

## Connecticut Towns: Market Assessment Briefs

**Town:** *Plymouth, CT*  
**County:** *Litchfield County*

### 1. Economic Trends

#### Major Employers - Plymouth

Employer
Town of Plymouth
Cook-Willow Health Center
Coldform, Inc.
Richards Corp.
Iseli Co.

Plymouth is home to a number of large manufacturers producing products that include precision fasteners (Coldform) and machined products (Iseli). Major employers are also found in Healthcare (Cook-Willow) and Construction (Richards) as well as Government.

Source: CERC Town Profiles, 2012

#### Key Job Sectors - Plymouth

Industry Sector - 2011	% Share of Jobs
Manufacturing	19.0%
Construction	12.5%
Health Care	10.1%
Retail Trade	9.4%
Wholesale Trade	4.6%
Government	20.0%

Manufacturing and Construction play an essential role in Plymouth's economy providing nearly one-third of all jobs in town.

Source: CT Dept. of Labor

#### Labor Force & Employment Trends

Labor Force +Employment	Plymouth	Litchfield County
Labor Force-2011	7,104	106,511
Unemployment -2011	10.1%	8.2%
Total Employment -Workplace	2,001	59,580
2005 - 2011 - Annual Growth	-1.1%	-0.6%
2010 - 2011 - Annual Growth	0.3%	1.2%

Source: CT Dept. of Labor

Unemployment stood at 10.1% in 2011, down from 11.3% in 2010. Despite the decline in joblessness, Plymouth was still significantly higher than the county overall.

Along with high unemployment, the town has witnessed an erosion in jobs equating to -6.4% 2005-2011, though CT DOL reported a modest increase in 2011.

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### 2. Demographic Trends

#### Population Trends

Population	Plymouth	Litchfield County
<b>2000 Total population</b>	11,634	182,193
<b>2010 Total Population</b>	12,243	189,927
<b>Annual Percentage Growth</b>	0.52%	0.42%
<b>2011 Total Population (est)</b>	12,202	189,377
<b>2016 Total Population (proj.)</b>	12,251	190,178
<b>2011– 2016 Annual Rate</b>	0.08%	0.08%

Plymouth's population growth was steady in the 2000s adding 609 residents, but future growth near term is expected to be much slower in pace.

Source: 2010 Census, ESRI Business Systems

#### Household Trends

Household	Plymouth	Litchfield County
<b>2000 Total Households</b>	4,453	71,551
<b>2010 Total Households</b>	4,803	76,640
<b>Annual Percentage Growth</b>	0.76%	0.69%
<b>2011 Total Households (est.)</b>	4,784	76,415
<b>2016 Total Households (proj.)</b>	4,830	77,279
<b>2011– 2016 Annual Rate</b>	0.19%	0.23%

Consistent with population growth, Plymouth saw healthy gains in households last decade , Future gains however will be more moderate averaging 0.2% annually vs. 0.8% last decade.

Source: 2010 Census, ESRI Business Systems

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Plymouth	Litchfield County
<b>White Alone</b>	96.0%	93.9%
<b>Black Alone</b>	0.8%	1.3%
<b>Asian Alone</b>	0.8%	1.5%
<b>Hispanic (Any Race)</b>	3.0%	4.5%

Hispanics (any race) are the largest minority in Plymouth with 3% of the resident base . This group also witnessed the highest rate of growth at 130%.

##### Change - 2000 to 2010

<b>White Alone</b>	-1.3%	-2.0%
<b>Black Alone</b>	0.0%	18.2%
<b>Asian Alone</b>	100.0%	25.0%
<b>Hispanic (Any Race)</b>	130.8%	114.3%

Source: 2010 Census, ESRI Business Systems

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

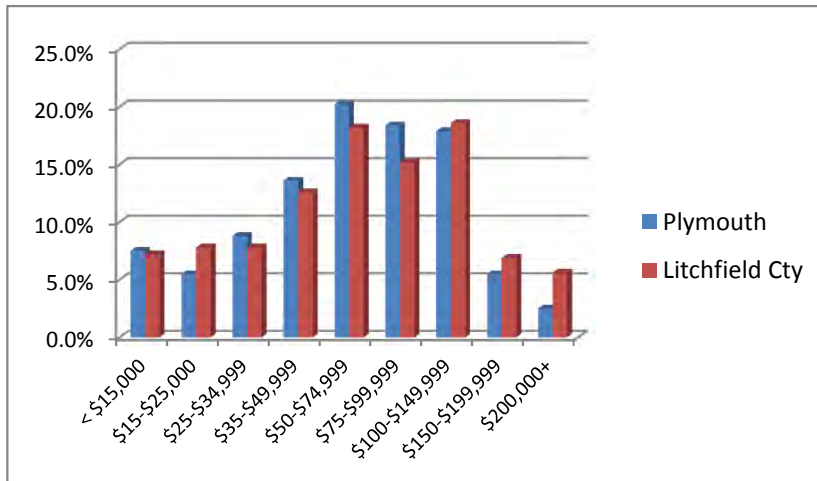
#### Median Income

Median HH Income	Plymouth	Litchfield County
<b>2000</b>	\$54,114	\$56,199
<b>2011 (est.)</b>	\$65,962	\$68,271
<b>Annual Avg % Growth</b>	2.0%	2.0%

Plymouth is considered largely a blue collar, middle income community with median income of \$65,962 in 2011.

Source: 2010 Census, ESRI Business Systems

#### HH Income Distribution (2011)



Over half the households in Plymouth (56%) report incomes within the bandwidth of \$50-\$150,000, while 13% earn under \$25,000.

Source: 2010 Census, ESRI Business Systems

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

HH's	Plymouth		Litchfield County	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b>483</b>	<b>489</b>	<b>9,086</b>	<b>8,679</b>
< \$15,000	11.8%	10.8%	7.3%	18.7%
\$15-\$25,000	12.4%	11.2%	10.2%	17.5%
\$25-\$34,999	18.8%	8.2%	9.9%	12.0%
\$35-\$49,999	23.0%	9.6%	13.4%	11.0%
\$50-\$74,999	12.6%	14.1%	24.6%	14.1%
\$75-\$99,999	5.6%	24.1%	11.7%	9.4%
\$100-\$149,999	3.5%	2.2%	9.9%	8.5%
\$150-\$199,999	3.9%	15.5%	5.9%	5.3%
\$200,000+	8.3%	4.1%	7.1%	3.6%
<b>Med Inc.</b>	<b>\$38,282</b>	<b>\$66,122</b>	<b>\$56,781</b>	<b>\$36,932</b>

23% of Plymouth's senior HHs 65+ operate on incomes of under \$25,000. Another 30% earn between 25,000 and \$50,000. Oddly, median income is lower for households 65-74 vs. more senior HHs of 75+.

Source: 2010 Census, ESRI Business Systems

## Connecticut Towns: Market Assessment Briefs

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

#### Poverty Rates

Households - 2010	Plymouth % Total	Litchfield Ct % Total
Married Couple - Family	0.7%	0.8%
Other Family HHs (spouse not present)	1.4%	1.4%
Non-Family HHs	2.0%	4.0%
<b>Poverty Ratio - Total</b>	<b>4.1%</b>	<b>6.1%</b>

The poverty ratio in Plymouth is moderate at 4.1% compared to Litchfield County higher rate of 6.1%.

Source: ACS Population Survey, ESRI Business Systems

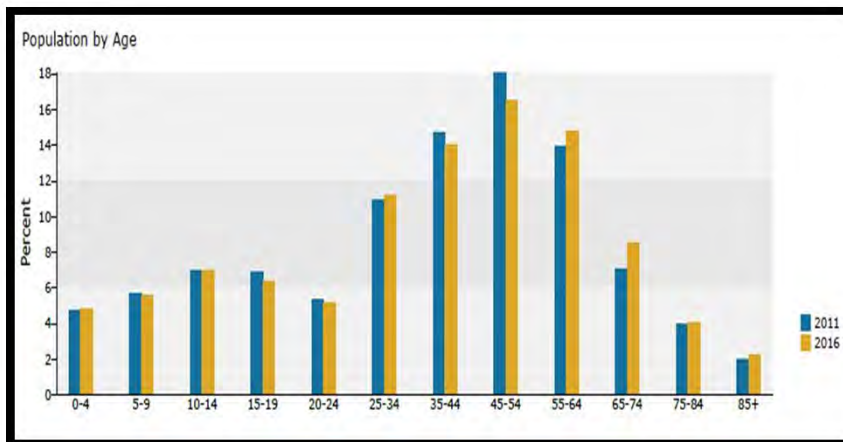
#### Age Trends

Population - 2010	Plymouth % Total	Litchfield Ct % Total
Age 18+	77.9%	78.4%
Age 65+	12.8%	16.0%
Age 75+	6.0%	7.5%
<b>Median Age</b>	<b>41.8</b>	<b>44.4</b>

Plymouth is somewhat younger compared to the county, with higher ratio of residents under 18 years of age and lower ratio of seniors 65+.

Source: 2010 Census, ESRI Business Systems

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Increases on a percentage basis are expected for age-cohorts 55-74, with the 65+ population expected to expand in share to 14.7%.

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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Plymouth		Litchfield County	
	2000	2010	2000	2010
<b>Own-Occp</b>	78.5%	79.7%	75.2%	76.3%
<b>Own-Units</b>	3,498	3,830	53,822	58,455
<b>Rent-Occp</b>	21.5%	20.3%	24.8%	23.7%
<b>Rent Units</b>	957	973	17,755	18,185
<b>Ttl Occp Units</b>	4,456	4,803	71,577	76,640
<b>Vacancy</b>	4.2%	6.0%	9.7%	12.5%

Source: 2010 Census, ESRI Business Systems

Plymouth's Owner-occupants resided in 4 out of 5 occupied homes/units in 2010. This tenure type also grew in share and numbers from 2000.

Vacancy in 2010 was reported at 6%, which is slightly higher than the rate in 2000, but not at a level considered detrimental to the

#### Housing Characteristics

##### % Share of Total Housing

Structure Type - 2010	Plymouth	Litchfield County
<b>1 Detached</b>	75.5%	73.3%
<b>1-Attached</b>	3.0%	3.8%
<b>2-unit</b>	6.5%	7.1%
<b>3/4 unit</b>	7.9%	5.7%
<b>5+ units</b>	7.1%	10.1%
<b>Total Housing Units - 2010</b>	5,109	87,550

Source: ACS Housing Surveys, ESRI Business Systems

Housing types in Plymouth is mostly linked with single detached homes(76%) with the balance seen in roughly equal distribution between attached townhomes, smaller multi-family homes (2-4 units) and higher density housing (5+ units). An estimated 2% of Plymouths housing is also found in mobile homes.

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

Contract Rent - 2010 Distribution	Plymouth	Litchfield County
<b>Under \$200</b>	4.8%	4.7%
<b>\$200-\$399</b>	4.5%	7.9%
<b>\$400-\$599</b>	16.0%	18.2%
<b>\$600-\$799</b>	50.5%	30.0%
<b>\$800-\$999</b>	9.4%	15.8%
<b>\$1000-\$1249</b>	2.9%	7.5%
<b>\$1250-\$1499</b>	3.8%	3.1%
<b>\$1500-\$1999</b>	0.0%	2.2%
<b>above \$2000</b>	0.0%	2.0%
<b>Median Contract Rent</b>	\$635	\$693

Source: ACS Housing Surveys, ESRI Business Systems

Market rents in Plymouth are generally moderate falling between \$600 to \$1,000. Thresholds for condos and townhomes tend to be higher at \$1,250 -\$1,300. 2010 Median rent in Plymouth was estimated at \$635/m, below the level estimate 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	3	\$616	\$600	48	\$500-\$750
2	15	\$783	\$783	72	\$595-\$1100
3	6	\$1,083	\$1,075	23	\$1000-\$1200
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	\$1,081	\$1,070	57	\$950-\$1250
3					
4					

Source: CT MLS

(Dom- Days on Market)