TheRetailCoach®

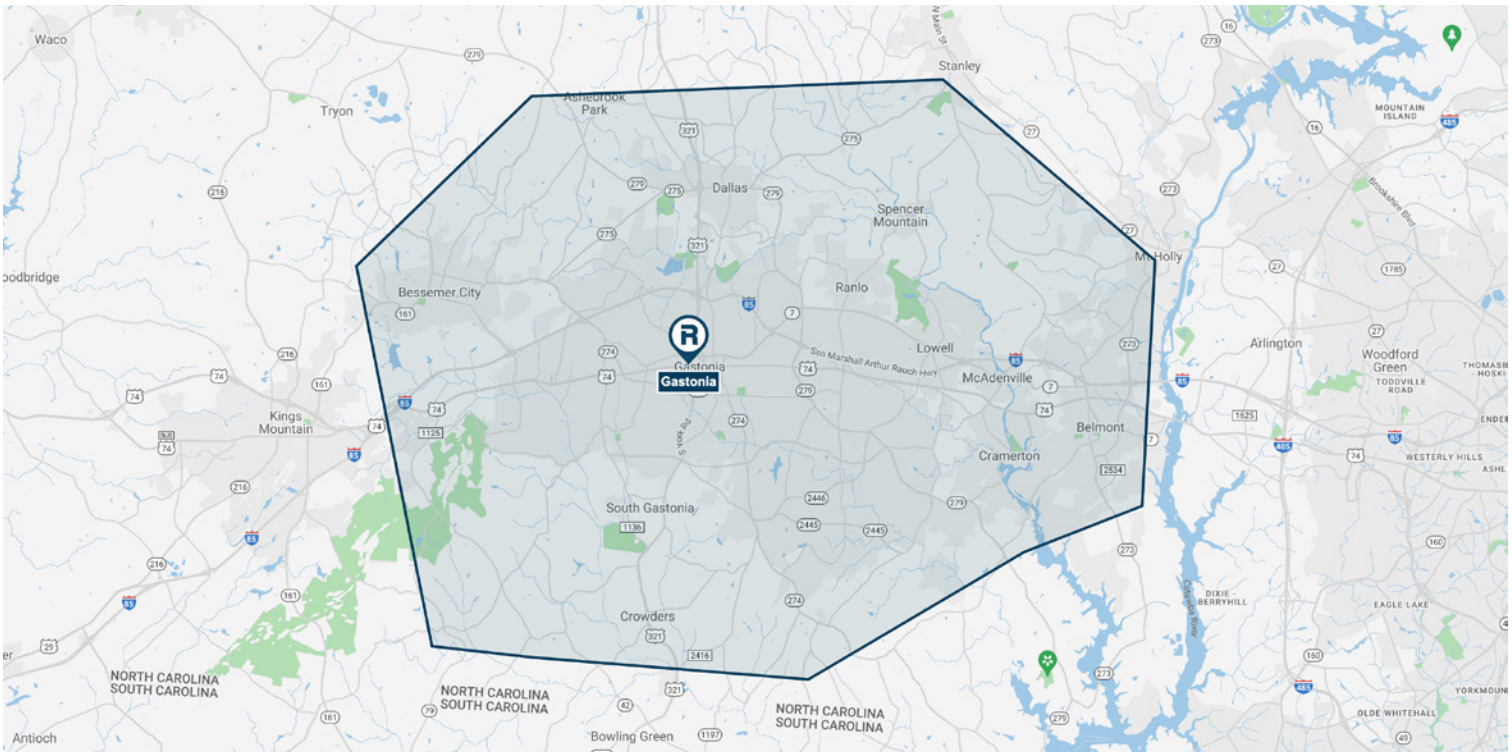
Primary Retail Trade Area Demographic Profile

GASTONIA, NORTH CAROLINA

Prepared for City of Gastonia
March 2024

Primary Retail Trade Area • Demographic Snapshot

Gastonia, North Carolina



Population

2020	170,129
2024	177,171
2029	184,395

Educational Attainment (%)

Graduate or Professional Degree	6.63%
Bachelors Degree	16.14%
Associate Degree	12.05%
Some College	22.06%
High School Graduate (or GED)	29.41%
Some High School, No Degree	9.39%
Less than 9th Grade	4.32%

Income

Average HH	$78,981
Median HH	$57,862
Per Capita	$32,380

Age

0 - 9 Years	11.39%
10 - 17 Years	10.07%
18 - 24 Years	8.85%
25 - 34 Years	12.41%
35 - 44 Years	12.85%
45 - 54 Years	12.86%
55 - 64 Years	13.19%
65 and Older	18.39%
Median Age	40.69
Average Age	40.85

Race Distribution (%)

White	60.12%
Black/African American	22.85%
American Indian/ Alaskan	0.51%
Asian	1.84%
Native Hawaiian/ Islander	0.05%
Other Race	6.78%
Two or More Races	7.86%
Hispanic	12.19%

GASTONIA NC

Great Place. Great People. Great Promise.

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Primary Retail Trade Area • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
Population		
2029 Projection	184,395	
2024 Estimate	177,171	
2020 Census	170,129	
2010 Census	153,285	
Growth 2024 - 2029		4.08%
Growth 2020 - 2024		4.14%
Growth 2010 - 2020		10.99%
2024 Est. Population by Single-Classification Race	**177,171**	
White Alone	106,518	60.12%
Black or African American Alone	40,484	22.85%
Amer. Indian and Alaska Native Alone	894	0.51%
Asian Alone	3,255	1.84%
Native Hawaiian and Other Pacific Island Alone	81	0.05%
Some Other Race Alone	12,014	6.78%
Two or More Races	13,924	7.86%
2024 Est. Population by Hispanic or Latino Origin	**177,171**	
Not Hispanic or Latino	155,567	87.81%
Hispanic or Latino	21,605	12.19%
Mexican	9,922	45.92%
Puerto Rican	3,165	14.65%
Cuban	707	3.27%
All Other Hispanic or Latino	7,810	36.15%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**21,605**	
White Alone	3,214	14.88%
Black or African American Alone	604	2.80%
American Indian and Alaska Native Alone	352	1.63%
Asian Alone	33	0.15%
Native Hawaiian and Other Pacific Islander Alone	14	0.07%
Some Other Race Alone	11,341	52.49%
Two or More Races	6,047	27.99%
2024 Est. Pop by Race, Asian Alone, by Category	**3,255**	
Chinese, except Taiwanese	373	11.46%
Filipino	446	13.70%
Japanese	62	1.90%
Asian Indian	744	22.86%
Korean	179	5.50%
Vietnamese	366	11.24%
Cambodian	43	1.32%
Hmong	224	6.88%
Laotian	162	4.98%
Thai	3	0.09%
All Other Asian Races Including 2+ Category	654	20.09%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**177,171**	
Arab	202	0.11%
Czech	20	0.01%
Danish	65	0.04%
Dutch	1,426	0.81%
English	13,460	7.60%
French (except Basque)	1,741	0.98%
French Canadian	345	0.20%
German	13,744	7.76%
Greek	298	0.17%
Hungarian	241	0.14%
Irish	12,201	6.89%
Italian	3,253	1.84%
Lithuanian	42	0.02%
United States or American	25,774	14.55%
Norwegian	437	0.25%
Polish	1,833	1.03%
Portuguese	44	0.03%
Russian	266	0.15%
Scottish	2,951	1.67%
Scotch-Irish	3,830	2.16%
Slovak	72	0.04%
Subsaharan African	2,452	1.38%
Swedish	419	0.24%
Swiss	239	0.14%
Ukrainian	23	0.01%
Welsh	486	0.27%
West Indian (except Hisp. groups)	793	0.45%
Other ancestries	49,210	27.77%
Ancestry Unclassified	41,304	23.31%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	151,844	90.76%
Speak Asian/Pacific Island Language at Home	1,131	0.68%
Speak IndoEuropean Language at Home	1,958	1.17%
Speak Spanish at Home	11,934	7.13%
Speak Other Language at Home	439	0.26%

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Gastonia, North Carolina

DESCRIPTION	DATA	%
2024 Est. Population by Age	**177,171**	
Age 0 - 4	9,865	5.57%
Age 5 - 9	10,313	5.82%
Age 10 - 14	11,025	6.22%
Age 15 - 17	6,810	3.84%
Age 18 - 20	7,115	4.02%
Age 21 - 24	8,558	4.83%
Age 25 - 34	21,982	12.41%
Age 35 - 44	22,773	12.85%
Age 45 - 54	22,775	12.86%
Age 55 - 64	23,375	13.19%
Age 65 - 74	18,989	10.72%
Age 75 - 84	10,135	5.72%
Age 85 and over	3,454	1.95%
Age 16 and over	143,703	81.11%
Age 18 and over	139,158	78.54%
Age 21 and over	132,042	74.53%
Age 65 and over	32,578	18.39%
2024 Est. Median Age		40.69
2024 Est. Average Age		40.85
2024 Est. Population by Sex	**177,171**	
Male	85,194	48.09%
Female	91,978	51.92%

2024 Est. Male Population by Age	**85,194**	
Age 0 - 4	5,046	5.92%
Age 5 - 9	5,244	6.16%
Age 10 - 14	5,586	6.56%
Age 15 - 17	3,489	4.09%
Age 18 - 20	3,649	4.28%
Age 21 - 24	4,418	5.19%
Age 25 - 34	10,855	12.74%
Age 35 - 44	10,915	12.81%
Age 45 - 54	10,918	12.82%
Age 55 - 64	11,122	13.06%
Age 65 - 74	8,625	10.12%
Age 75 - 84	4,208	4.94%
Age 85 and over	1,117	1.31%
2024 Est. Median Age, Male		38.95
2024 Est. Average Age, Male		39.45
2024 Est. Female Population by Age	**91,978**	
Age 0 - 4	4,820	5.24%
Age 5 - 9	5,069	5.51%
Age 10 - 14	5,439	5.91%
Age 15 - 17	3,321	3.61%
Age 18 - 20	3,466	3.77%
Age 21 - 24	4,140	4.50%
Age 25 - 34	11,127	12.10%
Age 35 - 44	11,858	12.89%
Age 45 - 54	11,857	12.89%
Age 55 - 64	12,254	13.32%
Age 65 - 74	10,363	11.27%
Age 75 - 84	5,927	6.44%
Age 85 and over	2,338	2.54%
2024 Est. Median Age, Female		42.28
2024 Est. Average Age, Female		42.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	48,510	33.23%
Males, Never Married	24,279	16.63%
Females, Never Married	24,231	16.60%
Married, Spouse present	61,749	42.30%
Married, Spouse absent	6,441	4.41%
Widowed	9,541	6.54%
Males Widowed	2,095	1.43%
Females Widowed	7,445	5.10%
Divorced	19,727	13.52%
Males Divorced	8,646	5.92%
Females Divorced	11,081	7.59%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,329	4.32%
Some High School, no diploma	11,597	9.39%
High School Graduate (or GED)	36,313	29.41%
Some College, no degree	27,239	22.06%
Associate Degree	14,884	12.05%
Bachelor's Degree	19,933	16.14%
Master's Degree	5,972	4.84%
Professional School Degree	1,202	0.97%
Doctorate Degree	1,014	0.82%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,982	16.60%
High School Graduate	5,061	42.39%
Some College or Associate's Degree	3,387	28.37%
Bachelor's Degree or Higher	1,509	12.64%
Households		
2029 Projection	74,767	
2024 Estimate	71,410	
2020 Census	68,044	
2010 Census	59,542	
Growth 2024 - 2029		4.70%
Growth 2020 - 2024		4.95%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**71,410**	
Family Households	49,183	68.87%
Nonfamily Households	22,227	31.13%
2024 Est. Group Quarters Population	2,987	
2024 Households by Ethnicity, Hispanic/Latino	6,424	

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Gastonia, North Carolina

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**71,410**	
Income < $15,000	8,218	11.51%
Income $15,000 - $24,999	7,365	10.31%
Income $25,000 - $34,999	6,395	8.96%
Income $35,000 - $49,999	9,315	13.04%
Income $50,000 - $74,999	12,776	17.89%
Income $75,000 - $99,999	8,804	12.33%
Income $100,000 - $124,999	6,194	8.67%
Income $125,000 - $149,999	4,326	6.06%
Income $150,000 - $199,999	4,074	5.71%
Income $200,000 - $249,999	1,790	2.51%
Income $250,000 - $499,999	1,594	2.23%
Income $500,000+	558	0.78%
2024 Est. Average Household Income		$78,981
2024 Est. Median Household Income		$57,862
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$62,931
Black or African American Alone		$46,313
American Indian and Alaska Native Alone		$45,935
Asian Alone		$82,233
Native Hawaiian and Other Pacific Islander Alone		$35,000
Some Other Race Alone		$47,122
Two or More Races		$62,133
Hispanic or Latino		$49,580
Not Hispanic or Latino		$58,740
2024 Est. HH by Type and Presence of Own Child.	**71,410**	
Family Households with Children	17,100	23.95%
Family Households without Children	54,310	76.05%
Married-Couple Families	**29,760**	**41.67%**
Married-Couple Family, own children	9,801	13.73%
Married-Couple Family, no own children	19,960	27.95%
Cohabitating-Couple Families	**5,918**	**8.29%**
Cohabitating-Couple Family, own children	1,698	2.38%
Cohabitating-Couple Family, no own children	4,220	5.91%
Male Householder Families	**13,456**	**18.84%**
Male Householder, own children	937	1.31%
Male Householder, no own children	2,226	3.12%
Male Householder, only Nonrelatives	964	1.35%
Male Householder, Living Alone	9,328	13.06%
Female Householder Families	**22,276**	**31.19%**
Female Householder, own children	4,664	6.53%
Female Householder, no own children	4,697	6.58%
Female Householder, only Nonrelatives	625	0.88%
Female Householder, Living Alone	12,290	17.21%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**71,410**	
1-person	20,516	28.73%
2-person	23,748	33.26%
3-person	12,026	16.84%
4-person	8,734	12.23%
5-person	3,980	5.57%
6-person	1,614	2.26%
7-or-more-person	792	1.11%
2024 Est. Average Household Size		2.44
2024 Est. Households by Number of Vehicles	**71,410**	
No Vehicles	4,568	6.40%
1 Vehicle	23,329	32.67%
2 Vehicles	25,891	36.26%
3 Vehicles	11,933	16.71%
4 Vehicles	4,286	6.00%
5 or more Vehicles	1,404	1.97%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	51,511	
2024 Estimate	49,183	
2020 Estimate	44,582	
2010 Census	40,938	
Growth 2024 - 2029		4.73%
Growth 2020 - 2024		10.32%
Growth 2010 - 2020		8.90%
2024 Est. Families by Poverty Status	**49,183**	
2024 Families at or Above Poverty	43,974	89.41%
2024 Families at or Above Poverty with Children	17,481	35.54%
2024 Families Below Poverty	5,209	10.59%
2024 Families Below Poverty with Children	3,580	7.28%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	83,869	58.36%
Civilian Labor Force, Unemployed	5,407	3.76%
Armed Forces	90	0.06%
Not in Labor Force	54,337	37.81%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	62,598	73.68%
Non-Profit Private Workers	6,762	7.96%
Local Government Workers	716	0.84%
State Government Workers	2,279	2.68%
Federal Government Workers	5,273	6.21%
Self-Employed Workers	7,235	8.52%
Unpaid Family Workers	99	0.12%

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Gastonia, North Carolina

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,422	1.67%
Arts/Entertainment/Sports	768	0.90%
Building Grounds Maintenance	2,835	3.34%
Business/Financial Operations	4,409	5.19%
Community/Social Services	1,200	1.41%
Computer/Mathematical	1,923	2.26%
Construction/Extraction	4,283	5.04%
Education/Training/Library	4,388	5.16%
Farming/Fishing/Forestry	299	0.35%
Food Prep/Serving	4,784	5.63%
Health Practitioner/Technician	5,483	6.45%
Healthcare Support	2,387	2.81%
Maintenance Repair	3,544	4.17%
Legal	468	0.55%
Life/Physical/Social Science	495	0.58%
Management	8,872	10.44%
Office/Admin. Support	9,946	11.71%
Production	7,838	9.23%
Protective Services	1,220	1.44%
Sales/Related	8,213	9.67%
Personal Care/Service	1,487	1.75%
Transportation/Moving	8,700	10.24%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	47,586	56.01%
Blue Collar	24,365	28.68%
Service and Farm	13,012	15.32%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	68,314	81.80%
Car Pooled	7,396	8.86%
Public Transportation	305	0.37%
Walked	892	1.07%
Bicycle	27	0.03%
Other Means	795	0.95%
Worked at Home	5,785	6.93%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,657	
15 - 29 Minutes	26,991	
30 - 44 Minutes	19,124	
45 - 59 Minutes	6,633	
60 or more Minutes	4,833	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	**71,410**	
Owner Occupied	0	0.00%
Renter Occupied	0	0.00%
2024 Owner Occ. HUs: Avg. Length of Residence		18.02†
2024 Renter Occ. HUs: Avg. Length of Residence		7.38†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**0**	
Value Less than $20,000	1,618	3.68%
Value $20,000 - $39,999	856	1.95%
Value $40,000 - $59,999	394	0.90%
Value $60,000 - $79,999	1,283	2.92%
Value $80,000 - $99,999	1,409	3.20%
Value $100,000 - $149,999	5,795	13.17%
Value $150,000 - $199,999	6,219	14.14%
Value $200,000 - $299,999	12,080	27.46%
Value $300,000 - $399,999	7,825	17.79%
Value $400,000 - $499,999	3,668	8.34%
Value $500,000 - $749,999	1,859	4.23%
Value $750,000 - $999,999	627	1.42%
Value $1,000,000 or $1,499,999	251	0.57%
Value $1,500,000 or $1,999,999	67	0.15%
Value $2,000,000+	38	0.09%
2024 Est. Median All Owner-Occupied Housing Value		$234,715
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	54,636	71.11%
1 Unit Attached	2,233	2.91%
2 Units	1,433	1.86%
3 or 4 Units	3,351	4.36%
5 to 19 Units	7,521	9.79%
20 to 49 Units	1,080	1.41%
50 or More Units	1,590	2.07%
Mobile Home or Trailer	4,921	6.41%
Boat, RV, Van, etc.	69	0.09%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,565	4.64%
Housing Units Built 2010 to 2019	5,982	7.79%
Housing Units Built 2000 to 2009	10,572	13.76%
Housing Units Built 1990 to 1999	9,174	11.94%
Housing Units Built 1980 to 1989	9,668	12.58%
Housing Units Built 1970 to 1979	10,653	13.87%
Housing Units Built 1960 to 1969	9,545	12.42%
Housing Units Built 1950 to 1959	7,880	10.26%
Housing Units Built 1940 to 1949	4,245	5.53%
Housing Unit Built 1939 or Earlier	5,551	7.22%
2024 Est. Median Year Structure Built		1981

† Years

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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