



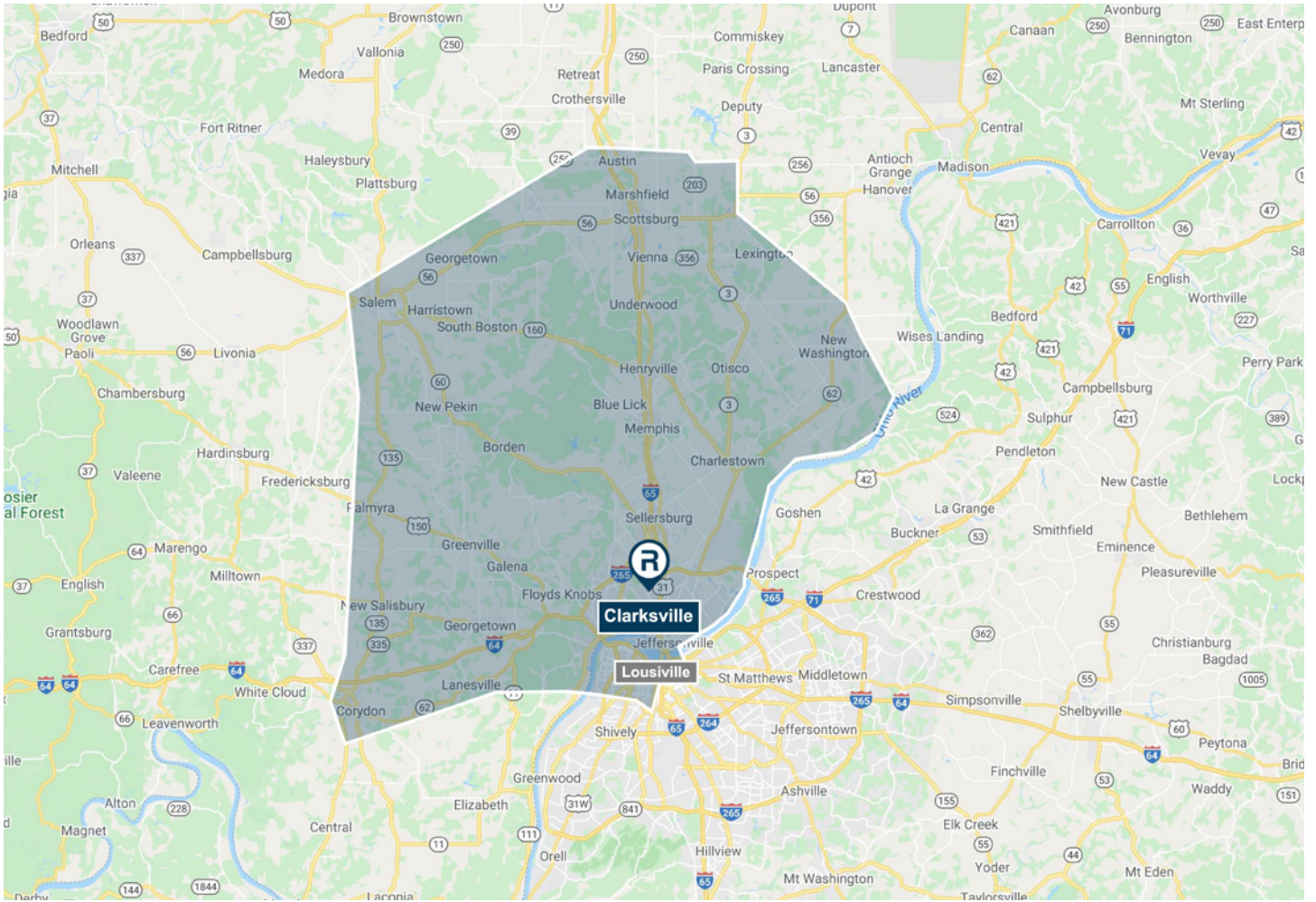
The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

CLARKSVILLE, INDIANA

Prepared for Town of Clarksville
September 2021

Primary Retail Trade Area



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



Primary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
Population		
2026 Projection	348,329	
2021 Estimate	341,735	
2010 Census	327,826	
2000 Census	309,174	
Growth 2021 - 2026		1.93%
Growth 2010 - 2021		4.24%
Growth 2000 - 2010		6.03%
2021 Est. Population by Single-Classification Race	341,735	
White Alone	250,994	73.45%
Black or African American Alone	70,927	20.75%
Amer. Indian and Alaska Native Alone	957	0.28%
Asian Alone	3,437	1.01%
Native Hawaiian and Other Pacific Island Alone	191	0.06%
Some Other Race Alone	5,949	1.74%
Two or More Races	9,279	2.71%
2021 Est. Population by Hispanic or Latino Origin	341,735	
Not Hispanic or Latino	328,326	96.08%
Hispanic or Latino	13,408	3.92%
Mexican	9,100	67.87%
Puerto Rican	1,202	8.97%
Cuban	564	4.21%
All Other Hispanic or Latino	2,543	18.97%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	13,408	
White Alone	5,715	42.62%
Black or African American Alone	736	5.49%
American Indian and Alaska Native Alone	176	1.31%
Asian Alone	57	0.43%
Native Hawaiian and Other Pacific Islander Alone	17	0.13%
Some Other Race Alone	5,462	40.74%
Two or More Races	1,246	9.29%
2021 Est. Pop by Race, Asian Alone, by Category	3,437	
Chinese, except Taiwanese	611	17.78%
Filipino	732	21.30%
Japanese	136	3.96%
Asian Indian	522	15.19%
Korean	289	8.41%
Vietnamese	411	11.96%
Cambodian	59	1.72%
Hmong	1	0.03%
Laotian	160	4.66%
Thai	48	1.40%
All Other Asian Races Including 2+ Category	467	13.59%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	341,735	
Arab	468	0.14%
Czech	334	0.10%
Danish	325	0.10%
Dutch	2,563	0.75%
English	22,409	6.56%
French (except Basque)	7,002	2.05%
French Canadian	471	0.14%
German	51,172	14.97%
Greek	564	0.17%
Hungarian	388	0.11%
Irish	31,979	9.36%
Italian	5,607	1.64%
Lithuanian	355	0.10%
United States or American	24,308	7.11%
Norwegian	1,225	0.36%
Polish	2,894	0.85%
Portuguese	188	0.06%
Russian	461	0.14%
Scottish	4,630	1.35%
Scotch-Irish	2,497	0.73%
Slovak	347	0.10%
Subsaharan African	4,238	1.24%
Swedish	951	0.28%
Swiss	937	0.27%
Ukrainian	120	0.04%
Welsh	1,685	0.49%
West Indian (except Hisp. groups)	879	0.26%
Other ancestries	78,272	22.90%
Ancestry Unclassified	94,465	27.64%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	296,612	92.73%
Speak Asian/Pacific Island Language at Home	5,362	1.68%
Speak IndoEuropean Language at Home	4,204	1.31%
Speak Spanish at Home	12,035	3.76%
Speak Other Language at Home	1,659	0.52%

Primary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
2021 Est. Population by Age	341,735	
Age 0 - 4	21,862	6.40%
Age 5 - 9	21,201	6.20%
Age 10 - 14	21,428	6.27%
Age 15 - 17	13,227	3.87%
Age 18 - 20	13,332	3.90%
Age 21 - 24	17,310	5.07%
Age 25 - 34	45,840	13.41%
Age 35 - 44	43,418	12.71%
Age 45 - 54	42,277	12.37%
Age 55 - 64	45,092	13.20%
Age 65 - 74	34,886	10.21%
Age 75 - 84	15,758	4.61%
Age 85 and over	6,104	1.79%
Age 16 and over	272,903	79.86%
Age 18 and over	264,017	77.26%
Age 21 and over	250,685	73.36%
Age 65 and over	56,748	16.61%
2021 Est. Median Age		38.79
2021 Est. Average Age		39.54
2021 Est. Population by Sex	341,735	
Male	167,159	48.92%
Female	174,576	51.09%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	167,159	
Age 0 - 4	11,217	6.71%
Age 5 - 9	10,846	6.49%
Age 10 - 14	10,837	6.48%
Age 15 - 17	6,714	4.02%
Age 18 - 20	6,834	4.09%
Age 21 - 24	8,924	5.34%
Age 25 - 34	23,000	13.76%
Age 35 - 44	21,451	12.83%
Age 45 - 54	20,933	12.52%
Age 55 - 64	21,872	13.08%
Age 65 - 74	15,959	9.55%
Age 75 - 84	6,628	3.96%
Age 85 and over	1,942	1.16%
2021 Est. Median Age, Male		37.38
2021 Est. Average Age, Male		38.30
2021 Est. Female Population by Age	174,576	
Age 0 - 4	10,645	6.10%
Age 5 - 9	10,355	5.93%
Age 10 - 14	10,591	6.07%
Age 15 - 17	6,512	3.73%
Age 18 - 20	6,498	3.72%
Age 21 - 24	8,386	4.80%
Age 25 - 34	22,840	13.08%
Age 35 - 44	21,967	12.58%
Age 45 - 54	21,344	12.23%
Age 55 - 64	23,220	13.30%
Age 65 - 74	18,927	10.84%
Age 75 - 84	9,130	5.23%
Age 85 and over	4,161	2.38%
2021 Est. Median Age, Female		40.17
2021 Est. Average Age, Female		40.70

Primary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	95,822	34.56%
Males, Never Married	51,458	18.56%
Females, Never Married	44,364	16.00%
Married, Spouse present	114,020	41.13%
Married, Spouse absent	12,408	4.48%
Widowed	17,181	6.20%
Males Widowed	4,232	1.53%
Females Widowed	12,949	4.67%
Divorced	37,814	13.64%
Males Divorced	16,459	5.94%
Females Divorced	21,355	7.70%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,263	3.11%
Some High School, no diploma	21,041	9.02%
High School Graduate (or GED)	80,604	34.54%
Some College, no degree	54,710	23.44%
Associate Degree	21,324	9.14%
Bachelor's Degree	30,822	13.21%
Master's Degree	12,855	5.51%
Professional School Degree	2,534	1.09%
Doctorate Degree	2,222	0.95%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,361	34.89%
High School Graduate	1,899	28.06%
Some College or Associate's Degree	1,423	21.03%
Bachelor's Degree or Higher	1,085	16.03%
Households		
2026 Projection	140,985	
2021 Estimate	137,895	
2010 Census	131,354	
2000 Census	122,991	
Growth 2021 - 2026		2.24%
Growth 2010 - 2021		4.98%
Growth 2000 - 2010		6.80%
2021 Est. Households by Household Type	137,895	
Family Households	88,274	64.01%
Nonfamily Households	49,621	35.99%
2021 Est. Group Quarters Population	11,070	
2021 Households by Ethnicity, Hispanic/Latino	3,674	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	137,895	
Income < \$15,000	19,082	13.84%
Income \$15,000 - \$24,999	14,832	10.76%
Income \$25,000 - \$34,999	13,422	9.73%
Income \$35,000 - \$49,999	19,363	14.04%
Income \$50,000 - \$74,999	24,064	17.45%
Income \$75,000 - \$99,999	16,151	11.71%
Income \$100,000 - \$124,999	11,185	8.11%
Income \$125,000 - \$149,999	7,198	5.22%
Income \$150,000 - \$199,999	6,650	4.82%
Income \$200,000 - \$249,999	2,797	2.03%
Income \$250,000 - \$499,999	2,297	1.67%
Income \$500,000+	854	0.62%
2021 Est. Average Household Income		\$71,683
2021 Est. Median Household Income		\$51,976
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,386
Black or African American Alone		\$27,181
American Indian and Alaska Native Alone		\$83,788
Asian Alone		\$72,756
Native Hawaiian and Other Pacific Islander Alone		\$41,976
Some Other Race Alone		\$48,844
Two or More Races		\$46,726
Hispanic or Latino		\$52,933
Not Hispanic or Latino		\$51,946
2021 Est. Family HH Type by Presence of Own Child.	88,274	
Married-Couple Family, own children	22,070	25.00%
Married-Couple Family, no own children	36,103	40.90%
Male Householder, own children	3,613	4.09%
Male Householder, no own children	3,510	3.98%
Female Householder, own children	13,249	15.01%
Female Householder, no own children	9,728	11.02%
2021 Est. Households by Household Size	137,895	
1-person	42,670	30.94%
2-person	44,522	32.29%
3-person	22,539	16.34%
4-person	16,467	11.94%
5-person	7,400	5.37%
6-person	2,788	2.02%
7-or-more-person	1,509	1.09%
2021 Est. Average Household Size		2.40

Primary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	137,895	
Households with 1 or More People under Age 18:	44,617	32.36%
Married-Couple Family	24,200	54.24%
Other Family, Male Householder	4,230	9.48%
Other Family, Female Householder	15,660	35.10%
Nonfamily, Male Householder	425	0.95%
Nonfamily, Female Householder	103	0.23%
Households with No People under Age 18:	93,278	
Married-Couple Family	33,966	36.41%
Other Family, Male Householder	2,894	3.10%
Other Family, Female Householder	7,321	7.85%
Nonfamily, Male Householder	23,351	25.03%
Nonfamily, Female Householder	25,746	27.60%
2021 Est. Households by Number of Vehicles	137,895	
No Vehicles	15,834	11.48%
1 Vehicle	45,024	32.65%
2 Vehicles	47,772	34.64%
3 Vehicles	18,809	13.64%
4 Vehicles	6,882	4.99%
5 or more Vehicles	3,575	2.59%
2021 Est. Average Number of Vehicles		1.8
Family Households		
2026 Projection	90,460	
2021 Estimate	88,274	
2010 Census	83,519	
2000 Census	81,347	
Growth 2021 - 2026		2.48%
Growth 2010 - 2021		5.69%
Growth 2000 - 2010		2.67%
2021 Est. Families by Poverty Status	88,274	
2021 Families at or Above Poverty	77,059	87.29%
2021 Families at or Above Poverty with Children	32,356	36.65%
2021 Families Below Poverty	11,215	12.71%
2021 Families Below Poverty with Children	8,868	10.05%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	158,752	58.17%
Civilian Labor Force, Unemployed	10,029	3.67%
Armed Forces	109	0.04%
Not in Labor Force	104,013	38.11%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	157,308	
For-Profit Private Workers	119,192	75.77%
Non-Profit Private Workers	11,329	7.20%
Local Government Workers	3,119	1.98%
State Government Workers	5,194	3.30%
Federal Government Workers	7,871	5.00%
Self-Employed Workers	10,305	6.55%
Unpaid Family Workers	298	0.19%
2021 Est. Civ. Employed Pop 16+ by Occupation	157,308	
Architect/Engineer	2,095	1.33%
Arts/Entertainment/Sports	1,957	1.24%
Building Grounds Maintenance	5,783	3.68%
Business/Financial Operations	7,674	4.88%
Community/Social Services	2,773	1.76%
Computer/Mathematical	3,261	2.07%
Construction/Extraction	7,862	5.00%
Education/Training/Library	6,808	4.33%
Farming/Fishing/Forestry	392	0.25%
Food Prep/Serving	10,154	6.45%
Health Practitioner/Technician	9,753	6.20%
Healthcare Support	5,853	3.72%
Maintenance Repair	5,497	3.49%
Legal	748	0.48%
Life/Physical/Social Science	518	0.33%
Management	13,427	8.54%
Office/Admin. Support	19,923	12.66%
Production	15,477	9.84%
Protective Services	3,616	2.30%
Sales/Related	14,432	9.17%
Personal Care/Service	3,422	2.17%
Transportation/Moving	15,881	10.10%
2021 Est. Pop 16+ by Occupation Classification	157,308	
White Collar	83,371	53.00%
Blue Collar	44,717	28.43%
Service and Farm	29,220	18.57%
2021 Est. Workers Age 16+ by Transp. to Work	153,986	
Drove Alone	125,427	81.45%
Car Pooled	12,236	7.95%
Public Transportation	4,372	2.84%
Walked	2,795	1.81%
Bicycle	458	0.30%
Other Means	2,164	1.40%
Worked at Home	6,534	4.24%

Primary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	35,741	
15 - 29 Minutes	62,693	
30 - 44 Minutes	32,244	
45 - 59 Minutes	10,649	
60 or more Minutes	6,533	
2021 Est. Avg Travel Time to Work in Minutes		26
2021 Est. Occupied Housing Units by Tenure	137,895	
Owner Occupied	86,373	62.64%
Renter Occupied	51,523	37.36%
2021 Owner Occ. HUs: Avg. Length of Residence		17.43%
2021 Renter Occ. HUs: Avg. Length of Residence		6.74%
2021 Est. Owner-Occupied Housing Units by Value	137,895	
Value Less than \$20,000	2,117	2.45%
Value \$20,000 - \$39,999	2,867	3.32%
Value \$40,000 - \$59,999	3,122	3.62%
Value \$60,000 - \$79,999	4,193	4.86%
Value \$80,000 - \$99,999	7,049	8.16%
Value \$100,000 - \$149,999	18,005	20.85%
Value \$150,000 - \$199,999	17,639	20.42%
Value \$200,000 - \$299,999	17,432	20.18%
Value \$300,000 - \$399,999	7,177	8.31%
Value \$400,000 - \$499,999	2,954	3.42%
Value \$500,000 - \$749,999	1,989	2.30%
Value \$750,000 - \$999,999	965	1.12%
Value \$1,000,000 or \$1,499,999	578	0.67%
Value \$1,500,000 or \$1,999,999	125	0.15%
Value \$2,000,000+	162	0.19%
2021 Est. Median All Owner-Occupied Housing Value		\$165,771
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	105,537	68.18%
1 Unit Attached	5,784	3.74%
2 Units	4,765	3.08%
3 or 4 Units	7,371	4.76%
5 to 19 Units	12,436	8.04%
20 to 49 Units	3,509	2.27%
50 or More Units	7,790	5.03%
Mobile Home or Trailer	7,523	4.86%
Boat, RV, Van, etc.	65	0.04%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,131	5.90%
Housing Units Built 2010 to 2014	2,946	1.90%
Housing Units Built 2000 to 2009	19,270	12.45%
Housing Units Built 1990 to 1999	19,458	12.57%
Housing Units Built 1980 to 1989	12,975	8.38%
Housing Units Built 1970 to 1979	18,813	12.16%
Housing Units Built 1960 to 1969	13,635	8.81%
Housing Units Built 1950 to 1959	13,077	8.45%
Housing Units Built 1940 to 1949	11,895	7.68%
Housing Unit Built 1939 or Earlier	33,578	21.69%
2021 Est. Median Year Structure Built		1973

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.

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