

HOPKINSVILLE, KENTUCKY HOUSING NEEDS ASSESSMENT

JULY 2025



**BOWEN
NATIONAL
RESEARCH**

Trusted Service | National Experience

PRIMARY CONTACT: Patrick Bowen

patrickb@bowennational.com

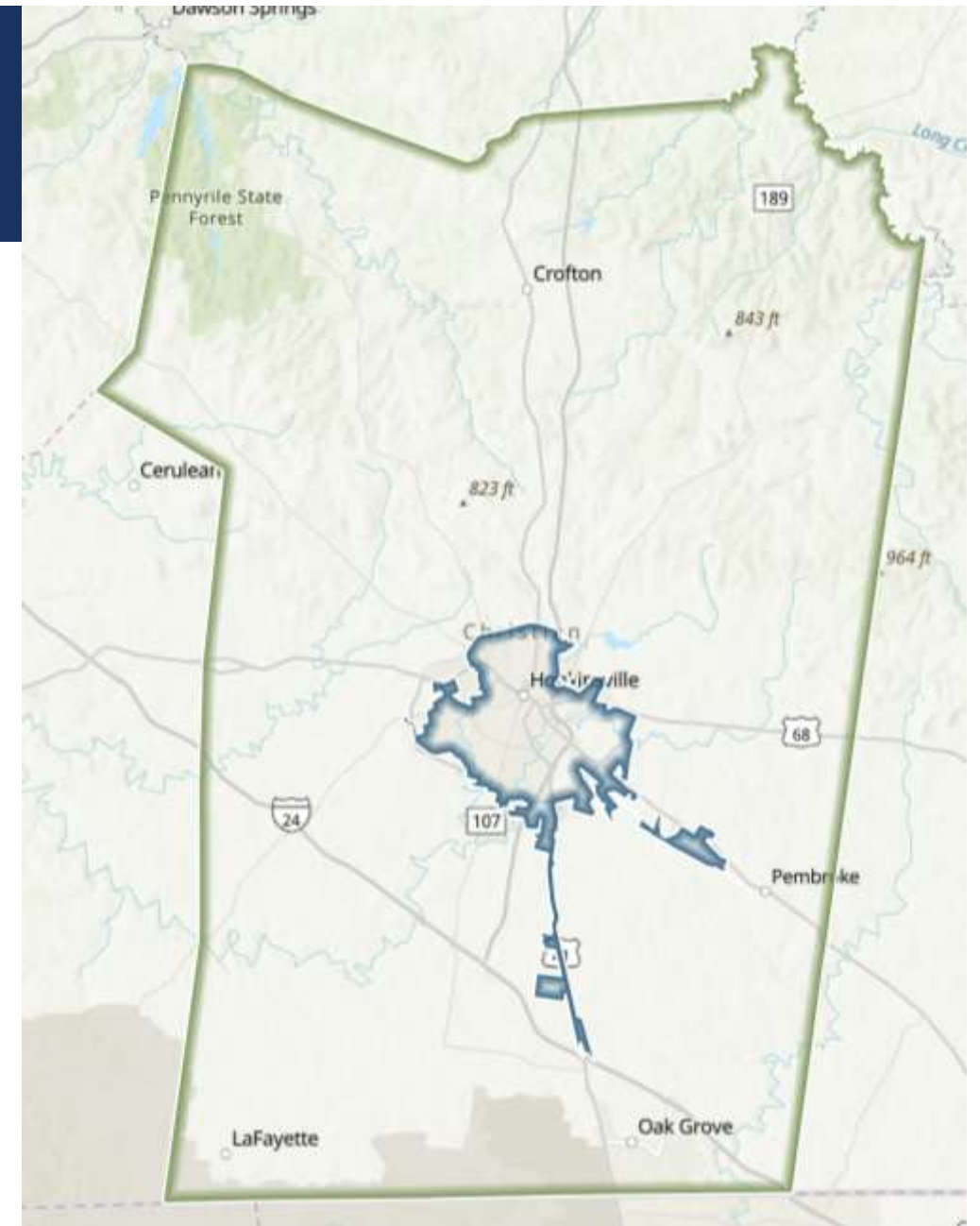
614-833-9300

Geographical Study Areas

Primary Study Area (PSA):
Entire city of Hopkinsville, Kentucky

Secondary Study Area (SSA):
Balance of Christian County

*State and national data is provided as a
base of comparison for selected topics.*



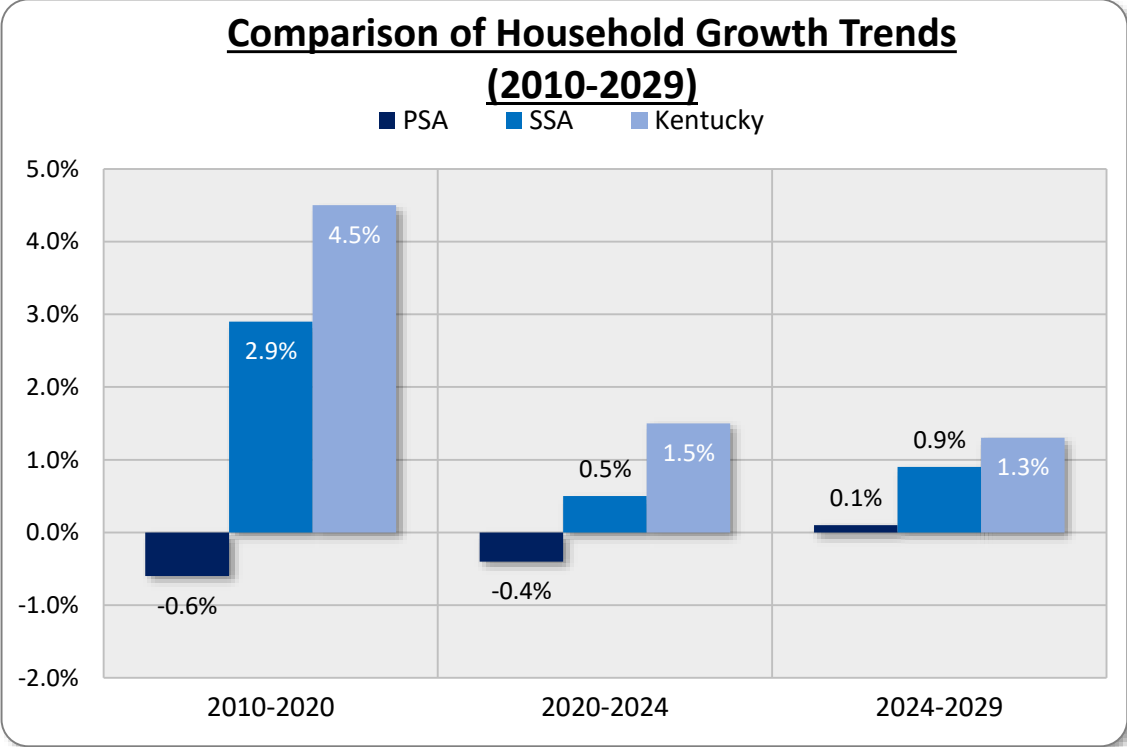
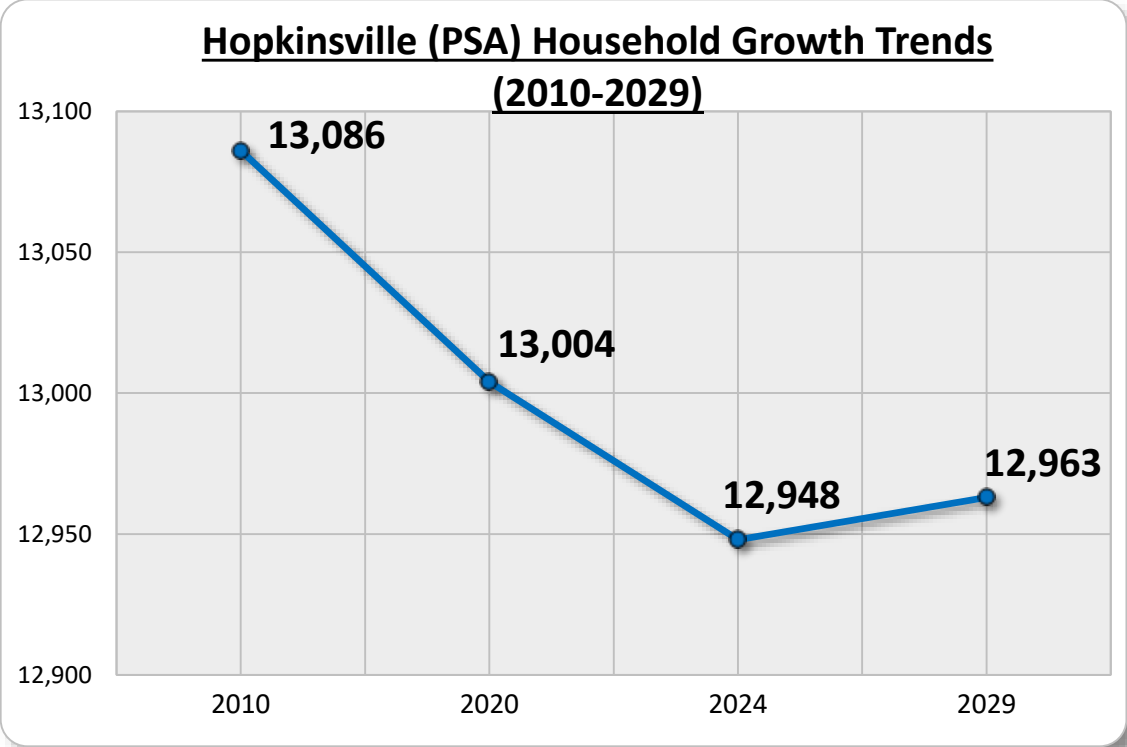
Scope of Work

- **Demographic** Characteristics and Trends
- **Economic** Conditions, Investments and Initiatives
- **Housing Stock** Availability, Costs, Performance, and Conditions
 - Survey of 42 Multifamily Apartments
 - Inventory of 76 Available Non-Conventional Rentals
 - Inventory of 2,167 Recently Sold (Since 2021) Housing Units
 - Inventory of 159 Currently Available For-Sale Housing Units
 - Identification of 401 Residential Units Exhibiting Blight
 - Identification of 619 Residential Housing Units in the Development Pipeline
- **Community Input** (Survey of Stakeholders and Employers)
 - A Total of 44 People Participated
- **Housing Gap Estimates** for Rental and For-Sale Product by Various Levels of Affordability
- **Recommendations** on how to Address Housing Issues and Opportunities

Over 100 points of contact were made as part of the study!

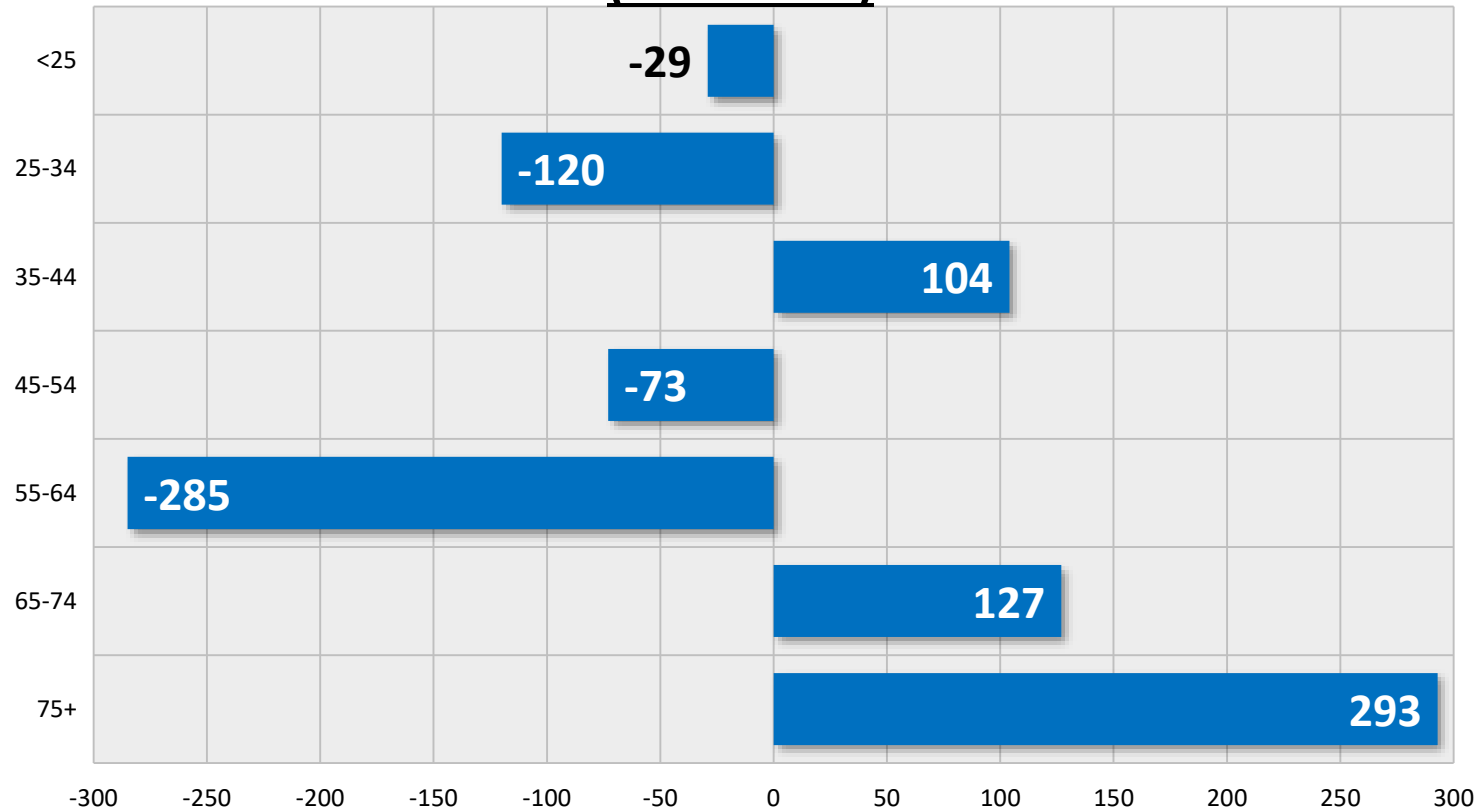
Demographics – Overall Household Growth Trends

Although the **number of households** in the city **declined slightly between 2010 & 2024**, it is **projected** that the number of **households will increase** modestly between 2024 and 2029. While positive, the **projected household growth rate of Hopkinsville (0.1%)** is **lower than** the projected growth rates of the **surrounding SSA (0.9%)** and **State (1.3%)**.



Demographics – Change in Households by Age Cohort (2024-2029)

Hopkinsville (PSA) Change in Household Heads by Age
(2024-2029)

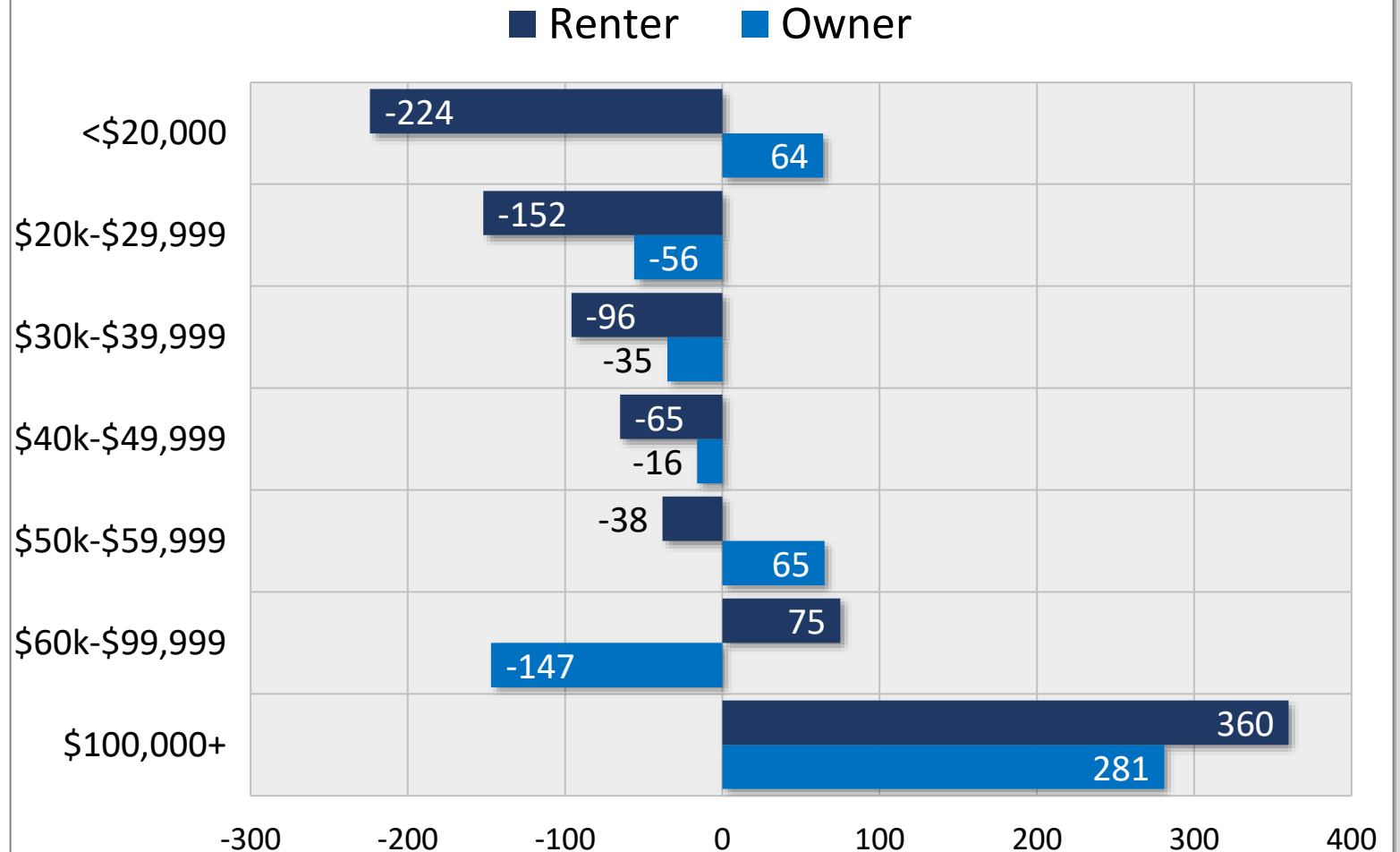


Hopkinsville's **greatest household growth by age cohort** is projected to occur among households **ages 65 and older**, along with **notable growth** among households between the **ages of 35 and 44**. These projected **changes mirror state and national trends** and will impact the **type of housing needed** in the years ahead.

Demographics – Renter and OWNER Household Growth by Income

- All renter household growth is projected to be among those earning **\$60k+** between 2024 & 2029, while the majority (55.0%) of renter households will earn less than \$50k in 2029.
- Most owner household growth is projected to be among those earning \$50k to \$59k and \$100k+ between 2024 & 2029, while the majority (57.3%) of owner households will earn \$60k or more in 2029.

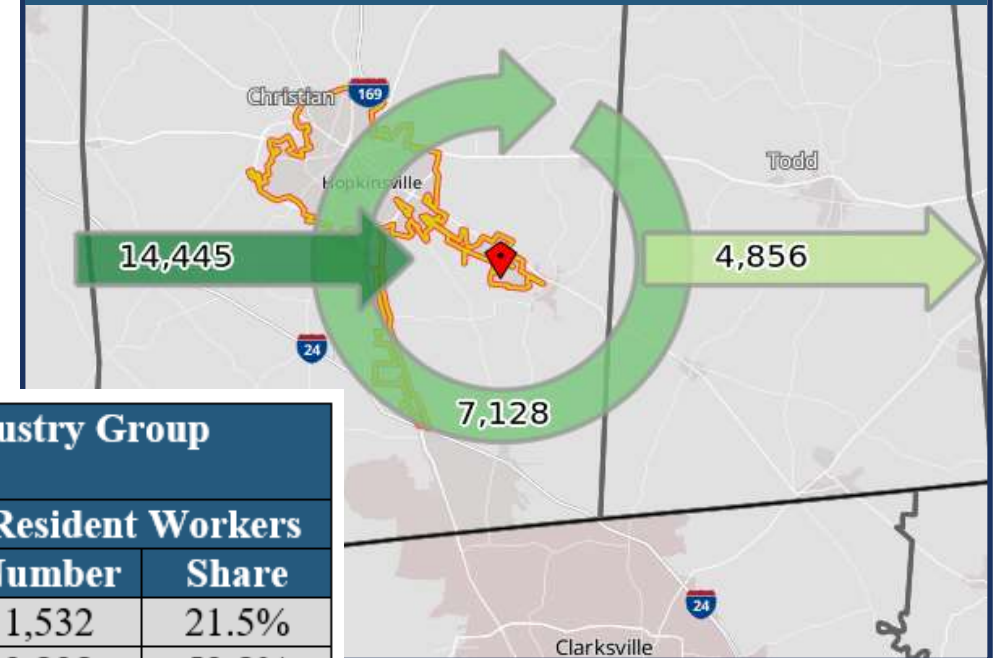
Hopkinsville (PSA) Change in Households by Tenure & Income
(2024-2029)



Potential Commuter Impact

14,445 people commute into Hopkinsville each day for work, representing 67.0% of the people employed in the city. Over half of these inflow workers are between the **ages of 30 and 54** and nearly half (49.5%) **earn over \$40,000 annually**. Inflow workers represent **potential support for housing**.

Workforce Commuting Patterns



**Hopkinsville, KY: Commuting Flow Analysis by Earnings, Age and Industry Group
(2022, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,354	27.9%	3,493	24.2%	1,532	21.5%
Ages 30 to 54	2,481	51.1%	7,860	54.4%	3,838	53.8%
Ages 55 or older	1,021	21.0%	3,092	21.4%	1,758	24.7%
Earning <\$1,250 per month	1,216	25.0%	2,688	18.6%	1,447	20.3%
Earning \$1,251 to \$3,333	1,729	35.6%	4,610	31.9%	2,290	32.1%
Earning \$3,333+ per month	1,911	39.4%	7,147	49.5%	3,391	47.6%
Total Worker Flow	4,856	100.0%	14,445	100.0%	7,128	100.0%

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

Note: Figures do not include contract employees and self-employed workers

Fair Market Rent:
\$1,246

Wages and Housing Affordability

Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force
(Clarksville, TN-KY Metropolitan Statistical Area)

Median List Price:
\$229,900

Occupation Sector, Title & Wages*					Housing Affordability**			
Sector Group (Code)	Labor Force Share	Occupation Title	Annual Wages		Max. Monthly Rent		Max. Purchase Price	
			Lower Quartile	Median	Lower Quartile	Median	Lower Quartile	Median
Sales and Related (41)	3.1%	Retail Salespersons	\$23,030	\$28,890	\$576	\$722	\$76,767	\$96,300
	3.0%	Cashiers	\$22,230	\$26,470	\$556	\$662	\$74,100	\$88,233
	1.0%	First-Line Supervisors, Retail	\$32,370	\$40,000	\$809	\$1,000	\$107,900	\$133,333
Food Preparation/ Serving (35)	3.5%	Fast Food/Counter Workers	\$22,030	\$26,890	\$551	\$672	\$73,433	\$89,633
	1.9%	Waiters and Waitresses	\$18,270	\$24,760	\$457	\$619	\$60,900	\$82,533
	1.2%	First-Line Supervisors, Food Prep	\$29,390	\$35,360	\$735	\$884	\$97,967	\$117,867
	1.1%	Cooks, Fast Food	\$21,910	\$26,430	\$548	\$661	\$73,033	\$88,100
	1.0%	Cooks, Restaurant	\$27,340	\$29,750	\$684	\$744	\$91,133	\$99,167
	0.8%	Food Prep Workers	\$22,740	\$27,100	\$569	\$678	\$75,800	\$90,333
Office and Administrative Support (43)	1.5%	Office Clerks, General	\$29,070	\$35,080	\$727	\$877	\$96,900	\$116,933
	1.3%	Bookkeeping/Auditing Clerks	\$35,360	\$43,370	\$884	\$1,084	\$117,867	\$144,567
	1.3%	First-Line Supervisors, Office	\$42,860	\$53,680	\$1,072	\$1,342	\$142,867	\$178,933
	1.1%	Secretaries/Administrative Assts.	\$32,590	\$37,880	\$815	\$947	\$108,633	\$126,267
	0.7%	Receptionists/Information Clerks	\$24,150	\$29,350	\$604	\$734	\$80,500	\$97,833
Production Occupations (51)	2.2%	Misc. Assemblers/Fabricators	\$35,540	\$38,610	\$889	\$965	\$118,467	\$128,700
	2.0%	Customer Service Reps	\$28,840	\$34,350	\$721	\$859	\$96,133	\$114,500
	0.8%	Inspectors/Testers/Samplers	\$35,560	\$44,010	\$889	\$1,100	\$118,533	\$146,700
	0.7%	First-Line Supervisors, Production	\$51,730	\$63,590	\$1,293	\$1,590	\$172,433	\$211,967
	0.7%	Production Workers, All Other	\$36,370	\$46,080	\$909	\$1,152	\$121,233	\$153,600

Wages and Housing Affordability

Fair Market Rent:
\$1,246

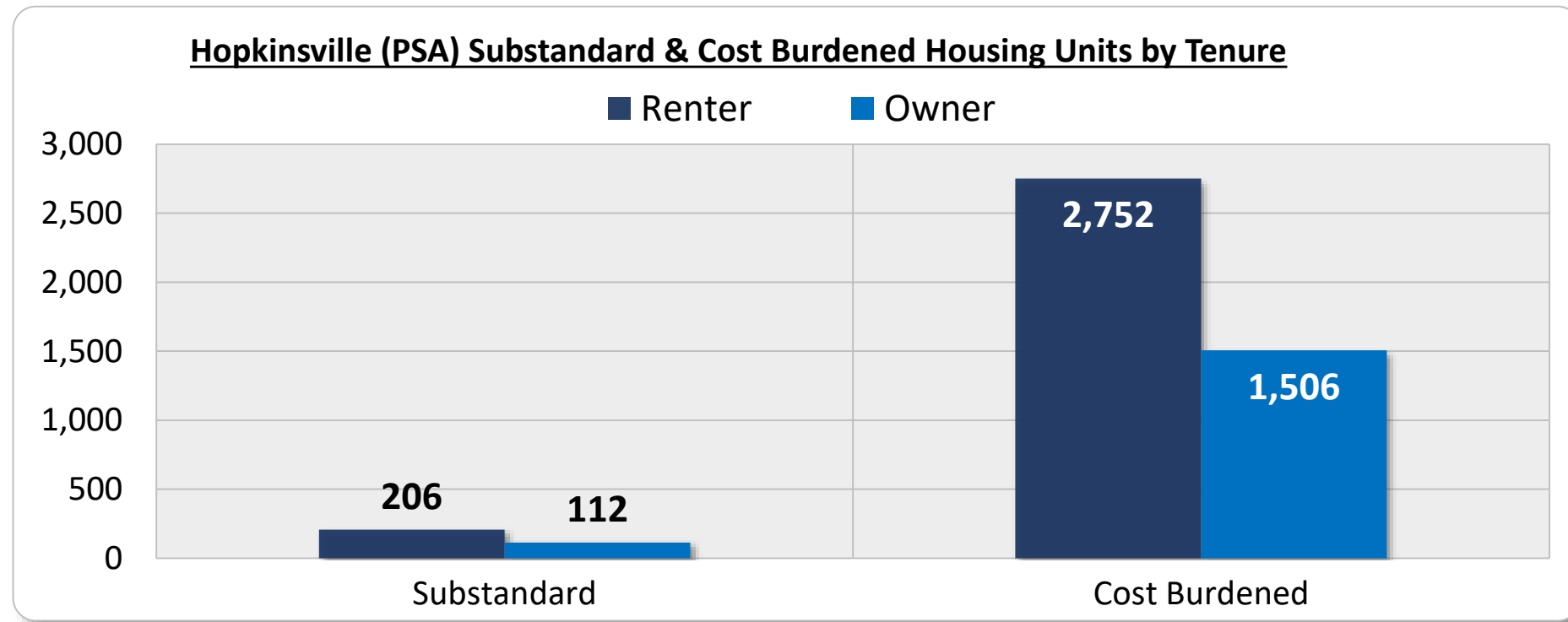
Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force
(Clarksville, TN-KY Metropolitan Statistical Area)

Median List Price:
\$229,900

Occupation Sector, Title & Wages*					Housing Affordability**			
Sector Group (Code)	Labor Force Share	Occupation Title	Annual Wages		Max. Monthly Rent		Max. Purchase Price	
			Lower Quartile	Median	Lower Quartile	Median	Lower Quartile	Median
Transportation Material Moving (53)	2.8%	Stockers/Order Fillers	\$29,640	\$35,980	\$741	\$900	\$98,800	\$119,933
	1.9%	Laborers and Material Movers	\$30,390	\$34,600	\$760	\$865	\$101,300	\$115,333
	1.1%	Heavy/Tractor-Trailer Drivers	\$40,030	\$46,990	\$1,001	\$1,175	\$133,433	\$156,633
Education, Training, and Library (25)	1.4%	Elementary School Teachers	N/A	\$49,420	N/A	\$1,236	N/A	\$164,733
	0.9%	Teaching Assistants	\$30,610	\$32,340	\$765	\$809	\$102,033	\$107,800
	0.8%	Secondary School Teachers	\$49,750	\$61,350	\$1,244	\$1,534	\$165,833	\$204,500
Healthcare (29, 31)	1.6%	Registered Nurses	\$63,380	\$76,170	\$1,585	\$1,904	\$211,267	\$253,900
	1.2%	Home Health/Personal Care Aides	\$26,750	\$28,400	\$669	\$710	\$89,167	\$94,667
	0.7%	Nursing Assistants	\$29,690	\$35,230	\$742	\$881	\$98,967	\$117,433
Personal Care (39)	0.7%	Childcare Workers	\$21,670	\$26,040	\$542	\$651	\$72,233	\$86,800
Management (11)	2.1%	General/Operations Managers	\$52,870	\$77,980	\$1,322	\$1,950	\$176,233	\$259,933
Installation/ Maintenance/ Repair (49)	1.0%	Maintenance/Repair Workers	\$34,310	\$44,920	\$858	\$1,123	\$114,367	\$149,733
	1.0%	HVAC Mechanics/Installers	N/A	\$39,470	N/A	\$987	N/A	\$131,567
	0.7%	Automotive Service Techs	\$35,880	\$45,950	\$897	\$1,149	\$119,600	\$153,167
Bldg./Grounds Maintenance (37)	1.2%	Janitors/Cleaners	\$26,940	\$29,550	\$674	\$739	\$89,800	\$98,500
	0.7%	Maids/Housekeeping	\$23,290	\$27,640	\$582	\$691	\$77,633	\$92,133

Housing Supply – Housing Quality and Affordability

While housing quality issues exist in the city, housing affordability appears to be a much more significant challenge, with more than 4,200 households considered housing cost burdened.



Substandard housing consists of units lacking completed kitchens or plumbing facilities.

Housing cost burdened households pay over 30% of income toward housing costs.

Housing Supply – Multifamily Apartments

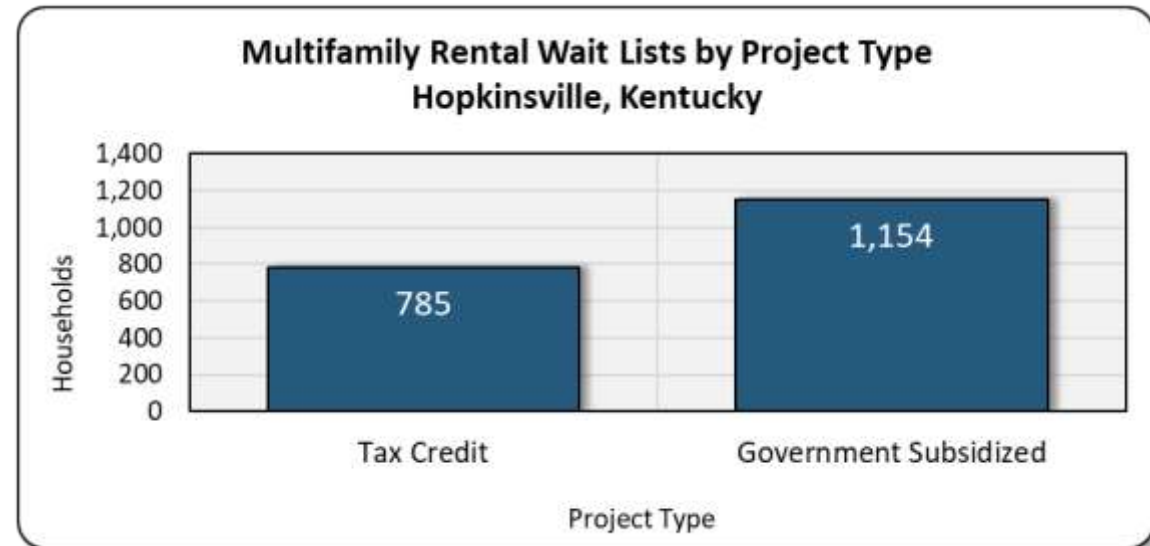
FOR RENT

A total of **31 multifamily projects** were surveyed in the city and operate at an **overall 97.6% occupancy rate**, which is above the **94%-96% rate** typically found in healthy, well-balanced markets. **No vacancies among affordable rentals (Tax Credit and subsidized).**

Surveyed Multifamily Rental Housing				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
PSA (Hopkinsville)				
Market-rate	9	1,000	50	95.0%
Market-rate/Government-Subsidized	1	48	0	100.0%
Tax Credit	7	336	0	100.0%
Tax Credit/Government-Subsidized	13	632	0	100.0%
Government-Subsidized	1	85	0	100.0%
Total	31	2,101	50	97.6%
SSA (Balance of County)				
Market-rate	6	382	32	91.6%
Market-rate/Government-Subsidized	1	100	0	100.0%
Tax Credit/Government-Subsidized	3	64	0	100.0%
Government-Subsidized	1	36	0	100.0%
Total	11	582	32	94.5%

Source: Bowen National Research

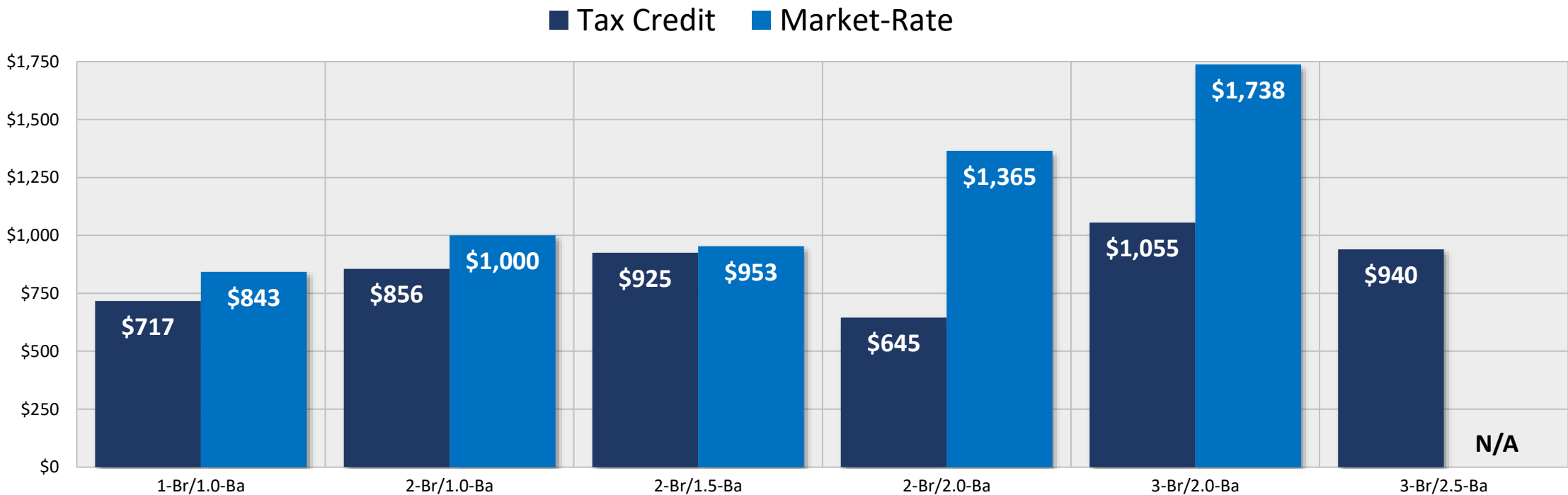
Significant wait lists exist among the properties serving households earning up to 80% of Area Median Household Income (earning approximately \$64,000 or less annually).



Housing Supply – Multifamily Apartments

Median Tax Credit rents by bedroom/bathroom type are below corresponding market-rate rents and represent a value in the market. Most market-rate rents are over \$1,000/month (many over \$1,300/month), demonstrating rent potential and premiums in the city.

Hopkinsville (PSA) Tax Credit vs Market-Rate Median Collected Rents



Housing Supply – Non-Conventional Rentals

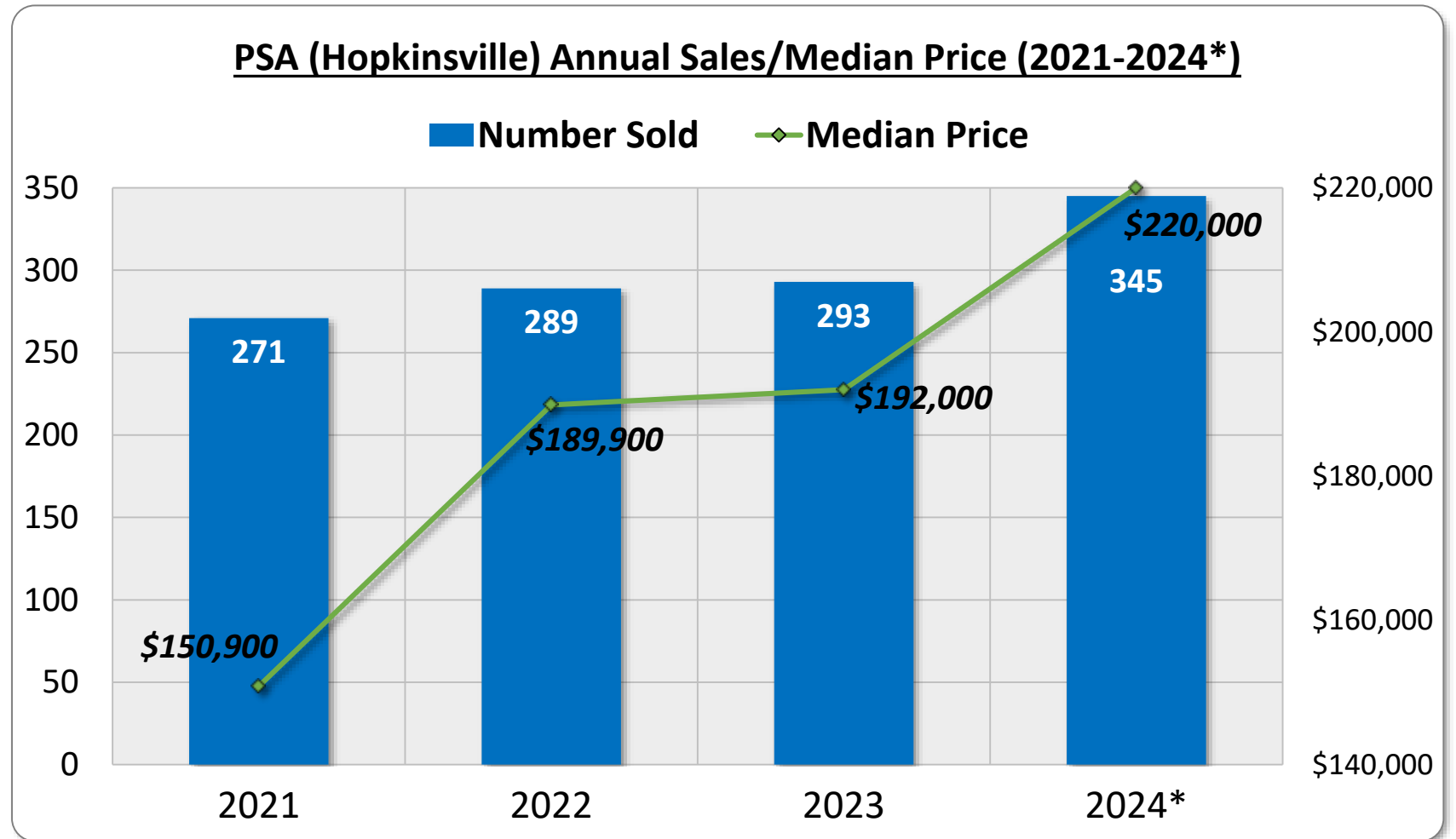
33 non-conventional rentals identified as **available to rent in Hopkinsville**, representing a **very low vacancy rate of 0.6%** (0.8% in surrounding SSA). Most have rents **well above \$1,100**, which are **unaffordable to many of the city's households**.

Available Non-Conventional Rentals						
Bedroom Type	Units	Average Number of Baths	Average Square Feet	Rent Range	Average Rent	Average Rent Per Square Foot
PSA (Hopkinsville)						
Studio/One-Bedroom	4	1.0	775	\$550-\$950	\$774	\$1.19
Two-Bedroom	11	1.5	1,179	\$775-\$1,350	\$1,089	\$0.99
Three-Bedroom	15	1.5	1,374	\$1,095-\$2,000	\$1,479	\$1.09
Four-Bedroom	3	2.0	2,089	\$1,450-\$2,500	\$2,017	\$0.96
Total	33					
SSA (Balance of County)						
Studio/One-Bedroom	-	-	-	-	-	-
Two-Bedroom	10	1.4	1,136	\$900-\$1,250	\$1,090	\$1.10
Three-Bedroom	33	1.9	1,196	\$795-\$2,400	\$1,445	\$1.25
Four-Bedroom	-	-	-	-	-	-
Total	43					

Sources: Zillow, ForRent.com, Rent.com, Homes.com, Trulia, Redfin

Housing Supply – Historical Home Sales

While the **annual number of homes sold** in the city and **median sales price leveled off in 2022 and 2023**, the **volume and median sales price increased in 2024**, demonstrating the **renewed interest in the for-sale housing market**.

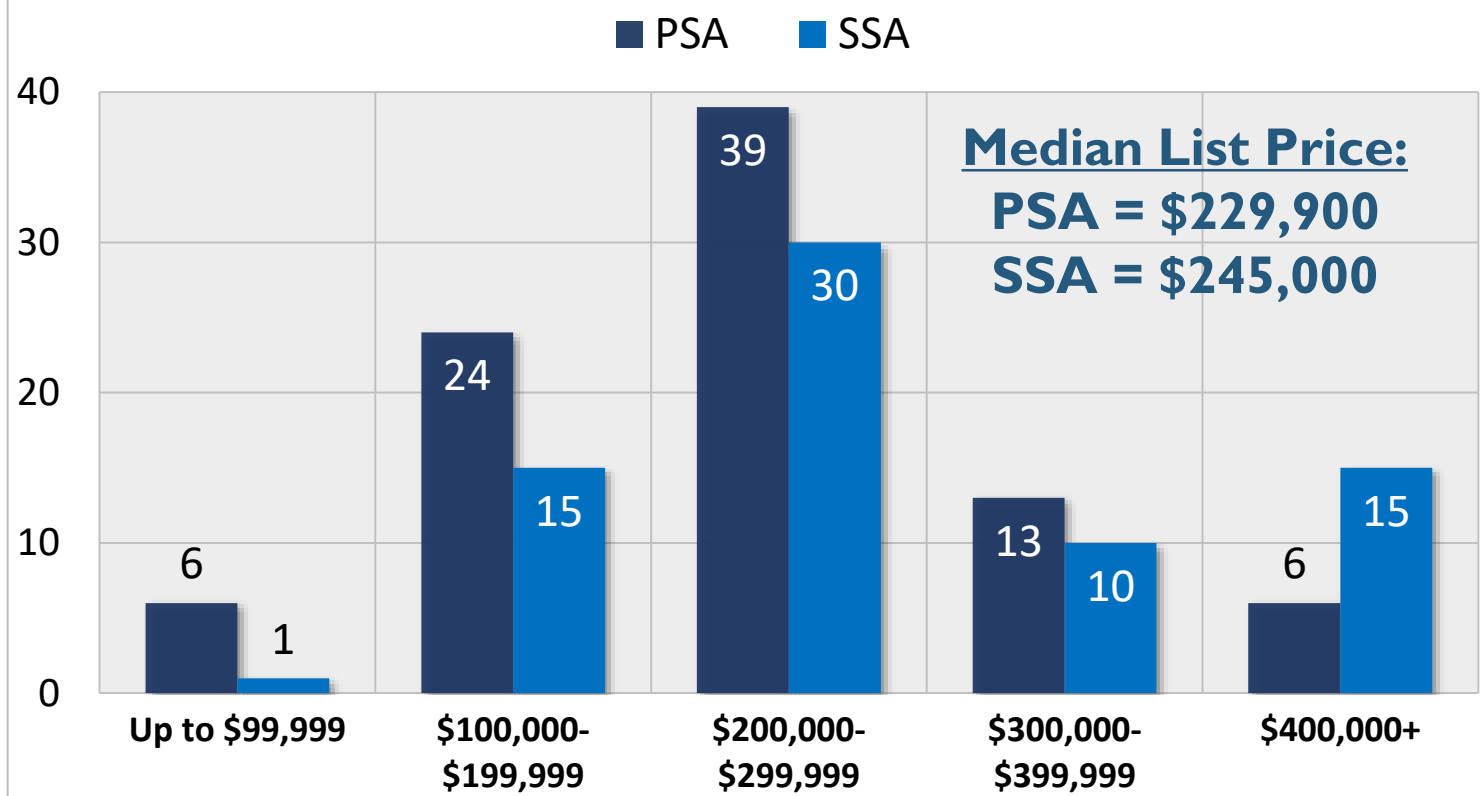


*Projected year-end sales volume (2024)

Housing Supply – Available For-Sale Housing

Within the overall county, **159 homes were available for purchase** in September of 2024 (**88 in the PSA/city** and **71 in the SSA/balance of the county**).

Available For-Sale Housing by Price

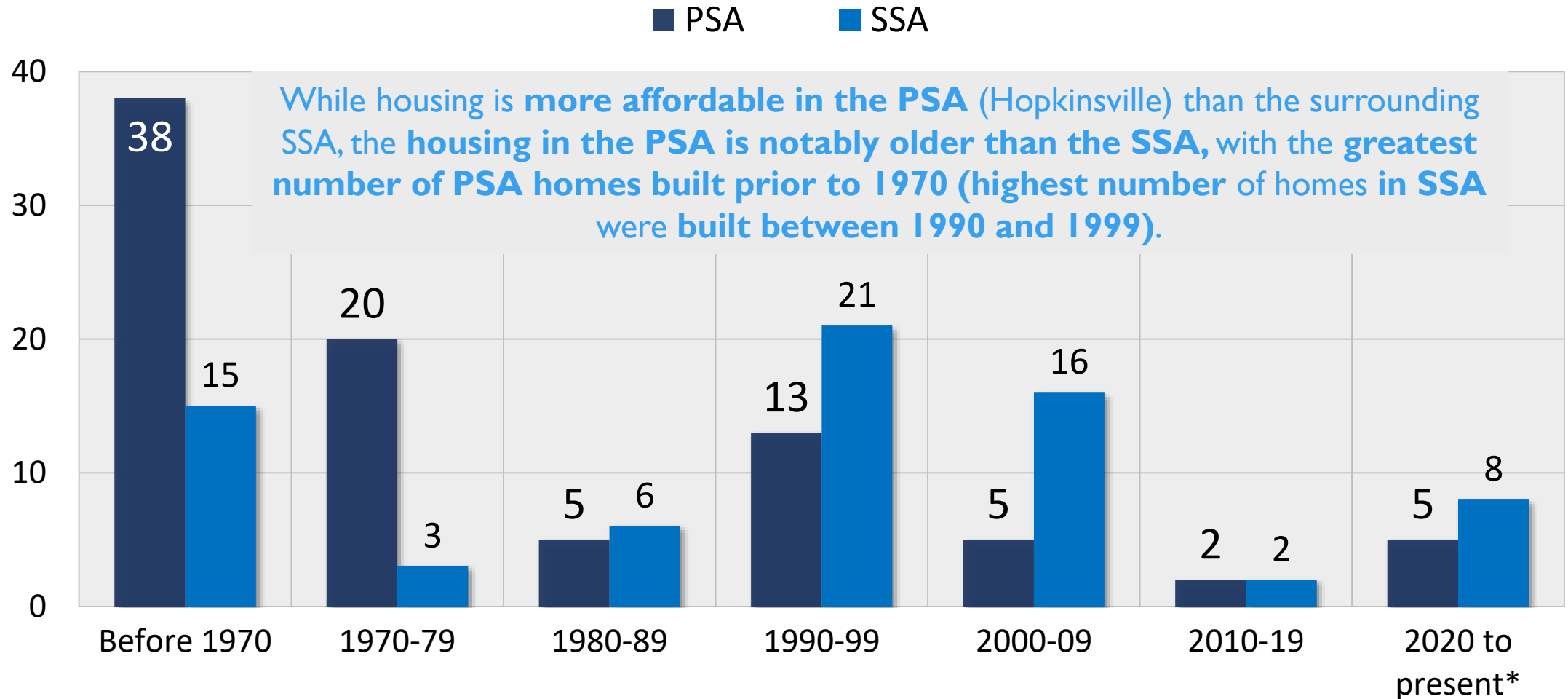


The **PSA (Hopkinsville)** has an overall for-sale **availability rate of 1.3%**, while the surrounding **SSA** has a rate of **1.0%**. These are **both below the 2% to 3% rate** typically seen in **healthy and well-balanced markets**.

Within the **PSA (Hopkinsville)**, the **largest share of available for-sale homes by price point are priced between \$200,000 and \$299,999 (44.3%)**, followed by homes **priced between \$100,000 and \$199,999 (27.3%)**.

Housing Supply – Available For-Sale Housing

Available For-Sale Housing by Year Built

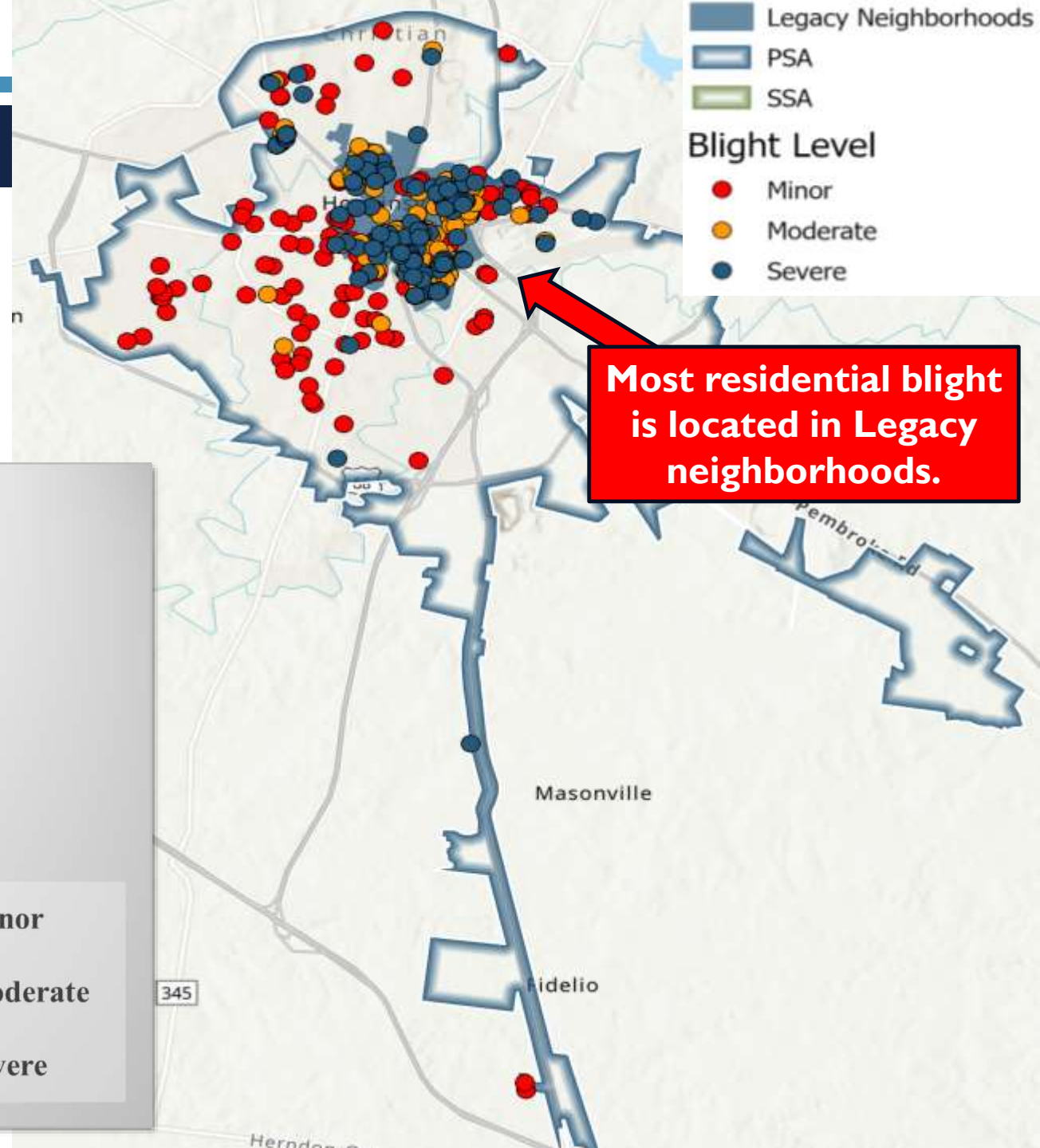
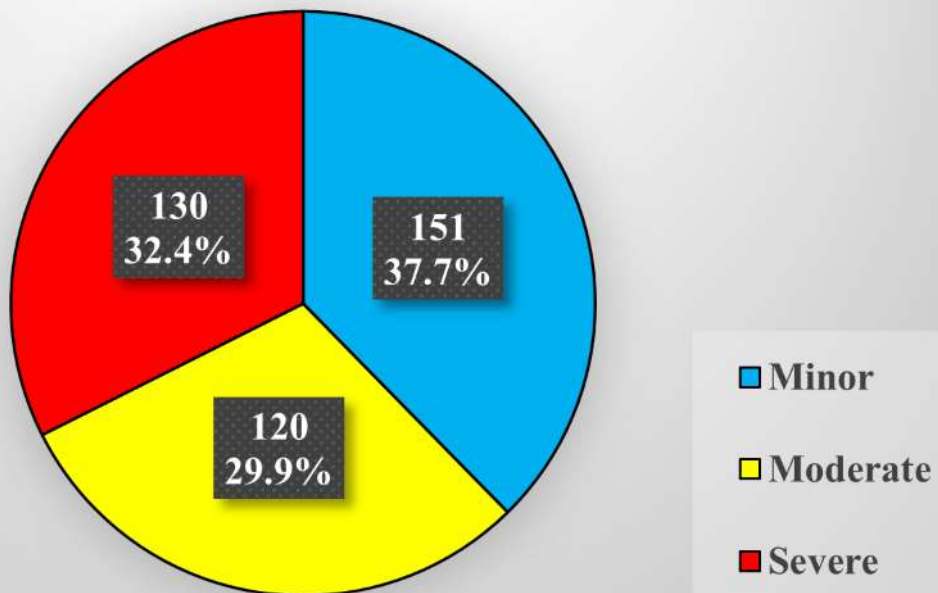


Residential Blight

401 homes identified as having blight, representing 2.8% of the housing units in the city. This is well above the 1.0% rate in most markets.

City of Hopkinsville
Blighted Units by Condition Rating

Nearly one-third of the city's residential blight is considered severe.



Community Input – Stakeholder Survey

Topic	Top Responses
Housing Issues	Limited Availability (65.2%) Rent Affordability (60.9%) Substandard Housing (52.2%)
Housing Needs by Type & Affordability	Rentals @ Less than \$1,250 (91.3*) For-Sale @ Less than \$200,000 (83.7*) For-Sale @ b/w \$200,000-\$299,999 (75.0*)
Housing Needs by Style	Multifamily Apartments (82.6*) Duplex/Triplex/Townhomes (81.8*) Low-Cost Fixer-Uppers, Single-Family (81.8*)
Common Barriers to Development	Cost of Land (60.9%) Availability of Land (56.5%)
Areas of Focus	Developing New Housing (82.6%) Critical Home Repair (56.5%) Removal/Mitigation of Blight (47.8%)
Best Options to Address Residential Issues	Public-Private Sector Collaboration (50.0%) Educating the Public on Importance of Housing (36.4%) Establishing a Rental Inspection Program (36.4%) Housing Gap/Bridge Financing (36.4%)

*Weighted Score on Priorities

25 Respondents Participated

- Nonprofit Groups
- Housing Developer/Builder
- Government
- Landlord/Property Management
- Education
- Social Services
- Elected Officials
- Housing Organization
- Economic Development
- Faith-Based Organization



Community Input – Employer Survey

19 Respondents Participated

- Manufacturing/Industrial
- Public/Government
- Professional
- Utilities
- Healthcare
- Other



Topic	Top Responses
Housing Issues for Employees	Availability of Housing (47.4%) Affordability of Rental Housing (47.4%) Affordability of For-Sale Housing (42.1%) Quality of Housing (36.8%)
Housing's Impact on Employers	Difficulty Attracting Employees (36.8%) Difficulty Retaining Employees (21.1%) Adversely Impacts Productivity (21.1%)
Likelihood of Hiring if Housing Issues Addressed	More Likely (47.4%)
Housing Most Needed	Rentals @ \$750-\$1250/Month (73.7%) For-Sale @ Below \$200,000 (73.7%)
Government Priorities	Housing Development/Redevelopment (83.3*) Homebuyer Assistance (58.3*) Housing Assistance for Public Employees (Police, Fire, Teachers, etc.) (51.4*)

*Weighted Score on Priorities

Housing Gap Estimates

Hopkinsville has an overall housing gap of 3,136 units, split nearly evenly between rental units (1,573, 50.2%) and for-sale units (1,563, 49.8%).

PSA (Hopkinsville) Housing Gap Estimates (2024 to 2029) - Number of Units Needed		
Housing Segment		Number of Units*
Rentals	Extremely to Very Low-Income Rental Housing (\leq \$1,004/Month Rent)	853
	Low-Income Rental Housing (\$1,005-\$1,606/Month Rent)	255
	Moderate-Income Rental Housing (\$1,607-\$2,409/Month Rent)	313
	High-Income Market-Rate Rental Housing (\$2,410+/Month Rent)	152
	Total Units	1,573
For-Sale	Entry-Level For-Sale Homes (\leq \$133,833)	451
	Lower-Income For-Sale Homes (\$133,834-\$214,133)	404
	Moderate-Income For-Sale Homes (\$214,134-\$321,200)	524
	Higher-Income For-Sale Homes (\$321,201+)	184
	Total Units	1,563

*Number of units assumes product is marketable, affordable and in a marketable location. Variations of product types will impact the actual number of units that can be supported. Additionally, incentives and/or government policy changes could encourage support for additional units that exceed the preceding projections.



**Largest
Housing
Gaps**

Recommendations

- ❖ **Set Realistic/Attainable Short-Term Housing Goals**, Outline Long-Term Objectives, and Monitor Progress
- ❖ Consider **Capacity Building** that will Expand the Base of Participants and Resources that can be Utilized to Address Housing Issues and Consider **Identifying a “Housing Champion”**
- ❖ Consider **Implementing, Modifying, and/or Supporting Existing Policies** to Encourage or Support the **Development of New Housing** and the **Preservation of Existing Housing**
- ❖ Consider **continued and/or expanded support** of existing strategies and initiatives to **focus on residential blight mitigation**.
- ❖ Formulate **Education and Outreach Campaign** to Help Support Housing Initiatives
- ❖ Explore and Encourage **Development Partnerships**
- ❖ **Market** Hopkinsville’s Housing Needs and Opportunities to **Potential Residential Development Partners** and **Develop a Centralized Housing Resource Center**
- ❖ Consider Implementing a **Marketing Plan and Developing Housing** that will **Attract** Some of the More Than 14,000 **Commuters** that Travel into the City to **Become Permanent Residents**

CONTACT:

Patrick Bowen & Craig Rupert

Bowen National Research

Patrickb@bowennational.com

Craigr@bowennational.com

614-833-9300

www.bowennational.com

Questions?

