



## Community Profile

Rings: 1, 3, 5 mile radii

2104 N Main St, London, KY 40741, USA

Latitude: 37.1423

Longitude: -84.10112

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	1,475	11,330	21,380
2010 Total Population	1,595	12,761	23,814
2018 Total Population	1,606	13,349	24,867
2018 Group Quarters	119	529	535
2023 Total Population	1,613	13,695	25,498
2018-2023 Annual Rate	0.09%	0.51%	0.50%
2018 Total Daytime Population	3,868	21,218	33,974
Workers	2,919	13,722	19,865
Residents	949	7,496	14,109
<b>Household Summary</b>			
2000 Households	558	4,566	8,506
2000 Average Household Size	2.39	2.37	2.45
2010 Households	619	5,229	9,599
2010 Average Household Size	2.38	2.34	2.43
2018 Households	625	5,474	10,041
2018 Average Household Size	2.38	2.34	2.42
2023 Households	627	5,622	10,305
2023 Average Household Size	2.38	2.34	2.42
2018-2023 Annual Rate	0.06%	0.53%	0.52%
2010 Families	390	3,370	6,589
2010 Average Family Size	2.99	2.91	2.92
2018 Families	386	3,472	6,788
2018 Average Family Size	3.03	2.94	2.95
2023 Families	384	3,546	6,927
2023 Average Family Size	3.05	2.96	2.96
2018-2023 Annual Rate	-0.10%	0.42%	0.41%
<b>Housing Unit Summary</b>			
2000 Housing Units	613	4,995	9,264
Owner Occupied Housing Units	56.8%	59.5%	66.0%
Renter Occupied Housing Units	34.3%	31.9%	25.8%
Vacant Housing Units	9.0%	8.6%	8.2%
2010 Housing Units	680	5,751	10,562
Owner Occupied Housing Units	46.2%	50.7%	58.6%
Renter Occupied Housing Units	44.9%	40.3%	32.3%
Vacant Housing Units	9.0%	9.1%	9.1%
2018 Housing Units	690	6,011	11,001
Owner Occupied Housing Units	42.0%	47.1%	55.2%
Renter Occupied Housing Units	48.6%	44.0%	36.0%
Vacant Housing Units	9.4%	8.9%	8.7%
2023 Housing Units	697	6,211	11,359
Owner Occupied Housing Units	43.0%	48.5%	56.4%
Renter Occupied Housing Units	47.1%	42.0%	34.4%
Vacant Housing Units	10.0%	9.5%	9.3%
<b>Median Household Income</b>			
2018	\$31,963	\$36,282	\$39,509
2023	\$35,313	\$40,439	\$44,635
<b>Median Home Value</b>			
2018	\$112,805	\$125,214	\$127,337
2023	\$123,580	\$138,667	\$142,054
<b>Per Capita Income</b>			
2018	\$19,899	\$23,341	\$24,097
2023	\$22,297	\$26,359	\$27,361
<b>Median Age</b>			
2010	42.4	39.3	38.8
2018	45.0	41.4	41.0
2023	46.8	43.1	42.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	625	5,474	10,041
<\$15,000	23.0%	22.5%	19.1%
\$15,000 - \$24,999	16.3%	14.7%	13.9%
\$25,000 - \$34,999	14.1%	11.3%	12.0%
\$35,000 - \$49,999	12.5%	12.7%	13.6%
\$50,000 - \$74,999	14.2%	15.4%	16.9%
\$75,000 - \$99,999	10.4%	9.4%	9.6%
\$100,000 - \$149,999	7.8%	8.9%	8.9%
\$150,000 - \$199,999	1.0%	2.1%	2.7%
\$200,000+	0.6%	3.0%	3.5%
Average Household Income	\$46,192	\$55,347	\$59,095
<b>2023 Households by Income</b>			
Household Income Base	627	5,622	10,305
<\$15,000	22.6%	21.7%	18.3%
\$15,000 - \$24,999	14.8%	13.3%	12.6%
\$25,000 - \$34,999	12.3%	9.9%	10.4%
\$35,000 - \$49,999	11.3%	11.7%	12.2%
\$50,000 - \$74,999	14.4%	15.5%	17.0%
\$75,000 - \$99,999	12.4%	10.8%	11.0%
\$100,000 - \$149,999	10.2%	11.1%	11.1%
\$150,000 - \$199,999	1.3%	2.3%	3.0%
\$200,000+	0.8%	3.5%	4.2%
Average Household Income	\$52,165	\$62,669	\$67,173
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	290	2,831	6,076
<\$50,000	18.3%	13.8%	14.8%
\$50,000 - \$99,999	24.5%	23.8%	22.8%
\$100,000 - \$149,999	28.3%	24.7%	22.7%
\$150,000 - \$199,999	15.2%	17.7%	19.2%
\$200,000 - \$249,999	5.5%	7.2%	6.5%
\$250,000 - \$299,999	2.1%	4.2%	5.7%
\$300,000 - \$399,999	2.1%	4.4%	4.1%
\$400,000 - \$499,999	0.0%	0.5%	1.1%
\$500,000 - \$749,999	3.4%	2.5%	2.1%
\$750,000 - \$999,999	0.0%	0.5%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.7%	0.6%	0.3%
Average Home Value	\$147,241	\$164,663	\$159,779
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	300	3,014	6,402
<\$50,000	14.7%	10.6%	11.4%
\$50,000 - \$99,999	21.3%	20.2%	19.4%
\$100,000 - \$149,999	29.3%	24.9%	22.9%
\$150,000 - \$199,999	17.3%	20.3%	21.9%
\$200,000 - \$249,999	6.0%	8.0%	7.2%
\$250,000 - \$299,999	2.3%	4.6%	6.2%
\$300,000 - \$399,999	2.7%	5.4%	5.0%
\$400,000 - \$499,999	0.0%	0.6%	1.5%
\$500,000 - \$749,999	5.3%	3.8%	3.2%
\$750,000 - \$999,999	0.0%	0.8%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.7%	0.6%	0.3%
Average Home Value	\$164,799	\$182,747	\$177,691

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	1,595	12,760	23,812
0 - 4	5.8%	6.3%	6.5%
5 - 9	5.3%	6.1%	6.4%
10 - 14	5.8%	5.9%	6.3%
15 - 24	11.7%	12.7%	12.4%
25 - 34	12.0%	13.1%	13.1%
35 - 44	12.5%	13.5%	13.7%
45 - 54	11.9%	14.3%	14.6%
55 - 64	12.0%	12.8%	12.9%
65 - 74	9.3%	8.3%	8.0%
75 - 84	8.1%	5.1%	4.4%
85 +	5.5%	2.0%	1.5%
18 +	79.0%	78.2%	77.0%
<b>2018 Population by Age</b>			
Total	1,605	13,350	24,865
0 - 4	5.4%	5.6%	5.8%
5 - 9	5.0%	5.8%	6.1%
10 - 14	5.0%	5.8%	6.1%
15 - 24	10.2%	11.1%	10.8%
25 - 34	12.6%	13.6%	13.2%
35 - 44	11.9%	12.8%	13.1%
45 - 54	10.9%	13.0%	13.4%
55 - 64	12.3%	13.3%	13.7%
65 - 74	11.9%	11.0%	10.8%
75 - 84	8.7%	5.7%	5.0%
85 +	6.1%	2.5%	1.9%
18 +	81.4%	79.7%	78.7%
<b>2023 Population by Age</b>			
Total	1,613	13,695	25,498
0 - 4	5.1%	5.3%	5.4%
5 - 9	4.9%	5.5%	5.8%
10 - 14	5.1%	5.9%	6.3%
15 - 24	9.4%	11.1%	10.8%
25 - 34	11.7%	11.9%	11.4%
35 - 44	12.0%	12.8%	13.1%
45 - 54	10.8%	12.8%	13.2%
55 - 64	11.7%	13.0%	13.5%
65 - 74	13.0%	12.1%	12.0%
75 - 84	10.2%	7.0%	6.4%
85 +	6.1%	2.6%	2.0%
18 +	81.7%	79.9%	78.9%
<b>2010 Population by Sex</b>			
Males	717	6,142	11,594
Females	878	6,619	12,220
<b>2018 Population by Sex</b>			
Males	717	6,466	12,167
Females	889	6,883	12,700
<b>2023 Population by Sex</b>			
Males	722	6,668	12,531
Females	891	7,028	12,967

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,594	12,760	23,814
White Alone	95.1%	96.0%	96.4%
Black Alone	1.5%	1.3%	1.0%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.0%	0.7%	0.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.3%	0.7%	0.6%
Two or More Races	1.8%	1.2%	1.1%
Hispanic Origin	1.3%	1.6%	1.4%
Diversity Index	12.0	10.9	9.7
<b>2018 Population by Race/Ethnicity</b>			
Total	1,606	13,349	24,866
White Alone	94.2%	95.2%	95.7%
Black Alone	1.5%	1.2%	1.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	0.8%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.9%	0.8%
Two or More Races	2.3%	1.5%	1.4%
Hispanic Origin	1.7%	2.1%	1.8%
Diversity Index	14.1	13.1	11.7
<b>2023 Population by Race/Ethnicity</b>			
Total	1,612	13,694	25,498
White Alone	93.7%	94.7%	95.1%
Black Alone	1.5%	1.3%	1.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	1.1%	0.9%
Two or More Races	2.6%	1.7%	1.7%
Hispanic Origin	2.0%	2.5%	2.2%
Diversity Index	15.7	14.8	13.3
<b>2010 Population by Relationship and Household Type</b>			
Total	1,595	12,761	23,814
In Households	92.5%	95.9%	97.8%
In Family Households	75.1%	78.8%	82.9%
Householder	25.6%	26.5%	27.6%
Spouse	17.3%	18.7%	20.2%
Child	27.5%	28.7%	29.9%
Other relative	2.8%	2.9%	3.2%
Nonrelative	1.9%	2.0%	2.1%
In Nonfamily Households	17.4%	17.1%	14.9%
In Group Quarters	7.5%	4.1%	2.2%
Institutionalized Population	7.4%	3.8%	2.1%
Noninstitutionalized Population	0.1%	0.3%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	1,195	9,586	17,704
Less than 9th Grade	10.9%	9.1%	8.1%
9th - 12th Grade, No Diploma	10.0%	10.5%	10.9%
High School Graduate	28.9%	28.0%	28.7%
GED/Alternative Credential	7.5%	6.7%	7.3%
Some College, No Degree	22.3%	22.6%	22.1%
Associate Degree	7.4%	7.8%	7.6%
Bachelor's Degree	8.5%	8.9%	9.0%
Graduate/Professional Degree	4.5%	6.4%	6.2%
<b>2018 Population 15+ by Marital Status</b>			
Total	1,358	11,062	20,397
Never Married	18.1%	25.7%	24.7%
Married	56.1%	50.6%	52.8%
Widowed	13.5%	8.9%	7.9%
Divorced	12.3%	14.8%	14.6%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	95.4%	94.4%
Civilian Unemployed (Unemployment Rate)	3.5%	4.6%	5.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	671	5,753	10,762
Agriculture/Mining	0.0%	0.7%	0.9%
Construction	3.1%	4.2%	4.9%
Manufacturing	10.0%	12.3%	13.8%
Wholesale Trade	1.6%	2.4%	2.1%
Retail Trade	12.8%	13.7%	13.6%
Transportation/Utilities	3.1%	6.4%	6.3%
Information	1.3%	2.5%	2.8%
Finance/Insurance/Real Estate	5.7%	3.8%	4.4%
Services	56.9%	50.1%	47.6%
Public Administration	5.4%	3.8%	3.7%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	669	5,754	10,763
White Collar	45.5%	57.0%	55.6%
Management/Business/Financial	4.6%	12.9%	11.5%
Professional	15.4%	15.2%	15.6%
Sales	7.6%	10.5%	9.7%
Administrative Support	17.9%	18.3%	18.8%
Services	33.2%	19.8%	17.9%
Blue Collar	21.0%	23.3%	26.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	0.9%	3.0%	3.8%
Installation/Maintenance/Repair	5.4%	4.3%	4.6%
Production	7.0%	7.8%	8.7%
Transportation/Material Moving	7.7%	8.0%	9.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,595	12,761	23,814
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	94.4%	80.2%	63.8%
Rural Population	5.6%	19.8%	36.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	619	5,230	9,598
Households with 1 Person	32.6%	30.9%	27.0%
Households with 2+ People	67.4%	69.1%	73.0%
Family Households	63.0%	64.4%	68.6%
Husband-wife Families	42.5%	45.6%	50.3%
With Related Children	16.3%	18.1%	20.3%
Other Family (No Spouse Present)	20.5%	18.8%	18.3%
Other Family with Male Householder	4.5%	4.3%	4.7%
With Related Children	2.7%	2.5%	2.8%
Other Family with Female Householder	16.2%	14.6%	13.6%
With Related Children	10.3%	9.5%	9.0%
Nonfamily Households	4.4%	4.7%	4.4%
All Households with Children	30.0%	30.8%	32.7%
Multigenerational Households	3.2%	3.5%	3.8%
Unmarried Partner Households	5.7%	5.9%	6.1%
Male-female	5.2%	5.4%	5.4%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	620	5,228	9,597
1 Person Household	32.6%	30.9%	27.0%
2 Person Household	34.0%	33.8%	34.9%
3 Person Household	16.1%	16.8%	17.7%
4 Person Household	11.1%	11.6%	12.6%
5 Person Household	3.9%	4.4%	5.3%
6 Person Household	1.3%	1.6%	1.7%
7 + Person Household	1.0%	0.8%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	619	5,229	9,599
Owner Occupied	50.7%	55.7%	64.5%
Owned with a Mortgage/Loan	29.1%	31.5%	37.0%
Owned Free and Clear	21.6%	24.2%	27.5%
Renter Occupied	49.3%	44.3%	35.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	680	5,751	10,562
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.7%	81.8%	65.4%
Rural Housing Units	5.3%	18.2%	34.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity	Small Town Simplicity	Southern Satellites (10A)
2.	Heartland Communities	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Rural Bypasses (10E)	Midlife Constants (5E)	Small Town Simplicity
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$744,773	\$7,858,295	\$15,341,449
Average Spent	\$1,191.64	\$1,435.57	\$1,527.88
Spending Potential Index	55	66	70
Education: Total \$	\$410,156	\$4,379,415	\$8,422,027
Average Spent	\$656.25	\$800.04	\$838.76
Spending Potential Index	45	55	58
Entertainment/Recreation: Total \$	\$1,218,013	\$12,561,169	\$24,609,324
Average Spent	\$1,948.82	\$2,294.70	\$2,450.88
Spending Potential Index	61	71	76
Food at Home: Total \$	\$1,957,674	\$20,117,896	\$39,308,511
Average Spent	\$3,132.28	\$3,675.17	\$3,914.80
Spending Potential Index	62	73	78
Food Away from Home: Total \$	\$1,215,734	\$12,853,158	\$25,188,236
Average Spent	\$1,945.17	\$2,348.04	\$2,508.54
Spending Potential Index	55	67	71
Health Care: Total \$	\$2,322,655	\$23,866,555	\$47,099,161
Average Spent	\$3,716.25	\$4,359.98	\$4,690.68
Spending Potential Index	65	76	82
HH Furnishings & Equipment: Total \$	\$733,425	\$7,712,224	\$15,144,291
Average Spent	\$1,173.48	\$1,408.88	\$1,508.25
Spending Potential Index	56	67	72
Personal Care Products & Services: Total \$	\$281,571	\$3,002,279	\$5,898,007
Average Spent	\$450.51	\$548.46	\$587.39
Spending Potential Index	54	66	71
Shelter: Total \$	\$5,474,329	\$57,662,099	\$110,957,368
Average Spent	\$8,758.93	\$10,533.81	\$11,050.43
Spending Potential Index	52	63	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$888,613	\$9,367,866	\$18,440,613
Average Spent	\$1,421.78	\$1,711.34	\$1,836.53
Spending Potential Index	57	69	74
Travel: Total \$	\$654,594	\$7,023,641	\$13,769,865
Average Spent	\$1,047.35	\$1,283.09	\$1,371.36
Spending Potential Index	49	60	64
Vehicle Maintenance & Repairs: Total \$	\$407,360	\$4,237,146	\$8,319,265
Average Spent	\$651.78	\$774.05	\$828.53
Spending Potential Index	61	72	77

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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