



Market Profile

4580 Fort Campbell Blvd, Hopkinsville, Kentucky, 42240 2
 4580 Fort Campbell Blvd, Hopkinsville, Kentucky, 42240
 Rings: 20, 30 mile radii

Prepared by Esri
 Latitude: 36.81955
 Longitude: -87.47233

	20 miles	30 miles
Population Summary		
2000 Total Population	154,396	258,880
2010 Total Population	182,802	300,010
2020 Total Population	209,104	339,659
2020 Group Quarters	7,736	10,405
2025 Total Population	220,846	358,188
2020-2025 Annual Rate	1.10%	1.07%
2020 Total Daytime Population	219,234	334,963
Workers	100,481	141,716
Residents	118,753	193,247
Household Summary		
2000 Households	53,142	93,940
2000 Average Household Size	2.74	2.64
2010 Households	65,241	111,199
2010 Average Household Size	2.70	2.61
2020 Households	74,590	125,877
2020 Average Household Size	2.70	2.62
2025 Households	78,898	132,935
2025 Average Household Size	2.70	2.62
2020-2025 Annual Rate	1.13%	1.10%
2010 Families	47,108	79,195
2010 Average Family Size	3.17	3.09
2020 Families	53,163	88,295
2020 Average Family Size	3.18	3.10
2025 Families	55,967	92,700
2025 Average Family Size	3.19	3.11
2020-2025 Annual Rate	1.03%	0.98%
Housing Unit Summary		
2000 Housing Units	57,841	103,817
Owner Occupied Housing Units	53.8%	58.7%
Renter Occupied Housing Units	38.1%	31.7%
Vacant Housing Units	8.1%	9.5%
2010 Housing Units	72,746	125,544
Owner Occupied Housing Units	51.2%	55.7%
Renter Occupied Housing Units	38.5%	32.8%
Vacant Housing Units	10.3%	11.4%
2020 Housing Units	84,472	144,026
Owner Occupied Housing Units	48.4%	52.9%
Renter Occupied Housing Units	39.9%	34.5%
Vacant Housing Units	11.7%	12.6%
2025 Housing Units	90,395	153,302
Owner Occupied Housing Units	48.1%	52.6%
Renter Occupied Housing Units	39.2%	34.1%
Vacant Housing Units	12.7%	13.3%
Median Household Income		
2020	\$48,456	\$50,894
2025	\$51,558	\$53,778
Median Home Value		
2020	\$147,116	\$159,091
2025	\$160,623	\$174,654
Per Capita Income		
2020	\$23,006	\$25,319
2025	\$25,144	\$27,774
Median Age		
2010	28.4	31.4
2020	30.5	33.4
2025	30.6	34.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income		
Household Income Base	74,588	125,875
<\$15,000	12.0%	11.9%
\$15,000 - \$24,999	9.5%	9.4%
\$25,000 - \$34,999	14.6%	13.0%
\$35,000 - \$49,999	15.1%	14.6%
\$50,000 - \$74,999	20.3%	19.0%
\$75,000 - \$99,999	11.9%	12.2%
\$100,000 - \$149,999	12.1%	13.7%
\$150,000 - \$199,999	2.3%	3.4%
\$200,000+	2.2%	2.8%
Average Household Income	\$62,531	\$67,067
2025 Households by Income		
Household Income Base	78,896	132,933
<\$15,000	11.0%	10.9%
\$15,000 - \$24,999	8.8%	8.7%
\$25,000 - \$34,999	13.8%	12.4%
\$35,000 - \$49,999	14.5%	14.1%
\$50,000 - \$74,999	20.4%	18.9%
\$75,000 - \$99,999	12.6%	12.7%
\$100,000 - \$149,999	13.7%	15.1%
\$150,000 - \$199,999	2.8%	4.0%
\$200,000+	2.5%	3.3%
Average Household Income	\$68,541	\$73,646
2020 Owner Occupied Housing Units by Value		
Total	40,868	76,155
<\$50,000	6.0%	7.5%
\$50,000 - \$99,999	18.7%	16.9%
\$100,000 - \$149,999	26.9%	21.7%
\$150,000 - \$199,999	24.5%	21.3%
\$200,000 - \$249,999	12.5%	12.8%
\$250,000 - \$299,999	3.5%	5.2%
\$300,000 - \$399,999	4.8%	8.7%
\$400,000 - \$499,999	1.2%	2.8%
\$500,000 - \$749,999	1.0%	1.8%
\$750,000 - \$999,999	0.4%	0.6%
\$1,000,000 - \$1,499,999	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%
Average Home Value	\$169,976	\$192,351
2025 Owner Occupied Housing Units by Value		
Total	43,472	80,654
<\$50,000	4.7%	6.0%
\$50,000 - \$99,999	15.4%	14.0%
\$100,000 - \$149,999	24.4%	19.4%
\$150,000 - \$199,999	25.6%	21.5%
\$200,000 - \$249,999	14.8%	14.3%
\$250,000 - \$299,999	4.3%	6.1%
\$300,000 - \$399,999	6.4%	10.9%
\$400,000 - \$499,999	1.7%	3.7%
\$500,000 - \$749,999	1.4%	2.4%
\$750,000 - \$999,999	0.5%	0.7%
\$1,000,000 - \$1,499,999	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%
Average Home Value	\$187,271	\$212,978

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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2010 Population by Age		
Total	182,802	300,010
0 - 4	10.2%	8.7%
5 - 9	8.4%	7.7%
10 - 14	7.2%	7.0%
15 - 24	17.3%	16.0%
25 - 34	18.2%	15.8%
35 - 44	12.5%	12.8%
45 - 54	10.8%	12.4%
55 - 64	7.7%	9.5%
65 - 74	4.6%	5.9%
75 - 84	2.5%	3.2%
85 +	0.8%	1.1%
18 +	70.3%	72.6%
2020 Population by Age		
Total	209,105	339,661
0 - 4	9.2%	7.9%
5 - 9	8.5%	7.5%
10 - 14	7.6%	7.0%
15 - 24	14.9%	13.9%
25 - 34	17.9%	16.4%
35 - 44	14.2%	13.4%
45 - 54	9.7%	10.9%
55 - 64	8.7%	10.6%
65 - 74	5.8%	7.6%
75 - 84	2.8%	3.6%
85 +	1.0%	1.3%
18 +	71.1%	74.0%
2025 Population by Age		
Total	220,847	358,188
0 - 4	9.2%	7.9%
5 - 9	8.3%	7.4%
10 - 14	7.8%	7.2%
15 - 24	15.3%	14.0%
25 - 34	16.4%	14.9%
35 - 44	15.1%	14.5%
45 - 54	9.6%	10.5%
55 - 64	8.0%	9.9%
65 - 74	6.1%	8.2%
75 - 84	3.1%	4.3%
85 +	1.0%	1.3%
18 +	70.6%	73.7%
2010 Population by Sex		
Males	91,030	148,290
Females	91,772	151,720
2020 Population by Sex		
Males	104,427	168,157
Females	104,677	171,502
2025 Population by Sex		
Males	110,220	177,291
Females	110,626	180,897

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2010 Population by Race/Ethnicity		
Total	182,802	300,010
White Alone	68.2%	75.0%
Black Alone	21.9%	17.1%
American Indian Alone	0.6%	0.5%
Asian Alone	1.8%	1.5%
Pacific Islander Alone	0.5%	0.3%
Some Other Race Alone	2.7%	2.0%
Two or More Races	4.4%	3.6%
Hispanic Origin	8.4%	6.4%
Diversity Index	56.6	47.9
2020 Population by Race/Ethnicity		
Total	209,103	339,659
White Alone	64.2%	71.4%
Black Alone	23.2%	18.4%
American Indian Alone	0.7%	0.6%
Asian Alone	2.2%	1.8%
Pacific Islander Alone	0.5%	0.4%
Some Other Race Alone	3.5%	2.7%
Two or More Races	5.7%	4.7%
Hispanic Origin	11.7%	9.0%
Diversity Index	63.0	54.5
2025 Population by Race/Ethnicity		
Total	220,846	358,188
White Alone	62.2%	69.5%
Black Alone	23.7%	19.0%
American Indian Alone	0.7%	0.6%
Asian Alone	2.4%	2.0%
Pacific Islander Alone	0.6%	0.4%
Some Other Race Alone	3.9%	3.0%
Two or More Races	6.6%	5.5%
Hispanic Origin	13.3%	10.3%
Diversity Index	65.9	57.7
2010 Population by Relationship and Household Type		
Total	182,802	300,010
In Households	96.2%	96.9%
In Family Households	83.9%	83.8%
Householder	25.8%	26.4%
Spouse	18.3%	19.3%
Child	34.5%	32.8%
Other relative	3.0%	3.0%
Nonrelative	2.3%	2.3%
In Nonfamily Households	12.3%	13.1%
In Group Quarters	3.8%	3.1%
Institutionalized Population	0.8%	0.9%
Noninstitutionalized Population	2.9%	2.2%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment		
Total	125,253	216,470
Less than 9th Grade	3.3%	3.2%
9th - 12th Grade, No Diploma	5.7%	6.0%
High School Graduate	23.5%	25.2%
GED/Alternative Credential	5.3%	5.6%
Some College, No Degree	28.2%	25.7%
Associate Degree	11.6%	10.3%
Bachelor's Degree	14.6%	15.3%
Graduate/Professional Degree	7.6%	8.7%
2020 Population 15+ by Marital Status		
Total	156,316	263,575
Never Married	29.9%	28.4%
Married	54.3%	54.9%
Widowed	4.1%	5.0%
Divorced	11.6%	11.8%
2020 Civilian Population 16+ in Labor Force		
Civilian Population 16+	84,754	146,735
Population 16+ Employed	84.9%	85.9%
Population 16+ Unemployment rate	15.1%	14.1%
Population 16-24 Employed	12.9%	12.7%
Population 16-24 Unemployment rate	24.0%	22.5%
Population 25-54 Employed	70.7%	68.5%
Population 25-54 Unemployment rate	14.1%	13.2%
Population 55-64 Employed	13.0%	14.7%
Population 55-64 Unemployment rate	11.5%	11.1%
Population 65+ Employed	3.3%	4.1%
Population 65+ Unemployment rate	10.4%	10.7%
2020 Employed Population 16+ by Industry		
Total	71,959	126,035
Agriculture/Mining	2.1%	2.1%
Construction	5.8%	7.0%
Manufacturing	15.5%	14.8%
Wholesale Trade	1.4%	1.5%
Retail Trade	10.7%	10.7%
Transportation/Utilities	6.0%	6.2%
Information	1.1%	1.0%
Finance/Insurance/Real Estate	4.3%	4.8%
Services	43.4%	43.5%
Public Administration	9.6%	8.3%
2020 Employed Population 16+ by Occupation		
Total	71,958	126,036
White Collar	51.8%	54.6%
Management/Business/Financial	10.7%	11.4%
Professional	18.2%	20.0%
Sales	8.8%	9.2%
Administrative Support	14.1%	14.0%
Services	18.6%	16.8%
Blue Collar	29.6%	28.6%
Farming/Forestry/Fishing	0.7%	0.7%
Construction/Extraction	5.2%	5.9%
Installation/Maintenance/Repair	4.1%	3.9%
Production	11.9%	10.3%
Transportation/Material Moving	7.7%	7.7%

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2010 Households by Type		
Total	65,240	111,198
Households with 1 Person	22.7%	23.7%
Households with 2+ People	77.3%	76.3%
Family Households	72.2%	71.2%
Husband-wife Families	51.4%	52.1%
With Related Children	27.1%	25.0%
Other Family (No Spouse Present)	20.8%	19.1%
Other Family with Male Householder	4.6%	4.6%
With Related Children	2.9%	2.9%
Other Family with Female Householder	16.3%	14.6%
With Related Children	12.6%	10.9%
Nonfamily Households	5.1%	5.1%
All Households with Children	43.3%	39.3%
Multigenerational Households	4.2%	4.0%
Unmarried Partner Households	5.8%	5.8%
Male-female	5.3%	5.2%
Same-sex	0.5%	0.5%
2010 Households by Size		
Total	65,240	111,198
1 Person Household	22.7%	23.7%
2 Person Household	30.9%	32.9%
3 Person Household	19.4%	18.6%
4 Person Household	15.4%	14.4%
5 Person Household	7.3%	6.6%
6 Person Household	2.7%	2.4%
7 + Person Household	1.6%	1.4%
2010 Households by Tenure and Mortgage Status		
Total	65,241	111,199
Owner Occupied	57.1%	62.9%
Owned with a Mortgage/Loan	42.6%	44.0%
Owned Free and Clear	14.5%	18.9%
Renter Occupied	42.9%	37.1%
2020 Affordability, Mortgage and Wealth		
Housing Affordability Index	184	179
Percent of Income for Mortgage	12.7%	13.1%
Wealth Index	50	61
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	72,746	125,544
Housing Units Inside Urbanized Area	56.3%	49.5%
Housing Units Inside Urbanized Cluster	21.8%	14.6%
Rural Housing Units	21.9%	35.9%
2010 Population By Urban/ Rural Status		
Total Population	182,802	300,010
Population Inside Urbanized Area	60.2%	52.8%
Population Inside Urbanized Cluster	19.1%	13.4%
Rural Population	20.7%	33.7%

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.	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Bright Young Professionals	Bright Young Professionals (8C)
3.	Middleburg (4C)	Middleburg (4C)
2020 Consumer Spending		
Apparel & Services: Total \$	\$114,889,588	\$204,530,230
Average Spent	\$1,540.28	\$1,624.84
Spending Potential Index	72	76
Education: Total \$	\$84,825,525	\$152,746,199
Average Spent	\$1,137.22	\$1,213.46
Spending Potential Index	64	68
Entertainment/Recreation: Total \$	\$170,849,061	\$313,996,411
Average Spent	\$2,290.51	\$2,494.47
Spending Potential Index	70	77
Food at Home: Total \$	\$285,180,786	\$519,510,038
Average Spent	\$3,823.31	\$4,127.12
Spending Potential Index	72	77
Food Away from Home: Total \$	\$202,412,187	\$362,586,349
Average Spent	\$2,713.66	\$2,880.48
Spending Potential Index	72	76
Health Care: Total \$	\$306,999,115	\$568,222,228
Average Spent	\$4,115.82	\$4,514.11
Spending Potential Index	72	79
HH Furnishings & Equipment: Total \$	\$116,744,686	\$211,150,068
Average Spent	\$1,565.15	\$1,677.43
Spending Potential Index	72	77
Personal Care Products & Services: Total \$	\$49,289,415	\$87,999,979
Average Spent	\$660.80	\$699.09
Spending Potential Index	72	76
Shelter: Total \$	\$983,221,149	\$1,748,694,239
Average Spent	\$13,181.68	\$13,892.09
Spending Potential Index	68	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$126,023,111	\$233,520,245
Average Spent	\$1,689.54	\$1,855.15
Spending Potential Index	72	79
Travel: Total \$	\$120,371,412	\$218,120,424
Average Spent	\$1,613.77	\$1,732.81
Spending Potential Index	67	72
Vehicle Maintenance & Repairs: Total \$	\$63,090,060	\$115,542,757
Average Spent	\$845.82	\$917.90
Spending Potential Index	73	79

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.