



The**Retail**Coach.®

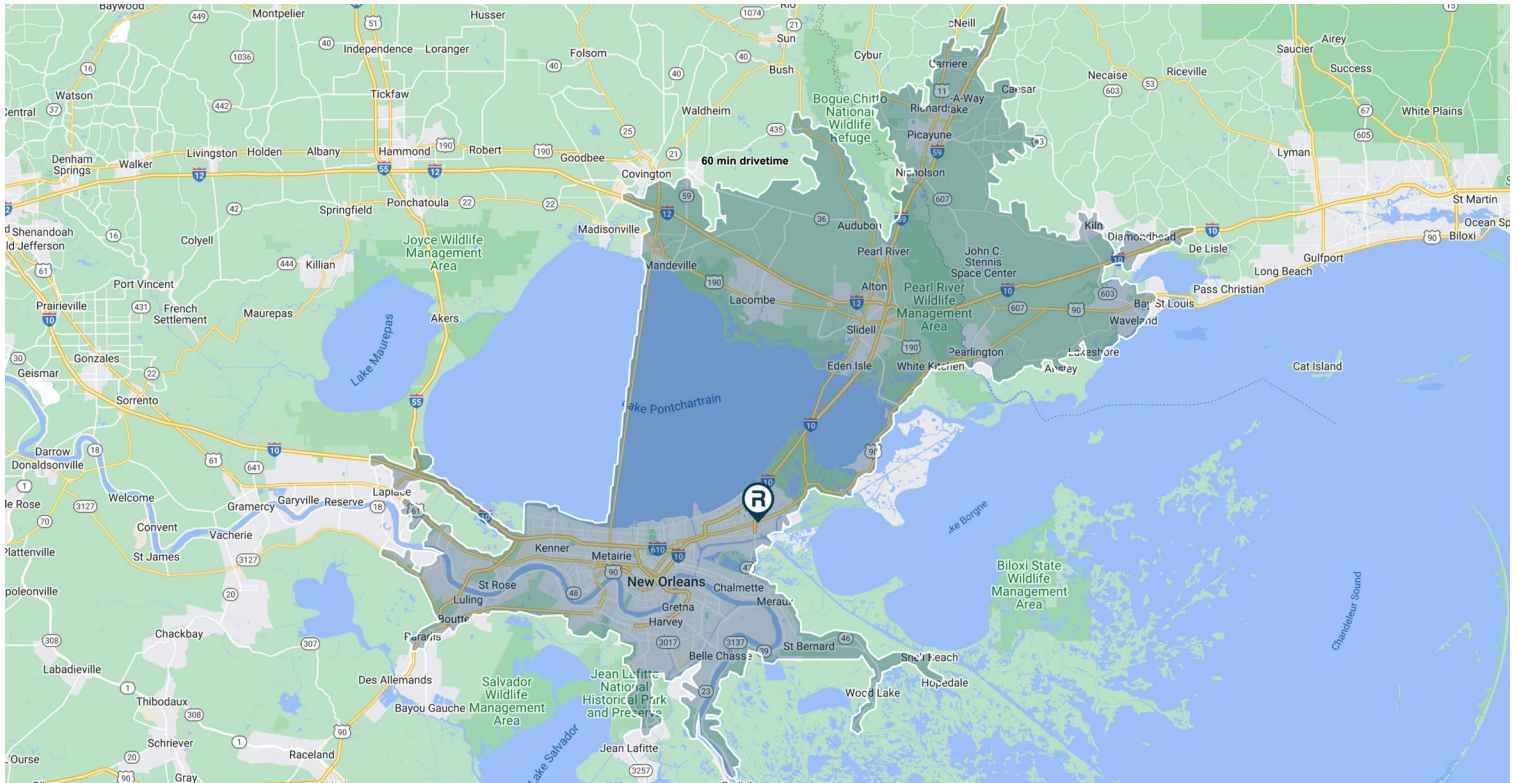
# 60-Minute Drive Time Demographic Profile

BAYOU PHOENIX, LLC

Prepared for Henry Consulting, LLC  
June 2022

# 60-Minute Drive Time • Retail Market Profile

Bayou Phoenix, LLC



## Population

Year	Population
2010	1,218,403
2022	1,313,306
2027	1,333,867

## Educational Attainment (%)

Graduate or Professional Degree	11.91%
Bachelors Degree	19.08%
Associate Degree	6.26%
Some College	22.72%
High School Graduate (GED)	27.80%
Some High School, No Degree	8.41%
Less than 9th Grade	3.81%

## Income

Average HH	\$86,252
Median HH	\$58,538
Per Capita	\$34,749

## Age

0 - 9 Years	12.06%
10 - 17 Years	9.82%
18 - 24 Years	8.08%
25 - 34 Years	13.64%
35 - 44 Years	13.37%
45 - 54 Years	11.93%
55 - 64 Years	13.24%
65 and Older	17.86%
Median Age	39.71
Average Age	40.36

## Race Distribution (%)

White	57.06%
Black/African American	33.97%
American Indian/Alaskan	0.47%
Asian	2.81%
Native Hawaiian/Islander	0.05%
Other Race	3.09%
Two or More Races	2.55%
Hispanic	9.46%



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# 60-Minute Drive Time • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	1,333,867	
2022 Estimate	1,313,306	
2010 Census	1,218,403	
2000 Census	1,360,186	
Growth 2022 - 2027		1.57%
Growth 2010 - 2022		7.79%
Growth 2000 - 2010		-10.-41%
<b>2022 Est. Population by Single-Classification Race</b>	<b>1,313,306</b>	
White Alone	749,398	57.06%
Black or African American Alone	446,170	33.97%
Amer. Indian and Alaska Native Alone	6,220	0.47%
Asian Alone	36,855	2.81%
Native Hawaiian and Other Pacific Island Alone	631	0.05%
Some Other Race Alone	40,587	3.09%
Two or More Races	33,445	2.55%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>1,313,306</b>	
Not Hispanic or Latino	1,189,069	90.54%
Hispanic or Latino	124,237	9.46%
Mexican	29,287	23.57%
Puerto Rican	7,315	5.89%
Cuban	8,478	6.82%
All Other Hispanic or Latino	79,158	63.72%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>124,237</b>	
White Alone	69,114	55.63%
Black or African American Alone	5,939	4.78%
American Indian and Alaska Native Alone	1,219	0.98%
Asian Alone	435	0.35%
Native Hawaiian and Other Pacific Islander Alone	200	0.16%
Some Other Race Alone	37,492	30.18%
Two or More Races	9,838	7.92%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>36,855</b>	
Chinese, except Taiwanese	5,242	14.22%
Filipino	3,081	8.36%
Japanese	569	1.54%
Asian Indian	5,265	14.29%
Korean	936	2.54%
Vietnamese	17,949	48.70%
Cambodian	362	0.98%
Hmong	1	0.00%
Laotian	196	0.53%
Thai	343	0.93%
All Other Asian Races Including 2+ Category	2,911	7.90%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>1,313,306</b>	
Arab	1,903	0.15%
Czech	1,332	0.10%
Danish	1,041	0.08%
Dutch	4,964	0.38%
English	50,010	3.81%
French (except Basque)	116,677	8.88%
French Canadian	10,706	0.82%
German	102,796	7.83%
Greek	2,395	0.18%
Hungarian	1,607	0.12%
Irish	80,042	6.09%
Italian	83,013	6.32%
Lithuanian	1,380	0.11%
United States or American	57,094	4.35%
Norwegian	3,513	0.27%
Polish	7,981	0.61%
Portuguese	1,780	0.14%
Russian	3,177	0.24%
Scottish	11,674	0.89%
Scotch-Irish	8,419	0.64%
Slovak	469	0.04%
Subsaharan African	19,975	1.52%
Swedish	4,337	0.33%
Swiss	899	0.07%
Ukrainian	816	0.06%
Welsh	3,239	0.25%
West Indian (except Hisp. groups)	4,098	0.31%
Other ancestries	545,775	41.56%
Ancestry Unclassified	182,193	13.87%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	1,100,707	89.20%
Speak Asian/Pacific Island Language at Home	23,746	1.92%
Speak IndoEuropean Language at Home	21,303	1.73%
Speak Spanish at Home	80,809	6.55%
Speak Other Language at Home	7,346	0.60%



# 60-Minute Drive Time • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>1,313,306</b>	
Age 0 - 4	79,396	6.05%
Age 5 - 9	78,943	6.01%
Age 10 - 14	80,326	6.12%
Age 15 - 17	48,636	3.70%
Age 18 - 20	47,044	3.58%
Age 21 - 24	59,112	4.50%
Age 25 - 34	179,140	13.64%
Age 35 - 44	175,561	13.37%
Age 45 - 54	156,639	11.93%
Age 55 - 64	173,933	13.24%
Age 65 - 74	145,305	11.06%
Age 75 - 84	65,003	4.95%
Age 85 and over	24,268	1.85%
Age 16 and over	1,058,739	80.62%
Age 18 and over	1,026,006	78.12%
Age 21 and over	978,962	74.54%
Age 65 and over	234,577	17.86%
2022 Est. Median Age		39.71
2022 Est. Average Age		40.36
<b>2022 Est. Population by Sex</b>	<b>1,313,306</b>	
Male	632,790	48.18%
Female	680,516	51.82%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>632,790</b>	
Age 0 - 4	40,691	6.43%
Age 5 - 9	40,466	6.39%
Age 10 - 14	40,846	6.45%
Age 15 - 17	24,607	3.89%
Age 18 - 20	23,866	3.77%
Age 21 - 24	29,766	4.70%
Age 25 - 34	86,125	13.61%
Age 35 - 44	85,029	13.44%
Age 45 - 54	75,245	11.89%
Age 55 - 64	82,297	13.01%
Age 65 - 74	67,332	10.64%
Age 75 - 84	28,069	4.44%
Age 85 and over	8,450	1.33%
2022 Est. Median Age, Male		38.47
2022 Est. Average Age, Male		39.21
<b>2022 Est. Female Population by Age</b>	<b>680,516</b>	
Age 0 - 4	38,705	5.69%
Age 5 - 9	38,476	5.65%
Age 10 - 14	39,480	5.80%
Age 15 - 17	24,028	3.53%
Age 18 - 20	23,178	3.41%
Age 21 - 24	29,346	4.31%
Age 25 - 34	93,015	13.67%
Age 35 - 44	90,532	13.30%
Age 45 - 54	81,394	11.96%
Age 55 - 64	91,636	13.47%
Age 65 - 74	77,973	11.46%
Age 75 - 84	36,934	5.43%
Age 85 and over	15,819	2.33%
2022 Est. Median Age, Female		40.88
2022 Est. Average Age, Female		41.39

# 60-Minute Drive Time • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	403,547	37.55%
Males, Never Married	205,479	19.12%
Females, Never Married	198,068	18.43%
Married, Spouse present	409,952	38.15%
Married, Spouse absent	55,073	5.12%
Widowed	67,229	6.26%
Males Widowed	15,445	1.44%
Females Widowed	51,784	4.82%
Divorced	138,840	12.92%
Males Divorced	58,594	5.45%
Females Divorced	80,246	7.47%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	35,078	3.81%
Some High School, no diploma	77,360	8.41%
High School Graduate (or GED)	255,679	27.80%
Some College, no degree	209,001	22.72%
Associate Degree	57,615	6.26%
Bachelor's Degree	175,543	19.08%
Master's Degree	72,231	7.85%
Professional School Degree	25,352	2.76%
Doctorate Degree	11,991	1.30%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	18,133	22.36%
High School Graduate	25,629	31.60%
Some College or Associate's Degree	20,985	25.88%
Bachelor's Degree or Higher	16,350	20.16%
<b>Households</b>		
2027 Projection	531,058	
2022 Estimate	520,715	
2010 Census	475,084	
2000 Census	516,802	
Growth 2022 - 2027		1.99%
Growth 2010 - 2022		9.61%
Growth 2000 - 2010		-8.6%
<b>2022 Est. Households by Household Type</b>	<b>520,715</b>	
Family Households	336,030	64.53%
Nonfamily Households	184,685	35.47%
2022 Est. Group Quarters Population	20,833	
2022 Households by Ethnicity, Hispanic/Latino	40,205	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>520,715</b>	
Income < \$15,000	70,218	13.49%
Income \$15,000 - \$24,999	49,472	9.50%
Income \$25,000 - \$34,999	45,423	8.72%
Income \$35,000 - \$49,999	63,827	12.26%
Income \$50,000 - \$74,999	83,183	15.98%
Income \$75,000 - \$99,999	59,509	11.43%
Income \$100,000 - \$124,999	44,675	8.58%
Income \$125,000 - \$149,999	31,851	6.12%
Income \$150,000 - \$199,999	32,034	6.15%
Income \$200,000 - \$249,999	15,679	3.01%
Income \$250,000 - \$499,999	16,331	3.14%
Income \$500,000+	8,513	1.63%
2022 Est. Average Household Income		\$86,252
2022 Est. Median Household Income		\$58,538
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$72,555
Black or African American Alone		\$37,264
American Indian and Alaska Native Alone		\$50,698
Asian Alone		\$68,515
Native Hawaiian and Other Pacific Islander Alone		\$77,691
Some Other Race Alone		\$40,703
Two or More Races		\$63,149
Hispanic or Latino		\$50,801
Not Hispanic or Latino		\$59,289
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>336,030</b>	
Married-Couple Family, own children	84,601	25.18%
Married-Couple Family, no own children	130,544	38.85%
Male Householder, own children	13,421	3.99%
Male Householder, no own children	16,702	4.97%
Female Householder, own children	47,000	13.99%
Female Householder, no own children	43,762	13.02%
<b>2022 Est. Households by Household Size</b>	<b>520,715</b>	
1-person	152,954	29.37%
2-person	162,508	31.21%
3-person	89,282	17.15%
4-person	65,373	12.55%
5-person	31,160	5.98%
6-person	12,283	2.36%
7-or-more-person	7,154	1.37%
2022 Est. Average Household Size		2.48

# 60-Minute Drive Time • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>520,715</b>	
Households with 1 or More People under Age 18:	170,988	32.84%
Married-Couple Family	94,079	55.02%
Other Family, Male Householder	16,456	9.62%
Other Family, Female Householder	58,839	34.41%
Nonfamily, Male Householder	1,201	0.70%
Nonfamily, Female Householder	413	0.24%
<b>Households with No People under Age 18:</b>	<b>349,727</b>	
Married-Couple Family	121,018	34.60%
Other Family, Male Householder	13,633	3.90%
Other Family, Female Householder	31,986	9.15%
Nonfamily, Male Householder	90,441	25.86%
Nonfamily, Female Householder	92,650	26.49%
<b>2022 Est. Households by Number of Vehicles</b>	<b>520,715</b>	
No Vehicles	50,134	9.63%
1 Vehicle	207,255	39.80%
2 Vehicles	182,314	35.01%
3 Vehicles	58,676	11.27%
4 Vehicles	17,396	3.34%
5 or more Vehicles	4,941	0.95%
2022 Est. Average Number of Vehicles		1.6
<b>Family Households</b>		
2027 Projection	342,622	
2022 Estimate	336,030	
2010 Census	307,620	
2000 Census	347,931	
Growth 2022 - 2027		1.96%
Growth 2010 - 2022		9.24%
Growth 2000 - 2010		-11.-58%
<b>2022 Est. Families by Poverty Status</b>	<b>336,030</b>	
2022 Families at or Above Poverty	294,035	87.50%
2022 Families at or Above Poverty with Children	122,502	36.46%
2022 Families Below Poverty	41,995	12.50%
2022 Families Below Poverty with Children	30,682	9.13%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	615,781	58.16%
Civilian Labor Force, Unemployed	37,081	3.50%
Armed Forces	4,108	0.39%
Not in Labor Force	401,769	37.95%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>612,709</b>	
For-Profit Private Workers	411,048	67.09%
Non-Profit Private Workers	48,016	7.84%
Local Government Workers	18,377	3.00%
State Government Workers	24,676	4.03%
Federal Government Workers	39,817	6.50%
Self-Employed Workers	69,450	11.34%
Unpaid Family Workers	1,325	0.22%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>612,709</b>	
Architect/Engineer	11,700	1.91%
Arts/Entertainment/Sports	13,252	2.16%
Building Grounds Maintenance	25,683	4.19%
Business/Financial Operations	27,440	4.48%
Community/Social Services	10,703	1.75%
Computer/Mathematical	11,386	1.86%
Construction/Extraction	39,554	6.46%
Education/Training/Library	39,892	6.51%
Farming/Fishing/Forestry	2,804	0.46%
Food Prep/Serving	43,270	7.06%
Health Practitioner/Technician	42,808	6.99%
Healthcare Support	17,724	2.89%
Maintenance Repair	18,811	3.07%
Legal	11,727	1.91%
Life/Physical/Social Science	6,124	1.00%
Management	61,798	10.09%
Office/Admin. Support	64,678	10.56%
Production	22,098	3.61%
Protective Services	15,656	2.56%
Sales/Related	63,782	10.41%
Personal Care/Service	19,556	3.19%
Transportation/Moving	42,263	6.90%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>612,709</b>	
White Collar	365,290	59.62%
Blue Collar	122,727	20.03%
Service and Farm	124,693	20.35%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>604,009</b>	
Drove Alone	468,119	77.50%
Car Pooled	59,543	9.86%
Public Transportation	14,402	2.38%
Walked	16,425	2.72%
Bicycle	5,561	0.92%
Other Means	9,286	1.54%
Worked at Home	30,673	5.08%

# 60-Minute Drive Time • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	138,082	
15 - 29 Minutes	226,455	
30 - 44 Minutes	118,596	
45 - 59 Minutes	45,071	
60 or more Minutes	48,507	
2022 Est. Avg Travel Time to Work in Minutes		29
<b>2022 Est. Occupied Housing Units by Tenure</b>	520,715	
Owner Occupied	328,873	63.16%
Renter Occupied	191,843	36.84%
2022 Owner Occ. HUs: Avg. Length of Residence		17.16 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.81 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>520,715</b>	
Value Less than \$20,000	6,032	1.83%
Value \$20,000 - \$39,999	4,305	1.31%
Value \$40,000 - \$59,999	2,984	0.91%
Value \$60,000 - \$79,999	5,767	1.75%
Value \$80,000 - \$99,999	10,413	3.17%
Value \$100,000 - \$149,999	36,645	11.14%
Value \$150,000 - \$199,999	52,328	15.91%
Value \$200,000 - \$299,999	90,078	27.39%
Value \$300,000 - \$399,999	49,632	15.09%
Value \$400,000 - \$499,999	28,259	8.59%
Value \$500,000 - \$749,999	23,059	7.01%
Value \$750,000 - \$999,999	10,399	3.16%
Value \$1,000,000 or \$1,499,999	5,347	1.63%
Value \$1,500,000 or \$1,999,999	1,745	0.53%
Value \$2,000,000+	1,881	0.57%
2022 Est. Median All Owner-Occupied Housing Value		\$246,852
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	375,403	61.50%
1 Unit Attached	33,009	5.41%
2 Units	51,657	8.46%
3 or 4 Units	36,246	5.94%
5 to 19 Units	45,664	7.48%
20 to 49 Units	19,580	3.21%
50 or More Units	26,424	4.33%
Mobile Home or Trailer	21,956	3.60%
Boat, RV, Van, etc.	441	0.07%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	51,573	8.45%
Housing Units Built 2010 to 2014	11,854	1.94%
Housing Units Built 2000 to 2009	71,553	11.72%
Housing Units Built 1990 to 1999	58,500	9.58%
Housing Units Built 1980 to 1989	75,128	12.31%
Housing Units Built 1970 to 1979	107,238	17.57%
Housing Units Built 1960 to 1969	75,178	12.32%
Housing Units Built 1950 to 1959	55,468	9.09%
Housing Units Built 1940 to 1949	26,708	4.38%
Housing Unit Built 1939 or Earlier	77,179	12.64%
2022 Est. Median Year Structure Built		1977

<sup>†</sup> Years

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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