



📍 New Albany, IN 47150

# New Albany, IN Trade Area Overview

Robust suburban community with diverse consumer segments and growth potential

Commercial Trade Area Report



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# Area at a Glance

New Albany, IN 47150 · Local Trade Area Metrics

 Total Population

**49,910**

▲ +0.01%

 Avg. Household Income

**\$86,331**

 Median Home Value

**\$251,830**

▲ +2.0%

 Homeownership Rate

**61.4%**

 Unemployment Rate

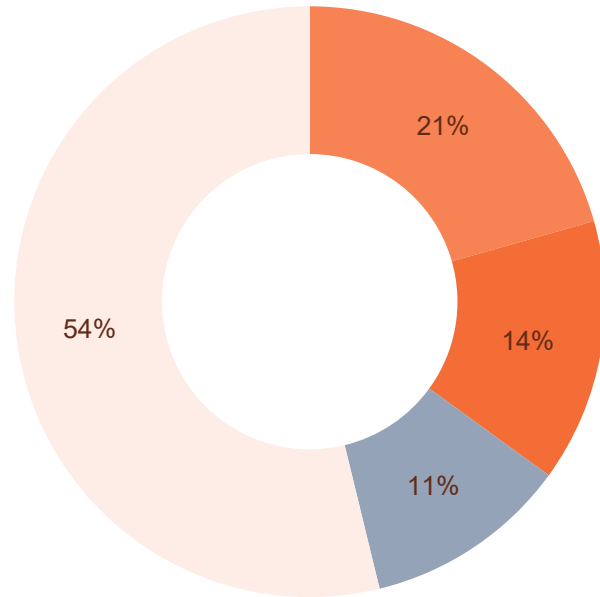
**4.5%**

 Median Age

**39.7**

# Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Middle Ground ■ Loyal Locals ■ Room to Roam ■ Other Segments

## Middle Ground

**20.6%**

20.6% of households · Suburban Shine

## Loyal Locals

**14.4%**

14.4% of households

## Room to Roam

**11.2%**

11.2% of households

*Segments reflect national consumer types, not local demographics*

# Segment Profile

“Middle Ground” — National Consumer Type

The 'Middle Ground' segment, comprising 20.6% of local households, represents a national profile of affordable Midwestern and Southern suburbs within the 'Suburban Shine' LifeMode group. This segment nationally tends to consist of married couples and singles living alone, with a median age of 38.8 years and a homeownership rate of 67%. They often shop at discount grocery chains, frequent fast-food restaurants, and have a median net worth of \$168,044. Their lifestyle includes engaging in recreational activities like sports, fishing, and gardening.



Middle Ground

**\$168K**

*Median Net Worth (national)*



Household Type

**Married Couples, Singles Living Alone**



Residence Type

**Single Family**

*All attributes reflect the national Esri Tapestry profile for this consumer segment, not local measurements.*

Source: Esri Tapestry Segmentation

New Albany, IN 47150



# 01 Income & Spending Power

New Albany exhibits a strong economic profile, with an average household income of \$86,331 and disposable income averaging \$65,308. Despite a local unemployment rate slightly above the national average, the area supports a healthy economic environment conducive to investment opportunities.



Avg. Household Income

**\$86K**

Metric	Value	Context
Avg. Household Income	\$86,331	Local
Disposable Income	\$65,308	Local
Per Capita Income	\$37,173	4.5% unemployment

## 02 Population & Density

The trade area of New Albany is home to a population of 49,910, with a modest growth rate of 0.01%. The area has a population density of 1,098.3 people per square mile, increasing to 1,176.6 during the daytime due to the influx of workers and visitors.



Total Population

49.9K

Metric	Value	Context
Total Population	49,910	+0.01% change
Daytime Population	53,469	Density: 1,176.6/sq mi

# 03 Housing Profile

New Albany's housing market features a local homeownership rate of 61.4% and a median home value of \$251,830, reflecting a 2.0% increase over the past year. The area presents a balanced mix of ownership and rental opportunities, appealing to diverse housing preferences.

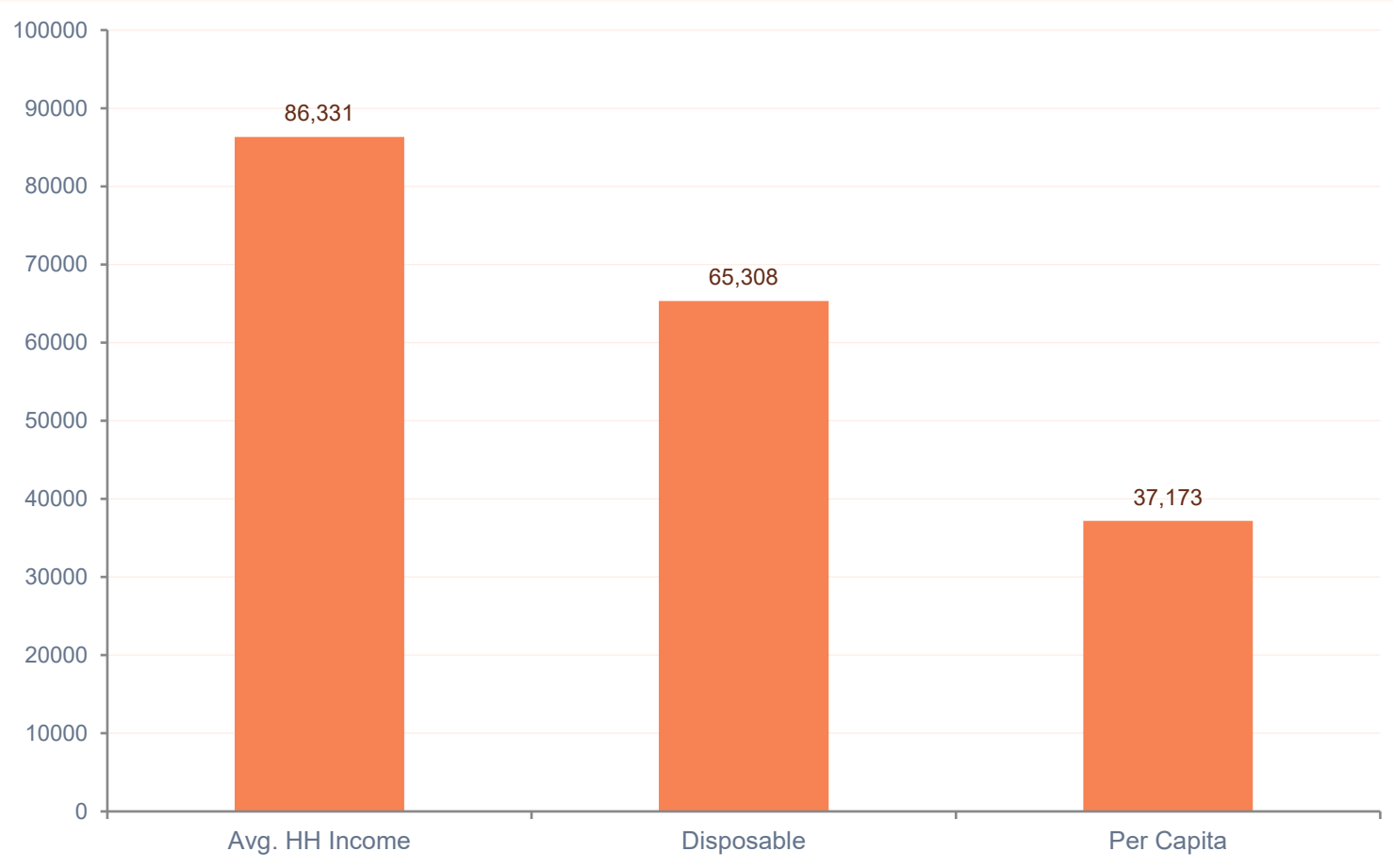


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a small, white, sans-serif font. The largest text in the box is "\$252K" in a white, serif font, representing the median home value.

Metric	Value	Context
Median Home Value	\$251,830	+2.0% YoY
Homeowners	61.4%	Renters: 38.6%
Population Density	1,098.3/sq mi	

# Income Profile

## Local Household Income Metrics



### Key Insight

Local average household income of \$86,331 with \$65,308 in disposable income. Projected median household income is \$78,079.

**Unemployment: 4.5% (US: 4.3%)**



# Explore the potential of New Albany's dynamic trade area with Stephannie Wilson, and seize opportunities for strategic commercial investment.



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