Community Profile

Prospect Plaza
18 Kane St, West Hartford, Connecticut, 06119
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	24,665	165,716	262,240
2020 Total Population	23,739	163,420	259,924
2020 Group Quarters	425	4,683	11,258
2026 Total Population	23,824	164,913	261,379
2026 Group Quarters	428	4,698	11,340
2031 Total Population	23,725	164,367	260,703
2026-2031 Annual Rate	-0.08%	-0.07%	-0.05%
2026 Total Daytime Population	20,970	208,136	326,190
Workers	10,142	123,124	192,000
Residents	10,828	85,012	134,190

Household Summary			
2010 Total Households	10,060	64,643	100,835
2010 Average Household Size	2.41	2.46	2.46
2020 Total Households	10,213	67,194	103,780
2020 Average Household Size	2.28	2.36	2.40
2026 Total Households	10,588	70,333	107,989
2026 Average Household Size	2.21	2.28	2.32
2031 Total Households	10,692	71,545	109,710
2031 Average Household Size	2.18	2.23	2.27
2026-2031 Annual Rate	0.20%	0.34%	0.32%
2026 Families	5,272	38,598	62,207
2026 Average Family Size	3.03	3.07	3.06
2031 Families	5,323	38,887	62,766
2031 Average Family Size	2.98	3.01	3.00
2026-2031 Growth Rate	0.19%	0.15%	0.18%

Median Household Income			
2026	$71,902	$69,658	$77,827
2031	$81,083	$79,551	$87,482

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$46,249	$46,336	$48,083
2031	$52,892	$53,237	$54,886

2026 Households by Income			
Household Income Base	10,590	70,333	107,988
<$10,000	8.3%	8.3%	7.4%
$10,000-14,999	5.7%	5.8%	4.8%
$15,000-19,999	3.1%	3.2%	2.9%
$20,000-24,999	2.6%	3.4%	3.2%
$25,000-29,999	3.0%	3.5%	3.0%
$30,000-34,999	2.8%	3.5%	3.1%
$35,000-39,999	3.4%	3.3%	3.2%
$40,000-44,999	3.9%	3.4%	3.1%
$45,000-49,999	3.5%	3.2%	3.1%
$50,000-59,999	6.3%	6.7%	6.3%
$60,000-74,999	9.3%	8.3%	8.0%
$75000-99999	12.5%	12.0%	12.5%
$100,000-124,999	8.1%	7.6%	8.1%
$125,000-149,999	7.3%	5.2%	5.7%
$150000-199999	8.4%	8.5%	9.7%
$200,000-249,999	3.8%	4.7%	5.6%
$250,000-299,999	3.2%	3.7%	3.9%
$300,000-399,999	1.9%	2.3%	2.6%
$400,000-499,999	1.3%	1.7%	1.8%
$500,000+	1.9%	1.7%	1.9%
Average Household Income	$103,275	$108,246	$115,954

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	78	66	76
Percent of Income for Mortgage	25.6%	30.3%	26.1%
Wealth Index	66	82	94

Median Home Value			
2026	$312,896	$358,558	$344,828
2031	$354,891	$390,305	$381,375

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	3,496	27,643	52,618
<$50,000	2.2%	2.4%	2.8%
$50,000 - $99,999	1.3%	1.4%	1.4%
$100,000 - $149,999	3.5%	1.9%	2.6%
$150,000 - $199,999	5.1%	5.7%	6.3%
$200,000 - $249,999	14.9%	10.5%	10.7%
$250,000 - $299,999	19.7%	13.7%	14.6%
$300,000 - $399,999	25.3%	24.5%	25.7%
$400,000 - $499,999	18.1%	16.4%	14.7%
$500,000 - $749,999	7.0%	18.1%	16.0%
$750,000 - $999,999	2.3%	4.2%	3.5%
$1,000,000 - $1,499,999	0.6%	0.7%	1.0%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	$343,648	$402,255	$392,136

Housing Unit Summary			
2010 Total Housing Units	10,775	71,348	110,206
Owner Occupied Housing Units	33.4%	40.5%	49.8%
Renter Occupied Housing Units	66.6%	59.5%	50.3%
Vacant Housing Units	6.6%	9.4%	8.5%
2020 Housing Units	11,117	74,075	112,880
Owner Occupied Housing Units	30.0%	37.6%	47.0%
Renter Occupied Housing Units	70.0%	62.4%	53.0%
Vacant Housing Units	8.6%	9.3%	8.1%
2026 Housing Units	11,413	76,629	116,029
Owner Occupied Housing Units	33.0%	39.3%	48.7%
Renter Occupied Housing Units	67.0%	60.7%	51.3%
Vacant Housing Units	7.2%	8.2%	6.9%
2031 Total Housing Units	11,470	77,233	117,287
Owner Occupied Housing Units	34.2%	39.9%	49.1%
Renter Occupied Housing Units	65.8%	60.1%	50.9%
Vacant Housing Units	6.8%	7.4%	6.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	11,803	80,126	126,653
Females	12,021	84,787	134,726

Median Age			
2010	33.0	34.4	35.8
2020	35.3	36.2	37.2
2026	36.5	37.3	38.2
2031	38.2	38.8	39.5

2026 Population by Age			
Total	23,824	164,912	261,379
0 - 4	4.8%	5.5%	5.3%
5 - 9	4.9%	5.6%	5.4%
10 - 14	4.8%	5.7%	5.5%
15 - 24	14.0%	14.3%	15.0%
25 - 34	19.2%	15.7%	14.5%
35 - 44	14.4%	13.7%	13.2%
45 - 54	11.8%	11.6%	11.5%
55 - 64	11.2%	11.5%	11.8%
65 - 74	8.8%	9.4%	10.0%
75 - 84	4.8%	5.3%	5.8%
85 +	1.6%	2.1%	2.3%
18 +	82.2%	79.6%	80.2%

2026 Population 15+ by Marital Status			
Total	20,356	137,336	219,236
Never Married	55.2%	50.4%	47.7%
Married	30.0%	35.3%	37.7%
Widowed	3.8%	4.5%	5.1%
Divorced	11.0%	9.8%	9.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	17,027	113,762	180,015
Less than 9th Grade	5.1%	6.7%	5.3%
9th - 12th Grade, No Diploma	8.3%	8.2%	7.4%
High School Graduate	24.1%	22.1%	22.7%
GED/Alternative Credential	4.8%	4.3%	4.1%
Some College, No Degree	13.8%	13.3%	14.6%
Associate Degree	5.8%	6.9%	7.4%
Bachelor's Degree	24.3%	20.7%	20.6%
Graduate/Professional Degree	13.9%	17.9%	17.9%

2020 Population by Race/Ethnicity			
Total	23,739	163,420	259,924
White Alone	36.3%	38.9%	43.2%
Black Alone	18.9%	23.1%	24.5%
American Indian Alone	0.7%	0.7%	0.5%
Asian Alone	6.7%	5.8%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	22.0%	19.6%	15.8%
Two or More Races	22.0%	19.6%	15.8%
Hispanic Origin	37.5%	35.2%	28.7%
Diversity Index	87.0	85.8	83.1

2026 Population by Race/Ethnicity			
Total	23,825	164,912	261,379
White Alone	33.8%	36.8%	40.8%
Black Alone	19.7%	23.8%	25.5%
American Indian Alone	0.9%	0.8%	0.6%
Asian Alone	7.2%	6.3%	6.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	22.5%	19.9%	16.2%
Two or More Races	15.9%	12.3%	10.8%
Hispanic Origin	38.7%	36.0%	29.6%
Diversity Index	87.7	86.5	84.1

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	14,000	88,181	138,485
White Collar	60.6%	61.4%	63.1%
Management/Business/Financial	14.4%	15.5%	16.2%
Professional	27.7%	27.1%	27.4%
Sales	6.8%	7.9%	8.0%
Administrative Support	11.7%	10.8%	11.6%
Services	22.9%	20.6%	19.4%

2026 Employed Pop 16+ by Occupation			
Total	14,000	88,181	138,485
Blue Collar	16.5%	18.0%	17.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.6%	2.3%	2.3%
Installation/Maintenance/Repair	1.4%	1.8%	1.9%
Production	4.0%	4.7%	4.7%
Transportation/Material Moving	9.6%	9.3%	8.5%
White Collar	60.6%	61.4%	63.1%
Management/Business/Financial	14.4%	15.5%	16.2%
Professional	27.7%	27.1%	27.4%
Sales	6.8%	7.9%	8.0%
Administrative Support	11.7%	10.8%	11.6%
Services	22.9%	20.6%	19.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,000	88,181	138,485
Population 16+ Employed	94.7%	92.1%	92.8%
Population 16+ Unemployment rate	5.3%	7.9%	7.3%
Population 16-24 Employed	14.3%	13.3%	13.9%
Population 16-24 Unemployment rate	8.9%	13.4%	13.1%
Population 25-54 Employed	61.8%	58.1%	56.7%
Population 25-54 Unemployment rate	4.7%	7.2%	6.4%
Population 55-64 Employed	14%	15%	16%
Population 55-64 Unemployment rate	5.4%	7.4%	6.6%
Population 65+ Employed	5%	6%	7%
Population 65+ Unemployment rate	1.1%	3.1%	2.9%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	13,258	81,202	128,443
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.9%	3.8%	3.8%
Manufacturing	9.5%	7.3%	7.8%
Wholesale Trade	0.7%	1.3%	1.2%
Retail Trade	13.7%	13.1%	12.0%
Transportation/Utilities	5.5%	7.2%	7.1%
Information	1%	2%	2%
Finance/Insurance/Real Estate	7.9%	8.4%	9.2%
Services	55.0%	53.6%	53.4%
Public Administration	3.8%	3.4%	3.8%

2026 Consumer Spending			
Apparel & Services: Total $	$24,265,060	$168,463,624	$272,571,148
Average Spent	$2,291.75	$2,395.23	$2,524.06
Spending Potential Index	90	94	99
Education: Total $	$18,113,541	$129,666,900	$213,627,448
Average Spent	$1,710.76	$1,843.61	$1,978.23
Spending Potential Index	85	92	99
Entertainment/Recreation: Total $	$37,934,750	$262,082,619	$434,622,257
Average Spent	$3,582.81	$3,726.31	$4,024.69
Spending Potential Index	83	87	94
Food at Home: Total $	$74,166,729	$513,465,832	$836,699,649
Average Spent	$7,004.79	$7,300.50	$7,748.01
Spending Potential Index	89	93	98
Food Away from Home: Total $	$41,264,518	$284,650,931	$463,017,370
Average Spent	$3,897.29	$4,047.19	$4,287.63
Spending Potential Index	87	91	96
Health Care: Total $	$68,781,012	$472,569,615	$793,827,455
Average Spent	$6,496.13	$6,719.03	$7,351.00
Spending Potential Index	81	84	92
HH Furnishings & Equipment: Total $	$25,187,118	$173,449,788	$287,077,193
Average Spent	$2,378.84	$2,466.12	$2,658.39
Spending Potential Index	84	87	93
Personal Care Products & Services: Total $	$10,506,469	$72,203,141	$118,158,627
Average Spent	$992.30	$1,026.59	$1,094.17
Spending Potential Index	87	90	96

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$258,746,146	$1,805,277,654	$2,917,085,316
Average Spent	$24,437.68	$25,667.58	$27,012.80
Spending Potential Index	89	93	98
Support Payments/Gifts in Kind: Total $	$25,527,100	$172,614,043	$292,920,249
Average Spent	$2,410.95	$2,454.24	$2,712.50
Spending Potential Index	79	81	89
Travel: Total $	$30,939,332	$218,733,760	$362,971,484
Average Spent	$2,922.11	$3,109.97	$3,361.19
Spending Potential Index	80	85	92
Vehicle Maintenance & Repairs: Total $	$11,359,340	$76,837,545	$126,445,898
Average Spent	$1,072.85	$1,092.48	$1,170.91
Spending Potential Index	87	88	95

Top Tapestry Segment

1 mile

Emerging Hub (D1):

This segment is characterized by young, high-earning, mobile urban professionals.

Learn more about this segment...

3 miles

Fresh Ambitions (A4):

This segment is characterized by young, multigenerational urban families with high rental burdens.

Learn more about this segment...

5 miles

Fresh Ambitions (A4):

This segment is characterized by young, multigenerational urban families with high rental burdens.

Learn more about this segment...

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.

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.

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.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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