

MIDDLETOWN STATISTICS REPORT- AUGUST 2010

Highlights

- ↓ Local Economy- Employment remains weak. There are modest improvements in the number of vacancies advertised, up 33%, and increased business activity relative to trade name registrations, up 53%. The positive jobs outlook for Middletown is in contrast to the communities in the region, which seem to have stall in job growth in recent months. Since only of quarter of position advertised in Middletown will go to Middletown, the slowing of hiring in the greater Hartford region is a drag on our unemployment situation.
- ↑ Housing- Number of sales for both Single-family dwellings and condos are up versus a year ago and inventories are at manageable levels. Prices continue to edge downward, by they may have crossed an important threshold. Compared the historic prices Single-family homes are not 1.5% cheaper than historic averages compared to rental prices. Compared to incomes prices might need to come down a little more. Prices did reach as much as 30% over historic trends near the peak of the housing boom.
- ↓ Web Presence- Middletown's web presence on search engines decreased, and there was not enough web activity for the term "Middletown" for Google to post any 3 month or 1 month rising search activity.

Local Economy

Main Street Storefronts Count (141)

	Jun 2010	Mar 2010	Jun 2009	Vacancies	Jun 2010	Jun 2009
Vacancies	5%	6%	9%	North of Wash. St.	2	4
Restaurants	21%	21%	20%	Wash. St to College St.	2	5
Retail	32%	30%	30%	South of College St.	3	3
Other	42%	43%	41%	Total	7	12

Middletown Business/Economic Confidence Survey

	April 2010	Oct 2009	April 2009	April 2010	October 2009	
Business Climate Rating (scale 1-10)	6.2	6.1	5.2			
Bullish about Middletown (score of 8-10)	32%	27%	12%			
Bearish about Middletown (score of 1-3)	10%	11%	22%			
Report Increasing Revenue	30%	28%		Report Growing Workforce	26%	24%
Report Same Revenue	32%	34%		Report Same Workforce	65%	62%
Report Declining Revenue	35%	38%		Report Declining Workforce	9%	14%

Middletown Trade Name Registrations

	Jul	Jun	Month Diff.	Jan-Jul	2 nd Qtr	1 st Qtr	Qtr. Diff.
2010 New Registrations	26	17	+53%	137	59	52	+13%
2009 New Registrations	20	19	+5%	118	48	46	+4%
Difference	+30%	-10%		+16%	+23	+13%	

<u>Commercial Real Estate</u>	July 2010	Apr 2010	Quarterly Difference	July 2009	Yearly Difference
Properties listed with CERC	36	27	+33%	44	-18%
Total Square Feet	477,814sqft.	273,298 sqft	+75%	937,186 sqft.	-49%
Median Asking Lease	\$12.00 per sqft.	\$13.00 per sqft.	-7%	\$12.00 per sqft.	0%
Median Asking Sale Price	\$567,000	\$597,000	-5%	\$692,000	-18%
% of total Com. Properties (692)	5.2%	3.9%		6.4%	
% of total Com. Sqft. (12,687,406sq.ft.)	3.7%	2.2%		7.4%	

<u>Employment</u>	Jun 2010	May 2010	Month % Chg.	Dec 2009	Jun 2009	Year %Chg.	94-10 High Jan 2010	94-10 Low Oct 2000
Labor Force	27,538	27,280	+0.9%	26,772	27,363	+0.6%	27,299	24,696
Employed	25,180	25,109	+0.3%	24,764	25,479	-1.2%	24,812	24,289
Unemployed	2,358	2,171	+8.6%	2,008	2,353	+0.2%	2,487	375
Unemployment Rate	8.6%	8.0%		7.5%	8.5%		9.1%	1.5%
% over full employment	2.2%	1.4%		1.1%	0.6%		1.9%	0%
# jobs needed for full employment*	596	425	-40%	428	602	-1%	443	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	8.8%	8.9%		8.9%	8.4%		5.7%	
National Unemployment Rate	9.5%	9.7%		10%	9.5%		5.6%	3.9%

<u>Job Opportunities</u>	Jul 2010	May 2010	Monthly % Chg.
Total Number of Posted Vacant Jobs	776	581	+33%
CT JobBank	163	137	+19%
Simplyhired.com	549	506	+8%
Craigslist.org	64	60	+7%
Vacancies as % of Workforce	2.2%	2.1%	
Overall Jobs Deficit	596	1,612	-9%
Top Five Industries (CT JobBank)			
1) Hospital Healthcare	69	69	0%
2) Health Products/Services	69	66	+5%
3) Aerospace/Defense	24	11	+18%
4) Retail	19	14	+35%
5) Business Services	19	Replaced Banking	

Middletown Regional
Employment Index[†]

+1 +8

[†] 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

Single-Family Housing Market

Single-Family Sales

	Jun 2010	Jun 2009	% Change	Jan-June 2010	Jan-Jun 2009	% Change	Peak
# Sales	34	38	-11%	145	123	+18%	632 (2004)

Single Family Median Price

	Jun 2010	Jun 2009	% Change	Jan-Jun 2010	Jan-Jun 2009	% Change	Peak (annual)
Med. Price	\$236,000	\$250,000	-6%	\$216,500	\$230,000	-6%	\$240,000 (2007)

Single Family Inventory

	Jun 2010	May 2010	Month % Chg	Jun 2009	Annual %Chg
Inventory	211	202	+4%	211	0%
% of all Single-Family Dwellings (9,115, 2008)	2.3%	2.2%		2%	
Months of Supply (7 month average)**	7.7	8.9	-13%	7.7	0%
# of properties above/below historic average***	+18.3	+46.3		+18.3	

Single Family Other Data

	Jun 2010	May 2010	%Change	Jun 2009	%Change
12-Month Median Price	\$225,000	\$229,700	-2%	\$230,000	-2%
4-Month Median Price	\$215,000	\$216,500	-0.7%	\$248,000	-13%
12-Month Average Days on Market	77	77	0%	71	+8%
4-Month Average Days on Market	80	81	-1%	79	+1%

Condo Housing Market

Condo Sales

	Jun 2010	Jun 2009	% Change	Jan-June 2010	Jan-Jun 2009	% Change	Peak (annual)
# Sales	19	15	+27%	70	54	+30%	291 (2005)

Condo Median Price

	Jun 2010	Jun 2009	% Change	Jan-Jun 2010	Jan-Jun 2009	% Change	Peak (Jan-Dec)
Med. Price	\$150,000	\$147,000	+2%	\$140,000	\$151,750	-8%	\$157,000 (2006)

Condo Inventory

	Jun 2010	May 2010	Month % Chg	Jun 2009	Annual %Chg
Inventory	114	114	0%	115	-0.1%
% of all condos (2,834, 2008)	4%	4%		4%	
Months of Supply (7 month average)**	7.3	8.9	-18%	10.8	-32%
# of properties above/below historic average***	+5	+22.8		+39	

Condo Other Data

	Jun 2010	May 2010	%Change	Jun 2009	% Change
12-Month Median Price	\$143,700	\$144,000	-0.2%	\$154,000	-7%
4-Month Median Price	\$139,950	\$139,950	0%	\$151,500	-8%
12-Month Average Days on Market	82	84	-2%	85	-4%
4-Month Average Days on Market	91	106	-14%	81	+12%

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

	Jun 09-10	Income/Price	Difference	Current Market
Single Family	\$225,000	\$202,818	+\$22,182 (+11%)	Overvalued
Condo	\$143,700	\$121,569	+\$22,131 (+18%)	Overvalued

Current Prices versus Rent/Price Ratio* (2010 Fair Market 2 bedroom rent \$1,095)

	Jun 09-10	Rent/Price	Difference	Current Market
Single Family	\$225,000	\$228,636	-\$3,636 (-1.5%)	Fairly Valued
Condo	\$143,700	\$138,846	+\$4,854 (+3%)	Fairly Valued

Foreclosures- Lis Pendens Deed

	July	Jun	Month Diff.	Jan-Jul	2 nd Qtr	1 st Qtr	Qtr. Diff.	Ratio of Homes
2010 Foreclosure Filings	19	42	-55%	292	135	138	-2%	1 in 25 homes affected
2009 Foreclosure Filings	26	24	+8%	196	83	87	-5%	1 in 32 homes affected
Difference	-27%	+75%		+49%	+63	+58%		

Building Permits

	Jun	May	Diff	Jan-Jun	State Rank
2010 Building Permits	15	8	+86%	46	5 out of 128 (ytd.)
2009 Building Permits	7	8	-13%	37	7 out of 128
Difference	114%	0%		+24%	

Web Presence (Name Recognition)

Search Engine Results

Search Engine	Search Phrase	Aug 2010	July 2010	% Change
Google	Middletown Connecticut	1,040,000	834,000	+25%
Yahoo	Middletown Connecticut	11,500,000	21,100,265	-45%
Bing	Middletown Connecticut	12,900,000	11,600,000	+11%
Average		8,480,000	11,178,088	-24%
Average by Market Share		2,236,999	2,709,728	-17%

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 ct explosion	Breakout	1.		1.
2. Middletown ct power plant	Breakout	2.		2.
3. esca Middletown ct	+150%	3.		3.
4. Middletown press obituaries	+100%	4.		4.
5. Middletown Nissan	+70%	5.		5.

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	Jul 2010	Jun 2010	May 2010	Jul 2009	Month %	Year %
Hartford Metro	Middletown	78	83	77	70	-6%	+11%
Connecticut	Middletown	72	75	72	66	-4%	+9%
United States	Middletown Connecticut	30	34	20	36	-12%	-17%
International	Middletown Connecticut	23	23	19	30	0%	-23%

* *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.*