

FULL PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.7261/-81.7018

RF1

400 Morganton Heights Blvd

Morganton, NC 28655

1 mi radius 3 mi radius 5 mi radius

POPULATION	2019 Estimated Population	2,698	18,543	34,157
	2024 Projected Population	2,825	19,104	35,146
	2010 Census Population	2,738	19,002	35,696
	2000 Census Population	2,559	19,744	35,480
	Projected Annual Growth 2019 to 2024	0.9%	0.6%	0.6%
	Historical Annual Growth 2000 to 2019	0.3%	-0.3%	-0.2%
HOUSEHOLDS	2019 Estimated Households	1,102	7,961	14,585
	2024 Projected Households	1,137	8,072	14,763
	2010 Census Households	1,035	7,483	13,828
	2000 Census Households	1,054	7,627	13,593
	Projected Annual Growth 2019 to 2024	0.6%	0.3%	0.2%
	Historical Annual Growth 2000 to 2019	0.2%	0.2%	0.4%
AGE	2019 Est. Population Under 10 Years	12.5%	10.7%	10.2%
	2019 Est. Population 10 to 19 Years	11.9%	11.9%	11.9%
	2019 Est. Population 20 to 29 Years	16.6%	13.8%	12.8%
	2019 Est. Population 30 to 44 Years	16.5%	16.1%	16.2%
	2019 Est. Population 45 to 59 Years	18.7%	19.5%	20.6%
	2019 Est. Population 60 to 74 Years	14.5%	17.2%	18.4%
	2019 Est. Population 75 Years or Over	9.3%	10.7%	9.8%
	2019 Est. Median Age	37.3	41.4	42.6
MARITAL STATUS & GENDER	2019 Est. Male Population	51.6%	49.7%	50.0%
	2019 Est. Female Population	48.4%	50.3%	50.0%
	2019 Est. Never Married	30.4%	30.9%	31.4%
	2019 Est. Now Married	42.6%	40.5%	43.0%
	2019 Est. Separated or Divorced	20.5%	20.0%	17.6%
	2019 Est. Widowed	6.5%	8.6%	8.0%
INCOME	2019 Est. HH Income \$200,000 or More	4.5%	2.4%	2.2%
	2019 Est. HH Income \$150,000 to \$199,999	2.5%	4.0%	3.9%
	2019 Est. HH Income \$100,000 to \$149,999	3.3%	8.0%	8.3%
	2019 Est. HH Income \$75,000 to \$99,999	9.9%	12.7%	12.9%
	2019 Est. HH Income \$50,000 to \$74,999	13.8%	19.0%	20.8%
	2019 Est. HH Income \$35,000 to \$49,999	17.4%	14.9%	14.5%
	2019 Est. HH Income \$25,000 to \$34,999	13.5%	10.0%	10.9%
	2019 Est. HH Income \$15,000 to \$24,999	17.3%	14.3%	13.5%
	2019 Est. HH Income Under \$15,000	17.7%	14.7%	13.1%
	2019 Est. Average Household Income	\$59,300	\$58,106	\$58,858
	2019 Est. Median Household Income	\$40,867	\$47,344	\$48,671
	2019 Est. Per Capita Income	\$24,696	\$25,510	\$25,715
	2019 Est. Total Businesses	229	1,570	1,844
	2019 Est. Total Employees	3,228	19,459	22,966

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RACE	2019 Est. White	62.6%	70.5%	76.1%
	2019 Est. Black	10.6%	11.4%	9.7%
	2019 Est. Asian or Pacific Islander	3.8%	3.3%	3.7%
	2019 Est. American Indian or Alaska Native	1.7%	0.8%	0.6%
	2019 Est. Other Races	21.3%	14.0%	10.0%
HISPANIC	2019 Est. Hispanic Population	748	3,175	3,956
	2019 Est. Hispanic Population	27.7%	17.1%	11.6%
	2024 Proj. Hispanic Population	29.1%	18.2%	12.3%
	2010 Hispanic Population	22.7%	13.8%	9.2%
EDUCATION (Adults 25 or Older)	2019 Est. Adult Population (25 Years or Over)	1,840	13,131	24,464
	2019 Est. Elementary (Grade Level 0 to 8)	11.4%	8.4%	7.8%
	2019 Est. Some High School (Grade Level 9 to 11)	9.1%	8.8%	8.7%
	2019 Est. High School Graduate	22.9%	26.1%	27.8%
	2019 Est. Some College	15.5%	20.4%	21.7%
	2019 Est. Associate Degree Only	12.0%	12.5%	12.1%
	2019 Est. Bachelor Degree Only	16.4%	14.3%	13.8%
	2019 Est. Graduate Degree	12.6%	9.6%	8.1%
HOUSING	2019 Est. Total Housing Units	1,181	8,529	15,593
	2019 Est. Owner-Occupied	44.8%	54.5%	61.7%
	2019 Est. Renter-Occupied	48.5%	38.9%	31.8%
	2019 Est. Vacant Housing	6.7%	6.7%	6.5%
HOMES BUILT BY YEAR	2019 Homes Built 2010 or later	0.4%	1.9%	2.1%
	2019 Homes Built 2000 to 2009	3.7%	8.9%	9.9%
	2019 Homes Built 1990 to 1999	6.3%	8.9%	11.5%
	2019 Homes Built 1980 to 1989	6.7%	8.8%	10.5%
	2019 Homes Built 1970 to 1979	26.1%	18.6%	18.7%
	2019 Homes Built 1960 to 1969	10.0%	10.9%	11.0%
	2019 Homes Built 1950 to 1959	12.8%	14.5%	12.7%
	2019 Homes Built Before 1949	27.3%	20.8%	17.0%
HOME VALUES	2019 Home Value \$1,000,000 or More	0.3%	0.2%	0.4%
	2019 Home Value \$500,000 to \$999,999	4.1%	2.6%	1.8%
	2019 Home Value \$400,000 to \$499,999	7.5%	3.6%	3.0%
	2019 Home Value \$300,000 to \$399,999	6.5%	4.8%	4.2%
	2019 Home Value \$200,000 to \$299,999	10.2%	14.2%	13.5%
	2019 Home Value \$150,000 to \$199,999	20.2%	23.9%	24.8%
	2019 Home Value \$100,000 to \$149,999	26.5%	20.4%	20.6%
	2019 Home Value \$50,000 to \$99,999	20.7%	24.2%	23.8%
	2019 Home Value \$25,000 to \$49,999	0.7%	1.7%	2.8%
	2019 Home Value Under \$25,000	7.2%	9.3%	10.3%
	2019 Median Home Value	\$150,009	\$138,677	\$135,014
	2019 Median Rent	\$507	\$502	\$497

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LABOR FORCE	2019 Est. Labor Population Age 16 Years or Over	2,190	15,381	28,520
	2019 Est. Civilian Employed	54.4%	49.3%	50.7%
	2019 Est. Civilian Unemployed	1.1%	1.6%	1.6%
	2019 Est. in Armed Forces	-	-	-
	2019 Est. not in Labor Force	44.5%	49.0%	47.7%
	2019 Labor Force Males	51.2%	49.1%	49.5%
	2019 Labor Force Females	48.8%	50.9%	50.5%
OCCUPATION	2019 Occupation: Population Age 16 Years or Over	1,191	7,584	14,448
	2019 Mgmt, Business, & Financial Operations	9.3%	11.3%	10.6%
	2019 Professional, Related	15.7%	18.6%	17.4%
	2019 Service	22.2%	24.9%	26.2%
	2019 Sales, Office	17.8%	18.7%	19.2%
	2019 Farming, Fishing, Forestry	-	0.2%	0.3%
	2019 Construction, Extraction, Maintenance	8.2%	6.6%	7.0%
	2019 Production, Transport, Material Moving	26.9%	19.6%	19.3%
	2019 White Collar Workers	42.8%	48.6%	47.2%
	2019 Blue Collar Workers	57.2%	51.4%	52.8%
TRANSPORTATION TO WORK	2019 Drive to Work Alone	75.6%	80.1%	83.3%
	2019 Drive to Work in Carpool	18.4%	13.3%	11.3%
	2019 Travel to Work by Public Transportation	-	-	-
	2019 Drive to Work on Motorcycle	-	-	-
	2019 Walk or Bicycle to Work	2.1%	1.5%	1.1%
	2019 Other Means	0.1%	1.5%	1.1%
	2019 Work at Home	3.8%	3.6%	3.2%
TRAVEL TIME	2019 Travel to Work in 14 Minutes or Less	59.1%	42.2%	38.2%
	2019 Travel to Work in 15 to 29 Minutes	21.4%	30.9%	38.3%
	2019 Travel to Work in 30 to 59 Minutes	14.5%	14.8%	15.3%
	2019 Travel to Work in 60 Minutes or More	3.3%	3.3%	3.1%
	2019 Average Travel Time to Work	12.6	15.1	15.9
CONSUMER EXPENDITURE	2019 Est. Total Household Expenditure	\$53.21 M	\$382.93 M	\$709.59 M
	2019 Est. Apparel	\$1.85 M	\$13.21 M	\$24.4 M
	2019 Est. Contributions, Gifts	\$2.95 M	\$20.99 M	\$38.82 M
	2019 Est. Education, Reading	\$1.63 M	\$11.34 M	\$20.72 M
	2019 Est. Entertainment	\$2.91 M	\$21.11 M	\$39.2 M
	2019 Est. Food, Beverages, Tobacco	\$8.28 M	\$59.55 M	\$110.29 M
	2019 Est. Furnishings, Equipment	\$1.81 M	\$13.13 M	\$24.39 M
	2019 Est. Health Care, Insurance	\$4.95 M	\$35.96 M	\$66.98 M
	2019 Est. Household Operations, Shelter, Utilities	\$17.62 M	\$126.05 M	\$232.98 M
	2019 Est. Miscellaneous Expenses	\$998.46 K	\$7.22 M	\$13.39 M
	2019 Est. Personal Care	\$710.86 K	\$5.13 M	\$9.5 M
	2019 Est. Transportation	\$9.51 M	\$69.22 M	\$128.93 M

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