

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 36.8392/-121.3909

Highway 25 & Tres Pinos Rd Hollister, CA 95023	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population								
Estimated Population (2023)	19,398		55,959		58,246		65,148	
Projected Population (2028)	20,490		60,520		63,068		70,484	
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 (2023-2028)	1,092	1.1%	4,561	1.6%	4,822	1.7%	5,337	1.6%
Historical Annual Growth (2020-2023)	953	1.7%	4,199	2.7%	4,202	2.6%	4,043	2.2%
Historical Annual Growth (2010-2020)	2,124	1.3%	8,035	1.8%	8,281	1.8%	8,872	1.7%
Estimated Population Density (2023)	6,178	psm	1,980	psm	742	psm	207	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households								
Estimated Households (2023)	5,789		16,244		17,053		19,557	
Projected Households (2028)	6,218		17,803		18,718		21,436	
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 (2023-2028)	429	1.5%	1,560	1.9%	1,665	2.0%	1,879	1.9%
Historical Annual Change (2010-2023)	881	1.4%	3,450	2.1%	3,565	2.0%	3,868	1.9%
Average Household Income								
Estimated Average Household Income (2023)	\$127,789		\$128,209		\$131,261		\$135,460	
Projected Average Household Income (2028)	\$128,871		\$126,474		\$129,304		\$133,679	
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 (2023-2028)	\$1,082	0.2%	-\$1,736	-0.3%	-\$1,956	-0.3%	-\$1,781	-0.3%
Historical Annual Change (2000-2023)	\$59,935	3.8%	\$60,242	3.9%	\$62,668	4.0%	\$66,584	4.2%
Median Household Income								
Estimated Median Household Income (2023)	\$104,133		\$112,671		\$114,605		\$116,851	
Projected Median Household Income (2028)	\$107,211		\$115,012		\$117,151		\$119,817	
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 (2023-2028)	\$3,078	0.6%	\$2,342	0.4%	\$2,546	0.4%	\$2,966	0.5%
Historical Annual Change (2000-2023)	\$45,052	3.3%	\$53,118	3.9%	\$54,767	4.0%	\$57,360	4.2%
Per Capita Income								
Estimated Per Capita Income (2023)	\$38,221		\$37,305		\$38,522		\$40,764	
Projected Per Capita Income (2028)	\$39,189		\$37,287		\$38,461		\$40,747	
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 (2023-2028)	\$968	0.5%	-\$19	-	-\$60	-	-\$17	-
Historical Annual Change (2000-2023)	\$17,710	3.8%	\$17,477	3.8%	\$18,430	4.0%	\$20,429	4.4%
Estimated Average Household Net Worth (2023)	\$945,748		\$1.18 M		\$1.22 M		\$1.29 M	

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Highway 25 & Tres Pinos Rd Hollister, CA 95023		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity									
Total Population (2023)		19,398		55,959		58,246		65,148	
White (2023)		8,052	41.5%	23,605	42.2%	24,811	42.6%	28,130	43.2%
Black or African American (2023)		507	2.6%	1,191	2.1%	1,225	2.1%	1,319	2.0%
American Indian or Alaska Native (2023)		441	2.3%	1,316	2.4%	1,359	2.3%	1,528	2.3%
Asian (2023)		1,196	6.2%	3,102	5.5%	3,208	5.5%	3,564	5.5%
Hawaiian or Pacific Islander (2023)		47	0.2%	144	0.3%	150	0.3%	167	0.3%
Other Race (2023)		5,958	30.7%	17,363	31.0%	17,833	30.6%	19,519	30.0%
Two or More Races (2023)		3,196	16.5%	9,238	16.5%	9,662	16.6%	10,922	16.8%
Population < 18 (2023)		4,954	25.5%	14,004	25.0%	14,449	24.8%	15,806	24.3%
White Not Hispanic		1,187	24.0%	3,292	23.5%	3,447	23.9%	3,829	24.2%
Black or African American		133	2.7%	350	2.5%	360	2.5%	388	2.5%
Asian		262	5.3%	664	4.7%	684	4.7%	765	4.8%
Other Race Not Hispanic		204	4.1%	564	4.0%	587	4.1%	664	4.2%
Hispanic		3,168	63.9%	9,134	65.2%	9,371	64.9%	10,159	64.3%
Not Hispanic or Latino Population (2023)		7,469	38.5%	20,353	36.4%	21,443	36.8%	24,497	37.6%
Not Hispanic White		5,436	72.8%	15,334	75.3%	16,228	75.7%	18,656	76.2%
Not Hispanic Black or African American		430	5.8%	874	4.3%	904	4.2%	988	4.0%
Not Hispanic American Indian or Alaska Native		54	0.7%	135	0.7%	142	0.7%	166	0.7%
Not Hispanic Asian		1,102	14.7%	2,744	13.5%	2,844	13.3%	3,188	13.0%
Not Hispanic Hawaiian or Pacific Islander		22	0.3%	75	0.4%	78	0.4%	83	0.3%
Not Hispanic Other Race		66	0.9%	157	0.8%	161	0.7%	185	0.8%
Not Hispanic Two or More Races		361	4.8%	1,035	5.1%	1,086	5.1%	1,230	5.0%
Hispanic or Latino Population (2023)		11,929	61.5%	35,606	63.6%	36,803	63.2%	40,651	62.4%
Hispanic White		2,617	21.9%	8,270	23.2%	8,583	23.3%	9,474	23.3%
Hispanic Black or African American		77	0.6%	317	0.9%	320	0.9%	331	0.8%
Hispanic American Indian or Alaska Native		387	3.2%	1,181	3.3%	1,216	3.3%	1,362	3.3%
Hispanic Asian		95	0.8%	359	1.0%	363	1.0%	376	0.9%
Hispanic Hawaiian or Pacific Islander		25	0.2%	69	0.2%	72	0.2%	84	0.2%
Hispanic Other Race		5,892	49.4%	17,207	48.3%	17,672	48.0%	19,333	47.6%
Hispanic Two or More Races		2,836	23.8%	8,203	23.0%	8,576	23.3%	9,691	23.8%
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 (2028)		7,849	38.3%	21,772	36.0%	22,971	36.4%	26,244	37.2%
Hispanic or Latino Population (2028)		12,640	61.7%	38,748	64.0%	40,097	63.6%	44,240	62.8%
Projected Annual Growth (2023-2028)		712	1.2%	3,143	1.8%	3,294	1.8%	3,589	1.8%
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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Highway 25 & Tres Pinos Rd									
Hollister, CA 95023									
	1 mi radius		3 mi radius		5 mi radius		10 mi radius		
Total Age Distribution (2023)									
Total Population	19,398		55,959		58,246		65,148		
Age Under 5 Years	1,203	6.2%	3,440	6.1%	3,538	6.1%	3,887	6.0%	
Age 5 to 9 Years	1,365	7.0%	3,854	6.9%	3,971	6.8%	4,380	6.7%	
Age 10 to 14 Years	1,441	7.4%	4,152	7.4%	4,290	7.4%	4,652	7.1%	
Age 15 to 19 Years	1,406	7.2%	3,951	7.1%	4,091	7.0%	4,490	6.9%	
Age 20 to 24 Years	1,424	7.3%	3,974	7.1%	4,095	7.0%	4,503	6.9%	
Age 25 to 29 Years	1,344	6.9%	3,674	6.6%	3,783	6.5%	4,184	6.4%	
Age 30 to 34 Years	1,458	7.5%	4,239	7.6%	4,368	7.5%	4,829	7.4%	
Age 35 to 39 Years	1,563	8.1%	4,405	7.9%	4,549	7.8%	5,010	7.7%	
Age 40 to 44 Years	1,410	7.3%	4,100	7.3%	4,240	7.3%	4,733	7.3%	
Age 45 to 49 Years	1,174	6.1%	3,551	6.3%	3,690	6.3%	4,114	6.3%	
Age 50 to 54 Years	1,163	6.0%	3,381	6.0%	3,527	6.1%	4,012	6.2%	
Age 55 to 59 Years	1,082	5.6%	3,253	5.8%	3,432	5.9%	4,003	6.1%	
Age 60 to 64 Years	999	5.2%	2,998	5.4%	3,202	5.5%	3,749	5.8%	
Age 65 to 69 Years	760	3.9%	2,378	4.2%	2,545	4.4%	2,967	4.6%	
Age 70 to 74 Years	603	3.1%	1,855	3.3%	1,999	3.4%	2,324	3.6%	
Age 75 to 79 Years	392	2.0%	1,246	2.2%	1,336	2.3%	1,530	2.3%	
Age 80 to 84 Years	294	1.5%	779	1.4%	821	1.4%	913	1.4%	
Age 85 Years or Over	317	1.6%	731	1.3%	771	1.3%	869	1.3%	
Median Age	34.4		35.3		35.6		36.2		
Age 19 Years or Less	5,415	27.9%	15,396	27.5%	15,890	27.3%	17,409	26.7%	
Age 20 to 64 Years	11,618	59.9%	33,574	60.0%	34,884	59.9%	39,137	60.1%	
Age 65 Years or Over	2,365	12.2%	6,989	12.5%	7,472	12.8%	8,602	13.2%	
Female Age Distribution (2023)									
Female Population	9,789	50.5%	27,695	49.5%	28,787	49.4%	32,107	49.3%	
Age Under 5 Years	593	6.1%	1,702	6.1%	1,748	6.1%	1,918	6.0%	
Age 5 to 9 Years	678	6.9%	1,893	6.8%	1,950	6.8%	2,153	6.7%	
Age 10 to 14 Years	725	7.4%	2,040	7.4%	2,101	7.3%	2,266	7.1%	
Age 15 to 19 Years	701	7.2%	1,964	7.1%	2,031	7.1%	2,229	6.9%	
Age 20 to 24 Years	688	7.0%	1,898	6.9%	1,952	6.8%	2,149	6.7%	
Age 25 to 29 Years	684	7.0%	1,809	6.5%	1,860	6.5%	2,048	6.4%	
Age 30 to 34 Years	713	7.3%	2,020	7.3%	2,081	7.2%	2,302	7.2%	
Age 35 to 39 Years	735	7.5%	2,059	7.4%	2,129	7.4%	2,348	7.3%	
Age 40 to 44 Years	657	6.7%	1,937	7.0%	2,003	7.0%	2,224	6.9%	
Age 45 to 49 Years	604	6.2%	1,704	6.2%	1,767	6.1%	1,968	6.1%	
Age 50 to 54 Years	577	5.9%	1,676	6.1%	1,745	6.1%	1,970	6.1%	
Age 55 to 59 Years	568	5.8%	1,646	5.9%	1,732	6.0%	1,999	6.2%	
Age 60 to 64 Years	499	5.1%	1,472	5.3%	1,574	5.5%	1,849	5.8%	
Age 65 to 69 Years	416	4.2%	1,246	4.5%	1,325	4.6%	1,505	4.7%	
Age 70 to 74 Years	329	3.4%	983	3.5%	1,051	3.7%	1,209	3.8%	
Age 75 to 79 Years	218	2.2%	668	2.4%	710	2.5%	819	2.6%	
Age 80 to 84 Years	183	1.9%	496	1.8%	519	1.8%	570	1.8%	
Age 85 Years or Over	221	2.3%	484	1.7%	511	1.8%	578	1.8%	
Female Median Age	35.0		35.7		36.1		36.6		
Age 19 Years or Less	2,697	27.6%	7,599	27.4%	7,829	27.2%	8,566	26.7%	
Age 20 to 64 Years	5,724	58.5%	16,219	58.6%	16,842	58.5%	18,859	58.7%	
Age 65 Years or Over	1,367	14.0%	3,877	14.0%	4,116	14.3%	4,682	14.6%	

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Highway 25 & Tres Pinos Rd Hollister, CA 95023		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Male Age Distribution (2023)									
Male Population	9,609	49.5%	28,264	50.5%	29,459	50.6%	33,041	50.7%	
Age Under 5 Years	611	6.4%	1,738	6.1%	1,790	6.1%	1,969	6.0%	
Age 5 to 9 Years	687	7.1%	1,961	6.9%	2,021	6.9%	2,227	6.7%	
Age 10 to 14 Years	716	7.4%	2,112	7.5%	2,189	7.4%	2,386	7.2%	
Age 15 to 19 Years	705	7.3%	1,987	7.0%	2,060	7.0%	2,261	6.8%	
Age 20 to 24 Years	736	7.7%	2,076	7.3%	2,143	7.3%	2,354	7.1%	
Age 25 to 29 Years	659	6.9%	1,864	6.6%	1,923	6.5%	2,136	6.5%	
Age 30 to 34 Years	745	7.7%	2,219	7.9%	2,287	7.8%	2,526	7.6%	
Age 35 to 39 Years	828	8.6%	2,346	8.3%	2,420	8.2%	2,661	8.1%	
Age 40 to 44 Years	753	7.8%	2,163	7.7%	2,238	7.6%	2,508	7.6%	
Age 45 to 49 Years	571	5.9%	1,847	6.5%	1,922	6.5%	2,146	6.5%	
Age 50 to 54 Years	586	6.1%	1,705	6.0%	1,782	6.0%	2,042	6.2%	
Age 55 to 59 Years	514	5.3%	1,607	5.7%	1,700	5.8%	2,004	6.1%	
Age 60 to 64 Years	501	5.2%	1,526	5.4%	1,628	5.5%	1,900	5.7%	
Age 65 to 69 Years	344	3.6%	1,131	4.0%	1,220	4.1%	1,462	4.4%	
Age 70 to 74 Years	274	2.8%	872	3.1%	947	3.2%	1,114	3.4%	
Age 75 to 79 Years	174	1.8%	578	2.0%	626	2.1%	711	2.2%	
Age 80 to 84 Years	110	1.1%	283	1.0%	303	1.0%	343	1.0%	
Age 85 Years or Over	96	1.0%	247	0.9%	259	0.9%	291	0.9%	
Male Median Age	33.8		34.9		35.2		35.8		
Age 19 Years or Less	2,718	28.3%	7,797	27.6%	8,061	27.4%	8,843	26.8%	
Age 20 to 64 Years	5,893	61.3%	17,355	61.4%	18,042	61.2%	20,278	61.4%	
Age 65 Years or Over	997	10.4%	3,113	11.0%	3,356	11.4%	3,920	11.9%	
Males per 100 Females (2023)									
Overall Comparison	98		102		102		103		
Age Under 5 Years	103	50.7%	102	50.5%	102	50.6%	103	50.7%	
Age 5 to 9 Years	101	50.3%	104	50.9%	104	50.9%	103	50.9%	
Age 10 to 14 Years	99	49.7%	103	50.9%	104	51.0%	105	51.3%	
Age 15 to 19 Years	101	50.1%	101	50.3%	101	50.4%	101	50.4%	
Age 20 to 24 Years	107	51.7%	109	52.2%	110	52.3%	110	52.3%	
Age 25 to 29 Years	96	49.1%	103	50.8%	103	50.8%	104	51.1%	
Age 30 to 34 Years	104	51.1%	110	52.4%	110	52.4%	110	52.3%	
Age 35 to 39 Years	113	53.0%	114	53.3%	114	53.2%	113	53.1%	
Age 40 to 44 Years	115	53.4%	112	52.8%	112	52.8%	113	53.0%	
Age 45 to 49 Years	95	48.6%	108	52.0%	109	52.1%	109	52.2%	
Age 50 to 54 Years	102	50.4%	102	50.4%	102	50.5%	104	50.9%	
Age 55 to 59 Years	90	47.5%	98	49.4%	98	49.5%	100	50.1%	
Age 60 to 64 Years	100	50.1%	104	50.9%	103	50.8%	103	50.7%	
Age 65 to 69 Years	83	45.3%	91	47.6%	92	47.9%	97	49.3%	
Age 70 to 74 Years	83	45.4%	89	47.0%	90	47.4%	92	48.0%	
Age 75 to 79 Years	80	44.3%	87	46.4%	88	46.9%	87	46.5%	
Age 80 to 84 Years	60	37.6%	57	36.3%	58	36.9%	60	37.5%	
Age 85 Years or Over	43	30.3%	51	33.8%	51	33.6%	50	33.4%	
Age 19 Years or Less	101	50.2%	103	50.6%	103	50.7%	103	50.8%	
Age 20 to 39 Years	105	51.3%	109	52.2%	109	52.2%	109	52.2%	
Age 40 to 64 Years	101	50.2%	105	51.2%	105	51.2%	106	51.4%	
Age 65 Years or Over	73	42.2%	80	44.5%	82	44.9%	84	45.6%	

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Household Type (2023)									
Total Households		5,789		16,244		17,053		19,557	
Households with Children		3,099	53.5%	7,481	46.1%	7,622	44.7%	8,398	42.9%
Average Household Size		3.3		3.4		3.4		3.3	
Household Density per Square Mile		1,844		575		217		62	
Population Family		17,502	90.2%	51,167	91.4%	53,191	91.3%	59,175	90.8%
Population Non-Family		1,741	9.0%	4,429	7.9%	4,671	8.0%	5,518	8.5%
Population Group Quarters		156	0.8%	363	0.6%	384	0.7%	455	0.7%
Family Households		4,551	78.6%	13,111	80.7%	13,731	80.5%	15,557	79.5%
Married Couple Households		3,388	74.4%	9,838	75.0%	10,348	75.4%	11,776	75.7%
Other Family Households with Children		1,163	25.6%	3,273	25.0%	3,383	24.6%	3,782	24.3%
Family Households with Children		3,092	67.9%	7,457	56.9%	7,597	55.3%	8,372	53.8%
Married Couple with Children		2,381	77.0%	5,561	74.6%	5,652	74.4%	6,228	74.4%
Other Family Households with Children		711	23.0%	1,896	25.4%	1,945	25.6%	2,144	25.6%
Family Households No Children		1,460	32.1%	5,654	43.1%	6,134	44.7%	7,185	46.2%
Married Couple No Children		1,008	69.0%	4,277	75.6%	4,696	76.6%	5,548	77.2%
Other Family Households No Children		452	31.0%	1,377	24.4%	1,438	23.4%	1,637	22.8%
Non-Family Households		1,238	21.4%	3,133	19.3%	3,323	19.5%	4,000	20.5%
Non-Family Households with Children		7	0.6%	25	0.8%	25	0.8%	26	0.7%
Non-Family Households No Children		1,231	99.4%	3,109	99.2%	3,298	99.2%	3,974	99.3%
Average Family Household Size		3.8		3.9		3.9		3.8	
Average Family Income		\$137,730		\$136,761		\$140,845		\$147,537	
Median Family Income		\$114,365		\$123,138		\$126,053		\$129,937	
Average Non-Family Household Size		1.4		1.4		1.4		1.4	
Marital Status (2023)									
Population Age 15 Years or Over		15,389		44,513		46,447		52,229	
Never Married		5,183	33.7%	16,020	36.0%	16,511	35.5%	18,125	34.7%
Currently Married		7,214	46.9%	20,755	46.6%	21,864	47.1%	25,034	47.9%
Previously Married		2,991	19.4%	7,739	17.4%	8,073	17.4%	9,069	17.4%
Separated		658	22.0%	2,214	28.6%	2,313	28.6%	2,503	27.6%
Widowed		894	29.9%	2,027	26.2%	2,122	26.3%	2,445	27.0%
Divorced		1,439	48.1%	3,498	45.2%	3,638	45.1%	4,122	45.4%
Educational Attainment (2023)									
Adult Population Age 25 Years or Over		12,558		36,589		38,262		43,235	
Elementary (Grade Level 0 to 8)		1,656	13.2%	4,344	11.9%	4,431	11.6%	4,679	10.8%
Some High School (Grade Level 9 to 11)		584	4.6%	2,231	6.1%	2,332	6.1%	2,658	6.1%
High School Graduate		3,533	28.1%	10,178	27.8%	10,554	27.6%	11,721	27.1%
Some College		3,049	24.3%	8,844	24.2%	9,258	24.2%	10,455	24.2%
Associate Degree Only		1,431	11.4%	3,917	10.7%	4,097	10.7%	4,551	10.5%
Bachelor Degree Only		1,814	14.4%	5,242	14.3%	5,618	14.7%	6,715	15.5%
Graduate Degree		491	3.9%	1,834	5.0%	1,972	5.2%	2,457	5.7%
Any College (Some College or Higher)		6,785	54.0%	19,836	54.2%	20,944	54.7%	24,178	55.9%
College Degree + (Bachelor Degree or Higher)		2,305	18.4%	7,076	19.3%	7,590	19.8%	9,173	21.2%

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.8392/-121.3909

Highway 25 & Tres Pinos Rd Hollister, CA 95023		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Housing									
Total Housing Units (2023)		5,900		16,716		17,563		20,229	
Total Housing Units (2020)		5,796		15,725		16,521		19,132	
Historical Annual Growth (2020-2023)		104	0.6%	991	2.1%	1,042	2.1%	1,096	1.9%
Housing Units Occupied (2023)		5,789 98.1%		16,244 97.2%		17,053 97.1%		19,557 96.7%	
Housing Units Owner-Occupied		3,790 65.5%		10,799 66.5%		11,340 66.5%		12,984 66.4%	
Housing Units Renter-Occupied		1,999 34.5%		5,445 33.5%		5,713 33.5%		6,573 33.6%	
Housing Units Vacant (2023)		111	1.9%	472	2.8%	509	2.9%	671	3.3%
Household Size (2023)									
Total Households		5,789		16,244		17,053		19,557	
1 Person Households		999	17.3%	2,447	15.1%	2,601	15.3%	3,164	16.2%
2 Person Households		1,601	27.7%	4,499	27.7%	4,815	28.2%	5,825	29.8%
3 Person Households		1,060	18.3%	2,754	17.0%	2,864	16.8%	3,175	16.2%
4 Person Households		1,029	17.8%	2,859	17.6%	2,975	17.4%	3,262	16.7%
5 Person Households		595	10.3%	1,787	11.0%	1,849	10.8%	2,016	10.3%
6 Person Households		266	4.6%	955	5.9%	984	5.8%	1,075	5.5%
7 or More Person Households		240	4.2%	943	5.8%	964	5.7%	1,040	5.3%
Household Income Distribution (2023)									
HH Income \$200,000 or More		617	10.7%	2,520	15.5%	2,789	16.4%	3,515	18.0%
HH Income \$150,000 to \$199,999		841	14.5%	2,370	14.6%	2,475	14.5%	2,744	14.0%
HH Income \$125,000 to \$149,999		879	15.2%	1,944	12.0%	2,014	11.8%	2,271	11.6%
HH Income \$100,000 to \$124,999		596	10.3%	1,832	11.3%	1,898	11.1%	2,113	10.8%
HH Income \$75,000 to \$99,999		800	13.8%	2,095	12.9%	2,160	12.7%	2,381	12.2%
HH Income \$50,000 to \$74,999		806	13.9%	2,513	15.5%	2,619	15.4%	3,019	15.4%
HH Income \$35,000 to \$49,999		508	8.8%	1,152	7.1%	1,212	7.1%	1,423	7.3%
HH Income \$25,000 to \$34,999		239	4.1%	697	4.3%	721	4.2%	799	4.1%
HH Income \$15,000 to \$24,999		161	2.8%	430	2.6%	459	2.7%	544	2.8%
HH Income \$10,000 to \$14,999		224	3.9%	387	2.4%	392	2.3%	412	2.1%
HH Income Under \$10,000		118	2.0%	305	1.9%	315	1.8%	337	1.7%
Household Vehicles (2023)									
Households 0 Vehicles Available		245	4.2%	554	3.4%	586	3.4%	706	3.6%
Households 1 Vehicle Available		1,153	19.9%	3,006	18.5%	3,159	18.5%	3,614	18.5%
Households 2 Vehicles Available		2,086	36.0%	5,886	36.2%	6,201	36.4%	6,986	35.7%
Households 3 or More Vehicles Available		2,305	39.8%	6,798	41.8%	7,107	41.7%	8,252	42.2%
Total Vehicles Available		13,368		38,955		40,853		46,980	
Average Vehicles per Household		2.3		2.4		2.4		2.4	
Owner-Occupied Household Vehicles		9,845 73.6%		28,494 73.1%		29,928 73.3%		34,441 73.3%	
Average Vehicles per Owner-Occupied Household		2.6		2.6		2.6		2.7	
Renter-Occupied Household Vehicles		3,524 26.4%		10,460 26.9%		10,925 26.7%		12,539 26.7%	
Average Vehicles per Renter-Occupied Household		1.8		1.9		1.9		1.9	
Travel Time (2023)									
Worker Base Age 16 years or Over		10,006		28,678		29,825		33,610	
Travel to Work in 14 Minutes or Less		2,844	28.4%	8,419	29.4%	8,729	29.3%	9,520	28.3%
Travel to Work in 15 to 29 Minutes		968	9.7%	3,542	12.3%	3,778	12.7%	4,802	14.3%
Travel to Work in 30 to 59 Minutes		2,985	29.8%	8,225	28.7%	8,421	28.2%	9,206	27.4%
Travel to Work in 60 Minutes or More		2,374	23.7%	6,508	22.7%	6,713	22.5%	7,381	22.0%
Work at Home		835	8.3%	1,985	6.9%	2,184	7.3%	2,701	8.0%
Average Minutes Travel to Work		33.9		31.3		31.0		30.4	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.8392/-121.3909

Highway 25 & Tres Pinos Rd Hollister, CA 95023		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2023)									
Worker Base Age 16 years or Over		10,006		28,678		29,825		33,610	
Drive to Work Alone		7,722	77.2%	22,029	76.8%	22,821	76.5%	25,608	76.2%
Drive to Work in Carpool		1,196	12.0%	3,960	13.8%	4,069	13.6%	4,364	13.0%
Travel to Work by Public Transportation		23	0.2%	191	0.7%	202	0.7%	258	0.8%
Drive to Work on Motorcycle		31	0.3%	71	0.2%	75	0.3%	84	0.2%
Bicycle to Work		47	0.5%	96	0.3%	101	0.3%	102	0.3%
Walk to Work		117	1.2%	232	0.8%	246	0.8%	309	0.9%
Other Means		36	0.4%	114	0.4%	127	0.4%	185	0.5%
Work at Home		835	8.3%	1,985	6.9%	2,184	7.3%	2,701	8.0%
Daytime Demographics (2023)									
Total Businesses		486		1,145		1,336		1,544	
Total Employees		4,064		8,954		11,542		15,064	
Company Headquarter Businesses		15	3.1%	32	2.8%	41	3.1%	50	3.3%
Company Headquarter Employees		489	12.0%	1,141	12.7%	1,800	15.6%	3,034	20.1%
Employee Population per Business		8.4 to 1		7.8 to 1		8.6 to 1		9.8 to 1	
Residential Population per Business		39.9 to 1		48.9 to 1		43.6 to 1		42.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over		9,133		23,907		27,249		32,691	
Labor Force									
Labor Population Age 16 Years or Over (2023)		15,079		43,645		45,546		51,251	
Labor Force Total Males (2023)		7,443	49.4%	22,037	50.5%	23,026	50.6%	25,994	50.7%
Male Civilian Employed		5,359	72.0%	15,820	71.8%	16,483	71.6%	18,646	71.7%
Male Civilian Unemployed		349	4.7%	1,018	4.6%	1,059	4.6%	1,130	4.3%
Males in Armed Forces		4	-	13	-	14	-	14	-
Males Not in Labor Force		1,731	23.3%	5,185	23.5%	5,470	23.8%	6,204	23.9%
Labor Force Total Females (2023)		7,636	50.6%	21,608	49.5%	22,519	49.4%	25,257	49.3%
Female Civilian Employed		4,647	60.9%	12,858	59.5%	13,342	59.2%	14,964	59.2%
Female Civilian Unemployed		316	4.1%	797	3.7%	829	3.7%	876	3.5%
Females in Armed Forces		-	-	-	-	-	-	-	-
Females Not in Labor Force		2,673	35.0%	7,953	36.8%	8,349	37.1%	9,417	37.3%
Unemployment Rate		665	4.4%	1,816	4.2%	1,888	4.1%	2,006	3.9%
Occupation (2023)									
Occupation Population Age 16 Years or Over		10,006		28,678		29,825		33,610	
Occupation Total Males		5,359	53.6%	15,820	55.2%	16,483	55.3%	18,646	55.5%
Occupation Total Females		4,647	46.4%	12,858	44.8%	13,342	44.7%	14,964	44.5%
Management, Business, Financial Operations		1,122	11.2%	3,492	12.2%	3,790	12.7%	4,607	13.7%
Professional, Related		1,977	19.8%	5,019	17.5%	5,258	17.6%	6,106	18.2%
Service		1,707	17.1%	4,744	16.5%	4,894	16.4%	5,442	16.2%
Sales, Office		2,136	21.3%	5,853	20.4%	6,036	20.2%	6,592	19.6%
Farming, Fishing, Forestry		252	2.5%	917	3.2%	967	3.2%	1,126	3.4%
Construction, Extraction, Maintenance		1,301	13.0%	3,827	13.3%	3,952	13.2%	4,306	12.8%
Production, Transport, Material Moving		1,510	15.1%	4,825	16.8%	4,928	16.5%	5,430	16.2%
White Collar Workers		5,235	52.3%	14,365	50.1%	15,084	50.6%	17,306	51.5%
Blue Collar Workers		4,771	47.7%	14,314	49.9%	14,741	49.4%	16,305	48.5%

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 36.8392/-121.3909

Highway 25 & Tres Pinos Rd Hollister, CA 95023		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Units In Structure (2023)									
Total Units		5,789		16,244		17,053		19,557	
1 Detached Unit		4,702	81.2%	13,243	81.5%	13,849	81.2%	15,744	80.5%
1 Attached Unit		181	3.1%	630	3.9%	724	4.2%	875	4.5%
2 Units		114	2.0%	327	2.0%	337	2.0%	381	1.9%
3 to 4 Units		313	5.4%	670	4.1%	692	4.1%	779	4.0%
5 to 9 Units		200	3.5%	536	3.3%	557	3.3%	644	3.3%
10 to 19 Units		53	0.9%	130	0.8%	133	0.8%	163	0.8%
20 to 49 Units		123	2.1%	202	1.2%	210	1.2%	238	1.2%
50 or More Units		38	0.7%	68	0.4%	71	0.4%	99	0.5%
Mobile Home or Trailer		63	1.1%	432	2.7%	476	2.8%	626	3.2%
Other Structure		2	-	5	-	6	-	8	-
Homes Built By Year (2023)									
Homes Built 2020 or later		124	2.1%	261	1.6%	263	1.5%	306	1.5%
Homes Built 2010 to 2019		708	12.0%	1,848	11.1%	1,874	10.7%	1,938	9.6%
Homes Built 2000 to 2009		484	8.2%	1,753	10.5%	1,860	10.6%	2,340	11.6%
Homes Built 1990 to 1999		1,357	23.0%	4,007	24.0%	4,230	24.1%	4,796	23.7%
Homes Built 1980 to 1989		924	15.7%	2,719	16.3%	2,883	16.4%	3,183	15.7%
Homes Built 1970 to 1979		795	13.5%	2,223	13.3%	2,333	13.3%	2,702	13.4%
Homes Built 1960 to 1969		667	11.3%	1,464	8.8%	1,519	8.6%	1,646	8.1%
Homes Built 1950 to 1959		269	4.6%	701	4.2%	739	4.2%	927	4.6%
Homes Built 1940 to 1949		176	3.0%	503	3.0%	550	3.1%	699	3.5%
Homes Built Before 1939		285	4.8%	765	4.6%	803	4.6%	1,022	5.1%
Median Age of Homes		40.2	yrs	39.4	yrs	39.6	yrs	40.1	yrs
Home Values (2023)									
Owner Specified Housing Units		3,790		10,799		11,340		12,984	
Home Values \$1,000,000 or More		36	1.0%	482	4.5%	666	5.9%	1,260	9.7%
Home Values \$750,000 to \$999,999		284	7.5%	1,435	13.3%	1,579	13.9%	1,957	15.1%
Home Values \$500,000 to \$749,999		2,454	64.8%	5,605	51.9%	5,743	50.6%	6,277	48.3%
Home Values \$400,000 to \$499,999		582	15.4%	1,965	18.2%	2,000	17.6%	2,061	15.9%
Home Values \$300,000 to \$399,999		185	4.9%	587	5.4%	605	5.3%	653	5.0%
Home Values \$250,000 to \$299,999		41	1.1%	84	0.8%	85	0.7%	89	0.7%
Home Values \$200,000 to \$249,999		35	0.9%	90	0.8%	91	0.8%	101	0.8%
Home Values \$175,000 to \$199,999		-	-	34	0.3%	41	0.4%	48	0.4%
Home Values \$150,000 to \$174,999		1	-	68	0.6%	76	0.7%	78	0.6%
Home Values \$125,000 to \$149,999		-	-	7	-	8	-	8	-
Home Values \$100,000 to \$124,999		67	1.8%	135	1.2%	137	1.2%	141	1.1%
Home Values \$90,000 to \$99,999		12	0.3%	12	0.1%	12	0.1%	12	-
Home Values \$80,000 to \$89,999		2	-	29	0.3%	30	0.3%	30	0.2%
Home Values \$70,000 to \$79,999		-	-	28	0.3%	28	0.2%	28	0.2%
Home Values \$60,000 to \$69,999		31	0.8%	64	0.6%	64	0.6%	64	0.5%
Home Values \$50,000 to \$59,999		15	0.4%	39	0.4%	39	0.3%	39	0.3%
Home Values \$35,000 to \$49,999		14	0.4%	41	0.4%	42	0.4%	42	0.3%
Home Values \$25,000 to \$34,999		-	-	31	0.3%	31	0.3%	31	0.2%
Home Values \$10,000 to \$24,999		-	-	-	-	1	-	1	-
Home Values Under \$10,000		29	0.8%	61	0.6%	61	0.5%	64	0.5%
Owner-Occupied Median Home Value		\$578,743		\$596,682		\$611,762		\$650,956	
Renter-Occupied Median Rent		\$1,465		\$1,496		\$1,495		\$1,499	

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 36.8392/-121.3909

Highway 25 & Tres Pinos Rd Hollister, CA 95023		1 mi radius	3 mi radius	5 mi radius	10 mi radius
Total Annual Consumer Expenditure (2023)					
Total Household Expenditure		\$486.54 M	\$1.36 B	\$1.46 B	\$1.72 B
Total Non-Retail Expenditure		\$256.56 M	\$720.75 M	\$771.42 M	\$908.46 M
Total Retail Expenditure		\$229.98 M	\$642.84 M	\$686.9 M	\$806.83 M
Apparel		\$17.52 M	\$49.4 M	\$52.86 M	\$62.16 M
Contributions		\$16.19 M	\$46.51 M	\$50.08 M	\$59.5 M
Education		\$15.7 M	\$45.67 M	\$49.24 M	\$58.53 M
Entertainment		\$28.08 M	\$79.22 M	\$84.83 M	\$99.9 M
Food and Beverages		\$71.28 M	\$198.73 M	\$212.18 M	\$248.93 M
Furnishings and Equipment		\$17.44 M	\$49 M	\$52.44 M	\$61.74 M
Gifts		\$12.34 M	\$35.47 M	\$38.29 M	\$45.71 M
Health Care		\$39.89 M	\$110.63 M	\$118.12 M	\$138.7 M
Household Operations		\$19.23 M	\$54.31 M	\$58.2 M	\$68.64 M
Miscellaneous Expenses		\$9.2 M	\$25.8 M	\$27.62 M	\$32.53 M
Personal Care		\$6.55 M	\$18.29 M	\$19.55 M	\$22.98 M
Personal Insurance		\$3.6 M	\$10.24 M	\$11 M	\$13 M
Reading		\$1.05 M	\$2.96 M	\$3.18 M	\$3.75 M
Shelter		\$102.24 M	\$286.39 M	\$306.27 M	\$360.27 M
Tobacco		\$2.64 M	\$7.14 M	\$7.57 M	\$8.81 M
Transportation		\$89.17 M	\$248.69 M	\$265.52 M	\$311.47 M
Utilities		\$34.42 M	\$95.13 M	\$101.38 M	\$118.68 M
Monthly Household Consumer Expenditure (2023)					
Total Household Expenditure		\$7,004	\$6,995	\$7,126	\$7,309
Total Non-Retail Expenditure		\$3,693 52.7%	\$3,698 52.9%	\$3,770 52.9%	\$3,871 53.0%
Total Retail Expenditures		\$3,310 47.3%	\$3,298 47.1%	\$3,357 47.1%	\$3,438 47.0%
Apparel		\$252 3.6%	\$253 3.6%	\$258 3.6%	\$265 3.6%
Contributions		\$233 3.3%	\$239 3.4%	\$245 3.4%	\$254 3.5%
Education		\$226 3.2%	\$234 3.3%	\$241 3.4%	\$249 3.4%
Entertainment		\$404 5.8%	\$406 5.8%	\$415 5.8%	\$426 5.8%
Food and Beverages		\$1,026 14.7%	\$1,019 14.6%	\$1,037 14.5%	\$1,061 14.5%
Furnishings and Equipment		\$251 3.6%	\$251 3.6%	\$256 3.6%	\$263 3.6%
Gifts		\$178 2.5%	\$182 2.6%	\$187 2.6%	\$195 2.7%
Health Care		\$574 8.2%	\$568 8.1%	\$577 8.1%	\$591 8.1%
Household Operations		\$277 4.0%	\$279 4.0%	\$284 4.0%	\$292 4.0%
Miscellaneous Expenses		\$132 1.9%	\$132 1.9%	\$135 1.9%	\$139 1.9%
Personal Care		\$94 1.3%	\$94 1.3%	\$96 1.3%	\$98 1.3%
Personal Insurance		\$52 0.7%	\$53 0.8%	\$54 0.8%	\$55 0.8%
Reading		\$15 0.2%	\$15 0.2%	\$16 0.2%	\$16 0.2%
Shelter		\$1,472 21.0%	\$1,469 21.0%	\$1,497 21.0%	\$1,535 21.0%
Tobacco		\$38 0.5%	\$37 0.5%	\$37 0.5%	\$38 0.5%
Transportation		\$1,284 18.3%	\$1,276 18.2%	\$1,298 18.2%	\$1,327 18.2%
Utilities		\$495 7.1%	\$488 7.0%	\$495 7.0%	\$506 6.9%