



Market Profile

1800 Fort Campbell Blvd, Clarksville, Tennessee, 37042
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 36.58542
 Longitude: -87.41330

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,074	41,613	83,991
2020 Total Population	8,982	49,688	104,598
2020 Group Quarters	0	82	3,083
2024 Total Population	10,382	55,701	116,438
2024 Group Quarters	0	81	3,006
2029 Total Population	11,760	61,693	127,826
2024-2029 Annual Rate	2.52%	2.06%	1.88%
2024 Total Daytime Population	9,196	40,386	102,870
Workers	3,522	9,662	39,169
Residents	5,674	30,724	63,701
Household Summary			
2010 Households	3,112	15,077	29,261
2010 Average Household Size	2.59	2.76	2.79
2020 Total Households	3,625	18,334	36,568
2020 Average Household Size	2.48	2.71	2.78
2024 Households	4,214	20,809	41,203
2024 Average Household Size	2.46	2.67	2.75
2029 Households	4,818	23,307	45,800
2029 Average Household Size	2.44	2.64	2.73
2024-2029 Annual Rate	2.72%	2.29%	2.14%
2010 Families	2,214	11,106	21,660
2010 Average Family Size	3.03	3.16	3.20
2024 Families	2,752	14,445	29,403
2024 Average Family Size	2.92	3.10	3.18
2029 Families	3,131	16,082	32,509
2029 Average Family Size	2.90	3.07	3.16
2024-2029 Annual Rate	2.61%	2.17%	2.03%
Housing Unit Summary			
2000 Housing Units	2,917	14,279	25,213
Owner Occupied Housing Units	56.2%	53.0%	49.1%
Renter Occupied Housing Units	38.6%	40.0%	42.7%
Vacant Housing Units	5.2%	7.0%	8.2%
2010 Housing Units	3,433	16,707	32,656
Owner Occupied Housing Units	49.8%	48.3%	48.1%
Renter Occupied Housing Units	40.8%	41.9%	41.5%
Vacant Housing Units	9.4%	9.8%	10.4%
2020 Housing Units	3,859	19,778	39,405
Owner Occupied Housing Units	45.8%	46.6%	47.2%
Renter Occupied Housing Units	48.1%	46.1%	45.6%
Vacant Housing Units	6.1%	7.0%	7.2%
2024 Housing Units	4,462	22,392	44,392
Owner Occupied Housing Units	47.1%	48.7%	49.4%
Renter Occupied Housing Units	47.3%	44.3%	43.4%
Vacant Housing Units	5.6%	7.1%	7.2%
2029 Housing Units	5,104	25,023	49,147
Owner Occupied Housing Units	49.8%	50.7%	51.0%
Renter Occupied Housing Units	44.6%	42.5%	42.2%
Vacant Housing Units	5.6%	6.9%	6.8%

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 the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,214	20,809	41,203
<\$15,000	4.4%	7.5%	8.0%
\$15,000 - \$24,999	5.6%	4.7%	4.7%
\$25,000 - \$34,999	10.7%	7.3%	6.7%
\$35,000 - \$49,999	20.3%	18.0%	16.4%
\$50,000 - \$74,999	20.9%	24.7%	23.9%
\$75,000 - \$99,999	15.8%	16.7%	16.6%
\$100,000 - \$149,999	18.8%	15.9%	16.8%
\$150,000 - \$199,999	1.9%	3.8%	5.2%
\$200,000+	1.7%	1.4%	1.6%
Average Household Income	\$72,233	\$72,433	\$75,189
2029 Households by Income			
Household Income Base	4,818	23,307	45,800
<\$15,000	3.3%	5.8%	6.3%
\$15,000 - \$24,999	3.9%	3.4%	3.5%
\$25,000 - \$34,999	8.1%	5.6%	5.2%
\$35,000 - \$49,999	18.3%	16.1%	14.7%
\$50,000 - \$74,999	20.7%	23.4%	22.4%
\$75,000 - \$99,999	17.5%	18.5%	17.8%
\$100,000 - \$149,999	23.3%	19.9%	20.6%
\$150,000 - \$199,999	2.8%	5.5%	7.4%
\$200,000+	2.2%	1.8%	2.1%
Average Household Income	\$83,038	\$83,524	\$86,719
2024 Owner Occupied Housing Units by Value			
Total	2,102	10,893	21,938
<\$50,000	3.7%	4.3%	3.5%
\$50,000 - \$99,999	1.5%	4.9%	3.9%
\$100,000 - \$149,999	17.3%	14.7%	9.8%
\$150,000 - \$199,999	8.5%	13.2%	10.4%
\$200,000 - \$249,999	20.5%	19.2%	22.5%
\$250,000 - \$299,999	19.8%	17.0%	18.1%
\$300,000 - \$399,999	14.1%	12.7%	15.7%
\$400,000 - \$499,999	8.2%	7.2%	7.8%
\$500,000 - \$749,999	1.8%	3.1%	5.4%
\$750,000 - \$999,999	1.4%	1.9%	1.6%
\$1,000,000 - \$1,499,999	2.0%	1.0%	0.6%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.4%
\$2,000,000 +	0.8%	0.6%	0.3%
Average Home Value	\$297,632	\$279,253	\$293,430
2029 Owner Occupied Housing Units by Value			
Total	2,541	12,678	25,038
<\$50,000	1.3%	2.4%	1.9%
\$50,000 - \$99,999	0.6%	1.9%	1.6%
\$100,000 - \$149,999	2.6%	4.9%	3.8%
\$150,000 - \$199,999	3.1%	6.2%	4.8%
\$200,000 - \$249,999	12.9%	14.7%	15.0%
\$250,000 - \$299,999	22.0%	16.4%	16.9%
\$300,000 - \$399,999	23.8%	21.0%	23.1%
\$400,000 - \$499,999	18.4%	16.9%	16.1%
\$500,000 - \$749,999	4.7%	6.7%	10.5%
\$750,000 - \$999,999	3.7%	4.6%	3.3%
\$1,000,000 - \$1,499,999	4.3%	2.2%	1.4%
\$1,500,000 - \$1,999,999	1.2%	0.7%	0.8%
\$2,000,000 +	1.5%	1.2%	0.7%
Average Home Value	\$434,854	\$397,403	\$390,488

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.

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Median Household Income			
2024	\$58,414	\$59,885	\$62,156
2029	\$68,102	\$68,671	\$71,759
Median Home Value			
2024	\$246,114	\$233,943	\$249,838
2029	\$331,901	\$316,510	\$325,704
Per Capita Income			
2024	\$28,587	\$26,887	\$26,914
2029	\$33,219	\$31,341	\$31,349
Median Age			
2010	27.9	27.3	26.4
2020	29.6	28.8	27.5
2024	31.3	30.2	28.9
2029	33.6	32.1	30.5
2020 Population by Age			
Total	8,982	49,688	104,598
0 - 4	8.4%	9.3%	9.5%
5 - 9	7.2%	8.3%	8.2%
10 - 14	7.1%	7.7%	7.4%
15 - 24	17.0%	16.6%	19.4%
25 - 34	19.4%	19.4%	19.7%
35 - 44	12.3%	12.7%	12.5%
45 - 54	9.4%	9.2%	8.9%
55 - 64	10.2%	8.9%	7.9%
65 - 74	6.0%	5.2%	4.4%
75 - 84	2.6%	2.1%	1.7%
85 +	0.4%	0.5%	0.4%
18 +	74.1%	70.9%	71.2%
2024 Population by Age			
Total	10,381	55,702	116,437
0 - 4	8.1%	9.0%	9.2%
5 - 9	7.6%	8.4%	8.2%
10 - 14	6.5%	7.4%	7.3%
15 - 24	13.4%	14.2%	16.9%
25 - 34	22.2%	20.7%	20.7%
35 - 44	13.1%	13.8%	13.6%
45 - 54	9.7%	9.4%	9.1%
55 - 64	9.0%	8.3%	7.6%
65 - 74	6.8%	5.8%	5.0%
75 - 84	3.0%	2.4%	1.9%
85 +	0.6%	0.6%	0.5%
18 +	74.2%	71.3%	71.4%
2029 Population by Age			
Total	11,760	61,692	127,829
0 - 4	7.8%	8.8%	9.0%
5 - 9	7.2%	7.8%	7.8%
10 - 14	6.9%	7.5%	7.3%
15 - 24	12.9%	13.7%	16.3%
25 - 34	18.3%	17.9%	18.0%
35 - 44	16.1%	16.1%	15.7%
45 - 54	10.3%	10.0%	9.7%
55 - 64	8.1%	7.6%	7.2%
65 - 74	7.8%	6.7%	5.8%
75 - 84	3.7%	3.1%	2.5%
85 +	0.9%	0.8%	0.6%
18 +	74.5%	72.1%	72.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 21, 2024

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2020 Population by Sex			
Males	4,407	24,380	51,969
Females	4,575	25,308	52,629
2024 Population by Sex			
Males	5,165	27,784	58,647
Females	5,217	27,917	57,791
2029 Population by Sex			
Males	5,815	30,610	63,971
Females	5,945	31,083	63,855
2010 Population by Race/Ethnicity			
Total	8,073	41,613	83,991
White Alone	57.8%	60.2%	61.5%
Black Alone	28.2%	26.0%	25.2%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	2.4%	2.4%	2.4%
Pacific Islander Alone	0.7%	0.7%	0.7%
Some Other Race Alone	3.5%	3.5%	3.6%
Two or More Races	6.5%	6.4%	5.9%
Hispanic Origin	11.9%	11.6%	11.3%
Diversity Index	66.8	65.4	64.3
2020 Population by Race/Ethnicity			
Total	8,982	49,688	104,598
White Alone	49.1%	52.5%	53.1%
Black Alone	30.7%	26.7%	26.6%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	2.0%	2.2%	2.4%
Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	4.9%	5.0%	4.9%
Two or More Races	11.8%	12.2%	11.8%
Hispanic Origin	13.5%	14.0%	13.7%
Diversity Index	73.0	72.3	71.8
2024 Population by Race/Ethnicity			
Total	10,382	55,701	116,439
White Alone	47.4%	50.6%	51.3%
Black Alone	31.3%	27.4%	27.2%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	2.1%	2.3%	2.5%
Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	5.4%	5.4%	5.3%
Two or More Races	12.4%	12.8%	12.4%
Hispanic Origin	14.4%	14.9%	14.6%
Diversity Index	74.3	73.8	73.3
2029 Population by Race/Ethnicity			
Total	11,761	61,691	127,828
White Alone	45.5%	48.6%	49.4%
Black Alone	32.2%	28.4%	28.1%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	2.2%	2.4%	2.6%
Pacific Islander Alone	0.7%	0.7%	0.7%
Some Other Race Alone	5.6%	5.7%	5.5%
Two or More Races	13.0%	13.4%	13.0%
Hispanic Origin	15.1%	15.7%	15.3%
Diversity Index	75.4	75.1	74.6

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.

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2020 Population by Relationship and Household Type			
Total	8,982	49,688	104,598
In Households	100.0%	99.8%	97.1%
Householder	38.9%	36.6%	34.9%
Opposite-Sex Spouse	16.0%	16.8%	17.0%
Same-Sex Spouse	0.3%	0.3%	0.2%
Opposite-Sex Unmarried Partner	2.9%	2.5%	2.3%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.7%	30.3%	29.8%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	1.9%	2.1%	2.1%
Grandchild	2.8%	2.8%	2.5%
Brother or Sister	1.2%	1.2%	1.1%
Parent	1.0%	0.9%	1.0%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.6%	1.4%	1.4%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	4.2%	3.7%	3.5%
In Group Quarters	0.0%	0.2%	2.9%
Institutionalized	0.0%	0.0%	0.1%
Noninstitutionalized	0.0%	0.2%	2.9%
2024 Population 25+ by Educational Attainment			
Total	6,689	33,990	67,961
Less than 9th Grade	0.9%	1.7%	1.7%
9th - 12th Grade, No Diploma	2.5%	3.1%	3.1%
High School Graduate	27.4%	26.2%	24.9%
GED/Alternative Credential	5.7%	4.4%	3.8%
Some College, No Degree	24.8%	24.6%	26.6%
Associate Degree	14.6%	15.4%	14.1%
Bachelor's Degree	18.2%	17.7%	18.7%
Graduate/Professional Degree	5.9%	6.9%	7.0%
2024 Population 15+ by Marital Status			
Total	8,078	41,917	87,634
Never Married	33.0%	30.0%	31.3%
Married	48.8%	54.1%	53.8%
Widowed	6.5%	3.9%	3.6%
Divorced	11.6%	12.0%	11.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,551	22,899	45,237
Population 16+ Employed	92.5%	93.8%	94.0%
Population 16+ Unemployment rate	7.5%	6.2%	6.0%
Population 16-24 Employed	12.5%	14.3%	16.8%
Population 16-24 Unemployment rate	8.2%	4.5%	5.6%
Population 25-54 Employed	70.1%	69.3%	68.3%
Population 25-54 Unemployment rate	8.4%	7.5%	7.0%
Population 55-64 Employed	14.5%	13.3%	12.2%
Population 55-64 Unemployment rate	1.9%	1.8%	1.2%
Population 65+ Employed	3.0%	3.1%	2.7%
Population 65+ Unemployment rate	6.0%	2.0%	2.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 21, 2024

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	4,211	21,485	42,524
Agriculture/Mining	0.2%	1.1%	0.7%
Construction	9.1%	7.7%	6.4%
Manufacturing	16.5%	13.1%	13.3%
Wholesale Trade	1.2%	1.2%	1.2%
Retail Trade	12.8%	13.4%	11.9%
Transportation/Utilities	6.3%	6.1%	5.5%
Information	2.5%	1.1%	1.6%
Finance/Insurance/Real Estate	2.6%	4.5%	4.6%
Services	40.7%	44.6%	46.3%
Public Administration	8.1%	7.1%	8.6%
2024 Employed Population 16+ by Occupation			
Total	4,214	21,486	42,522
White Collar	42.5%	50.3%	50.7%
Management/Business/Financial	10.0%	10.2%	10.8%
Professional	16.0%	17.5%	18.4%
Sales	6.9%	8.2%	8.0%
Administrative Support	9.6%	14.4%	13.5%
Services	20.8%	19.5%	20.7%
Blue Collar	36.7%	30.2%	28.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.0%	5.5%	4.6%
Installation/Maintenance/Repair	9.3%	5.4%	5.0%
Production	13.1%	9.6%	9.7%
Transportation/Material Moving	10.2%	9.6%	9.2%
2020 Households by Type			
Total	3,625	18,334	36,568
Married Couple Households	41.7%	46.5%	49.5%
With Own Children <18	16.0%	22.0%	24.5%
Without Own Children <18	25.7%	24.5%	25.0%
Cohabiting Couple Households	8.0%	7.4%	7.0%
With Own Children <18	3.0%	3.0%	3.0%
Without Own Children <18	5.0%	4.4%	4.0%
Male Householder, No Spouse/Partner	20.6%	18.6%	18.0%
Living Alone	13.4%	11.8%	11.4%
65 Years and over	2.2%	1.8%	1.6%
With Own Children <18	1.9%	2.2%	2.2%
Without Own Children <18, With Relatives	3.0%	2.6%	2.5%
No Relatives Present	2.3%	2.0%	1.9%
Female Householder, No Spouse/Partner	29.7%	27.5%	25.5%
Living Alone	12.6%	11.0%	10.0%
65 Years and over	3.6%	3.6%	2.9%
With Own Children <18	9.5%	9.0%	8.7%
Without Own Children <18, With Relatives	6.4%	6.4%	5.7%
No Relatives Present	1.2%	1.1%	1.1%
2020 Households by Size			
Total	3,625	18,334	36,568
1 Person Household	26.0%	22.8%	21.3%
2 Person Household	33.2%	31.3%	30.8%
3 Person Household	18.6%	19.2%	19.7%
4 Person Household	12.1%	14.4%	15.2%
5 Person Household	6.5%	7.5%	7.9%
6 Person Household	2.1%	3.0%	3.2%
7 + Person Household	1.5%	1.8%	1.8%

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2020 Households by Tenure and Mortgage Status			
Total	3,625	18,334	36,568
Owner Occupied	48.7%	50.2%	50.9%
Owned with a Mortgage/Loan	37.6%	39.8%	42.0%
Owned Free and Clear	11.1%	10.5%	8.9%
Renter Occupied	51.3%	49.8%	49.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	104	101
Percent of Income for Mortgage	26.4%	24.5%	25.2%
Wealth Index	43	42	44
2020 Housing Units By Urban/ Rural Status			
Total	3,859	19,778	39,405
Urban Housing Units	100.0%	98.2%	96.7%
Rural Housing Units	0.0%	1.8%	3.3%
2020 Population By Urban/ Rural Status			
Total	8,982	49,688	104,598
Urban Population	100.0%	97.9%	96.5%
Rural Population	0.0%	2.1%	3.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Bright Young Professionals	Bright Young Professionals	Up and Coming Families (7A)
2.	Middleburg (4C)	Urban Edge Families (7C)	Bright Young Professionals
3.	Rustbelt Traditions (5D)	Middleburg (4C)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$6,918,153	\$34,058,625	\$69,812,221
Average Spent	\$1,641.71	\$1,636.73	\$1,694.35
Spending Potential Index	69	69	71
Education: Total \$	\$4,516,632	\$21,363,750	\$43,236,554
Average Spent	\$1,071.82	\$1,026.66	\$1,049.35
Spending Potential Index	62	59	61
Entertainment/Recreation: Total \$	\$10,981,714	\$54,262,665	\$111,413,442
Average Spent	\$2,606.01	\$2,607.65	\$2,704.01
Spending Potential Index	64	64	66
Food at Home: Total \$	\$20,327,583	\$100,681,214	\$204,690,845
Average Spent	\$4,823.82	\$4,838.35	\$4,967.86
Spending Potential Index	66	66	68
Food Away from Home: Total \$	\$10,995,457	\$55,346,972	\$114,278,671
Average Spent	\$2,609.27	\$2,659.76	\$2,773.55
Spending Potential Index	67	68	71
Health Care: Total \$	\$21,345,153	\$104,607,623	\$212,919,884
Average Spent	\$5,065.29	\$5,027.04	\$5,167.58
Spending Potential Index	66	65	67
HH Furnishings & Equipment: Total \$	\$8,714,401	\$43,298,257	\$89,046,227
Average Spent	\$2,067.96	\$2,080.75	\$2,161.16
Spending Potential Index	65	66	68
Personal Care Products & Services: Total \$	\$2,726,348	\$13,478,560	\$27,504,849
Average Spent	\$646.97	\$647.73	\$667.54
Spending Potential Index	65	65	67
Shelter: Total \$	\$71,710,715	\$356,018,421	\$730,903,153
Average Spent	\$17,017.26	\$17,108.87	\$17,739.08
Spending Potential Index	64	64	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,075,700	\$46,465,092	\$97,068,147
Average Spent	\$2,153.70	\$2,232.93	\$2,355.85
Spending Potential Index	61	64	67
Travel: Total \$	\$7,836,524	\$38,826,900	\$80,166,160
Average Spent	\$1,859.64	\$1,865.87	\$1,945.64
Spending Potential Index	61	62	64
Vehicle Maintenance & Repairs: Total \$	\$4,227,545	\$20,986,037	\$42,879,181
Average Spent	\$1,003.21	\$1,008.51	\$1,040.68
Spending Potential Index	68	68	70

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 21, 2024