



## Community Profile

Graham Site  
70403, Hammond, Louisiana  
Drive time: 15, 30, 60 minute radii

Prepared by Esri  
Latitude: 30.50425  
Longitude: -90.41898

	15 minutes	30 minutes	60 minutes
<b>Population Summary</b>			
2010 Total Population	66,067	220,734	1,484,610
2020 Total Population	74,728	255,666	1,588,599
2020 Group Quarters	3,182	6,311	34,040
2023 Total Population	77,407	265,889	1,614,457
2023 Group Quarters	3,182	6,307	34,031
2028 Total Population	79,473	275,380	1,634,031
2023-2028 Annual Rate	0.53%	0.70%	0.24%
2023 Total Daytime Population	81,235	256,561	1,630,425
Workers	38,985	113,728	786,160
Residents	42,250	142,833	844,265
<b>Household Summary</b>			
2010 Households	24,889	81,830	573,005
2010 Average Household Size	2.55	2.64	2.54
2020 Total Households	28,805	97,361	629,875
2020 Average Household Size	2.48	2.56	2.47
2023 Households	29,943	101,769	643,619
2023 Average Household Size	2.48	2.55	2.46
2028 Households	30,966	106,209	656,876
2028 Average Household Size	2.46	2.53	2.44
2023-2028 Annual Rate	0.67%	0.86%	0.41%
2010 Families	16,078	57,784	379,280
2010 Average Family Size	3.11	3.13	3.10
2023 Families	18,626	69,730	409,189
2023 Average Family Size	3.10	3.08	3.06
2028 Families	19,159	72,476	416,006
2028 Average Family Size	3.08	3.07	3.04
2023-2028 Annual Rate	0.57%	0.78%	0.33%
<b>Housing Unit Summary</b>			
2000 Housing Units	22,186	68,915	574,150
Owner Occupied Housing Units	60.1%	69.1%	60.9%
Renter Occupied Housing Units	30.0%	21.8%	30.6%
Vacant Housing Units	9.9%	9.1%	8.6%
2010 Housing Units	27,531	89,309	640,694
Owner Occupied Housing Units	57.3%	67.9%	59.7%
Renter Occupied Housing Units	33.1%	23.7%	29.8%
Vacant Housing Units	9.6%	8.4%	10.6%
2020 Housing Units	32,093	106,895	698,494
Owner Occupied Housing Units	56.4%	65.9%	58.6%
Renter Occupied Housing Units	33.4%	25.1%	31.5%
Vacant Housing Units	10.1%	8.9%	9.8%
2023 Housing Units	33,613	112,067	718,010
Owner Occupied Housing Units	60.5%	68.8%	60.2%
Renter Occupied Housing Units	28.6%	22.0%	29.4%
Vacant Housing Units	10.9%	9.2%	10.4%
2028 Housing Units	34,615	116,345	732,245
Owner Occupied Housing Units	61.1%	69.6%	60.9%
Renter Occupied Housing Units	28.3%	21.7%	28.9%
Vacant Housing Units	10.5%	8.7%	10.3%

**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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<b>2023 Households by Income</b>			
Household Income Base	29,943	101,769	643,610
<\$15,000	15.5%	12.4%	12.5%
\$15,000 - \$24,999	11.5%	7.6%	8.5%
\$25,000 - \$34,999	7.5%	7.1%	8.9%
\$35,000 - \$49,999	12.5%	11.3%	12.7%
\$50,000 - \$74,999	20.7%	18.4%	17.6%
\$75,000 - \$99,999	12.3%	12.1%	11.2%
\$100,000 - \$149,999	11.2%	14.6%	13.5%
\$150,000 - \$199,999	5.1%	6.8%	7.4%
\$200,000+	3.8%	9.6%	7.7%
Average Household Income	\$72,897	\$97,616	\$90,515
<b>2028 Households by Income</b>			
Household Income Base	30,966	106,209	656,867
<\$15,000	14.5%	11.5%	11.6%
\$15,000 - \$24,999	9.7%	6.3%	7.0%
\$25,000 - \$34,999	6.7%	6.2%	7.8%
\$35,000 - \$49,999	11.7%	10.4%	11.7%
\$50,000 - \$74,999	20.7%	18.0%	17.3%
\$75,000 - \$99,999	13.2%	12.6%	11.7%
\$100,000 - \$149,999	12.4%	15.5%	14.6%
\$150,000 - \$199,999	6.5%	8.5%	9.4%
\$200,000+	4.6%	11.1%	9.0%
Average Household Income	\$82,376	\$110,106	\$102,756
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	20,334	77,083	432,222
<\$50,000	5.7%	4.8%	5.2%
\$50,000 - \$99,999	10.2%	7.4%	6.6%
\$100,000 - \$149,999	14.7%	8.1%	8.6%
\$150,000 - \$199,999	14.0%	11.2%	16.4%
\$200,000 - \$249,999	23.9%	16.8%	15.8%
\$250,000 - \$299,999	10.1%	13.4%	13.5%
\$300,000 - \$399,999	12.5%	19.2%	17.2%
\$400,000 - \$499,999	4.4%	9.1%	7.8%
\$500,000 - \$749,999	3.6%	7.9%	6.5%
\$750,000 - \$999,999	0.0%	0.8%	1.4%
\$1,000,000 - \$1,499,999	0.8%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$230,288	\$294,142	\$283,106
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	21,153	81,013	445,578
<\$50,000	2.9%	2.6%	3.0%
\$50,000 - \$99,999	5.1%	3.8%	3.7%
\$100,000 - \$149,999	9.5%	5.1%	5.5%
\$150,000 - \$199,999	13.2%	9.2%	14.0%
\$200,000 - \$249,999	24.7%	16.8%	15.5%
\$250,000 - \$299,999	13.6%	15.2%	15.3%
\$300,000 - \$399,999	17.5%	22.4%	20.5%
\$400,000 - \$499,999	6.2%	11.3%	9.8%
\$500,000 - \$749,999	4.9%	9.6%	7.9%
\$750,000 - \$999,999	0.0%	1.1%	2.3%
\$1,000,000 - \$1,499,999	2.4%	2.6%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.5%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$281,904	\$344,282	\$333,992

**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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<b>Median Household Income</b>			
2023	\$52,516	\$63,446	\$58,224
2028	\$56,697	\$70,668	\$65,135
<b>Median Home Value</b>			
2023	\$211,201	\$256,133	\$241,941
2028	\$238,919	\$291,169	\$277,304
<b>Per Capita Income</b>			
2023	\$28,423	\$37,561	\$36,184
2028	\$32,347	\$42,674	\$41,406
<b>Median Age</b>			
2010	31.9	36.1	35.8
2020	34.8	38.3	37.8
2023	35.2	38.5	38.1
2028	36.9	39.8	39.1
<b>2020 Population by Age</b>			
Total	74,728	255,666	1,588,599
0 - 4	6.5%	6.2%	6.0%
5 - 9	6.7%	6.7%	6.3%
10 - 14	6.6%	7.1%	6.7%
15 - 24	16.8%	13.5%	13.6%
25 - 34	13.6%	12.1%	13.6%
35 - 44	12.4%	13.0%	13.0%
45 - 54	10.5%	12.1%	11.7%
55 - 64	11.8%	12.9%	12.9%
65 - 74	9.4%	10.3%	10.0%
75 - 84	4.2%	4.7%	4.6%
85 +	1.3%	1.5%	1.6%
18 +	76.5%	75.9%	77.2%
<b>2023 Population by Age</b>			
Total	77,408	265,889	1,614,458
0 - 4	6.3%	6.0%	5.9%
5 - 9	6.3%	6.5%	6.2%
10 - 14	6.3%	6.8%	6.4%
15 - 24	15.9%	12.7%	13.0%
25 - 34	14.8%	13.2%	14.2%
35 - 44	12.7%	13.3%	13.5%
45 - 54	10.1%	11.8%	11.4%
55 - 64	11.5%	12.8%	12.5%
65 - 74	9.8%	10.4%	10.4%
75 - 84	4.7%	4.8%	4.9%
85 +	1.5%	1.6%	1.7%
18 +	77.7%	76.8%	78.0%
<b>2028 Population by Age</b>			
Total	79,472	275,381	1,634,031
0 - 4	6.3%	5.9%	5.9%
5 - 9	6.2%	6.3%	6.0%
10 - 14	6.3%	6.8%	6.3%
15 - 24	16.0%	12.4%	12.9%
25 - 34	12.5%	11.7%	12.8%
35 - 44	13.8%	13.9%	14.2%
45 - 54	10.8%	12.1%	11.6%
55 - 64	10.3%	11.7%	11.3%
65 - 74	10.2%	11.0%	10.8%
75 - 84	5.9%	6.2%	6.2%
85 +	1.8%	1.9%	2.0%
18 +	77.6%	77.1%	78.1%
<b>2020 Population by Sex</b>			

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Males	35,576	124,049	766,546
Females	39,152	131,617	822,053
<b>2023 Population by Sex</b>			
Males	37,671	130,691	791,061
Females	39,736	135,198	823,396
<b>2028 Population by Sex</b>			
Males	38,729	135,187	799,138
Females	40,744	140,194	834,893
<b>2010 Population by Race/Ethnicity</b>			
Total	66,066	220,733	1,484,610
White Alone	64.5%	78.2%	65.2%
Black Alone	31.8%	18.1%	29.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	0.9%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	2.0%
Two or More Races	1.5%	1.3%	1.5%
Hispanic Origin	3.5%	3.9%	5.8%
Diversity Index	51.8	40.4	54.5
<b>2020 Population by Race/Ethnicity</b>			
Total	74,728	255,666	1,588,599
White Alone	59.0%	71.8%	57.9%
Black Alone	31.7%	17.8%	28.6%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.9%	1.0%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.1%	4.0%
Two or More Races	5.8%	6.9%	6.9%
Hispanic Origin	5.7%	6.6%	9.2%
Diversity Index	59.6	51.5	64.6
<b>2023 Population by Race/Ethnicity</b>			
Total	77,408	265,888	1,614,457
White Alone	58.2%	71.2%	57.4%
Black Alone	32.1%	17.8%	28.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	1.1%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.2%	4.2%
Two or More Races	6.1%	7.3%	7.3%
Hispanic Origin	6.1%	7.1%	9.8%
Diversity Index	60.5	52.7	65.5
<b>2028 Population by Race/Ethnicity</b>			
Total	79,473	275,380	1,634,030
White Alone	56.8%	70.0%	56.2%
Black Alone	32.5%	18.0%	28.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	1.1%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.5%	4.7%
Two or More Races	6.6%	8.0%	8.0%
Hispanic Origin	6.7%	7.9%	10.7%
Diversity Index	62.1	54.7	67.2

**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.

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<b>2020 Population by Relationship and Household Type</b>			
Total	74,728	255,666	1,588,599
In Households	95.7%	97.5%	97.9%
Householder	38.7%	38.1%	39.7%
Opposite-Sex Spouse	15.0%	18.2%	16.3%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	3.0%	2.4%	2.6%
Same-Sex Unmarried Partner	0.2%	0.1%	0.2%
Biological Child	26.5%	27.9%	27.1%
Adopted Child	0.6%	0.7%	0.5%
Stepchild	1.3%	1.4%	1.3%
Grandchild	3.2%	2.8%	3.0%
Brother or Sister	1.2%	0.9%	1.2%
Parent	0.9%	0.9%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.3%	1.1%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.0%	2.2%	2.9%
In Group Quarters	4.3%	2.5%	2.1%
Institutionalized	0.7%	1.3%	0.8%
Noninstitutionalized	3.5%	1.2%	1.3%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	50,419	180,491	1,105,694
Less than 9th Grade	5.5%	3.8%	3.1%
9th - 12th Grade, No Diploma	8.0%	7.3%	7.0%
High School Graduate	29.4%	24.1%	24.3%
GED/Alternative Credential	5.4%	5.2%	5.0%
Some College, No Degree	18.2%	18.2%	19.6%
Associate Degree	8.2%	7.4%	7.4%
Bachelor's Degree	18.2%	22.4%	21.5%
Graduate/Professional Degree	7.1%	11.6%	12.1%
<b>2023 Population 15+ by Marital Status</b>			
Total	62,753	214,307	1,316,186
Never Married	38.7%	30.9%	35.9%
Married	42.4%	52.7%	46.8%
Widowed	6.9%	5.9%	6.1%
Divorced	12.0%	10.5%	11.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	37,595	129,112	820,483
Population 16+ Employed	95.1%	95.7%	94.6%
Population 16+ Unemployment rate	4.9%	4.3%	5.4%
Population 16-24 Employed	18.5%	13.5%	13.3%
Population 16-24 Unemployment rate	9.1%	8.0%	11.5%
Population 25-54 Employed	62.1%	62.2%	63.0%
Population 25-54 Unemployment rate	3.5%	3.5%	4.3%
Population 55-64 Employed	12.5%	16.5%	16.0%
Population 55-64 Unemployment rate	4.8%	4.9%	4.4%
Population 65+ Employed	6.9%	7.8%	7.7%
Population 65+ Unemployment rate	4.8%	3.1%	4.3%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	35,769	123,516	776,522
Agriculture/Mining	1.1%	1.4%	1.1%
Construction	7.8%	8.6%	8.7%
Manufacturing	7.4%	6.3%	7.4%
Wholesale Trade	2.1%	2.2%	2.1%
Retail Trade	12.2%	11.1%	10.7%
Transportation/Utilities	8.8%	6.0%	5.9%
Information	1.1%	1.4%	1.4%
Finance/Insurance/Real Estate	3.2%	5.9%	5.9%
Services	52.1%	52.0%	50.9%
Public Administration	4.1%	5.0%	5.9%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	35,770	123,517	776,520
White Collar	55.0%	62.9%	62.4%
Management/Business/Financial	13.5%	19.1%	17.2%
Professional	21.5%	24.8%	25.8%
Sales	9.2%	8.8%	9.1%
Administrative Support	10.8%	10.2%	10.3%
Services	19.5%	16.6%	16.5%
Blue Collar	25.6%	20.5%	21.2%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	5.5%	5.2%	6.0%
Installation/Maintenance/Repair	3.6%	3.5%	3.3%
Production	5.1%	4.0%	4.1%
Transportation/Material Moving	11.2%	7.7%	7.7%
<b>2020 Households by Type</b>			
Total	28,805	97,361	629,875
Married Couple Households	39.1%	48.2%	41.5%
With Own Children <18	14.3%	18.7%	15.5%
Without Own Children <18	24.8%	29.5%	26.0%
Cohabiting Couple Households	8.1%	6.6%	6.9%
With Own Children <18	3.2%	2.6%	2.6%
Without Own Children <18	4.9%	4.0%	4.3%
Male Householder, No Spouse/Partner	20.5%	17.3%	19.9%
Living Alone	13.8%	11.6%	13.6%
65 Years and over	3.6%	3.5%	3.8%
With Own Children <18	2.0%	1.9%	1.8%
Without Own Children <18, With Relatives	2.9%	2.6%	2.9%
No Relatives Present	1.7%	1.2%	1.6%
Female Householder, No Spouse/Partner	32.4%	27.9%	31.7%
Living Alone	15.0%	14.1%	15.9%
65 Years and over	6.7%	7.3%	7.3%
With Own Children <18	7.9%	6.2%	6.7%
Without Own Children <18, With Relatives	8.0%	6.6%	7.8%
No Relatives Present	1.4%	0.9%	1.3%
<b>2020 Households by Size</b>			
Total	28,805	97,361	629,875
1 Person Household	28.9%	25.7%	29.4%
2 Person Household	32.5%	33.1%	32.1%
3 Person Household	16.6%	16.8%	16.3%
4 Person Household	12.8%	14.1%	12.7%
5 Person Household	5.8%	6.6%	5.9%
6 Person Household	2.2%	2.4%	2.3%
7 + Person Household	1.3%	1.3%	1.3%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	28,805	97,361	629,875
Owner Occupied	62.8%	72.4%	65.0%
Owned with a Mortgage/Loan	40.1%	47.0%	41.5%
Owned Free and Clear	22.7%	25.4%	23.6%
Renter Occupied	37.2%	27.6%	35.0%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	108	105	102
Percent of Income for Mortgage	24.2%	24.3%	25.0%
Wealth Index	54	95	82
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	32,093	106,895	698,494
Urban Housing Units	81.9%	67.7%	84.1%
Rural Housing Units	18.1%	32.3%	15.9%
<b>2020 Population By Urban/ Rural Status</b>			
Total	74,728	255,666	1,588,599
Urban Population	81.1%	67.0%	83.7%
Rural Population	18.9%	33.0%	16.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Parks and Rec (5C)	Workday Drive (4A)	Middleburg (4C)
3.	Front Porches (8E)	Middleburg (4C)	Modest Income Homes (12D)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$44,919,588	\$199,180,365	\$1,202,097,722
Average Spent	\$1,500.17	\$1,957.18	\$1,867.72
Spending Potential Index	68	89	85
Education: Total \$	\$34,766,932	\$157,082,184	\$936,246,267
Average Spent	\$1,161.10	\$1,543.52	\$1,454.66
Spending Potential Index	65	86	81
Entertainment/Recreation: Total \$	\$78,268,521	\$355,147,585	\$2,067,181,588
Average Spent	\$2,613.92	\$3,489.74	\$3,211.81
Spending Potential Index	69	92	85
Food at Home: Total \$	\$143,007,464	\$633,109,166	\$3,750,404,072
Average Spent	\$4,775.99	\$6,221.04	\$5,827.06
Spending Potential Index	70	91	86
Food Away from Home: Total \$	\$76,961,493	\$343,815,666	\$2,049,783,200
Average Spent	\$2,570.27	\$3,378.39	\$3,184.78
Spending Potential Index	69	91	86
Health Care: Total \$	\$158,469,774	\$717,154,747	\$4,138,107,124
Average Spent	\$5,292.38	\$7,046.89	\$6,429.44
Spending Potential Index	72	96	87
HH Furnishings & Equipment: Total \$	\$60,856,098	\$276,547,696	\$1,621,854,416
Average Spent	\$2,032.40	\$2,717.41	\$2,519.90
Spending Potential Index	69	92	85
Personal Care Products & Services: Total \$	\$19,540,163	\$87,563,065	\$523,902,820
Average Spent	\$652.58	\$860.41	\$814.00
Spending Potential Index	68	90	85
Shelter: Total \$	\$497,128,105	\$2,220,487,785	\$13,315,678,364
Average Spent	\$16,602.48	\$21,818.90	\$20,688.76
Spending Potential Index	67	88	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$65,874,258	\$306,650,792	\$1,739,625,420
Average Spent	\$2,199.99	\$3,013.20	\$2,702.88
Spending Potential Index	70	96	86
Travel: Total \$	\$45,210,582	\$209,772,870	\$1,219,646,042
Average Spent	\$1,509.89	\$2,061.26	\$1,894.98
Spending Potential Index	67	92	84
Vehicle Maintenance & Repairs: Total \$	\$28,065,946	\$124,567,697	\$734,804,519
Average Spent	\$937.31	\$1,224.02	\$1,141.68
Spending Potential Index	72	93	87

**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.

June 26, 2024