UConn’s Regional Footprint

Top television markets and major sports networks based in New England and New York bring UConn Athletics to the 162,690 alumni living in the Northeast.

**$55.8B**
Additional annual income earned by UConn graduates working in CT*

*The amount of additional income that UConn alumni (who have graduated since 1980) earn annually, over the average college graduate.

**127,071**
UConn alumni live in Connecticut

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**12.6 Million**
Television households in our vicinity, UConn is a power player in the Northeast.*

*New England and New York City markets

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**79%**
Of those 12.6 million households pay for cable.

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**FAST FACTS**
ABOUT MEDIA COVERAGE

**3.6M**
Connecticut population

**2.7M**
Total people in Hartford-New Haven market

**40.6**
Median age of Hartford-New Haven market for 2014

**17.3%**
of Hartford-New Haven residents fall into the $50,000-$74,999 income bracket; the next highest concentration is the $100,000-$149,999 bracket, with 16.8%.

**35.6%**
of Connecticut’s population aged 25 or older hold a bachelor’s degree or higher — the third-highest rate of any state in the country

**14.7M**
Total population of New England

**5.2M**
Total households in New England