



# Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	11,702	21,465	43,218
2010 Total Population	13,179	24,021	48,393
2021 Total Population	13,738	25,193	51,056
2021 Group Quarters	529	534	539
2026 Total Population	13,966	25,677	52,103
2021-2026 Annual Rate	0.33%	0.38%	0.41%
2021 Total Daytime Population	20,505	31,003	53,170
Workers	11,867	15,165	20,633
Residents	8,638	15,838	32,537
<b>Household Summary</b>			
2000 Households	4,710	8,533	16,660
2000 Average Household Size	2.37	2.45	2.56
2010 Households	5,395	9,677	18,838
2010 Average Household Size	2.34	2.43	2.54
2021 Households	5,662	10,234	20,037
2021 Average Household Size	2.33	2.41	2.52
2026 Households	5,768	10,457	20,498
2026 Average Household Size	2.33	2.40	2.52
2021-2026 Annual Rate	0.37%	0.43%	0.46%
2010 Families	3,483	6,640	13,519
2010 Average Family Size	2.91	2.92	2.99
2021 Families	3,565	6,866	14,088
2021 Average Family Size	2.92	2.92	2.99
2026 Families	3,607	6,973	14,331
2026 Average Family Size	2.93	2.93	2.99
2021-2026 Annual Rate	0.23%	0.31%	0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,146	9,277	18,271
Owner Occupied Housing Units	59.8%	65.8%	70.1%
Renter Occupied Housing Units	31.7%	26.2%	21.1%
Vacant Housing Units	8.5%	8.0%	8.8%
2010 Housing Units	5,927	10,625	20,847
Owner Occupied Housing Units	50.9%	58.4%	64.2%
Renter Occupied Housing Units	40.1%	32.6%	26.1%
Vacant Housing Units	9.0%	8.9%	9.6%
2021 Housing Units	6,243	11,208	22,053
Owner Occupied Housing Units	48.8%	56.7%	62.7%
Renter Occupied Housing Units	41.9%	34.6%	28.1%
Vacant Housing Units	9.3%	8.7%	9.1%
2026 Housing Units	6,386	11,486	22,617
Owner Occupied Housing Units	49.8%	57.6%	63.6%
Renter Occupied Housing Units	40.5%	33.5%	27.0%
Vacant Housing Units	9.7%	9.0%	9.4%
<b>Median Household Income</b>			
2021	\$42,789	\$45,411	\$44,615
2026	\$47,434	\$49,498	\$48,789
<b>Median Home Value</b>			
2021	\$141,734	\$138,346	\$129,891
2026	\$154,077	\$150,619	\$141,308
<b>Per Capita Income</b>			
2021	\$24,983	\$24,934	\$24,036
2026	\$27,497	\$27,436	\$26,654
<b>Median Age</b>			
2010	39.2	38.8	38.3
2021	42.1	41.7	41.3
2026	43.6	43.5	43.2

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>2021 Households by Income</b>			
Household Income Base	5,662	10,234	20,037
<\$15,000	18.2%	17.1%	17.6%
\$15,000 - \$24,999	15.5%	12.6%	12.1%
\$25,000 - \$34,999	9.6%	9.3%	9.9%
\$35,000 - \$49,999	11.5%	14.5%	14.7%
\$50,000 - \$74,999	16.6%	17.6%	18.5%
\$75,000 - \$99,999	12.1%	11.8%	11.3%
\$100,000 - \$149,999	10.8%	11.3%	10.3%
\$150,000 - \$199,999	3.3%	3.2%	2.7%
\$200,000+	2.5%	2.5%	2.9%
Average Household Income	\$60,181	\$61,413	\$61,047
<b>2026 Households by Income</b>			
Household Income Base	5,768	10,457	20,498
<\$15,000	16.7%	15.6%	16.0%
\$15,000 - \$24,999	14.0%	11.4%	10.9%
\$25,000 - \$34,999	9.3%	9.0%	9.5%
\$35,000 - \$49,999	11.6%	14.4%	14.5%
\$50,000 - \$74,999	17.1%	18.2%	19.1%
\$75,000 - \$99,999	13.3%	13.0%	12.5%
\$100,000 - \$149,999	11.2%	11.7%	10.8%
\$150,000 - \$199,999	4.1%	4.1%	3.5%
\$200,000+	2.8%	2.7%	3.3%
Average Household Income	\$66,100	\$67,419	\$67,532
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,044	6,353	13,834
<\$50,000	11.8%	12.4%	13.9%
\$50,000 - \$99,999	14.5%	17.6%	21.0%
\$100,000 - \$149,999	28.4%	26.0%	25.3%
\$150,000 - \$199,999	18.5%	17.1%	15.3%
\$200,000 - \$249,999	5.9%	6.8%	6.9%
\$250,000 - \$299,999	6.1%	7.0%	6.8%
\$300,000 - \$399,999	7.1%	6.4%	5.5%
\$400,000 - \$499,999	3.9%	3.2%	2.5%
\$500,000 - \$749,999	2.2%	2.2%	2.0%
\$750,000 - \$999,999	1.3%	0.8%	0.5%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$182,548	\$176,326	\$163,691
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	3,183	6,613	14,387
<\$50,000	9.5%	10.0%	11.5%
\$50,000 - \$99,999	12.0%	14.9%	18.4%
\$100,000 - \$149,999	27.0%	24.8%	24.4%
\$150,000 - \$199,999	18.9%	17.7%	16.0%
\$200,000 - \$249,999	6.3%	7.5%	7.6%
\$250,000 - \$299,999	6.8%	7.9%	7.8%
\$300,000 - \$399,999	9.3%	8.3%	7.1%
\$400,000 - \$499,999	5.6%	4.7%	3.6%
\$500,000 - \$749,999	2.9%	2.9%	2.7%
\$750,000 - \$999,999	1.4%	0.8%	0.6%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$202,357	\$195,184	\$180,857

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	13,176	24,019	48,389
0 - 4	6.4%	6.5%	6.4%
5 - 9	6.0%	6.4%	6.9%
10 - 14	5.9%	6.3%	6.9%
15 - 24	12.7%	12.5%	12.2%
25 - 34	13.1%	13.1%	13.1%
35 - 44	13.5%	13.7%	14.0%
45 - 54	14.2%	14.6%	15.0%
55 - 64	12.8%	12.9%	12.7%
65 - 74	8.3%	8.0%	7.8%
75 - 84	5.1%	4.4%	3.8%
85 +	2.0%	1.5%	1.2%
18 +	78.1%	77.0%	75.7%
<b>2021 Population by Age</b>			
Total	13,737	25,192	51,057
0 - 4	5.4%	5.6%	5.6%
5 - 9	5.7%	6.0%	6.1%
10 - 14	5.8%	6.1%	6.2%
15 - 24	10.5%	10.3%	10.7%
25 - 34	13.3%	13.0%	12.8%
35 - 44	12.9%	13.3%	13.6%
45 - 54	12.9%	13.0%	13.3%
55 - 64	13.2%	13.6%	13.9%
65 - 74	11.7%	11.6%	11.4%
75 - 84	6.2%	5.5%	5.0%
85 +	2.4%	1.8%	1.5%
18 +	79.9%	79.1%	78.6%
<b>2026 Population by Age</b>			
Total	13,966	25,677	52,103
0 - 4	5.2%	5.4%	5.3%
5 - 9	5.4%	5.7%	5.9%
10 - 14	5.9%	6.2%	6.4%
15 - 24	11.1%	10.8%	10.8%
25 - 34	11.1%	10.6%	10.8%
35 - 44	13.1%	13.3%	13.2%
45 - 54	13.0%	13.3%	13.6%
55 - 64	12.7%	13.2%	13.5%
65 - 74	12.2%	12.2%	12.2%
75 - 84	7.8%	7.3%	6.6%
85 +	2.5%	2.0%	1.7%
18 +	80.0%	79.0%	78.7%
<b>2010 Population by Sex</b>			
Males	6,342	11,681	23,727
Females	6,837	12,340	24,666
<b>2021 Population by Sex</b>			
Males	6,669	12,325	25,117
Females	7,068	12,868	25,939
<b>2026 Population by Sex</b>			
Males	6,808	12,601	25,668
Females	7,158	13,076	26,435

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	13,180	24,021	48,394
White Alone	95.9%	96.4%	96.9%
Black Alone	1.3%	1.0%	0.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.7%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.6%	0.5%
Two or More Races	1.2%	1.1%	1.0%
Hispanic Origin	1.6%	1.4%	1.2%
Diversity Index	10.9	9.7	8.3
<b>2021 Population by Race/Ethnicity</b>			
Total	13,737	25,192	51,056
White Alone	94.9%	95.4%	96.1%
Black Alone	1.4%	1.1%	0.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.9%	0.7%
Two or More Races	1.6%	1.5%	1.4%
Hispanic Origin	2.4%	2.0%	1.8%
Diversity Index	14.0	12.6	10.8
<b>2026 Population by Race/Ethnicity</b>			
Total	13,965	25,676	52,104
White Alone	94.4%	94.9%	95.7%
Black Alone	1.5%	1.2%	1.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.9%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	0.8%
Two or More Races	1.7%	1.7%	1.5%
Hispanic Origin	2.8%	2.4%	2.1%
Diversity Index	15.6	14.1	12.1
<b>2010 Population by Relationship and Household Type</b>			
Total	13,179	24,021	48,393
In Households	96.0%	97.8%	98.9%
In Family Households	79.0%	82.9%	85.7%
Householder	26.5%	27.6%	28.0%
Spouse	18.8%	20.2%	21.0%
Child	28.7%	29.8%	31.2%
Other relative	2.9%	3.2%	3.3%
Nonrelative	2.0%	2.1%	2.2%
In Nonfamily Households	17.0%	14.9%	13.2%
In Group Quarters	4.0%	2.2%	1.1%
Institutionalized Population	3.7%	2.1%	1.0%
Noninstitutionalized Population	0.3%	0.2%	0.1%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 01, 2021



# Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	9,965	18,131	36,454
Less than 9th Grade	7.0%	6.4%	7.1%
9th - 12th Grade, No Diploma	10.3%	9.7%	9.4%
High School Graduate	26.5%	29.4%	32.1%
GED/Alternative Credential	8.8%	8.0%	7.9%
Some College, No Degree	21.2%	21.0%	19.4%
Associate Degree	8.8%	8.2%	8.1%
Bachelor's Degree	11.0%	10.7%	9.5%
Graduate/Professional Degree	6.5%	6.7%	6.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	11,408	20,736	41,899
Never Married	24.9%	24.1%	23.9%
Married	51.1%	52.6%	54.9%
Widowed	6.9%	6.7%	6.5%
Divorced	17.1%	16.5%	14.8%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,262	9,884	19,763
Population 16+ Employed	93.9%	93.4%	93.5%
Population 16+ Unemployment rate	6.1%	6.6%	6.5%
Population 16-24 Employed	13.0%	11.5%	11.4%
Population 16-24 Unemployment rate	10.4%	13.2%	13.5%
Population 25-54 Employed	58.9%	63.0%	66.5%
Population 25-54 Unemployment rate	7.7%	7.6%	6.8%
Population 55-64 Employed	19.0%	17.5%	15.7%
Population 55-64 Unemployment rate	0.0%	0.4%	1.7%
Population 65+ Employed	9.2%	8.1%	6.3%
Population 65+ Unemployment rate	0.2%	0.7%	0.9%
<b>2021 Employed Population 16+ by Industry</b>			
Total	4,943	9,235	18,478
Agriculture/Mining	1.0%	1.0%	1.2%
Construction	4.2%	4.6%	5.1%
Manufacturing	11.3%	10.7%	13.0%
Wholesale Trade	1.3%	1.5%	1.9%
Retail Trade	13.2%	14.0%	14.1%
Transportation/Utilities	10.6%	10.5%	10.0%
Information	2.7%	2.5%	1.9%
Finance/Insurance/Real Estate	5.9%	5.7%	5.0%
Services	44.4%	44.3%	42.1%
Public Administration	5.4%	5.3%	5.5%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	4,945	9,236	18,480
White Collar	59.9%	58.7%	54.8%
Management/Business/Financial	14.3%	12.7%	11.1%
Professional	17.7%	18.8%	18.3%
Sales	7.6%	8.3%	9.0%
Administrative Support	20.4%	18.9%	16.4%
Services	14.6%	14.2%	14.1%
Blue Collar	25.5%	27.2%	31.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.0%	3.8%	4.2%
Installation/Maintenance/Repair	3.9%	4.1%	4.5%
Production	6.3%	5.9%	8.0%
Transportation/Material Moving	12.3%	13.3%	14.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 01, 2021



## Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	5,394	9,678	18,838
Households with 1 Person	30.8%	27.0%	23.9%
Households with 2+ People	69.2%	73.0%	76.1%
Family Households	64.6%	68.6%	71.8%
Husband-wife Families	45.8%	50.3%	53.9%
With Related Children	18.1%	20.3%	22.8%
Other Family (No Spouse Present)	18.8%	18.3%	17.8%
Other Family with Male Householder	4.3%	4.6%	5.0%
With Related Children	2.5%	2.8%	3.1%
Other Family with Female Householder	14.5%	13.7%	12.9%
With Related Children	9.6%	9.0%	8.3%
Nonfamily Households	4.7%	4.4%	4.3%
All Households with Children	30.8%	32.7%	34.8%
Multigenerational Households	3.4%	3.7%	4.1%
Unmarried Partner Households	5.9%	6.1%	6.1%
Male-female	5.4%	5.5%	5.5%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	5,395	9,676	18,839
1 Person Household	30.8%	27.0%	23.9%
2 Person Household	34.0%	34.9%	34.9%
3 Person Household	16.8%	17.7%	18.5%
4 Person Household	11.6%	12.5%	13.7%
5 Person Household	4.5%	5.3%	6.0%
6 Person Household	1.6%	1.7%	1.8%
7 + Person Household	0.8%	0.9%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,395	9,677	18,838
Owner Occupied	55.9%	64.2%	71.1%
Owned with a Mortgage/Loan	31.6%	37.0%	41.2%
Owned Free and Clear	24.3%	27.1%	29.9%
Renter Occupied	44.1%	35.8%	28.9%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	175	190	199
Percent of Income for Mortgage	13.9%	12.8%	12.2%
Wealth Index	49	53	56
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,927	10,625	20,847
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	82.6%	67.0%	45.6%
Rural Housing Units	17.4%	33.0%	54.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,179	24,021	48,393
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	81.1%	65.4%	44.4%
Rural Population	18.9%	34.6%	55.6%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 01, 2021



# Market Profile

1805 N Main St, London, Kentucky, 40741 2  
 1805 N Main St, London, Kentucky, 40741  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 37.13899  
 Longitude: -84.09891

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Midlife Constants (5E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,802,538	\$14,332,711	\$27,859,609
Average Spent	\$1,378.05	\$1,400.50	\$1,390.41
Spending Potential Index	65	66	66
Education: Total \$	\$5,225,934	\$9,530,256	\$18,582,919
Average Spent	\$922.98	\$931.23	\$927.43
Spending Potential Index	53	54	54
Entertainment/Recreation: Total \$	\$13,050,938	\$24,005,200	\$46,213,932
Average Spent	\$2,305.00	\$2,345.63	\$2,306.43
Spending Potential Index	71	73	71
Food at Home: Total \$	\$22,303,633	\$41,022,377	\$78,746,784
Average Spent	\$3,939.18	\$4,008.44	\$3,930.07
Spending Potential Index	72	74	72
Food Away from Home: Total \$	\$14,277,279	\$26,405,324	\$51,360,334
Average Spent	\$2,521.60	\$2,580.16	\$2,563.27
Spending Potential Index	66	68	68
Health Care: Total \$	\$26,759,560	\$49,560,431	\$95,762,560
Average Spent	\$4,726.17	\$4,842.72	\$4,779.29
Spending Potential Index	76	78	77
HH Furnishings & Equipment: Total \$	\$8,574,248	\$15,929,519	\$31,099,784
Average Spent	\$1,514.35	\$1,556.53	\$1,552.12
Spending Potential Index	67	69	69
Personal Care Products & Services: Total \$	\$3,310,003	\$6,065,651	\$11,790,942
Average Spent	\$584.60	\$592.70	\$588.46
Spending Potential Index	65	66	66
Shelter: Total \$	\$68,484,497	\$124,145,780	\$239,706,690
Average Spent	\$12,095.46	\$12,130.72	\$11,963.20
Spending Potential Index	60	60	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,571,129	\$17,833,520	\$34,608,502
Average Spent	\$1,690.41	\$1,742.58	\$1,727.23
Spending Potential Index	71	73	72
Travel: Total \$	\$8,565,440	\$15,832,529	\$31,048,826
Average Spent	\$1,512.79	\$1,547.05	\$1,549.57
Spending Potential Index	60	61	61
Vehicle Maintenance & Repairs: Total \$	\$4,691,636	\$8,665,477	\$16,628,674
Average Spent	\$828.62	\$846.73	\$829.90
Spending Potential Index	75	76	75

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.