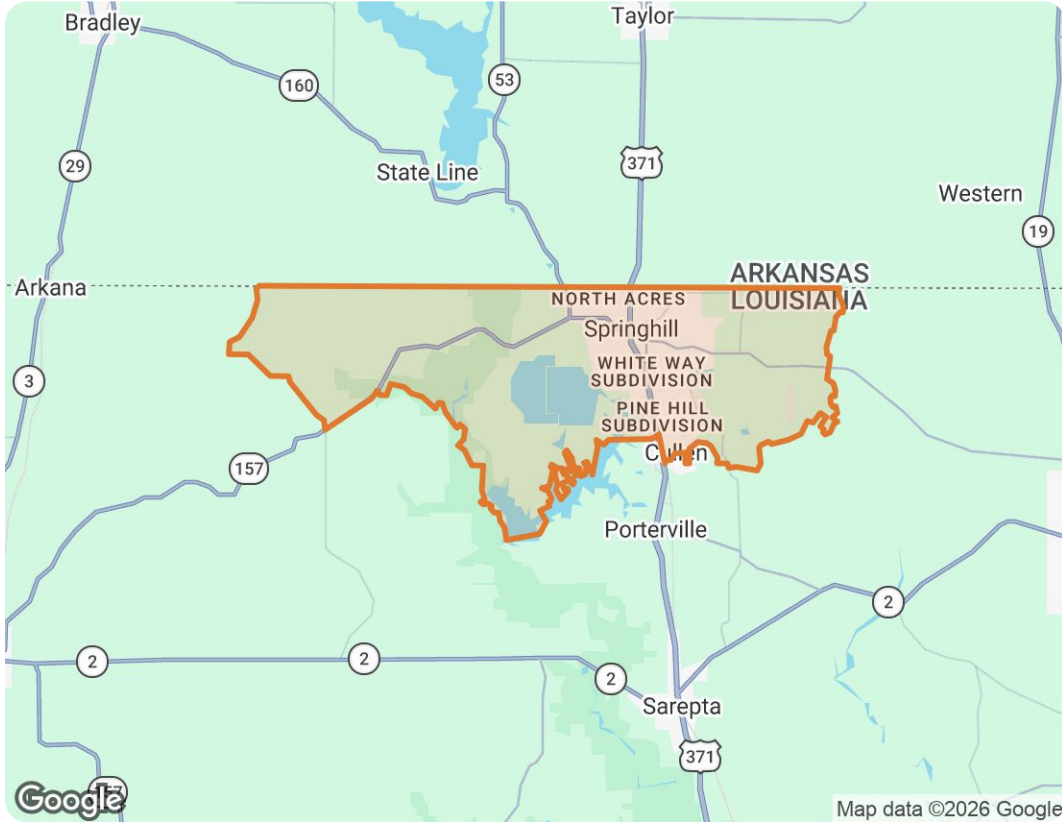


Springhill, LA 71075



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Shreveport

LA

Trade Area Summary

Attribute Summary for Springhill, LA 71075

Median Household Income

\$33,348

Source: 2025/2029 Income (Esri)

Median Age

44.1

Source: 2025/2029 Age: 5 Year Increments (Esri)

Total Population

5,811

Source: 2025 Age: 1 Year Increments (Esri)

1st Dominant Segment

Small Town Sincerity

Source: 2025 Tapestry Market Segmentation (Households)

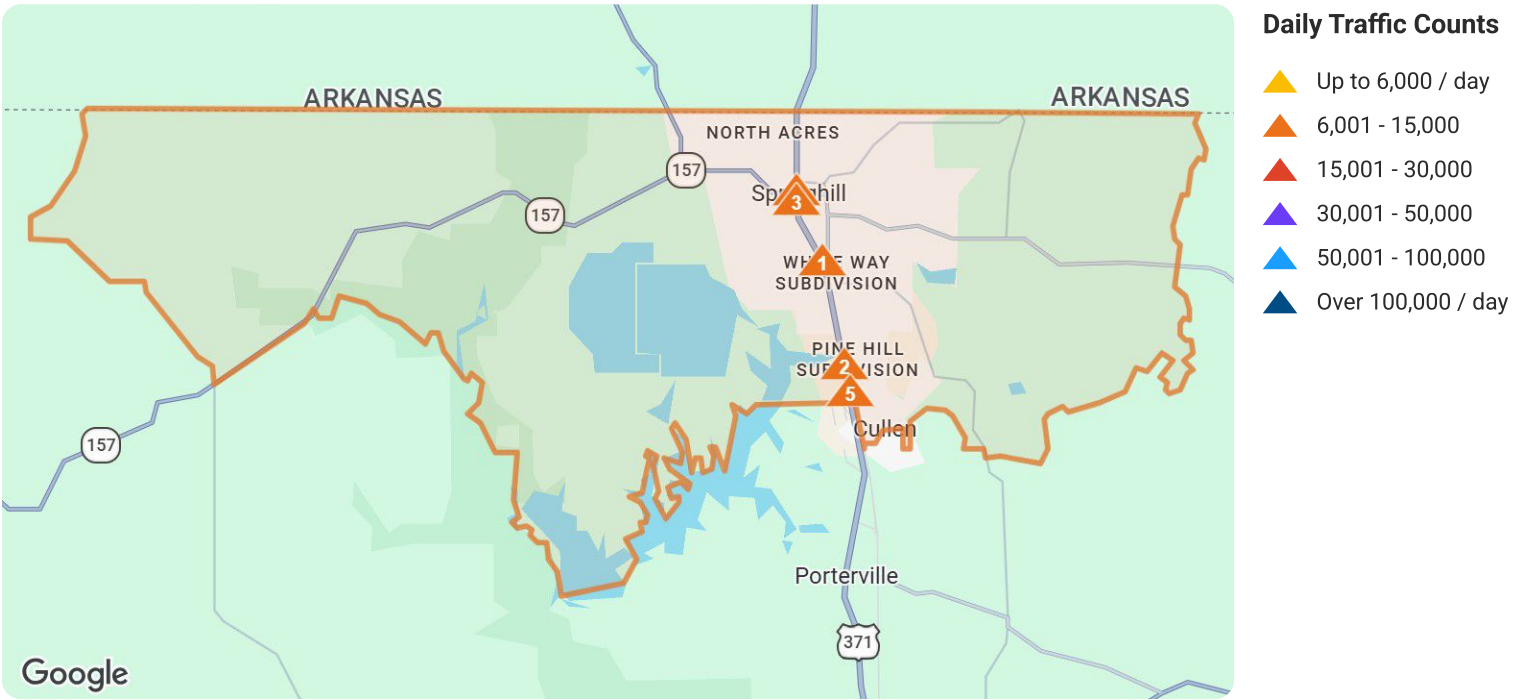
Consumer Segmentation

Top Tapestry Segments	Small Town Sincerity	Scenic Byways	Independent Cityscape	Modest Income Homes	Heartland Communities
% of Households	1,220 (47.7%)	486 (19.0%)	315 (12.3%)	270 (10.6%)	201 (7.9%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Contemporary Households	Family Portraits	Mature and Retired Living
Life Mode Group	Countryscapes	Countryscapes	Urban Threads	Community Connections	Countryscapes
Urbanicity Group(s)	Suburb	Suburb Metro Landscape Rural Countryside	Urban Core Urban Vicinity Suburb	Urban Core Urban Vicinity Suburb	Suburb
Residence Type	Single Family, Multi-Units	Single Family, Mobile Homes	Multi-Units, Single Family	Single Family	Single Family
Household Type	Singles Living Alone, Married Couples	Married Couples, Singles Living Alone	Singles living alone; singles with roommates	Singles Living Alone, Married Couples, Singles w/ Relatives	Married Couples, Singles Living Alone
Average Household Size	2.26	2.42	2.06	2.45	2.28
Median Age	41.9	43.7	39.3	37.1	43.6
Diversity Index	60.3	58.3	72.4	55.5	37.3
Median Household Income	\$40,589	\$48,428	\$26,555	\$35,121	\$60,072
Median Net Worth	\$45,310	\$138,719	\$11,809	\$18,675	\$165,309
Homeownership	56%	79%	24%	47%	72%
Rent Burdened Households	39%	28%	44%	46%	29%
Labor Force Participation Rate	47%	46%	47%	51%	58%
Unemployment Rate	7%	6%	10%	11%	4%
% with Bachelor's Degree or Higher	15%	13%	16%	12%	19%

Consumer Segmentation

Top Tapestry Segments	Small Town Sincerity	Scenic Byways	Independent Cityscape	Modest Income Homes	Heartland Communities
Lifestyle Patterns	These consumers tend to shop at nearby discount stores for essentials, and they place orders online or by phone for items they cannot find locally. They frequently purchase gardening, pet care, and automotive supplies.	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 often shop at nearby discount and convenience stores, especially those offering loyalty points. Consumers are willing to switch brands to use coupons and buy generic products to save money.	Residents tend to shop at discount supermarkets and stores. Dining out is often at fast food restaurants, and convenience stores are popular for quick purchases.	Residents often bank locally and pay in cash for goods and services. They tend to spend money on their pets, including grooming, veterinary care, and treats.

Traffic Counts



Springhill, LA 71075



Traffic Counts by Highest Traffic Count

1 8,875 South Arkansas Street 2025 Est. daily traffic counts Cross: S Arkansas St Cross Dir: - Distance: - Historical counts Year ▲ Count Type 2022 ▲ 9,005 AADT 2021 ▲ 8,650 AADT	2 7,825 S Arkansas St 2025 Est. daily traffic counts Cross: Mill St Cross Dir: N Distance: 0.14 miles Historical counts Year ▲ Count Type 2011 ▲ 6,245 ADT 2008 ▲ 8,537 ADT 2005 ▲ 8,779 ADT 2002 ▲ 9,261 ADT 1997 ▲ 9,190 AADT	3 7,131 North Arkansas Street 2025 Est. daily traffic counts Cross: Curry St Cross Dir: - Distance: - Historical counts Year ▲ Count Type 2022 ▲ 7,236 AADT 2021 ▲ 6,951 AADT	4 6,998 Rue North Arkansas 2025 Est. daily traffic counts Cross: Hickory St Cross Dir: - Distance: - Historical counts Year ▲ Count Type 2022 ▲ 7,101 AADT 2021 ▲ 6,821 AADT	5 6,885 South Arkansas Street 2025 Est. daily traffic counts Cross: Pine Hill Rd Cross Dir: S Distance: 0.05 miles Historical counts Year ▲ Count Type 2022 ▲ 7,006 AADT 2021 ▲ 7,063 AADT 2020 ▲ 6,403 AADT
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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

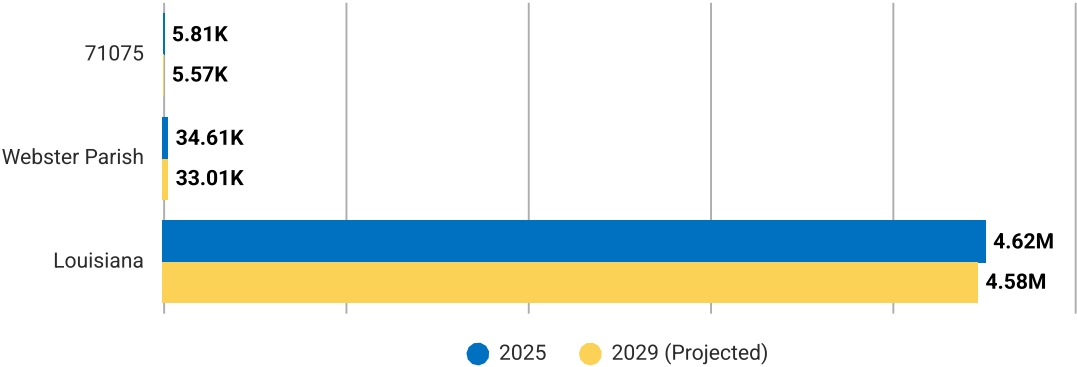
Population

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

Update Frequency: Annually

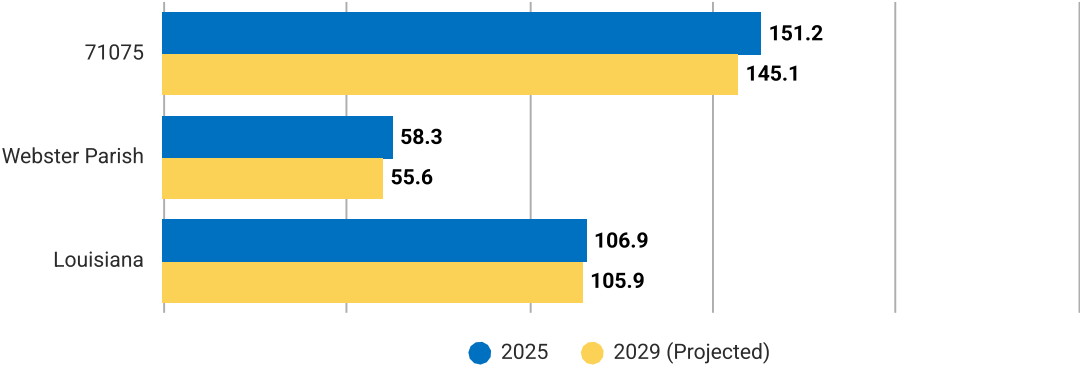
Total Population

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



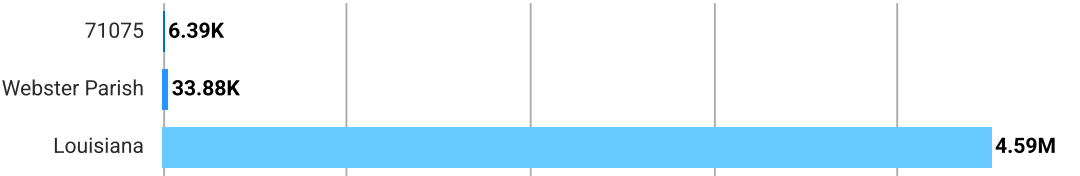
Population Density

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



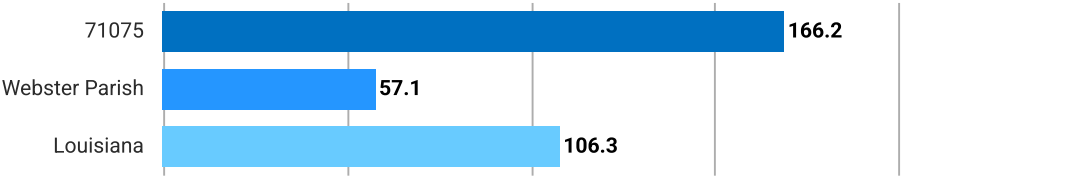
Total Daytime Population

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.



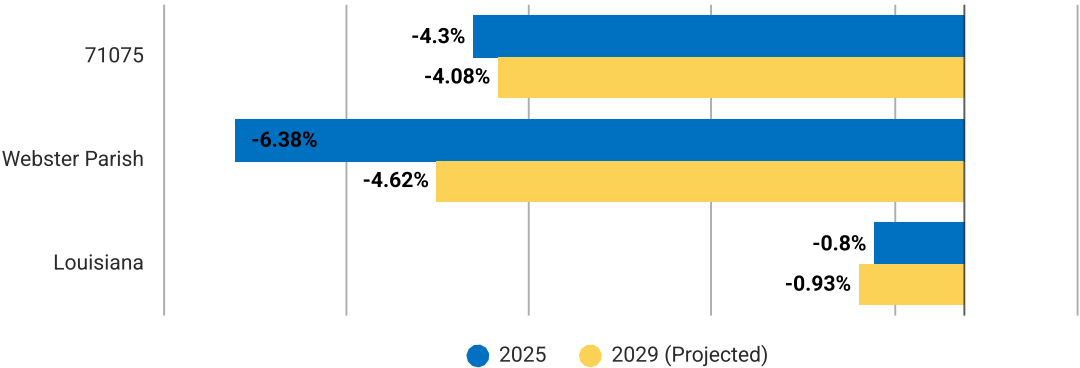
Daytime Population Density

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.

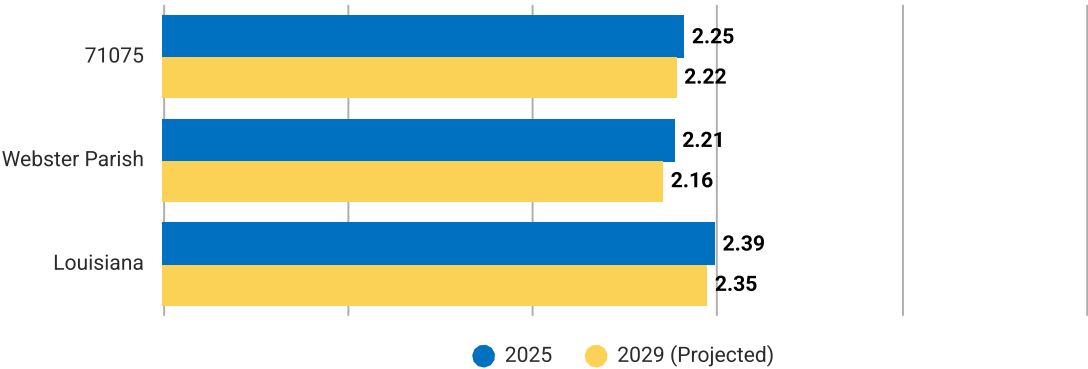


Springhill, LA 71075



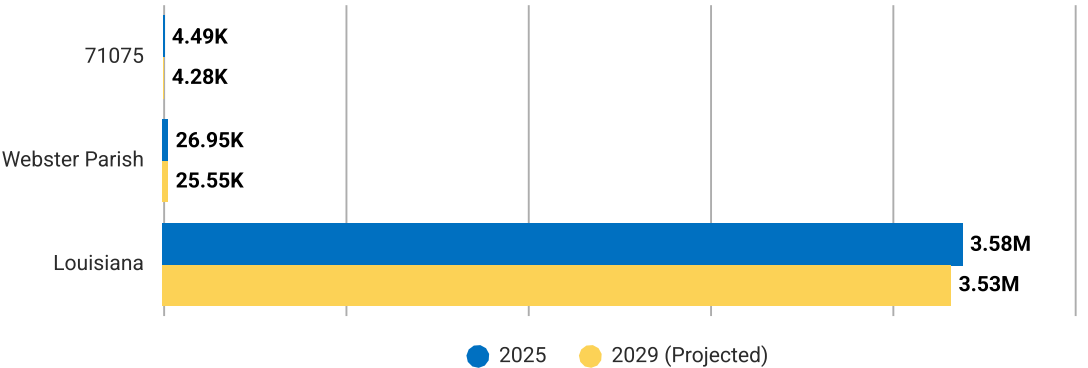
Average Household Size

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



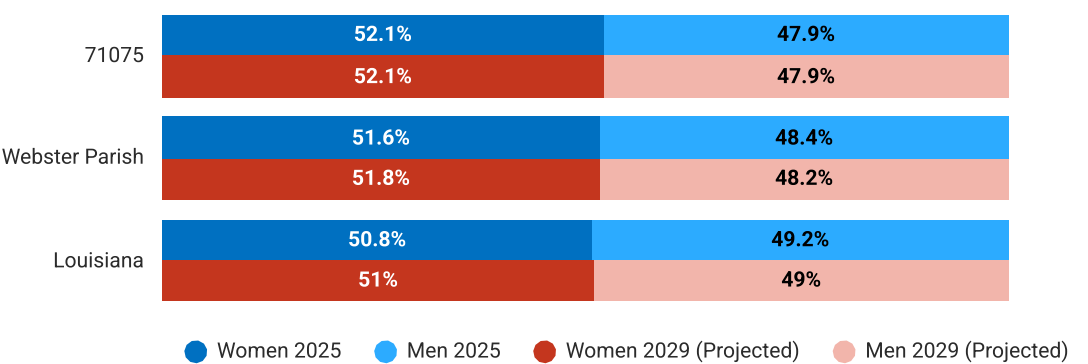
Population Living in Family Households

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.



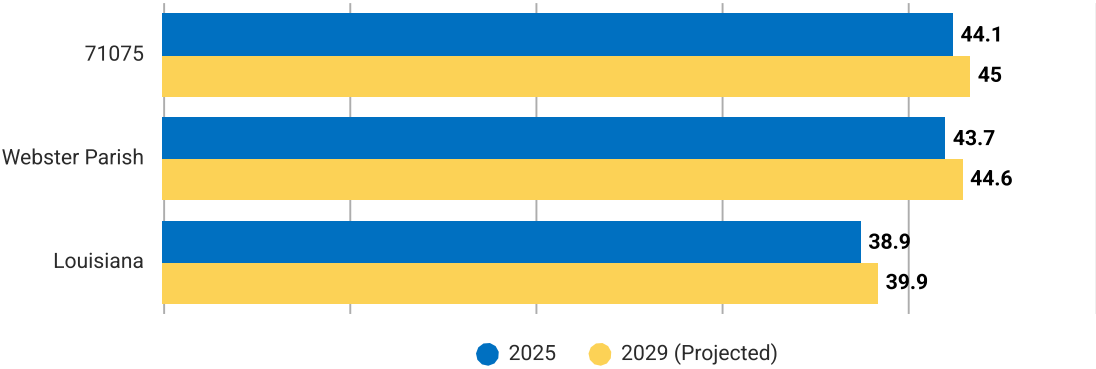
Age

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

Update Frequency: Annually

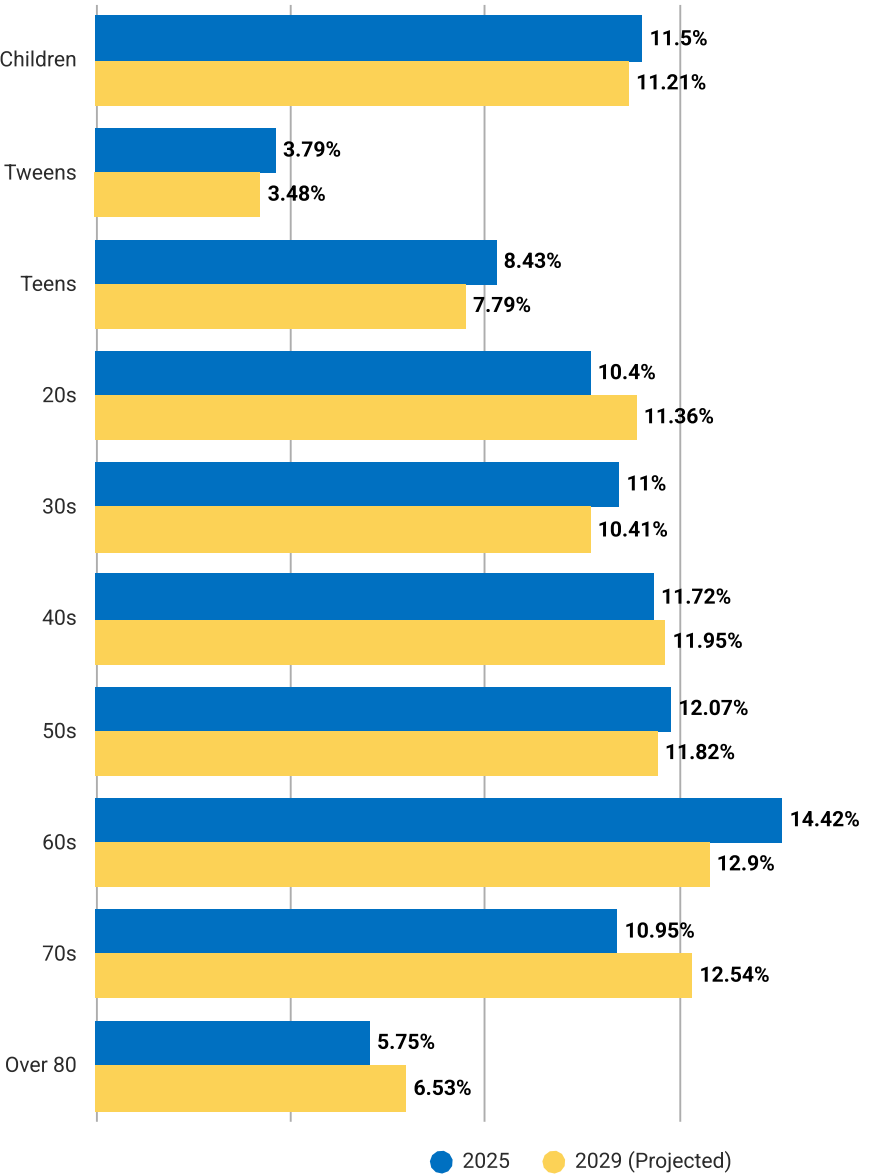
Median Age

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.



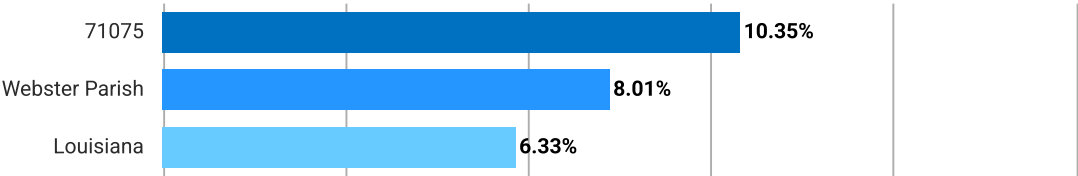
Married

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.

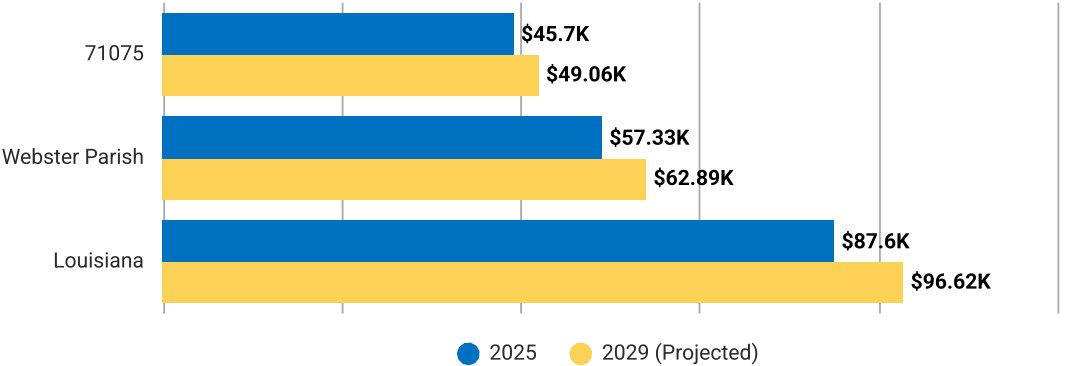


Income

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

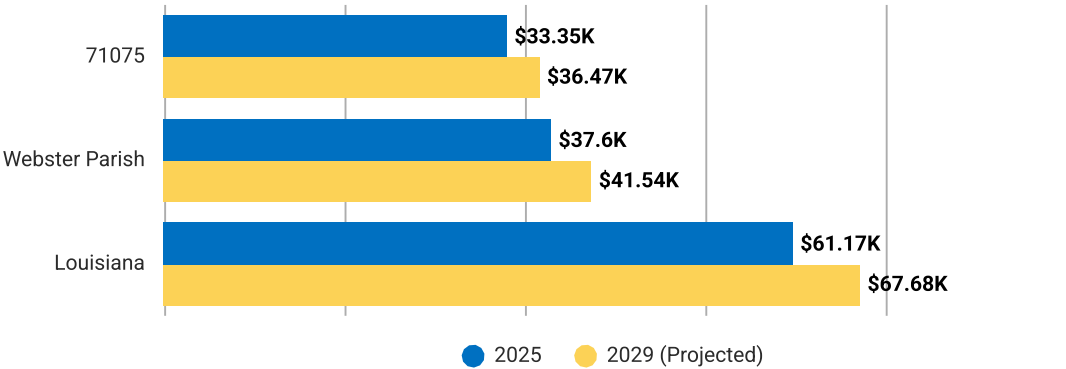
Average Household Income

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



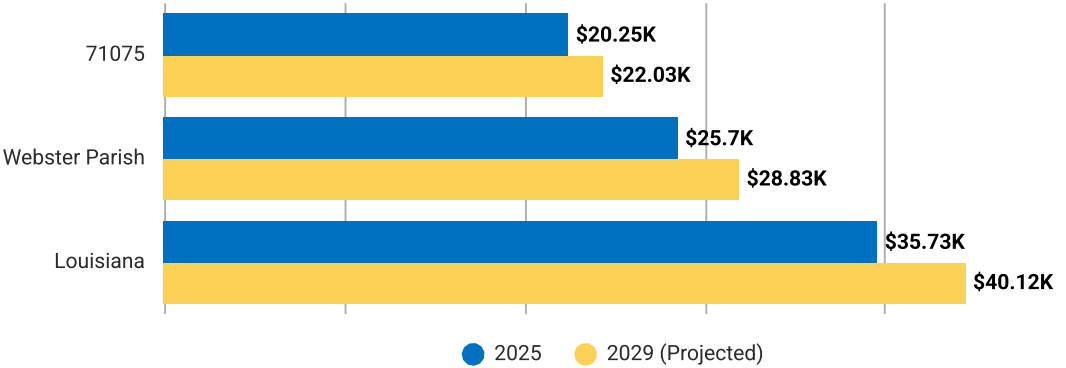
Median Household Income

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



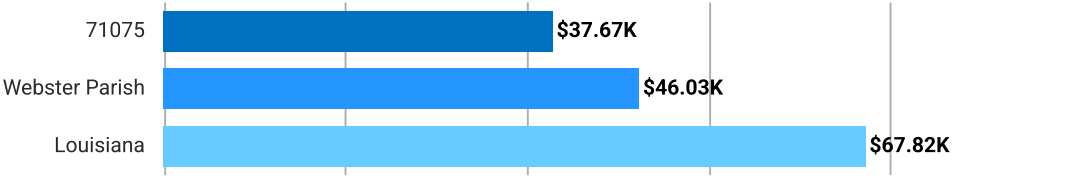
Per Capita Income

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.



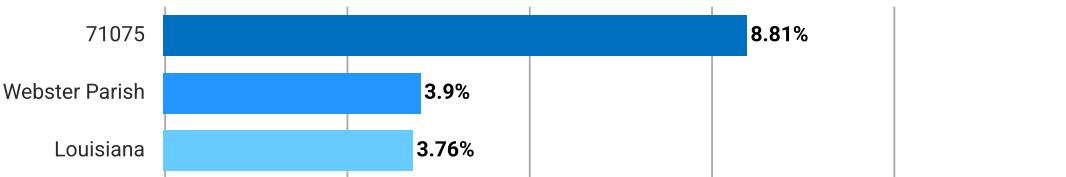
Education

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

Update Frequency: Annually

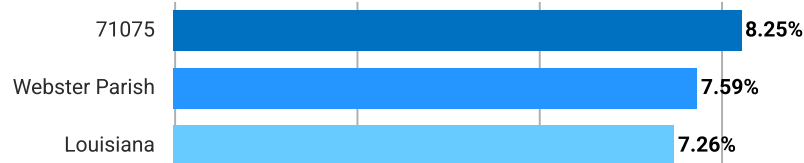
Less than 9th Grade

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



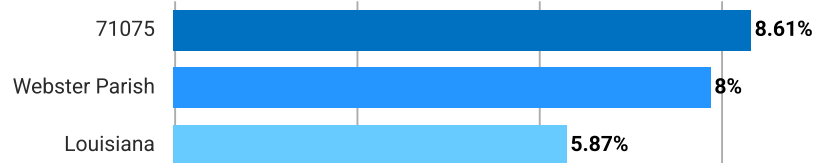
Some High School

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.



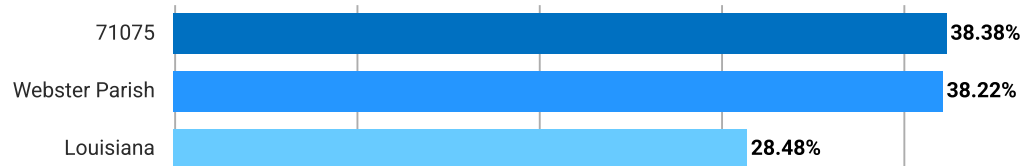
High School GED

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.



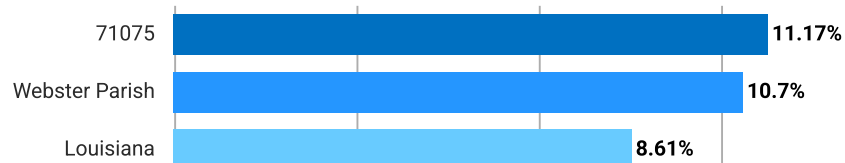
Some College

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.



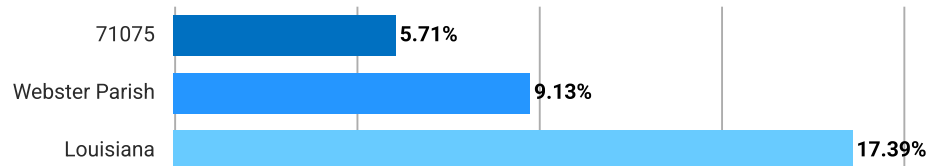
Associate Degree

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.



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.



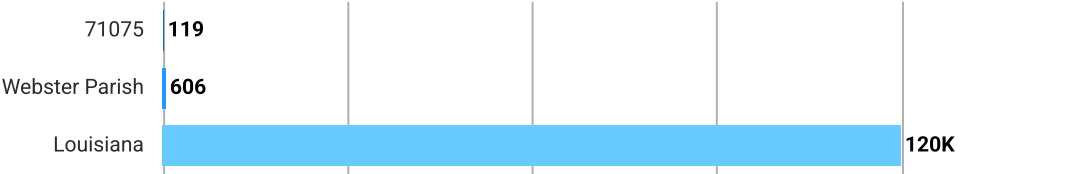
Economy

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

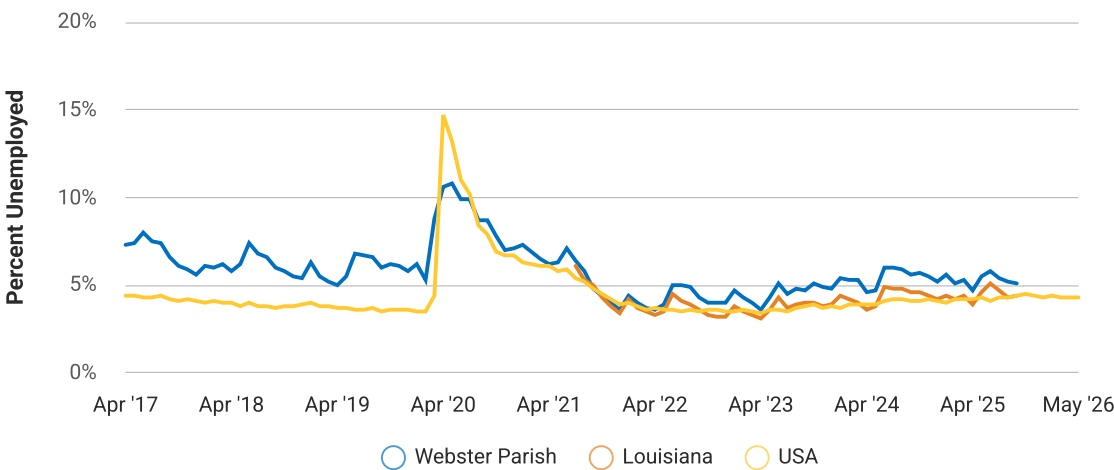


Unemployment Rate

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

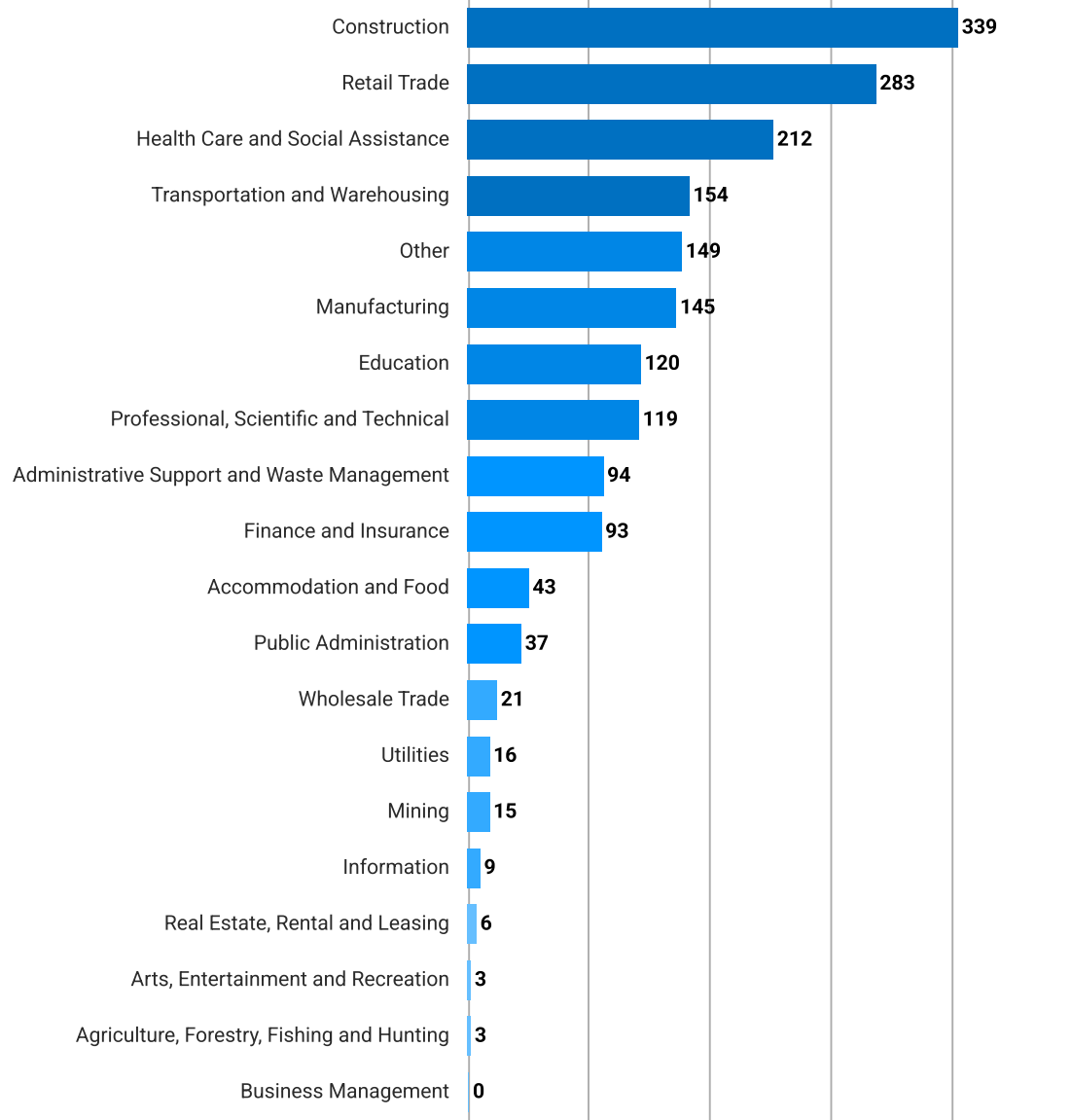


Employment Count by Industry

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



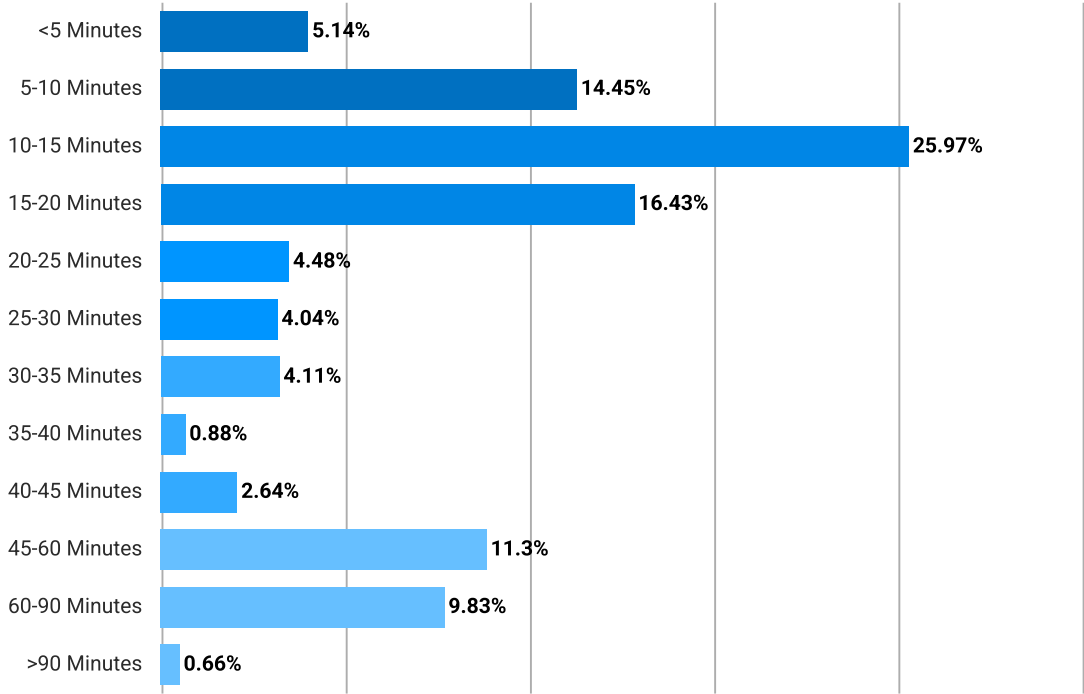
Commute to Work

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

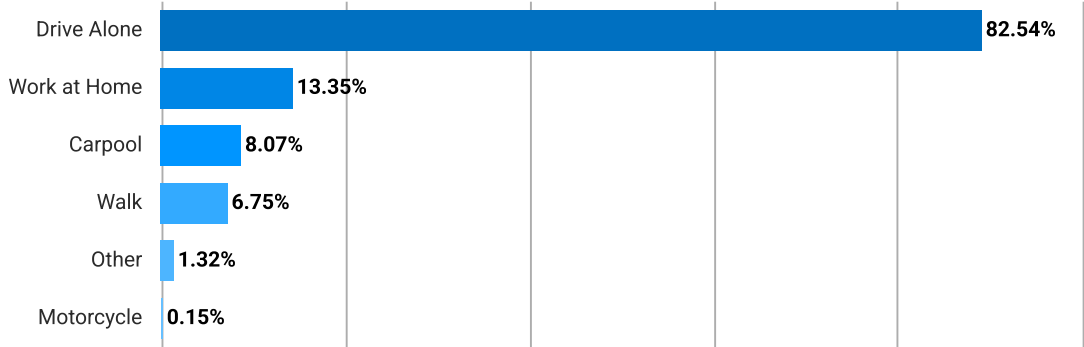


How People Get to Work

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



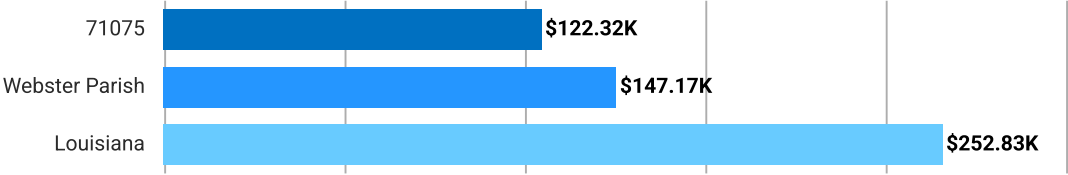
Home Values

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

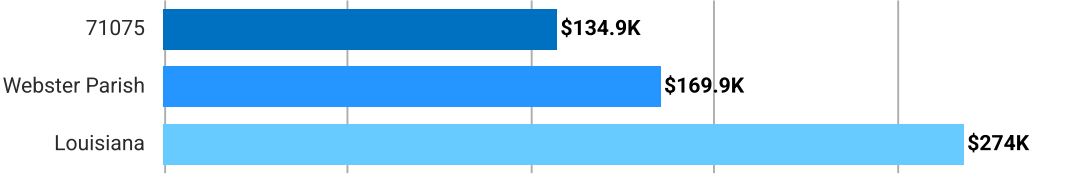


Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

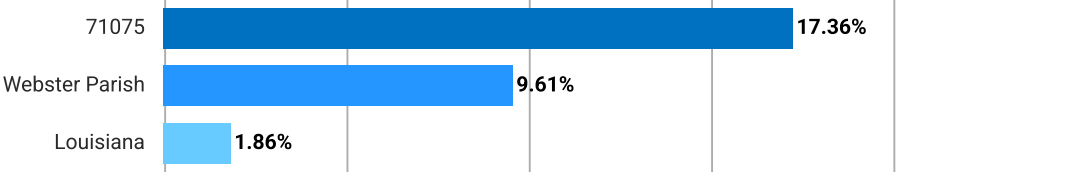


12 mo. Change in Median Listing Price

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



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- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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