TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

GILROY, CALIFORNIA

PREPARED FOR CITY OF GILROY
JUNE 2026

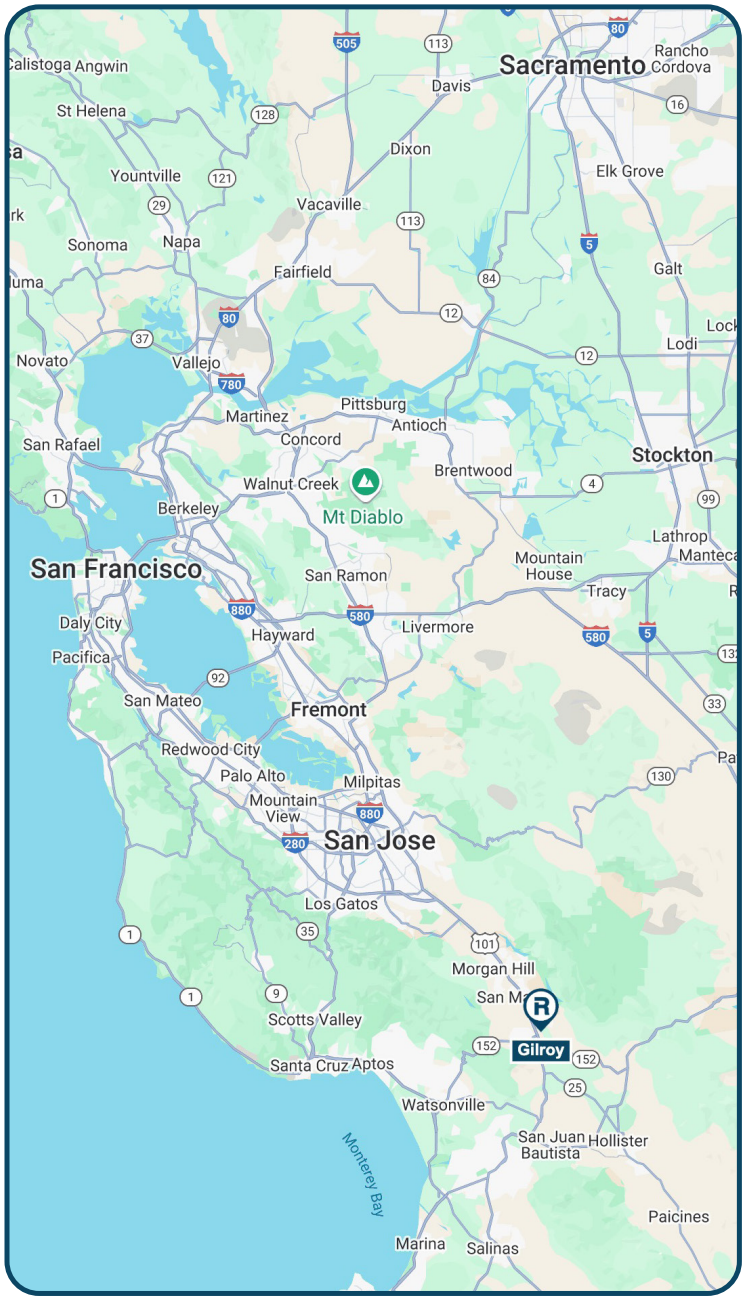
Community — Gilroy, California

DEMOGRAPHIC SNAPSHOT

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Population

2020	59,520
2026	61,875
2031	63,935



Age

0-9 Years	12.23%
10 - 17 Years	11.83%
18 - 24 Years	10.76%
25 - 34 Years	11.54%
35 - 44 Years	13.39%
45 - 54 Years	13.08%
55 - 64 Years	12.07%
65 and Older	15.09%
Median Age	37.80
Average Age	38.50

Educational Attainment (%)

Graduate or Professional Degree	9.59%
Bachelors Degree	18.82%
Associate Degree	8.73%
Some College	23.68%
High School Graduate (GED)	22.17%
Some High School, No Degree	7.35%
Less than 9th Grade	9.66%

Income

Average HH	$186,194
Median HH	$136,312
Per Capita	$54,511

Race Distribution

White	31.76%
Black/African American	2.62%
American Indian/Alaskan	2.48%
Asian	12.42%
Native Hawaiian/Islander	0.34%
Other Race	30.05%
Two or More Races	20.33%
Hispanic	56.92%
Non-Hispanic	43.08%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	63,935	
2026 Estimate	61,875	
2020 Census	59,520	
2010 Census	48,783	
Growth 2026 - 2031		3.33%
Growth 2020 - 2026		3.96%
Growth 2010 - 2020		22.01%
2026 Est. Population by Single-Classification Race	**61,875**	
White Alone	19,654	31.76%
Black or African American Alone	1,624	2.62%
Amer. Indian and Alaska Native Alone	1,533	2.48%
Asian Alone	7,683	12.42%
Native Hawaiian and Other Pacific Island Alone	211	0.34%
Some Other Race Alone	18,592	30.05%
Two or More Races	12,578	20.33%
2026 Est. Population by Hispanic or Latino Origin	**61,875**	
Not Hispanic or Latino	26,653	43.08%
Hispanic or Latino	35,222	56.92%
Mexican	30,246	85.87%
Puerto Rican	741	2.10%
Cuban	406	1.15%
All Other Hispanic or Latino	3,829	10.87%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**35,222**	
White Alone	5,152	14.63%
Black or African American Alone	173	0.49%
American Indian and Alaska Native Alone	1,389	3.94%
Asian Alone	270	0.77%
Native Hawaiian and Other Pacific Islander Alone	71	0.20%
Some Other Race Alone	18,238	51.78%
Two or More Races	9,929	28.19%
2026 Est. Pop by Race, Asian Alone, by Category	**7,683**	
Chinese, except Taiwanese	997	12.98%
Filipino	2,257	29.38%
Japanese	304	3.96%
Asian Indian	2,087	27.16%
Korean	330	4.29%
Vietnamese	656	8.54%
Cambodian	213	2.77%
Hmong	97	1.26%
Laotian	20	0.26%
Thai	3	0.04%
All Other Asian Races Including 2+ Category	719	9.36%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**61,875**	
Arab	252	0.41%
Czech	47	0.08%
Danish	205	0.33%
Dutch	260	0.42%
English	2,260	3.65%
French (except Basque)	929	1.50%
French Canadian	17	0.03%
German	3,021	4.88%
Greek	155	0.25%
Hungarian	118	0.19%
Irish	2,561	4.14%
Italian	2,483	4.01%
Lithuanian	20	0.03%
United States or American	720	1.16%
Norwegian	752	1.21%
Polish	190	0.31%
Portuguese	914	1.48%
Russian	222	0.36%
Scottish	585	0.95%
Scotch-Irish	252	0.41%
Slovak	47	0.08%
Subsaharan African	252	0.41%
Swedish	376	0.61%
Swiss	139	0.23%
Ukrainian	158	0.26%
Welsh	167	0.27%
West Indian (except Hisp. groups)	64	0.10%
Other ancestries	33,185	53.63%
Ancestry Unclassified	11,524	18.62%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	31,869	54.72%
Speak Asian/Pacific Island Language at Home	3,003	5.16%
Speak IndoEuropean Language at Home	2,189	3.76%
Speak Spanish at Home	20,912	35.91%
Speak Other Language at Home	118	0.20%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**61,875**	
Age 0 - 4	3,636	5.88%
Age 5 - 9	3,932	6.36%
Age 10 - 14	4,432	7.16%
Age 15 - 17	2,889	4.67%
Age 18 - 20	2,899	4.68%
Age 21 - 24	3,759	6.08%
Age 25 - 34	7,141	11.54%
Age 35 - 44	8,287	13.39%
Age 45 - 54	8,093	13.08%
Age 55 - 64	7,468	12.07%
Age 65 - 74	5,441	8.79%
Age 75 - 84	2,866	4.63%
Age 85 and over	1,032	1.67%
Age 16 and over	48,915	79.06%
Age 18 and over	46,986	75.94%
Age 21 and over	44,087	71.25%
Age 65 and over	9,339	15.09%
2026 Est. Median Age		37.80
2026 Est. Average Age		38.50
2026 Est. Population by Sex	**61,875**	
Male	30,941	50.01%
Female	30,934	49.99%
2026 Est. Male Population by Age	**30,941**	
Age 0 - 4	1,862	6.02%
Age 5 - 9	2,071	6.69%
Age 10 - 14	2,207	7.13%
Age 15 - 17	1,495	4.83%
Age 18 - 20	1,507	4.87%
Age 21 - 24	1,962	6.34%
Age 25 - 34	3,665	11.85%
Age 35 - 44	4,113	13.29%
Age 45 - 54	4,121	13.32%
Age 55 - 64	3,730	12.06%
Age 65 - 74	2,545	8.23%
Age 75 - 84	1,290	4.17%
Age 85 and over	373	1.21%
2026 Est. Median Age, Male		36.76
2026 Est. Average Age, Male		37.60

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**30,934**	
Age 0 - 4	1,774	5.74%
Age 5 - 9	1,861	6.02%
Age 10 - 14	2,225	7.19%
Age 15 - 17	1,394	4.51%
Age 18 - 20	1,392	4.50%
Age 21 - 24	1,797	5.81%
Age 25 - 34	3,476	11.24%
Age 35 - 44	4,174	13.49%
Age 45 - 54	3,972	12.84%
Age 55 - 64	3,738	12.08%
Age 65 - 74	2,896	9.36%
Age 75 - 84	1,576	5.09%
Age 85 and over	659	2.13%
2026 Est. Median Age, Female		38.81
2026 Est. Average Age, Female		39.40
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,624	37.34%
Males, Never Married	10,325	20.70%
Females, Never Married	8,299	16.64%
Married, Spouse present	22,071	44.25%
Married, Spouse absent	2,289	4.59%
Widowed	2,309	4.63%
Males Widowed	579	1.16%
Females Widowed	1,730	3.47%
Divorced	4,582	9.19%
Males Divorced	1,632	3.27%
Females Divorced	2,950	5.91%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,895	9.66%
Some High School, no diploma	2,965	7.35%
High School Graduate (or GED)	8,940	22.17%
Some College, no degree	9,551	23.68%
Associate Degree	3,521	8.73%
Bachelor's Degree	7,590	18.82%
Master's Degree	2,969	7.36%
Professional School Degree	520	1.29%
Doctorate Degree	377	0.94%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,010	29.07%
High School Graduate	5,235	25.32%
Some College or Associate's Degree	6,318	30.56%
Bachelor's Degree or Higher	3,111	15.05%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	18,463	
2026 Estimate	17,925	
2020 Census	17,543	
2010 Census	14,151	
Growth 2026 - 2031		3.00%
Growth 2020 - 2026		2.18%
Growth 2010 - 2020		23.97%
2026 Est. Households by Household Type	**17,925**	
Family Households	14,407	80.37%
Nonfamily Households	3,518	19.63%
2026 Est. Group Quarters Population	648	
2026 Households by Ethnicity, Hispanic/Latino	8,548	
2026 Est. Households by Household Income	**17,925**	
Income < $15,000	664	3.70%
Income $15,000 - $24,999	560	3.12%
Income $25,000 - $34,999	755	4.21%
Income $35,000 - $49,999	980	5.47%
Income $50,000 - $74,999	1,769	9.87%
Income $75,000 - $99,999	1,819	10.15%
Income $100,000 - $124,999	1,624	9.06%
Income $125,000 - $149,999	1,729	9.65%
Income $150,000 - $199,999	2,611	14.57%
Income $200,000 - $249,999	1,578	8.80%
Income $250,000 - $499,999	1,853	10.34%
Income $500,000+	1,983	11.06%
2026 Est. Average Household Income		$186,194
2026 Est. Median Household Income		$136,312
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$142,550
Black or African American Alone		$80,152
American Indian and Alaska Native Alone		$117,915
Asian Alone		$200,000
Native Hawaiian and Other Pacific Islander Alone		$129,394
Some Other Race Alone		$115,704
Two or More Races		$135,942
Hispanic or Latino		$111,780
Not Hispanic or Latino		$187,604

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**17,925**	
Family Households with Children	6,671	37.22%
Family Households without Children	11,254	62.78%
Married-Couple Families	**9,865**	**55.03%**
Married-Couple Family, own children	4,645	25.91%
Married-Couple Family, no own children	5,220	29.12%
Cohabitating-Couple Families	**1,363**	**7.60%**
Cohabitating-Couple Family, own children	725	4.04%
Cohabitating-Couple Family, no own children	638	3.56%
Male Householder Families	**2,150**	**11.99%**
Male Householder, own children	138	0.77%
Male Householder, no own children	546	3.05%
Male Householder, only Nonrelatives	225	1.25%
Male Householder, Living Alone	1,241	6.92%
Female Householder Families	**4,547**	**25.37%**
Female Householder, own children	1,163	6.49%
Female Householder, no own children	1,807	10.08%
Female Householder, only Nonrelatives	196	1.09%
Female Householder, Living Alone	1,381	7.70%
2026 Est. Households by Household Size	**17,925**	
1-person	2,179	12.16%
2-person	4,524	25.24%
3-person	3,119	17.40%
4-person	3,625	20.22%
5-person	2,335	13.03%
6-person	969	5.41%
7-or-more-person	1,174	6.55%
2026 Est. Average Household Size		3.42
2026 Est. Households by Number of Vehicles	**17,925**	
No Vehicles	773	4.31%
1 Vehicle	3,677	20.51%
2 Vehicles	7,018	39.15%
3 Vehicles	3,989	22.25%
4 Vehicles	1,576	8.79%
5 or more Vehicles	892	4.98%
2026 Est. Average Number of Vehicles		2.3

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	14,860	
2026 Estimate	14,407	
2020 Estimate	14,096	
2010 Census	11,277	
Growth 2026 - 2031		3.14%
Growth 2020 - 2026		2.21%
Growth 2010 - 2020		25.00%
2026 Est. Families by Poverty Status	**14,407**	
2026 Families at or Above Poverty	13,745	95.40%
2026 Families at or Above Poverty with Children	7,075	49.11%
2026 Families Below Poverty	662	4.59%
2026 Families Below Poverty with Children	509	3.53%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	30,628	62.62%
Civilian Labor Force, Unemployed	2,011	4.11%
Armed Forces	16	0.03%
Not in Labor Force	16,260	33.24%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	21,307	69.38%
Non-Profit Private Workers	1,835	5.97%
Local Government Workers	701	2.28%
State Government Workers	751	2.45%
Federal Government Workers	3,005	9.79%
Self-Employed Workers	3,072	10.00%
Unpaid Family Workers	38	0.12%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	633	2.06%
Arts/Entertainment/Sports	239	0.78%
Building Grounds Maintenance	1,106	3.60%
Business/Financial Operations	1,910	6.22%
Community/Social Services	341	1.11%
Computer/Mathematical	590	1.92%
Construction/Extraction	2,466	8.03%
Education/Training/Library	1,509	4.91%
Farming/Fishing/Forestry	696	2.27%
Food Prep/Serving	1,840	5.99%
Health Practitioner/Technician	1,486	4.84%
Healthcare Support	1,660	5.41%
Maintenance Repair	927	3.02%
Legal	169	0.55%
Life/Physical/Social Science	142	0.46%
Management	3,750	12.21%
Office/Admin. Support	3,032	9.87%
Production	1,523	4.96%
Protective Services	582	1.89%
Sales/Related	3,079	10.03%
Personal Care/Service	701	2.28%
Transportation/Moving	2,328	7.58%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	16,880	54.97%
Blue Collar	7,244	23.59%
Service and Farm	6,585	21.44%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	20,573	70.17%
Car Pooled	4,459	15.21%
Public Transportation	471	1.61%
Walked	418	1.43%
Bicycle	159	0.54%
Other Means	155	0.53%
Worked at Home	3,086	10.53%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,376	
15 - 29 Minutes	5,745	
30 - 44 Minutes	4,701	
45 - 59 Minutes	3,598	
60 or more Minutes	4,336	
2026 Est. Avg Travel Time to Work in Minutes		35

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**17,925**	
Owner Occupied	10,887	60.74%
Renter Occupied	7,038	39.26%
2026 Owner Occ. HUs: Avg. Length of Residence		16.60†
2026 Renter Occ. HUs: Avg. Length of Residence		9.00†
2026 Est. Owner-Occupied Housing Units by Value	**10,887**	
Value Less than $20,000	172	1.58%
Value $20,000 - $39,999	42	0.39%
Value $40,000 - $59,999	40	0.37%
Value $60,000 - $79,999	94	0.86%
Value $80,000 - $99,999	66	0.61%
Value $100,000 - $149,999	155	1.42%
Value $150,000 - $199,999	17	0.16%
Value $200,000 - $299,999	61	0.56%
Value $300,000 - $399,999	76	0.70%
Value $400,000 - $499,999	106	0.97%
Value $500,000 - $749,999	1,009	9.27%
Value $750,000 - $999,999	2,838	26.07%
Value $1,000,000 or $1,499,999	3,825	35.13%
Value $1,500,000 or $1,999,999	1,604	14.73%
Value $2,000,000+	782	7.18%
2026 Est. Median All Owner-Occupied Housing Value		$1,079,555
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	13,133	70.44%
1 Unit Attached	1,104	5.92%
2 Units	81	0.43%
3 or 4 Units	1,162	6.23%
5 to 19 Units	1,356	7.27%
20 to 49 Units	439	2.35%
50 or More Units	969	5.20%
Mobile Home or Trailer	379	2.03%
Boat, RV, Van, etc.	22	0.12%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	646	3.46%
Housing Units Built 2010 to 2019	2,500	13.41%
Housing Units Built 2000 to 2009	3,363	18.04%
Housing Units Built 1990 to 1999	2,634	14.13%
Housing Units Built 1980 to 1989	2,589	13.89%
Housing Units Built 1970 to 1979	3,066	16.44%
Housing Units Built 1960 to 1969	1,522	8.16%
Housing Units Built 1950 to 1959	982	5.27%
Housing Units Built 1940 to 1949	487	2.61%
Housing Unit Built 1939 or Earlier	856	4.59%
2026 Est. Median Year Structure Built		1989

† 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.

TheRetailCoach®

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, Unacast, 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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