

## Connecticut Towns: Market Assessment Briefs

**Town:** *Brooklyn, CT*  
**County:** *Windham County*

### 1. Economic Trends

#### Major Employers - Brooklyn

Employer
Brooklyn Correctional Institute
Pierce Memorial Baptist Home
Cliff Green Construction
Racine Co.
Town of Brooklyn

Brooklyn's largest private employers are linked with Health Care & Social Services (Pierce Memorial Nursing Home & CCRC), Construction industry (Cliff Green Construction), and Printing (Racine Co). On the public side, both the town and the state are major contributors of jobs, with the latter associated with medium security Brooklyn

Source: CERC Town Profiles, 2012

#### Key Job Sectors - Brooklyn

Industry Sector - 2012	% Share of Jobs
Health Care & Social Services	23.8%
Retail Trade	14.6%
Accom. & Food Services	11.6%
Other Services	5.0%
Transp. & Warehousing	4.1%
Government	25.1%

Local and State Government, Health Care/Social Services and Retail underpin Brooklyn's local economy accounting for 63% of the town's job base.

Source: CT Dept. of Labor

#### Labor Force & Employment Trends

Labor Force +Employment	Brooklyn	Windham County
Labor Force-2012	4,039	63,559
Unemployment -2012	9.4%	9.5%
Total Employment -Workplace	1,420	38,121
2007 - 2012 - Annual Growth	0.5%	-0.6%
2011 - 2012 - Annual Growth	1.6%	1.2%

Source: CT Dept. of Labor

Unemployment in Brooklyn remains stubbornly high at 9.4%, nearly equal to the county rate, but well above the state jobless rate of 8.2% .

Job growth on the other hand jumped noticeably in Brooklyn in 2012 vs 2011, posting a 1.6% gain, while net job growth since 2007 amounted to a 2.5% increase.

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### 2. Demographic Trends

#### Population Trends

Population	Brooklyn	Windham County
<b>2000 Total population</b>	7,173	109,091
<b>2010 Total Population</b>	8,210	118,428
<b>Annual Percentage Growth</b>	1.36%	0.83%
<b>2012 Total Population (est)</b>	8,256	118,953
<b>2017 Total Population (proj.)</b>	8,335	119,982
<b>2012– 2017 Annual Rate</b>	0.19%	0.17%

Source: 2010 Census, ESRI Business Systems

Brooklyn experienced a major jump in population last decade with a net addition of 1,037 residents. On an annualized basis this represented an average increase of 1.4% a year compared to 0.8% for the county. Future growth, however is expected to be more tempered at 0.19% per year.

#### Household Trends

Household	Brooklyn	Windham County
<b>2000 Total Households</b>	2,531	41,142
<b>2010 Total Households</b>	2,989	44,810
<b>Annual Percentage Growth</b>	1.80%	0.86%
<b>2012 Total Households (est.)</b>	3,002	44,949
<b>2017 Total Households (proj.)</b>	3,049	45,523
<b>2012– 2017 Annual Rate</b>	0.31%	0.26%

Source: 2010 Census, ESRI Business Systems

A more robust rate of growth was seen for Brooklyn households vs population last decade averaging 1.8% increase per year (18% for the decade). Partly due to recent economic downturn, projections call for more modest expansion for 2012-2017 period.

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Brooklyn	Windham County
<b>White Alone</b>	92.6%	89.6%
<b>Black Alone</b>	2.9%	2.2%
<b>Asian Alone</b>	1.1%	1.2%
<b>Hispanic (Any Race)</b>	4.0%	9.6%

##### Change - 2000 to 2010

<b>White Alone</b>	-0.6%	-1.9%
<b>Black Alone</b>	-21.6%	15.8%
<b>Asian Alone</b>	120.0%	33.3%
<b>Hispanic (Any Race)</b>	344.4%	35.2%

Source: 2010 Census, ESRI Business Systems

Trends in population diversity was mixed last decade with substantial growth among Hispanics and Asians, while Blacks witnessed a decline in share of population. Meanwhile, it is noted that the white population actually grew in numbers from 6,686 in 2000 to 7,605 in 2010, though overall share declined.

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**Town:** *Brooklyn, CT*  
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### 2. Demographic Trends (Cont'd)

#### Median Income

Median HH Income	Brooklyn	Windham County
<b>2000</b>	\$49,799	\$45,113
<b>2012 (est.)</b>	\$60,142	\$54,234
<b>Annual Avg % Growth</b>	1.7%	1.8%

Brooklyn's resident income base is moderate with median income roughly equal to 80% of AMI for the metro area. Notably, income growth has been sluggish for both the town and county.

Source: 2010 Census, ESRI Business Systems

#### HH Income Distribution (2012)

HH Income Distribution	Brooklyn	Windham County
<b><u>2011 Total Households</u></b>	<b><u>3,002</u></b>	<b><u>44,897</u></b>
<b>&lt; \$15,000</b>	9.2%	12.0%
<b>\$15-\$25,000</b>	8.9%	9.5%
<b>\$25-\$34,999</b>	9.5%	9.4%
<b>\$35-\$49,999</b>	12.3%	14.3%
<b>\$50-\$74,999</b>	20.0%	20.3%
<b>\$75-\$99,999</b>	13.9%	14.4%
<b>\$100-\$149,999</b>	19.8%	14.0%
<b>\$150-\$199,999</b>	5.0%	3.7%
<b>\$200,000+</b>	1.4%	2.5%

Income Data for Brooklyn reveals highest concentration of households earning between \$50,000-\$75,000, though a near equal share of households also report earnings of \$100,000 to \$149,000. 18.1% of Brooklyn's HHs earn under \$25,000, a ratio lower than the county at 22%.

Source: 2010 Census, ESRI Business Systems

#### HH Income Distribution - 65+ (2010)

HH's	Brooklyn		Windham County	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b><u>421</u></b>	<b><u>342</u></b>	<b><u>4,780</u></b>	<b><u>4,492</u></b>
<b>&lt; \$15,000</b>	13.8%	23.4%	13.5%	23.9%
<b>\$15-\$25,000</b>	9.5%	25.1%	14.7%	21.2%
<b>\$25-\$34,999</b>	7.4%	15.8%	11.7%	12.7%
<b>\$35-\$49,999</b>	15.4%	15.2%	19.0%	13.7%
<b>\$50-\$74,999</b>	22.8%	9.1%	17.4%	13.7%
<b>\$75-\$99,999</b>	11.9%	2.6%	10.7%	6.6%
<b>\$100-\$149,999</b>	13.1%	7.0%	6.7%	3.8%
<b>\$150-\$199,999</b>	5.5%	1.8%	3.6%	2.6%
<b>\$200,000+</b>	0.7%	0.0%	2.7%	1.9%
<b>Med Inc.</b>	<b><u>\$52,862</u></b>	<b><u>\$25,670</u></b>	<b><u>\$41,613</u></b>	<b><u>\$28,195</u></b>

35% of Brooklyn's senior HHs 65+ operate on incomes of \$25,000 or less; 26% earn between \$25,000 and \$50,000.

Source: 2010 Census, ESRI Business Systems

## Connecticut Towns: Market Assessment Briefs

**Town:** Brooklyn, CT  
**County:** Windham County

### 2. Demographic Trends (Cont'd)

#### Poverty Rates

Households - 2010	Brooklyn % Total	Windham Ct % Total
Married Couple - Family	1.4%	1.6%
Other Family HHs (spouse not present)	1.6%	3.5%
Non-Family HHs	3.6%	4.6%
<b>Poverty Ratio - Total</b>	<b>6.6%</b>	<b>9.6%</b>

Poverty rate in Brookfield was moderate at 6.6% affecting mostly single seniors.

Source: ACS Population Survey, ESRI Business Systems

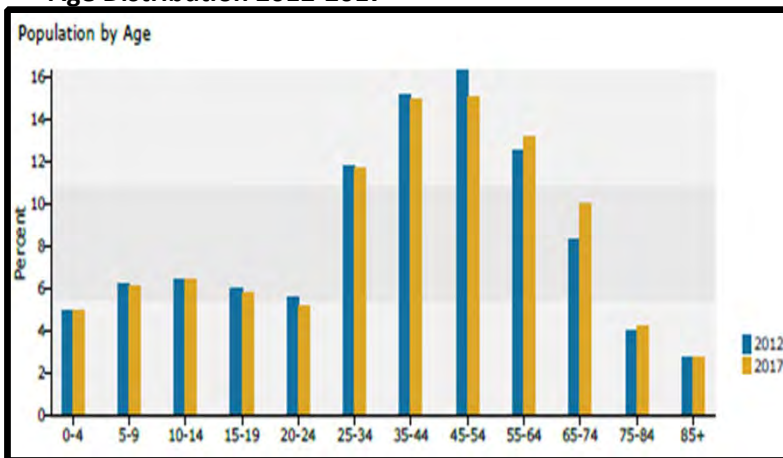
#### Age Trends

Population - 2010	Brooklyn % Total	Windham Ct % Total
Age 18+	78.2%	77.7%
Age 65+	14.4%	12.8%
Age 75+	6.6%	5.9%
<b>Median Age</b>	<b>40.8</b>	<b>39.1</b>

Brooklyn is slightly older in profile compared to the county overall with a median age of 40.8.

Source: 2010 Census, ESRI Business Systems

#### Age Distribution 2012-2017



The aging of the baby boom generation is expected to push the share of residents over 65 in Brooklyn from 14.3% in 2010 to 17.0% in 2017.

Source: 2010 Census, ESRI Business Systems

## Connecticut Towns: Market Assessment Briefs

**Town:** *Brooklyn, CT*  
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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Brooklyn		Windham County	
	2000	2010	2000	2010
<b>Own-Occp</b>	73.7%	74.7%	67.4%	69.3%
<b>Own-Units</b>	1,866	2,234	27,736	31,075
<b>Rent-Occp</b>	26.3%	25.3%	32.6%	30.7%
<b>Rent Units</b>	666	755	13,406	13,735
<b>Ttl Occp Units</b>	2,532	2,989	41,142	44,810
<b>Vacancy</b>	6.5%	7.6%	6.4%	8.7%

Source: 2010 Census, ESRI Business Systems

Housing inventory expanded by 19% in Brooklyn last decade, with most associated with ownership housing which accounted for three-quarters of Brooklyn's occupied housing in 2010. Rent occupied housing also expanded though its share of total occupied housing in town actually declined.

#### Housing Characteristics

##### % Share of Total Housing

Structure Type - 2010	Brooklyn	Windham County
<b>1 Detached</b>	71.2%	65.3%
<b>1-Attached</b>	1.8%	2.1%
<b>2-unit</b>	4.7%	9.2%
<b>3/4 unit</b>	0.6%	6.5%
<b>5+ units</b>	14.5%	17.0%
<b>Total Housing Units - 2010</b>	3,235	49,073

Source: ACS Housing Surveys, ESRI Business Systems

Single detached homes account for 71% of the housing stock in Brooklyn, generally matching Brooklyn's owner-occupancy rate. 14% of Brooklyn's housing is found in higher density housing of 5+ units, while 3.5% is associated with mobile homes.

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

Contract Rent - 2010 Distribution	Brooklyn	Windham County
<b>Under \$200</b>	8.1%	6.9%
<b>\$200-\$399</b>	4.3%	10.5%
<b>\$400-\$599</b>	34.1%	22.9%
<b>\$600-\$799</b>	13.7%	32.3%
<b>\$800-\$999</b>	17.8%	14.3%
<b>\$1000-\$1249</b>	3.8%	3.6%
<b>\$1250-\$1499</b>	0.0%	2.3%
<b>\$1500-\$1999</b>	1.7%	0.5%
<b>above \$2000</b>	9.0%	0.5%
<b>Median Contract Rent</b>	\$597	\$652

Source: ACS Housing Surveys, ESRI Business Systems

The rent rate profile in Brooklyn is moderate with concentrations seen between \$400/m to \$1000. It is also noted that there is a high percentage renters at rates over \$2000 partially explained by rates obtained at Creamery Brook, an 103 unit continuing care retirement facility managed and operated by PierceCare.

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### 4. Rental Housing Market

#### Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1					
2	2	\$800	\$800		\$700-\$900
3	1	\$900	\$900		\$900-\$900
4					

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>Apartments</i>	3	***	\$750	\$856	***

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