



Community Profile

Rings: 1, 3, 5 mile radii

398 Morganton Heights Blvd, Morganton,

Latitude: 35.73

Longitude: -81.70

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,559	19,724	35,316
2010 Total Population	2,738	18,983	35,541
2018 Total Population	2,817	19,216	35,705
2018 Group Quarters	128	1,049	2,040
2023 Total Population	2,880	19,544	36,256
2018-2023 Annual Rate	0.44%	0.34%	0.31%
2018 Total Daytime Population	4,420	31,331	42,339
Workers	2,826	20,254	22,624
Residents	1,594	11,077	19,715
Household Summary			
2000 Households	1,065	7,659	13,448
2000 Average Household Size	2.28	2.33	2.41
2010 Households	1,046	7,525	13,698
2010 Average Household Size	2.45	2.34	2.40
2018 Households	1,080	7,704	13,989
2018 Average Household Size	2.49	2.36	2.41
2023 Households	1,100	7,825	14,190
2023 Average Household Size	2.50	2.36	2.41
2018-2023 Annual Rate	0.37%	0.31%	0.29%
2010 Families	645	4,687	8,967
2010 Average Family Size	3.05	2.94	2.94
2018 Families	655	4,728	9,038
2018 Average Family Size	3.15	3.00	2.99
2023 Families	664	4,776	9,123
2023 Average Family Size	3.17	3.02	3.01
2018-2023 Annual Rate	0.27%	0.20%	0.19%
Housing Unit Summary			
2000 Housing Units	1,158	8,123	14,261
Owner Occupied Housing Units	49.5%	57.1%	63.9%
Renter Occupied Housing Units	42.5%	37.2%	30.4%
Vacant Housing Units	8.0%	5.7%	5.7%
2010 Housing Units	1,214	8,536	15,400
Owner Occupied Housing Units	42.5%	52.0%	59.0%
Renter Occupied Housing Units	43.7%	36.1%	30.0%
Vacant Housing Units	13.8%	11.8%	11.1%
2018 Housing Units	1,234	8,840	15,831
Owner Occupied Housing Units	38.5%	46.5%	53.8%
Renter Occupied Housing Units	48.9%	40.6%	34.6%
Vacant Housing Units	12.5%	12.9%	11.6%
2023 Housing Units	1,265	9,065	16,194
Owner Occupied Housing Units	39.2%	47.2%	54.4%
Renter Occupied Housing Units	47.8%	39.1%	33.2%
Vacant Housing Units	13.0%	13.7%	12.4%
Median Household Income			
2018	\$39,658	\$38,315	\$40,889
2023	\$45,829	\$45,253	\$48,091
Median Home Value			
2018	\$169,500	\$149,865	\$147,125
2023	\$257,778	\$184,829	\$180,675
Per Capita Income			
2018	\$23,310	\$23,347	\$23,432
2023	\$26,926	\$27,045	\$27,045
Median Age			
2010	36.6	39.6	40.2
2018	36.3	40.9	41.9
2023	37.1	41.8	42.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	1,080	7,704	13,989
<\$15,000	16.4%	20.8%	18.3%
\$15,000 - \$24,999	12.8%	14.5%	13.1%
\$25,000 - \$34,999	14.1%	10.7%	11.5%
\$35,000 - \$49,999	17.1%	14.1%	14.9%
\$50,000 - \$74,999	16.5%	16.1%	17.8%
\$75,000 - \$99,999	9.8%	9.9%	10.5%
\$100,000 - \$149,999	6.2%	8.1%	8.6%
\$150,000 - \$199,999	4.0%	2.9%	2.7%
\$200,000+	3.1%	2.8%	2.6%
Average Household Income	\$58,779	\$56,292	\$57,511
2023 Households by Income			
Household Income Base	1,100	7,825	14,190
<\$15,000	13.3%	18.2%	15.8%
\$15,000 - \$24,999	10.7%	12.2%	11.1%
\$25,000 - \$34,999	12.5%	9.4%	10.2%
\$35,000 - \$49,999	17.3%	13.7%	14.4%
\$50,000 - \$74,999	18.4%	17.6%	19.3%
\$75,000 - \$99,999	11.5%	11.7%	12.2%
\$100,000 - \$149,999	7.6%	10.1%	10.6%
\$150,000 - \$199,999	4.8%	3.4%	3.2%
\$200,000+	3.9%	3.6%	3.3%
Average Household Income	\$68,754	\$65,682	\$66,820
2018 Owner Occupied Housing Units by Value			
Total	475	4,114	8,511
<\$50,000	7.4%	6.7%	8.7%
\$50,000 - \$99,999	14.3%	20.9%	20.5%
\$100,000 - \$149,999	24.2%	22.5%	22.1%
\$150,000 - \$199,999	10.5%	17.3%	17.6%
\$200,000 - \$249,999	7.8%	10.1%	9.3%
\$250,000 - \$299,999	8.4%	7.2%	7.4%
\$300,000 - \$399,999	11.2%	6.4%	6.9%
\$400,000 - \$499,999	7.8%	3.6%	2.9%
\$500,000 - \$749,999	4.8%	3.0%	2.9%
\$750,000 - \$999,999	2.1%	1.7%	1.1%
\$1,000,000 - \$1,499,999	1.5%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$243,158	\$201,045	\$191,824
2023 Owner Occupied Housing Units by Value			
Total	496	4,282	8,815
<\$50,000	4.4%	4.6%	5.9%
\$50,000 - \$99,999	9.3%	15.1%	14.7%
\$100,000 - \$149,999	18.3%	18.5%	18.5%
\$150,000 - \$199,999	9.3%	17.0%	17.7%
\$200,000 - \$249,999	7.3%	10.5%	10.3%
\$250,000 - \$299,999	9.1%	9.3%	9.5%
\$300,000 - \$399,999	16.7%	9.7%	10.5%
\$400,000 - \$499,999	12.7%	6.1%	4.9%
\$500,000 - \$749,999	8.1%	5.2%	5.0%
\$750,000 - \$999,999	2.8%	2.9%	2.0%
\$1,000,000 - \$1,499,999	2.0%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$304,536	\$250,420	\$237,941

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	2,740	18,983	35,540
0 - 4	8.2%	6.3%	5.7%
5 - 9	5.7%	5.6%	5.6%
10 - 14	5.3%	5.9%	5.9%
15 - 24	14.2%	14.5%	15.3%
25 - 34	14.6%	12.2%	11.2%
35 - 44	12.0%	12.1%	12.5%
45 - 54	13.1%	13.4%	14.1%
55 - 64	11.4%	12.5%	13.0%
65 - 74	7.4%	8.5%	8.8%
75 - 84	5.7%	6.4%	5.8%
85 +	2.2%	2.6%	2.2%
18 +	76.9%	78.0%	78.2%
2018 Population by Age			
Total	2,816	19,215	35,706
0 - 4	7.6%	5.9%	5.4%
5 - 9	7.4%	5.7%	5.5%
10 - 14	6.5%	5.7%	5.6%
15 - 24	10.9%	12.6%	13.2%
25 - 34	15.9%	13.0%	12.3%
35 - 44	12.0%	11.6%	11.5%
45 - 54	11.5%	12.2%	12.9%
55 - 64	11.7%	13.0%	13.5%
65 - 74	9.0%	11.0%	11.4%
75 - 84	5.1%	6.3%	6.1%
85 +	2.3%	2.9%	2.6%
18 +	75.7%	79.2%	79.9%
2023 Population by Age			
Total	2,879	19,543	36,257
0 - 4	7.4%	5.7%	5.2%
5 - 9	7.1%	5.6%	5.4%
10 - 14	7.3%	6.0%	5.8%
15 - 24	11.1%	12.2%	12.7%
25 - 34	13.9%	11.8%	11.4%
35 - 44	14.0%	12.5%	12.1%
45 - 54	10.7%	11.6%	12.1%
55 - 64	11.1%	12.8%	13.5%
65 - 74	9.4%	11.7%	12.0%
75 - 84	5.7%	7.3%	7.4%
85 +	2.2%	2.8%	2.5%
18 +	74.9%	79.1%	79.9%
2010 Population by Sex			
Males	1,403	9,517	18,139
Females	1,335	9,466	17,402
2018 Population by Sex			
Males	1,459	9,683	18,161
Females	1,358	9,533	17,544
2023 Population by Sex			
Males	1,502	9,939	18,567
Females	1,378	9,606	17,688

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

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2010 Population by Race/Ethnicity			
Total	2,738	18,984	35,541
White Alone	67.6%	73.3%	77.5%
Black Alone	9.8%	11.5%	10.6%
American Indian Alone	1.6%	0.7%	0.5%
Asian Alone	2.4%	2.0%	2.7%
Pacific Islander Alone	1.2%	1.2%	0.7%
Some Other Race Alone	13.4%	8.6%	5.8%
Two or More Races	4.0%	2.7%	2.2%
Hispanic Origin	22.7%	13.8%	9.3%
Diversity Index	69.6	58.0	49.1
2018 Population by Race/Ethnicity			
Total	2,817	19,217	35,706
White Alone	64.3%	71.1%	76.0%
Black Alone	8.4%	10.1%	9.4%
American Indian Alone	2.1%	1.0%	0.7%
Asian Alone	2.4%	2.1%	2.9%
Pacific Islander Alone	1.5%	1.5%	1.0%
Some Other Race Alone	16.5%	10.9%	7.3%
Two or More Races	4.8%	3.3%	2.8%
Hispanic Origin	28.1%	17.5%	11.9%
Diversity Index	74.9	63.2	53.6
2023 Population by Race/Ethnicity			
Total	2,880	19,545	36,255
White Alone	61.6%	69.2%	74.5%
Black Alone	7.5%	9.3%	8.7%
American Indian Alone	2.4%	1.1%	0.8%
Asian Alone	2.4%	2.1%	3.0%
Pacific Islander Alone	1.7%	1.8%	1.1%
Some Other Race Alone	18.9%	12.6%	8.6%
Two or More Races	5.4%	3.8%	3.3%
Hispanic Origin	32.3%	20.4%	14.0%
Diversity Index	78.2	67.0	57.1
2010 Population by Relationship and Household Type			
Total	2,738	18,983	35,541
In Households	93.6%	92.8%	92.3%
In Family Households	75.3%	75.0%	76.6%
Householder	23.2%	24.5%	25.3%
Spouse	15.0%	16.7%	18.1%
Child	27.4%	26.8%	27.0%
Other relative	6.3%	4.5%	3.9%
Nonrelative	3.5%	2.5%	2.3%
In Nonfamily Households	18.3%	17.8%	15.8%
In Group Quarters	6.4%	7.2%	7.7%
Institutionalized Population	3.9%	5.6%	6.1%
Noninstitutionalized Population	2.6%	1.6%	1.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	1,905	13,474	25,127
Less than 9th Grade	12.4%	8.6%	8.0%
9th - 12th Grade, No Diploma	10.9%	10.5%	9.6%
High School Graduate	18.3%	19.6%	20.1%
GED/Alternative Credential	4.6%	6.1%	6.4%
Some College, No Degree	14.8%	20.0%	22.2%
Associate Degree	12.7%	12.5%	12.4%
Bachelor's Degree	14.2%	13.6%	13.4%
Graduate/Professional Degree	12.2%	9.2%	7.8%
2018 Population 15+ by Marital Status			
Total	2,212	15,886	29,823
Never Married	32.6%	30.5%	31.0%
Married	44.2%	45.9%	47.6%
Widowed	6.6%	8.5%	8.3%
Divorced	16.5%	15.1%	13.1%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	91.5%	91.8%	92.1%
Civilian Unemployed (Unemployment Rate)	8.5%	8.2%	7.9%
2018 Employed Population 16+ by Industry			
Total	1,251	8,190	15,306
Agriculture/Mining	3.6%	1.2%	1.1%
Construction	3.8%	4.8%	5.4%
Manufacturing	20.4%	18.2%	18.3%
Wholesale Trade	2.4%	1.7%	1.4%
Retail Trade	6.6%	9.0%	9.1%
Transportation/Utilities	3.1%	2.2%	3.1%
Information	0.0%	1.0%	0.8%
Finance/Insurance/Real Estate	2.9%	4.0%	3.4%
Services	51.0%	51.7%	51.6%
Public Administration	6.2%	6.3%	5.9%
2018 Employed Population 16+ by Occupation			
Total	1,251	8,189	15,307
White Collar	40.1%	51.5%	50.4%
Management/Business/Financial	8.2%	10.6%	9.6%
Professional	15.9%	21.4%	20.8%
Sales	9.4%	9.6%	9.3%
Administrative Support	6.6%	9.9%	10.7%
Services	27.2%	23.3%	23.3%
Blue Collar	32.7%	25.2%	26.4%
Farming/Forestry/Fishing	0.5%	0.4%	0.6%
Construction/Extraction	3.8%	4.9%	5.2%
Installation/Maintenance/Repair	3.0%	2.0%	3.3%
Production	17.6%	11.9%	11.3%
Transportation/Material Moving	7.8%	6.0%	6.1%
2010 Population By Urban/ Rural Status			
Total Population	2,738	18,983	35,541
Population Inside Urbanized Area	97.7%	89.5%	76.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.3%	10.5%	23.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,046	7,524	13,697
Households with 1 Person	32.0%	32.3%	29.8%
Households with 2+ People	68.0%	67.7%	70.2%
Family Households	61.7%	62.3%	65.5%
Husband-wife Families	40.0%	42.5%	46.7%
With Related Children	18.7%	17.0%	18.0%
Other Family (No Spouse Present)	21.7%	19.8%	18.8%
Other Family with Male Householder	6.9%	5.6%	5.5%
With Related Children	3.4%	2.9%	3.0%
Other Family with Female Householder	14.8%	14.2%	13.3%
With Related Children	9.9%	9.2%	8.5%
Nonfamily Households	6.3%	5.4%	4.8%
All Households with Children	32.8%	29.7%	30.0%
Multigenerational Households	3.2%	3.4%	3.6%
Unmarried Partner Households	6.3%	5.6%	5.6%
Male-female	5.4%	4.9%	4.9%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	1,048	7,525	13,698
1 Person Household	32.0%	32.3%	29.8%
2 Person Household	30.4%	33.4%	34.9%
3 Person Household	14.9%	15.0%	15.8%
4 Person Household	11.5%	11.0%	11.6%
5 Person Household	6.1%	4.9%	4.8%
6 Person Household	3.1%	2.0%	1.9%
7 + Person Household	2.0%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	1,046	7,525	13,698
Owner Occupied	49.3%	59.0%	66.3%
Owned with a Mortgage/Loan	30.4%	35.3%	39.8%
Owned Free and Clear	18.9%	23.7%	26.5%
Renter Occupied	50.7%	41.0%	33.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,214	8,536	15,400
Housing Units Inside Urbanized Area	97.4%	87.6%	74.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.6%	12.4%	25.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Small Town Simplicity	Small Town Simplicity
2.	Comfortable Empty Nesters	Heartland Communities	Southern Satellites (10A)
3.	Heartland Communities	Front Porches (8E)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$1,655,730	\$11,151,818	\$20,596,744
Average Spent	\$1,533.08	\$1,447.54	\$1,472.35
Spending Potential Index	70	67	68
Education: Total \$	\$1,102,701	\$6,718,086	\$12,304,986
Average Spent	\$1,021.02	\$872.03	\$879.62
Spending Potential Index	71	60	61
Entertainment/Recreation: Total \$	\$2,439,972	\$17,649,520	\$32,755,067
Average Spent	\$2,259.23	\$2,290.96	\$2,341.49
Spending Potential Index	70	71	73
Food at Home: Total \$	\$3,869,187	\$28,157,727	\$51,931,672
Average Spent	\$3,582.58	\$3,654.95	\$3,712.32
Spending Potential Index	71	73	74
Food Away from Home: Total \$	\$2,663,769	\$18,191,864	\$33,735,079
Average Spent	\$2,466.45	\$2,361.35	\$2,411.54
Spending Potential Index	70	67	69
Health Care: Total \$	\$4,322,583	\$33,035,757	\$61,899,211
Average Spent	\$4,002.39	\$4,288.13	\$4,424.85
Spending Potential Index	70	75	77
HH Furnishings & Equipment: Total \$	\$1,568,044	\$10,909,743	\$20,334,933
Average Spent	\$1,451.89	\$1,416.11	\$1,453.64
Spending Potential Index	70	68	70
Personal Care Products & Services: Total \$	\$622,760	\$4,254,414	\$7,923,444
Average Spent	\$576.63	\$552.23	\$566.41
Spending Potential Index	70	67	68
Shelter: Total \$	\$13,222,281	\$84,814,096	\$154,298,452
Average Spent	\$12,242.85	\$11,009.10	\$11,029.98
Spending Potential Index	73	66	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,855,411	\$13,196,931	\$24,637,108
Average Spent	\$1,717.97	\$1,713.00	\$1,761.18
Spending Potential Index	69	69	71
Travel: Total \$	\$1,618,300	\$10,346,690	\$19,224,570
Average Spent	\$1,498.43	\$1,343.03	\$1,374.26
Spending Potential Index	70	62	64
Vehicle Maintenance & Repairs: Total \$	\$820,891	\$5,906,549	\$10,985,504
Average Spent	\$760.08	\$766.69	\$785.30
Spending Potential Index	71	71	73

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.