

Demographic Profile Expanded

Estimates & Projections



March 2008

1060 West Main Street Branford, CT	1.00 Mile		3.00 Miles		5.00 Miles	
Population						
Estimated Population (2007)	8,075		43,386		105,916	
Population 1990	7,317		39,310		97,010	
Population 2000	7,724		41,515		102,073	
Projected Population (2012)	8,325		44,725		108,681	
Forcasted Population (2017)	8,657		46,495		112,314	
Historical Annual Growth 1990 to 2000	408	0.6 %	2,205	0.6 %	5,063	0.5 %
Historical Annual Growth 2001 to 2006	351	0.6 %	1,871	0.6 %	3,843	0.5 %
Projected Annual Growth 2006 to 2011	250	0.6 %	1,339	0.6 %	2,765	0.5 %
Est. Population Density	2,663.87 psm		2,055.24 psm		2,197.84 psm	
Trade Area Size	3.03 sq mi		21.11 sq mi		48.19 sq mi	
Households						
Estimated Households (2007)	3,635		18,373		42,735	
Households 1990	3,285		16,393		39,680	
Households 2000	3,529		17,803		41,740	
Projected Households (2012)	3,711		18,782		43,463	
Forcated Households (2017)	3,809		19,307		44,375	
Households with Children (2007)	308	8.5 %	1,546	8.4 %	4,671	10.9 %
Average Family Household Size	2.22		2.36		2.48	
Average Household Income						
Average household Income(2007)	72,129		73,895		64,346	
Average household Income(2012)	\$80,391		\$82,276		\$71,806	
Averagefamilyincome(2007)	\$89,652		\$91,106		\$78,900	
Median Household Income						
Median household Income(2007)	\$63,237		\$64,072		\$55,429	
Median household Income(2012)	\$70,392		\$71,231		\$61,851	
Medianfamilyincome(2007)	\$82,192		\$80,720		\$68,901	
Per Capita Income						
Per Capita Income(2007)	\$32,904		\$31,756		\$26,334	
Per Capita Income(2012)	\$36,328		\$35,083		\$29,145	
Per Capita Income Est. 5 year change	\$3,423.78	-9.4 %	\$3,326.75	-9.5 %	\$2,811.04	-9.6 %
Other Income						
Disposable Income(2007)	\$52,147		\$52,531		\$45,990	
Disposable Income(2012)	\$57,260		\$57,755		\$50,742	
Disposable Income Est. 5 year change	\$5,112.43	9.8 %	\$5,224.12	9.9 %	\$4,751.96	10.3 %
Median household Net Worth	\$529,619		\$550,019		\$478,128	
Daytime Demos						
Total Number of Businesses (2007)	463		1,918		4,165	
Total Number of Employees (2007)	3,709		16,281		43,823	
Company Headqtrs: Businesses	1	0.1 %	3	0.2 %	18	0.4 %
Company Headqtrs: Employees	28	0.7 %	304	1.9 %	2,342	5.3 %
Unemployment rate(2007)	2.51 %		3.00 %		4.10 %	
Employee Population Per Business	8.0 to 1		8.5 to 1		10.5 to 1	
Residential Population per Business	17.5 to 1		22.6 to 1		25.4 to 1	

Demographic Source: Applied Geographic Solutions / TIGER Geography

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Race & Ethnicity						
White (2007)	7,121	88.2 %	39,696	91.5 %	83,785	79.1 %
Black or African American (2007)	232	2.9 %	1,057	2.4 %	10,306	9.7 %
American Indian & Alaska Native (2007)	10	0.1 %	37	0.1 %	161	0.2 %
Asian (2007)	478	5.9 %	1,530	3.5 %	3,349	3.2 %
Hawaiian & Pacific Islander (2007)	6	0.1 %	22	0.0 %	38	0.0 %
Other Race (2007)	88	1.1 %	466	1.1 %	6,001	5.7 %
Multi Race (2007)	139	1.7 %	577	1.3 %	2,277	2.1 %
Not Hispanic or Latino Population (2007)	7,611	94.2 %	41,353	95.3 %	87,138	82.3 %
Hispanic or Latino Population (2007)	464	5.8 %	2,033	4.7 %	18,778	17.7 %
Not of Hispanic Origin Population (90)	7,154	97.8 %	38,627	98.3 %	90,101	92.9 %
Hispanic Origin Population (90)	162	2.2 %	683	1.7 %	6,909	7.1 %
Not Hispanic or Latino Population (2000)	7,386	95.6 %	40,057	96.5 %	87,568	85.8 %
Hispanic or Latino Population (2000)	339	4.4 %	1,458	3.5 %	14,505	14.2 %
Not Hispanic or Latino Population (2012)	7,731	92.9 %	42,029	94.0 %	87,385	80.4 %
Hispanic or Latino Population (2012)	594	7.1 %	2,696	6.0 %	21,297	19.6 %
Hist. Hispanic Ann Growth (1991 to 2006)	302	12.4 %	1,349	13.2 %	11,869	11.5 %
Proj. Hispanic Ann Growth (2006 to 2011)	129	5.6 %	663	6.5 %	2,519	2.7 %
Age						
Age 0 to 4 yrs(2007)	438	5.4 %	2,265	5.2 %	6,380	6.0 %
Age 5 to 9 yrs(2007)	407	5.0 %	2,266	5.2 %	6,447	6.1 %
Age 10 to 14 yrs(2007)	450	5.6 %	2,617	6.0 %	6,980	6.6 %
Age 15 to 19 yrs(2007)	421	5.2 %	2,448	5.6 %	6,664	6.3 %
Age 20 to 24 yrs(2007)	426	5.3 %	2,255	5.2 %	6,683	6.3 %
Age 25 to 29 yrs(2007)	523	6.5 %	2,601	6.0 %	7,179	6.8 %
Age 30 to 34 yrs(2007)	576	7.1 %	2,780	6.4 %	6,781	6.4 %
Age 35 to 39 yrs(2007)	592	7.3 %	3,088	7.1 %	7,242	6.8 %
Age 40 to 44 yrs(2007)	643	8.0 %	3,475	8.0 %	7,973	7.5 %
Age 45 to 49 yrs(2007)	702	8.7 %	3,650	8.4 %	8,084	7.6 %
Age 50 to 54 yrs(2007)	652	8.1 %	3,393	7.8 %	7,472	7.1 %
Age 55 to 59 yrs(2007)	520	6.4 %	2,930	6.8 %	6,596	6.2 %
Age 60 to 64 yrs(2007)	442	5.5 %	2,456	5.7 %	5,545	5.2 %
Population age 65-74(2007)	515	6.4 %	3,194	7.4 %	7,128	6.7 %
Population age 75-84(2007)	459	5.7 %	2,553	5.9 %	5,570	5.3 %
Population age 85+(2007)	309	3.8 %	1,414	3.3 %	3,194	3.0 %
MedianAge(2007)	40.6 yrs		41.0 yrs		38.1 yrs	
Gender Age Distribution						
PopulationFemale(2007)	4,347	53.8 %	22,894	52.8 %	55,849	52.7 %
Age 0 to 19 yrs (2007)	834	19.2 %	4,675	20.4 %	13,036	23.3 %
Age 20 to 64 yrs (2007)	2,720	62.6 %	13,884	60.6 %	33,177	59.4 %
Age 65 yrs plus (2007)	793	18.2 %	4,335	18.9 %	9,635	17.3 %
MedianAgeFemales(2007)	42.5 Yrs		42.8 Yrs		39.9 Yrs	
PopulationMale(2007)	3,728	46.2 %	20,493	47.2 %	50,068	47.3 %
Age 0 to 19 yrs (2007)	882	23.7 %	4,921	24.0 %	13,434	26.8 %
Age 20 to 64 yrs (2007)	2,356	63.2 %	12,744	62.2 %	30,376	60.7 %
Age 65 yrs plus (2007)	490	13.2 %	2,827	13.8 %	6,257	12.5 %
MedianAgeMales(2007)	38.4 yrs		39.0 yrs		36.1 yrs	

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Household Income Distribution						
HH Income \$200,000 or More (2007)	135	3.7 %	812	4.4 %	1,462	3.4 %
HH Income \$150,000 to 199,999 (2007)	162	4.5 %	816	4.4 %	1,535	3.6 %
HH Income \$100,000 to 149,999 (2007)	558	15.3 %	2,818	15.3 %	5,602	13.1 %
HH Income \$75,000 to 99,999(2007)	626	17.2 %	2,971	16.2 %	5,869	13.7 %
HH Income \$50,000 to 74,999(2007)	701	19.3 %	3,646	19.8 %	8,093	18.9 %
HH Income \$35,000 to 49,999(2007)	569	15.6 %	2,481	13.5 %	5,681	13.3 %
HH Income \$25,000 to 34,999(2007)	346	9.5 %	1,709	9.3 %	4,000	9.4 %
HH Income \$15,000 to 24,999(2007)	298	8.2 %	1,535	8.4 %	4,181	9.8 %
HH Income \$0 to 14,999 (2007)	240	6.6 %	1,585	8.6 %	6,313	14.8 %
HH Income \$35000+	2,751	75.7 %	13,544	73.7 %	28,241	66.1 %
HH Income \$75000+	1,481	40.8 %	7,418	40.4 %	14,467	33.9 %
Housing						
Total Housing Units	3,825		19,457		45,877	
Housing Units Occupied	3,635	95.0 %	18,373	94.4 %	42,735	93.2 %
<i>Housing Units, Owner Occupied (2007)</i>	2,290	59.9 %	12,838	66.0 %	26,302	57.3 %
<i>Housing Units, Renter Occupied (2007)</i>	1,345	35.2 %	5,535	28.4 %	16,433	35.8 %
Housing Units, Vacant (2007)	190	5.0 %	1,084	5.6 %	3,141	6.8 %
Median Years in Residence (2007)	4 yrs		5 yrs		4 yrs	
Marital Status						
Never Married	1,694	25.0 %	9,249	25.5 %	25,556	29.7 %
Now Married	3,377	49.9 %	18,584	51.3 %	39,708	46.2 %
Separated	209	3.1 %	919	2.5 %	3,749	4.4 %
Widowed	570	8.4 %	3,107	8.6 %	7,345	8.5 %
Divorced	925	13.7 %	4,350	12.0 %	9,661	11.2 %
Household Type						
Population Family (2007)	6,027	74.6 %	34,278	79.0 %	84,511	79.8 %
Population Non-Family (2007)	1,975	24.5 %	8,588	19.8 %	20,330	19.2 %
Population Group Qtrs	74	0.9 %	520	1.2 %	1,076	1.0 %
Households: Family (2007)	2,006	55.2 %	11,005	59.9 %	26,077	61.0 %
MarriedCoupleFamilyWithChildren(2007)	49	2.1 %	270	2.1 %	654	2.5 %
Average Family Household Size	3.00		3.11		3.24	
Households: Non-Family (2007)	1,629	44.8 %	7,368	40.1 %	16,658	39.0 %
Household Size						
1 Person Household	1,315	36.2 %	6,085	33.1 %	13,691	32.0 %
2 Person Households	1,272	35.0 %	6,362	34.6 %	13,812	32.3 %
3 Person Households	528	14.5 %	2,712	14.8 %	6,543	15.3 %
4 Person Households	354	9.7 %	2,080	11.3 %	5,190	12.1 %
5 Person Households	114	3.1 %	714	3.9 %	1,970	4.6 %
6+ Person Households	51	1.4 %	419	2.3 %	1,530	3.6 %
Household Vehicles						
Total Vehicles Available(2007)	6,092		32,403		69,942	
Household: 0 Vehicles Available	341	5.6 %	1,542	4.8 %	5,661	8.1 %
Household: 1 Vehicles Available	1,267	20.8 %	5,974	18.4 %	14,261	20.4 %
Household: 2+ Vehicles Available	2,027	33.3 %	10,858	33.5 %	22,813	32.6 %
Average Vehicles Per Household	2		2		2	

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Labor Force						
Labor(2007): Population Age 16+	6,684		35,684		84,662	
Civilian Employed	4,659	69.7 %	23,618	66.2 %	52,576	62.1 %
Civilian Unemployed	168	2.5 %	1,069	3.0 %	3,473	4.1 %
In Armed Forces	1	0.0 %	38	0.1 %	81	0.1 %
Not in Labor Force	1,856	27.8 %	10,958	30.7 %	28,533	33.7 %
Occupation						
Occupation 2000: Population 16+	4,375		21,991		48,520	
Mgmt, Business, & Financial Operations	599	13.7 %	2,801	12.7 %	5,658	11.7 %
Professional and Related	1,177	26.9 %	5,095	23.2 %	10,236	21.1 %
Service	553	12.6 %	2,980	13.6 %	7,225	14.9 %
Sales and Office	1,238	28.3 %	6,533	29.7 %	13,604	28.0 %
Farming, Fishing, and Forestry	0	0.0 %	0	0.0 %	77	0.2 %
Construction, Extraction, & Maintenance	372	8.5 %	1,962	8.9 %	4,552	9.4 %
Production, Transport, & Material Moving	434	9.9 %	2,619	11.9 %	7,170	14.8 %
Percent White Collar Workers		68.9 %		65.6 %		60.8 %
Percent Blue Collar Workers		31.1 %		34.4 %		39.2 %
Consumer Expenditure (in \$000,000s)						
Total Household Expenditure (2007)	\$203,970		\$1,044,969		\$2,203,181	
Total Non-Retail Expenditures (2007)	\$117	57.5 %	\$602	57.6 %	\$1,266	57.5 %
Total Retail Expenditures (2007)	\$87	42.5 %	\$443	42.4 %	\$937	42.5 %
Apparel (2007)	\$10	4.8 %	\$50	4.8 %	\$106	4.8 %
Contributions (2007)	\$8	3.8 %	\$40	3.8 %	\$82	3.7 %
Education (2007)	\$5	2.4 %	\$26	2.5 %	\$54	2.4 %
Entertainment (2007)	\$11	5.6 %	\$59	5.6 %	\$123	5.6 %
Food And Beverages (2007)	\$31	15.2 %	\$158	15.2 %	\$338	15.3 %
Furnishings And Equipment (2007)	\$9	4.5 %	\$47	4.5 %	\$97	4.4 %
Gifts (2007)	\$6	2.7 %	\$29	2.7 %	\$59	2.7 %
Health Care (2007)	\$12	6.1 %	\$63	6.0 %	\$135	6.1 %
Household Operations (2007)	\$7	3.6 %	\$38	3.6 %	\$79	3.6 %
Miscellaneous Expenses (2007)	\$3	1.7 %	\$17	1.7 %	\$37	1.7 %
Personal Care (2007)	\$3	1.4 %	\$15	1.4 %	\$32	1.5 %
Personal Insurance (2007)	\$2	1.0 %	\$11	1.0 %	\$23	1.0 %
Reading (2007)	\$1	0.3 %	\$3	0.3 %	\$7	0.3 %
Shelter (2007)	\$39	19.3 %	\$202	19.4 %	\$426	19.3 %
Tobacco (2007)	\$1	0.6 %	\$7	0.6 %	\$14	0.6 %
Transportation (2007)	\$41	20.0 %	\$208	19.9 %	\$439	19.9 %
Utilities (2007)	\$14	6.9 %	\$72	6.9 %	\$154	7.0 %
Educational Attainment						
Adult Population (25 Years+)	5,933		31,535		72,763	
Elementary (0 to 8)(2007)	137	2.3 %	842	2.7 %	2,771	3.8 %
Some High School (9 to 11)(2007)	339	5.7 %	1,903	6.0 %	6,343	8.7 %
Est. High School Graduate (12)(2007)	1,790	30.2 %	10,952	34.7 %	26,305	36.2 %
Est. Some College (13 to 16)(2007)	1,082	18.2 %	5,399	17.1 %	11,609	16.0 %
Est. Associate Degree Only(2007)	317	5.3 %	1,684	5.3 %	3,801	5.2 %
Est. Bachelor Degree Only(2007)	1,099	18.5 %	5,329	16.9 %	11,084	15.2 %
Est. Graduate Degree(2007)	1,169	19.7 %	5,425	17.2 %	10,850	14.9 %

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Units In Structure							
1 Detached Unit	1,386	37.4 %	10,113	53.7 %	20,102	44.9 %	
1 Attached Unit	602	16.2 %	2,067	11.0 %	3,749	8.4 %	
2 to 4 Units	756	20.4 %	2,643	14.0 %	9,921	22.2 %	
5 to 9 Units	515	13.9 %	1,286	6.8 %	3,407	7.6 %	
10 to 19 Units	204	5.5 %	889	4.7 %	2,305	5.2 %	
20 to 49 Units	87	2.3 %	829	4.4 %	1,499	3.3 %	
50 or more Units	133	3.6 %	859	4.6 %	3,459	7.7 %	
Mobile Home or Trailer	25		128		301		
Other Structure	0		0		0		
Homes Built By Year							
Homes Built 1999 to 2000	50	1.3 %	193	1.0 %	255	0.6 %	
Homes Built 1995 to 1998	62	1.7 %	391	2.1 %	1,153	2.6 %	
Homes Built 1990 to 1994	108	2.9 %	821	4.4 %	2,072	4.6 %	
Homes Built 1980 to 1989	866	23.3 %	3,471	18.4 %	7,369	16.5 %	
Homes Built 1970 to 1979	738	19.9 %	2,867	15.2 %	6,800	15.2 %	
Homes Built 1960 to 1969	368	9.9 %	2,347	12.5 %	6,314	14.1 %	
Homes Built 1950 to 1959	437	11.8 %	3,149	16.7 %	6,991	15.6 %	
Homes Built Before 1949	1,081	29.1 %	5,578	29.6 %	13,788	30.8 %	
Home Values							
Home Values \$1,000,000+	4	0.3 %	39	0.4 %	67	0.4 %	
Home Values \$500,000-\$999,999	11	0.8 %	245	2.5 %	301	1.6 %	
Home Values \$400,000-\$499,999	21	1.5 %	161	1.6 %	259	1.4 %	
Home Values \$300,000-\$399,999	48	3.3 %	443	4.5 %	691	3.7 %	
Home Values \$200,000-\$299,999	230	15.8 %	1,419	14.4 %	2,488	13.2 %	
Home Values \$150,000-\$199,999	409	28.1 %	2,162	22.0 %	4,106	21.7 %	
Home Values \$100,000-\$149,999	498	34.2 %	3,908	39.8 %	7,085	37.5 %	
Home Values \$70,000-\$99,999	225	15.4 %	1,251	12.7 %	3,059	16.2 %	
Home Values \$50,000-\$69,999	7	0.5 %	99	1.0 %	566	3.0 %	
Home Values \$25,000-\$49,999	0	0.0 %	50	0.5 %	191	1.0 %	
Home Values \$0-\$24,999	4	0.3 %	48	0.5 %	76	0.4 %	
Owner Occupied Median Value	\$154,429		\$164,755		\$155,229		
Renter Occupied Median Rent	\$765		\$667		\$566		
Transportation to Work							
Drive to Work Alone	3,713	84.9 %	18,863	85.6 %	38,858	80.0 %	
Drive to Work in Carpool	417	9.5 %	1,873	8.5 %	5,316	10.9 %	
Travel to Work - Public Transportation	101	2.3 %	448	2.0 %	1,995	4.1 %	
Drive to Work Motorcycle	0	0.0 %	0	0.0 %	11	0.0 %	
Walk or Bicycle to Work	48	1.1 %	282	1.3 %	1,217	2.5 %	
Other Means	6	0.1 %	147	0.7 %	291	0.6 %	
Work at Home	89	2.0 %	415	1.9 %	913	1.9 %	
Travel Time							
Travel to Work in 14 Minutes or Less	1,141	26.6 %	6,532	30.2 %	14,687	30.8 %	
Travel to Work in 15 to 29 Minutes	1,883	43.9 %	8,847	40.9 %	20,080	42.1 %	
Travel to Work in 30 to 59 Minutes	1,002	23.4 %	4,959	22.9 %	9,835	20.6 %	
Travel to Work in 60 Minutes or More	261	6.1 %	1,275	5.9 %	3,085	6.5 %	
Average Travel Time to Work	23 mins		23 mins		22 mins		

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