



 Jeffersonville, IN 47130

Jeffersonville, IN Trade Area Profile

Diverse suburban landscape with strong growth potential

Commercial Trade Area Report



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Area at a Glance

Jeffersonville, IN 47130 · Local Trade Area Metrics

 Total Population

51,221

▲ +5.65%

 Avg. Household Income

\$87,035

 Median Home Value

\$259,200

▲ +1.8%

 Homeownership Rate

71%

 Unemployment Rate

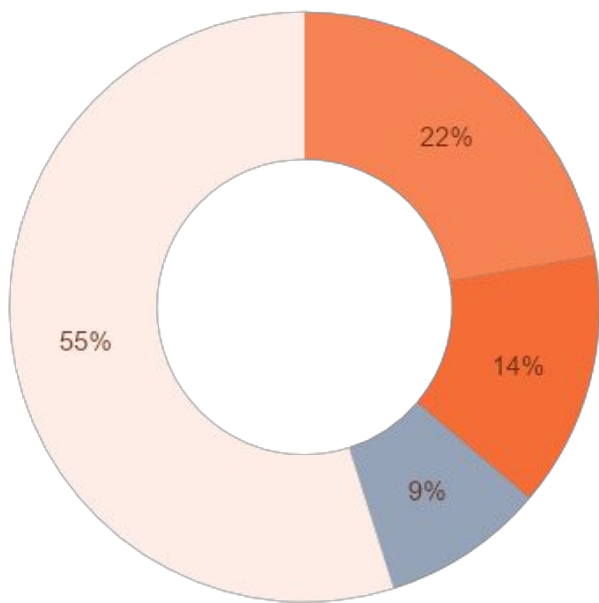
3.1%

 Median Age

40.2

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Middle Ground ■ Classic Comfort ■ Loyal Locals ■ Other Segments

Middle Ground

22.2%

22.2% of households · Suburban Shine

Classic Comfort

14.0%

14.0% of households

Loyal Locals

8.9%

8.9% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Middle Ground” — National Consumer Type

The 'Middle Ground' segment, part of the Suburban Shine LifeMode group, represents 22.2% of local households. Nationally, this segment tends to comprise married couples and singles living alone in affordable Midwestern and Southern suburbs. They have a median age of 38.8 and a homeownership rate of 67%. Financially, they often finance vehicles with loans and prefer shopping at discount grocery chains. Their leisure activities include sports, fishing, and gardening.



Middle Ground

\$168K

Median Net Worth (national)



Household Type

Married Couples, Singles Living Alone



Residence Type

Single Family

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

Source: Esri Tapestry Segmentation



01 Income & Spending Power

Jeffersonville's average household income is \$87,035, with an average disposable income of \$65,969. The projected median household income stands at \$77,046, reflecting a robust economic environment with a local unemployment rate of just 3.1%, well below the national rate.



Metric	Value	Context
Avg. Household Income	\$87,035	Local
Disposable Income	\$65,969	Local
Per Capita Income	\$37,812	3.1% unemployment

02 Population & Density

The area hosts a growing population of 51,221, showing a 5.65% increase. With a population density of 1,465.0 per square mile and a daytime population swelling to 57,417, the trade area is vibrant and active, offering significant foot traffic potential for commercial ventures.



Metric	Value	Context
Total Population	51,221	+5.65% change
Daytime Population	57,417	Density: 1,642.2/sq mi

03 Housing Profile

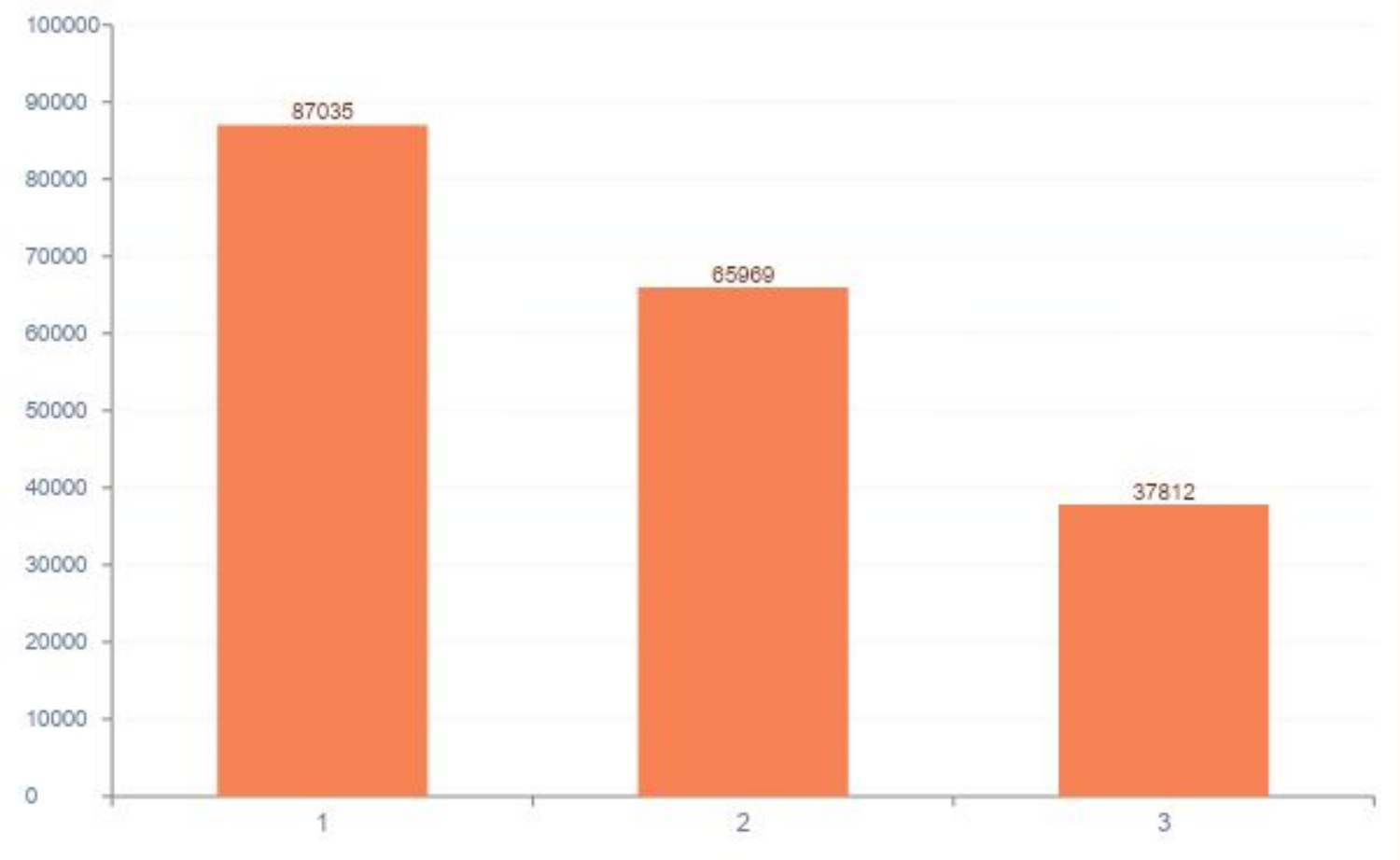
Local homeownership rates are strong at 71%, with a median home value of \$259,200, marking a 1.8% increase over the past 12 months. This stability in housing underscores Jeffersonville's appeal for residential and commercial real estate investment.



Metric	Value	Context
Median Home Value	\$259,200	+1.8% YoY
Homeowners	71%	Renters: 29%
Population Density	1,465.0/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$87,035 with \$65,969 in disposable income. Projected median household income is \$77,046.

Unemployment: 3.1% (US: 4.3%)



Explore Jeffersonville's thriving trade area for promising investment and development opportunities.



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