



📍 Charlestown, Indiana

# Charlestown Trade Area Overview

Exploring growth opportunities in a thriving suburban market

Commercial Trade Area Report



**Stephanie Wilson**

IN

s.realtorwilson2@gmail.com

# Area at a Glance

Charlestown, Indiana · Local Trade Area Metrics

 Total Population

**8,905**

▲ +14.53%

 Avg. Household Income

**\$95,735**

 Median Home Value

**\$319,620**

▲ +1.4%

 Homeownership Rate

**73.7%**

 Unemployment Rate

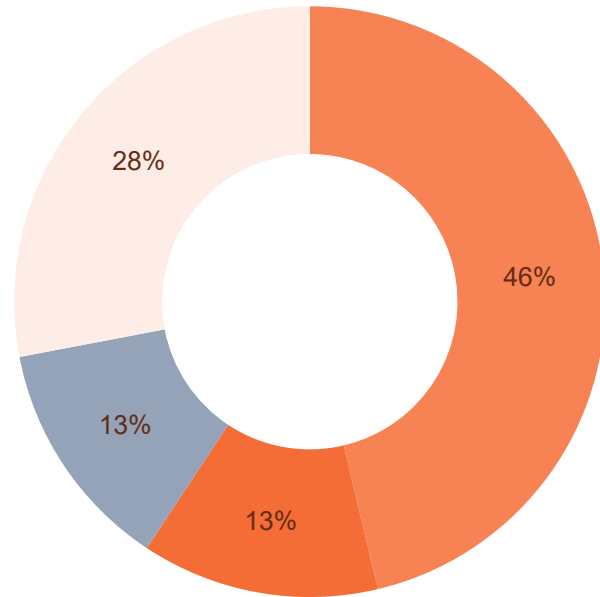
**2.6%**

 Median Age

**39.8**

# Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Flourishing Families ■ Middle Ground ■ Rural Versatility ■ Other Segments

## Flourishing Families

**46.3%**

46.3% of households · Family Prosperity

## Middle Ground

**13.0%**

13.0% of households

## Rural Versatility

**12.7%**

12.7% of households

*Segments reflect national consumer types, not local demographics*

# Segment Profile

“Flourishing Families” — National Consumer Type

The 'Flourishing Families' segment nationally tends to encompass large suburban families predominantly residing in the South and Midwest. These households, characterized by married couples, often own single-family homes and prioritize investments in medical, auto, and life insurance. This segment, part of the 'Family Prosperity' LifeMode, makes up 46.3% of local households and typically enjoys in-store shopping at large retail and hobby stores, with a notable preference for domestic travel and pickup trucks.



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, Indiana



# 01 Income & Spending Power

Charlestown boasts a robust average household income of \$95,735, which is complemented by a healthy average disposable income of \$72,407. The projected median household income of \$85,932 indicates continued financial growth, appealing to investors seeking a trade area with strong consumer spending potential.



Avg. Household Income

**\$95.7K**

| Metric                | Value    | Context           |
|-----------------------|----------|-------------------|
| Avg. Household Income | \$95,735 | Local             |
| Disposable Income     | \$72,407 | Local             |
| Per Capita Income     | \$37,321 | 2.6% unemployment |

## 02 Population & Density

With a total population of 8,905 experiencing a notable increase of 14.53%, Charlestown presents a dynamic and growing community. The population density is 777.9 per square mile, offering a promising environment for commercial development and investment.



Population Change

**14.5%**

| Metric             | Value | Context              |
|--------------------|-------|----------------------|
| Total Population   | 8,905 | +14.53% change       |
| Daytime Population | 6,905 | Density: 603.2/sq mi |

# 03 Housing Profile

Charlestown's housing market reflects a strong homeownership rate of 73.7%, with a median home value of \$319,620. The 1.4% increase in home values over the past year demonstrates stability and potential for appreciation, making it an attractive target for real estate investment.

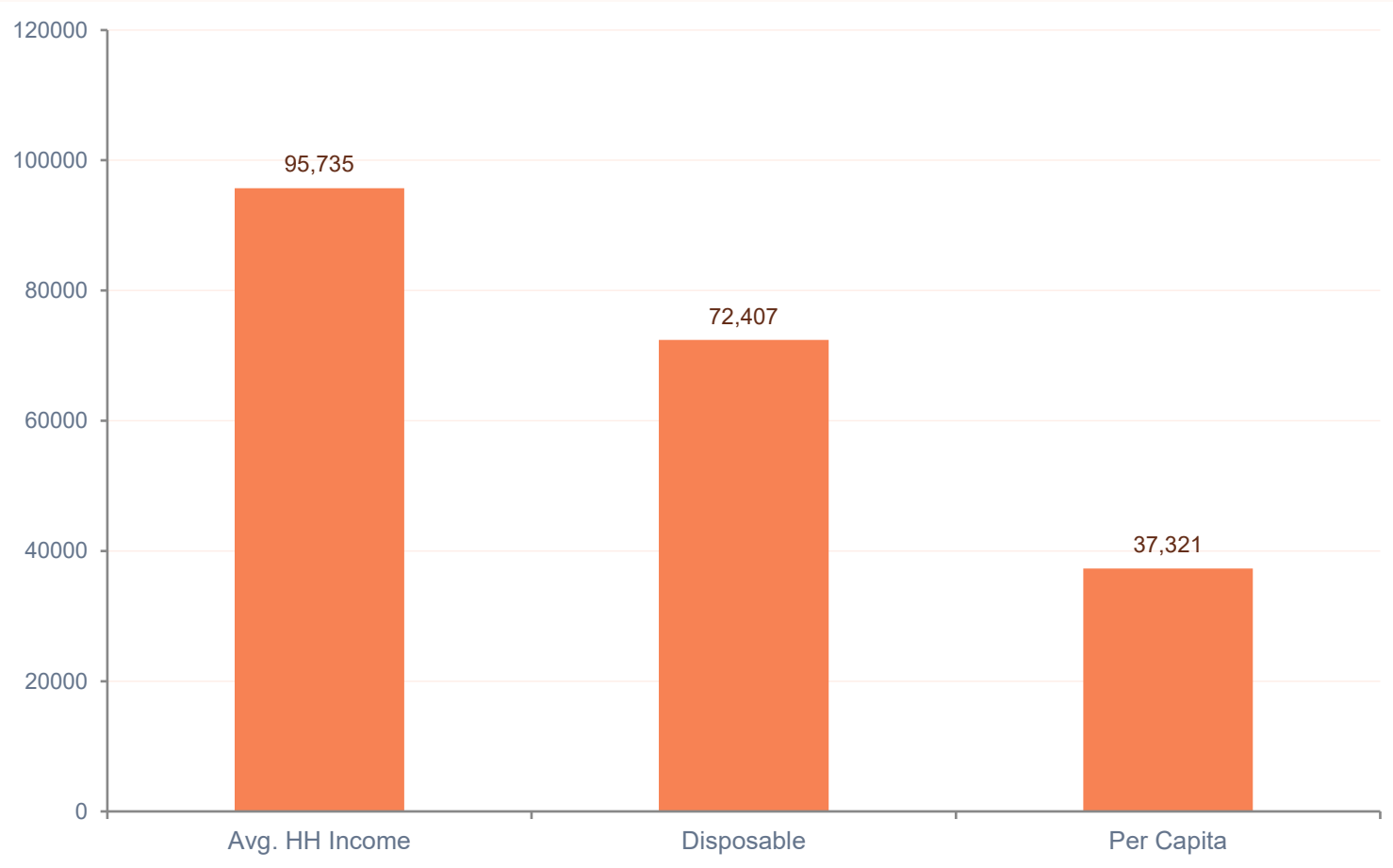


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a small, light-colored font. The largest text in the box is "\$319K" in a bold, white font.

| Metric             | Value       | Context        |
|--------------------|-------------|----------------|
| Median Home Value  | \$319,620   | +1.4% YoY      |
| Homeowners         | 73.7%       | Renters: 26.3% |
| Population Density | 777.9/sq mi |                |

# Income Profile

## Local Household Income Metrics



### Key Insight

Local average household income of \$95,735 with \$72,407 in disposable income. Projected median household income is \$85,932.

**Unemployment: 2.6% (US: 4.3%)**



# Unlock the investment potential in Charlestown's flourishing trade area with strategic insights from Stephannie Wilson.



**Stephannie Wilson**

s.realtorwilson2@gmail.com

(502) 643-3062

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