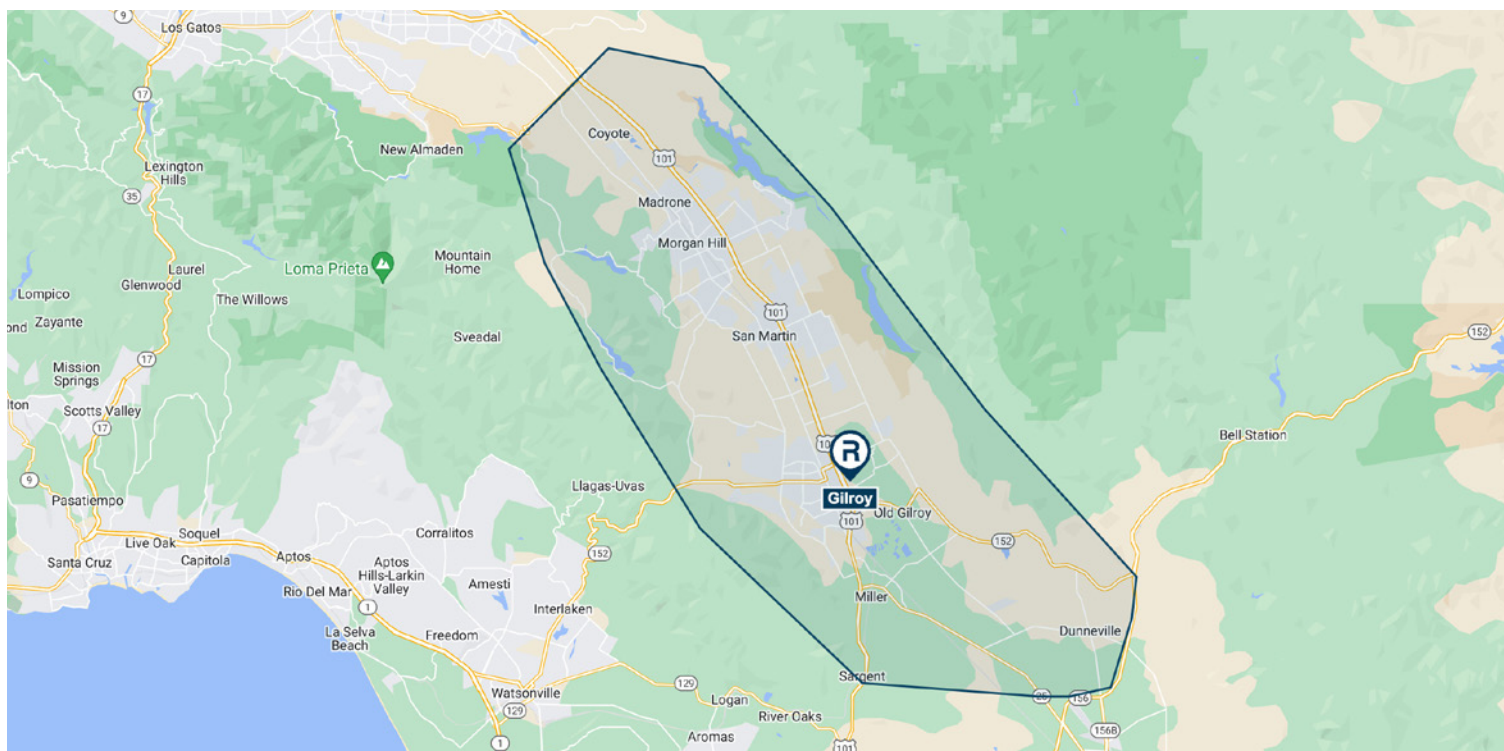# Primary Retail Trade Area Demographic Profile

GILROY, CALIFORNIA

Prepared for Gilroy Chamber of Commerce & Economic Development
November 2023

Primary Retail Trade Area • Demographic Snapshot

Gilroy, California

Population

2020	127,648
2023	126,379
2028	128,041

Educational Attainment (%)

Graduate or Professional Degree	10.78%
Bachelors Degree	22.62%
Associate Degree	8.71%
Some College	23.00%
High School Graduate (or GED)	20.31%
Some High School, No Degree	5.58%
Less than 9th Grade	8.99%

Income

Average HH	$186,805
Median HH	$132,401
Per Capita	$58,360

Age

0 - 9 Years	13.00%
10 - 17 Years	10.74%
18 - 24 Years	8.51%
25 - 34 Years	14.85%
35 - 44 Years	13.05%
45 - 54 Years	12.86%
55 - 64 Years	12.57%
65 and Older	14.42%
Median Age	37.14
Average Age	38.40

Race Distribution (%)

White	40.97%
Black/African American	2.14%
American Indian/ Alaskan	2.09%
Asian	12.39%
Native Hawaiian/ Islander	0.34%
Other Race	23.88%
Two or More Races	18.19%
Hispanic	45.71%

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

Primary Retail Trade Area • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
Population		
2028 Projection	128,041	
2023 Estimate	126,379	
2020 Census	127,648	
2010 Census	109,280	
Growth 2023 - 2028		1.31%
Growth 2020 - 2023		-0.98%
Growth 2010 - 2020		16.81%
2023 Est. Population by Single-Classification Race	**126,379**	
White Alone	51,774	40.97%
Black or African American Alone	2,709	2.14%
Amer. Indian and Alaska Native Alone	2,637	2.09%
Asian Alone	15,654	12.39%
Native Hawaiian and Other Pacific Island Alone	435	0.34%
Some Other Race Alone	30,183	23.88%
Two or More Races	22,987	18.19%
2023 Est. Population by Hispanic or Latino Origin	**126,379**	
Not Hispanic or Latino	68,614	54.29%
Hispanic or Latino	57,765	45.71%
Mexican	50,387	87.23%
Puerto Rican	1,110	1.92%
Cuban	360	0.62%
All Other Hispanic or Latino	5,908	10.23%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**57,765**	
White Alone	8,654	14.98%
Black or African American Alone	261	0.45%
American Indian and Alaska Native Alone	2,302	3.98%
Asian Alone	486	0.84%
Native Hawaiian and Other Pacific Islander Alone	103	0.18%
Some Other Race Alone	29,244	50.63%
Two or More Races	16,716	28.94%
2023 Est. Pop by Race, Asian Alone, by Category	**15,654**	
Chinese, except Taiwanese	2,963	18.93%
Filipino	5,119	32.70%
Japanese	1,147	7.33%
Asian Indian	2,152	13.75%
Korean	646	4.13%
Vietnamese	2,537	16.21%
Cambodian	137	0.88%
Hmong	0	0.00%
Laotian	99	0.63%
Thai	24	0.15%
All Other Asian Races Including 2+ Category	830	5.30%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**126,379**	
Arab	162	0.13%
Czech	268	0.21%
Danish	628	0.50%
Dutch	1,191	0.94%
English	6,924	5.48%
French (except Basque)	1,507	1.19%
French Canadian	321	0.25%
German	7,918	6.26%
Greek	363	0.29%
Hungarian	314	0.25%
Irish	7,229	5.72%
Italian	6,780	5.37%
Lithuanian	134	0.11%
United States or American	2,943	2.33%
Norwegian	1,312	1.04%
Polish	1,166	0.92%
Portuguese	2,792	2.21%
Russian	478	0.38%
Scottish	1,539	1.22%
Scotch-Irish	986	0.78%
Slovak	72	0.06%
Subsaharan African	426	0.34%
Swedish	1,099	0.87%
Swiss	539	0.43%
Ukrainian	216	0.17%
Welsh	511	0.40%
West Indian (except Hisp. groups)	113	0.09%
Other ancestries	66,038	52.25%
Ancestry Unclassified	12,412	9.82%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	71,125	60.09%
Speak Asian/Pacific Island Language at Home	8,478	7.16%
Speak IndoEuropean Language at Home	3,795	3.21%
Speak Spanish at Home	34,581	29.21%
Speak Other Language at Home	387	0.33%

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Primary Retail Trade Area • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
2023 Est. Population by Age	126,379	
Age 0 - 4	8,013	6.34%
Age 5 - 9	8,414	6.66%
Age 10 - 14	8,472	6.70%
Age 15 - 17	5,099	4.04%
Age 18 - 20	4,613	3.65%
Age 21 - 24	6,145	4.86%
Age 25 - 34	18,771	14.85%
Age 35 - 44	16,498	13.05%
Age 45 - 54	16,249	12.86%
Age 55 - 64	15,885	12.57%
Age 65 - 74	10,791	8.54%
Age 75 - 84	5,376	4.25%
Age 85 and over	2,056	1.63%
Age 16 and over	99,808	78.97%
Age 18 and over	96,382	76.26%
Age 21 and over	91,769	72.61%
Age 65 and over	18,222	14.42%
2023 Est. Median Age		37.14
2023 Est. Average Age		38.40
2023 Est. Population by Sex	126,379	
Male	63,520	50.26%
Female	62,859	49.74%
2023 Est. Male Population by Age	63,520	
Age 0 - 4	4,040	6.36%
Age 5 - 9	4,301	6.77%
Age 10 - 14	4,287	6.75%
Age 15 - 17	2,594	4.08%
Age 18 - 20	2,380	3.75%
Age 21 - 24	3,145	4.95%
Age 25 - 34	10,131	15.95%
Age 35 - 44	8,221	12.94%
Age 45 - 54	8,184	12.88%
Age 55 - 64	7,920	12.47%
Age 65 - 74	5,165	8.13%
Age 75 - 84	2,370	3.73%
Age 85 and over	784	1.23%
2023 Est. Median Age, Male		36.00
2023 Est. Average Age, Male		37.70
2023 Est. Female Population by Age	62,859	
Age 0 - 4	3,973	6.32%
Age 5 - 9	4,112	6.54%
Age 10 - 14	4,185	6.66%
Age 15 - 17	2,505	3.98%
Age 18 - 20	2,233	3.55%
Age 21 - 24	3,000	4.77%
Age 25 - 34	8,639	13.74%
Age 35 - 44	8,277	13.17%
Age 45 - 54	8,065	12.83%
Age 55 - 64	7,965	12.67%
Age 65 - 74	5,626	8.95%
Age 75 - 84	3,006	4.78%
Age 85 and over	1,272	2.02%
2023 Est. Median Age, Female		38.32
2023 Est. Average Age, Female		39.20

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	33,384	32.90%
Males, Never Married	18,752	18.48%
Females, Never Married	14,631	14.42%
Married, Spouse present	49,158	48.44%
Married, Spouse absent	5,003	4.93%
Widowed	4,200	4.14%
Males Widowed	983	0.97%
Females Widowed	3,216	3.17%
Divorced	9,736	9.59%
Males Divorced	3,780	3.73%
Females Divorced	5,955	5.87%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,699	8.99%
Some High School, no diploma	4,778	5.58%
High School Graduate (or GED)	17,390	20.31%
Some College, no degree	19,695	23.00%
Associate Degree	7,458	8.71%
Bachelor's Degree	19,372	22.62%
Master's Degree	6,435	7.51%
Professional School Degree	1,801	2.10%
Doctorate Degree	996	1.16%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	9,877	29.52%
High School Graduate	8,178	24.44%
Some College or Associate's Degree	9,932	29.68%
Bachelor's Degree or Higher	5,473	16.36%
Households		
2028 Projection	39,290	
2023 Estimate	38,975	
2020 Census	39,607	
2010 Census	33,498	
Growth 2023 - 2028		0.81%
Growth 2020 - 2023		-1.59%
Growth 2010 - 2020		18.24%
2023 Est. Households by Household Type	38,975	
Family Households	30,961	79.44%
Nonfamily Households	8,014	20.56%
2023 Est. Group Quarters Population	1,623	
2023 Households by Ethnicity, Hispanic/Latino	13,520	

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Primary Retail Trade Area • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**38,975**	
Income < $15,000	1,056	2.71%
Income $15,000 - $24,999	1,225	3.14%
Income $25,000 - $34,999	1,879	4.82%
Income $35,000 - $49,999	2,418	6.20%
Income $50,000 - $74,999	4,133	10.60%
Income $75,000 - $99,999	4,222	10.83%
Income $100,000 - $124,999	3,557	9.13%
Income $125,000 - $149,999	3,234	8.30%
Income $150,000 - $199,999	4,996	12.82%
Income $200,000 - $249,999	3,592	9.22%
Income $250,000 - $499,999	4,311	11.06%
Income $500,000+	4,352	11.17%
2023 Est. Average Household Income		$186,805
2023 Est. Median Household Income		$132,401
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$132,167
Black or African American Alone		$192,488
American Indian and Alaska Native Alone		$95,040
Asian Alone		$191,712
Native Hawaiian and Other Pacific Islander Alone		$89,130
Some Other Race Alone		$112,087
Two or More Races		$184,429
Hispanic or Latino		$98,141
Not Hispanic or Latino		$186,301
2023 Est. Family HH Type by Presence of Own Child.	**30,961**	
Married-Couple Family, own children	12,088	39.04%
Married-Couple Family, no own children	11,507	37.17%
Male Householder, own children	1,206	3.89%
Male Householder, no own children	1,179	3.81%
Female Householder, own children	2,775	8.96%
Female Householder, no own children	2,205	7.12%
2023 Est. Households by Household Size	**38,975**	
1-person	5,784	14.84%
2-person	11,918	30.58%
3-person	6,665	17.10%
4-person	7,424	19.05%
5-person	4,197	10.77%
6-person	1,788	4.59%
7-or-more-person	1,198	3.07%
2023 Est. Average Household Size		3.20
2023 Est. Households by Presence of People Under 18	**38,975**	
Households with 1 or More People under Age 18:	18,050	46.31%
Married-Couple Family	13,050	72.30%
Other Family, Male Householder	1,491	8.26%
Other Family, Female Householder	3,386	18.76%
Nonfamily, Male Householder	86	0.48%
Nonfamily, Female Householder	36	0.20%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**20,925**	
Married-Couple Family	10,534	50.34%
Other Family, Male Householder	902	4.31%
Other Family, Female Householder	1,596	7.63%
Nonfamily, Male Householder	3,778	18.05%
Nonfamily, Female Householder	4,115	19.66%
2023 Est. Households by Number of Vehicles	**38,975**	
No Vehicles	1,133	2.91%
1 Vehicle	7,080	18.17%
2 Vehicles	15,247	39.12%
3 Vehicles	8,780	22.53%
4 Vehicles	4,008	10.28%
5 or more Vehicles	2,726	6.99%
2023 Est. Average Number of Vehicles		2.5
Family Households		
2028 Projection	31,233	
2023 Estimate	30,961	
2010 Census	26,503	
Growth 2023 - 2028		0.88%
Growth 2010 - 2023		16.82%
2023 Est. Families by Poverty Status	**30,961**	
2023 Families at or Above Poverty	29,999	96.89%
2023 Families at or Above Poverty with Children	15,018	48.51%
2023 Families Below Poverty	962	3.11%
2023 Families Below Poverty with Children	738	2.38%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	64,528	64.65%
Civilian Labor Force, Unemployed	2,965	2.97%
Armed Forces	0	0.00%
Not in Labor Force	32,314	32.38%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**63,803**	
For-Profit Private Workers	44,968	70.48%
Non-Profit Private Workers	3,503	5.49%
Local Government Workers	769	1.20%
State Government Workers	1,416	2.22%
Federal Government Workers	6,297	9.87%
Self-Employed Workers	6,680	10.47%
Unpaid Family Workers	171	0.27%

Primary Retail Trade Area • Demographic Profile

Gilroy, California

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**63,803**	
Architect/Engineer	1,783	2.79%
Arts/Entertainment/Sports	1,105	1.73%
Building Grounds Maintenance	2,594	4.07%
Business/Financial Operations	3,575	5.60%
Community/Social Services	808	1.27%
Computer/Mathematical	1,839	2.88%
Construction/Extraction	4,845	7.59%
Education/Training/Library	3,409	5.34%
Farming/Fishing/Forestry	1,082	1.70%
Food Prep/Serving	2,851	4.47%
Health Practitioner/Technician	3,484	5.46%
Healthcare Support	2,848	4.46%
Maintenance Repair	1,978	3.10%
Legal	450	0.71%
Life/Physical/Social Science	326	0.51%
Management	8,816	13.82%
Office/Admin. Support	6,431	10.08%
Production	2,504	3.92%
Protective Services	1,523	2.39%
Sales/Related	5,991	9.39%
Personal Care/Service	1,805	2.83%
Transportation/Moving	3,757	5.89%
2023 Est. Pop 16+ by Occupation Classification	**63,803**	
White Collar	38,016	59.58%
Blue Collar	13,084	20.51%
Service and Farm	12,703	19.91%
2023 Est. Workers Age 16+ by Transp. to Work	**61,678**	
Drove Alone	46,952	76.12%
Car Pooled	7,576	12.28%
Public Transportation	1,616	2.62%
Walked	1,038	1.68%
Bicycle	402	0.65%
Other Means	401	0.65%
Worked at Home	3,693	5.99%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,199	
15 - 29 Minutes	10,762	
30 - 44 Minutes	11,598	
45 - 59 Minutes	7,693	
60 or more Minutes	14,463	
2023 Est. Avg Travel Time to Work in Minutes		42
2023 Est. Occupied Housing Units by Tenure	38,975	
Owner Occupied	26,683	68.46%
Renter Occupied	12,291	31.54%
2023 Owner Occ. HUs: Avg. Length of Residence		15.40[†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.50[†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**38,975**	
Value Less than $20,000	267	1.00%
Value $20,000 - $39,999	19	0.07%
Value $40,000 - $59,999	28	0.11%
Value $60,000 - $79,999	71	0.27%
Value $80,000 - $99,999	79	0.30%
Value $100,000 - $149,999	234	0.88%
Value $150,000 - $199,999	167	0.63%
Value $200,000 - $299,999	418	1.57%
Value $300,000 - $399,999	547	2.05%
Value $400,000 - $499,999	472	1.77%
Value $500,000 - $749,999	3,453	12.94%
Value $750,000 - $999,999	5,447	20.41%
Value $1,000,000 or $1,499,999	9,149	34.29%
Value $1,500,000 or $1,999,999	3,743	14.03%
Value $2,000,000+	2,589	9.70%
2023 Est. Median All Owner-Occupied Housing Value		$1,101,704
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	28,070	68.37%
1 Unit Attached	4,084	9.95%
2 Units	576	1.40%
3 or 4 Units	1,404	3.42%
5 to 19 Units	3,075	7.49%
20 to 49 Units	810	1.97%
50 or More Units	974	2.37%
Mobile Home or Trailer	1,865	4.54%
Boat, RV, Van, etc.	194	0.47%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,808	6.84%
Housing Units Built 2010 to 2014	1,491	3.63%
Housing Units Built 2000 to 2009	6,019	14.66%
Housing Units Built 1990 to 1999	6,311	15.37%
Housing Units Built 1980 to 1989	6,570	16.00%
Housing Units Built 1970 to 1979	9,923	24.17%
Housing Units Built 1960 to 1969	2,838	6.91%
Housing Units Built 1950 to 1959	2,030	4.95%
Housing Units Built 1940 to 1949	940	2.29%
Housing Unit Built 1939 or Earlier	2,124	5.17%
2023 Est. Median Year Structure Built		1984

[†] 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, 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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