Market Profile

WHLR REAL ESTATE INVESTMENT TRUST

Southington Center
235 Queen St, Southington, Connecticut, 06489
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 41.62314
Longitude: -72.87064

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	37,401	106,023	494,143
2020 Total Population	37,327	106,838	499,835
2020 Group Quarters	346	1,538	9,522
2022 Total Population	37,099	105,964	498,050
2022 Group Quarters	346	1,538	9,522
2027 Total Population	36,885	105,291	496,864
2022-2027 Annual Rate	-0.12%	-0.13%	-0.05%
2022 Total Daytime Population	40,095	99,038	475,539
Workers	22,596	49,094	224,907
Residents	17,499	49,944	250,632
Household Summary			
2010 Households	15,112	42,890	195,344
2010 Average Household Size	2.45	2.44	2.48
2020 Total Households	15,494	44,078	201,266
2020 Average Household Size	2.39	2.39	2.44
2022 Households	15,454	43,945	201,069
2022 Average Household Size	2.38	2.38	2.43
2027 Households	15,413	43,793	201,326
2027 Average Household Size	2.37	2.37	2.42
2022-2027 Annual Rate	-0.05%	-0.07%	0.03%
2010 Families	10,264	28,358	126,775
2010 Average Family Size	2.98	2.99	3.06
2022 Families	10,387	28,745	128,891
2022 Average Family Size	2.90	2.91	3.01
2027 Families	10,326	28,563	128,646
2027 Average Family Size	2.89	2.91	3.00
2022-2027 Annual Rate	-0.12%	-0.13%	-0.04%
Housing Unit Summary			
2000 Housing Units	14,598	42,653	197,240
Owner Occupied Housing Units	73.4%	68.2%	60.5%
Renter Occupied Housing Units	23.1%	27.6%	33.9%
Vacant Housing Units	3.5%	4.2%	5.6%
2010 Housing Units	15,729	45,207	209,367
Owner Occupied Housing Units	75.3%	69.9%	61.3%
Renter Occupied Housing Units	20.8%	25.0%	32.0%
Vacant Housing Units	3.9%	5.1%	6.7%
2020 Housing Units	16,188	46,155	213,565
Vacant Housing Units	4.3%	4.5%	5.8%
2022 Housing Units	16,175	46,127	214,051
Owner Occupied Housing Units	74.7%	69.7%	58.8%
Renter Occupied Housing Units	20.8%	25.6%	35.1%
Vacant Housing Units	4.5%	4.7%	6.1%
2027 Housing Units	16,221	46,297	214,712
Owner Occupied Housing Units	75.4%	70.5%	59.8%
Renter Occupied Housing Units	19.6%	24.1%	34.0%
Vacant Housing Units	5.0%	5.4%	6.2%
Median Household Income			
2022	$90,736	$85,982	$74,068
2027	$103,388	$96,960	$81,480
Median Home Value			
2022	$292,480	$270,042	$254,810
2027	$300,559	$275,808	$260,283
Per Capita Income			
2022	$50,347	$46,760	$41,267
2027	$56,939	$52,817	$46,777
Median Age			
2010	43.1	41.6	39.5
2022	46.3	44.0	41.3
2027	46.9	44.6	42.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	15,454	43,945	201,069
<$15,000	6.1%	6.1%	9.7%
$15,000 - $24,999	6.1%	6.6%	7.9%
$25,000 - $34,999	6.2%	6.1%	6.8%
$35,000 - $49,999	8.7%	9.2%	10.3%
$50,000 - $74,999	14.1%	14.9%	15.7%
$75,000 - $99,999	12.8%	14.0%	13.3%
$100,000 - $149,999	20.8%	21.2%	17.8%
$150,000 - $199,999	12.7%	11.4%	9.4%
$200,000+	12.5%	10.5%	9.0%
Average Household Income	$120,412	$113,281	$102,076
2027 Households by Income			
Household Income Base	15,413	43,793	201,326
<$15,000	5.2%	5.2%	8.5%
$15,000 - $24,999	4.8%	5.2%	6.8%
$25,000 - $34,999	4.8%	4.8%	5.9%
$35,000 - $49,999	8.3%	8.3%	9.2%
$50,000 - $74,999	13.7%	14.4%	15.4%
$75,000 - $99,999	10.9%	13.4%	13.4%
$100,000 - $149,999	22.1%	22.7%	19.0%
$150,000 - $199,999	16.0%	14.0%	11.3%
$200,000+	14.2%	12.1%	10.6%
Average Household Income	$135,771	$127,554	$115,285
2022 Owner Occupied Housing Units by Value			
Total	12,082	32,142	125,923
<$50,000	2.1%	2.8%	2.4%
$50,000 - $99,999	1.0%	1.2%	2.5%
$100,000 - $149,999	3.4%	5.2%	8.3%
$150,000 - $199,999	12.0%	15.6%	17.5%
$200,000 - $249,999	15.9%	17.8%	17.5%
$250,000 - $299,999	18.3%	18.6%	16.5%
$300,000 - $399,999	28.5%	24.0%	20.9%
$400,000 - $499,999	11.2%	8.5%	7.9%
$500,000 - $749,999	5.9%	4.8%	4.7%
$750,000 - $999,999	0.4%	0.6%	0.8%
$1,000,000 - $1,499,999	0.5%	0.3%	0.4%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.6%	0.6%	0.3%
Average Home Value	$324,423	$302,204	$287,613
2027 Owner Occupied Housing Units by Value			
Total	12,238	32,626	128,377
<$50,000	2.0%	2.8%	2.4%
$50,000 - $99,999	0.9%	1.1%	2.5%
$100,000 - $149,999	3.2%	4.9%	8.1%
$150,000 - $199,999	11.2%	14.9%	16.9%
$200,000 - $249,999	15.0%	17.0%	16.8%
$250,000 - $299,999	17.5%	17.9%	15.8%
$300,000 - $399,999	27.8%	23.4%	20.4%
$400,000 - $499,999	13.3%	10.1%	9.2%
$500,000 - $749,999	7.1%	5.8%	5.7%
$750,000 - $999,999	0.5%	0.7%	1.1%
$1,000,000 - $1,499,999	0.7%	0.5%	0.5%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.8%	0.8%	0.4%
Average Home Value	$338,910	$315,121	$299,277

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2022

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2010 Population by Age			
Total	37,398	106,026	494,144
0 - 4	5.0%	5.2%	5.8%
5 - 9	6.2%	6.0%	6.2%
10 - 14	6.5%	6.3%	6.6%
15 - 24	10.8%	11.6%	13.0%
25 - 34	10.4%	12.1%	12.7%
35 - 44	14.0%	13.9%	13.6%
45 - 54	15.8%	15.9%	15.6%
55 - 64	14.1%	13.2%	12.2%
65 - 74	9.1%	7.8%	7.0%
75 - 84	5.7%	5.3%	4.8%
85 +	2.5%	2.6%	2.6%
18 +	78.4%	78.5%	77.2%
2022 Population by Age			
Total	37,100	105,963	498,049
0 - 4	4.4%	4.6%	5.2%
5 - 9	4.9%	5.1%	5.4%
10 - 14	5.4%	5.5%	5.8%
15 - 24	11.0%	11.1%	12.2%
25 - 34	11.1%	12.3%	13.3%
35 - 44	11.6%	12.6%	12.7%
45 - 54	13.6%	13.4%	12.7%
55 - 64	14.7%	14.4%	13.8%
65 - 74	12.7%	11.6%	10.5%
75 - 84	7.5%	6.4%	5.6%
85 +	3.1%	3.0%	2.7%
18 +	81.6%	81.2%	79.9%
2027 Population by Age			
Total	36,885	105,289	496,863
0 - 4	4.4%	4.6%	5.2%
5 - 9	4.8%	5.0%	5.3%
10 - 14	5.2%	5.3%	5.6%
15 - 24	9.9%	10.3%	11.2%
25 - 34	11.2%	12.1%	13.1%
35 - 44	12.2%	13.2%	13.6%
45 - 54	12.4%	12.6%	12.1%
55 - 64	14.0%	13.6%	12.9%
65 - 74	13.0%	12.1%	11.4%
75 - 84	9.4%	8.0%	6.9%
85 +	3.4%	3.1%	2.7%
18 +	82.5%	81.9%	80.5%
2010 Population by Sex			
Males	17,922	51,413	239,256
Females	19,479	54,611	254,888
2022 Population by Sex			
Males	17,878	51,528	241,643
Females	19,221	54,436	256,407
2027 Population by Sex			
Males	17,810	51,259	241,559
Females	19,075	54,031	255,304

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2010 Population by Race/Ethnicity			
Total	37,401	106,025	494,143
White Alone	93.2%	88.4%	78.9%
Black Alone	1.9%	3.9%	8.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.4%	2.1%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	3.5%	6.7%
Two or More Races	1.3%	1.9%	2.8%
Hispanic Origin	4.2%	9.0%	16.8%
Diversity Index	20.1	34.4	54.2
2020 Population by Race/Ethnicity			
Total	37,327	106,838	499,835
White Alone	86.1%	78.9%	65.9%
Black Alone	1.9%	4.7%	9.2%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	3.2%	2.8%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	5.5%	10.0%
Two or More Races	6.5%	7.9%	10.1%
Hispanic Origin	7.0%	13.4%	22.1%
Diversity Index	35.0	51.3	69.5
2022 Population by Race/Ethnicity			
Total	37,099	105,964	498,049
White Alone	85.6%	78.4%	65.2%
Black Alone	1.9%	4.7%	9.2%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	3.4%	2.9%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	5.5%	10.2%
Two or More Races	6.8%	8.2%	10.5%
Hispanic Origin	7.2%	13.6%	22.4%
Diversity Index	35.9	52.0	70.2
2027 Population by Race/Ethnicity			
Total	36,885	105,291	496,863
White Alone	84.1%	76.6%	63.0%
Black Alone	2.0%	4.9%	9.4%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	3.7%	3.1%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	5.9%	10.9%
Two or More Races	7.7%	9.1%	11.4%
Hispanic Origin	7.5%	14.0%	23.0%
Diversity Index	38.4	54.2	72.0
2010 Population by Relationship and Household Type			
Total	37,401	106,023	494,143
In Households	99.1%	98.6%	97.9%
In Family Households	83.5%	81.8%	80.8%
Householder	27.5%	26.7%	25.7%
Spouse	21.7%	20.3%	18.2%
Child	29.7%	29.7%	30.9%
Other relative	3.0%	3.3%	3.8%
Nonrelative	1.6%	1.9%	2.2%
In Nonfamily Households	15.6%	16.8%	17.1%
In Group Quarters	0.9%	1.4%	2.1%
Institutionalized Population	0.4%	1.1%	1.3%
Noninstitutionalized Population	0.5%	0.3%	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	27,566	78,110	355,723
Less than 9th Grade	2.2%	2.6%	4.3%
9th - 12th Grade, No Diploma	4.5%	4.8%	6.1%
High School Graduate	26.8%	26.2%	26.4%
GED/Alternative Credential	3.0%	3.9%	4.2%
Some College, No Degree	15.0%	16.4%	15.8%
Associate Degree	9.9%	9.8%	9.1%
Bachelor's Degree	23.7%	22.7%	20.3%
Graduate/Professional Degree	14.8%	13.7%	13.9%
2022 Population 15+ by Marital Status			
Total	31,638	89,861	416,347
Never Married	29.2%	32.5%	36.6%
Married	53.6%	50.6%	46.7%
Widowed	7.3%	6.3%	6.1%
Divorced	9.9%	10.6%	10.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	20,534	58,941	262,326
Population 16+ Employed	96.7%	96.4%	95.4%
Population 16+ Unemployment rate	3.3%	3.6%	4.6%
Population 16-24 Employed	10.4%	10.8%	12.4%
Population 16-24 Unemployment rate	7.2%	8.4%	9.4%
Population 25-54 Employed	59.9%	61.9%	62.1%
Population 25-54 Unemployment rate	2.0%	2.5%	3.9%
Population 55-64 Employed	19.8%	18.8%	18.0%
Population 55-64 Unemployment rate	6.0%	5.5%	3.9%
Population 65+ Employed	10.0%	8.6%	7.6%
Population 65+ Unemployment rate	1.1%	1.3%	4.2%
2022 Employed Population 16+ by Industry			
Total	19,862	56,816	250,202
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	7.2%	7.2%	6.6%
Manufacturing	10.5%	11.5%	11.5%
Wholesale Trade	3.1%	2.6%	2.6%
Retail Trade	10.7%	10.9%	11.2%
Transportation/Utilities	4.1%	4.5%	5.0%
Information	2.5%	3.2%	2.2%
Finance/Insurance/Real Estate	10.9%	9.8%	9.0%
Services	46.1%	45.8%	47.5%
Public Administration	4.8%	4.5%	4.3%
2022 Employed Population 16+ by Occupation			
Total	19,864	56,813	250,202
White Collar	69.1%	65.8%	63.6%
Management/Business/Financial	20.4%	18.4%	17.5%
Professional	28.9%	26.7%	25.9%
Sales	8.2%	9.3%	9.3%
Administrative Support	11.6%	11.4%	10.9%
Services	12.6%	14.3%	15.7%
Blue Collar	18.3%	19.9%	20.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.4%	4.6%	4.6%
Installation/Maintenance/Repair	3.6%	3.5%	2.9%
Production	4.6%	5.4%	6.0%
Transportation/Material Moving	5.7%	6.4%	7.1%

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</div>

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2010 Households by Type			
Total	15,112	42,890	195,345
Households with 1 Person	27.0%	27.6%	28.6%
Households with 2+ People	73.0%	72.4%	71.4%
Family Households	67.9%	66.1%	64.9%
Husband-wife Families	53.6%	50.3%	46.1%
With Related Children	22.1%	20.7%	19.9%
Other Family (No Spouse Present)	14.3%	15.8%	18.8%
Other Family with Male Householder	4.3%	4.5%	4.7%
With Related Children	2.2%	2.2%	2.4%
Other Family with Female Householder	10.0%	11.4%	14.1%
With Related Children	5.4%	6.6%	9.0%
Nonfamily Households	5.1%	6.2%	6.5%
All Households with Children	30.0%	29.9%	31.7%
Multigenerational Households	2.7%	3.2%	3.9%
Unmarried Partner Households	6.0%	7.0%	7.5%
Male-female	5.3%	6.3%	6.7%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	15,112	42,891	195,343
1 Person Household	27.0%	27.6%	28.6%
2 Person Household	34.9%	33.9%	32.1%
3 Person Household	16.0%	16.5%	16.6%
4 Person Household	14.4%	14.1%	13.9%
5 Person Household	5.5%	5.4%	5.8%
6 Person Household	1.6%	1.6%	2.0%
7 + Person Household	0.6%	0.7%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	15,112	42,890	195,344
Owner Occupied	78.3%	73.6%	65.6%
Owned with a Mortgage/Loan	54.9%	52.7%	47.9%
Owned Free and Clear	23.5%	21.0%	17.7%
Renter Occupied	21.7%	26.4%	34.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	119	105
Percent of Income for Mortgage	17.0%	16.6%	18.1%
Wealth Index	137	125	106
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	15,729	45,207	209,367
Housing Units Inside Urbanized Area	98.8%	97.5%	97.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.2%	2.5%	2.3%
2010 Population By Urban/ Rural Status			
Total Population	37,401	106,023	494,143
Population Inside Urbanized Area	98.6%	97.1%	97.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	2.9%	2.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Front Porches (8E)
3.	Old and Newcomers (8F)	Front Porches (8E)	Savvy Suburbanites (1D)
2022 Consumer Spending			
Apparel & Services: Total $	$41,869,356	$113,077,300	$471,839,316
Average Spent	$2,709.29	$2,573.16	$2,346.65
Spending Potential Index	112	107	97
Education: Total $	$38,198,777	$105,126,491	$430,270,808
Average Spent	$2,471.77	$2,392.23	$2,139.92
Spending Potential Index	126	122	109
Entertainment/Recreation: Total $	$64,546,537	$171,482,591	$704,575,464
Average Spent	$4,176.69	$3,902.21	$3,504.15
Spending Potential Index	114	106	95
Food at Home: Total $	$107,065,340	$288,209,368	$1,199,348,720
Average Spent	$6,928.00	$6,558.41	$5,964.86
Spending Potential Index	112	106	96
Food Away from Home: Total $	$73,692,102	$198,919,581	$832,831,335
Average Spent	$4,768.48	$4,526.56	$4,142.02
Spending Potential Index	111	105	96
Health Care: Total $	$124,786,515	$327,661,125	$1,335,431,715
Average Spent	$8,074.71	$7,456.16	$6,641.66
Spending Potential Index	114	105	94
HH Furnishings & Equipment: Total $	$45,351,210	$120,521,405	$494,349,500
Average Spent	$2,934.59	$2,742.55	$2,458.61
Spending Potential Index	115	107	96
Personal Care Products & Services: Total $	$18,099,313	$48,381,006	$199,945,022
Average Spent	$1,171.17	$1,100.94	$994.41
Spending Potential Index	115	108	98
Shelter: Total $	$407,855,887	$1,105,179,516	$4,603,479,358
Average Spent	$26,391.61	$25,149.15	$22,895.02
Spending Potential Index	115	110	100
Support Payments/Cash Contributions/Gifts in Kind: Total $	$47,680,878	$123,000,256	$501,170,740
Average Spent	$3,085.34	$2,798.96	$2,492.53
Spending Potential Index	114	103	92
Travel: Total $	$52,065,973	$137,847,900	$562,658,719
Average Spent	$3,369.09	$3,136.83	$2,798.34
Spending Potential Index	117	109	97
Vehicle Maintenance & Repairs: Total $	$21,723,128	$57,688,493	$237,744,224
Average Spent	$1,405.66	$1,312.74	$1,182.40
Spending Potential Index	112	104	94

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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