

## Connecticut Towns: Market Assessment Briefs

**Town:** Westbrook, CT  
**County:** Middlesex County

### 1. Economic Trends

#### Major Employers - Westbrook

Employer
The Lee Company
IPC Communications Inc.
Tanger Outlet Center
Valley-Shore YMCA
Waters Edge Inn & Resort

Key employers in Westbrook range from a communications firm (IPC Communications), manufacturer of fluid controls (The Lee Co.), a popular shoreline Inn (Water' Edge), Valley Shore YMCA (child care , fitness, youth programs), to 65-store outlet center (Tanger Outlet Center).

Source: CERC, Town Profiles 2012

#### Major Industries - Westbrook

Industry Sector - 2011	% Share of Jobs
Manufacturing	21.2%
Retail Trade	19.8%
Accom & Food Services	17.1%
Health Care	7.7%
Other Services	6.7%
Government	9.3%

Manufacturing plays an important economic role in Westbrook, followed closely by retail - primarily Tangers outlet. Accommodations and Food Services is another major job sector largely due to presence of Water's Edge Inn and Resort featuring 169 guestrooms.

Source: CT Dept. of Labor

#### Labor Force & Employment Trends

Labor Force +Employment	Westbrook	Middlesex County
Labor Force-2011	3,884	95,001
Unemployment -2011	7.2%	7.6%
Total Employment -Workplace	3,653	64,554
2005 - 2011 - Annual Growth	1.1%	-1.0%
2010 - 2011 - Annual Growth	1.7%	0.9%

Job growth in Westbrook was positive 2005-2011, a testament to its diverse economic base. In 2011, the town posted a 1.7% increase in jobs - outperforming the county. 2011 Unemployment was also slightly below the county .

Source: CT Dept. of Labor

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### 2. Demographic Trends

#### Population Trends

Population	Westbrook	Middlesex County
2000 Total population	6,292	155,071
2010 Total Population	6,938	165,676
Annual Percentage Growth	0.98%	0.66%
2011 Total Population (est)	7,026	166,127
2016 Total Population (proj.)	7,338	170,141
2011– 2016 Annual Rate	0.87%	0.48%

Westbrook saw healthy population growth 2000-2010, a trend projected to continue through 2016. .

Source: 2010 Census, ESRI Business Systems

#### Household Trends

Household	Westbrook	Middlesex County
2000 Total Households	2,605	61,341
2010 Total Households	2,948	67,202
Annual Percentage Growth	1.25%	0.92%
2011 Total Households (est.)	2,984	67,391
2016 Total Households (proj.)	3,132	69,334
2011– 2016 Annual Rate	0.97%	0.58%

Household growth in Westbrook has been very strong. Between 2000 and 2010, Westbrook added 343 households and is expected to gain an additional 184 households by 2016.

Source: 2010 Census, ESRI Business Systems

#### Race & Ethnicity

##### % Share of Population

Population - 2010	Westbrook	Middlesex County
White Alone	94.8%	89.2%
Black Alone	0.6%	4.7%
Asian Alone	1.4%	2.6%
Hispanic (Any Race)	4.5%	4.7%

Westbrook has a low minority base - with largest minority (1.9%) identified as "some other race". Persons of Hispanic origin make up 4.5% of the population, close to the share reported for the county.

##### Change - 2000 to 2010

White Alone	-1.0%	-2.3%
Black Alone	-14.3%	6.8%
Asian Alone	-17.6%	62.5%
Hispanic (Any Race)	80.0%	56.7%

Source: 2010 Census, ESRI Business Systems

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

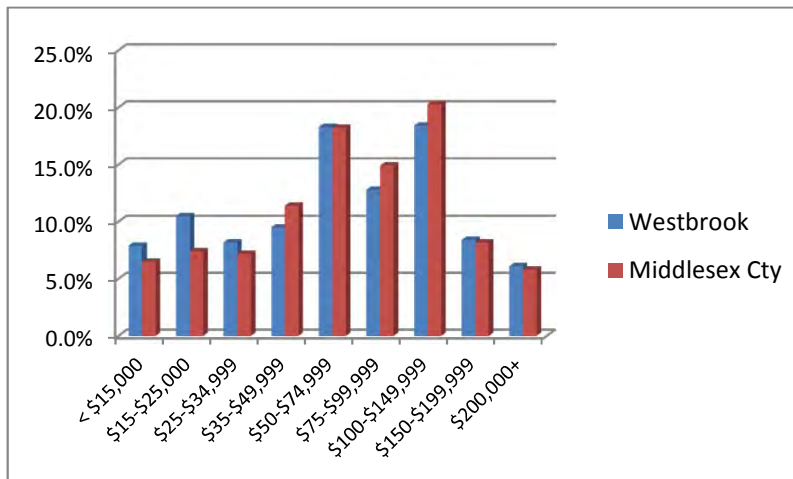
#### Median Income

Median HH Income	Westbrook	Middlesex County
<b>2000</b>	\$56,017	\$59,175
<b>2011 (est.)</b>	\$67,200	\$73,499
<b>Annual Avg % Growth</b>	1.8%	2.2%

Source: 2010 Census, ESRI Business Systems

Westbrook's income profile is considered middle income ; estimated median income in 2011 was 9% below the county.

#### HH Income Distribution (2011)



Source: 2010 Census, ESRI Business Systems

Westbrook's income distribution closely parallels the county - though showing greater share of households earning under \$35,000 at 27% vs. 21% for the county.

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

HH's	Westbrook		Middlesex County	
	65-74	75+	65-74	75+
<b>Total HHs</b>	<b>415</b>	<b>412</b>	<b>7,768</b>	<b>7,550</b>
<b>&lt; \$15,000</b>	17.6%	10.7%	8.5%	14.3%
<b>\$15-\$25,000</b>	8.9%	27.2%	11.7%	17.9%
<b>\$25-\$34,999</b>	9.9%	8.3%	6.9%	10.3%
<b>\$35-\$49,999</b>	8.4%	16.0%	9.4%	12.2%
<b>\$50-\$74,999</b>	17.6%	9.0%	23.8%	18.4%
<b>\$75-\$99,999</b>	14.2%	4.4%	11.8%	8.6%
<b>\$100-\$149,999</b>	20.0%	7.0%	15.6%	7.7%
<b>\$150-\$199,999</b>	0.7%	8.0%	5.9%	4.9%
<b>\$200,000+</b>	2.7%	9.5%	6.3%	5.8%
<b>Med Inc.</b>	<b>\$55,488</b>	<b>\$37,749</b>	<b>\$61,429</b>	<b>\$43,133</b>

Source: 2010 Census, ESRI Business Systems

A high proportion of seniors (65+ HHs) report earning under \$25,000 in Westbrook (32%). Close to 40% of the 75+ senior HHs indicate earning at same level.

## Connecticut Towns: Market Assessment Briefs

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

#### Poverty Rates

Households - 2010	Westbrook % Total	Middlesex Ct % Total
Married Couple - Family	0.8%	0.5%
Other Family HHs (spouse not present)	0.5%	1.5%
Non-Family HHs	3.5%	3.9%
<b>Poverty Ratio - Total</b>	<b>4.8%</b>	<b>6.0%</b>

Poverty rate in Westbrook is moderate at 4.8% - mostly targeting seniors in non-family households.

Source: ACS Population Survey, ESRI Business Systems

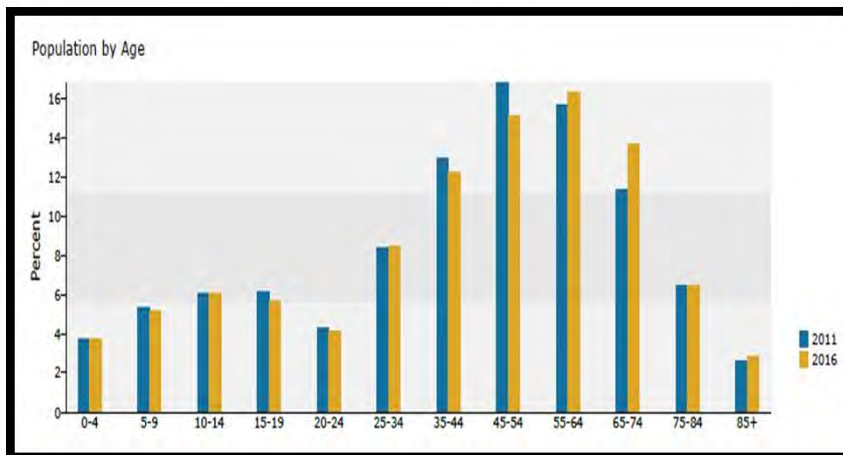
#### Age Trends

Population - 2010	Westbrook % Total	Middlesex Ct % Total
Age 18+	80.7%	78.8%
Age 65+	20.3%	15.5%
Age 75+	9.1%	7.4%
<b>Median Age</b>	<b>46.8</b>	<b>43.0</b>

Westbrook's population profile is somewhat older compared to the county with a median age of 46.8 vs. nearly 43 for the county. Westbrook's 65+ population is significant at 20.3%.

Source: 2010 Census, ESRI Business Systems

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Westbrook can expect to see its share of 65+ population rise to 22.9% by 2016. This compares to the 17.1% share it held in 2000. The town's 55-64 age cohort is also expected to grow from 15.6% in 2010 to 16.4% in 2016.

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### 3. Housing Trends

#### Tenure and Vacancy

HH's	Westbrook		Middlesex County	
	2000	2010	2000	2010
<b>Own-Occp</b>	73.3%	74.0%	72.1%	74.4%
<b>Own-Units</b>	1,906	2,182	61,341	49,976
<b>Rent-Occp</b>	26.7%	26.0%	27.9%	25.6%
<b>Rent Units</b>	695	766	17,116	17,226
<b>Ttl Occp Units</b>	2,602	2,948	61,341	67,202
<b>Vacancy</b>	24.7%	25.1%	8.8%	10.2%

Source: 2010 Census, ESRI Business Systems

Westbrook's rental base is moderately small with rental occupancy of 766 units in 2010. This number does represent an increase from 2000, though a decline in share.

Westbrook, like many shoreline towns reported a very high vacancy in 2010 - but only 3.2% is linked to year round housing - the rest is seasonal housing.

#### Housing Characteristics

##### % Share of Total Housing

Structure Type - 2010	Westbrook	Middlesex County
<b>1 Detached</b>	78.5%	71.2%
<b>1-Attached</b>	1.8%	3.7%
<b>2-unit</b>	3.3%	4.8%
<b>3/4 unit</b>	2.3%	4.7%
<b>5+ units</b>	6.8%	15.6%
<b>Total Housing Units - 2010</b>	3,504	74,837

Source: ACS Housing Surveys, ESRI Business Systems

Single detached housing makes up nearly 80% of the town's housing stock. Westbrook also has a high number of mobile homes (7.3%). Much of the year-round rental market is found in 2-4 unit homes, and small apartments of 5 to 20 units. Single family is also an active rental marketing town.

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

Contract Rent - 2010 Distribution	Westbrook	Middlesex County
<b>Under \$200</b>	5.0%	4.5%
<b>\$200-\$399</b>	14.8%	6.1%
<b>\$400-\$599</b>	12.8%	9.0%
<b>\$600-\$799</b>	6.4%	28.2%
<b>\$800-\$999</b>	19.5%	21.6%
<b>\$1000-\$1249</b>	14.9%	13.3%
<b>\$1250-\$1499</b>	3.1%	4.4%
<b>\$1500-\$1999</b>	5.1%	4.0%
<b>above \$2000</b>	0.0%	1.9%
<b>Median Contract Rent</b>	\$812	\$791

Source: ACS Housing Surveys, ESRI Business Systems

There is little in the way of professionally managed apartments in town with rents for privately attached housing found to be generally low to moderate. Single family rents and some townhouses/condos help push up rent structure to thresholds above \$1200/m resulting in median higher than 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	5	\$968	\$959	25	\$750-\$1050
2	6	\$1,179	\$1,158	55	\$850-\$1450
3					
4					

Source: CT MLS

(Dom- Days on Market)

#### Sfamily

BR	# of Prop	Avg List Price	Avg Rent Sale	Avg DOM	Rental Range
0					
1					
2	12	\$1,287	\$1,262	52	\$895-\$2750
3	25	\$1,444	\$1,444	55	\$850-\$2500
4					

Source: CT MLS

(Dom- Days on Market)