



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,646	44,063	115,543
2010 Total Population	8,555	42,672	111,177
2015 Total Population	8,706	43,345	112,080
2015 Group Quarters	216	985	1,826
2020 Total Population	8,990	44,515	114,514
2015-2020 Annual Rate	0.64%	0.53%	0.43%
<b>Household Summary</b>			
2000 Households	3,649	18,436	45,757
2000 Average Household Size	2.31	2.35	2.49
2010 Households	3,634	18,067	45,139
2010 Average Household Size	2.29	2.31	2.42
2015 Households	3,720	18,494	45,817
2015 Average Household Size	2.28	2.29	2.41
2020 Households	3,851	19,056	46,931
2020 Average Household Size	2.28	2.28	2.40
2015-2020 Annual Rate	0.69%	0.60%	0.48%
2010 Families	2,126	10,955	28,317
2010 Average Family Size	2.95	2.91	3.02
2015 Families	2,147	11,089	28,459
2015 Average Family Size	2.94	2.89	3.01
2020 Families	2,203	11,347	28,974
2020 Average Family Size	2.94	2.88	3.00
2015-2020 Annual Rate	0.52%	0.46%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,878	19,742	49,926
Owner Occupied Housing Units	50.3%	58.3%	56.4%
Renter Occupied Housing Units	43.8%	35.1%	35.3%
Vacant Housing Units	5.9%	6.6%	8.4%
2010 Housing Units	4,002	20,096	51,569
Owner Occupied Housing Units	44.4%	53.0%	50.4%
Renter Occupied Housing Units	46.5%	36.9%	37.2%
Vacant Housing Units	9.2%	10.1%	12.5%
2015 Housing Units	4,124	20,609	52,630
Owner Occupied Housing Units	42.2%	51.5%	48.0%
Renter Occupied Housing Units	48.0%	38.2%	39.1%
Vacant Housing Units	9.8%	10.3%	12.9%
2020 Housing Units	4,295	21,258	53,996
Owner Occupied Housing Units	41.2%	51.4%	47.9%
Renter Occupied Housing Units	48.5%	38.3%	39.0%
Vacant Housing Units	10.3%	10.4%	13.1%
<b>Median Household Income</b>			
2015	\$31,233	\$39,123	\$36,140
2020	\$36,222	\$45,658	\$40,943
<b>Median Home Value</b>			
2015	\$131,625	\$129,331	\$126,148
2020	\$162,932	\$162,890	\$158,060
<b>Per Capita Income</b>			
2015	\$17,918	\$21,777	\$20,006
2020	\$20,276	\$24,704	\$22,674
<b>Median Age</b>			
2010	35.4	37.8	37.4
2015	35.5	38.7	38.3
2020	35.9	39.1	39.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>2015 Households by Income</b>			
Household Income Base	3,720	18,494	45,817
<\$15,000	26.7%	18.3%	22.3%
\$15,000 - \$24,999	14.5%	13.4%	14.2%
\$25,000 - \$34,999	12.6%	12.7%	11.8%
\$35,000 - \$49,999	16.7%	16.2%	15.5%
\$50,000 - \$74,999	14.2%	18.1%	15.9%
\$75,000 - \$99,999	7.6%	10.7%	9.2%
\$100,000 - \$149,999	6.0%	7.7%	8.2%
\$150,000 - \$199,999	1.2%	1.9%	1.7%
\$200,000+	0.3%	1.1%	1.2%
Average Household Income	\$41,306	\$51,049	\$48,801
<b>2020 Households by Income</b>			
Household Income Base	3,851	19,056	46,931
<\$15,000	26.5%	17.5%	21.6%
\$15,000 - \$24,999	11.1%	10.1%	10.8%
\$25,000 - \$34,999	10.5%	10.7%	10.5%
\$35,000 - \$49,999	16.0%	15.2%	14.9%
\$50,000 - \$74,999	16.4%	20.1%	17.5%
\$75,000 - \$99,999	10.1%	13.6%	11.3%
\$100,000 - \$149,999	7.6%	9.3%	9.8%
\$150,000 - \$199,999	1.4%	2.4%	2.4%
\$200,000+	0.3%	1.2%	1.3%
Average Household Income	\$46,636	\$57,766	\$55,201
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	1,739	10,619	25,260
<\$50,000	3.4%	5.9%	9.1%
\$50,000 - \$99,999	20.5%	24.4%	25.4%
\$100,000 - \$149,999	41.2%	33.6%	29.7%
\$150,000 - \$199,999	23.5%	19.7%	17.3%
\$200,000 - \$249,999	5.1%	7.8%	8.6%
\$250,000 - \$299,999	1.7%	3.0%	3.8%
\$300,000 - \$399,999	2.4%	2.7%	3.4%
\$400,000 - \$499,999	0.3%	1.2%	1.4%
\$500,000 - \$749,999	0.4%	1.1%	0.9%
\$750,000 - \$999,999	0.1%	0.2%	0.2%
\$1,000,000 +	1.3%	0.4%	0.2%
Average Home Value	\$154,447	\$150,181	\$147,031
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,768	10,921	25,888
<\$50,000	3.2%	6.0%	9.3%
\$50,000 - \$99,999	13.2%	16.6%	18.7%
\$100,000 - \$149,999	24.3%	20.2%	18.2%
\$150,000 - \$199,999	36.0%	27.9%	23.3%
\$200,000 - \$249,999	9.8%	13.8%	13.9%
\$250,000 - \$299,999	4.0%	6.0%	6.6%
\$300,000 - \$399,999	4.9%	4.5%	5.0%
\$400,000 - \$499,999	1.2%	2.1%	2.5%
\$500,000 - \$749,999	1.0%	1.8%	1.5%
\$750,000 - \$999,999	0.5%	0.6%	0.6%
\$1,000,000 +	1.9%	0.5%	0.3%
Average Home Value	\$193,761	\$183,571	\$176,428

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	8,556	42,670	111,182
0 - 4	8.7%	6.7%	6.8%
5 - 9	7.0%	6.3%	6.6%
10 - 14	6.3%	6.2%	6.9%
15 - 24	14.0%	13.4%	14.0%
25 - 34	13.6%	13.8%	12.8%
35 - 44	10.8%	12.3%	12.3%
45 - 54	12.7%	14.7%	15.1%
55 - 64	11.1%	12.5%	12.1%
65 - 74	6.7%	7.1%	6.9%
75 - 84	5.8%	4.8%	4.6%
85 +	3.4%	2.0%	1.9%
18 +	74.3%	76.9%	75.3%
<b>2015 Population by Age</b>			
Total	8,706	43,343	112,080
0 - 4	8.4%	6.4%	6.5%
5 - 9	7.0%	6.1%	6.4%
10 - 14	6.3%	6.0%	6.5%
15 - 24	13.1%	12.7%	13.4%
25 - 34	14.7%	14.2%	13.3%
35 - 44	10.4%	12.1%	11.9%
45 - 54	11.6%	13.0%	13.3%
55 - 64	11.6%	13.6%	13.7%
65 - 74	8.0%	8.9%	8.5%
75 - 84	5.4%	4.6%	4.4%
85 +	3.6%	2.2%	2.1%
18 +	75.0%	78.0%	76.9%
<b>2020 Population by Age</b>			
Total	8,989	44,515	114,514
0 - 4	8.3%	6.5%	6.5%
5 - 9	6.8%	6.0%	6.2%
10 - 14	6.5%	6.1%	6.4%
15 - 24	12.3%	12.0%	12.1%
25 - 34	15.0%	14.1%	13.8%
35 - 44	10.7%	12.5%	12.0%
45 - 54	10.2%	11.8%	12.1%
55 - 64	11.5%	13.4%	13.7%
65 - 74	9.4%	10.4%	10.2%
75 - 84	5.8%	5.1%	4.9%
85 +	3.4%	2.2%	2.1%
18 +	74.9%	78.1%	77.2%
<b>2010 Population by Sex</b>			
Males	3,867	20,334	52,953
Females	4,688	22,338	58,224
<b>2015 Population by Sex</b>			
Males	3,956	20,715	53,600
Females	4,751	22,631	58,480
<b>2020 Population by Sex</b>			
Males	4,103	21,355	54,983
Females	4,887	23,160	59,531

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	8,555	42,672	111,177
White Alone	79.5%	81.7%	64.9%
Black Alone	13.7%	13.2%	29.9%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	0.9%	0.7%	0.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.8%	1.5%	1.9%
Two or More Races	3.9%	2.7%	2.4%
Hispanic Origin	4.2%	3.3%	3.7%
Diversity Index	40.2	36.0	52.6
<b>2015 Population by Race/Ethnicity</b>			
Total	8,706	43,346	112,080
White Alone	77.9%	80.6%	64.1%
Black Alone	14.1%	13.4%	29.9%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	1.1%	0.8%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	1.7%	2.2%
Two or More Races	4.6%	3.2%	2.8%
Hispanic Origin	5.0%	4.0%	4.2%
Diversity Index	43.3	38.4	54.0
<b>2020 Population by Race/Ethnicity</b>			
Total	8,989	44,515	114,514
White Alone	76.0%	79.1%	63.1%
Black Alone	14.6%	13.7%	30.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	1.3%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	2.1%	2.4%
Two or More Races	5.5%	3.8%	3.2%
Hispanic Origin	6.1%	4.9%	4.9%
Diversity Index	47.0	41.5	55.7
<b>2010 Population by Relationship and Household Type</b>			
Total	8,555	42,672	111,177
In Households	97.5%	97.7%	98.3%
In Family Households	76.1%	77.5%	80.1%
Householder	25.0%	25.6%	25.4%
Spouse	13.4%	15.7%	14.4%
Child	31.9%	30.2%	33.0%
Other relative	3.1%	3.2%	4.2%
Nonrelative	2.8%	2.8%	3.0%
In Nonfamily Households	21.4%	20.2%	18.3%
In Group Quarters	2.5%	2.3%	1.7%
Institutionalized Population	2.4%	1.7%	1.2%
Noninstitutionalized Population	0.2%	0.6%	0.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>2015 Population 25+ by Educational Attainment</b>			
Total	5,679	29,781	75,329
Less than 9th Grade	2.9%	3.5%	4.5%
9th - 12th Grade, No Diploma	15.4%	11.6%	12.3%
High School Graduate	32.6%	28.9%	27.5%
GED/Alternative Credential	7.9%	7.0%	6.9%
Some College, No Degree	19.4%	23.6%	24.4%
Associate Degree	6.7%	7.6%	7.5%
Bachelor's Degree	11.1%	12.3%	11.3%
Graduate/Professional Degree	4.0%	5.5%	5.5%
<b>2015 Population 15+ by Marital Status</b>			
Total	6,819	35,300	90,305
Never Married	33.2%	32.9%	36.7%
Married	40.4%	42.4%	39.6%
Widowed	11.2%	8.5%	8.1%
Divorced	15.3%	16.2%	15.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.4%	93.0%	91.6%
Civilian Unemployed	6.6%	7.0%	8.4%
<b>2015 Employed Population 16+ by Industry</b>			
Total	3,611	20,623	49,422
Agriculture/Mining	0.5%	0.3%	0.5%
Construction	5.9%	5.6%	5.6%
Manufacturing	16.1%	14.9%	15.0%
Wholesale Trade	0.4%	1.4%	1.6%
Retail Trade	12.7%	12.6%	11.6%
Transportation/Utilities	5.6%	6.3%	6.5%
Information	1.2%	1.6%	1.3%
Finance/Insurance/Real Estate	7.0%	5.4%	5.3%
Services	47.6%	46.6%	48.4%
Public Administration	3.0%	5.3%	4.2%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	3,613	20,624	49,424
White Collar	52.3%	55.6%	51.9%
Management/Business/Financial	9.4%	11.0%	10.4%
Professional	16.7%	17.1%	15.8%
Sales	8.9%	11.4%	10.3%
Administrative Support	17.3%	16.1%	15.4%
Services	22.7%	20.0%	21.8%
Blue Collar	25.1%	24.4%	26.3%
Farming/Forestry/Fishing	0.3%	0.2%	0.3%
Construction/Extraction	5.5%	5.2%	5.1%
Installation/Maintenance/Repair	3.4%	3.7%	3.4%
Production	7.8%	8.2%	8.7%
Transportation/Material Moving	8.1%	7.1%	8.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,635	18,067	45,139
Households with 1 Person	34.5%	32.5%	31.1%
Households with 2+ People	65.5%	67.5%	68.9%
Family Households	58.5%	60.6%	62.7%
Husband-wife Families	31.2%	37.2%	35.5%
With Related Children	12.2%	14.0%	13.9%
Other Family (No Spouse Present)	27.2%	23.4%	27.3%
Other Family with Male Householder	5.3%	5.2%	5.9%
With Related Children	3.1%	3.0%	3.2%
Other Family with Female Householder	22.0%	18.2%	21.4%
With Related Children	17.0%	12.7%	14.4%
Nonfamily Households	7.0%	6.9%	6.2%
All Households with Children	32.7%	30.1%	32.0%
Multigenerational Households	3.4%	3.6%	4.7%
Unmarried Partner Households	7.5%	8.1%	8.0%
Male-female	6.7%	7.3%	7.3%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	3,635	18,068	45,139
1 Person Household	34.5%	32.5%	31.1%
2 Person Household	31.9%	33.5%	31.8%
3 Person Household	16.0%	15.8%	16.3%
4 Person Household	10.6%	11.0%	11.8%
5 Person Household	4.2%	4.5%	5.5%
6 Person Household	1.8%	1.8%	2.2%
7 + Person Household	1.0%	0.9%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,634	18,067	45,139
Owner Occupied	48.8%	59.0%	57.5%
Owned with a Mortgage/Loan	33.3%	42.0%	40.3%
Owned Free and Clear	15.5%	17.0%	17.2%
Renter Occupied	51.2%	41.0%	42.5%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

2207 State St, New Albany, Indiana, 47150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.30556  
Longitude: -85.84028

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Small Town Simplicity	Traditional Living (12B)	Modest Income Homes
<b>2.</b>	Traditional Living (12B)	Rustbelt Traditions (5D)	Traditional Living (12B)
<b>3.</b>	City Commons (11E)	Hardscrabble Road (8G)	Hardscrabble Road (8G)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,814,909	\$29,143,880	\$69,335,818
Average Spent	\$1,294.33	\$1,575.86	\$1,513.32
Spending Potential Index	56	68	65
Computers & Accessories: Total \$	\$525,147	\$3,232,472	\$7,618,966
Average Spent	\$141.17	\$174.78	\$166.29
Spending Potential Index	55	69	65
Education: Total \$	\$2,894,775	\$18,569,030	\$43,516,832
Average Spent	\$778.17	\$1,004.06	\$949.80
Spending Potential Index	51	66	62
Entertainment/Recreation: Total \$	\$6,852,609	\$41,903,500	\$98,771,126
Average Spent	\$1,842.10	\$2,265.79	\$2,155.77
Spending Potential Index	56	68	65
Food at Home: Total \$	\$11,440,034	\$68,392,179	\$161,825,849
Average Spent	\$3,075.28	\$3,698.07	\$3,532.00
Spending Potential Index	59	71	68
Food Away from Home: Total \$	\$6,736,690	\$41,187,312	\$97,348,209
Average Spent	\$1,810.94	\$2,227.06	\$2,124.72
Spending Potential Index	55	68	65
Health Care: Total \$	\$10,192,747	\$62,667,670	\$147,787,989
Average Spent	\$2,739.99	\$3,388.54	\$3,225.61
Spending Potential Index	58	71	68
HH Furnishings & Equipment: Total \$	\$3,809,247	\$23,288,414	\$55,172,790
Average Spent	\$1,023.99	\$1,259.24	\$1,204.20
Spending Potential Index	56	68	65
Investments: Total \$	\$3,967,430	\$23,121,948	\$50,445,950
Average Spent	\$1,066.51	\$1,250.24	\$1,101.03
Spending Potential Index	39	45	40
Retail Goods: Total \$	\$54,598,797	\$328,805,730	\$776,908,157
Average Spent	\$14,677.10	\$17,779.05	\$16,956.77
Spending Potential Index	58	70	67
Shelter: Total \$	\$32,926,370	\$204,621,895	\$486,712,936
Average Spent	\$8,851.17	\$11,064.23	\$10,622.98
Spending Potential Index	54	67	65
TV/Video/Audio: Total \$	\$2,927,881	\$17,486,937	\$41,766,795
Average Spent	\$787.06	\$945.55	\$911.60
Spending Potential Index	60	72	70
Travel: Total \$	\$3,595,057	\$23,132,512	\$54,357,127
Average Spent	\$966.41	\$1,250.81	\$1,186.40
Spending Potential Index	49	64	61
Vehicle Maintenance & Repairs: Total \$	\$2,318,833	\$14,220,277	\$33,574,966
Average Spent	\$623.34	\$768.91	\$732.81
Spending Potential Index	56	69	66

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.