

Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 36.8392/-121.3909

Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population								
Estimated Population (2024)	20,425		55,284		57,628		65,084	
Projected Population (2029)	21,413		57,650		60,053		67,499	
Census Population (2020)	18,445		51,760		54,044		61,105	
Census Population (2010)	16,321		43,725		45,764		52,233	
Projected Annual Growth (2024-2029)	988	1.0%	2,366	0.9%	2,425	0.8%	2,415	0.7%
Historical Annual Growth (2020-2024)	1,979	2.7%	3,524	1.7%	3,584	1.7%	3,979	1.6%
Historical Annual Growth (2010-2020)	2,124	1.3%	8,035	1.8%	8,281	1.8%	8,872	1.7%
Estimated Population Density (2024)	6,505 <i>psm</i>		1,956 <i>psm</i>		734 <i>psm</i>		207 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		314.0 <i>sq mi</i>	
Households								
Estimated Households (2024)	6,235		16,566		17,359		19,921	
Projected Households (2029)	6,711		17,686		18,515		21,146	
Census Households (2020)	5,675		15,248		16,001		18,383	
Census Households (2010)	4,908		12,794		13,488		15,690	
Projected Annual Growth (2024-2029)	477	1.5%	1,121	1.4%	1,156	1.3%	1,225	1.2%
Historical Annual Change (2010-2024)	1,326	1.9%	3,771	2.1%	3,871	2.0%	4,231	1.9%
Average Household Income								
Estimated Average Household Income (2024)	\$122,275		\$133,999		\$135,585		\$138,365	
Projected Average Household Income (2029)	\$127,851		\$139,893		\$141,549		\$144,430	
Census Average Household Income (2010)	\$71,278		\$73,352		\$74,187		\$76,538	
Census Average Household Income (2000)	\$67,853		\$67,967		\$68,593		\$68,876	
Projected Annual Change (2024-2029)	\$5,576	0.9%	\$5,894	0.9%	\$5,964	0.9%	\$6,065	0.9%
Historical Annual Change (2000-2024)	\$54,422	3.3%	\$66,032	4.0%	\$66,992	4.1%	\$69,490	4.2%
Median Household Income								
Estimated Median Household Income (2024)	\$102,140		\$110,793		\$111,937		\$113,034	
Projected Median Household Income (2029)	\$104,022		\$113,681		\$114,907		\$116,176	
Census Median Household Income (2010)	\$61,180		\$64,034		\$64,540		\$64,767	
Census Median Household Income (2000)	\$59,081		\$59,552		\$59,838		\$59,491	
Projected Annual Change (2024-2029)	\$1,882	0.4%	\$2,888	0.5%	\$2,970	0.5%	\$3,142	0.6%
Historical Annual Change (2000-2024)	\$43,059	3.0%	\$51,241	3.6%	\$52,100	3.6%	\$53,543	3.8%
Per Capita Income								
Estimated Per Capita Income (2024)	\$37,404		\$40,236		\$40,930		\$42,449	
Projected Per Capita Income (2029)	\$40,149		\$42,999		\$43,726		\$45,342	
Census Per Capita Income (2010)	\$21,410		\$21,432		\$21,834		\$22,959	
Census Per Capita Income (2000)	\$20,511		\$19,829		\$20,092		\$20,335	
Projected Annual Change (2024-2029)	\$2,746	1.5%	\$2,762	1.4%	\$2,795	1.4%	\$2,893	1.4%
Historical Annual Change (2000-2024)	\$16,893	3.4%	\$20,408	4.3%	\$20,838	4.3%	\$22,113	4.5%
Estimated Average Household Net Worth (2024)	\$1.15 M		\$1.44 M		\$1.48 M		\$1.54 M	

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Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity								
Total Population (2024)	20,425		55,284		57,628		65,084	
White (2024)	8,303	40.7%	23,055	41.7%	24,240	42.1%	27,777	42.7%
Black or African American (2024)	474	2.3%	1,099	2.0%	1,126	2.0%	1,237	1.9%
American Indian or Alaska Native (2024)	459	2.2%	1,269	2.3%	1,307	2.3%	1,515	2.3%
Asian (2024)	1,371	6.7%	3,347	6.1%	3,451	6.0%	3,866	5.9%
Hawaiian or Pacific Islander (2024)	44	0.2%	139	0.3%	146	0.3%	160	0.2%
Other Race (2024)	6,271	30.7%	16,992	30.7%	17,569	30.5%	19,455	29.9%
Two or More Races (2024)	3,503	17.1%	9,383	17.0%	9,789	17.0%	11,073	17.0%
Population < 18 (2024)	5,191	25.4%	13,998	25.3%	14,534	25.2%	16,188	24.9%
White Not Hispanic	943	18.2%	2,584	18.5%	2,716	18.7%	3,095	19.1%
Black or African American	120	2.3%	267	1.9%	274	1.9%	293	1.8%
Asian	386	7.4%	853	6.1%	868	6.0%	947	5.9%
Other Race Not Hispanic	169	3.3%	455	3.3%	474	3.3%	542	3.3%
Hispanic	3,573	68.8%	9,840	70.3%	10,201	70.2%	11,312	69.9%
Not Hispanic or Latino Population (2024)	7,734	37.9%	20,259	36.6%	21,285	36.9%	24,537	37.7%
Not Hispanic White	5,611	72.6%	15,155	74.8%	16,002	75.2%	18,572	75.7%
Not Hispanic Black or African American	343	4.4%	769	3.8%	791	3.7%	865	3.5%
Not Hispanic American Indian or Alaska Native	49	0.6%	124	0.6%	128	0.6%	149	0.6%
Not Hispanic Asian	1,266	16.4%	2,956	14.6%	3,048	14.3%	3,436	14.0%
Not Hispanic Hawaiian or Pacific Islander	25	0.3%	74	0.4%	77	0.4%	87	0.4%
Not Hispanic Other Race	20	0.3%	109	0.5%	120	0.6%	161	0.7%
Not Hispanic Two or More Races	419	5.4%	1,071	5.3%	1,118	5.3%	1,267	5.2%
Hispanic or Latino Population (2024)	12,691	62.1%	35,025	63.4%	36,343	63.1%	40,547	62.3%
Hispanic White	2,692	21.2%	7,900	22.6%	8,238	22.7%	9,205	22.7%
Hispanic Black or African American	131	1.0%	330	0.9%	335	0.9%	373	0.9%
Hispanic American Indian or Alaska Native	410	3.2%	1,145	3.3%	1,179	3.2%	1,366	3.4%
Hispanic Asian	105	0.8%	390	1.1%	403	1.1%	430	1.1%
Hispanic Hawaiian or Pacific Islander	19	0.1%	65	0.2%	69	0.2%	73	0.2%
Hispanic Other Race	6,251	49.3%	16,883	48.2%	17,449	48.0%	19,295	47.6%
Hispanic Two or More Races	3,083	24.3%	8,312	23.7%	8,671	23.9%	9,806	24.2%
Not Hispanic or Latino Population (2020)	6,785	36.8%	18,230	35.2%	19,480	36.0%	23,094	37.8%
Hispanic or Latino Population (2020)	11,660	63.2%	33,531	64.8%	34,564	64.0%	38,011	62.2%
Not Hispanic or Latino Population (2010)	6,748	41.3%	17,132	39.2%	18,360	40.1%	22,017	42.2%
Hispanic or Latino Population (2010)	9,573	58.7%	26,593	60.8%	27,404	59.9%	30,216	57.8%
Not Hispanic or Latino Population (2029)	8,014	37.4%	20,994	36.4%	21,952	36.6%	24,964	37.0%
Hispanic or Latino Population (2029)	13,398	62.6%	36,656	63.6%	38,101	63.4%	42,535	63.0%
Projected Annual Growth (2024-2029)	707	1.1%	1,631	0.9%	1,757	1.0%	1,988	1.0%
Historical Annual Growth (2010-2020)	2,088	2.2%	6,938	2.6%	7,161	2.6%	7,795	2.6%

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Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Age Distribution (2024)								
Total Population	20,425		55,284		57,628		65,084	
Age Under 5 Years	1,349	6.6%	3,593	6.5%	3,728	6.5%	4,140	6.4%
Age 5 to 9 Years	1,476	7.2%	3,837	6.9%	3,965	6.9%	4,423	6.8%
Age 10 to 14 Years	1,483	7.3%	4,058	7.3%	4,217	7.3%	4,689	7.2%
Age 15 to 19 Years	1,499	7.3%	4,140	7.5%	4,308	7.5%	4,818	7.4%
Age 20 to 24 Years	1,357	6.6%	3,654	6.6%	3,783	6.6%	4,188	6.4%
Age 25 to 29 Years	1,252	6.1%	3,448	6.2%	3,557	6.2%	3,987	6.1%
Age 30 to 34 Years	1,566	7.7%	4,181	7.6%	4,316	7.5%	4,781	7.3%
Age 35 to 39 Years	1,597	7.8%	4,263	7.7%	4,397	7.6%	4,885	7.5%
Age 40 to 44 Years	1,565	7.7%	4,175	7.6%	4,313	7.5%	4,777	7.3%
Age 45 to 49 Years	1,250	6.1%	3,504	6.3%	3,639	6.3%	4,090	6.3%
Age 50 to 54 Years	1,211	5.9%	3,316	6.0%	3,458	6.0%	3,918	6.0%
Age 55 to 59 Years	1,159	5.7%	3,255	5.9%	3,423	5.9%	3,928	6.0%
Age 60 to 64 Years	1,108	5.4%	2,956	5.3%	3,111	5.4%	3,650	5.6%
Age 65 to 69 Years	832	4.1%	2,315	4.2%	2,475	4.3%	2,957	4.5%
Age 70 to 74 Years	620	3.0%	1,774	3.2%	1,907	3.3%	2,289	3.5%
Age 75 to 79 Years	449	2.2%	1,267	2.3%	1,369	2.4%	1,626	2.5%
Age 80 to 84 Years	310	1.5%	806	1.5%	870	1.5%	1,020	1.6%
Age 85 Years or Over	342	1.7%	743	1.3%	791	1.4%	919	1.4%
Median Age	34.9		35.4		35.6		36.2	
Age 19 Years or Less	5,806	28.4%	15,628	28.3%	16,218	28.1%	18,070	27.8%
Age 20 to 64 Years	12,066	59.1%	32,751	59.2%	33,998	59.0%	38,203	58.7%
Age 65 Years or Over	2,553	12.5%	6,905	12.5%	7,412	12.9%	8,811	13.5%
Female Age Distribution (2024)								
Female Population	10,261	50.2%	27,743	50.2%	28,904	50.2%	32,483	49.9%
Age Under 5 Years	687	6.7%	1,786	6.4%	1,854	6.4%	2,048	6.3%
Age 5 to 9 Years	691	6.7%	1,896	6.8%	1,960	6.8%	2,178	6.7%
Age 10 to 14 Years	682	6.6%	1,939	7.0%	2,016	7.0%	2,236	6.9%
Age 15 to 19 Years	785	7.7%	2,120	7.6%	2,199	7.6%	2,463	7.6%
Age 20 to 24 Years	640	6.2%	1,768	6.4%	1,828	6.3%	2,016	6.2%
Age 25 to 29 Years	630	6.1%	1,754	6.3%	1,805	6.2%	2,023	6.2%
Age 30 to 34 Years	833	8.1%	2,083	7.5%	2,140	7.4%	2,357	7.3%
Age 35 to 39 Years	783	7.6%	2,075	7.5%	2,137	7.4%	2,355	7.2%
Age 40 to 44 Years	746	7.3%	2,019	7.3%	2,087	7.2%	2,301	7.1%
Age 45 to 49 Years	620	6.0%	1,705	6.1%	1,774	6.1%	1,989	6.1%
Age 50 to 54 Years	595	5.8%	1,659	6.0%	1,729	6.0%	1,949	6.0%
Age 55 to 59 Years	603	5.9%	1,668	6.0%	1,758	6.1%	1,995	6.1%
Age 60 to 64 Years	557	5.4%	1,493	5.4%	1,570	5.4%	1,835	5.6%
Age 65 to 69 Years	459	4.5%	1,230	4.4%	1,310	4.5%	1,526	4.7%
Age 70 to 74 Years	320	3.1%	947	3.4%	1,027	3.6%	1,227	3.8%
Age 75 to 79 Years	258	2.5%	667	2.4%	716	2.5%	817	2.5%
Age 80 to 84 Years	177	1.7%	478	1.7%	513	1.8%	603	1.9%
Age 85 Years or Over	195	1.9%	457	1.6%	483	1.7%	565	1.7%
Female Median Age	35.5		35.8		36.1		36.6	
Age 19 Years or Less	2,846	27.7%	7,740	27.9%	8,029	27.8%	8,925	27.5%
Age 20 to 64 Years	6,007	58.5%	16,224	58.5%	16,826	58.2%	18,820	57.9%
Age 65 Years or Over	1,408	13.7%	3,779	13.6%	4,049	14.0%	4,738	14.6%

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Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Male Age Distribution (2024)								
Male Population	10,164	49.8%	27,541	49.8%	28,724	49.8%	32,601	50.1%
Age Under 5 Years	662	6.5%	1,808	6.6%	1,874	6.5%	2,091	6.4%
Age 5 to 9 Years	785	7.7%	1,941	7.0%	2,005	7.0%	2,245	6.9%
Age 10 to 14 Years	801	7.9%	2,119	7.7%	2,201	7.7%	2,453	7.5%
Age 15 to 19 Years	713	7.0%	2,020	7.3%	2,109	7.3%	2,356	7.2%
Age 20 to 24 Years	717	7.1%	1,886	6.8%	1,955	6.8%	2,171	6.7%
Age 25 to 29 Years	622	6.1%	1,694	6.2%	1,753	6.1%	1,964	6.0%
Age 30 to 34 Years	734	7.2%	2,098	7.6%	2,176	7.6%	2,423	7.4%
Age 35 to 39 Years	814	8.0%	2,188	7.9%	2,261	7.9%	2,531	7.8%
Age 40 to 44 Years	818	8.1%	2,156	7.8%	2,227	7.8%	2,476	7.6%
Age 45 to 49 Years	630	6.2%	1,798	6.5%	1,865	6.5%	2,101	6.4%
Age 50 to 54 Years	616	6.1%	1,657	6.0%	1,729	6.0%	1,969	6.0%
Age 55 to 59 Years	556	5.5%	1,587	5.8%	1,665	5.8%	1,933	5.9%
Age 60 to 64 Years	551	5.4%	1,463	5.3%	1,541	5.4%	1,815	5.6%
Age 65 to 69 Years	373	3.7%	1,085	3.9%	1,165	4.1%	1,432	4.4%
Age 70 to 74 Years	300	3.0%	827	3.0%	880	3.1%	1,063	3.3%
Age 75 to 79 Years	191	1.9%	600	2.2%	653	2.3%	809	2.5%
Age 80 to 84 Years	133	1.3%	328	1.2%	357	1.2%	417	1.3%
Age 85 Years or Over	147	1.4%	286	1.0%	308	1.1%	353	1.1%
Male Median Age	34.4		34.9		35.1		35.7	
Age 19 Years or Less	2,961	29.1%	7,888	28.6%	8,189	28.5%	9,145	28.1%
Age 20 to 64 Years	6,059	59.6%	16,527	60.0%	17,172	59.8%	19,383	59.5%
Age 65 Years or Over	1,145	11.3%	3,126	11.4%	3,364	11.7%	4,074	12.5%
Males per 100 Females (2024)								
Overall Comparison	99		99		99		100	
Age Under 5 Years	96	49.0%	101	50.3%	101	50.3%	102	50.5%
Age 5 to 9 Years	114	53.2%	102	50.6%	102	50.6%	103	50.8%
Age 10 to 14 Years	117	54.0%	109	52.2%	109	52.2%	110	52.3%
Age 15 to 19 Years	91	47.6%	95	48.8%	96	49.0%	96	48.9%
Age 20 to 24 Years	112	52.9%	107	51.6%	107	51.7%	108	51.9%
Age 25 to 29 Years	99	49.7%	97	49.1%	97	49.3%	97	49.3%
Age 30 to 34 Years	88	46.8%	101	50.2%	102	50.4%	103	50.7%
Age 35 to 39 Years	104	51.0%	105	51.3%	106	51.4%	107	51.8%
Age 40 to 44 Years	110	52.3%	107	51.6%	107	51.6%	108	51.8%
Age 45 to 49 Years	102	50.4%	105	51.3%	105	51.3%	106	51.4%
Age 50 to 54 Years	103	50.9%	100	50.0%	100	50.0%	101	50.2%
Age 55 to 59 Years	92	47.9%	95	48.8%	95	48.6%	97	49.2%
Age 60 to 64 Years	99	49.7%	98	49.5%	98	49.5%	99	49.7%
Age 65 to 69 Years	81	44.8%	88	46.9%	89	47.1%	94	48.4%
Age 70 to 74 Years	94	48.4%	87	46.6%	86	46.2%	87	46.4%
Age 75 to 79 Years	74	42.5%	90	47.4%	91	47.7%	99	49.8%
Age 80 to 84 Years	75	43.0%	69	40.7%	70	41.1%	69	40.9%
Age 85 Years or Over	76	43.1%	63	38.5%	64	39.0%	63	38.5%
Age 19 Years or Less	104	51.0%	102	50.5%	102	50.5%	102	50.6%
Age 20 to 39 Years	100	50.0%	102	50.6%	103	50.7%	104	50.9%
Age 40 to 64 Years	102	50.4%	101	50.3%	101	50.3%	102	50.6%
Age 65 Years or Over	81	44.8%	83	45.3%	83	45.4%	86	46.2%

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Household Type (2024)								
Total Households	6,235		16,566		17,359		19,921	
Households with Children	2,939	47.1%	7,764	46.9%	8,035	46.3%	8,891	44.6%
Average Household Size	3.3		3.3		3.3		3.2	
Household Density per Square Mile	1,986		586		221		63	
Population Family	18,744	91.8%	50,519	91.4%	52,543	91.2%	58,771	90.3%
Population Non-Family	1,530	7.5%	4,421	8.0%	4,713	8.2%	5,869	9.0%
Population Group Quarters	151	0.7%	343	0.6%	372	0.6%	444	0.7%
Family Households	5,180	83.1%	13,553	81.8%	14,127	81.4%	15,894	79.8%
Married Couple Households	3,704	71.5%	9,815	72.4%	10,274	72.7%	11,635	73.2%
Other Family Households with Children	1,477	28.5%	3,737	27.6%	3,853	27.3%	4,259	26.8%
Family Households with Children	2,929	56.6%	7,737	57.1%	8,007	56.7%	8,857	55.7%
Married Couple with Children	2,055	70.1%	5,526	71.4%	5,739	71.7%	6,398	72.2%
Other Family Households with Children	875	29.9%	2,211	28.6%	2,268	28.3%	2,459	27.8%
Family Households No Children	2,251	43.4%	5,816	42.9%	6,120	43.3%	7,037	44.3%
Married Couple No Children	1,649	73.3%	4,289	73.7%	4,535	74.1%	5,237	74.4%
Other Family Households No Children	602	26.7%	1,527	26.3%	1,586	25.9%	1,800	25.6%
Non-Family Households	1,054	16.9%	3,013	18.2%	3,232	18.6%	4,026	20.2%
Non-Family Households with Children	10	0.9%	28	0.9%	28	0.9%	34	0.8%
Non-Family Households No Children	1,045	99.1%	2,985	99.1%	3,203	99.1%	3,992	99.2%
Average Family Household Size	3.6		3.7		3.7		3.7	
Average Family Income	\$132,817		\$141,049		\$143,463		\$148,822	
Median Family Income	\$114,445		\$119,082		\$120,915		\$123,695	
Average Non-Family Household Size	1.5		1.5		1.5		1.5	
Marital Status (2024)								
Population Age 15 Years or Over	16,117		43,796		45,718		51,832	
Never Married	5,451	33.8%	15,625	35.7%	16,125	35.3%	17,803	34.3%
Currently Married	7,511	46.6%	20,470	46.7%	21,558	47.2%	24,903	48.0%
Previously Married	3,155	19.6%	7,702	17.6%	8,035	17.6%	9,126	17.6%
Separated	678	21.5%	2,174	28.2%	2,278	28.3%	2,475	27.1%
Widowed	974	30.9%	2,033	26.4%	2,127	26.5%	2,484	27.2%
Divorced	1,503	47.6%	3,494	45.4%	3,631	45.2%	4,167	45.7%
Educational Attainment (2024)								
Adult Population Age 25 Years or Over	13,262		36,002		37,627		42,826	
Elementary (Grade Level 0 to 8)	1,621	12.2%	4,311	12.0%	4,426	11.8%	4,768	11.1%
Some High School (Grade Level 9 to 11)	625	4.7%	2,333	6.5%	2,455	6.5%	2,823	6.6%
High School Graduate	3,956	29.8%	9,977	27.7%	10,337	27.5%	11,461	26.8%
Some College	2,904	21.9%	8,151	22.6%	8,548	22.7%	9,748	22.8%
Associate Degree Only	1,325	10.0%	3,571	9.9%	3,731	9.9%	4,175	9.7%
Bachelor Degree Only	2,070	15.6%	5,471	15.2%	5,824	15.5%	6,974	16.3%
Graduate Degree	760	5.7%	2,188	6.1%	2,307	6.1%	2,877	6.7%
Any College (Some College or Higher)	7,059	53.2%	19,380	53.8%	20,410	54.2%	23,774	55.5%
College Degree + (Bachelor Degree or Higher)	2,830	21.3%	7,659	21.3%	8,131	21.6%	9,851	23.0%

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Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.8392/-121.3909

Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Housing								
Total Housing Units (2024)	6,490		17,264		18,103		20,841	
Total Housing Units (2020)	5,796		15,725		16,521		19,132	
Historical Annual Growth (2020-2024)	695	3.0%	1,539	2.4%	1,582	2.4%	1,709	2.2%
Housing Units Occupied (2024)	6,235 96.1%		16,566 96.0%		17,359 95.9%		19,921 95.6%	
Housing Units Owner-Occupied	3,630 58.2%		11,015 66.5%		11,585 66.7%		13,152 66.0%	
Housing Units Renter-Occupied	2,605 41.8%		5,551 33.5%		5,774 33.3%		6,769 34.0%	
Housing Units Vacant (2024)	256	3.9%	698	4.0%	744	4.1%	921	4.4%
Household Size (2024)								
Total Households	6,235		16,566		17,359		19,921	
1 Person Households	755	12.1%	2,167	13.1%	2,341	13.5%	2,877	14.4%
2 Person Households	1,684	27.0%	4,355	26.3%	4,601	26.5%	5,454	27.4%
3 Person Households	1,273	20.4%	3,040	18.4%	3,156	18.2%	3,521	17.7%
4 Person Households	1,146	18.4%	3,098	18.7%	3,220	18.6%	3,605	18.1%
5 Person Households	745	11.9%	1,993	12.0%	2,055	11.8%	2,242	11.3%
6 Person Households	374	6.0%	1,050	6.3%	1,092	6.3%	1,225	6.1%
7 or More Person Households	259	4.1%	862	5.2%	894	5.1%	997	5.0%
Household Income Distribution (2024)								
HH Income \$200,000 or More	887	14.2%	2,995	18.1%	3,224	18.6%	3,918	19.7%
HH Income \$150,000 to \$199,999	933	15.0%	2,356	14.2%	2,445	14.1%	2,695	13.5%
HH Income \$125,000 to \$149,999	684	11.0%	1,829	11.0%	1,895	10.9%	2,135	10.7%
HH Income \$100,000 to \$124,999	574	9.2%	1,541	9.3%	1,608	9.3%	1,854	9.3%
HH Income \$75,000 to \$99,999	757	12.1%	2,298	13.9%	2,383	13.7%	2,641	13.3%
HH Income \$50,000 to \$74,999	834	13.4%	2,118	12.8%	2,220	12.8%	2,625	13.2%
HH Income \$35,000 to \$49,999	567	9.1%	1,315	7.9%	1,378	7.9%	1,577	7.9%
HH Income \$25,000 to \$34,999	298	4.8%	737	4.4%	792	4.6%	892	4.5%
HH Income \$15,000 to \$24,999	293	4.7%	531	3.2%	553	3.2%	657	3.3%
HH Income \$10,000 to \$14,999	242	3.9%	397	2.4%	400	2.3%	433	2.2%
HH Income Under \$10,000	164	2.6%	449	2.7%	461	2.7%	494	2.5%
Household Vehicles (2024)								
Households 0 Vehicles Available	305	4.9%	584	3.5%	598	3.4%	665	3.3%
Households 1 Vehicle Available	1,249	20.0%	2,815	17.0%	2,959	17.0%	3,388	17.0%
Households 2 Vehicles Available	2,498	40.1%	6,888	41.6%	7,196	41.5%	8,006	40.2%
Households 3 or More Vehicles Available	2,183	35.0%	6,279	37.9%	6,606	38.1%	7,861	39.5%
Total Vehicles Available	13,918		39,119		41,098		47,647	
Average Vehicles per Household	2.2		2.4		2.4		2.4	
Owner-Occupied Household Vehicles	9,218 66.2%		28,099 71.8%		29,616 72.1%		34,039 71.4%	
Average Vehicles per Owner-Occupied Household	2.5		2.6		2.6		2.6	
Renter-Occupied Household Vehicles	4,701 33.8%		11,020 28.2%		11,482 27.9%		13,608 28.6%	
Average Vehicles per Renter-Occupied Household	1.8		2.0		2.0		2.0	
Travel Time (2024)								
Worker Base Age 16 years or Over	10,160		27,219		28,311		32,082	
Travel to Work in 14 Minutes or Less	2,921	28.7%	7,941	29.2%	8,242	29.1%	9,024	28.1%
Travel to Work in 15 to 29 Minutes	1,423	14.0%	4,503	16.5%	4,777	16.9%	6,066	18.9%
Travel to Work in 30 to 59 Minutes	2,337	23.0%	6,090	22.4%	6,236	22.0%	6,799	21.2%
Travel to Work in 60 Minutes or More	2,526	24.9%	6,483	23.8%	6,673	23.6%	7,328	22.8%
Work at Home	953	9.4%	2,203	8.1%	2,382	8.4%	2,865	8.9%
Average Minutes Travel to Work	33.2		30.7		30.5		29.6	

Complete Profile



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Lat/Lon: 36.8392/-121.3909

Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2024)								
Worker Base Age 16 years or Over	10,160		27,219		28,311		32,082	
Drive to Work Alone	7,677	75.6%	20,691	76.0%	21,463	75.8%	24,195	75.4%
Drive to Work in Carpool	1,155	11.4%	3,543	13.0%	3,647	12.9%	4,012	12.5%
Travel to Work by Public Transportation	30	0.3%	176	0.6%	191	0.7%	258	0.8%
Drive to Work on Motorcycle	23	0.2%	58	0.2%	59	0.2%	65	0.2%
Bicycle to Work	56	0.5%	99	0.4%	99	0.3%	99	0.3%
Walk to Work	191	1.9%	287	1.1%	300	1.1%	361	1.1%
Other Means	73	0.7%	161	0.6%	171	0.6%	227	0.7%
Work at Home	953	9.4%	2,203	8.1%	2,382	8.4%	2,865	8.9%
Daytime Demographics (2024)								
Total Businesses	590		1,260		1,445		1,656	
Total Employees	4,693		9,653		12,182		15,733	
Company Headquarter Businesses	17	2.9%	34	2.7%	43	3.0%	52	3.2%
Company Headquarter Employees	522	11.1%	1,178	12.2%	1,828	15.0%	3,068	19.5%
Employee Population per Business	8.0 to 1		7.7 to 1		8.4 to 1		9.5 to 1	
Residential Population per Business	34.6 to 1		43.9 to 1		39.9 to 1		39.3 to 1	
Adj. Daytime Demographics Age 16 Years or Over	10,347		25,340		28,661		34,461	
Labor Force								
Labor Population Age 16 Years or Over (2024)	15,822		42,951		44,839		50,859	
Labor Force Total Males (2024)	7,774	49.1%	21,270	49.5%	22,223	49.6%	25,355	49.9%
Male Civilian Employed	5,454	70.1%	14,873	69.9%	15,482	69.7%	17,633	69.5%
Male Civilian Unemployed	407	5.2%	1,176	5.5%	1,263	5.7%	1,398	5.5%
Males in Armed Forces	8	0.1%	40	0.2%	43	0.2%	44	0.2%
Males Not in Labor Force	1,905	24.5%	5,181	24.4%	5,435	24.5%	6,280	24.8%
Labor Force Total Females (2024)	8,048	50.9%	21,681	50.5%	22,616	50.4%	25,505	50.1%
Female Civilian Employed	4,706	58.5%	12,351	57.0%	12,834	56.7%	14,454	56.7%
Female Civilian Unemployed	364	4.5%	891	4.1%	947	4.2%	1,023	4.0%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	2,977	37.0%	8,440	38.9%	8,835	39.1%	10,027	39.3%
Unemployment Rate	771	4.9%	2,066	4.8%	2,209	4.9%	2,422	4.8%
Occupation (2024)								
Occupation Population Age 16 Years or Over	10,160		27,219		28,311		32,082	
Occupation Total Males	5,454	53.7%	14,868	54.6%	15,477	54.7%	17,628	54.9%
Occupation Total Females	4,706	46.3%	12,351	45.4%	12,834	45.3%	14,454	45.1%
Management, Business, Financial Operations	1,199	11.8%	3,504	12.9%	3,771	13.3%	4,553	14.2%
Professional, Related	2,121	20.9%	5,269	19.4%	5,452	19.3%	6,159	19.2%
Service	1,686	16.6%	4,690	17.2%	4,845	17.1%	5,440	17.0%
Sales, Office	2,072	20.4%	5,432	20.0%	5,586	19.7%	6,054	18.9%
Farming, Fishing, Forestry	574	5.6%	1,549	5.7%	1,667	5.9%	2,057	6.4%
Construction, Extraction, Maintenance	1,322	13.0%	3,586	13.2%	3,723	13.1%	4,159	13.0%
Production, Transport, Material Moving	1,185	11.7%	3,189	11.7%	3,267	11.5%	3,660	11.4%
White Collar Workers	5,393	53.1%	14,206	52.2%	14,809	52.3%	16,766	52.3%
Blue Collar Workers	4,767	46.9%	13,013	47.8%	13,502	47.7%	15,317	47.7%

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Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Units In Structure (2024)								
Total Units	6,235		16,566		17,359		19,921	
1 Detached Unit	4,830	77.5%	13,472	81.3%	14,087	81.2%	16,031	80.5%
1 Attached Unit	186	3.0%	662	4.0%	744	4.3%	898	4.5%
2 Units	86	1.4%	266	1.6%	268	1.5%	302	1.5%
3 to 4 Units	448	7.2%	843	5.1%	865	5.0%	931	4.7%
5 to 9 Units	261	4.2%	463	2.8%	475	2.7%	555	2.8%
10 to 19 Units	139	2.2%	185	1.1%	187	1.1%	232	1.2%
20 to 49 Units	183	2.9%	230	1.4%	232	1.3%	245	1.2%
50 or More Units	71	1.1%	94	0.6%	98	0.6%	131	0.7%
Mobile Home or Trailer	31	0.5%	351	2.1%	402	2.3%	593	3.0%
Other Structure	-	-	1	-	1	-	2	-
Homes Built By Year (2024)								
Homes Built 2020 or later	102	1.6%	340	2.0%	343	1.9%	378	1.8%
Homes Built 2010 to 2019	1,026	15.8%	3,075	17.8%	3,137	17.3%	3,322	15.9%
Homes Built 2000 to 2009	775	11.9%	2,205	12.8%	2,325	12.8%	2,906	13.9%
Homes Built 1990 to 1999	934	14.4%	2,656	15.4%	2,808	15.5%	3,142	15.1%
Homes Built 1980 to 1989	1,011	15.6%	2,684	15.5%	2,879	15.9%	3,240	15.5%
Homes Built 1970 to 1979	972	15.0%	2,146	12.4%	2,255	12.5%	2,564	12.3%
Homes Built 1960 to 1969	607	9.4%	1,279	7.4%	1,321	7.3%	1,463	7.0%
Homes Built 1950 to 1959	302	4.7%	806	4.7%	844	4.7%	1,081	5.2%
Homes Built 1940 to 1949	71	1.1%	181	1.0%	193	1.1%	248	1.2%
Homes Built Before 1939	433	6.7%	1,194	6.9%	1,254	6.9%	1,577	7.6%
Median Age of Homes	39.4 yrs		37.7 yrs		37.9 yrs		38.6 yrs	
Home Values (2024)								
Owner Specified Housing Units	3,630		11,015		11,585		13,152	
Home Values \$1,000,000 or More	47	1.3%	851	7.7%	1,089	9.4%	1,791	13.6%
Home Values \$750,000 to \$999,999	897	24.7%	3,110	28.2%	3,270	28.2%	3,626	27.6%
Home Values \$500,000 to \$749,999	2,102	57.9%	5,025	45.6%	5,133	44.3%	5,505	41.9%
Home Values \$400,000 to \$499,999	270	7.5%	1,057	9.6%	1,075	9.3%	1,150	8.7%
Home Values \$300,000 to \$399,999	100	2.7%	266	2.4%	279	2.4%	314	2.4%
Home Values \$250,000 to \$299,999	3	-	28	0.3%	28	0.2%	32	0.2%
Home Values \$200,000 to \$249,999	1	-	73	0.7%	83	0.7%	91	0.7%
Home Values \$175,000 to \$199,999	-	-	44	0.4%	44	0.4%	44	0.3%
Home Values \$150,000 to \$174,999	-	-	38	0.3%	52	0.4%	54	0.4%
Home Values \$125,000 to \$149,999	-	-	28	0.3%	28	0.2%	28	0.2%
Home Values \$100,000 to \$124,999	79	2.2%	147	1.3%	151	1.3%	156	1.2%
Home Values \$90,000 to \$99,999	-	-	21	0.2%	23	0.2%	23	0.2%
Home Values \$80,000 to \$89,999	-	-	25	0.2%	25	0.2%	25	0.2%
Home Values \$70,000 to \$79,999	37	1.0%	37	0.3%	37	0.3%	37	0.3%
Home Values \$60,000 to \$69,999	5	0.1%	14	0.1%	14	0.1%	14	0.1%
Home Values \$50,000 to \$59,999	28	0.8%	53	0.5%	53	0.5%	53	0.4%
Home Values \$35,000 to \$49,999	20	0.5%	39	0.4%	39	0.3%	39	0.3%
Home Values \$25,000 to \$34,999	-	-	32	0.3%	35	0.3%	39	0.3%
Home Values \$10,000 to \$24,999	-	-	-	-	-	-	-	-
Home Values Under \$10,000	39	1.1%	127	1.1%	127	1.1%	132	1.0%
Owner-Occupied Median Home Value	\$638,925		\$684,451		\$701,152		\$738,290	
Renter-Occupied Median Rent	\$1,608		\$1,681		\$1,671		\$1,661	

Complete Profile



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Lat/Lon: 36.8392/-121.3909

Hwy 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius	3 mi radius	5 mi radius	10 mi radius
Total Annual Consumer Expenditure (2024)				
Total Household Expenditure	\$758.59 M	\$2.14 B	\$2.25 B	\$2.59 B
Total Non-Retail Expenditure	\$389.46 M	\$1.1 B	\$1.16 B	\$1.35 B
Total Retail Expenditure	\$369.13 M	\$1.03 B	\$1.08 B	\$1.24 B
Alcoholic Beverages	\$4.55 M	\$12.79 M	\$13.44 M	\$15.48 M
Apparel	\$13.86 M	\$38.71 M	\$40.63 M	\$46.7 M
Contributions	\$23.23 M	\$66.43 M	\$69.96 M	\$81.05 M
Education	\$16.69 M	\$47.41 M	\$49.89 M	\$57.67 M
Entertainment	\$42.93 M	\$119.71 M	\$125.64 M	\$144.31 M
Food Away From Home	\$32.88 M	\$92 M	\$96.6 M	\$111.08 M
Grocery	\$51.13 M	\$138.09 M	\$144.25 M	\$163.81 M
Health Care	\$42.53 M	\$113.71 M	\$119.44 M	\$137.36 M
Household Furnishings and Equipment	\$19.81 M	\$55.54 M	\$58.34 M	\$67.15 M
Household Operations	\$14.14 M	\$39.37 M	\$41.31 M	\$47.4 M
Miscellaneous Expenses	\$12.68 M	\$35.48 M	\$37.26 M	\$42.87 M
Personal Care	\$9.95 M	\$27.1 M	\$28.34 M	\$32.28 M
Shelter	\$124 M	\$334.76 M	\$350.8 M	\$403.02 M
Tax and Retirement	\$192.18 M	\$572.18 M	\$605.63 M	\$709.07 M
Tobacco and Related	\$4.05 M	\$10.44 M	\$10.83 M	\$12.08 M
Transportation	\$117.38 M	\$333.47 M	\$350.63 M	\$405.89 M
Utilities	\$36.59 M	\$98.52 M	\$102.87 M	\$116.68 M
Monthly Household Consumer Expenditure (2024)				
Total Household Expenditure	\$10,140	\$10,744	\$10,781	\$10,851
Total Non-Retail Expenditure	\$5,206 51.3%	\$5,552 51.7%	\$5,581 51.8%	\$5,646 52.0%
Total Retail Expenditures	\$4,934 48.7%	\$5,192 48.3%	\$5,201 48.2%	\$5,205 48.0%
Alcoholic Beverages	\$61 0.6%	\$64 0.6%	\$65 0.6%	\$65 0.6%
Apparel	\$185 1.8%	\$195 1.8%	\$195 1.8%	\$195 1.8%
Contributions	\$311 3.1%	\$334 3.1%	\$336 3.1%	\$339 3.1%
Education	\$223 2.2%	\$238 2.2%	\$239 2.2%	\$241 2.2%
Entertainment	\$574 5.7%	\$602 5.6%	\$603 5.6%	\$604 5.6%
Food Away From Home	\$440 4.3%	\$463 4.3%	\$464 4.3%	\$465 4.3%
Grocery	\$683 6.7%	\$695 6.5%	\$692 6.4%	\$685 6.3%
Health Care	\$568 5.6%	\$572 5.3%	\$573 5.3%	\$575 5.3%
Household Furnishings and Equipment	\$265 2.6%	\$279 2.6%	\$280 2.6%	\$281 2.6%
Household Operations	\$189 1.9%	\$198 1.8%	\$198 1.8%	\$198 1.8%
Miscellaneous Expenses	\$170 1.7%	\$179 1.7%	\$179 1.7%	\$179 1.7%
Personal Care	\$133 1.3%	\$136 1.3%	\$136 1.3%	\$135 1.2%
Shelter	\$1,657 16.3%	\$1,684 15.7%	\$1,684 15.6%	\$1,686 15.5%
Tax and Retirement	\$2,569 25.3%	\$2,878 26.8%	\$2,907 27.0%	\$2,966 27.0%
Tobacco and Related	\$54 0.5%	\$53 0.5%	\$52 0.5%	\$51 0.5%
Transportation	\$1,569 15.5%	\$1,678 15.6%	\$1,683 15.6%	\$1,698 15.6%
Utilities	\$489 4.8%	\$496 4.6%	\$494 4.6%	\$488 4.5%