



📍 Sellersburg, IN 47172

Sellersburg Trade Area Profile

Discover dynamic growth and investment potential in Sellersburg, IN.

Commercial Trade Area Report



Stephannie Wilson

IN

s.realtorwilson2@gmail.com

Area at a Glance

Sellersburg, IN 47172 · Local Trade Area Metrics

 Total Population

20,984

▲ +5.95%

 Avg. Household Income

\$119,351

 Median Home Value

\$313,930

▲ +1.7%

 Homeownership Rate

86.3%

 Unemployment Rate

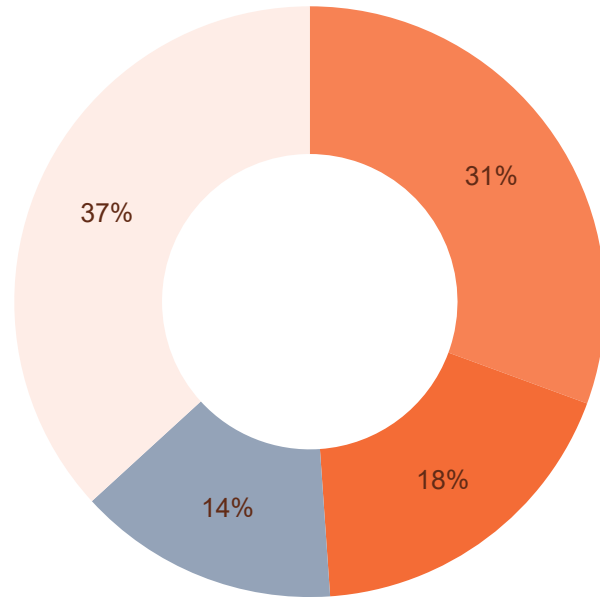
4.5%

 Median Age

39.5

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Flourishing Families ■ Middle Ground ■ Up and Coming Families ■ Other Segments

Flourishing Families

30.6%

30.6% of households · Family Prosperity

Middle Ground

18.3%

18.3% of households

Up and Coming Families

14.3%

14.3% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Flourishing Families” — National Consumer Type

The 'Flourishing Families' segment, part of the Family Prosperity LifeMode group, represents 30.6% of local households. Nationally, this segment is characterized by large suburban families situated in Southern and Midwestern developments. They typically own single-family homes and prioritize family-oriented spending such as medical and auto insurance. Flourishing Families often choose pickup trucks and SUVs and enjoy activities like board games and domestic travel.



Flourishing Families

\$499K

Median Net Worth (national)



Household Type

Married Couples



Residence Type

Single Family

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

Source: Esri Tapestry Segmentation

Sellersburg, IN 47172



01 Income & Spending Power

The average household income in Sellersburg is \$119,351, reflecting strong spending power and economic stability. With an average disposable income of \$87,727, this trade area provides ample opportunity for consumer spending, making it an attractive target for retail and service investments.



Avg. Household Income

\$119K

Metric	Value	Context
Avg. Household Income	\$119,351	Local
Disposable Income	\$87,727	Local
Per Capita Income	\$45,907	4.5% unemployment

02 Population & Density

The local population of Sellersburg is 20,984, with a steady growth rate of 5.95%. The population density is 848.1 per square mile, indicating a well-populated suburban environment. This demographic trend suggests potential for continued residential and commercial development.



Total Population

20.9K

Metric	Value	Context
Total Population	20,984	+5.95% change
Daytime Population	17,567	Density: 710.0/sq mi

03 Housing Profile

Sellersburg boasts a homeownership rate of 86.3%, surpassing national averages, and a median home value of \$313,930 with a 1.7% annual increase. This stable housing market presents viable opportunities for both residential development and investment.

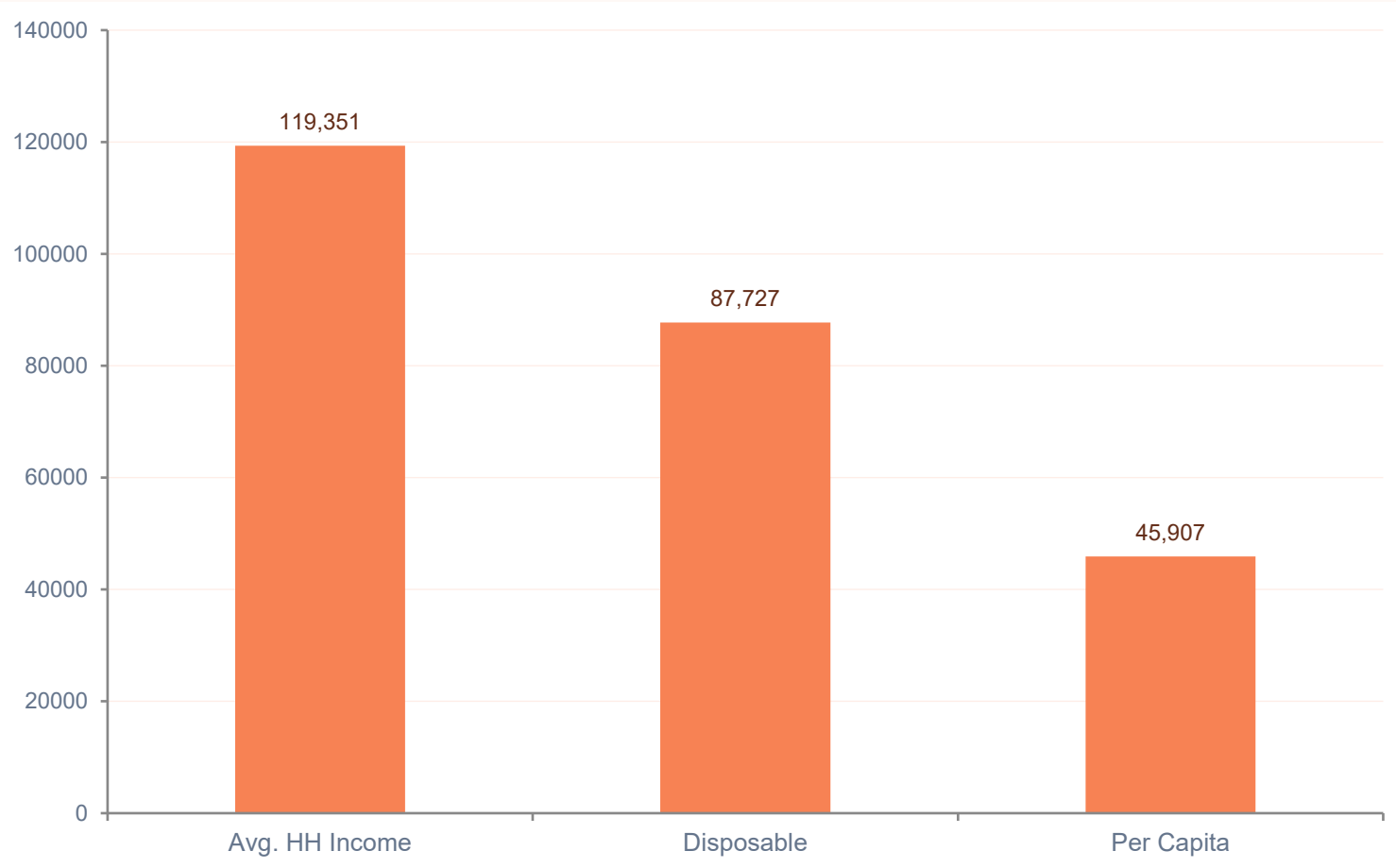


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a light brown font. The largest text in the box is "\$314K" in white, representing the median home value.

Metric	Value	Context
Median Home Value	\$313,930	+1.7% YoY
Homeowners	86.3%	Renters: 13.7%
Population Density	848.1/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$119,351 with \$87,727 in disposable income. Projected median household income is \$103,609.

Unemployment: 4.5% (US: 4.3%)



Explore the promising opportunities in Sellersburg's trade area to maximize your commercial investment potential.



Stephannie Wilson

s.realtorwilson2@gmail.com

(502) 643-3062

License: RB14039714 · IN