Population Spotlight
2020 Census: 160,609
2022 Estimate: 163,462
Change: 2,853

Growth Rate
1.8% vs. 2.5%
County
State

Median Household Income (2022)
$63,934
State: $67,516

Home Owners (2022)
71%
State: 67%

Child Poverty Rate (2022)
18.8%
State: 17.2%

Opportunity Youth Rate (2022)
15.4%
State: 10.9%

Households with Broadband (2022)
72%
State: 77%

Unemployment Rate (2022)
3.4%
State: 3.7%

Educational Attainment
Catawba County residents ages 25-44, 2022

No Degree
20,097
52.8%

Have Degree or Credential
17,951
47.2%

Note: Numbers may not add up to 100% due to rounding

Top Opportunities for Growth
These three areas represent the biggest opportunities for Catawba County to improve future attainment outcomes.

Reading Performance
28% of Catawba County 3-8 graders earn college-and-career-ready scores in Reading, below the suburban county average of 31%.

FAFSA Completion
59% of Catawba County high school seniors complete the FAFSA, below the suburban county average of 62%.

School Counselors
Catawba County has a student-to-school counselor ratio of 335:1, above the suburban county average of 327:1.

Promising Attainment Practices
The new Promising Attainment Practices Database is a curated, searchable, and filterable collection of about 250 county, region, and state-level initiatives and programs that directly address various components of the state’s attainment challenge. The Database allows local and regional initiative leaders and other stakeholders to identify groups across the state who are developing or operating initiatives designed to boost attainment.

Follow link to discover how Catawba County has been meeting local needs:
https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Catawba

In Hickory Prosperity Zone Sub-Region:
70.2% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

Top areas of misalignment:
Health Science bachelor’s and below bachelor’s
Business Management & Administration bachelor’s
Transportation, Distribution & Logistics below bachelor’s

705
Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
2,139 graduates in 2020
80% of 2016 graduates were employed in NC in 2021
$37,952 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

48% of adults (ages 25-44) in Catawba County earned a family sustaining wage, 2022

Catawba County is served by:
Western Piedmont Workforce Development Board
Western Piedmont Council of Governments

Top 3 Five-Star Jobs in Hickory Prosperity Zone Sub-Region
Job Title
Nurse Practitioners
Logisticians
Physician Assistants

Annual Growth
4%
3%
3%

Top 3 Employers in Catawba County
Employer
Catawba County Schools
Catawba Valley Medical Center
Target Stores Div.

Employment Range
1000+
1000+
1000+

2,800 2,700 2,600 2,500 2,400

2018 2019 2020 2021 2022
4,000 3,900 3,800 3,700

2018 2020 2022
1,400 1,300 1,200

2018 2020 2022
5,500 5,000 4,500

300 280 260

First-time Curriculum Enrollments
Basic Skills
Continuing Education
Catawba County 2024 Attainment Profile

Updated: Apr 10 2024

Degree Credentials Awarded, 2022
- 1,720 certificate
- 2,199 associate
- 327 bachelor’s

Postsecondary assets in Hickory Prosperity Zone sub-region
- Public, 4-year or above
  - Caldwell Community College and Technical Institute
  - Catawba Valley Community College
  - McDowell Technical Community College
  - Western Piedmont Community College
- Private not-for-profit, 4-year or above
  - Lenoir-Rhyne University
- Private not-for-profit, 2-year

Access to Postsecondary Credits
Students in Catawba County completed 6,375 Career & Technical Education (CTE) credentials (1,190 (19%) were industry-valued credentials) and 1,001 concentrations in 2023. The top three CTE concentrations completed include Health Science; Human Services; and Agricultural, Food, & Natural Resources.

Postsecondary Enrollment Rates for Select Groups in Catawba County, 2022
- Overall: 83%
  - Male: 84%
  - Female: 82%
  - American Indian: 91%
  - Asian: 97%
  - Black: 86%
  - Hispanic: 88%
  - White: 83%
  - Low-Income: 74%
  - Not Low-Income: 89%

Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

How students in Catawba County traditional schools are doing:
- 55% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 143 more needed to meet state goal of 75%. 2023
- 28% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 5,783 more needed to meet state goal of 73%. 2023
- 37% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 4,842 more needed to meet state goal of 86%. 2023
- 88% of 9th graders graduate within four years, compared to 87% statewide; 135 more needed to meet state goal of 95%. 2023
- 22% of students are chronically absent from school, compared to 27% statewide; 2,620 less needed to meet state goal of 11%. 2023

School Choice
26,253 total students were enrolled in K-12 in Catawba County in the 2022-23 school year.

For more information about each indicator, including data sources and methodology, visit: dashboard.myfuturenc.org/county-data-and-resources/
Total Schools: 28  Total Students: 15,351

**ACADEMIC READINESS**

How students in Catawba County Schools are currently doing:

- **28%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to **30%** statewide; 3,147 more needed to meet state goal of **73%**, 2023.
- **38%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to **35%** statewide; 3,328 more needed to meet state goal of **86%**, 2023.
- **87%** of 9th graders graduate within four years, compared to **87%** statewide; 107 more needed to meet state goal of **95%**, 2023.
- **21%** of students are **chronically absent from school**, compared to **27%** statewide; 1,573 less needed to meet state goal of **11%**, 2023.

Catawba County Schools has a **student-to-school counselor ratio** of **366:1**, 2023.

**Access to Postsecondary Credits**

Students in Catawba County Schools completed **4,105 Career & Technical Education (CTE) credentials** (741 (18%) were industry-valued credentials) and **802 concentrations** in 2023. The top three CTE concentrations completed include Health Science; Human Services; and Agricultural, Food, & Natural Resources.

- **341 high school students** took at least one AP test (7%) (2023).
- **488 high school students** participated in Career & College Promise programs (43%) (2023).

**COLLEGE & CAREER ACCESS**

How students in Catawba County Schools are planning for and enrolling in college:

- **57%** of seniors **completed the FAFSA** in 2023, compared to **62%** statewide; 248 more need to complete in 2023 to meet state goal of **80%**, 2023.
- **75%** of graduates reported intentions to enroll in a postsecondary institution, 2022.
- **60%** of graduates **enrolled in a postsecondary institution** within 12 months, 2022.

**Postsecondary Enrollment Rates (within 12 months) for Select Groups in Catawba County Schools, 2022**

Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

**POSTSECONDARY COMPLETION**

Top destinations of all college-goers, Fall 2023

- Catawba Valley CC
- Caldwell CC and TI
- Western Piedmont CC
- **85%** of college students **persist to their second year** of attendance, 2022.

Percentage of students enrolled in North Carolina postsecondary institution who graduate within 6 years of enrollment, 2022

Catawba County Schools: **83%**
North Carolina: **59%**

**For more information about each indicator, including data sources and methodology, visit: dashboard.myfuturenc.org/county-data-and-resources/**
Total Schools: 10  Total Students: 3,698

ACADEMIC READINESS

How students in Hickory City Schools are currently doing:

- 27% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 786 more needed to meet state goal of 73%, 2023.
- 33% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 912 more needed to meet state goal of 86%, 2023.
- 88% of 9th graders graduate within four years, compared to 87% statewide; 21 more needed to meet state goal of 95%, 2023.
- 27% of students are chronically absent from school, compared to 27% statewide; 653 less needed to meet state goal of 11%, 2023.

Hickory City Schools has a student-to-school counselor ratio of 247:1.

Access to Postsecondary Credits

Students in Hickory City Schools completed 787 Career & Technical Education (CTE) credentials (136 (17%) were industry-valued credentials) and 112 concentrations in 2023. The top three CTE concentrations completed include Human Services; Health Science; and Manufacturing.

143 high school students took at least one AP test (12%) (2023).
130 high school students participated in Career & College Promise programs (47%) (2023).

COLLEGE & CAREER ACCESS

How students in Hickory City Schools are planning for and enrolling in college:

- 64% of seniors completed the FAFSA in 2023, compared to 62% statewide; 37 more need to complete in 2023 to meet state goal of 80%, 2023.
- 66% of graduates reported intentions to enroll in a postsecondary institution. 2022.
- 52% of graduates enrolled in a postsecondary institution within 12 months. 2022.

Postsecondary Enrollment Rates (within 12 months) for Select Groups in Hickory City Schools, 2022

Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

POSTSECONDARY COMPLETION

Top destinations of all college-goers, Fall 2023

- Catawba Valley CC
- Caldwell CC and TI
- Western Piedmont CC
- 79% of college students persist to their second year of attendance. 2022

Percentage of students enrolled in North Carolina postsecondary institution who graduate within 6 years of enrollment, 2022

Hickory City Schools 61%
North Carolina 59%

** Observations <10 or no data available

For more information about each indicator, including data sources and methodology, visit:
dashboard.myfuturenc.org/county-data-and-resources/
Newton Conover City Schools | 2022-2023

Total Schools: 7  Total Students: 2,725

**ACADEMIC READINESS**

Newton Conover City Schools has a **student-to-school counselor ratio of 341:1**. 2023

**Access to Postsecondary Credits**

Students in Newton Conover City Schools completed **1,483 Career & Technical Education (CTE) credentials** (313 (21%) were industry-valued credentials) and **87 concentrations** in 2023. The top three CTE concentrations completed include Health Science; Human Services; and Arts, Audio/Video Technology, & Communications.

- **200** high school students took at least one AP test (21%) (2023).
- **103** high school students participated in Career & College Promise programs (44%) (2023).

**COLLEGE & CAREER ACCESS**

**How students in Newton Conover City Schools are planning for and enrolling in college:**

- **68%** of seniors **completed the FAFSA** in 2023, compared to **62%** statewide; **25 more** need to complete in 2023 to meet state goal of **80%**. 2023
- **73%** of graduates **reported intentions to enroll** in a postsecondary institution. 2022
- **54%** of graduates **enrolled in a postsecondary institution** within 12 months. 2022

**Postsecondary Enrollment Rates (within 12 months) for Select Groups in Newton Conover City Schools, 2022**

<table>
<thead>
<tr>
<th>Group</th>
<th>Newton Conover City Schools</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td></td>
<td></td>
</tr>
<tr>
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<tr>
<td>White</td>
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<tr>
<td>Low-Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Low-Income</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

**POSTSECONDARY COMPLETION**

**Top destinations of all college-goers, Fall 2023**

- Catawba Valley CC
- Caldwell CC and TI
- Western Piedmont CC

- **83%** of college students **persist to their second year** of attendance. 2022

**Percentage of students enrolled in North Carolina postsecondary institution who graduate within 6 years of enrollment, 2022**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Newton Conover City Schools</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newton Conover City Schools</td>
<td>62%</td>
<td>59%</td>
</tr>
<tr>
<td>North Carolina</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Observations <10 or no data available**

For more information about each indicator, including data sources and methodology, visit: dashboard.myfuturenc.org/county-data-and-resources/