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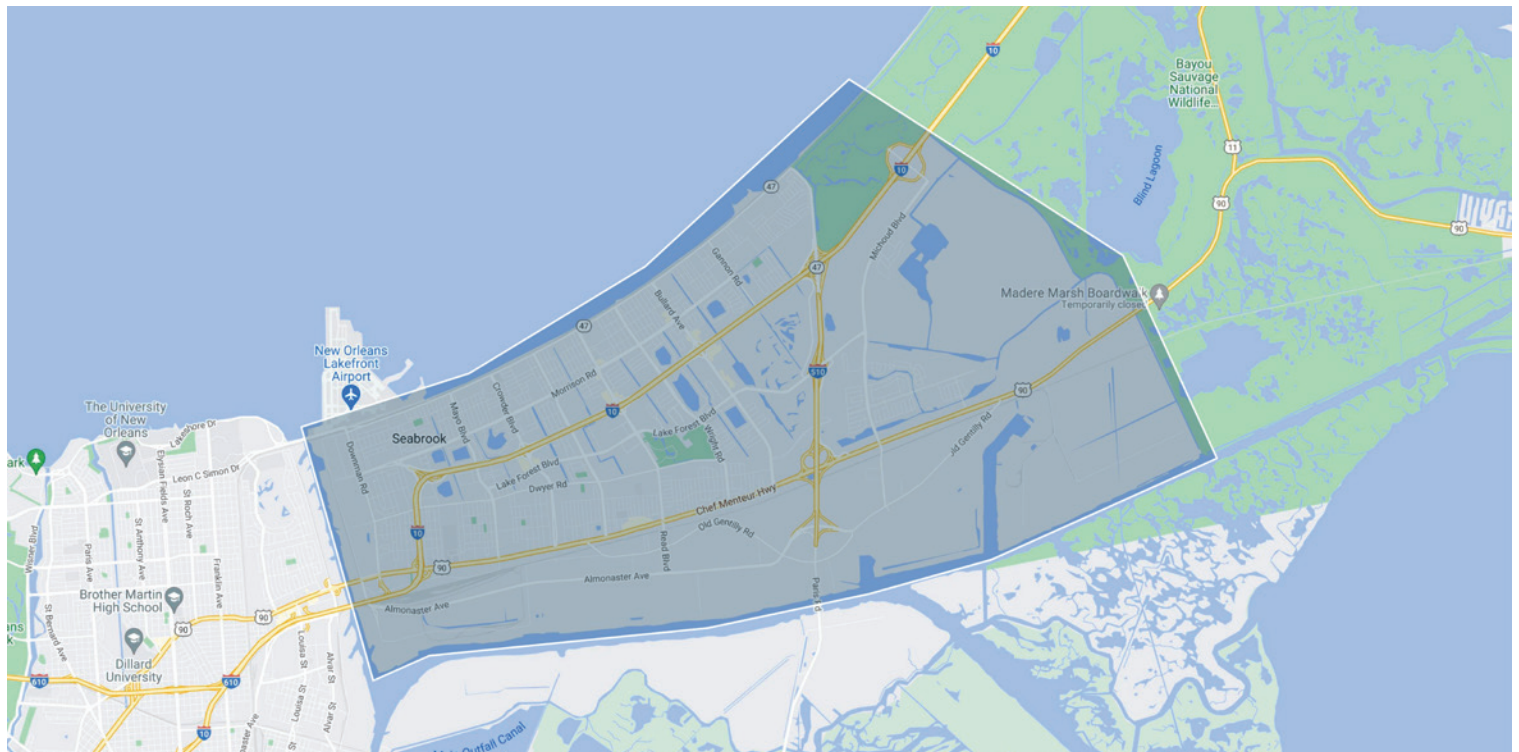
# New Orleans East Demographic Profile

BAYOU PHOENIX, LLC

Prepared for Henry Consulting, LLC  
June 2022

# New Orleans East • Demographic Snapshot

Bayou Phoenix, LLC



## Population

2010	63,294
2022	73,786
2027	75,989

## Educational Attainment (%)

Graduate or Professional Degree	7.70%
Bachelors Degree	12.37%
Associate Degree	4.94%
Some College	27.05%
High School Graduate (GED)	32.02%
Some High School, No Degree	11.62%
Less than 9th Grade	4.32%

## Income

Average HH	\$54,555
Median HH	\$32,315
Per Capita	\$20,104

## Age

0 - 9 Years	14.00%
10 - 17 Years	10.39%
18 - 24 Years	7.86%
25 - 34 Years	16.67%
35 - 44 Years	13.55%
45 - 54 Years	10.57%
55 - 64 Years	11.87%
65 and Older	15.08%
Median Age	35.72
Average Age	37.78

## Race Distribution (%)

White	3.33%
Black/African American	85.64%
American Indian/Alaskan	0.16%
Asian	7.40%
Native Hawaiian/Islander	0.04%
Other Race	1.89%
Two or More Races	1.53%
Hispanic	4.02%



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# New Orleans East • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	75,989	
2022 Estimate	73,786	
2010 Census	63,294	
2000 Census	93,501	
Growth 2022 - 2027		2.99%
Growth 2010 - 2022		16.58%
Growth 2000 - 2010		-32.-30%
<b>2022 Est. Population by Single-Classification Race</b>	<b>73,786</b>	
White Alone	2,458	3.33%
Black or African American Alone	63,194	85.64%
Amer. Indian and Alaska Native Alone	120	0.16%
Asian Alone	5,460	7.40%
Native Hawaiian and Other Pacific Island Alone	28	0.04%
Some Other Race Alone	1,397	1.89%
Two or More Races	1,129	1.53%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>73,786</b>	
Not Hispanic or Latino	70,823	95.98%
Hispanic or Latino	2,963	4.02%
Mexican	991	33.45%
Puerto Rican	95	3.21%
Cuban	154	5.20%
All Other Hispanic or Latino	1,722	58.12%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,963</b>	
White Alone	837	28.25%
Black or African American Alone	439	14.82%
American Indian and Alaska Native Alone	27	0.91%
Asian Alone	15	0.51%
Native Hawaiian and Other Pacific Islander Alone	15	0.51%
Some Other Race Alone	1,244	41.99%
Two or More Races	386	13.03%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>5,460</b>	
Chinese, except Taiwanese	341	6.25%
Filipino	93	1.70%
Japanese	11	0.20%
Asian Indian	13	0.24%
Korean	8	0.15%
Vietnamese	4,682	85.75%
Cambodian	19	0.35%
Hmong	0	0.00%
Laotian	171	3.13%
Thai	2	0.04%
All Other Asian Races Including 2+ Category	120	2.20%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>73,786</b>	
Arab	41	0.06%
Czech	0	0.00%
Danish	0	0.00%
Dutch	6	0.01%
English	179	0.24%
French (except Basque)	837	1.13%
French Canadian	71	0.10%
German	412	0.56%
Greek	0	0.00%
Hungarian	1	0.00%
Irish	280	0.38%
Italian	284	0.39%
Lithuanian	6	0.01%
United States or American	866	1.17%
Norwegian	1	0.00%
Polish	12	0.02%
Portuguese	47	0.06%
Russian	0	0.00%
Scottish	23	0.03%
Scotch-Irish	1	0.00%
Slovak	1	0.00%
Subsaharan African	1,198	1.62%
Swedish	20	0.03%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	1	0.00%
West Indian (except Hisp. groups)	304	0.41%
Other ancestries	59,278	80.34%
Ancestry Unclassified	9,917	13.44%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	62,602	91.40%
Speak Asian/Pacific Island Language at Home	3,731	5.45%
Speak IndoEuropean Language at Home	170	0.25%
Speak Spanish at Home	1,837	2.68%
Speak Other Language at Home	155	0.23%

# New Orleans East • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>73,786</b>	
Age 0 - 4	5,291	7.17%
Age 5 - 9	5,037	6.83%
Age 10 - 14	4,790	6.49%
Age 15 - 17	2,879	3.90%
Age 18 - 20	2,525	3.42%
Age 21 - 24	3,275	4.44%
Age 25 - 34	12,304	16.67%
Age 35 - 44	9,997	13.55%
Age 45 - 54	7,801	10.57%
Age 55 - 64	8,761	11.87%
Age 65 - 74	7,408	10.04%
Age 75 - 84	2,869	3.89%
Age 85 and over	848	1.15%
Age 16 and over	57,723	78.23%
Age 18 and over	55,789	75.61%
Age 21 and over	53,264	72.19%
Age 65 and over	11,125	15.08%
2022 Est. Median Age		35.72
2022 Est. Average Age		37.78
<b>2022 Est. Population by Sex</b>	<b>73,786</b>	
Male	33,553	45.47%
Female	40,234	54.53%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>33,553</b>	
Age 0 - 4	2,665	7.94%
Age 5 - 9	2,568	7.65%
Age 10 - 14	2,434	7.25%
Age 15 - 17	1,440	4.29%
Age 18 - 20	1,270	3.79%
Age 21 - 24	1,579	4.71%
Age 25 - 34	5,378	16.03%
Age 35 - 44	4,500	13.41%
Age 45 - 54	3,320	9.90%
Age 55 - 64	3,682	10.97%
Age 65 - 74	3,183	9.49%
Age 75 - 84	1,233	3.67%
Age 85 and over	301	0.90%
2022 Est. Median Age, Male		33.96
2022 Est. Average Age, Male		36.16
<b>2022 Est. Female Population by Age</b>	<b>40,234</b>	
Age 0 - 4	2,626	6.53%
Age 5 - 9	2,469	6.14%
Age 10 - 14	2,356	5.86%
Age 15 - 17	1,439	3.58%
Age 18 - 20	1,255	3.12%
Age 21 - 24	1,696	4.21%
Age 25 - 34	6,926	17.21%
Age 35 - 44	5,497	13.66%
Age 45 - 54	4,481	11.14%
Age 55 - 64	5,080	12.63%
Age 65 - 74	4,225	10.50%
Age 75 - 84	1,637	4.07%
Age 85 and over	547	1.36%
2022 Est. Median Age, Female		37.25
2022 Est. Average Age, Female		39.11

# New Orleans East • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	30,753	52.42%
Males, Never Married	13,683	23.32%
Females, Never Married	17,070	29.10%
Married, Spouse present	13,377	22.80%
Married, Spouse absent	3,908	6.66%
Widowed	3,545	6.04%
Males Widowed	795	1.35%
Females Widowed	2,750	4.69%
Divorced	7,085	12.08%
Males Divorced	2,839	4.84%
Females Divorced	4,246	7.24%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,159	4.32%
Some High School, no diploma	5,807	11.62%
High School Graduate (or GED)	16,005	32.02%
Some College, no degree	13,522	27.05%
Associate Degree	2,468	4.94%
Bachelor's Degree	6,181	12.37%
Master's Degree	3,087	6.17%
Professional School Degree	437	0.87%
Doctorate Degree	323	0.65%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	760	37.37%
High School Graduate	595	29.25%
Some College or Associate's Degree	339	16.67%
Bachelor's Degree or Higher	341	16.76%
<b>Households</b>		
2027 Projection	28,079	
2022 Estimate	27,019	
2010 Census	22,402	
2000 Census	32,363	
Growth 2022 - 2027		3.92%
Growth 2010 - 2022		20.61%
Growth 2000 - 2010		-30.-77%
<b>2022 Est. Households by Household Type</b>	<b>27,019</b>	
Family Households	19,430	71.91%
Nonfamily Households	7,588	28.08%
2022 Est. Group Quarters Population	465	
2022 Households by Ethnicity, Hispanic/Latino	921	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>27,019</b>	
Income < \$15,000	7,493	27.73%
Income \$15,000 - \$24,999	3,743	13.85%
Income \$25,000 - \$34,999	3,013	11.15%
Income \$35,000 - \$49,999	3,195	11.83%
Income \$50,000 - \$74,999	3,301	12.22%
Income \$75,000 - \$99,999	2,052	7.59%
Income \$100,000 - \$124,999	1,493	5.53%
Income \$125,000 - \$149,999	1,006	3.72%
Income \$150,000 - \$199,999	876	3.24%
Income \$200,000 - \$249,999	401	1.48%
Income \$250,000 - \$499,999	296	1.10%
Income \$500,000+	151	0.56%
2022 Est. Average Household Income		\$54,555
2022 Est. Median Household Income		\$32,315
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$38,279
Black or African American Alone		\$30,903
American Indian and Alaska Native Alone		\$42,138
Asian Alone		\$57,251
Native Hawaiian and Other Pacific Islander Alone		\$143,479
Some Other Race Alone		\$30,408
Two or More Races		\$38,552
Hispanic or Latino		\$28,610
Not Hispanic or Latino		\$32,589
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>19,430</b>	
Married-Couple Family, own children	3,465	17.83%
Married-Couple Family, no own children	5,494	28.28%
Male Householder, own children	843	4.34%
Male Householder, no own children	1,183	6.09%
Female Householder, own children	4,942	25.43%
Female Householder, no own children	3,503	18.03%
<b>2022 Est. Households by Household Size</b>	<b>27,019</b>	
1-person	6,773	25.07%
2-person	7,375	27.30%
3-person	5,547	20.53%
4-person	3,735	13.82%
5-person	2,128	7.88%
6-person	934	3.46%
7-or-more-person	525	1.94%
2022 Est. Average Household Size		2.71

# New Orleans East • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>27,019</b>	
Households with 1 or More People under Age 18:	11,323	41.91%
Married-Couple Family	4,138	36.55%
Other Family, Male Householder	1,089	9.62%
Other Family, Female Householder	6,046	53.40%
Nonfamily, Male Householder	38	0.34%
Nonfamily, Female Householder	13	0.12%
<b>Households with No People under Age 18:</b>	<b>15,695</b>	
Married-Couple Family	4,818	30.70%
Other Family, Male Householder	935	5.96%
Other Family, Female Householder	2,413	15.37%
Nonfamily, Male Householder	3,669	23.38%
Nonfamily, Female Householder	3,860	24.59%
<b>2022 Est. Households by Number of Vehicles</b>	<b>27,019</b>	
No Vehicles	3,940	14.58%
1 Vehicle	12,928	47.85%
2 Vehicles	6,763	25.03%
3 Vehicles	2,365	8.75%
4 Vehicles	669	2.48%
5 or more Vehicles	353	1.31%
2022 Est. Average Number of Vehicles		1.4
<b>Family Households</b>		
2027 Projection	20,179	
2022 Estimate	19,430	
2010 Census	16,131	
2000 Census	23,896	
Growth 2022 - 2027		3.85%
Growth 2010 - 2022		20.45%
Growth 2000 - 2010		-32.-48%
<b>2022 Est. Families by Poverty Status</b>	<b>19,430</b>	
2022 Families at or Above Poverty	14,969	77.04%
2022 Families at or Above Poverty with Children	6,151	31.66%
2022 Families Below Poverty	4,461	22.96%
2022 Families Below Poverty with Children	3,386	17.43%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	30,271	52.44%
Civilian Labor Force, Unemployed	2,725	4.72%
Armed Forces	193	0.33%
Not in Labor Force	24,534	42.50%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>29,883</b>	
For-Profit Private Workers	20,159	67.46%
Non-Profit Private Workers	2,442	8.17%
Local Government Workers	1,304	4.36%
State Government Workers	1,798	6.02%
Federal Government Workers	2,081	6.96%
Self-Employed Workers	2,043	6.84%
Unpaid Family Workers	56	0.19%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>29,883</b>	
Architect/Engineer	229	0.77%
Arts/Entertainment/Sports	325	1.09%
Building Grounds Maintenance	1,680	5.62%
Business/Financial Operations	1,079	3.61%
Community/Social Services	768	2.57%
Computer/Mathematical	411	1.37%
Construction/Extraction	1,401	4.69%
Education/Training/Library	1,850	6.19%
Farming/Fishing/Forestry	166	0.56%
Food Prep/Serving	2,722	9.11%
Health Practitioner/Technician	1,531	5.12%
Healthcare Support	1,692	5.66%
Maintenance Repair	786	2.63%
Legal	212	0.71%
Life/Physical/Social Science	182	0.61%
Management	2,132	7.13%
Office/Admin. Support	3,820	12.78%
Production	1,026	3.43%
Protective Services	1,055	3.53%
Sales/Related	2,774	9.28%
Personal Care/Service	967	3.24%
Transportation/Moving	3,076	10.29%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>29,883</b>	
White Collar	15,313	51.24%
Blue Collar	6,288	21.04%
Service and Farm	8,282	27.71%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>29,189</b>	
Drove Alone	22,213	76.10%
Car Pooled	3,053	10.46%
Public Transportation	2,003	6.86%
Walked	333	1.14%
Bicycle	48	0.16%
Other Means	782	2.68%
Worked at Home	757	2.59%

# New Orleans East • Demographic Profile

Bayou Phoenix, LLC

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,368	
15 - 29 Minutes	10,666	
30 - 44 Minutes	8,682	
45 - 59 Minutes	2,146	
60 or more Minutes	2,669	
2022 Est. Avg Travel Time to Work in Minutes		32
2022 Est. Occupied Housing Units by Tenure	27,019	
Owner Occupied	15,399	56.99%
Renter Occupied	11,620	43.01%
2022 Owner Occ. HUs: Avg. Length of Residence		17.37 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.66 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>27,019</b>	
Value Less than \$20,000	254	1.65%
Value \$20,000 - \$39,999	137	0.89%
Value \$40,000 - \$59,999	193	1.25%
Value \$60,000 - \$79,999	334	2.17%
Value \$80,000 - \$99,999	572	3.71%
Value \$100,000 - \$149,999	2,681	17.41%
Value \$150,000 - \$199,999	4,604	29.90%
Value \$200,000 - \$299,999	4,116	26.73%
Value \$300,000 - \$399,999	1,242	8.07%
Value \$400,000 - \$499,999	526	3.42%
Value \$500,000 - \$749,999	313	2.03%
Value \$750,000 - \$999,999	97	0.63%
Value \$1,000,000 or \$1,499,999	190	1.23%
Value \$1,500,000 or \$1,999,999	110	0.71%
Value \$2,000,000+	32	0.21%
2022 Est. Median All Owner-Occupied Housing Value		\$187,775
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	19,846	59.03%
1 Unit Attached	2,804	8.34%
2 Units	2,074	6.17%
3 or 4 Units	1,179	3.51%
5 to 19 Units	3,761	11.19%
20 to 49 Units	1,991	5.92%
50 or More Units	1,548	4.60%
Mobile Home or Trailer	374	1.11%
Boat, RV, Van, etc.	44	0.13%

<sup>†</sup> Years

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,730	11.10%
Housing Units Built 2010 to 2014	601	1.79%
Housing Units Built 2000 to 2009	1,591	4.73%
Housing Units Built 1990 to 1999	1,902	5.66%
Housing Units Built 1980 to 1989	6,602	19.64%
Housing Units Built 1970 to 1979	12,525	37.26%
Housing Units Built 1960 to 1969	3,730	11.10%
Housing Units Built 1950 to 1959	2,066	6.14%
Housing Units Built 1940 to 1949	659	1.96%
Housing Unit Built 1939 or Earlier	215	0.64%
2022 Est. Median Year Structure Built		1978

# 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.





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## 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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