



Executive Summary

9550 Airline Hwy, Baton Rouge, Louisiana, 70815
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 30.43462
Longitude: -91.08366

	1 mile	3 miles	5 miles
Population			
2010 Population	7,178	77,163	204,213
2020 Population	7,313	78,305	205,896
2023 Population	7,304	77,831	205,017
2028 Population	7,336	77,243	203,759
2010-2020 Annual Rate	0.19%	0.15%	0.08%
2020-2023 Annual Rate	-0.04%	-0.19%	-0.13%
2023-2028 Annual Rate	0.09%	-0.15%	-0.12%
2023 Male Population	47.5%	47.6%	47.8%
2023 Female Population	52.5%	52.4%	52.2%
2023 Median Age	46.4	37.9	37.6

In the identified area, the current year population is 205,017. In 2020, the Census count in the area was 205,896. The rate of change since 2020 was -0.13% annually. The five-year projection for the population in the area is 203,759 representing a change of -0.12% annually from 2023 to 2028. Currently, the population is 47.8% male and 52.2% female.

Median Age

The median age in this area is 37.6, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	67.8%	43.4%	41.0%
2023 Black Alone	18.8%	40.0%	44.7%
2023 American Indian/Alaska Native Alone	0.2%	0.4%	0.3%
2023 Asian Alone	4.5%	4.6%	3.9%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	1.9%	5.8%	4.6%
2023 Two or More Races	6.7%	5.8%	5.4%
2023 Hispanic Origin (Any Race)	5.6%	9.9%	8.4%

Persons of Hispanic origin represent 8.4% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.3 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	122	74	78
2010 Households	2,989	33,800	85,433
2020 Households	2,975	34,023	87,266
2023 Households	3,011	34,088	87,485
2028 Households	3,053	34,137	87,707
2010-2020 Annual Rate	-0.05%	0.07%	0.21%
2020-2023 Annual Rate	0.37%	0.06%	0.08%
2023-2028 Annual Rate	0.28%	0.03%	0.05%
2023 Average Household Size	2.41	2.24	2.31

The household count in this area has changed from 87,266 in 2020 to 87,485 in the current year, a change of 0.08% annually. The five-year projection of households is 87,707, a change of 0.05% annually from the current year total. Average household size is currently 2.31, compared to 2.33 in the year 2020. The number of families in the current year is 48,774 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

September 07, 2023



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Mortgage Income			
2023 Percent of Income for Mortgage	20.3%	26.4%	25.7%
Median Household Income			
2023 Median Household Income	\$69,405	\$52,404	\$53,974
2028 Median Household Income	\$79,683	\$57,530	\$60,197
2023-2028 Annual Rate	2.80%	1.88%	2.21%
Average Household Income			
2023 Average Household Income	\$107,207	\$83,474	\$88,591
2028 Average Household Income	\$123,944	\$95,375	\$101,496
2023-2028 Annual Rate	2.94%	2.70%	2.76%
Per Capita Income			
2023 Per Capita Income	\$45,516	\$36,906	\$37,769
2028 Per Capita Income	\$53,092	\$42,540	\$43,638
2023-2028 Annual Rate	3.13%	2.88%	2.93%
GINI Index			
2023 Gini Index	40.2	44.8	45.1

Households by Income

Current median household income is \$53,974 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$60,197 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$88,591 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$101,496 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$37,769 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$43,638 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	124	96	99
2010 Total Housing Units	3,143	37,043	93,037
2010 Owner Occupied Housing Units	2,394	17,448	48,410
2010 Renter Occupied Housing Units	595	16,357	37,031
2010 Vacant Housing Units	154	3,243	7,604
2020 Total Housing Units	3,141	38,248	97,921
2020 Vacant Housing Units	166	4,225	10,655
2023 Total Housing Units	3,202	38,754	99,327
2023 Owner Occupied Housing Units	2,477	17,653	51,455
2023 Renter Occupied Housing Units	534	16,435	36,030
2023 Vacant Housing Units	191	4,666	11,842
2028 Total Housing Units	3,241	39,013	100,117
2028 Owner Occupied Housing Units	2,532	17,884	52,228
2028 Renter Occupied Housing Units	521	16,253	35,479
2028 Vacant Housing Units	188	4,876	12,410
Socioeconomic Status Index			
2023 Socioeconomic Status Index	61.2	48.6	48.3

Currently, 51.8% of the 99,327 housing units in the area are owner occupied; 36.3%, renter occupied; and 11.9% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 97,921 housing units in the area and 10.9% vacant housing units. The annual rate of change in housing units since 2020 is 0.44%. Median home value in the area is \$230,639, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 3.08% annually to \$268,396.

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