CITY OF GASTONIA

North Carolina

(Gaston County - Charlotte Metro)

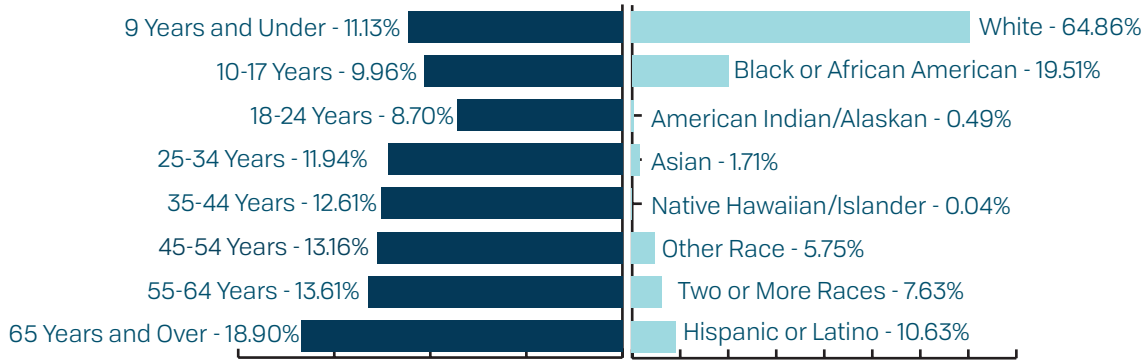
POPULATION

237,913

2024 Estimated Gaston County Population

Graduate or Professional	6.58%
Bachelor's Degree	16.83%
Associate Degree	12.24%
Some College, No Degree	21.75%
High School Graduate	29.83%
Some High School, No Degree	8.78%
Less than 9th Grade	3.99%

AGE DISTRIBUTION AND RACE



Median Age	41.61
Average Age	41.30

HOUSEHOLD INCOME

Average Household Income

$83,302

Median Household Income

$60,961

- Gastonia is located just 20 minutes from the Charlotte-Douglas International Airport.
- The FUSE District in Downtown Gastonia - a mixed-use sports and entertainment district - broke ground in Fall 2019, supported by over $115 million in public-private investment opened Spring 2021.
- The primary retail trade area has a projected growth rate over 4.08% through 2029.

OPPORTUNITY IN GASTON

Clothing & Accessory Stores
Sales Leakage = $7,135,947

Building Materials Suppliers
Sales Leakage = $32,965,045

Food & Beverage Stores
Sales Leakage = $18,499,648

Potential Retail Sales	$3,976,325,696
Actual Sales	$3,880,399,189
Sales Leakage	$95,926,507

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GASTONIA NC
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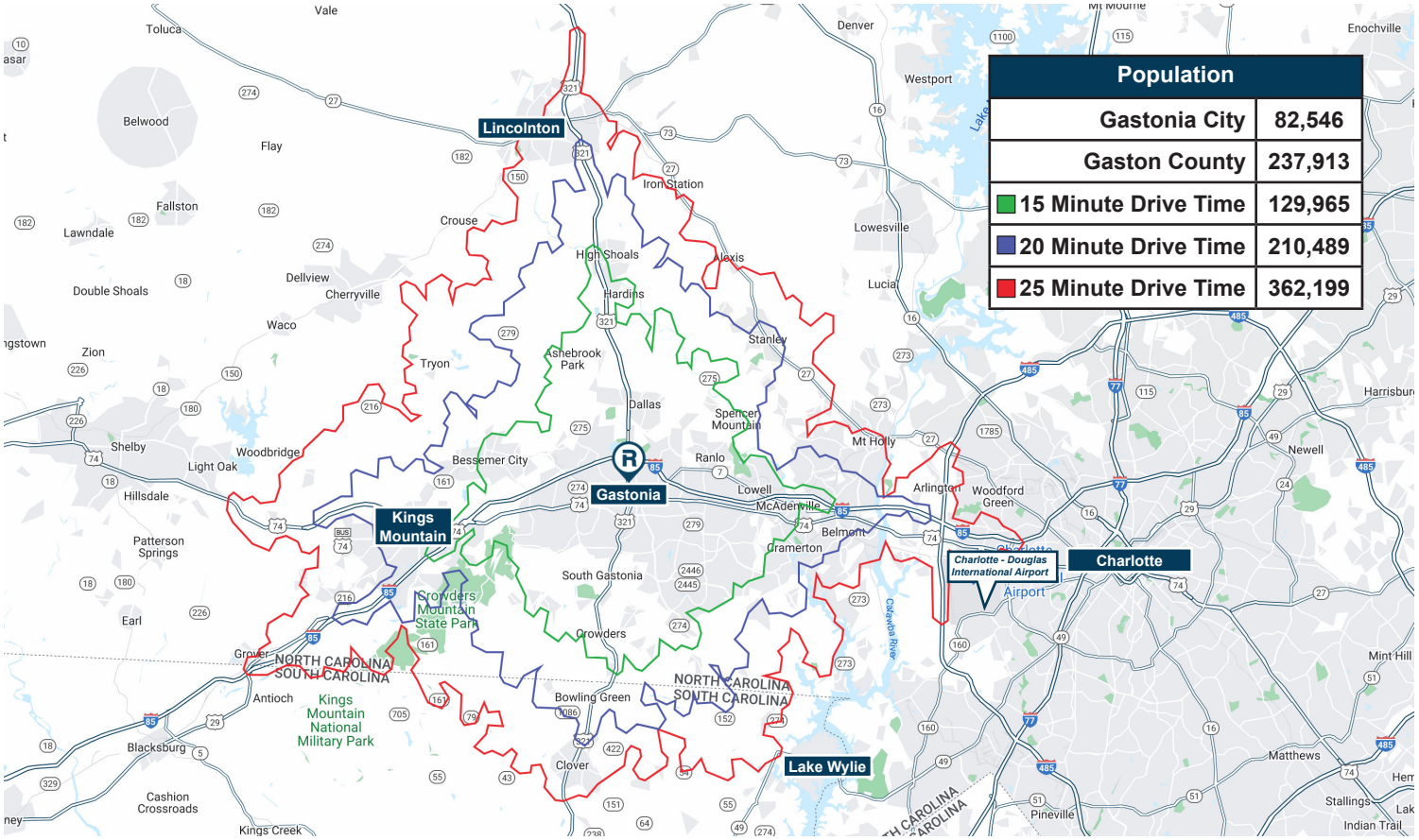
LOCATION MAP



Population	
Gastonia City	82,546
Gaston County	237,913
15 Minute Drive Time	129,965
20 Minute Drive Time	210,489
25 Minute Drive Time	362,199

EXISTING RETAIL

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