

MIDDLETOWN STATISTICS REPORT- OCTOBER 2009

Highlights

Local Economy- Second business confidence survey shows improvement in business revenues, hiring and general feeling about the economy compared to six months ago. Hiring continues to expand, but the jobs picture is mixed. The good news is the number of job opportunities compared to the level on unemployment continues to be at a healthy ratio.

Housing- Single-family sales are stable, especially compared to a year ago, and prices increasing modestly. Condo sales are showing weakness and prices have taken a drop. Inventories for both single-family and condos have increased. Third quarter forecloses compared to the second quarter show a 14% decline.

Web Presence- Presence on search engines increased by 2%. Rising search trends did not alter much from last month. Search volumes for Middletown is still strong locally but remaining flat.

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
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 Same Revenue	34%	24%
Report Declining Revenue	38%	51%
Report Growing Workforce	24%	17%
Report Same Workforce	62%	59%
Report Declining Workforce	14%	24%

Middletown Trade Name Registrations

	Month	Month	Month	3 rd	2nd	Qtr.	
	Sept	Aug	Diff.	Qtr	Qtr	Diff.	
2009 New Registrations	13	8	+63%	127	41	40	+3%
2008 New Registrations	15	15	0%	132	41	51	-20%
Difference	-13%	-47%		-3%	0%	-22%	

Commercial Real Estate

	Oct 2009	July 2009	Difference	April 2009
Properties listed with CERC	37	44	-16%	36
Total Square Feet	390,936 sqft.	937,186 sqft.	-58%	510,527 sqft.
Median Asking Lease	\$12.00 per sqft.	\$12.00 per sqft.	0%	\$12.00 per sqft.
Median Asking Sale Price	\$694,000	\$692,000	+0.3%	\$699,000
% of total Com. Properties (692)	5.3%	6.4%		5.2%
% of total Com. Sqft. (12,687,406sq.ft.)	3%	7.4%		4%

Employment

	Month			Year		94-09 High	94-09 Low	
	Aug 2009	July 2009	% Chg. Dec 2008	Aug 2008	%Chg.	Jan 1996	Oct 2000	
Labor Force	27,249	27,445	-0.7%	26,952	27,414	-0.6%	23,654	24,696
Employed	25,214	25,412	-0.8%	25,066	25,652	-1.7%	21,698	24,289
Unemployed	2035	2,033	+0.1%	1,886	1,762	+15%	1,956	375
Unemployment Rate	7.5%	7.3%		7.0%	6.4%		8.3%	1.5%
% over full employment	1.1%	0.9%		0.6%	0%		1.9%	0%
# jobs needed for full employment*	300	247	+21%	161	0	NA	443	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	8.1%	8.0%		7.8%	6.5%		5.7%	
National Unemployment Rate	9.7%	9.7%		8.5%	6.1%		5.6%	3.9%

Job Opportunities

	Sept 2009	Aug 2009	Monthly % Chg
Total Number of Posted Vacant Jobs	708	677	+5%
CT JobBank	129	127	+2%
Simplyhired.com	503	462	+9%
Craigslist.org	76	88	-14%
Vacancies as % of Workforce	2.6%	2.5%	
Overall Jobs Deficit	-1,327	-1,356	-2%
Top Five Industries (CT JobBank)			
1) Hospital Healthcare	55	77	-29%
2) Health Products/Services	44	44	0%
3) Business Services	26	New, Replaced Financial Services	
4) Diversified Services	20	14	43%
5) Retail	6	New, Replaced Insurance	
Middletown Employment Index [†]	+7	Index Recalibrated	

[†] 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

	Sept 2009	August 2009	Monthly %Chg.	Sept 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	5.08%(Sept 4)	5.29%(Aug 14)		6.35% (Aug 2008)	
Max house price 3% down (\$90 PMI, \$333 Taxes p/m)	\$212,500	\$209,300	+1.5%	\$185,900	+14%
Max house price 20% down (\$333 Taxes p/m)	\$269,000	\$265,000	+1.5%	\$236,000	+14%

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

	Aug 08-09	Income/Price	Difference	Current Market
Single Family	\$233,750	\$200,999	+\$32,751 (+16%)	Overvalued
Condo	\$151,750	\$120,478	+\$31,272 (+26%)	Overvalued

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

	Aug 08-09	Rent/Price	Difference	Current Market
Single Family	\$233,750	\$213,184	+\$20,566 (+9%)	Slightly-Overvalued
Condo	\$151,750	\$129,462	+\$22,288 (+17%)	Overvalued

Single-Family Sales

	Aug 2009	Aug 2008	% Change	Jan-Aug 2009	Jan-Aug 2008	% Change	Peak
# Sales	26	31	-16%	179	178	+0.5%	632 (2004)

Single Family Median Price

	Aug 2009	Aug 2008	% Change	Jan-Aug 2009	Jan-Aug 2008	% Change	Peak (annual)
Med. Price	\$252,000	\$253,000	-0.4%	\$240,000	\$220,000	+9%	\$240,000 (2007)

Single Family Inventory

	Aug 2009	July 2009	Month % Chg	Aug 2008	Aug 2007	07-09 %Chg
Inventory	234	205	+14%	198	165	+22%
% of all Single-Family Dwellings (9,115, 2008)	2.6%	2.2%		2.2%	1.8%	
Months Supply	9	6.8	+32%	6.4	3.8	+74%
# of properties above/below historic average	+52	-6		-19	-140	(7 months supply is average)

Single Family Other Data

	Aug 2009	July 2009	%Change
12-Month Median Price	\$233,750	\$231,000	+1.2%
4-Month Median Price	\$244,500	\$241,000	+1.5%
12-Month Average Days on Market	44	44	0%
4-Month Average Days on Market	42	44	-4.5%

Condo Sales

	Aug 2009	Aug 2008	% Change	Jan-Aug 2009	Jan-Aug 2008	% Change	Peak (annual)
# Sales	17	20	-15%	90	125	-28%	291 (2005)

Condo Median Price

	Aug 2009	Aug 2008	% Change	Jan-Aug 2009	Jan-Aug 2008	% Change	Peak
Med. Price	\$142,000	\$155,000	-8.3%	\$147,950	\$153,000	-3.3%	\$157,000 (2006)

Condo Inventory

	Aug 2009	July 2009	% Chg	Month Aug 2008	Month Aug 2007	%Chg	07-09
Inventory	134	124	+8%	85	107	+25%	
% of all condos (2,834, 2008)	4.7%	4.4%		3.0%	3.7%		
Months Supply	7.9	6.5	+22%	4.3	5.6	+41%	
# of properties above/below historic average	+16	+11		+25	-33		(6 months supply is average)

Condo Other Data

	Aug 2009	July 2009	%Change
12-Month Median Price	\$151,750	\$155,000	-2%
4-Month Median Price	\$147,250	\$158,000	-6.8%
12-Month Average Days on Market	47	46	+2.1
4-Month Average Days on Market	54	48	+12.5

Foreclosures- Lis Pendens Deed

	Sept	Aug	Month Diff.	Jan-Sept	3rd Qtr	2nd Qtr	Qtr. Diff.	Ratio of Homes
2009 Foreclosure Filings	23	32	-28%	265	81	94	-14%	1 in 37 homes affected (adj.)
2008 Foreclosure Filings	31	28	+11%	225	85	73	+16%	1 in 42 homes affected
Difference	-26%	+14%		+18%	-5%	+11%		

Building Permits

	Aug	July	Diff	Jan-Aug	(256 permits, 2005) % Below Peak	State Rank
2009 Building Permits	7	8	-13%	52	-70% (adj.)	5 out of 128 (ytd.)
2008 Building Permits	4	16	-75%	144	-16% (adj.)	5 out of 128
Difference	+75%	-90%		-64%		

Web Presence (Name Recognition)

Search Engine Results

Search Engine	Search Phrase	October 2009	September 2009	% Change
Google	Middletown Connecticut	2,070,000	1,980,000	+5%
Yahoo	Middletown Connecticut	17,300,000	17,500,000	+1%
Ask.com	Middletown Connecticut	691,000	684,000	+1%
Bing	Middletown Connecticut	9,120,000	8,900,000	+2%
Average		7,295,250	7,266,000	+0.4%
Average by Market Share		3,425,000	3,352,000	+2%

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	+350%	1. middletown toyota	+90%	1. middletown high school	+40%
2. middletown eye	+160%	2. middletown Nissan	+80%	2.	
3. kidcity middletown ct	+90%	3. restaurants Middletown ct	+40%	3.	
4. destina middletown ct	+70%	4. library middletown ct	+40%	4.	
5. middletown Nissan	+50%	5.		5.	

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	Sept 2009	August 2009	July 2009	Sept 2008	Month %	Year %
Hartford Metro	Middletown	87	92	87	78	-5%	+12%
Connecticut	Middletown	87	85	90	81	+2%	+7%
United States	Middletown Connecticut	37	37	38	40	0%	-8%
International	Middletown Connecticut	27	24	28	31	+13%	-13%

**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*

*** 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.*