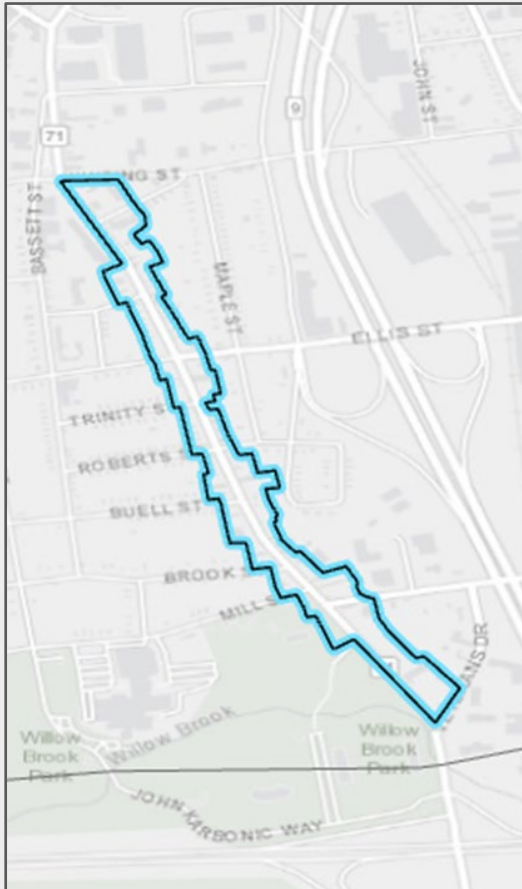


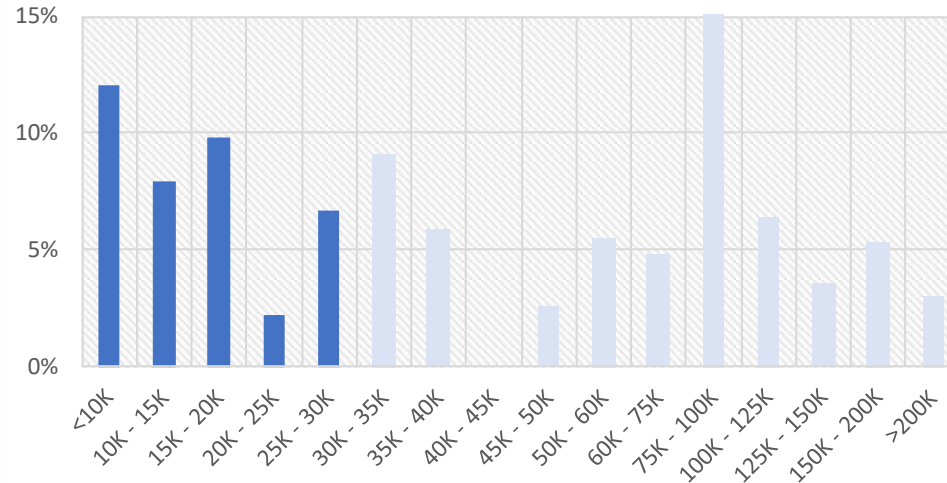
# NEW BRITAIN, CT - Geofence

## South Main Street Business Employees

### South Main Street Business District Geofence



### Household Income

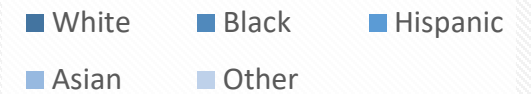
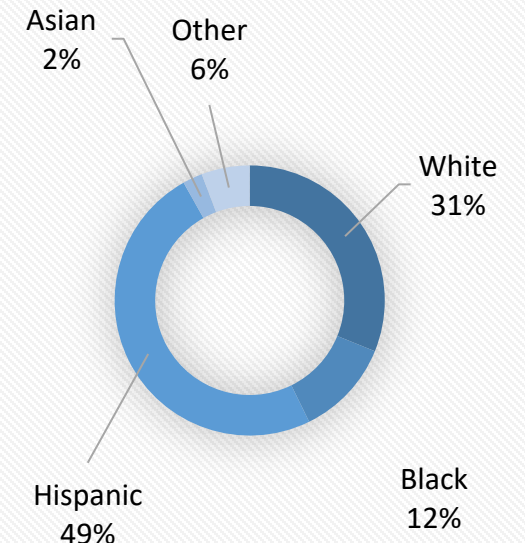


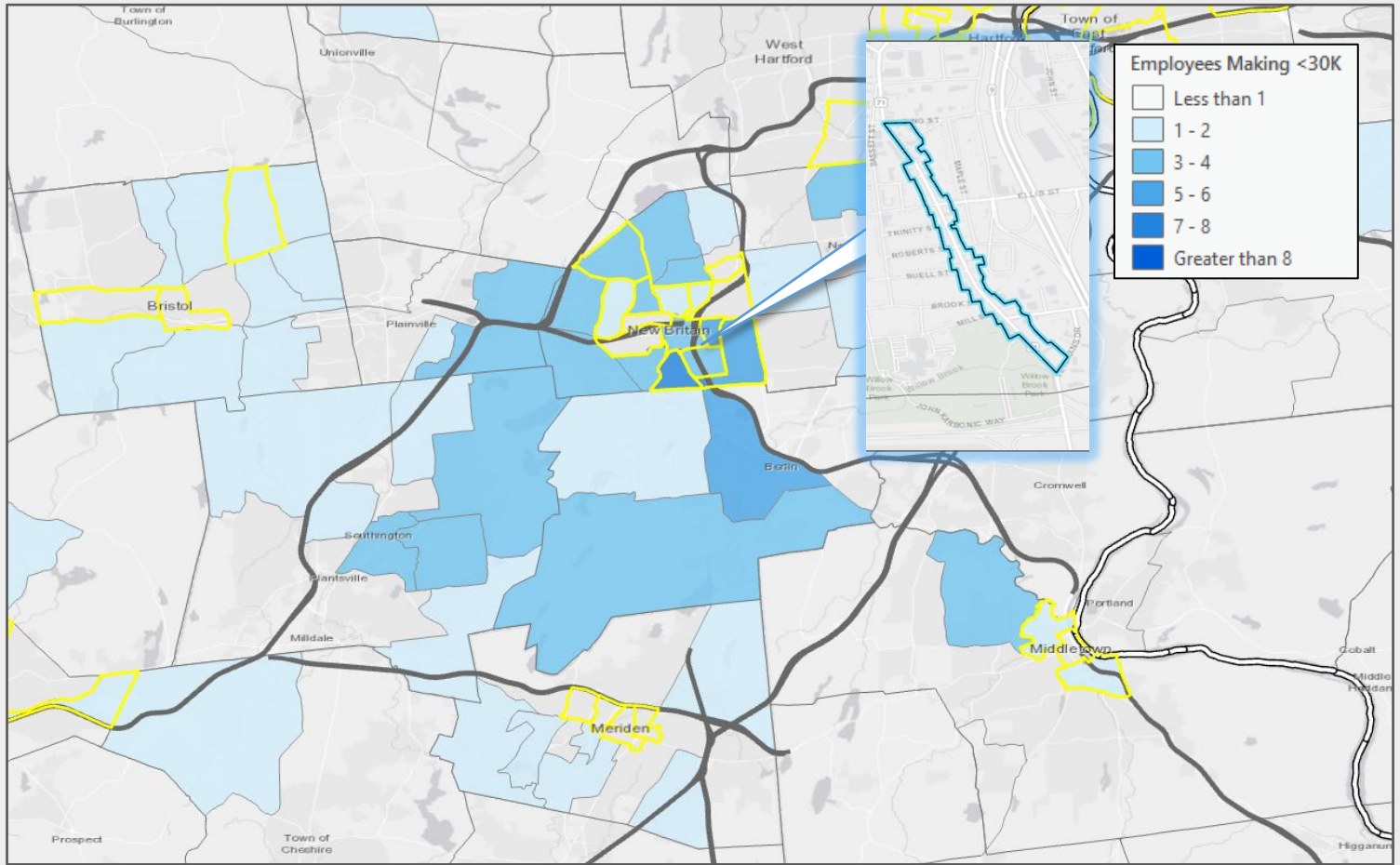
# 38%

of Employees on South 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.

### Ethnicity





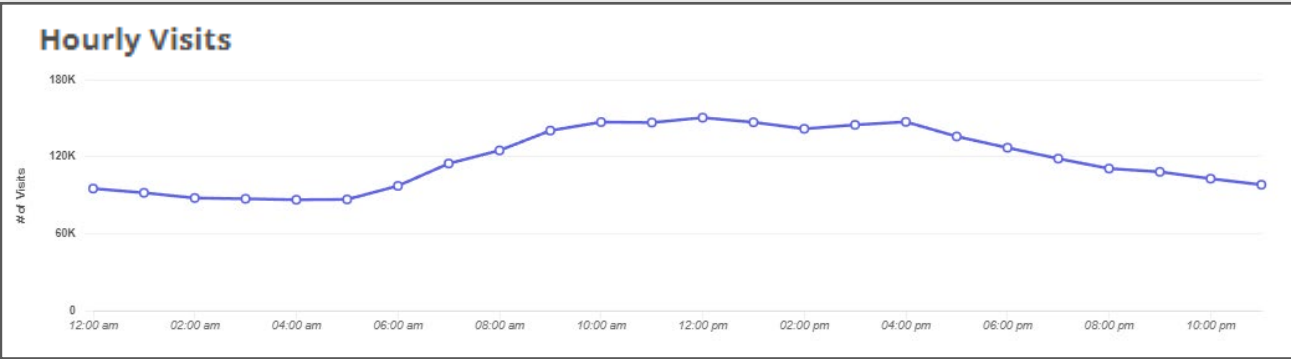
# South Main Street New Britain Area Employees

**46.2%**  
of Employees on South Main Street  
make less than \$30,000 annually.

Home Locations of Area Employees

Source: Census OnTheMap, ArcGIS

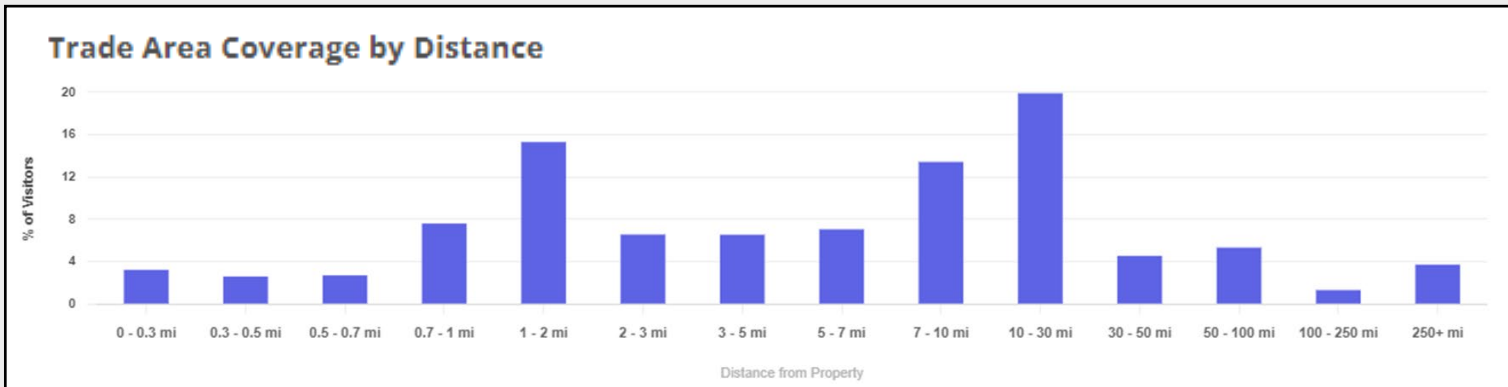
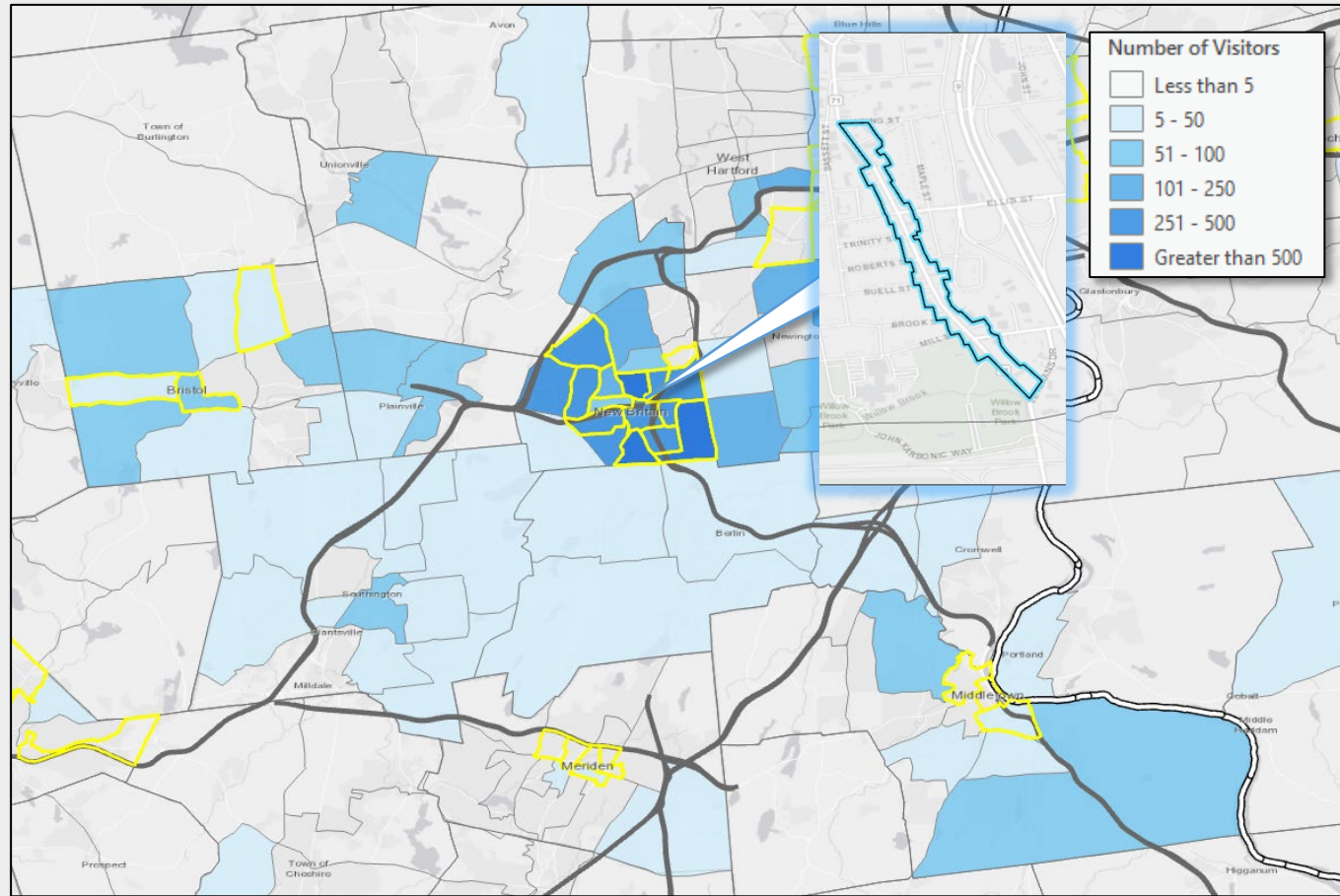
Tracts highlighted in yellow  
are low-and-moderate  
income Census Tracts



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

# South Main Street New Britain Retail Visitors

**61.9%**  
of Visitors to South Main Street  
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