

Extended Demographic Report - PopStats

2010 Census, 2020 Estimates & 2025 Projections

Calculated using TAS Retrieval



Jan 13, 2021

Latitude: 35.716351 Longitude: -81.695189

Magnolia Plaza Morganton, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Population	Current Year Estimated Population	18,260	45,721	91,301
	Population Est 20Q1	18,243	45,709	91,264
	Population Est 19Q4	18,224	45,681	91,273
	Population Est 19Q3	18,169	45,571	91,104
	Population Est 19Q2	18,260	45,686	91,234
	Population Est 19Q1	18,267	45,669	91,164
	Population Est 18Q4	18,269	45,663	91,012
	Population Est 18Q3	18,240	45,572	90,851
	Population Est 18Q2	18,241	45,700	90,775
	Population Fcst	18,220	45,591	91,426
	2010 Census Population	18,154	45,600	90,525
	2000 Census Population	18,562	45,737	88,889
	1990 Census Population	17,031	40,435	76,197
	Current Year Daytime Population	35,550	57,081	94,180
	Average Seasonal Population	312	899	3,223
	Historical Annual Growth, 1990 – 2000	0.86%	1.24%	1.55%
	Historical Annual Growth, 2000 – 2010	-0.22%	-0.03%	0.18%
	Estimated Annual Growth, 2010 – CY	0.06%	0.03%	0.08%
	Projected Annual Growth, CY to Y5	-0.04%	-0.06%	0.03%
	Group Qtrs Est	1,462	2,660	3,756
Transient Est Average Last 4 Qtrs	1,077	1,658	2,022	
Households	Current Year Estimated Households	7,113	18,064	35,814
	Households Est 20Q1	7,106	18,060	35,799
	Households Est 19Q4	7,096	18,046	35,797
	Households Est 19Q3	7,076	18,003	35,727
	Households Est 19Q2	7,111	18,051	35,787
	Households Est 19Q1	7,113	18,042	35,755
	Households Est 18Q4	7,115	18,041	35,699
	Households Est 18Q3	7,104	18,005	35,636
	Households Est 18Q2	7,104	18,056	35,601
	Households Fcst	7,096	18,009	35,858
	2010 Census Households	7,065	18,013	35,492
	2000 Census Households	7,193	17,766	34,412
	1990 Census Households	6,691	15,797	29,447
	Historical Annual Growth, 1990 – 2000	0.73%	1.18%	1.57%
	Historical Annual Growth, 2000 – 2010	-0.18%	0.14%	0.31%
	Estimated Annual Growth, 2010 – CY	0.07%	0.03%	0.09%
	Projected Annual Growth, CY to Y5	-0.05%	-0.06%	0.02%
Population per Household	2.36	2.38	2.44	

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Magnolia Plaza Morganton, NC	5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more	0.4%	0.4%	0.4%
HH Income \$250,000 to \$499,999	0.5%	0.5%	0.5%
HH Income \$200,000 to \$249,999	1.2%	1.2%	1.1%
HH Income \$175,000 to \$199,999	1.1%	1.3%	1.0%
HH Income \$150,000 to \$174,999	2.0%	2.1%	1.9%
HH Income \$100,000 to 149,999	8.6%	9.0%	8.8%
HH Income \$75,000 to 99,999	11.5%	12.1%	11.3%
HH Income \$50,000 to 74,999	19.4%	19.8%	19.5%
HH Income \$35,000 to 49,999	14.2%	14.3%	15.1%
HH Income \$25,000 to 34,999	13.4%	13.3%	13.1%
HH Income \$15,000 to 24,999	14.0%	12.9%	12.7%
HH Income \$0 to 14,999	13.6%	13.2%	14.6%
Average Household Income	\$58,432	\$60,397	\$59,174
Median Household Income	\$44,632	\$46,107	\$44,379
Per Capita Income	\$23,970	\$24,702	\$23,834
2000 Average HH Income	\$48,700	\$45,969	\$43,772
2000 Median HH Income	\$34,967	\$35,870	\$35,619
Disposable HH Income \$500,000 or more	0%	0%	0%
Disposable HH Income \$250,000 to \$499,999	0%	0%	0%
Disposable HH Income \$200,000 to \$249,999	0%	0%	0%
Disposable HH Income \$175,000 to \$199,999	0%	0%	0%
Disposable HH Income \$150,000 to \$174,999	1%	1%	1%
Disposable HH Income \$100,000 to \$149,999	6%	7%	6%
Disposable HH Income \$75,000 to \$99,999	10%	10%	10%
Disposable HH Income \$50,000 to \$74,999	18%	19%	19%
Disposable HH Income \$35,000 to \$49,999	17%	17%	17%
Disposable HH Income \$25,000 to \$34,999	15%	14%	14%
Disposable HH Income \$15,000 to \$24,999	16%	15%	16%
Disposable HH Income \$0 to \$14,999	15%	14%	16%
Average Disposable Income	49,027	49,932	48,633
Median Disposable Income	38,742	40,066	38,612
Householder White – Count	5,371	15,097	30,898
Median HH Income	\$50,974	\$49,573	\$46,512
Average HH Income	\$61,067	\$59,472	\$57,070
Householder Black or African-American – Count	498	912	1,601
Median HH Income	\$33,666	\$33,740	\$32,950
Average HH Income	\$42,477	\$42,143	\$40,559
Householder Hispanic – Count	783	1,098	1,600
Median HH Income	\$30,916	\$32,388	\$32,869
Average HH Income	\$35,508	\$37,473	\$37,780
Householder Asian or Pacific Islander – Count	129	383	768
Median HH Income	\$31,036	\$43,131	\$52,017
Average HH Income	\$44,424	\$58,585	\$59,461
Householder Other or Pacific Islander – Count	332	574	946
Median HH Income	\$27,670	\$29,288	\$28,934
Average HH Income	\$31,650	\$34,117	\$34,488

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Magnolia Plaza Morganton, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Gender	Male Population	9,312	23,076	45,778
	Female Population	8,948	22,644	45,523
Total Population by Age	Count of Pop 0 to 4 years	1,029	2,505	4,951
	Count of Pop 0 to 7 years	1,535	3,544	6,861
	Count of Pop 5 - 13	1,931	4,606	9,078
	Count of Pop 14 - 18	922	2,151	4,187
	Count of Pop 19 - 22	1,051	2,734	5,118
	Count of Pop 22 - 25	750	1,932	3,838
	Count of Pop 25 - 29	1,282	3,232	6,319
	Count of Pop 30 - 34	1,145	2,591	5,015
	Count of Pop 35 - 39	1,149	2,524	4,890
	Count of Pop 40 - 44	1,039	2,468	5,012
	Count of Pop 45 - 59	3,346	8,844	18,497
	Count of Pop 60 - 74	3,112	8,227	16,815
	Count of Pop 75 - 84	1,105	2,984	5,894
	Count of Pop 85+	398	923	1,687
	% of Pop 0 to 4 years	5.6%	5.5%	5.4%
	% of Pop 0 to 7 years	8.4%	7.8%	7.5%
	% of Pop 5 - 13	10.6%	10.1%	9.9%
	% of Pop 14 - 18	5.0%	4.7%	4.6%
	% of Pop 19 - 22	5.8%	6.0%	5.6%
	% of Pop 22 - 25	4.1%	4.2%	4.2%
	% of Pop 25 - 29	7.0%	7.1%	6.9%
	% of Pop 30 - 34	6.3%	5.7%	5.5%
	% of Pop 35 - 39	6.3%	5.5%	5.4%
% of Pop 40 - 44	5.7%	5.4%	5.5%	
% of Pop 45 - 59	18.3%	19.3%	20.3%	
% of Pop 60 - 74	17.0%	18.0%	18.4%	
% of Pop 75 - 84	6.1%	6.5%	6.5%	
% of Pop 85+	2.2%	2.0%	1.8%	
Median Age	39.4	41.2	42.2	
Average Age	40.6	41.4	41.7	
Male Population by Age	% of Pop 0 to 4 years	5.7%	5.6%	5.6%
	% of Pop 5 - 13	11.0%	10.4%	10.2%
	% of Pop 14 - 18	5.3%	5.0%	4.8%
	% of Pop 19 - 22	7.0%	7.4%	6.4%
	% of Pop 22 - 25	4.7%	4.7%	4.6%
	% of Pop 25 - 29	8.1%	8.0%	7.6%
	% of Pop 30 - 34	6.6%	5.9%	5.9%
	% of Pop 35 - 39	6.8%	5.7%	5.7%
	% of Pop 40 - 44	5.9%	5.4%	5.5%
	% of Pop 45 - 59	18.4%	19.4%	20.4%
	% of Pop 75 - 84	4.6%	5.3%	5.4%
	% of Pop 60 - 74	14.9%	16.1%	16.9%
	% of Pop 85+	1.1%	1.1%	1.1%
Median Age	36.2	37.6	39.4	
Average Age	38.2	39.2	40.0	

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Female Population by Age	% of Pop 0 to 4 years	5.6%	5.4%	5.3%
	% of Pop 5 - 13	10.2%	9.7%	9.6%
	% of Pop 14 - 18	4.8%	4.4%	4.4%
	% of Pop 19 - 22	4.4%	4.6%	4.8%
	% of Pop 22 - 25	3.5%	3.7%	3.8%
	% of Pop 25 - 29	5.9%	6.1%	6.3%
	% of Pop 30 - 34	5.9%	5.4%	5.1%
	% of Pop 35 - 39	5.8%	5.3%	5.1%
	% of Pop 40 - 44	5.5%	5.4%	5.5%
	% of Pop 45 - 59	18.3%	19.2%	20.1%
	% of Pop 60 - 74	19.3%	19.9%	19.9%
	% of Pop 75 - 84	7.6%	7.8%	7.5%
	% of Pop 85+	3.3%	3.0%	2.6%
	Median Age	43.6	45.0	45.1
Average Age	43.1	43.6	43.5	
Race	Count of White	13,847	37,046	76,964
	Count of Black or African-American	1,876	3,841	6,222
	Count of Asian or Pacific Islander	371	1,373	2,935
	Count of Other races	2,166	3,460	5,180
	White	75.8%	81.0%	84.3%
	Black or African American	10.3%	8.4%	6.8%
	Asian	2.0%	3.0%	3.2%
	Other Races	11.9%	7.6%	5.7%
Language Spoken	Speak English at Home	84.8%	89.8%	91.8%
	Speak Spanish at Home	12.4%	7.2%	5.2%
	Speak Other Language at Home	0.6%	0.3%	0.2%
Hispanic	Hispanic Population	2,471	3,704	5,232
	Hispanic Population Percent	13.5%	8.1%	5.7%
	Mexican	24.7%	30.9%	42.2%
	Puerto Rican	4.8%	6.4%	6.5%
	Cuban	2.9%	2.5%	2.4%
	Dominican	0.0%	0.1%	0.3%
	Central American	55.7%	50.9%	39.1%
	South American	0.5%	0.5%	1.4%
	Other Hispanic	11.4%	8.7%	8.1%
2000 Hispanic Population Percent	8%	5%	4%	
1990 Hispanic Population Percent	1%	0%	0%	

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	American (percent of total population)	16.7%	19.3%	20.4%
	American	16.0%	18.8%	20.0%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.3%
	Hawaiian/Pacific Islander	0.5%	0.3%	0.2%
	Asian (percent of total population)	2.0%	3.0%	3.2%
	Chinese	0.1%	0.2%	0.1%
	Japanese	0.0%	0.0%	0.1%
	Korean	0.2%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.2%	0.2%	0.2%
	South East Asian (ie. Vietnamese)	0.9%	2.0%	2.4%
	Other Asian	0.5%	0.4%	0.3%
	European (percent of total population)	26.0%	29.9%	30.8%
	British	6.5%	7.2%	7.0%
	Dutch	0.5%	0.6%	0.7%
	French	0.7%	0.8%	0.8%
	German	6.0%	7.6%	8.2%
	Italian	1.1%	1.4%	1.4%
	Polish	0.3%	0.3%	0.3%
	Scandinavian	0.9%	0.7%	0.7%
	Scotch/Irish	8.5%	10.0%	10.3%
Other European (ie. Greek/Russian)	1.3%	1.3%	1.5%	
Middle Eastern	0.1%	0.1%	0.1%	
Other Ancestry	24.8%	21.0%	19.1%	
Unclassified Ancestry	16.9%	18.6%	20.8%	
Education (Age 25+)	Adult Population (25 Years or Older)	12,577	31,793	64,129
	Elementary (0 to 8)	8.6%	7.6%	7.1%
	Some High School (9 to 11)	9.7%	10.1%	11.7%
	High School Graduate (12)	26.3%	28.4%	30.4%
	Some College (13 to 16)	21.3%	22.6%	22.3%
	Associates Degree Only	11.8%	11.6%	11.7%
	Bachelors Degree Only	13.1%	12.1%	11.0%
	Graduate Degree	9.1%	7.5%	5.8%
% College (4+)	22.3%	19.6%	16.8%	
Household Type	Total Households – count	7,113	18,064	35,814
	One Person HHs – count	2,287	5,369	9,766
	Family HHs – count	4,500	11,757	24,462
	Married Couple – count	3,240	8,710	18,266
	w/own children – count	1,091	2,714	5,738
	w/out own children – count	2,149	5,996	12,528
	Male Householder – count	224	831	1,844
	Female Householder – count	1,035	2,216	4,352
	Non-Family Households – count	325	939	1,587
	1 Person Household	32.2%	29.7%	27.3%
	2 Person Household	33.4%	34.9%	35.6%
	3 Person Household	15.1%	16.1%	16.9%
	4 Person Household	11.1%	11.5%	11.9%
	5 Person Household	4.9%	4.7%	5.1%
6 Person Household	2.0%	1.8%	1.9%	
7+ Person Household	1.4%	1.3%	1.3%	
% Households With Children	23.2%	22.8%	24.1%	

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Magnolia Plaza Morganton, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	8,073	20,361	40,515
	Owner Occupied Percent	52.4%	60.0%	63.4%
	Renter Occupied Percent	35.7%	28.7%	25.0%
	Vacant Housing Percent	11.9%	11.3%	11.6%
	Total Housing Units (Census 2000)	7,591	18,882	36,679
	For Rent (Census 2000)	38%	34%	27%
	For Sale (Census 2000)	14%	19%	19%
	Rented or Sold, (Census 2000)	12%	10%	13%
	Seasonal (Census 2014)	7%	6%	10%
	Other (Census 2000)	30%	26%	25%
Homes Built By Year	Homes Built 1990 to 2000	14%	17%	20%
	Homes Built 1980 to 1989	14%	16%	17%
	Homes Built 1970 to 1979	18%	20%	20%
	Homes Built 1960 to 1969	18%	16%	16%
	Homes Built 1950 to 1959	15%	13%	12%
	Homes Built 1940 to 1949	8%	8%	7%
	Homes Built Before 1939	13%	11%	9%
Units in Structure	1 Unit	67%	67%	65%
	2 - 9 Units	18%	11%	7%
	Greater than 10 Units	4%	3%	2%
	Mobilie Trailer	12%	19%	25%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.2%	0.2%	0.9%
	Property Value \$750,000 to \$999,999	0.7%	0.6%	0.9%
	Property Value \$500,000 to \$749,999	1.9%	1.4%	1.3%
	Property Value \$400,000 to \$499,999	3.6%	2.8%	2.2%
	Property Value \$300,000, to \$399,999	6.4%	6.5%	5.3%
	Property Value \$200,000 to \$299,999	19.6%	17.2%	14.4%
	Property Value \$150,000 to \$199,999	21.5%	20.9%	19.2%
	Property Value \$100,000 to \$149,999	24.0%	23.1%	24.0%
	Property Value \$60,000 to \$99,999	14.3%	16.4%	18.3%
	Property Value \$40,000 to \$59,999	1.6%	3.0%	3.8%
	Property Value \$0 to \$39,999	6.1%	7.9%	9.7%
	Median Home Value	\$159,609	\$148,934	\$134,958
	Median Rent	\$465	\$456	\$450
Wealth per Household	\$0 and under - percent	18.6%	18.1%	18.1%
	\$1 to \$4999 - percent	9.8%	9.4%	9.4%
	\$5k to \$9999 - percent	5.0%	4.8%	4.8%
	\$10k to \$24999 - percent	6.7%	6.6%	6.6%
	\$25k to \$49999 - percent	6.9%	7.0%	7.0%
	\$50k to \$99999 - percent	10.3%	10.5%	10.6%
	\$100k to \$249999 - percent	17.7%	18.1%	18.2%
	\$250k to \$499999 - percent	12.3%	12.5%	12.5%
	\$500k+ - percent	12.7%	13.0%	12.9%
	Median HH Wealth	\$64,342	\$69,307	\$69,604
	Avg HH Wealth	\$216,142	\$220,521	\$219,746

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Economic Viability	Economic Viability Local	147	145	147
	Economic Viability Indexed	95	94	95
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	7,402	19,600	40,195
	Managerial/Executive	9.6%	10.1%	9.8%
	Professional Specialty	24.1%	22.0%	19.2%
	Healthcare Support	4.4%	4.9%	4.8%
	Sales	6.8%	7.5%	7.9%
	Office & Administrative Support	7.8%	8.8%	9.1%
	Protective Service	1.9%	2.5%	2.4%
	Food Preparation	7.2%	7.3%	6.6%
	Building Maintenance & Cleaning	5.9%	5.3%	5.3%
	Personal Care	2.8%	2.0%	2.2%
	Farming, Fishing, & Forestry	0.9%	0.6%	0.7%
	Construction	6.5%	8.0%	8.5%
	Production & Transportation	22.1%	21.0%	23.3%
	Percent White Collar Workers	52.7%	53.2%	50.9%
Percent Blue Collar Workers	47.3%	46.8%	49.1%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.9%	6.2%	6.6%
	Manufacturing	21.1%	22.9%	24.1%
	Transportation	1.8%	2.5%	3.3%
	Information	0.9%	0.7%	0.9%
	Wholesale/Retail	12.2%	12.1%	12.8%
	Finance, Insurance, Real Estate	3.0%	2.5%	2.7%
	Professional Services	4.2%	2.7%	2.4%
	Management Services	0.0%	0.0%	0.0%
	Administrative/Waste Services	4.4%	3.6%	3.4%
	Educational Services	27.1%	26.0%	24.5%
	Entertainment Services	10.0%	10.0%	9.5%
	Other Professional Services	3.0%	3.6%	3.8%
	Public Administration	6.3%	7.3%	5.9%
Transportation To Work	Drive to Work Alone	81.0%	83.0%	81.8%
	Drive to Work Carpool	13.3%	12.5%	14.0%
	Travel to Work by Public Transportation	0.4%	0.3%	0.2%
	Drive to Work on Motorcycle	0.3%	0.1%	0.2%
	Drive to Work on Bicycle	0.5%	0.2%	0.1%
	Walked to Work	1.7%	1.1%	1.0%
	Other Means	0.9%	1.0%	1.0%
	Work at Home	1.9%	1.8%	1.6%

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Magnolia Plaza Morganton, NC		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Travel to Work in Less than 5 Minutes	3.4%	3.1%	3.0%
	Travel to Work in 5 to 9 Minutes	16.9%	12.8%	10.7%
	Travel to Work in 10 to 14 Minutes	26.1%	24.7%	20.4%
	Travel to Work in 15 to 19 Minutes	20.4%	22.4%	21.7%
	Travel to Work in 20 to 29 Minutes	15.6%	18.3%	22.5%
	Travel to Work in 30 to 44 Minutes	10.8%	12.2%	14.7%
	Travel to Work in 45 to 59 Minutes	2.8%	2.6%	3.1%
	Travel to Work in 60 Minutes or more	3.9%	3.9%	4.0%
	Average Travel Time to Work	18	19	21
Vehicles per HH	No Vehicles	7.9%	6.0%	5.2%
	1 Vehicle	35.9%	33.4%	30.6%
	2 Vehicles	35.1%	35.7%	36.4%
	3 or more vehicles	21.0%	24.9%	27.7%
	Average Number of Vehicles	1.78	1.90	2.00
Change	Births (last 12 months)	179	465	947
	Deaths (last 12 months)	183	484	961
	Migration (last 12 months)	4	54	82
Work place	Workplace Establishments	845	1,162	1,688
	Workplace Employees (FTE)	16,681	23,430	33,591