

Regional Profile

Hickory-Lenoir-Morganton MSA

November 2020

Demographics

Population

2018 Est Total Population, % Ch Prior Yr
2010 Census Total Population, % Ch 2000 Census
Jul2018 NC Certified Population Estimate

Population

365,339
365,497
371,479

% Annual Growth

0.4%
0.7%

Urban/Rural Representation

2010 Census Urban Population
2010 Census Rural Population

224,301
141,196

% Urban Rural

61.4%
38.6%

Est Population by Age

2018 Est Pop 0-19
2018 Est Pop 20-24
2018 Est Pop 25-34
2018 Est Pop 35-44
2018 Est Pop 45-54
2018 Est Pop 55-64
2018 Est Pop 60+

86,277
21,138
41,537
44,447
53,625
51,825
66,490

% by Age

23.6%
5.8%
11.4%
12.2%
14.7%
14.2%
18.2%

Commuters, Workers Age 16 and Over, 2018 ACS Est

Workers, % Travel Time

Avg Travel Time, Minutes 23.1
Workers Not Working at Home 154,609
Travel Time to Work: < 10 minutes 12.4%
Travel Time to Work: 10-15 minutes 16.8%
Travel Time to Work: 15-19 minutes 19.3%
Travel Time to Work: 20-24 minutes 17.0%
Travel Time to Work: 25-29 minutes 7.3%
Travel Time to Work: 30-34 minutes 11.8%
Travel Time to Work: 35-44 minutes 5.1%
Travel Time to Work: 45-59 minutes 5.1%
Travel Time to Work: 60+ minutes 5.1%

Workers, % Transportation

Worker Transp, Base 159,720
Work at Home 3.2%
Drove Car/Truck/Van Alone 85.2%
Carpooled Car/Truck/Van 8.5%
Bike 0.1%
Walked 0.9%
Taxi, Motorcycle, Other 2.1%

Place of Work

Worked in State/County of Residence
Worked in State/Outside County of Residence
Worked Outside State of Residence

Commuters

10,754,709
50,709
1,464

% Residents

67.3%
31.7%
0.9%

Education

2019-20 Kindergarten-12th Enrollment
2020 Students taking SAT
2018-19 Higher Education Completions, Provisional
2018-19 Higher Education Enrollment, Provisional
2018 Est Education Attainment, At least High School Grad and %
2018 Est Education Attainment, At Least Bachelors Degree and %

50,551
782
2,966
16,154
212,805
47,300

Pop Age 25+

26.1%
82.5%
18.3%

Housing

2010 Census Housing Units
2010 Census Households
2018 Est Occupied Housing, % of total
2018 Est Vacant Housing, % of total
2018 Est Owner Occupied Housing and %
2018 Est Owner Occupied Housing Vacancy
2018 Est Renter Occupied Housing and %
2018 Est Renter Occupied Housing Vacancy

144,504
162,613
142,087
22,047
101,065
1.8%
41,022
6.0%

Percent

0.9%
0.1%
71.1%
28.9%

Income

		Percent
2018 Est Average Family Income	\$73,206	23.1%
2018 Est Average Household Income	\$62,373	23.4%
2018 Per Capita Income (BEA)	\$39,849	
2018 Est Pop Below Poverty (SAIPE)	\$50,082	13.9%

Employment / Unemployment

	Currently	2019 Annual
SEP2020 prelim, 2019 Employment	153,770	169,398
SEP2020 prelim, 2019 Unemployment	11,622	6,491
SEP2020 prelim, 2019 Unemployment Rate	7.0%	3.7%
2020Q2YTD, 2019 Announced Job Creation	389	957
2020Q2YTD, 2019 Total Announced Investments (\$mil)	\$50.2	\$96.0

Employment / Wages by Industry

	2020Q1 Employment	2019 Annual Employment	2020Q1 Avg Weekly Wage	2019 Avg Weekly Wage
Total All Industries	152,565	152,892	\$816	\$804
Total Government	22,836	22,220	\$848	\$843
Total Private Industry	129,729	130,672	\$810	\$797
Agriculture Forestry Fishing & Hunting	224	236	\$640	\$655
Mining	.	46	.	\$821
Utilities	417	480	\$2,506	\$1,863
Construction	4,643	4,467	\$850	\$903
Manufacturing	41,482	41,837	\$962	\$925
Wholesale Trade	6,679	6,682	\$1,094	\$1,105
Retail Trade	17,229	17,388	\$550	\$549
Transportation and Warehousing	6,322	6,292	\$831	\$860
Information	750	792	\$1,573	\$1,324
Finance and Insurance	2,114	2,105	\$1,204	\$1,091
Real Estate and Rental and Leasing	954	917	\$710	\$762
Professional and Technical Services	3,708	3,812	\$1,054	\$1,087
Management of Companies and Enterprises	1,782	2,463	\$1,918	\$1,672
Administrative and Waste Services	7,488	7,758	\$540	\$539
Educational Services	10,381	9,918	\$741	\$747
Health Care and Social Assistance	22,632	22,174	\$885	\$906
Arts, Entertainment and Recreation	1,297	1,437	\$332	\$344
Accommodation and Food Services	12,591	12,832	\$294	\$296
Other Services Ex. Public Admin	3,005	2,990	\$598	\$598
Public Administration	8,106	7,996	\$806	\$805
Unclassified	0	0	.	.

Commercial/Retail/Industrial

Local Businesses

2020Q3 Available Industrial Buildings	27
2020Q1 Establishments: Total Private Industry	7,817
2020Q1 Establishments: Manufacturing	733
2018 Est Self Employed	9,562

Local Retail Business

2019 Retail Sales (With Food/Drink) (\$mil)	\$6.3
2019 Retail Businesses (With Food/Drink)	2,112
2019 Avg Sales/Business Total (with Food/Drink)	\$2,976
2020Q3 Available Commercial Buildings (if reported)	4

Quality of Life

Taxes

FY2020-21 Maximum Property Tax Rate per \$100 Value	\$0.7900
FY2020-21 Minimum Property Tax Rate per \$100 Value	\$0.5750
FY2019-20 Total Annual Taxable Retail Sales (\$mil)	\$4,192

Childcare

2020Q3 Licensed Child Care Facilities	225
2020Q3 Licensed Child Care Enrollment	9,252

Healthcare Providers

2019 Number of Physicians	697
2019 Physicians per 10,000 population	19
2019 RNs per 10,000 population	96
2019 Dentists per 10,000 population	4
2017 Pharmacists per 10,000 population	10

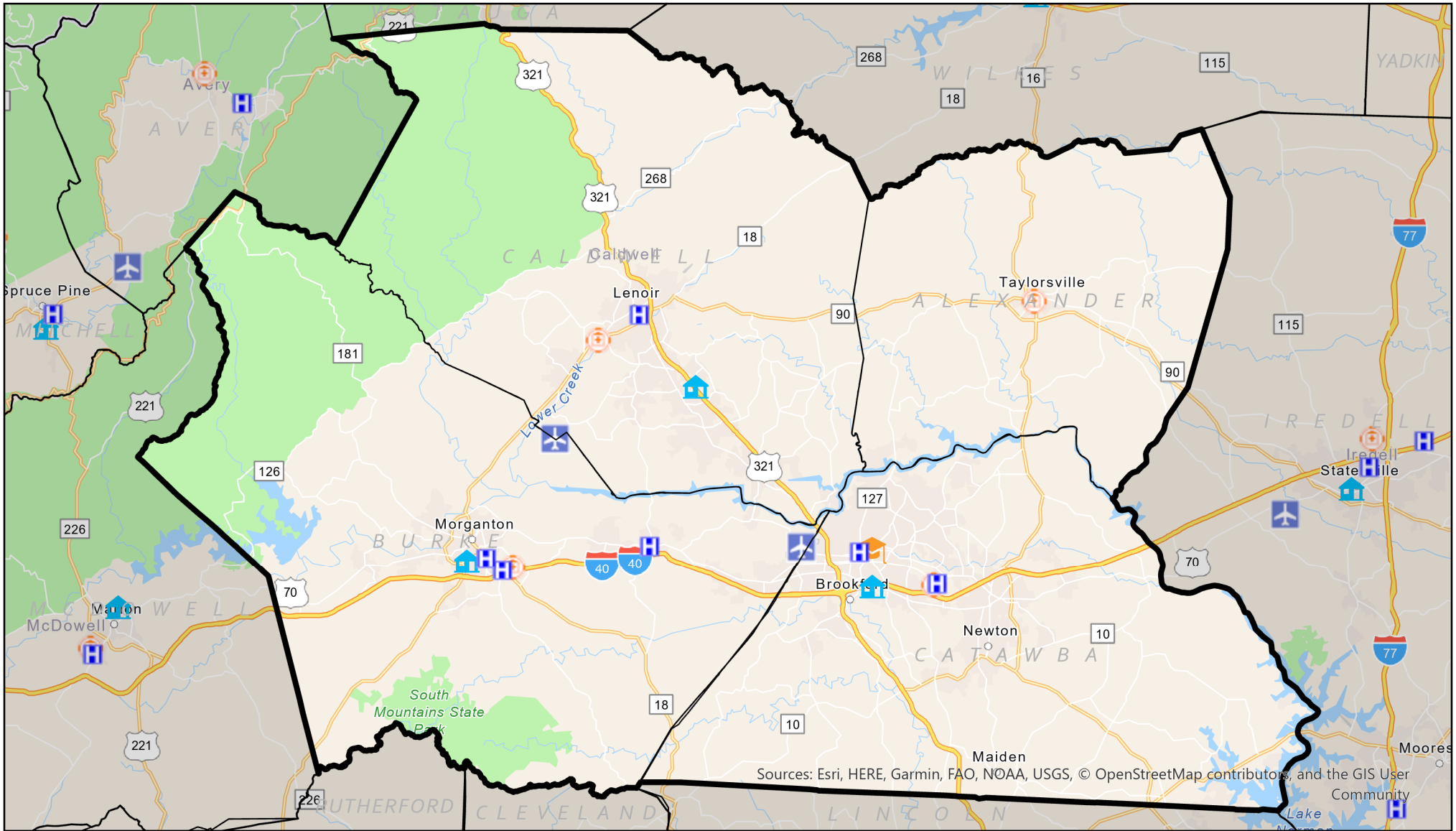
Sources:

Census (2010, ACS 2014-18) for income, commuters, place of work, population, housing, and educational attainment at <https://data.census.gov>. ESRI for retail data at www.ESRI.com. NC Dept. of Education for SAT data by NC county system at <http://www.ncpublicschools.org>. US Dept. of Education, National Center for Education Statistics for higher education data at <https://nces.ed.gov/ipeds/datacenter>. NC Commerce, Labor and Economic Analysis Division for NC tiers, occupational data, employment and unemployment, and wages and establishments by industry at <http://accessnc.nccommerce.com/>. EDPNC for announced new jobs and investment and available buildings at <https://edpnc.com>. NC Dept. of Health & Human Services for childcare data at <http://www.ncdhhs.gov/>. UNC Sheps Center for healthcare professions at <https://nchealthworkforce.unc.edu/>. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

Notes:

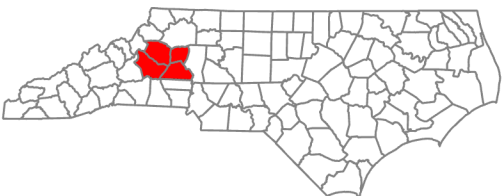
Data are the latest available at the date the profile was prepared. SAT scores use the new 1600 scoring system started in 2016 and represent county systems. Unemployment data is now the latest month which is preliminary and is subject to change. US Education IPEDs data for Completions and Enrollment is at least Provisional and updated when Final. American Community Survey (ACS) data are estimates, noted 'Est' and are from the 5-year survey; data is as of final year with dollars inflated to final year. Per capita income is a broad measure of income spread over all residents. Worker earnings includes wage income for residents regardless of where they work. Private sector wages are paid by local employers to their employees regardless of where they live. Additional data, reports, and dashboards are available at: <http://accessnc.nccommerce.com/index.html>.










Hickory-Lenoir-Morganton, NC MSA



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Legend



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|---|---|---|
|  Commercial Airports |  Hospitals |  Public Universities |
|  General Aviation |  Public Health Departments |  Independent Colleges and Universities |
|  NC Ports |  Community Colleges |  Military Installations |



9 Miles