

Expanded Profile

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



Lat/Lon: 41.1025/-73.4402

360 Connecticut Ave Norwalk, CT 06854	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	17,611		88,986		158,750		279,965	
Projected Population (2028)	17,023		89,975		161,689		288,196	
Census Population (2020)	18,258		88,933		159,131		277,451	
Census Population (2010)	17,808		84,460		152,032		257,781	
Projected Annual Growth (2023 to 2028)	-588	-0.7%	989	0.2%	2,939	0.4%	8,231	0.6%
Historical Annual Growth (2020 to 2023)	-647	-1.2%	53	-	-381	-	2,514	0.3%
Historical Annual Growth (2010 to 2020)	450	0.8%	4,473	1.8%	7,098	1.6%	19,670	2.5%
Estimated Population Density (2023)	5,609 psm		3,148 psm		2,022 psm		1,819 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		153.9 sq mi	
Households								
Estimated Households (2023)	6,791		34,916		62,149		111,091	
Projected Households (2028)	6,569		35,468		63,576		115,035	
Census Households (2020)	6,904		34,090		60,504		106,513	
Census Households (2010)	6,667		31,864		57,231		97,870	
Estimated Households with Children (2023)	2,268	33.4%	9,162	26.2%	17,946	28.9%	29,462	26.5%
Estimated Average Household Size (2023)	2.59		2.53		2.54		2.50	
Average Household Income								
Estimated Average Household Income (2023)	\$132,652		\$203,938		\$238,444		\$223,406	
Projected Average Household Income (2028)	\$151,058		\$221,175		\$256,994		\$237,912	
Estimated Average Family Income (2023)	\$154,247		\$262,619		\$317,186		\$289,536	
Median Household Income								
Estimated Median Household Income (2023)	\$102,796		\$134,121		\$156,225		\$152,051	
Projected Median Household Income (2028)	\$104,977		\$138,401		\$160,954		\$156,115	
Estimated Median Family Income (2023)	\$122,726		\$170,314		\$194,341		\$188,724	
Per Capita Income								
Estimated Per Capita Income (2023)	\$51,203		\$80,119		\$93,433		\$88,757	
Projected Per Capita Income (2028)	\$58,344		\$87,283		\$101,133		\$95,069	
Estimated Per Capita Income 5 Year Growth	\$7,141	13.9%	\$7,164	8.9%	\$7,700	8.2%	\$6,312	7.1%
Estimated Average Household Net Worth (2023)	\$1,400,823		\$1,879,530		\$2,196,884		\$2,120,371	
Daytime Demos (2023)								
Total Businesses	982		7,427		14,403		25,225	
Total Employees	9,932		52,944		121,174		232,154	
Company Headquarter Businesses	38	3.9%	246	3.3%	546	3.8%	970	3.8%
Company Headquarter Employees	2,581	26.0%	7,090	13.4%	30,011	24.8%	62,331	26.8%
Employee Population per Business	10.1		7.1		8.4		9.2	
Residential Population per Business	17.9		12.0		11.0		11.1	

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Race & Ethnicity									
White (2023)	7,666	43.5%	50,562	56.8%	103,782	65.4%	173,671	62.0%	
Black or African American (2023)	3,473	19.7%	13,431	15.1%	18,016	11.3%	33,967	12.1%	
American Indian or Alaska Native (2023)	137	0.8%	466	0.5%	622	0.4%	1,135	0.4%	
Asian (2023)	1,128	6.4%	4,936	5.5%	9,429	5.9%	21,039	7.5%	
Hawaiian or Pacific Islander (2023)	6	-	29	-	39	-	72	-	
Other Race (2023)	3,023	17.2%	11,069	12.4%	13,855	8.7%	26,597	9.5%	
Two or More Races (2023)	2,178	12.4%	8,494	9.5%	13,008	8.2%	23,484	8.4%	
Not Hispanic or Latino Population (2023)	11,409	64.8%	65,224	73.3%	125,837	79.3%	218,131	77.9%	
Hispanic or Latino Population (2023)	6,202	35.2%	23,762	26.7%	32,913	20.7%	61,834	22.1%	
Not Hispanic or Latino Population (2028)	11,110	65.3%	66,226	73.6%	128,633	79.6%	224,650	78.0%	
Hispanic or Latino Population (2028)	5,913	34.7%	23,749	26.4%	33,055	20.4%	63,546	22.0%	
Not Hispanic or Latino Population (2020)	11,025	60.4%	62,601	70.4%	123,963	77.9%	211,328	76.2%	
Hispanic or Latino Population (2020)	7,233	39.6%	26,332	29.6%	35,168	22.1%	66,123	23.8%	
Not Hispanic or Latino Population (2010)	12,178	68.4%	64,359	76.2%	125,943	82.8%	210,350	81.6%	
Hispanic or Latino Population (2010)	5,630	31.6%	20,101	23.8%	26,089	17.2%	47,431	18.4%	
Projected Hispanic Annual Growth (2023 to 2028)	-289	-0.9%	-13	-	142	-	1,712	0.6%	
Historic Hispanic Annual Growth (2010 to 2023)	572	0.8%	3,660	1.4%	6,824	2.0%	14,403	2.3%	
Age Distribution (2023)									
Age Under 5	1,132	6.4%	5,275	5.9%	9,038	5.7%	15,934	5.7%	
Age 5 to 9 Years	958	5.4%	5,007	5.6%	9,301	5.9%	15,857	5.7%	
Age 10 to 14 Years	989	5.6%	5,209	5.9%	9,718	6.1%	16,707	6.0%	
Age 15 to 19 Years	1,064	6.0%	5,224	5.9%	9,512	6.0%	16,908	6.0%	
Age 20 to 24 Years	1,092	6.2%	5,211	5.9%	8,193	5.2%	15,953	5.7%	
Age 25 to 29 Years	1,410	8.0%	6,287	7.1%	9,349	5.9%	18,277	6.5%	
Age 30 to 34 Years	1,473	8.4%	6,591	7.4%	10,476	6.6%	19,520	7.0%	
Age 35 to 39 Years	1,355	7.7%	6,578	7.4%	11,418	7.2%	19,645	7.0%	
Age 40 to 44 Years	1,165	6.6%	5,986	6.7%	10,761	6.8%	18,571	6.6%	
Age 45 to 49 Years	1,071	6.1%	5,564	6.3%	10,228	6.4%	17,543	6.3%	
Age 50 to 54 Years	1,192	6.8%	6,045	6.8%	11,390	7.2%	19,507	7.0%	
Age 55 to 59 Years	1,217	6.9%	6,353	7.1%	11,689	7.4%	20,270	7.2%	
Age 60 to 64 Years	1,098	6.2%	6,070	6.8%	11,235	7.1%	19,302	6.9%	
Age 65 to 74 Years	1,403	8.0%	8,174	9.2%	15,467	9.7%	26,365	9.4%	
Age 75 to 84 Years	741	4.2%	3,972	4.5%	8,003	5.0%	14,115	5.0%	
Age 85 Years or Over	250	1.4%	1,440	1.6%	2,970	1.9%	5,491	2.0%	
Median Age	36.7		38.8		40.5		39.9		
Gender Age Distribution (2023)									
Female Population	8,986	51.0%	44,891	50.4%	80,846	50.9%	141,672	50.6%	
Age 0 to 19 Years	1,992	22.2%	10,022	22.3%	18,200	22.5%	31,910	22.5%	
Age 20 to 64 Years	5,617	62.5%	27,329	60.9%	47,937	59.3%	84,094	59.4%	
Age 65 Years or Over	1,377	15.3%	7,540	16.8%	14,710	18.2%	25,667	18.1%	
Female Median Age	38.0		39.9		41.6		41.0		
Male Population	8,625	49.0%	44,096	49.6%	77,904	49.1%	138,293	49.4%	
Age 0 to 19 Years	2,151	24.9%	10,693	24.2%	19,370	24.9%	33,496	24.2%	
Age 20 to 64 Years	5,457	63.3%	27,357	62.0%	46,802	60.1%	84,494	61.1%	
Age 65 Years or Over	1,018	11.8%	6,046	13.7%	11,731	15.1%	20,303	14.7%	
Male Median Age	35.5		37.7		39.4		38.8		

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Household Income Distribution (2023)								
HH Income \$200,000 or More	1,384	20.4%	10,348	29.6%	22,272	35.8%	37,968	34.2%
HH Income \$150,000 to \$199,999	581	8.6%	3,616	10.4%	6,900	11.1%	13,010	11.7%
HH Income \$100,000 to \$149,999	1,129	16.6%	5,343	15.3%	9,258	14.9%	17,318	15.6%
HH Income \$75,000 to \$99,999	784	11.5%	3,569	10.2%	5,486	8.8%	9,753	8.8%
HH Income \$50,000 to \$74,999	1,020	15.0%	4,205	12.0%	6,397	10.3%	11,398	10.3%
HH Income \$35,000 to \$49,999	693	10.2%	2,418	6.9%	3,639	5.9%	6,820	6.1%
HH Income \$25,000 to \$34,999	387	5.7%	1,845	5.3%	2,761	4.4%	4,752	4.3%
HH Income \$15,000 to \$24,999	311	4.6%	1,551	4.4%	2,266	3.6%	4,257	3.8%
HH Income Under \$15,000	503	7.4%	2,022	5.8%	3,172	5.1%	5,816	5.2%
HH Income \$35,000 or More	5,590	82.3%	29,498	84.5%	53,951	86.8%	96,266	86.7%
HH Income \$75,000 or More	3,877	57.1%	22,875	65.5%	43,915	70.7%	78,049	70.3%
Housing (2023)								
Total Housing Units	7,115		36,884		65,740		117,687	
Housing Units Occupied	6,791	95.4%	34,916	94.7%	62,149	94.5%	111,091	94.4%
Housing Units Owner-Occupied	4,197	61.8%	21,772	62.4%	40,057	64.5%	68,745	61.9%
Housing Units, Renter-Occupied	2,594	38.2%	13,144	37.6%	22,093	35.5%	42,347	38.1%
Housing Units, Vacant	325	4.8%	1,967	5.6%	3,590	5.8%	6,595	5.9%
Marital Status (2023)								
Never Married	4,820	33.2%	26,073	35.5%	42,579	32.6%	80,275	34.7%
Currently Married	6,831	47.0%	33,655	45.8%	64,680	49.5%	110,176	47.6%
Separated	966	6.6%	3,295	4.5%	5,370	4.1%	9,211	4.0%
Widowed	699	4.8%	3,371	4.6%	6,245	4.8%	10,736	4.6%
Divorced	1,216	8.4%	7,103	9.7%	11,819	9.0%	21,068	9.1%
Household Type (2023)								
Population Family	14,412	81.8%	71,801	80.7%	128,884	81.2%	225,942	80.7%
Population Non-Family	3,145	17.9%	16,604	18.7%	28,907	18.2%	51,260	18.3%
Population Group Quarters	54	0.3%	581	0.7%	959	0.6%	2,763	1.0%
Family Households	4,321	63.6%	21,699	62.1%	39,109	62.9%	69,470	62.5%
Non-Family Households	2,469	36.4%	13,217	37.9%	23,040	37.1%	41,621	37.5%
Married Couple with Children	1,575	23.1%	6,189	18.4%	13,476	20.8%	21,108	19.2%
Average Family Household Size	3.3		3.3		3.3		3.3	
Household Size (2023)								
1 Person Households	1,987	29.3%	10,936	31.3%	19,440	31.3%	35,198	31.7%
2 Person Households	2,256	33.2%	10,843	31.1%	18,979	30.5%	34,060	30.7%
3 Person Households	965	14.2%	4,823	13.8%	8,647	13.9%	15,223	13.7%
4 Person Households	887	13.1%	4,541	13.0%	8,627	13.9%	14,935	13.4%
5 Person Households	409	6.0%	2,326	6.7%	4,279	6.9%	7,377	6.6%
6 or More Person Households	286	4.2%	1,447	4.1%	2,178	3.5%	4,298	3.9%
Household Vehicles (2023)								
Households with 0 Vehicles Available	445	6.5%	2,555	7.3%	3,979	6.4%	8,653	7.8%
Households with 1 Vehicles Available	2,233	32.9%	12,649	36.2%	20,732	33.4%	40,004	36.0%
Households with 2 or More Vehicles Available	4,113	60.6%	19,713	56.5%	37,439	60.2%	62,434	56.2%
Total Vehicles Available	12,331		61,922		113,758		194,021	
Average Vehicles Per Household	1.8		1.8		1.8		1.7	

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Labor Force (2023)								
Estimated Labor Population Age 16 Years or Over	14,314		72,366		128,552		227,774	
Estimated Civilian Employed	9,546	66.7%	49,949	69.0%	87,186	67.8%	157,465	69.1%
Estimated Civilian Unemployed	411	2.9%	2,209	3.1%	3,643	2.8%	6,034	2.6%
Estimated in Armed Forces	-	-	18	-	28	-	35	-
Estimated Not in Labor Force	4,357	30.4%	20,190	27.9%	37,695	29.3%	64,240	28.2%
Unemployment Rate	2.9%		3.1%		2.8%		2.6%	
Occupation (2023)								
Occupation: Population Age 16 Years or Over	9,546		49,949		87,185		157,463	
Management, Business, Financial Operations	1,860	19.5%	11,494	23.0%	22,873	26.2%	43,125	27.4%
Professional, Related	2,047	21.4%	12,682	25.4%	22,879	26.2%	41,998	26.7%
Service	1,897	19.9%	7,759	15.5%	11,653	13.4%	21,156	13.4%
Sales, Office	1,767	18.5%	10,024	20.1%	17,956	20.6%	31,224	19.8%
Farming, Fishing, Forestry	3	-	30	-	36	-	59	-
Construct, Extraction, Maintenance	1,071	11.2%	3,959	7.9%	5,690	6.5%	9,416	6.0%
Production, Transport Material Moving	900	9.4%	4,001	8.0%	6,098	7.0%	10,485	6.7%
White Collar Workers	5,675	59.4%	34,200	68.5%	63,708	73.1%	116,347	73.9%
Blue Collar Workers	3,871	40.6%	15,750	31.5%	23,477	26.9%	41,116	26.1%
Consumer Expenditure (2023)								
Total Household Expenditure	\$586.02 M		\$4.31 B		\$8.74 B		\$14.76 B	
Total Non-Retail Expenditure	\$312 M	53.2%	\$2.31 B	53.6%	\$4.7 B	53.7%	\$7.92 B	53.7%
Total Retail Expenditure	\$274.02 M	46.8%	\$2 B	46.4%	\$4.05 B	46.3%	\$6.83 B	46.3%
Apparel	\$21.12 M	3.6%	\$157.78 M	3.7%	\$321.7 M	3.7%	\$542.57 M	3.7%
Contributions	\$20.68 M	3.5%	\$162.23 M	3.8%	\$335.6 M	3.8%	\$562.65 M	3.8%
Education	\$20.25 M	3.5%	\$165.5 M	3.8%	\$345.44 M	4.0%	\$578.64 M	3.9%
Entertainment	\$33.94 M	5.8%	\$253.87 M	5.9%	\$518.63 M	5.9%	\$874.1 M	5.9%
Food and Beverages	\$84.71 M	14.5%	\$612.06 M	14.2%	\$1.24 B	14.1%	\$2.09 B	14.2%
Furnishings and Equipment	\$20.94 M	3.6%	\$155.78 M	3.6%	\$317.75 M	3.6%	\$535.95 M	3.6%
Gifts	\$16.02 M	2.7%	\$128.45 M	3.0%	\$267.11 M	3.1%	\$446.56 M	3.0%
Health Care	\$47.53 M	8.1%	\$337.95 M	7.9%	\$680.23 M	7.8%	\$1.15 B	7.8%
Household Operations	\$23.58 M	4.0%	\$177.25 M	4.1%	\$362.24 M	4.1%	\$610.18 M	4.1%
Miscellaneous Expenses	\$11.18 M	1.9%	\$82.57 M	1.9%	\$168.05 M	1.9%	\$283.58 M	1.9%
Personal Care	\$7.83 M	1.3%	\$57.36 M	1.3%	\$116.38 M	1.3%	\$196.63 M	1.3%
Personal Insurance	\$4.4 M	0.8%	\$34.01 M	0.8%	\$70.22 M	0.8%	\$117.98 M	0.8%
Reading	\$1.29 M	0.2%	\$9.63 M	0.2%	\$19.63 M	0.2%	\$33.1 M	0.2%
Shelter	\$123.68 M	21.1%	\$906.79 M	21.1%	\$1.84 B	21.0%	\$3.11 B	21.1%
Tobacco	\$3.09 M	0.5%	\$19.9 M	0.5%	\$38.63 M	0.4%	\$65.9 M	0.4%
Transportation	\$105.02 M	17.9%	\$759.21 M	17.6%	\$1.54 B	17.6%	\$2.6 B	17.6%
Utilities	\$40.73 M	7.0%	\$284.66 M	6.6%	\$568.9 M	6.5%	\$963.83 M	6.5%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	12,376		63,060		112,987		198,606	
Elementary (Grade Level 0 to 8)	1,314	10.6%	4,497	7.1%	5,881	5.2%	10,854	5.5%
Some High School (Grade Level 9 to 11)	771	6.2%	2,601	4.1%	3,891	3.4%	6,937	3.5%
High School Graduate	2,736	22.1%	12,137	19.2%	19,144	16.9%	32,018	16.1%
Some College	1,828	14.8%	8,490	13.5%	13,811	12.2%	22,509	11.3%
Associate Degree Only	880	7.1%	3,623	5.7%	5,879	5.2%	9,779	4.9%
Bachelor Degree Only	2,847	23.0%	18,413	29.2%	35,912	31.8%	64,088	32.3%
Graduate Degree	2,001	16.2%	13,299	21.1%	28,468	25.2%	52,421	26.4%

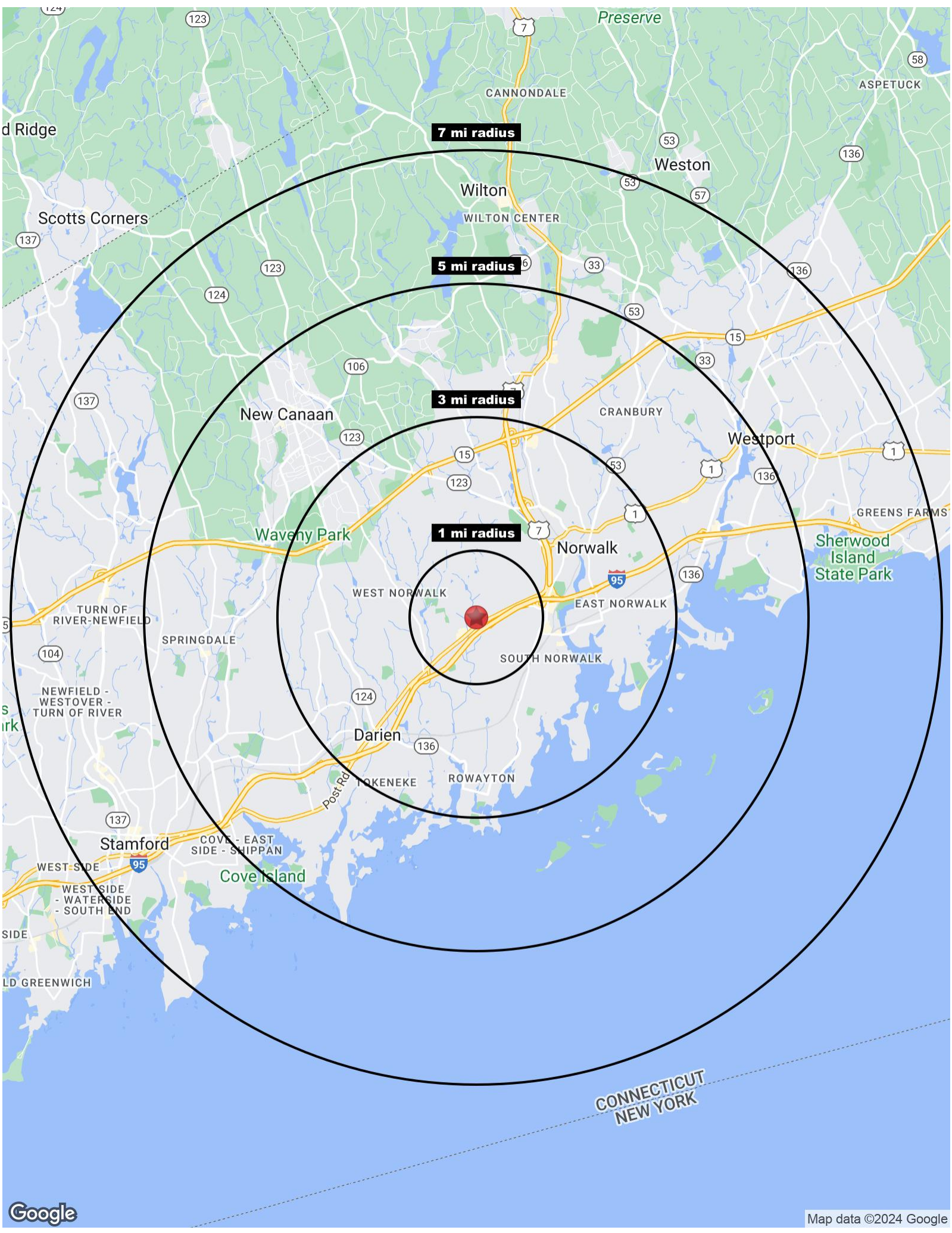
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Units In Structure (2023)									
1 Detached Unit	3,326	49.9%	17,882	56.1%	34,676	60.6%	55,419	56.6%	
1 Attached Unit	626	9.4%	2,488	7.8%	4,901	8.6%	8,989	9.2%	
2 to 4 Units	1,134	17.0%	5,495	17.2%	8,696	15.2%	15,980	16.3%	
5 to 9 Units	469	7.0%	1,889	5.9%	3,202	5.6%	5,430	5.5%	
10 to 19 Units	511	7.7%	1,822	5.7%	2,598	4.5%	4,904	5.0%	
20 to 49 Units	272	4.1%	2,069	6.5%	2,924	5.1%	5,262	5.4%	
50 or More Units	430	6.4%	3,158	9.9%	4,957	8.7%	14,736	15.1%	
Mobile Home or Trailer	18	0.3%	87	0.3%	140	0.2%	280	0.3%	
Other Structure	4	-	26	-	56	-	92	-	
Homes Built By Year (2023)									
Homes Built 2010 or later	298	4.5%	2,337	7.3%	4,169	7.3%	9,862	10.1%	
Homes Built 2000 to 2009	380	5.7%	2,993	9.4%	5,490	9.6%	9,814	10.0%	
Homes Built 1990 to 1999	528	7.9%	1,938	6.1%	3,661	6.4%	6,663	6.8%	
Homes Built 1980 to 1989	875	13.1%	3,918	12.3%	6,861	12.0%	14,226	14.5%	
Homes Built 1970 to 1979	1,265	19.0%	5,308	16.7%	9,157	16.0%	15,584	15.9%	
Homes Built 1960 to 1969	817	12.3%	4,065	12.8%	7,808	13.6%	13,939	14.2%	
Homes Built 1950 to 1959	1,231	18.5%	5,818	18.3%	10,289	18.0%	16,578	16.9%	
Homes Built Before 1949	1,396	20.9%	8,539	26.8%	14,714	25.7%	24,425	25.0%	
Home Values (2023)									
Home Values \$1,000,000 or More	197	4.7%	3,439	15.8%	9,243	23.1%	14,218	20.7%	
Home Values \$500,000 to \$999,999	928	22.1%	6,250	28.7%	13,006	32.5%	24,455	35.6%	
Home Values \$400,000 to \$499,999	1,077	25.7%	4,040	18.6%	6,593	16.5%	10,906	15.9%	
Home Values \$300,000 to \$399,999	1,110	26.4%	4,083	18.8%	5,772	14.4%	9,565	13.9%	
Home Values \$200,000 to \$299,999	604	14.4%	2,721	12.5%	3,464	8.6%	6,232	9.1%	
Home Values \$150,000 to \$199,999	77	1.8%	434	2.0%	604	1.5%	1,126	1.6%	
Home Values \$100,000 to \$149,999	23	0.5%	127	0.6%	244	0.6%	660	1.0%	
Home Values \$70,000 to \$99,999	67	1.6%	230	1.1%	351	0.9%	443	0.6%	
Home Values \$50,000 to \$69,999	7	0.2%	26	0.1%	90	0.2%	133	0.2%	
Home Values \$25,000 to \$49,999	36	0.9%	138	0.6%	224	0.6%	308	0.4%	
Home Values Under \$25,000	72	1.7%	283	1.3%	465	1.2%	698	1.0%	
Owner-Occupied Median Home Value	\$433,023		\$623,748		\$748,933		\$708,147		
Renter-Occupied Median Rent	\$1,534		\$1,554		\$1,628		\$1,672		
Transportation To Work (2023)									
Drive to Work Alone	6,545	68.6%	29,360	58.8%	48,281	55.4%	85,660	54.4%	
Drive to Work in Carpool	1,172	12.3%	4,150	8.3%	6,139	7.0%	10,538	6.7%	
Travel to Work by Public Transportation	305	3.2%	2,353	4.7%	4,645	5.3%	8,664	5.5%	
Drive to Work on Motorcycle	-	-	1	-	8	-	42	-	
Walk or Bicycle to Work	441	4.6%	1,624	3.3%	2,408	2.8%	6,064	3.9%	
Other Means	45	0.5%	577	1.2%	959	1.1%	1,955	1.2%	
Work at Home	1,037	10.9%	11,884	23.8%	24,745	28.4%	44,540	28.3%	
Travel Time (2023)									
Travel to Work in 14 Minutes or Less	2,456	25.7%	10,115	20.2%	16,747	19.2%	29,877	19.0%	
Travel to Work in 15 to 29 Minutes	3,251	34.1%	14,378	28.8%	22,343	25.6%	42,198	26.8%	
Travel to Work in 30 to 59 Minutes	2,020	21.2%	9,591	19.2%	16,011	18.4%	27,558	17.5%	
Travel to Work in 60 Minutes or More	781	8.2%	3,981	8.0%	7,340	8.4%	13,290	8.4%	
Average Minutes Travel to Work	20.8		22.4		22.6		22.5		



7 mi radius

5 mi radius

3 mi radius

1 mi radius

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