

# 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

N E W  
Y O R K

New York is the

**#1**

television market in the country, 7.4 million TV homes

NEW YORK



● STAMFORD  
Regional Campus  
› NBC Sports headquarters

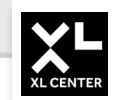


● BRIDGEPORT  
› Webster Bank Arena

● WATERBURY  
Regional Campus

● BRISTOL  
› ESPN Headquarters (45 mins. from UConn)  
› Little League's Eastern Region Headquarters

HARTFORD  
Regional Campus  
› XL Center



HARTFORD

● SPRINGFIELD  
› Naismith Memorial Basketball Hall of Fame (45 mins. from UConn)



**UConn**

● STORRS  
› Gampel Pavilion

● EAST HARTFORD  
› Pratt & Whitney Stadium at Rentschler Field



● UNCASVILLE  
› Mohegan Sun Arena

● AVERY POINT  
Regional Campus

● NEW HAVEN

Hartford-New Haven is the

**#30**

television market in the country, 1 million TV homes

R H O D E  
I S L A N D

PROVIDENCE

BOSTON

Boston is the  
**#8**  
television market in the country, 2.4 million TV homes

With a strong alumni base and

**12.6 Million**

television households in our vicinity, UConn is a power player in the Northeast.\*

\*New England and New York City markets

**79%**

of those 12.6 million households pay for cable.

## 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 constituents 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 holds 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