

# Moore County

myFutureNC 2024 Attainment Profiles



Pinehurst-Rockingham  
Prosperity Zone Sub-Region  
**Peer County Type:** Rural - Non-Metro  
**Local Education Agencies:** 1 (2023)  
**Charter Schools:** 3 (2023)

2030 Proposed Moore County Attainment Goal: 19,276 (Stretch Goal: 19,378)

2030 State Attainment Goal: 2 million

## Population Spotlight

2020 Census: 99,725  
2022 Estimate: 105,531  
Change: 5,806

## Growth Rate

**5.8%** County vs. **2.5%** State



**\$84,458**  
Median Household Income (2022)  
State: \$67,516



**77%**  
Home Owners (2022)  
State: 67%



**13.2%**  
Child Poverty Rate (2022)  
State: 17.2%



**11.8%**  
Opportunity Youth Rate (2022)  
State: 10.9%



**76%**  
Households with Broadband (2022)  
State: 77%



**3.7%**  
Unemployment Rate (2022)  
State: 3.7%

## Educational Attainment

Moore County residents ages 25-44, 2022

Less than high school High school graduate (including GED) Some college, no credential Short-term credential Associate degree Bachelor's degree Graduate or professional degree

**No Degree**  
**8,431**  
35.7%

**Have Degree or Credential**  
**15,189**  
64.3%



Note: Numbers may not add up to 100% due to rounding

## Top Opportunities for Growth

These three areas represent the biggest opportunities for Moore County to improve future attainment outcomes.



### NC Pre-K Enrollment

16% of Moore County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - non-metro county average of 68%.



### School Counselors

Moore County has a student-to-school counselor ratio of 334:1, above the rural - non-metro county average of 325:1.



### Math Performance

40% of Moore County 3-8 graders earn college-and-career-ready scores in Math, below the state goal of 86%.

## Promising Attainment Practices

The new **Promising Attainment Practices Database** is a curated, searchable, and filterable collection of about 250 county, region, and state-level initiatives and programs that directly address various components of the state's attainment challenge. The Database allows local and regional initiative leaders and other stakeholders to identify groups across the state who are developing or operating initiatives designed to boost attainment.

Follow link to discover how Moore County has been meeting local needs:

[https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt\\_search=Moore](https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Moore)

## LABOR MARKET ALIGNMENT

### In Pinehurst-Rockingham Prosperity Zone Sub-Region:

**52.3%**

of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

#### Top areas of misalignment:

**Health Science** bachelor's and below bachelor's  
**Business Management & Administration** bachelor's  
**Education & Training** bachelor's



**21** Individuals served in an ApprenticeshipNC program in 2020

### UNC and NC Community College Outcomes:

**1,663** graduates in 2020  
**71%** of 2016 graduates were employed in NC in 2021  
**\$35,097** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)



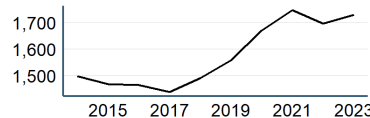
**59%** of adults (ages 25-44) in Moore County earned a family sustaining wage, 2022

### Moore County is served by:

Mid-Carolina Workforce Development Board  
Central Pines Council of Governments

### UNC System College Enrollment

#### Curriculum



### Top 3 Five-Star Jobs in Pinehurst-Rockingham Prosperity Zone Sub-Region

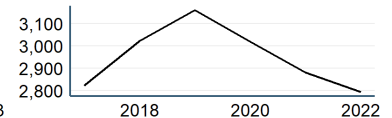
Job Title	Annual Growth
Nurse Practitioners	5%
Logisticians	4%
Medical and Health Services Managers	3%

### Top 3 Employers in Moore County

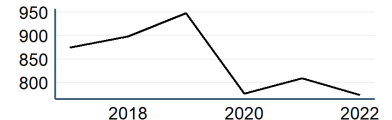
Employer	Employment Range
Firsthealth Of The Carolinas Inc	1000+
Moore County Schools	1000+
Pinehurst Resort And Country Club	1000+

### NC Community College Enrollment

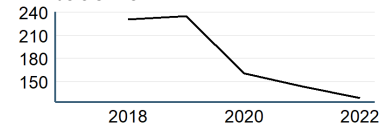
#### Curriculum



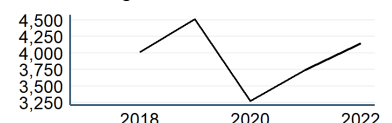
#### First-time Curriculum Enrollments



#### Basic Skills



#### Continuing Education



## Adult Learners

## Moore County resident enrollments in NC Community Colleges, Fall 2022

129 Basic Skills  
4,149 Continuing Education  
2,794 Curriculum



11% of Moore County residents have **student loan debt**; 5% of debt holders had **student loans in default**. 2022

## Success of Moore County High School Graduates

- 84% of students who enroll **persist to their second year** versus 78% in peer counties. 2022
- 62% of students who enroll **earn a degree or certificate** within 6 years versus 55% in peer counties. 2022

## Top destinations of all college-goers, Fall 2023

- 3,738 of all college-goers attended **Sandhills CC**
- 305 of all college-goers attended **Central Carolina CC**
- 250 of all college-goers attended **Fayetteville TCC**

• 68% of seniors **completed the FAFSA** in 2023, compared to 62% statewide; 112 more need to complete in 2023 to meet state goal of 80%. 2023

• 83% of graduates reported **intentions to enroll** in a postsecondary institution versus 68% in peer counties. 2022

• 64% of graduates **enrolled in a postsecondary institution** within 12 months versus 52% in peer counties. 2022



35% of Moore County students have **parents with no college degree** (either 2- or 4-year) versus 55% in peer counties.

## How students in Moore County traditional schools are doing:

• 16% of eligible 4-year-olds **enrolled in NC Pre-K program**, compared to 53% statewide; 223 more needed to meet state goal of 75%. 2023

• 37% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to 30% statewide; 2,817 more needed to meet state goal of 73%. 2023

• 40% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to 35% statewide; 2,634 more needed to meet state goal of 86%. 2023

• 92% of 9th graders **graduate within four years**, compared to 87% statewide; 36 more needed to meet state goal of 95%. 2023

• 19% of students are **chronically absent from school**, compared to 27% statewide; 1,066 less needed to meet state goal of 11%. 2023



Moore County has a **student-to-school counselor ratio** of 334:1 versus 325:1 in peer counties. 2023



1% of students **drop out of high school** (59 total students), compared to 2% statewide. 2023

## Degree Credentials Awarded, 2022

739 certificate | 1,189 associate | 19 bachelor's

## Postsecondary assets in Pinehurst-Rockingham Prosperity Zone sub-region

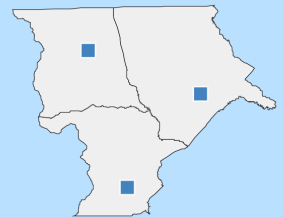
## Public, 4-year or above

## Public, 2-year

Montgomery Community College,  
Richmond Community College, Sandhills  
Community College

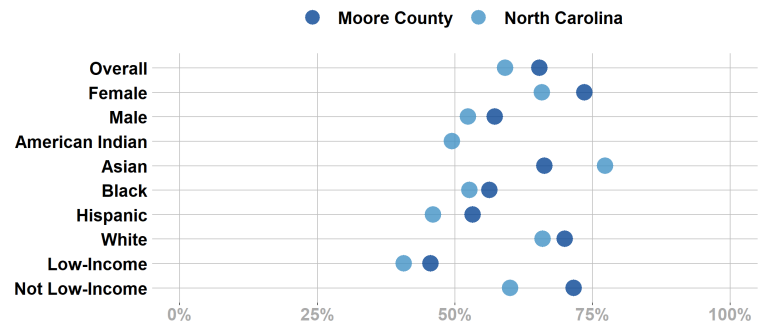
## Private not-for-profit, 4-year or above

## Private not-for-profit, 2-year



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## Postsecondary Enrollment Rates for Select Groups in Moore County, 2022

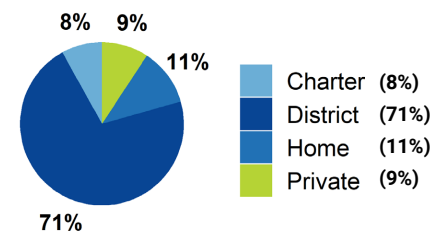


Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

## School Choice

17,915 total students were enrolled in K-12 in Moore County in the 2022-23 school year.

Note: This profile focuses on outcomes of students enrolled in district schools.



## Access to Postsecondary Credits

Students in Moore County completed 4,731 Career & Technical Education (CTE) credentials (623 (13%) were industry-valued credentials) and 812 concentrations in 2023. The top three CTE concentrations completed include Health Science; Agricultural, Food, & Natural Resources; and Hospitality & Tourism.



743 high school students took at least one **AP test** (18%) versus 8% in peer counties (2023).



653 high school students participated in **Career & College Promise programs** (62%) versus 51% in peer counties (2023).

For more information about each indicator, including data sources and methodology, visit:

[dashboard.myfuturenc.org/county-data-and-resources/](https://dashboard.myfuturenc.org/county-data-and-resources/)