



HOPKINS COUNTY COMPREHENSIVE PLAN

Demographics

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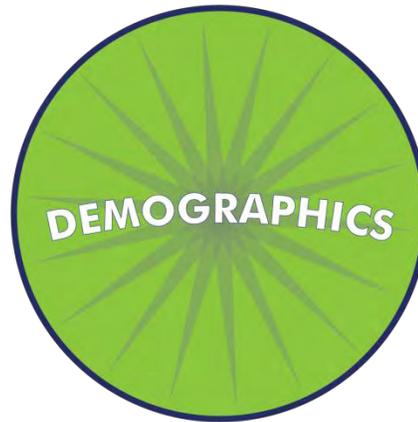
APPENDIX **B**

DEMOGRAPHICS

[INSIDE THIS CHAPTER]

This chapter provides an overview of the Hopkins County's existing conditions.

- Demographics Trends
- National Demographic Trends
- How Does Hopkins County Compare?
- Population Trends
- Housing Trends
- Economic Trends
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■ The planning process for a comprehensive plan is informed by not only the community's vision for the future but also by historical trends, demographic characteristics and physical data. The existing conditions provide a snapshot in time – it presents Hopkins County today. This chapter compiles and analyzes demographic and economic data to answer two key questions during the planning process: 1) “Where are we now?” 2) “Where are we going?”.

DEMOGRAPHIC TRENDS

The demographic analysis considers characteristics such as population, age, race, ethnicity, place of work, and educational attainment. The demographic trends are important because they help identify the future housing, education, jobs, recreation, transportation, community facilities and other needs of Hopkins County.

Data gathered and analyzed for the purposes of this comprehensive plan was primarily from the U.S. Census Bureau, Census on Population and Housing, and U.S. Bureau of Labor Statistics. Unless otherwise stated, the data used in this analysis was derived from the most recent, readily available data from the U.S. Census. As the community continues to change and updated data is released, trends and projections should be verified to ensure that the assumptions made about Hopkins County's population change, demographics, education and economy remain true.

NATIONAL DEMOGRAPHIC TRENDS

The United States is at a significant point in terms of changing demographic trends, and these trends are reflected in many communities across the nation. With this, communities need to consider questions such as:

- 1) “Who will be living in our community 20 to 30 years from now?”
- 2) “How do we attract younger generations to our community?”

3) “What dynamics should we plan for today?”

The following analysis provides an overview of national demographic trends.

America is Growing

The U.S. population has doubled since 1950. With 308.7 million people in 2010, the United States experienced the second lowest growth rate in the past century from 2000-2010 of 9.7%. By 2040, it is projected that the United States' population will be 440 million.¹

The South, which includes Kentucky, and West had faster growth from 2000-2010 (14.3% and 13.8% respectively) than the Midwest and Northeast (3.9% and 3.2% respectively). In addition, just six states accounted for over half of the population increase in the U.S. in 2010 (Texas, California, Florida, Georgia, N. Carolina, and Arizona).¹

The country is still growing but how we are growing as a population is changing dramatically. Nationally, people are delaying marriage and children. U.S. birth rates for women under 40 have generally been declining since the 1990s and they have increased for women 40-44 to the highest levels since 1967. Additionally, the mean age for first time mothers in the U.S. is consistently increasing, currently at 25.2 years old.²

The “Traditional American Family” is now non-traditional. Husband-wife households only account for 48% of all households in 2010; the first time this figure has not been the majority. Single-parent households are also dramatically increasing, growing about 40% from 2000-2010 (about 10% of all households). Unmarried couple households also grew by 41% during this time, four times faster than overall household population grew (about 7% of all households). Many of the younger generations are showing a living preference for urban areas over rural areas. Multi-generational households also increased by 4.4% nationally (3.4% in Kentucky). Finally, one in four households in 2010 consisted of someone living alone (one-person households), of which, one in three of single householders were over the age of 65.³

While still growing considerably, Kentucky's population increased by 7.4% over the past decade (about 300,000 people from 2000-2010). This growth was generally seen in urban areas with general population losses in the eastern and western portions of the state. Additionally, Kentucky is projected to grow by about 23% over the next forty years (2010-2050) to a population of 5.3 million people.¹

1 2010 Census Brief: Population Distribution & Change

2 CDC, National Vital Statistics Report, vol. 60, num. 2, November 2011

3 2010 Census Brief: Households and Families, SF 1, S1101

4 Pew Research Center (www.pewresearch.org)

5 2010 Census Brief: The Older Population, SF 1

6 2010 Census Brief: Overview of Race and Hispanic, SF 1, QT-P3

America is Aging

Everyday 10,000 Baby Boomers reach the age of 65 years old.⁴ By 2050, one in five people in the United States will be over the age of 65. It's not a secret that Baby Boomers are reaching retirement age, and second to the size of a population group, age and gender are typically the most important demographic characteristics of a population for public policy. In 2010, 13% of the U.S. population was over the age of 65 years (Kentucky was 13.3%); furthermore, one in three single-households were over the age of 65. Nationally, the older population is more likely to live inside a Metropolitan Statistical Area (MSA). Lastly, women continue to outnumber men at older ages but his gap is narrowing; at the age of 89, there are about twice as many women as men.⁵

America is Becoming More Diverse

By 2050, the U.S. is projected to become a Majority-Minority population, meaning that the white, non-Hispanic population will no longer be the majority. This trend is already present in the younger age groups as well as the overall population in many areas of the country; one out of 10 counties in the U.S. already has a Majority-Minority. Additionally, there are several states and the District of Columbia where the population follows this pattern, including Texas, California, Hawaii, and New Mexico. Kentucky's minority population was only 14% in 2010 but has grown by 37% over the past decade.⁶

More than 50% of the growth in total population in the U.S. from 2000-2010 was due to the increase in the Hispanic population (15.2 million of 27.3 million people). Hispanics are now the nation's largest minority and are projected to approach one in every three people by 2050. This population composed 16% of the U.S. population in 2010 compared to only 3% of the 2010 population in Kentucky.⁶

The Asian population is also growing significantly nationally; this population currently totals only 5% of the U.S. population but is expected to grow by 22% by 2050.⁶

HOW DOES HOPKINS COUNTY COMPARE?

It is important to identify trends unique to Hopkins County in addition to those which mirror or diverge from other regional, state or national trends. Comparison communities are used to help further identify these trends and the existing conditions analysis included the examination of peer communities in Kentucky. Each community was selected based on its geographic characteristics (counties not adjacent to the Ohio River and a majority of rural landscape), demographic characteristics (generally with populations between 25,000 and 50,000), and/or economic characteristics

(similar industry and occupational profiles) that share similarity to Hopkins County. In addition, Kentucky was used as a comparison.

The comparison communities are displayed in a map to establish geographic context.

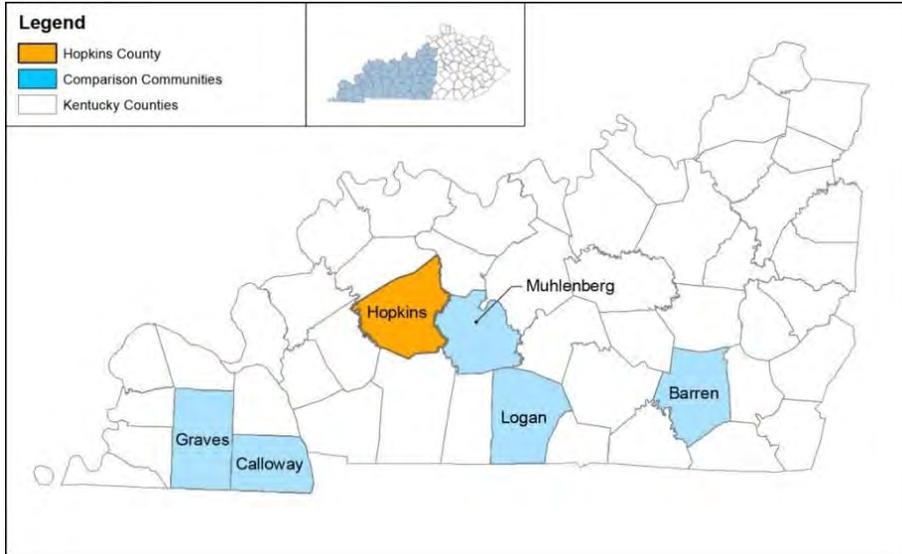


Figure: Location of comparison communities

While comparing communities over time, it is also important to note that Census geographies are not static; boundaries can change or be redrawn entirely due to changes in political boundaries, population growth or other factors. For the purposes of comparing historical (such as 2000) and current (such as 2010) Census data, the geographic areas are considered to be generally equivalent. Entrepreneurial

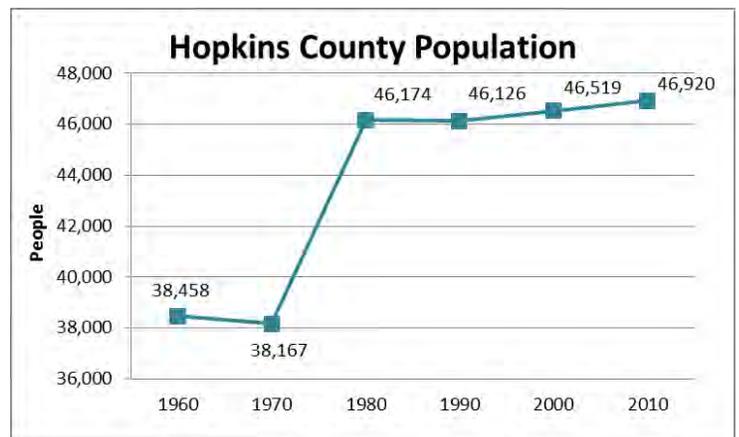
Comparable communities in the surrounding region used in this analysis include:

- County – County Seat
- Barren – Glasgow, KY
- Calloway – Murray, KY
- Graves – Mayfield, KY
- Logan – Russellville, KY
- Muhlenberg – Greenville, KY

POPULATION TRENDS

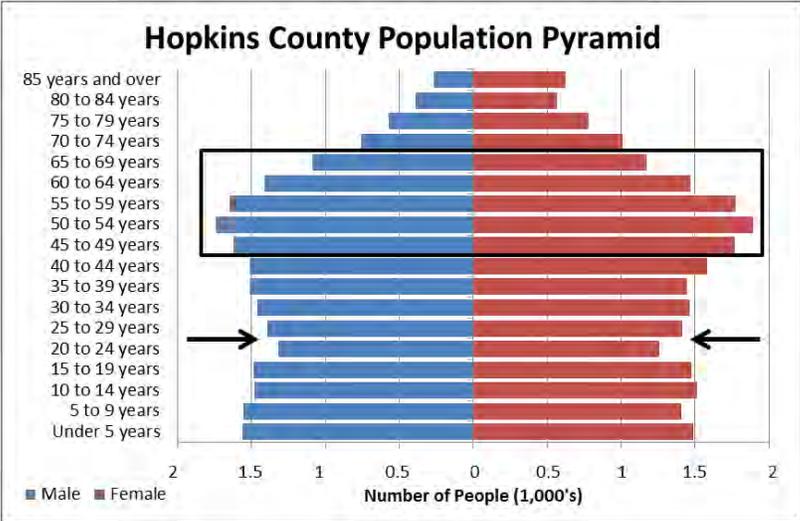
Population

Hopkins County’s population in 2010 was 46,920 people, representing a population increase of 0.9% since 2000 (46,519). During the same period (2000-2010) the population of Kentucky grew by 7.4% and the United States by 14.3%.

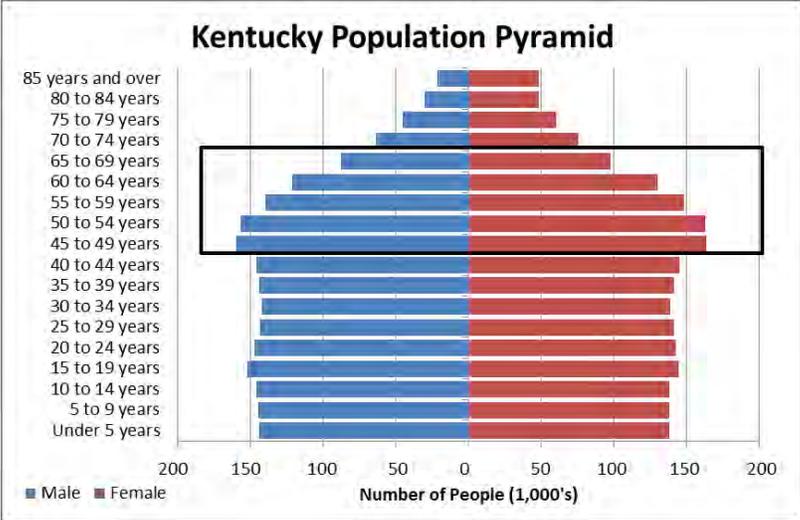


The comparison communities witnessed a range of growth from 10.9% to 0.3% with one community (Muhlenberg County) experiencing a population decline (-1.1%). Hopkins County's change in population (0.9%) fell between the selected comparison communities.

Age



The distribution of the age groups can be seen in the 2010 population pyramids for both Hopkins County and Kentucky. A stable population would have generally equal representation for almost all age groups except the oldest (70+). The presence of a wide base in a population pyramid indicates high birth rates (growing population) while a narrow base indicates low birth rates (naturally declining population in the absence of migration). In the U.S. the Baby Boom generation is also usually very evident, producing a bump-out in the chart from those born in the late 1940s to early 1960s. Hopkins County does exhibit a pronounced bump-out in the population pyramid as a result of this demographic phenomenon.



Another demographic pattern within the 2010 Hopkins County Population Pyramid is important. There is a depression in the Hopkins County population pyramid that is much more pronounced than the Kentucky population pyramid for the ages 20 to 29. This may indicate that Hopkins County has a college bound population that leaves the community after graduating high school.

In 2010, the median age in Hopkins County was 40.4 years old. This is similar to

Muhlenberg (40.9), Logan (40.2), Graves (39.8), and Barren (39.7) Counties. The median age of Kentucky is also comparable to Hopkins County at (38.1). Calloway County is the most dissimilar from Hopkins County in this measure with a median age of 34, which is likely attributable to Murray State University's student population of around 10,800 people.

Finally, the distribution of population between men and women generally follows state and national trends with women outnumbering men in the older age groups.

Comparison Communities	Median Age
Muhlenberg County	40.9
Hopkins County	40.4
Logan County	40.2
Graves County	39.8
Barren County	39.7
Kentucky	38.1
Calloway County	34.0

Race

When compared to the surrounding region, Hopkins County’s racial composition is very similar to the comparison communities. Hopkins County is less diverse in regard to racial composition than Kentucky. Hopkins County is the most diverse (equal to Logan County) of the counties selected.

Comparison Community	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Other Race	Two or More Races
Kentucky	87.8%	7.8%	0.2%	1.1%	0.1%	1.3%	1.7%
Hopkins County	90.1%	6.6%	0.1%	0.6%	0.0%	0.6%	1.9%
Logan County	90.1%	6.6%	0.2%	0.2%	0.0%	1.2%	1.5%
Graves County	90.4%	4.3%	0.2%	0.3%	0.1%	2.8%	1.8%
Calloway County	92.0%	3.7%	0.2%	1.8%	0.0%	0.8%	1.5%
Barren County	92.5%	3.9%	0.2%	0.4%	0.1%	1.3%	1.7%
Muhlenburg Co.	93.7%	4.5%	0.1%	0.1%	0.0%	0.4%	1.1%

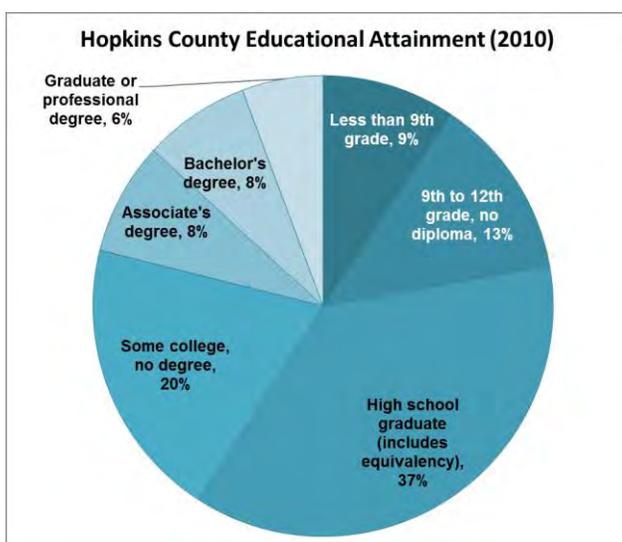
RACE & ETHNICITY

Race and ethnicity are considered two separate & distinct characteristics. Race categories include those listed in the table to the right and ethnicity refers to a person’s origin. Examples of Hispanic origin could include a person of Cuban, Mexican, Puerto Rican, South/Central American, or other Spanish culture or origin. People who identify their origin as Hispanic, Latino or Spanish can be any race.

Ethnicity

In 2010, about 1.6% of Hopkins County’s population was of Hispanic or Latino origin. This composition is again similar to most of the comparison communities. Hopkins County’s population of Hispanic or Latino origin is less than Kentucky (3.1%) and Graves County (5.7%). Although Hopkins County does not contain a large population that shares the Hispanic or Latino origin, it is worth noting that there has been substantial growth between 2000 and 2010. Two thirds of the selected comparison communities experienced growth that more than doubled this population (Graves, Barren, and Logan Counties plus Kentucky) and the other third saw more than a 50% increase (Calloway and Muhlenberg Counties).

Comparison Community	Hispanic or Latino Decent (2000)	Hispanic or Latino Decent (2010)	Percentage of Total Population (2010)	Percent Change in Hispanic or Latino origin 2000-2010
Graves County	888	2,099	5.7%	136%
Kentucky	59,939	132,836	3.1%	106%
Barren County	355	1,110	2.6%	182%
Logan County	288	651	2.4%	124%
Calloway County	473	890	2.4%	73%
Hopkins County	259	734	1.6%	72%
Muhlenberg Co.	423	367	1.2%	60%



Educational Attainment

Approximately 78% of Hopkins County’s population 25 years and older has an education at or above the high school level. Hopkins County has more people with an Associate’s degree (8%) as their highest level of education than all comparison communities (5-7%). Additionally, Hopkins County falls in the middle of the comparison communities with about 13.2% holding a Bachelor’s degree or higher. This is less than Calloway, Barren, and Graves Counties (28.2%, 20.3%, 15%, respectively) and Kentucky (14.4%).

Population Trends Summary

- Hopkins County’s recorded population showed a significant increase (21% change) in population between 1970 and 1980.
- Hopkins County’s population has recently been stable, without significant growth or decline from 1990 to 2010 (<1% change).
- The young adult (20 - 29 years old) population in Hopkins County is underrepresented.
- Hopkins County is slightly older with a median age of 40.4 years.
- The racial makeup of Hopkins County’s population is 90.1% white, making it more diverse than many of the comparison communities.
- Studying the ethnicity of the population, Hopkins County has a Hispanic or Latino origin population of 1.6% with significant growth in the last decade (72% increase).
- Hopkins County’s population exhibits a higher share of people with Associate’s degrees than all comparison communities but fewer Bachelor’s degree holders than most of the other communities.

HOUSING TRENDS

Households & Families

Hopkins County had a total of 18,980 households in 2010 and an average household size of 2.41 people. Hopkins County's average household size is similar to many of the comparison communities. It is, however, slightly smaller than Logan (2.49), Muhlenberg (2.45), Barren (2.44), and Graves (2.44) Counties and Kentucky (2.45), but is slightly larger than Calloway County (2.2).

In 2010, approximately 69% of all households were families and 31% were non-family households. In addition, 52% of Hopkins County households were of a husband-wife family. Further, about 4.5% were single-father households and about 13% were single-mother households.

Hopkins County has a similar percent of one-person households (people living alone, 27%) as the comparison communities (Barren County, 26.8%; Graves County, 27.2%; Logan County, 25.9%; and Kentucky 27.5%). There are more one-person households in Hopkins County than Muhlenberg County (24.9%) but many fewer than Calloway County (33.6%). Again, Calloway County has a public university that likely inflates the percentage of one-person households.

Housing Tenure

Approximately 10.4% of housing units were vacant in 2010, up from 8.9% in 2000, representing a 17% increase in 10 years. While vacant housing units did increase in Hopkins County, the percent of increase was in the middle of the comparison communities. In 2000 Hopkins County had the lowest percentage of vacant housing units of the comparison communities selected and maintained that status for 2010 in the face of broad and large increases in the last 10 years.

HOUSEHOLD

A household includes all the persons who occupy a housing unit (such as house, apartment, mobile home, group of rooms, or single room that is occupied as separate living quarters). The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

FAMILY

A family is a group of two or more people related by birth, marriage, or adoption that live together; all such people are considered as members of one family.

Comparison Community	2000		2010		Percent Change (2000-2010)
	Percent Vacant Housing Units	Total Housing Units	Percent Vacant Housing Units	Total Housing Units	
Muhlenberg Co.	9.6%	13,675	12.0%	13,699	25%
Logan County	11.5%	11,875	13.6%	12,339	18%
Kentucky	9.2%	1,750,927	10.8%	1,927,164	17%
Hopkins County	8.9%	20,668	10.4%	21,180	17%
Graves County	9.2%	16,340	10.7%	16,777	16%
Barren County	10.2%	17,095	11.4%	19,188	12%
Calloway County	13.7%	16,069	14.0%	18,065	2%

In 2000, about 74.7% of its occupied housing units were owner-occupied and 25.3% were renter-occupied. The percentage of owner-occupied housing units decreased to 70.8% in 2010. As of 2010, Hopkins County falls in the middle of the comparison communities in home ownership and slightly higher than Kentucky (68.7% owner-occupied), Barren County (67.9%) and Calloway County (62.6%). The national trend of less percentage of owner-occupied housing units extends to the surrounding region of Hopkins County. Hopkins County experienced a larger decline in owner-occupancy status between 2000 and 2010 (5.2% decrease) compared to Kentucky (3.0% decrease), and Logan County (2.5% decrease).

Comparison Community	Owner-Occupied Housing Units (2000)	Owner-Occupied Housing Units (2010)	Percent Change (2000-2010)
Calloway County	68.4%	62.6%	-8.5%
Barren County	72.3%	67.9%	-6.1%
Graves County	77.9%	73.8%	-5.3%
Hopkins County	74.7%	70.8%	-5.2%
Muhlenberg Co.	82.8%	78.5%	-5.2%
Kentucky	70.8%	68.7%	-3.0%
Logan County	75.2%	73.3%	-2.5%

Housing Value

The median value of Hopkins County's owner-occupied housing units was \$77,200 in 2010 and the median gross rent for renter occupied housing units was \$539 per month. The median owner-occupied housing unit value is lower than all of the comparison communities except for Muhlenberg County (\$75,200). The gross rent is similar to the comparison communities with the exception of being lower than Kentucky (\$601) and higher than Muhlenberg County (\$482).

Comparison Community	Median Owner-Occupied Housing Unit Value (\$)	Median Gross Rent (\$)
Kentucky	116,800	601
Calloway County	105,300	523
Barren County	96,400	530
Logan County	87,500	525
Graves County	83,900	539
Hopkins County	77,200	539
Muhlenberg Co.	75,700	482

Housing Trends Summary

- Hopkins County has a household size of 2.41 with more than one quarter of those being one-person households (living alone).
- Hopkins County’s owner-occupied housing units declined by 5% as part of a larger trend to increased renting.
- With lower median housing values than most of the comparison communities, Hopkins County can be an affordable place to live.

ECONOMIC TRENDS

Total Workforce & Unemployment

About 59% of Hopkins County’s population 16 years and older were in the labor force (22,046 people) in 2010. When compared to the state (60.8%) Hopkins County has a slightly lower rate of participation in the labor force. Hopkins County has the second lowest participation rate when placed in the list of comparison communities. Additionally, Hopkins County had an unemployment rate of 4.3% in 2011, lower than Kentucky (5.3%) and all comparison communities except for Muhlenberg County (3.9%).

Comparison Community	In Labor Force (2010)	Unemployment Rate (2011)
Logan County	60.3	5.8
Graves County	57.4	5.7
Calloway County	62.7	5.6
Kentucky	60.8	5.3
Barren County	60.5	4.4
Hopkins County	59.3	4.3
Muhlenberg Co.	49.0	3.9

Commuting & Place of Work

In 2010, about 96% of Hopkins County’s population used a private vehicle (either by driving alone or carpooling) while traveling to work, the highest percentage of all comparison communities. The percentage of people walking to work was 1.4%, also the lowest of all comparison communities.

The mean travel time to work for Hopkins County was 20 minutes, falling in the middle of the comparison communities but less than Kentucky (22.5

minutes). The availability of a vehicle for transportation is not universal for all housing units in Hopkins County, meaning that the population living in housing units with no vehicle access relies on public transportation, walking/bicycling, or other forms of transportation. Approximately 7% (165) of housing units in Hopkins County have no vehicle available.

Approximately 79% of workers (16 years and older) lived and worked in Hopkins County in 2009. When compared to the state and country, the percentage of people living and working in their county of residence was higher than the state (69%) and country (73%).

Comparison Community	Private Vehicle	Public transportation (excluding taxicab)	Walked	Other means	Mean travel time to work (minutes)
Hopkins County	95.6%	0%	1.4%	1.4%	20.0
Muhlenberg Co.	95.2%	0.3%	1.5%	1.1%	24.4
Barren County	93.8%	0.2%	2.0%	0.9%	19.5
Graves County	93.6%	0.5%	1.5%	1.0%	22.7
Kentucky	92.5%	1.2%	2.2%	1.1%	22.5
Logan County	90.6%	0.9%	2.2%	2.6%	21.9
Calloway County	88.3%	0%	4.9%	1.0%	17.3

Industries & Occupations

The largest industries in Hopkins County in 2010 included: educational services, healthcare, social assistance (24%); manufacturing (16%) and retail trade (13%). The smallest industries in Hopkins County in 2010 included: information (0.4%); and wholesale (2%); and finance and insurance, and real estate and rental and leasing (3%). This is consistent with the majority of the other communities with the exception of Logan and Barren Counties leading with manufacturing instead of educational services, healthcare, social assistance. The largest three industries in Hopkins County follow the Kentucky trend exactly.

The largest three occupations in Hopkins County in 2010 included: management, business, science, art occupations (27%); sales and office occupations (23%); and service occupations (19%). These leading occupations followed the trend of most of the selected comparison communities and Kentucky where all see the least amount of employment in service occupations and natural resources/construction/ maintenance occupations.

Income

Hopkins County’s median household income in 2010 was \$39,312, higher than the comparison communities, but lower than the state (\$41,576) and country (\$51,914).

Comparison Community	Median Household Income (2010)
Kentucky	\$41,576
Hopkins County	\$39,312
Calloway County	\$39,194
Barren County	\$38,374
Muhlenberg Co.	\$36,750
Graves County	\$35,277
Logan County	\$34,647

Economic Trends Summary

- Hopkins County workers primarily commute by private vehicle.
- Hopkins County workers have a shorter commute time (20 minutes) than about half the comparison communities.
- The largest industries and occupations are related to education, healthcare, manufacturing, and retail.
- Hopkin’s County has a higher median household income than most of the comparison communities.
- Hopkins County has 79% of workers that live and work in the county; this can increase the money spent within Hopkins County.

POPULATION PROJECTIONS

Hopkins County is projected to increase its population by about 1,150 people by 2035 to a total population of 48,067. Impacts of population increase & demographic trends affect land use & housing; transportation & utilities; education & workforce; aging population.