

# 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		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	14,874	30,207	75,810
	Population Est 22Q1	14,868	30,200	75,885
	Population Est 21Q4	14,852	30,093	76,016
	Population Est 21Q3	14,828	30,029	75,894
	Population Est 21Q2	14,821	30,013	75,864
	Population Est 21Q1	14,807	29,982	75,826
	Population Est 20Q4	14,755	29,852	75,462
	Population Est 20Q3	14,539	29,635	75,128
	Population Est 20Q2	14,518	29,705	75,061
	Population Fcst	15,382	31,154	77,508
	2010 Census Population	14,065	28,729	72,634
	2000 Census Population	12,547	25,295	66,417
	1990 Census Population	11,303	21,964	56,633
	Current Year Daytime Population	23,359	41,087	83,747
	Average Seasonal Population	274	1,026	2,744
	Historical Annual Growth, 1990 – 2000	1.05%	1.42%	1.61%
	Historical Annual Growth, 2000 – 2010	1.15%	1.28%	0.90%
	Estimated Annual Growth, 2010 – CY	0.46%	0.41%	0.35%
	Projected Annual Growth, CY to Y5	0.67%	0.62%	0.44%
	Group Qtrs Est	531	534	923
Transient Est Average Last 4 Qtrs	3,069	4,535	7,191	
<b>Households</b>	Current Year Estimated Households	6,111	12,034	29,992
	Households Est 22Q1	6,109	12,031	30,021
	Households Est 21Q4	6,104	11,994	30,083
	Households Est 21Q3	6,092	11,965	30,029
	Households Est 21Q2	6,088	11,958	30,015
	Households Est 21Q1	6,084	11,948	30,009
	Households Est 20Q4	6,063	11,897	29,862
	Households Est 20Q3	5,973	11,803	29,725
	Households Est 20Q2	5,965	11,831	29,695
	Households Fcst	6,327	12,420	30,672
	2010 Census Households	5,769	11,429	28,702
	2000 Census Households	5,090	9,962	25,952
	1990 Census Households	4,329	8,005	20,665
	Historical Annual Growth, 1990 – 2000	1.63%	2.21%	2.30%
	Historical Annual Growth, 2000 – 2010	1.26%	1.38%	1.01%
	Estimated Annual Growth, 2010 – CY	0.47%	0.42%	0.36%
Projected Annual Growth, CY to Y5	0.70%	0.63%	0.45%	
Population per Household	2.35	2.47	2.50	

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London Marketplace London, KY	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
HH Income \$500,000 or more	0.4%	0.5%	0.5%
HH Income \$250,000 to \$499,999	0.5%	0.6%	0.5%
HH Income \$200,000 to \$249,999	1.2%	1.4%	1.3%
HH Income \$175,000 to \$199,999	1.5%	1.4%	1.6%
HH Income \$150,000 to \$174,999	2.8%	2.6%	2.3%
HH Income \$100,000 to 149,999	12.8%	11.5%	10.5%
HH Income \$75,000 to 99,999	12.4%	12.2%	11.3%
HH Income \$50,000 to 74,999	19.9%	18.5%	19.7%
HH Income \$35,000 to 49,999	11.3%	11.9%	11.8%
HH Income \$25,000 to 34,999	7.6%	9.8%	11.5%
HH Income \$15,000 to 24,999	12.3%	12.9%	11.3%
HH Income \$0 to 14,999	17.4%	16.7%	17.7%
Average Household Income	\$66,492	\$64,262	\$63,338
Median Household Income	\$52,036	\$48,015	\$46,631
Per Capita Income	\$28,092	\$25,984	\$25,301
2000 Average HH Income	\$38,542	\$38,438	\$36,179
2000 Median HH Income	\$30,678	\$29,489	\$26,737
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%	1%	1%
Disposable HH Income \$150,000 to \$174,999	1%	1%	1%
Disposable HH Income \$100,000 to \$149,999	9%	8%	7%
Disposable HH Income \$75,000 to \$99,999	12%	12%	11%
Disposable HH Income \$50,000 to \$74,999	21%	19%	19%
Disposable HH Income \$35,000 to \$49,999	13%	14%	15%
Disposable HH Income \$25,000 to \$34,999	10%	12%	13%
Disposable HH Income \$15,000 to \$24,999	13%	14%	13%
Disposable HH Income \$0 to \$14,999	19%	18%	19%
Average Disposable Income	52,285	51,373	49,941
Median Disposable Income	44,116	41,209	40,374
Householder White – Count	5,821	11,524	29,120
Median HH Income	\$53,452	\$48,924	\$46,837
Average HH Income	\$60,561	\$58,817	\$57,029
Householder Black or African-American – Count	66	77	78
Median HH Income	\$9,824	\$9,905	\$9,998
Average HH Income	\$9,400	\$10,065	\$11,785
Householder Hispanic – Count	75	137	242
Median HH Income	\$107,254	\$105,202	\$100,793
Average HH Income	\$94,745	\$99,796	\$99,191
Householder Asian or Pacific Islander – Count	36	45	71
Median HH Income	\$22,066	\$20,252	\$19,997
Average HH Income	\$84,225	\$69,102	\$51,141
Householder Other or Pacific Islander – Count	113	251	481
Median HH Income	\$33,878	\$32,620	\$32,462
Average HH Income	\$41,786	\$49,471	\$50,482

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<b>Gender</b>	Male Population	7,233	14,673	36,682
	Female Population	7,641	15,534	39,128
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	888	1,766	4,426
	Count of Pop 0 to 7 years	1,296	2,531	6,301
	Count of Pop 5 - 13	1,661	3,306	8,213
	Count of Pop 14 - 18	751	1,536	3,908
	Count of Pop 19 - 22	733	1,594	4,131
	Count of Pop 22 - 25	567	1,204	3,077
	Count of Pop 25 - 29	937	1,946	4,964
	Count of Pop 30 - 34	946	1,794	4,456
	Count of Pop 35 - 39	976	1,797	4,340
	Count of Pop 40 - 44	960	1,908	4,647
	Count of Pop 45 - 59	2,811	5,944	14,830
	Count of Pop 60 - 74	2,507	5,252	13,316
	Count of Pop 75 - 84	893	1,749	4,454
	Count of Pop 85+	246	410	1,048
	% of Pop 0 to 4 years	6.0%	5.8%	5.8%
	% of Pop 0 to 7 years	8.7%	8.4%	8.3%
	% of Pop 5 - 13	11.2%	10.9%	10.8%
	% of Pop 14 - 18	5.0%	5.1%	5.2%
	% of Pop 19 - 22	4.9%	5.3%	5.4%
	% of Pop 22 - 25	3.8%	4.0%	4.1%
	% of Pop 25 - 29	6.3%	6.4%	6.5%
	% of Pop 30 - 34	6.4%	5.9%	5.9%
	% of Pop 35 - 39	6.6%	5.9%	5.7%
% of Pop 40 - 44	6.5%	6.3%	6.1%	
% of Pop 45 - 59	18.9%	19.7%	19.6%	
% of Pop 60 - 74	16.9%	17.4%	17.6%	
% of Pop 75 - 84	6.0%	5.8%	5.9%	
% of Pop 85+	1.7%	1.4%	1.4%	
Median Age	39.9	40.4	40.4	
Average Age	40.3	40.4	40.4	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.3%	6.2%	6.2%
	% of Pop 5 - 13	11.9%	11.6%	11.5%
	% of Pop 14 - 18	5.4%	5.3%	5.4%
	% of Pop 19 - 22	5.3%	5.6%	5.7%
	% of Pop 22 - 25	4.3%	4.3%	4.3%
	% of Pop 25 - 29	7.0%	6.9%	6.9%
	% of Pop 30 - 34	6.6%	6.2%	6.1%
	% of Pop 35 - 39	6.7%	6.0%	5.7%
	% of Pop 40 - 44	6.6%	6.3%	6.1%
	% of Pop 45 - 59	18.8%	19.6%	19.7%
	% of Pop 75 - 84	4.6%	4.8%	5.0%
	% of Pop 60 - 74	15.5%	16.4%	16.7%
	% of Pop 85+	0.9%	0.8%	0.8%
	Median Age	37.3	38.2	38.5
Average Age	38.3	38.8	39.0	

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Female Population by Age	% of Pop 0 to 4 years	5.7%	5.5%	5.5%
	% of Pop 5 - 13	10.5%	10.3%	10.2%
	% of Pop 14 - 18	4.7%	4.8%	5.0%
	% of Pop 19 - 22	4.5%	5.0%	5.2%
	% of Pop 22 - 25	3.3%	3.7%	3.8%
	% of Pop 25 - 29	5.6%	6.0%	6.2%
	% of Pop 30 - 34	6.1%	5.7%	5.7%
	% of Pop 35 - 39	6.4%	5.9%	5.7%
	% of Pop 40 - 44	6.3%	6.3%	6.2%
	% of Pop 45 - 59	19.0%	19.7%	19.4%
	% of Pop 60 - 74	18.2%	18.3%	18.4%
	% of Pop 75 - 84	7.3%	6.8%	6.7%
	% of Pop 85+	2.4%	1.9%	1.9%
	Median Age	42.5	42.4	42.1
Average Age	42.3	41.9	41.8	
Race	Count of White	14,214	29,078	73,508
	Count of Black or African-American	203	305	428
	Count of Asian or Pacific Islander	112	150	309
	Count of Other races	345	674	1,565
	White	95.6%	96.3%	97.0%
	Black or African American	1.4%	1.0%	0.6%
	Other Races	2.3%	2.2%	2.1%
Language Spoken	Speak English at Home	98.1%	98.0%	98.3%
	Speak Spanish at Home	0.9%	0.8%	0.6%
	Speak French or French Creole at Home	0.0%	0.0%	0.0%
	Speak German at Home	0.1%	0.4%	0.5%
	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%	0.2%
	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 Language at Home	0.8%	0.4%	0.2%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.0%
Hispanic	Hispanic Population	215	448	1,018
	Hispanic Population Percent	1.4%	1.5%	1.3%
	Mexican	92.1%	89.3%	74.1%
	Puerto Rican	3.4%	4.8%	10.3%
	Cuban	0.0%	0.2%	1.7%
	Dominican	0.4%	0.9%	0.4%
	Central American	0.0%	0.0%	0.4%
	South American	0.0%	0.5%	0.6%
	Other Hispanic	4.1%	4.3%	12.6%
	2000 Hispanic Population Percent	0%	0%	1%
1990 Hispanic Population Percent	0%	0%	0%	

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	American (percent of total population)	14.0%	15.4%	16.0%
	American	13.8%	15.1%	15.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.8%	0.5%	0.4%
	Chinese	0.0%	0.0%	0.0%
	Japanese	0.1%	0.1%	0.0%
	Korean	0.0%	0.0%	0.0%
	South Central Asian (ie. Indian)	0.3%	0.2%	0.2%
	South East Asian (ie. Vietnamese)	0.2%	0.2%	0.1%
	Other Asian	0.0%	0.0%	0.1%
	European (percent of total population)	29.5%	26.3%	24.3%
	British	8.3%	7.5%	7.2%
	Dutch	0.4%	0.4%	0.4%
	French	2.2%	1.7%	1.1%
	German	5.8%	5.0%	4.4%
	Italian	0.9%	0.8%	0.7%
	Polish	0.4%	0.4%	0.3%
	Scandinavian	0.4%	0.3%	0.3%
	Scotch/Irish	9.4%	8.7%	8.6%
Other European (ie. Greek/Russian)	1.7%	1.6%	1.3%	
Middle Eastern	0.0%	0.0%	0.1%	
Other Ancestry	13.1%	12.8%	12.0%	
Unclassified Ancestry	41.2%	43.4%	45.8%	
Education (Age 25+)	Adult Population (25 Years or Older)	10,274	20,801	52,055
	Elementary (0 to 8)	6.2%	6.8%	7.2%
	Some High School (9 to 11)	8.4%	10.1%	10.2%
	High School Graduate (12)	36.6%	36.6%	37.5%
	Some College (13 to 16)	21.4%	20.2%	20.0%
	Associates Degree Only	8.7%	9.2%	7.7%
	Bachelors Degree Only	10.7%	9.8%	9.5%
	Graduate Degree	7.9%	7.4%	7.9%
% College (4+)	18.6%	17.2%	17.4%	
Household Type	Total Households – count	6,111	12,034	29,992
	One Person HHs – count	1,807	3,100	7,625
	Family HHs – count	4,043	8,514	21,381
	Married Couple – count	3,002	6,278	15,435
	w/own children – count	1,068	2,231	5,570
	w/out own children – count	1,933	4,047	9,864
	Male Householder – count	321	749	1,887
	Female Householder – count	720	1,487	4,059
	Non-Family Households – count	261	420	986
	1 Person Household	29.6%	25.8%	25.4%
	2 Person Household	35.1%	35.1%	34.5%
	3 Person Household	16.7%	17.9%	18.1%
	4 Person Household	11.6%	13.1%	13.3%
	5 Person Household	4.8%	5.6%	5.7%
	6 Person Household	1.6%	1.6%	1.9%
7+ Person Household	0.7%	0.8%	1.0%	
% Households With Children	26.5%	29.4%	28.6%	

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	Total Housing Units	6,698	13,201	33,211
	Owner Occupied Percent	52.7%	60.4%	62.2%
	Renter Occupied Percent	38.5%	30.8%	28.1%
	Vacant Housing Percent	8.8%	8.8%	9.7%
	Total Housing Units (Census 2000)	5,568	10,892	28,540
	For Rent (Census 2000)	43%	28%	28%
	For Sale (Census 2000)	23%	23%	17%
	Rented or Sold, (Census 2000)	12%	13%	13%
	Seasonal (Census 2014)	7%	10%	9%
	Other (Census 2000)	19%	25%	31%
Homes Built By Year	Homes Built 1990 to 2000	26%	30%	30%
	Homes Built 1980 to 1989	22%	22%	20%
	Homes Built 1970 to 1979	23%	23%	22%
	Homes Built 1960 to 1969	11%	10%	10%
	Homes Built 1950 to 1959	9%	8%	7%
	Homes Built 1940 to 1949	5%	4%	5%
	Homes Built Before 1939	4%	4%	6%
Units in Structure	1 Unit	63%	63%	62%
	2 - 9 Units	18%	11%	9%
	Greater than 10 Units	5%	3%	3%
	Mobilie Trailer	14%	23%	26%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.6%	0.6%	0.4%
	Property Value \$750,000 to \$999,999	1.8%	1.2%	0.8%
	Property Value \$500,000 to \$749,999	3.1%	2.6%	1.6%
	Property Value \$400,000 to \$499,999	3.2%	3.0%	2.4%
	Property Value \$300,000, to \$399,999	7.5%	6.4%	6.2%
	Property Value \$200,000 to \$299,999	22.0%	19.5%	17.8%
	Property Value \$150,000 to \$199,999	26.4%	23.0%	19.5%
	Property Value \$100,000 to \$149,999	18.9%	19.8%	22.5%
	Property Value \$60,000 to \$99,999	9.3%	11.6%	13.6%
	Property Value \$40,000 to \$59,999	2.7%	3.6%	5.0%
	Property Value \$0 to \$39,999	4.6%	8.8%	10.2%
	Median Home Value	\$177,012	\$162,870	\$147,087
	Median Rent	\$378	\$379	\$370
Wealth per Household	\$0 and under - percent	18.8%	18.5%	18.4%
	\$1 to \$4999 - percent	9.9%	9.7%	9.6%
	\$5k to \$9999 - percent	5.0%	4.9%	4.9%
	\$10k to \$24999 - percent	6.7%	6.6%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.3%	10.4%	10.5%
	\$100k to \$249999 - percent	17.5%	17.8%	17.9%
	\$250k to \$499999 - percent	12.1%	12.3%	12.3%
	\$500k+ - percent	12.7%	12.8%	12.8%
	Median HH Wealth	\$62,890	\$66,102	\$66,791
	Avg HH Wealth	\$214,973	\$217,479	\$217,992

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<b>Economic Viability</b>	Economic Viability Local	243	250	254
	Economic Viability Indexed	96	99	101
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	6,025	12,571	30,532
	Managerial/Executive	13.7%	12.3%	10.4%
	Professional Specialty	21.9%	20.5%	20.9%
	Healthcare Support	5.9%	4.5%	3.9%
	Sales	11.8%	10.6%	10.2%
	Office & Administrative Support	15.8%	15.6%	13.4%
	Protective Service	3.0%	2.9%	2.6%
	Food Preperation	4.4%	4.7%	5.2%
	Building Maintenance & Cleaning	1.3%	2.1%	3.1%
	Personal Care	1.5%	1.4%	1.7%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.3%
	Construction	5.4%	7.0%	8.2%
	Production & Transportation	15.2%	18.2%	20.1%
	Percent White Collar Workers	69.1%	63.6%	58.8%
Percent Blue Collar Workers	30.9%	36.4%	41.2%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	4.8%	5.3%	5.6%
	Manufacturing	8.7%	10.9%	12.5%
	Transportation	7.7%	7.6%	7.5%
	Information	0.9%	1.7%	1.4%
	Wholesale/Retail	14.4%	16.1%	17.1%
	Finance, Insurance, Real Estate	7.2%	6.4%	4.3%
	Professional Services	2.1%	2.3%	2.4%
	Management Services	0.0%	0.0%	0.0%
	Administrative/Waste Services	4.7%	4.4%	5.8%
	Educational Services	30.0%	25.3%	25.3%
	Entertainment Services	8.5%	9.3%	9.3%
	Other Professional Services	6.1%	5.7%	4.7%
	Public Administration	4.9%	5.0%	4.0%
<b>Transportation To Work</b>	Drive to Work Alone	82.8%	81.3%	81.9%
	Drive to Work Carpool	11.9%	13.2%	12.9%
	Travel to Work by Public Transportation	0.3%	0.3%	0.4%
	Drive to Work on Motorcycle	0.0%	0.0%	0.1%
	Drive to Work on Bicycle	0.0%	0.0%	0.0%
	Walked to Work	2.4%	2.0%	1.6%
	Other Means	0.5%	0.7%	0.9%
	Work at Home	2.1%	2.5%	2.2%

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	Travel to Work in Less than 5 Minutes	6.9%	5.4%	4.3%
	Travel to Work in 5 to 9 Minutes	18.4%	13.6%	13.0%
	Travel to Work in 10 to 14 Minutes	27.0%	24.3%	20.9%
	Travel to Work in 15 to 19 Minutes	17.7%	19.9%	19.2%
	Travel to Work in 20 to 29 Minutes	11.6%	16.5%	20.5%
	Travel to Work in 30 to 44 Minutes	10.2%	11.8%	12.8%
	Travel to Work in 45 to 59 Minutes	2.1%	2.6%	2.7%
	Travel to Work in 60 Minutes or more	6.1%	5.9%	6.6%
	Average Travel Time to Work	18	20	21
Vehicles per HH	No Vehicles	9.3%	7.2%	8.3%
	1 Vehicle	32.7%	32.9%	32.4%
	2 Vehicles	35.8%	37.3%	37.2%
	3 or more vehicles	22.1%	22.5%	22.2%
	Average Number of Vehicles	1.79	1.85	1.83
Change	Births (last 12 months)	151	320	829
	Deaths (last 12 months)	201	412	1,051
	Migration (last 12 months)	103	286	168
Work place	Workplace Establishments	744	1,029	1,957
	Workplace Employees (FTE)	12,978	18,180	32,823