 New Albany, Indiana

# New Albany Trade Area Profile

Discover the demographics and investment potential in New Albany, Indiana.

Commercial Trade Area Report



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# Area at a Glance

New Albany, Indiana · Local Trade Area Metrics

 Total Population

**38,426**

▲ +1.37%

 Avg. Household Income

**\$76,292**

 Median Home Value

**\$251,830**

▲ +2.0%

 Homeownership Rate

**55.9%**

 Unemployment Rate

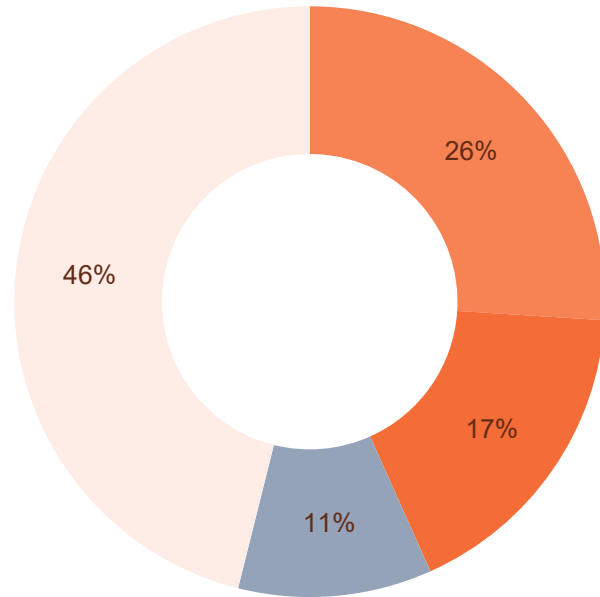
**4.6%**

 Median Age

**39.3**

# Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Middle Ground ■ Loyal Locals ■ Single Thrifties ■ Other Segments

## Middle Ground

**26.0%**

26.0% of households · Suburban Shine

## Loyal Locals

**17.3%**

17.3% of households

## Single Thrifties

**10.6%**

10.6% 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 26.0% of local households. Nationally, this segment tends to consist of married couples and singles living alone in affordable Midwestern and Southern suburbs. They have a strong labor force participation rate of 69.2% and a median net worth of \$168,044. These consumers often shop at discount grocery chains, finance vehicles with loans, and enjoy recreational activities like sports 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, Indiana



# 01 Income & Spending Power

New Albany's average household income is \$76,292, with a disposable income of \$58,315, reflecting strong spending potential. The projected median household income stands at \$71,516, highlighting continued economic stability.



Avg. Household Income

**\$76.3K**

Metric	Value	Context
Avg. Household Income	\$76,292	Local
Disposable Income	\$58,315	Local
Per Capita Income	\$33,761	4.6% unemployment

## 02 Population & Density

The total population of New Albany is 38,426, with a population density of 2,479.1 people per square mile. The area experiences a daytime population increase to 46,288, indicating a vibrant business environment.



Total Population

38.4K

Metric	Value	Context
Total Population	38,426	+1.37% change
Daytime Population	46,288	Density: 2,986.3/sq mi

# 03 Housing Profile

New Albany has a homeownership rate of 55.9% and a median home value of \$251,830, which has increased by 2.0% over the past year. The rental market also remains significant, with a 44.1% renter rate.

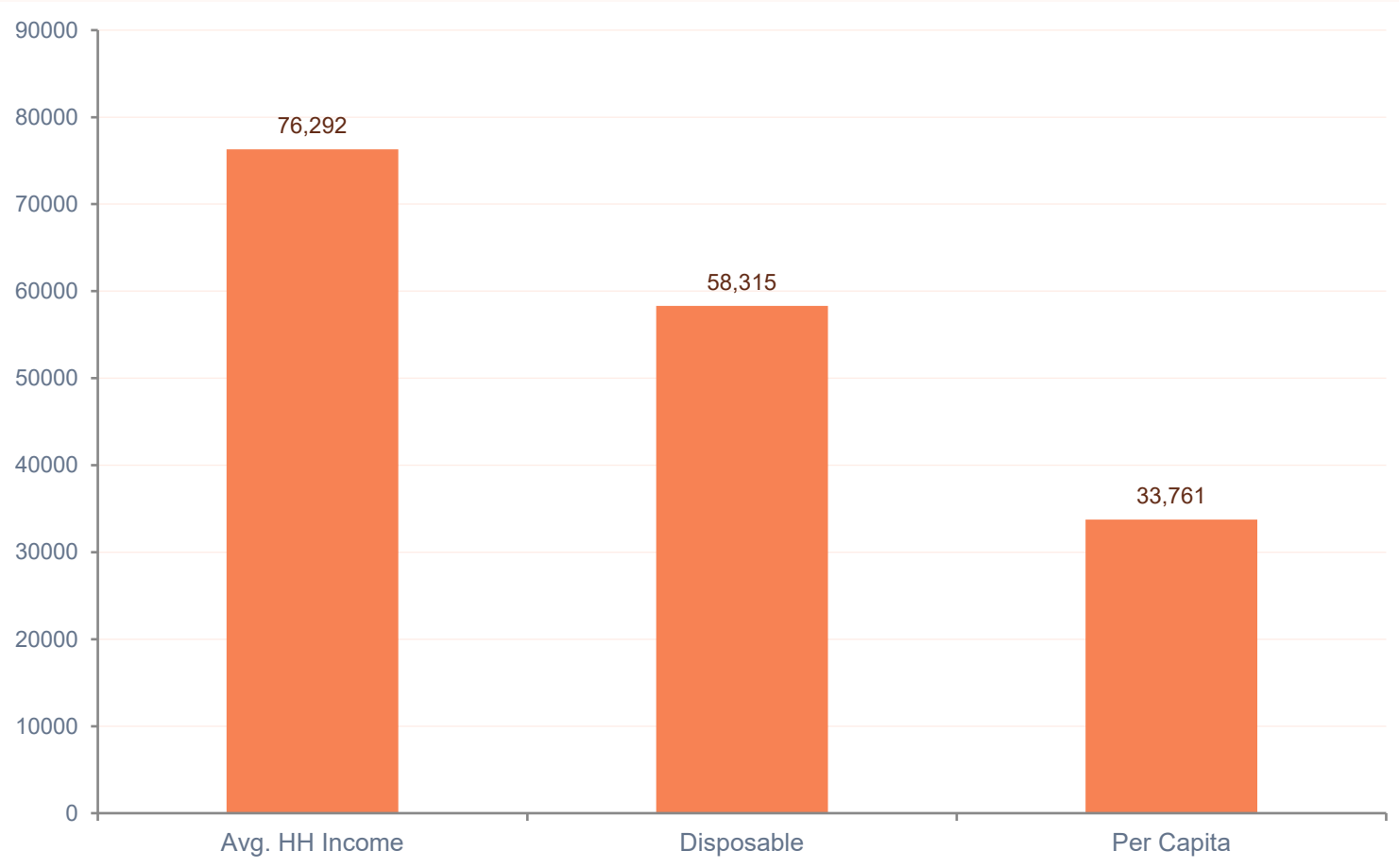


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a light brown font. The largest text in the box is "\$251.8K" in white, bold font.

Metric	Value	Context
Median Home Value	\$251,830	+2.0% YoY
Homeowners	55.9%	Renters: 44.1%
Population Density	2,479.1/sq mi	

# Income Profile

## Local Household Income Metrics



### Key Insight

Local average household income of \$76,292 with \$58,315 in disposable income. Projected median household income is \$71,516.

**Unemployment: 4.6% (US: 4.3%)**



# Explore the promising investment opportunities within the New Albany trade area with Stephannie Wilson.



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