

Connecticut Towns: Market Assessment Briefs

Town: North Branford
County: New Haven County

1. Economic Trends

Major Employers - North Branford

Employer	Sector
Fire Lite Alarms	
D&G Sign Label	
Evergreen Woods	
Tilcon Connecticut, Inc.	
Advanced Composite Products	

Source: CERC Town Profiles - 2012

North Branford is the home to a diverse group of businesses the biggest of which in terms of jobs includes signage and graphics company, maker of alarm products and systems, a construction company, and specialist in composite e products and repairs. Also located in North Branford is Evergreen Woods - a large life care facility.

Key Job Sectors - North Branford

Industry Sector - 2011	% Share of Jobs
Manufacturing	22.3%
Construction	13.2%
Admin and Support	8.4%
Health Care & Social Services	7.6%
Retail Trade	5.9%
Government	13.4%

Source: CT Dept. of Labor

Manufacturing and Construction ranks highest in jobs in North Branford followed by Admin and Support. Local Government provides 13% share.

Labor Force & Employment Trends

Labor Force +Employment	N.Branford	New Haven County
Labor Force-2011	8,441	457,666
Unemployment -2011	7.7%	9.7%
Total Employment -Workplace	4,005	348,985
2005 - 2011 - Annual Growth	-0.7%	-0.5%
2010 - 2011 - Annual Growth	-1.1%	1.0%

Source: CT Dept. of Labor

With manufacturing and construction leading the local economy it is not surprising to see some erosion of the jobs base (0.5% since 2005) in light of recession and sluggish growth that followed. Unemployment on the other hand is moderate at 7.7% in 2011.

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2. Demographic Trends

Population Trends

Population	N.Branford	New Haven County
2000 Total population	13,899	824,008
2010 Total Population	14,407	862,477
Annual Percentage Growth	0.37%	0.46%
2011 Total Population (est)	14,514	862,441
2016 Total Population (proj.)	14,844	871,880
2011– 2016 Annual Rate	0.45%	0.22%

North Branford posted modest population growth in 2000-2010, with further increases expected through 2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	N. Branford	New Haven County
2000 Total Households	5,128	319,040
2010 Total Households	5,441	334,502
Annual Percentage Growth	0.59%	0.48%
2011 Total Households (est.)	5,476	334,488
2016 Total Households (proj.)	5,615	338,444
2011– 2016 Annual Rate	0.51%	0.24%

Households expanded by 313 in the 2000-2010 decade; further growth is expected through 2016.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	N. Branford	New Haven County
White Alone	95.5%	74.8%
Black Alone	1.3%	12.7%
Asian Alone	1.6%	3.5%
Hispanic (Any Race)	2.9%	15.0%

Minority groups constitute less than 5% of the overall population - with Hispanics (any race) the largest group at 2.9%.

Change - 2000 to 2010

White Alone	-1.0%	-6.4%
Black Alone	8.3%	12.4%
Asian Alone	77.8%	45.8%
Hispanic (Any Race)	61.1%	48.5%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

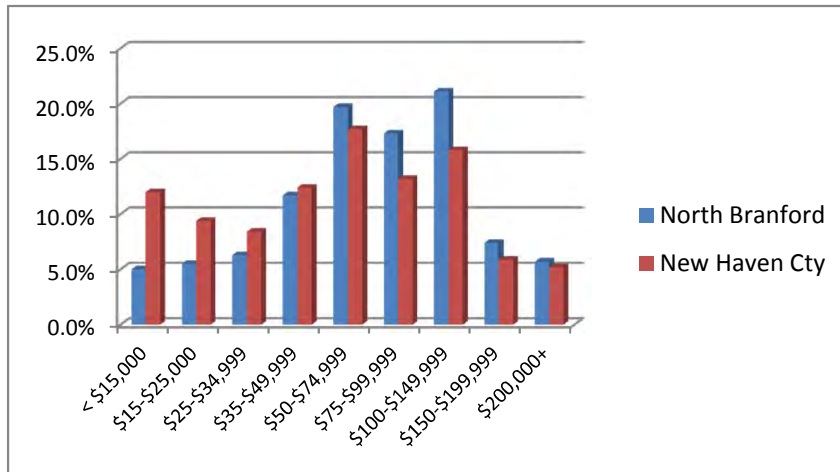
Median Income

Median HH Income	N. Branford	New Haven County
2000	\$62,777	\$48,834
2011 (est.)	\$76,986	\$58,775
Annual Avg % Growth	2.1%	1.9%

Income in North Branford is moderate to high with median income at \$76,986.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution (2011)



A major block of HHs in North Branford earn between \$50,000 to \$150,000, (58%) - while under 11% report less than \$25,000.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution - 65+ (2010)

HH's	North Branford		New Haven Cty	
	65-74	75+	65-74	75+
Total HHs	656	671	36,177	40,068
< \$15,000	6.9%	13.4%	12.9%	21.8%
\$15-\$25,000	13.4%	11.3%	12.5%	18.0%
\$25-\$34,999	11.3%	11.9%	11.1%	11.1%
\$35-\$49,999	15.1%	18.0%	15.2%	12.9%
\$50-\$74,999	31.3%	11.2%	19.1%	14.0%
\$75-\$99,999	13.7%	10.3%	12.8%	10.0%
\$100-\$149,999	5.9%	14.3%	8.7%	5.5%
\$150-\$199,999	0.8%	3.4%	3.6%	3.3%
\$200,000+	1.7%	6.1%	4.1%	3.4%
Med Inc.	\$51,516	\$45,018	\$47,829	\$33,930

23% of North Branford's seniors 65+ earn under \$25,000; 28% 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	N. Branford % Total	New Hav.Ct % Total
Married Couple - Family	0.0%	1.4%
Other Family HHs (spouse not present)	0.0%	3.9%
Non-Family HHs	1.0%	5.3%
Poverty Ratio - Total	1.0%	10.6%

Very few households in North Branford live below the poverty line with 2010 estimate showing 1%.

Source: ACS Population Survey, ESRI Business Systems

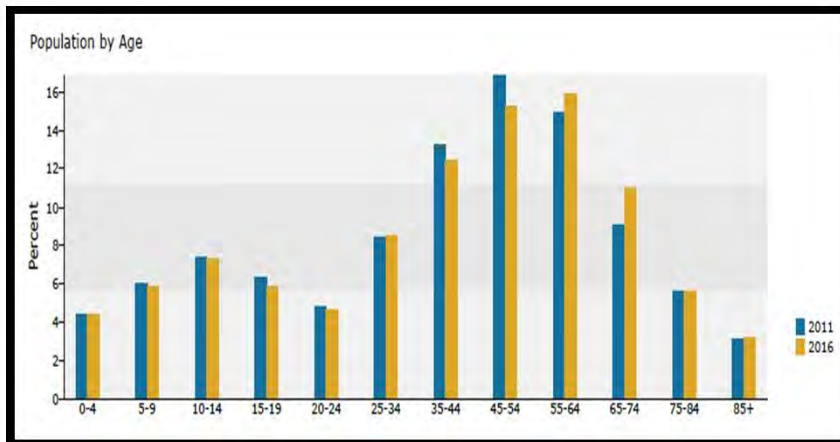
Age Trends

Population - 2010	N. Branford % Total	New Hav.Ct % Total
Age 18+	77.9%	77.6%
Age 65+	17.5%	14.4%
Age 75+	8.7%	7.3%
Median Age	44.6	39.2

North Branford exceeds the county in proportion of seniors (65+) and median age.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

North Branford is expected to see a sharp rise in its 55+ population through 2016 increasing to a 35.7% share from 32.3% in 2010.

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3. Housing Trends

Tenure and Vacancy

HH's	North Branford		New Haven Cty	
	2000	2010	2000	2010
Own-Occp	84.3%	86.0%	63.1%	63.4%
Own-Units	4,323	4,677	201,317	212,169
Rent-Occp	15.7%	14.0%	36.9%	36.6%
Rent Units	808	764	117,723	122,333
Ttl Occp Units	5,131	5,441	319,040	334,502
Vacancy	2.2%	3.3%	6.4%	7.6%

Source: 2010 Census, ESRI Business Systems

Tenure in North Branford is heavily weighted owner occupancy at 86% in 2010. Rental, however, did increase in numbers between 2000-2010.

Vacancy was reported at a low 3.3% in 2010 - suggesting a relatively stable housing market.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	N. Branford	New Haven County
1 Detached	80.7%	54.3%
1-Attached	2.8%	5.8%
2-unit	2.3%	9.2%
3/4 unit	2.4%	10.8%
5+ units	11.8%	19.9%
Total Housing Units - 2010	5,629	362,004

Source: ACS Housing Surveys, ESRI Business Systems

Single family detached account for four out of five units. There is little in the way of higher density housing in town other than for senior housing. Smaller condo communities and single family provide the bulk of the rental opportunities in North Branford.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	N. Branford	New Haven County
Under \$200	0.0%	5.6%
\$200-\$399	0.0%	6.6%
\$400-\$599	14.8%	10.9%
\$600-\$799	11.6%	25.5%
\$800-\$999	24.9%	25.2%
\$1000-\$1249	19.0%	11.6%
\$1250-\$1499	8.6%	6.1%
\$1500-\$1999	3.9%	2.8%
above \$2000	6.1%	1.3%
Median Contract Rent	\$957	\$794

Source: ACS Housing Surveys, ESRI Business Systems

Median rent in North Branford is well above the rate estimated for the county reflecting product that typically commands higher rents - condos and single families.

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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	\$869	\$884	42	\$835-\$1000
2	2	\$1,250	\$1,150	120	\$1100-\$1200
3					
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	12	\$1,258	\$1,258	29	\$1050-\$1600
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>	1	***	\$835	***	***

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