

Connecticut Towns: Market Assessment Briefs

Town: *Berlin, CT*
County: *Hartford County*

1. Economic Trends

Major Employers - Berlin

Employer	Sector
Northeast Utilities	utility
Town of Berlin	government
Corbin Russwin Inc.	manufacturer
Residential Management Services	human services
Comcast	communications

Source: CERC Town Profile 2012

Berlin is HQ for Northeast Utilities, CT's largest utility company and a major employer. In addition to town government, other major employers are Corbin Russwin/Assa Abloy, a manufacturer of locksets and door hardware, Residential Management Services, which provides services for impaired individuals and cable provider Comcast.

Key Job Sectors - Berlin

Industry Sector - 2011	% Share of Jobs
Manufacturing	17.2%
Retail Trade	8.8%
Health Care	6.5%
Administrative & Support	5.7%
Wholesale Trade	5.5%

Source: CT Dept. of Labor

Berlin's employment is based in health care, manufacturing and trade, with those sectors accounting for 32% of all employment. Retail Trade based jobs are largely located Berlin's Route 15 retail corridor.

Labor Force & Employment Trends

Labor Force +Employment	Berlin	Hartford County
Labor Force-2011	11,352	472,551
Unemployment -2011	7.6%	9.2%
Total Employment -Workplace	11,238	487,169
2005 - 2011 - Annual Growth	-0.2%	0.1%
2010 - 2011 - Annual Growth	-0.7%	1.1%

Source: CT Dept. of Labor

Berlin has been somewhat less impacted by the recession in terms of unemployment, with a 7.6% unemployment rate vs. 9.2% for Hartford County. However, jobs growth has been flat, especially recently.

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2. Demographic Trends

Population Trends

Population	Berlin	Hartford County
2000 Total population	18,215	857,183
2010 Total Population	19,866	894,014
Annual Percentage Growth	0.87%	0.42%
2011 Total Population (est)	20,095	894,443
2016 Total Population (proj.)	20,567	904,416
2011– 2016 Annual Rate	0.47%	0.22%

With its good commuting logistics and jobs base, Berlin has witnessed growth in population since 2000 at a faster rate than the county as a whole. This trend is expected to continue through 2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	Berlin	Hartford County
2000 Total Households	6,792	335,098
2010 Total Households	7,808	350,854
Annual Percentage Growth	1.40%	0.46%
2011 Total Households (est.)	7,885	351,028
2016 Total Households (proj.)	8,126	355,438
2011– 2016 Annual Rate	0.61%	0.25%

Consistent with population growth, households have witnessed even stronger growth since 2000, increasing by some 1,000 households. This has been made possible by large scale new residential development having taken place. Households are expected to continue increasing through 2016, adding an

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	Berlin	Hartford County
White Alone	94.9%	72.4%
Black Alone	0.7%	13.3%
Asian Alone	2.7%	4.2%
Hispanic (Any Race)	3.2%	15.3%

Both Berlin and the county have become more diverse over the past decade with increases in their minority population, although Berlin is still 95% white. Gains were seen in the Hispanic population with Berlin reporting a 113% increase and African-Americans a 75% increase.

Change - 2000 to 2010

White Alone	-2.2%	-5.9%
Black Alone	75.0%	13.7%
Asian Alone	58.8%	68.0%
Hispanic (Any Race)	113.3%	33.0%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

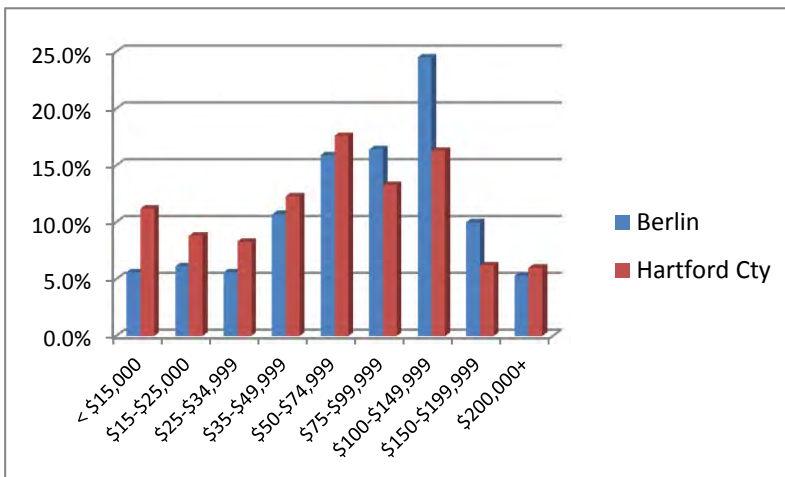
Median Income

Median HH Income	Berlin	Hartford County
2000	\$66,817	\$50,777
2011 (est.)	\$82,667	\$61,074
Annual Avg % Growth	2.2%	1.8%

Source: 2010 Census, ESRI Business Systems

Median Income in Berlin grew at a relatively robust rate of 2.2% in the last decade, ahead of the average annual rate of 1.8% for Hartford County.

HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Data on Income distribution for Berlin reflects a wide range, with more concentration in higher income levels and less in lower levels than Hartford County. Households under \$35K are 17% vs. 28% for the county.

HH Income Distribution - 65+ (2010)

HH's	Berlin		Hartford Cty	
	65-74	75+	65-74	75+
Total HHs	864	1,040	39,468	41,833
< \$15,000	7.3%	14.5%	11.5%	19.5%
\$15-\$25,000	7.2%	14.1%	11.1%	16.2%
\$25-\$34,999	9.7%	13.0%	10.4%	12.7%
\$35-\$49,999	19.4%	20.2%	16.2%	14.1%
\$50-\$74,999	24.5%	18.3%	20.0%	15.0%
\$75-\$99,999	12.2%	6.4%	13.6%	10.3%
\$100-\$149,999	14.7%	8.5%	9.1%	6.1%
\$150-\$199,999	0.9%	2.4%	3.6%	3.2%
\$200,000+	4.1%	2.6%	4.4%	3.0%
Med Inc.	\$54,437	\$39,857	\$50,601	\$36,308

Source: 2010 Census, ESRI Business Systems

This relatively more affluent trend includes senior households as well, with both those 65-74 and 75+ households trending higher than Hartford County seniors.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Berlin % Total	Hartford Ct % Total
Married Couple - Family	1.5%	1.1%
Other Family HHs (spouse not present)	1.8%	3.9%
Non-Family HHs	0.5%	5.2%
Poverty Ratio - Total	3.7%	10.2%

Source: ACS Population Survey, ESRI Business Systems

Households poverty rates in Berlin are low at 3.7% in 2010 compared to 10.2% in the County. Non-family households in poverty are low in Berlin, counter to the trend in some towns where this sector's rates are relatively high.

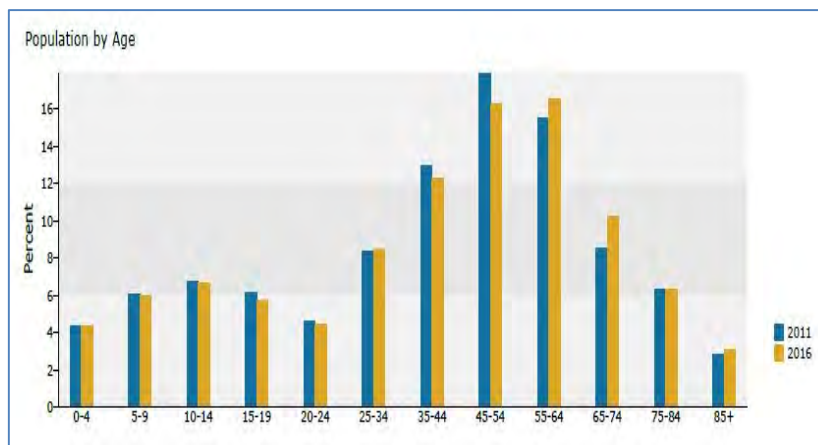
Age Trends

Population - 2010	Berlin % Total	Hartford Ct % Total
Age 18+	78.6%	77.2%
Age 65+	17.5%	14.6%
Age 75+	9.2%	7.4%
Median Age	45.5	39.9

Source: 2010 Census, ESRI Business Systems

Berlin's population profile is considerably older as compared to the county with a median age of nearly 46 vs. nearly 40 for the county. This trend has been influenced by recent growth in residential development age-restricted to 55+ or targeted to older buyers.

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

The older cohort influence is shown in the age distribution chart, with growth coming in the 55+ groups. Meanwhile, there is a relatively small share of children and persons 25-34 (8%).

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3. Housing Trends

Tenure and Vacancy

HH's	Berlin		Hartford Cty	
	2000	2010	2000	2010
Own-Occp	88.3%	84.4%	64.2%	65.5%
Own-Units	5,996	6,592	215,275	229,920
Rent-Occp	11.7%	15.6%	35.8%	34.5%
Rent Units	796	1,216	119,823	120,934
Ttl Occp Units	6,792	7,808	335,098	350,854
Vacancy	2.3%	4.1%	5.1%	6.3%

Source: 2010 Census, ESRI Business Systems

Berlin housing expanded by 1000+ units over the last decade to accommodate the growth of households. Owner occupancy decreased to 84% and rental occupancy increased to 16%, but product was absorbed despite adverse market conditions recently. Vacancy in Berlin is just 4.1% vs. 6.3% countywide.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Berlin	Hartford County
1 Detached	85.6%	55.0%
1-Attached	3.3%	5.5%
2-unit	3.8%	7.8%
3/4 unit	2.2%	10.0%
5+ units	5.1%	21.7%
Total Housing Units - 2010	7,310	374,249

Source: ACS Housing Surveys, ESRI Business Systems

Berlin's housing stock is 85% single family home based, but much of what was built over the past 10 years was multi-family or condominium. Berlin has good infrastructure along Route 15 for higher density development.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Berlin	Hartford County
Under \$200	0.0%	6.9%
\$200-\$399	9.4%	8.7%
\$400-\$599	6.8%	14.6%
\$600-\$799	23.9%	28.0%
\$800-\$999	16.6%	21.8%
\$1000-\$1249	5.6%	10.5%
\$1250-\$1499	15.8%	3.4%
\$1500-\$1999	2.2%	1.3%
above \$2000	0.0%	1.2%
Median Contract Rent	\$800	\$733

Source: ACS Housing Surveys, ESRI Business Systems

Median rent in Berlin at \$800 trends higher than in Hartford County at \$733. The distribution generally ranges from \$600 up through \$1500.

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4. Rental Housing Market

Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0	N/A				
1	N/A				
2	62	\$1,100	\$1,050	83	\$1000-1050
3	3	\$1,375	\$1,375	32	\$1175-\$1450
4	N/A				

Source: CT MLS

(Dom- Days on Market)

Condo

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0	N/A				
1	N/A				
2	7	\$1,571	\$1,571	26	\$1350-\$1800
3	N/A				
4	N/A				

Source: CT MLS

(Dom- Days on Market)