Clarksville, Indiana

Clarksville Trade Area Profile

Dynamic demographics and growth 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

$213,550

▲ +2.2%

Homeownership Rate

60.6%

Unemployment Rate

4.7%

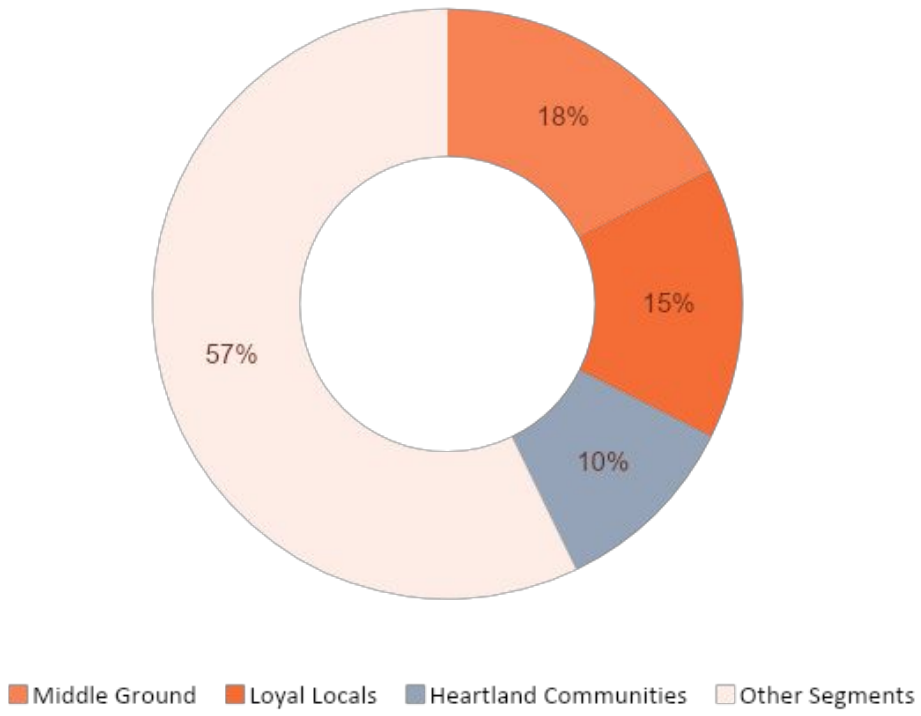
Median Age

40.0

Source: U.S. Census / ACS / Esri Demographics

Community Segments

Esri Tapestry Segmentation — Household Distribution



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

Segment Profile

"Middle Ground" — National Consumer Type

The 'Middle Ground' segment, part of the Suburban Shine LifeMode group, comprises 17.5% of local households. Nationally, this segment includes married couples and singles living alone, often in affordable Midwestern and Southern suburbs. They display strong labor force participation and tend to shop at discount grocery chains, frequent fast-food restaurants, and finance their vehicles with loans. Their recreational interests include sports, fishing, and gardening, while vacations are typically to nearby states.

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, with a disposable income averaging $62,603. These figures indicate solid spending power for residents in the area, which is attractive for retail and service-oriented developments.

Avg. Household Income

$82.4K

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

Source: U.S. Census / ACS / Esri Demographics

02 Population & Density

The trade area has experienced a 6.03% population growth, bringing the total population to 23,680, with a high density of 2,358.6 people per square mile. This growth and density present promising opportunities for businesses and services looking to tap into an expanding market.

Population Density

2,358.6/sq mi

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

Source: U.S. Census / ACS / Esri Demographics

03 Housing Profile

With a homeownership rate of 60.6% and a median home value of $213,550, the housing market in Clarksville is stable, showing a 2.2% increase in home value over the past year. This indicates a robust housing market poised for continued growth.

Median Home Value

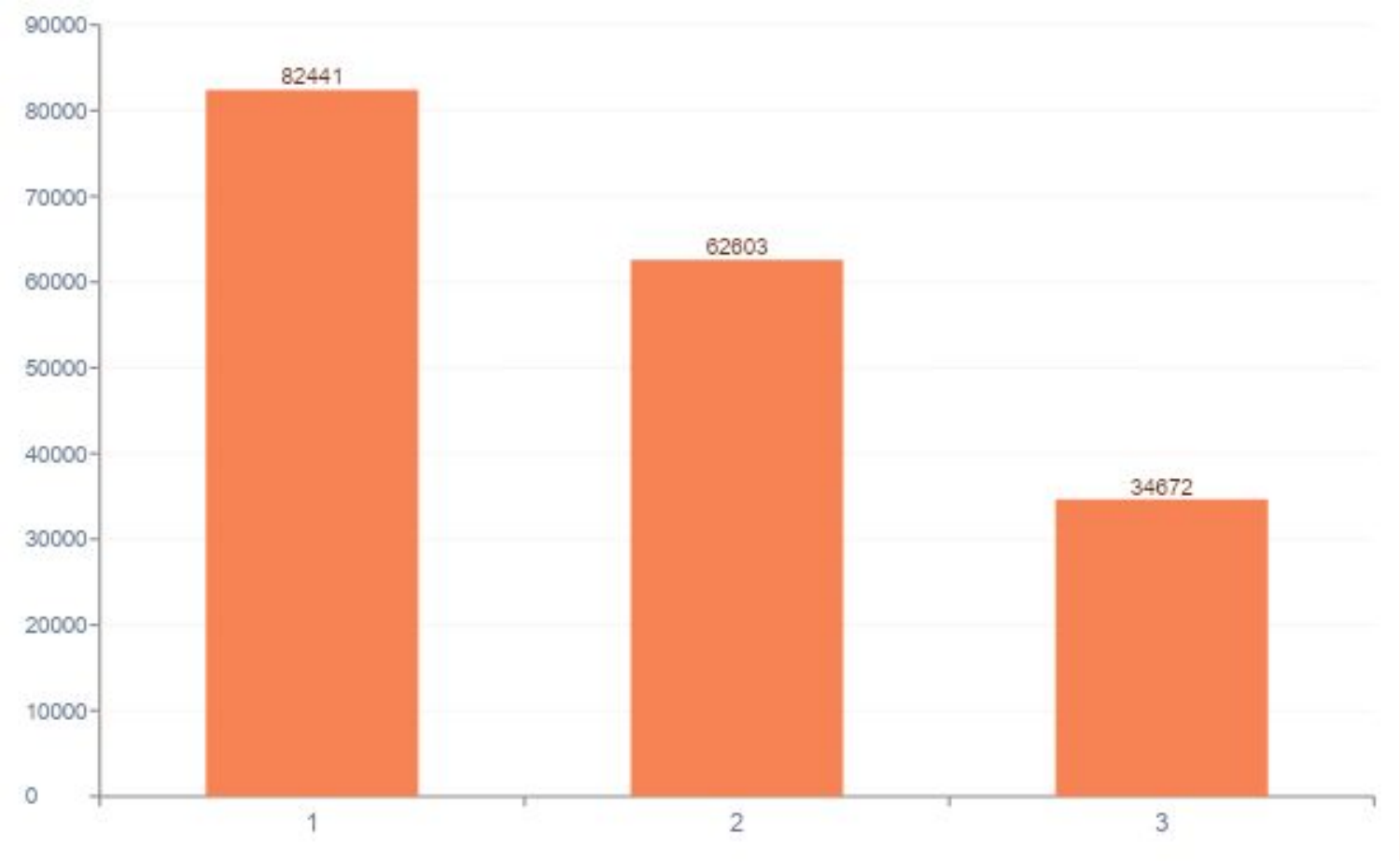
$213K

Metric	Value	Context
Median Home Value	$213,550	+2.2% YoY
Homeowners	60.6%	Renters: 39.4%
Population Density	2,358.6/sq mi	

Source: U.S. Census / ACS / Esri Demographics

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%)

Source: U.S. Census / ACS / Esri Demographics

Explore investment opportunities in Clarksville's evolving trade area with NextHome Wilson Real Estate Services.



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Data: RPR Trade Area · Esri Tapestry & Demographics · Clarksville, Indiana