

Connecticut Towns: Market Assessment Briefs

Town: *Morris, CT*
County: *Litchfield County*

1. Economic Trends

Major Employers - Morris

Employer
Town of Morris
Far Meadow Farm Inc.
White Flowers Farm
Popeye's Ice Cream
Sun Corp.

Source: CERC Town Profiles - 2012

Morris is one of the smallest town in Connecticut with an equally small economic base (2011 employment: 413). Biggest employer is the town - followed by several farms and nurseries, one of which has a national retail operation.

Key Job Sectors - Morris

Industry Sector - 2011	% Share of Jobs
Manufacturing	17.7%
Construction	6.8%
Administrative & Support	3.1%
Other Services	2.9%
Agriculture, Forestry	***
Government	19.2%

Source: CT Dept. of Labor

For those private sectors where employment info could be disclosed - manufacturing ranked highest in town. Other sectors where data was not available but have notable presence in town are Agriculture (White Flower Farm), and Accom & Food Services (Winvian Resort) .

Labor Force & Employment Trends

Labor Force +Employment	Morris	Litchfield County
Labor Force-2011	1,331	106,511
Unemployment -2011	8.1%	8.2%
Total Employment -Workplace	413	59,580
2005 - 2011 - Annual Growth	1.3%	-0.6%
2010 - 2011 - Annual Growth	2.5%	1.2%

Source: CT Dept. of Labor

Unemployment in Morris stood at 8.1% in 2011, while job growth 2005-2011 rose at an annualized rate of 0.9%.

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2. Demographic Trends

Population Trends

Population	Morris	Litchfield County
2000 Total population	2,301	182,193
2010 Total Population	2,388	189,927
Annual Percentage Growth	0.38%	0.42%
2011 Total Population (est)	2,370	189,377
2016 Total Population (proj.)	2,367	190,178
2011– 2016 Annual Rate	-0.03%	0.08%

Population growth trends were positive for Morris last decade with an increase of 3.7%. Projections however point to flat to negative growth 2011-2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	Morris	Litchfield County
2000 Total Households	912	71,551
2010 Total Households	958	76,640
Annual Percentage Growth	0.40%	0.69%
2011 Total Households (est.)	657	76,415
2016 Total Households (proj.)	654	77,279
2011– 2016 Annual Rate	-0.09%	0.23%

Along with declines in population, households are also projected to slip in number between 2011-2016.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	Morris	Litchfield County
White Alone	97.4%	93.9%
Black Alone	0.5%	1.3%
Asian Alone	0.8%	1.5%
Hispanic (Any Race)	2.1%	4.5%

Morris is over 97% white - with Hispanics (any race) representing the largest minority group.

Change - 2000 to 2010

White Alone	-0.1%	-2.0%
Black Alone	-28.6%	18.2%
Asian Alone	0.0%	25.0%
Hispanic (Any Race)	133.3%	114.3%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

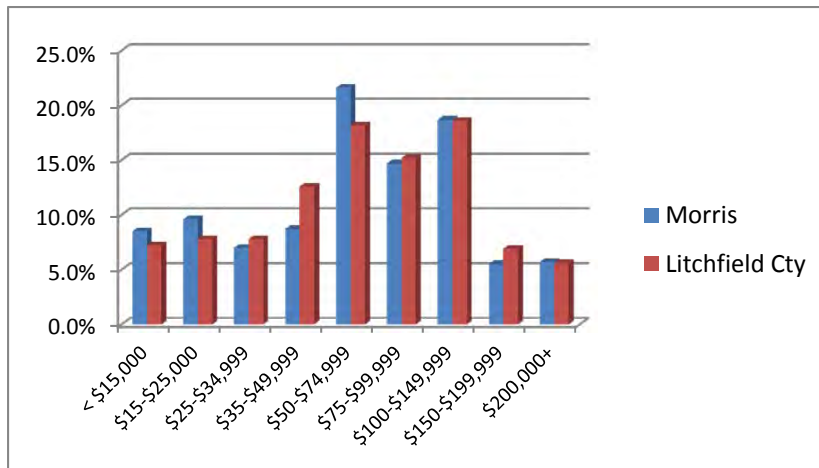
Median Income

Median HH Income	Morris	Litchfield County
2000	\$57,025	\$56,199
2011 (est.)	\$66,662	\$68,271
Annual Avg % Growth	1.5%	2.0%

Morris reported a median HH Income of \$66,662 - nearly on par with the county.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution (2011)



Income distribution in Morris closely parallels the county - although the town shows greater concentration of HHs in the \$50,000-\$75,000 income bracket. Just over 18% earn under \$25,000.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution - 65+ (2010)

HH's	Morris		Litchfield Cty	
	65-74	75+	65-74	75+
Total HHs	141	131	9,086	8,679
< \$15,000	0.0%	15.3%	7.3%	18.7%
\$15-\$25,000	16.3%	29.8%	10.2%	17.5%
\$25-\$34,999	7.8%	15.3%	9.9%	12.0%
\$35-\$49,999	10.6%	9.2%	13.4%	11.0%
\$50-\$74,999	31.9%	7.6%	24.6%	14.1%
\$75-\$99,999	7.1%	18.3%	11.7%	9.4%
\$100-\$149,999	22.7%	1.5%	9.9%	8.5%
\$150-\$199,999	1.4%	1.5%	5.9%	5.3%
\$200,000+	2.1%	1.5%	7.1%	3.6%
Med Inc.	\$58,716	\$27,569	\$56,781	\$36,932

30% of Morris senior HHs age 65+ (or 82 HHs) report income of under \$25,000. 21% earn between \$25,000 and \$50,000.

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Morris % Total	Litchfield Ct % Total
Married Couple - Family	1.5%	0.8%
Other Family HHs (spouse not present)	0.0%	1.4%
Non-Family HHs	3.9%	4.0%
Poverty Ratio - Total	5.4%	6.1%

Poverty rates are moderate in Morris but disproportionately impacting Non-family HHs - essentially seniors.

Source: ACS Population Survey, ESRI Business Systems

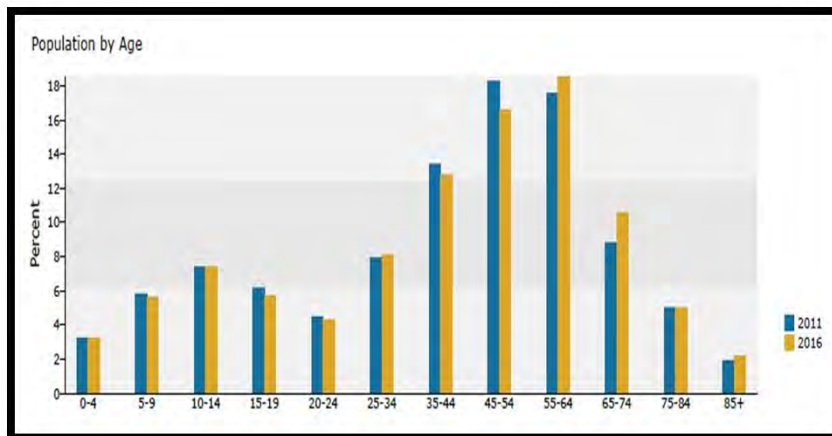
Age Trends

Population - 2010	Morris % Total	Litchfield Ct % Total
Age 18+	79.7%	78.4%
Age 65+	15.5%	16.0%
Age 75+	6.8%	7.5%
Median Age	45.9	44.4

There is little difference in the age profile of Morris vs. the county - with median at 45.9 in Morris compared to 44.4 in Litchfield County.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

the 65+ population is projected to increase in share by 2.3 percentage points from 15.5% to 17.8%.

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3. Housing Trends

Tenure and Vacancy

HH's	Morris		Litchfield County	
	2000	2010	2000	2010
Own-Occp	78.3%	79.1%	75.2%	76.3%
Own-Units	715	758	53,822	58,455
Rent-Occp	21.7%	20.9%	24.8%	23.7%
Rent Units	198	200	17,755	18,185
Ttl Occp Units	913	958	71,577	76,640
Vacancy	22.8%	27.1%	9.7%	12.5%

Source: 2010 Census, ESRI Business Systems

Tenure in Morris is predominantly owner-occupied at nearly 80% in 2010.

Vacancy is reported at 27.1% - but 20.5% is seasonal housing - leaving only 6.6% found with year- round housing.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Morris	Litchfield County
1 Detached	90.0%	73.3%
1-Attached	1.0%	3.8%
2-unit	0.6%	7.1%
3/4 unit	1.8%	5.7%
5+ units	6.5%	10.1%
Total Housing Units - 2010	1,314	87,550

Source: ACS Housing Surveys, ESRI Business Systems

Virtually all of Morris market rate housing is single detached - with only a small amount of housing units found in denser housing and very little in structures of 20 units or more.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Morris	Litchfield County
Under \$200	4.0%	4.7%
\$200-\$399	8.5%	7.9%
\$400-\$599	3.4%	18.2%
\$600-\$799	31.2%	30.0%
\$800-\$999	9.0%	15.8%
\$1000-\$1249	4.0%	7.5%
\$1250-\$1499	0.0%	3.1%
\$1500-\$1999	16.5%	2.2%
above \$2000	0.0%	2.0%
Median Contract Rent	\$699	\$693

Source: ACS Housing Surveys, ESRI Business Systems

Rental market in Morris is either single family homes or within the few private multi-family homes (2-4 units) or assisted housing. Rents therefore are either very high or very low. Median rent in Morris was estimated at \$699/m.

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4. Rental Housing Market

Mfamily	BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
	0					
	1	4	\$771	\$721	108	\$695-\$795
	2	2	\$825	\$825	68	\$800-\$850
	3					
	4					

Source: CT MLS (Dom- Days on Market)