Regional Profile | **Metropolitan Statistical Area: Hickory-Lenoir-Morganton MSA** | **October 2018**

Demographics

Population

	Population	% Annual Growth
2016 Est Total Population, %Ch 2015	363,377	0.1%
2010 Census Total Population, %Ch 2000 Census	365,497	0.7%
July 2016 NC Certified Population Estimate	367,364	

Urban/Rural Representation

		% Urban Rural
2010 Census Urban Population	224,301	61.4%
2010 Census Rural Population	141,196	38.6%

Est Population by Age

		% by Age
2016 Est Pop 0-19	87,311	24.0%
2016 Est Pop 20-24	21,929	6.0%
2016 Est Pop 25-34	39,894	11.0%
2016 Est Pop 35-44	46,526	12.8%
2016 Est Pop 45-54	54,403	15.0%
2016 Est Pop 55-64	50,735	14.0%
2016 Est Pop 60+	62,579	17.2%

Commuters, Workers Age 16 and Over, 2016 ACS Est

Workers, % Travel Time

Avg Travel Time, Minutes	23.2
Workers Not Working at Home	149,046
Travel Time to Work: < 10 minutes	13.0%
Travel Time to Work: 10-15 minutes	16.7%
Travel Time to Work: 15-19 minutes	19.1%
Travel Time to Work: 20-24 minutes	17.4%
Travel Time to Work: 25-29 minutes	6.9%
Travel Time to Work: 30-34 minutes	11.5%
Travel Time to Work: 35-44 minutes	4.8%
Travel Time to Work: 45-59 minutes	5.2%
Travel Time to Work: 60+ minutes	5.4%

Workers, % Transportation

Worker Transp, Base	153,918
Work at Home	3.2%
Drove Car/Truck/Van Alone	85.2%
Carpooled Car/Truck/Van	9.3%
Bike	0.0%
Walked	1.0%
Taxi, Motorcycle, Other	1.1%

Place of Work

	Commuters	% Residents
Worked in State/County of Residence	10,482,458	68.1%
Worked in State/Outside County of Residence	47,405	30.8%
Worked Outside State of Residence	1,586	1.0%

Education

		Pop Age 25+
2017-18 Kindergarten-12th Enrollment	51,750	
2017 Seniors taking SAT	1,059	34.5%
2015-16 Higher Education Completions (Final)	5,120	
2015-16 Higher Education Enrollment (Final)	16,837	
2016 Est Education Attainment, At least High School Grad and %	205,417	80.8%
2016 Est Education Attainment, At Least Bachelor`s Degree and %	45,211	17.8%

Housing

		Percent
2016 Est Owner Occupied Housing and %	97,782	70.0%
2016 Est Renter Occupied Housing and %	41,835	30.0%
2016 Est Owner Occupied Housing Vacancy	1.8%	
2016 Est Renter Occupied Housing Vacancy	6.5%	
2010 Census Housing Units	144,504	
2010 Census Households	162,613	
2010 Census Occupied Housing and %	126,395	87.5%
2010 Census Vacant Housing and %	18,109	12.5%

Income

		Percent
2016 Est Average Family Income	$65,974	13.6%
2016 Est Average Household Income	$55,558	12.3%
2016 Per Capita Income (BEA)	$36,526	
2016 Est Pop Below Poverty (SAIPE)	$53,945	15.1%

Employment / Unemployment

	Currently	2017 Annual
Aug 2018 prelim, 2017 Employment	167,266	166,340
Aug 2018 prelim, 2017 Unemployment	6,263	7,356
Aug 2018 prelim, 2017 Unemployment Rate	3.6%	4.2%
2018Q2 YTD, 2017 Announced Job Creation	113	1,246
2018Q2 YTD, 2017 Total Announced Investments ($mil)	$26.4	$602.6

Employment / Wages by Industry	2018Q1 Employment	2017 Annual Employment	2018Q1 Avg Weekly Wage	2017 Avg Weekly Wage
Total All Industries	150,564	150,787	$800	$762
Total Government	22,494	22,143	$810	$793
Total Private Industry	128,070	128,644	$798	$757
Agriculture Forestry Fishing & Hunting	345	278	$592	$587
Mining	40	28	$848	$1,172
Utilities	390	473	$2,437	$1,748
Construction	4,083	3,875	$793	$819
Manufacturing	42,153	41,357	$975	$879
Wholesale Trade	6,388	7,092	$1,047	$1,121
Retail Trade	16,941	17,035	$531	$528
Transportation and Warehousing	5,880	5,767	$824	$840
Information	874	813	$1,346	$918
Finance and Insurance	2,001	2,020	$1,116	$997
Real Estate and Rental and Leasing	855	721	$743	$763
Professional and Technical Services	3,789	3,629	$1,029	$979
Management of Companies and Enterprises	1,865	1,951	$2,097	$1,755
Administrative and Waste Services	8,022	8,639	$488	$474
Educational Services	10,355	9,973	$709	$708
Health Care and Social Assistance	21,606	21,715	$862	$868
Arts, Entertainment and Recreation	1,282	1,544	$354	$334
Accommodation and Food Services	12,392	12,336	$282	$280
Other Services Ex. Public Admin	2,843	2,793	$562	$571
Public Administration	7,859	7,883	$762	$747
Unclassified	0	0	.	.

Commercial/Retail/Industrial

Local Businesses

2018Q3 Available Industrial Buildings	26
2018Q1 Establishments: Total Private Industry	7,536
2018Q1 Establishments: Manufacturing	750
2016 Est Self Employed	9,197

Local Retail Business

2017 Retail Sales (With Food/Drink) ($mil)	$5,984.6
2017 Retail Businesses (With Food/Drink)	2,771
2017 Avg Sales/Business Total (with Food/Drink)	$2,159,737
2018Q3 Available Commercial Buildings (if reported)	7

Quality of Life

Taxes

FY 2018-19 Maximum Property Tax Rate per $100 Value	$0.7900
FY 2018-19 Minimum Property Tax Rate per $100 Value	$0.5750
FY 2017-18 Total Annual Taxable Retail Sales ($mil)	$3,864

Childcare

2018Q2 Licensed Child Care Facilities	241
2018Q2 Licensed Child Care Enrollment	9,395

Weather

Annual Rainfall	47
Annual Snowfall	4
Average Annual Temperature, °F	58
Average Annual High Temperature, °F	69
Average Annual Low Temperature, °F	48

Healthcare Providers

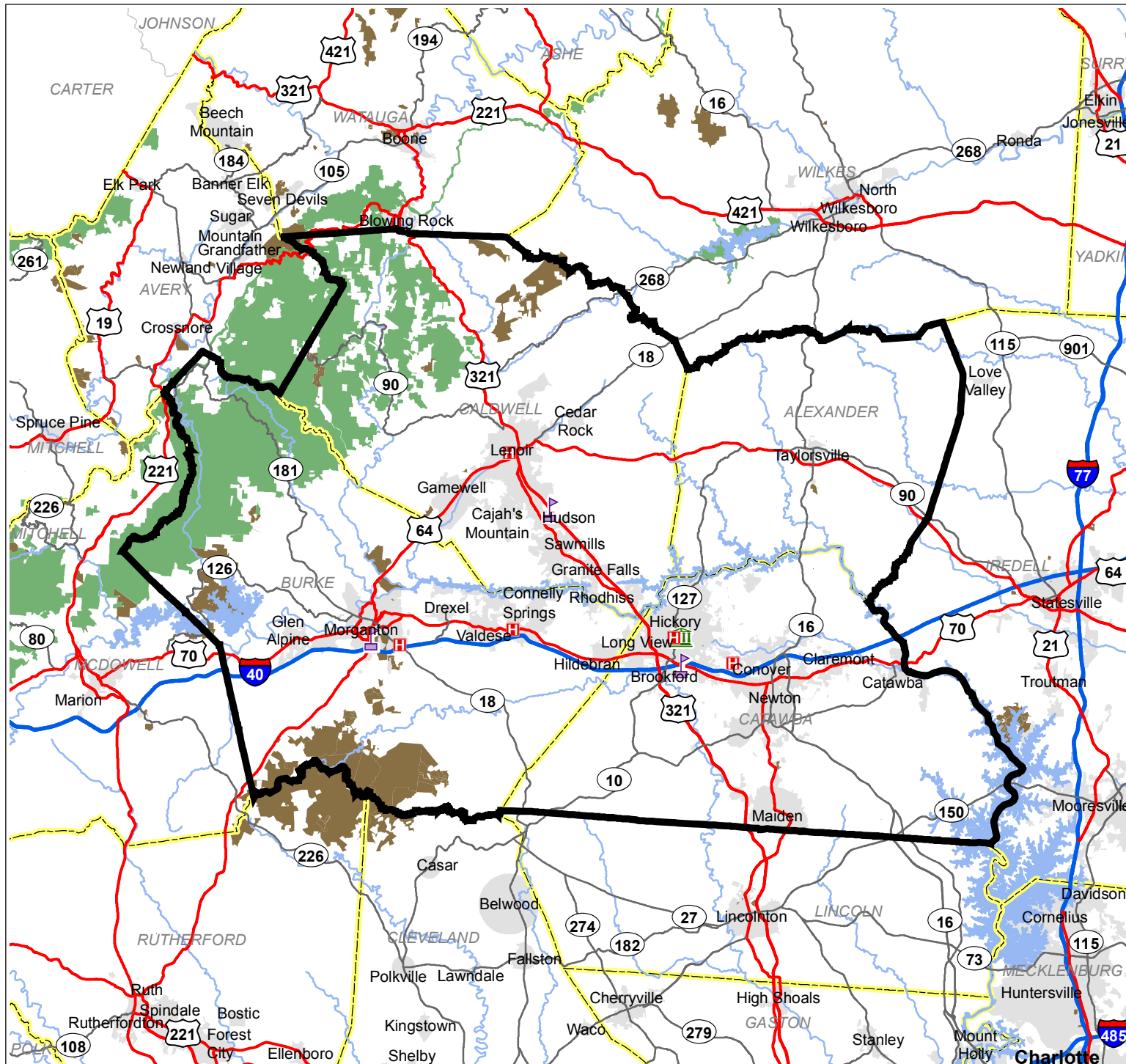|	
2017 Number of Physicians	711
2017 Physicians per 10,000 population	19
2017 RNs per 10,000 population	99
2017 Dentists per 10,000 population	4
2017 Pharmacists per 10,000 population	14

Sources:
Census (2010 & ACS 2012-16) for demographics, commuters, place of work, educational attainment, housing, and income data at https://factfinder.census.gov. ESRI for retail data at www.ESRI.com. Applied Geographic Solutions for weather data at www.AppliedGeographic.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 or states. Unemployment data is now the lastest 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 2012-16, 5-year survey; data is as of 2016 with dollars inflated to 2016. Additional data, reports, and dashboards are available at: http://accessnc.nccommerce.com/index.html.

Hickory-Lenoir-Morganton, NC Metro Area

Legend

⚓ Ports

Ⓗ Hospitals

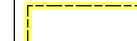**Airport**

✈ International

✈ Regional

🏛 Public University

🏛 Private University

⚑ Community College

⬜ County Boundaries

⬜ Water Bodies

⬜ Military Installations

⬜ State Owned Land

⬜ Federally Owned Land

⬜ Municipality

0   5   10 Miles