



The**Retail**Coach®

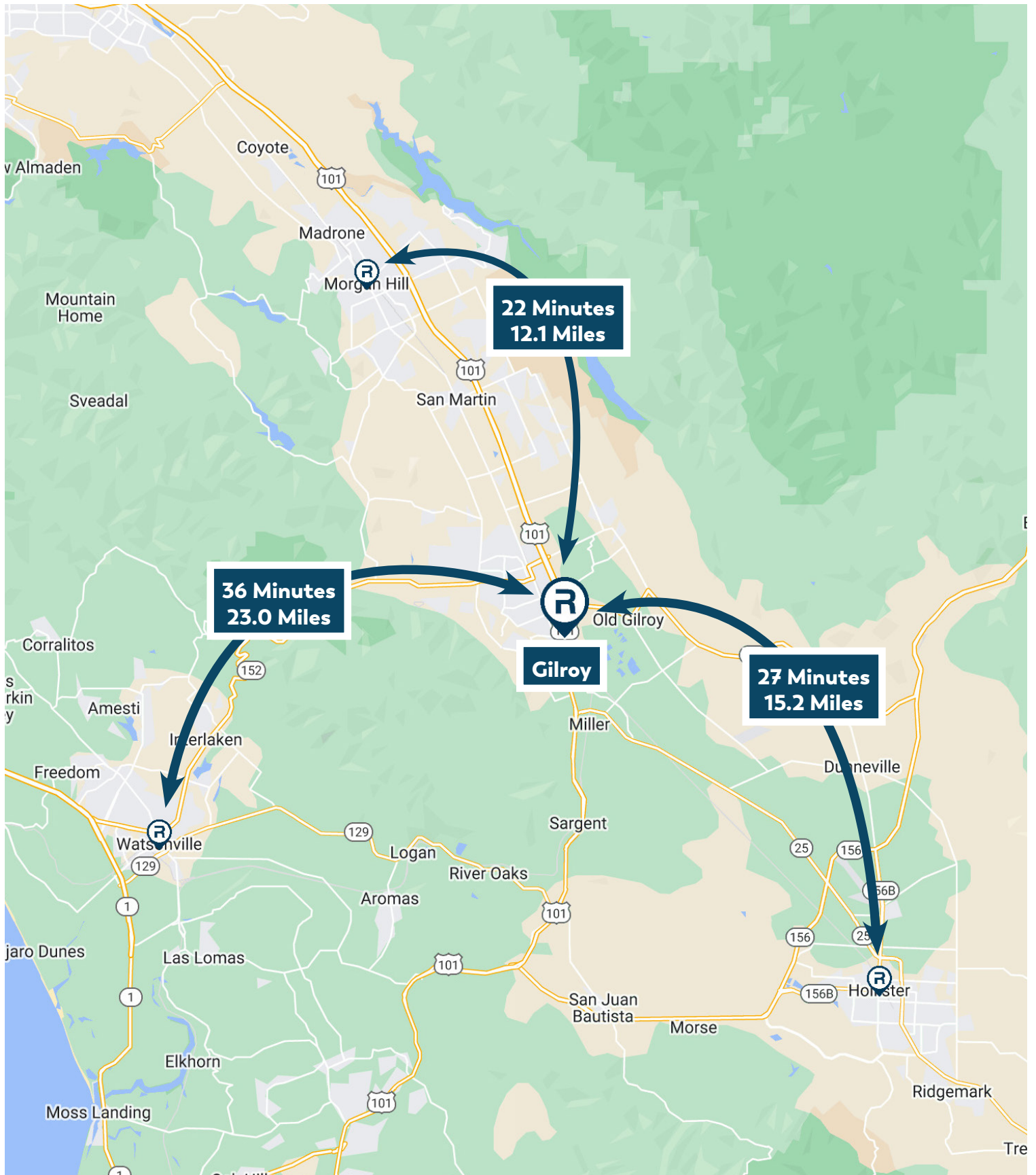
Competing Communities Demographic Survey

GILROY, CALIFORNIA

Prepared for Gilroy Chamber of Commerce & Economic Development
November 2023

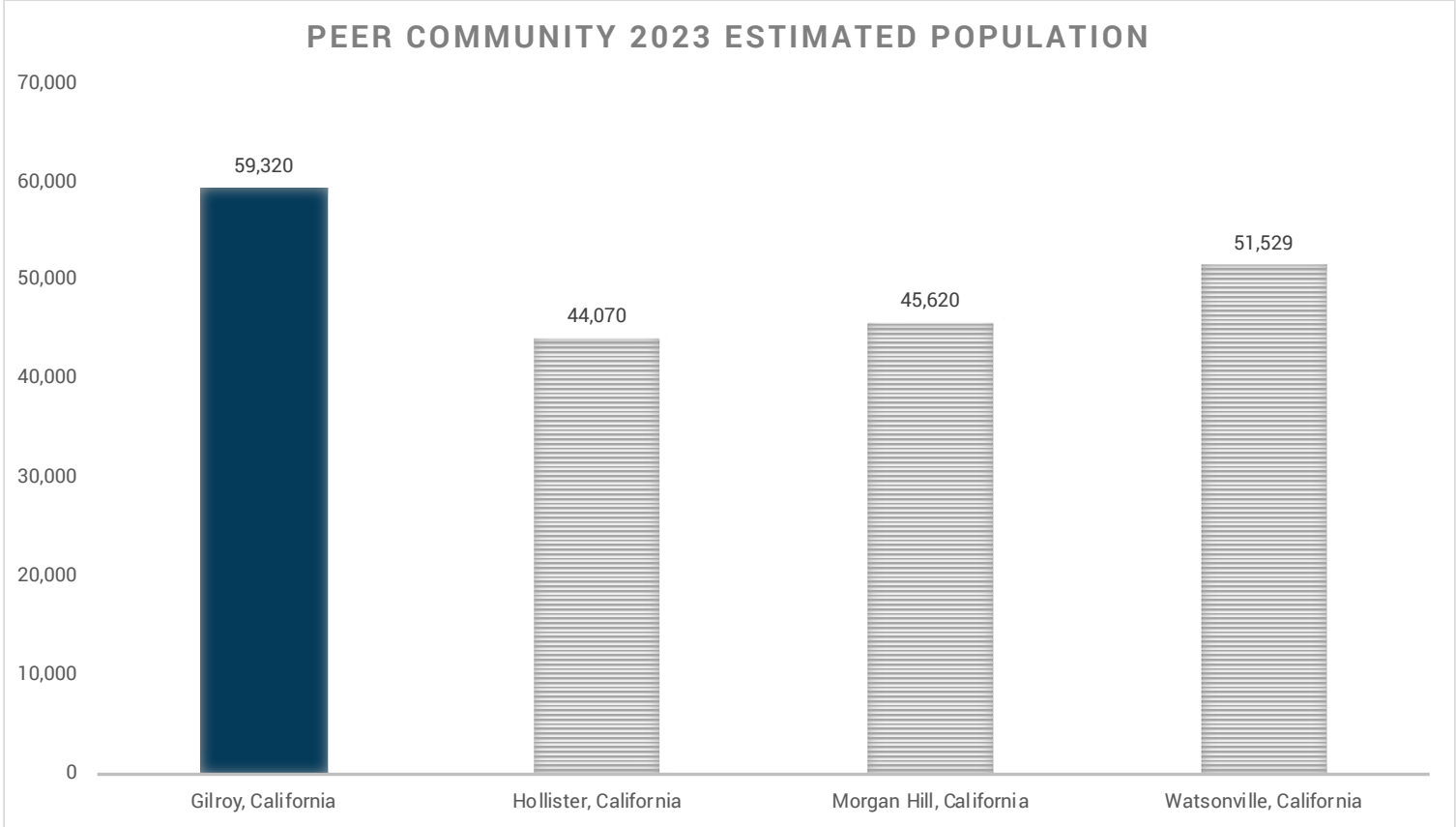
Competing Communities • Locations

Gilroy, California



Competing Communities Demographic Survey

Gilroy, California



POPULATION	GILROY, CALIFORNIA	HOLLISTER, CALIFORNIA	MORGAN HILL, CALIFORNIA	WATSONVILLE, CALIFORNIA
2028	60,511	46,793	46,108	51,529
2023	59,320	44,070	45,620	51,894
2020	59,520	41,678	45,483	52,590
2010	48,783	33,809	37,699	52,126

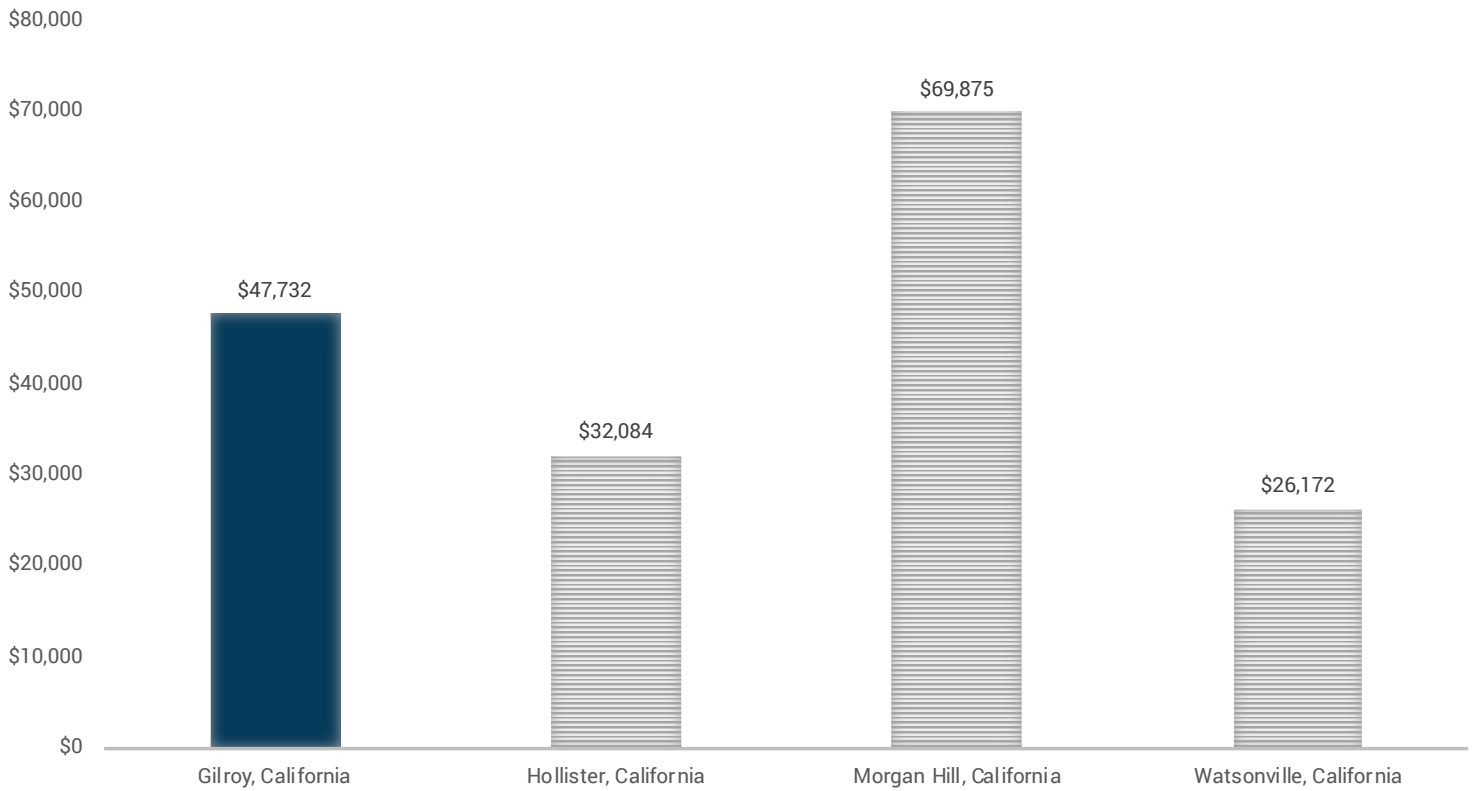
POPULATION GROWTH	GILROY, CALIFORNIA	HOLLISTER, CALIFORNIA	MORGAN HILL, CALIFORNIA	WATSONVILLE, CALIFORNIA
2023-2028	2.01%	6.18%	0.00%	-0.70%
2020-2023	-0.34%	5.74%	0.00%	-1.32%
2010-2020	22.01%	23.28%	0.00%	0.89%



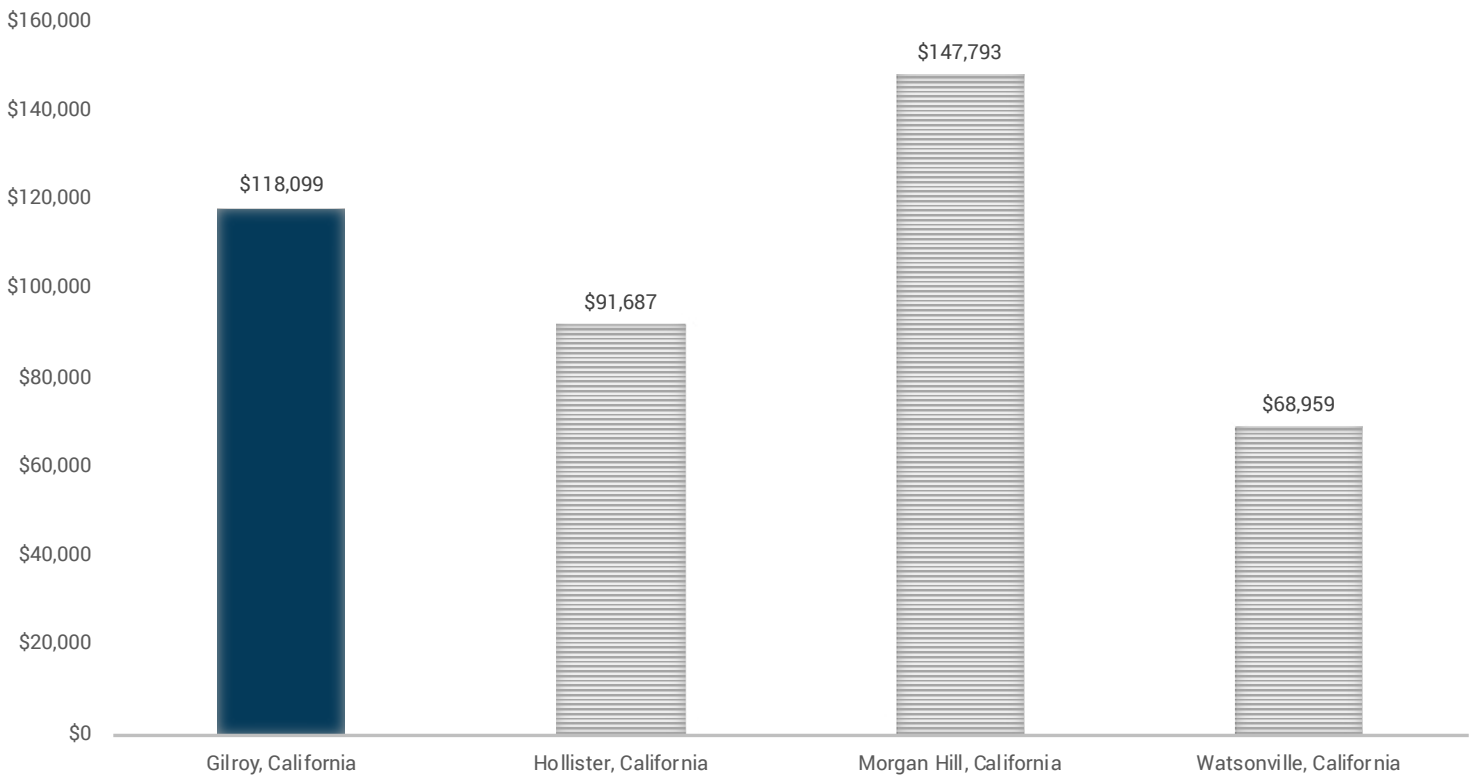
Competing Communities Demographic Survey

Gilroy, California

COMPETING COMMUNITY 2023 PER CAPITA INCOME



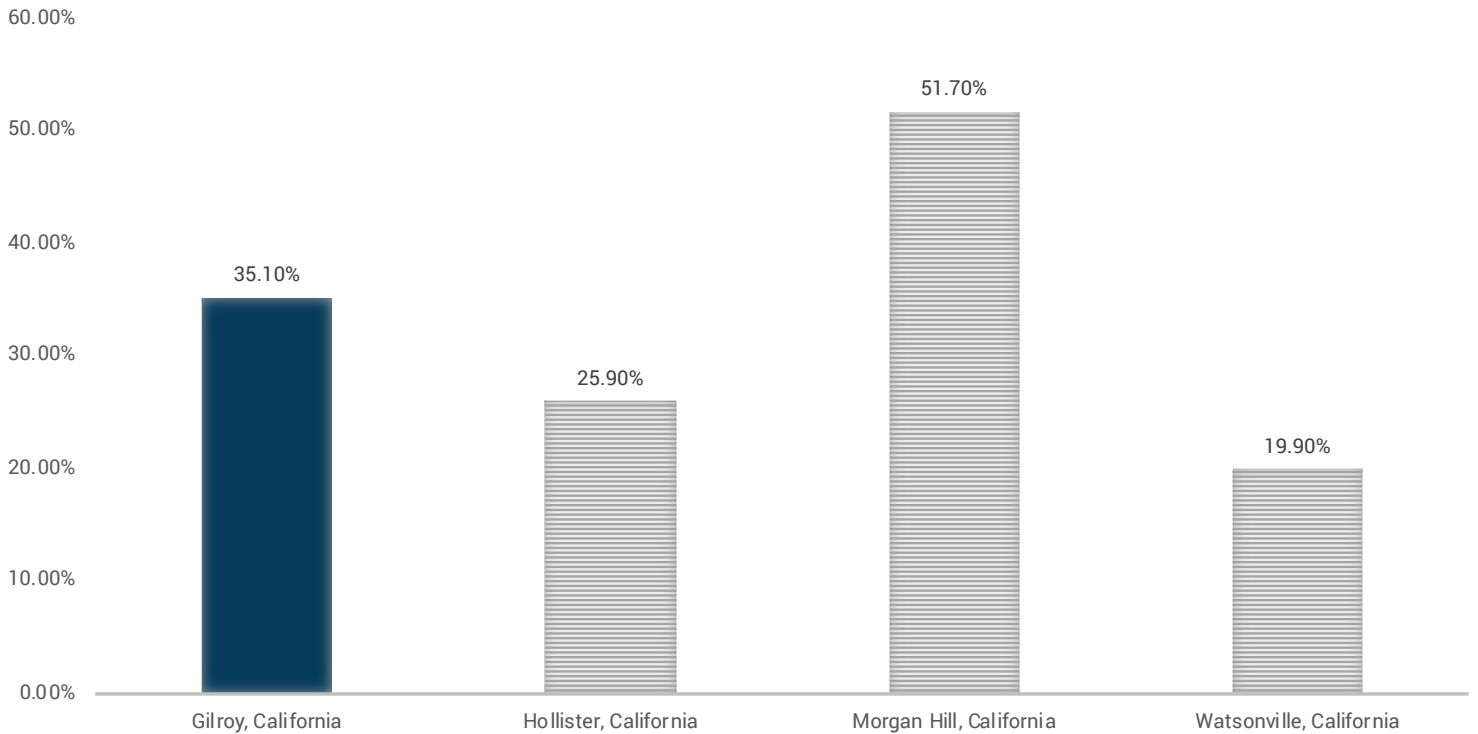
COMPETING COMMUNITY 2023 MEDIAN HOUSEHOLD INCOME



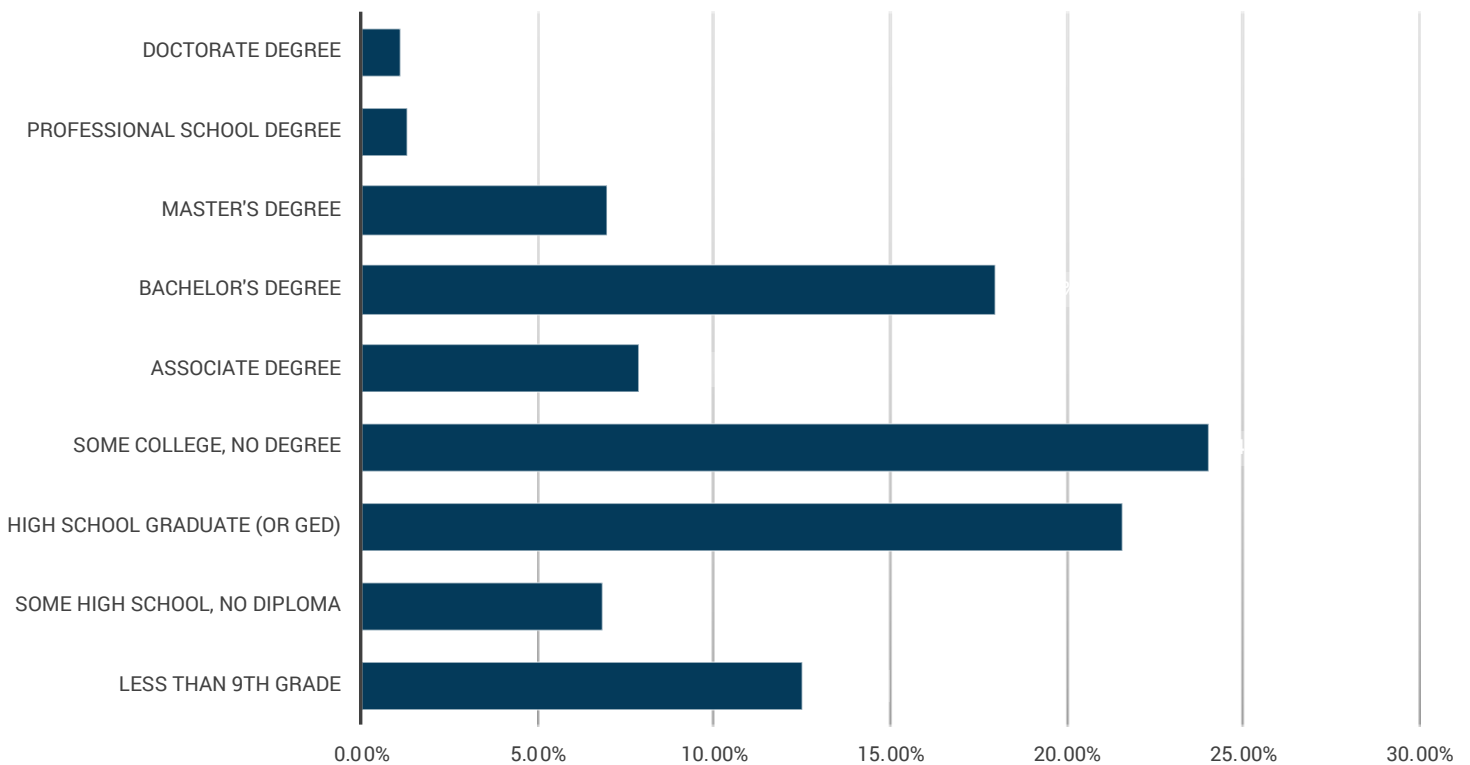
Competing Communities Demographic Survey

Gilroy, California

COMPETING COMMUNITY 2023 ASSOCIATES DEGREE OR HIGHER (AGE 25+)



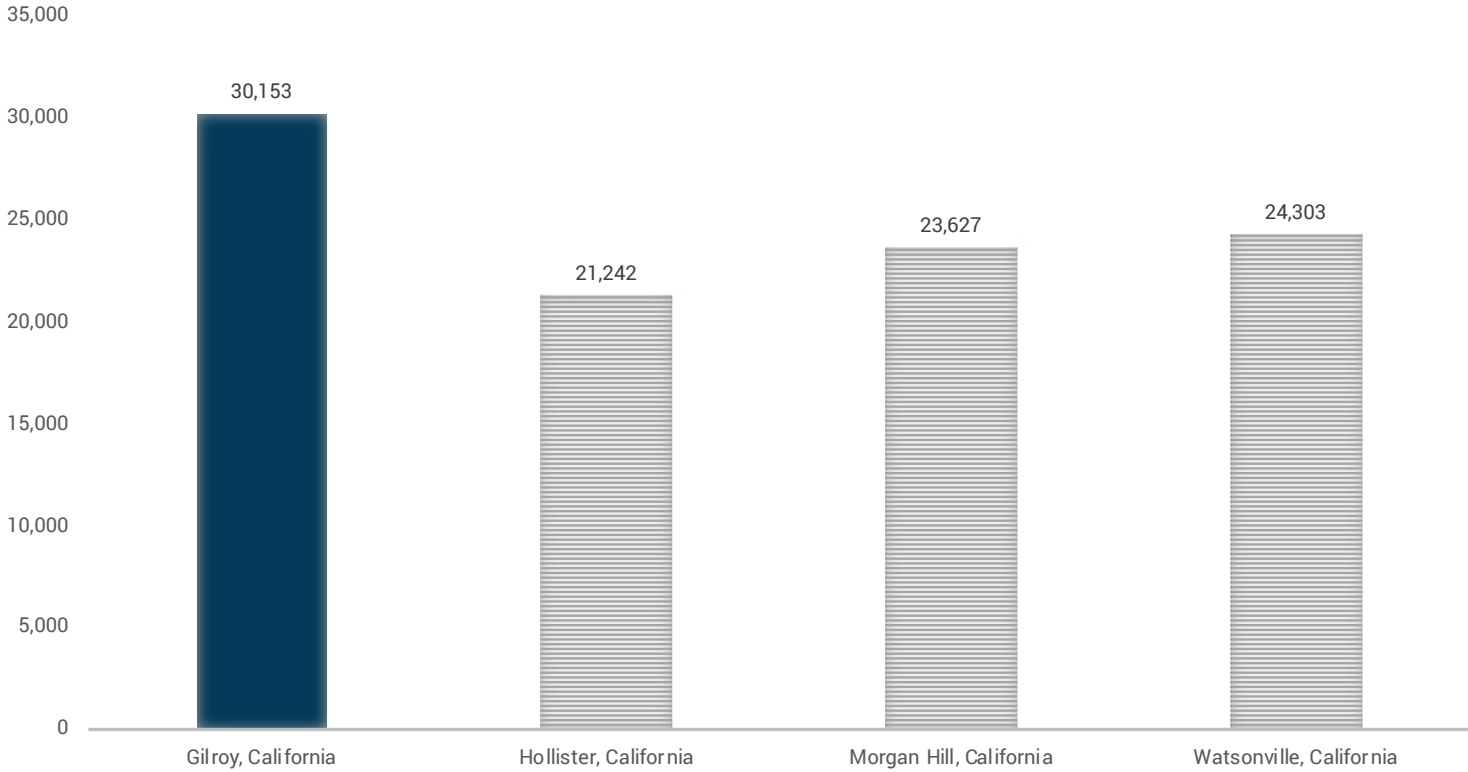
CLIENT COMMUNITY EDUCATIONAL ATTAINMENT 2023 (AGE 25+)



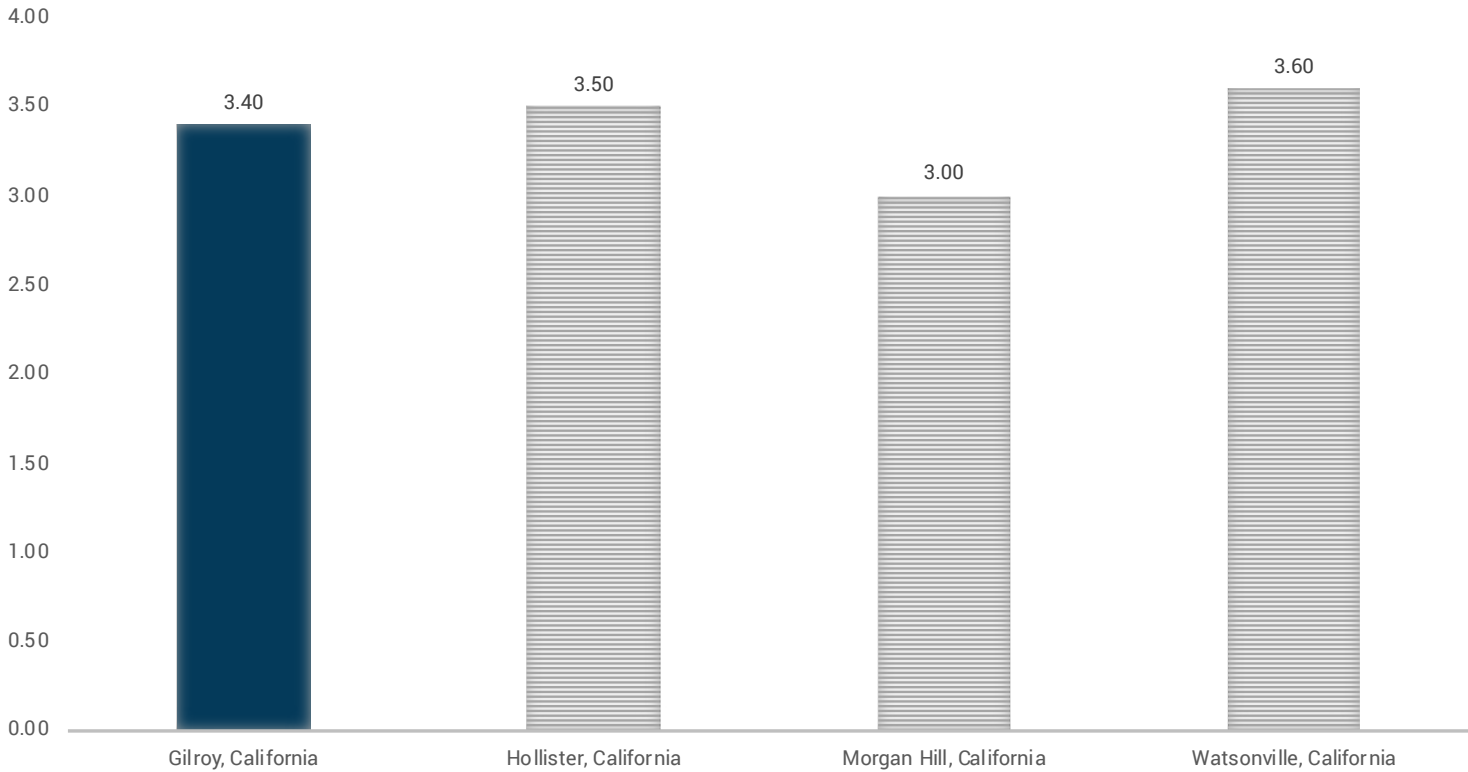
Competing Communities Demographic Survey

Gilroy, California

COMPETING COMMUNITY 2023 TOTAL EMPLOYMENT

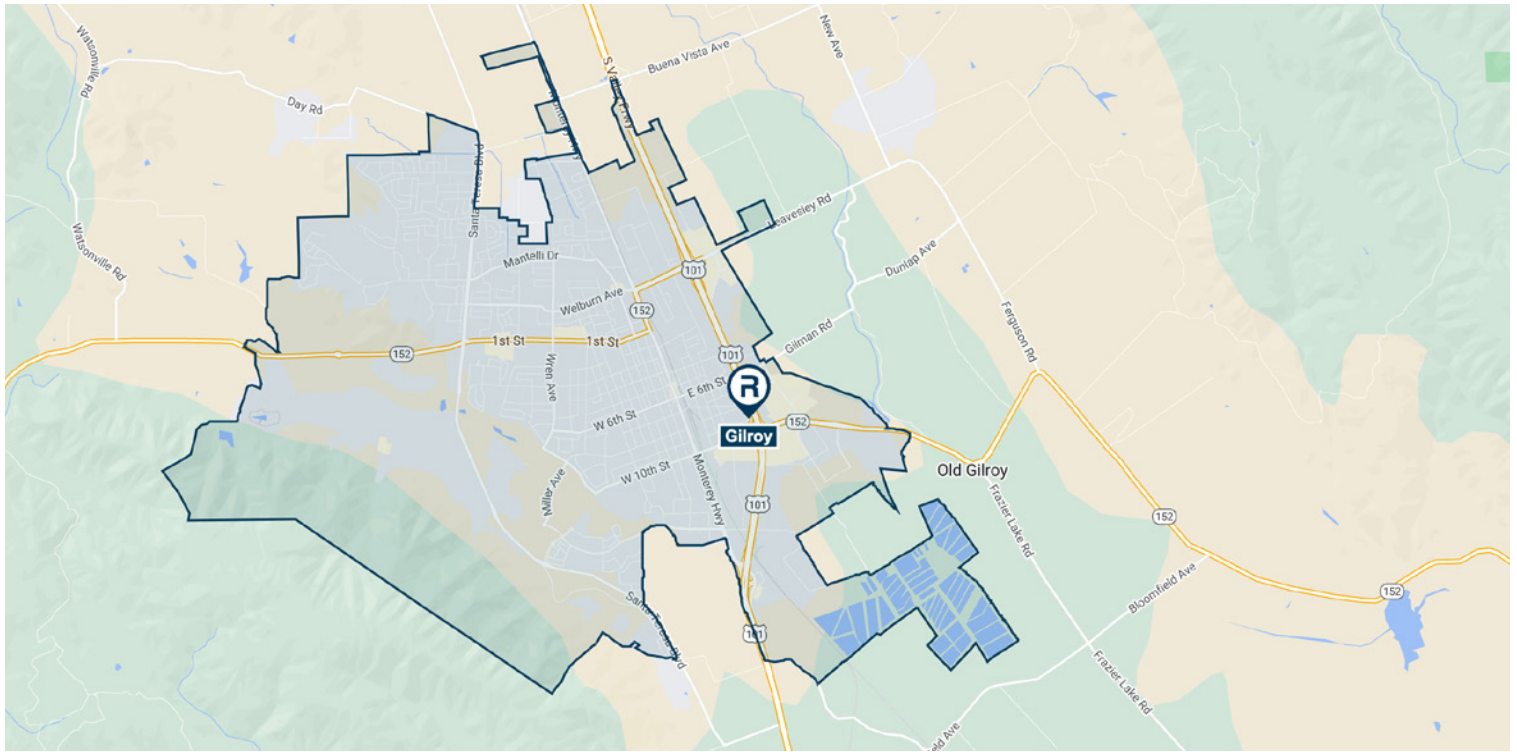


PEER COMMUNITY 2022 AVERAGE PERSONS PER HOUSEHOLD



Community • Demographic Snapshot

Gilroy, California



Population

2020	59,520
2023	59,320
2028	60,511

Educational Attainment (%)

Graduate or Professional Degree	9.32%
Bachelors Degree	17.97%
Associate Degree	7.86%
Some College	24.00%
High School Graduate (GED)	21.55%
Some High School, No Degree	6.84%
Less than 9th Grade	12.47%

Income

Average HH	\$161,647
Median HH	\$118,099
Per Capita	\$47,732

Age

0 - 9 Years	14.00%
10 - 17 Years	11.47%
18 - 24 Years	8.73%
25 - 34 Years	15.19%
35 - 44 Years	13.76%
45 - 54 Years	12.96%
55 - 64 Years	11.38%
65 and Older	12.51%
Median Age	35.42
Average Age	36.90

Race Distribution (%)

White	33.24%
Black/African American	2.44%
American Indian/Alaskan	2.53%
Asian	11.24%
Native Hawaiian/Islander	0.36%
Other Race	30.03%
Two or More Races	20.17%
Hispanic	56.54%

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.



Jane Howard

Gilroy Chamber of Commerce & Economic Development
Interim President / CEO

7471 Monterey Highway
Gilroy, California 95020

Phone 408.842.6437
Jane@Gilroy.org
www.Gilroy.org

Charles R. Parker

The Retail Coach, LLC
Project Director

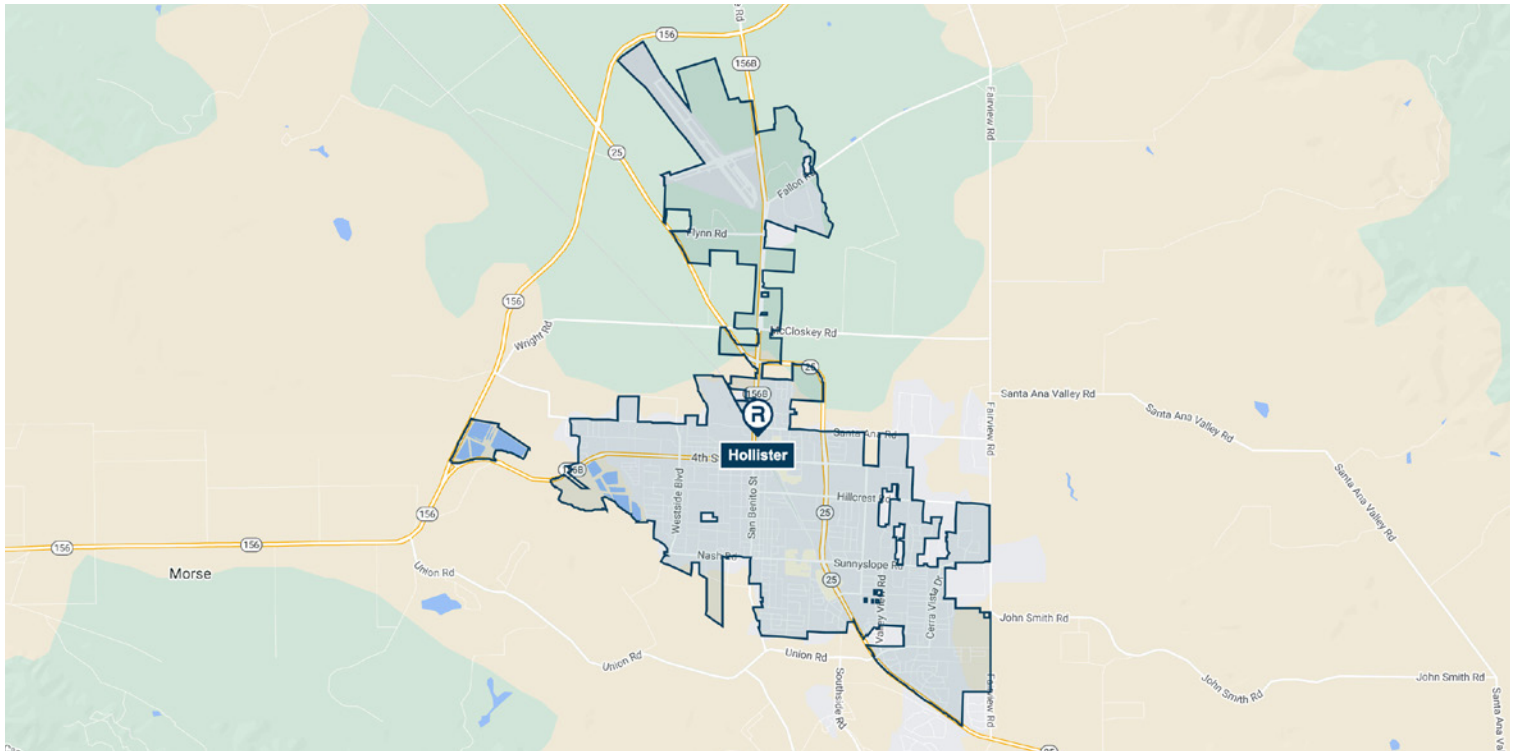
Office 662.844.2155
Cell 662.231.9078

CParker@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Snapshot

Hollister, California



Population

2020	41,678
2023	44,070
2028	46,793

Educational Attainment (%)

Graduate or Professional Degree	4.10%
Bachelors Degree	11.92%
Associate Degree	9.87%
Some College	25.81%
High School Graduate (GED)	27.40%
Some High School, No Degree	7.29%
Less than 9th Grade	13.62%

Income

Average HH	\$112,066
Median HH	\$91,687
Per Capita	\$32,084

Age

0 - 9 Years	14.46%
10 - 17 Years	12.63%
18 - 24 Years	9.64%
25 - 34 Years	13.61%
35 - 44 Years	14.92%
45 - 54 Years	12.47%
55 - 64 Years	10.72%
65 and Older	11.55%
Median Age	34.76
Average Age	35.80

Race Distribution (%)

White	33.55%
Black/African American	0.99%
American Indian/Alaskan	2.85%
Asian	4.34%
Native Hawaiian/Islander	0.25%
Other Race	39.29%
Two or More Races	18.72%
Hispanic	71.35%

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.



Jane Howard

Gilroy Chamber of Commerce & Economic Development
Interim President / CEO

7471 Monterey Highway
Gilroy, California 95020

Phone 408.842.6437
Jane@Gilroy.org
www.Gilroy.org

Charles R. Parker

The Retail Coach, LLC
Project Director

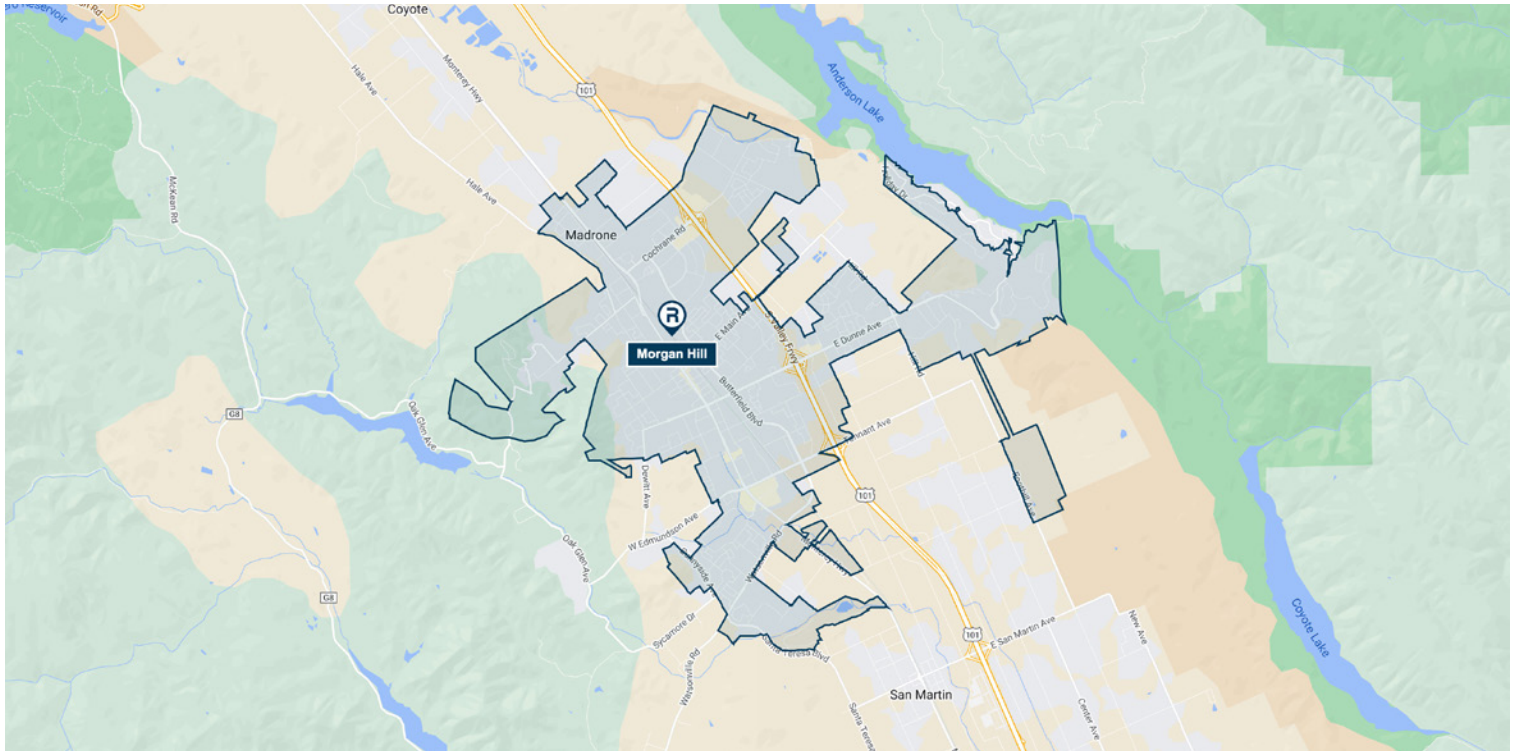
Office 662.844.2155
Cell 662.231.9078

CParker@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Snapshot

Morgan Hill, California



Population

2020	45,483
2023	45,620
2028	46,108

Educational Attainment (%)

Graduate or Professional Degree	12.88%
Bachelors Degree	28.84%
Associate Degree	9.96%
Some College	21.43%
High School Graduate (GED)	17.80%
Some High School, No Degree	4.44%
Less than 9th Grade	4.65%

Income

Average HH	\$209,617
Median HH	\$147,793
Per Capita	\$69,875

Age

0 - 9 Years	12.66%
10 - 17 Years	10.50%
18 - 24 Years	8.53%
25 - 34 Years	14.50%
35 - 44 Years	12.42%
45 - 54 Years	13.12%
55 - 64 Years	13.19%
65 and Older	15.08%
Median Age	37.98
Average Age	39.00

Race Distribution (%)

White	47.48%
Black/African American	2.27%
American Indian/Alaskan	1.55%
Asian	15.45%
Native Hawaiian/Islander	0.38%
Other Race	16.61%
Two or More Races	16.25%
Hispanic	33.65%

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.



Jane Howard

Gilroy Chamber of Commerce & Economic Development
Interim President / CEO

7471 Monterey Highway
Gilroy, California 95020

Phone 408.842.6437
Jane@Gilroy.org
www.Gilroy.org

Charles R. Parker

The Retail Coach, LLC
Project Director

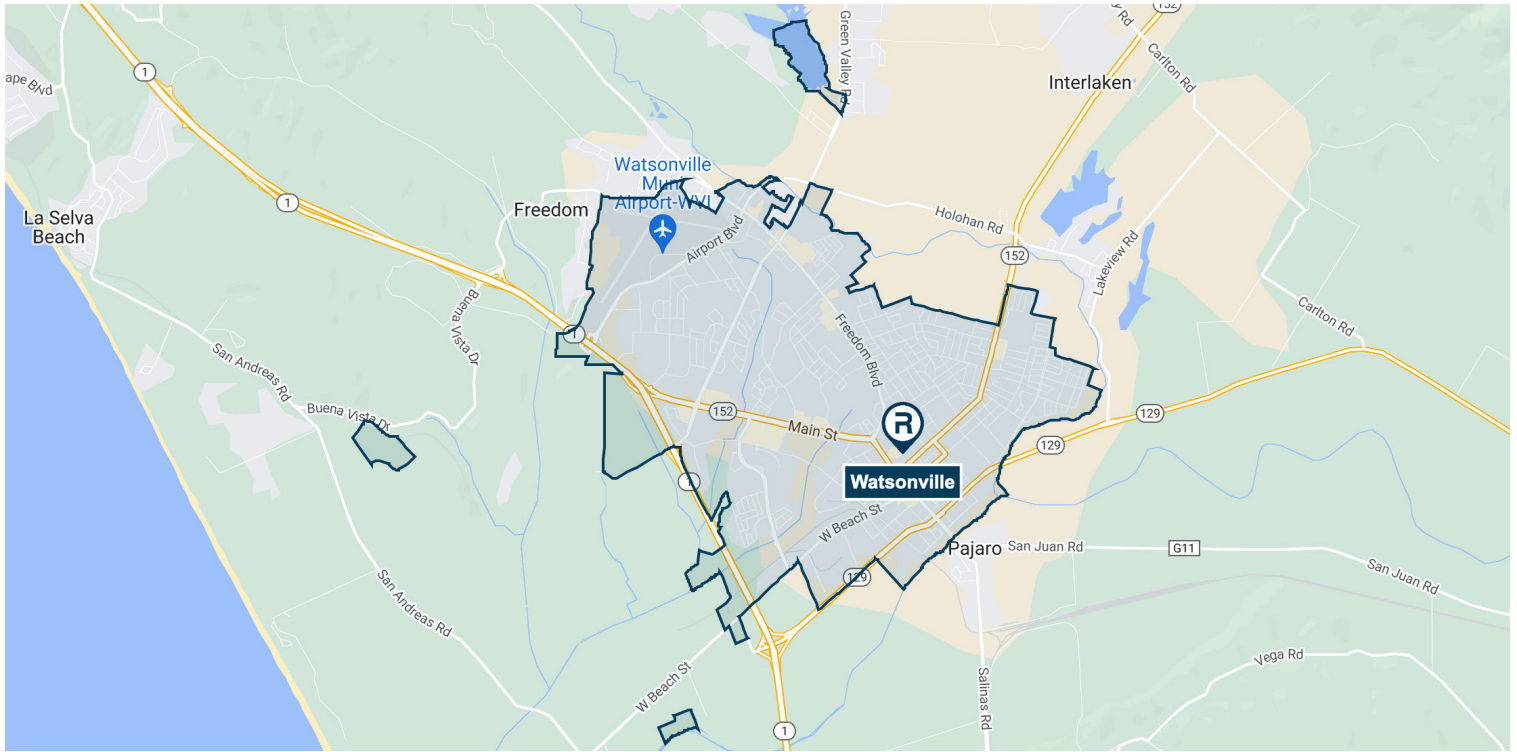
Office 662.844.2155
Cell 662.231.9078

CParker@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Snapshot

Watsonville, California



Population

2020	52,590
2023	51,894
2028	51,529

Educational Attainment (%)

Graduate or Professional Degree	4.85%
Bachelors Degree	8.86%
Associate Degree	6.21%
Some College	17.15%
High School Graduate (GED)	24.29%
Some High School, No Degree	8.63%
Less than 9th Grade	30.00%

Income

Average HH	\$95,101
Median HH	\$68,959
Per Capita	\$26,172

Age

0 - 9 Years	15.39%
10 - 17 Years	12.45%
18 - 24 Years	11.43%
25 - 34 Years	15.66%
35 - 44 Years	12.87%
45 - 54 Years	11.05%
55 - 64 Years	8.49%
65 and Older	12.66%
Median Age	31.68
Average Age	34.80

Race Distribution (%)

White	20.86%
Black/African American	0.53%
American Indian/Alaskan	2.77%
Asian	2.92%
Native Hawaiian/Islander	0.10%
Other Race	52.68%
Two or More Races	20.14%
Hispanic	83.02%

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.



Jane Howard

Gilroy Chamber of Commerce & Economic Development
Interim President / CEO

7471 Monterey Highway
Gilroy, California 95020

Phone 408.842.6437
Jane@Gilroy.org
www.Gilroy.org

Charles R. Parker

The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 662.231.9078

CParker@TheRetailCoach.net
www.TheRetailCoach.net



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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.