

Connecticut Towns: Market Assessment Briefs

Town: Plainville, CT
County: Hartford County

1. Economic Trends

Major Employers - Plainville

Employer
Tilcon Connecticut, Inc.
GEMS Sensors, Inc.
Wheeler Clinic
Manafort Brothers, Inc.
Plainville Board of Education

Plainville's largest private employers are linked with Health care, Construction industry, and Manufacturing (Pressure switches and sensors).

Source: CERC Town Profiles, 2012

Key Job Sectors - Plainville

Industry Sector - 2011	% Share of Jobs
Manufacturing	17.9%
Retail Trade	14.0%
Construction	13.0%
Health Care	11.2%
Accom & Food Services	9.2%
Government	7.1%

Underpinning Plainville's local economy is Manufacturing and Construction which together contribute nearly 3,000 jobs in 2011. Other key sectors include retail trade at 1,280 jobs, and health care with 1,025.

Source: CT Dept. of Labor

Labor Force & Employment Trends

Labor Force +Employment	Plainville	Hartford County
Labor Force-2011	10,507	472,551
Unemployment -2011	8.7%	9.2%
Total Employment -Workplace	9,193	487,169
2005 - 2011 - Annual Growth	0.2%	0.1%
2010 - 2011 - Annual Growth	0.7%	1.1%

Source: CT Dept. of Labor

Unemployment was high in Plainville in 2011 at 8.7% - but below the county(9.2%) and on par with the state (8.8%).

Local Job growth 2005-2011 was essentially flat - though in 2011, the town reported a more positive increase approaching 1%.

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2. Demographic Trends

Population Trends

Population	Plainville	Hartford County
2000 Total population	17,203	857,183
2010 Total Population	17,716	894,014
Annual Percentage Growth	0.30%	0.43%
2011 Total Population (est)	17,861	894,443
2016 Total Population (proj.)	18,348	904,416
2011– 2016 Annual Rate	0.54%	0.22%

Plainville's population grew by nearly 3% last decade and is projected to grow at a faster pace 2011-2016.

Source: 2010 Census, ESRI Business Systems

Household Trends

Household	Plainville	Hartford County
2000 Total Households	7,339	335,098
2010 Total Households	7,580	350,854
Annual Percentage Growth	0.33%	0.47%
2011 Total Households (est.)	7,628	351,028
2016 Total Households (proj.)	7,802	355,438
2011– 2016 Annual Rate	0.46%	0.25%

Plainville also gained 241 households 2000-2010, representing a 3.2% increase. Further positive growth averaging 0.46% annually is expected for 2011-2016.

Source: 2010 Census, ESRI Business Systems

Race & Ethnicity

% Share of Population

Population - 2010	Plainville	Hartford County
White Alone	90.8%	72.4%
Black Alone	3.0%	13.3%
Asian Alone	2.2%	4.2%
Hispanic (Any Race)	6.2%	15.3%

Largest minority group in Plainville are Hispanics (any race) at 6.2%. This group also experienced the greatest growth on a percentage basis last decade.

Change - 2000 to 2010

White Alone	-2.9%	-5.9%
Black Alone	30.4%	13.7%
Asian Alone	29.4%	68.0%
Hispanic (Any Race)	72.2%	33.0%

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

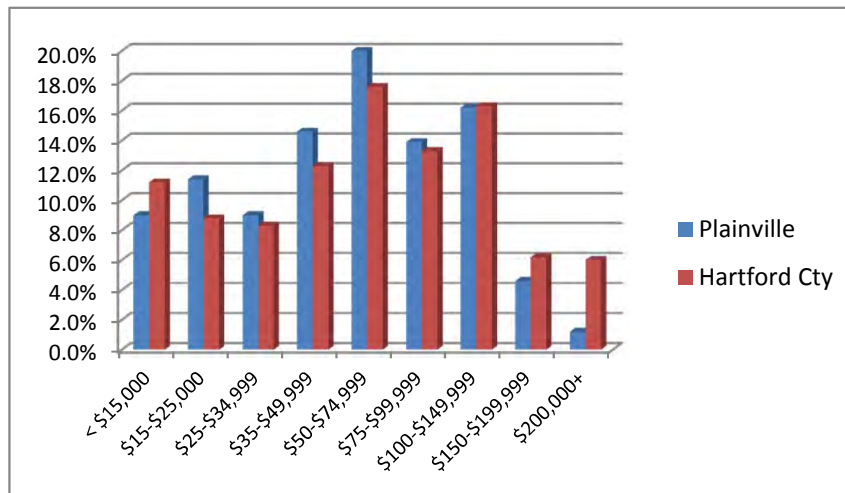
Median Income

Median HH Income	Plainville	Hartford County
2000	\$48,385	\$50,777
2011 (est.)	\$55,500	\$61,074
Annual Avg % Growth	1.3%	1.8%

Source: 2010 Census, ESRI Business Systems

Plainville is a moderate income community with estimated HH median at \$55,500.

HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Plainville's HH income distribution is most concentrated in the middle income bracket \$35-\$75,000 (34%) - though one in five households earn under \$25,000.

HH Income Distribution - 65+ (2010)

HH's	Plainville		Hartford County	
	65-74	75+	65-74	75+
Total HHs	877	874	39,468	41,833
< \$15,000	7.5%	16.2%	11.5%	19.5%
\$15-\$25,000	15.6%	22.2%	11.1%	16.2%
\$25-\$34,999	7.8%	17.2%	10.4%	12.7%
\$35-\$49,999	17.3%	15.8%	16.2%	14.1%
\$50-\$74,999	22.2%	11.1%	20.0%	15.0%
\$75-\$99,999	17.0%	8.6%	13.6%	10.3%
\$100-\$149,999	10.5%	4.5%	9.1%	6.1%
\$150-\$199,999	1.7%	3.8%	3.6%	3.2%
\$200,000+	0.3%	0.7%	4.4%	3.0%
Med Inc.	\$51,271	\$30,967	\$50,601	\$36,308

Source: 2010 Census, ESRI Business Systems

Nearly one-third of Plainville's senior HHs 65+ earn under \$25,000; 29% earn between \$25-\$50,000.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Plainville % Total	Hartford Ct % Total
Married Couple - Family	0.4%	1.1%
Other Family HHs (spouse not present)	2.2%	3.9%
Non-Family HHs	3.2%	5.2%
Poverty Ratio - Total	5.8%	10.2%

The 2010 Poverty rate for Plainville is estimated near 6%, well below the rate for the county.

Source: ACS Population Survey, ESRI Business Systems

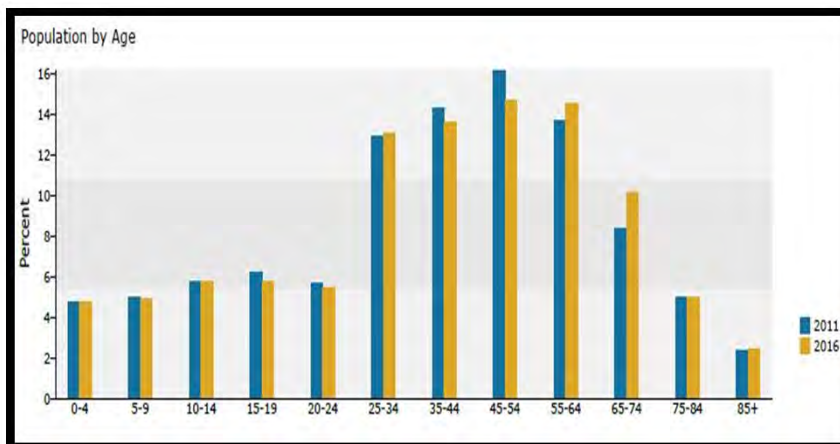
Age Trends

Population - 2010	Plainville % Total	Hartford Ct % Total
Age 18+	80.4%	77.2%
Age 65+	15.5%	14.6%
Age 75+	7.3%	7.4%
Median Age	41.9	39.9

Plainville has an older population profile compared to the county, with fewer children/young adults on a percentage basis, and higher percentage of seniors over 65.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

The aging of the baby boom generation is expected to push the share of residents over 65 in Plainville from 15.5% in 2010 to 17.6%.

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3. Housing Trends

Tenure and Vacancy

HH's	Plainville		Hartford County	
	2000	2010	2000	2010
Own-Occp	69.5%	71.6%	64.2%	65.5%
Own-Units	5,133	5,429	215,275	229,920
Rent-Occp	30.5%	28.4%	35.8%	34.5%
Rent Units	2,250	2,151	119,823	120,934
Ttl Occp Units	7,383	7,580	335,098	350,854
Vacancy	4.2%	6.0%	5.1%	6.3%

Source: 2010 Census, ESRI Business Systems

Plainville tenure is weighted towards ownership with 72% in 2010, from 69% in 2000.

Not unexpectedly, vacancy rate for 2010 is higher in 2010 than in 2000, reflecting a housing market still recovering from an earlier national-state housing collapse.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Plainville	Hartford County
1 Detached	61.0%	55.0%
1-Attached	5.3%	5.5%
2-unit	10.0%	7.8%
3/4 unit	7.2%	10.0%
5+ units	16.5%	21.7%
Total Housing Units - 2010	8,063	374,249

Source: ACS Housing Surveys, ESRI Business Systems

The majority of homes in Plainville are single detached, but broad representation is also found in smaller private MF homes (2-4 units) and denser properties of 5 units or more - with 6% seen in larger communities over 20 units.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Plainville	Hartford County
Under \$200	8.3%	6.9%
\$200-\$399	4.9%	8.7%
\$400-\$599	29.2%	14.6%
\$600-\$799	21.3%	28.0%
\$800-\$999	19.2%	21.8%
\$1000-\$1249	4.0%	10.5%
\$1250-\$1499	3.1%	3.4%
\$1500-\$1999	0.0%	1.3%
above \$2000	0.0%	1.2%
Median Contract Rent	\$639	\$733

Source: ACS Housing Surveys, ESRI Business Systems

The rent rate profile in Plainville is moderate with threshold seen at the \$1250/m level. Median rent for 2010 was estimated at \$639/m.

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4. Rental Housing Market

Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0	2	\$555	\$555	67	\$555-\$555
1					
2	15	\$1,061	\$1,058	39	\$700-\$1275
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	6	\$845	\$845	17	\$675-\$900
2	15	\$1,160	\$1,133	48	\$895-\$1300
3	4	\$1,323	\$1,323	19	\$1200-\$1495
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>	2	***	\$898	\$1,157	***

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