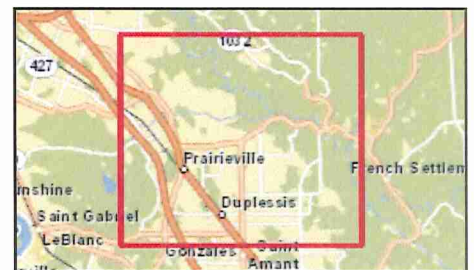
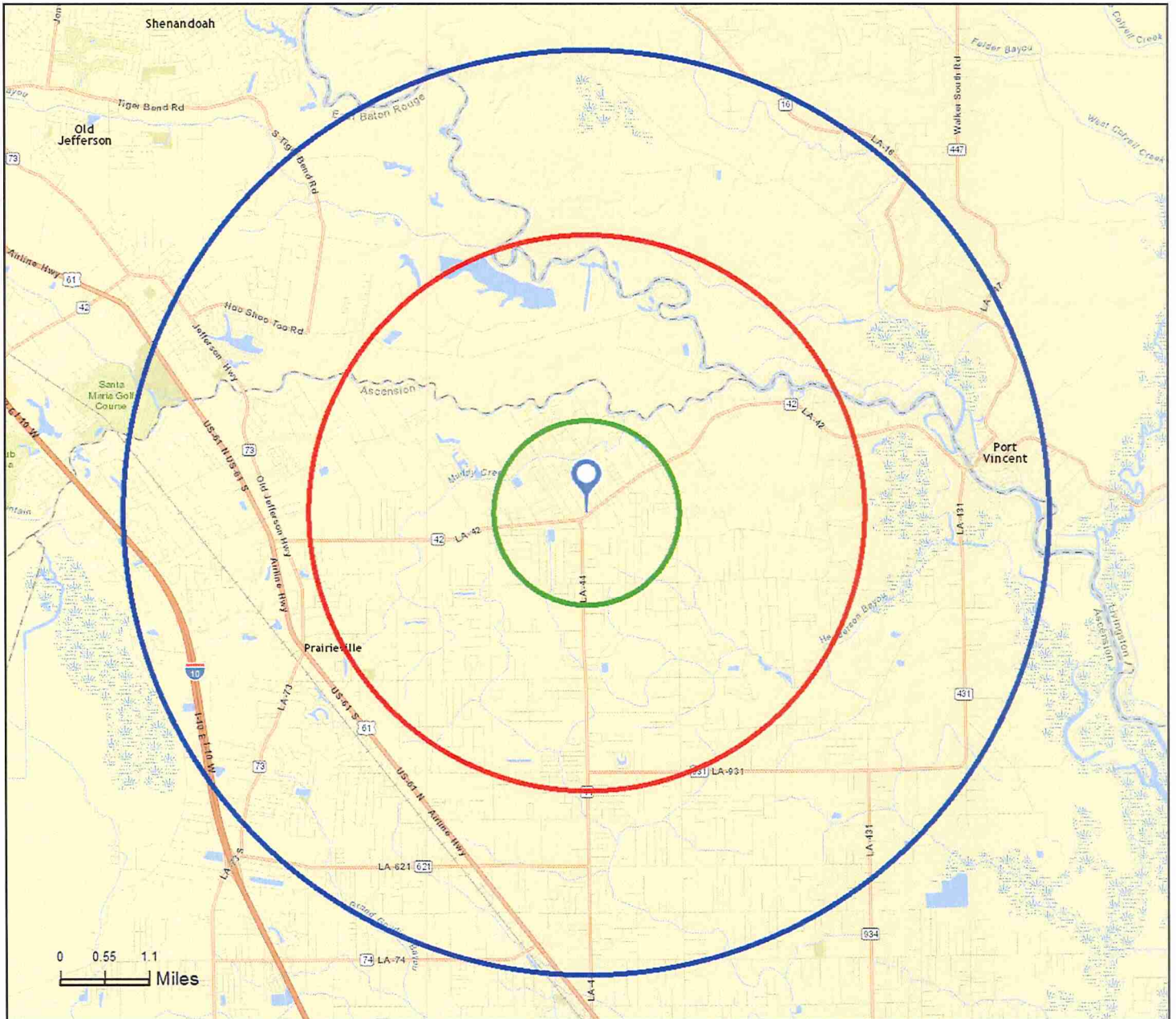


41012 Highway 42, Prairieville, Louisiana, 70769  
 Rings: 1, 3, 5 mile radii

44/42 intersection  
 Latitude: 30.32458  
 Longitude: -90.92117



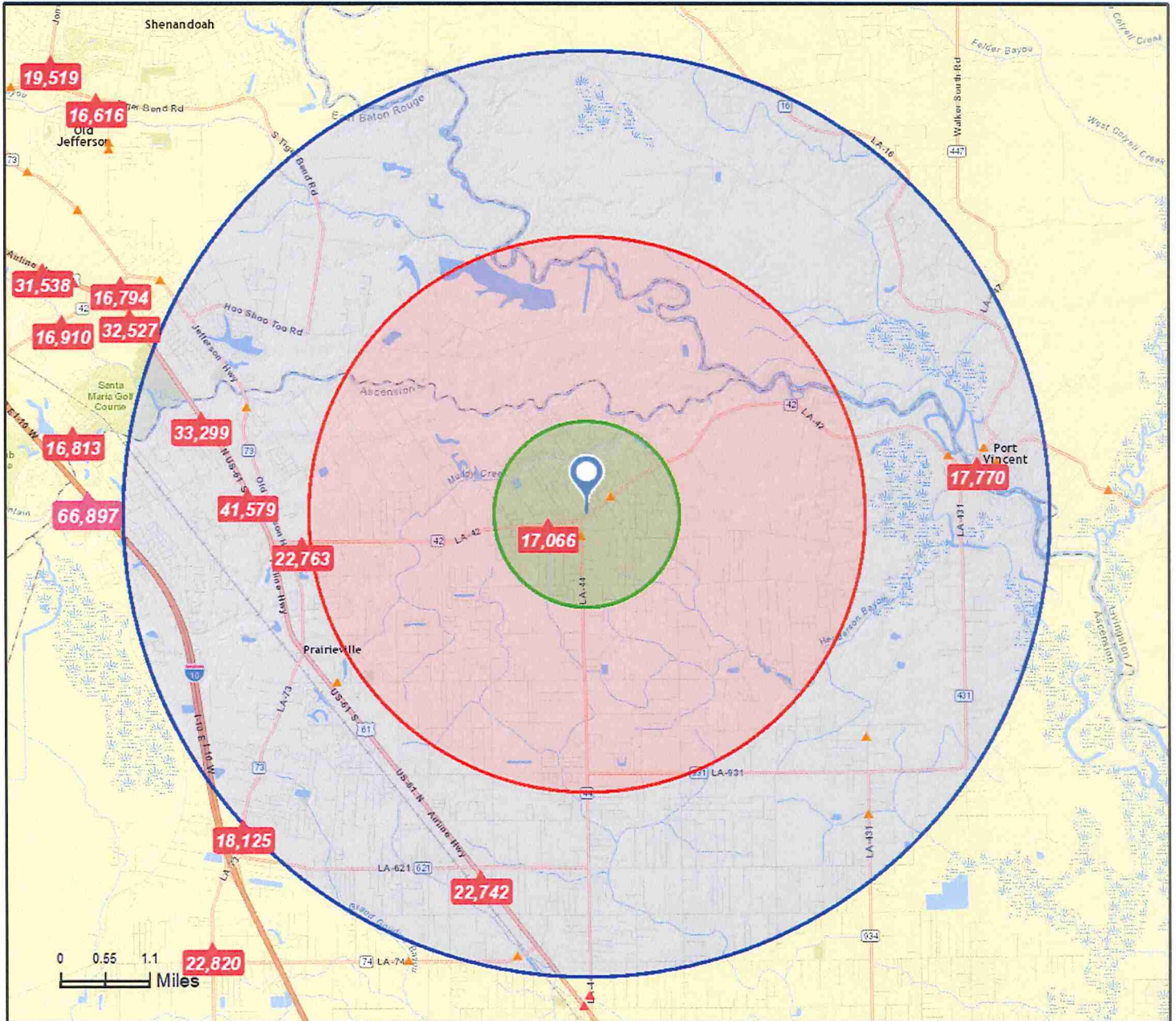
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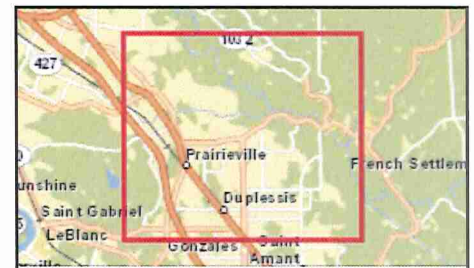
# Traffic Count Map

41012 Highway 42, Prairieville, Louisiana, 70769  
Rings: 1, 3, 5 mile radii

44/42 intersection  
Latitude: 30.32458  
Longitude: -90.92117



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.

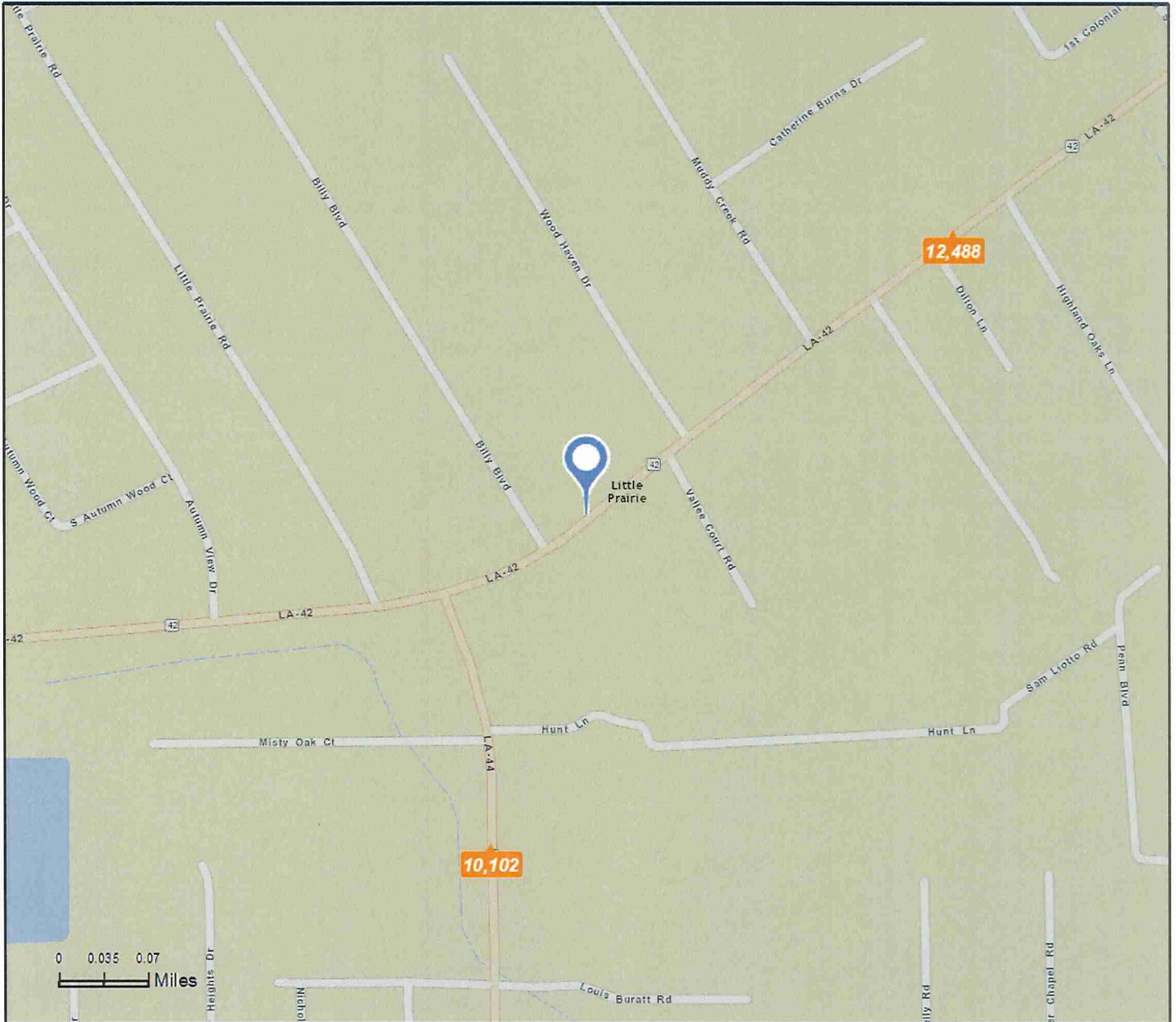
March 02, 2016



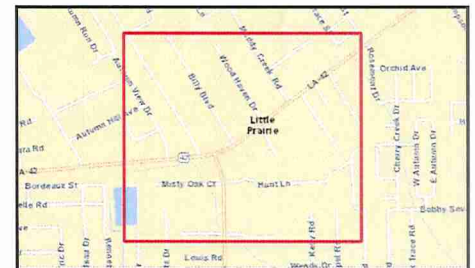
# Traffic Count Map - Close Up

41012 Highway 42, Prairieville, Louisiana, 70769  
Rings: 1, 3, 5 mile radii

44/42 intersection  
Latitude: 30.32458  
Longitude: -90.92117



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.

March 02, 2016



# Automotive Aftermarket Expenditures

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

Demographic Summary		2015	2020
Population		5,080	5,715
Households		1,840	2,077
Families		1,432	1,603
Median Age		35.5	36.5
Median Household Income		\$79,943	\$83,558

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	105	\$6.48	\$11,920
Gasoline	116	\$3,973.04	\$7,310,387
Motor Oil	108	\$16.46	\$30,278
Vehicle Parts/Equipment and Accessories	111	\$70.38	\$129,496
Tire Purchase/Replacement	115	\$229.35	\$422,010
Vehicle Audio/Video Equipment and Installation	117	\$5.50	\$10,121
Vehicle Cleaning Products and Services	117	\$15.45	\$28,434
<b>Services</b>			
Auto Repair Service Policy	129	\$25.41	\$46,746
Membership Fees for Automobile Service Clubs	103	\$29.05	\$53,448
Global Positioning Services	117	\$3.14	\$5,769
Vehicle Air Conditioning Repair	132	\$28.80	\$52,996
Vehicle Body Work and Painting	114	\$39.38	\$72,463
Vehicle Brake Work	111	\$90.70	\$166,889
Vehicle Clutch/Transmission Repair	117	\$52.14	\$95,944
Vehicle Cooling System Repair	116	\$32.21	\$59,260
Vehicle Drive Shaft and Rear-end Repair	109	\$10.51	\$19,343
Vehicle Electrical System Repair	111	\$42.77	\$78,690
Vehicle Exhaust System Repair	100	\$16.83	\$30,970
Vehicle Front End Alignment/Wheel Balance & Rotation	118	\$30.66	\$56,407
Lube/Oil Change and Oil Filters	116	\$125.78	\$231,441
Vehicle Motor Repair/Replacement	121	\$111.02	\$204,271
Vehicle Motor Tune-up	115	\$80.75	\$148,585
Vehicle Shock Absorber Replacement	110	\$8.70	\$16,016
Vehicle Steering/Front End Repair	108	\$34.18	\$62,888
Tire Repair and Other Repair Work	112	\$77.53	\$142,660

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 02, 2016



# Automotive Aftermarket Expenditures

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

## Demographic Summary

	2015	2020
Population	26,810	30,390
Households	9,403	10,676
Families	7,277	8,198
Median Age	35.1	36.6
Median Household Income	\$80,351	\$83,901

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	107	\$6.65	\$62,573
Gasoline	118	\$4,059.97	\$38,175,895
Motor Oil	110	\$16.90	\$158,888
Vehicle Parts/Equipment and Accessories	113	\$71.97	\$676,741
Tire Purchase/Replacement	118	\$234.65	\$2,206,425
Vehicle Audio/Video Equipment and Installation	119	\$5.61	\$52,713
Vehicle Cleaning Products and Services	120	\$15.75	\$148,087
<b>Services</b>			
Auto Repair Service Policy	132	\$25.94	\$243,869
Membership Fees for Automobile Service Clubs	106	\$29.81	\$280,281
Global Positioning Services	119	\$3.21	\$30,190
Vehicle Air Conditioning Repair	135	\$29.36	\$276,037
Vehicle Body Work and Painting	116	\$40.27	\$378,620
Vehicle Brake Work	113	\$92.48	\$869,636
Vehicle Clutch/Transmission Repair	120	\$53.38	\$501,924
Vehicle Cooling System Repair	118	\$32.83	\$308,688
Vehicle Drive Shaft and Rear-end Repair	111	\$10.70	\$100,569
Vehicle Electrical System Repair	113	\$43.63	\$410,206
Vehicle Exhaust System Repair	102	\$17.18	\$161,524
Vehicle Front End Alignment/Wheel Balance & Rotation	121	\$31.27	\$294,014
Lube/Oil Change and Oil Filters	119	\$128.53	\$1,208,604
Vehicle Motor Repair/Replacement	124	\$113.21	\$1,064,553
Vehicle Motor Tune-up	117	\$82.37	\$774,512
Vehicle Shock Absorber Replacement	112	\$8.85	\$83,206
Vehicle Steering/Front End Repair	110	\$34.86	\$327,797
Tire Repair and Other Repair Work	115	\$79.19	\$744,609

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 02, 2016



# Automotive Aftermarket Expenditures

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

Demographic Summary		2015	2020
Population		64,046	71,565
Households		22,821	25,523
Families		17,586	19,526
Median Age		35.2	36.3
Median Household Income		\$80,595	\$84,189

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	114	\$7.08	\$161,537
Gasoline	123	\$4,227.62	\$96,478,506
Motor Oil	117	\$17.87	\$407,745
Vehicle Parts/Equipment and Accessories	118	\$75.02	\$1,711,953
Tire Purchase/Replacement	123	\$244.22	\$5,573,332
Vehicle Audio/Video Equipment and Installation	123	\$5.79	\$132,203
Vehicle Cleaning Products and Services	124	\$16.37	\$373,621
<b>Services</b>			
Auto Repair Service Policy	137	\$26.98	\$615,654
Membership Fees for Automobile Service Clubs	108	\$30.51	\$696,225
Global Positioning Services	121	\$3.25	\$74,222
Vehicle Air Conditioning Repair	140	\$30.42	\$694,229
Vehicle Body Work and Painting	120	\$41.54	\$948,052
Vehicle Brake Work	116	\$94.67	\$2,160,496
Vehicle Clutch/Transmission Repair	125	\$55.54	\$1,267,434
Vehicle Cooling System Repair	123	\$33.98	\$775,522
Vehicle Drive Shaft and Rear-end Repair	115	\$11.09	\$253,184
Vehicle Electrical System Repair	117	\$45.09	\$1,029,033
Vehicle Exhaust System Repair	105	\$17.59	\$401,438
Vehicle Front End Alignment/Wheel Balance & Rotation	124	\$32.12	\$732,975
Lube/Oil Change and Oil Filters	124	\$133.69	\$3,051,036
Vehicle Motor Repair/Replacement	129	\$118.02	\$2,693,354
Vehicle Motor Tune-up	122	\$85.69	\$1,955,442
Vehicle Shock Absorber Replacement	114	\$9.03	\$206,113
Vehicle Steering/Front End Repair	113	\$35.63	\$813,175
Tire Repair and Other Repair Work	119	\$82.31	\$1,878,303

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Demographic and Income Profile

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

Summary	Census 2010	2015	2020			
Population	4,502	5,080	5,715			
Households	1,620	1,840	2,077			
Families	1,274	1,432	1,603			
Average Household Size	2.78	2.76	2.75			
Owner Occupied Housing Units	1,372	1,502	1,688			
Renter Occupied Housing Units	248	339	389			
Median Age	34.3	35.5	36.5			
Trends: 2015 - 2020 Annual Rate	Area	State	National			
Population	2.38%	0.84%	0.75%			
Households	2.45%	0.93%	0.77%			
Families	2.28%	0.71%	0.69%			
Owner HHs	2.36%	0.91%	0.70%			
Median Household Income	0.89%	2.60%	2.66%			
Households by Income	2015		2020			
	Number	Percent	Number	Percent		
<\$15,000	112	6.1%	104	5.0%		
\$15,000 - \$24,999	91	4.9%	67	3.2%		
\$25,000 - \$34,999	110	6.0%	101	4.9%		
\$35,000 - \$49,999	149	8.1%	162	7.8%		
\$50,000 - \$74,999	356	19.3%	414	19.9%		
\$75,000 - \$99,999	389	21.1%	442	21.3%		
\$100,000 - \$149,999	504	27.4%	612	29.5%		
\$150,000 - \$199,999	87	4.7%	117	5.6%		
\$200,000+	44	2.4%	56	2.7%		
Median Household Income		\$79,943		\$83,558		
Average Household Income		\$85,660		\$92,783		
Per Capita Income		\$30,458		\$33,106		
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	336	7.5%	361	7.1%	394	6.9%
5 - 9	377	8.4%	380	7.5%	411	7.2%
10 - 14	365	8.1%	400	7.9%	427	7.5%
15 - 19	321	7.1%	335	6.6%	388	6.8%
20 - 24	261	5.8%	296	5.8%	278	4.9%
25 - 34	635	14.1%	725	14.3%	822	14.4%
35 - 44	693	15.4%	763	15.0%	879	15.4%
45 - 54	669	14.9%	708	13.9%	742	13.0%
55 - 64	505	11.2%	625	12.3%	704	12.3%
65 - 74	225	5.0%	342	6.7%	459	8.0%
75 - 84	83	1.8%	111	2.2%	169	3.0%
85+	32	0.7%	33	0.6%	41	0.7%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,893	86.5%	4,293	84.5%	4,721	82.6%
Black Alone	418	9.3%	525	10.3%	639	11.2%
American Indian Alone	8	0.2%	12	0.2%	15	0.3%
Asian Alone	48	1.1%	70	1.4%	101	1.8%
Pacific Islander Alone	2	0.0%	2	0.0%	3	0.1%
Some Other Race Alone	83	1.8%	111	2.2%	145	2.5%
Two or More Races	49	1.1%	67	1.3%	92	1.6%
Hispanic Origin (Any Race)	218	4.8%	280	5.5%	355	6.2%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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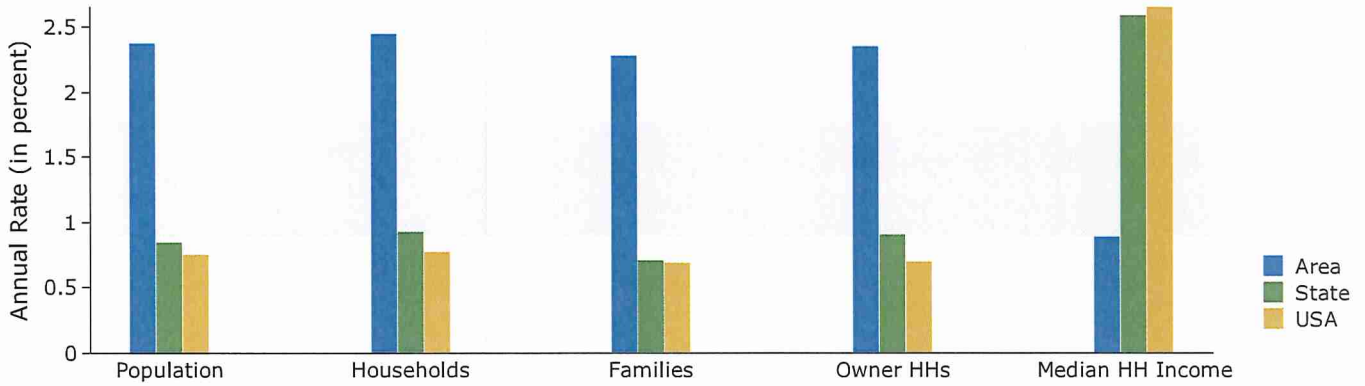


# Demographic and Income Profile

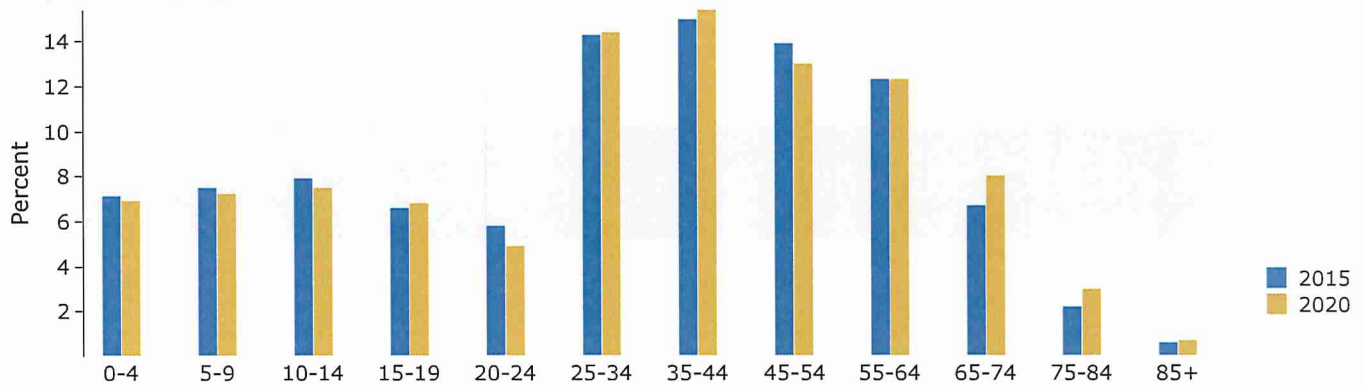
41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

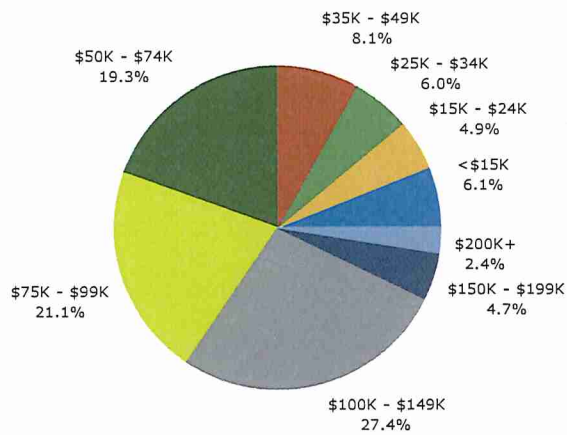
Trends 2015-2020



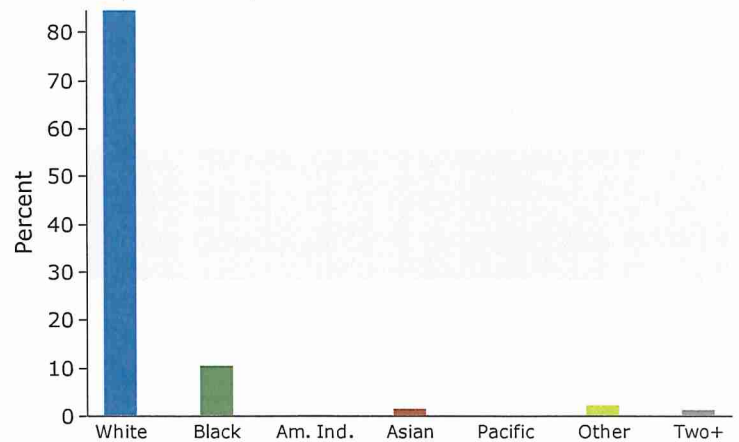
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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# Demographic and Income Profile

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

Summary	Census 2010	2015	2020			
Population	22,856	26,810	30,390			
Households	7,928	9,403	10,676			
Families	6,194	7,277	8,198			
Average Household Size	2.88	2.85	2.85			
Owner Occupied Housing Units	6,805	7,844	8,902			
Renter Occupied Housing Units	1,123	1,559	1,774			
Median Age	33.9	35.1	36.6			
Trends: 2015 - 2020 Annual Rate	Area	State	National			
Population	2.54%	0.84%	0.75%			
Households	2.57%	0.93%	0.77%			
Families	2.41%	0.71%	0.69%			
Owner HHs	2.56%	0.91%	0.70%			
Median Household Income	0.87%	2.60%	2.66%			
Households by Income	2015		2020			
	Number	Percent	Number	Percent		
<\$15,000	565	6.0%	533	5.0%		
\$15,000 - \$24,999	452	4.8%	339	3.2%		
\$25,000 - \$34,999	530	5.6%	494	4.6%		
\$35,000 - \$49,999	847	9.0%	932	8.7%		
\$50,000 - \$74,999	1,800	19.1%	2,119	19.8%		
\$75,000 - \$99,999	1,815	19.3%	2,096	19.6%		
\$100,000 - \$149,999	2,657	28.3%	3,194	29.9%		
\$150,000 - \$199,999	465	4.9%	620	5.8%		
\$200,000+	273	2.9%	347	3.3%		
Median Household Income	\$80,351		\$83,901			
Average Household Income	\$87,474		\$94,602			
Per Capita Income	\$31,030		\$33,613			
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,792	7.8%	1,995	7.4%	2,185	7.2%
5 - 9	1,985	8.7%	2,105	7.9%	2,258	7.4%
10 - 14	1,848	8.1%	2,199	8.2%	2,388	7.9%
15 - 19	1,540	6.7%	1,750	6.5%	2,148	7.1%
20 - 24	1,218	5.3%	1,442	5.4%	1,402	4.6%
25 - 34	3,433	15.0%	3,859	14.4%	3,964	13.0%
35 - 44	3,621	15.8%	4,160	15.5%	4,982	16.4%
45 - 54	3,260	14.3%	3,691	13.8%	4,041	13.3%
55 - 64	2,402	10.5%	3,079	11.5%	3,518	11.6%
65 - 74	1,141	5.0%	1,749	6.5%	2,352	7.7%
75 - 84	469	2.1%	607	2.3%	917	3.0%
85+	146	0.6%	175	0.7%	236	0.8%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,435	85.0%	22,372	83.4%	24,801	81.6%
Black Alone	2,400	10.5%	3,024	11.3%	3,676	12.1%
American Indian Alone	60	0.3%	82	0.3%	105	0.3%
Asian Alone	226	1.0%	349	1.3%	502	1.7%
Pacific Islander Alone	9	0.0%	12	0.0%	14	0.0%
Some Other Race Alone	463	2.0%	602	2.2%	788	2.6%
Two or More Races	263	1.2%	370	1.4%	504	1.7%
Hispanic Origin (Any Race)	1,174	5.1%	1,518	5.7%	1,918	6.3%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

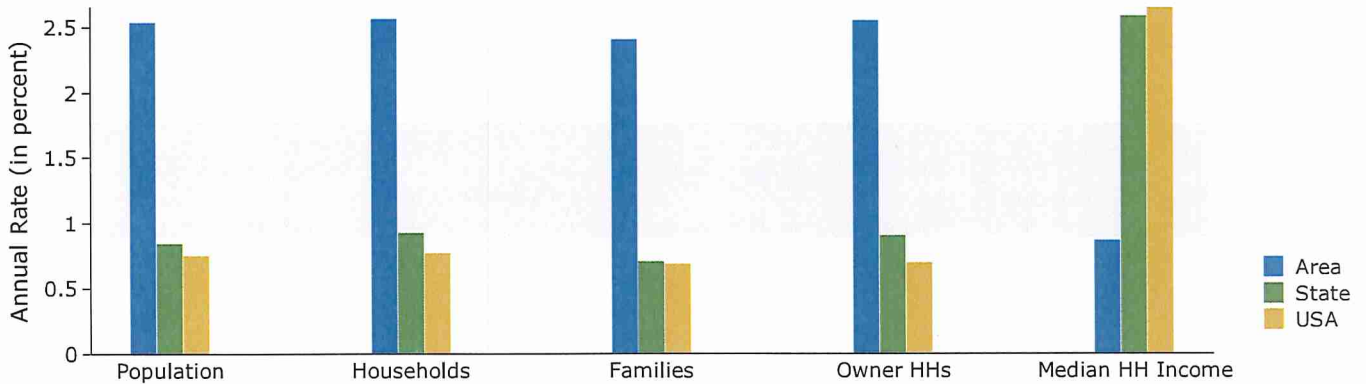


# Demographic and Income Profile

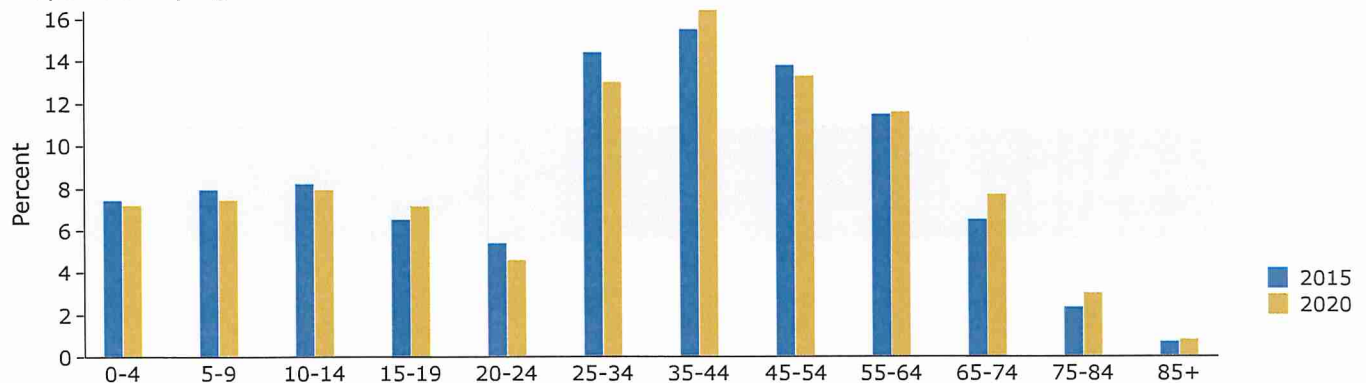
41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

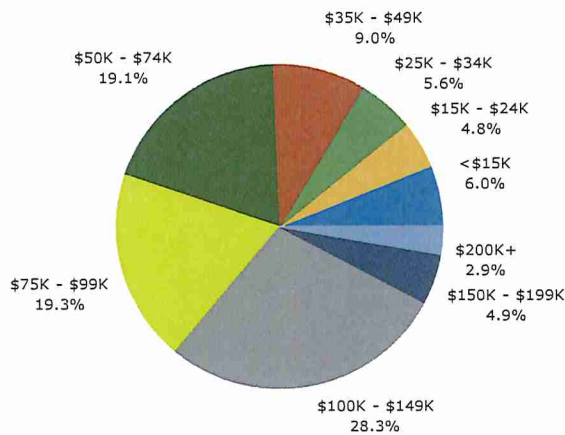
Trends 2015-2020



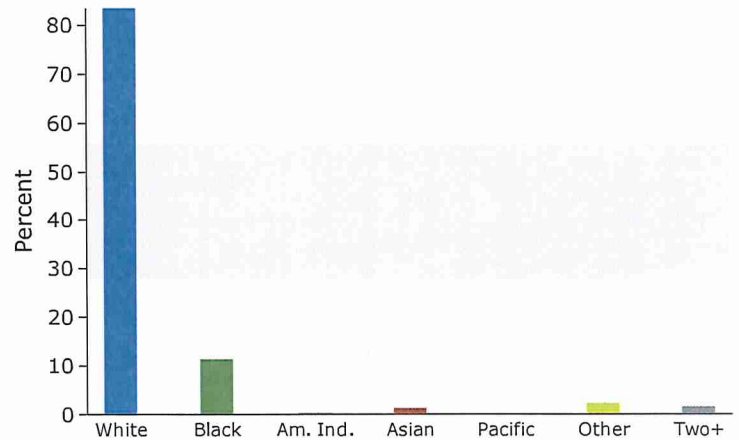
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 02, 2016



# Demographic and Income Profile

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

Summary	Census 2010		2015		2020	
Population	56,868		64,046		71,565	
Households	20,138		22,821		25,523	
Families	15,664		17,586		19,526	
Average Household Size	2.82		2.80		2.80	
Owner Occupied Housing Units	17,185		18,887		21,107	
Renter Occupied Housing Units	2,953		3,934		4,416	
Median Age	34.2		35.2		36.3	
Trends: 2015 - 2020 Annual Rate	Area		State		National	
Population	2.24%		0.84%		0.75%	
Households	2.26%		0.93%		0.77%	
Families	2.11%		0.71%		0.69%	
Owner HHs	2.25%		0.91%		0.70%	
Median Household Income	0.88%		2.60%		2.66%	
Households by Income	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,309	5.7%	1,227	4.8%	1,227	4.8%
\$15,000 - \$24,999	1,119	4.9%	830	3.3%	830	3.3%
\$25,000 - \$34,999	1,409	6.2%	1,291	5.1%	1,291	5.1%
\$35,000 - \$49,999	2,048	9.0%	2,232	8.7%	2,232	8.7%
\$50,000 - \$74,999	4,245	18.6%	4,924	19.3%	4,924	19.3%
\$75,000 - \$99,999	4,393	19.2%	5,006	19.6%	5,006	19.6%
\$100,000 - \$149,999	5,880	25.8%	6,764	26.5%	6,764	26.5%
\$150,000 - \$199,999	1,459	6.4%	1,979	7.8%	1,979	7.8%
\$200,000+	957	4.2%	1,270	5.0%	1,270	5.0%
Median Household Income			\$80,595		\$84,189	
Average Household Income			\$90,549		\$98,970	
Per Capita Income			\$32,263		\$35,292	
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,476	7.9%	4,753	7.4%	5,161	7.2%
5 - 9	4,833	8.5%	5,029	7.9%	5,368	7.5%
10 - 14	4,554	8.0%	5,182	8.1%	5,636	7.9%
15 - 19	3,924	6.9%	4,173	6.5%	4,975	7.0%
20 - 24	2,986	5.3%	3,591	5.6%	3,352	4.7%
25 - 34	8,380	14.7%	9,069	14.2%	9,716	13.6%
35 - 44	9,068	15.9%	9,778	15.3%	11,435	16.0%
45 - 54	8,294	14.6%	9,088	14.2%	9,462	13.2%
55 - 64	5,840	10.3%	7,249	11.3%	8,261	11.5%
65 - 74	2,930	5.2%	4,199	6.6%	5,425	7.6%
75 - 84	1,206	2.1%	1,497	2.3%	2,214	3.1%
85+	378	0.7%	440	0.7%	559	0.8%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	48,045	84.5%	52,948	82.7%	57,743	80.7%
Black Alone	6,149	10.8%	7,507	11.7%	9,023	12.6%
American Indian Alone	185	0.3%	238	0.4%	296	0.4%
Asian Alone	705	1.2%	1,026	1.6%	1,442	2.0%
Pacific Islander Alone	45	0.1%	56	0.1%	69	0.1%
Some Other Race Alone	1,026	1.8%	1,309	2.0%	1,699	2.4%
Two or More Races	714	1.3%	963	1.5%	1,295	1.8%
Hispanic Origin (Any Race)	2,684	4.7%	3,386	5.3%	4,241	5.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

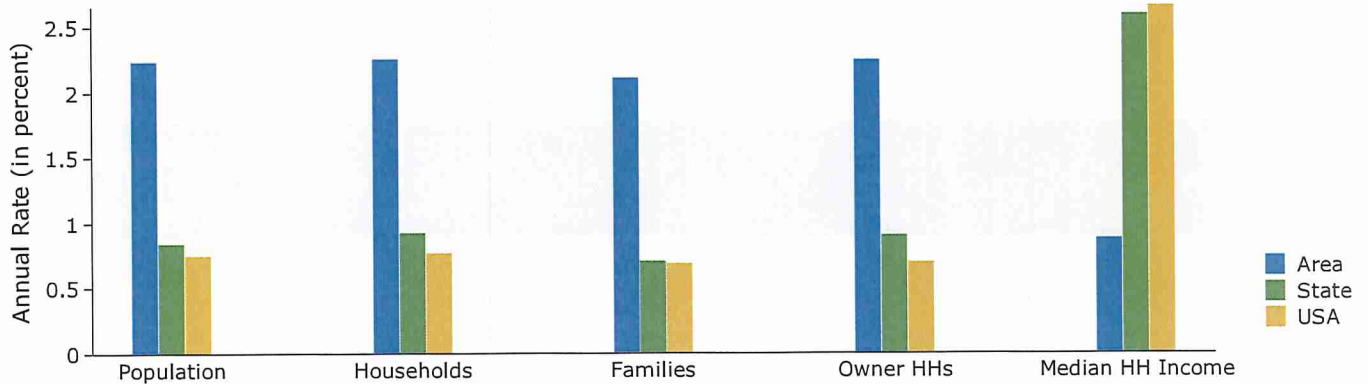


# Demographic and Income Profile

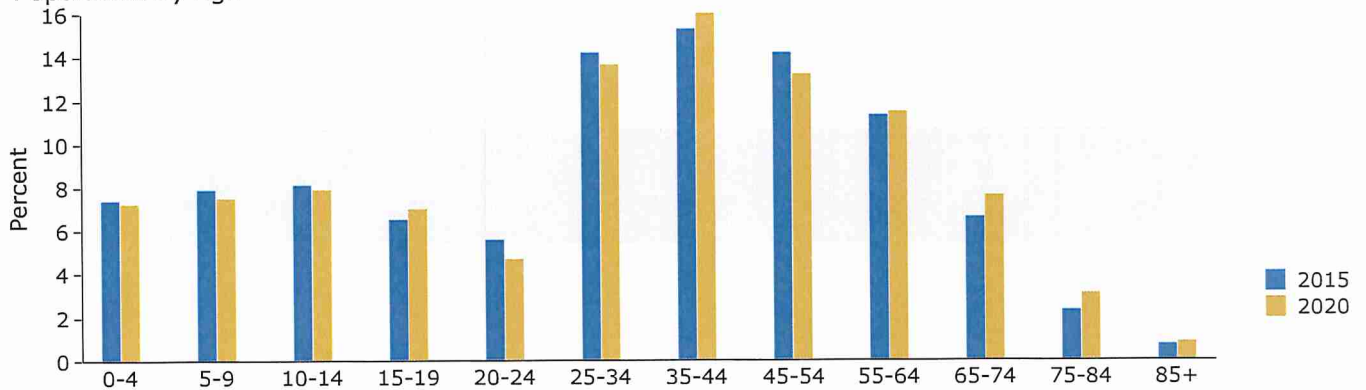
41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

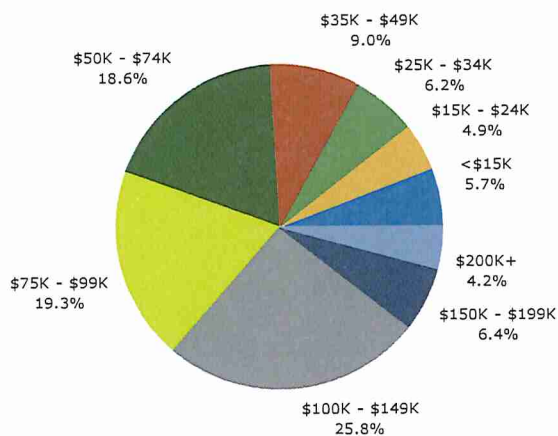
## Trends 2015-2020



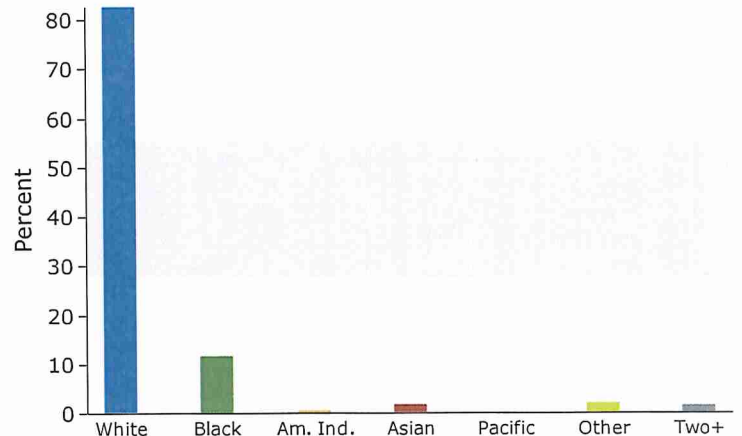
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



## Disposable Income Profile

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	4,502	5,080	5,715	635	2.38%
Median Age	34.3	35.5	36.5	1.0	0.56%
Households	1,620	1,840	2,077	237	2.45%
Average Household Size	2.78	2.76	2.75	-0.01	-0.07%

2015 Households by Disposable Income	Number	Percent
Total	1,840	100.0%
<\$15,000	128	7.0%
\$15,000-\$24,999	115	6.3%
\$25,000-\$34,999	146	7.9%
\$35,000-\$49,999	228	12.4%
\$50,000-\$74,999	533	29.0%
\$75,000-\$99,999	357	19.4%
\$100,000-\$149,999	286	15.5%
\$150,000-\$199,999	22	1.2%
\$200,000+	26	1.4%
Median Disposable Income	\$61,198	
Average Disposable Income	\$69,590	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	49	321	404	394	358	213	101
<\$15,000	5	21	13	17	34	18	19
\$15,000-\$24,999	5	19	15	9	27	18	22
\$25,000-\$34,999	5	28	20	19	21	32	21
\$35,000-\$49,999	7	43	38	38	47	39	16
\$50,000-\$74,999	13	114	107	118	101	65	15
\$75,000-\$99,999	6	56	127	79	65	21	3
\$100,000-\$149,999	6	36	72	103	50	17	4
\$150,000-\$199,999	1	2	6	7	5	1	1
\$200,000+	0	3	8	5	8	2	0
Median Disposable Income	\$52,397	\$57,577	\$76,153	\$73,864	\$59,367	\$49,733	\$28,603
Average Disposable Income	\$57,696	\$64,248	\$79,542	\$81,353	\$69,210	\$55,446	\$37,822

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 02, 2016



## Disposable Income Profile

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	22,856	26,810	30,390	3,580	2.54%
Median Age	33.9	35.1	36.6	1.5	0.84%
Households	7,928	9,403	10,676	1,273	2.57%
Average Household Size	2.88	2.85	2.85	0.00	0.00%

2015 Households by Disposable Income	Number	Percent
Total	9,403	100.0%
<\$15,000	646	6.9%
\$15,000-\$24,999	569	6.1%
\$25,000-\$34,999	756	8.0%
\$35,000-\$49,999	1,211	12.9%
\$50,000-\$74,999	2,568	27.3%
\$75,000-\$99,999	1,847	19.6%
\$100,000-\$149,999	1,527	16.2%
\$150,000-\$199,999	128	1.4%
\$200,000+	152	1.6%
Median Disposable Income	\$61,892	
Average Disposable Income	\$70,661	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	255	1,681	2,160	2,023	1,737	1,058	489
<\$15,000	36	102	84	104	149	89	82
\$15,000-\$24,999	30	96	83	55	122	90	92
\$25,000-\$34,999	27	167	98	105	111	150	98
\$35,000-\$49,999	37	218	213	229	241	184	90
\$50,000-\$74,999	67	538	563	541	473	304	80
\$75,000-\$99,999	32	312	652	392	313	124	21
\$100,000-\$149,999	25	216	381	527	259	98	22
\$150,000-\$199,999	1	14	38	36	28	9	3
\$200,000+	0	18	48	33	40	11	2
Median Disposable Income	\$48,656	\$58,731	\$75,881	\$73,414	\$59,991	\$50,770	\$31,485
Average Disposable Income	\$53,268	\$66,470	\$79,706	\$80,728	\$70,459	\$58,009	\$40,627

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 02, 2016



## Disposable Income Profile

41012 Highway 42, Prairieville, Louisiana, 70769  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 30.32458  
 Longitude: -90.92117

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	56,868	64,046	71,565	7,519	2.24%
Median Age	34.2	35.2	36.3	1.1	0.62%
Households	20,138	22,821	25,523	2,702	2.26%
Average Household Size	2.82	2.80	2.80	0.00	0.00%

2015 Households by Disposable Income	Number	Percent
Total	22,821	100.0%
<\$15,000	1,511	6.6%
\$15,000-\$24,999	1,443	6.3%
\$25,000-\$34,999	1,895	8.3%
\$35,000-\$49,999	2,891	12.7%
\$50,000-\$74,999	6,153	27.0%
\$75,000-\$99,999	4,101	18.0%
\$100,000-\$149,999	3,853	16.9%
\$150,000-\$199,999	432	1.9%
\$200,000+	541	2.4%
Median Disposable Income	\$62,035	
Average Disposable Income	\$72,593	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	654	4,078	5,146	5,025	4,159	2,549	1,210
<\$15,000	87	228	196	256	360	211	174
\$15,000-\$24,999	78	235	221	152	280	235	243
\$25,000-\$34,999	76	413	253	269	282	344	257
\$35,000-\$49,999	97	529	515	536	566	421	228
\$50,000-\$74,999	169	1,357	1,331	1,273	1,081	740	202
\$75,000-\$99,999	84	703	1,329	936	704	294	51
\$100,000-\$149,999	60	540	1,052	1,294	629	234	43
\$150,000-\$199,999	3	31	109	146	104	34	6
\$200,000+	2	42	138	162	153	37	6
Median Disposable Income	\$47,968	\$58,378	\$75,662	\$75,484	\$60,806	\$51,250	\$31,542
Average Disposable Income	\$53,415	\$66,324	\$81,218	\$84,451	\$74,101	\$59,569	\$40,411

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Executive Summary

41012 Highway 42, Prairieville, Louisiana, 70769  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.32458  
Longitude: -90.92117

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	3,397	16,091	39,720
2010 Population	4,502	22,856	56,868
2015 Population	5,080	26,810	64,046
2020 Population	5,715	30,390	71,565
2000-2010 Annual Rate	2.86%	3.57%	3.65%
2010-2015 Annual Rate	2.33%	3.09%	2.29%
2015-2020 Annual Rate	2.38%	2.54%	2.24%
2015 Male Population	49.9%	50.0%	49.8%
2015 Female Population	50.1%	50.0%	50.2%
2015 Median Age	35.5	35.1	35.2

In the identified area, the current year population is 64,046. In 2010, the Census count in the area was 56,868. The rate of change since 2010 was 2.29% annually. The five-year projection for the population in the area is 71,565 representing a change of 2.24% annually from 2015 to 2020. Currently, the population is 49.8% male and 50.2% female.

### Median Age

The median age in this area is 35.5, compared to U.S. median age of 37.9.

### Race and Ethnicity

2015 White Alone	84.5%	83.4%	82.7%
2015 Black Alone	10.3%	11.3%	11.7%
2015 American Indian/Alaska Native Alone	0.2%	0.3%	0.4%
2015 Asian Alone	1.4%	1.3%	1.6%
2015 Pacific Islander Alone	0.0%	0.0%	0.1%
2015 Other Race	2.2%	2.2%	2.0%
2015 Two or More Races	1.3%	1.4%	1.5%
2015 Hispanic Origin (Any Race)	5.5%	5.7%	5.3%

Persons of Hispanic origin represent 5.3% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 37.2 in the identified area, compared to 63.0 for the U.S. as a whole.

### Households

2000 Households	1,200	5,510	13,908
2010 Households	1,620	7,928	20,138
2015 Total Households	1,840	9,403	22,821
2020 Total Households	2,077	10,676	25,523
2000-2010 Annual Rate	3.05%	3.71%	3.77%
2010-2015 Annual Rate	2.46%	3.30%	2.41%
2015-2020 Annual Rate	2.45%	2.57%	2.26%
2015 Average Household Size	2.76	2.85	2.80

The household count in this area has changed from 20,138 in 2010 to 22,821 in the current year, a change of 2.41% annually. The five-year projection of households is 25,523, a change of 2.26% annually from the current year total. Average household size is currently 2.80, compared to 2.82 in the year 2010. The number of families in the current year is 17,586 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 02, 2016





# Executive Summary

41012 Highway 42, Prairieville, Louisiana, 70769  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.32458  
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	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2015 Median Household Income	\$79,943	\$80,351	\$80,595
2020 Median Household Income	\$83,558	\$83,901	\$84,189
2015-2020 Annual Rate	0.89%	0.87%	0.88%
<b>Average Household Income</b>			
2015 Average Household Income	\$85,660	\$87,474	\$90,549
2020 Average Household Income	\$92,783	\$94,602	\$98,970
2015-2020 Annual Rate	1.61%	1.58%	1.79%
<b>Per Capita Income</b>			
2015 Per Capita Income	\$30,458	\$31,030	\$32,263
2020 Per Capita Income	\$33,106	\$33,613	\$35,292
2015-2020 Annual Rate	1.68%	1.61%	1.81%

### Households by Income

Current median household income is \$80,595 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$84,189 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$90,549 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$98,970 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$32,263 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$35,292 in five years, compared to \$32,501 for all U.S. households

### Housing

2000 Total Housing Units	1,305	5,990	15,007
2000 Owner Occupied Housing Units	1,058	4,894	12,390
2000 Renter Occupied Housing Units	142	616	1,518
2000 Vacant Housing Units	105	480	1,099
2010 Total Housing Units	1,765	8,578	21,608
2010 Owner Occupied Housing Units	1,372	6,805	17,185
2010 Renter Occupied Housing Units	248	1,123	2,953
2010 Vacant Housing Units	145	650	1,470
2015 Total Housing Units	1,986	10,062	24,360
2015 Owner Occupied Housing Units	1,502	7,844	18,887
2015 Renter Occupied Housing Units	339	1,559	3,934
2015 Vacant Housing Units	146	659	1,539
2020 Total Housing Units	2,243	11,403	27,171
2020 Owner Occupied Housing Units	1,688	8,902	21,107
2020 Renter Occupied Housing Units	389	1,774	4,416
2020 Vacant Housing Units	166	727	1,648

Currently, 77.5% of the 24,360 housing units in the area are owner occupied; 16.1%, renter occupied; and 6.3% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 21,608 housing units in the area - 79.5% owner occupied, 13.7% renter occupied, and 6.8% vacant. The annual rate of change in housing units since 2010 is 5.47%. Median home value in the area is \$226,256, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 2.55% annually to \$256,595.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 02, 2016