

BY THE NUMBERS



POPULATION OF 389,996

within 30 minute drive time from Valley Hills Mall. 2 million population within 60-minute drive time



94TH PERCENTILE

268 out of 4561 nationwide.



8TH IN NORTH CAROLINA

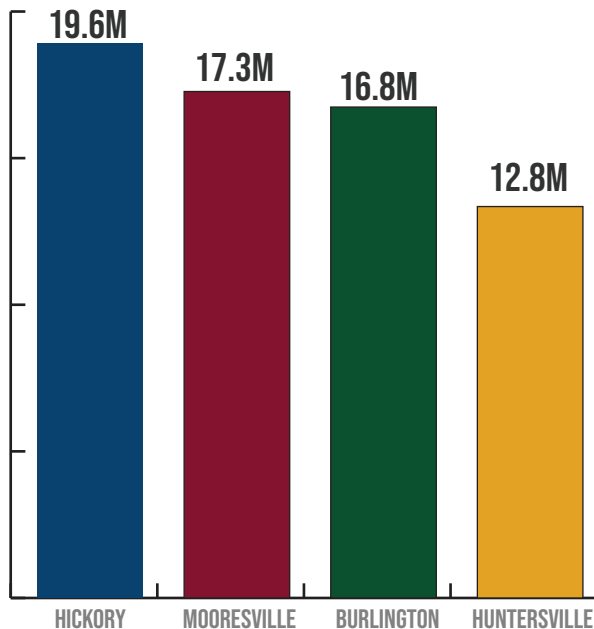
out of 144 in the state.

Placer.ai, Retail area, Valley Hills Mall, STI: Popstats, Sep 2024 – Aug 2025

COMPARISON

Placer.ai, 2025

Hickory has one of the busiest retail areas in North Carolina.



TOTAL VISITS TO RETAIL AREA (SEP 2024 – AUG 2025)

78.3%

01 POPULATION OVER 18

2019 - 2023 ACS Data

37.7

02 MEDIAN AGE

\$63,361

03 MEDIAN INCOME

35.9%

04 BACHELOR'S DEGREE OF HIGHER

\$1,340

05 MONTHLY AVERAGE RENT

Costar, Multi-Family, Q3 2025

\$373,859

06 AVERAGE SALE PRICE

Canopy MLS, August 2025

CITY OF HICKORY FOOT TRAFFIC IN THE PAST 12 MONTHS

(Sep 2024 – Aug 2025)

01

141K people

AVERAGE DAILY POPULATION (RESIDENTS, EMPLOYEES, VISITORS)

03

90.9K visitors

OUT-OF-MARKET VISITORS / AVERAGE DAILY POPULATION

05

41.3K employees

TOTAL EMPLOYEES

02

+2.8%

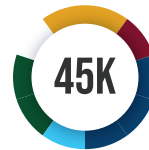
OUT-OF-MARKET VISITS YEAR-OVER-YEAR

04

SATURDAY

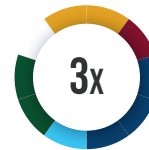
BUSIEST DAY OF THE WEEK

POPULATION



CITY POPULATION

2023
NC OSBM

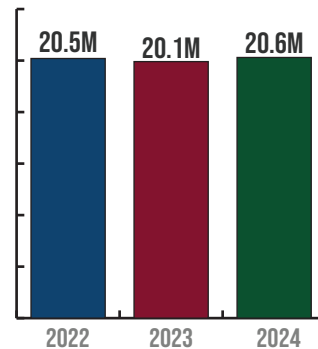


FOOT TRAFFIC TO POPULATION RATIO

The total daily visitors to Hickory are over 3 times the city's population.

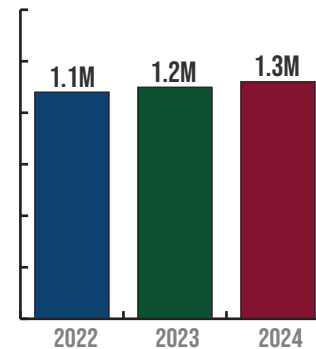
FOOT TRAFFIC

Placer.ai, Retail area, Sep 2024 – Aug 2025



TOTAL VISITS

(VISITORS, EMPLOYEES, AND RESIDENTS)



TOTAL EMPLOYEE VISITS

RETAIL AREA'S DAILY FOOT TRAFFIC

53.6K Visitors

Daily Average

3.5K Employees

Daily Average

81 Minutes

Average Visit Duration

Saturday

Busiest day of the week

DATA UPDATED ON SEPTEMBER 30, 2025



CRAFTING HICKORY

The City has exciting projects in the works. Visit www.craftinghickory.com to learn about the City Walk, Riverwalk, and more!

CITY OF HICKORY WEBSITES

An all-encompassing collection of information regarding City Council, City services, City departments, and City meetings can be found at www.hickorync.gov. Click the links or QR codes below to access additional information.



MyHKY.com



HKYTrail.com



[Experience Hickory Pitchbook](#)

EXPERIENCE LIFE. WELL CRAFTED.

From delectable farm-to-table restaurants, outdoor adventures on Lake Hickory, and eclectic downtown shops, to a growing craft beer scene and an arts and cultural community to rival that of cities more than twice its size, Hickory offers a unique experience that entralls residents and attracts visitors from all around. A city for doers and makers seeking a well-rounded community, Hickory offers the perfect balance of large city amenities and small town charm, making it the perfect place to work, live, and raise a family. **Hickory is Life. Well Crafted!**