



Market Profile

2878 Charlestown Rd, New Albany, Indiana, 47150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.33296
Longitude: -85.79936

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	6,413	52,445	113,632
2020 Total Population	6,681	54,604	119,025
2020 Group Quarters	137	1,477	2,850
2022 Total Population	6,905	55,264	121,455
2022 Group Quarters	137	1,477	2,850
2027 Total Population	6,947	56,067	124,268
2022-2027 Annual Rate	0.12%	0.29%	0.46%
2022 Total Daytime Population	6,862	63,904	132,019
Workers	3,698	36,305	69,274
Residents	3,164	27,599	62,745
Household Summary			
2010 Households	2,521	21,731	46,467
2010 Average Household Size	2.49	2.36	2.39
2020 Total Households	2,686	22,848	49,404
2020 Average Household Size	2.44	2.33	2.35
2022 Total Households	2,729	23,111	50,389
2022 Average Household Size	2.48	2.33	2.35
2027 Total Households	2,763	23,533	51,730
2027 Average Household Size	2.46	2.32	2.35
2022-2027 Annual Rate	0.25%	0.36%	0.53%
2010 Families	1,674	13,626	29,456
2010 Average Family Size	2.97	2.94	2.97
2022 Total Families	1,741	13,796	30,475
2022 Average Family Size	3.02	2.97	2.99
2027 Total Families	1,758	13,995	31,159
2027 Average Family Size	2.99	2.96	2.98
2022-2027 Annual Rate	0.19%	0.29%	0.44%
Housing Unit Summary			
2000 Housing Units	2,557	22,500	48,169
Owner Occupied Housing Units	68.4%	60.4%	60.2%
Renter Occupied Housing Units	26.6%	33.9%	33.1%
Vacant Housing Units	5.0%	5.7%	6.7%
2010 Housing Units	2,659	23,486	51,162
Owner Occupied Housing Units	66.9%	57.7%	56.9%
Renter Occupied Housing Units	27.9%	34.9%	33.9%
Vacant Housing Units	5.2%	7.5%	9.2%
2020 Housing Units	2,837	24,397	53,753
Vacant Housing Units	5.3%	6.3%	8.1%
2022 Housing Units	2,881	24,752	55,196
Owner Occupied Housing Units	69.1%	60.9%	59.5%
Renter Occupied Housing Units	25.6%	32.5%	31.8%
Vacant Housing Units	5.3%	6.6%	8.7%
2027 Housing Units	2,923	25,307	56,948
Owner Occupied Housing Units	69.5%	61.1%	59.6%
Renter Occupied Housing Units	25.0%	31.9%	31.3%
Vacant Housing Units	5.5%	7.0%	9.2%
Median Household Income			
2022	\$71,308	\$55,223	\$53,800
2027	\$87,967	\$64,089	\$61,820
Median Home Value			
2022	\$195,199	\$176,976	\$177,492
2027	\$227,720	\$204,364	\$213,756
Per Capita Income			
2022	\$36,214	\$31,077	\$30,434
2027	\$43,028	\$37,105	\$35,890
Median Age			
2010	42.4	38.0	37.8
2022	43.9	40.3	40.1
2027	44.9	41.1	40.8

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	2,729	23,107	50,381
<\$15,000	5.2%	10.1%	10.3%
\$15,000 - \$24,999	7.4%	8.9%	9.9%
\$25,000 - \$34,999	6.6%	10.7%	11.8%
\$35,000 - \$49,999	13.5%	14.3%	13.8%
\$50,000 - \$74,999	19.4%	20.5%	20.0%
\$75,000 - \$99,999	14.8%	13.4%	13.0%
\$100,000 - \$149,999	20.2%	13.3%	12.9%
\$150,000 - \$199,999	10.3%	6.2%	5.6%
\$200,000+	2.6%	2.4%	2.8%
Average Household Income	\$88,145	\$73,906	\$73,269
2027 Households by Income			
Household Income Base	2,763	23,529	51,722
<\$15,000	3.8%	8.1%	8.2%
\$15,000 - \$24,999	5.6%	7.7%	8.4%
\$25,000 - \$34,999	6.6%	9.8%	10.7%
\$35,000 - \$49,999	12.5%	12.9%	12.2%
\$50,000 - \$74,999	15.8%	17.7%	18.5%
\$75,000 - \$99,999	9.9%	12.0%	12.8%
\$100,000 - \$149,999	26.2%	18.9%	17.3%
\$150,000 - \$199,999	16.4%	9.9%	8.5%
\$200,000+	3.2%	3.0%	3.4%
Average Household Income	\$104,147	\$88,025	\$86,168
2022 Owner Occupied Housing Units by Value			
Total	1,991	15,070	32,850
<\$50,000	3.0%	5.4%	8.0%
\$50,000 - \$99,999	3.0%	9.4%	11.5%
\$100,000 - \$149,999	10.9%	19.6%	18.7%
\$150,000 - \$199,999	36.6%	28.8%	21.6%
\$200,000 - \$249,999	18.2%	12.0%	13.4%
\$250,000 - \$299,999	13.0%	9.4%	8.7%
\$300,000 - \$399,999	13.1%	9.2%	10.1%
\$400,000 - \$499,999	1.4%	3.2%	3.5%
\$500,000 - \$749,999	0.8%	2.1%	3.1%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$214,585	\$204,427	\$212,326
2027 Owner Occupied Housing Units by Value			
Total	2,031	15,467	33,921
<\$50,000	1.4%	3.0%	5.4%
\$50,000 - \$99,999	1.5%	5.4%	6.9%
\$100,000 - \$149,999	6.0%	13.0%	12.9%
\$150,000 - \$199,999	29.4%	27.3%	20.3%
\$200,000 - \$249,999	21.3%	14.7%	16.2%
\$250,000 - \$299,999	17.0%	12.6%	11.7%
\$300,000 - \$399,999	20.2%	14.3%	14.9%
\$400,000 - \$499,999	2.2%	4.6%	4.7%
\$500,000 - \$749,999	1.1%	3.1%	4.2%
\$750,000 - \$999,999	0.0%	0.6%	1.0%
\$1,000,000 - \$1,499,999	0.0%	1.3%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$242,922	\$248,912	\$258,346

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 01, 2023



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2010 Population by Age			
Total	6,415	52,446	113,635
0 - 4	5.5%	6.6%	6.6%
5 - 9	5.6%	6.5%	6.5%
10 - 14	5.6%	6.2%	6.6%
15 - 24	12.5%	13.4%	13.2%
25 - 34	12.0%	13.5%	13.5%
35 - 44	12.0%	12.5%	12.9%
45 - 54	14.4%	14.1%	14.8%
55 - 64	13.6%	12.1%	12.4%
65 - 74	8.6%	7.4%	7.2%
75 - 84	6.5%	5.1%	4.6%
85 +	3.7%	2.5%	1.9%
18 +	79.5%	76.8%	76.3%
2022 Population by Age			
Total	6,904	55,264	121,455
0 - 4	5.1%	5.8%	5.8%
5 - 9	5.1%	5.8%	6.0%
10 - 14	5.3%	5.7%	6.0%
15 - 24	10.9%	11.6%	11.7%
25 - 34	12.9%	14.1%	13.9%
35 - 44	12.1%	12.6%	12.8%
45 - 54	12.1%	11.7%	12.0%
55 - 64	13.5%	12.8%	13.2%
65 - 74	12.5%	10.8%	10.7%
75 - 84	7.1%	6.1%	5.6%
85 +	3.4%	3.0%	2.5%
18 +	81.3%	79.3%	78.8%
2027 Population by Age			
Total	6,947	56,067	124,267
0 - 4	5.0%	5.8%	5.8%
5 - 9	4.9%	5.8%	5.9%
10 - 14	5.3%	5.8%	6.1%
15 - 24	10.7%	11.5%	11.4%
25 - 34	12.0%	12.7%	13.0%
35 - 44	12.2%	13.4%	13.2%
45 - 54	12.0%	11.6%	12.0%
55 - 64	12.2%	11.7%	12.0%
65 - 74	13.1%	11.3%	11.2%
75 - 84	8.9%	7.3%	6.8%
85 +	3.7%	3.1%	2.5%
18 +	81.8%	79.3%	78.8%
2010 Population by Sex			
Males	2,981	24,842	54,746
Females	3,432	27,603	58,887
2022 Population by Sex			
Males	3,232	26,359	58,683
Females	3,673	28,905	62,773
2027 Population by Sex			
Males	3,237	26,835	60,218
Females	3,710	29,232	64,050

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	6,412	52,445	113,633
White Alone	90.3%	86.1%	80.8%
Black Alone	5.3%	6.9%	13.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.3%	1.0%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	3.2%	2.3%
Two or More Races	1.4%	2.6%	2.6%
Hispanic Origin	2.9%	5.8%	4.6%
Diversity Index	22.7	33.4	38.8
2020 Population by Race/Ethnicity			
Total	6,681	54,604	119,025
White Alone	83.2%	79.0%	74.4%
Black Alone	5.6%	7.9%	13.5%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	1.7%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.8%	3.2%
Two or More Races	6.5%	7.4%	7.2%
Hispanic Origin	5.1%	7.4%	6.3%
Diversity Index	36.7	45.0	49.1
2022 Population by Race/Ethnicity			
Total	6,905	55,263	121,455
White Alone	82.8%	78.6%	73.9%
Black Alone	5.6%	8.0%	13.5%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	1.7%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	3.8%	3.3%
Two or More Races	6.8%	7.7%	7.5%
Hispanic Origin	5.2%	7.5%	6.4%
Diversity Index	37.4	45.6	49.7
2027 Population by Race/Ethnicity			
Total	6,948	56,067	124,269
White Alone	81.9%	77.5%	72.8%
Black Alone	5.7%	8.1%	13.6%
American Indian Alone	0.4%	0.7%	0.6%
Asian Alone	1.7%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	4.0%	3.5%
Two or More Races	7.4%	8.4%	8.2%
Hispanic Origin	5.4%	7.7%	6.6%
Diversity Index	38.9	47.2	51.2
2010 Population by Relationship and Household Type			
Total	6,413	52,445	113,632
In Households	97.8%	98.0%	97.9%
In Family Households	79.5%	79.1%	79.7%
Householder	27.4%	26.0%	25.8%
Spouse	20.1%	17.3%	16.7%
Child	27.7%	29.9%	30.9%
Other relative	2.4%	3.3%	3.5%
Nonrelative	2.0%	2.6%	2.8%
In Nonfamily Households	18.3%	18.8%	18.1%
In Group Quarters	2.2%	2.0%	2.1%
Institutionalized Population	2.1%	1.6%	1.6%
Noninstitutionalized Population	0.1%	0.5%	0.5%

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.

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2022 Population 25+ by Educational Attainment			
Total	5,085	39,283	85,740
Less than 9th Grade	1.0%	2.8%	2.7%
9th - 12th Grade, No Diploma	4.2%	6.9%	7.7%
High School Graduate	25.1%	29.4%	29.2%
GED/Alternative Credential	4.9%	5.4%	7.2%
Some College, No Degree	19.9%	18.9%	19.6%
Associate Degree	8.1%	10.2%	10.2%
Bachelor's Degree	20.7%	17.2%	15.3%
Graduate/Professional Degree	16.1%	9.2%	8.1%
2022 Population 15+ by Marital Status			
Total	5,837	45,722	99,898
Never Married	29.1%	32.5%	34.3%
Married	50.5%	44.0%	43.2%
Widowed	8.7%	7.8%	7.0%
Divorced	11.7%	15.7%	15.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,833	28,668	61,377
Population 16+ Employed	98.3%	98.0%	97.0%
Population 16+ Unemployment rate	1.7%	2.0%	3.0%
Population 16-24 Employed	13.6%	15.0%	14.3%
Population 16-24 Unemployment rate	1.2%	3.1%	6.4%
Population 25-54 Employed	55.7%	59.8%	60.1%
Population 25-54 Unemployment rate	1.9%	2.2%	3.1%
Population 55-64 Employed	18.3%	16.2%	17.0%
Population 55-64 Unemployment rate	2.8%	1.1%	1.2%
Population 65+ Employed	12.3%	9.0%	8.6%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%
2022 Employed Population 16+ by Industry			
Total	3,768	28,098	59,508
Agriculture/Mining	0.5%	0.2%	0.2%
Construction	5.5%	5.9%	5.6%
Manufacturing	17.5%	14.7%	14.2%
Wholesale Trade	2.4%	2.0%	2.1%
Retail Trade	13.2%	12.2%	12.5%
Transportation/Utilities	6.1%	8.2%	8.6%
Information	0.8%	1.2%	1.2%
Finance/Insurance/Real Estate	7.8%	7.4%	7.6%
Services	41.7%	44.9%	44.3%
Public Administration	4.5%	3.3%	3.7%
2022 Employed Population 16+ by Occupation			
Total	3,767	28,098	59,506
White Collar	60.9%	58.1%	57.2%
Management/Business/Financial	17.8%	15.0%	15.0%
Professional	23.2%	20.6%	19.6%
Sales	7.8%	8.8%	9.0%
Administrative Support	12.2%	13.7%	13.6%
Services	11.5%	15.2%	15.8%
Blue Collar	27.6%	26.8%	27.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.6%	4.2%	3.9%
Installation/Maintenance/Repair	4.0%	4.0%	3.5%
Production	7.9%	8.4%	8.4%
Transportation/Material Moving	12.0%	10.1%	11.1%

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2010 Households by Type			
Total	2,522	21,732	46,467
Households with 1 Person	28.0%	30.8%	30.3%
Households with 2+ People	72.0%	69.2%	69.7%
Family Households	66.4%	62.7%	63.4%
Husband-wife Families	48.9%	41.8%	41.0%
With Related Children	17.8%	16.5%	16.5%
Other Family (No Spouse Present)	17.4%	20.9%	22.4%
Other Family with Male Householder	4.7%	5.3%	5.5%
With Related Children	2.8%	3.1%	3.1%
Other Family with Female Householder	12.7%	15.6%	16.9%
With Related Children	7.5%	10.7%	11.5%
Nonfamily Households	5.7%	6.5%	6.3%
All Households with Children	28.7%	30.8%	31.7%
Multigenerational Households	2.5%	3.3%	3.9%
Unmarried Partner Households	6.5%	7.4%	7.8%
Male-female	5.9%	6.7%	7.1%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	2,520	21,733	46,469
1 Person Household	28.1%	30.8%	30.3%
2 Person Household	37.5%	33.9%	33.1%
3 Person Household	16.2%	15.7%	16.1%
4 Person Household	12.1%	11.9%	12.3%
5 Person Household	4.1%	4.9%	5.2%
6 Person Household	1.3%	1.8%	1.9%
7 + Person Household	0.8%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	2,520	21,731	46,467
Owner Occupied	70.6%	62.3%	62.6%
Owned with a Mortgage/Loan	49.1%	44.7%	44.8%
Owned Free and Clear	21.5%	17.6%	17.8%
Renter Occupied	29.4%	37.7%	37.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	167	143	139
Percent of Income for Mortgage	14.4%	16.9%	17.4%
Wealth Index	70	57	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,659	23,486	51,162
Housing Units Inside Urbanized Area	100.0%	99.3%	97.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	2.3%
2010 Population By Urban/ Rural Status			
Total Population	6,413	52,445	113,632
Population Inside Urbanized Area	100.0%	99.3%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	2.5%

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.

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Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Traditional Living (12B)
2.	Old and Newcomers (8F)	Traditional Living (12B)	Rustbelt Traditions (5D)
3.	Comfortable Empty Nesters (5A)	Hometown Heritage (8G)	Hometown Heritage (8G)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,595,515	\$40,242,686	\$87,100,884
Average Spent	\$2,050.39	\$1,741.28	\$1,728.57
Spending Potential Index	85	72	72
Education: Total \$	\$4,099,559	\$28,803,155	\$63,117,309
Average Spent	\$1,502.22	\$1,246.30	\$1,252.60
Spending Potential Index	77	64	64
Entertainment/Recreation: Total \$	\$8,609,471	\$62,202,396	\$133,181,166
Average Spent	\$3,154.81	\$2,691.46	\$2,643.06
Spending Potential Index	86	73	72
Food at Home: Total \$	\$14,251,295	\$104,179,988	\$224,168,705
Average Spent	\$5,222.17	\$4,507.81	\$4,448.76
Spending Potential Index	84	73	72
Food Away from Home: Total \$	\$9,813,123	\$70,467,250	\$152,650,881
Average Spent	\$3,595.87	\$3,049.08	\$3,029.45
Spending Potential Index	83	71	70
Health Care: Total \$	\$17,202,164	\$124,035,399	\$265,453,746
Average Spent	\$6,303.47	\$5,366.94	\$5,268.09
Spending Potential Index	89	76	74
HH Furnishings & Equipment: Total \$	\$5,997,432	\$42,315,667	\$91,425,730
Average Spent	\$2,197.67	\$1,830.98	\$1,814.40
Spending Potential Index	86	71	71
Personal Care Products & Services: Total \$	\$2,397,733	\$17,037,761	\$36,831,008
Average Spent	\$878.61	\$737.21	\$730.93
Spending Potential Index	86	72	72
Shelter: Total \$	\$51,321,151	\$363,215,106	\$788,457,392
Average Spent	\$18,805.84	\$15,716.11	\$15,647.41
Spending Potential Index	82	69	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,313,056	\$43,522,098	\$93,711,887
Average Spent	\$2,313.32	\$1,883.18	\$1,859.77
Spending Potential Index	85	69	68
Travel: Total \$	\$6,559,958	\$45,176,336	\$97,867,768
Average Spent	\$2,403.80	\$1,954.75	\$1,942.24
Spending Potential Index	84	68	68
Vehicle Maintenance & Repairs: Total \$	\$3,013,214	\$21,874,232	\$46,945,875
Average Spent	\$1,104.15	\$946.49	\$931.67
Spending Potential Index	88	75	74

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.