

## Connecticut Towns: Market Assessment Briefs

**Town:** Naugatuck, CT  
**County:** New Haven County

### 1. Economic Trends

#### Major Employers - Naugatuck

Employer
Town of Naugatuck
Wal-Mart
Big Y Foods
USCO Logistics Service
Glendale Center/ Genesis Health Care

Retail, Health care, and Freight service constitute Naugatuck's largest employers. Until recently it also included Peter Paul whose plant was closed by Hershey in 2007.

Source: CERC Town Profiles - 2012

#### Key Job Sectors - Naugatuck

Industry Sector - 2011	% Share of Jobs
Manufacturing	17.2%
Retail Trade	14.1%
Health Care	13.2%
Wholesale Trade	8.6%
Construction	5.7%
Government	14.9%

In 2011, manufacturing ranked as the number one job sector in town with employment of 1,209 - a rarity during a time when production trades have declined substantially in job importance for most CT communities.

Source: CT Dept. of Labor

#### Labor Force & Employment Trends

Labor Force +Employment	Naugatuck	New Haven County
Labor Force-2011	17,101	457,666
Unemployment -2011	10.7%	9.7%
Total Employment -Workplace	7,038	348,985
2005 - 2011 - Annual Growth	-1.4%	-0.5%
2010 - 2011 - Annual Growth	-2.7%	1.0%

Source: CT Dept. of Labor

Unemployment in Naugatuck in 2011 averaged a high 10.7%, but substantially better than the 13.1% posted for 2010.

Job growth has been equally dismal declining on an annualized rate of 1% between 2005-2011.

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### 2. Demographic Trends

#### Population Trends

Population	Naugatuck	New Haven County
<b>2000 Total population</b>	30,989	824,008
<b>2010 Total Population</b>	31,862	862,477
<b>Annual Percentage Growth</b>	0.28%	0.47%
<b>2011 Total Population (est)</b>	32,078	862,441
<b>2016 Total Population (proj.)</b>	32,872	871,880
<b>2011– 2016 Annual Rate</b>	0.49%	0.22%

Source: 2010 Census, ESRI Business Systems

Despite a less than positive jobs picture, Naugatuck continued to see growth in population and households last decade - with projections pointing to continued growth 2011-2016.

#### Household Trends

Household	Naugatuck	New Haven County
<b>2000 Total Households</b>	11,829	319,040
<b>2010 Total Households</b>	12,339	334,502
<b>Annual Percentage Growth</b>	0.43%	0.48%
<b>2011 Total Households (est.)</b>	12,439	334,488
<b>2016 Total Households (proj.)</b>	12,813	338,444
<b>2011– 2016 Annual Rate</b>	0.60%	0.24%

Source: 2010 Census, ESRI Business Systems

Households are expected to increase at an annual rate of 0.6% through 2016, exceeding the rate of growth predicted for the county.

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Naugatuck	New Haven County
<b>White Alone</b>	86.9%	74.8%
<b>Black Alone</b>	4.9%	12.7%
<b>Asian Alone</b>	3.0%	3.5%
<b>Hispanic (Any Race)</b>	9.2%	15.0%

##### Change - 2000 to 2010

<b>White Alone</b>	-5.3%	-6.4%
<b>Black Alone</b>	75.0%	12.4%
<b>Asian Alone</b>	76.5%	45.8%
<b>Hispanic (Any Race)</b>	104.4%	48.5%

Source: 2010 Census, ESRI Business Systems

Hispanics, the largest minority group in town, represents 9.2% of the resident base. This is also a rapidly growing base reporting a 104% increase in share over the past decade.

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

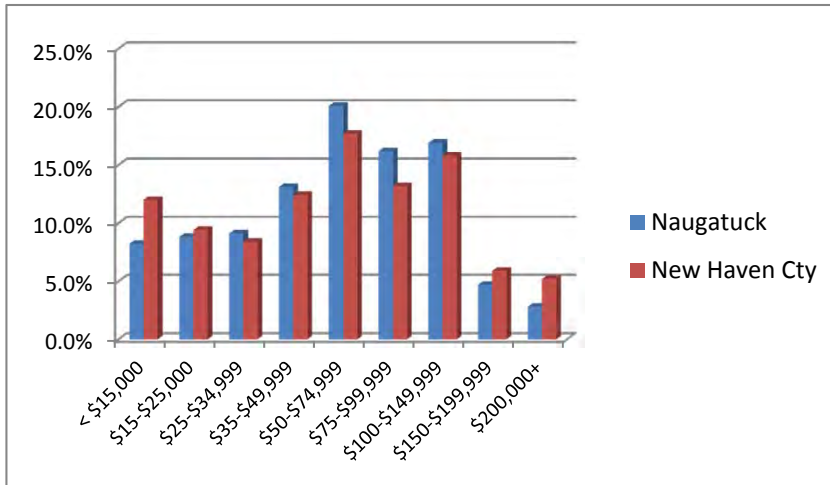
#### Median Income

Median HH Income	Naugatuck	New Haven County
<b>2000</b>	\$51,359	\$48,834
<b>2011 (est.)</b>	\$60,840	\$58,775
<b>Annual Avg % Growth</b>	1.7%	1.9%

Median Income in Naugatuck is just above the county at \$60,840.

Source: 2010 Census, ESRI Business Systems

#### HH Income Distribution (2011)



Naugatuck reflects somewhat higher incomes in the middle incomes of \$50,000-\$100,000 compared to the county and lower share lower incomes \$25,000 and below -17% vs. 21% for the county..

Source: 2010 Census, ESRI Business Systems

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

HH's	Naugatuck		New Haven Cty	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b>1,200</b>	<b>1,176</b>	<b>36,177</b>	<b>40,068</b>
<b>&lt; \$15,000</b>	11.4%	21.2%	12.9%	21.8%
<b>\$15-\$24,999</b>	8.6%	19.6%	12.5%	18.0%
<b>\$25-\$34,999</b>	13.9%	18.9%	11.1%	11.1%
<b>\$35-\$49,999</b>	19.8%	14.0%	15.2%	12.9%
<b>\$50-\$74,999</b>	19.0%	9.8%	19.1%	14.0%
<b>\$75-\$99,999</b>	14.8%	7.7%	12.8%	10.0%
<b>\$100-\$149,999</b>	4.0%	3.7%	8.7%	5.5%
<b>\$150-\$199,999</b>	3.8%	3.8%	3.6%	3.3%
<b>\$200,000+</b>	4.7%	1.4%	4.1%	3.4%
<b>Med Inc.</b>	<b>\$46,252</b>	<b>\$29,023</b>	<b>\$47,829</b>	<b>\$33,930</b>

30% of Naugatuck's senior HHs 65 and older reported incomes under \$25,000. Another 33% earn between \$25,000 and \$50,000 .

Source: 2010 Census, ESRI Business Systems

## Connecticut Towns: Market Assessment Briefs

**Town:** *Naugatuck, CT*  
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### 2. Demographic Trends (Cont'd)

#### Poverty Rates

Households - 2010	Naugatuck % Total	New Hav.Ct % Total
<b>Married Couple - Family</b>	1.0%	1.4%
<b>Other Family HHs (spouse not present)</b>	3.8%	3.9%
<b>Non-Family HHs</b>	2.6%	5.3%
<b>Poverty Ratio - Total</b>	7.4%	10.6%

Poverty rates in Naugatuck are elevated but not as high as the county. Most impacted are single parent HHs; primarily female.

Source: ACS Population Survey, ESRI Business Systems

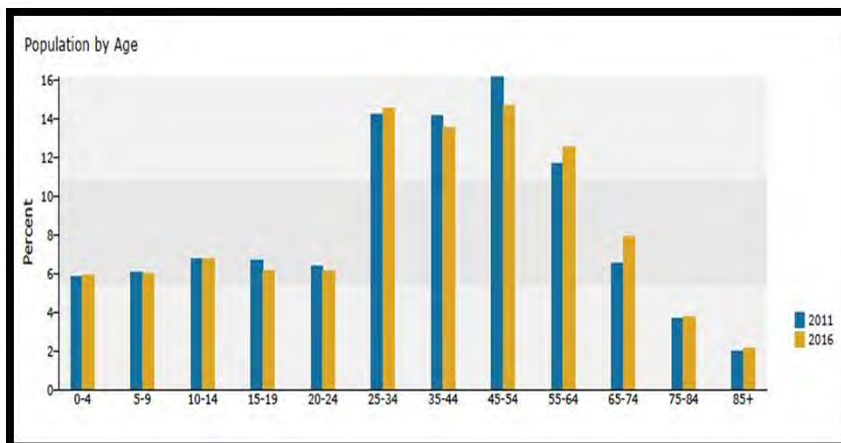
#### Age Trends

Population - 2010	Naugatuck % Total	New Hav.Ct % Total
<b>Age 18+</b>	76.8%	77.6%
<b>Age 65+</b>	11.9%	14.4%
<b>Age 75+</b>	5.6%	7.3%
<b>Median Age</b>	38.1	39.2

Naugatuck is slightly younger than the county overall - only 12% over 65 compared to 14.4% for the county. Naugatuck also has a higher percentage of younger adults and children.

Source: 2010 Census, ESRI Business Systems

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Naugatuck is expected to see its 65+ population rise in share from 11.9% in 2010 to 13.9% in 2016. Meanwhile dips are anticipated in its younger population 15-24, with a more pronounced drop seen in 35-54 age base.

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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Naugatuck		New Haven Cty	
	2000	2010	2000	2010
Own-Occp	66.5%	67.9%	63.1%	63.4%
Own-Units	7,861	8,376	201,317	212,169
Rent-Occp	33.5%	32.1%	36.9%	36.6%
Rent Units	3,961	3,963	117,723	122,333
Ttl Occp Units	11,823	12,339	319,040	334,502
Vacancy	4.1%	5.5%	6.4%	7.6%

Tenure in Naugatuck is weighted towards ownership which expanded in share from 67% to 68% last decade.

Source: 2010 Census, ESRI Business Systems

#### Housing Characteristics

##### % Share of Total Housing

Structure Type - 2010	Naugatuck	New Haven County
1 Detached	57.6%	54.3%
1-Attached	6.5%	5.8%
2-unit	10.3%	9.2%
3/4 unit	9.7%	10.8%
5+ units	16.0%	19.9%
Total Housing Units - 2010	13,061	362,004

Naugatuck's housing inventory is quite diverse in housing type with just over half found in single detached; 7% in townhomes; 20% in 2-4 multi-family homes, and the balance in higher density housing.

Source: ACS Housing Surveys, ESRI Business Systems

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

Contract Rent - 2010 Distribution	Naugatuck	New Haven County
Under \$200	3.7%	5.6%
\$200-\$399	8.0%	6.6%
\$400-\$599	15.5%	10.9%
\$600-\$799	30.7%	25.5%
\$800-\$999	24.1%	25.2%
\$1000-\$1249	7.4%	11.6%
\$1250-\$1499	1.4%	6.1%
\$1500-\$1999	0.0%	2.8%
above \$2000	0.8%	1.3%
Median Contract Rent	\$715	\$794

Along with a diverse housing market in structural types, Naugatuck supports a diverse rental market as well with ample representation in assisted housing, multi-family, condos, and managed apartments. Median rent in Naugatuck was estimated at \$715, below what was estimated for the county.

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					
1	14	\$630	\$623	39	\$475-\$750
2	22	\$834	\$833	41	\$600-\$1100
3	10	\$1,015	\$1,005	60	\$800-\$1300
4					

Source: CT MLS

(Dom- Days on Market)

#### Condo

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1					
2	18	\$994	\$978	39	\$950-\$1300
3	4	\$1,118	\$1,025	28	\$1000-\$1100
4					

Source: CT MLS

(Dom- Days on Market)

#### Managed Apartments

	# of Prop	Avg Studio BR rent	Avg One BR rent	Avg Two BR rent	Avg Three BR rent
<i>Apartments</i>	4	***	\$851	\$998	***

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