



📍 Charlestown, IN 47111

Charlestown, IN: Trade Area Overview

Discover the dynamic demographics and economic potential of Charlestown, IN.

Commercial Trade Area Report



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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

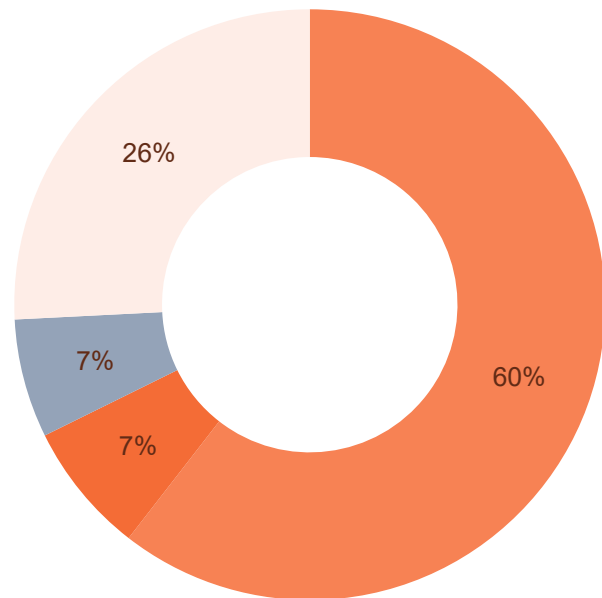
2.2%

 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

The 'Flourishing Families' segment, representing 60.5% of local households, is nationally characterized by large suburban families in Southern and Midwestern regions. This consumer type typically includes married couples in their late 30s, with a high rate of homeownership at 85%. They often focus on spending for in-store and online shopping for household items and prioritize financial planning. The LifeMode group 'Family Prosperity' highlights their suburban lifestyle and commitment to family needs.



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's average household income stands at \$107,042, with a robust average disposable income of \$80,871, reflecting strong spending power. The projected median household income is expected to reach \$103,360, suggesting continued economic growth and stability in the area.



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 growth rate of 10.67%, Charlestown exhibits a vibrant and expanding community. The population density is 217.7 per square mile, indicating a suburban environment with room for development.



Population Growth

10.67%

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

03 Housing Profile

The homeownership rate in Charlestown is remarkably high at 85.1%, with a median home value of \$319,620. Despite a modest 1.4% increase in home values over the past year, the area remains attractive for investment due to its stable housing market.

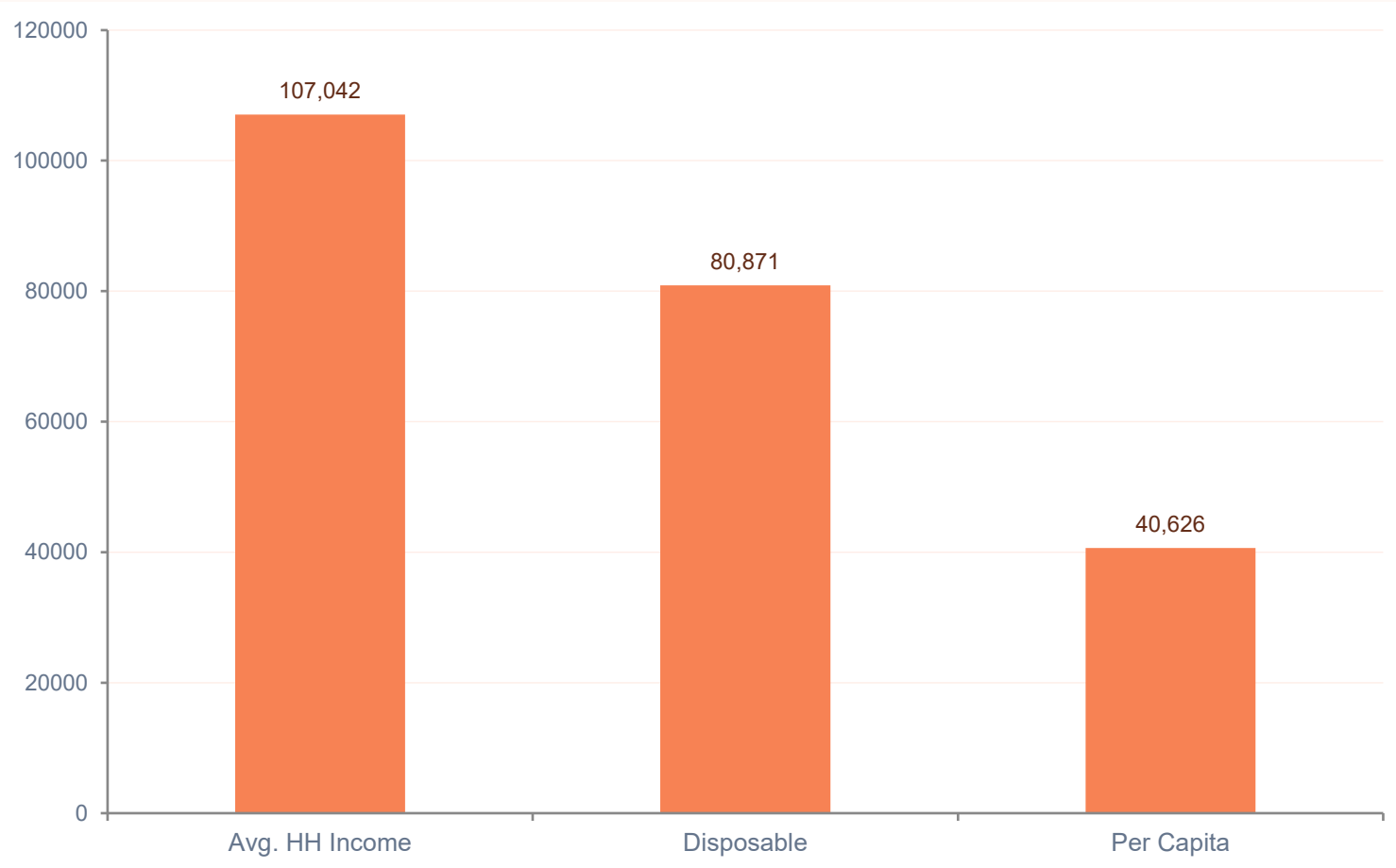


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a small, white, sans-serif font. The largest text in the box is "\$320K" in a bold, white, serif font.

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 investment opportunities in Charlestown's thriving trade area with Stephannie Wilson.



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