New Albany, Indiana

New Albany Trade Area Overview

Exploring growth and investment potential in New Albany, Indiana

Commercial Trade Area Report



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Area at a Glance

New Albany, Indiana · Local Trade Area Metrics

Total Population

38,426

▲ +1.37%

Avg. Household Income

$76,292

Median Home Value

$252,740

▲ +2.4%

Homeownership Rate

55.4%

Unemployment Rate

4.6%

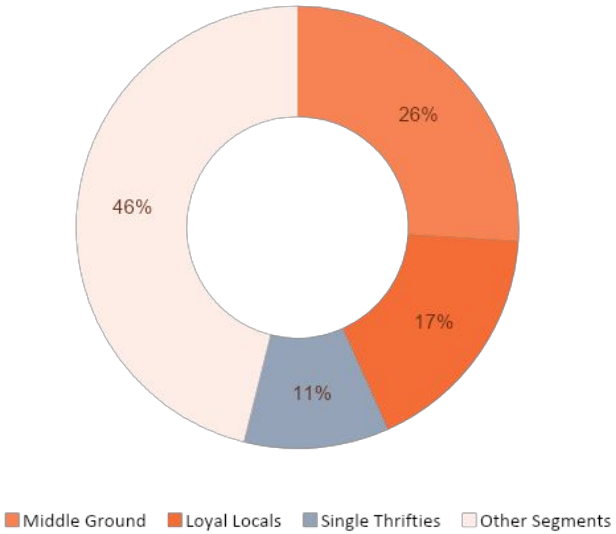
Median Age

39.3

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

Community Segments

Esri Tapestry Segmentation — Household Distribution



Middle Ground

26.0%

26.0% of households · Suburban Shine

Loyal Locals

17.3%

17.3% of households

Single Thrifties

10.6%

10.6% of households

Segments reflect national consumer types, not local demographics

Source: Esri Tapestry Segmentation

Segment Profile

"Middle Ground" — National Consumer Type

The 'Middle Ground' segment, part of the Suburban Shine LifeMode group, nationally represents affordable suburban living in the Midwest and South. This segment, which accounts for 26.0% of local households, typically comprises married couples and singles living alone. They are known for their strong labor force participation and homeownership rates. Their lifestyle includes shopping at discount grocery chains, frequenting fast-food restaurants, and vacationing to nearby destinations.

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

New Albany boasts an average household income of $76,292, with disposable income averaging $58,315, suggesting a robust spending power for commercial ventures. The projected median household income is $71,516, indicating steady economic growth potential.

Avg. Household Income

$76K

Metric	Value	Context
Avg. Household Income	$76,292	Local
Disposable Income	$58,315	Local
Per Capita Income	$33,761	4.6% unemployment

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

02 Population & Density

The local population of New Albany is 38,426 with a population density of 2,479.1 per square mile. The area has experienced a population growth of 1.37%, and the daytime population swells to 46,288, enhancing the commercial viability of the area.



Total Population

38.4K

Metric	Value	Context
Total Population	38,426	+1.37% change
Daytime Population	46,288	Density: 2,986.3/sq mi

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

03 Housing Profile

In New Albany, the homeownership rate stands at 55.4%, with a median home value of $252,740, which has increased by 2.4% over the past year. This indicates a stable housing market with potential opportunities for residential development.

Median Home Value

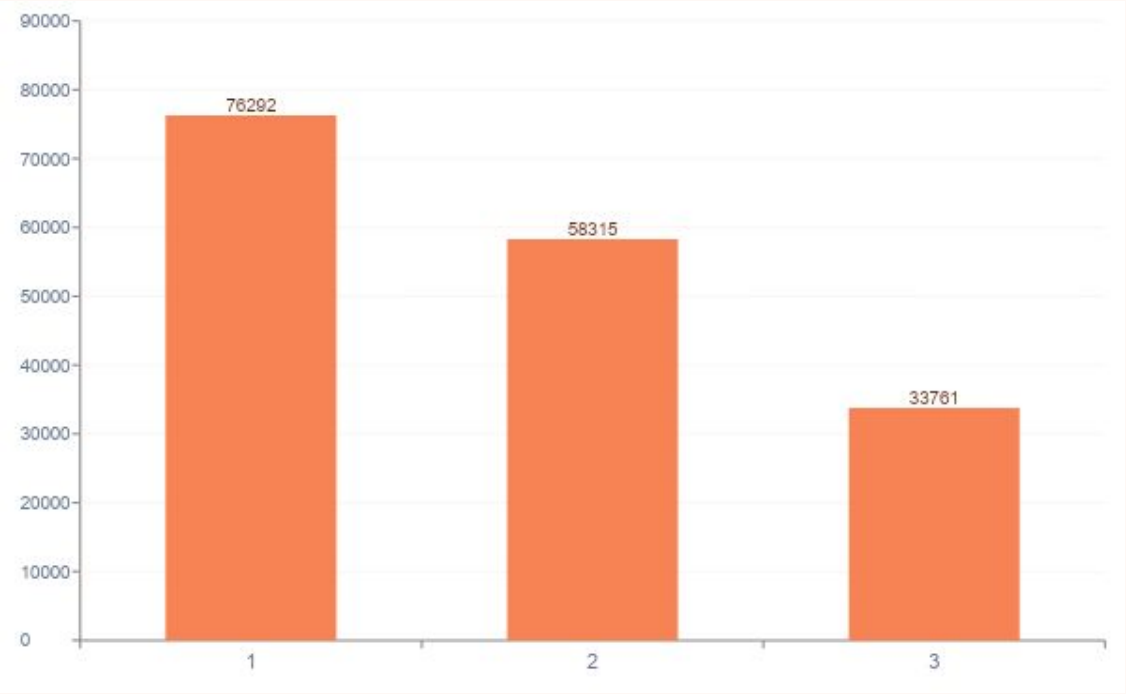
$253K

Metric	Value	Context
Median Home Value	$252,740	+2.4% YoY
Homeowners	55.4%	Renters: 44.6%
Population Density	2,479.1/sq mi	

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

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of $76,292 with $58,315 in disposable income. Projected median household income is $71,516.

Unemployment: 4.6% (US: 4.3%)

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

Discover strategic opportunities in the New Albany trade area with NextHome Wilson Real Estate Services.



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