

## Connecticut Towns: Market Assessment Briefs

**Town:** *Mansfield, CT*  
**County:** *Tolland County*

### 1. Economic Trends

#### Major Employers - Mansfield

Employer
University of Connecticut
Mansfield Public Schools
Regional School District #19
Bergin Correctional Institute
Natchaug Hospital, Inc.

As the home of UConn's main campus with 22,000 students - more than 11,000 in residence, Mansfield is largely defined as a university town - with a job base that dwarfs all others in town. The remaining large employers in town are also either public or non-profit.

Source: CERC Town Profiles - 2012

#### Key Economic Sectors - Mansfield

Industry Sector - 2011	% Share of Jobs
Accom. & Food Service	10.3%
Health Care	10.2%
Retail Trade	5.3%
Other Services	2.8%
Professional-Technical Services	2.5%
Government	63.6%

More than half (63%) of Mansfield's job base of 11,100 is linked to government jobs - almost all at UConn. Rounding out the balance of key sectors is food services, health care and retail trade - mainly serving the local population - including students.

Source: CT Dept. of Labor

#### Labor Force & Employment Trends

Labor Force +Employment	Mansfield	Tolland County
Labor Force-2011	14,215	87,640
Unemployment -2011	7.5%	7.4%
Total Employment -Workplace	11,077	40,234
2005 - 2011 - Annual Growth	0.9%	0.4%
2010 - 2011 - Annual Growth	0.0%	8.8%

Mansfield 's resident labor force averaged 7.5% unemployment in 2011, up slightly from 7.4% in 2010.

As noted above the local job sector in Mansfield is dominated by UConn which helped produce modest employment growth between 2005 and 2011.

Source: CT Dept. of Labor

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### 2. Demographic Trends

#### Population Trends

Population	Mansfield	Tolland County
<b>2000 Total population</b>	20,720	136,364
<b>2010 Total Population</b>	26,543	152,691
<b>Annual Percentage Growth</b>	2.81%	1.14%
<b>2011 Total Population (est)</b>	26,479	153,218
<b>2016 Total Population (proj.)</b>	26,670	157,286
<b>2011– 2016 Annual Rate</b>	0.14%	0.53%

Source: 2010 Census, ESRI Business Systems

Mansfield grew at torrid rate by Connecticut standards last decade at an annualized rate of 2.21% - all due to expansion of UConn. Non-institutionalized Group quarters, which captures persons in dorms jumped from 7,440 in 2000 to 11,781 in 2010. More growth is expected through 2016, but at a greatly reduced rate.

#### Household Trends

Household	Mansfield	Tolland County
<b>2000 Total Households</b>	5,291	49,431
<b>2010 Total Households</b>	5,586	54,477
<b>Annual Percentage Growth</b>	0.56%	0.98%
<b>2011 Total Households (est.)</b>	5,555	54,687
<b>2016 Total Households (proj.)</b>	5,618	56,466
<b>2011– 2016 Annual Rate</b>	0.23%	0.65%

Source: 2010 Census, ESRI Business Systems

Confirming that much of the population growth last decade was associated with students, households expanded at only 0.6% annually vs. 2.2% annually for population.

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Mansfield	Tolland County
<b>White Alone</b>	78.0%	89.8%
<b>Black Alone</b>	6.4%	3.3%
<b>Asian Alone</b>	10.3%	3.4%
<b>Hispanic (Any Race)</b>	6.2%	4.3%

##### Change - 2000 to 2010

<b>White Alone</b>	-7.0%	-2.7%
<b>Black Alone</b>	30.6%	22.2%
<b>Asian Alone</b>	43.1%	47.8%
<b>Hispanic (Any Race)</b>	44.2%	53.6%

Source: 2010 Census, ESRI Business Systems

Population base in Mansfield is highly reflective of the student profile with good representation from minority groups - all of which increased in number and share since 2000.

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

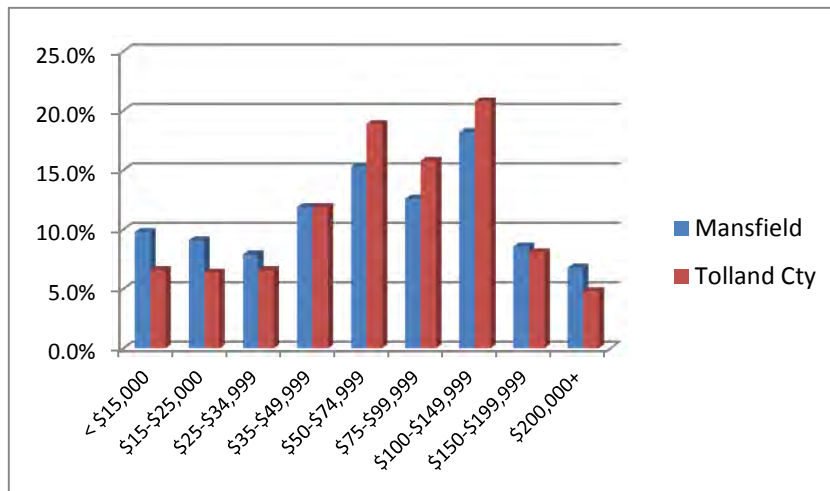
#### Median Income

Median HH Income	Mansfield	Tolland County
<b>2000</b>	\$48,946	\$59,035
<b>2011 (est.)</b>	\$66,815	\$74,247
<b>Annual Avg % Growth</b>	3.3%	2.3%

Median Income in Mansfield is middle-high at \$66,815. This compares to Tolland County at \$74,247.

Source: 2010 Census, ESRI Business Systems

#### HH Income Distribution (2011)



Data on Income for Mansfield reveals relatively high concentration of households earning under \$35,000, accounting for 27% of the household base. This compares to 19% for the county.

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

HH's	Mansfield		Tolland	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b>623</b>	<b>692</b>	<b>5,931</b>	<b>4,944</b>
<b>&lt; \$15,000</b>	5.8%	16.2%	6.7%	20.0%
<b>\$15-\$25,000</b>	8.5%	18.5%	8.3%	14.4%
<b>\$25-\$34,999</b>	6.9%	7.7%	8.5%	8.9%
<b>\$35-\$49,999</b>	8.5%	11.3%	12.4%	11.0%
<b>\$50-\$74,999</b>	10.4%	15.9%	24.2%	17.4%
<b>\$75-\$99,999</b>	9.0%	7.8%	11.1%	6.7%
<b>\$100-\$149,999</b>	27.3%	12.7%	15.6%	11.4%
<b>\$150-\$199,999</b>	14.9%	6.9%	4.9%	5.3%
<b>\$200,000+</b>	8.7%	3.0%	8.2%	4.8%
<b>Med Inc.</b>	<b>\$100,928</b>	<b>\$44,214</b>	<b>\$61,759</b>	<b>\$43,178</b>

25% of Senior HHs over 65 collect income \$25,000 or less. This is nearly on par with the county at 24%. The income base between \$25,000 to \$50,000 in Mansfield for 65+ households is 17%.

Source: 2010 Census, ESRI Business Systems

## Connecticut Towns: Market Assessment Briefs

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

#### Poverty Rates

Households - 2010	Mansfield % Total	Tolland Ct % Total
<b>Married Couple - Family</b>	0.8%	0.7%
<b>Other Family HHs (spouse not present)</b>	2.5%	1.8%
<b>Non-Family HHs</b>	12.9%	4.6%
<b>Poverty Ratio - Total</b>	16.2%	7.2%

Poverty ratio in Mansfield is exaggerated by students (principally non-family HHs) in off-campus housing. Strip the student effect out and it is estimated that poverty rate would fall below 5%.

Source: ACS Population Survey, ESRI Business Systems

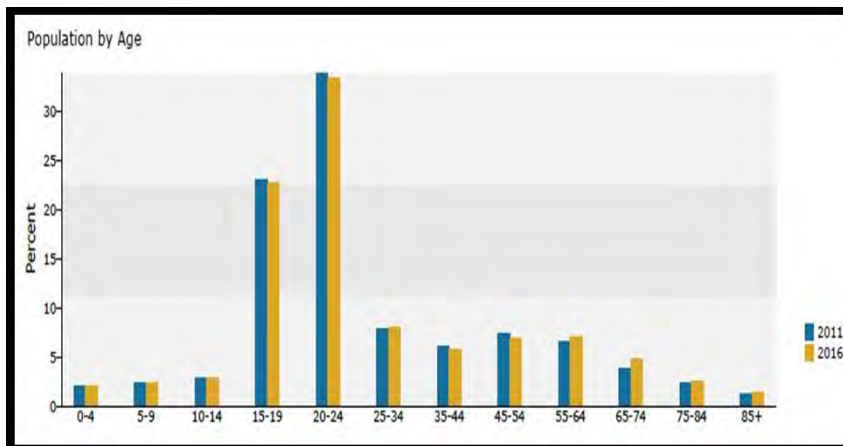
#### Age Trends

Population - 2010	Mansfield % Total	Tolland Ct % Total
<b>Age 18+</b>	90.4%	79.8%
<b>Age 65+</b>	7.7%	11.9%
<b>Age 75+</b>	3.8%	5.2%
<b>Median Age</b>	22.9	38.0

The UConn effect is seen in the age statistics with a very low median of 23 vs. 38 for the county as well as 90% of the population over 18 years of age vs. 79% for the county.

Source: 2010 Census, ESRI Business Systems

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

The graph to the left provides clear evidence of the impact UConn has on age distribution with 57% of the population falling between the ages of 15 and 34.

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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Mansfield		Tolland County	
	2000	2010	2000	2010
<b>Own-Occp</b>	61.8%	64.0%	73.4%	75.3%
<b>Own-Units</b>	3,272	3,574	36,309	41,006
<b>Rent-Occp</b>	38.2%	36.0%	26.6%	24.7%
<b>Rent Units</b>	2,022	2,012	13,122	13,471
<b>Ttl Occp Units</b>	5,295	5,586	49,431	54,477
<b>Vacancy</b>	3.5%	7.2%	4.1%	6.0%

Owner occupancy in town amounts to 64% of occupied housing ; 36% is rental. As would be expected, much of the rental is linked to off-campus housing or housing for staff and teachers at UConn.

Source: 2010 Census, ESRI Business Systems

#### Housing Characteristics

##### % Share of Total Housing

Structure Type - 2010	Mansfield	Tolland County
<b>1 Detached</b>	56.4%	70.5%
<b>1-Attached</b>	3.8%	3.0%
<b>2-unit</b>	6.2%	4.4%
<b>3/4 unit</b>	15.6%	7.1%
<b>5+ units</b>	18.1%	15.0%
<b>Total Housing Units - 2010</b>	6,017	57,963

Mansfield has a broad range of housing choices - though in terms of rental, surprisingly little in the way of managed apartments. 5% of the inventory is mobile homes.

Source: ACS Housing Surveys, ESRI Business Systems

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

Contract Rent - 2010 Distribution	Mansfield	Tolland County
<b>Under \$200</b>	1.5%	3.1%
<b>\$200-\$399</b>	3.2%	5.2%
<b>\$400-\$599</b>	4.9%	8.9%
<b>\$600-\$799</b>	28.2%	30.2%
<b>\$800-\$999</b>	20.5%	22.7%
<b>\$1000-\$1249</b>	19.2%	14.4%
<b>\$1250-\$1499</b>	4.1%	6.4%
<b>\$1500-\$1999</b>	14.5%	4.7%
<b>above \$2000</b>	0.8%	0.4%
<b>Median Contract Rent</b>	\$867	\$804

Rental rates in town typically range between \$650 to \$1100 for one to three bedrooms. A few condos top off at over \$1500, but more often this rental range is reserved for single family.

Source: ACS Housing Surveys, ESRI Business Systems

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### 4. Rental Housing Market

#### Condo

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0	N/A				
1	3	\$825	\$808	25	\$700-\$875
2	15	\$1,119	\$1,089	47	\$700-\$1650
3	4	\$1,619	\$1,619	33	\$1575-\$1650
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>Apartments</i>	4	---	\$683	\$912	---

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