

## MIDDLETOWN STATISTICS REPORT- SEPTEMBER 2009

### Highlights

Local Economy- Sharp drop in that unemployment rate along with an increase in the workforce indicates a possible recovery. Middletown is less than a percentage point away from full-employment. Next month's number will be important to determine if this is sustainable as summer seasonal work comes to an ends. Employers seeking employees is up significantly, with job postings increasing 24% over July. New Main Street numbers this month, vacancies notch up another percent, and retail is down with four new closings.

Housing- Positive movement in almost all benchmarks: median prices are up; numbers of sales are up; inventories are down and average days on the market have been cut in half. However, there exists continued downward pressures that threaten these modest gains: a rise in interest rates; unemployment remains high; and housing incentives will come to an end by the end of the year.

Web Presence- Presence on search engines has decreased since last month, but interest in Middletown locally is up. People are searching for the movie theater and restaurants, specifically the new restaurant Esca. Cash for clunkers has people looking for car dealerships, with Middletown Nissan as the favorite. Middletown is getting ready to go back to school with an increase of searches for the Middletown High School website.

### Local Economy

#### Main Street Storefronts Count (141)

	Sept 2009	June 2009	Mar 2009
Vacancies	10%	9%	8%
Restaurants	26%	20%	21%
Retail	21%	30%	29%
Other	43%	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

	Aug	July	Month Diff.	Jan-Aug	2nd Qtr	1st Qtr	Qtr. Diff.
2009 New Registrations	8	20	-60%	114	40	46	-13%
2008 New Registrations	15	11	+36%	117	51	40	+28%
Difference	-47%	+81%		-3%	-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

	Month			Year		94-09 High	94-09 Low	
	July 2009	Jun 2009	% Chg	Dec 2008	July 2008	%Chg.	Jan 1996	Oct 2000
Labor Force	27,445	27,363	+0.3%	26,952	27,498	-0.2%	23,654	24,696
Employed	25,412	25,129	+1%	25,066	25,908	-2%	21,698	24,289
Unemployed	2,033	2,234	-9%	1,886	1,590	+28%	1,956	375
Unemployment Rate	7.3%	8.2%		7.0%	5.8%		8.3%	1.5%
% over full employment	0.9%	1.8%		0.6%	0%		1.9%	0%
# jobs needed for full employment*	247	492	-49%	161	0	NA	443	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	8.0%	8.0%		7.8%	5.8%		5.7%	
National Unemployment Rate	9.7%	9.5%		8.5%	5.7%		5.6%	3.9%

Job Opportunities

	Aug 2009	July 2009	Monthly % Chg
Total Number of Posted Vacant Jobs	677	547	+24%
CT JobBank	127	110	+15%
Simplyhired.com	462	381	+21%
Craigslist.org	88	56	+57%
Vacancies as % of Workforce	2.5%	1.9%	
Overall Jobs Deficit	-1,356	-1,687	-20%
Top Five Industries (CT JobBank)			
1) Hospital Healthcare	77	80	-4%
2) Health Products/Services	44	50	-12%
3) Financial Services	19	18	+6%
4) Insurance	18	17	+6%
5) Diversified Services	14	New, Replaced Business Services	
Middletown Employment Index <sup>†</sup>	+174	+11	

<sup>†</sup> 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

	August 2009	July 2009	Monthly %Chg.	August 2008	Annual %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	5.29%(Aug 14)	5.3% (July 3)		6.52% (Aug 2008)	
Max house price 3% down (\$90 PMI, \$333 Taxes p/m)	\$209,300	\$204,660	+2.2%	\$183,700	+14%
Max house price 20% down (\$333 Taxes p/m)	\$265,000	\$264,800	+0.07%	\$233,200	+13.6%

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

	July 08-09	Income/Price	Difference	Current Market
Single Family	\$231,000	\$200,999	+\$30,001 (+15%)	Overvalued
Condo	\$155,000	\$120,478	+\$34,522 (+28%)	Overvalued

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

	July 08-09	Rent/Price	Difference	Current Market
Single Family	\$231,000	\$213,184	+\$17,816 (+8%)	Slightly-Overvalued
Condo	\$155,000	\$129,462	+\$25,538 (+20%)	Overvalued

### Single-Family Sales

	July 2009	July 2008	% Change	Jan-July 2009	Jan-July 2008	% Change	Peak
# Sales	30	26	+15%	153	147	+4%	632 (2004)

### Single Family Median Price

	July 2009	July 2008	% Change	Jan-July 2009	Jan-July 2008	% Change	Peak (annual)
Med. Price	\$231,000	\$222,000	+4%	\$230,000	\$221,000	+4%	\$240,000 (2007)

### Single Family Inventory

	July 2009	June 2009	Month % Chg	July 2008	July 2007	07-09 %Chg
Inventory	205	226	-9%	205	168	+22%
% of all Single-Family Dwellings (9,115, 2008)	2.2%	2.5%		2.2%	1.8%	
Months Supply	6.8	5.9	+15%	7.9	3.9	+74%
# of properties above/below historic average	-6	-36		+26	-75	(7 months supply is average)

### Single Family Other Data

	July 2009	June 2009	%Change
12-Month Median Price	\$231,000	\$230,000	+0.4%
4-Month Median Price	\$241,000	\$248,000	-2.8%
12-Month Average Days on Market	44	71	-38%
4-Month Average Days on Market	44	79	-44%

Condo Sales

	July 2009	July 2008	% Change	Jan-July 2009	Jan-June 2008	% Change	Peak (annual)
# Sales	19	13	46%	73	105	-30%	291 (2005)

Condo Median Price

	July 2009	June 2009	% Change	Jan-July 2009	Jan-July 2008	% Change	Peak
Med. Price	\$158,000	\$152,000	+4%	\$152,500	\$153,000	-0.3%	\$157,000 (2006)

Condo Inventory

	July 2009	June 2009	% Chg	Month July 2008	Month July 2007	%Chg	07-09
Inventory	124	129	-4%	98	99	+25%	
% of all condos (2,834, 2008)	4.4%	4.6%		3.6%	2.8%		
Months Supply	6.5	9.1	-29%	7.5	4.0	+62%	
# of properties above/below historic average	+11	+43		+25	-33		(6 months supply is average)

Condo Other Data

	July 2009	June 2009	%Change
12-Month Median Price	\$155,000	\$154,000	+0.6%
4-Month Median Price	\$158,000	\$151,500	+4.6%
12-Month Average Days on Market	46	85	-45.8%
4-Month Average Days on Market	48	81	-40.7%

Foreclosures- Lis Pendens Deed

	Month Aug	Month July	Month Diff.	Jan-Aug	2nd Qtr	1str Qtr	Qtr. Diff.	Ratio of Homes
2009 Foreclosure Filings	32	26	+23%	242	94	90	4%	1 in 37 homes affected (adj.)
2008 Foreclosure Filings	28	26	+8%	194	73	81	-26%	1 in 42 homes affected
Difference	+14%	0%		+25%	+29%	+11%		

Building Permits

	July	Jun	Diff	Jan-July	(256 permits, 2005) % Below Peak	State Rank
2009 Building Permits	8	7	+14%	45	-71% (adj.)	5 out of 128 (ytd.)
2008 Building Permits	16	72	-78%	140	-3% (adj.)	5 out of 128
Difference	-50%	-90%		-68%		

## Web Presence (Name Recognition)

### Search Engine Results

Search Engine	Search Phrase	September 2009	August 2009	% Change
Google	Middletown Connecticut	1,980,000	5,300,000	-63%
Yahoo	Middletown Connecticut	17,500,000	17,600,000	+0.6%
Ask.com	Middletown Connecticut	684,000	675,000	+1%
Bing	Middletown Connecticut	8,900,000	7,500,000	+19%
Average		7,266,000	7,768,000	-6%
Average by Market Share		3,556,000	6,400,000	-44%

### 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 shooting	+400%	1. middletown fireworks	Breakout	1. middletown high school 90%
2. middletown eye	+200%	2. middletown ct fireworks	Breakout	
3. kidcity middletown ct	+100%	3. esca middletown	Breakout	
4. destina middletown ct	+100%	4. destinta middletown ct	+70%	
5. middletown ct restaurants	+60%	5. middletown toyota	+60%	

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	August 2009	July 2009	June 2009	August 2008	Month %	Year %
Hartford Metro	Middletown	92	87	86	80	+7%	+15%
Connecticut	Middletown	85	90	87	79	-6%	+8%
United States	Middletown Connecticut	37	38	39	43	-3%	-14%
International	Middletown Connecticut	24	28	28	36	-14%	-33%

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

Versus Average Search Traffic (1.0 is average search traffic)

Region	Search Phrase	August 2009	July 2009	June 2009	August 2008	Month %	Year %
Connecticut Subregion	Middletown	1.29	1.19	1.13	1.17	+8%	+10%
United States	Middletown Connecticut	0.84	0.74	0.62	1.14	+14%	-26%
International	Middletown Connecticut	0.68	0.58	0.5	0.98	+17%	-30%

*\*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.*