



# Market Profile

4580 Fort Campbell Blvd, Hopkinsville, Kentucky, 42240  
Rings: 5, 10 mile radii

Prepared by Esri  
Latitude: 36.81955  
Longitude: -87.47233

	5 miles	10 miles
<b>Population Summary</b>		
2000 Total Population	32,997	41,922
2010 Total Population	34,202	44,229
2020 Total Population	34,253	44,437
2020 Group Quarters	1,415	1,485
2025 Total Population	33,550	43,533
2020-2025 Annual Rate	-0.41%	-0.41%
2020 Total Daytime Population	42,531	61,100
Workers	21,478	33,956
Residents	21,053	27,144
<b>Household Summary</b>		
2000 Households	13,175	16,468
2000 Average Household Size	2.41	2.47
2010 Households	13,905	17,609
2010 Average Household Size	2.36	2.43
2020 Households	13,928	17,676
2020 Average Household Size	2.36	2.43
2025 Households	13,619	17,286
2025 Average Household Size	2.36	2.43
2020-2025 Annual Rate	-0.45%	-0.45%
2010 Families	8,848	11,594
2010 Average Family Size	2.95	3.00
2020 Families	8,707	11,448
2020 Average Family Size	2.97	3.01
2025 Families	8,472	11,143
2025 Average Family Size	2.98	3.02
2020-2025 Annual Rate	-0.55%	-0.54%
<b>Housing Unit Summary</b>		
2000 Housing Units	14,385	17,972
Owner Occupied Housing Units	53.6%	56.7%
Renter Occupied Housing Units	38.0%	34.9%
Vacant Housing Units	8.4%	8.4%
2010 Housing Units	15,560	19,670
Owner Occupied Housing Units	47.7%	52.0%
Renter Occupied Housing Units	41.6%	37.5%
Vacant Housing Units	10.6%	10.5%
2020 Housing Units	16,185	20,426
Owner Occupied Housing Units	40.3%	44.8%
Renter Occupied Housing Units	45.7%	41.8%
Vacant Housing Units	13.9%	13.5%
2025 Housing Units	16,460	20,769
Owner Occupied Housing Units	38.8%	43.1%
Renter Occupied Housing Units	43.9%	40.2%
Vacant Housing Units	17.3%	16.8%
<b>Median Household Income</b>		
2020	\$36,241	\$38,976
2025	\$37,597	\$40,969
<b>Median Home Value</b>		
2020	\$132,085	\$138,096
2025	\$151,732	\$159,917
<b>Per Capita Income</b>		
2020	\$24,229	\$24,859
2025	\$26,179	\$27,192
<b>Median Age</b>		
2010	36.3	36.5
2020	37.9	38.1
2025	39.0	39.1

**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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<b>2020 Households by Income</b>		
Household Income Base	13,928	17,676
<\$15,000	17.4%	16.0%
\$15,000 - \$24,999	13.3%	12.8%
\$25,000 - \$34,999	17.6%	16.3%
\$35,000 - \$49,999	14.3%	14.4%
\$50,000 - \$74,999	14.8%	15.6%
\$75,000 - \$99,999	7.3%	8.1%
\$100,000 - \$149,999	9.7%	10.7%
\$150,000 - \$199,999	1.4%	1.8%
\$200,000+	4.2%	4.2%
Average Household Income	\$59,367	\$62,066
<b>2025 Households by Income</b>		
Household Income Base	13,619	17,286
<\$15,000	16.5%	15.1%
\$15,000 - \$24,999	12.9%	12.2%
\$25,000 - \$34,999	17.4%	16.0%
\$35,000 - \$49,999	14.2%	14.1%
\$50,000 - \$74,999	14.9%	15.6%
\$75,000 - \$99,999	7.4%	8.2%
\$100,000 - \$149,999	10.6%	11.9%
\$150,000 - \$199,999	1.6%	2.2%
\$200,000+	4.6%	4.8%
Average Household Income	\$64,290	\$68,031
<b>2020 Owner Occupied Housing Units by Value</b>		
Total	6,526	9,148
<\$50,000	10.3%	9.8%
\$50,000 - \$99,999	26.3%	24.3%
\$100,000 - \$149,999	20.9%	20.8%
\$150,000 - \$199,999	19.8%	18.8%
\$200,000 - \$249,999	6.4%	8.9%
\$250,000 - \$299,999	4.2%	4.0%
\$300,000 - \$399,999	9.7%	8.6%
\$400,000 - \$499,999	1.8%	2.1%
\$500,000 - \$749,999	0.6%	1.8%
\$750,000 - \$999,999	0.0%	0.4%
\$1,000,000 - \$1,499,999	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$156,179	\$170,461
<b>2025 Owner Occupied Housing Units by Value</b>		
Total	6,386	8,943
<\$50,000	8.8%	8.0%
\$50,000 - \$99,999	22.0%	19.8%
\$100,000 - \$149,999	18.4%	18.2%
\$150,000 - \$199,999	21.5%	20.2%
\$200,000 - \$249,999	7.4%	10.4%
\$250,000 - \$299,999	5.1%	4.9%
\$300,000 - \$399,999	13.0%	11.6%
\$400,000 - \$499,999	2.7%	3.1%
\$500,000 - \$749,999	0.8%	2.7%
\$750,000 - \$999,999	0.0%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$175,086	\$194,698

**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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<b>2010 Population by Age</b>		
Total	34,203	44,228
0 - 4	7.7%	7.7%
5 - 9	6.9%	7.2%
10 - 14	6.5%	6.7%
15 - 24	13.7%	13.3%
25 - 34	13.6%	13.3%
35 - 44	12.0%	12.2%
45 - 54	13.6%	13.7%
55 - 64	11.6%	11.8%
65 - 74	7.2%	7.3%
75 - 84	5.1%	4.9%
85 +	2.2%	1.9%
18 +	74.8%	74.3%
<b>2020 Population by Age</b>		
Total	34,255	44,437
0 - 4	6.9%	6.9%
5 - 9	6.8%	6.9%
10 - 14	6.8%	6.9%
15 - 24	12.0%	11.8%
25 - 34	13.8%	13.4%
35 - 44	12.6%	12.6%
45 - 54	11.3%	11.5%
55 - 64	12.3%	12.6%
65 - 74	9.6%	9.8%
75 - 84	5.4%	5.2%
85 +	2.7%	2.4%
18 +	75.9%	75.6%
<b>2025 Population by Age</b>		
Total	33,551	43,531
0 - 4	6.7%	6.7%
5 - 9	6.6%	6.7%
10 - 14	6.8%	7.0%
15 - 24	12.3%	12.2%
25 - 34	12.2%	11.9%
35 - 44	13.3%	13.2%
45 - 54	11.3%	11.4%
55 - 64	11.5%	11.7%
65 - 74	10.3%	10.5%
75 - 84	6.3%	6.2%
85 +	2.7%	2.5%
18 +	76.1%	75.6%
<b>2010 Population by Sex</b>		
Males	16,138	21,127
Females	18,064	23,102
<b>2020 Population by Sex</b>		
Males	16,318	21,416
Females	17,934	23,021
<b>2025 Population by Sex</b>		
Males	16,077	21,098
Females	17,473	22,435

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<b>2010 Population by Race/Ethnicity</b>		
Total	34,202	44,229
White Alone	64.1%	69.0%
Black Alone	30.7%	26.1%
American Indian Alone	0.4%	0.3%
Asian Alone	1.0%	0.9%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	1.4%	1.2%
Two or More Races	2.4%	2.3%
Hispanic Origin	3.5%	3.2%
Diversity Index	53.0	48.9
<b>2020 Population by Race/Ethnicity</b>		
Total	34,252	44,436
White Alone	60.8%	65.9%
Black Alone	31.9%	27.3%
American Indian Alone	0.4%	0.4%
Asian Alone	1.7%	1.6%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	1.9%	1.7%
Two or More Races	3.2%	3.0%
Hispanic Origin	5.1%	4.6%
Diversity Index	57.4	53.6
<b>2025 Population by Race/Ethnicity</b>		
Total	33,550	43,534
White Alone	59.6%	64.7%
Black Alone	32.0%	27.4%
American Indian Alone	0.4%	0.4%
Asian Alone	2.1%	2.0%
Pacific Islander Alone	0.2%	0.1%
Some Other Race Alone	2.1%	1.9%
Two or More Races	3.6%	3.5%
Hispanic Origin	6.1%	5.5%
Diversity Index	59.4	55.7
<b>2010 Population by Relationship and Household Type</b>		
Total	34,202	44,229
In Households	95.9%	96.6%
In Family Households	78.7%	80.8%
Householder	25.8%	26.3%
Spouse	16.2%	17.5%
Child	31.3%	31.7%
Other relative	3.2%	3.0%
Nonrelative	2.3%	2.3%
In Nonfamily Households	17.1%	15.8%
In Group Quarters	4.1%	3.4%
Institutionalized Population	3.5%	2.9%
Noninstitutionalized Population	0.6%	0.5%

**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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<b>2020 Population 25+ by Educational Attainment</b>		
Total	23,168	29,979
Less than 9th Grade	4.7%	4.8%
9th - 12th Grade, No Diploma	9.2%	8.5%
High School Graduate	25.3%	25.6%
GED/Alternative Credential	5.9%	6.5%
Some College, No Degree	23.3%	23.5%
Associate Degree	11.6%	11.7%
Bachelor's Degree	10.0%	9.8%
Graduate/Professional Degree	10.0%	9.7%
<b>2020 Population 15+ by Marital Status</b>		
Total	27,264	35,239
Never Married	32.5%	30.3%
Married	44.5%	48.1%
Widowed	8.3%	7.7%
Divorced	14.7%	13.9%
<b>2020 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+	15,906	20,596
Population 16+ Employed	80.4%	81.4%
Population 16+ Unemployment rate	19.6%	18.6%
Population 16-24 Employed	11.2%	11.4%
Population 16-24 Unemployment rate	34.5%	31.7%
Population 25-54 Employed	62.3%	61.8%
Population 25-54 Unemployment rate	19.4%	18.7%
Population 55-64 Employed	19.5%	19.6%
Population 55-64 Unemployment rate	11.9%	11.5%
Population 65+ Employed	7.0%	7.1%
Population 65+ Unemployment rate	10.7%	10.6%
<b>2020 Employed Population 16+ by Industry</b>		
Total	12,790	16,758
Agriculture/Mining	2.0%	3.6%
Construction	3.6%	4.9%
Manufacturing	20.9%	20.4%
Wholesale Trade	1.4%	1.6%
Retail Trade	9.7%	9.8%
Transportation/Utilities	4.3%	4.2%
Information	1.3%	1.4%
Finance/Insurance/Real Estate	4.4%	3.9%
Services	46.4%	44.5%
Public Administration	5.9%	5.8%
<b>2020 Employed Population 16+ by Occupation</b>		
Total	12,791	16,758
White Collar	53.4%	53.2%
Management/Business/Financial	9.4%	10.4%
Professional	22.5%	21.5%
Sales	8.6%	8.3%
Administrative Support	12.9%	13.0%
Services	17.5%	16.5%
Blue Collar	29.1%	30.3%
Farming/Forestry/Fishing	0.6%	1.2%
Construction/Extraction	3.6%	4.8%
Installation/Maintenance/Repair	2.5%	2.5%
Production	14.4%	14.2%
Transportation/Material Moving	8.0%	7.5%

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January 19, 2021



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<b>2010 Households by Type</b>		
Total	13,906	17,609
Households with 1 Person	31.6%	29.7%
Households with 2+ People	68.4%	70.3%
Family Households	63.6%	65.8%
Husband-wife Families	39.9%	43.9%
With Related Children	16.2%	18.1%
Other Family (No Spouse Present)	23.7%	21.9%
Other Family with Male Householder	4.3%	4.3%
With Related Children	2.4%	2.5%
Other Family with Female Householder	19.4%	17.6%
With Related Children	14.0%	12.7%
Nonfamily Households	4.7%	4.5%
All Households with Children	33.2%	33.8%
Multigenerational Households	3.9%	3.8%
Unmarried Partner Households	5.9%	5.7%
Male-female	5.5%	5.2%
Same-sex	0.4%	0.5%
<b>2010 Households by Size</b>		
Total	13,905	17,610
1 Person Household	31.6%	29.7%
2 Person Household	32.5%	33.1%
3 Person Household	16.4%	16.8%
4 Person Household	11.5%	12.0%
5 Person Household	5.1%	5.2%
6 Person Household	1.7%	1.8%
7 + Person Household	1.1%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	13,905	17,609
Owner Occupied	53.4%	58.1%
Owned with a Mortgage/Loan	34.2%	37.1%
Owned Free and Clear	19.2%	21.0%
Renter Occupied	46.6%	41.9%
<b>2020 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index	154	159
Percent of Income for Mortgage	15.2%	14.8%
Wealth Index	57	60
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	15,560	19,670
Housing Units Inside Urbanized Area	0.0%	0.1%
Housing Units Inside Urbanized Cluster	91.8%	75.0%
Rural Housing Units	8.2%	24.9%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	34,202	44,229
Population Inside Urbanized Area	0.0%	0.2%
Population Inside Urbanized Cluster	91.7%	73.4%
Rural Population	8.3%	26.4%

**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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<b>Top 3 Tapestry Segments</b>		
1.	Midlife Constants (5E)	Midlife Constants (5E)
2.	Hardscrabble Road (8G)	Hardscrabble Road (8G)
3.	Comfortable Empty Nesters	Southern Satellites (10A)
<b>2020 Consumer Spending</b>		
Apparel & Services: Total \$	\$19,919,202	\$26,298,606
Average Spent	\$1,430.16	\$1,487.81
Spending Potential Index	67	69
Education: Total \$	\$15,376,575	\$20,221,626
Average Spent	\$1,104.00	\$1,144.02
Spending Potential Index	62	64
Entertainment/Recreation: Total \$	\$30,785,245	\$40,962,773
Average Spent	\$2,210.31	\$2,317.42
Spending Potential Index	68	71
Food at Home: Total \$	\$50,929,042	\$67,512,315
Average Spent	\$3,656.59	\$3,819.43
Spending Potential Index	68	72
Food Away from Home: Total \$	\$34,916,527	\$46,324,307
Average Spent	\$2,506.93	\$2,620.75
Spending Potential Index	67	70
Health Care: Total \$	\$56,853,932	\$75,822,899
Average Spent	\$4,081.99	\$4,289.60
Spending Potential Index	71	75
HH Furnishings & Equipment: Total \$	\$20,507,904	\$27,269,903
Average Spent	\$1,472.42	\$1,542.76
Spending Potential Index	67	71
Personal Care Products & Services: Total \$	\$8,709,706	\$11,517,123
Average Spent	\$625.34	\$651.57
Spending Potential Index	68	71
Shelter: Total \$	\$173,811,926	\$227,830,035
Average Spent	\$12,479.32	\$12,889.23
Spending Potential Index	64	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,236,375	\$29,724,844
Average Spent	\$1,596.52	\$1,681.65
Spending Potential Index	68	72
Travel: Total \$	\$21,331,790	\$28,307,505
Average Spent	\$1,531.58	\$1,601.47
Spending Potential Index	64	66
Vehicle Maintenance & Repairs: Total \$	\$11,472,589	\$15,111,124
Average Spent	\$823.71	\$854.89
Spending Potential Index	71	74

**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.