



📍 New Albany, IN 47150

New Albany Trade Area Profile

Exploring demographic trends and investment potential in New Albany, IN

Commercial Trade Area Report



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IN

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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

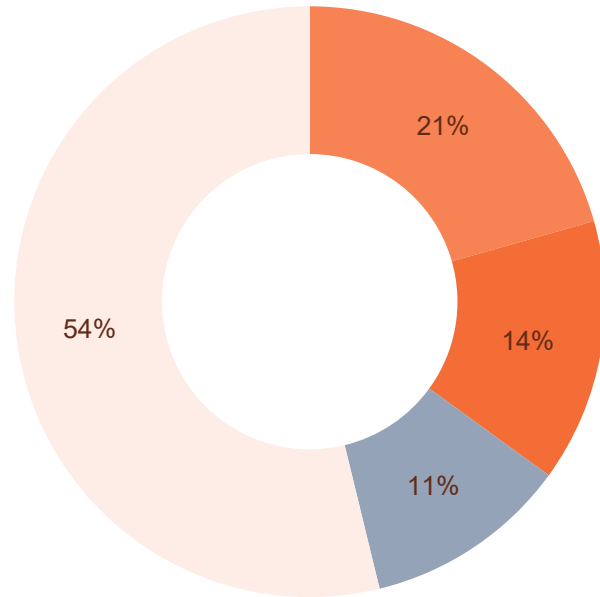
4.5%

 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, part of the Suburban Shine LifeMode group, represents 20.6% of local households. Nationally, this consumer type is characterized by affordable living in Midwestern and Southern suburbs, with a median age of 38.8 and a homeownership rate of 67%. They tend to shop at discount grocery chains, finance vehicles with loans, and enjoy 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's average household income is \$86,331, with a disposable income averaging \$65,308. This substantial spending power presents opportunities for retail and service investments catering to middle-income earners.



Avg. Household Income

\$86.3K

| 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

With a total population of 49,910 and a density of 1,098.3 people per square mile, New Albany maintains a stable community with only a slight population change of 0.01%. The daytime population increases to 53,469, indicating a draw of non-residents for work or services.



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

Local homeownership stands at 61.4%, with a median home value of \$251,830, reflecting a modest increase of 2.0% over the past year. This suggests a steady housing market with potential for residential development.



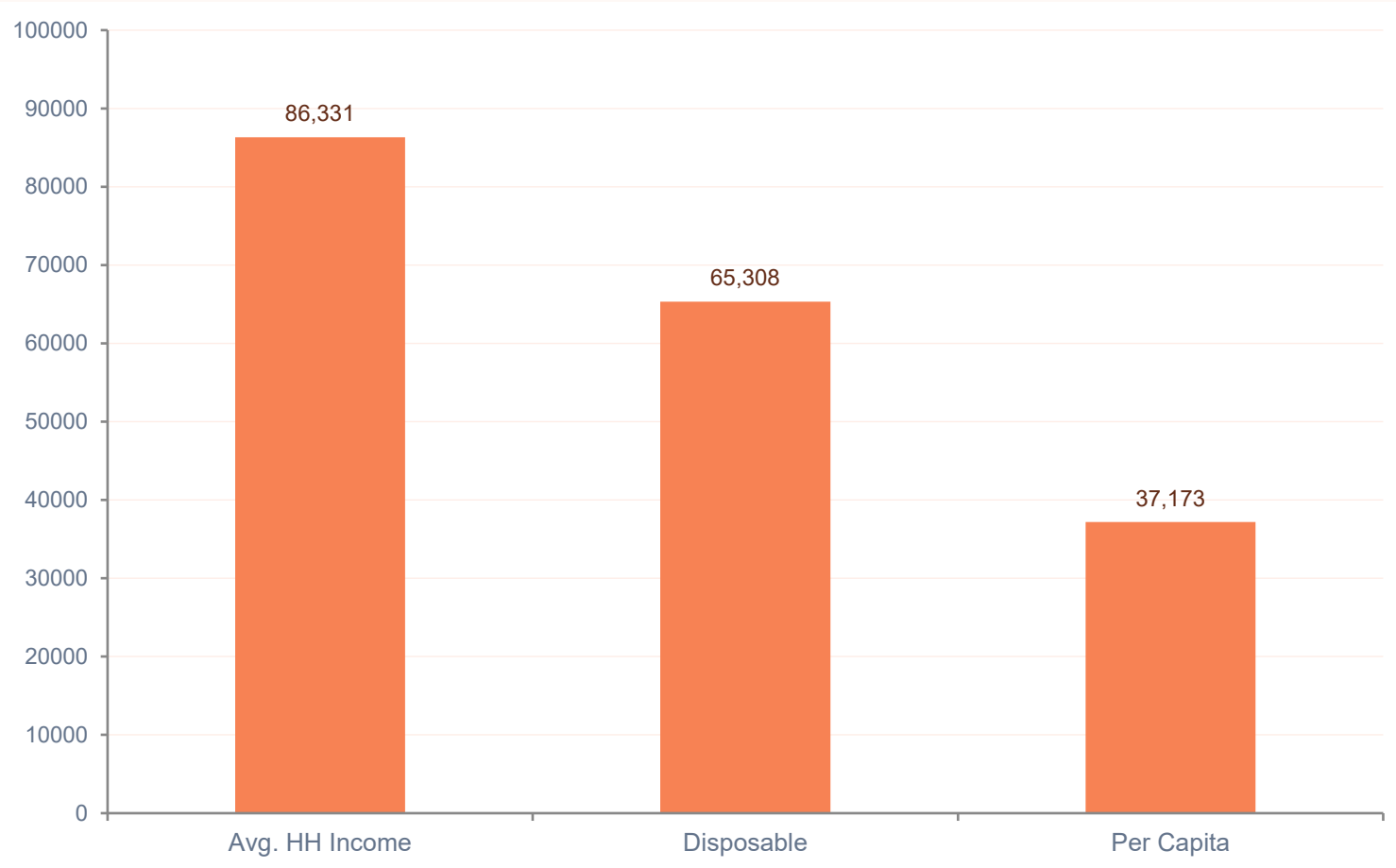
Median Home Value

\$251.8K

| 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%)



Unlock the investment potential in New Albany's vibrant trade area with strategic developments.



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