

# Demographics and Socioeconomics

*Town of Bloomfield*

July 16, 2024

# Demographics

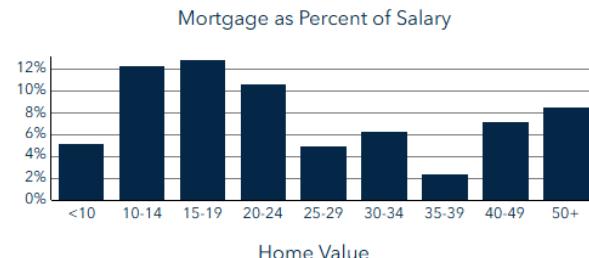
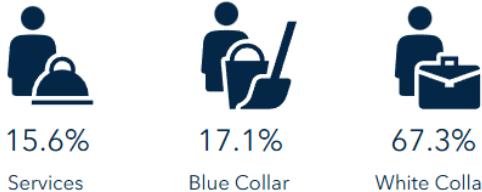
# Community Profile

## Town of Bloomfield

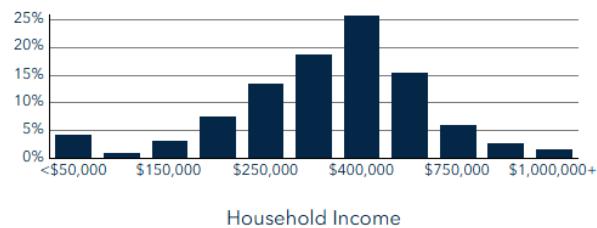
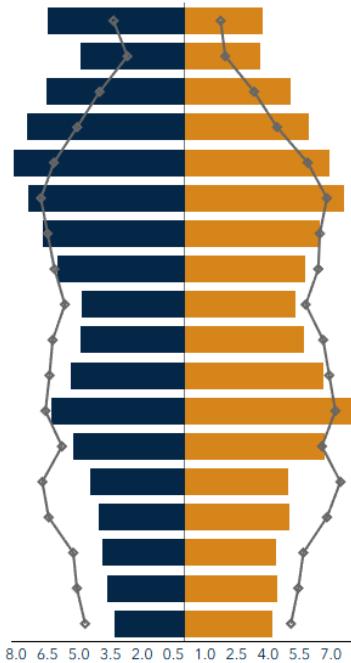
### COMMUNITY PROFILE

Bloomfield town, CT  
Geography: County Subdivision

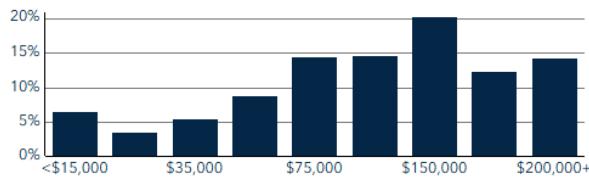
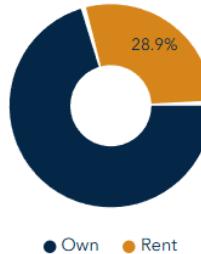
21,679	0.16%	2.26	64.9	49.7	\$93,164	\$307,490
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value



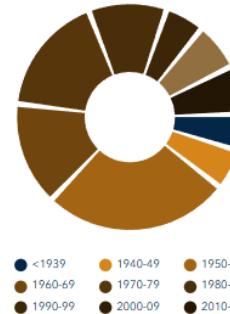
#### Age Profile: 5 Year Increments



#### Home Ownership



#### Housing: Year Built



#### Educational Attainment



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

Dots show comparison to Capitol Plan...

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# Community Profile

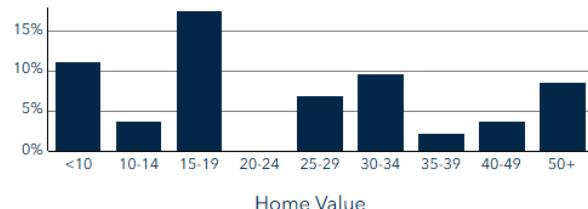
## TIF District

### 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+

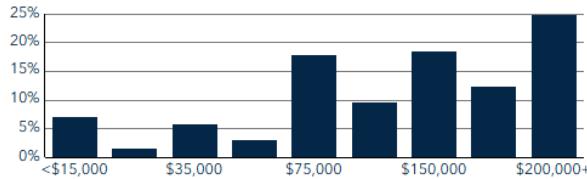
Mortgage as Percent of Salary



Home Value

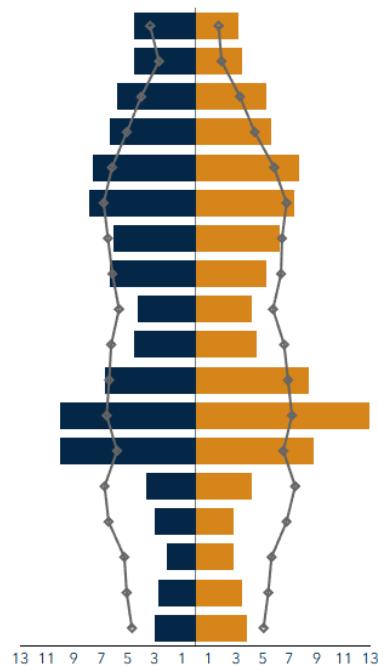


Household Income



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

Age Profile: 5 Year Increments



3.2%  
Services

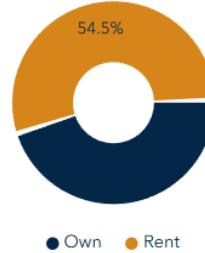


20.5%  
Blue Collar



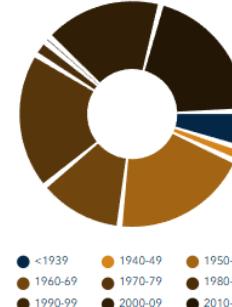
76.1%  
White Collar

Home Ownership



● Own    ● Rent

Housing: Year Built



Educational Attainment



● < 9th Grade    ● HS Diploma    ● Some College    ● Bach Degree    ● GED    ● Assoc Degree    ● Grad Degree

Commute Time: Minutes



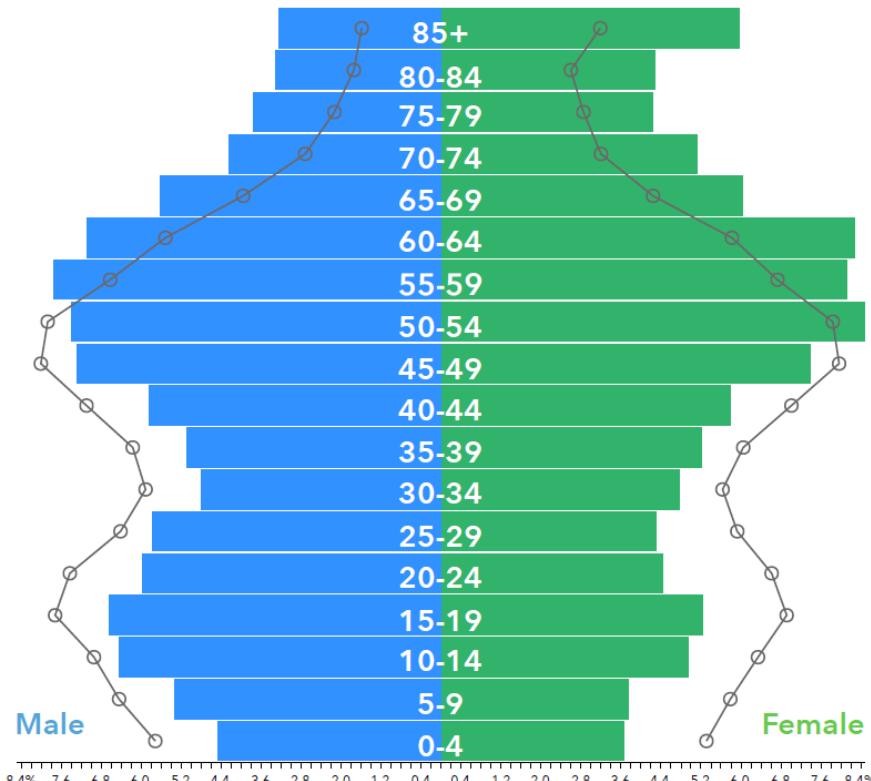
● < 5    ● 5-9    ● 10-14    ● 15-19    ● 20-24    ● 25-29    ● 30-34    ● 35-39    ● 40-44    ● 45-59    ● 60-89    ● 90+

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# Age Pyramid – 2010 - 2024

Town of Bloomfield

## AGE PYRAMID - 2010

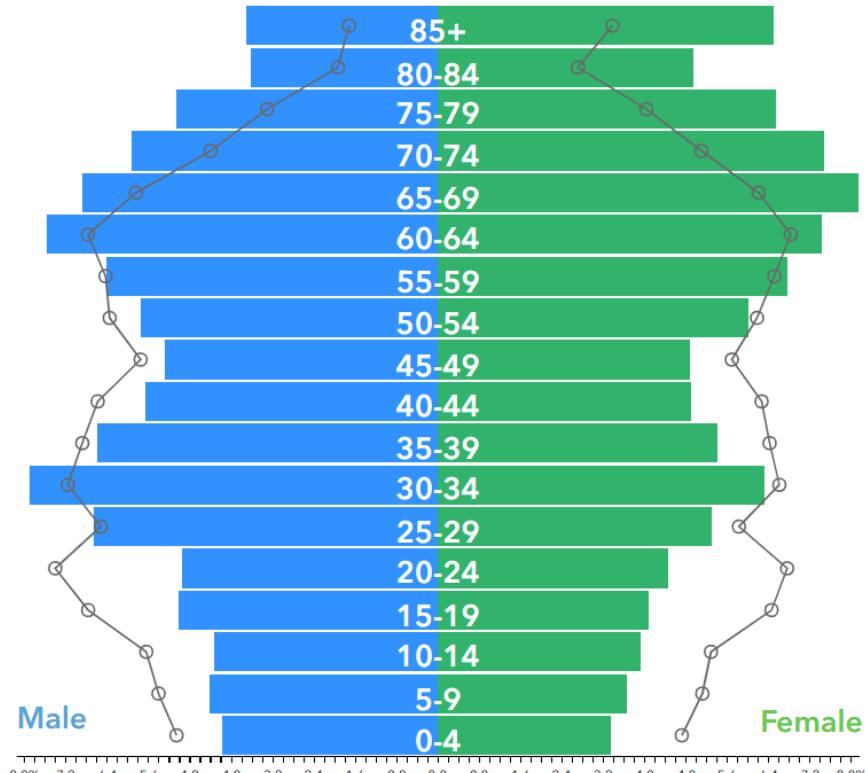


The largest group:  
2010 Females Age 50-54

The smallest group:  
2010 Males Age 85+

Dots show comparison to Capitol Planning Region

## AGE PYRAMID - 2024



The largest group:  
2024 Females Age 65-69

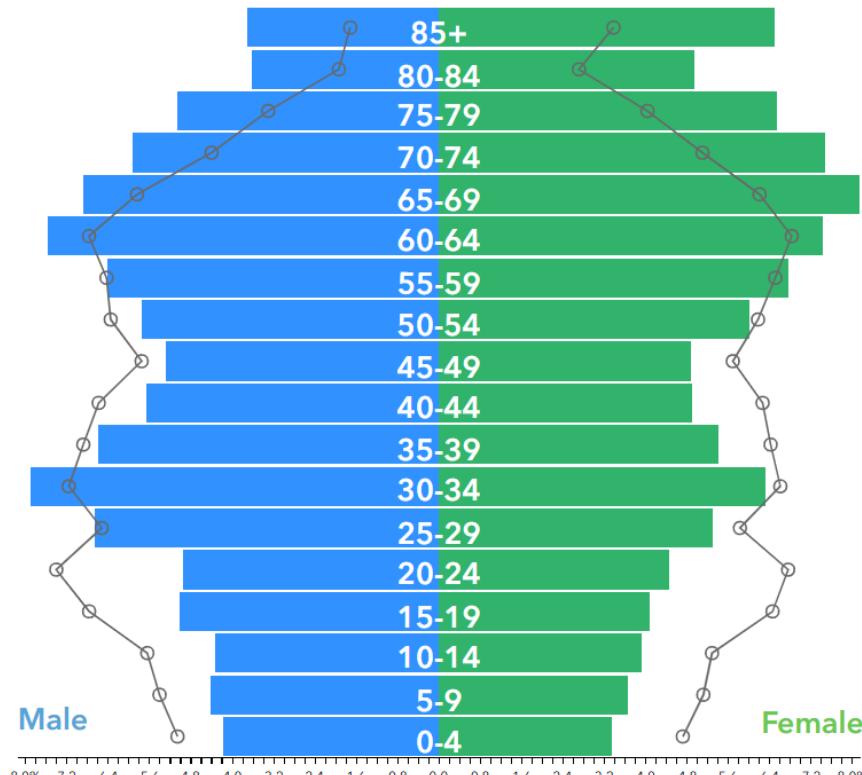
The smallest group:  
2024 Males Age 80-84

Dots show comparison to Capitol Planning Region

# Age Pyramid – 2024 - 2029

Town of Bloomfield

## AGE PYRAMID - 2024

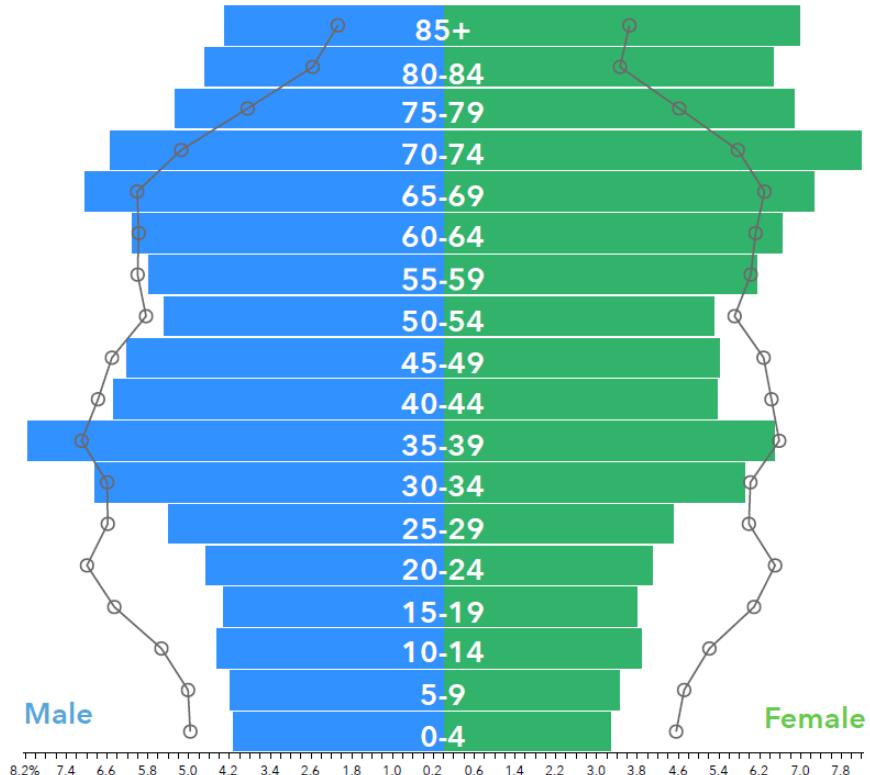


The largest group:  
2024 Females Age 65-69

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

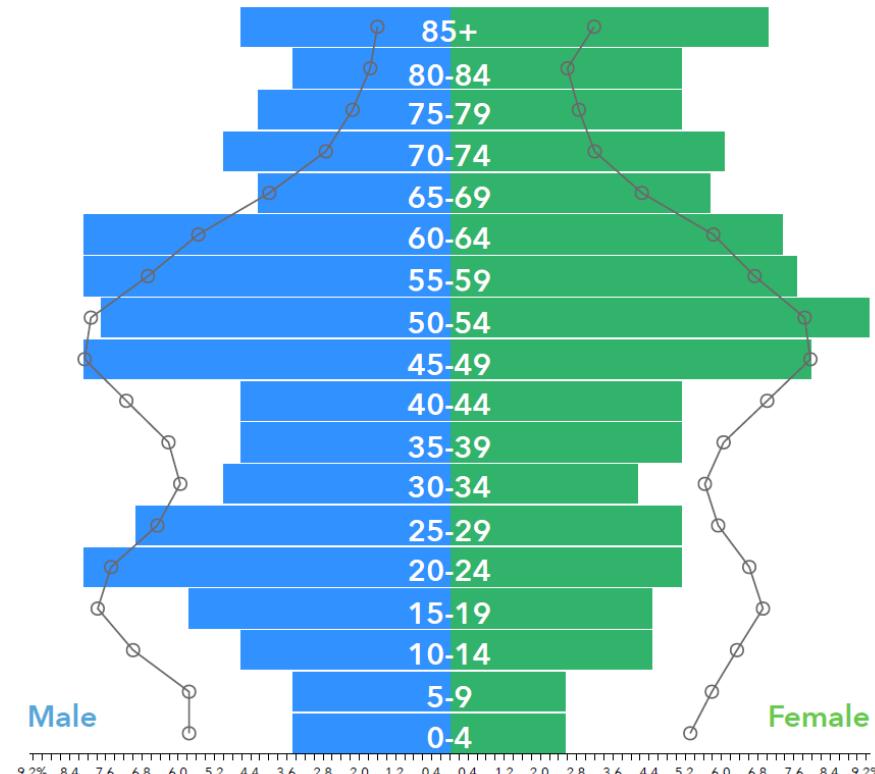
The smallest group:  
2029 Females Age 0-4

Dots show comparison to Capitol Planning Region

# Age Pyramid – 2010 - 2024

TIF District

## AGE PYRAMID - 2010

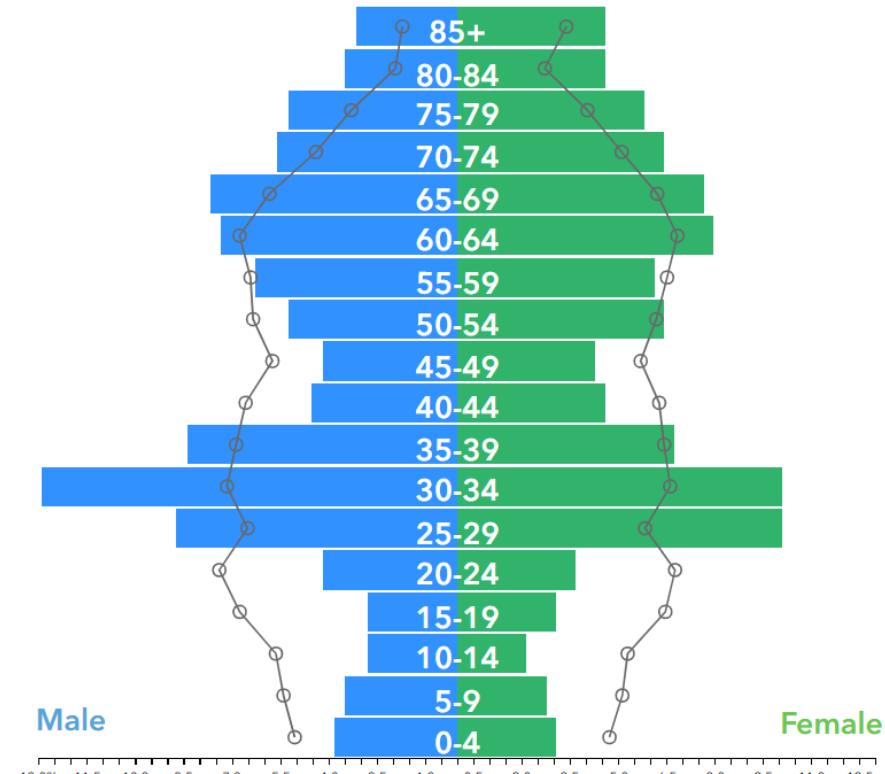


The largest group:  
2010 Females Age 50-54

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

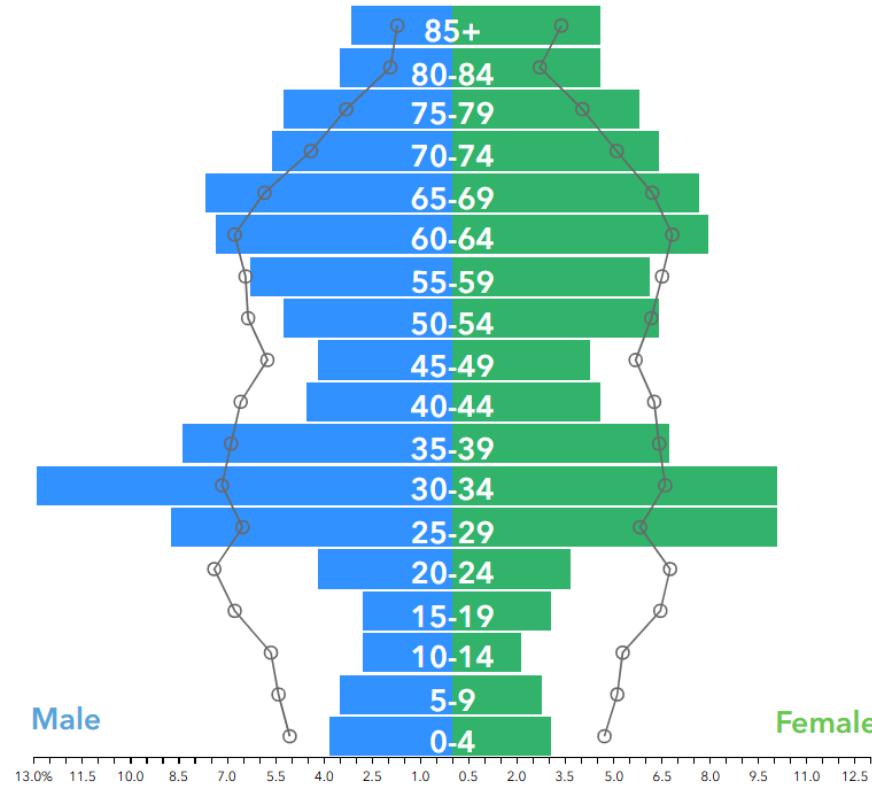
The smallest group:  
2024 Females Age 10-14

Dots show comparison to Capitol Planning Region

# Age Pyramid – 2024 - 2029

TIF District

## AGE PYRAMID - 2024

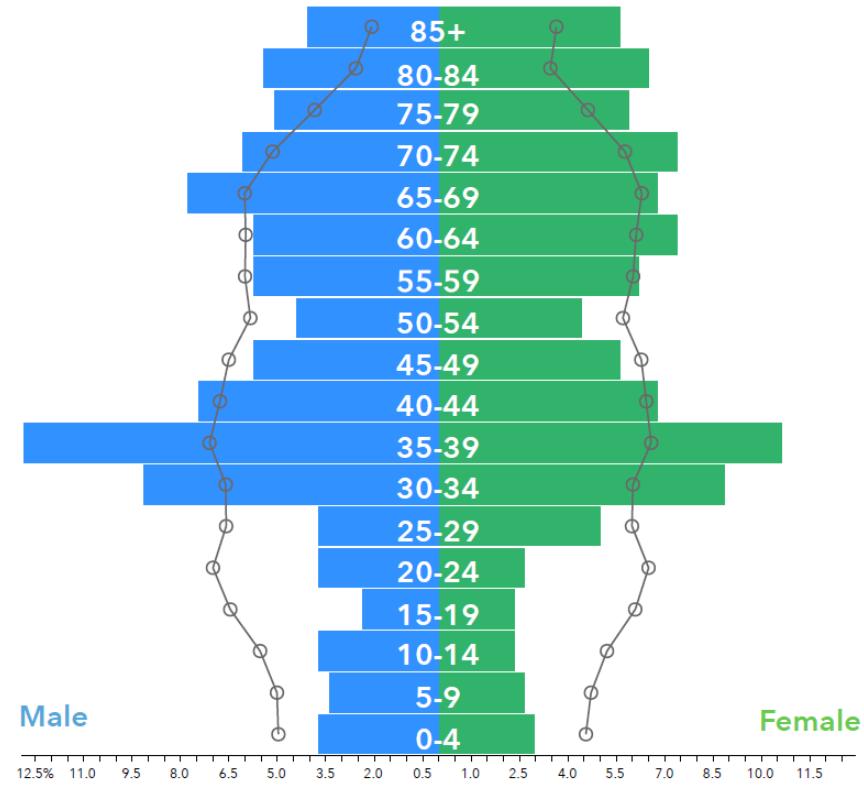


The largest group:  
2024 Males Age 30-34

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

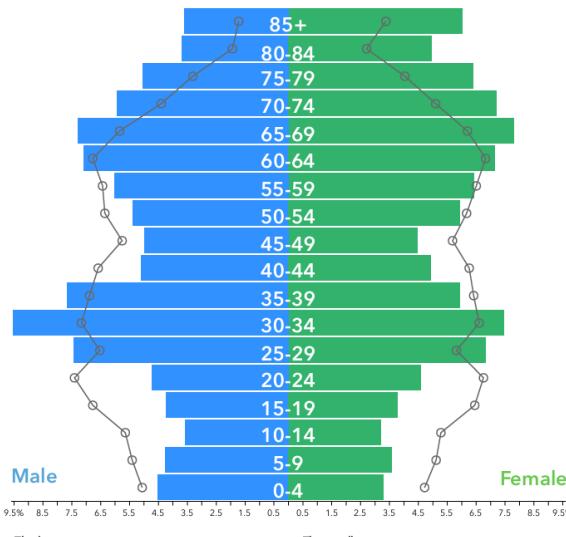
The smallest group:  
2029 Males Age 15-19

Dots show comparison to Capitol Planning Region

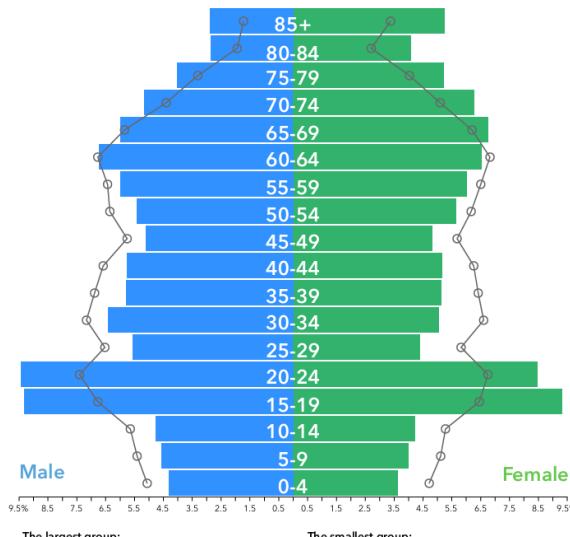
# Age Pyramid – 2024

## 5.10.15 Min Drive Time

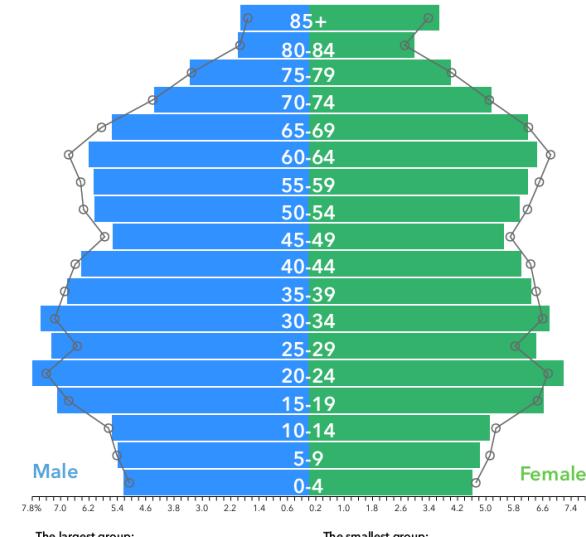
**5 Min**



**10 Min**



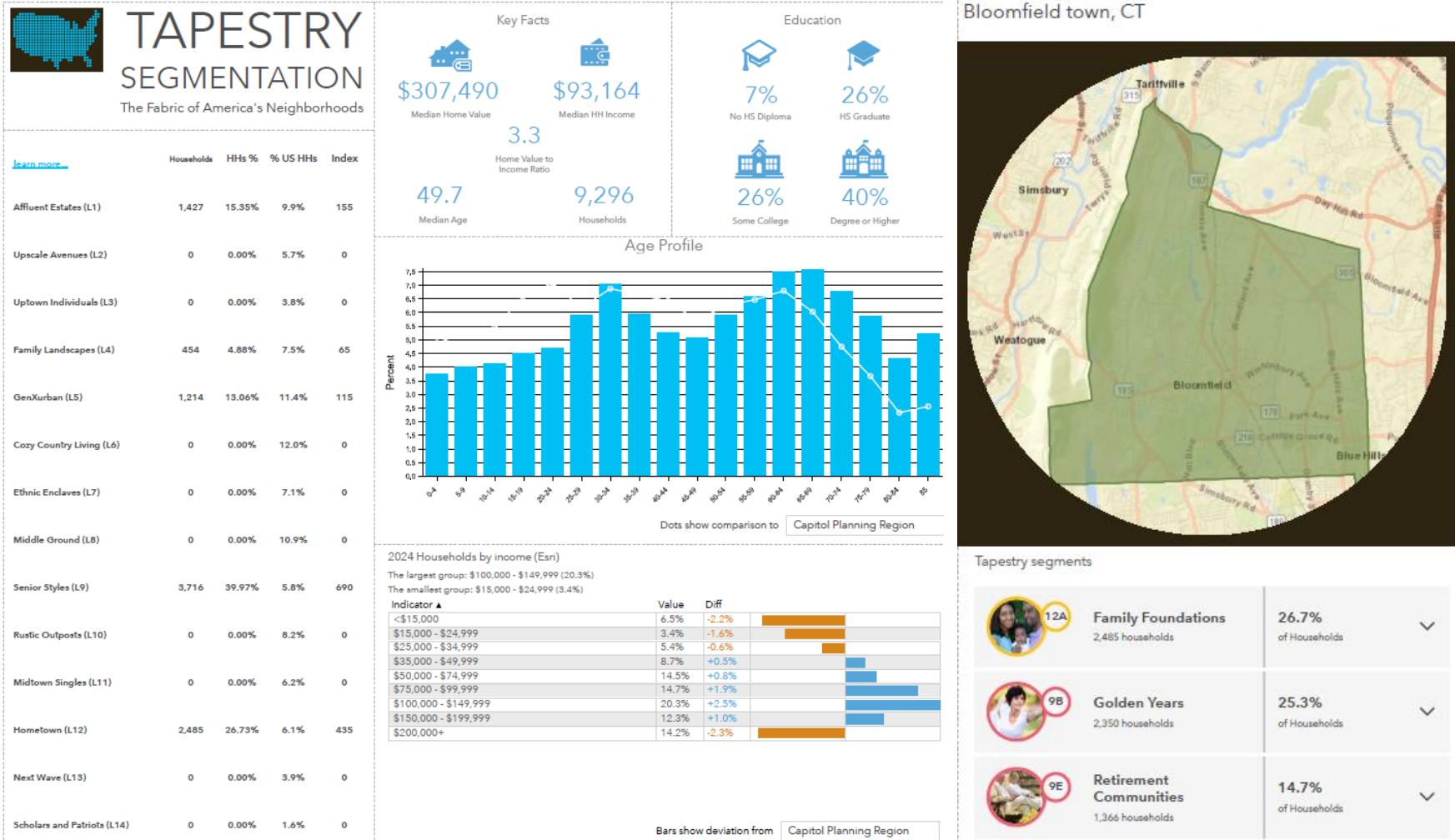
**15 Min**



# Tapestry Segmentation

# Tapestry Segmentation

## Town of Bloomfield



# Tapestry 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

**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.

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

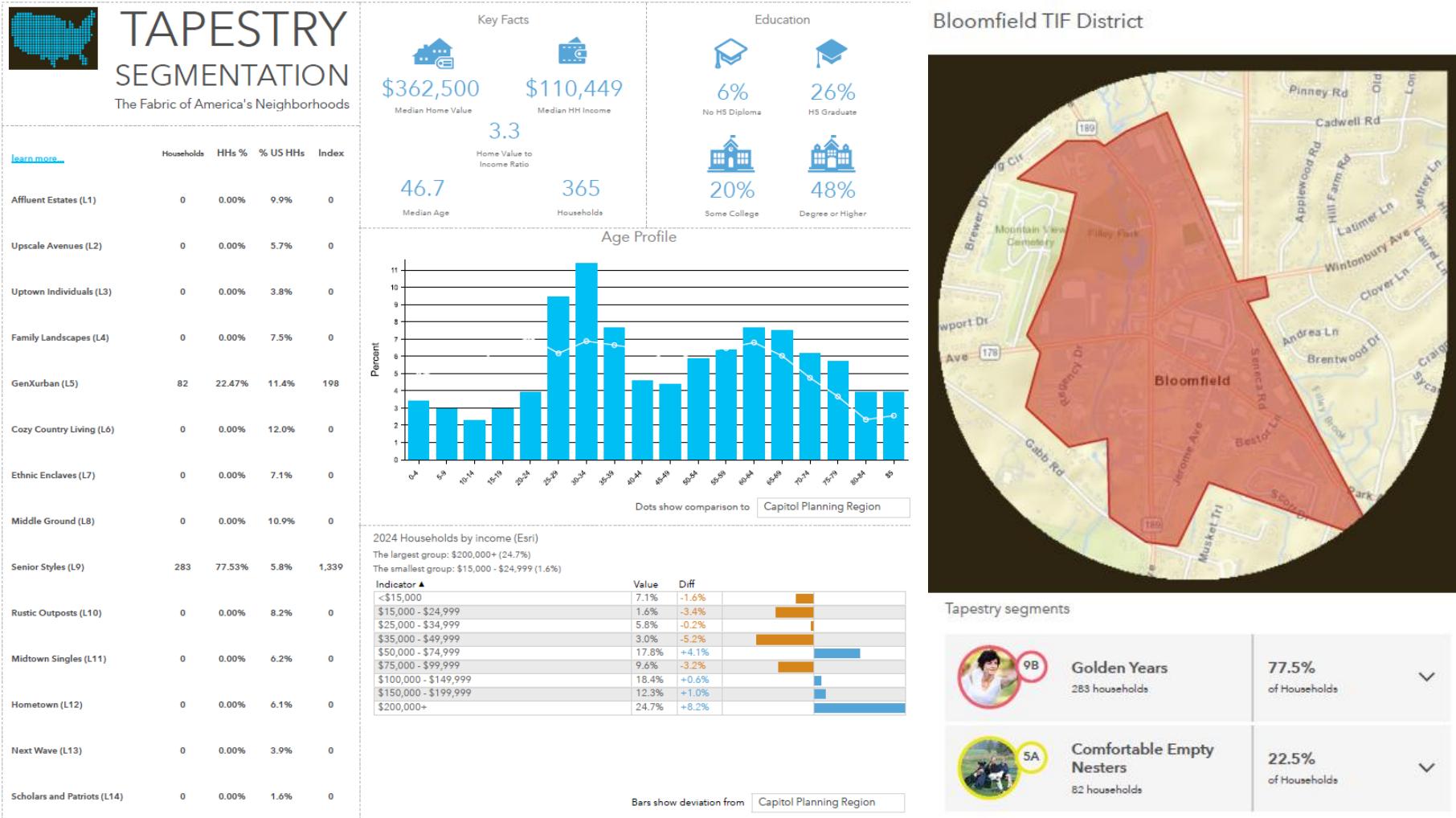
**Golden Years:** Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these 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.

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

**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 Descriptions

## TIF District

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

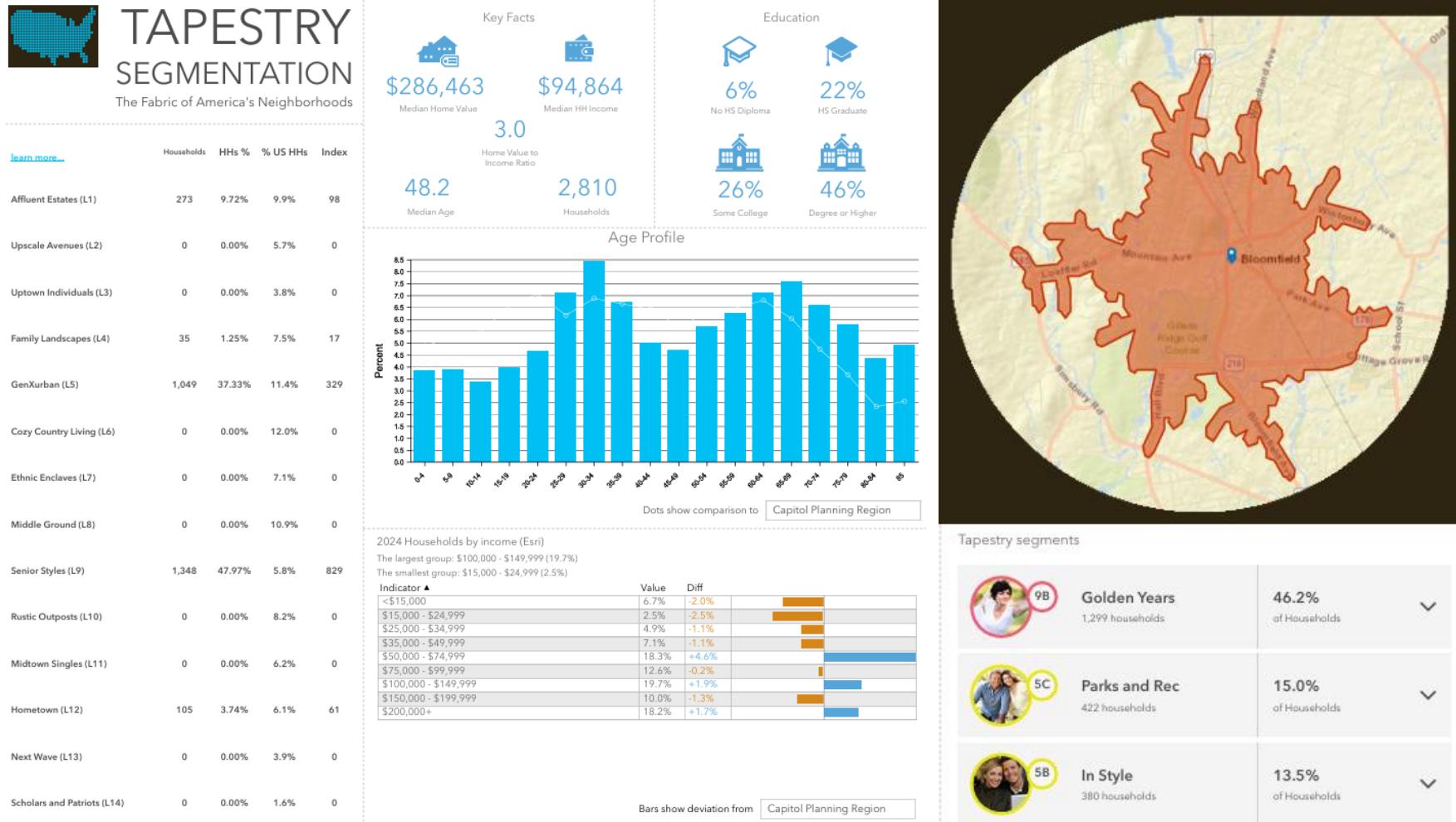
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- 82 Households
- 22.5% of Households
- Median Age: 49
- Average Income: \$82,300
- Top Employments:  
Professional Services, Management

**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 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

**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.

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

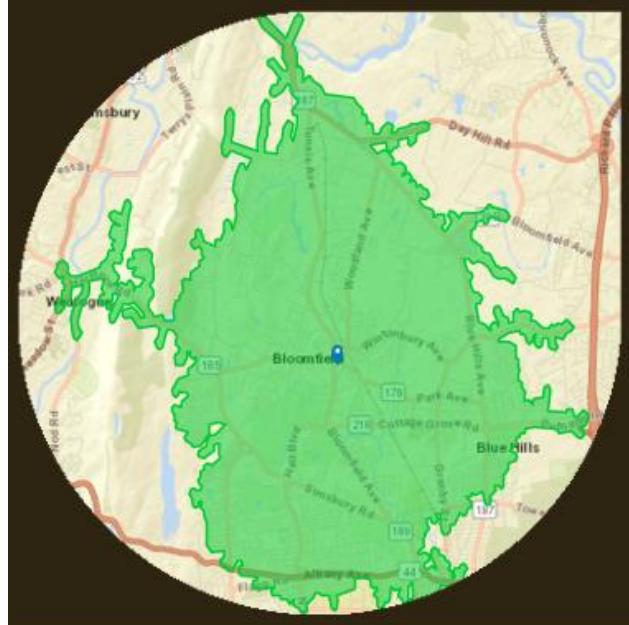
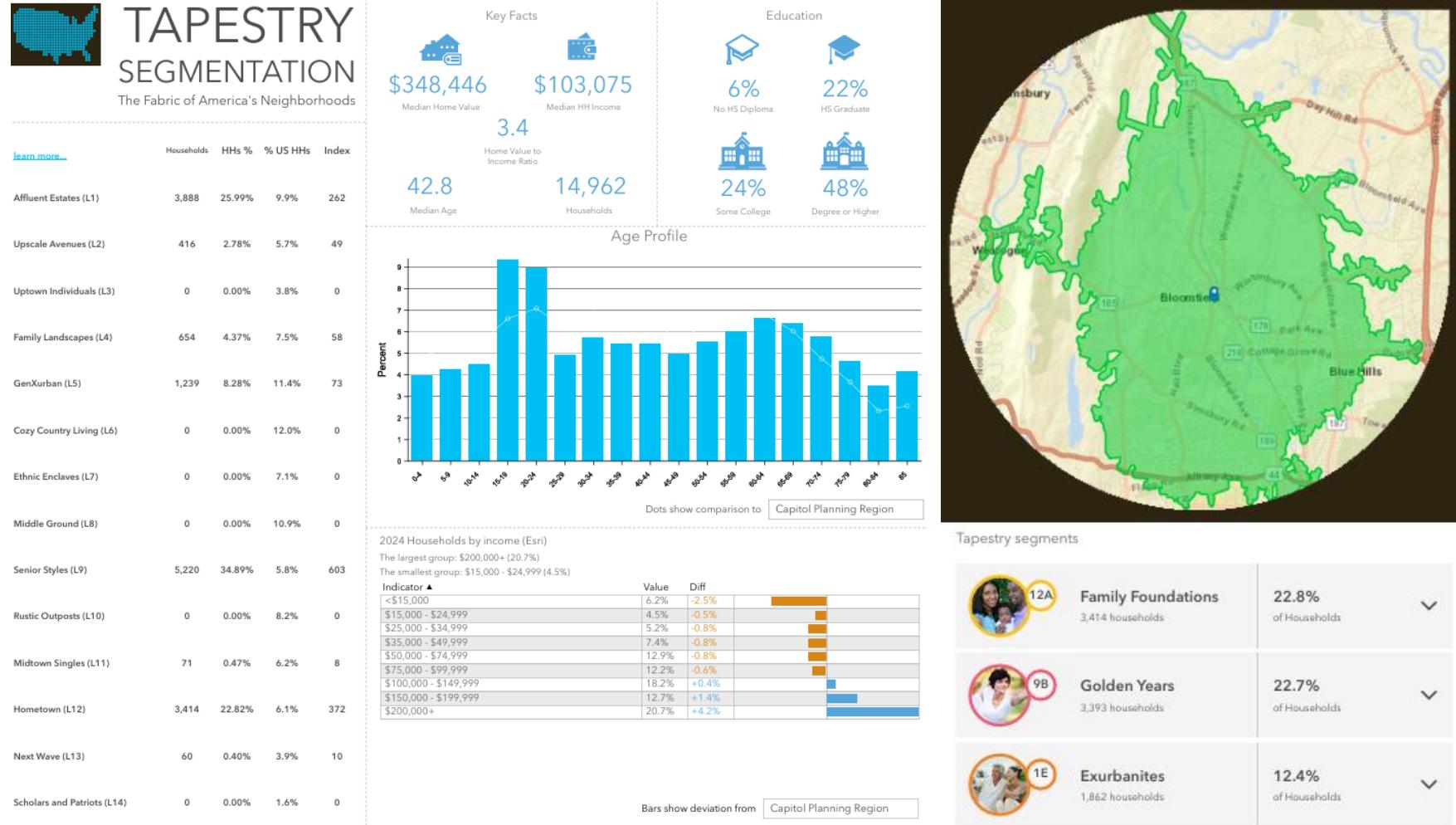
**Parks and Rec:** These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and townhomes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable 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.

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

**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



 <b>Family Foundations</b> 3,414 households	<b>22.8%</b> of Households
 <b>Golden Years</b> 3,393 households	<b>22.7%</b> of Households
 <b>Exurbanites</b> 1,862 households	<b>12.4%</b> 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

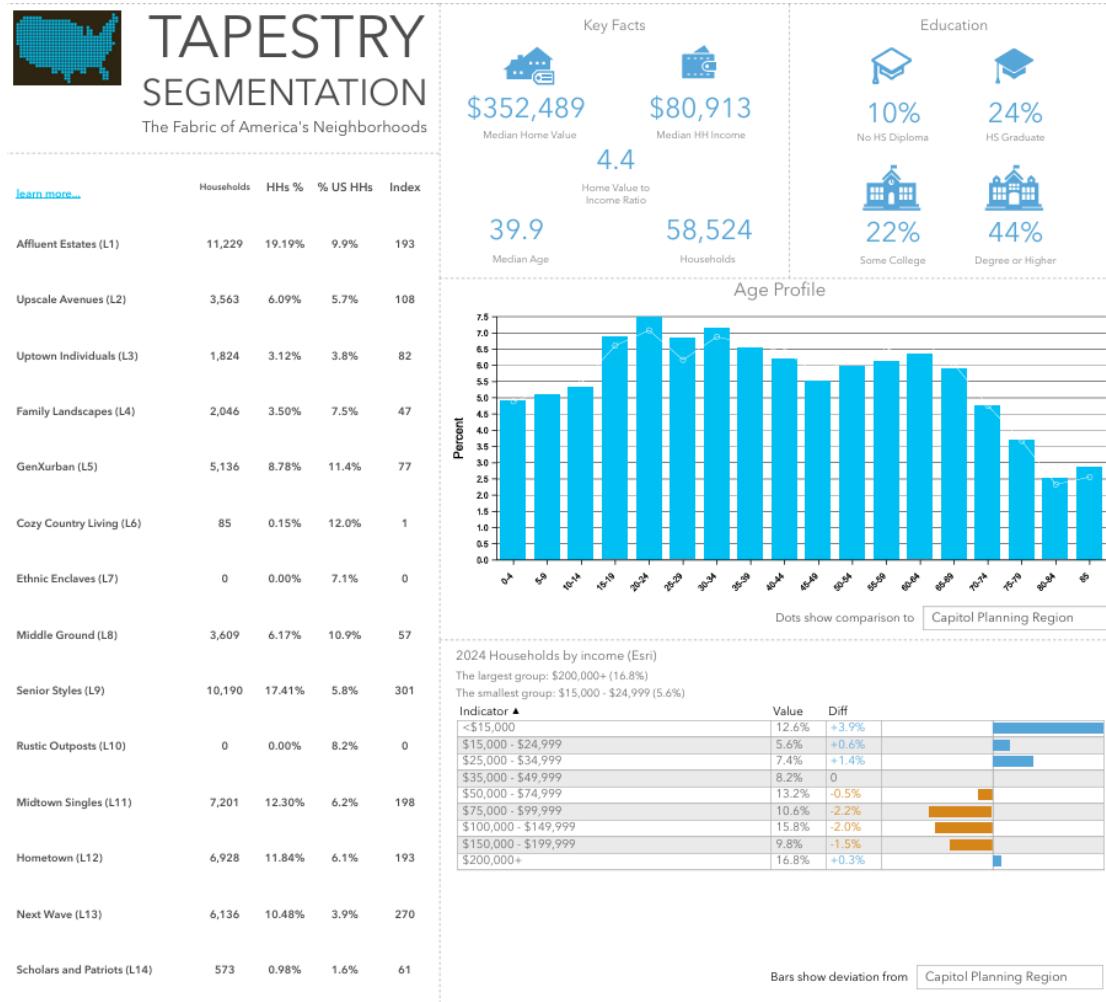
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- 1,862 Households
- 12.4% of Households
- Median Age: 52
- Average Income: \$112,200
- Top Employments: Professional Services, Management

**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 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

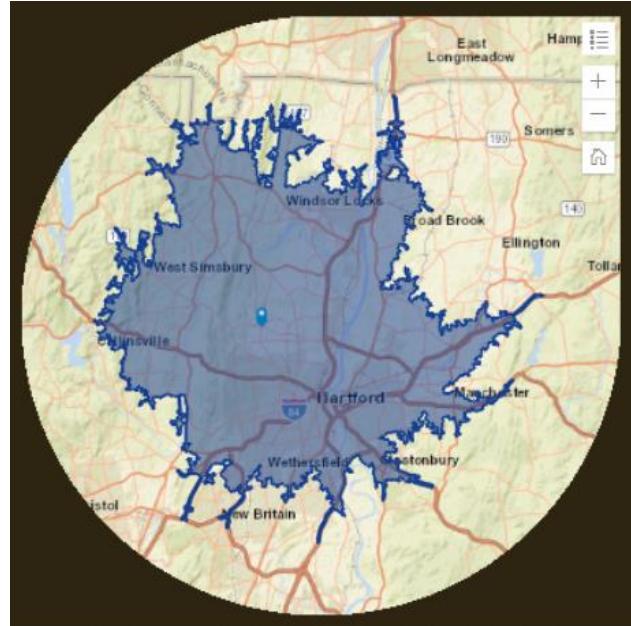
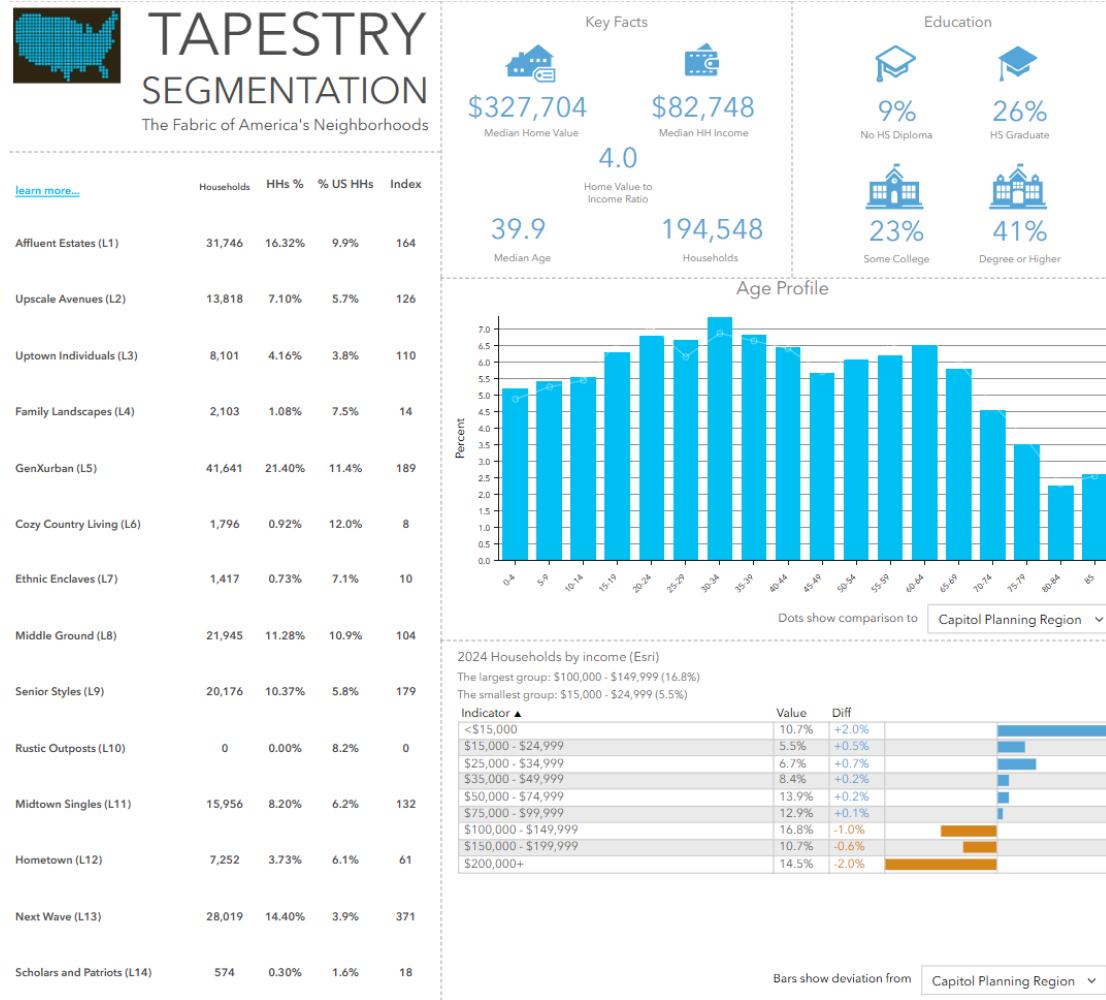
**Savvy Suburbanites:** Savvy Suburbanites residents are well-educated, well-read, and well-capitalized. Families include empty nesters and empty nester wannabes who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling 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



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

**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.

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

**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.

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

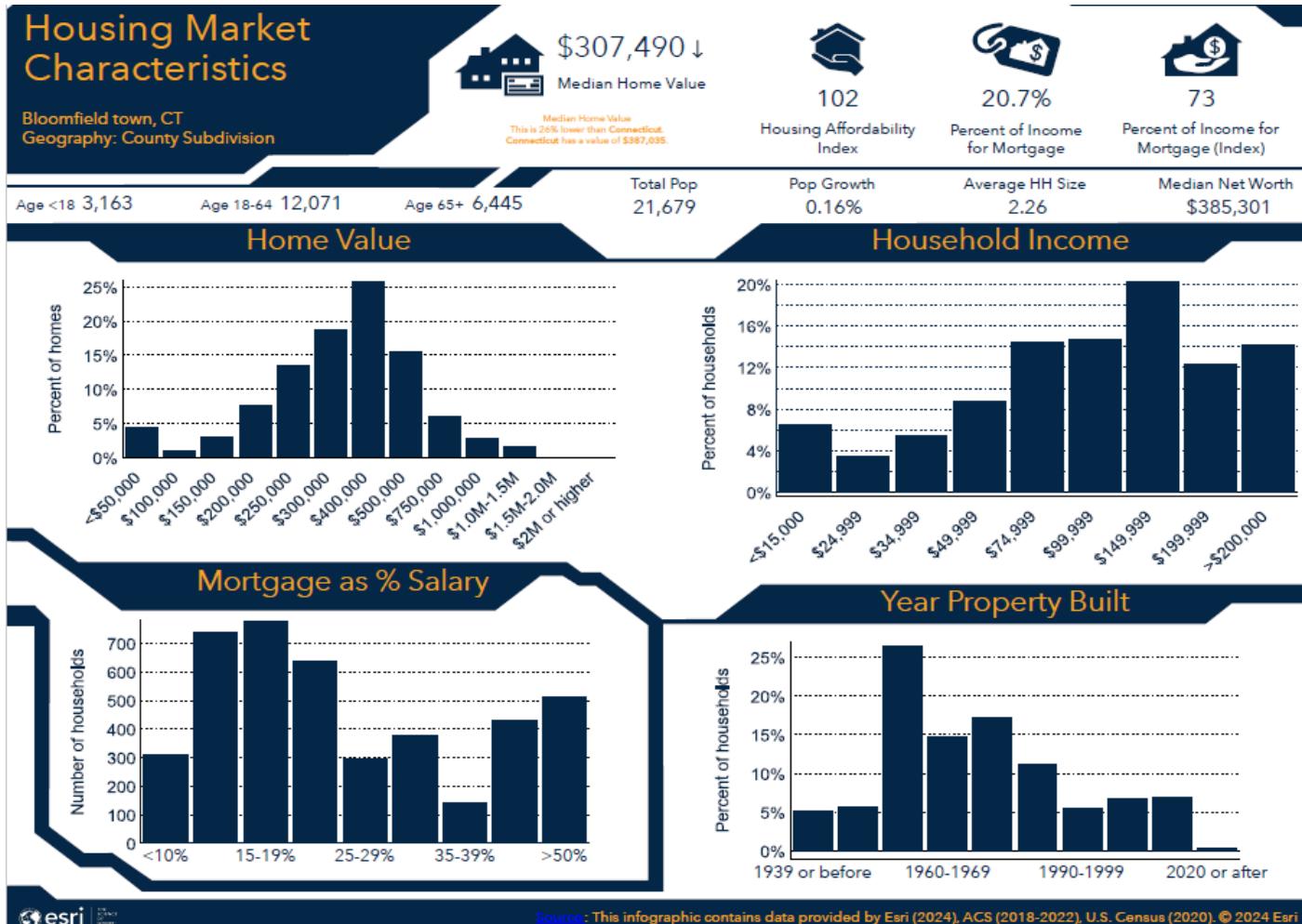
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# Housing Market

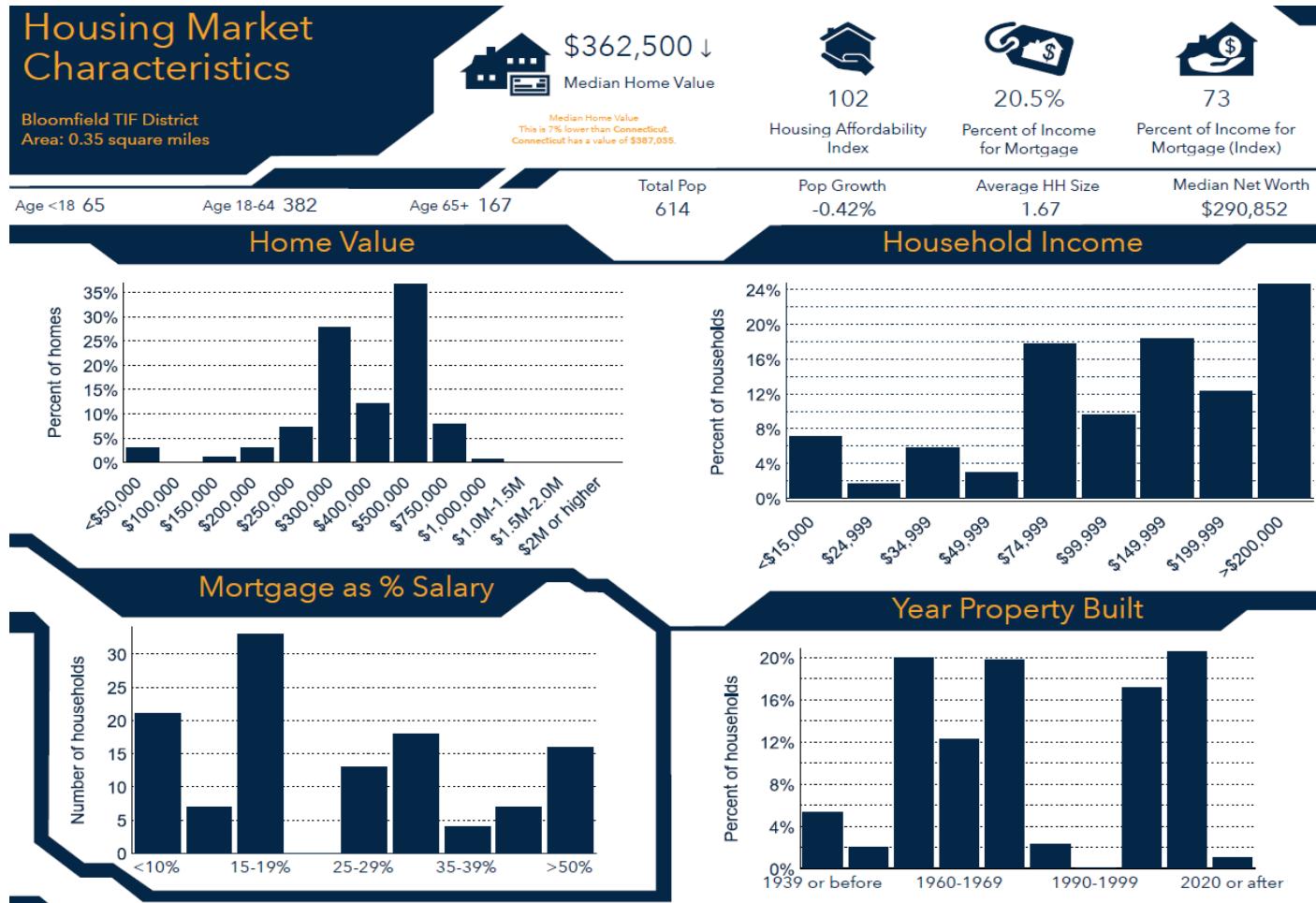
# Housing Market Characteristics

## Town of Bloomfield

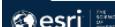


# Housing Market Characteristics

## TIF District



Source: This infographic contains data provided by Esri (2024), ACS (2018-2022), U.S. Census (2020). © 2024 Esri



# 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

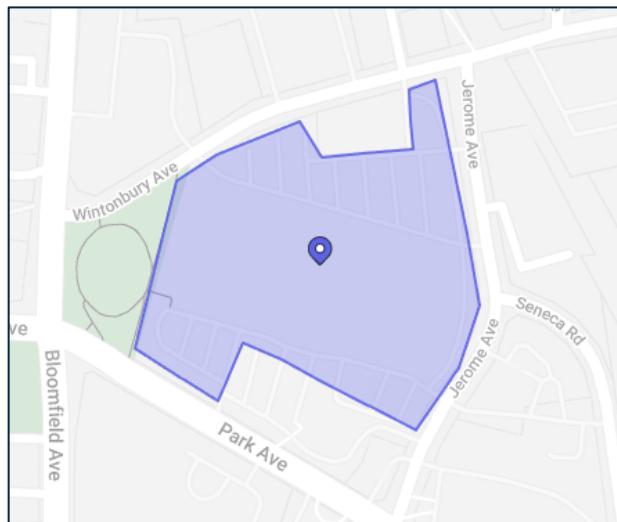
# Introduction

## Geofencing Analysis

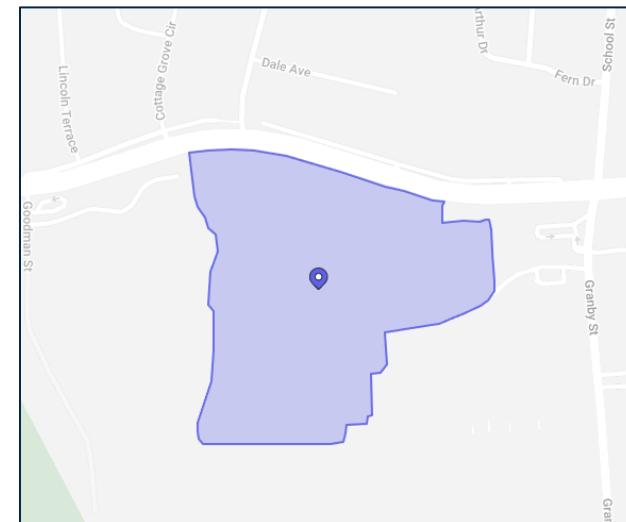
### Introduction

- 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

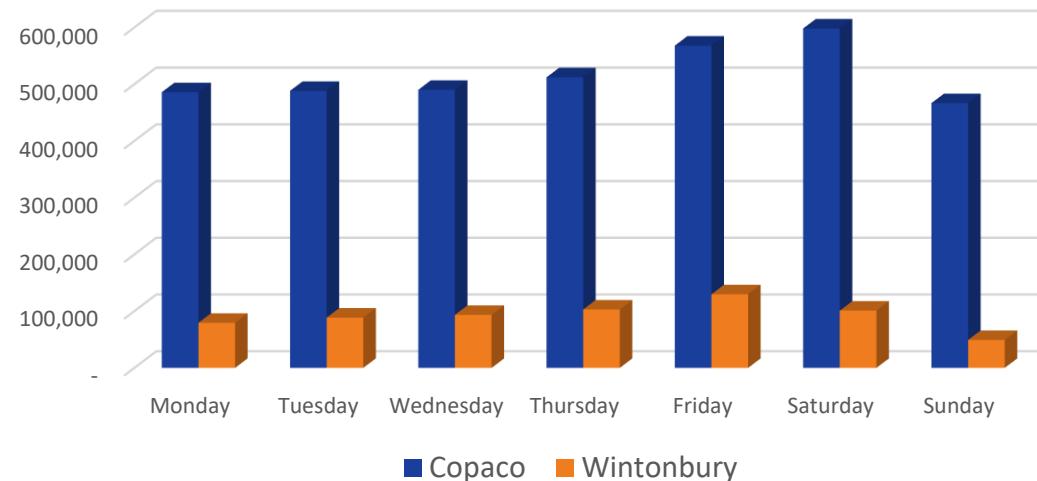
#### Copaco Shopping Center

- 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 6<sup>th</sup>, 2023, thru July 5<sup>th</sup>, 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

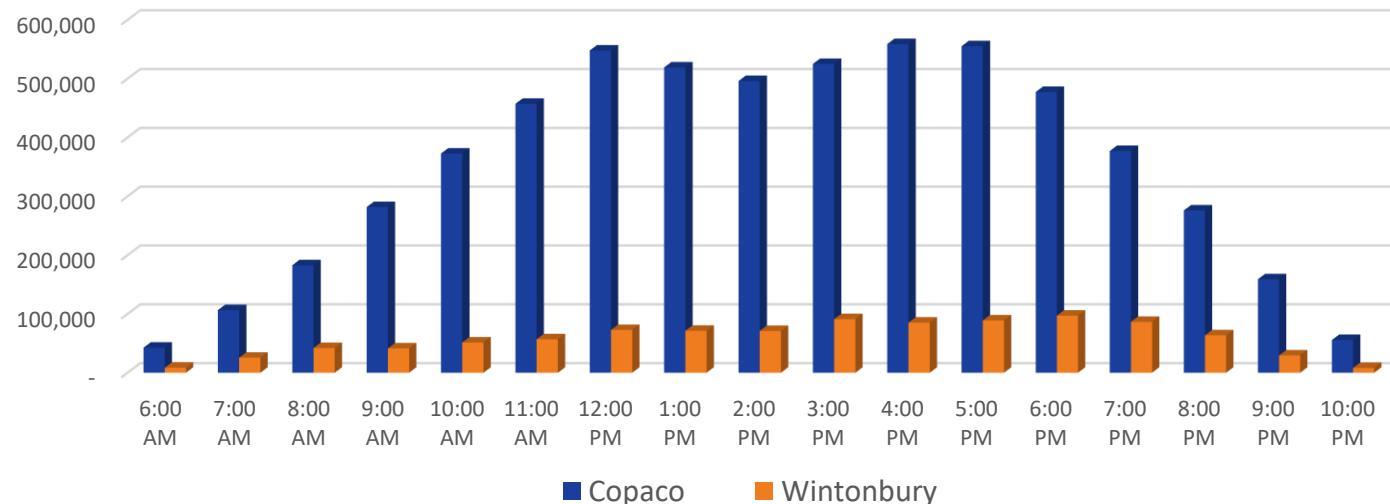
#### Copaco Shopping Center

- 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

Number of Hourly Visits to Copaco and Wintonbury



Visits – Data captured between Jul 6<sup>th</sup>, 2023, thru July 5<sup>th</sup>, 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.

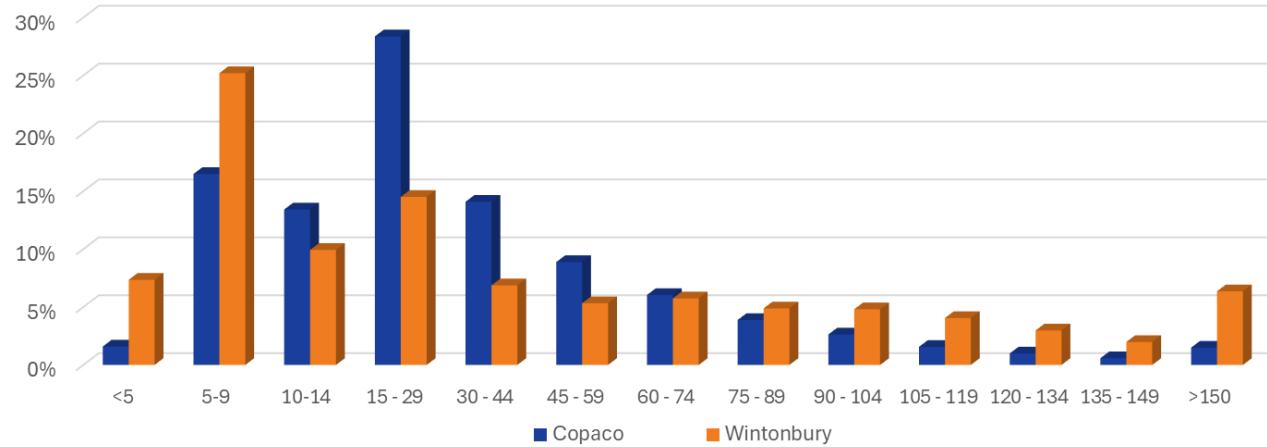
#### Copaco Shopping Center

- 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

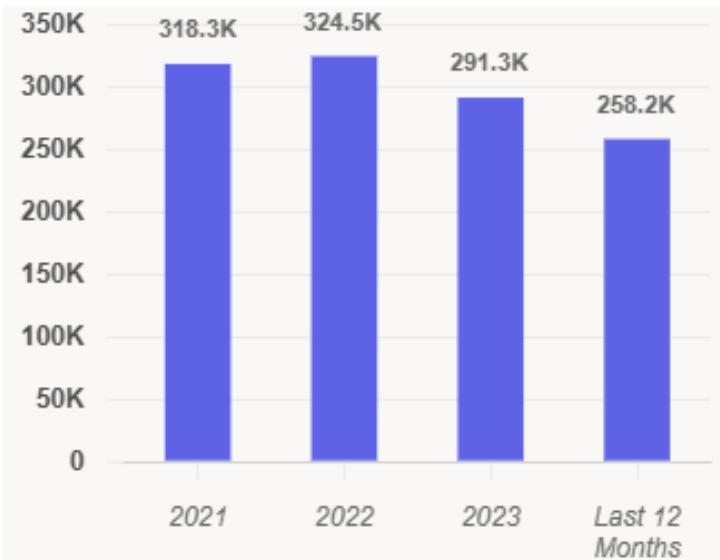


Visits – Data captured between Jul 6<sup>th</sup>, 2023, thru July 5<sup>th</sup>, 2024, by Placer.ai

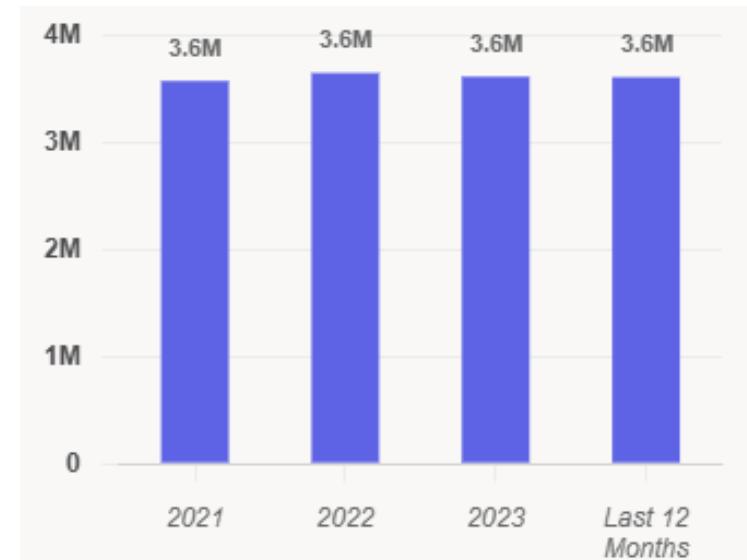
# Historical Visits Trend

## Geo Fencing Analysis

**Wintonbury Mall**  
Historical Visits

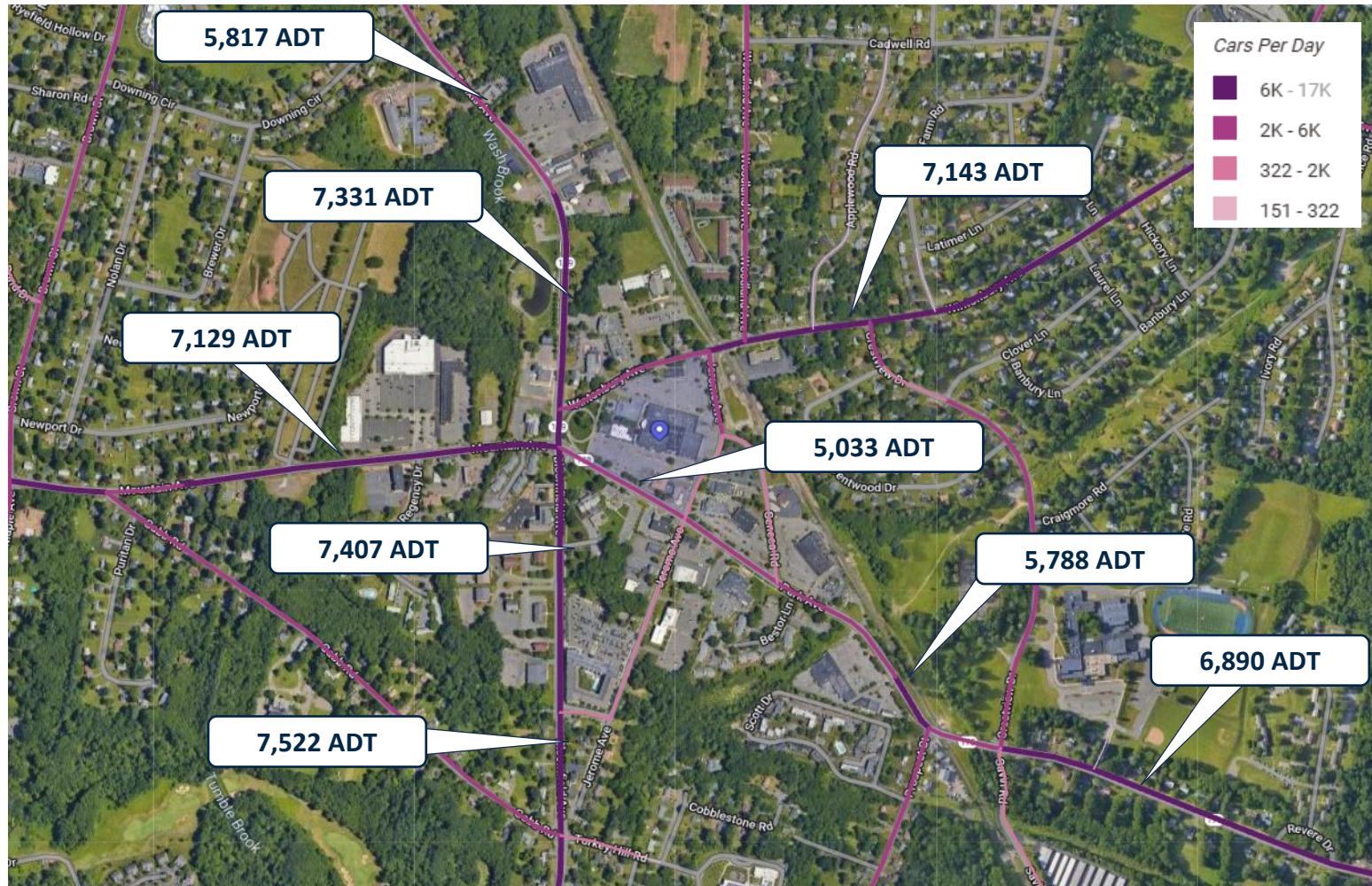


**Copaco Shopping Center**  
Historical Visits



# Average Daily Volume of Traffic

Placer AI - 2022 Data



## Average Daily Volume of Traffic

CT DOT - 2022 Data

