

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 41.273906, -72.831206

12-Apr-2021

100340-Branhaven Plaza

Branford, CT

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2020 Estimated Population	8,680	41,391	104,807	364,907
	2020 Daytime Population	8,322	38,532	104,567	447,412
	2025 Population Forecast	8,797	41,862	106,214	371,257
	2010 Census Population	8,646	42,219	106,789	365,649
	2000 Census Population	8,804	41,788	101,769	350,370
	1990 Census Population	8,377	39,732	96,723	348,520
	Historical Annual Growth, 1990 to 2000	0.50%	0.51%	0.51%	0.05%
	Historical Annual Growth, 2000 to 2010	-0.18%	0.10%	0.48%	0.43%
	Estimated Annual Growth, 2010 to 2020	0.04%	-0.18%	-0.17%	-0.02%
	Projected Annual Growth, 2020 to 2025	0.27%	0.23%	0.27%	0.35%
HOUSEHOLDS	2020 Estimated Households	4,022	18,145	42,847	143,695
	2025 Households Forecast	4,078	18,357	43,409	146,429
	2010 Census Households	4,008	18,492	43,698	143,632
	2000 Census Households	3,938	17,977	41,625	138,348
	1990 Census Households	3,688	16,638	39,500	133,599
	Historical Annual Growth, 1990 to 2000	0.66%	0.78%	0.53%	0.35%
	Historical Annual Growth, 2000 to 2010	0.18%	0.28%	0.49%	0.38%
	Estimated Annual Growth, 2010 to 2020	0.03%	-0.18%	-0.18%	0.00%
	Projected Annual Growth, 2020 to 2025	0.28%	0.23%	0.26%	0.38%
	2020 % Households With Children	17%	20%	26%	25%
2020 Persons per Household	2.13	2.25	2.42	2.42	
INCOME 2020	HH Income \$500,000 or more	0.95%	1.27%	0.93%	1.08%
	HH Income \$250,000 to \$499,999	1.08%	1.53%	1.12%	1.29%
	HH Income \$200,000 to \$249,999	2.58%	3.58%	2.62%	3.03%
	HH Income \$175,000 to \$199,999	3.76%	4.59%	4.06%	5.76%
	HH Income \$150,000 to \$174,999	5.34%	5.64%	4.61%	5.44%
	HH Income \$100,000 to \$149,999	15.66%	15.67%	13.94%	15.68%
	HH Income \$75,000 to \$99,999	21.11%	14.22%	12.92%	12.23%
	HH Income \$50,000 to \$74,999	18.17%	20.09%	18.94%	16.76%
	HH Income \$35,000 to \$49,999	12.43%	10.50%	12.00%	10.90%
	HH Income \$25,000 to \$34,999	4.93%	8.03%	8.70%	8.08%
	HH Income \$15,000 to \$24,999	6.65%	8.47%	9.54%	8.94%
	HH Income \$0 to \$14,999	7.33%	6.40%	10.62%	10.82%
	Average Household Income	\$88,121	\$93,067	\$81,718	\$91,843
Median Household Income	\$75,505	\$70,447	\$62,415	\$66,153	
Per Capita Income	\$41,430	\$41,211	\$33,752	\$36,960	
2000 Average Household Income	\$61,417	\$63,088	\$55,265	\$58,232	
2000 Median Household Income	\$53,275	\$51,227	\$43,772	\$44,978	
WRKPLACE 2020	Workplace Establishments	301	1,181	2,633	10,142
	Workplace Employees (Full Time Employees)	3,754	15,561	41,292	194,924

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POPULATION BY AGE 2020	Count of Pop 0 to 4 years	487	2,249	6,208	21,590
	Count of Pop 5 to 14 years	848	3,917	11,096	37,244
	Count of Pop 14 to 22 years	597	3,105	9,364	40,289
	Count of Pop 22 to 30 years	698	3,627	10,129	38,553
	Count of Pop 30 to 45 years	1,547	7,104	19,756	70,029
	Count of Pop 45 to 60 years	1,710	8,332	20,515	67,922
	Count of Pop 60 to 75 years	1,958	8,963	19,117	62,077
	Count of Pop 75+ years	835	4,094	8,621	27,202
	Population 0 to 4 Years	5.61%	5.43%	5.92%	5.92%
	Population 5 to 13 Years	9.77%	9.46%	10.59%	10.21%
	Population 14 to 21 Years	6.88%	7.50%	8.93%	11.04%
	Population 22 to 29 Years	8.04%	8.76%	9.66%	10.57%
	Population 30 to 44 Years	17.82%	17.16%	18.85%	19.19%
	Population 45 to 59 Years	19.71%	20.13%	19.57%	18.61%
	Population 60 to 74 Years	22.56%	21.65%	18.24%	17.01%
	Population 74 Years Plus	9.62%	9.89%	8.23%	7.45%
	Median Age	46.7	46.5	41.9	39.4
GENDER 2020	Male Population	4,098	19,706	50,334	175,598
	Female Population	4,581	21,685	54,473	189,310
RACE 2020	2020 Estimated Population	8,680	41,391	104,807	364,907
	White	87.08%	86.65%	72.59%	65.53%
	Black or African American	2.80%	2.58%	10.57%	19.35%
	Asian or Pacific Islander	5.44%	4.11%	2.85%	4.59%
	Other Races	4.68%	6.66%	13.99%	10.53%
HISPANIC	2020 Hispanic Population	685	4,168	26,057	63,169
	2020 Hispanic Population %	7.89%	10.07%	24.86%	17.31%
	2025 Hispanic Population Forecast	745	4,475	27,020	65,216
	2025 Hispanic Population % Projected	8.47%	10.69%	25.44%	17.57%
	2000 Hispanic Population %	3.52%	3.21%	14.36%	10.44%
1990 Hispanic Population %	2.06%	1.50%	6.71%	5.86%	
EDUCATION (AGE 25+) 2020	Adult Population (25 Years or Older)	6,474	30,727	74,291	249,687
	Elementary	1.86%	2.25%	4.54%	3.58%
	Some High School	4.59%	4.52%	7.28%	6.36%
	High School Graduate	33.94%	34.83%	36.42%	31.47%
	Some College	15.85%	17.59%	15.86%	15.93%
	Associates Degree	5.57%	6.40%	6.34%	6.01%
	Bachelors Degree	18.67%	19.17%	16.81%	18.59%
	Graduate Degree	19.53%	15.23%	12.75%	18.06%
% College (4+)	38.19%	34.41%	29.56%	36.65%	
HOUSING 2020	Total Housing Units	4,398	19,644	46,248	155,532
	Owner Occupied Percent	59.64%	62.32%	53.67%	51.93%
	Renter Occupied Percent	31.82%	30.05%	38.98%	40.46%
	Vacant Housing Percent	8.54%	7.63%	7.35%	7.61%

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HOMES BUILT BY YEAR 2020				
Homes Built 2010 or later	0.00%	0.00%	0.05%	0.18%
Homes Built 2000 to 2009	3.07%	3.12%	4.28%	4.25%
Homes Built 1990 to 1999	7.37%	7.83%	7.19%	6.37%
Homes Built 1980 to 1989	21.58%	17.50%	16.29%	12.24%
Homes Built 1970 to 1979	20.57%	15.06%	12.73%	12.13%
Homes Built 1960 to 1979	9.74%	10.92%	10.73%	11.78%
Homes Built 1950 to 1959	11.38%	16.00%	13.78%	14.29%
Homes Built 1940 to 1949	4.73%	8.22%	6.22%	7.21%
Homes Built 1939 or earlier	21.57%	21.36%	28.74%	31.54%
HOME VALUE (OWNER OCCUPIED) 2020				
Property Value \$1,000,000 or more	1.10%	2.07%	1.58%	1.55%
Property Value \$750,000 to \$999,999	3.06%	3.24%	2.45%	3.23%
Property Value \$500,000 to \$749,999	5.13%	5.84%	5.20%	7.50%
Property Value \$400,000 to \$499,999	10.67%	10.00%	9.42%	11.79%
Property Value \$300,000 to \$399,999	23.46%	20.83%	18.68%	20.19%
Property Value \$200,000 to \$299,999	28.19%	31.72%	33.63%	31.43%
Property Value \$150,000 to \$199,999	14.61%	14.90%	15.28%	12.87%
Property Value \$100,000 to \$149,999	4.90%	4.53%	6.94%	6.14%
Property Value \$60,000 to \$99,999	4.78%	2.61%	2.64%	2.30%
Property Value \$40,000 to \$59,999	0.25%	0.56%	0.67%	0.70%
Property Value \$0 to \$39,999	1.46%	1.72%	2.06%	1.32%
Median Home Value	\$278,989	\$277,511	\$262,482	\$282,265
Median Rent per Month (Census 2000)	\$898	\$779	\$689	\$698
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020				
Employed Civilian Population 16+ by Occupation	4,314	20,549	50,591	180,187
Managerial/Executive	14.84%	16.17%	12.84%	13.57%
Professional Specialty	34.30%	25.40%	22.56%	27.78%
Healthcare Support	1.67%	3.73%	4.76%	5.17%
Sales	8.95%	11.10%	10.43%	9.54%
Office & Administrative Support	12.34%	12.64%	11.86%	11.27%
Protective Service	1.98%	2.10%	2.47%	2.40%
Food Preparation	4.23%	4.64%	5.24%	5.40%
Building Maintenance & Cleaning	1.98%	2.65%	4.07%	3.52%
Personal Care	3.38%	3.10%	3.50%	3.27%
Farming, Fishing, & Forestry	0.00%	0.00%	0.06%	0.10%
Construction	3.78%	7.15%	8.44%	6.94%
Production & Transportation	12.55%	11.32%	13.79%	11.04%
Percent White Collar	72.09%	69.04%	62.45%	67.32%
Percent Blue Collar	27.91%	30.96%	37.55%	32.68%
Median Employee Salary	46,136	47,566	49,070	51,789
Average Employee Salary	58,342	59,791	60,710	64,755
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	151	849	2,792	12,896
2020 Estimated Unemployed (Age 16 and Up)	277	1,369	4,376	15,128
2020 Estimated Unemployed Rate (Age 16 and Up)	6.28%	6.15%	7.90%	7.76%

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TRANSPORTATION TO WORK 2020	Drive to Work Alone	85.23%	84.08%	78.86%	74.66%
	Drive to Work Carpool	5.40%	7.41%	9.29%	8.37%
	Travel to Work by Public Transportation	5.80%	3.30%	5.92%	6.64%
	Drive to Work on Motorcycle	0.31%	0.07%	0.14%	0.07%
	Drive to Work on Bicycle	0.87%	0.37%	0.46%	1.08%
	Walk to Work	0.26%	0.74%	1.62%	5.21%
	Other Means	0.10%	0.81%	0.70%	0.64%
	Work at Home	2.03%	3.21%	3.00%	3.26%
TRAVEL TIME TO WORK 2020	Travel Time in Less than 5 minutes	4.66%	2.75%	2.14%	2.58%
	Travel to Work in 5 to 9 minutes	10.29%	10.02%	10.14%	10.75%
	Travel to Work in 10 to 14 minutes	14.73%	16.34%	16.40%	16.77%
	Travel to Work in 15 to 19 minutes	20.53%	17.43%	18.85%	18.24%
	Travel to Work in 20 to 29 minutes	23.07%	25.25%	23.71%	23.63%
	Travel to Work in 30 to 44 minutes	13.62%	17.25%	17.65%	16.59%
	Travel to Work in 45 to 59 minutes	6.62%	4.87%	4.91%	4.97%
	Travel to Work in 60 minutes or more	6.47%	6.09%	6.19%	6.45%
Average Travel Time to Work	23.9	23.0	23.0	22.1	
SPENDING PATTERNS 2020	Grocery Store Market Basket Weekly Per Capita Spending	\$62.81	\$62.94	\$62.29	\$62.29
	Apparel and Related Services	\$15.65	\$15.62	\$15.00	\$15.26
	Transportation	\$89.77	\$89.55	\$86.01	\$87.35
	Healthcare	\$55.54	\$55.46	\$52.87	\$52.93
	Entertainment	\$25.11	\$25.15	\$23.98	\$24.29
LIFESTYLE SEGMENTATION 2020	Category A - Crème de la Crème	592	5,219	11,330	70,003
	Category B - Urban Cliff Climbers	0	0	0	0
	Category C - Urban Cliff Dwellers	0	1,806	2,514	8,632
	Category D - Seasoned Urban Dwellers	0	0	3,131	12,379
	Category E - Thriving Alone	3,160	11,445	15,915	52,382
	Category F - Going it Alone	2,585	16,829	32,902	74,170
	Category G - Struggling Alone	0	52	7,490	21,825
	Category H - Single in the Suburbs	0	0	803	12,328
	Category I - Married in the Suburbs	0	691	1,953	4,725
	Category J - Retired in the Suburbs	1,556	2,624	2,624	13,620
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	4	2,993
	Category M - Harlem Gateway	0	0	0	33,271
	Category N - Espaniola	0	6	20,749	28,624
	Category O - Specialties	657	2,236	4,239	12,827

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