

BY THE NUMBERS



382,198

trade area population.



1.2 MILLION

population within 60-minute drive time.



8TH BUSIEST RETAIL AREA IN NC

out of 144 in the state.



93RD PERCENTILE

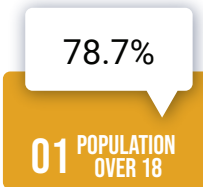
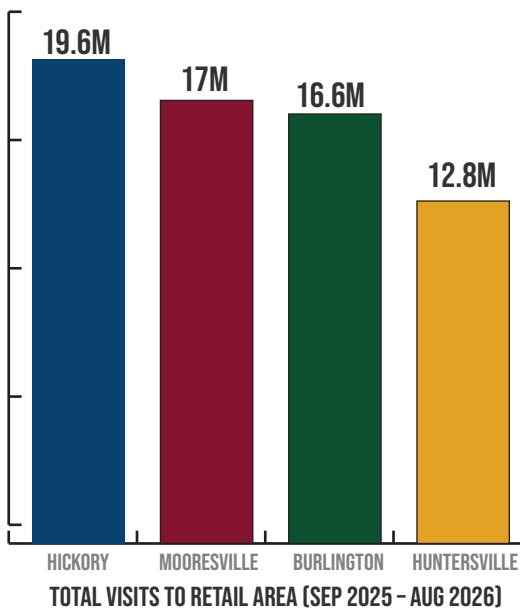
278 out of 4560 retail areas nationwide.

Source: Placer.ai, Retail areas, Valley Hills Mall, True Trade Area 80% of visits

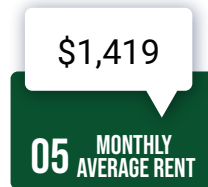
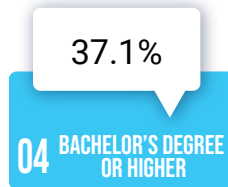
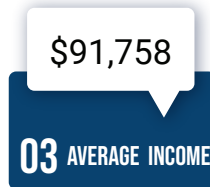
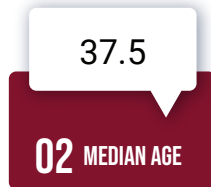
COMPARISON

Placer.ai, 2026

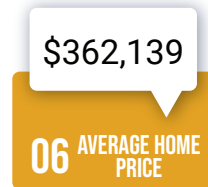
Hickory has one of the busiest retail areas in North Carolina.



2024: ACS 5-Year Estimates Data



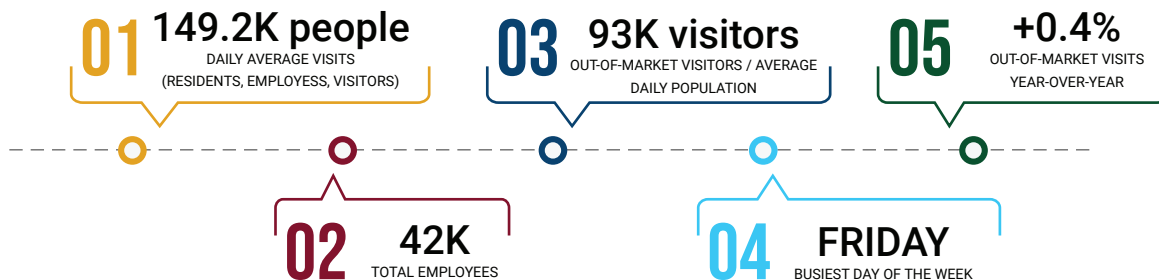
Costar, Multi-Family, Q3 2026



Canopy MLS, August 2026

CITY OF HICKORY FOOT TRAFFIC IN THE PAST 12 MONTHS

(Sep 2025 - Aug 2026)



POPULATION



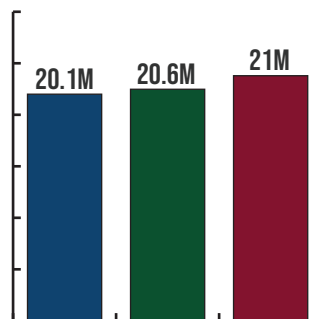
CITY POPULATION
2025
NC OSBM



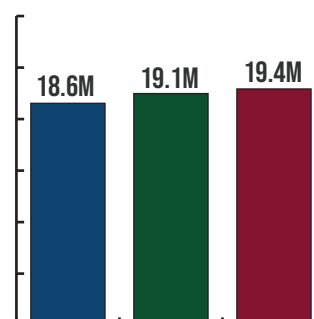
FOOT TRAFFIC TO POPULATION RATIO
The total daily visitors to Hickory are 3 times the city's population.

FOOT TRAFFIC

Placer.ai, Retail area



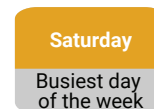
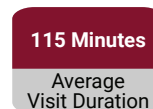
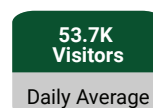
TOTAL VISITS
(VISITORS, EMPLOYEES, AND RESIDENTS)



TOTAL VISITORS VISITS

RETAIL AREA'S DAILY FOOT TRAFFIC

(Sep 2025 - Aug 2026)



* DATA UPDATED ON SEPTEMBER 29, 2026



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.



MyHKY.com



HKYTrail.com



[Experience Hickory Pitchbook](#)

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!**