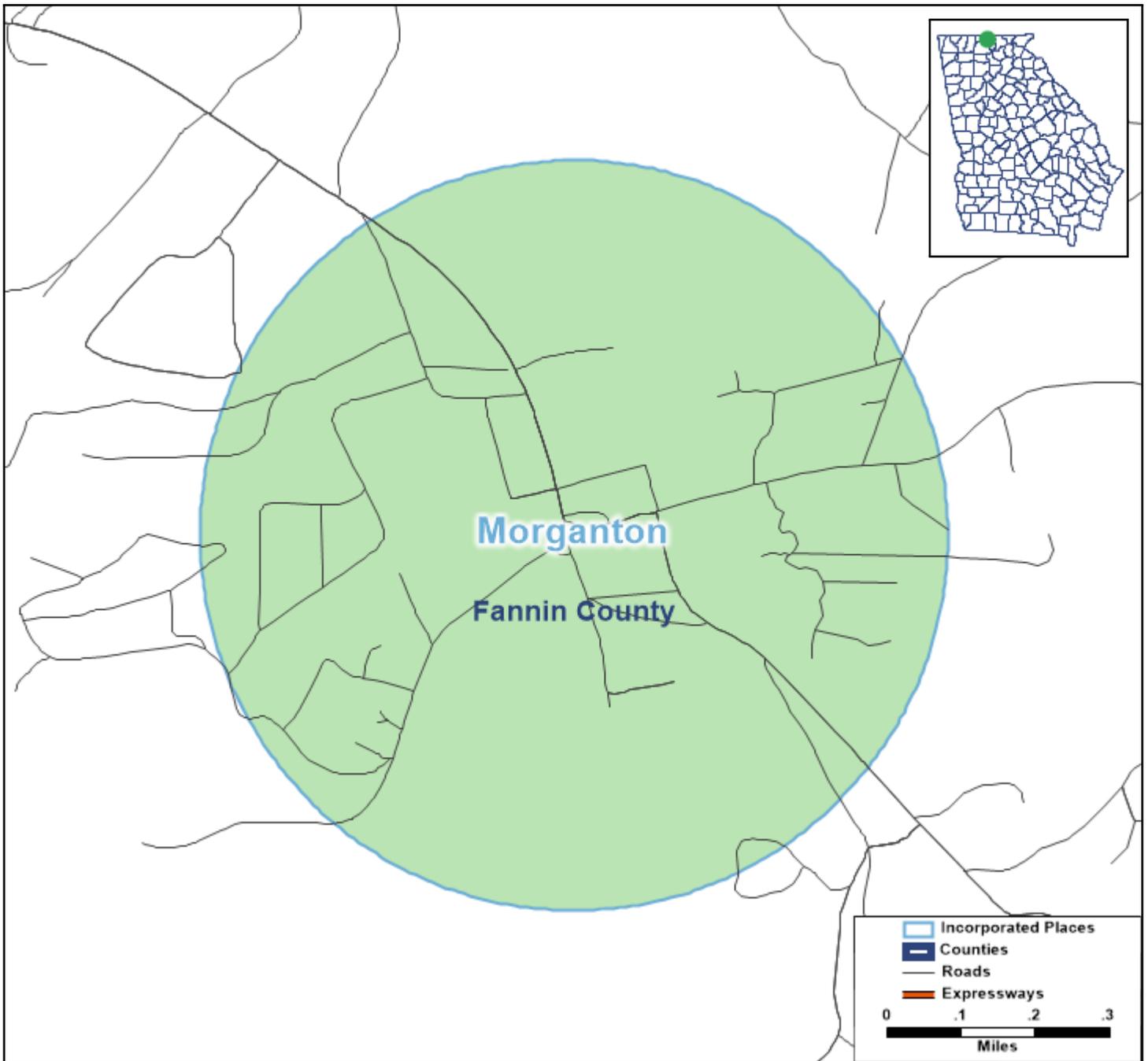


Morganton: 2024 GMA Member City Data Profile



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

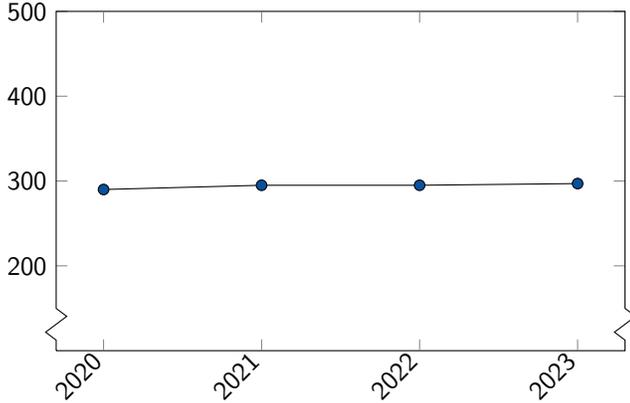
All data in this profile reflect municipal boundaries as of January 1, 2022. Population totals are from the Census Bureau's City Population Estimates program, 2023 vintage; all other data come from the Census Bureau's 2022 American Community Survey 5-year estimates. Please note that percents may not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

Questions? Please contact Claire Chan, GMA Research Analyst, at cchan@gacities.com.

Morganton: Demographic and Social

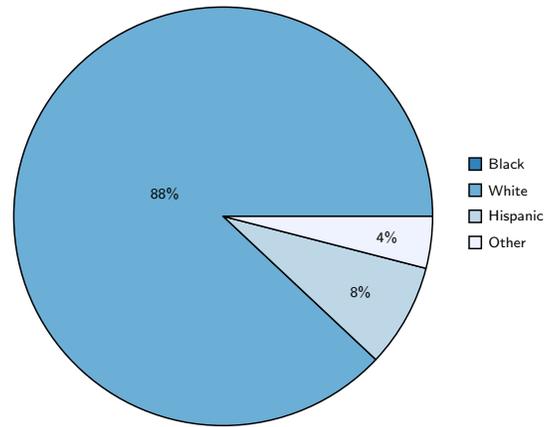
Population

2023 Population: 297



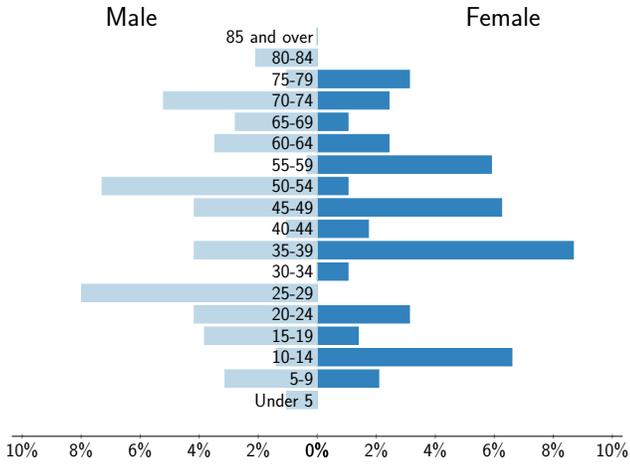
Source: U.S. Census Bureau, City Population Estimates, 2023 vintage

Race and Ethnicity



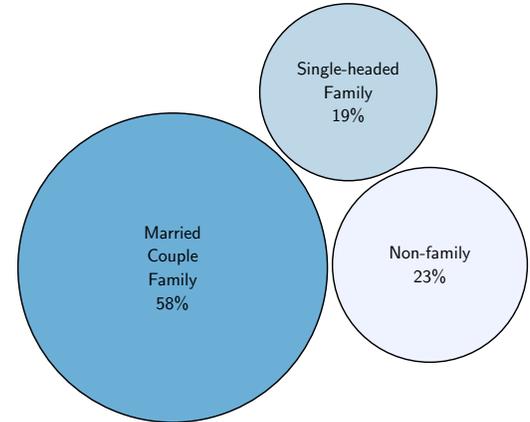
Source: American Community Survey, 2022 5-year estimates, table B03002

Age



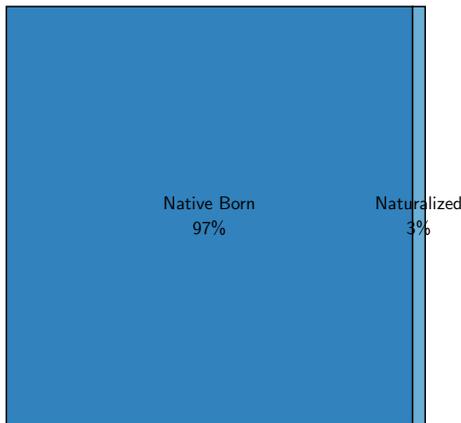
Source: American Community Survey, 2022 5-year estimates, table B01001

Household Type



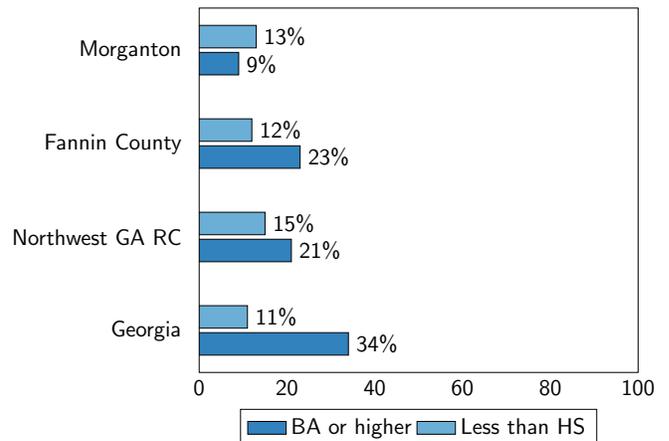
Source: American Community Survey, 2022 5-year estimates, table B11001

Citizenship



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

Educational Attainment

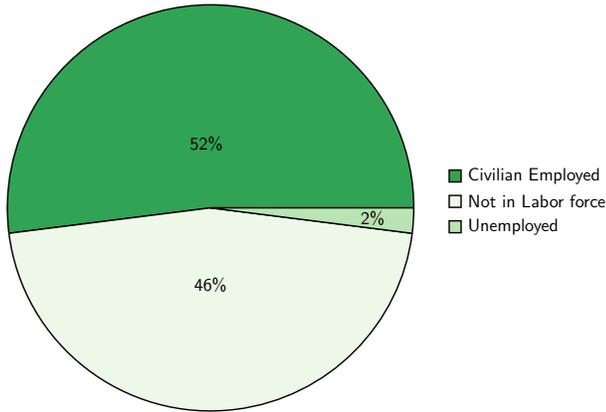


Source: American Community Survey, 2022 5-year estimates, table B15002

Morganton: Economic

Labor Force Participation and Employment

Unemployment Rate: 4.6%[†]



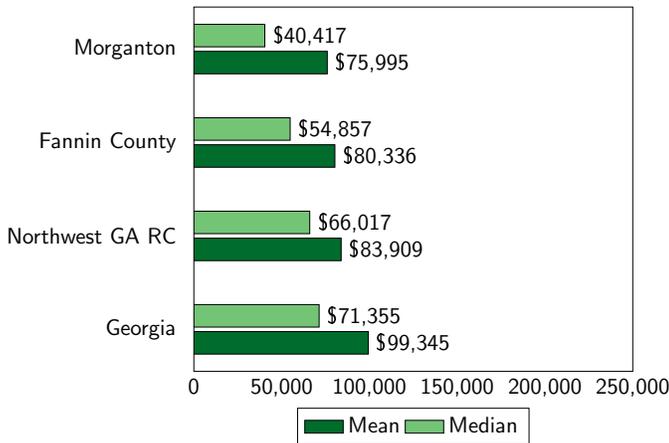
Source: American Community Survey, 2022 5-year estimates, table B23001
[†]Note: Unemployment rate is based upon the civilian labor force.

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%

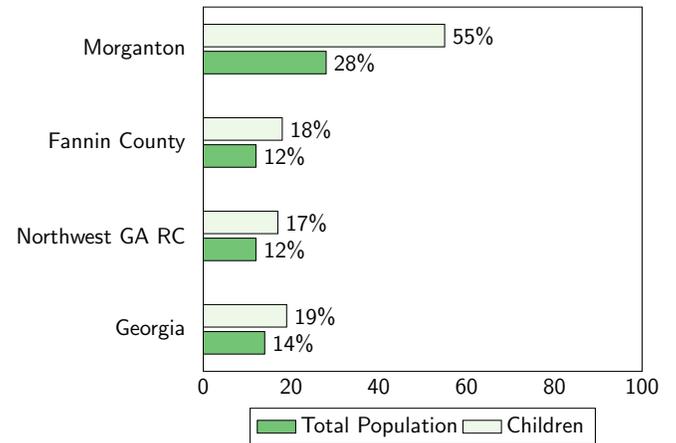
Source: American Community Survey, 2022 5-year estimates, table C24030

Household Income



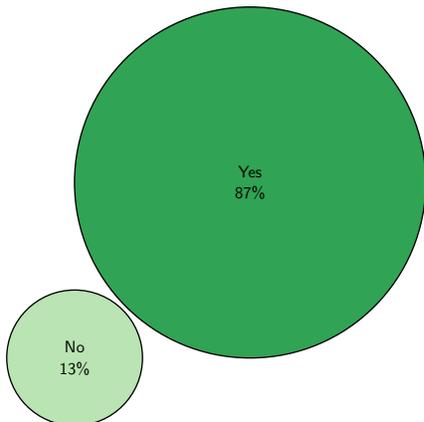
Source: American Community Survey, 2022 5-year estimates, tables B19013 and B19025

Poverty



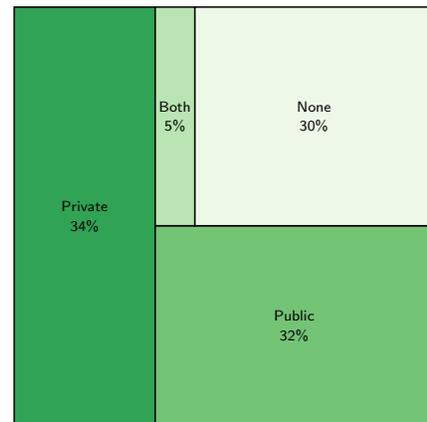
Source: American Community Survey, 2022 5-year estimates, table B17010

Broadband Internet



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

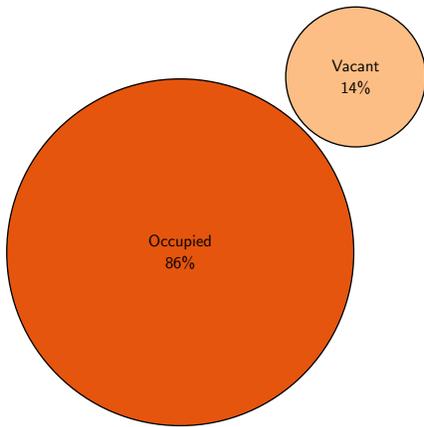
Health Insurance



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

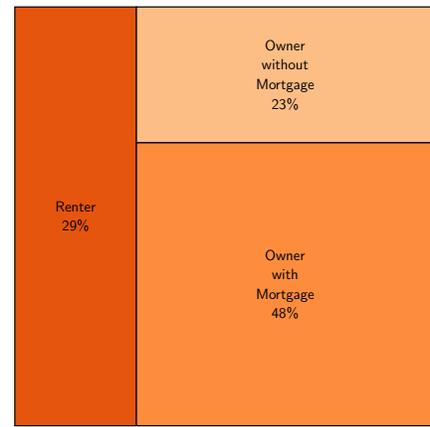
Morganton: Housing

Occupancy



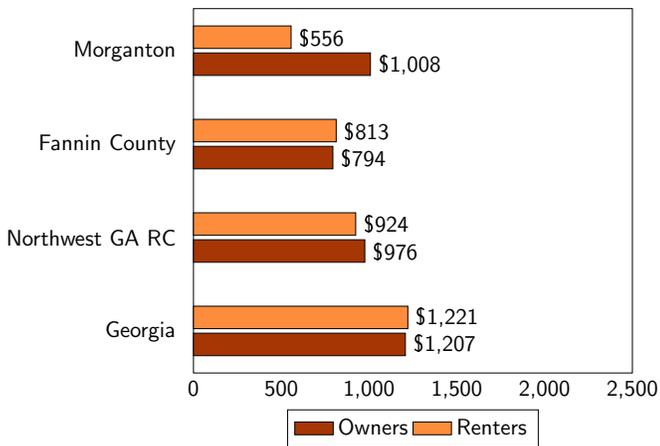
Source: American Community Survey, 2022 5-year estimates, table B25002

Tenure and Mortgage Status



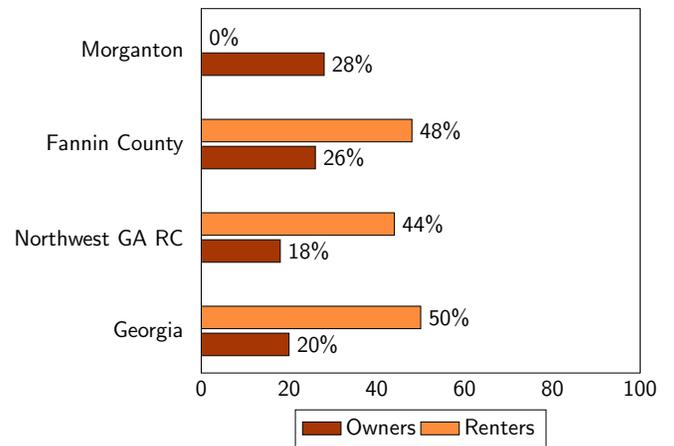
Source: American Community Survey, 2022 5-year estimates, tables B25009 and B25081

Median Housing Costs



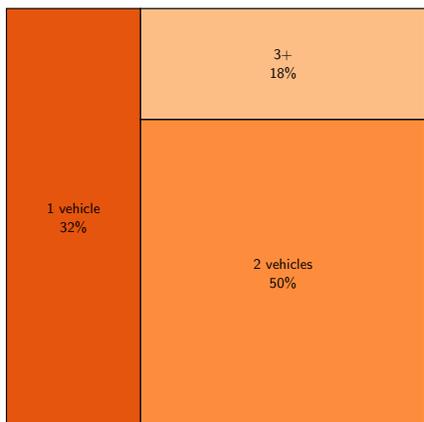
Source: American Community Survey, 2022 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households



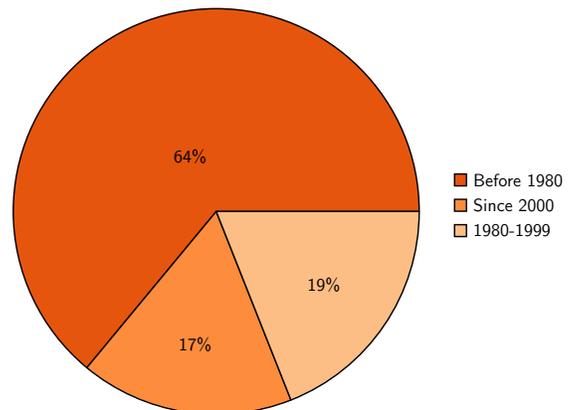
Source: American Community Survey, 2022 5-year estimates, tables B25091 and B25070

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