





# Executive Summary

2705 W Highway 30, Gonzales, Louisiana, 70737  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 30.21060  
Longitude: -90.95212

|                        | 5 minutes | 10 minutes | 15 minutes |
|------------------------|-----------|------------|------------|
| <b>Population</b>      |           |            |            |
| 2000 Population        | 1,216     | 17,649     | 42,564     |
| 2010 Population        | 1,737     | 27,490     | 62,738     |
| 2018 Population        | 2,101     | 32,087     | 73,442     |
| 2023 Population        | 2,324     | 35,278     | 80,630     |
| 2000-2010 Annual Rate  | 3.63%     | 4.53%      | 3.96%      |
| 2010-2018 Annual Rate  | 2.33%     | 1.89%      | 1.93%      |
| 2018-2023 Annual Rate  | 2.04%     | 1.91%      | 1.89%      |
| 2018 Male Population   | 48.7%     | 49.0%      | 49.4%      |
| 2018 Female Population | 51.3%     | 51.0%      | 50.6%      |
| 2018 Median Age        | 35.4      | 35.8       | 36.0       |

In the identified area, the current year population is 73,442. In 2010, the Census count in the area was 62,738. The rate of change since 2010 was 1.93% annually. The five-year projection for the population in the area is 80,630 representing a change of 1.89% annually from 2018 to 2023. Currently, the population is 49.4% male and 50.6% female.

### Median Age

The median age in this area is 35.4, compared to U.S. median age of 38.3.

### Race and Ethnicity

|  |       |       |       |
|--|-------|-------|-------|
| 2018 White Alone                         | 35.3% | 59.3% | 68.9% |
| 2018 Black Alone                         | 57.1% | 33.5% | 24.1% |
| 2018 American Indian/Alaska Native Alone | 0.4%  | 0.4%  | 0.4%  |
| 2018 Asian Alone                         | 2.0%  | 1.9%  | 1.8%  |
| 2018 Pacific Islander Alone              | 0.1%  | 0.2%  | 0.1%  |
| 2018 Other Race                          | 3.2%  | 2.9%  | 2.7%  |
| 2018 Two or More Races                   | 2.0%  | 1.9%  | 1.9%  |
| 2018 Hispanic Origin (Any Race)          | 7.5%  | 6.7%  | 6.3%  |

Persons of Hispanic origin represent 6.3% of the population in the identified area compared to 18.3% 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 52.9 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

|                             |       |        |        |
|-----------------------------|-------|--------|--------|
| 2000 Households             | 442   | 6,144  | 14,880 |
| 2010 Households             | 688   | 9,686  | 22,272 |
| 2018 Total Households       | 834   | 11,299 | 26,073 |
| 2023 Total Households       | 926   | 12,426 | 28,645 |
| 2000-2010 Annual Rate       | 4.52% | 4.66%  | 4.12%  |
| 2010-2018 Annual Rate       | 2.36% | 1.88%  | 1.93%  |
| 2018-2023 Annual Rate       | 2.11% | 1.92%  | 1.90%  |
| 2018 Average Household Size | 2.48  | 2.82   | 2.81   |

The household count in this area has changed from 22,272 in 2010 to 26,073 in the current year, a change of 1.93% annually. The five-year projection of households is 28,645, a change of 1.90% annually from the current year total. Average household size is currently 2.81, compared to 2.81 in the year 2010. The number of families in the current year is 19,685 in the specified area.

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



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|---------------------------------|-----------|------------|------------|
| <b>Median Household Income</b>  |           |            |            |
| 2018 Median Household Income    | \$56,443  | \$62,940   | \$66,483   |
| 2023 Median Household Income    | \$66,457  | \$69,672   | \$72,604   |
| 2018-2023 Annual Rate           | 3.32%     | 2.05%      | 1.78%      |
| <b>Average Household Income</b> |           |            |            |
| 2018 Average Household Income   | \$73,950  | \$82,584   | \$88,166   |
| 2023 Average Household Income   | \$84,625  | \$92,577   | \$97,269   |
| 2018-2023 Annual Rate           | 2.73%     | 2.31%      | 1.98%      |
| <b>Per Capita Income</b>        |           |            |            |
| 2018 Per Capita Income          | \$26,661  | \$29,513   | \$31,455   |
| 2023 Per Capita Income          | \$30,517  | \$33,052   | \$34,689   |
| 2018-2023 Annual Rate           | 2.74%     | 2.29%      | 1.98%      |

Current median household income is \$66,483 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$72,604 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$88,166 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$97,269 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$31,455 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$34,689 in five years, compared to \$36,530 for all U.S. households

| <b>Housing</b>                     |       |        |        |
|------------------------------------|-------|--------|--------|
| 2000 Total Housing Units           | 532   | 6,821  | 16,218 |
| 2000 Owner Occupied Housing Units  | 318   | 4,910  | 12,281 |
| 2000 Renter Occupied Housing Units | 124   | 1,233  | 2,599  |
| 2000 Vacant Housing Units          | 90    | 678    | 1,338  |
| 2010 Total Housing Units           | 840   | 10,533 | 24,023 |
| 2010 Owner Occupied Housing Units  | 478   | 7,623  | 17,889 |
| 2010 Renter Occupied Housing Units | 210   | 2,063  | 4,383  |
| 2010 Vacant Housing Units          | 152   | 847    | 1,751  |
| 2018 Total Housing Units           | 1,000 | 12,300 | 28,173 |
| 2018 Owner Occupied Housing Units  | 579   | 8,922  | 20,939 |
| 2018 Renter Occupied Housing Units | 255   | 2,377  | 5,134  |
| 2018 Vacant Housing Units          | 166   | 1,001  | 2,100  |
| 2023 Total Housing Units           | 1,113 | 13,535 | 30,968 |
| 2023 Owner Occupied Housing Units  | 652   | 9,953  | 23,275 |
| 2023 Renter Occupied Housing Units | 274   | 2,473  | 5,370  |
| 2023 Vacant Housing Units          | 187   | 1,109  | 2,323  |

Currently, 74.3% of the 28,173 housing units in the area are owner occupied; 18.2%, renter occupied; and 7.5% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 24,023 housing units in the area - 74.5% owner occupied, 18.2% renter occupied, and 7.3% vacant. The annual rate of change in housing units since 2010 is 7.34%. Median home value in the area is \$211,641, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 3.69% annually to \$253,727.

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.