

Connecticut Towns: Market Assessment Briefs

Town: *Brookfield, CT*
County: *Fairfield County*

1. Economic Trends

Major Employers - Brookfield

Employer	Sector
Regional YMCA	recreational services
UPS	business services
Photronics	semiconductors
Rapid Power Technologies	semiconductors
Dade Behring/Siemens	diagnostic products

Key employers in Brookfield are linked to business services, recreational and social services, semiconductor production and clinical diagnostic products. Photronics, which started in Danbury, is a global business with HQ in Brookfield.

Source: CERC Town Profile 2012

Key Job Sectors - Brookfield

Industry Sector - 2011	% Share of Jobs
Retail Trade	20.2%
Manufacturing	17.0%
Health Care	14.6%
Food Services	7.0%
Other Services	6.4%

20% of Brookfield's job base is in retail trade, with significant retail development along Route 6 and elsewhere in town. Brookfield also has high value manufacturing and a UPS Customer Center serving the area.

Source: CT Dept. of Labor

Labor Force & Employment Trends

Labor Force +Employment	Brookfield	Fairfield County
Labor Force-2011	9,257	481,769
Unemployment -2011	6.6%	8.0%
Total Employment -Workplace	6,717	403,196
2005 - 2011 - Annual Growth	-1.2%	-0.4%
2010 - 2011 - Annual Growth	2.6%	6.4%

Source: CT Dept. of Labor

Brookfield's well-educated labor force has recently fared better than Fairfield County as a whole, with an unemployment rate of 6.6% vs. 8.0% for the county and 8.9% for the state. However, the jobs base suffered a bit worse than the county, losing jobs through 2011 at a greater rate than the county. Though Brookfield saw net job growth last year according it trails the county in rate of recovery .

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2. Demographic Trends

Population Trends

Population	Brookfield	Fairfield County
2000 Total population	15,664	882,567
2010 Total Population	16,452	916,829
Annual Percentage Growth	0.49%	0.38%
2011 Total Population (est)	16,265	918,594
2016 Total Population (proj.)	16,100	930,650
2011– 2016 Annual Rate	-0.20%	0.26%

Source: 2010 Census, ESRI Business Systems

Brookfield witnessed modest annualized population growth of 0.5% between 2000 and 2010, but the trend is expected to reverse with a decline of -0.20% annually through 2016. In contrast, the county is expected to grow at annual rate of 0.26% through 2016.

Household Trends

Household	Brookfield	Fairfield County
2000 Total Households	5,572	324,232
2010 Total Households	6,129	335,545
Annual Percentage Growth	0.96%	0.34%
2011 Total Households (est.)	6,059	336,205
2016 Total Households (proj.)	6,033	340,435
2011– 2016 Annual Rate	-0.09%	0.25%

Source: 2010 Census, ESRI Business Systems

Brookfield added some 550 households during the last decade or about 1% annually, ahead of the 0.34% county rate. However, that trend is expected to flatten out through 2016, with no increase in households.

Race & Ethnicity

% Share of Population

Population - 2010	Brookfield	Fairfield County
White Alone	92.9%	74.8%
Black Alone	1.1%	10.8%
Asian Alone	3.6%	4.6%
Hispanic (Any Race)	4.3%	16.9%

Change - 2000 to 2010

White Alone	-2.5%	-5.7%
Black Alone	37.5%	8.0%
Asian Alone	44.0%	-2.1%
Hispanic (Any Race)	79.2%	42.0%

Source: 2010 Census, ESRI Business Systems

Both Brookfield and the county have become more diverse over the past decade with increases in their minority population. Big gains were seen in the Hispanic population with Brookfield reporting a 79% increase. However, Brookfield remains majority white to a large extent.

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2. Demographic Trends (Cont'd)

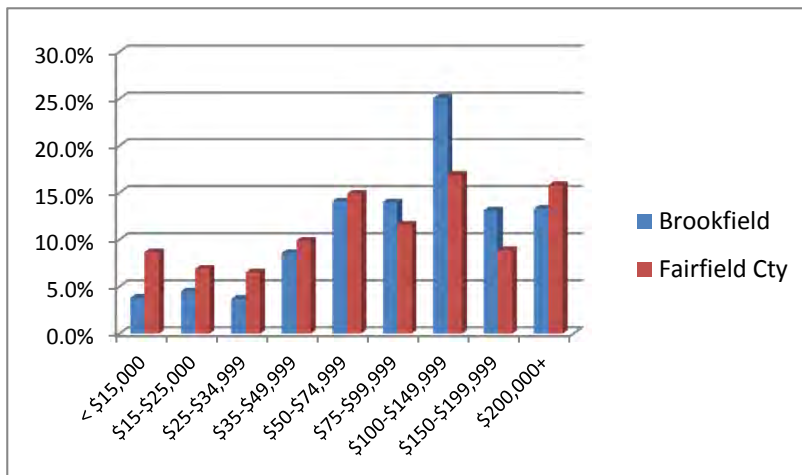
Median Income

Median HH Income	Brookfield	Fairfield County
2000	\$79,566	\$64,876
2011 (est.)	\$101,683	\$80,531
Annual Avg % Growth	2.5%	2.2%

Source: 2010 Census, ESRI Business Systems

Median Income in Brookfield grew at a relatively robust rate of 2.5% in the last decade, ahead of the average annual rate for the county.

HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Data on Income for Bristol reveals a high concentration of households earning substantial incomes. Half the households earn \$100K+, as compared to 42% for the county.

HH Income Distribution - 65+ (2010)

HH's	Brookfield		Fairfield Cty	
	65-74	75+	65-74	75+
Total HHs	786	559	37,819	38,134
< \$15,000	1.1%	8.1%	9.5%	17.5%
\$15-\$25,000	5.3%	13.8%	8.1%	13.7%
\$25-\$34,999	5.0%	7.7%	6.3%	9.1%
\$35-\$49,999	12.1%	3.0%	9.4%	9.2%
\$50-\$74,999	23.2%	7.2%	18.2%	14.2%
\$75-\$99,999	16.2%	11.8%	11.9%	10.8%
\$100-\$149,999	14.1%	23.8%	14.4%	9.9%
\$150-\$199,999	9.8%	10.2%	6.2%	4.9%
\$200,000+	13.2%	14.5%	15.9%	10.7%
Med Inc.	\$78,927	\$98,006	\$72,114	\$50,597

Source: 2010 Census, ESRI Business Systems

Consistent with the overall distribution of income, Brookfield seniors enjoy substantial incomes as well. Median income trends slightly higher for the 65-74 cohort and significantly higher for those 75+ at \$98K. By comparison, seniors 75+ countywide have median income of \$51K, or roughly half that of Brookfield.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Brookfield % Total	Fairfield Ct % Total
Married Couple - Family	0.4%	1.2%
Other Family HHs (spouse not present)	1.2%	2.4%
Non-Family HHs	0.8%	4.4%
Poverty Ratio - Total	2.4%	8.0%

Households poverty rates in Brookfield are very low at 2.4% in 2010 compared to 8.0% in the County.

Source: ACS Population Survey, ESRI Business Systems

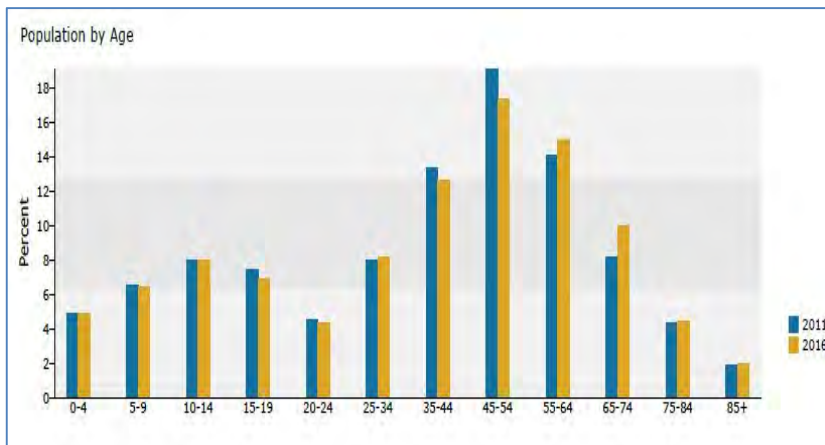
Age Trends

Population - 2010	Brookfield % Total	Fairfield ct % Total
Age 18+	75.0%	75.2%
Age 65+	14.1%	13.5%
Age 75+	6.1%	6.7%
Median Age	43.3	39.4

Brookfield's population profile is older compared to the county with a median age of 43 vs. nearly 40 for the county.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Brookfield will experience growth in the 55+ population through 2016. Brookfield's 25-34 cohort is relatively small at 8% and is not expected to expand during the next 5 years.

Source: 2010 Census, ESRI Business Systems

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3. Housing Trends

Tenure and Vacancy

HH's	Brookfield		Fairfield Cty	
	2000	2010	2000	2010
Own-Occp	90.0%	87.3%	69.2%	68.6%
Own-Units	4,960	5,349	224,516	230,167
Rent-Occp	11.0%	12.7%	30.8%	31.4%
Rent Units	612	780	99,716	105,378
Ttl Occp Units	5,572	6,192	324,232	335,545
Vacancy	3.6%	6.6%	4.5%	7.1%

Source: 2010 Census, ESRI Business Systems

Brookfield is a majority owner-occupancy market, with just 13% of households renting. The town added approximately 550 units during the last decade. Overall vacancy in the city is relatively low at 6.6% at last census vs. 7.1% for Fairfield County.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Brookfield	Fairfield County
1 Detached	82.8%	58.4%
1-Attached	6.2%	6.2%
2-unit	1.6%	8.6%
3/4 unit	3.0%	8.8%
5+ units	6.3%	18.1%
Total Housing Units - 2010	6,562	361,221

Source: ACS Housing Surveys, ESRI Business Systems

Brookfield's housing stock is highly concentrated in single family homes, with very little multi-family or larger complexes.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Brookfield	Fairfield County
Under \$200	4.0%	5.8%
\$200-\$399	5.4%	6.8%
\$400-\$599	3.8%	7.0%
\$600-\$799	1.7%	13.5%
\$800-\$999	14.6%	16.3%
\$1000-\$1249	29.7%	16.0%
\$1250-\$1499	6.7%	11.2%
\$1500-\$1999	15.4%	11.6%
above \$2000	11.3%	8.1%
Median Contract Rent	\$1,141	\$987

Source: ACS Housing Surveys, ESRI Business Systems

Despite being in northern Fairfield County and not offering as easy a commute to New York, Brookfield rents range higher than the Fairfield County median: \$1,141 vs. \$987. The tight supply of rentals in Brookfield helps support these rents, with almost nothing available under \$800/month.

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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		\$1,162	42	\$1150-\$1200
3	N/A				
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	8		\$1,221	42	\$950-\$1375
2	12		\$1,566	40	\$1300-\$1566
3	8		\$1,946	72	\$1675-\$2500
4	N/A				

Source: CT MLS

(Dom- Days on Market)

Managed Apartments

	# of Prop	Avg Studio BR rent	Avg One BR rent	Avg Two BR rent	Avg Three BR rent
<i>Apts</i>	1		\$1,335	\$1,618	\$2,071

Source: AMS, Property Mgrs., Internet, RE Journals