

# REGIONAL ANALYSIS



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# REGIONAL ANALYSIS

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# REGIONAL ANALYSIS

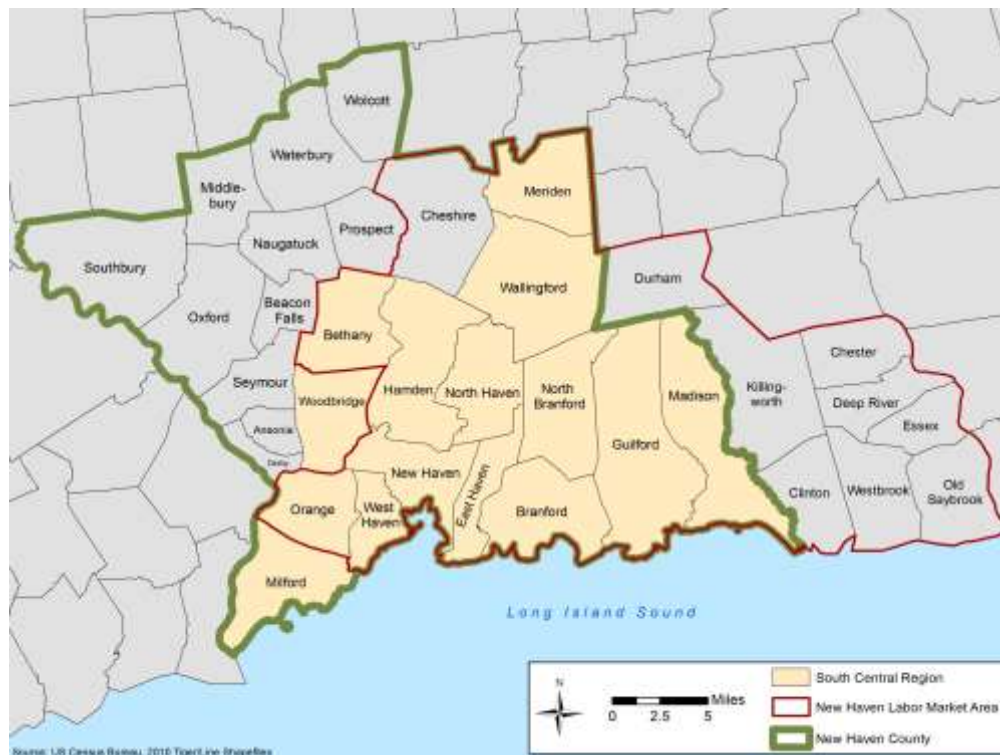
## THE REGION DEFINED

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, Branford, 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 and Woodbridge.

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



# REGIONAL ANALYSIS

## DEMOGRAPHICS

Between 2010 and 2015, population, households, per capita income, median household income and median age have not changed dramatically at the regional or county level. Population in the region increased 0.04% compared to a decrease of 0.19% for New Haven County. Regionally, the number of households declined by 0.96%, while they declined in the county by 2.40%. Per capita income grew at a rate of 6.09% in South Central Connecticut, with an increase of 3.57% for the county. In the region, median income increased by 3.46% and in the county by 2.62%. Median age continued to rise, 2.56% in the region, %1.27 in the county.<sup>1,2</sup>

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

37.13%

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

	South Central Region		New Haven County	
	2010	2016	2010	2016
<b>Population</b>	570,001	569,788	862,477	860,874
<b>Households</b>	222,620	220,490	334,502	326,487
<b>Per Capita Income</b>	\$32,849	\$35,166	\$31,720	\$33,706
<b>Median Household Income</b>	\$64,653	\$66,893	\$61,114	\$62,715
<b>Median Age</b>	39	40	39.3	39.8

<sup>1</sup> 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)

<sup>2</sup> 2012-2016 American Community Survey 5-Year Estimates (Tables B01003, DP02, DP05, B19013, B19301)

# REGIONAL ANALYSIS

## POPULATION BY TOWN 1990-2016

The figure below shows the population in the region's municipalities between 2010 and 2016 was essentially unchanged.<sup>3,4</sup>

	1990	2000	2010	2016
<b>Bethany</b>	4,608	5,040	5,563	5,521
<b>Branford</b>	27,603	28,683	28,026	28,084
<b>East Haven</b>	26,144	28,189	29,257	29,015
<b>Guilford</b>	19,848	21,398	22,375	22,382
<b>Hamden</b>	52,434	56,913	60,960	61,476
<b>Madison</b>	15,485	17,858	18,269	18,247
<b>Meriden</b>	59,479	58,244	60,868	60,203
<b>Milford</b>	49,938	52,305	52,759	53,430
<b>New Haven</b>	130,474	123,626	129,779	130,405
<b>North Branford</b>	12,996	13,906	14,407	14,310
<b>North Haven</b>	22,247	23,035	24,093	23,888
<b>Orange</b>	12,830	13,233	13,956	13,941
<b>Wallingford</b>	40,822	43,026	45,135	44,989
<b>West Haven</b>	54,021	52,360	55,564	54,972
<b>Woodbridge</b>	7,924	8,983	8,990	8,925
<b>Total</b>	536,853	546,799	570,001	569,788

<sup>3</sup> U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1), 2012-2016

<sup>4</sup> 2016 American Community Survey 5-Year Estimates (Table B01003)

# REGIONAL ANALYSIS

## POPULATION CHANGE BY TOWN 2010-2016

The figure below shows the population change in the region's municipalities between 2010 and 2016. Overall, the region's population increased by 0.14%.<sup>5,6</sup>

Town	2010	2016	Number of People
Bethany	5,563	5,521	-42
Branford	28,026	28,084	58
East Haven	29,257	29,015	-242
Guilford	22,375	22,382	7
Hamden	60,960	61,476	516
Madison	18,269	18,247	-22
Meriden	60,868	60,203	-665
Milford	52,759	53,430	671
New Haven	129,779	130,405	626
North Branford	14,407	14,310	-97
North Haven	24,093	23,888	-205
Orange	13,956	13,941	-15
Wallingford	45,135	44,989	-146
West Haven	55,564	54,972	-592
Woodbridge	8,990	8,925	-65



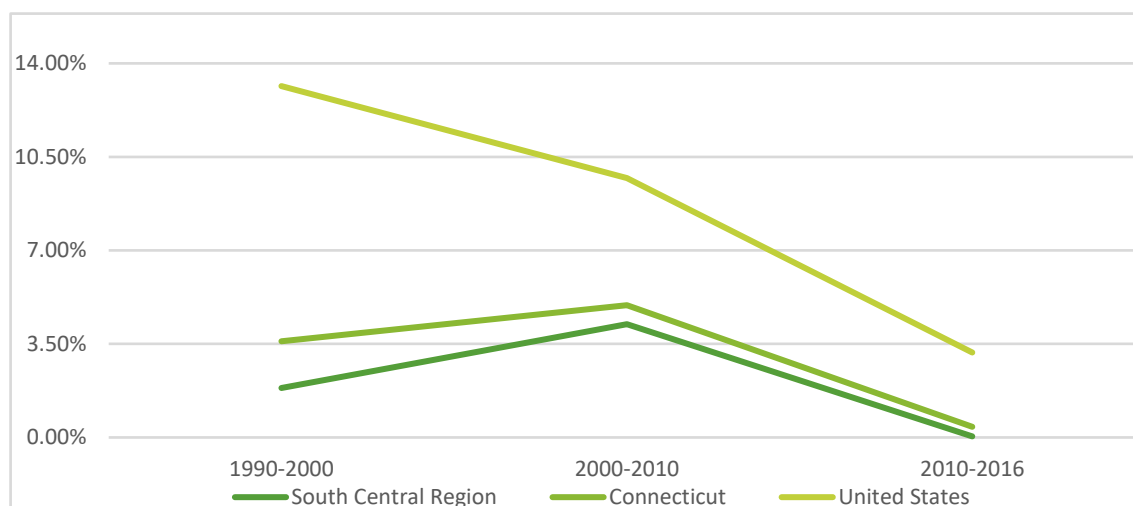
<sup>5</sup> U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1)

<sup>6</sup> 2012-2016 American Community Survey 5-Year Estimates (Table B01003)

# REGIONAL ANALYSIS

## 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 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.<sup>7,8</sup>



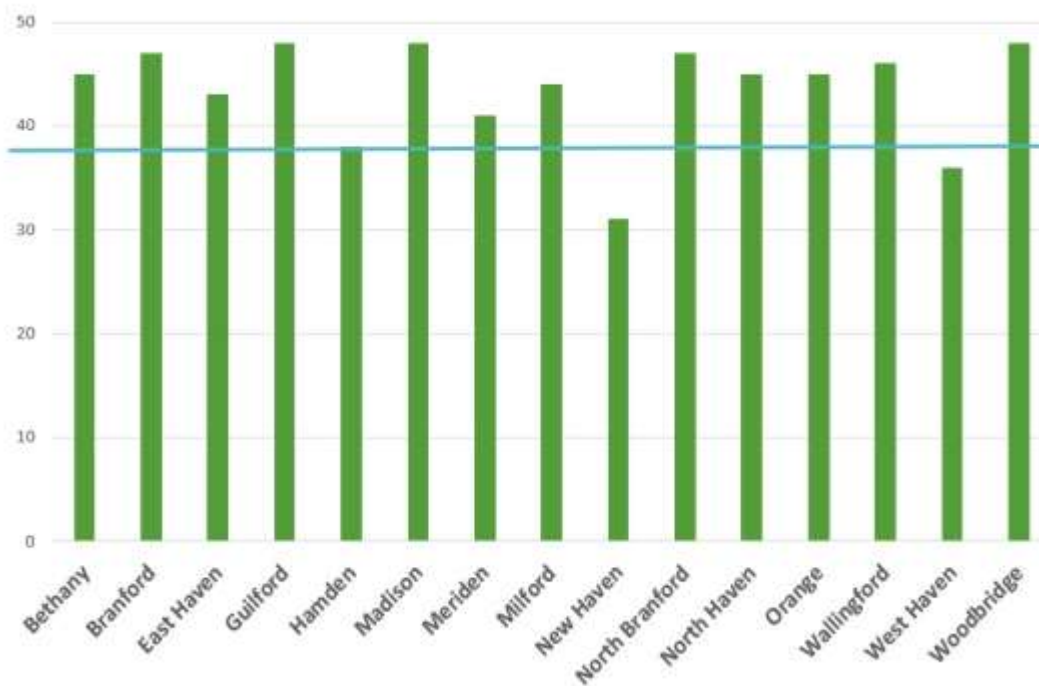
<sup>7</sup> U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1)

<sup>8</sup> 2012-2016 American Community Survey 5-Year Estimates (Table B01003)

# REGIONAL ANALYSIS

## POPULATION: MEDIAN AGE BY TOWN

As of 2016 only New Haven and West Haven's median age are below the national average of 37.9 (noted with the blue 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.<sup>9,10</sup>



<sup>9</sup> U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1)

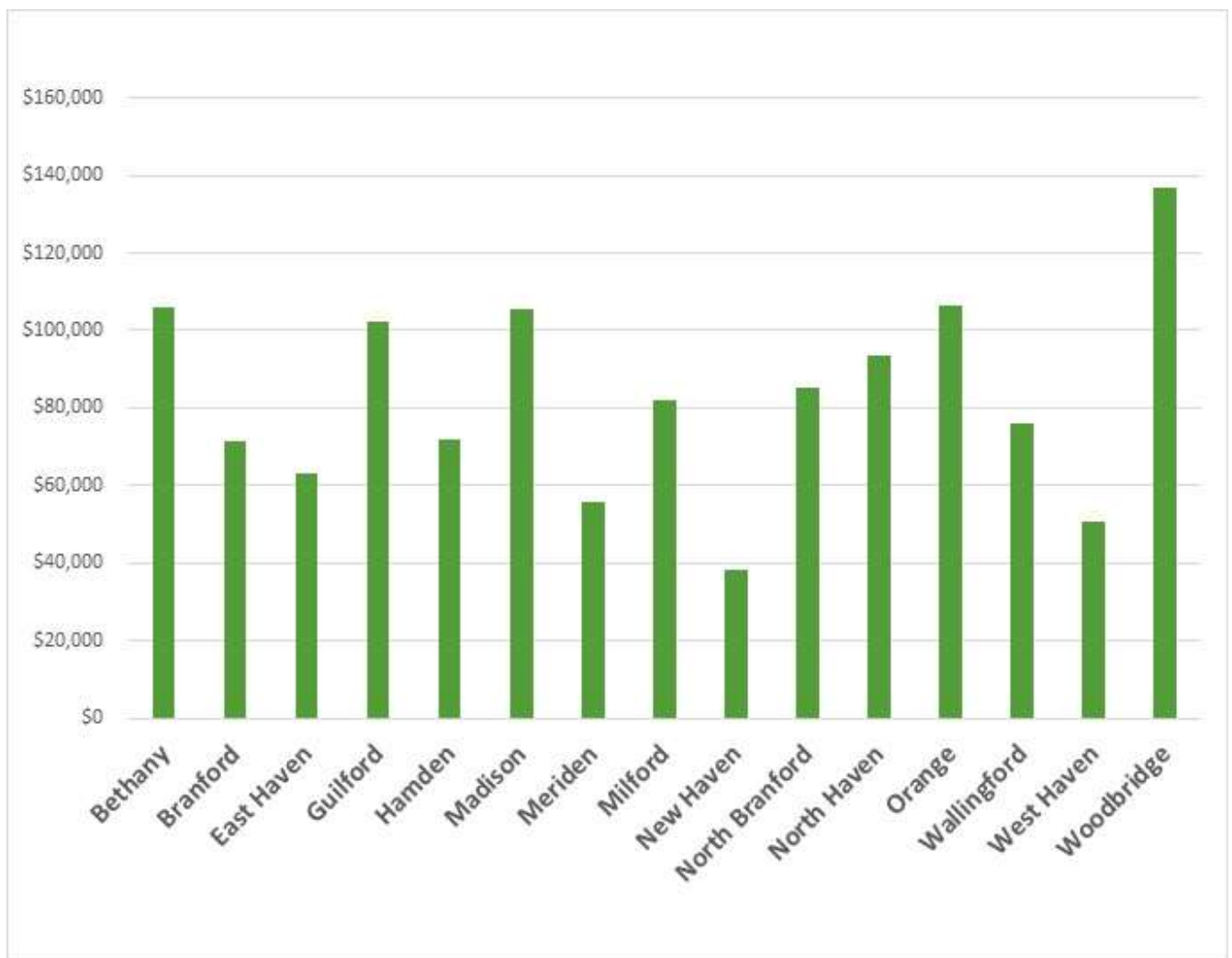
<sup>10</sup> 2012-2016 American Community Survey 5-Year Estimates (Table B01003)



# REGIONAL ANALYSIS

## 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 \$137,000, while New Haven's median household income was about \$38,000 according to 2016 data. All towns experienced an increase in median household income since 2010.<sup>11</sup>



<sup>11</sup> CT Data Collaborative 2018 Town Profiles

# REGIONAL ANALYSIS

## WEALTH: POVERTY

With respect to individuals living below the federally-defined poverty level, only two communities saw a decrease between 2010 and 2016 (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 due to their low population.<sup>12</sup>

Town	2000	2010	2016	% Change 2010-2016
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%

<sup>12</sup> 2000 U.S. Census & ACS 2010, 2012-2016 5 Year Estimates

# REGIONAL ANALYSIS

## 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 with the top 25 being labeled distressed at the state level. 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.<sup>13</sup>

#10: West Haven

#15: Meriden

#20: New Haven

#25: East Haven

## HOUSING: CHANGE IN MEDIAN SALE PRICE FOR HOMES

Since 2017, median sales prices for homes in New Haven County have increased by 7.5% from \$200,000 to \$215,000.<sup>14</sup>

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<sup>13</sup> CT DOL, DOE compiled by DECD Research, September 2017

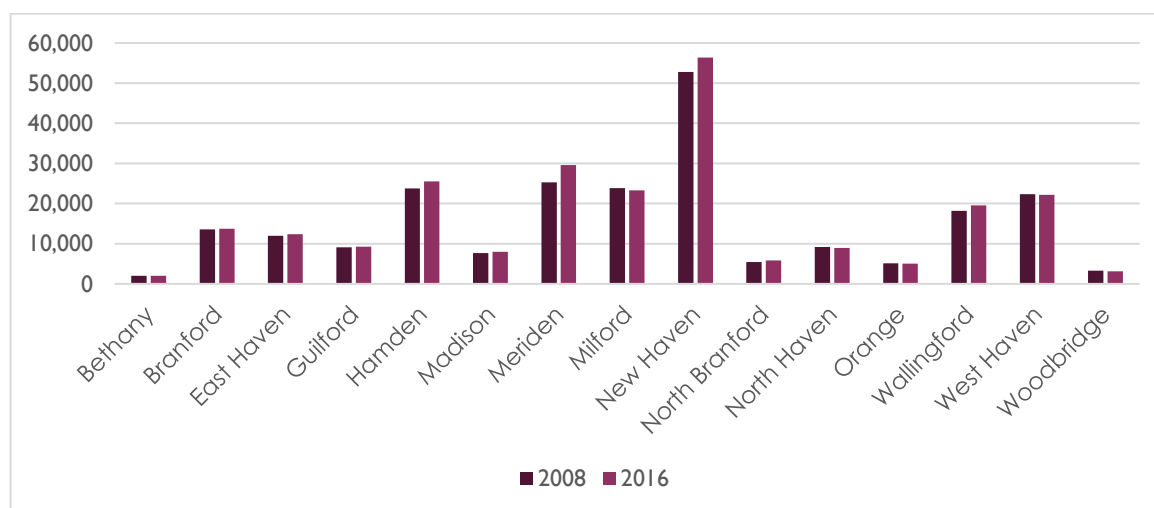
<sup>14</sup> Berkshire Hathaway Quarterly Market Report, Q4 2018

# REGIONAL ANALYSIS

## HOUSING: HOUSING STOCK

From 2008 to 2016, the housing stock in New Haven County grew by 4.76% driven by residential investment in the cities. However, there is insufficient affordable development to support the goals and objectives of the Workforce and Housing section of the CEDS.

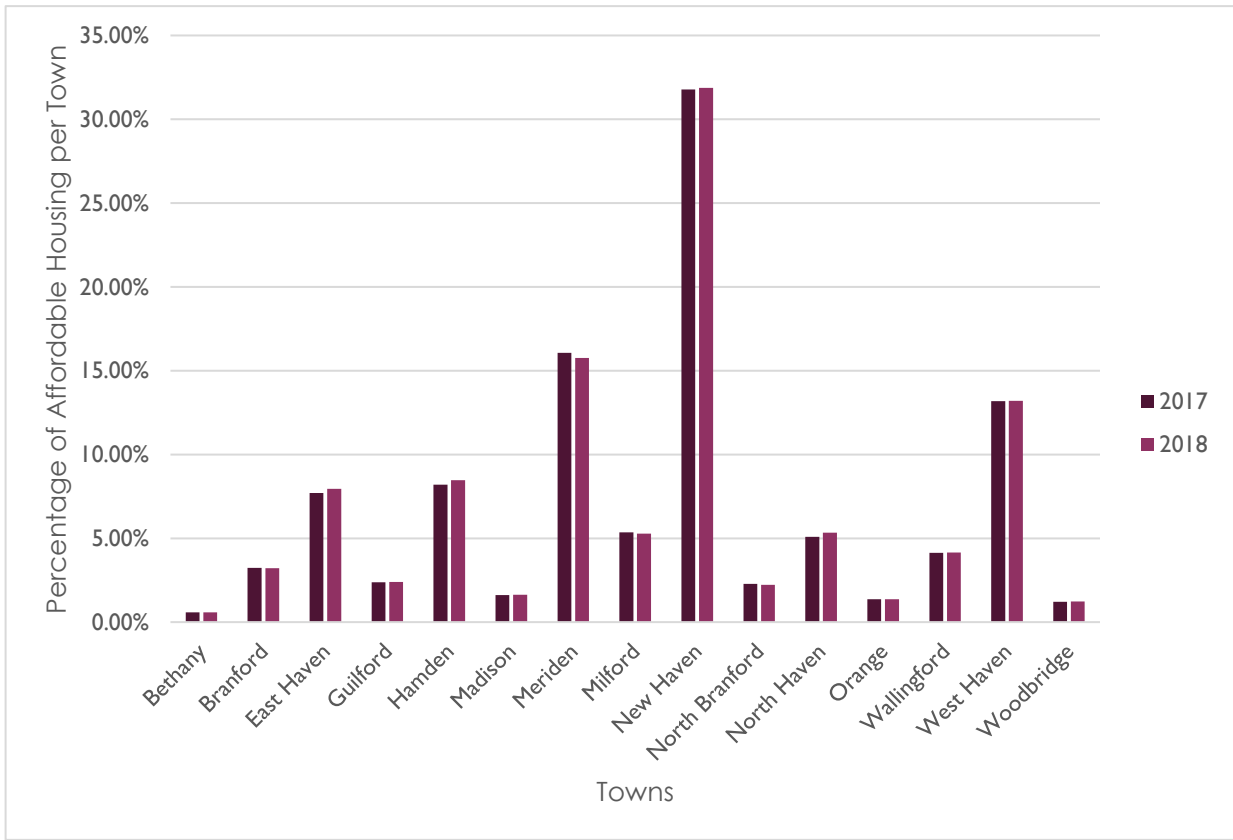
	2008	2016	Change	% Change
<b>Bethany</b>	1,979	2,017	38	1.92%
<b>Branford</b>	13,590	13,717	127	0.93%
<b>East Haven</b>	11,976	12,390	414	3.46%
<b>Guilford</b>	9,121	9,291	170	1.86%
<b>Hamden</b>	23,808	25,507	1,699	7.14%
<b>Madison</b>	7,661	7,973	312	4.07%
<b>Meriden</b>	25,249	29,569	4,320	17.11%
<b>Milford</b>	23,858	23,286	-572	-2.40%
<b>New Haven</b>	52,812	56,399	3,587	6.79%
<b>North Branford</b>	5,457	5,813	356	6.52%
<b>North Haven</b>	9,171	8,915	-256	-2.79%
<b>Orange</b>	5,156	5,037	-119	-2.31%
<b>Wallingford</b>	18,201	19,544	1,343	7.38%
<b>West Haven</b>	22,305	22,176	-129	-0.58%
<b>Woodbridge</b>	3,294	3,119	-175	-5.31%
<b>Total</b>	233,638	244,753	11,115	4.76%



# REGIONAL ANALYSIS

## HOUSING: NUMBER OF AFFORDABLE UNITS

As noted in the 2018 Comprehensive Economic Development Strategy, the availability of housing options for low wage workers and their families is scarce. A single parent with two children must earn over \$24.96.<sup>15</sup> Currently, the minimum wage in Connecticut is \$10.10. The legislature is currently considering raising the minimum wage to \$15 per hour. Suburban towns have extremely limited inventory.<sup>16</sup>



<sup>15</sup> National Low Income Housing Coalition, Out of Reach 2018

<sup>16</sup> CT Data Collaborative 2018 Town Profile

# REGIONAL ANALYSIS

## HOUSING: NET MIGRATION BETWEEN NEW HAVEN AND SELECTED COUNTIES

There is a negative net migration rate been New Haven County and neighboring counties.<sup>17</sup>

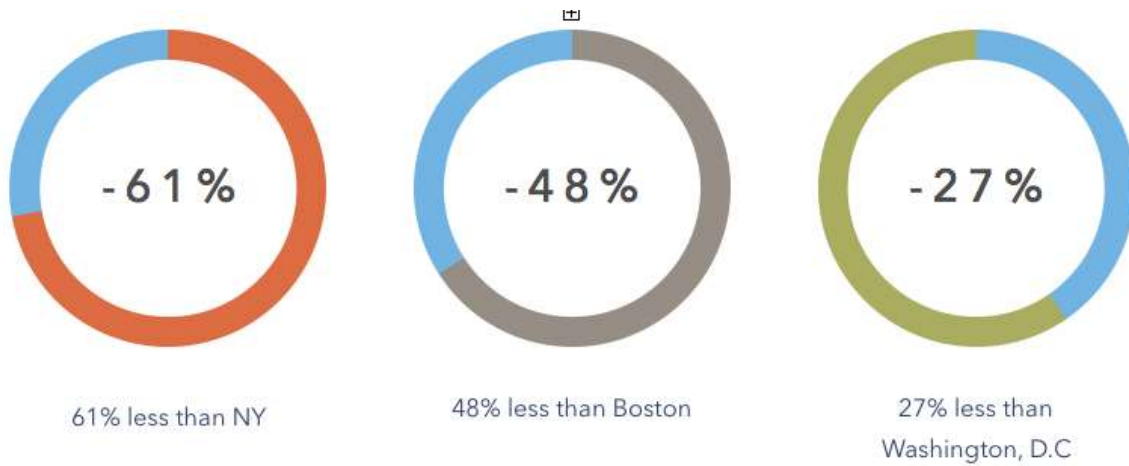
State	County	In-Migration	Out-Migration	Net-Migration
CT	Fairfield County	3334	2541	793
NY	Bronx County	293	135	158
NY	Westchester County	216	127	89
NY	Queens County	242	163	79
NY	Kings County	328	253	75
	Puerto Rico	20	45	-25
CT	New London County	249	285	-36
MA	Suffolk County	129	202	-73
MA	Middlesex 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
<b>TOTAL</b>		14229	17284	-3055

<sup>17</sup> IRS Migration Data 2015-2016

# REGIONAL ANALYSIS

## 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. <sup>18</sup>



<sup>18</sup> Rent Café, rentcafe.com, December 2018

# REGIONAL ANALYSIS

## WORKFORCE: UNEMPLOYMENT

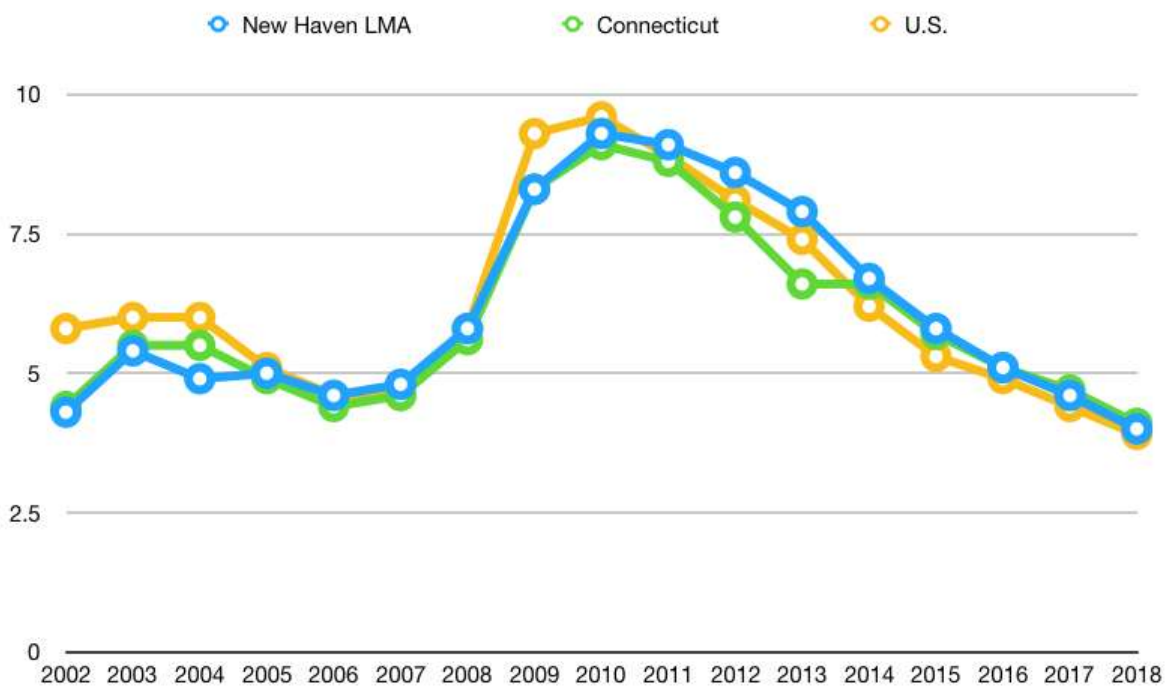
Unemployment in the New Haven Labor Market Area (LMA)\* has trended consistently with the unemployment of Connecticut and U.S. overall. In the LMA, unemployment has declined every year since 2010. <sup>19</sup>

2018 Annual Unemployment

New Haven LMA: 4.1%

Connecticut: 4.0%

U.S.: 3.9%



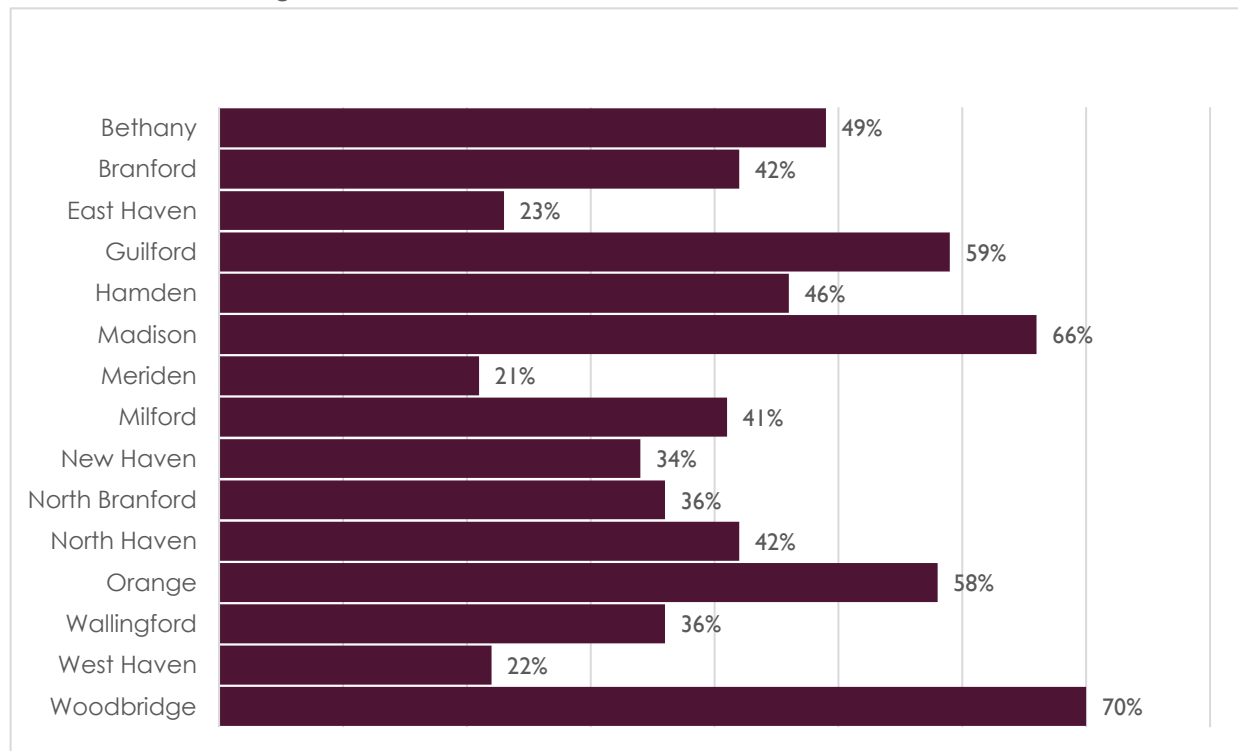
<sup>19</sup> Connecticut Department of Labor, [ctdol.state.ct.us/lmi/laus/lauslma.asp](http://ctdol.state.ct.us/lmi/laus/lauslma.asp)



# REGIONAL ANALYSIS

## 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 Guilford, Madison, Orange and Woodbridge having more than one-half of their population with a Bachelor's degree or more.

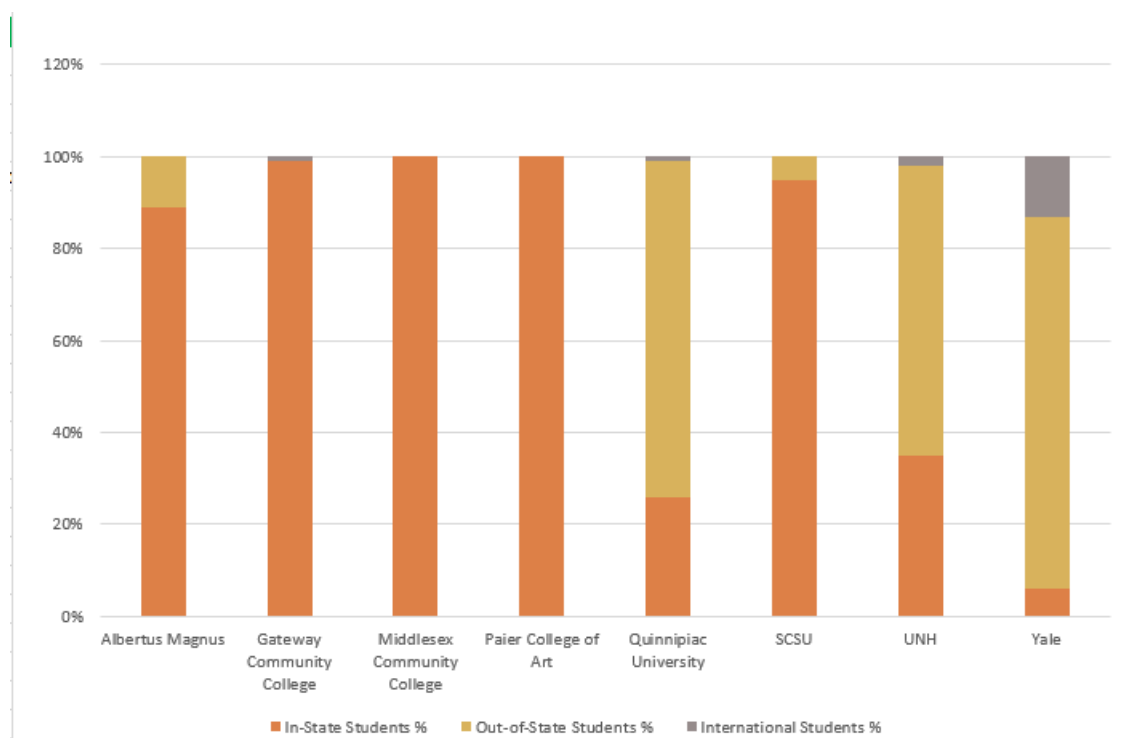


# REGIONAL ANALYSIS

## 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.<sup>20</sup>



<sup>20</sup> National Institute of Health, [report.nih.gov/award](http://report.nih.gov/award)

# REGIONAL ANALYSIS

## EMPLOYERS: LARGEST EMPLOYERS IN REGION

Since 2018, Alexion has been removed as one of the top employers in the region. As part of a management change, the headquarters moved to Boston. It is worth noting that the research division, with approximately 500 employees, remains in New Haven. Otherwise, our large employer base has remained unchanged.<sup>21</sup>

Company Name	Town	Industry/Business Description	Size/Range
<b>Yale New Haven Health System</b>	New Haven	Hospitals/Clinics	10,000+
<b>Yale University</b>	New Haven	Schools-Universities & Colleges Academic	5,000-9,999
<b>Avangrid (United Illuminating and Southern Connecticut Gas)</b>	Orange	Utilities	1,000-4,999
<b>General Counselors Office</b>	New Haven	Business Services NEC	1,000-4,999
<b>Laticrete International, Inc.</b>	Bethany	Adhesives & Glues (Whls)	1,000-4,999
<b>Life Insurance – Family First</b>	Wallingford	Insurance	1,000-4,999
<b>Masonicare</b>	Wallingford	Hospitals	1,000-4,999
<b>Medtronic</b>	North Haven	Surgical Appliances-Manufacturers	1,000-4,999
<b>Southern Connecticut State University</b>	New Haven	Schools-Universities & Colleges Academic	1,000-4,999
<b>Veterans Affairs Connecticut Healthcare System</b>	West Haven	Hospitals	1,000-4,999
<b>Amazon</b>	Wallingford	Internet & Catalog Shopping	500-999
<b>Assa Abloy Door Security Solutions</b>	New Haven	Security Systems	500-999
<b>Edgewell Personal Care</b>	Milford	Home & Personal Care Products	500-999
<b>Honeywell</b>	North Branford	Safety Equipment & Clothing-Mfrs	500-999
<b>Knights of Columbus Insurance</b>	New Haven	Insurance	500-999

<sup>21</sup> CT Department of Labor, [ctdol.state.ct.us/lmi/EmpSearchGeo.asp](http://ctdol.state.ct.us/lmi/EmpSearchGeo.asp), October 2018

# REGIONAL ANALYSIS

<b>Midstate Medical Center</b>	Meriden	Hospitals	500-999
<b>Milford Hospital</b>	Milford	Hospitals	500-999
<b>Quest Diagnostics</b>	Wallingford	Laboratories	500-999
<b>Quinnipiac University</b>	Hamden	Schools-Universities & Colleges Academic	500-999
<b>SUBWAY World Headquarters</b>	Milford	Restaurant Management	500-999

# REGIONAL ANALYSIS

## EMPLOYERS: SIZE OF ESTABLISHMENTS

The vast majority of businesses in New Haven County employ less than 100 employees and account for more than 58% of total employment.<sup>22</sup>

Size	Number of	Worksites		Employment	
Class	Employees	Number	% of Total	Number	% of Total
1	0 - 4	13,997	59.0	21,928	6.8
2	5 - 9	3,823	16.1	25,430	7.9
3	10 - 19	2,904	12.2	39,338	12.3
4	20 - 49	1,917	8.1	58,373	18.2
5	50 - 99	623	2.6	42,796	13.3
6	100 - 249	385	1.6	57,977	18.1
7	250 - 499	51	0.2	17,570	5.5
8	500 - 999	15	0.1	10,395	3.2
9	1000 & over	16	0.1	47,145	14.7
<b>Total</b>		<b>23,731</b>	<b>100.0</b>	<b>320,952</b>	<b>100.0</b>

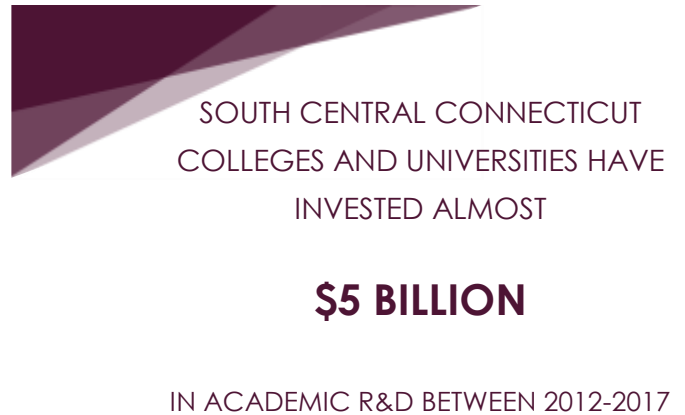
<sup>22</sup> CT Department of Labor, [ctdol.state.ct.us/lmi/EmpSearchGeo.asp](http://ctdol.state.ct.us/lmi/EmpSearchGeo.asp), 4<sup>th</sup> Quarter, 2017

# REGIONAL ANALYSIS

## 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 \$5 billion in R&D between 2012 and 2017.



in thousands						
YEAR	2012	2013	2014	2015	2016	2017
Yale University	\$656,555	788,784	772,840	803,004	881,765	951,084
University of New Haven	\$2,723	1,400	1,616	1,832	3,822	5,005
Southern Connecticut State University	3,256	2,012	5,465	5,482	3,243	2,493
Quinnipiac University	1,000	1,022	1,002	967	1,022	1,036
<b>TOTAL BY YEAR</b>	663,804	793,218	780,923	811,285	889,852	959,618