

BATON ROUGE



POPULATION

City 2004 Estimate – LA Tech	229,568
East Baton Rouge Parish	
2004 Estimate – LA Tech	416,492
2000 Census	412,852
Region	
2004 Estimate	728,070
2000 Census	709,957
1990 Census	628,184

LABOR MARKET

CIVILIAN LABOR FORCE

Parish	196,413
Region	336,754
Louisiana	1,960,206

EMPLOYMENT

Parish	22,053
Region	328,328
Louisiana	1,745,538

UNEMPLOYMENT

Parish	10.1%
Region	9.7%

SOURCE: LA DEPARTMENT OF LABOR, OCTOBER 2005

INCOME

East Baton Rouge Parish Total

Personal Income (Thousands of dollars)				
2002	\$11,903M	2003	\$12,251M	

East Baton Rouge Parish Per Capita

Personal Income				
2002	\$29,010	2003	\$29,786	

Median Household (2000): \$37,224 (Parish)

SOURCE: U. S. DEPARTMENT OF COMMERCE,
BUREAU OF ECONOMIC ANALYSIS

MAJOR EMPLOYERS

(East Baton Rouge Parish) No. of Employees

Harmony Corporation	6,500
Turner Industries	3,500
International Maintenance	3,394
Our Lady of the Lake Regional Med.	2,500
Dow Chemical	1,800
Exxon Chemical Americas	1,160
Albertson's	140

LOCATION

East Baton Rouge Parish in Southeast Louisiana

Distance to Major Cities (in miles)

Atlanta	531	Kansas City	923
Birmingham	409	Memphis	387
Chicago	926	Minneapolis	1,327
Cincinnati	876	New Orleans	91
Dallas	438	Nashville	597
Denver	1,323	St. Louis	680
Houston	273		

SOURCE: MAP QUEST (WWW.MAPQUEST.COM)

TRANSPORTATION

Highways

I-10, I-12, I-110, US-61, & LA-61

Airports (Distance in miles)

Baton Rouge Metropolitan (commercial)

New Orleans International (commercial) 91

Ports (Distance in miles)

Greater Baton Rouge Port (45 ft.)* 12

Port of New Orleans (45 ft.)* 90

(*Foreign Trade Zone)

Freight Rail

Canadian National/Illinois Central

Kansas City Southern

MAJOR EMPLOYERS (con't)

Chase Manhattan	1,418
Baton Rouge Health Care Center	130
Anco Industries	1,100
Performance Contractors	1,100
Woman's Hospital	1,087
J.E. Merit Construction	1,000
Georgia Pacific Corp.	900
Copolymer Rubber/Chemical Corp.	715
Capital City Press	570

Governmental/Other

EBR Parish School Board	7,653
Louisiana State University	4,787
City Parish Government	3,815
Federal Government	2,300
Southern University	1,688
Baton Rouge General Medical Center	1,620
U.S. Postal Service	1,000

SOURCE: BAKER CHAMBER OF COMMERCE

B A T O N R O U G E

AVERAGE EMPLOYMENT BY MAJOR INDUSTRY DIVISION

East Baton Rouge Parish		Region
Agriculture	0.3%	0.1%
Mining	0.4%	0.3%
Utilities	0.5%	0.9%
Construction	10.0%	10.3%
Manufacturing	5.0%	7.7%
Wholesale Trade	4.0%	3.8%
Retail Trade	11.1%	11.3%
Trans/Warehouse	2.6%	3.3%
Information	2.4%	2.0%
Fin & Insurance	4.4%	3.8%
Real Estate	1.5%	1.5%
Prof/Tech Serv	5.8%	4.8%
Mng. of co.	1.5%	1.2%
Admin & Waste	6.0%	5.4%
Education Serv	10.1%	10.3%
Healthcare/Soc	12.7%	11.8%
Arts/Ent/Recr	1.4%	1.3%
Accomd/Food	8.3%	8.0%
Other Services	3.4%	3.2%
Public Admin.	8.8%	8.6%

SOURCE: LA DEPARTMENT OF LABOR, 1ST QUARTER 2005

TAXES (2005)

State	4.0%	Parish	5.25%
		Total	9.25%

SOURCE: PARISH SALES TAX ADMINISTRATION

Property

Parish Assessment/\$100	88.45
Avg. City Assessment/\$100	

GOVERNMENT

Mayor-Council

CONTACTS

Chamber of Greater B.R. Entergy Louisiana
 P.O. Box 3217 5353 Essen Lane
 Baton Rouge, LA 70821 Suite 120
 (225)381-7144 Baton Rouge, LA 70809
 (225)336-4306 Fax (800) 542-2668
www.entergy.com/laed

WAGES

SELECTED OCCUPATIONAL WAGES

Accountant/Auditor	\$20.47
Industrial Engineer	\$26.58
Systems Analyst	\$24.17
Sales Clerk	\$8.57
Stock Clerk	\$8.36
Data Entry Keyer	\$10.58
General Office Clerk	\$8.68
Bookkeeping/Acct.	\$12.73
Packaging Machine	\$11.31
Shipping/Receiving	\$10.76
Machinist	\$18.03
Chemical Plant	\$24.59
Sheet Metal Worker	\$15.15
Medical Lab	\$19.70
Medical Assistant	\$10.23
Telecommunications	\$17.33

SOURCE: LA DEPT. OF LABOR, 2004

EDUCATION (2004)

Primary & Secondary Enrollment

	Public	Nonpublic
Baton Rouge		
East Baton Rouge	46,644	20,738

Technical Colleges

8 within parish and surrounding parishes

Colleges and Universities

11 within the parish and surrounding region

UTILITIES & SERVICES

Electricity ¹: Entergy; DEMCO
 Natural Gas ¹: Entergy; Atmos Energy
 Water ²: East Baton Rouge Water
 Sewerage ²: East Baton Rouge Parish
 Fire Protection Rating ²: Class 1
 (¹ Parish Info., ² City Info.)

MEDICAL SERVICES

SOURCE: LA DEPT OF HEALTH & HOSPITALS

	Beds
Baton Rouge General Health Center	448
Earl K. Long Medical Center	201
Lane Memorial Hospital (in Zachary)	179
Our Lady of the Lake Regional Medical	714
Summitt Hospital	250
Woman's Hospital	225