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.

MARKETING PROFILE
New London CT

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

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

KEY FACTS

Population 27,701
Median Age 32.3
Average Household Size 2.32
Median Household Income $46,064

ANNUAL HOUSEHOLD SPENDING

$1,714 Apparel & Services
$140 Computers & Hardware
$2,748 Eating Out
$4,031 Health Care
$3,945 Groceries

EDUCATION

No High School Diploma 17%
High School Graduate 32%
Some College 27%
Bachelor’s/Grad/Prof Degree 25%

ANNUAL LIFESTYLE SPENDING

Travel $1,527
Theatre/Operas/Concerts $50
Movies/Museums/Parks $65
Sports Events $40
Online Games $4