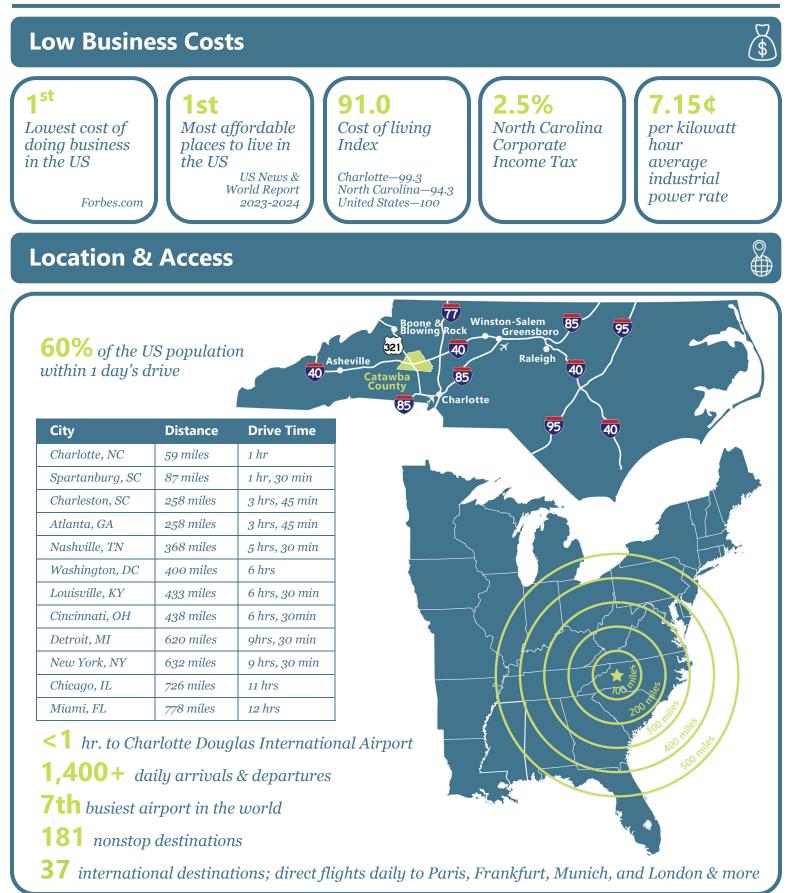


CATAWBA COUNTY, NC *Charlotte's Great Northwest*



Catawba EDC • 1960-B 13th Avenue Drive, SE • 828-267-1564 • edc@catawbacountync.gov • catawbaedc.org

Demographics



	Catawba County	Hickory MSA		Catawba County	Hickory MSA
Population (2023 ACS)	164,645	370,030	0-19 years	23.3%	21.7%
Population Growth (2018-2023)	3.77%	0.44%	20-24 years	6.4%	6.0%
Households (2023 ACS)	68,126	155,168	25-34 years	12.4%	12.2%
Median Household Income (2023)	\$64,214	\$58,164	35-44 years	11.9%	11.8%
Per Capita Income (2023)	\$36,281	\$33.884	45-54 years	13.0%	12.9%
Retail Sales (*14th highest in NC)	\$3.58B*	\$6.07B	55-64 years	13.8%	14.6%
Bank Deposits (*10th highest in NC)	\$4.35B*	\$6.69B	65+ years	19.2%	20.7%

Workforce Specialized in Manufacturing





in Catawba County

4-year liberal arts university

Enrollment: 2,230

4-year public university

Enrollment: 511

Total Enrollment: 12,951

2023-2024 Reporting Year (Includes Summer 2023, Fall,

2023 & Spring 2024)