

Market Dashboard Report for:

Wilmington, NC

Report Date: March 2010

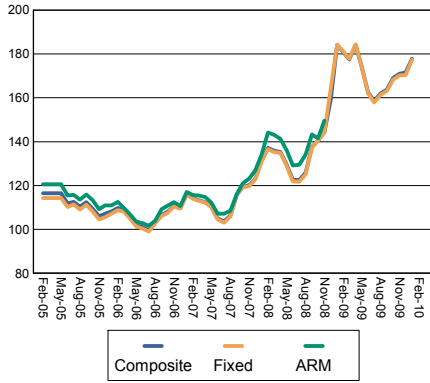
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Included Counties

Brunswick County
New Hanover County
Pender County

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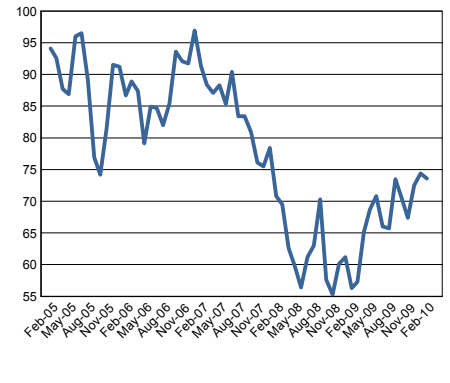
1.1 NAHB Home Affordability Index



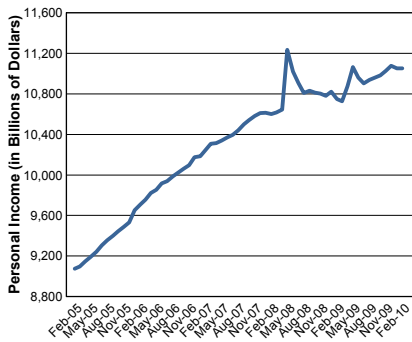
1.2 Builder Confidence



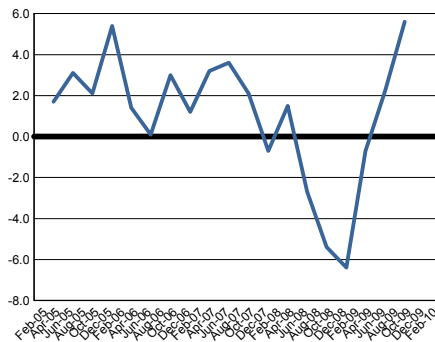
1.3 Consumer Confidence



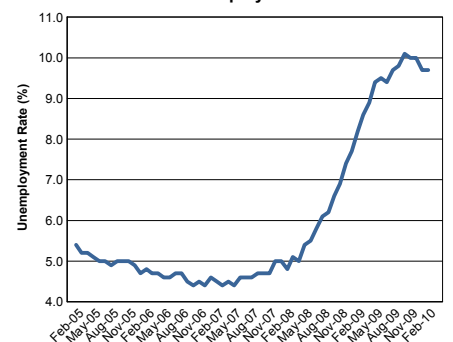
1.4 Disposable Personal Income



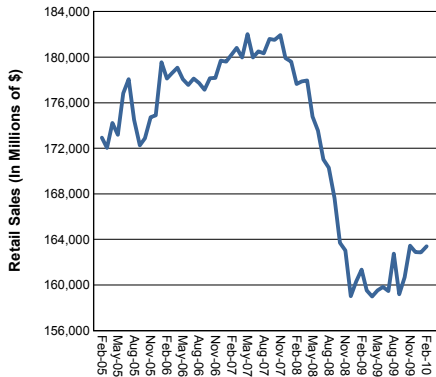
1.5 Annualized Real GDP Growth Rate



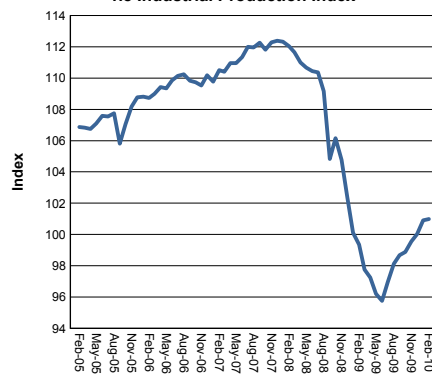
1.6 Unemployment



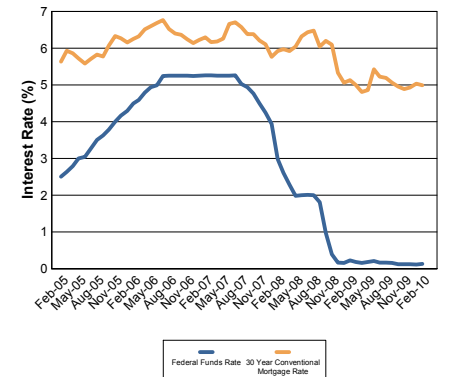
1.7 Retail Sales



1.8 Industrial Production Index



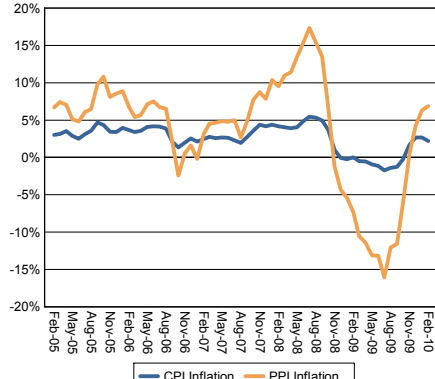
1.9 Major Interest Rates



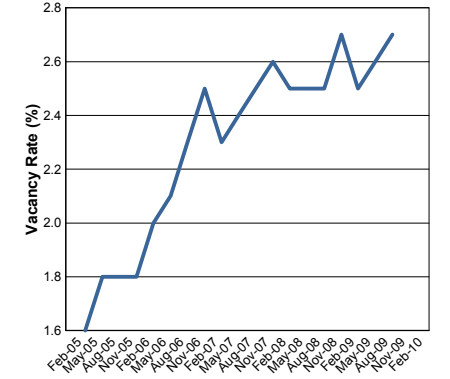
1.10 Construction Spending



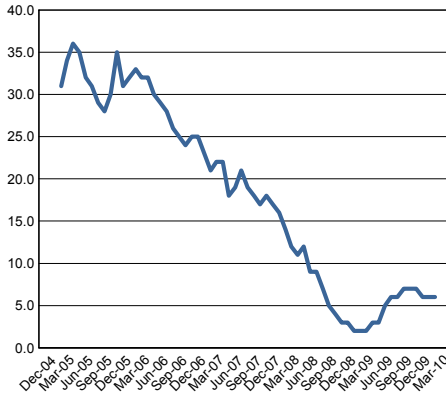
1.11 Producer and Consumer Based Inflation



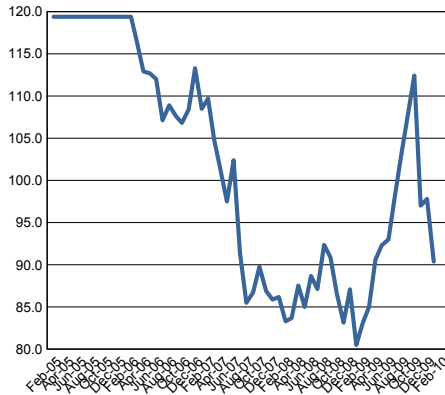
1.12 Homeowner Vacancy Rate



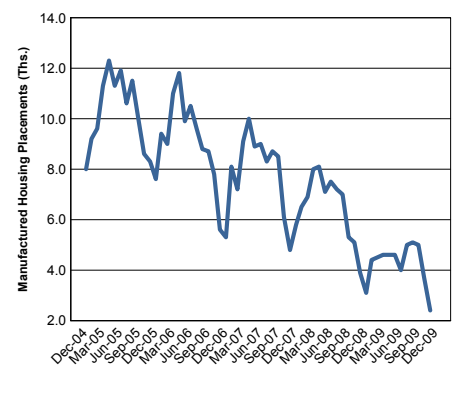
2.1 Percentage of Adjustable Rate Loans



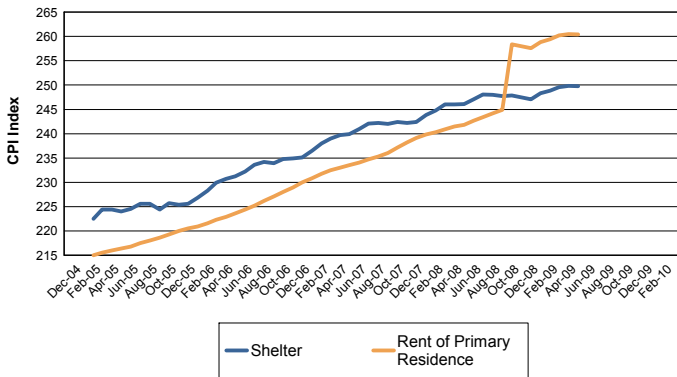
2.2 Pending Home Sale Index



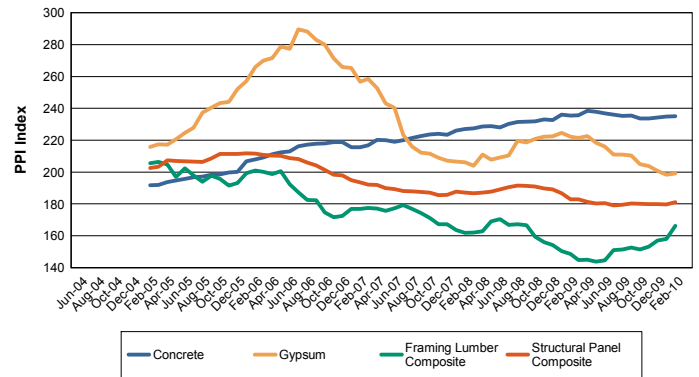
2.3 Manufactured Housing Placements



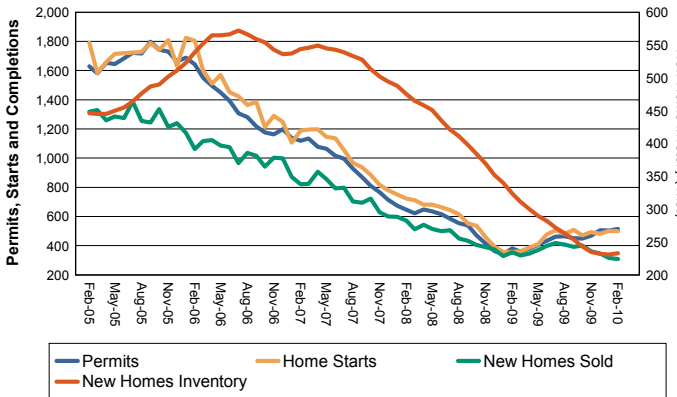
2.4 Shelter and Rent CPI Components



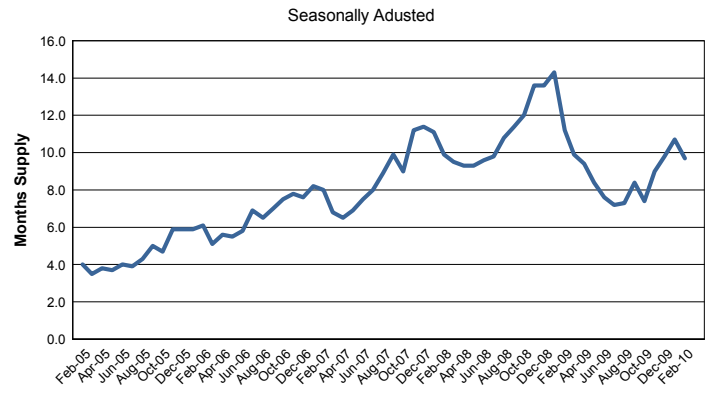
2.5 Housing Related Producer Price Index Components



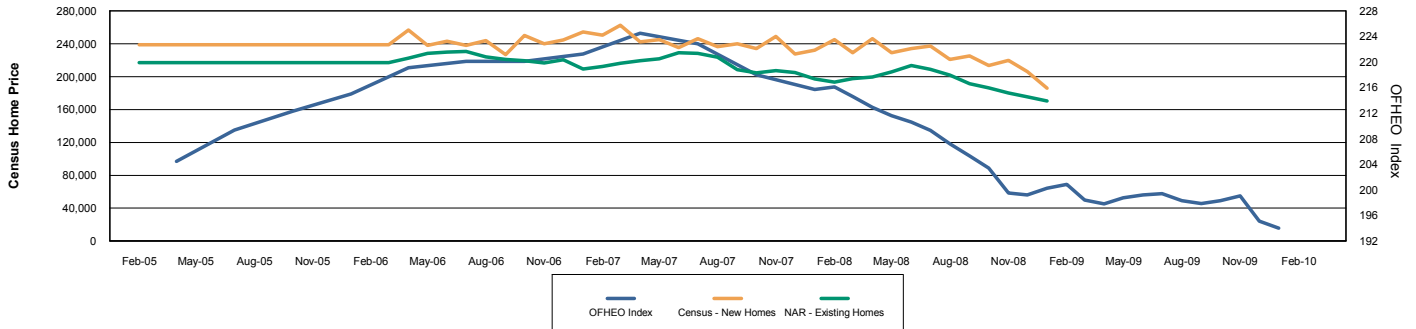
2.6 Single Family Housing



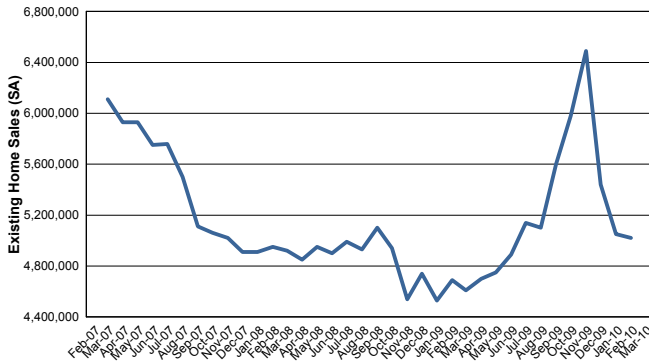
2.7 Months Supply of New Homes



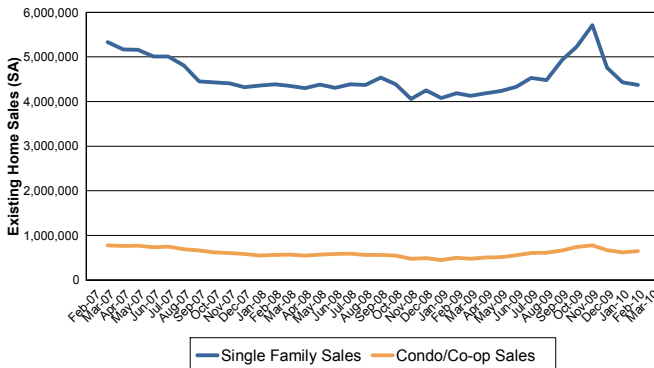
2.8 National Home Price Indices



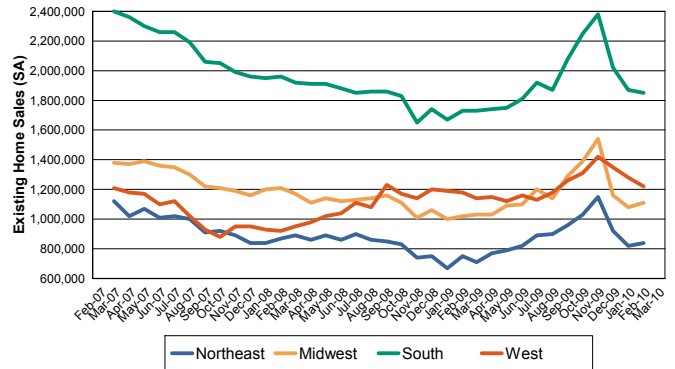
3.1 Existing Home Sales - National



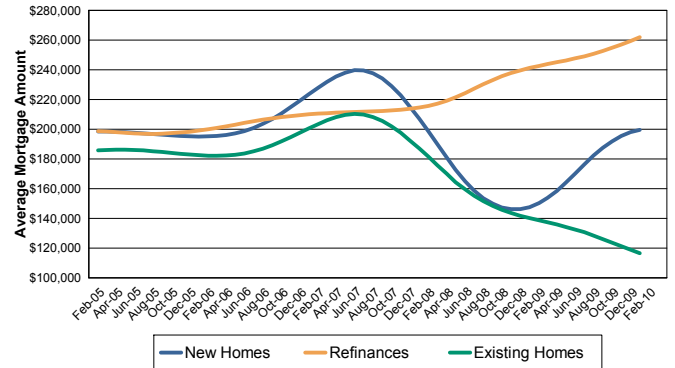
3.3 Existing Home Sales - By Type



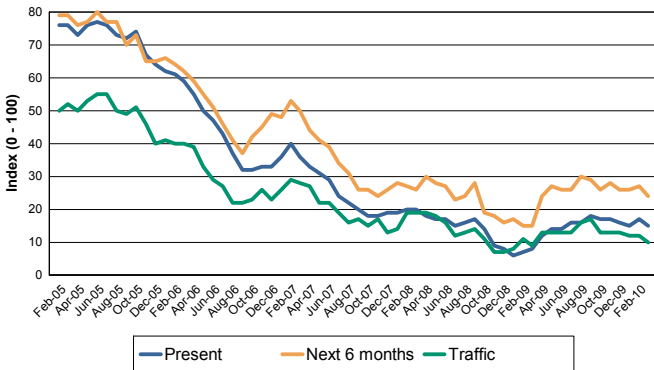
3.2 Existing Home Sales - Regional



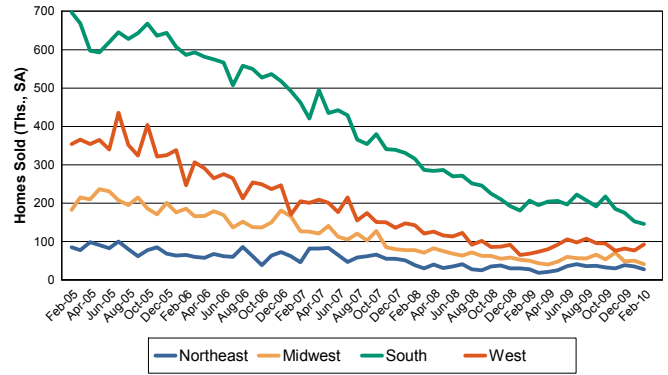
3.4 Average Mortgage Amount by Type



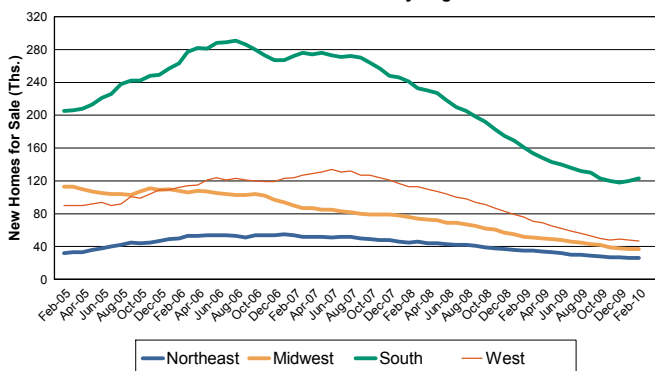
3.5 Builder Confidence Components



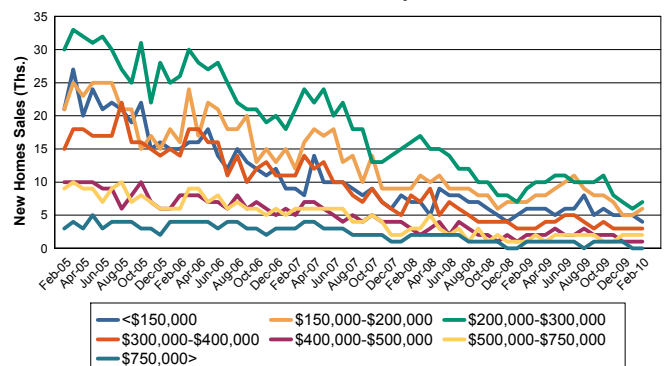
3.6 New Homes Sold - By Region

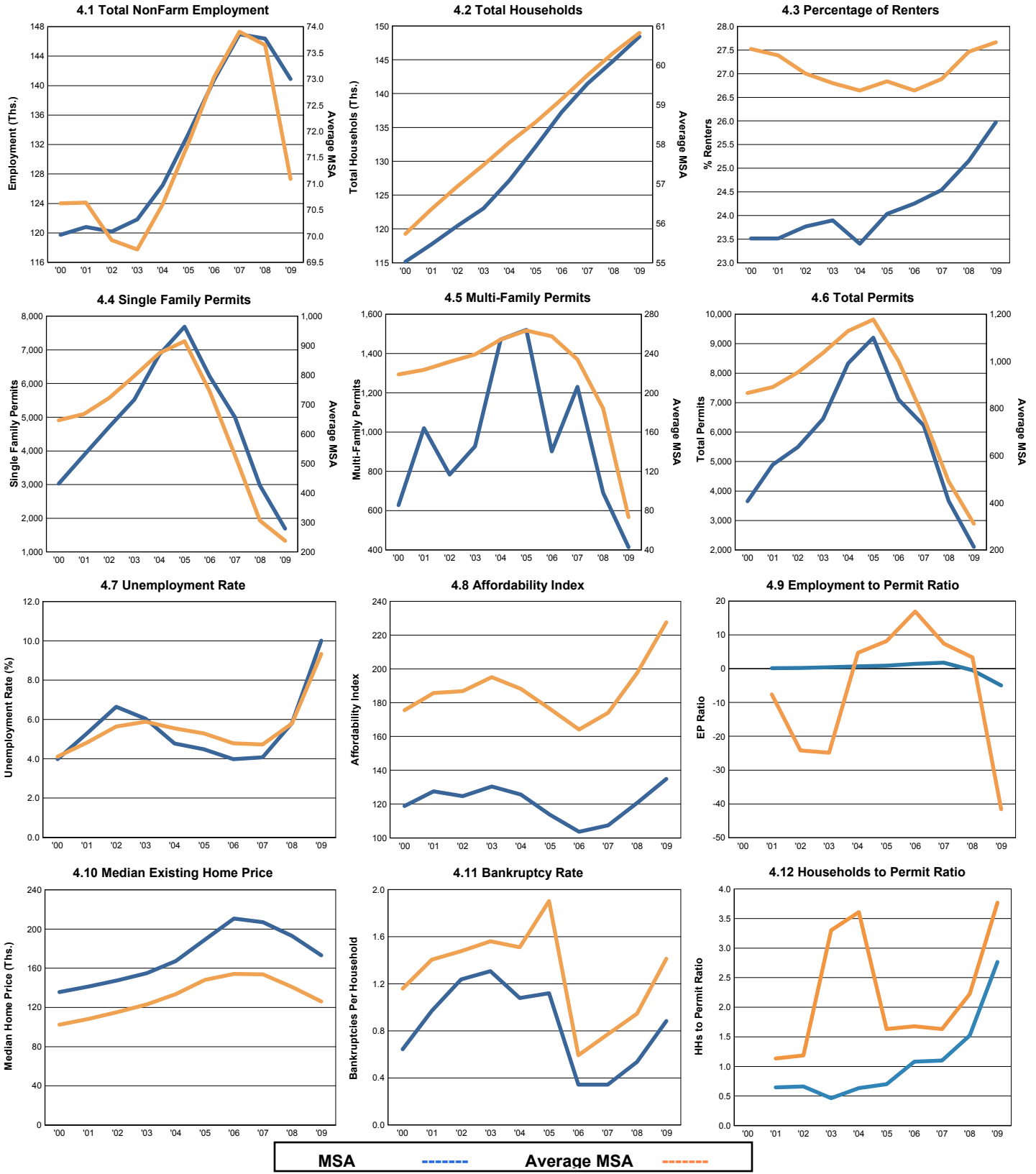


3.7 New Homes for Sale - By Region



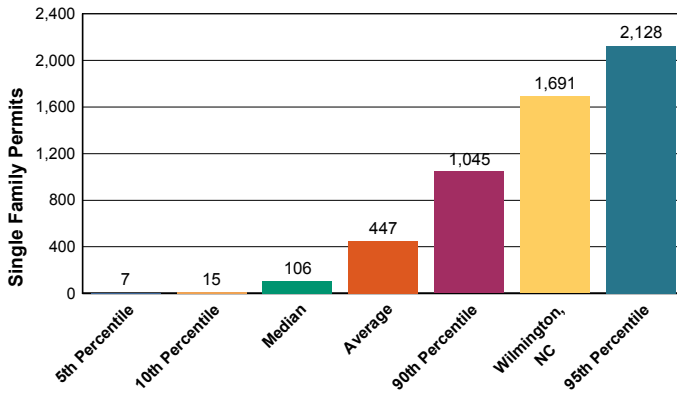
3.8 New Homes Sales by Price





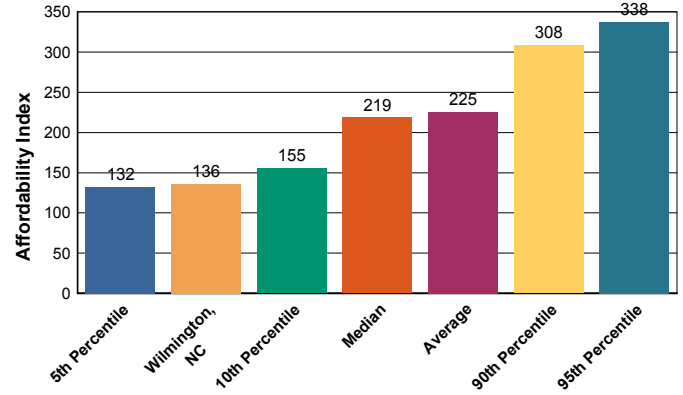
5.1 Single Family Permits

Market Ranks 56 out of 939 Markets.



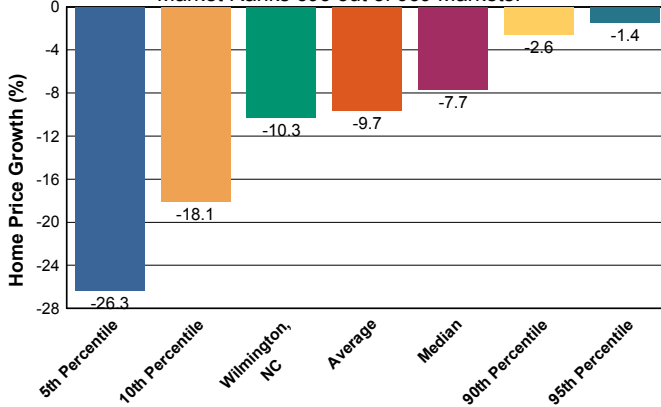
5.2 Affordability Index

Market Ranks 54 out of 939 Markets.



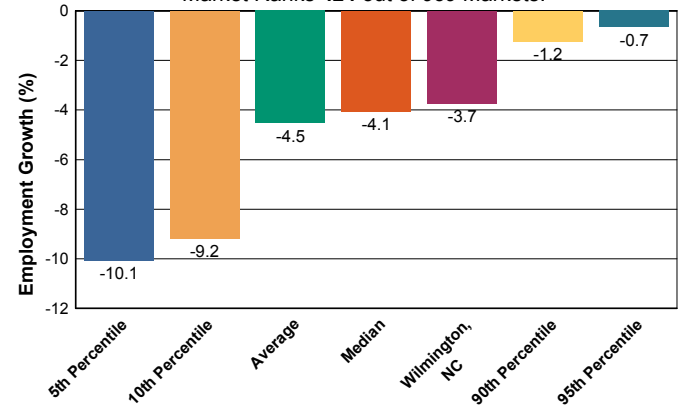
5.3 One Year Median Existing Home Price Growth

Market Ranks 595 out of 939 Markets.



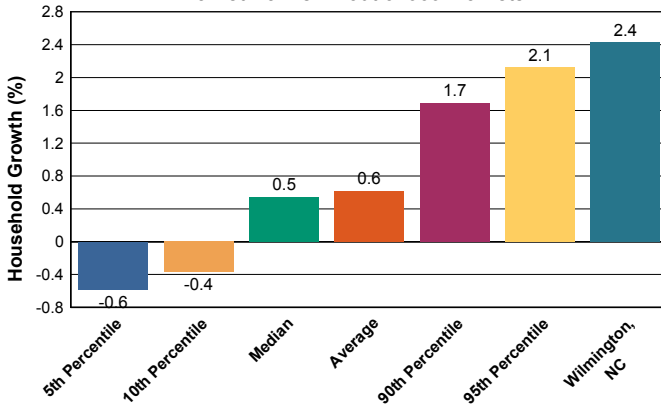
5.4 One Year Employment Growth

Market Ranks 424 out of 939 Markets.



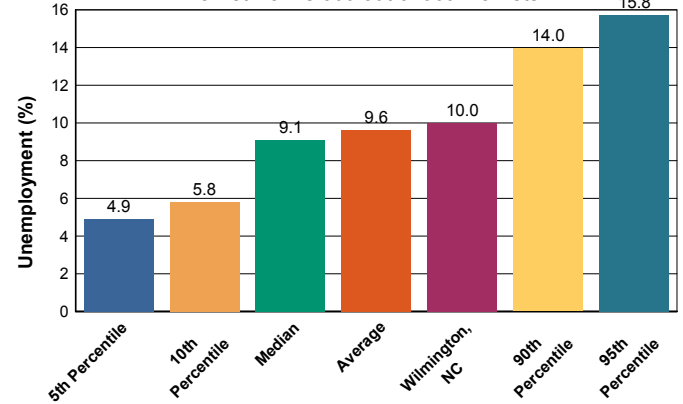
5.5 One Year Household Growth

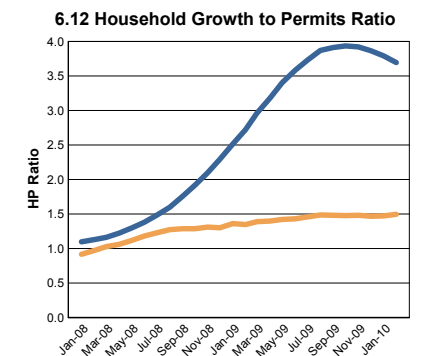
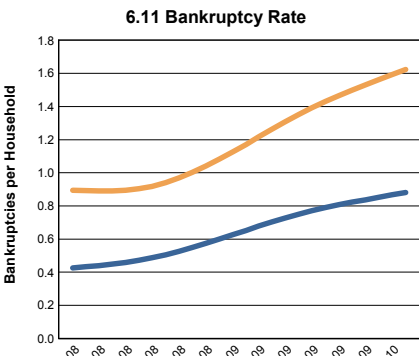
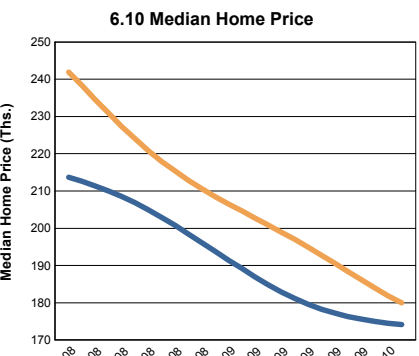
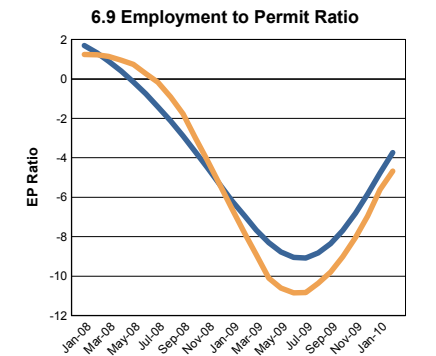
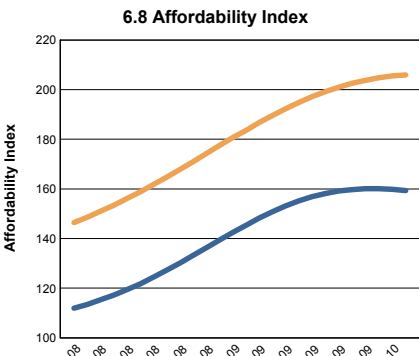
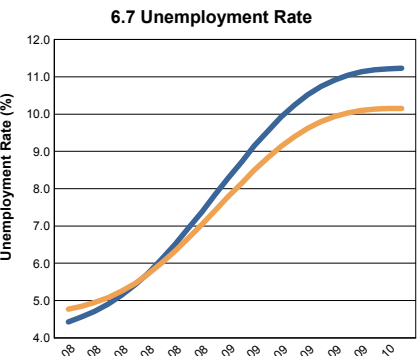
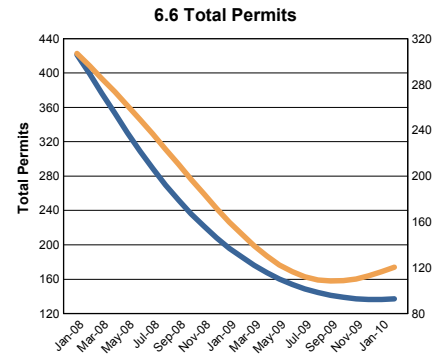
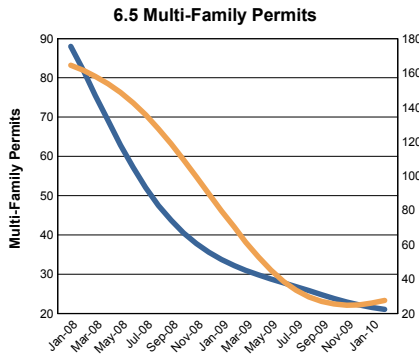
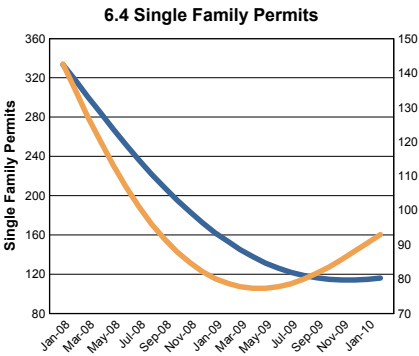
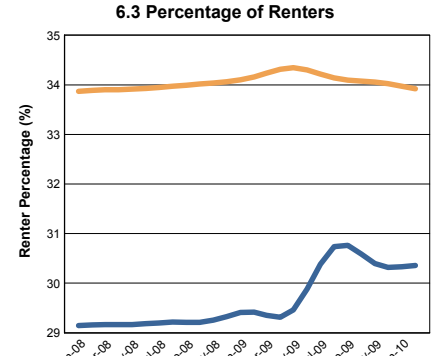
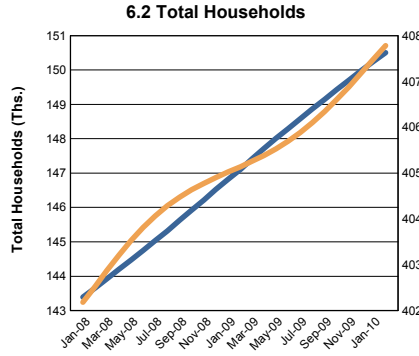
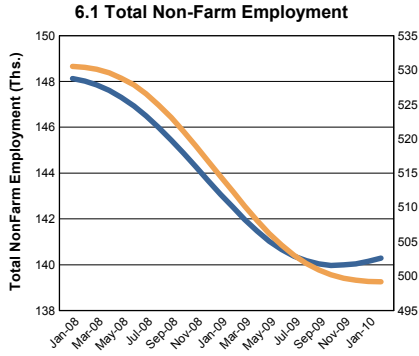
Market Ranks 22 out of 939 Markets.



5.6 Unemployment

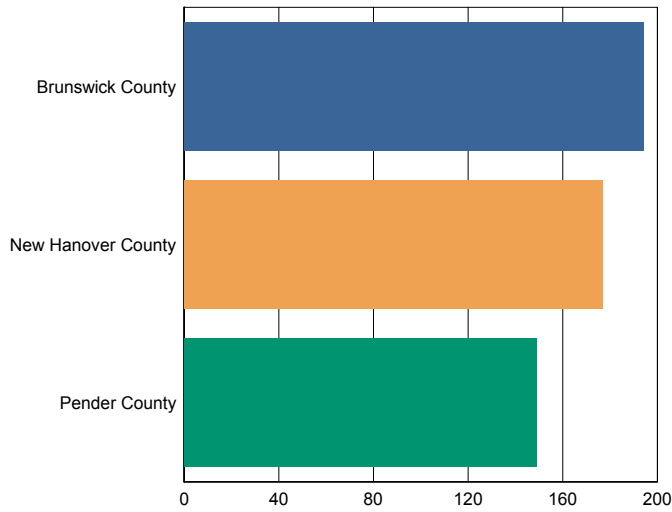
Market Ranks 360 out of 939 Markets.



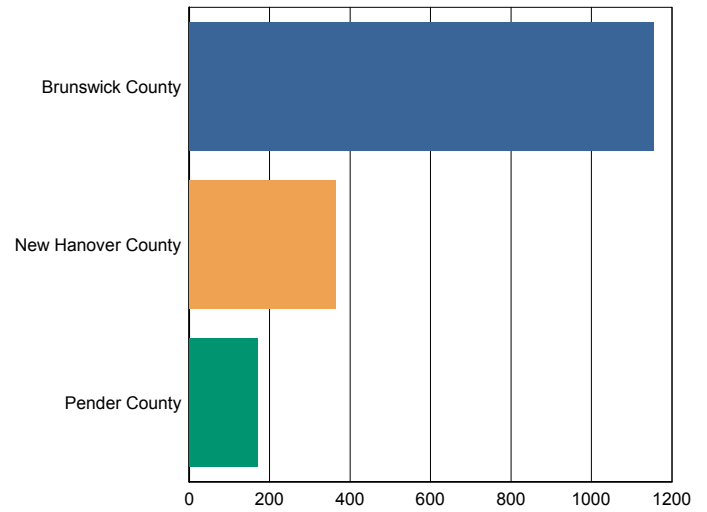


MSA Average MSA

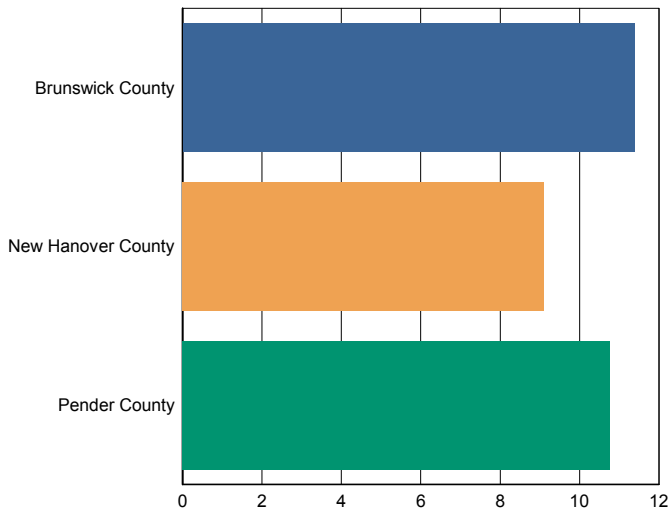
7.1 Median Home Price (Ths.)



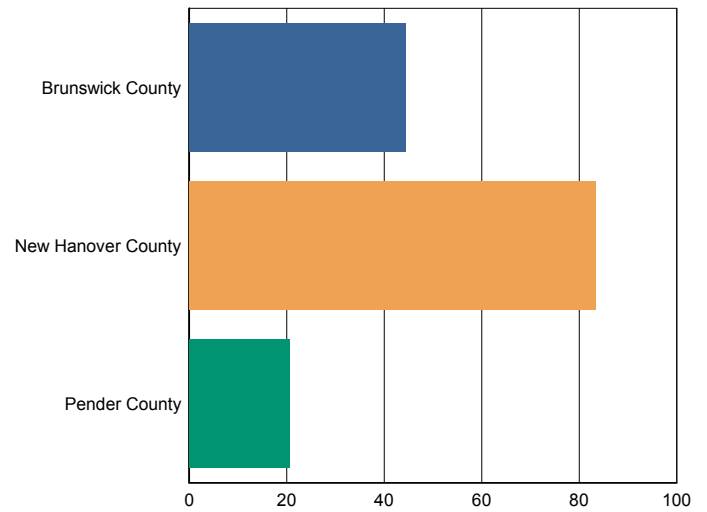
7.2 Single Family Permits



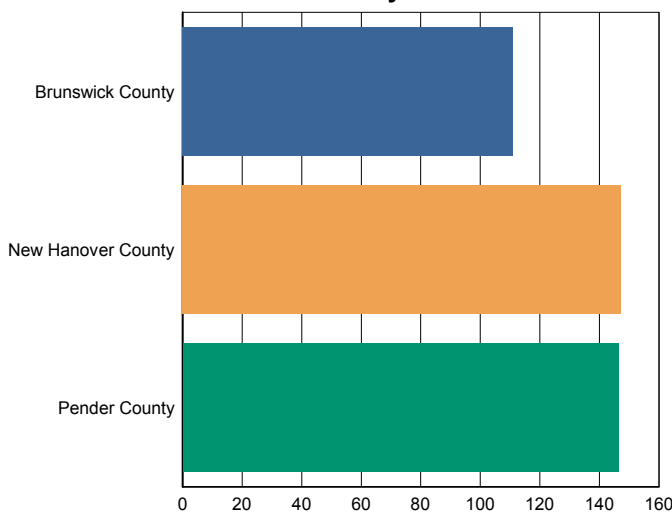
7.3 Unemployment Rate (%)



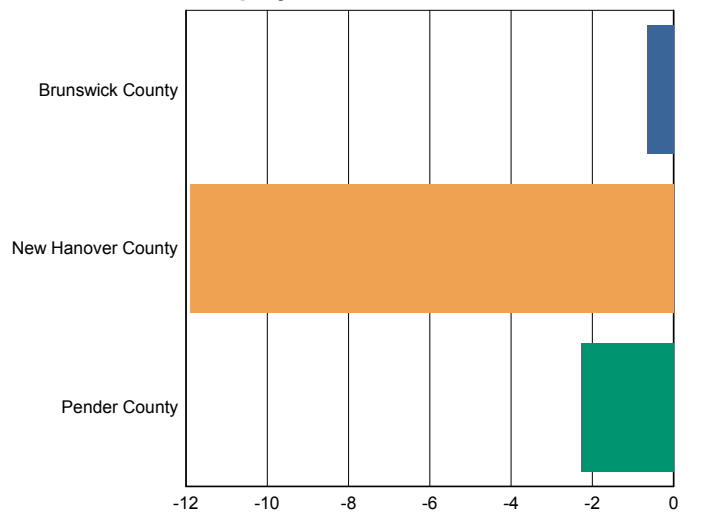
7.4 Total Households (Ths.)



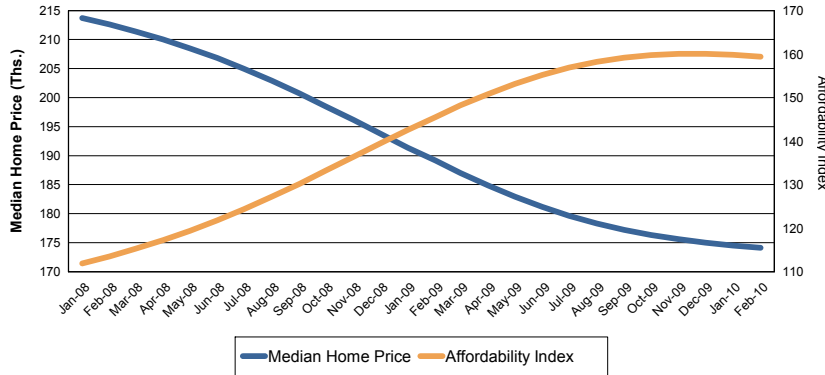
7.5 Affordability Index



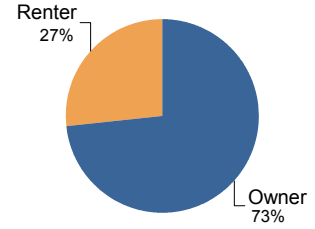
7.6 Employment to Permits Ratio



8.1 Median Home Price and Affordability



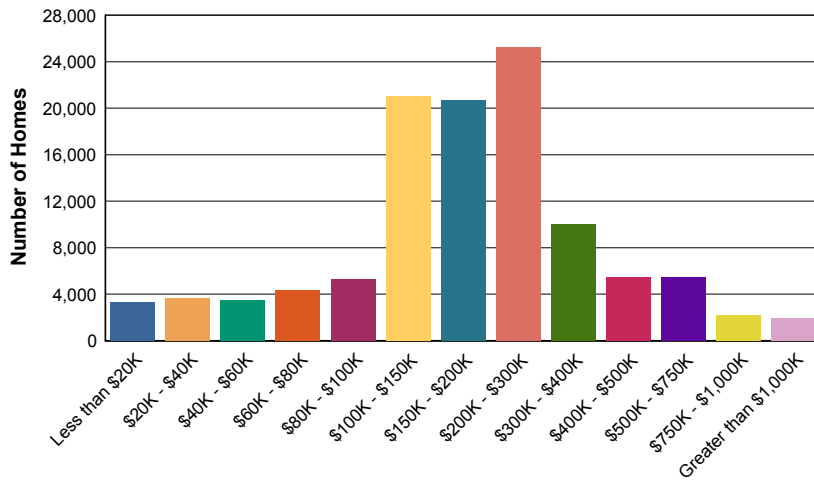
8.2 Type of Tenure



8.3 Fair Market Rent

1 Bedroom	\$533
2 Bedroom	\$641
3 Bedroom	\$843
4 Bedroom	\$867

8.4 Home Value Distribution

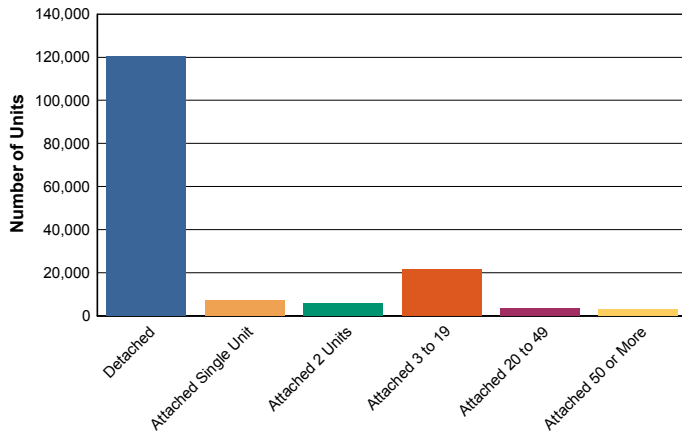


8.5 Implied Mortgage Payments

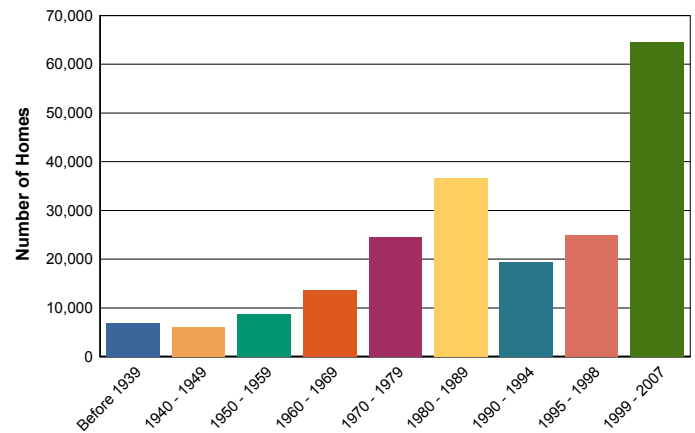
Home Price	Mortgage Payment
Less than \$20,000	Less than \$96
\$20,000 - \$40,000	\$96 - \$192
\$40,000 - \$60,000	\$192 - \$288
\$60,000 - \$80,000	\$288 - \$384
\$80,000 - \$100,000	\$384 - \$480
\$100,000 - \$150,000	\$480 - \$719
\$150,000 - \$200,000	\$719 - \$959
\$200,000 - \$300,000	\$959 - \$1,439
\$300,000 - \$400,000	\$1,439 - \$1,919
\$400,000 - \$500,000	\$1,919 - \$2,398
\$500,000 - \$750,000	\$2,398 - \$3,597
\$750,000 - \$1,000,000	\$3,597 - \$4,796
Greater than \$1,000,000	Greater than \$4,796
Median Home Price	Median Mortgage Payment
\$185,568	\$890

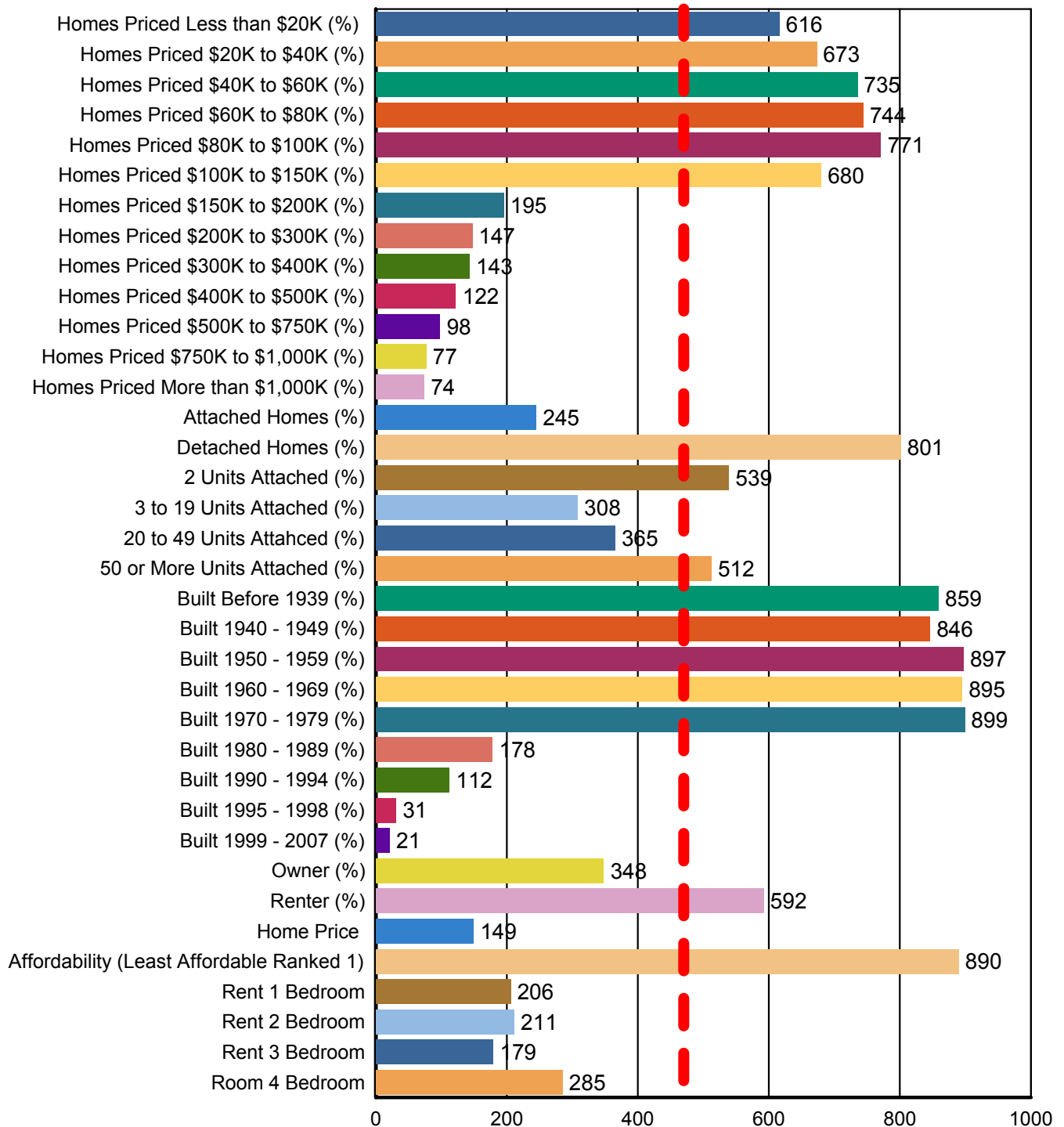
Median Year Built	1,991.2
Average Tenure (Years)	7.0

8.6 Home Type



8.7 Year Built





Note: Red Dashed Line Indicates Average Rank. For all metrics, data is ranked from higher values to lower values, so that the highest value for each statistic is ranked 1 and the lowest is ranked 939.

10.1 Estimated Months of New Home Inventory

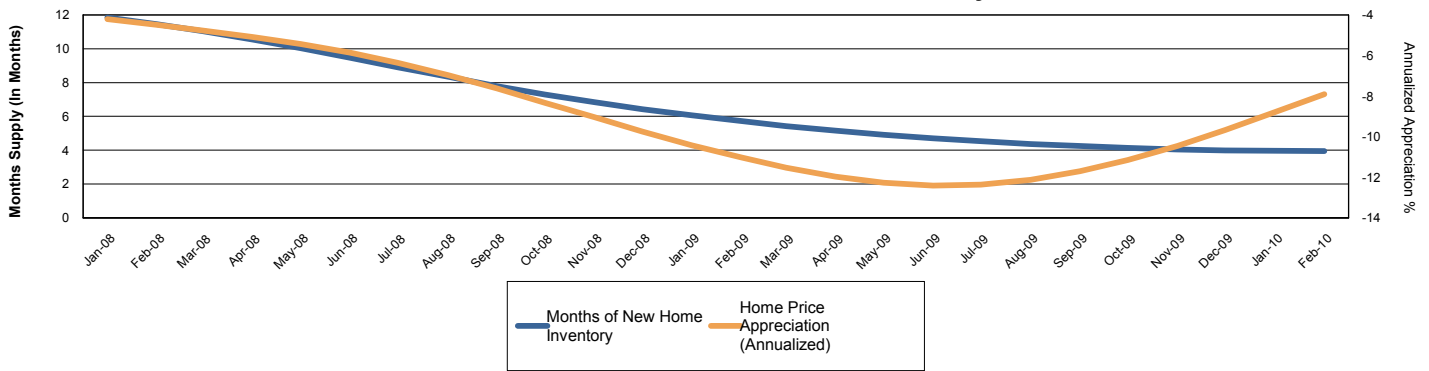


Chart 10.1 - The estimated months of New Home Inventory equals the current month's total permits divided by the average of the net increase in new households in the last 24 months. A tighter market (low number of months) should cause prices to appreciate. Negative values are caused by negative household growth (see chart 10.3).

10.2 Expected and Actual New Homes Sold

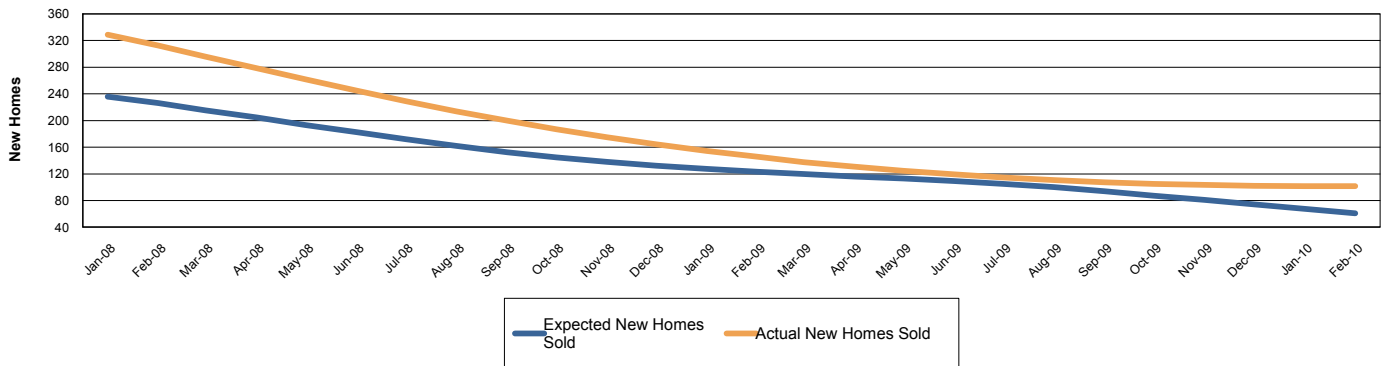


Chart 10.2 - Expected New Homes Sold are produced by fitting a market specific model between household growth, population, and employment to new homes sold. This model is then used to predict the number of new homes sold that the growth in demographic and economic factors can support, based on each market's history. The estimate of actual new homes sold in excess of expected new homes sold suggests overbuilding.

10.3 24 Month Moving Average of Household Change

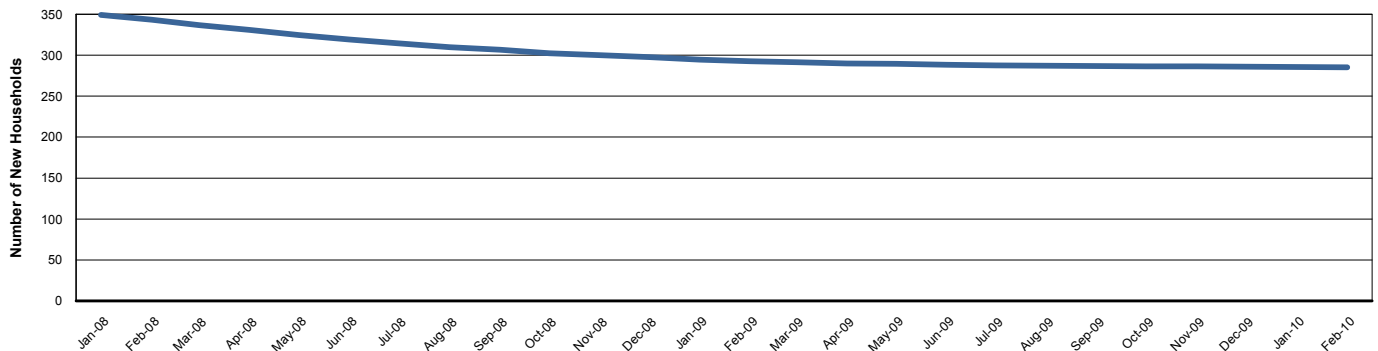
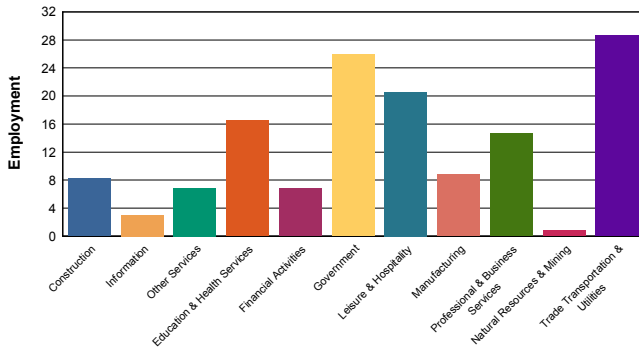
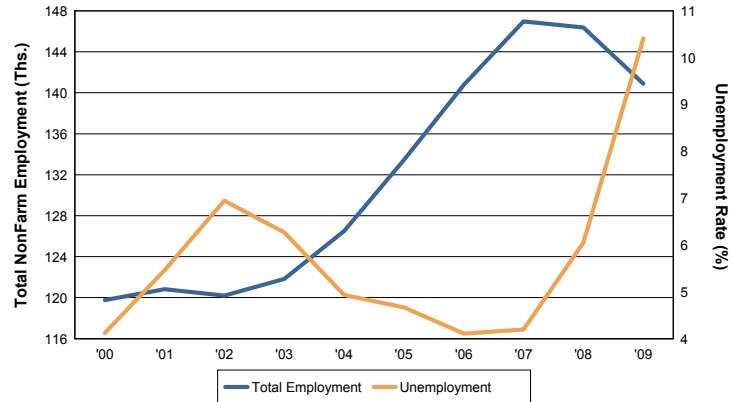


Chart 10.3 - The 24 month moving average of change in households shows the evolution of households, the most important element in housing demand. This measure is a key variable in the metrics displayed in charts 10.1 and 10.2 of market equilibrium.

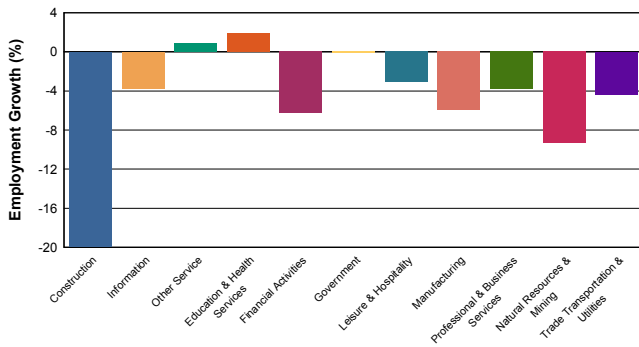
11.1 Employment by Sector
2009



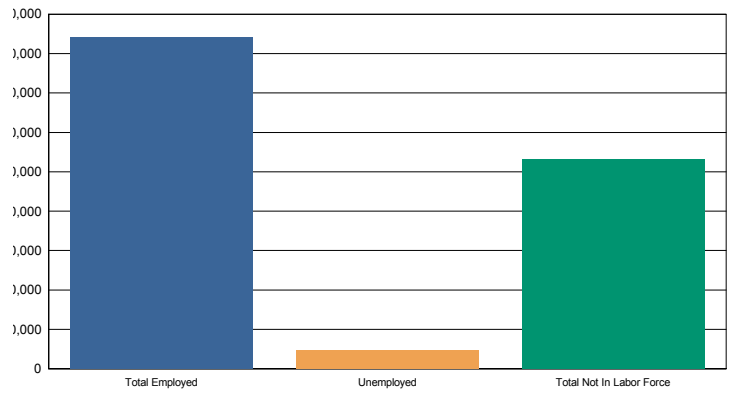
11.2 Total Employment and Unemployment



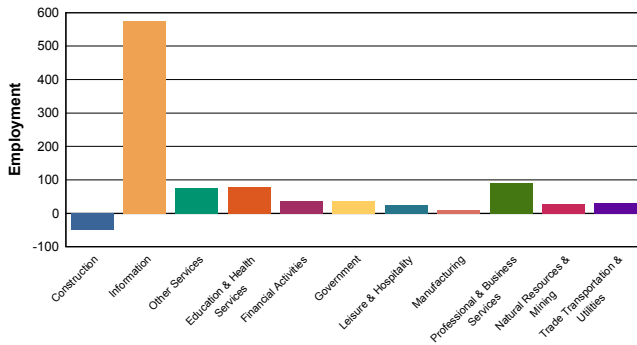
11.3 Employment Growth by Sector
2008-2009



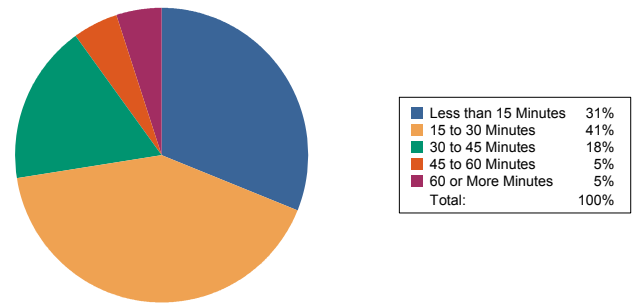
11.4 Labor Force (In Ths.)



11.5 Employment Change by Sector
2004-2009

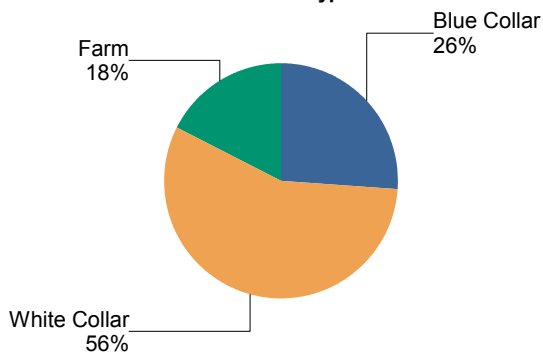


11.6 Commute Time

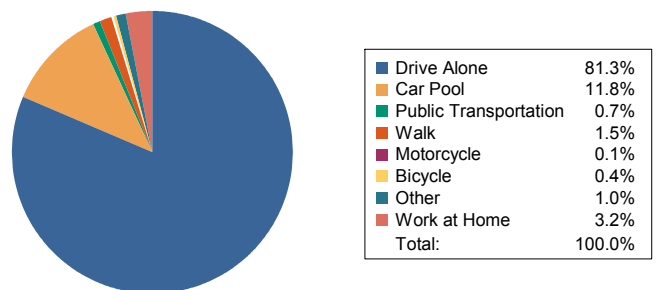


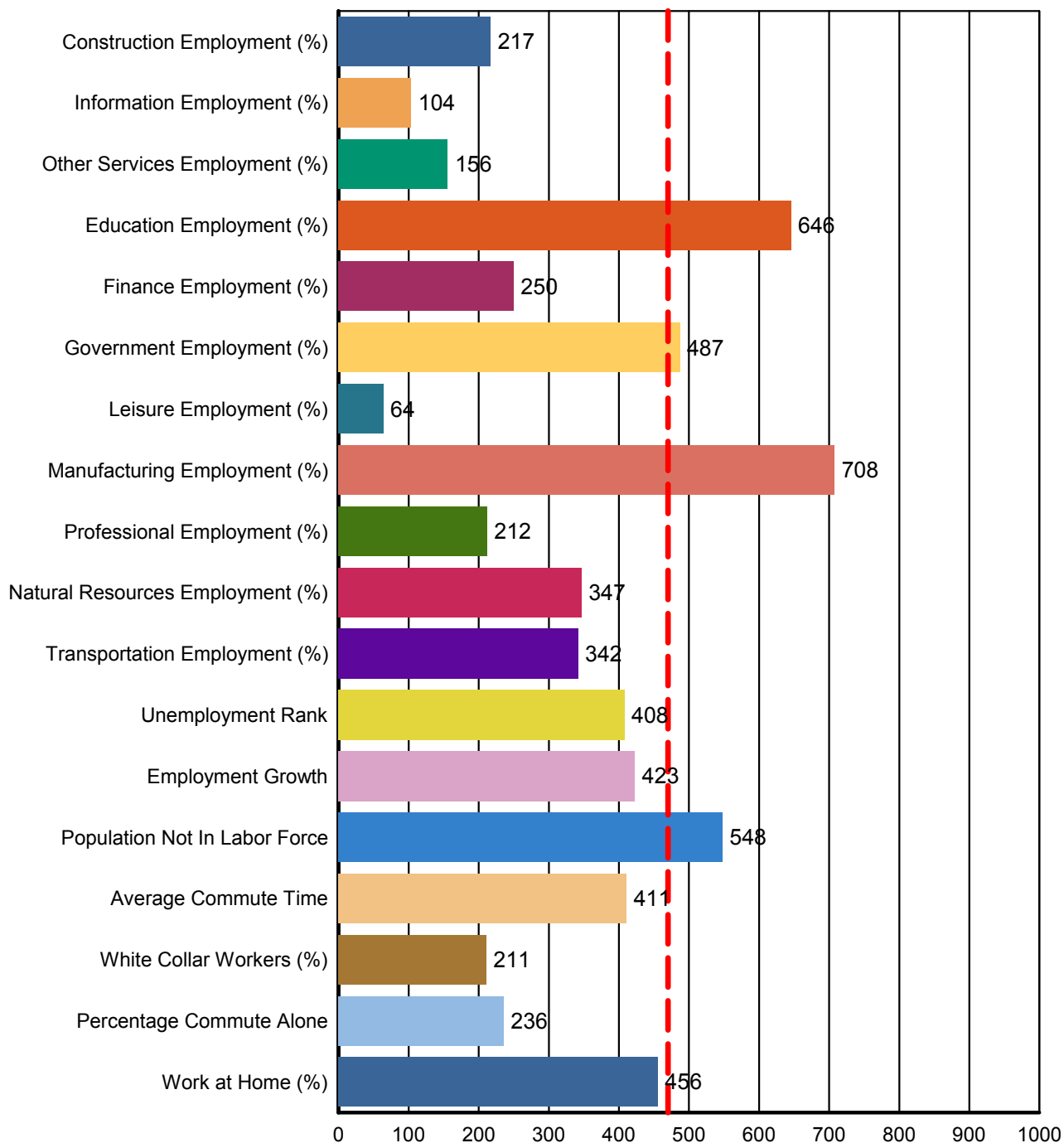
Average Travel Time 30.7 Min.

11.7 Job Type



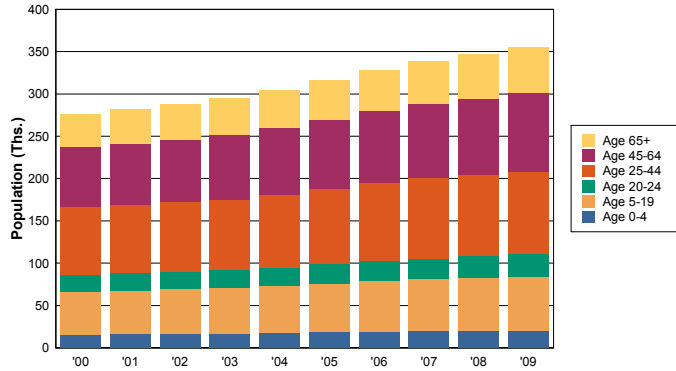
11.8 Commute Method



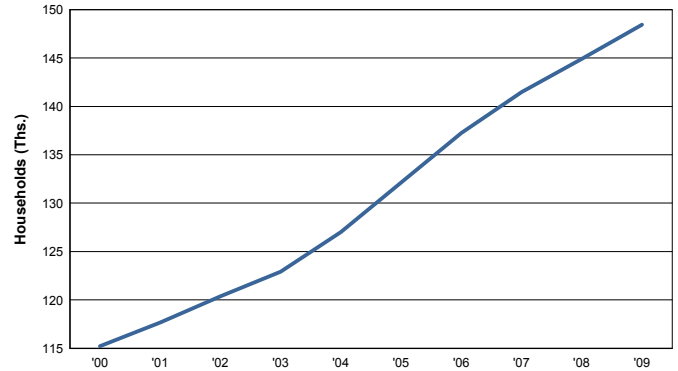


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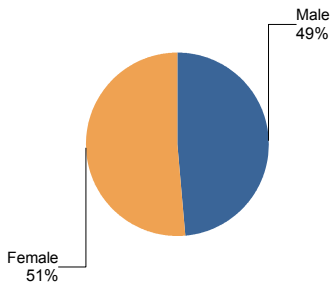
13.1 Population by Age Cohorts



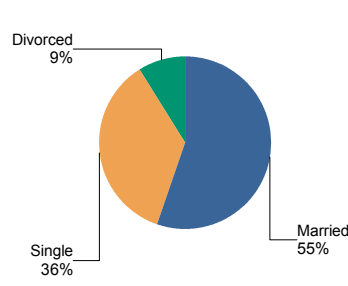
13.2 Total Households



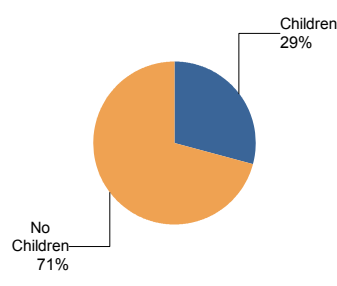
13.3 Population by Sex



13.4 Married



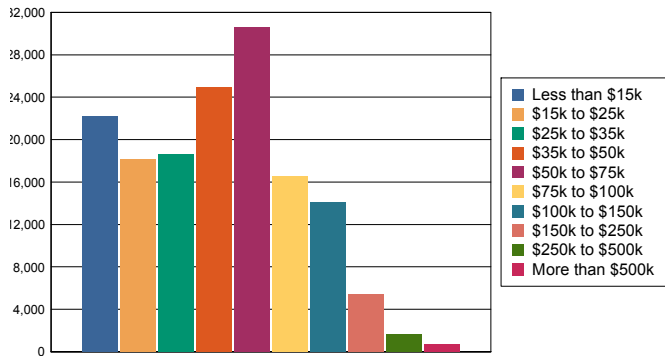
13.5 Households with Children



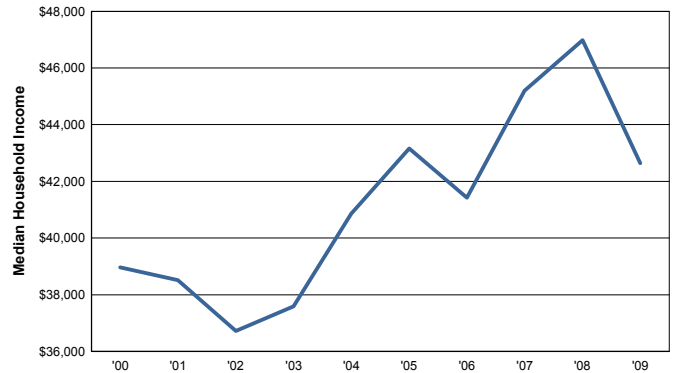
13.6 Household Size

Average Household Size
2.31
Children Per Household
1.68

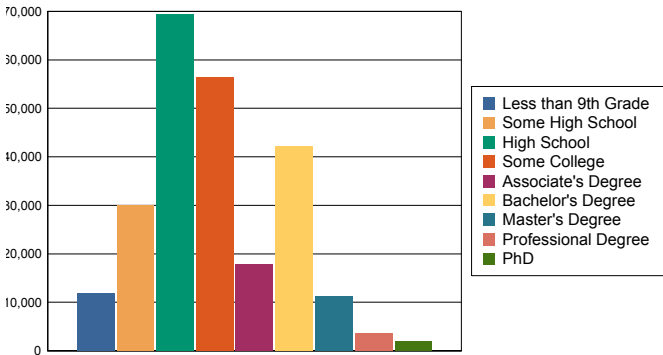
13.7 Household Income Distribution



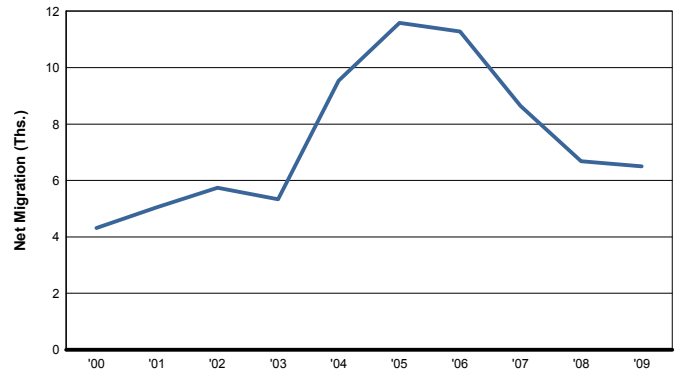
13.8 Median Household Income

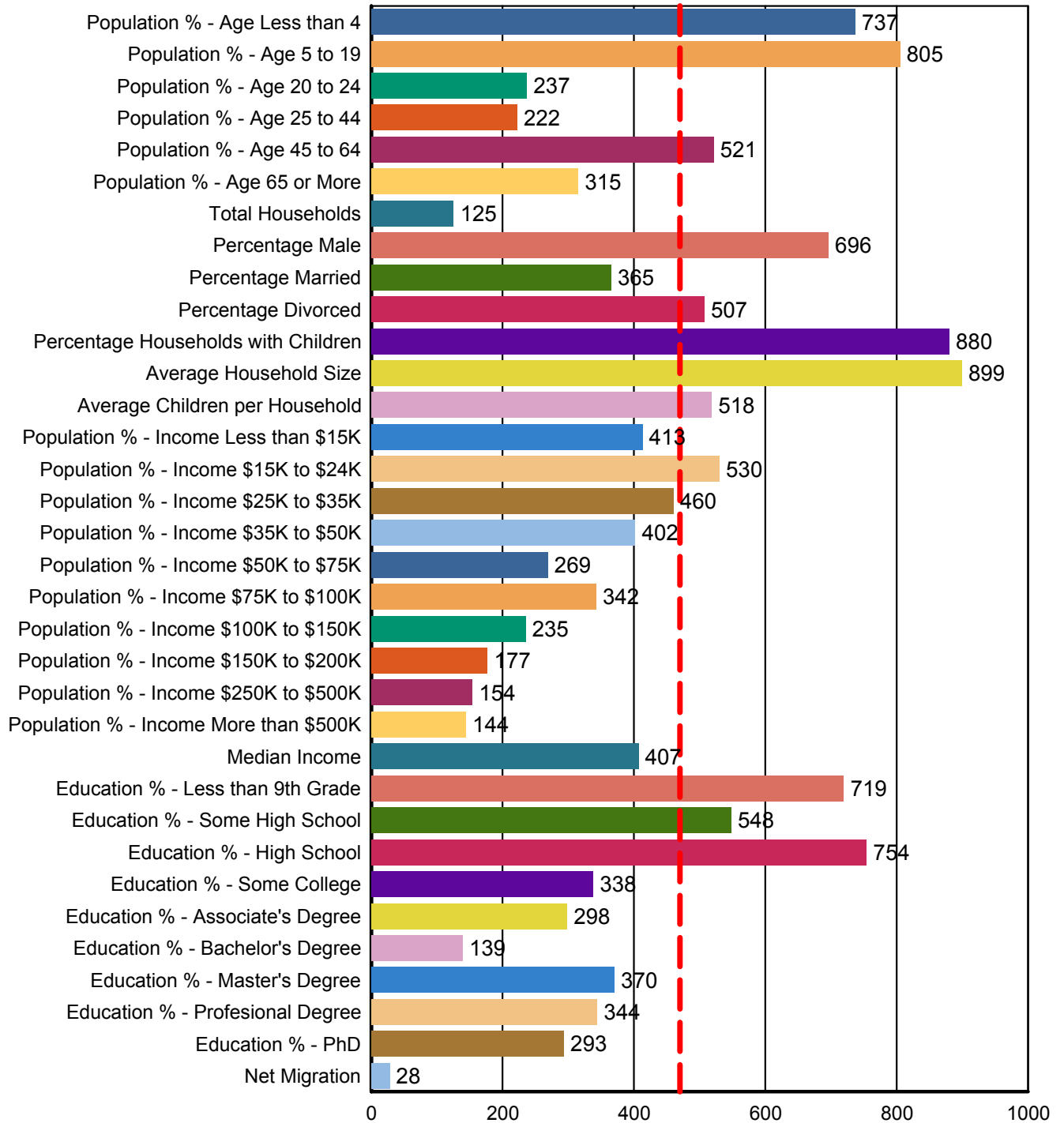


13.9 Educational Attainment



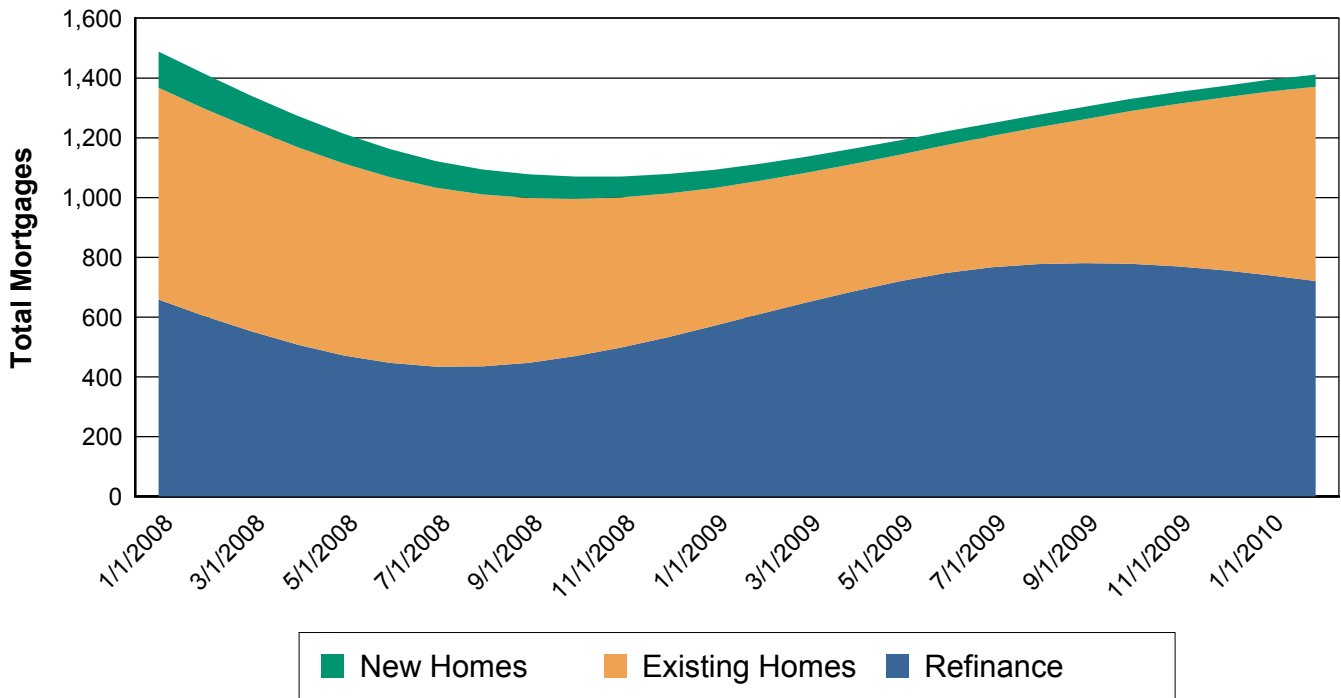
13.10 Net Migration



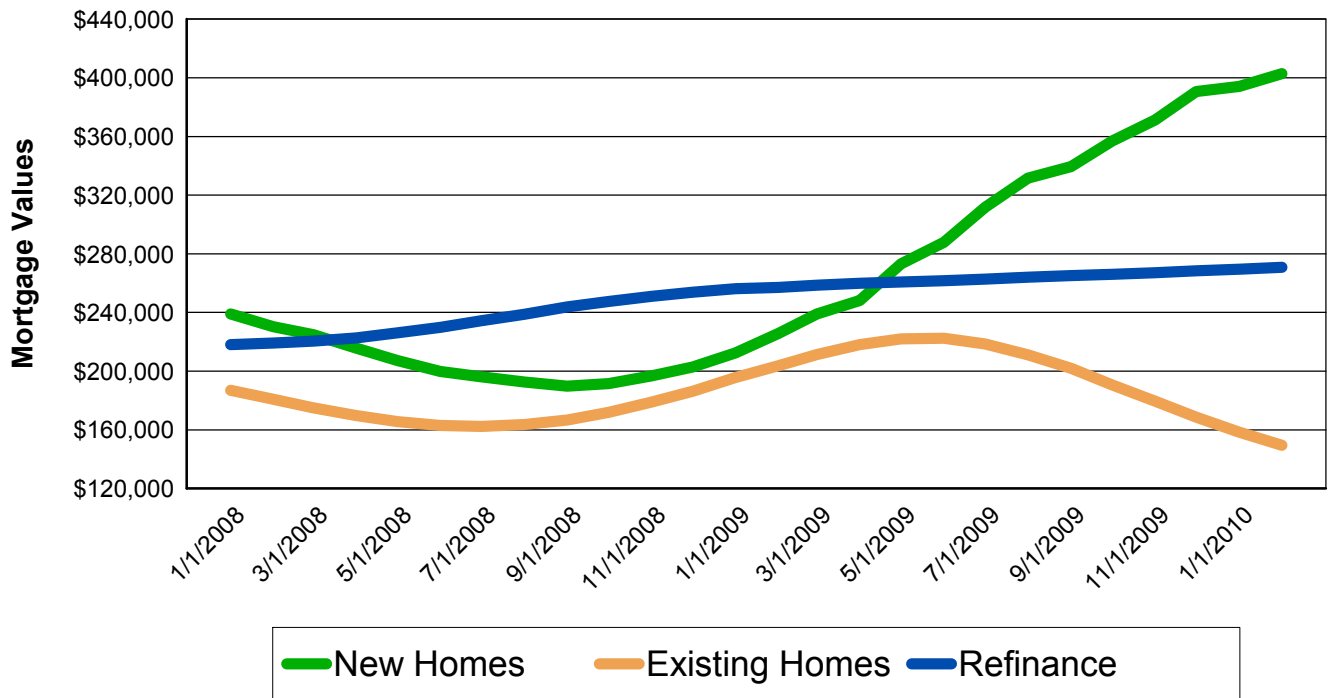


Note: Red Dashed Line Indicates Average Rank. For all metrics, data is ranked from higher values to lower values, so that the highest value for each statistic is ranked 1 and the lowest is ranked 939.

15.1 Mortgage Originations by Type



15.2 Mortgage Values by Type



Each report covers local market data with a one month lag. In order to keep a consistent time period in the local market coverage, some data reported will represent one month of the latest forecast available. All data sourced to Economy.com are calculated from Moody's Economy.com County Forecast database and are updated monthly. All data sourced to Claritas come from the Claritas iXpress Discovery 2009 data release.

National Overview

1.1	NAHB Home Affordability Index Source: NAHB
1.2	Builder Confidence Source: NAR
1.3	Consumer Confidence Source: University of Michigan
1.4	Disposable Personal Income Source: BEA
1.5	Annualized Real GDP Growth Rate Source: BEA
1.6	Unemployment Source: BLS
1.7	Retail Sales Source: Federal Reserve of St. Louis
1.8	Industrial Production Index Source: Federal Reserve of St. Louis
1.9	Major Interest Rates Source: Federal Reserve of St. Louis
1.10	Construction Spending Source: Census Bureau
1.11	Producer and Consumer Based Inflation Source: BLS
1.12	Homeowner Vacancy Rate Source: Census Bureau
2.1	Percentage of Adjustable Rate Loans Source: Freddie Mac
2.2	Pending Home Sales Index Source: NAR
2.3	Manufactured Housing Placements Source: Census Bureau
2.4	Shelter and Rent CPI Components Source: BLS
2.5	Housing Related Producer Price Components Source: BLS
2.6	Single Family Housing Source: Census Bureau
2.7	Months Supply of New Homes Source: Census Bureau
2.8	National Home Price Indices Source: OFHEO, Census Bureau
3.1	Existing Home Sales - National Source: NAR
3.2	Existing Home Sales - Regional Source: NAR
3.3	Existing Home Sales - By Type Source: NAR
3.4	Average Mortgage Amount by Type Source: Economy.com
3.5	Builder Confidence Components Source: NAR
3.6	New Homes Sold by Region Source: Census Bureau
3.7	New Homes for Sale - By Region Source: Census Bureau
3.8	New Home Sales by Price Source: Census Bureau

Market Overview

4.1	Total Nonfarm Employment Source: Economy.com
4.2	Total Households Source: Economy.com
4.3	Percentage Renters Source: Economy.com
4.4	Single Family Permits Source: Economy.com
4.5	Multifamily Permits Source: Economy.com
4.6	Total Permits Source: Economy.com
4.7	Household Survey: Unemployment Rate Source: Economy.com
4.8	Affordability Index - Single-family Housing Source: Economy.com

4.10	Median Existing Home Price Source: Economy.com
4.11	Bankruptcy Rate Source: Economy.com
4.12	Households to Permit Ratio Source: Economy.com

For all charts "Average MSA" refers to the value that results from averaging the data for each statistic for each time period over all 939 markets identified as metropolitan or micropolitan statistical areas by the Census. It is not weighted by population or households, and is therefore not the same as the national average.

2008 Overview Rankings

5.1	Single Family Permits Source: Economy.com
5.2	Affordability Index Source: Economy.com
5.3	One Year Median Home Price Growth Source: Economy.com
5.4	One Year Employment Growth Source: Economy.com
5.5	One Year Household Growth Source: Economy.com
5.6	Unemployment Source: Economy.com

Market Overview - Monthly Data

6.1	Total Nonfarm Employment Source: Economy.com
6.2	Total Households Source: Economy.com
6.3	Percentage Renters Source: Economy.com
6.4	Single Family Permits Source: Economy.com
6.5	Multifamily Permits Source: Economy.com
6.6	Total Permits Source: Economy.com
6.7	Household Survey: Unemployment Rate Source: Economy.com
6.8	Affordability Index - Single-family Housing Primary Source: Economy.com
6.9	Employment to Permit Ratio Source: Economy.com
6.10	Median Existing Home Price Source: Economy.com
6.11	Bankruptcy Rate Source: Economy.com
6.12	Households to Permit Ratio Source: Economy.com

For all charts "Average MSA" refers to the value that results from averaging the data for each statistic for each time period over all 939 markets identified as metropolitan or micropolitan statistical areas by the Census. It is not weighted by population or households, and is therefore not the same as the national average. All monthly series come from economy.com and are published as seasonally adjusted annual rates.

MSA County Breakdown

7.1	Median Home Price Source: Economy.com
7.2	Single Family Permits Source: Economy.com
7.3	Unemployment Rate Source: Economy.com
7.4	Total Households Source: Economy.com
7.5	Affordability Source: Economy.com
7.6	Employment to Permits Ratio

Property Overview

- 8.1 Median Home Price and Affordability
Source: Economy.com
- 8.2 Type of Tenure
Source: Claritas
- 8.3 Fair Market Rent
Source: HUD
- 8.4 Home Value Distribution
Source: Claritas
- 8.5 Implied Mortgage Payments
Source: Median Home Price, Median year built, and Average tenure all come from Claritas. Payment is calculated assuming a 30 year fixed rate mortgage with 20% down payment and an interest rate of 6%.
- 8.6 Home Type
Source: Claritas
- 8.7 Year Built
Source: Claritas

Property Overview Ranking

Data can be sourced via the Property Overview page. All rankings are from highest value to lowest value, with the highest value for each statistic gets a rank of 1 and the lowest value gets a rank of 939.

Property Market Equilibrium

- 10.1 Months of New Home Inventory
Source: HWMl Estimate
Calculated using Economy.com data
- 10.2 Expected and Actual Single Family Homes Forecast
Source: HWMl Estimate
Calculated using Economy.com data
- 10.3 24 Month Moving Average of Household Change
Source: HWMl Estimate
Calculated using Economy.com data

Jobs Overview

- 11.1 Employment by Sector
Source: Economy.com
- 11.2 Unemployment and Total Employment
Source: Economy.com
- 11.3 Employment Growth by Sector
Source: Economy.com
- 11.4 Labor Force
Source: Claritas
- 11.5 Employment Change by Sector
Source: Economy.com
- 11.6 Commute Time
Source: Claritas
- 11.7 Job Type
Source: Claritas
- 11.8 Commute Method & Average Commute Time
Source: Claritas

Job Report Ranking

Data can be sourced via the Jobs Overview page. All rankings are from highest value to lowest value, with the highest value for each statistic gets a rank of 1 and the lowest value getting a rank of 939.

Demographics Overview

- 13.1 Population by Age Cohorts
Source: Claritas
- 13.2 Total Households
Source: Economy.com
- 13.3 Population by Sex
Source: Claritas
- 13.4 Married
Source: Claritas
- 13.5 Children
Source: Claritas
- 13.6 Household Size
Source: Claritas
- 13.7 Household Income Distribution
Source: Claritas
- 13.8 Median Household Income
Source: Economy.com
- 13.9 Educational Attainment
Source: Claritas
- 13.10 Net Migration
Source: Economy.com

Demographic Ranking

Data can be sourced via the Demographics Overview page. All rankings are from highest value to lowest value, with the highest value for each statistic gets a rank of 1 and the lowest value getting a rank of 939.

Mortgage Overview

- 15.1 Mortgage Originations by Type
Source: Economy.com
- 15.2 Mortgage Values by Type
Source: Economy.com

Note: For both charts, mortgages are for 1-4 unit Purchase transactions.