

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 37.106724 Longitude: -84.088889

London Marketplace London, KY		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	3,013	17,174	28,974
	Population Est 25Q1	3,022	17,229	29,030
	Population Est 24Q4	3,024	17,242	29,040
	Population Est 24Q3	3,026	17,254	29,042
	Population Est 24Q2	3,033	17,276	29,024
	Population Est 24Q1	3,037	17,313	29,085
	Population Est 23Q4	3,045	17,364	29,168
	Population Est 23Q3	3,053	17,392	29,207
	Population Est 23Q2	3,047	17,381	29,170
	Population Fcst	3,108	17,641	29,816
	2010 Census Population	3,053	16,602	26,684
	2000 Census Population	2,716	14,599	23,401
	1990 Census Population	2,400	13,125	20,174
	Current Year Daytime Population	6,260	25,389	37,263
	Average Seasonal Population	18	173	510
	Historical Annual Growth, 1990 – 2000	1.25%	1.07%	1.49%
	Historical Annual Growth, 2000 – 2010	1.18%	1.29%	1.32%
	Estimated Annual Growth, 2010 – CY	-0.09%	0.23%	0.57%
	Projected Annual Growth, CY to Y5	0.62%	0.54%	0.57%
	Group Qtrs Est	53	522	934
Transient Est Average Last 4 Qtrs	871	3,621	4,030	
Households	Current Year Estimated Households	1,286	6,989	11,320
	Households Est 25Q1	1,290	7,010	11,340
	Households Est 24Q4	1,291	7,018	11,346
	Households Est 24Q3	1,292	7,022	11,347
	Households Est 24Q2	1,295	7,033	11,340
	Households Est 24Q1	1,297	7,047	11,365
	Households Est 23Q4	1,301	7,069	11,400
	Households Est 23Q3	1,303	7,080	11,414
	Households Est 23Q2	1,301	7,073	11,397
	Households Fcst	1,328	7,185	11,658
	2010 Census Households	1,258	6,784	10,649
	2000 Census Households	1,139	5,913	9,207
	1990 Census Households	947	5,011	7,453
	Historical Annual Growth, 1990 – 2000	1.86%	1.67%	2.14%
	Historical Annual Growth, 2000 – 2010	1.00%	1.38%	1.47%
	Estimated Annual Growth, 2010 – CY	0.15%	0.21%	0.42%
	Projected Annual Growth, CY to Y5	0.65%	0.55%	0.59%
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	0.8%	0.9%	1.0%
	HH Income \$250,000 to \$499,999	0.8%	1.1%	1.2%
	HH Income \$200,000 to \$249,999	2.0%	2.5%	2.8%
	HH Income \$175,000 to \$199,999	2.2%	2.6%	2.8%
	HH Income \$150,000 to \$174,999	2.7%	4.8%	5.0%
	HH Income \$100,000 to 149,999	20.2%	19.5%	18.8%
	HH Income \$75,000 to 99,999	16.5%	15.5%	14.4%
	HH Income \$50,000 to 74,999	16.1%	13.2%	13.4%
	HH Income \$35,000 to 49,999	14.5%	12.6%	12.6%
	HH Income \$25,000 to 34,999	5.0%	5.9%	6.5%
	HH Income \$15,000 to 24,999	7.3%	8.8%	8.7%
	HH Income \$0 to 14,999	12.0%	12.7%	12.8%
	Average Household Income	\$76,604	\$81,996	\$84,100
	Median Household Income	\$65,580	\$68,056	\$67,308
	Per Capita Income	\$33,082	\$33,977	\$33,499
	Average Disposable Income	\$64,242	\$66,471	\$67,010
	Median Disposable Income	\$55,568	\$57,667	\$56,986
	Discretionary HH Income Over \$150,000	2.0%	2.3%	2.8%
	Discretionary HH Income \$125,000 to \$149,999	1.8%	2.5%	2.7%
	Discretionary HH Income \$100,000 to \$124,999	3.5%	5.2%	5.6%
	Discretionary HH Income \$75,000 to \$99,999	8.4%	10.1%	10.5%
	Discretionary HH Income \$50,000 to \$74,999	26.9%	23.6%	21.5%
	Discretionary HH Income \$25,000 to \$49,999	26.5%	25.6%	25.8%
	Discretionary HH Income Under \$25,000	31.0%	30.7%	31.1%
	Average Discretionary HH Income	\$46,764	\$49,305	\$50,085
	Median Discretionary HH Income	\$39,211	\$42,336	\$41,576
	Householder White – Count	1,225	6,676	10,877
	Median HH Income	\$63,805	\$65,031	\$64,500
	Average HH Income	\$72,076	\$74,634	\$75,155
	Householder Black or African-American – Count	4	8	8
	Median HH Income	\$120,953	\$125,000	\$125,000
	Average HH Income	\$120,679	\$123,146	\$123,146
	Householder Hispanic – Count	18	113	145
Median HH Income	\$102,679	\$119,750	\$123,094	
Average HH Income	\$105,804	\$120,291	\$119,795	
Householder Asian or Pacific Islander – Count	6	16	18	
Median HH Income	\$255,385	\$260,000	\$235,665	
Average HH Income	\$151,517	\$143,179	\$135,558	
Householder Other or Pacific Islander – Count	33	176	272	
Median HH Income	\$85,533	\$88,686	\$91,506	
Average HH Income	\$77,374	\$88,579	\$95,456	

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Gender	Male Population	1,466	8,249	14,118
	Female Population	1,547	8,926	14,856
Total Population by Age	Count of Pop 0 to 4 years	176	936	1,547
	Count of Pop 0 to 7 years	258	1,327	2,223
	Count of Pop 5 - 13	331	1,805	3,102
	Count of Pop 14 - 18	157	892	1,534
	Count of Pop 19 - 22	152	877	1,530
	Count of Pop 22 - 25	108	618	1,102
	Count of Pop 25 - 29	213	1,027	1,722
	Count of Pop 30 - 34	190	1,080	1,782
	Count of Pop 35 - 39	215	1,110	1,830
	Count of Pop 40 - 44	208	1,111	1,884
	Count of Pop 45 - 59	560	3,215	5,607
	Count of Pop 60 - 74	461	2,948	4,988
	Count of Pop 75 - 84	198	1,197	1,856
	Count of Pop 85+	45	359	489
	% of Pop 0 to 4 years	5.8%	5.4%	5.3%
	% of Pop 0 to 7 years	8.6%	7.7%	7.7%
	% of Pop 5 - 13	11.0%	10.5%	10.7%
	% of Pop 14 - 18	5.2%	5.2%	5.3%
	% of Pop 19 - 22	5.1%	5.1%	5.3%
	% of Pop 22 - 25	3.6%	3.6%	3.8%
	% of Pop 25 - 29	7.1%	6.0%	5.9%
	% of Pop 30 - 34	6.3%	6.3%	6.1%
	% of Pop 35 - 39	7.1%	6.5%	6.3%
	% of Pop 40 - 44	6.9%	6.5%	6.5%
	% of Pop 45 - 59	18.6%	18.7%	19.4%
	% of Pop 60 - 74	15.3%	17.2%	17.2%
	% of Pop 75 - 84	6.6%	7.0%	6.4%
	% of Pop 85+	1.5%	2.1%	1.7%
Median Age	39.2	41.1	40.9	
Average Age	40.0	41.4	41.0	
Male Population by Age	% of Pop 0 to 4 years	6.1%	5.8%	5.6%
	% of Pop 5 - 13	12.0%	11.2%	11.2%
	% of Pop 14 - 18	5.5%	5.5%	5.6%
	% of Pop 19 - 22	5.3%	5.4%	5.5%
	% of Pop 22 - 25	3.8%	3.8%	3.9%
	% of Pop 25 - 29	7.6%	6.5%	6.4%
	% of Pop 30 - 34	6.5%	6.6%	6.4%
	% of Pop 35 - 39	7.5%	6.7%	6.5%
	% of Pop 40 - 44	7.2%	6.6%	6.5%
	% of Pop 45 - 59	19.7%	19.3%	19.8%
	% of Pop 75 - 84	5.3%	5.9%	5.5%
	% of Pop 60 - 74	12.8%	15.6%	15.9%
	% of Pop 85+	0.8%	1.2%	1.0%
	Median Age	37.2	38.9	39.1
Average Age	38.0	39.7	39.6	

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	% of Pop 0 to 4 years	5.6%	5.1%	5.1%
	% of Pop 5 - 13	10.0%	9.9%	10.2%
	% of Pop 14 - 18	4.9%	4.9%	5.0%
	% of Pop 19 - 22	4.8%	4.9%	5.1%
	% of Pop 22 - 25	3.4%	3.4%	3.7%
	% of Pop 25 - 29	6.6%	5.5%	5.5%
	% of Pop 30 - 34	6.2%	6.0%	5.9%
	% of Pop 35 - 39	6.8%	6.3%	6.1%
	% of Pop 40 - 44	6.6%	6.4%	6.5%
	% of Pop 45 - 59	17.5%	18.2%	18.9%
	% of Pop 60 - 74	17.7%	18.6%	18.4%
	% of Pop 75 - 84	7.8%	8.0%	7.2%
	% of Pop 85+	2.1%	2.9%	2.3%
	Median Age	41.3	43.1	42.6
Average Age	41.9	43.1	42.4	
Race	Count of White	2,828	16,086	27,291
	Count of Black or African-American	38	175	239
	Count of Asian or Pacific Islander	23	150	205
	Count of Other races	124	763	1,240
	White	93.9%	93.7%	94.2%
	Black or African American	1.3%	1.0%	0.8%
	Asian	0.8%	0.9%	0.7%
	Other Races	4.1%	4.4%	4.3%
Language Spoken	Speak English at Home	98.1%	97.8%	97.9%
	Speak Spanish at Home	0.9%	1.3%	1.1%
	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	0.5%	0.3%	0.2%
	Speak Russian and Other Slavic Languages at Home	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	0.5%	0.3%	0.2%
	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	83	456	603
	Hispanic Population Percent	2.8%	2.7%	2.1%
	Mexican	45.6%	49.9%	50.5%
	Puerto Rican	28.1%	15.0%	16.2%
	Cuban	3.5%	4.4%	3.6%
	Dominican	0.0%	8.0%	7.3%
	Central American	13.6%	16.9%	14.8%
	South American	0.0%	0.1%	0.2%
	Other Hispanic	9.2%	5.7%	7.3%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	0%	0%	0%

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Ancestry	American (percent of total population)	10.0%	12.2%	13.9%
	American	9.8%	12.1%	13.7%
	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)	0.8%	0.8%	0.6%
	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%	0.1%	0.1%
	Other Asian	0.2%	0.4%	0.3%
	European (percent of total population)	32.3%	29.6%	27.9%
	British	10.3%	9.6%	9.7%
	Dutch	0.6%	0.4%	0.3%
	French	0.5%	0.4%	0.5%
	German	6.1%	5.9%	5.5%
	Italian	1.4%	1.1%	0.8%
	Polish	0.3%	0.3%	0.3%
	Scandinavian	0.6%	0.3%	0.2%
	Scotch/Irish	9.5%	9.4%	8.6%
Other European (ie. Greek/Russian)	2.9%	2.2%	1.8%	
Middle Eastern	0.0%	0.0%	0.0%	
Other Ancestry	9.8%	9.9%	8.9%	
Unclassified Ancestry	42.9%	43.6%	45.6%	
Education (Age 25+)	Adult Population (25 Years or Older)	2,090	12,046	20,159
	Elementary (0 to 8)	1.9%	5.2%	5.7%
	Some High School (9 to 11)	12.9%	7.7%	9.8%
	High School Graduate (12)	33.4%	39.7%	39.8%
	Some College (13 to 16)	20.2%	19.9%	18.5%
	Associates Degree Only	11.4%	9.3%	9.1%
	Bachelors Degree Only	9.3%	9.2%	8.5%
	Graduate Degree	10.8%	8.9%	8.5%
	% College (4+)	20.1%	18.1%	17.0%
Household Type	Total Households – count	1,286	6,989	11,320
	One Person HHs – count	411	2,113	3,095
	Family HHs – count	763	4,470	7,604
	Married Couple – count	511	3,173	5,456
	w/own children – count	140	1,109	1,931
	w/out own children – count	371	2,063	3,525
	Male Householder – count	20	348	716
	Female Householder – count	232	950	1,431
	Non-Family Households – count	112	406	621
	1 Person Household	32.0%	30.2%	27.3%
	2 Person Household	31.1%	33.7%	34.3%
	3 Person Household	15.4%	15.4%	16.3%
	4 Person Household	11.6%	12.0%	13.0%
	5 Person Household	5.7%	5.4%	5.7%
6 Person Household	3.4%	2.2%	2.3%	
7+ Person Household	0.9%	1.0%	1.0%	
% Households With Children	20.0%	24.5%	26.3%	

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Housing	Total Housing Units	1,355	7,538	12,197
	Owner Occupied Percent	53.6%	57.0%	62.0%
	Renter Occupied Percent	41.3%	35.7%	30.8%
	Vacant Housing Percent	5.1%	7.3%	7.2%
	Total Housing Units (Census 2000)	1,208	6,398	10,024
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.5%	0.8%	0.7%
	Property Value \$750,000 to \$999,999	1.5%	0.9%	0.9%
	Property Value \$500,000 to \$749,999	3.8%	4.0%	4.3%
	Property Value \$400,000 to \$499,999	9.3%	9.0%	7.5%
	Property Value \$300,000, to \$399,999	13.1%	17.0%	14.4%
	Property Value \$200,000 to \$299,999	32.8%	32.1%	29.7%
	Property Value \$150,000 to \$199,999	26.7%	17.0%	14.8%
	Property Value \$100,000 to \$149,999	7.1%	9.2%	11.4%
	Property Value \$60,000 to \$99,999	2.5%	4.6%	6.6%
	Property Value \$40,000 to \$59,999	0.5%	1.0%	1.7%
	Property Value \$0 to \$39,999	2.2%	4.2%	7.3%
	Median Home Value	\$227,053	\$239,471	\$224,233
Wealth per Household	\$0 and under - percent	18.8%	18.3%	18.1%
	\$1 to \$4999 - percent	9.7%	9.4%	9.3%
	\$5k to \$9999 - percent	4.9%	4.8%	4.8%
	\$10k to \$24999 - percent	6.7%	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	17.5%	17.9%	18.0%
	\$250k to \$499999 - percent	12.2%	12.5%	12.6%
	\$500k+ - percent	12.8%	13.2%	13.3%
	Median HH Wealth	\$63,897	\$69,374	\$71,300
	Avg HH Wealth	\$216,916	\$222,769	\$224,427
Economic Viability	Economic Viability Local	286	277	275
	Economic Viability Indexed	103	100	99
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	1,252	7,497	12,529
	Managerial/Executive	8.3%	11.1%	12.3%
	Professional Specialty	33.8%	22.5%	20.8%
	Healthcare Support	2.9%	5.7%	4.6%
	Sales	7.3%	10.1%	10.3%
	Office & Administrative Support	11.6%	14.4%	13.7%
	Protective Service	1.6%	1.5%	1.8%
	Food Preparation	5.8%	3.3%	3.5%
	Building Maintenance & Cleaning	0.6%	1.2%	1.6%
	Personal Care	1.6%	1.7%	1.8%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.3%
	Construction	9.2%	8.3%	8.5%
	Production & Transportation	17.4%	20.2%	20.8%
	Percent White Collar Workers	63.8%	63.9%	61.8%
	Percent Blue Collar Workers	36.2%	36.1%	38.2%

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	Agriculture/Mining/Construction	3.4%	5.0%	6.0%
	Manufacturing	12.1%	14.8%	15.2%
	Transportation	10.0%	6.7%	6.9%
	Information	0.6%	1.3%	1.2%
	Wholesale/Retail	13.0%	14.6%	15.6%
	Finance, Insurance, Real Estate	4.3%	5.4%	4.9%
	Professional Services	12.3%	5.7%	5.1%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.6%	6.4%	5.0%
	Educational Services	31.1%	25.5%	23.9%
	Entertainment Services	6.3%	7.1%	8.2%
	Other Professional Services	1.9%	4.6%	4.7%
	Public Administration	1.5%	2.7%	3.1%
Vehicles per HH	No Vehicles	9.3%	6.6%	6.5%
	1 Vehicle	37.4%	32.0%	29.8%
	2 Vehicles	34.9%	37.5%	37.9%
	3 or more vehicles	18.5%	23.9%	25.8%
	Average Number of Vehicles	1.70	1.89	1.96
Change	Births (last 12 months)	36	195	331
	Deaths (last 12 months)	33	201	326
	Migration (last 12 months)	-22	-90	-45
Work place	Workplace Establishments	273	957	1,187
	Workplace Employees (FTE)	3,561	12,600	15,710