

MIDDLETOWN STATISTICS REPORT- APRIL 2011

Highlights

- ↑ Local Economy- Unemployment dropped by 0.4% to 8.8%. Hiring is up 13% since March and 188% since April 2010. Middletown Confidence Survey is up again, with 82% of firms seeing same or increasing revenues and 94% of firms hiring or maintaining staffing levels. Available commercial properties decreased by 8.4%. Business starts are up.
- ↔ Housing- Building permits are up versus a year ago for January and February. Days on the market for single-family and condos are decreasing. Price have edged down slightly, likely to winter lull. Foreclosures are down 51% versus a year ago.
- ↓ Web Presence- All indicators are down. Likely a cause of staying out of the national news.

Local Economy

| Employment | Month | | | Year | | 94-10 High Jan 2010 | 94-10 Low Oct 2000 | |
|--|----------|----------|-------|----------|----------|------------------------|-----------------------|--------|
| | Feb 2011 | Jan 2011 | % Chg | Dec 2010 | Feb 2010 | | | %Chg. |
| Labor Force | 27,320 | 27,359 | -0.1% | 26,772 | 27,347 | -0.1% | 27,299 | 24,696 |
| Employed | 24,912 | 24,844 | +0.3% | 24,764 | 24,973 | -0.2% | 24,812 | 24,289 |
| Unemployed | 2,408 | 2,515 | -4.3% | 2,008 | 2,374 | +1.4% | 2,487 | 375 |
| Unemployment Rate | 8.8% | 9.2% | | 7.5% | 8.7% | | 9.1% | 1.5% |
| % over full employment | 2.4% | 2.8% | | 1.1% | 2.3% | | 2.7% | 0% |
| # jobs needed for full employment* | 655 | 766 | -14% | 294 | 628 | +5.7% | 737 | 0 |
| *6.4% or lower is full employment per OECD | | | | | | | | |
| State Unemployment Rate | 9.0 | 9.0% | | 8.9% | 9.1% | | 9.0% | |
| National Unemployment Rate | 8.9 | 9.4% | | 10.0% | 9.7% | | 9.7% | 3.9% |

Job Opportunities

| | Monthly | | Yearly % Chg | |
|------------------------------------|----------|----------|-----------------|----------|
| | Mar 2011 | Feb 2011 | | Mar 2010 |
| Total Number of Posted Vacant Jobs | 1,015 | +13% | 623 | +188% |
| CT JobBank | 231 | +11% | 141 | +60% |
| Simplyhired.com | 688 | +13% | 445 | +97% |
| Craigslist.org | 96 | +17% | 37 | +113% |
| Vacancies as % of Workforce | 3.7% | | 2.4% | |
| Overall Jobs Deficit | 1,500 | +17% | 1,751 | -23% |

Top Five Hiring Industries (CT JobBank)

| | | | Prior Rank | |
|-----------------------------|----|----|------------|---|
| 1) Hospital Healthcare | 94 | 99 | -5% | 1 |
| 2) Health Products/Services | 87 | 76 | +14% | 2 |
| 3) Aerospace/Defense | 83 | 63 | +31% | 3 |
| 4) Retail | 26 | 29 | -10% | 4 |
| 5) Business Services | 19 | 23 | -17% | 5 |

Middletown Regional Workshed

| | | | | | |
|--|-----|-----|------|-----|------|
| Est. Position Avail. to Mid. Residents | 873 | 773 | +13% | 465 | +88% |
| Employment Index† | +12 | +1 | | -11 | |

† *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)

| | Mar 2011 | Dec 2010 | Mar 2010 | Vacancies | Mar 2011 | Mar 2010 |
|-------------|----------|----------|----------|-------------------------|----------|----------|
| 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

| | April 2011 | Oct 2010 | April 2010 | Oct 2009 | April 2009 |
|--|------------|----------|----------------------------|----------|------------|
| Business Climate Rating (scale 1-10) | 6.4 | 6.2 | 6.2 | 6.1 | 5.2 |
| Bullish about Middletown (score of 8-10) | 32% | 24% | 32% | 27% | 12% |
| Bearish about Middletown (score of 1-3) | 6% | 9% | 9% | 11% | 22% |
| Report Increasing Revenue | 53% | 39% | Report Growing Workforce | 33% | 31% |
| Report Same Revenue | 29% | 33% | Report Same Workforce | 60% | 61% |
| Report Declining Revenue | 18% | 28% | Report Declining Workforce | 6% | 8% |

(Next update October 2011)

Town Clerk Trade Name Registrations

| | Mar | Feb | Month Diff. | Jan-Mar | 1 st Qtr | 4 th Qtr | Qtr. Diff. |
|------------------------|------|------|-------------|---------|---------------------|---------------------|------------|
| 2011 New Registrations | 20 | 13 | +54% | 46 | 46 | 41 | +12% |
| 2010 New Registrations | 16 | 18 | -11% | 52 | 52 | 42 | +24% |
| Difference | +25% | -27% | | -12% | -12% | -2% | |

Secretary of State Business Starts

| | Feb | Jan | Month Diff. | Jan-Feb | 1 st Qtr | 4 th Qtr | Qtr. Diff. |
|--------------------------|-------|------|-------------|---------|---------------------|---------------------|------------|
| 2011 New Business Starts | 20 | 15 | +33% | 35 | 35 | 48 | -27% |
| 2010 New Business Starts | 9 | 20 | -55% | 29 | 29 | 29 | 0% |
| Difference | +122% | -25% | | +21% | +21% | +65% | |

Commercial Real Estate

| | Apr 2011 | Jan 2011 | Quarterly Difference | Apr 2010 | Yearly Difference |
|--|-------------------|-------------------|-------------------------|-------------------|----------------------|
| Properties listed with CERC | 45 | 50 | -10% | 27 | +66% |
| Total Square Feet | 538,148sqft. | 587,613sqft. | -8.4% | 273,298 sqft. | +89% |
| Median Asking Lease | \$12.00 per sqft. | \$12.00 per sqft. | 0% | \$13.00 per sqft. | -7.6% |
| Median Asking Sale Price | \$552,000 | \$395,000 | +-39% | \$597,000 | -7.5% |
| % of total Com. Properties (692) | 6.5% | 7.2% | | 3.9% | |
| % of total Com. Sqft. (12,687,406sq.ft.) | 4.2% | 4.6% | | 2.2% | |

(Next update July 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 |
| 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)

| | Apr 2011 | Mar 2011 | Month Diff | 1 st Qtr 2011 |
|-------------------------------------|----------|----------|---------------|-----------------------------|
| Middletown | 2.9 | 2.2 | +32% | 2.7 |
| 10 most populous cities | 3.5 | 3.7 | -5% | 3.5 |
| 10 nearest towns of Middletown size | 2.3 | 1.7 | +35% | 1.9 |

Development Activity

| | 1 st Qtr | 2 nd Qtr | 3 rd Qtr | 4 th Qtr | Total | | 1 st Qtr | 2 nd Qtr | 3 rd Qtr | 4 th Qtr | Total |
|------------------|------------------------|------------------------|------------------------|------------------------|-------|---------------|------------------------|------------------------|------------------------|------------------------|----------|
| 2011 Dev Permits | 41 | | | | | 2011 Dev Fees | \$2,140 | | | | |
| 2010 Dev Permits | 43 | 73 | 77 | 49 | 242 | 2010 Dev Fees | \$3,260 | \$2,170 | \$4,524 | \$1,875 | \$11,829 |
| 2009 Dev Permits | | 98 | 72 | 57 | 276 | 2009 Dev Fees | | \$4,460 | \$3,855 | \$1,560 | \$18,520 |
| Difference | -5% | -26% | +7% | -14% | -12% | | -34% | -51% | +17% | +20% | -36% |

2011 Approvals (days)

| | | | | | |
|-----------------------|------|-----|------|------|-----|
| 2010 Approvals (days) | 30 | 17 | 12 | 13 | 17 |
| 2009 Approvals (days) | 23 | 16 | 16 | 17 | 18 |
| | +30% | +6% | -25% | -24% | -6% |

2011 PH App (days)

| | | | | | |
|--------------------|------|------|------|------|-----|
| 2010 PH App (days) | 51 | 44 | 31 | 45 | 43 |
| 2009 PH App (days) | 40 | 54 | 53 | 39 | 47 |
| | +28% | -19% | -42% | +15% | -9% |

(Next update July 2011)

Housing

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

| | Feb 10-11 | Income/Price | Difference | Current Market |
|---------------|-----------|--------------|-------------------|---------------------|
| Single Family | \$216,000 | \$202,818 | +\$13,182 (+6.5%) | 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)

| | Feb 10-11 | Rent/Price | Difference | Current Market |
|---------------|-----------|------------|-----------------|----------------------|
| Single Family | \$216,000 | \$232,394 | -\$16,394 (-7%) | Slightly Undervalued |
| Condo | \$143,700 | \$141,128 | +\$2,572 (+%) | Fairly Valued |

Foreclosures- Lis Pendens Deed

| | Mar | Feb | Month Diff. | Jan-Mar | 1 st Qtr. | 4 th Qtr. | Qtr. Diff. | Ratio of Homes |
|--------------------------|------|------|-------------|---------|----------------------|----------------------|------------|------------------------|
| 2011 Foreclosure Filings | 33 | 29 | +14% | 73 | 73 | 66 | +11% | 1 in 43 homes affected |
| 2010 Foreclosure Filings | 57 | 53 | +8% | 138 | 138 | 144 | -4% | 1 in 30 homes affected |
| Difference | -47% | -45% | | -51% | -47% | -54% | | |

Building Permits

| | Feb | Jan | Diff | Jan-Feb | 4 th Qtr. | 3 rd Qtr. | Qtr. Diff. | State Rank |
|-----------------------|-----|-------|-------|---------|----------------------|----------------------|------------|--------------|
| 2011 Building Permits | 7 | 7 | 0% | 14 | 27 | 28 | -4% | 3 out of 128 |
| 2010 Building Permits | 7 | 2 | +250% | 9 | 23 | 23 | 0% | 5 out of 128 |
| Difference | 0% | +250% | | +55% | +17% | +22% | | |

Single-Family Housing Market

Single-Family Sales

| | Feb 2011 | Feb 2010 | % Change | Jan-Feb 2011 | Jan-Feb 2010 | % Change | Peak |
|---------|----------|----------|----------|--------------|--------------|----------|------------|
| # Sales | 13 | 17 | -24% | 28 | 34 | -18% | 632 (2004) |

Single Family Median Price

| | Feb 2011 | Feb 2010 | % Change | Jan-Feb 2011 | Jan-Feb 2010 | % Change | Peak (annual) |
|------------|-----------|-----------|----------|--------------|--------------|----------|------------------|
| Med. Price | \$265,000 | \$250,000 | +6% | \$220,750 | \$221,875 | -0.5% | \$240,000 (2007) |

Single Family Inventory

| | Feb 2011 | Jan 2011 | Month % Chg | Feb 2010 | Annual %Chg |
|---|----------|----------|-------------|----------|-------------|
| Inventory | 203 | 191 | +6% | 191 | +6% |
| % of all Single-Family Dwellings (9,115, 2008) | 2.2% | 2.1% | | 2.0% | |
| Months of Supply (7 month average)** | 11.2 | 10.6 | +5% | 10.1 | +11% |
| # of properties above/below historic average*** | +76 | +72 | | +58 | |

Single Family Other Data

| | Feb 2011 | Jan 2011 | %Change | Feb 2010 | %Change |
|---------------------------------|-----------|-----------|---------|-----------|---------|
| 12-Month Median Price | \$216,000 | \$216,500 | -0.2% | \$236,250 | -8.6% |
| 4-Month Median Price | \$220,000 | \$207,250 | +6.1% | \$224,500 | -1.8% |
| 12-Month Average Days on Market | 77 | 78 | -1.2% | 76 | +1.2% |
| 4-Month Average Days on Market | 79 | 80 | -1.3% | 86 | -7.1% |

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

| | Feb 2011 | Feb 2010 | % Change | Jan-Feb 2011 | Jan-Feb 2010 | % Change | Peak (Jan-Dec) |
|------------|-----------|-----------|----------|--------------|--------------|----------|------------------|
| Med. Price | \$153,000 | \$187,250 | -18% | \$160,000 | \$155,000 | +3.2% | \$157,000 (2006) |

Condo Inventory

| | Feb 2011 | Jan 2011 | Month % Chg | Feb 2010 | Annual %Chg |
|---|----------|----------|-------------|----------|-------------|
| Inventory | 87 | 79 | +10% | 91 | -4% |
| % of all condos (2,834, 2008) | 3.0% | 2.7% | | 3.2% | |
| Months of Supply (7 month average)** | 13.9 | 12.4 | +12% | 7.8 | +78% |
| # of properties above/below historic average*** | +43.3 | +40.5 | | +9.0 | |

Condo Other Data

| | Feb 2011 | Jan 2011 | %Change | Feb 2010 | % Change |
|---------------------------------|-----------|-----------|---------|-----------|----------|
| 12-Month Median Price | \$141,000 | \$143,700 | -1.9% | \$147,000 | -4.1% |
| 4-Month Median Price | \$158,000 | \$156,000 | +1.3% | \$146,000 | +8.2% |
| 12-Month Average Days on Market | 99 | 100 | -1% | 78 | +27% |
| 4-Month Average Days on Market | 94 | 101 | -7% | 79 | +17.8% |

Web Presence (Name Recognition)

| Search Engine Results | | Month | | | Year | |
|-------------------------|------------------------|------------|------------|----------|------------|----------|
| Search Engine | Search Phrase | Mar 2011 | Feb 2011 | % Change | Mar 2010 | % Change |
| Google | Middletown Connecticut | 1,130,000 | 1,180,000 | -4% | 533,000 | +121% |
| Yahoo | Middletown Connecticut | 11,600,000 | 11,900,000 | -3% | 19,400,000 | -39% |
| Bing | Middletown Connecticut | 11,100,000 | 11,600,000 | -4% | 12,500,000 | -7% |
| Average | | 8,226,667 | 8,183,333 | -3% | 9,631,667 | -24% |
| Average by Market Share | | 2,343,760 | 2,138,898 | -4% | 2,437,340 | 0% |

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 | +300% | 1. Middletown schools | +80% | 1. |
| 2. Middletown press Oobituararies | +80% | 2. | | 2. |
| 3. Middletown eye | +40% | 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 | Mar 2011 | Feb 2011 | Jan 2011 | Mar 2010 | Month % | Year % |
|----------------|------------------------|----------|----------|----------|----------|---------|--------|
| Hartford Metro | Middletown | 61 | 76 | 62 | 72 | -20% | -15% |
| Connecticut | Middletown | 58 | 73 | 60 | 68 | -21% | -15% |
| United States | Middletown Connecticut | 24 | 25 | 26 | 27 | -4% | -11% |
| International | Middletown Connecticut | 20 | 21 | 20 | 22 | -5% | -9% |

* *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.*