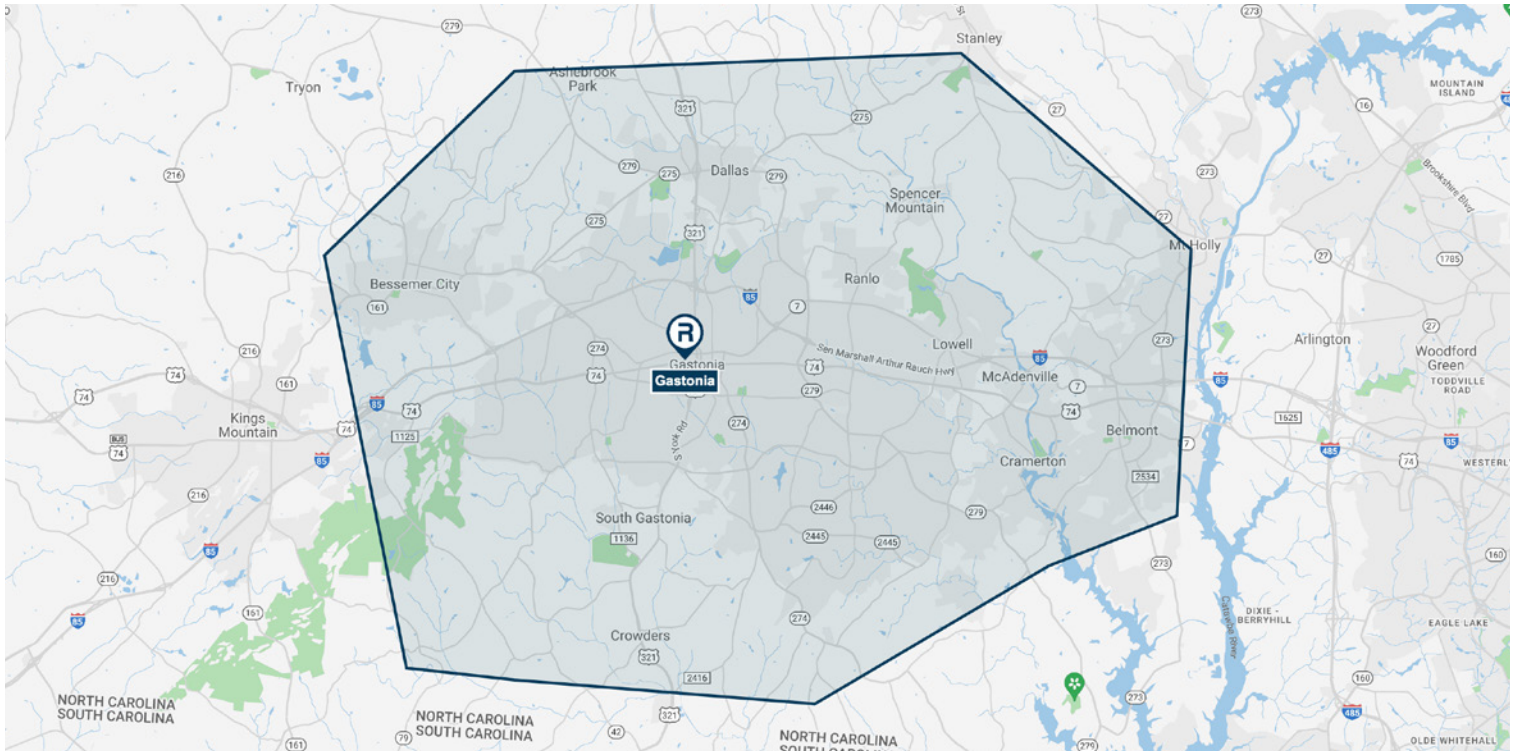


Primary Retail Trade Area • Retail Market Profile

Gastonia, North Carolina



Population

Year	Population
2020	170,119
2023	174,274
2028	181,216

Educational Attainment (%)

Education Level	Percentage
Graduate or Professional Degree	6.57%
Bachelors Degree	15.50%
Associate Degree	9.76%
Some College	22.78%
High School Graduate (GED)	29.61%
Some High School, No Degree	11.07%
Less than 9th Grade	4.71%

Income

Average HH	\$77,312
Median HH	\$58,043
Per Capita	\$31,627

Age

Age Group	Percentage
0 - 9 Years	11.86%
10 - 17 Years	10.21%
18 - 24 Years	8.42%
25 - 34 Years	13.01%
35 - 44 Years	12.77%
45 - 54 Years	13.18%
55 - 64 Years	13.03%
65 and Older	17.54%
Median Age	40.11
Average Age	40.34

Race Distribution (%)

White	61.45%
Black/African American	22.70%
American Indian/Alaskan	0.48%
Asian	1.53%
Native Hawaiian/Islander	0.04%
Other Race	6.64%
Two or More Races	7.17%
Hispanic	11.56%



Kristy Ratchford Crisp

City of Gastonia
Director of Economic Development

PO Box 1748
Gastonia, North Carolina 28053-1748

Phone 704.842.5105
Cell 704.648.2855
kristyc@cityofgastonia.com
www.CityOfGastonia.com

Charles R. Parker

The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 662.231.9078
CParker@TheRetailCoach.net
www.TheRetailCoach.net



PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

Primary Retail Trade Area • Retail Market Profile

Gastonia, North Carolina

