

Trade Area: New London Plaza Shopping Center - 1 mi Radius, New London Plaza Shopping Center - 3 mi Radius, New London Plaza Shopping Center - 5 mi Radius

	New London Plaza Shopping Center - 1 mi Radius		New London Plaza Shopping Center - 3 mi Radius		New London Plaza Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
<b>Population</b>						
2010 Census	5,645	100.00	53,155	100.00	151,944	100.00
2020 Census	6,516	100.00	62,326	100.00	174,532	100.00
2023 Estimate	6,663	100.00	63,636	100.00	178,071	100.00
2028 Projection	6,952	100.00	66,224	100.00	185,120	100.00
<b>Population Growth</b>						
Percent Change: 2010 to 2020	-	15.43	-	17.25	-	14.87
Percent Change: 2020 to 2023	-	2.26	-	2.10	-	2.03
Percent Change: 2023 to 2028	-	4.34	-	4.07	-	3.96

	New London Plaza Shopping Center - 1 mi Radius		New London Plaza Shopping Center - 3 mi Radius		New London Plaza Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
<b>Households</b>						
2010 Census	1,853	100.00	17,905	100.00	50,420	100.00
2020 Census	2,097	100.00	20,240	100.00	55,881	100.00
2023 Estimate	2,141	100.00	20,634	100.00	56,966	100.00
2028 Projection	2,228	100.00	21,441	100.00	59,161	100.00
<b>Household Growth</b>						
Percent Change: 2010 to 2020	-	13.17	-	13.04	-	10.83
Percent Change: 2020 to 2023	-	2.10	-	1.95	-	1.94
Percent Change: 2023 to 2028	-	4.06	-	3.91	-	3.85

	New London Plaza Shopping Center - 1 mi Radius		New London Plaza Shopping Center - 3 mi Radius		New London Plaza Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
<b>Family Households</b>						
2010 Census	1,389	100.00	14,231	100.00	40,501	100.00
2023 Estimate	1,615	100.00	16,394	100.00	45,758	100.00
2028 Projection	1,683	100.00	17,030	100.00	47,511	100.00
<b>Family Household Growth</b>						
Percent Change: 2010 to 2023	-	16.27	-	15.20	-	12.98
Percent Change: 2023 to 2028	-	4.21	-	3.88	-	3.83

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easptlight.com/Spotlight/About/3/2023>)

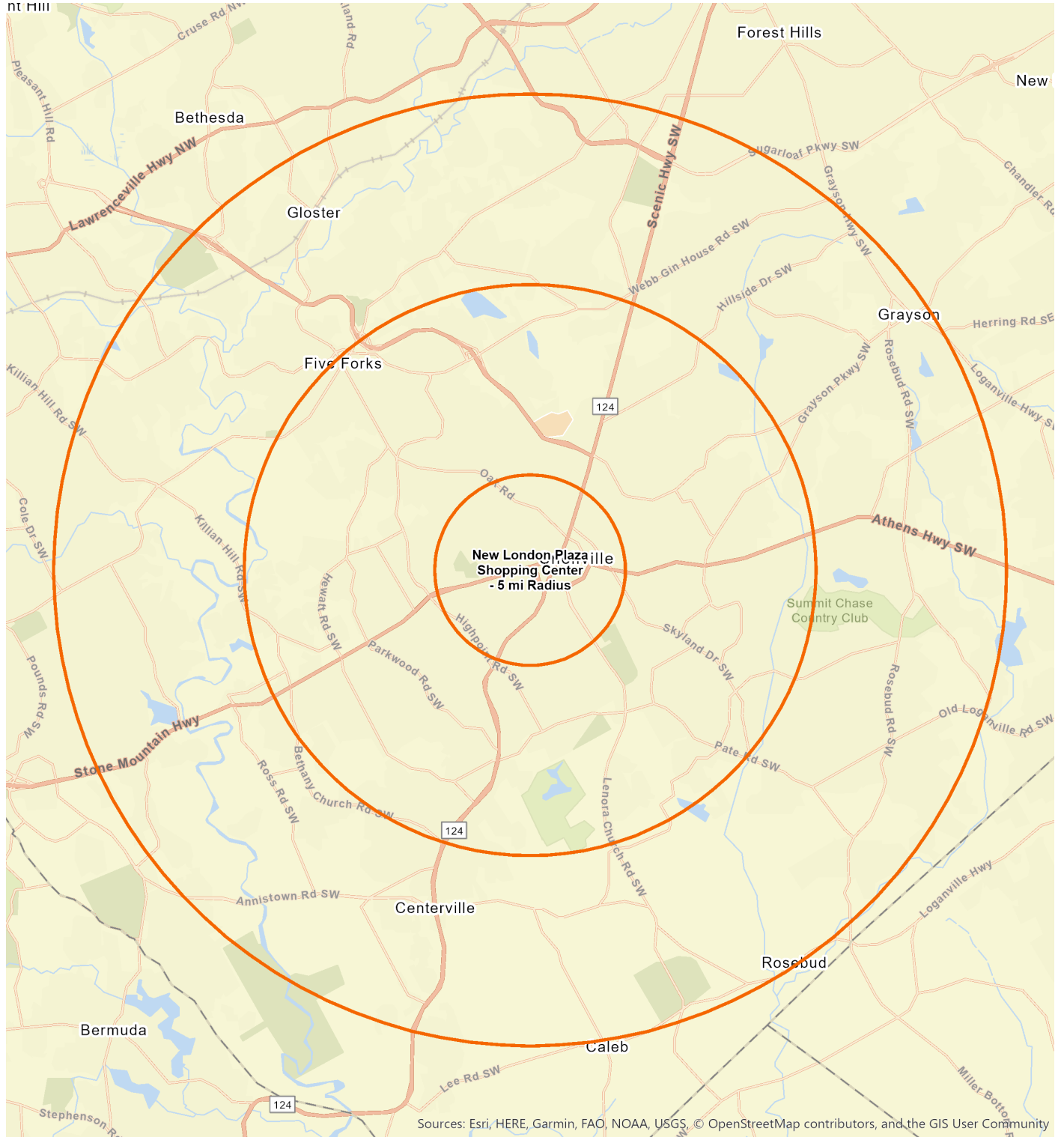
Trade Area: New London Plaza Shopping Center - 1 mi Radius, New London Plaza Shopping Center - 3 mi Radius, New London Plaza Shopping Center - 5 mi Radius

	New London Plaza Shopping Center - 1 mi Radius		New London Plaza Shopping Center - 3 mi Radius		New London Plaza Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
<b>2023 Est. Population by Single-Classification Race</b>						
White Alone	1,882	28.25	19,568	30.75	54,455	30.58
Black/African American Alone	2,958	44.39	26,322	41.36	72,567	40.75
American Indian/Alaskan Native Alone	50	0.75	444	0.70	1,335	0.75
Asian Alone	786	11.80	7,022	11.04	19,450	10.92
Native Hawaiian/Pacific Islander Alone	3	0.04	63	0.10	135	0.08
Some Other Race Alone	371	5.57	4,248	6.67	12,421	6.97
Two or More Races	613	9.20	5,969	9.38	17,709	9.95
Hispanic/Latino	802	12.04	8,905	13.99	27,362	15.37
Not Hispanic/Latino	5,861	87.96	54,731	86.01	150,709	84.63
<b>2023 Occupied Housing Units by Tenure</b>						
Owner-Occupied	1,401	65.44	16,031	77.69	45,910	80.59
Renter-Occupied	740	34.56	4,603	22.31	11,056	19.41
Average Household Size	--	2.85	--	3.06	--	3.12
<b>2023 Households by Household Income</b>						
Income < \$15,000	110	5.14	972	4.71	2,181	3.83
Income \$15,000 - \$24,999	111	5.18	708	3.43	1,800	3.16
Income \$25,000 - \$34,999	214	9.99	1,308	6.34	3,014	5.29
Income \$35,000 - \$49,999	239	11.16	1,906	9.24	5,127	9.00
Income \$50,000 - \$74,999	421	19.66	3,591	17.40	8,972	15.75
Income \$75,000 - \$99,999	308	14.39	3,064	14.85	8,490	14.90
Income \$100,000 - \$124,999	259	12.10	2,622	12.71	7,424	13.03
Income \$125,000 - \$149,999	199	9.29	2,152	10.43	6,182	10.85
Income \$150,000 - \$199,999	203	9.48	2,232	10.82	7,055	12.38
Income \$200,000 - \$249,999	58	2.71	1,004	4.87	3,475	6.10
Income \$250,000 - \$499,999	18	0.84	749	3.63	2,341	4.11
Income \$500,000+	1	0.05	324	1.57	905	1.59
Average Household Income	--	86,099.00	--	110,509.00	--	117,252.00
Median Household Income	--	73,405.89	--	89,465.08	--	96,601.47
<b>2023 Est. Median HH Income by Single-Classification Race</b>						
White Alone	--	83,680.21	--	98,444.02	--	102,161.80
Black/African American Alone	--	68,675.75	--	86,084.18	--	97,388.81
American Indian/Alaskan Native Alone	--	65,151.02	--	50,000.00	--	67,436.03
Asian Alone	--	94,803.34	--	80,466.03	--	89,430.98
Native Hawaiian/Pacific Islander Alone	--	87,500.00	--	10,072.38	--	10,639.89
Some Other Race Alone	--	61,522.95	--	74,829.45	--	72,364.37
Two or More Races	--	58,954.90	--	96,608.38	--	98,887.83
Hispanic/Latino	--	60,467.42	--	78,416.98	--	72,502.40
Not Hispanic/Latino	--	76,907.52	--	91,203.63	--	100,217.90

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easptlight.com/Spotlight/About/3/2023>)

Trade Area: New London Plaza Shopping Center - 1 mi Radius, New London Plaza Shopping Center - 3 mi Radius, New London Plaza Shopping Center - 5 mi Radius



# Report Details

---

**Name:** New London Plaza Demographics 2023  
**Date / Time:** 1/3/2023 12:54:52 PM  
**Workspace Vintage:** 2023

## Trade Area

---

Name	Level	Geographies
New London Plaza Shopping Center - 1 mi Radius	1 mi Radius	N/A
New London Plaza Shopping Center - 3 mi Radius	3 mi Radius	N/A
New London Plaza Shopping Center - 5 mi Radius	5 mi Radius	N/A

## Benchmark

---

Name	Level	Geographies
USA	Entire US	United States

## DataSource

---

Product	Provider	Copyright
Claritas Pop-Facts® Premier 2023	Claritas	©Claritas, LLC 2023 <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a>

---