

MIDDLETOWN STATISTICS REPORT- MARCH 2010

Highlights

↓ Local Economy- January 2010 unemployment rate increase to 9.1% from 7.5%. While this is on balance the single most important facet of Middletown's economy, the number of employed grew and help wanted ads have increased by nearly 20% in February versus January. In terms of storefront vacancies, Main Street is slightly stronger than a year ago. Furthermore, many of the remaining vacancies have serious offers for new establishments.

↓ Housing- The weaker winter market continues, but inventories seem to be at manageable levels and values are in line with rental rates. Foreclosures are up by 89% from January and up 103% from a year ago. The sharp increase is due to 23 foreclosures initiated by the City of Middletown. Excluding these, the foreclosure number increase by 7% from the previous month. Furthermore without these 23, the City would have likely had its lowest foreclosure quarterly number since spring of 2008.

Web Presence- Middletown's web presence and search volume are up significantly due to the tragic events at the Kleen Energy Power Plant. As was anecdotally reported, this was an event of international interest, with search requests from around the world up 318%. Power plant related searches dominated the rising charts for 12 months, 3-months and 30 days.

Local Economy

Main Street Storefronts Count (141)

	Mar 2010	Dec 2009	Mar 2009	Vacancies	Mar 2010	Mar 2009
Vacancies	6%	9%	8%	North of Wash. St.	5	5
Restaurants	21%	21%	21%	Wash. St to College St.	2	3
Retail	30%	26%	29%	South of College St.	2	3
Other	43%	44%	42%	Total	9	11

Middletown Business/Economic Confidence Survey

	Oct 2009	April 2009		Oct 2009	April 2009
Business Climate Rating (scale 1-10)	6.1	5.2			
Bullish about Middletown (score of 8-10)	27%	12%			
Bearish about Middletown (score of 1-3)	11%	22%			
Report Increasing Revenue	28%	22%	Report Growing Workforce	24%	17%
Report Same Revenue	34%	24%	Report Same Workforce	62%	59%
Report Declining Revenue	38%	51%	Report Declining Workforce	14%	24%

Middletown Trade Name Registrations

	Month			4th 3rd Qtr.			
	Jan	Dec	Diff.	Jan	Qtr	Qtr	Diff.
2010 New Registrations	18	13	+13%	18	39	41	-5%
2009 New Registrations	12	19	+37%	12	37	41	-10%
Difference	+50%	-32%		0%	+5%	0%	

Commercial Real Estate

	Jan 2009	Oct 2009	Difference	July 2009	April 2009
Properties listed with CERC	16	37	-57%	44	36
Total Square Feet	154,571 sqft.	390,936 sqft.	-60%	937,186 sqft.	510,527 sqft.
Median Asking Lease	\$14.00 per sqft.	\$12.00 per sqft.	+17%	\$12.00 per sqft.	\$12.00 per sqft.
Median Asking Sale Price	\$689,000	\$694,000	-1%	\$692,000	\$699,000
% of total Com. Properties (692)	2.3%	5.3%		6.4%	5.2%
% of total Com. Sqft. (12,687,406sq.ft.)	1.2%	3%		7.4%	4%

Employment

	Month			Year		94-09 High	94-09 Low	
	Jan 2010	Dec 2009	% Chg	Dec 2009	Jan 2009	%Chg.	Jan 1996	Oct 2000
Labor Force	27,299	26,772	+2%	26,772	26,774	-0.6%	23,654	24,696
Employed	24,812	24,764	+0.1%	24,764	24,881	-1.2%	21,698	24,289
Unemployed	2,487	2,008	+23%	2,008	1,893	+6.4%	1,956	375
Unemployment Rate	9.1%	7.5%		7.5%	7.1%		8.3%	1.5%
% over full employment	2.7	1.6%		1.6%	0.7%		1.9%	0%
# jobs needed for full employment*	737	428	+72%	428 187	166%	443	0	
*6.4% or lower is full employment per OECD								
State Unemployment Rate	9.0%	8.9%		8.9%	7.3%		5.7%	
National Unemployment Rate	9.7%	10%		10%	7.6%		5.6%	3.9%

Job Opportunities

	Feb 2010	Jan 2010	Monthly % Chg
Total Number of Posted Vacant Jobs	538	452	+19%
CT JobBank	144	94	+53%
Simplyhired.com	349	315	+11%
Craigslist.org	45	43	+5%
Vacancies as % of Workforce		1.7%	
Overall Jobs Deficit		1,556	+10%
Top Five Industries (CT JobBank)			
1) Hospital Healthcare	82	45	+82%
2) Health Products/Services	79	41	+92%
3) Retail	19	10	+90%
5) Div. Services	10	Replaced Aerospace/Defense	
4) Business Services	9	9	0%
Middletown Employment Index†	+10	+7	

† Middletown Employment Index- Assess the surplus or deficit of jobs compared to the number of jobs needed to reach full employment by OECD estimates. The index assess the number of jobs available in the region compared to the number of unemployed Middletown residents. A positive number signifies more jobs available than number of unemployed, and vice versa for a negative number.

Housing

Affordable Housing Price for Median Income Household

	Feb 2010	Jan 2010	Monthly %Chg.	Feb 2009	Annual %Chg
Median Income	\$61,090	\$61,090		\$58,174 (2007)	
Affordable Housing Payment (30% of gross income)	\$1,513	\$1,513		\$1,454	
30 year fix interest rate	5.05% (Feb 26)	5.14% (Jan 1)		5.25 (Feb 09)	
Max house price 3% down (\$90 PMI, \$333 Taxes p/m)	\$181,000	\$179,800	+0.6%	\$169,000	+7%
Max house price 20% down (\$333 Taxes p/m)	\$237,000	\$235,600	+0.6%	\$222,000	+7%

Current Prices versus Income/Price Ratio* (2009 median income \$61,090)

	Jan 09-10	Income/Price	Difference	Current Market
Single Family	\$231,000	\$202,818	+\$28,182 (+13%)	Overvalued
Condo	\$147,000	\$121,569	+\$25,431 (+21%)	Overvalued

Current Prices versus Rent/Price Ratio* (2009 Fair Market 2 bedroom rent \$1,095)

	Jan 09-10	Rent/Price	Difference	Current Market
Single Family	\$231,000	\$228,636	+\$2,364 (+1%)	Fairly Valued
Condo	\$147,000	\$138,846	+\$8,154 (+6%)	Slightly Overvalued

Foreclosures- Lis Pendens Deed

	Feb	Jan	Month Diff.	Jan-Feb	4 th Qtr	3rd Qtr	Qtr. Diff.	Ratio of Homes
2010 Foreclosure Filings	53	28	+89%	81	144	81	+78%	1 in 28 homes affected
2009 Foreclosure Filings	26	27	+4%	53	77	85	-9%	1 in 32 homes affected
Difference	+103%	+4%		+52%	+87%	+11%		

Building Permits

	Jan	Dec	Diff	Jan-Dec	(256 permits, 2005) % Below Peak	State Rank
2010 Building Permits	2	9	-78%	NA	-68% (adj.)	8 out of 128 (ytd.)
2009 Building Permits	2	7	-71%	83	-30% (adj.)	7 out of 128
Difference	0%	+29%		NA%		

Single-Family Housing Market

Single-Family Sales

	Jan 2010	Jan 2009	% Change	Jan-Dec 2009	Jan-Nov 2008	% Change	Peak
# Sales	12	10	+20%	309	262	+18%	632 (2004)

Single Family Median Price

	Jan 2010	Jan 2009	% Change	Jan-Dec 2009	Jan-Dec 2008	% Change	Peak (annual)
Med. Price	\$209,000	\$185,000	+13%	\$230,500	\$225,000	+2.4%	\$240,000 (2007)

Single Family Inventory

	Jan 2010	Dec 2009	Month % Chg	Jan 2009	Annual %Chg
Inventory	190	190	0%	184	+2%
% of all Single-Family Dwellings (9,115, 2008)	2%	2%		2%	
Months of Supply (4 month average)**	7.7	6.9	+11%	9.2	-25%
# of properties above/below historic average***	+16.5	-4		+68	

Single Family Other Data

	Jan 2010	Dec 2009	%Change	Jan 2009	%Change
12-Month Median Price	\$231,000	\$230,500	+0.2%	\$225,000	+3%
4-Month Median Price	\$224,500	\$225,000	-0.2%	\$229,900	-2%
12-Month Average Days on Market	47	47	0%	NA	
4-Month Average Days on Market	53	51	+4%	38	+34%

Condo Housing Market

Condo Sales

	Jan 2010	Jan 2009	% Change	Jan-Dec 2009	Jan-Dec 2008	% Change	Peak (annual)
# Sales	3	9	-66%	164	164	0%	291 (2005)

Condo Median Price

	Jan 2010	Jan 2009	% Change	Jan-Dec 2009	Jan-Dec 2008	% Change	Peak (Jan-Dec)
Med. Price	\$125,000	\$150,000	-17%	\$147,000	\$154,500	-4%	\$157,000 (2006)

Condo Inventory

	Jan 2010	Dec 2009	Month % Chg	Jan 2009	Annual %Chg
Inventory	96	91	+5%	86	+12%
% of all condos (2,834, 2008)	3.4%	3.2%		3%	
Months of Supply (4 month average)**	5.9	5.0	+20%	10.6	-44%
# of properties above/below historic average***	-17.3	-35.3		+29.8	

Condo Other Data

	Jan 2010	Dec 2009	%Change	Jan 2009	% Change
12-Month Median Price	\$147,000	\$147,000	-1.3%	\$154,250	-5%
4-Month Median Price	\$145,000	\$145,000	+1.4%	\$155,000	-7%
12-Month Average Days on Market	52	50	+4%	NA	
4-Month Average Days on Market	52	50	-7%	33	+13%

Web Presence (Name Recognition)

Search Engine Results

Search Engine	Search Phrase	March 2010	February 2010	% Change
Google	Middletown Connecticut	894,000	731,000	+22%
Yahoo	Middletown Connecticut	16,901,000	17,400,000	-3%
Ask.com	Middletown Connecticut	399,100	405,100	-1%
Bing	Middletown Connecticut	11,100,000	10,800,000	+3%
Average		7,324,000	7,334,000	-0.1%
Average by Market Share		2,425,000	2,306,000	+5%

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 Rising Searches		3-Months Rising Searches		Past 30 Days Rising Searches	
1. Middletown Power Plant	Breakout	1. Middletown power plant	Breakout	1. Middletown power plant	Breakout
2. Middletown explosion	Breakout	2. Middletown explosion	Breakout	2. Middletown explosion	Breakout
3. esca Middletown	Breakout	3. Middletown ct restaurants	60%	3. Kleen Energy	Breakout
4. Middletown eye	+50%	4.		4.	
5. harbor park Middletown	+50%	5.		5.	

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	Feb 2010	Jan 2010	Dec 2009	Feb 2010	Month %	Year %
Hartford Metro	Middletown	100	86	79	57	+16%	+75%
Connecticut	Middletown	100	92	74	58	+9%	+72%
United States	Middletown Connecticut	78	30	29	33	+160%	+136%
International	Middletown Connecticut	92	22	20	30	+318%	+206%

* Housing Historical Trends- This is a 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

** 6 months supply is average

*** Positive number represents oversupply possibly leading to weaker prices, and a negative number means undersupply representing strengthening prices.

**** 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.