

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 37.106731 Longitude: -84.08873

London Marketplace London, KY		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	14,403	31,946	78,389
	Population Est 23Q1	14,394	31,928	78,332
	Population Est 22Q4	14,393	31,938	78,232
	Population Est 22Q3	14,366	31,881	78,071
	Population Est 22Q2	14,376	31,874	77,949
	Population Est 22Q1	14,354	31,825	77,855
	Population Est 21Q4	14,325	31,744	77,745
	Population Est 21Q3	14,289	31,683	77,676
	Population Est 21Q2	14,230	31,563	77,479
	Population Fcst	14,840	32,862	80,142
	2010 Census Population	13,963	29,323	72,440
	2000 Census Population	12,384	25,894	66,143
	1990 Census Population	11,221	22,306	56,402
	Current Year Daytime Population	22,548	40,179	84,513
	Average Seasonal Population	163	792	2,194
	Historical Annual Growth, 1990 – 2000	0.99%	1.50%	1.61%
	Historical Annual Growth, 2000 – 2010	1.21%	1.25%	0.91%
	Estimated Annual Growth, 2010 – CY	0.22%	0.60%	0.56%
	Projected Annual Growth, CY to Y5	0.60%	0.57%	0.44%
	Group Qtrs Est	472	934	1,375
Transient Est Average Last 4 Qtrs	3,470	4,854	7,687	
Households	Current Year Estimated Households	5,921	12,466	30,699
	Households Est 23Q1	5,914	12,454	30,666
	Households Est 22Q4	5,912	12,456	30,621
	Households Est 22Q3	5,902	12,436	30,561
	Households Est 22Q2	5,906	12,433	30,514
	Households Est 22Q1	5,897	12,415	30,482
	Households Est 21Q4	5,884	12,381	30,432
	Households Est 21Q3	5,868	12,355	30,407
	Households Est 21Q2	5,844	12,306	30,325
	Households Fcst	6,105	12,833	31,386
	2010 Census Households	5,730	11,647	28,621
	2000 Census Households	5,056	10,177	25,865
	1990 Census Households	4,330	8,197	20,723
	Historical Annual Growth, 1990 – 2000	1.56%	2.19%	2.24%
	Historical Annual Growth, 2000 – 2010	1.26%	1.36%	1.02%
	Estimated Annual Growth, 2010 – CY	0.23%	0.48%	0.49%
	Projected Annual Growth, CY to Y5	0.62%	0.58%	0.44%
	Population per Household	2.35	2.49	2.51

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London Marketplace London, KY		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	0.5%	0.5%	0.6%
	HH Income \$250,000 to \$499,999	0.6%	0.7%	0.7%
	HH Income \$200,000 to \$249,999	1.4%	1.6%	1.6%
	HH Income \$175,000 to \$199,999	2.5%	2.4%	2.3%
	HH Income \$150,000 to \$174,999	3.9%	3.9%	3.0%
	HH Income \$100,000 to 149,999	16.8%	16.7%	14.7%
	HH Income \$75,000 to 99,999	16.0%	14.4%	13.9%
	HH Income \$50,000 to 74,999	14.5%	15.5%	17.5%
	HH Income \$35,000 to 49,999	13.2%	13.5%	13.1%
	HH Income \$25,000 to 34,999	7.9%	8.0%	8.3%
	HH Income \$15,000 to 24,999	10.7%	10.6%	10.4%
	HH Income \$0 to 14,999	11.9%	12.2%	13.9%
	Average Household Income	\$73,195	\$74,773	\$71,296
	Median Household Income	\$60,691	\$58,595	\$55,691
	Per Capita Income	\$30,744	\$29,761	\$28,246
	Average Disposable Income	\$60,160	\$60,069	\$57,723
	Median Disposable Income	\$51,306	\$49,678	\$47,263
	Discretionary HH Income Over \$150,000	1.4%	1.6%	1.6%
	Discretionary HH Income \$125,000 to \$149,999	1.0%	1.1%	1.2%
	Discretionary HH Income \$100,000 to \$124,999	4.3%	4.5%	3.9%
	Discretionary HH Income \$75,000 to \$99,999	9.9%	9.6%	8.2%
	Discretionary HH Income \$50,000 to \$74,999	21.9%	20.3%	18.7%
	Discretionary HH Income \$25,000 to \$49,999	27.6%	28.1%	29.6%
	Discretionary HH Income Under \$25,000	33.8%	34.7%	36.8%
	Average Discretionary HH Income	\$44,685	\$44,653	\$42,569
	Median Discretionary HH Income	\$37,932	\$36,795	\$34,694
	Householder White – Count	5,656	12,002	29,606
	Median HH Income	\$58,800	\$57,411	\$54,904
	Average HH Income	\$68,379	\$68,120	\$65,214
	Householder Black or African-American – Count	7	7	11
	Median HH Income	\$128,125	\$128,125	\$122,917
	Average HH Income	\$124,970	\$124,970	\$121,985
	Householder Hispanic – Count	85	143	300
	Median HH Income	\$124,919	\$126,291	\$94,579
Average HH Income	\$122,258	\$120,527	\$93,003	
Householder Asian or Pacific Islander – Count	12	12	34	
Median HH Income	\$242,857	\$242,540	\$30,077	
Average HH Income	\$129,164	\$129,011	\$71,594	
Householder Other or Pacific Islander – Count	161	301	748	
Median HH Income	\$83,123	\$85,781	\$87,620	
Average HH Income	\$75,798	\$82,769	\$92,101	

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Gender	Male Population	6,904	15,564	38,055
	Female Population	7,499	16,382	40,334
Total Population by Age	Count of Pop 0 to 4 years	803	1,758	4,348
	Count of Pop 0 to 7 years	1,144	2,513	6,315
	Count of Pop 5 - 13	1,533	3,483	8,750
	Count of Pop 14 - 18	731	1,691	4,223
	Count of Pop 19 - 22	718	1,672	4,170
	Count of Pop 22 - 25	515	1,207	3,024
	Count of Pop 25 - 29	881	1,897	4,596
	Count of Pop 30 - 34	911	1,959	4,673
	Count of Pop 35 - 39	938	2,037	4,764
	Count of Pop 40 - 44	922	2,045	4,842
	Count of Pop 45 - 59	2,683	6,193	15,055
	Count of Pop 60 - 74	2,466	5,521	13,865
	Count of Pop 75 - 84	970	1,945	4,834
	Count of Pop 85+	330	536	1,245
	% of Pop 0 to 4 years	5.6%	5.5%	5.5%
	% of Pop 0 to 7 years	7.9%	7.9%	8.1%
	% of Pop 5 - 13	10.6%	10.9%	11.2%
	% of Pop 14 - 18	5.1%	5.3%	5.4%
	% of Pop 19 - 22	5.0%	5.2%	5.3%
	% of Pop 22 - 25	3.6%	3.8%	3.9%
	% of Pop 25 - 29	6.1%	5.9%	5.9%
	% of Pop 30 - 34	6.3%	6.1%	6.0%
	% of Pop 35 - 39	6.5%	6.4%	6.1%
	% of Pop 40 - 44	6.4%	6.4%	6.2%
	% of Pop 45 - 59	18.6%	19.4%	19.2%
	% of Pop 60 - 74	17.1%	17.3%	17.7%
	% of Pop 75 - 84	6.7%	6.1%	6.2%
	% of Pop 85+	2.3%	1.7%	1.6%
Median Age	40.9	40.7	40.7	
Average Age	41.4	40.8	40.7	
Male Population by Age	% of Pop 0 to 4 years	5.9%	5.8%	5.8%
	% of Pop 5 - 13	11.3%	11.5%	11.7%
	% of Pop 14 - 18	5.4%	5.5%	5.7%
	% of Pop 19 - 22	5.3%	5.4%	5.6%
	% of Pop 22 - 25	3.8%	3.9%	4.0%
	% of Pop 25 - 29	6.7%	6.4%	6.2%
	% of Pop 30 - 34	6.7%	6.4%	6.1%
	% of Pop 35 - 39	6.7%	6.5%	6.1%
	% of Pop 40 - 44	6.5%	6.5%	6.1%
	% of Pop 45 - 59	19.3%	19.7%	19.5%
	% of Pop 75 - 84	5.6%	5.2%	5.5%
	% of Pop 60 - 74	15.5%	16.1%	16.6%
	% of Pop 85+	1.4%	1.1%	1.1%
	Median Age	38.7	38.9	39.0
Average Age	39.5	39.4	39.5	

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London Marketplace London, KY		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	5.2%	5.2%	5.3%
	% of Pop 5 - 13	10.0%	10.3%	10.6%
	% of Pop 14 - 18	4.8%	5.1%	5.1%
	% of Pop 19 - 22	4.7%	5.1%	5.1%
	% of Pop 22 - 25	3.4%	3.6%	3.7%
	% of Pop 25 - 29	5.6%	5.5%	5.5%
	% of Pop 30 - 34	6.0%	5.9%	5.9%
	% of Pop 35 - 39	6.3%	6.2%	6.0%
	% of Pop 40 - 44	6.3%	6.4%	6.2%
	% of Pop 45 - 59	18.0%	19.1%	19.0%
	% of Pop 60 - 74	18.6%	18.4%	18.7%
	% of Pop 75 - 84	7.8%	6.9%	6.8%
	% of Pop 85+	3.1%	2.2%	2.1%
	Median Age	43.1	42.4	42.2
Average Age	43.1	42.1	41.9	
Race	Count of White	13,505	30,206	74,502
	Count of Black or African-American	201	301	517
	Count of Asian or Pacific Islander	128	200	365
	Count of Other races	568	1,238	3,006
	White	93.8%	94.6%	95.0%
	Black or African American	1.4%	0.9%	0.7%
	Asian	0.9%	0.6%	0.5%
	Other Races	3.9%	3.9%	3.8%
Language Spoken	Speak English at Home	98.6%	98.4%	98.7%
	Speak Spanish at Home	0.6%	0.7%	0.5%
	Speak French or French Creole at Home	0.0%	0.0%	0.0%
	Speak German at Home	0.1%	0.2%	0.3%
	Speak Other Indo-European Languages at Home	0.3%	0.2%	0.1%
	Speak Russian and Other Slavic Languages at Home	0.0%	0.0%	0.0%
	Speak Chinese at Home	0.1%	0.3%	0.3%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.0%	0.0%	0.0%
	Speak Other Asian Languages at Home	0.3%	0.1%	0.1%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.0%
	Speak Other Language at Home	0.0%	0.0%	0.0%
Hispanic	Hispanic Population	269	525	1,235
	Hispanic Population Percent	1.9%	1.6%	1.6%
	Mexican	76.5%	78.3%	56.1%
	Puerto Rican	4.7%	4.7%	13.4%
	Cuban	0.0%	0.0%	0.0%
	Dominican	11.2%	8.8%	3.7%
	Central American	0.0%	0.0%	2.6%
	South American	0.0%	0.3%	2.7%
	Other Hispanic	7.5%	7.9%	21.5%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	0%	0%	0%

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Ancestry	American (percent of total population)	14.8%	16.0%	16.3%
	American	14.7%	15.8%	16.1%
	Native American (ie. Indian/Eskimo)	0.1%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.9%	0.6%	0.5%
	Chinese	0.0%	0.0%	0.0%
	Japanese	0.1%	0.0%	0.0%
	Korean	0.0%	0.0%	0.0%
	South Central Asian (ie. Indian)	0.3%	0.2%	0.1%
	South East Asian (ie. Vietnamese)	0.2%	0.1%	0.0%
	Other Asian	0.3%	0.2%	0.2%
	European (percent of total population)	28.7%	26.3%	26.4%
	British	8.1%	8.4%	9.6%
	Dutch	0.3%	0.3%	0.3%
	French	0.6%	0.6%	0.6%
	German	6.4%	5.6%	4.9%
	Italian	1.0%	0.6%	0.6%
	Polish	0.3%	0.3%	0.2%
	Scandinavian	0.3%	0.2%	0.2%
	Scotch/Irish	10.1%	8.8%	8.5%
Other European (ie. Greek/Russian)	1.7%	1.4%	1.4%	
Middle Eastern	0.0%	0.0%	0.0%	
Other Ancestry	12.5%	11.6%	10.8%	
Unclassified Ancestry	41.3%	43.8%	44.4%	
Education (Age 25+)	Adult Population (25 Years or Older)	10,103	22,135	53,874
	Elementary (0 to 8)	3.8%	4.6%	5.6%
	Some High School (9 to 11)	8.9%	10.0%	10.1%
	High School Graduate (12)	39.1%	40.0%	39.8%
	Some College (13 to 16)	20.5%	19.0%	19.2%
	Associates Degree Only	8.1%	8.3%	7.1%
	Bachelors Degree Only	10.4%	9.1%	9.7%
	Graduate Degree	9.2%	9.0%	8.5%
	% College (4+)	19.6%	18.0%	18.1%
Household Type	Total Households – count	5,921	12,466	30,699
	One Person HHs – count	1,860	3,385	8,244
	Family HHs – count	3,777	8,472	20,937
	Married Couple – count	2,732	6,198	15,754
	w/own children – count	955	2,206	6,061
	w/out own children – count	1,777	3,992	9,693
	Male Householder – count	291	764	1,597
	Female Householder – count	754	1,510	3,585
	Non-Family Households – count	284	608	1,518
	1 Person Household	31.4%	27.2%	26.9%
	2 Person Household	33.3%	34.1%	34.1%
	3 Person Household	15.1%	16.4%	16.6%
	4 Person Household	11.7%	13.1%	12.8%
	5 Person Household	5.4%	5.7%	5.9%
6 Person Household	2.2%	2.4%	2.4%	
7+ Person Household	0.9%	1.1%	1.4%	
% Households With Children	23.9%	26.0%	27.3%	

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Housing	Total Housing Units	6,397	13,469	33,636
	Owner Occupied Percent	55.4%	62.2%	62.5%
	Renter Occupied Percent	37.2%	30.3%	28.8%
	Vacant Housing Percent	7.4%	7.4%	8.7%
	Total Housing Units (Census 2000)	5,475	11,103	28,421
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.5%	0.9%	0.7%
	Property Value \$750,000 to \$999,999	1.3%	0.9%	0.7%
	Property Value \$500,000 to \$749,999	3.8%	3.7%	3.9%
	Property Value \$400,000 to \$499,999	6.6%	5.0%	5.0%
	Property Value \$300,000, to \$399,999	14.7%	13.0%	13.0%
	Property Value \$200,000 to \$299,999	30.1%	27.0%	24.5%
	Property Value \$150,000 to \$199,999	19.1%	16.0%	15.1%
	Property Value \$100,000 to \$149,999	11.4%	14.2%	14.9%
	Property Value \$60,000 to \$99,999	5.1%	7.1%	9.4%
	Property Value \$40,000 to \$59,999	2.0%	2.9%	2.4%
	Property Value \$0 to \$39,999	4.5%	8.9%	10.0%
	Median Home Value	\$218,827	\$202,541	\$193,646
Wealth per Household	\$0 and under - percent	18.3%	18.0%	18.0%
	\$1 to \$4999 - percent	9.5%	9.3%	9.3%
	\$5k to \$9999 - percent	4.9%	4.8%	4.8%
	\$10k to \$24999 - percent	6.6%	6.6%	6.5%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.3%	10.4%	10.4%
	\$100k to \$249999 - percent	17.8%	18.0%	18.1%
	\$250k to \$499999 - percent	12.5%	12.6%	12.6%
	\$500k+ - percent	13.3%	13.4%	13.3%
	Median HH Wealth	\$68,565	\$71,395	\$71,111
	Avg HH Wealth	\$222,601	\$224,966	\$224,197
Economic Viability	Economic Viability Local	273	275	274
	Economic Viability Indexed	101	102	101
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	6,135	13,460	31,661
	Managerial/Executive	11.9%	11.7%	10.5%
	Professional Specialty	24.3%	21.1%	21.0%
	Healthcare Support	5.9%	4.9%	4.8%
	Sales	11.1%	11.4%	10.8%
	Office & Administrative Support	13.7%	13.3%	12.9%
	Protective Service	2.2%	2.7%	2.6%
	Food Preparation	2.4%	3.3%	4.2%
	Building Maintenance & Cleaning	1.5%	1.8%	2.2%
	Personal Care	1.7%	1.8%	2.1%
	Farming, Fishing, & Forestry	0.0%	0.4%	0.5%
	Construction	7.5%	7.6%	6.8%
	Production & Transportation	18.0%	20.0%	21.6%
	Percent White Collar Workers	66.8%	62.4%	59.9%
	Percent Blue Collar Workers	33.2%	37.6%	40.1%

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	Agriculture/Mining/Construction	4.1%	5.1%	5.8%
	Manufacturing	11.2%	12.8%	13.9%
	Transportation	5.9%	6.3%	6.4%
	Information	0.9%	1.1%	1.1%
	Wholesale/Retail	16.3%	17.7%	18.3%
	Finance, Insurance, Real Estate	7.0%	6.2%	4.6%
	Professional Services	5.7%	4.6%	4.0%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	6.5%	4.9%	5.4%
	Educational Services	26.4%	22.6%	23.4%
	Entertainment Services	6.2%	7.7%	7.6%
	Other Professional Services	6.4%	6.8%	5.4%
	Public Administration	3.5%	4.0%	4.1%
Vehicles per HH	No Vehicles	6.7%	5.4%	6.1%
	1 Vehicle	32.3%	30.1%	30.6%
	2 Vehicles	38.0%	39.4%	37.5%
	3 or more vehicles	23.1%	25.1%	25.9%
	Average Number of Vehicles	1.89	1.97	1.94
Change	Births (last 12 months)	165	369	918
	Deaths (last 12 months)	163	344	855
	Migration (last 12 months)	31	55	404
Work place	Workplace Establishments	865	1,192	2,314
	Workplace Employees (FTE)	11,838	16,489	30,354