



# Demographic and Income Profile

5551 Jones Creek Rd, Baton Rouge, Louisiana, 70817  
 Ring band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 30.40298  
 Longitude: -91.01626

Summary	Census 2010	Census 2020	2023	2028
Population	10,169	11,349	12,328	12,862
Households	4,071	4,593	5,008	5,268
Families	2,820	-	3,287	3,430
Average Household Size	2.50	2.47	2.46	2.44
Owner Occupied Housing Units	2,869	-	3,598	3,841
Renter Occupied Housing Units	1,201	-	1,410	1,428
Median Age	37.6	-	41.0	42.6

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.85%	-0.02%	0.30%
Households	1.02%	0.18%	0.49%
Families	0.86%	0.08%	0.44%
Owner HHs	1.32%	0.36%	0.66%
Median Household Income	2.78%	2.08%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	288	5.8%	260	4.9%
\$15,000 - \$24,999	298	6.0%	236	4.5%
\$25,000 - \$34,999	248	5.0%	216	4.1%
\$35,000 - \$49,999	638	12.7%	585	11.1%
\$50,000 - \$74,999	941	18.8%	949	18.0%
\$75,000 - \$99,999	571	11.4%	601	11.4%
\$100,000 - \$149,999	879	17.6%	963	18.3%
\$150,000 - \$199,999	665	13.3%	856	16.2%
\$200,000+	480	9.6%	602	11.4%

Median Household Income	\$78,164	\$89,637
Average Household Income	\$110,715	\$126,175
Per Capita Income	\$44,921	\$51,516

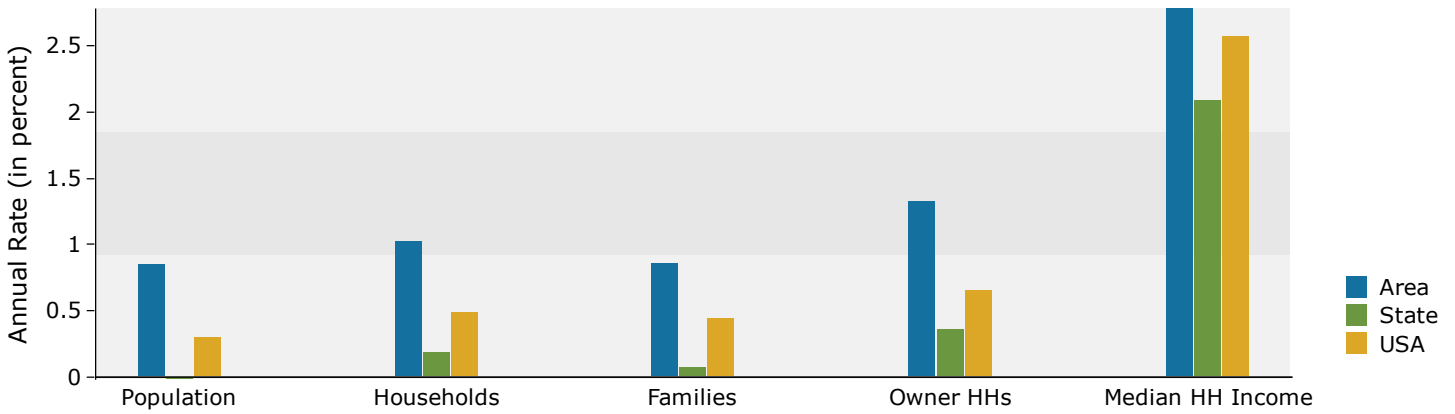
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	589	5.8%	611	5.0%	634	4.9%
5 - 9	642	6.3%	663	5.4%	690	5.4%
10 - 14	642	6.3%	717	5.8%	728	5.7%
15 - 19	704	6.9%	695	5.6%	662	5.1%
20 - 24	660	6.5%	607	4.9%	621	4.8%
25 - 34	1,517	14.9%	1,664	13.5%	1,558	12.1%
35 - 44	1,268	12.5%	1,837	14.9%	2,062	16.0%
45 - 54	1,591	15.6%	1,436	11.6%	1,534	11.9%
55 - 64	1,480	14.6%	1,718	13.9%	1,529	11.9%
65 - 74	696	6.8%	1,542	12.5%	1,636	12.7%
75 - 84	301	3.0%	677	5.5%	974	7.6%
85+	78	0.8%	161	1.3%	233	1.8%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	8,027	78.9%	6,980	61.5%	7,395	60.0%	7,406	57.6%
Black Alone	1,475	14.5%	2,698	23.8%	3,015	24.5%	3,232	25.1%
American Indian Alone	32	0.3%	11	0.1%	12	0.1%	13	0.1%
Asian Alone	368	3.6%	637	5.6%	726	5.9%	798	6.2%
Pacific Islander Alone	8	0.1%	4	0.0%	4	0.0%	5	0.0%
Some Other Race Alone	109	1.1%	226	2.0%	262	2.1%	329	2.6%
Two or More Races	150	1.5%	792	7.0%	912	7.4%	1,079	8.4%
Hispanic Origin (Any Race)	374	3.7%	712	6.3%	840	6.8%	989	7.7%

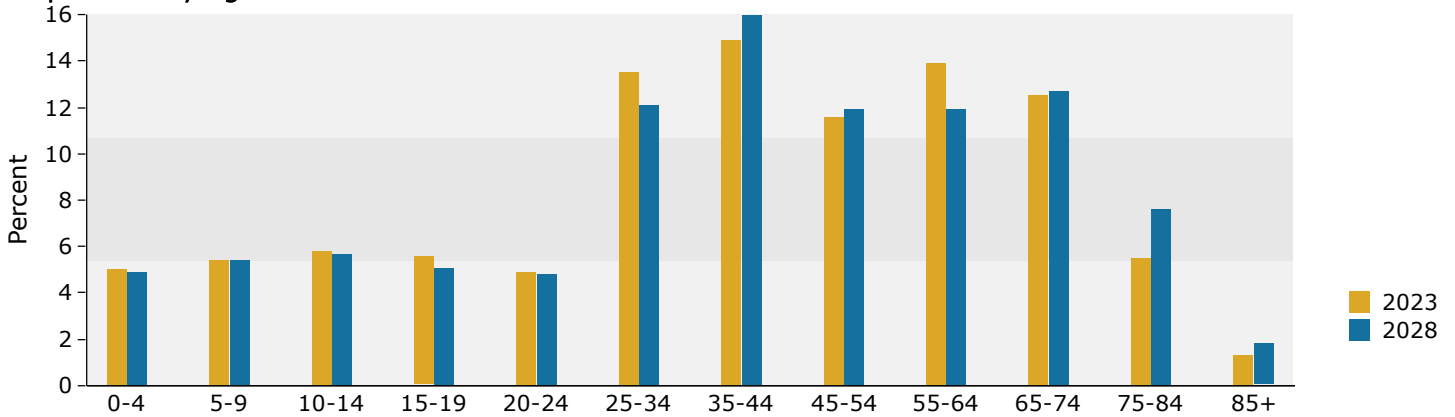
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

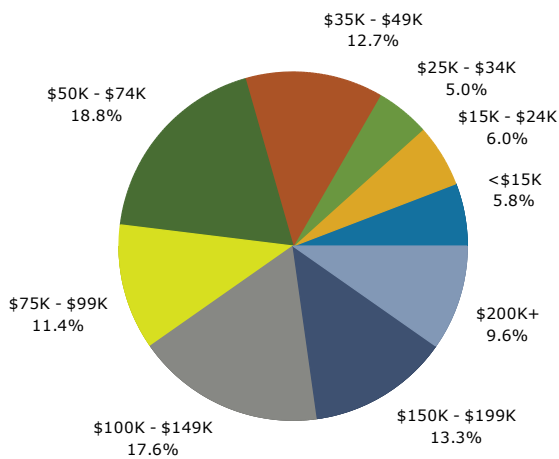
## Trends 2023-2028



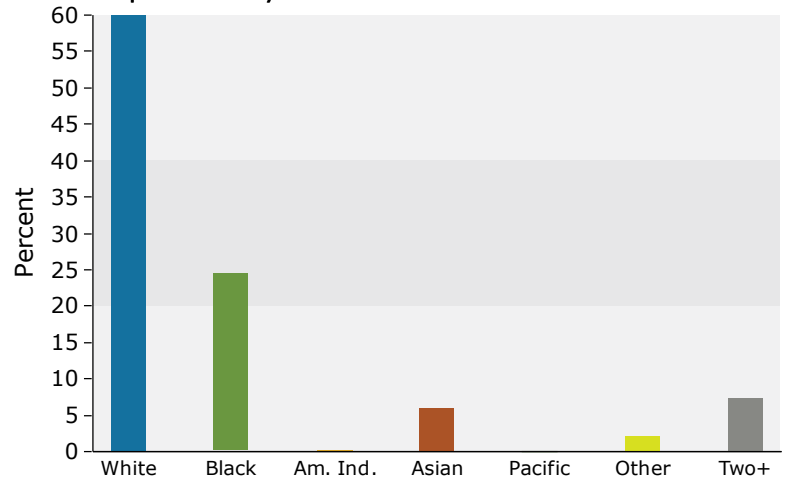
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 6.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Demographic and Income Profile

5551 Jones Creek Rd, Baton Rouge, Louisiana, 70817  
 Ring band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 30.40298  
 Longitude: -91.01626

Summary	Census 2010	Census 2020	2023	2028
Population	51,643	53,905	53,563	53,375
Households	21,388	22,613	22,541	22,645
Families	13,678	-	13,815	13,808
Average Household Size	2.40	2.37	2.36	2.34
Owner Occupied Housing Units	12,521	-	14,096	14,334
Renter Occupied Housing Units	8,870	-	8,445	8,311
Median Age	33.8	-	36.7	37.4

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.07%	-0.02%	0.30%
Households	0.09%	0.18%	0.49%
Families	-0.01%	0.08%	0.44%
Owner HHs	0.34%	0.36%	0.66%
Median Household Income	2.62%	2.08%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,478	6.6%	1,310	5.8%
\$15,000 - \$24,999	1,512	6.7%	1,188	5.2%
\$25,000 - \$34,999	2,113	9.4%	1,802	8.0%
\$35,000 - \$49,999	3,572	15.8%	3,273	14.5%
\$50,000 - \$74,999	4,364	19.4%	4,236	18.7%
\$75,000 - \$99,999	2,151	9.5%	2,156	9.5%
\$100,000 - \$149,999	2,866	12.7%	3,151	13.9%
\$150,000 - \$199,999	2,301	10.2%	2,944	13.0%
\$200,000+	2,182	9.7%	2,583	11.4%
Median Household Income	\$62,444		\$71,052	
Average Household Income	\$101,214		\$116,073	
Per Capita Income	\$42,495		\$49,148	

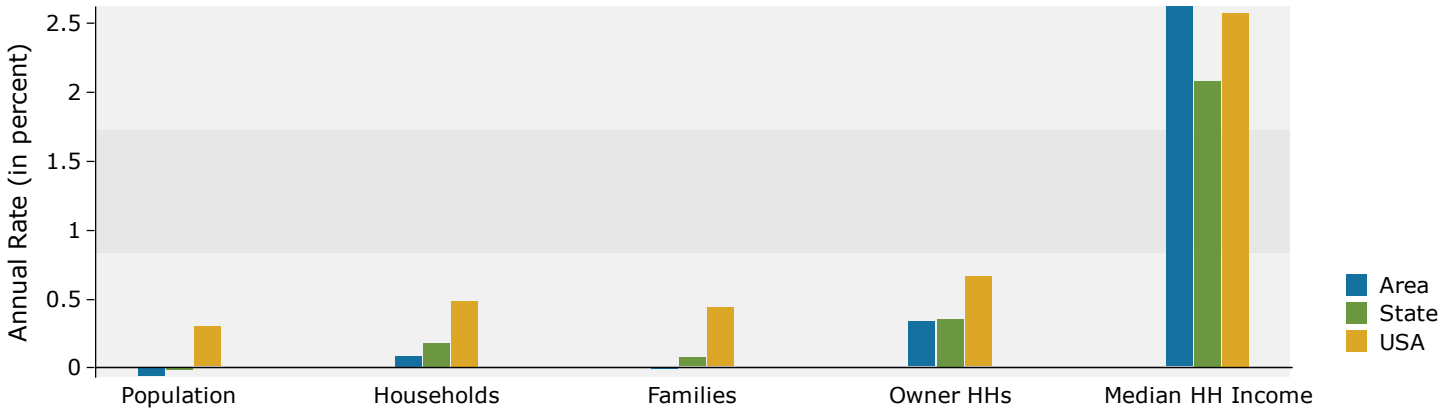
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,731	7.2%	3,261	6.1%	3,357	6.3%
5 - 9	3,364	6.5%	3,282	6.1%	3,195	6.0%
10 - 14	3,202	6.2%	3,292	6.1%	3,123	5.9%
15 - 19	3,263	6.3%	3,198	6.0%	3,041	5.7%
20 - 24	4,142	8.0%	3,521	6.6%	3,675	6.9%
25 - 34	8,996	17.4%	8,767	16.4%	8,254	15.5%
35 - 44	6,516	12.6%	7,822	14.6%	8,211	15.4%
45 - 54	7,246	14.0%	5,947	11.1%	6,113	11.5%
55 - 64	6,131	11.9%	6,347	11.8%	5,625	10.5%
65 - 74	2,958	5.7%	5,123	9.6%	4,954	9.3%
75 - 84	1,493	2.9%	2,241	4.2%	2,923	5.5%
85+	600	1.2%	764	1.4%	903	1.7%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	33,536	64.9%	28,329	52.6%	27,508	51.4%	26,234	49.2%
Black Alone	13,959	27.0%	16,240	30.1%	16,380	30.6%	16,468	30.9%
American Indian Alone	178	0.3%	162	0.3%	166	0.3%	175	0.3%
Asian Alone	1,918	3.7%	2,770	5.1%	2,782	5.2%	2,850	5.3%
Pacific Islander Alone	18	0.0%	18	0.0%	17	0.0%	17	0.0%
Some Other Race Alone	1,171	2.3%	2,737	5.1%	2,908	5.4%	3,404	6.4%
Two or More Races	863	1.7%	3,648	6.8%	3,802	7.1%	4,226	7.9%
Hispanic Origin (Any Race)	2,882	5.6%	5,420	10.1%	5,740	10.7%	6,405	12.0%

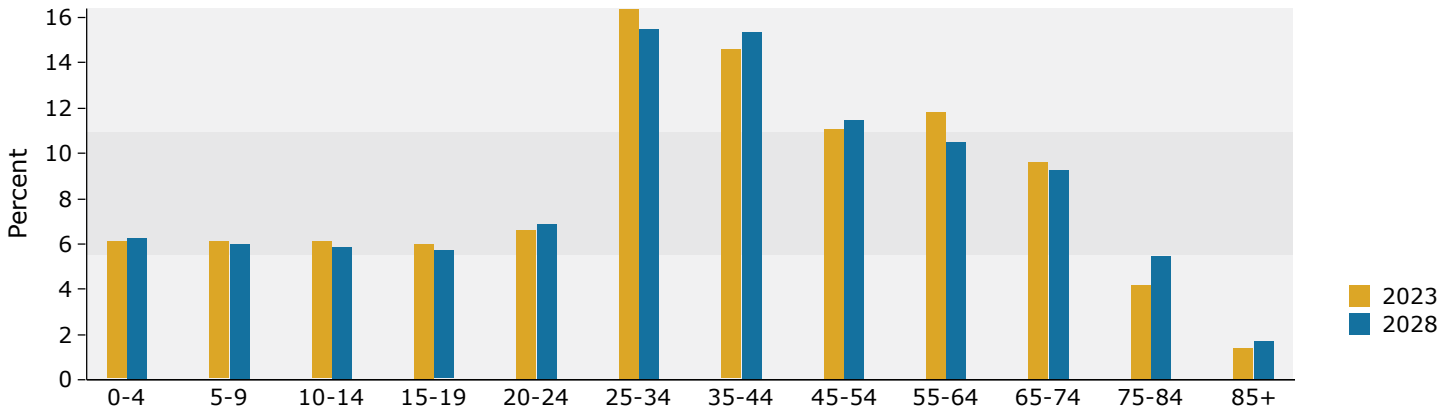
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

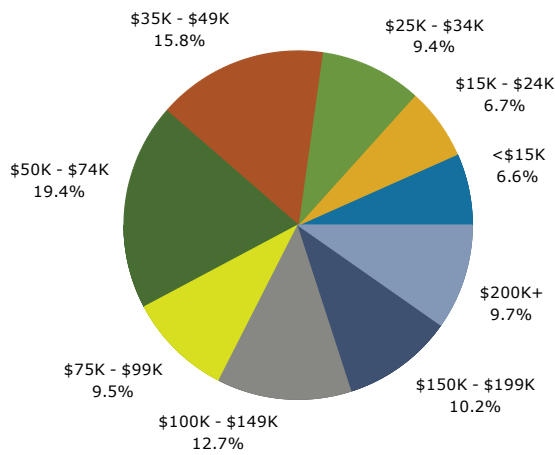
## Trends 2023-2028



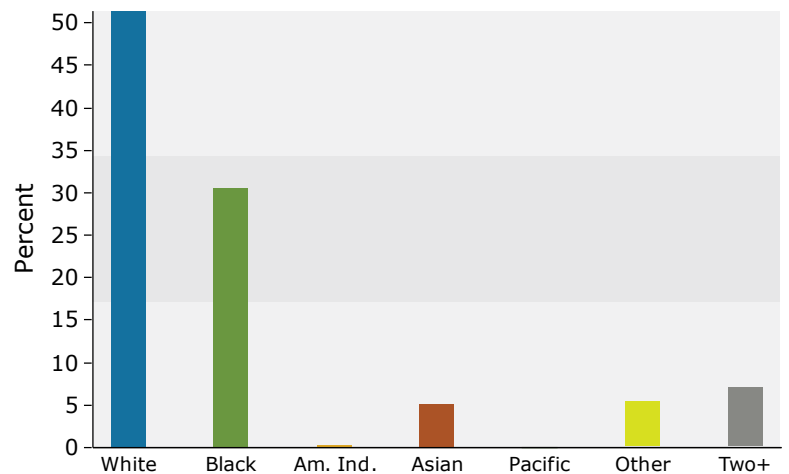
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 10.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Demographic and Income Profile

5551 Jones Creek Rd, Baton Rouge, Louisiana, 70817  
 Ring band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 30.40298  
 Longitude: -91.01626

Summary	Census 2010	Census 2020	2023	2028
Population	78,293	83,549	83,651	83,171
Households	31,744	33,839	33,980	34,090
Families	20,406	-	20,749	20,695
Average Household Size	2.44	2.42	2.42	2.40
Owner Occupied Housing Units	21,423	-	23,387	23,724
Renter Occupied Housing Units	10,321	-	10,593	10,366
Median Age	36.1	-	38.4	39.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.12%	-0.02%	0.30%
Households	0.06%	0.18%	0.49%
Families	-0.05%	0.08%	0.44%
Owner HHs	0.29%	0.36%	0.66%
Median Household Income	2.68%	2.08%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	2,765	8.1%	2,438	7.2%
\$15,000 - \$24,999	2,426	7.1%	1,900	5.6%
\$25,000 - \$34,999	2,864	8.4%	2,497	7.3%
\$35,000 - \$49,999	4,477	13.2%	4,037	11.8%
\$50,000 - \$74,999	6,531	19.2%	6,345	18.6%
\$75,000 - \$99,999	3,492	10.3%	3,712	10.9%
\$100,000 - \$149,999	4,648	13.7%	4,989	14.6%
\$150,000 - \$199,999	3,087	9.1%	3,871	11.4%
\$200,000+	3,689	10.9%	4,301	12.6%
Median Household Income	\$64,855		\$74,040	
Average Household Income	\$105,443		\$120,060	
Per Capita Income	\$42,627		\$48,975	

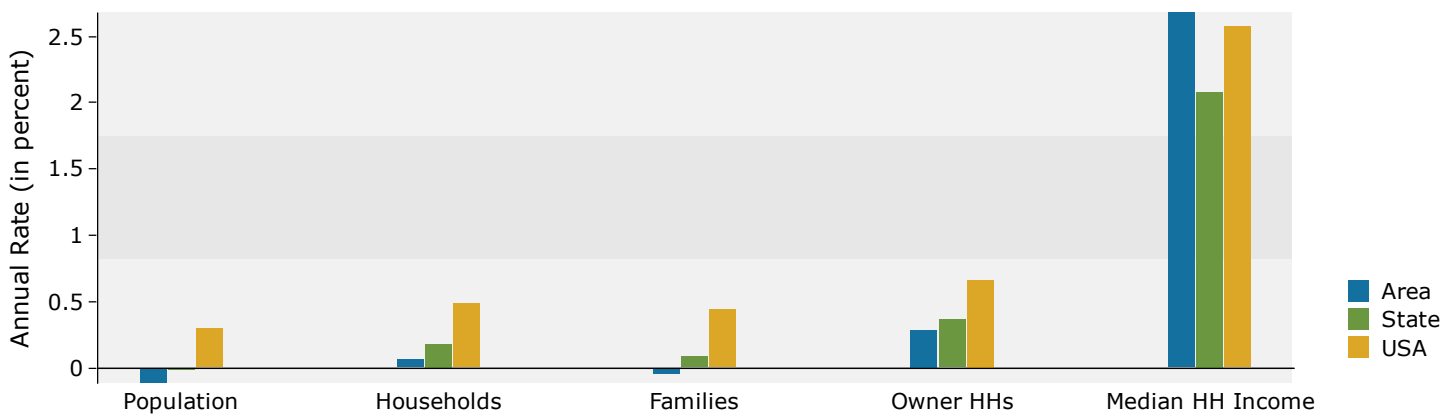
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,391	6.9%	5,033	6.0%	5,063	6.1%
5 - 9	4,965	6.3%	5,190	6.2%	5,041	6.1%
10 - 14	4,971	6.3%	5,211	6.2%	5,087	6.1%
15 - 19	4,894	6.3%	4,677	5.6%	4,700	5.7%
20 - 24	5,648	7.2%	5,152	6.2%	4,976	6.0%
25 - 34	12,195	15.6%	12,196	14.6%	11,223	13.5%
35 - 44	9,651	12.3%	11,816	14.1%	12,294	14.8%
45 - 54	10,543	13.5%	9,099	10.9%	9,490	11.4%
55 - 64	9,518	12.2%	9,786	11.7%	8,735	10.5%
65 - 74	5,450	7.0%	8,782	10.5%	8,745	10.5%
75 - 84	3,536	4.5%	4,722	5.6%	5,604	6.7%
85+	1,532	2.0%	1,987	2.4%	2,212	2.7%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	49,645	63.4%	43,289	51.8%	42,500	50.8%	40,744	49.0%
Black Alone	21,873	27.9%	25,630	30.7%	25,928	31.0%	25,820	31.0%
American Indian Alone	211	0.3%	306	0.4%	316	0.4%	327	0.4%
Asian Alone	3,551	4.5%	4,458	5.3%	4,490	5.4%	4,542	5.5%
Pacific Islander Alone	24	0.0%	22	0.0%	22	0.0%	22	0.0%
Some Other Race Alone	1,758	2.2%	4,829	5.8%	5,120	6.1%	5,879	7.1%
Two or More Races	1,231	1.6%	5,015	6.0%	5,276	6.3%	5,836	7.0%
Hispanic Origin (Any Race)	4,316	5.5%	8,440	10.1%	8,971	10.7%	9,974	12.0%

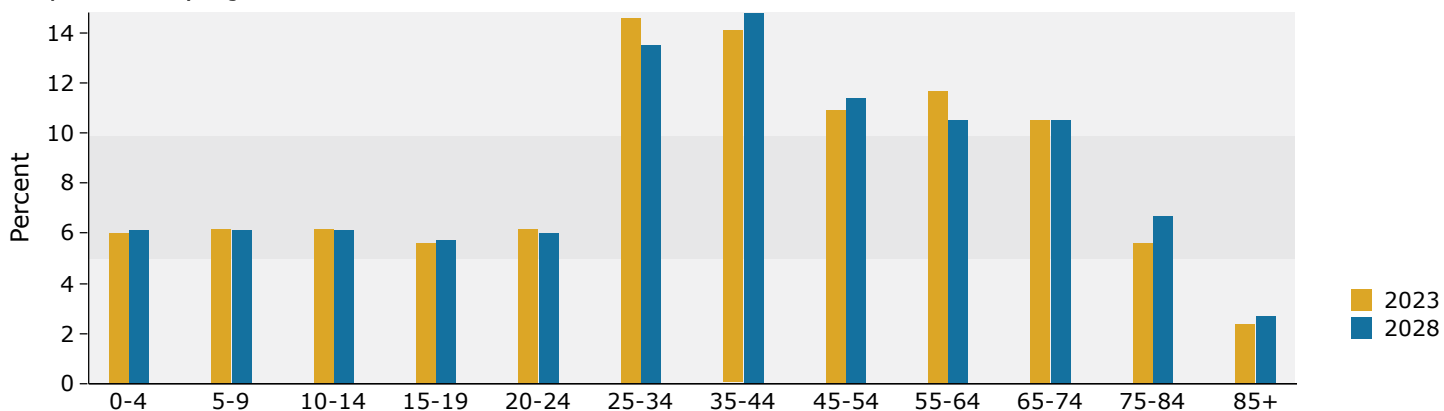
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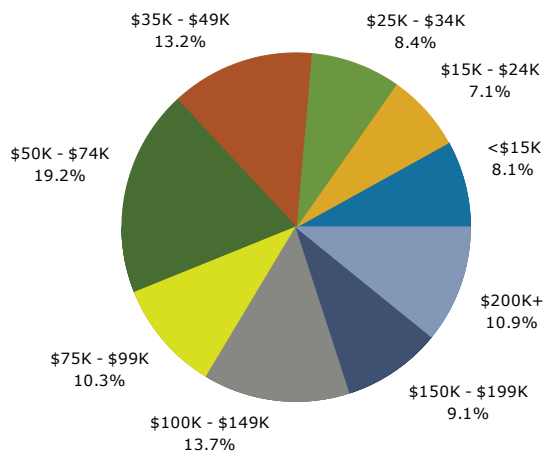
## Trends 2023-2028



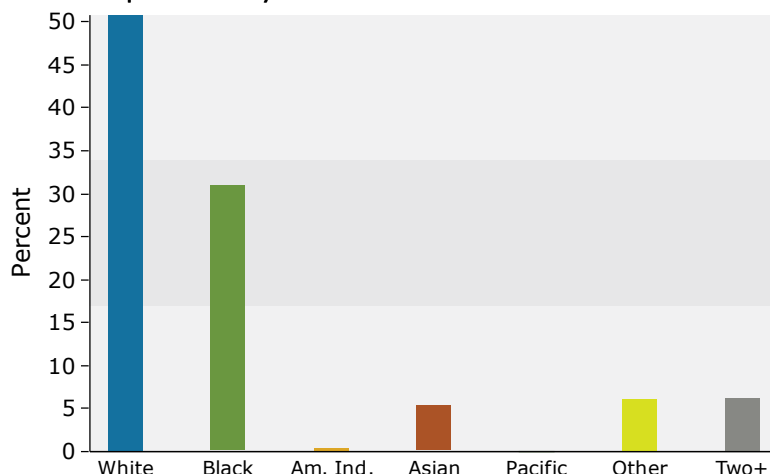
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 10.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.