

Morgan County Profile

Alabama Department of Workforce
Labor Market Information Division

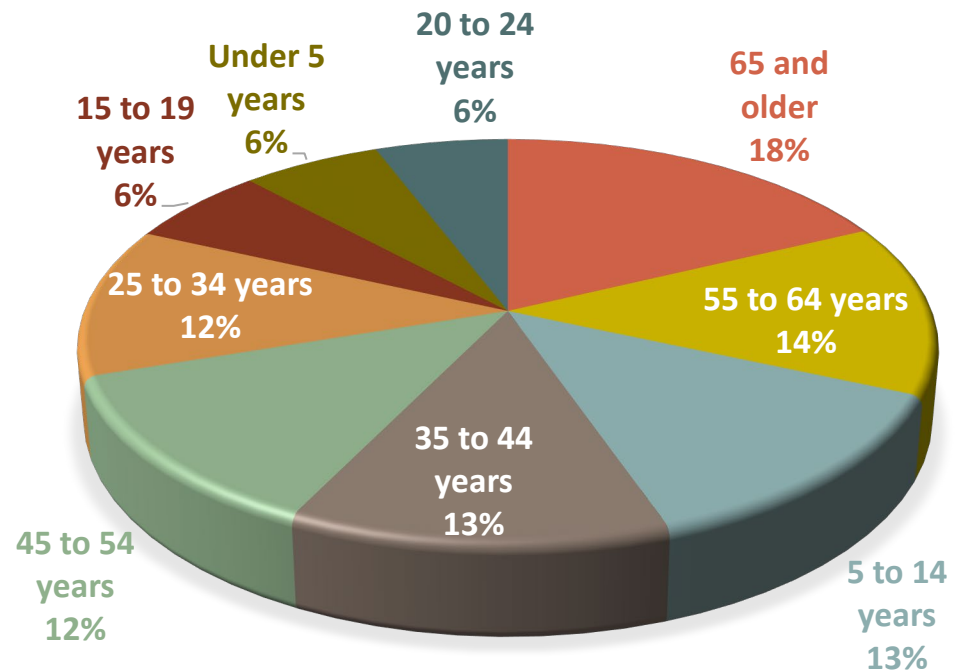
Demographics

American Community Survey Average Population Estimates for 2019-2023

Age	Estimate
Under 5 years	7,548
5 to 14 years	16,163
15 to 19 years	7,746
20 to 24 years	7,192
25 to 34 years	14,786
35 to 44 years	15,617
45 to 54 years	15,583
55 to 64 years	16,984
65 and older	22,123

Total Population
123,742

Population By Age Group:



Demographics

American Community Survey Average Population Estimates for 2019-2023

School Enrollment	Estimate
Population 3 years and over enrolled in school	28,121
Nursery school, preschool	1,530
Kindergarten	1,637
Elementary school (grades 1-8)	13,027
High school (grades 9-12)	6,613
College or graduate school	5,314
Educational Attainment	Estimate
Population 25 years and over	85,093
Less than 9 th grade	5,267
9 th to 12 th grade, no diploma	7,425
High school graduate (includes equivalency)	26,768
Some college, no degree	18,809
Associate's degree	7,048
Bachelor's degree	12,989
Graduate or professional degree	6,787

Unemployment Data

November 2024 Unemployment & Underemployment Data

County	Civilian Labor Force	Employment	Unemployment	Unemployment Rate	Under-Employment	Available Labor Pool
Cullman	40,784	39,625	1,159	2.7%	8,163	9,322
DeKalb	31,806	30,843	963	2.9%	9,901	10,864
Jackson	23,692	22,905	787	3.3%	4,444	5,231
Limestone	51,643	50,132	1,511	2.8%	11,781	13,292
Madison	212,760	206,798	5,962	2.7%	47,770	53,732
Marshall	46,997	45,703	1,294	2.6%	7,815	9,109
Morgan	63,032	61,332	1,700	2.6%	12,389	14,089

Unemployment + Underemployment = Potential Available Labor Pool

Source: LAUS data, County Unemployment Rates, Unemployment Data for Labor Force, Employment, Unemployment, and Unemployment Rate Data. Underemployment in Alabama WIA Areas, Published September 2023, CBER @ UA, Underemployment and Available Labor Pool Data.

Unemployment Data

Initial Claims by Occupation 2024, Annual

Occupation	Number Unemployed	Occupation	Number Unemployed
General and Operations Managers	35	Retail Sales Workers	11
Customer Service Representatives	30	Team Assemblers	11
Management Occupations	29	Construction Laborers	10
Cashiers	22	Construction Managers	10
Helpers--Production Workers	21	Stockers and Order Fillers	10
Production Workers, All Other	20	Supervisors of Retail Sales Workers	9
Production Occupations	19	Marketing and Sales Managers	9
Retail Salespersons	17	Office Clerks, General	9
Laborers and Freight, Stock, and Material Movers, Hand	15	Supervisors of Production and Operating Workers	8
Waiters and Waitresses	14	Welders, Cutters, Solderers, and Brazers	8
Machinists	13	Assemblers and Fabricators	7
Driver/Sales Workers and Truck Drivers	12	Cooks, Restaurant	7
Food Service Managers	11	Inspectors, Testers, Sorters, Samplers, and Weighers	7
Industrial Truck and Tractor Operators	11	Accountants and Auditors	6
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	11	Administrative Services and Facilities Managers	6



Help Wanted OnLine[®] Annual Job Postings

2024 Top Occupations with Most Ads Posted

Occupation	# of Ads	Occupation	# of Ads
Retail Salespersons	430	Merchandise Displayers and Window Trimmers	120
Heavy and Tractor-Trailer Truck Drivers	392	Automotive Service Technicians and Mechanics	114
Registered Nurses	385	Security Guards	111
Supervisors of Retail Sales Workers	296	Supervisors of Mechanics, Installers, and Repairers	110
Fast Food and Counter Workers	275	Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products	107
Licensed Practical & Vocational Nurses	231	Driver/Sales Workers	104
Maintenance and Repair Workers, General	225	Cashiers	98
Food Service Managers	224	Industrial Engineers	95
Production Workers, All Other	207	Stockers and Order Fillers	95
General and Operations Managers	182	Personal Care Aides	91
Customer Service Representatives	182	Supervisors of Production and Operating Workers	91
Laborers and Freight, Stock, and Material Movers, Hand	157	Sales Reps of Services, Except Advertising, Insurance, Financial Services, and Travel	90
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	156	Maids and Housekeeping Cleaners	86
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	135	Industrial Truck and Tractor Operators	78
Nursing Assistants	132	Secondary School Teachers, Except Special and Career/Technical Education	76



Expected Worker Shortfall

	2022-2032	2022-2040	2022-2045
Total Population Growth	1.1%	0.8%	0.2%
Age 20-64 Population Growth	-2.9%	-4.8%	-5.5%
Nonagricultural Job Growth	16.5%	41.0%	60.4%
Worker Shortfall	19.4%	45.7%	65.8%
Worker Shortfall	10,656	25,162	36,224

Note: A negative Worker Shortfall indicates a projected surplus of workers versus available jobs.



Occupational Wages

Morgan County Average Hourly Wage All Occupations

Entry	Median	Mean	Experienced
\$13.84	\$22.23	\$27.82	\$34.82

Morgan County Average Hourly Wage Manufacturing

Entry	Median	Mean	Experienced
\$16.45	\$25.87	\$32.57	\$40.63

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

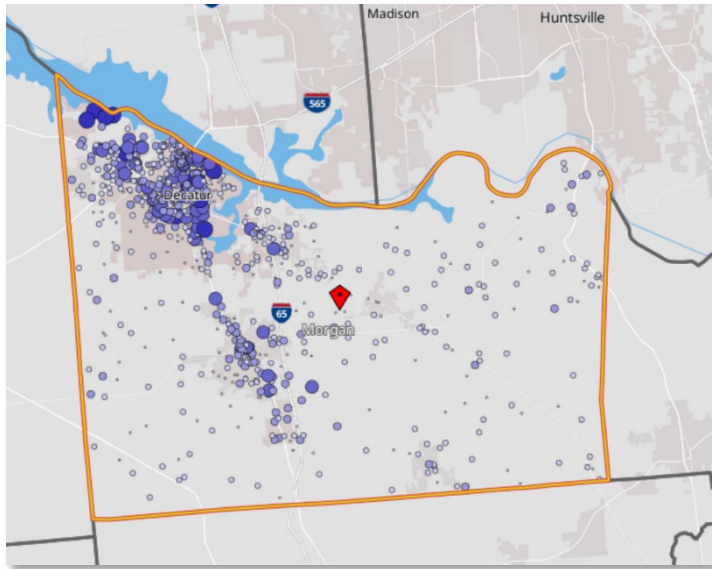
Occupational Wages

Annual Salary Area Comparison

	Entry	Median	Mean	Experienced
Alabama				
Total	\$27,814	\$45,371	\$57,292	\$72,030
Manufacturing	\$33,704	\$48,848	\$58,571	\$71,005
Morgan County				
Total	\$28,784	\$46,239	\$57,879	\$72,427
Manufacturing	\$34,218	\$53,812	\$67,743	\$84,506
Madison County				
Total	\$31,098	\$53,693	\$73,781	\$95,122
Manufacturing	\$38,755	\$54,588	\$73,664	\$91,118
Limestone County				
Total	\$30,757	\$48,484	\$56,239	\$68,980
Manufacturing	\$38,602	\$49,095	\$58,630	\$68,645

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

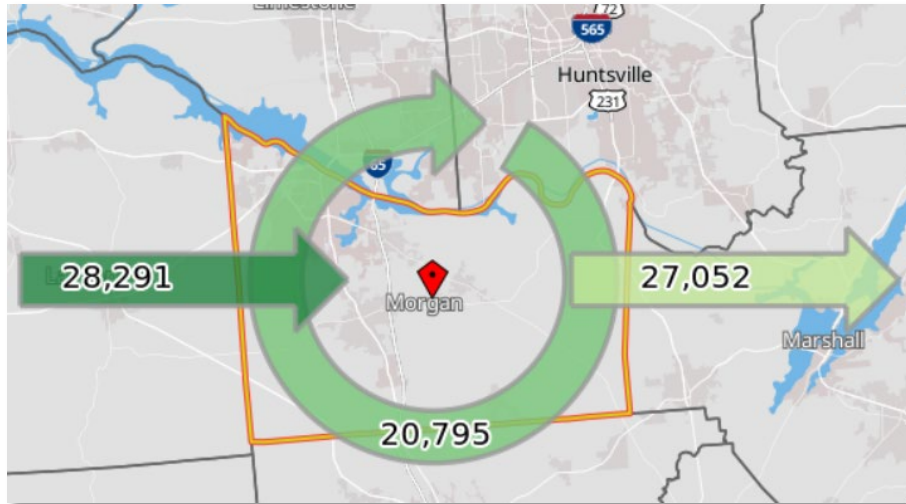
2022 Workforce Characteristics



Jobs by Worker Age	Count	Share
Age 29 or younger	11,401	23.2%
Age 30 to 54	25,892	52.7%
Age 55 or older	11,793	24.0%
Jobs by Worker Educational Attainment	Count	Share
Less than high school	5,079	10.3%
High school or equivalent, no college	12,169	24.8%
Some college or Associate degree	12,565	25.6%
Bachelor's degree or advanced degree	7,872	16.0%
Educational attainment not available (workers aged 29 or younger)	11,401	23.2%
Jobs by Worker Sex	Count	Share
Male	27,528	56.1%
Female	21,558	43.9%
Jobs by Earnings	Count	Share
\$1,250 per month or less	7,073	14.4%
\$1,251 to \$3,333 per month	14,412	29.4%
More than \$3,333 per month	27,601	56.2%

2022 Commuting Patterns

Labor Force Characteristics



Outflow Job Characteristics	Count	Share
External Jobs Filled by Residents	27,052	100.0%
Workers Aged 29 or younger	7,104	26.3%
Workers Aged 30 to 54	13,943	51.5%
Workers Aged 55 or older	6,005	22.2%
Workers Earning \$1,250 per month or less	4,325	16.0%
Workers Earning \$1,251 to \$3,333 per month	7,862	29.1%
Workers Earning More than \$3,333 per month	14,865	54.9%
Workers in the "Goods Producing" Industry Class	6,382	23.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	6,154	22.7%
Workers in the "All Other Services" Industry Class	14,516	53.7%

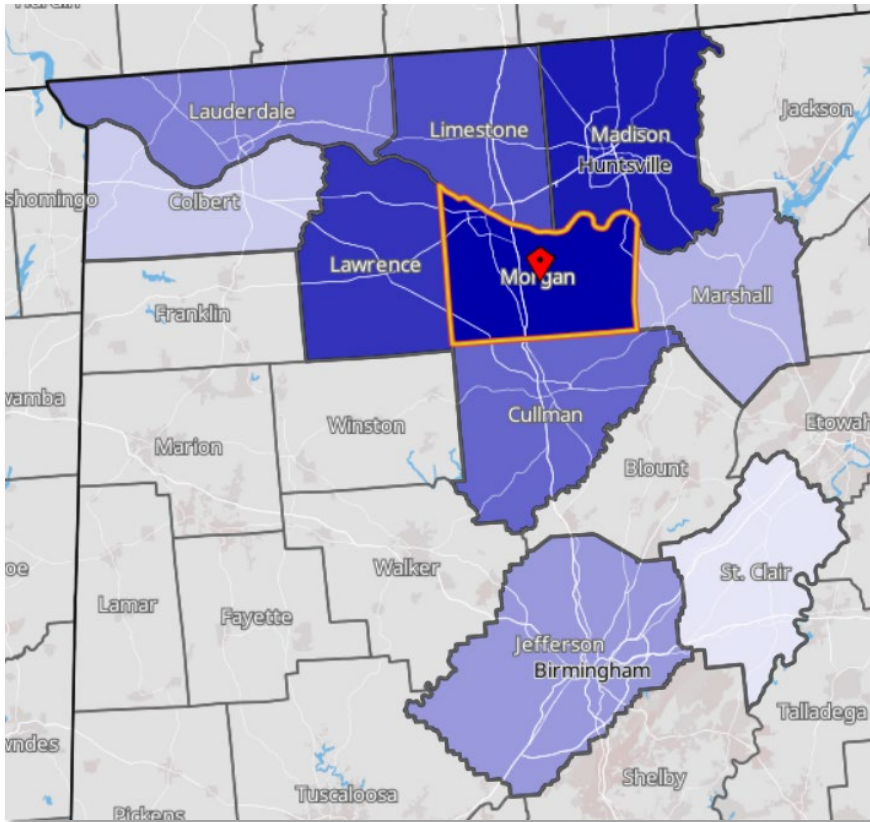
Live Elsewhere but Work in the County
37.2%

Live in the County but Work Elsewhere
35.5%

Live and Work in the County
27.3%

2022 Commuting Patterns

Where People Live who Work in This County



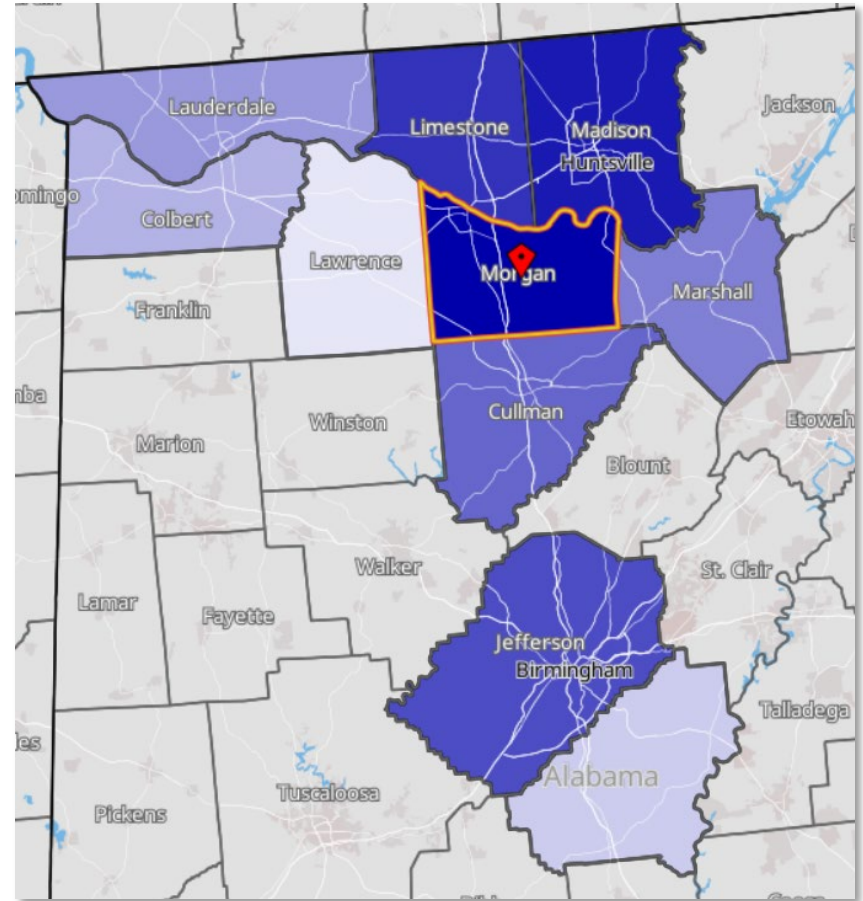
	Count	Share
Morgan County, AL	20,795	42.4%
Madison County, AL	5,059	10.3%
Lawrence County, AL	4,544	9.3%
Limestone County, AL	3,705	7.5%
Cullman County, AL	2,263	4.6%
Lauderdale County, AL	1,439	2.9%
Jefferson County, AL	1,160	2.4%
Marshall County, AL	1,099	2.2%
Colbert County, AL	967	2.0%
St. Clair County, AL	444	0.9%
All Other Locations	7,611	15.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Workforce, Labor Market Information Division.

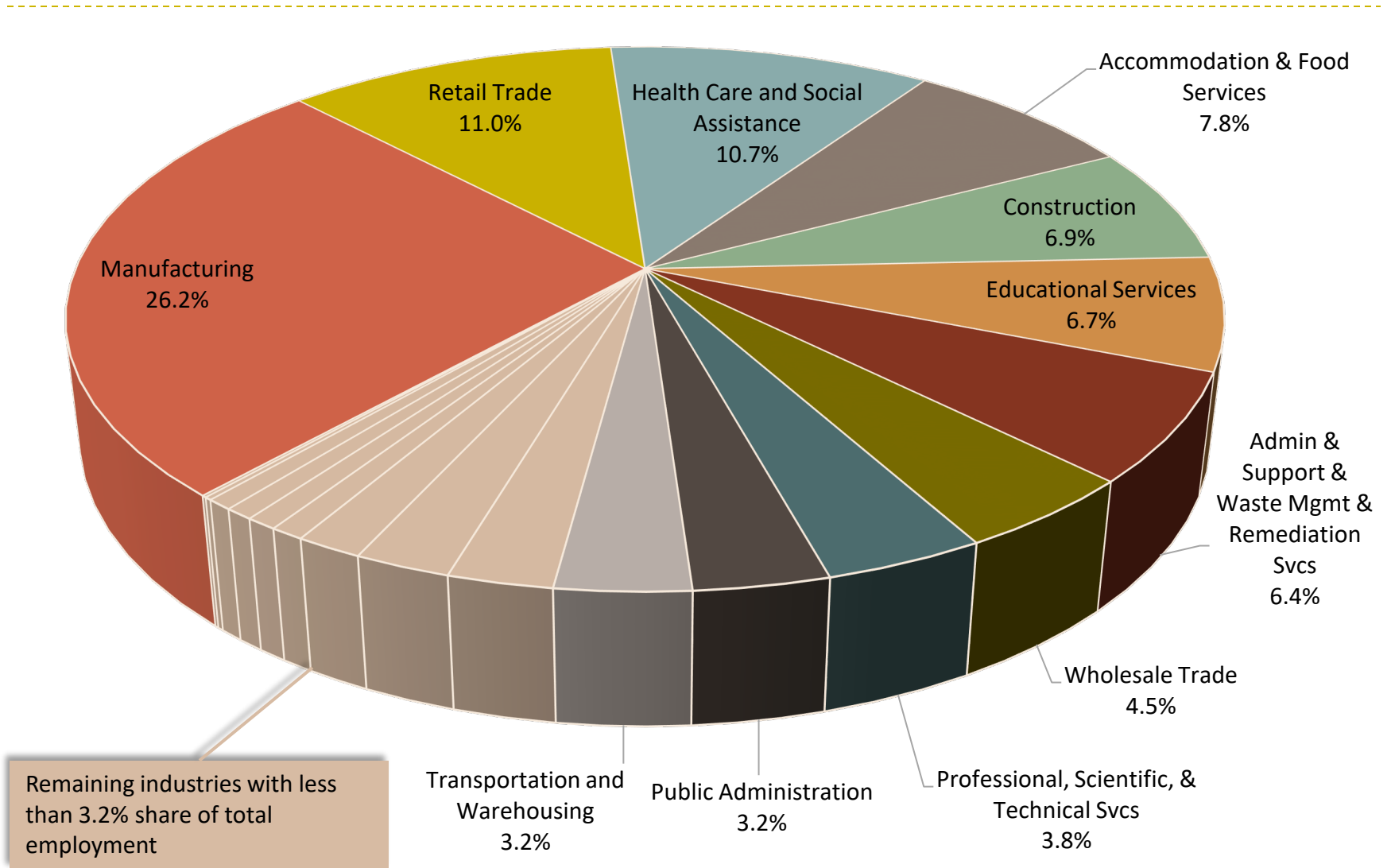
2022 Commuting Patterns

Where People Work who Live in This County

	Count	Share
Morgan County, AL	20,795	43.5%
Madison County, AL	11,804	24.7%
Limestone County, AL	2,788	5.8%
Jefferson County, AL	2,230	4.7%
Cullman County, AL	1,774	3.7%
Marshall County, AL	795	1.7%
Lauderdale County, AL	732	1.5%
Colbert County, AL	583	1.2%
Shelby County, AL	558	1.2%
Lawrence County, AL	528	1.1%
All Other Locations	5,260	11.0%



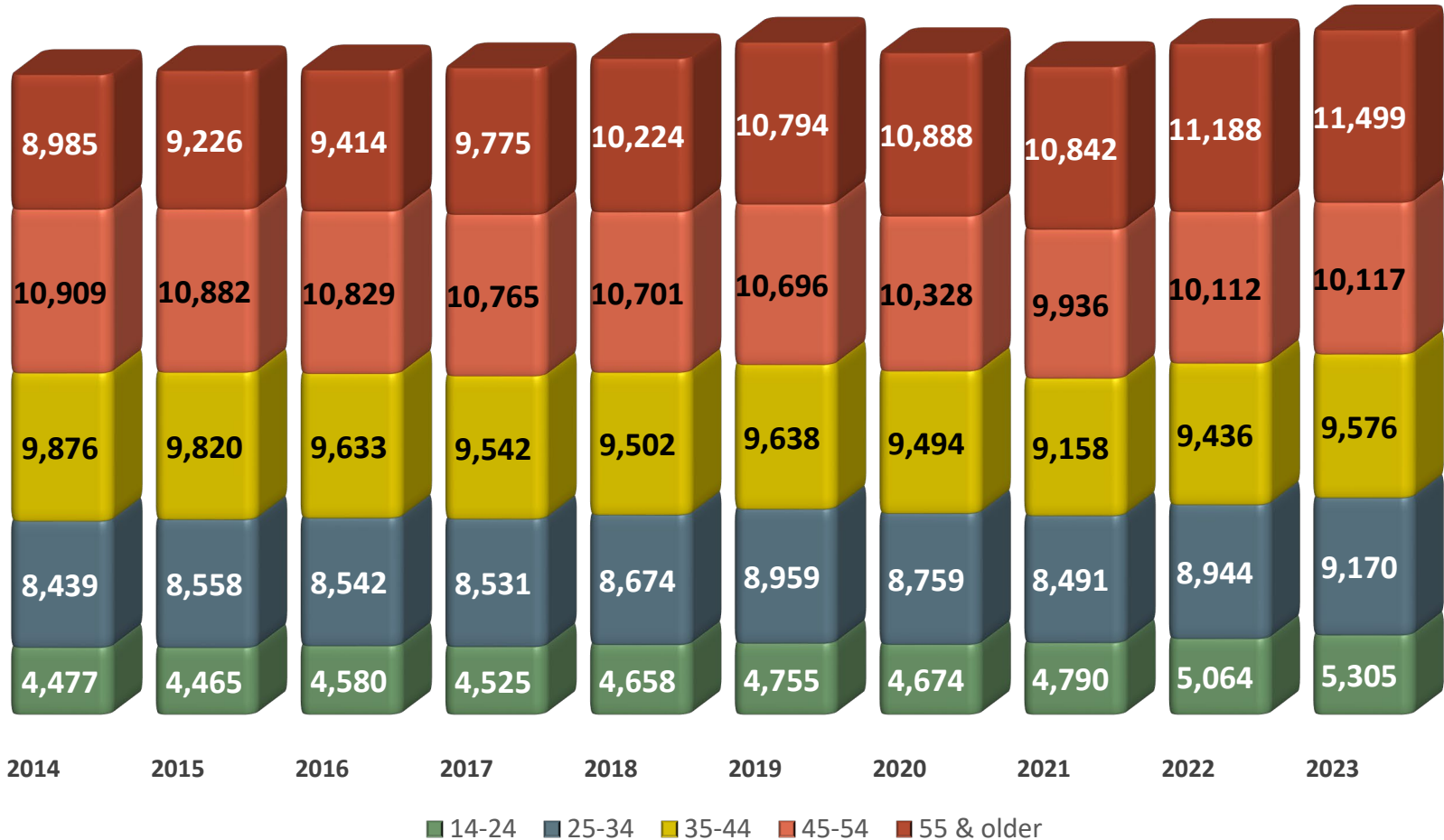
Morgan County Industry Distribution 2023



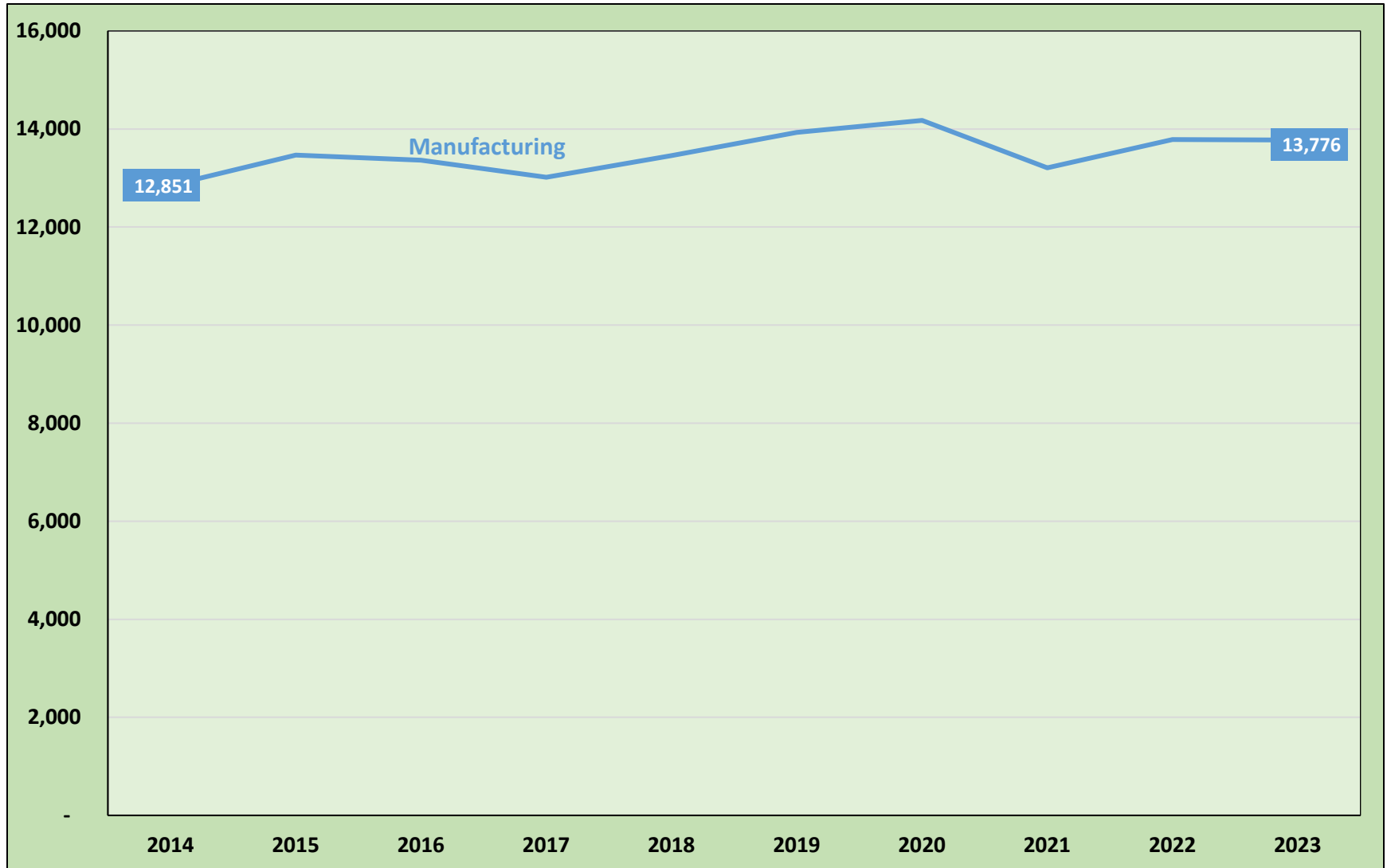
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.

Employment by Age Group

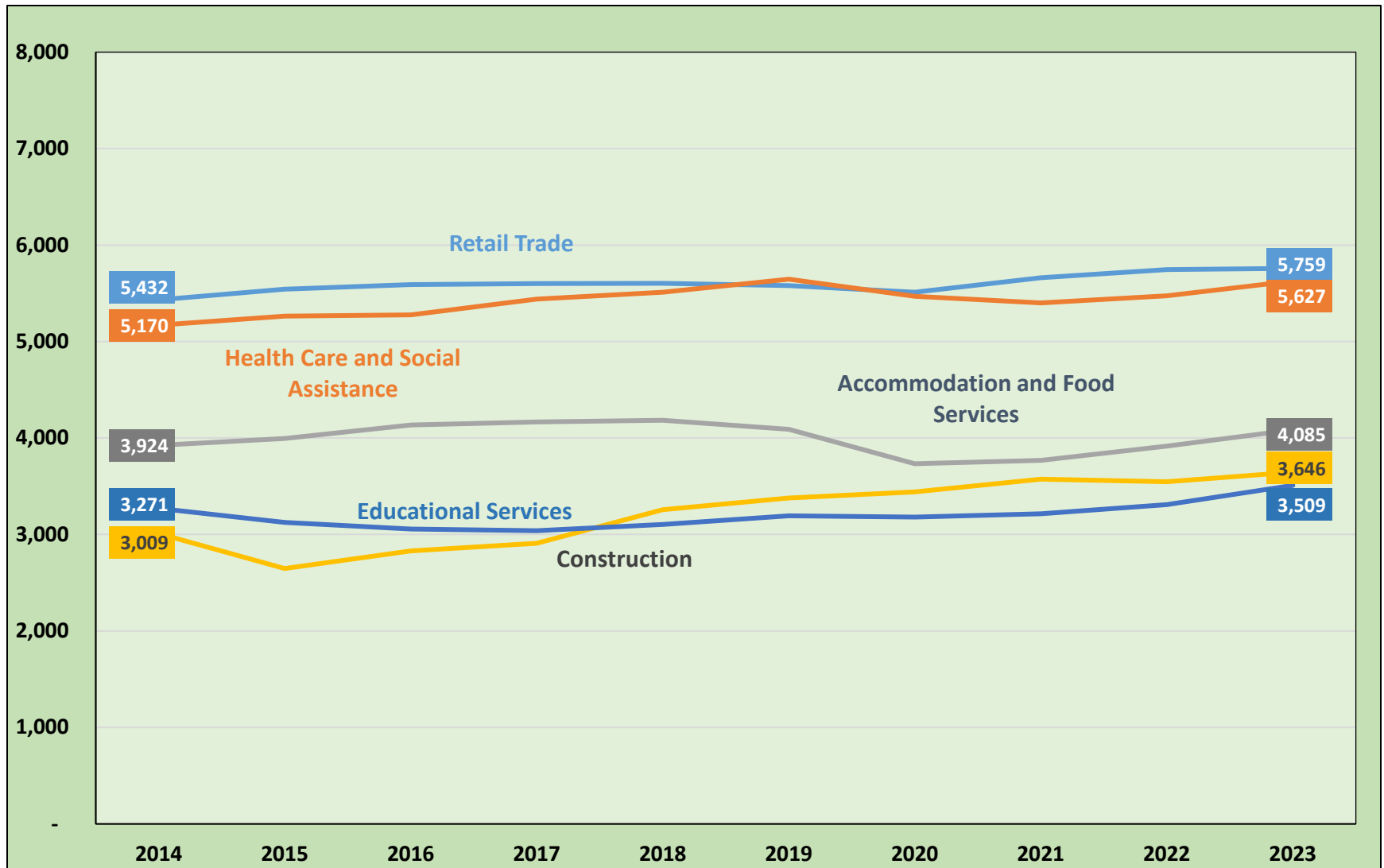
Total All Industries



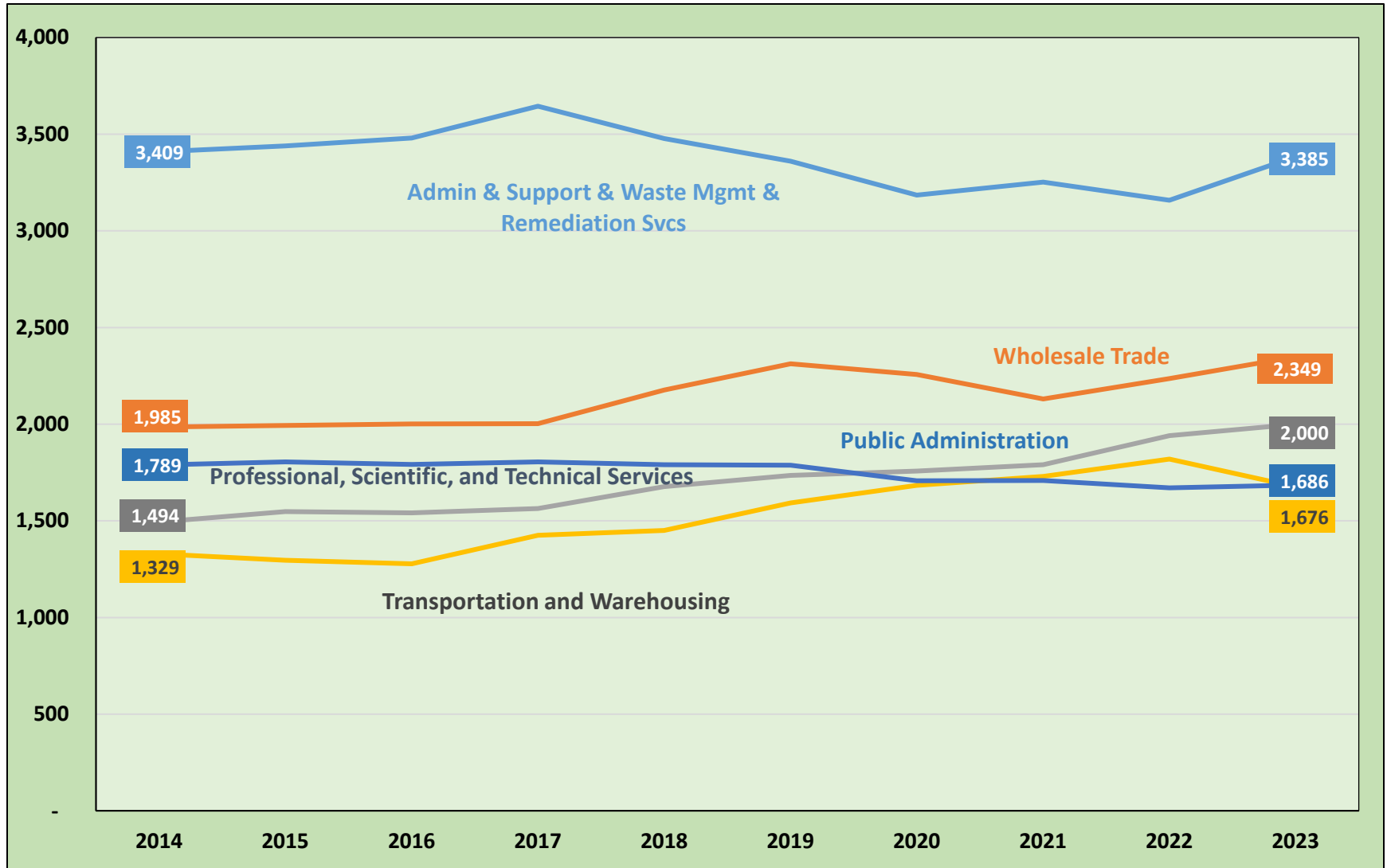
Industry Sector Employment Trends



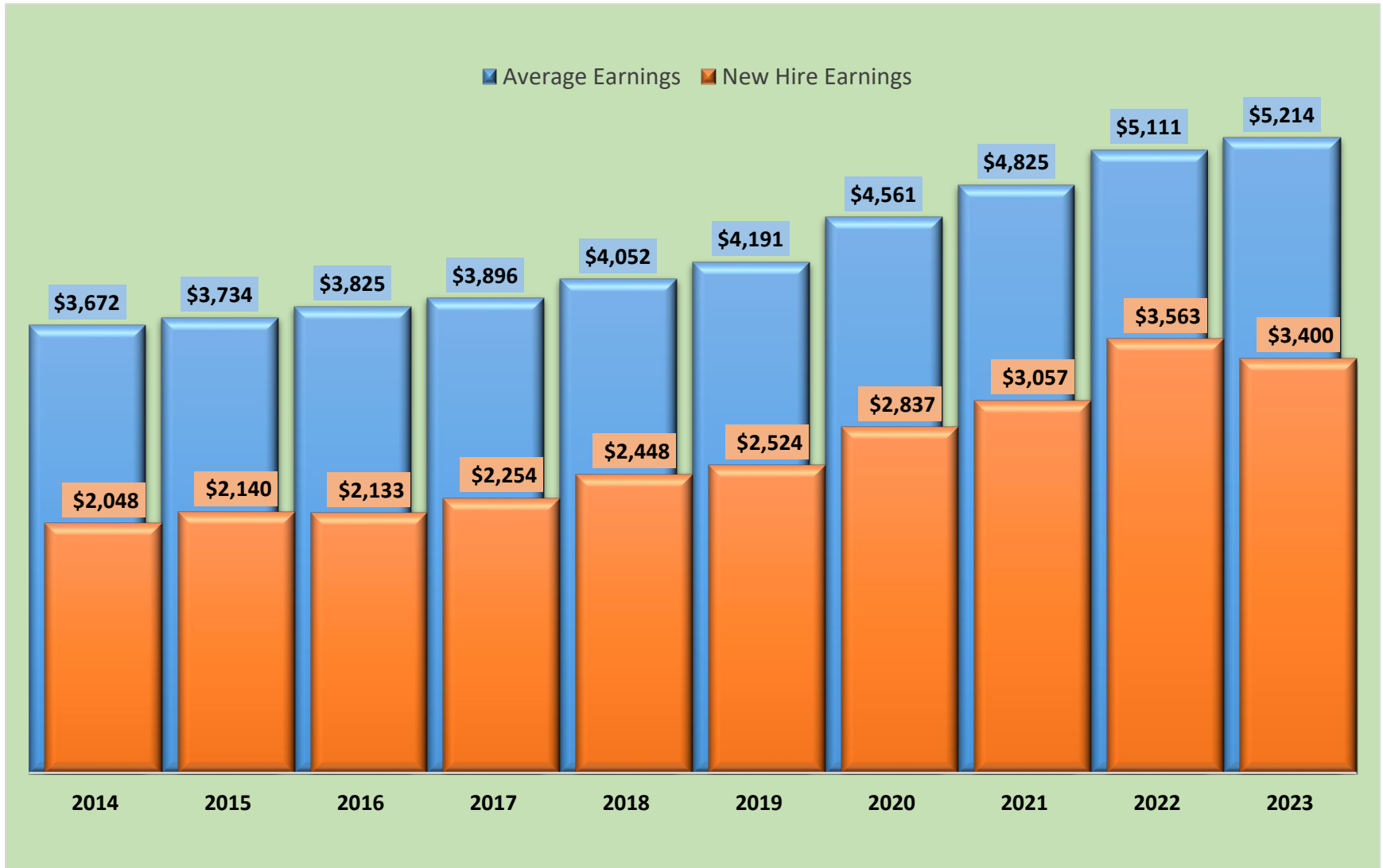
Industry Sector Employment Trends



Industry Sector Employment Trends



Average Monthly Earnings Trend



Postsecondary Education

HS Graduates Enrolled in Alabama Public Colleges Fall 2024

High School	HS Grads	Enrolled in AL Public Colleges	Enrolled in Remedial Course(s)				Enrollment Status	
			Math Only	English Only	Both	Total	Full Time	Part Time/Other
Albert P Brewer High School	153	50	3	0	0	3	41	9
Austin High School	305	137	9	9	6	24	123	14
Danville High School	82	22	1	0	0	1	15	7
Decatur High School	210	79	3	2	4	9	68	11
Falkville High School	50	18	1	0	0	1	14	4
Hartselle High School	240	137	10	4	1	15	121	16
Priceville High School	121	64	1	1	2	4	60	4
West Morgan High School	110	37	5	3	0	8	27	10

► Source: Alabama Commission on Higher Education; 2023-2024 High School Report.

Postsecondary Education

Fall 2024 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

Morgan County		# Undergrads	# First-Time Freshman
Major	Grand Total	4,291	723
	Undeclared	1,004	8
	General Studies	837	236
	Registered Nursing/Registered Nurse	250	52
	Business Administration and Management, General	158	22
	Manufacturing Engineering Technology/Technician	153	50
	Computer and Information Sciences, General	92	13
	Elementary Education and Teaching	72	12
	Salon/Beauty Salon Management/Manager	65	7
	Accounting	64	8
	Psychology, General	63	9
	Biology/Biological Sciences, General	55	13
	Mechanical Engineering	52	15
	Liberal Arts and Sciences/Liberal Studies	45	5
	Management Information Systems, General	41	6
	Aerospace, Aeronautical, and Astronautical/Space Engineering, General	36	7

Postsecondary Education

Summer 2023 thru Spring 2024 Completions of Students from Alabama Public Two-Year and Four-Year Institutions

Major	Less than 1 year	Less than 2 years	Associate	Less than 4 years	Bachelor	Post-Bachelor	Master	Post-Master	Doctoral	Morgan Total	* State Totals
General Studies	180	-	162	-	1	-	-	-	-	343	6,081
Registered Nursing/Registered Nurse	-	-	39	-	43	-	16	-	-	98	3,947
Manufacturing Engineering Technology/Technician	63	-	24	-	1	-	-	-	-	88	672
Business Administration and Management, General	12	-	5	-	26	-	24	-	-	67	2,265
Licensed Practical/Vocational Nurse Training	-	38	-	-	-	-	-	-	-	38	1,501
Computer and Information Sciences, General	24	-	7	-	5	-	1	-	-	37	1,429
Emergency Medical Technology/Technician (EMT Paramedic)	28	5	2	-	-	-	-	-	-	35	782
Multi-/Interdisciplinary Studies, Other	30	-	-	-	4	-	-	-	-	34	1,155
Automobile/Automotive Mechanics Technology/Technician	23	-	2	-	-	-	-	-	-	25	262
Accounting	-	-	-	-	14	-	7	-	-	21	793
Welding Technology/Welder	20	1	-	-	-	-	-	-	-	21	1,280
Elementary Education and Teaching	-	-	-	-	12	-	7	1	-	20	1,071
Salon/Beauty Salon Management/Manager	4	9	7	-	-	-	-	-	-	20	398
Psychology, General	-	-	-	-	18	-	1	-	-	19	906
Biology/Biological Sciences, General	-	-	-	-	15	-	1	-	-	16	664

Questions???

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