

CITY OF MORGAN HILL, CA

INSIGHT

MARKET ANALYTICS

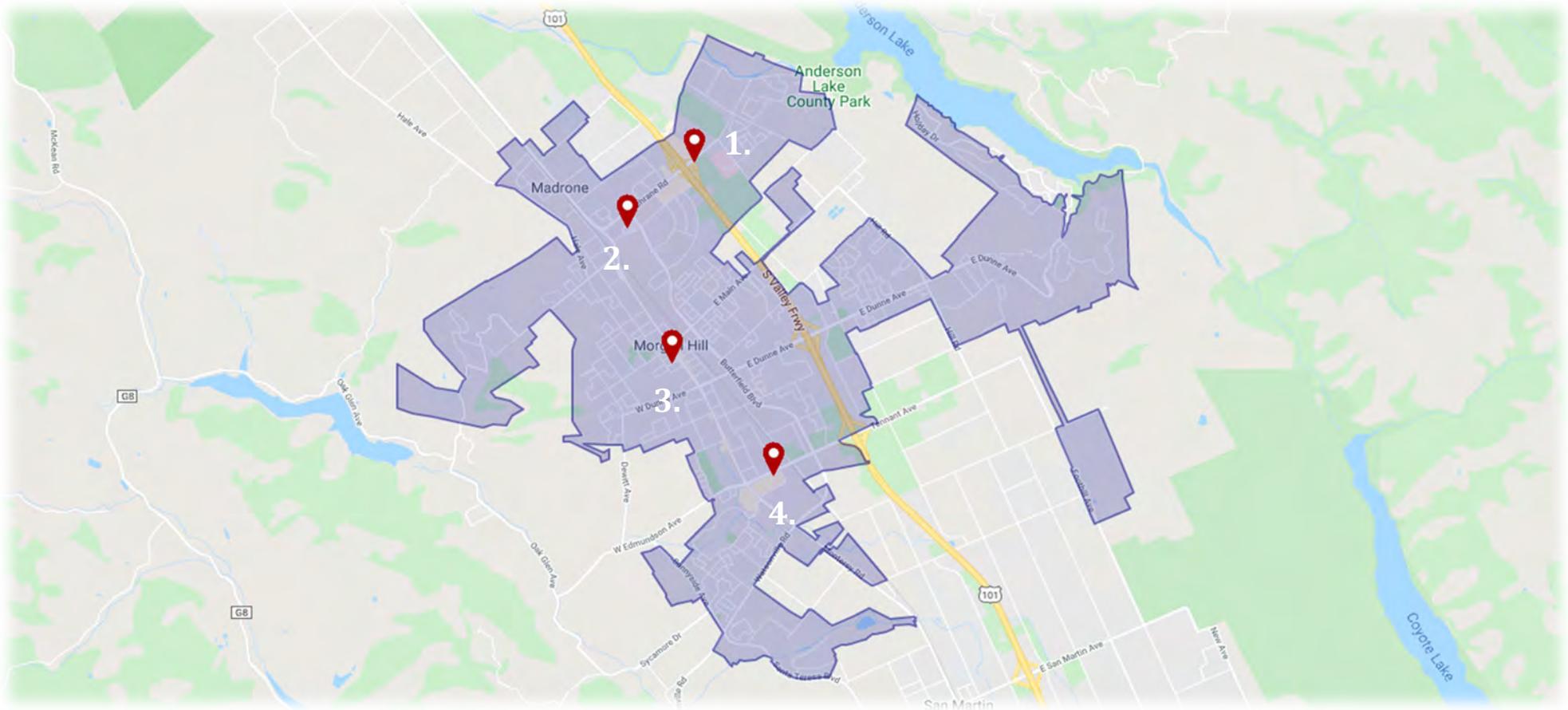
HdL  ECONsolutions

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Morgan Hill

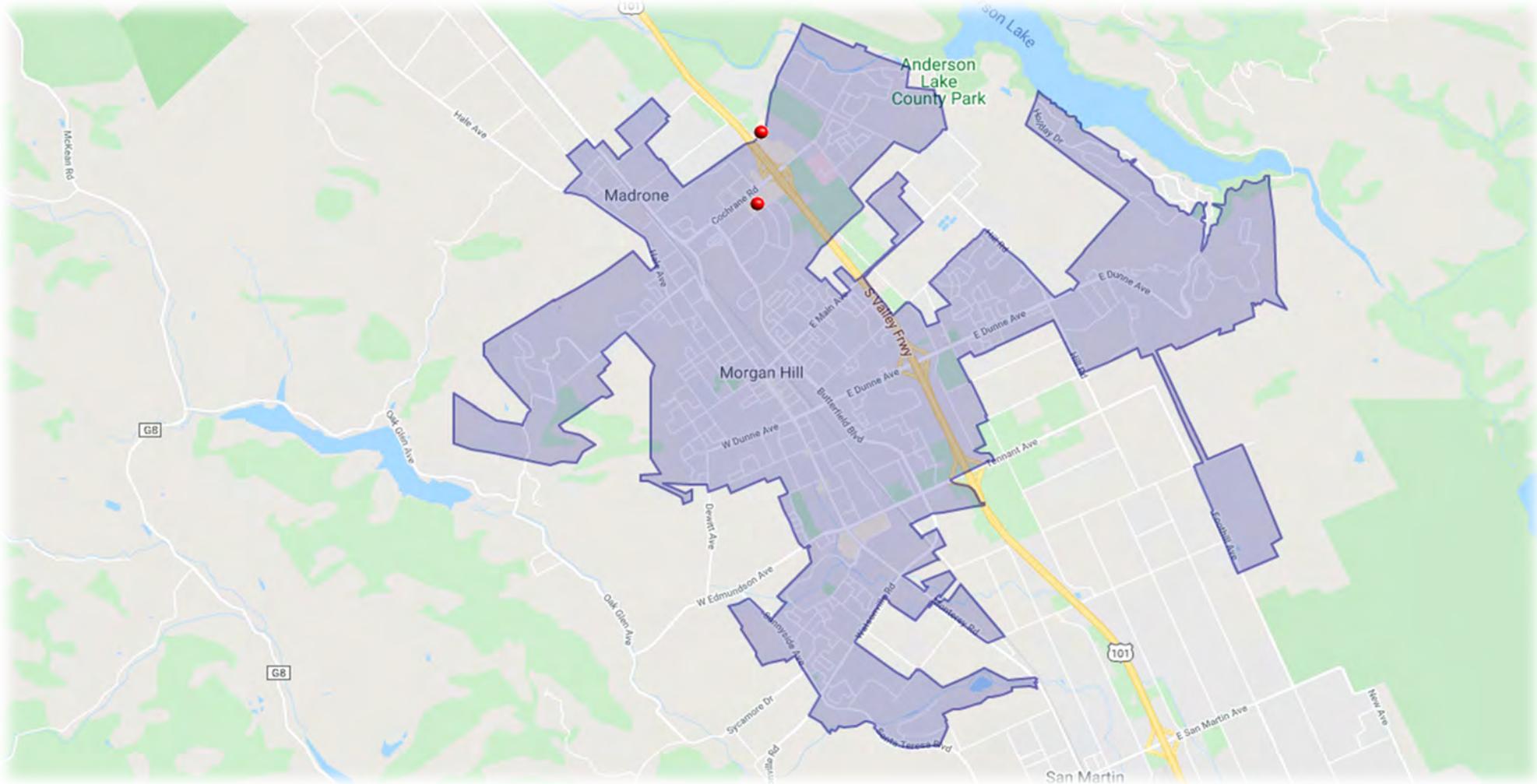
Population	44,661
Households	14,431
Average HH Income	\$149,324
White Collar (Residents)	72%
Some College or Degree	69%

Major Retail Areas

1. Cochrane Commons
2. Cochrane Rd & Butterfield Blvd
3. Downtown Morgan Hill
4. 101 Fwy & Tennant Ave

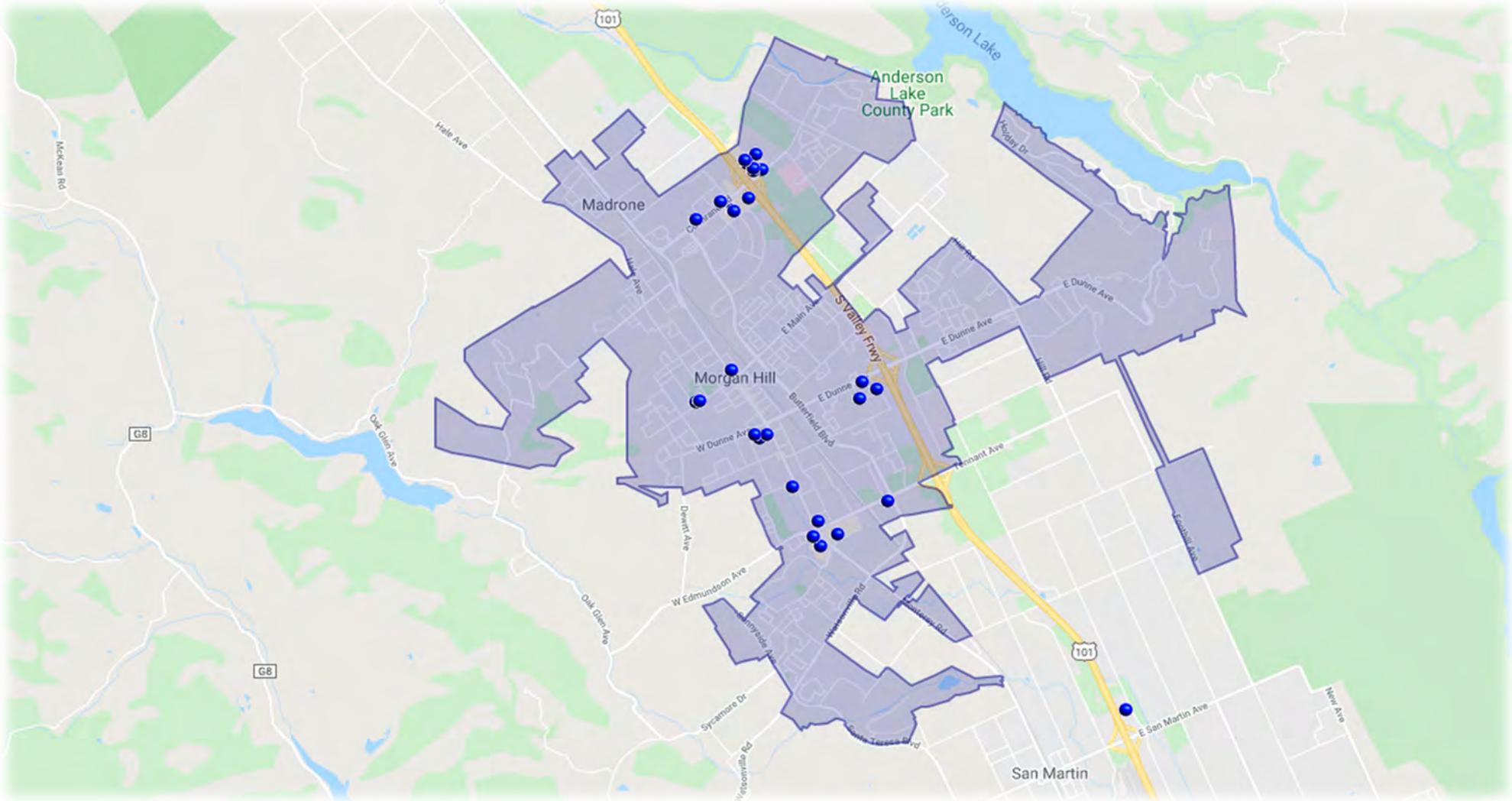
CITY OF MORGAN HILL

General Merchandise



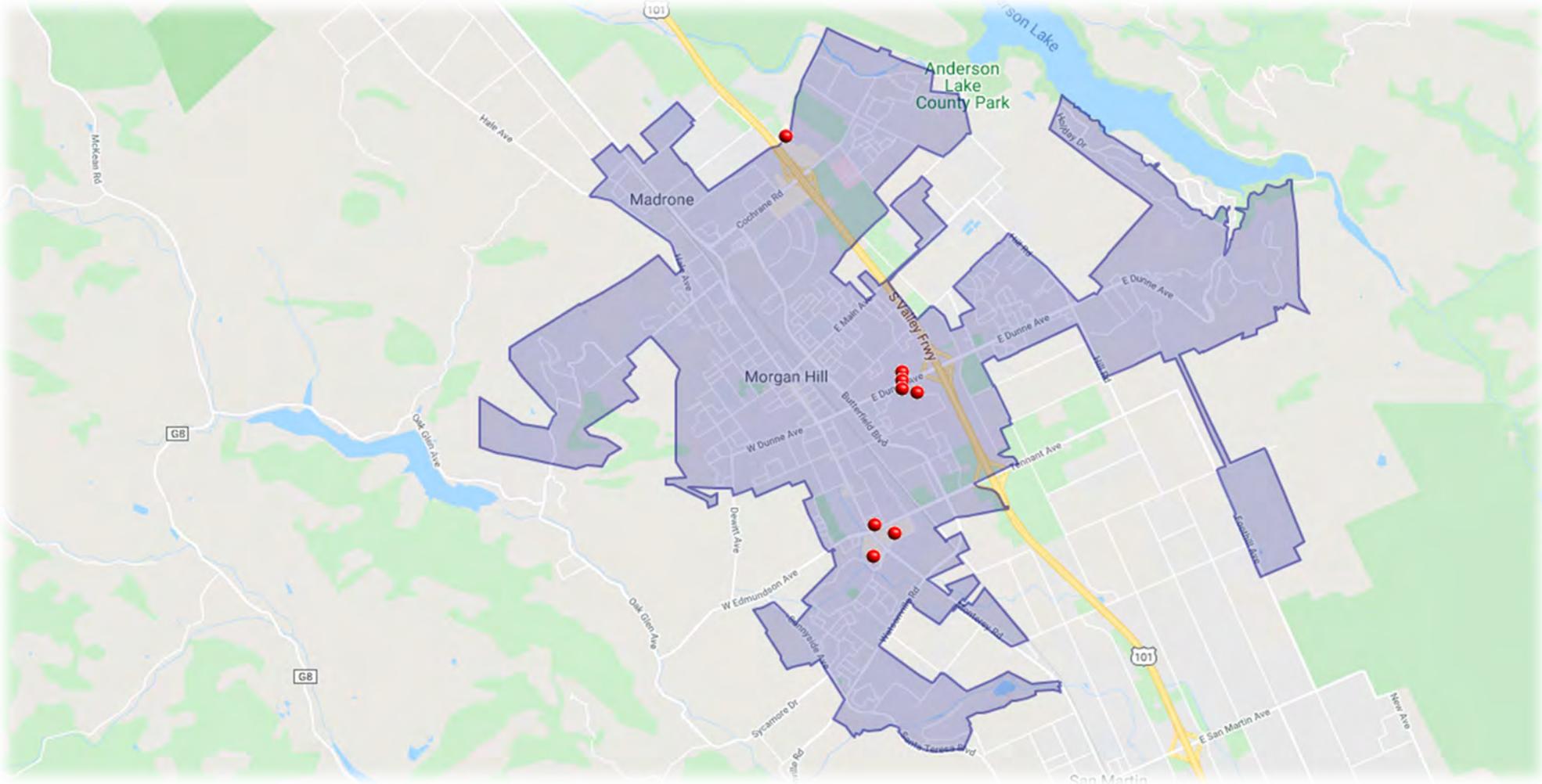
CITY OF MORGAN HILL

Retail



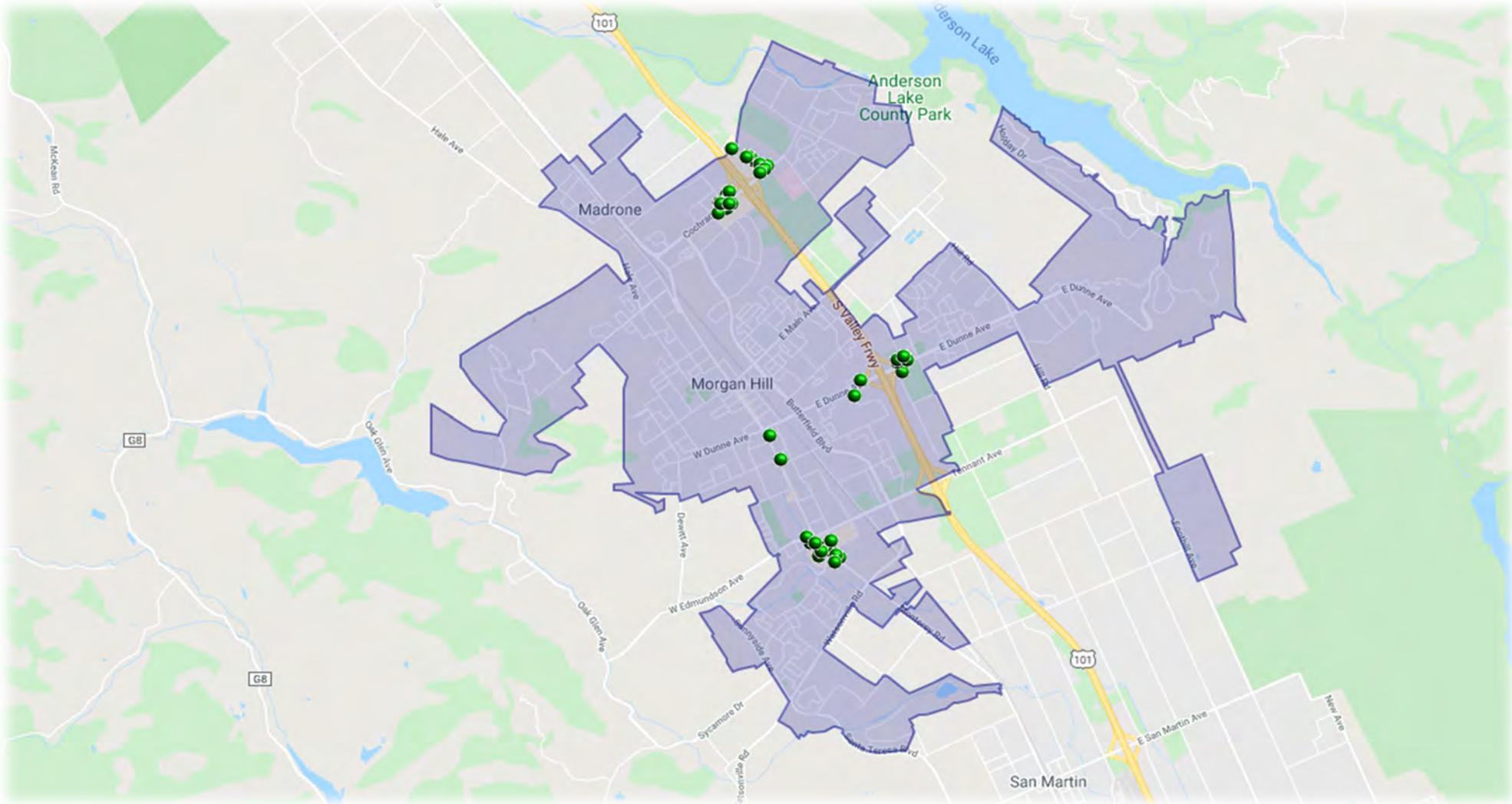
* Retail refers to the following concepts types: Clothing & Apparel, Consumer Electronics Store, Department Store, Shoe Store, Hobbies/Toys/Crafts/Books, Home Improvement Store, Home Specialty Store, Pet Supplies, Specialty Retail, Sports & Recreational

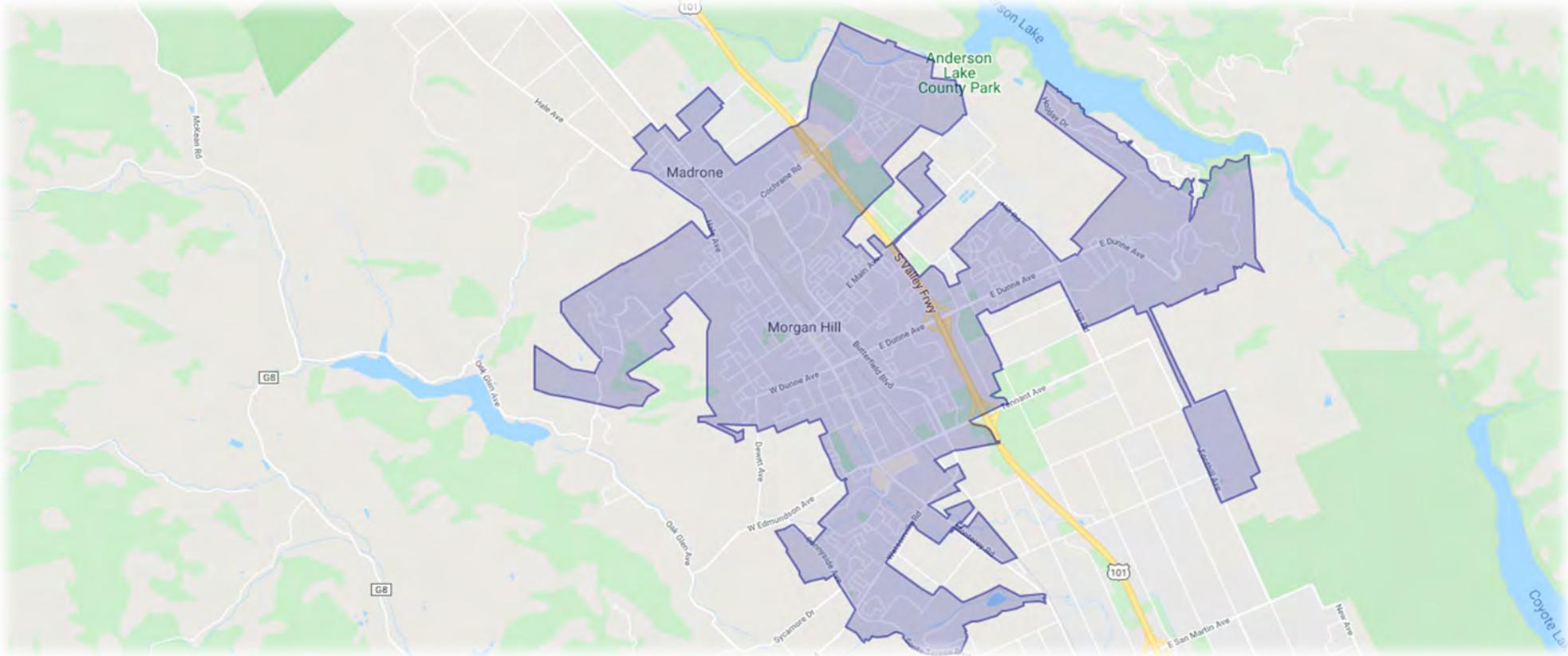




CITY OF MORGAN HILL

Restaurants





Morgan Hill

Population	44,661
Daytime Population	42,418
Households	14,431
Average Age	39.1
Average HH Income	\$149,324
White Collar (Residents)	72%
Some College or Degree	69%

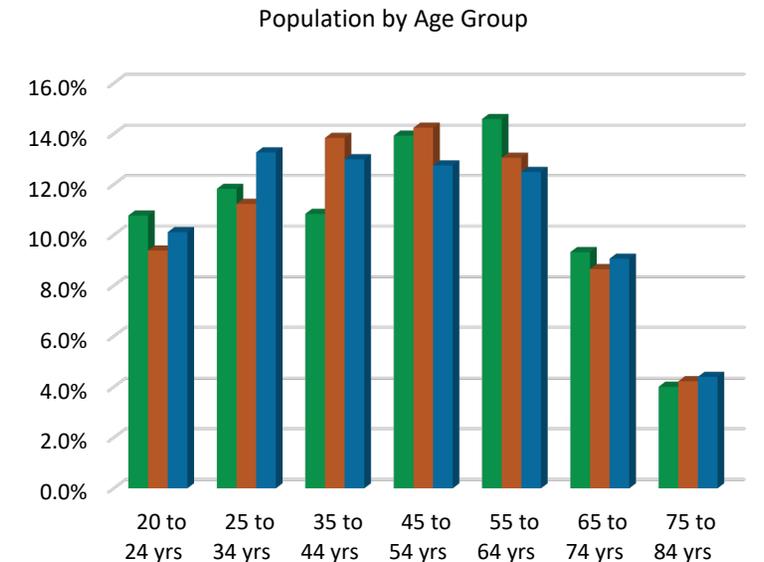
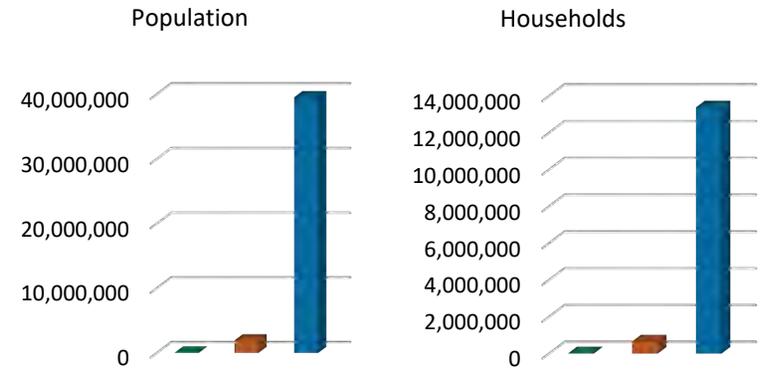


Consumer Demographic Profile

Site: City of Morgan Hill

Date Report Created: 3/31/2020

	Morgan Hill		Santa Clara		California	
	#	%	#	%	#	%
Market Stats						
Population	44,661	---	1,921,747	---	39,525,871	---
5 Year Projected Pop	47,063	---	1,960,400	---	40,946,687	---
Pop Growth (%)	5.4%	---	2.0%	---	3.6%	---
Households	14,431	---	655,732	---	13,380,512	---
5 Year Projected HHs	15,201	---	670,872	---	13,855,429	---
HH Growth (%)	5.3%	---	2.3%	---	3.5%	---
Census Stats						
2000 Population	33,996	---	1,682,588	---	33,871,648	---
2010 Population	38,145	---	1,781,642	---	37,253,956	---
Pop Growth (%)	12.2%	---	5.9%	---	10.0%	---
2000 Households	10,914	---	565,864	---	11,502,864	---
2010 Households	12,348	---	604,204	---	12,577,498	---
HH Growth (%)	13.1%	---	6.8%	---	9.3%	---
Total Population by Age						
Average Age	39.1		39.1		38.9	
19 yrs & under	10,544	23.6%	458,577	23.9%	9,209,067	23.3%
20 to 24 yrs	4,811	10.8%	180,439	9.4%	3,997,886	10.1%
25 to 34 yrs	5,282	11.8%	215,877	11.2%	5,244,045	13.3%
35 to 44 yrs	4,840	10.8%	265,951	13.8%	5,136,680	13.0%
45 to 54 yrs	6,221	13.9%	273,648	14.2%	5,039,583	12.8%
55 to 64 yrs	6,514	14.6%	250,838	13.1%	4,938,675	12.5%
65 to 74 yrs	4,164	9.3%	166,246	8.7%	3,582,967	9.1%
75 to 84 yrs	1,791	4.0%	81,220	4.2%	1,739,463	4.4%
85 + yrs	495	1.1%	28,951	1.5%	637,505	1.6%
Population Bases						
20-34 yrs	10,092	22.6%	396,316	20.6%	9,241,931	23.4%
45-64 yrs	12,735	28.5%	524,486	27.3%	9,978,258	25.2%
16 yrs +	35,455	79.4%	1,512,000	78.7%	31,310,338	79.2%
25 yrs +	29,307	65.6%	1,282,731	66.7%	26,318,918	66.6%
65 yrs +	6,450	14.4%	276,417	14.4%	5,959,935	15.1%
75 yrs +	2,286	5.1%	110,171	5.7%	2,376,968	6.0%
85 yrs +	495	1.1%	28,951	1.5%	637,505	1.6%



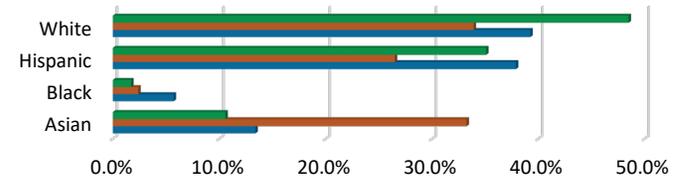
Consumer Demographic Profile

Site: City of Morgan Hill

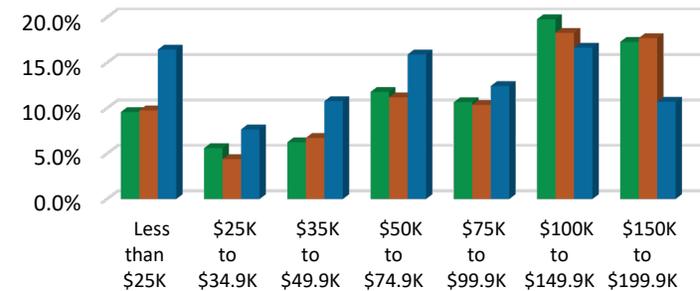
Date Report Created: 3/31/2020

	Morgan Hill		Santa Clara		California	
	#	%	#	%	#	%
Population by Race						
White	21,658	48.5%	651,899	33.9%	15,515,597	39.3%
Hispanic	15,675	35.1%	509,236	26.5%	14,978,764	37.9%
Black	766	1.7%	45,982	2.4%	2,258,406	5.7%
Asian	4,723	10.6%	639,035	33.3%	5,296,422	13.4%
Ancestry						
American Indian (ancestry)	152	0.3%	4,583	0.2%	173,382	0.4%
Hawaiin (ancestry)	121	0.3%	7,027	0.4%	139,650	0.4%
Household Income						
Per Capita Income	\$48,250	---	\$53,651	---	\$35,247	---
Average HH Income	\$149,324	---	\$157,235	---	\$104,118	---
Median HH Income	\$117,616	---	\$119,650	---	\$73,551	---
Less than \$25K	1,381	9.6%	63,978	9.8%	2,201,197	16.5%
\$25K to \$34.9K	809	5.6%	28,786	4.4%	1,025,473	7.7%
\$35K to \$49.9K	902	6.2%	44,111	6.7%	1,441,855	10.8%
\$50K to \$74.9K	1,702	11.8%	73,396	11.2%	2,129,611	15.9%
\$75K to \$99.9K	1,539	10.7%	67,939	10.4%	1,664,694	12.4%
\$100K to \$149.9K	2,856	19.8%	119,962	18.3%	2,228,933	16.7%
\$150K to \$199.9K	2,497	17.3%	116,142	17.7%	1,433,530	10.7%
\$200K +	2,746	19.0%	141,418	21.6%	1,255,219	9.4%
Education						
Less than 9th Grade	29,307		1,282,731		26,318,918	
Less than 9th Grade	1,508	5.1%	89,797	7.0%	2,600,478	9.9%
Some HS, No Diploma	1,494	5.1%	70,617	5.5%	2,099,229	8.0%
HS Grad (or Equivalent)	5,040	17.2%	190,184	14.8%	5,458,304	20.7%
Some College, No Degree	6,804	23.2%	204,700	16.0%	5,681,447	21.6%
Associate Degree	2,951	10.1%	87,969	6.9%	2,053,760	7.8%
Bachelor Degree	7,529	25.7%	343,491	26.8%	5,277,253	20.1%
Graduates Degree	2,878	9.8%	214,726	16.7%	2,127,045	8.1%

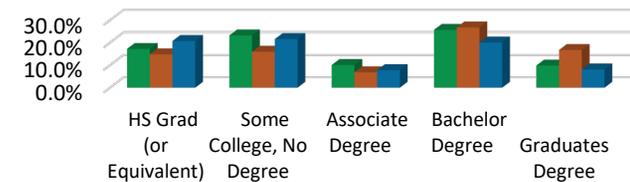
Ethnic Breakdown



Household Income Levels - %



Education

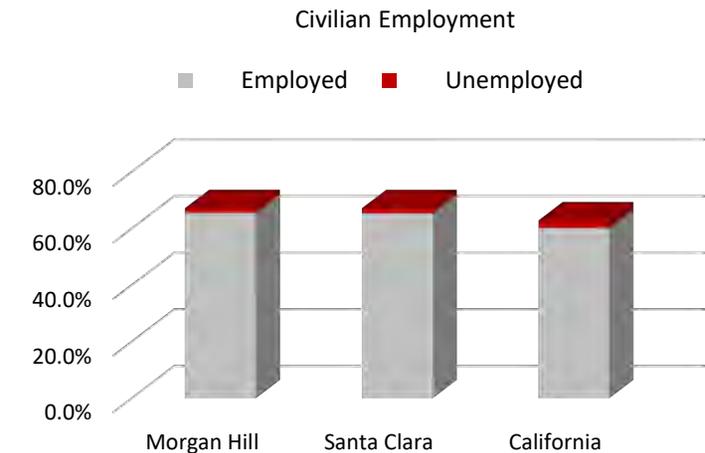
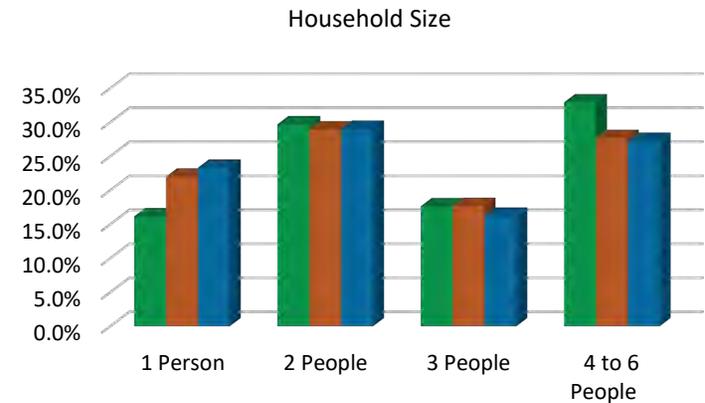


Consumer Demographic Profile

Site: City of Morgan Hill

Date Report Created: 3/31/2020

	Morgan Hill		Santa Clara		California	
	#	%	#	%	#	%
Family Structure	11,621		462,348		9,257,229	
Single - Male	487	4.2%	19,298	4.2%	451,926	4.9%
Single - Female	743	6.4%	36,377	7.9%	914,985	9.9%
Single Parent - Male	328	2.8%	12,434	2.7%	343,574	3.7%
Single Parent - Female	668	5.8%	27,559	6.0%	845,993	9.1%
Married w/ Children	4,403	37.9%	175,847	38.0%	2,910,386	31.4%
Married w/out Children	4,992	43.0%	190,833	41.3%	3,790,365	40.9%
Household Size						
1 Person	2,333	16.2%	144,333	22.0%	3,121,005	23.3%
2 People	4,288	29.7%	189,957	29.0%	3,886,770	29.0%
3 People	2,548	17.7%	116,047	17.7%	2,174,531	16.3%
4 to 6 People	4,754	32.9%	181,600	27.7%	3,650,224	27.3%
7+ People	508	3.5%	23,795	3.6%	547,982	4.1%
Home Ownership	14,431		655,732		13,380,512	
Owners	9,849	68.3%	378,276	57.7%	7,502,558	56.1%
Renters	4,582	31.7%	277,456	42.3%	5,877,954	43.9%
Components of Change						
Births	491	1.1%	19,649	1.0%	451,842	1.1%
Deaths	295	0.7%	13,470	0.7%	283,318	0.7%
Migration	534	1.2%	-3,932	-0.2%	21,481	0.1%
Employment (Pop 16+)	35,455		1,512,000		31,310,338	
Armed Services	0	0.0%	610	0.0%	146,348	0.5%
Civilian	23,811	67.2%	1,014,983	67.1%	19,675,712	62.8%
Employed	23,232	65.5%	988,901	65.4%	18,841,635	60.2%
Unemployed	579	1.6%	26,082	1.7%	834,077	2.7%
Not in Labor Force	11,645	32.8%	496,407	32.8%	11,488,278	36.7%
Employed Population	23,232		988,901		18,841,635	
White Collar	16,632	71.6%	728,293	73.6%	11,970,852	63.5%
Blue Collar	6,600	28.4%	260,608	26.4%	6,870,783	36.5%



Consumer Demographic Profile

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	Morgan Hill		Santa Clara		California	
	#	%	#	%	#	%
Employment By Occupation	23,232		988,901		18,841,635	
White Collar	16,632	71.6%	728,293	73.6%	11,970,852	63.5%
Managerial executive	5,247	22.6%	197,171	19.9%	2,954,974	15.7%
Prof specialty	5,613	24.2%	328,126	33.2%	4,269,624	22.7%
Healthcare support	313	1.3%	28,848	2.9%	668,628	3.5%
Sales	2,686	11.6%	85,898	8.7%	1,964,551	10.4%
Office Admin	2,773	11.9%	88,250	8.9%	2,113,075	11.2%
Blue Collar	6,600	28.4%	260,608	26.4%	6,870,783	36.5%
Protective	515	2.2%	12,967	1.3%	386,640	2.1%
Food Prep Serving	833	3.6%	45,058	4.6%	1,069,940	5.7%
Bldg Maint/Cleaning	825	3.6%	31,783	3.2%	792,586	4.2%
Personal Care	744	3.2%	27,088	2.7%	569,938	3.0%
Farming/Fishing/Forestry	107	0.5%	3,851	0.4%	324,702	1.7%
Construction	1,698	7.3%	56,354	5.7%	1,420,867	7.5%
Production Transp	1,878	8.1%	83,507	8.4%	2,306,110	12.2%
Employment By Industry	23,232		988,901		18,841,635	
Agri Mining Const	2,008	8.6%	55,325	5.6%	1,643,860	8.7%
Manufacturing	3,411	14.7%	167,147	16.9%	1,767,781	9.4%
Transportation	579	2.5%	28,663	2.9%	976,681	5.2%
Information	677	2.9%	50,625	5.1%	535,101	2.8%
Wholesale Retail	3,274	14.1%	106,079	10.7%	2,553,109	13.6%
Fin Insur Real Estate	1,233	5.3%	47,752	4.8%	1,138,452	6.0%
Professional Services	2,554	11.0%	158,023	16.0%	1,583,958	8.4%
Management Services	69	0.3%	1,570	0.2%	18,601	0.1%
Admin Waste Services	1,257	5.4%	42,242	4.3%	900,829	4.8%
Educational services	4,398	18.9%	187,066	18.9%	3,955,804	21.0%
Entertain services	1,756	7.6%	79,733	8.1%	1,942,555	10.3%
Other Prof services	1,049	4.5%	40,452	4.1%	992,062	5.3%
Public admin	966	4.2%	24,224	2.4%	832,842	4.4%

