

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 37.106724 Longitude: -84.088889

London Marketplace London, KY		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	14,167	31,612	77,889
	Population Est 25Q1	14,216	31,674	77,967
	Population Est 24Q4	14,229	31,677	77,933
	Population Est 24Q3	14,243	31,681	77,915
	Population Est 24Q2	14,276	31,694	77,888
	Population Est 24Q1	14,304	31,758	77,957
	Population Est 23Q4	14,343	31,843	78,011
	Population Est 23Q3	14,365	31,878	78,033
	Population Est 23Q2	14,350	31,833	77,855
	Population Fcst	14,550	32,510	79,684
	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	21,739	39,443	83,721
	Average Seasonal Population	130	634	1,784
	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	0.10%	0.52%	0.50%
	Projected Annual Growth, CY to Y5	0.53%	0.56%	0.46%
	Group Qtrs Est	472	934	1,375
Transient Est Average Last 4 Qtrs	3,076	4,087	6,716	
Households	Current Year Estimated Households	5,819	12,327	30,490
	Households Est 25Q1	5,838	12,350	30,514
	Households Est 24Q4	5,844	12,354	30,507
	Households Est 24Q3	5,850	12,354	30,503
	Households Est 24Q2	5,865	12,360	30,491
	Households Est 24Q1	5,876	12,385	30,516
	Households Est 23Q4	5,893	12,421	30,538
	Households Est 23Q3	5,902	12,434	30,546
	Households Est 23Q2	5,894	12,414	30,477
	Households Fcst	5,981	12,687	31,198
	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	0.11%	0.39%	0.44%
	Projected Annual Growth, CY to Y5	0.55%	0.58%	0.46%
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	0.8%	0.9%	0.8%
	HH Income \$250,000 to \$499,999	1.0%	1.1%	1.0%
	HH Income \$200,000 to \$249,999	2.4%	2.6%	2.3%
	HH Income \$175,000 to \$199,999	2.5%	2.5%	2.6%
	HH Income \$150,000 to \$174,999	4.5%	4.8%	4.0%
	HH Income \$100,000 to 149,999	19.5%	18.7%	16.2%
	HH Income \$75,000 to 99,999	15.6%	14.2%	14.2%
	HH Income \$50,000 to 74,999	13.1%	13.3%	14.9%
	HH Income \$35,000 to 49,999	12.2%	12.7%	12.9%
	HH Income \$25,000 to 34,999	6.0%	7.0%	7.3%
	HH Income \$15,000 to 24,999	9.2%	8.8%	9.8%
	HH Income \$0 to 14,999	13.1%	13.2%	14.1%
	Average Household Income	\$80,318	\$81,792	\$76,254
	Median Household Income	\$66,986	\$65,641	\$59,673
	Per Capita Income	\$33,653	\$32,483	\$30,177
	Average Disposable Income	\$65,501	\$65,719	\$61,930
	Median Disposable Income	\$56,778	\$55,602	\$50,532
	Discretionary HH Income Over \$150,000	2.2%	2.4%	1.7%
	Discretionary HH Income \$125,000 to \$149,999	2.4%	2.6%	2.4%
	Discretionary HH Income \$100,000 to \$124,999	5.0%	5.0%	4.2%
	Discretionary HH Income \$75,000 to \$99,999	9.6%	10.2%	8.7%
	Discretionary HH Income \$50,000 to \$74,999	24.0%	21.5%	19.4%
	Discretionary HH Income \$25,000 to \$49,999	25.1%	25.9%	26.9%
	Discretionary HH Income Under \$25,000	31.7%	32.5%	36.6%
	Average Discretionary HH Income	\$48,370	\$48,438	\$44,610
	Median Discretionary HH Income	\$41,230	\$40,002	\$35,978
	Householder White – Count	5,555	11,861	29,419
	Median HH Income	\$63,926	\$62,586	\$58,445
	Average HH Income	\$73,614	\$73,810	\$69,711
	Householder Black or African-American – Count	8	8	13
	Median HH Income	\$125,000	\$125,000	\$123,214
	Average HH Income	\$123,146	\$123,146	\$122,164
	Householder Hispanic – Count	92	151	273
	Median HH Income	\$120,238	\$123,318	\$94,693
Average HH Income	\$119,426	\$118,745	\$96,667	
Householder Asian or Pacific Islander – Count	16	18	41	
Median HH Income	\$260,000	\$233,200	\$57,589	
Average HH Income	\$143,179	\$134,816	\$84,116	
Householder Other or Pacific Islander – Count	148	290	744	
Median HH Income	\$86,438	\$91,207	\$90,104	
Average HH Income	\$84,202	\$94,259	\$95,762	

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Gender	Male Population	6,787	15,390	37,781
	Female Population	7,380	16,222	40,107
Total Population by Age	Count of Pop 0 to 4 years	774	1,689	4,211
	Count of Pop 0 to 7 years	1,105	2,422	6,117
	Count of Pop 5 - 13	1,494	3,399	8,567
	Count of Pop 14 - 18	725	1,687	4,215
	Count of Pop 19 - 22	714	1,682	4,207
	Count of Pop 22 - 25	505	1,217	3,081
	Count of Pop 25 - 29	864	1,866	4,555
	Count of Pop 30 - 34	891	1,926	4,635
	Count of Pop 35 - 39	921	1,998	4,708
	Count of Pop 40 - 44	919	2,033	4,799
	Count of Pop 45 - 59	2,641	6,105	14,833
	Count of Pop 60 - 74	2,411	5,476	13,863
	Count of Pop 75 - 84	994	2,016	5,008
	Count of Pop 85+	315	519	1,206
	% of Pop 0 to 4 years	5.5%	5.3%	5.4%
	% of Pop 0 to 7 years	7.8%	7.7%	7.9%
	% of Pop 5 - 13	10.5%	10.8%	11.0%
	% of Pop 14 - 18	5.1%	5.3%	5.4%
	% of Pop 19 - 22	5.0%	5.3%	5.4%
	% of Pop 22 - 25	3.6%	3.8%	4.0%
	% of Pop 25 - 29	6.1%	5.9%	5.8%
	% of Pop 30 - 34	6.3%	6.1%	6.0%
	% of Pop 35 - 39	6.5%	6.3%	6.0%
	% of Pop 40 - 44	6.5%	6.4%	6.2%
	% of Pop 45 - 59	18.6%	19.3%	19.0%
	% of Pop 60 - 74	17.0%	17.3%	17.8%
	% of Pop 75 - 84	7.0%	6.4%	6.4%
	% of Pop 85+	2.2%	1.6%	1.5%
Median Age	41.1	40.8	40.8	
Average Age	41.5	41.0	40.9	
Male Population by Age	% of Pop 0 to 4 years	5.9%	5.6%	5.7%
	% of Pop 5 - 13	11.2%	11.3%	11.5%
	% of Pop 14 - 18	5.4%	5.6%	5.7%
	% of Pop 19 - 22	5.3%	5.5%	5.6%
	% of Pop 22 - 25	3.8%	3.9%	4.1%
	% of Pop 25 - 29	6.7%	6.4%	6.3%
	% of Pop 30 - 34	6.6%	6.3%	6.0%
	% of Pop 35 - 39	6.7%	6.5%	6.1%
	% of Pop 40 - 44	6.6%	6.5%	6.1%
	% of Pop 45 - 59	19.4%	19.7%	19.3%
	% of Pop 75 - 84	5.8%	5.5%	5.8%
	% of Pop 60 - 74	15.4%	16.1%	16.7%
	% of Pop 85+	1.2%	1.0%	1.0%
	Median Age	38.8	39.1	39.1
Average Age	39.6	39.5	39.6	

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	% of Pop 0 to 4 years	5.1%	5.1%	5.1%
	% of Pop 5 - 13	10.0%	10.2%	10.5%
	% of Pop 14 - 18	4.8%	5.1%	5.1%
	% of Pop 19 - 22	4.8%	5.2%	5.2%
	% of Pop 22 - 25	3.4%	3.8%	3.8%
	% of Pop 25 - 29	5.5%	5.4%	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	6.4%	6.4%	6.2%
	% of Pop 45 - 59	18.0%	18.9%	18.8%
	% of Pop 60 - 74	18.5%	18.5%	18.8%
	% of Pop 75 - 84	8.1%	7.2%	7.1%
	% of Pop 85+	3.1%	2.3%	2.1%
	Median Age	43.2	42.6	42.4
Average Age	43.2	42.3	42.1	
Race	Count of White	13,244	29,826	73,888
	Count of Black or African-American	155	256	461
	Count of Asian or Pacific Islander	130	203	377
	Count of Other races	638	1,328	3,162
	White	93.5%	94.3%	94.9%
	Black or African American	1.1%	0.8%	0.6%
	Asian	0.9%	0.6%	0.5%
	Other Races	4.5%	4.2%	4.1%
Language Spoken	Speak English at Home	97.7%	98.0%	98.5%
	Speak Spanish at Home	1.4%	1.0%	0.7%
	Speak French or French Creole at Home	0.0%	0.0%	0.1%
	Speak German at Home	0.1%	0.2%	0.1%
	Speak Other Indo-European Languages at Home	0.3%	0.1%	0.1%
	Speak Russian and Other Slavic Languages at Home	0.0%	0.0%	0.1%
	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	0.4%	0.2%	0.2%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.0%
	Speak Other Language at Home	0.0%	0.1%	0.0%
Hispanic	Hispanic Population	389	645	1,241
	Hispanic Population Percent	2.7%	2.0%	1.6%
	Mexican	48.9%	51.5%	51.3%
	Puerto Rican	14.4%	16.8%	21.2%
	Cuban	4.9%	3.4%	1.8%
	Dominican	7.6%	6.8%	3.5%
	Central American	18.5%	14.6%	11.8%
	South American	0.0%	0.2%	2.4%
	Other Hispanic	5.7%	6.7%	7.9%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	0%	0%	0%

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Ancestry	American (percent of total population)	11.8%	13.8%	14.5%
	American	11.7%	13.7%	14.3%
	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%	0.4%
	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%	0.1%	0.1%
	South East Asian (ie. Vietnamese)	0.1%	0.1%	0.0%
	Other Asian	0.4%	0.3%	0.2%
	European (percent of total population)	30.0%	27.7%	28.0%
	British	9.5%	9.9%	11.4%
	Dutch	0.4%	0.3%	0.3%
	French	0.4%	0.5%	0.6%
	German	6.0%	5.5%	5.1%
	Italian	1.2%	0.8%	0.5%
	Polish	0.3%	0.3%	0.3%
	Scandinavian	0.3%	0.2%	0.3%
	Scotch/Irish	9.5%	8.4%	8.0%
Other European (ie. Greek/Russian)	2.3%	1.7%	1.5%	
Middle Eastern	0.0%	0.0%	0.1%	
Other Ancestry	10.0%	8.8%	8.4%	
Unclassified Ancestry	43.2%	46.1%	46.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	9,956	21,938	53,607
	Elementary (0 to 8)	4.8%	5.7%	6.1%
	Some High School (9 to 11)	7.8%	9.9%	10.8%
	High School Graduate (12)	39.1%	39.9%	39.5%
	Some College (13 to 16)	20.6%	18.8%	19.1%
	Associates Degree Only	9.2%	8.7%	7.3%
	Bachelors Degree Only	9.3%	8.5%	9.7%
	Graduate Degree	9.2%	8.5%	7.5%
	% College (4+)	18.5%	17.0%	17.2%
Household Type	Total Households – count	5,819	12,327	30,490
	One Person HHs – count	1,824	3,341	8,176
	Family HHs – count	3,699	8,362	20,659
	Married Couple – count	2,608	5,907	14,746
	w/own children – count	906	2,059	5,375
	w/out own children – count	1,702	3,848	9,371
	Male Householder – count	255	820	1,833
	Female Householder – count	837	1,635	4,080
	Non-Family Households – count	296	623	1,655
	1 Person Household	31.3%	27.1%	26.8%
	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	2.3%	2.4%	2.4%	
7+ Person Household	0.9%	1.1%	1.4%	
% Households With Children	24.5%	25.9%	26.1%	

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Housing	Total Housing Units	6,287	13,320	33,408
	Owner Occupied Percent	55.3%	62.3%	62.5%
	Renter Occupied Percent	37.2%	30.3%	28.8%
	Vacant Housing Percent	7.4%	7.5%	8.7%
	Total Housing Units (Census 2000)	5,475	11,103	28,421
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.8%	0.7%	0.7%
	Property Value \$750,000 to \$999,999	0.9%	0.8%	0.8%
	Property Value \$500,000 to \$749,999	4.0%	4.3%	4.8%
	Property Value \$400,000 to \$499,999	9.3%	7.2%	6.6%
	Property Value \$300,000, to \$399,999	17.0%	14.6%	14.0%
	Property Value \$200,000 to \$299,999	31.9%	28.5%	25.5%
	Property Value \$150,000 to \$199,999	18.2%	14.4%	13.2%
	Property Value \$100,000 to \$149,999	8.6%	12.0%	13.5%
	Property Value \$60,000 to \$99,999	4.8%	6.7%	7.8%
	Property Value \$40,000 to \$59,999	0.9%	2.2%	2.2%
	Property Value \$0 to \$39,999	3.4%	8.1%	10.6%
	Median Home Value	\$239,962	\$219,833	\$209,444
Wealth per Household	\$0 and under - percent	18.4%	18.1%	18.1%
	\$1 to \$4999 - percent	9.5%	9.3%	9.4%
	\$5k to \$9999 - percent	4.8%	4.8%	4.8%
	\$10k to \$24999 - percent	6.6%	6.5%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.3%	10.5%	10.5%
	\$100k to \$249999 - percent	17.8%	18.1%	18.0%
	\$250k to \$499999 - percent	12.5%	12.6%	12.5%
	\$500k+ - percent	13.2%	13.3%	13.1%
	Median HH Wealth	\$68,314	\$71,236	\$70,106
	Avg HH Wealth	\$221,809	\$224,183	\$222,256
Economic Viability	Economic Viability Local	277	276	275
	Economic Viability Indexed	100	100	99
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	6,126	13,416	31,479
	Managerial/Executive	10.5%	11.8%	10.6%
	Professional Specialty	24.1%	20.7%	20.6%
	Healthcare Support	5.5%	4.5%	4.2%
	Sales	9.5%	10.3%	9.8%
	Office & Administrative Support	14.7%	13.5%	12.7%
	Protective Service	1.6%	2.0%	2.4%
	Food Preparation	3.5%	3.7%	4.9%
	Building Maintenance & Cleaning	1.1%	1.8%	2.5%
	Personal Care	1.8%	1.8%	1.9%
	Farming, Fishing, & Forestry	0.0%	0.3%	0.5%
	Construction	8.2%	8.0%	7.3%
	Production & Transportation	19.6%	21.5%	22.6%
	Percent White Collar Workers	64.2%	60.8%	57.9%
	Percent Blue Collar Workers	35.8%	39.2%	42.1%

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	Agriculture/Mining/Construction	4.9%	6.0%	6.6%
	Manufacturing	13.8%	15.6%	15.7%
	Transportation	7.1%	7.1%	6.0%
	Information	1.1%	1.2%	1.1%
	Wholesale/Retail	13.9%	15.7%	17.1%
	Finance, Insurance, Real Estate	5.7%	5.0%	4.3%
	Professional Services	5.8%	5.1%	4.4%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	6.9%	5.0%	5.3%
	Educational Services	26.2%	23.1%	23.5%
	Entertainment Services	7.3%	8.3%	8.4%
	Other Professional Services	4.7%	4.9%	4.0%
	Public Administration	2.6%	3.0%	3.4%
Vehicles per HH	No Vehicles	7.3%	6.4%	6.5%
	1 Vehicle	33.4%	30.0%	30.8%
	2 Vehicles	36.2%	38.2%	37.4%
	3 or more vehicles	23.1%	25.4%	25.3%
	Average Number of Vehicles	1.86	1.96	1.92
Change	Births (last 12 months)	160	363	914
	Deaths (last 12 months)	165	355	890
	Migration (last 12 months)	-98	-81	3
Work place	Workplace Establishments	852	1,194	2,312
	Workplace Employees (FTE)	11,172	15,834	29,301