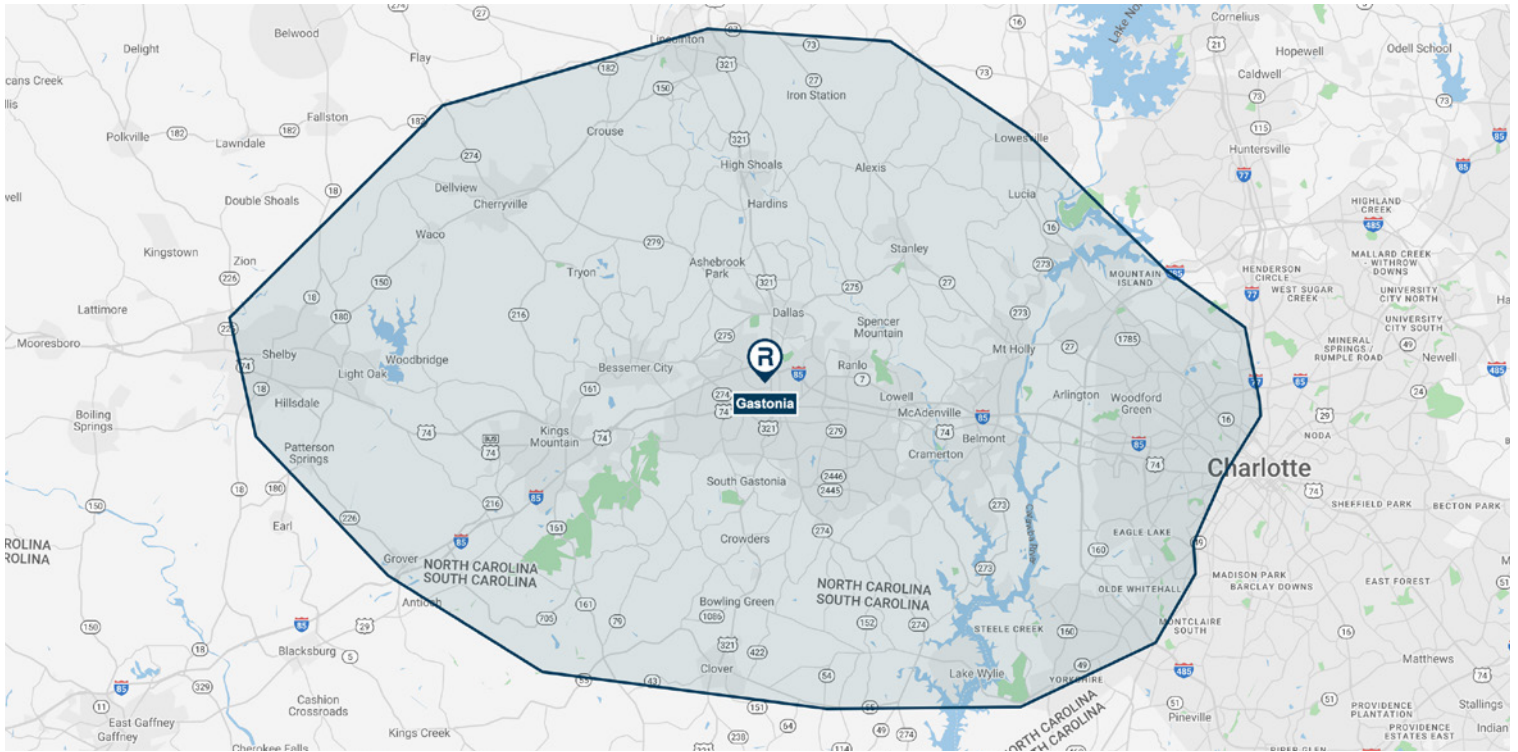# Secondary Retail Trade Area Demographic Profile

GASTONIA, NORTH CAROLINA

Prepared for City of Gastonia
January 2023

Secondary Retail Trade Area • Demographic Snapshot

Gastonia, North Carolina

Population

2020	533,162
2023	548,466
2028	575,294

Educational Attainment (%)

Graduate or Professional Degree	7.89%
Bachelors Degree	17.14%
Associate Degree	9.58%
Some College	22.78%
High School Graduate (GED)	28.61%
Some High School, No Degree	9.14%
Less than 9th Grade	4.86%

Income

Average HH	$82734
Median HH	$61489
Per Capita	$33,160

Age

0 - 9 Years	12.34%
10 - 17 Years	10.26%
18 - 24 Years	8.10%
25 - 34 Years	14.10%
35 - 44 Years	13.29%
45 - 54 Years	13.05%
55 - 64 Years	12.68%
65 and Older	16.19%
Median Age	38.86
Average Age	39.51

Race Distribution (%)

White	52.59%
Black/African American	28.87%
American Indian/Alaskan	0.54%
Asian	3.04%
Native Hawaiian/Islander	0.04%
Other Race	7.42%
Two or More Races	7.50%
Hispanic	12.51%

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Secondary Retail Trade Area • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
Population		
2028 Projection	575,294	
2023 Estimate	548,466	
2020 Census	533,162	
2010 Census	464,345	
Growth 2023 - 2028		4.89%
Growth 2020 - 2023		2.87%
Growth 2010 - 2020		14.82%
2023 Est. Population by Single-Classification Race	**548,466**	
White Alone	288,440	52.59%
Black or African American Alone	158,331	28.87%
Amer. Indian and Alaska Native Alone	2,955	0.54%
Asian Alone	16,685	3.04%
Native Hawaiian and Other Pacific Island Alone	229	0.04%
Some Other Race Alone	40,704	7.42%
Two or More Races	41,123	7.50%
2023 Est. Population by Hispanic or Latino Origin	**548,466**	
Not Hispanic or Latino	479,831	87.49%
Hispanic or Latino	68,635	12.51%
Mexican	28,217	41.11%
Puerto Rican	6,462	9.41%
Cuban	2,413	3.52%
All Other Hispanic or Latino	31,543	45.96%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**68,635**	
White Alone	8,933	13.02%
Black or African American Alone	2,257	3.29%
American Indian and Alaska Native Alone	1,392	2.03%
Asian Alone	129	0.19%
Native Hawaiian and Other Pacific Islander Alone	47	0.07%
Some Other Race Alone	37,749	55.00%
Two or More Races	18,128	26.41%
2023 Est. Pop by Race, Asian Alone, by Category	**16,685**	
Chinese, except Taiwanese	1,419	8.51%
Filipino	1,078	6.46%
Japanese	132	0.79%
Asian Indian	4,523	27.11%
Korean	386	2.31%
Vietnamese	4,572	27.40%
Cambodian	133	0.80%
Hmong	1,018	6.10%
Laotian	1,100	6.59%
Thai	215	1.29%
All Other Asian Races Including 2+ Category	2,108	12.63%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**548,466**	
Arab	416	0.08%
Czech	316	0.06%
Danish	329	0.06%
Dutch	3,140	0.57%
English	28,800	5.25%
French (except Basque)	5,082	0.93%
French Canadian	990	0.18%
German	39,539	7.21%
Greek	592	0.11%
Hungarian	884	0.16%
Irish	30,475	5.56%
Italian	9,552	1.74%
Lithuanian	268	0.05%
United States or American	70,127	12.79%
Norwegian	1,154	0.21%
Polish	5,412	0.99%
Portuguese	513	0.09%
Russian	1,220	0.22%
Scottish	7,529	1.37%
Scotch-Irish	11,073	2.02%
Slovak	544	0.10%
Subsaharan African	10,374	1.89%
Swedish	2,180	0.40%
Swiss	462	0.08%
Ukrainian	386	0.07%
Welsh	1,808	0.33%
West Indian (except Hisp. groups)	2,741	0.50%
Other ancestries	201,293	36.70%
Ancestry Unclassified	111,269	20.29%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	452,218	87.85%
Speak Asian/Pacific Island Language at Home	9,946	1.93%
Speak IndoEuropean Language at Home	7,636	1.48%
Speak Spanish at Home	42,024	8.16%
Speak Other Language at Home	2,923	0.57%

Secondary Retail Trade Area • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
2023 Est. Population by Age	**548,466**	
Age 0 - 4	33,719	6.15%
Age 5 - 9	33,962	6.19%
Age 10 - 14	35,066	6.39%
Age 15 - 17	21,175	3.86%
Age 18 - 20	19,621	3.58%
Age 21 - 24	24,829	4.53%
Age 25 - 34	77,322	14.10%
Age 35 - 44	72,890	13.29%
Age 45 - 54	71,587	13.05%
Age 55 - 64	69,524	12.68%
Age 65 - 74	54,642	9.96%
Age 75 - 84	25,562	4.66%
Age 85 and over	8,569	1.56%
Age 16 and over	438,764	80.00%
Age 18 and over	424,544	77.41%
Age 21 and over	404,923	73.83%
Age 65 and over	88,772	16.19%
2023 Est. Median Age		38.86
2023 Est. Average Age		39.51
2023 Est. Population by Sex	**548,466**	
Male	263,332	48.01%
Female	285,134	51.99%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**263,332**	
Age 0 - 4	17,227	6.54%
Age 5 - 9	17,355	6.59%
Age 10 - 14	17,710	6.72%
Age 15 - 17	10,706	4.07%
Age 18 - 20	9,998	3.80%
Age 21 - 24	12,476	4.74%
Age 25 - 34	37,501	14.24%
Age 35 - 44	34,973	13.28%
Age 45 - 54	34,043	12.93%
Age 55 - 64	33,007	12.53%
Age 65 - 74	24,799	9.42%
Age 75 - 84	10,650	4.04%
Age 85 and over	2,884	1.09%
2023 Est. Median Age, Male		37.43
2023 Est. Average Age, Male		38.28
2023 Est. Female Population by Age	**285,134**	
Age 0 - 4	16,492	5.78%
Age 5 - 9	16,607	5.82%
Age 10 - 14	17,356	6.09%
Age 15 - 17	10,469	3.67%
Age 18 - 20	9,623	3.37%
Age 21 - 24	12,352	4.33%
Age 25 - 34	39,820	13.97%
Age 35 - 44	37,917	13.30%
Age 45 - 54	37,543	13.17%
Age 55 - 64	36,517	12.81%
Age 65 - 74	29,843	10.47%
Age 75 - 84	14,911	5.23%
Age 85 and over	5,684	1.99%
2023 Est. Median Age, Female		40.20
2023 Est. Average Age, Female		40.62

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	155,384	34.86%
Males, Never Married	79,506	17.84%
Females, Never Married	75,878	17.02%
Married, Spouse present	182,918	41.04%
Married, Spouse absent	24,992	5.61%
Widowed	26,954	6.05%
Males Widowed	6,262	1.40%
Females Widowed	20,692	4.64%
Divorced	55,472	12.45%
Males Divorced	22,142	4.97%
Females Divorced	33,330	7.48%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	18,479	4.86%
Some High School, no diploma	34,736	9.14%
High School Graduate (or GED)	108,747	28.61%
Some College, no degree	86,581	22.78%
Associate Degree	36,419	9.58%
Bachelor's Degree	65,130	17.14%
Master's Degree	23,953	6.30%
Professional School Degree	3,825	1.01%
Doctorate Degree	2,225	0.58%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	13,132	33.72%
High School Graduate	12,226	31.39%
Some College or Associate's Degree	8,268	21.23%
Bachelor's Degree or Higher	5,322	13.66%
Households		
2028 Projection	228,914	
2023 Estimate	217,383	
2020 Census	210,497	
2010 Census	178,616	
Growth 2023 - 2028		5.30%
Growth 2020 - 2023		3.27%
Growth 2010 - 2020		17.85%
2023 Est. Households by Household Type	217,383	
Family Households	149,287	68.67%
Nonfamily Households	68,096	31.32%
2023 Est. Group Quarters Population	6,100	
2023 Households by Ethnicity, Hispanic/Latino	19,803	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	217,383	
Income < $15,000	20,490	9.43%
Income $15,000 - $24,999	19,099	8.79%
Income $25,000 - $34,999	19,888	9.15%
Income $35,000 - $49,999	29,760	13.69%
Income $50,000 - $74,999	39,134	18.00%
Income $75,000 - $99,999	28,528	13.12%
Income $100,000 - $124,999	20,756	9.55%
Income $125,000 - $149,999	13,942	6.41%
Income $150,000 - $199,999	12,836	5.91%
Income $200,000 - $249,999	6,213	2.86%
Income $250,000 - $499,999	4,777	2.20%
Income $500,000+	1,960	0.90%
2023 Est. Average Household Income		$82,734
2023 Est. Median Household Income		$61,489
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$69,056
Black or African American Alone		$49,467
American Indian and Alaska Native Alone		$57,543
Asian Alone		$91,332
Native Hawaiian and Other Pacific Islander Alone		$58,026
Some Other Race Alone		$48,846
Two or More Races		$66,602
Hispanic or Latino		$54,861
Not Hispanic or Latino		$62,342
2023 Est. Family HH Type by Presence of Own Child.	149,287	
Married-Couple Family, own children	40,917	27.41%
Married-Couple Family, no own children	59,675	39.97%
Male Householder, own children	5,625	3.77%
Male Householder, no own children	6,283	4.21%
Female Householder, own children	20,417	13.68%
Female Householder, no own children	16,369	10.97%
2023 Est. Households by Household Size	217,383	
1-person	56,458	25.97%
2-person	75,762	34.85%
3-person	36,716	16.89%
4-person	29,188	13.43%
5-person	12,641	5.82%
6-person	3,987	1.83%
7-or-more-person	2,631	1.21%
2023 Est. Average Household Size		2.50

Secondary Retail Trade Area • Demographic Profile
Gastonia, North Carolina

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	217,383	
Households with 1 or More People under Age 18:	77,685	35.74%
Married-Couple Family	44,955	57.87%
Other Family, Male Householder	6,905	8.89%
Other Family, Female Householder	24,939	32.10%
Nonfamily, Male Householder	644	0.83%
Nonfamily, Female Householder	242	0.31%
Households with No People under Age 18:	139,698	
Married-Couple Family	55,635	39.83%
Other Family, Male Householder	5,003	3.58%
Other Family, Female Householder	11,848	8.48%
Nonfamily, Male Householder	31,891	22.83%
Nonfamily, Female Householder	35,322	25.28%
2023 Est. Households by Number of Vehicles	217,383	
No Vehicles	13,775	6.34%
1 Vehicle	71,477	32.88%
2 Vehicles	80,393	36.98%
3 Vehicles	34,279	15.77%
4 Vehicles	12,832	5.90%
5 or more Vehicles	4,627	2.13%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	157,241	
2023 Estimate	149,287	
2010 Census	122,841	
Growth 2023 - 2028		5.33%
Growth 2010 - 2023		21.53%
2023 Est. Families by Poverty Status	149,287	
2023 Families at or Above Poverty	134,418	90.04%
2023 Families at or Above Poverty with Children	59,750	40.02%
2023 Families Below Poverty	14,869	9.96%
2023 Families Below Poverty with Children	10,913	7.31%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	269,970	61.53%
Civilian Labor Force, Unemployed	15,893	3.62%
Armed Forces	545	0.12%
Not in Labor Force	152,356	34.72%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	269,129	
For-Profit Private Workers	203,791	75.72%
Non-Profit Private Workers	17,658	6.56%
Local Government Workers	2,792	1.04%
State Government Workers	8,287	3.08%
Federal Government Workers	16,462	6.12%
Self-Employed Workers	19,418	7.21%
Unpaid Family Workers	720	0.27%
2023 Est. Civ. Employed Pop 16+ by Occupation	269,129	
Architect/Engineer	4,928	1.83%
Arts/Entertainment/Sports	3,717	1.38%
Building Grounds Maintenance	10,335	3.84%
Business/Financial Operations	14,012	5.21%
Community/Social Services	5,136	1.91%
Computer/Mathematical	8,203	3.05%
Construction/Extraction	14,091	5.24%
Education/Training/Library	12,152	4.51%
Farming/Fishing/Forestry	507	0.19%
Food Prep/Serving	14,808	5.50%
Health Practitioner/Technician	13,437	4.99%
Healthcare Support	8,451	3.14%
Maintenance Repair	10,557	3.92%
Legal	1,838	0.68%
Life/Physical/Social Science	1,160	0.43%
Management	23,911	8.89%
Office/Admin. Support	31,827	11.83%
Production	22,084	8.21%
Protective Services	5,563	2.07%
Sales/Related	27,935	10.38%
Personal Care/Service	6,824	2.54%
Transportation/Moving	27,653	10.28%
2023 Est. Pop 16+ by Occupation Classification	269,129	
White Collar	148,255	55.09%
Blue Collar	74,385	27.64%
Service and Farm	46,489	17.27%
2023 Est. Workers Age 16+ by Transp. to Work	263,710	
Drove Alone	214,074	81.18%
Car Pooled	24,980	9.47%
Public Transportation	3,876	1.47%
Walked	2,846	1.08%
Bicycle	54	0.02%
Other Means	3,118	1.18%
Worked at Home	14,763	5.60%

TheRetailCoach®

Secondary Retail Trade Area • Demographic Profile

Gastonia, North Carolina

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	54,176	
15 - 29 Minutes	97,154	
30 - 44 Minutes	57,269	
45 - 59 Minutes	20,244	
60 or more Minutes	17,811	
2023 Est. Avg Travel Time to Work in Minutes		29
2023 Est. Occupied Housing Units by Tenure	217,383	
Owner Occupied	136,921	62.99%
Renter Occupied	80,461	37.01%
2023 Owner Occ. HUs: Avg. Length of Residence		16.02[†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.24[†]
2023 Est. Owner-Occupied Housing Units by Value	**217,383**	
Value Less than $20,000	3,315	2.42%
Value $20,000 - $39,999	1,950	1.42%
Value $40,000 - $59,999	2,930	2.14%
Value $60,000 - $79,999	4,238	3.10%
Value $80,000 - $99,999	4,940	3.61%
Value $100,000 - $149,999	20,185	14.74%
Value $150,000 - $199,999	19,871	14.51%
Value $200,000 - $299,999	36,396	26.58%
Value $300,000 - $399,999	19,043	13.91%
Value $400,000 - $499,999	9,830	7.18%
Value $500,000 - $749,999	8,878	6.48%
Value $750,000 - $999,999	3,060	2.23%
Value $1,000,000 or $1,499,999	1,323	0.97%
Value $1,500,000 or $1,999,999	395	0.29%
Value $2,000,000+	566	0.41%
2023 Est. Median All Owner-Occupied Housing Value		$227,738
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	163,041	69.76%
1 Unit Attached	10,588	4.53%
2 Units	3,749	1.60%
3 or 4 Units	6,595	2.82%
5 to 19 Units	18,387	7.87%
20 to 49 Units	7,492	3.21%
50 or More Units	4,134	1.77%
Mobile Home or Trailer	19,621	8.40%
Boat, RV, Van, etc.	102	0.04%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	20,654	8.84%
Housing Units Built 2010 to 2014	9,022	3.86%
Housing Units Built 2000 to 2009	44,830	19.18%
Housing Units Built 1990 to 1999	35,360	15.13%
Housing Units Built 1980 to 1989	28,161	12.05%
Housing Units Built 1970 to 1979	28,686	12.27%
Housing Units Built 1960 to 1969	25,353	10.85%
Housing Units Built 1950 to 1959	19,332	8.27%
Housing Units Built 1940 to 1949	10,712	4.58%
Housing Unit Built 1939 or Earlier	11,599	4.96%
2023 Est. Median Year Structure Built		1988

[†] 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.

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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