



📍 Nabb, IN 47147

# Nabb, IN: Emerging Rural Opportunities

A promising investment landscape with stable demographics and growth potential.

Commercial Trade Area Report



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IN

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# Area at a Glance

Nabb, IN 47147 · Local Trade Area Metrics

 Total Population

**1,076**

▼ -0.28%

 Avg. Household Income

**\$104,797**

 Median Home Value

**\$231,000**

▲ +3.1%

 Homeownership Rate

**87.4%**

 Unemployment Rate

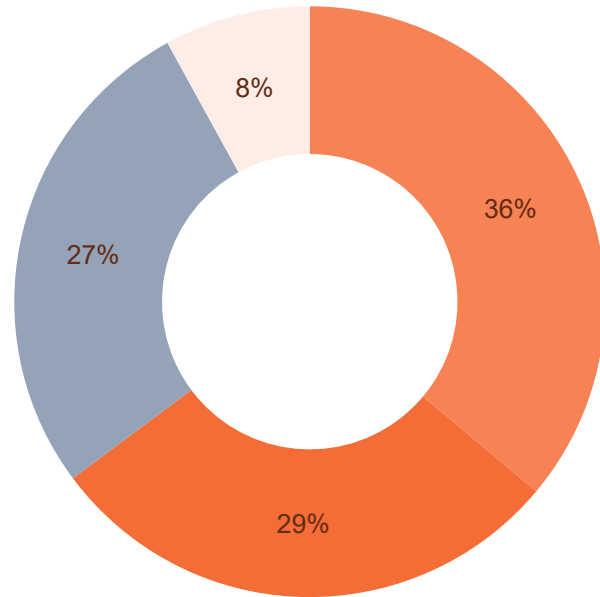
**1.7%**

 Median Age

**43.8**

# Community Segments

Esri Tapestry Segmentation — Household Distribution



Country Charm Room to Roam Rooted Rural Other Segments

## Country Charm

**36.1%**

36.1% of households · Countryscapes

## Room to Roam

**28.7%**

28.7% of households

## Rooted Rural

**27.2%**

27.2% of households

*Segments reflect national consumer types, not local demographics*

# Segment Profile

“Country Charm” — National Consumer Type

The 'Country Charm' segment nationally represents 36.1% of local households. This segment, part of the Countryscapes LifeMode group, features mature, married couples in rural, vehicle-dependent areas. They typically own single-family homes, with a national homeownership rate of 84%, and have a median net worth of \$298,064. These individuals are known for their self-reliance, often engaging in home improvement projects and preferring to shop in person while seeking better deals online.



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

Nabb, IN 47147



# 01 Income & Spending Power

With an average household income of \$104,797 and an average disposable income of \$79,042, the Nabb trade area demonstrates strong spending power, conducive to retail and service developments. The local per capita income stands at \$41,183, supporting a consumer base with sufficient purchasing capability.



Average Household Income

**\$104.8K**

Metric	Value	Context
Avg. Household Income	\$104,797	Local
Disposable Income	\$79,042	Local
Per Capita Income	\$41,183	1.7% unemployment

## 02 Population & Density

The total population of the Nabb area is 1,076, with a slight population decrease of -0.28% recently observed. The low population density of 29.1 per square mile indicates a spacious rural setting, offering substantial room for growth and development.



Total Population

1,076

Metric	Value	Context
Total Population	1,076	-0.28% change
Daytime Population	613	Density: 16.6/sq mi

# 03 Housing Profile

Nabb boasts a high local homeownership rate of 87.4%, reflecting stability in housing. The median home value is \$231,000, having increased by 3.1% over the past year, which suggests steady appreciation and investment potential in the housing market.



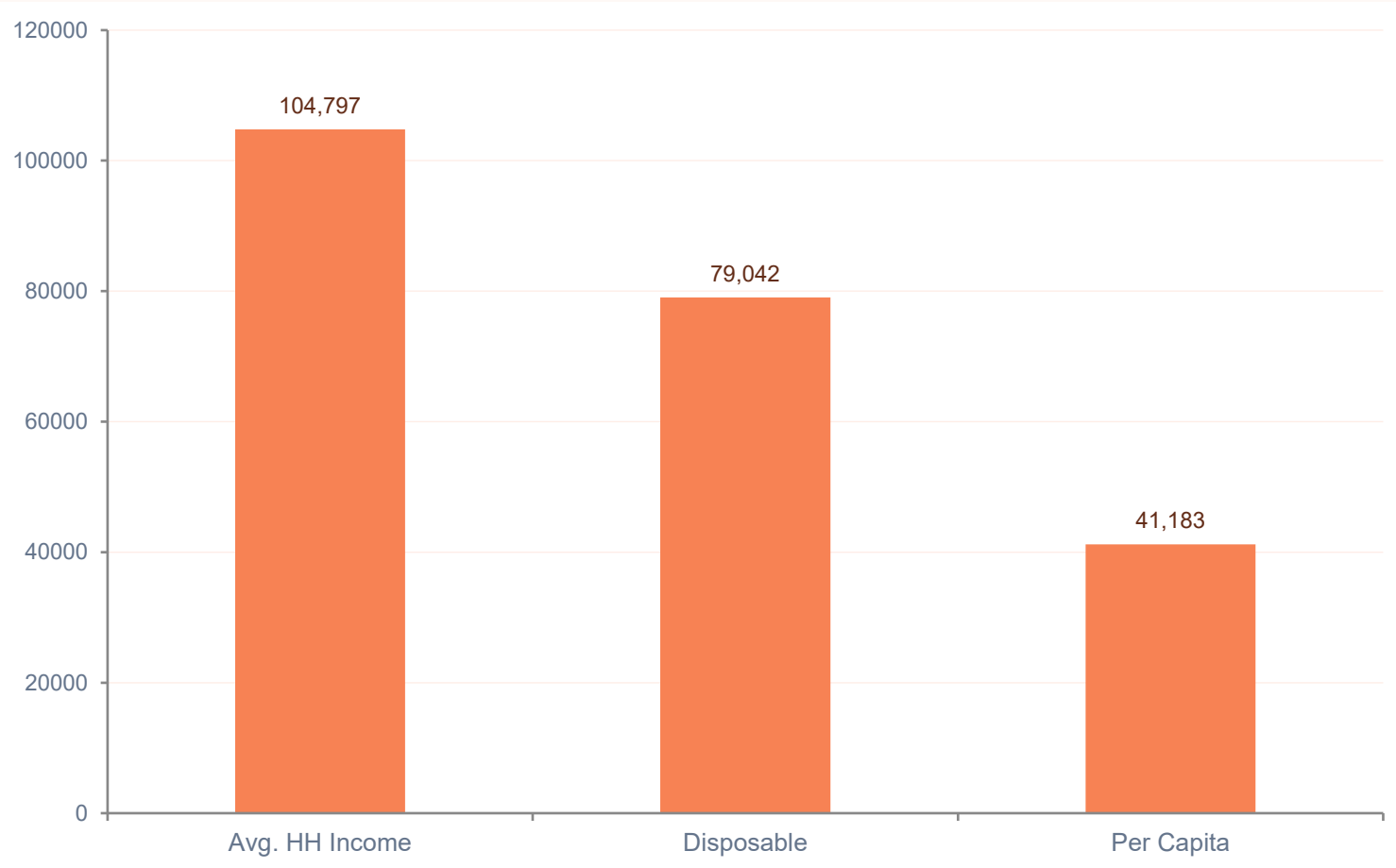
Median Home Value

**\$231K**

Metric	Value	Context
Median Home Value	\$231,000	+3.1% YoY
Homeowners	87.4%	Renters: 12.6%
Population Density	29.1/sq mi	

# Income Profile

## Local Household Income Metrics



### Key Insight

Local average household income of \$104,797 with \$79,042 in disposable income. Projected median household income is \$98,413.

**Unemployment: 1.7% (US: 4.3%)**



**Explore investment opportunities in Nabb's trade area, where rural charm meets growth potential.**



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