

MIDDLETOWN STATISTICS REPORT- MARCH 2011

Highlights

- ↓ Local Economy- Every year the state recalibrates its employment numbers and this year as last year the recalibration pushed it unemployment figure to an all-point high. While disappointing, the numbers for hiring are much better than a year ago. Overall jobs in the region are up 200% compared to Jan 2010 and position likely to be filled by Middletown residents is up 107% over the same period. Aerospace/Defense, Retail and Business Services hiring is much stronger, meaning that the private sector is reinvesting and taking risks again. We are no longer heavily dependent on healthcare and education spending, but they still a stable base our local economy. A year ago the Middletown employment index stood at -22, meaning that there were not enough jobs for all the unemployed. Now that index stands at +1, which means were are just creating enough jobs to keep the situation from getting worse. The Main Street Storefront count vacancies dropped again down to 5%, with the addition of three new restaurants.
- ↑ Housing- Condos are the surprise this month, showing 7.5% gains for 4-month averages compared to a year ago. Condos led the decline in prices and this might be where we begin to start clawing back some of those lost values. Single Family home sales and prices are weakening with the winter market. However, inventories are at manageable levels that should keep price fairly stable until spring. Rates of foreclosure are half of what the rate was last year.
- ↔ Web Presence- All quiet on the digital front, with people focused more on the weather than anything else.

Local Economy

<u>Employment</u>	Month			Year		94-10 High	94-10 Low	
	Jan 2011	Dec 2010	% Chg	Dec 2009	Jan 2010	%Chg.	Jan 2010	Oct 2000
Labor Force	27,359	27,298	+0.2%	26,772	27,299	+0.2%	27,299	24,696
Employed	24,844	25,114	-1.1%	24,764	24,812	+0.1%	24,812	24,289
Unemployed	2,515	2,184	+15.2%	2,008	2,487	+1.1%	2,487	375
Unemployment Rate	9.2%	8.0%		7.5%	9.1%		9.1%	1.5%
% over full employment	2.8%	1.6%		1.1%	2.7%		2.7%	0%
# jobs needed for full employment*	766	436	+74.9%	294	737	+3.3%	737	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	9.0	9.0%		8.9%	8.9%		9.0%	
National Unemployment Rate	9.0	9.4%		10.0%	10.0%		9.7%	3.9%

Job Opportunities

	Monthly		Yearly	
	Feb 2011	Jan 2011	Feb 2010	% Chg
Total Number of Posted Vacant Jobs	1,015	900	538	+188%
CT JobBank	231	209	144	+60%
Simplyhired.com	688	609	349	+97%
Craigslist.org	96	82	45	+113%
Vacancies as % of Workforce	3.7%	3.2%	1.9%	
Overall Jobs Deficit	1,500	1,284	1,949	-23%

<u>Top Five Hiring Industries (CT JobBank)</u>				<u>Prior Rank</u>	
1) Hospital Healthcare	99	91	-11%	1	
2) Health Products/Services	76	85	-4%	2	
3) Aerospace/Defense	63	38	+137%	3	
4) Retail	29	28	+75%	4	
5) Business Services	23	26	+8%	5	

Middletown Regional Workshed

Est. Position Avail. to Mid. Residents	773	746	-3.6%	360	+107%
Employment Index†	+1	+18		-22	

† *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 assesses 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.*

Main Street Storefronts Count (139)

	<u>Mar 2011</u>	<u>Dec 2010</u>	<u>Mar 2010</u>	<u>Vacancies</u>	<u>Mar 2011</u>	<u>Mar 2010</u>
Vacancies	5%	6%	6%	North of Wash. St.	4	5
Restaurants	22%	20%	21%	Wash. St to College St.	2	2
Retail	30%	31%	30%	South of College St.	1	2
Other	43%	43%	43%	Total	7	9

(Next update June 2011)

Middletown Business/Economic Confidence Survey

	<u>Oct 2010</u>	<u>April 2010</u>	<u>Oct 2009</u>	<u>April 2009</u>
Business Climate Rating (scale 1-10)	6.2	6.2	6.1	5.2
Bullish about Middletown (score of 8-10)	24%	32%	27%	12%
Bearish about Middletown (score of 1-3)	9%	9%	11%	22%

		<u>Oct 2010</u>	<u>April 2010</u>
Report Increasing Revenue	39%	34%	Report Growing Workforce 31%
Report Same Revenue	33%	31%	Report Same Workforce 61%
Report Declining Revenue	28%	35%	Report Declining Workforce 8%

(Next update April 2011)

Town Clerk Trade Name Registrations

	<u>Month</u>		<u>Jan-Feb</u>	<u>4th Qtr</u>	<u>3rd Qtr</u>	<u>Qtr. Diff.</u>
	<u>Feb</u>	<u>Jan</u>				
2011 New Registrations	13	13	26	41	62	-33%
2010 New Registrations	18	18	36	42	42	0%
Difference	-27%	-27%	-27%	-2%	+48%	

<u>Secretary of State Business Starts</u>	Jan	Dec	Month Diff.	Jan-Dec	4 th Qtr	3 rd Qtr	Qtr. Diff.
2011 New Business Starts	15	8	+88%	193	48	54	-11%
2010 New Business Starts	20	15	+33%	167	29	51	-43%
Difference	-25%	-46%		+16%	+65%	+6%	

<u>Commercial Real Estate</u>	Jan 2011	Oct 2010	Quarterly Difference	Jan 2010	Yearly Difference
Properties listed with CERC	50	41	+22%	16	+212%
Total Square Feet	587,613sqft.	453,008sqft.	+30%	154,571 sqft.	+280%
Median Asking Lease	\$12.00 per sqft.	\$11.50 per sqft.	+4%	\$14.00 per sqft.	-14%
Median Asking Sale Price	\$395,000	\$510,000	-23%	\$689,000	-43%
% of total Com. Properties (692)	7.2%	5.9%		2.3%	
% of total Com. Sqft. (12,687,406sq.ft.)	4.6%	3.5%		1.2%	

(Next update April 2011)

Innovativeness (patents issued to Middletown individuals or businesses)

	1 st Half	2 nd Half	Diff.	Patents Per 10,000 1 st Half			Patents Per 10,000 2 nd Half		
	Mid	CT	US	Mid	CT	US	Mid	CT	US
2010 New Registrations	25	33	+32%	5.4	4.1	3.9	7.2	4.5	4.1
2009 New Registrations	34	29	-15%	7.4	3.4	3.1	6.3	3.3	3.2
Difference	-26%	+14%		-27%	+21%	+25%	+14%	+36%	+28%

(Next update July 2011)

Creative Economy

(Per capita hits based on google search algorithm to identify creative industries webpages that were updated over the past 30 days)

	Mar 2011	Feb 2011	Month Diff	1 st Qtr 2011
Middletown	2.2	3.0	-27%	2.7
10 most populous cities	3.7	3.6	+3%	3.5
10 nearest towns of Middletown size	1.7	2.1	-24%	1.9

Development Activity

	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr	Total	2010 Dev Fees	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr	Total
2010 Dev Permits	43	73	77	49	242	\$3,260	\$2,170	\$4,524	\$1,875	\$11,829	
2009 Dev Permits	49	98	72	57	276	\$8,645	\$4,460	\$3,855	\$1,560	\$18,520	
Difference	-12%	-26%	+7%	-14%	-12%		-62%	-51%	+17%	+20%	-36%

(Next update April 2011)

Housing

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

	Jan 10-11	Income/Price	Difference	Current Market
Single Family	\$216,500	\$202,818	+\$13,682 (+6.7%)	Slightly Overvalued
Condo	\$143,700	\$121,569	+\$22,131 (+18%)	Overvalued

Current Prices versus Rent/Price Ratio* (2011 Fair Market 2 bedroom rent \$1,113)

	Jan 10-11	Rent/Price	Difference	Current Market
Single Family	\$216,500	\$232,394	-\$15,894 (-6.8%)	Slightly Undervalued
Condo	\$143,700	\$141,128	+\$2,572 (+1.8%)	Fairly Valued

Foreclosures- Lis Pendens Deed

	Feb	Jan	Month Diff.	Jan-Feb	4 th Qtr.	3 rd Qtr.	Qtr. Diff.	Ratio of Homes
2011 Foreclosure Filings	29	11	+163%	40	66	87	-24%	1 in 53 homes affected
2010 Foreclosure Filings	53	28	+89%	81	144	81	+77%	1 in 30 homes affected
Difference	-45%	-61%		-51%	-54%	+7%		

Building Permits

	Jan	Dec	Diff	Jan-Dec	4 th Qtr.	3 rd Qtr.	Qtr. Diff.	State Rank
2011 Building Permits	7	12	-41%	101	27	28	-4%	3 out of 128
2010 Building Permits	2	9	-78%	83	23	23	0%	5 out of 128
Difference	+250%	+33%		+22%	+17%	+22%		

Single-Family Housing Market

Single-Family Sales

	Jan 2011	Jan 2010	% Change	Jan-Dec 2010	Jan-Dec 2009	% Change	Peak
# Sales	15	17	-11.8%	257	304	-15.5%	632 (2004)

Single Family Median Price

	Jan 2011	Jan 2010	% Change	Jan-Dec 2010	Jan-Dec 2009	% Change	Peak (annual)
Med. Price	\$206,000	\$209,000	-1.4%	\$216,000	\$230,500	-6.3%	\$240,000 (2007)

Single Family Inventory

	Jan 2011	Dec 2010	Month % Chg	Jan 2010	Annual %Chg
Inventory	191	199	-4%	184	+3.8%
% of all Single-Family Dwellings (9,115, 2008)	2.1%	2.1%		2.0%	
Months of Supply (7 month average)**	10.6	10	+6%	7.7	-37.7%
# of properties above/below historic average***	+72	+65.8		+16.5	

Single Family Other Data

	Jan 2011	Dec 2010	%Change	Jan 2010	%Change
12-Month Median Price	\$216,500	\$216,000	+0.2%	\$231,000	-6.3%
4-Month Median Price	\$207,250	\$213,500	-2.9%	\$224,500	-7.7%
12-Month Average Days on Market	78	78	0%	77	+1.3%
4-Month Average Days on Market	80	76	+5.3%	79	+1.3%

Condo Housing Market

Condo Sales

	Jan 2011	Jan 2010	% Change	Jan-Dec 2010	Jan-Dec 2009	% Change	Peak (annual)
# Sales	5	3	+67%	117	159	-26%	291 (2005)

Condo Median Price

	Jan 2011	Jan 2010	% Change	Jan-Dec 2010	Jan-Dec 2009	% Change	Peak (Jan-Dec)
Med. Price	\$160,000	\$125,000	+28%	\$140,000	\$147,000	-4.8%	\$157,000 (2006)

Condo Inventory

	Jan 2011	Dec 2010	Month % Chg	Jan 2010	Annual %Chg
Inventory	79	81	-2.5%	99	-20.2%
% of all condos (2,834, 2008)	2.7%	2.8%		3.6%	
Months of Supply (7 month average)**	12.4	12.9	-3.9%	5.9	+110%
# of properties above/below historic average***	+40.5	+46		-17.3	

Condo Other Data

	Jan 2011	Dec 2010	%Change	Jan 2010	% Change
12-Month Median Price	\$143,700	\$140,000	+2.6%	\$147,000	-2.2%
4-Month Median Price	\$156,000	\$145,000	+7.6%	\$145,000	+7.5%
12-Month Average Days on Market	100	100	0%	77	+29.9%
4-Month Average Days on Market	101	107	-5.6%	83	+21.7%

Web Presence (Name Recognition)

Search Engine Results		Month			Year	
Search Engine	Search Phrase	Feb 2011	Jan 2011	% Change	Feb 2010	% Change
Google	Middletown Connecticut	1,180,000	950,000	+94%	894,000	-36%
Yahoo	Middletown Connecticut	11,900,000	11,800,000	+260%	16,901,000	-81%
Bing	Middletown Connecticut	11,600,000	11,800,000	+271%	11,100,000	+74%
Average		8,226,667	8,183,333	+10%	9,631,667	-12%
Average by Market Share		2,343,760	2,138,898	+1%	2,437,340	-15%

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 destinta	+450	1. Middletown weather	+70%	1.	
2.		2. Middletown press ct	+40	2.	
3.		3.		3.	
4.		4.		4.	
5.		5.		5.	

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	Feb 2011	Jan 2011	Dec 2010	Feb 2010	Month %	Year %
Hartford Metro	Middletown	76	62	60	100	+23%	-24%
Connecticut	Middletown	73	60	56	100	+22%	-27%
United States	Middletown Connecticut	25	26	21	69	-4%	-64%
International	Middletown Connecticut	21	20	21	72	+5%	-71%

* *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.