

CITY OF MORGAN HILL, CA

INSIGHT

MARKET ANALYTICS

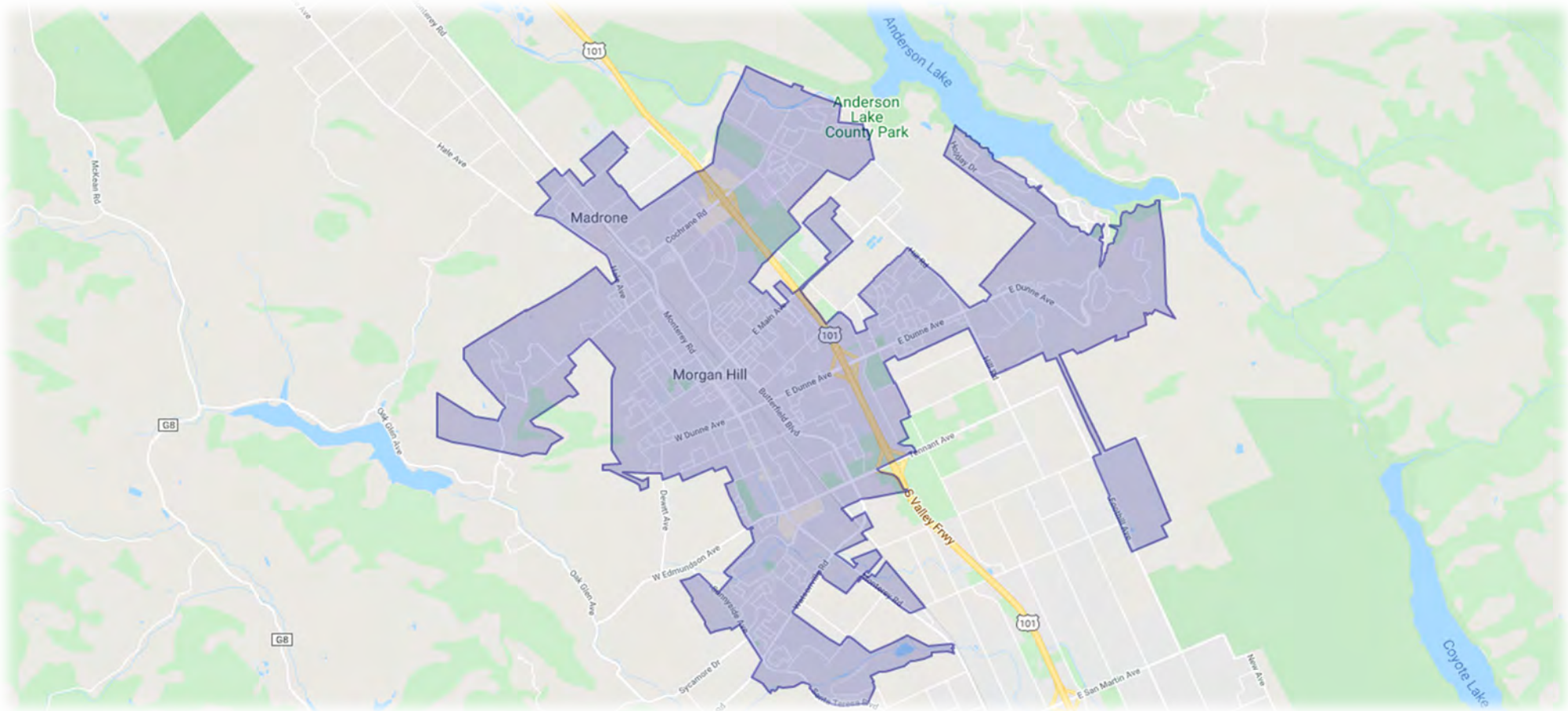
HdL⁺ ECON Solutions

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Morgan Hill

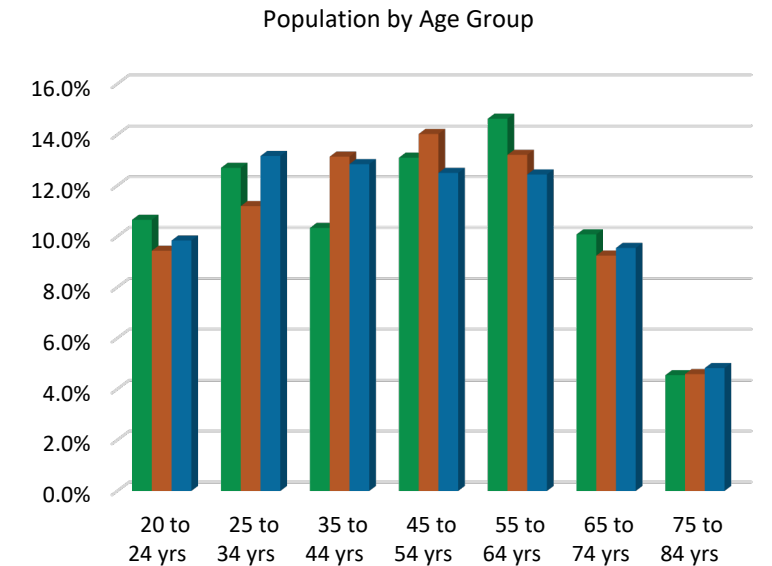
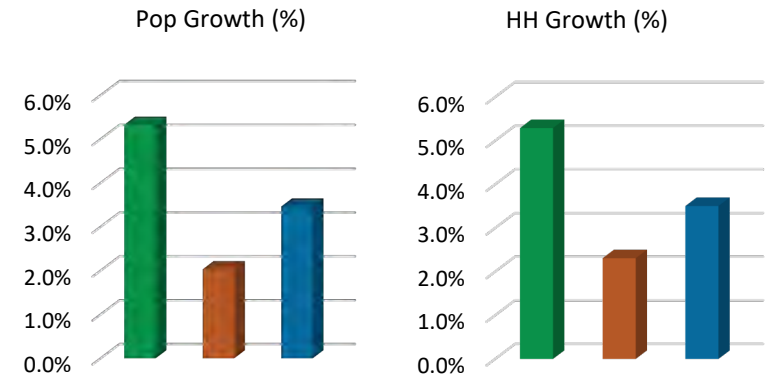
Population	45,293
Daytime Population	40,220
Households	14,636
Average Age	39.7
Average HH Income	\$163,972
White Collar (Residents)	72.6%
College Degree & Above	48.2%



Consumer Demographic Profile

Site: City/County/State
 Date Report Created: 6/10/2022

	Morgan Hill CA		Santa Clara County CA		California	
	#	%	#	%	#	%
Market Stats						
Population	45,293	---	1,941,081	---	39,570,531	---
5 Year Projected Pop	47,706	---	1,980,528	---	40,940,839	---
Pop Growth (%)	5.3%	---	2.0%	---	3.5%	---
Households	14,636	---	662,647	---	13,389,372	---
5 Year Projected HHs	15,411	---	677,940	---	13,858,454	---
HH Growth (%)	5.3%	---	2.3%	---	3.5%	---
Census Stats						
2000 Population	33,723	---	1,682,588	---	33,871,648	---
2010 Population	37,823	---	1,781,642	---	37,253,956	---
Pop Growth (%)	12.2%	---	5.9%	---	10.0%	---
2000 Households	10,837	---	565,864	---	11,502,864	---
2010 Households	12,255	---	604,204	---	12,577,498	---
HH Growth (%)	13.1%	---	6.8%	---	9.3%	---
Total Population by Age						
Average Age	39.7		39.5		39.3	
19 yrs & under	10,312	22.8%	458,353	23.6%	9,177,699	23.2%
20 to 24 yrs	4,825	10.7%	183,175	9.4%	3,893,704	9.8%
25 to 34 yrs	5,752	12.7%	217,259	11.2%	5,209,671	13.2%
35 to 44 yrs	4,681	10.3%	255,032	13.1%	5,082,201	12.8%
45 to 54 yrs	5,932	13.1%	272,324	14.0%	4,946,004	12.5%
55 to 64 yrs	6,627	14.6%	256,408	13.2%	4,921,275	12.4%
65 to 74 yrs	4,566	10.1%	179,495	9.2%	3,778,152	9.5%
75 to 84 yrs	2,060	4.5%	89,127	4.6%	1,910,625	4.8%
85 + yrs	538	1.2%	29,908	1.5%	651,200	1.6%
Population Bases						
20-34 yrs	10,577	23.4%	400,434	20.6%	9,103,375	23.0%
45-64 yrs	12,559	27.7%	528,732	27.2%	9,867,279	24.9%
16 yrs +	36,265	80.1%	1,532,815	79.0%	31,385,595	79.3%
25 yrs +	30,155	66.6%	1,299,553	66.9%	26,499,128	67.0%
65 yrs +	7,164	15.8%	298,530	15.4%	6,339,977	16.0%
75 yrs +	2,598	5.7%	119,035	6.1%	2,561,825	6.5%
85 yrs +	538	1.2%	29,908	1.5%	651,200	1.6%

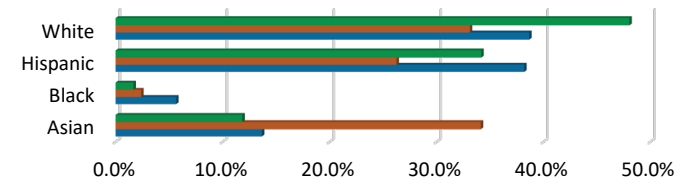


Consumer Demographic Profile

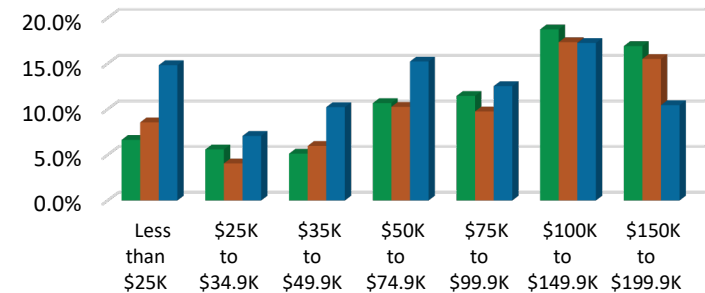
Site: City/County/State
 Date Report Created: 6/10/2022

	Morgan Hill CA		Santa Clara County CA		California	
	#	%	#	%	#	%
Population by Race						
White	21,758	48.0%	642,774	33.1%	15,298,077	38.7%
Hispanic	15,482	34.2%	509,522	26.2%	15,113,905	38.2%
Black	755	1.7%	46,359	2.4%	2,237,417	5.7%
Asian	5,361	11.8%	662,596	34.1%	5,410,092	13.7%
Ancestry						
American Indian (ancestry)	160	0.4%	4,918	0.3%	177,028	0.4%
Hawaiin (ancestry)	130	0.3%	7,336	0.4%	141,752	0.4%
Household Income						
Per Capita Income	\$52,988	---	\$59,505	---	\$38,093	---
Average HH Income	\$163,972	---	\$174,308	---	\$112,579	---
Median HH Income	\$128,387	---	\$131,569	---	\$79,802	---
Less than \$25K	972	6.6%	56,744	8.6%	1,985,325	14.8%
\$25K to \$34.9K	819	5.6%	26,940	4.1%	947,774	7.1%
\$35K to \$49.9K	752	5.1%	39,655	6.0%	1,370,116	10.2%
\$50K to \$74.9K	1,563	10.7%	67,994	10.3%	2,039,676	15.2%
\$75K to \$99.9K	1,677	11.5%	64,677	9.8%	1,678,041	12.5%
\$100K to \$149.9K	2,744	18.8%	114,976	17.4%	2,311,348	17.3%
\$150K to \$199.9K	2,477	16.9%	102,792	15.5%	1,398,430	10.4%
\$200K +	3,632	24.8%	188,869	28.5%	1,658,662	12.4%
Education						
Less than 9th Grade	1,246	4.1%	87,843	6.8%	2,500,292	9.4%
Some HS, No Diploma	1,325	4.4%	65,386	5.0%	2,031,154	7.7%
HS Grad (or Equivalent)	4,893	16.2%	184,537	14.2%	5,477,886	20.7%
Some College, No Degree	6,795	22.5%	196,603	15.1%	5,606,139	21.2%
Associate Degree	2,949	9.8%	89,236	6.9%	2,079,504	7.8%
Bachelor Degree	8,564	28.4%	357,417	27.5%	5,495,139	20.7%
Graduates Degree	3,028	10.0%	230,086	17.7%	2,247,929	8.5%

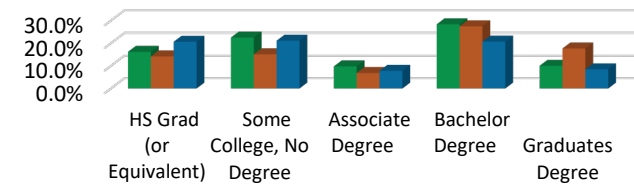
Ethnic Breakdown



Household Income Levels - %



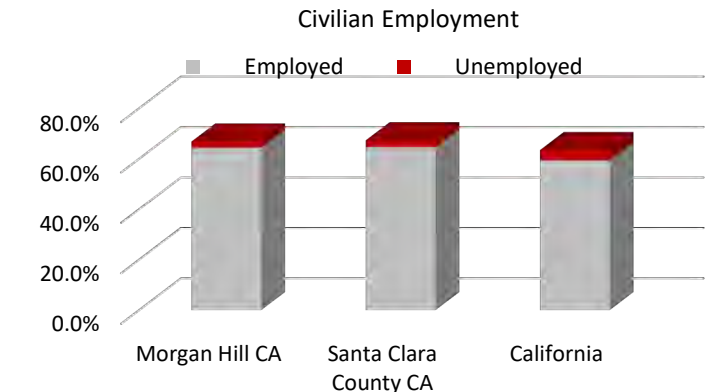
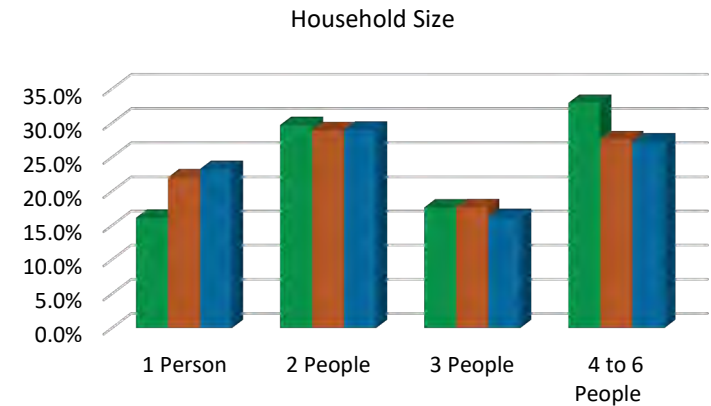
Education



Consumer Demographic Profile

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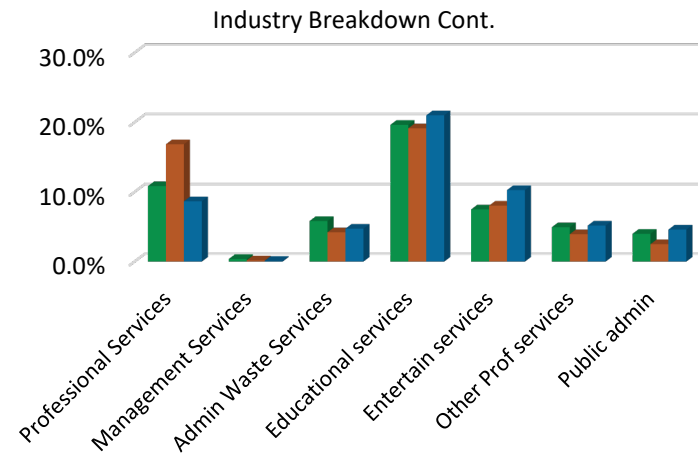
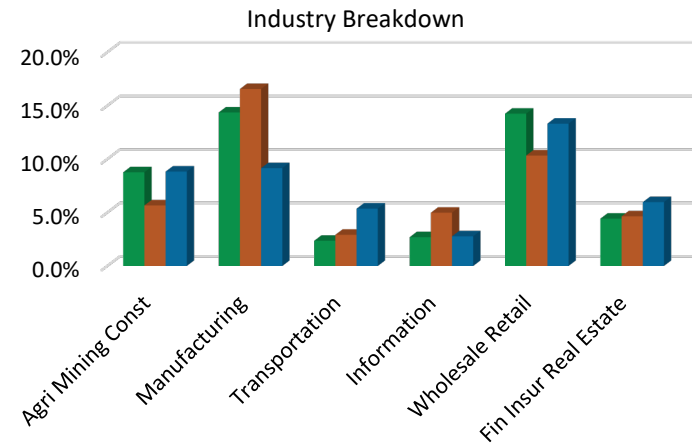
	Morgan Hill CA		Santa Clara County CA		California	
	#	%	#	%	#	%
Family Structure	11,618		465,371		9,266,812	
Single - Male	407	3.5%	19,572	4.2%	456,621	4.9%
Single - Female	900	7.7%	36,986	7.9%	916,975	9.9%
Single Parent - Male	232	2.0%	12,491	2.7%	338,676	3.7%
Single Parent - Female	681	5.9%	26,697	5.7%	820,836	8.9%
Married w/ Children	4,281	36.8%	174,933	37.6%	2,894,275	31.2%
Married w/out Children	5,117	44.0%	194,692	41.8%	3,839,429	41.4%
Household Size						
1 Person	2,364	16.1%	146,215	22.1%	3,118,501	23.3%
2 People	4,351	29.7%	191,957	29.0%	3,887,561	29.0%
3 People	2,584	17.7%	117,201	17.7%	2,176,115	16.3%
4 to 6 People	4,825	33.0%	183,212	27.6%	3,658,254	27.3%
7+ People	513	3.5%	24,062	3.6%	548,941	4.1%
Home Ownership	14,636		662,647		13,389,372	
Owners	9,960	68.0%	382,102	57.7%	7,516,079	56.1%
Renters	4,676	32.0%	280,545	42.3%	5,873,293	43.9%
Components of Change						
Births	487	1.1%	18,816	1.0%	425,800	1.1%
Deaths	308	0.7%	13,814	0.7%	287,522	0.7%
Migration	458	1.0%	14,014	0.7%	-77,766	-0.2%
Employment (Pop 16+)	36,265		1,532,815		31,385,595	
Armed Services	0	0.0%	818	0.1%	146,196	0.5%
Civilian	24,237	66.8%	1,032,015	67.3%	19,913,815	63.4%
Employed	23,373	64.4%	991,265	64.7%	18,656,597	59.4%
Unemployed	864	2.4%	40,750	2.7%	1,257,218	4.0%
Not in Labor Force	12,029	33.2%	500,800	32.7%	11,471,780	36.6%
Employed Population	23,373		991,265		18,656,597	
White Collar	16,967	72.6%	734,584	74.1%	11,891,526	63.7%
Blue Collar	6,406	27.4%	256,681	25.9%	6,765,071	36.3%



Consumer Demographic Profile

Site: City/County/State
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	Morgan Hill CA		Santa Clara County CA		California	
	#	%	#	%	#	%
Employment By Occupation	23,373		991,265		18,656,597	
White Collar	16,967	72.6%	734,584	74.1%	11,891,526	63.7%
Managerial executive	5,383	23.0%	199,205	20.1%	2,963,580	15.9%
Prof specialty	5,837	25.0%	338,241	34.1%	4,304,599	23.1%
Healthcare support	478	2.0%	30,033	3.0%	668,611	3.6%
Sales	2,508	10.7%	81,296	8.2%	1,904,973	10.2%
Office Admin	2,762	11.8%	85,809	8.7%	2,049,763	11.0%
Blue Collar	6,406	27.4%	256,681	25.9%	6,765,071	36.3%
Protective	561	2.4%	13,176	1.3%	391,901	2.1%
Food Prep Serving	790	3.4%	44,375	4.5%	1,052,605	5.6%
Bldg Maint/Cleaning	780	3.3%	30,470	3.1%	765,366	4.1%
Personal Care	756	3.2%	26,935	2.7%	562,356	3.0%
Farming/Fishing/Forestry	170	0.7%	3,641	0.4%	314,339	1.7%
Construction	1,672	7.2%	56,609	5.7%	1,415,139	7.6%
Production Transp	1,676	7.2%	81,475	8.2%	2,263,365	12.1%
Employment By Industry	23,373		991,265		18,656,597	
Agri Mining Const	2,049	8.8%	56,199	5.7%	1,648,439	8.8%
Manufacturing	3,357	14.4%	164,164	16.6%	1,707,863	9.2%
Transportation	552	2.4%	28,946	2.9%	1,001,273	5.4%
Information	630	2.7%	49,424	5.0%	518,055	2.8%
Wholesale Retail	3,331	14.3%	102,439	10.3%	2,484,472	13.3%
Fin Insur Real Estate	1,035	4.4%	46,082	4.6%	1,114,533	6.0%
Professional Services	2,536	10.9%	167,071	16.9%	1,616,006	8.7%
Management Services	89	0.4%	1,822	0.2%	21,111	0.1%
Admin Waste Services	1,363	5.8%	41,748	4.2%	883,234	4.7%
Educational services	4,591	19.6%	189,785	19.1%	3,919,607	21.0%
Entertain services	1,752	7.5%	79,680	8.0%	1,916,701	10.3%
Other Prof services	1,155	4.9%	39,070	3.9%	966,682	5.2%
Public admin	933	4.0%	24,835	2.5%	858,621	4.6%



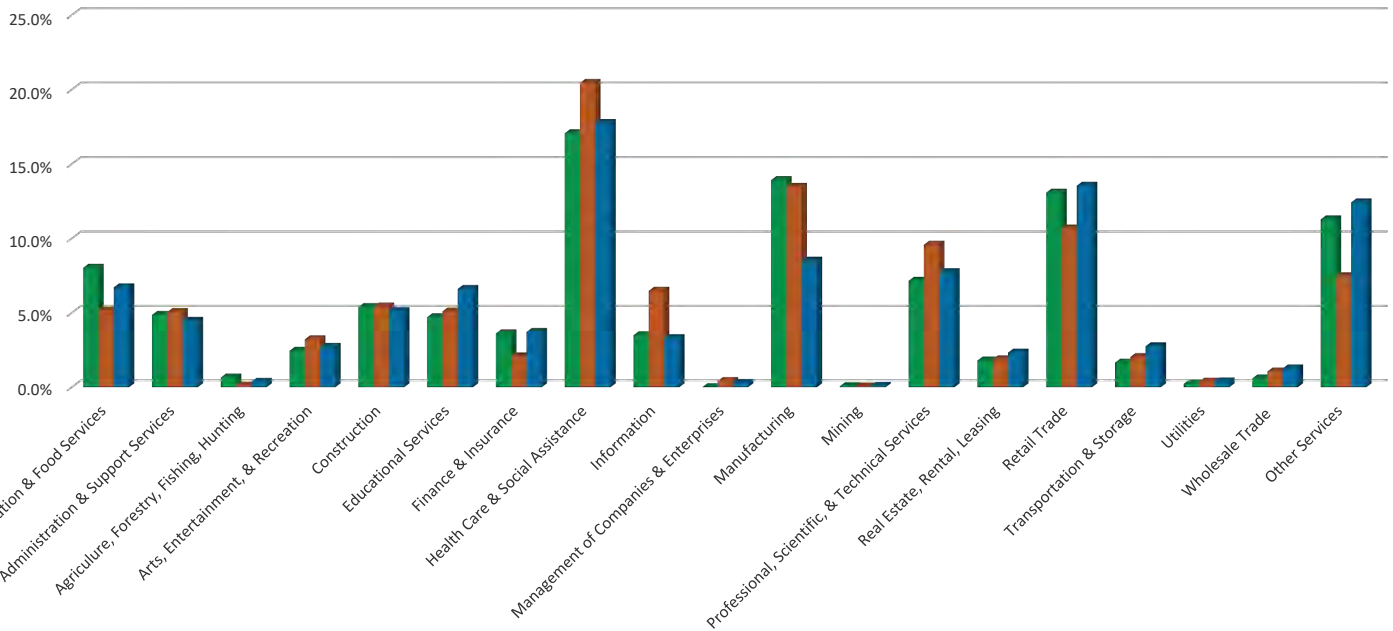
Employment Profile

Site: City/County/State
 Date Report Created: 6/10/2022

	Morgan Hill CA	Santa Clara County CA	California
Daytime Population	40,220	2,289,564	42,100,094
Student Population	8,150	575,290	11,532,340
Median Employee Salary	70,250	76,942	50,591
Average Employee Salary	75,155	80,723	58,378
Wages	#	#	#
Salary/Wage per Employee per Annum			
Under \$15,000 CrYr	107 0.6%	2,990 0.3%	438,155 2.8%
15,000 to 30,000 CrYr	12 0.1%	1,443 0.1%	742,788 4.8%
30,000 to 45,000 CrYr	855 5.1%	30,857 2.9%	5,086,346 32.9%
45,000 to 60,000 CrYr	3,528 21.0%	138,247 12.9%	3,468,064 22.4%
60,000 to 75,000 CrYr	6,228 37.1%	339,663 31.7%	1,948,282 12.6%
75,000 to 90,000 CrYr	4,973 29.6%	352,402 32.9%	1,496,592 9.7%
90,000 to 100,000 CrYr	94 0.6%	118,274 11.0%	578,761 3.7%
Over 100,000 CrYr	984 5.9%	88,437 8.2%	1,709,377 11.1%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,246	100%	16,781	100%	53,711	100%	1,072,313	100%	1,031,010	100%	15,468,365	100%
Accommodation & Food Services	88	7.1%	1,347	8.0%	3,011	5.6%	55,321	5.2%	59,778	5.8%	1,037,799	6.7%
Administration & Support Services	37	2.9%	815	4.9%	1,891	3.5%	54,175	5.1%	33,570	3.3%	689,409	4.5%
Agriculture, Forestry, Fishing, Hunting	10	0.8%	108	0.6%	130	0.2%	1,229	0.1%	5,591	0.5%	55,366	0.4%
Arts, Entertainment, & Recreation	28	2.3%	411	2.4%	1,272	2.4%	34,497	3.2%	24,540	2.4%	418,440	2.7%
Construction	76	6.1%	904	5.4%	2,866	5.3%	58,145	5.4%	57,547	5.6%	793,365	5.1%
Educational Services	34	2.7%	790	4.7%	1,523	2.8%	54,593	5.1%	27,574	2.7%	1,021,437	6.6%
Finance & Insurance	83	6.7%	607	3.6%	2,693	5.0%	22,179	2.1%	55,606	5.4%	573,891	3.7%
Health Care & Social Assistance	202	16.2%	2,864	17.1%	9,863	18.4%	219,296	20.5%	183,140	17.8%	2,746,468	17.8%
Information	25	2.0%	586	3.5%	1,534	2.9%	69,505	6.5%	21,475	2.1%	509,227	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	38	0.1%	4,365	0.4%	771	0.1%	42,882	0.3%
Manufacturing	88	7.1%	2,337	13.9%	2,821	5.3%	144,456	13.5%	44,940	4.4%	1,315,775	8.5%
Mining	1	0.1%	11	0.1%	18	0.0%	483	0.0%	599	0.1%	12,678	0.1%
Professional, Scientific, & Technical Services	98	7.9%	1,200	7.2%	6,353	11.8%	102,723	9.6%	114,423	11.1%	1,196,413	7.7%
Real Estate, Rental, Leasing	59	4.7%	301	1.8%	2,293	4.3%	20,054	1.9%	45,064	4.4%	358,856	2.3%
Retail Trade	138	11.0%	2,195	13.1%	6,007	11.2%	114,368	10.7%	135,490	13.1%	2,095,233	13.5%
Transportation & Storage	10	0.8%	276	1.6%	635	1.2%	21,734	2.0%	13,880	1.3%	425,207	2.7%
Utilities	1	0.1%	37	0.2%	51	0.1%	3,939	0.4%	1,656	0.2%	59,180	0.4%
Wholesale Trade	21	1.7%	98	0.6%	1,180	2.2%	11,287	1.1%	26,368	2.6%	194,713	1.3%
Other Services	248	19.9%	1,894	11.3%	9,532	17.7%	79,964	7.5%	178,998	17.4%	1,922,026	12.4%

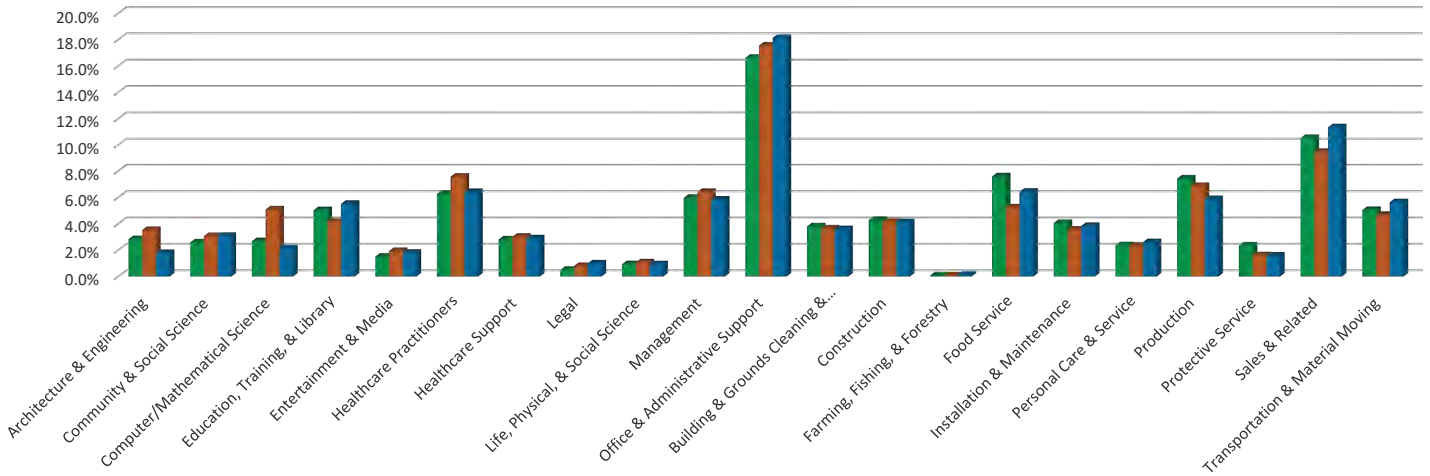


Employment Profile

Site: City/County/State
 Date Report Created: 6/10/2022

	Morgan Hill CA		Santa Clara County CA		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	8,654	51.6%	621,246	57.9%	8,225,224	53.2%
Architecture & Engineering	476	2.8%	37,880	3.5%	276,278	1.8%
Community & Social Science	434	2.6%	32,935	3.1%	477,079	3.1%
Computer/Mathematical Science	450	2.7%	54,601	5.1%	335,170	2.2%
Education, Training, & Library	845	5.0%	44,965	4.2%	853,405	5.5%
Entertainment & Media	253	1.5%	20,748	1.9%	278,568	1.8%
Healthcare Practitioners	1,054	6.3%	81,243	7.6%	992,983	6.4%
Healthcare Support	472	2.8%	32,338	3.0%	448,416	2.9%
Legal	84	0.5%	8,541	0.8%	154,026	1.0%
Life, Physical, & Social Science	156	0.9%	11,493	1.1%	143,405	0.9%
Management	1,002	6.0%	68,895	6.4%	903,207	5.8%
Office & Administrative Support	2,789	16.6%	188,221	17.6%	2,806,629	18.1%
Blue Collar	7,991	47.6%	447,138	41.7%	6,997,615	45.2%
Building & Grounds Cleaning & Maintenance	639	3.8%	39,098	3.6%	555,600	3.6%
Construction	720	4.3%	45,068	4.2%	642,743	4.2%
Farming, Fishing, & Forestry	17	0.1%	867	0.1%	24,658	0.2%
Food Service	1,276	7.6%	56,286	5.2%	996,024	6.4%
Installation & Maintenance	683	4.1%	38,140	3.6%	593,733	3.8%
Personal Care & Service	398	2.4%	25,107	2.3%	403,240	2.6%
Production	1,248	7.4%	73,663	6.9%	909,571	5.9%
Protective Service	396	2.4%	17,247	1.6%	245,892	1.6%
Sales & Related	1,766	10.5%	101,457	9.5%	1,753,267	11.3%
Transportation & Material Moving	848	5.1%	50,205	4.7%	872,887	5.6%
Military Services	136	0.8%	3,929	0.4%	245,526	1.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	16,781	1,072,313	15,468,365
2021 Q3	16,189	1,035,901	14,635,873
2021 Q2	16,700	1,071,746	15,631,034
2021 Q1	18,038	1,155,672	16,824,096
2020 Q4	16,456	1,054,677	15,326,962
2020 Q3	15,911	1,016,169	14,409,563
2020 Q2	16,027	1,014,953	14,521,601
2020 Q1	17,986	1,132,834	16,530,724
2019 Q4	18,129	1,143,875	16,787,502

Consumer Demand & Market Supply Assessment

Site: City/County/State
 Date Report Created: 6/10/2022

Demographics

Population
 5-Year Population estimate
 Population Households
 Group Quarters Population
 Households
 5-Year Households estimate
 WorkPlace Establishments
 Workplace Employees
 Median Household Income

Morgan Hill CA	Santa Clara County CA	California
45,293	1,941,081	39,570,531
47,706	1,980,528	40,940,839
44,974	1,911,478	38,768,462
318	29,603	802,069
14,636	662,647	13,389,372
15,411	677,940	13,858,454
1,246	53,711	1,031,010
16,781	1,072,313	15,468,365
\$128,387	\$131,569	\$79,802

By Establishments

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Vending Machine Operators (Non-Store)	\$6,227,324	\$0	(\$6,227,324)	-100%	\$273,022,370	\$629,669,650	\$356,647,280	131%	\$5,181,375,908	\$4,948,636,248	(\$232,739,660)	-4%
Used Merchandise Stores	\$2,260,380	\$22,400	(\$2,237,980)	-99%	\$97,425,664	\$40,582,170	(\$56,843,494)	-58%	\$1,859,476,191	\$1,609,211,962	(\$250,264,229)	-13%
Furniture Stores	\$9,725,054	\$2,058,099	(\$7,666,955)	-79%	\$418,795,909	\$413,952,552	(\$4,843,357)	-1%	\$7,877,107,997	\$7,729,111,978	(\$147,996,019)	-2%
Office Supplies/Stationary/Gift	\$3,481,283	\$1,340,800	(\$2,140,483)	-61%	\$155,874,839	\$87,975,260	(\$67,899,579)	-44%	\$2,884,657,146	\$2,818,054,716	(\$66,602,430)	-2%
Shoe Stores	\$4,179,312	\$1,625,844	(\$2,553,468)	-61%	\$179,313,195	\$190,516,003	\$11,202,808	6%	\$3,421,517,423	\$3,505,285,870	\$83,768,447	2%
Specialty Food Stores	\$5,259,552	\$2,362,337	(\$2,897,215)	-55%	\$227,218,624	\$191,986,429	(\$35,232,195)	-16%	\$4,377,805,468	\$3,988,770,846	(\$389,034,622)	-9%
Health/Personal Care Stores	\$48,174,846	\$22,417,333	(\$25,757,513)	-53%	\$2,067,351,195	\$1,869,102,272	(\$198,248,923)	-10%	\$40,628,024,098	\$41,329,120,202	\$701,096,104	2%
Direct Selling Establishments	\$4,918,513	\$2,380,792	(\$2,537,721)	-52%	\$212,359,642	\$115,505,160	(\$96,854,482)	-46%	\$4,129,941,131	\$3,214,431,276	(\$915,509,855)	-22%
Other General Merchandise Stores	\$102,774,472	\$54,220,303	(\$48,554,170)	-47%	\$4,441,098,215	\$3,871,882,035	(\$569,216,180)	-13%	\$85,594,433,003	\$92,100,902,336	\$6,506,469,333	8%
Clothing Stores	\$28,141,966	\$16,109,580	(\$12,032,386)	-43%	\$1,211,107,684	\$1,270,845,878	\$59,738,194	5%	\$23,021,800,357	\$23,390,740,983	\$368,940,626	2%
Building Material/Supplies Dealers	\$52,806,333	\$30,438,380	(\$22,367,953)	-42%	\$2,270,981,980	\$2,459,032,822	\$188,050,842	8%	\$44,765,607,483	\$49,882,484,873	\$5,116,877,390	11%
Other Misc. Store Retailers	\$14,593,081	\$8,918,354	(\$5,674,727)	-39%	\$626,502,767	\$504,952,848	(\$121,549,919)	-19%	\$12,160,861,921	\$12,349,409,759	\$188,547,838	2%
Florists/Misc. Store Retailers	\$1,411,082	\$888,088	(\$522,995)	-37%	\$60,390,373	\$62,276,080	\$1,885,707	3%	\$1,173,529,968	\$1,217,981,692	\$44,451,724	4%
Automotive Dealers	\$172,785,344	\$115,874,413	(\$56,910,931)	-33%	\$7,404,219,263	\$5,761,328,303	(\$1,642,890,960)	-22%	\$134,898,584,835	\$131,270,427,411	(\$3,628,157,424)	-3%
Beer/Wine/Liquor Stores	\$8,913,478	\$6,803,593	(\$2,109,884)	-24%	\$387,408,907	\$312,908,137	(\$74,500,770)	-19%	\$7,331,097,557	\$7,532,204,264	\$201,106,707	3%
Home Furnishing Stores	\$7,927,590	\$6,336,401	(\$1,591,189)	-20%	\$340,944,093	\$335,340,492	(\$5,603,601)	-2%	\$6,644,437,922	\$6,723,679,694	\$79,241,772	1%
Sporting Goods/Hobby/Musical Instrument	\$10,485,396	\$8,402,586	(\$2,082,809)	-20%	\$451,597,530	\$393,263,874	(\$58,333,656)	-13%	\$8,669,850,089	\$8,697,759,960	\$27,909,871	0%
Lawn/Garden Equipment/Supplies Stores	\$5,883,086	\$4,737,596	(\$1,145,490)	-19%	\$251,734,492	\$154,276,875	(\$97,457,617)	-39%	\$4,905,296,915	\$5,198,952,189	\$293,655,274	6%
Gasoline Stations	\$61,478,017	\$49,842,227	(\$11,635,790)	-19%	\$2,639,772,339	\$3,825,222,542	\$1,185,450,203	45%	\$49,932,592,917	\$69,840,104,302	\$19,907,511,385	40%
Grocery Stores	\$103,881,967	\$88,385,848	(\$15,496,120)	-15%	\$4,484,384,672	\$3,606,409,202	(\$877,975,470)	-20%	\$86,575,082,748	\$81,121,626,644	(\$5,453,456,104)	-6%
Electronics/Appliance	\$12,027,151	\$11,439,926	(\$587,225)	-5%	\$582,348,919	\$619,112,247	\$36,763,328	6%	\$10,037,769,428	\$9,180,721,124	(\$857,048,304)	-9%
Automotive Parts/Accessories/Tire	\$14,345,610	\$15,263,762	\$918,152	6%	\$615,108,285	\$539,661,596	(\$75,446,689)	-12%	\$12,125,576,058	\$12,171,098,961	\$45,522,903	0%
Jewelry/Luggage/Leather Goods	\$5,395,460	\$5,748,589	\$353,129	7%	\$233,248,593	\$249,163,252	\$15,914,659	7%	\$4,462,971,514	\$4,423,523,395	(\$39,448,119)	-1%
Full-Service Restaurants	\$36,907,697	\$40,011,911	\$3,104,214	8%	\$1,916,771,500	\$1,779,774,320	(\$136,997,180)	-7%	\$30,887,426,350	\$32,770,363,346	\$1,882,936,996	6%
Department Stores	\$15,573,720	\$16,988,737	\$1,415,017	9%	\$671,525,250	\$662,073,206	(\$9,452,044)	-1%	\$12,917,966,680	\$16,025,362,874	\$3,107,396,194	24%
Special Food Services	\$2,726,522	\$3,195,852	\$469,330	17%	\$135,061,472	\$121,322,923	(\$13,738,549)	-10%	\$2,261,555,175	\$2,272,861,542	\$11,306,367	0%
Limited-Service Eating Places	\$47,792,774	\$56,285,339	\$8,492,566	18%	\$2,366,829,078	\$2,285,953,975	(\$80,875,103)	-3%	\$39,688,453,791	\$42,261,907,189	\$2,573,453,398	6%
Book/Periodical/Music Stores	\$2,025,143	\$2,581,142	\$555,999	27%	\$87,971,729	\$93,408,791	\$5,437,062	6%	\$1,689,757,229	\$1,702,788,031	\$13,030,802	1%
Bar/Drinking Places (Alcoholic Beverages)	\$3,515,835	\$4,939,253	\$1,423,417	40%	\$194,830,503	\$179,217,942	(\$15,612,561)	-8%	\$2,973,960,080	\$3,307,064,352	\$333,104,272	11%
Electronic Shopping/Mail Order Houses	\$181,922,413	\$309,856,303	\$127,933,890	70%	\$8,186,681,902	\$3,317,557,124	\$23,130,875,222	283%	\$153,017,465,291	\$111,963,143,728	(\$41,054,321,563)	-27%
Other Motor Vehicle Dealers	\$11,593,040	\$51,061,380	\$39,468,339	340%	\$497,582,976	\$267,058,289	(\$230,524,687)	-46%	\$9,093,995,156	\$9,054,632,993	(\$39,362,163)	0%
Consumer Demand/Market Supply Index	\$989,133,442	\$940,537,166	105		\$43,689,463,960	\$64,211,332,249	68		\$815,189,977,829	\$803,602,364,740	101	



Consumer Demand & Market Supply Assessment

Site: City/County/State
Date Report Created: 6/10/2022

By Major Product Lines

	Morgan Hill CA				Santa Clara County CA				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,930,230	\$2,101,815	(\$1,828,415)	-47%	\$169,574,934	\$178,611,828	\$9,036,894	5%	\$2,709,664,437	\$2,263,286,438	(\$446,377,999)	-16%
Dimensional Lumber/Other Building Materials	\$21,192,076	\$13,337,898	(\$7,854,177)	-37%	\$912,961,980	\$1,072,228,896	\$159,266,916	17%	\$18,110,989,794	\$20,909,821,208	\$2,798,831,414	15%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,793,722	\$2,444,410	(\$1,349,312)	-36%	\$162,769,272	\$195,523,326	\$32,754,054	20%	\$3,268,631,882	\$3,822,895,103	\$554,263,221	17%
Pets/Pet Foods/Pet Supplies	\$9,133,476	\$5,947,031	(\$3,186,445)	-35%	\$391,594,368	\$406,147,757	\$14,553,389	4%	\$7,502,577,092	\$5,441,455,351	(\$2,061,121,741)	-27%
Groceries/Other Food Items (Off Premises)	\$154,063,033	\$109,170,752	(\$44,892,280)	-29%	\$6,628,777,551	\$6,409,524,528	(\$219,253,023)	-3%	\$128,256,332,145	\$121,046,029,340	(\$7,210,302,805)	-6%
Major Household Appliances	\$3,586,943	\$2,690,143	(\$896,800)	-25%	\$155,504,859	\$193,894,607	\$38,389,748	25%	\$2,689,383,181	\$3,438,750,237	\$749,367,056	28%
Automotive Lubricants (incl Oil, Greases)	\$3,586,943	\$2,690,143	(\$896,800)	-25%	\$155,504,859	\$193,894,607	\$38,389,748	25%	\$2,689,383,181	\$3,438,750,237	\$749,367,056	28%
Furniture/Sleep/Outdoor/Patio Furniture	\$29,022,698	\$22,107,379	(\$6,915,318)	-24%	\$1,249,602,671	\$2,495,823,250	\$1,246,220,579	100%	\$23,498,481,002	\$17,956,655,485	(\$5,541,825,517)	-24%
Cigars/Cigarettes/Tobacco/Accessories	\$9,967,979	\$7,777,675	(\$2,190,304)	-22%	\$424,638,698	\$499,643,217	\$75,004,519	18%	\$8,990,834,737	\$10,613,541,544	\$1,622,706,807	18%
Hardware/Tools/Plumbing/Electrical Supplies	\$14,936,431	\$12,499,767	(\$2,436,664)	-16%	\$641,874,645	\$1,055,923,327	\$414,048,682	65%	\$12,849,580,085	\$14,585,894,924	\$1,736,314,839	14%
Packaged Liquor/Wine/Beer	\$19,222,136	\$16,241,316	(\$2,980,820)	-16%	\$832,285,690	\$992,426,981	\$160,141,291	19%	\$15,690,581,908	\$15,785,267,332	\$94,685,424	1%
Autos/Cars/Vans/Trucks/Motorcycles	\$152,807,697	\$130,182,462	(\$22,625,235)	-15%	\$6,544,859,865	\$5,215,511,937	(\$1,329,347,928)	-20%	\$118,902,537,596	\$116,322,392,253	(\$2,580,145,343)	-2%
Automotive Fuels	\$58,676,613	\$50,423,788	(\$8,252,825)	-14%	\$2,513,099,224	\$3,757,746,100	\$1,244,646,876	50%	\$47,214,666,754	\$68,033,503,623	\$20,818,836,869	44%
Floor/Floor Coverings	\$6,931,537	\$5,995,529	(\$936,008)	-14%	\$297,795,499	\$447,073,616	\$149,278,117	50%	\$5,999,248,821	\$6,296,331,654	\$297,082,833	5%
Alcoholic Drinks Served at the Establishment	\$18,523,341	\$16,661,919	(\$1,861,423)	-10%	\$1,038,170,654	\$702,095,104	(\$336,075,550)	-32%	\$15,709,674,847	\$13,822,329,358	(\$1,887,345,489)	-12%
Computer Hardware/Software/Supplies	\$28,162,028	\$25,731,094	(\$2,430,935)	-9%	\$1,660,923,577	\$2,482,171,913	\$821,248,336	49%	\$25,114,831,582	\$18,315,844,598	(\$6,798,986,984)	-27%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$130,152,411	\$119,797,236	(\$10,355,175)	-8%	\$5,581,731,679	\$11,145,410,554	\$5,563,678,875	100%	\$110,902,937,860	\$85,667,787,945	(\$25,235,149,915)	-23%
Soaps/Detergents/Household Cleaners	\$4,514,586	\$4,355,704	(\$158,882)	-4%	\$193,443,395	\$270,673,050	\$77,229,655	40%	\$3,807,890,344	\$4,861,931,691	\$1,054,041,347	28%
Lawn/Garden/Farm Equipment/Supplies	\$16,075,742	\$15,590,817	(\$484,925)	-3%	\$687,245,754	\$1,125,612,689	\$438,366,935	64%	\$13,475,077,845	\$13,837,026,826	\$361,948,981	3%
Paper/Related Products	\$3,853,075	\$3,783,347	(\$69,728)	-2%	\$165,437,765	\$239,372,509	\$73,934,744	45%	\$3,293,577,231	\$4,379,923,784	\$1,086,346,553	33%
Footwear, including Accessories	\$12,365,207	\$12,181,815	(\$183,392)	-1%	\$530,370,739	\$1,127,151,129	\$596,780,390	113%	\$10,131,921,299	\$9,071,076,226	(\$1,060,845,073)	-10%
Automotive Tires/Tubes/Batteries/Parts	\$29,168,898	\$30,564,290	\$1,395,391	5%	\$1,250,406,292	\$1,755,247,279	\$504,840,987	40%	\$24,850,759,110	\$21,633,477,230	(\$3,217,281,880)	-13%
Retailer Services	\$31,597,378	\$34,263,184	\$2,665,806	8%	\$1,359,714,354	\$1,560,883,421	\$201,169,067	15%	\$24,035,462,314	\$24,031,162,264	(\$4,300,050)	0%
Meats/Nonalcoholic Beverages	\$78,390,728	\$90,687,702	\$12,296,974	16%	\$3,877,093,901	\$3,914,702,660	\$37,608,759	1%	\$65,085,771,486	\$71,262,966,049	\$6,177,194,563	9%
Audio Equipment/Musical Instruments	\$5,998,633	\$7,199,951	\$1,201,319	20%	\$258,741,297	\$645,589,444	\$386,848,147	150%	\$4,977,750,212	\$4,987,194,681	\$9,444,469	0%
All Other Merchandise	\$41,255,211	\$49,713,728	\$8,458,517	21%	\$1,776,837,641	\$4,043,849,773	\$2,267,012,132	128%	\$33,995,685,669	\$31,662,754,590	(\$2,332,931,079)	-7%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,674,336	\$2,044,127	\$369,791	22%	\$71,962,280	\$101,707,818	\$29,745,538	41%	\$1,437,521,894	\$2,216,275,716	\$778,753,822	54%
Photographic Equipment/Supplies	\$908,600	\$1,130,460	\$221,860	24%	\$39,122,176	\$90,599,092	\$51,476,916	132%	\$759,292,574	\$1,094,959,027	\$335,666,453	44%
Womens/Juniors/Misses Wear	\$29,801,061	\$37,796,118	\$7,995,057	27%	\$1,280,082,318	\$3,337,654,705	\$2,057,572,387	161%	\$24,445,169,632	\$24,034,295,275	(\$410,874,357)	-2%
Televisions/VCR/Video Cameras/DVD etc	\$5,828,139	\$7,438,028	\$1,609,889	28%	\$250,726,685	\$619,270,987	\$368,544,302	147%	\$4,846,642,903	\$6,850,795,945	\$2,004,153,042	41%
Sewing/Knitting Materials/Supplies	\$443,257	\$588,164	\$144,907	33%	\$19,370,260	\$40,151,596	\$20,781,336	107%	\$376,405,424	\$472,646,919	\$96,241,495	26%
Kitchenware/Home Furnishings	\$11,902,594	\$15,927,901	\$4,025,307	34%	\$512,981,243	\$1,429,785,221	\$916,803,978	179%	\$10,123,035,634	\$9,938,119,666	(\$184,915,968)	-2%
Small Electric Appliances	\$2,386,677	\$3,405,640	\$1,018,962	43%	\$102,462,007	\$308,520,513	\$206,058,506	201%	\$1,960,791,799	\$2,041,698,692	\$80,906,893	4%
Jewelry (including Watches)	\$8,247,935	\$11,793,664	\$3,545,729	43%	\$356,896,694	\$856,526,208	\$499,629,514	140%	\$6,849,858,669	\$7,310,055,771	\$460,197,102	7%
Mens Wear	\$12,243,397	\$18,271,796	\$6,028,399	49%	\$526,750,743	\$1,533,930,036	\$1,007,179,293	191%	\$9,826,349,184	\$10,888,409,381	\$1,062,060,197	11%
Childrens Wear/Infants/Toddlers Clothing	\$4,623,049	\$6,923,995	\$2,300,946	50%	\$202,357,399	\$567,296,425	\$364,939,026	180%	\$3,737,630,626	\$5,015,828,810	\$1,278,198,184	34%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,649,463	\$7,309,539	\$2,660,077	57%	\$199,155,177	\$640,177,039	\$441,021,862	221%	\$3,726,957,446	\$4,595,106,126	\$868,148,680	23%
Books/Periodicals	\$3,450,410	\$5,959,627	\$2,509,217	73%	\$148,134,186	\$480,947,938	\$332,813,752	225%	\$2,884,726,704	\$3,108,787,092	\$224,060,388	8%
Toys/Hobby Goods/Games	\$4,819,139	\$8,859,059	\$4,039,919	84%	\$208,644,245	\$759,693,782	\$551,049,537	264%	\$4,121,474,135	\$5,333,086,242	\$1,211,612,107	29%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$9,330,787	\$17,989,798	\$8,659,011	93%	\$401,102,575	\$1,445,276,767	\$1,044,174,192	260%	\$7,730,621,890	\$9,205,319,899	\$1,474,698,009	19%



Consumer Demand & Market Supply Assessment

Site: City/County/State
Date Report Created: 6/10/2022

Morgan Hill CA

Santa Clara County CA

California

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area