



The **Retail** Coach®

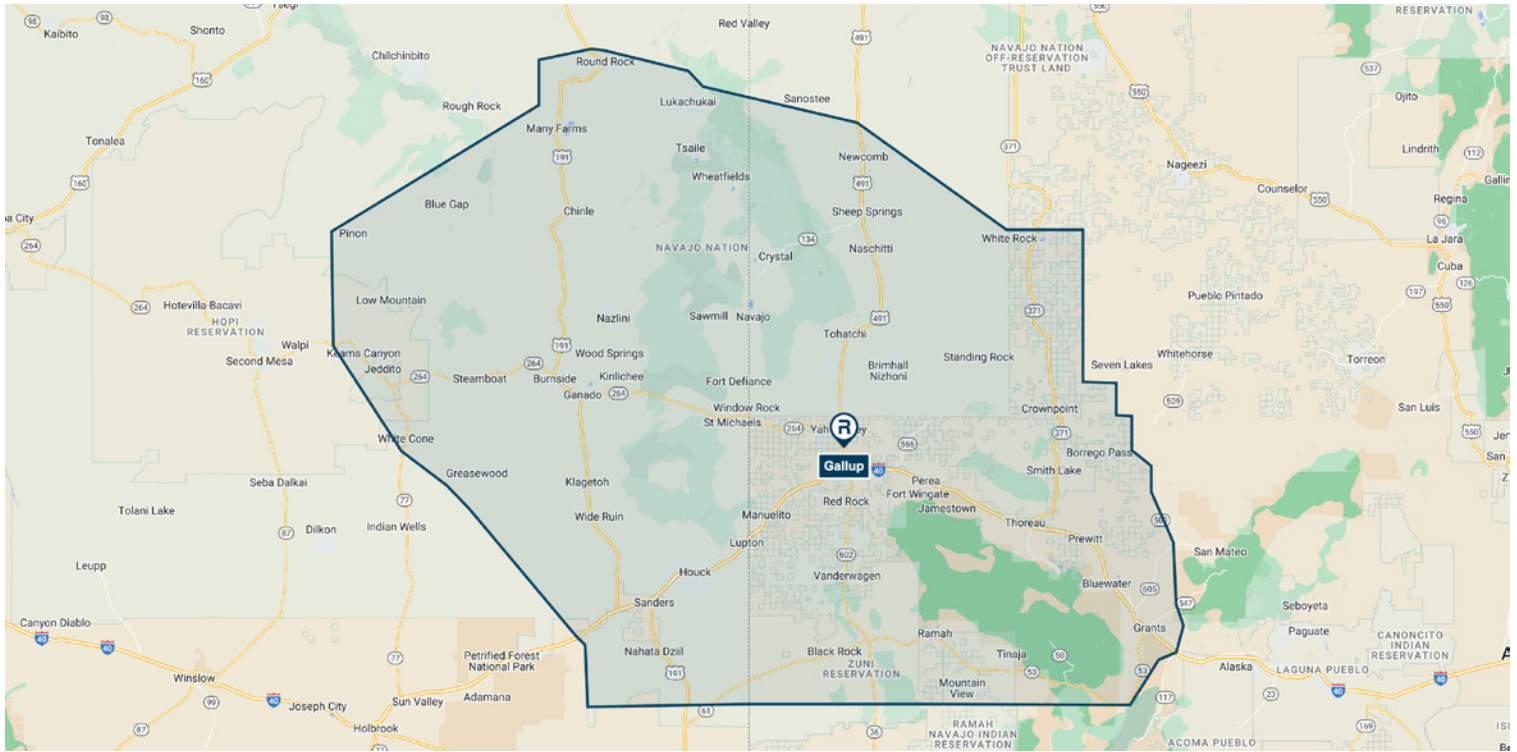
Retail Trade Area Demographic Profile

GALLUP, NEW MEXICO

Prepared for City of Gallup
September 2023

Retail Trade Area • Demographic Snapshot

Gallup, New Mexico



Population

2020	140,925
2023	138,569
2028	136,290

Educational Attainment (%)

Graduate or Professional Degree	5.41%
Bachelors Degree	6.64%
Associate Degree	7.46%
Some College	24.63%
High School Graduate (or GED)	34.01%
Some High School, No Degree	13.55%
Less than 9th Grade	8.29%

Income

Average HH	\$55,539
Median HH	\$38,181
Per Capita	\$18,102

Age

0 - 9 Years	13.64%
10 - 17 Years	12.93%
18 - 24 Years	9.96%
25 - 34 Years	13.85%
35 - 44 Years	12.48%
45 - 54 Years	10.68%
55 - 64 Years	11.21%
65 and Older	15.25%
Median Age	34.71
Average Age	37.20

Race Distribution (%)

White	10.97%
Black/African American	0.58%
American Indian/Alaskan	77.47%
Asian	1.05%
Native Hawaiian/Islander	0.04%
Other Race	4.38%
Two or More Races	5.52%
Hispanic	12.80%



CITY OF GALLUP

Tammy Parker

City of Gallup
Community & Housing Program Manager

110 West Aztec Avenue
Gallup, New Mexico 87301

Phone 505.863.1337
TParker@GallupNM.gov
www.GallupNM.gov

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Retail Trade Area • Demographic Profile

Gallup, New Mexico

DESCRIPTION	DATA	%
Population		
2028 Projection	136,290	
2023 Estimate	138,569	
2020 Census	140,925	
2010 Census	145,022	
Growth 2023 - 2028		-1.64%
Growth 2020 - 2023		-1.66%
Growth 2010 - 2020		-2.82%
2023 Est. Population by Single-Classification Race	138,569	
White Alone	15,196	10.97%
Black or African American Alone	799	0.58%
Amer. Indian and Alaska Native Alone	107,345	77.47%
Asian Alone	1,458	1.05%
Native Hawaiian and Other Pacific Island Alone	51	0.04%
Some Other Race Alone	6,068	4.38%
Two or More Races	7,651	5.52%
2023 Est. Population by Hispanic or Latino Origin	138,569	
Not Hispanic or Latino	120,837	87.20%
Hispanic or Latino	17,732	12.80%
Mexican	10,120	57.07%
Puerto Rican	288	1.62%
Cuban	21	0.12%
All Other Hispanic or Latino	7,304	41.19%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	17,732	
White Alone	4,351	24.54%
Black or African American Alone	65	0.37%
American Indian and Alaska Native Alone	2,350	13.25%
Asian Alone	23	0.13%
Native Hawaiian and Other Pacific Islander Alone	12	0.07%
Some Other Race Alone	5,801	32.72%
Two or More Races	5,130	28.93%
2023 Est. Pop by Race, Asian Alone, by Category	1,458	
Chinese, except Taiwanese	66	4.53%
Filipino	756	51.85%
Japanese	23	1.58%
Asian Indian	127	8.71%
Korean	126	8.64%
Vietnamese	208	14.27%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	4	0.27%
All Other Asian Races Including 2+ Category	148	10.15%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	138,569	
Arab	103	0.07%
Czech	37	0.03%
Danish	169	0.12%
Dutch	400	0.29%
English	1,902	1.37%
French (except Basque)	444	0.32%
French Canadian	104	0.08%
German	1,671	1.21%
Greek	97	0.07%
Hungarian	113	0.08%
Irish	2,061	1.49%
Italian	580	0.42%
Lithuanian	0	0.00%
United States or American	686	0.50%
Norwegian	211	0.15%
Polish	124	0.09%
Portuguese	13	0.01%
Russian	78	0.06%
Scottish	332	0.24%
Scotch-Irish	59	0.04%
Slovak	0	0.00%
Subsaharan African	184	0.13%
Swedish	341	0.25%
Swiss	153	0.11%
Ukrainian	1	0.00%
Welsh	68	0.05%
West Indian (except Hisp. groups)	138	0.10%
Other ancestries	115,301	83.21%
Ancestry Unclassified	13,200	9.53%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	54,323	41.90%
Speak Asian/Pacific Island Language at Home	937	0.72%
Speak Indo-European Language at Home	320	0.25%
Speak Spanish at Home	8,436	6.51%
Speak Other Language at Home	65,625	50.62%

Retail Trade Area • Demographic Profile

Gallup, New Mexico

DESCRIPTION	DATA	%
2023 Est. Population by Age	138,569	
Age 0 - 4	8,928	6.44%
Age 5 - 9	9,979	7.20%
Age 10 - 14	11,126	8.03%
Age 15 - 17	6,784	4.90%
Age 18 - 20	6,122	4.42%
Age 21 - 24	7,680	5.54%
Age 25 - 34	19,197	13.85%
Age 35 - 44	17,296	12.48%
Age 45 - 54	14,799	10.68%
Age 55 - 64	15,526	11.21%
Age 65 - 74	12,662	9.14%
Age 75 - 84	6,227	4.49%
Age 85 and over	2,244	1.62%
Age 16 and over	106,307	76.72%
Age 18 and over	101,752	73.43%
Age 21 and over	95,631	69.01%
Age 65 and over	21,133	15.25%
2023 Est. Median Age		34.71
2023 Est. Average Age		37.20
2023 Est. Population by Sex	138,569	
Male	67,713	48.87%
Female	70,856	51.13%
2023 Est. Male Population by Age	67,713	
Age 0 - 4	4,534	6.70%
Age 5 - 9	5,041	7.45%
Age 10 - 14	5,622	8.30%
Age 15 - 17	3,407	5.03%
Age 18 - 20	3,111	4.59%
Age 21 - 24	3,881	5.73%
Age 25 - 34	9,769	14.43%
Age 35 - 44	8,870	13.10%
Age 45 - 54	7,209	10.65%
Age 55 - 64	7,252	10.71%
Age 65 - 74	5,587	8.25%
Age 75 - 84	2,623	3.87%
Age 85 and over	810	1.20%
2023 Est. Median Age, Male		33.42
2023 Est. Average Age, Male		35.90
2023 Est. Female Population by Age	70,856	
Age 0 - 4	4,395	6.20%
Age 5 - 9	4,938	6.97%
Age 10 - 14	5,505	7.77%
Age 15 - 17	3,377	4.77%
Age 18 - 20	3,011	4.25%
Age 21 - 24	3,799	5.36%
Age 25 - 34	9,428	13.31%
Age 35 - 44	8,426	11.89%
Age 45 - 54	7,590	10.71%
Age 55 - 64	8,275	11.68%
Age 65 - 74	7,075	9.99%
Age 75 - 84	3,604	5.09%
Age 85 and over	1,434	2.02%
2023 Est. Median Age, Female		36.10
2023 Est. Average Age, Female		38.50

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	52,459	48.33%
Males, Never Married	26,607	24.51%
Females, Never Married	25,853	23.82%
Married, Spouse present	31,294	28.83%
Married, Spouse absent	7,975	7.35%
Widowed	7,679	7.08%
Males Widowed	1,821	1.68%
Females Widowed	5,858	5.40%
Divorced	9,128	8.41%
Males Divorced	4,288	3.95%
Females Divorced	4,841	4.46%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,295	8.29%
Some High School, no diploma	11,918	13.55%
High School Graduate (or GED)	29,910	34.01%
Some College, no degree	21,666	24.63%
Associate Degree	6,564	7.46%
Bachelor's Degree	5,840	6.64%
Master's Degree	3,735	4.25%
Professional School Degree	669	0.76%
Doctorate Degree	353	0.40%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,368	22.14%
High School Graduate	3,957	37.00%
Some College or Associate's Degree	2,831	26.47%
Bachelor's Degree or Higher	1,540	14.40%
Households		
2028 Projection	43,582	
2023 Estimate	44,085	
2020 Census	44,625	
2010 Census	44,483	
Growth 2023 - 2028		-1.13%
Growth 2020 - 2023		-1.20%
Growth 2010 - 2020		0.32%
2023 Est. Households by Household Type	44,085	
Family Households	32,114	72.85%
Nonfamily Households	11,970	27.15%
2023 Est. Group Quarters Population	3,311	
2023 Households by Ethnicity, Hispanic/Latino	5,429	



Retail Trade Area • Demographic Profile

Gallup, New Mexico

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	44,085	
Income < \$15,000	10,705	24.28%
Income \$15,000 - \$24,999	5,190	11.77%
Income \$25,000 - \$34,999	4,766	10.81%
Income \$35,000 - \$49,999	5,939	13.47%
Income \$50,000 - \$74,999	6,632	15.04%
Income \$75,000 - \$99,999	3,775	8.56%
Income \$100,000 - \$124,999	2,780	6.31%
Income \$125,000 - \$149,999	1,865	4.23%
Income \$150,000 - \$199,999	1,348	3.06%
Income \$200,000 - \$249,999	602	1.37%
Income \$250,000 - \$499,999	360	0.82%
Income \$500,000+	123	0.28%
2023 Est. Average Household Income		\$55,539
2023 Est. Median Household Income		\$38,181
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$61,386
Black or African American Alone		\$62,086
American Indian and Alaska Native Alone		\$32,883
Asian Alone		\$66,700
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$47,930
Two or More Races		\$33,997
Hispanic or Latino		\$49,287
Not Hispanic or Latino		\$36,275
2023 Est. Family HH Type by Presence of Own Child.	32,114	
Married-Couple Family, own children	8,045	25.05%
Married-Couple Family, no own children	9,485	29.53%
Male Householder, own children	1,859	5.79%
Male Householder, no own children	1,976	6.15%
Female Householder, own children	5,251	16.35%
Female Householder, no own children	5,498	17.12%
2023 Est. Households by Household Size	44,085	
1-person	10,523	23.87%
2-person	12,865	29.18%
3-person	6,795	15.41%
4-person	5,984	13.57%
5-person	3,483	7.90%
6-person	2,260	5.13%
7-or-more-person	2,174	4.93%
2023 Est. Average Household Size		3.10
2023 Est. Households by Presence of People Under 18	44,085	
Households with 1 or More People under Age 18:	19,928	45.20%
Married-Couple Family	9,919	49.77%
Other Family, Male Householder	2,463	12.36%
Other Family, Female Householder	7,472	37.50%
Nonfamily, Male Householder	36	0.18%
Nonfamily, Female Householder	38	0.19%

DESCRIPTION	DATA	%
Households with No People under Age 18:	24,156	
Married-Couple Family	7,616	31.53%
Other Family, Male Householder	1,369	5.67%
Other Family, Female Householder	3,270	13.54%
Nonfamily, Male Householder	6,270	25.96%
Nonfamily, Female Householder	5,631	23.31%
2023 Est. Households by Number of Vehicles	44,085	
No Vehicles	5,808	13.18%
1 Vehicle	17,292	39.22%
2 Vehicles	12,322	27.95%
3 Vehicles	5,400	12.25%
4 Vehicles	2,317	5.26%
5 or more Vehicles	946	2.15%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2028 Projection	31,760	
2023 Estimate	32,114	
2010 Census	32,330	
Growth 2023 - 2028		-1.9%
Growth 2010 - 2023		-0.66%
2023 Est. Families by Poverty Status	32,114	
2023 Families at or Above Poverty	22,585	70.33%
2023 Families at or Above Poverty with Children	9,687	30.16%
2023 Families Below Poverty	9,529	29.67%
2023 Families Below Poverty with Children	6,743	21.00%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	41,687	39.21%
Civilian Labor Force, Unemployed	4,563	4.29%
Armed Forces	27	0.03%
Not in Labor Force	60,029	56.47%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	41,690	
For-Profit Private Workers	22,156	53.15%
Non-Profit Private Workers	2,313	5.55%
Local Government Workers	4,229	10.14%
State Government Workers	4,212	10.10%
Federal Government Workers	6,246	14.98%
Self-Employed Workers	2,458	5.90%
Unpaid Family Workers	77	0.19%



Retail Trade Area • Demographic Profile

Gallup, New Mexico

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	41,690	
Architect/Engineer	350	0.84%
Arts/Entertainment/Sports	470	1.13%
Building Grounds Maintenance	2,645	6.34%
Business/Financial Operations	956	2.29%
Community/Social Services	902	2.16%
Computer/Mathematical	607	1.46%
Construction/Extraction	2,647	6.35%
Education/Training/Library	3,273	7.85%
Farming/Fishing/Forestry	247	0.59%
Food Prep/Serving	2,317	5.56%
Health Practitioner/Technician	2,527	6.06%
Healthcare Support	3,205	7.69%
Maintenance Repair	1,162	2.79%
Legal	123	0.30%
Life/Physical/Social Science	363	0.87%
Management	3,194	7.66%
Office/Admin. Support	5,209	12.50%
Production	2,179	5.23%
Protective Services	1,290	3.09%
Sales/Related	4,143	9.94%
Personal Care/Service	850	2.04%
Transportation/Moving	3,030	7.27%
2023 Est. Pop 16+ by Occupation Classification	41,690	
White Collar	22,117	53.05%
Blue Collar	9,018	21.63%
Service and Farm	10,555	25.32%
2023 Est. Workers Age 16+ by Transp. to Work	40,962	
Drove Alone	31,090	75.90%
Car Pooled	3,176	7.75%
Public Transportation	592	1.44%
Walked	1,688	4.12%
Bicycle	41	0.10%
Other Means	714	1.74%
Worked at Home	3,661	8.94%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,513	
15 - 29 Minutes	7,762	
30 - 44 Minutes	6,884	
45 - 59 Minutes	3,182	
60 or more Minutes	3,971	
2023 Est. Avg Travel Time to Work in Minutes		29
2023 Est. Occupied Housing Units by Tenure	44,085	
Owner Occupied	31,453	71.35%
Renter Occupied	12,632	28.65%
2023 Owner Occ. HUs: Avg. Length of Residence		22.50 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		8.20 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	44,085	
Value Less than \$20,000	5,811	18.48%
Value \$20,000 - \$39,999	4,726	15.03%
Value \$40,000 - \$59,999	2,829	8.99%
Value \$60,000 - \$79,999	3,602	11.45%
Value \$80,000 - \$99,999	2,385	7.58%
Value \$100,000 - \$149,999	5,122	16.28%
Value \$150,000 - \$199,999	2,045	6.50%
Value \$200,000 - \$299,999	2,671	8.49%
Value \$300,000 - \$399,999	1,002	3.19%
Value \$400,000 - \$499,999	532	1.69%
Value \$500,000 - \$749,999	412	1.31%
Value \$750,000 - \$999,999	144	0.46%
Value \$1,000,000 or \$1,499,999	97	0.31%
Value \$1,500,000 or \$1,999,999	36	0.11%
Value \$2,000,000+	41	0.13%
2023 Est. Median All Owner-Occupied Housing Value		\$72,810
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	33,899	66.01%
1 Unit Attached	805	1.57%
2 Units	1,273	2.48%
3 or 4 Units	2,015	3.92%
5 to 19 Units	1,337	2.60%
20 to 49 Units	210	0.41%
50 or More Units	276	0.54%
Mobile Home or Trailer	11,477	22.35%
Boat, RV, Van, etc.	64	0.13%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,439	2.80%
Housing Units Built 2010 to 2014	1,249	2.43%
Housing Units Built 2000 to 2009	6,465	12.59%
Housing Units Built 1990 to 1999	10,255	19.97%
Housing Units Built 1980 to 1989	10,114	19.69%
Housing Units Built 1970 to 1979	10,462	20.37%
Housing Units Built 1960 to 1969	5,664	11.03%
Housing Units Built 1950 to 1959	3,015	5.87%
Housing Units Built 1940 to 1949	1,354	2.64%
Housing Unit Built 1939 or Earlier	1,339	2.61%
2023 Est. Median Year Structure Built		1984

[†] 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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.