

# HICKORY DEMOGRAPHICS



**60%**

of the United States population is within A DAY'S DRIVE.

## POPULATION

(2016 ESTIMATES)

### HICKORY



### CATAWBA COUNTY



### HKY-LEN-MORG MSA



≈10,000 people

≈10,000 people

## POPULATION, INCOME, RETAIL SALES

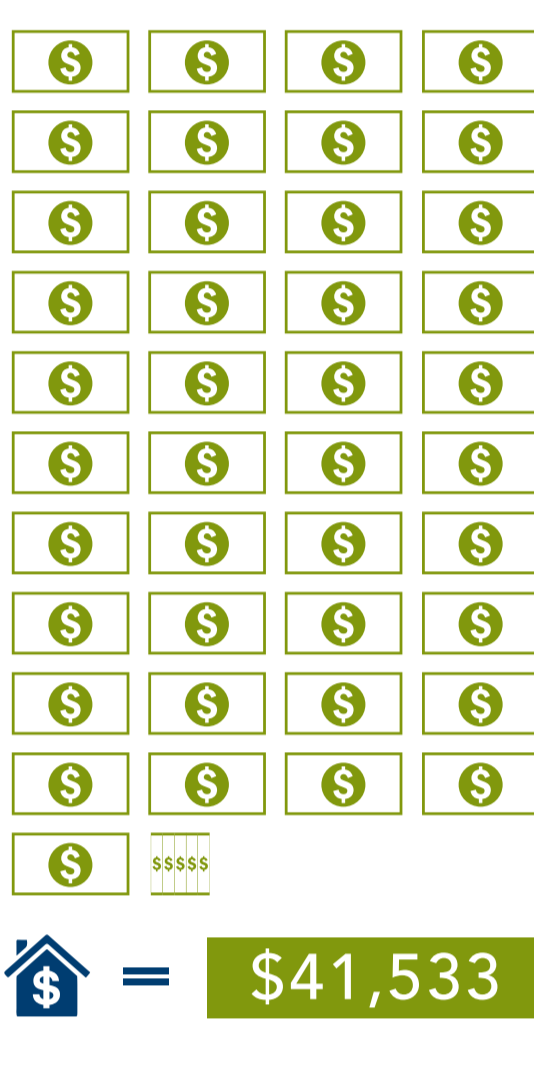
	HICKORY	CATAWBA COUNTY	HKY-LEN-MORG MSA
POPULATION (2016 ESTIMATES)	40,274	155,461	363,377
TOTAL HOUSEHOLDS (2012-2016 ACS)	16,101	59,710	139,617
MEDIAN HOUSEHOLD INCOME (2012-2016 ACS)	\$41,533	\$45,450	\$41,526
MEAN HOUSEHOLD INCOME (2012-2016 ACS)	\$63,779	\$61,516	\$55,558
PER CAPITA INCOME (2012-2016 ACS)	\$26,128	\$24,220	\$22,185
RETAIL SALES (2016)	\$2.4 billion	\$4 billion	\$6.9 billion



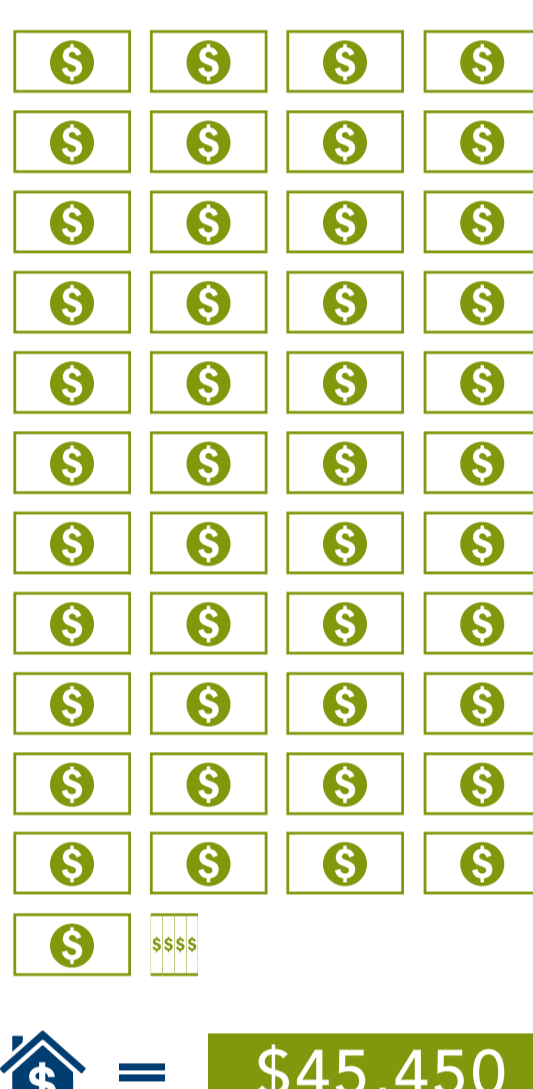
## MEDIAN HOUSEHOLD INCOME

(2016 ACS)

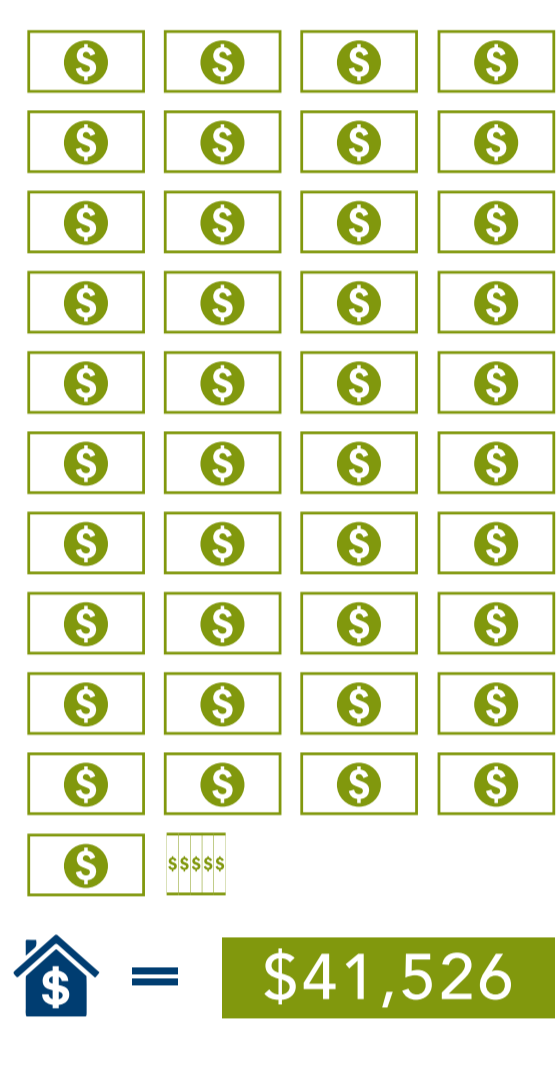
### HICKORY



### CATAWBA COUNTY



### HKY-LEN-MORG MSA



≈1,000 dollar

≈100 dollar

## AGE RANGE (% POPULATION - 2016 ACS)

	HICKORY	CATAWBA COUNTY	HKY-LEN-MORG MSA
0-19 YEARS	26.6%	25.4%	24.0%
20-24 YEARS	7.6%	6.0%	6.0%
25-34 YEARS	12.1%	11.2%	11.0%
35-44 YEARS	12.9%	13.0%	12.8%
45-54 YEARS	12.6%	14.8%	15.0%
55-64 YEARS	12.4%	13.5%	13.9%
65+ YEARS	15.8%	16.1%	17.2%



## EDUCATIONAL ATTAINMENT (2016 ACS)

	HICKORY	CATAWBA COUNTY	HKY-LEN-MORG MSA
% HIGH SCHOOL GRADUATE OR HIGHER	85.4%	83.4%	80.8%
% BACHELOR'S DEGREE OR HIGHER	31.8%	21.6%	17.8%

## % POPULATION 25 YRS AND OVER (ACS 2016)

	HICKORY	CATAWBA COUNTY	HKY-LEN-MORG MSA
LESS THAN HIGH SCHOOL	14.6%	16.6%	19.2%
HIGH SCHOOL GRADUATE	24.7%	30.5%	31.6%
SOME COLLEGE	19.7%	21.1%	21.4%
ASSOCIATE DEGREE	9.3%	10.2%	10.0%
BACHELOR'S DEGREE	20.1%	14.7%	12.1%
MASTER'S DEGREE OR HIGHER	11.7%	6.9%	5.7%



## INDUSTRY

(2016 ACS)

## CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER

HICKORY

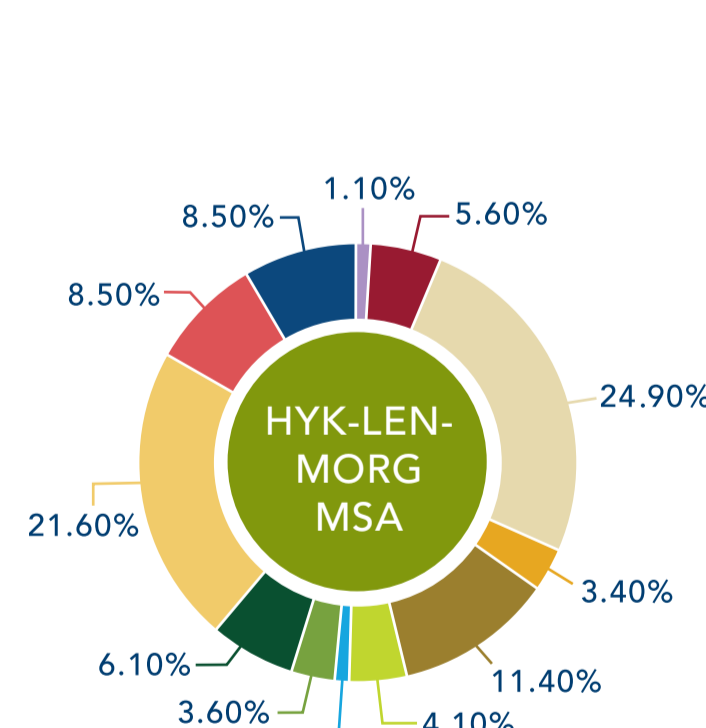
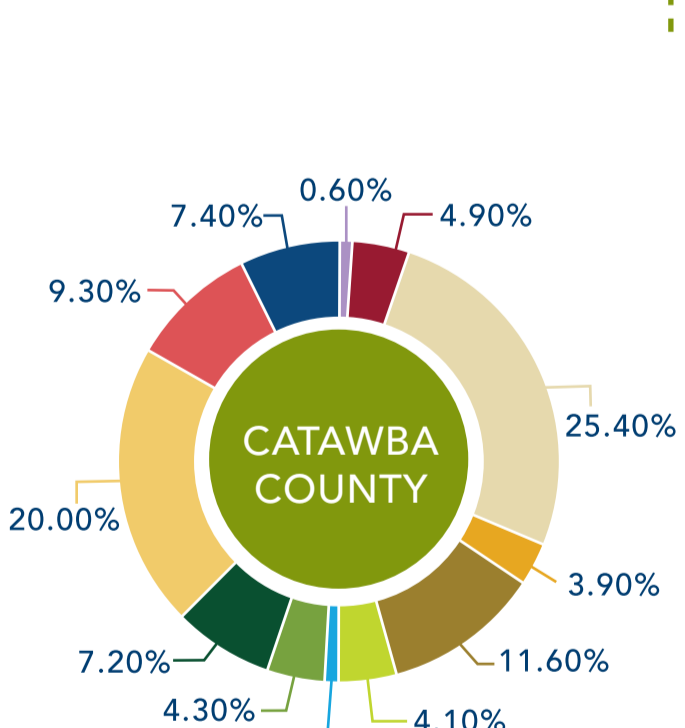
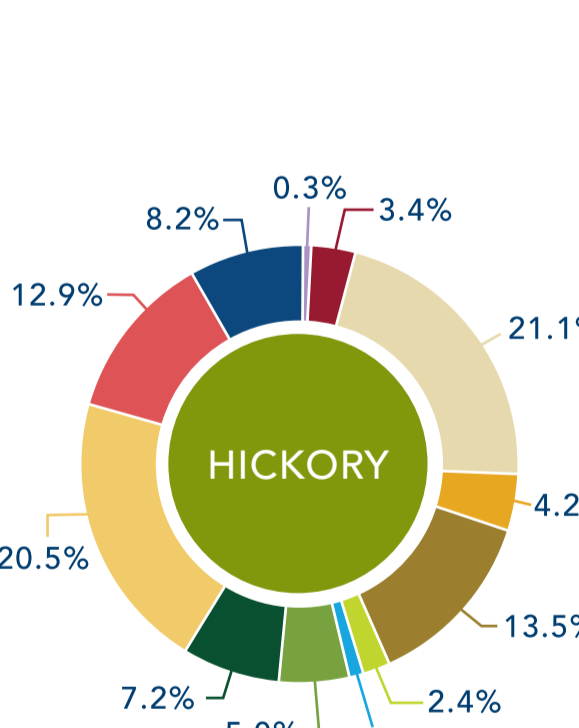
**18,465**

CATAWBA COUNTY

**70,983**

HYK-LEN-MORG MSA

**157,787**



## KEY

- AGRICULTURE, FORESTRY, FISHING AND HUNTING, AND MINING
- CONSTRUCTION
- MANUFACTURING
- WHOLESALE TRADE
- RETAIL TRADE
- TRANSPORTATION AND WAREHOUSING, AND UTILITIES
- INFORMATION
- FINANCE AND INSURANCE, AND REAL ESTATE AND RENTAL AND LEASING
- PROFESSIONAL, SCIENTIFIC, MANAGEMENT, ADMINISTRATIVE AND WASTE MANAGEMENT SERVICES
- EDUCATIONAL, SERVICES, AND HEALTH CARE AND SOCIAL ASSISTANCE
- ARTS, ENTERTAINMENT, RECREATION, ACCOMMODATION AND FOOD SERVICES
- PUBLIC ADMINISTRATION AND OTHER SERVICES

## TOP EMPLOYERS - ALL INDUSTRIES (AS OF QTR 2, 2017)

CATAWBA VALLEY MEDICAL CENTER	Education & Health Services	1000+
DUKE LIFEPOINT/FRYE REGIONAL MEDICAL CENTER	Education & Health Services	1000+
MERCHANTS DISTRIBUTORS LLC	Trade, Transportation, & Utilities	1000+
HICKORY SPRINGS MFG CO	Manufacturing	500-999
CONGRUITY HR LLC	Professional & Business Services	500-999
CENTURY FURNITURE LLC	Manufacturing	500-999
CITY OF HICKORY	Public Administration	500-999
CATAWBA VALLEY COMMUNITY COLLEGE	Education & Health Services	500-999
PERFORMANCE FOOD GROUP INC	Trade, Transportation, & Utilities	500-999
HICKORY PUBLIC SCHOOLS	Education & Health Services	500-999
SHERRILL FURNITURE COMPANY	Manufacturing	500-999
FISERV	Professional & Business Services	500-999
ADVISOR HR CAPITAL	Professional & Business Services	500-999
CATAWBA COUNTY (OFFICES LOCATED IN HICKORY)	Public Administration	500-999
CATAWBA COUNTY SCHOOLS (SCHOOLS LOCATED IN HICKORY)	Education & Health Services	250-499



## TOP 5 MANUFACTURERS (AS OF QTR 2, 2017)

HICKORY SPRINGS MFG CO	Foam Manufacturing	500-999
CENTURY FURNITURE LLC	Furniture Manufacturing	500-999
SHERRILL FURNITURE COMPANY	Furniture Manufacturing	500-999
HICKORY CHAIR FURNITURE COMPANY	Furniture Manufacturing	250-499
CHEMICAL COATINGS INC	Chemical Manufacturing	250-499

