

City of Hickory | HWY 70 Retail Area

BY THE NUMBERS



POPULATION OF 389,664
within 30 minute drivetime



95TH PERCENTILE
191st out of 4563 nationwide.



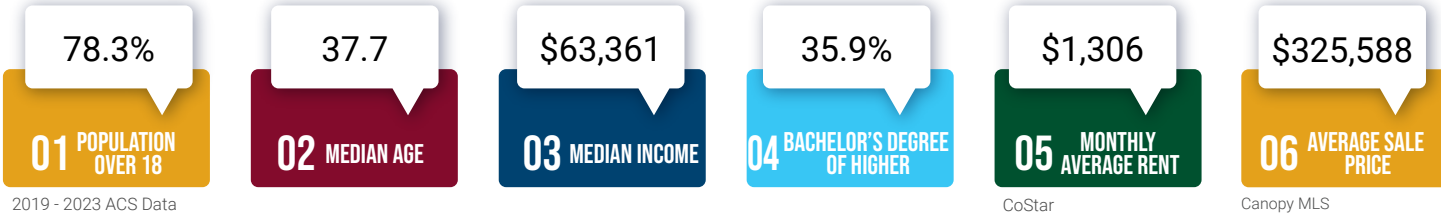
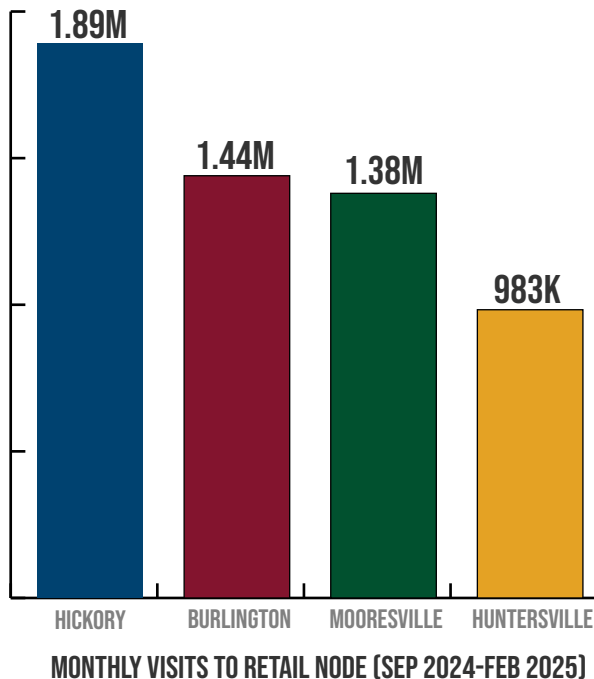
4TH IN NORTH CAROLINA
out of 144 in the state.

Placer.ai, Retail area, Popstats 2023

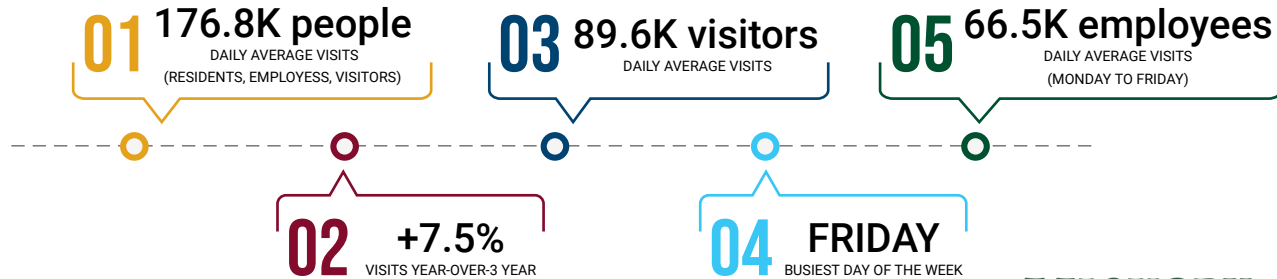
COMPARISON

Placer.ai, 2025

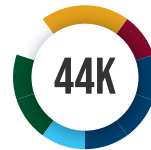
Hickory has one of the busiest retail areas in North Carolina.



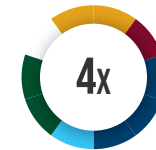
CITY OF HICKORY FOOT TRAFFIC 2024



POPULATION



CITY POPULATION
2023
US Census Bureau

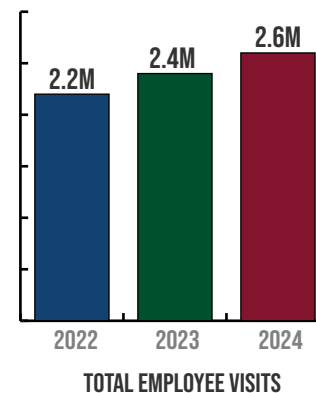
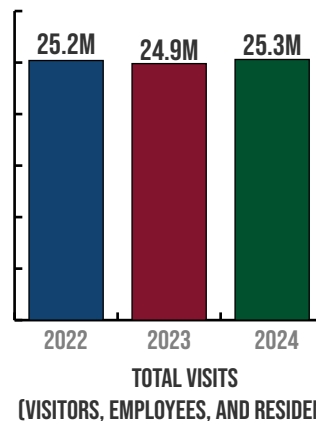


FOOT TRAFFIC TO POPULATION RATIO
The total daily visitors to Hickory are 4 times the city's population.

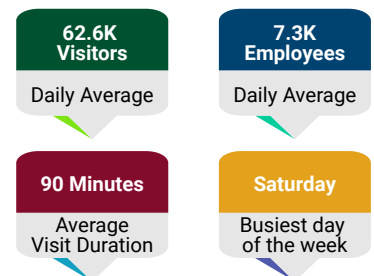


FOOT TRAFFIC

Placer.ai, Retail area, 2025



RETAIL NODE'S DAILY FOOT TRAFFIC



DATA UPDATED IN APRIL 2025



CRAFTING HICKORY

The City has exciting projects in the works. Visit www.craftinghickory.com to learn about the City Walk, Riverwalk, and more!

CITY OF HICKORY WEBSITES

An all-encompassing collection of information regarding City Council, City services, City departments, and City meetings can be found at www.hickorync.gov. Click the links or QR codes below to access additional information.



[Experience Hickory Pitchbook](#)



MyHKY.com



HKYTrail.com

EXPERIENCE LIFE. WELL CRAFTED.

From delectable farm-to-table restaurants, outdoor adventures on Lake Hickory, and eclectic downtown shops, to a growing craft beer scene and an arts and cultural community to rival that of cities more than twice its size, Hickory offers a unique experience that entralls residents and attracts visitors from all around. A city for doers and makers seeking a well-rounded community, Hickory offers the perfect balance of large city amenities and small town charm, making it the perfect place to work, live, and raise a family. **Hickory is Life. Well Crafted!**