

**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

**91.0**

*Cost of living Index*

Charlotte—99.3  
North Carolina—94.3  
United States—100

**2.5%**

*North Carolina Corporate Income Tax*

**7.15¢**

*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

**1,400+** daily arrivals & departures

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

**181** nonstop destinations

**37** international destinations; direct flights daily to Paris, Frankfurt, Munich, and London & more

# 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



**45** minute drive time from County center

**822,985** Population

**413,652** Labor Force

	Company	Product	Employees
1	Corning Optical Comm.	Comm. Tech	1000+
2	CommScope Inc	Comm. Tech	1000+
3	Tyson Foods	Frozen Foods	500-999
4	GKN e-Powertrain	Auto Supplies	500-999
5	Century Furniture LLC	Furniture	500-999
6	WestRock	Packaging	500-999
7	Shurtape Technologies	Adhesive Tapes	500-999
8	Sherrill Furniture	Furniture	500-999
9	McCreary Modern Inc	Furniture	500-999
10	Prysmian Group	Comm. Tech	500-999

**<1%**

Unionization Rate

**3.1%**

Unemployment Rate (Sep. 2024)

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

in NC and SC for highest concentration of manufacturing

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

in US for highest concentration of manufacturing

**30.4%**

of workforce employed in Manufacturing

NC—11.3%  
US—9.8%

**421**

Manufacturers in Catawba County

**24,564**

Workers employed in manufacturing in Catawba County

# Education & Training



**23**

Colleges & Universities within 50 miles

**3**

in Catawba County

**LENOIR-RHYNE UNIVERSITY**

4-year liberal arts university

Enrollment: 2,230

**APPSTATE**

4-year public university

Enrollment: 511

**CATAWBA VALLEY COMMUNITY COLLEGE**

Community College

Total Enrollment: 12,951  
2023-2024 Reporting Year  
(Includes Summer 2023, Fall, 2023 & Spring 2024)