

Key Facts

7731 Perkins Rd, Baton Rouge, Louisiana, 70810
Ring of 1 mile

KEY FACTS

6,828

Population



1.9

Average Household Size

39.5

Median Age

\$60,182

Median Household Income

EDUCATION

7.4%

No High School Diploma



15.1%

High School Graduate



34.9%

Some College/
Associate's Degree



42.6%

Bachelor's/Grad/
Prof Degree

BUSINESS



1,075

Total Businesses



24,470

Total Employees

EMPLOYMENT



75.7%

White Collar



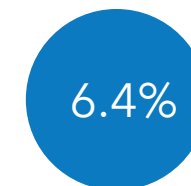
18.5%

Blue Collar



5.8%

Services



6.4%

Unemployment Rate

INCOME



\$60,182

Median Household Income



\$43,835

Per Capita Income



\$56,514

Median Net Worth

2026 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (18.1%)

The smallest group: \$150,000 - \$199,999 (5.7%)

Indicator ⓘ	Value	Diff	
<\$15,000	15.9%	+0.6%	
\$15,000 - \$24,999	6.9%	-0.9%	
\$25,000 - \$34,999	7.7%	+2.1%	
\$35,000 - \$49,999	11.6%	+2.7%	
\$50,000 - \$74,999	17.8%	+2.0%	
\$75,000 - \$99,999	9.7%	-2.6%	
\$100,000 - \$149,999	18.1%	+2.3%	
\$150,000 - \$199,999	5.7%	-1.3%	
\$200,000+	6.5%	-5.0%	

Bars show deviation from

East Baton Rouge Parish

Key Facts

7731 Perkins Rd, Baton Rouge, Louisiana, 70810
Ring of 3 miles

KEY FACTS

67,240

Population



2.1

Average Household Size

38.4

Median Age

\$84,539

Median Household Income

EDUCATION

4.4%

No High School Diploma



13.9%

High School Graduate



22.7%

Some College/
Associate's Degree



59.0%

Bachelor's/Grad/
Prof Degree

BUSINESS



6,338

Total Businesses



96,894

Total Employees

EMPLOYMENT



70.9%

White Collar



14.6%

Blue Collar



14.4%

Services

2.6%

Unemployment Rate

INCOME



\$84,539

Median Household Income



\$61,231

Per Capita Income



\$220,948

Median Net Worth

2026 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (18.1%)

The smallest group: \$25,000 - \$34,999 (4.7%)

Indicator ⓘ	Value	Diff	
<\$15,000	10.4%	-4.9%	
\$15,000 - \$24,999	5.6%	-2.2%	
\$25,000 - \$34,999	4.7%	-0.9%	
\$35,000 - \$49,999	7.8%	-1.1%	
\$50,000 - \$74,999	15.1%	-0.7%	
\$75,000 - \$99,999	14.0%	+1.7%	
\$100,000 - \$149,999	18.1%	+2.3%	
\$150,000 - \$199,999	8.9%	+1.9%	
\$200,000+	15.4%	+3.9%	

Bars show deviation from

East Baton Rouge Parish

Key Facts

7731 Perkins Rd, Baton Rouge, Louisiana, 70810
Ring of 5 miles

KEY FACTS

192,220

Population



2.1

Average Household Size

34.4

Median Age

\$71,769

Median Household Income

EDUCATION

5.2%

No High School Diploma



19.2%

High School Graduate



23.3%

Some College/
Associate's Degree



52.3%

Bachelor's/Grad/
Prof Degree

BUSINESS



13,717

Total Businesses



200,444

Total Employees

EMPLOYMENT



68.1%

White Collar



16.1%

Blue Collar



15.8%

Services

3.5%

Unemployment Rate

INCOME



\$71,769

Median Household Income



\$49,804

Per Capita Income



\$131,168

Median Net Worth

2026 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (15.9%)

The smallest group: \$25,000 - \$34,999 (5.9%)

Indicator ⓘ	Value	Diff	
<\$15,000	14.4%	-0.9%	
\$15,000 - \$24,999	7.3%	-0.5%	
\$25,000 - \$34,999	5.9%	+0.3%	
\$35,000 - \$49,999	8.3%	-0.6%	
\$50,000 - \$74,999	15.8%	0	
\$75,000 - \$99,999	12.5%	+0.2%	
\$100,000 - \$149,999	15.9%	+0.1%	
\$150,000 - \$199,999	6.9%	-0.1%	
\$200,000+	13.1%	+1.6%	

Bars show deviation from

East Baton Rouge Parish