

## Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.1256/-73.3907

Marshalls Plaza - 390 Westport Ave Norwalk, CT 06851	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2024)	12,972		87,760		136,925	
Projected Population (2029)	13,564		90,082		140,964	
Census Population (2020)	12,870		87,099		134,596	
Census Population (2010)	11,660		81,441		128,023	
Projected Annual Growth (2024 to 2029)	593	0.9%	2,322	0.5%	4,038	0.6%
Historical Annual Growth (2020 to 2024)	102	0.2%	661	0.2%	2,329	0.4%
Historical Annual Growth (2010 to 2020)	1,210	2.6%	5,659	1.7%	6,573	1.3%
Estimated Population Density (2024)	4,131 psm		3,104 psm		1,744 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>						
Estimated Households (2024)	5,300		35,762		53,137	
Projected Households (2029)	5,549		36,729		54,642	
Census Households (2020)	5,055		34,512		51,329	
Census Households (2010)	4,539		31,754		48,267	
Estimated Households with Children (2024)	1,395	26.3%	9,719	27.2%	16,037	30.2%
Estimated Average Household Size (2024)	2.43		2.44		2.56	
<b>Average Household Income</b>						
Estimated Average Household Income (2024)	\$187,652		\$190,220		\$241,107	
Projected Average Household Income (2029)	\$198,832		\$201,591		\$256,218	
Estimated Average Family Income (2024)	\$226,752		\$232,422		\$302,290	
<b>Median Household Income</b>						
Estimated Median Household Income (2024)	\$127,708		\$122,839		\$152,623	
Projected Median Household Income (2029)	\$131,853		\$126,253		\$157,382	
Estimated Median Family Income (2024)	\$166,410		\$152,027		\$189,065	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2024)	\$76,782		\$77,595		\$93,641	
Projected Per Capita Income (2029)	\$81,442		\$82,274		\$99,391	
Estimated Per Capita Income 5 Year Growth	\$4,660	6.1%	\$4,679	6.0%	\$5,749	6.1%
Estimated Average Household Net Worth (2024)	\$1,719,126		\$1,426,461		\$1,738,790	
<b>Daytime Demos (2024)</b>						
Total Businesses	969		8,584		12,837	
Total Employees	6,065		71,287		110,815	
Company Headquarter Businesses	33	3.4%	334	3.9%	491	3.8%
Company Headquarter Employees	1,026	16.9%	17,103	24.0%	25,225	22.8%
Employee Population per Business	6.3		8.3		8.6	
Residential Population per Business	13.4		10.2		10.7	

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## Marshalls Plaza - 390 Westport Ave

Norwalk, CT 06851

1 mi radius      3 mi radius      5 mi radius

Race & Ethnicity						
White (2024)	8,261	63.7%	51,415	58.6%	86,307	63.0%
Black or African American (2024)	1,950	15.0%	15,335	17.5%	20,126	14.7%
American Indian or Alaska Native (2024)	23	0.2%	363	0.4%	459	0.3%
Asian (2024)	756	5.8%	4,894	5.6%	7,974	5.8%
Hawaiian or Pacific Islander (2024)	3	-	12	-	18	-
Other Race (2024)	888	6.8%	7,964	9.1%	10,123	7.4%
Two or More Races (2024)	1,090	8.4%	7,778	8.9%	11,919	8.7%
Not Hispanic or Latino Population (2024)	10,379	80.0%	68,214	77.7%	109,010	79.6%
Hispanic or Latino Population (2024)	2,592	20.0%	19,546	22.3%	27,915	20.4%
Not Hispanic or Latino Population (2029)	10,702	78.9%	69,739	77.4%	111,119	78.8%
Hispanic or Latino Population (2029)	2,862	21.1%	20,343	22.6%	29,844	21.2%
Not Hispanic or Latino Population (2020)	10,636	82.6%	63,460	72.9%	104,824	77.9%
Hispanic or Latino Population (2020)	2,233	17.4%	23,640	27.1%	29,772	22.1%
Not Hispanic or Latino Population (2010)	10,180	87.3%	63,926	78.5%	105,873	82.7%
Hispanic or Latino Population (2010)	1,479	12.7%	17,514	21.5%	22,150	17.3%
Projected Hispanic Annual Growth (2024 to 2029)	270	2.1%	797	0.8%	1,929	1.4%
Historic Hispanic Annual Growth (2010 to 2024)	1,113	5.4%	2,032	0.8%	5,765	1.9%
Age Distribution (2024)						
Age Under 5	738	5.7%	4,871	5.5%	7,328	5.4%
Age 5 to 9 Years	741	5.7%	5,059	5.8%	8,127	5.9%
Age 10 to 14 Years	772	6.0%	5,423	6.2%	8,941	6.5%
Age 15 to 19 Years	731	5.6%	5,468	6.2%	9,200	6.7%
Age 20 to 24 Years	628	4.8%	4,818	5.5%	7,356	5.4%
Age 25 to 29 Years	707	5.5%	6,081	6.9%	7,837	5.7%
Age 30 to 34 Years	805	6.2%	6,312	7.2%	8,280	6.0%
Age 35 to 39 Years	886	6.8%	6,363	7.3%	9,135	6.7%
Age 40 to 44 Years	817	6.3%	5,880	6.7%	9,255	6.8%
Age 45 to 49 Years	789	6.1%	5,416	6.2%	8,937	6.5%
Age 50 to 54 Years	834	6.4%	5,730	6.5%	9,707	7.1%
Age 55 to 59 Years	974	7.5%	6,084	6.9%	9,968	7.3%
Age 60 to 64 Years	972	7.5%	5,871	6.7%	9,421	6.9%
Age 65 to 74 Years	1,451	11.2%	8,385	9.6%	13,426	9.8%
Age 75 to 84 Years	804	6.2%	4,390	5.0%	7,291	5.3%
Age 85 Years or Over	321	2.5%	1,608	1.8%	2,717	2.0%
Median Age	42.4		39.6		40.9	
Gender Age Distribution (2024)						
Female Population	6,656	51.3%	44,721	51.0%	70,011	51.1%
Age 0 to 19 Years	1,453	21.8%	10,120	22.6%	16,360	23.4%
Age 20 to 64 Years	3,783	56.8%	26,678	59.7%	40,886	58.4%
Age 65 Years or Over	1,420	21.3%	7,922	17.7%	12,765	18.2%
Female Median Age	43.9		40.7		41.9	
Male Population	6,315	48.7%	43,039	49.0%	66,914	48.9%
Age 0 to 19 Years	1,529	24.2%	10,701	24.9%	17,236	25.8%
Age 20 to 64 Years	3,630	57.5%	25,878	60.1%	39,009	58.3%
Age 65 Years or Over	1,156	18.3%	6,461	15.0%	10,669	15.9%
Male Median Age	40.8		38.6		39.9	

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Marshalls Plaza - 390 Westport Ave Norwalk, CT 06851		1 mi radius		3 mi radius		5 mi radius	
<b>Household Income Distribution (2024)</b>							
HH Income \$200,000 or More		1,389	26.2%	9,224	25.8%	17,998	33.9%
HH Income \$150,000 to \$199,999		860	16.2%	4,114	11.5%	5,909	11.1%
HH Income \$100,000 to \$149,999		882	16.6%	5,886	16.5%	7,860	14.8%
HH Income \$75,000 to \$99,999		521	9.8%	4,089	11.4%	5,203	9.8%
HH Income \$50,000 to \$74,999		655	12.4%	4,314	12.1%	5,688	10.7%
HH Income \$35,000 to \$49,999		335	6.3%	2,353	6.6%	3,059	5.8%
HH Income \$25,000 to \$34,999		309	5.8%	1,841	5.1%	2,244	4.2%
HH Income \$15,000 to \$24,999		137	2.6%	1,303	3.6%	1,812	3.4%
HH Income Under \$15,000		212	4.0%	2,638	7.4%	3,365	6.3%
HH Income \$35,000 or More		4,643	87.6%	29,980	83.8%	45,716	86.0%
HH Income \$75,000 or More		3,653	68.9%	23,313	65.2%	36,970	69.6%
<b>Housing (2024)</b>							
Total Housing Units		5,542		37,482		55,738	
Housing Units Occupied		5,300	95.6%	35,762	95.4%	53,137	95.3%
Housing Units Owner-Occupied		3,584	67.6%	19,252	53.8%	32,587	61.3%
Housing Units, Renter-Occupied		1,716	32.4%	16,509	46.2%	20,550	38.7%
Housing Units, Vacant		242	4.6%	1,720	4.8%	2,601	4.9%
<b>Marital Status (2024)</b>							
Never Married		3,732	34.8%	25,045	34.6%	35,884	31.9%
Currently Married		4,881	45.5%	33,334	46.0%	56,732	50.4%
Separated		333	3.1%	3,303	4.6%	4,570	4.1%
Widowed		596	5.6%	3,645	5.0%	5,360	4.8%
Divorced		1,178	11.0%	7,080	9.8%	9,984	8.9%
<b>Household Type (2024)</b>							
Population Family		9,989	77.0%	66,612	75.9%	108,789	79.5%
Population Non-Family		2,873	22.1%	20,604	23.5%	27,351	20.0%
Population Group Quarters		110	0.8%	544	0.6%	785	0.6%
Family Households		3,059	57.7%	20,207	56.5%	32,709	61.6%
Non-Family Households		2,241	42.3%	15,555	43.5%	20,428	38.4%
Married Couple with Children		1,100	22.5%	6,949	20.8%	12,069	21.3%
Average Family Household Size		3.3		3.3		3.3	
<b>Household Size (2024)</b>							
1 Person Households		1,939	36.6%	13,288	37.2%	17,653	33.2%
2 Person Households		2,034	38.4%	11,975	33.5%	19,704	37.1%
3 Person Households		559	10.5%	4,465	12.5%	6,973	13.1%
4 Person Households		483	9.1%	3,506	9.8%	5,166	9.7%
5 Person Households		190	3.6%	1,648	4.6%	2,410	4.5%
6 or More Person Households		94	1.8%	880	2.5%	1,232	2.3%
<b>Household Vehicles (2024)</b>							
Households with 0 Vehicles Available		260	4.9%	2,982	8.3%	3,695	7.0%
Households with 1 Vehicles Available		1,642	31.0%	12,710	35.5%	16,995	32.0%
Households with 2 or More Vehicles Available		3,398	64.1%	20,070	56.1%	32,447	61.1%
Total Vehicles Available		10,314		62,754		97,674	
Average Vehicles Per Household		1.9		1.8		1.8	

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## Marshalls Plaza - 390 Westport Ave

Norwalk, CT 06851

1 mi radius      3 mi radius      5 mi radius

<b>Labor Force (2024)</b>							
Estimated Labor Population Age 16 Years or Over	10,564		71,211		110,494		
Estimated Civilian Employed	6,923	65.5%	47,689	67.0%	71,825	65.0%	
Estimated Civilian Unemployed	13	0.1%	80	0.1%	108	-	
Estimated in Armed Forces	6	-	13	-	13	-	
Estimated Not in Labor Force	3,623	34.3%	23,429	32.9%	38,548	34.9%	
Unemployment Rate	0.1%		0.1%		-		
<b>Occupation (2024)</b>							
Occupation: Population Age 16 Years or Over	6,731		47,324		71,979		
Management, Business, Financial Operations	1,668	24.8%	10,630	22.5%	18,382	25.5%	
Professional, Related Service	1,761	26.2%	12,588	26.6%	19,713	27.4%	
Sales, Office	864	12.8%	8,007	16.9%	10,612	14.7%	
Farming, Fishing, Forestry	1,561	23.2%	9,027	19.1%	13,680	19.0%	
Construct, Extraction, Maintenance	-	-	71	0.2%	104	0.1%	
Production, Transport Material Moving	462	6.9%	3,514	7.4%	4,839	6.7%	
White Collar Workers	414	6.2%	3,487	7.4%	4,649	6.5%	
Blue Collar Workers	4,990	74.1%	32,245	68.1%	51,775	71.9%	
	1,740	25.9%	15,079	31.9%	20,204	28.1%	
<b>Consumer Expenditure (2024)</b>							
Total Household Expenditure	\$562.74 M		\$3.92 B		\$7.14 B		
Total Non-Retail Expenditure	\$300.81 M	53.5%	\$2.1 B	53.5%	\$3.83 B	53.7%	
Total Retail Expenditure	\$261.93 M	46.5%	\$1.82 B	46.5%	\$3.31 B	46.3%	
Apparel	\$20.35 M	3.6%	\$142.26 M	3.6%	\$260.49 M	3.6%	
Contributions	\$20.82 M	3.7%	\$144.54 M	3.7%	\$273.06 M	3.8%	
Education	\$20.56 M	3.7%	\$144.31 M	3.7%	\$276.73 M	3.9%	
Entertainment	\$33.11 M	5.9%	\$229.76 M	5.9%	\$422.64 M	5.9%	
Food and Beverages	\$80.22 M	14.3%	\$560.75 M	14.3%	\$1.01 B	14.1%	
Furnishings and Equipment	\$20.41 M	3.6%	\$141.45 M	3.6%	\$259.47 M	3.6%	
Gifts	\$16.08 M	2.9%	\$113.13 M	2.9%	\$216.23 M	3.0%	
Health Care	\$45.22 M	8.0%	\$313.17 M	8.0%	\$561.66 M	7.9%	
Household Operations	\$23.02 M	4.1%	\$160.07 M	4.1%	\$294.94 M	4.1%	
Miscellaneous Expenses	\$10.84 M	1.9%	\$75.27 M	1.9%	\$137.37 M	1.9%	
Personal Care	\$7.53 M	1.3%	\$52.43 M	1.3%	\$95.09 M	1.3%	
Personal Insurance	\$4.41 M	0.8%	\$30.37 M	0.8%	\$57.05 M	0.8%	
Reading	\$1.27 M	0.2%	\$8.78 M	0.2%	\$16.1 M	0.2%	
Shelter	\$118.41 M	21.0%	\$829.06 M	21.1%	\$1.5 B	21.0%	
Tobacco	\$2.69 M	0.5%	\$19.17 M	0.5%	\$32.31 M	0.5%	
Transportation	\$100.03 M	17.8%	\$695.21 M	17.7%	\$1.26 B	17.6%	
Utilities	\$37.78 M	6.7%	\$264.16 M	6.7%	\$467.86 M	6.6%	
<b>Educational Attainment (2024)</b>							
Adult Population Age 25 Years or Over	9,362		62,121		95,974		
Elementary (Grade Level 0 to 8)	360	3.8%	3,758	6.0%	4,918	5.1%	
Some High School (Grade Level 9 to 11)	305	3.3%	2,189	3.5%	2,905	3.0%	
High School Graduate	2,214	23.6%	13,306	21.4%	17,193	17.9%	
Some College	1,521	16.2%	8,975	14.4%	12,229	12.7%	
Associate Degree Only	767	8.2%	4,299	6.9%	5,970	6.2%	
Bachelor Degree Only	2,339	25.0%	15,970	25.7%	28,258	29.4%	
Graduate Degree	1,855	19.8%	13,624	21.9%	24,500	25.5%	

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Marshall's Plaza - 390 Westport Ave Norwalk, CT 06851		1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2024)</b>							
1 Detached Unit		3,270	72.0%	17,028	53.6%	29,472	61.1%
1 Attached Unit		360	7.9%	2,345	7.4%	3,439	7.1%
2 to 4 Units		407	9.0%	5,881	18.5%	7,260	15.0%
5 to 9 Units		210	4.6%	1,688	5.3%	2,101	4.4%
10 to 19 Units		160	3.5%	2,315	7.3%	2,724	5.6%
20 to 49 Units		271	6.0%	2,823	8.9%	3,585	7.4%
50 or More Units		593	13.1%	3,578	11.3%	4,385	9.1%
Mobile Home or Trailer		29	0.6%	104	0.3%	172	0.4%
Other Structure		-	-	-	-	-	-
<b>Homes Built By Year (2024)</b>							
Homes Built 2010 or later		440	9.7%	3,349	10.5%	4,786	9.9%
Homes Built 2000 to 2009		453	10.0%	3,063	9.6%	4,411	9.1%
Homes Built 1990 to 1999		206	4.5%	2,264	7.1%	3,225	6.7%
Homes Built 1980 to 1989		460	10.1%	3,939	12.4%	6,039	12.5%
Homes Built 1970 to 1979		687	15.1%	4,858	15.3%	6,992	14.5%
Homes Built 1960 to 1969		1,068	23.5%	4,445	14.0%	7,081	14.7%
Homes Built 1950 to 1959		1,092	24.1%	5,900	18.6%	8,973	18.6%
Homes Built Before 1949		895	19.7%	7,944	25.0%	11,629	24.1%
<b>Home Values (2024)</b>							
Home Values \$1,000,000 or More		372	10.4%	3,689	19.2%	9,384	28.8%
Home Values \$500,000 to \$999,999		1,925	53.7%	7,772	40.4%	13,171	40.4%
Home Values \$400,000 to \$499,999		897	25.0%	3,432	17.8%	4,360	13.4%
Home Values \$300,000 to \$399,999		220	6.1%	2,267	11.8%	3,073	9.4%
Home Values \$200,000 to \$299,999		110	3.1%	1,226	6.4%	1,521	4.7%
Home Values \$150,000 to \$199,999		17	0.5%	255	1.3%	309	0.9%
Home Values \$100,000 to \$149,999		12	0.3%	102	0.5%	128	0.4%
Home Values \$70,000 to \$99,999		3	-	60	0.3%	83	0.3%
Home Values \$50,000 to \$69,999		1	-	11	-	17	-
Home Values \$25,000 to \$49,999		19	0.5%	277	1.4%	311	1.0%
Home Values Under \$25,000		9	0.2%	161	0.8%	231	0.7%
Owner-Occupied Median Home Value		\$616,392		\$704,925		\$845,510	
Renter-Occupied Median Rent		\$1,823		\$1,759		\$1,822	
<b>Transportation To Work (2024)</b>							
Drive to Work Alone		4,426	65.8%	29,515	62.4%	41,652	57.9%
Drive to Work in Carpool		433	6.4%	4,399	9.3%	6,163	8.6%
Travel to Work by Public Transportation		405	6.0%	3,260	6.9%	5,623	7.8%
Drive to Work on Motorcycle		3	-	13	-	17	-
Walk or Bicycle to Work		116	1.7%	1,421	3.0%	2,073	2.9%
Other Means		45	0.7%	406	0.9%	584	0.8%
Work at Home		1,303	19.4%	8,310	17.6%	15,867	22.0%
<b>Travel Time (2024)</b>							
Travel to Work in 14 Minutes or Less		1,491	22.2%	11,053	23.4%	14,784	20.5%
Travel to Work in 15 to 29 Minutes		1,572	23.4%	12,783	27.0%	18,285	25.4%
Travel to Work in 30 to 59 Minutes		1,743	25.9%	10,737	22.7%	15,101	21.0%
Travel to Work in 60 Minutes or More		621	9.2%	4,442	9.4%	7,943	11.0%
Average Minutes Travel to Work		23.9		22.9		24.4	

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