

Baton Rouge Area Economic Indicators

Baton Rouge Area Chamber
December 2007

Population

Baton Rouge MSA	2007	2006	% chg
	790,000	775,000	1.9%

Source: Baton Rouge Area Chamber (2007 Insights for Action)

Average Wage

Baton Rouge MSA	\$34,520

Source: Bureau of Labor Statistics, May 2006

Civilian Labor Force

Baton Rouge MSA	Oct-07	Oct-06	% chg
Labor force	366,998	370,204	-0.9%
Unemployment rate	2.9	3.7	-21.6%

Source: Louisiana Department of Labor

Nonfarm Wage and Salary Employment

Baton Rouge MSA	Oct-07	Oct-06	% chg
Employment	356,314	356,638	-0.1%

Source: Louisiana Department of Labor

Hotel Industry

Baton Rouge	Jun-07	Jun-06	% chg
Room rate	\$80.47	\$81.48	-1.2%
Occupancy rate	75.10%	76.40%	-1.7%

Source: Baton Rouge Conventions and Visitors Bureau

Sales Tax Collections (\$1000s)

Baton Rouge MSA	May-07	May-06	% chg
Ascension Parish	7,659	7,517	1.9%
East Baton Rouge Parish	34,878	34,128	2.2%
East Feliciana Parish	532	638	-16.6%
Iberville Parish	3,512	2,396	46.6%
Livingston Parish	5,247	4,907	6.9%
Pointe Coupee Parish	1,261	1,077	17.1%
St. Helena Parish	244	254	-3.9%
West Baton Rouge Parish	2,081	1,929	7.9%
West Feliciana Parish	652	620	5.2%
Baton Rouge MSA Total	56,066	53,466	4.9%

Source: Local Tax Authorities

Residential Permits

Baton Rouge MSA	Jun-07	Jun-06	% chg
Total units	494	502	-1.6%
Single family	287	441	-34.9%
Multi-family	207	61	239.3%

Source: U.S. Census Bureau New Residential Construction Index

Apartments

Baton Rouge MSA	Fall 2006	Fall 2005	Chg
Vacancy rate	1.58%	0.13%	1.5%
Average rent (2 br)	\$703	\$665	5.7%
Average rent per sqft (2 br)	\$0.71	\$0.67	5.5%

Source: Cook Moore Associates (Baton Rouge)

Retail Space

Baton Rouge MSA	Q1 2007	Q1 2006	% chg
Vacancy rate	9.5%	12.3%	-22.3%
Rent *	\$14.25	\$13.62	4.6%

Source: GBR Association of Realtors TRENDS Annual Seminar, 2007

* Dollars per square foot

Office Real Estate

City of Baton Rouge, Q1 2007	Class A	Class B
Occupancy		
Downtown	96.1%	73.3%
Florida/Airline	n/a	75.4%
Acadian/College/Corporate	100.0%	85.2%
Essen/Bluebonnet	95.5%	99.0%
Sherwood Forest	100.0%	84.2%
Rent *	Class A	Class B
Downtown	\$21.20	\$14.41
Florida/Airline	n/a	\$13.50
Acadian/College/Corporate	\$20.75	\$16.50
Essen/Bluebonnet	\$19.54	\$13.00
Sherwood Forest	\$18.65	\$15.67

Source: GBR Association of Realtors TRENDS Annual Seminar, 2007

Industrial Real Estate

Baton Rouge MSA, Q1 2007	Lease Rate*		Size (sqft)	
	Min	Max	Min	Max
Flex Space	\$11.00	\$12.00	1,000	15,000
Office/Warehouse	\$7.50	\$8.00	5,000	10,000
Warehouse (old)	\$3.00	\$4.00	50,000	100,000
Warehouse (new)	\$5.00	\$5.00	50,000	n/a

Source: GBR Association of Realtors TRENDS Annual Seminar, 2007

Port of Greater Baton Rouge

	Jun-07	Jun-06	% chg
Petro fuel terminal handling (tons)	201,483	250,296	-19.5%
Total facilities handling (tons)	421,987	443,118	-4.8%

Source: Port of Greater Baton Rouge

Airport Traffic

Baton Rouge Metropolitan Airport	Nov-07	Nov-06	% chg
Enplanements (YTD)	43,259	41,979	3.0%
Freight in (lbs)	900,803	1,148,505	-21.6%
Freight out (lbs)	1,109,204	896,764	23.7%

Source: Baton Rouge Metropolitan Airport (BTR)

C2ER (ACCRA) Cost of Living Index

Baton Rouge MSA, Q3 2007	U.S. Average = 100
Composite (All items)	92.2
Groceries	95.6
Housing	82.5
Utilities	89.0
Transportation	96.0
Health Care	98.9
Misc. goods & services	97.8

Source: Council for Community and Economic Research (formerly ACCRA)



Leading Economic Development
in the Baton Rouge Area