

# CITY OF GASTONIA

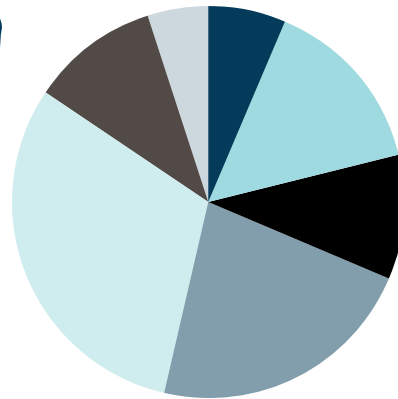
## North Carolina

(Charlotte Metro)



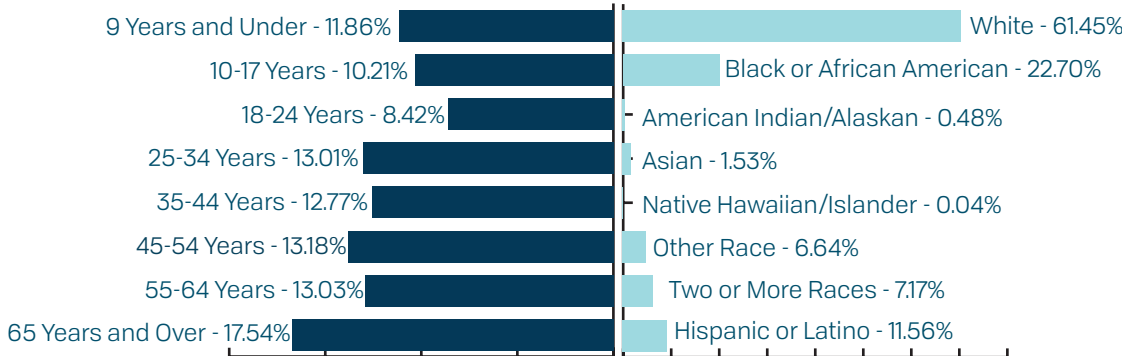
**POPULATION**  
**174,274**

**2023 Estimated Primary Retail Trade Area Population**



Graduate or Professional	6.57%
Bachelor's Degree	15.50%
Associate Degree	9.76%
Some College, No Degree	22.78%
High School Graduate	29.61%
Some High School, No Degree	11.07%
Less than 9th Grade	4.71%

## AGE DISTRIBUTION AND RACE



Median Age 40.11  
Average Age 40.34

## HOUSEHOLD INCOME

**AVERAGE HOUSEHOLD INCOME**

**\$ 77,312**

**MEDIAN HOUSEHOLD INCOME**

**\$ 58,043**

- 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 3.98% through 2028.

## 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

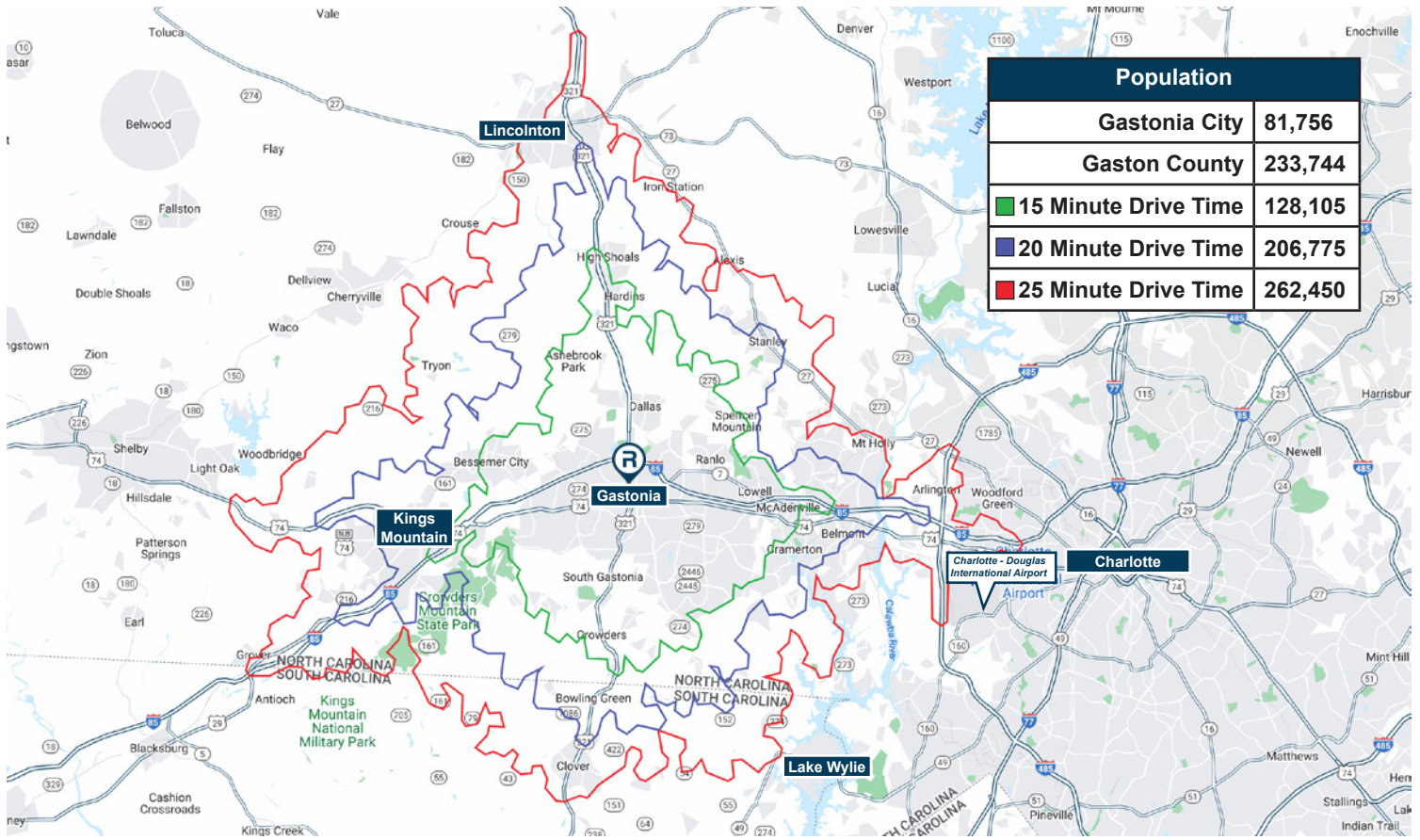
Potential Retail Sales	\$2,557,140,080
Actual Sales	\$1,642,178,714
Sales Leakage	\$914,961,366

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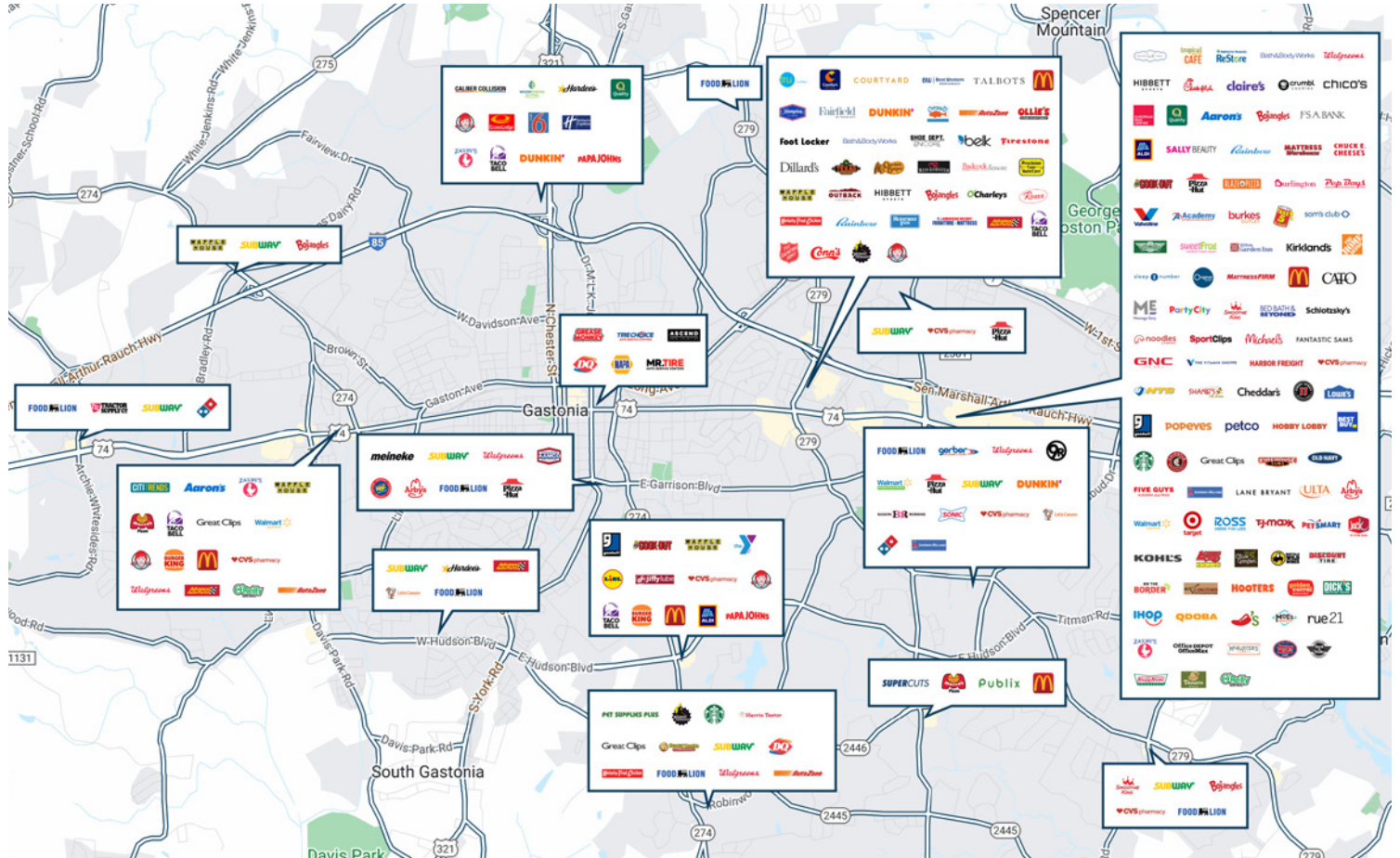
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# LOCATION MAP



# EXISTING RETAIL



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