

MIDDLETOWN STATISTICS REPORT- AUGUST 2009

Highlights

Local Economy- Unemployment jumped to 8.2%, worse than the State rate of unemployment. Job opportunities seem to be increasing and a new feature Middletown Employment Index is in positive territory.

Housing- Single-Family sales are up strongly for the month of June, but inventories continue to increase. The condo market continues to weaken, but inventories have leveled off, but mostly likely not enough to turn this selling season around. Sales are likely being supported by low interest rates and government subsidies. A worsening employment situation will continue to threaten any gains. Foreclosures filings are down for July and showing a solid downward trend for the year.

Web Presence- Number of Webpage available through search engines is up on average. Middletown fireworks were the top search for the month along with Harbor Park. Search trends for Middletown are up locally.

Local Economy

Main Street Storefront (137)

	Sept 2009	June 2009	Mar 2009
Vacancies	NA	9%	8%
Restaurants	NA	20%	21%
Retail	NA	30%	29%
Other	NA	41%	42%

Middletown Business/Economic Confidence Survey

	Oct 2009	April 2009	October 2008
Business Climate Rating (scale 1-10)	NA	5.2	NA
Report Increasing Revenue	NA	22%	NA
Report Same Revenue	NA	24%	NA
Report Declining Revenue	NA	51%	NA
Report Growing Workforce	NA	17%	NA
Report Same Workforce	NA	59%	NA
Report Declining Workforce	NA	24%	NA

Middletown Trade Name Registrations

	July	June	Month Diff.	Jan-July	2nd Qtr	1st Qtr	Qtr. Diff.
2009 New Registrations	20	16	+25%	106	40	46	-13%
2008 New Registrations	11	17	+35%	102	51	40	+28%
Difference	+81%	-15%		+4%	-22%	+15%	

Commercial Real Estate

	Oct 2009	July 2009	April 2009	Difference
Properties listed with CERC	NA	44	36	+22%
Total Square Feet	NA	937,186 sqft.	510,527 sqft.	+84%
Median Asking Lease	NA	\$12.00 per sqft.	\$12.00 per sqft.	0%
Median Asking Sale Price	NA	\$692,000	\$699,000	-1%
% of total Com. Properties (692)	NA	6.4%	5.2%	
% of total Com. Sqft. (12,687,406sq.ft.)	NA	7.4%	4%	

Employment

	Jun 2009	May 2009	Month		Jun 2008	Year %Chg.	94-09 High Jan 1996	94-09 Low Oct 2000
			% Chg.	Dec 2008				
Labor Force	27,363	27,164	+0.7%	26,952	27,313	+0.2%	23,654	24,696
Employed	25,129	25,193	-0.3%	25,066	25,786	-2.5%	21,698	24,289
Unemployed	2,234	1,971	+13%	1,886	1,527	+46%	1,956	375
Unemployment Rate	8.2%	7.3%		7.0%	5.6%		8.3%	1.5%
% over full employment	1.8%	0.9%		0.6%	0%		1.9%	0%
# jobs needed for full employment*	492	245	+100%	161	0	NA	443	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	8.0%	8.0%		7.8%	5.4%		5.7%	
National Unemployment Rate	9.5%	9.4%		8.5%	5.5%		5.6%	3.9%

Job Opportunities

	July 2009	June 2009	Difference
Total Number of Posted Vacant Jobs	547	275	NA
CT JobBank	110	120	-8%
Simplyhired.com	381	114	NA
Craigslist.org	56	41	+36%
Vacancies as % of Workforce	1.9%	1.0%	
Jobs Deficit	-1,687	-1,696	-0.5%
Top Five Industries (CT JobBank)			
1) Hospital Healthcare	80	78	+3%
2) Health Products/Services	50	48	+4%
3) Financial Services	18	19	-5%
4) Insurance	17	19	-10%
5) Business Services	12	18	-33%
Middletown Employment Index [†]	+11	+12	

[†] Middletown Employment Index- Assess the surplus or deficit of jobs compared to the number of jobs needed to reach full employment by OECD estimates. This is converted to a scale where 0 equals that there is a job opportunity for every unemployed individual above full employment level. A positive number means more jobs than unemployed and a negative number means more unemployed than jobs available.

Housing

Affordable Housing Price for Median Income Household

	July 2009	June 2009	%Chg.	July 2008	%Chg
Median Income	\$60,542 (2008)	\$60,542 (2008)		\$58,174 (2007)	
Affordable Housing Payment (30% of gross income)	\$1,513	\$1,513		\$1,454	
30 year fix interest rate	5.3% (July 3)	5.6% (June 12)		6.6% (July 2008)	
Max house price 3% down (\$90 PMI, \$333 Taxes p/m)	\$204,660	\$204,000	+0.3%	\$178,600	+14.5%
Max house price 20% down (\$333 Taxes p/m)	\$264,800	\$259,000	+2.2%	\$231,900	+14.1%

Current Prices versus Income/Price Ratio* (2008 median income \$60,542)

	June 08-09	Income/Price	Difference	Current Market
Single Family	\$230,000	\$200,999	+\$29,001 (+14%)	Overvalued
Condo	\$154,000	\$120,478	+\$33,522 (+28%)	Overvalued

Current Prices versus Rent/Price Ratio* (2009 Fair Market 2 bedroom rent \$1,021)

	June 08-09	Rent/Price	Difference	Current Market
Single Family	\$230,000	\$213,184	+\$16,816 (+8%)	Slightly-Overvalued
Condo	\$154,000	\$129,462	+\$24,538 (+19%)	Overvalued

Single-Family Sales

	June 2009	June 2008	% Change	Jan-June 2009	Jan-June 2008	% Change	Peak
# Sales	38	22	+73%	123	121	+2%	632 (2004)

Single Family Median Price

	June 2009	June 2008	% Change	Jan-June 2009	Jan-June 2008	% Change	Peak (annual)
Med. Price	\$250,000	\$254,000	-2%	\$230,000	\$221,000	+4%	\$240,000 (2007)

Single Family Inventory

	June 2009	May 2009	June 2008	June 2007	%Chg 07-09
Inventory	226	193	213	180	+31%
% of all Single-Family Dwellings (9,115, 2008)	2.5%	2.1%	2.3%	2.0%	
Months Supply	5.9	9.1	9.7	3.6	+55%
# of properties above/below historic average	-41	+48	+37	-170	(7 months supply is average)

Single Family Other Data

	June 2009	May 2009	%Change
12-Month Median Price	\$230,000	\$227,500	+1%
4-Month Median Price	\$248,000	\$231,000	+7%
12-Month Average Days on Market	71	69	+3%
4-Month Average Days on Market	79	89	-11%

Condo Sales

	June 2009	June 2008	% Change	Jan-June 2009	Jan-June 2008	% Change	Peak (annual)
# Sales	14	14	0%	54	92	-41%	291 (2005)

Condo Median Price

	June 2009	May 2008	% Change	Jan-June 2009	Jan-June 2008	% Change	Peak
Med. Price	\$152,000	\$176,000	-14%	\$151,750	\$152,500	-1%	\$157,000 (2006)

Condo Inventory

	June 2009	May 2009	June 2008	June 2007	%Chg 07-09
Inventory	129	136	101	80	+61%
% of all condos (2,834, 2008)	4.6%	4.8%	3.6%	2.8%	
Months Supply	9.1	9.7	6.5	2.5	+264%
# of properties above/below historic average	+43	+52	+7	-77	(6 months supply is average)

Condo Other Data

	June 2009	May 2009	%Change
12-Month Median Price	\$154,000	\$155,000	-1%
4-Month Median Price	\$151,500	\$153,500	-1%
12-Month Average Days on Market	85	83	+2%
4-Month Average Days on Market	81	83	-2%

Foreclosures- Lis Pendens Deed

	July	June	Month Diff.	Jan-July	2nd Qtr	1str Qtr	Qtr. Diff.	Ratio of Homes
2009 Foreclosure Filings	26	34	-24%	210	94	90	4%	1 in 38 homes affected (adj.)
2008 Foreclosure Filings	26	25	+4%	180	73	81	-26%	1 in 42 homes affected
Difference	0%	+36%		+17%	+29%	+11%		

Building Permits

	Jun	May	Diff	Jan-Jun	(256 permits, 2005) % Below Peak	State Rank
2009 Building Permits	7	8	-13%	37	-71% (adj.)	5 out of 128 (ytd.)
2008 Building Permits	72	5	+1340%	124	-3% (adj.)	5 out of 128
Difference	-90%	+60%		-70%		

Web Presence (Name Recognition)

Search Engine Results

Search Engine	Search Phrase	August 2009	July 2009	% Change
Google	Middletown Connecticut	5,300,000	1,810,000	192%
Yahoo	Middletown Connecticut	17,600,000	15,200,000	15%
Ask.com	Middletown Connecticut	675,000	659,000	2%
Bing	Middletown Connecticut	7,500,000	10,300,000	-27%
Average		7,768,000	6,992,000	+11%

Google Insight: Rising Search Trends for Middletown in Metro Hartford

(<http://www.google.com/insights/search/#q=middletown&geo=US-CT-533&date=5%2F2009%202m%2Ctoday%203-m%2Ctoday%2012-m%2C1%2F2009%2012m%2C1%2F2008%2012m&cmpt=date>)

12-Months Raising Searches		3-Months Raising Searches	
1. middletown shooting	+450%	1. middletown fireworks	Breakout
2. middletown eye	+250%	2. harbor park middeltown	Breakout
3. kidcity middletown ct	+80%	3. middletown library	+50%
4. middletown temple ct	+70%	4. restaurants middletown ct	+40%
5. luce middletown ct	+50%	5.	
6. destinta middletown ct	+40%	6.	

Google Insight (<http://www.google.com/insights/search/#>) **

Web Search Volume (100 is the highest score)

Region	Search Phrase	July 2009	June 2009	May 2009	July 2008	Month %	Year %
Hartford Metro	Middletown	87	86	82	78	+1%	-11%
Connecticut	Middletown	90	87	87	79	+3%	+14%
United States	Middletown Connecticut	38	39	40	45	-2%	-15%
International	Middletown Connecticut	28	28	31	35	0%	-20%

Google Trends (<http://www.google.com/trends>) ***

Versus Average Search Traffic (1.0 is average search traffic)

Region	Search Phrase	July 2009	June 2009	May 2009	July 2008	Month %	Year %
Connecticut Subregion	Middletown	1.19	1.13	1.33	1.11	+5%	+7%
United States	Middletown Connecticut	0.74	0.62	0.98	0.72	+19%	+2%
International	Middletown Connecticut	0.58	0.5	0.8	0.68	+16%	-15%

**Housing Historical Trends- This is an attempt at determining if a market is overvalued or undervalued based on historic trends that are tied to either median area income or rents for Middletown. Both methods provide insight, but they are not predictive, in that it can not tell you how far a market will drop or rise in a given time period. It merely assumes that markets will want to revert to their mean. Based on this: any price difference within 5% is considered fairly valued; any price within 5% to 10% is slightly over/under-valued; and, any price over 10% is over/under-valued*

*** Google Insight -The numbers represent how many searches have been done for a particular term, relative to the total number of searches done on Google over time. They don't represent absolute search volume numbers, because the data is normalized and presented on a scale from 0-100; each point on the graph is divided by the highest point, or 100. The numbers next to the search terms above the graph are summaries, or totals.*

**** Google Trends- The data is scaled to the average search traffic for your term (represented as 1.0) during the time period you've selected. For example, if you entered the term Middletown, the numbers would be scaled to the average of all search traffic for Middletown from January 2004 to present. A spike in the numbers to 3.5 for example would mean that the traffic is 3.5 times the average.*