

Pop-Facts® Demographics | Summary



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	6,113	100.00	53,292	100.00	152,159	100.00
2020 Census	7,008	100.00	62,489	100.00	174,856	100.00
2026 Estimate	7,471	100.00	65,297	100.00	181,302	100.00
2031 Projection	7,839	100.00	67,707	100.00	187,034	100.00
Population Growth						
Percent Change: 2010 to 2020	--	14.64	--	17.26	--	14.92
Percent Change: 2020 to 2026	--	6.61	--	4.49	--	3.69
Percent Change: 2026 to 2031	--	4.93	--	3.69	--	3.16

	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	2,066	100.00	17,952	100.00	50,473	100.00
2020 Census	2,307	100.00	20,294	100.00	55,973	100.00
2026 Estimate	2,506	100.00	21,287	100.00	58,064	100.00
2031 Projection	2,645	100.00	22,108	100.00	59,907	100.00
Household Growth						
Percent Change: 2010 to 2020	--	11.66	--	13.05	--	10.90
Percent Change: 2020 to 2026	--	8.63	--	4.89	--	3.74
Percent Change: 2026 to 2031	--	5.55	--	3.86	--	3.17

	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	%
Family Households						
2010 Census	1,535	100.00	14,269	100.00	40,542	100.00
2020 Census	1,740	100.00	16,147	100.00	45,152	100.00
2026 Estimate	1,891	100.00	16,911	100.00	46,786	100.00
2031 Projection	1,998	100.00	17,550	100.00	48,241	100.00
Family Household Growth						
Percent Change: 2010 to 2020	--	13.36	--	13.16	--	11.37
Percent Change: 2020 to 2026	--	8.68	--	4.73	--	3.62
Percent Change: 2026 to 2031	--	5.66	--	3.78	--	3.11

Benchmark: USA

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Pop-Facts® Demographics | Household Quick Facts



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	%
2026 Est. Households by Household Income						
Income < \$15,000	159	6.34	1,307	6.14	2,854	4.92
Income \$15,000 - \$24,999	113	4.51	715	3.36	1,753	3.02
Income \$25,000 - \$34,999	142	5.67	828	3.89	1,992	3.43
Income \$35,000 - \$49,999	265	10.57	1,466	6.89	4,590	7.91
Income \$50,000 - \$74,999	400	15.96	2,992	14.06	8,405	14.47
Income \$75,000 - \$99,999	382	15.24	3,242	15.23	8,781	15.12
Income \$100,000 - \$124,999	266	10.62	2,760	12.97	7,193	12.39
Income \$125,000 - \$149,999	246	9.82	2,483	11.66	6,268	10.79
Income \$150,000 - \$199,999	337	13.45	2,766	12.99	7,657	13.19
Income \$200,000 - \$249,999	135	5.39	1,207	5.67	3,433	5.91
Income \$250,000 - \$499,999	54	2.15	1,034	4.86	3,556	6.12
Income \$500,000+	8	0.32	487	2.29	1,582	2.73
2026 Est. Average Household Income	--	100,919.00	--	123,075.00	--	129,187.00
2026 Est. Median Household Income	--	85,909.07	--	100,788.13	--	102,097.66
2026 Median HH Income by Single-Classification Race						
White Alone	--	87,547.87	--	105,247.64	--	110,843.85
Black/African American Alone	--	81,374.96	--	103,226.25	--	102,615.17
American Indian/Alaskan Native Alone	--	83,850.16	--	82,900.64	--	79,578.49
Asian Alone	--	124,624.38	--	99,849.47	--	96,089.76
Native Hawaiian/Pacific Islander Alone	--	62,893.72	--	69,407.76	--	72,592.98
Some Other Race Alone	--	77,518.94	--	92,971.55	--	87,304.40
Two or More Races	--	83,086.82	--	85,086.37	--	88,433.43
2026 Est. Population by Ethnicity (Hispanic or Latino)						
Hispanic/Latino	--	86,508.30	--	97,794.35	--	92,452.52
Not Hispanic/Latino	--	85,703.71	--	101,352.20	--	103,756.37
2026 Est. Households by Household Type						
Total Households	2,506	100.00	21,287	100.00	58,064	100.00
Family Households	1,891	75.46	16,911	79.44	46,786	80.58
Other Households	615	--	4,376	--	11,278	--
2026 Est. Group Quarters Population						
2026 Est. Group Quarters Population	197	2.64	433	0.66	587	0.32
2026 Est. Households by Household Size						
1-Person Household	664	26.50	3,550	16.68	8,497	14.63
2-Person Household	623	24.86	6,104	28.68	16,682	28.73
3-Person Household	436	17.40	3,800	17.85	10,902	18.78
4-Person Household	387	15.44	3,899	18.32	10,953	18.86
5-Person Household	232	9.26	2,230	10.48	6,210	10.70
6-Person Household	110	4.39	1,062	4.99	2,835	4.88
7+ Person Household	53	2.12	641	3.01	1,985	3.42
2026 Est. Average Household Size	--	2.77	--	3.05	--	3.11
2026 Est. HHs by Type by Presence of Own Children						
Married Couple, With Own Children	539	21.51	5,173	24.30	14,935	25.72
Married Couple, Without Own Children	595	23.74	6,820	32.04	18,451	31.78
Female Householder, With Own Children	211	8.42	1,062	4.99	3,361	5.79
Female Householder, Without Own Children	194	7.74	1,544	7.25	4,513	7.77
Male Householder, With Own Children	53	2.12	311	1.46	828	1.43
Male Householder, Without Own Children	57	2.27	663	3.12	1,733	2.98

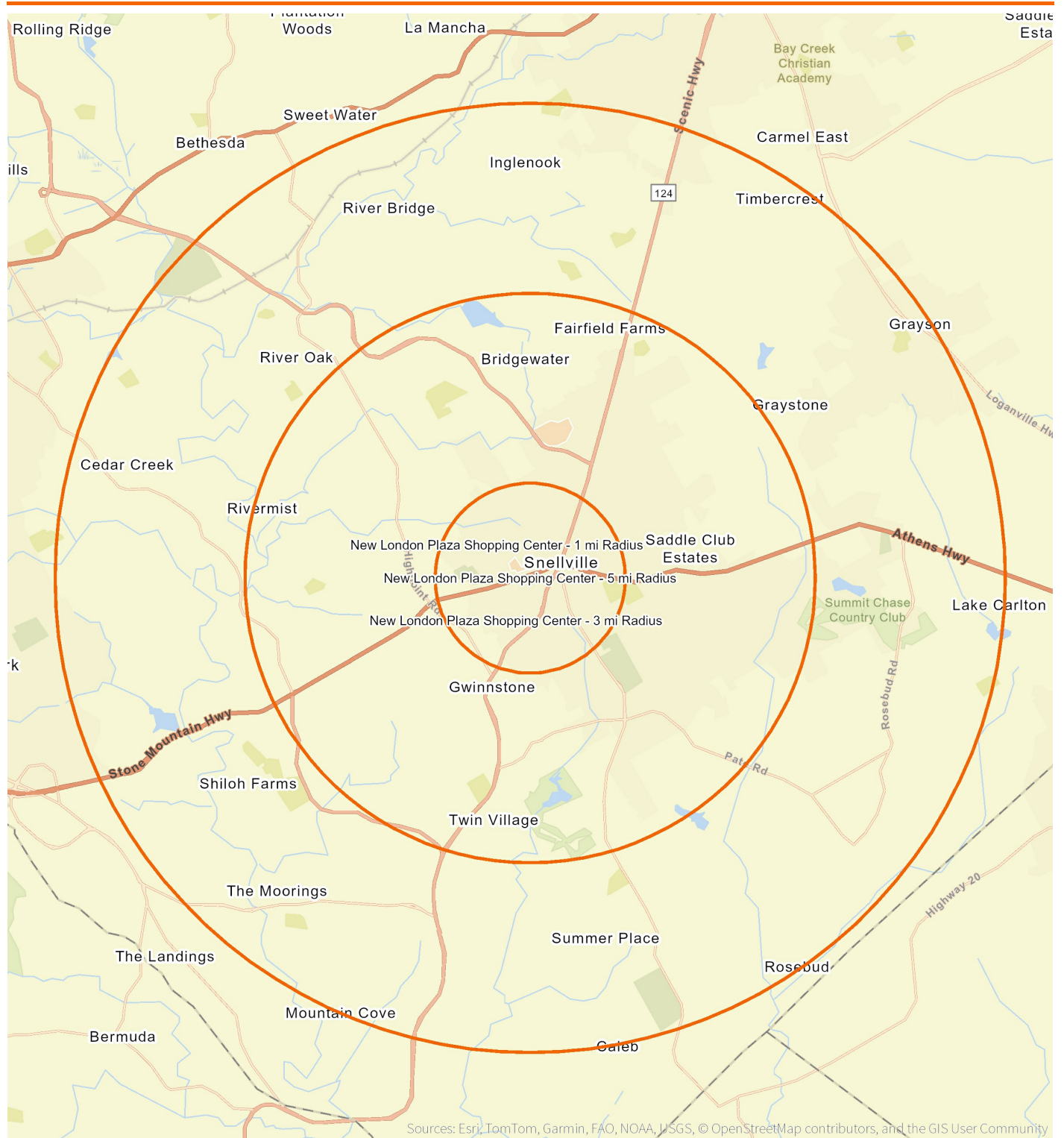
Benchmark: USA

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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



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Report Details

Name: New London Plaza Demographics 2026
Date / Time: 1/8/2026 5:17:30 PM
Workspace Vintage: 2026

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		
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