

Table 2.1

CONNECTICUT'S CONSUMER MARKET 1995

STATES AND PROVINCES CONTAINED WHOLLY OR PARTIALLY WITHIN A 500 MILE RADIUS OF CONNECTICUT

State/Area	1995 POPULATION	In Millions of U.S Dollars		
		EFFECTIVE BUYING INCOME	RETAIL SALES	FOOD SALES
Entirely within 500 miles				
CONNECTICUT	3,274,700	\$68,055	\$31,844	\$6,293
MASSACHUSETTS	6,089,500	103,352	53,873	10,714
RHODE ISLAND	989,800	15,012	7,359	1,551
VERMONT	587,700	8,210	5,144	1,214
NEW HAMPSHIRE	1,154,700	19,109	12,997	2,807
MAINE	1,242,400	16,507	11,568	2,612
NEW YORK	18,157,700	288,862	137,771	24,651
NEW JERSEY	7,966,600	146,603	74,425	13,823
PENNSYLVANIA	12,075,500	191,574	104,470	17,841
DELAWARE	693,100	10,897	6,299	1,117
MARYLAND	5,072,900	86,066	45,644	8,558
DISTRICT OF COLUMBIA	547,900	11,190	3,760	631
Partially within 500 miles				
OHIO	11,173,300	164,044	104,900	16,896
VIRGINIA	5,494,100	93,036	49,551	9,004
WEST VIRGINIA	1,830,700	22,192	13,615	2,826
NORTH CAROLINA	7,257,800	100,928	65,781	11,888
Region Total	83,608,400	1,345,637	729,001	132,426
U.S. Total	264,900,900	3,964,285	2,355,242	409,318
Region as percent of the U.S	31.6%	33.9%	31.0%	33.7%
Canadian Provinces partially within 500 miles				
QUEBEC	7,343,200	84,934	36,342	9,682
ONTARIO	11,097,500	147,297	57,195	11,501
NEW BRUNSWICK	760,200	8,104	3,703	907
NOVA SCOTIA	937,800	10,188	4,645	1,298
Region Total	20,138,700	250,524	101,885	23,388
Canada Total	29,615,300	370,524	154,129	36,275
Region as percent of Canada	68.0%	67.6%	66.1%	64.5%
TOTAL REGIONAL MARKET	103,747,100	1,596,161	830,886	155,814

Source: Sales and Marketing Management; Statistics Canada