

Expanded Profile

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



Lat/Lon: 41.6667/-72.7221

3065 Berlin Turnpike Newington, CT 06111	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	7,607		72,991		200,600		344,719	
Projected Population (2028)	7,550		72,571		199,784		344,621	
Census Population (2020)	7,660		72,048		198,513		340,586	
Census Population (2010)	7,606		71,332		196,071		338,352	
Projected Annual Growth (2023 to 2028)	-57	-0.1%	-420	-0.1%	-816	-	-98	-
Historical Annual Growth (2020 to 2023)	-53	-0.2%	943	0.4%	2,087	0.4%	4,133	0.4%
Historical Annual Growth (2010 to 2020)	54	0.2%	715	0.3%	2,443	0.4%	2,234	0.2%
Estimated Population Density (2023)	2,423 psm		2,582 psm		2,555 psm		2,240 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		153.9 sq mi	
Households								
Estimated Households (2023)	3,232		28,255		80,279		138,782	
Projected Households (2028)	3,216		28,234		80,366		139,581	
Census Households (2020)	3,290		28,410		80,871		139,121	
Census Households (2010)	3,180		27,634		78,272		134,774	
Estimated Households with Children (2023)	781	24.2%	8,729	30.9%	22,586	28.1%	35,867	25.8%
Estimated Average Household Size (2023)	2.32		2.49		2.44		2.42	
Average Household Income								
Estimated Average Household Income (2023)	\$132,206		\$120,148		\$117,104		\$117,001	
Projected Average Household Income (2028)	\$144,904		\$131,177		\$127,551		\$126,953	
Estimated Average Family Income (2023)	\$160,049		\$141,320		\$139,011		\$140,062	
Median Household Income								
Estimated Median Household Income (2023)	\$102,500		\$91,481		\$89,814		\$89,433	
Projected Median Household Income (2028)	\$103,643		\$92,865		\$90,728		\$90,629	
Estimated Median Family Income (2023)	\$121,697		\$110,642		\$109,580		\$110,595	
Per Capita Income								
Estimated Per Capita Income (2023)	\$56,340		\$46,753		\$47,077		\$47,341	
Projected Per Capita Income (2028)	\$61,890		\$51,281		\$51,522		\$51,657	
Estimated Per Capita Income 5 Year Growth	\$5,550	9.9%	\$4,528	9.7%	\$4,446	9.4%	\$4,316	9.1%
Estimated Average Household Net Worth (2023)	\$1,105,959		\$1,065,963		\$999,561		\$1,048,968	
Daytime Demos (2023)								
Total Businesses	527		3,606		10,438		20,674	
Total Employees	6,704		31,883		101,668		188,676	
Company Headquarter Businesses	17	3.3%	114	3.2%	332	3.2%	637	3.1%
Company Headquarter Employees	358	5.3%	4,421	13.9%	17,413	17.1%	29,198	15.5%
Employee Population per Business	12.7		8.8		9.7		9.1	
Residential Population per Business	14.4		20.2		19.2		16.7	

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Race & Ethnicity									
White (2023)	5,627	74.0%	46,190	63.3%	128,013	63.8%	204,891	59.4%	
Black or African American (2023)	570	7.5%	6,922	9.5%	20,434	10.2%	41,233	12.0%	
American Indian or Alaska Native (2023)	8	0.1%	204	0.3%	632	0.3%	1,331	0.4%	
Asian (2023)	708	9.3%	7,135	9.8%	14,744	7.4%	24,892	7.2%	
Hawaiian or Pacific Islander (2023)	3	-	28	-	79	-	146	-	
Other Race (2023)	275	3.6%	6,436	8.8%	19,394	9.7%	41,361	12.0%	
Two or More Races (2023)	416	5.5%	6,077	8.3%	17,303	8.6%	30,864	9.0%	
Not Hispanic or Latino Population (2023)	6,843	90.0%	56,929	78.0%	154,190	76.9%	253,276	73.5%	
Hispanic or Latino Population (2023)	764	10.0%	16,062	22.0%	46,410	23.1%	91,444	26.5%	
Not Hispanic or Latino Population (2028)	6,794	90.0%	56,894	78.4%	154,129	77.1%	254,516	73.9%	
Hispanic or Latino Population (2028)	756	10.0%	15,677	21.6%	45,655	22.9%	90,105	26.1%	
Not Hispanic or Latino Population (2020)	6,862	89.6%	54,624	75.8%	148,488	74.8%	241,566	70.9%	
Hispanic or Latino Population (2020)	798	10.4%	17,423	24.2%	50,025	25.2%	99,020	29.1%	
Not Hispanic or Latino Population (2010)	7,040	92.6%	57,490	80.6%	155,596	79.4%	253,632	75.0%	
Hispanic or Latino Population (2010)	566	7.4%	13,842	19.4%	40,474	20.6%	84,721	25.0%	
Projected Hispanic Annual Growth (2023 to 2028)	-8	-0.2%	-385	-0.5%	-756	-0.3%	-1,339	-0.3%	
Historic Hispanic Annual Growth (2010 to 2023)	198	2.7%	2,220	1.2%	5,936	1.1%	6,723	0.6%	
Age Distribution (2023)									
Age Under 5	319	4.2%	3,724	5.1%	10,102	5.0%	17,878	5.2%	
Age 5 to 9 Years	354	4.7%	3,808	5.2%	10,422	5.2%	18,099	5.3%	
Age 10 to 14 Years	377	5.0%	4,110	5.6%	11,087	5.5%	19,315	5.6%	
Age 15 to 19 Years	460	6.1%	5,670	7.8%	13,576	6.8%	23,497	6.8%	
Age 20 to 24 Years	464	6.1%	6,493	8.9%	15,733	7.8%	27,808	8.1%	
Age 25 to 29 Years	439	5.8%	4,562	6.2%	13,494	6.7%	24,441	7.1%	
Age 30 to 34 Years	539	7.1%	4,793	6.6%	14,030	7.0%	24,458	7.1%	
Age 35 to 39 Years	529	7.0%	4,600	6.3%	13,122	6.5%	22,887	6.6%	
Age 40 to 44 Years	502	6.6%	4,353	6.0%	12,257	6.1%	21,340	6.2%	
Age 45 to 49 Years	418	5.5%	3,857	5.3%	10,857	5.4%	18,866	5.5%	
Age 50 to 54 Years	457	6.0%	4,228	5.8%	12,299	6.1%	20,974	6.1%	
Age 55 to 59 Years	554	7.3%	4,733	6.5%	13,529	6.7%	22,831	6.6%	
Age 60 to 64 Years	635	8.4%	4,606	6.3%	13,212	6.6%	21,998	6.4%	
Age 65 to 74 Years	928	12.2%	7,421	10.2%	19,913	9.9%	33,189	9.6%	
Age 75 to 84 Years	450	5.9%	4,262	5.8%	11,764	5.9%	18,917	5.5%	
Age 85 Years or Over	181	2.4%	1,771	2.4%	5,205	2.6%	8,222	2.4%	
Median Age	42.5		38.9		39.2		38.5		
Gender Age Distribution (2023)									
Female Population	3,997	52.6%	37,546	51.4%	103,323	51.5%	177,370	51.5%	
Age 0 to 19 Years	772	19.3%	8,547	22.8%	22,200	21.5%	38,841	21.9%	
Age 20 to 64 Years	2,331	58.3%	21,296	56.7%	59,888	58.0%	103,925	58.6%	
Age 65 Years or Over	895	22.4%	7,702	20.5%	21,235	20.6%	34,603	19.5%	
Female Median Age	44.0		40.4		40.8		40.0		
Male Population	3,609	47.4%	35,445	48.6%	97,277	48.5%	167,350	48.5%	
Age 0 to 19 Years	739	20.5%	8,765	24.7%	22,986	23.6%	39,948	23.9%	
Age 20 to 64 Years	2,207	61.1%	20,928	59.0%	58,645	60.3%	101,677	60.8%	
Age 65 Years or Over	664	18.4%	5,752	16.2%	15,646	16.1%	25,724	15.4%	
Male Median Age	40.8		37.3		37.7		37.1		

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Household Income Distribution (2023)								
HH Income \$200,000 or More	417	12.9%	3,703	13.1%	9,449	11.8%	18,045	13.0%
HH Income \$150,000 to \$199,999	507	15.7%	3,293	11.7%	8,947	11.1%	14,866	10.7%
HH Income \$100,000 to \$149,999	710	22.0%	5,094	18.0%	15,582	19.4%	24,549	17.7%
HH Income \$75,000 to \$99,999	472	14.6%	3,862	13.7%	10,896	13.6%	16,999	12.2%
HH Income \$50,000 to \$74,999	343	10.6%	3,916	13.9%	11,529	14.4%	19,217	13.8%
HH Income \$35,000 to \$49,999	318	9.8%	2,360	8.4%	7,332	9.1%	12,586	9.1%
HH Income \$25,000 to \$34,999	108	3.3%	1,780	6.3%	5,121	6.4%	10,019	7.2%
HH Income \$15,000 to \$24,999	87	2.7%	1,784	6.3%	5,064	6.3%	9,084	6.5%
HH Income Under \$15,000	271	8.4%	2,461	8.7%	6,359	7.9%	13,416	9.7%
HH Income \$35,000 or More	2,766	85.6%	22,229	78.7%	63,735	79.4%	106,263	76.6%
HH Income \$75,000 or More	2,106	65.2%	15,953	56.5%	44,874	55.9%	74,460	53.7%
Housing (2023)								
Total Housing Units	3,399		30,133		85,575		148,509	
Housing Units Occupied	3,232	95.1%	28,255	93.8%	80,279	93.8%	138,782	93.5%
Housing Units Owner-Occupied	2,114	65.4%	17,668	62.5%	50,731	63.2%	85,314	61.5%
Housing Units, Renter-Occupied	1,118	34.6%	10,586	37.5%	29,547	36.8%	53,468	38.5%
Housing Units, Vacant	167	5.2%	1,879	6.6%	5,296	6.6%	9,727	7.0%
Marital Status (2023)								
Never Married	2,286	34.9%	24,539	40.0%	65,597	38.8%	118,884	41.1%
Currently Married	2,856	43.6%	25,033	40.8%	69,970	41.4%	113,764	39.3%
Separated	150	2.3%	2,267	3.7%	6,346	3.8%	11,420	3.9%
Widowed	425	6.5%	3,572	5.8%	10,115	6.0%	15,913	5.5%
Divorced	839	12.8%	5,938	9.7%	16,961	10.0%	29,447	10.2%
Household Type (2023)								
Population Family	6,028	79.2%	57,052	78.2%	157,655	78.6%	269,802	78.3%
Population Non-Family	1,458	19.2%	13,334	18.3%	38,500	19.2%	66,510	19.3%
Population Group Quarters	120	1.6%	2,605	3.6%	4,445	2.2%	8,408	2.4%
Family Households	2,014	62.3%	17,829	63.1%	50,007	62.3%	85,472	61.6%
Non-Family Households	1,218	37.7%	10,426	36.9%	30,271	37.7%	53,310	38.4%
Married Couple with Children	571	20.0%	5,881	23.5%	14,698	21.0%	20,535	18.1%
Average Family Household Size	3.0		3.2		3.2		3.2	
Household Size (2023)								
1 Person Households	999	30.9%	8,609	30.5%	24,973	31.1%	43,722	31.5%
2 Person Households	1,070	33.1%	8,722	30.9%	25,922	32.3%	44,049	31.7%
3 Person Households	548	16.9%	4,677	16.6%	12,754	15.9%	21,748	15.7%
4 Person Households	416	12.9%	3,925	13.9%	10,277	12.8%	17,526	12.6%
5 Person Households	152	4.7%	1,530	5.4%	4,198	5.2%	7,523	5.4%
6 or More Person Households	46	1.4%	791	2.8%	2,156	2.7%	4,213	3.0%
Household Vehicles (2023)								
Households with 0 Vehicles Available	316	9.8%	3,414	12.1%	9,333	11.6%	16,874	12.2%
Households with 1 Vehicles Available	1,198	37.1%	10,442	37.0%	30,149	37.6%	52,866	38.1%
Households with 2 or More Vehicles Available	1,718	53.2%	14,399	51.0%	40,796	50.8%	69,041	49.7%
Total Vehicles Available	5,221		45,865		130,269		220,735	
Average Vehicles Per Household	1.6		1.6		1.6		1.6	

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Labor Force (2023)								
Estimated Labor Population Age 16 Years or Over	6,480		60,500		166,636		285,338	
Estimated Civilian Employed	4,203	64.9%	37,711	62.3%	106,037	63.6%	181,120	63.5%
Estimated Civilian Unemployed	91	1.4%	1,455	2.4%	4,615	2.8%	8,472	3.0%
Estimated in Armed Forces	-	-	69	0.1%	150	-	293	0.1%
Estimated Not in Labor Force	2,187	33.8%	21,266	35.1%	55,834	33.5%	95,453	33.5%
Unemployment Rate	1.4%		2.4%		2.8%		3.0%	
Occupation (2023)								
Occupation: Population Age 16 Years or Over	4,203		37,708		106,017		181,100	
Management, Business, Financial Operations	1,133	26.9%	7,003	18.6%	17,943	16.9%	31,238	17.2%
Professional, Related	1,158	27.5%	9,208	24.4%	27,097	25.6%	48,081	26.5%
Service	521	12.4%	6,868	18.2%	19,291	18.2%	32,458	17.9%
Sales, Office	941	22.4%	7,611	20.2%	21,948	20.7%	35,922	19.8%
Farming, Fishing, Forestry	-	-	6	-	90	-	182	0.1%
Construct, Extraction, Maintenance	85	2.0%	2,222	5.9%	6,136	5.8%	10,300	5.7%
Production, Transport Material Moving	365	8.7%	4,789	12.7%	13,512	12.7%	22,919	12.7%
White Collar Workers	3,231	76.9%	23,823	63.2%	66,988	63.2%	115,241	63.6%
Blue Collar Workers	971	23.1%	13,886	36.8%	39,029	36.8%	65,859	36.4%
Consumer Expenditure (2023)								
Total Household Expenditure	\$280.09 M		\$2.27 B		\$6.29 B		\$10.85 B	
Total Non-Retail Expenditure	\$148.63 M	53.1%	\$1.2 B	53.1%	\$3.34 B	53.0%	\$5.76 B	53.1%
Total Retail Expenditure	\$131.46 M	46.9%	\$1.06 B	46.9%	\$2.96 B	47.0%	\$5.08 B	46.9%
Apparel	\$10.08 M	3.6%	\$81.35 M	3.6%	\$224.97 M	3.6%	\$388.77 M	3.6%
Contributions	\$9.65 M	3.4%	\$77.76 M	3.4%	\$213.91 M	3.4%	\$371.62 M	3.4%
Education	\$9.46 M	3.4%	\$75.67 M	3.3%	\$205.38 M	3.3%	\$360.5 M	3.3%
Entertainment	\$16.27 M	5.8%	\$130.72 M	5.8%	\$361.89 M	5.8%	\$624.19 M	5.8%
Food and Beverages	\$40.71 M	14.5%	\$329.8 M	14.6%	\$917.88 M	14.6%	\$1.58 B	14.6%
Furnishings and Equipment	\$10.06 M	3.6%	\$80.9 M	3.6%	\$224.33 M	3.6%	\$386.52 M	3.6%
Gifts	\$7.2 M	2.6%	\$58.96 M	2.6%	\$161.97 M	2.6%	\$282.96 M	2.6%
Health Care	\$22.95 M	8.2%	\$186.44 M	8.2%	\$521.17 M	8.3%	\$893.41 M	8.2%
Household Operations	\$11.22 M	4.0%	\$90.63 M	4.0%	\$250.8 M	4.0%	\$433.48 M	4.0%
Miscellaneous Expenses	\$5.36 M	1.9%	\$43.23 M	1.9%	\$119.99 M	1.9%	\$206.81 M	1.9%
Personal Care	\$3.77 M	1.3%	\$30.46 M	1.3%	\$84.68 M	1.3%	\$145.8 M	1.3%
Personal Insurance	\$2.1 M	0.7%	\$16.77 M	0.7%	\$46.21 M	0.7%	\$79.92 M	0.7%
Reading	\$619.36 K	0.2%	\$5 M	0.2%	\$13.87 M	0.2%	\$23.91 M	0.2%
Shelter	\$59 M	21.1%	\$477.96 M	21.1%	\$1.33 B	21.1%	\$2.29 B	21.1%
Tobacco	\$1.49 M	0.5%	\$12.31 M	0.5%	\$34.79 M	0.6%	\$59.53 M	0.5%
Transportation	\$50.57 M	18.1%	\$407.85 M	18.0%	\$1.14 B	18.1%	\$1.95 B	18.0%
Utilities	\$19.58 M	7.0%	\$159.9 M	7.1%	\$447.49 M	7.1%	\$768.01 M	7.1%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	5,633		49,186		139,681		238,123	
Elementary (Grade Level 0 to 8)	252	4.5%	2,429	4.9%	7,809	5.6%	15,955	6.7%
Some High School (Grade Level 9 to 11)	162	2.9%	2,925	5.9%	7,692	5.5%	14,840	6.2%
High School Graduate	1,060	18.8%	12,901	26.2%	38,297	27.4%	61,534	25.8%
Some College	959	17.0%	7,962	16.2%	22,156	15.9%	36,299	15.2%
Associate Degree Only	540	9.6%	4,385	8.9%	11,541	8.3%	17,969	7.5%
Bachelor Degree Only	1,426	25.3%	10,360	21.1%	29,625	21.2%	50,887	21.4%
Graduate Degree	1,234	21.9%	8,224	16.7%	22,562	16.2%	40,639	17.1%

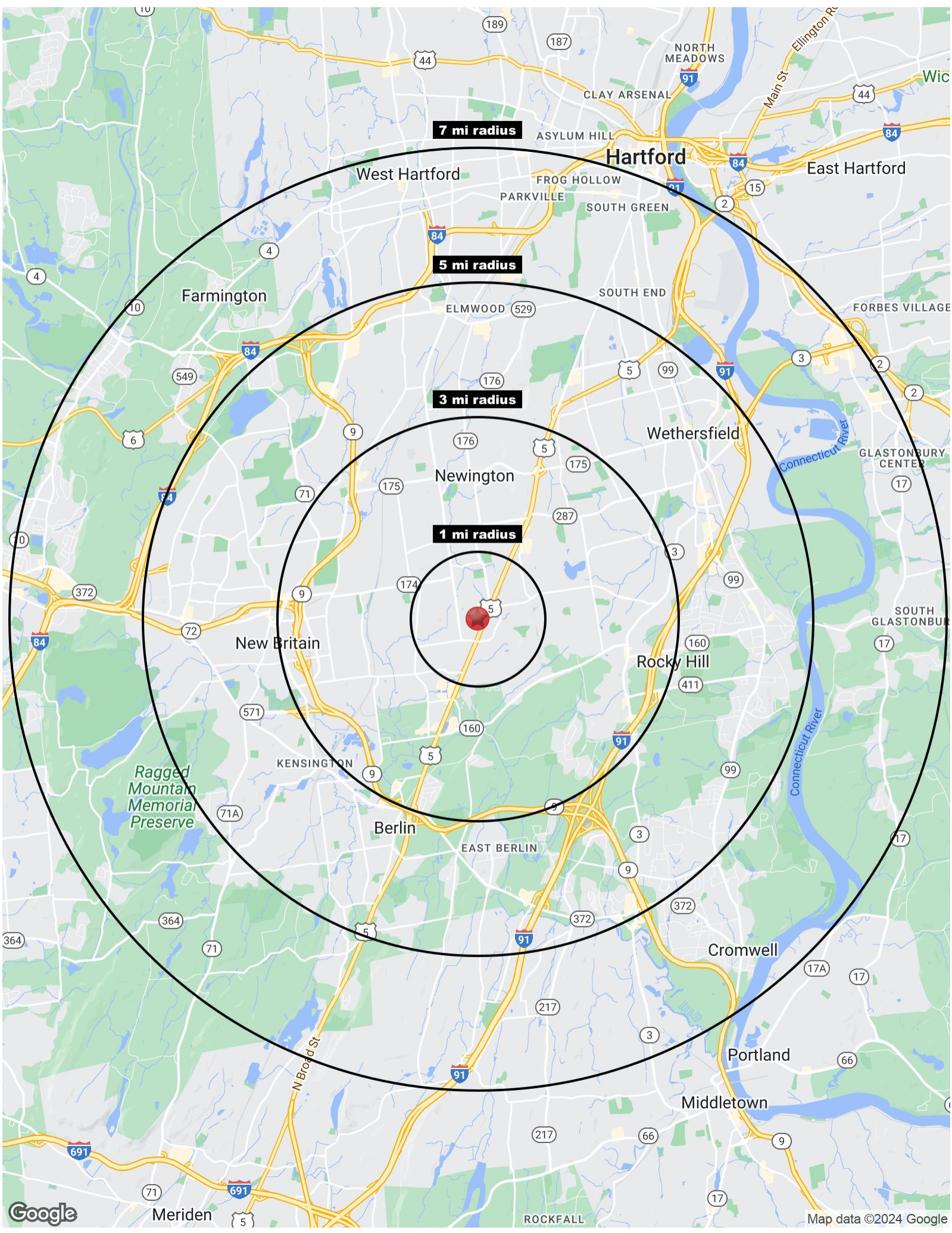
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Units In Structure (2023)									
1 Detached Unit	1,628	51.2%	15,040	54.4%	43,634	55.7%	72,465	53.8%	
1 Attached Unit	480	15.1%	2,155	7.8%	6,027	7.7%	9,563	7.1%	
2 to 4 Units	374	11.8%	5,041	18.2%	14,803	18.9%	27,403	20.3%	
5 to 9 Units	253	8.0%	1,616	5.8%	4,417	5.6%	7,814	5.8%	
10 to 19 Units	268	8.4%	1,228	4.4%	3,228	4.1%	6,095	4.5%	
20 to 49 Units	64	2.0%	1,055	3.8%	2,874	3.7%	5,793	4.3%	
50 or More Units	150	4.7%	1,947	7.0%	4,892	6.2%	8,778	6.5%	
Mobile Home or Trailer	10	0.3%	129	0.5%	283	0.4%	688	0.5%	
Other Structure	4	0.1%	45	0.2%	121	0.2%	182	0.1%	
Homes Built By Year (2023)									
Homes Built 2010 or later	67	2.1%	813	2.9%	2,872	3.7%	4,796	3.6%	
Homes Built 2000 to 2009	205	6.5%	1,772	6.4%	3,959	5.1%	7,060	5.2%	
Homes Built 1990 to 1999	445	14.0%	2,333	8.4%	5,209	6.7%	9,750	7.2%	
Homes Built 1980 to 1989	529	16.6%	4,086	14.8%	9,609	12.3%	16,253	12.1%	
Homes Built 1970 to 1979	831	26.1%	4,229	15.3%	11,340	14.5%	17,986	13.3%	
Homes Built 1960 to 1969	491	15.4%	4,401	15.9%	11,506	14.7%	17,951	13.3%	
Homes Built 1950 to 1959	457	14.4%	5,027	18.2%	16,163	20.6%	24,287	18.0%	
Homes Built Before 1949	208	6.5%	5,594	20.2%	19,621	25.1%	40,698	30.2%	
Home Values (2023)									
Home Values \$1,000,000 or More	7	0.3%	124	0.7%	319	0.6%	701	0.8%	
Home Values \$500,000 to \$999,999	88	4.2%	961	5.4%	2,680	5.3%	6,148	7.2%	
Home Values \$400,000 to \$499,999	233	11.0%	1,936	11.0%	4,149	8.2%	8,414	9.9%	
Home Values \$300,000 to \$399,999	548	25.9%	3,441	19.5%	9,427	18.6%	17,088	20.0%	
Home Values \$200,000 to \$299,999	808	38.2%	6,539	37.0%	18,777	37.0%	29,209	34.2%	
Home Values \$150,000 to \$199,999	229	10.8%	2,699	15.3%	8,564	16.9%	12,588	14.8%	
Home Values \$100,000 to \$149,999	105	5.0%	1,044	5.9%	3,847	7.6%	6,067	7.1%	
Home Values \$70,000 to \$99,999	64	3.0%	318	1.8%	1,000	2.0%	1,526	1.8%	
Home Values \$50,000 to \$69,999	4	0.2%	143	0.8%	341	0.7%	684	0.8%	
Home Values \$25,000 to \$49,999	8	0.4%	131	0.7%	463	0.9%	1,059	1.2%	
Home Values Under \$25,000	19	0.9%	333	1.9%	1,164	2.3%	1,831	2.1%	
Owner-Occupied Median Home Value	\$284,135		\$267,265		\$253,750		\$269,210		
Renter-Occupied Median Rent	\$1,106		\$1,077		\$1,063		\$1,063		
Transportation To Work (2023)									
Drive to Work Alone	2,819	67.1%	25,653	68.0%	73,253	69.1%	121,552	67.1%	
Drive to Work in Carpool	314	7.5%	2,851	7.6%	7,875	7.4%	14,136	7.8%	
Travel to Work by Public Transportation	28	0.7%	711	1.9%	2,005	1.9%	5,609	3.1%	
Drive to Work on Motorcycle	1	-	4	-	6	-	24	-	
Walk or Bicycle to Work	30	0.7%	498	1.3%	1,800	1.7%	3,713	2.1%	
Other Means	25	0.6%	396	1.1%	1,391	1.3%	1,973	1.1%	
Work at Home	986	23.5%	7,594	20.1%	19,687	18.6%	34,094	18.8%	
Travel Time (2023)									
Travel to Work in 14 Minutes or Less	790	18.8%	8,658	23.0%	27,634	26.1%	45,785	25.3%	
Travel to Work in 15 to 29 Minutes	1,568	37.3%	14,605	38.7%	39,373	37.1%	67,810	37.4%	
Travel to Work in 30 to 59 Minutes	727	17.3%	5,811	15.4%	16,572	15.6%	28,179	15.6%	
Travel to Work in 60 Minutes or More	132	3.1%	1,040	2.8%	2,750	2.6%	5,232	2.9%	
Average Minutes Travel to Work	20.9		19.0		18.6		18.9		



7 mi radius

5 mi radius

3 mi radius

1 mi radius

Hartford

West Hartford

East Hartford

Farmington

Wethersfield

Newington

New Britain

Rocky Hill

Ragged Mountain Memorial Preserve

Berlin

Cromwell

Portland

Middletown

Meriden

ROCKFALL