

Connecticut Towns: Market Assessment Briefs

Town: *Clinton, CT*
County: *Middlesex County*

1. Economic Trends

Major Employers - Clinton

Employer	Sector
Unilever (closing end 2012)	manufacturing
Clinton Crossing Premium Outlet	trade
The Connecticut Water Company	utility
Town of Clinton	government
Clinton Nurseries	wholesale trade

Source: CERC Town Profile 2012

Clinton is well-known for its Premium Outlet Center with 70 stores. Also, CT Water serving 55 towns has its HQ in Clinton. Unfortunately, one of Clinton's biggest employers, Unilever is closing its plant by the end of this year, with the loss of 185 jobs.

Key Job Sectors - Clinton

Industry Sector - 2011	% Share of Jobs
Retail Trade	36.3%
Manufacturing	12.0%
Accom & Food Services	7.6%
Health Care	6.1%
Construction	5.0%

Source: CT Dept. of Labor

Given the large presence of the outlet center in town, more than a third of jobs are based in trade. Manufacturing jobs have also been a sizable force in town, but that will be diminishing with the loss of the Ponds plant (Unilever). Service industries are mainly located along Clinton's main street.

Labor Force & Employment Trends

Labor Force +Employment	Clinton	Middlesex County
Labor Force-2011	7,823	95,001
Unemployment -2011	7.5%	7.6%
Total Employment -Workplace	4,111	64,554
2005 - 2011 - Annual Growth	-0.2%	-1.0%
2010 - 2011 - Annual Growth	2.3%	0.9%

Source: CT Dept. of Labor

Clinton is about average with respect to unemployment at 7.5% as compared to Middlesex County. Recently, Clinton has fared better than the county with respect to jobs growth, up 2.3% from 2010 to 2011.

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2. Demographic Trends

Population Trends

Population	Clinton	Middlesex County
2000 Total population	13,094	155,071
2010 Total Population	13,260	165,676
Annual Percentage Growth	0.13%	0.66%
2011 Total Population (est)	13,232	166,127
2016 Total Population (proj.)	13,462	170,141
2011– 2016 Annual Rate	0.35%	0.48%

Population has expanded modestly in Clinton, growing but at a slower rate than the county as a whole. The growth rate is expected to pick up somewhat through 2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	Clinton	Middlesex County
2000 Total Households	5,134	61,341
2010 Total Households	5,303	67,202
Annual Percentage Growth	0.32%	0.92%
2011 Total Households (est.)	5,292	67,391
2016 Total Households (proj.)	5,409	69,334
2011– 2016 Annual Rate	0.44%	0.58%

Clinton added about 170 households during the last decade and is expected to add another 117 through 2016. That is slow growth, but not out of line with the county.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	Clinton	Middlesex County
White Alone	94.7%	89.2%
Black Alone	0.6%	4.7%
Asian Alone	1.8%	2.6%
Hispanic (Any Race)	5.0%	4.7%

Both Clinton and the county have become more somewhat more diverse over the past decade with increases in their minority population, although Clinton is still 95% white. Gains were seen in the Asian population with Clinton reporting a 50% increase and Hispanics a 25% increase.

Change - 2000 to 2010

White Alone	-1.1%	-2.3%
Black Alone	0.0%	6.8%
Asian Alone	50.0%	62.5%
Hispanic (Any Race)	25.0%	56.7%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

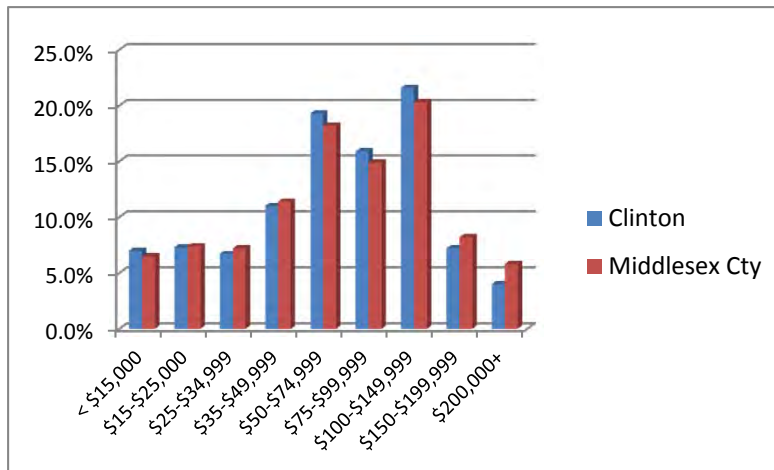
Median Income

Median HH Income	Clinton	Middlesex County
2000	\$60,369	\$59,175
2011 (est.)	\$72,595	\$73,499
Annual Avg % Growth	1.8%	2.2%

Source: 2010 Census, ESRI Business Systems

Median Income in Clinton grew at a modest rate of 1.8% in the last decade, a bit below the average annual rate for the county of 2.2%. Median income level for the town and county are nearly identical.

HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

As would be expected from the similar median income data, household income distribution between town and county are also very similar. Most incomes range between \$35 and \$150K.

HH Income Distribution - 65+ (2010)

HH's	Clinton		Middlesex Cty	
	65-74	75+	65-74	75+
Total HHs	681	536	7,768	7,550
< \$15,000	9.3%	15.7%	8.5%	14.3%
\$15-\$25,000	11.9%	16.6%	11.7%	17.9%
\$25-\$34,999	5.9%	11.2%	6.9%	10.3%
\$35-\$49,999	9.0%	13.8%	9.4%	12.2%
\$50-\$74,999	27.5%	8.8%	23.8%	18.4%
\$75-\$99,999	12.8%	12.7%	11.8%	8.6%
\$100-\$149,999	11.3%	8.8%	15.6%	7.7%
\$150-\$199,999	9.4%	8.2%	5.9%	4.9%
\$200,000+	3.1%	4.3%	6.3%	5.8%
Med Inc.	\$59,798	\$40,923	\$61,429	\$43,133

Source: 2010 Census, ESRI Business Systems

The senior income profile again matches up with Middlesex County. Clinton has a broad range of senior incomes due to the combination of retirees with relatively low incomes and higher income seniors who have moved to Clinton to be on or near Long Island Sound.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Clinton % Total	Middlesex Ct % Total
Married Couple - Family	0.2%	0.5%
Other Family HHs (spouse not present)	1.2%	1.5%
Non-Family HHs	2.0%	3.9%
Poverty Ratio - Total	3.5%	6.0%

Source: ACS Population Survey, ESRI Business Systems

Clinton's poverty rate is low at 3.5%, about half the poverty rate of New Middlesex County.

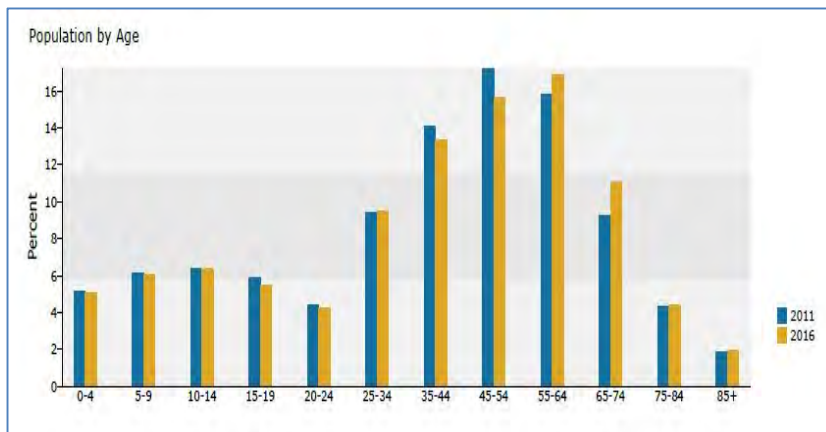
Age Trends

Population - 2010	Clinton % Total	Middlesex Ct % Total
Age 18+	78.2%	78.8%
Age 65+	15.2%	15.5%
Age 75+	6.1%	7.4%
Median Age	43.9	43.0

Source: 2010 Census, ESRI Business Systems

Clinton is on the whole slightly older than Middlesex County, at 44 vs. 43. Middlesex trends older than most other CT counties.

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

The older population 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 (9%).

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3. Housing Trends

Tenure and Vacancy

HH's	Clinton		Middlesex Cty	
	2000	2010	2000	2010
Own-Occp	79.8%	81.8%	72.1%	74.4%
Own-Units	4,098	4,338	61,341	49,976
Rent-Occp	20.2%	18.2%	27.9%	25.6%
Rent Units	1,036	965	17,116	17,226
Ttl Occp Units	5,134	5,303	61,341	67,202
Vacancy	10.8%	12.6%	8.8%	10.2%

Source: 2010 Census, ESRI Business Systems

Tenure shifted slightly in favor of ownership over the last decade, with rental units decreasing in both numbers and share. Owner occupancy at 82% trends higher than Middlesex County as a whole. Vacancy at 12.6% appears high but is impacted by seasonal second homes on or near the water.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Clinton	Middlesex County
1 Detached	77.6%	71.2%
1-Attached	2.4%	3.7%
2-unit	3.9%	4.8%
3/4 unit	3.7%	4.7%
5+ units	12.4%	15.6%
Total Housing Units - 2010	6,065	74,837

Source: ACS Housing Surveys, ESRI Business Systems

Clinton's housing stock is fairly well-diversified with 78% of its inventory associated with single family homes and 12% found in properties of 5 units or more. Clinton's housing stock is mainly clustered south of I-95.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Clinton	Middlesex County
Under \$200	1.9%	4.5%
\$200-\$399	4.7%	6.1%
\$400-\$599	14.3%	9.0%
\$600-\$799	15.3%	28.2%
\$800-\$999	27.1%	21.6%
\$1000-\$1249	9.8%	13.3%
\$1250-\$1499	1.8%	4.4%
\$1500-\$1999	6.3%	4.0%
above \$2000	0.0%	1.9%
Median Contract Rent	\$842	\$791

Source: ACS Housing Surveys, ESRI Business Systems

Rents in Clinton trend a bit higher than in the county at \$842 vs. \$791, influenced by the number of condominiums in the rental pool. Rent support tops out at \$1250.

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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	2	\$950	\$916	80	\$700-\$1150
2	3	\$1,075	\$992	33	\$875-\$1100
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	N/A				
2	16	\$1,250	\$1,173	41	\$900-\$1600
3	N/A				
4	N/A				

Source: CT MLS

(Dom- Days on Market)