

Connecticut Towns: Market Assessment Briefs

Town: *South Windsor, CT*
County: *Hartford County*

1. Economic Trends

Major Employers - South Windsor

Employer
Town of South Windsor
DST Outpost
UTC Power
Filenes
Gerber Scientific

Top employers in South Windsor are an eclectic mix of fuel cell developers (UTC Power), manufacturer of sign making equipment, materials and software (Gerber), warehousing and distribution (Filenes) and electronic mail delivery solutions (DST Outpost).

Source: CERC Town Profiles - 2012

Key Job Sectors

Industry Sector - 2011	% Share of Jobs
Manufacturing	26.1%
Wholesale Trade	12.1%
Retail Trade	10.4%
Health Care	7.5%
Accom & Food Services	6.3%
Government	9.4%

South Windsor's economic base is dominated by manufacturing linked in part to major employers listed above but also to the many manufacturers that have evolved in support of Pratt & Whitney in nearby East Hartford. More recently retail trade employment has grown in stature with the opening of the 1.2 millions sf Promenade Shops@Evergreen

Source: CT Dept. of Labor

Labor Force & Employment Trends

Labor Force +Employment	South Windsor	Hartford County
Labor Force-2011	14,743	472,551
Unemployment -2011	6.5%	9.2%
Total Employment -Workplace	11,870	487,169
2005 - 2011 - Annual Growth	0.4%	0.1%
2010 - 2011 - Annual Growth	0.7%	1.1%

Source: CT Dept. of Labor

South Windsor's unemployment was listed at 6.5% in 2011, suggesting a relatively stable labor force. Joblessness in the county was 9.2% and the state was 8.8%.

Trends in job growth were positive over the 2005-2011 period and 2011 year over year.

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2. Demographic Trends

Population Trends

Population	South Windsor	Hartford County
2000 Total population	24,442	857,183
2010 Total Population	25,709	894,014
Annual Percentage Growth	0.51%	0.42%
2011 Total Population (est)	26,062	894,014
2016 Total Population (proj.)	26,788	904,416
2011– 2016 Annual Rate	0.55%	0.22%

Source: 2010 Census, ESRI Business Systems

South Windsor was one of many towns east of the river that experienced healthy population gains last decade as the eastern part of the state grew in popularity as resident location.

Household Trends

Household	South Windsor	Hartford County
2000 Total Households	8,915	335,098
2010 Total Households	9,918	350,854
Annual Percentage Growth	1.07%	0.46%
2011 Total Households (est.)	10,057	351,028
2016 Total Households (proj.)	10,418	355,438
2011– 2016 Annual Rate	0.72%	0.25%

Source: 2010 Census, ESRI Business Systems

South Windsor reported an 11% gain in households, 2000-2010, one of the more robust increases for a town in the state. The rate of increase is projected to moderate 2011-2016, but not by much.

Race & Ethnicity

% Share of Population

Population - 2010	South Windsor	Hartford County
White Alone	84.6%	72.4%
Black Alone	3.8%	13.3%
Asian Alone	8.1%	4.2%
Hispanic (Any Race)	4.3%	15.6%

Change - 2000 to 2010

White Alone	-7.5%	-5.9%
Black Alone	26.7%	13.7%
Asian Alone	118.9%	68.0%
Hispanic (Any Race)	87.0%	35.7%

Source: 2010 Census, ESRI Business Systems

Asians are the dominant minority group in town in 2010 making up 8% of the population, more than doubling in share last decade. The town's Hispanic population is also increasing at a hefty rate: from 2.3% in 2000 to 4.3% in 2010.

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2. Demographic Trends (Cont'd)

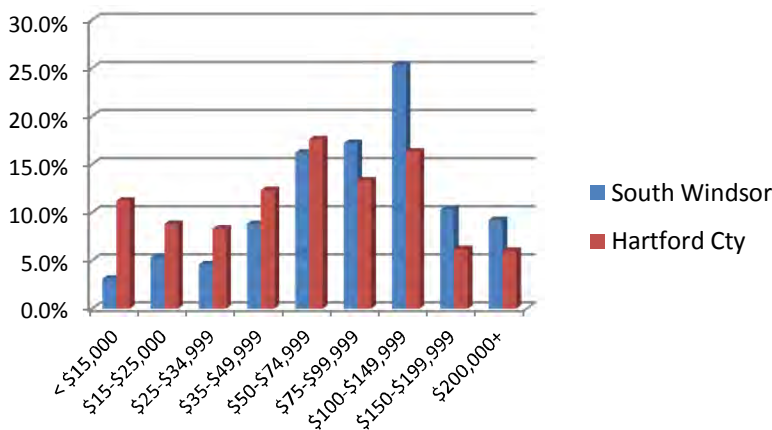
Median Income

Median HH Income	South Windsor	Hartford County
2000	\$73,875	\$50,777
2011 (est.)	\$90,695	\$61,074
Annual Avg % Growth	2.1%	1.8%

South Windsor is a relatively affluent town with median household income of over \$90,000.

Source: 2010 Census, ESRI Business Systems

HH Income Distribution (2011)



Income Distribution for South Windsor reveals a high concentration of households at the income band of \$100,000-\$150,000, while 45% report incomes over \$100,000. By contrast, only 8.4% of town's HHs are at incomes under \$25,000.

Source: 2010 Census, ESRI Business System

HH Income Distribution - 65+ (2010)

HH's	South Windsor		Hartford County	
	65-74	75+	65-74	75+
Total HHs	1,099	911	39,468	41,833
< \$15,000	2.5%	9.1%	11.5%	19.5%
\$15-\$24,999	5.1%	17.7%	11.1%	16.2%
\$25-\$34,999	6.6%	12.2%	10.4%	12.7%
\$35-\$49,999	14.7%	11.5%	16.2%	14.1%
\$50-\$74,999	29.5%	18.6%	20.0%	15.0%
\$75-\$99,999	16.6%	16.7%	13.6%	10.3%
\$100-\$149,999	14.7%	7.0%	9.1%	6.1%
\$150-\$199,999	4.5%	3.3%	3.6%	3.2%
\$200,000+	5.7%	4.0%	4.4%	3.0%
Med Inc.	\$65,237	\$49,161	\$50,601	\$36,308

16% of South Windsor's senior HHs 65+ have incomes under \$25,000; 22% earn between \$25,000-\$50,000. The upper income households base at over \$100,000 accounts for 20%.

Source: 2010 Census, ESRI Business Systems

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	South Windsor % Total	Hartford Ct % Total
Married Couple - Family	0.3%	1.1%
Other Family HHs (spouse not present)	0.5%	3.9%
Non-Family HHs	1.5%	5.2%
Poverty Ratio - Total	2.2%	10.2%

Poverty rate in South Windsor is low at 2.2% - far below the 10.2% estimated for the county.

Source: ACS Population Survey, ESRI Business Systems

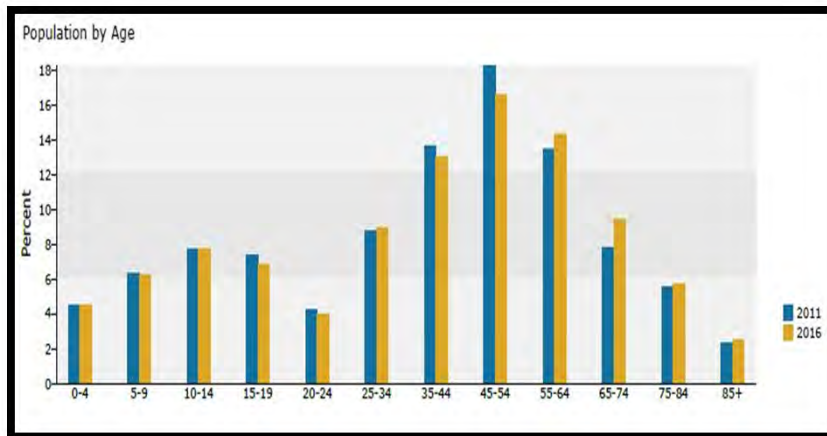
Age Trends

Population - 2010	South Windsor % Total	Hartford Ct % Total
Age 18+	75.9%	77.2%
Age 65+	15.4%	14.6%
Age 75+	7.8%	7.4%
Median Age	43.2	39.9

Median age in South Windsor is 43.9 compared to the county at 39.9.

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

The town's share of seniors (65+) is expected to shift upwards to 17.7% by 2016. This compares to 15.4% in 2010.

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3. Housing Trends

Tenure and Vacancy

HH's	South Windsor		Hartford County	
	2000	2010	2000	2010
Own-Occp	89.3%	87.6%	64.2%	65.5%
Own-Units	7,955	8,688	215,275	229,920
Rent-Occp	10.7%	12.4%	35.8%	34.5%
Rent Units	952	1,230	119,823	120,934
Ttl Occp Units	8,908	9,918	335,098	350,854
Vacancy	1.8%	3.2%	5.1%	6.3%

Source: 2010 Census, ESRI Business Systems

South Windsor saw a notable shift in its tenure base last decade with ratio of rental occupied units jumping to 12.4% in 2010 - from 10.7% a decade earlier. Presumably this was associated with expanded condo rentals as no new rental apartments were added to town stock.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	South Windsor	Hartford County
1 Detached	74.2%	55.0%
1-Attached	10.4%	5.5%
2-unit	1.1%	7.8%
3/4 unit	1.9%	10.0%
5+ units	12.5%	21.7%
Total Housing Units - 2010	9,874	374,249

Source: ACS Housing Surveys, ESRI Business Systems

South Windsor's housing consists of primarily of single family detached, condos and townhomes, and a few small rentals - plus larger independent senior housing. There is very little private multi-family housing (2-4 units) in town that often functions as a rental alternative in areas with little or no conventional apartments.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	South Windsor	Hartford County
Under \$200	1.3%	6.9%
\$200-\$399	6.2%	8.7%
\$400-\$599	1.5%	14.6%
\$600-\$799	24.4%	28.0%
\$800-\$999	15.2%	21.8%
\$1000-\$1249	8.9%	10.5%
\$1250-\$1499	11.2%	3.4%
\$1500-\$1999	0.9%	1.3%
above \$2000	1.2%	1.2%
Median Contract Rent	\$817	\$733

Source: ACS Housing Surveys, ESRI Business Systems

Rental rates in South Windsor cluster within a wide bandwidth between \$600 to \$1500. 2010 estimated median rent for the town was determined as \$817/m.

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4. Rental Housing Market

Condo	BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
	0					
	1	17	873	\$891	28	\$775-\$1300
	2	29	1196	\$1,181	25	\$900-\$1500
	3					
	4					

Source: CT MLS

(Dom- Days on Market)