

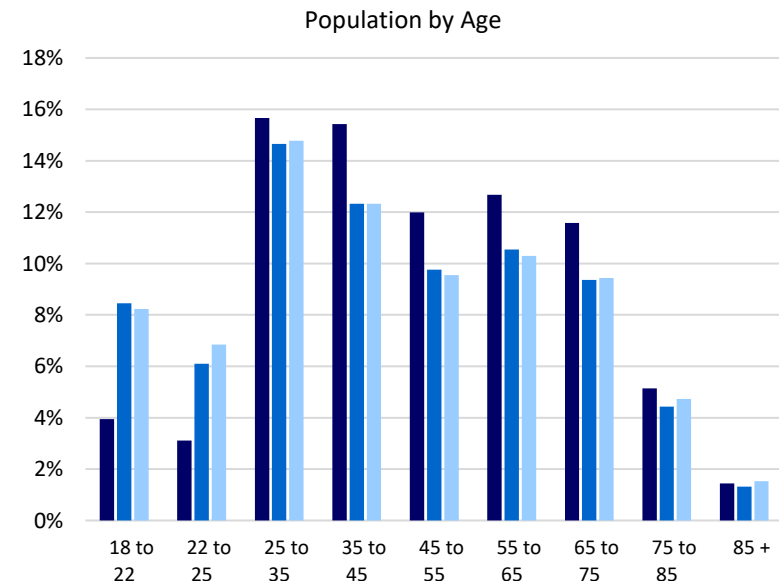
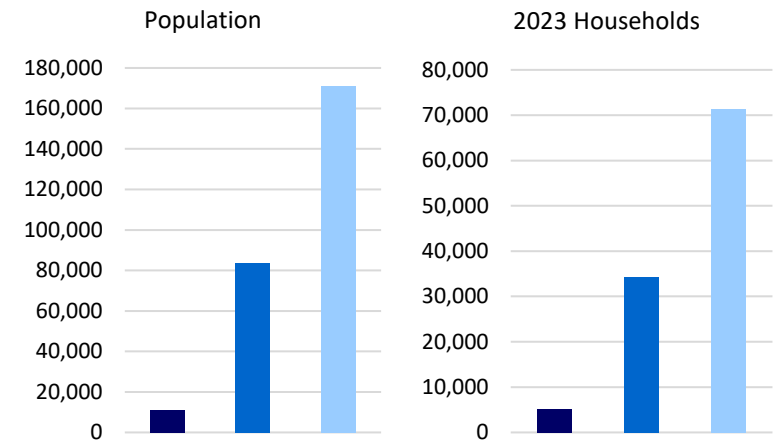
# Demographics near 3529 Cole Dr Baton Rouge, LA



## Consumer Profile Report

STI: PopStats, 2023 Q4

|                                | 1 Mile |       | 3 Miles |       | 5 Miles |       |
|--------------------------------|--------|-------|---------|-------|---------|-------|
| <b>Current</b>                 |        |       |         |       |         |       |
| 2023 Population                | 11,040 | ---   | 83,636  | ---   | 171,157 | ---   |
| 2028 Projected Population      | 10,018 | ---   | 76,127  | ---   | 157,947 | ---   |
| Pop Growth (%)                 | -9.3%  | ---   | -9.0%   | ---   | -7.7%   | ---   |
| 2023 Households                | 5,158  | ---   | 34,272  | ---   | 71,370  | ---   |
| 2028 Projected Households      | 4,665  | ---   | 30,861  | ---   | 65,566  | ---   |
| HH Growth (%)                  | -9.6%  | ---   | -10.0%  | ---   | -8.1%   | ---   |
| <b>Census Year</b>             |        |       |         |       |         |       |
| 2000 Population                | 12,530 | ---   | 90,571  | ---   | 177,950 | ---   |
| 2010 Population                | 11,208 | ---   | 86,037  | ---   | 176,066 | ---   |
| Pop Growth (%)                 | -10.5% | ---   | -5.0%   | ---   | -1.1%   | ---   |
| 2000 Households                | 5,652  | ---   | 35,878  | ---   | 71,238  | ---   |
| 2010 Households                | 5,238  | ---   | 35,368  | ---   | 73,499  | ---   |
| HH Growth (%)                  | -7.3%  | ---   | -1.4%   | ---   | 3.2%    | ---   |
| <b>Total Population by Age</b> |        |       |         |       |         |       |
| Average Age (2023)             | 41.0   |       | 37.1    |       | 37.4    |       |
| <b>Children (2023)</b>         |        |       |         |       |         |       |
| 0 - 4 Years                    | 699    |       | 5,079   |       | 10,462  |       |
| 5 - 9 Years                    | 574    |       | 4,397   |       | 9,228   |       |
| 10-13 Years                    | 407    |       | 3,430   |       | 7,239   |       |
| 14-17 Years                    | 419    |       | 6,371   |       | 11,180  |       |
| <b>Adults (2023)</b>           |        |       |         |       |         |       |
| 18 to 22                       | 436    | 3.9%  | 7,075   | 8.5%  | 14,076  | 8.2%  |
| 22 to 25                       | 344    | 3.1%  | 5,099   | 6.1%  | 11,728  | 6.9%  |
| 25 to 35                       | 1,730  | 15.7% | 12,253  | 14.6% | 25,290  | 14.8% |
| 35 to 45                       | 1,704  | 15.4% | 10,311  | 12.3% | 21,105  | 12.3% |
| 45 to 55                       | 1,323  | 12.0% | 8,166   | 9.8%  | 16,347  | 9.6%  |
| 55 to 65                       | 1,399  | 12.7% | 8,820   | 10.5% | 17,623  | 10.3% |
| 65 to 75                       | 1,279  | 11.6% | 7,831   | 9.4%  | 16,147  | 9.4%  |
| 75 to 85                       | 567    | 5.1%  | 3,702   | 4.4%  | 8,105   | 4.7%  |
| 85 +                           | 160    | 1.4%  | 1,103   | 1.3%  | 2,627   | 1.5%  |



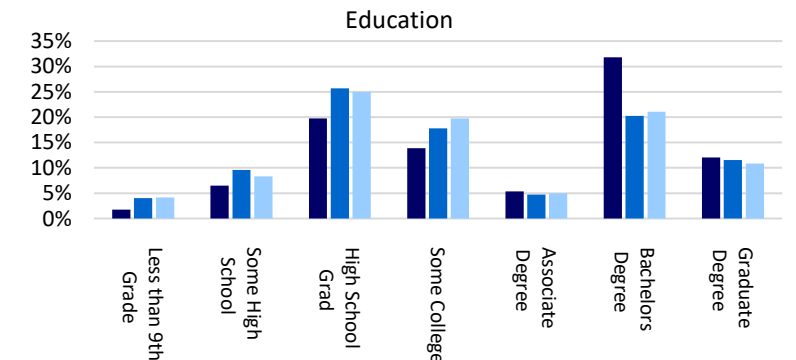
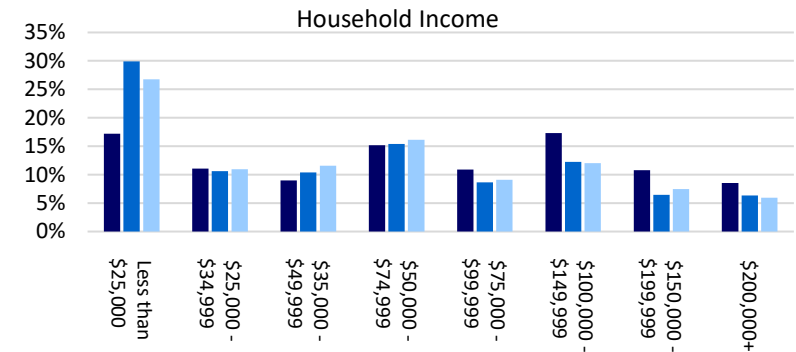
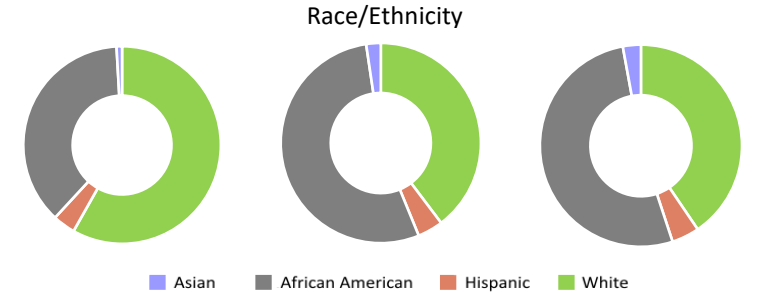
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STI: PopStats, 2023 Q4

|                                     | 1 Mile    |       | 3 Miles  |       | 5 Miles  |       |
|-------------------------------------|-----------|-------|----------|-------|----------|-------|
|                                     |           |       |          |       |          |       |
| Population by Race/Ethnicity (2023) |           |       |          |       |          |       |
| White, Non-Hispanic                 | 6,187     | 56.0% | 32,091   | 38.4% | 67,048   | 39.2% |
| Hispanic                            | 393       | 3.6%  | 3,328    | 4.0%  | 7,316    | 4.3%  |
| Black                               | 3,959     | 35.9% | 43,513   | 52.0% | 86,379   | 50.5% |
| Asian                               | 96        | 0.9%  | 1,899    | 2.3%  | 4,772    | 2.8%  |
| Language at Home (2023)             |           |       |          |       |          |       |
| Spanish                             | 147       | 1.4%  | 1,692    | 2.2%  | 3,787    | 2.4%  |
| Asian Language                      | 6         | 0.1%  | 1,083    | 1.4%  | 2,417    | 1.5%  |
| Ancestry (2023)                     |           |       |          |       |          |       |
| American Indian (ancestry)          | 23        | 0.2%  | 155      | 0.2%  | 301      | 0.2%  |
| Hawaiin (ancestry)                  | 8         | 0.1%  | 43       | 0.1%  | 58       | 0.0%  |
| Household Income (2023)             |           |       |          |       |          |       |
| Per Capita Income                   | \$47,937  | ---   | \$34,141 | ---   | \$35,379 | ---   |
| Average HH Income                   | \$102,605 | ---   | \$83,316 | ---   | \$84,844 | ---   |
| Median HH Income                    | \$69,830  | ---   | \$48,853 | ---   | \$50,843 | ---   |
| Less than \$25,000                  | 886       | 17.2% | 10,250   | 29.9% | 19,108   | 26.8% |
| \$25,000 - \$34,999                 | 570       | 11.1% | 3,635    | 10.6% | 7,823    | 11.0% |
| \$35,000 - \$49,999                 | 464       | 9.0%  | 3,563    | 10.4% | 8,266    | 11.6% |
| \$50,000 - \$74,999                 | 783       | 15.2% | 5,280    | 15.4% | 11,526   | 16.1% |
| \$75,000 - \$99,999                 | 563       | 10.9% | 2,955    | 8.6%  | 6,494    | 9.1%  |
| \$100,000 - \$149,999               | 894       | 17.3% | 4,197    | 12.2% | 8,595    | 12.0% |
| \$150,000 - \$199,999               | 556       | 10.8% | 2,218    | 6.5%  | 5,311    | 7.4%  |
| \$200,000+                          | 441       | 8.6%  | 2,175    | 6.3%  | 4,248    | 6.0%  |
| Education (2023)                    |           |       |          |       |          |       |
| Less than 9th Grade                 | 143       | 1.8%  | 2,104    | 4.0%  | 4,454    | 4.2%  |
| Some High School                    | 527       | 6.5%  | 5,007    | 9.6%  | 8,900    | 8.3%  |
| High School Grad                    | 1,611     | 19.7% | 13,398   | 25.7% | 26,813   | 25.0% |
| Some College                        | 1,134     | 13.9% | 9,270    | 17.8% | 21,192   | 19.8% |
| Associate Degree                    | 435       | 5.3%  | 2,467    | 4.7%  | 5,324    | 5.0%  |
| Bachelors Degree                    | 2,593     | 31.8% | 10,572   | 20.3% | 22,620   | 21.1% |
| Graduate Degree                     | 985       | 12.1% | 6,017    | 11.5% | 11,632   | 10.8% |



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|                                    | 1 Mile |       | 3 Miles |       | 5 Miles |       |
|------------------------------------|--------|-------|---------|-------|---------|-------|
| <b>Family Structure (2023)</b>     | 2,260  |       | 16,921  |       | 35,877  |       |
| Single - Male                      | 105    | 4.7%  | 908     | 5.4%  | 1,937   | 5.4%  |
| Single - Female                    | 334    | 14.8% | 3,833   | 22.7% | 7,268   | 20.3% |
| Single Parent - Male               | 26     | 1.2%  | 754     | 4.5%  | 1,335   | 3.7%  |
| Single Parent - Female             | 280    | 12.4% | 3,070   | 18.1% | 6,207   | 17.3% |
| Married w/ Children                | 494    | 21.9% | 2,562   | 15.1% | 5,802   | 16.2% |
| Married w/out Children             | 1,021  | 45.2% | 5,794   | 34.2% | 13,327  | 37.1% |
| <b>Household Size (2023)</b>       |        |       |         |       |         |       |
| 1 Person                           | 2,258  | 43.8% | 14,020  | 40.9% | 27,255  | 38.2% |
| 2 Persons                          | 1,531  | 29.7% | 10,001  | 29.2% | 21,460  | 30.1% |
| 3 Persons                          | 651    | 12.6% | 4,549   | 13.3% | 10,237  | 14.3% |
| 4 Persons                          | 430    | 8.3%  | 3,096   | 9.0%  | 6,916   | 9.7%  |
| 5+ Persons                         | 287    | 5.6%  | 2,607   | 7.6%  | 5,502   | 7.7%  |
| <b>Home Ownership (2023)</b>       | 5,158  |       | 34,272  |       | 71,370  |       |
| Owners                             | 2,789  | 54.1% | 15,312  | 44.7% | 34,534  | 48.4% |
| Renters                            | 2,369  | 45.9% | 18,960  | 55.3% | 36,836  | 51.6% |
| <b>Components of Change (2023)</b> |        |       |         |       |         |       |
| Births                             | 144    | 1.3%  | 1,091   | 1.3%  | 2,484   | 1.5%  |
| Deaths                             | 106    | 1.0%  | 727     | 0.9%  | 1,570   | 0.9%  |
| Migration                          | 0      | 0.0%  | -388    | -0.5% | -1,895  | -1.1% |
| <b>Unemployment Rate (2023)</b>    | 1.5%   |       | 3.8%    |       | 3.6%    |       |
| <b>Employment, Pop 16+ (2023)</b>  | 9,169  |       | 68,302  |       | 139,554 |       |
| Armed Services                     | 2      | 0.0%  | 10      | 0.0%  | 97      | 0.1%  |
| Civilian                           | 6,314  | 68.9% | 41,348  | 60.5% | 85,832  | 61.5% |
| Employed                           | 6,219  | 67.8% | 39,753  | 58.2% | 82,823  | 59.3% |
| Unemployed                         | 95     | 1.0%  | 1,595   | 2.3%  | 3,009   | 2.2%  |
| Not in Labor Force                 | 2,855  | 31.1% | 26,954  | 39.5% | 53,723  | 38.5% |
| <b>Businesses</b>                  |        |       |         |       |         |       |
| Establishments                     | 720    | ---   | 4,869   | ---   | 9,497   | ---   |
| Employees (FTEs)                   | 6,881  | ---   | 64,898  | ---   | 127,669 | ---   |

