

12758 Jefferson Hwy, Baton Rouge, Louisiana, 70816
Ring of 1 mile

Moderate Metros (C6)

Dominant Tapestry Segment

KEY FACTS



5,807

Total Population



\$280,517

Median Home Value



983

Businesses



11,485

Daytime Population



40.7

Median Age



-0.4%

2025-2030
Pop Growth Rate



\$42,828

Per Capita Income



2.2

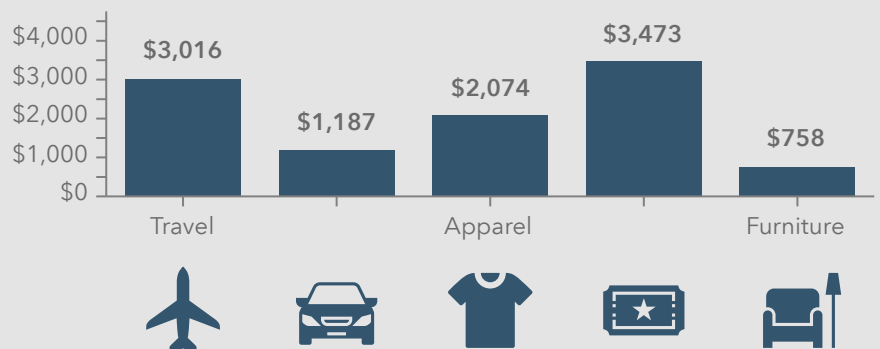
Avg Household Size



\$74,652

Median Household Income

KEY SPENDING FACTS



Source: This infographic contains data provided by Esri (2025, 2030), Esri-Data Axle (2025), Esri-U.S. BLS (2025).

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Spending facts are average annual dollars per household

12758 Jefferson Hwy, Baton Rouge, Louisiana, 70816
Ring of 3 miles

Classic Comfort (K4)

Dominant Tapestry Segment

KEY FACTS



71,334

Total Population



\$308,624

Median Home Value



5,697

Businesses



84,864

Daytime Population



38.1

Median Age



-0.2%

2025-2030
Pop Growth Rate



\$48,986

Per Capita Income



2.3

Avg Household Size



\$80,475

Median Household Income

KEY SPENDING FACTS



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Spending facts are average annual dollars per household

12758 Jefferson Hwy, Baton Rouge, Louisiana, 70816
Ring of 5 miles

Classic Comfort (K4)

Dominant Tapestry Segment

KEY FACTS


162,041
Total Population


\$304,906
Median Home Value


11,883
Businesses


201,233
Daytime Population



39.2

Median Age



-0.3%

2025-2030
Pop Growth Rate



\$50,316

Per Capita Income



2.3

Avg Household Size



\$81,616

Median Household Income

KEY SPENDING FACTS



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Spending facts are average annual dollars per household