



📍 Clarksville, Indiana

Clarksville, IN Trade Area Analysis

Dynamic suburban growth with diverse investment opportunities

Commercial Trade Area Report



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IN

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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

\$210,290

▲ +3.5%

 Homeownership Rate

60.2%

 Unemployment Rate

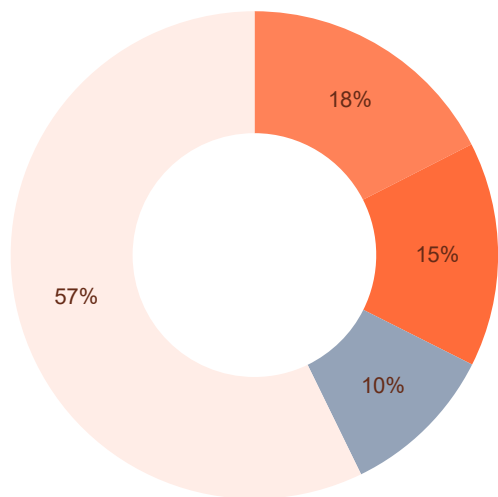
4.7%

 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

Source: Esri Tapestry Segmentation

Clarksville, Indiana



Segment Profile

“Middle Ground” — National Consumer Type

The primary segment, 'Middle Ground', represents 17.5% of local households. Nationally, this consumer type is characterized by suburban living with a mix of married couples and singles. They display an inclination towards shopping at discount grocery chains and prefer financing vehicles through loans. This segment, part of the 'Suburban Shine' LifeMode group, typically enjoys recreational activities such as sports and gardening, with a median age of 38.8 years and a national homeownership rate of 67%.



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.

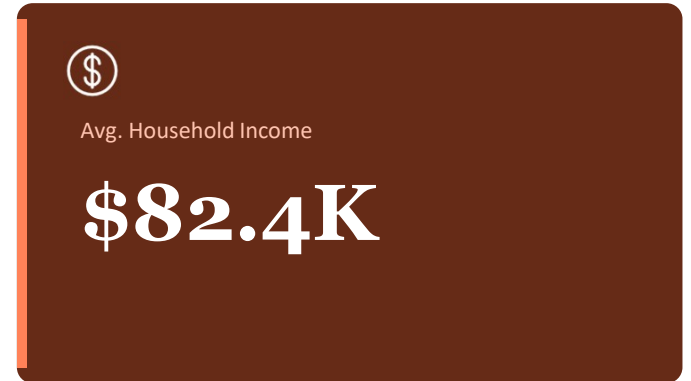
Source: Esri Tapestry Segmentation

Clarksville, Indiana



01 Income & Spending Power

Clarksville exhibits a robust local economy with an average household income of \$82,441 and an average disposable income of \$62,603. With a per capita income of \$34,672, the area's financial landscape offers substantial spending power, appealing to commercial investors.



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

The local population of Clarksville stands at 23,680, reflecting a positive change of 6.03%. With a population density of 2,358.6 people per square mile and a daytime population density slightly higher at 2,528.0, the area presents a vibrant and active community.



Total Population

23.7K

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

03 Housing Profile

Clarksville's housing market is marked by a local homeownership rate of 60.2% and a median home value of \$210,290, which has seen a 3.5% increase over the past year. This stable growth indicates a healthy real estate market ripe for investment.



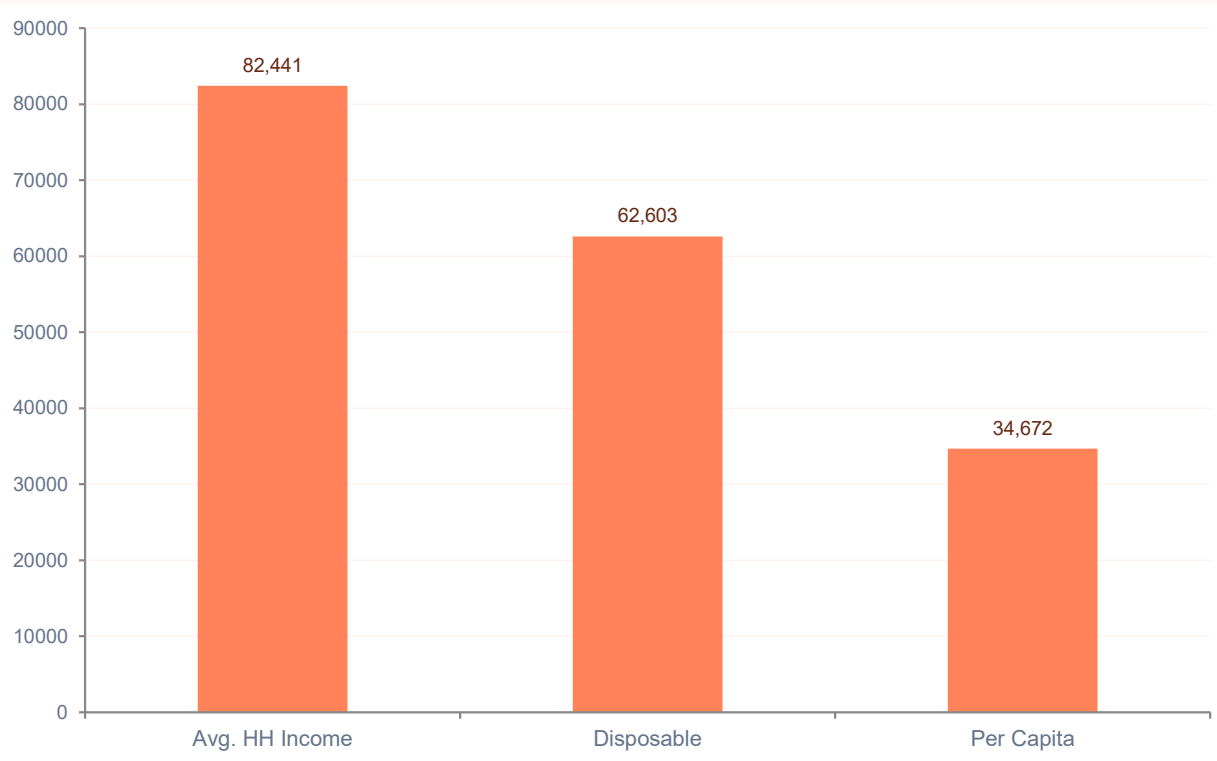
Median Home Value

\$210K

Metric	Value	Context
Median Home Value	\$210,290	+3.5% 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 investment potential in Clarksville's thriving trade area with Stephannie Wilson.



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