

## Connecticut Towns: Market Assessment Briefs

**Town:** *Hebron, CT*  
**County:** *Tolland County*

### 1. Economic Trends

#### Major Employers - Hebron

Employer
Ted's Supermarket
Town of Hebron
Regional School District #8
Hemlock's Outdoor Rec Center
Hebron Pharmacy

Source: CERC Town Profile

As a small commuter town with links to Tolland, Hartford and New London region employment centers, Hebron supports little industry outside what serves local residents.

#### Key Economic Sectors - Hebron

Industry Sector - 2011	% Share of Jobs
Retail Trade	19.2%
Health Care	14.7%
Food Services	8.1%
Other Services	3.5%
Government	34.2%

Source: CT Dept. of Labor

Local government is the biggest employer in town accounting for one third of the job base. Retail Trade and health care-social assistance combine for another one-third of total jobs in town.

#### Labor Force & Employment Trends

Labor Force +Employment	Hebron	Tolland County
Labor Force-2011	5,802	87,640
Unemployment -2011	6.3%	7.4%
Total Employment -Workplace	1,777	40,234
2005 - 2011 - Annual Growth	1.5%	0.4%
2010 - 2011 - Annual Growth	0.6%	8.8%

Source: CT Dept. of Labor

Unemployment in Hebron averaged 6.3% in 2011, well below the average for county and significantly lower than the state at 8.8%.

Though job base in Hebron is small it has managed to show respectable growth despite a recession reporting a 1.5% increase between 2005 to 2011.

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### 2. Demographic Trends

#### Population Trends

Population	Hebron	Tolland County
<b>2000 Total population</b>	8,610	136,364
<b>2010 Total Population</b>	9,686	152,691
<b>Annual Percentage Growth</b>	1.25%	1.14%
<b>2011 Total Population (est)</b>	9,775	153,218
<b>2016 Total Population (proj.)</b>	10,164	157,286
<b>2011– 2016 Annual Rate</b>	0.78%	0.53%

Hebron , like a number of East of the River towns, experienced significant population growth over the last decade with annualized growth of 1.25%. Projections call for some moderation through 2016, though still at a pace greater than the county.

Source: 2010 Census, ESRI Business Systems

#### Household Trends

Household	Hebron	Tolland County
<b>2000 Total Households</b>	2,993	49,431
<b>2010 Total Households</b>	3,398	54,477
<b>Annual Percentage Growth</b>	1.35%	0.98%
<b>2011 Total Households (est.)</b>	3,429	54,687
<b>2016 Total Households (proj.)</b>	3,559	56,466
<b>2011– 2016 Annual Rate</b>	0.76%	0.65%

Household growth trends through 2016 are expected to track similar to population averaging 0.76% annually.

Source: 2010 Census, ESRI Business Systems

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Hebron	Tolland County
<b>White Alone</b>	96.7%	89.8%
<b>Black Alone</b>	0.8%	3.3%
<b>Asian Alone</b>	0.9%	3.4%
<b>Hispanic (Any Race)</b>	1.7%	4.3%

There is very little minority base in Hebron with only 3.3% of the residents non-white.

##### Change - 2000 to 2010

<b>White Alone</b>	-1.0%	-2.7%
<b>Black Alone</b>	33.3%	22.2%
<b>Asian Alone</b>	50.0%	47.8%
<b>Hispanic (Any Race)</b>	54.5%	53.6%

Source: 2010 Census, ESRI Business Systems

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

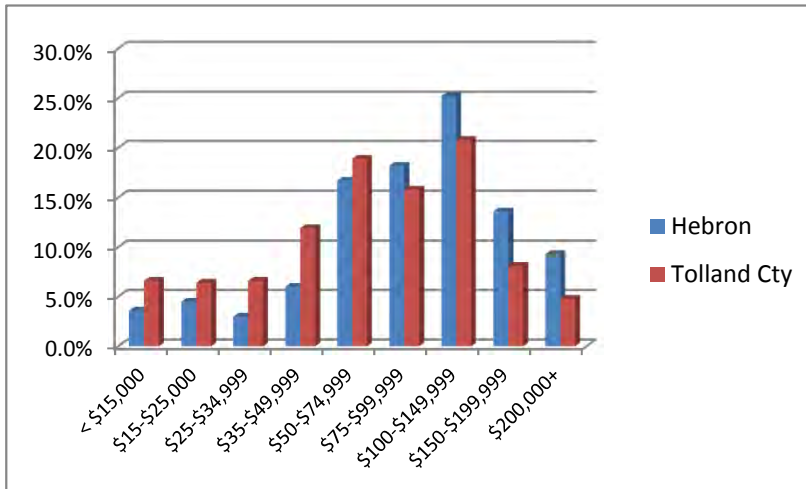
#### Median Income

Median HH Income	Hebron	Tolland County
<b>2000</b>	\$75,091	\$59,035
<b>2011 (est.)</b>	\$96,518	\$74,247
<b>Annual Avg % Growth</b>	2.6%	2.3%

Source: 2010 Census, ESRI Business Systems

Hebron is a relatively affluent community with a median income of \$96,518 in 2011.

#### HH Income Distribution (2011)



Most households in Hebron (66%) earn above \$75,000 and nearly 50% report incomes above \$100,000. Only 8% of Hebron's households report earnings under \$25,000 compared to 13% for the

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

HH's	Hebron		Tolland County	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b>316</b>	<b>179</b>	<b>5,931</b>	<b>4,944</b>
<b>&lt; \$15,000</b>	4.4%	34.1%	6.7%	20.0%
<b>\$15-\$25,000</b>	8.5%	9.5%	8.3%	14.4%
<b>\$25-\$34,999</b>	5.4%	3.9%	8.5%	8.9%
<b>\$35-\$49,999</b>	3.5%	9.5%	12.4%	11.0%
<b>\$50-\$74,999</b>	32.3%	10.1%	24.2%	17.4%
<b>\$75-\$99,999</b>	13.3%	5.0%	11.1%	6.7%
<b>\$100-\$149,999</b>	0.6%	3.4%	15.6%	11.4%
<b>\$150-\$199,999</b>	13.6%	7.8%	4.9%	5.3%
<b>\$200,000+</b>	18.4%	16.8%	8.2%	4.8%
<b>Med Inc.</b>	<b>\$70,255</b>	<b>\$38,208</b>	<b>\$61,759</b>	<b>\$43,178</b>

Source: 2010 Census, ESRI Business Systems

24% of Hebron's HH seniors 65 and older indicate very low incomes of under \$15,000. This rises to 34% for its 75 + population. In fact the drop off in wealth is considerable from 65-74HH to 75+HH in Hebron, with median income falling from \$70,255 to \$38,208.

## Connecticut Towns: Market Assessment Briefs

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

#### Poverty Rates

Households - 2010	Hebron % Total	Tolland Ct % Total
Married Couple - Family	0.0%	0.7%
Other Family HHs (spouse not present)	1.5%	1.8%
Non-Family HHs	1.3%	4.6%
<b>Poverty Ratio - Total</b>	<b>2.8%</b>	<b>7.2%</b>

Source: ACS Population Survey, ESRI Business Systems

Hebron reported a very low poverty rate of 2.8%, representing one of the lowest in the state. This compares to 7.2% for the county.

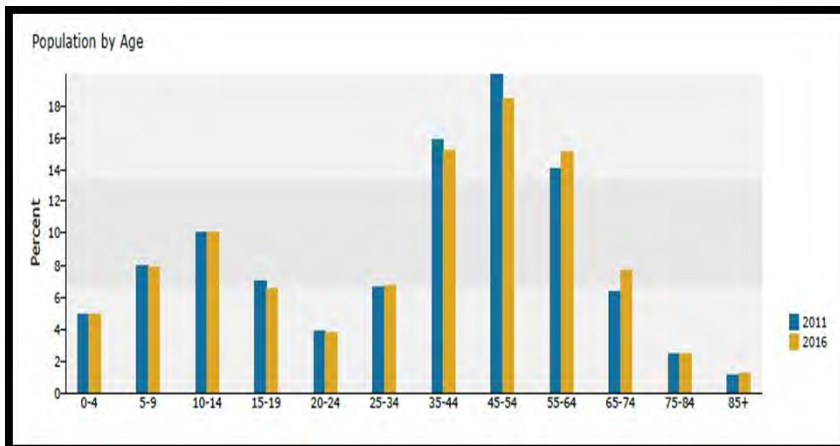
#### Age Trends

Population - 2010	Hebron % Total	Tolland Ct % Total
Age 18+	72.1%	77.6%
Age 65+	9.6%	14.4%
Age 75+	3.4%	7.3%
<b>Median Age</b>	<b>41.7</b>	<b>39.2</b>

Source: 2010 Census, ESRI Business Systems

Although reporting a much smaller share of seniors than the county, Hebron's median age is higher. This disparity partly due to the influence of UConn located in Storrs with more than 10,000 students in residence.

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

As a young family town, age breakouts cluster around the 5 to 14 age bracket and the 35 to 54 bracket. Seniors 65 and older are expected to grow in share and numbers through 2016 increasing to 11.4% from 9.6% in 2010.

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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Hebron		Tolland County	
	2000	2010	2000	2010
<b>Own-Occp</b>	89.2%	90.5%	73.4%	75.3%
<b>Own-Units</b>	2,668	3,074	36,309	41,006
<b>Rent-Occp</b>	10.8%	9.5%	26.6%	24.7%
<b>Rent Units</b>	323	324	13,122	13,471
<b>Ttl Occp Units</b>	2,992	3,398	49,431	54,477
<b>Vacancy</b>	3.8%	4.7%	4.1%	6.0%

Rentals account for less than 10% of the housing market in Hebron , the bulk of it found in multi-family homes .

Source: 2010 Census, ESRI Business Systems

#### Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Hebron	Tolland County
<b>1 Detached</b>	86.0%	70.5%
<b>1-Attached</b>	2.7%	3.0%
<b>2-unit</b>	3.2%	4.4%
<b>3/4 unit</b>	3.5%	7.1%
<b>5+ units</b>	4.5%	15.0%
<b>Total Housing Units - 2010</b>	3,567	57,963

Hebron is primarily a single family community much of it built since the 1980s. Only 5% of the inventory is associated with properties 5 units or more - and most of that confined to properties 5 to 9 units.

Source: ACS Housing Surveys, ESRI Business Systems

#### Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Hebron	Tolland County
<b>Under \$200</b>	0.0%	3.1%
<b>\$200-\$399</b>	14.0%	5.2%
<b>\$400-\$599</b>	0.0%	8.9%
<b>\$600-\$799</b>	45.9%	30.2%
<b>\$800-\$999</b>	33.8%	22.7%
<b>\$1000-\$1249</b>	0.0%	14.4%
<b>\$1250-\$1499</b>	0.0%	6.4%
<b>\$1500-\$1999</b>	0.0%	4.7%
<b>above \$2000</b>	0.0%	0.4%
<b>Median Contract Rent</b>	\$764	\$804

Due to its semi-rural location and thin rental market, rent rates are generally modest ranging from \$600 to \$1000/m. Median rent in town was estimated at \$764.

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	11	\$870	\$865	80	\$800-\$900
2	5	\$1,035	\$1,020	55	\$1200-\$1400
3	N/A				
4	N/A				

Source: CT MLS

(Dom- Days on Market)

#### Sfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0	N/A				
1	N/A				
2	N/A				
3	3	\$1,583	\$1,500	34	\$1200-\$1800
4	3	\$1,825	\$1,791	14	\$1500-\$1975

Source: CT MLS

(Dom- Days on Market)