

# 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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	3,080	17,346	29,157
	Population Est 23Q1	3,079	17,328	29,130
	Population Est 22Q4	3,076	17,295	29,067
	Population Est 22Q3	3,071	17,258	28,994
	Population Est 22Q2	3,061	17,185	28,865
	Population Est 22Q1	3,058	17,175	28,850
	Population Est 21Q4	3,075	17,155	28,783
	Population Est 21Q3	3,085	17,172	28,791
	Population Est 21Q2	3,090	17,184	28,803
	Population Fcst	3,288	18,098	30,328
	2010 Census Population	3,873	15,926	24,502
	2000 Census Population	3,401	14,074	21,471
	1990 Census Population	2,979	12,622	18,586
	Current Year Daytime Population	6,748	25,915	37,974
	Average Seasonal Population	34	256	658
	Historical Annual Growth, 1990 – 2000	1.33%	1.09%	1.45%
	Historical Annual Growth, 2000 – 2010	1.31%	1.24%	1.33%
	Estimated Annual Growth, 2010 – CY	-1.71%	0.65%	1.32%
	Projected Annual Growth, CY to Y5	1.32%	0.85%	0.79%
	Group Qtrs Est	56	522	934
Transient Est Average Last 4 Qtrs	1,015	4,480	5,048	
<b>Households</b>	Current Year Estimated Households	1,314	7,063	11,397
	Households Est 23Q1	1,315	7,054	11,383
	Households Est 22Q4	1,313	7,041	11,359
	Households Est 22Q3	1,310	7,025	11,327
	Households Est 22Q2	1,306	6,994	11,275
	Households Est 22Q1	1,305	6,987	11,266
	Households Est 21Q4	1,312	6,983	11,245
	Households Est 21Q3	1,316	6,991	11,251
	Households Est 21Q2	1,319	6,995	11,253
	Households Fcst	1,405	7,372	11,862
	2010 Census Households	1,568	6,516	9,842
	2000 Census Households	1,393	5,694	8,492
	1990 Census Households	1,099	4,782	6,873
	Historical Annual Growth, 1990 – 2000	2.40%	1.76%	2.14%
	Historical Annual Growth, 2000 – 2010	1.19%	1.36%	1.49%
	Estimated Annual Growth, 2010 – CY	-1.32%	0.61%	1.11%
	Projected Annual Growth, CY to Y5	1.34%	0.86%	0.80%
Population per Household	2.30	2.38	2.48	

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London Marketplace London, KY		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	0.1%	0.3%	0.3%
	HH Income \$250,000 to \$499,999	0.2%	0.4%	0.4%
	HH Income \$200,000 to \$249,999	0.5%	1.0%	1.0%
	HH Income \$175,000 to \$199,999	1.3%	1.9%	2.3%
	HH Income \$150,000 to \$174,999	2.2%	2.8%	3.0%
	HH Income \$100,000 to 149,999	12.4%	12.9%	11.9%
	HH Income \$75,000 to 99,999	14.5%	12.3%	13.1%
	HH Income \$50,000 to 74,999	18.5%	18.2%	17.6%
	HH Income \$35,000 to 49,999	15.2%	12.9%	12.7%
	HH Income \$25,000 to 34,999	7.9%	8.1%	9.1%
	HH Income \$15,000 to 24,999	8.5%	12.4%	12.6%
	HH Income \$0 to 14,999	18.8%	16.8%	16.1%
	Average Household Income	\$59,259	\$66,084	\$66,112
	Median Household Income	\$49,696	\$49,865	\$49,468
	Per Capita Income	\$25,693	\$27,510	\$26,481
	2000 Average HH Income	\$42,138	\$39,494	\$39,641
	2000 Median HH Income	\$31,908	\$31,021	\$30,098
	Average Disposable Income	49,918	52,038	52,222
	Median Disposable Income	43,566	43,087	42,546
	Discretionary HH Income Over \$150,000	0.0%	0.6%	0.6%
	Discretionary HH Income \$125,000 to \$149,999	0.7%	1.3%	1.7%
	Discretionary HH Income \$100,000 to \$124,999	1.6%	1.9%	2.2%
	Discretionary HH Income \$75,000 to \$99,999	5.0%	7.2%	6.7%
	Discretionary HH Income \$50,000 to \$74,999	17.9%	16.7%	16.3%
	Discretionary HH Income \$25,000 to \$49,999	30.9%	28.6%	28.5%
	Discretionary HH Income Under \$25,000	43.8%	43.5%	44.0%
	Average Discretionary HH Income	34,922	37,217	37,215
	Median Discretionary HH Income	29,379	30,058	29,640
	Householder White – Count	1,266	6,697	10,903
	Median HH Income	\$51,125	\$51,404	\$50,365
	Average HH Income	\$58,419	\$60,458	\$60,363
	Householder Black or African-American – Count	3	71	83
	Median HH Income	\$14,038	\$9,090	\$9,382
	Average HH Income	\$13,907	\$8,839	\$10,223
Householder Hispanic – Count	5	80	125	
Median HH Income	\$111,310	\$114,839	\$118,672	
Average HH Income	\$109,057	\$115,596	\$121,167	
Householder Asian or Pacific Islander – Count	5	40	45	
Median HH Income	\$21,843	\$16,171	\$15,752	
Average HH Income	\$77,378	\$50,007	\$45,394	
Householder Other or Pacific Islander – Count	35	176	241	
Median HH Income	\$32,023	\$33,435	\$32,434	
Average HH Income	\$40,098	\$44,941	\$43,549	
Gender	Male Population	1,498	8,341	14,228
	Female Population	1,582	9,005	14,929

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Total Population by Age	Count of Pop 0 to 4 years	181	976	1,633
	Count of Pop 0 to 7 years	267	1,378	2,331
	Count of Pop 5 - 13	344	1,863	3,199
	Count of Pop 14 - 18	157	881	1,521
	Count of Pop 19 - 22	157	857	1,482
	Count of Pop 22 - 25	119	619	1,074
	Count of Pop 25 - 29	208	1,057	1,758
	Count of Pop 30 - 34	205	1,101	1,806
	Count of Pop 35 - 39	215	1,119	1,872
	Count of Pop 40 - 44	205	1,104	1,882
	Count of Pop 45 - 59	565	3,258	5,693
	Count of Pop 60 - 74	485	2,996	4,994
	Count of Pop 75 - 84	183	1,124	1,718
	Count of Pop 85+	56	389	526
	% of Pop 0 to 4 years	5.9%	5.6%	5.6%
	% of Pop 0 to 7 years	8.7%	7.9%	8.0%
	% of Pop 5 - 13	11.2%	10.7%	11.0%
	% of Pop 14 - 18	5.1%	5.1%	5.2%
	% of Pop 19 - 22	5.1%	4.9%	5.1%
	% of Pop 22 - 25	3.9%	3.6%	3.7%
	% of Pop 25 - 29	6.8%	6.1%	6.0%
	% of Pop 30 - 34	6.6%	6.3%	6.2%
	% of Pop 35 - 39	7.0%	6.5%	6.4%
	% of Pop 40 - 44	6.7%	6.4%	6.5%
% of Pop 45 - 59	18.3%	18.8%	19.5%	
% of Pop 60 - 74	15.7%	17.3%	17.1%	
% of Pop 75 - 84	5.9%	6.5%	5.9%	
% of Pop 85+	1.8%	2.2%	1.8%	
Median Age	38.9	40.9	40.6	
Average Age	39.9	41.2	40.7	
Male Population by Age	% of Pop 0 to 4 years	6.3%	6.0%	5.9%
	% of Pop 5 - 13	12.2%	11.4%	11.5%
	% of Pop 14 - 18	5.4%	5.3%	5.4%
	% of Pop 19 - 22	5.4%	5.2%	5.3%
	% of Pop 22 - 25	4.1%	3.8%	3.8%
	% of Pop 25 - 29	7.1%	6.5%	6.4%
	% of Pop 30 - 34	7.0%	6.6%	6.5%
	% of Pop 35 - 39	7.3%	6.6%	6.6%
	% of Pop 40 - 44	6.7%	6.4%	6.5%
	% of Pop 45 - 59	19.5%	19.3%	19.9%
	% of Pop 75 - 84	4.7%	5.5%	5.1%
	% of Pop 60 - 74	13.1%	15.9%	15.9%
	% of Pop 85+	1.2%	1.4%	1.2%
	Median Age	36.8	38.8	38.9
Average Age	37.9	39.5	39.4	

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	% of Pop 0 to 4 years	5.5%	5.3%	5.4%
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	% of Pop 14 - 18	4.8%	4.8%	5.0%
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	% of Pop 40 - 44	6.6%	6.3%	6.4%
	% of Pop 45 - 59	17.2%	18.4%	19.2%
	% of Pop 60 - 74	18.2%	18.6%	18.2%
	% of Pop 75 - 84	7.1%	7.4%	6.7%
	% of Pop 85+	2.3%	3.0%	2.4%
	Median Age	41.2	42.9	42.3
Average Age	41.8	42.8	42.0	
Race	Count of White	2,829	16,065	27,188
	Count of Black or African-American	49	212	272
	Count of Asian or Pacific Islander	28	194	274
	Count of Other races	174	875	1,423
	White	91.9%	92.6%	93.2%
	Black or African American	1.6%	1.2%	0.9%
	Asian	0.9%	1.1%	0.9%
	Other Races	5.7%	5.0%	4.9%
Language Spoken	Speak English at Home	98.4%	98.1%	98.2%
	Speak Spanish at Home	0.4%	0.9%	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 Other Indo-European Languages at Home	0.0%	0.0%	0.0%
	Speak Russian and Other Slavic Languages at H	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	1.2%	0.6%	0.4%
	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	105	404	577
	Hispanic Population Percent	3.4%	2.3%	2.0%
	Mexican	90.9%	76.4%	72.8%
	Puerto Rican	1.6%	4.6%	4.6%
	Cuban	0.0%	0.0%	0.0%
	Dominican	0.0%	9.9%	8.5%
	Central American	0.0%	0.0%	0.1%
	South American	0.0%	0.2%	0.7%
	Other Hispanic	7.4%	8.9%	13.4%
	2000 Hispanic Population Percent	0%	0%	0%
	1990 Hispanic Population Percent	0%	0%	0%

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<b>Ancestry</b>	American (percent of total population)	12.5%	15.1%	15.9%
	American	12.4%	14.9%	15.7%
	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)	0.9%	1.1%	0.9%
	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)	0.1%	0.1%	0.1%
	Other Asian	0.3%	0.7%	0.5%
	European (percent of total population)	30.0%	27.7%	26.4%
	British	8.8%	7.9%	8.2%
	Dutch	0.6%	0.3%	0.3%
	French	0.6%	0.5%	0.6%
	German	6.0%	6.1%	5.7%
	Italian	1.2%	0.9%	0.7%
	Polish	0.4%	0.3%	0.3%
	Scandinavian	0.5%	0.3%	0.2%
	Scotch/Irish	9.9%	9.8%	9.0%
Other European (ie. Greek/Russian)	2.1%	1.6%	1.4%	
Middle Eastern	0.0%	0.0%	0.0%	
Other Ancestry	13.1%	12.5%	11.7%	
Unclassified Ancestry	40.0%	41.3%	43.1%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	2,122	12,149	20,249
	Elementary (0 to 8)	4.3%	6.3%	6.8%
	Some High School (9 to 11)	7.8%	8.6%	9.4%
	High School Graduate (12)	38.2%	36.5%	36.4%
	Some College (13 to 16)	19.2%	20.9%	20.1%
	Associates Degree Only	8.3%	9.3%	9.8%
	Bachelors Degree Only	12.4%	10.8%	10.0%
	Graduate Degree	9.7%	7.6%	7.4%
	% College (4+)	22.2%	18.4%	17.5%
<b>Household Type</b>	Total Households – count	1,314	7,063	11,397
	One Person HHs – count	421	2,136	3,117
	Family HHs – count	816	4,675	7,877
	Married Couple – count	589	3,484	5,860
	w/own children – count	195	1,229	2,147
	w/out own children – count	395	2,255	3,713
	Male Householder – count	118	413	701
	Female Householder – count	108	778	1,317
	Non-Family Households – count	77	252	402
	1 Person Household	32.0%	30.2%	27.4%
	2 Person Household	31.2%	33.8%	34.3%
	3 Person Household	15.3%	15.5%	16.3%
	4 Person Household	11.6%	12.0%	13.0%
	5 Person Household	5.7%	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	23.1%	26.4%	29.2%	

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London Marketplace London, KY		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	1,426	7,720	12,430
	Owner Occupied Percent	44.5%	53.8%	59.4%
	Renter Occupied Percent	47.6%	37.6%	32.3%
	Vacant Housing Percent	7.9%	8.5%	8.3%
	Total Housing Units (Census 2000)	1,459	6,169	9,257
	For Rent (Census 2000)	33%	40%	28%
	For Sale (Census 2000)	9%	20%	17%
	Rented or Sold, (Census 2000)	28%	14%	11%
	Seasonal (Census 2014)	4%	7%	10%
	Other (Census 2000)	29%	22%	29%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	33%	28%	30%
	Homes Built 1980 to 1989	22%	21%	21%
	Homes Built 1970 to 1979	23%	23%	22%
	Homes Built 1960 to 1969	8%	11%	10%
	Homes Built 1950 to 1959	7%	9%	8%
	Homes Built 1940 to 1949	4%	5%	4%
	Homes Built Before 1939	3%	4%	5%
<b>Units in Structure</b>	1 Unit	59%	63%	64%
	2 - 9 Units	22%	17%	12%
	Greater than 10 Units	3%	5%	3%
	Mobilie Trailer	16%	14%	20%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.4%	1.2%	0.9%
	Property Value \$750,000 to \$999,999	2.1%	1.5%	1.2%
	Property Value \$500,000 to \$749,999	3.3%	3.2%	3.2%
	Property Value \$400,000 to \$499,999	5.4%	5.3%	4.1%
	Property Value \$300,000, to \$399,999	7.9%	10.6%	9.7%
	Property Value \$200,000 to \$299,999	28.8%	27.6%	24.8%
	Property Value \$150,000 to \$199,999	23.2%	19.6%	17.7%
	Property Value \$100,000 to \$149,999	19.4%	16.2%	16.9%
	Property Value \$60,000 to \$99,999	4.3%	7.1%	9.9%
	Property Value \$40,000 to \$59,999	1.0%	2.0%	2.4%
	Property Value \$0 to \$39,999	3.2%	5.5%	8.6%
	Median Home Value	\$197,097	\$198,524	\$181,837
Median Rent	\$397	\$377	\$377	
<b>Wealth per Household</b>	\$0 and under - percent	19.2%	18.7%	18.5%
	\$1 to \$4999 - percent	10.2%	9.8%	9.6%
	\$5k to \$9999 - percent	5.2%	5.0%	4.9%
	\$10k to \$24999 - percent	6.9%	6.7%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.2%	10.3%	10.4%
	\$100k to \$249999 - percent	17.2%	17.6%	17.8%
	\$250k to \$499999 - percent	11.8%	12.2%	12.3%
	\$500k+ - percent	12.4%	12.7%	12.9%
	Median HH Wealth	\$57,663	\$63,951	\$66,441
	Avg HH Wealth	\$210,136	\$216,199	\$218,270

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<b>Economic Viability</b>	Economic Viability Local	192	208	212
	Economic Viability Indexed	192	208	212
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	1,230	7,144	12,073
	Managerial/Executive	12.4%	14.1%	13.0%
	Professional Specialty	28.7%	20.7%	20.6%
	Healthcare Support	3.1%	5.6%	4.5%
	Sales	6.2%	11.5%	10.5%
	Office & Administrative Support	18.6%	16.1%	15.3%
	Protective Service	2.5%	2.7%	2.7%
	Food Preparation	5.3%	4.4%	4.5%
	Building Maintenance & Cleaning	0.9%	1.7%	1.9%
	Personal Care	3.4%	1.5%	1.5%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.2%
	Construction	8.4%	6.1%	7.5%
	Production & Transportation	10.4%	15.6%	17.8%
	Percent White Collar Workers	69.0%	68.1%	63.8%
Percent Blue Collar Workers	31.0%	31.9%	36.2%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	3.9%	4.9%	5.5%
	Manufacturing	11.5%	10.0%	11.2%
	Transportation	9.8%	7.7%	8.0%
	Information	0.3%	1.4%	1.5%
	Wholesale/Retail	8.9%	14.7%	15.8%
	Finance, Insurance, Real Estate	3.6%	6.5%	6.0%
	Professional Services	2.9%	2.2%	2.0%
	Management Services	0.0%	0.0%	0.0%
	Administrative/Waste Services	4.9%	4.7%	4.2%
	Educational Services	36.1%	28.6%	25.8%
	Entertainment Services	7.9%	8.3%	9.2%
	Other Professional Services	5.4%	5.9%	5.8%
	Public Administration	4.7%	5.0%	5.1%
<b>Transportation To Work</b>	Drive to Work Alone	84.5%	83.1%	82.5%
	Drive to Work Carpool	11.8%	12.2%	12.5%
	Travel to Work by Public Transportation	0.1%	0.2%	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	2.6%	2.2%	1.9%
	Other Means	0.0%	0.4%	0.4%
	Work at Home	1.1%	2.0%	2.4%

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	Travel to Work in Less than 5 Minutes	6.0%	6.7%	5.6%
	Travel to Work in 5 to 9 Minutes	18.0%	18.1%	14.7%
	Travel to Work in 10 to 14 Minutes	25.9%	27.4%	24.2%
	Travel to Work in 15 to 19 Minutes	19.4%	17.8%	19.7%
	Travel to Work in 20 to 29 Minutes	10.8%	11.5%	15.9%
	Travel to Work in 30 to 44 Minutes	10.9%	10.3%	11.2%
	Travel to Work in 45 to 59 Minutes	2.1%	2.2%	2.7%
	Travel to Work in 60 Minutes or more	6.9%	5.9%	5.9%
	Average Travel Time to Work	21	19	19
Vehicles per HH	No Vehicles	7.9%	8.0%	6.6%
	1 Vehicle	32.3%	28.7%	28.8%
	2 Vehicles	40.7%	39.4%	39.6%
	3 or more vehicles	19.1%	23.9%	25.0%
		Average Number of Vehicles	1.80	1.91
Change	Births (last 12 months)	38	201	335
	Deaths (last 12 months)	44	257	409
	Migration (last 12 months)	25	223	375
Work place	Workplace Establishments	278	936	1,161
	Workplace Employees (FTE)	3,864	13,078	16,295