



📍 Borden, Indiana

Borden, Indiana Trade Area Profile

Explore demographic trends and investment opportunities in Borden, Indiana.

Commercial Trade Area Report



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Area at a Glance

Borden, Indiana · Local Trade Area Metrics

 Total Population

775

▼ -1.40%

 Avg. Household Income

\$98,180

 Median Home Value

\$305,200

▲ +2.4%

 Homeownership Rate

78.4%

 Unemployment Rate

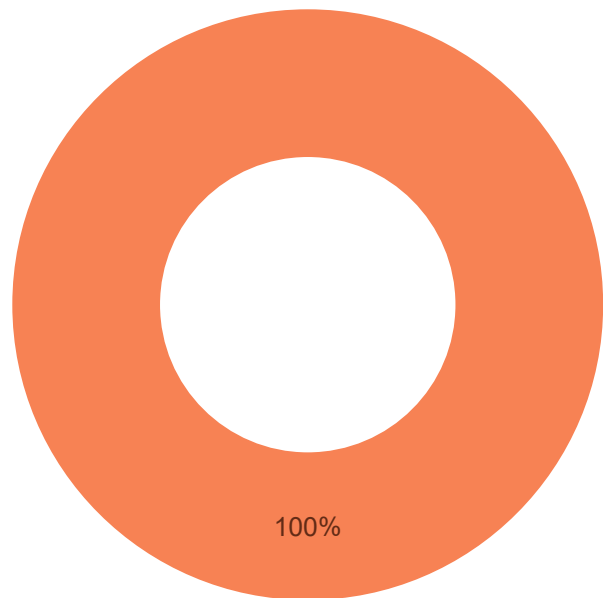
2%

 Median Age

43.3

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Country Charm

Country Charm

100.0%

100.0% of households · Countryscapes

Segments reflect national consumer types, not local demographics

Segment Profile

“Country Charm” — National Consumer Type

The Country Charm segment, encompassing 100% of local households, is part of the Countryscapes LifeMode group. Nationally, this segment is characterized by mature, retired living in rural, vehicle-dependent areas with an agricultural focus. With a median net worth of \$298,064 and a homeownership rate of 84%, these households tend to shop for essentials in person, often using coupons, and engage in DIY projects. They are known for listening to country music and maintaining their properties independently.



Country Charm

\$298K

Median Net Worth (national)



Household Type

Married Couples



Residence Type

Single Family

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

Source: Esri Tapestry Segmentation

Borden, Indiana



01 Income & Spending Power

Borden's average household income stands at \$98,180, with a notable disposable income of \$72,917. The projected median household income is \$83,034, suggesting stable economic conditions. The local unemployment rate is significantly lower than the national average at 2%, indicating a robust local economy.



Average Household Income

\$98.2K

Metric	Value	Context
Avg. Household Income	\$98,180	Local
Disposable Income	\$72,917	Local
Per Capita Income	\$40,792	2% unemployment

02 Population & Density

Borden's total population is 775, with a density of 556.8 people per square mile. The population has experienced a slight decline of 1.4%, yet the median age remains consistent at 43.3 years. The area sees a daytime population of 596, reflecting its dynamic community engagement.



Total Population

775

Metric	Value	Context
Total Population	775	-1.40% change
Daytime Population	596	Density: 428.2/sq mi

03 Housing Profile

The local homeownership rate is 78.4%, with a median home value of \$305,200, marking a 2.4% increase over the past 12 months. The rental market comprises 21.6% of housing, offering diverse investment opportunities in this stable housing market.

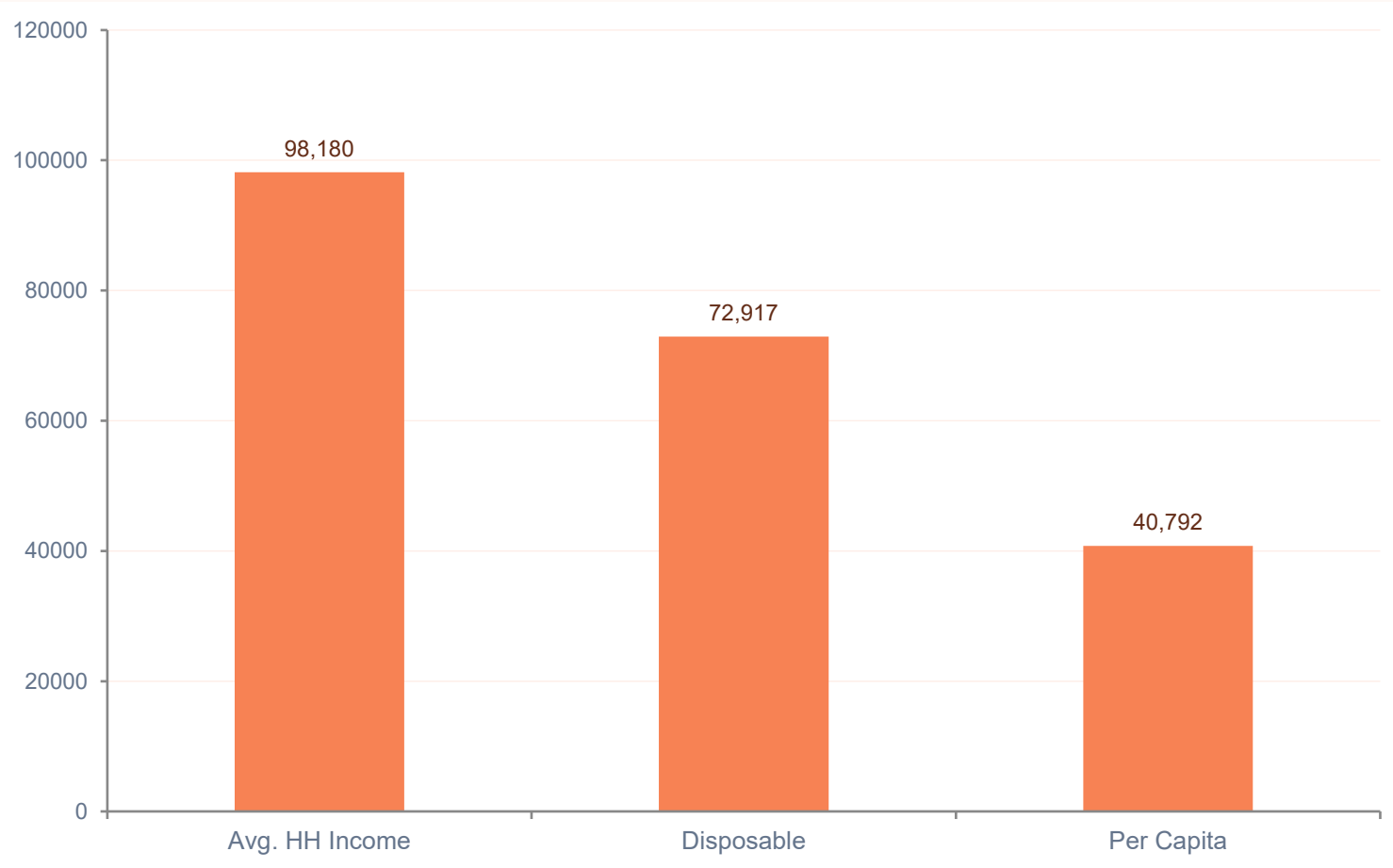


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a small, white, sans-serif font. The largest text in the box is "\$305.2K" in a bold, white, serif font.

Metric	Value	Context
Median Home Value	\$305,200	+2.4% YoY
Homeowners	78.4%	Renters: 21.6%
Population Density	556.8/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$98,180 with \$72,917 in disposable income. Projected median household income is \$83,034.

Unemployment: 2% (US: 4.3%)



Discover the potential of Borden's trade area for your next commercial investment venture.



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