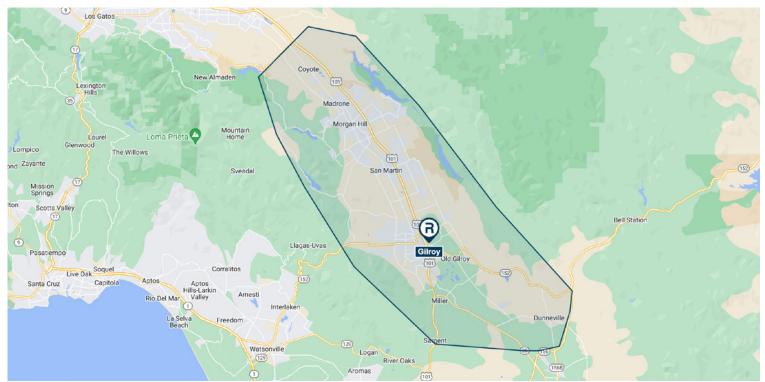
## Primary Retail Trade Area • Retail Market Profile

Gilroy, California



| Population                                                                                                                                                                                                                                                                                                                                                                       |           | Age                          |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------------------------|--------|
| 2020                                                                                                                                                                                                                                                                                                                                                                             | 127,648   | 0 - 9 Years                  | 13.00% |
| 2023                                                                                                                                                                                                                                                                                                                                                                             | 126,379   | 10 - 17 Years                | 10.74% |
| 2028                                                                                                                                                                                                                                                                                                                                                                             | 128,041   | 18 - 24 Years                | 8.51%  |
| Educational Attainment (%)                                                                                                                                                                                                                                                                                                                                                       |           | 25 - 34 Years                | 14.85% |
| Graduate or Professional<br>Degree                                                                                                                                                                                                                                                                                                                                               | 10.78%    | 35 - 44 Years                | 13.05% |
|                                                                                                                                                                                                                                                                                                                                                                                  |           | 45 - 54 Years                | 12.86% |
| Bachelors Degree                                                                                                                                                                                                                                                                                                                                                                 | 22.62%    | 55 - 64 Years                | 12.57% |
| Associate Degree                                                                                                                                                                                                                                                                                                                                                                 | 8.71%     | 65 and Older                 | 14.42% |
| Some College                                                                                                                                                                                                                                                                                                                                                                     | 23.00%    | Median Age                   | 37.14  |
| High School Graduate<br>(GED)                                                                                                                                                                                                                                                                                                                                                    | 20.31%    | Average Age                  | 38.40  |
| Some High School, No<br>Degree                                                                                                                                                                                                                                                                                                                                                   | 5.58%     | Race Distribution (%)        |        |
| Less than 9th Grade                                                                                                                                                                                                                                                                                                                                                              | 8.99%     | White                        | 40.97% |
|                                                                                                                                                                                                                                                                                                                                                                                  |           | Black/African American       | 2.14%  |
| Income Average HH                                                                                                                                                                                                                                                                                                                                                                | \$186,805 | American Indian/<br>Alaskan  | 2.09%  |
| Median HH                                                                                                                                                                                                                                                                                                                                                                        | \$132,401 | Asian                        | 12.39% |
| Per Capita                                                                                                                                                                                                                                                                                                                                                                       | \$58,360  | Native Hawaiian/<br>Islander | 0.34%  |
| 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. |           | Other Race                   | 23.88% |
|                                                                                                                                                                                                                                                                                                                                                                                  |           | Two or More Races            | 18.19% |
|                                                                                                                                                                                                                                                                                                                                                                                  |           | Hispanic                     | 45.71% |



## **Jane Howard**

Gilroy Chamber of Commerce & Economic Development Interim President / CEO

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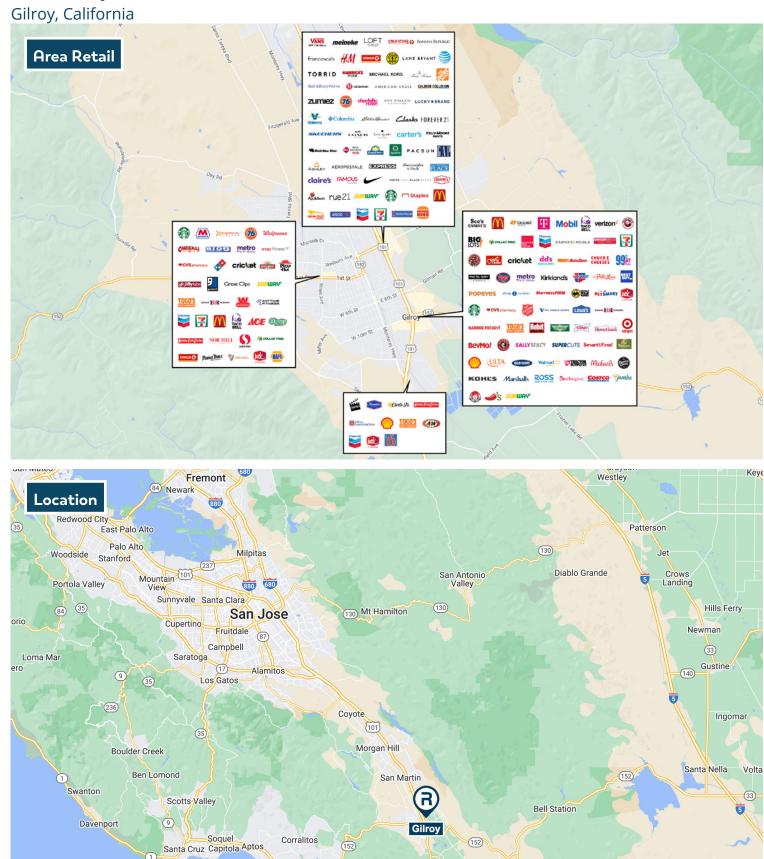
## **Charles R. Parker**

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## Primary Retail Trade Area • Retail Market Profile



156 156B

[101]

Freedom

Watsonville

Logan Aromas