



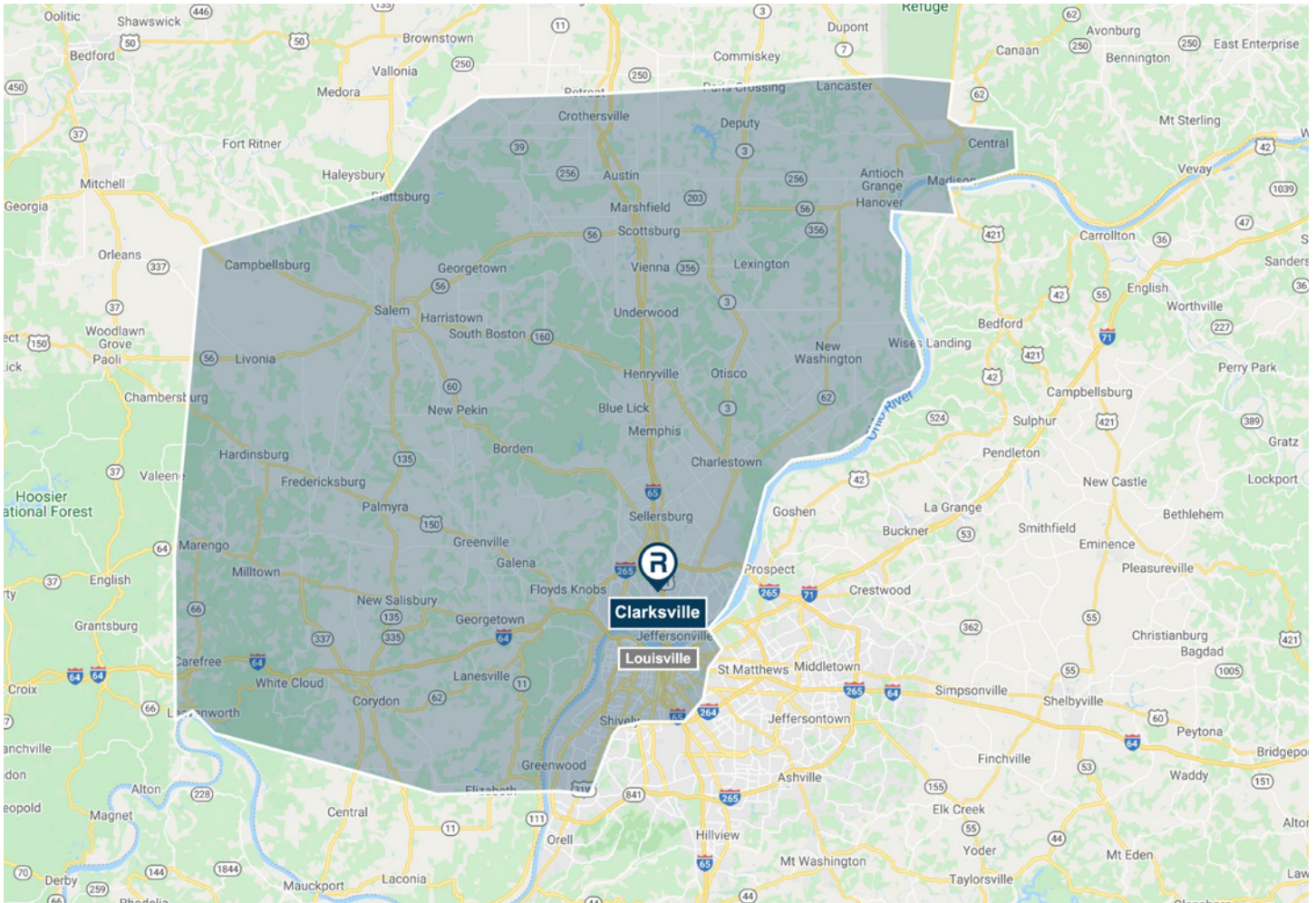
The**Retail**Coach®

# Secondary Retail Trade Area Demographic Profile

CLARKSVILLE, INDIANA

Prepared for Town of Clarksville  
September 2021

# Secondary Retail Trade Area



Prepared for:



**IT BEGINS HERE!**

**Town of Clarksville**  
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# Secondary Retail Trade Area • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	561,111	
2021 Estimate	554,170	
2010 Census	541,835	
2000 Census	521,711	
Growth 2021 - 2026		1.25%
Growth 2010 - 2021		2.28%
Growth 2000 - 2010		3.86%
<b>2021 Est. Population by Single-Classification Race</b>	<b>554,170</b>	
White Alone	411,857	74.32%
Black or African American Alone	109,678	19.79%
Amer. Indian and Alaska Native Alone	1,466	0.27%
Asian Alone	6,588	1.19%
Native Hawaiian and Other Pacific Island Alone	268	0.05%
Some Other Race Alone	9,105	1.64%
Two or More Races	15,210	2.75%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>554,170</b>	
Not Hispanic or Latino	532,900	96.16%
Hispanic or Latino	21,270	3.84%
Mexican	13,425	63.12%
Puerto Rican	1,942	9.13%
Cuban	1,439	6.76%
All Other Hispanic or Latino	4,464	20.99%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>21,270</b>	
White Alone	9,326	43.85%
Black or African American Alone	1,090	5.12%
American Indian and Alaska Native Alone	299	1.41%
Asian Alone	92	0.43%
Native Hawaiian and Other Pacific Islander Alone	22	0.10%
Some Other Race Alone	8,302	39.03%
Two or More Races	2,139	10.06%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>6,588</b>	
Chinese, except Taiwanese	1,005	15.26%
Filipino	1,087	16.50%
Japanese	340	5.16%
Asian Indian	1,067	16.20%
Korean	587	8.91%
Vietnamese	1,112	16.88%
Cambodian	82	1.25%
Hmong	4	0.06%
Laotian	161	2.44%
Thai	178	2.70%
All Other Asian Races Including 2+ Category	966	14.66%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>554,170</b>	
Arab	1,238	0.22%
Czech	540	0.10%
Danish	573	0.10%
Dutch	4,266	0.77%
English	37,098	6.69%
French (except Basque)	10,338	1.87%
French Canadian	691	0.13%
German	82,216	14.84%
Greek	758	0.14%
Hungarian	635	0.12%
Irish	53,094	9.58%
Italian	9,304	1.68%
Lithuanian	435	0.08%
United States or American	43,604	7.87%
Norwegian	1,684	0.30%
Polish	4,603	0.83%
Portuguese	398	0.07%
Russian	927	0.17%
Scottish	7,846	1.42%
Scotch-Irish	4,456	0.80%
Slovak	423	0.08%
Subsaharan African	5,885	1.06%
Swedish	1,759	0.32%
Swiss	1,701	0.31%
Ukrainian	255	0.05%
Welsh	2,381	0.43%
West Indian (except Hisp. groups)	1,260	0.23%
Other ancestries	128,516	23.19%
Ancestry Unclassified	147,288	26.58%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	480,868	92.42%
Speak Asian/Pacific Island Language at Home	9,194	1.77%
Speak IndoEuropean Language at Home	7,212	1.39%
Speak Spanish at Home	20,288	3.90%
Speak Other Language at Home	2,745	0.53%

# Secondary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>554,170</b>	
Age 0 - 4	33,864	6.11%
Age 5 - 9	33,250	6.00%
Age 10 - 14	33,663	6.08%
Age 15 - 17	20,804	3.75%
Age 18 - 20	22,074	3.98%
Age 21 - 24	27,572	4.97%
Age 25 - 34	76,096	13.73%
Age 35 - 44	71,782	12.95%
Age 45 - 54	67,827	12.24%
Age 55 - 64	73,521	13.27%
Age 65 - 74	57,579	10.39%
Age 75 - 84	25,872	4.67%
Age 85 and over	10,266	1.85%
Age 16 and over	446,569	80.58%
Age 18 and over	432,588	78.06%
Age 21 and over	410,514	74.08%
Age 65 and over	93,717	16.91%
2021 Est. Median Age		39.08
2021 Est. Average Age		39.88
<b>2021 Est. Population by Sex</b>	<b>554,170</b>	
Male	270,730	48.85%
Female	283,440	51.15%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>270,730</b>	
Age 0 - 4	17,378	6.42%
Age 5 - 9	17,024	6.29%
Age 10 - 14	17,024	6.29%
Age 15 - 17	10,520	3.89%
Age 18 - 20	11,224	4.15%
Age 21 - 24	14,167	5.23%
Age 25 - 34	38,055	14.06%
Age 35 - 44	35,402	13.08%
Age 45 - 54	33,463	12.36%
Age 55 - 64	35,637	13.16%
Age 65 - 74	26,662	9.85%
Age 75 - 84	10,893	4.02%
Age 85 and over	3,281	1.21%
2021 Est. Median Age, Male		37.75
2021 Est. Average Age, Male		38.69
<b>2021 Est. Female Population by Age</b>	<b>283,440</b>	
Age 0 - 4	16,487	5.82%
Age 5 - 9	16,226	5.72%
Age 10 - 14	16,640	5.87%
Age 15 - 17	10,284	3.63%
Age 18 - 20	10,850	3.83%
Age 21 - 24	13,405	4.73%
Age 25 - 34	38,041	13.42%
Age 35 - 44	36,380	12.84%
Age 45 - 54	34,364	12.12%
Age 55 - 64	37,884	13.37%
Age 65 - 74	30,917	10.91%
Age 75 - 84	14,979	5.29%
Age 85 and over	6,985	2.46%
2021 Est. Median Age, Female		40.38
2021 Est. Average Age, Female		40.98

# Secondary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	161,744	35.67%
Males, Never Married	86,492	19.08%
Females, Never Married	75,252	16.60%
Married, Spouse present	180,133	39.73%
Married, Spouse absent	19,781	4.36%
Widowed	28,436	6.27%
Males Widowed	6,913	1.52%
Females Widowed	21,523	4.75%
Divorced	63,298	13.96%
Males Divorced	27,518	6.07%
Females Divorced	35,780	7.89%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	12,590	3.29%
Some High School, no diploma	33,665	8.79%
High School Graduate (or GED)	130,673	34.12%
Some College, no degree	88,153	23.02%
Associate Degree	33,422	8.73%
Bachelor's Degree	52,114	13.61%
Master's Degree	23,627	6.17%
Professional School Degree	4,788	1.25%
Doctorate Degree	3,910	1.02%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	3,534	32.02%
High School Graduate	3,022	27.38%
Some College or Associate's Degree	2,326	21.07%
Bachelor's Degree or Higher	2,157	19.54%
<b>Households</b>		
2026 Projection	231,792	
2021 Estimate	228,212	
2010 Census	221,367	
2000 Census	212,273	
Growth 2021 - 2026		1.57%
Growth 2010 - 2021		3.09%
Growth 2000 - 2010		4.28%
<b>2021 Est. Households by Household Type</b>	<b>228,212</b>	
Family Households	141,747	62.11%
Nonfamily Households	86,464	37.89%
2021 Est. Group Quarters Population	17,566	
2021 Households by Ethnicity, Hispanic/Latino	5,978	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>228,212</b>	
Income < \$15,000	30,308	13.28%
Income \$15,000 - \$24,999	24,306	10.65%
Income \$25,000 - \$34,999	22,564	9.89%
Income \$35,000 - \$49,999	33,027	14.47%
Income \$50,000 - \$74,999	40,932	17.94%
Income \$75,000 - \$99,999	27,139	11.89%
Income \$100,000 - \$124,999	18,580	8.14%
Income \$125,000 - \$149,999	11,458	5.02%
Income \$150,000 - \$199,999	10,556	4.63%
Income \$200,000 - \$249,999	4,494	1.97%
Income \$250,000 - \$499,999	3,581	1.57%
Income \$500,000+	1,266	0.56%
2021 Est. Average Household Income		\$70,889
2021 Est. Median Household Income		\$52,012
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$58,511
Black or African American Alone		\$30,944
American Indian and Alaska Native Alone		\$67,469
Asian Alone		\$64,538
Native Hawaiian and Other Pacific Islander Alone		\$42,983
Some Other Race Alone		\$49,762
Two or More Races		\$44,591
Hispanic or Latino		\$49,250
Not Hispanic or Latino		\$52,095
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>141,747</b>	
Married-Couple Family, own children	34,728	24.50%
Married-Couple Family, no own children	58,917	41.57%
Male Householder, own children	5,881	4.15%
Male Householder, no own children	5,981	4.22%
Female Householder, own children	20,458	14.43%
Female Householder, no own children	15,783	11.14%
<b>2021 Est. Households by Household Size</b>	<b>228,212</b>	
1-person	73,353	32.14%
2-person	74,259	32.54%
3-person	36,401	15.95%
4-person	25,984	11.39%
5-person	11,488	5.03%
6-person	4,415	1.93%
7-or-more-person	2,311	1.01%
2021 Est. Average Household Size		2.35



# Secondary Retail Trade Area • Demographic Profile

Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>228,212</b>	
Households with 1 or More People under Age 18:	70,336	30.82%
Married-Couple Family	38,223	54.34%
Other Family, Male Householder	6,935	9.86%
Other Family, Female Householder	24,277	34.52%
Nonfamily, Male Householder	695	0.99%
Nonfamily, Female Householder	206	0.29%
<b>Households with No People under Age 18:</b>	<b>157,876</b>	
Married-Couple Family	55,412	35.10%
Other Family, Male Householder	4,950	3.13%
Other Family, Female Householder	11,943	7.57%
Nonfamily, Male Householder	41,132	26.05%
Nonfamily, Female Householder	44,438	28.15%
<b>2021 Est. Households by Number of Vehicles</b>	<b>228,212</b>	
No Vehicles	23,249	10.19%
1 Vehicle	78,775	34.52%
2 Vehicles	79,453	34.82%
3 Vehicles	30,543	13.38%
4 Vehicles	10,834	4.75%
5 or more Vehicles	5,358	2.35%
2021 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2026 Projection	144,289	
2021 Estimate	141,747	
2010 Census	136,711	
2000 Census	136,174	
Growth 2021 - 2026		1.79%
Growth 2010 - 2021		3.68%
Growth 2000 - 2010		0.39%
<b>2021 Est. Families by Poverty Status</b>	<b>141,747</b>	
2021 Families at or Above Poverty	124,068	87.53%
2021 Families at or Above Poverty with Children	51,523	36.35%
2021 Families Below Poverty	17,679	12.47%
2021 Families Below Poverty with Children	13,597	9.59%
<b>2021 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	262,586	58.80%
Civilian Labor Force, Unemployed	16,205	3.63%
Armed Forces	225	0.05%
Not in Labor Force	167,553	37.52%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>260,936</b>	
For-Profit Private Workers	196,674	75.37%
Non-Profit Private Workers	19,904	7.63%
Local Government Workers	4,931	1.89%
State Government Workers	9,602	3.68%
Federal Government Workers	12,577	4.82%
Self-Employed Workers	16,748	6.42%
Unpaid Family Workers	500	0.19%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>260,936</b>	
Architect/Engineer	3,448	1.32%
Arts/Entertainment/Sports	3,582	1.37%
Building Grounds Maintenance	9,392	3.60%
Business/Financial Operations	12,244	4.69%
Community/Social Services	5,050	1.93%
Computer/Mathematical	5,644	2.16%
Construction/Extraction	12,108	4.64%
Education/Training/Library	12,400	4.75%
Farming/Fishing/Forestry	823	0.32%
Food Prep/Serving	17,112	6.56%
Health Practitioner/Technician	16,790	6.43%
Healthcare Support	8,914	3.42%
Maintenance Repair	8,754	3.35%
Legal	1,569	0.60%
Life/Physical/Social Science	1,261	0.48%
Management	20,970	8.04%
Office/Admin. Support	32,177	12.33%
Production	26,399	10.12%
Protective Services	5,495	2.11%
Sales/Related	22,848	8.76%
Personal Care/Service	6,242	2.39%
Transportation/Moving	27,714	10.62%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>260,936</b>	
White Collar	137,983	52.88%
Blue Collar	74,976	28.73%
Service and Farm	47,978	18.39%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>256,144</b>	
Drove Alone	208,314	81.33%
Car Pooled	20,399	7.96%
Public Transportation	7,193	2.81%
Walked	4,804	1.88%
Bicycle	827	0.32%
Other Means	3,581	1.40%
Worked at Home	11,025	4.30%

# Secondary Retail Trade Area • Demographic Profile

## Clarksville, Indiana

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	63,414	
15 - 29 Minutes	105,612	
30 - 44 Minutes	48,866	
45 - 59 Minutes	16,477	
60 or more Minutes	11,767	
2021 Est. Avg Travel Time to Work in Minutes		26
2021 Est. Occupied Housing Units by Tenure	228,212	
Owner Occupied	144,601	63.36%
Renter Occupied	83,611	36.64%
2021 Owner Occ. HUs: Avg. Length of Residence		17.68%
2021 Renter Occ. HUs: Avg. Length of Residence		6.71%
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>228,212</b>	
Value Less than \$20,000	3,690	2.55%
Value \$20,000 - \$39,999	4,007	2.77%
Value \$40,000 - \$59,999	4,710	3.26%
Value \$60,000 - \$79,999	7,240	5.01%
Value \$80,000 - \$99,999	12,418	8.59%
Value \$100,000 - \$149,999	33,543	23.20%
Value \$150,000 - \$199,999	29,056	20.09%
Value \$200,000 - \$299,999	27,145	18.77%
Value \$300,000 - \$399,999	10,978	7.59%
Value \$400,000 - \$499,999	4,951	3.42%
Value \$500,000 - \$749,999	3,785	2.62%
Value \$750,000 - \$999,999	1,665	1.15%
Value \$1,000,000 or \$1,499,999	919	0.64%
Value \$1,500,000 or \$1,999,999	243	0.17%
Value \$2,000,000+	249	0.17%
2021 Est. Median All Owner-Occupied Housing Value		\$160,582
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	174,180	68.08%
1 Unit Attached	7,932	3.10%
2 Units	8,475	3.31%
3 or 4 Units	15,413	6.03%
5 to 19 Units	21,761	8.51%
20 to 49 Units	5,935	2.32%
50 or More Units	9,389	3.67%
Mobile Home or Trailer	12,606	4.93%
Boat, RV, Van, etc.	136	0.05%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	11,505	4.50%
Housing Units Built 2010 to 2014	3,871	1.51%
Housing Units Built 2000 to 2009	26,084	10.20%
Housing Units Built 1990 to 1999	28,688	11.21%
Housing Units Built 1980 to 1989	18,900	7.39%
Housing Units Built 1970 to 1979	31,087	12.15%
Housing Units Built 1960 to 1969	28,029	10.96%
Housing Units Built 1950 to 1959	29,323	11.46%
Housing Units Built 1940 to 1949	21,342	8.34%
Housing Unit Built 1939 or Earlier	56,997	22.28%
2021 Est. Median Year Structure Built		1967

# About The Retail Coach<sup>®</sup>

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<sup>®</sup> Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360<sup>®</sup> 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<sup>®</sup> 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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