



Community Profile

Rings: 1, 3, 5 mile radii

400 Morganton Heights Blvd, Morganton,

Latitude: 35.7263

Longitude: -81.70185

	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
2019 Total Population	2,877	19,543	36,224
2019 Group Quarters	124	1,018	1,973
2024 Total Population	2,941	19,908	36,852
2019-2024 Annual Rate	0.44%	0.37%	0.34%
2019 Total Daytime Population	5,601	31,830	43,363
Workers	3,870	20,100	22,576
Residents	1,731	11,730	20,787
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
2019 Households	1,105	7,874	14,278
2019 Average Household Size	2.49	2.35	2.40
2024 Households	1,128	8,028	14,537
2024 Average Household Size	2.50	2.35	2.40
2019-2024 Annual Rate	0.41%	0.39%	0.36%
2010 Families	645	4,687	8,967
2010 Average Family Size	3.05	2.94	2.94
2019 Families	670	4,828	9,217
2019 Average Family Size	3.13	2.98	2.97
2024 Families	681	4,898	9,343
2024 Average Family Size	3.15	2.99	2.98
2019-2024 Annual Rate	0.33%	0.29%	0.27%
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%
2019 Housing Units	1,273	8,975	16,064
Owner Occupied Housing Units	43.6%	52.1%	59.2%
Renter Occupied Housing Units	43.2%	35.6%	29.7%
Vacant Housing Units	13.2%	12.3%	11.1%
2024 Housing Units	1,300	9,186	16,400
Owner Occupied Housing Units	45.8%	52.9%	59.7%
Renter Occupied Housing Units	40.9%	34.5%	28.9%
Vacant Housing Units	13.2%	12.6%	11.4%
Median Household Income			
2019	\$36,389	\$40,050	\$42,407
2024	\$38,083	\$46,381	\$49,308
Median Home Value			
2019	\$154,124	\$153,929	\$150,288
2024	\$173,670	\$167,693	\$163,424
Per Capita Income			
2019	\$23,285	\$24,348	\$23,991
2024	\$25,907	\$28,063	\$27,538
Median Age			
2010	36.6	39.6	40.2
2019	36.4	41.0	42.1
2024	37.1	42.1	43.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,105	7,874	14,278
<\$15,000	15.6%	16.0%	14.4%
\$15,000 - \$24,999	14.5%	15.9%	14.5%
\$25,000 - \$34,999	17.6%	12.6%	13.2%
\$35,000 - \$49,999	18.0%	13.3%	13.7%
\$50,000 - \$74,999	12.9%	15.7%	17.8%
\$75,000 - \$99,999	9.1%	11.4%	11.2%
\$100,000 - \$149,999	4.5%	9.0%	10.0%
\$150,000 - \$199,999	2.6%	2.6%	2.3%
\$200,000+	5.2%	3.4%	2.8%
Average Household Income	\$60,834	\$60,491	\$60,449
2024 Households by Income			
Household Income Base	1,128	8,028	14,537
<\$15,000	14.4%	13.4%	12.1%
\$15,000 - \$24,999	14.1%	14.8%	13.2%
\$25,000 - \$34,999	16.7%	11.4%	12.0%
\$35,000 - \$49,999	17.6%	12.8%	13.1%
\$50,000 - \$74,999	13.1%	16.4%	18.5%
\$75,000 - \$99,999	9.5%	12.5%	12.2%
\$100,000 - \$149,999	5.1%	10.9%	12.0%
\$150,000 - \$199,999	3.5%	3.6%	3.3%
\$200,000+	5.9%	4.1%	3.5%
Average Household Income	\$67,843	\$69,683	\$69,379
2019 Owner Occupied Housing Units by Value			
Total	555	4,677	9,508
<\$50,000	4.7%	6.0%	7.7%
\$50,000 - \$99,999	18.0%	22.6%	22.1%
\$100,000 - \$149,999	25.8%	19.7%	20.0%
\$150,000 - \$199,999	17.5%	22.5%	22.8%
\$200,000 - \$249,999	7.0%	9.5%	8.9%
\$250,000 - \$299,999	3.8%	4.9%	5.3%
\$300,000 - \$399,999	9.2%	5.8%	5.5%
\$400,000 - \$499,999	7.9%	4.5%	4.3%
\$500,000 - \$749,999	4.5%	3.8%	2.7%
\$750,000 - \$999,999	1.4%	0.7%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$212,681	\$188,695	\$179,441
2024 Owner Occupied Housing Units by Value			
Total	595	4,858	9,797
<\$50,000	3.9%	5.3%	6.9%
\$50,000 - \$99,999	15.8%	19.8%	19.5%
\$100,000 - \$149,999	22.9%	17.4%	17.8%
\$150,000 - \$199,999	15.8%	21.1%	21.7%
\$200,000 - \$249,999	6.7%	9.8%	9.4%
\$250,000 - \$299,999	3.7%	5.7%	6.2%
\$300,000 - \$399,999	11.9%	7.9%	7.6%
\$400,000 - \$499,999	11.4%	6.6%	6.2%
\$500,000 - \$749,999	6.1%	5.4%	3.9%
\$750,000 - \$999,999	1.8%	0.9%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$241,513	\$212,634	\$201,480

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 2019 and 2024 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%
2019 Population by Age			
Total	2,877	19,543	36,223
0 - 4	7.7%	5.8%	5.3%
5 - 9	7.3%	5.7%	5.4%
10 - 14	6.8%	5.8%	5.6%
15 - 24	10.5%	12.2%	12.8%
25 - 34	15.6%	13.0%	12.4%
35 - 44	12.4%	11.8%	11.5%
45 - 54	11.4%	12.1%	12.7%
55 - 64	11.6%	13.0%	13.6%
65 - 74	9.0%	11.2%	11.6%
75 - 84	5.1%	6.4%	6.3%
85 +	2.5%	3.0%	2.6%
18 +	75.2%	79.3%	80.0%
2024 Population by Age			
Total	2,943	19,907	36,853
0 - 4	7.8%	5.8%	5.2%
5 - 9	7.2%	5.6%	5.3%
10 - 14	7.2%	5.9%	5.8%
15 - 24	11.5%	12.1%	12.6%
25 - 34	13.3%	11.6%	11.2%
35 - 44	14.1%	12.6%	12.2%
45 - 54	10.6%	11.5%	11.9%
55 - 64	10.9%	12.7%	13.4%
65 - 74	9.3%	11.7%	12.1%
75 - 84	5.9%	7.6%	7.7%
85 +	2.2%	2.8%	2.6%
18 +	74.1%	79.1%	79.9%
2010 Population by Sex			
Males	1,403	9,517	18,139
Females	1,335	9,466	17,402
2019 Population by Sex			
Males	1,489	9,862	18,428
Females	1,387	9,681	17,796
2024 Population by Sex			
Males	1,532	10,117	18,842
Females	1,409	9,791	18,010

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019



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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
2019 Population by Race/Ethnicity			
Total	2,877	19,543	36,225
White Alone	64.1%	71.0%	75.9%
Black Alone	8.4%	10.1%	9.3%
American Indian Alone	2.1%	1.0%	0.7%
Asian Alone	2.4%	2.2%	3.0%
Pacific Islander Alone	1.4%	1.4%	0.9%
Some Other Race Alone	16.8%	11.0%	7.4%
Two or More Races	4.9%	3.4%	2.9%
Hispanic Origin	28.3%	17.6%	12.0%
Diversity Index	75.1	63.5	53.8
2024 Population by Race/Ethnicity			
Total	2,941	19,908	36,850
White Alone	61.7%	69.4%	74.6%
Black Alone	7.7%	9.4%	8.8%
American Indian Alone	2.4%	1.1%	0.8%
Asian Alone	2.4%	2.2%	3.1%
Pacific Islander Alone	1.5%	1.6%	1.0%
Some Other Race Alone	18.8%	12.5%	8.4%
Two or More Races	5.5%	3.9%	3.4%
Hispanic Origin	31.8%	20.1%	13.7%
Diversity Index	78.0	66.7	56.8
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	1,946	13,775	25,645
Less than 9th Grade	12.0%	8.2%	7.7%
9th - 12th Grade, No Diploma	8.2%	8.6%	8.4%
High School Graduate	16.9%	18.9%	20.2%
GED/Alternative Credential	5.0%	6.5%	7.0%
Some College, No Degree	15.2%	20.8%	22.1%
Associate Degree	12.2%	12.2%	11.9%
Bachelor's Degree	17.2%	14.8%	14.2%
Graduate/Professional Degree	13.3%	10.0%	8.5%
2019 Population 15+ by Marital Status			
Total	2,248	16,166	30,285
Never Married	28.1%	28.0%	29.2%
Married	46.6%	46.6%	48.6%
Widowed	6.7%	9.0%	8.2%
Divorced	18.6%	16.4%	13.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	95.1%	95.0%
Civilian Unemployed (Unemployment Rate)	3.4%	4.9%	5.0%
2019 Employed Population 16+ by Industry			
Total	1,167	7,840	14,747
Agriculture/Mining	2.7%	1.2%	0.9%
Construction	10.6%	6.3%	6.3%
Manufacturing	27.2%	21.4%	22.1%
Wholesale Trade	3.2%	2.2%	1.6%
Retail Trade	7.6%	9.3%	10.0%
Transportation/Utilities	1.4%	1.2%	1.7%
Information	0.0%	0.5%	0.5%
Finance/Insurance/Real Estate	3.4%	3.4%	3.0%
Services	40.7%	47.3%	47.1%
Public Administration	3.2%	7.2%	6.7%
2019 Employed Population 16+ by Occupation			
Total	1,166	7,842	14,747
White Collar	44.1%	52.0%	50.0%
Management/Business/Financial	7.6%	10.7%	9.6%
Professional	20.0%	24.0%	22.1%
Sales	6.9%	7.0%	7.6%
Administrative Support	9.6%	10.3%	10.8%
Services	18.3%	19.2%	21.2%
Blue Collar	37.4%	28.8%	28.8%
Farming/Forestry/Fishing	0.0%	0.6%	0.6%
Construction/Extraction	10.1%	5.8%	5.6%
Installation/Maintenance/Repair	1.1%	1.5%	2.9%
Production	21.9%	15.9%	15.4%
Transportation/Material Moving	4.3%	5.1%	4.4%
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 2019 and 2024 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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Comfortable Empty Nesters (5A)	Heartland Communities (6F)	Southern Satellites (10A)
3.	Heartland Communities (6F)	Front Porches (8E)	Heartland Communities (6F)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,631,285	\$11,598,768	\$20,988,914
Average Spent	\$1,476.28	\$1,473.05	\$1,470.02
Spending Potential Index	69	69	69
Education: Total \$	\$1,236,217	\$7,971,100	\$14,373,237
Average Spent	\$1,118.75	\$1,012.33	\$1,006.67
Spending Potential Index	70	64	63
Entertainment/Recreation: Total \$	\$2,513,377	\$18,862,455	\$34,217,636
Average Spent	\$2,274.55	\$2,395.54	\$2,396.53
Spending Potential Index	70	73	73
Food at Home: Total \$	\$4,049,788	\$30,358,820	\$54,791,991
Average Spent	\$3,664.97	\$3,855.58	\$3,837.51
Spending Potential Index	71	75	74
Food Away from Home: Total \$	\$2,792,486	\$20,013,388	\$36,323,309
Average Spent	\$2,527.14	\$2,541.71	\$2,544.01
Spending Potential Index	69	69	69
Health Care: Total \$	\$4,552,242	\$35,966,350	\$65,648,255
Average Spent	\$4,119.68	\$4,567.74	\$4,597.86
Spending Potential Index	69	77	77
HH Furnishings & Equipment: Total \$	\$1,624,185	\$11,619,037	\$21,147,840
Average Spent	\$1,469.85	\$1,475.62	\$1,481.15
Spending Potential Index	69	69	69
Personal Care Products & Services: Total \$	\$664,068	\$4,721,567	\$8,634,768
Average Spent	\$600.97	\$599.64	\$604.76
Spending Potential Index	68	68	68
Shelter: Total \$	\$14,706,445	\$97,087,764	\$172,260,027
Average Spent	\$13,309.00	\$12,330.17	\$12,064.72
Spending Potential Index	72	67	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,845,189	\$14,138,314	\$25,919,010
Average Spent	\$1,669.85	\$1,795.57	\$1,815.31
Spending Potential Index	67	72	73
Travel: Total \$	\$1,723,853	\$11,502,545	\$20,875,203
Average Spent	\$1,560.05	\$1,460.83	\$1,462.05
Spending Potential Index	70	65	65
Vehicle Maintenance & Repairs: Total \$	\$887,761	\$6,663,045	\$11,980,045
Average Spent	\$803.40	\$846.21	\$839.06
Spending Potential Index	70	74	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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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