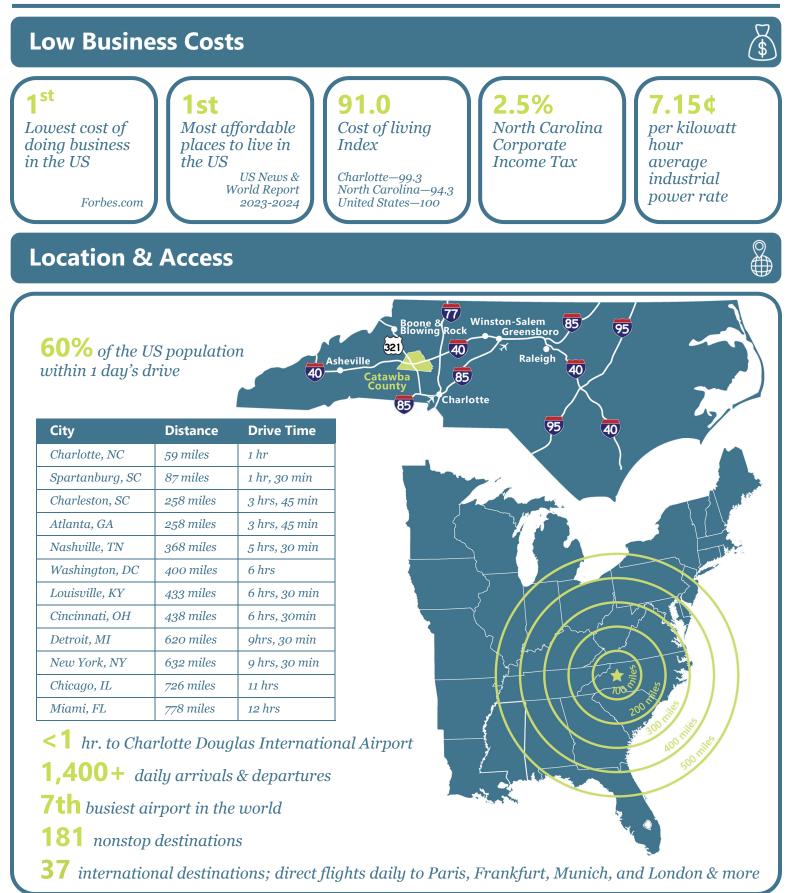


CATAWBA COUNTY, NC *Charlotte's Great Northwest*



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



			<u> </u>		<i>0</i> 0L
45 minute drive ti	me from County center		Company	Product	Employee
822,985 Population 413,652 Labor Force		1	Corning Optical Comm.	Comm. Tech	1000-
		2	CommScope Inc	Comm. Tech	1000+
		3	Tyson Foods	Frozen Foods	500-99
		4	GKN e-Powertrain	Auto Supplies	500-99
		5	Century Furniture LLC	Furniture	500-99
<1%	3.5%	6	WestRock	Packaging	500-999
Unionization Rate	Unemployment	7	Shurtape Technologies	Adhesive Tapes	500-999
	Rate (May 2025)	8	Sherrill Furniture	Furniture	500-999
		9	McCreary Modern Inc	Furniture	500-999
	ハノ	10	Prysmian Group	Comm. Tech	500-999
1st in NC and SC for highest concentration of manufacturing	5th in US for highest concentration of manufacturing	o e N N	30.4% If workforce mployed in Manufacturing IC-11.3% IS-9.8%	urers Work ba empl manu	oyed in ufacturing utawba
Education 8	& Training				
23 Colleges & Universit	UNI		RHYNE APPSTAT	E	: ATAWBA / A L L E Y

Colleges rsines wiinin 50 miles

3 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)