Community Profile

Towne Center at Cedar Lodge
7529 Corporate Blvd, Baton Rouge, Louisiana, 70809
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	8,652	69,087	224,767
2020 Total Population	9,047	69,375	229,115
2020 Group Quarters	0	1,303	11,939
2026 Total Population	8,511	69,210	226,917
2026 Group Quarters	0	1,303	12,195
2031 Total Population	8,409	69,538	226,841
2026-2031 Annual Rate	-0.24%	0.09%	-0.01%
2026 Total Daytime Population	10,288	124,794	315,486
Workers	6,652	89,392	197,134
Residents	3,636	35,402	118,352

Household Summary			
2010 Total Households	4,267	31,273	94,017
2010 Average Household Size	2.03	2.16	2.33
2020 Total Households	4,494	31,806	96,025
2020 Average Household Size	2.01	2.14	2.26
2026 Total Households	4,494	32,723	98,530
2026 Average Household Size	1.89	2.08	2.18
2031 Total Households	4,516	33,452	100,232
2031 Average Household Size	1.86	2.04	2.14
2026-2031 Annual Rate	0.10%	0.44%	0.34%
2026 Families	2,161	16,192	49,489
2026 Average Family Size	2.62	2.94	3.04
2031 Families	2,140	16,293	49,574
2031 Average Family Size	2.60	2.92	3.02
2026-2031 Growth Rate	-0.20%	0.12%	0.03%

Median Household Income			
2026	$86,386	$67,795	$59,325
2031	$99,824	$77,842	$67,394

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	**1 mile**	**3 miles**	**5 miles**
2026	$81,205	$52,035	$41,055
2031	$97,392	$60,584	$47,901

2026 Households by Income			
Household Income Base	4,495	32,724	98,530
<$10,000	9.6%	9.3%	11.7%
$10,000-14,999	1.4%	5.1%	6.0%
$15,000-19,999	1.2%	3.7%	4.7%
$20,000-24,999	1.5%	4.8%	4.6%
$25,000-29,999	1.8%	3.7%	3.9%
$30,000-34,999	1.3%	2.4%	2.7%
$35,000-39,999	2.7%	4.0%	4.0%
$40,000-44,999	1.8%	2.1%	2.2%
$45,000-49,999	2.8%	2.8%	3.1%
$50,000-59,999	7.8%	7.5%	7.4%
$60,000-74,999	10.2%	8.4%	8.5%
$75000-99999	14.9%	11.6%	11.2%
$100,000-124,999	7.1%	10.8%	9.3%
$125,000-149,999	7.9%	5.2%	5.3%
$150000-199999	6.5%	5.6%	5.6%
$200,000-249,999	4.6%	3.4%	2.5%
$250,000-299,999	4.0%	2.6%	1.9%
$300,000-399,999	4.0%	2.5%	1.7%
$400,000-499,999	2.9%	1.8%	1.2%
$500,000+	6.1%	3.0%	2.3%
Average Household Income	$153,076	$109,693	$93,874

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	79	82
Percent of Income for Mortgage	34.6%	29.0%	27.7%
Wealth Index	132	87	71

Median Home Value			
2026	$507,468	$334,730	$278,889
2031	$580,808	$380,547	$325,563

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	2,397	16,426	46,320
<$50,000	0.2%	1.8%	3.1%
$50,000 - $99,999	0.3%	3.0%	6.2%
$100,000 - $149,999	0.9%	5.4%	7.9%
$150,000 - $199,999	4.0%	10.8%	12.1%
$200,000 - $249,999	3.0%	10.2%	13.2%
$250,000 - $299,999	4.4%	11.7%	13.0%
$300,000 - $399,999	20.9%	20.6%	19.8%
$400,000 - $499,999	15.8%	9.6%	7.0%
$500,000 - $749,999	16.1%	13.7%	9.4%
$750,000 - $999,999	22.7%	9.5%	5.8%
$1,000,000 - $1,499,999	7.0%	2.5%	1.3%
$1,500,000 - $1,999,999	3.5%	0.8%	0.5%
$2,000,000 +	1.2%	0.3%	0.8%
Average Home Value	$646,917	$421,221	$354,826

Housing Unit Summary			
2010 Total Housing Units	4,782	34,351	103,638
Owner Occupied Housing Units	54.4%	52.8%	49.5%
Renter Occupied Housing Units	45.6%	47.3%	50.5%
Vacant Housing Units	10.8%	9.0%	9.3%
2020 Housing Units	5,055	35,666	111,080
Owner Occupied Housing Units	52.4%	50.3%	47.0%
Renter Occupied Housing Units	47.6%	49.7%	53.0%
Vacant Housing Units	11.1%	10.8%	13.5%
2026 Housing Units	5,132	37,360	115,585
Owner Occupied Housing Units	53.4%	50.2%	47.0%
Renter Occupied Housing Units	46.6%	49.8%	53.0%
Vacant Housing Units	12.4%	12.4%	14.8%
2031 Total Housing Units	5,172	38,138	117,673
Owner Occupied Housing Units	54.0%	50.4%	47.4%
Renter Occupied Housing Units	46.0%	49.6%	52.6%
Vacant Housing Units	12.7%	12.3%	14.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	4,101	33,120	108,996
Females	4,410	36,090	117,921

Median Age			
2010	40.0	36.0	31.9
2020	40.2	38.4	33.7
2026	41.2	39.3	34.6
2031	42.7	40.6	36.0

2026 Population by Age			
Total	8,511	69,211	226,917
0 - 4	4.2%	5.7%	5.5%
5 - 9	4.5%	5.6%	5.5%
10 - 14	5.2%	5.3%	5.1%
15 - 24	11.6%	11.6%	18.7%
25 - 34	15.3%	15.5%	15.8%
35 - 44	14.6%	14.2%	12.7%
45 - 54	12.6%	11.8%	10.6%
55 - 64	11.8%	10.8%	9.8%
65 - 74	11.3%	11.0%	9.5%
75 - 84	7.2%	6.5%	5.3%
85 +	2.4%	2.6%	1.9%
18 +	83.3%	80.3%	80.8%

2026 Population 15+ by Marital Status			
Total	7,325	57,702	190,444
Never Married	41.3%	43.9%	50.8%
Married	44.5%	39.0%	34.6%
Widowed	2.4%	6.1%	4.9%
Divorced	11.8%	11.1%	9.7%

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,336	49,652	147,961
Less than 9th Grade	0.7%	2.4%	3.0%
9th - 12th Grade, No Diploma	2.3%	4.2%	5.2%
High School Graduate	11.4%	19.5%	21.4%
GED/Alternative Credential	1.4%	3.0%	3.4%
Some College, No Degree	16.1%	16.5%	18.0%
Associate Degree	4.1%	6.8%	6.8%
Bachelor's Degree	38.0%	26.9%	23.9%
Graduate/Professional Degree	26.0%	20.6%	18.4%

2020 Population by Race/Ethnicity			
Total	9,047	69,375	229,115
White Alone	77.1%	52.7%	41.4%
Black Alone	12.0%	36.5%	46.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.7%	2.6%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	2.7%	3.6%
Two or More Races	1.4%	2.7%	3.6%
Hispanic Origin	5.2%	6.0%	7.0%
Diversity Index	44.7	63.2	66.2

2026 Population by Race/Ethnicity			
Total	8,511	69,210	226,917
White Alone	75.4%	51.2%	40.5%
Black Alone	13.0%	37.2%	46.0%
American Indian Alone	0.2%	0.5%	0.5%
Asian Alone	4.2%	2.9%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	3.0%	3.9%
Two or More Races	5.7%	5.2%	5.0%
Hispanic Origin	5.3%	6.4%	7.5%
Diversity Index	46.9	64.4	67.2

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	4,993	35,623	116,961
White Collar	71.3%	67.4%	61.6%
Management/Business/Financial	30.4%	19.8%	16.0%
Professional	28.8%	29.5%	27.8%
Sales	6.2%	9.7%	8.9%
Administrative Support	5.9%	8.5%	8.9%
Services	12.2%	16.0%	18.8%

2026 Employed Pop 16+ by Occupation			
Total	4,993	35,623	116,961
Blue Collar	16.4%	16.6%	19.5%
Farming/Forestry/Fishing	0.8%	0.2%	0.5%
Construction/Extraction	1.4%	3.2%	4.0%
Installation/Maintenance/Repair	3.0%	2.6%	2.5%
Production	7.3%	4.0%	4.4%
Transportation/Material Moving	4.0%	6.6%	8.2%
White Collar	71.3%	67.4%	61.6%
Management/Business/Financial	30.4%	19.8%	16.0%
Professional	28.8%	29.5%	27.8%
Sales	6.2%	9.7%	8.9%
Administrative Support	5.9%	8.5%	8.9%
Services	12.2%	16.0%	18.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,993	35,623	116,961
Population 16+ Employed	99.1%	96.5%	94.7%
Population 16+ Unemployment rate	0.9%	3.5%	5.3%
Population 16-24 Employed	12.7%	12.2%	18.5%
Population 16-24 Unemployment rate	2.3%	6.4%	8.0%
Population 25-54 Employed	62.7%	63.6%	57.8%
Population 25-54 Unemployment rate	0.8%	3.1%	4.9%
Population 55-64 Employed	14%	12%	11%
Population 55-64 Unemployment rate	1.0%	3.5%	4.4%
Population 65+ Employed	10%	9%	7%
Population 65+ Unemployment rate	0.0%	2.3%	1.8%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	4,946	34,363	110,810
Agriculture/Mining	1.1%	0.5%	0.7%
Construction	3.5%	6.4%	6.5%
Manufacturing	8.2%	6.1%	6.4%
Wholesale Trade	3.0%	1.6%	1.5%
Retail Trade	5.5%	10.1%	11.3%
Transportation/Utilities	4.9%	4.4%	4.7%
Information	1%	2%	2%
Finance/Insurance/Real Estate	10.2%	8.4%	5.7%
Services	54.0%	53.8%	55.5%
Public Administration	8.5%	7.1%	5.8%

2026 Consumer Spending			
Apparel & Services: Total $	$14,744,947	$77,364,584	$200,914,384
Average Spent	$3,281.03	$2,364.23	$2,039.12
Spending Potential Index	129	93	80
Education: Total $	$11,873,241	$60,481,012	$158,002,503
Average Spent	$2,642.02	$1,848.27	$1,603.60
Spending Potential Index	132	92	80
Entertainment/Recreation: Total $	$24,149,488	$126,015,388	$324,137,299
Average Spent	$5,373.72	$3,850.97	$3,289.73
Spending Potential Index	125	89	76
Food at Home: Total $	$44,816,677	$239,789,248	$624,767,917
Average Spent	$9,972.56	$7,327.85	$6,340.89
Spending Potential Index	127	93	80
Food Away from Home: Total $	$25,534,967	$132,728,002	$345,730,159
Average Spent	$5,682.01	$4,056.11	$3,508.88
Spending Potential Index	127	91	79
Health Care: Total $	$43,670,682	$233,528,014	$604,857,348
Average Spent	$9,717.55	$7,136.51	$6,138.81
Spending Potential Index	121	89	77
HH Furnishings & Equipment: Total $	$15,913,816	$83,431,003	$215,803,063
Average Spent	$3,541.13	$2,549.61	$2,190.23
Spending Potential Index	125	90	77
Personal Care Products & Services: Total $	$6,534,610	$34,090,892	$88,442,558
Average Spent	$1,454.07	$1,041.80	$897.62
Spending Potential Index	127	91	79

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$157,040,738	$826,457,529	$2,133,670,308
Average Spent	$34,944.53	$25,256.17	$21,655.03
Spending Potential Index	127	92	79
Support Payments/Gifts in Kind: Total $	$16,788,205	$87,421,280	$222,621,207
Average Spent	$3,735.69	$2,671.55	$2,259.43
Spending Potential Index	123	88	74
Travel: Total $	$20,051,100	$102,864,979	$258,797,614
Average Spent	$4,461.75	$3,143.51	$2,626.59
Spending Potential Index	122	86	72
Vehicle Maintenance & Repairs: Total $	$6,994,698	$36,962,286	$96,405,837
Average Spent	$1,556.45	$1,129.55	$978.44
Spending Potential Index	126	91	79

Top Tapestry Segment

1 mile	3 miles	5 miles
Emerging Hub (D1):	**Emerging Hub (D1)**:	**Modest Income Homes (E1)**:
This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by Midwest and Southern urban and suburban neighborhoods.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.