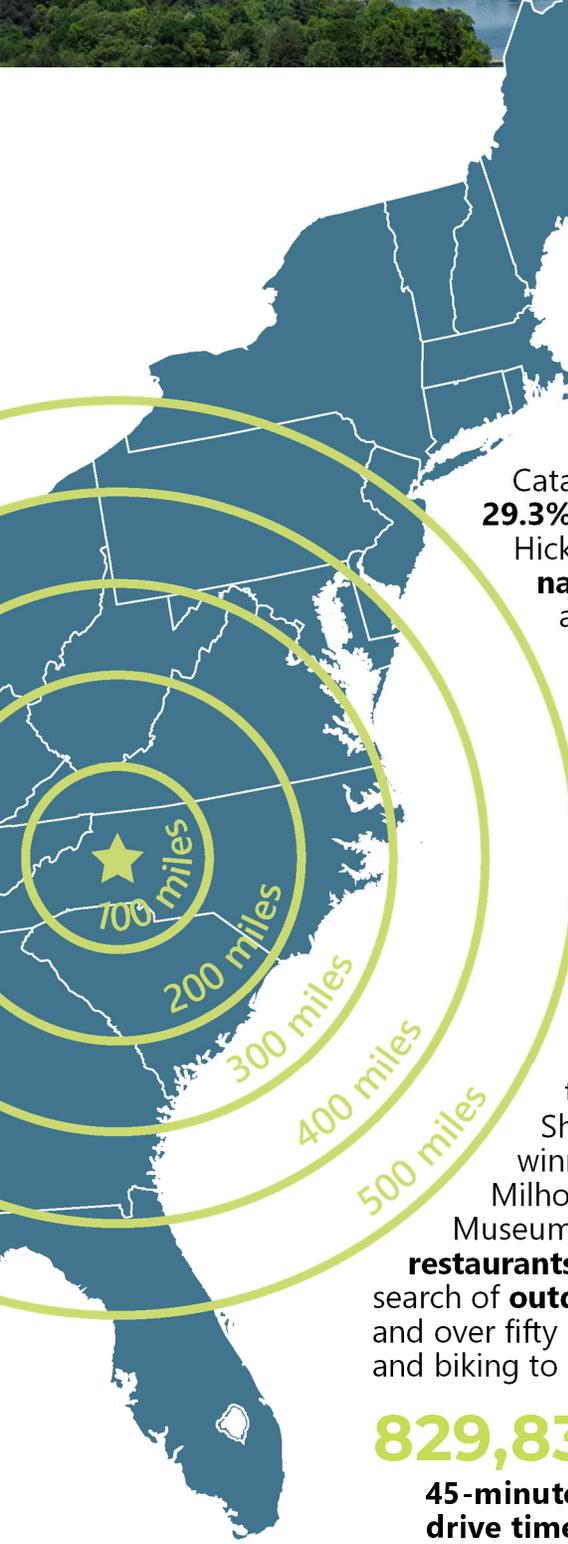


# CATAWBA COUNTY

## Charlotte's Great Northwest



Catawba County is centrally located on the US east coast making **60% of the country's population reachable within a one-day drive**. Bisected by I-40 and half an hour from I-77 and I-85, the county is located **an hour from Charlotte (with its international airport, the 6th busiest airport in the world)**, an hour from Asheville, an hour from Winston-Salem, and an hour from the Appalachian mountains, providing quick access for a quiet getaway to the Blue Ridge mountains or an exciting night at a major league sporting event, a Broadway tour, or a Michelin-worthy restaurant in Charlotte, North Carolina's largest city.

Catawba County has a long history of manufacturing excellence with **29.3% of its workforce employed by its 412 manufacturers**, giving the Hickory MSA the **5th highest concentration of manufacturing in the nation**. Workforce and educational opportunities and partnerships are available from Catawba Valley Community College, Lenoir-Rhyne University, and Appalachian State University's Hickory Campus.

The Hickory MSA has been consistently recognized by Forbes.com as having the **lowest cost of doing business in the US**, named the **Most Affordable and Beautiful Place to Live in the US** by Travel and Leisure magazine and ranked #1 in US News & World Report's list of **Cheapest Places to Live in the US**. According to the NC State Bureau of Investigation the crime rate for reporting agencies in Catawba County was 406 incidents per 100,000 people for violent crimes and 2,538 incidents per 100,000 people for property crimes.

Catawba County offers **outsized amenities compared to other communities of its size** - minor league baseball's Hickory Crawdads, the Hickory Motor Speedway (known as the "World's Most Famous Short Track" and the "Birthplace of the NASCAR Stars"), three award-winning community theatres, the Western Piedmont Symphony, the Milholland Planetarium, the Catawba Science Center, the Hickory Art Museum (the 2nd oldest museum in NC), and more. There are a wealth of **restaurants and pubs** for unique dining and live entertainment. For those in search of **outdoor recreation**, Lake Hickory, the Catawba River, four county parks, and over fifty municipal parks offer everything from paddling and canoeing to hiking and biking to basketball and pickleball leagues to dog parks and golf courses.

**829,838**

**45-minute  
drive time  
population**

Source: JobsEQ

**417,986**

**45-minute  
drive time  
civilian labor force**

Source: JobsEQ

**+14,690**

**net commuters each day  
only net positive county in  
the Charlotte region**

Source: JobsEQ



**89%**

Cost of Living Index  
Charlotte=99  
NC=91  
US=100

Source: JobsEQ

**2.25%**

NC Corporate  
income tax rate  
Dropping to  
0% in 2030

Most competitive in the US

**1st**

Most Affordable  
and Beautiful  
Place to Live  
in the US

Travel & Leisure Magazine

**1st**

Most  
Affordable Place  
to Live  
in the US

US News & World Report

**60%**

of the US population  
within 1 day's drive



**<1 hr.**

to Charlotte Douglas  
International  
Airport

**193**

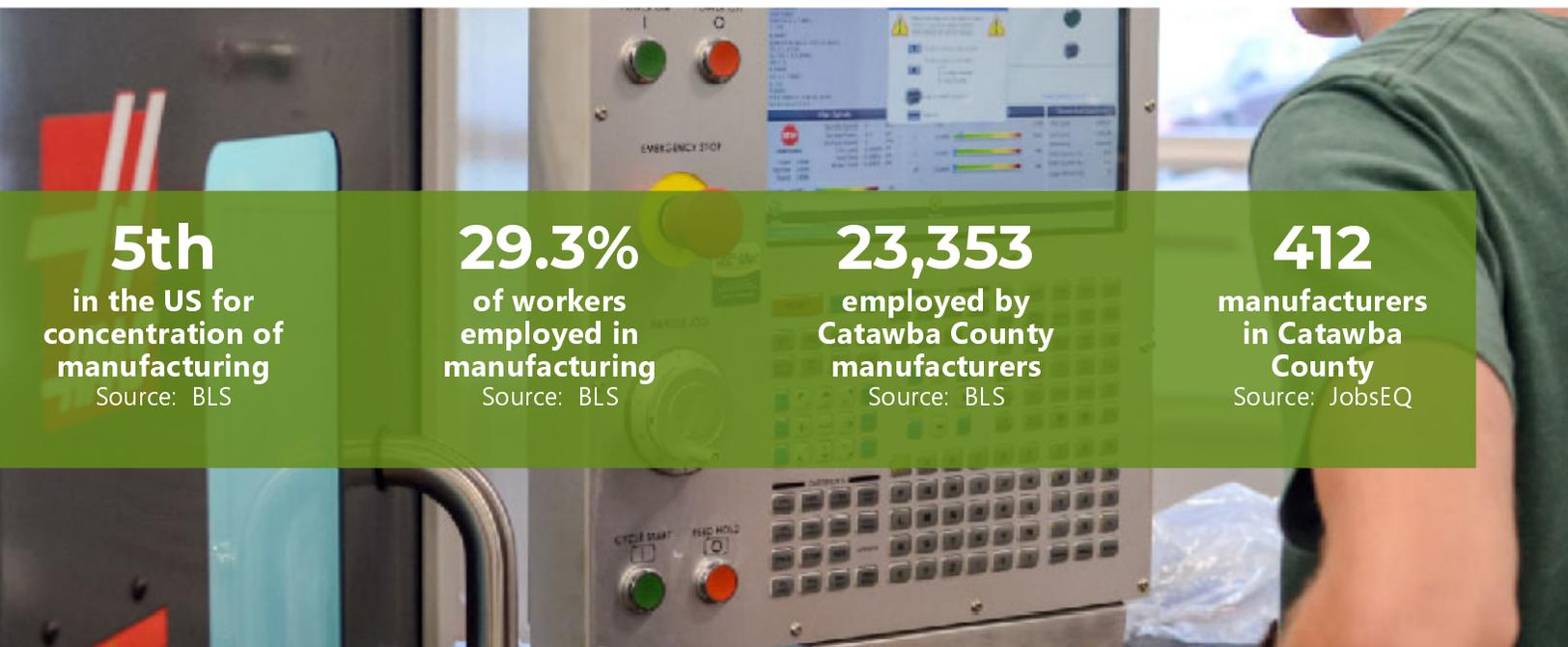
nonstop  
destinations  
around the globe

**43**

total  
international  
destinations

**6th**

ranked  
busiest airport  
in the world



**5th**

in the US for  
concentration of  
manufacturing

Source: BLS

**29.3%**

of workers  
employed in  
manufacturing

Source: BLS

**23,353**

employed by  
Catawba County  
manufacturers

Source: BLS

**412**

manufacturers  
in Catawba  
County

Source: JobsEQ