

MIDDLETOWN STATISTICS REPORT- FEBRUARY 2010

Highlights

- ↓ Local Economy- The December unemployment rate increased to 7.5%, resulting in 12 months that Middletown has not seen its workforce at full employment levels, (6.4%) Middletown has been stuck at around 2,000 unemployed during the past year. Job opportunities are still in positive territory, but not enough to get the unemployment rate down. Middletown likely needs a sustained period 600 vacancies monthly to change the employment picture. In the past 15 years Middletown never experiences more than 3 months of unemployment greater than 6.4%.
- ↓ Housing- While the winter months are expected to be weaker conditions for the housing market, the real threat moving forward is increased borrowing costs in the form of interest rates. The Condo market showed some strength in December, with the single family homes sales and prices experiencing some pullback from the strong fall market.
- ↔ Web Presence- Search volumes are up from December, but stronger than a year ago within Connecticut. The search term “restaurants Middletown, ct” broke into the 3 month rising searches. Middletown superior court also broke in to the 12 month rising searches, likely due to some high profile case.

Local Economy

Main Street Storefronts Count (141)

	Dec 2009	Sept 2009	June 2009	Dec 2009- Vacancies	#	%
Vacancies	9%	10%	9%	North of Wash. St.	4	6.5%
Restaurants	21%	21%	20%	Wash. St to College St.	6	12.8%
Retail	26%	26%	30%	South of College St.	3	9%
Other	44%	43%	41%	Total	13	

Middletown Business/Economic Confidence Survey

	Oct 2009	April 2009		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 Growing Workforce	24%	17%
Report Same Revenue	34%	24%	Report Same Workforce	62%	59%
Report Declining Revenue	38%	51%	Report Declining Workforce	14%	24%

Middletown Trade Name Registrations

	Jan	Dec	Month Diff.	Jan	4th Qtr	3rd Qtr	Qtr. Diff.
2009 New Registrations	18	13	+13%	18	39	41	-5%
2008 New Registrations	12	19	+37%	12	37	41	-10%
Difference	+50%	-32%		0%	+5%	0%	

Commercial Real Estate

	Jan 2009	Oct 2009	Difference	July 2009	April 2009
Properties listed with CERC	16	37	-57%	44	36
Total Square Feet	154,571 sqft.	390,936 sqft.	-60%	937,186 sqft.	510,527 sqft.
Median Asking Lease	\$14.00 per sqft.	\$12.00 per sqft.	+17%	\$12.00 per sqft.	\$12.00 per sqft.
Median Asking Sale Price	\$689,000	\$694,000	-1%	\$692,000	\$699,000
% of total Com. Properties (692)	2.3%	5.3%		6.4%	5.2%
% of total Com. Sqft. (12,687,406sq.ft.)	1.2%	3%		7.4%	4%

Employment

	Month			Year			94-09 High	94-09 Low
	Dec 2009	Nov 2009	% Chg	Dec 2008	Dec 2008	%Chg.	Jan 1996	Oct 2000
Labor Force	26,772	27,180	-1.5%	26,952	-	-0.6%	23,654	24,696
Employed	24,764	25,257	-1.9%	25,066	-	-1.2%	21,698	24,289
Unemployed	2,008	1,923	+4.4%	1,886	-	+6.4%	1,956	375
Unemployment Rate	7.5%	7.1%		7.0%	%		8.3%	1.5%
% over full employment	1.6%	0.7%		0.6%	%		1.9%	0%
# jobs needed for full employment*	428	191	+124%	161	-	166%	443	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	8.9%	8.4%		7.8%	%		5.7%	
National Unemployment Rate	10%	9.8%		8.5%	%		5.6%	3.9%

Job Opportunities

	Jan 2010	Dec 2009	Monthly % Chg
Total Number of Posted Vacant Jobs	452	511	-12%
CT JobBank	94	113	-17%
Simplyhired.com	315	325	-3%
Craigslist.org	43	73	-41%
Vacancies as % of Workforce	1.7%	1.9%	
Overall Jobs Deficit	1,556	1,412	+10%
Top Five Industries (CT JobBank)			
1) Hospital Healthcare	45	58	-22%
2) Health Products/Services	41	41	0%
5) Aerospace/Defense	10	8	+25%
3) Retail	10	Replaced Diversified Services	
4) Business Services	9	11	-18%
Middletown Employment Index†	+7	+10	

† 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

	Jan 2010	Dec 2009	Monthly %Chg.	Jan 2009	Annual %Chg
Median Income	\$61,090	\$61,090 (2009)		\$58,174 (2007)	
Affordable Housing Payment (30% of gross income)	\$1,513	\$1,513		\$1,454	
30 year fix interest rate	5.14% (Jan 1)	5.05% (Dec 25)		5.12% (Jan 2009)	
Max house price 3% down (\$90 PMI, \$333 Taxes p/m)	\$196,900	\$224,200	-12%	\$187,200	+5%
Max house price 20% down (\$333 Taxes p/m)	\$263,700	\$286,200	-8%	\$251,600	+5%

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

	Dec 08-09	Income/Price	Difference	Current Market
Single Family	\$230,500	\$202,818	+\$27,682 (+13%)	Overvalued
Condo	\$147,000	\$121,569	+\$25,431 (+21%)	Overvalued

Current Prices versus Rent/Price Ratio* (2009 Fair Market 2 bedroom rent \$1,095)

	Dec 08-09	Rent/Price	Difference	Current Market
Single Family	\$230,500	\$228,636	+\$1,864 (+1%)	Fairly Valued
Condo	\$147,000	\$138,846	+\$8,154 (+6%)	Slightly Overvalued

Foreclosures- Lis Pendens Deed

	Jan	Dec	Month Diff.	Jan-Dec	4 th Qtr	3rd Qtr	Qtr. Diff.	Ratio of Homes
2010 Foreclosure Filings	28	56	-50%	28	144	81	+78%	1 in 38 homes affected
2009 Foreclosure Filings	27	18	+50%	27	77	85	-9%	1 in 32 homes affected
Difference	+4%	+211%		+4%	+87%	+11%		

Building Permits

	Dec	Nov	Diff	Jan-Dec	(256 permits, 2005) % Below Peak	State Rank
2009 Building Permits	9	7	+29%	83	-68% (adj.)	7 out of 128 (ytd.)
2008 Building Permits	7	7	-22%	178	-30% (adj.)	5 out of 128
Difference	+29%	0%		-53%		

Single-Family Housing Market

Single-Family Sales

	Dec 2009	Dec 2008	% Change	Jan-Nov 2009	Jan-Nov 2008	% Change	Peak
# Sales	12	19	-37%	287	263	+9%	632 (2004)

Single Family Median Price

	Dec 2009	Dec 2008	% Change	Jan-Dec 2009	Jan-Dec 2008	% Change	Peak (annual)
Med. Price	\$200,000	\$220,000	-10%	\$230,500	\$225,000	+2.4%	\$240,000 (2007)

Single Family Inventory

	Dec 2009	Nov 2009	% Chg	Dec 2008	%Chg
Inventory	190	180	+5%	187	+2%
% of all Single-Family Dwellings (9,115, 2008)	2%	1.9%		2%	
Months of Supply (4 month average)**	6.9	6.2	+11%	9.2	-25%
# of properties above/below historic average***	-4	-26		+47	

Single Family Other Data

	Dec 2009	Nov 2009	%Change	Dec 2008	%Change
12-Month Median Price	\$230,500	\$232,000	-0.6%	NA	
4-Month Median Price	\$225,000	\$245,000	-8%	\$229,900	-2%
12-Month Average Days on Market	47	47	0%	NA	
4-Month Average Days on Market	51	43	+18%	38	+34%

Condo Housing Market

Condo Sales

	Dec 2009	Dec 2008	% Change	Jan-Dec 2009	Jan-Dec 2008	% Change	Peak (annual)
# Sales	11	9	+22%	159	164	-3%	291 (2005)

Condo Median Price

	Dec 2009	Dec 2008	% Change	Jan-Dec 2009	Jan-Dec 2008	% Change	Peak (Jan-Dec)
Med. Price	\$145,000	\$194,000	+1%	\$147,000	\$154,500	-4%	\$157,000 (2006)

Condo Inventory

	Dec 2009	Nov 2009	% Chg	Dec 2008	%Chg
Inventory	91	84	+8%	89	+2%
% of all condos (2,834, 2008)	3.2%	2.9%		2.9%	
Months of Supply (4 month average)**	5.0	4.9	-9%	9.1	-45%
# of properties above/below historic average***	-35.3	-41.3		+20.8	

Condo Other Data

	Dec 2009	Nov 2009	%Change	Dec 2008	% Change
12-Month Median Price	\$147,000	\$148,900	-1.3%	NA	
4-Month Median Price	\$145,000	\$143,000	+1.4%	\$157,000	-7%
12-Month Average Days on Market	50	48	+4%	NA	
4-Month Average Days on Market	50	54	-7%	33	+13%

Web Presence (Name Recognition)

Search Engine Results

Search Engine	Search Phrase	February 2010	January 2010	% Change
Google	Middletown Connecticut	731,000	763,000	-4%
Yahoo	Middletown Connecticut	17,400,000	17,600,000	-1%
Ask.com	Middletown Connecticut	405,100	383,700	+6%
Bing	Middletown Connecticut	10,800,000	12,100,000	-10%
Average		7,334,000	7,711,700	-4%
Average by Market Share		2,306,000	2,395,700	-4%

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. esca middletown	Breakout	1. Middletown ct restaurants	50%	1.
2. wfsb	+90%	2.		2.
3. middletown police department	+60%	3.		3.
4. nissan middletown ct	+50%	4.		4.
5. Middletown superior court	+40%	5.		5.

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	Jan 2010	Dec 2009	Nov 2009	Jan 2009	Month %	Year %
Hartford Metro	Middletown	86	79	100	76	+9%	+13%
Connecticut	Middletown	92	74	90	76	+24%	+21%
United States	Middletown Connecticut	30	29	30	41	+3%	-27%
International	Middletown Connecticut	22	20	23	30	+10%	-27%

* *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.*