

MARKETING PROFILE

New London CT



The Southeastern Connecticut Enterprise Region, commonly referred to as seCTer, is the designated Economic Development Organization for the region. For more information, please contact us at your convenience at secter@secter.org, (860) 437-4659 or 19 B Thames Street, Groton CT 06340.

KEY FACTS

27,701

Population



Average Household Size

32.3

Median Age

\$46,064

Median Household Income

ANNUAL HOUSEHOLD SPENDING



\$1,714

Apparel & Services



\$140

Computers & Hardware



\$2,748

Eating Out



\$3,945

Groceries



\$4,031

Health Care

EDUCATION

17%

No High School Diploma



32%

High School Graduate



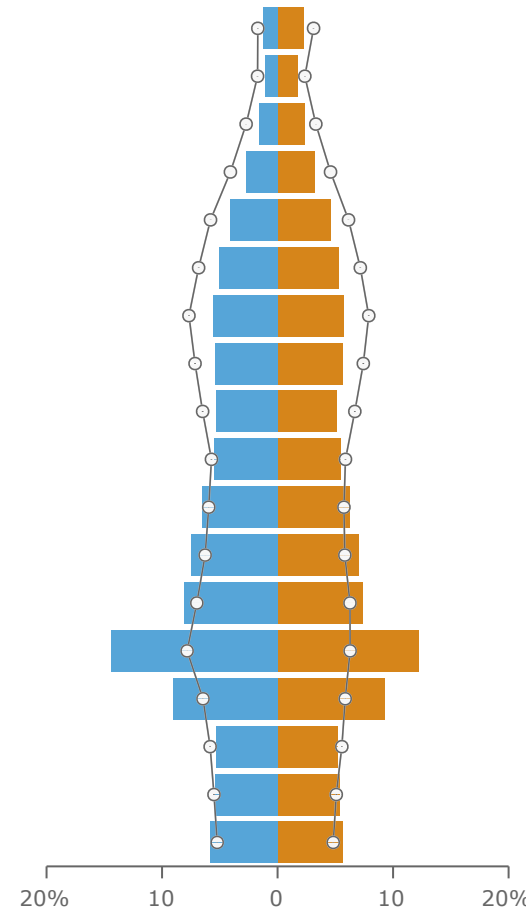
27%

Some College



25%

Bachelor's/Grad/Prof Degree



The largest group:
2018 Male Population
Age 20-24 (Esri)

The smallest group:
2018 Male Population
Age 80-84 (Esri)

Dots show comparison to
New London County

ANNUAL LIFESTYLE SPENDING



\$1,527

Travel



\$50

Theatre/Operas/
Concerts



\$65

Movies/Museums/
Parks



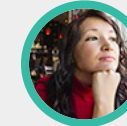
\$40

Sports Events



\$4

Online Games



11D

Set to Impress

2,935 households

28.0%

of Households



11C

Metro Fusion

2,451 households

23.4%

of Households



8E

Front Porches

1,288 households

12.3%

of Households