

Table 7.3

**EFFECTIVE BUYING INCOME (EBI)**  
**U.S., New England, Connecticut, and its Counties**

	Total EBI (millions of \$)	1995 Population (thousands)	EBI Per Capita	EBI Per Households (thousands)	By %	Median Household Effective Buying Income			
						1984	1989	1994	1995
United States	\$3,964,285	264,900.9	\$14,965	97,647.4	100.0%	\$25,496	\$25,976	\$35,056	\$32,238
New England	230,244	13,338.8	17,261	5,009.3	5.1%	28,965	31,773	41,189	37,621
Connecticut	68,055	3,274.7	20,782	1,232.0	1.3%	34,107	36,407	47,345	44,218
Connecticut					100.0%				
Fairfield County	22,793	832.0	27,395	306.9	24.9%	39,223	42,568	55,536	54,922
Hartford County	21,319	1,114.7	19,125	423.0	34.3%	33,570	35,477	46,412	42,970
Litchfield County	3,450	179.8	19,188	69.0	5.6%	33,528	36,749	45,521	42,352
Middlesex County	2,947	148.3	19,872	57.1	4.6%	33,633	36,952	51,206	44,790
New Haven County	14,283	792.7	18,018	301.9	24.5%	32,071	34,456	44,310	40,125
New London County	4,591	251.2	18,276	93.3	7.6%	32,220	31,946	42,387	41,371
Tolland County	2,313	131.7	17,563	46.0	3.7%	33,747	38,774	48,098	44,861
Windham County	1,618	104.3	15,513	37.9	3.1%	28,563	29,142	38,571	36,854

Source: "Survey of Buying Power,"  
Sales & Marketing Management