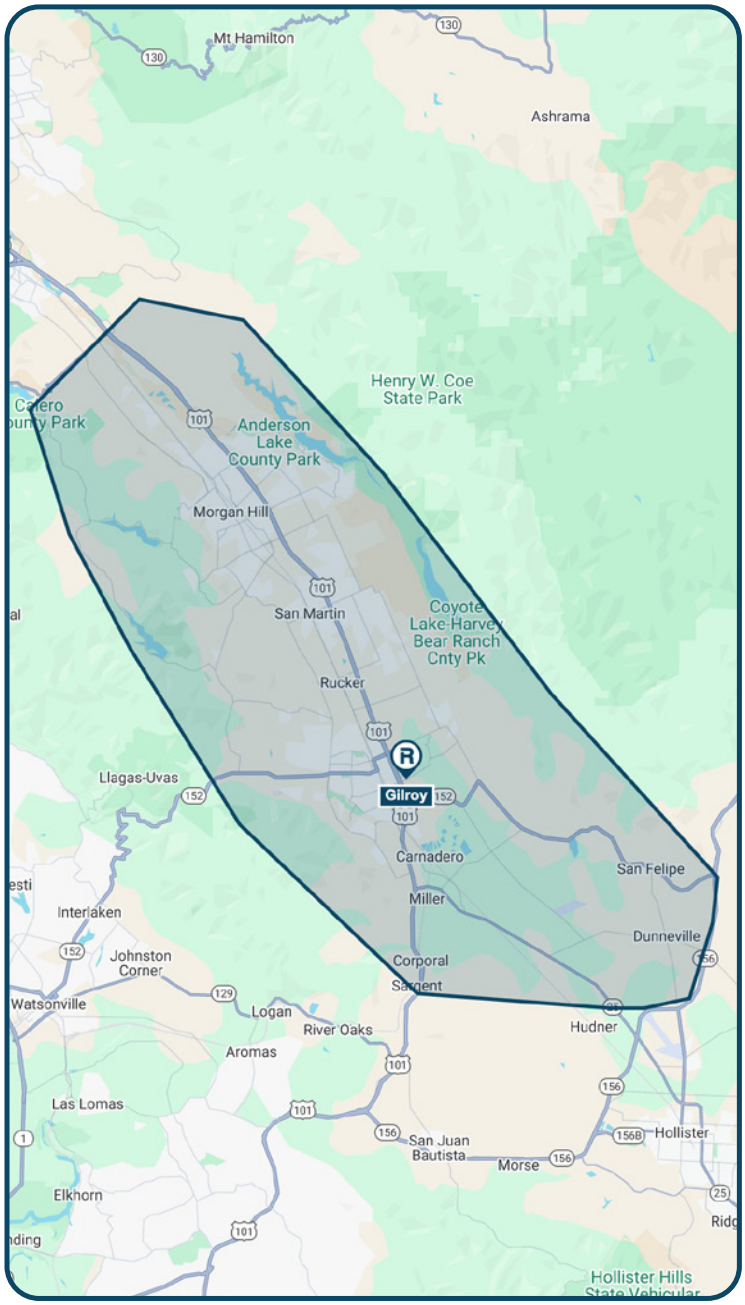
Primary Retail Trade Area — Gilroy, California

RETAIL MARKET PROFILE

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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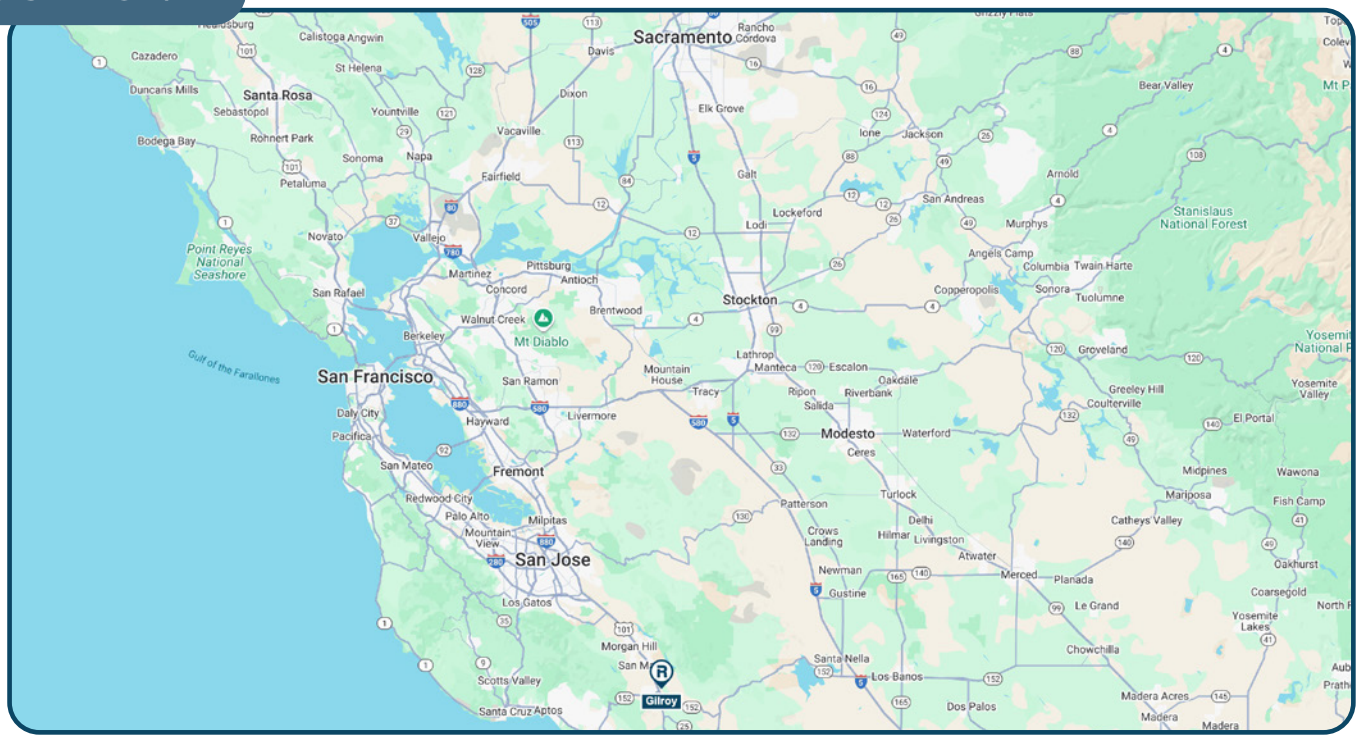
Primary Retail Trade Area — Gilroy, California

RETAIL MARKET PROFILE

AREA RETAIL



LOCATION



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