Palmyra, Indiana

Palmyra, Indiana Trade Area Profile

Discover investment opportunities in a stable rural community.

Commercial Trade Area Report

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Area at a Glance

Palmyra, Indiana · Local Trade Area Metrics

Total Population

895

▼ -0.33%

Avg. Household Income

$69,751

Median Home Value

$231,000

▲ +2.8%

Homeownership Rate

66.1%

Unemployment Rate

0% or no data available

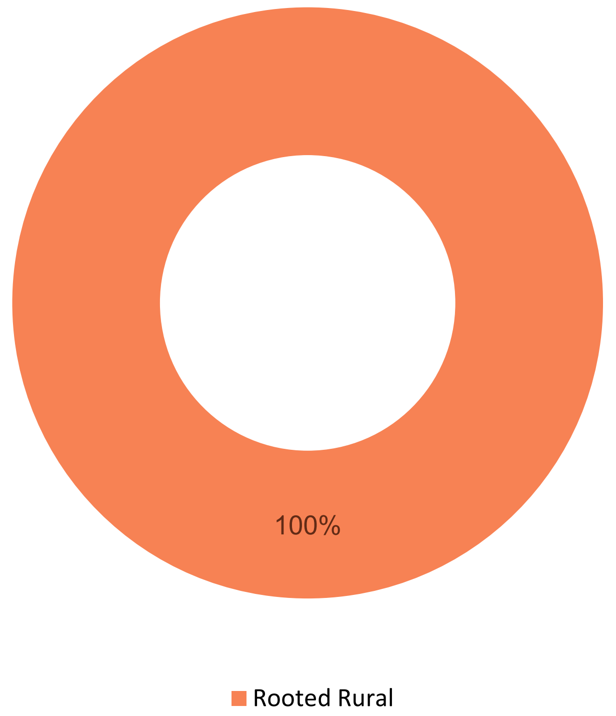
Median Age

42.8

Source: U.S. Census / ACS / Esri Demographics

Community Segments

Esri Tapestry Segmentation — Household Distribution



Rooted Rural

100.0%

100.0% of households · Countryscapes

Segments reflect national consumer types, not local demographics

Segment Profile

"Rooted Rural" — National Consumer Type

Rooted Rural is a national consumer segment predominantly composed of married couples residing in rural Southern and Appalachian areas. This segment nationally tends to have stable homeownership, with a median net worth of $225,364, and a focus on practical spending. Members of the Countryscapes LifeMode group, these consumers typically prefer to shop at discount and hardware stores, often opting for generic brands. In Palmyra, Indiana, 100% of households are part of this segment, indicating a consistent local consumer base.

Rooted Rural

$225K

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.

01 Income & Spending Power

The average household income in Palmyra is $69,751, with an average disposable income of $54,211, indicating a community with solid spending capacity. Despite the economic challenges in broader markets, the area shows a projected median household income of $62,598, suggesting ongoing economic stability.

Average Household Income

$69.8K

Metric	Value	Context
Avg. Household Income	$69,751	Local
Disposable Income	$54,211	Local
Per Capita Income	$30,550	0% or no data available unemployment

02 Population & Density

Palmyra has a total population of 895 with a slight decrease of 0.33% in recent years. The population density is 748.6 people per square mile, which reflects a tightly-knit community with potential for local business opportunities. The median age is 42.8, suggesting a mature demographic with diverse needs.

Total Population

895

Metric	Value	Context
Total Population	895	-0.33% change
Daytime Population	815	Density: 681.7/sq mi

03 Housing Profile

The local homeownership rate is 66.1%, with a median home value of $231,000, having increased by 2.8% over the past year. This indicates a robust market for both housing stability and growth potential, attracting long-term investment opportunities.

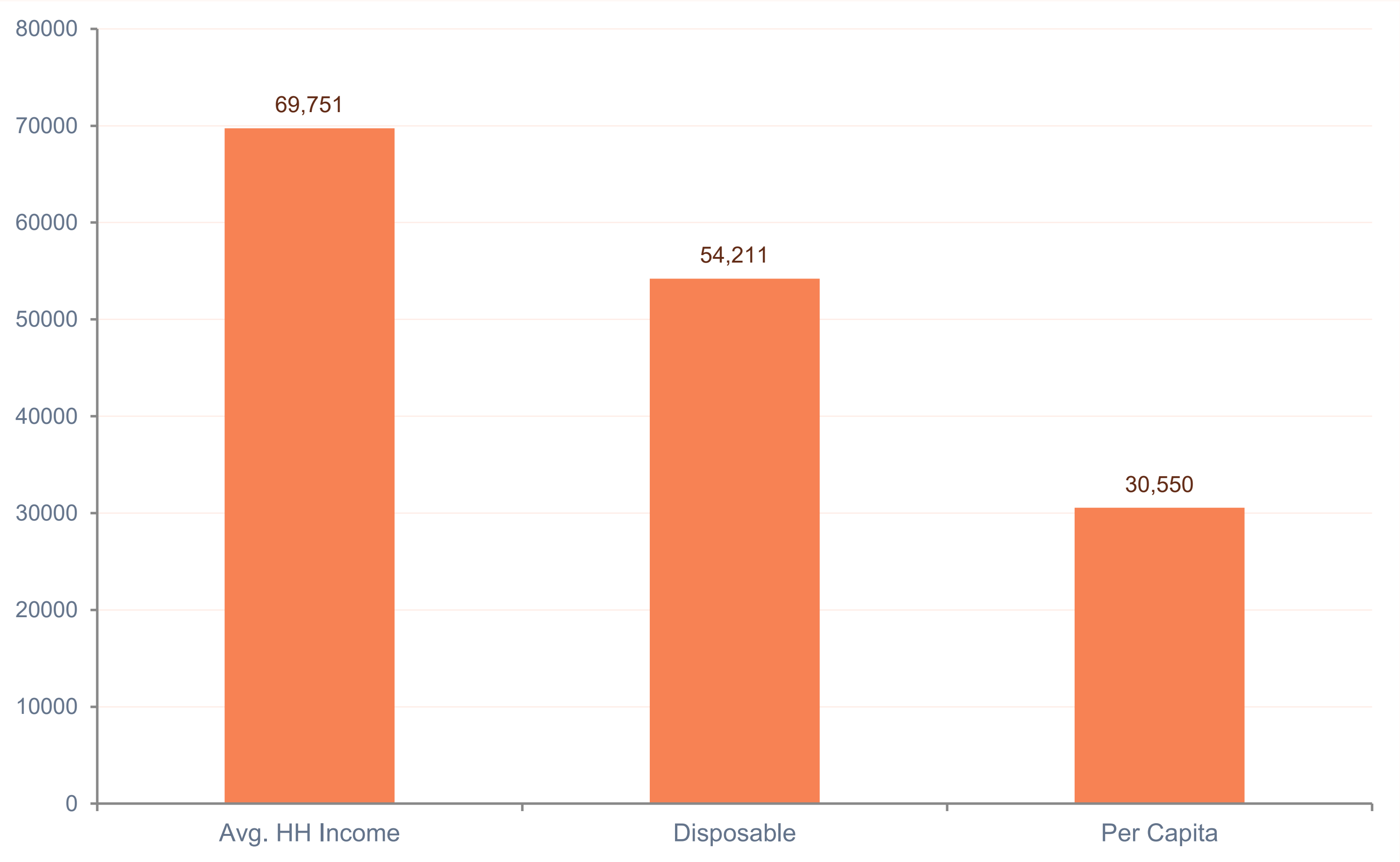
Median Home Value

$231K

Metric	Value	Context
Median Home Value	$231,000	+2.8% YoY
Homeowners	66.1%	Renters: 33.9%
Population Density	748.6/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of $69,751 with $54,211 in disposable income. Projected median household income is $62,598.

Unemployment: 0% or no data available (US: 4.3%)

Explore the potential of the Palmyra trade area to strategically enhance your investment portfolio with Stephannie Wilson.

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Data: RPR Trade Area · Esri Tapestry & Demographics · Palmyra, Indiana