

## Connecticut Towns: Market Assessment Briefs

**Town:** Enfield, CT  
**County:** Hartford County

### 1. Economic Trends

#### Major Employers - Enfield

Employer	Sector
Connecticut Department of Correc.	government
Massachusetts Mutual Financial	F.I.R. & E.
Hallmark Cards, Inc.	manufacturing
LEGO Systems, Inc.	manufacturing
Retail Brand Alliance	trade

Source: CERC, Town Profile 2012

Enfield's largest employer is insurer Mass Mutual, with 1,990. Lego Systems (500) and Hallmark Cards (750) are the town's largest manufacturers. The state also maintains a prison in Enfield on the site of a former Shaker religious community. The Retail Brand Alliance has its corporate HQ and a distribution center in Enfield, operating more than 1,000 retail locations nationally.

#### Major Industries - Enfield

Industry Sector - 2011	% Share of Jobs
Retail Trade	18.5%
Finance & Insurance	11.3%
Manufacturing	10.2%
Health Care	9.2%
Food Services	9.1%

Source: CT Dept. of Labor

Enfield is home to a regional retail center, accounting for the high concentration of jobs in that sector. Manufacturing perseveres with 10%, although Lego did offshore some Enfield jobs in the past few years. The Finance & Insurance sector is part of a cluster of such businesses along the I-91 corridor between Hartford and Springfield.

### Labor Force & Employment Trends

Labor Force +Employment	Enfield	Hartford County
Labor Force-2011	24,216	472,551
Unemployment -2011	8.7%	9.2%
Total Employment -Workplace	18,610	487,169
2005 - 2011 - Annual Growth	-0.6%	0.1%
2010 - 2011 - Annual Growth	0.8%	1.1%

Source: CT Dept. of Labor

Enfield has been impacted by the recession and the sluggish recovery that followed, with unemployment at 8.7%. This compares to 9.2% for the county and 8.9% for the state. Though the city saw net job growth last year according to the state Dept. of Labor, it trails the county in rate of recovery.

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**Town:** *Enfield, CT*  
**County:** *Hartford County*

### 2. Demographic Trends

#### Population Trends

Population	Enfield	Hartford County
<b>2000 Total population</b>	45,212	857,183
<b>2010 Total Population</b>	44,654	894,014
<b>Annual Percentage Growth</b>	-0.12%	0.42%
<b>2011 Total Population (est)</b>	44,870	894,443
<b>2016 Total Population (proj.)</b>	45,426	904,416
<b>2011– 2016 Annual Rate</b>	0.25%	0.22%

Source: 2010 Census, ESRI Business Systems

Enfield lost population between 2000 and 2010, but the trend is expected to reverse with an increase of 0.25% annually through 2016.

The county is expected to grow at about the same rate, 0.22%, through 2016.

#### Household Trends

Household	Enfield	Hartford County
<b>2000 Total Households</b>	16,418	335,098
<b>2010 Total Households</b>	16,794	350,854
<b>Annual Percentage Growth</b>	0.23%	0.46%
<b>2011 Total Households (est.)</b>	16,881	351,028
<b>2016 Total Households (proj.)</b>	17,222	355,438
<b>2011– 2016 Annual Rate</b>	0.40%	0.25%

Source: 2010 Census, ESRI Business Systems

Despite losing population, Enfield households increased during the past decade, largely a function of average household size shrinking while smaller households continued to form as housing conditions permitted. Enfield is expected to keep expanding households through 2016 and at a faster rate than Hartford

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Enfield	Hartford County
<b>White Alone</b>	86.2%	72.4%
<b>Black Alone</b>	6.2%	13.3%
<b>Asian Alone</b>	1.9%	4.2%
<b>Hispanic (Any Race)</b>	6.7%	15.3%

##### Change - 2000 to 2010

<b>White Alone</b>	-3.9%	-5.9%
<b>Black Alone</b>	10.7%	13.7%
<b>Asian Alone</b>	35.7%	68.0%
<b>Hispanic (Any Race)</b>	81.1%	33.0%

Source: 2010 Census, ESRI Business Systems

Both Enfield and the county have become a bit more diverse over the past decade with increases in their minority populations. The largest gains were seen in the Hispanic population with Enfield reporting a 81% increase.

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

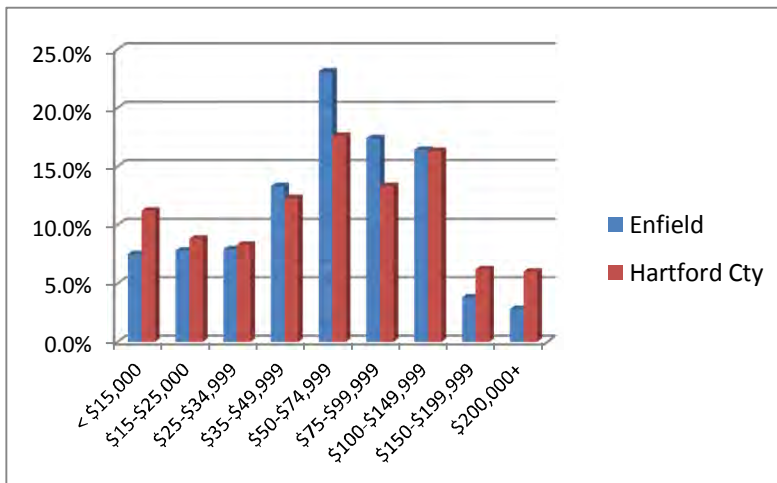
#### Median Income

Median HH Income	Enfield	Hartford County
<b>2000</b>	\$52,616	\$50,777
<b>2011 (est.)</b>	\$61,862	\$61,074
<b>Annual Avg % Growth</b>	1.6%	1.8%

Source: 2010 Census, ESRI Business Systems

Median Income in Enfield grew at a modest rate of 1.6% in the last decade, only slightly below the average annual rate for Hartford County.

#### HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Income distribution for Enfield reveals most falling in the middle range of \$35K to 150K., similar to the county profile.

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

HH's	Enfield		Hartford County	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b>2,101</b>	<b>2,039</b>	<b>39,468</b>	<b>41,833</b>
<b>&lt; \$15,000</b>	7.6%	20.5%	11.5%	19.5%
<b>\$15-\$25,000</b>	11.5%	20.0%	11.1%	16.2%
<b>\$25-\$34,999</b>	10.5%	13.5%	10.4%	12.7%
<b>\$35-\$49,999</b>	22.9%	12.7%	16.2%	14.1%
<b>\$50-\$74,999</b>	21.1%	15.2%	20.0%	15.0%
<b>\$75-\$99,999</b>	14.6%	8.8%	13.6%	10.3%
<b>\$100-\$149,999</b>	9.0%	5.0%	9.1%	6.1%
<b>\$150-\$199,999</b>	1.9%	3.0%	3.6%	3.2%
<b>\$200,000+</b>	0.9%	1.4%	4.4%	3.0%
<b>Med Inc.</b>	<b>\$47,729</b>	<b>\$31,384</b>	<b>\$50,601</b>	<b>\$36,308</b>

Source: 2010 Census, ESRI Business Systems

Enfield seniors are about as well off as other seniors throughout Hartford County, although this is truer for those 65-74 than for those 75+. Older seniors show a larger concentration in income levels below \$35K (54%) than do their county counterparts (48%).

## Connecticut Towns: Market Assessment Briefs

**Town:** *Enfield, CT*  
**County:** *Hartford County*

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

#### Poverty Rates

Households - 2010	Enfield % Total	Hartford Cty % Total
Married Couple - Family	0.9%	1.1%
Other Family HHs (spouse not present)	1.9%	3.9%
Non-Family HHs	2.9%	5.2%
Poverty Ratio - Total	5.7%	10.2%

Source: ACS Population Survey, ESRI Business Systems

Households poverty rates in Enfield are low at 5.7% in 2010 compared to 10% in the County.

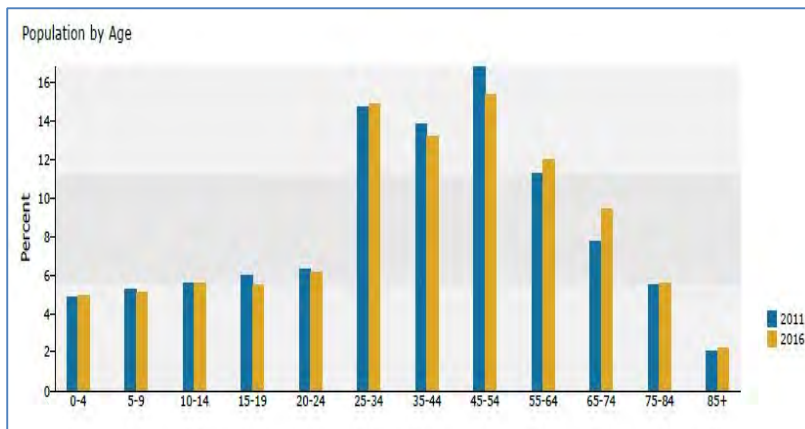
#### Age Trends

Population - 2010	Enfield % Total	Hartford Cty % Total
Age 18+	80.3%	77.2%
Age 65+	15.1%	14.6%
Age 75+	7.6%	7.4%
Median Age	40.4	39.9

Source: 2010 Census, ESRI Business Systems

Enfield 's population in terms of median age is very similar to Hartford County at 40.

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Population 55+ will continue to grow through 2016. However, Enfield also has a relatively high proportion of 25-34 year olds at approximately 15%.

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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Enfield		Hartford Cty	
	2000	2010	2000	2010
Own-Occp	75.6%	75.7%	64.2%	65.5%
Own-Units	12,414	12,715	215,275	229,920
Rent-Occp	24.4%	24.3%	35.8%	34.5%
Rent Units	4,004	4,079	119,823	120,934
Ttl Occp Units	16,418	16,794	335,098	350,854
Vacancy	3.7%	4.4%	5.1%	6.3%

Source: 2010 Census, ESRI Business Systems

Occupancy by tenure remained unchanged in Enfield over the past decade, with owner occupancy at 76% and rental at 24%. Only modest additions were made of approximately 375 units. Vacancy is low at 4.4% vs. 6.3% for Hartford County.

#### Housing Characteristics

##### % Share of Total Housing

Structure Type - 2010	Enfield	Hartford County
1 Detached	70.5%	55.0%
1-Attached	5.2%	5.5%
2-unit	8.3%	7.8%
3/4 unit	5.3%	10.0%
5+ units	11.0%	21.7%
Total Housing Units - 2010	17,588	374,249

Source: ACS Housing Surveys, ESRI Business Systems

Enfield is a majority single family home town, although 11% of units (about 1,900) are in buildings of 5+. Two and three families also make up another 14% of Enfield's housing stock.

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

Contract Rent - 2010 Distribution	Enfield	Hartford County
Under \$200	3.7%	6.9%
\$200-\$399	8.1%	8.7%
\$400-\$599	10.4%	14.6%
\$600-\$799	28.1%	28.0%
\$800-\$999	29.8%	21.8%
\$1000-\$1249	12.6%	10.5%
\$1250-\$1499	2.4%	3.4%
\$1500-\$1999	0.9%	1.3%
above \$2000	0.3%	1.2%
Median Contract Rent	\$790	\$733

Source: ACS Housing Surveys, ESRI Business Systems

Enfield rents trend 8% higher than those of Hartford County, with the median Enfield rent being \$790 vs. \$733 countywide. Rents top out at \$1,250.

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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	4	\$800	\$756	41	\$650-\$995
2	13	\$883	\$879	41	\$675-\$1200
3	4	\$1,163	\$1,150	64	\$1000-\$2000
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	6	\$878	\$858	35	\$750-\$950
2	36	\$1,294	\$1,289	37	\$900-\$1650
3	2	\$1,700	\$1,650	32	\$1600-\$1700
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>	4	\$830	\$936	\$1,258	

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