

MIDDLETOWN STATISTICS REPORT- NOVEMBER 2010

Highlights

↑ Local Economy- Unemployment dropped 0.5% to 7.9%, the first time unemployment has dropped below 8% since December 2009. This month two new matrixes are introduced, measures of Middletown's innovativeness and creative economy. Tradename registrations are up 23% over 2009. Job opportunities retreated from September, but are at a level that should help either control the unemployment rate or reduce it. Using counts of patents, Middletown is twice as innovative as the state and the country as a whole. Using a search algorithm to identify creative industries web pages updated in the past 30 days. Compared to towns similar in size to Middletown, on a per capita basis Middletown has a creative economy that is 40% larger than its peers. Compared to the top ten most populous Connecticut cities, Middletown on a per capita basis is 55% smaller.

↓ Housing- Housing is sending mixed signals either indicating a bottom or some additional declines. The "robosigning" foreclosure scandal may be behind the 68% drop in foreclosures from last month. Foreclosures have been this low since before 2008. Building permits are up 23% for the same period of 2009.

↓ Web Presence- All measures show reduce presence on the web for Middletown.

Local Economy

Main Street Storefronts Count (143)

	Sept 2010	Jun 2010	Sept 2009	Vacancies	Sept 2010	Sept 2009
Vacancies	4%	5%	10%	North of Wash. St.	3	5
Restaurants	20%	21%	21%	Wash. St to College St.	2	6
Retail	34%	32%	26%	South of College St.	1	3
Other	42%	42%	41%	Total	6	14

(Next update December 2010)

Middletown Business/Economic Confidence Survey

	Oct 2010	April 2010	Oct 2009	April 2009	Oct 2010	April 2010
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%		
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)

Middletown Trade Name Registrations

	Oct	Sept	Month Diff.	Jan-Oct	3 rd Qtr	2 nd Qtr	Qtr. Diff.
2010 New Registrations	16	18	-11%	189	62	59	+5%
2009 New Registrations	13	13	0%	149	42	48	-13%
Difference	+23%	+38%		+27%	+48%	+23%	

<u>Commercial Real Estate</u>	Oct 2010	July 2010	Quarterly Difference	Oct 2009	Yearly Difference
Properties listed with CERC	41	36	+14%	37	+11%
Total Square Feet	453,008sqft.	477,814sqft.	-5%	390,936 sqft.	+16%
Median Asking Lease	\$11.50 per sqft.	\$12.00 per sqft.	-4%	\$12.00 per sqft.	-4%
Median Asking Sale Price	\$510,000	\$567,000	-10%	\$694,000	-27%
% of total Com. Properties (692)	5.9%	5.2%		5.3%	
% of total Com. Sqft. (12,687,406sq.ft.)	3.5%	3.7%		3.0%	

(Next update January 2011)

<u>Employment</u>	Sept 2010	Aug 2010	Month % Chg	Dec 2009	Sept 2009	Year %Chg.	94-10 High Jan 2010	94-10 Low Oct 2000
Labor Force	27,371	27,459	-0.3%	26,772	26,235	+4.3%	27,299	24,696
Employed	25,212	25,150	+0.2%	24,764	25,157	+0.2%	24,812	24,289
Unemployed	2,159	2,309	-6.5%	2,008	2,078	+3.9%	2,487	375
Unemployment Rate	7.9%	8.4%		7.5%	7.6%		9.1%	1.5%
% over full employment	1.5%	2.0%		1.1%	1.2%		2.7%	0%
# jobs needed for full employment*	410	549	-26%	428	399	+2.1%	737	0
*6.4% or lower is full employment per OECD								
State Unemployment Rate	9.1	9.1%		8.9%	8.6%		9.0%	
National Unemployment Rate	9.6	9.6%		10%	10.1%		9.7%	3.9%

<u>Job Opportunities</u>	Oct 2010	Sept 2010	Monthly % Chg	Oct 2009	Yearly % Chg
Total Number of Posted Vacant Jobs	680	852	-20%	470	+25%
CT JobBank	172	173	-0.5%	115	+32%
Simplyhired.com	442	596	-26%	293	+29%
Craigslist.org	66	84	-21%	62	-2%
Vacancies as % of Workforce	1.9%	3.1%		1.7%	
Overall Jobs Deficit	1,479	1,457	-2%	1,530	+1%
Top Five Hiring Industries (CT JobBank)	Prior Rank				
1) Hospital Healthcare	98	78	+3%	2	
2) Health Products/Services	68	81	+10%	1	
3) Business Services	20	13		New Replaced Manufacturing	
4) Aerospace/Defense	19	22	-4%	3	
5) Retail	17	10		New Replaced Banking	

Middletown Regional Workshed

Est. Position Avail. to Mid. Residents	514	690	-25%
Employment Index [†]	+6	+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 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.

Innovativeness (patents issued to Middletown individuals or businesses)

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

(Next update February 2011)

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

	Nov 2010
Middletown	2.5
10 most populous cities	5.5
10 nearest towns of Middletown size	1.8

Housing

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

	Sept 09-10	Income/Price	Difference	Current Market
Single Family	\$223,000	\$202,818	+\$20,182 (+9.9%)	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)

	Sept 09-10	Rent/Price	Difference	Current Market
Single Family	\$223,000	\$232,394	-\$9,394 (-4%)	Fairly Valued
Condo	\$143,700	\$141,128	+\$2,572 (+2%)	Fairly Valued

Foreclosures- Lis Pendens Deed

	Month			Jan-Oct	3 rd	2 nd	Qtr. Diff.	Ratio of Homes
	Oct	Sept	Diff.		Qtr.	Qtr.		
2010 Foreclosure Filings	13	41	-68%	373	87	135	-35%	1 in 28 homes affected
2009 Foreclosure Filings	41	23	-28%	292	81	83	-2%	1 in 32 homes affected
Difference	-68%	+78%		+28%	+7%	+63%		

Building Permits

	Month			Jan-Sept	3 rd	2 nd	Qtr. Diff.	State Rank
	Sept	Aug	Diff.		Qtr.	Qtr.		
2010 Building Permits	9	12	-25%	74	28	30	-7%	5 out of 128 (ytd.)
2009 Building Permits	8	7	+14%	60	23	22	+5%	7 out of 128
Difference	+13%	+71%		+23%	+22%	+14%		

Single-Family Housing Market

Single-Family Sales

	Sept 2010	Sept 2009	% Change	Jan-Sept 2010	Jan-Sept 2009	% Change	Peak
# Sales	23	24	-4%	192	204	-6%	632 (2004)

Single Family Median Price

	Sept 2010	Sept 2009	% Change	Jan-Sept 2010	Jan-Sept 2009	% Change	Peak (annual)
Med. Price	\$225,000	\$252,000	-11%	\$219,500	\$241,750	-9%	\$240,000 (2007)

Single Family Inventory

	Sept 2010	Aug 2010	Month % Chg	Sept 2009	Annual %Chg
Inventory	222	218	+2%	213	+4%
% of all Single-Family Dwellings (9,115, 2008)	2.4%	2.4%		2.2%	
Months of Supply (7 month average)**	10.6	9.6	+10%	6.6	+60%
# of properties above/below historic average***	+73	+57.8		-12.5	

Single Family Other Data

	Sept 2010	Aug 2010	%Change	Sept 2009	%Change
12-Month Median Price	\$223,000	222,750	+0.1%	\$237,000	-6%
4-Month Median Price	\$230,000	225,000	+2%	\$241,750	-5%
12-Month Average Days on Market	78	79	-1%	71	+10%
4-Month Average Days on Market	72	77	-6%	67	+7%

Condo Housing Market

Condo Sales

	Sept 2010	Sept 2009	% Change	Jan-Sept 2010	Jan-Sept 2009	% Change	Peak (annual)
# Sales	6	13	-54%	92	103	-11%	291 (2005)

Condo Median Price

	Sept 2010	Sept 2009	% Change	Jan-Sept 2010	Jan-Sept 2009	% Change	Peak (Jan-Dec)
Med. Price	\$126,000	\$140,000	-10%	\$140,000	\$147,500	-5%	\$157,000 (2006)

Condo Inventory

	Sept 2010	Aug 2010	Month % Chg	Sept 2009	Annual %Chg
Inventory	108	110	-2%	107	+1%
% of all condos (2,834, 2008)	3.8%	3.8%		3.7%	
Months of Supply (7 month average)**	10.7	8.7	+23%	6.8	+57%
# of properties above/below historic average***	+38	+22		-4	

Condo Other Data

	Sept 2010	Aug 2010	%Change	Sept 2009	% Change
12-Month Median Price	\$143,700	\$143,000	+0.5%	\$149,500	-4%
4-Month Median Price	\$144,500	\$140,000	+3%	\$147,000	-2%
12-Month Average Days on Market	93	92	+1%	72	+29%
4-Month Average Days on Market	93	90	+3%	69	+35%

Web Presence (Name Recognition)

Search Engine Results				Month	Year	
Search Engine	Search Phrase	Nov 2010	Oct 2010	% Change	Oct 2009	% Change
Google	Middletown Connecticut	482,000	493,000	-2%	1,980,000	-76%
Yahoo	Middletown Connecticut	3,160,000	12,100,000	-4%	17,500,000	-27%
Bing	Middletown Connecticut	3,300,000	12,400,000	+3%	8,900,000	+32%
Average		2,314,000	8,331,000	-72%	11,298,333	-33%
Average by Market Share		780,528	1,775,740	-56%	2,652,135	-26%

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. Middletown press obituaries	+130%	3.		3.
4. Middletown esca	+80%	4.		4.
5. Middletown restaurants	+50%	5.		5.

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

Web Search Volume (100 is the highest score)

Region	Search Phrase	Oct 2010	Sept 2010	Aug 2010	Oct 2009	Month %	Year %
Hartford Metro	Middletown	66	71	75	68	-7%	-3%
Connecticut	Middletown	64	72	75	64	-15%	0%
United States	Middletown Connecticut	25	25	27	33	0%	-24%
International	Middletown Connecticut	18	22	22	24	-18%	-25%

* *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.*