

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups
 ShopRite Shopping Center



Lat/Lon: 41.3317/-73.0849

49 Pershing Dr Derby, CT 06418	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	12,559		54,911		99,187		187,825	
Projected Population (2028)	13,019		56,962		101,791		191,846	
Census Population (2020)	12,475		53,999		98,102		186,316	
Census Population (2010)	12,671		54,384		98,109		185,755	
Projected Annual Growth (2023 to 2028)	460	0.7%	2,050	0.7%	2,604	0.5%	4,021	0.4%
Historical Annual Growth (2020 to 2023)	84	0.2%	912	0.6%	1,085	0.4%	1,509	0.3%
Historical Annual Growth (2010 to 2020)	-196	-0.5%	-385	-0.2%	-6	-	561	0.1%
Estimated Population Density (2023)	4,000 psm		1,942 psm		1,264 psm		1,221 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		153.9 sq mi	
Households								
Estimated Households (2023)	5,450		23,000		40,428		73,745	
Projected Households (2028)	5,705		24,147		41,870		75,870	
Census Households (2020)	5,381		22,351		39,509		72,306	
Census Households (2010)	5,275		21,722		38,401		70,191	
Estimated Households with Children (2023)	1,600	29.4%	6,759	29.4%	11,926	29.5%	22,306	30.2%
Estimated Average Household Size (2023)	2.30		2.38		2.43		2.47	
Average Household Income								
Estimated Average Household Income (2023)	\$76,066		\$115,787		\$137,474		\$138,013	
Projected Average Household Income (2028)	\$78,043		\$118,617		\$142,421		\$143,853	
Estimated Average Family Income (2023)	\$98,235		\$137,306		\$164,674		\$165,051	
Median Household Income								
Estimated Median Household Income (2023)	\$59,756		\$88,414		\$107,294		\$109,798	
Projected Median Household Income (2028)	\$62,642		\$90,755		\$109,911		\$112,818	
Estimated Median Family Income (2023)	\$82,528		\$112,715		\$135,942		\$136,245	
Per Capita Income								
Estimated Per Capita Income (2023)	\$33,037		\$48,541		\$56,132		\$54,397	
Projected Per Capita Income (2028)	\$34,224		\$50,326		\$58,679		\$57,095	
Estimated Per Capita Income 5 Year Growth	\$1,187	3.6%	\$1,785	3.7%	\$2,547	4.5%	\$2,698	5.0%
Estimated Average Household Net Worth (2023)	\$681,960		\$1,077,928		\$1,429,285		\$1,465,865	
Daytime Demos (2023)								
Total Businesses	899		2,712		5,384		10,337	
Total Employees	6,760		18,447		44,287		81,050	
Company Headquarter Businesses	30	3.3%	78	2.9%	188	3.5%	346	3.3%
Company Headquarter Employees	504	7.5%	1,630	8.8%	7,441	16.8%	13,943	17.2%
Employee Population per Business	7.5		6.8		8.2		7.8	
Residential Population per Business	14.0		20.2		18.4		18.2	

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Race & Ethnicity									
White (2023)	7,590	60.4%	37,749	68.7%	73,437	74.0%	128,213	68.3%	
Black or African American (2023)	2,329	18.5%	7,153	13.0%	9,508	9.6%	25,444	13.5%	
American Indian or Alaska Native (2023)	47	0.4%	130	0.2%	180	0.2%	411	0.2%	
Asian (2023)	336	2.7%	2,333	4.2%	4,857	4.9%	13,482	7.2%	
Hawaiian or Pacific Islander (2023)	8	-	23	-	32	-	66	-	
Other Race (2023)	1,112	8.9%	2,987	5.4%	3,928	4.0%	7,356	3.9%	
Two or More Races (2023)	1,137	9.1%	4,536	8.3%	7,246	7.3%	12,853	6.8%	
Not Hispanic or Latino Population (2023)	9,418	75.0%	44,920	81.8%	84,804	85.5%	162,283	86.4%	
Hispanic or Latino Population (2023)	3,141	25.0%	9,991	18.2%	14,383	14.5%	25,542	13.6%	
Not Hispanic or Latino Population (2028)	9,797	75.3%	46,565	81.7%	86,946	85.4%	165,739	86.4%	
Hispanic or Latino Population (2028)	3,222	24.7%	10,397	18.3%	14,845	14.6%	26,107	13.6%	
Not Hispanic or Latino Population (2020)	9,164	73.5%	44,228	81.9%	84,951	86.6%	162,154	87.0%	
Hispanic or Latino Population (2020)	3,311	26.5%	9,772	18.1%	13,151	13.4%	24,162	13.0%	
Not Hispanic or Latino Population (2010)	10,110	79.8%	47,657	87.6%	89,415	91.1%	168,992	91.0%	
Hispanic or Latino Population (2010)	2,561	20.2%	6,727	12.4%	8,694	8.9%	16,763	9.0%	
Projected Hispanic Annual Growth (2023 to 2028)	81	0.5%	406	0.8%	461	0.6%	565	0.4%	
Historic Hispanic Annual Growth (2010 to 2023)	580	1.7%	3,264	3.7%	5,690	5.0%	8,779	4.0%	
Age Distribution (2023)									
Age Under 5	747	5.9%	2,670	4.9%	4,383	4.4%	8,378	4.5%	
Age 5 to 9 Years	720	5.7%	2,861	5.2%	5,098	5.1%	9,721	5.2%	
Age 10 to 14 Years	729	5.8%	3,152	5.7%	5,787	5.8%	11,132	5.9%	
Age 15 to 19 Years	795	6.3%	3,453	6.3%	6,176	6.2%	13,822	7.4%	
Age 20 to 24 Years	896	7.1%	3,357	6.1%	5,506	5.6%	11,627	6.2%	
Age 25 to 29 Years	1,106	8.8%	3,824	7.0%	5,760	5.8%	10,686	5.7%	
Age 30 to 34 Years	989	7.9%	3,760	6.8%	5,943	6.0%	11,007	5.9%	
Age 35 to 39 Years	920	7.3%	3,760	6.8%	6,464	6.5%	11,700	6.2%	
Age 40 to 44 Years	798	6.4%	3,442	6.3%	6,126	6.2%	11,306	6.0%	
Age 45 to 49 Years	719	5.7%	3,316	6.0%	6,180	6.2%	11,398	6.1%	
Age 50 to 54 Years	798	6.4%	3,872	7.1%	7,412	7.5%	13,421	7.1%	
Age 55 to 59 Years	795	6.3%	3,957	7.2%	7,740	7.8%	14,150	7.5%	
Age 60 to 64 Years	754	6.0%	3,824	7.0%	7,592	7.7%	13,851	7.4%	
Age 65 to 74 Years	1,063	8.5%	5,779	10.5%	11,278	11.4%	20,788	11.1%	
Age 75 to 84 Years	532	4.2%	2,810	5.1%	5,425	5.5%	10,564	5.6%	
Age 85 Years or Over	198	1.6%	1,073	2.0%	2,316	2.3%	4,276	2.3%	
Median Age	35.9		40.4		42.9		42.1		
Gender Age Distribution (2023)									
Female Population	6,439	51.3%	28,172	51.3%	50,628	51.0%	96,481	51.4%	
Age 0 to 19 Years	1,454	22.6%	5,906	21.0%	10,460	20.7%	21,136	21.9%	
Age 20 to 64 Years	3,933	61.1%	16,772	59.5%	29,593	58.5%	55,540	57.6%	
Age 65 Years or Over	1,052	16.3%	5,495	19.5%	10,575	20.9%	19,804	20.5%	
Female Median Age	37.1		41.6		44.0		43.1		
Male Population	6,120	48.7%	26,739	48.7%	48,558	49.0%	91,344	48.6%	
Age 0 to 19 Years	1,537	25.1%	6,231	23.3%	10,985	22.6%	21,917	24.0%	
Age 20 to 64 Years	3,842	62.8%	16,341	61.1%	29,130	60.0%	53,604	58.7%	
Age 65 Years or Over	741	12.1%	4,167	15.6%	8,444	17.4%	15,823	17.3%	
Male Median Age	34.7		39.0		41.8		41.0		

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Household Income Distribution (2023)								
HH Income \$200,000 or More	351	6.4%	3,015	13.1%	7,924	19.6%	14,905	20.2%
HH Income \$150,000 to \$199,999	383	7.0%	2,303	10.0%	4,901	12.1%	9,198	12.5%
HH Income \$100,000 to \$149,999	768	14.1%	4,283	18.6%	7,441	18.4%	13,781	18.7%
HH Income \$75,000 to \$99,999	647	11.9%	2,957	12.9%	4,397	10.9%	7,972	10.8%
HH Income \$50,000 to \$74,999	847	15.5%	3,134	13.6%	4,946	12.2%	9,263	12.6%
HH Income \$35,000 to \$49,999	635	11.7%	2,105	9.2%	3,328	8.2%	5,625	7.6%
HH Income \$25,000 to \$34,999	526	9.7%	1,606	7.0%	2,539	6.3%	4,407	6.0%
HH Income \$15,000 to \$24,999	504	9.2%	1,244	5.4%	1,807	4.5%	3,440	4.7%
HH Income Under \$15,000	788	14.5%	2,352	10.2%	3,144	7.8%	5,154	7.0%
HH Income \$35,000 or More	3,632	66.6%	17,797	77.4%	32,937	81.5%	60,744	82.4%
HH Income \$75,000 or More	2,150	39.4%	12,558	54.6%	24,662	61.0%	45,856	62.2%
Housing (2023)								
Total Housing Units	5,996		24,833		43,101		78,492	
Housing Units Occupied	5,450	90.9%	23,000	92.6%	40,428	93.8%	73,745	94.0%
Housing Units Owner-Occupied	2,607	47.8%	15,927	69.2%	30,921	76.5%	55,319	75.0%
Housing Units, Renter-Occupied	2,843	52.2%	7,073	30.8%	9,507	23.5%	18,426	25.0%
Housing Units, Vacant	546	10.0%	1,834	8.0%	2,673	6.6%	4,747	6.4%
Marital Status (2023)								
Never Married	3,681	35.5%	14,813	32.0%	24,779	29.5%	51,479	32.5%
Currently Married	3,478	33.6%	19,814	42.9%	40,128	47.8%	75,250	47.4%
Separated	941	9.1%	2,586	5.6%	3,541	4.2%	5,893	3.7%
Widowed	721	7.0%	3,058	6.6%	5,282	6.3%	9,065	5.7%
Divorced	1,542	14.9%	5,956	12.9%	10,189	12.1%	16,907	10.7%
Household Type (2023)								
Population Family	9,450	75.2%	44,540	81.1%	82,801	83.5%	154,004	82.0%
Population Non-Family	3,090	24.6%	10,165	18.5%	15,615	15.7%	28,347	15.1%
Population Group Quarters	18	0.1%	206	0.4%	772	0.8%	5,475	2.9%
Family Households	3,056	56.1%	14,888	64.7%	27,632	68.3%	50,718	68.8%
Non-Family Households	2,394	43.9%	8,111	35.3%	12,796	31.7%	23,027	31.2%
Married Couple with Children	741	21.3%	4,260	21.5%	8,482	21.1%	15,833	21.0%
Average Family Household Size	3.1		3.0		3.0		3.0	
Household Size (2023)								
1 Person Households	1,991	36.5%	6,757	29.4%	10,750	26.6%	19,040	25.8%
2 Person Households	1,885	34.6%	8,733	38.0%	15,275	37.8%	27,249	37.0%
3 Person Households	748	13.7%	3,420	14.9%	6,260	15.5%	11,682	15.8%
4 Person Households	487	8.9%	2,555	11.1%	5,228	12.9%	9,989	13.5%
5 Person Households	225	4.1%	1,046	4.5%	2,037	5.0%	4,034	5.5%
6 or More Person Households	115	2.1%	489	2.1%	877	2.2%	1,751	2.4%
Household Vehicles (2023)								
Households with 0 Vehicles Available	506	9.3%	1,523	6.6%	2,438	6.0%	4,444	6.0%
Households with 1 Vehicles Available	2,601	47.7%	8,529	37.1%	12,549	31.0%	22,610	30.7%
Households with 2 or More Vehicles Available	2,343	43.0%	12,948	56.3%	25,441	62.9%	46,691	63.3%
Total Vehicles Available	8,440		40,750		76,388		139,990	
Average Vehicles Per Household	1.5		1.8		1.9		1.9	

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Labor Force (2023)									
Estimated Labor Population Age 16 Years or Over	10,211		45,544		82,645		156,214		
Estimated Civilian Employed	6,153	60.3%	28,579	62.8%	52,863	64.0%	99,184	63.5%	
Estimated Civilian Unemployed	467	4.6%	1,437	3.2%	2,186	2.6%	4,392	2.8%	
Estimated in Armed Forces	3	-	13	-	44	-	106	-	
Estimated Not in Labor Force	3,588	35.1%	15,515	34.1%	27,553	33.3%	52,533	33.6%	
Unemployment Rate	4.6%		3.2%		2.6%		2.8%		
Occupation (2023)									
Occupation: Population Age 16 Years or Over	6,153		28,579		52,863		99,164		
Management, Business, Financial Operations	893	14.5%	4,892	17.1%	9,975	18.9%	18,565	18.7%	
Professional, Related	1,493	24.3%	7,662	26.8%	16,197	30.6%	30,486	30.7%	
Service	1,319	21.4%	4,457	15.6%	7,564	14.3%	15,076	15.2%	
Sales, Office	1,224	19.9%	5,558	19.4%	9,756	18.5%	18,432	18.6%	
Farming, Fishing, Forestry	6	-	23	-	33	-	205	0.2%	
Construct, Extraction, Maintenance	584	9.5%	2,308	8.1%	3,653	6.9%	6,023	6.1%	
Production, Transport Material Moving	634	10.3%	3,678	12.9%	5,684	10.8%	10,376	10.5%	
White Collar Workers	3,609	58.7%	18,112	63.4%	35,928	68.0%	67,483	68.1%	
Blue Collar Workers	2,543	41.3%	10,467	36.6%	16,935	32.0%	31,681	31.9%	
Consumer Expenditure (2023)									
Total Household Expenditure	\$316.22 M		\$1.8 B		\$3.59 B		\$6.55 B		
Total Non-Retail Expenditure	\$167.49 M	53.0%	\$952.32 M	53.0%	\$1.91 B	53.2%	\$3.48 B	53.2%	
Total Retail Expenditure	\$148.74 M	47.0%	\$844.52 M	47.0%	\$1.68 B	46.8%	\$3.07 B	46.8%	
Apparel	\$11.16 M	3.5%	\$64.01 M	3.6%	\$129.01 M	3.6%	\$235.79 M	3.6%	
Contributions	\$10.18 M	3.2%	\$61.55 M	3.4%	\$127.75 M	3.6%	\$233.59 M	3.6%	
Education	\$9.55 M	3.0%	\$58.61 M	3.3%	\$124.53 M	3.5%	\$228.45 M	3.5%	
Entertainment	\$17.74 M	5.6%	\$103.48 M	5.8%	\$209.44 M	5.8%	\$382.57 M	5.8%	
Food and Beverages	\$46.77 M	14.8%	\$261.76 M	14.6%	\$517.4 M	14.4%	\$943.67 M	14.4%	
Furnishings and Equipment	\$11.02 M	3.5%	\$64.11 M	3.6%	\$129.33 M	3.6%	\$236.18 M	3.6%	
Gifts	\$7.63 M	2.4%	\$46.47 M	2.6%	\$97.29 M	2.7%	\$178.23 M	2.7%	
Health Care	\$26.65 M	8.4%	\$149.31 M	8.3%	\$293.46 M	8.2%	\$534.17 M	8.2%	
Household Operations	\$12.37 M	3.9%	\$71.75 M	4.0%	\$145.22 M	4.0%	\$265.18 M	4.0%	
Miscellaneous Expenses	\$5.99 M	1.9%	\$34.27 M	1.9%	\$68.73 M	1.9%	\$125.38 M	1.9%	
Personal Care	\$4.25 M	1.3%	\$24.14 M	1.3%	\$48.11 M	1.3%	\$87.79 M	1.3%	
Personal Insurance	\$2.17 M	0.7%	\$13.26 M	0.7%	\$27.49 M	0.8%	\$50.26 M	0.8%	
Reading	\$688.93 K	0.2%	\$3.97 M	0.2%	\$7.99 M	0.2%	\$14.57 M	0.2%	
Shelter	\$67.37 M	21.3%	\$377.51 M	21.0%	\$751.86 M	21.0%	\$1.37 B	21.0%	
Tobacco	\$1.99 M	0.6%	\$9.97 M	0.6%	\$18.38 M	0.5%	\$33.26 M	0.5%	
Transportation	\$57.16 M	18.1%	\$324.66 M	18.1%	\$644.49 M	18.0%	\$1.18 B	18.0%	
Utilities	\$23.52 M	7.4%	\$128 M	7.1%	\$248.29 M	6.9%	\$451.64 M	6.9%	
Educational Attainment (2023)									
Adult Population Age 25 Years or Over	8,672		39,417		72,236		133,145		
Elementary (Grade Level 0 to 8)	402	4.6%	1,476	3.7%	2,036	2.8%	3,756	2.8%	
Some High School (Grade Level 9 to 11)	578	6.7%	1,905	4.8%	2,828	3.9%	4,707	3.5%	
High School Graduate	3,311	38.2%	12,614	32.0%	20,217	28.0%	35,164	26.4%	
Some College	1,437	16.6%	6,865	17.4%	11,958	16.6%	21,715	16.3%	
Associate Degree Only	858	9.9%	3,184	8.1%	5,851	8.1%	10,263	7.7%	
Bachelor Degree Only	1,119	12.9%	7,427	18.8%	15,194	21.0%	29,888	22.4%	
Graduate Degree	968	11.2%	5,946	15.1%	14,153	19.6%	27,653	20.8%	

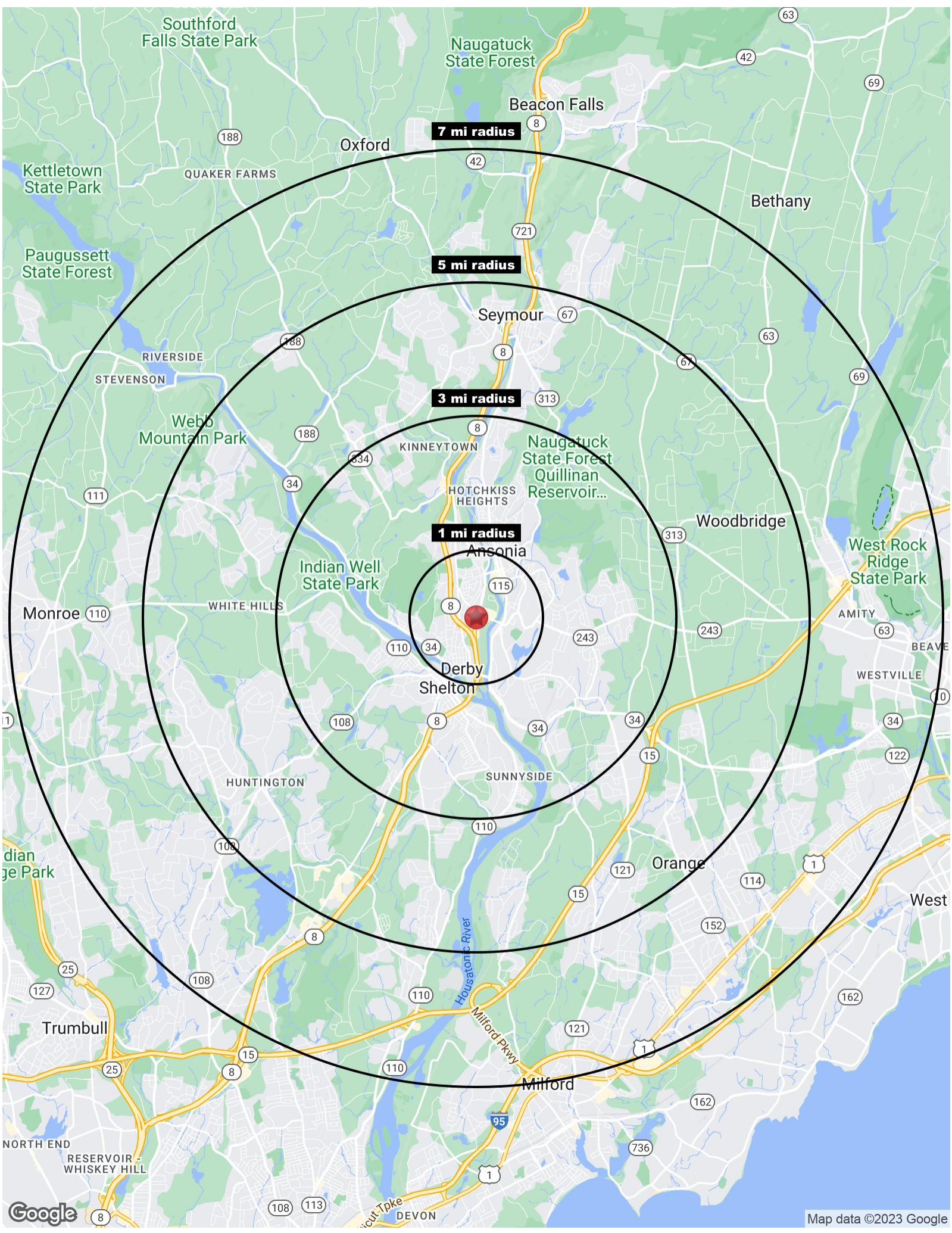
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Units In Structure (2023)									
1 Detached Unit	2,325	44.1%	13,169	60.6%	26,325	68.6%	48,054	68.5%	
1 Attached Unit	481	9.1%	2,605	12.0%	3,871	10.1%	6,384	9.1%	
2 to 4 Units	1,443	27.4%	3,815	17.6%	4,785	12.5%	8,507	12.1%	
5 to 9 Units	382	7.2%	1,056	4.9%	1,464	3.8%	2,602	3.7%	
10 to 19 Units	246	4.7%	646	3.0%	1,090	2.8%	2,415	3.4%	
20 to 49 Units	196	3.7%	645	3.0%	1,201	3.1%	2,621	3.7%	
50 or More Units	354	6.7%	878	4.0%	1,380	3.6%	2,744	3.9%	
Mobile Home or Trailer	19	0.4%	179	0.8%	299	0.8%	390	0.6%	
Other Structure	3	-	7	-	13	-	28	-	
Homes Built By Year (2023)									
Homes Built 2010 or later	273	5.2%	1,395	6.4%	2,177	5.7%	3,367	4.8%	
Homes Built 2000 to 2009	314	5.9%	1,549	7.1%	2,903	7.6%	5,393	7.7%	
Homes Built 1990 to 1999	190	3.6%	1,887	8.7%	3,386	8.8%	5,818	8.3%	
Homes Built 1980 to 1989	642	12.2%	2,759	12.7%	5,503	14.3%	9,835	14.0%	
Homes Built 1970 to 1979	703	13.3%	2,921	13.4%	5,880	15.3%	11,808	16.8%	
Homes Built 1960 to 1969	355	6.7%	2,584	11.9%	5,389	14.0%	10,542	15.0%	
Homes Built 1950 to 1959	603	11.4%	3,789	17.4%	6,311	16.4%	11,919	17.0%	
Homes Built Before 1949	2,371	44.9%	6,116	28.2%	8,878	23.1%	15,064	21.5%	
Home Values (2023)									
Home Values \$1,000,000 or More	15	0.6%	336	2.1%	771	2.5%	1,224	2.2%	
Home Values \$500,000 to \$999,999	79	3.0%	1,504	9.4%	4,599	14.9%	8,835	16.0%	
Home Values \$400,000 to \$499,999	133	5.1%	2,051	12.9%	5,315	17.2%	9,912	17.9%	
Home Values \$300,000 to \$399,999	218	8.4%	3,220	20.2%	7,493	24.2%	13,822	25.0%	
Home Values \$200,000 to \$299,999	1,198	46.0%	5,072	31.8%	7,452	24.1%	12,613	22.8%	
Home Values \$150,000 to \$199,999	607	23.3%	2,302	14.5%	3,103	10.0%	5,256	9.5%	
Home Values \$100,000 to \$149,999	212	8.1%	671	4.2%	983	3.2%	1,584	2.9%	
Home Values \$70,000 to \$99,999	63	2.4%	345	2.2%	524	1.7%	720	1.3%	
Home Values \$50,000 to \$69,999	6	0.2%	75	0.5%	97	0.3%	224	0.4%	
Home Values \$25,000 to \$49,999	11	0.4%	111	0.7%	199	0.6%	458	0.8%	
Home Values Under \$25,000	67	2.6%	241	1.5%	385	1.2%	671	1.2%	
Owner-Occupied Median Home Value	\$229,290		\$297,724		\$340,663		\$345,090		
Renter-Occupied Median Rent	\$1,025		\$1,063		\$1,121		\$1,136		
Transportation To Work (2023)									
Drive to Work Alone	3,771	61.3%	19,422	68.0%	36,147	68.4%	66,757	67.3%	
Drive to Work in Carpool	845	13.7%	2,882	10.1%	4,950	9.4%	8,664	8.7%	
Travel to Work by Public Transportation	70	1.1%	404	1.4%	692	1.3%	1,689	1.7%	
Drive to Work on Motorcycle	-	-	6	-	6	-	20	-	
Walk or Bicycle to Work	146	2.4%	390	1.4%	623	1.2%	1,890	1.9%	
Other Means	62	1.0%	226	0.8%	325	0.6%	730	0.7%	
Work at Home	1,257	20.4%	5,249	18.4%	10,120	19.1%	19,412	19.6%	
Travel Time (2023)									
Travel to Work in 14 Minutes or Less	1,128	18.3%	5,008	17.5%	8,490	16.1%	17,716	17.9%	
Travel to Work in 15 to 29 Minutes	1,817	29.5%	9,818	34.4%	18,187	34.4%	32,963	33.2%	
Travel to Work in 30 to 59 Minutes	1,495	24.3%	6,433	22.5%	12,377	23.4%	22,324	22.5%	
Travel to Work in 60 Minutes or More	455	7.4%	2,071	7.2%	3,688	7.0%	6,749	6.8%	
Average Minutes Travel to Work	24.3		23.3		23.6		22.9		



7 mi radius

5 mi radius

3 mi radius

1 mi radius