

Connecticut Towns: Market Assessment Briefs

Town: *Stafford, CT*
County: *Tolland County*

1. Economic Trends

Major Employers - Stafford

Employer
Johnson Memorial Corporation
TTM Technologies
Stafford Board of Education
Evergreen Healthcare Center
Cuno

Source: CERC Town Profiles - 2012

Stafford is largely a bedroom community but does support a sizeable employment base primarily in manufacturing and health care. Largest manufacturing employers are TTM Technologies, a producer of circuit boards and custom assemblies, and Cuno, producer of water filtration systems. Anchoring the health care sector is Johnson Memorial, a 90-bed sub acute care center, and Evergreen a nursing home and rehab center also located on the hospital campus.

Key Job Sectors

Industry Sector - 2011	% Share of Jobs
Manufacturing	28.0%
Health Care	25.6%
Retail Trade	11.3%
Accom & Food Services	5.0%
Construction	3.8%
Government	14.7%

Source: CT Dept. of Labor

Over 50% of Stafford's job base (1,914 jobs) is found within the Manufacturing and Health Care sectors. Retail is a distant third in private employment with 402 in 2011.

Labor Force & Employment Trends

Labor Force +Employment	Stafford	Tolland County
Labor Force-2011	7,124	87,640
Unemployment -2011	8.7%	7.4%
Total Employment -Workplace	3,565	40,234
2005 - 2011 - Annual Growth	-1.6%	0.4%
2010 - 2011 - Annual Growth	-2.1%	8.8%

Source: CT Dept. of Labor

The 2011 unemployment data for Stafford indicates a higher rate of joblessness in town than the county - though just below the recorded rate for the state (8.8%).

Overall employment in town has shrunk by nearly 370 between 2005-2011, a trend amplified by a 2% decline in 2011 year over year, in sharp contrast to county growth of nearly 9%.

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2. Demographic Trends

Population Trends

Population	Stafford	Tolland County
2000 Total population	11,307	136,364
2010 Total Population	12,087	152,691
Annual Percentage Growth	0.67%	1.14%
2011 Total Population (est)	12,132	153,218
2016 Total Population (proj.)	12,357	157,286
2011– 2016 Annual Rate	0.37%	0.53%

Source: 2010 Census, ESRI Business Systems

Stafford posted steady gains in population and households in the 2000s, though at slower rate to the county overall. Population gains are expected going forward, but at half the rate achieved last decade.

Household Trends

Household	Stafford	Tolland County
2000 Total Households	4,353	49,431
2010 Total Households	4,767	54,477
Annual Percentage Growth	0.91%	0.98%
2011 Total Households (est.)	4,781	54,687
2016 Total Households (proj.)	4,901	56,466
2011– 2016 Annual Rate	0.50%	0.65%

Source: 2010 Census, ESRI Business Systems

Stafford recorded a net gain of 414 HHs last decade, or an average of 41 households per year. For the period 2011-2016, the projected average is expected to be considerably less at 24HHs/year.

Race & Ethnicity

% Share of Population

Population - 2010	Stafford	Tolland County
White Alone	95.5%	89.8%
Black Alone	0.7%	3.3%
Asian Alone	1.1%	3.4%
Hispanic (Any Race)	2.9%	4.3%

Change - 2000 to 2010

White Alone	-1.4%	-2.7%
Black Alone	16.7%	22.2%
Asian Alone	22.2%	47.8%
Hispanic (Any Race)	70.6%	53.6%

Source: 2010 Census, ESRI Business Systems

Hispanics are the largest minority group in town at 2.9%, up from 1.7% in 2000.

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2. Demographic Trends (Cont'd)

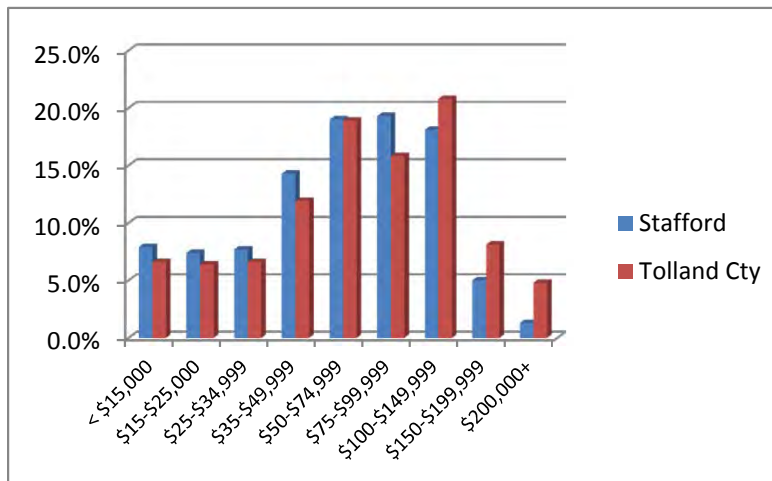
Median Income

Median HH Income	Stafford	Tolland County
2000	\$53,013	\$59,035
2011 (est.)	\$64,499	\$74,247
Annual Avg % Growth	2.0%	2.3%

Source: 2010 Census, ESRI Business Systems

Stafford is a middle income community with a median income below the county.

HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Stafford's income profile differs largely from the county in the level of higher income HHs, with 24% of its residents earning above \$100,000 vs. 34% for the county. A comparison of lower income share reveals similar ratios of 15% for the town and 13% for the county (\$25,000 and less).

HH Income Distribution - 65+ (2010)

HH's	Stafford		Tolland County	
	65-74	75+	65-74	75+
Total HHs	469	433	5,931	4,944
< \$15,000	8.3%	33.7%	6.7%	20.0%
\$15-\$25,000	11.7%	10.2%	8.3%	14.4%
\$25-\$34,999	8.7%	9.5%	8.5%	8.9%
\$35-\$49,999	17.1%	7.6%	12.4%	11.0%
\$50-\$74,999	22.4%	10.2%	24.2%	17.4%
\$75-\$99,999	10.7%	5.8%	11.1%	6.7%
\$100-\$149,999	16.8%	13.9%	15.6%	11.4%
\$150-\$199,999	3.0%	7.2%	4.9%	5.3%
\$200,000+	1.3%	2.1%	8.2%	4.8%
Med Inc.	\$53,130	\$30,850	\$61,759	\$43,178

Source: 2010 Census, ESRI Business Systems

Almost one-third of Stafford's senior HHs (65+) operate at incomes below \$25,000, while 22% earn between \$25,000 to \$50,000.

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2. Demographic Trends (Cont'd)

Poverty Rates

Households - 2010	Stafford % Total	Tolland Ct % Total
Married Couple - Family	1.5%	0.7%
Other Family HHs (spouse not present)	2.1%	1.8%
Non-Family HHs	4.3%	4.6%
Poverty Ratio - Total	7.1%	7.2%

Poverty rates are moderately high in Stafford though nearly equal to the county rate.

Source: ACS Population Survey, ESRI Business Systems

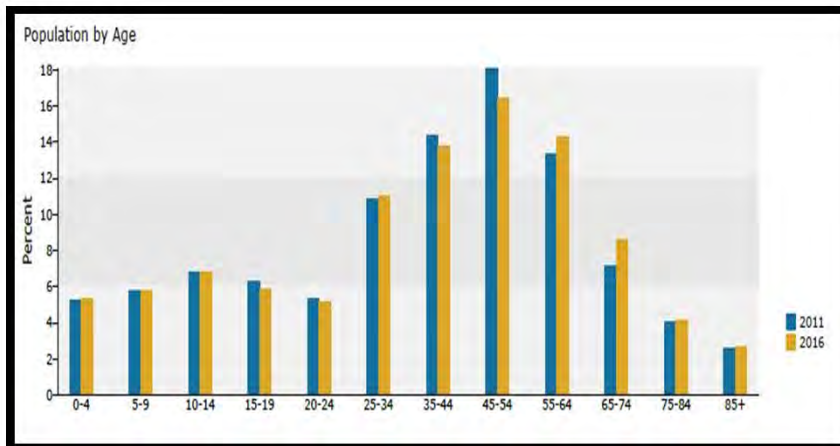
Age Trends

Population - 2010	Stafford % Total	Tolland Ct % Total
Age 18+	77.7%	79.8%
Age 65+	13.5%	11.9%
Age 75+	6.6%	5.2%
Median Age	41.8	38.0

Stafford's share of 65+ population is relatively low compared to many towns in the state but higher than the county - with age profile influenced by the presence of UConn in Storrs (Mansfield).

Source: 2010 Census, ESRI Business Systems

Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Stafford is expected to see an increase of its 65+ resident base in the coming years shooting to 15.4% of town population by 2016 from 13.5% in 2010, and 12.5% in 2000.

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3. Housing Trends

Tenure and Vacancy

HH's	Stafford		Tolland County	
	2000	2010	2000	2010
Own-Occp	74.7%	76.8%	73.4%	75.3%
Own-Units	3,250	3,662	36,309	41,006
Rent-Occp	25.3%	23.2%	26.6%	24.7%
Rent Units	1,103	1,105	13,122	13,471
Ttl Occp Units	4,353	4,767	49,431	54,477
Vacancy	5.7%	7.0%	4.1%	6.0%

Source: 2010 Census, ESRI Business Systems

Three quarters of Stafford's occupied housing in 2010 was owner-occupant - close to the level found for the county. 2010 vacancy on the other hand was higher than the region with a moderately high rate of 7% compared to 6% for the county.

Housing Characteristics

% Share of Total Housing

Structure Type - 2010	Stafford	Tolland County
1 Detached	72.1%	70.5%
1-Attached	3.1%	3.0%
2-unit	5.7%	4.4%
3/4 unit	7.5%	7.1%
5+ units	11.7%	15.0%
Total Housing Units - 2010	5,170	57,963

Source: ACS Housing Surveys, ESRI Business Systems

Most of Stafford's housing is linked to single family . The balance is found in townhomes (3.1%), low density multi-family housing of 2-4 units (13.2%) and higher density multi-family 5-9 units (7.6%). Less than 3% is in structures of 20 units or more.

Rent-occupied Housing by Contract Rent

Renters with Contract Rent

Contract Rent - 2010 Distribution	Stafford	Tolland County
Under \$200	9.1%	3.1%
\$200-\$399	7.5%	5.2%
\$400-\$599	14.2%	8.9%
\$600-\$799	38.7%	30.2%
\$800-\$999	13.6%	22.7%
\$1000-\$1249	4.5%	14.4%
\$1250-\$1499	0.0%	6.4%
\$1500-\$1999	1.2%	4.7%
above \$2000	0.6%	0.4%
Median Contract Rent	\$701	\$804

Source: ACS Housing Surveys, ESRI Business Systems

Rents in Stafford are generally low to moderate - with most units renting below \$900/m. Median rent in town for 2010 was estimated at \$701/m.

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4. Rental Housing Market

Mfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1	2	\$837	\$800	69	\$775-\$825
2	7	\$906	\$906	77	\$700-\$1200
3	2	\$950	\$950	66	\$900-\$1000
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	4	\$1,026	\$1,026	40	\$859-\$1250
3					
4					

Source: CT MLS

(Dom- Days on Market)