

Connecticut Towns: Market Assessment Briefs

Town: Killingly, CT
County: Windham County

1. Economic Trends

Major Employers - Killingly

Employer
Frito-Lay, Inc.
Town of Killingly
United Natural Foods
Brooks Maxi Drug Warehouse
Staples Distribution, N.E.

Source: CERC Town Profiles - 2012

Killingly is an old mill town that continues to have strong ties to manufacturing. However in terms of major employers, most are linked to large ware house and distribution centers that have clustered in the town near juncture of I-395 and Route 6. Frito-Lay , the largest employer in town, and United Natural Food both are manufacturers of snack food.

Key Economic Sectors - Killingly

Industry Sector - 2011	% Share of Jobs
Manufacturing	21.1%
Health Care	13.7%
Retail Trade	12.9%
Transportation & warehousing	11.0%
Accom & Food Services	6.7%
Government	15.3%

Source: CT Dept. of Labor

Manufacturing ranks highest in local jobs with a 21.1% share. Health care and retail trade account for 26% of the job base, with the former largely linked to Healthcare Centers associated with Day Kimball Hospital in Putnam. Local Government is another important jobs provider with an employment base of 1,280.

Labor Force & Employment Trends

Labor Force +Employment	Killingly	Windham County
Labor Force-2011	9,544	65,312
Unemployment -2011	10.8%	9.8%
Total Employment -Workplace	8,401	37,661
2005 - 2011 - Annual Growth	0.5%	-0.1%
2010 - 2011 - Annual Growth	1.6%	0.9%

Source: CT Dept. of Labor

Killingly and the region ties to manufacturing and delivery of produced goods make them more susceptible to economic swings. Not surprisingly, therefore , unemployment in Killingly averaged 10.8% in 2011, with the county at 9.8%. Both are well above the state average of 8.8%.

Killingly, however, does show overall job gains 2005-2011, inclusive of increase of

Connecticut Towns: Market Assessment Briefs

Town: Killingly, CT
County: Windham County

2. Demographic Trends

Population Trends

Population	Killingly	Windham County
2000 Total population	16,472	109,091
2010 Total Population	17,370	118,428
Annual Percentage Growth	0.55%	0.83%
2011 Total Population (est)	17,394	118,648
2016 Total Population (proj.)	17,888	121,291
2011– 2016 Annual Rate	0.56%	0.44%

Killingly reported a gain in population of 6% last decade, with projections for achieving a similar rate of annualized growth through 2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	Killingly	Windham County
2000 Total Households	6,359	41,142
2010 Total Households	6,749	44,810
Annual Percentage Growth	0.61%	0.86%
2011 Total Households (est.)	6,757	44,897
2016 Total Households (proj.)	6,959	46,044
2011– 2016 Annual Rate	0.60%	0.51%

Households rose as well in Killingly last decade at a slightly higher pace than population. Projections point to Killingly outpacing the county in HH growth for the period 2011 to 2016.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	Killingly	Windham County
White Alone	91.9%	89.6%
Black Alone	1.7%	2.2%
Asian Alone	2.3%	1.2%
Hispanic (Any Race)	3.1%	9.6%

Killingly saw a small increase in its minority population, though as share of total population it remains a very small component of its resident base.

Change - 2000 to 2010

White Alone	-1.9%	-1.9%
Black Alone	21.4%	15.8%
Asian Alone	43.8%	33.3%
Hispanic (Any Race)	40.9%	35.2%

Source: 2010 Census, ESRI Business Systems

Connecticut Towns: Market Assessment Briefs

Town: Killingly, CT
County: Windham County

2. Demographic Trends (Cont'd)

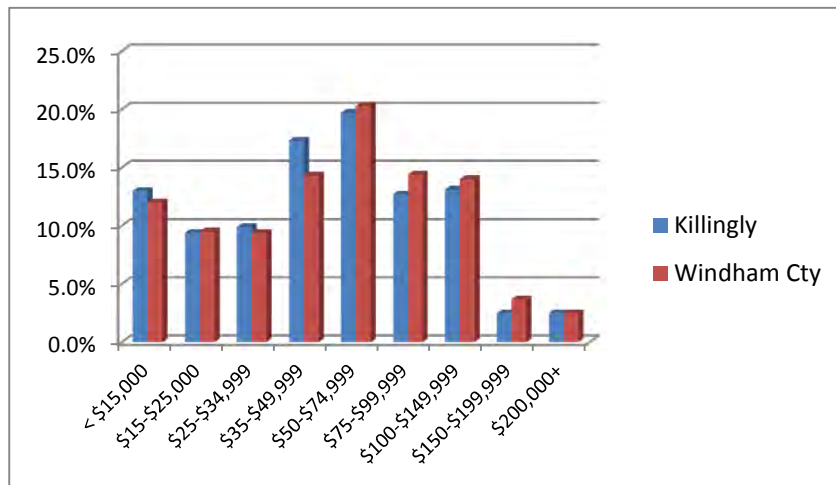
Median Income

Median HH Income	Killingly	Windham County
2000	\$41,108	\$45,113
2011 (est.)	\$50,321	\$54,234
Annual Avg % Growth	2.0%	1.8%

Consistent with its blue collar profile, median income in Killingly is moderate at \$50,321.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution (2011)



Household incomes in Killingly cluster within the bandwidths of \$35,000 to \$75,000 accounting for 37% of town's household base. A defined low income base also exists in town with 22% earning under \$25,000.

HH Income Distribution - 65+ (2010)

HH's	Killingly		Windham County	
	65-74	75+	65-74	75+
Total HHs	758	724	4,780	4,492
< \$15,000	13.7%	25.1%	13.5%	23.9%
\$15-\$25,000	11.9%	20.4%	14.7%	21.2%
\$25-\$34,999	12.4%	12.4%	11.7%	12.7%
\$35-\$49,999	20.7%	15.2%	19.0%	13.7%
\$50-\$74,999	11.1%	14.9%	17.4%	13.7%
\$75-\$99,999	12.7%	4.1%	10.7%	6.6%
\$100-\$149,999	11.6%	3.0%	6.7%	3.8%
\$150-\$199,999	5.3%	1.8%	3.6%	2.6%
\$200,000+	0.7%	2.9%	2.7%	1.9%
Med Inc.	\$42,273	\$27,904	\$41,613	\$28,195

A high percentage of seniors in Killingly are low income with 35% earning under \$25,000. Close to 50% (47.7%) earn under \$35,000.

Source: 2010 Census, ESRI Business Systems

Connecticut Towns: Market Assessment Briefs

Town: Killingly, CT
County: Windham County

2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Killingly % Total	Windham Ct % Total
Married Couple - Family	0.5%	1.6%
Other Family HHs (spouse not present)	5.3%	3.5%
Non-Family HHs	2.7%	4.6%
Poverty Ratio - Total	8.5%	9.6%

Source: ACS Population Survey, ESRI Business Systems

Poverty ratio for Killingly compares lower to the county overall at 8.5%, with the HH sector most impacted found among female headed family households accounting for 44% of those under the poverty level.

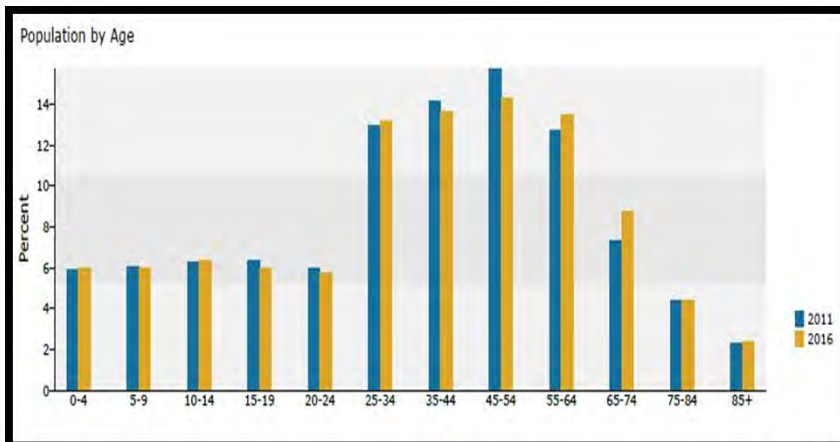
Age Trends

Population - 2010	Killingly % Total	Windham Ct % Total
Age 18+	77.6%	77.7%
Age 65+	13.9%	12.8%
Age 75+	6.7%	5.9%
Median Age	39.8	39.1

Source: 2010 Census, ESRI Business Systems

The town of Killingly largely reflects the county in overall age profile - with Killingly reporting a slightly higher senior population.

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

As the graph to the right reveals, Killingly's age distribution is mostly concentrated between the ages of 25 and 64 at ratios of 13 to 16% - with its younger population equally distributed at or around 6%. Projections call for the under 24 population to decline slightly through 2016, while the 65+ base will increase in share to 15.6% from 13.9% in 2010.

Connecticut Towns: Market Assessment Briefs

Town: Killingly, CT
County: Windham County

3. Housing Trends

Tenure and Vacancy

HH's	Killingly		Windham County	
	2000	2010	2000	2010
Own-Occp	64.7%	68.8%	67.4%	69.3%
Own-Units	4,111	4,646	27,736	31,075
Rent-Occp	35.3%	31.2%	32.6%	30.7%
Rent Units	2,245	2,103	13,406	13,735
Ttl Occp Units	6,356	6,749	41,142	44,810
Vacancy	8.0%	11.1%	6.4%	8.7%

Source: 2010 Census, ESRI Business Systems

Owner occupancy in Killingly grew over the past decade from 64% to 68%. A similar trend was observed in the county with a shift from 67% to 69%.

The effects of the housing downturn can be seen in the relatively high vacancy in Killingly of 11.1% in 2010 compared to 8% in

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Killingly	Windham County
1 Detached	63.2%	65.3%
1-Attached	2.2%	2.1%
2-unit	12.0%	9.2%
3/4 unit	7.8%	6.5%
5+ units	14.8%	17.0%
Total Housing Units - 2010	7,592	49,073

Source: ACS Housing Surveys, ESRI Business Systems

Killingly offers a diverse housing inventory in terms of structure types with 63% single family, 26% in multifamily properties of 2-9 units, 3.5% in apartments of complexes of 10 units or more and 5.6% in mobile homes.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Killingly	Windham County
Under \$200	4.2%	6.9%
\$200-\$399	19.5%	10.5%
\$400-\$599	27.0%	22.9%
\$600-\$799	43.5%	32.3%
\$800-\$999	9.5%	14.3%
\$1000-\$1249	2.6%	3.6%
\$1250-\$1499	0.0%	2.3%
\$1500-\$1999	0.0%	0.5%
above \$2000	0.0%	0.5%
Median Contract Rent	\$644	\$652

Source: ACS Housing Surveys, ESRI Business Systems

The rent profile in Killingly is exceptionally low with over 50% of its renters paying less than \$600/m (with 24% under \$400). Only 12% pay above \$800/m. with the threshold essentially reached at \$1250. Median rent in town is estimated at \$644.

Connecticut Towns: Market Assessment Briefs

Town: *Killingly, CT*
County: *Windham County*

4. Rental Housing Market

Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0	N/A				
1	4	\$612	\$600	107	\$500-\$650
2	7	\$875	\$875	63	\$800-\$1150
3	3	\$975	\$895	53	\$825-\$900
4	3	\$1,233	\$1,250	26	\$1150-\$1350

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	4	\$837	\$820	17	\$775-\$850
2	2	\$1,187	\$1,137	90	\$975-\$1300
3	N/A				
4	N/A				

Source: CT MLS

(Dom- Days on Market)