

MOSAIC SEGMENTATION PROFILE

2000 Census, 2007 Estimates

Calculated using Proportional Block Groups

Prepared For

Economic Development Systems



Lat/Lon: 36.852457/-121.402127

May 2008

RMosaic2

San Benito Street & 4th Street Hollister, California		3.00 mi radius		10.00 mi radius		20.00 mi radius	
2007 Estimated Households		12,119		16,313		87,522	
2000 Census Households		11,006		14,798		83,620	
2012 Projected Households		12,821		17,271		90,361	
Historical Annual Growth (2000 to 2007)		1.4%		1.5%		0.7%	
Projected Annual Growth (2007 to 2012)		1.2%		1.2%		0.6%	
2007 Est. Average Household Income		\$77,235		\$82,217		\$75,242	
2007 Est. Median Household Income		\$70,144		\$72,002		\$65,523	
MOSAIC Groups and Clusters							
		Households	% Total	Households	% Total	Households	% Total
Group A ~ Affluent Suburbia		3,008	24.8%	3,461	21.2%	12,673	14.5%
A01 America's Wealthiest		0	0.0%	0	0.0%	178	0.2%
A02 Dream Weavers		0	0.0%	0	0.0%	0	0.0%
A03 White-collar Suburbia		0	0.0%	8	0.1%	4,065	4.6%
A04 Upscale Suburbanites		24	0.2%	388	2.4%	1,656	1.9%
A05 Enterprising Couples		0	0.0%	0	0.0%	826	0.9%
A06 Small-town Success		0	0.0%	0	0.0%	0	0.0%
A07 New Suburbia Families		2,983	24.6%	3,065	18.8%	5,948	6.8%
Group B ~ Upscale America		3,111	25.7%	4,996	30.6%	16,474	18.8%
B01 Status-conscious Consumers		207	1.7%	2,092	12.8%	4,792	5.5%
B02 Affluent Urban Professionals		0	0.0%	0	0.0%	0	0.0%
B03 Urban Commuter Families		0	0.0%	0	0.0%	368	0.4%
B04 Solid Suburban Life		0	0.0%	0	0.0%	132	0.2%
B05 Second-generation Success		2,904	24.0%	2,904	17.8%	11,182	12.8%
B06 Successful Suburbia		0	0.0%	0	0.0%	0	0.0%
Group C ~ Small-town Contentment		465	3.8%	599	3.7%	9,784	11.2%
C01 Second City Homebodies		1	0.0%	132	0.8%	4,333	5.0%
C02 Prime Middle America		0	0.0%	0	0.0%	0	0.0%
C03 Suburban Optimists		464	3.8%	464	2.8%	5,069	5.8%
C04 Family Convenience		0	0.0%	0	0.0%	0	0.0%
C05 Mid-market Enterprise		0	0.0%	3	0.0%	382	0.4%
Group D ~ Blue-collar Backbone		1,373	11.3%	1,434	8.8%	13,190	15.1%
D01 Nuevo Hispanic Families		1,373	11.3%	1,434	8.8%	13,190	15.1%
D02 Working Rural Communities		0	0.0%	0	0.0%	0	0.0%
D03 Lower-income Essentials		0	0.0%	0	0.0%	0	0.0%
D04 Small-town Endeavors		0	0.0%	0	0.0%	0	0.0%
Group E ~ American Diversity		863	7.1%	1,920	11.8%	16,980	19.4%
E01 Ethnic Urban Mix		0	0.0%	0	0.0%	0	0.0%
E02 Urban Blues		863	7.1%	1,920	11.8%	12,743	14.6%
E03 Professional Urbanites		0	0.0%	0	0.0%	2,257	2.6%
E04 Suburban Advantage		0	0.0%	0	0.0%	0	0.0%
E05 American Great Outdoors		0	0.0%	0	0.0%	1,979	2.3%
E06 Mature America		0	0.0%	0	0.0%	0	0.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MOSAIC SEGMENTATION PROFILE

2000 Census, 2007 Estimates

Calculated using Proportional Block Groups

Prepared For

Economic Development Systems



Lat/Lon: 36.852457/-121.402127

May 2008

RMosaic2

San Benito Street & 4th Street Hollister, California		3.00 mi radius		10.00 mi radius		20.00 mi radius	
Group F ~ Metro Fringe		390	3.2%	390	2.4%	2,585	3.0%
F01 Steadfast Conservative		0	0.0%	0	0.0%	0	0.0%
F02 Moderate Conventionalists		0	0.0%	0	0.0%	0	0.0%
F03 Southern Blues		0	0.0%	0	0.0%	0	0.0%
F04 Urban Grit		390	3.2%	390	2.4%	2,585	3.0%
F05 Grass-roots Living		0	0.0%	0	0.0%	0	0.0%
Group G ~ Remote America		0	0.0%	0	0.0%	0	0.0%
G01 Hardy Rural Families		0	0.0%	0	0.0%	0	0.0%
G02 Rural Southern Living		0	0.0%	0	0.0%	0	0.0%
G03 Coal and Crops		0	0.0%	0	0.0%	0	0.0%
G04 Native Americana		0	0.0%	0	0.0%	0	0.0%
Group H ~ Aspiring Contemporaries		2,910	24.0%	3,514	21.5%	12,584	14.4%
H01 Young Cosmopolitans		0	0.0%	0	0.0%	0	0.0%
H02 Minority Metro Communities		0	0.0%	0	0.0%	0	0.0%
H03 Stable Careers		0	0.0%	0	0.0%	1,609	1.8%
H04 Aspiring Hispania		2,910	24.0%	3,514	21.5%	10,975	12.5%
Group I ~ Rural Villages and Farms		0	0.0%	0	0.0%	0	0.0%
I01 Industrious Country Living		0	0.0%	0	0.0%	0	0.0%
I02 America's Farmlands		0	0.0%	0	0.0%	0	0.0%
I03 Comfy Country Living		0	0.0%	0	0.0%	0	0.0%
I04 Small-town Connections		0	0.0%	0	0.0%	0	0.0%
I05 Hinterland Families		0	0.0%	0	0.0%	0	0.0%
Group J ~ Struggling Societies		0	0.0%	0	0.0%	2,884	3.3%
J01 Rugged Rural Style		0	0.0%	0	0.0%	0	0.0%
J02 Latino Nuevo		0	0.0%	0	0.0%	2,580	2.9%
J03 Struggling City Centers		0	0.0%	0	0.0%	0	0.0%
J04 College Town Communities		0	0.0%	0	0.0%	0	0.0%
J05 Metro Beginnings		0	0.0%	0	0.0%	304	0.3%
Group K ~ Urban Essence		0	0.0%	0	0.0%	0	0.0%
K01 Unattached Multicultures		0	0.0%	0	0.0%	0	0.0%
K02 Academic Influences		0	0.0%	0	0.0%	0	0.0%
K03 African-American Neighborhoods		0	0.0%	0	0.0%	0	0.0%
K04 Urban Diversity		0	0.0%	0	0.0%	0	0.0%
K05 New Generation Activists		0	0.0%	0	0.0%	0	0.0%
K06 Getting By		0	0.0%	0	0.0%	0	0.0%
Group L ~ Varying Lifestyles		0	0.0%	0	0.0%	368	0.4%
L01 Military Family Life		0	0.0%	0	0.0%	0	0.0%
L02 Major University Towns		0	0.0%	0	0.0%	0	0.0%
L03 Gray Perspectives		0	0.0%	0	0.0%	368	0.4%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.