

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



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 | 14,403 | 31,946 | 78,389 |
| | Population Est 23Q1 | 14,394 | 31,928 | 78,332 |
| | Population Est 22Q4 | 14,393 | 31,938 | 78,232 |
| | Population Est 22Q3 | 14,366 | 31,881 | 78,071 |
| | Population Est 22Q2 | 14,376 | 31,874 | 77,949 |
| | Population Est 22Q1 | 14,354 | 31,825 | 77,855 |
| | Population Est 21Q4 | 14,325 | 31,744 | 77,745 |
| | Population Est 21Q3 | 14,289 | 31,683 | 77,676 |
| | Population Est 21Q2 | 14,230 | 31,563 | 77,479 |
| | Population Fcst | 14,840 | 32,862 | 80,142 |
| | 2010 Census Population | 13,963 | 29,323 | 72,440 |
| | 2000 Census Population | 12,384 | 25,894 | 66,143 |
| | 1990 Census Population | 11,221 | 22,306 | 56,402 |
| | Current Year Daytime Population | 22,548 | 40,179 | 84,513 |
| | Average Seasonal Population | 163 | 792 | 2,194 |
| | Historical Annual Growth, 1990 – 2000 | 0.99% | 1.50% | 1.61% |
| | Historical Annual Growth, 2000 – 2010 | 1.21% | 1.25% | 0.91% |
| | Estimated Annual Growth, 2010 – CY | 0.22% | 0.60% | 0.56% |
| | Projected Annual Growth, CY to Y5 | 0.60% | 0.57% | 0.44% |
| | Group Qtrs Est | 472 | 934 | 1,375 |
| Transient Est Average Last 4 Qtrs | 3,470 | 4,854 | 7,687 | |
| Households | Current Year Estimated Households | 5,921 | 12,466 | 30,699 |
| | Households Est 23Q1 | 5,914 | 12,454 | 30,666 |
| | Households Est 22Q4 | 5,912 | 12,456 | 30,621 |
| | Households Est 22Q3 | 5,902 | 12,436 | 30,561 |
| | Households Est 22Q2 | 5,906 | 12,433 | 30,514 |
| | Households Est 22Q1 | 5,897 | 12,415 | 30,482 |
| | Households Est 21Q4 | 5,884 | 12,381 | 30,432 |
| | Households Est 21Q3 | 5,868 | 12,355 | 30,407 |
| | Households Est 21Q2 | 5,844 | 12,306 | 30,325 |
| | Households Fcst | 6,105 | 12,833 | 31,386 |
| | 2010 Census Households | 5,730 | 11,647 | 28,621 |
| | 2000 Census Households | 5,056 | 10,177 | 25,865 |
| | 1990 Census Households | 4,330 | 8,197 | 20,723 |
| | Historical Annual Growth, 1990 – 2000 | 1.56% | 2.19% | 2.24% |
| | Historical Annual Growth, 2000 – 2010 | 1.26% | 1.36% | 1.02% |
| | Estimated Annual Growth, 2010 – CY | 0.23% | 0.48% | 0.49% |
| | Projected Annual Growth, CY to Y5 | 0.62% | 0.58% | 0.44% |
| Population per Household | 2.35 | 2.49 | 2.51 | |

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

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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 | 0.5% | 0.5% | 0.6% |
| | HH Income \$250,000 to \$499,999 | 0.6% | 0.7% | 0.7% |
| | HH Income \$200,000 to \$249,999 | 1.4% | 1.6% | 1.6% |
| | HH Income \$175,000 to \$199,999 | 2.5% | 2.4% | 2.3% |
| | HH Income \$150,000 to \$174,999 | 3.9% | 3.9% | 3.0% |
| | HH Income \$100,000 to 149,999 | 16.8% | 16.7% | 14.7% |
| | HH Income \$75,000 to 99,999 | 16.0% | 14.4% | 13.9% |
| | HH Income \$50,000 to 74,999 | 14.5% | 15.5% | 17.5% |
| | HH Income \$35,000 to 49,999 | 13.2% | 13.5% | 13.1% |
| | HH Income \$25,000 to 34,999 | 7.9% | 8.0% | 8.3% |
| | HH Income \$15,000 to 24,999 | 10.7% | 10.6% | 10.4% |
| | HH Income \$0 to 14,999 | 11.9% | 12.2% | 13.9% |
| | Average Household Income | \$73,195 | \$74,773 | \$71,296 |
| | Median Household Income | \$60,691 | \$58,595 | \$55,691 |
| | Per Capita Income | \$30,744 | \$29,761 | \$28,246 |
| | Average Disposable Income | \$60,160 | \$60,069 | \$57,723 |
| | Median Disposable Income | \$51,306 | \$49,678 | \$47,263 |
| | Discretionary HH Income Over \$150,000 | 1.4% | 1.6% | 1.6% |
| | Discretionary HH Income \$125,000 to \$149,999 | 1.0% | 1.1% | 1.2% |
| | Discretionary HH Income \$100,000 to \$124,999 | 4.3% | 4.5% | 3.9% |
| | Discretionary HH Income \$75,000 to \$99,999 | 9.9% | 9.6% | 8.2% |
| | Discretionary HH Income \$50,000 to \$74,999 | 21.9% | 20.3% | 18.7% |
| | Discretionary HH Income \$25,000 to \$49,999 | 27.6% | 28.1% | 29.6% |
| | Discretionary HH Income Under \$25,000 | 33.8% | 34.7% | 36.8% |
| | Average Discretionary HH Income | \$44,685 | \$44,653 | \$42,569 |
| | Median Discretionary HH Income | \$37,932 | \$36,795 | \$34,694 |
| | Householder White – Count | 5,656 | 12,002 | 29,606 |
| | Median HH Income | \$58,800 | \$57,411 | \$54,904 |
| | Average HH Income | \$68,379 | \$68,120 | \$65,214 |
| | Householder Black or African-American – Count | 7 | 7 | 11 |
| | Median HH Income | \$128,125 | \$128,125 | \$122,917 |
| | Average HH Income | \$124,970 | \$124,970 | \$121,985 |
| | Householder Hispanic – Count | 85 | 143 | 300 |
| Median HH Income | \$124,919 | \$126,291 | \$94,579 | |
| Average HH Income | \$122,258 | \$120,527 | \$93,003 | |
| Householder Asian or Pacific Islander – Count | 12 | 12 | 34 | |
| Median HH Income | \$242,857 | \$242,540 | \$30,077 | |
| Average HH Income | \$129,164 | \$129,011 | \$71,594 | |
| Householder Other or Pacific Islander – Count | 161 | 301 | 748 | |
| Median HH Income | \$83,123 | \$85,781 | \$87,620 | |
| Average HH Income | \$75,798 | \$82,769 | \$92,101 | |

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|------------------------------------|---------------------------|--------------------------|---------------------------|---------------------------|
| Gender | Male Population | 6,904 | 15,564 | 38,055 |
| | Female Population | 7,499 | 16,382 | 40,334 |
| Total Population by Age | Count of Pop 0 to 4 years | 803 | 1,758 | 4,348 |
| | Count of Pop 0 to 7 years | 1,144 | 2,513 | 6,315 |
| | Count of Pop 5 - 13 | 1,533 | 3,483 | 8,750 |
| | Count of Pop 14 - 18 | 731 | 1,691 | 4,223 |
| | Count of Pop 19 - 22 | 718 | 1,672 | 4,170 |
| | Count of Pop 22 - 25 | 515 | 1,207 | 3,024 |
| | Count of Pop 25 - 29 | 881 | 1,897 | 4,596 |
| | Count of Pop 30 - 34 | 911 | 1,959 | 4,673 |
| | Count of Pop 35 - 39 | 938 | 2,037 | 4,764 |
| | Count of Pop 40 - 44 | 922 | 2,045 | 4,842 |
| | Count of Pop 45 - 59 | 2,683 | 6,193 | 15,055 |
| | Count of Pop 60 - 74 | 2,466 | 5,521 | 13,865 |
| | Count of Pop 75 - 84 | 970 | 1,945 | 4,834 |
| | Count of Pop 85+ | 330 | 536 | 1,245 |
| | % of Pop 0 to 4 years | 5.6% | 5.5% | 5.5% |
| | % of Pop 0 to 7 years | 7.9% | 7.9% | 8.1% |
| | % of Pop 5 - 13 | 10.6% | 10.9% | 11.2% |
| | % of Pop 14 - 18 | 5.1% | 5.3% | 5.4% |
| | % of Pop 19 - 22 | 5.0% | 5.2% | 5.3% |
| | % of Pop 22 - 25 | 3.6% | 3.8% | 3.9% |
| | % of Pop 25 - 29 | 6.1% | 5.9% | 5.9% |
| | % of Pop 30 - 34 | 6.3% | 6.1% | 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 | 18.6% | 19.4% | 19.2% |
| | % of Pop 60 - 74 | 17.1% | 17.3% | 17.7% |
| | % of Pop 75 - 84 | 6.7% | 6.1% | 6.2% |
| | % of Pop 85+ | 2.3% | 1.7% | 1.6% |
| Median Age | 40.9 | 40.7 | 40.7 | |
| Average Age | 41.4 | 40.8 | 40.7 | |
| Male Population by Age | % of Pop 0 to 4 years | 5.9% | 5.8% | 5.8% |
| | % of Pop 5 - 13 | 11.3% | 11.5% | 11.7% |
| | % of Pop 14 - 18 | 5.4% | 5.5% | 5.7% |
| | % of Pop 19 - 22 | 5.3% | 5.4% | 5.6% |
| | % of Pop 22 - 25 | 3.8% | 3.9% | 4.0% |
| | % of Pop 25 - 29 | 6.7% | 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 | 6.5% | 6.5% | 6.1% |
| | % of Pop 45 - 59 | 19.3% | 19.7% | 19.5% |
| | % of Pop 75 - 84 | 5.6% | 5.2% | 5.5% |
| | % of Pop 60 - 74 | 15.5% | 16.1% | 16.6% |
| | % of Pop 85+ | 1.4% | 1.1% | 1.1% |
| | Median Age | 38.7 | 38.9 | 39.0 |
| Average Age | 39.5 | 39.4 | 39.5 | |

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|----------------------------------|---|--------------------------|---------------------------|---------------------------|
| | % of Pop 0 to 4 years | 5.2% | 5.2% | 5.3% |
| | % of Pop 5 - 13 | 10.0% | 10.3% | 10.6% |
| | % of Pop 14 - 18 | 4.8% | 5.1% | 5.1% |
| | % of Pop 19 - 22 | 4.7% | 5.1% | 5.1% |
| | % of Pop 22 - 25 | 3.4% | 3.6% | 3.7% |
| | % of Pop 25 - 29 | 5.6% | 5.5% | 5.5% |
| | % of Pop 30 - 34 | 6.0% | 5.9% | 5.9% |
| | % of Pop 35 - 39 | 6.3% | 6.2% | 6.0% |
| | % of Pop 40 - 44 | 6.3% | 6.4% | 6.2% |
| | % of Pop 45 - 59 | 18.0% | 19.1% | 19.0% |
| | % of Pop 60 - 74 | 18.6% | 18.4% | 18.7% |
| | % of Pop 75 - 84 | 7.8% | 6.9% | 6.8% |
| | % of Pop 85+ | 3.1% | 2.2% | 2.1% |
| | Median Age | 43.1 | 42.4 | 42.2 |
| Average Age | 43.1 | 42.1 | 41.9 | |
| Race | Count of White | 13,505 | 30,206 | 74,502 |
| | Count of Black or African-American | 201 | 301 | 517 |
| | Count of Asian or Pacific Islander | 128 | 200 | 365 |
| | Count of Other races | 568 | 1,238 | 3,006 |
| | White | 93.8% | 94.6% | 95.0% |
| | Black or African American | 1.4% | 0.9% | 0.7% |
| | Asian | 0.9% | 0.6% | 0.5% |
| | Other Races | 3.9% | 3.9% | 3.8% |
| Language Spoken | Speak English at Home | 98.6% | 98.4% | 98.7% |
| | Speak Spanish at Home | 0.6% | 0.7% | 0.5% |
| | Speak French or French Creole at Home | 0.0% | 0.0% | 0.0% |
| | Speak German at Home | 0.1% | 0.2% | 0.3% |
| | Speak Other Indo-European Languages at Home | 0.3% | 0.2% | 0.1% |
| | Speak Russian and Other Slavic Languages at Home | 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 | 0.3% | 0.1% | 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 | 269 | 525 | 1,235 |
| | Hispanic Population Percent | 1.9% | 1.6% | 1.6% |
| | Mexican | 76.5% | 78.3% | 56.1% |
| | Puerto Rican | 4.7% | 4.7% | 13.4% |
| | Cuban | 0.0% | 0.0% | 0.0% |
| | Dominican | 11.2% | 8.8% | 3.7% |
| | Central American | 0.0% | 0.0% | 2.6% |
| | South American | 0.0% | 0.3% | 2.7% |
| | Other Hispanic | 7.5% | 7.9% | 21.5% |
| | 2000 Hispanic Population Percent | 1% | 1% | 1% |
| | 1990 Hispanic Population Percent | 0% | 0% | 0% |

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|------------------------------------|--|--------------------------|---------------------------|---------------------------|
| Ancestry | American (percent of total population) | 14.8% | 16.0% | 16.3% |
| | American | 14.7% | 15.8% | 16.1% |
| | 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) | 0.9% | 0.6% | 0.5% |
| | 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) | 0.2% | 0.1% | 0.0% |
| | Other Asian | 0.3% | 0.2% | 0.2% |
| | European (percent of total population) | 28.7% | 26.3% | 26.4% |
| | British | 8.1% | 8.4% | 9.6% |
| | Dutch | 0.3% | 0.3% | 0.3% |
| | French | 0.6% | 0.6% | 0.6% |
| | German | 6.4% | 5.6% | 4.9% |
| | Italian | 1.0% | 0.6% | 0.6% |
| | Polish | 0.3% | 0.3% | 0.2% |
| | Scandinavian | 0.3% | 0.2% | 0.2% |
| | Scotch/Irish | 10.1% | 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% | 11.6% | 10.8% | |
| Unclassified Ancestry | 41.3% | 43.8% | 44.4% | |
| Education (Age 25+) | Adult Population (25 Years or Older) | 10,103 | 22,135 | 53,874 |
| | Elementary (0 to 8) | 3.8% | 4.6% | 5.6% |
| | Some High School (9 to 11) | 8.9% | 10.0% | 10.1% |
| | High School Graduate (12) | 39.1% | 40.0% | 39.8% |
| | Some College (13 to 16) | 20.5% | 19.0% | 19.2% |
| | Associates Degree Only | 8.1% | 8.3% | 7.1% |
| | Bachelors Degree Only | 10.4% | 9.1% | 9.7% |
| | Graduate Degree | 9.2% | 9.0% | 8.5% |
| | % College (4+) | 19.6% | 18.0% | 18.1% |
| Household Type | Total Households – count | 5,921 | 12,466 | 30,699 |
| | One Person HHs – count | 1,860 | 3,385 | 8,244 |
| | Family HHs – count | 3,777 | 8,472 | 20,937 |
| | Married Couple – count | 2,732 | 6,198 | 15,754 |
| | w/own children – count | 955 | 2,206 | 6,061 |
| | w/out own children – count | 1,777 | 3,992 | 9,693 |
| | Male Householder – count | 291 | 764 | 1,597 |
| | Female Householder – count | 754 | 1,510 | 3,585 |
| | Non-Family Households – count | 284 | 608 | 1,518 |
| | 1 Person Household | 31.4% | 27.2% | 26.9% |
| | 2 Person Household | 33.3% | 34.1% | 34.1% |
| | 3 Person Household | 15.1% | 16.4% | 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 | 23.9% | 26.0% | 27.3% | |

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|--|---|--------------------------|---------------------------|---------------------------|
| Housing | Total Housing Units | 6,397 | 13,469 | 33,636 |
| | Owner Occupied Percent | 55.4% | 62.2% | 62.5% |
| | Renter Occupied Percent | 37.2% | 30.3% | 28.8% |
| | Vacant Housing Percent | 7.4% | 7.4% | 8.7% |
| | Total Housing Units (Census 2000) | 5,475 | 11,103 | 28,421 |
| Home Value (Owner Occupied) | Property Value \$1,000,000 or more | 1.5% | 0.9% | 0.7% |
| | Property Value \$750,000 to \$999,999 | 1.3% | 0.9% | 0.7% |
| | Property Value \$500,000 to \$749,999 | 3.8% | 3.7% | 3.9% |
| | Property Value \$400,000 to \$499,999 | 6.6% | 5.0% | 5.0% |
| | Property Value \$300,000, to \$399,999 | 14.7% | 13.0% | 13.0% |
| | Property Value \$200,000 to \$299,999 | 30.1% | 27.0% | 24.5% |
| | Property Value \$150,000 to \$199,999 | 19.1% | 16.0% | 15.1% |
| | Property Value \$100,000 to \$149,999 | 11.4% | 14.2% | 14.9% |
| | Property Value \$60,000 to \$99,999 | 5.1% | 7.1% | 9.4% |
| | Property Value \$40,000 to \$59,999 | 2.0% | 2.9% | 2.4% |
| | Property Value \$0 to \$39,999 | 4.5% | 8.9% | 10.0% |
| | Median Home Value | \$218,780 | \$202,038 | \$193,085 |
| Wealth per Household | \$0 and under - percent | 18.3% | 18.0% | 18.0% |
| | \$1 to \$4999 - percent | 9.5% | 9.3% | 9.3% |
| | \$5k to \$9999 - percent | 4.9% | 4.8% | 4.8% |
| | \$10k to \$24999 - percent | 6.6% | 6.6% | 6.5% |
| | \$25k to \$49999 - percent | 6.9% | 6.9% | 6.9% |
| | \$50k to \$99999 - percent | 10.3% | 10.4% | 10.4% |
| | \$100k to \$249999 - percent | 17.8% | 18.0% | 18.1% |
| | \$250k to \$499999 - percent | 12.5% | 12.6% | 12.6% |
| | \$500k+ - percent | 13.3% | 13.4% | 13.3% |
| | Median HH Wealth | \$68,565 | \$71,395 | \$71,111 |
| | Avg HH Wealth | \$222,601 | \$224,966 | \$224,197 |
| Economic Viability | Economic Viability Local | 273 | 275 | 274 |
| | Economic Viability Indexed | 101 | 102 | 101 |
| Occupation (Employed Civilians Age 16+) | Employed Civilian Pop 16+ by Occupation | 6,135 | 13,460 | 31,661 |
| | Managerial/Executive | 11.9% | 11.7% | 10.5% |
| | Professional Specialty | 24.3% | 21.1% | 21.0% |
| | Healthcare Support | 5.9% | 4.9% | 4.8% |
| | Sales | 11.1% | 11.4% | 10.8% |
| | Office & Administrative Support | 13.7% | 13.3% | 12.9% |
| | Protective Service | 2.2% | 2.7% | 2.6% |
| | Food Preperation | 2.4% | 3.3% | 4.2% |
| | Building Maintenance & Cleaning | 1.5% | 1.8% | 2.2% |
| | Personal Care | 1.7% | 1.8% | 2.1% |
| | Farming, Fishing, & Forestry | 0.0% | 0.4% | 0.5% |
| | Construction | 7.5% | 7.6% | 6.8% |
| | Production & Transportation | 18.0% | 20.0% | 21.6% |
| | Percent White Collar Workers | 66.8% | 62.4% | 59.9% |
| | Percent Blue Collar Workers | 33.2% | 37.6% | 40.1% |

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|----------------------------------|---------------------------------|--------------------------|---------------------------|---------------------------|
| | Agriculture/Mining/Construction | 4.1% | 5.1% | 5.8% |
| | Manufacturing | 11.2% | 12.8% | 13.9% |
| | Transportation | 5.9% | 6.3% | 6.4% |
| | Information | 0.9% | 1.1% | 1.1% |
| | Wholesale/Retail | 16.3% | 17.7% | 18.3% |
| | Finance, Insurance, Real Estate | 7.0% | 6.2% | 4.6% |
| | Professional Services | 5.7% | 4.6% | 4.0% |
| | Management Services | 0.0% | 0.1% | 0.1% |
| | Administrative/Waste Services | 6.5% | 4.9% | 5.4% |
| | Educational Services | 26.4% | 22.6% | 23.4% |
| | Entertainment Services | 6.2% | 7.7% | 7.6% |
| | Other Professional Services | 6.4% | 6.8% | 5.4% |
| | Public Administration | 3.5% | 4.0% | 4.1% |
| Vehicles per HH | No Vehicles | 6.7% | 5.4% | 6.1% |
| | 1 Vehicle | 32.3% | 30.1% | 30.6% |
| | 2 Vehicles | 38.0% | 39.4% | 37.5% |
| | 3 or more vehicles | 23.1% | 25.1% | 25.9% |
| | Average Number of Vehicles | 1.89 | 1.97 | 1.94 |
| Change | Births (last 12 months) | 165 | 369 | 918 |
| | Deaths (last 12 months) | 163 | 344 | 855 |
| | Migration (last 12 months) | 31 | 55 | 404 |
| Work place | Workplace Establishments | 865 | 1,192 | 2,314 |
| | Workplace Employees (FTE) | 11,838 | 16,489 | 30,354 |