 Borden, IN 47106

Borden, IN Trade Area Profile

Exploring demographics and investment potential in Borden, IN.

Commercial Trade Area Report



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IN

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Area at a Glance

Borden, IN 47106 · Local Trade Area Metrics

 Total Population

4,891

▲ +1.77%

 Avg. Household Income

\$115,957

 Median Home Value

\$334,000

▲ +4.4%

 Unemployment Rate

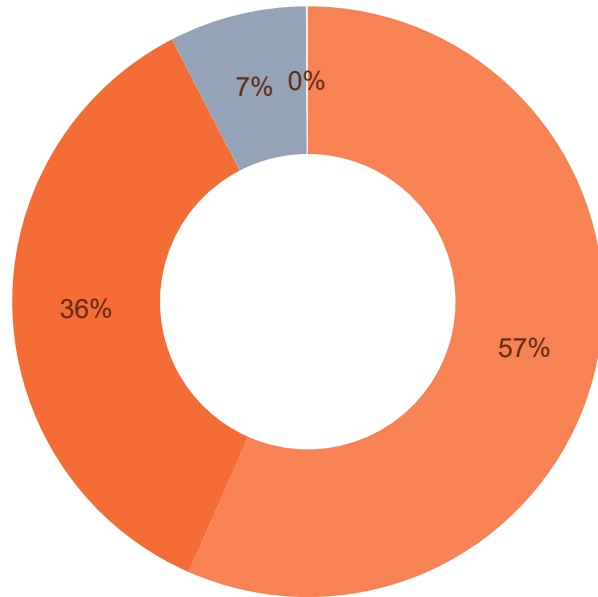
3%

 Median Age

45.2

Community Segments

Esri Tapestry Segmentation — Household Distribution



Country Charm Room to Roam Flourishing Families Other Segments

Country Charm

56.6%

56.6% of households · Countryscapes

Room to Roam

35.8%

35.8% of households

Flourishing Families

7.5%

7.5% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Country Charm” — National Consumer Type

The 'Country Charm' segment, part of the Countryscapes LifeMode group, represents 56.6% of local households. Nationally, this consumer type tends to live in rural, vehicle-dependent areas with an agricultural focus. They favor homeownership and value self-reliance, often engaging in DIY activities like home improvement and gardening. With a tendency to shop for essentials in person and seek online deals, they reflect a blend of traditional and modern consumer behavior.



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, IN 47106



01 Income & Spending Power

Borden, IN boasts a robust average household income of \$115,957, with an average disposable income of \$85,849. The area's financial vitality is underscored by a low local unemployment rate of just 3%, providing a strong foundation for consumer spending.



Avg. Household Income

\$115.9K

Metric	Value	Context
Avg. Household Income	\$115,957	Local
Disposable Income	\$85,849	Local
Per Capita Income	\$45,865	3% unemployment

02 Population & Density

With a total population of 4,891, Borden, IN has experienced a growth of 1.77%. The population density stands at 72.1 per square mile, offering a spacious environment with a daytime population of 3,355.



Total Population

4,891

Metric	Value	Context
Total Population	4,891	+1.77% change
Daytime Population	3,355	Density: 49.5/sq mi

03 Housing Profile

The median home value in Borden, IN is \$334,000, reflecting a 4.4% increase over the past year. This appreciation in home values indicates a promising trend for property investment in this trade area.

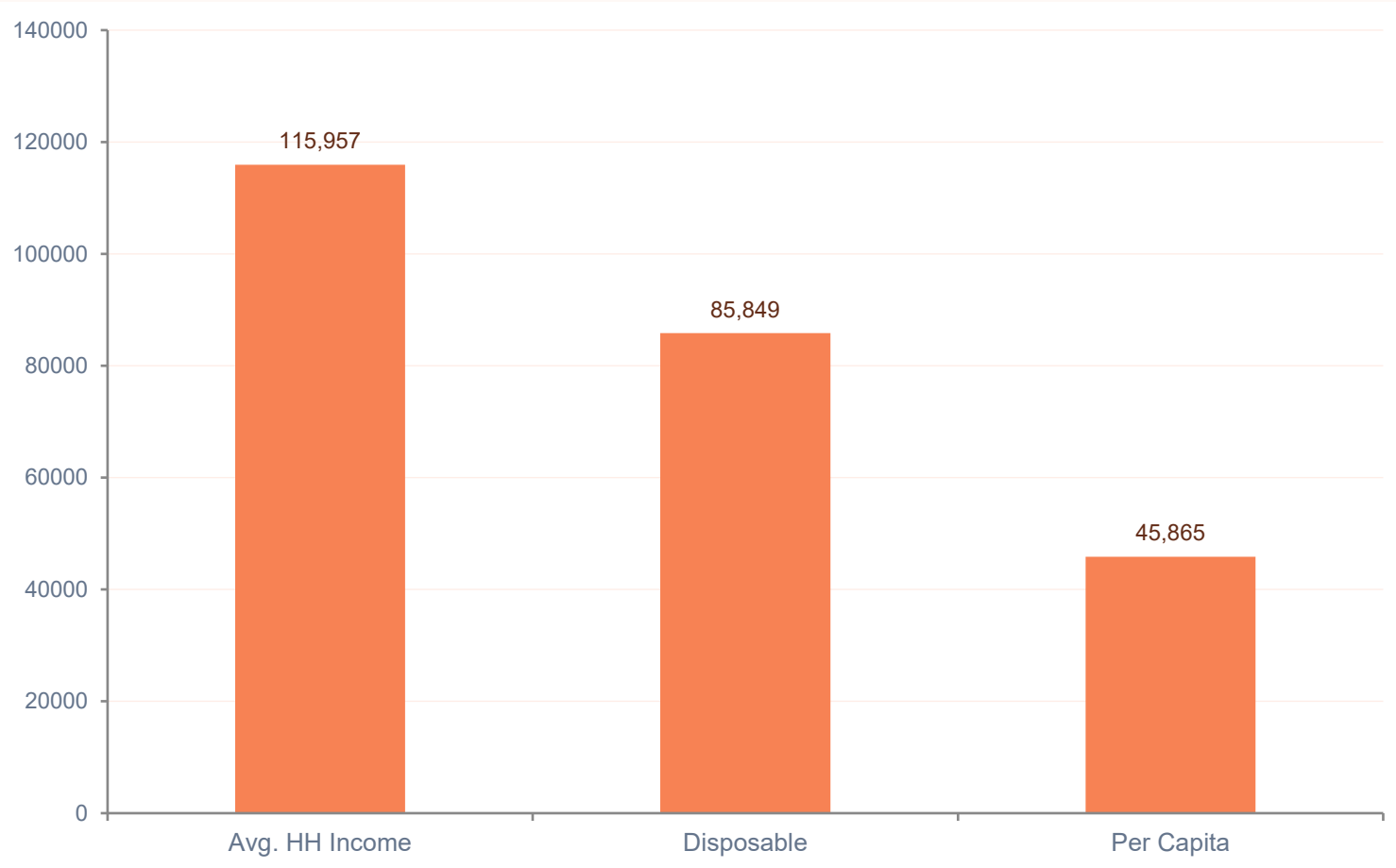


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a light brown font. The largest text in the box is "\$334K" in white, bold font.

Metric	Value	Context
Median Home Value	\$334,000	+4.4% YoY
Population Density	72.1/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$115,957 with \$85,849 in disposable income. Projected median household income is \$110,987.

Unemployment: 3% (US: 4.3%)



Explore the investment opportunities in the vibrant Borden, IN trade area today.



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