



Community Profile

Rings: 1, 3, 5 mile radii

3168 Berlin Turnpike, Newington, CT 06111,

Latitude: 41.6628

Longitude: -72.71912

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	6,826	62,758	190,688
2020 Total Population	6,831	63,734	194,555
2020 Group Quarters	105	697	4,423
2023 Total Population	6,750	62,948	193,820
2023 Group Quarters	105	729	4,423
2028 Total Population	7,109	62,696	193,197
2023-2028 Annual Rate	1.04%	-0.08%	-0.06%
2023 Total Daytime Population	11,664	68,933	198,717
Workers	8,429	37,776	102,623
Residents	3,235	31,157	96,094
Household Summary			
2010 Households	2,990	24,985	76,738
2010 Average Household Size	2.25	2.48	2.42
2020 Total Households	3,073	25,716	79,577
2020 Average Household Size	2.19	2.45	2.39
2023 Total Households	3,057	25,648	80,169
2023 Average Household Size	2.17	2.43	2.36
2028 Total Households	3,259	25,874	81,064
2028 Average Household Size	2.15	2.39	2.33
2023-2028 Annual Rate	1.29%	0.18%	0.22%
2010 Families	1,876	16,193	47,893
2010 Average Family Size	2.86	3.06	3.05
2023 Families	1,852	16,117	48,334
2023 Average Family Size	2.83	3.06	3.04
2028 Families	1,978	16,231	48,774
2028 Average Family Size	2.79	3.02	3.00
2023-2028 Annual Rate	1.33%	0.14%	0.18%
Housing Unit Summary			
2000 Housing Units	2,779	24,636	78,333
Owner Occupied Housing Units	70.9%	63.9%	60.0%
Renter Occupied Housing Units	26.7%	31.4%	35.2%
Vacant Housing Units	2.4%	4.7%	4.8%
2010 Housing Units	3,119	26,639	82,103
Owner Occupied Housing Units	69.7%	62.8%	60.2%
Renter Occupied Housing Units	26.1%	31.0%	33.3%
Vacant Housing Units	4.1%	6.2%	6.5%
2020 Housing Units	3,194	27,201	84,214
Vacant Housing Units	3.8%	5.5%	5.5%
2023 Housing Units	3,176	27,152	84,905
Owner Occupied Housing Units	69.5%	60.5%	58.0%
Renter Occupied Housing Units	26.7%	33.9%	36.4%
Vacant Housing Units	3.7%	5.5%	5.6%
2028 Housing Units	3,385	27,444	85,870
Owner Occupied Housing Units	66.3%	60.5%	58.3%
Renter Occupied Housing Units	29.9%	33.8%	36.1%
Vacant Housing Units	3.7%	5.7%	5.6%
Median Household Income			
2023	\$90,472	\$79,901	\$76,624
2028	\$101,791	\$87,513	\$83,618
Median Home Value			
2023	\$317,050	\$292,306	\$273,069
2028	\$327,448	\$298,241	\$277,564
Per Capita Income			
2023	\$51,544	\$44,557	\$42,877
2028	\$59,791	\$50,700	\$48,647
Median Age			
2010	43.6	40.5	39.5
2023	46.6	42.2	41.4
2028	47.3	43.2	42.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	3,057	25,648	80,169
<\$15,000	5.9%	8.2%	8.6%
\$15,000 - \$24,999	4.3%	7.0%	7.1%
\$25,000 - \$34,999	4.1%	6.6%	6.7%
\$35,000 - \$49,999	9.9%	8.8%	9.9%
\$50,000 - \$74,999	15.1%	16.0%	16.6%
\$75,000 - \$99,999	15.6%	13.8%	13.2%
\$100,000 - \$149,999	21.1%	18.6%	19.2%
\$150,000 - \$199,999	13.8%	10.9%	10.1%
\$200,000+	10.2%	10.2%	8.6%
Average Household Income	\$117,389	\$109,187	\$103,381
2028 Households by Income			
Household Income Base	3,259	25,874	81,064
<\$15,000	5.4%	7.8%	8.1%
\$15,000 - \$24,999	3.5%	6.1%	6.2%
\$25,000 - \$34,999	3.5%	5.8%	6.0%
\$35,000 - \$49,999	8.0%	7.7%	8.8%
\$50,000 - \$74,999	14.0%	15.2%	15.8%
\$75,000 - \$99,999	14.4%	13.1%	12.7%
\$100,000 - \$149,999	21.8%	19.3%	20.5%
\$150,000 - \$199,999	16.6%	13.1%	12.1%
\$200,000+	12.8%	11.9%	10.0%
Average Household Income	\$134,378	\$122,644	\$115,652
2023 Owner Occupied Housing Units by Value			
Total	2,208	16,433	49,247
<\$50,000	0.7%	2.1%	3.6%
\$50,000 - \$99,999	1.8%	1.5%	2.1%
\$100,000 - \$149,999	2.3%	3.4%	5.5%
\$150,000 - \$199,999	5.8%	9.6%	12.0%
\$200,000 - \$249,999	13.0%	16.6%	17.1%
\$250,000 - \$299,999	21.2%	19.8%	21.0%
\$300,000 - \$399,999	31.5%	25.4%	22.0%
\$400,000 - \$499,999	16.7%	14.6%	10.4%
\$500,000 - \$749,999	6.6%	5.7%	5.2%
\$750,000 - \$999,999	0.3%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.5%	0.3%
Average Home Value	\$336,804	\$323,565	\$297,149
2028 Owner Occupied Housing Units by Value			
Total	2,245	16,607	50,104
<\$50,000	0.6%	2.1%	3.5%
\$50,000 - \$99,999	1.6%	1.4%	2.1%
\$100,000 - \$149,999	2.1%	3.3%	5.4%
\$150,000 - \$199,999	5.4%	9.2%	11.6%
\$200,000 - \$249,999	12.3%	15.8%	16.4%
\$250,000 - \$299,999	19.8%	18.8%	20.1%
\$300,000 - \$399,999	30.0%	24.2%	21.3%
\$400,000 - \$499,999	19.4%	16.6%	12.0%
\$500,000 - \$749,999	8.0%	6.7%	6.2%
\$750,000 - \$999,999	0.4%	0.9%	0.8%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.6%	0.4%
Average Home Value	\$348,453	\$336,219	\$307,932

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	6,827	62,759	190,684
0 - 4	4.6%	5.7%	5.7%
5 - 9	5.6%	6.0%	5.8%
10 - 14	5.9%	6.6%	6.2%
15 - 24	10.6%	12.8%	13.5%
25 - 34	11.7%	12.3%	13.4%
35 - 44	13.7%	12.8%	12.8%
45 - 54	15.6%	15.3%	14.9%
55 - 64	14.6%	12.5%	12.3%
65 - 74	9.2%	7.6%	7.0%
75 - 84	5.5%	5.6%	5.4%
85 +	3.0%	3.0%	3.2%
18 +	80.3%	77.8%	78.5%
2023 Population by Age			
Total	6,750	62,949	193,819
0 - 4	3.9%	4.9%	4.9%
5 - 9	4.7%	5.4%	5.2%
10 - 14	5.3%	5.9%	5.6%
15 - 24	8.8%	11.6%	12.3%
25 - 34	11.3%	13.0%	13.5%
35 - 44	14.1%	12.8%	13.2%
45 - 54	13.3%	12.2%	12.0%
55 - 64	14.4%	13.5%	13.3%
65 - 74	13.7%	11.3%	11.1%
75 - 84	7.7%	6.4%	6.0%
85 +	2.9%	3.0%	2.9%
18 +	82.9%	80.3%	80.8%
2028 Population by Age			
Total	7,108	62,697	193,197
0 - 4	3.8%	4.9%	5.0%
5 - 9	4.6%	5.2%	5.1%
10 - 14	5.2%	5.6%	5.4%
15 - 24	8.3%	10.7%	11.6%
25 - 34	9.5%	11.8%	12.7%
35 - 44	15.3%	14.2%	13.9%
45 - 54	13.4%	12.1%	12.1%
55 - 64	14.2%	12.6%	12.2%
65 - 74	12.9%	11.9%	11.6%
75 - 84	9.7%	7.8%	7.4%
85 +	3.2%	3.2%	3.0%
18 +	83.5%	81.0%	81.4%
2010 Population by Sex			
Males	3,183	30,173	91,544
Females	3,644	32,585	99,144
2023 Population by Sex			
Males	3,188	30,514	93,708
Females	3,562	32,434	100,112
2028 Population by Sex			
Males	3,361	30,321	93,258
Females	3,749	32,375	99,939

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2023



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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	6,826	62,759	190,689
White Alone	84.3%	78.6%	76.4%
Black Alone	4.4%	6.9%	7.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.9%	5.3%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	6.4%	8.3%
Two or More Races	2.3%	2.6%	2.8%
Hispanic Origin	7.0%	17.0%	19.7%
Diversity Index	37.6	54.8	59.1
2020 Population by Race/Ethnicity			
Total	6,831	63,734	194,555
White Alone	74.8%	64.7%	62.8%
Black Alone	5.3%	7.6%	8.9%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	8.7%	8.3%	6.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.2%	9.3%	11.2%
Two or More Races	6.9%	9.8%	10.3%
Hispanic Origin	9.9%	21.5%	24.3%
Diversity Index	52.6	70.2	72.8
2023 Population by Race/Ethnicity			
Total	6,750	62,948	193,821
White Alone	73.0%	62.9%	61.0%
Black Alone	5.8%	8.0%	9.4%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	9.0%	8.5%	6.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.7%	10.0%	11.9%
Two or More Races	7.4%	10.3%	10.7%
Hispanic Origin	10.9%	22.9%	25.7%
Diversity Index	55.5	72.2	74.6
2028 Population by Race/Ethnicity			
Total	7,109	62,696	193,196
White Alone	69.7%	59.9%	58.0%
Black Alone	6.6%	8.5%	9.9%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	9.7%	9.0%	6.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.3%	11.0%	13.1%
Two or More Races	8.6%	11.2%	11.6%
Hispanic Origin	12.6%	24.6%	27.6%
Diversity Index	60.2	74.9	77.1
2010 Population by Relationship and Household Type			
Total	6,826	62,758	190,687
In Households	98.5%	98.7%	97.3%
In Family Households	79.9%	81.1%	78.6%
Householder	26.6%	25.9%	25.1%
Spouse	20.3%	18.6%	17.5%
Child	28.6%	30.8%	29.7%
Other relative	3.1%	3.8%	4.1%
Nonrelative	1.2%	2.1%	2.2%
In Nonfamily Households	18.6%	17.5%	18.6%
In Group Quarters	1.5%	1.3%	2.7%
Institutionalized Population	1.5%	0.8%	1.1%
Noninstitutionalized Population	0.0%	0.6%	1.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2023 Population 25+ by Educational Attainment			
Total	5,217	45,481	139,482
Less than 9th Grade	4.0%	4.0%	4.9%
9th - 12th Grade, No Diploma	2.6%	5.3%	5.3%
High School Graduate	16.8%	22.8%	25.0%
GED/Alternative Credential	2.2%	3.6%	3.5%
Some College, No Degree	16.4%	14.4%	14.5%
Associate Degree	10.0%	9.6%	8.7%
Bachelor's Degree	25.7%	23.0%	22.3%
Graduate/Professional Degree	22.2%	17.3%	15.8%
2023 Population 15+ by Marital Status			
Total	5,810	52,806	163,300
Never Married	34.1%	35.7%	38.2%
Married	46.6%	48.4%	45.8%
Widowed	6.5%	6.1%	5.8%
Divorced	12.8%	9.8%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,648	33,523	103,979
Population 16+ Employed	98.0%	96.5%	95.7%
Population 16+ Unemployment rate	2.0%	3.5%	4.3%
Population 16-24 Employed	8.4%	13.0%	12.6%
Population 16-24 Unemployment rate	9.1%	9.5%	10.6%
Population 25-54 Employed	66.4%	61.4%	62.4%
Population 25-54 Unemployment rate	1.0%	2.2%	3.0%
Population 55-64 Employed	17.2%	17.6%	17.4%
Population 55-64 Unemployment rate	0.5%	2.2%	3.5%
Population 65+ Employed	8.1%	8.0%	7.7%
Population 65+ Unemployment rate	5.2%	5.6%	5.7%
2023 Employed Population 16+ by Industry			
Total	3,575	32,364	99,522
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	1.0%	4.8%	5.1%
Manufacturing	16.5%	13.3%	13.0%
Wholesale Trade	1.2%	1.3%	1.3%
Retail Trade	10.2%	10.1%	10.7%
Transportation/Utilities	6.0%	4.5%	5.3%
Information	0.9%	1.2%	1.5%
Finance/Insurance/Real Estate	12.0%	10.8%	9.4%
Services	47.7%	49.7%	49.5%
Public Administration	4.5%	4.2%	4.1%
2023 Employed Population 16+ by Occupation			
Total	3,575	32,362	99,524
White Collar	79.0%	65.5%	63.2%
Management/Business/Financial	30.2%	19.8%	17.0%
Professional	28.5%	26.9%	26.3%
Sales	8.1%	8.8%	9.0%
Administrative Support	12.3%	9.9%	10.9%
Services	10.3%	16.4%	17.7%
Blue Collar	10.7%	18.2%	19.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.1%	3.6%	3.6%
Installation/Maintenance/Repair	0.8%	2.2%	2.3%
Production	6.0%	7.2%	7.1%
Transportation/Material Moving	2.7%	5.3%	6.1%

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August 01, 2023



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2010 Households by Type			
Total	2,990	24,985	76,736
Households with 1 Person	30.9%	28.4%	30.5%
Households with 2+ People	69.1%	71.6%	69.5%
Family Households	62.7%	64.8%	62.4%
Husband-wife Families	47.8%	46.8%	43.5%
With Related Children	20.0%	20.0%	18.2%
Other Family (No Spouse Present)	14.9%	18.1%	18.9%
Other Family with Male Householder	3.2%	4.4%	4.6%
With Related Children	1.7%	2.2%	2.2%
Other Family with Female Householder	11.7%	13.7%	14.4%
With Related Children	6.1%	8.4%	8.8%
Nonfamily Households	6.4%	6.8%	7.1%
All Households with Children	27.9%	30.9%	29.6%
Multigenerational Households	3.3%	3.9%	3.8%
Unmarried Partner Households	6.3%	6.9%	7.3%
Male-female	5.6%	6.2%	6.5%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	2,989	24,985	76,736
1 Person Household	30.9%	28.4%	30.5%
2 Person Household	33.9%	32.0%	31.8%
3 Person Household	15.9%	16.6%	16.2%
4 Person Household	13.1%	14.4%	13.2%
5 Person Household	4.5%	5.7%	5.4%
6 Person Household	1.2%	1.9%	1.9%
7 + Person Household	0.5%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,989	24,985	76,737
Owner Occupied	72.8%	66.9%	64.4%
Owned with a Mortgage/Loan	50.9%	46.3%	45.1%
Owned Free and Clear	21.9%	20.6%	19.3%
Renter Occupied	27.2%	33.1%	35.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	93	90	91
Percent of Income for Mortgage	21.1%	22.0%	21.4%
Wealth Index	120	116	102
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,119	26,639	82,103
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	6,826	62,758	190,688
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Parks and Rec (5C)	Front Porches (8E)
3.	Midlife Constants (5E)	Front Porches (8E)	Comfortable Empty Nesters (5A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,100,146	\$57,657,396	\$172,272,995
Average Spent	\$2,322.59	\$2,248.03	\$2,148.87
Spending Potential Index	106	102	98
Education: Total \$	\$6,550,583	\$51,652,016	\$153,772,884
Average Spent	\$2,142.81	\$2,013.88	\$1,918.11
Spending Potential Index	119	112	107
Entertainment/Recreation: Total \$	\$12,593,294	\$96,926,404	\$287,091,338
Average Spent	\$4,119.49	\$3,779.10	\$3,581.08
Spending Potential Index	109	100	95
Food at Home: Total \$	\$21,968,029	\$176,986,203	\$529,468,596
Average Spent	\$7,186.14	\$6,900.58	\$6,604.41
Spending Potential Index	106	101	97
Food Away from Home: Total \$	\$11,930,322	\$96,163,409	\$286,071,862
Average Spent	\$3,902.62	\$3,749.35	\$3,568.36
Spending Potential Index	105	101	96
Health Care: Total \$	\$24,662,750	\$186,086,684	\$550,189,866
Average Spent	\$8,067.63	\$7,255.41	\$6,862.88
Spending Potential Index	110	99	93
HH Furnishings & Equipment: Total \$	\$9,837,038	\$76,577,522	\$226,363,284
Average Spent	\$3,217.87	\$2,985.71	\$2,823.58
Spending Potential Index	109	101	96
Personal Care Products & Services: Total \$	\$3,172,983	\$25,188,842	\$74,926,342
Average Spent	\$1,037.94	\$982.10	\$934.60
Spending Potential Index	109	103	98
Shelter: Total \$	\$81,508,747	\$657,925,122	\$1,961,623,359
Average Spent	\$26,662.99	\$25,652.10	\$24,468.60
Spending Potential Index	108	104	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,088,465	\$81,180,999	\$238,098,615
Average Spent	\$3,627.24	\$3,165.20	\$2,969.96
Spending Potential Index	116	101	95
Travel: Total \$	\$7,626,055	\$58,586,447	\$172,066,793
Average Spent	\$2,494.62	\$2,284.25	\$2,146.30
Spending Potential Index	111	102	95
Vehicle Maintenance & Repairs: Total \$	\$4,212,938	\$33,104,790	\$98,705,142
Average Spent	\$1,378.13	\$1,290.74	\$1,231.21
Spending Potential Index	105	99	94

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.