
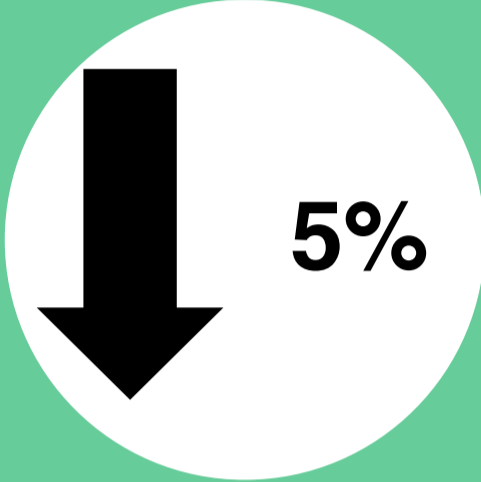


Comparative Demographics | Clarksville vs. Austin


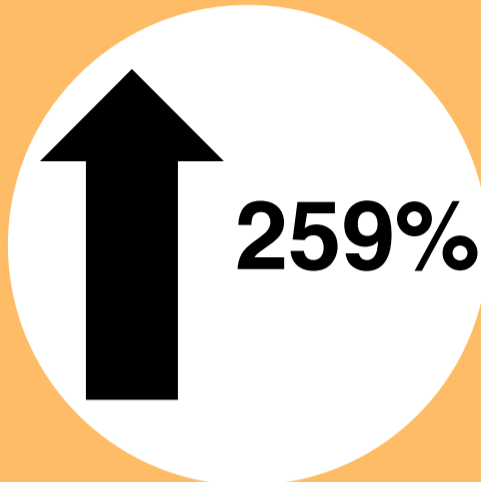
ANNUAL POPULATION GROWTH

Clarksville
5% HIGHER
than
Austin




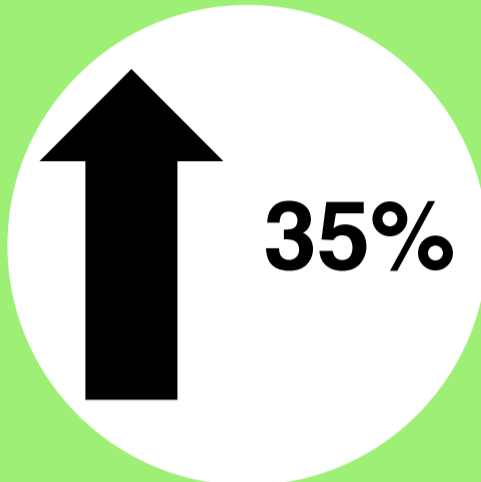
% HOME VALUES \$500,000+

Clarksville
259% HIGHER
than
Austin




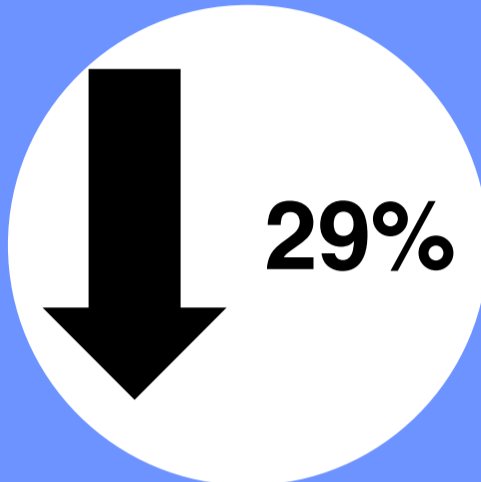
% HOUSEHOLD INCOMES \$100,000+

Clarksville
35% HIGHER
than
Austin





% HOUSEHOLD NET WORTH \$500,000+

Clarksville
29% LOWER
than
Austin





CRIME INDEX

Clarksville
55% HIGHER
than
Austin




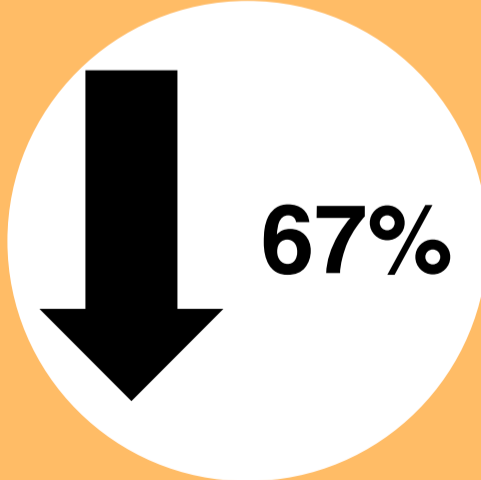
% ADULTS AT LEAST BACHELOR'S DEGREE

Clarksville
59% HIGHER
than
Austin




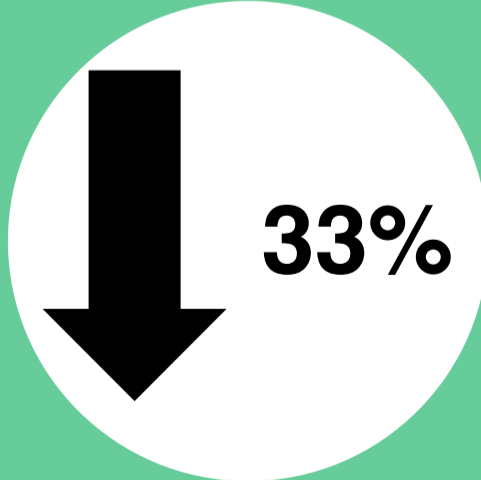
% HOMES WITH CHILDREN

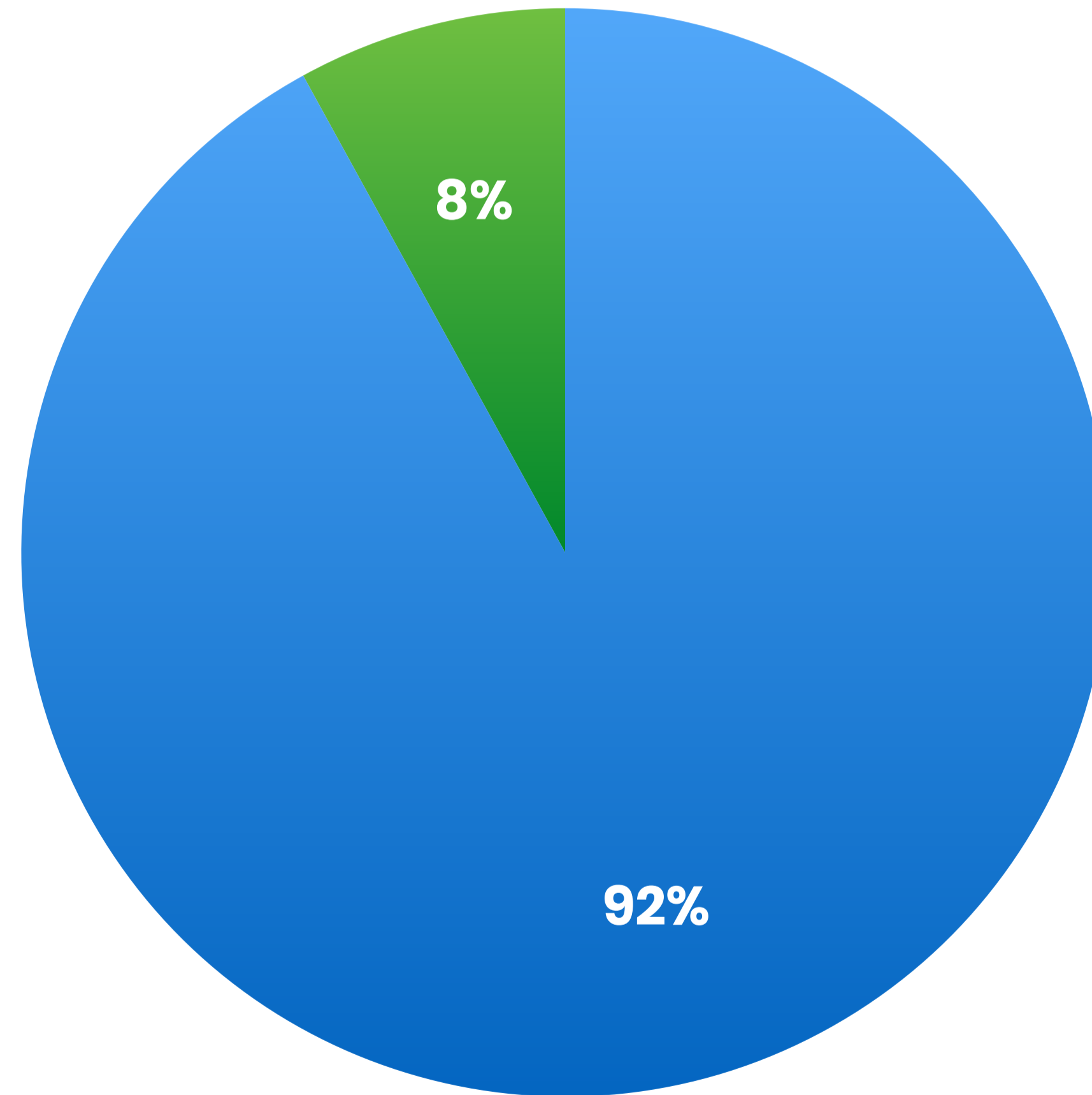
Clarksville
67% LOWER
than
Austin



% HOMES OWNER OCCUPIED

Clarksville
33% LOWER
than
Austin





92% Metro Renters

- 1.7 avg. household size
- 32 median age
- Fast growing Tapestry Segment
- Well educated, many in school
- Fine arts, education, creativity
- Socializing and social status important
- Computers & mobile devices normal

8% Laptops and Lattes

- 1.8 avg. household size
- 37 median age
- 30-something single households
- 75%+ at least bachelor's degree
- 36% do not own a vehicle
- Low unemployment rate
- Health and environment conscious

Infographics | Clarksville

KEY FACTS

4,343

Population



1.7

Average Household Size

35.7

Median Age

\$63,759

Median Household Income

EDUCATION

2%

No High School Diploma



5%

High School Graduate



15%

Some College



78%

Bachelor's/Grad/Prof Degree

BUSINESS



239

Total Businesses



2,307

Total Employees

EMPLOYMENT



White Collar

90%

4%

Blue Collar



Services

7%



2.6%
Unemployment Rate

INCOME



\$63,759

Median Household Income



\$66,958

Per Capita Income



\$21,578

Median Net Worth

Households By Income

The largest group: \$200,000+ (14.9%)

The smallest group: \$75,000 - \$99,999 (7.6%)

Indicator	Value	Difference
<\$15,000	14.1%	+4.1%
\$15,000 - \$24,999	9.4%	+1.5%
\$25,000 - \$34,999	8.5%	-0.3%
\$35,000 - \$49,999	9.7%	-2.7%
\$50,000 - \$74,999	13.1%	-4.1%
\$75,000 - \$99,999	7.6%	-4.1%
\$100,000 - \$149,999	14.7%	-0.4%
\$150,000 - \$199,999	8.0%	+0.9%
\$200,000+	14.9%	+5.1%

Bars show deviation from
Travis County

Area Map | Clarksville

