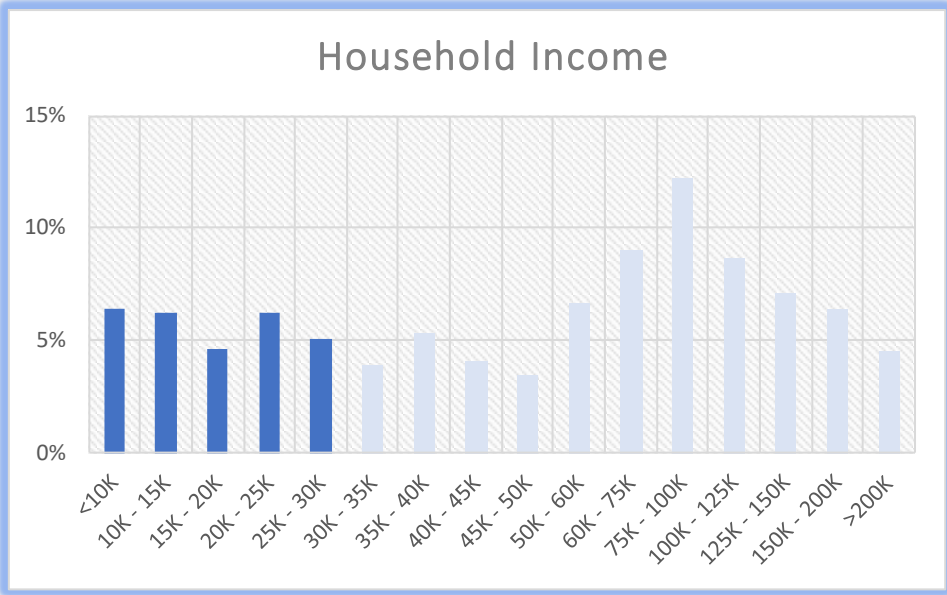


# EAST HARTFORD, CT - Geofence

## Main Street Business Employees

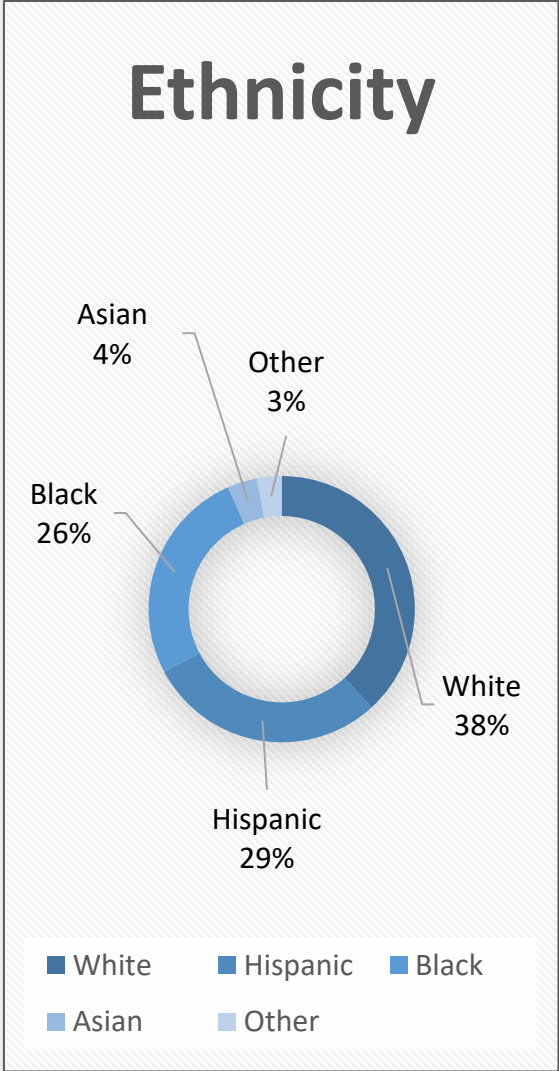
### Main Street Business District Geofence

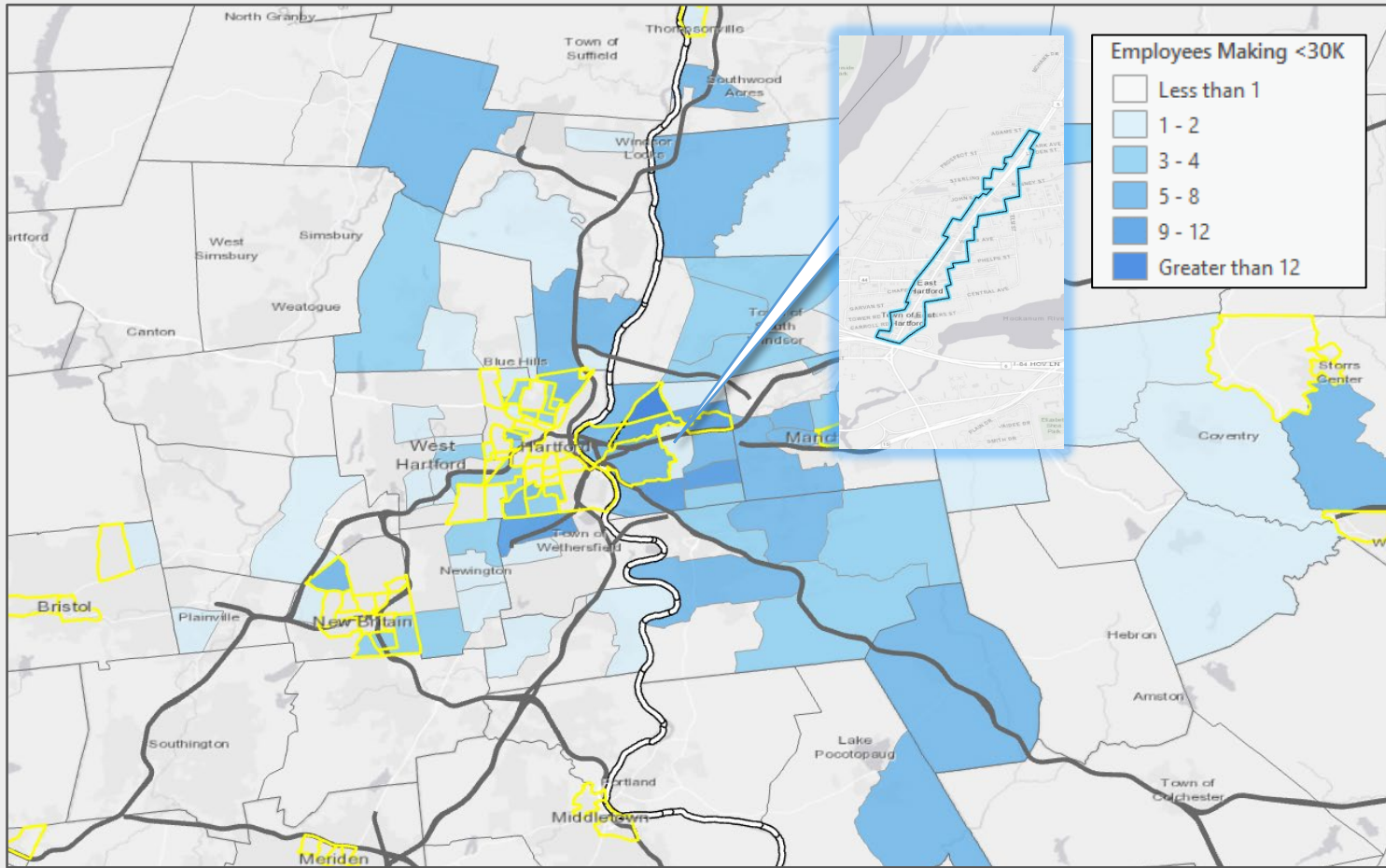


# 29%

of Employees on Main Street earn below the ALICE Single Adult and Single Senior Survival Budget, as represented by the dark blue bars.

\*Household size of employees was unavailable. Single Adult and Single Senior sectors were chosen to represent the minimum percentage of the employment base that qualifies as ALICE.





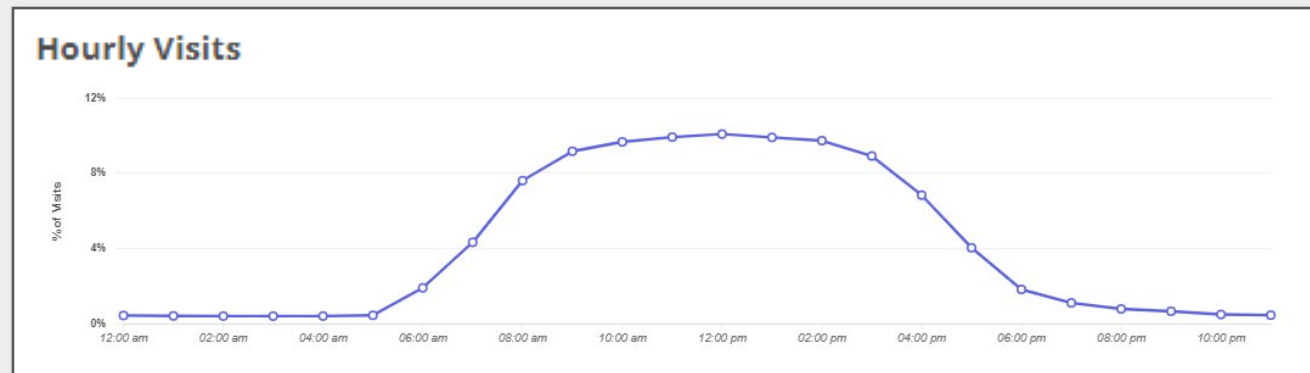
# Main Street East Hartford Area Employees

**44.2%**  
of Employees on Main Street  
make less than \$30,000 annually.

Home Locations of Area Employees

Source: Census OnTheMap, ArcGIS

Tracts highlighted in yellow  
are low-and-moderate  
income Census Tracts

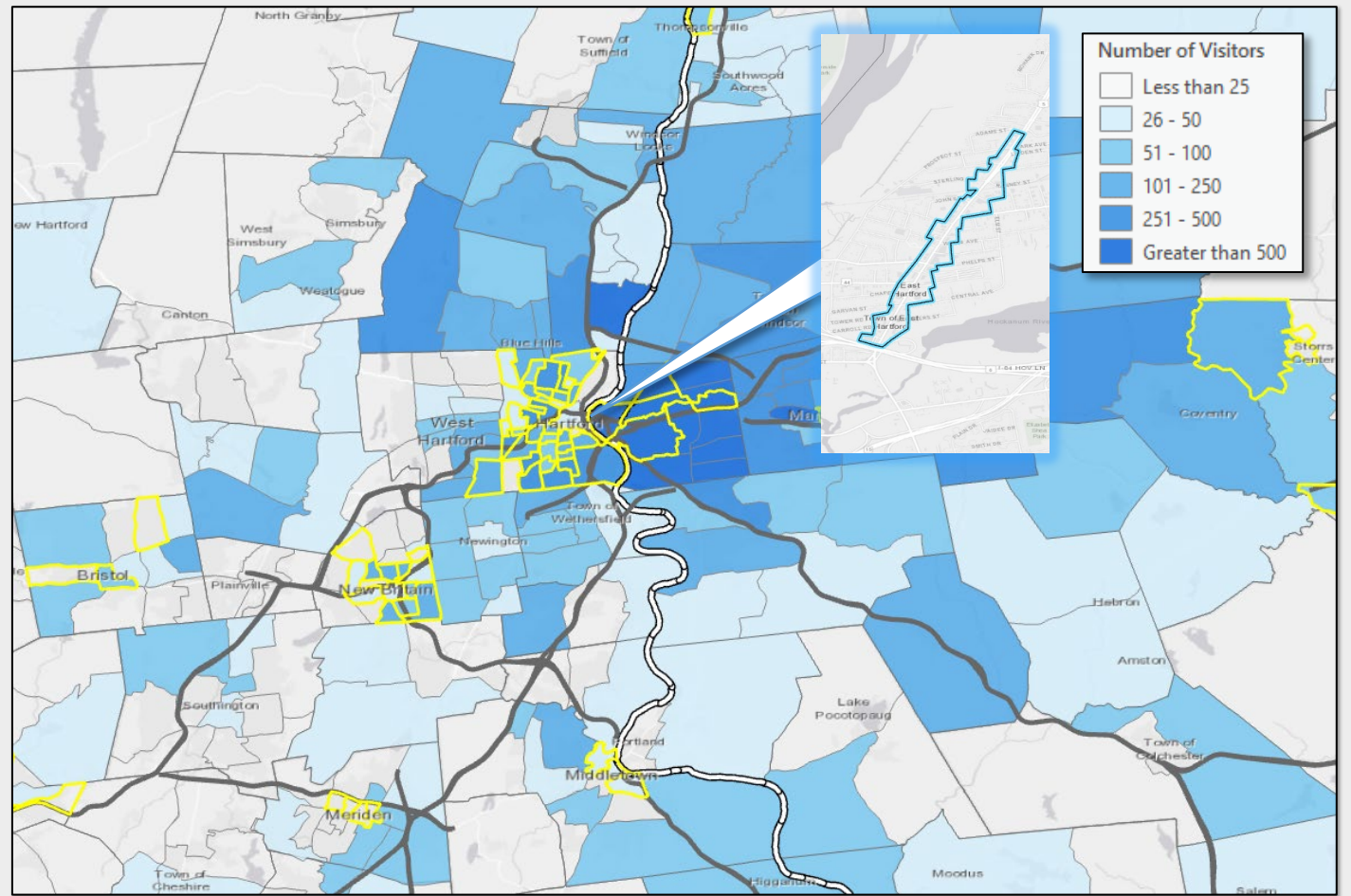


Source: Placer.ai, Visitation Data for Employees in the Past 12-Months

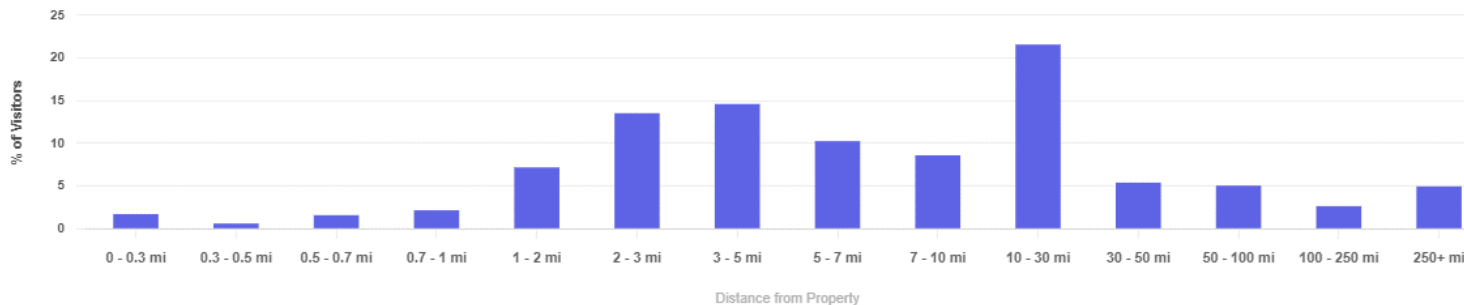
# Main Street East Hartford Retail Visitors

# 42.8%

of Visitors to Main Street  
Businesses come from low- and  
moderate-income Census Tracts.



Trade Area Coverage by Distance



Home Locations of Area Visitors

Source: Placer.ai, ArcGIS

Tracts highlighted in yellow  
are low-and-moderate  
income Census Tracts