

CITY OF MORGAN HILL, CA

INSIGHT

MARKET ANALYTICS

HdL  ECON Solutions

Submitted by:

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Employment Profile

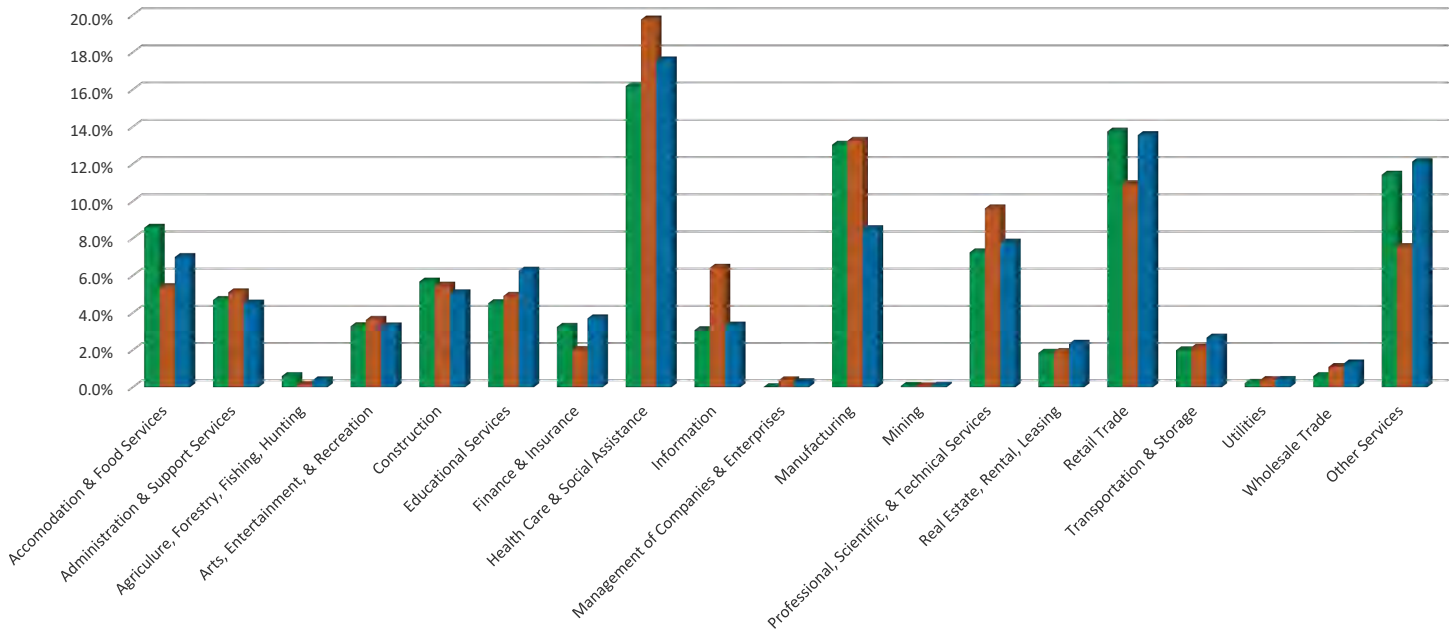
Site: City of Morgan Hill, CA

Date Report Created: 12/17/2020

	Morgan Hill CA		Santa Clara County CA		California	
Daytime Population	41,613		2,345,738		43,031,706	
Student Population	8,172		574,628		11,562,815	
Median Employee Salary	64,305		70,989		50,035	
Average Employee Salary	73,895		80,368		59,281	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	142	0.8%	4,035	0.4%	475,171	2.8%
15,000 to 30,000 CrYr	88	0.5%	4,447	0.4%	1,032,891	6.2%
30,000 to 45,000 CrYr	1,216	6.6%	43,069	3.8%	5,707,734	34.1%
45,000 to 60,000 CrYr	4,293	23.4%	158,844	13.9%	3,074,094	18.4%
60,000 to 75,000 CrYr	5,520	30.1%	373,624	32.7%	2,113,501	12.6%
75,000 to 90,000 CrYr	4,443	24.2%	358,631	31.4%	1,753,787	10.5%
90,000 to 100,000 CrYr	434	2.4%	48,909	4.3%	397,977	2.4%
Over 100,000 CrYr	2,217	12.1%	151,607	13.3%	2,162,945	12.9%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,279	100%	18,354	100%	53,800	100%	1,143,166	100%	1,025,972	100%	16,718,100	100%
Accommodation & Food Services	89	6.9%	1,574	8.6%	3,022	5.6%	61,501	5.4%	59,565	5.8%	1,170,248	7.0%
Administration & Support Services	37	2.9%	860	4.7%	1,912	3.6%	58,294	5.1%	33,407	3.3%	751,846	4.5%
Agriculture, Forestry, Fishing, Hunting	10	0.8%	109	0.6%	128	0.2%	1,326	0.1%	5,547	0.5%	60,934	0.4%
Arts, Entertainment, & Recreation	30	2.3%	601	3.3%	1,268	2.4%	41,354	3.6%	24,383	2.4%	545,930	3.3%
Construction	80	6.2%	1,042	5.7%	2,874	5.3%	62,442	5.5%	57,170	5.6%	843,835	5.0%
Educational Services	34	2.7%	829	4.5%	1,536	2.9%	56,120	4.9%	27,497	2.7%	1,047,606	6.3%
Finance & Insurance	88	6.8%	595	3.2%	2,705	5.0%	22,824	2.0%	55,389	5.4%	618,594	3.7%
Health Care & Social Assistance	206	16.1%	2,971	16.2%	9,852	18.3%	225,986	19.8%	182,102	17.7%	2,937,027	17.6%
Information	25	1.9%	562	3.1%	1,549	2.9%	73,420	6.4%	21,313	2.1%	553,862	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	36	0.1%	4,227	0.4%	759	0.1%	44,599	0.3%
Manufacturing	90	7.0%	2,393	13.0%	2,828	5.3%	151,447	13.2%	44,589	4.3%	1,420,625	8.5%
Mining	1	0.1%	13	0.1%	18	0.0%	524	0.0%	596	0.1%	13,573	0.1%
Professional, Scientific, & Technical Services	102	7.9%	1,331	7.3%	6,369	11.8%	109,933	9.6%	114,216	11.1%	1,300,270	7.8%
Real Estate, Rental, Leasing	60	4.7%	339	1.8%	2,294	4.3%	21,581	1.9%	44,848	4.4%	390,639	2.3%
Retail Trade	142	11.1%	2,523	13.7%	6,012	11.2%	124,804	10.9%	134,836	13.1%	2,266,478	13.6%
Transportation & Storage	10	0.8%	364	2.0%	624	1.2%	24,514	2.1%	13,679	1.3%	445,461	2.7%
Utilities	1	0.1%	41	0.2%	52	0.1%	4,337	0.4%	1,646	0.2%	64,881	0.4%
Wholesale Trade	22	1.7%	109	0.6%	1,179	2.2%	12,394	1.1%	26,086	2.5%	213,055	1.3%
Other Services	255	19.9%	2,098	11.4%	9,542	17.7%	86,138	7.5%	178,344	17.4%	2,028,637	12.1%

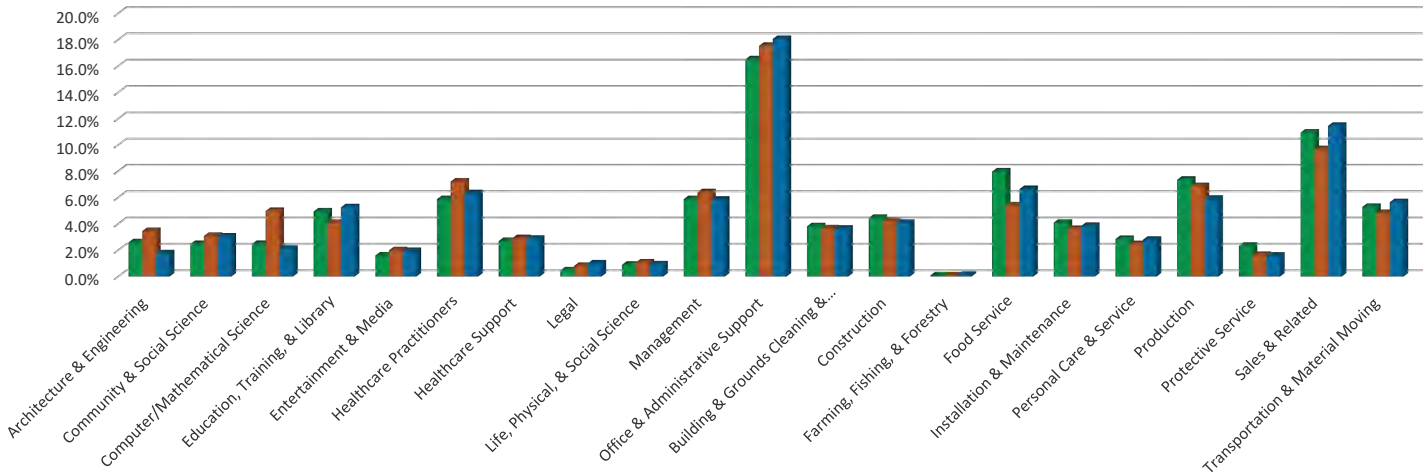
Employment Profile

Site: City of Morgan Hill, CA

Date Report Created: 12/17/2020

	Morgan Hill CA		Santa Clara County CA		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	9,172	50.0%	653,028	57.1%	8,806,235	52.7%
Architecture & Engineering	476	2.6%	39,420	3.4%	293,953	1.8%
Community & Social Science	453	2.5%	35,221	3.1%	506,482	3.0%
Computer/Mathematical Science	453	2.5%	56,875	5.0%	358,604	2.1%
Education, Training, & Library	906	4.9%	46,750	4.1%	878,528	5.3%
Entertainment & Media	293	1.6%	22,766	2.0%	323,111	1.9%
Healthcare Practitioners	1,078	5.9%	82,465	7.2%	1,057,071	6.3%
Healthcare Support	494	2.7%	33,314	2.9%	478,994	2.9%
Legal	85	0.5%	9,150	0.8%	165,902	1.0%
Life, Physical, & Social Science	163	0.9%	12,103	1.1%	152,751	0.9%
Management	1,078	5.9%	73,152	6.4%	974,701	5.8%
Office & Administrative Support	3,029	16.5%	200,411	17.5%	3,018,653	18.1%
Blue Collar	9,022	49.2%	484,651	42.4%	7,642,329	45.7%
Building & Grounds Cleaning & Maintenance	700	3.8%	41,720	3.6%	606,455	3.6%
Construction	816	4.4%	48,313	4.2%	684,179	4.1%
Farming, Fishing, & Forestry	16	0.1%	926	0.1%	27,055	0.2%
Food Service	1,463	8.0%	61,673	5.4%	1,110,397	6.6%
Installation & Maintenance	752	4.1%	41,241	3.6%	641,958	3.8%
Personal Care & Service	522	2.8%	28,093	2.5%	465,555	2.8%
Production	1,348	7.3%	78,391	6.9%	986,810	5.9%
Protective Service	427	2.3%	18,706	1.6%	264,264	1.6%
Sales & Related	2,007	10.9%	110,539	9.7%	1,912,493	11.4%
Transportation & Material Moving	970	5.3%	55,049	4.8%	943,163	5.6%
Military Services	160	0.9%	5,487	0.5%	269,536	1.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	18,354	1,143,166	16,718,100
2020 Q1	18,374	1,135,590	16,591,326
2019 Q4	18,487	1,143,866	16,785,687
2019 Q3	18,095	1,119,586	16,201,037
2019 Q2	18,531	1,143,300	16,750,668
2019 Q1	18,507	1,141,458	16,631,083
2018 Q4	18,596	1,148,615	16,780,610
2018 Q3	18,133	1,117,779	16,213,498
2018 Q2	18,509	1,144,708	16,837,882

Consumer Demand & Market Supply Assessment

Site: City of Morgan Hill, CA

Date Report Created: 12/17/2020

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
44,654	1,917,341	39,502,463
47,009	1,956,717	41,298,036
44,333	1,887,738	38,697,689
322	29,603	804,774
14,426	654,141	13,369,072
15,182	669,376	13,982,960
1,279	53,800	1,025,972
18,354	1,143,166	16,718,100
\$119,361	\$121,426	\$74,463

By Establishments

Furniture Stores
Used Merchandise Stores
Vending Machine Operators (Non-Store)
Office Supplies/Stationary/Gift
Specialty Food Stores
Health/Personal Care Stores
Shoe Stores
Other General Merchandise Stores
Clothing Stores
Building Material/Supplies Dealers
Direct Selling Establishments
Florists/Misc. Store Retailers
Beer/Wine/Liquor Stores
Other Misc. Store Retailers
Automotive Dealers
Gasoline Stations
Sporting Goods/Hobby/Musical Instrument
Lawn/Garden Equipment/Supplies Stores
Home Furnishing Stores
Grocery Stores
Electronics/Appliance
Jewelry/Luggage/Leather Goods
Full-Service Restaurants
Automotive Parts/Accessories/Tire
Department Stores
Special Food Services
Limited-Service Eating Places
Book/Periodical/Music Stores
Bar/Drinking Places (Alcoholic Beverages)
Electronic Shopping/Mail Order Houses
Other Motor Vehicle Dealers

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$9,741,590	\$0	(\$9,741,590)	-100%	\$424,424,089	\$408,671,924	(\$15,752,165)	-4%	\$7,973,920,721	\$7,654,158,844	(\$319,761,877)	-4%
Used Merchandise Stores	\$2,695,551	\$0	(\$2,695,551)	-100%	\$117,380,859	\$55,062,803	(\$62,318,056)	-53%	\$2,233,029,303	\$1,994,187,190	(\$238,842,113)	-11%
Vending Machine Operators (Non-Store)	\$5,533,897	\$0	(\$5,533,897)	-100%	\$245,652,942	\$143,652,517	(\$102,000,425)	-42%	\$4,618,826,820	\$4,193,255,810	(\$425,571,010)	-9%
Office Supplies/Stationary/Gift	\$4,634,981	\$1,887,953	(\$2,747,028)	-59%	\$208,838,323	\$116,156,528	(\$92,681,795)	-44%	\$3,856,162,506	\$3,892,531,562	\$36,369,056	1%
Specialty Food Stores	\$4,794,157	\$2,165,817	(\$2,628,340)	-55%	\$209,755,726	\$174,147,375	(\$35,608,351)	-17%	\$4,010,337,188	\$3,699,524,123	(\$310,813,065)	-8%
Health/Personal Care Stores	\$46,307,124	\$24,716,355	(\$21,590,769)	-47%	\$2,014,271,750	\$1,834,715,513	(\$179,556,237)	-9%	\$39,766,456,812	\$40,912,554,710	\$1,146,097,898	3%
Shoe Stores	\$5,427,161	\$2,918,231	(\$2,508,930)	-46%	\$238,262,225	\$320,247,763	\$81,985,538	34%	\$4,457,429,350	\$4,540,685,037	\$83,255,687	2%
Other General Merchandise Stores	\$91,650,689	\$51,035,369	(\$40,615,320)	-44%	\$4,010,374,237	\$3,422,946,069	(\$587,428,168)	-15%	\$76,984,775,953	\$81,772,120,715	\$4,787,344,762	6%
Clothing Stores	\$39,154,902	\$23,074,206	(\$16,080,696)	-41%	\$1,712,784,749	\$1,742,475,490	\$29,690,741	2%	\$32,598,269,497	\$33,390,147,616	\$791,878,119	2%
Building Material/Supplies Dealers	\$47,289,361	\$29,364,813	(\$17,924,548)	-38%	\$2,058,372,004	\$2,188,975,505	\$130,603,501	6%	\$40,482,053,654	\$45,372,888,713	\$4,890,835,059	12%
Direct Selling Establishments	\$5,323,333	\$3,448,773	(\$1,874,560)	-35%	\$232,128,195	\$142,360,093	(\$89,768,102)	-39%	\$4,514,882,961	\$3,632,899,215	(\$881,983,746)	-20%
Florists/Misc. Store Retailers	\$1,204,655	\$786,383	(\$418,272)	-35%	\$52,317,341	\$51,718,896	(\$598,445)	-1%	\$1,016,176,923	\$1,059,395,355	\$43,218,432	4%
Beer/Wine/Liquor Stores	\$7,627,542	\$5,360,386	(\$2,267,156)	-30%	\$334,146,633	\$257,818,281	(\$76,328,352)	-23%	\$6,350,167,126	\$6,554,747,753	\$204,580,627	3%
Other Misc. Store Retailers	\$12,675,700	\$9,341,974	(\$3,333,726)	-26%	\$550,421,004	\$427,169,554	(\$123,251,450)	-22%	\$10,546,819,723	\$10,773,923,947	\$227,104,224	2%
Automotive Dealers	\$165,456,423	\$125,799,737	(\$39,656,686)	-24%	\$7,164,680,262	\$5,822,604,430	(\$1,342,075,832)	-19%	\$132,318,909,871	\$131,451,496,380	(\$867,413,491)	-1%
Gasoline Stations	\$71,828,623	\$56,415,481	(\$15,413,143)	-21%	\$3,126,928,144	\$4,396,688,249	\$1,269,760,105	41%	\$59,329,856,043	\$83,194,969,484	\$23,865,113,441	40%
Sporting Goods/Hobby/Musical Instrument	\$8,525,630	\$6,793,005	(\$1,732,624)	-20%	\$372,468,880	\$293,726,112	(\$78,742,768)	-21%	\$7,040,276,879	\$7,092,031,643	\$51,754,764	1%
Lawn/Garden Equipment/Supplies Stores	\$4,595,133	\$3,864,371	(\$730,763)	-16%	\$199,579,302	\$111,055,875	(\$88,523,427)	-44%	\$3,880,273,465	\$4,128,294,893	\$248,021,428	6%
Home Furnishing Stores	\$7,945,438	\$6,976,363	(\$969,075)	-12%	\$346,225,774	\$345,956,033	(\$269,741)	0%	\$6,701,149,091	\$6,875,791,717	\$174,642,626	3%
Grocery Stores	\$90,226,493	\$81,568,407	(\$8,658,085)	-10%	\$3,944,181,233	\$3,212,054,861	(\$732,126,372)	-19%	\$75,657,247,800	\$71,626,326,595	(\$4,030,921,205)	-5%
Electronics/Appliance	\$16,021,569	\$15,409,304	(\$612,265)	-4%	\$773,113,999	\$793,612,915	\$20,498,916	3%	\$13,371,212,176	\$12,427,204,466	(\$944,007,710)	-7%
Jewelry/Luggage/Leather Goods	\$5,497,996	\$5,343,638	(\$154,358)	-3%	\$239,902,575	\$244,308,528	\$4,405,953	2%	\$4,515,122,445	\$4,485,455,984	(\$29,666,461)	-1%
Full-Service Restaurants	\$49,780,507	\$53,397,321	\$3,616,813	7%	\$2,610,221,783	\$2,362,358,013	(\$247,863,770)	-9%	\$41,421,836,528	\$43,456,126,930	\$2,034,290,402	5%
Automotive Parts/Accessories/Tire	\$13,406,648	\$15,130,345	\$1,723,698	13%	\$581,967,581	\$503,498,882	(\$78,468,699)	-13%	\$11,452,541,530	\$11,562,876,763	\$110,335,233	1%
Department Stores	\$19,340,294	\$22,151,812	\$2,811,518	15%	\$845,741,146	\$819,261,623	(\$26,479,523)	-3%	\$16,234,105,738	\$20,446,153,369	\$4,212,047,631	26%
Special Food Services	\$10,723,229	\$12,486,109	\$1,762,880	16%	\$536,253,450	\$457,151,112	(\$79,102,338)	-15%	\$8,798,168,648	\$9,150,915,865	\$352,747,217	4%
Limited-Service Eating Places	\$47,797,218	\$57,335,873	\$9,538,656	20%	\$2,389,285,684	\$2,189,060,336	(\$200,225,348)	-8%	\$39,226,941,852	\$41,261,659,569	\$2,034,717,717	5%
Book/Periodical/Music Stores	\$2,937,615	\$3,832,179	\$894,564	30%	\$128,667,322	\$130,876,063	\$2,208,741	2%	\$2,455,864,720	\$2,503,326,672	\$47,461,952	2%
Bar/Drinking Places (Alcoholic Beverages)	\$3,033,151	\$4,072,229	\$1,039,079	34%	\$169,695,062	\$152,452,823	(\$17,242,239)	-10%	\$2,574,420,489	\$2,817,548,346	\$243,127,857	9%
Electronic Shopping/Mail Order Houses	\$130,966,858	\$314,618,430	\$183,651,572	140%	\$5,941,098,660	\$24,671,837,588	\$18,730,738,928	315%	\$110,836,992,972	\$87,793,197,781	(\$23,043,795,191)	-21%
Other Motor Vehicle Dealers	\$9,330,869	\$42,434,739	\$33,330,869	366%	\$394,895,951	\$231,449,168	(\$163,446,783)	-41%	\$7,289,884,627	\$7,494,804,469	\$204,919,842	3%
Consumer Demand/Market Supply Index	\$941,247,336	\$981,729,603	96		\$42,174,036,885	\$58,024,070,922	73		\$782,514,113,411	\$797,211,201,516	98	

Consumer Demand & Market Supply Assessment

Site: City of Morgan Hill, CA

Date Report Created: 12/17/2020

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	
Dimensional Lumber/Other Building Materials	\$19,235,775	\$12,883,646	(\$6,352,129)	-33%	\$838,099,582	\$954,911,156	\$116,811,574	14%	\$16,618,066,427	\$19,027,300,293	\$2,409,233,866	14%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,448,423	\$2,362,076	(\$1,086,347)	-32%	\$149,513,504	\$174,169,868	\$24,656,364	16%	\$3,002,838,526	\$3,479,181,582	\$476,343,056	16%
Groceries/Other Food Items (Off Premises)	\$138,729,625	\$103,680,044	(\$35,049,581)	-25%	\$6,045,668,536	\$5,365,303,077	(\$680,365,459)	-11%	\$116,107,923,610	\$109,366,551,090	(\$6,741,372,520)	-6%
Cigars/Cigarettes/Tobacco/Accessories	\$10,052,014	\$7,910,905	(\$2,141,109)	-21%	\$432,164,477	\$483,058,739	\$50,894,262	12%	\$8,985,660,821	\$10,437,958,948	\$1,452,298,127	16%
Pets/Pet Foods/Pet Supplies	\$7,494,353	\$6,065,027	(\$1,429,326)	-19%	\$325,940,757	\$340,672,641	\$14,731,884	5%	\$6,054,481,520	\$4,797,093,805	(\$1,257,387,715)	-21%
Automotive Fuels	\$66,672,646	\$55,673,792	(\$10,998,854)	-16%	\$2,897,199,500	\$4,202,233,975	\$1,305,034,475	45%	\$54,744,359,366	\$78,303,282,699	\$23,558,923,333	43%
Alcoholic Drinks Served at the Establishment	\$23,378,496	\$19,928,797	(\$3,449,699)	-15%	\$1,322,536,881	\$850,600,694	(\$471,936,187)	-36%	\$19,908,418,307	\$16,836,564,372	(\$3,071,853,935)	-15%
Furniture/Sleep/Outdoor/Patio Furniture	\$25,936,103	\$22,776,127	(\$3,159,976)	-12%	\$1,129,755,961	\$2,090,244,437	\$960,488,476	85%	\$21,223,172,758	\$16,772,015,995	(\$4,451,156,763)	-21%
Packaged Liquor/Wine/Beer	\$16,878,028	\$14,854,840	(\$2,023,188)	-12%	\$735,950,740	\$846,957,034	\$111,006,294	15%	\$13,978,306,221	\$14,223,340,308	\$245,034,087	2%
Major Household Appliances	\$3,453,776	\$3,121,990	(\$331,786)	-10%	\$150,192,486	\$192,339,075	\$42,146,589	28%	\$2,624,931,177	\$3,576,066,408	\$951,135,231	36%
Automotive Lubricants (incl Oil, Greases)	\$3,453,776	\$3,121,990	(\$331,786)	-10%	\$150,192,486	\$192,339,075	\$42,146,589	28%	\$2,624,931,177	\$3,576,066,408	\$951,135,231	36%
Hardware/Tools/Plumbing/Electrical Supplies	\$13,381,224	\$12,292,542	(\$1,088,682)	-8%	\$582,905,585	\$903,152,986	\$320,247,401	55%	\$11,565,328,080	\$13,165,977,895	\$1,600,649,815	14%
Autos/Cars/Vans/Trucks/Motorcycles	\$145,304,709	\$133,815,505	(\$11,489,203)	-8%	\$6,288,472,150	\$5,228,998,776	(\$1,059,473,374)	-17%	\$115,958,039,560	\$115,605,041,959	(\$352,997,601)	0%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,290,154	\$2,210,053	(\$80,101)	-3%	\$99,636,102	\$160,950,443	\$61,314,341	62%	\$1,693,494,754	\$2,169,912,042	\$476,417,288	28%
Floor/Floor Coverings	\$6,420,139	\$6,230,710	(\$189,429)	-3%	\$278,910,238	\$402,499,730	\$123,589,492	44%	\$5,592,900,996	\$5,984,655,949	\$391,754,953	7%
Soaps/Detergents/Household Cleaners	\$4,139,354	\$4,262,302	\$122,948	3%	\$180,132,046	\$240,852,290	\$60,720,244	34%	\$3,510,107,245	\$4,442,829,561	\$932,722,316	27%
Paper/Related Products	\$3,572,227	\$3,724,073	\$151,846	4%	\$155,082,687	\$214,153,853	\$59,071,166	38%	\$3,074,108,325	\$4,022,621,077	\$948,512,752	31%
Footwear, including Accessories	\$13,303,069	\$14,002,196	\$699,126	5%	\$584,242,117	\$1,105,852,898	\$521,610,781	89%	\$10,920,808,428	\$10,198,189,175	(\$722,619,253)	-7%
Computer Hardware/Software/Supplies	\$23,938,469	\$26,932,225	\$2,993,756	13%	\$1,372,110,314	\$2,021,982,168	\$649,871,854	47%	\$20,733,893,541	\$16,226,265,796	(\$4,507,627,745)	-22%
Lawn/Garden/Farm Equipment/Supplies	\$13,038,354	\$14,705,394	\$1,667,039	13%	\$566,028,271	\$912,289,020	\$346,260,749	61%	\$11,090,706,376	\$11,771,354,881	\$680,648,505	6%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$108,120,785	\$123,513,405	\$15,392,620	14%	\$4,702,775,352	\$9,211,186,500	\$4,508,411,148	96%	\$93,522,191,507	\$78,110,735,045	(\$15,411,456,462)	-16%
Automotive Tires/Tubes/Batteries/Parts	\$26,549,478	\$30,851,226	\$4,301,747	16%	\$1,152,433,388	\$1,524,771,980	\$372,338,592	32%	\$22,837,547,223	\$20,398,960,390	(\$2,438,586,833)	-11%
Retailer Services	\$29,195,151	\$34,156,650	\$4,961,499	17%	\$1,268,822,608	\$1,442,065,541	\$173,242,933	14%	\$22,694,732,647	\$23,563,513,600	\$868,780,953	4%
Meats/Nonalcoholic Beverages	\$93,340,658	\$109,881,504	\$16,540,846	18%	\$4,659,521,816	\$4,478,524,917	(\$180,996,899)	-4%	\$76,547,618,468	\$83,758,135,225	\$7,210,516,757	9%
Womens/Juniors/Misses Wear	\$33,171,564	\$42,554,696	\$9,383,132	28%	\$1,447,819,379	\$3,083,618,445	\$1,635,799,066	113%	\$27,824,296,047	\$28,031,805,814	\$207,509,767	1%
Photographic Equipment/Supplies	\$945,892	\$1,287,025	\$341,133	36%	\$41,140,506	\$83,619,780	\$42,479,274	103%	\$801,360,569	\$1,155,132,639	\$353,772,070	44%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,973,585	\$2,705,182	\$731,597	37%	\$85,156,986	\$119,634,276	\$34,477,290	40%	\$1,710,476,119	\$2,447,765,514	\$737,289,395	43%
All Other Merchandise	\$36,166,935	\$50,867,075	\$14,700,139	41%	\$1,573,288,378	\$3,358,532,473	\$1,785,244,095	113%	\$30,033,632,377	\$29,417,370,354	(\$616,262,023)	-2%
Jewelry (including Watches)	\$8,356,737	\$11,846,970	\$3,490,233	42%	\$364,771,475	\$748,172,609	\$383,401,134	105%	\$6,864,511,691	\$7,368,570,264	\$504,058,573	7%
Televisions/VCR/Video Cameras/DVD etc	\$5,653,026	\$8,231,781	\$2,578,755	46%	\$245,829,959	\$551,399,360	\$305,569,401	124%	\$4,800,178,335	\$6,854,331,627	\$2,054,153,292	43%
Audio Equipment/Musical Instruments	\$5,150,433	\$7,598,503	\$2,448,070	48%	\$224,083,345	\$538,043,763	\$313,960,418	140%	\$4,331,522,948	\$4,646,183,025	\$314,660,077	7%
Childrens Wear/Infants/Toddlers Clothing	\$5,283,803	\$7,980,031	\$2,696,228	51%	\$234,275,014	\$545,960,605	\$311,685,591	133%	\$4,372,877,650	\$5,874,683,543	\$1,501,805,893	34%
Kitchenware/Home Furnishings	\$10,777,750	\$16,492,719	\$5,714,969	53%	\$472,043,274	\$1,188,704,740	\$716,661,466	152%	\$9,019,524,070	\$9,315,715,693	\$296,191,623	3%
Mens Wear	\$12,967,255	\$19,960,665	\$6,993,410	54%	\$568,479,197	\$1,387,063,693	\$818,584,496	144%	\$10,605,201,802	\$12,095,143,608	\$1,489,941,806	14%
Sewing/Knitting Materials/Supplies	\$343,842	\$542,005	\$198,162	58%	\$14,739,743	\$32,206,525	\$17,466,782	119%	\$271,563,111	\$402,975,039	\$131,411,928	48%
Small Electric Appliances	\$1,939,442	\$3,508,235	\$1,568,793	81%	\$84,115,157	\$252,338,321	\$168,223,164	200%	\$1,635,595,851	\$1,834,644,209	\$199,048,358	12%
Books/Periodicals	\$3,676,188	\$6,867,713	\$3,191,525	87%	\$159,128,663	\$420,770,946	\$261,642,283	164%	\$3,072,768,767	\$3,356,821,539	\$284,052,772	9%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,964,501	\$7,604,334	\$3,639,832	92%	\$173,080,372	\$535,137,315	\$362,056,943	209%	\$3,300,048,578	\$4,292,385,856	\$992,337,278	30%
Toys/Hobby Goods/Games	\$4,112,055	\$8,959,622	\$4,847,567	118%	\$179,852,556	\$621,082,141	\$441,229,585	245%	\$3,533,302,604	\$4,809,054,178	\$1,275,751,574	36%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,441,278	\$17,315,523	\$9,874,245	133%	\$325,328,043	\$1,145,297,765	\$819,969,722	252%	\$6,083,692,380	\$7,665,203,873	\$1,581,511,493	26%

Consumer Demand & Market Supply Assessment

Site: City of Morgan Hill, CA

Date Report Created: 12/17/2020

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