

# Demographics and Socioeconomics

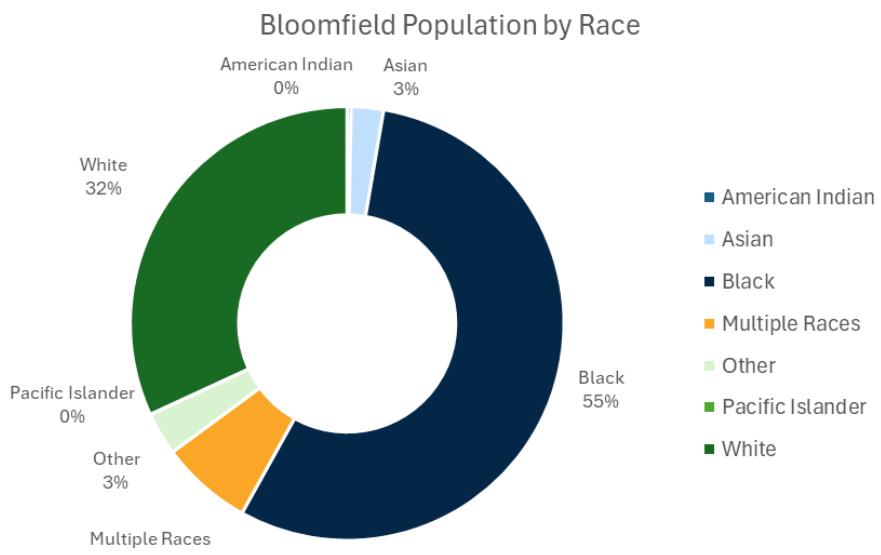
*Town of Bloomfield*

August 20, 2024

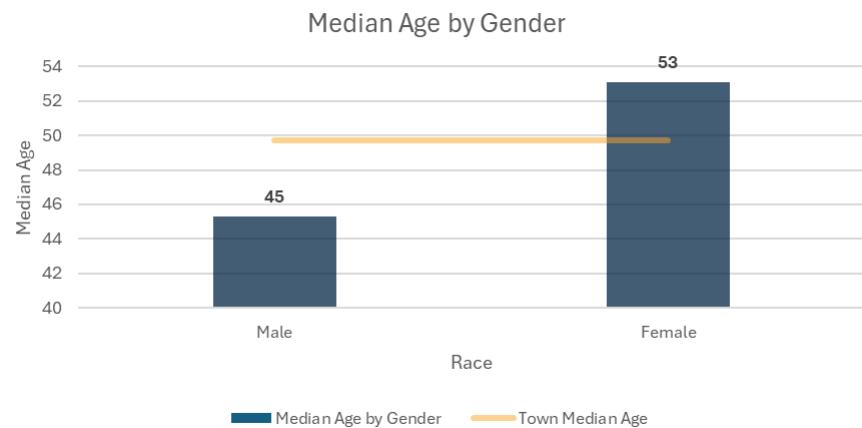
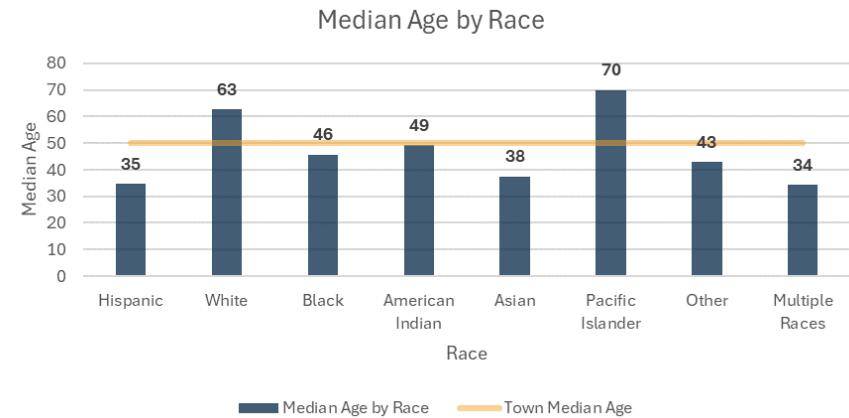
# Bloomfield Demographics

# Demographics - Bloomfield

## Town of Bloomfield



Hispanic % of Bloomfield's Population: 8.4%



Town Median Age: 49.7



# Republic Gastropub Visitation

# Visitor Origin

## Republic Gastropub



# Visitor Origin

## Republic Gastropub

	Zip Code	City	% of Total Visitors	Top Tapestry	Type	Median Age	Income	Housing Type	Occupation Type	Highest Education	Race
1	06002	Bloomfield	12%	Family Foundations	Singles	40.4	\$47,600	Single Family	Svcs; Prof; Admin	HS Diploma	Black
2	06117	West Hartford	6%	Top Tier	Married Couples	48.2	\$191,000	Single Family	Prof; Mgmt	College Degree	White
3	06095	Windsor	6%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
4	06107	West Hartford	5%	Exurbanites	Married Couples	52.1	\$112,200	Single Family	Prof; Mgmt	College Degree	White
5	06070	Simsbury	3%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
6	06001	Avon	3%	Professional Pride	Married Couples	40.9	\$154,400	Single Family	Prof; Mgmt	College Degree	White
7	06119	West Hartford	3%	Emerald City	Singles	38.3	\$73,000	Single Family; Multi-Units	Prof; Mgmt	College Degree	White
8	06074	East Windsor Hill	3%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
9	06078	Suffield	2%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
10	06035	Granby	2%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
*	06002	Bloomfield	-	Golden Years	Singles	53.5	\$80,200	Single Family; Multi-Units	Prof; Svcs	College Degree	White

## Summary of Republic Visitor Origins

- 45% of Visitors Originate from the Top 10 Zip Codes
- Top Tapestries reflect high probabilities of visitors being White, College-Educated Married Couples that live in Single Family Homes
- Weighted Median Age: 44.6
- Weighted Median Income: \$108,969
- 5/10 of the Top Zip Codes' Top Tapestry is Savvy Suburbanites
- \*A very close second Tapestry within Bloomfield is “Golden Years” which is also likely represented in Republic’s Top Visitors

# Savvy Suburbanites

## Republic Gastropub

### MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

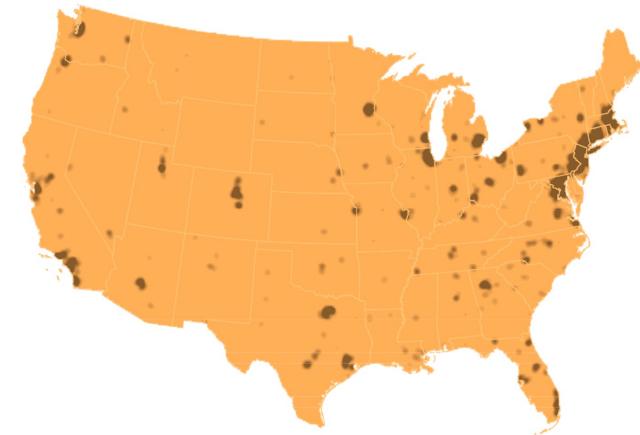
- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

### WHO ARE WE?

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.

### OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

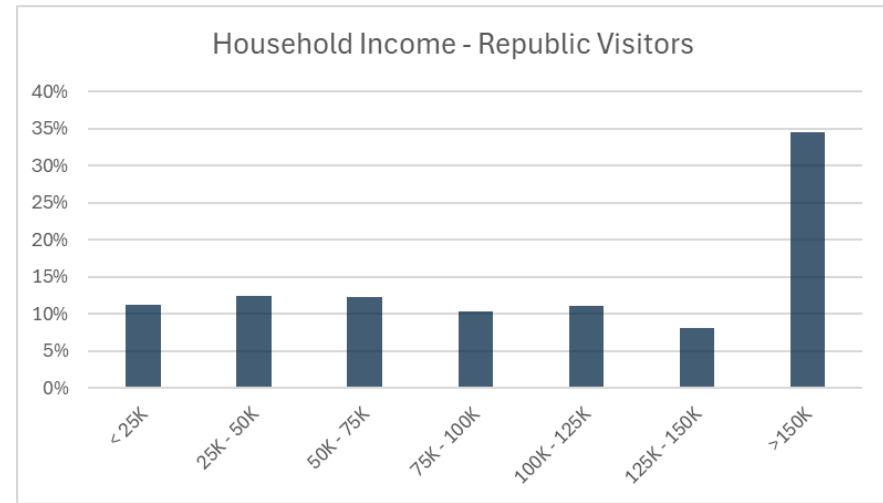
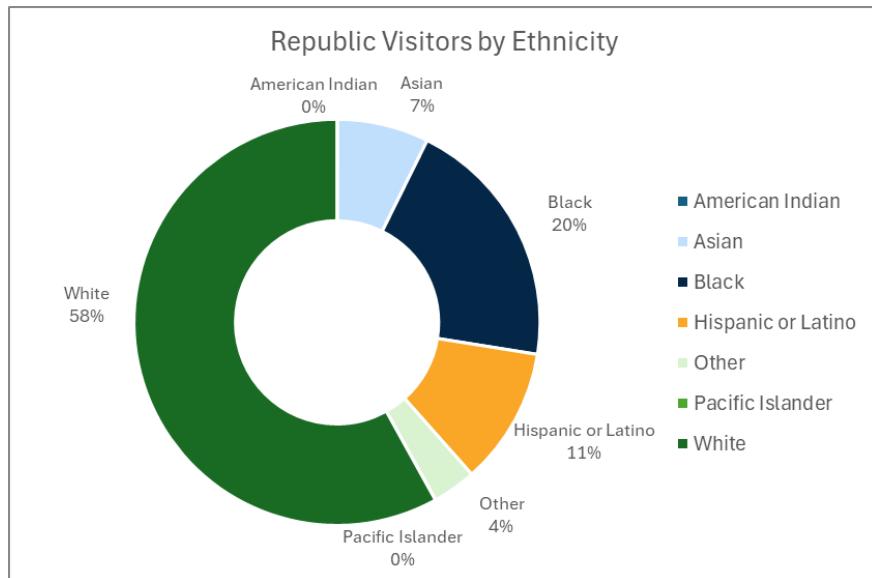


### SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

# Community Profile

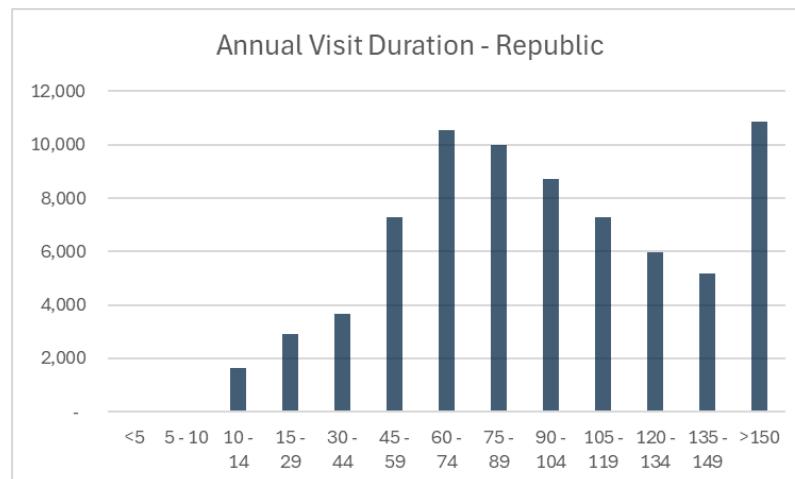
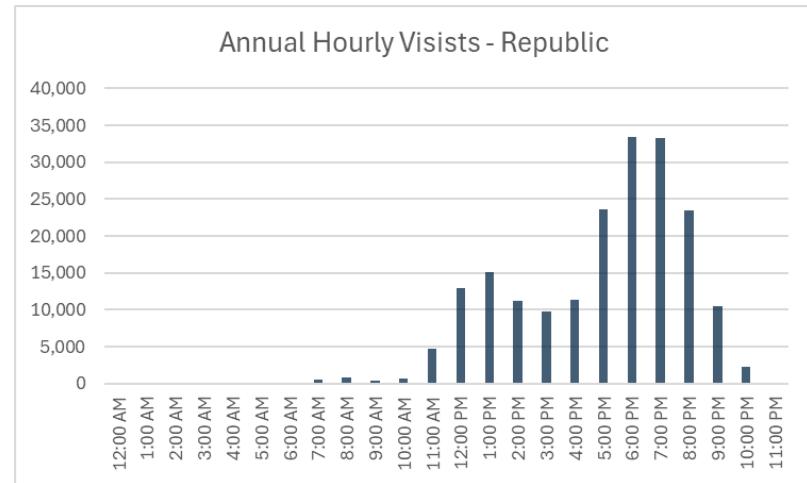
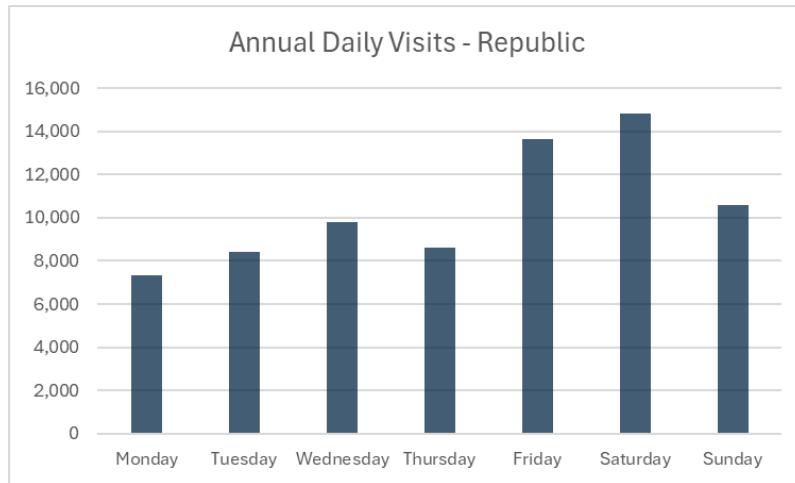
## Republic Gastropub



Estimated Median Household Income: \$123,500

# Community Profile

## Republic Gastropub

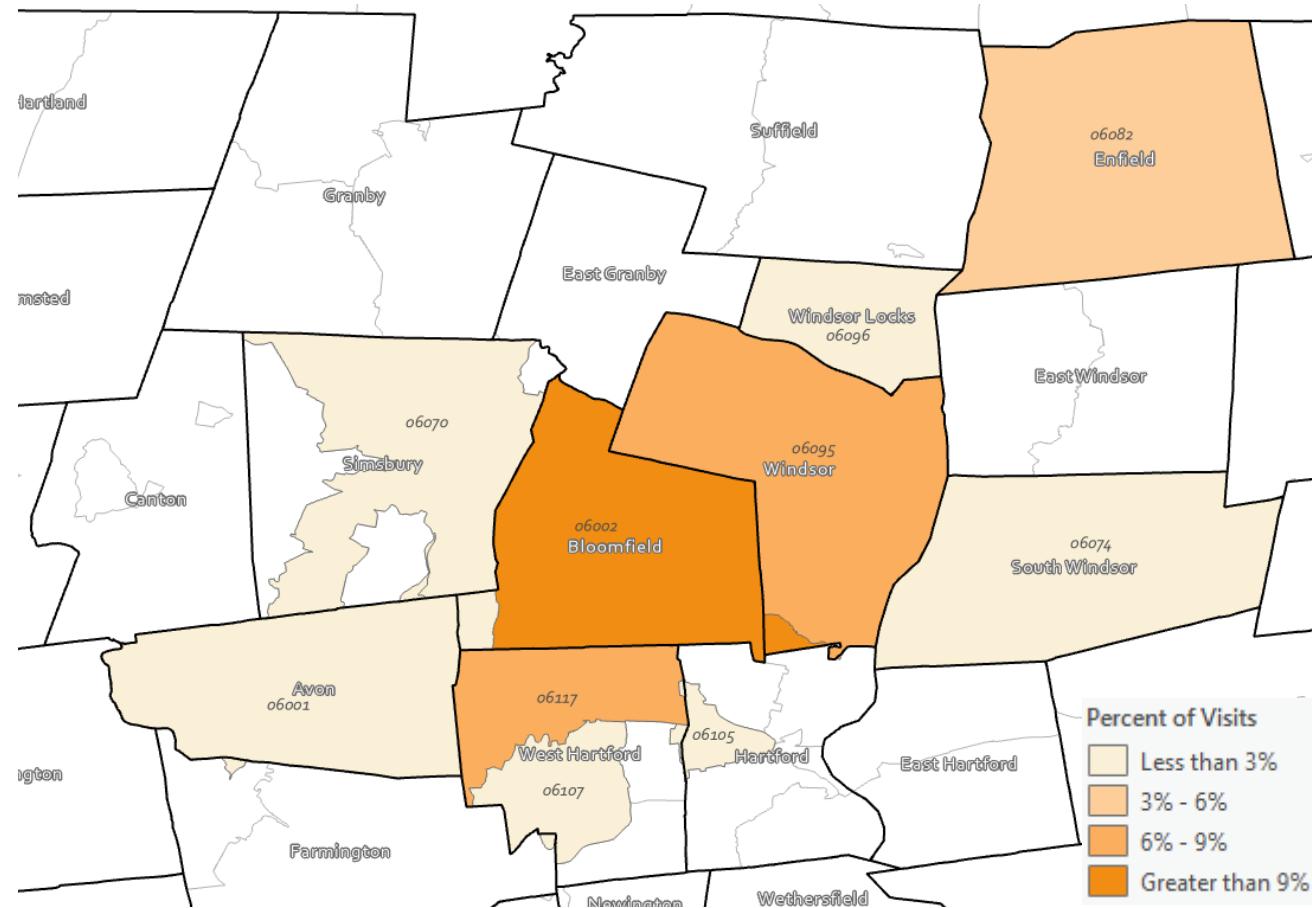




# Carbone's Kitchen Visitation

# Visitor Origin

## Carbone's Kitchen



# Visitor Origin

## Carbone's Kitchen

	Zip Code	City	% of Total Visitors	Top Tapestry	Type	Median Age	Income	Housing Type	Occupation Type	Highest Education	Race
1	06002	Bloomfield	14%	Family Foundations	Singles	40.4	\$47,600	Single Family	Svcs; Prof; Admin	HS Diploma	Black
2	06095	Windsor	9%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
3	06117	West Hartford	7%	Top Tier	Married Couples	48.2	\$191,000	Single Family	Prof; Mgmt	College Degree	White
4	06082	Enfield	5%	Parks and Rec	Married Couples	41.6	\$69,300	Single Family	Prof; Mgmt; Admin	HS Diploma Only	White
5	06001	Avon	3%	Professional Pride	Married Couples	40.9	\$154,400	Single Family	Prof; Mgmt	College Degree	White
6	06107	West Hartford	3%	Exurbanites	Married Couples	52.1	\$112,200	Single Family	Prof; Mgmt	College Degree	White
7	06105	Hartford	3%	Social Security Set	Singles	46.5	\$22,100	Multi-Unit Rentals	Retired; Svcs; Prof	HS Diploma Only	White; Black
8	06070	Simsbury	3%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
9	06074	East Windsor Hill	3%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
10	06096	Windsor Locks	2%	Parks and Rec	Married Couples	41.6	\$69,300	Single Family	Prof; Mgmt; Admin	HS Diploma Only	White
*	06002	Bloomfield	-	Golden Years	Singles	53.5	\$80,200	Single Family; Multi-Units	Prof; Svcs	College Degree	White

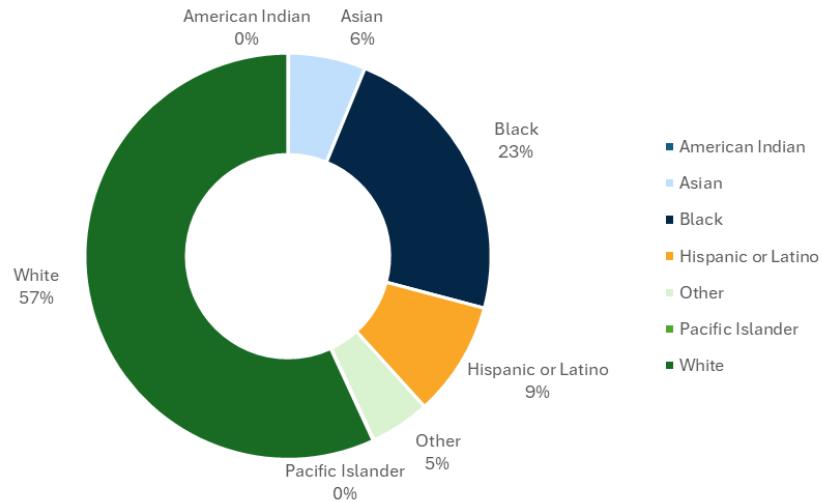
## Summary of Carbone's Visitor Origins

- 52% of Visitors Originate from the Top 10 Zip Codes
- Top Tapestries reflect high probabilities of visitors being White, College-Educated, Married Couples that live in Single Family Homes
- Weighted Median Age: 44.2
- Weighted Median Income: \$98,992
- 3/10 of the Top Zip Codes' Top Tapestry is Savvy Suburbanites
- \*A very close second Tapestry within Bloomfield is “Golden Years” which is also likely represented in Carbone’s Top Visitors

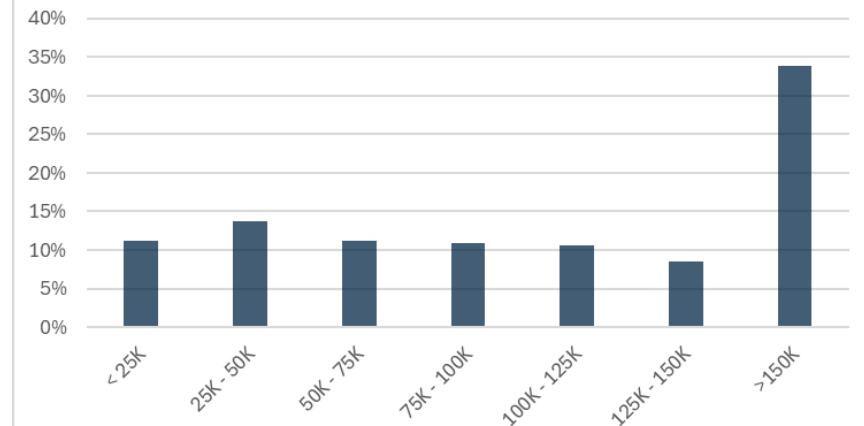
# Community Profile

## Carbone's Kitchen

Carbone's Visitors by Ethnicity



Household Income - Carbone's Visitors



Estimated Median Household Income: \$121,500

# Community Profile

## Carbone's Kitchen

