



The**Retail**Coach®

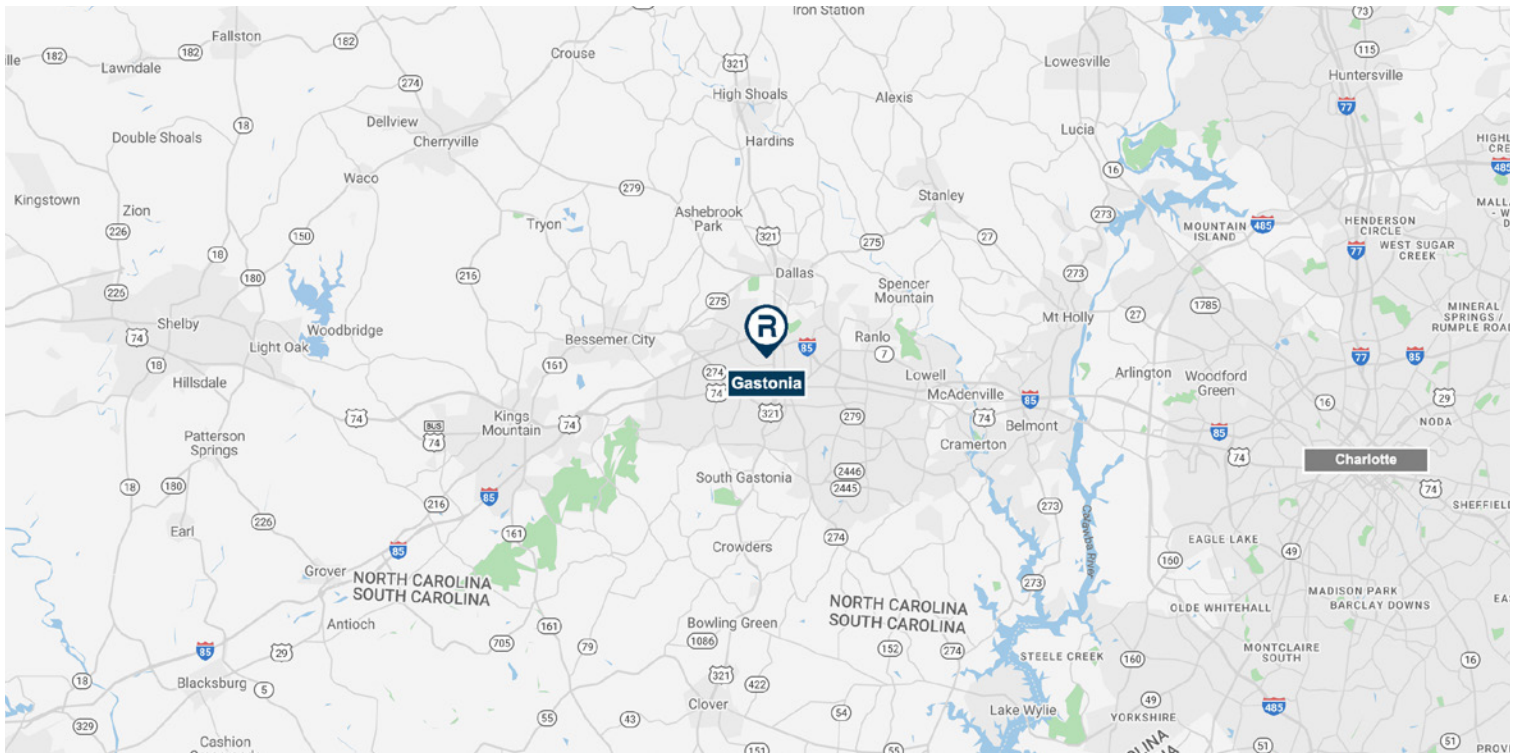
Community Demographic Profile

GASTONIA, NORTH CAROLINA

Prepared for City of Gastonia
May 2023

Community • Demographic Snapshot

Gastonia, North Carolina



Population

2020	80,411
2023	81,316
2028	84,142

Educational Attainment (%)

Graduate or Professional Degree	7.24%
Bachelors Degree	16.35%
Associate Degree	9.39%
Some College	23.01%
High School Graduate (GED)	28.73%
Some High School, No Degree	10.71%
Less than 9th Grade	4.58%

Income

Average HH	\$74,078
Median HH	\$53,791
Per Capita	\$30,151

Age

0 - 9 Years	12.34%
10 - 17 Years	10.40%
18 - 24 Years	8.20%
25 - 34 Years	13.04%
35 - 44 Years	12.55%
45 - 54 Years	12.77%
55 - 64 Years	12.74%
65 and Older	17.96%
Median Age	39.78
Average Age	40.30

Race Distribution (%)

White	50.22%
Black/African American	32.23%
American Indian/Alaskan	0.48%
Asian	1.44%
Native Hawaiian/Islander	0.03%
Other Race	7.99%
Two or More Races	7.61%
Hispanic	14.03%



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Community • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
Population		
2028 Projection	84,142	
2023 Estimate	81,756	
2020 Census	80,411	
2010 Census	73,190	
Growth 2023 - 2028		2.92%
Growth 2020 - 2023		1.67%
Growth 2010 - 2020		9.87%
2023 Est. Population by Single-Classification Race	81,756	
White Alone	41,054	50.22%
Black or African American Alone	26,348	32.23%
Amer. Indian and Alaska Native Alone	394	0.48%
Asian Alone	1,181	1.45%
Native Hawaiian and Other Pacific Island Alone	26	0.03%
Some Other Race Alone	6,534	7.99%
Two or More Races	6,218	7.61%
2023 Est. Population by Hispanic or Latino Origin	81,756	
Not Hispanic or Latino	70,288	85.97%
Hispanic or Latino	11,468	14.03%
Mexican	5,820	50.75%
Puerto Rican	1,530	13.34%
Cuban	113	0.98%
All Other Hispanic or Latino	4,005	34.92%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	11,468	
White Alone	1,539	13.42%
Black or African American Alone	410	3.58%
American Indian and Alaska Native Alone	200	1.75%
Asian Alone	15	0.13%
Native Hawaiian and Other Pacific Islander Alone	7	0.06%
Some Other Race Alone	6,066	52.89%
Two or More Races	3,230	28.17%
2023 Est. Pop by Race, Asian Alone, by Category	1,181	
Chinese, except Taiwanese	195	16.51%
Filipino	261	22.13%
Japanese	4	0.34%
Asian Indian	245	20.77%
Korean	72	6.13%
Vietnamese	30	2.55%
Cambodian	0	0.00%
Hmong	82	6.98%
Laotian	45	3.83%
Thai	4	0.34%
All Other Asian Races Including 2+ Category	241	20.43%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	81,756	
Arab	217	0.27%
Czech	23	0.03%
Danish	39	0.05%
Dutch	715	0.87%
English	4,491	5.49%
French (except Basque)	939	1.15%
French Canadian	95	0.12%
German	5,517	6.75%
Greek	127	0.16%
Hungarian	31	0.04%
Irish	4,586	5.61%
Italian	1,315	1.61%
Lithuanian	13	0.02%
United States or American	11,793	14.43%
Norwegian	169	0.21%
Polish	860	1.05%
Portuguese	17	0.02%
Russian	118	0.14%
Scottish	1,418	1.73%
Scotch-Irish	1,878	2.30%
Slovak	19	0.02%
Subsaharan African	1,861	2.28%
Swedish	163	0.20%
Swiss	155	0.19%
Ukrainian	26	0.03%
Welsh	240	0.29%
West Indian (except Hisp. groups)	310	0.38%
Other ancestries	27,266	33.35%
Ancestry Unclassified	17,357	21.23%
2023 Est. Pop Age 5+ by Language Spoken At Home	76,692	
Speak Only English at Home	67,831	88.45%
Speak Asian/Pacific Island Language at Home	835	1.09%
Speak IndoEuropean Language at Home	984	1.28%
Speak Spanish at Home	6,704	8.74%
Speak Other Language at Home	337	0.44%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	81,756	
Age 0 - 4	5,066	6.20%
Age 5 - 9	5,022	6.14%
Age 10 - 14	5,251	6.42%
Age 15 - 17	3,251	3.98%
Age 18 - 20	2,900	3.55%
Age 21 - 24	3,806	4.66%
Age 25 - 34	10,659	13.04%
Age 35 - 44	10,264	12.55%
Age 45 - 54	10,444	12.77%
Age 55 - 64	10,414	12.74%
Age 65 - 74	8,590	10.51%
Age 75 - 84	4,275	5.23%
Age 85 and over	1,817	2.22%
Age 16 and over	65,354	79.94%
Age 18 and over	63,166	77.26%
Age 21 and over	60,266	73.72%
Age 65 and over	14,682	17.96%
2023 Est. Median Age		39.78
2023 Est. Average Age		40.30
2023 Est. Population by Sex	81,756	
Male	38,729	47.37%
Female	43,027	52.63%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	38,729	
Age 0 - 4	2,610	6.74%
Age 5 - 9	2,580	6.66%
Age 10 - 14	2,660	6.87%
Age 15 - 17	1,633	4.22%
Age 18 - 20	1,464	3.78%
Age 21 - 24	1,902	4.91%
Age 25 - 34	5,246	13.55%
Age 35 - 44	4,864	12.56%
Age 45 - 54	4,909	12.67%
Age 55 - 64	4,855	12.54%
Age 65 - 74	3,790	9.79%
Age 75 - 84	1,665	4.30%
Age 85 and over	551	1.42%
2023 Est. Median Age, Male		37.56
2023 Est. Average Age, Male		38.50
2023 Est. Female Population by Age	43,027	
Age 0 - 4	2,455	5.71%
Age 5 - 9	2,442	5.68%
Age 10 - 14	2,591	6.02%
Age 15 - 17	1,619	3.76%
Age 18 - 20	1,436	3.34%
Age 21 - 24	1,903	4.42%
Age 25 - 34	5,412	12.58%
Age 35 - 44	5,399	12.55%
Age 45 - 54	5,535	12.86%
Age 55 - 64	5,559	12.92%
Age 65 - 74	4,800	11.16%
Age 75 - 84	2,610	6.07%
Age 85 and over	1,266	2.94%
2023 Est. Median Age, Female		41.79
2023 Est. Average Age, Female		41.80

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	22,008	33.14%
Males, Never Married	10,581	15.93%
Females, Never Married	11,427	17.20%
Married, Spouse present	26,683	40.17%
Married, Spouse absent	3,741	5.63%
Widowed	4,784	7.20%
Males Widowed	1,014	1.53%
Females Widowed	3,771	5.68%
Divorced	9,203	13.86%
Males Divorced	3,899	5.87%
Females Divorced	5,304	7.99%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,586	4.6%
Some High School, no diploma	6,046	10.7%
High School Graduate (or GED)	16,223	28.7%
Some College, no degree	12,990	23.0%
Associate Degree	5,299	9.4%
Bachelor's Degree	9,230	16.3%
Master's Degree	2,962	5.2%
Professional School Degree	640	1.1%
Doctorate Degree	487	0.9%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,096	26.47%
High School Graduate	3,052	38.53%
Some College or Associate's Degree	2,137	26.99%
Bachelor's Degree or Higher	634	8.01%
Households		
2028 Projection	33,800	
2023 Estimate	32,522	
2020 Census	32,065	
2010 Census	28,458	
Growth 2023 - 2028		3.93%
Growth 2020 - 2023		1.43%
Growth 2010 - 2020		12.68%
2023 Est. Households by Household Type		
Family Households	21,766	66.93%
Nonfamily Households	10,756	33.07%
2023 Est. Group Quarters Population		
	1,853	
2023 Households by Ethnicity, Hispanic/Latino		
	3,432	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	3,751	11.53%
Income \$15,000 - \$24,999	3,718	11.43%
Income \$25,000 - \$34,999	3,001	9.23%
Income \$35,000 - \$49,999	4,821	14.82%
Income \$50,000 - \$74,999	5,232	16.09%
Income \$75,000 - \$99,999	3,828	11.77%
Income \$100,000 - \$124,999	2,987	9.19%
Income \$125,000 - \$149,999	2,142	6.59%
Income \$150,000 - \$199,999	1,608	4.94%
Income \$200,000 - \$249,999	755	2.32%
Income \$250,000 - \$499,999	523	1.61%
Income \$500,000+	156	0.48%
2023 Est. Average Household Income		
		\$74,078
2023 Est. Median Household Income		
		\$53,791
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,125
Black or African American Alone		\$41,899
American Indian and Alaska Native Alone		\$56,866
Asian Alone		\$104,064
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$38,800
Two or More Races		\$51,848
Hispanic or Latino		\$41,063
Not Hispanic or Latino		\$56,384
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	5,340	24.53%
Married-Couple Family, no own children	8,498	39.04%
Male Householder, own children	815	3.74%
Male Householder, no own children	994	4.57%
Female Householder, own children	3,381	15.53%
Female Householder, no own children	2,738	12.58%
2023 Est. Households by Household Size		
1-person	8,817	27.11%
2-person	10,882	33.46%
3-person	5,590	17.19%
4-person	4,302	13.23%
5-person	1,777	5.46%
6-person	796	2.45%
7-or-more-person	358	1.10%
2023 Est. Average Household Size		
		2.44

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	32,522	
Households with 1 or More People under Age 18:	11,202	34.44%
Married-Couple Family	17,132	52.68%
Other Family, Male Householder	2,964	9.11%
Other Family, Female Householder	11,999	36.90%
Nonfamily, Male Householder	285	0.88%
Nonfamily, Female Householder	142	0.44%
Households with No People under Age 18:	21,320	65.56%
Married-Couple Family	12,098	37.20%
Other Family, Male Householder	1,208	3.72%
Other Family, Female Householder	3,022	9.29%
Nonfamily, Male Householder	7,229	22.23%
Nonfamily, Female Householder	8,965	27.57%
2023 Est. Households by Number of Vehicles	32,522	
No Vehicles	2,597	7.99%
1 Vehicle	12,144	37.34%
2 Vehicles	11,355	34.92%
3 Vehicles	4,353	13.39%
4 Vehicles	1,617	4.97%
5 or more Vehicles	456	1.40%
2023 Est. Average Number of Vehicles		1.8
Family Households		
2028 Projection	22,627	
2023 Estimate	21,766	
2010 Census	18,994	
Growth 2023 - 2028		3.96%
Growth 2010 - 2023		14.59%
2023 Est. Families by Poverty Status	21,766	
2023 Families at or Above Poverty	19,657	90.31%
2023 Families at or Above Poverty with Children	9,007	41.38%
2023 Families Below Poverty	2,109	9.69%
2023 Families Below Poverty with Children	1,639	7.53%
2023 Est. Pop 16+ by Employment Status	65,354	
Civilian Labor Force, Employed	38,716	59.24%
Civilian Labor Force, Unemployed	2,427	3.71%
Armed Forces	32	0.05%
Not in Labor Force	24,179	37.00%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	38,748	
For-Profit Private Workers	28,288	73.01%
Non-Profit Private Workers	3,355	8.66%
Local Government Workers	263	0.68%
State Government Workers	864	2.23%
Federal Government Workers	3,083	7.96%
Self-Employed Workers	2,765	7.14%
Unpaid Family Workers	129	0.33%
2023 Est. Civ. Employed Pop 16+ by Occupation	38,748	
Architect/Engineer	488	1.26%
Arts/Entertainment/Sports	456	1.18%
Building Grounds Maintenance	1,598	4.12%
Business/Financial Operations	1,842	4.75%
Community/Social Services	983	2.54%
Computer/Mathematical	743	1.92%
Construction/Extraction	1,875	4.84%
Education/Training/Library	2,032	5.24%
Farming/Fishing/Forestry	158	0.41%
Food Prep/Serving	2,398	6.19%
Health Practitioner/Technician	2,200	5.68%
Healthcare Support	1,517	3.92%
Maintenance Repair	1,533	3.96%
Legal	303	0.78%
Life/Physical/Social Science	311	0.80%
Management	3,146	8.12%
Office/Admin. Support	4,179	10.79%
Production	3,480	8.98%
Protective Services	763	1.97%
Sales/Related	4,036	10.42%
Personal Care/Service	861	2.22%
Transportation/Moving	3,846	9.93%
2023 Est. Pop 16+ by Occupation Classification	38,748	
White Collar	20,718	53.47%
Blue Collar	10,733	27.70%
Service and Farm	7,296	18.83%
2023 Est. Workers Age 16+ by Transp. to Work	38,748	
Drove Alone	32,580	84.08%
Car Pooled	3,747	9.67%
Public Transportation	393	1.01%
Walked	451	1.17%
Bicycle	8	0.02%
Other Means	470	1.21%
Worked at Home	1,099	2.84%

Community • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,501	30.55%
15 - 29 Minutes	11,487	30.51%
30 - 44 Minutes	8,147	21.64%
45 - 59 Minutes	3,525	9.36%
60 or more Minutes	2,989	7.94%
2023 Est. Avg Travel Time to Work in Minutes		28
2023 Est. Occupied Housing Units by Tenure	32,522	
Owner Occupied	17,521	53.87%
Renter Occupied	15,001	46.13%
2023 Owner Occ. HUs: Avg. Length of Residence		17.3 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6 [†]
2023 Est. Owner-Occupied Housing Units by Value	32,522	
Value Less than \$20,000	575	1.77%
Value \$20,000 - \$39,999	364	1.12%
Value \$40,000 - \$59,999	928	2.85%
Value \$60,000 - \$79,999	1,201	3.69%
Value \$80,000 - \$99,999	1,305	4.01%
Value \$100,000 - \$149,999	5,067	15.58%
Value \$150,000 - \$199,999	5,704	17.54%
Value \$200,000 - \$299,999	9,381	28.85%
Value \$300,000 - \$399,999	4,163	12.80%
Value \$400,000 - \$499,999	2,096	6.44%
Value \$500,000 - \$749,999	1,234	3.80%
Value \$750,000 - \$999,999	273	0.84%
Value \$1,000,000 or \$1,499,999	191	0.59%
Value \$1,500,000 or \$1,999,999	28	0.09%
Value \$2,000,000+	11	0.03%
2023 Est. Median All Owner-Occupied Housing Value		\$210,185
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	21,821	67.10%
1 Unit Attached	809	2.49%
2 Units	598	1.84%
3 or 4 Units	2,083	6.41%
5 to 19 Units	4,865	14.96%
20 to 49 Units	325	1.00%
50 or More Units	1,212	3.73%
Mobile Home or Trailer	797	2.45%
Boat, RV, Van, etc.	12	0.04%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,942	5.97%
Housing Units Built 2010 to 2014	1,023	3.15%
Housing Units Built 2000 to 2009	3,969	12.20%
Housing Units Built 1990 to 1999	3,837	11.80%
Housing Units Built 1980 to 1989	4,341	13.35%
Housing Units Built 1970 to 1979	5,163	15.88%
Housing Units Built 1960 to 1969	4,695	14.44%
Housing Units Built 1950 to 1959	3,922	12.06%
Housing Units Built 1940 to 1949	1,637	5.03%
Housing Unit Built 1939 or Earlier	1,993	6.13%
2023 Est. Median Year Structure Built		1978

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.



The**RetailCoach**.®

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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