

Connecticut Towns: Market Assessment Briefs

Town: Plainfield, CT
County: Windham County

1. Economic Trends

Major Employers - Plainfield

Employer
C & M Corporation Connecticut
Town of Plainfield
Staples Inc.

Cable Manufacturing, Distribution and Government are the major employers of town. The town recently lost two significant employers in 2005 with the closing of Plainfield Greyhound tract and Intermark Fabric.

Source: CERC Town Profiles, 2012

Key Job Sectors - Plainfield

Industry Sector - 2011	% Share of Jobs
Manufacturing	15.9%
Health Care	15.4%
Retail Trade	12.4%
Food Services	9.3%
Other Services	3.6%
Government	16.8%

Plainfield's local economy is generally defined by Manufacturing, Health Care and Government - which combined contributed half the 4,017 jobs for the town in 2011.

Source: CT Dept. of Labor

Labor Force & Employment Trends

Labor Force +Employment	Plainfield	Windham County
Labor Force-2011	8,604	65,312
Unemployment -2011	11.1%	9.8%
Total Employment -Workplace	4,017	37,661
2005 - 2011 - Annual Growth	-1.4%	-0.1%
2010 - 2011 - Annual Growth	0.7%	0.9%

Source: CT Dept. of Labor

Unemployment was high in Plainfield in 2011 with 11.1%, though an improvement from 11.7% in 2010.

Local job growth has also been negative over the 2005-11 period, but signs of a recovery are seen in the slight uptick posted for 2011.

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2. Demographic Trends

Population Trends

Population	Plainfield	Windham County
2000 Total population	14,619	109,091
2010 Total Population	15,405	118,428
Annual Percentage Growth	0.54%	0.83%
2011 Total Population (est)	15,248	118,648
2016 Total Population (proj.)	15,312	121,291
2011– 2016 Annual Rate	0.08%	0.44%

Plainfield gained in population last decade adding 786 residents. Future growth is expected to be marginal over the 2011-2016 period.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	Plainfield	Windham County
2000 Total Households	5,444	41,412
2010 Total Households	5,726	44,810
Annual Percentage Growth	0.52%	0.86%
2011 Total Households (est.)	5,672	44,897
2016 Total Households (proj.)	5,705	46,044
2011– 2016 Annual Rate	0.12%	0.51%

Household also expanded at respectable rate in the 2000s but are projected to slide back to a slower pace for 2011-2016.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	Plainfield	Windham County
White Alone	93.6%	89.6%
Black Alone	1.1%	2.2%
Asian Alone	1.0%	1.2%
Hispanic (Any Race)	4.2%	9.6%

Hispanics (any race) is the largest minority group in Plainfield at 4.2%, a jump from 2.6% reported in 2000.

Change - 2000 to 2010

White Alone	-2.6%	-1.9%
Black Alone	37.5%	15.8%
Asian Alone	66.7%	33.3%
Hispanic (Any Race)	61.5%	35.2%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

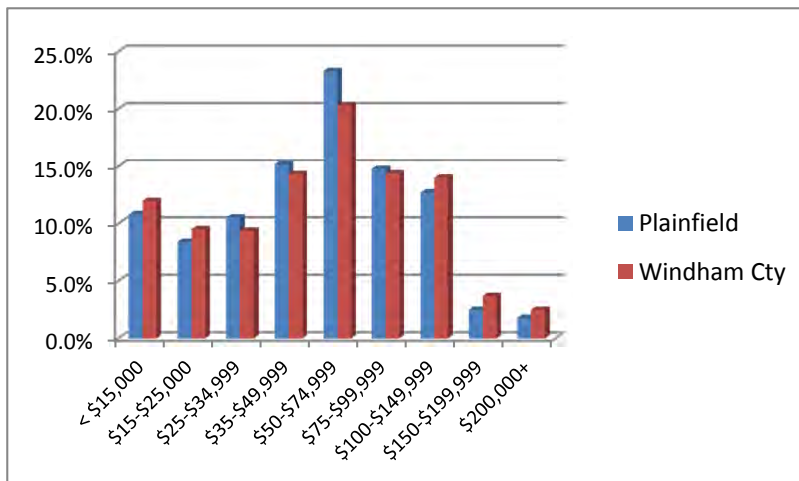
Median Income

Median HH Income	Plainfield	Windham County
2000	\$43,446	\$45,113
2011 (est.)	\$53,665	\$54,234
Annual Avg % Growth	2.1%	1.8%

Source: 2010 Census, ESRI Business Systems

Plainfield's income base is moderate and in terms of median income, generally on par with the county overall .

HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Data on Income for Plainfield reveals high concentration of households earning between \$50,000-\$75,000, accounting for 23% of the household base. This compares to 20% for the county. 19.2% of Plainfield's HHs earn under \$25,000, a ratio lower than the county at 22%.

HH Income Distribution - 65+ (2010)

HH's	Plainfield		Windham County	
	65-74	75+	65-74	75+
Total HHs	595	540	4,780	4,492
< \$15,000	19.8%	25.2%	13.5%	23.9%
\$15-\$25,000	18.8%	18.0%	14.7%	21.2%
\$25-\$34,999	21.7%	16.5%	11.7%	12.7%
\$35-\$49,999	13.9%	15.9%	19.0%	13.7%
\$50-\$74,999	8.4%	8.9%	17.4%	13.7%
\$75-\$99,999	2.9%	9.4%	10.7%	6.6%
\$100-\$149,999	6.2%	3.5%	6.7%	3.8%
\$150-\$199,999	4.9%	2.0%	3.6%	2.6%
\$200,000+	3.4%	0.6%	2.7%	1.9%
Med Inc.	\$29,273	\$28,363	\$41,613	\$28,195

Source: 2010 Census, ESRI Business Systems

A high percentage of Plainfield senior HHs 65+ operate on income of less than \$25,000 - estimated at 41%. 60 % earn under \$35,000.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Plainfield % Total	Windham Ct % Total
Married Couple - Family	0.8%	1.6%
Other Family HHs (spouse not present)	1.7%	3.5%
Non-Family HHs	3.0%	4.6%
Poverty Ratio - Total	5.5%	9.6%

Poverty rate in Plainfield was moderate at 5.5% affecting mostly seniors.

Source: ACS Population Survey, ESRI Business Systems

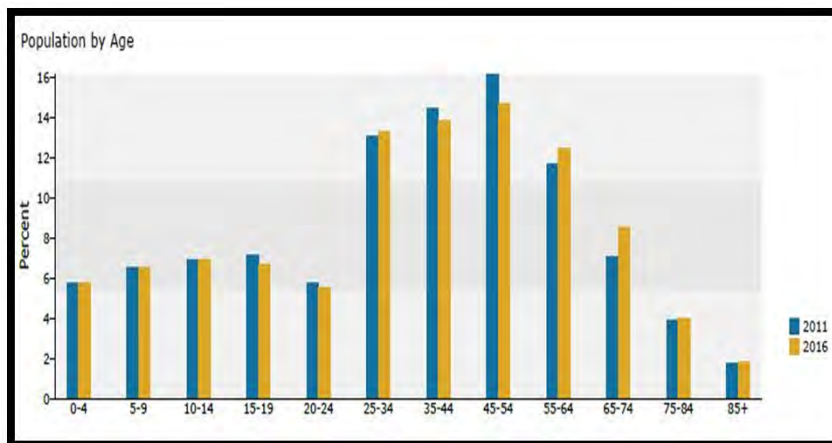
Age Trends

Population - 2010	Plainfield % Total	Windham Ct % Total
Age 18+	76.1%	77.7%
Age 65+	12.5%	12.8%
Age 75+	5.6%	5.9%
Median Age	38.4	39.1

Plainfield's age profile generally mirrors the county with median age of 38.4 vs. 39.1 for the county.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Plainfield's 65+ population is expected to grow in share to 14.4 by 2016 from 12.5% in 2010.

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3. Housing Trends

Tenure and Vacancy

HH's	Plainfield		Windham County	
	2000	2010	2000	2010
Own-Occp	68.6%	70.9%	67.4%	69.3%
Own-Units	3,735	4,061	27,736	31,075
Rent-Occp	31.4%	29.1%	32.6%	30.7%
Rent Units	1,708	1,665	13,406	13,735
Ttl Occp Units	5,443	5,726	41,142	44,810
Vacancy	4.1%	8.1%	6.4%	8.7%

Source: 2010 Census, ESRI Business Systems

Tenure in Plainfield largely owner-occupant with 71% in 2010, an uptick from 69% in 2000. Notably rentals declined in share and numbers.

Vacancy stood at 8% in 2010, somewhat high but not considered a major impediment to rent growth.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Plainfield	Windham County
1 Detached	66.4%	65.3%
1-Attached	4.3%	2.1%
2-unit	10.8%	9.2%
3/4 unit	8.7%	6.5%
5+ units	9.8%	17.0%
Total Housing Units - 2010	6,229	49,073

Source: ACS Housing Surveys, ESRI Business Systems

Plainfield's housing inventory is a broad mix consisting of over half in single-detached (66%), 4% townhouses, 3% in mobile homes, 19% 2-4 private MF homes, and the balance of 7% in higher density of over 5+ units- primarily under 20 units.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Plainfield	Windham County
Under \$200	12.4%	6.9%
\$200-\$399	7.5%	10.5%
\$400-\$599	14.9%	22.9%
\$600-\$799	27.7%	32.3%
\$800-\$999	26.8%	14.3%
\$1000-\$1249	0.0%	3.6%
\$1250-\$1499	3.6%	2.3%
\$1500-\$1999	0.0%	0.5%
above \$2000	0.0%	0.5%
Median Contract Rent	\$687	\$652

Source: ACS Housing Surveys, ESRI Business Systems

Like much of Windham County, Plainfield's rent structure is low with very little found above \$1,000. Median rent for Plainfield was estimated at \$687/m in 2010.

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4. Rental Housing Market

Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1	5	\$605	\$594	34	\$500-\$650
2	3	\$708	\$708	57	\$500-\$800
3	1	\$900	\$900	105	\$900-\$900
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	***	\$845	\$982	\$1,230

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