TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

GILROY, CALIFORNIA

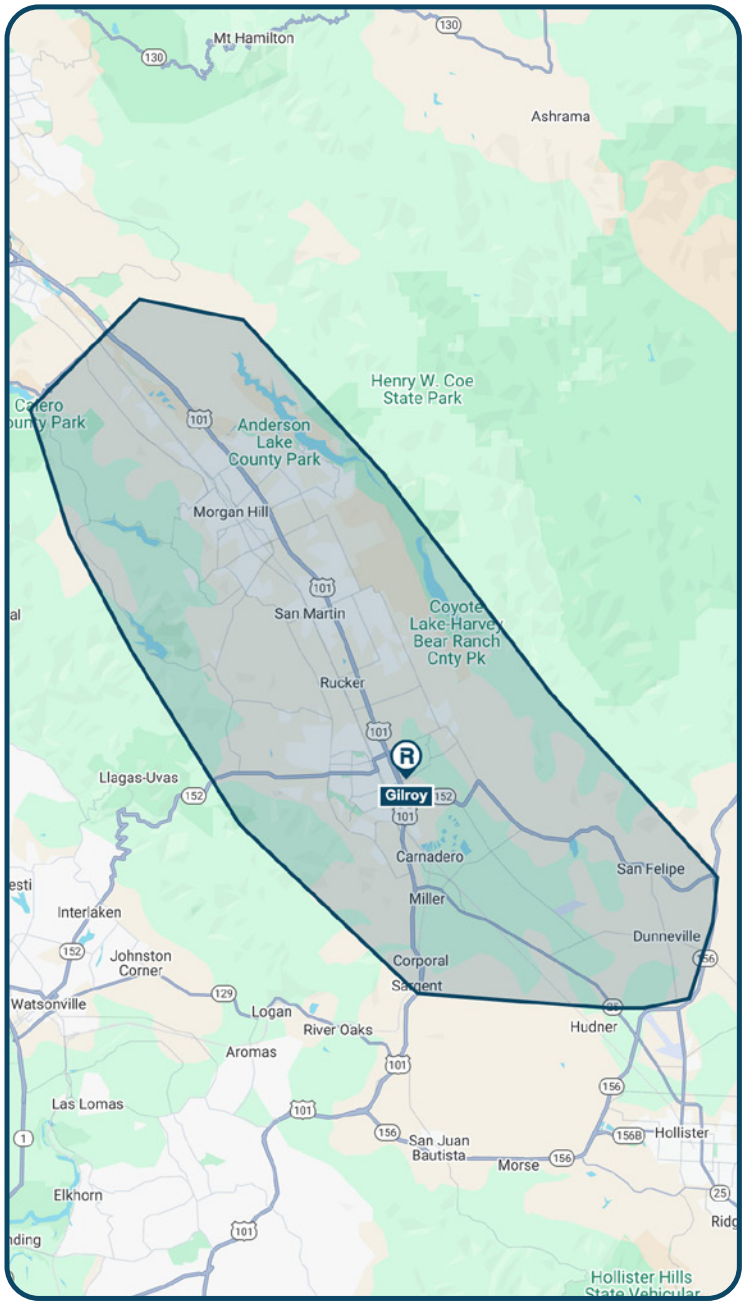
PREPARED FOR CITY OF GILROY
JUNE 2026

Primary Retail Trade Area — Gilroy, California

DEMOGRAPHIC SNAPSHOT

www.CityofGilroy.org www.Gilroy.org

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Population

2020	127,623
2026	130,591
2031	133,825

Age

0-9 Years	11.39%
10 - 17 Years	10.89%
18 - 24 Years	10.18%
25 - 34 Years	10.99%
35 - 44 Years	12.90%
45 - 54 Years	12.83%
55 - 64 Years	13.31%
65 and Older	17.52%
Median Age	40.17
Average Age	40.26

Educational Attainment (%)

Graduate or Professional Degree	12.53%
Bachelors Degree	23.19%
Associate Degree	8.40%
Some College	22.38%
High School Graduate (GED)	20.37%
Some High School, No Degree	5.48%
Less than 9th Grade	7.66%

Income

Average HH	$221,768
Median HH	$153,130
Per Capita	$68,901

Race Distribution

White	39.33%
Black/African American	2.32%
American Indian/Alaskan	2.08%
Asian	13.65%
Native Hawaiian/Islander	0.34%
Other Race	23.91%
Two or More Races	18.37%
Hispanic	46.23%
Non-Hispanic	53.77%

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DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	133,825	
2026 Estimate	130,591	
2020 Census	127,623	
2010 Census	109,244	
Growth 2026 - 2031		2.48%
Growth 2020 - 2026		2.33%
Growth 2010 - 2020		16.82%
2026 Est. Population by Single-Classification Race	**130,591**	
White Alone	51,355	39.33%
Black or African American Alone	3,027	2.32%
Amer. Indian and Alaska Native Alone	2,718	2.08%
Asian Alone	17,822	13.65%
Native Hawaiian and Other Pacific Island Alone	445	0.34%
Some Other Race Alone	31,230	23.91%
Two or More Races	23,993	18.37%
2026 Est. Population by Hispanic or Latino Origin	**130,591**	
Not Hispanic or Latino	70,221	53.77%
Hispanic or Latino	60,370	46.23%
Mexican	51,330	85.03%
Puerto Rican	1,019	1.69%
Cuban	532	0.88%
All Other Hispanic or Latino	7,490	12.41%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**60,370**	
White Alone	9,092	15.06%
Black or African American Alone	276	0.46%
American Indian and Alaska Native Alone	2,374	3.93%
Asian Alone	491	0.81%
Native Hawaiian and Other Pacific Islander Alone	109	0.18%
Some Other Race Alone	30,480	50.49%
Two or More Races	17,548	29.07%
2026 Est. Pop by Race, Asian Alone, by Category	**17,822**	
Chinese, except Taiwanese	3,296	18.49%
Filipino	4,021	22.56%
Japanese	909	5.10%
Asian Indian	4,394	24.66%
Korean	798	4.48%
Vietnamese	2,388	13.40%
Cambodian	298	1.67%
Hmong	98	0.55%
Laotian	25	0.14%
Thai	4	0.02%
All Other Asian Races Including 2+ Category	1,591	8.93%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**130,591**	
Arab	429	0.33%
Czech	185	0.14%
Danish	569	0.44%
Dutch	832	0.64%
English	7,348	5.63%
French (except Basque)	1,954	1.50%
French Canadian	297	0.23%
German	7,848	6.01%
Greek	418	0.32%
Hungarian	296	0.23%
Irish	7,074	5.42%
Italian	6,160	4.72%
Lithuanian	105	0.08%
United States or American	2,078	1.59%
Norwegian	1,236	0.95%
Polish	773	0.59%
Portuguese	2,322	1.78%
Russian	373	0.29%
Scottish	1,774	1.36%
Scotch-Irish	650	0.50%
Slovak	105	0.08%
Subsaharan African	636	0.49%
Swedish	924	0.71%
Swiss	458	0.35%
Ukrainian	321	0.25%
Welsh	486	0.37%
West Indian (except Hisp. groups)	221	0.17%
Other ancestries	63,308	48.48%
Ancestry Unclassified	21,410	16.39%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	74,438	60.35%
Speak Asian/Pacific Island Language at Home	8,216	6.66%
Speak IndoEuropean Language at Home	4,792	3.88%
Speak Spanish at Home	35,188	28.53%
Speak Other Language at Home	454	0.37%

Primary Retail Trade Area — Gilroy, California

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DESCRIPTION	DATA	%
2026 Est. Population by Age	**130,591**	
Age 0 - 4	7,256	5.56%
Age 5 - 9	7,617	5.83%
Age 10 - 14	8,577	6.57%
Age 15 - 17	5,637	4.32%
Age 18 - 20	5,713	4.37%
Age 21 - 24	7,581	5.80%
Age 25 - 34	14,357	10.99%
Age 35 - 44	16,843	12.90%
Age 45 - 54	16,751	12.83%
Age 55 - 64	17,375	13.31%
Age 65 - 74	13,307	10.19%
Age 75 - 84	7,178	5.50%
Age 85 and over	2,399	1.84%
Age 16 and over	105,264	80.61%
Age 18 and over	101,504	77.73%
Age 21 and over	95,791	73.35%
Age 65 and over	22,884	17.52%
2026 Est. Median Age		40.17
2026 Est. Average Age		40.26
2026 Est. Population by Sex	**130,591**	
Male	65,349	50.04%
Female	65,242	49.96%
2026 Est. Male Population by Age	**65,349**	
Age 0 - 4	3,714	5.68%
Age 5 - 9	3,913	5.99%
Age 10 - 14	4,299	6.58%
Age 15 - 17	2,881	4.41%
Age 18 - 20	2,937	4.49%
Age 21 - 24	3,908	5.98%
Age 25 - 34	7,435	11.38%
Age 35 - 44	8,438	12.91%
Age 45 - 54	8,452	12.93%
Age 55 - 64	8,778	13.43%
Age 65 - 74	6,420	9.82%
Age 75 - 84	3,264	5.00%
Age 85 and over	911	1.39%
2026 Est. Median Age, Male		39.34
2026 Est. Average Age, Male		39.56

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**65,242**	
Age 0 - 4	3,543	5.43%
Age 5 - 9	3,703	5.68%
Age 10 - 14	4,278	6.56%
Age 15 - 17	2,756	4.22%
Age 18 - 20	2,776	4.25%
Age 21 - 24	3,673	5.63%
Age 25 - 34	6,922	10.61%
Age 35 - 44	8,405	12.88%
Age 45 - 54	8,300	12.72%
Age 55 - 64	8,598	13.18%
Age 65 - 74	6,887	10.56%
Age 75 - 84	3,913	6.00%
Age 85 and over	1,489	2.28%
2026 Est. Median Age, Female		41.00
2026 Est. Average Age, Female		40.95
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	36,760	34.31%
Males, Never Married	19,855	18.53%
Females, Never Married	16,905	15.78%
Married, Spouse present	51,192	47.78%
Married, Spouse absent	4,711	4.40%
Widowed	4,660	4.35%
Males Widowed	1,314	1.23%
Females Widowed	3,347	3.12%
Divorced	9,817	9.16%
Males Divorced	3,889	3.63%
Females Divorced	5,928	5.53%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,756	7.66%
Some High School, no diploma	4,831	5.48%
High School Graduate (or GED)	17,970	20.37%
Some College, no degree	19,741	22.38%
Associate Degree	7,410	8.40%
Bachelor's Degree	20,452	23.19%
Master's Degree	7,923	8.98%
Professional School Degree	1,960	2.22%
Doctorate Degree	1,168	1.32%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	9,594	26.88%
High School Graduate	9,330	26.14%
Some College or Associate's Degree	10,598	29.69%
Bachelor's Degree or Higher	6,168	17.28%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	40,934	
2026 Estimate	40,069	
2020 Census	39,596	
2010 Census	33,484	
Growth 2026 - 2031		2.16%
Growth 2020 - 2026		1.19%
Growth 2010 - 2020		18.25%
2026 Est. Households by Household Type	**40,069**	
Family Households	31,634	78.95%
Nonfamily Households	8,435	21.05%
2026 Est. Group Quarters Population	1,623	
2026 Households by Ethnicity, Hispanic/Latino	14,716	
2026 Est. Households by Household Income	**40,069**	
Income < $15,000	1,215	3.03%
Income $15,000 - $24,999	998	2.49%
Income $25,000 - $34,999	1,294	3.23%
Income $35,000 - $49,999	2,036	5.08%
Income $50,000 - $74,999	3,527	8.80%
Income $75,000 - $99,999	3,675	9.17%
Income $100,000 - $124,999	3,502	8.74%
Income $125,000 - $149,999	3,407	8.50%
Income $150,000 - $199,999	5,079	12.68%
Income $200,000 - $249,999	3,338	8.33%
Income $250,000 - $499,999	4,891	12.21%
Income $500,000+	7,107	17.74%
2026 Est. Average Household Income		$221,768
2026 Est. Median Household Income		$153,130
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$191,556
Black or African American Alone		$122,119
American Indian and Alaska Native Alone		$107,312
Asian Alone		$200,000
Native Hawaiian and Other Pacific Islander Alone		$127,541
Some Other Race Alone		$122,227
Two or More Races		$133,320
Hispanic or Latino		$114,420
Not Hispanic or Latino		$196,115

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**40,069**	
Family Households with Children	13,938	34.78%
Family Households without Children	26,131	65.21%
Married-Couple Families	**23,427**	**58.47%**
Married-Couple Family, own children	10,218	25.50%
Married-Couple Family, no own children	13,208	32.96%
Cohabitating-Couple Families	**2,726**	**6.80%**
Cohabitating-Couple Family, own children	1,268	3.16%
Cohabitating-Couple Family, no own children	1,458	3.64%
Male Householder Families	**4,992**	**12.46%**
Male Householder, own children	329	0.82%
Male Householder, no own children	1,196	2.98%
Male Householder, only Nonrelatives	587	1.46%
Male Householder, Living Alone	2,880	7.19%
Female Householder Families	**8,924**	**22.27%**
Female Householder, own children	2,123	5.30%
Female Householder, no own children	3,288	8.21%
Female Householder, only Nonrelatives	424	1.06%
Female Householder, Living Alone	3,090	7.71%
2026 Est. Households by Household Size	**40,069**	
1-person	5,343	13.33%
2-person	11,515	28.74%
3-person	6,989	17.44%
4-person	7,921	19.77%
5-person	4,423	11.04%
6-person	1,907	4.76%
7-or-more-person	1,971	4.92%
2026 Est. Average Household Size		3.22
2026 Est. Households by Number of Vehicles	**40,069**	
No Vehicles	1,444	3.60%
1 Vehicle	8,016	20.01%
2 Vehicles	15,733	39.27%
3 Vehicles	8,749	21.83%
4 Vehicles	3,848	9.60%
5 or more Vehicles	2,279	5.69%
2026 Est. Average Number of Vehicles		2.4

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	32,334	
2026 Estimate	31,634	
2020 Estimate	31,245	
2010 Census	26,491	
Growth 2026 - 2031		2.21%
Growth 2020 - 2026		1.25%
Growth 2010 - 2020		17.95%
2026 Est. Families by Poverty Status	**31,634**	
2026 Families at or Above Poverty	30,443	96.23%
2026 Families at or Above Poverty with Children	14,702	46.48%
2026 Families Below Poverty	1,191	3.77%
2026 Families Below Poverty with Children	878	2.77%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	65,491	62.22%
Civilian Labor Force, Unemployed	3,848	3.66%
Armed Forces	16	0.02%
Not in Labor Force	35,910	34.11%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	45,224	69.14%
Non-Profit Private Workers	3,906	5.97%
Local Government Workers	1,059	1.62%
State Government Workers	1,464	2.24%
Federal Government Workers	5,941	9.08%
Self-Employed Workers	7,686	11.75%
Unpaid Family Workers	130	0.20%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,196	3.36%
Arts/Entertainment/Sports	846	1.29%
Building Grounds Maintenance	2,334	3.57%
Business/Financial Operations	4,185	6.40%
Community/Social Services	703	1.07%
Computer/Mathematical	2,061	3.15%
Construction/Extraction	4,322	6.61%
Education/Training/Library	3,237	4.95%
Farming/Fishing/Forestry	1,105	1.69%
Food Prep/Serving	3,180	4.86%
Health Practitioner/Technician	3,360	5.14%
Healthcare Support	2,797	4.28%
Maintenance Repair	1,851	2.83%
Legal	403	0.62%
Life/Physical/Social Science	409	0.63%
Management	10,404	15.91%
Office/Admin. Support	6,357	9.72%
Production	2,879	4.40%
Protective Services	1,345	2.06%
Sales/Related	5,687	8.69%
Personal Care/Service	1,821	2.78%
Transportation/Moving	3,928	6.00%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	39,848	60.92%
Blue Collar	12,980	19.84%
Service and Farm	12,582	19.24%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	43,158	69.26%
Car Pooled	7,979	12.81%
Public Transportation	1,063	1.71%
Walked	1,025	1.64%
Bicycle	321	0.52%
Other Means	387	0.62%
Worked at Home	8,376	13.44%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,012	
15 - 29 Minutes	12,139	
30 - 44 Minutes	10,749	
45 - 59 Minutes	7,340	
60 or more Minutes	9,346	
2026 Est. Avg Travel Time to Work in Minutes		37

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**40,069**	
Owner Occupied	26,596	66.38%
Renter Occupied	13,473	33.63%
2026 Owner Occ. HUs: Avg. Length of Residence		17.47†
2026 Renter Occ. HUs: Avg. Length of Residence		8.80†
2026 Est. Owner-Occupied Housing Units by Value	**26,596**	
Value Less than $20,000	482	1.81%
Value $20,000 - $39,999	169	0.64%
Value $40,000 - $59,999	56	0.21%
Value $60,000 - $79,999	150	0.56%
Value $80,000 - $99,999	167	0.63%
Value $100,000 - $149,999	308	1.16%
Value $150,000 - $199,999	165	0.62%
Value $200,000 - $299,999	269	1.01%
Value $300,000 - $399,999	251	0.94%
Value $400,000 - $499,999	289	1.09%
Value $500,000 - $749,999	1,742	6.55%
Value $750,000 - $999,999	5,207	19.58%
Value $1,000,000 or $1,499,999	8,931	33.58%
Value $1,500,000 or $1,999,999	4,649	17.48%
Value $2,000,000+	3,762	14.15%
2026 Est. Median All Owner-Occupied Housing Value		$1,205,670
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	28,879	69.05%
1 Unit Attached	4,315	10.32%
2 Units	218	0.52%
3 or 4 Units	1,666	3.98%
5 to 19 Units	2,609	6.24%
20 to 49 Units	747	1.79%
50 or More Units	1,509	3.61%
Mobile Home or Trailer	1,713	4.10%
Boat, RV, Van, etc.	167	0.40%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,394	3.33%
Housing Units Built 2010 to 2019	5,623	13.45%
Housing Units Built 2000 to 2009	6,163	14.74%
Housing Units Built 1990 to 1999	6,184	14.79%
Housing Units Built 1980 to 1989	6,063	14.50%
Housing Units Built 1970 to 1979	9,052	21.64%
Housing Units Built 1960 to 1969	2,677	6.40%
Housing Units Built 1950 to 1959	1,926	4.61%
Housing Units Built 1940 to 1949	1,073	2.57%
Housing Unit Built 1939 or Earlier	1,668	3.99%
2026 Est. Median Year Structure Built		1987

† 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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