



Executive Summary

5637 Superior Dr, Baton Rouge, Louisiana, 70816
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 30.40390
 Longitude: -91.04875

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population			
2010 Population	11,220	58,594	96,505
2020 Population	11,922	62,625	98,981
2023 Population	11,829	63,568	97,953
2028 Population	11,687	64,114	96,936
2010-2020 Annual Rate	0.61%	0.67%	0.25%
2020-2023 Annual Rate	-0.24%	0.46%	-0.32%
2023-2028 Annual Rate	-0.24%	0.17%	-0.21%
2023 Male Population	48.1%	48.1%	48.2%
2023 Female Population	51.9%	51.9%	51.8%
2023 Median Age	37.2	37.8	38.9

In the identified area, the current year population is 97,953. In 2020, the Census count in the area was 98,981. The rate of change since 2020 was -0.32% annually. The five-year projection for the population in the area is 96,936 representing a change of -0.21% annually from 2023 to 2028. Currently, the population is 48.2% male and 51.8% female.

Median Age

The median age in this area is 38.9, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	49.0%	51.2%	50.7%
2023 Black Alone	29.9%	31.9%	32.1%
2023 American Indian/Alaska Native Alone	0.3%	0.3%	0.4%
2023 Asian Alone	6.1%	5.2%	5.3%
2023 Pacific Islander Alone	0.1%	0.0%	0.0%
2023 Other Race	7.7%	4.4%	5.4%
2023 Two or More Races	7.1%	7.0%	6.1%
2023 Hispanic Origin (Any Race)	13.3%	9.3%	9.7%

Persons of Hispanic origin represent 9.7% 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 69.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	77	85	111
2010 Households	5,086	24,876	39,081
2020 Households	5,521	26,322	40,817
2023 Households	5,499	26,703	40,842
2028 Households	5,474	27,133	40,826
2010-2020 Annual Rate	0.82%	0.57%	0.44%
2020-2023 Annual Rate	-0.12%	0.44%	0.02%
2023-2028 Annual Rate	-0.09%	0.32%	-0.01%
2023 Average Household Size	2.15	2.35	2.37

The household count in this area has changed from 40,817 in 2020 to 40,842 in the current year, a change of 0.02% annually. The five-year projection of households is 40,826, a change of -0.01% annually from the current year total. Average household size is currently 2.37, compared to 2.40 in the year 2020. The number of families in the current year is 24,972 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.



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Mortgage Income			
2023 Percent of Income for Mortgage	26.5%	23.8%	24.0%
Median Household Income			
2023 Median Household Income	\$57,691	\$62,742	\$66,050
2028 Median Household Income	\$63,963	\$71,438	\$75,373
2023-2028 Annual Rate	2.09%	2.63%	2.68%
Average Household Income			
2023 Average Household Income	\$90,675	\$97,785	\$109,724
2028 Average Household Income	\$104,189	\$112,290	\$124,809
2023-2028 Annual Rate	2.82%	2.80%	2.61%
Per Capita Income			
2023 Per Capita Income	\$40,405	\$41,569	\$45,595
2028 Per Capita Income	\$46,797	\$48,058	\$52,389
2023-2028 Annual Rate	2.98%	2.94%	2.82%
GINI Index			
2023 Gini Index	42.2	41.9	42.2
Households by Income			
Current median household income is \$66,050 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$75,373 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$109,724 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$124,809 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$45,595 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$52,389 in five years, compared to \$47,525 for all U.S. households			
Housing			
2023 Housing Affordability Index	95	106	105
2010 Total Housing Units	5,470	26,532	42,157
2010 Owner Occupied Housing Units	2,527	14,688	26,352
2010 Renter Occupied Housing Units	2,566	10,181	12,728
2010 Vacant Housing Units	384	1,656	3,076
2020 Total Housing Units	6,027	29,110	44,947
2020 Vacant Housing Units	506	2,788	4,130
2023 Total Housing Units	6,064	29,888	45,474
2023 Owner Occupied Housing Units	2,649	17,221	27,331
2023 Renter Occupied Housing Units	2,850	9,482	13,511
2023 Vacant Housing Units	565	3,185	4,632
2028 Total Housing Units	6,080	30,412	45,741
2028 Owner Occupied Housing Units	2,683	17,793	27,560
2028 Renter Occupied Housing Units	2,792	9,341	13,265
2028 Vacant Housing Units	606	3,279	4,915
Socioeconomic Status Index			
2023 Socioeconomic Status Index	57.2	52.2	52.2

Currently, 60.1% of the 45,474 housing units in the area are owner occupied; 29.7%, renter occupied; and 10.2% 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 44,947 housing units in the area and 9.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.36%. Median home value in the area is \$264,064, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 3.69% annually to \$316,496.

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