Market Profile

Oakland Commons
325 Oakland St, Bristol, Connecticut, 06010
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	10,861	62,244	104,795
2020 Total Population	10,910	62,618	104,910
2020 Group Quarters	206	755	1,144
2022 Total Population	10,904	62,324	104,407
2022 Group Quarters	206	755	1,144
2027 Total Population	10,883	61,924	103,865
2022-2027 Annual Rate	-0.04%	-0.13%	-0.10%
2022 Total Daytime Population	10,537	54,059	97,232
Workers	5,025	23,406	47,434
Residents	5,512	30,653	49,798
Household Summary			
2010 Households	4,413	26,114	43,187
2010 Average Household Size	2.40	2.35	2.40
2020 Total Households	4,434	26,623	44,094
2020 Average Household Size	2.41	2.32	2.35
2022 Households	4,422	26,523	43,969
2022 Average Household Size	2.42	2.32	2.35
2027 Households	4,414	26,445	43,898
2027 Average Household Size	2.42	2.31	2.34
2022-2027 Annual Rate	-0.04%	-0.06%	-0.03%
2010 Families	2,656	16,363	27,681
2010 Average Family Size	3.07	2.94	2.98
2022 Families	2,620	16,392	27,808
2022 Average Family Size	3.10	2.91	2.93
2027 Families	2,604	16,267	27,654
2027 Average Family Size	3.10	2.90	2.92
2022-2027 Annual Rate	-0.12%	-0.15%	-0.11%
Housing Unit Summary			
2000 Housing Units	4,674	26,983	43,562
Owner Occupied Housing Units	51.6%	59.6%	65.3%
Renter Occupied Housing Units	41.4%	35.7%	30.4%
Vacant Housing Units	7.0%	4.8%	4.3%
2010 Housing Units	4,807	27,918	45,863
Owner Occupied Housing Units	52.3%	60.9%	66.6%
Renter Occupied Housing Units	39.5%	32.6%	27.6%
Vacant Housing Units	8.2%	6.5%	5.8%
2020 Housing Units	4,785	28,150	46,494
Vacant Housing Units	7.3%	5.4%	5.2%
2022 Housing Units	4,801	28,150	46,534
Owner Occupied Housing Units	51.9%	60.4%	65.5%
Renter Occupied Housing Units	40.2%	33.8%	29.0%
Vacant Housing Units	7.9%	5.8%	5.5%
2027 Housing Units	4,817	28,184	46,612
Owner Occupied Housing Units	53.2%	61.5%	66.5%
Renter Occupied Housing Units	38.4%	32.3%	27.6%
Vacant Housing Units	8.4%	6.2%	5.8%
Median Household Income			
2022	$65,338	$74,360	$78,749
2027	$72,509	$81,287	$87,642
Median Home Value			
2022	$224,156	$228,483	$242,957
2027	$225,878	$231,291	$247,666
Per Capita Income			
2022	$38,617	$40,693	$44,570
2027	$43,110	$46,096	$50,663
Median Age			
2010	38.9	40.4	41.2
2022	41.1	42.5	43.5
2027	42.0	43.1	44.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2022

Oakland Commons
325 Oakland St, Bristol, Connecticut, 06010
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 41.68742
Longitude: -72.93774

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	4,422	26,523	43,969
<$15,000	10.7%	8.6%	7.5%
$15,000 - $24,999	8.7%	8.0%	7.1%
$25,000 - $34,999	5.9%	6.3%	6.0%
$35,000 - $49,999	10.6%	9.8%	10.3%
$50,000 - $74,999	20.2%	17.5%	16.6%
$75,000 - $99,999	9.6%	14.7%	13.5%
$100,000 - $149,999	18.7%	19.0%	19.8%
$150,000 - $199,999	8.7%	9.7%	10.4%
$200,000+	6.9%	6.3%	8.9%
Average Household Income	$93,966	$96,021	$105,685
2027 Households by Income			
Household Income Base	4,414	26,445	43,898
<$15,000	9.9%	7.4%	6.4%
$15,000 - $24,999	7.4%	6.5%	5.7%
$25,000 - $34,999	5.2%	5.1%	4.9%
$35,000 - $49,999	9.1%	8.8%	9.0%
$50,000 - $74,999	19.8%	17.4%	16.2%
$75,000 - $99,999	10.4%	15.0%	13.6%
$100,000 - $149,999	20.2%	20.7%	21.3%
$150,000 - $199,999	10.1%	11.5%	12.4%
$200,000+	7.9%	7.4%	10.5%
Average Household Income	$104,801	$108,373	$119,703
2022 Owner Occupied Housing Units by Value			
Total	2,492	16,997	30,466
<$50,000	1.4%	3.6%	3.1%
$50,000 - $99,999	1.0%	1.9%	1.6%
$100,000 - $149,999	9.4%	9.1%	7.6%
$150,000 - $199,999	27.8%	22.7%	20.0%
$200,000 - $249,999	21.4%	22.4%	20.6%
$250,000 - $299,999	22.1%	16.6%	17.1%
$300,000 - $399,999	14.0%	16.2%	18.2%
$400,000 - $499,999	1.7%	4.1%	6.0%
$500,000 - $749,999	1.1%	2.6%	4.3%
$750,000 - $999,999	0.1%	0.4%	0.7%
$1,000,000 - $1,499,999	0.0%	0.1%	0.3%
$1,500,000 - $1,999,999	0.0%	0.2%	0.2%
$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	$234,625	$253,543	$277,284
2027 Owner Occupied Housing Units by Value			
Total	2,563	17,337	31,015
<$50,000	1.4%	3.8%	3.2%
$50,000 - $99,999	1.0%	1.8%	1.5%
$100,000 - $149,999	9.1%	8.8%	7.2%
$150,000 - $199,999	27.6%	22.0%	19.2%
$200,000 - $249,999	21.1%	21.8%	19.8%
$250,000 - $299,999	22.1%	16.2%	16.6%
$300,000 - $399,999	14.1%	16.1%	18.1%
$400,000 - $499,999	2.1%	5.0%	7.2%
$500,000 - $749,999	1.4%	3.3%	5.2%
$750,000 - $999,999	0.1%	0.6%	0.9%
$1,000,000 - $1,499,999	0.0%	0.1%	0.4%
$1,500,000 - $1,999,999	0.0%	0.3%	0.3%
$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	$237,422	$262,412	$289,459

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2022

Market Profile

Oakland Commons
325 Oakland St, Bristol, Connecticut, 06010
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,859	62,248	104,796
0 - 4	6.5%	5.6%	5.3%
5 - 9	6.5%	5.8%	5.7%
10 - 14	6.5%	6.2%	6.4%
15 - 24	11.9%	11.8%	11.8%
25 - 34	13.4%	13.4%	12.3%
35 - 44	14.5%	13.9%	14.1%
45 - 54	15.5%	16.1%	16.7%
55 - 64	11.5%	12.4%	12.9%
65 - 74	5.8%	7.2%	7.3%
75 - 84	4.9%	5.1%	4.9%
85 +	3.2%	2.6%	2.5%
18 +	76.9%	78.5%	78.4%
2022 Population by Age			
Total	10,904	62,325	104,407
0 - 4	5.6%	4.9%	4.7%
5 - 9	5.6%	5.1%	5.0%
10 - 14	5.8%	5.5%	5.4%
15 - 24	12.2%	11.3%	11.1%
25 - 34	12.7%	13.0%	12.8%
35 - 44	13.0%	13.4%	13.0%
45 - 54	13.2%	13.1%	13.5%
55 - 64	13.7%	14.4%	15.0%
65 - 74	10.4%	10.8%	11.2%
75 - 84	4.9%	5.8%	5.9%
85 +	2.9%	2.8%	2.6%
18 +	79.4%	81.0%	81.5%
2027 Population by Age			
Total	10,884	61,923	103,865
0 - 4	5.7%	5.0%	4.7%
5 - 9	5.3%	5.0%	4.8%
10 - 14	5.5%	5.3%	5.2%
15 - 24	11.6%	10.6%	10.1%
25 - 34	13.0%	13.0%	12.9%
35 - 44	12.8%	13.8%	13.5%
45 - 54	12.4%	12.5%	12.6%
55 - 64	13.0%	13.3%	13.9%
65 - 74	11.5%	11.9%	12.4%
75 - 84	6.6%	7.0%	7.2%
85 +	2.7%	2.7%	2.7%
18 +	80.2%	81.5%	82.0%
2010 Population by Sex			
Males	5,172	29,968	50,802
Females	5,688	32,276	53,993
2022 Population by Sex			
Males	5,200	30,163	50,847
Females	5,703	32,160	53,560
2027 Population by Sex			
Males	5,202	30,038	50,704
Females	5,681	31,885	53,161

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 41.68742
Longitude: -72.93774

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,861	62,245	104,795
White Alone	85.8%	87.7%	89.4%
Black Alone	4.6%	3.7%	3.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.8%	2.2%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	3.6%	2.7%
Two or More Races	2.9%	2.5%	2.1%
Hispanic Origin	11.7%	9.4%	7.5%
Diversity Index	41.3	35.8	30.8
2020 Population by Race/Ethnicity			
Total	10,910	62,618	104,910
White Alone	72.3%	75.2%	78.2%
Black Alone	5.9%	5.7%	4.4%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	2.3%	3.1%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	6.3%	4.8%
Two or More Races	11.2%	9.5%	8.6%
Hispanic Origin	19.7%	16.0%	12.7%
Diversity Index	62.6	57.4	51.4
2022 Population by Race/Ethnicity			
Total	10,903	62,324	104,407
White Alone	71.5%	74.4%	77.6%
Black Alone	6.0%	5.8%	4.4%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	2.4%	3.1%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.1%	6.5%	4.9%
Two or More Races	11.7%	9.9%	8.9%
Hispanic Origin	20.0%	16.3%	13.0%
Diversity Index	63.5	58.4	52.3
2027 Population by Race/Ethnicity			
Total	10,883	61,923	103,866
White Alone	69.2%	72.2%	75.5%
Black Alone	6.2%	6.0%	4.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.6%	3.4%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.6%	7.0%	5.3%
Two or More Races	13.0%	11.0%	10.0%
Hispanic Origin	20.7%	16.9%	13.5%
Diversity Index	65.9	60.9	55.0
2010 Population by Relationship and Household Type			
Total	10,860	62,244	104,796
In Households	97.6%	98.6%	98.8%
In Family Households	77.3%	79.5%	80.8%
Householder	24.8%	26.2%	26.4%
Spouse	16.9%	18.9%	19.8%
Child	30.0%	29.2%	29.5%
Other relative	3.4%	3.1%	3.0%
Nonrelative	2.3%	2.2%	2.0%
In Nonfamily Households	20.3%	19.1%	18.0%
In Group Quarters	2.4%	1.4%	1.2%
Institutionalized Population	1.5%	1.0%	0.8%
Noninstitutionalized Population	0.9%	0.3%	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	7,725	45,639	77,134
Less than 9th Grade	4.5%	3.3%	3.0%
9th - 12th Grade, No Diploma	6.4%	5.9%	5.2%
High School Graduate	28.5%	27.0%	26.6%
GED/Alternative Credential	4.5%	5.5%	4.7%
Some College, No Degree	19.5%	18.0%	17.1%
Associate Degree	8.8%	10.6%	10.4%
Bachelor's Degree	17.1%	19.1%	20.5%
Graduate/Professional Degree	10.6%	10.8%	12.5%
2022 Population 15+ by Marital Status			
Total	9,052	52,660	88,682
Never Married	40.4%	35.8%	33.6%
Married	40.5%	45.7%	48.9%
Widowed	5.8%	6.6%	6.3%
Divorced	13.3%	11.8%	11.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,754	33,893	57,909
Population 16+ Employed	95.3%	95.0%	95.8%
Population 16+ Unemployment rate	4.7%	5.0%	4.2%
Population 16-24 Employed	12.4%	12.3%	11.6%
Population 16-24 Unemployment rate	13.5%	11.1%	10.0%
Population 25-54 Employed	63.8%	62.6%	61.8%
Population 25-54 Unemployment rate	3.7%	4.3%	3.3%
Population 55-64 Employed	17.8%	18.2%	19.0%
Population 55-64 Unemployment rate	1.6%	3.7%	4.3%
Population 65+ Employed	5.9%	6.9%	7.6%
Population 65+ Unemployment rate	4.4%	3.1%	1.9%
2022 Employed Population 16+ by Industry			
Total	5,483	32,200	55,474
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	6.7%	6.6%	7.4%
Manufacturing	11.1%	12.8%	12.6%
Wholesale Trade	2.7%	2.5%	2.3%
Retail Trade	15.0%	11.8%	11.6%
Transportation/Utilities	4.3%	4.2%	4.4%
Information	2.8%	4.3%	3.4%
Finance/Insurance/Real Estate	9.0%	11.3%	10.8%
Services	44.0%	42.5%	43.1%
Public Administration	4.1%	4.0%	4.2%
2022 Employed Population 16+ by Occupation			
Total	5,484	32,202	55,474
White Collar	61.0%	62.5%	63.6%
Management/Business/Financial	14.9%	15.9%	16.8%
Professional	25.1%	26.1%	26.2%
Sales	10.8%	9.4%	9.3%
Administrative Support	10.2%	11.0%	11.3%
Services	15.8%	15.8%	14.6%
Blue Collar	23.2%	21.7%	21.8%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	4.8%	4.8%	5.2%
Installation/Maintenance/Repair	3.7%	3.0%	3.2%
Production	5.3%	6.4%	6.2%
Transportation/Material Moving	9.1%	7.5%	7.1%

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,413	26,114	43,187
Households with 1 Person	32.3%	30.3%	29.3%
Households with 2+ People	67.7%	69.7%	70.7%
Family Households	60.2%	62.7%	64.1%
Husband-wife Families	41.2%	45.2%	48.1%
With Related Children	18.4%	18.5%	20.2%
Other Family (No Spouse Present)	19.0%	17.4%	16.0%
Other Family with Male Householder	5.2%	4.7%	4.5%
With Related Children	2.8%	2.4%	2.3%
Other Family with Female Householder	13.7%	12.7%	11.5%
With Related Children	8.8%	8.0%	6.9%
Nonfamily Households	7.5%	7.0%	6.6%
All Households with Children	30.6%	29.3%	29.9%
Multigenerational Households	3.4%	3.1%	3.0%
Unmarried Partner Households	8.3%	7.8%	7.4%
Male-female	7.5%	7.0%	6.7%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	4,413	26,114	43,187
1 Person Household	32.3%	30.3%	29.3%
2 Person Household	31.5%	33.4%	33.3%
3 Person Household	15.7%	16.4%	16.4%
4 Person Household	12.6%	13.0%	13.7%
5 Person Household	4.8%	4.7%	5.0%
6 Person Household	2.3%	1.5%	1.6%
7 + Person Household	0.8%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	4,413	26,114	43,187
Owner Occupied	57.0%	65.1%	70.7%
Owned with a Mortgage/Loan	43.5%	48.5%	52.4%
Owned Free and Clear	13.6%	16.6%	18.3%
Renter Occupied	43.0%	34.9%	29.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	120	120
Percent of Income for Mortgage	18.1%	16.2%	16.3%
Wealth Index	88	90	107
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,807	27,918	45,863
Housing Units Inside Urbanized Area	100.0%	99.0%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.0%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	10,861	62,244	104,795
Population Inside Urbanized Area	100.0%	98.8%	95.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.2%	4.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Set to Impress (11D)	Front Porches (8E)	Front Porches (8E)
3.	Green Acres (6A)	Set to Impress (11D)	Savvy Suburbanites (1D)
2022 Consumer Spending			
Apparel & Services: Total $	$9,617,908	$58,493,650	$105,713,657
Average Spent	$2,175.01	$2,205.39	$2,404.28
Spending Potential Index	90	92	100
Education: Total $	$8,464,944	$52,743,042	$96,399,522
Average Spent	$1,914.28	$1,988.58	$2,192.44
Spending Potential Index	98	101	112
Entertainment/Recreation: Total $	$14,638,820	$88,717,670	$161,261,302
Average Spent	$3,310.45	$3,344.93	$3,667.61
Spending Potential Index	90	91	100
Food at Home: Total $	$24,812,806	$149,994,558	$270,482,157
Average Spent	$5,611.22	$5,655.26	$6,151.66
Spending Potential Index	91	91	99
Food Away from Home: Total $	$16,895,270	$102,998,527	$186,236,603
Average Spent	$3,820.73	$3,883.37	$4,235.63
Spending Potential Index	89	90	98
Health Care: Total $	$28,204,176	$170,037,472	$308,801,079
Average Spent	$6,378.15	$6,410.94	$7,023.15
Spending Potential Index	90	90	99
HH Furnishings & Equipment: Total $	$10,124,742	$61,775,341	$112,812,199
Average Spent	$2,289.63	$2,329.12	$2,565.72
Spending Potential Index	89	91	100
Personal Care Products & Services: Total $	$4,083,809	$24,921,666	$45,233,907
Average Spent	$923.52	$939.62	$1,028.77
Spending Potential Index	91	92	101
Shelter: Total $	$91,961,908	$565,665,231	$1,028,136,426
Average Spent	$20,796.45	$21,327.35	$23,383.21
Spending Potential Index	91	93	102
Support Payments/Cash Contributions/Gifts in Kind: Total $	$10,341,696	$62,935,919	$115,870,751
Average Spent	$2,338.69	$2,372.88	$2,635.28
Spending Potential Index	86	87	97
Travel: Total $	$11,173,468	$69,426,456	$128,157,209
Average Spent	$2,526.79	$2,617.59	$2,914.72
Spending Potential Index	88	91	101
Vehicle Maintenance & Repairs: Total $	$5,040,080	$30,239,280	$54,538,925
Average Spent	$1,139.77	$1,140.12	$1,240.39
Spending Potential Index	91	91	99

September 05, 2022