

## Connecticut Towns: Market Assessment Briefs

**Town:** *Ellington, CT*  
**County:** *Tolland County*

### 1. Economic Trends

#### Major Employers - Ellington

| Employer            | Sector        |
|---------------------|---------------|
| Board of Education  | education     |
| Rice Packaging Inc. | manufacturing |
| Accutime            | manufacturing |
| Merill              | manufacturing |
| Truebro             | manufacturing |

Major employers in Ellington, in addition to local government, include four manufacturers: Rice Packaging (custom cartons); Accutime (workforce/payroll management devices); Merill (corrugated boxes) and Truebro (supplier of products for ADA under sink accessibility).

Source: CERC, Town Profile 2012

#### Major Industries - Ellington

| Industry Sector - 2011 | % Share of Jobs |
|------------------------|-----------------|
| Retail Trade           | 19.4%           |
| Manufacturing          | 15.9%           |
| Health Care            | 6.8%            |
| Construction           | 6.4%            |
| Food Services          | 5.2%            |

Retail trade is the top sector in terms of jobs locally, but manufacturing makes up 16% of the employment base with key employers noted above.

Source: CT Dept. of Labor

#### Labor Force & Employment Trends

| Labor Force +Employment     | Ellington | Tolland County |
|-----------------------------|-----------|----------------|
| Labor Force-2011            | 9,557     | 87,640         |
| Unemployment -2011          | 6.8%      | 7.4%           |
| Total Employment -Workplace | 2,905     | 40,234         |
| 2005 - 2011 - Annual Growth | 1.9%      | 0.4%           |
| 2010 - 2011 - Annual Growth | 6.1%      | 8.8%           |

Ellington and Tolland County are in relatively better economic shape than other parts of CT. Unemployment in Ellington averaged 6.8% in 2011. This compares to 7.4% for the county and 8.9% for the state. This recovery trend accelerated in 2011, with jobs growth of 6.1% in Ellington.

Source: CT Dept. of Labor

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### 2. Demographic Trends

#### Population Trends

| Population                           | Ellington | Tolland County |
|--------------------------------------|-----------|----------------|
| <b>2000 Total population</b>         | 12,921    | 136,364        |
| <b>2010 Total Population</b>         | 15,602    | 152,691        |
| <b>Annual Percentage Growth</b>      | 1.90%     | 1.14%          |
| <b>2011 Total Population (est)</b>   | 15,733    | 153,218        |
| <b>2016 Total Population (proj.)</b> | 16,836    | 157,286        |
| <b>2011– 2016 Annual Rate</b>        | 1.36%     | 0.53%          |

Source: 2010 Census, ESRI Business Systems

Ellington experienced annualized population growth of 1.9% between 2000 and 2010, better than the county at 1.14%. Growth is expected to continue through 2016 at 1.36% yearly, again faster than Tolland County.

#### Household Trends

| Household                            | Ellington | Tolland County |
|--------------------------------------|-----------|----------------|
| <b>2000 Total Households</b>         | 5,195     | 49,431         |
| <b>2010 Total Households</b>         | 6,257     | 54,477         |
| <b>Annual Percentage Growth</b>      | 1.88%     | 0.98%          |
| <b>2011 Total Households (est.)</b>  | 6,341     | 54,687         |
| <b>2016 Total Households (proj.)</b> | 6,847     | 56,466         |
| <b>2011– 2016 Annual Rate</b>        | 1.60%     | 0.65%          |

Source: 2010 Census, ESRI Business Systems

Consistent with population growth, households also expanded at a rate of nearly 2% per year during the last decade, and this expansion is anticipated to continue through 2016.

#### Race & Ethnicity

##### % Share of Population

| Population - 2010          | Ellington | Tolland County |
|----------------------------|-----------|----------------|
| <b>White Alone</b>         | 92.1%     | 89.8%          |
| <b>Black Alone</b>         | 1.9%      | 3.3%           |
| <b>Asian Alone</b>         | 3.3%      | 3.4%           |
| <b>Hispanic (Any Race)</b> | 2.6%      | 4.3%           |

##### Change - 2000 to 2010

|                            |        |       |
|----------------------------|--------|-------|
| <b>White Alone</b>         | -4.3%  | -2.7% |
| <b>Black Alone</b>         | 90.0%  | 22.2% |
| <b>Asian Alone</b>         | 153.8% | 47.8% |
| <b>Hispanic (Any Race)</b> | 85.7%  | 53.6% |

Source: 2010 Census, ESRI Business Systems

While Ellington is still predominantly white, there has been pronounced growth in minority population. The growth in Asian population has been particularly strong at 154%, albeit from a small base.

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

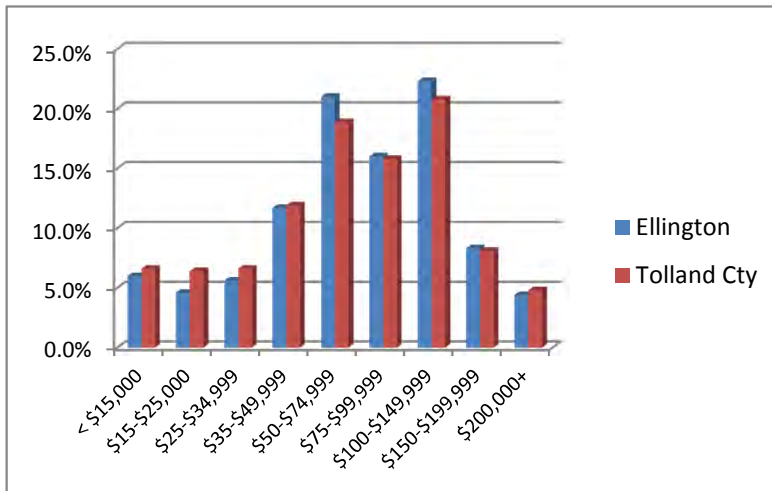
#### Median Income

| Median HH Income           | Ellington | Tolland County |
|----------------------------|-----------|----------------|
| <b>2000</b>                | \$61,951  | \$59,035       |
| <b>2011 (est.)</b>         | \$76,167  | \$74,247       |
| <b>Annual Avg % Growth</b> | 2.1%      | 2.3%           |

Source: 2010 Census, ESRI Business Systems

Median Income in Ellington grew at the rate of 2.1% in the last decade, only slightly below the average annual rate for the county at 2.3%.

#### HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Income distribution in Ellington is fairly diverse, with most households clustered in the middle between \$35K and \$150K. Relatively few households fall below \$35K in income at 16%, as compared to 20% for the county.

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

| HH's                   | Ellington       |                 | Tolland County  |                 |
|------------------------|-----------------|-----------------|-----------------|-----------------|
|                        | 65-74           | 75+             | 65-74           | 75+             |
| <b>Total HHs</b>       | <b>600</b>      | <b>485</b>      | <b>5,931</b>    | <b>4,944</b>    |
| <b>&lt; \$15,000</b>   | 8.2%            | 13.4%           | 6.7%            | 20.0%           |
| <b>\$15-\$25,000</b>   | 5.8%            | 18.8%           | 8.3%            | 14.4%           |
| <b>\$25-\$34,999</b>   | 7.5%            | 8.2%            | 8.5%            | 8.9%            |
| <b>\$35-\$49,999</b>   | 13.5%           | 15.1%           | 12.4%           | 11.0%           |
| <b>\$50-\$74,999</b>   | 23.2%           | 24.1%           | 24.2%           | 17.4%           |
| <b>\$75-\$99,999</b>   | 3.8%            | 4.3%            | 11.1%           | 6.7%            |
| <b>\$100-\$149,999</b> | 19.0%           | 8.0%            | 15.6%           | 11.4%           |
| <b>\$150-\$199,999</b> | 2.2%            | 3.9%            | 4.9%            | 5.3%            |
| <b>\$200,000+</b>      | 16.8%           | 4.1%            | 8.2%            | 4.8%            |
| <b>Med Inc.</b>        | <b>\$63,651</b> | <b>\$43,391</b> | <b>\$61,759</b> | <b>\$43,178</b> |

Source: 2010 Census, ESRI Business Systems

Ellington's seniors are very comparable to all Tolland County seniors in terms of income, as witnessed by fairly substantial median income levels. Seniors 65+ in Ellington also include approximately 120 households with incomes at \$200K+.

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**Town:** *Ellington, CT*  
**County:** *Tolland County*

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

#### Poverty Rates

| Households - 2010                     | Ellington<br>% Total | Tolland Ct<br>% Total |
|---------------------------------------|----------------------|-----------------------|
| Married Couple - Family               | 0.4%                 | 0.7%                  |
| Other Family HHs (spouse not present) | 1.4%                 | 1.8%                  |
| Non-Family HHs                        | 1.2%                 | 4.6%                  |
| Poverty Ratio - Total                 | 3.1%                 | 7.2%                  |

Source: ACS Population Survey, ESRI Business Systems

Households poverty rates in Ellington are low at 3.1% in 2010 compared to 7.2% in the County.

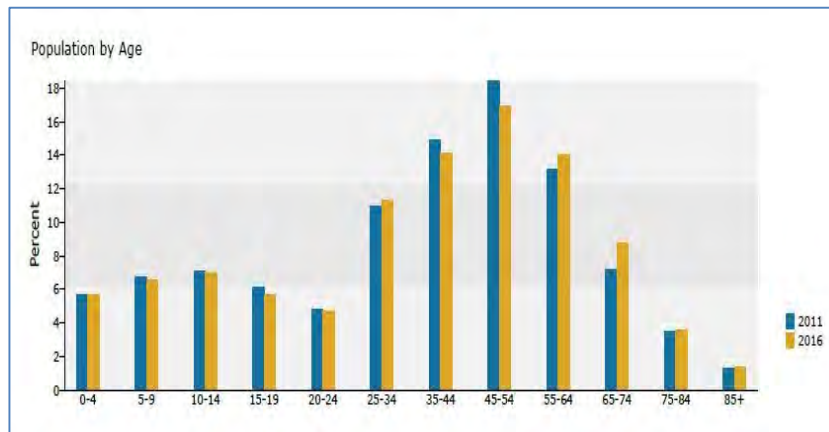
#### Age Trends

| Population - 2010 | Ellington<br>% Total | Tolland Cty<br>% Total |
|-------------------|----------------------|------------------------|
| Age 18+           | 76.0%                | 79.8%                  |
| Age 65+           | 11.7%                | 11.9%                  |
| Age 75+           | 4.8%                 | 5.2%                   |
| Median Age        | 40.9                 | 38.0                   |

Source: 2010 Census, ESRI Business Systems

Ellington's population profile is somewhat older than the county as a whole: 41 vs. 38 for the county.

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

As is typically the case, Ellington will witness increases in the 55+ population through 2016. This is also true of the 25-34 aged cohort, with an approximately 11% share of all age groups.

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### 3. Housing Trends

#### Tenure and Vacancy

| HH's                  | Ellington |       | Tolland Cty |        |
|-----------------------|-----------|-------|-------------|--------|
|                       | 2000      | 2010  | 2000        | 2010   |
| <b>Own-Occp</b>       | 68.8%     | 71.3% | 73.4%       | 75.3%  |
| <b>Own-Units</b>      | 3,572     | 4,459 | 36,309      | 41,006 |
| <b>Rent-Occp</b>      | 31.2%     | 28.7% | 26.6%       | 24.7%  |
| <b>Rent Units</b>     | 1,623     | 1,798 | 13,122      | 13,471 |
| <b>Ttl Occp Units</b> | 5,195     | 6,257 | 49,431      | 54,477 |
| <b>Vacancy</b>        | 4.1%      | 6.1%  | 4.1%        | 6.0%   |

Ellington's ownership occupancy increased to 71% while rental occupancy dipped to 29% in 2010. However, housing stock for both ownership and rental increased by 1000+ units, with good absorption, as vacancy is low at 6.1%

Source: 2010 Census, ESRI Business Systems

#### Housing Characteristics

% Share of Total Housing

| Structure Type - 2010             | Ellington | Tolland County |
|-----------------------------------|-----------|----------------|
| <b>1 Detached</b>                 | 64.8%     | 70.5%          |
| <b>1-Attached</b>                 | 2.3%      | 3.0%           |
| <b>2-unit</b>                     | 4.6%      | 4.4%           |
| <b>3/4 unit</b>                   | 5.9%      | 7.1%           |
| <b>5+ units</b>                   | 22.5%     | 15.0%          |
| <b>Total Housing Units - 2010</b> | 6,665     | 57,963         |

Single family homes are the predominant housing type in Ellington. However, there is also a significant concentration in complexes of 5+, or some 1,500 units. This is higher than average for Tolland County.

Source: ACS Housing Surveys, ESRI Business Systems

#### Rent-occupied Housing by Contract Rent

Renters with Contract Rent

| Contract Rent - 2010 Distribution | Ellington | Tolland County |
|-----------------------------------|-----------|----------------|
| <b>Under \$200</b>                | 0.0%      | 3.1%           |
| <b>\$200-\$399</b>                | 1.5%      | 5.2%           |
| <b>\$400-\$599</b>                | 4.7%      | 8.9%           |
| <b>\$600-\$799</b>                | 33.9%     | 30.2%          |
| <b>\$800-\$999</b>                | 27.7%     | 22.7%          |
| <b>\$1000-\$1249</b>              | 12.1%     | 14.4%          |
| <b>\$1250-\$1499</b>              | 11.5%     | 6.4%           |
| <b>\$1500-\$1999</b>              | 7.5%      | 4.7%           |
| <b>above \$2000</b>               | 0.5%      | 0.4%           |
| <b>Median Contract Rent</b>       | \$862     | \$804          |

Rents trend 7% higher in Ellington than in Tolland County at \$862 vs. \$804. Most rents fall within the range of \$600 and \$2,000.

Source: ACS Housing Surveys, ESRI Business Systems

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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  | 5         | \$1,173        | \$1,173       | 36      | \$750-\$2125  |
| 3  | 2         | \$1,270        | \$1,270       | 44      | \$1190-\$1350 |
| 4  | N/A       | \$895          | \$865         | 114     | \$650-\$1000  |

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  | 11        | \$852          | \$847         | 83      | \$700-\$1000 |
| 2  | N/A       |                |               |         |              |
| 3  | N/A       |                |               |         |              |
| 4  | N/A       |                |               |         |              |

Source: CT MLS

(Dom- Days on Market)

#### Apartments

|             | # of Prop | Avg Studio BR rent | Avg One BR rent | Avg Two BR rent | Avg Three BR rent |
|-------------|-----------|--------------------|-----------------|-----------------|-------------------|
| <i>Apts</i> | 8         |                    | \$946           | \$1,207         |                   |

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