Market Profile

3132 College Dr, Baton Rouge, Louisiana, 70808 2
3132 College Dr, Baton Rouge, Louisiana, 70808
Rings: 3, 5, 10 mile radii

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	85,850	177,617	370,220
2010 Total Population	85,164	181,127	393,920
2021 Total Population	88,106	186,829	405,295
2021 Group Quarters	4,308	5,608	10,940
2026 Total Population	89,683	189,757	411,900
2021-2026 Annual Rate	0.36%	0.31%	0.32%
2021 Total Daytime Population	116,101	246,791	457,743
Workers	71,926	150,296	247,934
Residents	44,175	96,495	209,809
Household Summary			
2000 Households	36,229	72,798	141,728
2000 Average Household Size	2.17	2.33	2.51
2010 Households	37,503	76,543	155,564
2010 Average Household Size	2.16	2.29	2.46
2021 Households	38,660	78,815	159,698
2021 Average Household Size	2.17	2.30	2.47
2026 Households	39,338	80,042	162,238
2026 Average Household Size	2.17	2.30	2.47
2021-2026 Annual Rate	0.35%	0.31%	0.32%
2010 Families	17,179	39,355	93,969
2010 Average Family Size	2.93	3.03	3.10
2021 Families	16,876	38,862	93,658
2021 Average Family Size	2.97	3.07	3.14
2026 Families	16,929	38,971	94,329
2026 Average Family Size	2.99	3.09	3.15
2021-2026 Annual Rate	0.06%	0.06%	0.14%
Housing Unit Summary			
2000 Housing Units	39,923	80,121	153,556
Owner Occupied Housing Units	41.2%	45.1%	54.7%
Renter Occupied Housing Units	49.6%	45.7%	37.6%
Vacant Housing Units	9.3%	9.1%	7.7%
2010 Housing Units	41,966	85,091	169,836
Owner Occupied Housing Units	38.9%	43.0%	52.1%
Renter Occupied Housing Units	50.5%	46.9%	39.5%
Vacant Housing Units	10.6%	10.0%	8.4%
2021 Housing Units	44,149	89,864	179,326
Owner Occupied Housing Units	36.2%	40.2%	49.6%
Renter Occupied Housing Units	51.4%	47.5%	39.4%
Vacant Housing Units	12.4%	12.3%	10.9%
2026 Housing Units	45,297	92,086	183,894
Owner Occupied Housing Units	36.1%	40.2%	49.7%
Renter Occupied Housing Units	50.7%	46.7%	38.5%
Vacant Housing Units	13.2%	13.1%	11.8%
Median Household Income			
2021	$47,753	$47,349	$54,629
2026	$52,958	$52,390	$59,413
Median Home Value			
2021	$290,874	$223,545	$208,756
2026	$347,027	$263,860	$241,076
Per Capita Income			
2021	$35,812	$32,377	$32,092
2026	$39,271	$35,651	$35,447
Median Age			
2010	29.8	30.7	32.3
2021	31.8	33.2	34.7
2026	32.5	34.1	35.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021

Market Profile

3132 College Dr, Baton Rouge, Louisiana, 70808 2
3132 College Dr, Baton Rouge, Louisiana, 70808
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 30.42058
Longitude: -91.14242

	3 miles	5 miles	10 miles
2021 Households by Income			
Household Income Base	38,660	78,815	159,698
<$15,000	20.5%	19.5%	14.9%
$15,000 - $24,999	11.3%	11.1%	9.9%
$25,000 - $34,999	9.6%	10.1%	9.7%
$35,000 - $49,999	9.8%	10.8%	11.3%
$50,000 - $74,999	13.7%	15.2%	16.8%
$75,000 - $99,999	9.9%	10.0%	11.4%
$100,000 - $149,999	10.9%	10.6%	12.6%
$150,000 - $199,999	5.8%	5.6%	6.3%
$200,000+	8.6%	7.2%	7.1%
Average Household Income	$81,214	$76,408	$81,105
2026 Households by Income			
Household Income Base	39,338	80,042	162,238
<$15,000	18.9%	18.1%	13.6%
$15,000 - $24,999	10.5%	10.3%	9.0%
$25,000 - $34,999	9.4%	9.6%	9.0%
$35,000 - $49,999	8.9%	9.9%	10.3%
$50,000 - $74,999	14.1%	15.6%	17.1%
$75,000 - $99,999	10.7%	10.9%	12.2%
$100,000 - $149,999	11.7%	11.5%	13.6%
$150,000 - $199,999	6.5%	6.4%	7.3%
$200,000+	9.2%	7.8%	7.8%
Average Household Income	$89,170	$84,163	$89,651
2021 Owner Occupied Housing Units by Value			
Total	15,963	36,095	88,934
<$50,000	3.5%	4.5%	3.9%
$50,000 - $99,999	8.3%	11.3%	9.5%
$100,000 - $149,999	7.0%	12.4%	14.8%
$150,000 - $199,999	9.5%	15.9%	19.3%
$200,000 - $249,999	12.8%	12.5%	14.8%
$250,000 - $299,999	10.9%	10.5%	10.2%
$300,000 - $399,999	16.9%	13.3%	12.7%
$400,000 - $499,999	11.2%	7.4%	5.8%
$500,000 - $749,999	11.4%	6.6%	5.2%
$750,000 - $999,999	4.5%	2.5%	1.7%
$1,000,000 - $1,499,999	2.5%	1.8%	1.2%
$1,500,000 - $1,999,999	0.9%	0.6%	0.3%
$2,000,000 +	0.6%	0.7%	0.6%
Average Home Value	$371,157	$302,210	$273,698
2026 Owner Occupied Housing Units by Value			
Total	16,357	36,995	91,437
<$50,000	2.1%	3.0%	2.3%
$50,000 - $99,999	4.5%	7.3%	5.5%
$100,000 - $149,999	4.5%	8.9%	10.5%
$150,000 - $199,999	8.3%	14.6%	18.3%
$200,000 - $249,999	11.6%	13.0%	16.3%
$250,000 - $299,999	10.4%	11.5%	11.6%
$300,000 - $399,999	18.2%	15.0%	15.0%
$400,000 - $499,999	14.0%	9.5%	7.6%
$500,000 - $749,999	15.0%	8.9%	7.1%
$750,000 - $999,999	5.9%	3.4%	2.4%
$1,000,000 - $1,499,999	3.5%	2.9%	1.9%
$1,500,000 - $1,999,999	1.1%	0.9%	0.5%
$2,000,000 +	0.8%	1.1%	0.9%
Average Home Value	$431,969	$360,911	$324,338

October 20, 2021

Market Profile

3132 College Dr, Baton Rouge, Louisiana, 70808 2
3132 College Dr, Baton Rouge, Louisiana, 70808
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 30.42058
Longitude: -91.14242

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	85,165	181,127	393,922
0 - 4	5.2%	6.1%	6.7%
5 - 9	4.7%	5.4%	6.3%
10 - 14	4.5%	5.3%	6.3%
15 - 24	25.6%	22.5%	18.8%
25 - 34	17.0%	16.4%	15.6%
35 - 44	9.9%	10.4%	11.5%
45 - 54	11.3%	11.9%	12.9%
55 - 64	10.5%	10.7%	11.2%
65 - 74	5.4%	5.7%	5.9%
75 - 84	3.6%	3.7%	3.4%
85 +	2.2%	2.0%	1.5%
18 +	82.7%	79.8%	76.9%
2021 Population by Age			
Total	88,106	186,832	405,298
0 - 4	4.7%	5.5%	6.0%
5 - 9	4.4%	5.2%	6.0%
10 - 14	4.3%	5.2%	6.0%
15 - 24	23.8%	20.1%	16.4%
25 - 34	18.0%	17.0%	16.0%
35 - 44	10.6%	11.6%	12.7%
45 - 54	8.9%	9.4%	10.3%
55 - 64	10.5%	11.0%	11.5%
65 - 74	8.4%	8.6%	9.0%
75 - 84	4.2%	4.3%	4.2%
85 +	2.3%	2.2%	1.8%
18 +	84.0%	81.2%	78.7%
2026 Population by Age			
Total	89,684	189,757	411,901
0 - 4	4.8%	5.5%	6.0%
5 - 9	4.3%	5.1%	5.9%
10 - 14	4.1%	5.0%	5.9%
15 - 24	23.5%	19.9%	16.2%
25 - 34	16.8%	15.6%	14.8%
35 - 44	11.7%	12.7%	13.8%
45 - 54	8.9%	9.6%	10.5%
55 - 64	9.4%	9.8%	10.3%
65 - 74	8.7%	9.1%	9.4%
75 - 84	5.4%	5.3%	5.3%
85 +	2.3%	2.3%	1.9%
18 +	84.3%	81.4%	78.9%
2010 Population by Sex			
Males	41,650	87,255	189,422
Females	43,514	93,872	204,498
2021 Population by Sex			
Males	43,310	90,597	196,084
Females	44,796	96,232	209,211
2026 Population by Sex			
Males	44,032	91,894	199,452
Females	45,651	97,864	212,447

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Market Profile

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	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	85,163	181,126	393,921
White Alone	59.1%	50.2%	47.2%
Black Alone	34.1%	43.6%	46.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.1%	3.3%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.4%	1.6%
Two or More Races	1.4%	1.3%	1.3%
Hispanic Origin	3.4%	3.8%	4.0%
Diversity Index	56.3	59.0	59.3
2021 Population by Race/Ethnicity			
Total	88,106	186,829	405,295
White Alone	55.6%	47.1%	44.1%
Black Alone	35.9%	45.0%	48.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.9%	4.0%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.8%	2.0%
Two or More Races	2.0%	1.9%	1.9%
Hispanic Origin	4.4%	4.9%	5.1%
Diversity Index	59.7	61.4	61.4
2026 Population by Race/Ethnicity			
Total	89,682	189,757	411,900
White Alone	53.6%	45.3%	42.3%
Black Alone	37.0%	45.9%	49.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.4%	4.4%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.0%	2.2%
Two or More Races	2.3%	2.2%	2.2%
Hispanic Origin	5.1%	5.6%	5.7%
Diversity Index	61.5	62.6	62.4
2010 Population by Relationship and Household Type			
Total	85,164	181,127	393,920
In Households	94.9%	96.9%	97.2%
In Family Households	60.8%	68.2%	76.3%
Householder	20.2%	21.8%	23.9%
Spouse	12.2%	12.3%	14.4%
Child	22.9%	27.2%	31.2%
Other relative	3.8%	4.6%	4.6%
Nonrelative	1.7%	2.3%	2.3%
In Nonfamily Households	34.1%	28.8%	20.9%
In Group Quarters	5.1%	3.1%	2.8%
Institutionalized Population	0.8%	0.8%	1.2%
Noninstitutionalized Population	4.3%	2.3%	1.6%

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	3 miles	5 miles	10 miles
2021 Population 25+ by Educational Attainment			
Total	55,399	119,793	265,943
Less than 9th Grade	2.5%	3.0%	2.7%
9th - 12th Grade, No Diploma	5.7%	6.9%	6.4%
High School Graduate	15.7%	19.8%	23.1%
GED/Alternative Credential	2.8%	3.4%	3.3%
Some College, No Degree	17.9%	20.3%	21.5%
Associate Degree	3.6%	4.3%	5.6%
Bachelor's Degree	27.4%	23.6%	22.5%
Graduate/Professional Degree	24.5%	18.7%	14.8%
2021 Population 15+ by Marital Status			
Total	76,352	157,329	332,596
Never Married	53.1%	50.6%	44.5%
Married	31.9%	32.5%	38.0%
Widowed	5.4%	5.9%	6.0%
Divorced	9.5%	11.0%	11.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	48,425	100,172	212,376
Population 16+ Employed	91.9%	91.4%	92.3%
Population 16+ Unemployment rate	8.1%	8.6%	7.7%
Population 16-24 Employed	22.8%	20.5%	16.5%
Population 16-24 Unemployment rate	10.8%	10.0%	11.1%
Population 25-54 Employed	58.5%	60.3%	63.4%
Population 25-54 Unemployment rate	7.2%	8.1%	6.9%
Population 55-64 Employed	11.4%	11.8%	12.9%
Population 55-64 Unemployment rate	8.6%	10.8%	8.6%
Population 65+ Employed	7.3%	7.3%	7.2%
Population 65+ Unemployment rate	5.0%	4.9%	4.5%
2021 Employed Population 16+ by Industry			
Total	44,521	91,574	196,046
Agriculture/Mining	1.1%	1.2%	0.9%
Construction	5.4%	7.4%	7.9%
Manufacturing	4.8%	5.5%	6.4%
Wholesale Trade	1.8%	1.9%	2.0%
Retail Trade	9.5%	10.8%	11.8%
Transportation/Utilities	3.0%	3.9%	5.0%
Information	1.8%	1.7%	1.7%
Finance/Insurance/Real Estate	5.5%	5.8%	6.2%
Services	61.8%	56.2%	51.9%
Public Administration	5.5%	5.7%	6.2%
2021 Employed Population 16+ by Occupation			
Total	44,521	91,573	196,046
White Collar	73.5%	67.0%	64.8%
Management/Business/Financial	18.4%	17.0%	16.3%
Professional	36.9%	30.6%	27.4%
Sales	9.3%	10.2%	10.3%
Administrative Support	8.8%	9.2%	10.9%
Services	15.2%	16.4%	16.3%
Blue Collar	11.3%	16.7%	18.9%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.2%	4.8%	5.3%
Installation/Maintenance/Repair	1.9%	2.3%	2.4%
Production	2.1%	3.1%	3.9%
Transportation/Material Moving	4.0%	6.2%	7.2%

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	3 miles	5 miles	10 miles
2010 Households by Type			
Total	37,503	76,543	155,564
Households with 1 Person	37.9%	34.9%	29.9%
Households with 2+ People	62.1%	65.1%	70.1%
Family Households	45.8%	51.4%	60.4%
Husband-wife Families	27.6%	29.1%	36.4%
With Related Children	10.4%	11.7%	15.5%
Other Family (No Spouse Present)	18.2%	22.3%	24.0%
Other Family with Male Householder	4.5%	5.2%	5.3%
With Related Children	1.9%	2.4%	2.8%
Other Family with Female Householder	13.8%	17.1%	18.7%
With Related Children	8.4%	10.8%	12.3%
Nonfamily Households	16.3%	13.7%	9.7%
All Households with Children	21.0%	25.2%	31.0%
Multigenerational Households	2.9%	4.1%	4.9%
Unmarried Partner Households	5.9%	6.6%	6.6%
Male-female	5.1%	5.8%	5.8%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	37,503	76,544	155,564
1 Person Household	37.9%	34.9%	29.9%
2 Person Household	33.5%	32.1%	31.9%
3 Person Household	13.8%	15.3%	16.6%
4 Person Household	9.0%	10.0%	12.1%
5 Person Household	3.6%	4.4%	5.6%
6 Person Household	1.3%	1.8%	2.3%
7 + Person Household	0.9%	1.3%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	37,503	76,543	155,564
Owner Occupied	43.5%	47.8%	56.8%
Owned with a Mortgage/Loan	27.0%	30.8%	39.0%
Owned Free and Clear	16.5%	17.0%	17.8%
Renter Occupied	56.5%	52.2%	43.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	97	126	155
Percent of Income for Mortgage	25.6%	19.8%	16.0%
Wealth Index	86	78	85
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	41,966	85,091	169,836
Housing Units Inside Urbanized Area	99.7%	99.6%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	0.4%	2.2%
2010 Population By Urban/ Rural Status			
Total Population	85,164	181,127	393,920
Population Inside Urbanized Area	99.8%	99.7%	97.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	0.3%	2.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Dorms to Diplomas (14C)	Modest Income Homes (12D)	In Style (5B)
2.	Emerald City (8B)	Dorms to Diplomas (14C)	Modest Income Homes (12D)
3.	Modest Income Homes (12D)	In Style (5B)	Dorms to Diplomas (14C)
2021 Consumer Spending			
Apparel & Services: Total $	$76,045,422	$145,191,388	$306,972,455
Average Spent	$1,967.03	$1,842.18	$1,922.21
Spending Potential Index	93	87	91
Education: Total $	$67,639,794	$123,195,006	$251,562,287
Average Spent	$1,749.61	$1,563.09	$1,575.24
Spending Potential Index	101	91	91
Entertainment/Recreation: Total $	$108,754,887	$209,627,520	$450,885,493
Average Spent	$2,813.11	$2,659.74	$2,823.36
Spending Potential Index	87	82	87
Food at Home: Total $	$187,159,089	$361,944,032	$772,323,437
Average Spent	$4,841.16	$4,592.32	$4,836.15
Spending Potential Index	89	84	89
Food Away from Home: Total $	$135,918,523	$258,708,427	$546,533,338
Average Spent	$3,515.74	$3,282.48	$3,422.29
Spending Potential Index	93	86	90
Health Care: Total $	$205,150,318	$402,113,970	$873,066,677
Average Spent	$5,306.53	$5,102.00	$5,466.99
Spending Potential Index	85	82	88
HH Furnishings & Equipment: Total $	$75,703,851	$146,166,149	$316,743,808
Average Spent	$1,958.20	$1,854.55	$1,983.39
Spending Potential Index	87	82	88
Personal Care Products & Services: Total $	$31,326,440	$60,186,927	$128,561,911
Average Spent	$810.31	$763.65	$805.03
Spending Potential Index	90	85	90
Shelter: Total $	$712,145,471	$1,351,138,482	$2,857,590,940
Average Spent	$18,420.73	$17,143.16	$17,893.72
Spending Potential Index	91	85	89
Support Payments/Cash Contributions/Gifts in Kind: Total $	$76,350,908	$148,518,410	$326,488,185
Average Spent	$1,974.93	$1,884.39	$2,044.41
Spending Potential Index	83	79	86
Travel: Total $	$82,471,739	$158,303,561	$346,236,144
Average Spent	$2,133.26	$2,008.55	$2,168.07
Spending Potential Index	84	79	86
Vehicle Maintenance & Repairs: Total $	$39,220,453	$75,557,116	$160,567,581
Average Spent	$1,014.50	$958.66	$1,005.45
Spending Potential Index	92	87	91

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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