

Connecticut Towns: Market Assessment Briefs

Town: *New London, CT*
County: *New London County*

1. Economic Trends

Major Employers - New London

Employer
Lawrence and Memorial Hospital
Connecticut College
U.S. Coast Guard Academy
AT&T
City of New London

New London's top employers are found in health, education and government. At one time it also included pharmaceuticals, but Pfizer R&D recently closed its operation in New London following a stalled redevelopment plan and moved most of its 1400 employees to an office it owned in Groton.

Source: CERC Town Profiles - 2012

Pfizer Global Research & Development

Key Job Sectors - New London

Industry Sector - 2011	% Share of Jobs
Health Care	29.1%
Retail Trade	9.3%
Educational Services	8.8%
Food Services	8.7%
Other Services	3.4%
Government	13.2%

Health care jobs accounts for 1 out three jobs in New London - primarily associated with Lawrence Memorial Hospital. Educational services at 8.8% is somewhat understated and likely closer to 12% as it does not include figures for US Coast Guard Academy which fall under government.

Source: CT Dept. of Labor

Labor Force & Employment Trends

Labor Force +Employment	New London	New London County
Labor Force-2011	14,592	151,676
Unemployment -2011	11.2%	8.6%
Total Employment -Workplace	14,688	123,703
2005 - 2011 - Annual Growth	-1.0%	-0.7%
2010 - 2011 - Annual Growth	-4.4%	-0.3%

Source: CT Dept. of Labor

New London is experiencing both high resident unemployment and erosion of its job base. The later can be partially explained by the Pfizer pull-out , but education and health care, normally stable sectors, have also slipped since 2005.

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2. Demographic Trends

Population Trends

Population	New London	New London County
2000 Total population	25,671	259,088
2010 Total Population	27,620	274,055
Annual Percentage Growth	0.73%	0.58%
2011 Total Population (est)	27,920	273,987
2016 Total Population (proj.)	29,048	277,493
2011– 2016 Annual Rate	0.80%	0.26%

The 2010 population data for New London revealed the city reversed for the first time in 40 years a decline in population going back to the 1960s. Projections indicate further positive growth to 2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	New London	New London County
2000 Total Households	10,181	99,835
2010 Total Households	10,373	107,029
Annual Percentage Growth	0.19%	0.72%
2011 Total Households (est.)	10,507	107,029
2016 Total Households (proj.)	10,971	108,858
2011– 2016 Annual Rate	0.88%	0.34%

Household also expanded last decade, though at a lower rate than population. Projections point to an increased rate of growth 2011-2016.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	New London	New London County
White Alone	60.4%	82.2%
Black Alone	17.4%	5.8%
Asian Alone	2.6%	4.2%
Hispanic (Any Race)	28.3%	8.5%

Hispanics (any race) make up much of the minority population in New London, while blacks represent 17% - down from 19% in 2000.

Change - 2000 to 2010

White Alone	-4.9%	-5.5%
Black Alone	-6.5%	9.4%
Asian Alone	18.2%	110.0%
Hispanic (Any Race)	43.7%	66.7%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

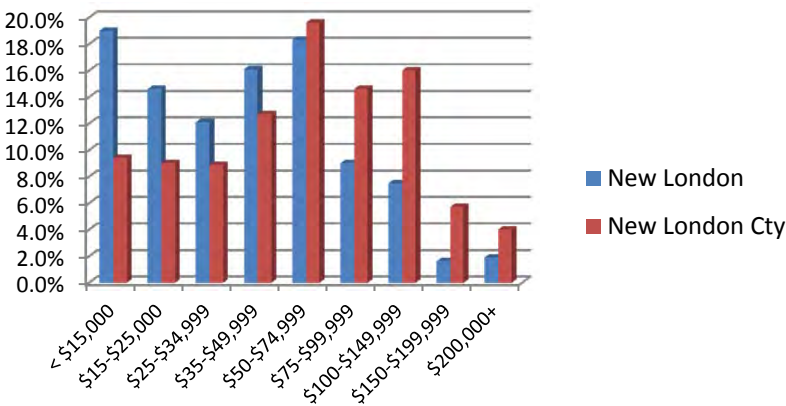
Median Income

Median HH Income	New London	New London County
2000	\$33,917	\$50,659
2011 (est.)	\$38,123	\$60,209
Annual Avg % Growth	1.1%	1.7%

Income in New London is low to moderate with median income at \$38,123.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution (2011)



34% of New London's HHs earn less than \$25,000 represent, while 45% report incomes of under \$35,000.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution - 65+ (2010)

HH's	New London		New London Cty	
	65-74	75+	65-74	75+
Total HHs	941	1,072	11,730	11,669
< \$15,000	19.2%	24.3%	9.7%	19.7%
\$15-\$25,000	12.5%	22.2%	9.8%	16.7%
\$25-\$34,999	7.4%	16.0%	10.9%	11.8%
\$35-\$49,999	19.0%	13.2%	14.9%	14.5%
\$50-\$74,999	18.6%	10.4%	23.9%	16.4%
\$75-\$99,999	12.3%	8.7%	14.7%	9.3%
\$100-\$149,999	6.1%	1.1%	7.8%	4.7%
\$150-\$199,999	3.0%	0.7%	4.1%	3.2%
\$200,000+	1.8%	3.3%	4.3%	3.7%
Med Inc.	\$42,139	\$26,624	\$53,297	\$36,351

40% of the city's senior HHs 65+ (798 HHs) receive income of less than \$25,000. 28% earn between 25,000 to \$50,000.

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	New London % Total	New Lon. Ct % Total
Married Couple - Family	1.5%	0.8%
Other Family HHs (spouse not present)	5.1%	2.5%
Non-Family HHs	9.2%	3.8%
Poverty Ratio - Total	15.8%	7.1%

Source: ACS Population Survey, ESRI Business Systems

Poverty rates are very high in New London affecting mostly non-family households, but also single-headed family HHs.

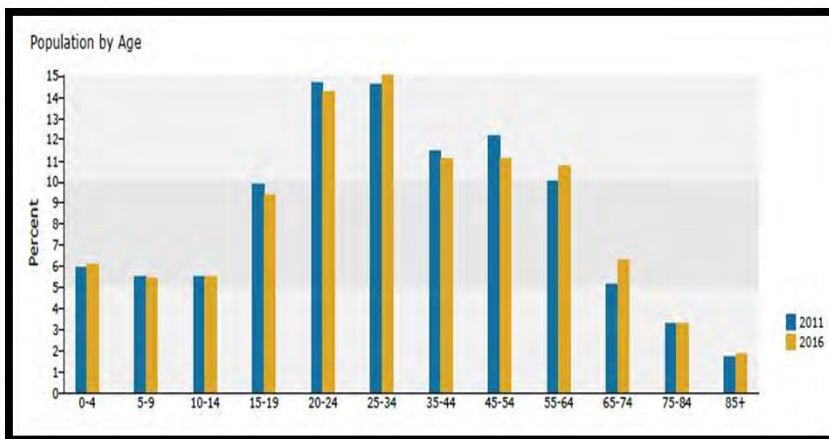
Age Trends

Population - 2010	New London % Total	New Lon. Cty % Total
Age 18+	79.6%	78.3%
Age 65+	10.0%	14.2%
Age 75+	5.0%	6.7%
Median Age	30.4	40.4

Source: 2010 Census, ESRI Business Systems

New London's profile is younger than the county with median age at 30.4 vs. 40.4 for the county. This is partly explained by the presence of several colleges and US Coast Guard Academy in city.

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Future growth in age cohorts is projected for 25-34 age group and 55 and older. The 65+ population is expected to increase from a 10% share in 2010 to 11.4% in 2016.

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3. Housing Trends

Tenure and Vacancy

HH's	New London		New London Cty	
	2000	2010	2000	2010
Own-Occp	37.9%	37.7%	66.7%	67.7%
Own-Units	3,861	3,908	66,562	72,518
Rent-Occp	62.1%	62.3%	33.3%	32.3%
Rent Units	6,323	6,465	33,273	34,539
Ttl Occp Units	10,184	10,373	99,855	107,057
Vacancy	11.9%	12.4%	9.8%	7.6%

Source: 2010 Census, ESRI Business Systems

Rental dominates in New London with 62%, but last decade saw net increases in occupancy in both ownership and rental.

Vacancy was found to be elevated in 2010, even above what was reported in 2000. At such levels, rent and price appreciation in housing become difficult.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	New London	New London County
1 Detached	31.3%	65.0%
1-Attached	4.0%	3.5%
2-unit	17.9%	8.6%
3/4 unit	14.4%	6.9%
5+ units	32.4%	16.0%
Total Housing Units - 2010	11,840	120,994

Source: ACS Housing Surveys, ESRI Business Systems

Close to one-third of the city's housing is found in single detached, while over 40% is found in smaller multi-family properties of 2 to 9 units.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	New London	New London County
Under \$200	7.2%	4.3%
\$200-\$399	6.4%	8.0%
\$400-\$599	11.1%	10.6%
\$600-\$799	31.5%	24.6%
\$800-\$999	25.3%	22.9%
\$1000-\$1249	13.3%	14.3%
\$1250-\$1499	1.4%	5.2%
\$1500-\$1999	0.8%	3.9%
above \$2000	1.1%	1.3%
Median Contract Rent	\$761	\$800

Source: ACS Housing Surveys, ESRI Business Systems

New London market rents tend to be more moderate compared to adjoining towns - with ranges typically falling between \$700 to \$900/m. Median Income in New London was estimated at \$761, compared to \$800 for the county.

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4. Rental Housing Market

Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1	17	\$832	\$832	53	\$695-\$1100
2	21	\$877	\$868	68	\$700-\$1050
3	13	\$1,037	\$1,044	58	\$600-\$1400
4					

Source: CT MLS

(Dom- Days on Market)

Condo

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1	9	\$875	\$875	79	\$700-\$950
2	15	\$1,296	\$1,283	56	\$950-\$1550
3					
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>	8	***	\$830	\$1,014	\$1,190

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