

# Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval



Nov 15, 2022

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	3,471	17,239	27,784
	Population Est 22Q1	3,472	17,228	27,759
	Population Est 21Q4	3,472	17,193	27,679
	Population Est 21Q3	3,466	17,166	27,626
	Population Est 21Q2	3,465	17,155	27,607
	Population Est 21Q1	3,464	17,139	27,574
	Population Est 20Q4	3,457	17,081	27,425
	Population Est 20Q3	3,341	16,859	27,237
	Population Est 20Q2	3,332	16,835	27,242
	Population Fcst	3,601	17,828	28,721
	2010 Census Population	3,266	16,304	26,278
	2000 Census Population	3,005	14,428	22,957
	1990 Census Population	2,733	12,896	19,904
	Current Year Daytime Population	6,774	27,885	39,099
	Average Seasonal Population	53	342	821
	Historical Annual Growth, 1990 – 2000	0.95%	1.13%	1.44%
	Historical Annual Growth, 2000 – 2010	0.84%	1.23%	1.36%
	Estimated Annual Growth, 2010 – CY	0.50%	0.46%	0.46%
	Projected Annual Growth, CY to Y5	0.74%	0.67%	0.67%
	Group Qtrs Est	57	531	536
Transient Est Average Last 4 Qtrs	744	3,888	4,484	
<b>Households</b>	Current Year Estimated Households	1,431	7,055	11,113
	Households Est 22Q1	1,431	7,051	11,104
	Households Est 21Q4	1,432	7,039	11,076
	Households Est 21Q3	1,429	7,025	11,052
	Households Est 21Q2	1,429	7,020	11,043
	Households Est 21Q1	1,429	7,015	11,032
	Households Est 20Q4	1,426	6,992	10,974
	Households Est 20Q3	1,377	6,898	10,892
	Households Est 20Q2	1,372	6,889	10,895
	Households Fcst	1,485	7,303	11,495
	2010 Census Households	1,344	6,661	10,498
	2000 Census Households	1,210	5,837	9,071
	1990 Census Households	1,048	4,887	7,287
	Historical Annual Growth, 1990 – 2000	1.45%	1.79%	2.21%
	Historical Annual Growth, 2000 – 2010	1.06%	1.33%	1.47%
	Estimated Annual Growth, 2010 – CY	0.51%	0.47%	0.47%
Projected Annual Growth, CY to Y5	0.75%	0.69%	0.68%	
Population per Household	2.39	2.37	2.45	

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	<b>1.00 Mile Radius</b>	<b>3.00 Mile Radius</b>	<b>5.00 Mile Radius</b>	
HH Income \$500,000 or more	0.2%	0.4%	0.5%	
HH Income \$250,000 to \$499,999	0.2%	0.5%	0.6%	
HH Income \$200,000 to \$249,999	0.5%	1.2%	1.4%	
HH Income \$175,000 to \$199,999	1.2%	1.5%	1.6%	
HH Income \$150,000 to \$174,999	2.4%	2.6%	2.9%	
HH Income \$100,000 to 149,999	16.1%	12.7%	11.8%	
HH Income \$75,000 to 99,999	16.3%	12.1%	12.6%	
HH Income \$50,000 to 74,999	21.0%	19.6%	18.4%	
HH Income \$35,000 to 49,999	14.4%	12.0%	11.8%	
HH Income \$25,000 to 34,999	6.3%	8.0%	9.1%	
HH Income \$15,000 to 24,999	7.0%	12.4%	12.9%	
HH Income \$0 to 14,999	14.5%	17.1%	16.3%	
Average Household Income	\$65,370	\$65,468	\$66,074	
Median Household Income	\$61,536	\$50,785	\$49,794	
Per Capita Income	\$27,317	\$27,459	\$26,847	
2000 Average HH Income	\$40,301	\$39,150	\$39,396	
2000 Median HH Income	\$32,952	\$30,853	\$30,150	
Disposable HH Income \$500,000 or more	0%	0%	0%	
Disposable HH Income \$250,000 to \$499,999	0%	0%	0%	
Disposable HH Income \$200,000 to \$249,999	0%	0%	0%	
Disposable HH Income \$175,000 to \$199,999	0%	0%	1%	
Disposable HH Income \$150,000 to \$174,999	1%	1%	1%	
Disposable HH Income \$100,000 to \$149,999	10%	9%	9%	
Disposable HH Income \$75,000 to \$99,999	16%	12%	12%	
Disposable HH Income \$50,000 to \$74,999	25%	21%	20%	
Disposable HH Income \$35,000 to \$49,999	15%	13%	13%	
Disposable HH Income \$25,000 to \$34,999	9%	11%	11%	
Disposable HH Income \$15,000 to \$24,999	9%	13%	14%	
Disposable HH Income \$0 to \$14,999	15%	18%	18%	
Average Disposable Income	55,234	51,874	52,539	
Median Disposable Income	51,950	43,173	42,387	
Householder White – Count	1,391	6,720	10,612	
Median HH Income	\$62,399	\$52,184	\$50,636	
Average HH Income	\$64,803	\$59,974	\$60,137	
Householder Black or African-American – Count	5	69	77	
Median HH Income	\$14,375	\$9,746	\$9,876	
Average HH Income	\$14,145	\$9,341	\$9,432	
Householder Hispanic – Count	5	82	138	
Median HH Income	\$115,909	\$110,301	\$107,398	
Average HH Income	\$102,816	\$97,199	\$101,803	
Householder Asian or Pacific Islander – Count	11	39	45	
Median HH Income	\$21,117	\$21,687	\$20,350	
Average HH Income	\$68,389	\$78,953	\$69,662	
Householder Other or Pacific Islander – Count	19	145	241	
Median HH Income	\$36,861	\$33,778	\$33,425	
Average HH Income	\$41,484	\$44,548	\$53,820	

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	1,696	8,368	13,483
	Female Population	1,775	8,872	14,301
Total Population by Age	Count of Pop 0 to 4 years	219	1,027	1,622
	Count of Pop 0 to 7 years	321	1,496	2,328
	Count of Pop 5 - 13	407	1,926	3,047
	Count of Pop 14 - 18	185	875	1,408
	Count of Pop 19 - 22	163	856	1,453
	Count of Pop 22 - 25	124	659	1,106
	Count of Pop 25 - 29	213	1,089	1,790
	Count of Pop 30 - 34	238	1,083	1,650
	Count of Pop 35 - 39	242	1,114	1,658
	Count of Pop 40 - 44	220	1,109	1,757
	Count of Pop 45 - 59	634	3,277	5,483
	Count of Pop 60 - 74	576	2,919	4,813
	Count of Pop 75 - 84	207	1,033	1,612
	Count of Pop 85+	41	273	384
	% of Pop 0 to 4 years	6.3%	6.0%	5.8%
	% of Pop 0 to 7 years	9.3%	8.7%	8.4%
	% of Pop 5 - 13	11.7%	11.2%	11.0%
	% of Pop 14 - 18	5.3%	5.1%	5.1%
	% of Pop 19 - 22	4.7%	5.0%	5.2%
	% of Pop 22 - 25	3.6%	3.8%	4.0%
	% of Pop 25 - 29	6.1%	6.3%	6.4%
	% of Pop 30 - 34	6.9%	6.3%	5.9%
	% of Pop 35 - 39	7.0%	6.5%	6.0%
	% of Pop 40 - 44	6.3%	6.4%	6.3%
	% of Pop 45 - 59	18.3%	19.0%	19.7%
	% of Pop 60 - 74	16.6%	16.9%	17.3%
	% of Pop 75 - 84	6.0%	6.0%	5.8%
% of Pop 85+	1.2%	1.6%	1.4%	
Median Age	38.8	40.0	40.5	
Average Age	39.6	40.3	40.4	
Male Population by Age	% of Pop 0 to 4 years	6.7%	6.3%	6.2%
	% of Pop 5 - 13	12.5%	11.9%	11.6%
	% of Pop 14 - 18	5.8%	5.4%	5.3%
	% of Pop 19 - 22	5.2%	5.3%	5.5%
	% of Pop 22 - 25	4.0%	4.3%	4.3%
	% of Pop 25 - 29	6.8%	7.0%	6.9%
	% of Pop 30 - 34	6.8%	6.6%	6.2%
	% of Pop 35 - 39	6.9%	6.6%	6.1%
	% of Pop 40 - 44	6.5%	6.6%	6.3%
	% of Pop 45 - 59	18.0%	18.9%	19.6%
	% of Pop 75 - 84	4.8%	4.7%	4.8%
	% of Pop 60 - 74	15.2%	15.6%	16.3%
	% of Pop 85+	0.7%	0.8%	0.8%
	Median Age	36.6	37.4	38.2
	Average Age	37.8	38.4	38.8

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London, KY		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	6.0%	5.6%	5.5%
	% of Pop 5 - 13	11.0%	10.5%	10.3%
	% of Pop 14 - 18	4.8%	4.7%	4.8%
	% of Pop 19 - 22	4.2%	4.6%	4.9%
	% of Pop 22 - 25	3.1%	3.4%	3.6%
	% of Pop 25 - 29	5.5%	5.7%	6.0%
	% of Pop 30 - 34	6.9%	6.0%	5.7%
	% of Pop 35 - 39	7.1%	6.3%	5.9%
	% of Pop 40 - 44	6.2%	6.3%	6.3%
	% of Pop 45 - 59	18.5%	19.1%	19.9%
	% of Pop 60 - 74	17.9%	18.2%	18.3%
	% of Pop 75 - 84	7.0%	7.2%	6.8%
	% of Pop 85+	1.6%	2.3%	2.0%
	Median Age	41.0	42.4	42.5
Average Age	41.4	42.2	41.9	
Race	Count of White	3,319	16,494	26,726
	Count of Black or African-American	36	216	268
	Count of Asian or Pacific Islander	28	121	155
	Count of Other races	88	408	636
	White	95.6%	95.7%	96.2%
	Black or African American	1.0%	1.3%	1.0%
	Asian	0.8%	0.7%	0.6%
	Other Races	2.5%	2.4%	2.3%
Language Spoken	Speak English at Home	98.6%	98.2%	98.1%
	Speak Spanish at Home	0.4%	0.8%	0.8%
	Speak French or French Creole at Home	0.0%	0.0%	0.0%
	Speak German at Home	0.0%	0.1%	0.2%
	Speak Russian or Other Slavic Language at Home	0.0%	0.0%	0.0%
	Speak Other Indo-European Language 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 Language at Home	1.0%	0.7%	0.4%
	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	37	257	422
	Hispanic Population Percent	1.1%	1.5%	1.5%
	Mexican	92.1%	92.7%	90.7%
	Puerto Rican	1.4%	2.7%	3.3%
	Cuban	0.0%	0.0%	0.2%
	Dominican	0.0%	0.7%	0.9%
	Central American	0.0%	0.0%	0.0%
	South American	0.0%	0.1%	0.6%
	Other Hispanic	6.5%	3.7%	4.3%
	2000 Hispanic Population Percent	0%	0%	0%
1990 Hispanic Population Percent	0%	0%	0%	

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London, KY		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	American (percent of total population)	11.2%	14.2%	15.3%
	American	11.1%	14.0%	15.1%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.8%	0.7%	0.6%
	Chinese	0.0%	0.0%	0.0%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.0%	0.0%	0.0%
	South Central Asian (ie. Indian)	0.4%	0.3%	0.2%
	South East Asian (ie. Vietnamese)	0.2%	0.2%	0.2%
	Other Asian	0.0%	0.0%	0.1%
	European (percent of total population)	33.2%	29.5%	27.0%
	British	8.6%	8.3%	7.7%
	Dutch	0.6%	0.4%	0.4%
	French	3.8%	2.3%	1.8%
	German	6.4%	5.7%	5.1%
	Italian	1.2%	1.0%	0.8%
	Polish	0.4%	0.4%	0.4%
	Scandinavian	0.6%	0.4%	0.3%
	Scotch/Irish	9.2%	9.3%	9.0%
Other European (ie. Greek/Russian)	2.5%	1.7%	1.5%	
Middle Eastern	0.0%	0.0%	0.0%	
Other Ancestry	13.9%	13.2%	13.1%	
Unclassified Ancestry	39.8%	41.0%	42.5%	
Education (Age 25+)	Adult Population (25 Years or Older)	2,372	11,896	19,149
	Elementary (0 to 8)	4.6%	6.0%	6.6%
	Some High School (9 to 11)	6.2%	8.7%	9.6%
	High School Graduate (12)	36.0%	36.3%	36.1%
	Some College (13 to 16)	20.1%	21.2%	20.4%
	Associates Degree Only	10.1%	9.2%	9.8%
	Bachelors Degree Only	12.3%	10.9%	10.1%
	Graduate Degree	10.6%	7.8%	7.4%
% College (4+)	23.0%	18.7%	17.5%	
Household Type	Total Households – count	1,431	7,055	11,113
	One Person HHs – count	386	2,023	2,889
	Family HHs – count	905	4,745	7,800
	Married Couple – count	691	3,545	5,803
	w/own children – count	230	1,237	2,088
	w/out own children – count	461	2,308	3,715
	Male Householder – count	74	372	653
	Female Householder – count	140	828	1,344
	Non-Family Households – count	140	287	424
	1 Person Household	27.0%	28.7%	26.0%
	2 Person Household	36.5%	35.3%	35.3%
	3 Person Household	17.9%	17.0%	17.8%
	4 Person Household	11.4%	11.9%	13.0%
	5 Person Household	5.1%	5.0%	5.5%
	6 Person Household	1.5%	1.5%	1.6%
7+ Person Household	0.6%	0.7%	0.8%	
% Households With Children	21.8%	26.7%	29.3%	

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	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
	Total Housing Units	1,562	7,711	12,148
	Owner Occupied Percent	53.7%	54.2%	60.0%
	Renter Occupied Percent	37.9%	37.2%	31.5%
	Vacant Housing Percent	8.4%	8.5%	8.5%
	Total Housing Units (Census 2000)	1,316	6,355	9,861
	For Rent (Census 2000)	56%	40%	30%
	For Sale (Census 2000)	20%	22%	22%
	Rented or Sold, (Census 2000)	7%	14%	14%
	Seasonal (Census 2014)	5%	7%	10%
	Other (Census 2000)	17%	20%	24%
Homes Built By Year	Homes Built 1990 to 2000	29%	27%	30%
	Homes Built 1980 to 1989	28%	21%	21%
	Homes Built 1970 to 1979	25%	23%	22%
	Homes Built 1960 to 1969	8%	11%	10%
	Homes Built 1950 to 1959	4%	9%	8%
	Homes Built 1940 to 1949	4%	5%	4%
	Homes Built Before 1939	2%	4%	5%
Units in Structure	1 Unit	60%	64%	64%
	2 - 9 Units	23%	17%	12%
	Greater than 10 Units	3%	5%	3%
	Mobilie Trailer	13%	15%	21%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.7%	0.6%	0.7%
	Property Value \$750,000 to \$999,999	2.5%	1.7%	1.3%
	Property Value \$500,000 to \$749,999	2.5%	3.0%	2.8%
	Property Value \$400,000 to \$499,999	3.2%	3.2%	3.1%
	Property Value \$300,000, to \$399,999	7.6%	7.0%	6.7%
	Property Value \$200,000 to \$299,999	20.7%	21.4%	20.2%
	Property Value \$150,000 to \$199,999	31.3%	26.4%	23.5%
	Property Value \$100,000 to \$149,999	21.9%	19.8%	19.4%
	Property Value \$60,000 to \$99,999	5.1%	9.1%	11.2%
	Property Value \$40,000 to \$59,999	2.3%	2.7%	3.1%
	Property Value \$0 to \$39,999	2.3%	4.9%	7.9%
	Median Home Value	\$178,487	\$174,486	\$166,908
	Median Rent	\$409	\$379	\$381
Wealth per Household	\$0 and under - percent	18.5%	18.7%	18.5%
	\$1 to \$4999 - percent	9.4%	9.8%	9.6%
	\$5k to \$9999 - percent	4.9%	5.0%	4.9%
	\$10k to \$24999 - percent	6.7%	6.7%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.3%	10.3%	10.4%
	\$100k to \$249999 - percent	17.7%	17.6%	17.8%
	\$250k to \$499999 - percent	12.4%	12.2%	12.3%
	\$500k+ - percent	13.1%	12.7%	12.8%
	Median HH Wealth	\$67,082	\$63,656	\$66,309
	Avg HH Wealth	\$220,547	\$215,637	\$217,977

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<b>Economic Viability</b>	Economic Viability Local	237	244	248
	Economic Viability Indexed	94	97	98
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	1,387	7,061	11,593
	Managerial/Executive	10.8%	13.3%	12.9%
	Professional Specialty	24.7%	21.4%	20.8%
	Healthcare Support	5.1%	5.6%	4.8%
	Sales	10.5%	11.5%	10.7%
	Office & Administrative Support	18.5%	16.3%	15.5%
	Protective Service	2.8%	2.8%	2.6%
	Food Preparation	4.6%	4.4%	4.4%
	Building Maintenance & Cleaning	0.9%	1.6%	2.0%
	Personal Care	2.7%	1.4%	1.5%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	6.1%	5.7%	6.8%
	Production & Transportation	13.3%	15.9%	17.8%
	Percent White Collar Workers	69.5%	68.1%	64.7%
Percent Blue Collar Workers	30.5%	31.9%	35.3%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	4.0%	4.9%	5.4%
	Manufacturing	8.4%	9.4%	10.4%
	Transportation	9.8%	7.5%	7.9%
	Information	0.6%	1.0%	1.4%
	Wholesale/Retail	11.4%	14.7%	15.8%
	Finance, Insurance, Real Estate	6.2%	7.2%	6.5%
	Professional Services	2.3%	2.1%	2.1%
	Management Services	0.0%	0.0%	0.0%
	Administrative/Waste Services	5.3%	4.7%	4.3%
	Educational Services	36.2%	29.0%	25.9%
	Entertainment Services	6.1%	8.4%	9.4%
	Other Professional Services	5.5%	6.3%	5.9%
	Public Administration	4.1%	5.0%	5.1%
<b>Transportation To Work</b>	Drive to Work Alone	84.6%	82.7%	81.8%
	Drive to Work Carpool	12.2%	12.2%	12.9%
	Travel to Work by Public Transportation	0.1%	0.3%	0.3%
	Drive to Work on Motorcycle	0.0%	0.0%	0.0%
	Drive to Work on Bicycle	0.0%	0.0%	0.0%
	Walked to Work	2.2%	2.2%	1.9%
	Other Means	0.0%	0.5%	0.7%
	Work at Home	1.0%	2.1%	2.4%

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	Travel to Work in Less than 5 Minutes	5.5%	6.5%	5.6%
	Travel to Work in 5 to 9 Minutes	21.4%	17.6%	13.9%
	Travel to Work in 10 to 14 Minutes	26.5%	26.8%	24.4%
	Travel to Work in 15 to 19 Minutes	18.3%	18.2%	19.6%
	Travel to Work in 20 to 29 Minutes	11.3%	12.1%	16.2%
	Travel to Work in 30 to 44 Minutes	8.4%	10.4%	11.6%
	Travel to Work in 45 to 59 Minutes	1.2%	2.3%	2.8%
	Travel to Work in 60 Minutes or more	7.4%	6.2%	6.0%
	Average Travel Time to Work	19	19	20
Vehicles per HH	No Vehicles	7.2%	8.5%	7.1%
	1 Vehicle	34.2%	32.8%	32.4%
	2 Vehicles	39.1%	36.7%	37.7%
	3 or more vehicles	19.4%	22.0%	22.9%
		Average Number of Vehicles	1.79	1.81
Change	Births (last 12 months)	36	177	293
	Deaths (last 12 months)	47	234	378
	Migration (last 12 months)	17	141	263
Work place	Workplace Establishments	182	851	1,002
	Workplace Employees (FTE)	3,279	14,935	17,765