

An aerial photograph of a town, likely Bloomfield, showing residential areas, roads, and some commercial buildings. A large, semi-transparent orange plus sign is overlaid on the right side of the image. A dark blue rectangular box covers the lower-left portion of the image, containing the title and date.

Demographics and Socioeconomics

Town of Bloomfield

July 16, 2024

Demographics

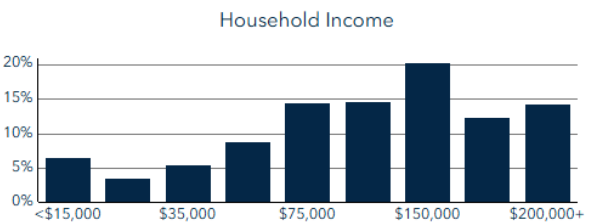
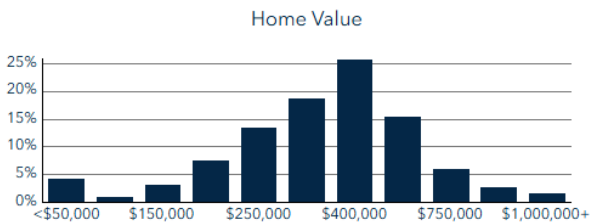
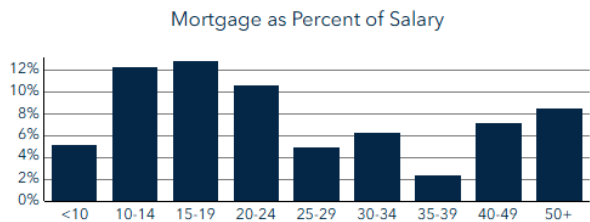
Community Profile

Town of Bloomfield

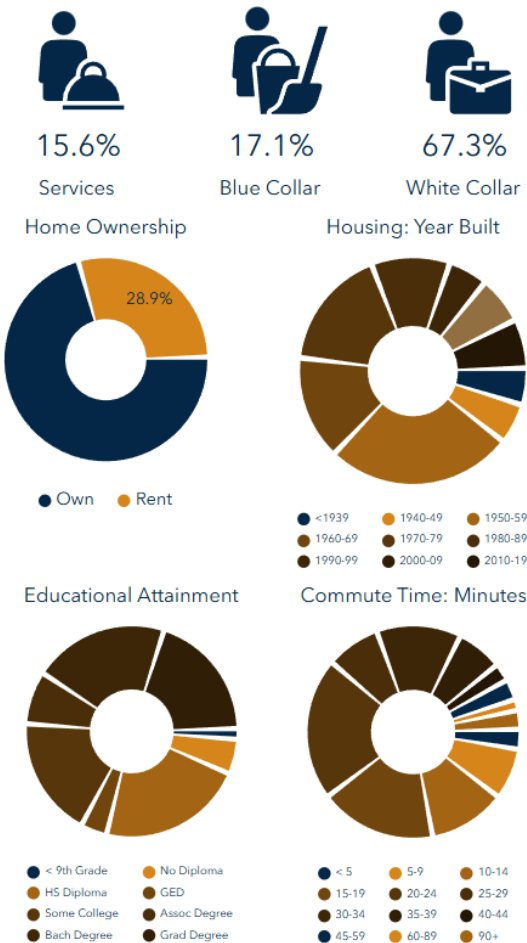
COMMUNITY PROFILE

Bloomfield town, CT
Geography: County Subdivision

21,679	0.16%	2.26	64.9	49.7	\$93,164	\$307,490	\$385,301	14.6%	55.7%	29.7%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



Source: Esri, ACS, Esri forecasts for 2024, 2018-2022, 2029.



© 2024 Esri

Community Profile

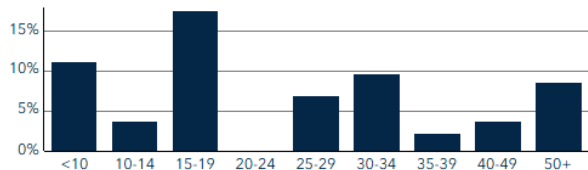
TIF District

COMMUNITY PROFILE

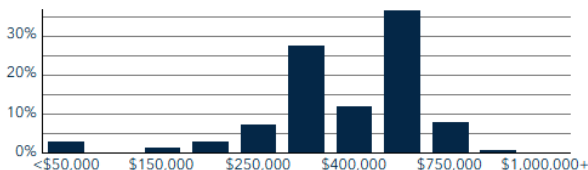
Bloomfield TIF District
Area: 0.35 square miles

614	-0.42%	1.67	68.1	46.7	\$110,449	\$362,500	\$290,852	10.6%	61.4%	27.2%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

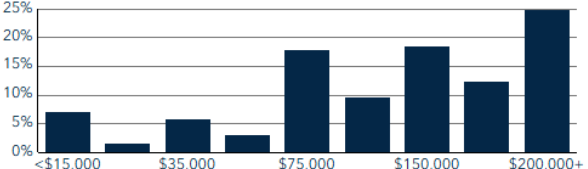
Mortgage as Percent of Salary



Home Value



Household Income



Source: Esri, ACS, Esri forecasts for 2024, 2018-2022, 2029.

Age Profile: 5 Year Increments



Dots show comparison to

Capitol Plann... ▼



3.2%

Services



20.5%

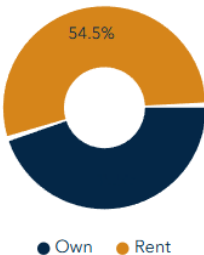
Blue Collar



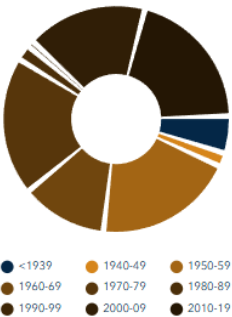
76.1%

White Collar

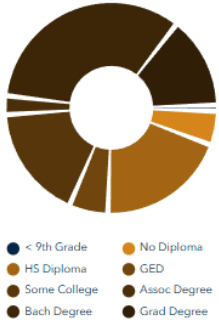
Home Ownership



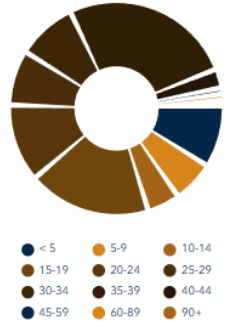
Housing: Year Built



Educational Attainment



Commute Time: Minutes

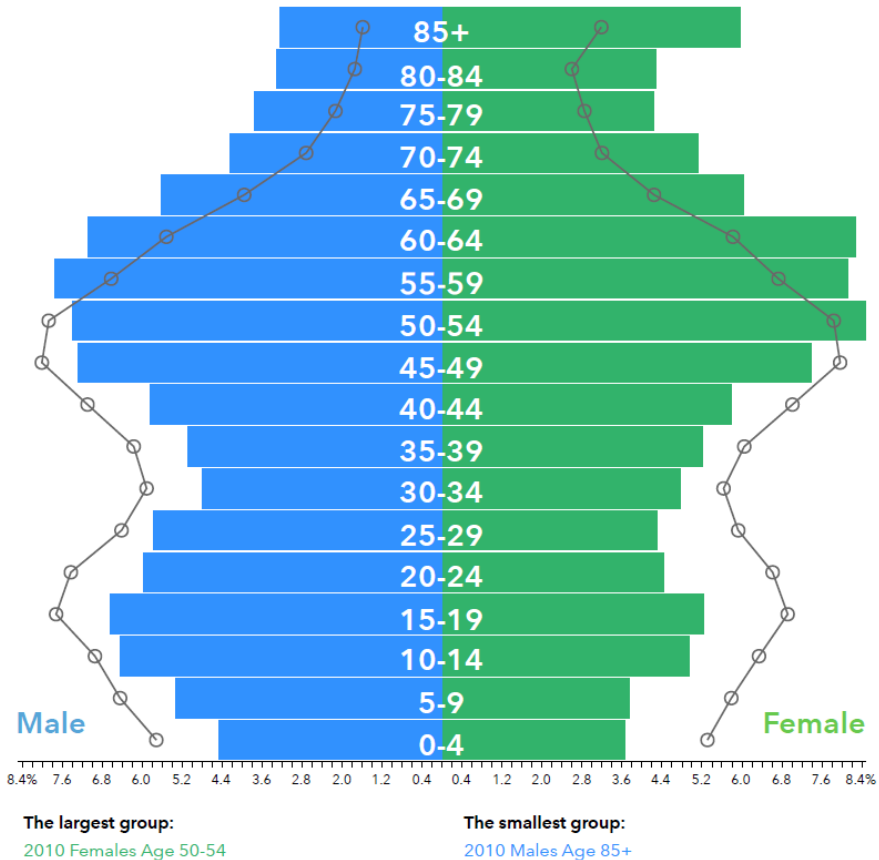


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Age Pyramid – 2010 - 2024

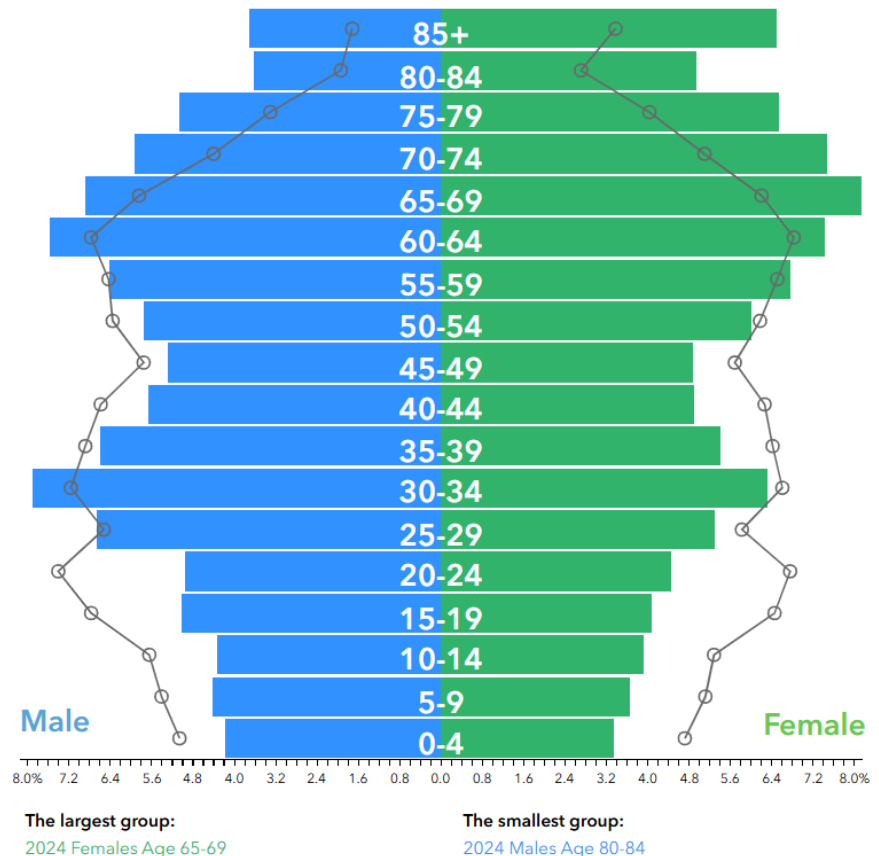
Town of Bloomfield

AGE PYRAMID - 2010



Dots show comparison to Capitol Planning Region

AGE PYRAMID - 2024

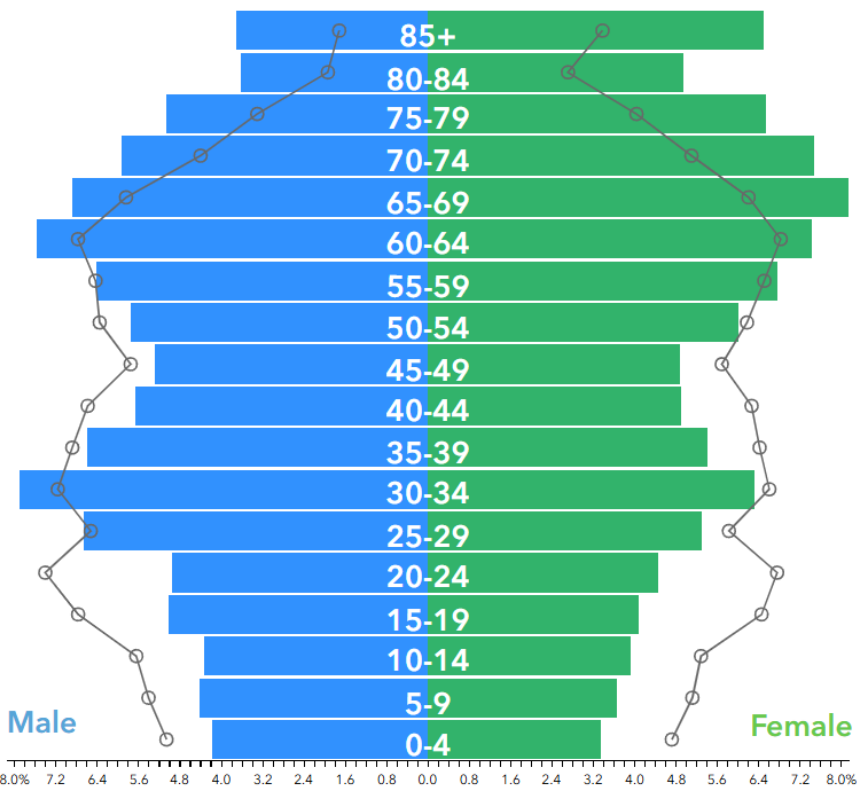


Dots show comparison to Capitol Planning Region

Age Pyramid – 2024 - 2029

Town of Bloomfield

AGE PYRAMID - 2024

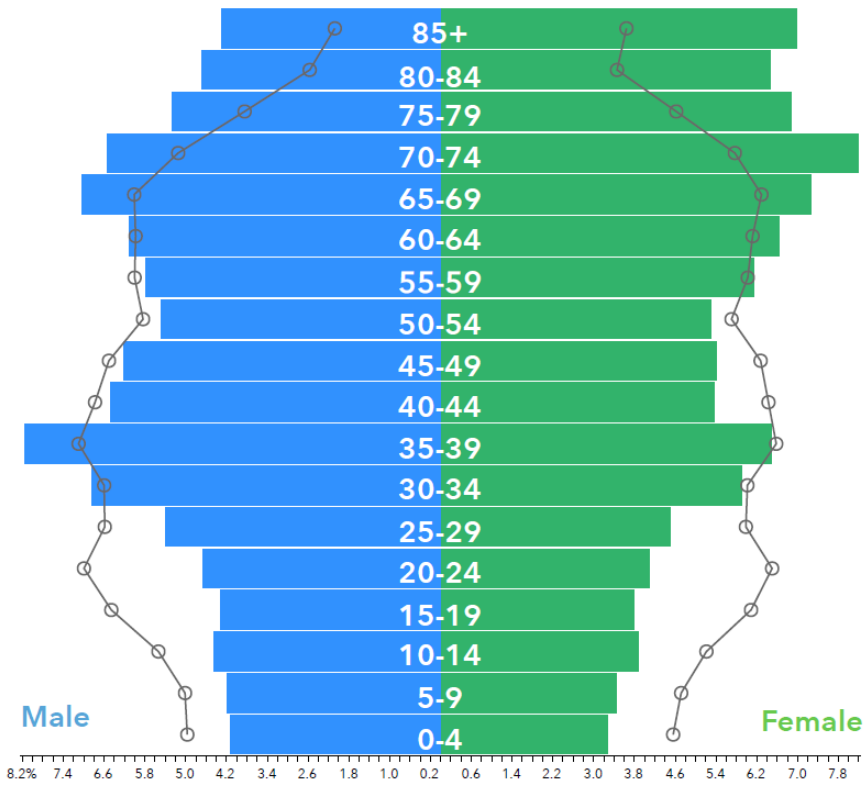


The largest group:
2024 Females Age 65-69

The smallest group:
2024 Males Age 80-84

Dots show comparison to Capitol Planning Region

AGE PYRAMID - 2029



The largest group:
2029 Females Age 70-74

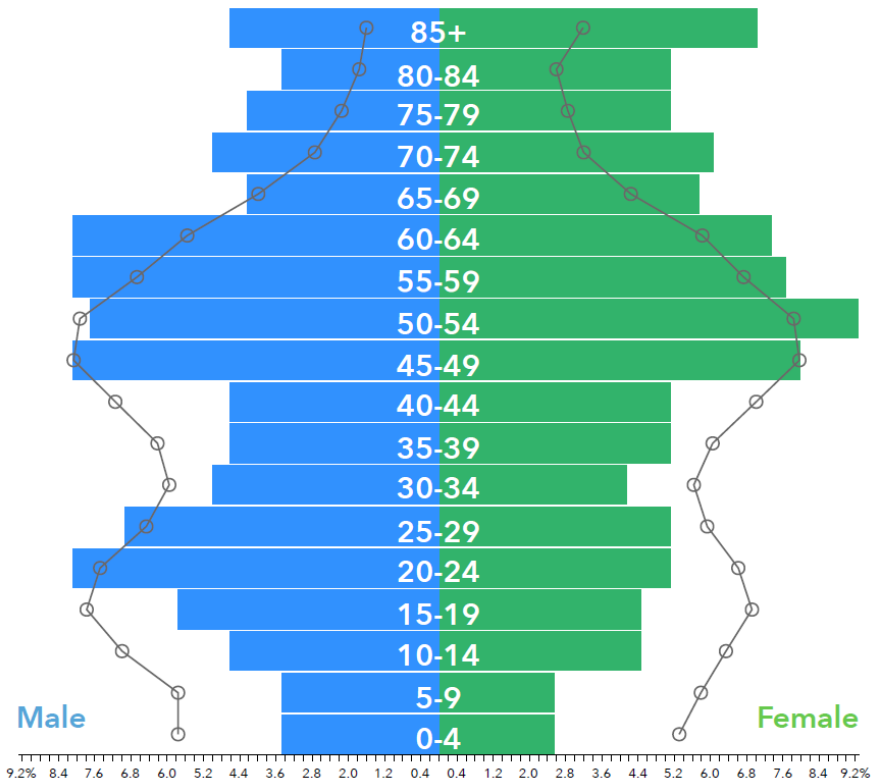
The smallest group:
2029 Females Age 0-4

Dots show comparison to Capitol Planning Region

Age Pyramid – 2010 - 2024

TIF District

AGE PYRAMID - 2010

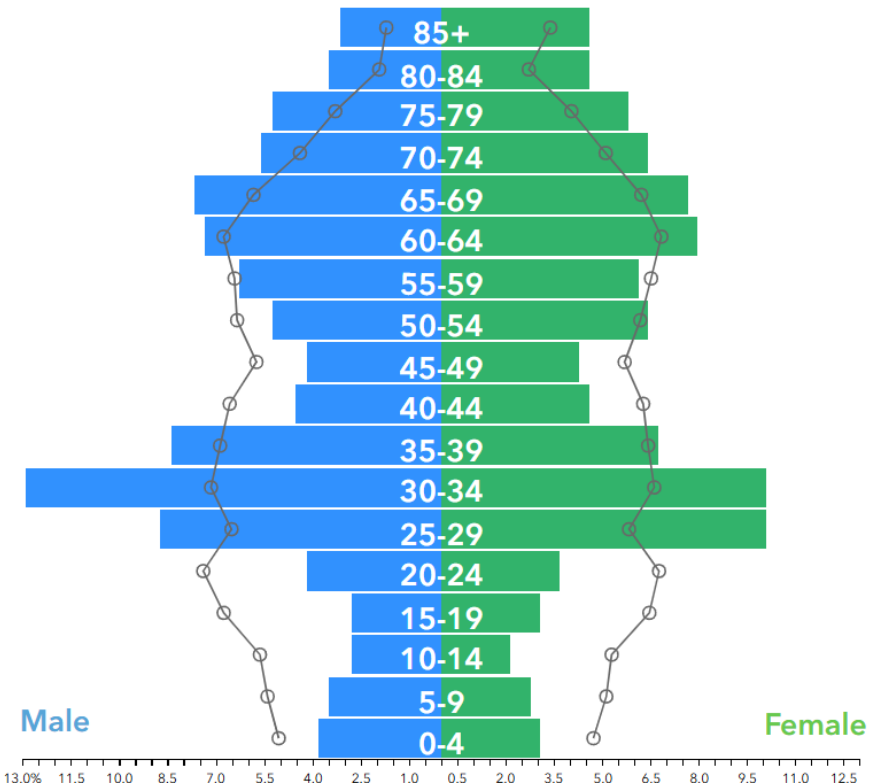


The largest group:
2010 Females Age 50-54

The smallest group:
2010 Females Age 0-4

Dots show comparison to Capitol Planning Region

AGE PYRAMID - 2024



The largest group:
2024 Males Age 30-34

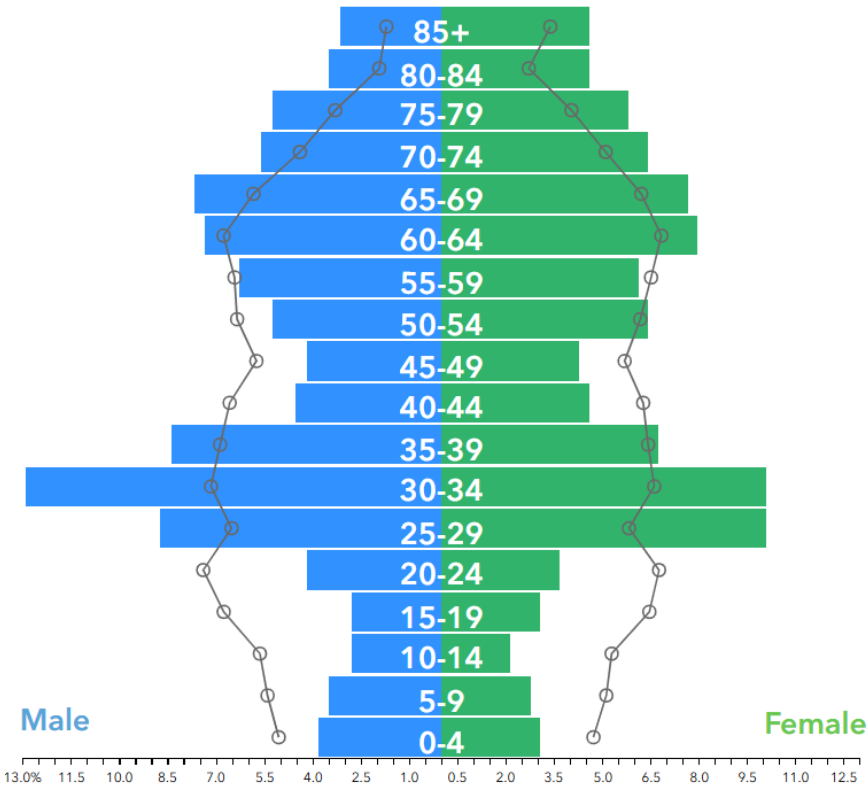
The smallest group:
2024 Females Age 10-14

Dots show comparison to Capitol Planning Region

Age Pyramid – 2024 - 2029

TIF District

AGE PYRAMID - 2024

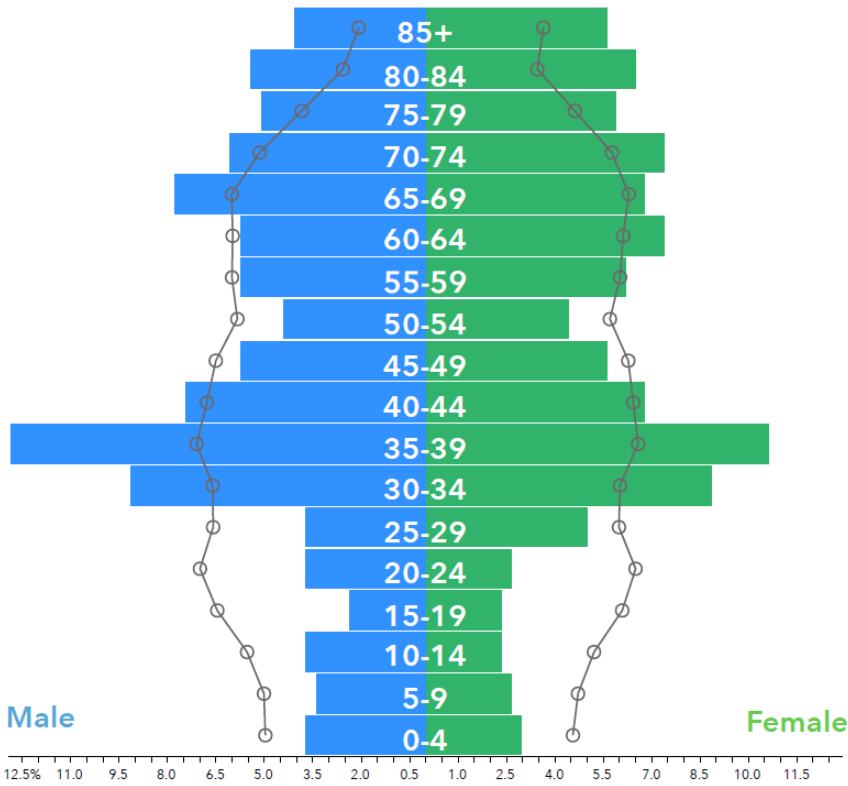


The largest group:
2024 Males Age 30-34

The smallest group:
2024 Females Age 10-14

Dots show comparison to Capitol Planning Region

AGE PYRAMID - 2029



The largest group:
2029 Males Age 35-39

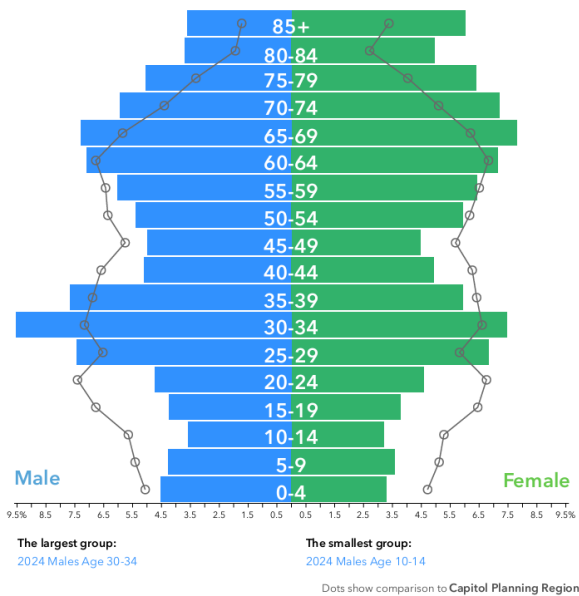
The smallest group:
2029 Males Age 15-19

Dots show comparison to Capitol Planning Region

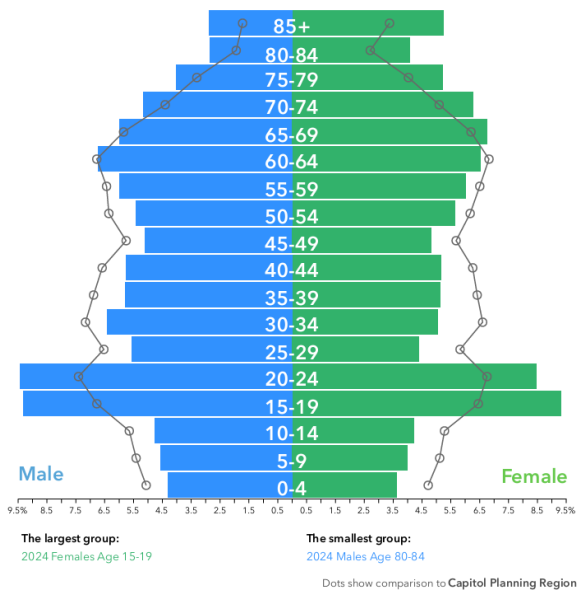
Age Pyramid – 2024

5.10.15 Min Drive Time

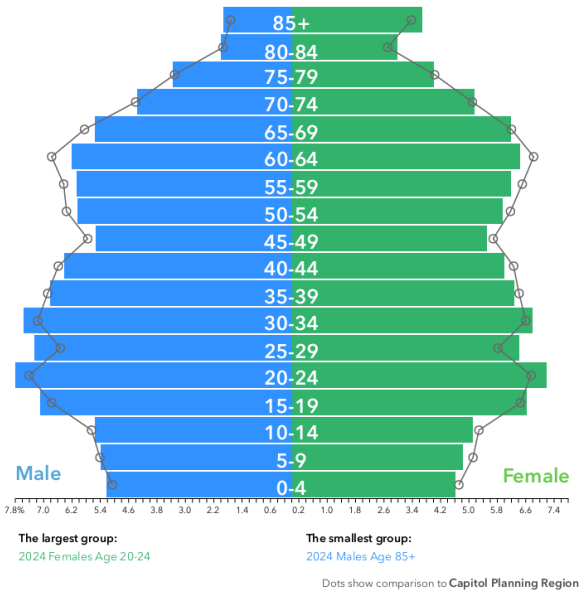
5 Min



10 Min



15 Min





Tapestry Segmentation

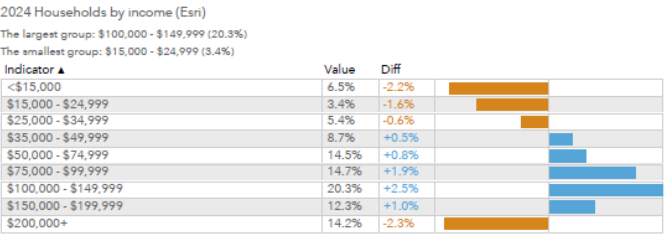
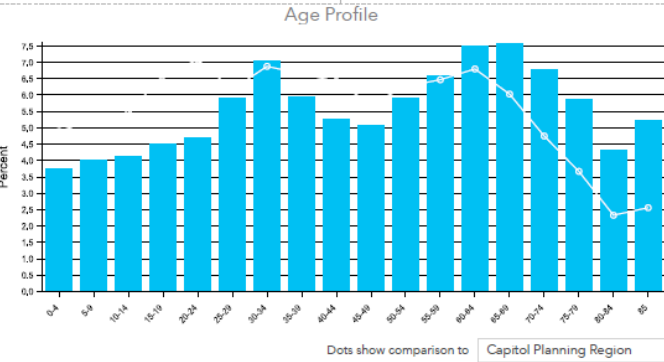
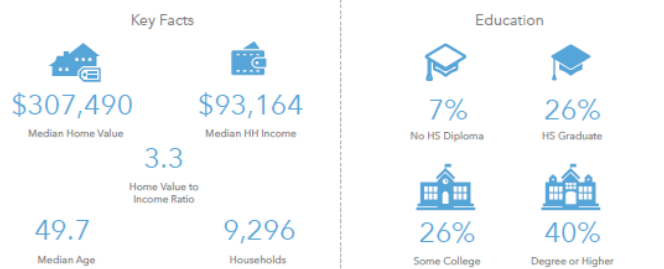
Tapestry Segmentation

Town of Bloomfield

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,427	15.35%	9.9%	155
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	454	4.88%	7.5%	65
GenXurban (L5)	1,214	13.06%	11.4%	115
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	3,716	39.97%	5.8%	690
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	2,485	26.73%	6.1%	435
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0



Bloomfield town, CT



Tapestry segments

 12A	Family Foundations 2,485 households	26.7% of Households	▼
 9B	Golden Years 2,350 households	25.3% of Households	▼
 9E	Retirement Communities 1,366 households	14.7% of Households	▼

Tapestry Descriptions

Town of Bloomfield

- 2,485 Households
- 26.7% of Households
- Median Age: 40
- Average Income: \$47,600
- Top Employments:
Serving Industry, Professional Services, Management, Administrative

- 2,350 Households
- 25.3% of Households
- Median Age: 54
- Average Income: \$80,200
- Top Employments:
Professional Services, Service Occupations

- 1,366 Households
- 14.7% of Households
- Median Age: 55
- Average Income: \$47,400
- Top Employments:
Retired, Professional Services

Family Foundations: Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

Golden Years: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Retirement Communities Single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multi-unit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

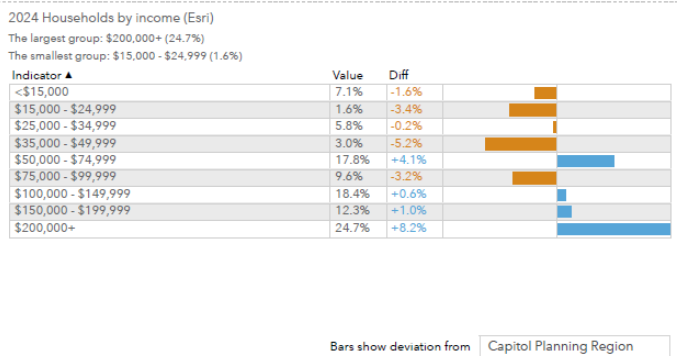
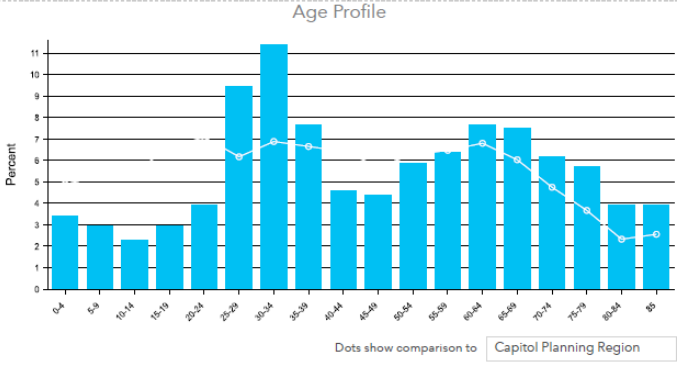
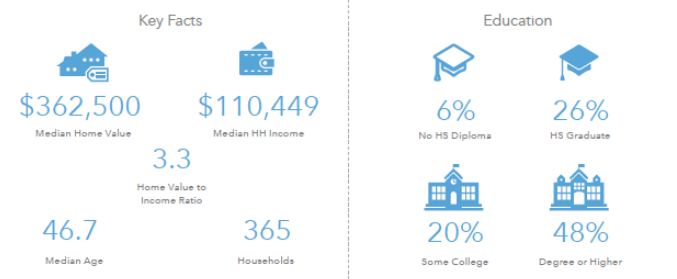
Tapestry Segmentation

TIF District

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Learn more	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	82	22.47%	11.4%	198
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	283	77.53%	5.8%	1,339
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0



Bloomfield TIF District



Tapestry segments

9B	Golden Years 283 households	77.5% of Households	▼
5A	Comfortable Empty Nesters 82 households	22.5% of Households	▼

Tapestry Descriptions

TIF District

- 283 Households
- 77.5% of Households
- Median Age: 54
- Average Income: \$80,200
- Top Employments:
Professional Services, Service Occupations

- 82 Households
- 22.5% of Households
- Median Age: 49
- Average Income: \$82,300
- Top Employments:
Professional Services, Management

Golden Years: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Comfortable Empty Nesters: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Tapestry Segmentation

5 Min Drive Time



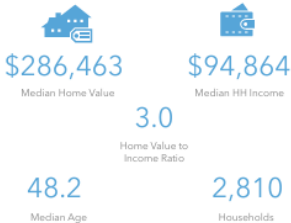
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

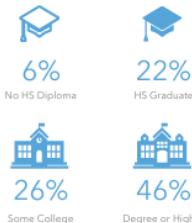
[learn more...](#)

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	273	9.72%	9.9%	98
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	35	1.25%	7.5%	17
GenXurban (L5)	1,049	37.33%	11.4%	329
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	1,348	47.97%	5.8%	829
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	105	3.74%	6.1%	61
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

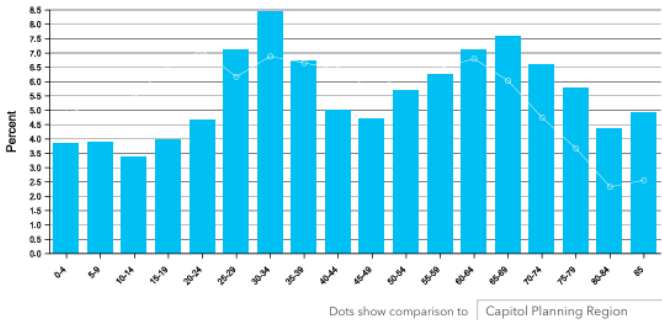
Key Facts



Education



Age Profile



2024 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (19.7%)
The smallest group: \$15,000 - \$24,999 (2.5%)

Indicator ▲	Value	Diff
<\$15,000	6.7%	-2.0%
\$15,000 - \$24,999	2.5%	-2.5%
\$25,000 - \$34,999	4.9%	-1.1%
\$35,000 - \$49,999	7.1%	-1.1%
\$50,000 - \$74,999	18.3%	+4.6%
\$75,000 - \$99,999	12.6%	-0.2%
\$100,000 - \$149,999	19.7%	+1.9%
\$150,000 - \$199,999	10.0%	-1.3%
\$200,000+	18.2%	+1.7%

Bars show deviation from **Capitol Planning Region**



Tapestry segments

9B	Golden Years 1,299 households	46.2% of Households	▼
5C	Parks and Rec 422 households	15.0% of Households	▼
5B	In Style 380 households	13.5% of Households	▼

Tapestry Descriptions

5 Min Drive Time

- 1,299 Households
- 46.2% of Households
- Median Age: 54
- Average Income: \$80,200
- Top Employments: Professional Services, Service Occupations

- 422 Households
- 15% of Households
- Median Age: 42
- Average Income: \$69,300
- Top Employments: Professional Services, Management, Administrative

- 380 Households
- 13.5% of Households
- Median Age: 43
- Average Income: \$81,500
- Top Employments: Professional Services, Management,

Golden Years: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Parks and Rec: These suburbanites have achieved the dream of home -ownership. They have purchased homes that are within their means. Their homes are older, and townhomes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

In Style: In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Tapestry Segmentation

10 Min Drive Time



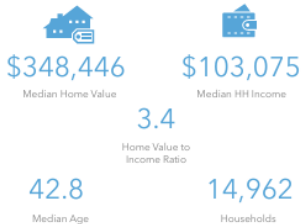
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

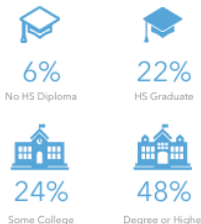
[learn more...](#)

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	3,888	25.99%	9.9%	262
Upscale Avenues (L2)	416	2.78%	5.7%	49
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	654	4.37%	7.5%	58
GenXurban (L5)	1,239	8.28%	11.4%	73
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	5,220	34.89%	5.8%	603
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	71	0.47%	6.2%	8
Hometown (L12)	3,414	22.82%	6.1%	372
Next Wave (L13)	60	0.40%	3.9%	10
Scholars and Patriots (L14)	0	0.00%	1.6%	0

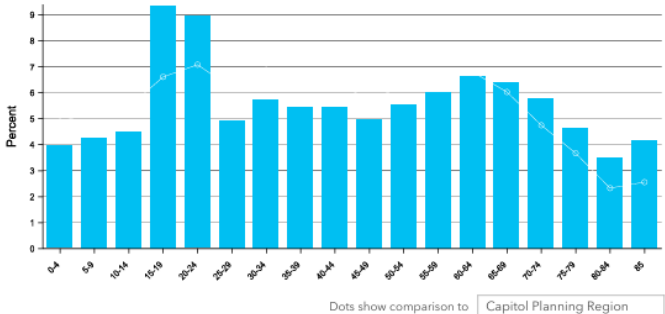
Key Facts



Education



Age Profile



2024 Households by income (Esri)

The largest group: \$200,000+ (20.7%)

The smallest group: \$15,000 - \$24,999 (4.5%)

Indicator ▲	Value	Diff
<\$15,000	6.2%	-2.5%
\$15,000 - \$24,999	4.5%	-0.5%
\$25,000 - \$34,999	5.2%	-0.8%
\$35,000 - \$49,999	7.4%	-0.8%
\$50,000 - \$74,999	12.9%	-0.8%
\$75,000 - \$99,999	12.2%	-0.6%
\$100,000 - \$149,999	18.2%	+0.4%
\$150,000 - \$199,999	12.7%	+1.4%
\$200,000+	20.7%	+4.2%

Bars show deviation from **Capital Planning Region**



Tapestry segments

12A	Family Foundations 3,414 households	22.8% of Households	▼
9B	Golden Years 3,393 households	22.7% of Households	▼
1E	Exurbanites 1,862 households	12.4% of Households	▼

Tapestry Descriptions

10 Min Drive Time

- 3,414 Households
- 22.8% of Households
- Median Age: 40
- Average Income: \$47,600
- Top Employments: Service Occupations, Professional Services

Family Foundations: Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

- 3,393 Households
- 22.7% of Households
- Median Age: 54
- Average Income: \$80,200
- Top Employments: Professional Services, Service Occupations

Golden Years: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

- 1,862 Households
- 12.4% of Households
- Median Age: 52
- Average Income: \$112,200
- Top Employments: Professional Services, Management

Exurbanites: Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Tapestry Segmentation

15 Min Drive Time



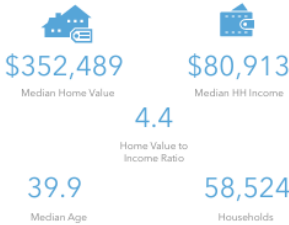
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

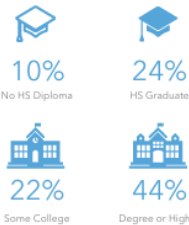
[learn more...](#)

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	11,229	19.19%	9.9%	193
Upscale Avenues (L2)	3,563	6.09%	5.7%	108
Uptown Individuals (L3)	1,824	3.12%	3.8%	82
Family Landscapes (L4)	2,046	3.50%	7.5%	47
GenXurban (L5)	5,136	8.78%	11.4%	77
Cozy Country Living (L6)	85	0.15%	12.0%	1
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	3,609	6.17%	10.9%	57
Senior Styles (L9)	10,190	17.41%	5.8%	301
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	7,201	12.30%	6.2%	198
Hometown (L12)	6,928	11.84%	6.1%	193
Next Wave (L13)	6,136	10.48%	3.9%	270
Scholars and Patriots (L14)	573	0.98%	1.6%	61

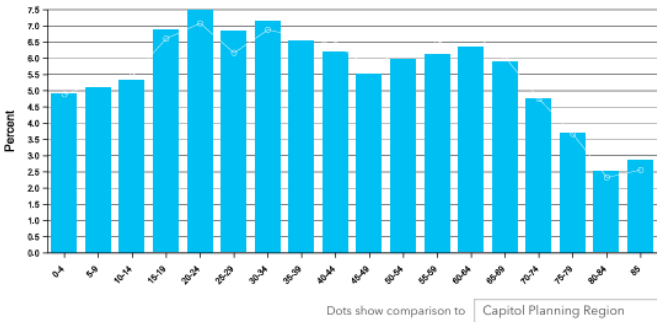
Key Facts



Education



Age Profile



2024 Households by income (Esri)

The largest group: \$200,000+ (16.8%)
The smallest group: \$15,000 - \$24,999 (5.6%)

Indicator ▲	Value	Diff
<\$15,000	12.6%	+3.9%
\$15,000 - \$24,999	5.6%	+0.6%
\$25,000 - \$34,999	7.4%	+1.4%
\$35,000 - \$49,999	8.2%	0
\$50,000 - \$74,999	13.2%	-0.5%
\$75,000 - \$99,999	10.6%	-2.2%
\$100,000 - \$149,999	15.8%	-2.0%
\$150,000 - \$199,999	9.8%	-1.5%
\$200,000+	16.8%	+0.3%

Bars show deviation from Capitol Planning Region



Tapestry segments

	12A Family Foundations 6,591 households	11.3% of Households	▼
	1D Savvy Suburbanites 5,632 households	9.6% of Households	▼
	9B Golden Years 5,505 households	9.4% of Households	▼

Tapestry Descriptions

15 Min Drive Time

- 6,591 Households
- 11.3% of Households
- Median Age: 40
- Average Income: \$47,600
- Top Employments: Service Occupations, Professional Services

Family Foundations: Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

- 5,362 Households
- 9.6% of Households
- Median Age: 46
- Average Income: \$119,200
- Top Employments: Professional Services, Management

Savvy Suburbanites: Savvy Suburbanites residents are well-educated, well-read, and well-capitalized. Families include empty nesters and empty nester wannabes who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening, plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

- 5,505 Households
- 9.4% of Households
- Median Age: 54
- Average Income: \$80,200
- Top Employments: Professional Services, Service Occupations

Golden Years: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Tapestry Segmentation

24 Min Drive Time



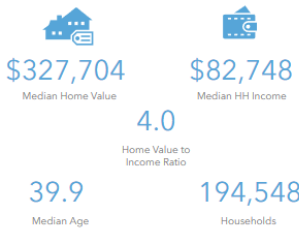
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

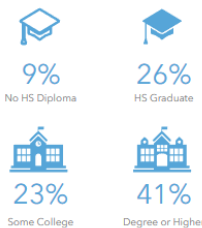
[learn more...](#)

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	31,746	16.32%	9.9%	164
Upscale Avenues (L2)	13,818	7.10%	5.7%	126
Uptown Individuals (L3)	8,101	4.16%	3.8%	110
Family Landscapes (L4)	2,103	1.08%	7.5%	14
GenXurban (L5)	41,641	21.40%	11.4%	189
Cozy Country Living (L6)	1,796	0.92%	12.0%	8
Ethnic Enclaves (L7)	1,417	0.73%	7.1%	10
Middle Ground (L8)	21,945	11.28%	10.9%	104
Senior Styles (L9)	20,176	10.37%	5.8%	179
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	15,956	8.20%	6.2%	132
Hometown (L12)	7,252	3.73%	6.1%	61
Next Wave (L13)	28,019	14.40%	3.9%	371
Scholars and Patriots (L14)	574	0.30%	1.6%	18

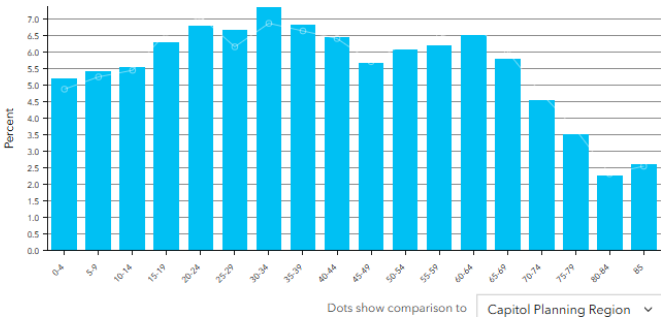
Key Facts



Education



Age Profile



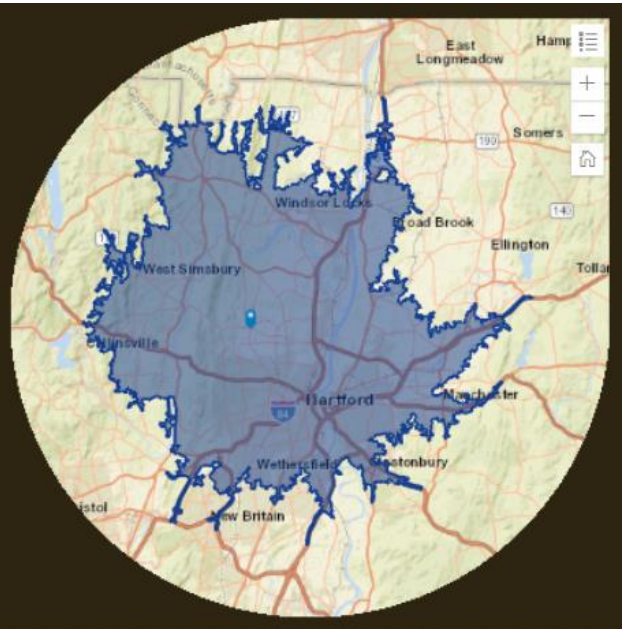
2024 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (16.8%)
The smallest group: \$15,000 - \$24,999 (5.5%)

Indicator ▲	Value	Diff
<\$15,000	10.7%	+2.0%
\$15,000 - \$24,999	5.5%	+0.5%
\$25,000 - \$34,999	6.7%	+0.7%
\$35,000 - \$49,999	8.4%	+0.2%
\$50,000 - \$74,999	13.9%	+0.2%
\$75,000 - \$99,999	12.9%	+0.1%
\$100,000 - \$149,999	16.8%	-1.0%
\$150,000 - \$199,999	10.7%	-0.6%
\$200,000+	14.5%	-2.0%

Bars show deviation from

Capitol Planning Region



Tapestry segments

5C	Parks and Rec 25,709 households	13.2% of Households	▼
13D	Fresh Ambitions 22,901 households	11.8% of Households	▼
1D	Savvy Suburbanites 16,943 households	8.7% of Households	▼

Tapestry Descriptions

24 Min Drive Time

- 25,709 Households
- 13.2% of Households
- Median Age: 42
- Average Income: \$69,300
- Top Employments: Professional Services, Management, Administrative

- 22,901 Households
- 11.8% of Households
- Median Age: 29
- Average Income: \$32,300
- Top Employments: Service Occupations

- 16,943 Households
- 8.7% of Households
- Median Age: 46
- Average Income: \$119,200
- Top Employments: Professional Services, Management

Parks and Rec: These suburbanites have achieved the dream of home -ownership. They have purchased homes that are within their means. Their homes are older, and townhomes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

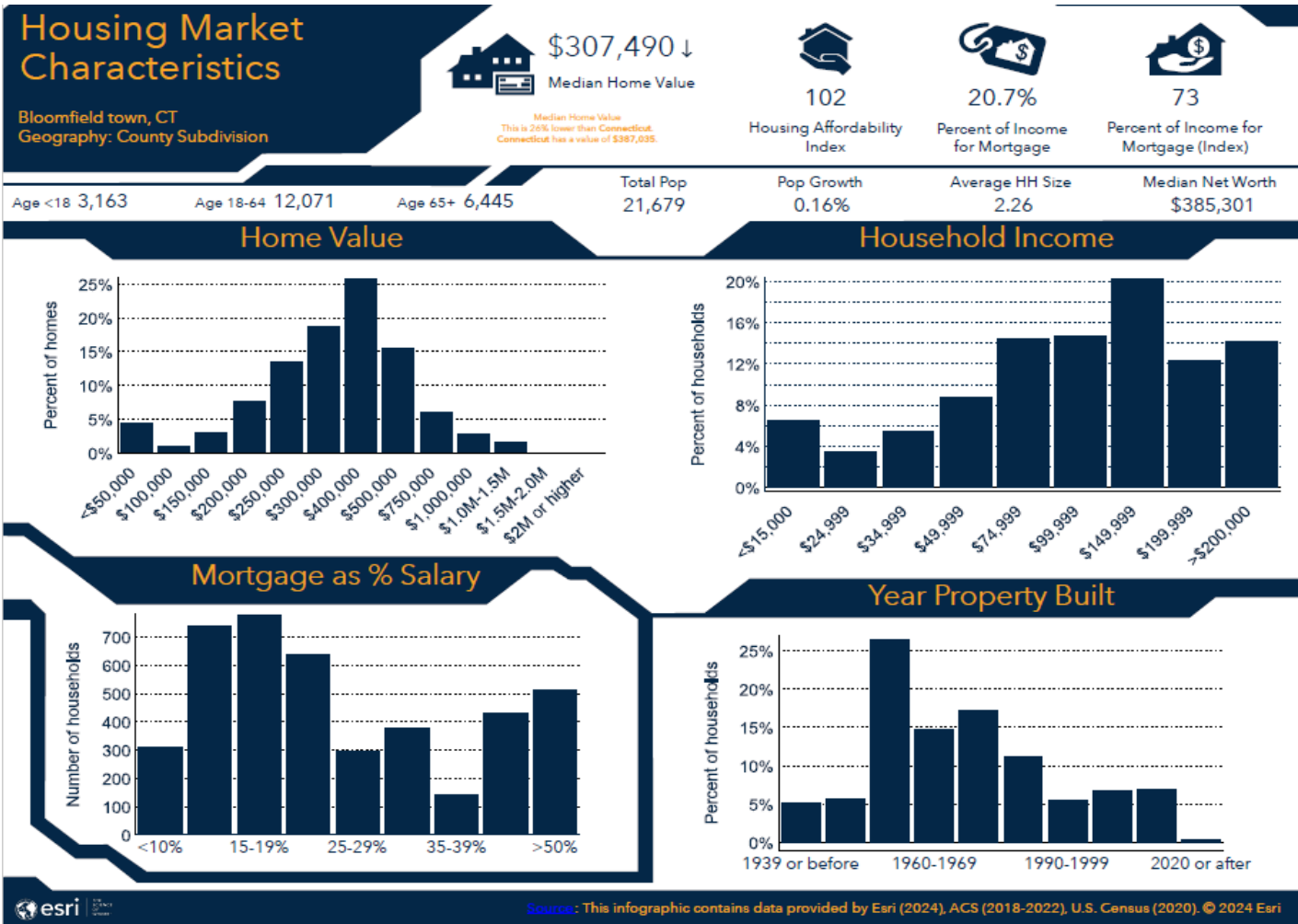
Fresh Ambitions: These young families, many of whom are recent immigrants, focus their lives and work around their children. Fresh Ambitions residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings.

Savvy Suburbanites: Savvy Suburbanites residents are well-educated, well-read, and well-capitalized. Families include empty nesters and empty nester wannabes who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening, plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Housing Market

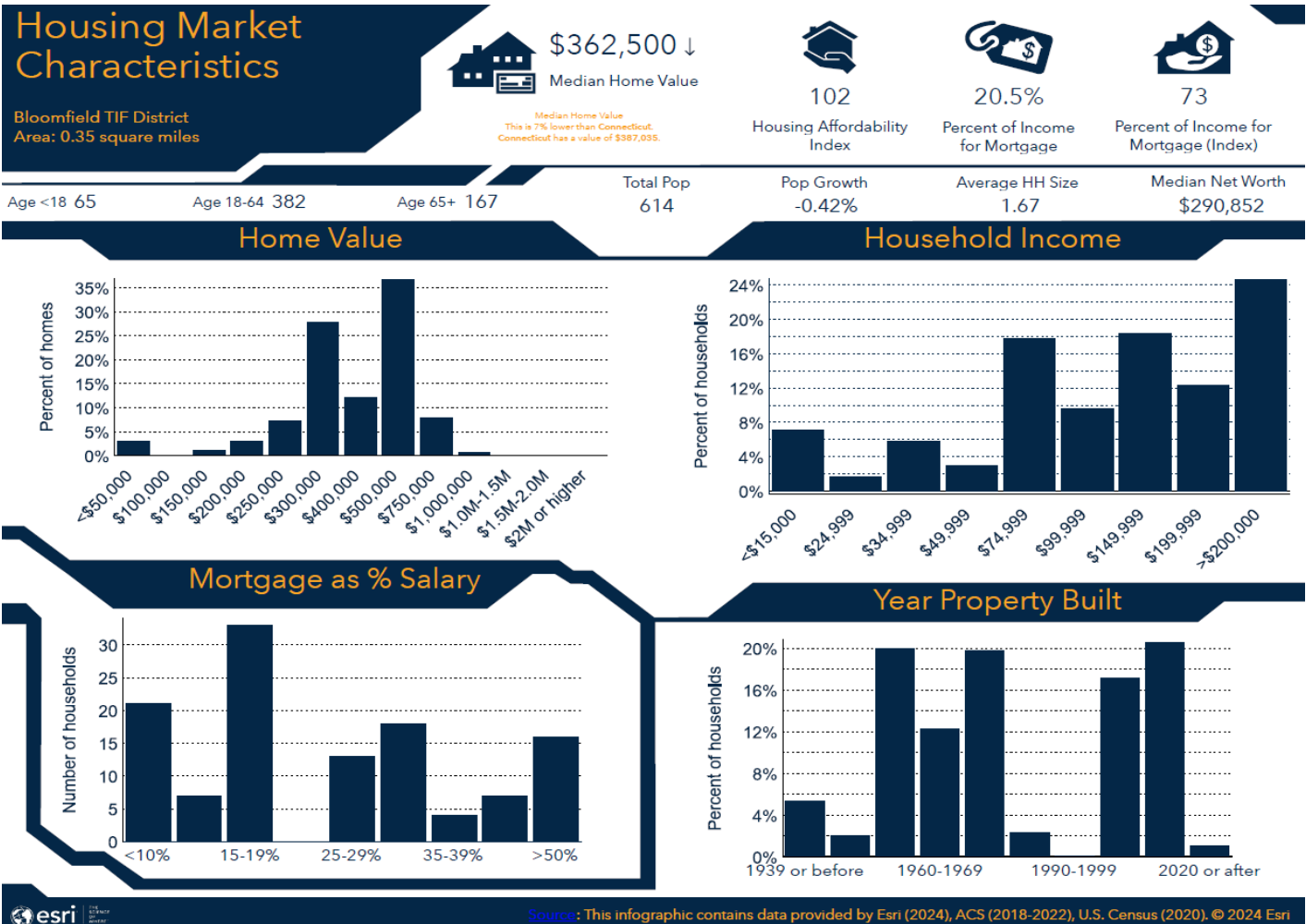
Housing Market Characteristics

Town of Bloomfield



Housing Market Characteristics

TIF District



Housing Market Statistics

Town of Bloomfield

Households	Bloomfield			Hartford County
	Total Occupied Units	Owner Occupied	% Renter Occupied	% Renter Occupied
Total Housing Units	9,125	6,353.00	30.4%	33.8%
1 Person	3,030	1,653.00	45.4%	46.5%
2 Person	3,156	2,405.00	23.8%	27.1%
3 Person	1,365	1,043.00	23.6%	32.2%
4 + Person	1,574	1,270.00	19.3%	27.1%

Housing Units by Occupancy	Census 2020		2024		2029	
Total Housing Units	9,717	100.0%	9,952	100.0%	10,023	100.0%
Occupied	9,125	93.9%	9,296	93.4%	9,576	95.5%
Owner	6,353	65.4%	6,606	66.4%	6,795	67.8%
Renter	2,772	28.5%	2,690	27.0%	2,781	27.7%
Vacant	592	6.1%	656	6.6%	447	4.5%

Source: U.S. Department of Housing and Urban Development (HUD)



Geo Fencing Analysis

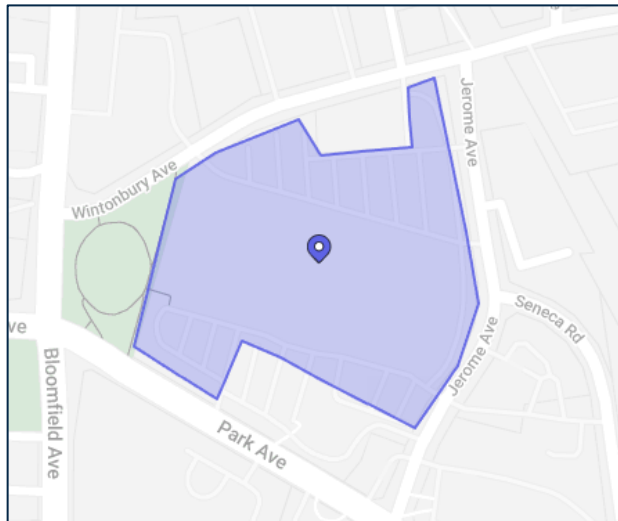
Introduction

Geofencing Analysis

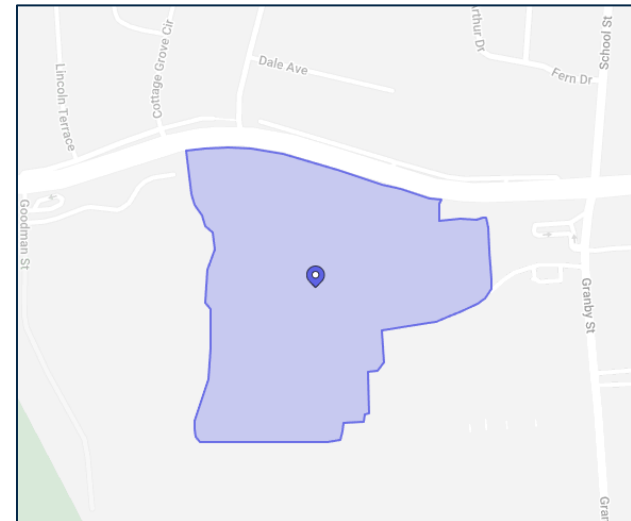
Introduction

- Placer.ai collects geolocation data from mobile devices in an anonymized fashion.
- The technology tracks the travel patterns of visitors to the geofenced location and assumes where they live down to a Census Block Group level.
- Geofencing allows us to analyze data such as the most common tapestry segment among visitors to that location and how retail segments in the area are performing.
- Goman+York gathered visitor data using geofencing technology to analyze and compare visitation data of the Wintonbury Mall and Copaco Shopping Center.

Wintonbury Mall Geofence



Copaco Shopping Center Geofence



Annual Visits by Day of Week

Wintonbury Mall and Copaco Shopping Center

Annual Visits by Day of Week

- The total number of visits within the past year to the property broken down by each day throughout the week

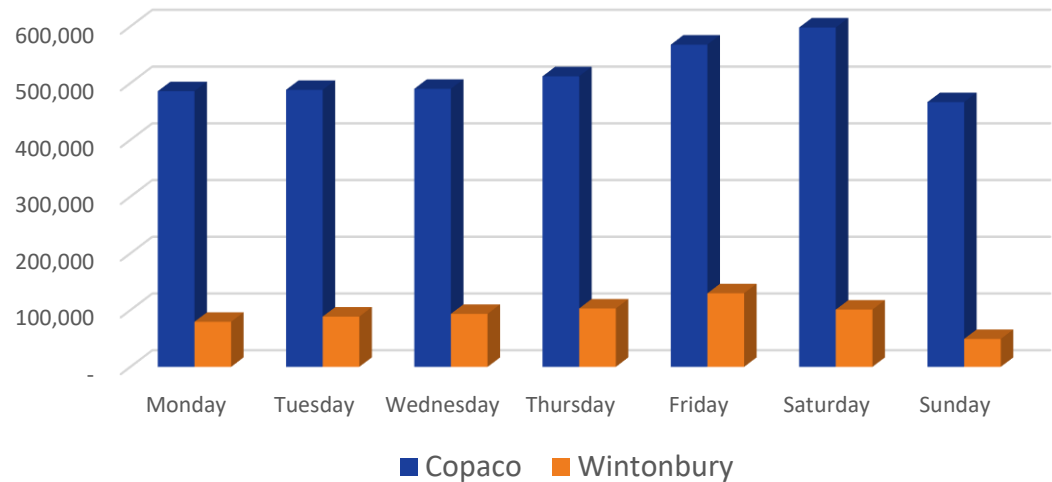
Copaco Shopping Center

- Average Annual Visits: 3,609,100
- Peak Day, Saturday: 598,200 (16.6% of Total Visits)
- Average Daily Visits: 9,900

Wintonbury Mall

- Estimated Annual Visits: 641,100
- Peak Day, Friday: 129,800 (20.2% of Total Visits)
- Average Daily Visits: 1,800

Total Annual Visits by Day of Week



Visits – Data captured between Jul 6th, 2023, thru July 5th, 2024, by Placer.ai

Visits by Hour of the Day

Wintonbury Mall and Copaco Shopping Center

Hourly Visits

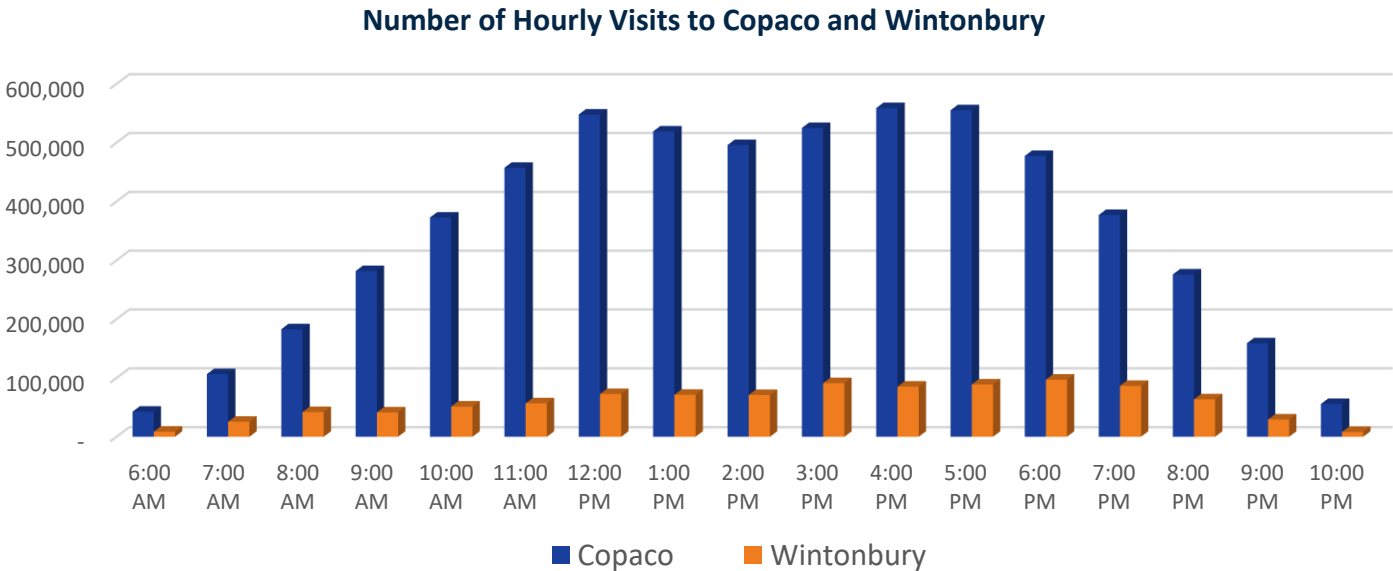
- The total number of visits to the property at any time of day

Copaco Shopping Center

- Peak Hours: 12-1 PM, 3-5 PM
- Average # of Visits Per Hour: 352,324

Wintonbury Mall

- Peak Hours: 3-6 PM
- Average # of Visits Per Hour: 58,264



Visits – Data captured between Jul 6th, 2023, thru July 5th, 2024, by Placer.ai

Visits Duration

Wintonbury Mall and Copaco Shopping Center

Visit Duration

- The X axis of this graph represents time in minutes spent at the location, and the Y axis of this graph represents the percentage of visits for the designated dwell time ranges.

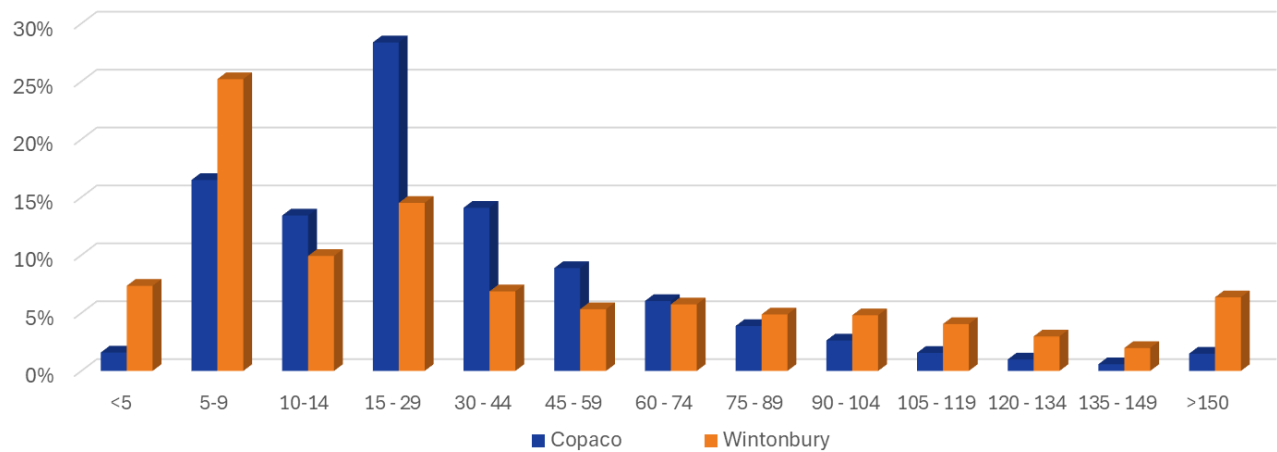
Copaco Shopping Center

- Highest Percentage Duration: 15-29 Minutes
 - Accounts for 28% of total visits' dwell time

Wintonbury Mall

- Highest Percentage Duration: 5-9 Minutes
 - Accounts for 25% of the total visits' dwell time

Percent of Visit Duration at Copaco and Wintonbury

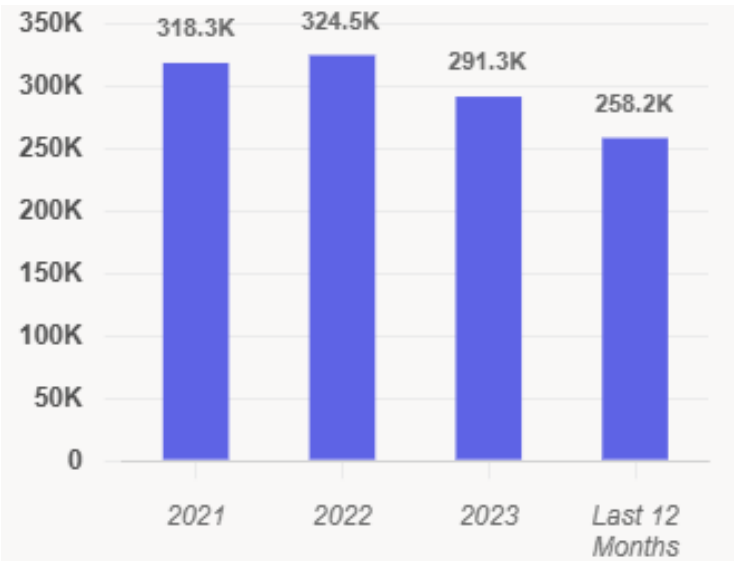


Visits – Data captured between Jul 6th, 2023, thru July 5th, 2024, by Placer.ai

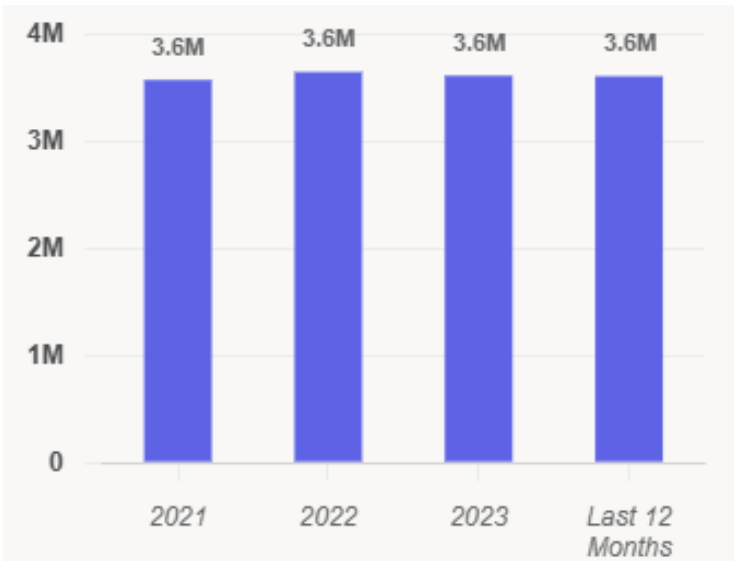
Historical Visits Trend

Geo Fencing Analysis

Wintonbury Mall
Historical Visits

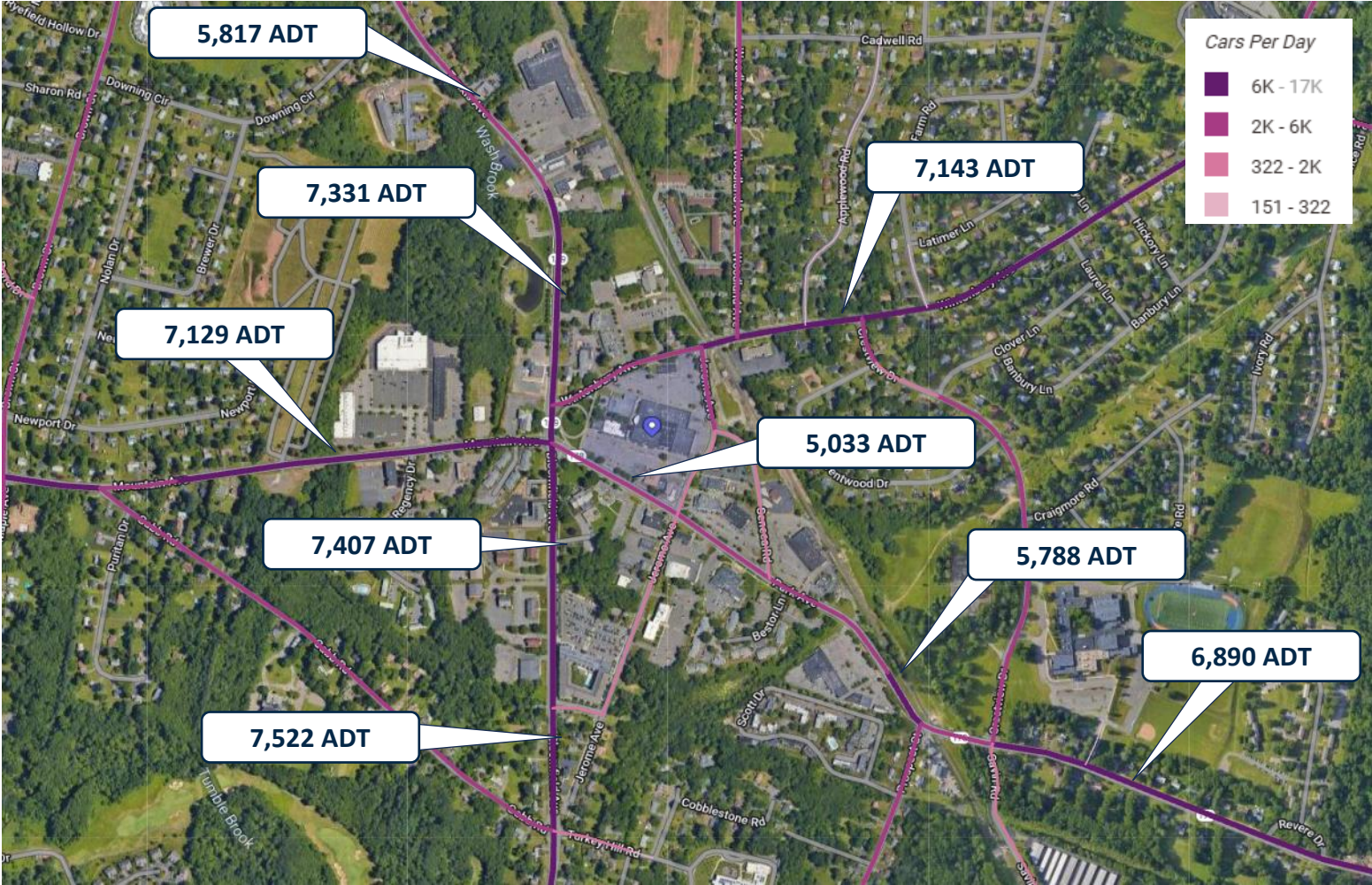


Copaco Shopping Center
Historical Visits



Average Daily Volume of Traffic

Placer AI - 2022 Data



Average Daily Volume of Traffic

CT DOT - 2022 Data

