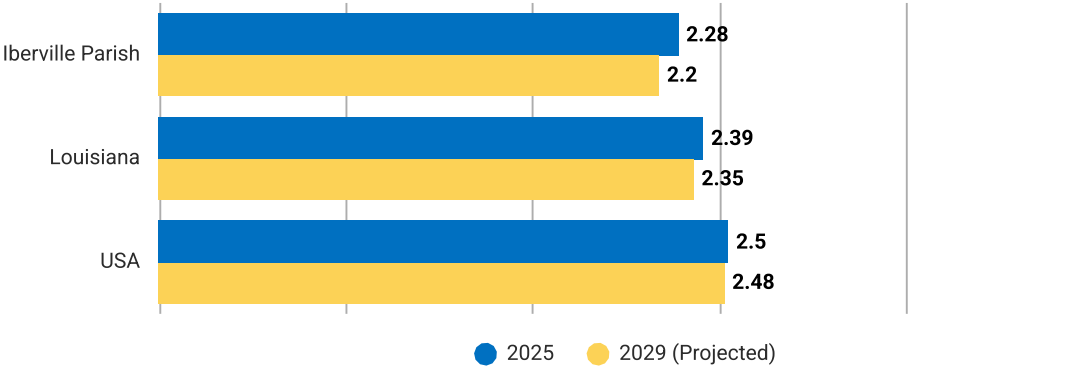
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



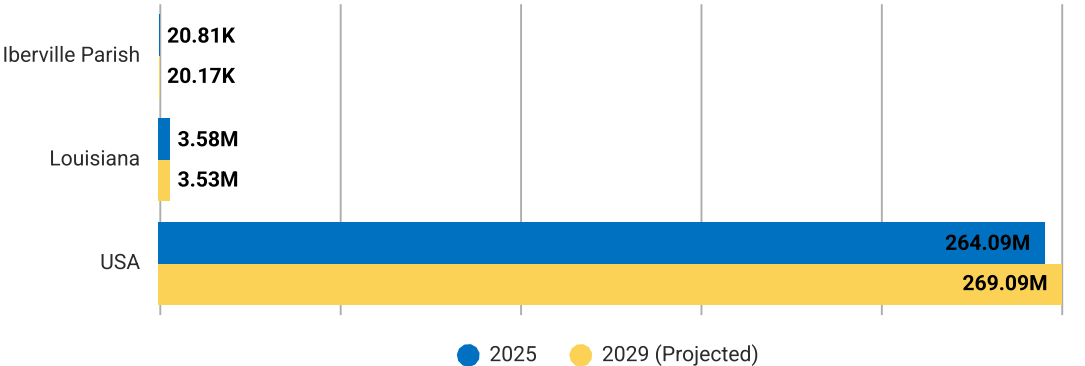
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



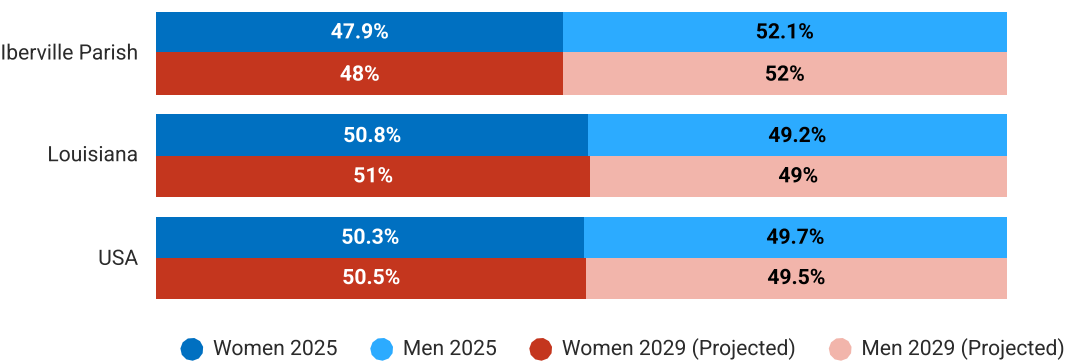
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



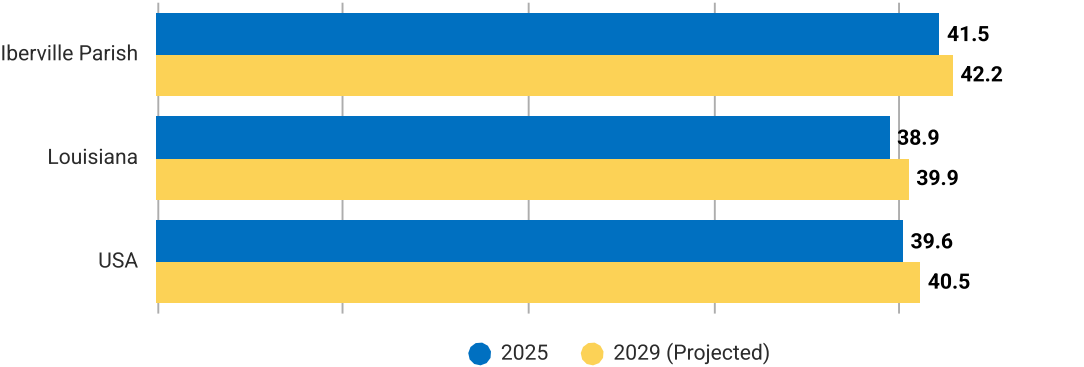
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

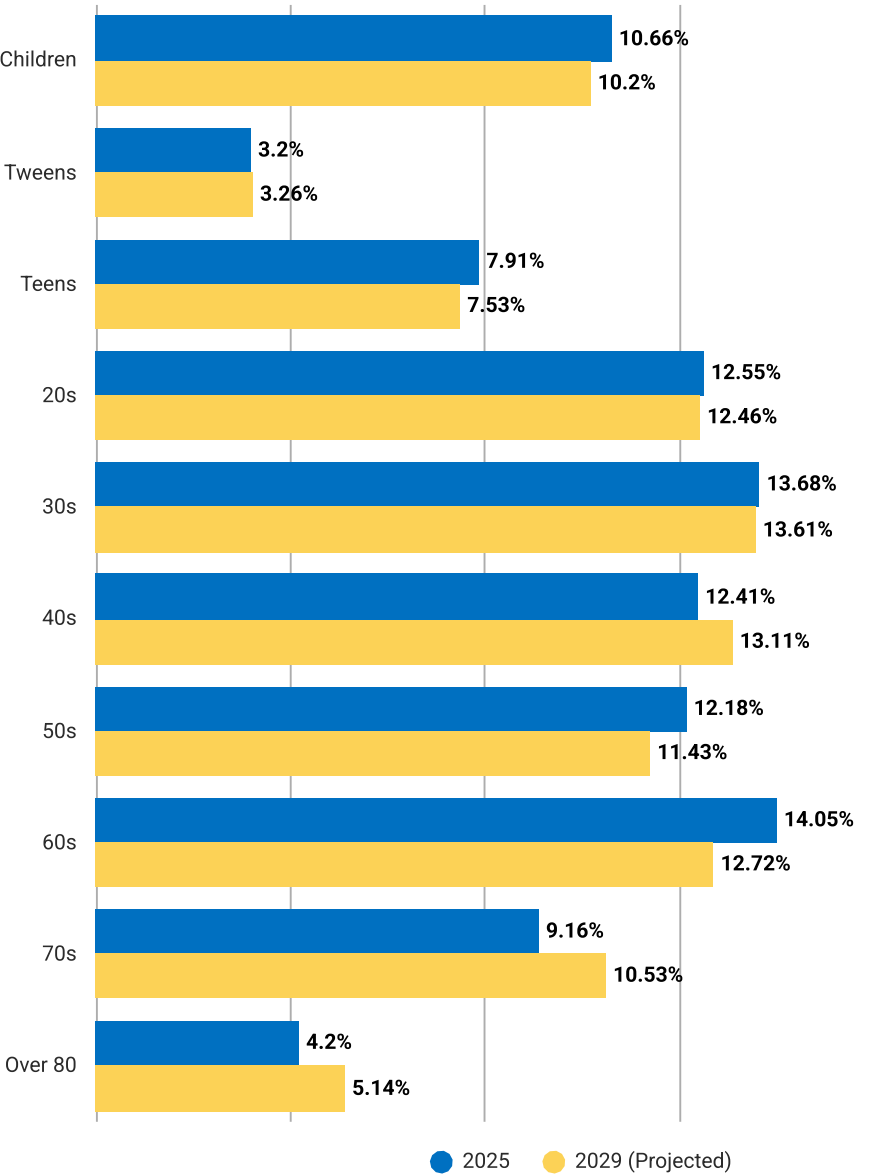
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



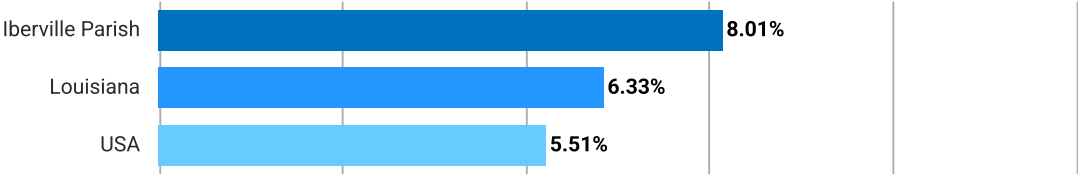
Married

This chart shows the number of people in an area who are married, compared with other geographies.



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



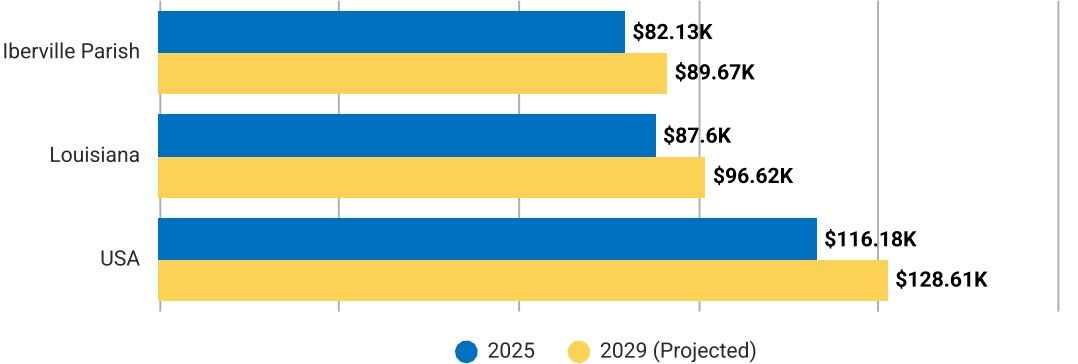
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

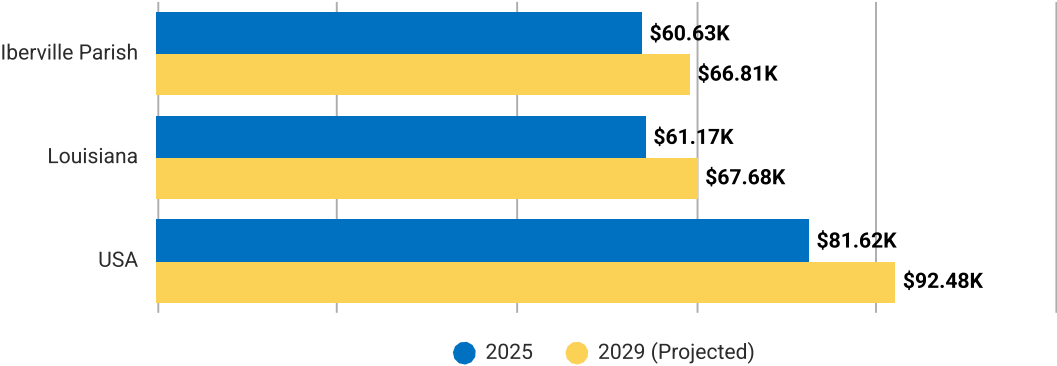
This chart shows the average household income in an area, compared with other geographies.





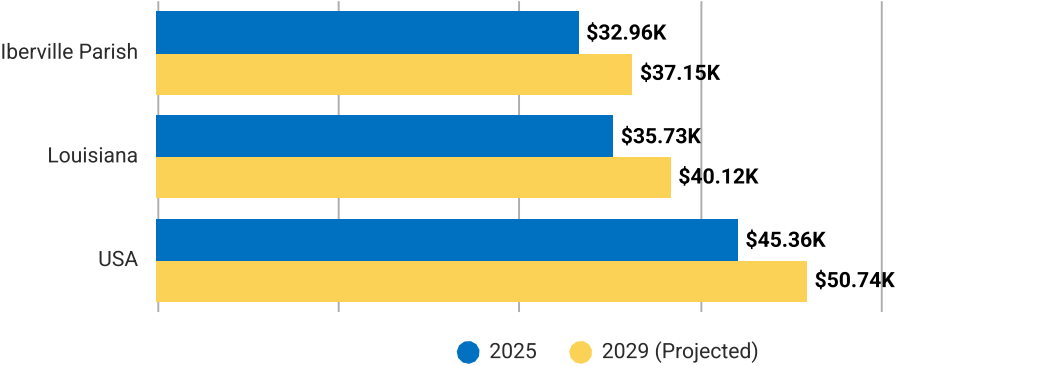
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



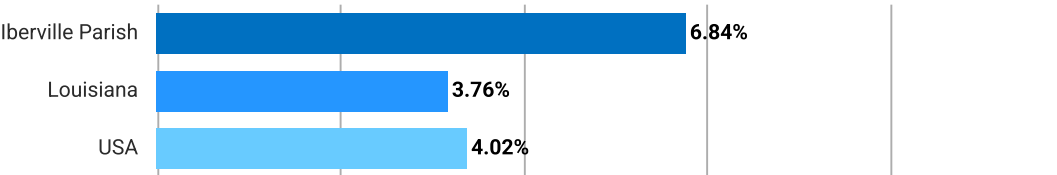
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Less than 9th Grade

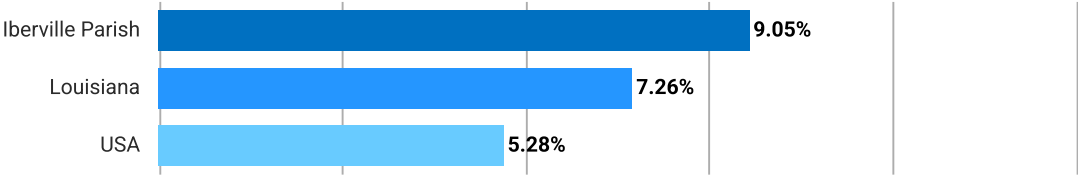
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Iberville Parish, Louisiana

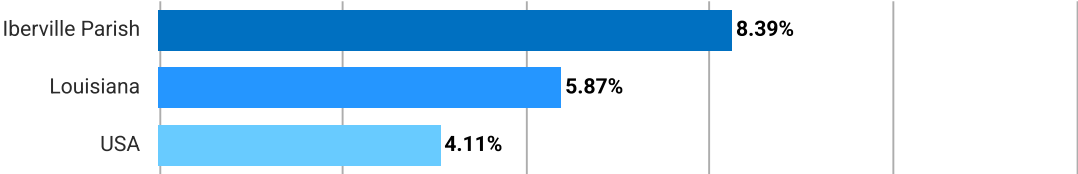
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



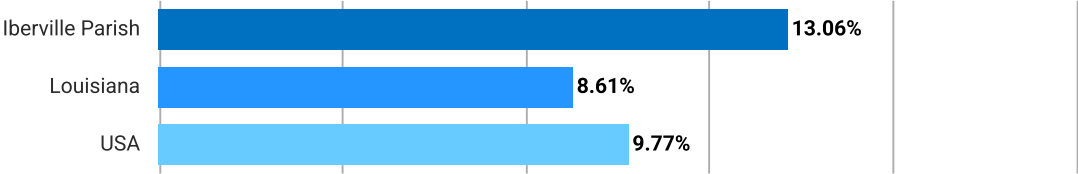
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



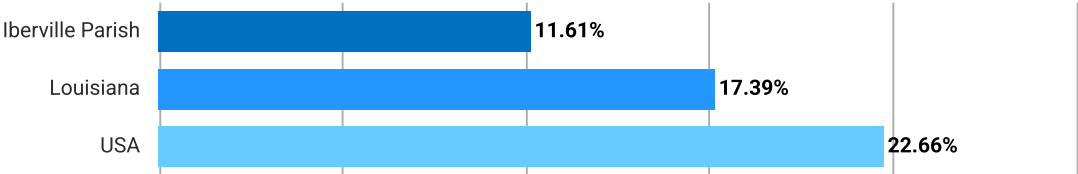
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

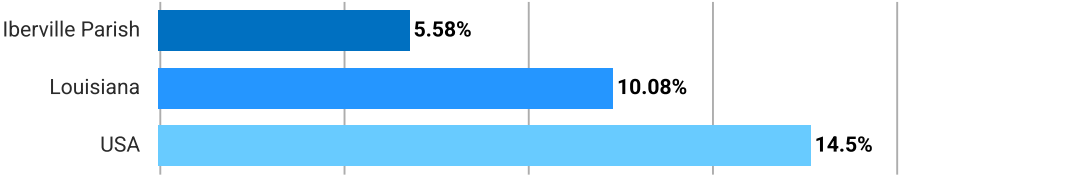
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Iberville Parish, Louisiana

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



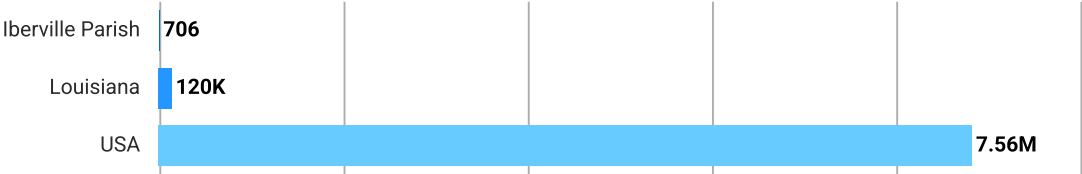
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

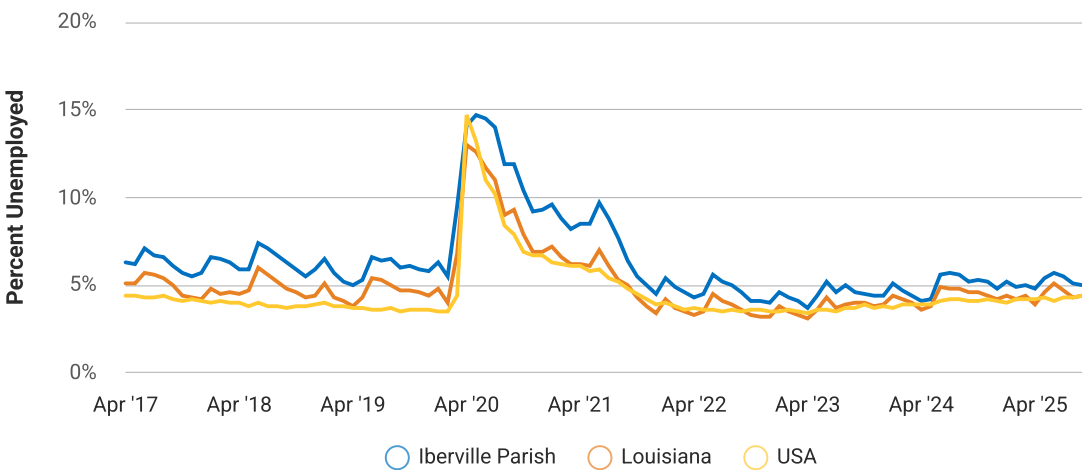


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

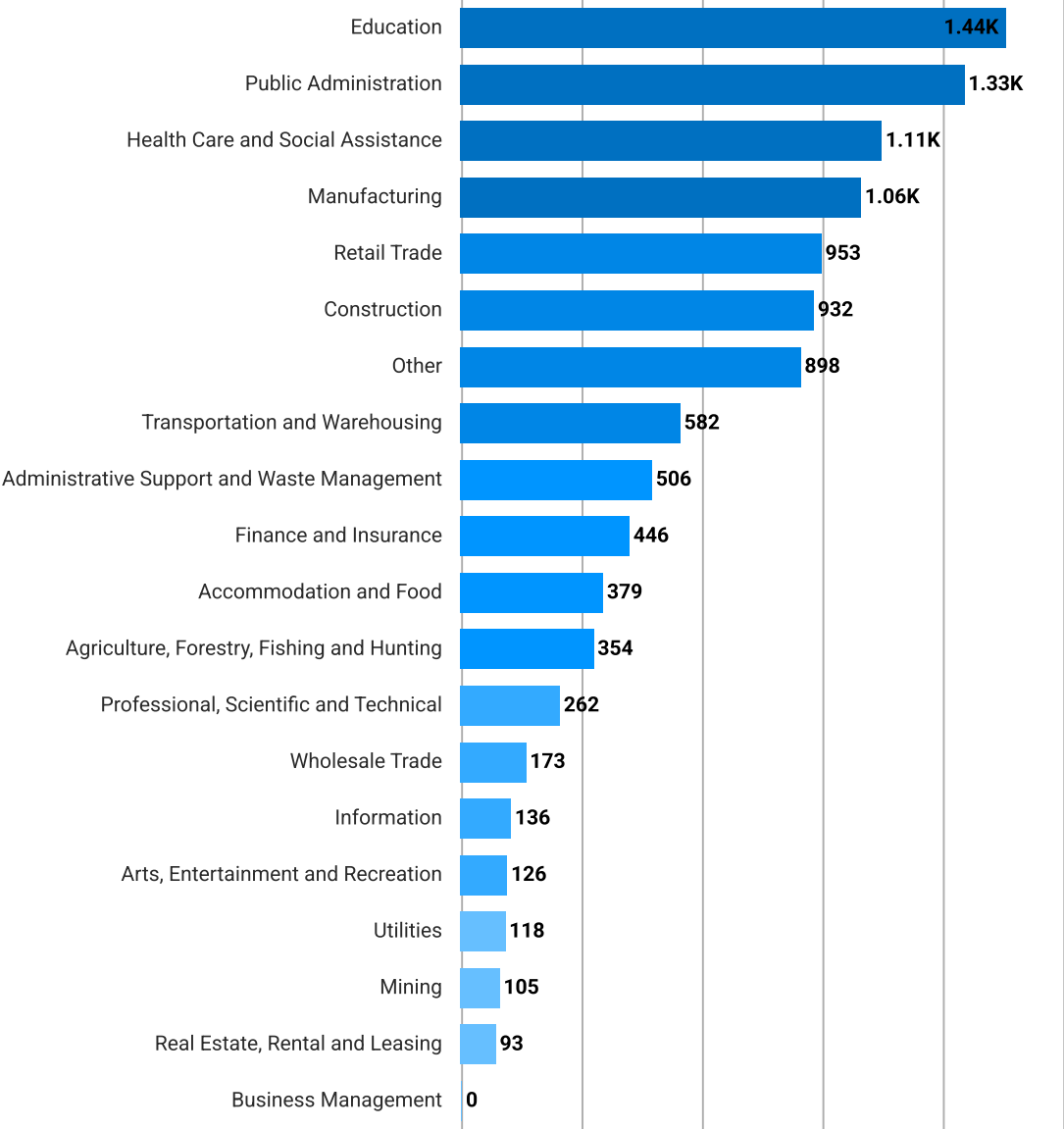


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



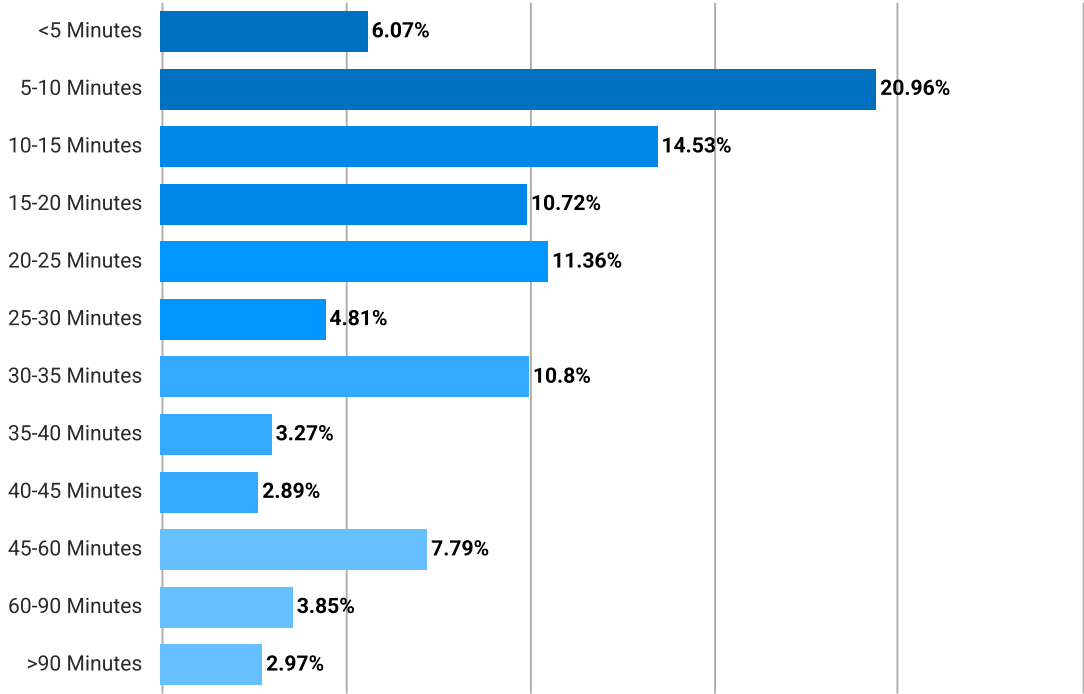
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

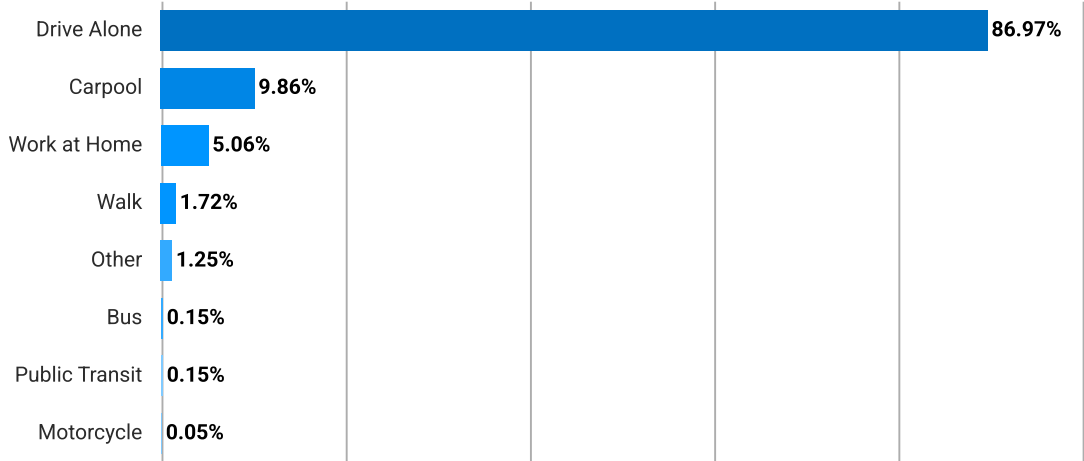


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



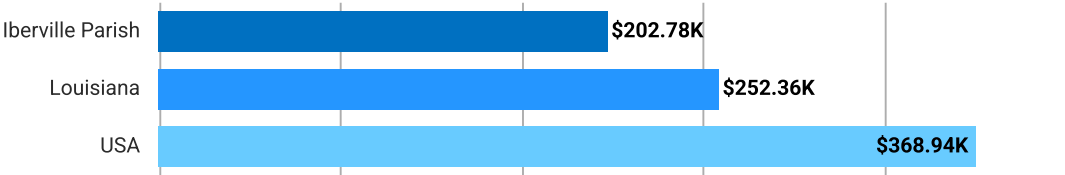
Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

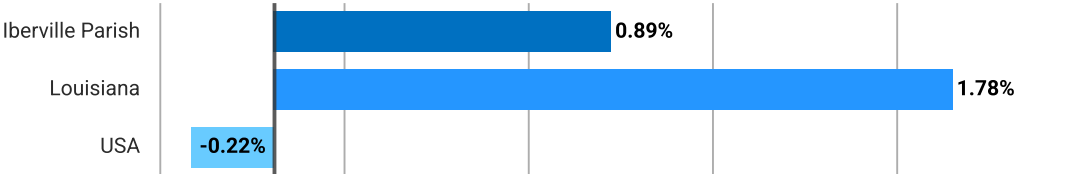


12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

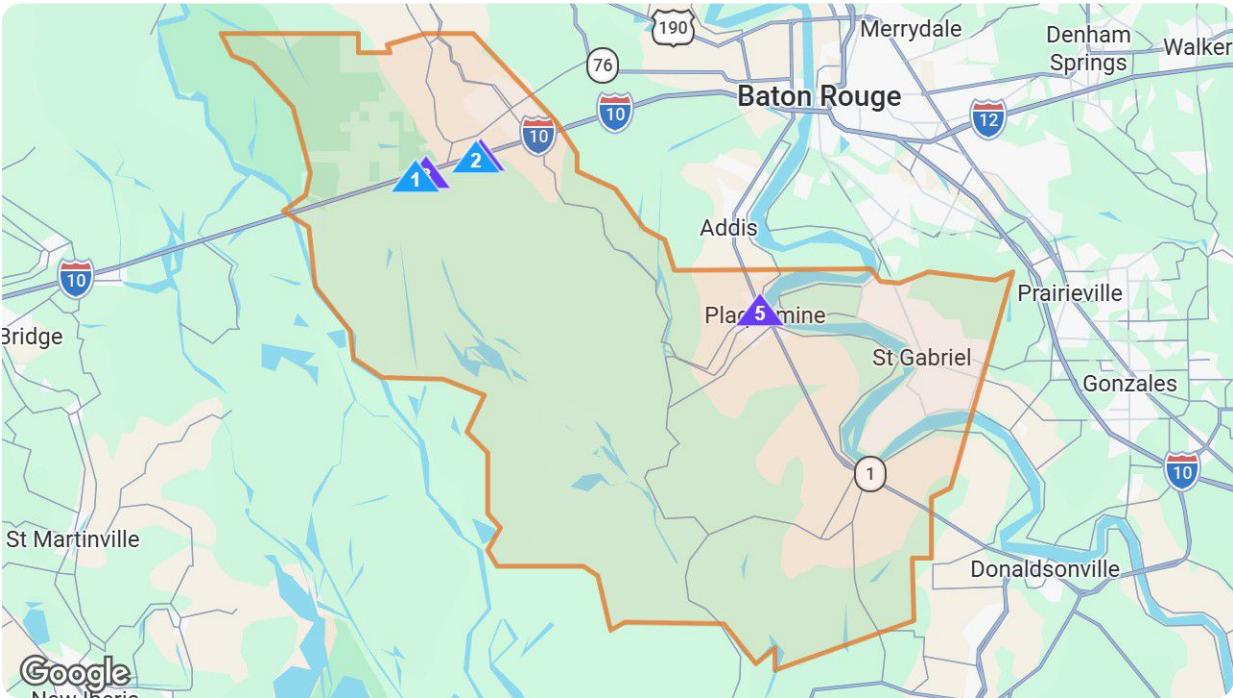
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Traffic Counts by Highest Traffic Count

1

60,627

I 10

2025 Est. daily traffic counts

Cross: –

Cross Dir: –

Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	59,855	AADT
2021	▲	58,854	AADT

2

60,081

I 10

2025 Est. daily traffic counts

Cross: –

Cross Dir: –

Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	59,732	AADT
2021	▲	58,734	AADT
2020	▲	57,125	AADT
2018	▲	57,757	ADT

3

44,924

I- 10

2025 Est. daily traffic counts

Cross: Hwy 3000

Cross Dir: E

Distance: 0.97 miles

Historical counts

Year	▲	Count	Type
2009	▲	19,561	ADT
2006	▲	40,400	ADT
2003	▲	38,646	ADT
1997	▲	31,520	AADT

4

43,461

I- 10

2025 Est. daily traffic counts

Cross: Frontage Rd

Cross Dir: W

Distance: 1.86 miles

Historical counts

Year	▲	Count	Type
2009	▲	39,132	ADT
2006	▲	39,450	ADT
2003	▲	37,330	ADT
1997	▲	30,890	AADT

5

36,642

2025 Est. daily traffic counts

Cross: –

Cross Dir: –

Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	38,775	AADT
2021	▲	36,238	AADT
2020	▲	33,461	AADT

AADT - Annual Average Daily Traffic ADT - Average Daily Traffic AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

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