

Connecticut Towns: Market Assessment Briefs

Town: Groton, CT
County: New London County

1. Economic Trends

Major Employers - Groton

Employer
U.S. Naval Submarine Base
Electric Boat Corp.
Pfizer
Town of Groton
AVCRAD

Source: CERC Town Profile

Groton is the home of three major employers for the New London region, two of which are defense related - Naval Base and General Electric - and one related to pharmaceuticals - Pfizer. The combined workforce between the three amount to over 20,000 workers and military personnel. Pfizer recently consolidated its CT workforce moving 1400 workers from New London to Groton.

Key Economic Sectors - Groton

Industry Sector - 2011	% Share of Jobs
Manufacturing	42.4%
Government	14.0%
Accom. & Food Services	8.4%
Retail Trade	7.9%
Prof. & Technical Services	7.4%

Source: CT Dept. of Labor

Electric Boat, a defense industry contractor for marine and defense systems, and the Navy Sub Base dominate employment in not only Groton but the region. Government Data is understated as figures for military personnel is not included in state data.

Labor Force & Employment Trends

Labor Force +Employment	Groton	New London County
Labor Force-2011	19,407	151,676
Unemployment -2011	9.3%	8.6%
Total Employment -Workplace	25,581	123,703
2005 - 2011 - Annual Growth	-0.5%	-0.7%
2010 - 2011 - Annual Growth	2.1%	-0.3%

Source: CT Dept. of Labor

Joblessness has remained persistently high in Groton with an overall average of 9.3% in 2011, a rate that has continued as of August 2012. The 2011 unemployment average for the region and state was 8.6% and 8.8%, respectively. Notably, 14% of Groton's labor force is in the military.

According to state labor data, job growth in Groton has begun to return with a 2.1% increase year over year between 2010 and 2011.

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2. Demographic Trends

Population Trends

Population	Groton	New London County
2000 Total population	40,002	259,088
2010 Total Population	40,115	274,055
Annual Percentage Growth	0.03%	0.56%
2011 Total Population (est)	39,659	273,987
2016 Total Population (proj.)	39,326	277,493
2011– 2016 Annual Rate	-0.17%	0.26%

Source: 2010 Census, ESRI Business Systems

Population growth trends in Groton was essentially flat for the last decade recording an annual increase of only 0.03%. This is expected to go negative over the next five years. This contrast with the county which saw respectable growth last decade and projected for modest increase through 2016.

Household Trends

Household	Groton	New London County
2000 Total Households	15,487	99,835
2010 Total Households	15,809	107,057
Annual Percentage Growth	0.21%	0.70%
2011 Total Households (est.)	15,596	107,029
2016 Total Households (proj.)	15,505	108,858
2011– 2016 Annual Rate	-0.12%	0.34%

Source: 2010 Census, ESRI Business Systems

While population growth was marginal in Groton in the 2000's, households expanded at a moderate rate. However, like population, the projection is for a decline through the 2016. It is noted that 8% of the population base resides in military quarters.

Race & Ethnicity

% Share of Population

Population - 2010	Groton	New London County
White Alone	76.8%	82.2%
Black Alone	8.4%	5.8%
Asian Alone	7.2%	4.2%
Hispanic (Any Race)	7.5%	8.5%

Change - 2000 to 2010

White Alone	-8.1%	-5.5%
Black Alone	20.0%	9.4%
Asian Alone	105.7%	110.0%
Hispanic (Any Race)	50.0%	66.7%

Source: 2010 Census, ESRI Business Systems

Groton's population is somewhat diversified with 8% African American , 7% Asian, and 8% Hispanic. All three witnessed growth in Groton over the last decade.

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2. Demographic Trends (Cont'd)

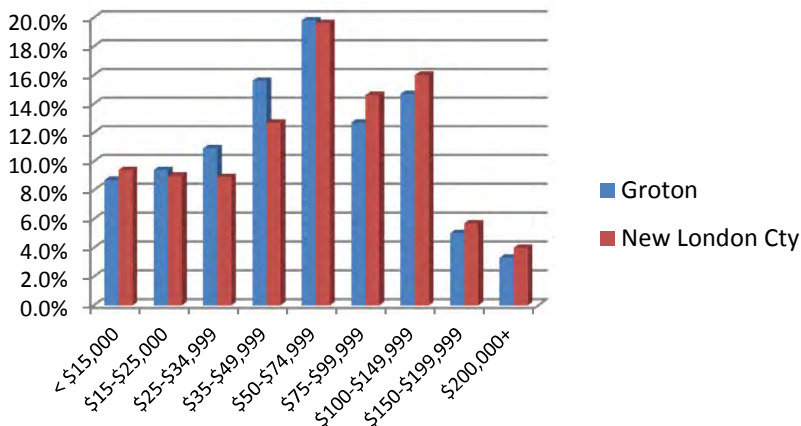
Median Income

Median HH Income	Groton	New London County
2000	\$46,034	\$50,659
2011 (est.)	\$54,944	\$60,209
Annual Avg % Growth	1.8%	1.7%

Source: 2010 Census, ESRI Business Systems

Groton's median income is moderate and somewhat below the county .

HH Income Distribution (2011)



Income distribution in Groton largely mirrors the county overall with major concentration seen in the \$50,000 to \$75,000 income bracket, though solid representation is noted at incomes \$75,000 to \$100,000.

HH Income Distribution - 65+ (2010)

HH's	Groton		New London Cty	
	65-74	75+	65-74	75+
Total HHs	1,549	1,696	11,730	11,669
< \$15,000	10.5%	16.7%	9.7%	19.7%
\$15-\$25,000	8.1%	18.3%	9.8%	16.7%
\$25-\$34,999	12.4%	12.0%	10.9%	11.8%
\$35-\$49,999	13.4%	18.9%	14.9%	14.5%
\$50-\$74,999	23.3%	16.6%	23.9%	16.4%
\$75-\$99,999	16.1%	8.3%	14.7%	9.3%
\$100-\$149,999	10.2%	3.7%	7.8%	4.7%
\$150-\$199,999	2.9%	2.4%	4.1%	3.2%
\$200,000+	3.1%	3.1%	4.3%	3.7%
Med Inc.	\$54,163	\$36,726	\$53,297	\$36,351

Source: 2010 Census, ESRI Business Systems

27% of Groton's senior HH's age 65+ report earnings of under \$15,000 annually, a ratio nearly on par with county. Affordable gross rent at this level translates to \$425/month.

Connecticut Towns: Market Assessment Briefs

Town: Groton, CT
County: New London County

2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Groton % Total	New Lon. Ct % Total
Married Couple - Family	0.5%	0.8%
Other Family HHs (spouse not present)	3.1%	2.5%
Non-Family HHs	3.9%	3.8%
Poverty Ratio - Total	7.5%	7.1%

Households poverty rates in Groton are generally on par with the County with a reported 7.5% in 2010. Data indicates roughly equal impact between Other Family HHs and Non-family HHs.

Source: ACS Population Survey, ESRI Business Systems

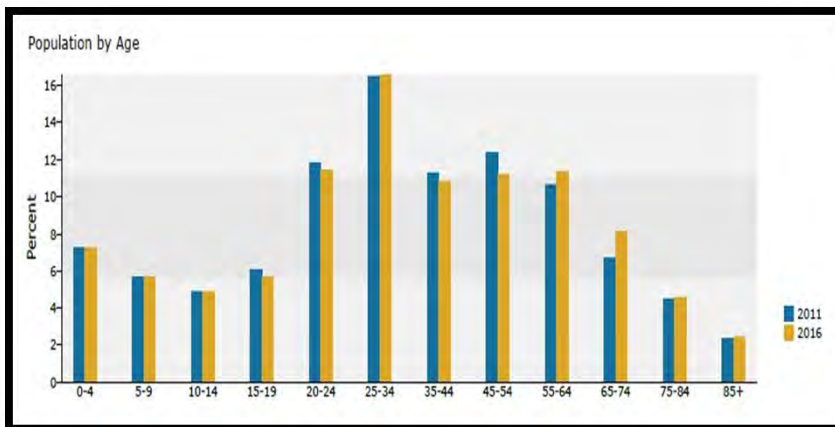
Age Trends

Population - 2010	Groton % Total	New Lon. Ct % Total
Age 18+	78.9%	78.3%
Age 65+	13.3%	14.2%
Age 75+	6.8%	6.7%
Median Age	33.2	40.4

Groton's population profile is considerably younger compared to the county with a median age of 33.2 vs. over 40 for the county. However, it is noted that Groton's 65+ population has grown on a percentage basis from 2000 when it had a 12.0% share vs. 13.3% in 2010.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Age characteristics of Groton's population base is highly influenced by the presence of the Navy Sub Base which produces a sharp spike in the age cohort 25-34.

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3. Housing Trends

Tenure and Vacancy

HH's	Groton		New London Cty	
	2000	2010	2000	2010
Own-Occp	50.5%	51.6%	66.7%	67.7%
Own-Units	7,820	8,153	66,562	72,518
Rent-Occp	49.5%	48.4%	33.3%	32.3%
Rent Units	7,652	7,656	33,273	34,539
Ttl Occp Units	15,472	15,809	99,855	107,057
Vacancy	8.0%	12.1%	9.8%	7.6%

Source: 2010 Census, ESRI Business Systems

Tenure in Groton is nearly evenly split between owner occupancy and rental. This compares to 66% owner vs. 33% rental in New London County.

Census data indicated relatively high vacancy in 2010 no doubt exacerbated by the housing downturn that took hold in

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Groton	New London County
1 Detached	49.3%	65.0%
1-Attached	8.3%	3.5%
2-unit	7.7%	8.6%
3/4 unit	10.0%	6.9%
5+ units	24.8%	16.0%
Total Housing Units - 2010	17,978	120,994

Source: ACS Housing Surveys, ESRI Business Systems

Housing inventory in Groton is well distributed among numerous structure types. Just under 50% is found in single detached, while nearly 1/4 is found in structures of 5 units or more - with 11% in larger properties of 20+ units. Much of this product is associated with rental apartments largely serving the local job base including Electric Boat and its many supporting businesses.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Groton	New London County
Under \$200	3.2%	4.3%
\$200-\$399	6.9%	8.0%
\$400-\$599	4.0%	10.6%
\$600-\$799	14.3%	24.6%
\$800-\$999	24.2%	22.9%
\$1000-\$1249	17.5%	14.3%
\$1250-\$1499	10.9%	5.2%
\$1500-\$1999	12.5%	3.9%
above \$2000	2.1%	1.3%
Median Contract Rent	\$905	\$800

Source: ACS Housing Surveys, ESRI Business Systems

Groton supports a broad spectrum of rental options - from affordable to luxury, which is well displayed in the rent distribution chart. For most market rate properties, however, rent rates typically start at \$800/m (1 BR). Median rent in Groton is estimated at \$905, well above the median for the county.

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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	11	\$884	\$880	63	\$700-1125
2	12	\$1,088	\$1,079	83	\$850-\$1250
3	2	\$1,225	\$1,275	10	\$1050-\$1400
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	11	\$911	\$889	81	\$960-\$1075
2	24	\$1,232	\$1,195	56	\$850-\$1950
3	8	\$1,375	\$1,368	27	\$1150-\$1800
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>Apartments</i>	9	---	\$994	\$1,191	\$1,544

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