

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	3,114	17,429	29,234
	Population Est 23Q1	3,109	17,420	29,216
	Population Est 22Q4	3,108	17,424	29,224
	Population Est 22Q3	3,105	17,392	29,170
	Population Est 22Q2	3,102	17,412	29,173
	Population Est 22Q1	3,100	17,386	29,133
	Population Est 21Q4	3,095	17,348	29,062
	Population Est 21Q3	3,087	17,303	28,978
	Population Est 21Q2	3,078	17,232	28,855
	Population Fcst	3,233	17,940	30,081
	2010 Census Population	3,097	16,607	26,652
	2000 Census Population	2,760	14,603	23,370
	1990 Census Population	2,439	13,129	20,147
	Current Year Daytime Population	6,454	26,141	37,898
	Average Seasonal Population	22	217	638
	Historical Annual Growth, 1990 – 2000	1.24%	1.07%	1.50%
	Historical Annual Growth, 2000 – 2010	1.16%	1.29%	1.32%
	Estimated Annual Growth, 2010 – CY	0.04%	0.34%	0.65%
	Projected Annual Growth, CY to Y5	0.75%	0.58%	0.57%
	Group Qtrs Est	56	522	934
Transient Est Average Last 4 Qtrs	932	4,230	4,794	
<b>Households</b>	Current Year Estimated Households	1,330	7,099	11,430
	Households Est 23Q1	1,327	7,092	11,418
	Households Est 22Q4	1,326	7,092	11,420
	Households Est 22Q3	1,326	7,081	11,401
	Households Est 22Q2	1,324	7,088	11,401
	Households Est 22Q1	1,323	7,078	11,386
	Households Est 21Q4	1,321	7,061	11,356
	Households Est 21Q3	1,317	7,041	11,322
	Households Est 21Q2	1,314	7,012	11,272
	Households Fcst	1,381	7,312	11,771
	2010 Census Households	1,276	6,786	10,637
	2000 Census Households	1,156	5,914	9,196
	1990 Census Households	963	5,013	7,443
	Historical Annual Growth, 1990 – 2000	1.84%	1.67%	2.14%
	Historical Annual Growth, 2000 – 2010	0.99%	1.38%	1.47%
	Estimated Annual Growth, 2010 – CY	0.29%	0.32%	0.51%
	Projected Annual Growth, CY to Y5	0.76%	0.59%	0.59%
Population per Household	2.30	2.38	2.48	

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Income	HH Income \$500,000 or more	0.4%	0.5%	0.6%
	HH Income \$250,000 to \$499,999	0.5%	0.7%	0.7%
	HH Income \$200,000 to \$249,999	1.2%	1.5%	1.7%
	HH Income \$175,000 to \$199,999	2.3%	2.6%	2.7%
	HH Income \$150,000 to \$174,999	3.0%	4.1%	4.2%
	HH Income \$100,000 to 149,999	16.2%	16.9%	16.9%
	HH Income \$75,000 to 99,999	17.5%	15.7%	14.9%
	HH Income \$50,000 to 74,999	15.6%	14.3%	14.9%
	HH Income \$35,000 to 49,999	13.6%	13.8%	13.5%
	HH Income \$25,000 to 34,999	8.9%	7.7%	7.8%
	HH Income \$15,000 to 24,999	9.1%	10.6%	10.2%
	HH Income \$0 to 14,999	11.7%	11.6%	12.0%
	Average Household Income	\$69,374	\$74,769	\$77,299
	Median Household Income	\$60,127	\$60,974	\$60,517
	Per Capita Income	\$30,023	\$31,053	\$30,862
	Average Disposable Income	\$58,766	\$60,982	\$61,562
	Median Disposable Income	\$50,995	\$51,588	\$51,323
	Discretionary HH Income Over \$150,000	1.0%	1.7%	1.9%
	Discretionary HH Income \$125,000 to \$149,999	0.9%	1.0%	1.2%
	Discretionary HH Income \$100,000 to \$124,999	3.5%	4.7%	5.1%
	Discretionary HH Income \$75,000 to \$99,999	8.1%	10.2%	10.0%
	Discretionary HH Income \$50,000 to \$74,999	25.8%	21.6%	20.8%
	Discretionary HH Income \$25,000 to \$49,999	27.1%	27.7%	27.7%
	Discretionary HH Income Under \$25,000	33.6%	33.1%	33.3%
	Average Discretionary HH Income	\$43,353	\$45,521	\$46,086
	Median Discretionary HH Income	\$37,234	\$38,379	\$38,336
	Householder White – Count	1,260	6,784	10,991
	Median HH Income	\$58,473	\$59,016	\$59,095
	Average HH Income	\$67,079	\$69,178	\$69,716
	Householder Black or African-American – Count	3	7	7
	Median HH Income	\$126,520	\$128,125	\$128,125
	Average HH Income	\$123,973	\$124,970	\$124,970
	Householder Hispanic – Count	19	103	135
Median HH Income	\$101,824	\$125,221	\$127,189	
Average HH Income	\$103,900	\$123,605	\$122,121	
Householder Asian or Pacific Islander – Count	2	12	12	
Median HH Income	\$312,235	\$242,857	\$242,857	
Average HH Income	\$165,706	\$129,164	\$129,164	
Householder Other or Pacific Islander – Count	46	192	285	
Median HH Income	\$77,881	\$84,153	\$86,178	
Average HH Income	\$65,065	\$78,751	\$84,052	

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<b>Gender</b>	Male Population	1,516	8,378	14,254
	Female Population	1,598	9,051	14,979
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	183	969	1,608
	Count of Pop 0 to 7 years	267	1,371	2,301
	Count of Pop 5 - 13	343	1,852	3,168
	Count of Pop 14 - 18	162	897	1,536
	Count of Pop 19 - 22	159	878	1,519
	Count of Pop 22 - 25	116	626	1,093
	Count of Pop 25 - 29	215	1,051	1,749
	Count of Pop 30 - 34	202	1,101	1,805
	Count of Pop 35 - 39	220	1,130	1,869
	Count of Pop 40 - 44	211	1,114	1,889
	Count of Pop 45 - 59	576	3,265	5,675
	Count of Pop 60 - 74	485	3,007	5,023
	Count of Pop 75 - 84	192	1,164	1,791
	Count of Pop 85+	52	374	508
	% of Pop 0 to 4 years	5.9%	5.6%	5.5%
	% of Pop 0 to 7 years	8.6%	7.9%	7.9%
	% of Pop 5 - 13	11.0%	10.6%	10.8%
	% of Pop 14 - 18	5.2%	5.1%	5.3%
	% of Pop 19 - 22	5.1%	5.0%	5.2%
	% of Pop 22 - 25	3.7%	3.6%	3.7%
	% of Pop 25 - 29	6.9%	6.0%	6.0%
	% of Pop 30 - 34	6.5%	6.3%	6.2%
	% of Pop 35 - 39	7.1%	6.5%	6.4%
	% of Pop 40 - 44	6.8%	6.4%	6.5%
	% of Pop 45 - 59	18.5%	18.7%	19.4%
	% of Pop 60 - 74	15.6%	17.3%	17.2%
	% of Pop 75 - 84	6.2%	6.7%	6.1%
% of Pop 85+	1.7%	2.1%	1.7%	
Median Age	39.0	40.9	40.7	
Average Age	39.9	41.3	40.8	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.3%	5.9%	5.8%
	% of Pop 5 - 13	12.1%	11.3%	11.4%
	% of Pop 14 - 18	5.5%	5.5%	5.5%
	% of Pop 19 - 22	5.3%	5.3%	5.4%
	% of Pop 22 - 25	3.9%	3.8%	3.9%
	% of Pop 25 - 29	7.3%	6.5%	6.4%
	% of Pop 30 - 34	6.8%	6.6%	6.5%
	% of Pop 35 - 39	7.4%	6.6%	6.6%
	% of Pop 40 - 44	6.9%	6.4%	6.5%
	% of Pop 45 - 59	19.8%	19.3%	19.8%
	% of Pop 75 - 84	4.9%	5.6%	5.3%
	% of Pop 60 - 74	12.8%	15.8%	15.9%
	% of Pop 85+	1.0%	1.3%	1.1%
	Median Age	36.9	38.8	38.9
Average Age	37.9	39.6	39.4	

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	% of Pop 0 to 4 years	5.5%	5.2%	5.3%
	% of Pop 5 - 13	10.0%	10.0%	10.3%
	% of Pop 14 - 18	4.9%	4.9%	5.0%
	% of Pop 19 - 22	4.9%	4.8%	5.0%
	% of Pop 22 - 25	3.5%	3.4%	3.6%
	% of Pop 25 - 29	6.5%	5.6%	5.6%
	% of Pop 30 - 34	6.2%	6.0%	5.9%
	% of Pop 35 - 39	6.7%	6.3%	6.2%
	% of Pop 40 - 44	6.7%	6.3%	6.4%
	% of Pop 45 - 59	17.3%	18.2%	19.0%
	% of Pop 60 - 74	18.2%	18.6%	18.4%
	% of Pop 75 - 84	7.3%	7.7%	6.9%
	% of Pop 85+	2.3%	2.9%	2.3%
	Median Age	41.3	43.0	42.4
Average Age	41.9	42.9	42.2	
Race	Count of White	2,910	16,370	27,610
	Count of Black or African-American	58	223	284
	Count of Asian or Pacific Islander	24	150	204
	Count of Other races	123	687	1,136
	White	93.4%	93.9%	94.4%
	Black or African American	1.9%	1.3%	1.0%
	Asian	0.8%	0.9%	0.7%
	Other Races	3.9%	3.9%	3.9%
Language Spoken	Speak English at Home	98.8%	98.6%	98.4%
	Speak Spanish at Home	0.3%	0.6%	0.6%
	Speak French or French Creole at Home	0.0%	0.0%	0.0%
	Speak German at Home	0.0%	0.1%	0.2%
	Speak Other Indo-European Languages at Home	0.5%	0.3%	0.2%
	Speak Russian and Other Slavic Languages at Home	0.0%	0.0%	0.0%
	Speak Chinese at Home	0.0%	0.2%	0.4%
	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	0.4%	0.2%	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	67	325	479
	Hispanic Population Percent	2.1%	1.9%	1.6%
	Mexican	86.9%	76.7%	76.8%
	Puerto Rican	2.0%	4.3%	4.0%
	Cuban	0.0%	0.0%	0.0%
	Dominican	0.0%	11.6%	9.6%
	Central American	0.0%	0.0%	0.0%
	South American	0.0%	0.1%	0.4%
	Other Hispanic	11.1%	7.3%	9.2%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	0%	0%	0%

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<b>Ancestry</b>	American (percent of total population)	12.7%	15.2%	16.0%
	American	12.6%	15.0%	15.9%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.8%	0.9%	0.7%
	Chinese	0.0%	0.0%	0.0%
	Japanese	0.1%	0.0%	0.0%
	Korean	0.0%	0.0%	0.1%
	South Central Asian (ie. Indian)	0.3%	0.3%	0.2%
	South East Asian (ie. Vietnamese)	0.2%	0.2%	0.1%
	Other Asian	0.2%	0.3%	0.2%
	European (percent of total population)	30.4%	27.9%	26.5%
	British	8.9%	8.0%	8.3%
	Dutch	0.6%	0.3%	0.3%
	French	0.6%	0.5%	0.6%
	German	6.1%	6.2%	5.8%
	Italian	1.2%	0.9%	0.7%
	Polish	0.4%	0.3%	0.3%
	Scandinavian	0.5%	0.3%	0.2%
	Scotch/Irish	10.0%	9.9%	9.1%
Other European (ie. Greek/Russian)	2.1%	1.6%	1.4%	
Middle Eastern	0.0%	0.0%	0.0%	
Other Ancestry	13.3%	12.5%	11.8%	
Unclassified Ancestry	40.7%	41.6%	43.3%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	2,152	12,207	20,309
	Elementary (0 to 8)	2.2%	3.9%	4.6%
	Some High School (9 to 11)	14.3%	9.0%	9.9%
	High School Graduate (12)	33.9%	39.3%	39.6%
	Some College (13 to 16)	18.8%	20.0%	18.9%
	Associates Degree Only	9.4%	8.5%	8.9%
	Bachelors Degree Only	10.5%	10.1%	9.2%
	Graduate Degree	11.0%	9.2%	8.8%
	% College (4+)	21.5%	19.3%	18.0%
<b>Household Type</b>	Total Households – count	1,330	7,099	11,430
	One Person HHs – count	427	2,151	3,131
	Family HHs – count	800	4,567	7,695
	Married Couple – count	527	3,307	5,699
	w/own children – count	174	1,143	2,026
	w/out own children – count	353	2,164	3,673
	Male Householder – count	42	376	679
	Female Householder – count	231	883	1,317
	Non-Family Households – count	103	380	604
	1 Person Household	32.1%	30.3%	27.4%
	2 Person Household	31.1%	33.8%	34.3%
	3 Person Household	15.3%	15.4%	16.3%
	4 Person Household	11.6%	12.0%	12.9%
	5 Person Household	5.6%	5.4%	5.7%
6 Person Household	3.3%	2.2%	2.3%	
7+ Person Household	0.9%	0.9%	1.0%	
% Households With Children	21.6%	23.9%	26.1%	

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<b>Housing</b>	Total Housing Units	1,401	7,656	12,315
	Owner Occupied Percent	53.9%	57.1%	61.9%
	Renter Occupied Percent	41.0%	35.7%	30.9%
	Vacant Housing Percent	5.1%	7.3%	7.2%
	Total Housing Units (Census 2000)	1,227	6,399	10,011
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.4%	1.5%	1.0%
	Property Value \$750,000 to \$999,999	1.3%	1.2%	1.0%
	Property Value \$500,000 to \$749,999	3.5%	3.8%	3.7%
	Property Value \$400,000 to \$499,999	5.5%	6.3%	5.3%
	Property Value \$300,000, to \$399,999	10.0%	14.7%	13.1%
	Property Value \$200,000 to \$299,999	28.2%	30.6%	28.3%
	Property Value \$150,000 to \$199,999	29.9%	18.1%	16.2%
	Property Value \$100,000 to \$149,999	11.0%	11.9%	14.0%
	Property Value \$60,000 to \$99,999	3.8%	4.9%	6.7%
	Property Value \$40,000 to \$59,999	1.5%	1.9%	2.3%
	Property Value \$0 to \$39,999	3.8%	5.1%	7.8%
	Median Home Value	\$199,908	\$219,094	\$207,598
<b>Wealth per Household</b>	\$0 and under - percent	18.9%	18.2%	18.0%
	\$1 to \$4999 - percent	9.8%	9.5%	9.3%
	\$5k to \$9999 - percent	5.0%	4.9%	4.8%
	\$10k to \$24999 - percent	6.7%	6.6%	6.5%
	\$25k to \$49999 - percent	6.8%	6.9%	6.9%
	\$50k to \$99999 - percent	10.2%	10.3%	10.4%
	\$100k to \$249999 - percent	17.4%	17.8%	18.0%
	\$250k to \$499999 - percent	12.2%	12.5%	12.6%
	\$500k+ - percent	13.0%	13.3%	13.4%
	Median HH Wealth	\$63,848	\$69,365	\$71,518
	Avg HH Wealth	\$217,869	\$223,395	\$225,293
<b>Economic Viability</b>	Economic Viability Local	278	274	273
	Economic Viability Indexed	103	101	101
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	1,289	7,512	12,521
	Managerial/Executive	8.0%	12.2%	12.7%
	Professional Specialty	36.4%	23.3%	21.2%
	Healthcare Support	3.6%	6.2%	5.0%
	Sales	6.4%	11.7%	11.4%
	Office & Administrative Support	14.1%	13.4%	13.1%
	Protective Service	2.4%	1.9%	2.3%
	Food Preparation	3.3%	2.5%	3.0%
	Building Maintenance & Cleaning	1.6%	1.6%	1.7%
	Personal Care	2.0%	1.6%	1.8%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.3%
	Construction	8.3%	7.6%	8.1%
	Production & Transportation	13.9%	17.9%	19.4%
	Percent White Collar Workers	68.5%	66.8%	63.4%
	Percent Blue Collar Workers	31.5%	33.2%	36.6%

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	Agriculture/Mining/Construction	3.6%	4.1%	5.2%
	Manufacturing	11.7%	11.7%	12.5%
	Transportation	5.8%	5.7%	6.2%
	Information	0.5%	1.1%	1.1%
	Wholesale/Retail	11.8%	17.0%	17.6%
	Finance, Insurance, Real Estate	3.9%	6.8%	6.1%
	Professional Services	13.5%	5.4%	4.5%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	6.6%	6.2%	4.9%
	Educational Services	32.4%	25.8%	23.6%
	Entertainment Services	4.2%	6.1%	7.5%
	Other Professional Services	3.6%	6.5%	6.8%
	Public Administration	2.4%	3.5%	4.0%
<b>Vehicles per HH</b>	No Vehicles	7.9%	5.7%	5.3%
	1 Vehicle	41.1%	31.9%	29.5%
	2 Vehicles	33.5%	39.1%	39.5%
	3 or more vehicles	17.4%	23.3%	25.7%
	Average Number of Vehicles	1.70	1.91	1.99
<b>Change</b>	Births (last 12 months)	38	201	336
	Deaths (last 12 months)	34	198	316
	Migration (last 12 months)	9	20	50
<b>Work place</b>	Workplace Establishments	275	963	1,178
	Workplace Employees (FTE)	3,738	13,230	16,269