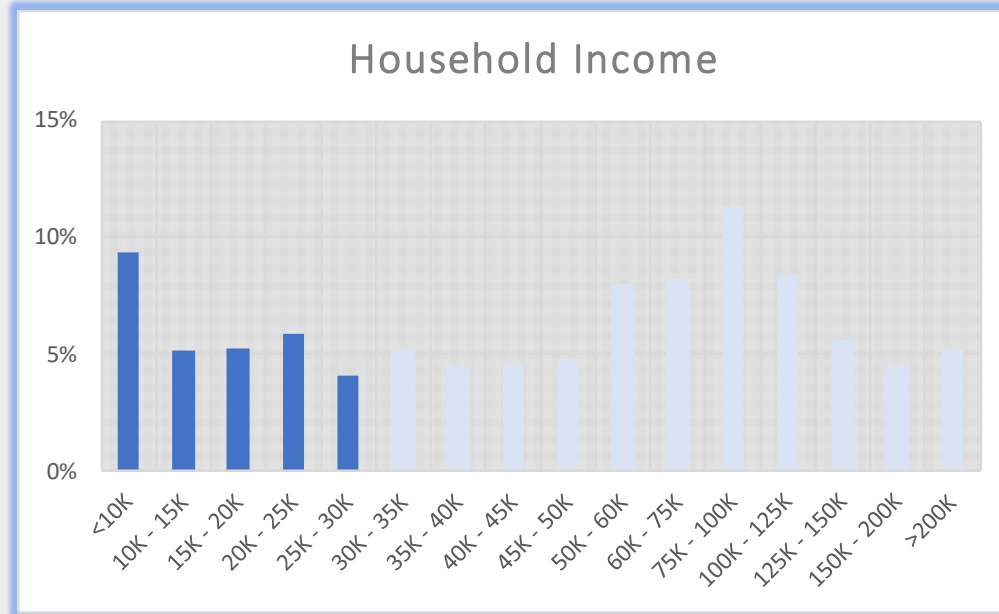
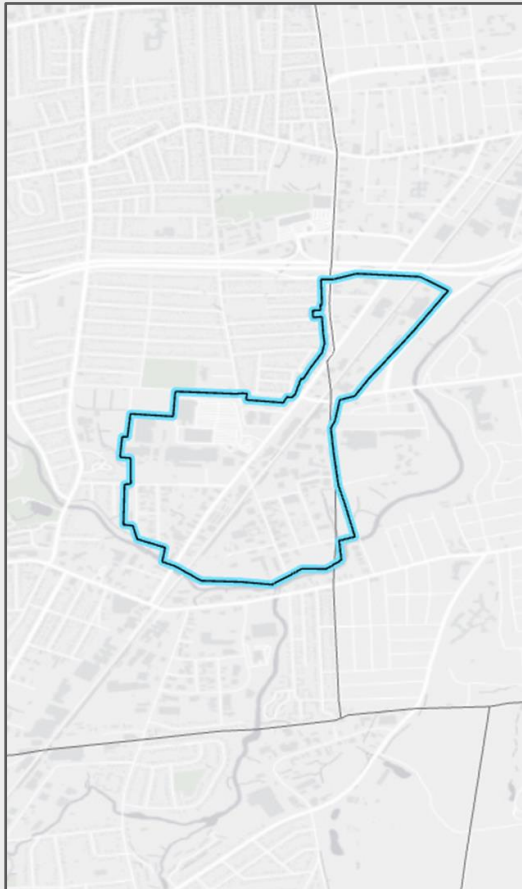


# HARTFORD/WEST HARTFORD, CT - Geofence

## New Park Avenue Business Employees

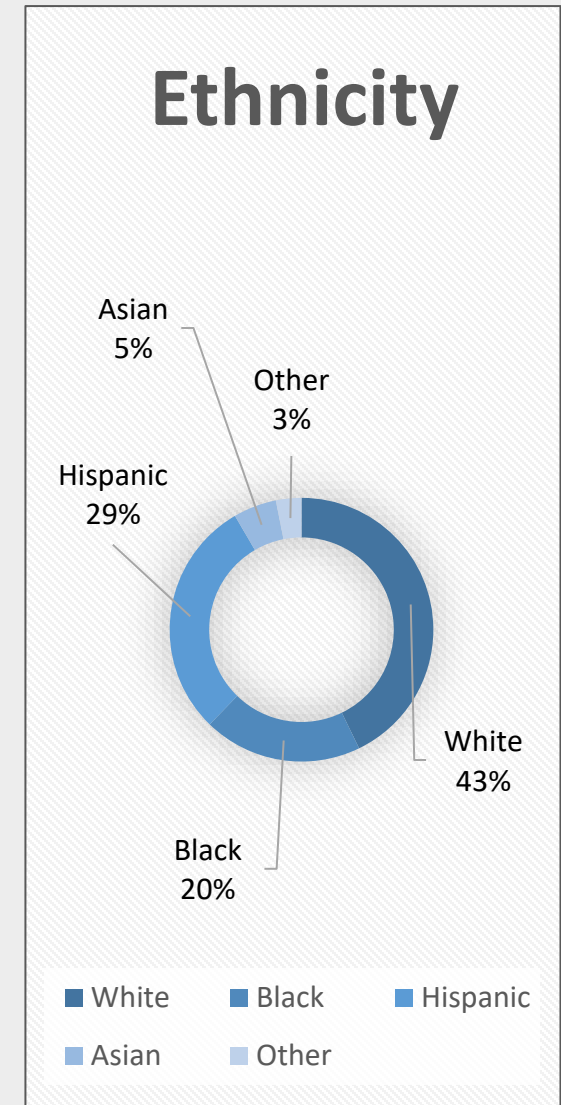
### New Park Avenue Business District Geofence

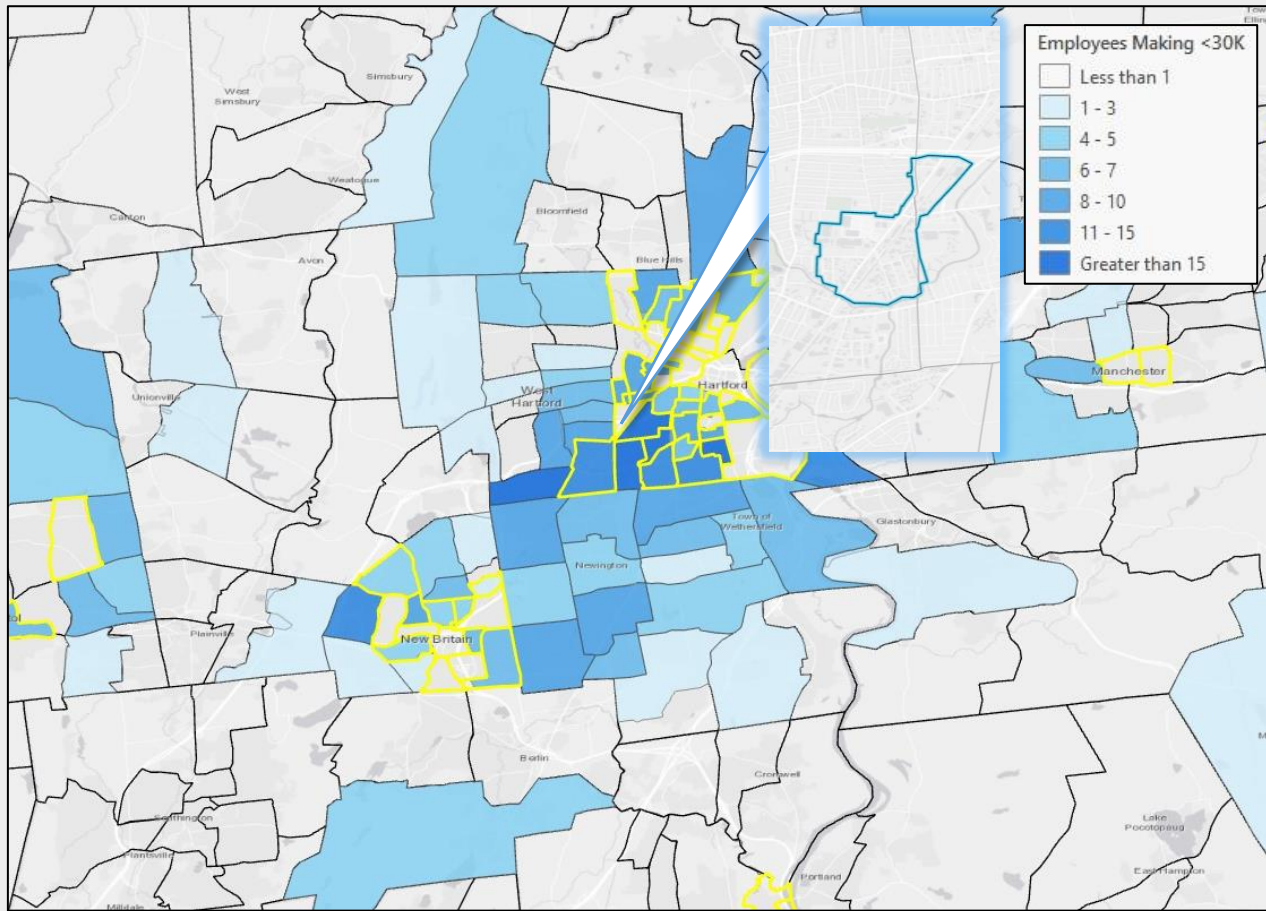


# 29.7%

of Employees on New Park Avenue 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.





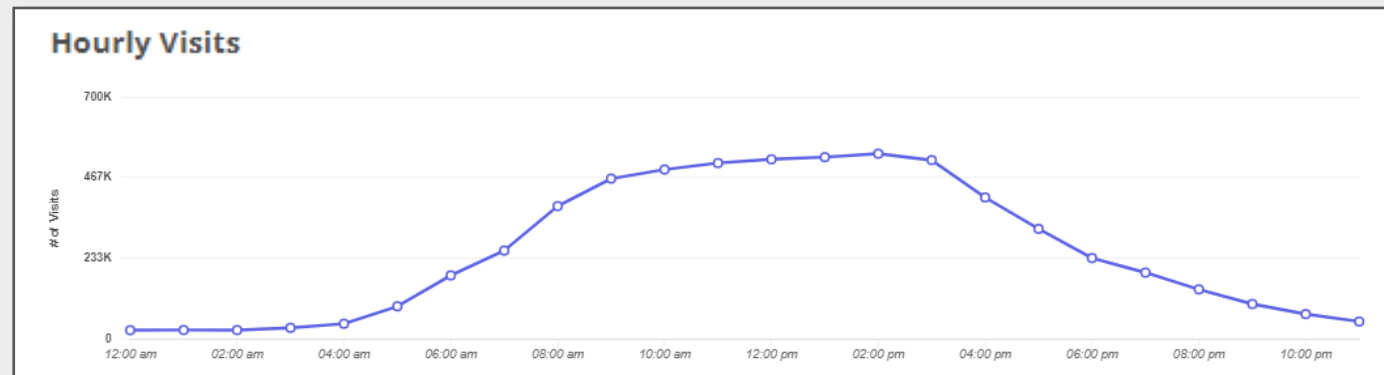
# New Park Avenue Hartford/West Hartford Area Employees

**44.4%**  
of Employees on New Park Avenue  
make less than \$30,000 annually.

Home Locations of Area Employees

Source: Census OnTheMap, ArcGIS

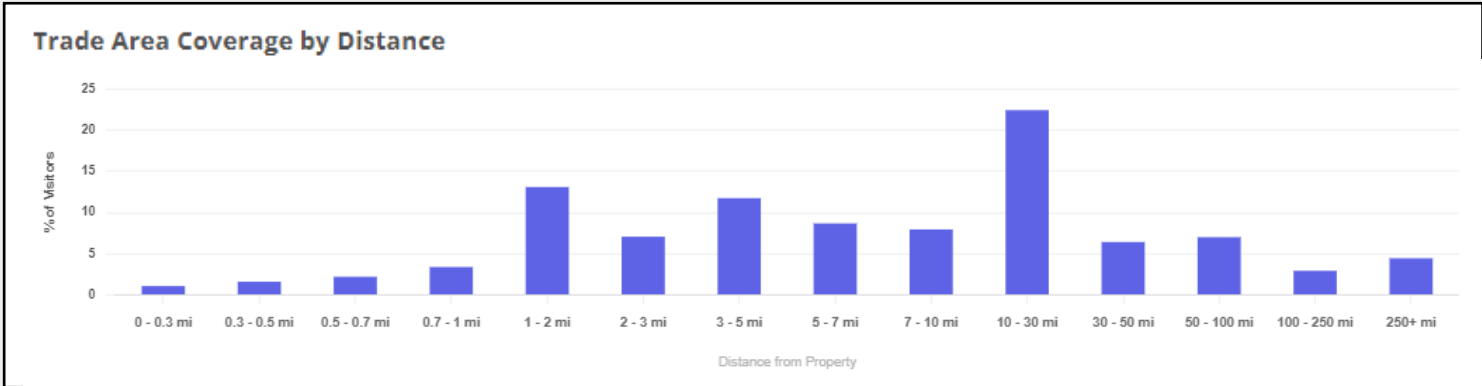
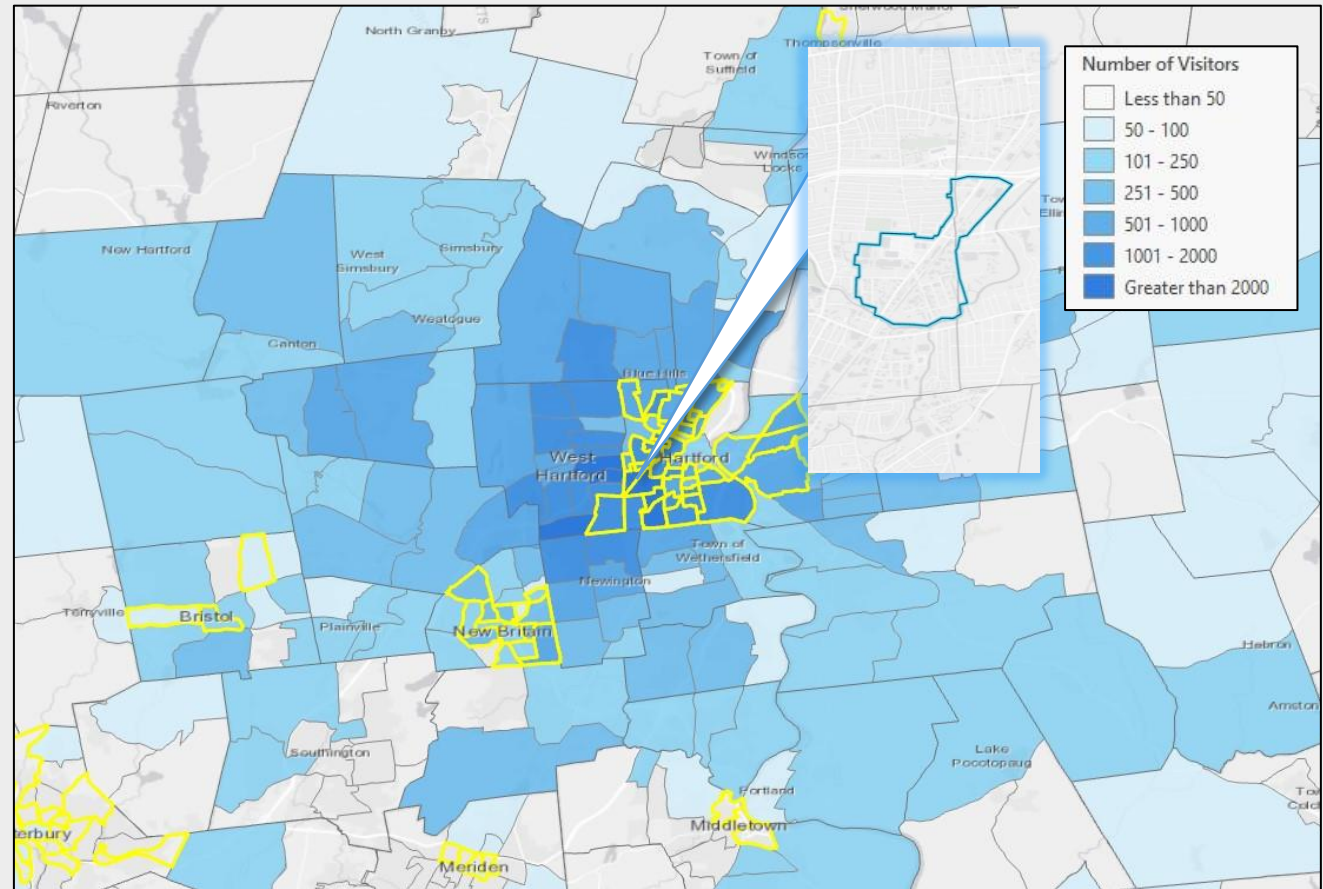
Tracts highlighted in yellow  
are low-and-moderate  
income Census Tracts



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

# New Park Avenue Hartford/West Hartford Retail Visitors

**42.2%**  
of Visitors to New Park Avenue  
Businesses come from low- and  
moderate-income Census Tracts.



Home Locations of Area Visitors

Source: Placer.ai, ArcGIS

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

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