Market Profile

2850 N Market St, Shreveport, Louisiana, 71107

Ring bands: 0-1, 1-3, 3-5 mile radii

Population Summary	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Total Population	1,157	14,066	45,716
2020 Total Population	1,146	12,309	41,583
2020 Group Quarters	12	1,221	990
2025 Total Population	1,091	11,777	40,258
2025 Group Quarters	12	1,212	975
2030 Total Population	1,045	11,404	39,819
2025-2030 Annual Rate	-0.86%	-0.64%	-0.22%
2025 Total Daytime Population	1,325	14,041	67,035
Workers	737	6,889	42,206
Residents	588	7,152	24,829

Household Summary	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Total Households	464	4,565	18,906
2010 Average Household Size	2.47	2.74	2.33
2020 Total Households	458	4,413	17,978
2020 Average Household Size	2.48	2.51	2.26
2025 Total Households	461	4,454	18,083
2025 Average Household Size	2.34	2.37	2.17
2030 Total Households	454	4,408	18,074
2030 Average Household Size	2.28	2.31	2.15
2025-2030 Annual Rate	-0.31%	-0.21%	-0.01%
2025 Families	310	2,734	9,741
2025 Average Family Size	2.96	3.09	3.00
2030 Families	302	2,677	9,615
2030 Average Family Size	2.90	3.03	2.98
2025-2030 Growth Rate	-0.5%	-0.4%	-0.3%

Median Household Income	0 - 1 mile	1 - 3 mile	3 - 5 mile
2025	$70,174	$35,171	$43,654
2030	$81,340	$40,744	$48,515

Market Profile

Per Capita Income	0 - 1 mile	1 - 3 mile	3 - 5 mile
2025	$44,444	$20,318	$29,358
2030	$51,690	$22,930	$32,493

2025 Households by Income

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Household Income Base	461	4,454	18,083
<$10,000	7.4%	14.7%	10.6%
$10,000-14,999	3.3%	11.5%	11.3%
$15,000-19,999	2.6%	5.9%	5.8%
$20,000-24,999	4.3%	6.7%	4.7%
$25,000-29,999	3.7%	5.4%	5.0%
$30,000-34,999	1.5%	5.7%	4.9%
$35,000-39,999	2.4%	3.8%	5.1%
$40,000-44,999	7.6%	4.0%	3.6%
$45,000-49,999	6.5%	4.8%	3.8%
$50,000-59,999	6.3%	6.5%	7.2%
$60,000-74,999	6.1%	8.4%	10.4%
$75000-99999	5.6%	9.7%	10.2%
$100,000-124,999	14.8%	7.4%	6.3%
$125,000-149,999	13.7%	2.7%	3.5%
$150000-199999	4.3%	1.4%	3.3%
$200,000-249,999	4.6%	0.7%	1.7%
$250,000-299,999	1.9%	0.2%	0.9%
$300,000-399,999	1.3%	0.1%	0.6%
$400,000-499,999	0.2%	0.0%	0.4%
$500,000+	1.7%	0.3%	0.9%
Average Household Income	$105,456	$51,491	$65,176

2025 Affordability, Mortgage and Wealth

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Housing Affordability Index	127	120	79
Percent of Income for Mortgage	17.7%	17.6%	28.4%
Wealth Index	88	31	49

Median Home Value

	0 - 1 mile	1 - 3 mile	3 - 5 mile
2025	$198,077	$98,750	$197,956
2030	$230,896	$128,230	$231,593

2025 Home Value	0 - 1 mile	1 - 3 mile	3 - 5 mile
Total Owner Occupied Housing Units	378	2,194	8,479
<$50,000	12.7%	19.0%	10.0%
$50,000 - $99,999	3.4%	31.4%	14.4%
$100,000 - $149,999	16.1%	12.7%	13.6%
$150,000 - $199,999	18.5%	13.1%	12.5%
$200,000 - $249,999	25.9%	7.9%	15.1%
$250,000 - $299,999	4.8%	3.4%	9.7%
$300,000 - $399,999	15.9%	2.4%	9.7%
$400,000 - $499,999	1.1%	0.3%	5.9%
$500,000 - $749,999	1.6%	1.5%	6.5%
$750,000 - $999,999	0.0%	0.9%	1.8%
$1,000,000 - $1,499,999	0.0%	7.1%	0.6%
$1,500,000 - $1,999,999	0.0%	0.1%	0.0%
$2,000,000 +	0.3%	0.4%	0.3%
Average Home Value	$203,386	$219,185	$244,305

Housing Unit Summary			
2010 Total Housing Units	499	4,939	21,284
Owner Occupied Housing Units	83.8%	53.2%	47.7%
Renter Occupied Housing Units	15.9%	46.8%	52.3%
Vacant Housing Units	7.0%	7.6%	11.2%
2020 Housing Units	500	5,031	21,009
Owner Occupied Housing Units	81.4%	47.5%	45.5%
Renter Occupied Housing Units	18.6%	52.5%	54.5%
Vacant Housing Units	7.4%	11.9%	14.6%
2025 Housing Units	504	5,166	21,430
Owner Occupied Housing Units	82.0%	49.3%	46.9%
Renter Occupied Housing Units	18.0%	50.7%	53.1%
Vacant Housing Units	8.5%	13.8%	15.6%
2030 Total Housing Units	505	5,116	21,493
Owner Occupied Housing Units	82.8%	51.2%	47.9%
Renter Occupied Housing Units	17.2%	48.8%	52.1%
Vacant Housing Units	10.1%	13.8%	15.9%

2025 Population by Sex	0 - 1 mile	1 - 3 mile	3 - 5 mile
Males	546	5,920	19,317
Females	545	5,857	20,941

Median Age			
2010	43.2	32.1	36.0
2020	42.0	35.8	38.7
2025	42.3	36.3	39.4
2030	41.9	37.0	40.2

2025 Population by Age			
Total	1,091	11,776	40,258
0 - 4	5.7%	6.3%	6.3%
5 - 9	5.7%	6.1%	6.5%
10 - 14	6.2%	6.6%	6.1%
15 - 24	14.1%	14.8%	12.7%
25 - 34	10.5%	14.6%	13.1%
35 - 44	11.0%	13.0%	12.4%
45 - 54	14.3%	11.6%	11.2%
55 - 64	10.5%	10.8%	11.6%
65 - 74	12.6%	10.4%	11.7%
75 - 84	6.6%	4.7%	6.7%
85 +	2.7%	1.6%	2.3%
18 +	77.3%	76.8%	77.3%

2025 Population 15+ by Marital Status			
Total	898	9,539	32,684
Never Married	22.4%	47.0%	43.5%
Married	50.0%	32.9%	32.9%
Widowed	11.0%	6.6%	8.8%
Divorced	16.6%	13.5%	14.8%

2025 Pop 25+ by Educational Attainment	0 - 1 mile	1 - 3 mile	3 - 5 mile
Total	744	7,796	27,557
Less than 9th Grade	7.8%	3.8%	3.5%
9th - 12th Grade, No Diploma	3.8%	13.6%	8.6%
High School Graduate	27.8%	36.8%	30.9%
GED/Alternative Credential	4.0%	8.2%	5.5%
Some College, No Degree	26.9%	18.5%	22.3%
Associate Degree	3.6%	6.4%	9.5%
Bachelor's Degree	12.9%	7.3%	11.7%
Graduate/Professional Degree	13.2%	5.5%	8.0%

2020 Population by Race/Ethnicity			
Total	1,146	12,309	41,583
White Alone	49.6%	13.9%	34.8%
Black Alone	39.6%	82.2%	55.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.4%	0.2%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.8%	0.7%	2.9%
Two or More Races	1.8%	0.7%	2.9%
Hispanic Origin	3.8%	1.7%	5.3%
Diversity Index	62.1	32.8	61.1

2025 Population by Race/Ethnicity			
Total	1,090	11,777	40,258
White Alone	47.2%	13.8%	34.0%
Black Alone	40.9%	82.0%	55.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.6%	0.2%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.9%	0.8%	3.1%
Two or More Races	7.1%	2.8%	5.2%
Hispanic Origin	4.3%	1.9%	5.8%
Diversity Index	63.7	33.3	61.9

Market Profile

2025 Employed Pop 16+ by Occupation	0 - 1 mile	1 - 3 mile	3 - 5 mile
Total	587	4,188	16,415
White Collar	70.7%	44.7%	58.8%
Management/Business/Financial	18.1%	6.9%	11.8%
Professional	18.7%	20.8%	25.9%
Sales	14.3%	6.2%	12.3%
Administrative Support	19.6%	10.8%	8.8%
Services	19.2%	30.0%	21.5%

2025 Employed Pop 16+ by Occupation			
Total	587	4,188	16,415
Blue Collar	10.2%	25.3%	19.7%
Farming/Forestry/Fishing	0.2%	0.0%	0.0%
Construction/Extraction	3.9%	6.8%	5.1%
Installation/Maintenance/Repair	1.0%	2.3%	1.8%
Production	3.1%	2.7%	4.6%
Transportation/Material Moving	2.0%	13.6%	8.2%
White Collar	70.7%	44.7%	58.8%
Management/Business/Financial	18.1%	6.9%	11.8%
Professional	18.7%	20.8%	25.9%
Sales	14.3%	6.2%	12.3%
Administrative Support	19.6%	10.8%	8.8%
Services	19.2%	30.0%	21.5%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	587	4,188	16,415
Population 16+ Employed	86.7%	89.5%	91.9%
Population 16+ Unemployment rate	13.3%	10.5%	8.1%
Population 16-24 Employed	6.1%	8.6%	11.2%
Population 16-24 Unemployment rate	36.8%	29.0%	19.1%
Population 25-54 Employed	54.3%	57.8%	60.4%
Population 25-54 Unemployment rate	14.7%	10.5%	7.1%
Population 55-64 Employed	13%	11%	14%
Population 55-64 Unemployment rate	1.3%	0.8%	3.7%
Population 65+ Employed	13%	12%	7%
Population 65+ Unemployment rate	0.0%	0.6%	4.6%

2025 Employed Population 16+ by Industry	0 - 1 mile	1 - 3 mile	3 - 5 mile
Total	509	3,750	15,084
Agriculture/Mining	1.6%	0.8%	2.3%
Construction	3.3%	8.2%	5.9%
Manufacturing	4.5%	4.1%	5.8%
Wholesale Trade	3.5%	1.9%	2.8%
Retail Trade	3.9%	13.8%	14.6%
Transportation/Utilities	7.3%	4.5%	4.1%
Information	2%	0%	1%
Finance/Insurance/Real Estate	12.0%	4.0%	3.8%
Services	59.1%	57.4%	54.8%
Public Administration	3.1%	5.0%	4.5%

2025 Consumer Spending			
Apparel & Services: Total $	$1,025,320	$5,269,384	$26,691,360
Average Spent	$2,224.12	$1,183.07	$1,476.05
Spending Potential Index	91	48	60
Education: Total $	$756,276	$3,489,356	$18,302,110
Average Spent	$1,640.51	$783.42	$1,012.12
Spending Potential Index	92	44	57
Entertainment/Recreation: Total $	$1,827,448	$8,227,432	$42,104,613
Average Spent	$3,964.10	$1,847.20	$2,328.41
Spending Potential Index	96	45	57
Food at Home: Total $	$3,269,937	$16,352,588	$82,274,002
Average Spent	$7,093.14	$3,671.44	$4,549.80
Spending Potential Index	95	49	61
Food Away from Home: Total $	$1,681,621	$8,234,177	$42,497,382
Average Spent	$3,647.77	$1,848.72	$2,350.13
Spending Potential Index	88	45	57
Health Care: Total $	$3,643,914	$16,592,963	$83,071,535
Average Spent	$7,904.37	$3,725.41	$4,593.90
Spending Potential Index	102	48	59
HH Furnishings & Equipment: Total $	$1,253,145	$5,910,999	$30,045,254
Average Spent	$2,718.32	$1,327.12	$1,661.52
Spending Potential Index	93	46	57
Personal Care Products & Services: Total $	$436,231	$2,158,950	$11,074,888
Average Spent	$946.27	$484.72	$612.45
Spending Potential Index	90	46	58

2025 Consumer Spending	0 - 1 mile	1 - 3 mile	3 - 5 mile
Shelter: Total $	$10,550,931	$52,262,128	$271,964,754
Average Spent	$22,887.05	$11,733.75	$15,039.80
Spending Potential Index	86	44	56
Support Payments/Gifts in Kind: Total $	$1,346,418	$6,127,163	$31,992,637
Average Spent	$2,920.65	$1,375.65	$1,769.21
Spending Potential Index	88	42	54
Travel: Total $	$1,457,896	$6,421,019	$33,757,501
Average Spent	$3,162.46	$1,441.63	$1,866.81
Spending Potential Index	88	40	52
Vehicle Maintenance & Repairs: Total $	$599,792	$2,863,679	$14,540,480
Average Spent	$1,301.07	$642.95	$804.10
Spending Potential Index	96	48	60

Top Tapestry Segment

0 - 1 mile	1 - 3 mile	3 - 5 mile
Middle Ground (K2):	**Modest Income Homes (E1)**:	**Modest Income Homes (E1)**:
This segment is characterized by affordable Midwestern and Southern suburbs with a strong labor force.	This segment is characterized by Midwest and Southern urban and suburban neighborhoods.	This segment is characterized by Midwest and Southern urban and suburban neighborhoods.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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.