



## Demographic and Income Profile

300 S Firestone St, Gastonia, North Carolina, 28052 3  
300 S Firestone St, Gastonia, North Carolina, 28052  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 35.26016  
Longitude: -81.19978

Summary	Census 2010	Census 2020	2023	2028
Population	8,616	9,073	9,166	9,275
Households	3,282	3,844	3,931	4,007
Families	2,079	-	2,380	2,412
Average Household Size	2.49	2.32	2.29	2.28
Owner Occupied Housing Units	1,542	-	1,579	1,606
Renter Occupied Housing Units	1,739	-	2,352	2,401
Median Age	37.3	-	38.6	38.8

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.24%	0.53%	0.30%
Households	0.38%	0.68%	0.49%
Families	0.27%	0.60%	0.44%
Owner HHs	0.34%	0.78%	0.66%
Median Household Income	1.36%	3.37%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	747	19.0%	691	17.2%
\$15,000 - \$24,999	477	12.1%	422	10.5%
\$25,000 - \$34,999	337	8.6%	319	8.0%
\$35,000 - \$49,999	951	24.2%	939	23.4%
\$50,000 - \$74,999	558	14.2%	590	14.7%
\$75,000 - \$99,999	406	10.3%	453	11.3%
\$100,000 - \$149,999	313	8.0%	400	10.0%
\$150,000 - \$199,999	103	2.6%	147	3.7%
\$200,000+	39	1.0%	47	1.2%

Median Household Income	\$39,864	\$42,644
Average Household Income	\$54,589	\$62,083
Per Capita Income	\$22,940	\$26,290

Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	626	7.3%	606	6.6%	630	6.8%
5 - 9	591	6.9%	587	6.4%	590	6.4%
10 - 14	538	6.2%	562	6.1%	564	6.1%
15 - 19	618	7.2%	552	6.0%	558	6.0%
20 - 24	580	6.7%	604	6.6%	583	6.3%
25 - 34	1,080	12.5%	1,266	13.8%	1,257	13.6%
35 - 44	1,203	14.0%	1,128	12.3%	1,156	12.5%
45 - 54	1,303	15.1%	1,104	12.0%	1,104	11.9%
55 - 64	991	11.5%	1,180	12.9%	1,118	12.1%
65 - 74	542	6.3%	913	10.0%	941	10.1%
75 - 84	379	4.4%	473	5.2%	571	6.2%
85+	163	1.9%	190	2.1%	204	2.2%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	4,433	51.5%	3,859	42.5%	3,761	41.0%	3,605	38.9%
Black Alone	3,591	41.7%	3,763	41.5%	3,845	41.9%	3,938	42.5%
American Indian Alone	33	0.4%	59	0.7%	60	0.7%	62	0.7%
Asian Alone	37	0.4%	42	0.5%	44	0.5%	47	0.5%
Pacific Islander Alone	1	0.0%	3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	306	3.6%	701	7.7%	766	8.4%	872	9.4%
Two or More Races	214	2.5%	645	7.1%	687	7.5%	748	8.1%
Hispanic Origin (Any Race)	599	7.0%	1,174	12.9%	1,270	13.9%	1,413	15.2%

**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

September 22, 2023

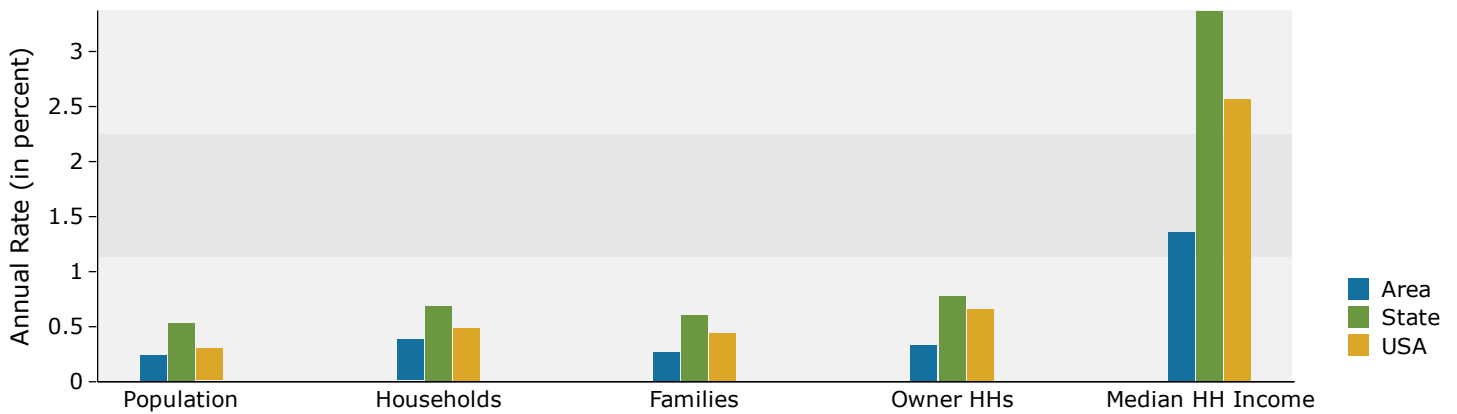


## Demographic and Income Profile

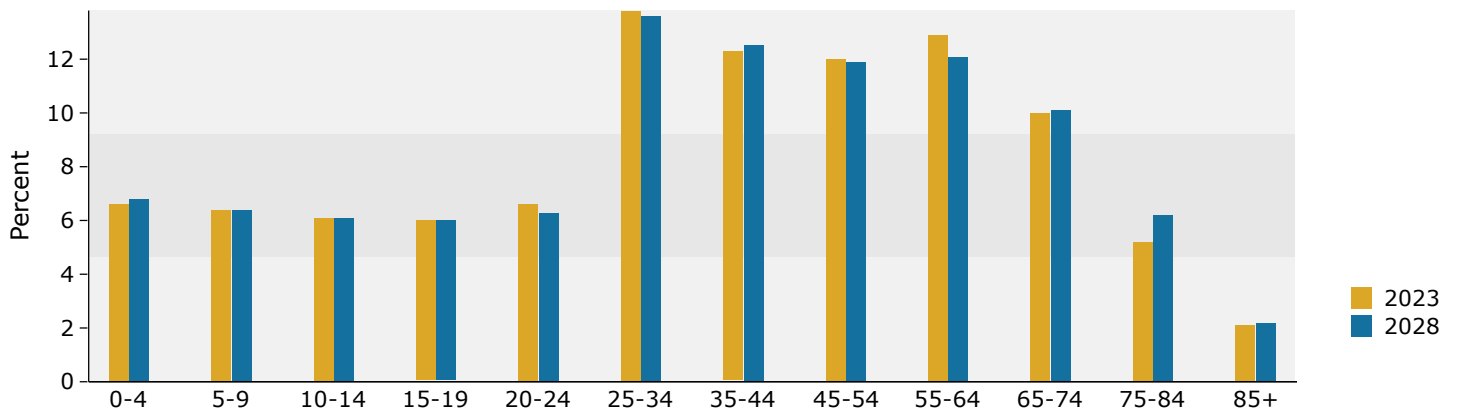
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Ring: 1 mile radius

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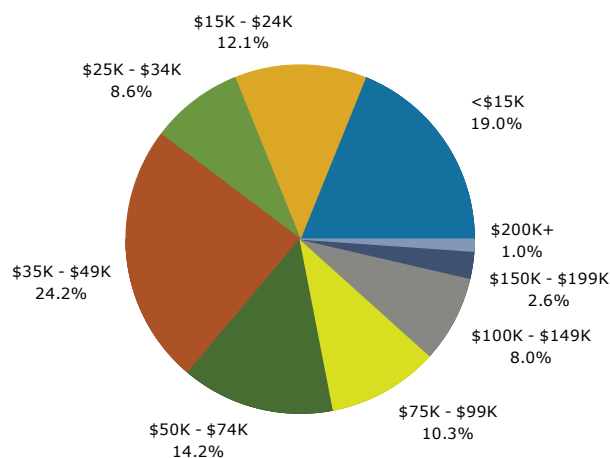
### Trends 2023-2028



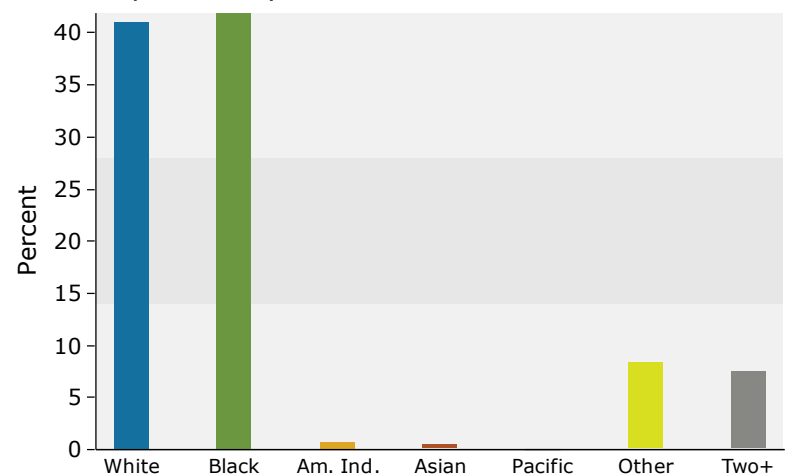
### Population by Age



### 2023 Household Income



### 2023 Population by Race



2023 Percent Hispanic Origin: 13.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

September 22, 2023



## Demographic and Income Profile

300 S Firestone St, Gastonia, North Carolina, 28052 3  
300 S Firestone St, Gastonia, North Carolina, 28052  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 35.26016  
Longitude: -81.19978

Summary	Census 2010	Census 2020	2023	2028
Population	44,726	46,589	47,199	47,198
Households	17,277	18,572	18,910	19,059
Families	11,016	-	11,522	11,558
Average Household Size	2.51	2.44	2.42	2.41
Owner Occupied Housing Units	8,512	-	8,699	8,977
Renter Occupied Housing Units	8,765	-	10,211	10,082
Median Age	36.7	-	39.2	39.6

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.00%	0.53%	0.30%
Households	0.16%	0.68%	0.49%
Families	0.06%	0.60%	0.44%
Owner HHs	0.63%	0.78%	0.66%
Median Household Income	2.09%	3.37%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	3,650	19.3%	3,339	17.5%
\$15,000 - \$24,999	2,553	13.5%	2,261	11.9%
\$25,000 - \$34,999	1,818	9.6%	1,662	8.7%
\$35,000 - \$49,999	3,373	17.8%	3,215	16.9%
\$50,000 - \$74,999	3,326	17.6%	3,494	18.3%
\$75,000 - \$99,999	1,617	8.6%	1,802	9.5%
\$100,000 - \$149,999	1,731	9.2%	2,156	11.3%
\$150,000 - \$199,999	451	2.4%	634	3.3%
\$200,000+	391	2.1%	496	2.6%

Median Household Income	\$40,093	\$44,462
Average Household Income	\$57,876	\$66,660
Per Capita Income	\$23,870	\$27,610

Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,408	7.6%	3,053	6.5%	3,064	6.5%
5 - 9	2,952	6.6%	3,051	6.5%	2,950	6.3%
10 - 14	3,019	6.8%	2,992	6.3%	3,054	6.5%
15 - 19	3,147	7.0%	2,720	5.8%	2,828	6.0%
20 - 24	2,984	6.7%	2,937	6.2%	2,758	5.8%
25 - 34	5,817	13.0%	6,415	13.6%	6,067	12.9%
35 - 44	6,128	13.7%	5,859	12.4%	5,965	12.6%
45 - 54	6,103	13.6%	5,666	12.0%	5,589	11.8%
55 - 64	4,972	11.1%	5,664	12.0%	5,446	11.5%
65 - 74	3,078	6.9%	4,843	10.3%	4,877	10.3%
75 - 84	2,149	4.8%	2,749	5.8%	3,249	6.9%
85+	968	2.2%	1,252	2.7%	1,352	2.9%

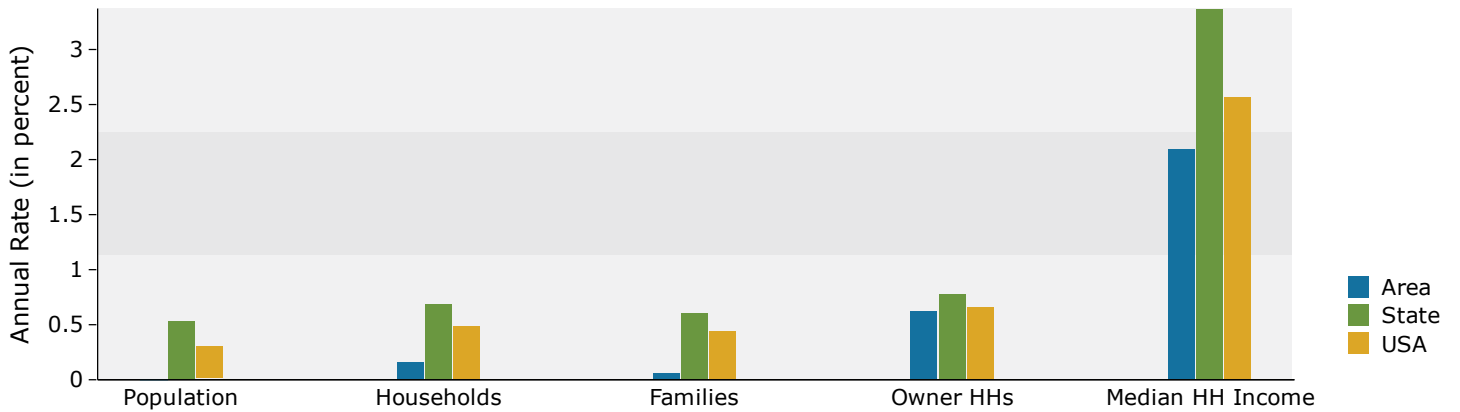
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	24,698	55.2%	21,174	45.4%	20,807	44.1%	19,750	41.8%
Black Alone	15,947	35.7%	17,314	37.2%	17,684	37.5%	17,924	38.0%
American Indian Alone	198	0.4%	266	0.6%	271	0.6%	284	0.6%
Asian Alone	282	0.6%	400	0.9%	431	0.9%	468	1.0%
Pacific Islander Alone	14	0.0%	17	0.0%	18	0.0%	18	0.0%
Some Other Race Alone	2,500	5.6%	3,879	8.3%	4,222	8.9%	4,728	10.0%
Two or More Races	1,087	2.4%	3,539	7.6%	3,766	8.0%	4,026	8.5%
Hispanic Origin (Any Race)	4,490	10.0%	6,630	14.2%	7,177	15.2%	7,853	16.6%

**Data Note:** Income is expressed in current dollars.

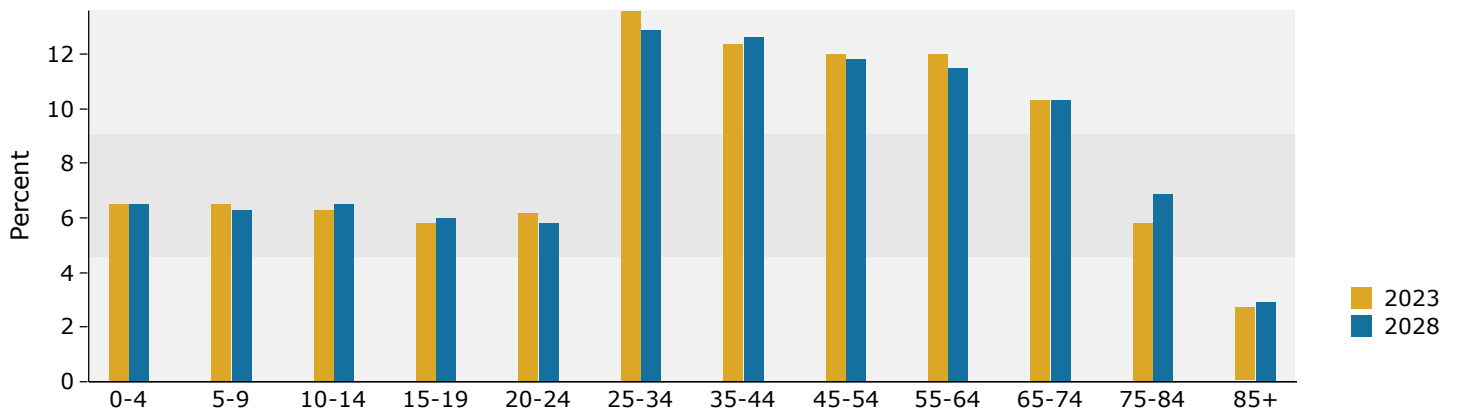
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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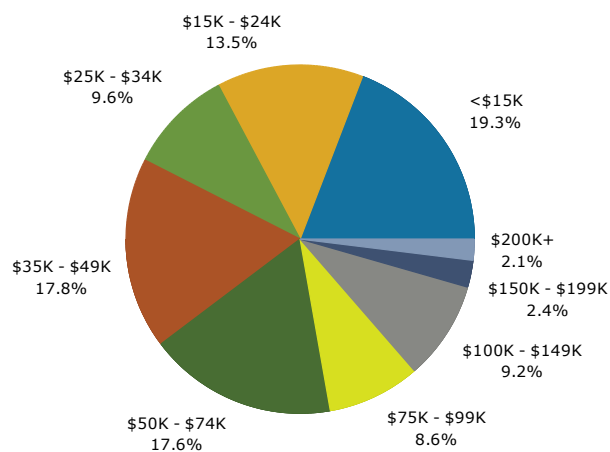
## Trends 2023-2028



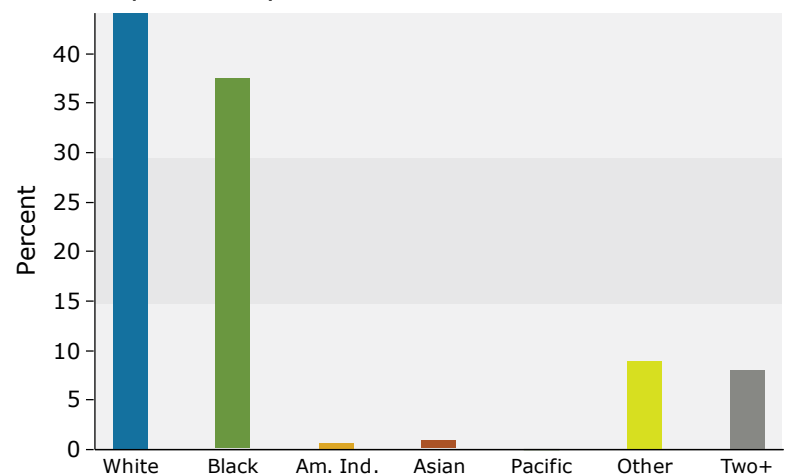
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 15.2%



## Demographic and Income Profile

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Ring: 5 mile radius

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Summary	Census 2010	Census 2020	2023	2028
Population	90,007	98,455	100,485	101,310
Households	34,897	39,116	40,085	40,743
Families	23,355	-	25,794	26,129
Average Household Size	2.52	2.47	2.46	2.44
Owner Occupied Housing Units	20,055	-	22,359	23,434
Renter Occupied Housing Units	14,842	-	17,726	17,309
Median Age	37.7	-	40.3	40.9

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.16%	0.53%	0.30%
Households	0.33%	0.68%	0.49%
Families	0.26%	0.60%	0.44%
Owner HHs	0.94%	0.78%	0.66%
Median Household Income	2.08%	3.37%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	6,370	15.9%	5,736	14.1%
\$15,000 - \$24,999	4,412	11.0%	3,791	9.3%
\$25,000 - \$34,999	3,346	8.3%	3,028	7.4%
\$35,000 - \$49,999	6,145	15.3%	5,832	14.3%
\$50,000 - \$74,999	7,701	19.2%	7,810	19.2%
\$75,000 - \$99,999	4,321	10.8%	4,690	11.5%
\$100,000 - \$149,999	4,920	12.3%	5,999	14.7%
\$150,000 - \$199,999	1,591	4.0%	2,216	5.4%
\$200,000+	1,279	3.2%	1,640	4.0%

Median Household Income	\$49,242	\$54,582
Average Household Income	\$69,218	\$80,145
Per Capita Income	\$27,974	\$32,593

Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,245	6.9%	5,920	5.9%	5,992	5.9%
5 - 9	5,956	6.6%	6,226	6.2%	6,083	6.0%
10 - 14	6,068	6.7%	6,255	6.2%	6,425	6.3%
15 - 19	6,145	6.8%	5,816	5.8%	5,901	5.8%
20 - 24	5,747	6.4%	5,821	5.8%	5,611	5.5%
25 - 34	11,477	12.8%	13,379	13.3%	12,600	12.4%
35 - 44	12,697	14.1%	12,858	12.8%	13,320	13.1%
45 - 54	12,620	14.0%	12,618	12.6%	12,445	12.3%
55 - 64	10,659	11.8%	12,486	12.4%	12,124	12.0%
65 - 74	6,571	7.3%	10,956	10.9%	11,022	10.9%
75 - 84	4,161	4.6%	5,891	5.9%	7,264	7.2%
85+	1,660	1.8%	2,260	2.2%	2,523	2.5%

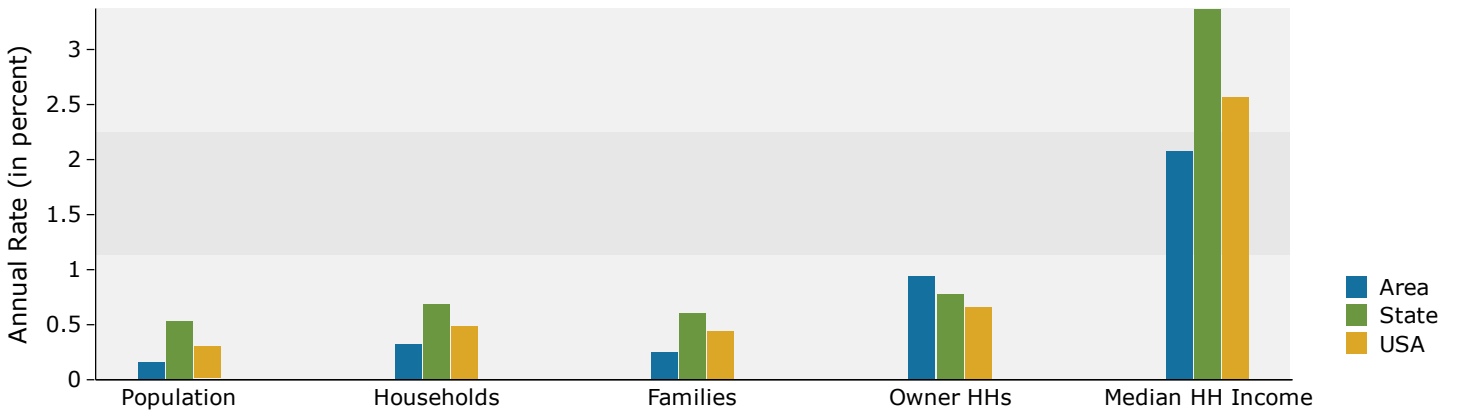
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	59,905	66.6%	54,651	55.5%	54,519	54.3%	52,694	52.0%
Black Alone	22,357	24.8%	27,620	28.1%	28,408	28.3%	29,154	28.8%
American Indian Alone	387	0.4%	518	0.5%	539	0.5%	573	0.6%
Asian Alone	908	1.0%	1,213	1.2%	1,347	1.3%	1,507	1.5%
Pacific Islander Alone	18	0.0%	33	0.0%	35	0.0%	35	0.0%
Some Other Race Alone	4,419	4.9%	7,241	7.4%	7,923	7.9%	8,971	8.9%
Two or More Races	2,012	2.2%	7,178	7.3%	7,713	7.7%	8,376	8.3%
Hispanic Origin (Any Race)	8,140	9.0%	12,611	12.8%	13,737	13.7%	15,226	15.0%

**Data Note:** Income is expressed in current dollars.

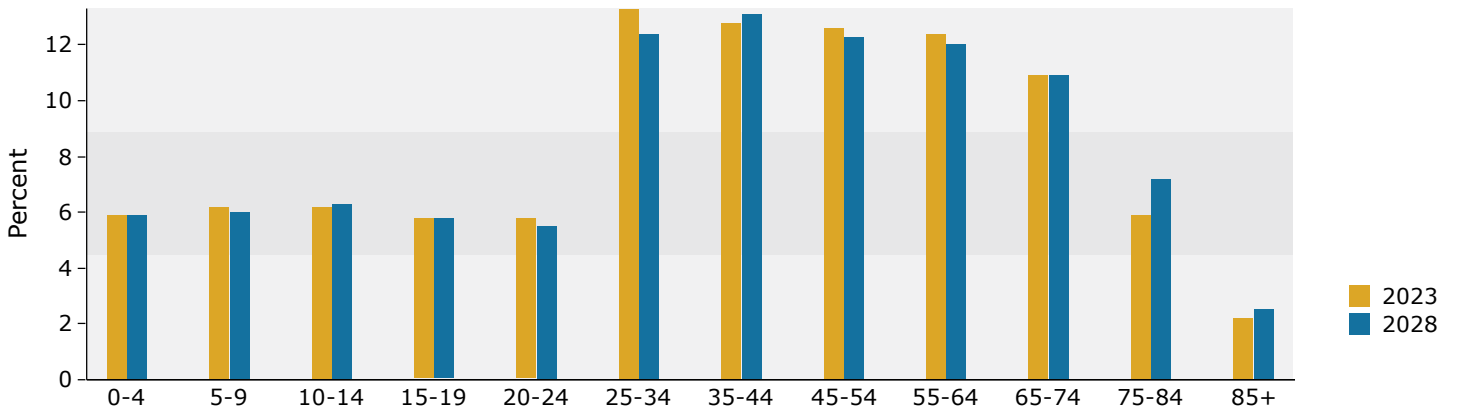
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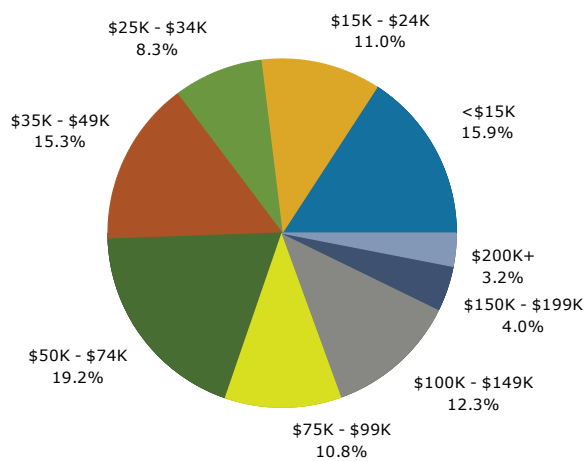
## Trends 2023-2028



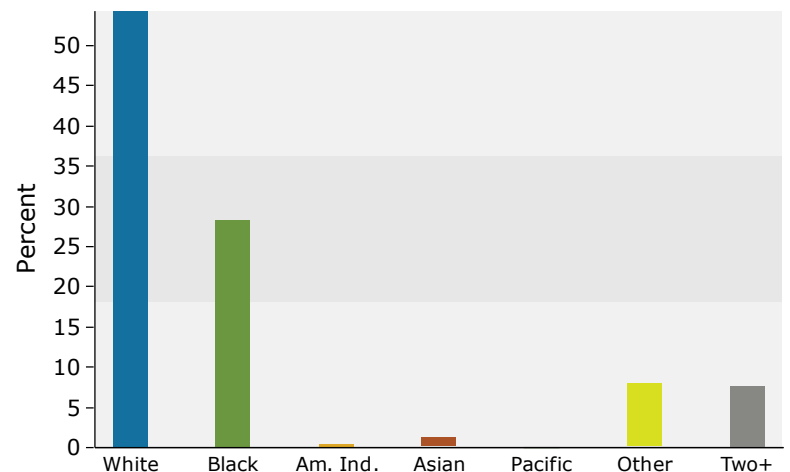
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 13.7%