

EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.2738/-72.8323

RF5

Branhaven Plaza, 1060 W Main St

Branford, CT 06405

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2019)	8,319	41,831	104,926
Projected Population (2024)	8,225	41,320	104,847
Census Population (2010)	8,308	42,075	106,180
Census Population (2000)	8,390	41,597	101,055
Projected Annual Growth (2019 to 2024)	-94 -0.2%	-510 -0.2%	-79 -
Historical Annual Growth (2010 to 2019)	11 -	-244 -	-1,254 -0.1%
Historical Annual Growth (2000 to 2010)	-82 -	478 0.1%	5,125 0.5%
Estimated Population Density (2019)	2,649 psm	1,480 psm	1,336 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2019)	4,070	19,384	45,332
Projected Households (2024)	4,087	19,480	45,981
Census Households (2010)	3,855	18,427	43,400
Census Households (2000)	3,777	17,897	41,243
Estimated Households with Children (2019)	815 20.0%	4,250 21.9%	12,297 27.1%
Estimated Average Household Size (2019)	2.03	2.13	2.29
Average Household Income			
Estimated Average Household Income (2019)	\$90,889	\$89,688	\$80,404
Projected Average Household Income (2024)	\$111,508	\$108,008	\$95,936
Estimated Average Family Income (2019)	\$116,715	\$117,255	\$101,458
Median Household Income			
Estimated Median Household Income (2019)	\$75,562	\$73,432	\$65,366
Projected Median Household Income (2024)	\$88,041	\$84,925	\$75,590
Estimated Median Family Income (2019)	\$89,003	\$94,671	\$82,951
Per Capita Income			
Estimated Per Capita Income (2019)	\$44,528	\$41,648	\$34,832
Projected Per Capita Income (2024)	\$55,471	\$51,008	\$42,168
Estimated Per Capita Income 5 Year Growth	\$10,944 24.6%	\$9,360 22.5%	\$7,336 21.1%
Estimated Average Household Net Worth (2019)	\$809,037	\$894,178	\$744,741
Daytime Demos (2019)			
Total Businesses	462	2,101	5,044
Total Employees	3,531	16,545	45,572
Company Headquarter Businesses	- -	7 0.3%	28 0.6%
Company Headquarter Employees	14 0.4%	536 3.2%	2,422 5.3%
Employee Population per Business	7.6	7.9	9.0
Residential Population per Business	18.0	19.9	20.8

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Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2019)	6,999	84.1%	35,436	84.7%	73,227	69.8%
Black or African American (2019)	440	5.3%	2,033	4.9%	13,675	13.0%
American Indian or Alaska Native (2019)	31	0.4%	103	0.2%	358	0.3%
Asian (2019)	527	6.3%	2,110	5.0%	4,072	3.9%
Hawaiian or Pacific Islander (2019)	1	-	4	-	37	-
Other Race (2019)	178	2.1%	1,273	3.0%	10,706	10.2%
Two or More Races (2019)	143	1.7%	872	2.1%	2,850	2.7%
Not Hispanic or Latino Population (2019)	7,602	91.4%	37,414	89.4%	79,472	75.7%
Hispanic or Latino Population (2019)	717	8.6%	4,417	10.6%	25,454	24.3%
Not Hispanic or Latino Population (2024)	7,497	91.1%	36,809	89.1%	78,814	75.2%
Hispanic or Latino Population (2024)	728	8.9%	4,511	10.9%	26,033	24.8%
Not Hispanic or Latino Population (2010)	7,828	94.2%	38,864	92.4%	83,095	78.3%
Hispanic or Latino Population (2010)	480	5.8%	3,211	7.6%	23,085	21.7%
Not Hispanic or Latino Population (2000)	8,019	95.6%	40,091	96.4%	86,633	85.7%
Hispanic or Latino Population (2000)	371	4.4%	1,505	3.6%	14,422	14.3%
Projected Hispanic Annual Growth (2019 to 2024)	11	0.3%	94	0.4%	579	0.5%
Historic Hispanic Annual Growth (2000 to 2019)	346	4.9%	2,911	10.2%	11,031	4.0%

Age Distribution (2019)

Age Under 5	370	4.4%	1,803	4.3%	5,597	5.3%
Age 5 to 9 Years	330	4.0%	1,788	4.3%	5,408	5.2%
Age 10 to 14 Years	391	4.7%	2,012	4.8%	5,843	5.6%
Age 15 to 19 Years	391	4.7%	2,101	5.0%	6,009	5.7%
Age 20 to 24 Years	418	5.0%	2,276	5.4%	6,722	6.4%
Age 25 to 29 Years	572	6.9%	2,758	6.6%	7,752	7.4%
Age 30 to 34 Years	655	7.9%	2,742	6.6%	7,545	7.2%
Age 35 to 39 Years	485	5.8%	2,475	5.9%	6,795	6.5%
Age 40 to 44 Years	455	5.5%	2,230	5.3%	5,937	5.7%
Age 45 to 49 Years	525	6.3%	2,721	6.5%	6,547	6.2%
Age 50 to 54 Years	615	7.4%	3,001	7.2%	7,057	6.7%
Age 55 to 59 Years	725	8.7%	3,480	8.3%	7,583	7.2%
Age 60 to 64 Years	682	8.2%	3,276	7.8%	7,074	6.7%
Age 65 to 74 Years	930	11.2%	5,059	12.1%	10,641	10.1%
Age 75 to 84 Years	486	5.8%	2,652	6.3%	5,531	5.3%
Age 85 Years or Over	287	3.5%	1,457	3.5%	2,885	2.7%
Median Age	44.5		45.1		40.6	

Gender Age Distribution (2019)

Female Population	4,378	52.6%	21,827	52.2%	54,505	51.9%
Age 0 to 19 Years	710	16.2%	3,698	16.9%	11,099	20.4%
Age 20 to 64 Years	2,651	60.6%	12,823	58.7%	32,311	59.3%
Age 65 Years or Over	1,017	23.2%	5,306	24.3%	11,095	20.4%
Female Median Age	46.9		47.1		42.4	
Male Population	3,941	47.4%	20,004	47.8%	50,421	48.1%
Age 0 to 19 Years	772	19.6%	4,006	20.0%	11,758	23.3%
Age 20 to 64 Years	2,482	63.0%	12,135	60.7%	30,700	60.9%
Age 65 Years or Over	687	17.4%	3,862	19.3%	7,963	15.8%
Male Median Age	41.8		42.7		38.6	

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Household Income Distribution (2019)

	1 mi radius		3 mi radius		5 mi radius	
HH Income \$200,000 or More	238	5.8%	1,540	7.9%	2,729	6.0%
HH Income \$150,000 to \$199,999	359	8.8%	1,654	8.5%	3,228	7.1%
HH Income \$100,000 to \$149,999	685	16.8%	2,930	15.1%	5,914	13.0%
HH Income \$75,000 to \$99,999	713	17.5%	2,781	14.3%	6,226	13.7%
HH Income \$50,000 to \$74,999	837	20.6%	4,153	21.4%	8,798	19.4%
HH Income \$35,000 to \$49,999	549	13.5%	2,212	11.4%	6,084	13.4%
HH Income \$25,000 to \$34,999	217	5.3%	1,265	6.5%	3,590	7.9%
HH Income \$15,000 to \$24,999	249	6.1%	1,669	8.6%	4,100	9.0%
HH Income Under \$15,000	224	5.5%	1,180	6.1%	4,665	10.3%
HH Income \$35,000 or More	3,381	83.1%	15,271	78.8%	32,977	72.7%
HH Income \$75,000 or More	1,995	49.0%	8,905	45.9%	18,096	39.9%

Housing (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units	4,284		20,480		47,642	
Housing Units Occupied	4,070	95.0%	19,384	94.6%	45,332	95.1%
Housing Units Owner-Occupied	2,666	65.5%	12,982	67.0%	26,217	57.8%
Housing Units, Renter-Occupied	1,404	34.5%	6,402	33.0%	19,115	42.2%
Housing Units, Vacant	214	5.2%	1,096	5.7%	2,311	5.1%

Marital Status (2019)

	1 mi radius		3 mi radius		5 mi radius	
Never Married	2,218	30.7%	11,346	31.3%	33,940	38.5%
Currently Married	3,155	43.6%	15,303	42.2%	32,174	36.5%
Separated	238	3.3%	1,395	3.9%	3,987	4.5%
Widowed	377	5.2%	2,537	7.0%	5,755	6.5%
Divorced	1,241	17.2%	5,647	15.6%	12,222	13.9%

Household Type (2019)

	1 mi radius		3 mi radius		5 mi radius	
Population Family	5,953	71.6%	31,261	74.7%	80,684	76.9%
Population Non-Family	2,304	27.7%	10,093	24.1%	23,060	22.0%
Population Group Quarters	62	0.7%	477	1.1%	1,182	1.1%
Family Households	2,099	51.6%	10,688	55.1%	26,039	57.4%
Non-Family Households	1,971	48.4%	8,696	44.9%	19,293	42.6%
Married Couple with Children	497	15.8%	2,779	18.2%	6,824	21.2%
Average Family Household Size	2.8		2.9		3.1	

Household Size (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Person Households	1,667	41.0%	7,462	38.5%	16,259	35.9%
2 Person Households	1,350	33.2%	6,380	32.9%	13,989	30.9%
3 Person Households	535	13.1%	2,542	13.1%	6,391	14.1%
4 Person Households	348	8.5%	1,858	9.6%	4,923	10.9%
5 Person Households	112	2.8%	741	3.8%	2,243	4.9%
6 or More Person Households	58	1.4%	400	2.1%	1,527	3.4%

Household Vehicles (2019)

	1 mi radius		3 mi radius		5 mi radius	
Households with 0 Vehicles Available	276	6.8%	1,271	6.6%	5,590	12.3%
Households with 1 Vehicles Available	1,596	39.2%	7,101	36.6%	17,290	38.1%
Households with 2 or More Vehicles Available	2,198	54.0%	11,012	56.8%	22,452	49.5%
Total Vehicles Available	6,765		34,065		72,339	
Average Vehicles Per Household	1.7		1.8		1.6	

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Labor Force (2019)

	1 mi radius		3 mi radius		5 mi radius	
Estimated Labor Population Age 16 Years or Over	7,161		35,849		87,007	
Estimated Civilian Employed	4,625	64.6%	22,298	62.2%	53,796	61.8%
Estimated Civilian Unemployed	155	2.2%	758	2.1%	2,445	2.8%
Estimated in Armed Forces	15	0.2%	91	0.3%	119	0.1%
Estimated Not in Labor Force	2,366	33.0%	12,702	35.4%	30,647	35.2%
Unemployment Rate	2.2%		2.1%		2.8%	

Occupation (2019)

	1 mi radius		3 mi radius		5 mi radius	
Occupation: Population Age 16 Years or Over	4,625		22,298		53,796	
Management, Business, Financial Operations	825	17.8%	3,614	16.2%	7,085	13.2%
Professional, Related	1,296	28.0%	5,147	23.1%	12,130	22.5%
Service	705	15.2%	3,555	15.9%	11,093	20.6%
Sales, Office	1,181	25.5%	6,043	27.1%	12,563	23.4%
Farming, Fishing, Forestry	-	-	9	-	115	0.2%
Construct, Extraction, Maintenance	236	5.1%	1,696	7.6%	4,125	7.7%
Production, Transport Material Moving	382	8.3%	2,233	10.0%	6,686	12.4%
White Collar Workers	3,302	71.4%	14,804	66.4%	31,778	59.1%
Blue Collar Workers	1,323	28.6%	7,494	33.6%	22,018	40.9%

Consumer Expenditure (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Household Expenditure	\$266.76 M		\$1.26 B		\$2.72 B	
Total Non-Retail Expenditure	\$140.96 M	52.8%	\$667.14 M	52.9%	\$1.44 B	52.9%
Total Retail Expenditure	\$125.8 M	47.2%	\$593.93 M	47.1%	\$1.28 B	47.1%
Apparel	\$9.34 M	3.5%	\$44.26 M	3.5%	\$95.58 M	3.5%
Contributions	\$8.81 M	3.3%	\$42.1 M	3.3%	\$88.58 M	3.3%
Education	\$7.9 M	3.0%	\$38.12 M	3.0%	\$80.96 M	3.0%
Entertainment	\$15.13 M	5.7%	\$71.65 M	5.7%	\$153.07 M	5.6%
Food and Beverages	\$39.16 M	14.7%	\$184.69 M	14.6%	\$400.82 M	14.7%
Furnishings and Equipment	\$9.41 M	3.5%	\$44.53 M	3.5%	\$95.17 M	3.5%
Gifts	\$6.57 M	2.5%	\$31.57 M	2.5%	\$66.54 M	2.4%
Health Care	\$22.74 M	8.5%	\$107.14 M	8.5%	\$231.07 M	8.5%
Household Operations	\$10.5 M	3.9%	\$49.86 M	4.0%	\$106.68 M	3.9%
Miscellaneous Expenses	\$5.09 M	1.9%	\$24.06 M	1.9%	\$51.61 M	1.9%
Personal Care	\$3.59 M	1.3%	\$16.93 M	1.3%	\$36.5 M	1.3%
Personal Insurance	\$1.89 M	0.7%	\$9 M	0.7%	\$18.96 M	0.7%
Reading	\$589.19 K	0.2%	\$2.79 M	0.2%	\$5.96 M	0.2%
Shelter	\$56.19 M	21.1%	\$265.49 M	21.1%	\$575.82 M	21.2%
Tobacco	\$1.6 M	0.6%	\$7.47 M	0.6%	\$16.79 M	0.6%
Transportation	\$48.61 M	18.2%	\$228.99 M	18.2%	\$492.78 M	18.1%
Utilities	\$19.64 M	7.4%	\$92.4 M	7.3%	\$202 M	7.4%

Educational Attainment (2019)

	1 mi radius		3 mi radius		5 mi radius	
Adult Population Age 25 Years or Over	6,418		31,851		75,347	
Elementary (Grade Level 0 to 8)	132	2.1%	754	2.4%	3,154	4.2%
Some High School (Grade Level 9 to 11)	307	4.8%	1,755	5.5%	5,326	7.1%
High School Graduate	1,846	28.8%	10,635	33.4%	27,156	36.0%
Some College	1,106	17.2%	5,519	17.3%	12,292	16.3%
Associate Degree Only	514	8.0%	2,539	8.0%	5,391	7.2%
Bachelor Degree Only	1,257	19.6%	5,774	18.1%	12,249	16.3%
Graduate Degree	1,256	19.6%	4,874	15.3%	9,780	13.0%

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Units In Structure (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	2,002	51.9%	11,396	61.8%	22,664	52.2%
1 Attached Unit	622	16.1%	1,838	10.0%	3,205	7.4%
2 to 4 Units	500	13.0%	2,337	12.7%	9,059	20.9%
5 to 9 Units	408	10.6%	1,233	6.7%	3,200	7.4%
10 to 19 Units	240	6.2%	732	4.0%	1,891	4.4%
20 to 49 Units	142	3.7%	936	5.1%	1,834	4.2%
50 or More Units	150	3.9%	869	4.7%	3,275	7.5%
Mobile Home or Trailer	4	0.1%	41	0.2%	204	0.5%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2019)

Homes Built 2010 or later	197	5.1%	461	2.5%	743	1.7%
Homes Built 2000 to 2009	180	4.7%	926	5.0%	2,201	5.1%
Homes Built 1990 to 1999	303	7.9%	1,206	6.5%	2,631	6.1%
Homes Built 1980 to 1989	791	20.5%	3,727	20.2%	7,774	17.9%
Homes Built 1970 to 1979	751	19.5%	2,501	13.6%	5,034	11.6%
Homes Built 1960 to 1969	410	10.6%	2,474	13.4%	5,730	13.2%
Homes Built 1950 to 1959	440	11.4%	2,889	15.7%	6,231	14.4%
Homes Built Before 1949	998	25.9%	5,201	28.2%	14,988	34.5%

Home Values (2019)

Home Values \$1,000,000 or More	17	0.7%	142	1.1%	263	1.0%
Home Values \$500,000 to \$999,999	204	8.1%	1,176	9.5%	2,013	8.0%
Home Values \$400,000 to \$499,999	190	7.5%	784	6.3%	1,734	6.9%
Home Values \$300,000 to \$399,999	531	21.0%	1,975	15.9%	3,965	15.7%
Home Values \$200,000 to \$299,999	712	28.1%	4,095	32.9%	8,035	31.8%
Home Values \$150,000 to \$199,999	600	23.7%	2,735	22.0%	5,344	21.1%
Home Values \$100,000 to \$149,999	237	9.4%	1,304	10.5%	3,064	12.1%
Home Values \$70,000 to \$99,999	85	3.4%	336	2.7%	855	3.4%
Home Values \$50,000 to \$69,999	32	1.3%	123	1.0%	283	1.1%
Home Values \$25,000 to \$49,999	6	0.3%	55	0.4%	140	0.6%
Home Values Under \$25,000	31	1.2%	185	1.5%	407	1.6%
Owner-Occupied Median Home Value	\$252,938		\$250,382		\$240,216	
Renter-Occupied Median Rent	\$1,154		\$1,055		\$978	

Transportation To Work (2019)

Drive to Work Alone	3,436	81.5%	17,505	82.7%	41,988	78.5%
Drive to Work in Carpool	391	9.3%	1,653	7.8%	4,943	9.2%
Travel to Work by Public Transportation	137	3.3%	494	2.3%	2,368	4.4%
Drive to Work on Motorcycle	-	-	2	-	19	-
Walk or Bicycle to Work	118	2.8%	597	2.8%	1,824	3.4%
Other Means	42	1.0%	156	0.7%	273	0.5%
Work at Home	90	2.1%	754	3.6%	2,062	3.9%

Travel Time (2019)

Travel to Work in 14 Minutes or Less	1,257	29.8%	6,449	30.5%	14,472	27.1%
Travel to Work in 15 to 29 Minutes	2,016	47.8%	9,408	44.5%	23,450	43.9%
Travel to Work in 30 to 59 Minutes	1,084	25.7%	4,427	20.9%	10,303	19.3%
Travel to Work in 60 Minutes or More	179	4.2%	1,243	5.9%	3,488	6.5%
Average Minutes Travel to Work	20.8		20.0		19.7	

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