



The**Retail**Coach®

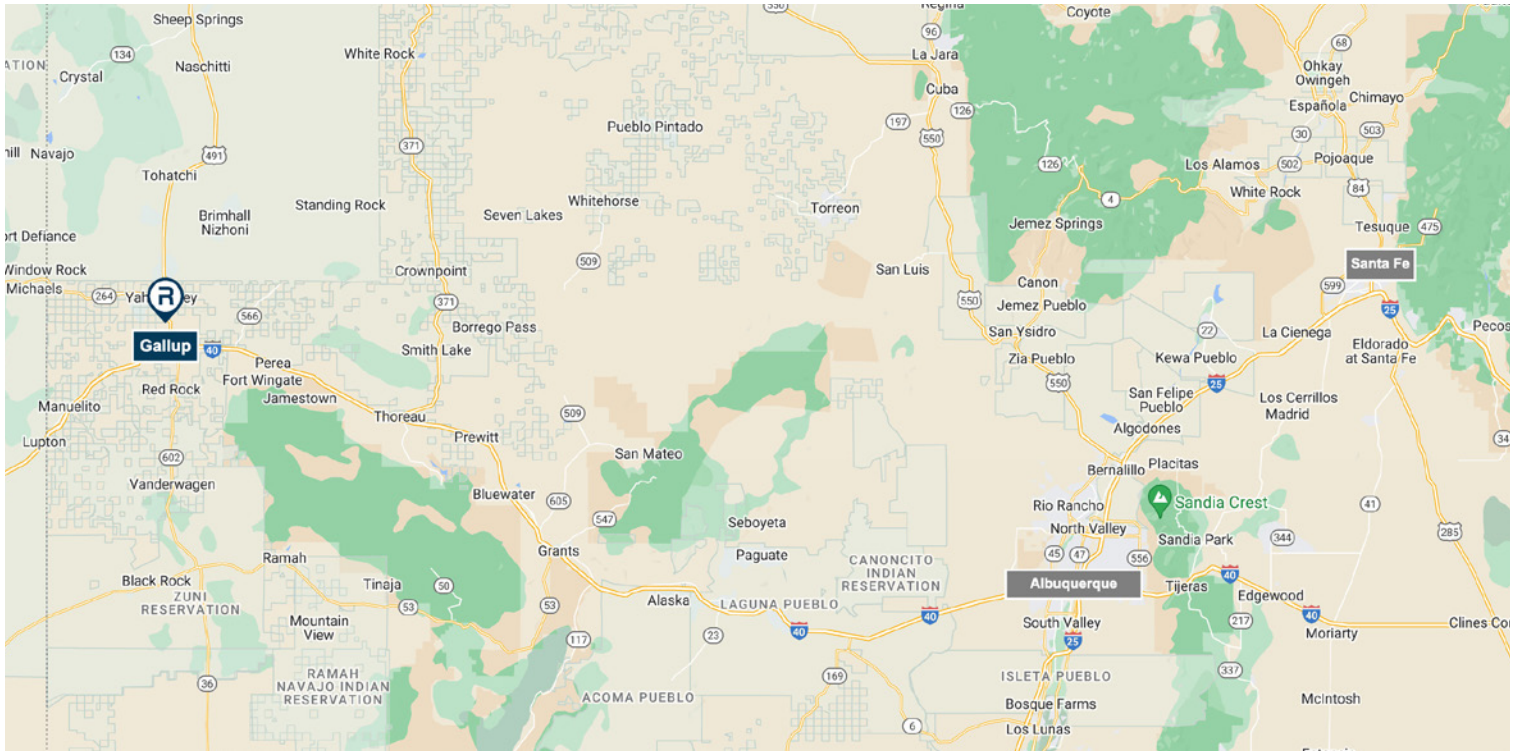
Community Demographic Profile

GALLUP, NEW MEXICO

Prepared for City of Gallup
September 2023

Community • Demographic Snapshot

Gallup, New Mexico



Population

2020	21,899
2023	21,866
2028	21,752

Educational Attainment (%)

Graduate or Professional Degree	9.92%
Bachelors Degree	9.68%
Associate Degree	7.06%
Some College	24.47%
High School Graduate (or GED)	34.15%
Some High School, No Degree	9.73%
Less than 9th Grade	4.98%

Income

Average HH	\$70,045
Median HH	\$51,730
Per Capita	\$24,784

Age

0 - 9 Years	14.22%
10 - 17 Years	12.06%
18 - 24 Years	9.43%
25 - 34 Years	13.65%
35 - 44 Years	13.04%
45 - 54 Years	10.85%
55 - 64 Years	10.96%
65 and Older	15.81%
Median Age	35.48
Average Age	37.60

Race Distribution (%)

White	21.31%
Black/African American	1.15%
American Indian/Alaskan	51.41%
Asian	3.34%
Native Hawaiian/Islander	0.08%
Other Race	11.11%
Two or More Races	11.59%
Hispanic	28.46%



CITY OF GALLUP

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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2028 Projection	21,752	
2023 Estimate	21,866	
2020 Census	21,899	
2010 Census	20,185	
Growth 2023 - 2028		-0.51%
Growth 2020 - 2023		-0.14%
Growth 2010 - 2020		8.49%
2023 Est. Population by Single-Classification Race	21,866	
White Alone	4,660	21.31%
Black or African American Alone	252	1.15%
Amer. Indian and Alaska Native Alone	11,242	51.41%
Asian Alone	730	3.34%
Native Hawaiian and Other Pacific Island Alone	17	0.08%
Some Other Race Alone	2,430	11.11%
Two or More Races	2,535	11.59%
2023 Est. Population by Hispanic or Latino Origin	21,866	
Not Hispanic or Latino	15,643	71.54%
Hispanic or Latino	6,223	28.46%
Mexican	4,454	71.57%
Puerto Rican	133	2.14%
Cuban	0	0.00%
All Other Hispanic or Latino	1,636	26.29%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	6,223	
White Alone	1,286	20.66%
Black or African American Alone	24	0.39%
American Indian and Alaska Native Alone	855	13.74%
Asian Alone	8	0.13%
Native Hawaiian and Other Pacific Islander Alone	2	0.03%
Some Other Race Alone	2,293	36.85%
Two or More Races	1,755	28.20%
2023 Est. Pop by Race, Asian Alone, by Category	730	
Chinese, except Taiwanese	20	2.74%
Filipino	436	59.73%
Japanese	10	1.37%
Asian Indian	62	8.49%
Korean	39	5.34%
Vietnamese	51	6.99%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	112	15.34%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	21,866	
Arab	97	0.44%
Czech	11	0.05%
Danish	20	0.09%
Dutch	203	0.93%
English	829	3.79%
French (except Basque)	141	0.65%
French Canadian	0	0.00%
German	441	2.02%
Greek	10	0.05%
Hungarian	88	0.40%
Irish	598	2.73%
Italian	232	1.06%
Lithuanian	0	0.00%
United States or American	257	1.17%
Norwegian	142	0.65%
Polish	19	0.09%
Portuguese	0	0.00%
Russian	11	0.05%
Scottish	117	0.54%
Scotch-Irish	34	0.16%
Slovak	0	0.00%
Subsaharan African	50	0.23%
Swedish	115	0.53%
Swiss	34	0.16%
Ukrainian	0	0.00%
Welsh	8	0.04%
West Indian (except Hisp. groups)	116	0.53%
Other ancestries	15,093	69.03%
Ancestry Unclassified	3,200	14.64%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,344	65.38%
Speak Asian/Pacific Island Language at Home	365	1.79%
Speak Indo-European Language at Home	180	0.88%
Speak Spanish at Home	2,705	13.25%
Speak Other Language at Home	3,816	18.70%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	21,866	
Age 0 - 4	1,456	6.66%
Age 5 - 9	1,653	7.56%
Age 10 - 14	1,675	7.66%
Age 15 - 17	961	4.39%
Age 18 - 20	882	4.03%
Age 21 - 24	1,179	5.39%
Age 25 - 34	2,984	13.65%
Age 35 - 44	2,851	13.04%
Age 45 - 54	2,372	10.85%
Age 55 - 64	2,397	10.96%
Age 65 - 74	2,003	9.16%
Age 75 - 84	1,039	4.75%
Age 85 and over	414	1.89%
Age 16 and over	16,765	76.67%
Age 18 and over	16,121	73.73%
Age 21 and over	15,239	69.69%
Age 65 and over	3,456	15.81%
2023 Est. Median Age		35.48
2023 Est. Average Age		37.60
2023 Est. Population by Sex	21,866	
Male	10,427	47.69%
Female	11,439	52.31%
2023 Est. Male Population by Age	10,427	
Age 0 - 4	747	7.16%
Age 5 - 9	833	7.99%
Age 10 - 14	869	8.33%
Age 15 - 17	488	4.68%
Age 18 - 20	455	4.36%
Age 21 - 24	591	5.67%
Age 25 - 34	1,460	14.00%
Age 35 - 44	1,331	12.77%
Age 45 - 54	1,120	10.74%
Age 55 - 64	1,060	10.17%
Age 65 - 74	896	8.59%
Age 75 - 84	452	4.33%
Age 85 and over	125	1.20%
2023 Est. Median Age, Male		33.38
2023 Est. Average Age, Male		36.00
2023 Est. Female Population by Age	11,439	
Age 0 - 4	709	6.20%
Age 5 - 9	820	7.17%
Age 10 - 14	806	7.05%
Age 15 - 17	473	4.13%
Age 18 - 20	427	3.73%
Age 21 - 24	588	5.14%
Age 25 - 34	1,524	13.32%
Age 35 - 44	1,520	13.29%
Age 45 - 54	1,252	10.95%
Age 55 - 64	1,337	11.69%
Age 65 - 74	1,107	9.68%
Age 75 - 84	587	5.13%
Age 85 and over	289	2.53%
2023 Est. Median Age, Female		37.40
2023 Est. Average Age, Female		39.00

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,231	42.33%
Males, Never Married	3,527	20.65%
Females, Never Married	3,704	21.68%
Married, Spouse present	5,951	34.84%
Married, Spouse absent	970	5.68%
Widowed	1,141	6.68%
Males Widowed	202	1.18%
Females Widowed	939	5.50%
Divorced	1,789	10.47%
Males Divorced	779	4.56%
Females Divorced	1,010	5.91%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	700	4.98%
Some High School, no diploma	1,368	9.73%
High School Graduate (or GED)	4,802	34.15%
Some College, no degree	3,441	24.47%
Associate Degree	993	7.06%
Bachelor's Degree	1,361	9.68%
Master's Degree	991	7.05%
Professional School Degree	251	1.78%
Doctorate Degree	153	1.09%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	570	15.64%
High School Graduate	1,631	44.76%
Some College or Associate's Degree	951	26.10%
Bachelor's Degree or Higher	492	13.50%
Households		
2028 Projection	7,461	
2023 Estimate	7,515	
2020 Census	7,546	
2010 Census	7,120	
Growth 2023 - 2028		-0.71%
Growth 2020 - 2023		-0.40%
Growth 2010 - 2020		5.98%
2023 Est. Households by Household Type	7,515	
Family Households	5,201	69.21%
Nonfamily Households	2,314	30.79%
2023 Est. Group Quarters Population	627	
2023 Households by Ethnicity, Hispanic/Latino	1,995	

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DESCRIPTION	DATA	%
2023 Est. Households by Household Income	7,515	
Income < \$15,000	1,481	19.71%
Income \$15,000 - \$24,999	729	9.70%
Income \$25,000 - \$34,999	584	7.77%
Income \$35,000 - \$49,999	860	11.44%
Income \$50,000 - \$74,999	1,408	18.74%
Income \$75,000 - \$99,999	826	10.99%
Income \$100,000 - \$124,999	573	7.62%
Income \$125,000 - \$149,999	338	4.50%
Income \$150,000 - \$199,999	320	4.26%
Income \$200,000 - \$249,999	215	2.86%
Income \$250,000 - \$499,999	137	1.82%
Income \$500,000+	44	0.59%
2023 Est. Average Household Income		\$70,045
2023 Est. Median Household Income		\$51,730
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,200
Black or African American Alone		\$74,043
American Indian and Alaska Native Alone		\$42,596
Asian Alone		\$92,223
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$47,957
Two or More Races		\$25,121
Hispanic or Latino		\$52,697
Not Hispanic or Latino		\$51,341
2023 Est. Family HH Type by Presence of Own Child.	5,201	
Married-Couple Family, own children	1,391	26.75%
Married-Couple Family, no own children	1,625	31.24%
Male Householder, own children	345	6.63%
Male Householder, no own children	229	4.40%
Female Householder, own children	973	18.71%
Female Householder, no own children	638	12.27%
2023 Est. Households by Household Size	7,515	
1-person	1,841	24.50%
2-person	2,466	32.81%
3-person	1,065	14.17%
4-person	1,093	14.54%
5-person	623	8.29%
6-person	244	3.25%
7-or-more-person	183	2.43%
2023 Est. Average Household Size		2.80
2023 Est. Households by Presence of People Under 18	7,515	
Households with 1 or More People under Age 18:	3,179	42.30%
Married-Couple Family	1,577	49.61%
Other Family, Male Householder	396	12.46%
Other Family, Female Householder	1,186	37.31%
Nonfamily, Male Householder	10	0.32%
Nonfamily, Female Householder	10	0.32%

DESCRIPTION	DATA	%
Households with No People under Age 18:	4,336	
Married-Couple Family	1,438	33.16%
Other Family, Male Householder	173	3.99%
Other Family, Female Householder	427	9.85%
Nonfamily, Male Householder	1,082	24.95%
Nonfamily, Female Householder	1,216	28.04%
2023 Est. Households by Number of Vehicles	7,515	
No Vehicles	666	8.86%
1 Vehicle	3,370	44.84%
2 Vehicles	2,048	27.25%
3 Vehicles	979	13.03%
4 Vehicles	378	5.03%
5 or more Vehicles	74	0.99%
2023 Est. Average Number of Vehicles		1.6
Family Households		
2028 Projection	5,169	
2023 Estimate	5,201	
2010 Census	4,857	
Growth 2023 - 2028		-0.61%
Growth 2010 - 2023		7.08%
2023 Est. Families by Poverty Status	5,201	
2023 Families at or Above Poverty	3,819	73.43%
2023 Families at or Above Poverty with Children	1,824	35.07%
2023 Families Below Poverty	1,382	26.57%
2023 Families Below Poverty with Children	1,172	22.53%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,027	47.88%
Civilian Labor Force, Unemployed	444	2.65%
Armed Forces	1	0.01%
Not in Labor Force	8,293	49.47%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	8,164	
For-Profit Private Workers	4,931	60.40%
Non-Profit Private Workers	465	5.70%
Local Government Workers	727	8.91%
State Government Workers	813	9.96%
Federal Government Workers	697	8.54%
Self-Employed Workers	510	6.25%
Unpaid Family Workers	21	0.26%



Community • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	8,164	
Architect/Engineer	84	1.03%
Arts/Entertainment/Sports	134	1.64%
Building Grounds Maintenance	414	5.07%
Business/Financial Operations	328	4.02%
Community/Social Services	219	2.68%
Computer/Mathematical	89	1.09%
Construction/Extraction	247	3.03%
Education/Training/Library	797	9.76%
Farming/Fishing/Forestry	33	0.40%
Food Prep/Serving	360	4.41%
Health Practitioner/Technician	679	8.32%
Healthcare Support	162	1.98%
Maintenance Repair	95	1.16%
Legal	18	0.22%
Life/Physical/Social Science	170	2.08%
Management	967	11.85%
Office/Admin. Support	951	11.65%
Production	232	2.84%
Protective Services	168	2.06%
Sales/Related	1,302	15.95%
Personal Care/Service	227	2.78%
Transportation/Moving	488	5.98%
2023 Est. Pop 16+ by Occupation Classification	8,164	
White Collar	5,738	70.28%
Blue Collar	1,062	13.01%
Service and Farm	1,364	16.71%
2023 Est. Workers Age 16+ by Transp. to Work	7,959	
Drove Alone	6,037	75.85%
Car Pooled	881	11.07%
Public Transportation	255	3.20%
Walked	341	4.29%
Bicycle	0	0.00%
Other Means	18	0.23%
Worked at Home	427	5.37%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,847	
15 - 29 Minutes	1,624	
30 - 44 Minutes	599	
45 - 59 Minutes	397	
60 or more Minutes	69	
2023 Est. Avg Travel Time to Work in Minutes		16
2023 Est. Occupied Housing Units by Tenure	7,515	
Owner Occupied	3,857	51.32%
Renter Occupied	3,658	48.68%
2023 Owner Occ. HUs: Avg. Length of Residence		21.40 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.50 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	7,515	
Value Less than \$20,000	553	14.34%
Value \$20,000 - \$39,999	122	3.16%
Value \$40,000 - \$59,999	124	3.21%
Value \$60,000 - \$79,999	128	3.32%
Value \$80,000 - \$99,999	346	8.97%
Value \$100,000 - \$149,999	803	20.82%
Value \$150,000 - \$199,999	495	12.83%
Value \$200,000 - \$299,999	750	19.44%
Value \$300,000 - \$399,999	282	7.31%
Value \$400,000 - \$499,999	94	2.44%
Value \$500,000 - \$749,999	112	2.90%
Value \$750,000 - \$999,999	45	1.17%
Value \$1,000,000 or \$1,499,999	3	0.08%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$139,543
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	4,950	59.14%
1 Unit Attached	115	1.37%
2 Units	531	6.34%
3 or 4 Units	734	8.77%
5 to 19 Units	645	7.71%
20 to 49 Units	81	0.97%
50 or More Units	140	1.67%
Mobile Home or Trailer	1,174	14.03%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	381	4.55%
Housing Units Built 2010 to 2014	278	3.32%
Housing Units Built 2000 to 2009	744	8.89%
Housing Units Built 1990 to 1999	1,090	13.02%
Housing Units Built 1980 to 1989	981	11.72%
Housing Units Built 1970 to 1979	1,695	20.25%
Housing Units Built 1960 to 1969	1,069	12.77%
Housing Units Built 1950 to 1959	941	11.24%
Housing Units Built 1940 to 1949	591	7.06%
Housing Unit Built 1939 or Earlier	600	7.17%
2023 Est. Median Year Structure Built		1976

[†] 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.



The**RetailCoach**.®

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.

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