

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.7544/-73.7564

New Loudon Center		1 mi radius		3 mi radius		5 mi radius	
Latham, NY 12110							
Population							
Estimated Population (2025)	7,284		50,487		166,535		
Projected Population (2030)	7,085		49,513		164,586		
Census Population (2020)	7,227		50,050		163,831		
Census Population (2010)	6,939		46,882		156,315		
Projected Annual Growth (2025 to 2030)	-199	-0.5%	-974	-0.4%	-1,949	-0.2%	
Historical Annual Growth (2020 to 2025)	57	0.2%	437	0.2%	2,705	0.3%	
Historical Annual Growth (2010 to 2020)	288	0.8%	3,169	1.4%	7,515	1.0%	
Estimated Population Density (2025)	2,320	psm	1,787	psm	2,121	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2025)	2,963		20,297		70,763		
Projected Households (2030)	2,970		20,477		71,699		
Census Households (2020)	2,913		20,456		69,502		
Census Households (2010)	2,884		18,971		65,228		
Estimated Households with Children (2025)	864	29.2%	5,361	26.4%	17,858	25.2%	
Estimated Average Household Size (2025)	2.43		2.31		2.22		
Average Household Income							
Estimated Average Household Income (2025)	\$124,549		\$126,065		\$111,373		
Projected Average Household Income (2030)	\$123,217		\$124,688		\$110,115		
Estimated Average Family Income (2025)	\$149,463		\$155,719		\$137,151		
Median Household Income							
Estimated Median Household Income (2025)	\$97,527		\$96,670		\$86,170		
Projected Median Household Income (2030)	\$97,150		\$96,383		\$85,999		
Estimated Median Family Income (2025)	\$130,331		\$127,080		\$112,823		
Per Capita Income							
Estimated Per Capita Income (2025)	\$50,799		\$51,135		\$47,655		
Projected Per Capita Income (2030)	\$51,803		\$52,032		\$48,305		
Estimated Per Capita Income 5 Year Growth	\$1,004	2.0%	\$897	1.8%	\$650	1.4%	
Estimated Average Household Net Worth (2025)	\$1,158,527		\$1,244,885		\$992,672		
Daytime Demos (2025)							
Total Businesses	328		1,625		5,977		
Total Employees	3,714		25,649		79,878		
Company Headquarter Businesses	19	5.7%	90	5.5%	285	4.8%	
Company Headquarter Employees	899	24.2%	6,905	26.9%	17,779	22.3%	
Employee Population per Business	11.3		15.8		13.4		
Residential Population per Business	22.2		31.1		27.9		

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Race & Ethnicity

White (2025)	5,365	73.7%	39,004	77.3%	123,319	74.0%
Black or African American (2025)	515	7.1%	3,685	7.3%	19,451	11.7%
American Indian or Alaska Native (2025)	10	0.1%	82	0.2%	300	0.2%
Asian (2025)	1,023	14.0%	4,987	9.9%	12,067	7.2%
Hawaiian or Pacific Islander (2025)	1	-	7	-	14	-
Other Race (2025)	82	1.1%	650	1.3%	2,763	1.7%
Two or More Races (2025)	288	4.0%	2,072	4.1%	8,622	5.2%
Not Hispanic or Latino Population (2025)	6,983	95.9%	48,149	95.4%	156,172	93.8%
Hispanic or Latino Population (2025)	301	4.1%	2,338	4.6%	10,363	6.2%
Not Hispanic or Latino Population (2030)	6,760	95.4%	46,982	94.9%	153,695	93.4%
Hispanic or Latino Population (2030)	325	4.6%	2,531	5.1%	10,892	6.6%
Not Hispanic or Latino Population (2020)	6,902	95.5%	47,675	95.3%	153,124	93.5%
Hispanic or Latino Population (2020)	325	4.5%	2,375	4.7%	10,707	6.5%
Not Hispanic or Latino Population (2010)	6,701	96.6%	45,416	96.9%	149,079	95.4%
Hispanic or Latino Population (2010)	238	3.4%	1,466	3.1%	7,236	4.6%
Projected Hispanic Annual Growth (2025 to 2030)	24	1.6%	193	1.6%	529	1.0%
Historic Hispanic Annual Growth (2010 to 2025)	63	1.8%	872	4.0%	3,127	2.9%

Age Distribution (2025)

Age Under 5	327	4.5%	2,193	4.3%	7,774	4.7%
Age 5 to 9 Years	445	6.1%	2,609	5.2%	8,624	5.2%
Age 10 to 14 Years	396	5.4%	2,699	5.3%	8,766	5.3%
Age 15 to 19 Years	411	5.6%	3,517	7.0%	11,596	7.0%
Age 20 to 24 Years	537	7.4%	5,008	9.9%	15,689	9.4%
Age 25 to 29 Years	425	5.8%	2,805	5.6%	11,770	7.1%
Age 30 to 34 Years	469	6.4%	2,982	5.9%	11,763	7.1%
Age 35 to 39 Years	485	6.7%	3,079	6.1%	11,220	6.7%
Age 40 to 44 Years	476	6.5%	3,275	6.5%	10,668	6.4%
Age 45 to 49 Years	447	6.1%	2,806	5.6%	9,022	5.4%
Age 50 to 54 Years	460	6.3%	2,926	5.8%	9,469	5.7%
Age 55 to 59 Years	532	7.3%	3,116	6.2%	10,003	6.0%
Age 60 to 64 Years	537	7.4%	3,234	6.4%	10,398	6.2%
Age 65 to 74 Years	839	11.5%	5,648	11.2%	17,109	10.3%
Age 75 to 84 Years	393	5.4%	3,276	6.5%	9,239	5.5%
Age 85 Years or Over	105	1.4%	1,314	2.6%	3,426	2.1%
Median Age	40.6		40.1		38.2	

Gender Age Distribution (2025)

Female Population	3,707	50.9%	24,373	48.3%	81,049	48.7%
Age 0 to 19 Years	760	20.5%	4,749	19.5%	16,142	19.9%
Age 20 to 64 Years	2,240	60.4%	14,140	58.0%	48,840	60.3%
Age 65 Years or Over	708	19.1%	5,484	22.5%	16,066	19.8%
Female Median Age	41.5		43.0		40.5	
Male Population	3,577	49.1%	26,114	51.7%	85,487	51.3%
Age 0 to 19 Years	819	22.9%	6,269	24.0%	20,618	24.1%
Age 20 to 64 Years	2,128	59.5%	15,091	57.8%	51,161	59.8%
Age 65 Years or Over	630	17.6%	4,753	18.2%	13,707	16.0%
Male Median Age	39.5		38.3		36.3	

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5 mi radius

Household Income Distribution (2025)

HH Income \$200,000 or More	321	10.8%	2,708	13.3%	7,555	10.7%
HH Income \$150,000 to \$199,999	298	10.1%	2,523	12.4%	7,127	10.1%
HH Income \$100,000 to \$149,999	790	26.6%	4,257	21.0%	13,281	18.8%
HH Income \$75,000 to \$99,999	473	16.0%	2,373	11.7%	9,578	13.5%
HH Income \$50,000 to \$74,999	492	16.6%	3,424	16.9%	11,904	16.8%
HH Income \$35,000 to \$49,999	267	9.0%	1,721	8.5%	6,957	9.8%
HH Income \$25,000 to \$34,999	109	3.7%	943	4.6%	4,397	6.2%
HH Income \$15,000 to \$24,999	122	4.1%	900	4.4%	4,239	6.0%
HH Income Under \$15,000	90	3.0%	1,449	7.1%	5,725	8.1%
HH Income \$35,000 or More	2,642	89.2%	17,006	83.8%	56,402	79.7%
HH Income \$75,000 or More	1,882	63.5%	11,861	58.4%	37,541	53.1%

Housing (2025)

Total Housing Units	3,213		22,174		77,665	
Housing Units Occupied	2,963	92.2%	20,297	91.5%	70,763	91.1%
Housing Units Owner-Occupied	1,995	67.3%	12,399	61.1%	36,544	51.6%
Housing Units, Renter-Occupied	968	32.7%	7,898	38.9%	34,219	48.4%
Housing Units, Vacant	250	8.4%	1,877	9.2%	6,903	9.8%

Marital Status (2025)

Never Married	2,184	35.7%	16,213	37.7%	59,166	41.9%
Currently Married	2,929	47.9%	18,851	43.9%	54,435	38.5%
Separated	119	1.9%	920	2.1%	5,020	3.6%
Widowed	296	4.8%	3,327	7.7%	8,959	6.3%
Divorced	588	9.6%	3,676	8.6%	13,791	9.8%

Household Type (2025)

Population Family	5,810	79.8%	35,759	70.8%	114,285	68.6%
Population Non-Family	1,394	19.1%	11,136	22.1%	42,920	25.8%
Population Group Quarters	80	1.1%	3,593	7.1%	9,331	5.6%
Family Households	1,945	65.6%	12,063	59.4%	38,923	55.0%
Non-Family Households	1,018	34.4%	8,234	40.6%	31,840	45.0%
Married Couple with Children	637	21.7%	3,778	20.0%	10,476	19.2%
Average Family Household Size	3.0		3.0		2.9	

Household Size (2025)

1 Person Households	818	27.6%	6,690	33.0%	25,284	35.7%
2 Person Households	1,034	34.9%	6,657	32.8%	23,490	33.2%
3 Person Households	503	17.0%	3,128	15.4%	10,046	14.2%
4 Person Households	360	12.1%	2,351	11.6%	7,351	10.4%
5 Person Households	148	5.0%	922	4.5%	2,853	4.0%
6 or More Person Households	99	3.4%	548	2.7%	1,739	2.5%

Household Vehicles (2025)

Households with 0 Vehicles Available	125	4.2%	1,617	8.0%	9,347	13.2%
Households with 1 Vehicles Available	1,127	38.0%	7,749	38.2%	30,309	42.8%
Households with 2 or More Vehicles Available	1,710	57.7%	10,931	53.9%	31,106	44.0%
Total Vehicles Available	5,085		33,401		102,312	
Average Vehicles Per Household	1.7		1.6		1.4	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	6,037		42,476		139,774	
Estimated Civilian Employed	4,140	68.6%	25,869	60.9%	81,447	58.3%
Estimated Civilian Unemployed	150	2.5%	644	1.5%	3,304	2.4%
Estimated in Armed Forces	2	-	16	-	54	-
Estimated Not in Labor Force	1,745	28.9%	15,947	37.5%	54,969	39.3%
Unemployment Rate	2.5%		1.5%		2.4%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	4,140		25,862		81,423	
Management, Business, Financial Operations	664	16.0%	4,365	16.9%	14,240	17.5%
Professional, Related Service	1,261	30.4%	8,057	31.2%	25,269	31.0%
Sales, Office	465	11.2%	3,876	15.0%	12,872	15.8%
Farming, Fishing, Forestry	789	19.1%	4,797	18.5%	15,006	18.4%
Construct, Extraction, Maintenance	22	0.5%	55	0.2%	88	0.1%
Production, Transport Material Moving	297	7.2%	1,369	5.3%	4,420	5.4%
White Collar Workers	643	15.5%	3,344	12.9%	9,528	11.7%
Blue Collar Workers	2,714	65.6%	17,219	66.6%	54,514	67.0%
	1,426	34.4%	8,643	33.4%	26,909	33.0%

Consumer Expenditure (2025)

Total Household Expenditure	\$328.71 M		\$2.23 B		\$7.13 B	
Total Non-Retail Expenditure	\$166.45 M	50.6%	\$1.15 B	51.5%	\$3.66 B	51.4%
Total Retail Expenditure	\$162.26 M	49.4%	\$1.08 B	48.5%	\$3.47 B	48.6%
Alcoholic Beverages	\$2.01 M	0.6%	\$13.52 M	0.6%	\$43.36 M	0.6%
Apparel	\$6.01 M	1.8%	\$40.38 M	1.8%	\$130.24 M	1.8%
Contributions	\$10.62 M	3.2%	\$72.09 M	3.2%	\$228.42 M	3.2%
Education	\$7.53 M	2.3%	\$50.92 M	2.3%	\$162.1 M	2.3%
Entertainment	\$18.6 M	5.7%	\$124.86 M	5.6%	\$403.12 M	5.7%
Food Away From Home	\$14.34 M	4.4%	\$96.36 M	4.3%	\$310.29 M	4.4%
Grocery	\$20.59 M	6.3%	\$135.92 M	6.1%	\$450.56 M	6.3%
Health Care	\$19.73 M	6.0%	\$136.01 M	6.1%	\$456.11 M	6.4%
Household Furnishings and Equipment	\$8.69 M	2.6%	\$58.48 M	2.6%	\$187.96 M	2.6%
Household Operations	\$6.03 M	1.8%	\$40.5 M	1.8%	\$130.9 M	1.8%
Miscellaneous Expenses	\$5.6 M	1.7%	\$37.59 M	1.7%	\$121.1 M	1.7%
Personal Care	\$4.08 M	1.2%	\$27.05 M	1.2%	\$88.99 M	1.2%
Shelter	\$51.17 M	15.6%	\$347.91 M	15.6%	\$1.16 B	16.3%
Tax and Retirement	\$87.95 M	26.8%	\$615.19 M	27.6%	\$1.88 B	26.4%
Tobacco and Related	\$1.43 M	0.4%	\$9.29 M	0.4%	\$32.49 M	0.5%
Transportation	\$49.7 M	15.1%	\$330.21 M	14.8%	\$1.02 B	14.3%
Utilities	\$14.63 M	4.5%	\$96.41 M	4.3%	\$320.49 M	4.5%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	5,169		34,461		114,085	
Elementary (Grade Level 0 to 8)	164	3.2%	766	2.2%	3,261	2.9%
Some High School (Grade Level 9 to 11)	152	2.9%	1,179	3.4%	5,388	4.7%
High School Graduate	1,092	21.1%	7,912	23.0%	27,967	24.5%
Some College	698	13.5%	5,066	14.7%	17,535	15.4%
Associate Degree Only	548	10.6%	4,452	12.9%	14,393	12.6%
Bachelor Degree Only	1,403	27.2%	8,078	23.4%	25,201	22.1%
Graduate Degree	1,111	21.5%	7,009	20.3%	20,341	17.8%

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Units In Structure (2025)

1 Detached Unit	1,737	60.2%	10,891	57.4%	31,347	48.1%
1 Attached Unit	169	5.9%	910	4.8%	2,699	4.1%
2 to 4 Units	397	13.8%	3,713	19.6%	19,289	29.6%
5 to 9 Units	187	6.5%	1,385	7.3%	5,119	7.8%
10 to 19 Units	217	7.5%	1,146	6.0%	3,325	5.1%
20 to 49 Units	57	2.0%	785	4.1%	2,677	4.1%
50 or More Units	154	5.3%	1,281	6.8%	5,447	8.4%
Mobile Home or Trailer	43	1.5%	155	0.8%	812	1.2%
Other Structure	-	-	32	0.2%	47	-

Homes Built By Year (2025)

Homes Built 2010 or later	204	7.1%	1,998	10.5%	6,127	9.4%
Homes Built 2000 to 2009	243	8.4%	1,563	8.2%	4,105	6.3%
Homes Built 1990 to 1999	197	6.8%	1,294	6.8%	3,843	5.9%
Homes Built 1980 to 1989	608	21.1%	2,545	13.4%	7,552	11.6%
Homes Built 1970 to 1979	446	15.5%	2,570	13.5%	7,867	12.1%
Homes Built 1960 to 1969	275	9.5%	2,475	13.0%	8,068	12.4%
Homes Built 1950 to 1959	475	16.5%	2,877	15.2%	8,096	12.4%
Homes Built Before 1949	516	17.9%	4,975	26.2%	25,103	38.5%

Home Values (2025)

Home Values \$1,000,000 or More	50	2.5%	248	2.0%	906	2.5%
Home Values \$500,000 to \$999,999	173	8.7%	1,623	13.1%	3,985	10.9%
Home Values \$400,000 to \$499,999	265	13.3%	1,468	11.8%	4,219	11.5%
Home Values \$300,000 to \$399,999	481	24.1%	2,958	23.9%	7,731	21.2%
Home Values \$200,000 to \$299,999	687	34.4%	3,732	30.1%	10,455	28.6%
Home Values \$150,000 to \$199,999	146	7.3%	1,294	10.4%	4,391	12.0%
Home Values \$100,000 to \$149,999	80	4.0%	495	4.0%	2,340	6.4%
Home Values \$70,000 to \$99,999	26	1.3%	102	0.8%	566	1.5%
Home Values \$50,000 to \$69,999	20	1.0%	99	0.8%	423	1.2%
Home Values \$25,000 to \$49,999	35	1.7%	137	1.1%	598	1.6%
Home Values Under \$25,000	31	1.6%	243	2.0%	929	2.5%
Owner-Occupied Median Home Value	\$304,996		\$307,235		\$293,756	
Renter-Occupied Median Rent	\$1,329		\$1,190		\$1,142	

Transportation To Work (2025)

Drive to Work Alone	3,029	73.2%	18,938	73.2%	56,872	69.8%
Drive to Work in Carpool	214	5.2%	1,966	7.6%	6,095	7.5%
Travel to Work by Public Transportation	49	1.2%	620	2.4%	2,697	3.3%
Drive to Work on Motorcycle	2	-	7	-	43	-
Walk or Bicycle to Work	179	4.3%	837	3.2%	4,032	5.0%
Other Means	87	2.1%	504	1.9%	1,418	1.7%
Work at Home	580	14.0%	2,992	11.6%	10,266	12.6%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	969	23.4%	6,693	25.9%	20,121	24.7%
Travel to Work in 15 to 29 Minutes	1,958	47.3%	11,653	45.1%	35,291	43.3%
Travel to Work in 30 to 59 Minutes	520	12.6%	3,631	14.0%	13,040	16.0%
Travel to Work in 60 Minutes or More	114	2.7%	894	3.5%	2,705	3.3%
Average Minutes Travel to Work	19.2		18.9		19.3	