

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



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	14,298	31,848	77,942
	Population Est 23Q1	14,284	31,810	77,863
	Population Est 22Q4	14,260	31,737	77,763
	Population Est 22Q3	14,231	31,687	77,716
	Population Est 22Q2	14,171	31,561	77,501
	Population Est 22Q1	14,161	31,537	77,499
	Population Est 21Q4	14,165	31,443	77,420
	Population Est 21Q3	14,182	31,442	77,299
	Population Est 21Q2	14,194	31,456	77,343
	Population Fcst	14,930	33,067	79,656
	2010 Census Population	13,815	24,705	42,851
	2000 Census Population	12,268	21,607	38,645
	1990 Census Population	11,019	18,777	34,111
	Current Year Daytime Population	21,424	40,295	82,379
	Average Seasonal Population	203	815	2,089
	Historical Annual Growth, 1990 – 2000	1.08%	1.41%	1.26%
	Historical Annual Growth, 2000 – 2010	1.19%	1.35%	1.04%
	Estimated Annual Growth, 2010 – CY	0.26%	1.94%	4.62%
	Projected Annual Growth, CY to Y5	0.87%	0.75%	0.44%
	Group Qtrs Est	471	934	1,375
Transient Est Average Last 4 Qtrs	3,713	5,112	8,155	
Households	Current Year Estimated Households	5,875	12,424	30,521
	Households Est 23Q1	5,868	12,407	30,482
	Households Est 22Q4	5,859	12,379	30,439
	Households Est 22Q3	5,845	12,356	30,423
	Households Est 22Q2	5,820	12,305	30,335
	Households Est 22Q1	5,813	12,293	30,332
	Households Est 21Q4	5,818	12,261	30,308
	Households Est 21Q3	5,826	12,264	30,263
	Households Est 21Q2	5,830	12,266	30,275
	Households Fcst	6,137	12,908	31,191
	2010 Census Households	5,653	9,901	16,993
	2000 Census Households	4,971	8,548	15,150
	1990 Census Households	4,203	6,911	12,577
	Historical Annual Growth, 1990 – 2000	1.69%	2.15%	1.88%
	Historical Annual Growth, 2000 – 2010	1.29%	1.48%	1.15%
	Estimated Annual Growth, 2010 – CY	0.29%	1.73%	4.52%
	Projected Annual Growth, CY to Y5	0.87%	0.77%	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	0.3%	0.3%	0.3%
	HH Income \$250,000 to \$499,999	0.4%	0.4%	0.4%
	HH Income \$200,000 to \$249,999	1.0%	1.0%	0.9%
	HH Income \$175,000 to \$199,999	1.7%	1.9%	2.1%
	HH Income \$150,000 to \$174,999	2.9%	2.7%	2.3%
	HH Income \$100,000 to 149,999	12.4%	11.7%	10.4%
	HH Income \$75,000 to 99,999	12.4%	12.5%	11.5%
	HH Income \$50,000 to 74,999	18.7%	18.0%	19.0%
	HH Income \$35,000 to 49,999	12.3%	12.8%	12.6%
	HH Income \$25,000 to 34,999	7.9%	9.9%	11.6%
	HH Income \$15,000 to 24,999	12.3%	12.5%	11.1%
	HH Income \$0 to 14,999	17.6%	16.2%	17.8%
	Average Household Income	\$66,010	\$64,435	\$62,895
	Median Household Income	\$49,827	\$48,217	\$46,311
	Per Capita Income	\$27,785	\$25,723	\$24,955
	2000 Average HH Income	\$38,997	\$39,392	\$37,981
	2000 Median HH Income	\$30,850	\$29,989	\$28,625
	Average Disposable Income	51,663	51,285	49,306
	Median Disposable Income	43,055	41,526	40,105
	Discretionary HH Income Over \$150,000	0.6%	0.5%	0.3%
	Discretionary HH Income \$125,000 to \$149,999	1.2%	1.6%	1.6%
	Discretionary HH Income \$100,000 to \$124,999	1.9%	2.0%	2.0%
	Discretionary HH Income \$75,000 to \$99,999	7.1%	6.0%	5.0%
	Discretionary HH Income \$50,000 to \$74,999	16.5%	15.9%	14.4%
	Discretionary HH Income \$25,000 to \$49,999	28.9%	29.0%	29.8%
	Discretionary HH Income Under \$25,000	43.8%	45.0%	46.9%
	Average Discretionary HH Income	36,883	36,257	34,654
	Median Discretionary HH Income	29,944	28,763	27,262
	Householder White – Count	5,568	11,918	29,603
	Median HH Income	\$51,333	\$49,006	\$46,415
	Average HH Income	\$59,965	\$59,141	\$56,611
	Householder Black or African-American – Count	62	84	85
	Median HH Income	\$9,036	\$9,518	\$9,659
Average HH Income	\$8,853	\$13,140	\$15,673	
Householder Hispanic – Count	65	120	241	
Median HH Income	\$112,246	\$117,146	\$108,358	
Average HH Income	\$111,618	\$119,516	\$109,911	
Householder Asian or Pacific Islander – Count	33	45	74	
Median HH Income	\$16,442	\$15,743	\$15,600	
Average HH Income	\$57,082	\$45,376	\$35,535	
Householder Other or Pacific Islander – Count	147	257	517	
Median HH Income	\$33,000	\$32,368	\$33,755	
Average HH Income	\$45,950	\$43,436	\$47,022	
Gender	Male Population	6,857	15,529	37,865
	Female Population	7,440	16,318	40,077

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Total Population by Age	Count of Pop 0 to 4 years	808	1,782	4,403
	Count of Pop 0 to 7 years	1,146	2,545	6,400
	Count of Pop 5 - 13	1,534	3,520	8,833
	Count of Pop 14 - 18	717	1,676	4,183
	Count of Pop 19 - 22	701	1,631	4,054
	Count of Pop 22 - 25	511	1,179	2,932
	Count of Pop 25 - 29	881	1,906	4,595
	Count of Pop 30 - 34	909	1,963	4,659
	Count of Pop 35 - 39	926	2,036	4,750
	Count of Pop 40 - 44	909	2,045	4,850
	Count of Pop 45 - 59	2,667	6,213	15,086
	Count of Pop 60 - 74	2,454	5,485	13,709
	Count of Pop 75 - 84	936	1,861	4,618
	Count of Pop 85+	344	554	1,270
	% of Pop 0 to 4 years	5.7%	5.6%	5.6%
	% of Pop 0 to 7 years	8.0%	8.0%	8.2%
	% of Pop 5 - 13	10.7%	11.1%	11.3%
	% of Pop 14 - 18	5.0%	5.3%	5.4%
	% of Pop 19 - 22	4.9%	5.1%	5.2%
	% of Pop 22 - 25	3.6%	3.7%	3.8%
	% of Pop 25 - 29	6.2%	6.0%	5.9%
	% of Pop 30 - 34	6.4%	6.2%	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	18.7%	19.5%	19.4%	
% of Pop 60 - 74	17.2%	17.2%	17.6%	
% of Pop 75 - 84	6.5%	5.8%	5.9%	
% of Pop 85+	2.4%	1.7%	1.6%	
Median Age	40.9	40.6	40.6	
Average Age	41.3	40.7	40.6	
Male Population by Age	% of Pop 0 to 4 years	6.0%	5.9%	5.9%
	% of Pop 5 - 13	11.4%	11.6%	11.9%
	% of Pop 14 - 18	5.3%	5.5%	5.6%
	% of Pop 19 - 22	5.2%	5.3%	5.4%
	% of Pop 22 - 25	3.8%	3.9%	3.9%
	% of Pop 25 - 29	6.6%	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	6.4%	6.5%	6.2%
	% of Pop 45 - 59	19.2%	19.8%	19.6%
	% of Pop 75 - 84	5.4%	5.0%	5.3%
	% of Pop 60 - 74	15.7%	16.1%	16.6%
	% of Pop 85+	1.5%	1.2%	1.1%
Median Age	38.7	38.9	39.0	
Average Age	39.5	39.3	39.4	

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	% of Pop 35 - 39	6.3%	6.2%	6.1%
	% of Pop 40 - 44	6.3%	6.4%	6.2%
	% of Pop 45 - 59	18.1%	19.2%	19.2%
	% of Pop 60 - 74	18.5%	18.3%	18.5%
	% of Pop 75 - 84	7.6%	6.6%	6.5%
	% of Pop 85+	3.2%	2.3%	2.1%
	Median Age	43.0	42.2	42.0
Average Age	43.0	41.9	41.7	
Race	Count of White	13,207	29,747	73,307
	Count of Black or African-American	188	292	500
	Count of Asian or Pacific Islander	162	273	532
	Count of Other races	740	1,536	3,602
	White	92.4%	93.4%	94.1%
	Black or African American	1.3%	0.9%	0.6%
	Asian	1.1%	0.9%	0.7%
	Other Races	5.2%	4.8%	4.6%
Language Spoken	Speak English at Home	98.1%	98.2%	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%	0.3%	0.6%
	Speak Other Indo-European Languages at Home	0.0%	0.0%	0.2%
	Speak Russian and Other Slavic Languages at H	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	0.8%	0.3%	0.1%
	Speak Tagalog and Other Pacific Languages at H	0.0%	0.0%	0.0%
	Speak Other Language at Home	0.0%	0.0%	0.0%
Hispanic	Hispanic Population	348	606	1,298
	Hispanic Population Percent	2.4%	1.9%	1.7%
	Mexican	77.2%	74.4%	58.5%
	Puerto Rican	4.8%	5.0%	6.1%
	Cuban	0.0%	0.0%	0.2%
	Dominican	9.5%	8.1%	3.8%
	Central American	0.0%	0.1%	2.6%
	South American	0.1%	0.6%	3.2%
	Other Hispanic	8.4%	11.8%	25.5%
	2000 Hispanic Population Percent	0%	0%	1%
	1990 Hispanic Population Percent	0%	0%	0%

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Ancestry	American (percent of total population)	14.7%	15.9%	16.2%
	American	14.6%	15.7%	16.0%
	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)	1.1%	0.9%	0.7%
	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)	0.1%	0.1%	0.1%
	Other Asian	0.7%	0.5%	0.4%
	European (percent of total population)	28.4%	26.2%	26.4%
	British	8.0%	8.4%	9.6%
	Dutch	0.3%	0.3%	0.3%
	French	0.5%	0.6%	0.6%
	German	6.3%	5.6%	4.9%
	Italian	1.0%	0.6%	0.6%
	Polish	0.2%	0.3%	0.2%
	Scandinavian	0.3%	0.2%	0.2%
	Scotch/Irish	10.0%	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%	11.5%	10.8%	
Unclassified Ancestry	40.9%	43.6%	44.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	10,026	22,061	53,537
	Elementary (0 to 8)	6.3%	6.9%	7.2%
	Some High School (9 to 11)	8.4%	9.7%	10.2%
	High School Graduate (12)	36.9%	36.8%	37.5%
	Some College (13 to 16)	21.3%	20.1%	19.8%
	Associates Degree Only	8.7%	9.2%	7.8%
	Bachelors Degree Only	10.8%	9.9%	9.6%
	Graduate Degree	7.7%	7.4%	7.9%
	% College (4+)	18.4%	17.3%	17.5%
Household Type	Total Households – count	5,875	12,424	30,521
	One Person HHs – count	1,843	3,369	8,187
	Family HHs – count	3,821	8,650	21,365
	Married Couple – count	2,814	6,333	15,524
	w/own children – count	1,004	2,264	5,616
	w/out own children – count	1,810	4,069	9,908
	Male Householder – count	349	822	1,873
	Female Householder – count	658	1,495	3,967
	Non-Family Households – count	212	406	969
	1 Person Household	31.4%	27.1%	26.8%
	2 Person Household	33.3%	34.1%	34.2%
	3 Person Household	15.1%	16.5%	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	26.3%	29.0%	28.2%	

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Housing	Total Housing Units	6,438	13,619	33,716
	Owner Occupied Percent	51.3%	59.3%	60.7%
	Renter Occupied Percent	40.0%	31.9%	29.8%
	Vacant Housing Percent	8.7%	8.8%	9.5%
	Total Housing Units (Census 2000)	5,395	9,279	16,669
	For Rent (Census 2000)	43%	28%	31%
	For Sale (Census 2000)	20%	17%	16%
	Rented or Sold, (Census 2000)	14%	12%	12%
	Seasonal (Census 2014)	7%	9%	9%
	Other (Census 2000)	21%	31%	29%
Homes Built By Year	Homes Built 1990 to 2000	27%	31%	29%
	Homes Built 1980 to 1989	21%	21%	19%
	Homes Built 1970 to 1979	23%	22%	21%
	Homes Built 1960 to 1969	10%	10%	11%
	Homes Built 1950 to 1959	10%	8%	9%
	Homes Built 1940 to 1949	5%	4%	5%
	Homes Built Before 1939	4%	5%	6%
Units in Structure	1 Unit	63%	64%	65%
	2 - 9 Units	19%	12%	10%
	Greater than 10 Units	6%	3%	3%
	Mobilie Trailer	13%	20%	22%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.3%	0.8%	0.5%
	Property Value \$750,000 to \$999,999	1.6%	1.1%	0.8%
	Property Value \$500,000 to \$749,999	3.4%	3.1%	2.3%
	Property Value \$400,000 to \$499,999	5.8%	3.9%	3.3%
	Property Value \$300,000, to \$399,999	11.1%	9.4%	10.3%
	Property Value \$200,000 to \$299,999	27.2%	24.0%	22.1%
	Property Value \$150,000 to \$199,999	19.8%	17.4%	16.1%
	Property Value \$100,000 to \$149,999	15.6%	16.8%	19.3%
	Property Value \$60,000 to \$99,999	7.5%	10.5%	10.9%
	Property Value \$40,000 to \$59,999	1.8%	2.7%	3.5%
	Property Value \$0 to \$39,999	4.9%	10.0%	10.5%
	Median Home Value	\$200,908	\$176,238	\$165,656
Median Rent	\$374	\$378	\$377	
Wealth per Household	\$0 and under - percent	18.9%	18.5%	18.5%
	\$1 to \$4999 - percent	10.0%	9.7%	9.7%
	\$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%	10.4%
	\$100k to \$249999 - percent	17.5%	17.8%	17.9%
	\$250k to \$499999 - percent	12.1%	12.3%	12.3%
	\$500k+ - percent	12.6%	12.8%	12.8%
	Median HH Wealth	\$62,189	\$66,054	\$66,114
	Avg HH Wealth	\$214,425	\$217,628	\$217,353

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Economic Viability	Economic Viability Local	205	214	218
	Economic Viability Indexed	205	214	218
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	5,814	13,074	30,974
	Managerial/Executive	14.3%	12.4%	10.5%
	Professional Specialty	22.0%	20.6%	21.2%
	Healthcare Support	5.7%	4.3%	3.8%
	Sales	11.4%	10.3%	10.1%
	Office & Administrative Support	15.8%	15.6%	13.5%
	Protective Service	2.9%	3.0%	2.5%
	Food Preparation	4.5%	4.6%	5.1%
	Building Maintenance & Cleaning	1.4%	2.1%	3.0%
	Personal Care	1.6%	1.5%	1.7%
	Farming, Fishing, & Forestry	0.0%	0.3%	0.3%
	Construction	5.7%	7.2%	8.2%
	Production & Transportation	14.8%	18.1%	20.0%
	Percent White Collar Workers	69.2%	63.2%	59.2%
Percent Blue Collar Workers	30.8%	36.8%	40.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.7%	5.3%	5.5%
	Manufacturing	9.4%	11.2%	12.7%
	Transportation	7.8%	7.7%	7.5%
	Information	1.1%	1.7%	1.3%
	Wholesale/Retail	14.1%	16.4%	16.9%
	Finance, Insurance, Real Estate	6.7%	6.2%	4.3%
	Professional Services	2.2%	2.3%	2.5%
	Management Services	0.0%	0.0%	0.0%
	Administrative/Waste Services	4.7%	4.2%	5.7%
	Educational Services	29.8%	25.2%	25.5%
	Entertainment Services	8.6%	9.0%	9.1%
	Other Professional Services	5.9%	5.7%	4.7%
	Public Administration	4.9%	5.0%	4.1%
Transportation To Work	Drive to Work Alone	83.4%	82.7%	82.8%
	Drive to Work Carpool	11.6%	12.4%	12.3%
	Travel to Work by Public Transportation	0.2%	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	2.4%	1.9%	1.5%
	Other Means	0.4%	0.4%	0.6%
	Work at Home	1.9%	2.3%	2.6%

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	Travel to Work in Less than 5 Minutes	7.2%	5.6%	4.9%
	Travel to Work in 5 to 9 Minutes	19.0%	14.6%	13.9%
	Travel to Work in 10 to 14 Minutes	27.9%	23.9%	22.2%
	Travel to Work in 15 to 19 Minutes	17.0%	19.4%	18.9%
	Travel to Work in 20 to 29 Minutes	10.7%	16.3%	19.0%
	Travel to Work in 30 to 44 Minutes	10.4%	11.3%	12.1%
	Travel to Work in 45 to 59 Minutes	2.1%	2.8%	2.9%
	Travel to Work in 60 Minutes or more	5.7%	6.0%	6.1%
	Average Travel Time to Work	18	20	20
Vehicles per HH	No Vehicles	9.0%	6.6%	7.0%
	1 Vehicle	28.3%	29.5%	30.8%
	2 Vehicles	38.5%	39.2%	38.5%
	3 or more vehicles	24.3%	24.7%	23.6%
	Average Number of Vehicles	1.90	1.94	1.89
Change	Births (last 12 months)	165	367	908
	Deaths (last 12 months)	213	445	1,098
	Migration (last 12 months)	180	373	657
Work place	Workplace Establishments	819	1,175	2,279
	Workplace Employees (FTE)	11,376	16,516	30,075