

EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.1025/-73.4402

RF5

ShopRite Shopping Center

360 Connecticut Avenue, Norwalk, CT 06854

Population

	1 mi radius		3 mi radius		5 mi radius	
Estimated Population (2018)	18,085		88,228		157,166	
Projected Population (2023)	17,999		88,022		156,446	
Census Population (2010)	17,710		84,490		152,002	
Census Population (2000)	16,961		82,130		146,492	
Projected Annual Growth (2018 to 2023)	-86	-0.1%	-206	-	-720	-0.1%
Historical Annual Growth (2010 to 2018)	375	0.3%	3,738	0.6%	5,164	0.4%
Historical Annual Growth (2000 to 2010)	749	0.4%	2,360	0.3%	5,510	0.4%
Estimated Population Density (2018)	5,759 <i>psm</i>		3,122 <i>psm</i>		2,002 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		28.26 <i>sq mi</i>		78.51 <i>sq mi</i>	

Households

Estimated Households (2018)	6,897		33,979		60,354	
Projected Households (2023)	7,126		35,214		62,418	
Census Households (2010)	6,653		31,899		57,246	
Census Households (2000)	6,682		31,604		56,206	
Estimated Households with Children (2018)	2,236	32.4%	10,823	31.9%	19,905	33.0%
Estimated Average Household Size (2018)	2.62		2.57		2.58	

Average Household Income

Estimated Average Household Income (2018)	\$96,966	\$150,977	\$189,123
Projected Average Household Income (2023)	\$117,830	\$189,859	\$240,791
Estimated Average Family Income (2018)	\$122,771	\$191,795	\$238,181

Median Household Income

Estimated Median Household Income (2018)	\$80,498	\$108,062	\$126,456
Projected Median Household Income (2023)	\$90,108	\$121,205	\$141,376
Estimated Median Family Income (2018)	\$98,177	\$135,336	\$158,688

Per Capita Income

Estimated Per Capita Income (2018)	\$36,994		\$58,232		\$72,700	
Projected Per Capita Income (2023)	\$46,664		\$76,042		\$96,143	
Estimated Per Capita Income 5 Year Growth	\$9,670	26.1%	\$17,810	30.6%	\$23,443	32.2%
Estimated Average Household Net Worth (2018)	\$1,053,098		\$1,421,929		\$1,659,400	

Daytime Demos (2018)

Total Businesses	651		5,546		11,130	
Total Employees	9,551		52,257		105,180	
Company Headquarter Businesses	20	3.1%	44	0.8%	110	1.0%
Company Headquarter Employees	2,735	28.6%	6,105	11.7%	12,642	12.0%
Employee Population per Business	14.7		9.4		9.5	
Residential Population per Business	27.8		15.9		14.1	

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Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2018)	10,422	57.6%	59,155	67.0%	116,719	74.3%
Black or African American (2018)	3,729	20.6%	13,550	15.4%	17,547	11.2%
American Indian or Alaska Native (2018)	75	0.4%	329	0.4%	410	0.3%
Asian (2018)	1,226	6.8%	4,807	5.4%	9,059	5.8%
Hawaiian or Pacific Islander (2018)	7	-	58	0.1%	82	0.1%
Other Race (2018)	1,991	11.0%	7,882	8.9%	9,621	6.1%
Two or More Races (2018)	635	3.5%	2,447	2.8%	3,728	2.4%
Not Hispanic or Latino Population (2018)	12,148	67.2%	65,831	74.6%	127,180	80.9%
Hispanic or Latino Population (2018)	5,937	32.8%	22,397	25.4%	29,986	19.1%
Not Hispanic or Latino Population (2023)	11,838	65.8%	64,300	73.1%	124,185	79.4%
Hispanic or Latino Population (2023)	6,161	34.2%	23,721	26.9%	32,261	20.6%
Not Hispanic or Latino Population (2010)	12,126	68.5%	64,353	76.2%	125,985	82.9%
Hispanic or Latino Population (2010)	5,584	31.5%	20,137	23.8%	26,017	17.1%
Not Hispanic or Latino Population (2000)	13,366	78.8%	69,437	84.5%	130,704	89.2%
Hispanic or Latino Population (2000)	3,596	21.2%	12,693	15.5%	15,788	10.8%
Projected Hispanic Annual Growth (2018 to 2023)	224	0.8%	1,324	1.2%	2,274	1.5%
Historic Hispanic Annual Growth (2000 to 2018)	2,341	3.6%	9,704	4.2%	14,198	5.0%

Age Distribution (2018)

Age Under 5	1,158	6.4%	5,414	6.1%	9,418	6.0%
Age 5 to 9 Years	1,008	5.6%	5,236	5.9%	9,644	6.1%
Age 10 to 14 Years	1,015	5.6%	5,406	6.1%	10,228	6.5%
Age 15 to 19 Years	1,077	6.0%	5,308	6.0%	9,801	6.2%
Age 20 to 24 Years	1,193	6.6%	5,504	6.2%	8,634	5.5%
Age 25 to 29 Years	1,544	8.5%	6,473	7.3%	9,636	6.1%
Age 30 to 34 Years	1,473	8.1%	6,286	7.1%	9,991	6.4%
Age 35 to 39 Years	1,378	7.6%	6,283	7.1%	10,707	6.8%
Age 40 to 44 Years	1,144	6.3%	5,581	6.3%	9,919	6.3%
Age 45 to 49 Years	1,201	6.6%	6,098	6.9%	11,266	7.2%
Age 50 to 54 Years	1,277	7.1%	6,237	7.1%	11,762	7.5%
Age 55 to 59 Years	1,260	7.0%	6,371	7.2%	11,730	7.5%
Age 60 to 64 Years	1,063	5.9%	5,592	6.3%	10,316	6.6%
Age 65 to 74 Years	1,317	7.3%	7,234	8.2%	13,653	8.7%
Age 75 to 84 Years	684	3.8%	3,541	4.0%	7,019	4.5%
Age 85 Years or Over	292	1.6%	1,665	1.9%	3,443	2.2%
Median Age	36.4		38.2		39.8	

Gender Age Distribution (2018)

Female Population	9,228	51.0%	44,713	50.7%	80,489	51.2%
Age 0 to 19 Years	1,996	21.6%	10,182	22.8%	18,763	23.3%
Age 20 to 64 Years	5,893	63.9%	27,428	61.3%	47,900	59.5%
Age 65 Years or Over	1,339	14.5%	7,103	15.9%	13,826	17.2%
Female Median Age	38.3		39.8		41.3	
Male Population	8,857	49.0%	43,515	49.3%	76,677	48.8%
Age 0 to 19 Years	2,262	25.5%	11,182	25.7%	20,327	26.5%
Age 20 to 64 Years	5,642	63.7%	26,997	62.0%	46,061	60.1%
Age 65 Years or Over	953	10.8%	5,336	12.3%	10,288	13.4%
Male Median Age	34.7		36.7		38.3	

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Household Income Distribution (2018)

	1 mi radius		3 mi radius		5 mi radius	
HH Income \$200,000 or More	888	12.9%	7,078	20.8%	16,183	26.8%
HH Income \$150,000 to \$199,999	488	7.1%	3,169	9.3%	5,893	9.8%
HH Income \$100,000 to \$149,999	1,124	16.3%	5,408	15.9%	9,383	15.5%
HH Income \$75,000 to \$99,999	971	14.1%	3,951	11.6%	6,559	10.9%
HH Income \$50,000 to \$74,999	1,158	16.8%	4,469	13.2%	7,454	12.4%
HH Income \$35,000 to \$49,999	775	11.2%	3,160	9.3%	4,843	8.0%
HH Income \$25,000 to \$34,999	639	9.3%	2,304	6.8%	3,500	5.8%
HH Income \$15,000 to \$24,999	468	6.8%	2,079	6.1%	3,087	5.1%
HH Income Under \$15,000	386	5.6%	2,361	6.9%	3,452	5.7%
HH Income \$35,000 or More	5,404	78.3%	27,236	80.2%	50,315	83.4%
HH Income \$75,000 or More	3,471	50.3%	19,606	57.7%	38,018	63.0%

Housing (2018)

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units	7,088		35,184		62,604	
Housing Units Occupied	6,897	97.3%	33,979	96.6%	60,354	96.4%
Housing Units Owner-Occupied	3,682	53.4%	20,282	59.7%	40,258	66.7%
Housing Units, Renter-Occupied	3,215	46.6%	13,697	40.3%	20,097	33.3%
Housing Units, Vacant	190	2.7%	1,205	3.4%	2,250	3.6%

Marital Status (2018)

	1 mi radius		3 mi radius		5 mi radius	
Never Married	5,566	37.3%	25,877	35.9%	41,914	32.8%
Currently Married	6,472	43.4%	31,969	44.3%	61,984	48.5%
Separated	560	3.8%	2,956	4.1%	4,198	3.3%
Widowed	790	5.3%	3,823	5.3%	7,046	5.5%
Divorced	1,516	10.2%	7,548	10.5%	12,735	10.0%

Household Type (2018)

	1 mi radius		3 mi radius		5 mi radius	
Population Family	14,876	82.3%	71,998	81.6%	130,896	83.3%
Population Non-Family	3,188	17.6%	15,495	17.6%	25,049	15.9%
Population Group Quarters	21	0.1%	735	0.8%	1,221	0.8%
Family Households	4,454	64.6%	21,810	64.2%	40,208	66.6%
Non-Family Households	2,443	35.4%	12,170	35.8%	20,146	33.4%
Married Couple with Children	1,393	21.5%	7,429	23.2%	14,822	23.9%
Average Family Household Size	3.3		3.3		3.3	

Household Size (2018)

	1 mi radius		3 mi radius		5 mi radius	
1 Person Households	1,874	27.2%	9,669	28.5%	16,372	27.1%
2 Person Households	2,048	29.7%	10,143	29.9%	18,316	30.3%
3 Person Households	1,174	17.0%	5,357	15.8%	9,681	16.0%
4 Person Households	990	14.4%	4,840	14.2%	9,218	15.3%
5 Person Households	456	6.6%	2,394	7.0%	4,380	7.3%
6 or More Person Households	356	5.2%	1,576	4.6%	2,388	4.0%

Household Vehicles (2018)

	1 mi radius		3 mi radius		5 mi radius	
Households with 0 Vehicles Available	467	6.8%	2,779	8.2%	3,776	6.3%
Households with 1 Vehicles Available	2,436	35.3%	11,612	34.2%	19,403	32.1%
Households with 2 or More Vehicles Available	3,994	57.9%	19,588	57.6%	37,175	61.6%
Total Vehicles Available	12,036		59,896		111,459	
Average Vehicles Per Household	1.7		1.8		1.8	

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Labor Force (2018)

	1 mi radius		3 mi radius		5 mi radius	
Estimated Labor Population Age 16 Years or Over	14,697		71,037		125,660	
Estimated Civilian Employed	10,254	69.8%	48,210	67.9%	84,141	67.0%
Estimated Civilian Unemployed	461	3.1%	1,911	2.7%	3,048	2.4%
Estimated in Armed Forces	-	-	12	-	47	-
Estimated Not in Labor Force	3,982	27.1%	20,903	29.4%	38,424	30.6%
Unemployment Rate	3.1%		2.7%		2.4%	

Occupation (2015)

	1 mi radius		3 mi radius		5 mi radius	
Occupation: Population Age 16 Years or Over	10,260		48,213		84,188	
Management, Business, Financial Operations	1,366	13.3%	9,863	20.5%	19,806	23.5%
Professional, Related	1,952	19.0%	10,223	21.2%	19,248	22.9%
Service	2,845	27.7%	9,954	20.6%	15,012	17.8%
Sales, Office	2,356	23.0%	10,917	22.6%	19,519	23.2%
Farming, Fishing, Forestry	4	-	10	-	17	-
Construct, Extraction, Maintenance	908	8.9%	3,732	7.7%	5,522	6.6%
Production, Transport Material Moving	829	8.1%	3,514	7.3%	5,065	6.0%
White Collar Workers	5,674	55.3%	31,003	64.3%	58,573	69.6%
Blue Collar Workers	4,586	44.7%	17,210	35.7%	25,615	30.4%

Consumer Expenditure (2018)

	1 mi radius		3 mi radius		5 mi radius	
Total Household Expenditure	\$470 M		\$3.27 B		\$6.96 B	
Total Non-Retail Expenditure	\$247 M	52.6%	\$1.75 B	53.6%	\$3.76 B	53.9%
Total Retail Expenditure	\$223 M	47.4%	\$1.52 B	46.4%	\$3.21 B	46.1%
Apparel	\$16.6 M	3.5%	\$116 M	3.6%	\$249 M	3.6%
Contributions	\$22.8 M	4.8%	\$180 M	5.5%	\$401 M	5.8%
Education	\$19.2 M	4.1%	\$148 M	4.5%	\$327 M	4.7%
Entertainment	\$26.6 M	5.7%	\$186 M	5.7%	\$399 M	5.7%
Food and Beverages	\$67.3 M	14.3%	\$455 M	13.9%	\$958 M	13.8%
Furnishings and Equipment	\$16.6 M	3.5%	\$118 M	3.6%	\$254 M	3.6%
Gifts	\$12.5 M	2.7%	\$94.5 M	2.9%	\$208 M	3.0%
Health Care	\$35.9 M	7.6%	\$239 M	7.3%	\$499 M	7.2%
Household Operations	\$14.4 M	3.1%	\$107 M	3.3%	\$234 M	3.4%
Miscellaneous Expenses	\$6.73 M	1.4%	\$45.5 M	1.4%	\$95.6 M	1.4%
Personal Care	\$6.07 M	1.3%	\$41.8 M	1.3%	\$88.6 M	1.3%
Personal Insurance	\$3.77 M	0.8%	\$28.5 M	0.9%	\$62.7 M	0.9%
Reading	\$1.05 M	0.2%	\$7.31 M	0.2%	\$15.6 M	0.2%
Shelter	\$97.1 M	20.7%	\$680 M	20.8%	\$1.45 B	20.9%
Tobacco	\$2.57 M	0.5%	\$15.8 M	0.5%	\$31.9 M	0.5%
Transportation	\$87.0 M	18.5%	\$581 M	17.8%	\$1.22 B	17.5%
Utilities	\$33.8 M	7.2%	\$224 M	6.9%	\$467 M	6.7%

Educational Attainment (2018)

	1 mi radius		3 mi radius		5 mi radius	
Adult Population Age 25 Years or Over	12,634		61,360		109,441	
Elementary (Grade Level 0 to 8)	1,029	8.1%	3,387	5.5%	4,513	4.1%
Some High School (Grade Level 9 to 11)	1,141	9.0%	3,325	5.4%	4,389	4.0%
High School Graduate	3,180	25.2%	13,676	22.3%	21,577	19.7%
Some College	2,325	18.4%	9,863	16.1%	15,828	14.5%
Associate Degree Only	719	5.7%	3,727	6.1%	6,374	5.8%
Bachelor Degree Only	2,544	20.1%	16,507	26.9%	32,910	30.1%
Graduate Degree	1,695	13.4%	10,874	17.7%	23,851	21.8%

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Units In Structure (2015)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	3,084	46.4%	17,481	54.8%	34,921	61.0%
1 Attached Unit	496	7.5%	2,068	6.5%	4,300	7.5%
2 to 4 Units	1,724	25.9%	6,662	20.9%	9,409	16.4%
5 to 9 Units	463	7.0%	1,988	6.2%	3,210	5.6%
10 to 19 Units	553	8.3%	1,815	5.7%	2,617	4.6%
20 to 49 Units	320	4.8%	1,579	5.0%	2,329	4.1%
50 or More Units	243	3.6%	2,285	7.2%	3,404	5.9%
Mobile Home or Trailer	16	0.2%	98	0.3%	190	0.3%
Other Structure	1	-	6	-	8	-

Homes Built By Year (2015)

Homes Built 2010 or later	21	0.3%	463	1.5%	747	1.3%
Homes Built 2000 to 2009	292	4.4%	2,114	6.6%	4,047	7.1%
Homes Built 1990 to 1999	509	7.7%	2,051	6.4%	3,721	6.5%
Homes Built 1980 to 1989	812	12.2%	3,382	10.6%	6,138	10.7%
Homes Built 1970 to 1979	1,061	15.9%	3,921	12.3%	7,048	12.3%
Homes Built 1960 to 1969	815	12.3%	4,313	13.5%	8,750	15.3%
Homes Built 1950 to 1959	1,136	17.1%	5,687	17.8%	10,640	18.6%
Homes Built Before 1949	2,131	32.0%	11,211	35.1%	17,586	30.7%

Home Values (2015)

Home Values \$1,000,000 or More	118	3.3%	1,155	5.9%	2,909	7.4%
Home Values \$500,000 to \$999,999	859	24.0%	5,191	26.3%	11,386	29.0%
Home Values \$400,000 to \$499,999	476	13.3%	2,768	14.0%	5,103	13.0%
Home Values \$300,000 to \$399,999	1,032	28.8%	4,318	21.9%	7,673	19.6%
Home Values \$200,000 to \$299,999	617	17.2%	2,919	14.8%	5,110	13.0%
Home Values \$150,000 to \$199,999	215	6.0%	836	4.2%	1,544	3.9%
Home Values \$100,000 to \$149,999	77	2.2%	479	2.4%	794	2.0%
Home Values \$70,000 to \$99,999	17	0.5%	190	1.0%	317	0.8%
Home Values \$50,000 to \$69,999	22	0.6%	90	0.5%	191	0.5%
Home Values \$25,000 to \$49,999	36	1.0%	146	0.7%	288	0.7%
Home Values Under \$25,000	30	0.8%	116	0.6%	209	0.5%
Owner-Occupied Median Home Value	\$387,407		\$529,094		\$565,048	
Renter-Occupied Median Rent	\$1,248		\$1,341		\$1,491	

Transportation To Work (2015)

Drive to Work Alone	6,979	72.4%	32,950	70.5%	58,349	70.1%
Drive to Work in Carpool	715	7.4%	3,254	7.0%	5,635	6.8%
Travel to Work by Public Transportation	1,258	13.1%	6,043	12.9%	11,068	13.3%
Drive to Work on Motorcycle	1	-	109	0.2%	183	0.2%
Walk or Bicycle to Work	406	4.2%	1,583	3.4%	2,320	2.8%
Other Means	28	0.3%	234	0.5%	379	0.5%
Work at Home	251	2.6%	2,557	5.5%	5,292	6.4%

Travel Time (2015)

Travel to Work in 14 Minutes or Less	2,776	29.6%	13,708	31.0%	23,050	29.6%
Travel to Work in 15 to 29 Minutes	4,223	45.0%	16,764	38.0%	27,915	35.8%
Travel to Work in 30 to 59 Minutes	1,855	19.8%	9,483	21.5%	15,944	20.5%
Travel to Work in 60 Minutes or More	1,119	11.9%	5,687	12.9%	11,999	15.4%
Average Minutes Travel to Work	19.3		21.1		22.2	

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