



📍 Charlestown, IN 47111

# Charlestown IN: Thriving Suburban Market

Dynamic growth and prosperity in a flourishing family-oriented trade area

Commercial Trade Area Report



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IN

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# Area at a Glance

Charlestown, IN 47111 · Local Trade Area Metrics

 Total Population

**18,776**

▲ +10.67%

 Avg. Household Income

**\$107,042**

 Median Home Value

**\$319,620**

▲ +1.4%

 Homeownership Rate

**85.1%**

 Unemployment Rate

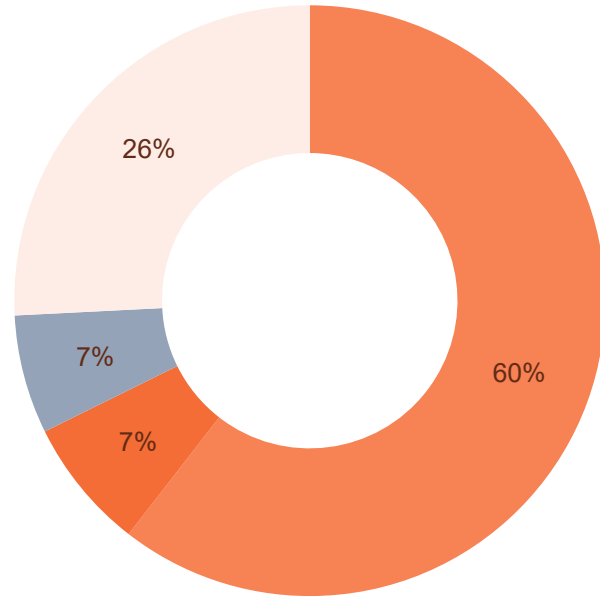
**2.2%**

 Median Age

**40.1**

# Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Flourishing Families ■ Heartland Communities ■ Rural Versatility ■ Other Segments

## Flourishing Families

**60.5%**

60.5% of households · Family Prosperity

## Heartland Communities

**7.2%**

7.2% of households

## Rural Versatility

**6.5%**

6.5% of households

*Segments reflect national consumer types, not local demographics*

# Segment Profile

“Flourishing Families” — National Consumer Type

Flourishing Families, part of the Family Prosperity LifeMode group, represents 60.5% of local households. Nationally, this segment encompasses large suburban families primarily living in single-family homes. They tend to have a median age of 39 and an 85% homeownership rate. Financially savvy, these families prioritize spending on insurance and retirement, favor pickup trucks and SUVs, and prefer in-store shopping at large retail and hardware stores. Their lifestyle includes domestic travel and leisure activities like board games and reading.



Flourishing Families

**\$499K**

*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

Charlestown, IN 47111



# 01 Income & Spending Power

Charlestown boasts a robust average household income of \$107,042, complemented by a disposable income of \$80,871. The strong local economy is underscored by a notably low unemployment rate of 2.2%, significantly below the national average of 4.3%.



Avg. Household Income

**\$107K**

Metric	Value	Context
Avg. Household Income	\$107,042	Local
Disposable Income	\$80,871	Local
Per Capita Income	\$40,626	2.2% unemployment

## 02 Population & Density

With a total population of 18,776 and a 10.67% growth rate, Charlestown is a dynamic and expanding community. The area exhibits a population density of 217.7 people per square mile, reflecting a balance of suburban living with ample room for development.



Total Population

**18.8K**

Metric	Value	Context
Total Population	18,776	+10.67% change
Daytime Population	12,725	Density: 147.5/sq mi

# 03 Housing Profile

The housing market in Charlestown is characterized by a strong homeownership rate of 85.1% and a median home value of \$319,620. Over the past year, home values have seen a modest increase of 1.4%, indicating steady growth and stability in the housing sector.



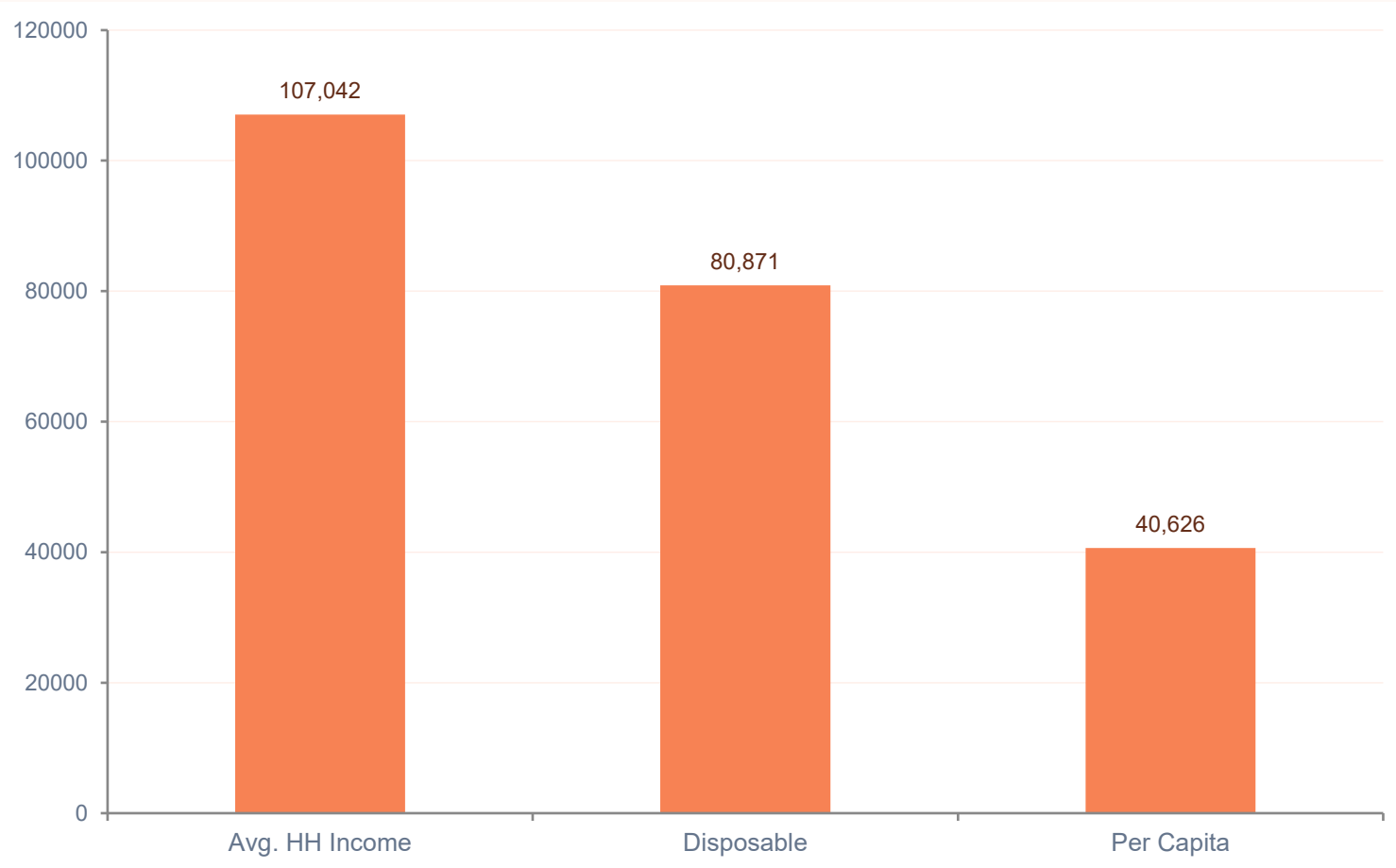
Median Home Value

**\$320K**

Metric	Value	Context
Median Home Value	\$319,620	+1.4% YoY
Homeowners	85.1%	Renters: 14.9%
Population Density	217.7/sq mi	

# Income Profile

## Local Household Income Metrics



### Key Insight

Local average household income of \$107,042 with \$80,871 in disposable income. Projected median household income is \$103,360.

**Unemployment: 2.2% (US: 4.3%)**



# Explore the potential in Charlestown's flourishing trade area with strategic investment opportunities.



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