



Clarksville, Indiana

Clarksville Trade Area Overview

Dynamic demographics and robust investment opportunities in Clarksville, Indiana.

Commercial Trade Area Report



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Area at a Glance

Clarksville, Indiana · Local Trade Area Metrics

 Total Population

23,680

▲ +6.03%

 Avg. Household Income

\$82,441

 Median Home Value

\$208,710

▲ +3.3%

 Homeownership Rate

60.2%

 Unemployment Rate

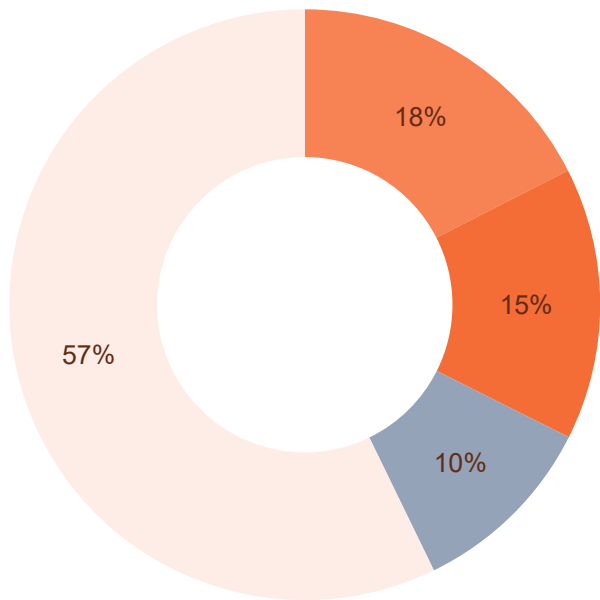
4.7%

 Median Age

40.0

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Middle Ground ■ Loyal Locals ■ Heartland Communities ■ Other Segments

Middle Ground

17.5%

17.5% of households · Suburban Shine

Loyal Locals

14.9%

14.9% of households

Heartland Communities

10.4%

10.4% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Middle Ground” — National Consumer Type

The 'Middle Ground' segment nationally represents suburban residents, often living in affordable Midwestern and Southern suburbs. This group, part of the Suburban Shine LifeMode, tends to prioritize cost-effective living with a 67% homeownership rate and a median net worth of \$168,044. They often shop at discount grocery stores, are active in the labor force, and enjoy activities like fishing and gardening. In Clarksville, 17.5% of households fall into this segment.



Middle Ground

\$168K

Median Net Worth (national)



Household Type

Married Couples, Singles Living Alone



Residence Type

Single Family

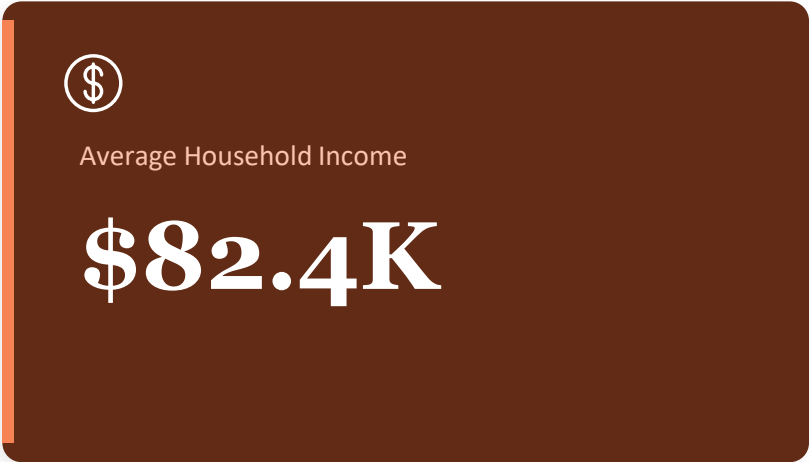
All attributes reflect the national Esri Tapestry profile for this consumer segment, not local measurements.

Source: Esri Tapestry Segmentation



01 Income & Spending Power

The average household income in Clarksville is \$82,441, providing significant spending power in the local market. Disposable income averages \$62,603, indicating a healthy economic environment for retail and service business development.



Metric	Value	Context
Avg. Household Income	\$82,441	Local
Disposable Income	\$62,603	Local
Per Capita Income	\$34,672	4.7% unemployment

02 Population & Density

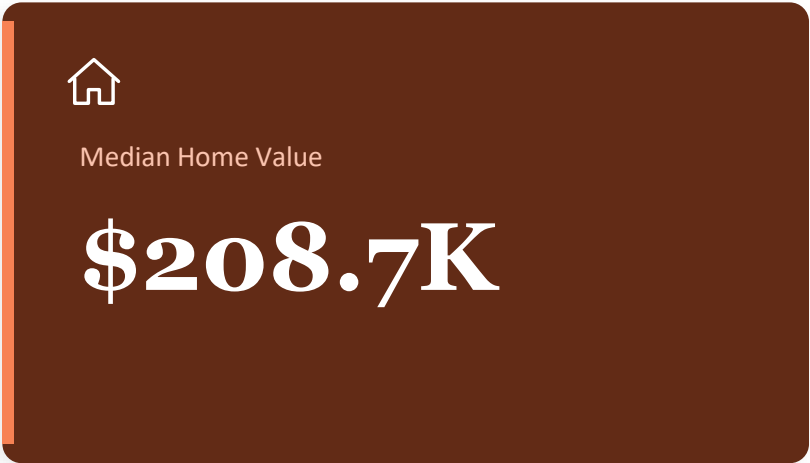
Clarksville's population stands at 23,680, with a growth rate of 6.03%, indicating positive demographic trends. The area's population density is 2,358.6 people per square mile, suggesting a well-occupied urban area conducive to commercial opportunities.



Metric	Value	Context
Total Population	23,680	+6.03% change
Daytime Population	25,380	Density: 2,528.0/sq mi

03 Housing Profile

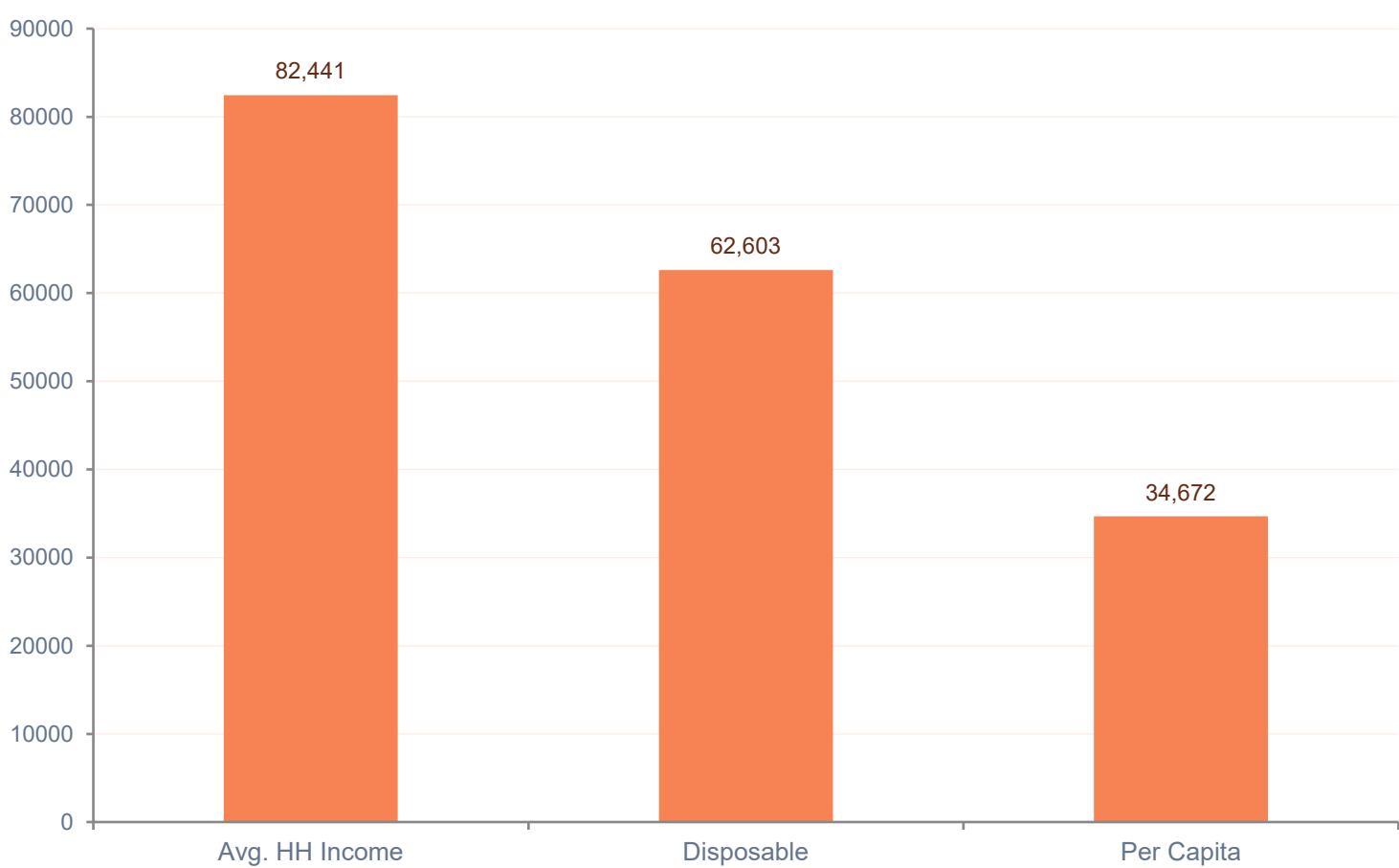
Local homeownership in Clarksville is at 60.2%, with a median home value of \$208,710. The housing market's 3.3% value increase over the past year reflects ongoing demand and stability, offering promising potential for real estate investment.



Metric	Value	Context
Median Home Value	\$208,710	+3.3% YoY
Homeowners	60.2%	Renters: 39.8%
Population Density	2,358.6/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$82,441 with \$62,603 in disposable income. Projected median household income is \$66,707.

Unemployment: 4.7% (US: 4.3%)



Explore the untapped potential of the Clarksville trade area for lucrative commercial investment.



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