

Connecticut Towns: Market Assessment Briefs

Town: *Marlborough, CT*
County: *Hartford County*

1. Economic Trends

Major Employers - Marlborough

Employer
Marlborough Health Care Center
Marlborough Elementary School
IMS
Diversified Insurance
Marlborough Country Barn, Inc.

Marlborough is a small East of the River commuter town of just over 2,280 HHs with a modest employment base of 1,100. Major employers are thus dominated by school district, town government and health facilities. Its largest private concern is IMS, a company specializing in design and manufacturing of high performance motors, drives and controls.

Source: CERC Town Profiles - 2012

Key Economic Sectors -Marlborough

Industry Sector - 2011	% Share of Jobs
Health Care	30.5%
Accom. & Food Services	11.7%
Manufacturing	9.6%
Finance & Insurance	7.5%
Retail Trade	6.2%
Government	15.8%

Although modest in size, Marlborough's economic base is well-diversified with key industries in manufacturing, construction and Wholesale Trade balanced by services industries that include Finance, Trade, Food Services, and Health Care . Government represents an important component, but not a dominating one at 16% share of jobs.

Source: CT Dept. of Labor

Labor Force & Employment Trends

Labor Force +Employment	Marlborough	Hartford County
Labor Force-2011	3,702	472,551
Unemployment -2011	6.5%	9.2%
Total Employment -Workplace	1,107	487,169
2005 - 2011 - Annual Growth	-2.4%	0.1%
2010 - 2011 - Annual Growth	0.9%	1.1%

Source: CT Dept. of Labor

Unemployment in Marlborough was relatively low in 2011 averaging 6.5% compared to over 9% for the county.

Overall jobs in town dipped during the 2005-2011 period, which of course included a severe recession. However it is noted the town posted a small gain year over year for 2011.

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2. Demographic Trends

Population Trends

Population	Marlborough	Hartford County
2000 Total population	5,709	857,183
2010 Total Population	6,404	894,014
Annual Percentage Growth	1.22%	0.42%
2011 Total Population (est)	6,386	894,443
2016 Total Population (proj.)	6,449	904,416
2011– 2016 Annual Rate	0.20%	0.22%

Source: 2010 Census, ESRI Business Systems

Like Glastonbury to the north in the 90s, Marlborough in the 2000s became identified as a highly desirable town for residence helping to pump up the growth rate for population to 1.2% annually. Projections call for this to drop to 0.2% annually through 2016.

Household Trends

Household	Marlborough	Hartford County
2000 Total Households	2,005	335,098
2010 Total Households	2,292	350,854
Annual Percentage Growth	1.43%	0.46%
2011 Total Households (est.)	2,286	351,028
2016 Total Households (proj.)	2,314	355,438
2011– 2016 Annual Rate	0.24%	0.25%

Source: 2010 Census, ESRI Business Systems

Along with hefty population growth, households also expanded at a hefty rate of 1.4% yearly last decade. This rate is expected to cool down, however to more modest pace of 0.2%.

Race & Ethnicity

% Share of Population

Population - 2010	Marlborough	Hartford County
White Alone	96.1%	72.4%
Black Alone	1.1%	13.3%
Asian Alone	1.2%	4.2%
Hispanic (Any Race)	1.8%	15.3%

Change - 2000 to 2010

White Alone	-1.4%	-5.9%
Black Alone	37.5%	13.7%
Asian Alone	71.4%	68.0%
Hispanic (Any Race)	63.6%	33.0%

Source: 2010 Census, ESRI Business Systems

Marlborough has very little race or ethnic diversity with 96% of the population white. It is noted, however, the town has become more diverse over the past decade with gains in most minority groups.

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2. Demographic Trends (Cont'd)

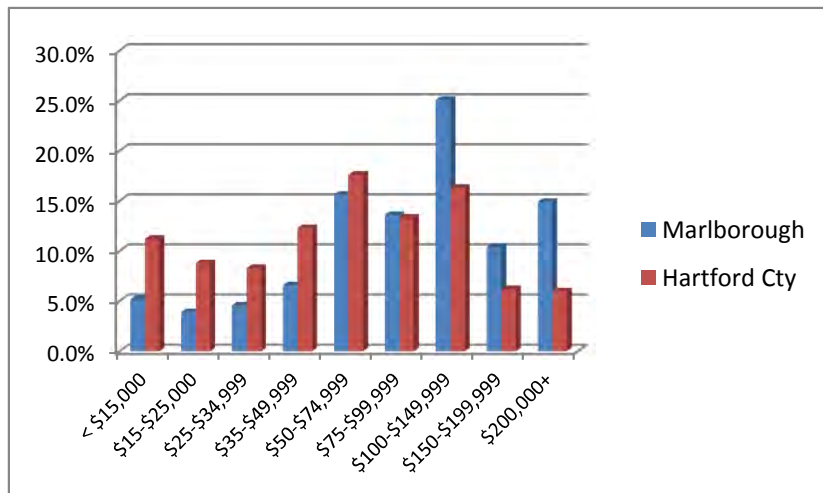
Median Income

Median HH Income	Marlborough	Hartford County
2000	\$79,546	\$50,777
2011 (est.)	\$100,514	\$61,074
Annual Avg % Growth	2.4%	1.8%

Source: 2010 Census, ESRI Business Systems

One of the attractions of Marlborough to prospective residents is its wealth base. In 2011, HH median income was estimated at \$100,514.

HH Income Distribution (2011)



Income in Marlborough is concentrated in the upper income bands with 51% reporting household incomes above \$100,000. Less than 14% of its households earn under \$35,000.

HH Income Distribution - 65+ (2010)

HH's	Marlborough		Hartford County	
	65-74	75+	65-74	75+
Total HHs	228	112	39,468	41,833
< \$15,000	10.5%	25.0%	11.5%	19.5%
\$15-\$25,000	6.6%	3.6%	11.1%	16.2%
\$25-\$34,999	9.6%	7.1%	10.4%	12.7%
\$35-\$49,999	21.5%	20.5%	16.2%	14.1%
\$50-\$74,999	13.6%	7.1%	20.0%	15.0%
\$75-\$99,999	8.8%	6.3%	13.6%	10.3%
\$100-\$149,999	5.3%	15.2%	9.1%	6.1%
\$150-\$199,999	5.7%	5.4%	3.6%	3.2%
\$200,000+	18.4%	9.8%	4.4%	3.0%
Med Inc.	\$52,347	\$44,180	\$50,601	\$36,308

Source: 2010 Census, ESRI Business Systems

20% (71 HHs) of Marlborough's senior HH's age 65+ report earnings of under \$25,000 annually. This compares to 29% for the county.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Marlborough % Total	Hartford Ct % Total
Married Couple - Family	0.6%	1.1%
Other Family HHs (spouse not present)	0.0%	3.9%
Non-Family HHs	1.8%	5.2%
Poverty Ratio - Total	2.4%	10.2%

As would be expected for an affluent town, Marlborough reports a very low poverty rate of 2.4%.

Source: ACS Population Survey, ESRI Business Systems

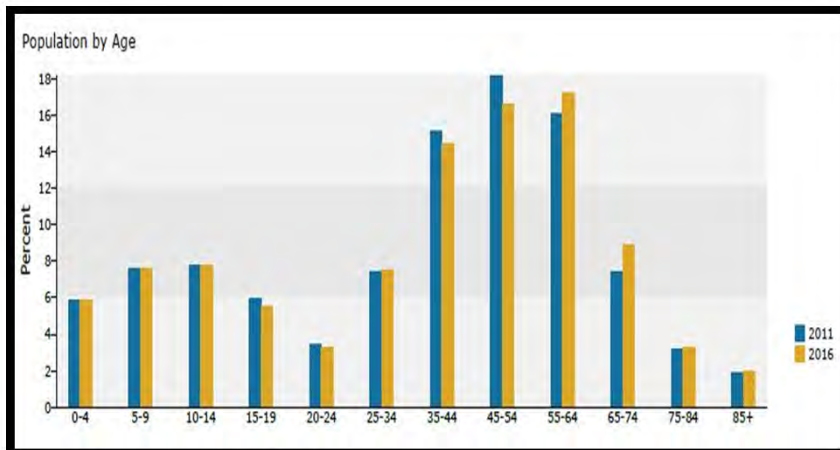
Age Trends

Population - 2010	Marlborough % Total	Hartford Ct % Total
Age 18+	74.1%	77.2%
Age 65+	12.4%	14.6%
Age 75+	5.1%	7.4%
Median Age	43.0	39.9

Median age in Marlborough is 43.0, higher than the county - though tis share of person 65 and older is less. This can be explained in the next graph which shows population clustering in ages 45- 64.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

The 45-64 population base will continue to define much of the resident base in Marlborough through 2016, however, like almost all towns, the 65+ base will see expansion in terms of share to 14% from 12.4% in 2011.

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3. Housing Trends

Tenure and Vacancy

HH's	Marlborough		Hartford Ct	
	2000	2010	2000	2010
Own-Occp	90.3%	91.8%	64.2%	65.5%
Own-Units	1,810	2,103	215,275	229,920
Rent-Occp	9.7%	8.2%	35.8%	34.5%
Rent Units	193	189	119,823	120,934
Ttl Occp Units	2,004	2,292	335,098	350,854
Vacancy	2.5%	4.1%	5.1%	6.3%

There is essentially no rental to speak of in Marlborough other than single family and some condos. In 2010, rental occupied housing amounted to 8% down from 10% in 2010.

Source: 2010 Census, ESRI Business Systems

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Marlborough	Hartford County
1 Detached	88.9%	55.0%
1-Attached	3.7%	5.5%
2-unit	1.2%	7.8%
3/4 unit	4.5%	10.0%
5+ units	1.8%	21.7%
Total Housing Units - 2010	2,389	374,249

Over 90% of the building stock in Marlborough is single family or townhouse. Multifamily (2-4 units) accounts for less 6% of inventory. Less than 1% is found in structure over 20 units.

Source: ACS Housing Surveys, ESRI Business Systems

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Marlborough	Hartford County
Under \$200	0.0%	6.9%
\$200-\$399	0.0%	8.7%
\$400-\$599	8.2%	14.6%
\$600-\$799	9.5%	28.0%
\$800-\$999	26.6%	21.8%
\$1000-\$1249	44.9%	10.5%
\$1250-\$1499	8.8%	3.4%
\$1500-\$1999	0.0%	1.3%
above \$2000	0.3%	1.2%
Median Contract Rent	\$1,021	\$733

With rental housing in town largely defined by single family home rentals, rental pricing is generally concentrated in the \$1000 and above range. Median rent was estimated at \$1,021.

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	3	\$900	\$850	69	700-1000
2	N/A				
3	N/A				
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	N/A				
2	2	\$1,637	\$1,537	20	\$1500-\$1575
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	10	\$1,592	\$1,508	39	\$1250-\$1800
4	2	\$1,650	\$1,650	71	\$1500-\$1800

Source: CT MLS

(Dom- Days on Market)