



📍 Marysville, IN 47141

Marysville Trade Area Insights

Discover key demographic trends and investment opportunities in Marysville, IN.

Commercial Trade Area Report



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Area at a Glance

Marysville, IN 47141 · Local Trade Area Metrics

 Total Population

1,694

▼ -0.01%

 Avg. Household Income

\$110,387

 Median Home Value

\$278,700

▲ +10.9%

 Homeownership Rate

98%

 Unemployment Rate

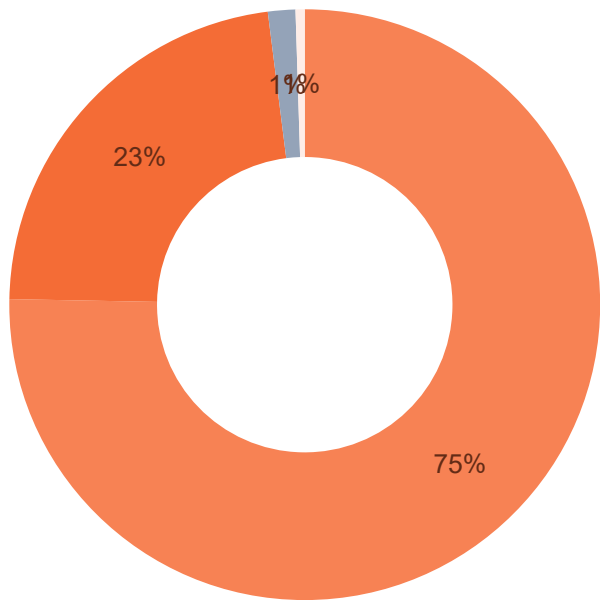
2.6%

 Median Age

44.7

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Southern Satellites ■ Room to Roam ■ Rural Versatility ■ Other Segments

Southern Satellites

75.3%

75.3% of households · Countryscapes

Room to Roam

22.7%

22.7% of households

Rural Versatility

1.5%

1.5% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Southern Satellites” — National Consumer Type

The primary segment, Southern Satellites, nationally tends to feature suburban, low-cost areas where married couples reside in single-family or mobile homes. Part of the Countryscapes LifeMode group, these communities are characterized by mature and retired living. With 75.3% of local households, these consumers often shop at discount and hardware stores, dine at chain restaurants, and enjoy outdoor activities like camping and fishing.



Southern Satellites

\$255K

Median Net Worth (national)



Household Type

Married Couples



Residence Type

Single Family, Mobile Homes

All attributes reflect the national Esri Tapestry profile for this consumer segment, not local measurements.

Source: Esri Tapestry Segmentation



01 Income & Spending Power

Marysville presents a strong income profile with an average household income of \$110,387 and a notable disposable income of \$83,742. The per capita income stands at \$43,177, reflecting the financial stability and spending power of the area.



Metric	Value	Context
Avg. Household Income	\$110,387	Local
Disposable Income	\$83,742	Local
Per Capita Income	\$43,177	2.6% unemployment

02 Population & Density

The local population of Marysville is 1,694, with a median age of 44.7. Although the population change is minimal at -0.01%, the area maintains a low population density of 45.9/sq mi, indicative of its suburban nature.



Metric	Value	Context
Total Population	1,694	-0.01% change
Daytime Population	1,015	Density: 27.5/sq mi

03 Housing Profile

Marysville boasts a high local homeownership rate of 98%, with a median home value of \$278,700 and a robust 10.9% increase over the past year. This stability and growth highlight the area's attractiveness for residential investment.



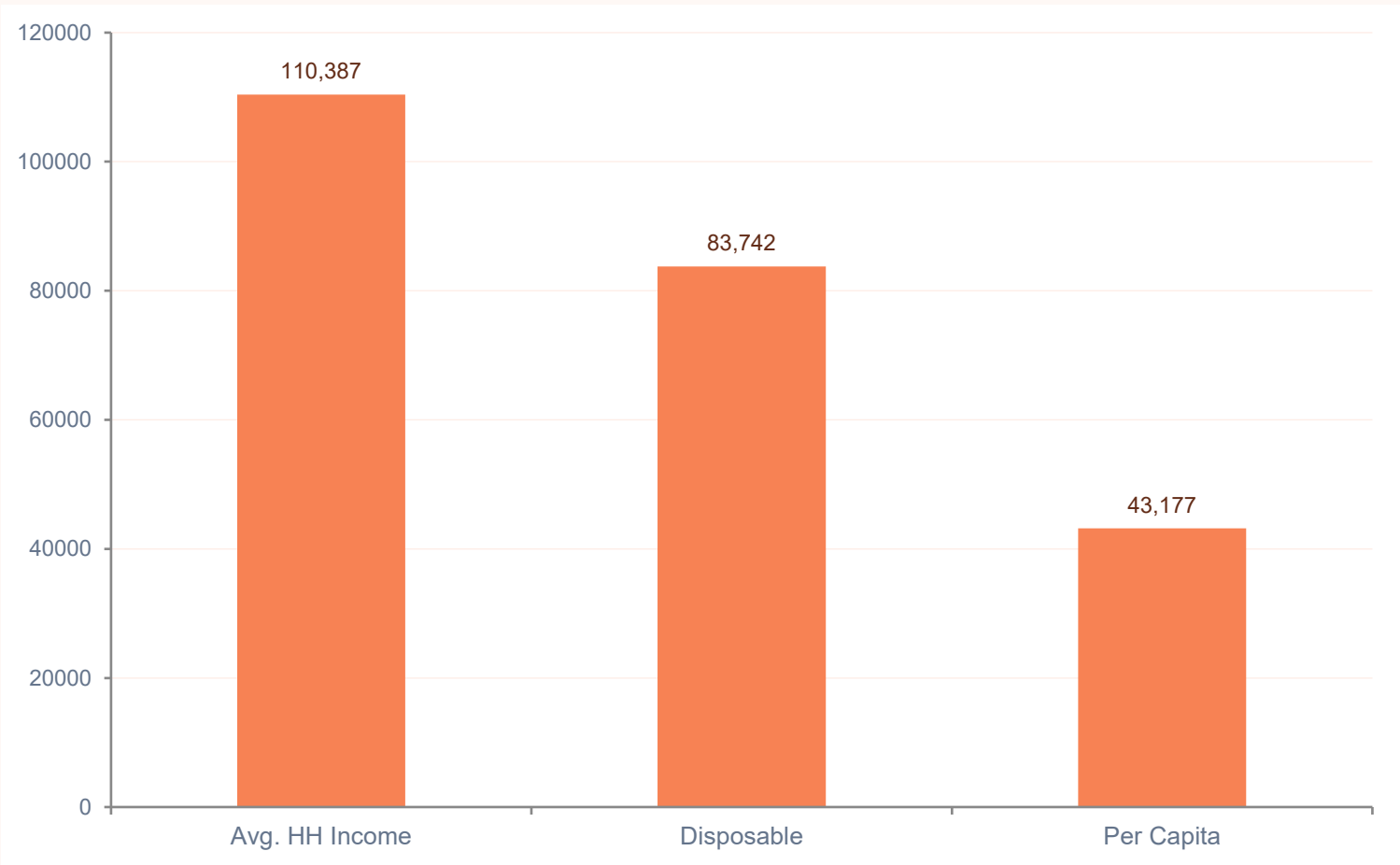
Median Home Value

\$279K

Metric	Value	Context
Median Home Value	\$278,700	+10.9% YoY
Homeowners	98%	Renters: 2%
Population Density	45.9/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$110,387 with \$83,742 in disposable income. Projected median household income is \$104,561.

Unemployment: 2.6% (US: 4.3%)



Explore investment opportunities in Marysville's dynamic trade area with Stephannie Wilson.



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