



# Demographic and Income Profile

12449 Highway 44, Gonzales, Louisiana, 70737  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 30.25273  
 Longitude: -90.92186

Summary	Census 2010	Census 2020	2023	2028
Population	2,974	3,218	3,266	3,321
Households	1,114	1,243	1,273	1,304
Families	761	807	832	848
Average Household Size	2.66	2.58	2.56	2.54
Owner Occupied Housing Units	711	756	884	917
Renter Occupied Housing Units	402	487	389	387
Median Age	34.7	36.8	37.4	38.8

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.33%	-0.02%	0.30%
Households	0.48%	0.18%	0.49%
Families	0.38%	0.08%	0.44%
Owner HHs	0.74%	0.36%	0.66%
Median Household Income	1.81%	2.08%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	45	3.5%	40	3.1%
\$15,000 - \$24,999	72	5.7%	59	4.5%
\$25,000 - \$34,999	174	13.7%	157	12.0%
\$35,000 - \$49,999	282	22.2%	267	20.5%
\$50,000 - \$74,999	265	20.8%	272	20.9%
\$75,000 - \$99,999	144	11.3%	162	12.4%
\$100,000 - \$149,999	190	14.9%	214	16.4%
\$150,000 - \$199,999	77	6.0%	106	8.1%
\$200,000+	23	1.8%	26	2.0%

Median Household Income	\$54,184	\$59,278
Average Household Income	\$75,019	\$83,693
Per Capita Income	\$29,963	\$33,654

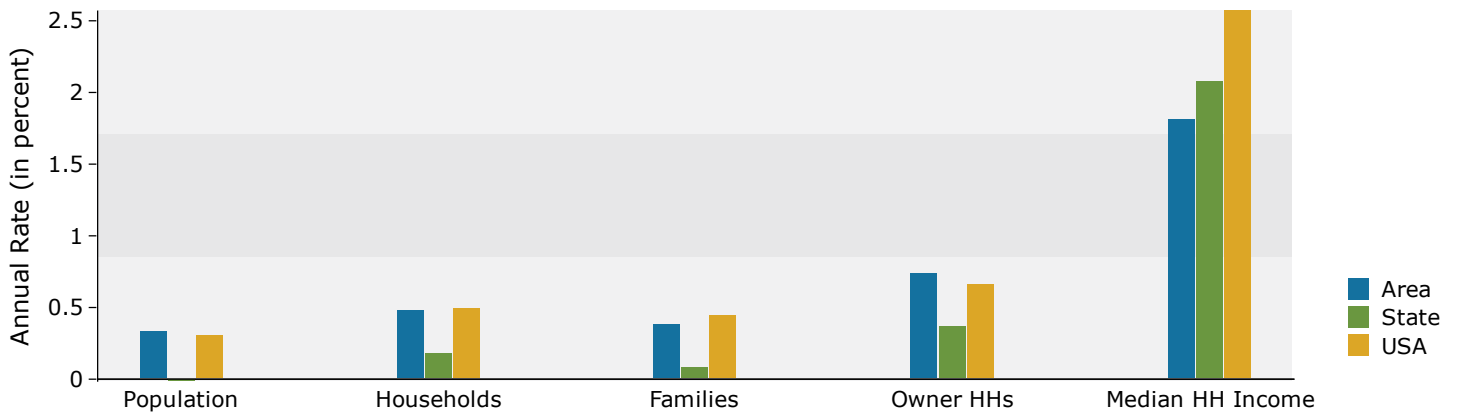
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	226	7.6%	228	7.1%	217	6.6%	216	6.5%
5 - 9	199	6.7%	216	6.7%	221	6.8%	223	6.7%
10 - 14	195	6.6%	229	7.1%	198	6.1%	229	6.9%
15 - 19	202	6.8%	216	6.7%	199	6.1%	190	5.7%
20 - 24	219	7.4%	185	5.7%	181	5.5%	192	5.8%
25 - 34	459	15.4%	459	14.3%	497	15.2%	426	12.8%
35 - 44	372	12.5%	417	13.0%	467	14.3%	494	14.9%
45 - 54	464	15.6%	377	11.7%	367	11.2%	387	11.7%
55 - 64	325	10.9%	445	13.8%	435	13.3%	403	12.1%
65 - 74	185	6.2%	269	8.4%	310	9.5%	351	10.6%
75 - 84	97	3.3%	140	4.4%	141	4.3%	167	5.0%
85+	31	1.0%	36	1.1%	33	1.0%	42	1.3%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	2,126	71.5%	1,889	58.7%	1,897	58.1%	1,870	56.3%
Black Alone	649	21.8%	855	26.6%	862	26.4%	893	26.9%
American Indian Alone	15	0.5%	15	0.5%	15	0.5%	15	0.5%
Asian Alone	10	0.3%	17	0.5%	17	0.5%	19	0.6%
Pacific Islander Alone	0	0.0%	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	125	4.2%	233	7.2%	252	7.7%	278	8.4%
Two or More Races	50	1.7%	208	6.5%	223	6.8%	245	7.4%
Hispanic Origin (Any Race)	255	8.6%	393	12.2%	426	13.0%	467	14.1%

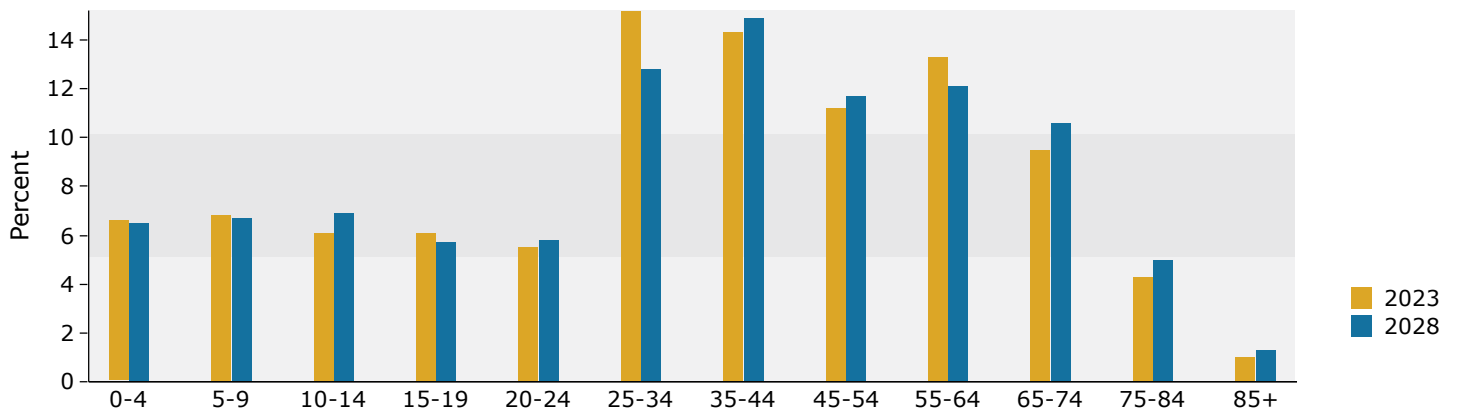
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

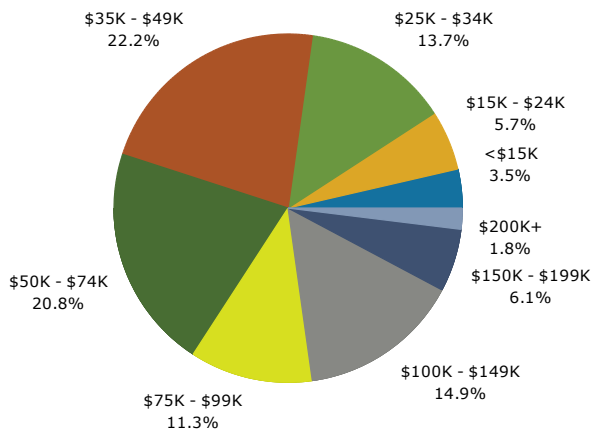
## Trends 2023-2028



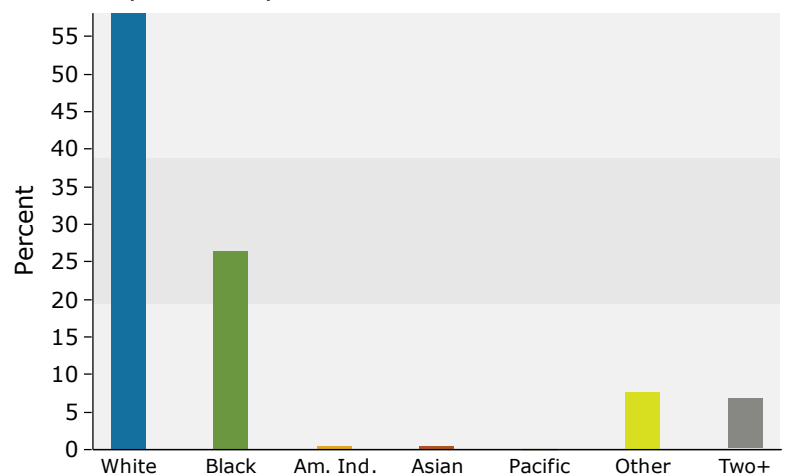
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 13.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



# Demographic and Income Profile

12449 Highway 44, Gonzales, Louisiana, 70737  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 30.25273  
 Longitude: -90.92186

Summary	Census 2010	Census 2020	2023	2028
Population	30,157	37,145	38,786	40,065
Households	11,112	14,091	14,808	15,413
Families	8,099	9,758	10,370	10,743
Average Household Size	2.70	2.62	2.60	2.59
Owner Occupied Housing Units	8,302	10,142	10,964	11,518
Renter Occupied Housing Units	2,810	3,949	3,844	3,895
Median Age	34.1	35.7	37.0	37.6

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.65%	-0.02%	0.30%
Households	0.80%	0.18%	0.49%
Families	0.71%	0.08%	0.44%
Owner HHs	0.99%	0.36%	0.66%
Median Household Income	2.40%	2.08%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	519	3.5%	466	3.0%
\$15,000 - \$24,999	1,353	9.1%	1,123	7.3%
\$25,000 - \$34,999	1,757	11.9%	1,575	10.2%
\$35,000 - \$49,999	2,421	16.3%	2,333	15.1%
\$50,000 - \$74,999	3,002	20.3%	3,026	19.6%
\$75,000 - \$99,999	1,912	12.9%	2,098	13.6%
\$100,000 - \$149,999	1,895	12.8%	2,208	14.3%
\$150,000 - \$199,999	1,177	7.9%	1,616	10.5%
\$200,000+	771	5.2%	970	6.3%

Median Household Income	\$58,803	\$66,215
Average Household Income	\$86,224	\$98,678
Per Capita Income	\$32,759	\$37,772

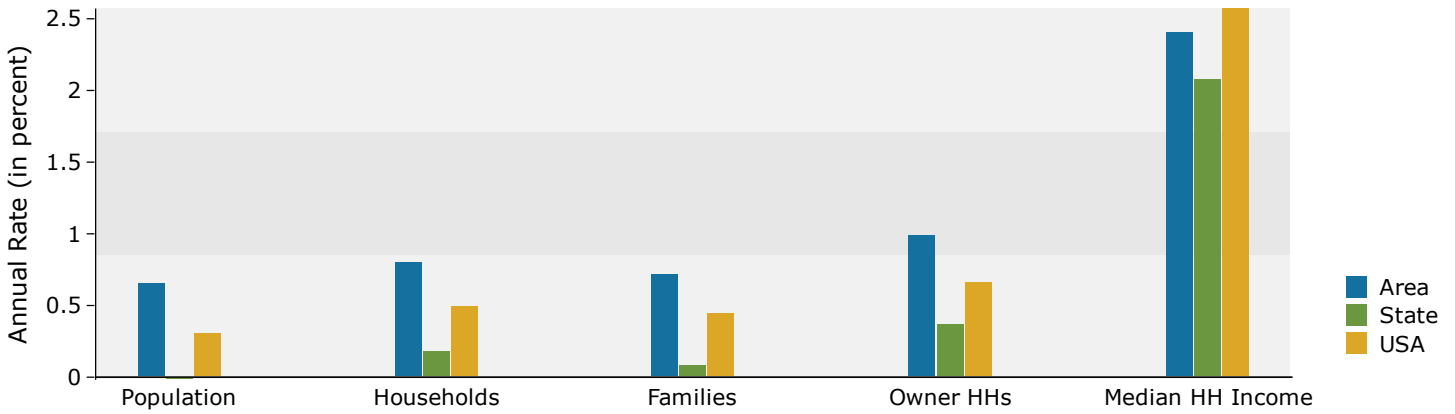
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,326	7.7%	2,513	6.8%	2,592	6.7%	2,702	6.7%
5 - 9	2,221	7.4%	2,655	7.1%	2,743	7.1%	2,814	7.0%
10 - 14	2,184	7.2%	2,797	7.5%	2,694	6.9%	2,926	7.3%
15 - 19	2,134	7.1%	2,553	6.9%	2,348	6.1%	2,487	6.2%
20 - 24	1,940	6.4%	2,342	6.3%	2,079	5.4%	2,023	5.0%
25 - 34	4,655	15.4%	5,316	14.3%	5,668	14.6%	5,439	13.6%
35 - 44	4,168	13.8%	5,200	14.0%	5,860	15.1%	6,279	15.7%
45 - 54	4,380	14.5%	4,544	12.2%	4,666	12.0%	4,780	11.9%
55 - 64	3,127	10.4%	4,407	11.9%	4,682	12.1%	4,379	10.9%
65 - 74	1,777	5.9%	2,976	8.0%	3,446	8.9%	3,774	9.4%
75 - 84	928	3.1%	1,416	3.8%	1,558	4.0%	1,921	4.8%
85+	316	1.0%	425	1.1%	449	1.2%	543	1.4%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	21,596	71.6%	21,548	58.0%	22,076	56.9%	22,142	55.3%
Black Alone	6,719	22.3%	10,321	27.8%	10,892	28.1%	11,422	28.5%
American Indian Alone	90	0.3%	230	0.6%	254	0.7%	277	0.7%
Asian Alone	212	0.7%	304	0.8%	322	0.8%	355	0.9%
Pacific Islander Alone	37	0.1%	16	0.0%	17	0.0%	17	0.0%
Some Other Race Alone	1,051	3.5%	2,278	6.1%	2,535	6.5%	2,831	7.1%
Two or More Races	450	1.5%	2,448	6.6%	2,690	6.9%	3,021	7.5%
Hispanic Origin (Any Race)	2,223	7.4%	4,371	11.8%	4,863	12.5%	5,426	13.5%

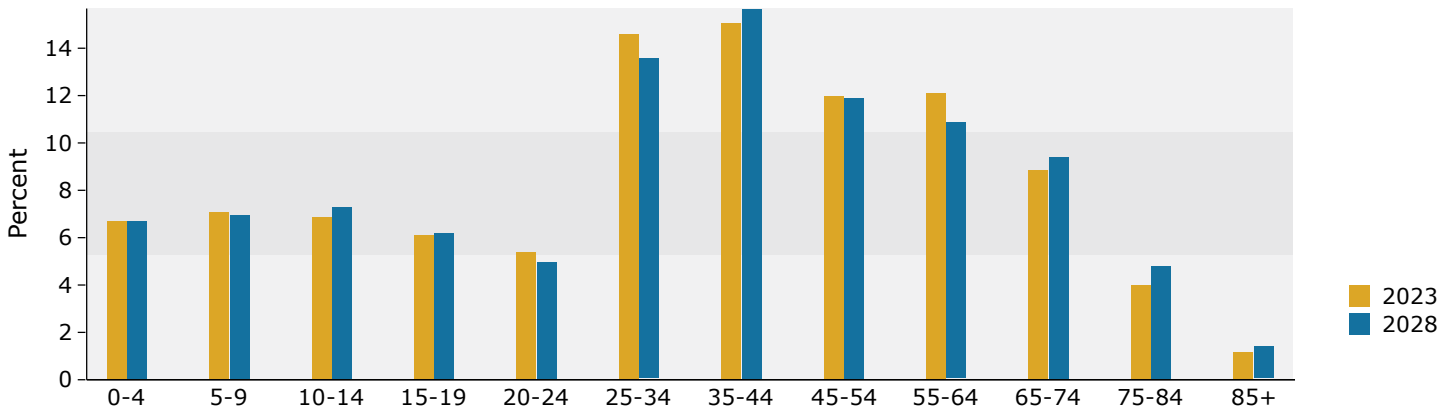
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

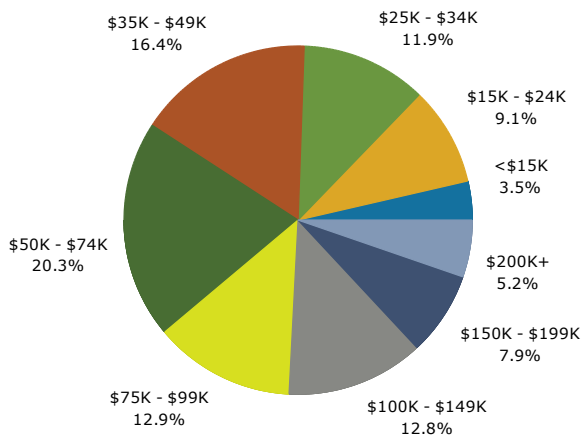
## Trends 2023-2028



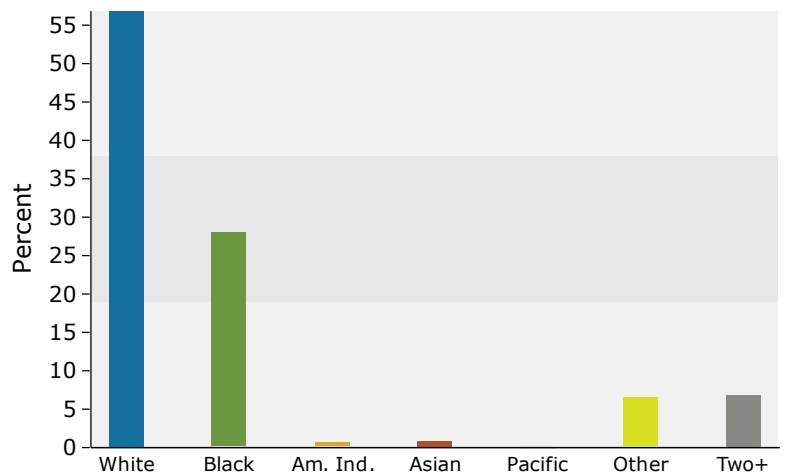
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 12.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



# Demographic and Income Profile

12449 Highway 44, Gonzales, Louisiana, 70737  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 30.25273  
 Longitude: -90.92186

Summary	Census 2010	Census 2020	2023	2028
Population	69,594	83,353	86,938	90,374
Households	24,622	30,283	31,698	33,193
Families	18,898	22,389	23,537	24,544
Average Household Size	2.82	2.75	2.74	2.72
Owner Occupied Housing Units	19,803	23,911	25,593	26,879
Renter Occupied Housing Units	4,823	6,372	6,105	6,314
Median Age	33.8	35.7	36.5	37.1

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.78%	-0.02%	0.30%
Households	0.93%	0.18%	0.49%
Families	0.84%	0.08%	0.44%
Owner HHs	0.99%	0.36%	0.66%
Median Household Income	2.35%	2.08%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,149	3.6%	1,049	3.2%
\$15,000 - \$24,999	2,195	6.9%	1,829	5.5%
\$25,000 - \$34,999	3,282	10.4%	2,915	8.8%
\$35,000 - \$49,999	4,178	13.2%	3,957	11.9%
\$50,000 - \$74,999	5,552	17.5%	5,501	16.6%
\$75,000 - \$99,999	4,427	14.0%	4,731	14.3%
\$100,000 - \$149,999	4,429	14.0%	4,953	14.9%
\$150,000 - \$199,999	4,130	13.0%	5,434	16.4%
\$200,000+	2,356	7.4%	2,823	8.5%

Median Household Income	\$71,866	\$80,699
Average Household Income	\$100,724	\$113,905
Per Capita Income	\$36,795	\$41,928

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,468	7.9%	5,686	6.8%	5,870	6.8%	6,110	6.8%
5 - 9	5,655	8.1%	6,351	7.6%	6,308	7.3%	6,399	7.1%
10 - 14	5,623	8.1%	6,905	8.3%	6,291	7.2%	6,708	7.4%
15 - 19	5,102	7.3%	6,037	7.2%	5,585	6.4%	5,707	6.3%
20 - 24	4,062	5.8%	4,685	5.6%	4,764	5.5%	4,478	5.0%
25 - 34	10,133	14.6%	11,104	13.3%	12,636	14.5%	12,691	14.0%
35 - 44	10,794	15.5%	12,237	14.7%	13,044	15.0%	13,959	15.4%
45 - 54	9,973	14.3%	10,785	12.9%	11,184	12.9%	11,255	12.5%
55 - 64	6,969	10.0%	9,532	11.4%	10,185	11.7%	10,067	11.1%
65 - 74	3,611	5.2%	6,395	7.7%	7,300	8.4%	8,009	8.9%
75 - 84	1,668	2.4%	2,862	3.4%	3,009	3.5%	4,020	4.4%
85+	536	0.8%	774	0.9%	762	0.9%	971	1.1%

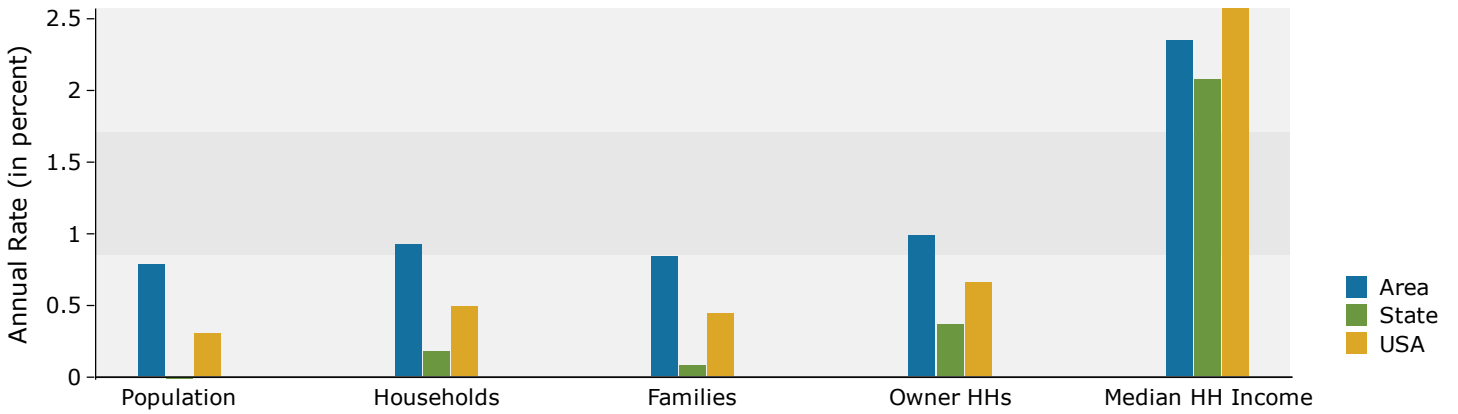
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	53,844	77.4%	54,919	65.9%	56,487	65.0%	57,266	63.4%
Black Alone	12,306	17.7%	17,810	21.4%	18,735	21.6%	19,877	22.0%
American Indian Alone	225	0.3%	399	0.5%	440	0.5%	485	0.5%
Asian Alone	612	0.9%	1,006	1.2%	1,073	1.2%	1,192	1.3%
Pacific Islander Alone	68	0.1%	23	0.0%	24	0.0%	24	0.0%
Some Other Race Alone	1,588	2.3%	3,662	4.4%	4,076	4.7%	4,604	5.1%
Two or More Races	951	1.4%	5,533	6.6%	6,102	7.0%	6,925	7.7%

Hispanic Origin (Any Race)	3,751	5.4%	7,747	9.3%	8,651	10.0%	9,785	10.8%
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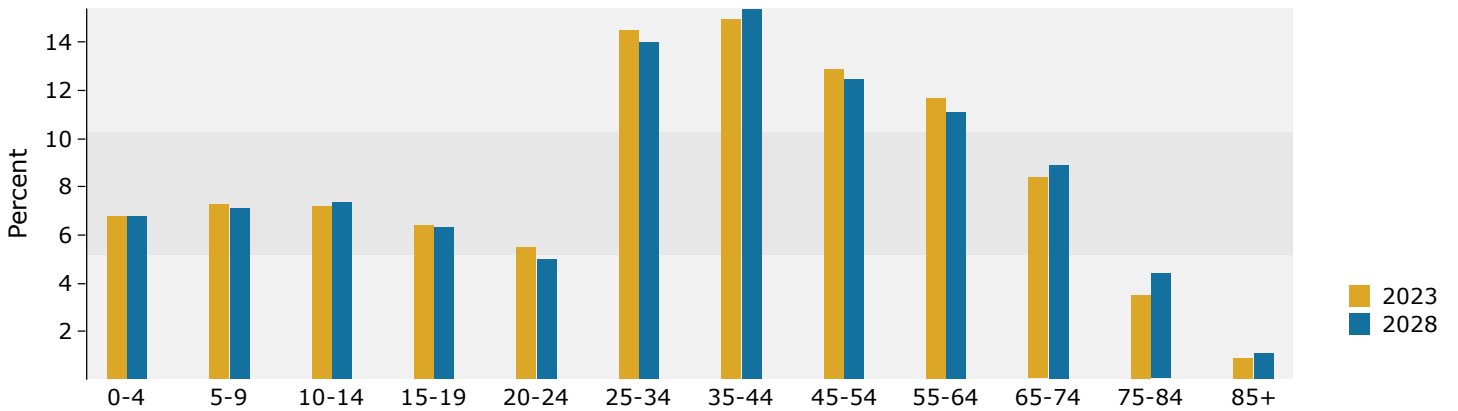
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**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

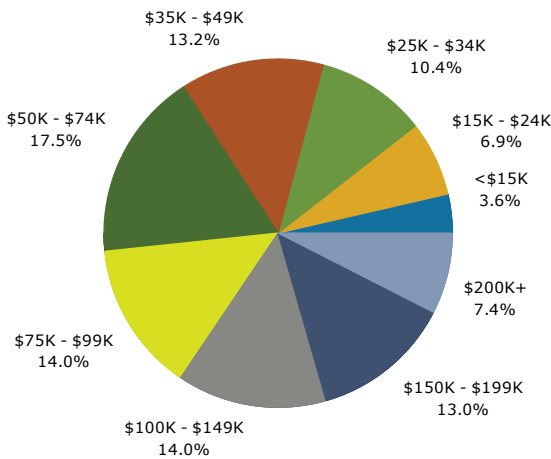
## Trends 2023-2028



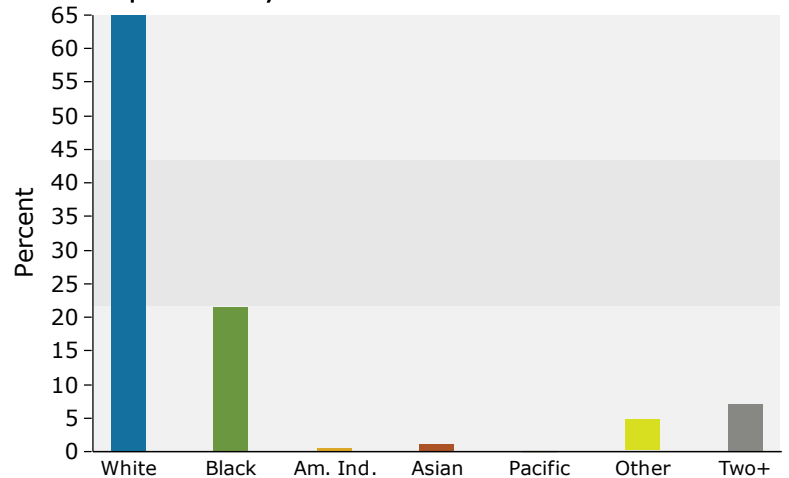
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 10.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.