



Community Profile

Rings: 1, 3, 5 mile radii

100 E Main St, Stratford, CT 06614, USA

Latitude: 41.2018
Longitude: -73.11668

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	10,078	82,849	194,308
2010 Total Population	10,261	84,951	201,211
2021 Total Population	10,290	85,000	203,081
2021 Group Quarters	7	849	4,507
2026 Total Population	10,317	85,256	205,405
2021-2026 Annual Rate	0.05%	0.06%	0.23%
2021 Total Daytime Population	10,838	79,612	194,285
Workers	5,727	35,499	84,583
Residents	5,111	44,113	109,702
Household Summary			
2000 Households	4,024	32,613	71,786
2000 Average Household Size	2.50	2.51	2.65
2010 Households	4,037	33,183	74,141
2010 Average Household Size	2.54	2.53	2.65
2021 Households	4,044	33,084	74,715
2021 Average Household Size	2.54	2.54	2.66
2026 Households	4,052	33,152	75,484
2026 Average Household Size	2.54	2.55	2.66
2021-2026 Annual Rate	0.04%	0.04%	0.21%
2010 Families	2,764	21,775	49,325
2010 Average Family Size	3.07	3.14	3.23
2021 Families	2,739	21,537	49,177
2021 Average Family Size	3.09	3.16	3.26
2026 Families	2,739	21,560	49,626
2026 Average Family Size	3.09	3.16	3.26
2021-2026 Annual Rate	0.00%	0.02%	0.18%
Housing Unit Summary			
2000 Housing Units	4,126	34,216	76,517
Owner Occupied Housing Units	80.9%	66.2%	56.3%
Renter Occupied Housing Units	16.6%	29.1%	37.5%
Vacant Housing Units	2.5%	4.7%	6.2%
2010 Housing Units	4,201	35,390	80,675
Owner Occupied Housing Units	80.0%	64.8%	54.4%
Renter Occupied Housing Units	16.1%	29.0%	37.5%
Vacant Housing Units	3.9%	6.2%	8.1%
2021 Housing Units	4,257	36,035	82,699
Owner Occupied Housing Units	77.5%	61.4%	51.2%
Renter Occupied Housing Units	17.5%	30.4%	39.1%
Vacant Housing Units	5.0%	8.2%	9.7%
2026 Housing Units	4,285	36,333	83,906
Owner Occupied Housing Units	78.0%	62.1%	51.8%
Renter Occupied Housing Units	16.6%	29.1%	38.2%
Vacant Housing Units	5.4%	8.8%	10.0%
Median Household Income			
2021	\$85,063	\$69,054	\$60,971
2026	\$92,863	\$75,151	\$65,827
Median Home Value			
2021	\$279,007	\$259,540	\$263,176
2026	\$290,956	\$271,497	\$277,916
Per Capita Income			
2021	\$41,096	\$34,928	\$32,222
2026	\$45,418	\$38,338	\$35,410
Median Age			
2010	40.9	40.0	37.0
2021	43.4	41.8	38.8
2026	44.0	42.3	39.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	4,044	33,084	74,715
<\$15,000	6.7%	10.7%	12.8%
\$15,000 - \$24,999	6.1%	8.3%	9.9%
\$25,000 - \$34,999	4.0%	6.0%	6.7%
\$35,000 - \$49,999	8.6%	11.8%	12.1%
\$50,000 - \$74,999	18.1%	16.2%	16.1%
\$75,000 - \$99,999	13.8%	13.6%	11.9%
\$100,000 - \$149,999	21.3%	16.4%	14.9%
\$150,000 - \$199,999	12.2%	10.2%	8.0%
\$200,000+	9.2%	6.8%	7.6%
Average Household Income	\$104,834	\$89,824	\$87,006
2026 Households by Income			
Household Income Base	4,052	33,152	75,484
<\$15,000	6.1%	9.7%	11.8%
\$15,000 - \$24,999	5.4%	7.6%	9.1%
\$25,000 - \$34,999	3.6%	5.6%	6.2%
\$35,000 - \$49,999	8.0%	11.3%	11.6%
\$50,000 - \$74,999	16.9%	15.7%	15.8%
\$75,000 - \$99,999	13.2%	13.3%	11.8%
\$100,000 - \$149,999	22.3%	17.5%	15.9%
\$150,000 - \$199,999	14.0%	11.7%	9.2%
\$200,000+	10.6%	7.6%	8.5%
Average Household Income	\$115,912	\$98,693	\$95,768
2021 Owner Occupied Housing Units by Value			
Total	3,299	22,133	42,363
<\$50,000	2.0%	4.8%	4.3%
\$50,000 - \$99,999	1.4%	4.3%	4.1%
\$100,000 - \$149,999	1.0%	5.0%	6.2%
\$150,000 - \$199,999	7.9%	11.2%	13.0%
\$200,000 - \$249,999	21.2%	20.6%	17.6%
\$250,000 - \$299,999	28.6%	21.7%	18.1%
\$300,000 - \$399,999	29.6%	22.3%	22.2%
\$400,000 - \$499,999	3.8%	5.9%	7.4%
\$500,000 - \$749,999	3.9%	2.9%	4.6%
\$750,000 - \$999,999	0.2%	0.6%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.3%	0.3%	0.5%
Average Home Value	\$299,401	\$278,116	\$295,827
2026 Owner Occupied Housing Units by Value			
Total	3,342	22,578	43,429
<\$50,000	1.8%	4.7%	4.1%
\$50,000 - \$99,999	1.2%	3.7%	3.5%
\$100,000 - \$149,999	0.8%	4.5%	5.7%
\$150,000 - \$199,999	6.4%	9.9%	11.6%
\$200,000 - \$249,999	18.3%	18.5%	15.9%
\$250,000 - \$299,999	26.3%	20.0%	16.6%
\$300,000 - \$399,999	34.0%	25.4%	24.5%
\$400,000 - \$499,999	4.6%	7.0%	8.3%
\$500,000 - \$749,999	5.4%	4.0%	6.1%
\$750,000 - \$999,999	0.5%	1.0%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.6%	0.6%	0.9%
Average Home Value	\$321,103	\$299,498	\$324,251

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	10,261	84,952	201,210
0 - 4	5.9%	5.9%	6.5%
5 - 9	6.2%	6.1%	6.5%
10 - 14	6.3%	6.7%	6.8%
15 - 24	10.8%	12.2%	13.9%
25 - 34	12.4%	12.5%	13.7%
35 - 44	15.3%	14.1%	13.9%
45 - 54	16.4%	15.5%	14.8%
55 - 64	13.3%	12.1%	11.0%
65 - 74	7.1%	7.5%	6.5%
75 - 84	4.1%	4.9%	4.3%
85 +	2.4%	2.4%	2.1%
18 +	78.0%	77.2%	76.0%
2021 Population by Age			
Total	10,290	84,999	203,080
0 - 4	4.9%	5.2%	5.8%
5 - 9	5.7%	5.5%	5.9%
10 - 14	6.4%	5.9%	6.2%
15 - 24	10.9%	11.7%	12.8%
25 - 34	10.9%	12.9%	14.2%
35 - 44	13.5%	12.8%	13.0%
45 - 54	14.4%	13.3%	12.6%
55 - 64	14.4%	13.8%	12.8%
65 - 74	11.2%	10.6%	9.5%
75 - 84	5.4%	5.7%	4.9%
85 +	2.3%	2.6%	2.3%
18 +	79.4%	79.8%	78.4%
2026 Population by Age			
Total	10,318	85,257	205,405
0 - 4	4.9%	5.2%	5.8%
5 - 9	5.3%	5.3%	5.7%
10 - 14	5.8%	5.6%	5.9%
15 - 24	11.1%	10.8%	12.0%
25 - 34	11.5%	13.5%	14.1%
35 - 44	12.7%	13.1%	13.8%
45 - 54	14.0%	12.7%	12.1%
55 - 64	14.2%	13.3%	12.3%
65 - 74	11.4%	11.1%	10.0%
75 - 84	6.9%	6.9%	6.0%
85 +	2.2%	2.6%	2.2%
18 +	80.2%	80.6%	79.1%
2010 Population by Sex			
Males	4,983	40,352	96,845
Females	5,278	44,599	104,366
2021 Population by Sex			
Males	4,990	40,460	98,157
Females	5,299	44,539	104,924
2026 Population by Sex			
Males	5,023	40,726	99,641
Females	5,294	44,530	105,764

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	10,260	84,952	201,212
White Alone	88.5%	68.0%	57.4%
Black Alone	5.1%	19.0%	23.9%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.8%	3.6%	3.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	6.3%	11.3%
Two or More Races	2.0%	2.8%	3.3%
Hispanic Origin	8.2%	17.7%	25.8%
Diversity Index	33.2	64.6	76.0
2021 Population by Race/Ethnicity			
Total	10,291	85,001	203,080
White Alone	84.0%	63.0%	53.2%
Black Alone	6.9%	20.9%	25.3%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	3.8%	4.4%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	7.8%	13.1%
Two or More Races	2.9%	3.4%	3.8%
Hispanic Origin	12.4%	22.3%	30.3%
Diversity Index	44.2	71.0	79.9
2026 Population by Race/Ethnicity			
Total	10,316	85,256	205,404
White Alone	81.7%	60.7%	51.2%
Black Alone	7.9%	21.7%	25.6%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	4.2%	4.9%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	8.7%	14.2%
Two or More Races	3.2%	3.6%	3.9%
Hispanic Origin	14.9%	24.9%	32.9%
Diversity Index	49.6	73.9	81.6
2010 Population by Relationship and Household Type			
Total	10,261	84,951	201,211
In Households	99.9%	99.0%	97.8%
In Family Households	84.7%	82.8%	82.3%
Householder	26.8%	25.6%	24.6%
Spouse	20.8%	17.3%	15.4%
Child	31.8%	32.8%	33.6%
Other relative	3.3%	4.7%	5.8%
Nonrelative	2.0%	2.4%	3.0%
In Nonfamily Households	15.2%	16.2%	15.5%
In Group Quarters	0.1%	1.0%	2.2%
Institutionalized Population	0.0%	0.9%	1.3%
Noninstitutionalized Population	0.1%	0.1%	0.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	7,421	60,925	140,667
Less than 9th Grade	2.8%	5.3%	7.6%
9th - 12th Grade, No Diploma	3.7%	6.9%	8.0%
High School Graduate	23.4%	26.3%	26.5%
GED/Alternative Credential	3.8%	4.3%	4.0%
Some College, No Degree	19.8%	19.0%	17.7%
Associate Degree	8.5%	8.3%	7.3%
Bachelor's Degree	23.9%	18.2%	17.0%
Graduate/Professional Degree	14.1%	11.9%	11.8%
2021 Population 15+ by Marital Status			
Total	8,541	70,844	166,693
Never Married	30.8%	36.5%	40.6%
Married	52.1%	46.2%	43.3%
Widowed	6.3%	6.4%	5.9%
Divorced	10.8%	10.9%	10.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,559	45,372	107,232
Population 16+ Employed	93.1%	90.5%	87.2%
Population 16+ Unemployment rate	6.9%	9.5%	12.8%
Population 16-24 Employed	10.0%	10.6%	11.7%
Population 16-24 Unemployment rate	14.0%	22.3%	24.2%
Population 25-54 Employed	63.4%	63.1%	63.8%
Population 25-54 Unemployment rate	3.9%	7.6%	11.3%
Population 55-64 Employed	18.6%	18.6%	17.4%
Population 55-64 Unemployment rate	9.9%	8.1%	11.8%
Population 65+ Employed	8.1%	7.7%	7.1%
Population 65+ Unemployment rate	12.2%	7.4%	6.1%
2021 Employed Population 16+ by Industry			
Total	5,178	41,063	93,503
Agriculture/Mining	0.1%	0.0%	0.1%
Construction	5.6%	5.5%	7.2%
Manufacturing	12.1%	11.7%	10.3%
Wholesale Trade	1.9%	1.9%	1.8%
Retail Trade	11.0%	10.4%	11.3%
Transportation/Utilities	3.8%	5.8%	5.7%
Information	3.3%	2.2%	1.7%
Finance/Insurance/Real Estate	7.9%	7.4%	6.8%
Services	50.3%	51.1%	51.3%
Public Administration	4.2%	3.9%	3.7%
2021 Employed Population 16+ by Occupation			
Total	5,177	41,063	93,503
White Collar	69.3%	63.3%	58.0%
Management/Business/Financial	20.7%	16.5%	14.9%
Professional	30.6%	25.5%	23.3%
Sales	8.8%	8.5%	8.5%
Administrative Support	9.1%	12.7%	11.3%
Services	13.5%	18.2%	21.6%
Blue Collar	17.3%	18.5%	20.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.1%	4.1%	5.5%
Installation/Maintenance/Repair	3.9%	3.2%	2.7%
Production	4.5%	4.5%	4.6%
Transportation/Material Moving	4.8%	6.6%	7.5%

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2010 Households by Type			
Total	4,037	33,184	74,140
Households with 1 Person	25.7%	28.7%	27.3%
Households with 2+ People	74.3%	71.3%	72.7%
Family Households	68.5%	65.6%	66.5%
Husband-wife Families	53.0%	44.4%	41.6%
With Related Children	24.3%	20.3%	19.8%
Other Family (No Spouse Present)	15.5%	21.3%	24.9%
Other Family with Male Householder	4.1%	5.0%	5.6%
With Related Children	1.7%	2.3%	2.8%
Other Family with Female Householder	11.4%	16.3%	19.3%
With Related Children	5.9%	9.9%	12.6%
Nonfamily Households	5.8%	5.7%	6.2%
All Households with Children	32.2%	32.9%	35.6%
Multigenerational Households	4.1%	5.3%	6.0%
Unmarried Partner Households	6.3%	6.8%	7.5%
Male-female	5.4%	6.0%	6.8%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	4,037	33,184	74,143
1 Person Household	25.7%	28.7%	27.3%
2 Person Household	31.9%	29.8%	28.5%
3 Person Household	18.0%	17.2%	17.4%
4 Person Household	15.4%	14.2%	14.5%
5 Person Household	6.1%	6.2%	7.1%
6 Person Household	1.9%	2.5%	3.0%
7 + Person Household	0.9%	1.4%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	4,037	33,183	74,141
Owner Occupied	83.3%	69.1%	59.2%
Owned with a Mortgage/Loan	62.5%	50.2%	43.5%
Owned Free and Clear	20.8%	18.9%	15.6%
Renter Occupied	16.7%	30.9%	40.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	111	94
Percent of Income for Mortgage	13.8%	15.8%	18.1%
Wealth Index	122	99	96
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,201	35,390	80,675
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	10,261	84,951	201,211
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Parks and Rec (5C)	Parks and Rec (5C)	Fresh Ambitions (13D)
3.	In Style (5B)	Front Porches (8E)	Parks and Rec (5C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$9,378,918	\$68,258,062	\$153,014,433
Average Spent	\$2,319.22	\$2,063.17	\$2,047.97
Spending Potential Index	109	97	97
Education: Total \$	\$9,546,220	\$65,398,644	\$139,735,120
Average Spent	\$2,360.59	\$1,976.75	\$1,870.24
Spending Potential Index	137	115	108
Entertainment/Recreation: Total \$	\$14,345,215	\$100,608,417	\$219,585,410
Average Spent	\$3,547.28	\$3,041.00	\$2,938.97
Spending Potential Index	110	94	91
Food at Home: Total \$	\$23,779,957	\$172,609,838	\$386,728,864
Average Spent	\$5,880.31	\$5,217.32	\$5,176.05
Spending Potential Index	108	96	95
Food Away from Home: Total \$	\$16,397,922	\$119,361,896	\$269,349,692
Average Spent	\$4,054.88	\$3,607.84	\$3,605.03
Spending Potential Index	107	95	95
Health Care: Total \$	\$26,557,080	\$186,733,595	\$406,938,161
Average Spent	\$6,567.03	\$5,644.23	\$5,446.54
Spending Potential Index	105	90	87
HH Furnishings & Equipment: Total \$	\$10,116,959	\$70,634,282	\$154,106,203
Average Spent	\$2,501.72	\$2,135.00	\$2,062.59
Spending Potential Index	111	95	91
Personal Care Products & Services: Total \$	\$4,008,879	\$28,750,406	\$63,656,222
Average Spent	\$991.32	\$869.01	\$851.99
Spending Potential Index	110	97	95
Shelter: Total \$	\$94,857,135	\$677,563,476	\$1,506,122,144
Average Spent	\$23,456.26	\$20,480.10	\$20,158.23
Spending Potential Index	116	102	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,809,748	\$68,001,548	\$149,254,903
Average Spent	\$2,425.75	\$2,055.42	\$1,997.66
Spending Potential Index	101	86	84
Travel: Total \$	\$11,941,207	\$81,382,102	\$174,937,949
Average Spent	\$2,952.82	\$2,459.86	\$2,341.40
Spending Potential Index	117	97	93
Vehicle Maintenance & Repairs: Total \$	\$4,554,799	\$32,660,296	\$72,957,370
Average Spent	\$1,126.31	\$987.19	\$976.48
Spending Potential Index	102	89	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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