

# MOORE COUNTY, NC HOUSING OVERVIEW

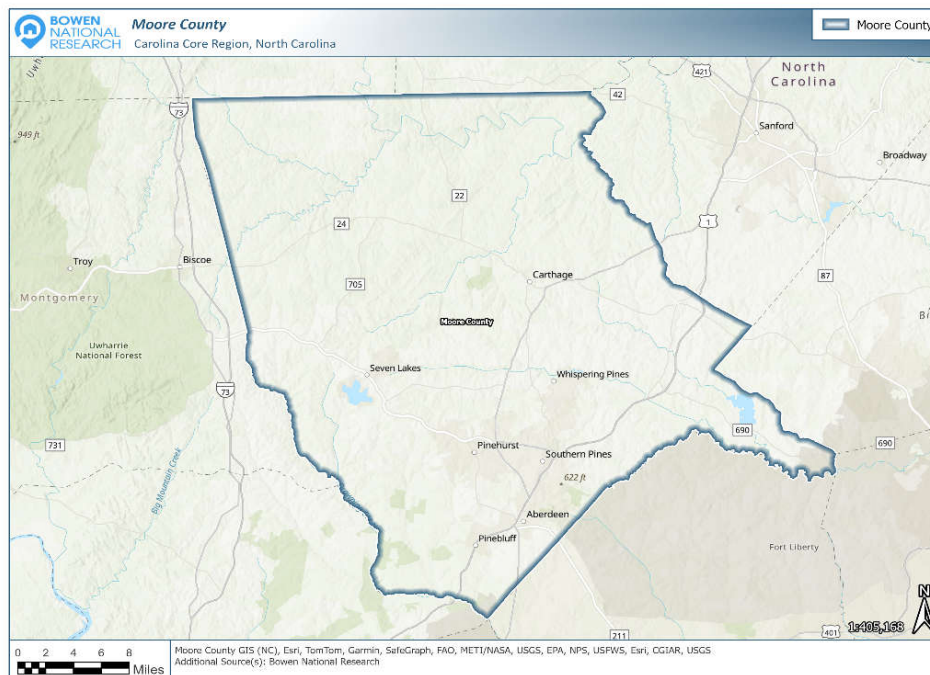
In June 2024, Bowen National Research completed a 21-county Housing Needs Assessment of the Carolina Core Region in the state of North Carolina. In conjunction with the regional Housing Needs Assessment, individual housing overviews were also prepared for select counties within the region. This housing overview includes a summary of demographic, economic and housing metrics specific to Moore County, North Carolina. To provide a base of comparison, various metrics of Moore County are compared with overall region and statewide numbers.

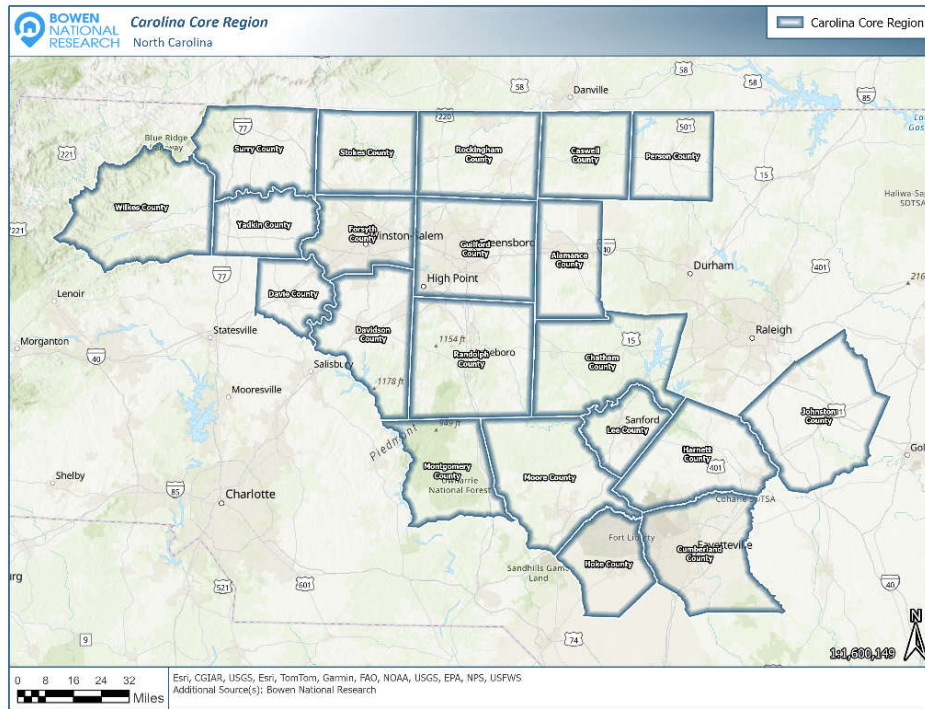
The analyses on the following pages provide overviews of key demographic and economic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this overview assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

## A. INTRODUCTION

Moore County is located in the south-central region of North Carolina. The largest municipality by population (Pinehurst) is approximately 43 miles northwest of downtown Fayetteville and approximately 91 miles east of uptown Charlotte. Moore County contains approximately 705 square miles and has an estimated population of 103,885 in 2023. The town of Carthage serves as the county seat. U.S. Highways 1 and 501, as well as State Route 27, serve as the primary thoroughfares for the county. Other notable population centers within the county include Aberdeen, Pinebluff, Robbins, Southern Pines, Seven Lakes, and Whispering Pines.

The following maps illustrate Moore County and the Carolina Core Region.

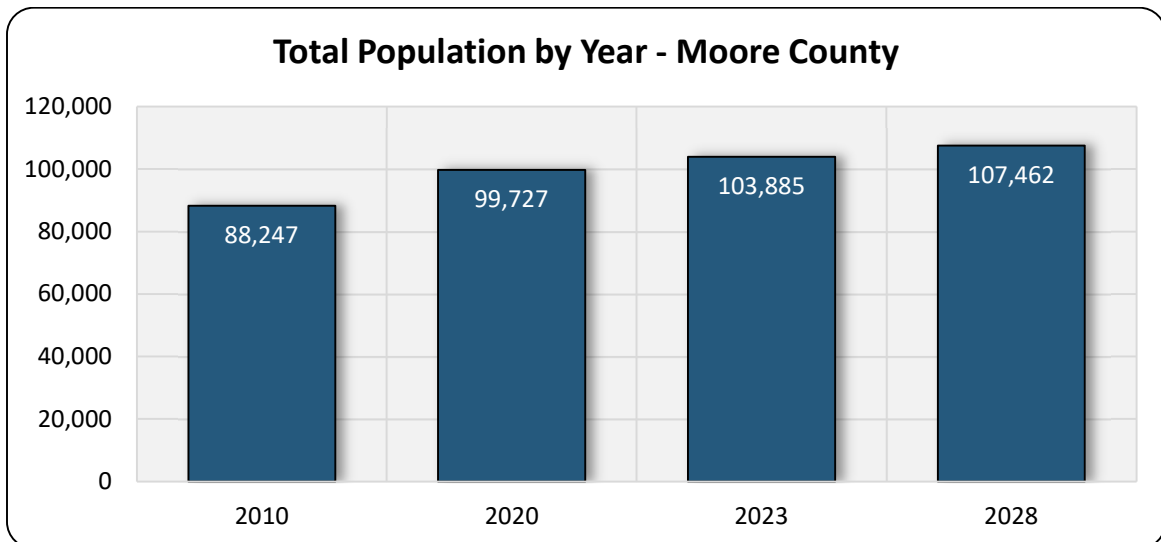




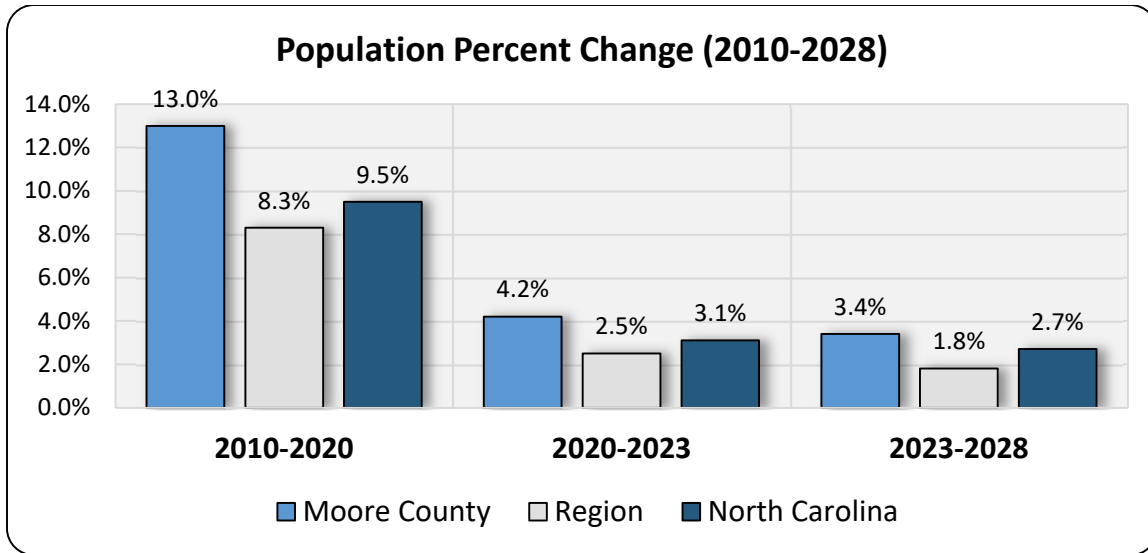
## B. DEMOGRAPHIC ANALYSIS

This section of the report evaluates key demographic characteristics for Moore County. Demographic comparisons provide insights into the human composition of housing markets. It should be noted that some total numbers and percentages may not match the totals within or between tables/graphs in this section due to rounding.

The following graphs illustrate **total population** by year for Moore County and the projected population changes between 2023 and 2028 for each of the study areas.



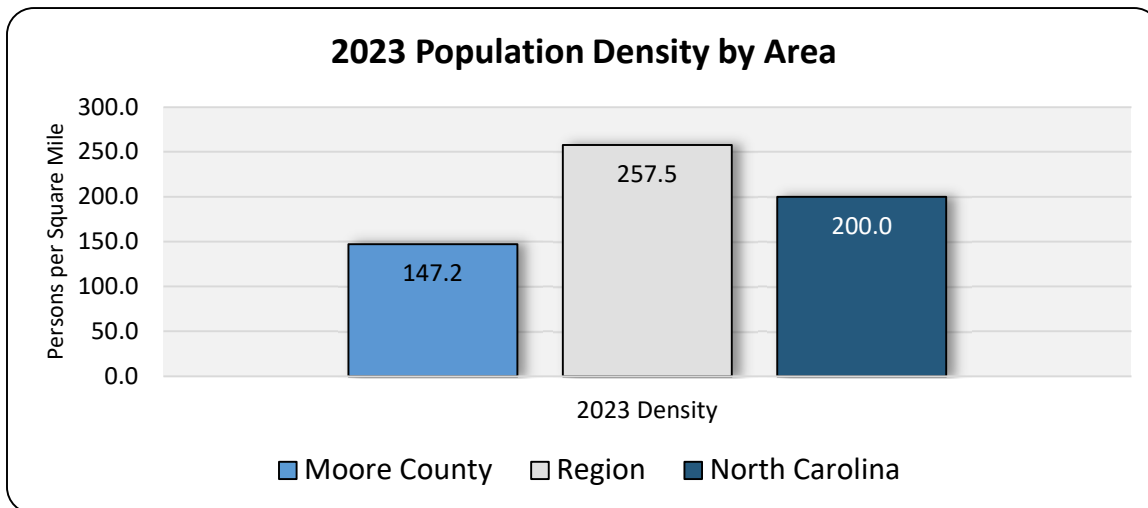
Source: 2010, 2020 Census; ESRI; Bowen National Research



Source: 2010, 2020 Census; ESRI; Bowen National Research

The population in Moore County increased by 15,638 (17.7%) between 2010 and 2023. This represents a larger percent increase as compared to the region (11.0%) and state (12.9%) during this period. Over the next five years, the population in Moore County is projected to increase by 3.4%, which is larger than the 1.8% increase projected for the region.

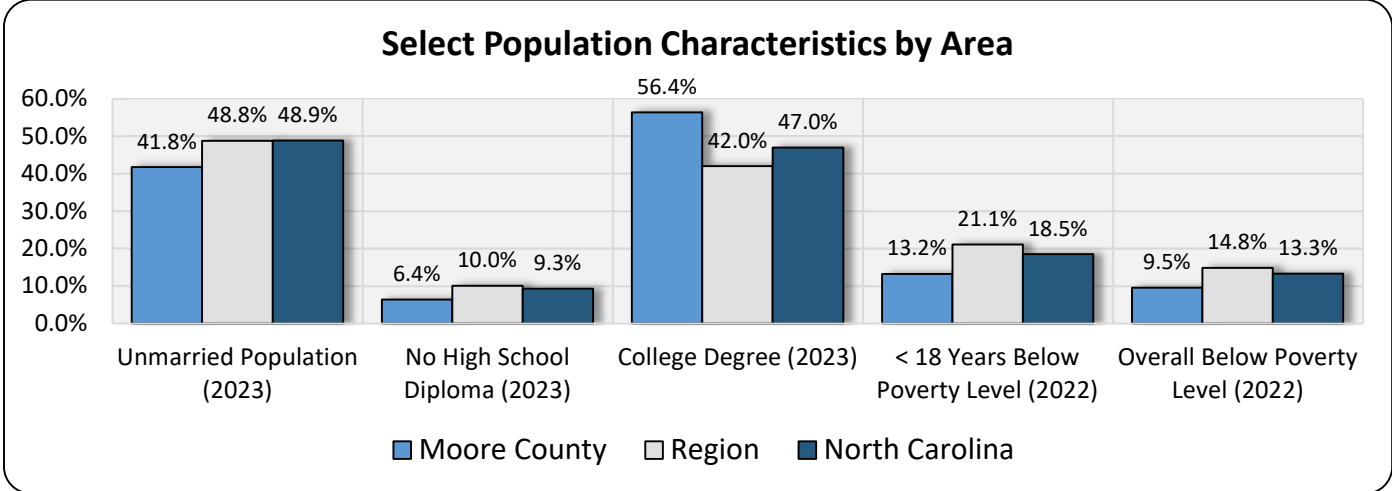
The following graph illustrates the *population density* for each study area in 2023.



Source: 2010, 2020 Census; ESRI; Bowen National Research

With a population density of 147.2 persons per square mile, Moore County is less densely populated than the Carolina Core Region (257.5 persons per square mile) and state of North Carolina (200.0 persons per square mile).

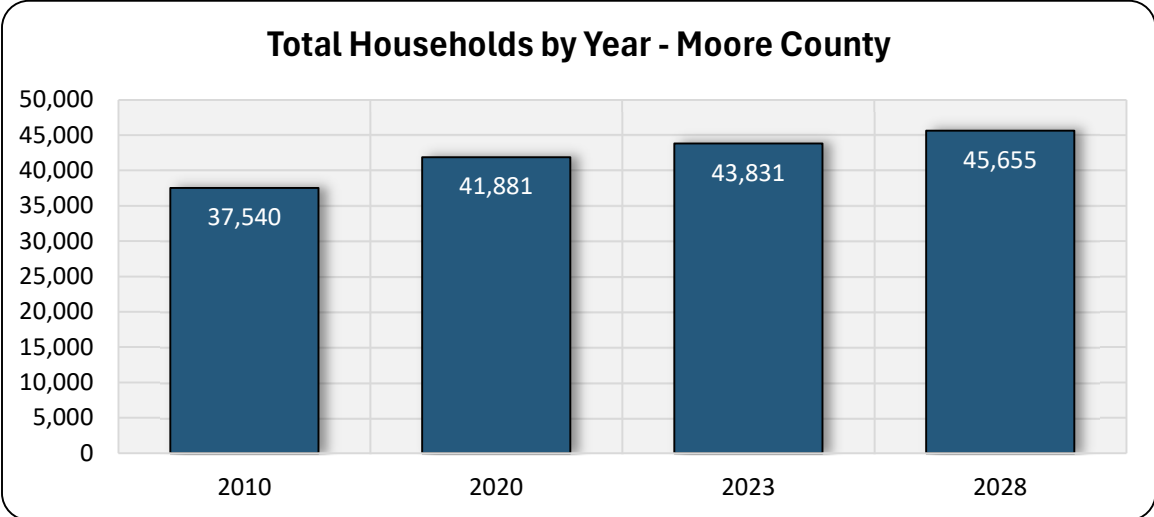
The following graph illustrates *select population characteristics* that typically influence housing affordability for each of the study areas. Note that data included within the graph is derived from multiple sources (2020 Census, ESRI, American Community Survey) and is provided for the most recent time period available for the given source.



Source: U.S. Census Bureau; 2020 Census; 2018-2022 American Community Survey; ESRI; Bowen National Research

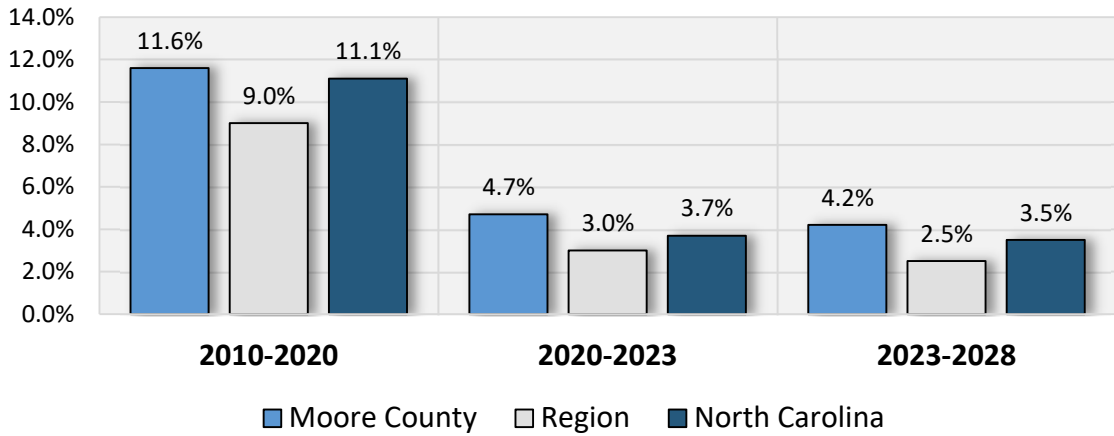
As the data illustrates, Moore County has a lower share of unmarried persons (41.8%) compared to the Carolina Core Region and the state of North Carolina. The county has a lower share of the population without a high school diploma (6.4%) and a higher share of individuals with a college degree (56.4%) compared to the region and state. Lastly, Moore County has lower shares of children and individuals living below the poverty level.

The following graphs illustrate the number of *total households* in Moore County by year and the projected percent changes in households between 2023 and 2028 for each of the study areas.



Source: 2010, 2020 Census; ESRI; Bowen National Research

### Households Percent Change (2010-2028)

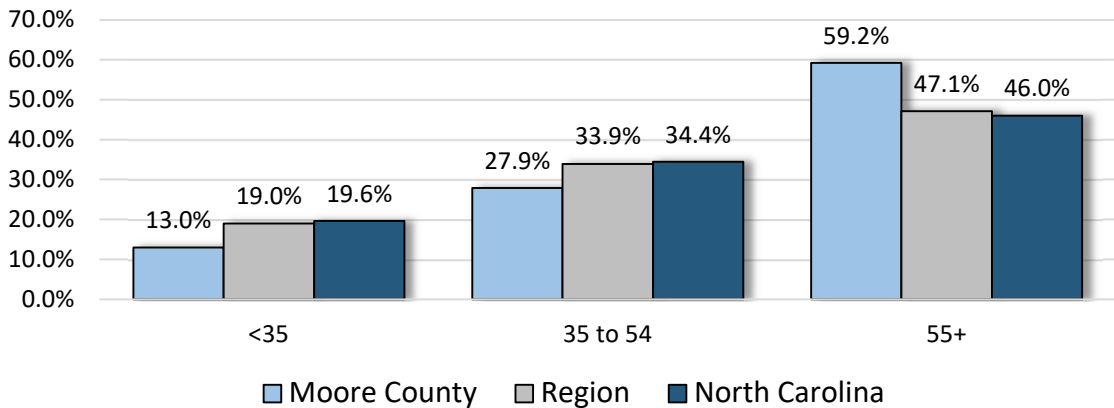


Source: 2010, 2020 Census; ESRI; Bowen National Research

The number of households in Moore County increased by 6,291 (16.8%) between 2010 and 2023. This represents a larger percent increase as compared to the region (12.2%) and state (15.2%) during this period. Over the next five years, the number of households in Moore County is projected to increase by 1,824 households (4.2%), which represents a larger percentage increase compared to the 2.5% increase projected for the region. While household growth can heavily influence the total housing needs of a market, factors such as households living in substandard or cost-burdened housing, people commuting into the area for work, pent-up demand, and availability of existing housing all affect housing needs. These factors are addressed throughout this overview.

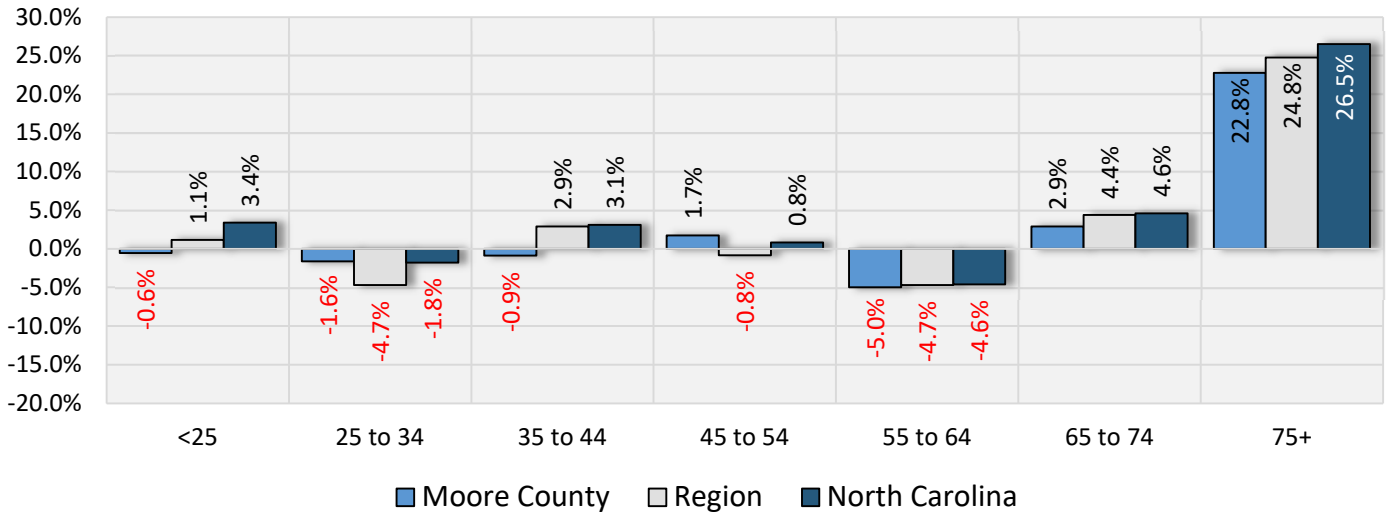
The following graphs compare the share of *household heads by age* for each of the study areas in 2023 and the projected changes in household heads by age cohort between 2023 and 2028.

### Distribution of Household Heads by Age (2023)



Source: ESRI; Bowen National Research

### Projected Percent Change in Household Heads by Age (2023-2028)

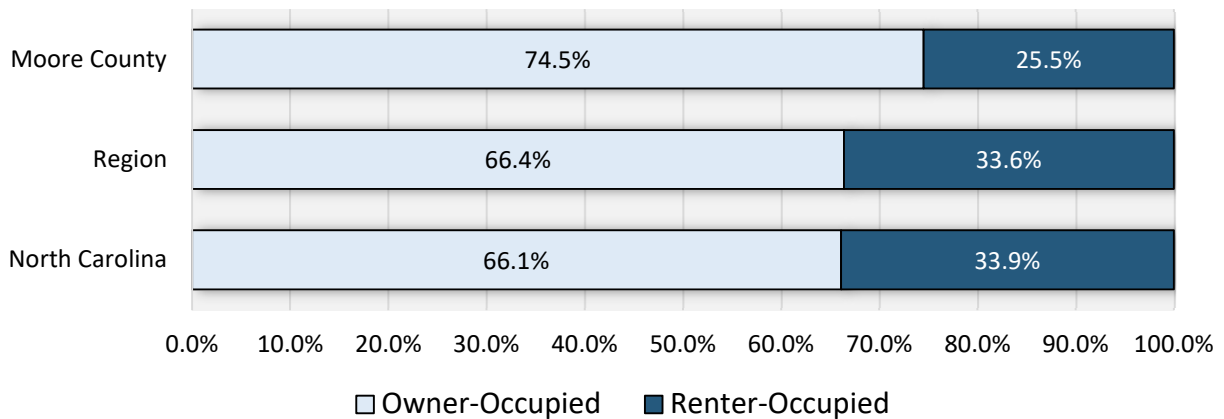


Source: ESRI; Bowen National Research

Overall, the data shows that Moore County has a higher share of households aged 55 or older (59.2%) when compared to the Carolina Core Region and the state of North Carolina. Households aged 75 or older are projected to increase by 22.8% in Moore County over the next five years, while households between the ages of 65 and 74 are projected to increase by 2.9% during this period. Note that population shares for households under 45 years of age are projected to decrease in the county during the next five years.

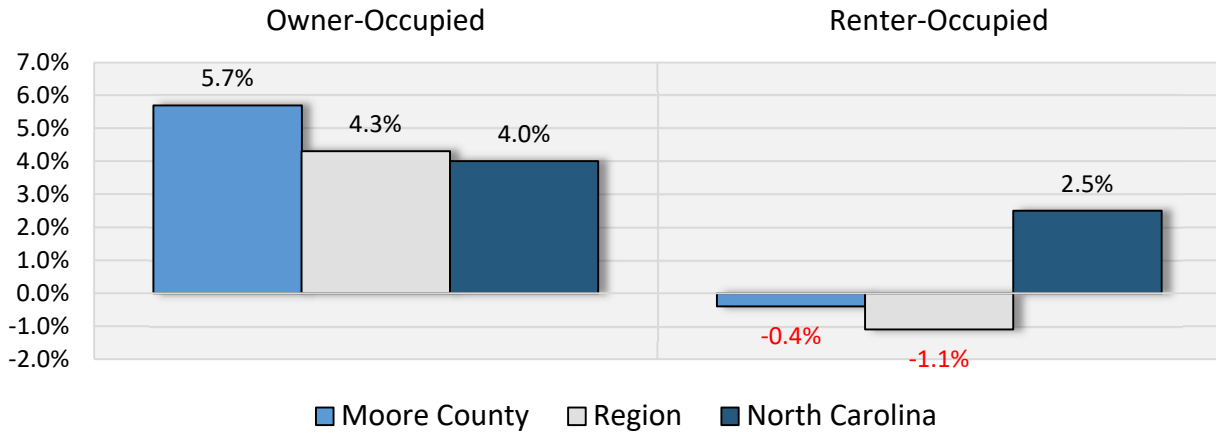
The following graphs compare the share of *households by tenure* (renters and owners) for 2023 and the projected *percent change* in households by tenure between 2023 and 2028 for each of the study areas.

### Households by Tenure (2023)



Source: 2010 Census; ESRI; Bowen National Research

### Projected Percent Change in Households by Tenure (2023-2028)

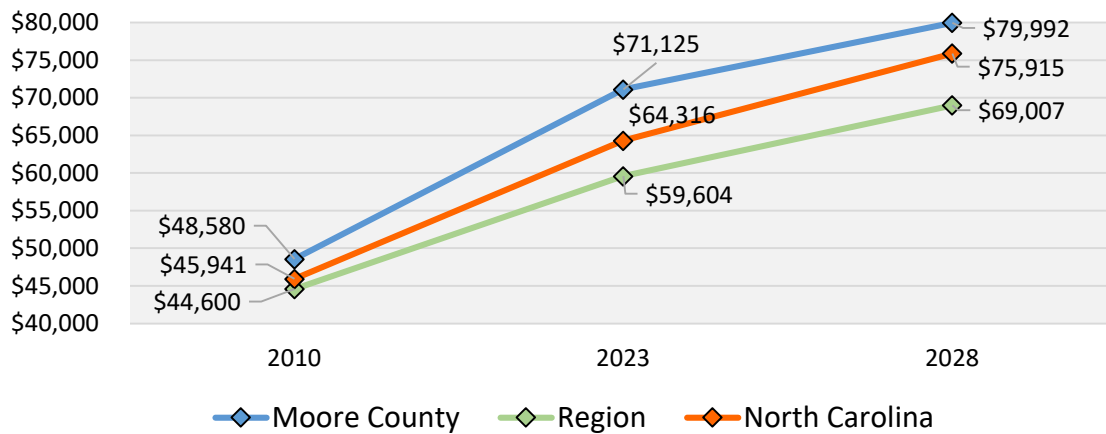


Source: 2010 Census; ESRI; Bowen National Research

Moore County has a higher share (74.5%) of owner households compared to the Carolina Core Region and the state of North Carolina. Over the next five years, it is projected that the number of owner households in Moore County will increase by 5.7%, while the number of renter households will decline by 0.4%. This is a higher increase in owner households and a lower decline in renter households compared to the region during this period. Despite the projected decrease in renter households, demand for rental housing will remain due to a variety of factors, which may include existing pent-up demand, substandard housing, housing cost burden, and/or other factors. The *increase* among owner households in Moore County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

The following compares the *median household income* for each of the study areas from 2010 to 2028.

### Median Household Income by Year

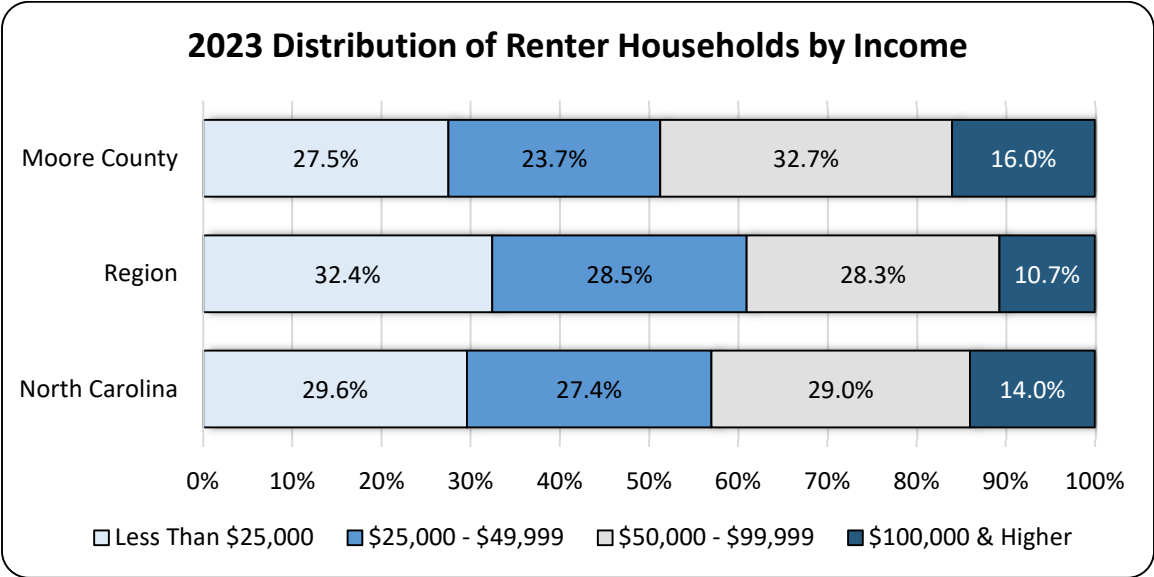


Source: 2010 Census; ESRI; Bowen National Research

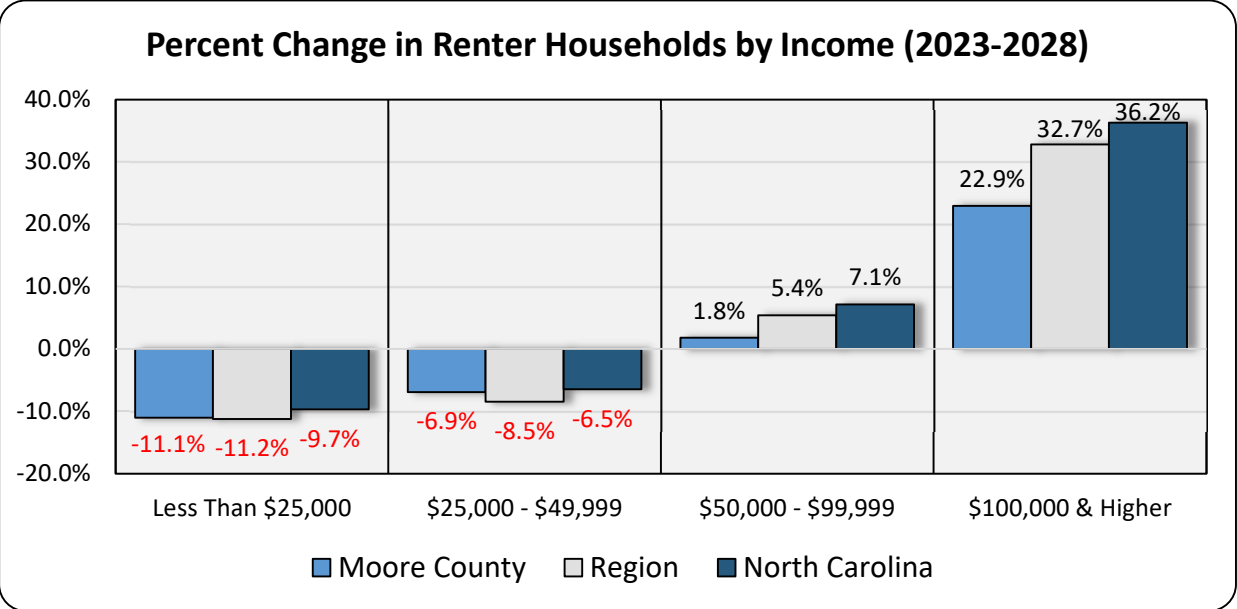


As the preceding illustrates, the 2023 median household income in Moore County (\$71,125) is 19.3% higher than the region’s median household income (\$59,604) and 10.6% higher than the statewide median household income of \$64,316. Over the next five years, it is projected that the median household income in Moore County will increase to \$79,992. This will result in a median household income in the county that will remain above that of the region (\$69,007) and state (\$75,915).

The following graphs compare *renter households by income* for 2023 and the projected *percent change* in renter households by income between 2023 and 2028 for each of the study areas.



Source: 2020 Census; ESRI; Bowen National Research

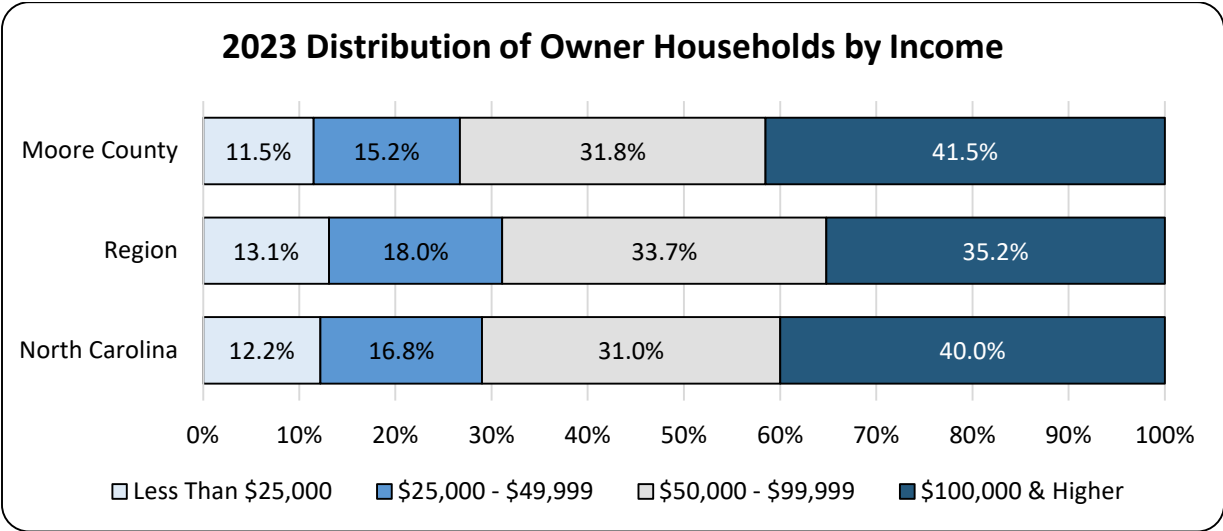


Source: 2020 Census; ESRI; Bowen National Research

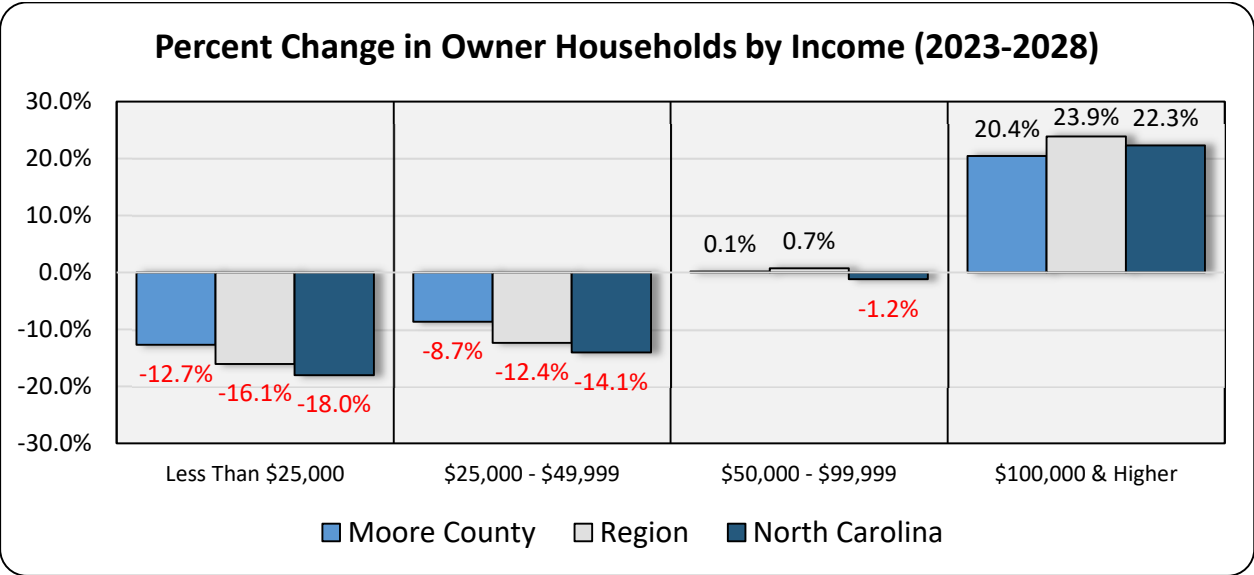


In 2023, Moore County has higher shares of renter households with incomes between \$50,000 and \$99,999 (32.7%) and \$100,000 or more (16.0%) when compared to the Carolina Core Region and the state of North Carolina. Between 2023 and 2028, households earning \$100,000 or more are projected to increase by 22.9%, while those earning between \$50,000 and \$99,999 are also projected to increase by 1.8%. Note that renter households earning below \$50,000 are projected to decrease in the county, region, and state during the next five years. Despite the decrease in renter households earning less than \$50,000, a significant share of renter households in the county will continue to earn less than \$50,000 annually in 2028.

The following graphs compare *owner households by income* for 2023 and the projected *percent change* in owner households by income between 2023 and 2028 for each of the study areas.



Source: 2020 Census; ESRI; Bowen National Research



Source: 2020 Census; ESRI; Bowen National Research

In 2023, Moore County has a higher share (41.5%) of owner households with incomes of \$100,000 or more when compared to the Carolina Core Region and the state of North Carolina. Between 2023 and 2028, owner households earning \$100,000 or more are projected to increase by 20.4%, while those earning between \$50,000 and \$99,999 are also projected to increase by 0.1%. Owner households earning less than \$50,000 are projected to decrease in the county, region, and state during the next five years.

The following table illustrates the *components of population change* for Moore County, the Carolina Core Region and the state of North Carolina between April 2010 and July 2020.

**Estimated Components of Population Change by Area**  
April 1, 2010 to July 1, 2020

Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Change	Domestic Migration	International Migration	Net Migration
<b>Moore County</b>	88,250	103,352	15,102	17.1%	-481	14,592	920	15,512
<b>Region</b>	2,609,144	2,843,723	234,579	9.0%	81,927	110,477	41,435	151,912
<b>North Carolina</b>	9,535,762	10,600,823	1,065,061	11.2%	322,122	548,965	188,694	737,659

Source: U.S. Census Bureau, Population Division, October 2021

\*Each geography includes residuals representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population increase within Moore County from 2010 to 2020 was a combination of domestic migration and international migration. Note that natural change was negative in the county, meaning the county experienced more deaths than births during this period. Domestic migration (14,592) was the largest individual component of population change in Moore County between 2010 and 2020.

The following table illustrates the top five *regional inflow and outflow* migration counties for Moore County. Note that counties that directly border Moore County are highlighted in red text.

**County-to-County Regional Migration (2016-2020)\***  
Top Five Inflow and Outflow Counties – Moore County, North Carolina

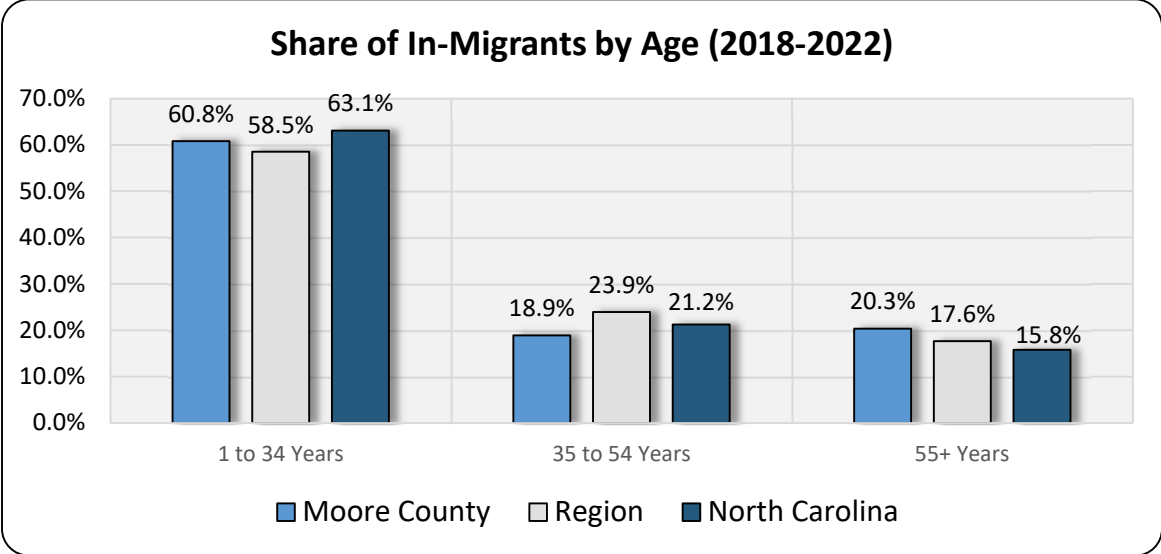
Inflow		Outflow	
County	Percent	County	Percent
Randolph County, NC	16.4%	Wake County, NC	10.8%
Cumberland County, NC	10.7%	Cumberland County, NC	8.6%
Kershaw County, SC	8.6%	Hoke County, NC	7.5%
Lee County, NC	6.9%	Harnett County, NC	5.9%
Richmond County, NC	6.6%	Richmond County, NC	5.7%

Source: U.S. Census Bureau, 2020 5-Year American Community Survey; Bowen National Research

\*Regional migration data only includes counties within Georgia, North Carolina, South Carolina, Tennessee, and Virginia

As the preceding illustrates, 49.2% of in-migration for Moore County is among the top five inflow counties listed, while 38.5% of the outflow is among the top five outflow counties. Note that four of the five top inflow and outflow counties border Moore County. In addition, Wake County, which includes the metropolitan area of Raleigh, is the top outflow county.

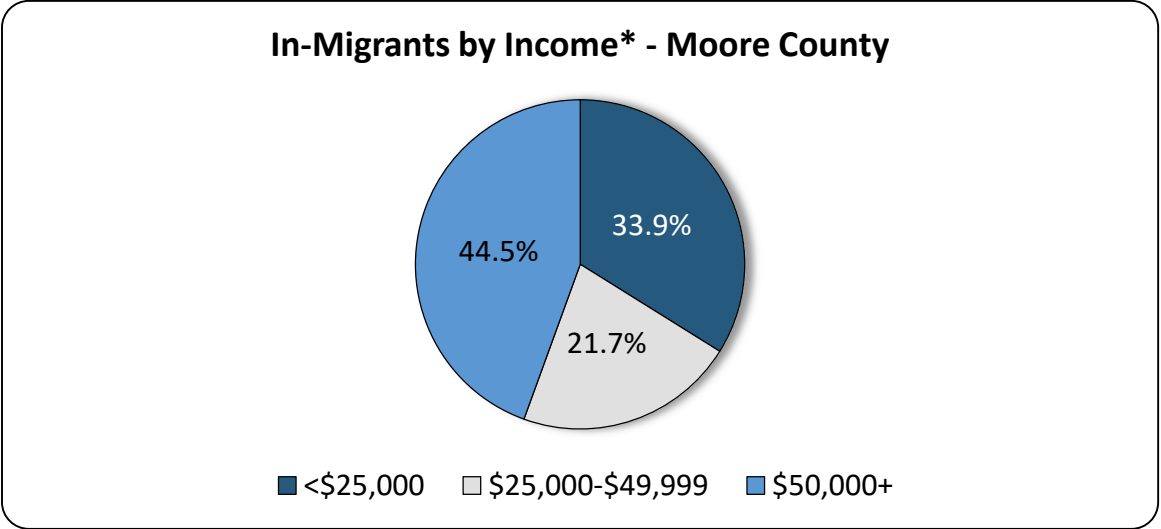
The following graph illustrates the distribution of *domestic in-migrants by age* for each study area from 2018 to 2022.



Source: U.S. Census Bureau, 2022 5-Year ACS Estimates (S0701); Bowen National Research

As the preceding data illustrates, over 60% of in-migrants to Moore County are less than 35 years of age, while 18.9% are between the ages of 35 and 54. Note that over 20% of in-migrants are aged 55 years and older, which is larger share of older in-migrants compared to the region and state.

The following graph summarizes the distribution of *in-migrants by income* level for Moore County. Note that this data is provided for the county *population*, not households, ages 15 and above and reflects *annual averages* based on five-year ACS estimates (2018-2022).



Source: U.S. Census Bureau, 2022 5-Year American Community Survey (B07010); Bowen National Research  
 \*Excludes population with no income

As the preceding data illustrates, 33.9% of in-migrants to Moore County earn less than \$25,000 annually, while 21.7% earn between \$25,000 and \$49,999. As such, housing affordability is likely an important factor for a significant share of in-migrants in the county.

### C. ECONOMY AND WORKFORCE ANALYSIS

#### Labor Force

The following table illustrates *the employment base by industry* for Moore County, the Carolina Core Region, and the state of North Carolina. The top five industries by share of employment for each area are highlighted in **red** text.

NAICS Group	Employment by Industry					
	Moore County		Region		North Carolina	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	209	0.4%	3,723	0.3%	25,956	0.6%
Mining	43	0.1%	672	0.1%	3,118	0.1%
Utilities	85	0.2%	2,374	0.2%	21,553	0.5%
Construction	2,134	4.5%	52,575	4.7%	227,268	5.0%
Manufacturing	1,390	2.9%	<b>125,210</b>	<b>11.2%</b>	<b>410,950</b>	<b>9.0%</b>
Wholesale Trade	951	2.0%	48,624	4.3%	185,068	4.1%
Retail Trade	<b>5,671</b>	<b>12.0%</b>	<b>149,964</b>	<b>13.4%</b>	<b>607,690</b>	<b>13.3%</b>
Transportation & Warehousing	552	1.2%	27,079	2.4%	104,390	2.3%
Information	400	0.8%	21,264	1.9%	110,199	2.4%
Finance & Insurance	1,027	2.2%	32,818	2.9%	137,360	3.0%
Real Estate & Rental & Leasing	1,007	2.1%	27,490	2.5%	131,253	2.9%
Professional, Scientific & Technical Services	2,561	5.4%	58,439	5.2%	280,490	6.1%
Management of Companies & Enterprises	109	0.2%	1,396	0.1%	11,825	0.3%
Administrative, Support, Waste Management & Remediation Services	660	1.4%	21,888	2.0%	99,112	2.2%
Educational Services	<b>5,720</b>	<b>12.1%</b>	<b>97,925</b>	<b>8.7%</b>	<b>359,838</b>	<b>7.9%</b>
Health Care & Social Assistance	<b>9,114</b>	<b>19.3%</b>	<b>174,236</b>	<b>15.5%</b>	<b>714,438</b>	<b>15.6%</b>
Arts, Entertainment & Recreation	1,015	2.2%	16,565	1.5%	82,250	1.8%
Accommodation & Food Services	<b>8,940</b>	<b>19.0%</b>	<b>109,066</b>	<b>9.7%</b>	<b>439,039</b>	<b>9.6%</b>
Other Services (Except Public Administration)	<b>3,033</b>	<b>6.4%</b>	71,518	6.4%	283,770	6.2%
Public Administration	2,157	4.6%	70,009	6.2%	303,079	6.6%
Non-classifiable	366	0.8%	8,207	0.7%	28,041	0.6%
Total	47,144	100.0%	1,121,042	100.0%	4,566,687	100.0%

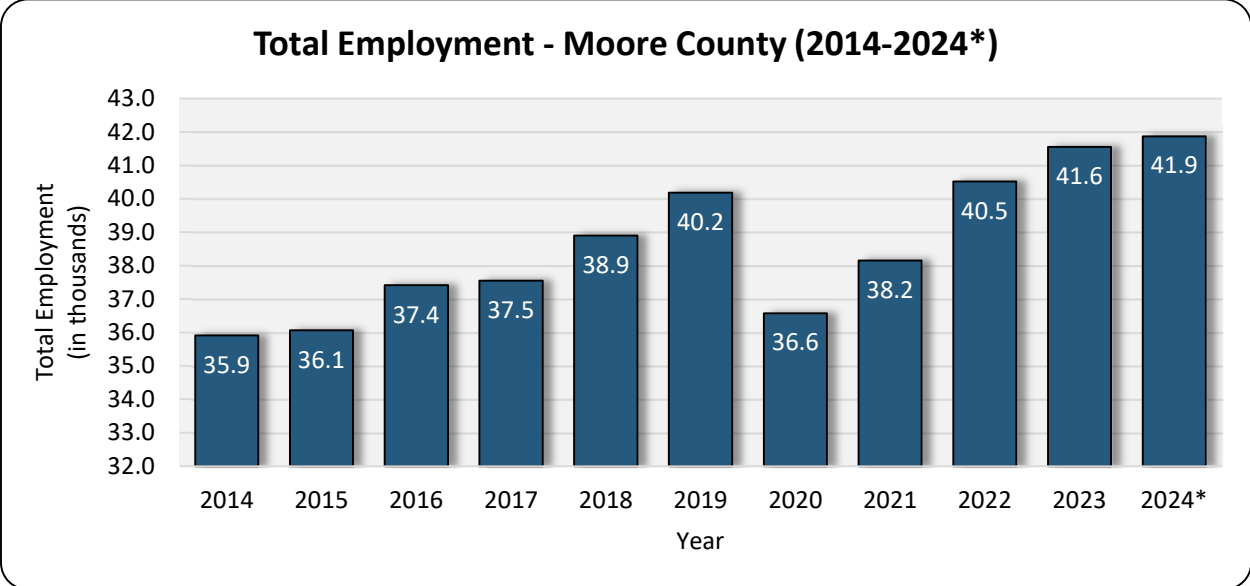
Source: 2010 Census; ESRI; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Moore County has an employment base of over 47,000 individuals within a broad range of employment sectors. The labor force within the county is based primarily in five sectors: Health Care and Social Assistance (19.3%), Accommodation and Food Services (19.0%), Educational Services (12.1%), Retail Trade (12.0%), and Other Services (6.4%). These are also four of the top five industries within the region and state. Combined, the top five job sectors represent over two-thirds (68.8%) of the county employment base. While many occupations within the education and healthcare sectors offer competitive wages, it is important to understand that a

significant number of the support occupations in these industries, as well as within the retail trade and accommodation and food services sectors, typically have lower average wages which can contribute to demand for affordable housing.

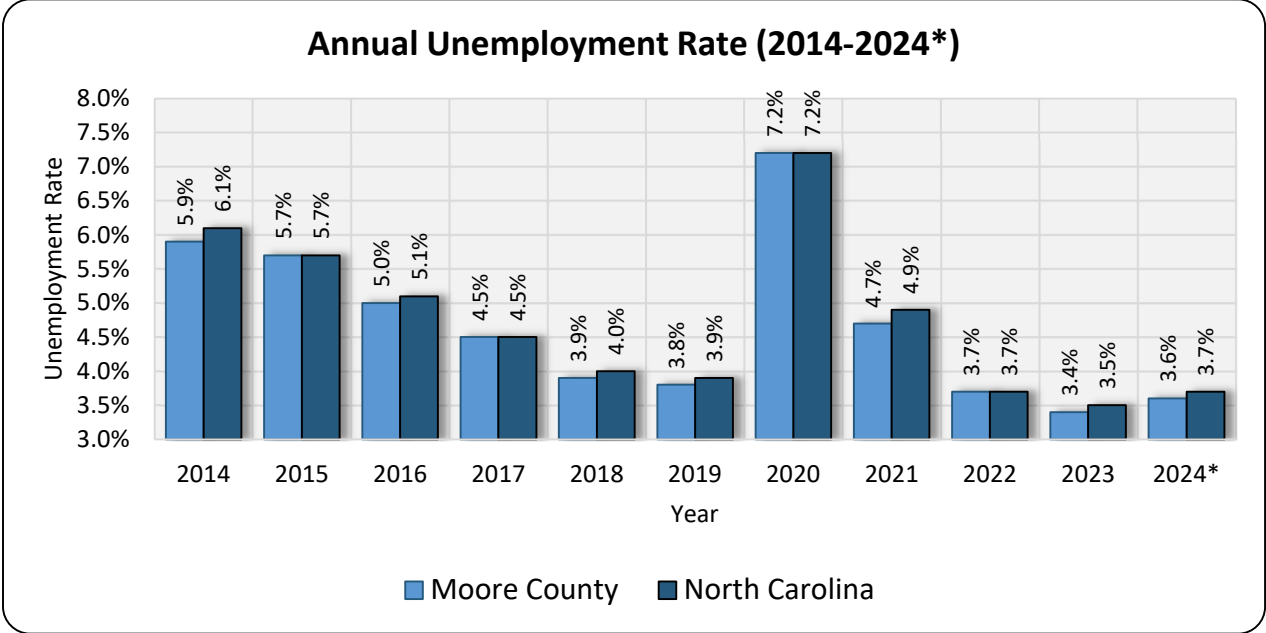
Total employment reflects the number of employed persons who live within an area regardless of where they work. The following illustrates the *total employment* base for Moore County between 2014 and 2024.



Source: Department of Labor; Bureau of Labor Statistics  
\*Through March

As the preceding illustrates, total employment within Moore County steadily increased between 2014 and 2019. In 2020, total employment decreased by approximately 3,600 jobs, which can be largely attributed to the economic impact of the COVID-19 pandemic. Since 2020, total employment in the county increased each year. As of March 2024, total employment in Moore County is at 104.2% of the 2019 level.

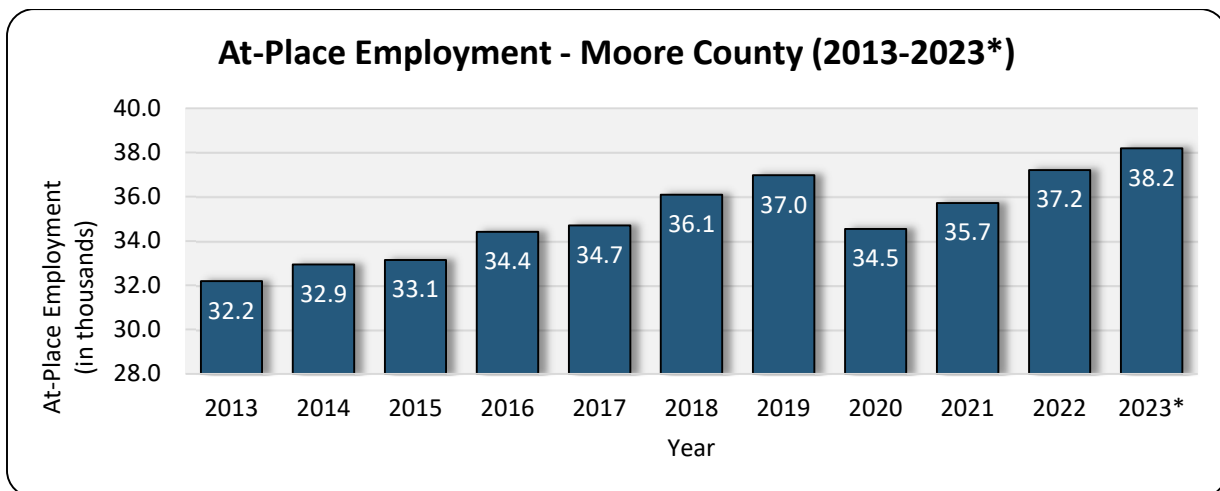
The following illustrates the *annual unemployment rate* for Moore County and the state of North Carolina from 2014 to 2024.



Source: Department of Labor, Bureau of Labor Statistics  
 \*Through March

The unemployment rate in Moore County steadily declined from 5.9% in 2014 to 3.8% in 2019. The county unemployment rate increased significantly (to 7.2%) in 2020 due to the economic effect of the COVID-19 pandemic. After the increase in 2020, the unemployment rate declined in each subsequent year to 2023. As of March 2024, the unemployment rate in Moore County is 3.6%. It is noteworthy that the unemployment rate in the county has been below, or equal to, the state unemployment rate for each year since 2014.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total *at-place employment* base for Moore County from 2013 to 2023.



Source: Department of Labor; Bureau of Labor Statistics  
\*Through September

As the preceding illustrates, at-place employment within Moore County increased each year since 2013, with the only exception occurring in 2020 during the COVID-19 pandemic. As of September 2023, at-place employment within the county is at 103.2% of the 2019 level. Overall, this reflects an increase of approximately 6,000 jobs in Moore County between 2013 and September 2023.

### Commuting Data

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. In addition, the individuals commuting into a market from neighboring markets represent a potential base of support for future residential development.

The following table summarizes two *commuting pattern attributes* (mode and time) for Moore County.

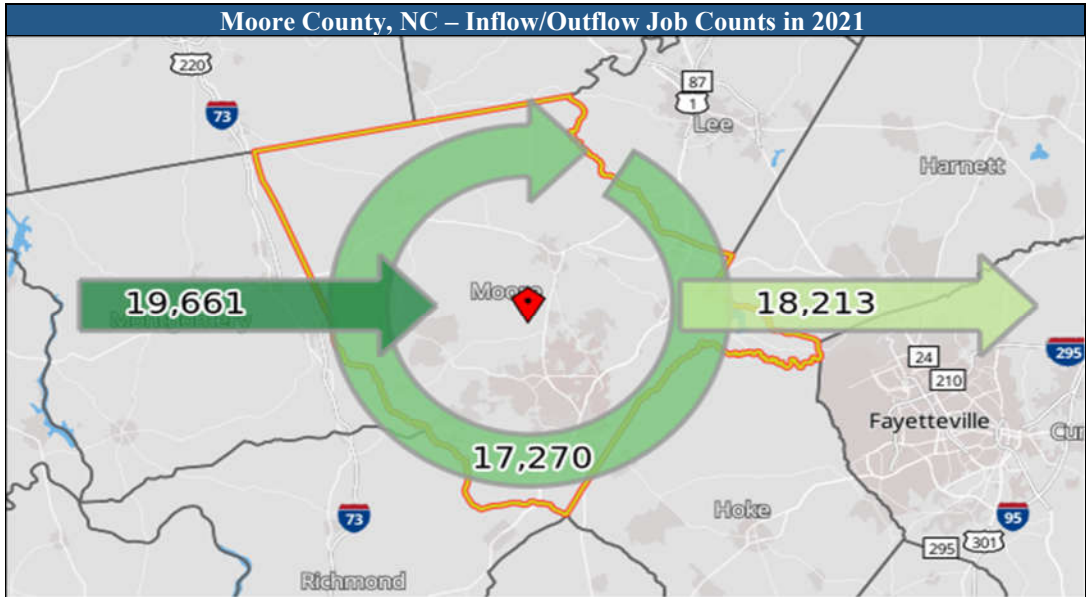
Commuting Attributes Moore County, North Carolina							
Mode							
	Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home	Total
Number	33,818	3,159	123	510	1,677	3,948	43,235
Percent	78.2%	7.3%	0.3%	1.2%	3.9%	9.1%	100.0%
Time							
	Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes	Worked at Home	Total
Number	11,636	12,456	7,471	4,488	3,236	3,948	43,235
Percent	26.9%	28.8%	17.3%	10.4%	7.5%	9.1%	100.0%

Source: ESRI; Bowen National Research



As the preceding illustrates, over 85% of individuals in Moore County utilize their own vehicles or carpool to work. In addition, most commuters in the area (55.7%) have relatively short commute times (less than 30 minutes) to their place of employment.

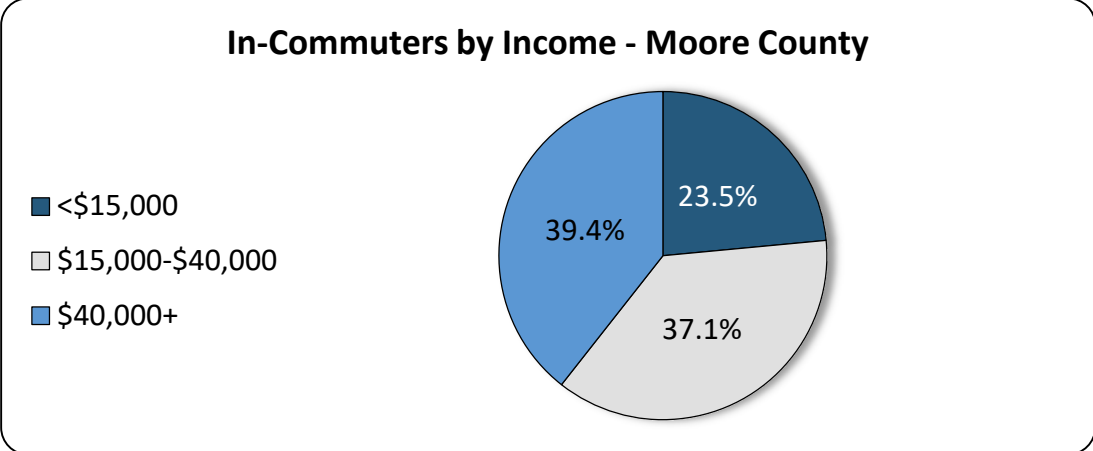
The following illustrates the overall *commuter flow* for Moore County based on 2021 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES) data.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

Of the approximately 36,931 employed persons in Moore County, 19,661 persons (53.2%) originate from outside the county, while the remaining 17,270 persons (46.8%) live within the county. Note that an additional 18,213 residents of the county commute to surrounding areas daily for employment. The 19,661 non-residents who work in the county represent a substantial base of potential support for future residential development within the county.

The following illustrates the distribution of *in-commuters by annual income* for Moore County.

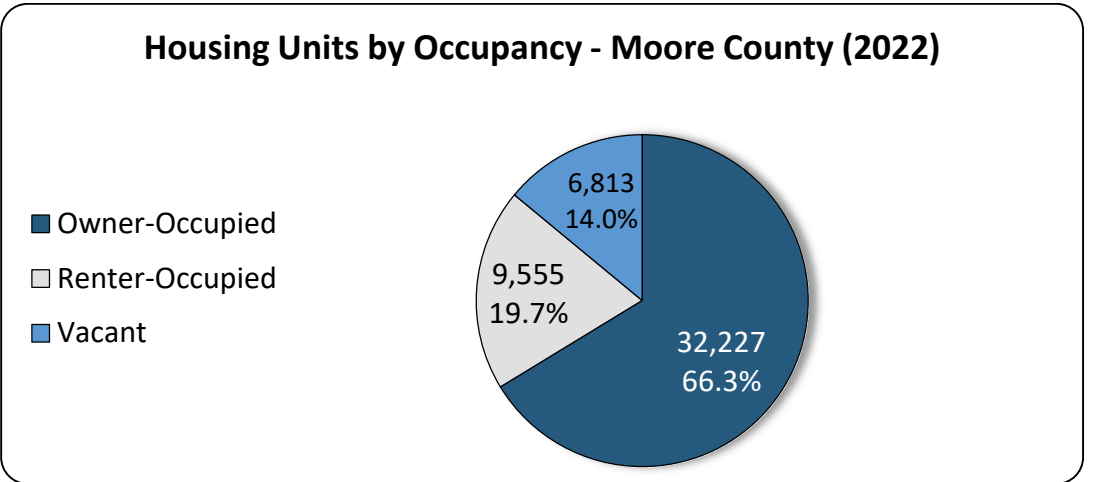


Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

The preceding shows that the largest share (39.4%) of in-commuters to Moore County earn \$40,000 or more annually, while 37.1% earn between \$15,000 and \$40,000. The remaining share (23.5%) earn less than \$15,000 annually. As such, a variety of housing types could be developed to potentially attract some of the 19,661 in-commuters to live within Moore County.

**D. HOUSING METRICS**

The estimated distribution of the area *housing stock by occupancy/tenure status* for Moore County for 2022 is illustrated in the following graph:



Source: American Community Survey (2018-2022); ESRI; Bowen National Research

Among the 48,595 total housing units in Moore County, 66.3% are owner occupied and 19.7% are renter occupied. The remaining share (14.0%) of housing units are vacant. It should be noted that vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key *housing age and conditions* based on 2018-2022 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions (2022)											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Moore County</b>	1,827	19.1%	4,948	15.4%	338	3.5%	152	0.5%	308	3.2%	259	0.8%
<b>Region</b>	99,880	27.0%	178,181	24.2%	13,835	3.7%	11,160	1.5%	6,734	1.8%	3,473	0.5%
<b>North Carolina</b>	324,950	23.4%	581,740	21.4%	55,035	4.0%	36,635	1.3%	22,203	1.6%	14,625	0.5%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

In Moore County, 19.1% of the renter-occupied housing units and 15.4% of the owner-occupied housing units were built prior to 1970. Both shares are lower than the regional and statewide shares of older housing units. The county also has lower shares of overcrowded renter housing units (3.5%) and owner housing units (0.5%) compared to the region and state. However, Moore County has higher shares of renter and owner housing units with incomplete plumbing and/or kitchen facilities. Overall, there are approximately 646 renter households and 411 owner households in Moore County living in substandard housing conditions.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability							
	Total HH (2023)	Median HH Income (2023)	Median Home Value (2023)	Median Gross Rent (2022)	Share of Cost Burdened HH (2022)*		Share of Severe Cost Burdened HH (2022)**	
					Renter	Owner	Renter	Owner
<b>Moore County</b>	43,831	\$71,125	\$345,609	\$1,084	37.7%	19.3%	16.2%	8.4%
<b>Region</b>	1,154,900	\$59,604	\$219,542	\$970	43.8%	18.8%	20.8%	7.7%
<b>North Carolina</b>	4,313,434	\$64,316	\$262,945	\$1,093	43.6%	18.9%	20.8%	7.7%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

HH – Households

\*Paying more than 30% of income toward housing costs; \*\*Paying more than 50% of income toward housing costs

The estimated median home value in Moore County of \$345,609 is 57.4% higher than the region's median home value (\$219,542) and 31.4% higher than the statewide median home value of \$262,945. The median gross rent of \$1,084 in the county is 11.8% higher than the region and 0.8% lower than the state. With a median household income of \$71,125 in Moore County, approximately 37.7% of renter households and 19.3% of owner households are housing cost burdened. As a result, there are over 3,600 renter households and over 6,200 owner households in Moore County that are housing cost burdened, of which over 1,100 *total* households are severe cost burdened (paying more than 50% of income toward housing costs). As such, affordable housing alternatives should be an integral part of future housing solutions.

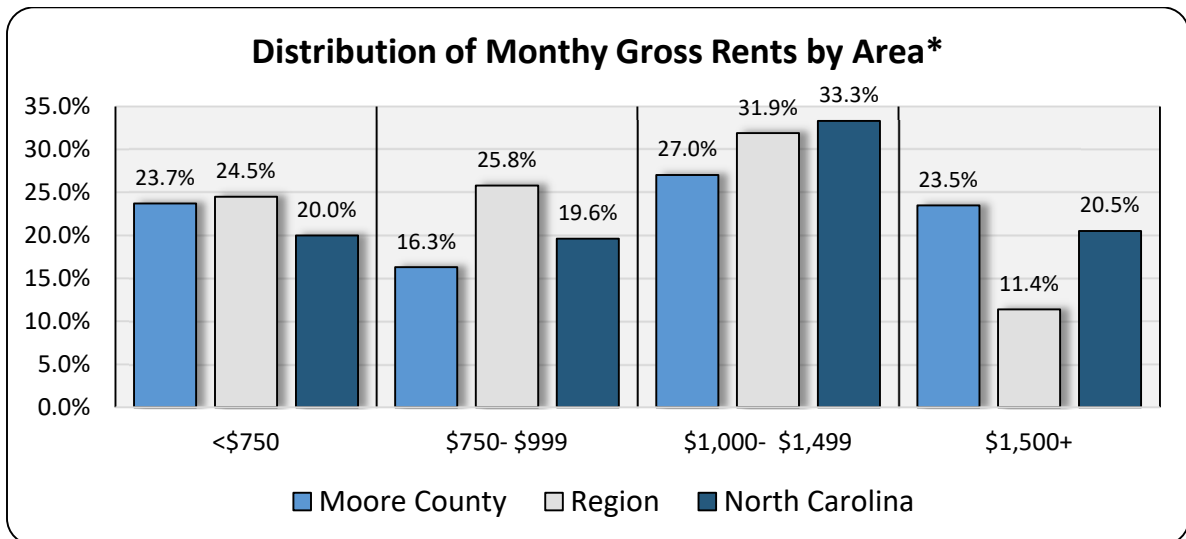
Based on the 2018-2022 American Community Survey (ACS) data, the following is a distribution of all occupied housing by *units in structure by tenure* (renter or owner) for the county, region, and state.

		Renter-Occupied Housing by Units in Structure (2022)				Owner-Occupied Housing by Units in Structure (2022)			
		4 Units or Less	5 Units or More	Mobile Home/Other	Total	4 Units or Less	5 Units or More	Mobile Home/Other	Total
<b>Moore County</b>	Number	6,204	1,986	1,365	9,555	28,687	192	3,348	32,227
	Percent	64.9%	20.8%	14.3%	100.0%	89.0%	0.6%	10.4%	100.0%
<b>Region</b>	Number	199,433	125,963	43,953	369,349	653,854	6,376	76,147	736,377
	Percent	54.0%	34.1%	11.9%	100.0%	88.8%	0.9%	10.3%	100.0%
<b>North Carolina</b>	Number	707,628	519,370	160,273	1,387,271	2,396,187	31,813	289,961	2,717,961
	Percent	51.0%	37.4%	11.6%	100.0%	88.2%	1.2%	10.7%	100.0%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

Nearly 80% of the *rental* units in Moore County are within structures of four units or less or mobile homes. The remaining share (20.8%) of rental units are within multifamily buildings containing five or more units. Overall, the county has a lower share of multifamily rental housing (five or more units within a structure) when compared to the region (34.1%) and state (37.4%). The distribution of *owner*-occupied units in the county is generally comparable to the region and state shares.

The following graph illustrates the *distribution of monthly gross rents* (per unit) for rental alternatives within the county, region, and the state. Note that this data includes both multifamily rentals and non-conventional rentals. However, with nearly 80% of all rental units in the county classified as non-conventional (four units or less within a structure), this data provides insight into the overall distribution of rents among the non-conventional rental supply. Note that gross rents include tenant-paid rents and tenant-paid utilities.



Source: American Community Survey (2018-2022); ESRI; Bowen National Research  
 \*Excludes rentals classified as "No Cash Rent"

As the preceding illustrates, the largest share (27.0%) of Moore County rental units have gross rents between \$1,000 and \$1,499, while units with gross rents of \$750 and below represent the second largest share (23.7%). The county also has a notable share (23.5%) of units with gross rents above \$1,500.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of multifamily rental properties was conducted as part of the Carolina Core Region Housing Needs Assessment. The following table summarizes the surveyed ***multifamily rental supply by project type*** for Moore County and the Carolina Core Region. Note that vacancy rates below the optimal range of 4% to 6% are illustrated in red text.

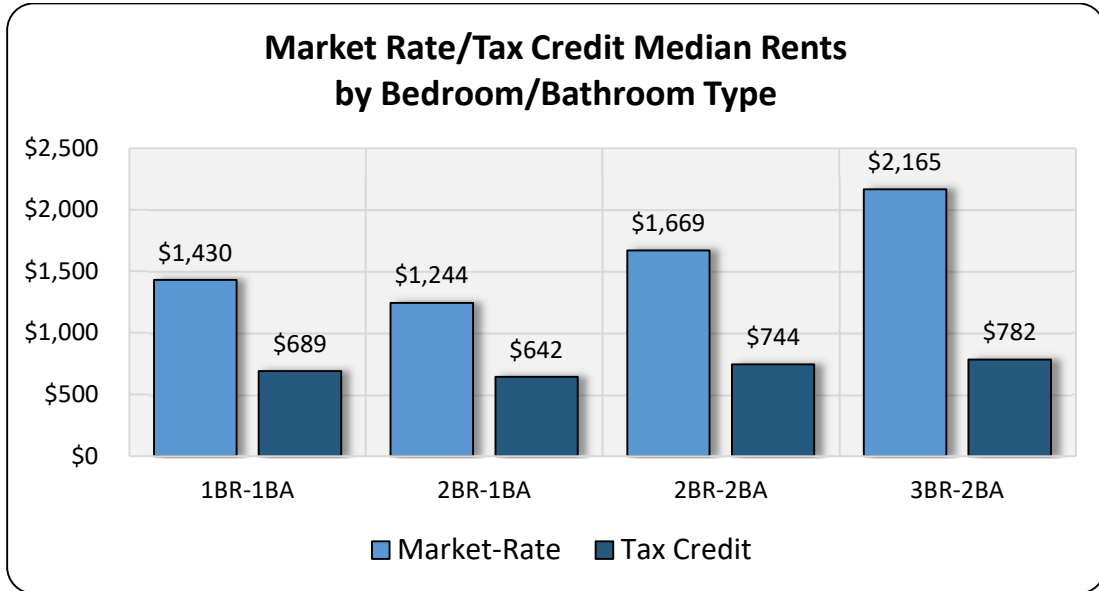
Surveyed Multifamily Rental Housing Supply by Area and Project Type					
Project Type	Projects Surveyed*	Total Units	Vacant Units	Vacancy Rate	Wait Lists
<b>Moore County</b>					
Market-Rate	12	1,636	88	5.4%	5-22 HH; 2-3 Mo.
Tax Credit	5	276	19	6.9%	10 HH; 12-36 Mo.
Government Subsidized	9	483	4	0.8%	8-22 HH; 12 Mo.
<b>Total</b>	<b>24</b>	<b>2,395</b>	<b>111</b>	<b>4.6%</b>	<b>5-22 HH; 2-36 Mo.</b>
<b>Carolina Core Region</b>					
Market-Rate	418	75,832	5,081	6.7%	1-100 HH; 2-12 Mo.
Tax Credit	136	8,253	85	1.0%	1-400 HH; 1-48 Mo.
Government Subsidized	226	12,416	25	0.2%	2-8,000 HH; 1-36 Mo.
<b>Total</b>	<b>761</b>	<b>96,501</b>	<b>5,191</b>	<b>5.4%</b>	<b>1-8,000 HH; 1-36 Mo.</b>

Source: Bowen National Research

\*Total projects surveyed may not equal sum of individual types due to projects having multiple unit types

In Moore County, a total of 24 apartment properties were surveyed, comprising a total of 2,395 units. Overall, the multifamily units are 95.4% occupied, with a total of 111 vacancies. While this overall occupancy rate is within the 94% to 96% range that is generally considered to be a healthy occupancy rate for multifamily rental markets, it should be noted that government-subsidized units have a very high occupancy rate of 99.2%. The Tax Credit units surveyed in the county have an occupancy rate of 93.1%, which is lower than the overall occupancy rate for the county. The number of vacant units (19) among Tax Credit units is primarily due to the renovation of 16 units at one property. The presence of wait lists, specifically among the project types that target lower income households, are evidence of pent-up demand for affordable multifamily rentals within Moore County and likely represent a development opportunity.

The following graph illustrates the *median rent by bedroom/bathroom type* for the surveyed *market-rate* and *Tax Credit* units in Moore County.



Source: Bowen National Research

As the preceding illustrates, the median rent for a typical market-rate unit in Moore County is significantly higher than the median rent for a Tax Credit unit with the same bedroom/bathroom configuration. The median rent difference between market-rate and Tax Credit units in the county ranges from \$602 for a two-bedroom/1.0-bathroom unit to \$1,383 for a three-bedroom/2.0-bathroom unit. With few Tax Credit and government-subsidized units available in the county, this indicates low-income households that must seek rental alternatives among the market-rate supply are likely to become housing cost burdened, or simply may not have sufficient income available to secure a market-rate unit in the county.

### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes and account for nearly 80% of the total rental units in Moore County.

During January and February 2024, Bowen National Research conducted an online survey and identified 103 non-conventional rentals that were listed as *available* for rent in Moore County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates and the number of bedrooms of non-conventional rentals in the area.

The following table illustrates the individual vacancy rates, which compares the number of identified *vacant* non-conventional rentals to the *total number* of non-conventional rentals based on the American Community Survey, for the subject county and the region as a whole.

Surveyed Non-Conventional Rentals Overview			
Area	Non-Conventional Rentals*	Identified Vacant Units	Vacancy Rate
Moore County	7,569	103	1.4%
Region	243,386	1,043	0.4%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

\*ACS reported number of rental units within structures of four units or less and mobile homes

With a total of 103 available units identified, Moore County has an overall vacancy rate of 1.4% for non-conventional rentals, which is a higher rate compared to the Carolina Core Region. Regardless, this is well below the optimal range of 4% to 6% for non-conventional rentals and indicates a lack of available supply in the county.

A summary of the available *non-conventional rental* units in Moore County, which includes bedroom type, rent range, and median rent per square foot, follows:

Surveyed Non-Conventional Rental Supply – Moore County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Two-Bedroom	13	\$1,100 - \$2,750	\$1,600	\$1.38
Three-Bedroom	63	\$1,200 - \$2,900	\$2,000	\$1.25
Four-Bedroom	27	\$1,800 - \$3,500	\$2,500	\$1.11
Total	103			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook; Rent.com

Among the available non-conventional rentals in Moore County, the largest share (61.2%) by bedroom type consists of three-bedroom units. The three-bedroom units have a median rent of \$2,000 (\$1.25 per square foot) and have an overall rent range from \$1,200 to \$2,900. When typical utility costs (\$200 or more) are considered, the typical three-bedroom non-conventional rental in Moore County has a gross rent of approximately \$2,200. This is a substantially higher rent as compared to rents for comparable three-bedroom Tax Credit units in the county, which have a median collected rent of \$782. As such, it is unlikely that most low-income households would be able to afford the typical non-conventional rental in the area, even if such a unit were readily available.



### For-Sale Housing

The following table summarizes the *available* (as of May 31, 2024) and *recently sold* (between January 2020 and May 2024) for-sale housing stock for Moore County and the Carolina Core Region.

Moore County - Owner For-Sale/Sold Housing Supply		
Type	Number of Homes	Median Price
<b>Moore County</b>		
Available*	281	\$495,000
Sold**	9,225	\$372,000
<b>Carolina Core Region</b>		
Available*	3,966	\$339,250
Sold**	164,742	\$268,965

Source: Redfin.com & Bowen National Research

\* As of May 31, 2024

\*\*Sales from January 1, 2020 to May 31, 2024

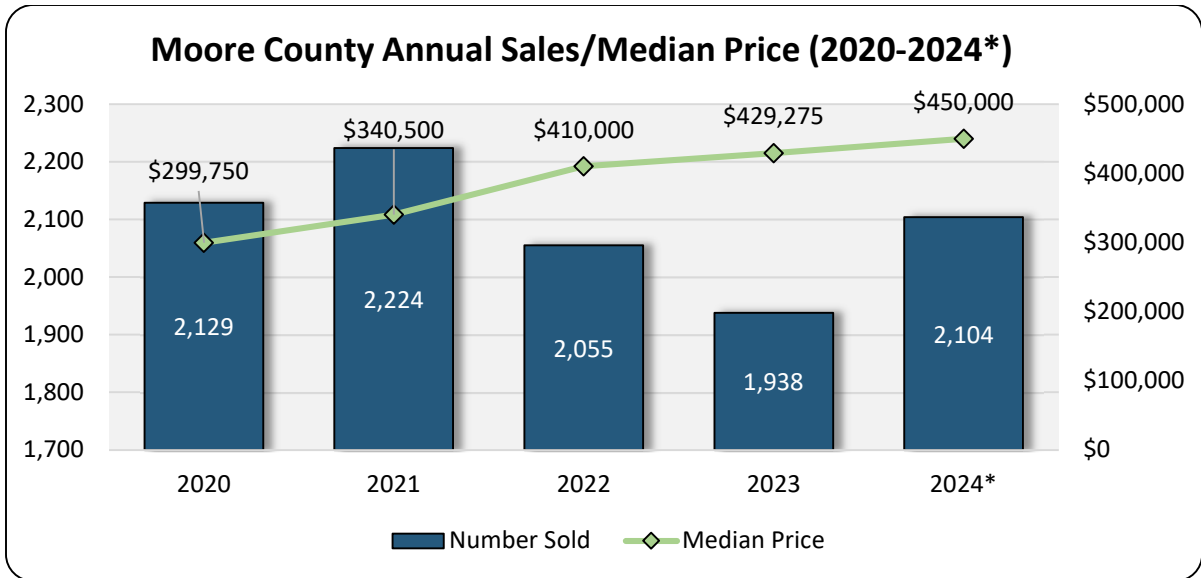
The available for-sale housing stock in Moore County as of May 31, 2024 consists of 281 total units with a median list price of \$495,000. This is higher than the median list price of the available for-sale homes in the region. Historical sales from January 2020 to May 2024 in Moore County consisted of 9,225 homes with a median sales price of \$372,000.

The following table and graph summarize ***historical sales volume*** and ***median sales price*** by year from January 2020 through May 2024.

Sales History/Median Sales Price by Year – Moore County (January 1, 2020 to May 31, 2024)				
Year	Number Sold	Percent Change	Median Sales Price	Percent Change
2020	2,129	-	\$299,750	-
2021	2,224	4.5%	\$340,500	13.6%
2022	2,055	-7.6%	\$410,000	20.4%
2023	1,938	-5.7%	\$429,275	4.7%
2024*	879 (2,104)	8.6%	\$450,000	4.8%

Source: Redfin.com & Bowen National Research

\*As of May 31, 2024; Volume projected through the remainder of 2024 (in parenthesis)



\*2024 full year volume projection

As the preceding illustrates, home sales in Moore County increased by 4.5% between 2020 and 2021. Since 2021, sales volume in the county decreased in each subsequent year. However, projections indicate that sales volume will increase by 8.6% in 2024. It should be noted that the current year’s projection is based solely on transactions year-to-date, which may not account for seasonality in the market that can influence the projection. While volume decreased annually in recent years, the median sales price of homes sold in the county increased substantially. Collectively, the median sales price of homes sold in Moore County increased by 50.1% between January 2020 and May 2024.

The following table provides various housing market metrics for the available for-sale homes in Moore County as of May 31, 2024.

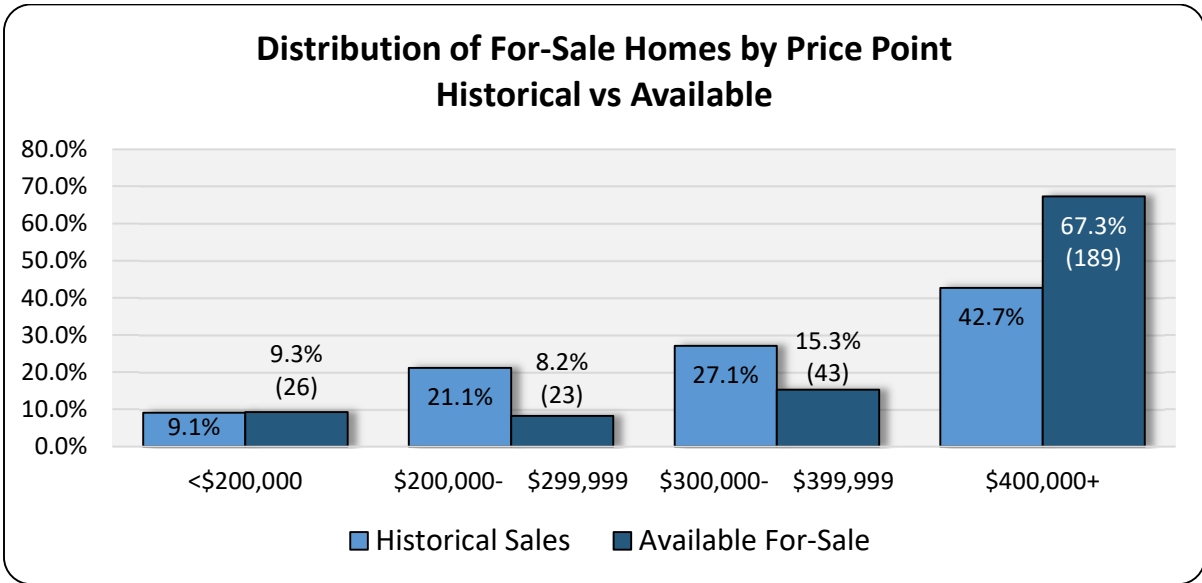
Available For-Sale Housing – Moore County (As of May 31, 2024)							
Total Available Units	% Share of Region	Availability Rate	Months Supply of Inventory	Average List Price	Median List Price	Average Days on Market	Average Year Built
281	7.1%	0.9%	1.6	\$703,254	\$495,000	69	1993

Source: Redfin.com & Bowen National Research

The 281 available for-sale homes in Moore County equate to an availability rate of 0.9% when compared to the 32,227 owner-occupied units in the county. Note that an average of 174 homes sold each month in the county during the historical sales period (January 2020 through May 2024). Based on recent sales history, this inventory represents 1.6 *Months Supply of Inventory* (MSI). Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase and there should be between four and six months of available inventory to allow for inner-market mobility and household growth. The available for-sale homes have an average number of days on market of 69 days and an average year built

of 1993. Overall, the data illustrates that there is limited availability of for-sale homes and that available homes are typically on the market for a short period of time, which has likely contributed, at least in part, to the notable increase in for-sale pricing since 2020.

The following graph compares the distribution of *historical* and *available* for-sale residential units by *price point* for Moore County:



Source: Redfin.com & Bowen National Research

As the preceding illustrates, the overall share of homes priced above \$400,000 in Moore County has increased significantly in recent years. Homes priced above \$400,000 represented 42.7% of all sales during the historical sales period (January 2020 through May 2024). However, homes priced above \$400,000 now represent over two-thirds (67.3%) of *available* homes in the county. By comparison, less than 20% of available homes are priced below \$300,000. As such, for-sale housing affordability has declined in recent years, which likely creates affordability issues for much of the area workforce and may limit the ability of the area to attract new households.

The following table summarizes the distribution of *available* for-sale homes by *bedroom type* for Moore County.

Available For-Sale Housing Units by Bedroom Type Moore County (As of May 31, 2024)							
One-Bedroom		Two-Bedroom		Three-Bedroom		Four-Bedroom+	
Number (Share)	Median List Price	Number (Share)	Median List Price	Number (Share)	Median List Price	Number (Share)	Median List Price
5 (1.8%)	\$270,000	46 (16.4%)	\$267,450	112 (39.9%)	\$475,000	118 (42.0%)	\$685,000

Source: Redfin.com & Bowen National Research

As shown in the preceding table, the largest share (42.0%) of the available for-sale housing product in the county is comprised of four-bedroom or larger units, while three-bedroom units represent the second largest share (39.9%). Three-bedroom homes have a median list price of \$475,000, while four-bedroom or larger units have a median list price of \$685,000. While available one- and two-bedroom units have significantly lower median list prices, these units comprise only 18.2% of the available inventory.

**E. HOUSING GAP**

Based on ESRI household projections from 2024 to 2029, which is the most up-to-date version available, and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units that are needed (housing gap) in Moore County. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement of substandard housing, commuter/external market support, severe cost-burdened households, step-down support, and the impact of potential job growth as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that are needed by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement of substandard housing, commuter/external market support, severe cost-burdened households, step-down support, and the impact of potential job growth in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that are needed by different income segments and price points.

Moore County has an overall housing gap of 7,724 units, with a gap of 1,916 rental units and a gap of 5,808 for-sale units. The following table summarizes the rental and for-sale housing gaps by income and affordability levels for Moore County.

Moore County Housing Gap Estimates (2024 to 2029)							
Percent AMHI*	≤50%	51%-80%	81%-120%	121%-150%	151%+	Total Housing Gap	
Household Income	≤ \$49,750	\$49,751-\$79,600	\$79,601-\$119,400	\$119,401-\$149,250	\$149,251+		
Rent Range	≤ \$1,244	\$1,245-\$1,990	\$1,991-\$2,985	\$2,986-\$3,731	\$3,732+		
Price Range	≤ \$165,833	\$165,834-\$265,333	\$265,334-\$398,000	\$398,001-\$497,500	\$497,501+		
Rental Housing Gap	975	453	152	208	128		<b>1,916</b>
For-Sale Housing Gap	561	1,157	1,082	1,805	1,203	<b>5,808</b>	

Source: Bowen National Research  
 AMHI – Area Median Household Income  
 \* Based on HUD limits for Moore County (4-person limit)

As the preceding table illustrates, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the lowest housing affordability segments (rents of \$1,990 or less and affordable to households earning up to 80% of AMHI). The greatest *for-sale* housing gap in the county is for homes priced between \$398,001 and \$497,500 that are affordable to households earning between 121% and 150% of AMHI. Note that the for-sale housing gap exceeds 1,000 units within all income bands above 50% of AMHI. Although development within Moore County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county’s ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**F. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Moore County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Positive population and household growth over the next five years</li> <li>• Positive domestic and international migration</li> <li>• Significant median household income growth</li> <li>• Positive total employment and at-place employment trends with low unemployment rates</li> </ul>	<ul style="list-style-type: none"> <li>• Few available Tax Credit and subsidized multifamily apartments (excluding units offline for renovation)</li> <li>• Low availability of for-sale housing priced below \$300,000</li> <li>• Projected decline in renter households</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 1,916 rental units</li> <li>• Housing need of 5,808 for-sale units</li> <li>• Attract some of the 19,661 commuters coming into the county for work to live in the county</li> </ul>	<ul style="list-style-type: none"> <li>• Rising cost of for-sale housing</li> <li>• County risks losing some of the 18,213 residents that commute out of the county for employment</li> </ul>

Moore County experienced notable positive household growth since 2010, and household growth is projected to continue over the next five years. Total employment, at-place employment, and the unemployment rate are all indicative of a thriving local economy. Despite these positive attributes, the county has low vacancy rates among multifamily and non-conventional rentals and a low availability rate within the for-sale housing market. These availability issues combined with rising for-sale costs and a significant number of residents commuting outside the county for employment

increase the likelihood of households relocating outside the county. However, the county has a total housing gap of 7,724 units and nearly 20,000 commuters coming into the county daily for employment. This represents a significant development opportunity, which will contribute to positive household growth in the area and support a growing local economy.