CITY OF GASTONIA

North Carolina

(Charlotte Metro)

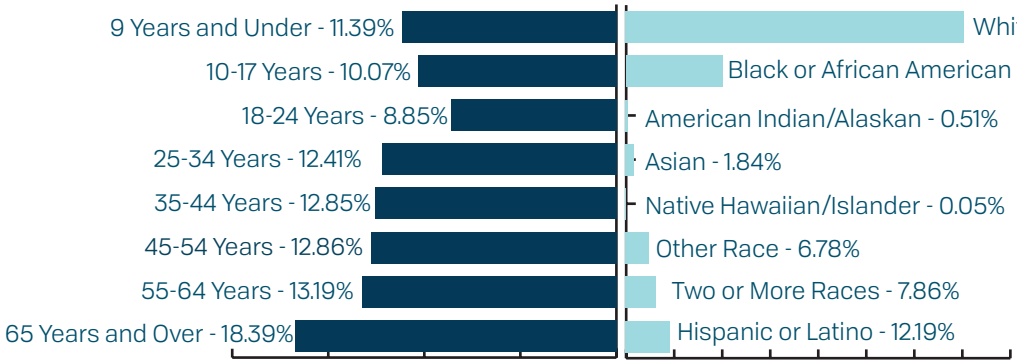
POPULATION

177,171

2024 Estimated Primary Retail Trade Area Population

Graduate or Professional	6.63%
Bachelor's Degree	16.14%
Associate Degree	12.05%
Some College, No Degree	22.06%
High School Graduate	29.41%
Some High School, No Degree	9.39%
Less than 9th Grade	4.32%

AGE DISTRIBUTION AND RACE



Median Age	40.69
Average Age	40.85

HOUSEHOLD INCOME

Average Household Income

$78,981

Median Household Income

$57,862

- 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 GASTONIA

Clothing & Accessory Stores
Sales Leakage = $11,199,278

Sporting Goods Stores
Sales Leakage = $3,369,459

Food Service & Drinking Places
Sales Leakage = $117,938,765

Potential Retail Sales	$2,557,140,080
Actual Sales	$1,642,178,714
Sales Leakage	$914,961,366

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GASTONIA NC
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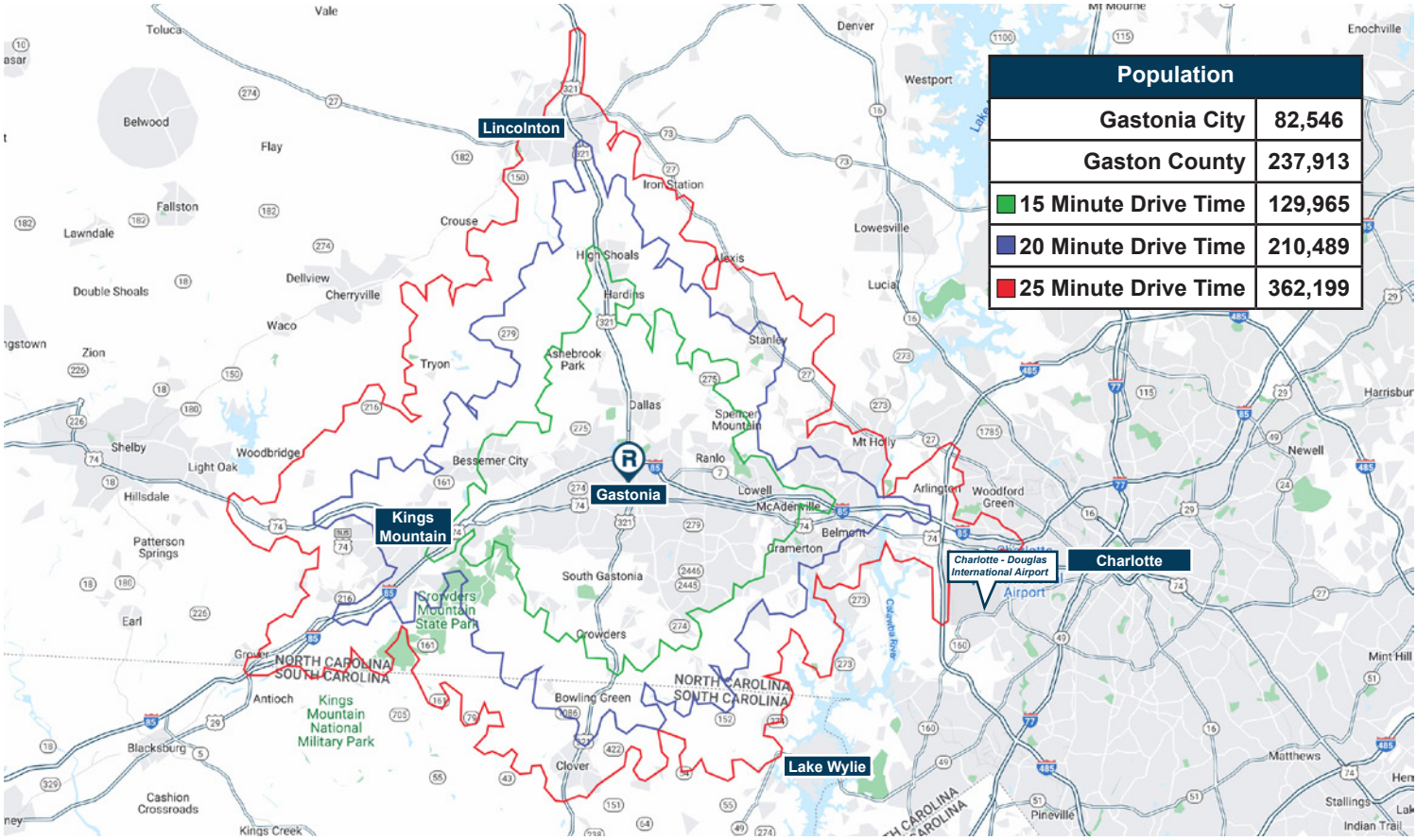
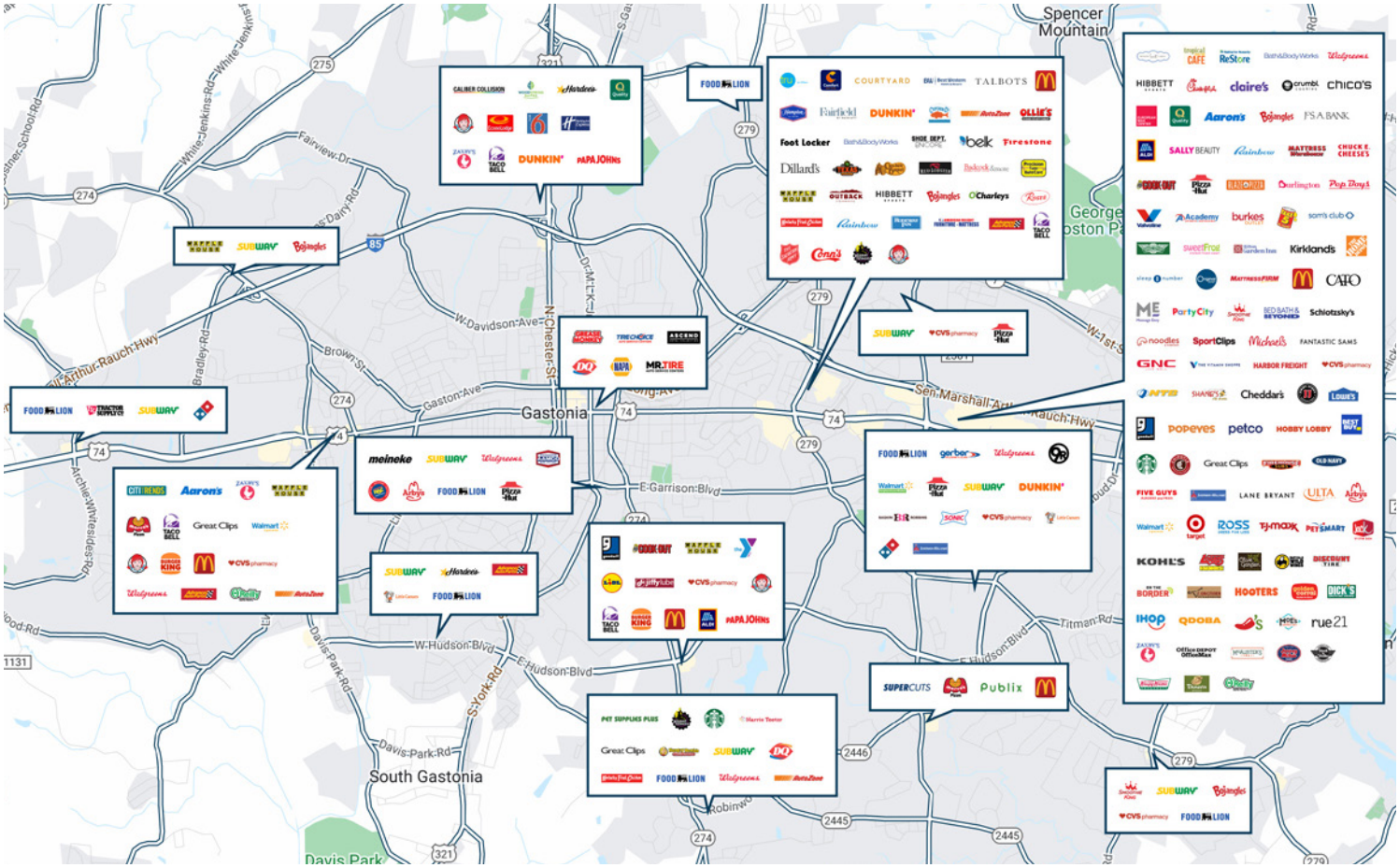
LOCATION MAP



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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