Radius 1: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 3.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	595,886,570	568,716,472	27,170,098
Motor Vehicle and Parts Dealers-441	114,677,943	103,790,280	10,887,663
Automotive Dealers-4411	99,011,506	75,893,605	23,117,901
Other Motor Vehicle Dealers-4412	6,790,890	23,803,268	(17,012,378)
Automotive Parts/Accsrs, Tire Stores-4413	8,875,547	4,093,406	4,782,141
Furniture and Home Furnishings Stores-442	16,312,459	6,370,824	9,941,635
Furniture Stores-4421	8,789,849	1,769,042	7,020,807
Home Furnishing Stores-4422	7,522,610	4,601,782	2,920,828
Electronics and Appliance Stores-443	15,131,482	2,891,790	12,239,692
Appliances, TVs, Electronics Stores-44311	11,696,735	2,745,970	8,950,765
Household Appliances Stores-443111	2,428,649	225,004	2,203,645
Radio, Television, Electronics Stores-443112	9,268,086	2,520,966	6,747,120
Computer and Software Stores-44312	2,859,738	145,820	2,713,918
Camera and Photographic Equipment Stores-44313	575,009	0	575,009
Building Material, Garden Equip Stores -444	65,577,576	26,323,352	39,254,224
Building Material and Supply Dealers-4441	59,648,551	21,912,004	37,736,547
Home Centers-44411	22,742,556	0	22,742,556
Paint and Wallpaper Stores-44412	1,557,435	554,979	1,002,456
Hardware Stores-44413	4,769,134	855,998	3,913,136
Other Building Materials Dealers-44419	30,579,425	20,501,027	10,078,398
Building Materials, Lumberyards-444191	10,594,844	6,991,077	3,603,767
Lawn, Garden Equipment, Supplies Stores-4442	5,929,026	4,411,348	1,517,678
Outdoor Power Equipment Stores-44421	871,199	723,354	147,845
Nursery and Garden Centers-44422	5,057,826	3,687,994	1,369,832
Food and Beverage Stores-445	71,982,153	198,002,033	(126,019,880)
Grocery Stores-4451	65,298,253	192,288,274	(126,990,021)
Supermarkets, Grocery (Ex Conv) Stores-44511	62,273,783	189,251,270	(126,977,487)
Convenience Stores-44512	3,024,469	3,037,004	(12,535)
Specialty Food Stores-4452	2,327,971	3,378,759	(1,050,788)
Beer, Wine and Liquor Stores-4453	4,355,929	2,335,000	2,020,929
Health and Personal Care Stores-446	24,317,181	14,003,357	10,313,824
Pharmancies and Drug Stores-44611	20,789,723	13,449,995	7,339,728
Cosmetics, Beauty Supplies, Perfume Stores-44612	837,495	155,002	682,493
Optical Goods Stores-44613	1,136,049	38,363	1,097,686
Other Health and Personal Care Stores-44619	1,553,913	359,997	1,193,916

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Prepared For: Hurst Harrigan

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Radius 1: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 3.00 Miles, Total

	Demand (Consumer Expenditures)	Supply	Opportunity
		(Retail Sales)	Gap/Surplus
Gasoline Stations-447	60,479,774	25,345,000	35,134,774
Gasoline Stations With Conv Stores-44711	45,330,031	22,797,001	22,533,030
Other Gasoline Stations-44719	15,149,743	2,547,999	12,601,744
Clothing and Clothing Accessories Stores-448	32,169,250	2,885,590	29,283,660
Clothing Stores-4481	22,986,500	2,396,590	20,589,910
Men's Clothing Stores-44811	1,405,488	613,998	791,490
Women's Clothing Stores-44812	5,925,255	1,477,847	4,447,408
Childrens, Infants Clothing Stores-44813	1,480,964	153,696	1,327,268
Family Clothing Stores-44814	12,115,665	0	12,115,665
Clothing Accessories Stores-44815	525,878	0	525,878
Other Clothing Stores-44819	1,533,249	151,048	1,382,201
Shoe Stores-4482	4,775,679	356,998	4,418,681
Jewelry, Luggage, Leather Goods Stores-4483	4,407,072	132,002	4,275,070
Jewelry Stores-44831	4,064,573	132,002	3,932,571
Luggage and Leather Goods Stores-44832	342,499	0	342,499
Sporting Goods, Hobby, Book, Music Stores-451	12,153,099	1,124,716	11,028,383
Sportng Goods, Hobby, Musical Inst Stores-4511	8,608,606	946,628	7,661,978
Sporting Goods Stores-45111	4,361,582	765,626	3,595,956
Hobby, Toys and Games Stores-45112	2,682,049	0	2,682,049
Sew/Needlework/Piece Goods Stores-45113	674,651	72,002	602,649
Musical Instrument and Supplies Stores-45114	890,323	109,000	781,323
Book, Periodical and Music Stores-4512	3,544,494	178,088	3,366,406
Book Stores and News Dealers-45121	2,244,230	79,089	2,165,141
Book Stores-451211	2,132,755	79,089	2,053,666
News Dealers and Newsstands-451212	111,475	0	111,475
Prerecorded Tapes, CDs, Record Stores-45122	1,300,264	98,999	1,201,265
General Merchandise Stores-452	74,539,904	31,926,290	42,613,614
Department Stores Excl Leased Depts-4521	35,459,117	30,075,995	5,383,122
Other General Merchandise Stores-4529	39,080,786	1,850,295	37,230,491
Warehouse Clubs and Super Stores-45291	33,584,719	0	33,584,719
All Other General Merchandise Stores-45299	5,496,068	1,850,295	3,645,773
Miscellaneous Store Retailers-453	15,120,112	18,542,132	(3,422,020)
Florists-4531	1,126,524	858,374	268,150
Office Supplies, Stationery, Gift Stores-4532	6,002,988	6,667,848	(664,860)
Office Supplies and Stationery Stores-45321	3,363,320	374,999	2,988,321
Gift, Novelty and Souvenir Stores-45322	2,639,669	6,292,849	(3,653,180)
Used Merchandise Stores-4533	1,407,148	486,777	920,371
Other Miscellaneous Store Retailers-4539	6,583,452	10,529,133	(3,945,681)

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Radius 1: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 3.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	35,450,923	72,761,392	(37,310,469)
Electronic Shopping, Mail-Order Houses-4541	26,282,280	24,254,000	2,028,280
Vending Machine Operators-4542	1,682,488	4,218,637	(2,536,149)
Direct Selling Establishments-4543	7,486,156	44,288,755	(36,802,599)
Foodservice and Drinking Places-722	57,974,713	64,749,717	(6,775,004)
Full-Service Restaurants-7221	26,202,417	29,945,003	(3,742,586)
Limited-Service Eating Places-7222	24,755,175	33,882,556	(9,127,381)
Special Foodservices-7223	4,743,007	71,289	4,671,718
Drinking Places -Alcoholic Beverages-7224	2,274,114	850,869	1,423,245
GAFO *	156,309,183	51,867,057	104,442,126
General Merchandise Stores-452	74,539,904	31,926,290	42,613,614
Clothing and Clothing Accessories Stores-448	32,169,250	2,885,590	29,283,660
Furniture and Home Furnishings Stores-442	16,312,459	6,370,824	9,941,635
Electronics and Appliance Stores-443	15,131,482	2,891,790	12,239,692
Sporting Goods, Hobby, Book, Music Stores-451	12,153,099	1,124,716	11,028,383
Office Supplies, Stationery, Gift Stores-4532	6,002,988	6,667,848	(664,860)

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Radius 2: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 10.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	802,111,778	653,565,214	148,546,564
Motor Vehicle and Parts Dealers-441	154,191,761	115,425,479	38,766,282
Automotive Dealers-4411	133,085,259	76,438,295	56,646,964
Other Motor Vehicle Dealers-4412	9,131,835	34,093,107	(24,961,272)
Automotive Parts/Accsrs, Tire Stores-4413	11,974,667	4,894,077	7,080,590
Furniture and Home Furnishings Stores-442	22,398,669	8,640,537	13,758,132
Furniture Stores-4421	12,038,973	2,714,424	9,324,549
Home Furnishing Stores-4422	10,359,696	5,926,113	4,433,583
Electronics and Appliance Stores-443	20,343,525	3,717,269	16,626,256
Appliances, TVs, Electronics Stores-44311	15,699,669	2,803,831	12,895,838
Household Appliances Stores-443111	3,264,016	225,710	3,038,306
Radio, Television, Electronics Stores-443112	12,435,653	2,578,121	9,857,532
Computer and Software Stores-44312	3,868,047	913,438	2,954,609
Camera and Photographic Equipment Stores-44313	775,809	0	775,809
Building Material, Garden Equip Stores -444	88,662,357	37,418,364	51,243,993
Building Material and Supply Dealers-4441	80,670,672	31,235,777	49,434,895
Home Centers-44411	30,734,264	1,326,344	29,407,920
Paint and Wallpaper Stores-44412	2,150,694	574,999	1,575,695
Hardware Stores-44413	6,438,481	855,998	5,582,483
Other Building Materials Dealers-44419	41,347,233	28,478,436	12,868,797
Building Materials, Lumberyards-444191	14,280,808	9,711,464	4,569,344
Lawn, Garden Equipment, Supplies Stores-4442	7,991,685	6,182,587	1,809,098
Outdoor Power Equipment Stores-44421	1,176,899	889,683	287,216
Nursery and Garden Centers-44422	6,814,786	5,292,904	1,521,882
Food and Beverage Stores-445	95,568,834	227,533,864	(131,965,030)
Grocery Stores-4451	86,646,974	216,812,730	(130,165,756)
Supermarkets, Grocery (Ex Conv) Stores-44511	82,623,290	213,775,726	(131,152,436)
Convenience Stores-44512	4,023,684	3,037,004	986,680
Specialty Food Stores-4452	3,067,307	3,846,158	(778,851)
Beer, Wine and Liquor Stores-4453	5,854,553	6,874,976	(1,020,423)
Health and Personal Care Stores-446	33,565,956	14,161,335	19,404,621
Pharmancies and Drug Stores-44611	28,703,462	13,483,508	15,219,954
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,165,337	192,971	972,366
Optical Goods Stores-44613	1,551,706	71,693	1,480,013
Other Health and Personal Care Stores-44619	2,145,451	413,163	1,732,288

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Radius 2: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 10.00 Miles, Total

	Demand (Consumer Expenditures)	Supply	Opportunity
		(Retail Sales)	Gap/Surplus
Gasoline Stations-447	82,126,406	27,727,246	54,399,160
Gasoline Stations With Conv Stores-44711	61,455,183	24,140,436	37,314,747
Other Gasoline Stations-44719	20,671,223	3,586,809	17,084,414
Clothing and Clothing Accessories Stores-448	42,715,007	9,119,928	33,595,079
Clothing Stores-4481	30,355,673	7,101,880	23,253,793
Men's Clothing Stores-44811	1,866,406	802,656	1,063,750
Women's Clothing Stores-44812	7,845,244	2,115,583	5,729,661
Childrens, Infants Clothing Stores-44813	1,873,710	323,991	1,549,719
Family Clothing Stores-44814	16,028,344	3,482,200	12,546,144
Clothing Accessories Stores-44815	714,452	95,321	619,131
Other Clothing Stores-44819	2,027,517	282,130	1,745,387
Shoe Stores-4482	6,187,405	1,625,089	4,562,316
Jewelry, Luggage, Leather Goods Stores-4483	6,171,929	392,959	5,778,970
Jewelry Stores-44831	5,701,442	281,758	5,419,684
Luggage and Leather Goods Stores-44832	470,487	111,201	359,286
Sporting Goods, Hobby, Book, Music Stores-451	16,225,534	2,018,285	14,207,249
Sportng Goods, Hobby, Musical Inst Stores-4511	11,460,072	1,678,951	9,781,121
Sporting Goods Stores-45111	5,808,355	1,157,407	4,650,948
Hobby, Toys and Games Stores-45112	3,557,695	339,906	3,217,789
Sew/Needlework/Piece Goods Stores-45113	912,081	72,002	840,079
Musical Instrument and Supplies Stores-45114	1,181,941	109,635	1,072,306
Book, Periodical and Music Stores-4512	4,765,462	339,334	4,426,128
Book Stores and News Dealers-45121	3,045,758	238,243	2,807,515
Book Stores-451211	2,893,511	238,243	2,655,268
News Dealers and Newsstands-451212	152,247	0	152,247
Prerecorded Tapes, CDs, Record Stores-45122	1,719,704	101,092	1,618,612
General Merchandise Stores-452	99,628,678	36,313,603	63,315,075
Department Stores Excl Leased Depts-4521	47,425,535	32,630,956	14,794,579
Other General Merchandise Stores-4529	52,203,144	3,682,647	48,520,497
Warehouse Clubs and Super Stores-45291	44,769,620	1,832,352	42,937,268
All Other General Merchandise Stores-45299	7,433,524	1,850,295	5,583,229
Miscellaneous Store Retailers-453	20,688,110	24,274,255	(3,586,145)
Florists-4531	1,544,637	987,869	556,768
Office Supplies, Stationery, Gift Stores-4532	8,229,925	9,803,843	(1,573,918)
Office Supplies and Stationery Stores-45321	4,613,269	559,173	4,054,096
Gift, Novelty and Souvenir Stores-45322	3,616,655	9,244,670	(5,628,015)
Used Merchandise Stores-4533	1,899,653	1,142,113	757,540
Other Miscellaneous Store Retailers-4539	9,013,896	12,340,429	(3,326,533)

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Radius 2: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 10.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	47,945,908	73,767,268	(25,821,360)
Electronic Shopping, Mail-Order Houses-4541	35,572,780	24,254,000	11,318,780
Vending Machine Operators-4542	2,226,834	5,058,366	(2,831,532)
Direct Selling Establishments-4543	10,146,294	44,454,901	(34,308,607)
Foodservice and Drinking Places-722	78,051,033	73,447,783	4,603,250
Full-Service Restaurants-7221	35,325,649	30,381,159	4,944,490
Limited-Service Eating Places-7222	33,208,645	41,326,906	(8,118,261)
Special Foodservices-7223	6,369,608	773,999	5,595,609
Drinking Places -Alcoholic Beverages-7224	3,147,131	965,718	2,181,413
GAFO *	209,541,339	69,613,464	139,927,875
General Merchandise Stores-452	99,628,678	36,313,603	63,315,075
Clothing and Clothing Accessories Stores-448	42,715,007	9,119,928	33,595,079
Furniture and Home Furnishings Stores-442	22,398,669	8,640,537	13,758,132
Electronics and Appliance Stores-443	20,343,525	3,717,269	16,626,256
Sporting Goods, Hobby, Book, Music Stores-451	16,225,534	2,018,285	14,207,249
Office Supplies, Stationery, Gift Stores-4532	8,229,925	9,803,843	(1,573,918)

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Radius 3: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 20.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,235,193,628	4,736,763,032	(501,569,404)
Total Retail States file Basing and Brinking Faces	1,233,173,020	1,730,703,032	(501,505,101)
Motor Vehicle and Parts Dealers-441	810,463,049	798,001,938	12,461,111
Automotive Dealers-4411	699,417,943	656,352,858	43,065,085
Other Motor Vehicle Dealers-4412	47,719,249	84,194,589	(36,475,340)
Automotive Parts/Accsrs, Tire Stores-4413	63,325,858	57,454,491	5,871,367
Furniture and Home Furnishings Stores-442	112,856,638	127,294,979	(14,438,341)
Furniture Stores-4421	61,524,797	58,758,783	2,766,014
Home Furnishing Stores-4422	51,331,840	68,536,196	(17,204,356)
Electronics and Appliance Stores-443	106,835,140	41,372,080	65,463,060
Appliances, TVs, Electronics Stores-44311	82,677,859	36,950,373	45,727,486
Household Appliances Stores-443111	16,821,501	11,204,409	5,617,092
Radio, Television, Electronics Stores-443112	65,856,358	25,745,964	40,110,394
Computer and Software Stores-44312	20,156,429	4,421,667	15,734,762
Camera and Photographic Equipment Stores-44313	4,000,852	39	4,000,813
Building Material, Garden Equip Stores -444	435,517,572	620,072,351	(184,554,779)
Building Material and Supply Dealers-4441	395,747,674	495,992,837	(100,245,163)
Home Centers-44411	151,354,577	195,645,581	(44,291,004)
Paint and Wallpaper Stores-44412	10,468,655	26,244,910	(15,776,255)
Hardware Stores-44413	32,385,726	96,429,819	(64,044,093)
Other Building Materials Dealers-44419	201,538,717	177,672,526	23,866,191
Building Materials, Lumberyards-444191	69,506,865	60,588,312	8,918,553
Lawn, Garden Equipment, Supplies Stores-4442	39,769,898	124,079,515	(84,309,617)
Outdoor Power Equipment Stores-44421	5,864,356	4,011,509	1,852,847
Nursery and Garden Centers-44422	33,905,542	120,068,005	(86,162,463)
Food and Beverage Stores-445	525,973,548	667,495,750	(141,522,202)
Grocery Stores-4451	477,345,781	616,324,407	(138,978,626)
Supermarkets, Grocery (Ex Conv) Stores-44511	455,477,237	590,023,843	(134,546,606)
Convenience Stores-44512	21,868,544	26,300,564	(4,432,020)
Specialty Food Stores-4452	17,089,307	27,598,231	(10,508,924)
Beer, Wine and Liquor Stores-4453	31,538,460	23,573,112	7,965,348
Health and Personal Care Stores-446	181,982,582	253,015,738	(71,033,156)
Pharmancies and Drug Stores-44611	155,775,107	224,794,370	(69,019,263)
Cosmetics, Beauty Supplies, Perfume Stores-44612	6,333,857	6,077,136	256,721
Optical Goods Stores-44613	8,128,270	7,412,481	715,789
Other Health and Personal Care Stores-44619	11,745,348	14,731,751	(2,986,403)

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Radius 3: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 20.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	436,963,754	475,843,585	(38,879,831)
Gasoline Stations With Conv Stores-44711	327,516,742	276,651,035	50,865,707
Other Gasoline Stations-44719	109,447,012	199,192,550	(89,745,538)
Clothing and Clothing Accessories Stores-448	229,013,331	395,345,175	(166,331,844)
Clothing Stores-4481	163,816,494	296,906,682	(133,090,188)
Men's Clothing Stores-44811	10,098,920	18,517,844	(8,418,924)
Women's Clothing Stores-44812	41,758,075	46,671,290	(4,913,215)
Childrens, Infants Clothing Stores-44813	10,933,090	9,342,727	1,590,363
Family Clothing Stores-44814	86,460,008	202,138,516	(115,678,508)
Clothing Accessories Stores-44815	3,701,387	4,981,081	(1,279,694)
Other Clothing Stores-44819	10,865,013	15,255,224	(4,390,211)
Shoe Stores-4482	34,371,218	61,684,258	(27,313,040)
Jewelry, Luggage, Leather Goods Stores-4483	30,825,619	36,754,235	(5,928,616)
Jewelry Stores-44831	28,446,724	31,792,461	(3,345,737)
Luggage and Leather Goods Stores-44832	2,378,895	4,961,774	(2,582,879)
Sporting Goods, Hobby, Book, Music Stores-451	85,266,261	65,424,728	19,841,533
Sportng Goods, Hobby, Musical Inst Stores-4511	60,181,220	45,592,135	14,589,085
Sporting Goods Stores-45111	30,349,817	20,835,790	9,514,027
Hobby, Toys and Games Stores-45112	18,761,327	17,487,113	1,274,214
Sew/Needlework/Piece Goods Stores-45113	4,732,671	3,053,133	1,679,538
Musical Instrument and Supplies Stores-45114	6,337,406	4,216,100	2,121,306
Book, Periodical and Music Stores-4512	25,085,041	19,832,593	5,252,448
Book Stores and News Dealers-45121	15,835,301	13,674,520	2,160,781
Book Stores-451211	15,042,592	13,404,550	1,638,042
News Dealers and Newsstands-451212	792,709	269,970	522,739
Prerecorded Tapes, CDs, Record Stores-45122	9,249,740	6,158,073	3,091,667
General Merchandise Stores-452	534,732,008	675,031,197	(140,299,189)
Department Stores Excl Leased Depts-4521	253,092,396	435,462,155	(182, 369, 759)
Other General Merchandise Stores-4529	281,639,612	239,569,042	42,070,570
Warehouse Clubs and Super Stores-45291	242,606,763	211,792,343	30,814,420
All Other General Merchandise Stores-45299	39,032,849	27,776,699	11,256,150
Miscellaneous Store Retailers-453	106,590,551	143,104,640	(36,514,089)
Florists-4531	7,822,110	10,565,879	(2,743,769)
Office Supplies, Stationery, Gift Stores-4532	42,121,477	57,719,116	(15,597,639)
Office Supplies and Stationery Stores-45321	23,578,942	33,147,361	(9,568,419)
Gift, Novelty and Souvenir Stores-45322	18,542,535	24,571,755	(6,029,220)
Used Merchandise Stores-4533	9,925,881	11,198,857	(1,272,976)
Other Miscellaneous Store Retailers-4539	46,721,083	63,620,789	(16,899,706)

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Radius 3: SAN BENITO ST AT 4TH ST, HOLLISTER, CA 95023, 0.00 - 20.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	251,850,658	115,460,267	136,390,391
Electronic Shopping, Mail-Order Houses-4541	186,742,299	31,396,330	155,345,969
Vending Machine Operators-4542	12,262,510	9,193,408	3,069,102
Direct Selling Establishments-4543	52,845,849	74,870,528	(22,024,679)
Foodservice and Drinking Places-722	417,148,537	359,300,603	57,847,934
Full-Service Restaurants-7221	188,514,879	178,029,464	10,485,415
Limited-Service Eating Places-7222	178,175,313	169,010,263	9,165,050
Special Foodservices-7223	34,125,330	7,992,377	26,132,953
Drinking Places -Alcoholic Beverages-7224	16,333,014	4,268,499	12,064,515
GAFO*	1,110,824,855	1,362,187,275	(251,362,420)
General Merchandise Stores-452	534,732,008	675,031,197	(140,299,189)
Clothing and Clothing Accessories Stores-448	229,013,331	395,345,175	(166,331,844)
Furniture and Home Furnishings Stores-442	112,856,638	127,294,979	(14,438,341)
Electronics and Appliance Stores-443	106,835,140	41,372,080	65,463,060
Sporting Goods, Hobby, Book, Music Stores-451	85,266,261	65,424,728	19,841,533
Office Supplies, Stationery, Gift Stores-4532	42,121,477	57,719,116	(15,597,639)

^{*} GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



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Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

SAN BENITO ST AT 4TH ST Latitude/Longitude 36.852500 -121.402000

HOLLISTER, CA 95023 Radius 0.00 - 3.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

SAN BENITO ST AT 4TH ST Latitude/Longitude 36.852500 -121.402000

HOLLISTER, CA 95023 Radius 0.00 - 10.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

SAN BENITO ST AT 4TH ST Latitude/Longitude 36.852500 -121.402000

HOLLISTER, CA 95023 Radius 0.00 - 20.00

Project Information:

Site: 1

Order Number: 966612273



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Project Code: 3335283

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