Moody's **ANALYTICS**

RALEIGH NC

Data Buffet® MSA code: IUSA_MRAL

ECONOMIC DRIVERS







EMPLOYMENT GROWTH RANK

2018-2020 67 1st quintile

2018-2023 44 1st quintile Best=1, Worst=410

RELATIVE COSTS BUSINESS

U.S.=100%

VITALITY RELATIVE

Best=1, Worst=403

QUALITY 89 Best=1, Worst=378

ANALYSIS

BUSINESS CYCLE STATUS Mid pansi Recovery Expansion In Recession At Risk

STRENGTHS & WEAKNESSES

STRENGTHS

- » Low living and business costs compared with other tech hubs.
- High per capita income that supports consumption.
- Strong and improving net migration.
- Very high economic vitality.
- Large concentration of prime-age workers.

WEAKNESSES

- » Strained infrastructure.
- » High employment volatility.

FORECAST RISKS

SHORT TERM



LONG TERM



RISK EXPOSURE 2019-2024

2nd quintile

COUNTY

Highest=1 Lowest=403

UPSIDE

- » More high-quality jobs in tech and life sciences boost incomes, spending.
- » Population growth is stronger, benefiting housing and consumer industries.
- » NCSU's expansion does more to stimulate growth in RAL's economy.

DOWNSIDE

MOODY'S RATING

» Restrictions on the H-1B visa limit labor force growth, hurt key tech industries.

Recent Performance. Raleigh's economy is the star of the Tar Heel State. Year-over-year payroll growth is once again running at more than double the national rate. A near-complete count of jobs from the Quarterly Census of Employment and Wages shows that the apparent slowdown through the first half of 2019 was an artifact of survey employment issues resulting from the impact of Hurricane Florence. Healthcare, professional/business services and leisure/hospitality accounted for twothirds of net new jobs over the last year. The unemployment rate remains below the national average but has risen slightly from its late-2018 cycle low; however, this reflects RAL's rapidly expanding labor force and not weak job growth. The strong labor market is carrying over into housing, where prices are more than 20% above their prior peak.

White-collar wonder. Tech, life sciences, and other professional and technical services hold the most promise for growth. Professional/business services payrolls are growing at nearly three times the national rate and have accounted for one-third of net new jobs over the last year. Business costs are 15% below the U.S. average and much lower than those in other tech centers, giving RAL an edge that spurs investment. High tech accounts for more than 10% of RAL's jobs, seventh highest among the 65 U.S. metro areas and divisions with at least 1 million residents. Prospects remain bright, as RAL extended a string of positive news with Microsoft's recent announcement that it will create 500 additional software development jobs. Tech employers and RAL's universities will feed off each other as the deep talent pool draws firms to the area and expanding firms look to local universities to develop in-house talent.

NCSU. North Carolina State University will provide an increasingly valuable resource as talent becomes scarcer. Investment has been pouring into the Centennial Campus, a university-led

innovation district. The campus provides critical collaboration between academics, entrepreneurs, and established corporate partners. NCSU is engaged in a three-year collaboration with Infosys to provide data science training to new hires. Beyond the advantages to the tech industry, NCSU will provide a stable source of quality jobs as one of the largest employers in RAL.

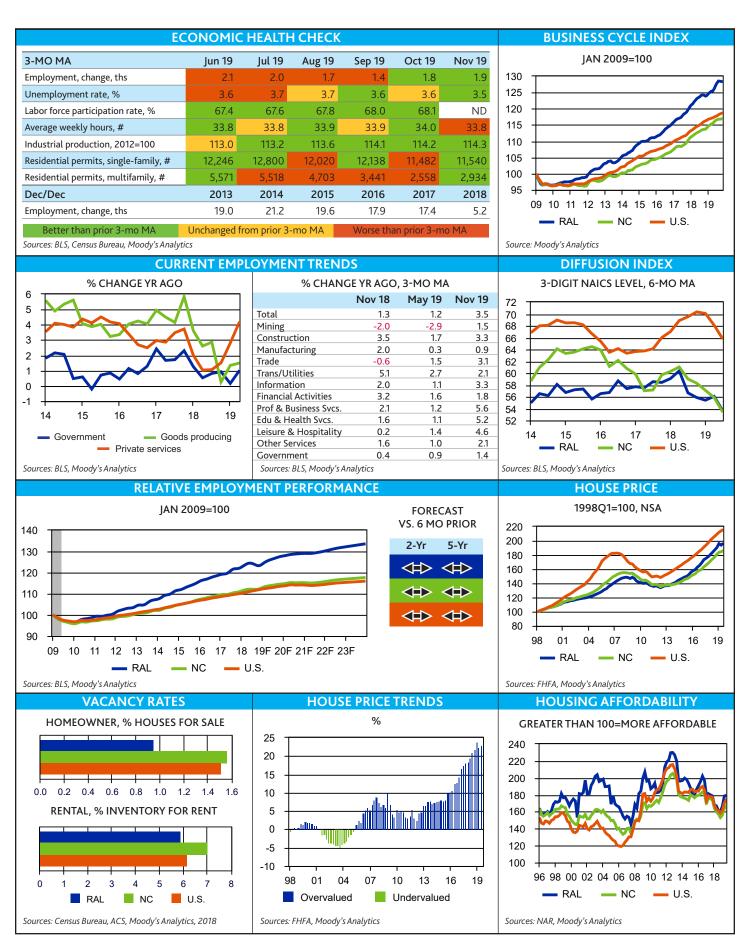
Housing. Strong demographics and robust job growth will increase pressure on an alreadyhot housing market. Households are forming at more than double the national rate thanks to strong population gains and the release of pentup housing demand made possible by improving consumer finances. Despite the surge in demand, price appreciation has remained in check throughout the expansion thanks to a strong response from builders. Permitting issuance rebounded sharply and has surpassed levels from the early 2000s prior to the housing market bubble, despite ongoing sluggishness nationally. As a result, construction payrolls are up nearly 50% since the end of the recession, far better than the 33% rise nationally.

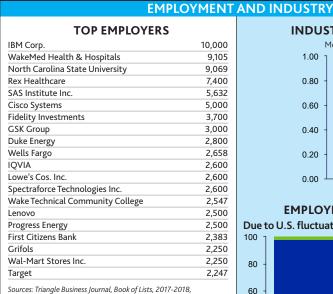
Young professionals are creating strong demand for multifamily housing and driving aboveaverage rent growth despite a wealth of new supply coming on line. RAL is adding apartment units faster than most other parts of the country, but occupancy rates remain above 95%.

Raleigh will remain a top performer, easily outpacing the state and U.S. in the near term. Job growth will moderate but consumerdriven and knowledge-based industries will thrive thanks to in-migration and investment in high tech. Longer term, stellar demographics, a deep talent pool, and low business costs will spur investment and keep RAL a top-performing large economy in the South.

Dante DeAntonio 1-866-275-3266 December 2019 help@economy.com

Aaa AS OF AUG 07, 2014 2013 2018 2014 2015 2016 2017 **INDICATORS** 2019 2020 2021 2022 2023 2024 59.1 62.0 65.6 67.7 70.2 74.1 76.2 78.6 81.9 84.7 73.1 Gross metro product (C12\$ bil) 87.5 1.9 4.9 5.9 3.1 3.8 4.1 % change 1.3 2.9 3.1 4.2 3.4 3.3 540.3 560.1 580.3 600.4 617.0 632.7 Total employment (ths) 645.6 657.7 661.7 671.4 679.8 687.7 2.9 3.5 % change 0.6 3.7 3.6 2.8 2.6 2.0 1.9 1.5 1.3 1.2 6.2 5.1 4.8 4.4 3.9 3.4 Unemployment rate (%) 3.5 3.3 3.6 3.7 3.7 3.7 1.2 7.6 7.7 4.3 5.3 7.8 Personal income growth (%) 7.1 5.1 4.2 5.7 5.1 4.8 61.4 63.3 70.0 72.6 73.9 Median household income (\$ ths) 75.4 77.5 79.0 83.4 85.5 66.6 81.2 1.213.3 1.241.2 1,271.2 1,303.8 1,334.3 1,362.5 Population (ths) 1,394.1 1,427.2 1,458.4 1,488.5 1,518.0 ,547.9 % change 22 23 2.4 2.6 23 2.1 23 24 22 2.1 2.0 2.0 17.0 18.7 21.4 24.0 22.5 20.5 Net migration (ths) 23.7 25.2 23.4 21.8 22.4 22.2 8,034 7,680 8,694 9,442 10,752 11,160 Single-family permits (#) 11,651 11,964 14,745 18,648 19,211 18,821 3,397 3,967 3,293 4,072 3,428 4,790 Multifamily permits (#) 3,381 5,518 6,611 6,972 6,970 6,929 FHFA house price (1995Q1=100) 156.0 163.2 171.2 182.1 196.2 209.4 221.6 225.9 228.5 230.9 234.7 239.9

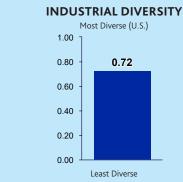


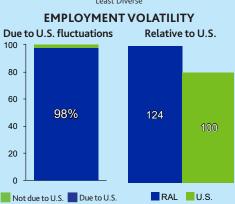


Triangle Business Journal, Book of Lists, 2018, Wake County Economic Development, 2017

PUBLIC

Federal	5,807
State	45,846
Local	46,440
2018	





COMPARATIVE EMPLOYMENT AND INCOME

	% OF TO	% OF TOTAL EMPLOYMENT		AVERAGE ANNUAL EARNINGS		
Sector	RAL	NC	U.S.	RAL	NC	U.S.
Mining	0.1	0.1	0.5	\$31,856	\$38,236	\$103,785
Construction	6.2	4.9	4.9	\$64,983	\$57,428	\$68,455
Manufacturing	5.7	10.6	8.5	\$107,190	\$72,288	\$83,365
Durable	70.3	54.4	62.6	nd	\$75,685	\$86,331
Nondurable	29.7	45.6	37.4	nd	\$68,227	\$78,483
Transportation/Utilities	2.2	3.4	4.0	nd	\$53,477	\$60,890
Wholesale Trade	4.1	4.1	3.9	\$108,789	\$83,862	\$88,316
Retail Trade	11.2	11.2	10.6	\$32,934	\$31,064	\$35,245
Information	3.5	1.8	1.9	\$101,964	\$85,160	\$119,417
Financial Activities	5.2	5.3	5.7	\$47,007	\$52,873	\$59,540
Prof. and Bus. Services	18.8	14.1	14.1	nd	\$60,929	\$71,767
Educ. and Health Services	12.4	13.6	15.9	\$56,774	\$52,772	\$56,400
Leisure and Hosp. Services	11.2	11.2	11.0	\$22,277	\$25,487	\$29,108
Other Services	3.9	3.4	3.9	\$40,144	\$34,170	\$38,639
Government	15.5	16.3	15.1	\$66,835	\$67,912	\$78,273

Sources: Percent of total employment — BLS, Moody's Analytics, 2018, Average annual earnings — BEA, Moody's Analytics, 2017

ENTREPRENEURSHIP EMPLOYMENT IN NEW COMPANIES, % OF TOTAL 0.6 0.8 RAL NC U.S Sources: Census Bureau, Moody's Analytics, avg 2012-2016 **EXPORTS**

Product	\$ mil
Food and kindred products	ND
Chemicals	1,500.7
Primary metal manufacturing	ND
Fabricated metal products	ND
Machinery, except electrical	262.6
Computer and electronic products	582.9
Transportation equipment	ND
Miscellaneous manufacturing	122.7
Other products	562.6
Total	3,193.2
Destination	\$ mil
Africa	47.4
Asia	702.7
European Union	1,104.9
Canada & Mexico	973.0
South America	168.7
Rest of world	196.6
Total	3,193.2
% of GDP	3.9

Sources: BEA, International Trade Administration, Moody's Analytics, 2018



Sources: BEA, Moody's Analytics, 2017

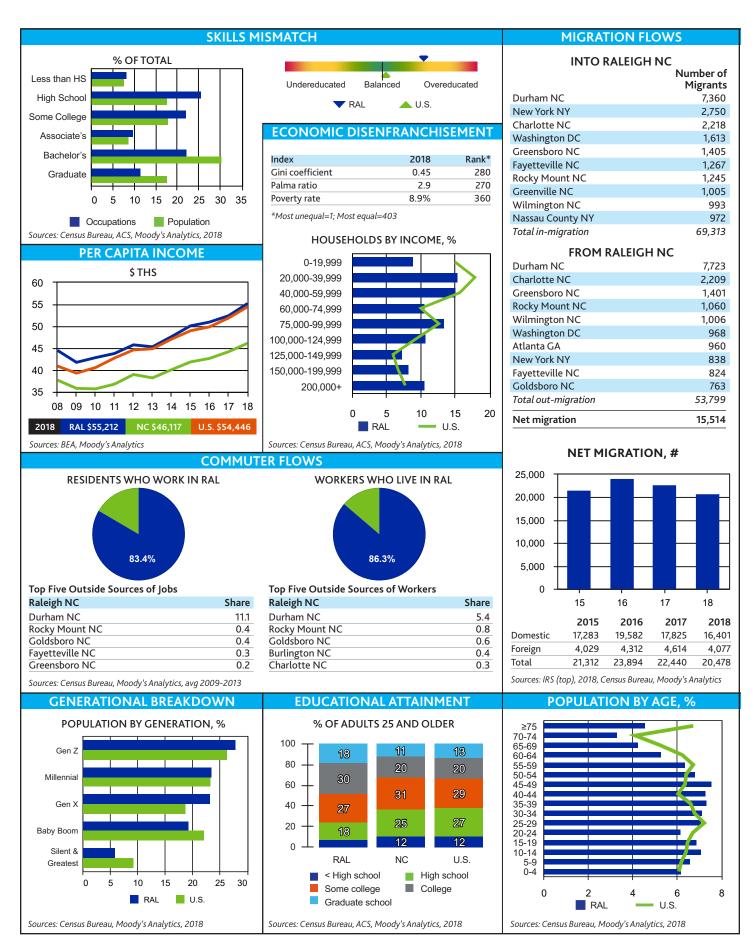
LEADING INDUSTRIES BY WAGE TIER

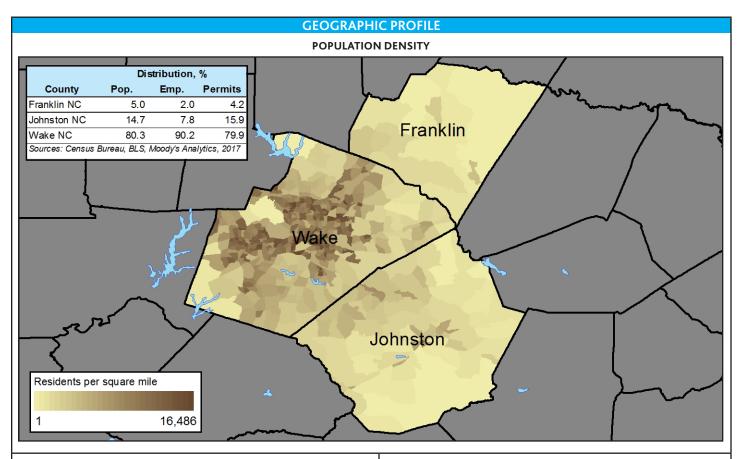
BU:	SINESS COSTS
	U.S.=100
Total	
Unit labor	
Energy	
State and local taxes	
Office rent	
	0 20 40 60 80 100
	2012 2017
Source: Moody's Analytics	

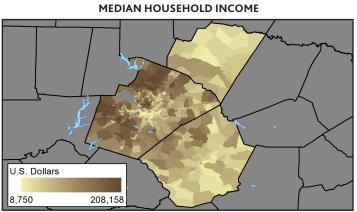
HIGH-TECH EMPLOYMENT			
	Ths	% of total	
RAL	64.2	10.1	
U.S.	7.261.0	4 9	
	1,201.0	1.5	
	,	RELATED	
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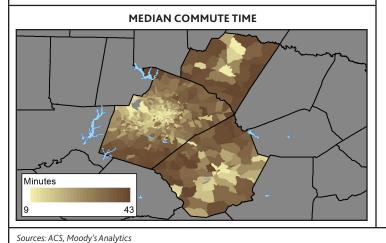
Source: Moody's Analytics, 2018

	NAICS	Industry	Location Quotient	Employees (ths)
	5415	Computer systems design & related srvc	s. 2.0	15.8
픙	5511	Management of companies & enterprises	1.2	10.5
I ≚	5413	Architectural, engineering & rel. srvcs.	1.7	9.7
	6211	Offices of physicians	0.9	9.2
	GVS	State Government	2.2	44.8
□	GVL	Local Government	0.8	44.5
Δ	5613	Employment services	1.6	23.2
	6221	General medical and surgical hospitals	0.9	16.3
	7225	Restaurants and other eating places	1.2	47.7
o	5617	Services to buildings and dwellings	1.6	13.0
으	4451	Grocery stores	1.1	12.0
	7139	Other amusement and recreation industr	ries 1.6	8.4
Sou	ırce: Moo	dv's Analytics. 2018		









POPULATION & HOUSING CHARACTERISTICS

	Units	Value	Rank*
Total area	sq mi	2,147.3	161
Total water area	sq mi	29.2	248
Total land area	sq mi	2,118.2	143
Land area - developable	sq mi	2,102.6	50
Land area - undevelopab	le sq mi	15.5	336
Population density	pop. to developable land	605.9	98
Total population	ths	1,362.5	52
U.S. citizen at birth	% of population	86.7	301
Naturalized U.S. citizen	% of population	5.2	105
Not a U.S. citizen	% of population	6.5	94
Median age		36.9	273
Total housing units	ths	548.2	55
Owner occupied	% of total	59.9	139
Renter occupied	% of total	32.2	138
Vacant	% of total	7.9	306
1-unit; detached	% of total	61.4	293
1-unit; attached	% of total	9.6	40
Multifamily	% of total	22.8	166
Median year built		1996	

^{*} Areas & pop. density, out of 410 metro areas/divisions, including metros in Puerto Rico; all others, out of 403 metros.

Sources: Census Bureau, Moody's Analytics, 2018 except land area 2010

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