

### Low Business Costs



**1<sup>st</sup>**

Lowest cost of doing business in the US

Forbes.com

**1<sup>st</sup>**

Most affordable places to live in the US

US News & World Report  
2023-2024

**91.6**

Cost of living Index

Charlotte—96.8  
United States—100

**2.5%**

North Carolina Corporate Income Tax

**6.89¢**

per kilowatt hour average industrial power rate

### Location & Access



**60%** of the US population within 1 day's drive



City	Distance	Drive Time
Charlotte, NC	59 miles	1 hr
Spartanburg, SC	87 miles	1 hr, 30 min
Charleston, SC	258 miles	3 hrs, 45 min
Atlanta, GA	258 miles	3 hrs, 45 min
Nashville, TN	368 miles	5 hrs, 30 min
Washington, DC	400 miles	6 hrs
Louisville, KY	433 miles	6 hrs, 30 min
Cincinnati, OH	438 miles	6 hrs, 30 min
Detroit, MI	620 miles	9 hrs, 30 min
New York, NY	632 miles	9 hrs, 30 min
Chicago, IL	726 miles	11 hrs
Miami, FL	778 miles	12 hrs

**<1 hr.** to Charlotte Douglas International Airport

**750+** daily flights **180+** nonstop destinations

**35+** international destinations with direct flights daily to Paris, Frankfurt, Munich, and London

**7<sup>th</sup>** busiest airport in the world



# Demographics



	Catawba County	Hickory MSA		Catawba County	Hickory MSA
Population (2022 ACS)	163,462	368,347	0-19 years	23.7%	21.8%
Population Growth (2017-2022)	3.04%	0.49%	20-24 years	5.8%	6.1%
Households (2022 ACS)	67,237	151,5010	25-34 years	12.2%	11.7%
Median Household Income (2022)	\$62,981	\$60,209	35-44 years	11.8%	11.2%
Per Capita Income (2012)	\$38,665	\$34,378	45-54 years	13.3%	14.0%
Retail Sales (*14th highest in NC)	\$3.51B*	\$5.97B	55-64 years	13.6%	14.6%
Bank Deposits (*10th highest in NC)	\$4.23B*	\$6.53B	65+ years	19.5%	20.6%

# Workforce Specialized in Manufacturing



**45** minute drive time from County center

**812,942** Population

**405,727** Labor Force

	Company	Product	Employees
1	Corning Optical Comm.	Comm. Tech	1000+
2	CommScope Inc	Comm. Tech	1000+
3	Century Furniture LLC	Furniture	500-999
4	GKN e-Powertrain	Auto Supplies	500-999
5	Tyson Foods	Frozen Foods	500-999
6	Sherrill Furniture	Furniture	500-999
7	McCreary Modern Inc	Furniture	500-999
8	Sutter Street Manufacturing	Furniture	500-999
9	Shurtape Technologies	Adhesive Tapes	500-999
10	Bassett Furniture Industries of NC	Furniture	500-999

**<1%**

Unionization Rate

**3.6%**

Unemployment Rate (Feb. 2023)

**1<sup>st</sup>**

in NC and SC for highest concentration of manufacturing

**5<sup>th</sup>**

in US for highest concentration of manufacturing

**31.5%**

of workforce employed in Manufacturing

NC—11.7%  
US—9.9%

**425**

Manufacturers in Catawba County

**24,978**

Workers employed in manufacturing in Catawba County

# Education & Training



**23**

Colleges & Universities within 50 miles

**4**

in Catawba County

**LENOIR-RHYNE UNIVERSITY**

4-year liberal arts university

Enrollment: 2,686

**APPSTATE**

4-year public university

Enrollment: 363

**CATAWBA VALLEY COMMUNITY COLLEGE**

Community College

Continuing Ed. & Curriculum Enrollment: 12,798