



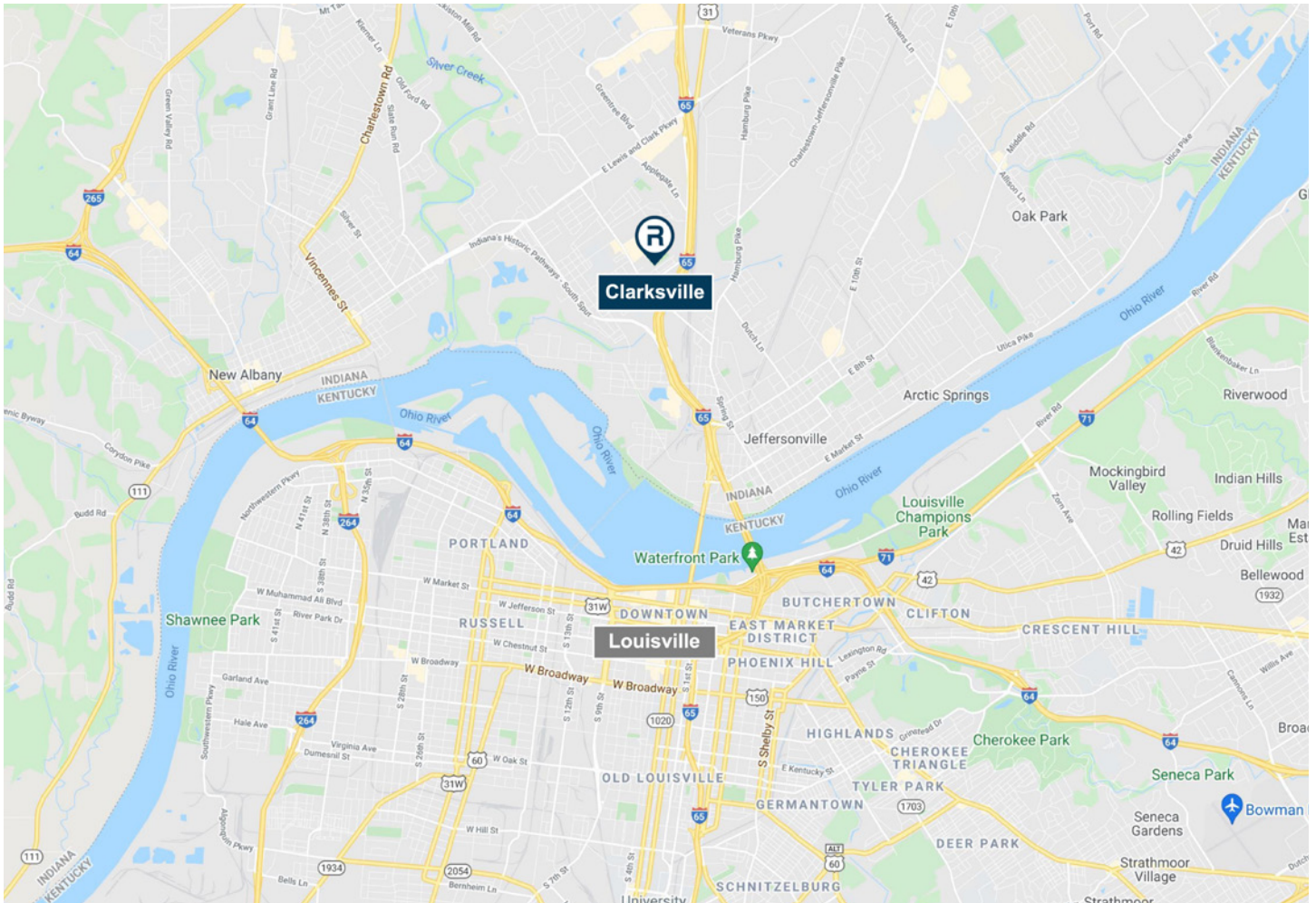
The **Retail** Coach.®

# Community Demographic Profile

CLARKSVILLE, INDIANA

Prepared for Town of Clarksville  
September 2021

# Community



Prepared for:



**IT BEGINS HERE!**

**Town of Clarksville**  
Nic Langford  
Redevelopment Director

2000 Broadway Street  
Clarksville, Indiana 47129

Phone 812.283.1404  
nlangford@townofclarksville.com  
www.TownOfClarksville.com



# Community • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	22,440	
2021 Estimate	22,157	
2010 Census	21,724	
2000 Census	21,667	
Growth 2021 - 2026		1.28%
Growth 2010 - 2021		1.99%
Growth 2000 - 2010		0.26%
<b>2021 Est. Population by Single-Classification Race</b>	<b>22,157</b>	
White Alone	17,899	80.78%
Black or African American Alone	1,486	6.71%
Amer. Indian and Alaska Native Alone	96	0.43%
Asian Alone	176	0.79%
Native Hawaiian and Other Pacific Island Alone	14	0.06%
Some Other Race Alone	1,752	7.91%
Two or More Races	734	3.31%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>22,157</b>	
Not Hispanic or Latino	19,314	87.17%
Hispanic or Latino	2,843	12.83%
Mexican	2,291	80.58%
Puerto Rican	94	3.31%
Cuban	44	1.55%
All Other Hispanic or Latino	414	14.56%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,843</b>	
White Alone	932	32.78%
Black or African American Alone	50	1.76%
American Indian and Alaska Native Alone	29	1.02%
Asian Alone	5	0.18%
Native Hawaiian and Other Pacific Islander Alone	5	0.18%
Some Other Race Alone	1,704	59.94%
Two or More Races	118	4.15%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>176</b>	
Chinese, except Taiwanese	8	4.55%
Filipino	48	27.27%
Japanese	0	0.00%
Asian Indian	18	10.23%
Korean	5	2.84%
Vietnamese	50	28.41%
Cambodian	2	1.14%
Hmong	0	0.00%
Laotian	5	2.84%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	40	22.73%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>22,157</b>	
Arab	12	0.05%
Czech	25	0.11%
Danish	19	0.09%
Dutch	340	1.53%
English	1,569	7.08%
French (except Basque)	671	3.03%
French Canadian	32	0.14%
German	3,392	15.31%
Greek	35	0.16%
Hungarian	45	0.20%
Irish	2,298	10.37%
Italian	281	1.27%
Lithuanian	42	0.19%
United States or American	1,335	6.03%
Norwegian	66	0.30%
Polish	162	0.73%
Portuguese	0	0.00%
Russian	33	0.15%
Scottish	370	1.67%
Scotch-Irish	224	1.01%
Slovak	10	0.04%
Subsaharan African	118	0.53%
Swedish	85	0.38%
Swiss	75	0.34%
Ukrainian	0	0.00%
Welsh	89	0.40%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,854	21.91%
Ancestry Unclassified	5,975	26.97%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	18,950	91.16%
Speak Asian/Pacific Island Language at Home	120	0.58%
Speak IndoEuropean Language at Home	188	0.90%
Speak Spanish at Home	1,517	7.30%
Speak Other Language at Home	12	0.06%

# Community • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>22,157</b>	
Age 0 - 4	1,370	6.18%
Age 5 - 9	1,361	6.14%
Age 10 - 14	1,380	6.23%
Age 15 - 17	781	3.52%
Age 18 - 20	708	3.19%
Age 21 - 24	969	4.37%
Age 25 - 34	3,099	13.99%
Age 35 - 44	3,049	13.76%
Age 45 - 54	2,668	12.04%
Age 55 - 64	2,689	12.14%
Age 65 - 74	2,255	10.18%
Age 75 - 84	1,223	5.52%
Age 85 and over	605	2.73%
Age 16 and over	17,789	80.29%
Age 18 and over	17,265	77.92%
Age 21 and over	16,557	74.73%
Age 65 and over	4,083	18.43%
2021 Est. Median Age		39.54
2021 Est. Average Age		40.50
<b>2021 Est. Population by Sex</b>	<b>22,157</b>	
Male	10,717	48.37%
Female	11,440	51.63%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>10,717</b>	
Age 0 - 4	704	6.57%
Age 5 - 9	697	6.50%
Age 10 - 14	704	6.57%
Age 15 - 17	406	3.79%
Age 18 - 20	370	3.45%
Age 21 - 24	495	4.62%
Age 25 - 34	1,594	14.87%
Age 35 - 44	1,554	14.50%
Age 45 - 54	1,319	12.31%
Age 55 - 64	1,262	11.78%
Age 65 - 74	958	8.94%
Age 75 - 84	486	4.54%
Age 85 and over	168	1.57%
2021 Est. Median Age, Male		37.44
2021 Est. Average Age, Male		38.60
<b>2021 Est. Female Population by Age</b>	<b>11,440</b>	
Age 0 - 4	666	5.82%
Age 5 - 9	664	5.80%
Age 10 - 14	676	5.91%
Age 15 - 17	375	3.28%
Age 18 - 20	338	2.96%
Age 21 - 24	474	4.14%
Age 25 - 34	1,505	13.16%
Age 35 - 44	1,495	13.07%
Age 45 - 54	1,349	11.79%
Age 55 - 64	1,427	12.47%
Age 65 - 74	1,297	11.34%
Age 75 - 84	737	6.44%
Age 85 and over	437	3.82%
2021 Est. Median Age, Female		41.77
2021 Est. Average Age, Female		42.40

# Community • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,455	30.23%
Males, Never Married	2,996	16.60%
Females, Never Married	2,459	13.63%
Married, Spouse present	7,053	39.08%
Married, Spouse absent	1,103	6.11%
Widowed	1,447	8.02%
Males Widowed	360	2.00%
Females Widowed	1,087	6.02%
Divorced	2,988	16.56%
Males Divorced	1,072	5.94%
Females Divorced	1,916	10.62%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	602	3.86%
Some High School, no diploma	1,746	11.20%
High School Graduate (or GED)	5,778	37.07%
Some College, no degree	3,303	21.19%
Associate Degree	1,513	9.71%
Bachelor's Degree	1,769	11.35%
Master's Degree	645	4.14%
Professional School Degree	80	0.51%
Doctorate Degree	152	0.98%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	903	60.81%
High School Graduate	287	19.33%
Some College or Associate's Degree	201	13.54%
Bachelor's Degree or Higher	94	6.33%
<b>Households</b>		
2026 Projection	9,612	
2021 Estimate	9,456	
2010 Census	9,129	
2000 Census	9,092	
Growth 2021 - 2026		1.65%
Growth 2010 - 2021		3.58%
Growth 2000 - 2010		0.41%
<b>2021 Est. Households by Household Type</b>	<b>9,456</b>	
Family Households	5,697	60.25%
Nonfamily Households	3,759	39.75%
2021 Est. Group Quarters Population	263	
2021 Households by Ethnicity, Hispanic/Latino	753	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>9,456</b>	
Income < \$15,000	1,042	11.02%
Income \$15,000 - \$24,999	914	9.67%
Income \$25,000 - \$34,999	1,319	13.95%
Income \$35,000 - \$49,999	1,907	20.17%
Income \$50,000 - \$74,999	1,843	19.49%
Income \$75,000 - \$99,999	982	10.39%
Income \$100,000 - \$124,999	609	6.44%
Income \$125,000 - \$149,999	351	3.71%
Income \$150,000 - \$199,999	284	3.00%
Income \$200,000 - \$249,999	117	1.24%
Income \$250,000 - \$499,999	68	0.72%
Income \$500,000+	20	0.21%
2021 Est. Average Household Income		\$60,673
2021 Est. Median Household Income		\$46,094
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$48,764
Black or African American Alone		\$30,352
American Indian and Alaska Native Alone		\$113,930
Asian Alone		\$78,057
Native Hawaiian and Other Pacific Islander Alone		\$42,926
Some Other Race Alone		\$39,684
Two or More Races		\$46,303
Hispanic or Latino		\$41,167
Not Hispanic or Latino		\$46,484
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>5,697</b>	
Married-Couple Family, own children	1,397	24.52%
Married-Couple Family, no own children	2,349	41.23%
Male Householder, own children	286	5.02%
Male Householder, no own children	295	5.18%
Female Householder, own children	769	13.50%
Female Householder, no own children	601	10.55%
<b>2021 Est. Households by Household Size</b>	<b>9,456</b>	
1-person	3,248	34.35%
2-person	2,974	31.45%
3-person	1,427	15.09%
4-person	1,043	11.03%
5-person	476	5.03%
6-person	197	2.08%
7-or-more-person	91	0.96%
2021 Est. Average Household Size		2.32



# Community • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>9,456</b>	
Households with 1 or More People under Age 18:	2,820	29.82%
Married-Couple Family	1,520	53.90%
Other Family, Male Householder	339	12.02%
Other Family, Female Householder	916	32.48%
Nonfamily, Male Householder	34	1.21%
Nonfamily, Female Householder	11	0.39%
<b>Households with No People under Age 18:</b>	<b>6,636</b>	
Married-Couple Family	2,226	33.54%
Other Family, Male Householder	244	3.68%
Other Family, Female Householder	454	6.84%
Nonfamily, Male Householder	1,587	23.91%
Nonfamily, Female Householder	2,125	32.02%
<b>2021 Est. Households by Number of Vehicles</b>	<b>9,456</b>	
No Vehicles	775	8.20%
1 Vehicle	3,402	35.98%
2 Vehicles	3,697	39.10%
3 Vehicles	1,118	11.82%
4 Vehicles	261	2.76%
5 or more Vehicles	203	2.15%
2021 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2026 Projection	5,805	
2021 Estimate	5,697	
2010 Census	5,471	
2000 Census	5,625	
Growth 2021 - 2026		1.90%
Growth 2010 - 2021		4.13%
Growth 2000 - 2010		-2.-73%
<b>2021 Est. Families by Poverty Status</b>	<b>5,697</b>	
2021 Families at or Above Poverty	5,190	91.10%
2021 Families at or Above Poverty with Children	1,975	34.67%
2021 Families Below Poverty	507	8.90%
2021 Families Below Poverty with Children	446	7.83%
<b>2021 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	11,131	62.57%
Civilian Labor Force, Unemployed	491	2.76%
Armed Forces	5	0.03%
Not in Labor Force	6,162	34.64%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>10,986</b>	
For-Profit Private Workers	8,756	79.70%
Non-Profit Private Workers	805	7.33%
Local Government Workers	270	2.46%
State Government Workers	170	1.55%
Federal Government Workers	456	4.15%
Self-Employed Workers	518	4.71%
Unpaid Family Workers	11	0.10%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>10,986</b>	
Architect/Engineer	168	1.53%
Arts/Entertainment/Sports	112	1.02%
Building Grounds Maintenance	578	5.26%
Business/Financial Operations	485	4.41%
Community/Social Services	74	0.67%
Computer/Mathematical	159	1.45%
Construction/Extraction	571	5.20%
Education/Training/Library	216	1.97%
Farming/Fishing/Forestry	7	0.06%
Food Prep/Serving	882	8.03%
Health Practitioner/Technician	537	4.89%
Healthcare Support	605	5.51%
Maintenance Repair	394	3.59%
Legal	26	0.24%
Life/Physical/Social Science	78	0.71%
Management	791	7.20%
Office/Admin. Support	1,745	15.88%
Production	844	7.68%
Protective Services	391	3.56%
Sales/Related	852	7.75%
Personal Care/Service	213	1.94%
Transportation/Moving	1,258	11.45%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>10,986</b>	
White Collar	5,243	47.72%
Blue Collar	3,067	27.92%
Service and Farm	2,676	24.36%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>10,884</b>	
Drove Alone	9,403	86.39%
Car Pooled	928	8.53%
Public Transportation	94	0.86%
Walked	74	0.68%
Bicycle	13	0.12%
Other Means	50	0.46%
Worked at Home	322	2.96%

# Community • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,149	
15 - 29 Minutes	5,095	
30 - 44 Minutes	1,735	
45 - 59 Minutes	312	
60 or more Minutes	251	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	9,456	
Owner Occupied	5,686	60.13%
Renter Occupied	3,770	39.87%
2021 Owner Occ. HUs: Avg. Length of Residence		17.20%
2021 Renter Occ. HUs: Avg. Length of Residence		6.90%
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>9,456</b>	
Value Less than \$20,000	275	4.84%
Value \$20,000 - \$39,999	126	2.22%
Value \$40,000 - \$59,999	152	2.67%
Value \$60,000 - \$79,999	187	3.29%
Value \$80,000 - \$99,999	771	13.56%
Value \$100,000 - \$149,999	1,620	28.49%
Value \$150,000 - \$199,999	1,295	22.77%
Value \$200,000 - \$299,999	812	14.28%
Value \$300,000 - \$399,999	240	4.22%
Value \$400,000 - \$499,999	80	1.41%
Value \$500,000 - \$749,999	83	1.46%
Value \$750,000 - \$999,999	37	0.65%
Value \$1,000,000 or \$1,499,999	7	0.12%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.02%
2021 Est. Median All Owner-Occupied Housing Value		\$140,245
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	6,013	58.88%
1 Unit Attached	518	5.07%
2 Units	200	1.96%
3 or 4 Units	452	4.43%
5 to 19 Units	1,181	11.57%
20 to 49 Units	356	3.49%
50 or More Units	869	8.51%
Mobile Home or Trailer	623	6.10%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	515	5.04%
Housing Units Built 2010 to 2014	103	1.01%
Housing Units Built 2000 to 2009	710	6.95%
Housing Units Built 1990 to 1999	717	7.02%
Housing Units Built 1980 to 1989	728	7.13%
Housing Units Built 1970 to 1979	2,327	22.79%
Housing Units Built 1960 to 1969	2,254	22.07%
Housing Units Built 1950 to 1959	1,392	13.63%
Housing Units Built 1940 to 1949	897	8.78%
Housing Unit Built 1939 or Earlier	569	5.57%
2021 Est. Median Year Structure Built		1970

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The **Retail**Coach®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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