



The**Retail**Coach®

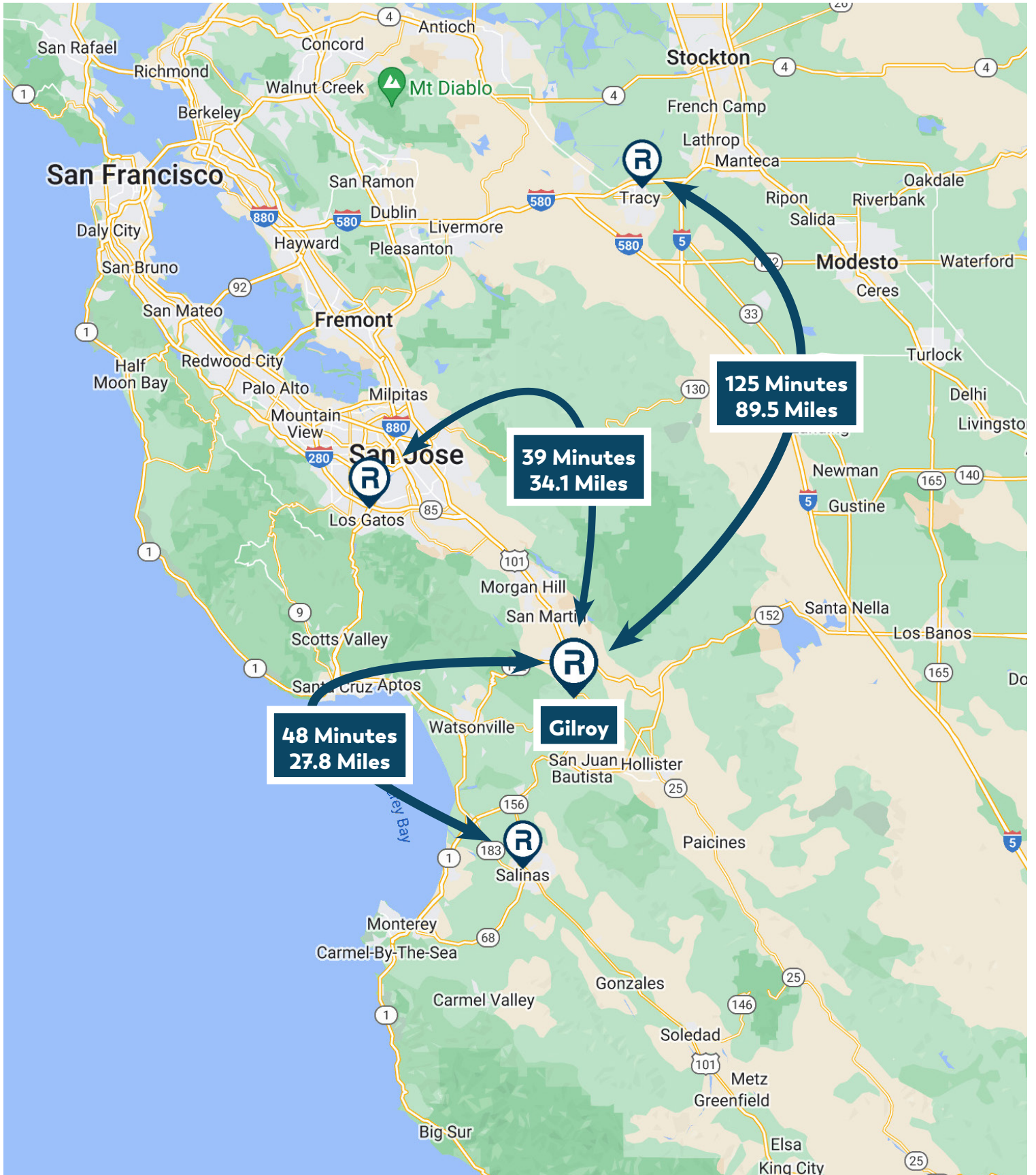
Peer Communities Demographic Survey

GILROY, CALIFORNIA

Prepared for Gilroy Chamber of Commerce & Economic Development
November 2023

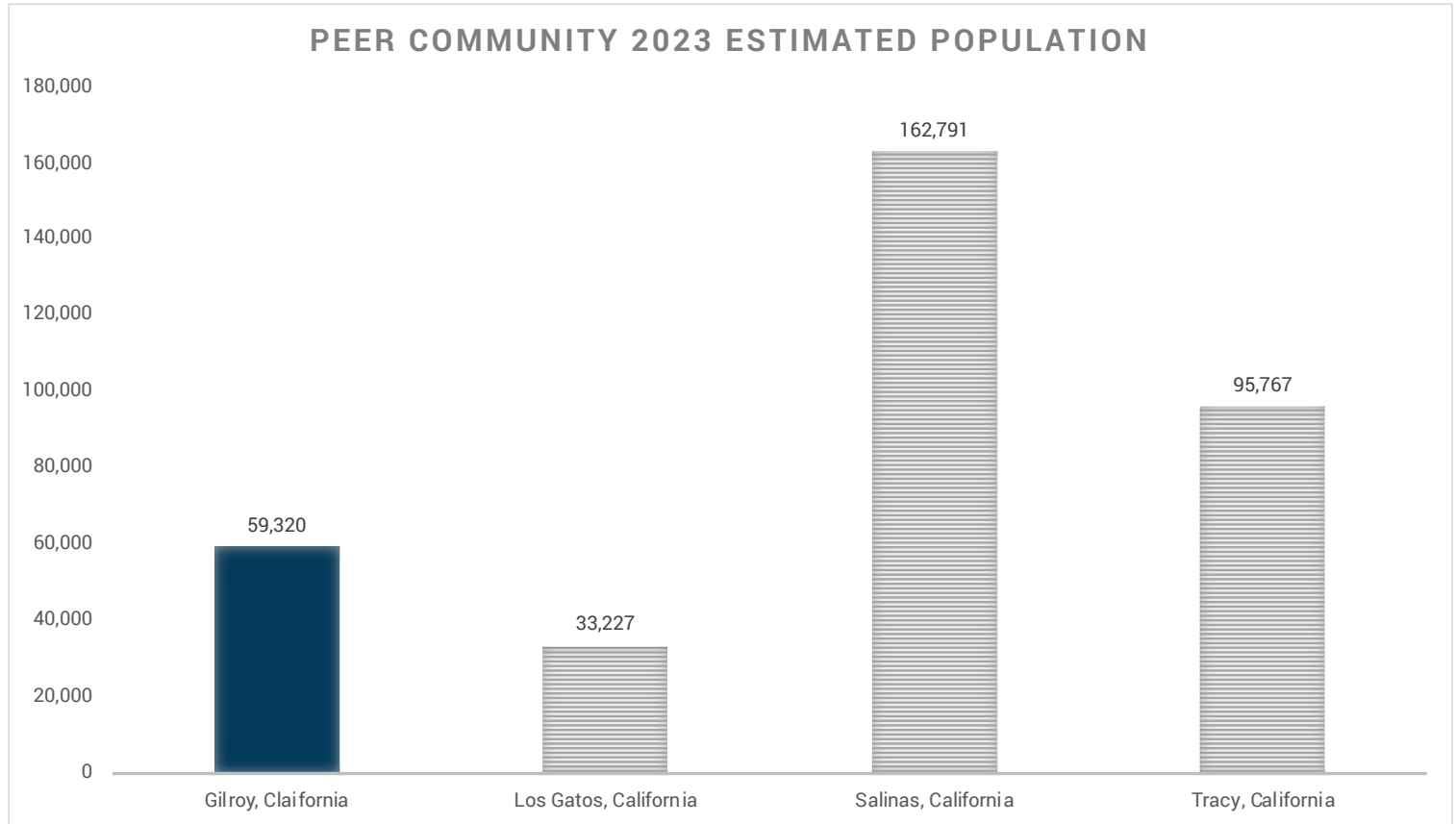
Peer Communities • Locations

Gilroy, California



Peer Communities Demographic Survey

Gilroy, California



POPULATION	GILROY, CALIFORNIA	LOS GATOS, CALIFORNIA	SALINAS, CALIFORNIA	TRACY, CALIFORNIA
2028	60,511	32,980	163,794	99,840
2023	59,320	33,227	162,791	95,767
2020	59,520	33,529	163,542	93,000
2010	48,783	30,264	150,351	83,864

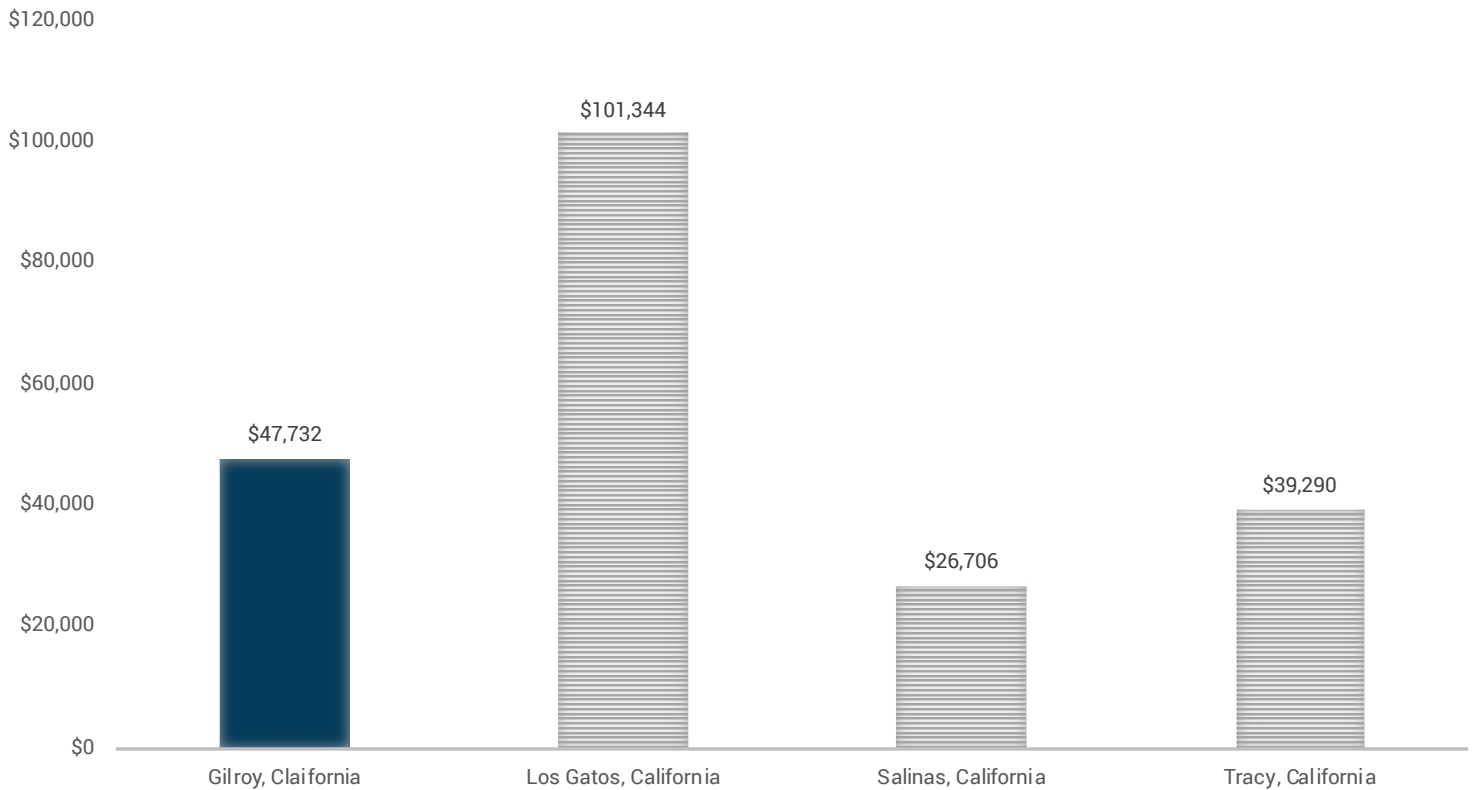
POPULATION GROWTH	GILROY, CALIFORNIA	LOS GATOS, CALIFORNIA	SALINAS, CALIFORNIA	TRACY, CALIFORNIA
2023-2028	2.01%	-0.74%	0.62%	4.25%
2020-2023	-0.34%	-0.90%	-0.46%	2.98%
2010-2020	22.01%	10.79%	8.77%	10.89%



Peer Communities Demographic Survey

Gilroy, California

PEER COMMUNITY 2023 PER CAPITA INCOME



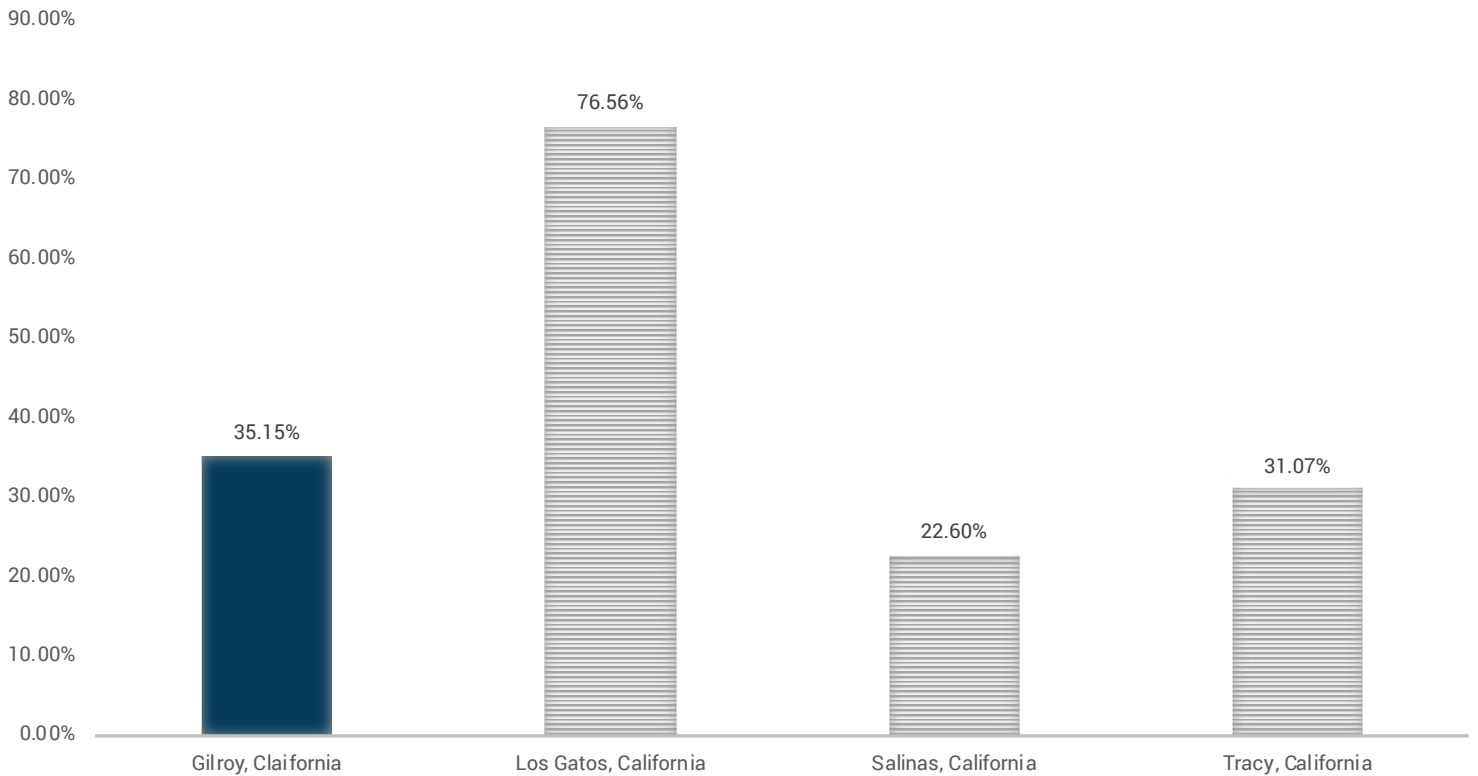
PEER COMMUNITY 2023 MEDIAN HOUSEHOLD INCOME



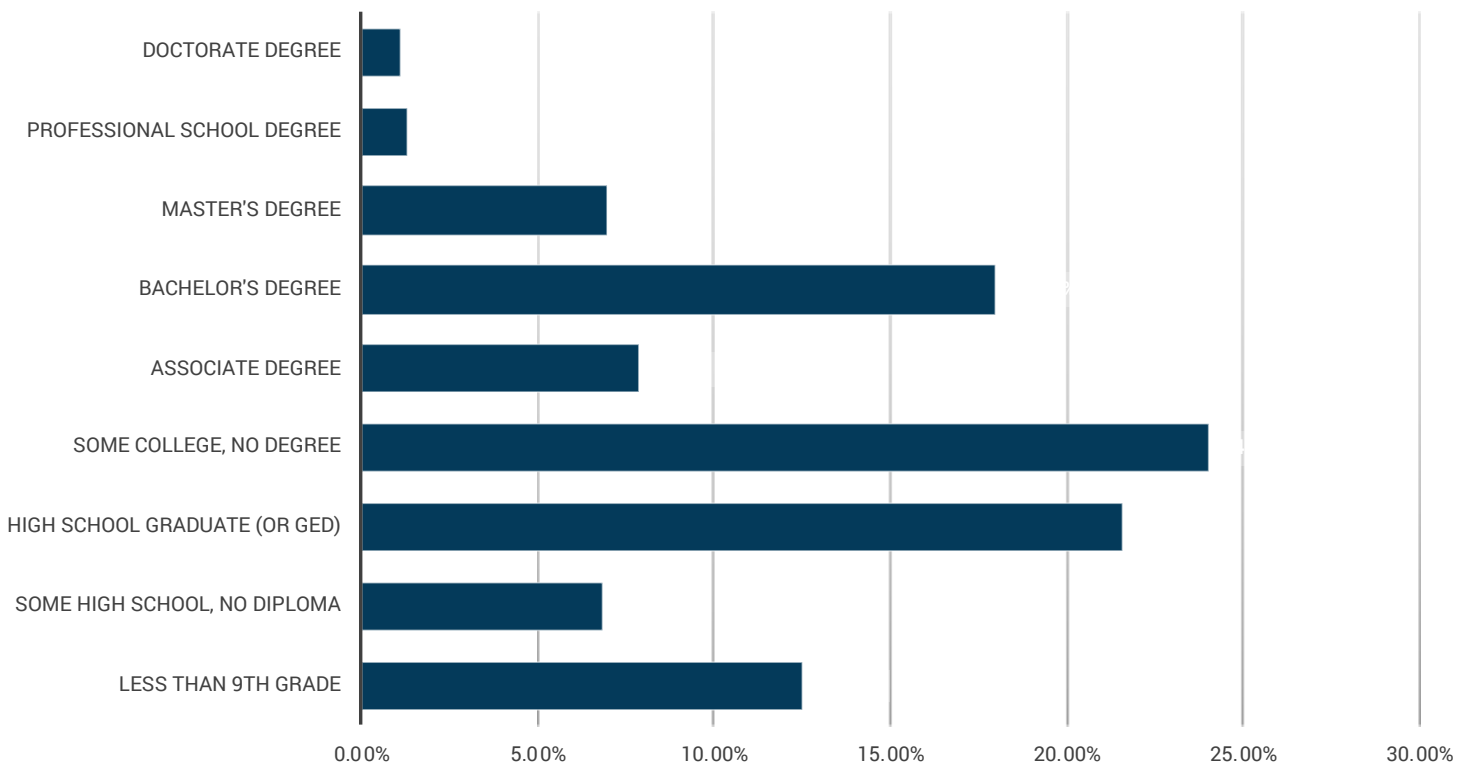
Peer Communities Demographic Survey

Gilroy, California

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



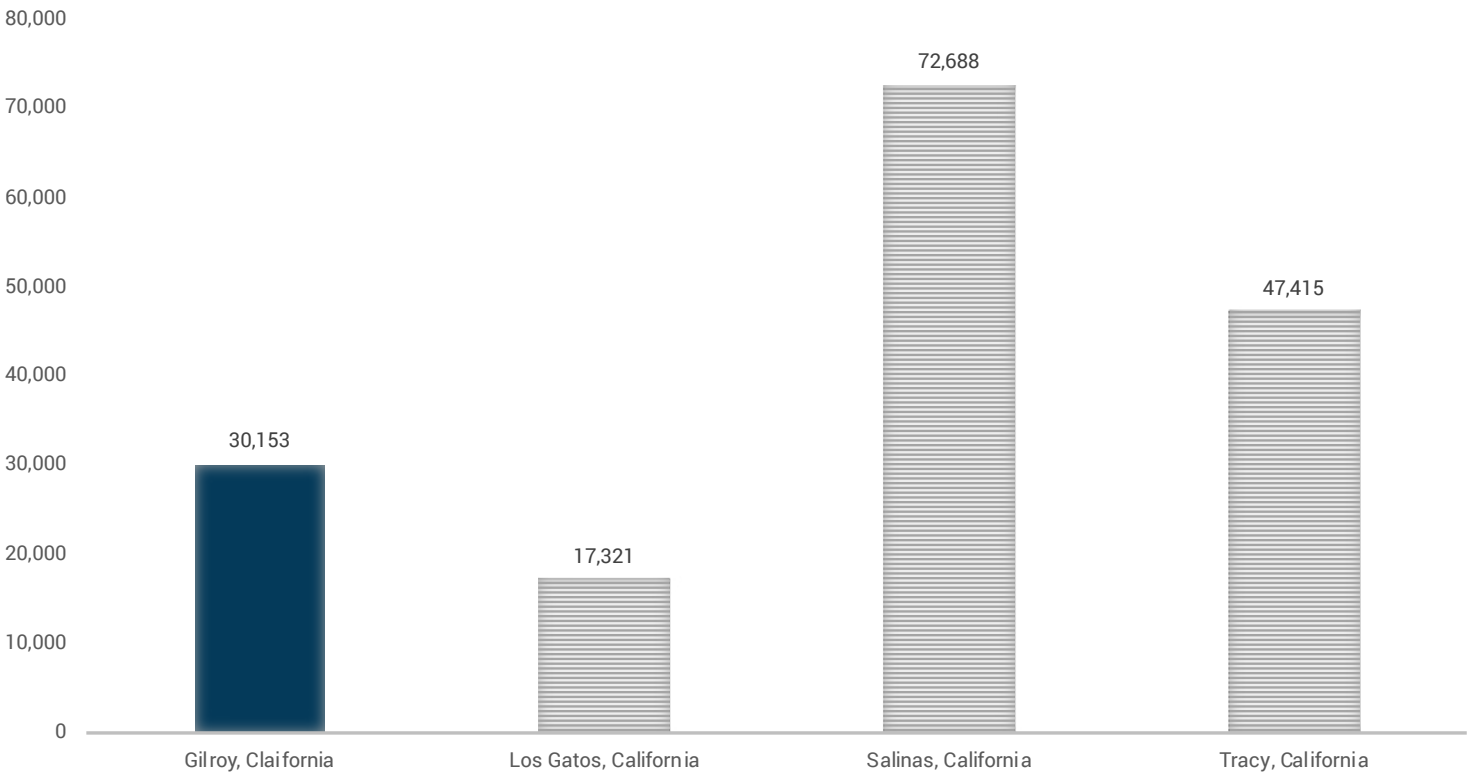
CLIENT COMMUNITY EDUCATIONAL ATTAINMENT 2023 (AGE 25+)



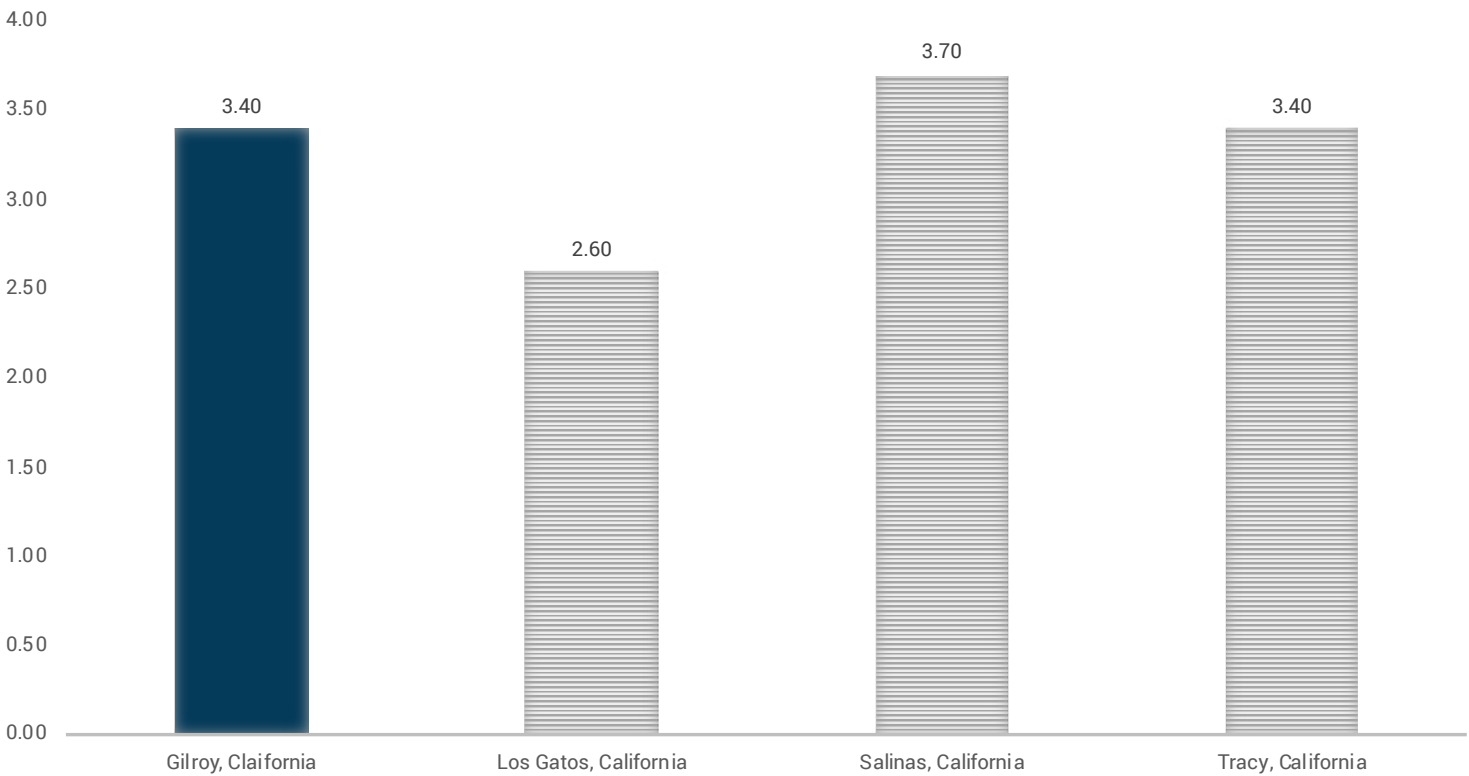
Peer Communities Demographic Survey

Gilroy, California

PEER COMMUNITY 2023 TOTAL EMPLOYMENT

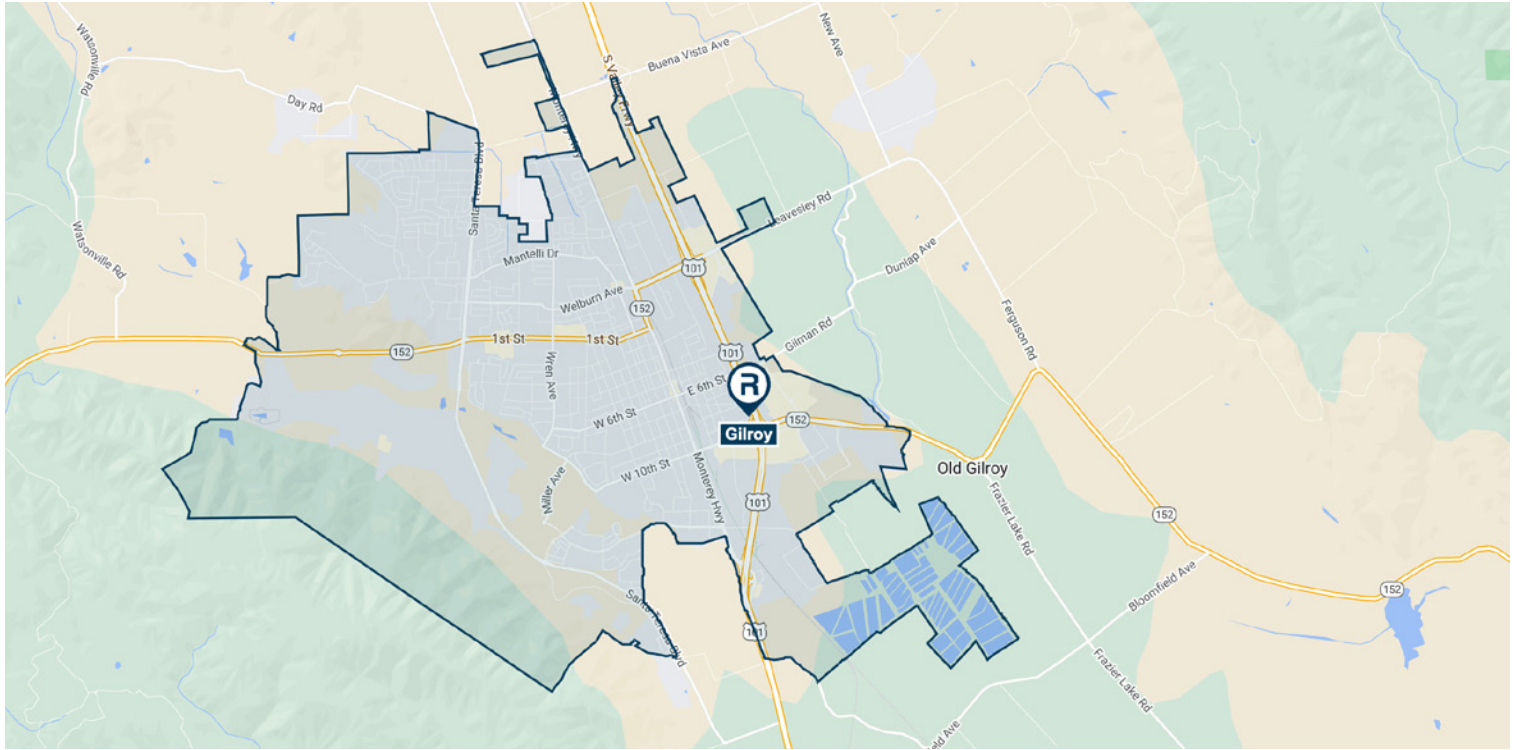


PEER COMMUNITY 2022 AVERAGE PERSONS PER HOUSEHOLD



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.



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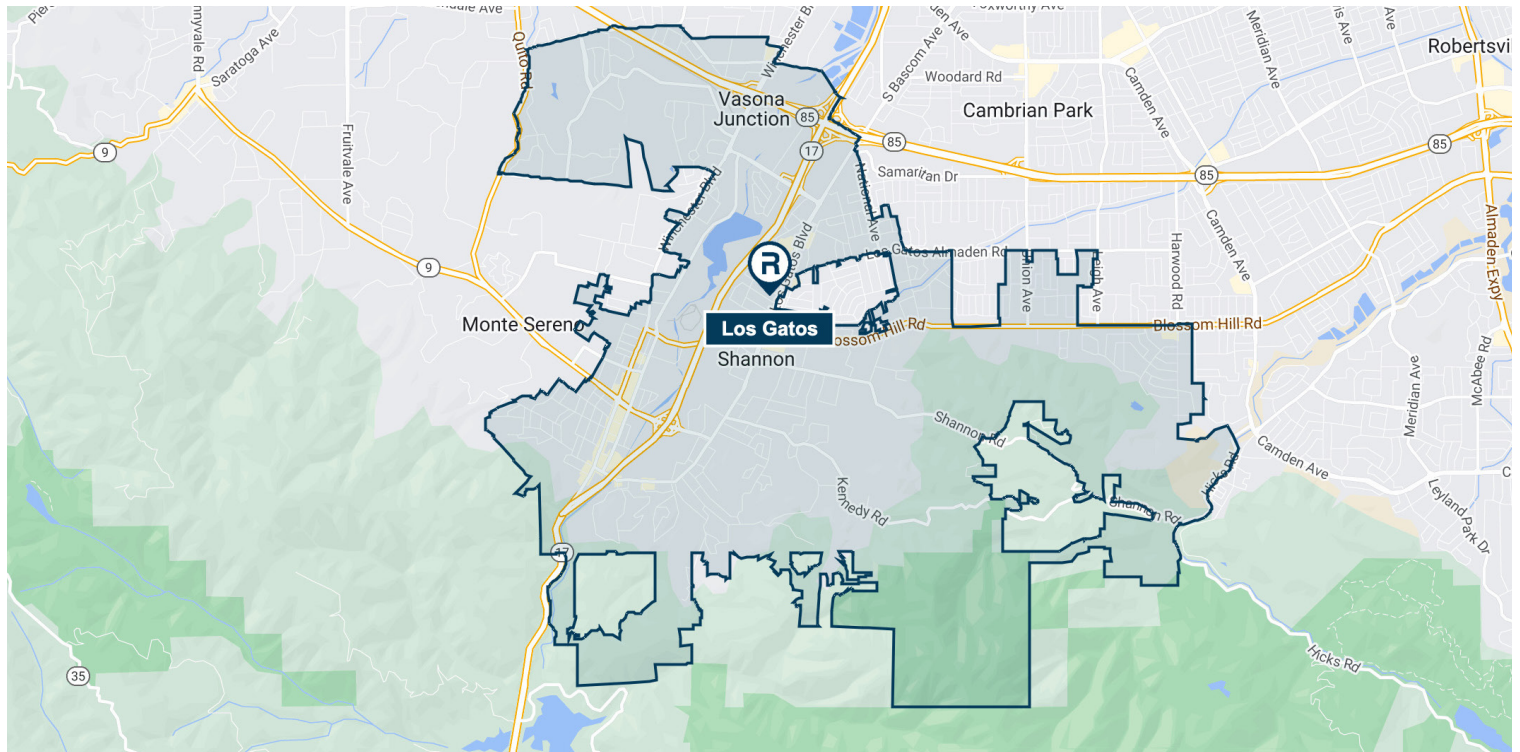
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Community • Demographic Snapshot

Los Gatos, California



Population

2020	33,529
2023	33,227
2028	32,980

Educational Attainment (%)

Graduate or Professional Degree	33.33%
Bachelors Degree	37.48%
Associate Degree	5.75%
Some College	12.13%
High School Graduate (GED)	8.66%
Some High School, No Degree	1.42%
Less than 9th Grade	1.22%

Income

Average HH	\$259,645
Median HH	\$190,925
Per Capita	\$101,344

Age

0 - 9 Years	8.86%
10 - 17 Years	8.07%
18 - 24 Years	7.76%
25 - 34 Years	12.92%
35 - 44 Years	10.21%
45 - 54 Years	13.71%
55 - 64 Years	15.58%
65 and Older	22.91%
Median Age	46.76
Average Age	44.90

Race Distribution (%)

White	63.56%
Black/African American	0.98%
American Indian/Alaskan	0.30%
Asian	21.10%
Native Hawaiian/Islander	0.09%
Other Race	2.99%
Two or More Races	10.99%
Hispanic	9.24%



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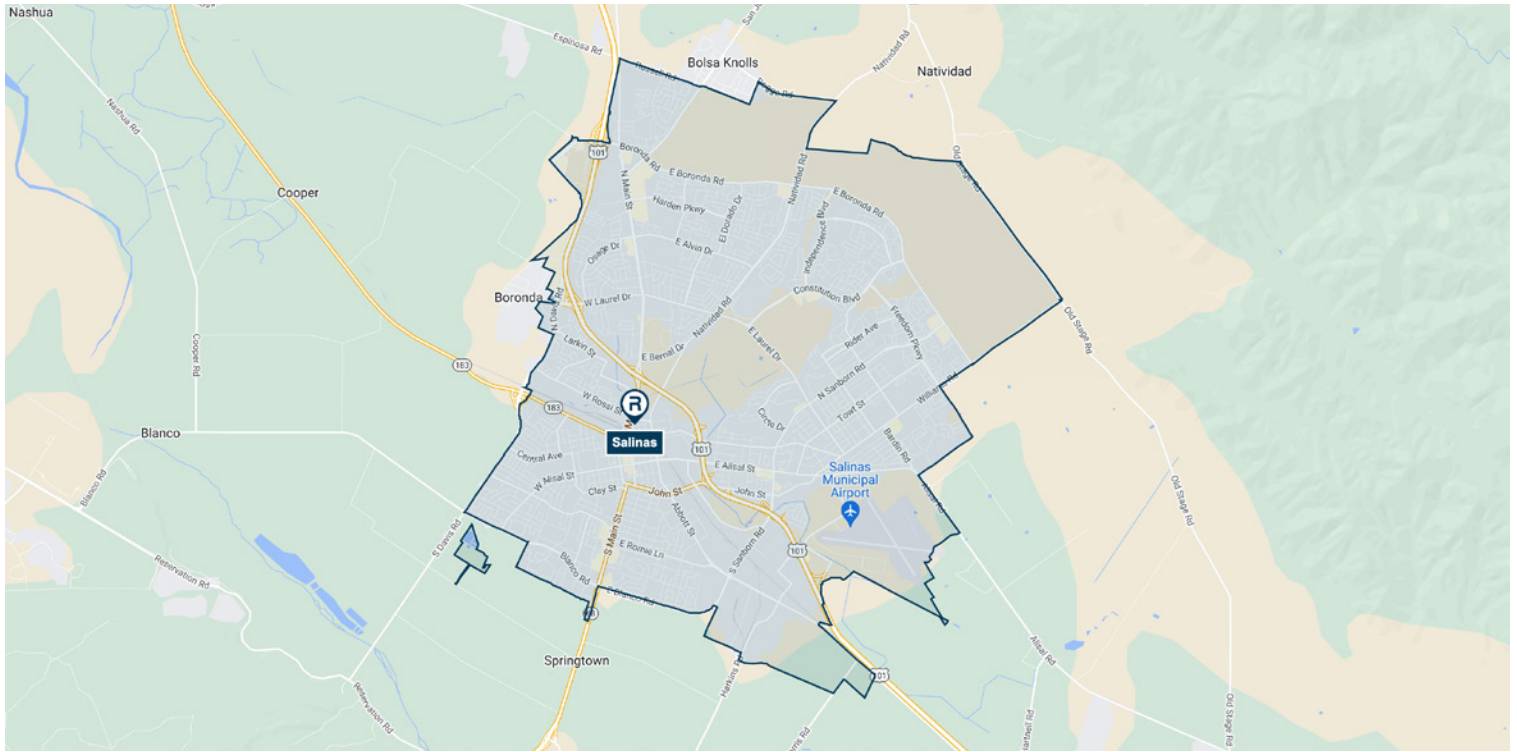


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Community • Demographic Snapshot

Salinas, California



Population

2020	163,542
2023	162,791
2028	163,794

Educational Attainment (%)

Graduate or Professional Degree	4.57%
Bachelors Degree	10.76%
Associate Degree	7.27%
Some College	15.68%
High School Graduate (GED)	23.19%
Some High School, No Degree	10.24%
Less than 9th Grade	28.29%

Income

Average HH	\$99,492
Median HH	\$77,062
Per Capita	\$26,707

Age

0 - 9 Years	16.25%
10 - 17 Years	13.39%
18 - 24 Years	9.95%
25 - 34 Years	14.30%
35 - 44 Years	13.94%
45 - 54 Years	11.74%
55 - 64 Years	9.12%
65 and Older	11.31%
Median Age	32.28
Average Age	34.40

Race Distribution (%)

White	21.64%
Black/African American	1.40%
American Indian/Alaskan	3.43%
Asian	5.61%
Native Hawaiian/Islander	0.23%
Other Race	47.03%
Two or More Races	20.67%
Hispanic	82.01%

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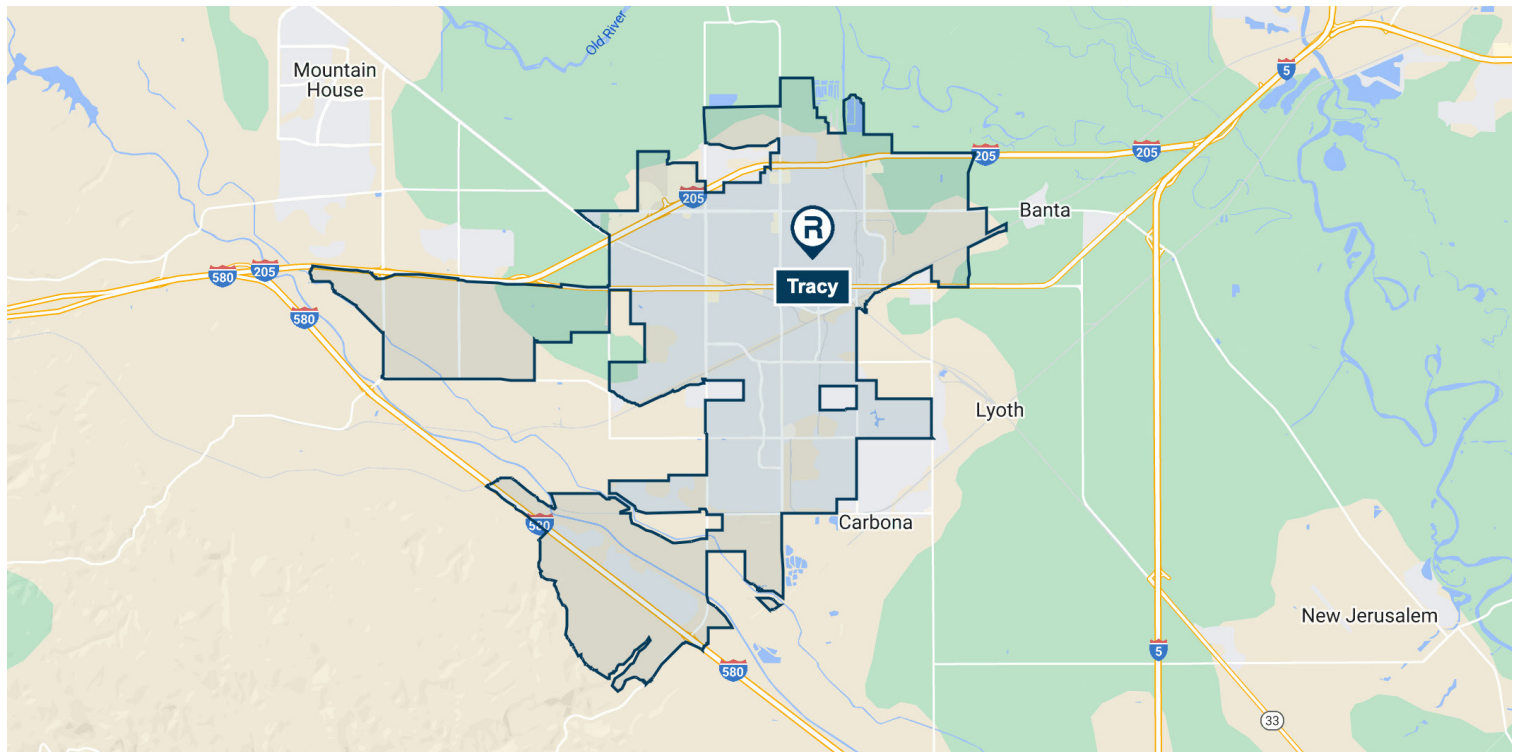
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Community • Demographic Snapshot

Tracy, California



Population

2020	93,000
2023	95,767
2028	99,840

Educational Attainment (%)

Graduate or Professional Degree	5.18%
Bachelors Degree	16.93%
Associate Degree	8.96%
Some College	25.91%
High School Graduate (GED)	27.64%
Some High School, No Degree	7.23%
Less than 9th Grade	8.15%

Income

Average HH	\$131,970
Median HH	\$106,593
Per Capita	\$39,291

Age

0 - 9 Years	13.73%
10 - 17 Years	13.14%
18 - 24 Years	9.61%
25 - 34 Years	13.59%
35 - 44 Years	12.98%
45 - 54 Years	13.36%
55 - 64 Years	12.09%
65 and Older	11.51%
Median Age	34.95
Average Age	36.30

Race Distribution (%)

White	31.04%
Black/African American	5.92%
American Indian/Alaskan	1.40%
Asian	21.78%
Native Hawaiian/Islander	1.10%
Other Race	20.91%
Two or More Races	17.84%
Hispanic	40.47%



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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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