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## Developing a New Paintball Facility in New Orleans, Louisiana

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# Paintball Facility In New Orleans Louisiana



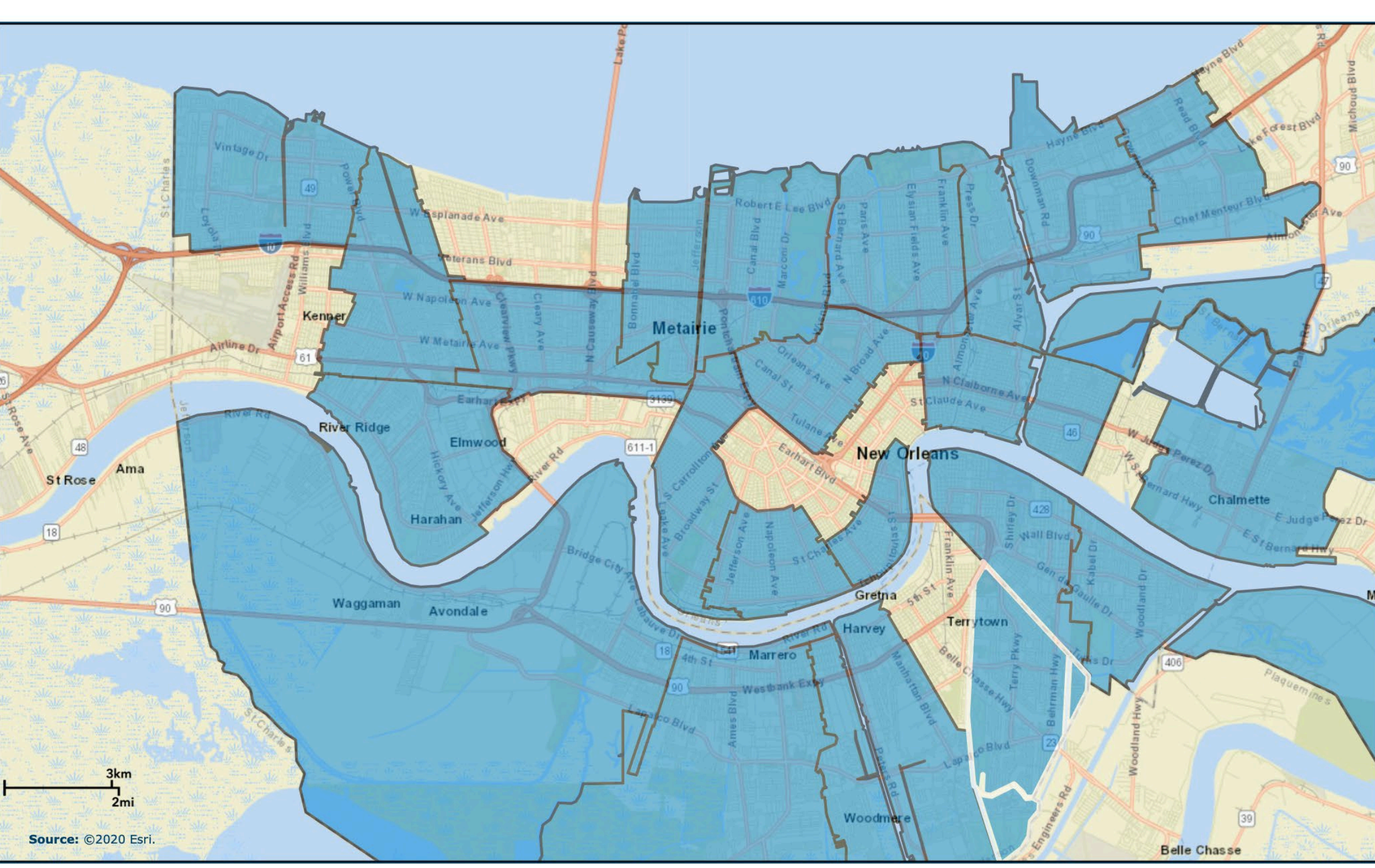
**Thesis: Based on the data collected, a paintball facility in New Orleans, Louisiana would be a great addition to the city.**

## Paintball Demographics

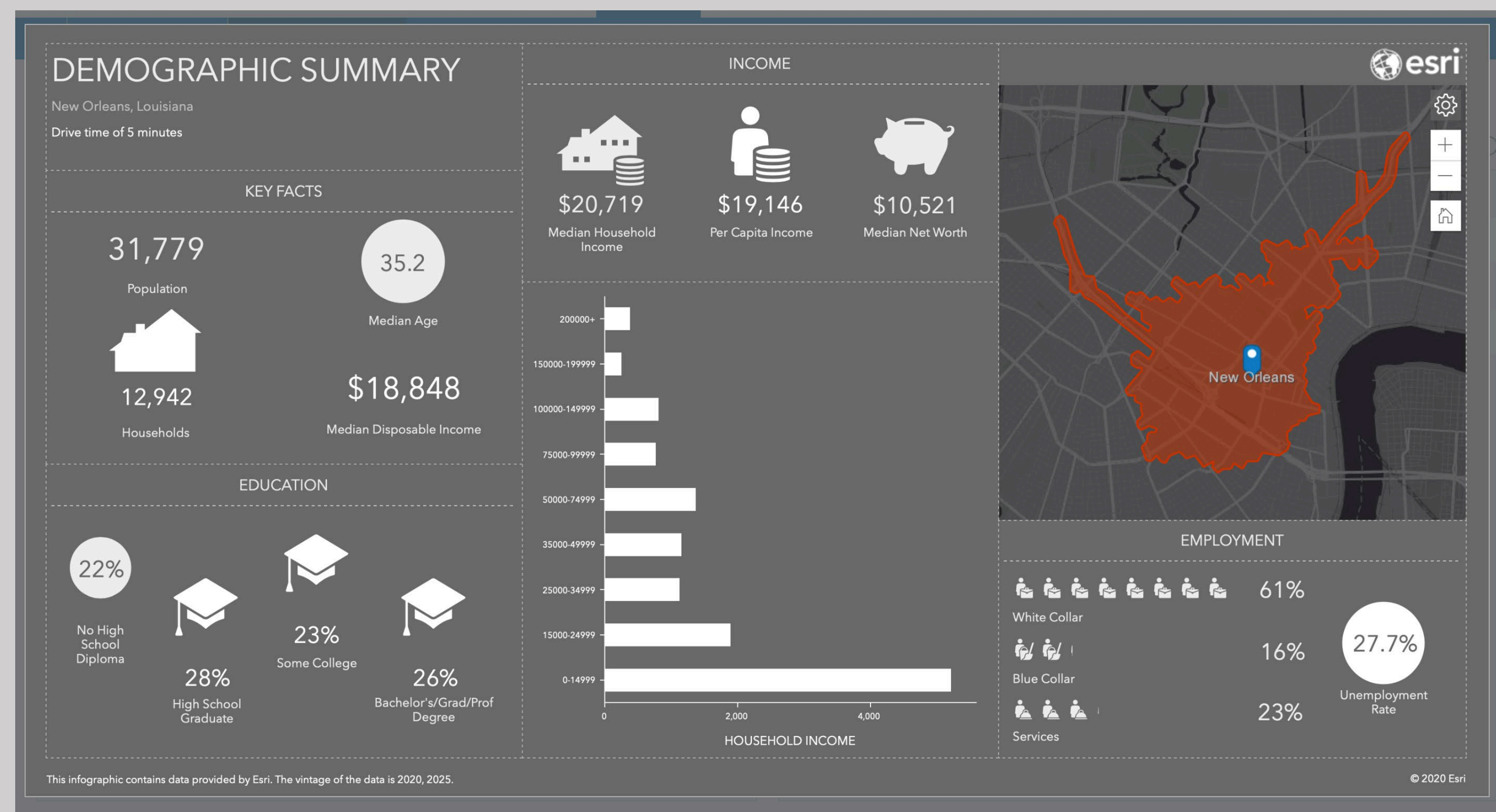
**80% of all and core Paintball participants are male. With 61% being between the ages of 18 to 44.**



Best Area For Facility



April 14, 2021



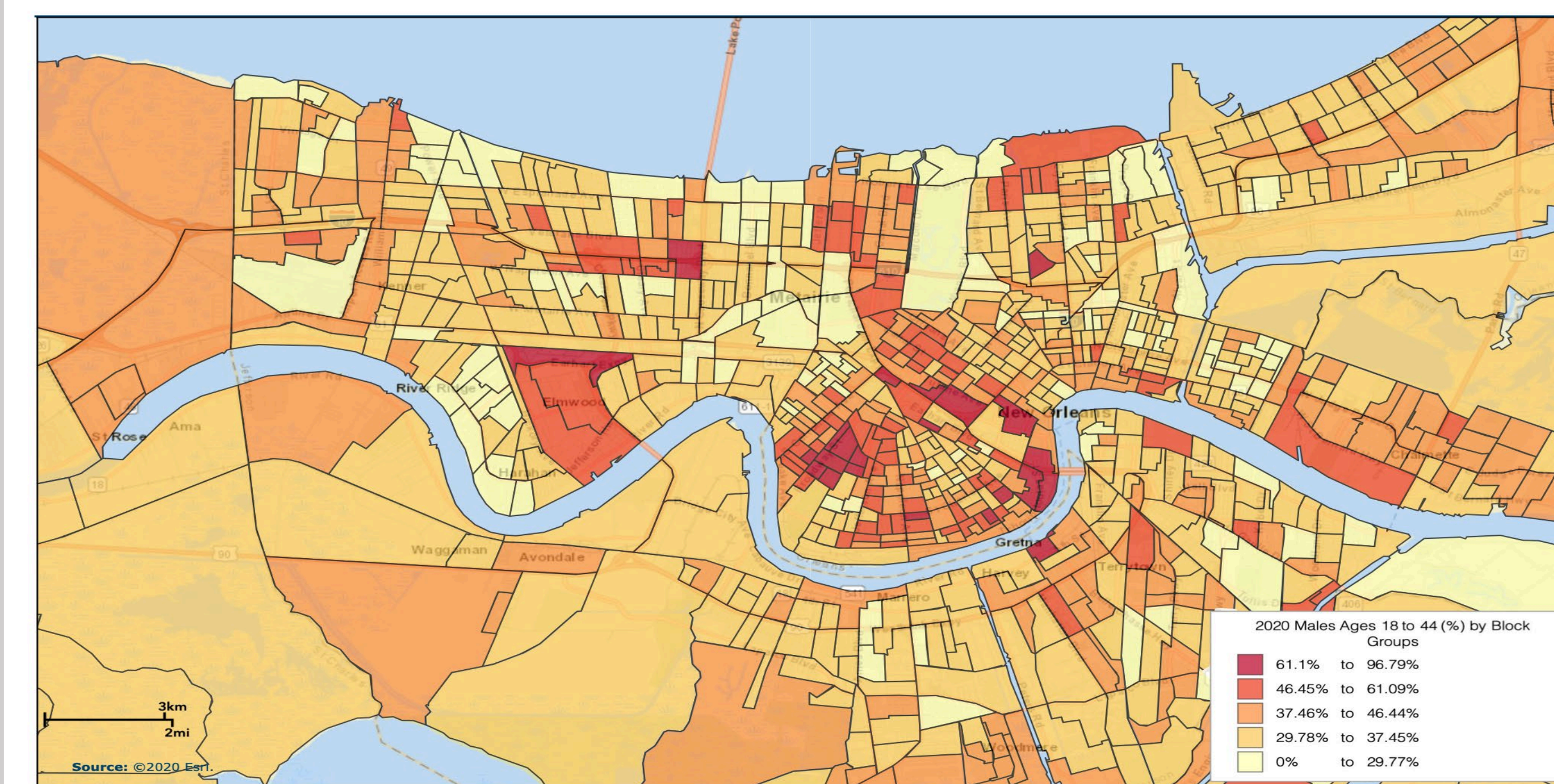
## Demographic and Income Profile

New Orleans, Louisiana 2  
 New Orleans, Louisiana  
 Drive Time: 5 minute radius  
 Prepared by Esri  
 Latitude: 29.95370  
 Longitude: -90.07725

Summary	Census 2010	2020	2025	
Population	25,808	31,779	34,042	
Households	9,892	12,942	14,270	
Families	4,216	5,110	5,450	
Average Household Size	2.12	2.07	2.04	
Owner Occupied Housing Units	2,197	2,488	2,572	
Renter Occupied Housing Units	7,695	10,453	11,697	
Median Age	34.1	35.2	35.9	
Trends: 2020-2025 Annual Rate	Area	State	National	
Population	1.39%	0.29%	0.72%	
Households	1.97%	0.31%	0.72%	
Families	1.30%	0.16%	0.64%	
Owner HHs	0.30%	0.30%	0.72%	
Median Household Income	1.81%	1.11%	1.60%	
Households by Income	2020		2025	
<\$15,000	Number	Percent	Number	Percent
\$15,000 - \$24,999	5,213	40.3%	5,436	38.1%
\$25,000 - \$34,999	1,893	14.6%	2,051	14.4%
\$35,000 - \$49,999	1,126	8.7%	1,226	8.6%
\$50,000 - \$74,999	1,149	8.9%	1,286	9.0%
\$75,000 - \$99,999	1,366	10.6%	1,545	10.8%
\$100,000 - \$149,999	767	5.9%	936	6.6%
\$150,000 - \$199,999	806	6.2%	994	7.0%
\$200,000+	247	1.9%	320	2.2%
	375	2.9%	475	3.3%
Median Household Income	\$20,719		\$22,667	
Average Household Income	\$45,225		\$50,590	
Per Capita Income	\$19,146		\$21,905	



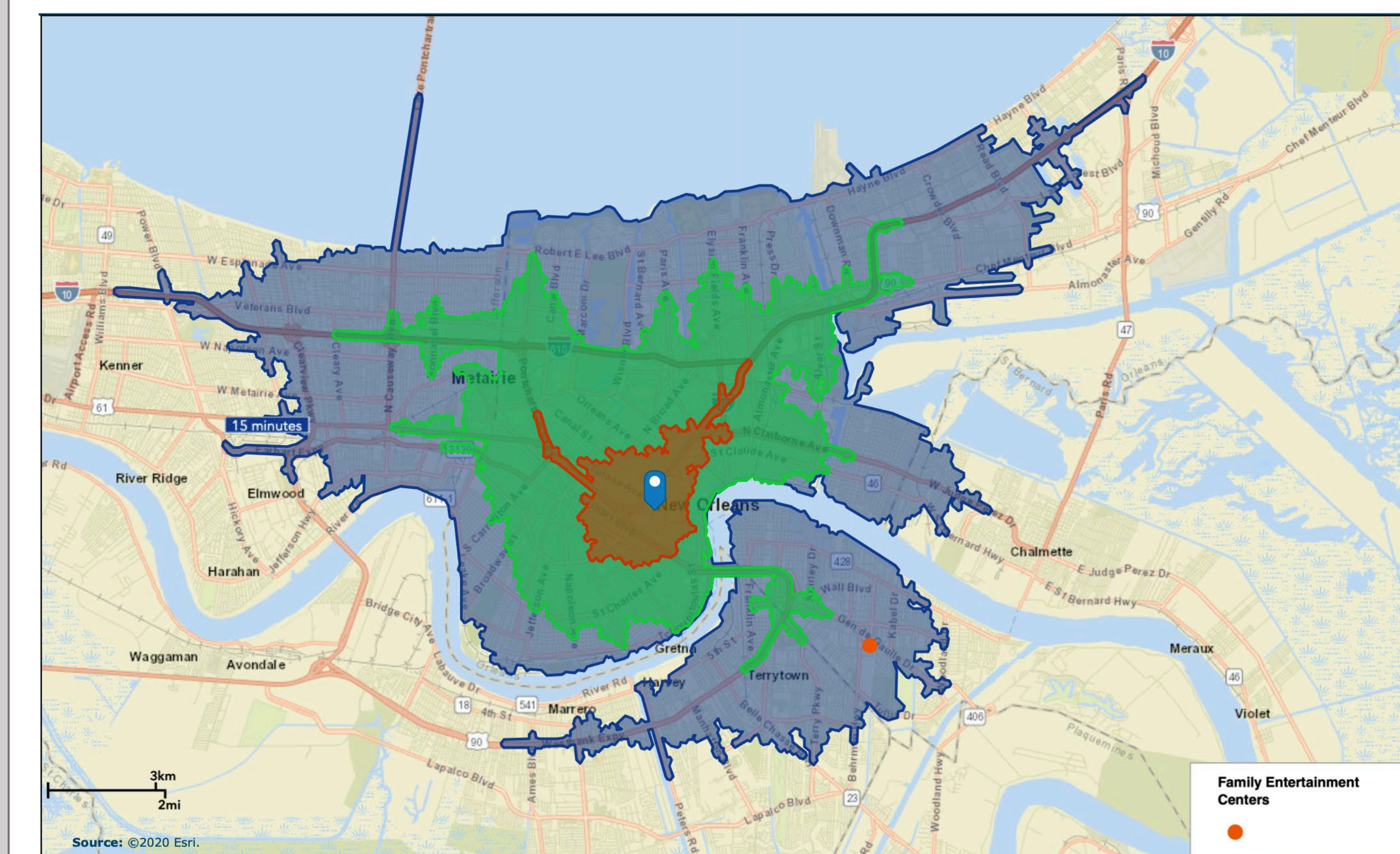
Males Between the Ages of 18 to 44



April 13, 2021



Drive Time Analysis



April 13, 2021

## Smart Map Variables:

**Male Ages 18-44**

**Between 13,000 and 58,000 spent on entertainment and recreation**

**Participated in Archery in the past 12 months.**



Jevon Taylor, Justin Taylor  
 Business Analytics Online 2021  
 Sources: SFIA.org, bao.arcgis

**Conclusion: With the low amount of family entertainment, we found that a Paintball Facility would thrive in the city of New Orleans. The demographics of a paintball participants are very well met in the certain parts of New Orleans**