



# Demographic and Income Comparison Profile

Cortana Mall  
9401 Cortana Pl, Baton Rouge, Louisiana, 70815  
Rings: 5, 7, 10 mile radii

Prepared by Esri  
Latitude: 30.45954  
Longitude: -91.08996

	5 miles	7 miles	10 miles
<b>Census 2010 Summary</b>			
Population	202,372	319,669	439,922
Households	81,789	128,060	172,911
Families	49,198	76,498	106,738
Average Household Size	2.44	2.43	2.48
Owner Occupied Housing Units	45,391	71,854	101,368
Renter Occupied Housing Units	36,398	56,206	71,543
Median Age	34.1	33.1	32.7
<b>2017 Summary</b>			
Population	203,879	326,771	455,555
Households	82,315	130,998	179,138
Families	48,268	76,176	108,043
Average Household Size	2.44	2.43	2.48
Owner Occupied Housing Units	41,497	66,598	96,395
Renter Occupied Housing Units	40,818	64,401	82,743
Median Age	35.5	34.4	34.1
Median Household Income	\$44,148	\$46,007	\$48,117
Average Household Income	\$66,506	\$69,614	\$72,011
<b>2022 Summary</b>			
Population	206,187	332,408	467,404
Households	83,237	133,364	183,875
Families	48,270	76,661	109,825
Average Household Size	2.44	2.43	2.48
Owner Occupied Housing Units	41,807	67,607	98,863
Renter Occupied Housing Units	41,430	65,758	85,012
Median Age	36.5	35.5	35.2
Median Household Income	\$48,926	\$50,951	\$52,809
Average Household Income	\$74,939	\$78,030	\$80,559
<b>Trends: 2017-2022 Annual Rate</b>			
Population	0.23%	0.34%	0.51%
Households	0.22%	0.36%	0.52%
Families	0.00%	0.13%	0.33%
Owner Households	0.15%	0.30%	0.51%
Median Household Income	2.08%	2.06%	1.88%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



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2017 Households by Income	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	13,693	16.6%	22,261	17.0%	29,773	16.6%
\$15,000 - \$24,999	11,105	13.5%	16,729	12.8%	22,011	12.3%
\$25,000 - \$34,999	8,950	10.9%	13,643	10.4%	18,013	10.1%
\$35,000 - \$49,999	10,904	13.2%	16,346	12.5%	21,901	12.2%
\$50,000 - \$74,999	13,235	16.1%	19,917	15.2%	27,370	15.3%
\$75,000 - \$99,999	8,129	9.9%	13,398	10.2%	18,875	10.5%
\$100,000 - \$149,999	9,414	11.4%	16,141	12.3%	22,810	12.7%
\$150,000 - \$199,999	3,655	4.4%	6,539	5.0%	9,536	5.3%
\$200,000+	3,229	3.9%	6,024	4.6%	8,848	4.9%
Median Household Income	\$44,148		\$46,007		\$48,117	
Average Household Income	\$66,506		\$69,614		\$72,011	
Per Capita Income	\$27,332		\$28,363		\$28,824	

2022 Households by Income	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	14,016	16.8%	22,963	17.2%	30,997	16.9%
\$15,000 - \$24,999	10,811	13.0%	16,378	12.3%	21,756	11.8%
\$25,000 - \$34,999	8,386	10.1%	12,896	9.7%	17,134	9.3%
\$35,000 - \$49,999	8,899	10.7%	13,431	10.1%	18,079	9.8%
\$50,000 - \$74,999	12,465	15.0%	18,773	14.1%	25,823	14.0%
\$75,000 - \$99,999	9,348	11.2%	15,413	11.6%	21,813	11.9%
\$100,000 - \$149,999	11,229	13.5%	18,956	14.2%	26,876	14.6%
\$150,000 - \$199,999	4,311	5.2%	7,560	5.7%	11,103	6.0%
\$200,000+	3,772	4.5%	6,995	5.2%	10,293	5.6%
Median Household Income	\$48,926		\$50,951		\$52,809	
Average Household Income	\$74,939		\$78,030		\$80,559	
Per Capita Income	\$30,731		\$31,739		\$32,187	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



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2010 Population by Age	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	14,216	7.0%	20,988	6.6%	29,576	6.7%
Age 5 - 9	13,297	6.6%	19,873	6.2%	27,989	6.4%
Age 10 - 14	13,282	6.6%	20,100	6.3%	27,957	6.4%
Age 15 - 19	14,018	6.9%	24,700	7.7%	34,266	7.8%
Age 20 - 24	16,669	8.2%	32,302	10.1%	45,849	10.4%
Age 25 - 34	32,360	16.0%	50,255	15.7%	67,778	15.4%
Age 35 - 44	23,851	11.8%	36,574	11.4%	50,890	11.6%
Age 45 - 54	26,831	13.3%	41,531	13.0%	57,617	13.1%
Age 55 - 64	23,355	11.5%	36,671	11.5%	49,720	11.3%
Age 65 - 74	12,696	6.3%	19,512	6.1%	26,447	6.0%
Age 75 - 84	8,042	4.0%	11,872	3.7%	15,405	3.5%
Age 85+	3,755	1.9%	5,289	1.7%	6,428	1.5%

2017 Population by Age	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	13,354	6.5%	19,972	6.1%	28,457	6.2%
Age 5 - 9	12,894	6.3%	19,541	6.0%	28,248	6.2%
Age 10 - 14	12,601	6.2%	19,295	5.9%	27,758	6.1%
Age 15 - 19	12,401	6.1%	22,519	6.9%	31,566	6.9%
Age 20 - 24	15,548	7.6%	30,596	9.4%	44,285	9.7%
Age 25 - 34	33,868	16.6%	54,329	16.6%	73,456	16.1%
Age 35 - 44	24,825	12.2%	38,425	11.8%	54,100	11.9%
Age 45 - 54	23,421	11.5%	36,465	11.2%	51,430	11.3%
Age 55 - 64	24,833	12.2%	39,174	12.0%	54,119	11.9%
Age 65 - 74	17,292	8.5%	27,331	8.4%	37,464	8.2%
Age 75 - 84	8,540	4.2%	12,935	4.0%	17,055	3.7%
Age 85+	4,302	2.1%	6,190	1.9%	7,615	1.7%

2022 Population by Age	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	13,590	6.6%	20,461	6.2%	29,287	6.3%
Age 5 - 9	12,674	6.1%	19,306	5.8%	28,029	6.0%
Age 10 - 14	12,533	6.1%	19,306	5.8%	28,350	6.1%
Age 15 - 19	12,109	5.9%	22,350	6.7%	32,092	6.9%
Age 20 - 24	14,455	7.0%	28,816	8.7%	41,928	9.0%
Age 25 - 34	33,323	16.2%	53,609	16.1%	72,486	15.5%
Age 35 - 44	27,239	13.2%	43,014	12.9%	61,173	13.1%
Age 45 - 54	22,381	10.9%	34,760	10.5%	49,361	10.6%
Age 55 - 64	23,859	11.6%	37,506	11.3%	52,425	11.2%
Age 65 - 74	19,579	9.5%	31,213	9.4%	43,198	9.2%
Age 75 - 84	10,140	4.9%	15,812	4.8%	21,263	4.5%
Age 85+	4,304	2.1%	6,255	1.9%	7,811	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



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2010 Race and Ethnicity	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	79,005	39.0%	146,606	45.9%	221,667	50.4%
Black Alone	111,315	55.0%	152,916	47.8%	192,132	43.7%
American Indian Alone	465	0.2%	776	0.2%	1,103	0.3%
Asian Alone	5,204	2.6%	9,866	3.1%	12,367	2.8%
Pacific Islander Alone	66	0.0%	103	0.0%	132	0.0%
Some Other Race Alone	3,750	1.9%	5,159	1.6%	6,656	1.5%
Two or More Races	2,566	1.3%	4,244	1.3%	5,866	1.3%
Hispanic Origin (Any Race)	8,383	4.1%	12,708	4.0%	17,119	3.9%

2017 Race and Ethnicity	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	75,369	37.0%	142,626	43.6%	220,380	48.4%
Black Alone	113,973	55.9%	159,115	48.7%	202,016	44.3%
American Indian Alone	470	0.2%	813	0.2%	1,209	0.3%
Asian Alone	6,546	3.2%	12,602	3.9%	16,151	3.5%
Pacific Islander Alone	78	0.0%	128	0.0%	178	0.0%
Some Other Race Alone	4,250	2.1%	6,015	1.8%	7,934	1.7%
Two or More Races	3,193	1.6%	5,471	1.7%	7,687	1.7%
Hispanic Origin (Any Race)	9,389	4.6%	14,702	4.5%	20,367	4.5%

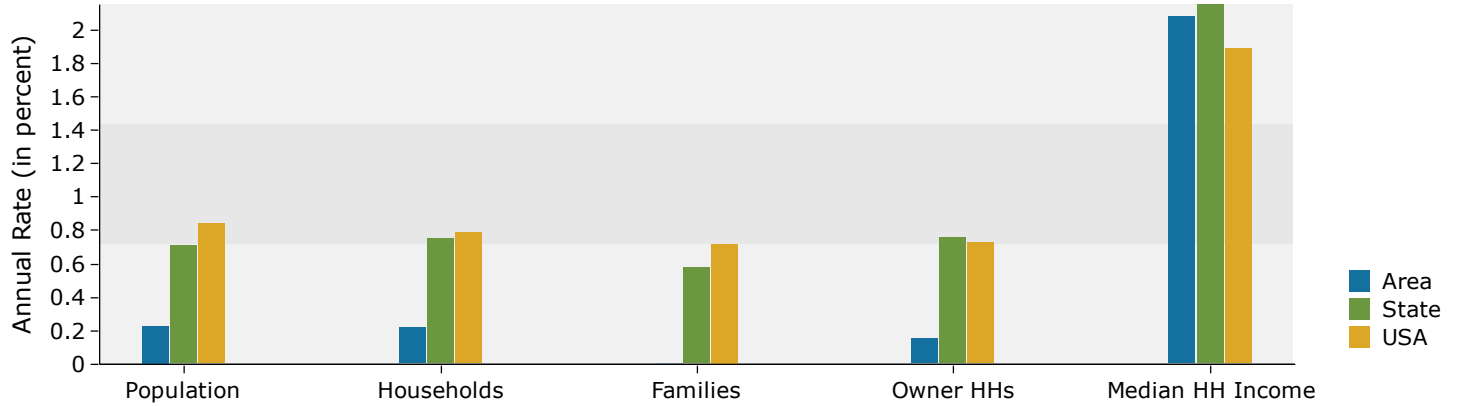
  

2022 Race and Ethnicity	5 miles		7 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	72,760	35.3%	138,887	41.8%	218,012	46.6%
Black Alone	116,886	56.7%	164,604	49.5%	210,478	45.0%
American Indian Alone	478	0.2%	839	0.3%	1,285	0.3%
Asian Alone	7,626	3.7%	14,782	4.4%	19,250	4.1%
Pacific Islander Alone	84	0.0%	143	0.0%	205	0.0%
Some Other Race Alone	4,620	2.2%	6,649	2.0%	8,928	1.9%
Two or More Races	3,733	1.8%	6,504	2.0%	9,245	2.0%
Hispanic Origin (Any Race)	10,360	5.0%	16,536	5.0%	23,315	5.0%

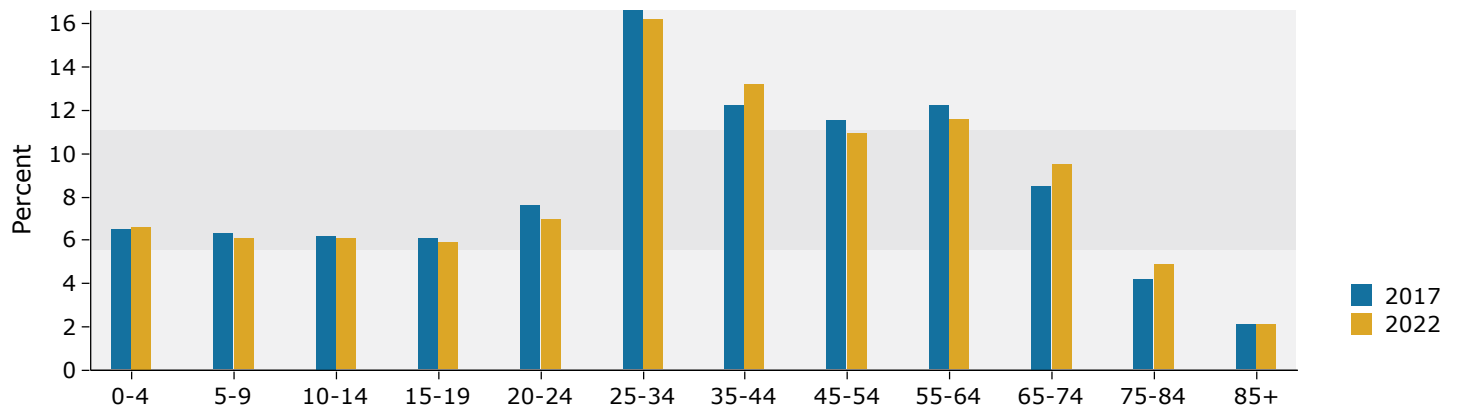
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

## 5 miles

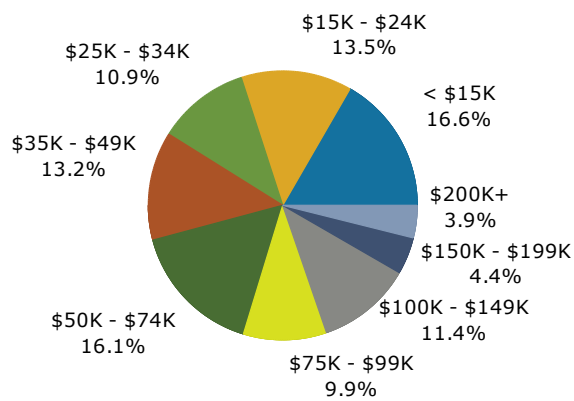
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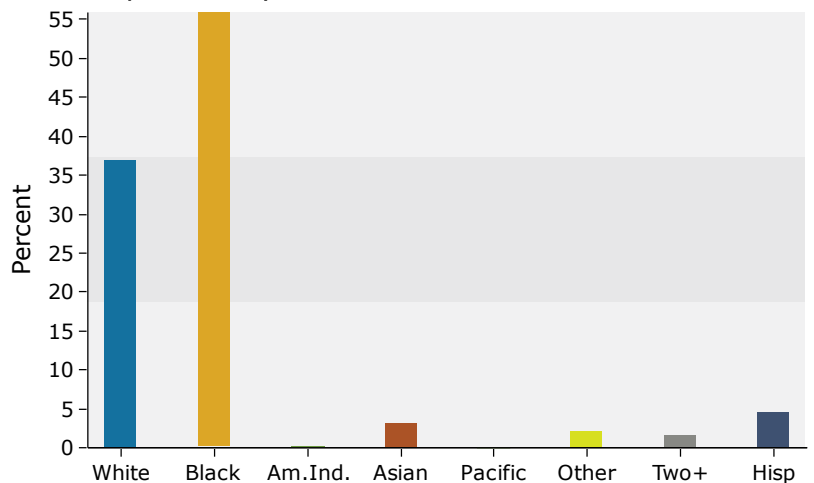
### Population by Age



### 2017 Household Income



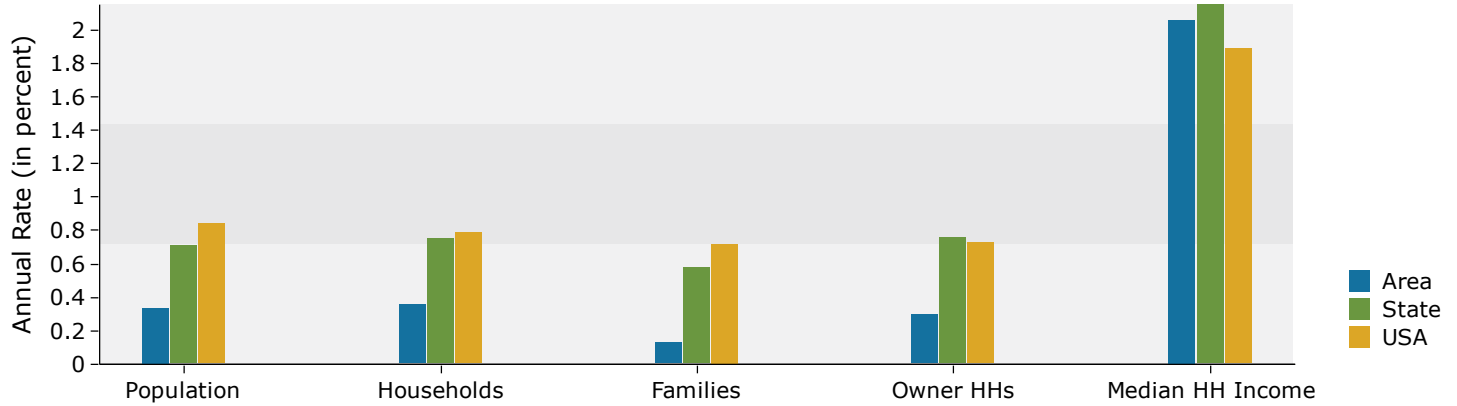
### 2017 Population by Race



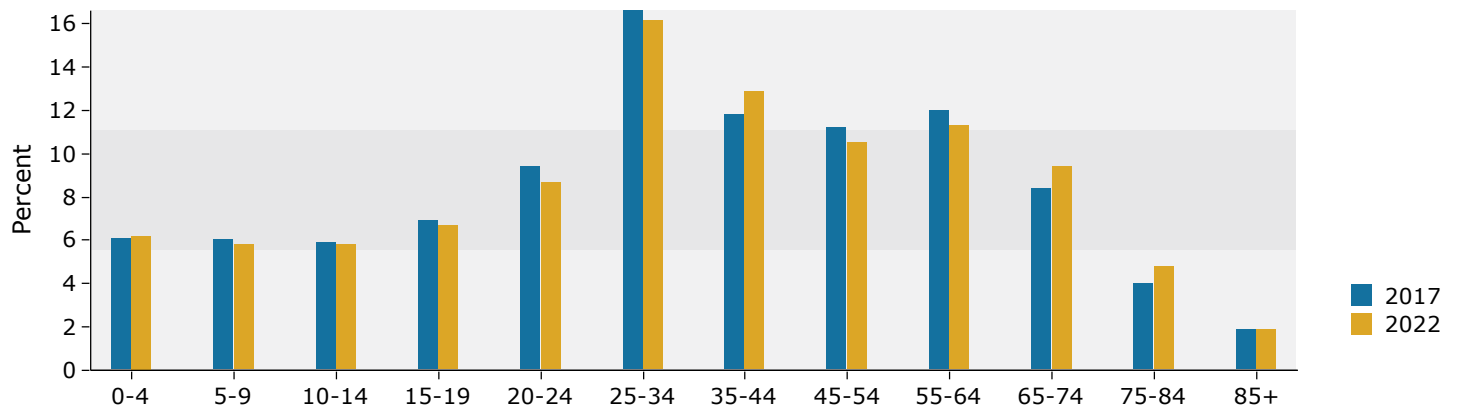
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

## 7 miles

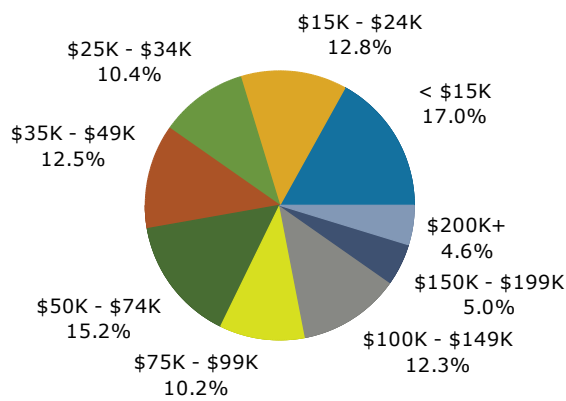
### Trends 2017-2022



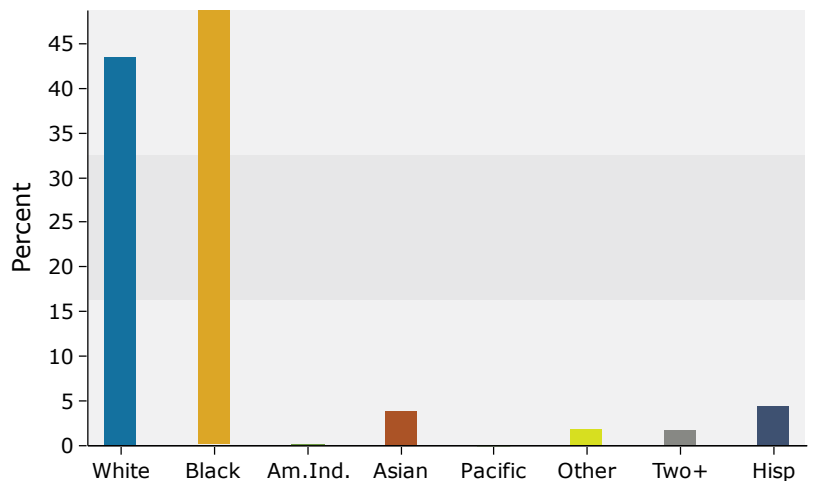
### Population by Age



### 2017 Household Income



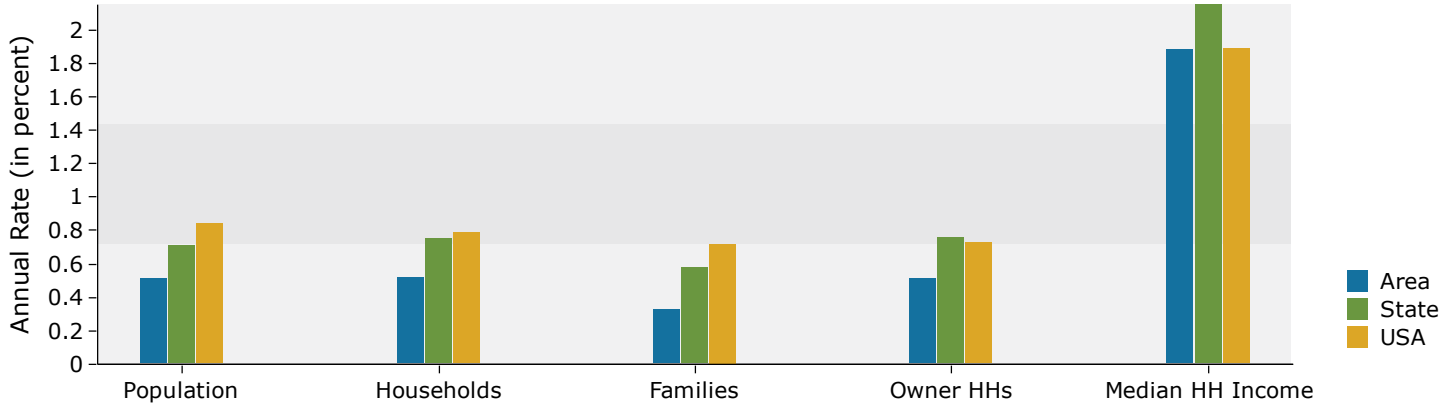
### 2017 Population by Race



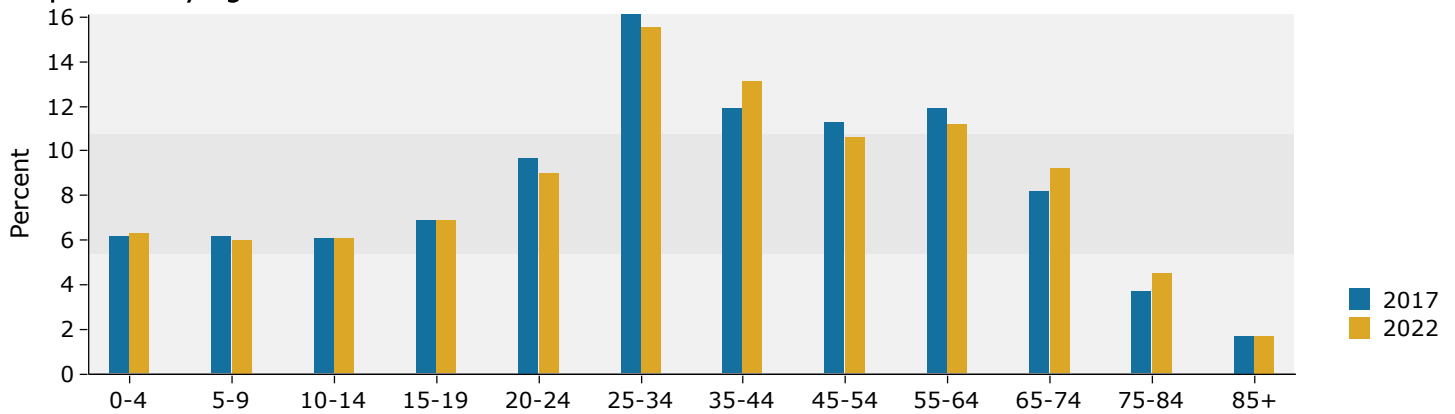
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

## 10 miles

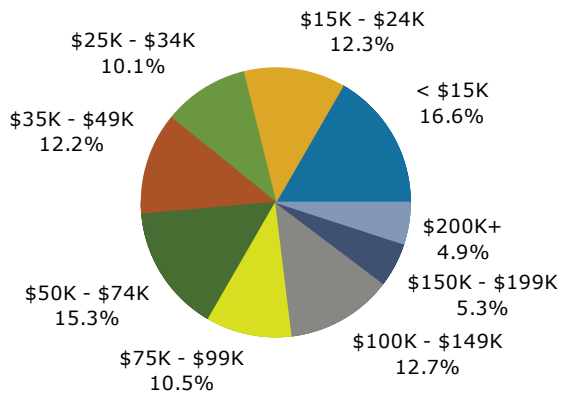
### Trends 2017-2022



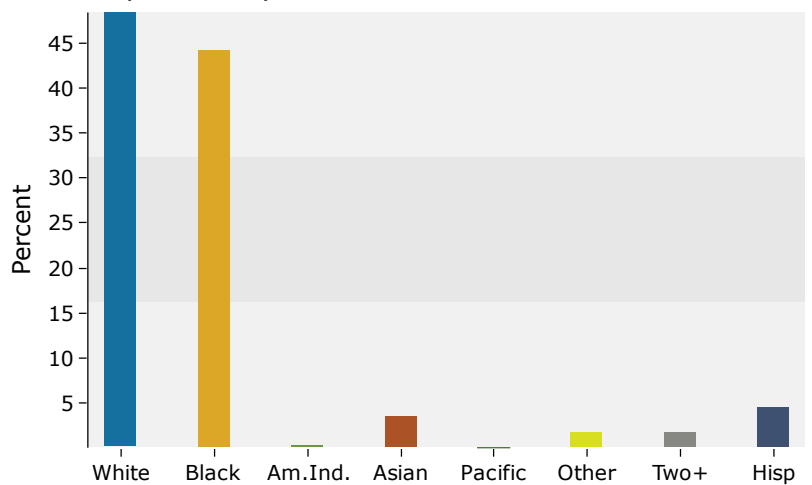
### Population by Age



### 2017 Household Income



### 2017 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.