

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.7025/-81.3103

1832 Catawba Valley Blvd SE Hickory, NC 28602	5 mi radius	10 mi radius	20 mi radius
Population			
Estimated Population (2023)	66,939	157,208	368,314
Projected Population (2028)	66,789	157,451	371,832
Census Population (2020)	66,231	155,898	364,147
Census Population (2010)	63,490	152,188	360,813
Projected Annual Growth (2023 to 2028)	-150 -	243 -	3,518 0.2%
Historical Annual Growth (2020 to 2023)	708 0.4%	1,310 0.3%	4,167 0.4%
Historical Annual Growth (2010 to 2020)	2,742 1.4%	3,710 0.8%	3,334 0.3%
Estimated Population Density (2023)	853 psm	501 psm	293 psm
Trade Area Size	78.5 sq mi	314.0 sq mi	1,256.5 sq mi
Households			
Estimated Households (2023)	27,907	63,877	149,658
Projected Households (2028)	27,564	63,571	151,383
Census Households (2020)	27,291	62,627	146,223
Census Households (2010)	25,746	60,081	142,151
Estimated Households with Children (2023)	7,992 28.6%	19,333 30.3%	44,304 29.6%
Estimated Average Household Size (2023)	2.32	2.41	2.41
Average Household Income			
Estimated Average Household Income (2023)	\$80,553	\$91,433	\$86,252
Projected Average Household Income (2028)	\$87,667	\$98,707	\$91,380
Estimated Average Family Income (2023)	\$96,853	\$108,085	\$100,608
Median Household Income			
Estimated Median Household Income (2023)	\$58,904	\$65,084	\$62,425
Projected Median Household Income (2028)	\$60,375	\$66,792	\$64,204
Estimated Median Family Income (2023)	\$74,603	\$80,653	\$77,152
Per Capita Income			
Estimated Per Capita Income (2023)	\$33,834	\$37,321	\$35,262
Projected Per Capita Income (2028)	\$36,432	\$40,023	\$37,416
Estimated Per Capita Income 5 Year Growth	\$2,598 7.7%	\$2,702 7.2%	\$2,154 6.1%
Estimated Average Household Net Worth (2023)	\$321,013	\$370,283	\$350,354
Daytime Demos (2023)			
Total Businesses	4,147	6,573	12,159
Total Employees	56,763	85,891	139,016
Company Headquarter Businesses	168 4.1%	241 3.7%	391 3.2%
Company Headquarter Employees	13,146 23.2%	17,407 20.3%	24,459 17.6%
Employee Population per Business	13.7	13.1	11.4
Residential Population per Business	16.1	23.9	30.3

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Race & Ethnicity							
White (2023)	46,096	68.9%	118,465	75.4%	297,536	80.8%	
Black or African American (2023)	8,050	12.0%	13,634	8.7%	27,441	7.5%	
American Indian or Alaska Native (2023)	384	0.6%	723	0.5%	1,355	0.4%	
Asian (2023)	4,230	6.3%	8,880	5.6%	12,144	3.3%	
Hawaiian or Pacific Islander (2023)	48	-	65	-	122	-	
Other Race (2023)	4,120	6.2%	6,957	4.4%	12,228	3.3%	
Two or More Races (2023)	4,012	6.0%	8,483	5.4%	17,488	4.7%	
Not Hispanic or Latino Population (2023)	58,118	86.8%	140,908	89.6%	337,708	91.7%	
Hispanic or Latino Population (2023)	8,821	13.2%	16,300	10.4%	30,606	8.3%	
Not Hispanic or Latino Population (2028)	57,981	86.8%	141,097	89.6%	340,850	91.7%	
Hispanic or Latino Population (2028)	8,808	13.2%	16,354	10.4%	30,981	8.3%	
Not Hispanic or Latino Population (2020)	56,741	85.7%	138,855	89.1%	333,345	91.5%	
Hispanic or Latino Population (2020)	9,490	14.3%	17,043	10.9%	30,802	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 (2023 to 2028)	-13	-	54	-	376	0.2%	
Historic Hispanic Annual Growth (2010 to 2023)	1,318	1.4%	3,517	2.1%	6,712	2.2%	
Age Distribution (2023)							
Age Under 5	3,945	5.9%	8,629	5.5%	18,900	5.1%	
Age 5 to 9 Years	4,097	6.1%	9,281	5.9%	20,462	5.6%	
Age 10 to 14 Years	4,228	6.3%	9,993	6.4%	22,601	6.1%	
Age 15 to 19 Years	4,353	6.5%	9,883	6.3%	22,083	6.0%	
Age 20 to 24 Years	4,563	6.8%	9,397	6.0%	21,038	5.7%	
Age 25 to 29 Years	4,531	6.8%	9,959	6.3%	22,459	6.1%	
Age 30 to 34 Years	4,048	6.0%	9,529	6.1%	22,375	6.1%	
Age 35 to 39 Years	3,750	5.6%	8,965	5.7%	20,816	5.7%	
Age 40 to 44 Years	3,730	5.6%	9,184	5.8%	21,908	5.9%	
Age 45 to 49 Years	3,859	5.8%	9,806	6.2%	23,471	6.4%	
Age 50 to 54 Years	4,364	6.5%	11,101	7.1%	26,962	7.3%	
Age 55 to 59 Years	4,457	6.7%	11,275	7.2%	27,627	7.5%	
Age 60 to 64 Years	4,413	6.6%	10,792	6.9%	26,117	7.1%	
Age 65 to 74 Years	7,099	10.6%	17,749	11.3%	43,192	11.7%	
Age 75 to 84 Years	4,082	6.1%	8,923	5.7%	21,769	5.9%	
Age 85 Years or Over	1,418	2.1%	2,741	1.7%	6,533	1.8%	
Median Age	39.0		40.6		42.1		
Gender Age Distribution (2023)							
Female Population	34,584	51.7%	79,924	50.8%	185,672	50.4%	
Age 0 to 19 Years	8,228	23.8%	18,507	23.2%	41,094	22.1%	
Age 20 to 64 Years	19,055	55.1%	45,118	56.5%	105,253	56.7%	
Age 65 Years or Over	7,301	21.1%	16,300	20.4%	39,324	21.2%	
Female Median Age	40.5		41.8		43.3		
Male Population	32,355	48.3%	77,284	49.2%	182,642	49.6%	
Age 0 to 19 Years	8,395	25.9%	19,279	24.9%	42,952	23.5%	
Age 20 to 64 Years	18,662	57.7%	44,891	58.1%	107,520	58.9%	
Age 65 Years or Over	5,298	16.4%	13,114	17.0%	32,170	17.6%	
Male Median Age	37.5		39.5		41.0		

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Household Income Distribution (2023)							
HH Income \$200,000 or More		1,446	5.2%	4,243	6.6%	9,009	6.0%
HH Income \$150,000 to \$199,999		1,451	5.2%	3,876	6.1%	8,664	5.8%
HH Income \$100,000 to \$149,999		3,714	13.3%	9,110	14.3%	20,800	13.9%
HH Income \$75,000 to \$99,999		3,381	12.1%	8,325	13.0%	19,507	13.0%
HH Income \$50,000 to \$74,999		5,322	19.1%	11,927	18.7%	28,160	18.8%
HH Income \$35,000 to \$49,999		3,548	12.7%	8,064	12.6%	19,231	12.8%
HH Income \$25,000 to \$34,999		2,791	10.0%	5,784	9.1%	13,970	9.3%
HH Income \$15,000 to \$24,999		2,892	10.4%	5,774	9.0%	14,095	9.4%
HH Income Under \$15,000		3,362	12.0%	6,773	10.6%	16,223	10.8%
HH Income \$35,000 or More		18,862	67.6%	45,546	71.3%	105,370	70.4%
HH Income \$75,000 or More		9,992	35.8%	25,555	40.0%	57,979	38.7%
Housing (2023)							
Total Housing Units		30,542		69,812		164,270	
Housing Units Occupied		27,907	91.4%	63,877	91.5%	149,658	91.1%
Housing Units Owner-Occupied		18,052	64.7%	47,560	74.5%	116,903	78.1%
Housing Units, Renter-Occupied		9,856	35.3%	16,317	25.5%	32,755	21.9%
Housing Units, Vacant		2,635	9.4%	5,935	9.3%	14,612	9.8%
Marital Status (2023)							
Never Married		18,316	33.5%	37,326	28.9%	81,619	26.6%
Currently Married		23,067	42.2%	61,121	47.3%	148,899	48.6%
Separated		2,360	4.3%	5,085	3.9%	13,664	4.5%
Widowed		3,817	7.0%	9,610	7.4%	23,494	7.7%
Divorced		7,110	13.0%	16,163	12.5%	38,674	12.6%
Household Type (2023)							
Population Family		52,030	77.7%	129,394	82.3%	306,026	83.1%
Population Non-Family		12,756	19.1%	24,866	15.8%	55,383	15.0%
Population Group Quarters		2,154	3.2%	2,948	1.9%	6,905	1.9%
Family Households		17,378	62.3%	43,347	67.9%	103,588	69.2%
Non-Family Households		10,529	37.7%	20,529	32.1%	46,070	30.8%
Married Couple with Children		4,931	21.4%	12,816	21.0%	29,840	20.0%
Average Family Household Size		3.0		3.0		3.0	
Household Size (2023)							
1 Person Households		9,040	32.4%	17,604	27.6%	39,797	26.6%
2 Person Households		10,049	36.0%	24,392	38.2%	58,184	38.9%
3 Person Households		3,999	14.3%	9,901	15.5%	23,748	15.9%
4 Person Households		2,858	10.2%	7,246	11.3%	17,376	11.6%
5 Person Households		1,276	4.6%	3,088	4.8%	7,016	4.7%
6 or More Person Households		685	2.5%	1,646	2.6%	3,538	2.4%
Household Vehicles (2023)							
Households with 0 Vehicles Available		1,510	5.4%	3,013	4.7%	6,470	4.3%
Households with 1 Vehicles Available		9,141	32.8%	18,115	28.4%	39,408	26.3%
Households with 2 or More Vehicles Available		17,256	61.8%	42,748	66.9%	103,780	69.3%
Total Vehicles Available		53,275		132,049		322,693	
Average Vehicles Per Household		1.9		2.1		2.2	

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		53,830		127,251		301,707	
Estimated Civilian Employed		33,359	62.0%	77,782	61.1%	179,793	59.6%
Estimated Civilian Unemployed		1,408	2.6%	2,790	2.2%	6,171	2.0%
Estimated in Armed Forces		49	-	111	-	173	-
Estimated Not in Labor Force		19,014	35.3%	46,568	36.6%	115,571	38.3%
Unemployment Rate		2.6%		2.2%		2.0%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		33,353		77,775		179,780	
Management, Business, Financial Operations		4,297	12.9%	10,508	13.5%	22,088	12.3%
Professional, Related		6,790	20.4%	16,258	20.9%	35,490	19.7%
Service		4,765	14.3%	10,267	13.2%	24,628	13.7%
Sales, Office		7,495	22.5%	16,821	21.6%	38,231	21.3%
Farming, Fishing, Forestry		31	-	326	0.4%	1,137	0.6%
Construct, Extraction, Maintenance		2,172	6.5%	5,062	6.5%	13,828	7.7%
Production, Transport Material Moving		7,803	23.4%	18,533	23.8%	44,378	24.7%
White Collar Workers		18,581	55.7%	43,587	56.0%	95,809	53.3%
Blue Collar Workers		14,772	44.3%	34,188	44.0%	83,972	46.7%
Consumer Expenditure (2023)							
Total Household Expenditure		\$1.68 B		\$4.2 B		\$9.47 B	
Total Non-Retail Expenditure		\$887.5 M	52.8%	\$2.22 B	52.8%	\$4.99 B	52.7%
Total Retail Expenditure		\$793.35 M	47.2%	\$1.98 B	47.2%	\$4.47 B	47.3%
Apparel		\$58.5 M	3.5%	\$146.76 M	3.5%	\$329.66 M	3.5%
Contributions		\$54.28 M	3.2%	\$137.99 M	3.3%	\$309.53 M	3.3%
Education		\$48.22 M	2.9%	\$123.67 M	2.9%	\$274.29 M	2.9%
Entertainment		\$94.14 M	5.6%	\$237.51 M	5.7%	\$534.23 M	5.6%
Food and Beverages		\$248.36 M	14.8%	\$617.94 M	14.7%	\$1.39 B	14.7%
Furnishings and Equipment		\$58.5 M	3.5%	\$147.49 M	3.5%	\$331.88 M	3.5%
Gifts		\$40.5 M	2.4%	\$102.88 M	2.4%	\$229.95 M	2.4%
Health Care		\$144.64 M	8.6%	\$359.81 M	8.6%	\$815.75 M	8.6%
Household Operations		\$65.71 M	3.9%	\$165.18 M	3.9%	\$371.82 M	3.9%
Miscellaneous Expenses		\$31.77 M	1.9%	\$79.58 M	1.9%	\$179.24 M	1.9%
Personal Care		\$22.53 M	1.3%	\$56.29 M	1.3%	\$126.87 M	1.3%
Personal Insurance		\$11.58 M	0.7%	\$29.69 M	0.7%	\$66.66 M	0.7%
Reading		\$3.68 M	0.2%	\$9.22 M	0.2%	\$20.78 M	0.2%
Shelter		\$355.29 M	21.1%	\$882.69 M	21.0%	\$1.99 B	21.0%
Tobacco		\$10.72 M	0.6%	\$25.74 M	0.6%	\$58.76 M	0.6%
Transportation		\$305.81 M	18.2%	\$765.21 M	18.2%	\$1.73 B	18.2%
Utilities		\$126.6 M	7.5%	\$312.26 M	7.4%	\$708.48 M	7.5%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		45,752		110,026		263,229	
Elementary (Grade Level 0 to 8)		2,136	4.7%	4,832	4.4%	12,300	4.7%
Some High School (Grade Level 9 to 11)		3,647	8.0%	9,005	8.2%	24,334	9.2%
High School Graduate		12,996	28.4%	32,769	29.8%	85,104	32.3%
Some College		9,830	21.5%	21,985	20.0%	55,025	20.9%
Associate Degree Only		5,224	11.4%	13,891	12.6%	31,612	12.0%
Bachelor Degree Only		7,962	17.4%	18,111	16.5%	36,557	13.9%
Graduate Degree		3,959	8.7%	9,433	8.6%	18,296	7.0%

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Units In Structure (2023)							
1 Detached Unit	18,842	73.2%	46,457	77.3%	108,883	76.6%	
1 Attached Unit	753	2.9%	1,465	2.4%	2,476	1.7%	
2 to 4 Units	2,564	10.0%	3,690	6.1%	6,518	4.6%	
5 to 9 Units	1,576	6.1%	2,114	3.5%	3,424	2.4%	
10 to 19 Units	1,036	4.0%	1,385	2.3%	1,984	1.4%	
20 to 49 Units	950	3.7%	1,298	2.2%	1,651	1.2%	
50 or More Units	225	0.9%	327	0.5%	648	0.5%	
Mobile Home or Trailer	1,959	7.6%	7,127	11.9%	24,033	16.9%	
Other Structure	1	-	14	-	41	-	
Homes Built By Year (2023)							
Homes Built 2010 or later	1,456	5.7%	3,762	6.3%	11,567	8.1%	
Homes Built 2000 to 2009	3,482	13.5%	10,558	17.6%	24,572	17.3%	
Homes Built 1990 to 1999	3,561	13.8%	10,305	17.2%	25,401	17.9%	
Homes Built 1980 to 1989	4,793	18.6%	10,708	17.8%	24,881	17.5%	
Homes Built 1970 to 1979	4,846	18.8%	9,600	16.0%	19,396	13.6%	
Homes Built 1960 to 1969	4,054	15.7%	7,792	13.0%	16,321	11.5%	
Homes Built 1950 to 1959	2,470	9.6%	4,906	8.2%	12,300	8.7%	
Homes Built Before 1949	3,245	12.6%	6,246	10.4%	15,220	10.7%	
Home Values (2023)							
Home Values \$1,000,000 or More	76	0.4%	289	0.6%	1,417	1.2%	
Home Values \$500,000 to \$999,999	710	3.9%	2,414	5.1%	6,740	5.8%	
Home Values \$400,000 to \$499,999	1,112	6.2%	3,165	6.7%	6,418	5.5%	
Home Values \$300,000 to \$399,999	1,511	8.4%	4,898	10.3%	11,851	10.1%	
Home Values \$200,000 to \$299,999	4,565	25.3%	11,801	24.8%	26,767	22.9%	
Home Values \$150,000 to \$199,999	3,170	17.6%	7,985	16.8%	18,999	16.3%	
Home Values \$100,000 to \$149,999	3,654	20.2%	8,779	18.5%	20,403	17.5%	
Home Values \$70,000 to \$99,999	1,981	11.0%	4,441	9.3%	11,723	10.0%	
Home Values \$50,000 to \$69,999	623	3.5%	1,520	3.2%	4,295	3.7%	
Home Values \$25,000 to \$49,999	145	0.8%	787	1.7%	3,305	2.8%	
Home Values Under \$25,000	505	2.8%	1,481	3.1%	4,985	4.3%	
Owner-Occupied Median Home Value	\$190,795		\$199,856		\$192,246		
Renter-Occupied Median Rent	\$711		\$682		\$628		
Transportation To Work (2023)							
Drive to Work Alone	26,196	78.5%	63,546	81.7%	149,632	83.2%	
Drive to Work in Carpool	3,401	10.2%	6,561	8.4%	14,905	8.3%	
Travel to Work by Public Transportation	222	0.7%	380	0.5%	484	0.3%	
Drive to Work on Motorcycle	48	0.1%	111	0.1%	279	0.2%	
Walk or Bicycle to Work	639	1.9%	781	1.0%	1,530	0.9%	
Other Means	806	2.4%	1,609	2.1%	2,935	1.6%	
Work at Home	2,040	6.1%	4,787	6.2%	10,015	5.6%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	12,051	36.1%	23,362	30.0%	49,796	27.7%	
Travel to Work in 15 to 29 Minutes	12,898	38.7%	33,666	43.3%	71,209	39.6%	
Travel to Work in 30 to 59 Minutes	4,596	13.8%	12,092	15.5%	38,467	21.4%	
Travel to Work in 60 Minutes or More	1,768	5.3%	3,868	5.0%	10,294	5.7%	
Average Minutes Travel to Work	16.3		17.9		20.5		