

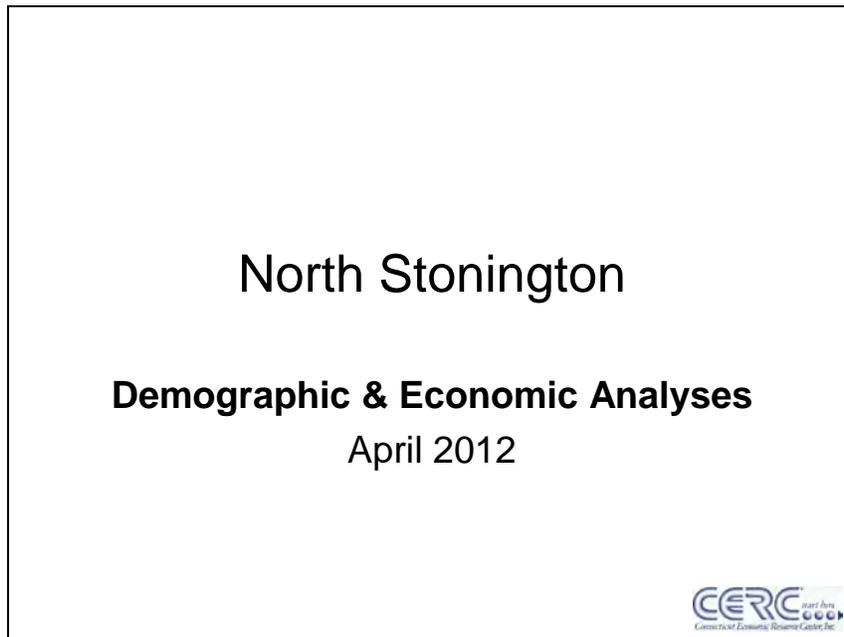
North Stonington, Connecticut Economic Development Action Plan

Demographic and Economic Analysis

Introduction

A review of data relating to a local or regional economy is usually an early step in the consideration and evaluation of a location by companies looking for a new location or comparing their current location with alternatives. The International Economic Development Council (IEDC) maintains a recommended standardized data base (referred to as the Site Selection Data Standards) providing a set of 25 spreadsheets that captures the data points most frequently sought by companies and site location consultants; this set of spreadsheets and an accompanying article about the importance of the Site Selection Data Standards can be found at http://www.iedconline.org/?p=data_standards.

The Connecticut Economic Resource Center (CERC) is the primary agency for collecting and presenting available data for Connecticut and Western Massachusetts. It is important to note the word "available"; while the IEDC Data Standards present an ideal world, not all data is available for every location, particularly smaller communities such as North Stonington. This document provides a data profile of North Stonington prepared by CERC in April 2012 based on the best available information at that time, with some additional information gathered from other sources by Garnet Consulting Services, Inc.. Relevant commentary about the meaning of the data is provided.



This Demographic and Economic Analysis covers the following topics, for the Town, New London County (the region) and the State of Connecticut, with comparisons between the years 2000 and 2010, the points for which the most data are available.

Dimensions 2000 to 2010

- Population
- Age
- Race and ethnicity
- Households
- Housing
- Educational attainment
- Labor force and employment
- Commuting times
- Traffic counts
- Incomes and wages
- Wages

- North Stonington
- New London County
- Connecticut



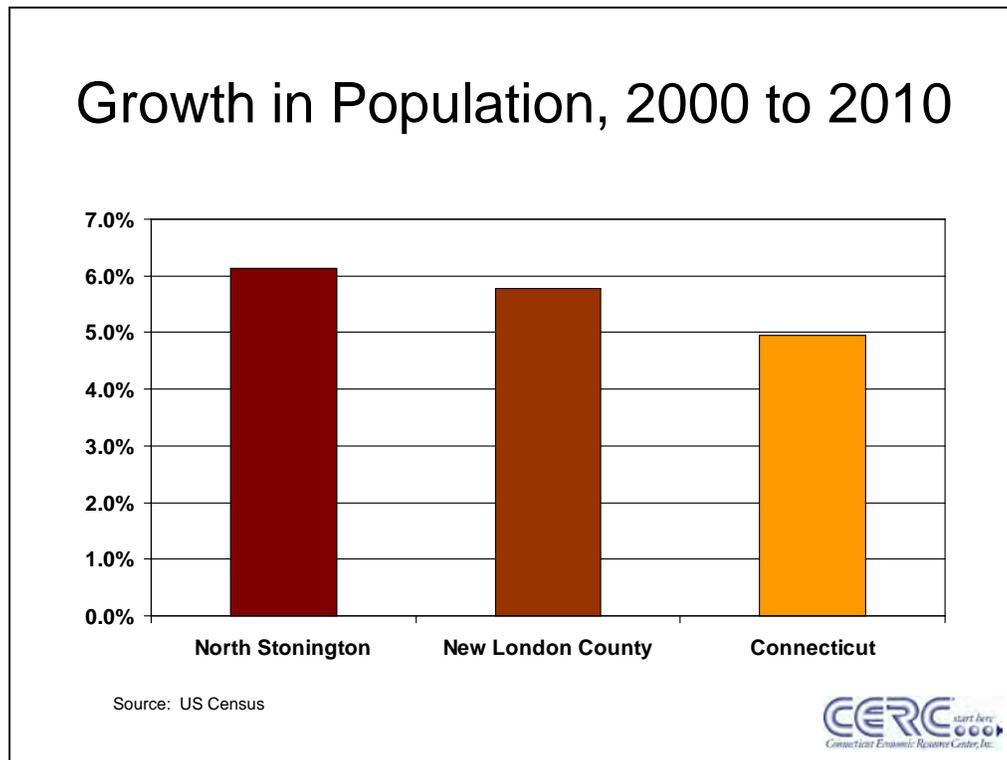
Population and Age

The first section of this Demographic and Economic Analysis provides information on population and age. Most recent traffic count information is also provided.

Figure 1 shows North Stonington is a slowly growing community, although at a slightly higher rate than New London County and Connecticut. In 2010 there were 5,297 residents, 306 more than in 2000. Between 2000 and 2010 the population increased by 6.13 percent in North Stonington, by 5.78 percent in New London County, and by 4.95 percent in Connecticut. CERC's current (2011) estimate of North Stonington's population is 5,300 with a projected growth to 5,505 (a 0.8% annual growth rate) by 2016.

North Stonington's small population and slow growth rate would normally not position the town as a potential regional shopping destination. However, these "population deficiencies" (from the perspective of most retailers and personal service businesses or developers of retail/service complexes) are offset somewhat by high traffic counts on I-95 and Route 2 (see Table 4 in the section on Traffic Counts for most recent traffic counts from the Connecticut Department of Transportation).

Figure 1



Conversely, much of the traffic on Route 2 is bound for the Foxwoods casino complex, with limited motivation to stop at retail or service establishments. This competition for shopping dollars will increase (to North Stonington's disadvantage) when the 312,000 square foot, 85 store Tanger Outlet Center at Foxwoods is completed (no specific completion date has been announced).

In both 2000 and 2010 the population in North Stonington accounted for 1.93 percent of New London County.

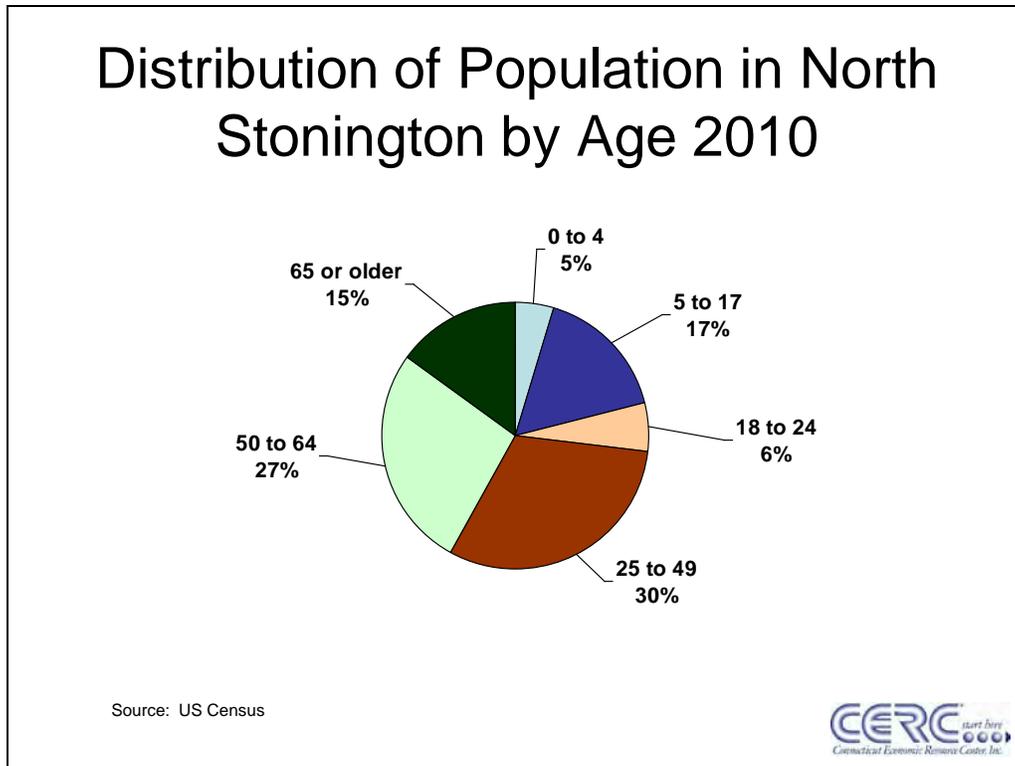
North Stonington is an older and aging community. As shown in Figure 2, 42 percent of its 2010 population was 50 years of age or older, with another 30 percent between 25 and 49. Stated differently, 42 percent of the population are already of retirement age or approaching it. While current economic conditions may keep many of these residents in the workforce longer than they anticipated, this is likely to change rapidly if the economy strengthens.

North Stonington's small cohort in the 18 to 24 year-old age group – only 6 percent of the population – does not provide a large pool of entry level or younger workers. This is offset by potential commuters into North Stonington from the surrounding region.

Thirty percent of the Town's population is in the primary working age population of 25 to 49. Older data (2000) from CERC's North Stonington Community Profile (see Appendix A) shows

that the vast majority of North Stonington's residents in the labor pool commute out of town for employment. It is not likely that this situation has changed much since 2000.

Figure 2



North Stonington's age mix results in a median age of 39.6, compared to New London County's median age of 37.0 and Connecticut's median age of 37.4. This is not considered enough of a differential to discourage employers considering North Stonington as a location, but does suggest a retail or service mix aimed at an older population.

However, if current trends hold (see Figure 3), North Stonington will continue to age rapidly, and in the future may be perceived (and be) an enclave of older residents not in the workforce. Between 2000 and 2010 North Stonington experienced a shift in the distribution of the age of its population toward the 50 or older age groups, with noticeable declines in primary workforce and younger groups.

The decline in the school age population (5 to 17) is a primary factor in current consideration of closing North Stonington's high school, considered by many as a serious detriment to the town's quality of life.

In comparison with Figure 4, North Stonington's shift in age distribution between 2000 and 2010 toward the older age cohorts shown in Figure 3 exceeded the shifts experienced by New London County and the State. North Stonington's 50 to 64 age group grew by nearly 60 percent

compared to only a 15 percent increase for the County and a 23 percent increase for the State. Similarly, North Stonington's 65 and older age group grew by about 53 percent compared to only a 38 percent increase for the County and a 46 percent increase for the State.

Figure 3

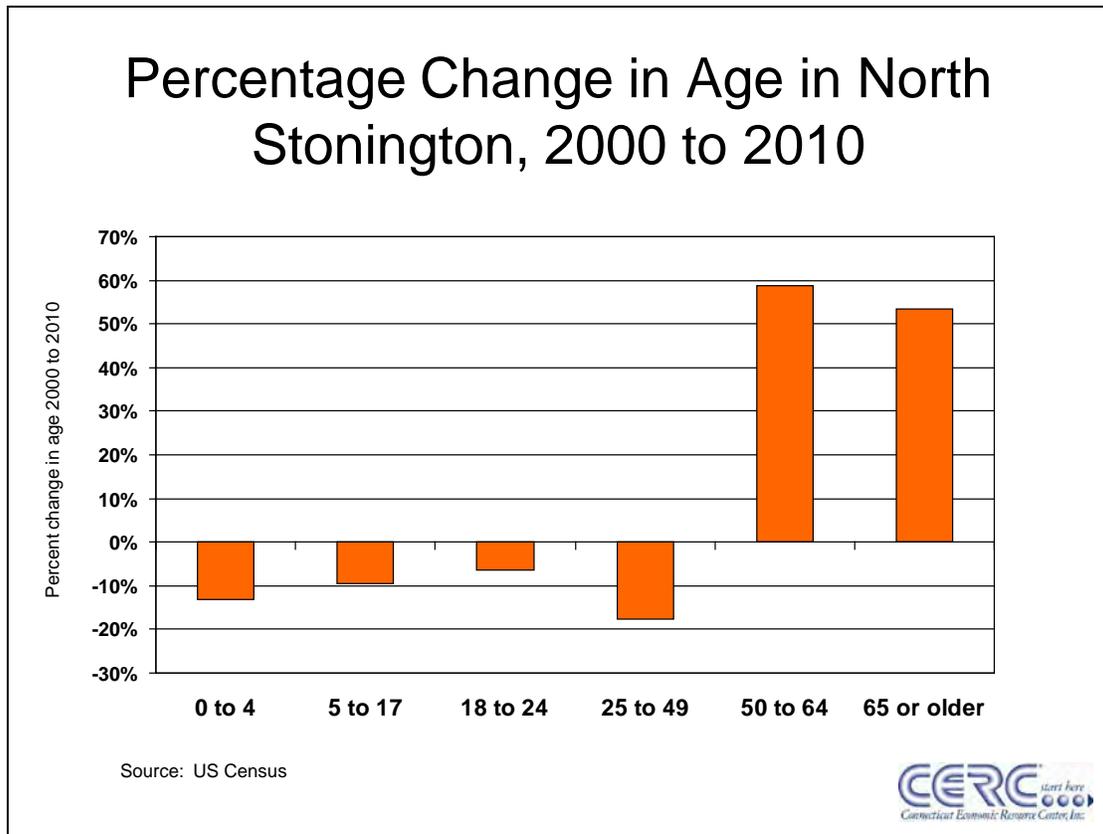
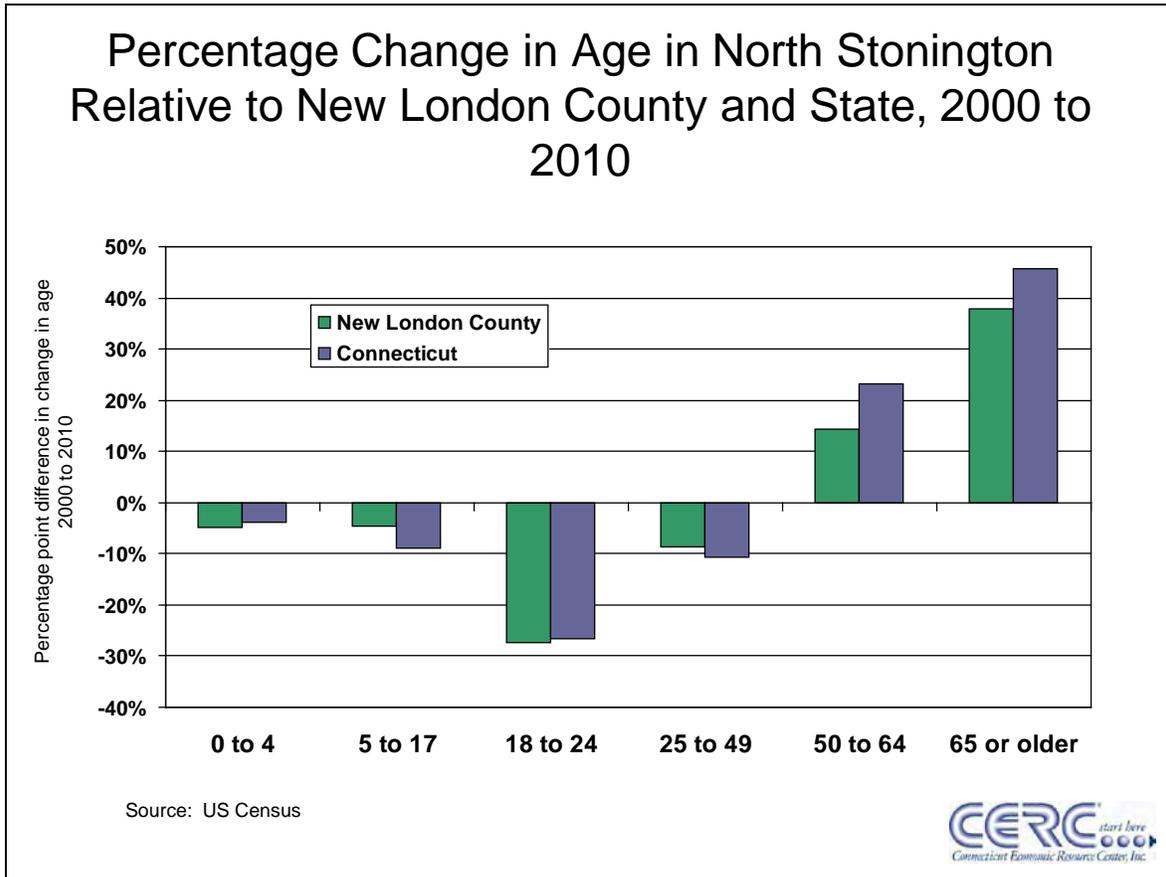


Figure 4

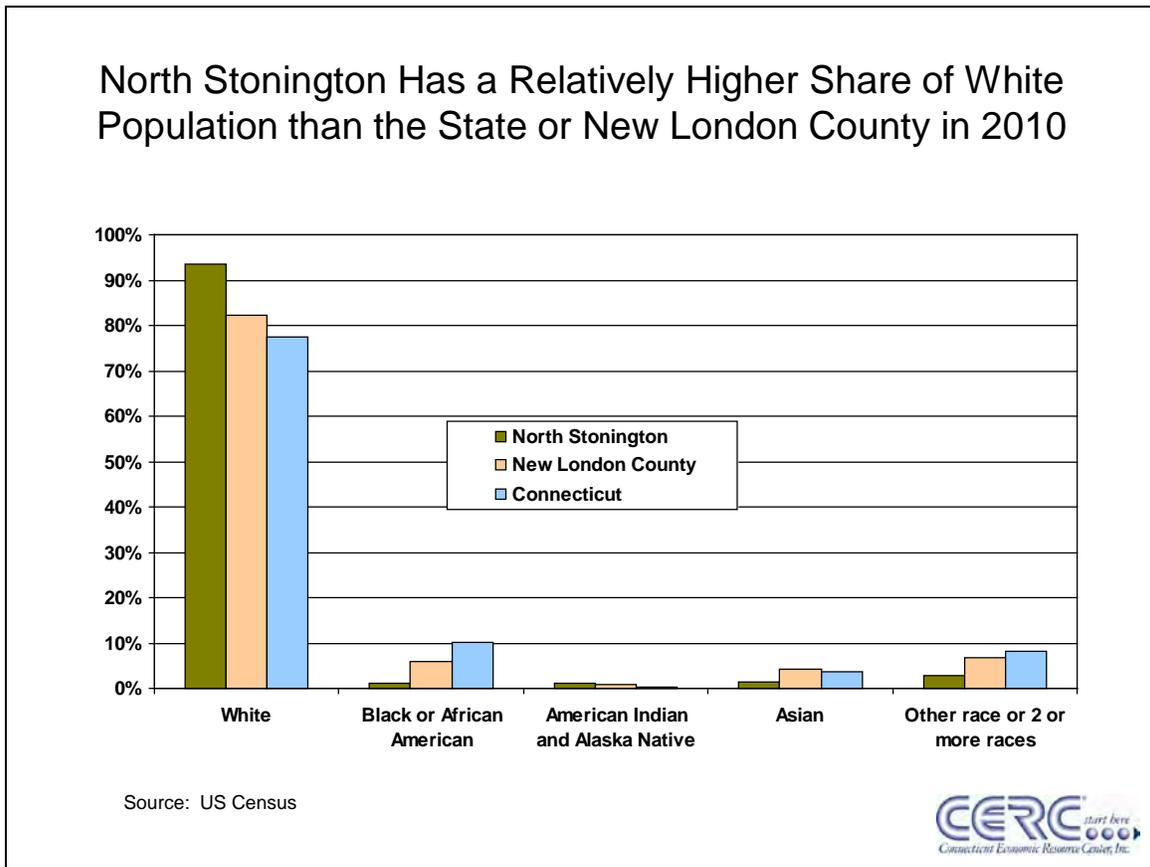


Race and Ethnicity

This section provides data on Race and Ethnicity. This data is currently not particularly significant from an economic development perspective (for example, there is no potential for an ethnically based market niche), but is presented here as a part of understanding the current and changing makeup of the community.

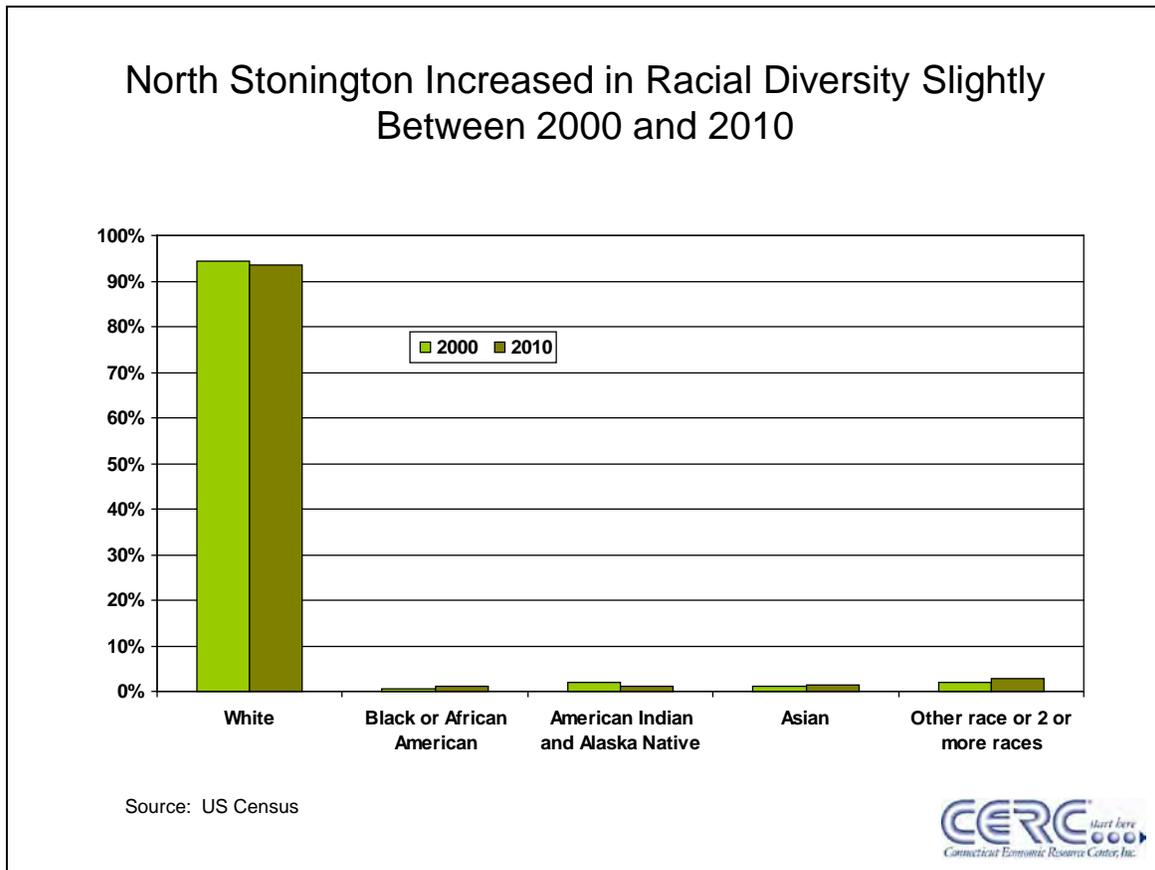
As shown in Figure 5, North Stonington is less ethnically diverse than both New London County and Connecticut.

Figure 5



However, as shown in Figure 6, between 2000 and 2010 the community became slightly more ethnically diverse, with the share of Whites declining from 94.3 percent in 2000 to 93.5 percent in 2010.

Figure 6



Within this small level of diversification, the largest change (see Figure 7) was in the Black/African American population, with a growth rate in this group that exceeded both the County and State; however, the growth in this group was only 27 individuals. Hispanics comprise a larger group in North Stonington (128 in 2010 and estimated at 144 in 2011) but as shown in Figure 8, had a smaller percentage of the population and slower growth rate than New London County or Connecticut as a whole.

As previously noted, this small level of growth and total population of non-White groups does not suggest the possibility of any ethnically focused market niches.

Figure 7

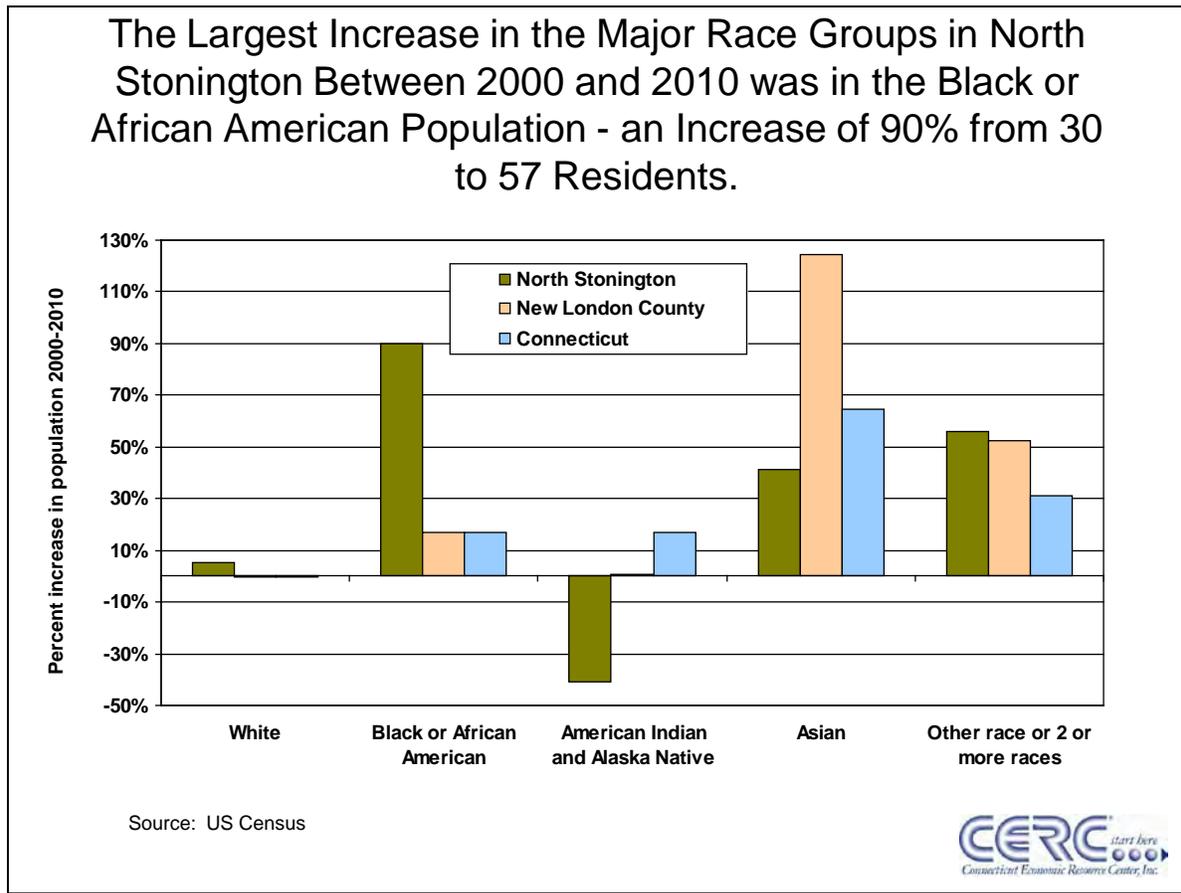
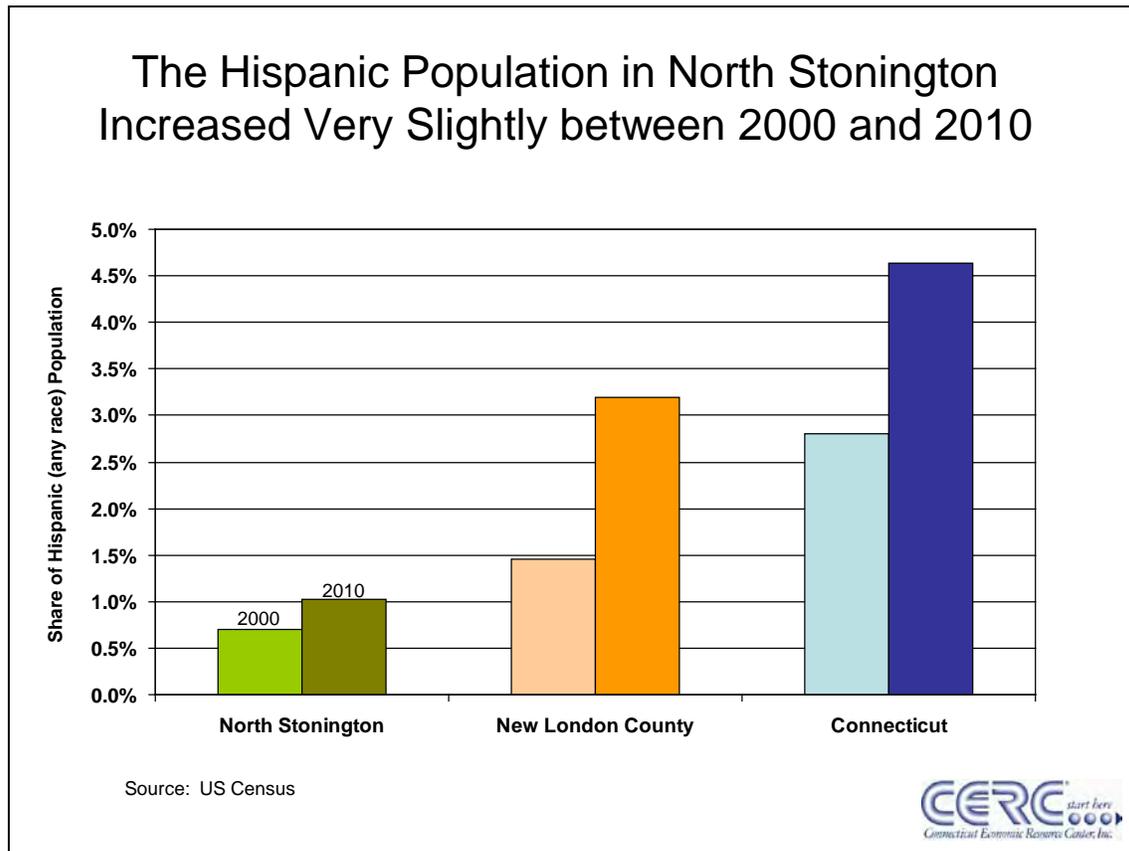


Figure 8



Housing, Households and Families

This section of the Demographic and Economic Analysis of North Stonington focuses on Housing, Households and Families.

Information on Household and Family composition can be important data in identifying retail or service needs and opportunities. As recognized in ESRI's Tapestry Segmentation Manual (see http://www.esri.com/data/esri_data/tapestry for an interactive "poster" summarizing ESRI's 65 market segments), different consumer or lifestyle groups have different characteristics and purchasing preferences and patterns. This type of market segmentation is frequently used by merchants – particularly major chains) in selecting new store locations.

As shown in Figure 9, North Stonington has a very high share of its population living in households (as opposed to group quarters) and that share increased between 2000 and 2010 while in the County and the State that population decreased. The remainder of the population lives in group quarters.

According to the U.S. Bureau of the Census:

“a household includes all the persons who occupy a housing unit. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. (People not living in households are classified as living in group quarters.)”

Figure 9

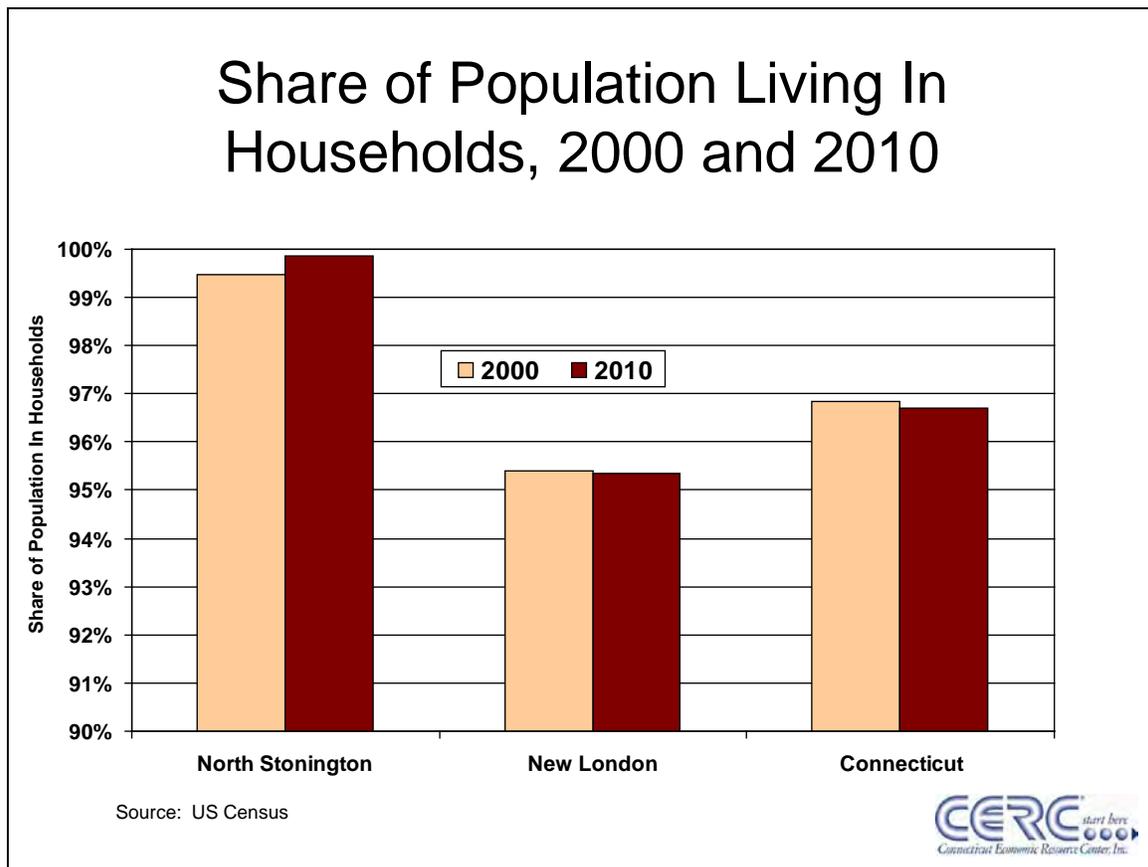
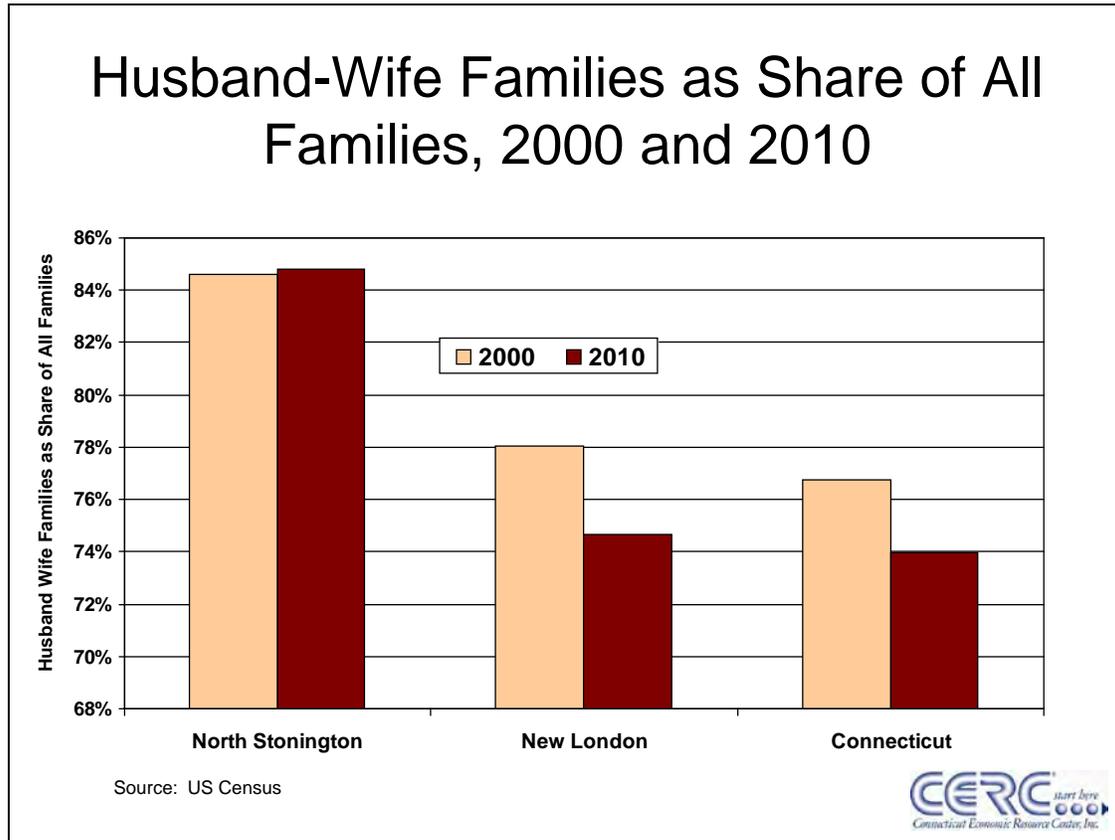


Figure 10 shows that, in comparison with the County and State, North Stonington has a significantly higher percentage of husband-wife families. Without taking income into account, but factoring in the age breakdown discussed above, this suggests that North Stonington may fall into a combination of the Traditional Living and Senior Styles Lifestyle Groups in the ESRI Tapestry Manual.

Figure 10



The Traditional Living group is described in the manual as follows:

The four segments in *Traditional Living* convey the perception of real middle America—hardworking, settled families. The group’s higher median age of 38 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and anticipating retirement. Even though they’re older, many still work hard to earn a modest living. They typically own single-family homes in established, slow-growing neighborhoods. They buy standard, four-door American cars, belong to veterans’ clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

The Senior Styles group is described as follows:

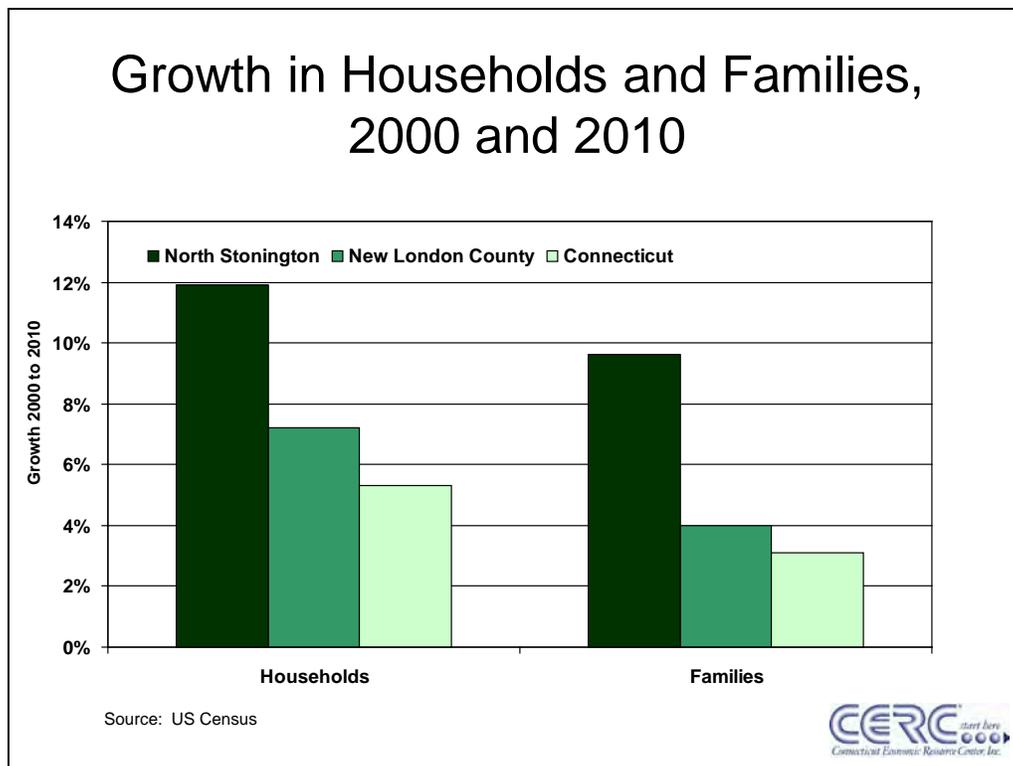
More than 14.4 million households in the nine *Senior Styles* segments comprise one of the largest LifeMode summary groups. As the U.S. population ages, two of the fastest growing American markets are found among *The Elders* and the *Silver and Gold* segments. *Senior Styles* segments illustrate the diversity among today’s senior markets. Although incomes within this group cover a wide range, the median is \$45,396, attributable mostly to retirement income or Social Security payments. Younger, more

affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or highrises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

These descriptions should be useful to North Stonington in identifying the types of retailers or service providers that would have the most patronage from residents. However, given the small population and slow growth rate of the community discussed above, it is unlikely North Stonington can provide the “critical mass” of shoppers needed to meet the site selection criteria of most major chains. Retailers or service establishments that select a North Stonington location will most likely be single locations operated by someone from the community or nearby.

Figure 11 shows that the number of households in North Stonington grew by nearly 12 percent between 2000 and 2010 from 1,833 to 2,052. The percent increase in households in North Stonington was nearly 5 percentage points higher than New London County and more than 6.5

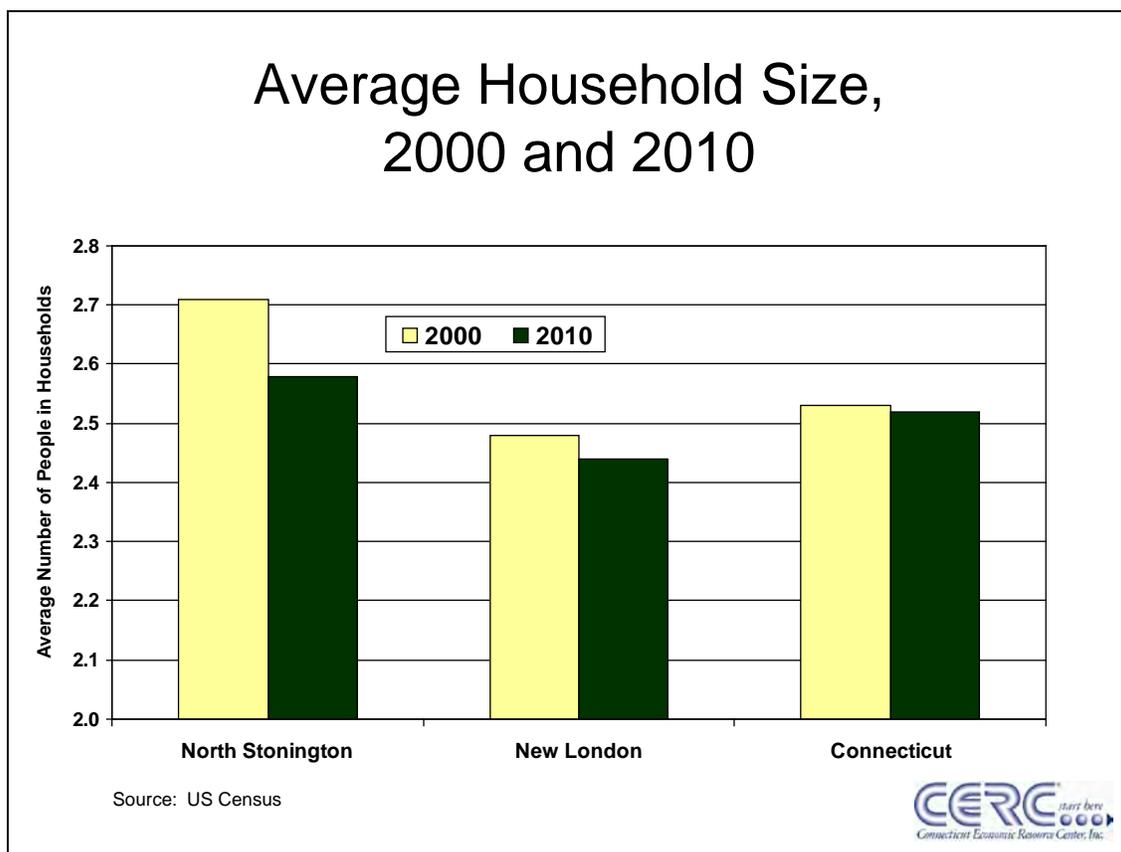
Figure 11



percentage points higher than the State. The growth in the number of families accounted for more than 60 percent of the growth in households in North Stonington and at 9.6 percent it was more than 5.5 percentage points higher than the County and 6.5 percentage points higher than the state. Again, these statistics indicate that North Stonington is comprised more of Traditional Living lifestyle groups than other groups identified in the Tapestry Manual.

Figure 12 shows that North Stonington's average household size (now 2.58) exceeds that of the County and State, but has declined more in size between 2000 (when it was 2.71) and 2010 than either the County or State. This is a national trend, with average household size shrinking constantly since 1970, when it was 3.1 nationally.

Figure 12

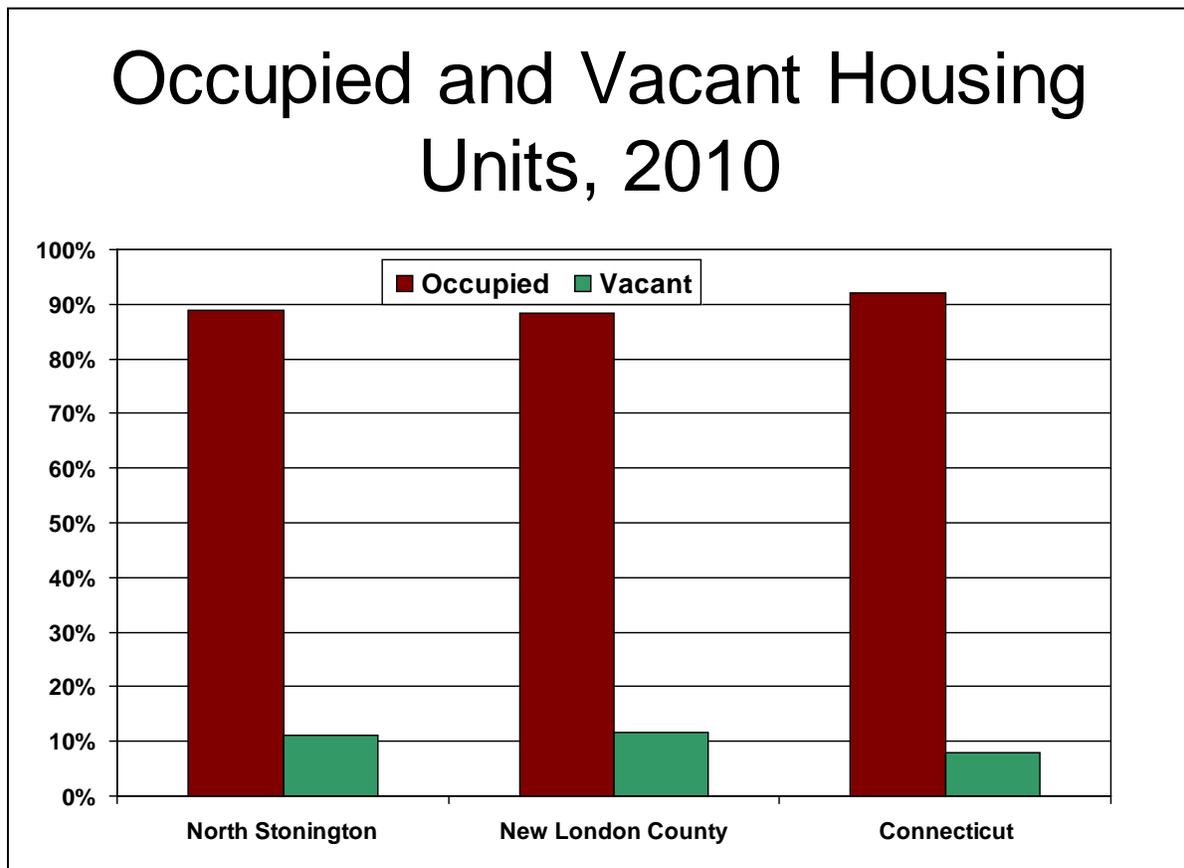


If the trend of declining household size but increasing household formations continues, this suggests continuing pressure for new residential construction and the need for stores selling all types of household furnishings. As previously noted, North Stonington's population would not be enough to support such establishments, but in combination with the regional population, transportation network (particularly I-95) and high drive-by traffic, stores serving the regional market could find a North Stonington location attractive. Shoppers from Rhode Island could be

expected to come to North Stonington to take advantage of the sales tax differential (6.35% in Connecticut versus 7.0% in Rhode Island) for larger purchases.

Figure 13 shows that North Stonington has a relatively low housing vacancy rate, with nearly 90 percent of housing units occupied. This is slightly higher than the County rate but slightly lower than the State rate. This is another factor that should be of interest to retail or service establishments serving the residential market as it indicates both strength in occupancy and growth possibilities as vacant units are filled.

Figure 13

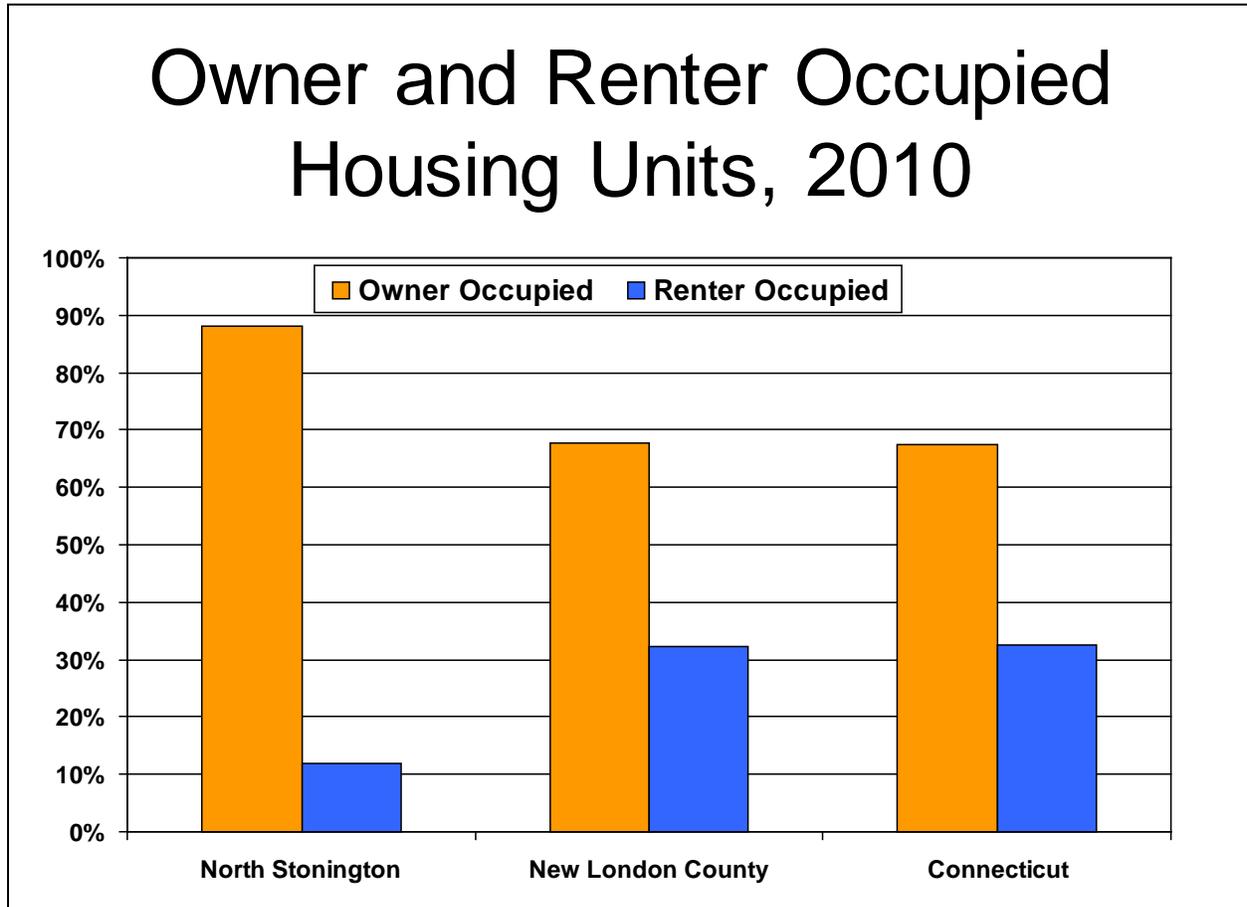


North Stonington is primarily an owner occupied, single-family housing market. Figure 14 shows the breakdown between owner-occupied and renter occupied housing units for the Town, County and State. North Stonington substantially exceeds both the County and State owner occupancy rate, and conversely is much lower in renter occupancy. This reflects the limited number of rental units in the Town.

In the future, if home values continue to rise (median house sale value in 2009 was \$241,000 according to CERC's North Stonington Town Profile shown in Appendix A) this will be a concern. Many younger people will not be able to afford to live in North Stonington because of a lack of

affordable rental units. This will not only cause the median age of the community to continue to rise, it may also make it difficult to provide an adequate number of volunteer firefighters needed by the Town.

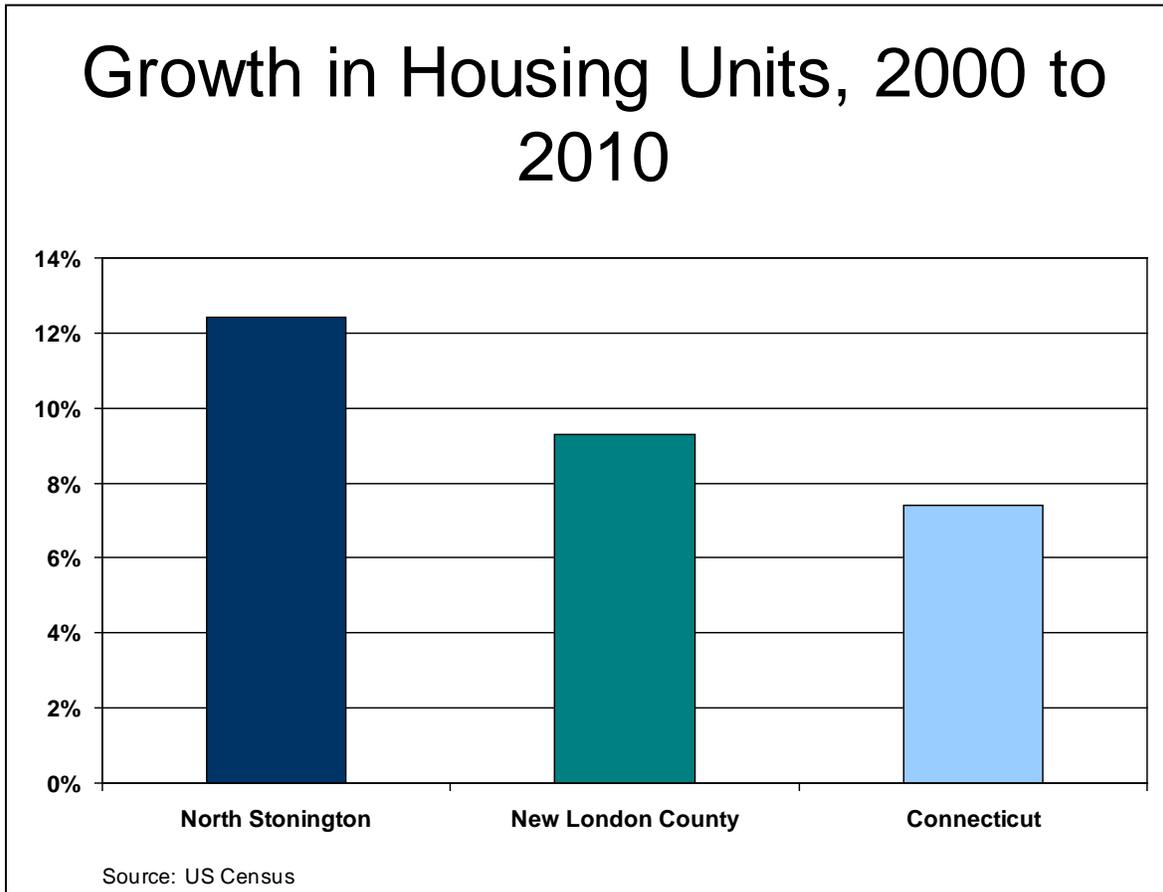
Figure 14



Between 2000 and 2010 North Stonington added 254 housing units, resulting in a growth of 12.4% as shown in Figure 15. New London County's housing stock growth rate was 3.1 percentage points less, but obviously working from a much larger base. Overall, the State of Connecticut had an increase in housing stock of 7.4 percent during the decade, 5 percentage points less than North Stonington's over the decade.

However, due to the current sluggish housing market, new home starts are down significantly throughout the region. For a community like North Stonington that is largely dependent on new residential construction for Grand List growth, this is a problem that can lead to a continually escalating mill rate and residential property tax bill. Additional commercial growth would help alleviate this condition.

Figure 15

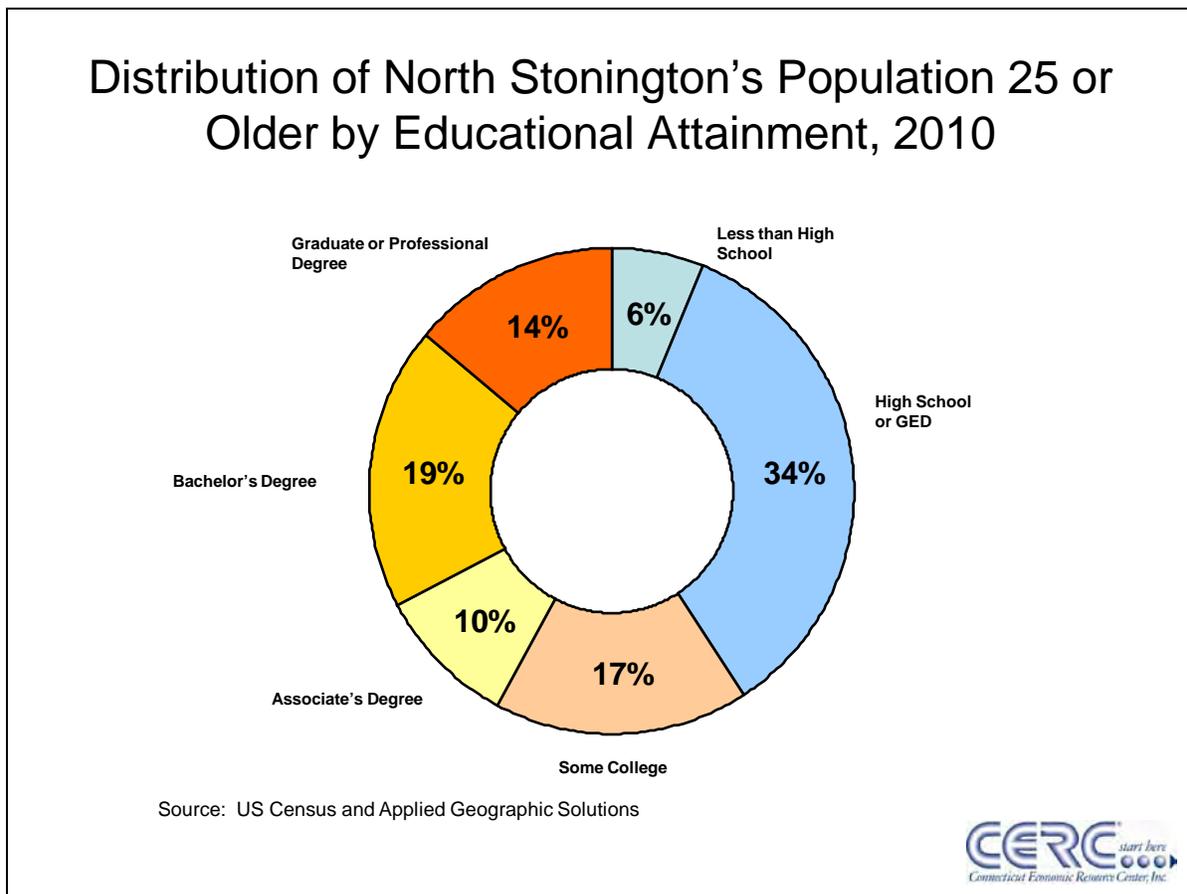


Educational Attainment

Figures 16 – 19 present information on the educational attainment of North Stonington’s residents compared with those of New London County and Connecticut.

Figure 16 shows that 60 percent of North Stonington’s residents have some level of education beyond high school, with 17 percent with some college but no degree, 10 percent with Associate’s Degrees, 19 percent with Bachelor’s Degrees, and 14 Percent with an advanced degree of some type.

Figure 16



Educational attainment is one of the primary labor force characteristics evaluated by many companies whose operations require a well educated workforce. In addition, when combined with income statistics (see the section on Income and Wages), educational attainment is one of the factors evaluated by merchants in selecting new store locations.

Figure 17 shows that North Stonington’s educational attainment lags that of Connecticut as a whole for Bachelor’s and Graduate/Professional Degrees, but is equal to or better than New London County in these areas. Conversely, North Stonington has a higher number of residents with only a high school diploma or GED (34 percent of the population) than either the County or

State. However, the differences are not significant enough to impact the Town's ability to attract employers, since they would be drawing from the regional workforce, not just the Town's.

Figure 17

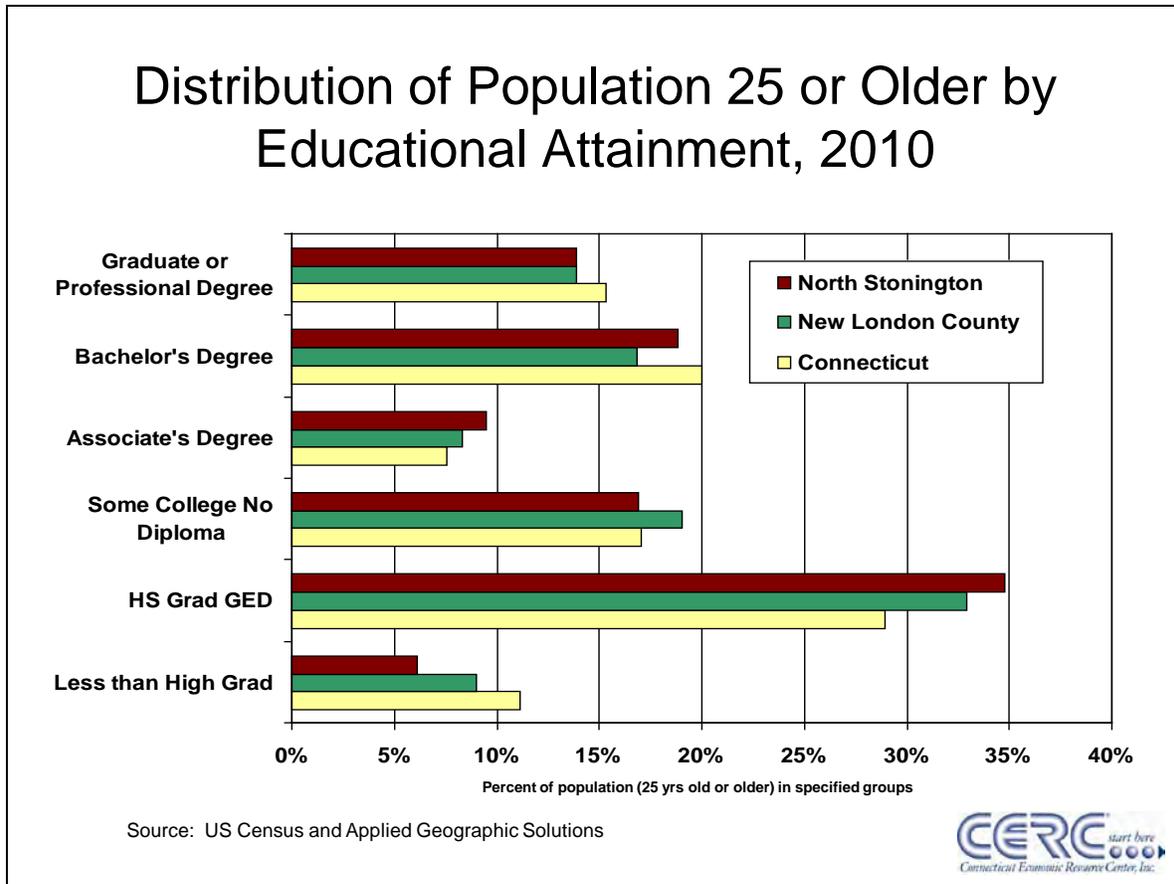
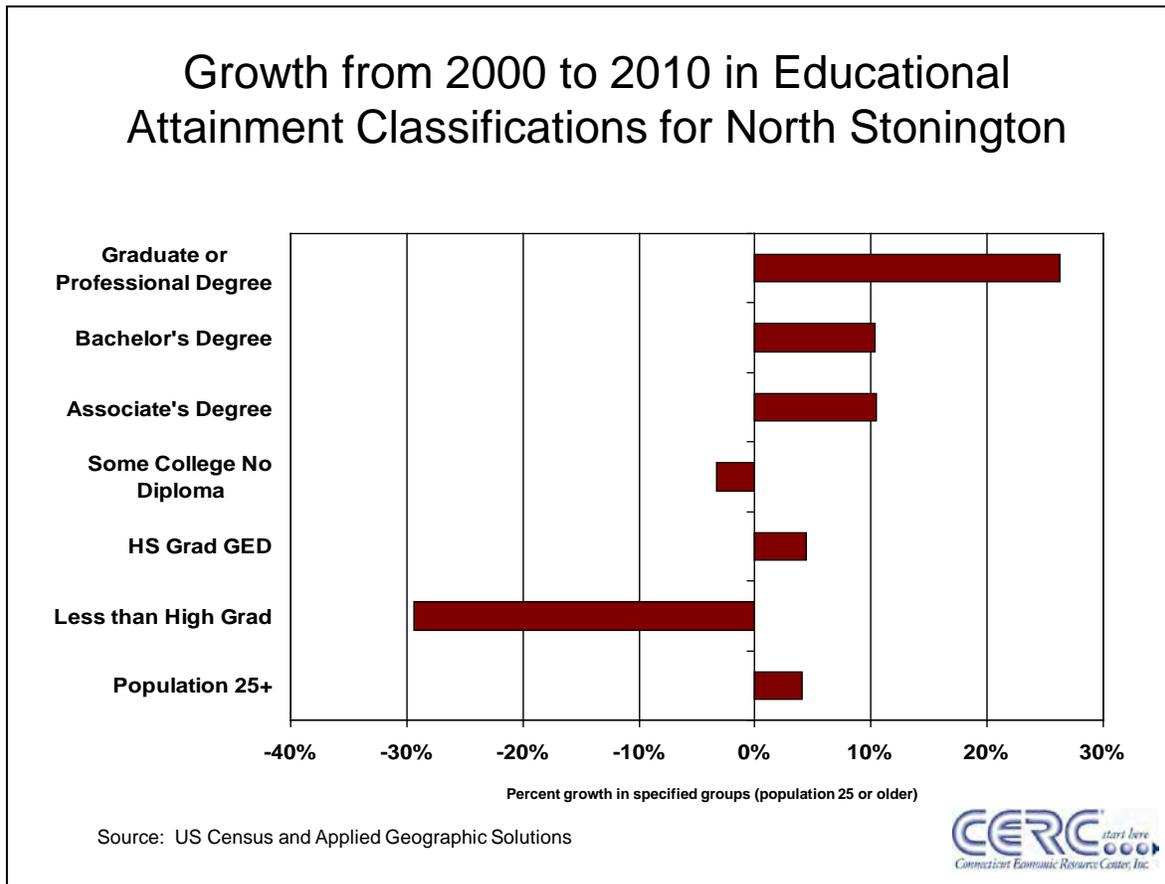


Figure 18 shows that educational attainment in North Stonington improved between 2000 and 2010 in the 25 and older age cohort, a positive trend related to both employment and purchasing power potential. (The 25 or older cohort is used because most of the younger groups are still in school with an undetermined final level of educational attainment.) The 27 percent increase in those with Graduate or Professional Degrees, and the 29 percent decline in those with less than a full high school education are particularly noteworthy when assessing the Town's resident workforce.

Figure 18



Employment Information

This section (Figures 19 – 23) presents information on North Stonington’s employment situation. As this Demographic and Economic Profile was prepared, the most recent employment data were for July 2012. Table 1 provides comparative Labor Force Data (from the Connecticut Department of Labor’s monthly “Labor Force Data for Labor Market Areas & Towns” report).

Table 1

July 2012 Labor Force Information – Not Seasonally Adjusted				
Area	Labor Force	Employed	Unemployed	Unemployment Rate
North Stonington	3,309	3,055	254	7.7
Norwich New London LMA	142,108	128,863	13,245	9.3
Connecticut	1,938,000	1,758,900	179,000	9.3

As of July 2012, North Stonington's unemployment situation is better than that of the County or State, but is still higher than desirable. Additional employment opportunities in the community would be helpful.

Figure 19 provides comparative unemployment statistics for the Town, County and State for the 2000 – 2010 decade. This Figure demonstrates that North Stonington's unemployment rate has consistently been lower than the County or State. This reflects the Town's educated and mature labor pool, factors that would be advantageous in staffing up new companies in town, particularly given the high level of out-commuting by North Stonington residents mentioned earlier in this report.

Figure 19

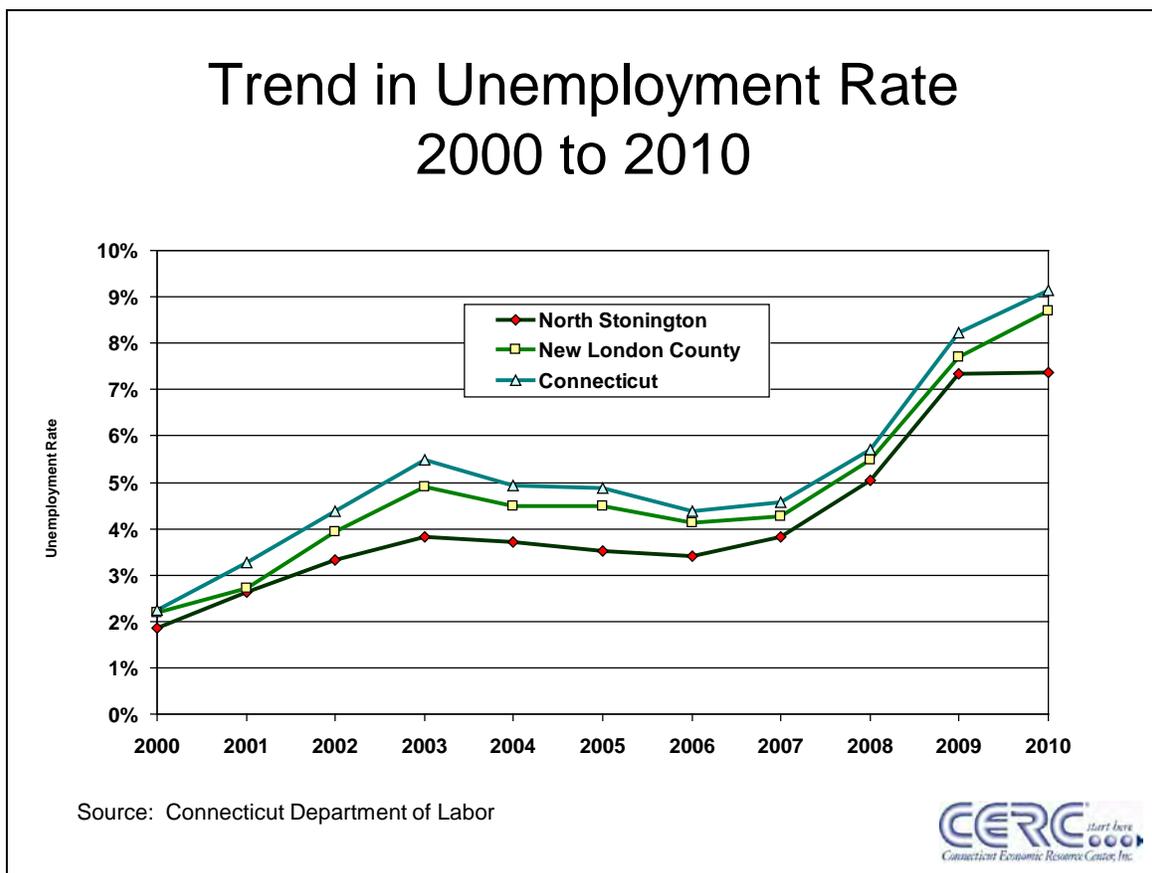


Figure 20 shows that the number of North Stonington residents in the labor force has been increasing over the past decade, and at a faster rate than of the County and State. The increase is attributable to the growth in population (see the earlier section on Population and Age). The fact that the Town's growth rate exceeds that of the County and State reflects the Town's much smaller population base. Nonetheless, a growing workforce with an unemployment rate lower than the surrounding area are both positive indicators about the availability of good labor for an employer considering a North Stonington location. While the Town is most suitable for smaller employers, mid-size to larger employers could also find an adequate number of workers from within the regional labor pool.

Figure 20

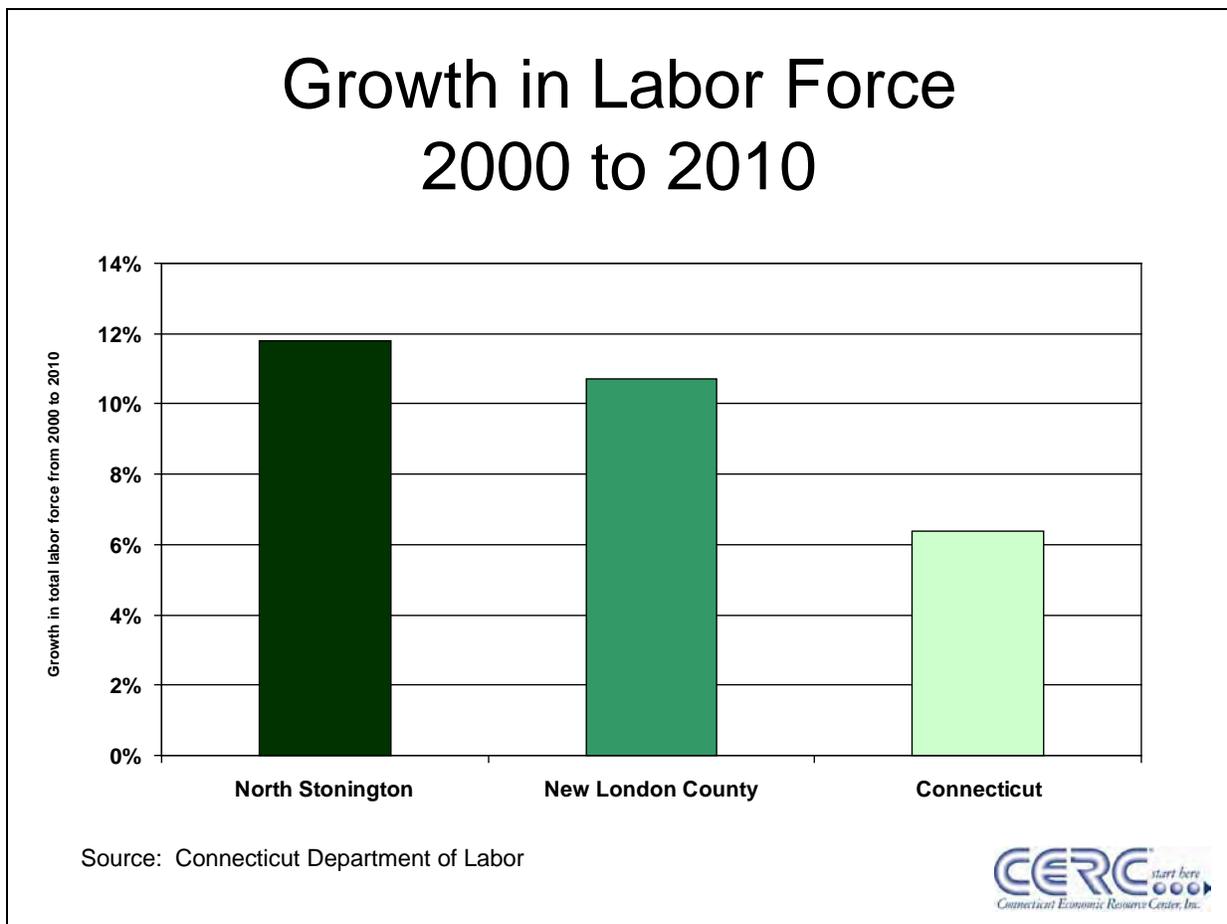


Figure 21 compares employment in the Town, County and State over the 2000 – 2010 decade, using 2000 as the base year for calculating an employment index; this index shows a percent change by year from the base year of 2000 which has an index value of 1.0. While all three areas are below their 2000 number as of 2010, North Stonington has had the largest drop over the longest period. Factors other than the recent recession and very slow recovery have negatively impacted North Stonington's employment situation.

Figure 21

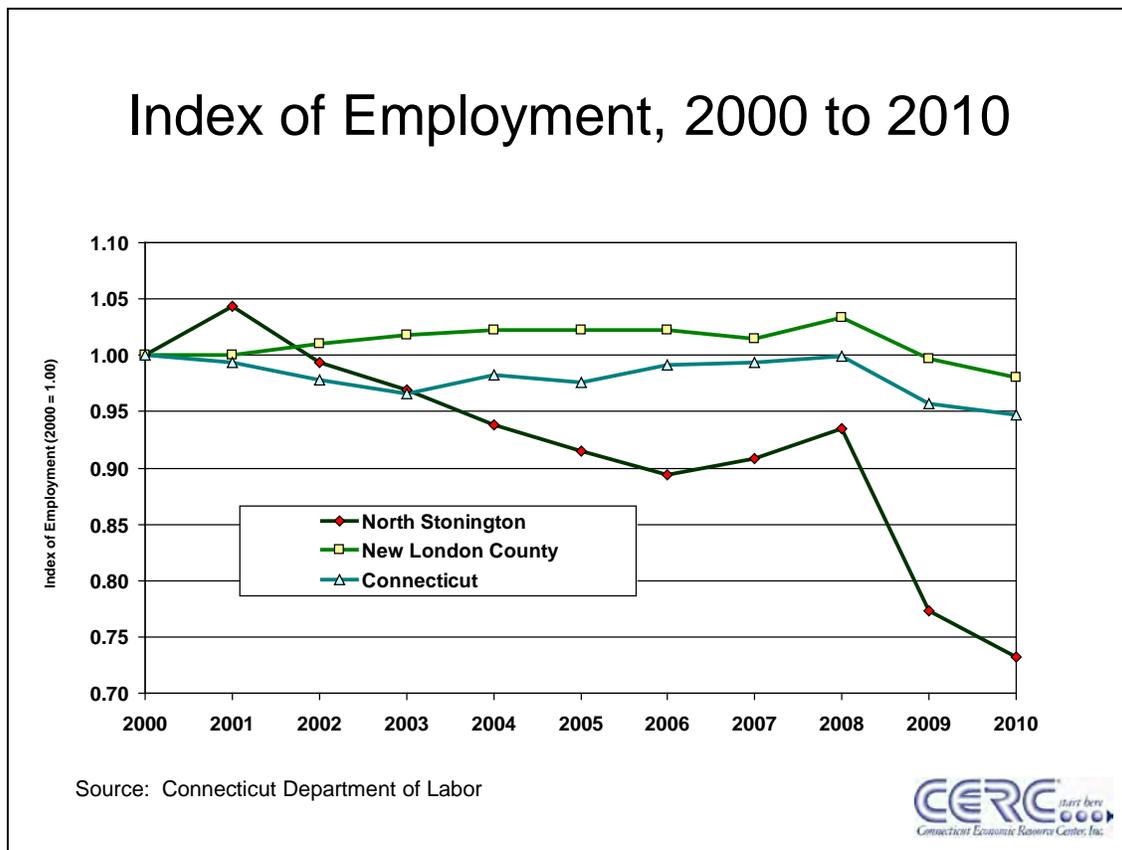


Figure 22 shows the number and types of jobs in North Stonington in 2010, the most recent year when this data is available. Figure 23 shows the types of jobs by percentage distribution. The predominant categories are Accommodation and Food Services, Government, Health Care and Social Assistance, and Retail (plus a catch-all “All Other” category). Ranging from about 75 jobs (Retail) to 275 (Accommodation and Food Services), none of these is a particularly strong cluster. Other than possibly the Health Care and Social Assistance category, none are sectors associated with higher wages.

It is likely that many workers commuting into North Stonington (CERC data from 2000, the most recent available, showed 775 commuters into North Stonington from the top 9 Connecticut and Rhode Island communities) are filling lower paying jobs. Conversely, many of North Stonington’s better educated and skilled residents are forced to commute to better paying jobs in other communities.

Figure 22



Figure 23

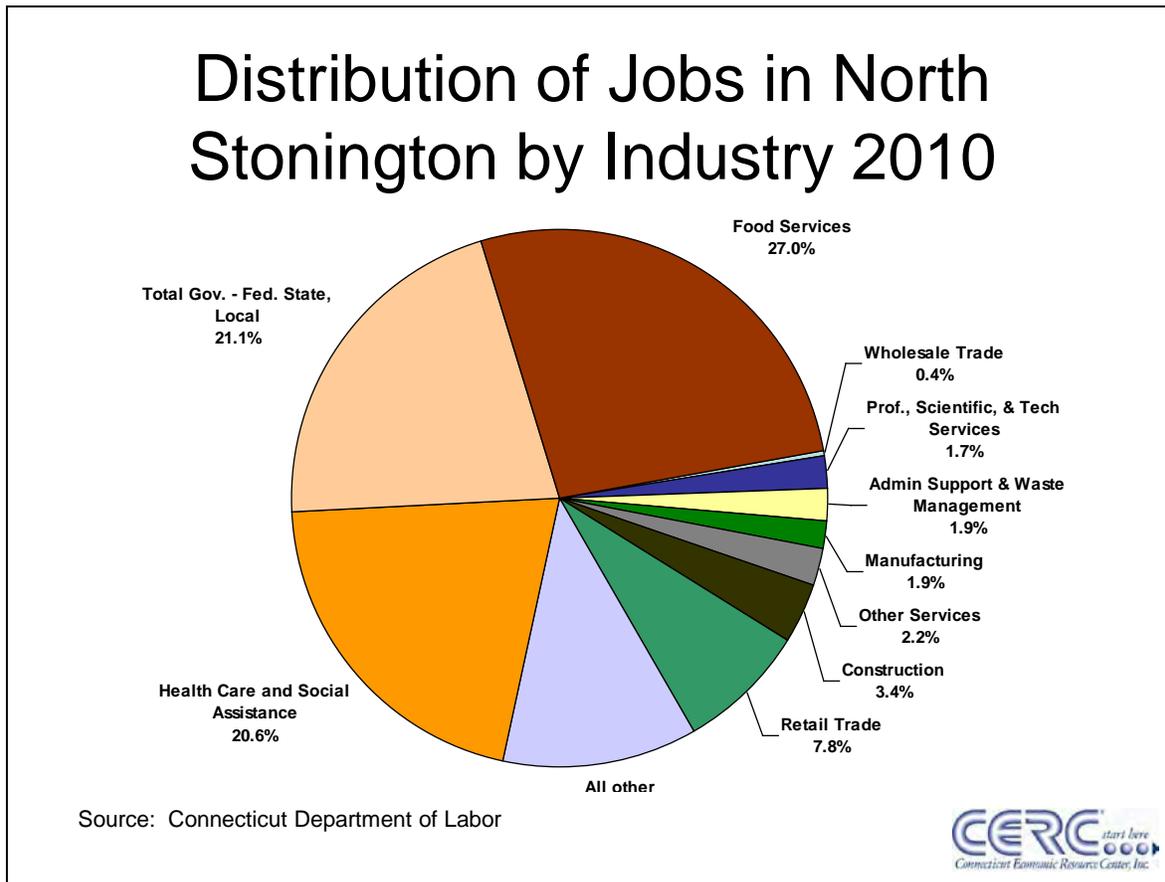


Table 2 provides a breakdown of the employment of North Stonington residents by occupational category. This information was taken from the website <http://www.city-data.com/work/work-North-Stonington-Connecticut.html#mostCommonOccupations>, and shows a very broad mix of occupational categories filled by North Stonington residents. Of note are the 42 people employed in agriculture in the categories Agricultural Workers including Supervisors and Farmers and Farm Managers. The total of all occupations in this table is lower than the total of all North Stonington residents in the labor force due to different data sources and incomplete or suppressed data, but it is likely the percentage distribution is fairly accurate.

Table 2

North Stonington Employment by Occupation	% (#)
Other management occupations except farmers and farm managers	4.7% (130)
Other office and administrative support workers including supervisors	4.1% (112)
Supervisors and other personal care and service workers except personal appearance, transportation, and child care workers	3.5% (95)

North Stonington Employment by Occupation	% (#)
Other sales and related workers including supervisors	3.3% (90)
Engineers	3.1% (86)
Metal workers and plastic workers	2.6% (72)
Food and beverage serving workers except waiters/waitresses	2.6% (71)
Registered nurses	2.5% (69)
Media and communication equipment workers	2.4% (65)
Other food preparation and serving workers including supervisors	2.3% (64)
Other production occupations including supervisors	2.3% (63)
Life and physical scientists	2.2% (61)
Business operations specialists	2.0% (56)
Waiters and waitresses	2.0% (55)
Preschool, kindergarten, elementary and middle school teachers	2.0% (55)
Retail sales workers except cashiers	2.0% (55)
Building and grounds cleaning and maintenance occupations	1.9% (52)
Computer specialists	1.8% (50)
Operations specialties managers except financial managers	1.8% (49)
Assemblers and fabricators	1.6% (45)
Health technologists and technicians	1.6% (45)
Information and record clerks except customer service representatives	1.6% (45)
Electrical equipment mechanics and other installation, maintenance, and repair occupations including supervisors	1.6% (44)
Driver/sales workers and truck drivers	1.5% (40)
Carpenters	1.3% (37)
Cooks and food preparation workers	1.3% (37)
Counselors, social workers, and other community and social service specialists	1.3% (35)
Material recording, scheduling, dispatching, and distributing workers	1.3% (35)
Laborers and material movers, hand	1.2% (34)
Other healthcare support occupations	1.2% (34)
Vehicle and mobile equipment mechanics, installers, and repairers	1.2% (34)
Customer service representatives	1.2% (34)
Librarians, curators, and archivists	1.2% (34)
Fishing and hunting, and forest and logging workers	1.2% (33)
Supervisors, construction and extraction workers	1.2% (33)
Financial managers	1.1% (30)

North Stonington Employment by Occupation	% (#)
Other health diagnosing and treating practitioners and technical occupations	1.1% (29)
Personal appearance workers	1.1% (29)
Bookkeeping, accounting, and auditing clerks	1.0% (28)
Construction laborers	1.0% (27)
Accountants and auditors	0.9% (26)
Secretaries and administrative assistants	0.9% (25)
Secondary school teachers	0.9% (25)
Cashiers	0.9% (24)
Art and design workers	0.9% (24)
Child care workers	0.9% (24)
Postsecondary teachers	0.9% (24)
Other protective service workers including supervisors	0.9% (24)
Agricultural workers including supervisors	0.8% (22)
Nursing, psychiatric, and home health aides	0.8% (21)
Entertainers and performers, sports, and related workers	0.8% (21)
Pipelayers, plumbers, pipefitters, and steamfitters	0.8% (21)
Farmers and farm managers	0.7% (20)
Painters and paperhangers	0.7% (19)
Lawyers	0.7% (19)
Other transportation workers	0.7% (19)
Top executives	0.7% (18)
Construction trades workers except carpenters, electricians, painters, plumbers, and construction laborers	0.7% (18)
Drafters, engineering, and mapping technicians	0.6% (17)
Communications equipment operators	0.6% (16)
Textile, apparel, and furnishings workers	0.5% (15)
Therapists	0.5% (14)
Religious workers	0.5% (14)
Plant and system operators	0.5% (14)
Financial clerks except bookkeeping, accounting, and auditing clerks	0.5% (14)
Other construction workers and helpers	0.5% (13)
Advertising, marketing, promotions, public relations, and sales managers	0.5% (13)
Legal support workers	0.4% (12)
Bus drivers	0.4% (12)

North Stonington Employment by Occupation	% (#)
Other teachers and instructors, education, training, and library occupations	0.4% (12)
Motor vehicle operators except bus and truck drivers	0.4% (11)
Architects, surveyors, and cartographers	0.4% (11)
Life, physical, and social science technicians	0.4% (10)
Social scientists and related workers	0.3% (8)
Food processing workers	0.3% (8)
Sales representatives, services, wholesale and manufacturing	0.3% (8)
Law enforcement workers including supervisors	0.3% (7)
Extraction workers	0.2% (6)
Transportation, tourism, and lodging attendants	0.2% (6)
Material moving workers except laborers and material movers, hand	0.2% (5)
Electricians	0.2% (5)
Special education teachers	0.2% (5)

Commuting Information

Table 3 summarizes information from the website <http://www.city-data.com/work/work-North-Stonington-Connecticut.html#travelTimeToWork> on commuting times for North Stonington residents. Table 3 shows one-third of North Stonington workers – a total of 919 individuals – commuting for more than 30 minutes to work, with 232 individuals (8.5 percent of North Stonington’s labor force) commuting an hour or more. It is likely that some of these people would like to find a comparable or better job closer to home.

Table 3
 Commuting Times of North Stonington Residents

Commuting Time (Min)	# of Residents	% of Residents	Commuting Time (Min)	# of Residents	% of Residents
Less than 5	84	3.1%	30 – 34	407	14.9%
5 – 9	152	5.6%	35 – 39	97	3.6%
10 – 14	249	9.1%	40 – 44	87	3.2%
15 – 19	363	13.3%	45 – 59	96	3.5%
20 – 24	601	22.1%	60 – 89	125	4.6%
25 – 29	254	9.3%	90 or more	107	3.9%

Traffic Counts

Traffic counts can be important for business establishments dependent on drive-by traffic. They can also be a concern to local residents because of accidents and traffic congestion.

The commuting for work into and out of North Stonington discussed in the preceding section is one contributing factor to North Stonington's traffic counts shown in Table 4. Even more so is the traffic between I-95 and the Foxwoods Casino complex, which results in an Average Daily Traffic count of more than 14,000 on Route 2 west of Route 201.

An obvious opportunity for North Stonington is to recruit businesses that can capitalize on high traffic – particularly at Exits 92 and 93 of I-95, as well as at the west end of Route 2 near Foxwoods.

Table 4
North Stonington Traffic Counts (2011)

Location	Traffic Count
I-95 southbound*	30,900 – 33,600
I-95 northbound*	33,800 – 39,300
Rt. 95 Exit 92 off ramp*	5,500 - 5,700
Rt. 95 Exit 92 on ramp*	3,200 - 3,500
Rt. 95 Exit 93 off ramp*	1,600 - 4,000
Rt. 95 Exit 93 on ramp*	6,900
Exit 92 from Rt. 49 onto I-95 northbound	3,000
Exit 92 off ramp to Rt. 49	2,700
Exit 93 onto I-95 northbound	2,400
Exit 93 on ramp to I-95 southbound	1,500
Exit 93 off ramp to Rt. 216 from I-95 southbound	3,100
Exit 93 off ramp from I-95 (Rt. 216)	1,300
Rt. 2 underpass & Rt. 95 at Stonington Town Line	14,000
Rt. 2 & Rt. 184 at Stonington Town Line	2,200
Rt. 2 & Rt. 201	2,000
Rt. 2 & Rt. 201 after split to west	14,200
Rt. 2 & Rt. 214 at Ledyard Town Line	4,100
Rt. 201 at Griswold Town Line	2,300
Rt. 201 at Stonington Town Line	1,200
Rt. 49 at Voluntown Town Line	1,400
Rt. 184 at Stonington Town Line	5,500

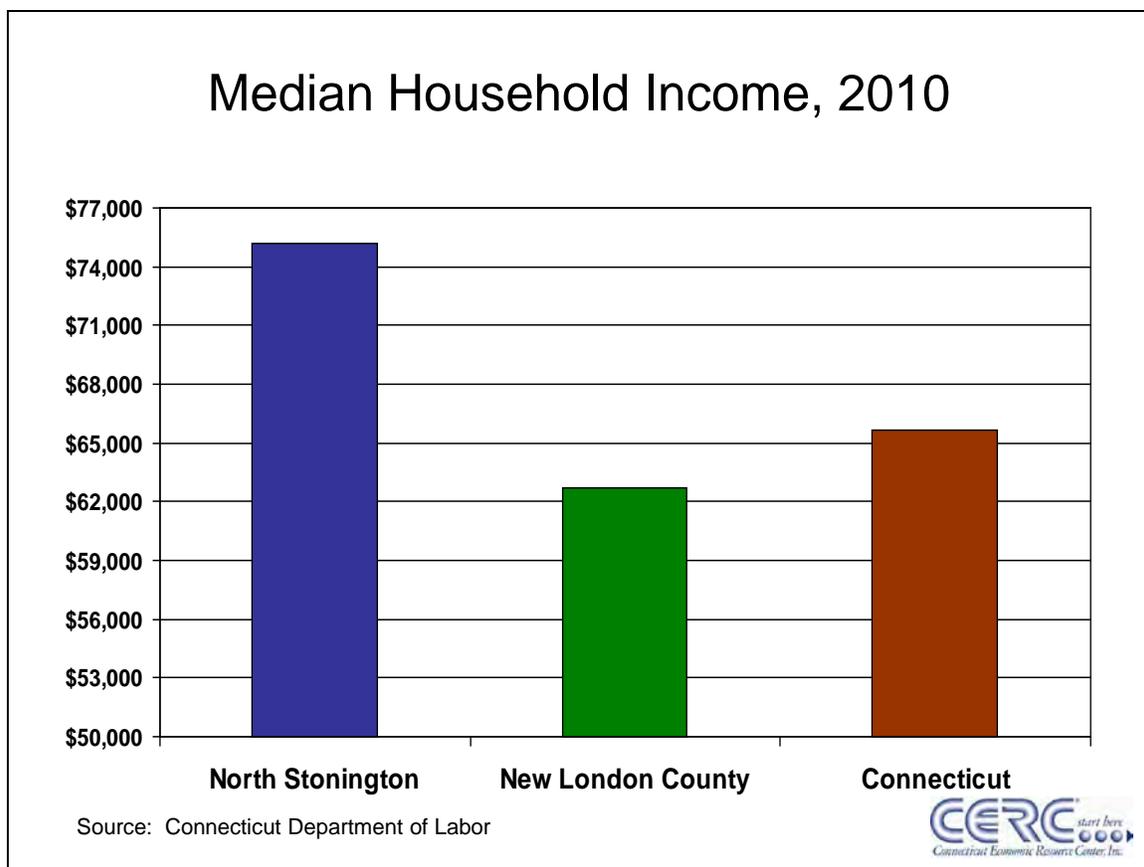
Traffic counts are for average daily traffic in both directions except where noted by *.
Source: Connecticut Department of Transportation

Income and Wages

As shown in Figure 24, North Stonington is in the enviable position of having a median household income that is well above that of the County and State. Further, as shown in Figure 25, the Town's median household income grew more rapidly than that of the County or State's in the 2000 – 2010 period.

A substantial portion of the "spending power" associated with these incomes is currently being lost because of the lack of retail or service opportunities in the Town – what is called "retail leakage" in the economic development trade. Most residents do not seem to find the need to drive to other communities to shop or access services to be particularly onerous; indeed, as is frequently the case when there is substantial out-commuting for work, they shop where they work or somewhere in between the places of residence and employment. However, this is another instance where having more business establishments in town would both increase shopper convenience and provide more businesses to pay some of the taxes necessary for public facilities and services.

Figure 24



The Town's high wages, educational attainment, and home ownership statistics suggest that a significant portion of North Stonington's population may fit into some of the Tapestry Manual's

Upscale Avenues lifestyle group (not including the Urban Chic and Pacific Heights segments), described as:

Prosperity is the overriding attribute shared by the seven segments in *Upscale Avenues*. Residents have earned their success from years of hard work. Similar to the *High Society* segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as *Urban Chic* and *Pacific Heights* favor townhouses and highrises, *Pleasant-Ville* residents prefer single-family homes in suburban neighborhoods, and *Green Acres* residents opt for open spaces. Some have not settled on a home yet, such as the renters among *Enterprising Professionals*; others, such as *Cozy and Comfortable* residents, have been settled for years. The median household income for the group is \$70,720, and their median net worth is \$188,740. Prosperous domesticity also characterizes the lifestyle in *Upscale Avenues*. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

Figure 25

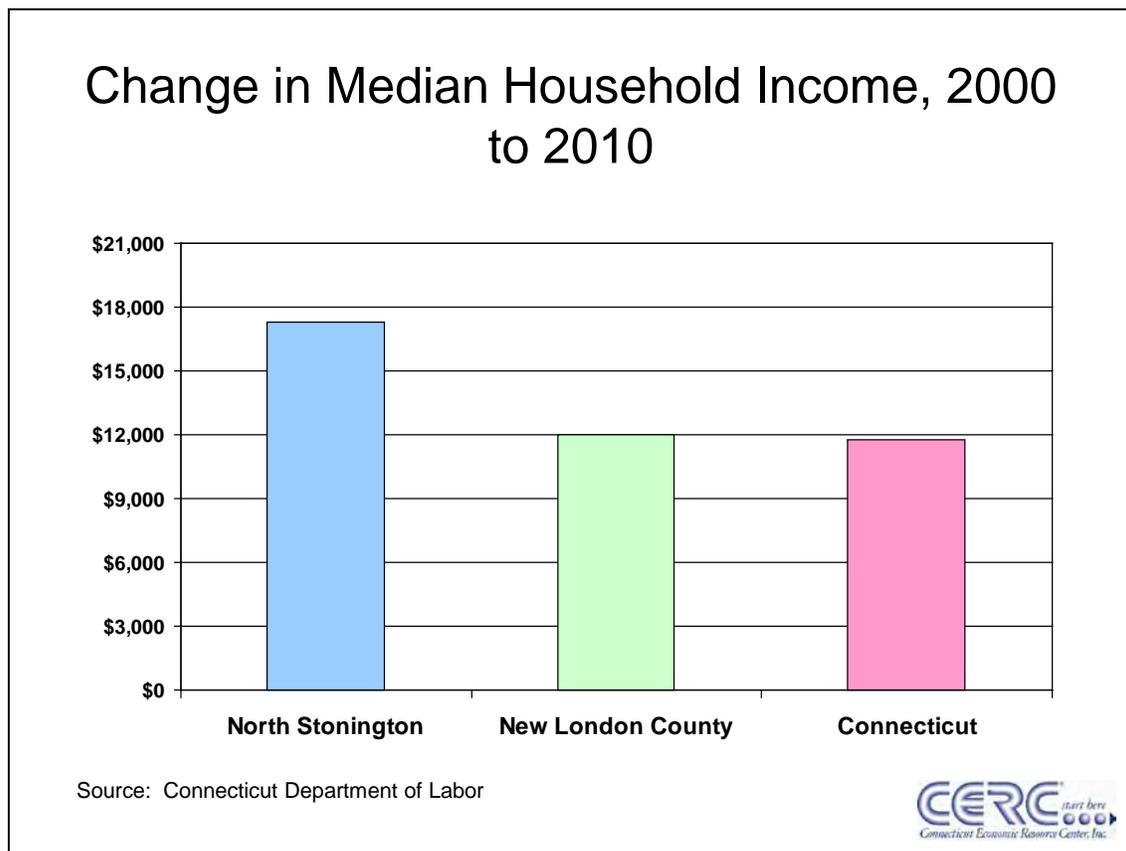
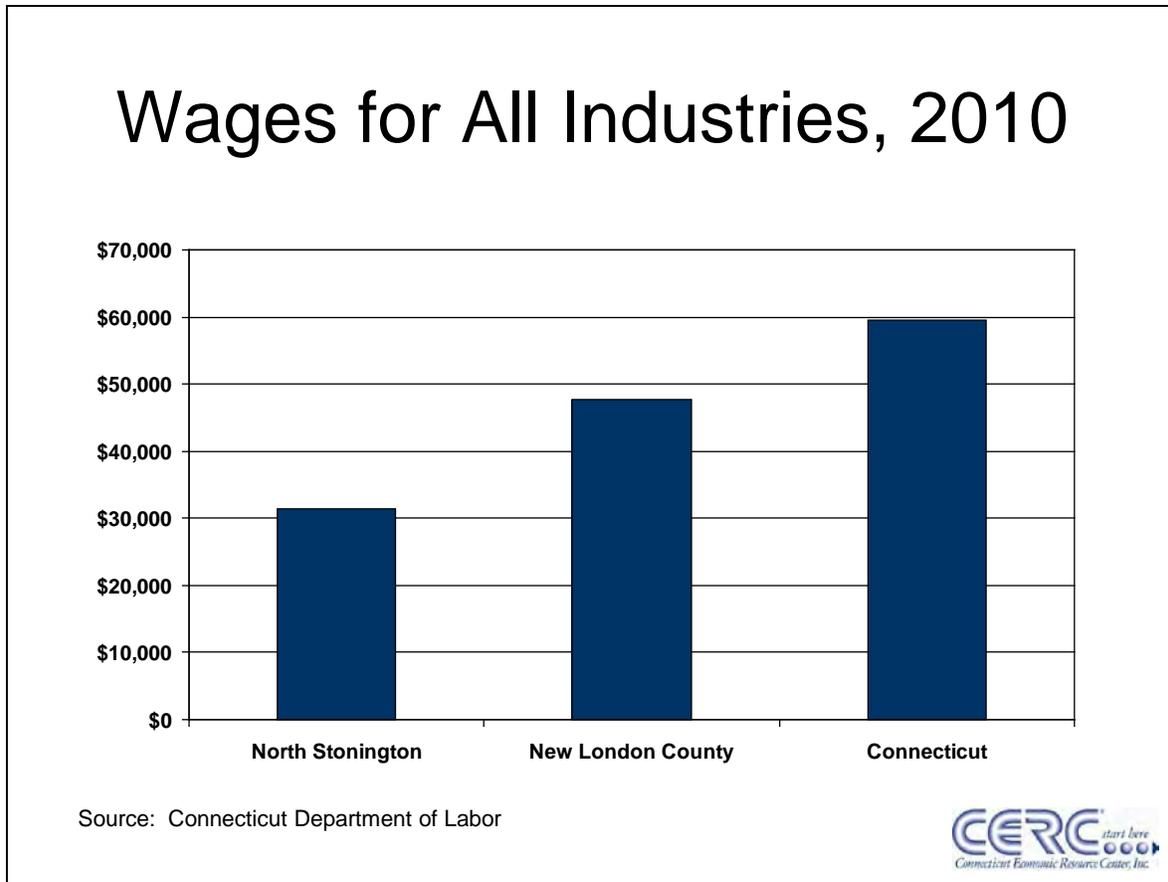


Figure 26 compares wages paid in North Stonington with wages in New London County and Connecticut. As noted in the comments related to slides 22 and 23, the current jobs mix in North Stonington is dominated by jobs in employment sectors typically associated with lower wages. This situation is clearly shown in Figure 26 where the average wage for jobs in North Stonington were \$31,324 compared to \$47,660 for the County and \$59,463 for the state.

Figure 26



On top of North Stonington's job mix paying lower wages, the mix of jobs in the Town actually lost ground in the 2000 – 2010 decade as shown in Figures 27 and 28. During this time period, average wages in North Stonington jobs dropped from \$34,703 in 2000 to \$31,324 in 2010 while the County's average wages rose from \$36,205 to \$47,660 and the State's average wage rose from \$45,454 to \$59,463.

A focus of North Stonington's future economic development efforts should be to add more, higher paying jobs to the mix of employment in the Town. The current situation is a primary cause of the high level of out-commuting by Town residents; reflects a lower standard of living of Town residents who hold some of the jobs in Town; and provides a poor image of spending potential for retail or service businesses who may consider the Town as a location.

Figure 27

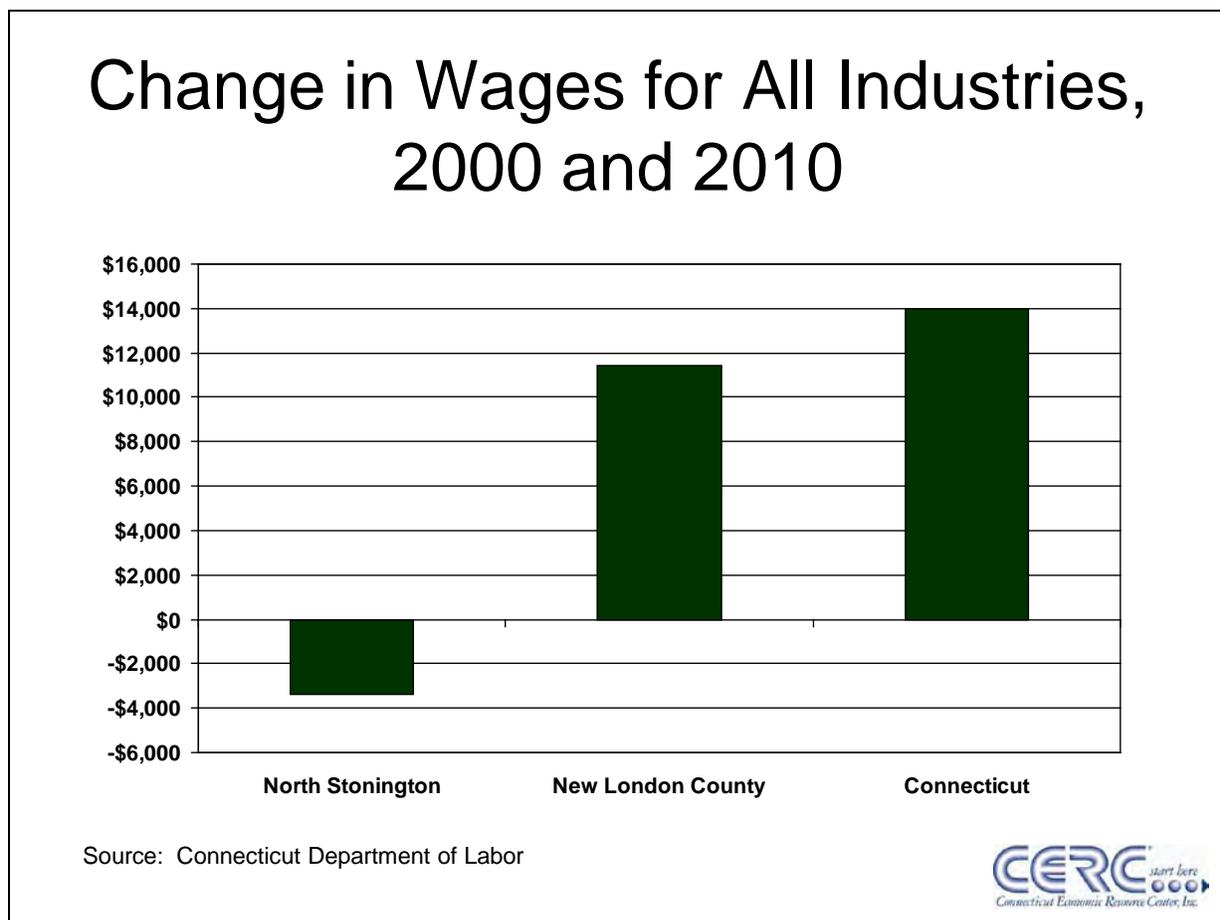


Figure 28

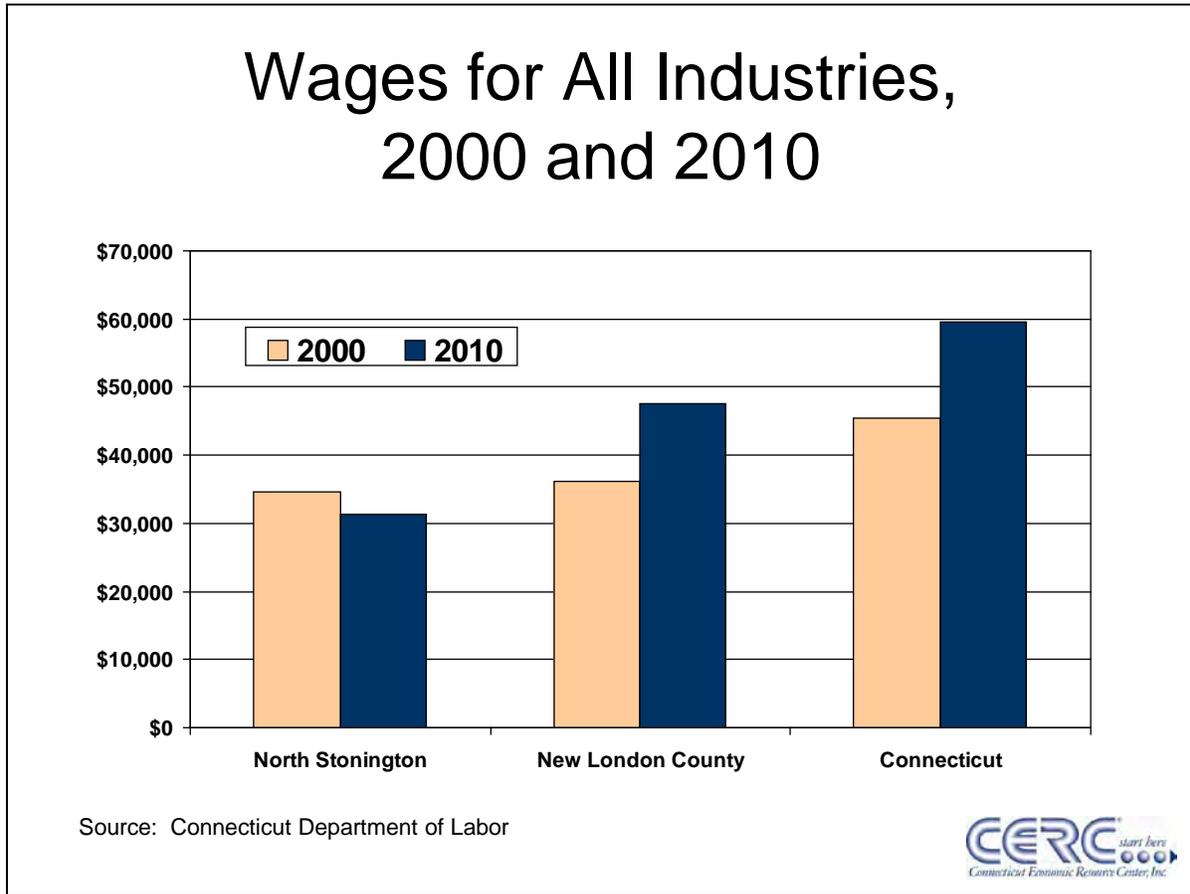
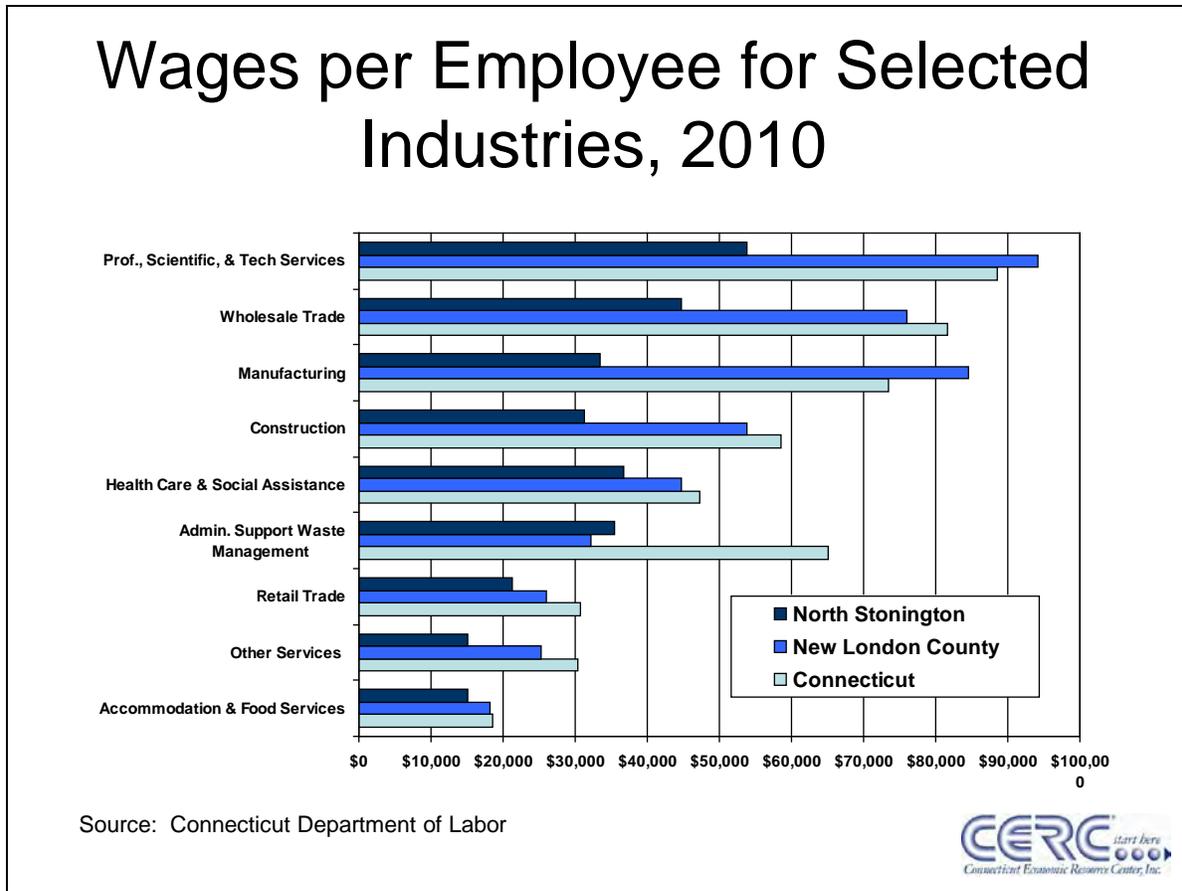


Figure 29 looks in more detail at comparative wages by selected industry sectors in North Stonington, New London County, and Connecticut. Quite obviously, the wages paid in North Stonington lag wages in the County and State in all the industry sectors shown.

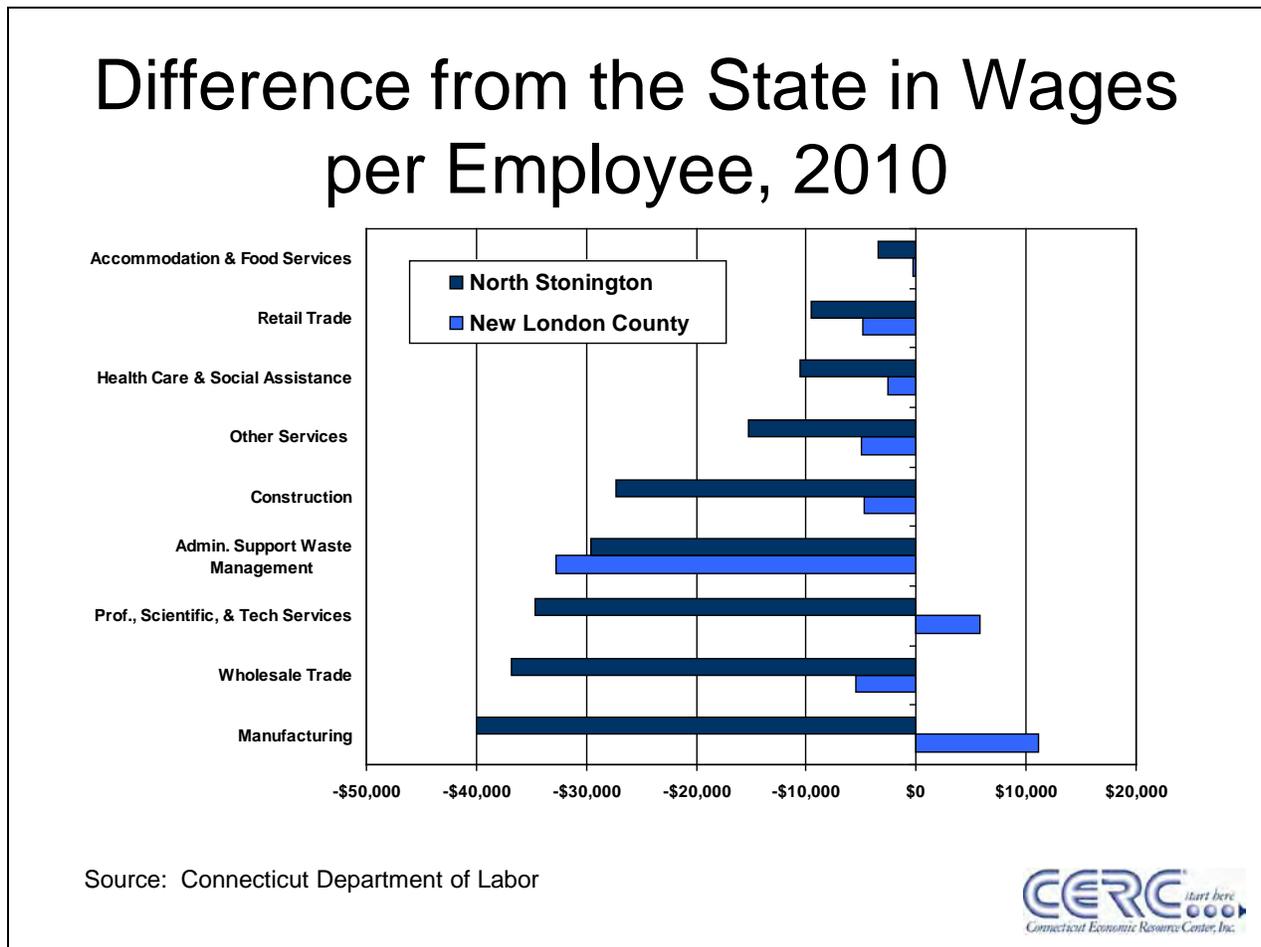
When Figure 29 is compared with Figure 22, it is also clear that the industry sectors with the highest wages per employee are the ones with the least employment in North Stonington.

Figure 29



Finally, Figure 30 shows how wages in North Stonington and New London County differ from wages for similar industry sectors statewide. North Stonington lags Connecticut in all sectors shown, with particularly large differentials in sectors such as manufacturing jobs, professional, scientific and technical service jobs, and administrative support and waste management jobs. North Stonington also lags New London County in every sector shown except administrative support and waste management jobs.

Figure 30



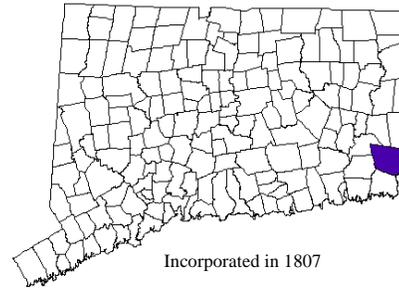
Given the number of Town residents with high levels of education and high employment skills (as indicated by current income statistics), it is obvious there is an opportunity to provide larger numbers of better paying jobs for people already living in North Stonington, or those who will move to town in the future.

North Stonington, Connecticut

CERC Town Profile 2012

Town Hall
40 Main Street
North Stonington, CT 6359
(860) 535-2877

Belongs to
New London County
LMA Norwich - New London
Southeast Economic Dev. Region
Southeastern Connecticut Planning Area



Demographics

<i>Population (2011)</i>				<i>Race/Ethnicity (2011)</i>									
	<i>Town</i>	<i>County</i>	<i>State</i>		<i>Town</i>	<i>County</i>	<i>State</i>						
1990	4,884	254,957	3,287,116	White	4,950	228,237	2,800,328						
2000	4,991	259,088	3,405,565	Black	59	16,228	365,949						
2011	5,300	277,700	3,610,073	Asian Pacific	78	11,708	138,364						
2016	5,505	292,047	3,754,486	Native American	61	2,537	11,369						
'11-'16 Growth / Yr	0.8%	1.0%	0.8%	Other/Multi-Race	152	18,990	294,063						
				Hispanic (any race)	144	25,778	512,039						
Land Area (sq. miles)	54	666	5,009	<i>Poverty Rate (2010)</i>	4.0%	7.2%	9.2%						
Pop./ Sq. Mile (2011)	98	417	721	<i>Educational Attainment (2011)</i>									
Median Age (2011)	40	40	40	Persons Age 25 or Older	<i>Town</i>	<i>%</i>	<i>State</i>	<i>%</i>					
Households (2011)	2,072	108,680	1,391,975	High School Graduate	996	28%	702,670	29%					
Med HH Inc. (2011)	\$86,683	\$68,884	\$70,705	Some College	903	26%	594,209	24%					
				Bachelors or More	1,378	39%	883,658	36%					
<i>Age Distribution (2011)</i>													
	<i>0-4</i>		<i>5-17</i>		<i>18-24</i>		<i>25-49</i>		<i>50-64</i>		<i>65+</i>		<i>Total</i>
Male	187 4%		475 9%		317 6%		858 16%		492 9%		367 7%		2,696
Female	148 4%		406 8%		227 4%		924 17%		472 9%		427 8%		2,604
County Total	15,861 6%		44,714 16%		27,651 10%		94,194 34%		55,872 20%		39,408 14%		277,700
State Total	217,641 6%		611,932 17%		343,959 10%		1,213,300 34%		711,463 20%		511,778 14%		3,610,073

Economics

<i>Business Profile (2005)</i>			<i>Top Five Grand List (2009)</i>			<i>% of Net</i>	
<i>Sector</i>	<i>Establishments</i>	<i>Employment</i>		<i>Amount</i>			
Agriculture	8.0%	2.7%	Lake of Isle LLC	\$21,412,860		3.5%	
Const. and Mining	18.9%	6.1%	Congeris Realty LLC	\$9,238,880		1.5%	
Manufacturing	5.0%	18.3%	CT Light & Power Co	\$8,721,965		1.4%	
Trans. and Utilities	2.5%	3.0%	Raspberry Junction	\$6,372,520		1.0%	
Trade	18.1%	23.5%	Yankee Gas Service Company	\$5,213,017		0.8%	
Finance, Ins. and Real Estate	3.8%	1.7%	Net Grand List (2009)	\$620,469,730			
Services	37.4%	44.1%	<i>Top Five Major Employers (2006)</i>				
Government	6.3%	0.5%	A-Z Corporation		N Stonington Elementary School		
			Fisher Controls International		Raspberry Junction		
			Stonington Institute				
				<i>Town</i>		<i>State</i>	
				\$52,530,900		\$136,936,194,241	
				<i>Retail Sales (2007)</i>			
				<i>All Outlets</i>			

Education

<i>2009-2010 School Year</i>	<i>Town</i>	<i>State</i>	<i>Connecticut Mastery Test Percent Above Goal</i>							
			<i>Grade 4</i>		<i>Grade 6</i>		<i>Grade 8</i>			
			<i>Town</i>	<i>State</i>	<i>Town</i>	<i>State</i>	<i>Town</i>	<i>State</i>		
Total Town School Enrollment	806	552,782	Reading	77	61	74	69	66	69	
Most public school students in North Stonington attend North Stonington School District, which has 795 students.			Math	69	64	78	69	70	65	
			Writing	75	64	63	62	70	67	
			<i>Average SAT Score</i>							
			<i>Average Class Size</i>			<i>Town</i>			<i>State</i>	
For more education data please see:	<i>Students per Computer</i>	<i>Town</i>	<i>State</i>	Grade K	21.0	Grade 2	18.0	Reading	522	503
http://www.state.ct.us/sde/	Elementary:	2.3	4.1	Grade 5	19.3	Grade 7	16.5	Writing	538	506
	Middle:	1.3	2.8	High School	12.6	Math	540	508		
	Secondary:	2.5	2.7							

North Stonington

Connecticut



Government

Government Form: Selectman-Town Meeting

Total Revenue (2010)	\$18,473,700	Total Expenditures (2010)	\$17,679,149	Annual Debt Service (2010)	\$1,225,758
Tax Revenue	\$12,461,260	Education	\$11,909,344	As % of Expenditures	6.9%
Non-tax Revenue	\$6,012,440	Other	\$5,769,805	Eq. Net Grand List (2008)	\$845,341,288
Intergovernmental	\$5,581,009	Total Indebtness (2010)	\$2,970,000	Per Capita	\$164,144
Per Capita Tax (2010)	\$2,447	As % of Expenditures	16.8%	As % of State Average	99%
As % of State Average	98.7%	Per Capita	\$583	Date of Last Revaluation (2009)	2005
		As % of State Average	26.2%	Moody's Bond Rating (2009)	A3
				Actual Mill Rate (2010)	19.94
				Equalized Mill Rate (2010)	14.71
				% of Grand List Com/Ind (2007)	10.1%

Housing/Real Estate

<i>Housing Stock (2009)</i>	Town	County	State	Owner Occupied Dwellings (2009)	1,748	64,162	812,964
Existing Units (total)	2,238	117,950	1,452,007	As % Total Dwellings	76%	55%	57%
% Single Unit	93.2%	69.2%	64.8%	Subsidize Housing (2008)	10	12,075	149,355
New Permits Auth. (2009)	10	427	3,786	<i>Distribution of House Sales (2009)</i>			
As % Existing Units	0.45%	0.36%	0.26%	Town	County	State	
Demolitions (2009)		46	1,219	Number of Sales			
House Sales (2009)	19	1,204	14,696	Less than \$100,000	3	55	346
Median Price	\$241,000	\$250,000	\$265,000	\$100,000-\$199,999	5	277	3,539
Built Pre 1950 share (2000)	23.0%	32.7%	31.5%	\$200,000-\$299,999	5	479	4,847
				\$300,000-\$399,999	5	204	2,510
				\$400,000 or More	1	189	3,454

Labor Force

<i>Place of Residence (2011)</i>				<i>Commuters (2000)</i>			
	Town	County	State	Commuters into Town from:	Town Residents Commuting to:		
Labor Force	3,275	151,676	1,918,145	North Stonington	424	Groton	571
Employed	3,056	138,558	1,749,489	Stonington	195	North Stonington	424
Unemployed	219	13,118	170,828	Westerly, RI	163	Stonington	408
Unemployment Rate	6.7%	8.6%	8.9%	Norwich	83	New London	208
<i>Place of Work (2011)</i>				Groton	77	Ledyard	186
# of Units	105	6,888	103,381	Hopkinton, RI	71	Westerly, RI	155
Total Employment	1,392	88,797	1,612,373	New London	52	Waterford	101
2000-'11 Growth AAGR	0.1%	-2.9%	-0.3%	Ledyard	52	Montville	98
Mfg Employment	18	14,247	166,279	Richmond, RI	44	Norwich	98
				Waterford	38	East Lyme	48

Other Information

<i>Banks (2007)</i>	Town	State	<i>Residential Utilities</i>				
	1	1,029	Electric Provider				
<i>Crime Rate (2009)</i>			Connecticut Light & Power				
Per 100,000 Residents	78	298	(800) 286-2000				
			<i>Distance to Major Cities Miles</i>				
			Hartford	46	Gas Provider		
			Boston	74	Yankee Gas Company		
<i>Library (2010)</i>	Town		New York City	122	(800) 989-0900		
Total Volumes	25,466		Providence	34	Water Provider		
Circulation Per Capita	10.3				Aquarion Water Company		
					(800) 732-9678		
					Cable Provider		
					Comcast/Groton-Thames Valley Communicat		
					860-445-8116		