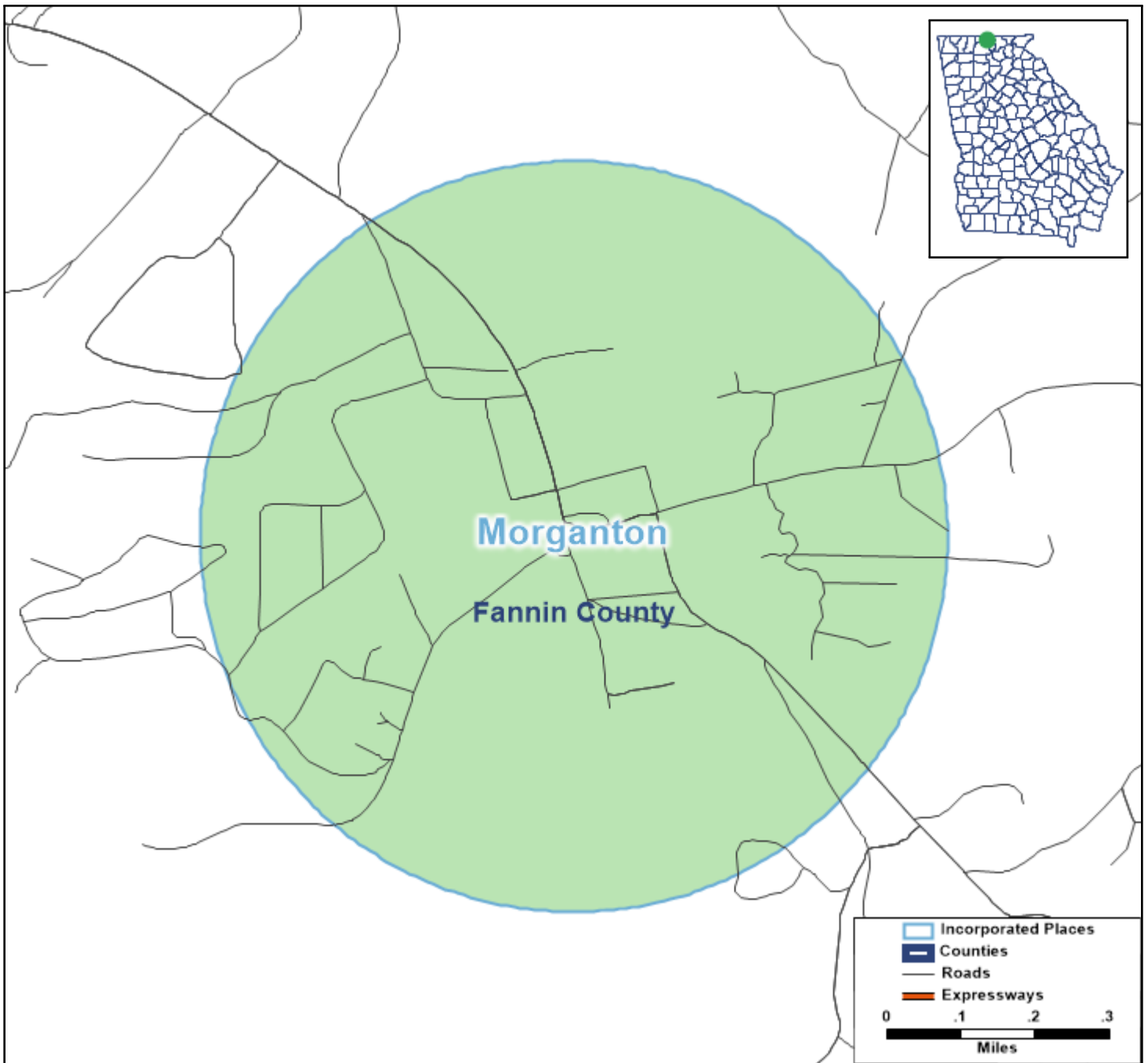


# Morganton: 2024 GMA Member City Data Profile



This document presents a concise profile of Morganton based on the following three topic areas:

## Demographic and Social Data

- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

## Economic Data

- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

## Housing Data

- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

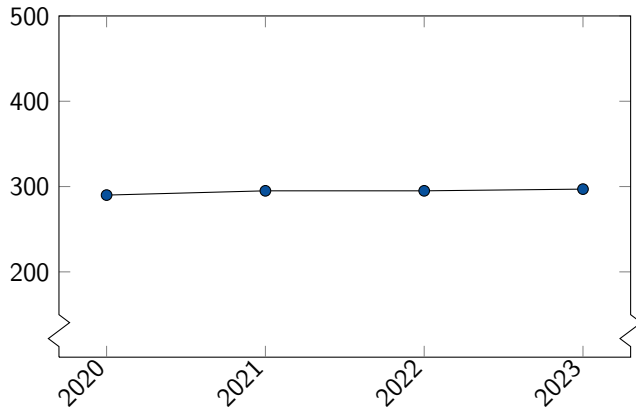
All data in this profile reflect municipal boundaries as of January 1, 2022. Population totals are from the Census Bureau's City Population Estimates program, 2023 vintage; all other data come from the Census Bureau's 2022 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Claire Chan, GMA Research Analyst, at [cchan@gacities.com](mailto:cchan@gacities.com).

# Morganton: Demographic and Social

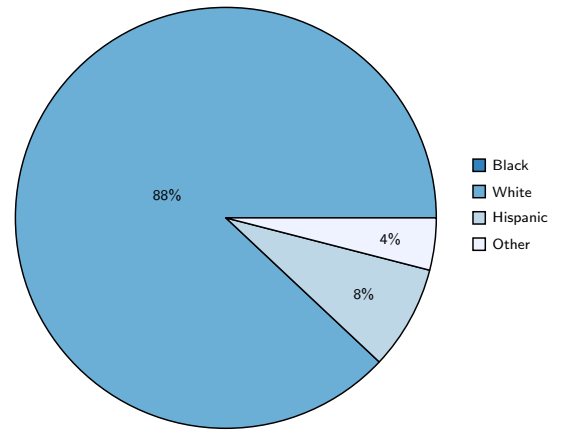
## Population

### 2023 Population: 297



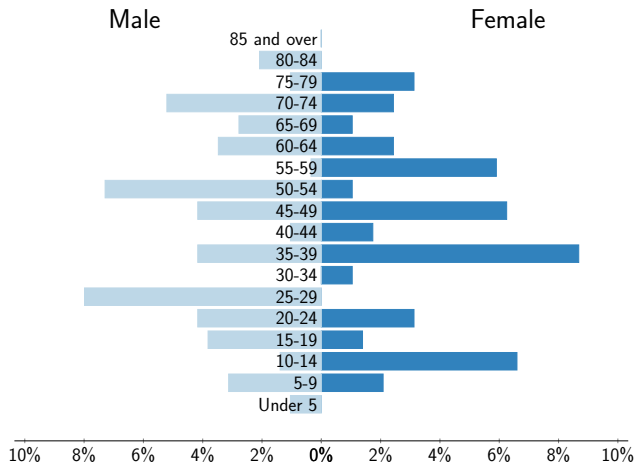
Source: U.S. Census Bureau, City Population Estimates, 2023 vintage

## Race and Ethnicity



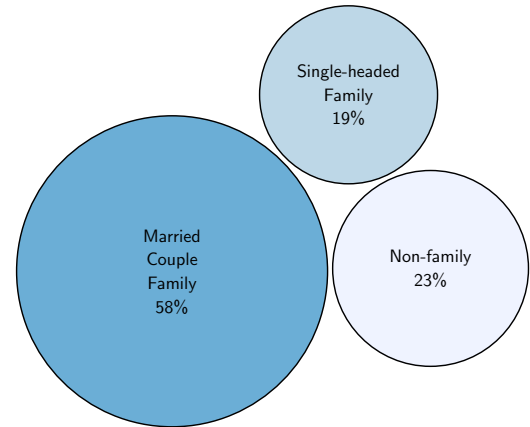
Source: American Community Survey, 2022 5-year estimates, table B03002

## Age



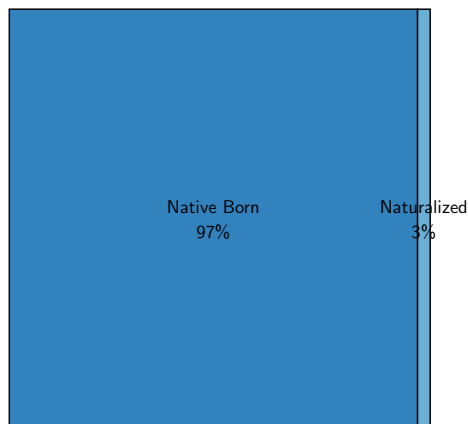
Source: American Community Survey, 2022 5-year estimates, table B01001

## Household Type



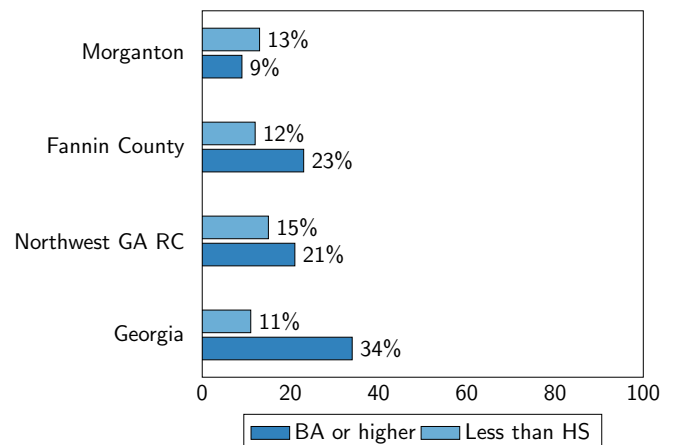
Source: American Community Survey, 2022 5-year estimates, table B11001

## Citizenship



Source: American Community Survey, 2022 5-year estimates, table B05002

## Educational Attainment

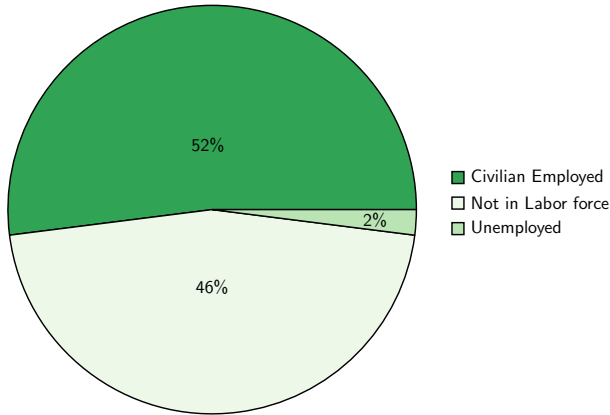


Source: American Community Survey, 2022 5-year estimates, table B15002

# Morganton: Economic

## Labor Force Participation and Employment

**Unemployment Rate: 4.6%<sup>†</sup>**



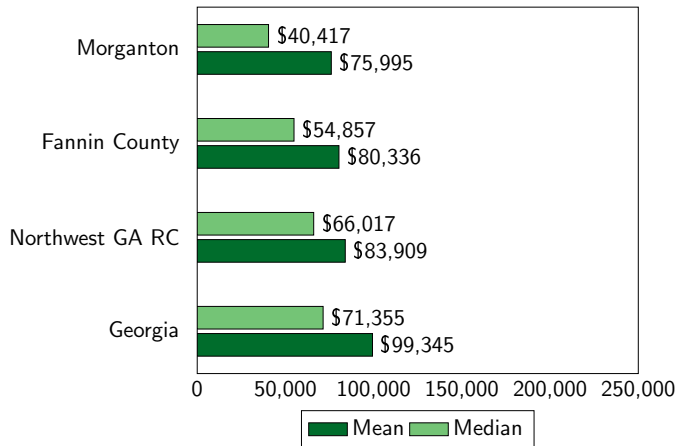
Source: American Community Survey, 2022 5-year estimates, table B23001  
<sup>†</sup>Note: Unemployment rate is based upon the civilian labor force.

## Industry

Agriculture, forestry, fishing and hunting, and mining	0%
Construction	14%
Manufacturing	10%
Wholesale Trade	2%
Retail Trade	28%
Transportation and warehousing, and utilities	12%
Information	0%
Finance and insurance, real estate, rental, leasing	2%
Professional, scientific, mgt, administrative, waste mgt	2%
Educational services, and health care and social assistance	9%
Arts, entertainment, recreation, accommodation, food service	12%
Other services, except public administration	0%
Public administration	10%

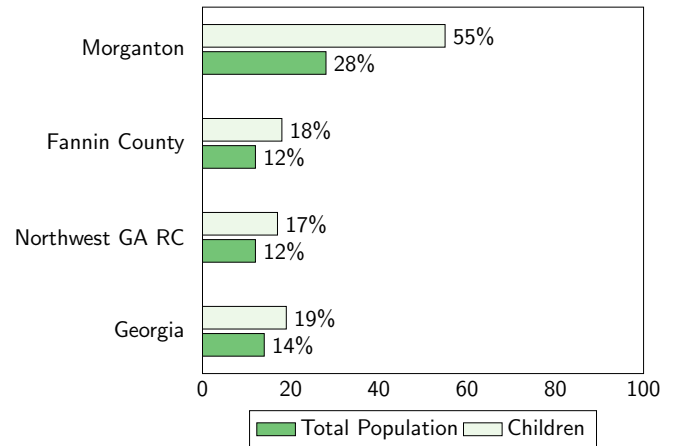
Source: American Community Survey, 2022 5-year estimates, table C24030

## Household Income



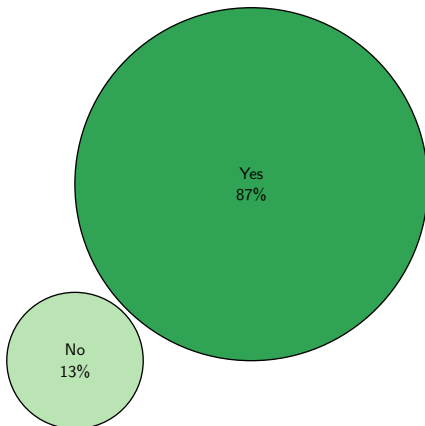
Source: American Community Survey, 2022 5-year estimates, tables B19013 and B19025

## Poverty



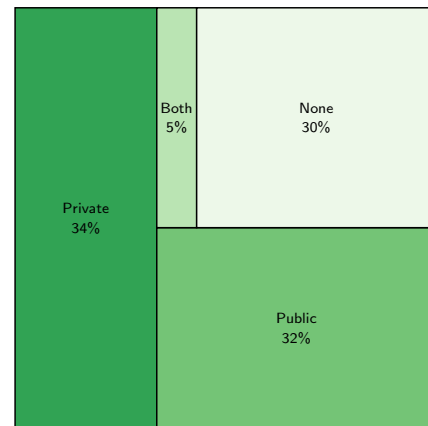
Source: American Community Survey, 2022 5-year estimates, table B17010

## Broadband Internet



Source: American Community Survey, 2022 5-year estimates, table B28002

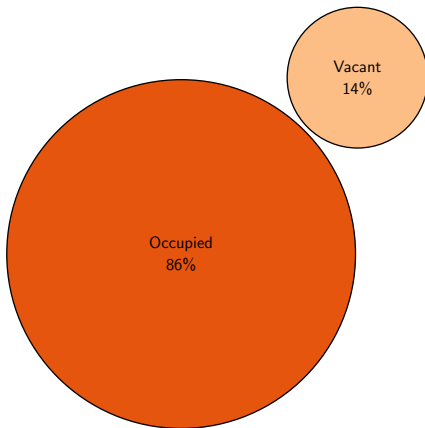
## Health Insurance



Source: American Community Survey, 2022 5-year estimates, table B18135

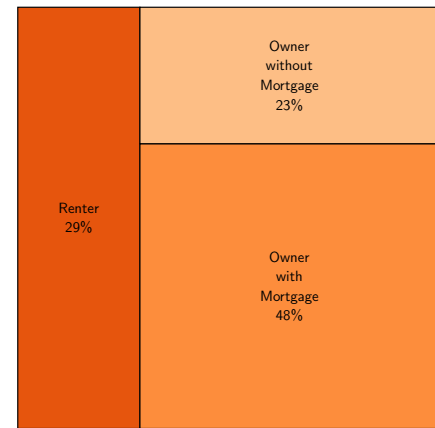
# Morganton: Housing

## Occupancy



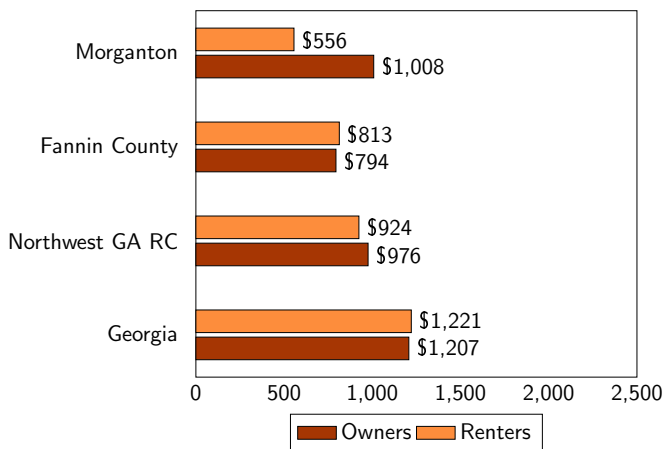
Source: American Community Survey, 2022 5-year estimates, table B25002

## Tenure and Mortgage Status



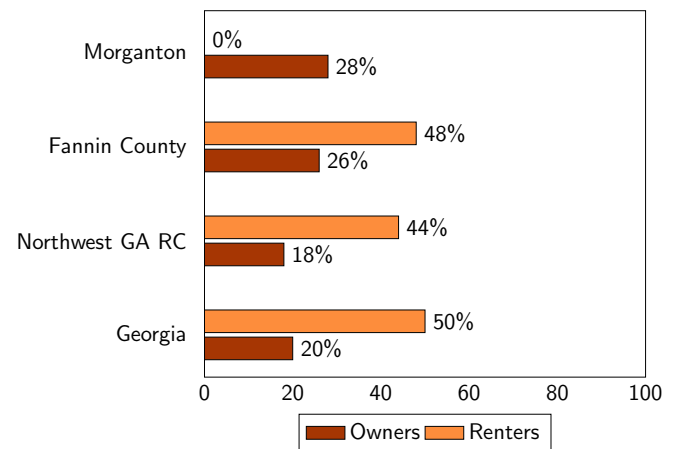
Source: American Community Survey, 2022 5-year estimates, tables B25009 and B25081

## Median Housing Costs



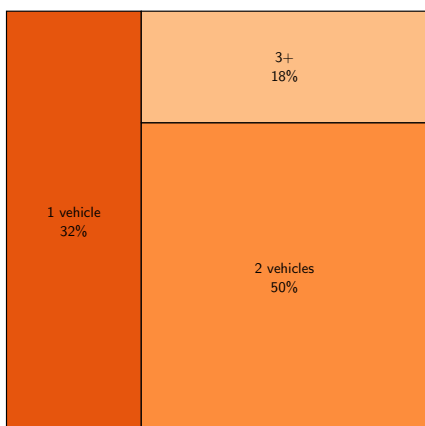
Source: American Community Survey, 2022 5-year estimates, tables B25088 and B25064

## Housing Cost-Burdened Households



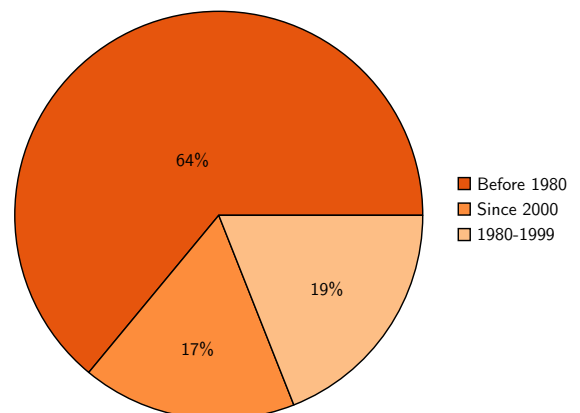
Source: American Community Survey, 2022 5-year estimates, tables B25091 and B25070

## Vehicles Available



Source: American Community Survey, 2022 5-year estimates, table B25044

## Year Structure Built



Source: American Community Survey, 2022 5-year estimates, table B25034