






Shoppes at Austin Square
 2170 Wilma Rudolph Blvd, Clarksville, TN 37040-6672, 2170 Wilma Rudolph Boulevard,
 Clarksville, Tennessee.
 Ring: 1, 3, 5 Miles

Latitude: 36.565987
 Longitude: -87.30925

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	4,346	18,677	57,096
2000 Group Quarters	0	283	1,792
2010 Total Population	4,494	24,639	73,472
2015 Total Population	4,870	27,107	79,510
2010 - 2015 Annual Rate	1.62%	1.93%	1.59%
 2000 Households	1,667	6,896	21,692
2000 Average Household Size	2.61	2.67	2.55
2010 Households	1,851	9,509	28,605
2010 Average Household Size	2.43	2.56	2.51
2015 Households	2,025	10,533	31,058
2015 Average Household Size	2.4	2.55	2.5
2010 - 2015 Annual Rate	1.81%	2.07%	1.66%
2000 Families	1,229	5,119	14,852
2000 Average Family Size	3.01	3.08	3.06
2010 Families	1,289	6,759	19,385
2010 Average Family Size	2.87	3.01	3.02
2015 Families	1,390	7,395	20,945
2015 Average Family Size	2.86	3.01	3.02
2010 - 2015 Annual Rate	1.52%	1.81%	1.56%
 2000 Housing Units	1,750	7,333	23,641
Owner Occupied Housing Units	60.1%	64.5%	52.7%
Renter Occupied Housing Units	35.1%	29.5%	39.1%
Vacant Housing Units	4.7%	6.1%	8.2%
2010 Housing Units	2,026	10,862	33,731
Owner Occupied Housing Units	55.6%	58.5%	50.3%
Renter Occupied Housing Units	35.8%	29.1%	34.5%
Vacant Housing Units	8.6%	12.5%	15.2%
2015 Housing Units	2,222	12,124	37,190
Owner Occupied Housing Units	55.7%	58.0%	50.6%
Renter Occupied Housing Units	35.5%	28.9%	32.9%
Vacant Housing Units	8.9%	13.1%	16.5%
Median Household Income			
2000	\$41,542	\$42,036	\$35,717
2010	\$52,886	\$53,678	\$50,198
2015	\$59,100	\$59,788	\$56,740
Median Home Value			
2000	\$87,727	\$88,752	\$84,753
2010	\$139,019	\$136,545	\$135,164
2015	\$171,469	\$167,836	\$167,905
Per Capita Income			
2000	\$18,369	\$18,829	\$17,115
2010	\$25,608	\$24,867	\$23,416
2015	\$27,115	\$26,158	\$25,360
Median Age			
2000	30.3	31.7	30.6
2010	33.4	34.2	32.6
2015	34.4	35.1	33.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Households by Income			
Household Income Base	1,608	6,832	21,636
< \$15,000	8.0%	10.5%	16.2%
\$15,000 - \$24,999	12.8%	13.4%	15.9%
\$25,000 - \$34,999	17.9%	15.9%	16.8%
\$35,000 - \$49,999	22.8%	20.0%	19.2%
\$50,000 - \$74,999	22.5%	21.7%	18.4%
\$75,000 - \$99,999	9.4%	10.7%	7.7%
\$100,000 - \$149,999	4.6%	5.5%	4.0%
\$150,000 - \$199,999	0.5%	1.2%	0.8%
\$200,000+	1.5%	1.2%	1.1%
Average Household Income	\$50,156	\$50,792	\$44,504
2010 Households by Income			
Household Income Base	1,853	9,509	28,607
< \$15,000	6.0%	8.3%	11.1%
\$15,000 - \$24,999	6.2%	6.8%	8.9%
\$25,000 - \$34,999	10.3%	9.8%	10.3%
\$35,000 - \$49,999	24.2%	21.2%	19.5%
\$50,000 - \$74,999	24.7%	23.9%	22.6%
\$75,000 - \$99,999	16.0%	16.5%	16.1%
\$100,000 - \$149,999	8.9%	9.5%	8.5%
\$150,000 - \$199,999	1.9%	2.3%	1.8%
\$200,000+	1.9%	1.7%	1.3%
Average Household Income	\$64,336	\$63,885	\$59,446
2015 Households by Income			
Household Income Base	2,026	10,532	31,059
< \$15,000	5.2%	7.3%	9.5%
\$15,000 - \$24,999	5.2%	5.7%	7.5%
\$25,000 - \$34,999	8.5%	8.2%	8.5%
\$35,000 - \$49,999	18.8%	16.5%	15.3%
\$50,000 - \$74,999	32.4%	31.6%	29.4%
\$75,000 - \$99,999	17.7%	17.7%	15.2%
\$100,000 - \$149,999	8.0%	8.8%	11.2%
\$150,000 - \$199,999	2.1%	2.4%	2.0%
\$200,000+	2.1%	1.8%	1.5%
Average Household Income	\$67,566	\$66,774	\$64,249
2000 Owner Occupied HUs by Value			
Total	1,052	4,735	12,488
<\$50,000	4.8%	5.6%	11.4%
\$50,000 - 99,999	60.3%	56.5%	56.8%
\$100,000 - 149,999	24.3%	20.4%	18.3%
\$150,000 - 199,999	5.1%	11.2%	7.7%
\$200,000 - \$299,999	4.4%	4.9%	4.3%
\$300,000 - 499,999	1.0%	1.2%	1.3%
\$500,000 - 999,999	0.0%	0.1%	0.2%
\$1,000,000+	0.0%	0.1%	0.0%
Average Home Value	\$102,459	\$107,548	\$100,072
2000 Specified Renter Occupied HUs by Contract Rent			
Total	606	2,134	9,168
With Cash Rent	95.9%	96.5%	97.7%
No Cash Rent	4.1%	3.5%	2.3%
Median Rent	\$485	\$477	\$437
Average Rent	\$476	\$472	\$443


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Population by Age			
 Total	4,347	18,677	57,098
Age 0 - 4	8.1%	7.5%	8.0%
Age 5 - 9	7.9%	7.8%	7.6%
Age 10 - 14	8.0%	7.9%	7.4%
Age 15 - 19	7.1%	7.4%	7.5%
Age 20 - 24	8.7%	8.1%	9.3%
Age 25 - 34	18.1%	16.4%	17.2%
Age 35 - 44	17.9%	17.0%	15.9%
Age 45 - 54	11.7%	12.6%	10.9%
Age 55 - 64	6.2%	6.8%	6.6%
Age 65 - 74	4.3%	5.0%	5.1%
Age 75 - 84	1.7%	2.7%	3.3%
Age 85+	0.3%	0.7%	1.1%
Age 18+	71.8%	72.4%	72.8%
2010 Population by Age			
Total	4,496	24,638	73,473
Age 0 - 4	8.2%	7.7%	8.4%
Age 5 - 9	7.5%	7.3%	7.7%
Age 10 - 14	6.9%	6.8%	7.1%
Age 15 - 19	6.3%	6.8%	7.0%
Age 20 - 24	6.4%	6.5%	7.3%
Age 25 - 34	17.8%	16.3%	16.6%
Age 35 - 44	16.3%	15.7%	15.6%
Age 45 - 54	14.5%	14.3%	13.3%
Age 55 - 64	9.1%	10.0%	8.4%
Age 65 - 74	4.2%	4.9%	4.5%
Age 75 - 84	2.2%	2.9%	2.9%
Age 85+	0.5%	0.9%	1.2%
Age 18+	73.7%	74.2%	72.8%
2015 Population by Age			
Total	4,874	27,108	79,513
Age 0 - 4	8.0%	7.7%	8.3%
Age 5 - 9	7.6%	7.4%	7.8%
Age 10 - 14	7.1%	7.1%	7.4%
Age 15 - 19	6.1%	6.3%	6.8%
Age 20 - 24	6.0%	6.2%	7.0%
Age 25 - 34	16.2%	15.2%	15.3%
Age 35 - 44	17.6%	16.4%	16.2%
Age 45 - 54	12.6%	13.1%	12.5%
Age 55 - 64	10.9%	10.9%	9.4%
Age 65 - 74	5.0%	6.0%	5.3%
Age 75 - 84	2.3%	2.8%	2.7%
Age 85+	0.5%	0.9%	1.1%
Age 18+	73.6%	74.1%	72.5%
2000 Population by Sex			
Males	49.9%	49.4%	49.3%
Females	50.1%	50.6%	50.7%
2010 Population by Sex			
Males	49.9%	49.3%	49.7%
Females	50.1%	50.7%	50.3%
2015 Population by Sex			
Males	50.0%	49.3%	49.7%
Females	50.0%	50.7%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Population by Race/Ethnicity			
 Total	4,346	18,676	57,098
White Alone	78.8%	75.8%	69.8%
Black Alone	15.2%	18.0%	22.9%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.6%	1.7%	1.8%
Some Other Race Alone	1.4%	1.5%	2.0%
Two or More Races	2.6%	2.7%	2.9%
Hispanic Origin	4.0%	3.7%	4.7%
Diversity Index	40.5	43.6	50.8
2010 Population by Race/Ethnicity			
Total	4,494	24,637	73,473
White Alone	77.6%	73.8%	68.6%
Black Alone	15.4%	18.5%	22.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.6%	1.6%	2.0%
Some Other Race Alone	1.8%	2.1%	2.8%
Two or More Races	3.2%	3.5%	3.8%
Hispanic Origin	5.4%	5.2%	6.6%
Diversity Index	43.8	47.8	54.4
2015 Population by Race/Ethnicity			
Total	4,870	27,106	79,511
White Alone	77.5%	73.5%	68.8%
Black Alone	15.1%	18.2%	21.5%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.6%	1.6%	2.0%
Some Other Race Alone	2.0%	2.3%	3.1%
Two or More Races	3.5%	3.8%	4.1%
Hispanic Origin	6.0%	5.8%	7.4%
Diversity Index	44.7	48.8	55.1
2000 Population 3+ by School Enrollment			
 Total	4,093	17,808	54,576
Enrolled in Nursery/Preschool	1.9%	1.7%	1.9%
Enrolled in Kindergarten	1.5%	1.5%	1.6%
Enrolled in Grade 1-8	14.6%	14.0%	12.9%
Enrolled in Grade 9-12	5.7%	6.1%	5.9%
Enrolled in College	5.0%	5.7%	6.8%
Enrolled in Grad/Prof School	1.2%	1.1%	0.9%
Not Enrolled in School	70.2%	69.9%	69.9%
2010 Population 25+ by Educational Attainment			
Total	2,906	15,988	45,874
Less than 9th Grade	2.3%	2.4%	2.8%
9th - 12th Grade, No Diploma	7.5%	7.4%	8.1%
High School Graduate	35.9%	31.9%	30.1%
Some College, No Degree	25.5%	26.1%	26.9%
Associate Degree	9.4%	8.9%	9.1%
Bachelor's Degree	12.9%	14.4%	15.0%
Graduate/Professional Degree	6.5%	9.0%	8.0%




Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2010 Population 15+ by Marital Status			
 Total	3,479	19,263	56,379
Never Married	23.3%	23.7%	24.2%
Married	58.7%	58.7%	57.2%
Widowed	3.8%	5.0%	5.2%
Divorced	14.2%	12.6%	13.4%
2000 Population 16+ by Employment Status			
 Total	3,194	13,935	43,243
In Labor Force	76.4%	73.8%	69.6%
Civilian Employed	65.4%	63.6%	57.0%
Civilian Unemployed	3.0%	3.1%	4.3%
In Armed Forces	8.0%	7.0%	8.3%
Not in Labor Force	23.6%	26.2%	30.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.3%	91.0%	88.8%
Civilian Unemployed	9.7%	9.0%	11.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.2%	92.9%	91.3%
Civilian Unemployed	7.8%	7.1%	8.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,652	7,228	22,440
Own Children < 6 Only	13.5%	10.5%	10.0%
Employed/in Armed Forces	7.6%	6.4%	6.0%
Unemployed	0.2%	0.2%	0.4%
Not in Labor Force	5.8%	4.0%	3.6%
Own Children < 6 and 6-17 Only	7.9%	7.2%	6.5%
Employed/in Armed Forces	5.6%	5.0%	3.8%
Unemployed	0.4%	0.1%	0.2%
Not in Labor Force	1.8%	2.0%	2.5%
Own Children 6-17 Only	21.7%	21.3%	20.4%
Employed/in Armed Forces	16.3%	15.2%	14.8%
Unemployed	0.5%	0.5%	0.7%
Not in Labor Force	4.9%	5.5%	4.9%
No Own Children < 18	57.0%	61.0%	63.1%
Employed/in Armed Forces	34.7%	34.7%	32.5%
Unemployed	2.8%	2.7%	3.1%
Not in Labor Force	19.4%	23.5%	27.5%
2010 Employed Population 16+ by Industry			
 Total	2,073	11,255	30,385
Agriculture/Mining	0.5%	0.8%	0.7%
Construction	4.8%	5.9%	6.2%
Manufacturing	12.2%	11.4%	10.9%
Wholesale Trade	3.5%	2.5%	2.4%
Retail Trade	16.4%	15.0%	13.9%
Transportation/Utilities	4.9%	4.7%	4.9%
Information	2.2%	2.1%	2.0%
Finance/Insurance/Real Estate	2.0%	3.5%	4.1%
Services	45.3%	45.9%	47.2%
Public Administration	8.2%	8.0%	7.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation			
Total	2,076	11,259	30,385
White Collar	51.1%	53.4%	52.3%
Management/Business/Financial	9.7%	10.0%	9.3%
Professional	19.3%	20.7%	19.8%
Sales	11.9%	11.1%	11.3%
Administrative Support	10.3%	11.6%	11.9%
Services	22.6%	21.6%	22.7%
Blue Collar	26.3%	25.0%	25.0%
Farming/Forestry/Fishing	0.3%	0.4%	0.3%
Construction/Extraction	4.0%	5.0%	5.7%
Installation/Maintenance/Repair	3.6%	3.9%	3.4%
Production	8.4%	7.6%	7.6%
Transportation/Material Moving	9.9%	8.0%	8.0%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,320	9,724	27,760
Drove Alone - Car, Truck, or Van	85.9%	85.2%	81.9%
Carpooled - Car, Truck, or Van	10.4%	10.2%	12.4%
Public Transportation	0.1%	0.3%	1.3%
Walked	0.5%	0.8%	1.5%
Other Means	1.9%	1.2%	1.4%
Worked at Home	1.3%	2.2%	1.5%
2000 Workers 16+ by Travel Time to Work			
Total	2,317	9,725	27,759
Did Not Work at Home	98.7%	97.8%	98.5%
Less than 5 minutes	2.0%	2.6%	2.5%
5 to 9 minutes	9.7%	9.7%	9.2%
10 to 19 minutes	41.8%	38.7%	35.9%
20 to 24 minutes	12.6%	14.2%	17.0%
25 to 34 minutes	17.8%	16.8%	16.1%
35 to 44 minutes	2.2%	1.8%	2.8%
45 to 59 minutes	5.2%	6.3%	6.6%
60 to 89 minutes	5.0%	5.7%	6.0%
90 or more minutes	2.3%	2.0%	2.4%
Worked at Home	1.3%	2.2%	1.5%
Average Travel Time to Work (in min)	22.9	23.3	24.5
2000 Households by Vehicles Available			
Total	1,657	6,875	21,697
None	2.4%	3.1%	8.5%
1	29.9%	29.6%	34.1%
2	46.5%	45.7%	39.8%
3	16.9%	17.0%	13.0%
4	3.7%	3.8%	3.5%
5+	0.7%	0.8%	1.1%
Average Number of Vehicles Available	1.9	1.9	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Households by Type			
 Total	1,667	6,897	21,693
Family Households	73.7%	74.2%	68.5%
Married-couple Family	59.2%	59.3%	51.1%
With Related Children	31.9%	30.8%	26.2%
Other Family (No Spouse)	14.5%	14.9%	17.4%
With Related Children	10.4%	10.5%	12.6%
Nonfamily Households	26.3%	25.8%	31.5%
Householder Living Alone	20.0%	20.2%	25.2%
Householder Not Living Alone	6.4%	5.6%	6.4%
Households with Related Children	42.2%	41.3%	38.8%
Households with Persons 65+	12.7%	15.7%	17.6%
2000 Households by Size			
Total	1,667	6,896	21,692
1 Person Household	20.0%	20.2%	25.2%
2 Person Household	33.1%	33.1%	32.3%
3 Person Household	21.3%	20.5%	18.7%
4 Person Household	16.1%	16.4%	14.7%
5 Person Household	6.6%	6.7%	6.2%
6 Person Household	2.0%	2.2%	2.0%
7+ Person Household	0.8%	0.9%	0.8%
2000 Households by Year Householder Moved In			
Total	1,655	6,876	21,696
Moved in 1999 to March 2000	27.3%	27.4%	31.2%
Moved in 1995 to 1998	34.0%	32.3%	30.9%
Moved in 1990 to 1994	12.7%	13.7%	13.3%
Moved in 1980 to 1989	15.8%	13.6%	10.6%
Moved in 1970 to 1979	5.8%	7.5%	6.7%
Moved in 1969 or Earlier	4.5%	5.6%	7.3%
Median Year Householder Moved In	1996	1996	1997
2000 Housing Units by Units in Structure			
 Total	1,739	7,315	23,629
1, Detached	72.1%	76.8%	66.8%
1, Attached	0.3%	0.8%	2.0%
2	1.2%	1.6%	3.9%
3 or 4	9.7%	6.6%	9.1%
5 to 9	9.2%	7.3%	7.3%
10 to 19	3.2%	2.5%	2.7%
20+	0.5%	0.6%	4.0%
Mobile Home	3.9%	3.9%	4.0%
Other	0.0%	0.0%	0.1%
2000 Housing Units by Year Structure Built			
Total	1,738	7,307	23,651
1999 to March 2000	3.3%	3.4%	2.9%
1995 to 1998	20.2%	19.4%	14.8%
1990 to 1994	21.5%	17.6%	12.7%
1980 to 1989	21.7%	20.2%	16.4%
1970 to 1979	15.9%	17.5%	17.9%
1969 or Earlier	17.4%	21.9%	35.2%
Median Year Structure Built	1988	1985	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments			
1.	Midland Crowd	Midland Crowd	Up and Coming Families
2.	Up and Coming Families	Up and Coming Families	Midlife Junction
3.	Aspiring Young Familie	Aspiring Young Familie	Midland Crowd



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,892,336	\$14,706,422	\$41,605,757
Average Spent	\$1,562.58	\$1,546.58	\$1,454.49
Spending Potential Index	65	65	61
Computers & Accessories: Total \$	\$385,091	\$1,965,754	\$5,576,309
Average Spent	\$208.04	\$206.73	\$194.94
Spending Potential Index	95	94	89
Education: Total \$	\$2,016,833	\$10,600,616	\$30,602,794
Average Spent	\$1,089.59	\$1,114.80	\$1,069.84
Spending Potential Index	89	91	88
Entertainment/Recreation: Total \$	\$5,594,873	\$28,643,551	\$79,923,451
Average Spent	\$3,022.62	\$3,012.26	\$2,794.04
Spending Potential Index	94	93	87
Food at Home: Total \$	\$7,625,692	\$38,760,613	\$109,940,198
Average Spent	\$4,119.77	\$4,076.20	\$3,843.39
Spending Potential Index	92	91	86
Food Away from Home: Total \$	\$5,649,538	\$28,621,280	\$80,692,732
Average Spent	\$3,052.15	\$3,009.91	\$2,820.93
Spending Potential Index	95	94	88
Health Care: Total \$	\$6,127,266	\$31,530,263	\$88,524,323
Average Spent	\$3,310.25	\$3,315.83	\$3,094.72
Spending Potential Index	89	89	83
HH Furnishings & Equipment: Total \$	\$3,110,521	\$15,914,090	\$44,299,427
Average Spent	\$1,680.45	\$1,673.58	\$1,548.66
Spending Potential Index	82	81	75
Investments: Total \$	\$2,438,315	\$13,091,779	\$36,853,421
Average Spent	\$1,317.30	\$1,376.78	\$1,288.36
Spending Potential Index	76	79	74
Retail Goods: Total \$	\$41,318,714	\$210,347,092	\$587,677,065
Average Spent	\$22,322.37	\$22,120.84	\$20,544.56
Spending Potential Index	90	89	83
Shelter: Total \$	\$27,063,184	\$137,828,025	\$386,547,786
Average Spent	\$14,620.84	\$14,494.48	\$13,513.29
Spending Potential Index	93	92	86
TV/Video/Audio: Total \$	\$2,156,846	\$10,937,507	\$30,887,426
Average Spent	\$1,165.23	\$1,150.23	\$1,079.79
Spending Potential Index	94	93	87
Travel: Total \$	\$3,102,722	\$16,068,662	\$44,529,178
Average Spent	\$1,676.24	\$1,689.84	\$1,556.69
Spending Potential Index	89	89	82
Vehicle Maintenance & Repairs: Total \$	\$1,637,004	\$8,319,030	\$23,266,341
Average Spent	\$884.39	\$874.86	\$813.37
Spending Potential Index	94	93	86

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.