



📍 Jeffersonville, Indiana

Jeffersonville Trade Area Profile

Exploring a dynamic suburban market with growth potential

Commercial Trade Area Report



Stephannie Wilson

IN

s.realtorwilson2@gmail.com

Area at a Glance

Jeffersonville, Indiana · Local Trade Area Metrics

 Total Population

52,226

▲ +5.62%

 Avg. Household Income

\$87,788

 Median Home Value

\$255,660

▲ +0.5%

 Homeownership Rate

72.4%

 Unemployment Rate

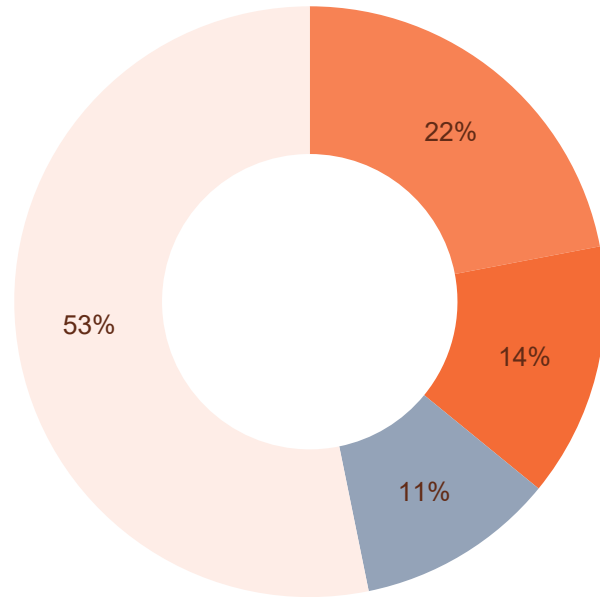
2.9%

 Median Age

40.1

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Middle Ground ■ Classic Comfort ■ Flourishing Families ■ Other Segments

Middle Ground

22.0%

22.0% of households · Suburban Shine

Classic Comfort

13.9%

13.9% of households

Flourishing Families

10.9%

10.9% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Middle Ground” — National Consumer Type

The 'Middle Ground' segment, part of the Suburban Shine LifeMode group, represents 22.0% of local households. This consumer type nationally tends to reside in affordable Midwestern and Southern suburbs, often owning single-family homes. With a median age of 38.8 years, they enjoy a lifestyle centered around discount shopping, fast food, and outdoor activities such as fishing and gardening. They are active in the labor force and utilize a mix of traditional and digital media.



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

Jeffersonville, Indiana



01 Income & Spending Power

Jeffersonville boasts an average household income of \$87,788, with a robust average disposable income of \$66,581, indicating strong consumer spending potential. The projected median household income is set to reach \$78,493, underscoring growing economic strength.



Avg. Disposable Income

\$66.6K

Metric	Value	Context
Avg. Household Income	\$87,788	Local
Disposable Income	\$66,581	Local
Per Capita Income	\$37,699	2.9% unemployment

02 Population & Density

With a total population of 52,226, Jeffersonville has experienced a 5.62% growth, highlighting its appeal and vitality. The area maintains a population density of 1,532.6 people per square mile, which increases to 1,698.9 during daytime hours, reflecting its draw as a hub of activity.



Total Population

52.2K

Metric	Value	Context
Total Population	52,226	+5.62% change
Daytime Population	57,894	Density: 1,698.9/sq mi

03 Housing Profile

Local homeownership rates stand at 72.4%, significantly above the national average, with a median home value of \$255,660. The housing market remains stable, showing a modest 0.5% increase in home values over the past year.



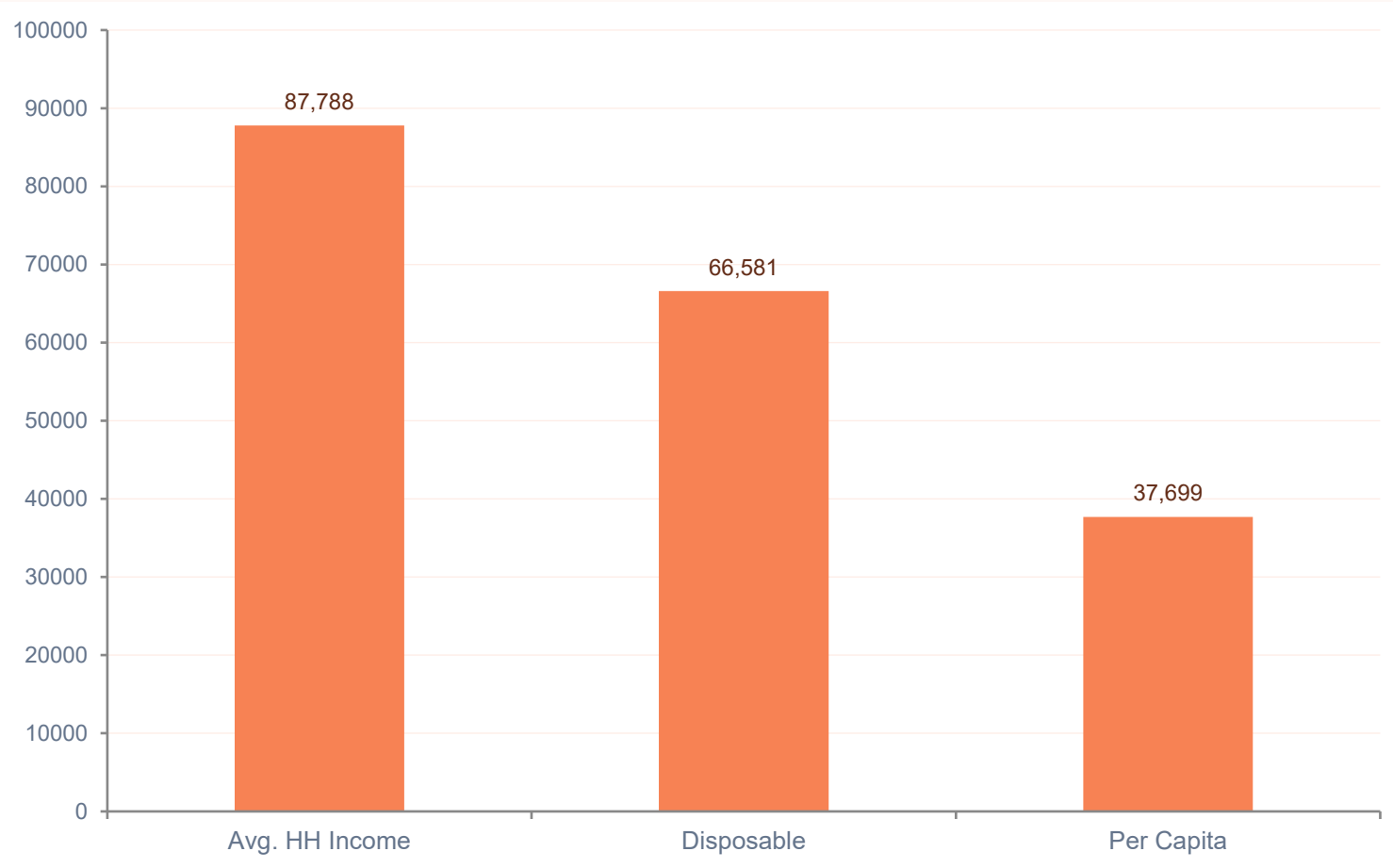
Median Home Value

\$255.7K

Metric	Value	Context
Median Home Value	\$255,660	+0.5% YoY
Homeowners	72.4%	Renters: 27.7%
Population Density	1,532.6/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$87,788 with \$66,581 in disposable income. Projected median household income is \$78,493.

Unemployment: 2.9% (US: 4.3%)



Discover the opportunities within the Jeffersonville trade area and capitalize on its growth trajectory.



Stephannie Wilson

s.realtorwilson2@gmail.com

(502) 643-3062

License: RB14039714 · IN