



Clarksville, Indiana

Clarksville Trade Area Insights

Discover the demographic and economic potential within 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

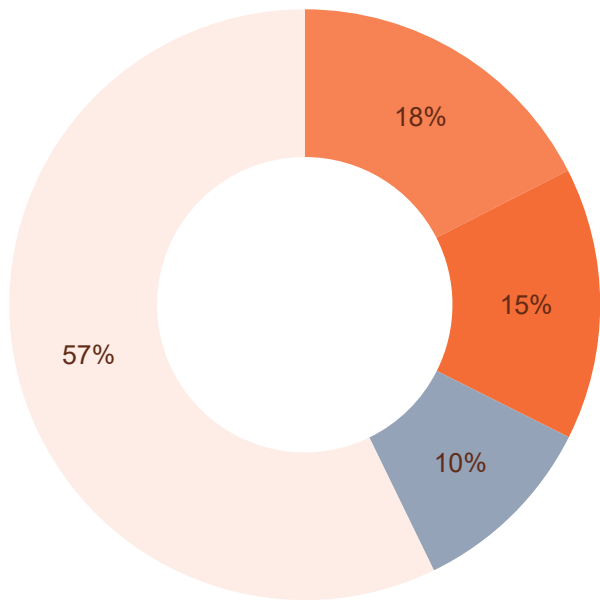
4.7%

 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 tends to reflect affordable suburban living in Midwestern and Southern areas, with 17.5% of local households. This consumer type often includes married couples and singles living alone, enjoys a median net worth of \$168,044, and generally prefers shopping at discount grocery chains. They are engaged in social media and classic media, with interests in sports, fishing, and gardening.



Middle Ground

\$168K

Median Net Worth (national)



Household Type

Married Couples, Singles Living Alone



Residence Type

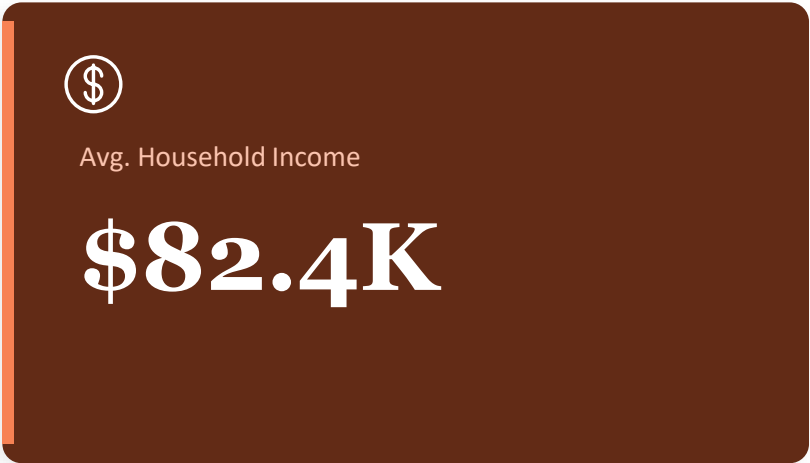
Single Family

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

Source: Esri Tapestry Segmentation

01 Income & Spending Power

Clarksville's average household income is \$82,441, reflecting competitive earning potential in the trade area. With an average disposable income of \$62,603, residents have significant spending power, which can attract retail and service investments.



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 hosts a growing population of 23,680, experiencing a 6.03% increase. The area shows a high population density of 2,358.6 individuals per square mile, suggesting strong urban characteristics that can support a variety of commercial enterprises.



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

03 Housing Profile

Homeownership in Clarksville stands at 60.2%, with a median home value of \$208,710, indicating a stable housing market. The recent 3.3% increase in home values suggests growth and investment opportunities in residential developments.



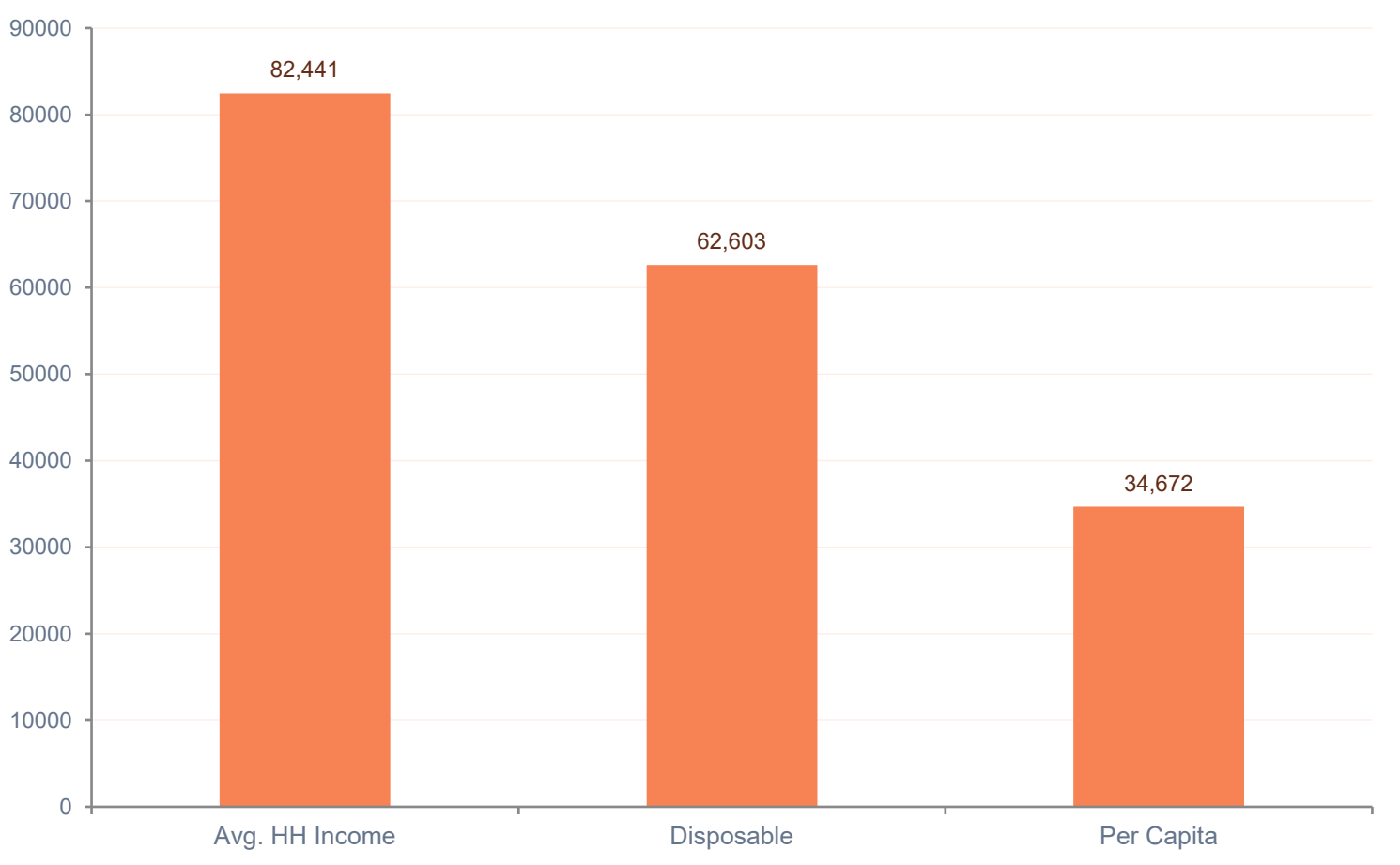
Median Home Value

\$208.7K

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 promising commercial opportunities
within this dynamic trade area to maximize your
investment potential.**



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