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Sellersburg Trade Area Overview

Diverse demographics and strong suburban opportunities

Community Segments

The primary segment in Sellersburg is 'Middle Ground,' representing 35.6% of local households. Nationally, this segment is part of the 'Suburban Shine' LifeMode group, characterized by affordable suburban living in the Midwest and South. These consumers often finance their vehicles, shop at discount grocery chains, and enjoy recreational activities like sports and gardening. With a median net worth of $168,044 and 67% homeownership rate nationally, this segment reflects a robust, financially active demographic.

Income & Spending Power

Sellersburg boasts an average household income of $106,093 and a disposable income of $78,772, indicating strong spending power. The projected median household income of $89,058 further showcases the area's financial stability. The local unemployment rate of 5.9% is slightly higher than the national average, presenting both challenges and opportunities for growth.

Key Metric: $106K (Avg. Household Income)

Population & Density

With a total population of 9,594 and a population density of 1,294.5 per square mile, Sellersburg is a moderately populated suburban area. The daytime population remains stable at 9,297, reflecting consistent local activity. The area has experienced a 3.47% population increase, indicating gradual growth and development potential.

Key Metric: 9.6K (Total Population)

Housing Profile

Sellersburg's housing market is characterized by an 80% homeownership rate and a median home value of $309,530. The home value has seen a 3.5% increase over the past year, suggesting a stable and appreciating market. The area's renter rate stands at 20%, offering a balanced residential investment landscape.

Key Metric: $310K (Median Home Value)

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investment.