

JASPER COMMUNITY PROFILE

Insights into Jasper's Population, Housing, and Economy

JASPER COMPREHENSIVE PLAN

November 2025



KEY FINDINGS

Jasper's population has grown since 2010, with an uptick in recent growth. Jasper's population is aging, although Jasper is also home to many young families as well. Jasper has become more diverse in the past 15 years, with a growing Hispanic population. Compared to the surrounding area, Jasper households are slightly smaller and more likely to be renters.

Household incomes in Jasper often fall in the \$50,000-\$75,000 range. Jasper residents are, on average, better educated than residents of the county overall, with a higher graduation rate and rate of Bachelor's degree attainment.

Much of the housing stock in Jasper was built in the 1980s or 1990s as single detached units. Homes in Jasper generally cost about \$200,000 to \$400,000, with many households paying about 10-25% of their monthly income in mortgage payments.

Economically, Jasper is home to a **range of industries, with a low unemployment rate and strong labor force participation.** Downtown Jasper provides a strong mix of amenities and neighborhood services for the community.

Overall, Jasper achieves a **very high livability score** due to its high-quality neighborhoods, healthy environment, and high level of opportunity in the education and employment landscape.





JASPER'S POPULATION



Jasper Population

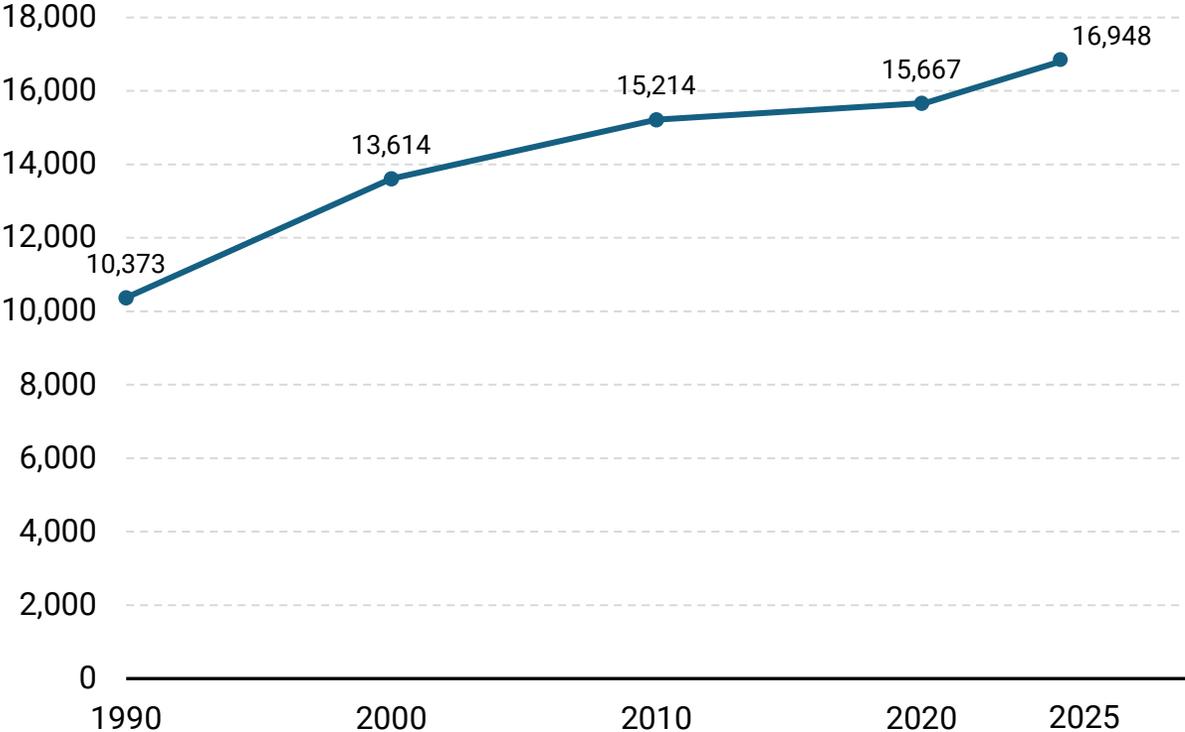
Jasper’s population had recently leveled off after a period of higher growth between 1990 and 2010, but experienced an uptick in growth recently.

In the 1990s, Jasper’s population grew significantly (by almost 4,000 residents). During the 2000s, Jasper continued to grow, adding about another 1,500 residents. This growth had started to level off in the past decade, but there has been an influx of new population in the past two to three years.

Insight: Jasper is in a great position to decide its own fate in terms of population growth. Through the planning process, community members should determine whether Jasper wants to continue attracting population.



Overall City Population
(1990 – 2025)



Data Source: ESRI Community Analyst (2025), U.S. Census

Resident Age

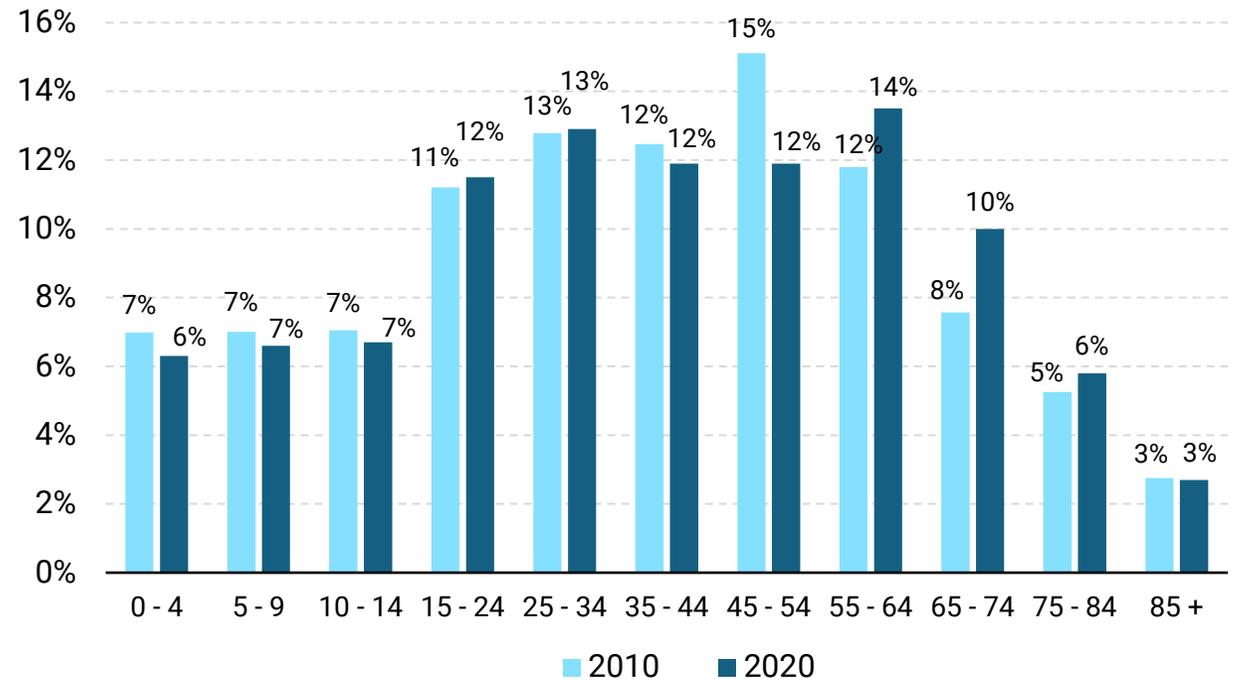
Jasper's population is largely middle-aged or slightly older, with the largest group of residents in the 55-64 age group.

Jasper's population is home to a range of young families, older families, and senior residents. This creates a well-balanced and welcoming community. Jasper's population has aged slightly in the past decade, with a higher share of residents in the 55-64, 65-74, and 75-84 age groups.

Insight: As Jasper envisions its future, this vision should accommodate the significant range of age groups that are represented in Jasper's population.



Jasper Population by Age Group (2010, 2020)



Data Source: ESRI Community Analyst (2025), U.S. Census

Race

Jasper’s population is more diverse in 2025 than in the past.

Residents identifying as White Alone account for 85% of the population in 2025, compared to 94% in 2010. Meanwhile, the groups identifying as Some Other Race Alone have almost doubled from 4% to 7%, and Two or More Races have increased from just under 1% to 5%. Jasper’s Hispanic population has also increased notably, from about 8% in 2010 to 12% in 2025.

Insight: Jasper’s comprehensive planning process should aim to welcome new voices into decision-making for the future.



Jasper Population by Race
(2010, 2025)

2025 Population by Race/Ethnicity	Jasper	
	2010	2025
White Alone	94%	85%
Black Alone	0.4%	0.7%
American Indian Alone	0.2%	0.4%
Asian Alone	0.9%	1.2%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	4%	7%
2 or More Races	0.9%	5%
Hispanic Origin	7.6%	12.2%
Diversity Index	24	42

Data Source: ESRI Community Analyst (2025), U.S. Census

Household Size

Jasper’s average household size is smaller than that of Dubois County or the state of Indiana.

This smaller household size is typical of a more urban community. Jasper’s average household size has decreased since 2010, with an average household size in 2025 of 2.34. Dubois County and the State of Indiana have seen a similar trend of decreasing household size since 2010, a trend that is occurring nationally.

Insight: As the typical household composition changes, Jasper will need to create housing options that meet the needs of the evolving population.

Household Size in Jasper, Dubois County, and Indiana (2025)

Year	Average Household Size		
	Jasper	Dubois County	Indiana
2010	2.42	2.54	2.52
2020	2.39	2.46	2.48
2025	2.34	2.41	2.45



Data Source: ESRI Community Analyst (2025), U.S. Census



SOCIOECONOMIC FACTORS



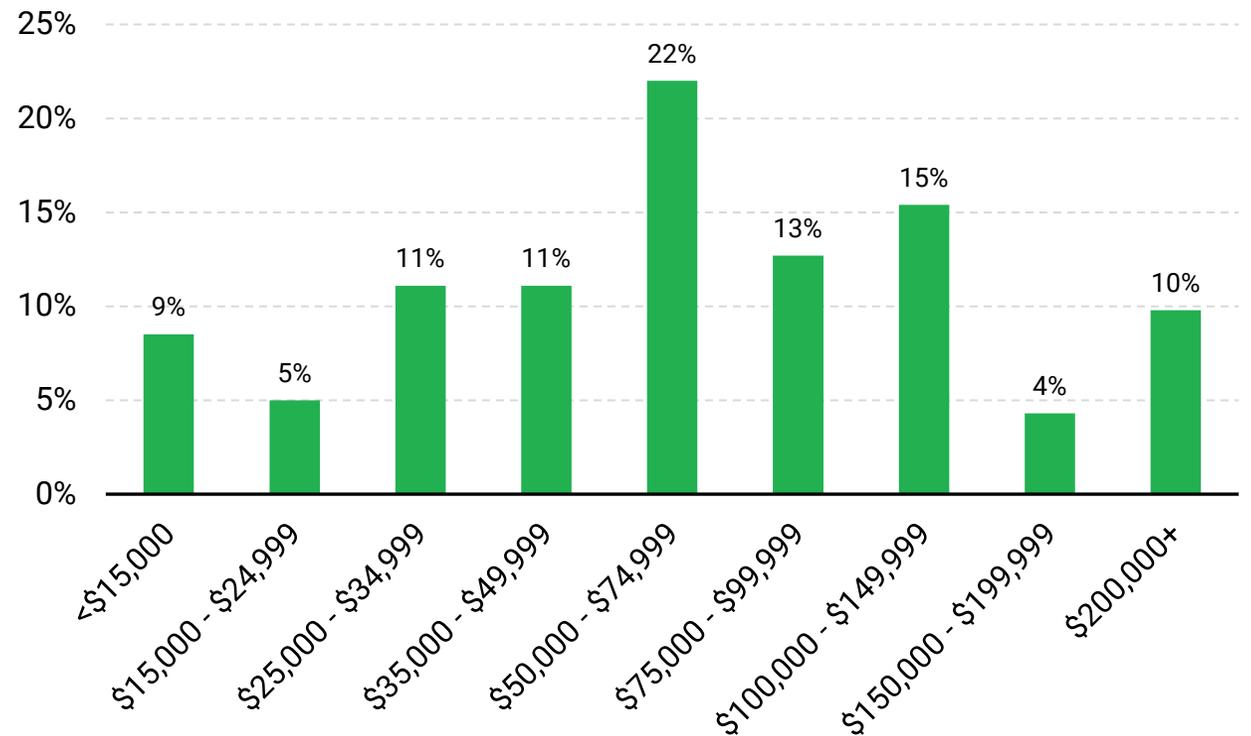
Household Income

The largest household income group in Jasper is \$50,000-75,000. This group accounts for about 22% of Jasper’s population.

However, notable segments of the population fall in other ranges, with about 30% of households making over \$100,000 and 25% making under \$35,000. This mix of incomes reflects a community where a variety of different industrial and professional sectors exist.

Insight: The policies Jasper implements through the comprehensive plan should consider their impact on households of all income levels.

Jasper Households by Income (2025)



Median Household Income (2025)



Jasper	Dubois County	Indiana
\$65,637	\$72,464	\$72,877

Data Source: ESRI Community Analyst (2025), U.S. Census

Educational Attainment

93% of Jasper’s population age 25 and above has a high school diploma or GED, while about 30% of this population has a Bachelor’s degree or higher.

Jasper’s high school graduation rate exceeds that of Dubois County and the state of Indiana. Meanwhile, its share of residents with a Bachelor’s Degree exceeds that of Dubois County and is generally comparable with the statewide average.

Insight: For a strong local economy, Jasper will need to create workforce development paths that equip people of a range of educational backgrounds to fill various roles in growing industries.

Jasper Population 25+ by Educational Attainment (2025)

Highest Level of Education	Education Attainment		
	Jasper	Dubois County	Indiana
Less than High School	7%	10%	9%
High School Graduate or GED	36%	37%	33%
Some College, No Degree	14%	15%	17%
Associates Degree	13%	12%	10%
Bachelor’s Degree	21%	19%	20%
Graduate/Professional Degree	9%	7%	11%
Share with Bachelor’s Degree or Higher	30%	26%	31%



Data Source: ESRI Community Analyst (2025), U.S. Census



HOUSING IN JASPER



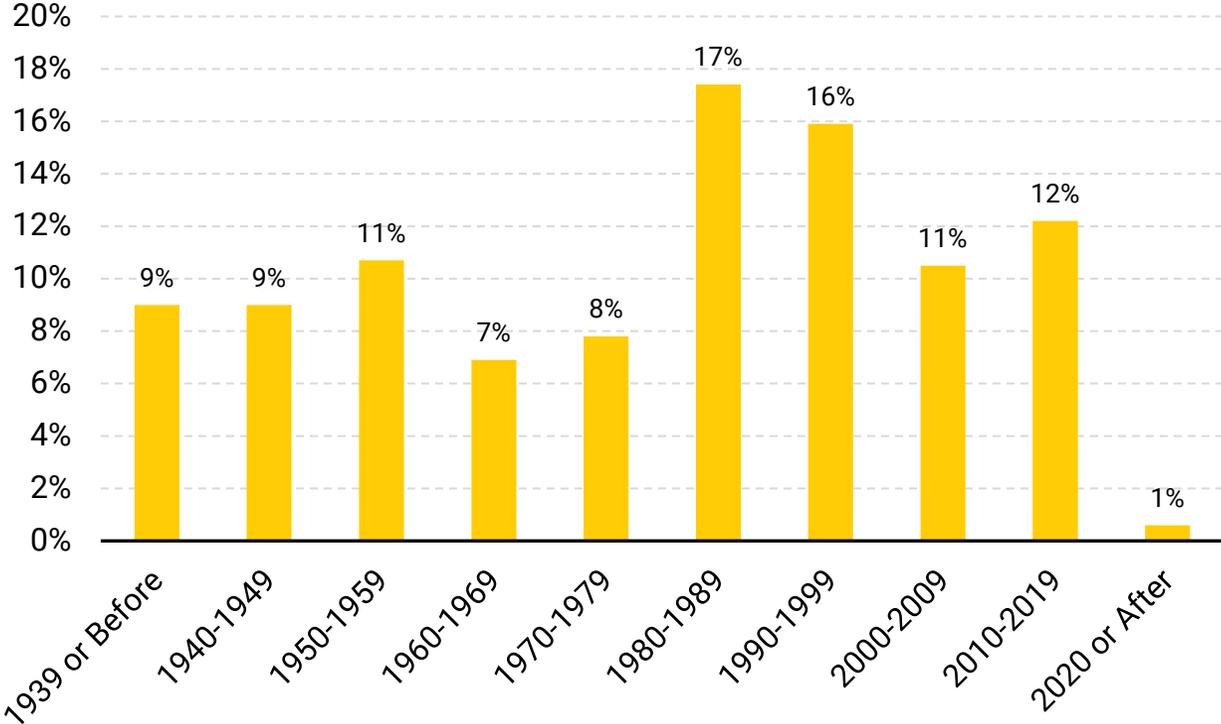
Age of Housing

Jasper’s housing stock was most commonly built in the 1980s and 1990s, with a much lower share being constructed since 2020.

Just under 50% of Jasper’s housing stock was built before 1980. About 30% of the housing stock was built in the 1980s and 1990s, with just over 20% built in the past 25 years.

Insight: Future planning for Jasper will need to determine how much additional residential growth should be targeted.

Year Homes Were Built



Data Source: ESRI Community Analyst (2025), American Community Survey (2022)

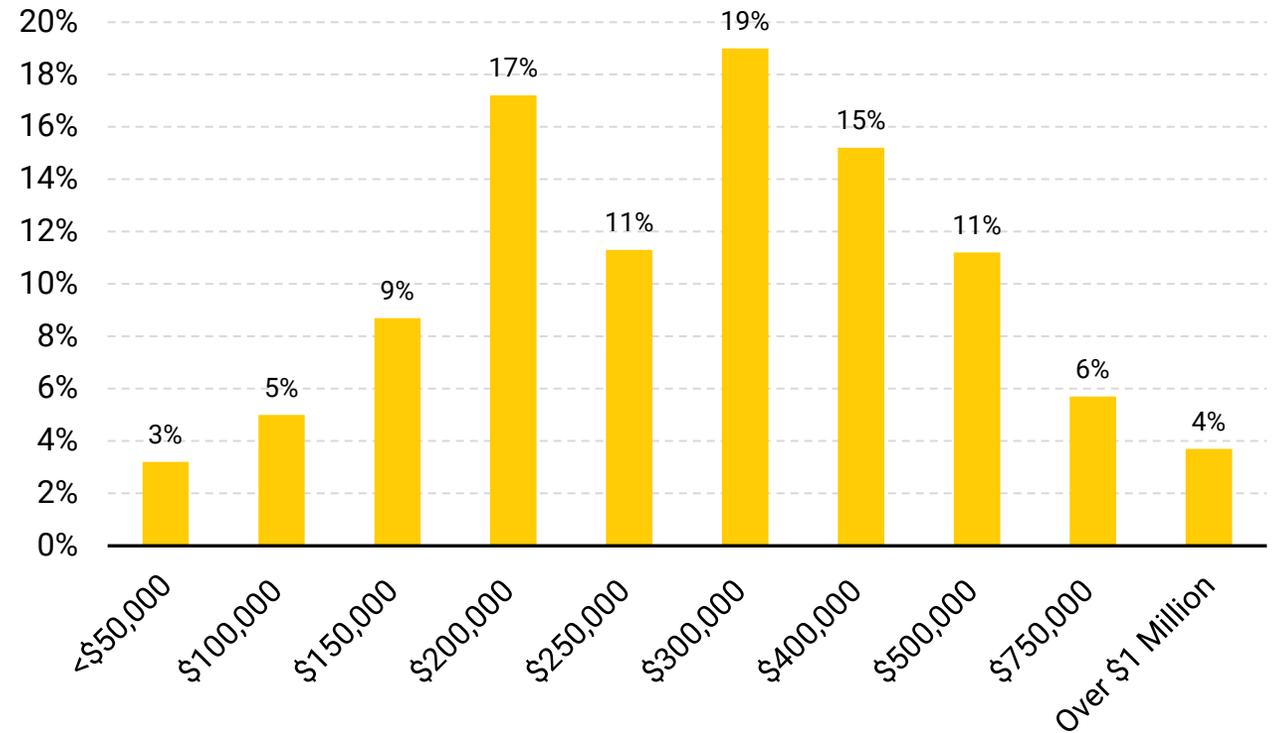
Home Value

Home Value (2022)

Homes in Jasper generally range from about \$200,000 to \$400,000, with a median home value of \$262,347.

The current home values reflect mid-sized family-oriented housing types. Notably, many homes in Jasper also fall on the higher end of the range, with about 20% of homes valued at \$500,000 or above.

Insight: To continue meeting community needs, Jasper needs a range of housing options that appeal to various income levels.



Median Home Value (2025)

Jasper	Dubois County	Indiana
\$262,347	\$262,422	\$246,103



Data Source: ESRI Community Analyst (2025), American Community Survey (2022)

Mortgage Payments

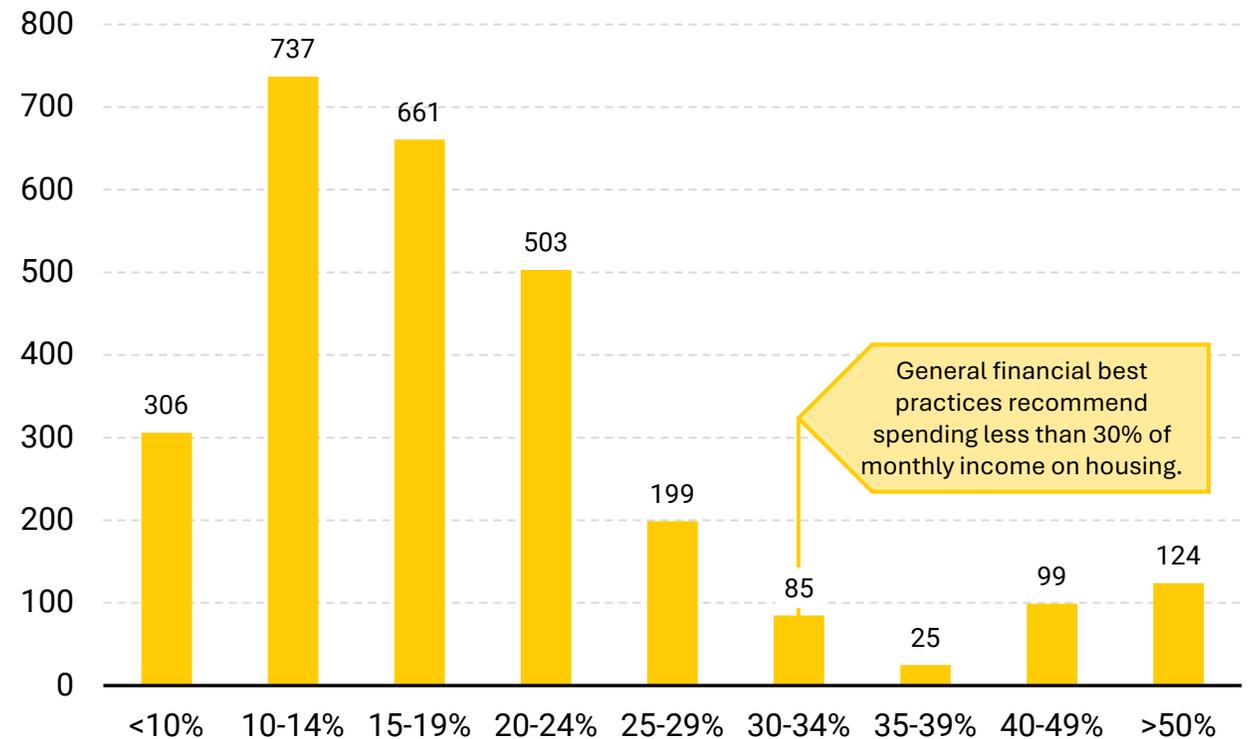
Generally, monthly mortgage payments in Jasper are about 10-25% of monthly salaries.

Most households are facing mortgage payments that are within the general best practice range for mortgage affordability. Compared to many communities nationwide, this makes Jasper relatively affordable and positions Jasper well to attract young families. However, a notable segment of the population (about 10%) pays more than this amount.

Insight: With many residents paying relatively lower mortgages, Jasper’s population has greater disposable income to spend in the local economy. To the extent that people are staying in their homes longer, Jasper should continue to create housing mobility and build smaller typologies for aging residents.



Mortgage as Percent of Salary (2022)



Data Source: ESRI Community Analyst (2025), American Community Survey (2022)

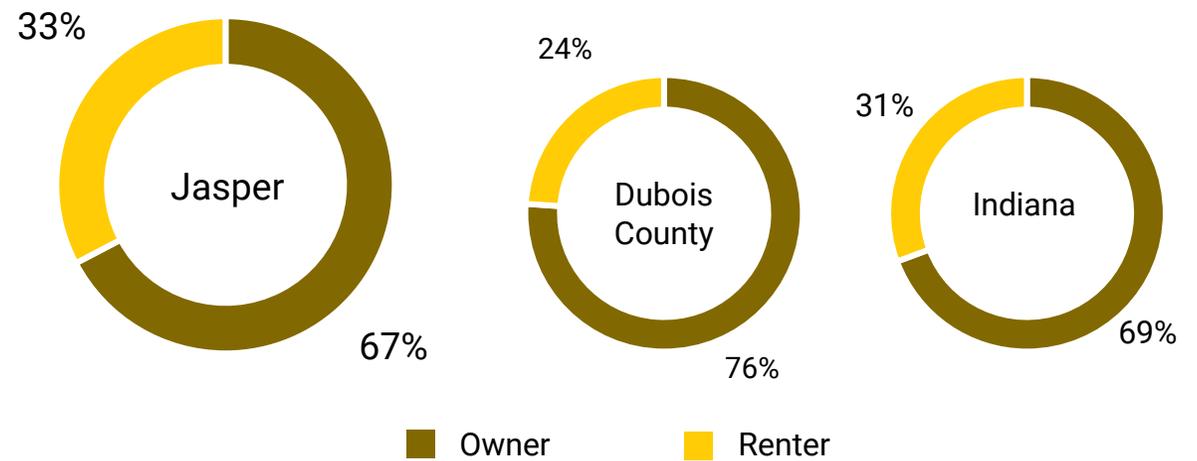
Housing Tenure

Jasper is home to slightly more renter households than Dubois County and the state of Indiana overall, yet most residents own their houses.

Jasper has a slightly higher share of renters when compared to the whole county, with about a third of Jasper's households renting rather than owning. However, tenure share is very similar to that of the State of Indiana overall.

Insight: Future planning should seek to better provide the kinds of amenities needed by renters and smaller households.

Housing Tenure (2025)



Data Source: ESRI Community Analyst (2025), American Community Survey (2022), U.S. Census

Housing Typologies

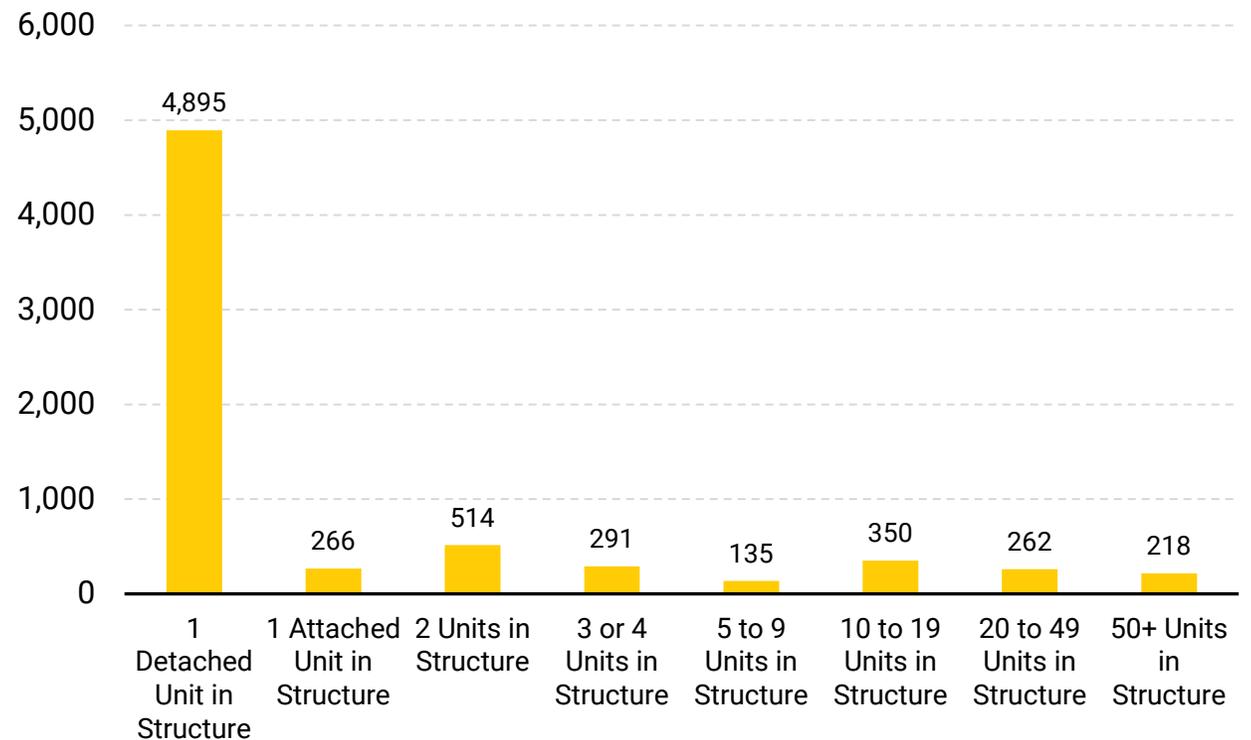
Jasper's housing stock is primarily composed of single-family units.

The vast majority of Jasper's housing is one-unit detached. This is typical of a smaller American city that attracts many families. Other common housing types have 2-4 units or are bigger apartment buildings with 10-49 units. Relatively few buildings in Jasper have 50 or more apartment units.

Insight: The housing types available in Jasper will impact who moves to Jasper in the coming years and opportunities to move within Jasper.



Housing Units in Structure
(2022)



Data Source: ESRI Community Analyst (2025), American Community Survey (2022)



JASPER'S ECONOMY



Key Industries

Employment in Jasper spans a range of industries, with retail, health care, manufacturing, and wholesale trade accounting for the largest number of jobs.

In addition to these employment clusters, many jobs in Jasper are in food service, education, public administration, and professional services.

The most common business types in Jasper are retail, health care, food service, professional services, and financial services.

Insight: Ongoing workforce development efforts in Jasper should aim to equip the local workforce to meet the needs of growing industries.



Data Source: ESRI Community Analyst (2025), U.S. Census

Industries	Jasper	
	Businesses	Employment
Retail (NAICS44-45)	151	4,822
Health Care/Social Assistance (NAICS62)	147	4,360
Other Services, Excluding Public Admin (NAICS81)*	115	1,698
Accommodation/Food Services (NAICS72)	82	1,318
Professional, Scientific, Technical Services (NAICS54)	61	543
Finance & Insurance (NAICS52)	61	321
Manufacturing (NAICS31-33)	57	6,385
Public Administration (NAICS92)	53	537
Wholesale Trade (NAICS42)	47	8,787
Real Estate, Rental, & Leasing (NAICS53)	45	177
Construction (NAICS23)	33	365
Admin, Support, Waste Management, Remediation (NAICS56)	30	183
Arts, Entertainment, Rec. (NAICS71)	23	146
Information (NAICS51)	22	323
Educational Services (NAICS61)	16	545
Transport./Warehouse (NAICS48-49)	10	86
Ag., Hunting, Fishing, Forestry (NAICS11)	6	22
Management of Companies/Enterprises (NAICS55)	4	326
Utilities (NAICS22)	3	52
Mining (NAICS21)	1	24
Total	979	31,031

Employment

Jasper has a low unemployment rate and a strong labor force participation rate, indicating a healthy workforce.

Jasper’s unemployment rate of 2.2% is slightly lower than that of Dubois County. Its labor force participation rate of 66% is also slightly lower than the County’s. 88% of the population 25-54 in Jasper is in the labor force, suggesting a strong workforce across industries in Jasper.

Insight: To maintain strong employment levels in the future, Jasper will need to continue investing in workforce development and education initiatives.

Unemployment and Labor Force Participation (2021, 2023)

Age Cohort	Unemployment Rate		Labor Force Participation Rate	
	Jasper	Dubois County	Jasper	Dubois County
16-24	6.1%	7.3%	69%	74%
25-54	2.4%	2.4%	88%	89%
55-64	0.0%	0.6%	78%	79%
65+	0.0%	0.0%	20%	24%
Overall (16+)	2.2%	2.5%	66%	69%



Data Source: ESRI Community Analyst (2025), U.S. Census

Employment Inflow-Outflow

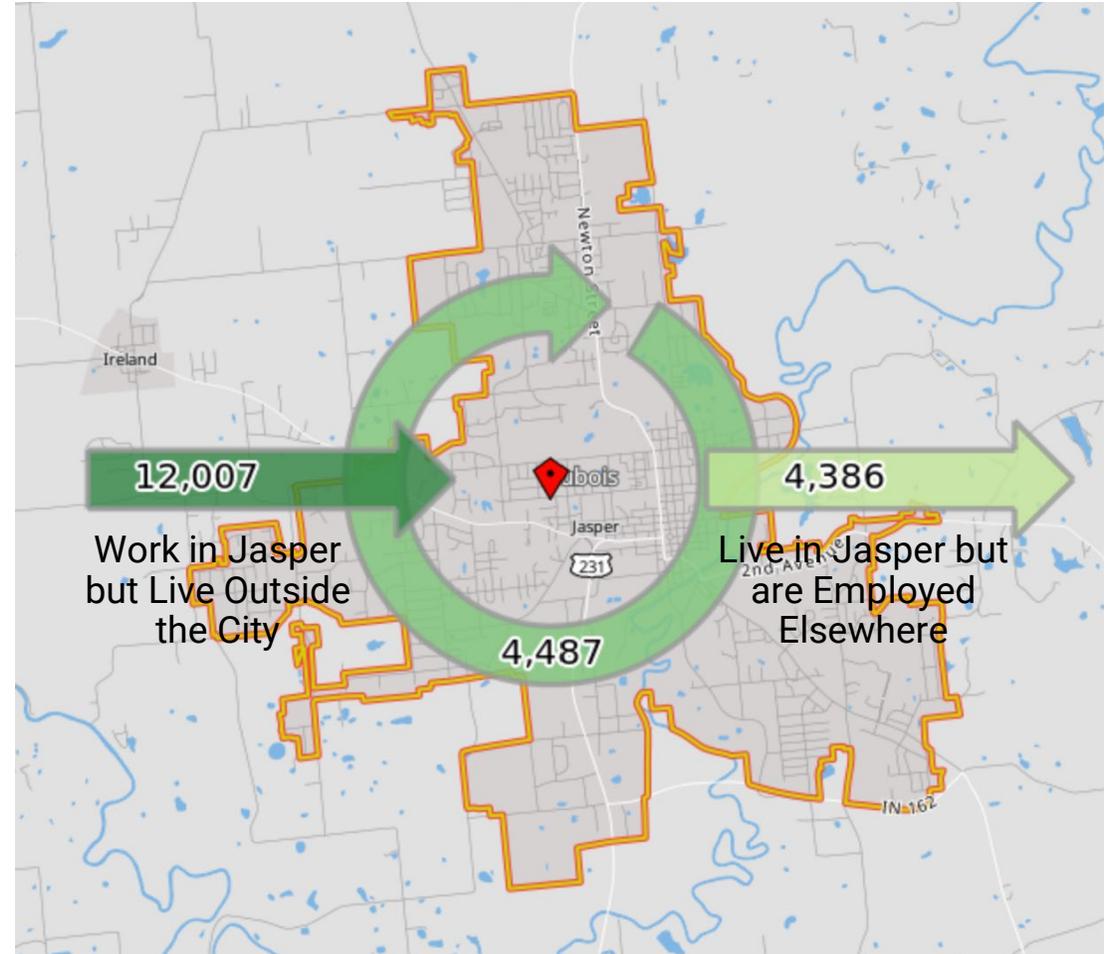
Jasper draws a significant number of workers from outside areas into the city for the workday.

About 12,000 residents of the broader area commute to the City of Jasper for work. Meanwhile, almost 4,500 residents of Jasper work outside of city limits.

Insight: Future planning should aim to meet the needs of both incoming workers and residents, bearing in mind that the daytime population differs somewhat from the residential population of Jasper.



Data Source: Longitudinal Employer-Household Dynamics (2022)



Main Street Retail

Jasper's downtown has a strong mix of neighborhood services, merchandise retail, and restaurants.

Nearly half of retail amenities in Jasper's Main Street area are Merchandise Retail stores. Another large share (nearly 40%) is neighborhood services, with comparatively fewer businesses falling in the restaurants or food and beverage category.

Insight: Through the planning process, Jasper residents can decide whether they hope to attract a greater share of businesses in one of these categories, or if the current mix of retail uses is already meeting community needs.

Neighborhood Services
39%



Merchandise Retail
46%

Restaurants
15%



Data Source: ESRI Community Analyst (2025), Data Axle

Main Street Amenities

The Heart of Jasper Main Street is home to numerous community amenities.

These features, ranging from dining to entertainment to recreation, make Jasper more livable for local residents and are a source of economic growth for the downtown, city, and broader area.

Insight: If community members feel that any amenities are currently missing, the comprehensive plan can aim to attract additional amenities in some of these categories.



Data Source: ESRI Community Analyst, Foursquare Points of Interest (2025)

Livability Insights

Jasper is rated as significantly more livable than many other US neighborhoods. Factors like environmental quality, opportunities for socioeconomic advancement, and strong transportation options and health are major contributors. Jasper scores lowest in the Neighborhood category because, although it has strong access to parks and jobs, Jasper has a low level of density and walkability (but still higher than the median US community).

Insight: Future planning in Jasper should aim to protect and strengthen the aspects that make it such a livable community for residents.

Jasper Livability Index Score

The overall Livability Index score for Jasper score is 64. This is in the top half of communities in the U.S.



AARP Livability Index Metrics

Livability Metrics	Jasper	Dubois County	Median US Neighborhood
Overall	64	59	50
Housing Metrics and initiatives that promote affordability, availability, and accessibility.	66	62	59
Neighborhood Metrics and initiatives that focus on destinations, safety, and mixed-use development.	51	43	36
Transportation Metrics and initiatives concerning convenience, safety, and options.	58	49	44
Environment Metrics and initiatives regarding air and water quality, energy efficiency, and hazard mitigation planning.	75	75	61
Health Metrics and initiatives that promote healthy behaviors, like exercise and smoking cessation.	57	54	40
Engagement Metrics and initiatives such as cultural engagement, voting rights, and human rights.	57	48	47
Opportunity Metrics and initiatives regarding job availability, government creditworthiness, and graduation rates.	85	82	50

Data Source: AARP Livability Index

For more information about the AARP Livability Index and scoring criteria, please visit: <https://livabilityindex.aarp.org/>

KEY INSIGHTS TO CONSIDER WHILE MOVING FORWARD IN THE PLANNING PROCESS

Through Jasper's comprehensive planning process, the community can decide what kind of growth, housing, economic development, and community amenities are desired for the future.



How much growth does Jasper want to see?

Given local population trends, there are a range of different paths for Jasper's future.



How might the Comprehensive Master Plan impact different segments of the community?

Jasper is home to people of a range of different ages, backgrounds, and income levels.



What types of homes and residential development will meet tomorrow's needs?

New residential development can meet changing demographic factors.



How can we best support Jasper's industries and workers?

Through business and workforce support, Jasper can continue its promising economic outlook



What can be done to make Jasper even more livable?

Maintaining a high-quality of life is vital to the community's future.

