

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	%
Population						
2010 Census	5,517	100.00	53,187	100.00	151,936	100.00
2020 Census	6,401	100.00	62,373	100.00	174,498	100.00
2024 Estimate	6,574	100.00	64,242	100.00	179,521	100.00
2029 Projection	6,805	100.00	66,615	100.00	185,813	100.00
Population Growth						
Percent Change: 2010 to 2020	-	16.02	-	17.27	-	14.85
Percent Change: 2020 to 2024	-	2.70	-	3.00	-	2.88
Percent Change: 2024 to 2029	-	3.51	-	3.69	-	3.50

	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	%
Households						
2010 Census	1,837	100.00	17,917	100.00	50,416	100.00
2020 Census	2,084	100.00	20,256	100.00	55,869	100.00
2024 Estimate	2,142	100.00	20,863	100.00	57,490	100.00
2029 Projection	2,212	100.00	21,630	100.00	59,497	100.00
Household Growth						
Percent Change: 2010 to 2020	-	13.45	-	13.05	-	10.82
Percent Change: 2020 to 2024	-	2.78	-	3.00	-	2.90
Percent Change: 2024 to 2029	-	3.27	-	3.68	-	3.49

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	Total	%	Total	%	Total	%
Family Households						
2010 Census	1,378	100.00	14,241	100.00	40,498	100.00
2020 Census	1,578	100.00	16,116	100.00	45,075	100.00
2024 Estimate	1,616	100.00	16,569	100.00	46,169	100.00
2029 Projection	1,671	100.00	17,176	100.00	47,768	100.00
Family Household Growth						
Percent Change: 2010 to 2020	-	14.51	-	13.17	-	11.30
Percent Change: 2020 to 2024	-	2.41	-	2.81	-	2.43
Percent Change: 2024 to 2029	-	3.40	-	3.66	-	3.46

Benchmark: USA

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	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	%
2024 Est. Population by Single-Classification Race						
White Alone	1,769	26.91	18,861	29.36	52,793	29.41
Black/African American Alone	3,009	45.77	27,359	42.59	75,148	41.86
American Indian/Alaskan Native Alone	45	0.69	403	0.63	1,185	0.66
Asian Alone	800	12.17	7,415	11.54	20,363	11.34
Native Hawaiian/Pacific Islander Alone	2	0.03	50	0.08	103	0.06
Some Other Race Alone	372	5.66	4,385	6.83	12,747	7.10
Two or More Races	577	8.78	5,769	8.98	17,181	9.57
2024 Est. Population by Ethnicity						
Hispanic/Latino	795	12.09	9,026	14.05	27,645	15.40
Not Hispanic/Latino	5,778	87.89	55,216	85.95	151,876	84.60
2024 Occupied Housing Units by Tenure						
Owner-Occupied	1,450	65.79	15,993	74.01	45,567	76.55
Renter-Occupied	692	32.31	4,870	23.34	11,923	20.74
Average Household Size	-	2.85	-	3.06	-	3.11
2024 Households by Household Income						
Income < \$15,000	141	6.58	1,193	5.72	2,497	4.34
Income \$15,000 - \$24,999	102	4.76	965	4.63	2,525	4.39
Income \$25,000 - \$34,999	211	9.85	1,284	6.15	3,130	5.44
Income \$35,000 - \$49,999	218	10.18	1,907	9.14	5,631	9.79
Income \$50,000 - \$74,999	386	18.02	3,428	16.43	8,886	15.46
Income \$75,000 - \$99,999	289	13.49	2,960	14.19	8,104	14.10
Income \$100,000 - \$124,999	210	9.80	2,529	12.12	7,159	12.45
Income \$125,000 - \$149,999	220	10.27	2,305	11.05	6,496	11.30
Income \$150,000 - \$199,999	270	12.61	2,350	11.26	6,943	12.08
Income \$200,000 - \$249,999	71	3.31	885	4.24	2,794	4.86
Income \$250,000 - \$499,999	23	1.07	785	3.76	2,501	4.35
Income \$500,000+	2	0.09	271	1.30	824	1.43
Average Household Income	-	90,888.00	-	108,135.00	-	113,653.00
Median Household Income	-	76,013.69	-	88,500.25	-	93,478.51
2024 Est. Median HH Income by Single-Classification Race						
White Alone	-	79,345.10	-	98,391.17	-	101,493.04
Black/African American Alone	-	63,309.63	-	80,755.85	-	92,489.16
American Indian/Alaskan Native Alone	-	46,098.22	-	48,841.59	-	53,017.48
Asian Alone	-	139,335.89	-	116,787.22	-	98,779.76
Native Hawaiian/Pacific Islander Alone	-	-	-	30,377.85	-	33,330.97
Some Other Race Alone	-	60,552.22	-	78,456.79	-	72,641.93
Two or More Races	-	87,536.35	-	81,684.89	-	76,061.94
2024 Est. Median HH Income by Ethnicity						
Hispanic/Latino	-	69,099.83	-	83,221.40	-	76,424.14
Not Hispanic/Latino	-	76,802.68	-	89,464.65	-	96,364.24

Benchmark: USA

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Report Details

Name: New London Plaza Demographics 2024
Date / Time: 1/16/2024 12:32:24 PM
Workspace Vintage: 2024

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
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