



Market Profile

I-20/Greenwood Road Site
 6680 Washington Ln, Shreveport, Louisiana, 71119
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 32.45267
 Longitude: -93.90902

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	165,491	403,312	626,637
2010 Total Population	162,065	427,454	656,692
2015 Total Population	161,059	442,973	679,516
2015 Group Quarters	3,648	10,696	17,035
2020 Total Population	160,950	458,142	701,836
2015-2020 Annual Rate	-0.01%	0.68%	0.65%
Household Summary			
2000 Households	62,295	154,346	240,990
2000 Average Household Size	2.60	2.55	2.54
2010 Households	63,068	168,424	258,034
2010 Average Household Size	2.51	2.48	2.48
2015 Households	63,408	175,703	268,565
2015 Average Household Size	2.48	2.46	2.47
2020 Households	63,616	182,322	278,183
2020 Average Household Size	2.47	2.45	2.46
2015-2020 Annual Rate	0.07%	0.74%	0.71%
2010 Families	41,699	111,398	172,671
2010 Average Family Size	3.09	3.05	3.04
2015 Families	41,345	114,977	177,993
2015 Average Family Size	3.06	3.03	3.02
2020 Families	41,018	118,317	182,999
2020 Average Family Size	3.05	3.02	3.02
2015-2020 Annual Rate	-0.16%	0.57%	0.56%
Housing Unit Summary			
2000 Housing Units	68,940	171,545	273,058
Owner Occupied Housing Units	57.1%	60.1%	61.2%
Renter Occupied Housing Units	33.3%	29.8%	27.1%
Vacant Housing Units	9.6%	10.0%	11.7%
2010 Housing Units	69,662	185,541	290,495
Owner Occupied Housing Units	54.1%	58.7%	59.3%
Renter Occupied Housing Units	36.5%	32.1%	29.5%
Vacant Housing Units	9.5%	9.2%	11.2%
2015 Housing Units	70,558	194,247	303,438
Owner Occupied Housing Units	50.0%	55.5%	56.4%
Renter Occupied Housing Units	39.9%	34.9%	32.1%
Vacant Housing Units	10.1%	9.5%	11.5%
2020 Housing Units	71,064	201,752	314,403
Owner Occupied Housing Units	49.8%	55.6%	56.4%
Renter Occupied Housing Units	39.7%	34.7%	32.1%
Vacant Housing Units	10.5%	9.6%	11.5%
Median Household Income			
2015	\$35,813	\$45,054	\$42,895
2020	\$39,763	\$50,919	\$49,112
Median Home Value			
2015	\$134,836	\$163,384	\$141,679
2020	\$166,316	\$197,170	\$174,389
Per Capita Income			
2015	\$20,997	\$25,726	\$24,446
2020	\$23,655	\$28,924	\$27,497
Median Age			
2010	35.4	36.1	37.1
2015	36.4	36.9	37.9
2020	37.4	38.0	38.9

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.

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



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2015 Households by Income			
Household Income Base	63,408	175,703	268,562
<\$15,000	21.4%	16.5%	17.5%
\$15,000 - \$24,999	15.7%	12.5%	13.0%
\$25,000 - \$34,999	11.7%	10.6%	11.2%
\$35,000 - \$49,999	14.9%	14.1%	13.8%
\$50,000 - \$74,999	14.9%	17.5%	17.0%
\$75,000 - \$99,999	8.6%	11.0%	11.0%
\$100,000 - \$149,999	7.8%	10.4%	10.3%
\$150,000 - \$199,999	2.5%	3.6%	3.2%
\$200,000+	2.4%	3.7%	3.1%
Average Household Income	\$52,582	\$64,116	\$61,072
2020 Households by Income			
Household Income Base	63,616	182,322	278,180
<\$15,000	20.4%	15.2%	16.3%
\$15,000 - \$24,999	12.0%	9.4%	10.0%
\$25,000 - \$34,999	11.3%	9.8%	10.4%
\$35,000 - \$49,999	15.9%	14.5%	13.9%
\$50,000 - \$74,999	16.3%	18.6%	17.8%
\$75,000 - \$99,999	9.7%	12.2%	12.6%
\$100,000 - \$149,999	8.3%	11.3%	11.3%
\$150,000 - \$199,999	3.3%	4.6%	4.1%
\$200,000+	2.9%	4.2%	3.6%
Average Household Income	\$59,084	\$71,950	\$68,606
2015 Owner Occupied Housing Units by Value			
Total	35,273	107,787	171,149
<\$50,000	13.8%	12.4%	16.5%
\$50,000 - \$99,999	23.1%	17.0%	19.5%
\$100,000 - \$149,999	18.8%	16.4%	16.8%
\$150,000 - \$199,999	15.0%	15.5%	14.2%
\$200,000 - \$249,999	10.2%	11.7%	10.3%
\$250,000 - \$299,999	6.1%	8.1%	6.9%
\$300,000 - \$399,999	6.2%	8.7%	7.4%
\$400,000 - \$499,999	2.7%	4.0%	3.3%
\$500,000 - \$749,999	2.5%	3.9%	3.2%
\$750,000 - \$999,999	0.6%	1.0%	0.8%
\$1,000,000 +	1.0%	1.3%	1.1%
Average Home Value	\$176,931	\$209,532	\$188,027
2020 Owner Occupied Housing Units by Value			
Total	35,392	112,196	177,353
<\$50,000	11.3%	9.3%	12.4%
\$50,000 - \$99,999	18.4%	12.9%	15.7%
\$100,000 - \$149,999	15.3%	12.7%	14.3%
\$150,000 - \$199,999	15.6%	15.9%	15.5%
\$200,000 - \$249,999	12.6%	14.6%	12.9%
\$250,000 - \$299,999	8.6%	10.7%	9.1%
\$300,000 - \$399,999	8.4%	10.4%	8.9%
\$400,000 - \$499,999	3.9%	4.9%	4.1%
\$500,000 - \$749,999	3.9%	5.3%	4.4%
\$750,000 - \$999,999	1.1%	1.8%	1.4%
\$1,000,000 +	1.1%	1.5%	1.4%
Average Home Value	\$209,363	\$243,543	\$219,929

Data Note: 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.

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



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2010 Population by Age			
Total	162,064	427,456	656,694
0 - 4	7.4%	7.1%	7.0%
5 - 9	7.2%	7.0%	6.9%
10 - 14	7.0%	6.8%	6.8%
15 - 24	14.4%	14.0%	13.7%
25 - 34	13.6%	13.9%	13.2%
35 - 44	11.6%	12.1%	12.0%
45 - 54	13.8%	14.0%	14.2%
55 - 64	12.1%	12.0%	12.2%
65 - 74	7.0%	7.1%	7.7%
75 - 84	4.3%	4.4%	4.7%
85 +	1.7%	1.7%	1.8%
18 +	74.1%	75.1%	75.3%
2015 Population by Age			
Total	161,061	442,974	679,515
0 - 4	7.1%	6.8%	6.6%
5 - 9	7.0%	6.8%	6.7%
10 - 14	6.8%	6.6%	6.6%
15 - 24	13.7%	13.2%	13.0%
25 - 34	13.8%	14.3%	13.7%
35 - 44	11.6%	12.2%	12.0%
45 - 54	12.1%	12.4%	12.6%
55 - 64	13.1%	12.9%	13.2%
65 - 74	8.6%	8.6%	9.1%
75 - 84	4.3%	4.4%	4.7%
85 +	1.9%	1.8%	1.9%
18 +	75.3%	76.1%	76.4%
2020 Population by Age			
Total	160,952	458,142	701,835
0 - 4	7.0%	6.7%	6.5%
5 - 9	6.6%	6.5%	6.4%
10 - 14	6.8%	6.7%	6.7%
15 - 24	12.9%	12.6%	12.4%
25 - 34	13.6%	13.4%	12.8%
35 - 44	12.2%	13.0%	12.6%
45 - 54	11.2%	11.6%	11.6%
55 - 64	12.8%	12.7%	13.1%
65 - 74	10.1%	10.0%	10.5%
75 - 84	4.9%	4.9%	5.3%
85 +	1.9%	1.9%	2.0%
18 +	75.8%	76.4%	76.6%
2010 Population by Sex			
Males	76,105	205,956	318,000
Females	85,959	221,498	338,692
2015 Population by Sex			
Males	75,945	214,443	330,537
Females	85,114	228,530	348,978
2020 Population by Sex			
Males	76,182	222,345	342,361
Females	84,768	235,797	359,475

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



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2010 Population by Race/Ethnicity			
Total	162,065	427,453	656,692
White Alone	36.0%	57.2%	60.3%
Black Alone	60.8%	37.4%	33.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.6%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	2.0%	3.0%
Two or More Races	1.3%	1.7%	1.7%
Hispanic Origin	2.2%	4.5%	6.1%
Diversity Index	52.2	57.3	57.8
2015 Population by Race/Ethnicity			
Total	161,059	442,973	679,516
White Alone	34.2%	55.9%	59.1%
Black Alone	62.1%	37.7%	33.7%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	0.7%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	2.3%	3.4%
Two or More Races	1.5%	2.0%	2.0%
Hispanic Origin	2.6%	5.3%	7.0%
Diversity Index	52.2	59.0	59.8
2020 Population by Race/Ethnicity			
Total	160,950	458,141	701,836
White Alone	32.6%	54.7%	57.8%
Black Alone	63.2%	37.9%	33.7%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	0.8%	1.6%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	2.7%	4.0%
Two or More Races	1.8%	2.4%	2.4%
Hispanic Origin	3.0%	6.1%	8.2%
Diversity Index	52.4	60.8	62.0
2010 Population by Relationship and Household Type			
Total	162,065	427,454	656,692
In Households	97.7%	97.8%	97.6%
In Family Households	82.2%	81.9%	82.2%
Householder	25.7%	26.1%	26.3%
Spouse	13.6%	16.7%	17.4%
Child	35.2%	32.6%	32.3%
Other relative	4.9%	4.1%	4.0%
Nonrelative	2.8%	2.4%	2.3%
In Nonfamily Households	15.6%	15.9%	15.4%
In Group Quarters	2.3%	2.2%	2.4%
Institutionalized Population	1.9%	1.4%	1.6%
Noninstitutionalized Population	0.4%	0.8%	0.8%

Data Note: 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.

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

November 12, 2015



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2015 Population 25+ by Educational Attainment			
Total	105,370	295,177	456,257
Less than 9th Grade	4.1%	3.9%	4.8%
9th - 12th Grade, No Diploma	11.8%	9.6%	10.6%
High School Graduate	31.6%	27.9%	28.7%
GED/Alternative Credential	4.5%	4.6%	5.1%
Some College, No Degree	22.9%	23.6%	23.3%
Associate Degree	6.5%	6.8%	6.6%
Bachelor's Degree	12.1%	15.3%	13.9%
Graduate/Professional Degree	6.4%	8.3%	7.0%
2015 Population 15+ by Marital Status			
Total	127,467	353,582	544,375
Never Married	40.7%	34.0%	32.1%
Married	38.4%	45.8%	47.2%
Widowed	7.6%	7.0%	7.6%
Divorced	13.3%	13.2%	13.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.7%	91.9%	92.3%
Civilian Unemployed	10.3%	8.1%	7.7%
2015 Employed Population 16+ by Industry			
Total	67,988	193,439	290,043
Agriculture/Mining	3.0%	4.9%	6.9%
Construction	5.8%	6.6%	7.0%
Manufacturing	7.9%	7.5%	9.2%
Wholesale Trade	2.7%	2.7%	2.7%
Retail Trade	11.2%	11.3%	11.2%
Transportation/Utilities	5.5%	5.3%	5.2%
Information	1.7%	1.6%	1.4%
Finance/Insurance/Real Estate	3.8%	4.8%	4.8%
Services	54.4%	50.6%	47.3%
Public Administration	3.9%	4.7%	4.3%
2015 Employed Population 16+ by Occupation			
Total	67,988	193,438	290,041
White Collar	50.8%	54.8%	52.5%
Management/Business/Financial	8.4%	10.6%	10.0%
Professional	17.4%	19.4%	18.4%
Sales	10.3%	10.5%	10.4%
Administrative Support	14.8%	14.2%	13.6%
Services	25.4%	21.3%	20.2%
Blue Collar	23.7%	23.9%	27.3%
Farming/Forestry/Fishing	0.2%	0.3%	0.6%
Construction/Extraction	6.3%	7.1%	7.9%
Installation/Maintenance/Repair	3.8%	4.3%	4.7%
Production	6.3%	5.2%	6.4%
Transportation/Material Moving	7.2%	7.0%	7.8%

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



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2010 Households by Type			
Total	63,068	168,424	258,034
Households with 1 Person	28.9%	28.6%	28.3%
Households with 2+ People	71.1%	71.4%	71.7%
Family Households	66.1%	66.1%	66.9%
Husband-wife Families	34.9%	42.4%	44.3%
With Related Children	14.1%	18.0%	18.5%
Other Family (No Spouse Present)	31.2%	23.7%	22.6%
Other Family with Male Householder	5.9%	5.3%	5.3%
With Related Children	3.3%	3.1%	3.0%
Other Family with Female Householder	25.3%	18.4%	17.3%
With Related Children	17.3%	12.4%	11.7%
Nonfamily Households	5.0%	5.2%	4.8%
All Households with Children	35.2%	34.0%	33.7%
Multigenerational Households	6.6%	5.2%	5.0%
Unmarried Partner Households	7.1%	6.3%	6.0%
Male-female	6.4%	5.6%	5.3%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	63,068	168,424	258,035
1 Person Household	28.9%	28.6%	28.3%
2 Person Household	31.3%	32.6%	33.1%
3 Person Household	17.4%	16.8%	16.6%
4 Person Household	12.2%	12.4%	12.3%
5 Person Household	5.8%	5.8%	5.9%
6 Person Household	2.6%	2.4%	2.4%
7 + Person Household	1.7%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	63,068	168,424	258,034
Owner Occupied	59.7%	64.7%	66.7%
Owned with a Mortgage/Loan	37.2%	40.9%	38.3%
Owned Free and Clear	22.5%	23.8%	28.4%
Renter Occupied	40.3%	35.3%	33.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Modest Income Homes	Modest Income Homes	Southern Satellites (10A)
2.	City Commons (11E)	Southern Satellites (10A)	Diners & Miners (10C)
3.	Family Foundations (12A)	Old and Newcomers (8F)	Modest Income Homes
2015 Consumer Spending			
Apparel & Services: Total \$	\$104,750,609	\$351,118,469	\$508,809,542
Average Spent	\$1,652.01	\$1,998.36	\$1,894.55
Spending Potential Index	71	86	82
Computers & Accessories: Total \$	\$11,470,347	\$38,801,083	\$55,590,304
Average Spent	\$180.90	\$220.83	\$206.99
Spending Potential Index	71	87	81
Education: Total \$	\$63,786,945	\$214,638,466	\$294,118,793
Average Spent	\$1,005.98	\$1,221.60	\$1,095.15
Spending Potential Index	66	80	72
Entertainment/Recreation: Total \$	\$146,155,048	\$498,936,185	\$735,027,422
Average Spent	\$2,304.99	\$2,839.66	\$2,736.87
Spending Potential Index	70	86	83
Food at Home: Total \$	\$240,153,159	\$805,957,210	\$1,194,364,148
Average Spent	\$3,787.43	\$4,587.04	\$4,447.21
Spending Potential Index	73	88	85
Food Away from Home: Total \$	\$146,509,281	\$495,391,551	\$717,737,420
Average Spent	\$2,310.58	\$2,819.48	\$2,672.49
Spending Potential Index	70	86	81
Health Care: Total \$	\$215,647,546	\$733,111,481	\$1,099,252,594
Average Spent	\$3,400.95	\$4,172.45	\$4,093.06
Spending Potential Index	72	88	86
HH Furnishings & Equipment: Total \$	\$82,747,129	\$280,805,930	\$410,485,985
Average Spent	\$1,305.00	\$1,598.19	\$1,528.44
Spending Potential Index	71	87	83
Investments: Total \$	\$81,784,290	\$337,785,142	\$544,358,268
Average Spent	\$1,289.81	\$1,922.48	\$2,026.91
Spending Potential Index	47	70	74
Retail Goods: Total \$	\$1,153,888,955	\$3,923,177,257	\$5,842,103,282
Average Spent	\$18,197.84	\$22,328.46	\$21,753.03
Spending Potential Index	71	88	85
Shelter: Total \$	\$732,378,937	\$2,431,655,544	\$3,435,133,199
Average Spent	\$11,550.26	\$13,839.58	\$12,790.70
Spending Potential Index	70	84	78
TV/Video/Audio: Total \$	\$62,242,686	\$205,862,376	\$303,248,736
Average Spent	\$981.62	\$1,171.65	\$1,129.14
Spending Potential Index	75	90	86
Travel: Total \$	\$81,029,421	\$280,465,387	\$400,602,522
Average Spent	\$1,277.91	\$1,596.25	\$1,491.64
Spending Potential Index	65	82	76
Vehicle Maintenance & Repairs: Total \$	\$49,964,714	\$169,088,421	\$246,780,071
Average Spent	\$787.99	\$962.35	\$918.88
Spending Potential Index	71	86	82

Data Note: 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.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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