

Consumer Demographic Profile

For Market:

Site Comparison

Market Definition:

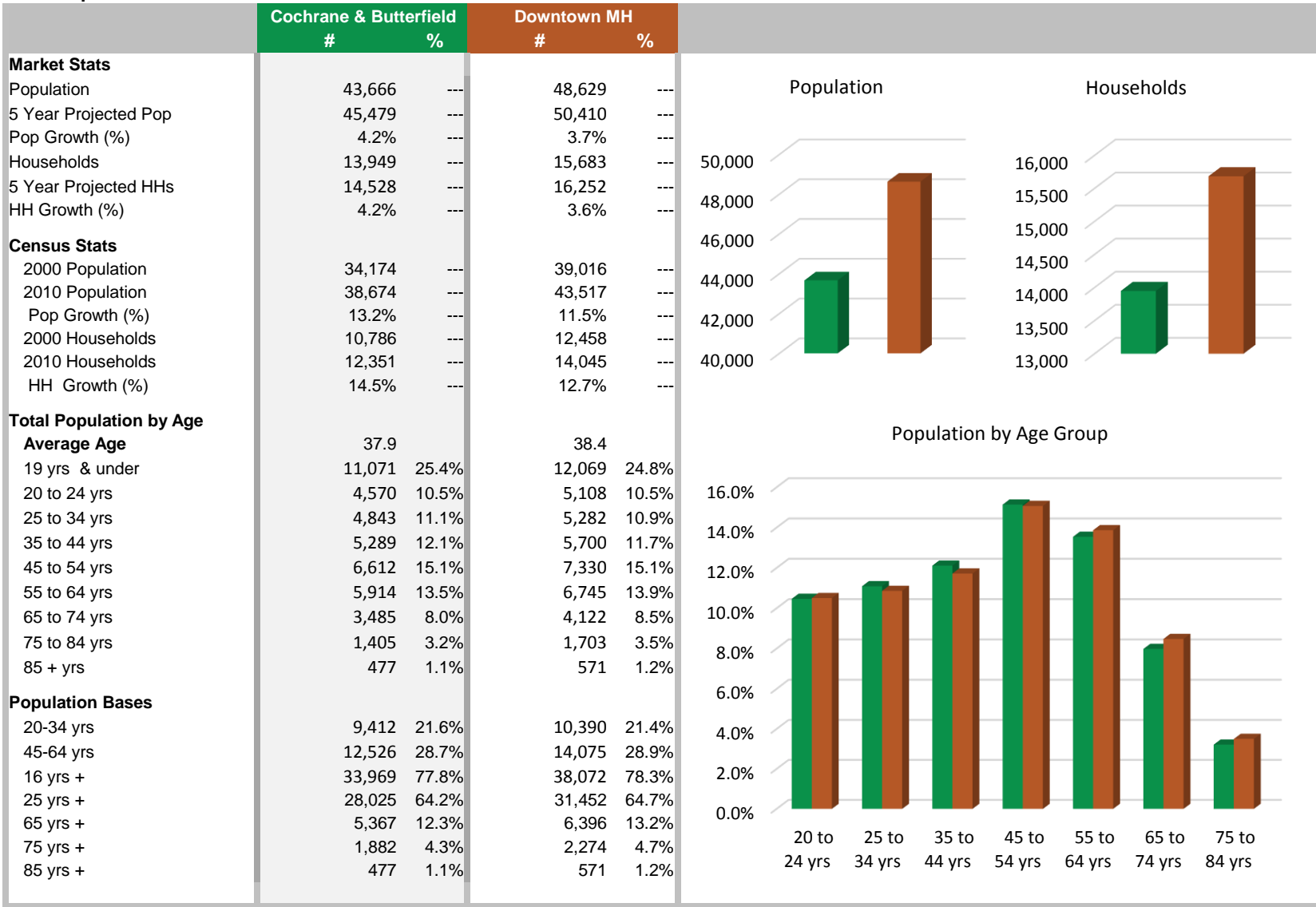
Cochrane Rd & Butterfield Blvd Vs. Downtown Morgan Hill (Monterey/2nd)

Trade Area Definition

10 Minute Drive Time

Date Report Created:

2/28/2017



Consumer Demographic Profile

For Market:

Site Comparison

Market Definition:

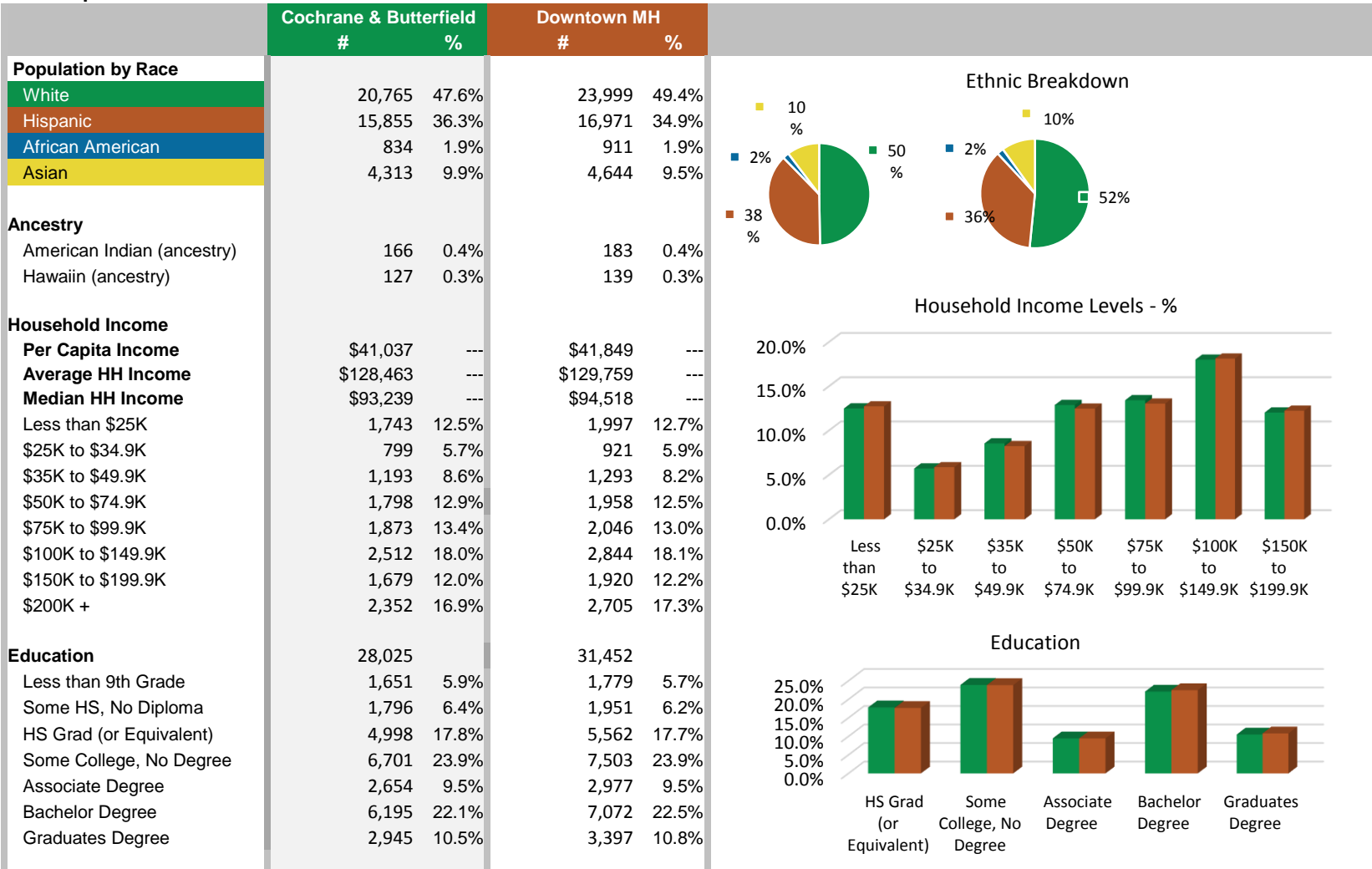
Cochrane Rd & Butterfield Blvd Vs. Downtown Morgan Hill (Monterey/2nd)

Trade Area Definition

10 Minute Drive Time

Date Report Created:

2/28/2017



Consumer Demographic Profile

For Market:

Site Comparison

Market Definition:

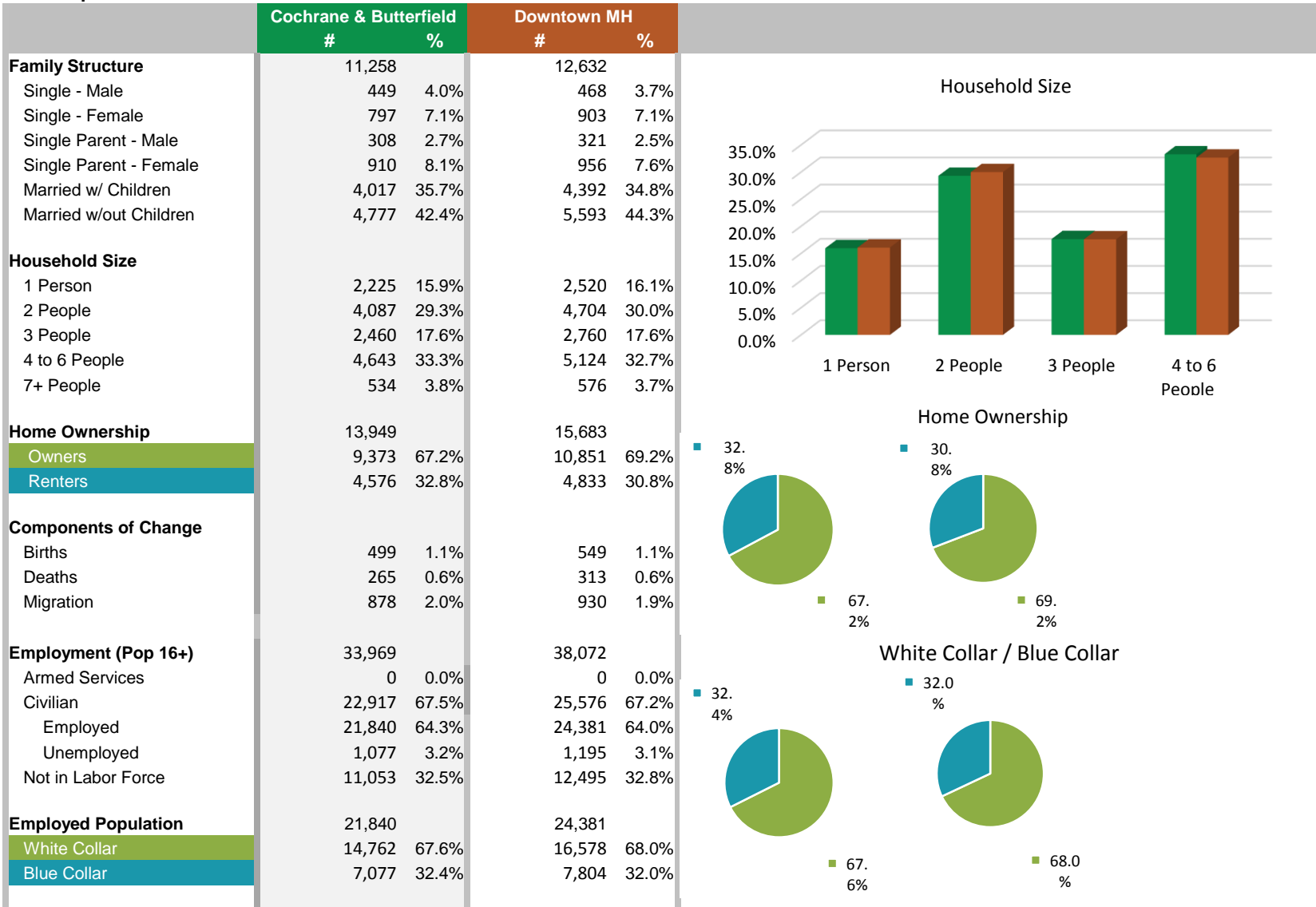
Cochrane Rd & Butterfield Blvd Vs. Downtown Morgan Hill (Monterey/2nd)

Trade Area Definition

10 Minute Drive Time

Date Report Created:

2/28/2017



Consumer Demographic Profile

For Market:

Site Comparison

Market Definition:

Cochrane Rd & Butterfield Blvd Vs. Downtown Morgan Hill (Monterey/2nd)

Trade Area Definition

10 Minute Drive Time

Date Report Created:

2/28/2017

	Cochrane & Butterfield		Downtown MH	
	#	%	#	%
Employment By Occupation	21,840		24,381	
White Collar	14,762	67.6%	16,578	68.0%
Managerial executive	4,318	19.8%	4,881	20.0%
Prof specialty	4,873	22.3%	5,406	22.2%
Healthcare support	218	1.0%	271	1.1%
Sales	2,791	12.8%	3,135	12.9%
Office Admin	2,562	11.7%	2,884	11.8%
Blue Collar	7,077	32.4%	7,804	32.0%
Protective	419	1.9%	502	2.1%
Food Prep Serving	820	3.8%	908	3.7%
Bldg Maint/Cleaning	906	4.1%	956	3.9%
Personal Care	1,069	4.9%	1,197	4.9%
Farming/Fishing/Forestry	219	1.0%	243	1.0%
Construction	1,732	7.9%	1,982	8.1%
Production Transp	1,913	8.8%	2,015	8.3%
Employment By Industry	21,840		24,381	
Agri Mining Const	2,014	9.2%	2,382	9.8%
Manufacturing	3,224	14.8%	3,537	14.5%
Transportation	737	3.4%	881	3.6%
Information	598	2.7%	633	2.6%
Wholesale Retail	3,147	14.4%	3,491	14.3%
Fin Insur Real Estate	1,460	6.7%	1,559	6.4%
Professional Services	2,144	9.8%	2,418	9.9%
Management Services	40	0.2%	43	0.2%
Admin Waste Services	979	4.5%	1,018	4.2%
Educational services	3,825	17.5%	4,230	17.4%
Entertain services	1,556	7.1%	1,736	7.1%
Other Prof services	1,371	6.3%	1,612	6.6%
Public admin	747	3.4%	842	3.5%

