TheRetailCoach®

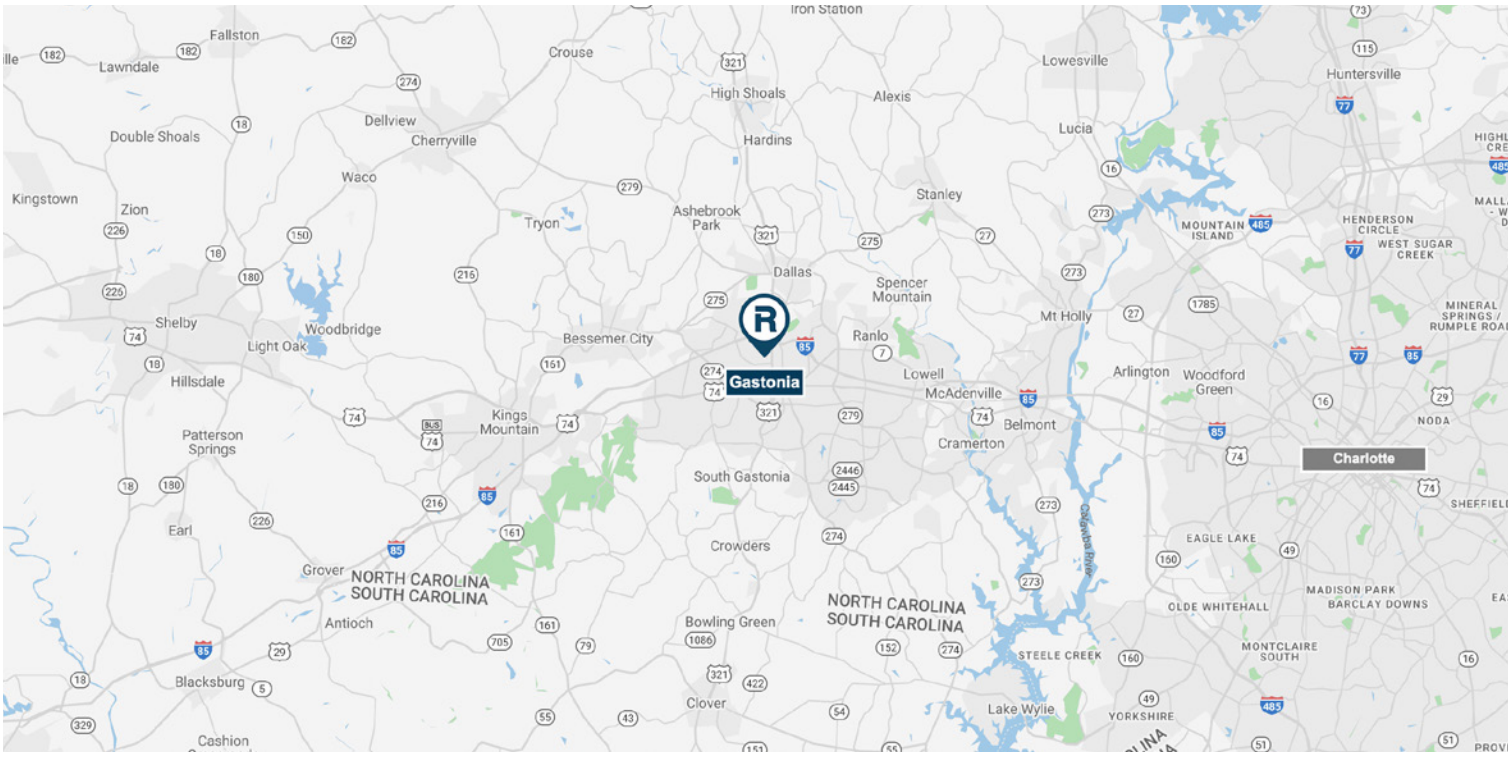
Community Demographic Profile

GASTONIA, NORTH CAROLINA

Prepared for City of Gastonia
March 2024

Community • Demographic Snapshot

Gastonia, North Carolina



Population

2020	80,411
2024	82,546
2029	85,557

Educational Attainment (%)

Graduate or Professional Degree	7.31%
Bachelors Degree	16.14%
Associate Degree	11.89%
Some College	22.17%
High School Graduate (or GED)	28.56%
Some High School, No Degree	9.53%
Less than 9th Grade	4.41%

Income

Average HH	$75,061
Median HH	$54,337
Per Capita	$30,795

Age

0 - 9 Years	11.63%
10 - 17 Years	10.48%
18 - 24 Years	8.60%
25 - 34 Years	12.58%
35 - 44 Years	12.83%
45 - 54 Years	12.32%
55 - 64 Years	12.87%
65 and Older	18.68%
Median Age	40.21
Average Age	40.70

Race Distribution (%)

White	48.96%
Black/African American	32.34%
American Indian/ Alaskan	0.52%
Asian	1.73%
Native Hawaiian/ Islander	0.04%
Other Race	8.15%
Two or More Races	8.25%
Hispanic	14.70%

GASTONIA NC

Great Place. Great People. Great Promise.

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Community • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
Population		
2029 Projection	85,557	
2024 Estimate	82,546	
2020 Census	80,411	
2010 Census	73,190	
Growth 2024 - 2029		3.65%
Growth 2020 - 2024		2.65%
Growth 2010 - 2020		9.87%
2024 Est. Population by Single-Classification Race	**82,546**	
White Alone	40,416	48.96%
Black or African American Alone	26,696	32.34%
Amer. Indian and Alaska Native Alone	431	0.52%
Asian Alone	1,430	1.73%
Native Hawaiian and Other Pacific Island Alone	30	0.04%
Some Other Race Alone	6,730	8.15%
Two or More Races	6,813	8.25%
2024 Est. Population by Hispanic or Latino Origin	**82,546**	
Not Hispanic or Latino	70,415	85.30%
Hispanic or Latino	12,131	14.70%
Mexican	5,453	44.95%
Puerto Rican	1,733	14.29%
Cuban	114	0.94%
All Other Hispanic or Latino	4,831	39.82%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**12,131**	
White Alone	1,625	13.40%
Black or African American Alone	430	3.54%
American Indian and Alaska Native Alone	215	1.77%
Asian Alone	16	0.13%
Native Hawaiian and Other Pacific Islander Alone	7	0.06%
Some Other Race Alone	6,416	52.89%
Two or More Races	3,422	28.21%
2024 Est. Pop by Race, Asian Alone, by Category	**1,430**	
Chinese, except Taiwanese	211	14.76%
Filipino	208	14.55%
Japanese	0	0.00%
Asian Indian	304	21.26%
Korean	128	8.95%
Vietnamese	146	10.21%
Cambodian	3	0.21%
Hmong	62	4.34%
Laotian	115	8.04%
Thai	3	0.21%
All Other Asian Races Including 2+ Category	250	17.48%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**82,546**	
Arab	124	0.15%
Czech	12	0.02%
Danish	30	0.04%
Dutch	763	0.92%
English	5,911	7.16%
French (except Basque)	803	0.97%
French Canadian	109	0.13%
German	6,278	7.61%
Greek	181	0.22%
Hungarian	37	0.04%
Irish	4,969	6.02%
Italian	1,351	1.64%
Lithuanian	25	0.03%
United States or American	11,057	13.40%
Norwegian	168	0.20%
Polish	812	0.98%
Portuguese	7	0.01%
Russian	92	0.11%
Scottish	1,510	1.83%
Scotch-Irish	1,716	2.08%
Slovak	23	0.03%
Subsaharan African	1,738	2.11%
Swedish	136	0.17%
Swiss	176	0.21%
Ukrainian	8	0.01%
Welsh	177	0.21%
West Indian (except Hisp. groups)	568	0.69%
Other ancestries	27,182	32.93%
Ancestry Unclassified	16,583	20.09%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	69,480	89.19%
Speak Asian/Pacific Island Language at Home	547	0.70%
Speak IndoEuropean Language at Home	937	1.20%
Speak Spanish at Home	6,661	8.55%
Speak Other Language at Home	276	0.35%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	**82,546**	
Age 0 - 4	4,645	5.63%
Age 5 - 9	4,954	6.00%
Age 10 - 14	5,385	6.52%
Age 15 - 17	3,269	3.96%
Age 18 - 20	3,167	3.84%
Age 21 - 24	3,933	4.76%
Age 25 - 34	10,382	12.58%
Age 35 - 44	10,592	12.83%
Age 45 - 54	10,171	12.32%
Age 55 - 64	10,627	12.87%
Age 65 - 74	8,728	10.57%
Age 75 - 84	4,822	5.84%
Age 85 and over	1,871	2.27%
Age 16 and over	66,473	80.53%
Age 18 and over	64,293	77.89%
Age 21 and over	61,126	74.05%
Age 65 and over	15,421	18.68%
2024 Est. Median Age		40.21
2024 Est. Average Age		40.70
2024 Est. Population by Sex	**82,546**	
Male	39,121	47.39%
Female	43,425	52.61%

2024 Est. Male Population by Age	**39,121**	
Age 0 - 4	2,381	6.09%
Age 5 - 9	2,515	6.43%
Age 10 - 14	2,733	6.99%
Age 15 - 17	1,654	4.23%
Age 18 - 20	1,602	4.09%
Age 21 - 24	1,996	5.10%
Age 25 - 34	5,004	12.79%
Age 35 - 44	4,945	12.64%
Age 45 - 54	4,841	12.37%
Age 55 - 64	4,996	12.77%
Age 65 - 74	3,918	10.02%
Age 75 - 84	1,964	5.02%
Age 85 and over	572	1.46%
2024 Est. Median Age, Male		38.37
2024 Est. Average Age, Male		39.20
2024 Est. Female Population by Age	**43,425**	
Age 0 - 4	2,264	5.21%
Age 5 - 9	2,439	5.62%
Age 10 - 14	2,652	6.11%
Age 15 - 17	1,615	3.72%
Age 18 - 20	1,565	3.60%
Age 21 - 24	1,937	4.46%
Age 25 - 34	5,378	12.39%
Age 35 - 44	5,647	13.00%
Age 45 - 54	5,330	12.27%
Age 55 - 64	5,631	12.97%
Age 65 - 74	4,810	11.08%
Age 75 - 84	2,858	6.58%
Age 85 and over	1,299	2.99%
2024 Est. Median Age, Female		41.82
2024 Est. Average Age, Female		42.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	23,767	35.18%
Males, Never Married	11,268	16.68%
Females, Never Married	12,499	18.50%
Married, Spouse present	26,552	39.30%
Married, Spouse absent	3,100	4.59%
Widowed	4,507	6.67%
Males Widowed	959	1.42%
Females Widowed	3,548	5.25%
Divorced	9,636	14.26%
Males Divorced	4,113	6.09%
Females Divorced	5,523	8.18%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,520	4.41%
Some High School, no diploma	5,449	9.53%
High School Graduate (or GED)	16,335	28.56%
Some College, no degree	12,682	22.17%
Associate Degree	6,799	11.89%
Bachelor's Degree	9,230	16.14%
Master's Degree	3,130	5.47%
Professional School Degree	645	1.13%
Doctorate Degree	403	0.71%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,357	19.86%
High School Graduate	2,651	38.81%
Some College or Associate's Degree	2,112	30.92%
Bachelor's Degree or Higher	711	10.41%
Households		
2029 Projection	34,537	
2024 Estimate	33,127	
2020 Census	32,065	
2010 Census	28,458	
Growth 2024 - 2029		4.26%
Growth 2020 - 2024		3.31%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**33,127**	
Family Households	22,176	66.94%
Nonfamily Households	10,951	33.06%
2024 Est. Group Quarters Population	1,800	
2024 Households by Ethnicity, Hispanic/Latino	3,682	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**33,127**	
Income < $15,000	4,190	12.65%
Income $15,000 - $24,999	3,698	11.16%
Income $25,000 - $34,999	2,982	9.00%
Income $35,000 - $49,999	4,555	13.75%
Income $50,000 - $74,999	5,659	17.08%
Income $75,000 - $99,999	3,893	11.75%
Income $100,000 - $124,999	2,767	8.35%
Income $125,000 - $149,999	2,016	6.09%
Income $150,000 - $199,999	1,778	5.37%
Income $200,000 - $249,999	757	2.29%
Income $250,000 - $499,999	627	1.89%
Income $500,000+	205	0.62%
2024 Est. Average Household Income		$75,061
2024 Est. Median Household Income		$54,337
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$64,760
Black or African American Alone		$42,341
American Indian and Alaska Native Alone		$46,093
Asian Alone		$94,449
Native Hawaiian and Other Pacific Islander Alone		$39,793
Some Other Race Alone		$45,355
Two or More Races		$59,088
Hispanic or Latino		$44,959
Not Hispanic or Latino		$56,004
2024 Est. HH by Type and Presence of Own Child.	**33,127**	
Family Households with Children	7,959	24.03%
Family Households without Children	25,168	75.97%
Married-Couple Families	**12,752**	**38.49%**
Married-Couple Family, own children	4,513	13.62%
Married-Couple Family, no own children	8,239	24.87%
Cohabitating-Couple Families	**2,989**	**9.02%**
Cohabitating-Couple Family, own children	740	2.23%
Cohabitating-Couple Family, no own children	2,249	6.79%
Male Householder Families	**6,590**	**19.89%**
Male Householder, own children	376	1.13%
Male Householder, no own children	1,180	3.56%
Male Householder, only Nonrelatives	440	1.33%
Male Householder, Living Alone	4,594	13.87%
Female Householder Families	**10,796**	**32.59%**
Female Householder, own children	2,330	7.03%
Female Householder, no own children	2,158	6.51%
Female Householder, only Nonrelatives	385	1.16%
Female Householder, Living Alone	5,923	17.88%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**33,127**	
1-person	9,595	28.96%
2-person	10,936	33.01%
3-person	5,637	17.02%
4-person	3,922	11.84%
5-person	1,947	5.88%
6-person	713	2.15%
7-or-more-person	377	1.14%
2024 Est. Average Household Size		2.44
2024 Est. Households by Number of Vehicles	**33,127**	
No Vehicles	2,748	8.30%
1 Vehicle	11,496	34.70%
2 Vehicles	11,846	35.76%
3 Vehicles	4,790	14.46%
4 Vehicles	1,762	5.32%
5 or more Vehicles	485	1.46%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	23,126	
2024 Estimate	22,176	
2020 Estimate	20,471	
2010 Census	18,994	
Growth 2024 - 2029		4.28%
Growth 2020 - 2024		8.33%
Growth 2010 - 2020		7.78%
2024 Est. Families by Poverty Status	**22,176**	
2024 Families at or Above Poverty	19,588	88.33%
2024 Families at or Above Poverty with Children	8,379	37.78%
2024 Families Below Poverty	2,588	11.67%
2024 Families Below Poverty with Children	1,802	8.13%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	38,956	58.60%
Civilian Labor Force, Unemployed	2,488	3.74%
Armed Forces	12	0.02%
Not in Labor Force	25,017	37.64%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	28,500	72.26%
Non-Profit Private Workers	3,221	8.17%
Local Government Workers	292	0.74%
State Government Workers	1,123	2.85%
Federal Government Workers	2,769	7.02%
Self-Employed Workers	3,499	8.87%
Unpaid Family Workers	38	0.10%

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	563	1.43%
Arts/Entertainment/Sports	406	1.03%
Building Grounds Maintenance	1,469	3.73%
Business/Financial Operations	1,984	5.03%
Community/Social Services	736	1.87%
Computer/Mathematical	849	2.15%
Construction/Extraction	1,797	4.56%
Education/Training/Library	2,280	5.78%
Farming/Fishing/Forestry	222	0.56%
Food Prep/Serving	2,486	6.30%
Health Practitioner/Technician	2,406	6.10%
Healthcare Support	1,344	3.41%
Maintenance Repair	1,336	3.39%
Legal	203	0.52%
Life/Physical/Social Science	304	0.77%
Management	3,689	9.35%
Office/Admin. Support	4,210	10.67%
Production	3,699	9.38%
Protective Services	562	1.42%
Sales/Related	3,872	9.82%
Personal Care/Service	658	1.67%
Transportation/Moving	4,367	11.07%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	21,502	54.52%
Blue Collar	11,199	28.39%
Service and Farm	6,741	17.09%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	31,693	81.82%
Car Pooled	3,673	9.48%
Public Transportation	239	0.62%
Walked	428	1.10%
Bicycle	12	0.03%
Other Means	495	1.28%
Worked at Home	2,196	5.67%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,180	
15 - 29 Minutes	11,485	
30 - 44 Minutes	8,197	
45 - 59 Minutes	3,281	
60 or more Minutes	2,594	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	**33,127**	
Owner Occupied	17,783	53.68%
Renter Occupied	15,344	46.32%
2024 Owner Occ. HUs: Avg. Length of Residence		17.90†
2024 Renter Occ. HUs: Avg. Length of Residence		6.90†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**17,783**	
Value Less than $20,000	350	1.97%
Value $20,000 - $39,999	329	1.85%
Value $40,000 - $59,999	192	1.08%
Value $60,000 - $79,999	518	2.91%
Value $80,000 - $99,999	524	2.95%
Value $100,000 - $149,999	2,150	12.09%
Value $150,000 - $199,999	2,624	14.76%
Value $200,000 - $299,999	5,069	28.50%
Value $300,000 - $399,999	3,424	19.25%
Value $400,000 - $499,999	1,647	9.26%
Value $500,000 - $749,999	655	3.68%
Value $750,000 - $999,999	184	1.03%
Value $1,000,000 or $1,499,999	104	0.58%
Value $1,500,000 or $1,999,999	9	0.05%
Value $2,000,000+	4	0.02%
2024 Est. Median All Owner-Occupied Housing Value		$241,410
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	24,281	68.03%
1 Unit Attached	964	2.70%
2 Units	623	1.75%
3 or 4 Units	2,175	6.09%
5 to 19 Units	5,277	14.79%
20 to 49 Units	407	1.14%
50 or More Units	1,220	3.42%
Mobile Home or Trailer	730	2.04%
Boat, RV, Van, etc.	13	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,448	4.06%
Housing Units Built 2010 to 2019	2,532	7.09%
Housing Units Built 2000 to 2009	4,225	11.84%
Housing Units Built 1990 to 1999	4,002	11.21%
Housing Units Built 1980 to 1989	4,725	13.24%
Housing Units Built 1970 to 1979	5,259	14.74%
Housing Units Built 1960 to 1969	4,740	13.28%
Housing Units Built 1950 to 1959	4,484	12.56%
Housing Units Built 1940 to 1949	1,892	5.30%
Housing Unit Built 1939 or Earlier	2,383	6.68%
2024 Est. Median Year Structure Built		1978

† Years

TheRetailCoach

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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