

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 35.7025/-81.3103

1832 Catawba Valley Blvd SE							5 mi radius		10 mi radius		20 mi radius	
Hickory, NC 28602												
Population												
Estimated Population (2024)							67,536		158,065		372,350	
Projected Population (2029)							69,361		162,799		388,414	
Census Population (2020)							66,231		155,898		364,147	
Census Population (2010)							63,490		152,188		360,813	
Projected Annual Growth (2024 to 2029)							1,826	0.5%	4,734	0.6%	16,064	0.9%
Historical Annual Growth (2020 to 2024)							1,305	0.5%	2,167	0.3%	8,203	0.6%
Historical Annual Growth (2010 to 2020)							2,742	1.1%	3,710	0.6%	3,334	0.2%
Estimated Population Density (2024)							860	psm	503	psm	296	psm
Trade Area Size							78.5	sq mi	314.0	sq mi	1,256.5	sq mi
Households												
Estimated Households (2024)							28,077		64,467		152,383	
Projected Households (2029)							28,747		65,933		157,549	
Census Households (2020)							27,291		62,627		146,223	
Census Households (2010)							25,746		60,081		142,151	
Estimated Households with Children (2024)							7,607	27.1%	17,840	27.7%	41,195	27.0%
Estimated Average Household Size (2024)							2.33		2.41		2.40	
Average Household Income												
Estimated Average Household Income (2024)							\$90,641		\$100,477		\$95,115	
Projected Average Household Income (2029)							\$93,034		\$103,882		\$98,281	
Estimated Average Family Income (2024)							\$107,485		\$121,307		\$114,600	
Median Household Income												
Estimated Median Household Income (2024)							\$66,257		\$71,725		\$69,844	
Projected Median Household Income (2029)							\$66,741		\$72,535		\$70,641	
Estimated Median Family Income (2024)							\$83,464		\$89,281		\$86,541	
Per Capita Income												
Estimated Per Capita Income (2024)							\$37,901		\$41,093		\$39,024	
Projected Per Capita Income (2029)							\$38,771		\$42,182		\$39,959	
Estimated Per Capita Income 5 Year Growth							\$870	2.3%	\$1,089	2.7%	\$935	2.4%
Estimated Average Household Net Worth (2024)							\$754,972		\$913,254		\$893,537	
Daytime Demos (2024)												
Total Businesses							4,166		6,632		12,236	
Total Employees							57,092		86,723		139,999	
Company Headquarter Businesses							169	4.1%	243	3.7%	394	3.2%
Company Headquarter Employees							13,208	23.1%	17,725	20.4%	24,779	17.7%
Employee Population per Business							13.7		13.1		11.4	
Residential Population per Business							16.2		23.8		30.4	

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Race & Ethnicity

White (2024)	46,991	69.6%	120,164	76.0%	303,228	81.4%
Black or African American (2024)	8,427	12.5%	13,632	8.6%	26,724	7.2%
American Indian or Alaska Native (2024)	385	0.6%	719	0.5%	1,340	0.4%
Asian (2024)	3,605	5.3%	8,305	5.3%	11,777	3.2%
Hawaiian or Pacific Islander (2024)	43	-	58	-	116	-
Other Race (2024)	4,147	6.1%	6,965	4.4%	12,233	3.3%
Two or More Races (2024)	3,939	5.8%	8,223	5.2%	16,931	4.5%
Not Hispanic or Latino Population (2024)	58,702	86.9%	141,578	89.6%	341,586	91.7%
Hispanic or Latino Population (2024)	8,834	13.1%	16,488	10.4%	30,764	8.3%
Not Hispanic or Latino Population (2029)	59,277	85.5%	143,305	88.0%	350,099	90.1%
Hispanic or Latino Population (2029)	10,085	14.5%	19,495	12.0%	38,315	9.9%
Not Hispanic or Latino Population (2020)	56,570	85.4%	138,884	89.1%	333,272	91.5%
Hispanic or Latino Population (2020)	9,661	14.6%	17,015	10.9%	30,874	8.5%
Not Hispanic or Latino Population (2010)	55,986	88.2%	139,405	91.6%	336,919	93.4%
Hispanic or Latino Population (2010)	7,503	11.8%	12,783	8.4%	23,894	6.6%
Projected Hispanic Annual Growth (2024 to 2029)	1,251	2.8%	3,007	3.6%	7,551	4.9%
Historic Hispanic Annual Growth (2010 to 2024)	1,330	1.3%	3,704	2.1%	6,870	2.1%

Age Distribution (2024)

Age Under 5	3,696	5.5%	8,265	5.2%	18,697	5.0%
Age 5 to 9 Years	4,016	5.9%	9,160	5.8%	20,561	5.5%
Age 10 to 14 Years	4,267	6.3%	9,791	6.2%	21,827	5.9%
Age 15 to 19 Years	4,523	6.7%	10,115	6.4%	22,386	6.0%
Age 20 to 24 Years	4,642	6.9%	9,506	6.0%	21,339	5.7%
Age 25 to 29 Years	4,456	6.6%	9,818	6.2%	22,276	6.0%
Age 30 to 34 Years	4,522	6.7%	10,129	6.4%	23,486	6.3%
Age 35 to 39 Years	4,147	6.1%	9,200	5.8%	21,316	5.7%
Age 40 to 44 Years	4,111	6.1%	9,574	6.1%	22,257	6.0%
Age 45 to 49 Years	4,014	5.9%	9,579	6.1%	22,831	6.1%
Age 50 to 54 Years	4,373	6.5%	10,804	6.8%	26,815	7.2%
Age 55 to 59 Years	4,145	6.1%	10,721	6.8%	26,895	7.2%
Age 60 to 64 Years	4,242	6.3%	10,768	6.8%	26,533	7.1%
Age 65 to 74 Years	6,990	10.3%	17,597	11.1%	43,436	11.7%
Age 75 to 84 Years	4,037	6.0%	10,063	6.4%	24,668	6.6%
Age 85 Years or Over	1,355	2.0%	2,975	1.9%	7,028	1.9%
Median Age	38.7		40.8		42.4	

Gender Age Distribution (2024)

Female Population	33,925	50.2%	79,448	50.3%	186,384	50.1%
Age 0 to 19 Years	7,860	23.2%	17,971	22.6%	40,447	21.7%
Age 20 to 64 Years	19,377	57.1%	45,061	56.7%	105,903	56.8%
Age 65 Years or Over	6,688	19.7%	16,416	20.7%	40,034	21.5%
Female Median Age	40.0		41.9		43.3	
Male Population	33,611	49.8%	78,617	49.7%	185,966	49.9%
Age 0 to 19 Years	8,642	25.7%	19,359	24.6%	43,024	23.1%
Age 20 to 64 Years	19,275	57.3%	45,039	57.3%	107,844	58.0%
Age 65 Years or Over	5,694	16.9%	14,219	18.1%	35,099	18.9%
Male Median Age	37.5		39.8		41.5	

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Household Income Distribution (2024)

HH Income \$200,000 or More	1,788	6.4%	4,734	7.3%	10,008	6.6%
HH Income \$150,000 to \$199,999	1,572	5.6%	4,186	6.5%	9,720	6.4%
HH Income \$100,000 to \$149,999	4,466	15.9%	11,397	17.7%	26,234	17.2%
HH Income \$75,000 to \$99,999	3,568	12.7%	8,573	13.3%	21,260	14.0%
HH Income \$50,000 to \$74,999	5,421	19.3%	11,876	18.4%	27,936	18.3%
HH Income \$35,000 to \$49,999	3,551	12.6%	7,819	12.1%	18,815	12.3%
HH Income \$25,000 to \$34,999	2,882	10.3%	5,596	8.7%	12,970	8.5%
HH Income \$15,000 to \$24,999	2,326	8.3%	5,137	8.0%	13,333	8.7%
HH Income Under \$15,000	2,504	8.9%	5,148	8.0%	12,105	7.9%
HH Income \$35,000 or More	20,365	72.5%	48,585	75.4%	113,975	74.8%
HH Income \$75,000 or More	11,393	40.6%	28,890	44.8%	67,223	44.1%

Housing (2024)

Total Housing Units	31,009		70,877		166,905	
Housing Units Occupied	28,077	90.5%	64,467	91.0%	152,383	91.3%
Housing Units Owner-Occupied	15,900	56.6%	43,551	67.6%	107,848	70.8%
Housing Units, Renter-Occupied	12,178	43.4%	20,916	32.4%	44,536	29.2%
Housing Units, Vacant	2,932	10.4%	6,411	9.9%	14,521	9.5%

Marital Status (2024)

Never Married	18,630	33.5%	37,842	28.9%	82,734	26.6%
Currently Married	23,455	42.2%	61,847	47.3%	151,751	48.8%
Separated	2,415	4.3%	5,146	3.9%	13,826	4.4%
Widowed	3,857	6.9%	9,661	7.4%	23,729	7.6%
Divorced	7,200	13.0%	16,352	12.5%	39,225	12.6%

Household Type (2024)

Population Family	50,773	75.2%	124,784	78.9%	296,353	79.6%
Population Non-Family	14,700	21.8%	30,434	19.3%	69,423	18.6%
Population Group Quarters	2,062	3.1%	2,847	1.8%	6,575	1.8%
Family Households	16,195	57.7%	40,300	62.5%	97,127	63.7%
Non-Family Households	11,882	42.3%	24,167	37.5%	55,256	36.3%
Married Couple with Children	4,636	19.8%	11,684	18.9%	27,745	18.3%
Average Family Household Size	3.1		3.1		3.1	

Household Size (2024)

1 Person Households	10,397	37.0%	21,203	32.9%	48,560	31.9%
2 Person Households	10,178	36.3%	25,906	40.2%	61,118	40.1%
3 Person Households	3,474	12.4%	7,929	12.3%	19,486	12.8%
4 Person Households	2,348	8.4%	5,547	8.6%	13,815	9.1%
5 Person Households	1,000	3.6%	2,407	3.7%	5,937	3.9%
6 or More Person Households	680	2.4%	1,475	2.3%	3,467	2.3%

Household Vehicles (2024)

Households with 0 Vehicles Available	1,686	6.0%	3,410	5.3%	7,424	4.9%
Households with 1 Vehicles Available	9,754	34.7%	19,091	29.6%	42,572	27.9%
Households with 2 or More Vehicles Available	16,637	59.3%	41,966	65.1%	102,387	67.2%
Total Vehicles Available	51,929		129,335		317,737	
Average Vehicles Per Household	1.8		2.0		2.1	

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Labor Force (2024)

Estimated Labor Population Age 16 Years or Over	54,649		128,754		306,626	
Estimated Civilian Employed	32,785	60.0%	76,010	59.0%	178,571	58.2%
Estimated Civilian Unemployed	1,294	2.4%	2,807	2.2%	6,267	2.0%
Estimated in Armed Forces	149	0.3%	334	0.3%	547	0.2%
Estimated Not in Labor Force	20,421	37.4%	49,604	38.5%	121,241	39.5%
Unemployment Rate	2.4%		2.2%		2.0%	

Occupation (2024)

Occupation: Population Age 16 Years or Over	33,103		76,341		177,962	
Management, Business, Financial Operations	5,145	15.5%	12,310	16.1%	27,099	15.2%
Professional, Related Service	6,372	19.2%	14,817	19.4%	33,775	19.0%
Sales, Office	4,631	14.0%	9,767	12.8%	23,879	13.4%
Farming, Fishing, Forestry	6,390	19.3%	14,950	19.6%	35,520	20.0%
Construct, Extraction, Maintenance	9	-	89	0.1%	375	0.2%
Production, Transport Material Moving	2,691	8.1%	5,956	7.8%	15,826	8.9%
White Collar Workers	7,865	23.8%	18,450	24.2%	41,487	23.3%
Blue Collar Workers	17,907	54.1%	42,078	55.1%	96,395	54.2%
	15,196	45.9%	34,262	44.9%	81,567	45.8%

Consumer Expenditure (2024)

Total Household Expenditure	\$1.77 B		\$4.42 B		\$9.98 B	
Total Non-Retail Expenditure	\$934.37 M	52.9%	\$2.34 B	52.8%	\$5.27 B	52.8%
Total Retail Expenditure	\$833.57 M	47.1%	\$2.09 B	47.2%	\$4.71 B	47.2%
Apparel	\$61.66 M	3.5%	\$154.59 M	3.5%	\$347.71 M	3.5%
Contributions	\$57.68 M	3.3%	\$146.84 M	3.3%	\$329.03 M	3.3%
Education	\$51.24 M	2.9%	\$131.03 M	3.0%	\$290.57 M	2.9%
Entertainment	\$99.33 M	5.6%	\$250.93 M	5.7%	\$564.69 M	5.7%
Food and Beverages	\$260.51 M	14.7%	\$649.12 M	14.7%	\$1.47 B	14.7%
Furnishings and Equipment	\$61.76 M	3.5%	\$156.01 M	3.5%	\$351.21 M	3.5%
Gifts	\$43.31 M	2.4%	\$109.96 M	2.5%	\$245.67 M	2.5%
Health Care	\$151.09 M	8.5%	\$377.57 M	8.5%	\$856.44 M	8.6%
Household Operations	\$69.17 M	3.9%	\$174.17 M	3.9%	\$392.11 M	3.9%
Miscellaneous Expenses	\$33.54 M	1.9%	\$84.1 M	1.9%	\$189.55 M	1.9%
Personal Care	\$23.71 M	1.3%	\$59.38 M	1.3%	\$133.96 M	1.3%
Personal Insurance	\$12.24 M	0.7%	\$31.44 M	0.7%	\$70.58 M	0.7%
Reading	\$3.88 M	0.2%	\$9.76 M	0.2%	\$22 M	0.2%
Shelter	\$374.37 M	21.2%	\$931.08 M	21.0%	\$2.1 B	21.0%
Tobacco	\$11.02 M	0.6%	\$26.54 M	0.6%	\$60.72 M	0.6%
Transportation	\$321.78 M	18.2%	\$806 M	18.2%	\$1.82 B	18.2%
Utilities	\$131.65 M	7.4%	\$325.52 M	7.4%	\$739.47 M	7.4%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	46,392		111,229		267,540	
Elementary (Grade Level 0 to 8)	2,185	4.7%	4,620	4.2%	11,993	4.5%
Some High School (Grade Level 9 to 11)	3,319	7.2%	7,987	7.2%	22,054	8.2%
High School Graduate	13,093	28.2%	33,747	30.3%	86,367	32.3%
Some College	9,515	20.5%	21,460	19.3%	54,071	20.2%
Associate Degree Only	5,238	11.3%	13,189	11.9%	30,611	11.4%
Bachelor Degree Only	8,938	19.3%	20,463	18.4%	43,544	16.3%
Graduate Degree	4,104	8.8%	9,762	8.8%	18,901	7.1%

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Units In Structure (2024)						
1 Detached Unit	16,974	65.9%	44,404	73.9%	106,543	75.0%
1 Attached Unit	987	3.8%	1,673	2.8%	2,775	2.0%
2 to 4 Units	3,287	12.8%	4,926	8.2%	8,794	6.2%
5 to 9 Units	2,214	8.6%	2,996	5.0%	4,758	3.3%
10 to 19 Units	1,727	6.7%	2,162	3.6%	3,180	2.2%
20 to 49 Units	479	1.9%	788	1.3%	1,303	0.9%
50 or More Units	669	2.6%	962	1.6%	1,504	1.1%
Mobile Home or Trailer	1,721	6.7%	6,491	10.8%	23,218	16.3%
Other Structure	19	-	66	0.1%	310	0.2%
Homes Built By Year (2024)						
Homes Built 2010 or later	1,832	7.1%	4,343	7.2%	13,181	9.3%
Homes Built 2000 to 2009	4,060	15.8%	11,608	19.3%	24,979	17.6%
Homes Built 1990 to 1999	4,172	16.2%	10,576	17.6%	24,987	17.6%
Homes Built 1980 to 1989	4,584	17.8%	9,822	16.3%	21,540	15.2%
Homes Built 1970 to 1979	4,742	18.4%	9,954	16.6%	21,940	15.4%
Homes Built 1960 to 1969	3,365	13.1%	7,191	12.0%	17,342	12.2%
Homes Built 1950 to 1959	2,561	9.9%	5,331	8.9%	11,954	8.4%
Homes Built Before 1949	2,762	10.7%	5,642	9.4%	16,461	11.6%
Home Values (2024)						
Home Values \$1,000,000 or More	237	1.5%	929	2.1%	1,912	1.8%
Home Values \$500,000 to \$999,999	735	4.6%	2,918	6.7%	7,560	7.0%
Home Values \$400,000 to \$499,999	1,205	7.6%	3,585	8.2%	8,068	7.5%
Home Values \$300,000 to \$399,999	2,501	15.7%	6,508	14.9%	13,469	12.5%
Home Values \$200,000 to \$299,999	4,590	28.9%	11,975	27.5%	29,000	26.9%
Home Values \$150,000 to \$199,999	2,256	14.2%	6,133	14.1%	14,936	13.8%
Home Values \$100,000 to \$149,999	2,361	14.9%	5,855	13.4%	14,201	13.2%
Home Values \$70,000 to \$99,999	965	6.1%	2,874	6.6%	8,417	7.8%
Home Values \$50,000 to \$69,999	303	1.9%	799	1.8%	3,283	3.0%
Home Values \$25,000 to \$49,999	232	1.5%	700	1.6%	2,941	2.7%
Home Values Under \$25,000	514	3.2%	1,274	2.9%	4,061	3.8%
Owner-Occupied Median Home Value	\$226,959		\$242,088		\$225,504	
Renter-Occupied Median Rent	\$737		\$705		\$647	
Transportation To Work (2024)						
Drive to Work Alone	25,864	78.1%	61,499	80.6%	145,382	81.7%
Drive to Work in Carpool	3,800	11.5%	7,480	9.8%	16,406	9.2%
Travel to Work by Public Transportation	187	0.6%	310	0.4%	465	0.3%
Drive to Work on Motorcycle	22	-	99	0.1%	300	0.2%
Walk or Bicycle to Work	618	1.9%	908	1.2%	1,917	1.1%
Other Means	569	1.7%	1,012	1.3%	2,085	1.2%
Work at Home	2,043	6.2%	5,032	6.6%	11,406	6.4%
Travel Time (2024)						
Travel to Work in 14 Minutes or Less	11,312	34.2%	22,143	29.0%	47,752	26.8%
Travel to Work in 15 to 29 Minutes	12,781	38.6%	32,304	42.3%	69,383	39.0%
Travel to Work in 30 to 59 Minutes	5,469	16.5%	13,135	17.2%	38,848	21.8%
Travel to Work in 60 Minutes or More	1,499	4.5%	3,726	4.9%	10,572	5.9%
Average Minutes Travel to Work	17.4		18.7		20.8	