SOUTH CENTRAL CONNECTICUT

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

2018-2023

APPENDIX B: REGIONAL ANALYSIS

TABLE OF CONTENTS

THE REGION DEFINED

The region used in this analysis includes 15 municipalities in **South Central Connecticut**: Bethany, Branford, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven and Woodbridge.

Unless noted, we are reporting on the region. However some data will be identified as New Haven County or the New Haven Labor Market Area.

New Haven County: Ansonia, Beacon Falls, Bethany, Cheshire, Derby, East Haven, Guilford, Hamden, Madison, Meriden, Middlebury, Milford, Naugatuck, New Haven, North Branford, North Haven, Orange, Oxford, Prospect, Seymour, Southbury, Wallingford, Waterbury, West Haven, Wolcott, Woodbridge and Woodmont

New Haven Labor Market Area: Bethany, Branford, Cheshire, Chester, Clinton, Deep River, East Haven, Essex, Guilford, Hamden, Killingworth, Madison, Meriden, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, Westbrook and Orange

DEMOGRAPHICS

Between 2010 and 2015, population, households, per capita income, median household income and median age have not changed dramatically at the regional and county level. Population in the region increased 0.1% compared to a decrease of 0.03% for New Haven County. Regionally, the number of households declined by 1.31%, while they declined in the county by 2.53%. Per capita income grew at a rate of 4.13% in South Central Connecticut, with an increase of 3.57% for the county. In the region, median income increased by 1.56% and in the county by 0.86%. Across both the region and the county, median age by approximately 1.78%.

Percent of Population 25+ Years with a Bachelor's Degree or Higher

36.8%

Additional demographic information can be found in the 2018 SCRCOG Demographic and Socioeconomic Trends report in Appendix C.

	South Central Region		New Haven County	
	2010	**2015**	**2010**	**2015**
Population	570,001	570,596	862,477	862,224
Households	222,620	219,702	334,502	326,028
Per Capita Income	$32,849	$34,205	$31,720	$32,852
Median Household Income	$64,653	$65,662	$61,114	$61,640
Median Age	39	39.7	39.3	40

Sources: U.S. Census Bureau, Census 2000 (Tables DP - 1 & DP - 2), 2010 U.S. Census Demographic Profile Data (Table DP -1), 2006 – 2010 American Community Survey 5 -Year Estimates (Tables B19013 & B19301), and 2011-2015American Community Survey 5-Year Estimates (Tables B01003, DP02, DP05, B19013, B19301

POPULATION BY TOWN 1990-2015

The figure below shows the population change in the region's municipalities between 2010 and 2015. Overall, the region's population increased by approximately 1,750. Since 2010, the population in seven of the fifteen municipalities increased. The largest increase occurred in New Haven (about 800), followed by Hamden (about 650) and Milford (about 450). The largest decrease was in Meriden with a drop of approximately 425.

	1990	2000	2010	2015
Bethany	4,608	5,040	5,563	5,533
Branford	27,603	28,683	28,026	28,074
East Haven	26,144	28,189	29,257	29,104
Guilford	19,848	21,398	22,375	22,392
Hamden	52,434	56,913	60,960	61,523
Madison	15,485	17,858	18,269	18,259
Meriden	59,479	58,244	60,868	60,439
Milford	49,938	52,305	52,759	53,206
New Haven	130,474	123,626	129,779	130,612
North Branford	12,996	13,906	14,407	14,354
North Haven	22,247	23,035	24,093	23,937
Orange	12,830	13,233	13,956	13,946
Wallingford	40,822	43,026	45,135	45,089
West Haven	54,021	52,360	55,564	55,189
Woodbridge	7,924	8,983	8,990	8,939
Total	536,853	546,799	570,001	570,596

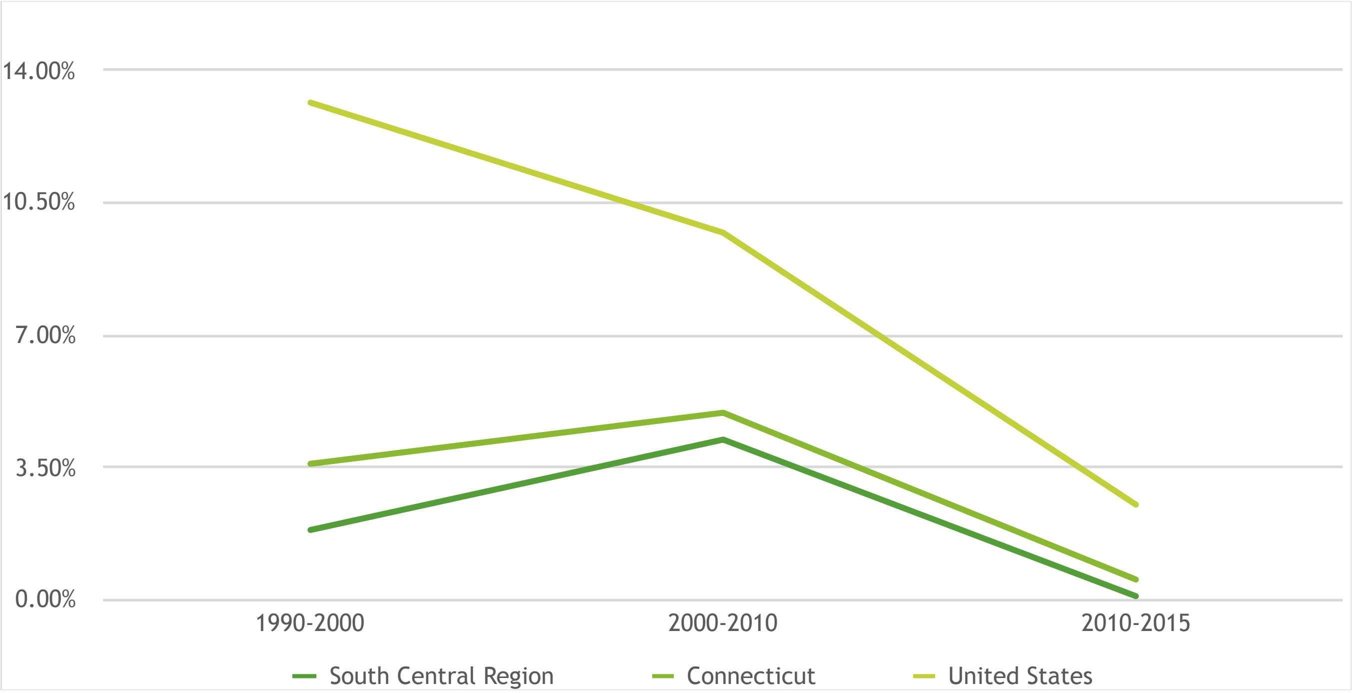
Sources: U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1), 2011-2015

POPULATION CHANGE BY TOWN 2010-2015

Sources: U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1), 2011-2015 American Community Survey 5-Year Estimates (Table B01003)

CHANGE IN POPULATION: REGION, CONNECTICUT, U.S.

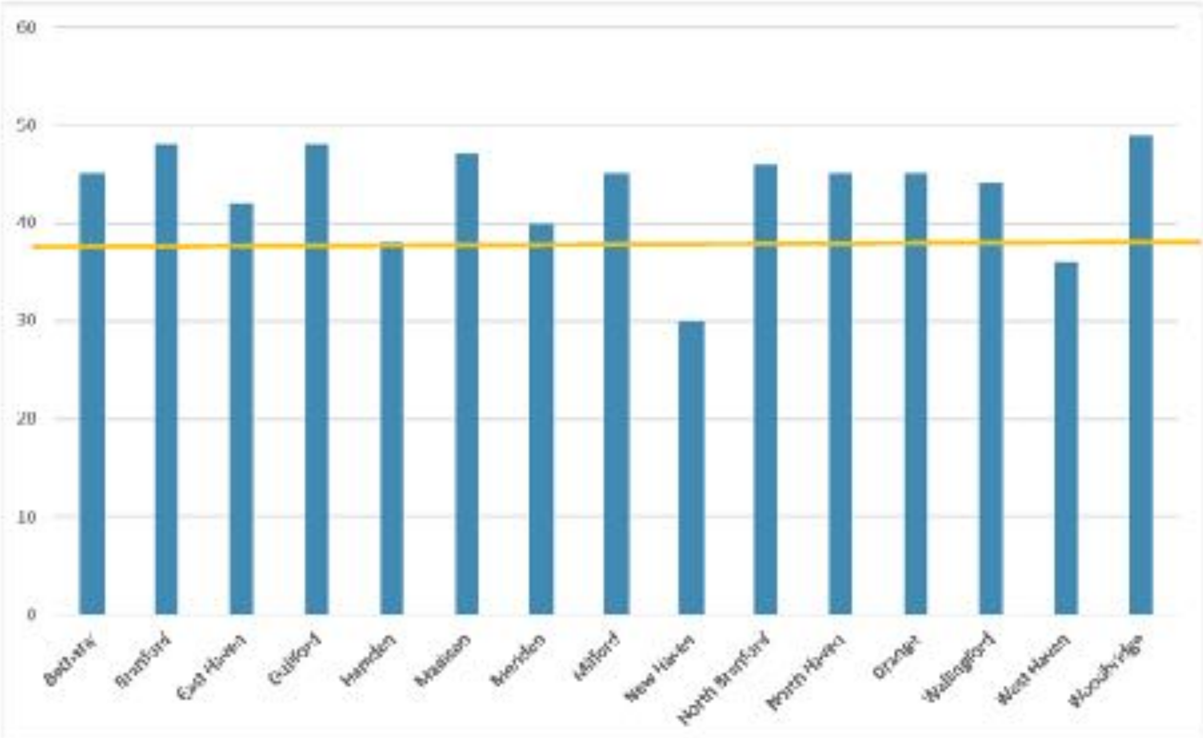
As seen in the graph below, the decline in population growth for the region closely follows the trend for the state and the country. However, both Connecticut and Greater New Haven are experiencing a significantly slower growth in population relative to the rest of the United States. In Connecticut, there is concern that the aging population will elect to retire out-of-state and possibly result in negative growth in population.



Sources: U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1), 2011-2015 American Community Survey 5-Year Estimates (Table B01003)

POPULATION: MEDIAN AGE BY TOWN

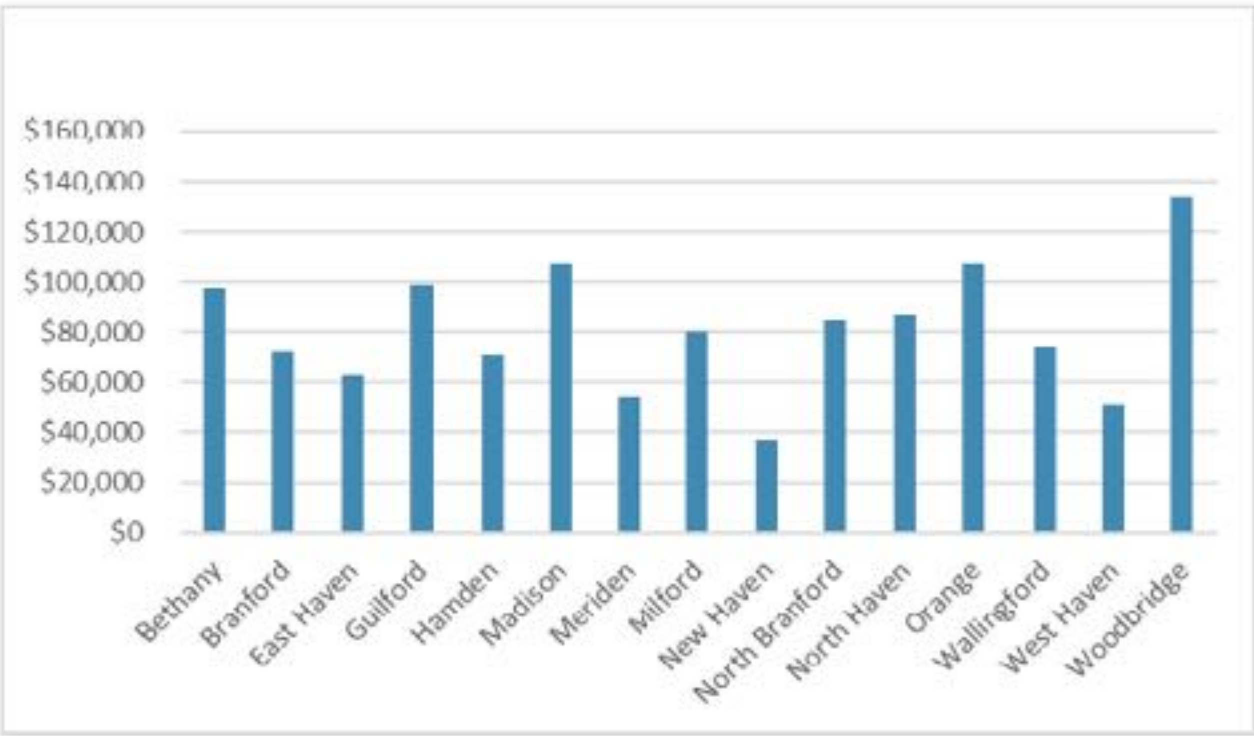
As of 2015 only two town's median age are beneath the national average of 37.9 (noted with the yellow line). One of the objectives set forth in the CEDS Action Plan is to develop housing and amenities that will allow younger people to remain in, or relocate to, the region.



Sources: U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1), 2011-2015 American Community Survey 5-Year Estimates (Table B01003)

WEALTH: MEDIAN HOUSEHOLD INCOME BY TOWN

Disparities in wealth between urban and suburban towns is dramatic within the South Central Connecticut region. Woodbridge led the region with a median household income of approximately $133,000, while New Haven's median household income was about $37,000 according to 2015 data. All towns experienced an increase in median household income since 2010.



Sources: CT Data Collaborative 2017 Town Profiles

WEALTH: POVERTY

With respect to individuals living below the federally-defined poverty level, only two communities saw a decrease between 2010 and 2015 (Meriden and Wallingford). Poverty continues to be a problem in the some of the larger communities (New Haven, West Haven and Meriden) where more than 10% of the population lives below the poverty line. The changes in poverty for Woodbridge, Orange, Madison and North Branford are not statistically significant.

Town	2000	2010	2015	% Change 2010-2015
New Haven	24.4%	25.2%	26.1%	3.6%
West Haven	8.8%	10.1%	15.4%	52.5%
Meriden	11.0%	13.8%	12.5%	-9.4%
East Haven	5.2%	8.3%	9.2%	10.8%
Hamden	7.8%	6.8%	8.4%	23.5%
Milford	3.7%	3.9%	7.0%	79.5%
Branford	4.1%	5.8%	6.0%	3.4%
Guilford	3.1%	2.8%	4.2%	50.0%
Wallingford	3.6%	6.8%	4.0%	-41.2%
Woodbridge	2.3%	1.7%	4.0%	135.3%
North Haven	3.5%	3.9%	3.9%	0.0%
Orange	2.5%	2.1%	3.5%	66.7%
North Branford	1.6%	0.7%	3.4%	385.7%
Bethany	2.6%	2.1%	2.5%	19.0%
Madison	1.3%	0.7%	2.4%	242.9%

Sources: 2000 U.S. Census & ACS 2010, 2012-2016 5 Year Estimates

WEALTH: ECONOMICALLY DISTRESSED TOWNS

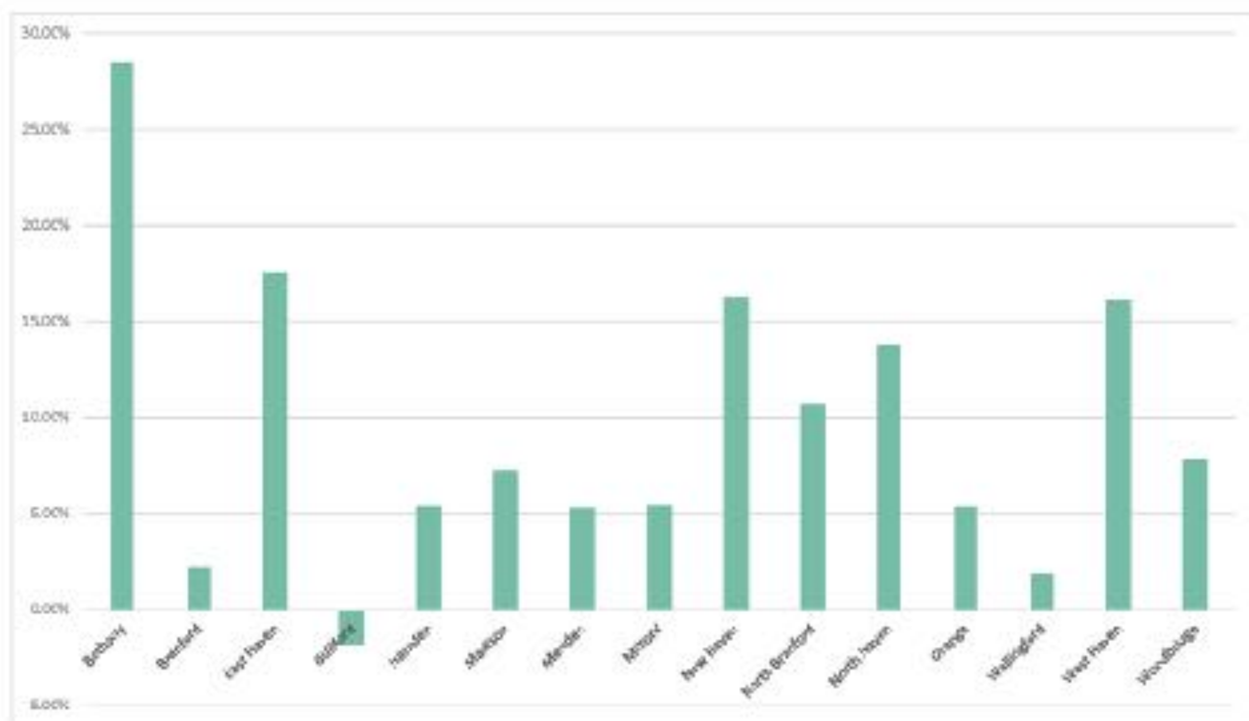
The Connecticut Department of Economic and Community Development ranks all 169 municipalities in the state according to their level of distress. The factors used to calculate this ranking include high unemployment and poverty, aging housing stock and low or declining rates of growth in job creation, population, per capita income, percentage of population with high school diploma or higher, and per capita adjusted equalized net grand list. Taken together, these metrics give an overall picture of the economic well-being a community. Four municipalities are identified as distressed in our region.

	2000	***2010***	***2015***	***% Change 2010-2015***
New Haven	24.4%	25.2%	26.1%	3.6%
West Haven	8.8%	10.1%	15.4%	52.5%
Meriden	11.0%	13.8%	12.5%	-9.4%
East Haven	5.2%	8.3%	9.2%	10.8%
Hamden	7.8%	6.8%	8.4%	23.5%
Milford	3.7%	3.9%	7.0%	79.5%
Branford	4.1%	5.8%	6.0%	3.4%
Guilford	3.1%	2.8%	4.2%	50.0%
Wallingford	3.6%	6.8%	4.0%	-41.2%
Woodbridge	2.3%	1.7%	4.0%	135.3%
North Haven	3.5%	3.9%	3.9%	0.0%
Orange	2.5%	2.1%	3.5%	66.7%
North Branford	1.6%	0.7%	3.4%	385.7%
Bethany	2.6%	2.1%	2.5%	19.0%
Madison	1.3%	0.7%	2.4%	242.9%

Sources: Census, 2015 American Community Survey, DOL, DOE compiled by DECD Research, September 2017

HOUSING: CHANGE IN MEDIAN SALE PRICE FOR HOMES

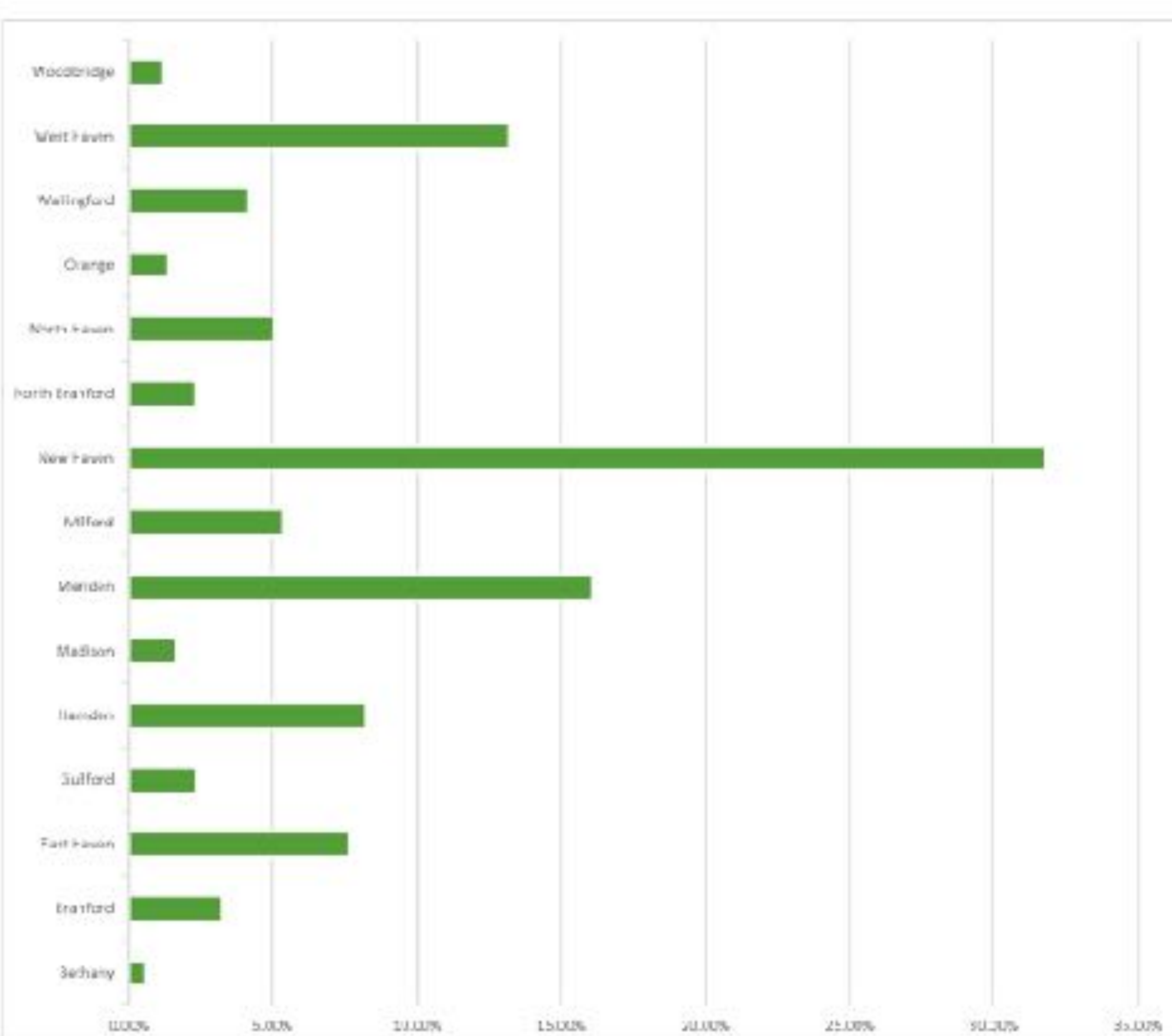
Between 2010 and 2015, all of our municipalities saw an increase in the median sale price for single-family homes except Guilford. This is in sharp contrast to the 2013 CEDS where only four of the towns saw an increase in the median sales price of homes.



Sources: CT Data Collaborative 2017 Town Profiles

HOUSING: NUMBER OF AFFORDABLE UNITS

As noted in the SWOT Analysis (Appendix A), the availability of housing options for low wage workers and their families is scarce. A single parent with two children must earn over $24.72. Currently, the minimum wage in Connecticut is $10.10. Suburban towns have extremely limited inventory.

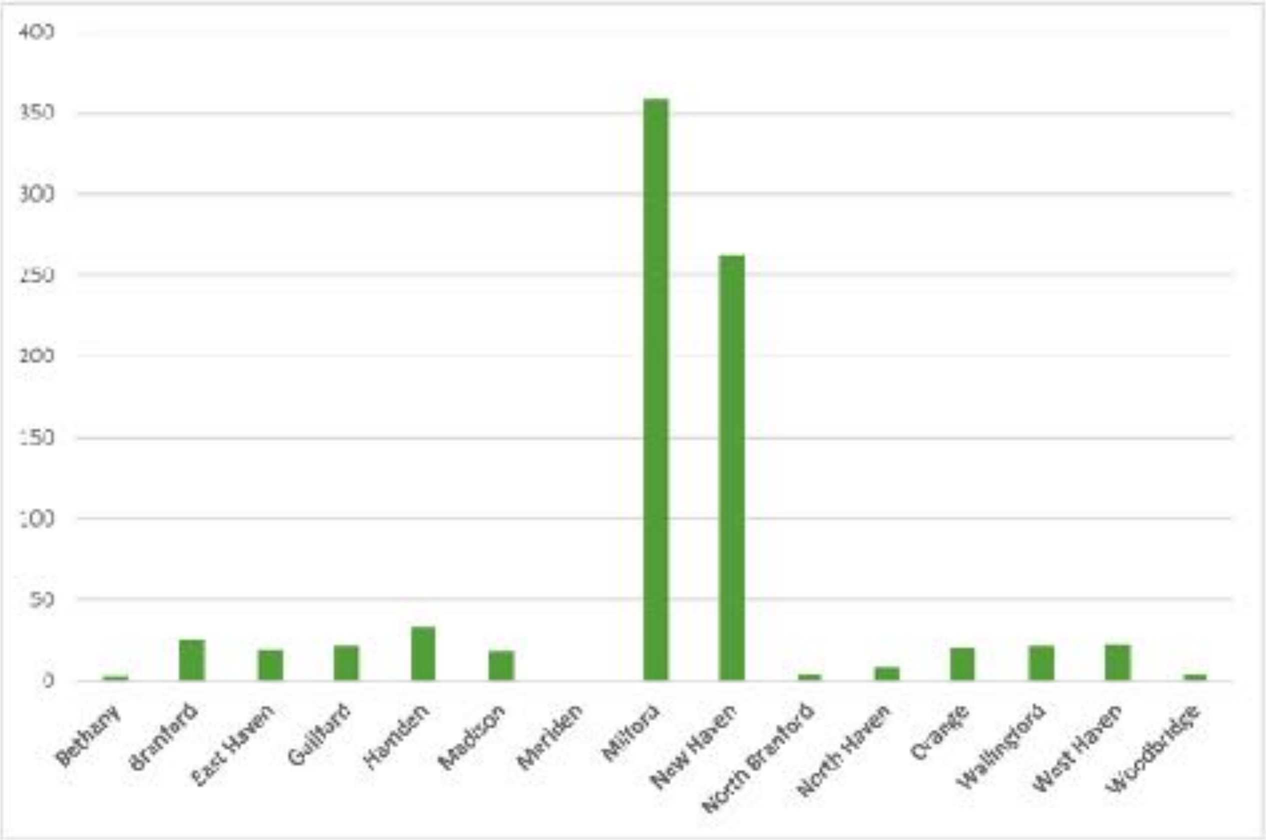


Sources: CT Data Collaborative 2017 Town Profiles

HOUSING: PERMITS

Milford and New Haven saw a dramatic increase in the number of housing permits issues. In New Haven, developers are flocking to downtown to build apartment residences to appeal to students and Millennial.

Note: Data for Meriden was not reported although they are experiencing residential growth around TOD.



Sources: CT Data Collaborative 2017 Town Profiles

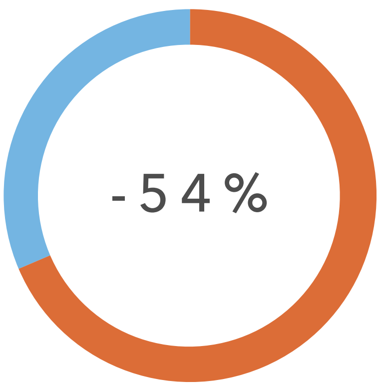
HOUSING: NET MIGRATION BETWEEN NEW HAVEN AND SELECTED COUNTIES

State	County	In-Migration	Out-Migration	Net-Migration
CT	Fairfield County	3334	2541	793
NY	Bronx County	293	135	158
NY	Westchester County	216	127	89
NY	Queens County	242	163	79
NY	Kings County	328	253	75
	Puerto Rico	20	45	-25
CT	New London County	249	285	-36
MA	Suffolk County	129	202	-73
MA	Middlesex County	152	262	-110
NY	New York County	307	420	-113
CT	Litchfield County	753	932	-179
CT	Middlesex County	860	1116	-256
CT	Hartford County	1624	1948	-324
	TOTAL	**14229**	**17284**	**-3055**

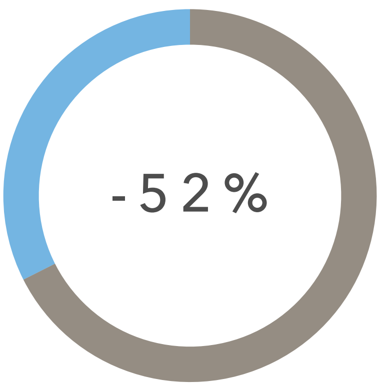
Source: IRS Migration Data 2015-2016

HOUSING: COMPARATIVE RENTAL RATES

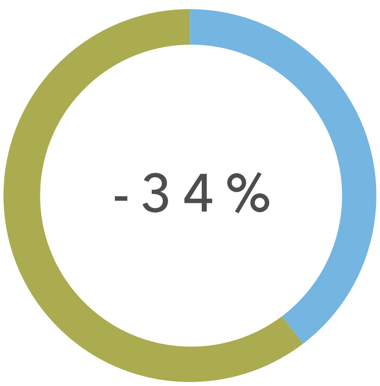
As the cost of renting an apartment continues to be out-of-reach in the major metro areas of New York, Boston and Washington D.C., the region is looking to maximize the appeal of our region to Millennials. With our vibrant quality of life, there is a concerted effort among the fifteen towns to retain and attract younger people. Below is a cost of residential rent comparison between the three metro areas and New Haven.



54% less than NY



52% less than Boston

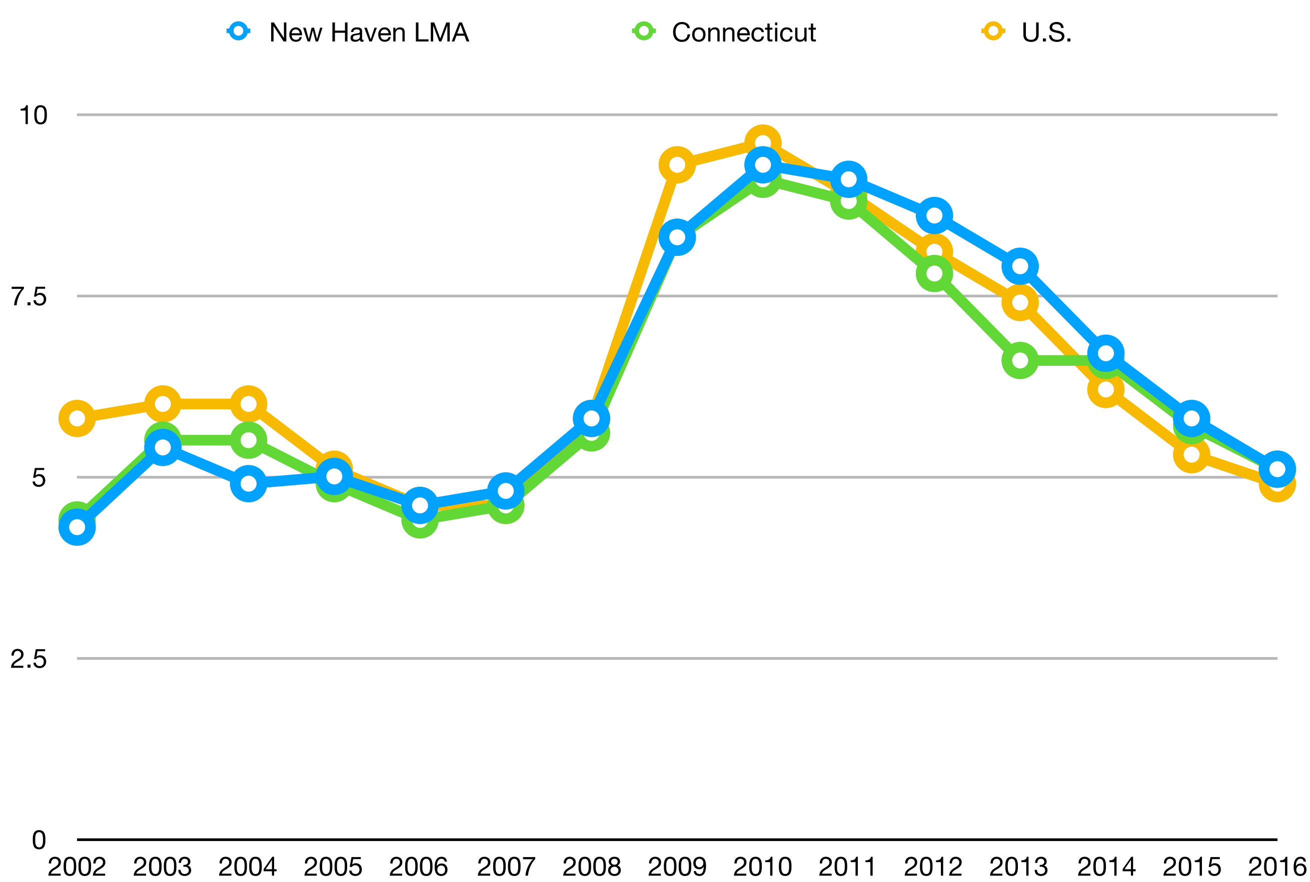


34% less than Washington, D.C

Source: www.rentjungle.com/rentdata January 2018

WORKFORCE: UNEMPLOYMENT

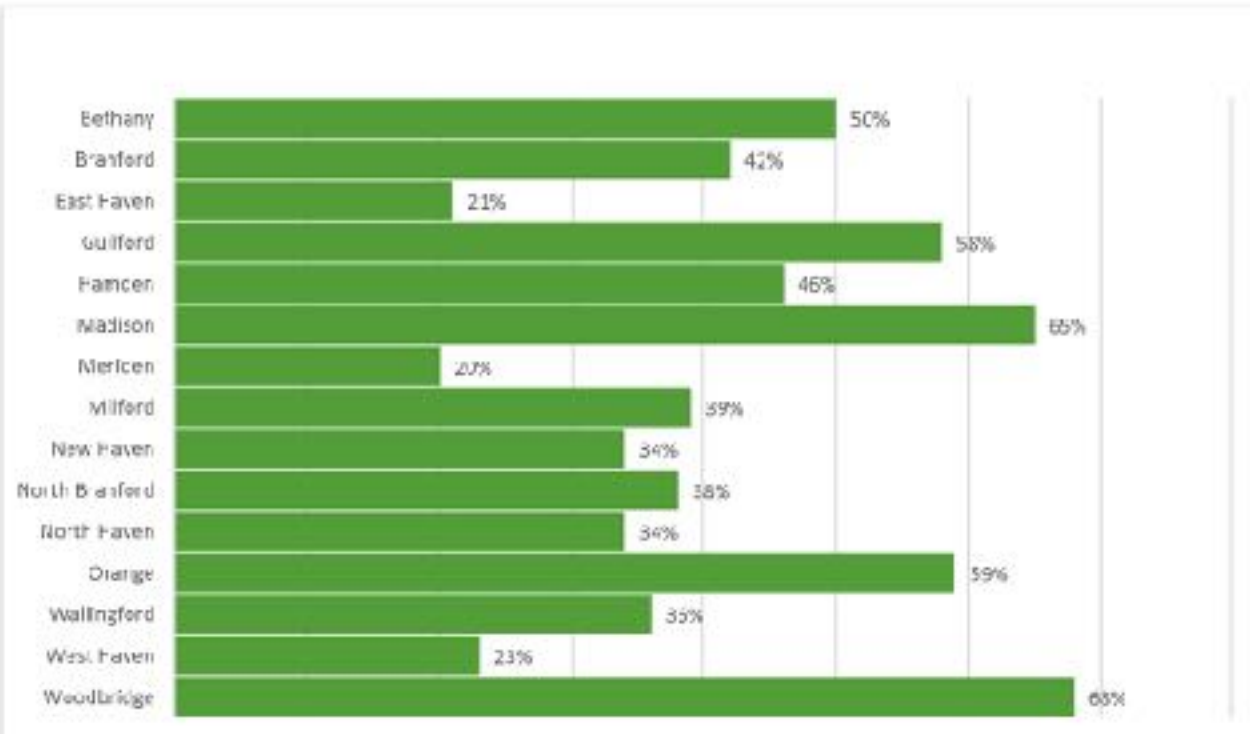
Unemployment in the New Haven Labor Market Area (LMA)* has trended consistently with the unemployment of Connecticut and U.S. overall. In the LMA, unemployment has declined every year since 2010. Unemployment remain slightly higher than the U.S., with an unemployment rate of 5.1% in the region and 4.9% in the country.



http://www1.ctdol.state.ct.us/lmi/laus/lauslma.asp

WORKFORCE: EDUCATIONAL ATTAINMENT BY TOWN

The chart below shows the Percentage of Population 25+ years with Bachelor's Degree or More. Not surprisingly, the level of education closely aligns with median household income. East Haven, West Haven and Meriden have the lowest levels of educational attainment, with Bethany, Guilford, Madison, Orange and Woodbridge having more than one-half of their population with a Bachelor's degree or more.

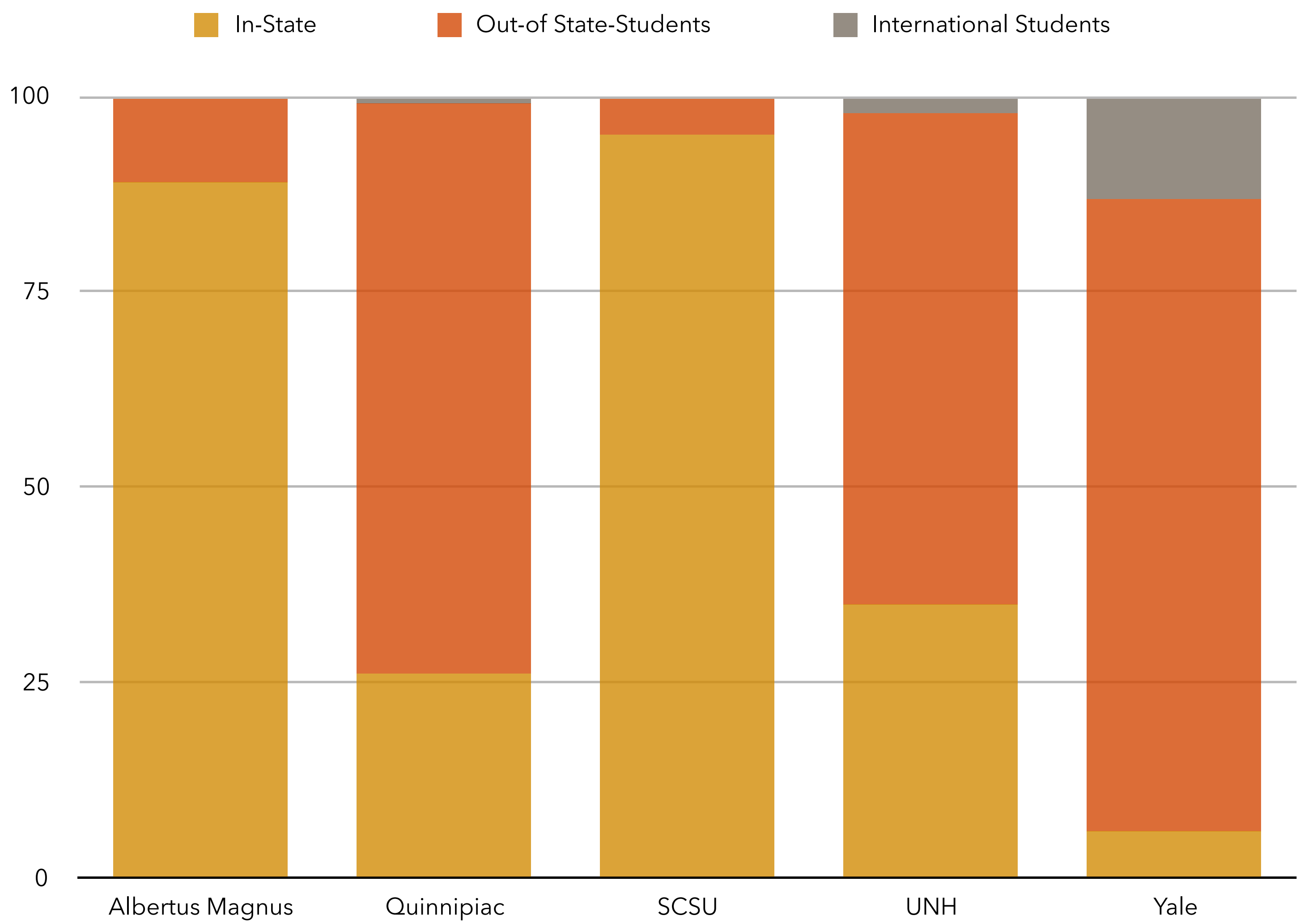


Sources: CT Data Collaborative 2017 Town Profiles

WORKFORCE: STUDENT DEMOGRAPHICS

Students play a significant role in the region's economic vitality. The eight colleges and universities in Greater New Haven have a combined student population of over 50,000. Through collaboration between colleges and the business sector, we are making strides to create a potential source of appropriately skilled worker for our employment needs.

While the student bodies at Gateway Community College, Middlesex Community College and the Paier College of Art are comprised almost exclusively by Connecticut residents, our other colleges and universities draw students from around the globe.



Source: https://nces.ed.gov/collegenavigator/

EMPLOYERS: LARGEST EMPLOYERS IN REGION

The largest employers in the region have remained stable since the 2013 update. The data below, from 2015, shows Alexion Pharmaceuticals as the 4th leading employer in the region. They are currently in the process of moving a portion of their workforce to Boston, leaving only the research teams in New Haven. Concerted efforts are being made to retain the displaced workers in the region

Employer	Town	Industry	Size
Yale New Haven Hospital	New Haven	Hospitals	10,000 or more employees
Yale University	New Haven	Schools-Universities & Colleges Academic	5,000-9,999 employees
Yale School of Medicine	New Haven	Schools-Medical	1,000-4,999 employees
Alexion Pharmaceuticals	New Haven	Laboratories-Pharmaceuticals (Mfrs)	1,000-4,999 employees
General Counselors Office	New Haven	Business Services NEC	1,000-4,999 employees
Laticrete International	Bethany	Adhesives & Glues (Whls)	1,000-4,999 employees
Life Insurance Family First	Wallingford	Insurance Agents Brokers & Service	1,000-4,999 employees
Medtronic	North Haven	Hospital Equipment & Supplies	1,000-4,999 employees
Masonicare Health Center	Wallingford	Hospitals	1,000-4,999 employees
Southern Connecticut State University	New Haven	Schools-Universities & Colleges Academic	1,000-4,999 employees

Source: CT Department of Labor, October 2017

EMPLOYERS: SIZE OF ESTABLISHMENTS

The vast majority of businesses in Greater New Haven employ less than 100 employees and account for more than 58% of total employment.

Size	Number of	Worksites		Employment	
Class	**Employees**	**Number**	**% of Total**	**Number**	**% of Total**
1	0 - 4	13,423	58.0	21,775	6.8
2	5 - 9	3,868	16.7	25,800	8.1
3	10 - 19	2,806	12.1	38,064	11.9
4	20 - 49	1,946	8.4	58,359	18.3
5	50 - 99	624	2.7	42,604	13.4
6	100 - 249	388	1.7	57,839	18.1
7	250 - 499	51	0.2	16,659	5.2
8	500 - 999	22	0.1	15,335	4.8
9	1000 & over	12	0.1	42,641	13.4
Total		**23,140**	**100.0**	**319,076**	**100.0**

Source: CT Department of Labor, 4th Quarter, 2016

ACADEMIC R&D

Academic Research and Development is a powerful economic driver in the region. Beyond the medical and technological gains created by this research, spinoff companies are created in the private sector, with the associated economic impact of hiring employees, utilizing local goods and services, and serving as resources for the entrepreneurs and startups that are affiliated with a college or university.

According to the Rankings by Total Academic R&D Expenditures published by the National Science Foundation, Greater New Haven colleges and universities have invested almost $4 billion in R&D between 2012 and 2015.

In addition, Connecticut is ranked 2nd among states for the number of patents per capita.

SOUTH CENTRAL CONNECTICUT COLLEGES AND UNIVERSITIES HAVE INVESTED ALMOST

$4 BILLION

IN ACADEMIC R&D

BETWEEN 2012-2015

in thousands					
YEAR	**2012**	**2013**	**2014**	**2015**	**2016**
Yale University	656,555	788,784	772,840	803,004	881,765
University of New Haven	2,723	1,400	1,616	1,832	3,822
Southern Connecticut State University	3,256	2,012	5,465	5,482	3,243
Quinnipiac University	1,000	1,022	1,002	967	1,022
TOTAL BY YEAR	663,804	793,218	780,923	811,285	889,852

Source: ncsesdata.nsf.gov