



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	17,344	41,966	102,315
2010 Total Population	20,983	51,147	134,542
2021 Total Population	25,246	62,163	167,722
2021 Group Quarters	262	1,253	2,198
2026 Total Population	27,484	67,427	183,423
2021-2026 Annual Rate	1.71%	1.64%	1.81%
2021 Total Daytime Population	23,886	59,550	154,182
Workers	10,904	27,644	65,859
Residents	12,982	31,906	88,323
<b>Household Summary</b>			
2000 Households	7,002	16,602	37,955
2000 Average Household Size	2.39	2.45	2.64
2010 Households	8,711	20,507	50,485
2010 Average Household Size	2.38	2.44	2.62
2021 Households	10,606	25,210	63,609
2021 Average Household Size	2.36	2.42	2.60
2026 Households	11,574	27,463	69,796
2026 Average Household Size	2.35	2.41	2.60
2021-2026 Annual Rate	1.76%	1.73%	1.87%
2010 Families	5,781	13,562	35,673
2010 Average Family Size	2.91	2.97	3.09
2021 Families	6,877	16,296	44,058
2021 Average Family Size	2.90	2.97	3.08
2026 Families	7,462	17,641	48,073
2026 Average Family Size	2.90	2.97	3.08
2021-2026 Annual Rate	1.65%	1.60%	1.76%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,379	17,857	40,878
Owner Occupied Housing Units	64.5%	59.4%	59.8%
Renter Occupied Housing Units	30.4%	33.6%	33.1%
Vacant Housing Units	5.1%	7.0%	7.2%
2010 Housing Units	9,444	22,527	55,366
Owner Occupied Housing Units	61.8%	56.9%	58.0%
Renter Occupied Housing Units	30.5%	34.2%	33.2%
Vacant Housing Units	7.8%	9.0%	8.8%
2021 Housing Units	11,548	27,709	69,642
Owner Occupied Housing Units	60.6%	56.1%	57.5%
Renter Occupied Housing Units	31.2%	34.8%	33.8%
Vacant Housing Units	8.2%	9.0%	8.7%
2026 Housing Units	12,588	30,145	76,289
Owner Occupied Housing Units	61.7%	57.4%	58.8%
Renter Occupied Housing Units	30.2%	33.7%	32.7%
Vacant Housing Units	8.1%	8.9%	8.5%
<b>Median Household Income</b>			
2021	\$63,519	\$58,802	\$56,132
2026	\$68,511	\$65,527	\$61,525
<b>Median Home Value</b>			
2021	\$247,373	\$239,856	\$196,607
2026	\$295,004	\$282,176	\$229,043
<b>Per Capita Income</b>			
2021	\$35,875	\$32,671	\$28,184
2026	\$39,638	\$36,619	\$31,598
<b>Median Age</b>			
2010	38.3	35.9	31.0
2021	39.9	37.5	34.0
2026	41.3	38.7	34.9

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>2021 Households by Income</b>			
Household Income Base	10,606	25,210	63,609
<\$15,000	6.9%	9.3%	8.8%
\$15,000 - \$24,999	5.9%	6.5%	6.1%
\$25,000 - \$34,999	8.0%	8.9%	10.2%
\$35,000 - \$49,999	17.8%	18.3%	18.4%
\$50,000 - \$74,999	18.0%	15.7%	19.5%
\$75,000 - \$99,999	11.9%	11.7%	12.4%
\$100,000 - \$149,999	17.2%	17.0%	15.4%
\$150,000 - \$199,999	8.8%	7.7%	5.9%
\$200,000+	5.5%	4.8%	3.2%
Average Household Income	\$85,916	\$80,817	\$74,230
<b>2026 Households by Income</b>			
Household Income Base	11,574	27,463	69,796
<\$15,000	5.8%	7.7%	7.3%
\$15,000 - \$24,999	4.7%	5.3%	5.1%
\$25,000 - \$34,999	7.1%	8.0%	9.3%
\$35,000 - \$49,999	17.3%	17.7%	17.3%
\$50,000 - \$74,999	18.7%	16.1%	19.6%
\$75,000 - \$99,999	11.9%	12.0%	13.0%
\$100,000 - \$149,999	18.1%	18.6%	17.4%
\$150,000 - \$199,999	10.2%	9.1%	7.2%
\$200,000+	6.2%	5.5%	3.7%
Average Household Income	\$94,709	\$90,231	\$82,948
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	7,002	15,555	40,077
<\$50,000	0.9%	3.0%	3.3%
\$50,000 - \$99,999	3.5%	6.8%	8.5%
\$100,000 - \$149,999	9.1%	9.1%	17.2%
\$150,000 - \$199,999	20.5%	17.9%	22.4%
\$200,000 - \$249,999	16.9%	16.3%	16.4%
\$250,000 - \$299,999	13.0%	14.0%	10.4%
\$300,000 - \$399,999	21.2%	19.0%	12.2%
\$400,000 - \$499,999	8.8%	7.4%	5.0%
\$500,000 - \$749,999	4.8%	4.2%	2.7%
\$750,000 - \$999,999	0.9%	0.8%	0.4%
\$1,000,000 - \$1,499,999	0.3%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.1%	0.4%	0.3%
Average Home Value	\$282,069	\$278,382	\$241,011
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	7,766	17,292	44,850
<\$50,000	0.4%	1.9%	2.2%
\$50,000 - \$99,999	2.0%	4.2%	5.8%
\$100,000 - \$149,999	4.9%	5.4%	12.4%
\$150,000 - \$199,999	14.4%	13.1%	19.6%
\$200,000 - \$249,999	14.9%	15.0%	17.3%
\$250,000 - \$299,999	14.9%	16.0%	12.7%
\$300,000 - \$399,999	28.1%	25.4%	16.3%
\$400,000 - \$499,999	12.4%	10.2%	7.1%
\$500,000 - \$749,999	6.4%	5.8%	3.9%
\$750,000 - \$999,999	1.0%	1.2%	0.6%
\$1,000,000 - \$1,499,999	0.4%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.1%	0.5%	0.5%
Average Home Value	\$319,400	\$320,875	\$280,803

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	20,981	51,146	134,541
0 - 4	6.1%	6.7%	8.5%
5 - 9	6.4%	6.7%	7.6%
10 - 14	6.7%	6.6%	7.1%
15 - 24	13.5%	15.1%	16.2%
25 - 34	12.9%	13.6%	16.6%
35 - 44	13.6%	13.6%	13.6%
45 - 54	14.1%	14.3%	12.8%
55 - 64	11.4%	11.2%	9.0%
65 - 74	7.6%	6.5%	5.0%
75 - 84	5.4%	4.1%	2.7%
85 +	2.3%	1.6%	0.9%
18 +	77.0%	75.9%	72.5%
<b>2021 Population by Age</b>			
Total	25,247	62,165	167,720
0 - 4	5.5%	6.0%	7.6%
5 - 9	5.8%	6.1%	7.5%
10 - 14	5.9%	6.1%	7.2%
15 - 24	10.7%	12.3%	12.9%
25 - 34	15.2%	15.9%	16.7%
35 - 44	12.9%	13.0%	14.9%
45 - 54	12.3%	12.1%	11.2%
55 - 64	12.7%	12.3%	10.4%
65 - 74	10.4%	9.6%	7.2%
75 - 84	5.9%	4.6%	3.3%
85 +	2.8%	1.9%	1.1%
18 +	79.3%	78.2%	74.1%
<b>2026 Population by Age</b>			
Total	27,485	67,430	183,421
0 - 4	5.5%	6.1%	7.6%
5 - 9	5.6%	6.0%	7.3%
10 - 14	6.0%	6.2%	7.3%
15 - 24	10.0%	11.9%	13.2%
25 - 34	12.6%	13.9%	14.7%
35 - 44	15.6%	15.0%	16.3%
45 - 54	11.7%	11.6%	11.1%
55 - 64	11.8%	11.3%	9.5%
65 - 74	11.1%	10.2%	7.7%
75 - 84	7.3%	5.9%	4.0%
85 +	3.0%	2.1%	1.2%
18 +	79.6%	78.3%	73.7%
<b>2010 Population by Sex</b>			
Males	9,995	24,695	65,405
Females	10,988	26,452	69,137
<b>2021 Population by Sex</b>			
Males	12,035	29,986	81,600
Females	13,211	32,176	86,123
<b>2026 Population by Sex</b>			
Males	13,136	32,512	89,220
Females	14,348	34,914	94,203

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	20,983	51,147	134,542
White Alone	85.7%	77.5%	71.5%
Black Alone	8.0%	15.5%	19.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	2.0%	1.9%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.3%
Some Other Race Alone	1.1%	1.3%	2.3%
Two or More Races	2.7%	3.2%	4.3%
Hispanic Origin	4.3%	4.7%	7.4%
Diversity Index	32.0	43.1	52.8
<b>2021 Population by Race/Ethnicity</b>			
Total	25,244	62,161	167,723
White Alone	82.7%	74.4%	67.6%
Black Alone	9.4%	17.0%	21.0%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	2.2%	2.1%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.3%
Some Other Race Alone	1.5%	1.7%	2.9%
Two or More Races	3.7%	4.3%	5.5%
Hispanic Origin	6.1%	6.5%	10.0%
Diversity Index	38.6	48.8	58.8
<b>2026 Population by Race/Ethnicity</b>			
Total	27,484	67,425	183,421
White Alone	81.1%	72.7%	65.6%
Black Alone	10.1%	17.7%	21.9%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	2.3%	2.2%	2.2%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	1.6%	1.9%	3.3%
Two or More Races	4.3%	4.9%	6.3%
Hispanic Origin	6.8%	7.3%	11.0%
Diversity Index	41.6	51.5	61.5
<b>2010 Population by Relationship and Household Type</b>			
Total	20,983	51,147	134,542
In Households	98.8%	97.7%	98.4%
In Family Households	82.1%	81.1%	84.4%
Householder	27.4%	26.4%	26.5%
Spouse	21.3%	19.4%	19.2%
Child	29.0%	30.1%	33.0%
Other relative	2.4%	3.0%	3.2%
Nonrelative	2.0%	2.3%	2.5%
In Nonfamily Households	16.7%	16.6%	14.1%
In Group Quarters	1.2%	2.3%	1.6%
Institutionalized Population	1.2%	1.5%	0.7%
Noninstitutionalized Population	0.0%	0.8%	0.9%

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	18,193	43,136	108,784
Less than 9th Grade	1.9%	1.9%	2.0%
9th - 12th Grade, No Diploma	3.0%	4.3%	4.8%
High School Graduate	20.9%	23.0%	23.9%
GED/Alternative Credential	3.9%	4.5%	4.4%
Some College, No Degree	20.1%	21.3%	23.4%
Associate Degree	7.2%	8.3%	9.9%
Bachelor's Degree	27.5%	23.0%	20.4%
Graduate/Professional Degree	15.3%	13.7%	11.2%
<b>2021 Population 15+ by Marital Status</b>			
Total	20,895	50,793	130,406
Never Married	25.9%	29.8%	29.2%
Married	54.3%	51.3%	54.0%
Widowed	8.3%	6.2%	4.8%
Divorced	11.5%	12.7%	12.0%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	12,266	30,581	76,973
Population 16+ Employed	96.1%	95.3%	94.3%
Population 16+ Unemployment rate	3.9%	4.7%	5.7%
Population 16-24 Employed	11.4%	14.2%	14.4%
Population 16-24 Unemployment rate	5.8%	5.8%	7.5%
Population 25-54 Employed	67.5%	65.7%	67.9%
Population 25-54 Unemployment rate	4.0%	4.7%	5.8%
Population 55-64 Employed	15.4%	15.0%	13.9%
Population 55-64 Unemployment rate	3.9%	5.3%	4.6%
Population 65+ Employed	5.7%	5.1%	3.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	11,782	29,136	72,587
Agriculture/Mining	0.5%	0.5%	0.5%
Construction	7.4%	7.8%	7.5%
Manufacturing	11.8%	12.0%	12.4%
Wholesale Trade	2.0%	1.8%	1.6%
Retail Trade	10.4%	11.7%	11.5%
Transportation/Utilities	5.6%	5.0%	5.9%
Information	1.3%	1.7%	1.2%
Finance/Insurance/Real Estate	7.2%	5.4%	5.2%
Services	46.2%	46.7%	45.0%
Public Administration	7.5%	7.4%	9.3%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	11,784	29,138	72,586
White Collar	66.8%	65.3%	59.3%
Management/Business/Financial	17.4%	16.6%	15.1%
Professional	31.3%	27.1%	22.6%
Sales	9.4%	10.1%	9.1%
Administrative Support	8.7%	11.5%	12.5%
Services	12.0%	12.9%	15.1%
Blue Collar	21.2%	21.9%	25.6%
Farming/Forestry/Fishing	0.4%	0.4%	0.3%
Construction/Extraction	5.0%	5.1%	5.4%
Installation/Maintenance/Repair	3.6%	3.2%	3.9%
Production	4.6%	5.4%	7.7%
Transportation/Material Moving	7.5%	7.7%	8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	8,711	20,507	50,485
Households with 1 Person	28.3%	27.3%	23.1%
Households with 2+ People	71.7%	72.7%	76.9%
Family Households	66.4%	66.1%	70.7%
Husband-wife Families	51.7%	48.4%	51.0%
With Related Children	21.2%	21.0%	24.9%
Other Family (No Spouse Present)	14.7%	17.7%	19.6%
Other Family with Male Householder	3.7%	4.2%	4.6%
With Related Children	2.3%	2.4%	2.9%
Other Family with Female Householder	10.9%	13.5%	15.0%
With Related Children	7.6%	9.5%	11.2%
Nonfamily Households	5.3%	6.6%	6.2%
All Households with Children	31.5%	33.5%	39.7%
Multigenerational Households	3.0%	3.4%	4.2%
Unmarried Partner Households	5.5%	6.0%	6.3%
Male-female	4.9%	5.4%	5.7%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	8,712	20,506	50,484
1 Person Household	28.3%	27.3%	23.1%
2 Person Household	34.9%	34.1%	32.6%
3 Person Household	17.1%	17.7%	19.2%
4 Person Household	12.4%	12.5%	14.7%
5 Person Household	5.0%	5.5%	6.7%
6 Person Household	1.7%	1.9%	2.5%
7 + Person Household	0.6%	1.0%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,711	20,507	50,485
Owner Occupied	66.9%	62.5%	63.6%
Owned with a Mortgage/Loan	46.8%	45.1%	49.7%
Owned Free and Clear	20.2%	17.3%	13.9%
Renter Occupied	33.1%	37.5%	36.4%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	143	136	158
Percent of Income for Mortgage	16.3%	17.1%	14.7%
Wealth Index	91	81	66
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	9,444	22,527	55,366
Housing Units Inside Urbanized Area	90.0%	89.9%	84.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	10.0%	10.1%	15.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	20,983	51,147	134,542
Population Inside Urbanized Area	88.5%	88.6%	83.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	11.5%	11.4%	16.8%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

2310 Madison St, Clarksville, Tennessee, 37043  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.50807  
Longitude: -87.27104

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Workday Drive (4A)	Up and Coming Families (7A)
2.	Midlife Constants (5E)	Middleburg (4C)	Bright Young Professionals (8C)
3.	Set to Impress (11D)	Bright Young Professionals (8C)	Workday Drive (4A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$20,865,073	\$47,466,398	\$109,982,871
Average Spent	\$1,967.29	\$1,882.84	\$1,729.05
Spending Potential Index	93	89	82
Education: Total \$	\$16,280,114	\$36,391,849	\$81,106,041
Average Spent	\$1,534.99	\$1,443.55	\$1,275.07
Spending Potential Index	89	84	74
Entertainment/Recreation: Total \$	\$32,074,319	\$71,616,878	\$165,819,624
Average Spent	\$3,024.17	\$2,840.81	\$2,606.86
Spending Potential Index	94	88	81
Food at Home: Total \$	\$53,213,627	\$120,169,233	\$278,553,948
Average Spent	\$5,017.31	\$4,766.73	\$4,379.16
Spending Potential Index	92	87	80
Food Away from Home: Total \$	\$37,025,996	\$84,217,412	\$196,473,433
Average Spent	\$3,491.04	\$3,340.64	\$3,088.77
Spending Potential Index	92	88	81
Health Care: Total \$	\$63,169,507	\$140,173,076	\$324,091,675
Average Spent	\$5,956.02	\$5,560.22	\$5,095.06
Spending Potential Index	95	89	82
HH Furnishings & Equipment: Total \$	\$22,674,585	\$50,655,614	\$118,293,915
Average Spent	\$2,137.90	\$2,009.35	\$1,859.70
Spending Potential Index	95	89	82
Personal Care Products & Services: Total \$	\$8,969,441	\$20,120,446	\$46,582,958
Average Spent	\$845.69	\$798.11	\$732.33
Spending Potential Index	94	89	82
Shelter: Total \$	\$195,114,884	\$438,072,264	\$1,012,479,804
Average Spent	\$18,396.65	\$17,376.92	\$15,917.24
Spending Potential Index	91	86	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,421,335	\$53,621,396	\$127,107,279
Average Spent	\$2,302.60	\$2,126.99	\$1,998.26
Spending Potential Index	96	89	84
Travel: Total \$	\$25,270,455	\$55,675,694	\$129,036,342
Average Spent	\$2,382.66	\$2,208.48	\$2,028.59
Spending Potential Index	94	87	80
Vehicle Maintenance & Repairs: Total \$	\$11,083,921	\$25,165,452	\$58,938,801
Average Spent	\$1,045.06	\$998.23	\$926.58
Spending Potential Index	94	90	84

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021