



Background on Housing:
Data and Trends in NC and Cape Fear
region

Debbie Goldstein, NCLF Executive Director
January 20, 2023

NC Population Growth

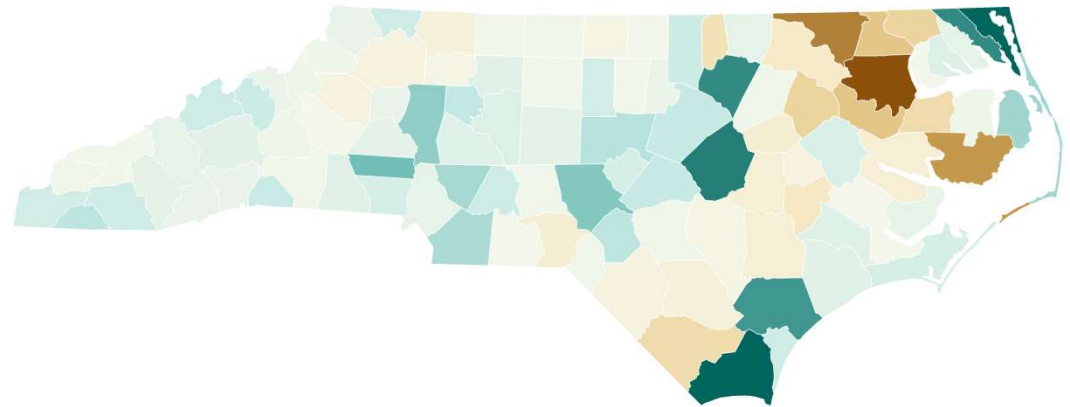
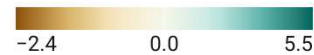
- NC grew 9.5% in last decade, now 10.7M+
- Adult population growth drove the increase (12.4%)
- Hispanic/Latino population grew by 40%
- Most NC growth (86%) came from other states: VA, FL, SC, NY, GA. (Western NC: FL, CA, NY, inside NC)
- Expected to add 866,000 new households 2020-2030

Coastal counties are major driver of NC growth:

- Brunswick County is the fastest growing county in the state, with four of the top ten fastest-growing municipalities: Navassa, Leland, Northwest, Calabash, and Sandy Creek
- Pender 6th fastest growing county

Fastest growth in coastal counties, Triangle Suburbs

% population change, April 1, 2020 to July 1, 2021



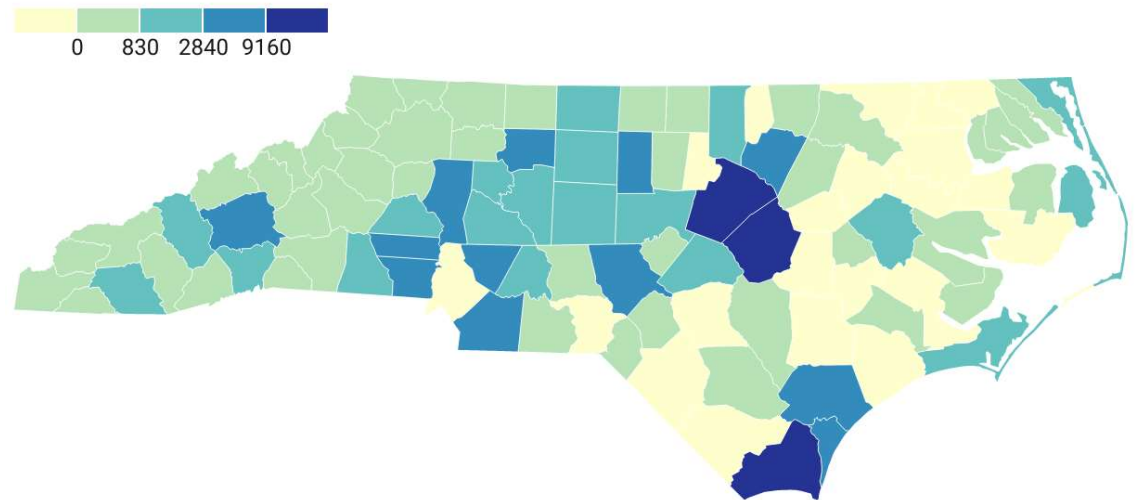
Map: Carolina Demography • Source: U.S. Census Bureau • Created with Datawrapper

Migration Driving Growth in Coast

- All four counties had more deaths than births
- Last year, Brunswick was the county with largest difference between deaths and births (-1,509); migration was only source of growth.
- Of four counties, Columbus was only one that lost population

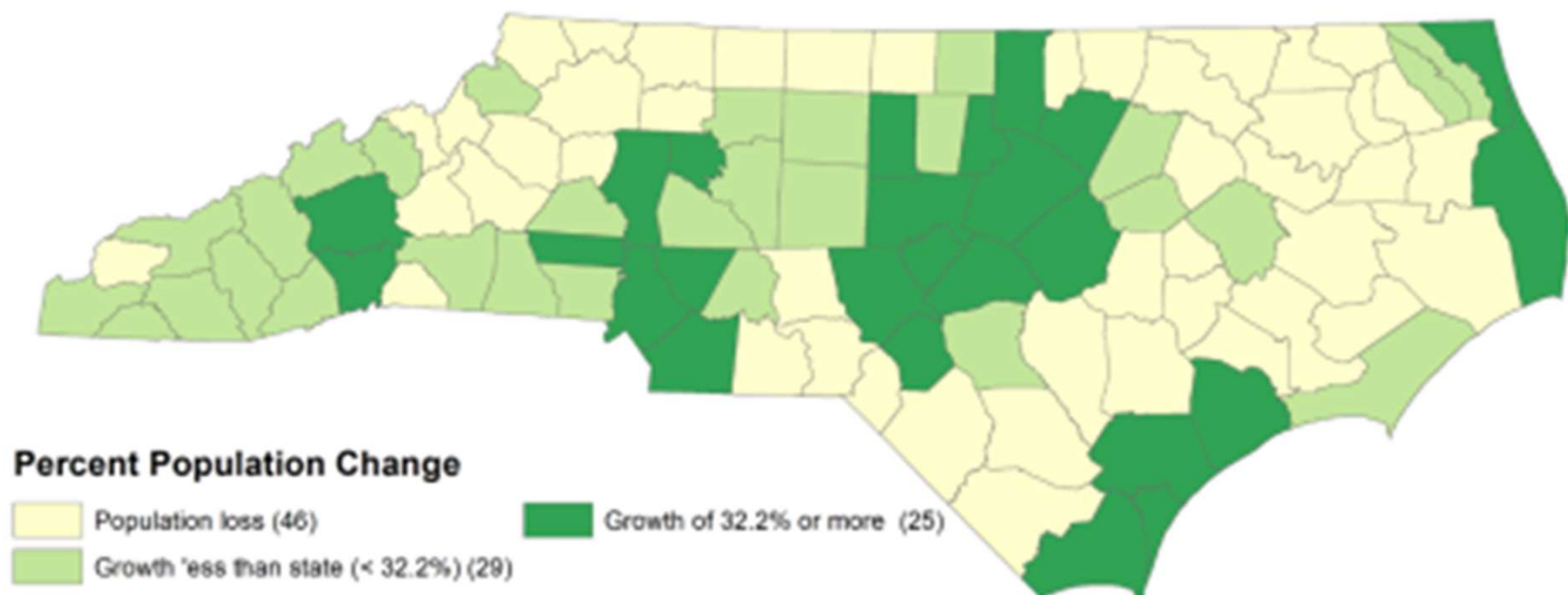
21 NC counties with net out-migration since 2020 Census

Estimated population change from net migration, April 1, 2020 to July 1, 2021



Map: Carolina Demography • Source: U.S. Census Bureau • Created with Datawrapper

Projected County Population Change 2021-2050



Population Demographics

	Total population (2020)	% white	% people of color	% <19 (2019)	% 19-64 (2019)	% 65+ (2019)
New Hanover	225,702 <ul style="list-style-type: none"> 11% growth since 2010 26% projected growth by 2040 	74%	12% Black 8% Hispanic 4% Multiracial	22.1%	60.7%	17.2%
Brunswick	136,693 <ul style="list-style-type: none"> 27% growth since 2010 49% projected growth by 2040 	81%	8% Black 5% Hispanic 4% Multiracial	17.3%	52.3%	30.5%
Pender	60,203 <ul style="list-style-type: none"> 15.3% growth since 2010 31% projected growth by 2040 	74%	13% Black 8% Hispanic 4% Multiracial	24.4%	57.9%	17.7%
Columbus	50,623 <ul style="list-style-type: none"> -13% growth since 2010 -36% projected growth by 2040 	59%	29% Black 5% Hispanic 3% Native American	23.7%	56.8%	19.5%

Housing and Economic Demographics

	Total housing units (7/21)	Median household income (2021)	Unemployment rate (10/22)	HO Rate and % Renter (2021)	Median Gross Rent (2019)/ Median home	% Cost-Burdened (2019)	% Vacant*	Average commute to work (2019, mins)
New Hanover	116,984	\$66,212	3.5%	62.7% HO 35.9% renter	\$1031/ \$295,600	53% Renter 27% Owner	13.9% (2019) (7.4% vacation)	20.2
Brunswick	92,903	\$67,286	5.1%	81.8% HO 15.1% renter	\$960/ \$310,300	50% Renter 24% Owner	37.3% (2019) (30.8% vacation)	24.3
Pender	30,793	\$69,555	3.8%	79.9% HO 16.9% renter	\$919/ \$299,600	49% Renter 25% Owner	25.1% (2019) (15.1% vacation)	30.4
Columbus	23,540	\$41,206	4.7%	71.4% HO 26.4% renter	\$633/ \$106,300	57% Renter 26% Owner	18% (2019) (3.3% vacation)	27

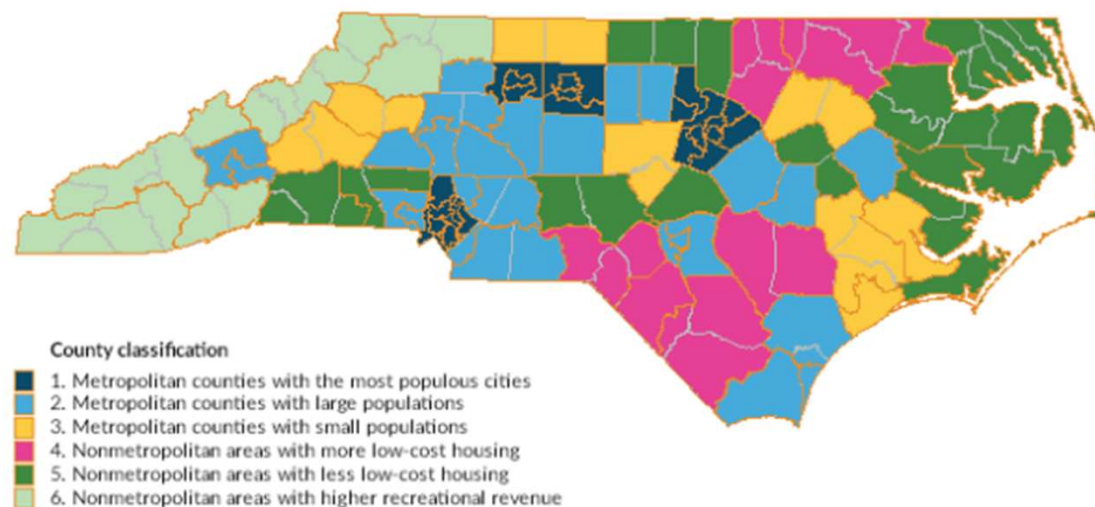
Housing for NC's Future (Urban Institute 2020)

“North Carolina currently has too few homes (single-family and multifamily) in all cost bands. The housing shortage is most severe for households with low and middle incomes.”

Varied community types in NC wrestling with different housing challenges:

- Urban growth
- Tourism economy with high demand for short-term housing and impact on local resident housing costs
- Transient population, aging population, service-sector workforce
- Bordering South Carolina (or TN, VA in other parts of the state)

Six Community Types in North Carolina

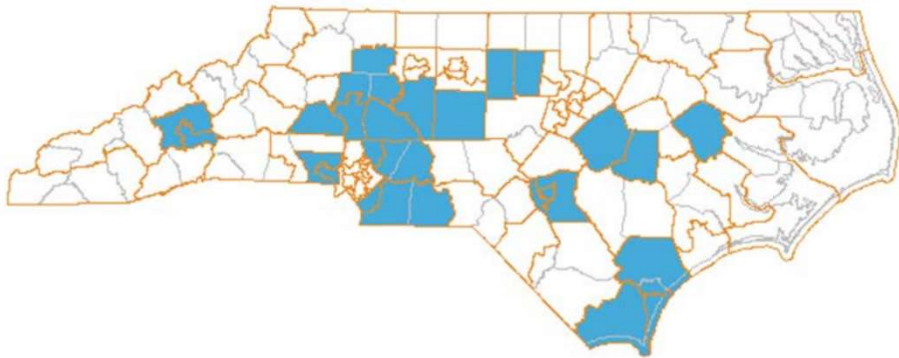


URBAN INSTITUTE

https://www.urban.org/sites/default/files/publication/102473/housing-for-north-carolinas-future_0.pdf

Housing for NC's Future (Urban Institute 2020)

Metro counties with large populations

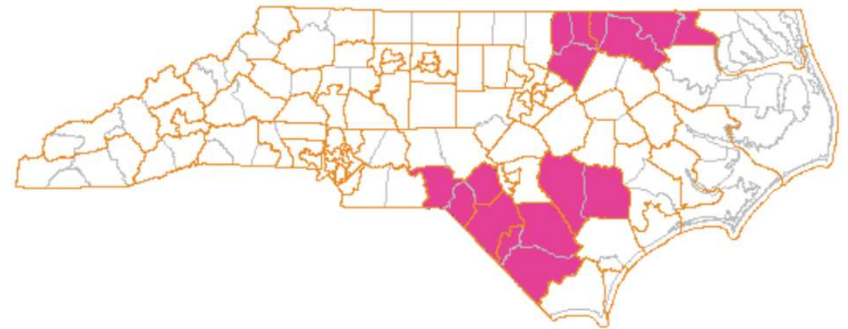


URBAN INSTITUTE

Source: Urban Institute analysis of the 2013–17 American Community Survey microdata from IPUMS-USA, University of Minnesota, www.ipums.org.

Note: Tan boundaries represent the boundaries of public use microdata areas; gray boundaries are counties.

Nonmetro areas with more low-cost housing



URBAN INSTITUTE

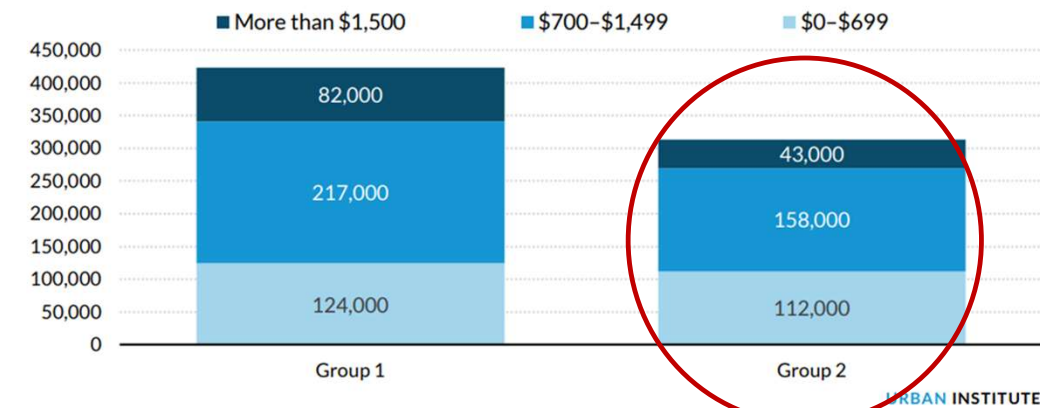
Source: Urban Institute analysis of the 2013–17 American Community Survey microdata from IPUMS-USA, University of Minnesota, www.ipums.org.

Note: Tan boundaries represent the boundaries of public use microdata areas; gray boundaries are counties.

Housing for NC's Future (Urban Institute 2020)

“The mix of housing across cost bands must shift to align with future households”

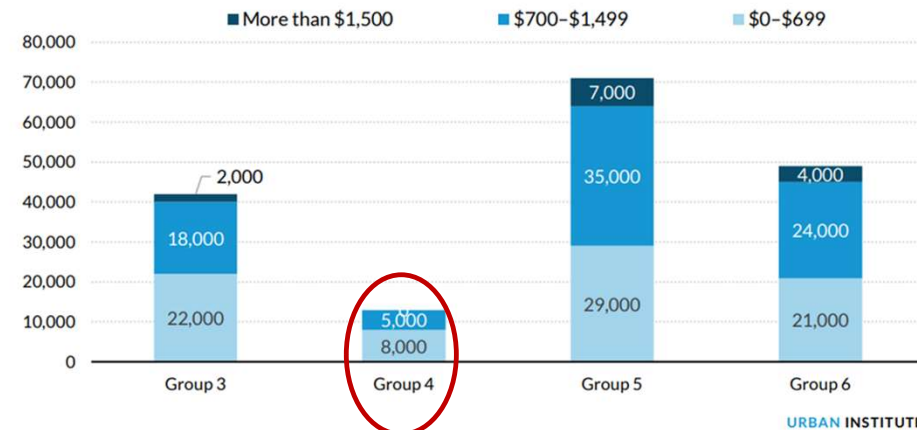
Housing Units by Cost Band Needed to Accommodate Household Growth from 2015 to 2030 in Groups 1 and 2



Source: Urban Institute projections from American Community Survey microdata from IPUMS-USA, University of Minnesota, www.ipums.org, and the North Carolina Office of Management and Budget.

Notes: Growth in units that are vacant and for sale or for rent is assumed to match the overall growth in units needed to accommodate households to maintain current vacancy rates. Units that were seasonal or vacant and being held off the market at baseline are not included in this figure.

Housing Units by Cost Band Needed to Accommodate Household Growth from 2015 to 2030 in Groups 3 to 6



Source: Urban Institute projections from American Community Survey microdata from IPUMS-USA, University of Minnesota, www.ipums.org, and the North Carolina Office of Management and Budget.

Notes: Growth in units that are vacant and on the market is assumed to match the overall growth in units needed to accommodate households to maintain current vacancy rates. Units that were seasonal or vacant and being held off the market at baseline are not included in this figure.