



The**Retail**Coach[®]

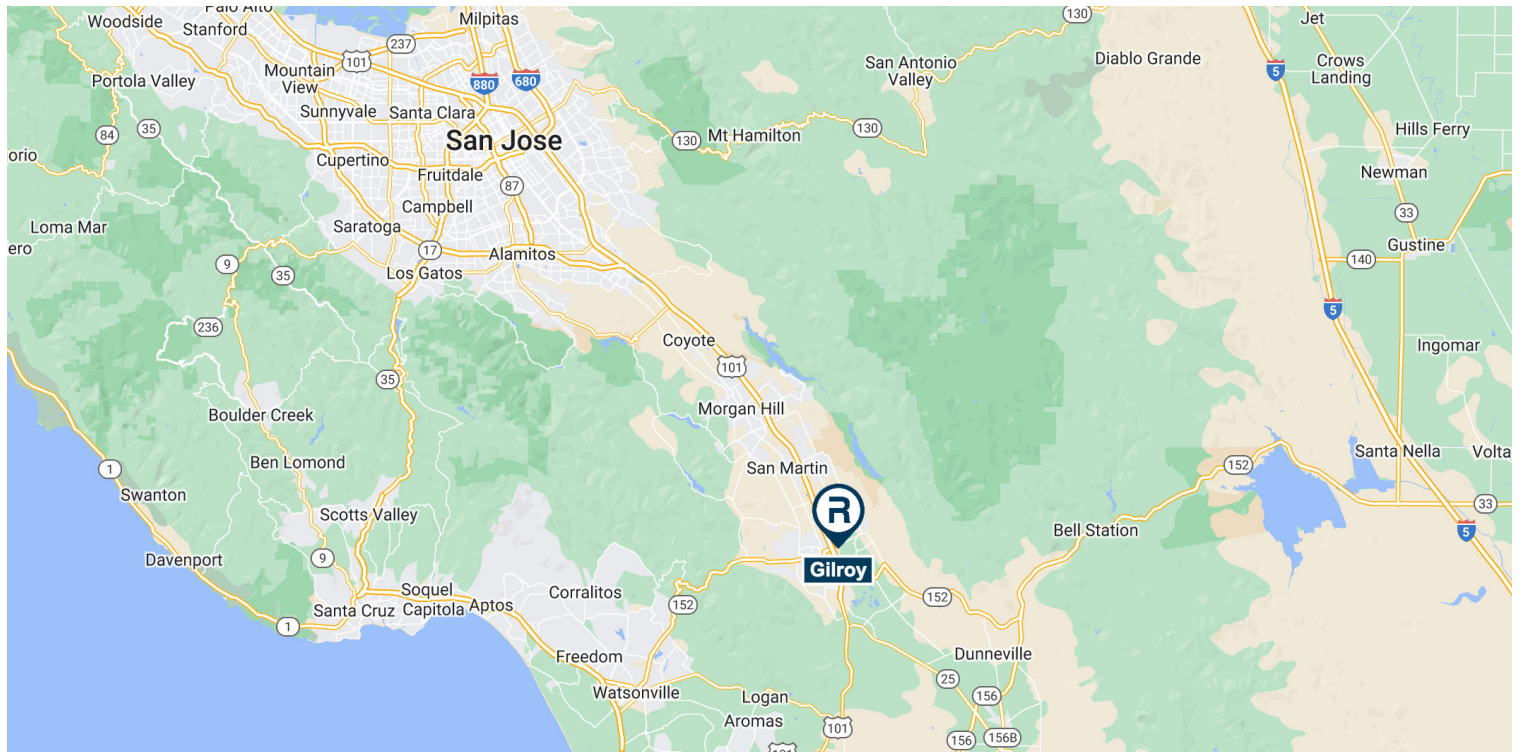
Community Demographic Profile

GILROY, CALIFORNIA

Prepared for Gilroy Chamber of Commerce & Economic Development
November 2023

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 (or 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%



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Community • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
Population		
2028 Projection	60,511	
2023 Estimate	59,320	
2020 Census	59,520	
2010 Census	48,783	
Growth 2023 - 2028		2.01%
Growth 2020 - 2023		-0.33%
Growth 2010 - 2020		22.01%
2023 Est. Population by Single-Classification Race	59,320	
White Alone	19,719	33.24%
Black or African American Alone	1,445	2.44%
Amer. Indian and Alaska Native Alone	1,500	2.53%
Asian Alone	6,669	11.24%
Native Hawaiian and Other Pacific Island Alone	211	0.36%
Some Other Race Alone	17,813	30.03%
Two or More Races	11,963	20.17%
2023 Est. Population by Hispanic or Latino Origin	59,320	
Not Hispanic or Latino	25,783	43.46%
Hispanic or Latino	33,537	56.54%
Mexican	29,154	86.93%
Puerto Rican	821	2.45%
Cuban	279	0.83%
All Other Hispanic or Latino	3,283	9.79%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	33,537	
White Alone	4,897	14.60%
Black or African American Alone	166	0.50%
American Indian and Alaska Native Alone	1,359	4.05%
Asian Alone	260	0.78%
Native Hawaiian and Other Pacific Islander Alone	69	0.21%
Some Other Race Alone	17,371	51.80%
Two or More Races	9,415	28.07%
2023 Est. Pop by Race, Asian Alone, by Category	6,669	
Chinese, except Taiwanese	1,113	16.69%
Filipino	2,688	40.31%
Japanese	411	6.16%
Asian Indian	1,067	16.00%
Korean	192	2.88%
Vietnamese	817	12.25%
Cambodian	120	1.80%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	261	3.91%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	59,320	
Arab	24	0.04%
Czech	192	0.32%
Danish	221	0.37%
Dutch	345	0.58%
English	2,387	4.02%
French (except Basque)	561	0.95%
French Canadian	135	0.23%
German	2,762	4.66%
Greek	158	0.27%
Hungarian	166	0.28%
Irish	2,874	4.84%
Italian	2,703	4.56%
Lithuanian	28	0.05%
United States or American	910	1.53%
Norwegian	772	1.30%
Polish	321	0.54%
Portuguese	1,358	2.29%
Russian	102	0.17%
Scottish	582	0.98%
Scotch-Irish	387	0.65%
Slovak	15	0.03%
Subsaharan African	84	0.14%
Swedish	608	1.02%
Swiss	100	0.17%
Ukrainian	96	0.16%
Welsh	176	0.30%
West Indian (except Hisp. groups)	39	0.07%
Other ancestries	35,462	59.78%
Ancestry Unclassified	5,752	9.70%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	29,101	52.68%
Speak Asian/Pacific Island Language at Home	3,682	6.66%
Speak Indo-European Language at Home	1,571	2.84%
Speak Spanish at Home	20,873	37.78%
Speak Other Language at Home	16	0.03%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Population by Age	59,320	
Age 0 - 4	4,077	6.87%
Age 5 - 9	4,226	7.12%
Age 10 - 14	4,292	7.24%
Age 15 - 17	2,514	4.24%
Age 18 - 20	2,249	3.79%
Age 21 - 24	2,932	4.94%
Age 25 - 34	9,012	15.19%
Age 35 - 44	8,163	13.76%
Age 45 - 54	7,685	12.96%
Age 55 - 64	6,752	11.38%
Age 65 - 74	4,348	7.33%
Age 75 - 84	2,166	3.65%
Age 85 and over	904	1.52%
Age 16 and over	45,900	77.38%
Age 18 and over	44,211	74.53%
Age 21 and over	41,962	70.74%
Age 65 and over	7,418	12.51%
2023 Est. Median Age		35.42
2023 Est. Average Age		36.90
2023 Est. Population by Sex	59,320	
Male	29,799	50.23%
Female	29,521	49.77%
2023 Est. Male Population by Age	29,799	
Age 0 - 4	2,053	6.89%
Age 5 - 9	2,166	7.27%
Age 10 - 14	2,123	7.12%
Age 15 - 17	1,288	4.32%
Age 18 - 20	1,167	3.92%
Age 21 - 24	1,516	5.09%
Age 25 - 34	4,863	16.32%
Age 35 - 44	4,050	13.59%
Age 45 - 54	3,856	12.94%
Age 55 - 64	3,374	11.32%
Age 65 - 74	2,054	6.89%
Age 75 - 84	946	3.17%
Age 85 and over	343	1.15%
2023 Est. Median Age, Male		34.42
2023 Est. Average Age, Male		36.20
2023 Est. Female Population by Age	29,521	
Age 0 - 4	2,024	6.86%
Age 5 - 9	2,060	6.98%
Age 10 - 14	2,169	7.35%
Age 15 - 17	1,226	4.15%
Age 18 - 20	1,082	3.66%
Age 21 - 24	1,416	4.80%
Age 25 - 34	4,149	14.05%
Age 35 - 44	4,113	13.93%
Age 45 - 54	3,829	12.97%
Age 55 - 64	3,378	11.44%
Age 65 - 74	2,294	7.77%
Age 75 - 84	1,220	4.13%
Age 85 and over	561	1.90%
2023 Est. Median Age, Female		36.53
2023 Est. Average Age, Female		37.60

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,066	36.52%
Males, Never Married	9,581	20.50%
Females, Never Married	7,485	16.02%
Married, Spouse present	20,901	44.73%
Married, Spouse absent	2,384	5.10%
Widowed	1,819	3.89%
Males Widowed	292	0.63%
Females Widowed	1,527	3.27%
Divorced	4,555	9.75%
Males Divorced	1,468	3.14%
Females Divorced	3,087	6.61%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,865	12.47%
Some High School, no diploma	2,668	6.84%
High School Graduate (or GED)	8,413	21.55%
Some College, no degree	9,366	24.00%
Associate Degree	3,067	7.86%
Bachelor's Degree	7,015	17.97%
Master's Degree	2,710	6.94%
Professional School Degree	500	1.28%
Doctorate Degree	426	1.09%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,413	32.94%
High School Graduate	4,542	23.33%
Some College or Associate's Degree	5,641	28.97%
Bachelor's Degree or Higher	2,873	14.76%
Households		
2028 Projection	17,567	
2023 Estimate	17,325	
2020 Census	17,543	
2010 Census	14,151	
Growth 2023 - 2028		1.40%
Growth 2020 - 2023		-1.23%
Growth 2010 - 2020		23.97%
2023 Est. Households by Household Type	17,325	
Family Households	13,922	80.36%
Nonfamily Households	3,403	19.64%
2023 Est. Group Quarters Population	648	
2023 Households by Ethnicity, Hispanic/Latino	7,840	



Community • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	17,325	
Income < \$15,000	595	3.43%
Income \$15,000 - \$24,999	667	3.85%
Income \$25,000 - \$34,999	935	5.40%
Income \$35,000 - \$49,999	1,229	7.09%
Income \$50,000 - \$74,999	2,045	11.80%
Income \$75,000 - \$99,999	1,921	11.09%
Income \$100,000 - \$124,999	1,729	9.98%
Income \$125,000 - \$149,999	1,543	8.91%
Income \$150,000 - \$199,999	2,248	12.98%
Income \$200,000 - \$249,999	1,603	9.25%
Income \$250,000 - \$499,999	1,534	8.85%
Income \$500,000+	1,276	7.37%
2023 Est. Average Household Income		\$161,647
2023 Est. Median Household Income		\$118,099
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$115,470
Black or African American Alone		\$141,088
American Indian and Alaska Native Alone		\$94,707
Asian Alone		\$192,613
Native Hawaiian and Other Pacific Islander Alone		\$83,667
Some Other Race Alone		\$103,617
Two or More Races		\$177,722
Hispanic or Latino		\$93,914
Not Hispanic or Latino		\$146,939
2023 Est. Family HH Type by Presence of Own Child.	13,922	
Married-Couple Family, own children	5,541	39.80%
Married-Couple Family, no own children	4,578	32.88%
Male Householder, own children	609	4.37%
Male Householder, no own children	583	4.19%
Female Householder, own children	1,503	10.80%
Female Householder, no own children	1,108	7.96%
2023 Est. Households by Household Size	17,325	
1-person	2,531	14.61%
2-person	4,786	27.62%
3-person	2,810	16.22%
4-person	3,115	17.98%
5-person	2,199	12.69%
6-person	1,081	6.24%
7-or-more-person	803	4.63%
2023 Est. Average Household Size		3.40
2023 Est. Households by Presence of People Under 18	17,325	
Households with 1 or More People under Age 18:	8,710	50.27%
Married-Couple Family	6,031	69.24%
Other Family, Male Householder	761	8.74%
Other Family, Female Householder	1,859	21.34%
Nonfamily, Male Householder	41	0.47%
Nonfamily, Female Householder	18	0.21%

DESCRIPTION	DATA	%
Households with No People under Age 18:	8,615	
Married-Couple Family	4,082	47.38%
Other Family, Male Householder	431	5.00%
Other Family, Female Householder	755	8.76%
Nonfamily, Male Householder	1,563	18.14%
Nonfamily, Female Householder	1,784	20.71%
2023 Est. Households by Number of Vehicles	17,325	
No Vehicles	761	4.39%
1 Vehicle	3,392	19.58%
2 Vehicles	6,614	38.18%
3 Vehicles	3,688	21.29%
4 Vehicles	1,826	10.54%
5 or more Vehicles	1,044	6.03%
2023 Est. Average Number of Vehicles		2.4
Family Households		
2028 Projection	14,134	
2023 Estimate	13,922	
2010 Census	11,277	
Growth 2023 - 2028		1.52%
Growth 2010 - 2023		23.45%
2023 Est. Families by Poverty Status	13,922	
2023 Families at or Above Poverty	13,448	96.59%
2023 Families at or Above Poverty with Children	7,234	51.96%
2023 Families Below Poverty	474	3.40%
2023 Families Below Poverty with Children	389	2.79%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	30,153	65.69%
Civilian Labor Force, Unemployed	1,615	3.52%
Armed Forces	0	0.00%
Not in Labor Force	14,132	30.79%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	29,790	
For-Profit Private Workers	21,161	71.03%
Non-Profit Private Workers	1,779	5.97%
Local Government Workers	446	1.50%
State Government Workers	642	2.15%
Federal Government Workers	3,201	10.75%
Self-Employed Workers	2,543	8.54%
Unpaid Family Workers	18	0.06%



Community • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	29,790	
Architect/Engineer	508	1.71%
Arts/Entertainment/Sports	368	1.24%
Building Grounds Maintenance	1,321	4.43%
Business/Financial Operations	1,549	5.20%
Community/Social Services	429	1.44%
Computer/Mathematical	759	2.55%
Construction/Extraction	2,586	8.68%
Education/Training/Library	1,344	4.51%
Farming/Fishing/Forestry	649	2.18%
Food Prep/Serving	1,662	5.58%
Health Practitioner/Technician	1,707	5.73%
Healthcare Support	1,785	5.99%
Maintenance Repair	992	3.33%
Legal	223	0.75%
Life/Physical/Social Science	79	0.27%
Management	3,160	10.61%
Office/Admin. Support	2,975	9.99%
Production	1,273	4.27%
Protective Services	610	2.05%
Sales/Related	2,986	10.02%
Personal Care/Service	674	2.26%
Transportation/Moving	2,151	7.22%
2023 Est. Pop 16+ by Occupation Classification	29,790	
White Collar	16,087	54.00%
Blue Collar	7,002	23.50%
Service and Farm	6,701	22.49%
2023 Est. Workers Age 16+ by Transp. to Work	28,513	
Drove Alone	21,492	75.38%
Car Pooled	4,273	14.99%
Public Transportation	601	2.11%
Walked	370	1.30%
Bicycle	145	0.51%
Other Means	164	0.57%
Worked at Home	1,468	5.15%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,628	
15 - 29 Minutes	4,433	
30 - 44 Minutes	4,921	
45 - 59 Minutes	3,481	
60 or more Minutes	7,099	
2023 Est. Avg Travel Time to Work in Minutes		41
2023 Est. Occupied Housing Units by Tenure	17,325	
Owner Occupied	10,941	63.15%
Renter Occupied	6,384	36.85%
2023 Owner Occ. HUs: Avg. Length of Residence		14.60 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.40 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	17,325	
Value Less than \$20,000	166	1.52%
Value \$20,000 - \$39,999	4	0.04%
Value \$40,000 - \$59,999	7	0.06%
Value \$60,000 - \$79,999	34	0.31%
Value \$80,000 - \$99,999	23	0.21%
Value \$100,000 - \$149,999	53	0.48%
Value \$150,000 - \$199,999	57	0.52%
Value \$200,000 - \$299,999	211	1.93%
Value \$300,000 - \$399,999	319	2.92%
Value \$400,000 - \$499,999	274	2.50%
Value \$500,000 - \$749,999	2,403	21.96%
Value \$750,000 - \$999,999	2,926	26.74%
Value \$1,000,000 or \$1,499,999	3,161	28.89%
Value \$1,500,000 or \$1,999,999	832	7.60%
Value \$2,000,000+	471	4.30%
2023 Est. Median All Owner-Occupied Housing Value		\$910,409
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	12,689	69.73%
1 Unit Attached	1,083	5.95%
2 Units	353	1.94%
3 or 4 Units	884	4.86%
5 to 19 Units	1,749	9.61%
20 to 49 Units	394	2.16%
50 or More Units	592	3.25%
Mobile Home or Trailer	454	2.50%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,311	7.20%
Housing Units Built 2010 to 2014	565	3.10%
Housing Units Built 2000 to 2009	3,176	17.45%
Housing Units Built 1990 to 1999	3,025	16.62%
Housing Units Built 1980 to 1989	2,774	15.24%
Housing Units Built 1970 to 1979	3,513	19.30%
Housing Units Built 1960 to 1969	1,466	8.06%
Housing Units Built 1950 to 1959	996	5.47%
Housing Units Built 1940 to 1949	425	2.33%
Housing Unit Built 1939 or Earlier	947	5.20%
2023 Est. Median Year Structure Built		1986

[†] 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.



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.

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