

RETAIL POTENTIAL PROFILE

2000 Census, 2007 Estimates

Calculated using Proportional Block Groups

Prepared For

Economic Development Systems

Lat/Lon: 36.852457/-121.402127

May 2008



RRP3

| 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 |
| 2007 Estimated Population | 41,199 | 53,851 | 319,515 |
| 2007 Est. Average Household Income | \$77,235 | \$82,217 | \$75,242 |
| 2007 Est. Median Household Income | \$70,144 | \$72,002 | \$65,523 |
| Motor Vehicle & Parts Dealers | \$73,753,136 | \$103,005,042 | \$517,397,775 |
| New Car Dealers | \$61,778,650 | \$86,267,884 | \$433,239,029 |
| User Car Dealers | \$4,309,238 | \$6,017,750 | \$30,208,579 |
| Recreational Vehicle Dealers | \$82,865 | \$115,832 | \$583,357 |
| Motorcycle and Boat Dealers | \$2,825,442 | \$3,964,094 | \$19,830,496 |
| Auto Parts and Accessories | \$3,272,240 | \$4,567,474 | \$23,070,207 |
| Tire Dealers | \$1,484,701 | \$2,072,008 | \$10,466,106 |
| Furniture & Home Furnishings Stores | \$9,543,405 | \$13,532,255 | \$66,839,285 |
| Furniture Stores | \$6,798,483 | \$9,631,184 | \$47,627,820 |
| Floor Covering Stores | \$1,155,910 | \$1,656,679 | \$8,071,526 |
| Other Home Furnishing Stores | \$1,589,012 | \$2,244,392 | \$11,139,938 |
| Electronics & Appliance Stores | \$9,202,330 | \$12,960,177 | \$64,824,204 |
| Appliances and Electronics Stores | \$5,480,081 | \$7,713,024 | \$38,674,324 |
| Computer Stores | \$3,198,914 | \$4,513,548 | \$22,463,023 |
| Camera and Photography Stores | \$523,335 | \$733,604 | \$3,686,856 |
| Building Material & Garden Equip & Supplies Dealer | \$20,581,195 | \$29,075,252 | \$144,692,369 |
| Home Centers | \$6,998,813 | \$9,877,578 | \$49,174,143 |
| Paint and Wallpaper Stores | \$278,522 | \$393,414 | \$1,959,278 |
| Hardware Stores | \$3,072,479 | \$4,344,105 | \$21,604,572 |
| Other Building Materials Stores | \$8,614,018 | \$12,178,323 | \$60,580,609 |
| Outdoor Power Equipment Stores | \$180,113 | \$254,509 | \$1,266,119 |
| Nursery and Garden Stores | \$1,437,250 | \$2,027,323 | \$10,107,650 |
| Food & Beverage Stores | \$60,983,731 | \$85,144,406 | \$431,918,202 |
| Grocery Stores | \$54,361,653 | \$75,850,729 | \$384,943,051 |
| Convenience Stores | \$2,441,263 | \$3,407,285 | \$17,315,233 |
| Meat Markets | \$683,762 | \$950,833 | \$4,847,084 |
| Fish and Seafood Markets | \$163,064 | \$226,735 | \$1,156,181 |
| Fruit and Vegetable Markets | \$320,082 | \$444,991 | \$2,269,269 |
| Other Specialty Food Markets | \$506,889 | \$704,932 | \$3,592,973 |
| Liquor Stores | \$2,507,017 | \$3,558,902 | \$17,794,410 |
| Health & Personal Care Stores | \$10,817,991 | \$15,178,476 | \$76,606,472 |
| Pharmacy and Drug Stores | \$8,250,723 | \$11,583,082 | \$58,338,298 |
| Costmetics and Beauty Stores | \$345,628 | \$485,624 | \$2,442,277 |
| Optical Goods Stores | \$1,527,967 | \$2,137,342 | \$10,919,224 |
| Other Health and Personal Care Stores | \$693,673 | \$972,428 | \$4,906,672 |
| Gasoline Stations | \$41,963,252 | \$58,430,040 | \$296,110,103 |
| Gasoline Stations with Convenience Stores | \$28,243,036 | \$39,357,241 | \$199,367,024 |
| Gasoline Stations without Convenience Stores | \$13,720,216 | \$19,072,799 | \$96,743,080 |

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|---|-----------------------|------------------------|------------------------|
| Clothing & Clothing Accessories Stores | \$17,818,913 | \$25,083,068 | \$125,882,349 |
| Men's Clothing Stores | \$1,267,186 | \$1,782,867 | \$8,934,886 |
| Women's Clothing Stores | \$3,431,596 | \$4,845,608 | \$24,282,883 |
| Childrens' and Infant's Clothing Stores | \$1,166,260 | \$1,632,384 | \$8,211,632 |
| Family Clothing Stores | \$5,892,581 | \$8,291,064 | \$41,601,289 |
| Clothing Accessory Stores | \$239,233 | \$339,193 | \$1,690,792 |
| Other Apparel Stores | \$914,878 | \$1,288,923 | \$6,467,871 |
| Shoe Stores | \$2,953,610 | \$4,111,867 | \$20,911,951 |
| Jewelry Stores | \$1,858,789 | \$2,657,614 | \$13,116,659 |
| Luggage Stores | \$94,780 | \$133,548 | \$664,386 |
| Sporting Goods, Hobby, Book, & Music Stores | \$9,092,905 | \$12,803,968 | \$64,038,184 |
| Sporting Goods Stores | \$3,309,121 | \$4,650,584 | \$23,266,041 |
| Hobby, Toy, and Game Stores | \$1,607,612 | \$2,253,740 | \$11,301,180 |
| Sewing and Needlecraft Stores | \$276,425 | \$391,444 | \$1,941,656 |
| Musical Instrument Stores | \$603,847 | \$846,608 | \$4,272,717 |
| Book Stores | \$2,134,914 | \$3,034,024 | \$15,044,229 |
| Record, Tape, and CD Stores | \$1,160,987 | \$1,627,569 | \$8,212,360 |
| General Merchandise Stores | \$42,389,370 | \$59,575,139 | \$299,045,432 |
| Department Stores | \$28,281,474 | \$39,814,920 | \$199,382,865 |
| Warehouse Superstores | \$10,829,054 | \$15,145,179 | \$76,559,789 |
| Other General Merchandise Stores | \$3,278,842 | \$4,615,040 | \$23,102,778 |
| Miscellaneous Store Retailers | \$4,095,665 | \$5,761,973 | \$28,843,719 |
| Florists | \$297,127 | \$419,794 | \$2,088,794 |
| Office and Stationary Stores | \$773,481 | \$1,093,511 | \$5,427,937 |
| Gift and Souvenir Stores | \$716,838 | \$1,010,950 | \$5,045,321 |
| Used Merchandise Stores | \$621,623 | \$877,253 | \$4,378,317 |
| Pet and Pet Supply Stores | \$977,715 | \$1,368,138 | \$6,877,176 |
| Art Dealers | \$21,488 | \$30,503 | \$151,328 |
| Mobile Home Dealers | \$8,898 | \$12,592 | \$62,423 |
| Other Miscellaneous Retail Stores | \$678,496 | \$949,233 | \$4,812,424 |
| Nonstore Retailers | \$13,929,876 | \$19,570,464 | \$98,232,732 |
| Mail Order and Catalog Stores | \$8,809,649 | \$12,412,426 | \$62,055,442 |
| Vending Machines | \$1,030,651 | \$1,435,904 | \$7,299,447 |
| Fuel Dealers | \$2,466,925 | \$3,443,507 | \$17,425,720 |
| Other Direct Selling Establishments | \$1,622,651 | \$2,278,627 | \$11,452,123 |
| Accommodation & Food Services | \$42,328,696 | \$59,592,834 | \$298,427,545 |
| Hotels and Other Travel Accommodations | \$2,594,699 | \$3,656,672 | \$18,307,297 |
| RV Parks | \$32,601 | \$45,687 | \$230,378 |
| Rooming and Boarding Houses | \$18,117 | \$25,479 | \$127,659 |
| Full Service Restaurants | \$17,649,913 | \$24,856,298 | \$124,455,932 |
| Limited Service Restaurants | \$17,616,395 | \$24,774,744 | \$124,108,970 |
| Special Food Services and Catering | \$2,953,691 | \$4,154,912 | \$20,812,462 |
| Drinking Places | \$1,463,280 | \$2,079,043 | \$10,384,846 |

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|---|-----------------------|------------------------|------------------------|
| Motor Vehicle & Parts Dealers | \$73,753,136 | \$103,005,042 | \$517,397,775 |
| <i>Potential Weekly Average Amount per Household</i> | \$117.0 | \$121.4 | \$113.7 |
| <i>Compared against USA Households Average</i> | \$104.6 ~ High | \$104.6 ~ High | \$104.6 ~ Average |
| Furniture & Home Furnishings Stores | \$9,543,405 | \$13,532,255 | \$66,839,285 |
| <i>Potential Weekly Average Amount per Household</i> | \$15.1 | \$16.0 | \$14.7 |
| <i>Compared against USA Households Average</i> | \$10.8 ~ Very High | \$10.8 ~ Very High | \$10.8 ~ Very High |
| Electronics & Appliance Stores | \$9,202,330 | \$12,960,177 | \$64,824,204 |
| <i>Potential Weekly Average Amount per Household</i> | \$14.6 | \$15.3 | \$14.2 |
| <i>Compared against USA Households Average</i> | \$11.1 ~ Very High | \$11.1 ~ Very High | \$11.1 ~ Very High |
| Building Material & Garden Equip & Supplies Dealer | \$20,581,195 | \$29,075,252 | \$144,692,369 |
| <i>Potential Weekly Average Amount per Household</i> | \$32.7 | \$34.3 | \$31.8 |
| <i>Compared against USA Households Average</i> | \$21.5 ~ Very High | \$21.5 ~ Very High | \$21.5 ~ Very High |
| Food & Beverage Stores | \$60,983,731 | \$85,144,406 | \$431,918,202 |
| <i>Potential Weekly Average Amount per Household</i> | \$96.8 | \$100.4 | \$94.9 |
| <i>Compared against USA Households Average</i> | \$90.9 ~ Average | \$90.9 ~ High | \$90.9 ~ Average |
| Health & Personal Care Stores | \$10,817,991 | \$15,178,476 | \$76,606,472 |
| <i>Potential Weekly Average Amount per Household</i> | \$17.2 | \$17.9 | \$16.8 |
| <i>Compared against USA Households Average</i> | \$14.2 ~ Very High | \$14.2 ~ Very High | \$14.2 ~ High |
| Gasoline Stations | \$41,963,252 | \$58,430,040 | \$296,110,103 |
| <i>Potential Weekly Average Amount per Household</i> | \$66.6 | \$68.9 | \$65.1 |
| <i>Compared against USA Households Average</i> | \$47.6 ~ Very High | \$47.6 ~ Very High | \$47.6 ~ Very High |
| Clothing & Clothing Accessories Stores | \$17,818,913 | \$25,083,068 | \$125,882,349 |
| <i>Potential Weekly Average Amount per Household</i> | \$28.3 | \$29.6 | \$27.7 |
| <i>Compared against USA Households Average</i> | \$26.6 ~ Average | \$26.6 ~ High | \$26.6 ~ Average |
| Sporting Goods, Hobby, Book, & Music Stores | \$9,092,905 | \$12,803,968 | \$64,038,184 |
| <i>Potential Weekly Average Amount per Household</i> | \$14.4 | \$15.1 | \$14.1 |
| <i>Compared against USA Households Average</i> | \$11.4 ~ Very High | \$11.4 ~ Very High | \$11.4 ~ Very High |
| General Merchandise Stores | \$42,389,370 | \$59,575,139 | \$299,045,432 |
| <i>Potential Weekly Average Amount per Household</i> | \$67.3 | \$70.2 | \$65.7 |
| <i>Compared against USA Households Average</i> | \$58.8 ~ High | \$58.8 ~ High | \$58.8 ~ High |
| Miscellaneous Store Retailers | \$4,095,665 | \$5,761,973 | \$28,843,719 |
| <i>Potential Weekly Average Amount per Household</i> | \$6.5 | \$6.8 | \$6.3 |
| <i>Compared against USA Households Average</i> | \$5.3 ~ Very High | \$5.3 ~ Very High | \$5.3 ~ High |
| Nonstore Retailers | \$13,929,876 | \$19,570,464 | \$98,232,732 |
| <i>Potential Weekly Average Amount per Household</i> | \$22.1 | \$23.1 | \$21.6 |
| <i>Compared against USA Households Average</i> | \$17.6 ~ Very High | \$17.6 ~ Very High | \$17.6 ~ Very High |
| Accommodation & Food Services | \$42,328,696 | \$59,592,834 | \$298,427,545 |
| <i>Potential Weekly Average Amount per Household</i> | \$67.2 | \$70.2 | \$65.6 |
| <i>Compared against USA Households Average</i> | \$50.3 ~ Very High | \$50.3 ~ Very High | \$50.3 ~ Very High |

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*Note: (Merchandise Lines) North American Industrial Classification System