Hollister, California

Indicators Report

by
The National Economic Education Delegation (NEED)

April 20, 2024

Exploring the economics, demographics, and well-being of Hollister and its residents through indicators.

This report was produced by the:

Executive Summary

Assessing the City with Indicators

About this Report

This report provides background or summary information for the city of Hollister (the City) in the form of indicators.

Using this Report

Indicators are measures of various aspects of a regional economy. They help to provide an indication of the quality of life in a region and progress toward improving conditions in the local economy. This report focuses on indicators for changing demographics, incomes, housing markets, commute patterns, and employment in Hollister. These indicators are compared to San Benito County (the County) as a whole, a broader region where one is well defined, California, and the United Sates.

This report is vital for understanding trends in the underlying economy. It does not provide forecasts, but Rob Eyler and Jon Haveman at Economic Forensics and Analytics are available to provide them if that is of interest.

Topics Covered:

- **Demographics:** A detailed snopshot of Hollister demographics is presented. This provides evidence on the size, age and sex, income and poverty status, race and ethnicity, housing status, living arrangements, education, health, and transportation choices of the population. Beyond the current population level, data on trends in local population growth, in comparison with other broader regions is presented, in both tabular and graphical form.

- **Employment Report:** Here, we provide a brief snapshot or employment and unemployment in Hollister and how the City's experience differs from broader regions.

- **Income and Earnings:** Vital to understanding the prosperity of a city relative to its surrounding area is information on income and earnings. We provide a ranking of the City's income relative to all cities in California as well as growth relative to local regions. Inequality and poverty status are also important indicators for the level of equity in the community. We provide evidence of trends in both, not only for all residents, but also for children separately.

- **Housing:** This section provides evidence on the cost and availability of housing. Both median home values and rental costs are included, along with detailed information on home ownership, by age and income, in particular. Further, evidence is provided on the housing burden in the City, again, in comparison with other broader regions. We also provide evidence on the rate at which new buildings and units are permitted along with a broader housing picture. Finally, we provide evidence on the age of the housing stock in Hollister, along with information on how long the City's residents have been in place.

- **Transportation:** Increasingly important, in the wake of the pandemic, is an understanding of the transportation patterns and choices of local residents. We provide detailed evidence on the proprotion of residents who work from home and on the various transportation choices of those who head to the office. This information is also provided for those who work in Hollister, but do not necessarily live in Hollister.

- **Migration:** Population changes comes primarily through organic causes: births and deaths. Migration between regions also plays a significant role in population growth. A final section of the report provides evidence on migration into and out of the City.

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Demographics

Definition:

Data on the demographics of a city indicate the nature of the population, with a focus on age, gender, race and ethnicity, as well as house-hold compositon.

Why is it important?

The characteristics and growth of Hollister's population are fundamental indicators of the city's growth potential.

A Demographic Snapshot

Statistic	2022	2019
POPULATION		
Population Estimate (#, 5yr)	42,093.0	38,687.0
Veterans (#, 5yr)	1,276.0	1,384.0
Foreign born persons (%, 5yr)	21.0	22.1
Population age 25+ (#, 5yr)	26,127.0	23,822.0
AGE AND SEX		
Persons under 5 years (%, 5yr)	6.8	7.3
Persons under 18 years (%, 5yr)	28.2	28.8
Persons 65 years and over (%, 5yr)	10.2	9.5
Female persons (%, 5yr)	49.6	50.2
INCOME AND POVERTY		
Median household income ($, 5yr)	95,764.0	80,629.0
Per capita income in past 12 months ($, 5yr)	34,155.0	27,629.0
Persons in poverty (%, 5yr)	9.4	9.8
Children age less than 18 in poverty (#, 5yr)	1,628.0	1,652.0
Children age less than 18 in poverty (%, 5yr)	14.1	15.1
RACE AND ETHNICITY		
White alone (%, 5yr)	49.0	80.1
African American alone (%, 5yr)	1.3	0.8
American Indian or Alaska Native alone (%, 5yr)	1.8	1.0
Asian alone (%, 5yr)	3.4	2.3
Native Hawaiian and Other Pacific Islander alone (%, 5yr)	0.2	0.1
Two or More Races (%, 5yr)	30.4	5.7
Hispanic or Latino (%, 5yr)	69.6	69.3
White alone, not Hispanic or Latino (%, 5yr)	22.8	25.4
HOUSING		
Housing units (#, 5yr)	12,369.0	11,361.0
Owner-occupied housing units (%, 5yr)	62.5	59.4
Median value of owner-occupied housing units ($, 5yr)	638,500.0	476,800.0
Median selected monthly owner costs-with a mortgage ($, 5yr)	2,875.0	2,335.0
Median selected monthly owner costs-without a mortgage ($, 5yr)	685.0	609.0
Median gross rent ($, 5yr)	1,801.0	1,517.0
FAMILIES AND LIVING ARRANGEMENTS		
Households (#, 5yr)	12,220.0	10,995.0
Persons per household (#, 5yr)	3.4	3.5
Living in same house 1 year ago, % of persons age 1+ (5yr)	88.4	86.7
EDUCATION		
High school graduate or higher, % of persons age 25+ (5yr)	81.0	77.2
Bachelor's degree or higher, % of persons age 25+ (5yr)	17.2	15.0
HEALTH		
With a disability, under age 65 years (#, 5yr)	2,753.0	1,951.0
Persons without health insurance, under age 65 years (%, 5yr)	6.5	8.3
LABOR FORCE		
In civilian labor force, persons age 16+ (%, 5yr)	69.3	70.5
In civilian labor force, women age 16+ (%, 5yr)	62.4	64.3
Employed, persons age 16+ (%, 5yr)	63.4	63.2
Self employed (%, 5yr)	6.9	6.1
TRANSPORTATION		
Mean travel time to work, workers age 16+ (Mins., 5yr)	31.7	34.5
Drive alone in private vehicle (%, 5yr)	74.3	80.5
Using public transportation (%, 5yr)	0.9	1.2
Worked from home (%, 5yr)	6.7	1.9

Source: American Community Survey, Summary Files
Note: Data are from the 1-year files unless indicated by the notation 5yr.

Current Population

The data in these two tables and the following two graphs are from the CA Department of Finance (DOF). The DOF produces population estimates for geographies around California twice a year: January and July. As estimates for cities are only available in January, these two tables are based on the January data. The remaining figures are from the American Community Survey (ACS), provided annually by the U.S. Bureau of the Census.

Table 1. Population Change by Region
(Thousands, January to January)

Region	2023 Population	% Change		
		1 Year	3 Year	5 Year
City				
Hollister	42,891	0.61	5.22	9.73
County and Broader Regions				
San Benito County	65,666	0.19	5.09	7.93
California	77,880,462	−0.35	−1.79	−2.01

Source: CA DOF; Calculations by National Economic Education Delegation

Table 2. County Population Change by City
(Thousands, January to January)

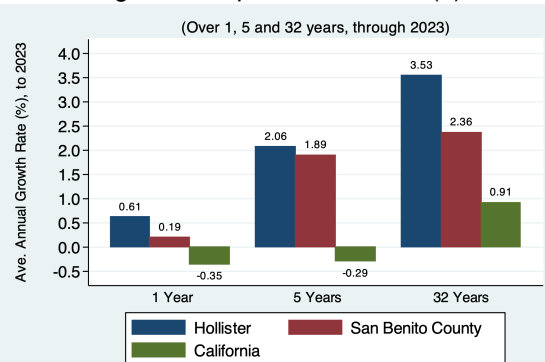| City	2022	2023	% Change		
			Local	California	California
San Benito County	65.5	65.7	0.19	−0.35	−0.35
Hollister	42.6	42.9	0.61		
San Juan Bautista	2.0	2.0	−1.03		

Source: CA DOF; Calculations by National Economic Education Delegation

Figure 1: Population Growth (1)
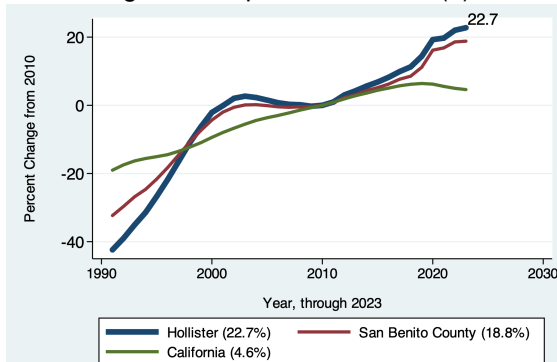
Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 2: Population Growth (2)

Source: U.S. Bureau of Economic Analysis
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

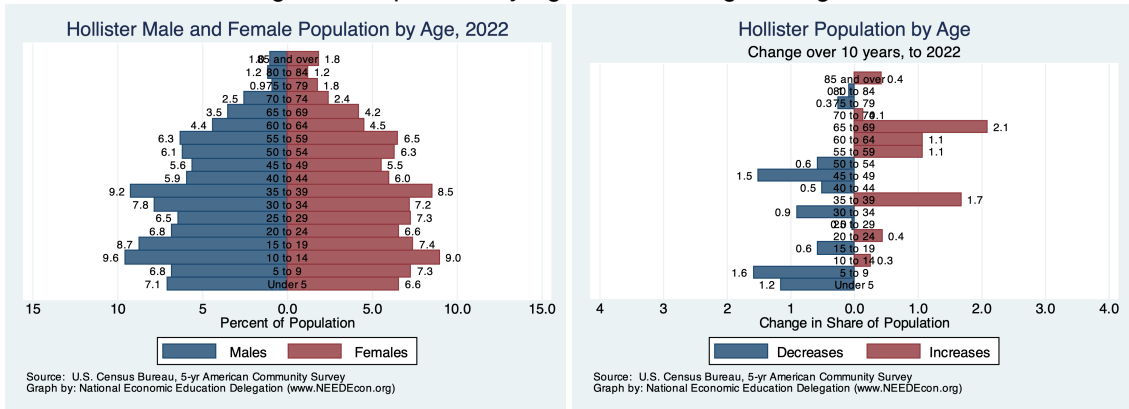# Figure 3: Population by Age - Detailed Age Categories

Hollister Male and Female Population by Age, 2022

	Males	Females
85 and over	1.8	1.8
80 to 84	1.2	1.2
75 to 79	0.9	1.8
70 to 74	2.5	2.4
65 to 69	3.5	4.2
60 to 64	4.4	4.5
55 to 59	6.3	6.5
50 to 54	6.1	6.3
45 to 49	5.6	5.5
40 to 44	5.9	6.0
35 to 39	9.2	8.5
30 to 34	7.8	7.2
25 to 29	6.5	7.3
20 to 24	6.8	6.6
15 to 19	8.7	7.4
10 to 14	9.6	9.0
5 to 9	6.8	7.3
Under 5	7.1	6.6

Percent of Population

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Hollister Population by Age
Change over 10 years, to 2022

	Decreases	Increases
85 and over		0.4
80 to 84		
75 to 79	0.3	
70 to 74		0.1
65 to 69		2.1
60 to 64		1.1
55 to 59		1.1
50 to 54	0.6	
45 to 49	1.5	
40 to 44	0.5	
35 to 39		1.7
30 to 34	0.9	
25 to 29	0.0	
20 to 24		0.4
15 to 19	0.6	
10 to 14		0.3
5 to 9	1.6	
Under 5	1.2	

Change in Share of Population

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 4: Population by Age - Broad Age Categories

Hollister Male and Female Population by Age, 2022

	Males	Females
65 and over	9.1	11.4
55 to 64	10.7	11.0
35 to 54	26.9	26.3
25 to 34	14.3	14.4
20 to 24	6.8	6.6
Under 20	32.2	30.2

Percent of Population

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Hollister Population by Age
Change over 10 years, to 2022

	Decreases	Increases
65 and over		2.3
55 to 64		2.1
35 to 54	0.9	
25 to 34	0.9	
20 to 24		0.4
Under 20	3.0	

Change in Share of Population

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 5: Population by Educational Attainment

Male and Female Educational Attainment, 2022
Hollister

	Males	Females
Doctorate Degree	0	0
Professional school degree		
Master's degree	12	14
Bachelor's degree	16	11
Associate's degree	15	19
Some college, 1 or more years, no degree		
Some college, less than 1 year	33	26
High school graduate (includes equivalency)		
12th grade, no diploma		
11th grade		
10th grade		
9th grade		
7th and 8th grade		
5th and 6th grade		
Nursery to 4th grade		
No schooling completed		

Percent of Population 25 Years and Older

Source: U.S. Census Bureau, 5-yr American Community Survey

Male and Female Educational Attainment, 2022
Hollister

	Males	Females
(4%) Advanced Degree	5	4
(13%) Bachelor's degree	12	14
(34%) Some college or Associate's degree	31	37
(30%) High school graduate (includes equivalency)	33	26
(19%) Less than high school diploma	19	19

Percent of Population 25 Years and Older

Source: U.S. Census Bureau, 5-yr American Community Survey
The number in parenthesis is the share of the total population.

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Figure 6: Population by Race/Ethnicity

Hollister Race/Ethnicity, 2022

- White, Nonhispanic — 22.8%
- Black, Nonhispanic — 1.2%
- Asian, Nonhispanic — 3.0%
- Other, Nonhispanic — 3.4%
- Hispanic — 69.6%

Figure 7: Population by Race/Ethnicity Over Time

Hollister Race/Ethnicity over Time

Percent (%) of Total Population

Year: Through 2022

- White, Nonhispanic
- Black, Nonhispanic
- Asian, Nonhispanic
- Other Nonhispanic
- Hispanic

Employment Report

Citywide Employment and Unemployment

Definition:

Each month, California's Employment Development Division (EDD) publishes an update on employment in California and in MSAs, counties, and cities all across the state. The report focuses primarily on non-farm employment, providing estimates of changes in employment by industry as well as unemployment in each region. Data for cities is limited to aggregate employment, labor force, and unemployment data. Those are reported below.

Why is it important?

Employment growth is a fundamental indicator of the health of an economy.

Table 3. Hollister Summary for March, 2024

| Category | Current Value | Change From: | | |
		Last Month	2 Months Ago	Last Year
Employment	8,924	-30	−53	-103
Labor Force	9,644	9	15	96
Number Unemployed	678	-4	21	97
Unemployment Rate	7.0	-0.0	0.2	0.9

Source: EDD, National Economic Education Delegation
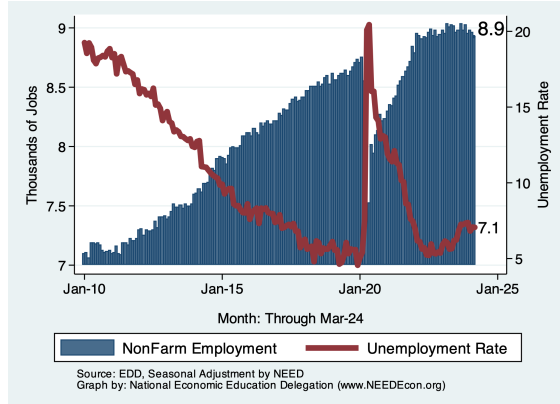
Figure 8: Historical Employment and Unemployment

Source: EDD, Seasonal Adjustment by NEED
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 9: Employment and Unemployment - Last 12 Months

Source: EDD, Seasonal Adjustment by NEED
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
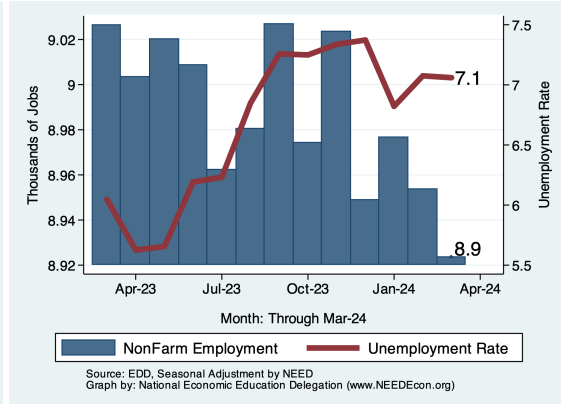
Figure 10: Relative Employment Growth Across Regions - since 2010

Source: EDD and BLS, Quarterly Census of Employment and Wages
Note: Data points are annual averages of quarterly/monthly data.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
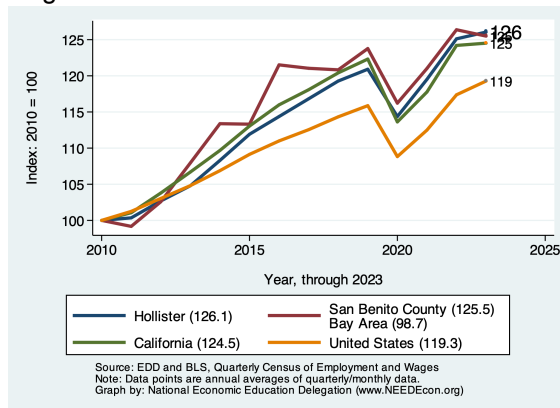
Figure 11: Relative Employment Growth Across Regions - since 2019

Source: EDD and BLS, Quarterly Census of Employment and Wages
Note: Data points are annual averages of quarterly/monthly data.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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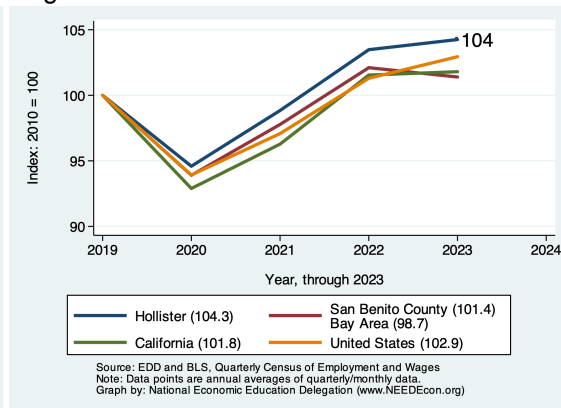
County Employment by Industry

California's Employment Development Division (EDD) does not regularly produce data on employment by industry for cities. However, we are able to report indsutry-level employment data for San Benito County. The following table provides the latest data for the County.

Table 4. Employment Growth by Industry in San Benito County for March, 2024

Industry	Employment	Share	Empl Growth	% Growth - Annualized Rate					
				Month	Qtr	6mo	1yr	3yr	5yr
Total Nonfarm	18,605	100.0	63.7	4.2	1.6	1.5	0.2	7.8	4.6
Goods Producing	5,845	31.4	7.1	1.5	−4.9	−2.6	−2.1	9.7	3.6
Mining and Logging	0	0.0	0.0						
Construction	1,650	8.9	16.0	12.4	−7.2	−4.8	−2.0	3.3	0.6
Manufacturing	4,224	22.7	−9.3	−2.6	−4.9	−2.1	−2.1	13.8	5.7
Durable Goods	1,070	5.8	−2.6	−2.8	−5.0	−2.3	−2.5	2.3	1.4
Non-Durable Goods	3,342	18.0	5.0	1.8	−2.3	0.9	4.3	21.6	8.7
Service Providing	12,694	68.2	59.5	5.8	3.2	2.5	0.7	6.8	5.0
Trade, Trans & Utilities	2,770	14.9	4.8	2.1	−0.6	−1.4	−1.2	7.5	5.5
Wholesale Trade	389	2.1	−0.0	−0.1	−2.6	−4.7	−3.5	−0.9	6.0
Retail Trade	1,698	9.1	2.5	1.8	0.2	−0.1	0.1	8.3	5.1
Information	90	0.5	0.2	2.9	−10.1	−7.7	−7.4	−3.3	−2.0
Financial Activities	398	2.1	0.1	0.2	0.1	−1.0	−0.8	10.9	6.5
Finance & Insurance	197	1.1	0.3	2.0	−0.0	−3.1	−1.8	−0.6	−0.3
Real Estate & Rental & Leasing	203	1.1	−0.4	−2.5	0.5	2.6	0.6	34.2	20.5
Professional & Business Srvcs	1,476	7.9	12.5	10.8	5.5	4.3	−0.2	4.5	9.5
Prof, Sci, & Tech	291	1.6	1.3	5.5	0.5	1.7	−1.9	−1.0	−0.6
Educational & Health Srvcs	1,719	9.2	8.5	6.2	6.9	6.3	6.1	4.9	2.9
Education Srvcs	105	0.6	0.1	1.4	3.6	3.6	4.0	1.7	1.0
Health Care & Social Assistance	1,614	8.7	11.5	9.0	6.5	7.8	6.9	5.1	3.1
Leisure & Hospitality	2,056	11.1	11.5	7.0	4.6	3.8	1.8	10.8	6.6
Other Srvcs	498	2.7	5.4	13.9	−10.1	−3.0	−1.2	8.2	−0.1
Government	3,913	21.0	28.0	9.0	6.8	4.5	3.6	10.3	7.1
Federal	100	0.5	0.1	1.7	1.2	−0.5	−0.1	0.1	0.1
State	204	1.1	0.7	4.5	6.8	1.4	1.3	0.6	0.4
Local	3,637	19.6	28.4	9.9	7.8	5.2	4.2	11.8	8.2

Source: EDD, National Economic Education Delegation (NEED)

Some Employee Detail

Employed in Hollister
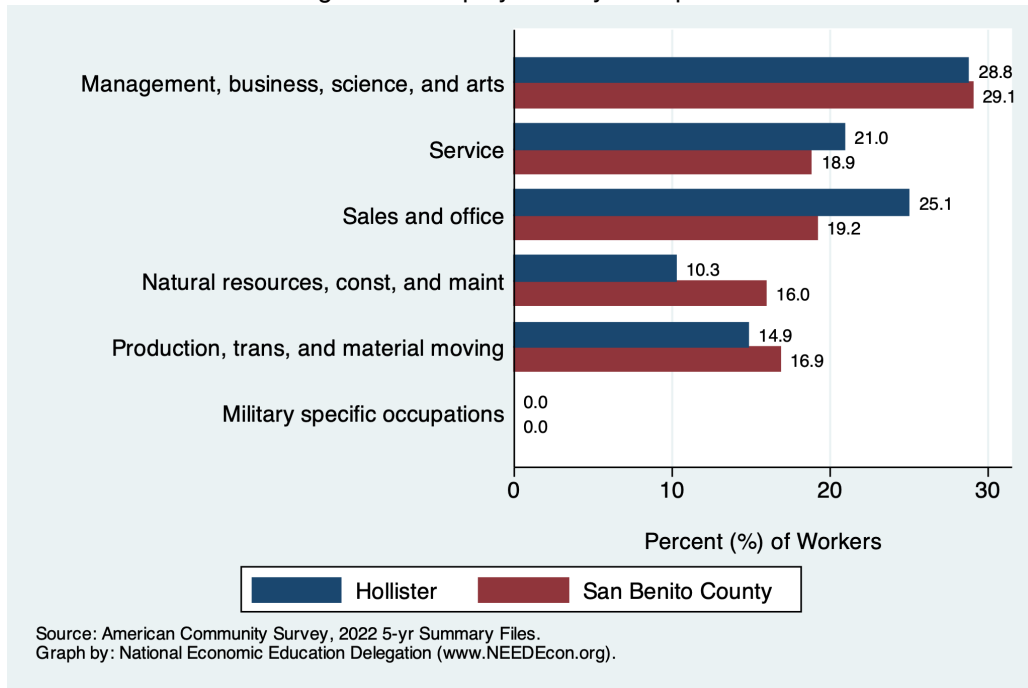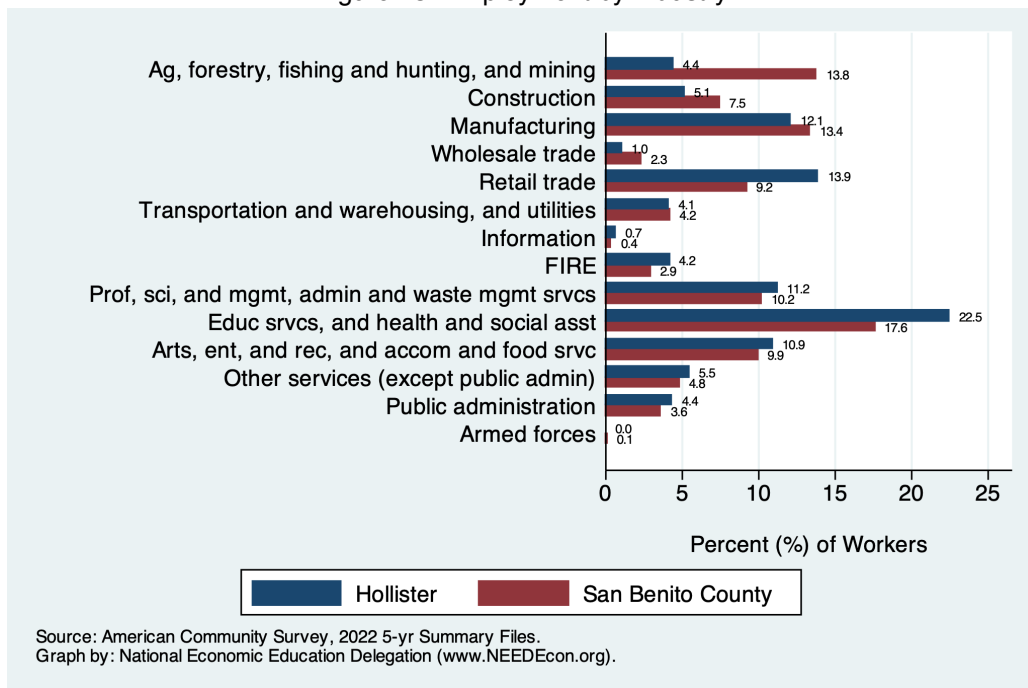
Figure 12: Employment by Occupation

Occupation	Hollister	San Benito County
Management, business, science, and arts	28.8	29.1
Service	21.0	18.9
Sales and office	25.1	19.2
Natural resources, const, and maint	10.3	16.0
Production, trans, and material moving	14.9	16.9
Military specific occupations	0.0	0.0

Percent (%) of Workers

Hollister ■ San Benito County ■

Figure 13: Employment by Industry

Industry	Hollister	San Benito County
Ag, forestry, fishing and hunting, and mining	4.4	13.8
Construction	5.1	7.5
Manufacturing	12.1	13.4
Wholesale trade	1.0	2.3
Retail trade	13.9	9.2
Transportation and warehousing, and utilities	4.1	4.2
Information	0.7	0.4
FIRE	4.2	2.9
Prof, sci, and mgmt, admin and waste mgmt srvcs	11.2	10.2
Educ srvcs, and health and social asst	22.5	17.6
Arts, ent, and rec, and accom and food srvc	10.9	9.9
Other services (except public admin)	5.5	4.8
Public administration	4.4	3.6
Armed forces	0.0	0.1

Percent (%) of Workers

Hollister ■ San Benito County ■

Figure 14: Language Spoken at Home

Category	Hollister	San Benito County
Speak only English	55.2	52.9
Speak Spanish (SS)	39.7	41.9
SS - English very well	25.5	22.4
SS - English less than very well	14.2	19.5
Speak other languages (SOL)	5.1	5.2
SOL - English very well	2.9	2.8
SOL - English less than very well	2.2	2.4

Percent (%) of Workers

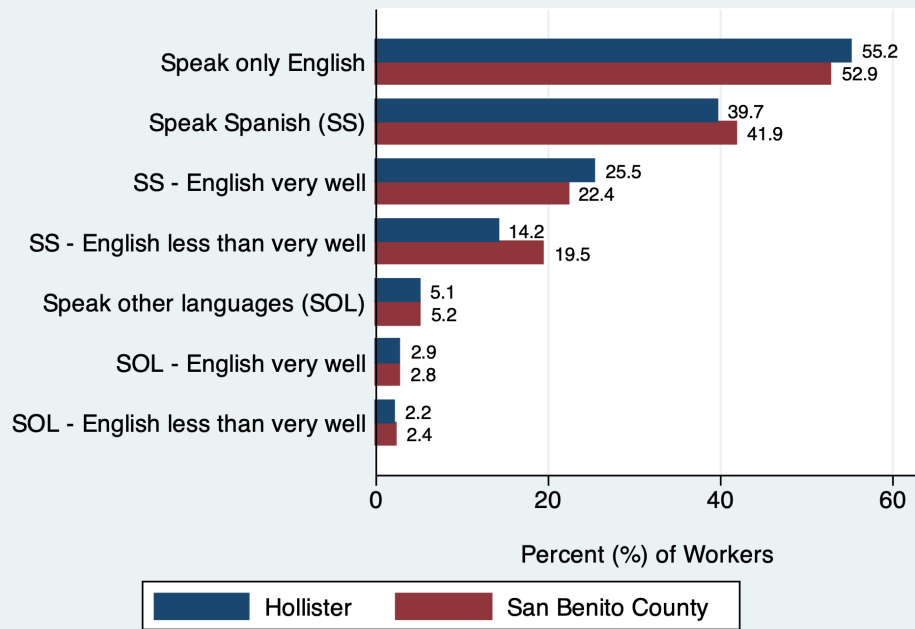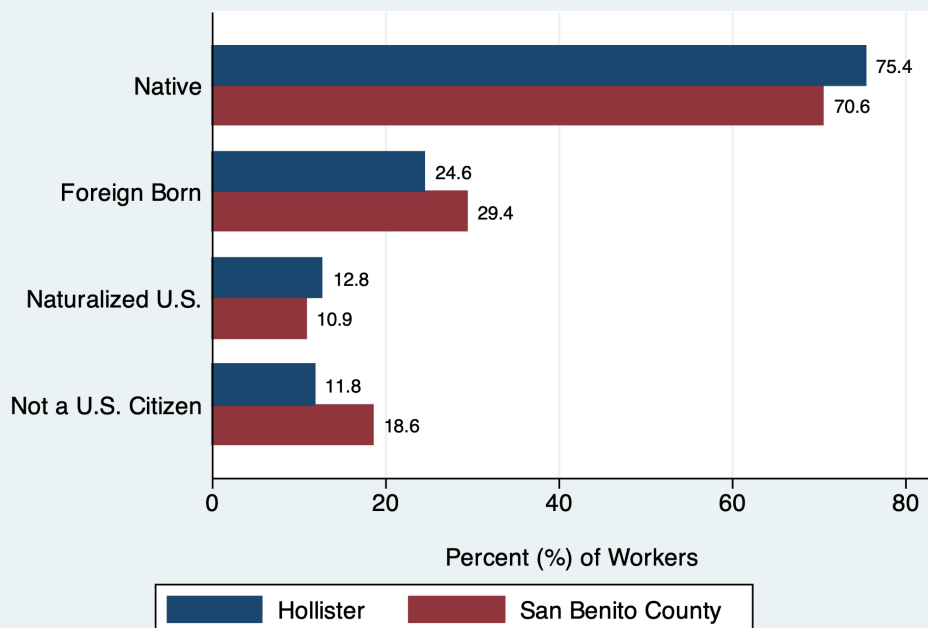Hollister ▪ San Benito County

Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 15: Citizenship

Category	Hollister	San Benito County
Native	75.4	70.6
Foreign Born	24.6	29.4
Naturalized U.S.	12.8	10.9
Not a U.S. Citizen	11.8	18.6

Percent (%) of Workers

Hollister ▪ San Benito County

Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

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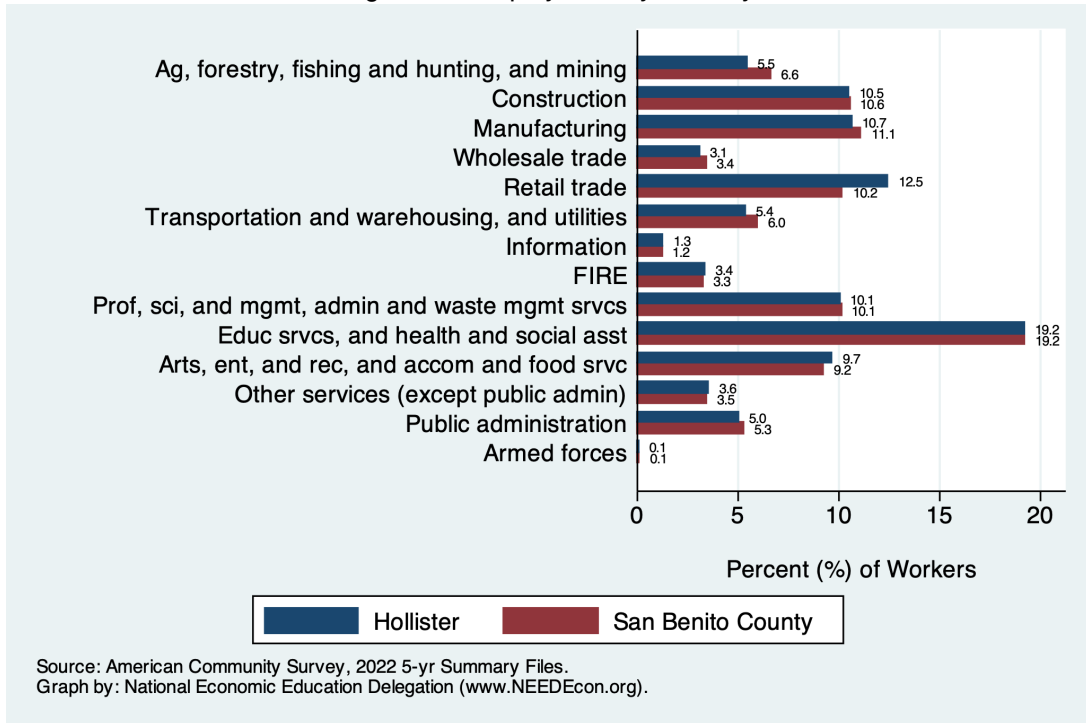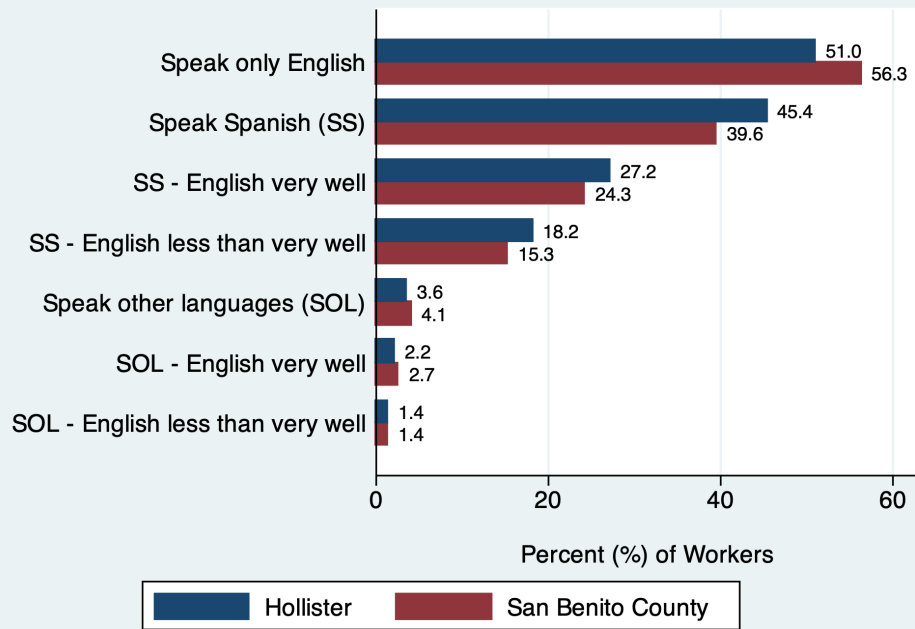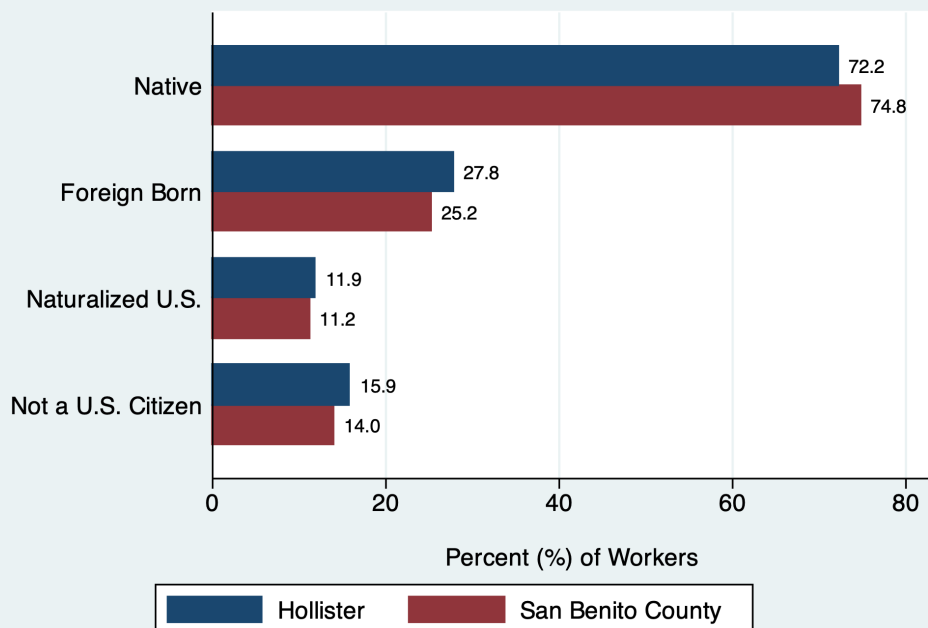**Employed Residents of Hollister**

Figure 16: Employment by Occupation

Management, business, science, and arts — Hollister 25.9, San Benito County 30.8
Service — Hollister 19.9, San Benito County 18.2
Sales and office — Hollister 22.5, San Benito County 20.5
Natural resources, const, and maint — Hollister 16.7, San Benito County 15.7
Production, trans, and material moving — Hollister 14.9, San Benito County 14.7
Military specific occupations — Hollister 0.0, San Benito County 0.0

Percent (%) of Workers

Hollister | San Benito County

Figure 17: Employment by Industry

Ag, forestry, fishing and hunting, and mining — Hollister 5.5, San Benito County 6.6
Construction — Hollister 10.5, San Benito County 10.6
Manufacturing — Hollister 10.7, San Benito County 11.1
Wholesale trade — Hollister 3.1, San Benito County 3.4
Retail trade — Hollister 12.5, San Benito County 10.2
Transportation and warehousing, and utilities — Hollister 5.4, San Benito County 6.0
Information — Hollister 1.3, San Benito County 1.2
FIRE — Hollister 3.4, San Benito County 3.3
Prof, sci, and mgmt, admin and waste mgmt srvcs — Hollister 10.1, San Benito County 10.1
Educ srvcs, and health and social asst — Hollister 19.2, San Benito County 19.2
Arts, ent, and rec, and accom and food srvc — Hollister 9.7, San Benito County 9.2
Other services (except public admin) — Hollister 3.6, San Benito County 3.5
Public administration — Hollister 5.0, San Benito County 5.3
Armed forces — Hollister 0.1, San Benito County 0.1

Percent (%) of Workers

Hollister | San Benito County

Figure 18: Language Spoken at Home

Speak only English — Hollister: 51.0 — San Benito County: 56.3
Speak Spanish (SS) — Hollister: 45.4 — San Benito County: 39.6
SS - English very well — Hollister: 27.2 — San Benito County: 24.3
SS - English less than very well — Hollister: 18.2 — San Benito County: 15.3
Speak other languages (SOL) — Hollister: 3.6 — San Benito County: 4.1
SOL - English very well — Hollister: 2.2 — San Benito County: 2.7
SOL - English less than very well — Hollister: 1.4 — San Benito County: 1.4

Percent (%) of Workers

Hollister   San Benito County

Figure 19: Citizenship

Native — Hollister: 72.2 — San Benito County: 74.8
Foreign Born — Hollister: 27.8 — San Benito County: 25.2
Naturalized U.S. — Hollister: 11.9 — San Benito County: 11.2
Not a U.S. Citizen — Hollister: 15.9 — San Benito County: 14.0

Percent (%) of Workers

Hollister   San Benito County

Employed Residents vs Workers in Hollister

Figure 20: Employment by Occupation

Percent of Workers

Occupation	Employed Residents	Locally Employed
Management, business, science, and arts	25.9	28.8
Service	19.9	21.0
Sales and office	22.5	25.1
Natural resources, const, and maint	16.7	10.3
Production, trans, and material moving	14.9	14.9
Military specific occupations	0.0	0.0

Legend: Employed Residents | Locally Employed

Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

Figure 21: Employment by Industry

Percent of Workers

Industry	Employed Residents	Locally Employed
Ag, forestry, fishing and hunting, and mining	5.5	4.4
Construction	10.5	5.1
Manufacturing	10.7	12.1
Wholesale trade	3.1	1.0
Retail trade	12.5	13.9
Transportation and warehousing, and utilities	5.4	4.1
Information	1.3	0.7
FIRE	3.4	4.2
Prof, sci, and mgmt, admin and waste mgmt srvcs	10.1	11.2
Educ srvcs, and health and social asst	19.2	22.5
Arts, ent, and rec, and accom and food srvc	9.7	10.9
Other services (except public admin)	3.6	5.5
Public administration	5.0	4.4
Armed forces	0.1	0.0

Legend: Employed Residents | Locally Employed

Source: American Community Survey, 2022 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org).

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Figure 22: Language Spoken at Home

Percent of Workers

Category	Employed Residents	Locally Employed
Speak only English	51.0	55.2
Speak Spanish (SS)	45.4	39.7
SS - English very well	27.2	25.5
SS - English less than very well	18.2	14.2
Speak other languages (SOL)	3.6	5.1
SOL - English very well	2.2	2.9
SOL - English less than very well	1.4	2.2

■ Employed Residents   ■ Locally Employed

Figure 23: Citizenship

Percent of Workers

Category	Employed Residents	Locally Employed
Native	72.2	75.4
Foreign Born	27.8	24.6
Naturalized U.S.	11.9	12.8
Not a U.S. Citizen	15.9	11.8

■ Employed Residents   ■ Locally Employed

Income and Earnings

Per Capita Income Growth

Definition:

Per capita income is the average income per person in Hollister. Personal income is the income received by, or on behalf of, all persons from all sources: from participation as laborers in production, from owning a home or unincorporated business, from the ownership of financial assets, and from government and business in the form of transfer receipts. Noncash government benefits are not included.

Why is it important?

Income is the money that is available to persons for consumption expenditures, taxes, interest payments, transfer payments to governments and the rest of the world, or for saving. As such, it is an important indicator of economic well-being in a community.

Figure 24: Real Per Capita Income Ranking Among California Cities

Per Capita Income in 2022
Thousands of Dollars

Source: U.S. Census Bureau, 5-yr American Community Survey
The # in parentheses is the ranking out of 482 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Figure 25: Regional Comparison of Growth over Time

Indexed to 100 in 2010

Year: Through 2022

Hollister (113.9%)   San Benito County (119.2%)
California (116.4%)   United States (112.5%)

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Over the last 1, 5, and 10 years

Ave. Annual Growth Rate to 2022 (%)

	1 Year	5 Years	10 Years
Hollister	3.2	2.1	2.0
San Benito County	1.4	2.8	2.4
California	2.3	3.1	2.1
United States	1.5	2.2	1.5

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Real Per Capita Income Ranking Among California Cities - w/Comparable Populations

Figure 26: Income Levels

City	Per Capita Income
Bell Gardens (205)	17.2
Adelanto (210)	17.8
Calexico (207)	19.7
El Centro (195)	22.0
Coachella (201)	24.0
Montclair (212)	25.2
Lompoc (196)	27.4
Stanton (208)	33.4
HOLLISTER (202)	34.2
San Gabriel (206)	35.8
Oakley (197)	41.2
Rohnert Park (194)	45.3
San Bruno (200)	58.0
La Quinta (211)	58.6
Palm Springs (193)	62.0
Morgan Hill (192)	62.1
Pacifica (209)	66.5
Culver City (204)	75.2
Campbell (198)	77.9
Rancho Palos Verdes (203)	81.3
Danville (199)	96.9

Per Capita Income in 2022, Thousands of Dollars

Source: U.S. Census Bureau, 2022 5-yr American Community Survey
The # in parentheses is the ranking out of 482 geographies.
Geographies are selected and ranked based on population.
These are the 20 geographies in CA most comparable in population to the target
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 27: Growth over Time

City	Percent
Rohnert Park (194)	6.2
Pacifica (209)	5.6
Oakley (197)	5.2
Culver City (204)	4.5
Montclair (212)	4.2
Adelanto (210)	4.2
San Bruno (200)	3.9
Lompoc (196)	3.8
Campbell (198)	3.5
El Centro (195)	3.2
HOLLISTER (202)	3.2
Stanton (208)	3.0
Bell Gardens (205)	2.3
Palm Springs (193)	2.2
San Gabriel (206)	1.2
Coachella (201)	0.9
La Quinta (211)	0.3
Morgan Hill (192)	0.2
Danville (199)	-0.0
Rancho Palos Verdes (203)	-0.7
Calexico (207)	-1.9

Percent (%)

Source: U.S. Census Bureau, 2022 5-yr American Community Survey
The # in parentheses is the ranking out of 482 geographies.
Geographies are selected and ranked based on population.
These are the 20 geographies in CA most comparable in population to the target
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Real Per Capita Income Ranking Among Cities in San Benito County

Figure 28: Income Levels

HOLLISTER (2) — 34.2

San Juan Bautista (1) — 46.3

Per Capita Income in 2022, Thousands of Dollars

Figure 29: Growth over Time

San Juan Bautista (1) — 10.2

HOLLISTER (2) — 3.2

Percent (%)

Figure 30: Comparison with All Cities Nationwide

City	Per Capita Income (Thousands of Dollars)
Palmyra village, WI (6,643)	34.165
Calera, AL (6,644)	34.165
Thibodaux, LA (6,645)	34.164
Edgewood, NM (6,646)	34.164
Red Bud, IL (6,647)	34.163
Chino, CA (6,648)	34.162
Silverton, OR (6,649)	34.161
Kirkland village, IL (6,650)	34.159
Kentwood, MI (6,651)	34.158
Dodge village, NE (6,652)	34.155
HOLLISTER, CA (6,653)	34.155
Canby, MN (6,654)	34.154
Saugerties village, NY (6,655)	34.153
Conrad, IA (6,656)	34.151
Annawan, IL (6,657)	34.149
Apache Junction, AZ (6,658)	34.148
Garner, IA (6,659)	34.147
Berlin village, IL (6,660)	34.145
Eagle Lake, FL (6,661)	34.145
Washington, OK (6,662)	34.144
Lexington village, MI (6,663)	34.142

Per Capita Income in 2022, Thousands of Dollars

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Poverty and Inequality

Definition:

The local poverty rate provides an indication of the well-being of those at the bottom of the income distribution. The federal poverty rate measures the proportion of households in the region that are classified as living in poverty. Also included are measures of the extent to which the City's children are impoverished. Measures of the income distribution provide further evidence on disparities in income in the region and how those disparities have changed over time.

Why is it important?

It is important to track measures of poverty and inequality to assess the extent of income disparities in the region, with an eye toward understanding how well the local economy is performing for all of its citizens.

Source: American Community Survey, 5-yr Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Source: American Community Survey, 5-yr Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 31: Inequality

Source: American Community Survey, 5-yr Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
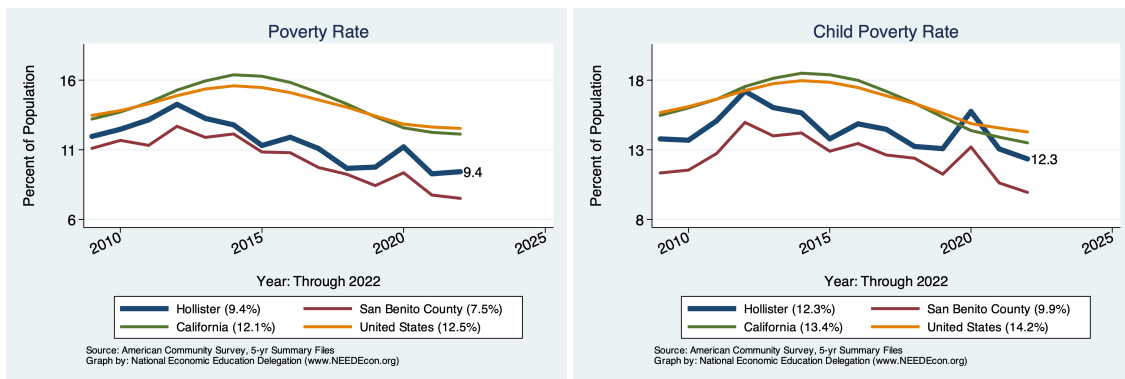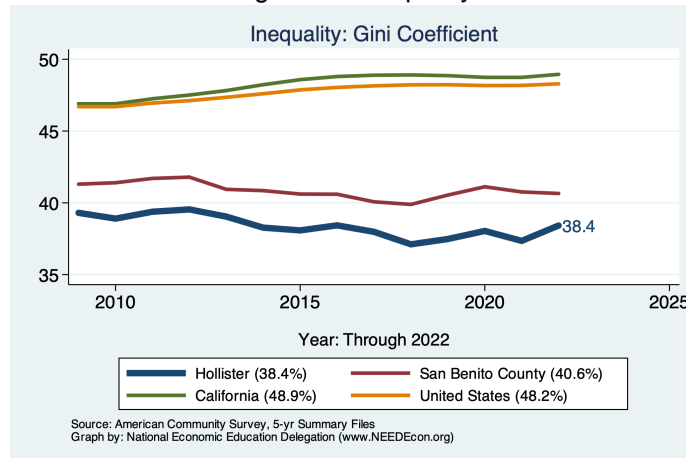
Figure 32: Shares Across the Income Distribution

2022

Percent of All Income

- Bottom Quintile
- Second Quintile
- Third Quintile
- Fourth Quintile
- Top Quintile
- Top 5%

Hollister — San Benito County — California — United States
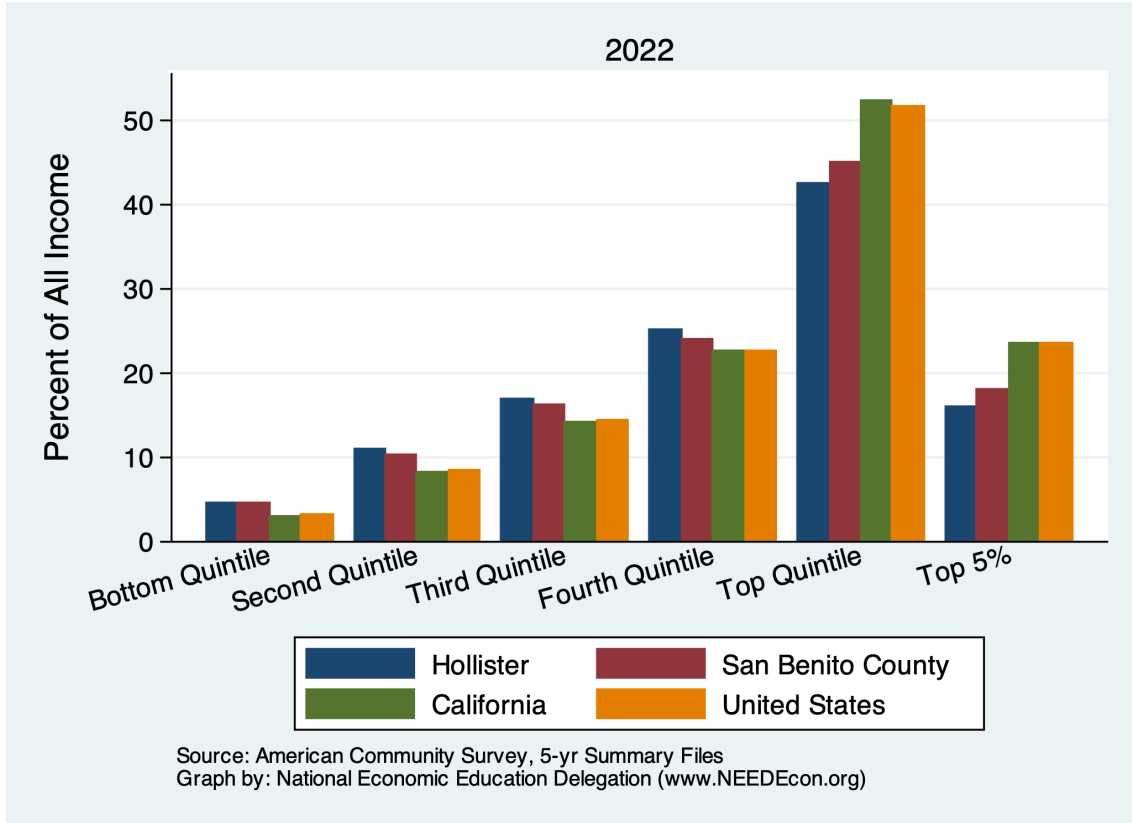
Figure 33: Means Across the Income Distribution

2022

Mean Income (000s of $)

- Bottom Quintile
- Second Quintile
- Third Quintile
- Fourth Quintile
- Top Quintile
- Top 5%

Hollister — San Benito County — California — United States
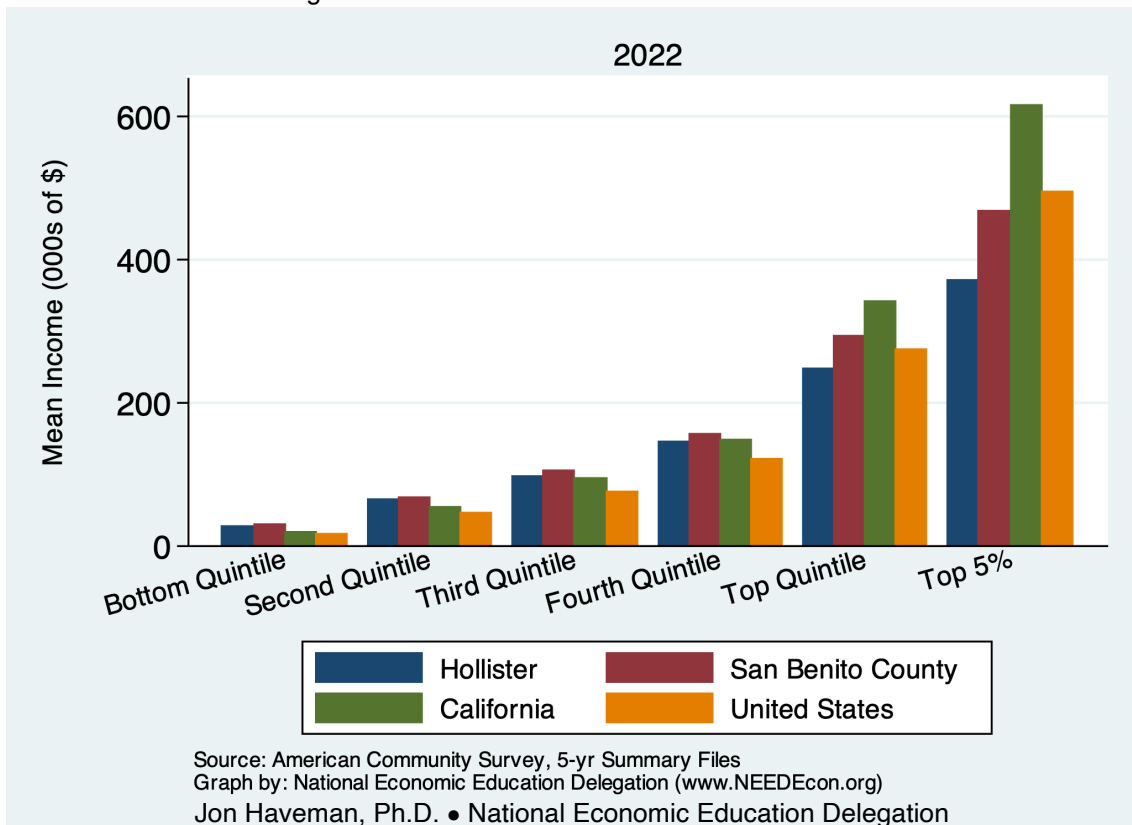
Housing

Housing Costs and Affordability

Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. Housing burden is defined as a household needing to commit more than 30% of their household income toward housing costs. The median value is the amount in the middle. Fifty percent of units are above the median and 50 percent are below.

Why is it important?

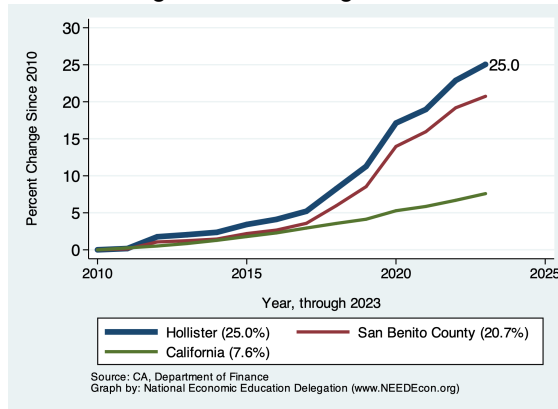Housing is one of three fundamental necessities, along with food and clothing. A measure of the cost of housing is an integral part of the measurement of the cost of living in a specific community. This is particularly true in cities and regions throughout the Bay Area, where housing costs are high relative to income.

Cost of Housing in Hollister and Broader Regions

Figure 34: Median Home Prices

Monthly, through Mar-24

| Hollister (770.3) | San Benito County (779.1) |
| California (783.7) | United States (354.2) |

Source: Zillow Research.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 35: Median Rents

Monthly, through Mar-24

| Hollister (2.9) | San Benito County (2.8) |
| United States (2.0) | |

Source: Zillow Research.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Housing Ownership in Hollister and Broader Regions

Figure 36: Home Ownership Rates

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
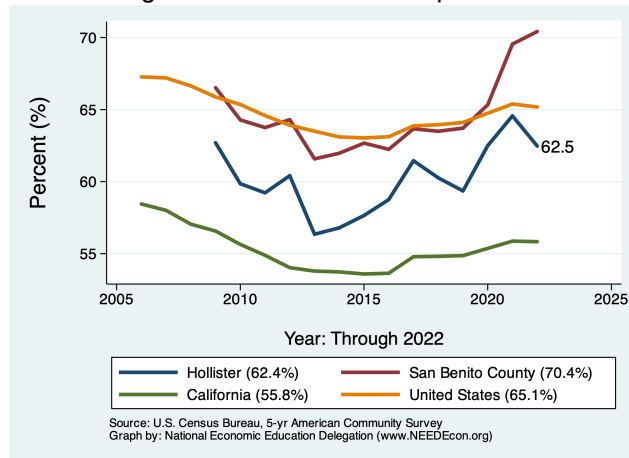
Figure 37: Home Ownership by Age

Source: American Community Survey, 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
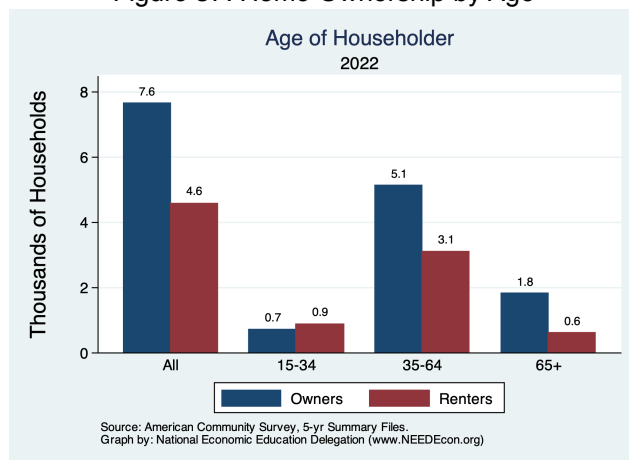
Figure 38: Income by Tenure

Source: American Community Survey, 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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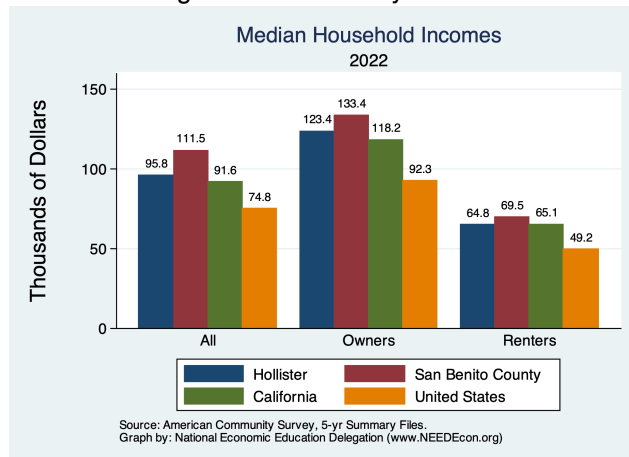
Figure 39: Income Distribution by Tenure

Distrubition of Income by Tenure, 2022
Hollister, CA

Source: American Community Survey 5-year Summary Files.
Data are based on groupings that are not adjusted for inflation.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
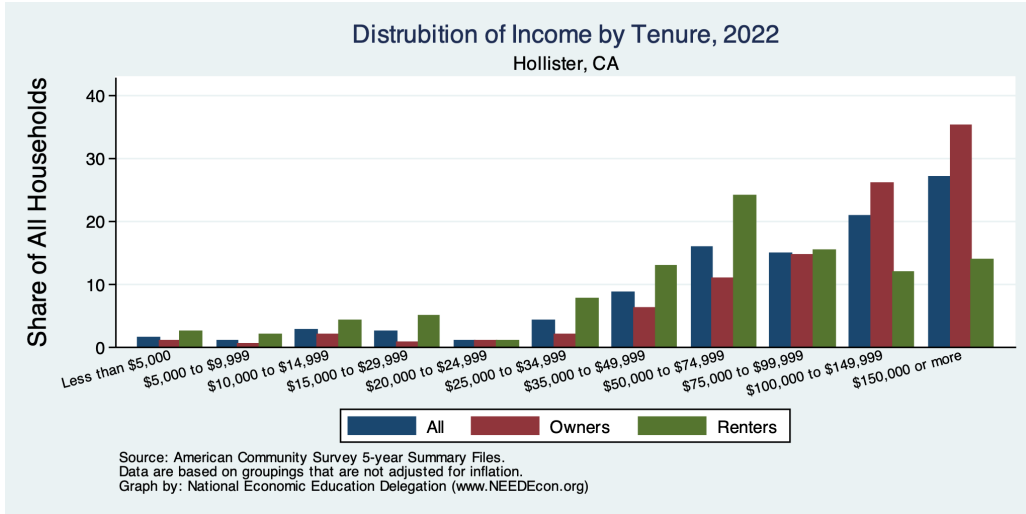
Figure 40: Income Distribution of Home Owners

Income Distributions Among Owners, 2022

Source: American Community Survey, 2022 5-year Summary Files.
Data are based on groupings that are not adjusted for inflation.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
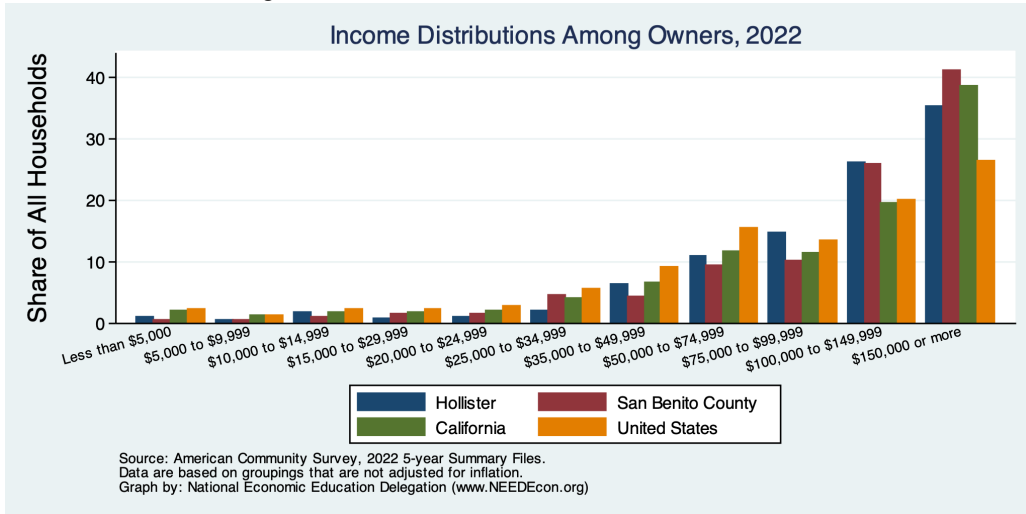
Figure 41: Income Distribution of Renters

Income Distributions Among Renters, 2022

Source: American Community Survey, 2022 5-year Summary Files.
Data are based on groupings that are not adjusted for inflation.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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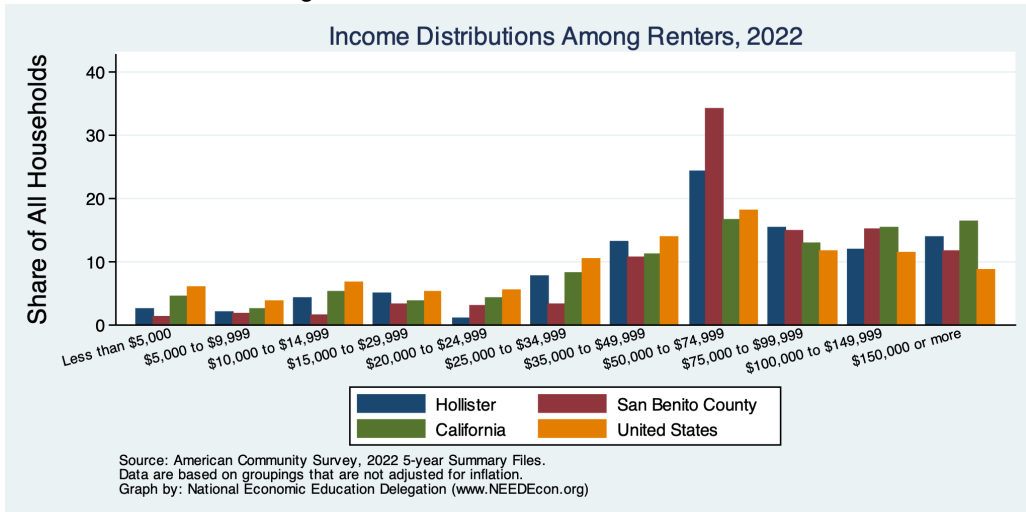
Housing Burden in Hollister and Broader Regions

Figure 42: Home Owners w/ A Mortgage

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
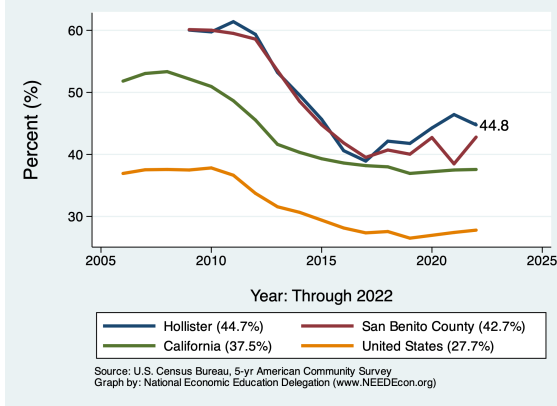
Figure 43: Home Owners w/o A Mortgage

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 44: Renters

Source: U.S. Census Bureau, 5-yr American Community Survey
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
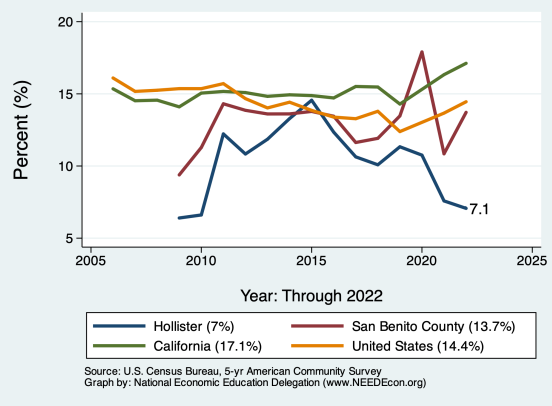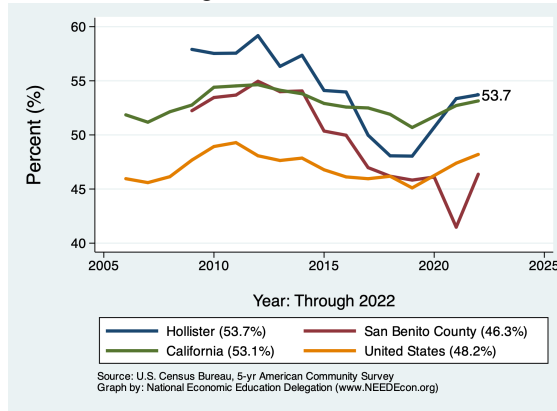
Figure 45: Homeowner Housing Burden by Age

Source: American Community Survey, 5-yr Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Housing Picture

Definition:

Housing costs are measured in several different ways. First, we provide evidence on the evolution of median home prices, median rental price, and finally through evidence on the housing burden in the city and comparison regions. The median value is the amount in the middle. Fifty percent of units are above the median and 50 percent are below.

Why is it important?

In areas where the rate of population growth exceeds the rate of housing growth, this is likely to reflect a tightening housing market. A tightening housing market will also likely be reflected in lower vacancy rates and higher occupancy rates. It may also be reflected in higher numbers of people per household.

Table 5. Housing Market Indicators

Indicator	2023	2019	2010	% Change from 2019	% Change from 2010
Total Population	42,891.0	39,998.0	34,928.0	7.2	22.8
Total # of Homes	13,006.0	11,573.0	10,401.0	12.4	25.0
# Occupied Units	12,711.0	11,215.0	9,860.0	13.3	28.9
Persons per Household	3.4	3.5	3.5	-5.5	-5.1
Vacancy Rate (%)	2.3	3.1	5.2	-26.7	-56.4

Source: CA DOF; Calculations by the National Economic Education Delegation

Figure 46: Housing Growth

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 47: Persons per Household

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 48: Vacancy Rates

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
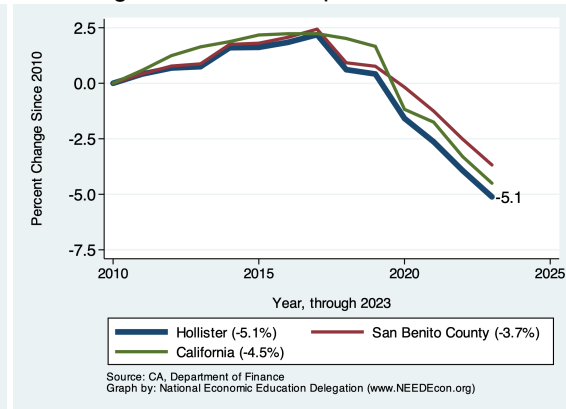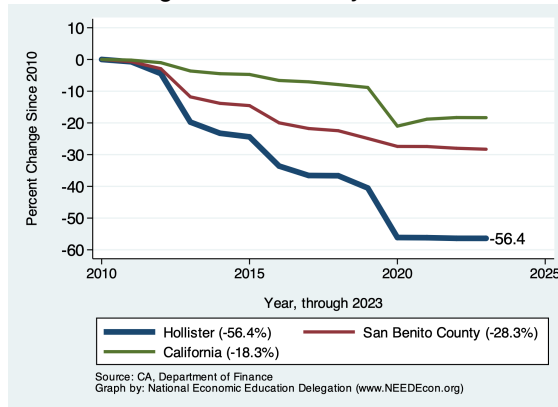
Figure 49: Number of Occupanied Units

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
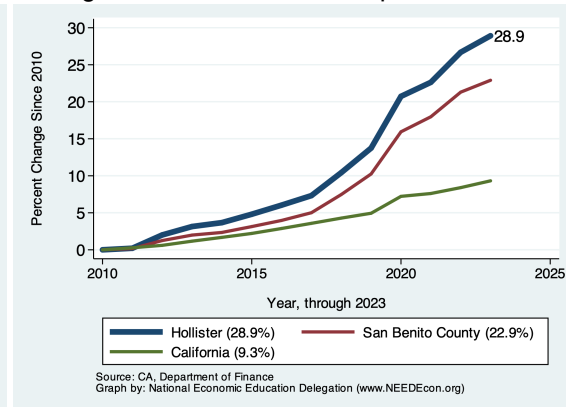
Trends in the Growth of Housing by Housing Type

Figure 50: Single Detached Homes

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
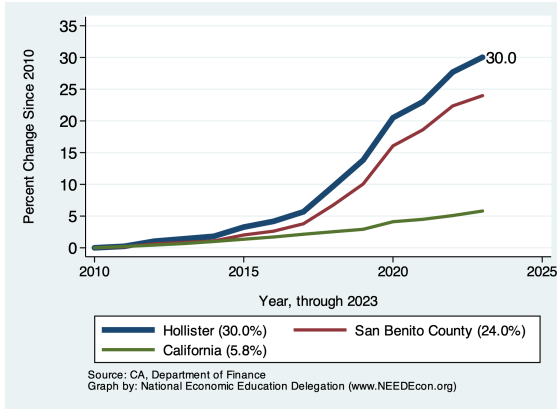
Figure 51: Single Attached Homes

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
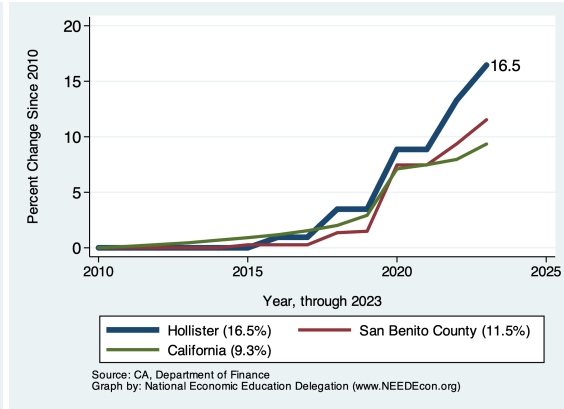
Figure 52: Housing in Buildings with Two to Four Units

Source: CA, Department of Finance
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
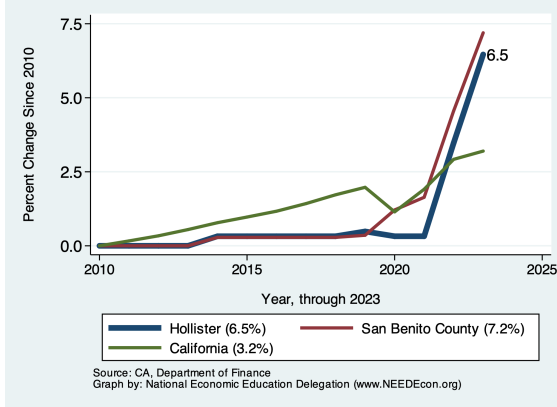
Figure 53: Housing in Buildings with Five or More Units

Source: CA, Department of Finance

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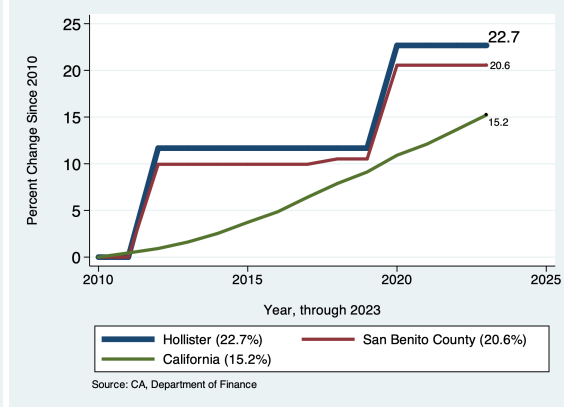
Vintage of Residential Housing

Why is it important?

This section provides evidence on the year in which residential housing in Hollister was built. We break it down into owned versus rented residences and provide a comparison across San Benito County and broader regions. A sense of the age of housing in a region provides an indication of the urgency with which a region might pursue additional housing. As the housing stock ages, an urgency with which renovations and rebuilds are permitted might result. All things equal, more recently constructed housing will be more likely to meet current codes and standards. Remodeling of existing units will be more desirable when existing units are, on average, older.

Figure 54: Distribution of Housing Construction

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
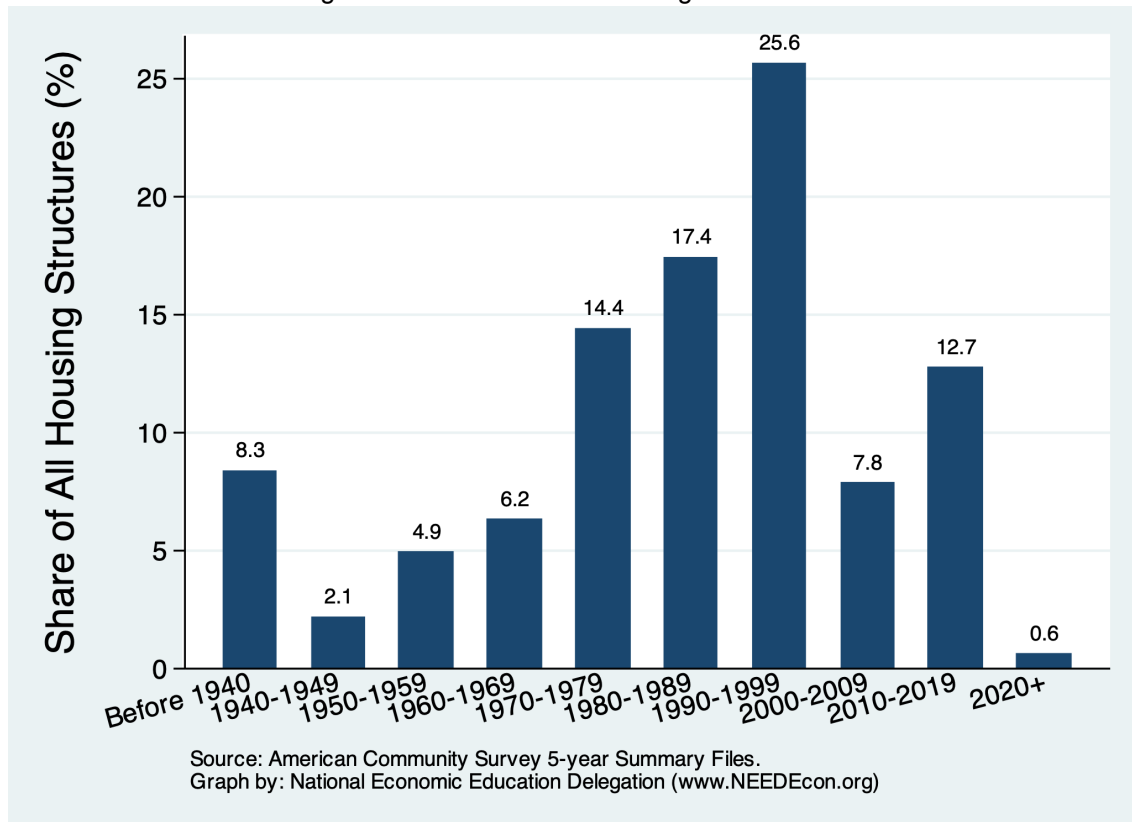
Figure 55: Housing Vintage across Regions

Median Year Built (as of 2022)

Bar chart values:
- All: Hollister 1988, San Benito County 1987, California 1976, United States 1979
- Owned Homes: Hollister 1992, San Benito County 1991, California 1976, United States 1980
- Rented Homes: Hollister 1980, San Benito County 1980, California 1975, United States 1978

Legend:
- Hollister
- San Benito County
- California
- United States

Source: 2022 American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 56: Housing Vintage by Tenure

Median Year Built
Year, through 2022

Line labels: 1992, 1988, 1980

Legend:
- All
- Owned Homes
- Rented Homes

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
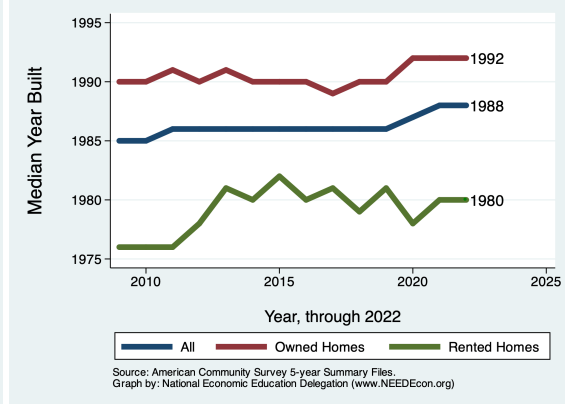
Figure 57: Vintage of Owned Residences

Median Year Built
Year, through 2022

Line label: 1992

Legend:
- Hollister (1992)
- San Benito County (1991)
- California (1976)
- United States (1980)

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
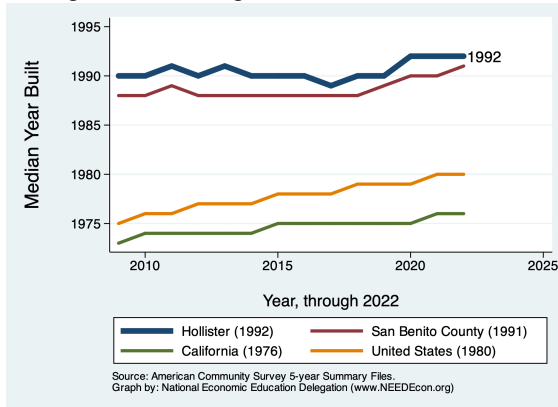
Figure 58: Vintage of Rented Residences

Median Year Built
Year, through 2022

Line label: 1980

Legend:
- Hollister (1980)
- San Benito County (1980)
- California (1975)
- United States (1978)

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
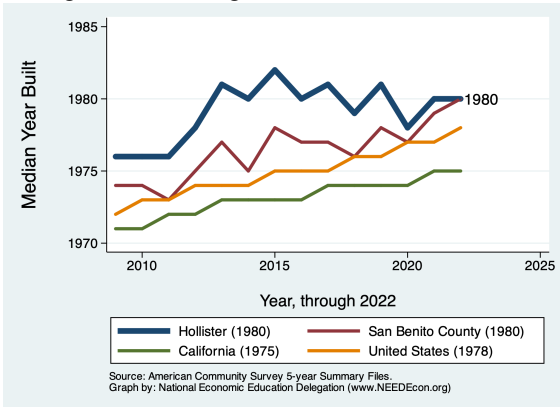
Figure 59: Vintage of All Residences

Median Year Built
Year, through 2022

Line label: 1988

Legend:
- Hollister (1988)
- San Benito County (1987)
- California (1976)
- United States (1979)

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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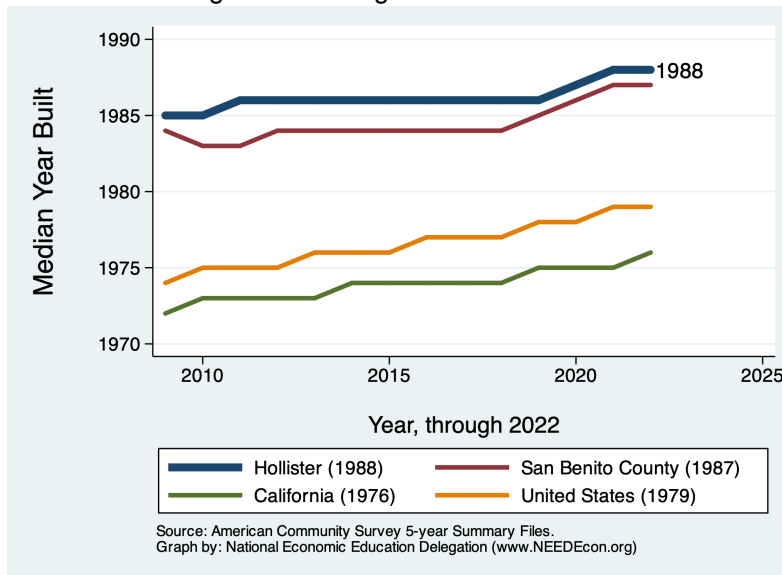
Occupation of Residential Housing

Why is it important?

The duration of residence in a city is important for developing future policies regarding growing the local population. If a region is highly mobile, evidenced by most residences having been recently occupied, a city might propose policies to reduce that mobility, or ask why the mobility happens. Policies could be put in place to either reduce or increase migration.

Figure 60: Year Current Occupant Moved In

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
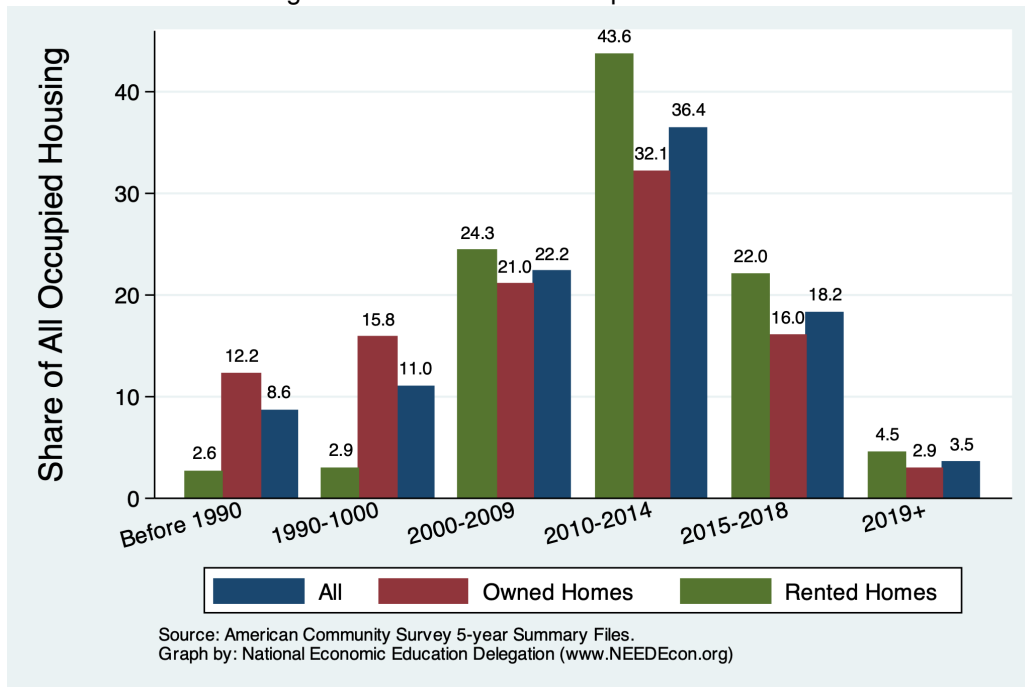
Figure 61: Year Occupied by Current Residents across Regions

Source: 2022 American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
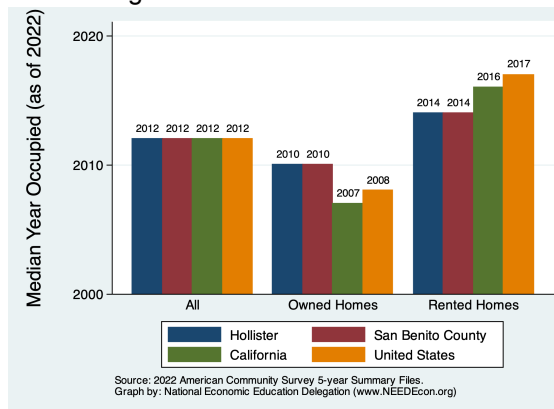
Figure 62: Year Occupied by Current Residents by Tenure

Source: American Community Survey 5-year Summary Files.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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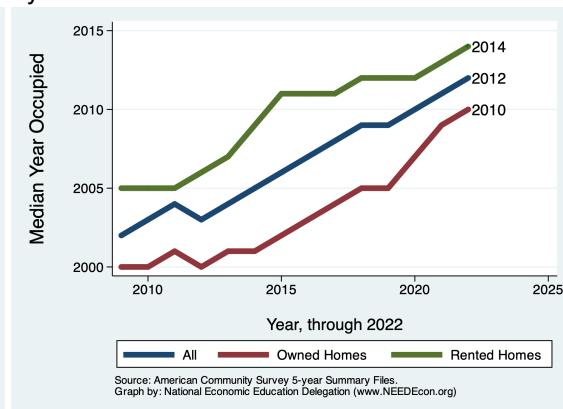
Figure 63: Year Occupied by Current Residents Figure 64: Year Occupied by Current Residents
for Owned Housing   for Rented Housing
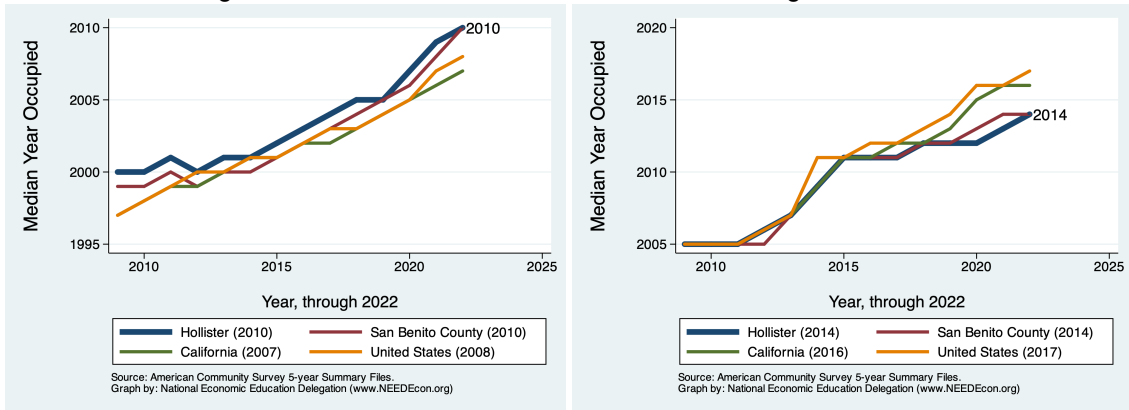
Figure 65: Year Occupied by Current Residents for All Housing

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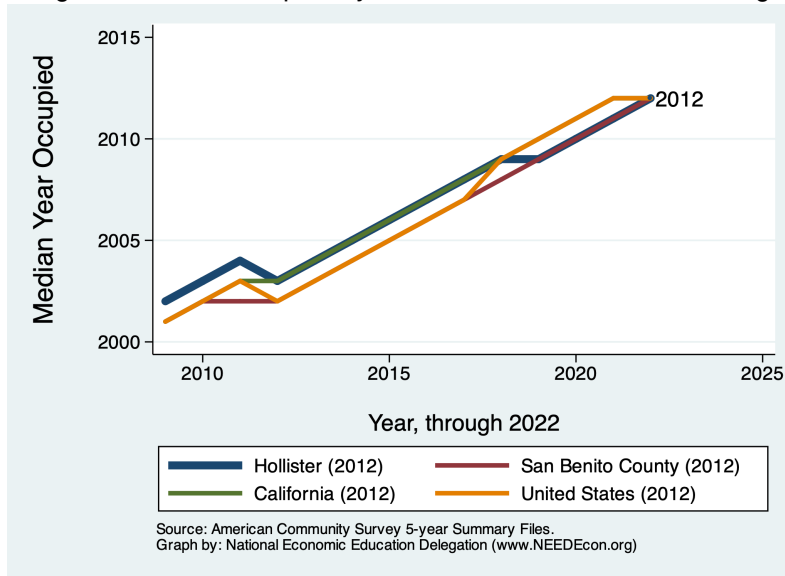
Residential Permitting

Definition:

This indicator provides evidence on the number of residential buildings that are permitted for construction each year. Permit data for Hollister is compared with data from San Benito County as a whole and broader regions. The statistic provided scales the number of permits by population. This is done to facilitate comparisons across regions.

Why is it important?

Building permits are the best indicator available of new units coming on the market. In order for a region's population to grow and flourish, new residential properties must be added to the existing stock. Building, both in the City and in the County more generally, is an indication of the extent to which new residences accommodate new residents or are affecting prices through increased supply.

Hollister - Ranking Among Comparables

Figure 66: Number of Units Permitted - Nationwide Comparables (Rank)

Location	Units Permitted Per 1,000
Staples, MN (2,776)	5.12
Thornton, CO (2,777)	5.12
Cozad, NE (2,778)	5.11
Kingman Unincorporated Area, KS (2,779)	5.11
Dallas, TX (2,780)	5.10
Frederick town, SD (2,781)	5.10
Valentine, NE (2,782)	5.10
Kingsport, TN (2,783)	5.10
Nazareth borough, PA (2,784)	5.10
Carlsbad, CA (2,785)	5.10
HOLLISTER, CA (2,786)	5.10
Hewitt, TX (2,787)	5.09
Wilsonville, OR (2,788)	5.09
Italy town, TX (2,789)	5.09
Mountain Grove, MO (2,790)	5.09
Glenpool, OK (2,791)	5.09
Bay Head borough, NJ (2,792)	5.09
Seatac, WA (2,793)	5.09
Vilonia, AR (2,794)	5.08
Monroe, GA (2,795)	5.08
Cody, WY (2,796)	5.08

Units Permitted
Per 1,000 in Population: 2023

Source: U.S. Census Bureau
The # in parentheses is the ranking out of 14338 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

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Figure 67: Number of Units Permitted - California Comparables (Rank)

Geography	Units Permitted Per 1,000
Paradise town, CA (1)	86.39
Del Mar, CA (63)	5.58
Plumas Unincorporated Area, CA (64)	5.57
Murrieta, CA (65)	5.56
Winters, CA (66)	5.50
Rohnert Park, CA (67)	5.40
Milpitas, CA (68)	5.38
Napa Unincorporated Area, CA (69)	5.33
Morgan Hill, CA (70)	5.14
Carlsbad, CA (71)	5.10
HOLLISTER, CA (72)	5.10
Lemoore, CA (73)	5.05
Perris, CA (74)	5.02
Moreno Valley, CA (75)	5.02
Sacramento, CA (76)	4.91
Monte Sereno, CA (77)	4.87
Santa Cruz, CA (78)	4.82
Rancho Mirage, CA (79)	4.80
Victorville, CA (80)	4.72
Fortuna, CA (81)	4.71
Covina, CA (515)	0.00

Units Permitted
Per 1,000 in Population: 2023

Source: U.S. Census Bureau.
The # in parentheses is the ranking out of 515 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 68: Number of Units Permitted - Cities in San Benito County (Rank)

Geography	Units Permitted Per 1,000
HOLLISTER, CA (1)	5.10
San Juan Bautista, CA (2)	0.00

Units Permitted Per 1,000 in Population: 2023
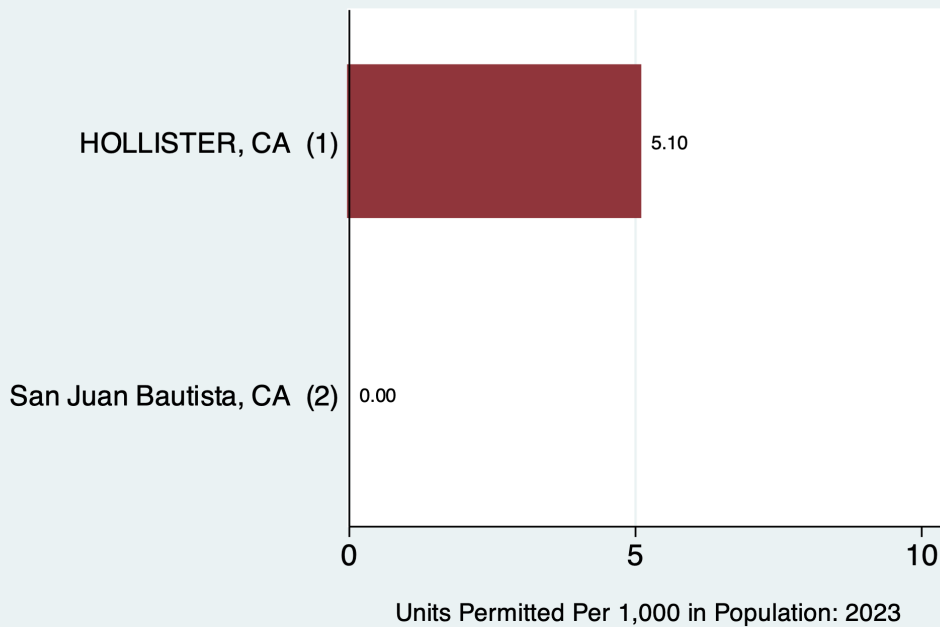
Source: U.S. Census Bureau,
The # in parentheses is the ranking out of 2 geographies.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Hollister - Permitting Activity

Annual Units Permitted - Per Capita in Hollister

Figure 69: Units Permitted Each Year

Source: U.S. Census Bureau.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
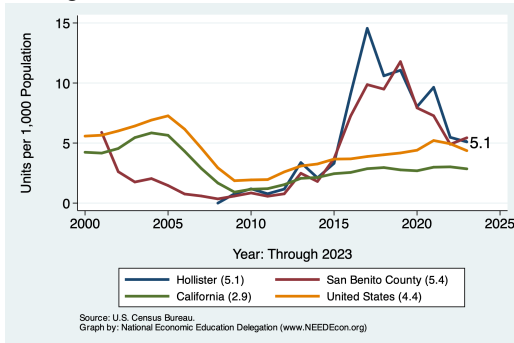
Figure 70: Average Annual Growth in Units Permitted

Source: U.S. Census Bureau.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
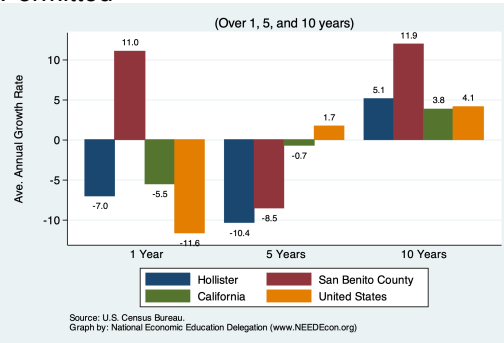
Annual Number of Buildings Permitted - Per Capita in Hollister

Figure 71: Units Permitted Each Year

Source: U.S. Census Bureau.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
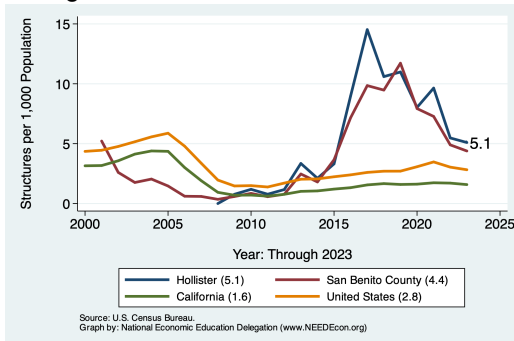
Figure 72: Average Annual Growth in Buildings Permitted

Source: U.S. Census Bureau.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
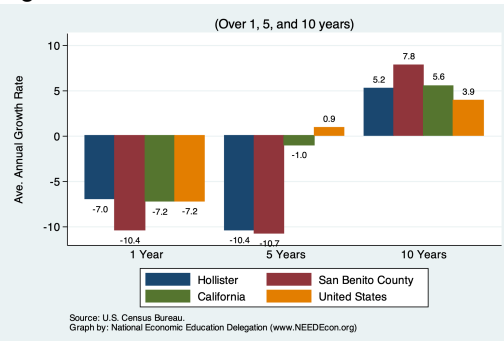
Annual Value of Property Permitted - Per Capita in Hollister

Figure 73: Value Permitted Each Year

Source: U.S. Census Bureau.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
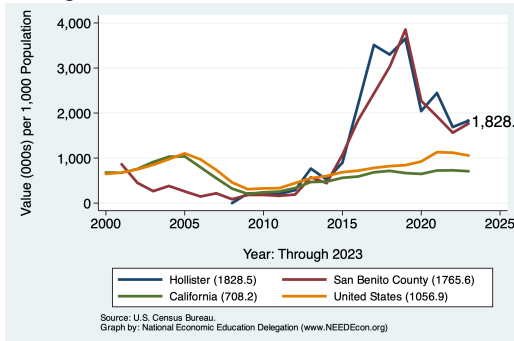
Figure 74: Average Annual Growth in Value Permitted

Source: U.S. Census Bureau.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
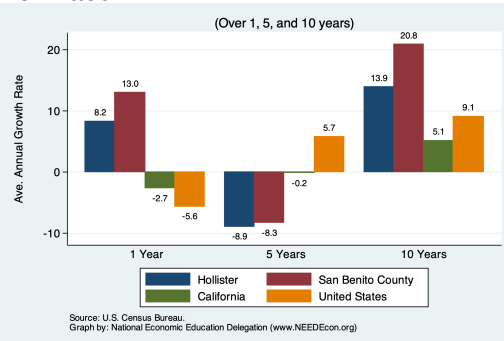
Commute Patterns

During the recovery from the Great Recession, the period from 2010 to 2019, the Bay Area economy, and Silicon Valley in particular, has been growing at a pace roughly double that of the state as a whole and triple that of the nation. This growth has precipitated a tight housing market and also brought about some significant changes in commute patterns, many of which have been reversed by the pandemic. Recent years have seen significant changes in both the mode of transportation and commute times.

Mode of Transportation

Figure 75: Percent of Workers Commuting by Car Alone

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
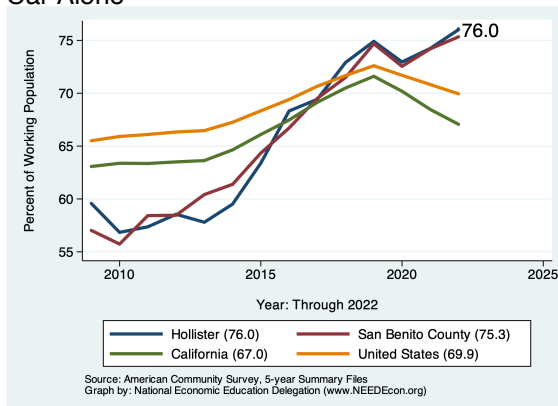
Figure 76: Percent of Workers Commuting by Carpool

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
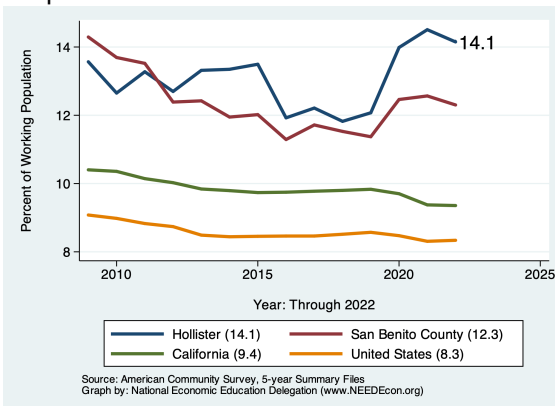
Figure 77: Percent of Workers using Public Transportation

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
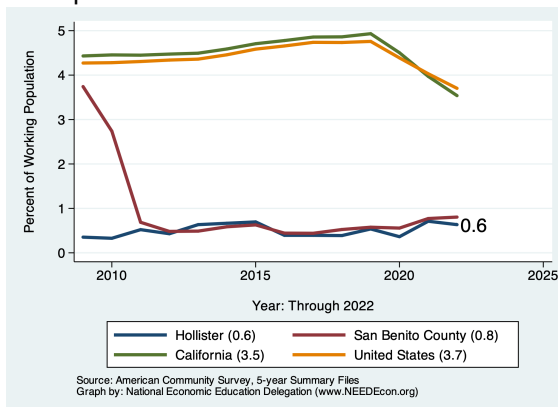
Figure 78: Percent of Workers Who Work From Home

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
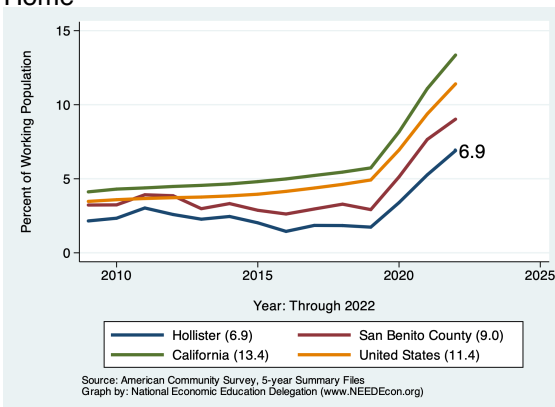
The first table on this page presents data for those who LIVE in Hollister. The second provides data on those who work, but do not necessarily live in Hollister. The final two columns provide for a comparison of commute mode choices of people locally with those in California more broadly.

Table 6. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK

Mode of Transit	Male #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Car, Truck, or Van:	9,945	93.2	7,687	86.5	17,632	90.2	78.0
Drove Alone	8,356	78.3	6,509	73.3	14,865	76.0	68.4
Carpooled:	1,589	14.9	1,178	13.3	2,767	14.1	9.5
In 2-person carpool	1,263	11.8	865	9.7	2,128	10.9	6.9
In 3-person carpool	285	2.7	293	3.3	578	3.0	1.5
In 4-or-more-person carpool	41	0.4	20	0.2	61	0.3	1.1
Public Transportation (excl Taxi):	65	0.6	59	0.7	124	0.6	3.6
Bus or Trolley Bus	46	0.4	59	0.7	105	0.5	2.3
Streetcar or Trolley Car	19	0.2	0	0.0	19	0.1	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	47	0.4	40	0.5	87	0.4	0.7
Walked	91	0.9	106	1.2	197	1.0	2.4
Taxicab, Motorcycle, or other	90	0.8	77	0.9	167	0.9	1.7
Worked at Home	436	4.1	913	10.3	1,349	6.9	13.6
Total:	10,674	100.0	8,882	100.0	19,556	100.0	

Source: 2022 5-year American Community Survey, Summary File

Table 7. SEX OF WORKERS BY MODE OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY

Mode of Transit	Male #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Car, Truck, or Van:	4,534	87.3	4,434	79.2	8,968	83.1	78.0
Drove Alone	3,976	76.6	4,060	72.5	8,036	74.5	68.5
Carpooled:	558	10.7	374	6.7	932	8.6	9.5
In 2-person carpool	423	8.1	229	4.1	652	6.0	6.9
In 3-person carpool	118	2.3	142	2.5	260	2.4	1.5
In 4-or-more-person carpool	17	0.3	3	0.1	20	0.2	1.1
Public Transportation (excl Taxi):	34	0.7	48	0.9	82	0.8	3.6
Bus or Trolley Bus	34	0.7	48	0.9	82	0.8	2.3
Streetcar or Trolley Car	0	0.0	0	0.0	0	0.0	0.8
Subway or Elevated	0	0.0	0	0.0	0	0.0	0.3
Railroad	0	0.0	0	0.0	0	0.0	0.2
Ferryboat	0	0.0	0	0.0	0	0.0	0.1
Bicycle	47	0.9	40	0.7	87	0.8	0.7
Walked	81	1.6	112	2.0	193	1.8	2.4
Taxicab, Motorcycle, or other	61	1.2	53	0.9	114	1.1	1.7
Worked at Home	436	8.4	913	16.3	1,349	12.5	13.6
Total:	5,193	100.0	5,600	100.0	10,793	100.0	

Source: 2022 5-year American Community Survey, Summary File
The results in this table are for those who work in the region, regardless of the location of their residence.

Commute Times for Employed Residents

Table 8. SEX OF WORKERS BY TRAVEL TIME TO WORK

Mode of Transit	Male #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Less than 5 minutes	267	2.6	413	5.2	680	3.7	2.0
5 to 9 minutes	1,190	11.6	1,569	19.6	2,759	15.2	7.5
10 to 14 minutes	1,196	11.7	1,026	12.8	2,222	12.2	12.2
15 to 19 minutes	813	7.9	548	6.8	1,361	7.5	15.0
20 to 24 minutes	237	2.3	594	7.4	831	4.6	14.3
25 to 29 minutes	291	2.8	175	2.2	466	2.6	6.3
30 to 34 minutes	1,273	12.4	851	10.6	2,124	11.7	15.0
35 to 39 minutes	143	1.4	136	1.7	279	1.5	2.9
40 to 44 minutes	630	6.2	484	6.0	1,114	6.1	4.3
45 to 59 minutes	1,075	10.5	944	11.8	2,019	11.1	8.6
60 to 89 minutes	2,141	20.9	811	10.1	2,952	16.2	7.9
90 or more minutes	982	9.6	418	5.2	1,400	7.7	4.0
Total:	10,238	100.0	7,969	99.6	18,207	100.0	

Source: 2022 5-year American Community Survey, Summary File

Figure 79: Percent of Employed Population With Commutes of More than 30 Minutes
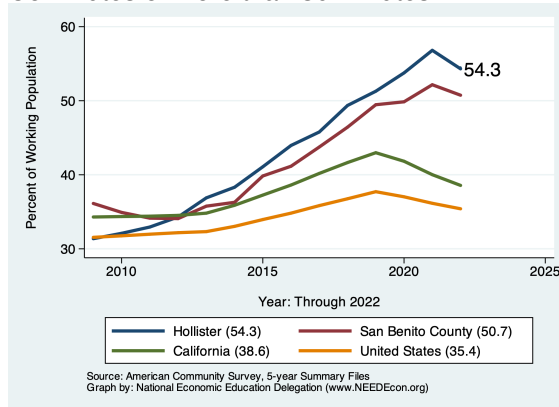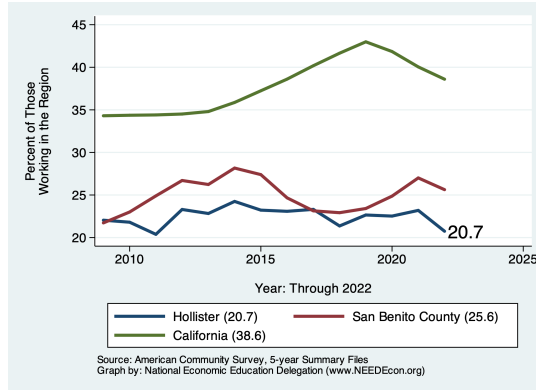

Figure 80: Percent of Employed Population With Commutes of More than 90 Minutes
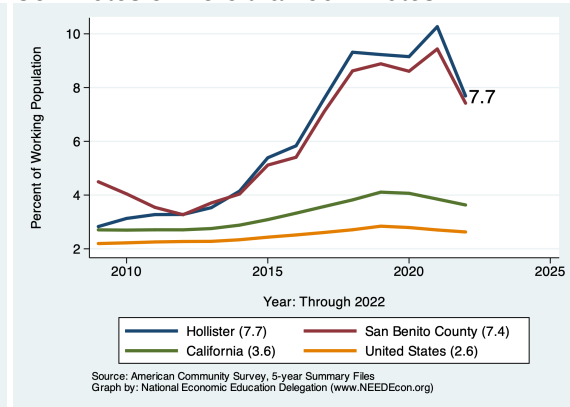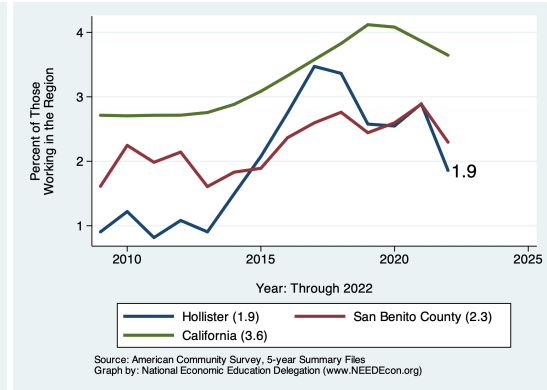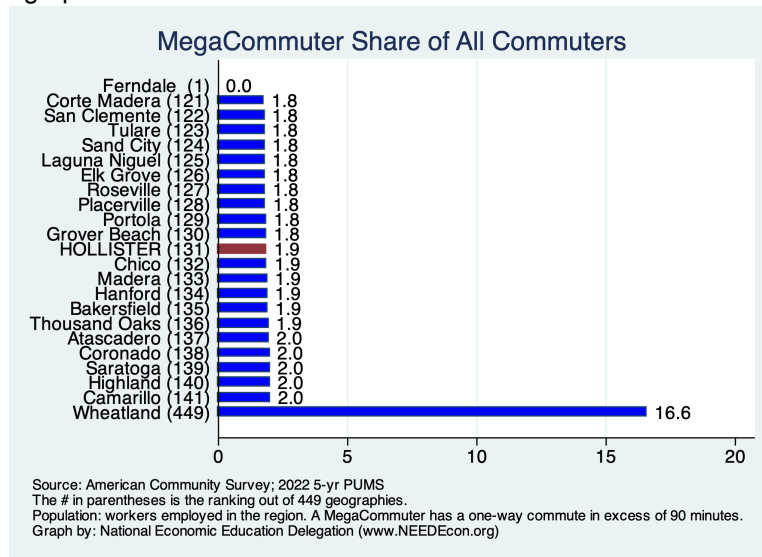

Figure 81: Rank: Share of MegaCommuters Across Similar Geographies
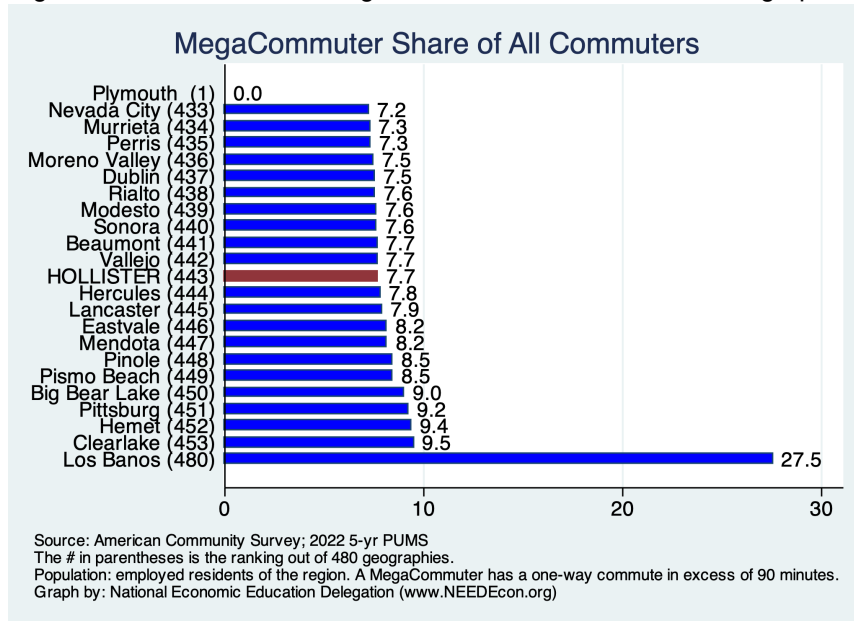
Source: American Community Survey; 2022 5-yr PUMS
The # in parentheses is the ranking out of 480 geographies.
Population: employed residents of the region. A MegaCommuter has a one-way commute in excess of 90 minutes.
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Commute Times for Those Employed in the City

Table 9. SEX OF WORKERS BY TRAVEL TIME TO WORK FOR WORKPLACE GEOGRAPHY

Mode of Transit	Male #	Male (%)	Female #	Female (%)	All Workers #	All Workers (%)	All of CA (%)
Less than 5 minutes	245	5.0	434	8.2	679	6.7	2.0
5 to 9 minutes	1,160	23.5	1,476	27.8	2,636	25.9	7.5
10 to 14 minutes	1,103	22.4	954	18.0	2,057	20.2	12.2
15 to 19 minutes	508	10.3	517	9.7	1,025	10.1	15.0
20 to 24 minutes	203	4.1	337	6.4	540	5.3	14.3
25 to 29 minutes	215	4.4	183	3.4	398	3.9	6.3
30 to 34 minutes	189	3.8	250	4.7	439	4.3	15.0
35 to 39 minutes	62	1.3	27	0.5	89	0.9	2.9
40 to 44 minutes	294	6.0	103	1.9	397	3.9	4.3
45 to 59 minutes	316	6.4	235	4.4	551	5.4	8.6
60 to 89 minutes	345	7.0	99	1.9	444	4.4	7.9
90 or more minutes	117	2.4	72	1.4	189	1.9	4.0
Total:	4,757	96.5	4,687	88.4	9,444	92.9	

Source: 2022 5-year American Community Survey, Summary File
The results in this table are for those who work in the region, regardless of the location of their residence.

Figure 82: Percent of Local Employees With Commutes of More than 30 Minutes

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 83: Percent of Local Employees With Commutes of More than 90 Minutes

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Figure 84: Rank: Share of MegaCommuters Across Similar Geographies

MegaCommuter Share of All Commuters

Source: American Community Survey; 2022 5-yr PUMS
The # in parentheses is the ranking out of 449 geographies.
Population: workers employed in the region. A MegaCommuter has a one-way commute in excess of 90 minutes.
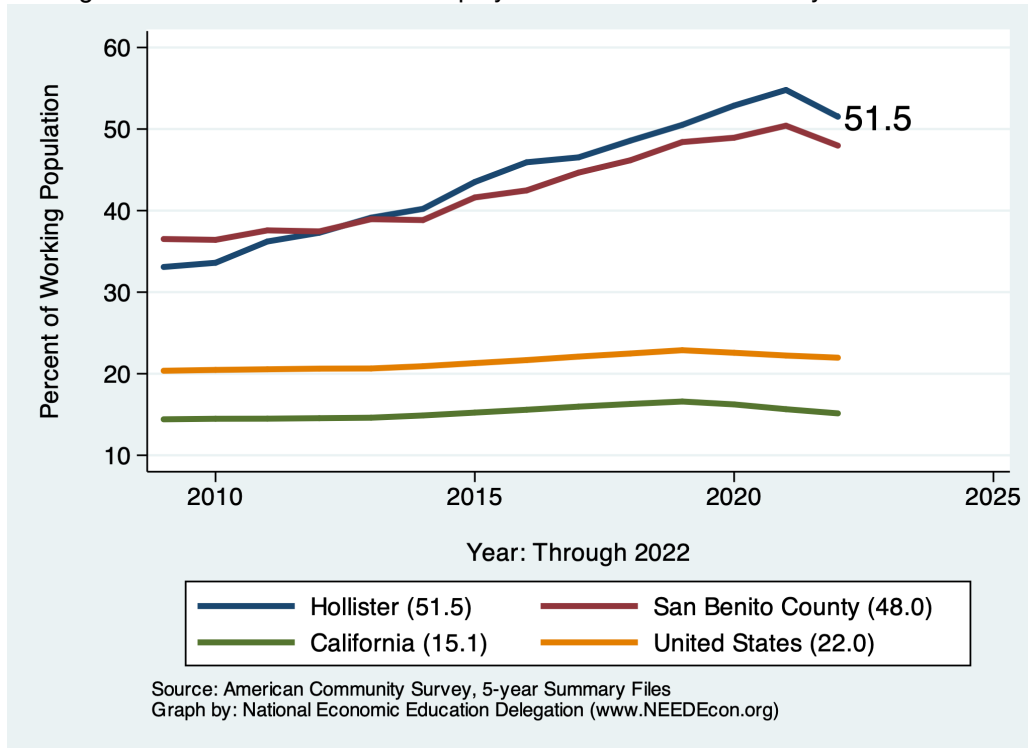Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Place of Work

This section provides evidence on where workers living in Hollister work. As evidenced in the first table, some of Hollister's employed workers work in the City, but many do not. The first table and graph pair provide evidence at the county level while the second provide evidence with regard to working outside of the Hollister city boundary.

Table 10. SEX OF WORKERS BY PLACE OF WORK–STATE AND COUNTY LEVEL

Place of Work	Male		Female		All Workers		All of CA
	#	(%)	#	(%)	#	(%)	(%)
Worked in state of residence:	10,674	100.0	8,882	100.0	19,556	100.0	99.6
Worked in county of residence	4,454	41.7	5,028	56.6	9,482	48.5	84.1
worked outside of county of residence	6,220	58.3	3,854	43.4	10,074	51.5	15.4
Worked outside state of residence	0	0.0	0	0.0	0	0.0	0.4
Total:	10,674	100.0	8,882	100.0	19,556	100.0	

Source: 2022 5-year American Community Survey, Summary File

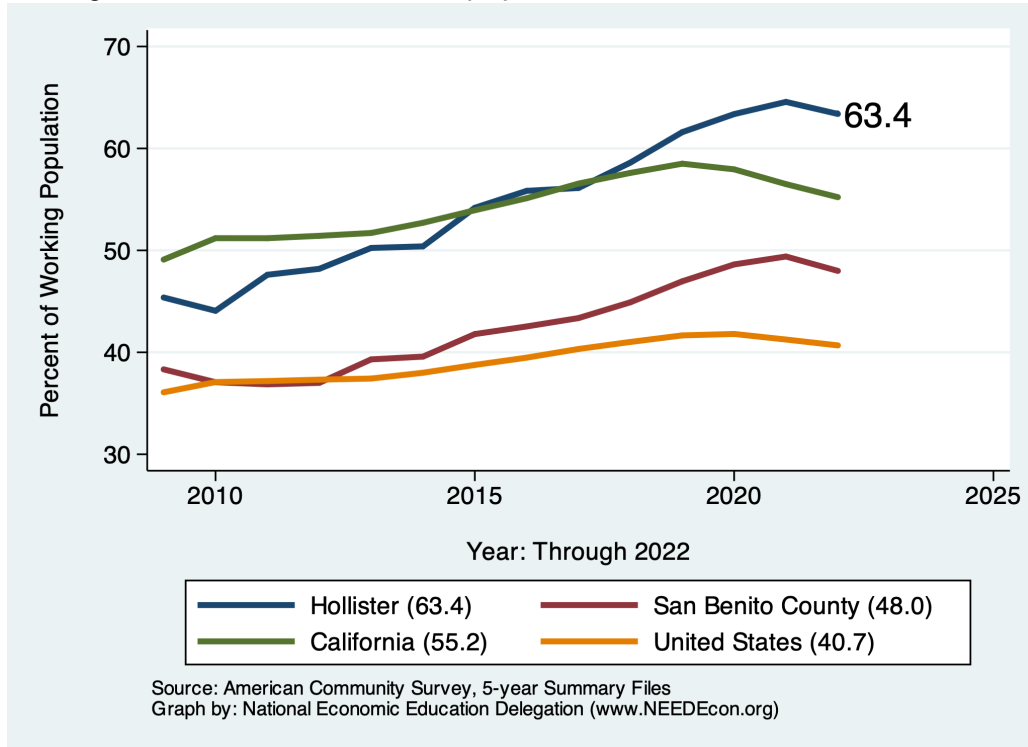Figure 85: Percent of Workers Employed Outside of Their County of Residence

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Table 11. SEX OF WORKERS BY PLACE OF WORK–PLACE LEVEL

	Male		Female		All Workers		All of CA
Place of Work	#	(%)	#	(%)	#	(%)	(%)
Living in a place:	10,674	100.0	8,882	100.0	19,556	100.0	95.9
Worked in place of residence	3,167	29.7	3,994	45.0	7,161	36.6	39.5
Worked outside place of residence	7,507	70.3	4,888	55.0	12,395	63.4	56.4
Not living in a place	0	0.0	0	0.0	0	0.0	4.1
Total:	10,674	100.0	8,882	100.0	19,556	100.0	

Source: 2022 5-year American Community Survey, Summary File

Figure 86: Percent of Workers Employed Outside of Their Place of Residence

Year: Through 2022

Hollister (63.4) San Benito County (48.0)
California (55.2) United States (40.7)

Source: American Community Survey, 5-year Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)

Commute Mode by Income

Table 12. MEDIAN EARNINGS IN THE PAST 12 MONTHS BY MEANS OF TRANSPORTATION TO WORK

	City	California		United States	
	Median	*Median*	*Ratio*	*Median*	*Ratio*
Car, truck, or van - drove alone	45,309	48,566	102.6	46,171	102.1
Car, truck, or van - carpooled	37,065	36,463	111.8	34,487	111.8
Public transportation (excluding taxicab)	47,333	40,179	129.6	45,100	109.2
Walked	21,578	29,366	80.8	27,142	82.7
Taxicab, motorcycle, bicycle, or other means		40,433		36,140	
Worked from home	74,135	75,153	108.5	67,180	114.8
Total:	44,316	48,747	90.9	46,099	96.1

Source: 2022 5-year American Community Survey, Summary File

Notes: 1) Ratio = the ratio of the regional median to either the CA or US median, relative to the Total ratio.
Values above 100 imply a high local median. Values below 100 imply a low local median.
For example, a value of 200 means that the local mean is 2x higher than would be expected.
For "Total:", ratio is simply the ratio of the medians.
2) For regions with more than one geography, the medians are averages weighted by working population.

Table 13. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS

Mode of Transit	< $25,000		$25,000-$74,999		$75,000+		All		All of CA
	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	3,663	54.0	5,353	79.9	4,000	75.4	14,865	76.0	68.4
Car, Truck, or Van: Carpooled	964	14.2	918	13.7	539	10.2	2,767	14.2	9.5
Public Transportation (excl Taxi)	17	0.3	46	0.7	30	0.6	124	0.6	3.6
Walked	121	1.8	38	0.6	14	0.3	197	1.0	2.4
Taxicab, Motorcycle, or other	119	1.8	41	0.6	62	1.2	254	1.3	2.4
Worked at Home	321	4.7	302	4.5	663	12.5	1,344	6.9	13.6
Total:	5,205	76.7	6,698		5,308		19,551		100.0

Source: 2022 5-year American Community Survey, Summary File

Table 14. MODE OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS FOR WORKPLACE GEOGRAPHY

Mode of Transit	< $25,000		$25,000-$74,999		$75,000+		All		All of CA
	#	(%)	#	(%)	#	(%)	#	(%)	(%)
Car, Truck, or Van: Drove Alone	2,558	47.8	2,955	81.0	1,464	63.1	8,036	74.5	68.5
Car, Truck, or Van: Carpooled	397	7.4	296	8.1	177	7.6	932	8.6	9.5
Public Transportation (excl Taxi)	17	0.3	31	0.8	3	0.1	82	0.8	3.6
Walked	110	2.1	38	1.0	14	0.6	193	1.8	2.4
Taxicab, Motorcycle, or other	157	2.9	28	0.8	0	0.0	201	1.9	2.4
Worked at Home	321	6.0	302	8.3	663	28.6	1,344	12.5	13.6
Total:	3,560	66.5	3,650		2,321		10,788		

Source: 2022 5-year American Community Survey, Summary File
The results in this table are for those who work in the region, regardless of the location of their residence.

Commute Mode by Poverty Status

Table 15. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS

Mode of Transit	In Poverty #	(%)	100-149% of Pov #	(%)	>150% of Pov #	(%)	All #	(%)	All of CA (%)
Car, Truck, or Van: Drove Alone	478	44.1	530	38.8	13,857	76.7	14,865	76.0	68.7
Car, Truck, or Van: Carpooled	174	16.1	143	10.5	2,450	13.6	2,767	14.1	9.5
Public Transportation (excl Taxi)	0	0.0	0	0.0	124	0.7	124	0.6	3.6
Walked	27	2.5	7	0.5	163	0.9	197	1.0	2.1
Taxicab, Motorcycle, or other	13	1.2	0	0.0	241	1.3	254	1.3	2.4
Worked at Home	11	1.0	113	8.3	1,225	6.8	1,349	6.9	13.6
Total:	703	64.9	793	58.1	18,060		19,556		

Source: 2022 5-year American Community Survey, Summary File

Table 16. MODE OF TRANSPORTATION TO WORK BY POVERTY STATUS FOR WORKPLACE GEOGRAPHY

Mode of Transit	In Poverty #	(%)	100-149% of Pov #	(%)	>150% of Pov #	(%)	All #	(%)	All of CA (%)
Car, Truck, or Van: Drove Alone	234	21.1	336	36.1	7,466	75.1	8,036	74.5	68.7
Car, Truck, or Van: Carpooled	46	4.1	64	6.9	822	8.3	932	8.6	9.5
Public Transportation (excl Taxi)	0	0.0	0	0.0	82	0.8	82	0.8	3.6
Walked	27	2.4	7	0.8	159	1.6	193	1.8	2.1
Taxicab, Motorcycle, or other	13	1.2	0	0.0	188	1.9	201	1.9	2.4
Worked at Home	11	1.0	113	12.2	1,225	12.3	1,349	12.5	13.6
Total:	331	29.8	520	55.9	9,942		10,793		

Source: 2022 5-year American Community Survey, Summary File
The results in this table are for those who work in the region, regardless of the location of their residence.

Migration

Overall Migration Flows

Definition:

The United States is a country with an increasingly mobile population. People move, migrate, from one place to another with increasing frequency.

Why is it important?

Having a handle on whether or not Hollister is a net recipient (migration inflows) or donor (migration outflows) of population is very important for understanding trends in the City's development. This section outlines migration patterns by age, education, income, marital status, and housing tenure. Understanding recent trends is very important for making policy, investment, and other decisions about the future. Also, understanding the extent to which the population is stable, or experiences significant turnover each year is helpful for planning purposes.

Figure 87: Overall Movements of Residents
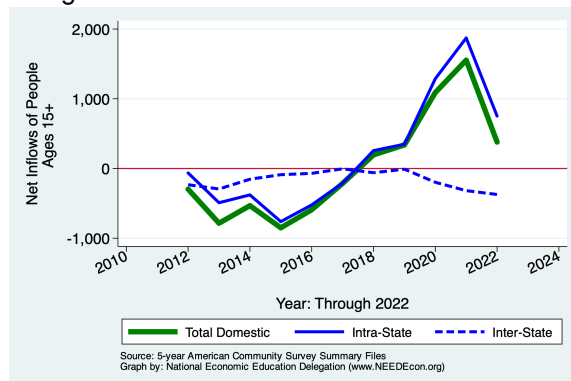
Table 17: Migration by Income

| | | Net Inflows | | | |
| | | | Same State | | |
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
No income	4,806	−19	73	7	−106	7
With income	27,542	451	−83	755	−267	46
$1 to $9,999 or loss	3,778	−94	58	−51	−101	0
$10,000 to $14,999	1,881	41	−47	67	−4	25
$15,000 to $24,999	3,736	190	5	172	13	0
$25,000 to $34,999	3,165	148	67	67	14	0
$35,000 to $49,999	4,577	126	14	103	−12	21
$50,000 to $64,999	2,576	−66	−43	−2	−21	0
$65,000 to $74,999	1,362	163	0	163	0	0
$75,000 or more	6,467	−57	−137	236	−156	0
All:	32,348	432	−10	762	−373	53

Source: 2022 5-year American Community Survey, Summary File
Note: The data in this and other tables in this section are limited in that there is no information on the City's population that has moved abroad.
The "From Abroad" column is gross movements into the City from abroad.

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Figure 88: Overall Movements of Low Income Residents

Individual Income Less Than $25,000

Year: Through 2022

Total Domestic   Intra-State   Inter-State
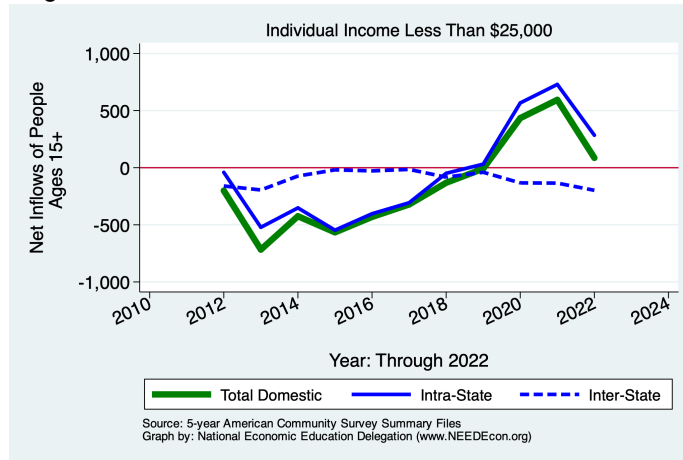
Figure 89: Overall Movements of Middle Income Residents

Individual Income Between $25,000 and $75,000

Year: Through 2022

Total Domestic   Intra-State   Inter-State
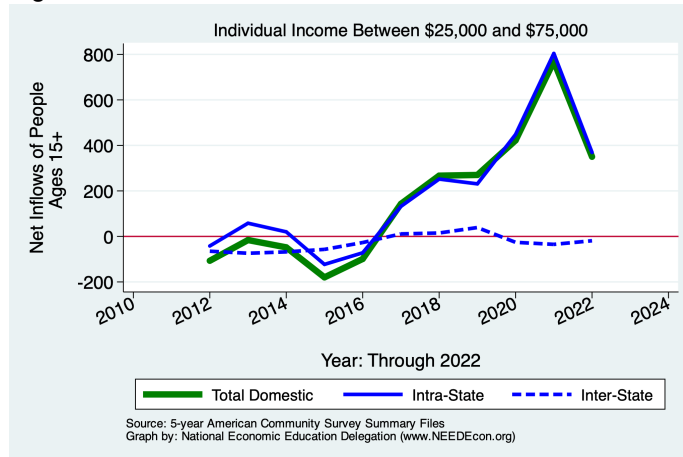
Figure 90: Overall Movements of High Income Residents

Individual Income Greater Than $75,000

Year: Through 2022

Total Domestic   Intra-State   Inter-State
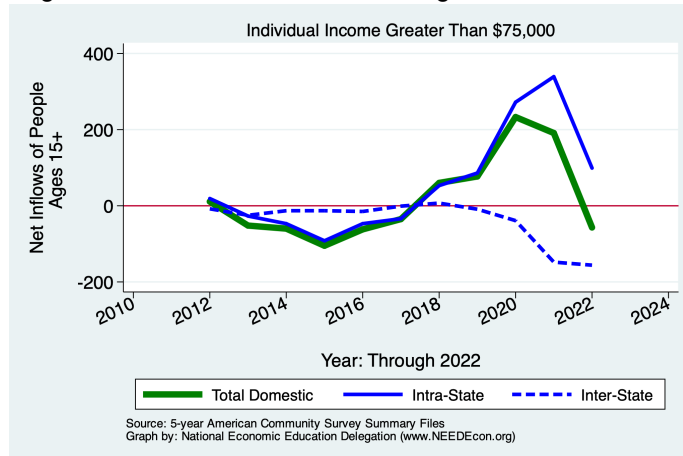
Demographics of Migration Flows

Table 18: Migration by Marital Status

		Net Inflows				
			Same State			
			W/in	Between	Across	From
Category	Population	All Migration	County	Counties	States	Abroad
Never married	12,150	68	−55	177	−54	0
Now married, except separated	14,968	287	50	478	−294	53
Divorced	3,298	65	−16	101	−20	0
Separated	604	18	0	23	−5	0
Widowed	1,328	−6	11	−17	0	0
Total:	32,348	432	−10	762	−373	53

Source: 2022 5-year American Community Survey, Summary File

Table 19: Migration by Tenure

		Net Inflows				
			Same State			
			W/in	Between	Across	From
Category	Population	All Migration	County	Counties	States	Abroad
Householder lived in owner-occupied housing units	25,512	1,536	65	1,564	−146	53
Householder lived in renter-occupied housing units	15,851	−500	179	−377	−302	0
Total:	41,363	1,036	244	1,187	−448	53

Source: 2022 5-year American Community Survey, Summary File

Figure 91: Domestic Movements of Residents by Tenure

Source: 5-year American Community Survey Summary Files
Graph by: National Economic Education Delegation (www.NEEDEcon.org)
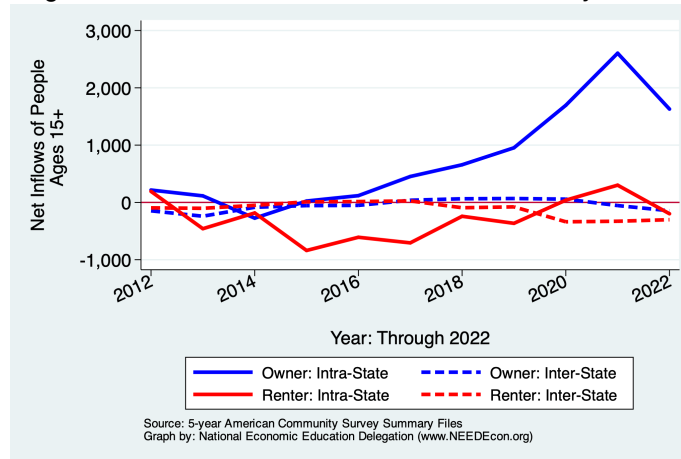
Table 20: Migration by Age

| | | Net Inflows | | | | |
| | | | Same State | | | |
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
1 to 4 years	2,316	144	77	134	−67	0
5 to 17 years	8,978	321	235	175	−89	0
18 and 19 years	1,294	−31	0	−31	0	0
20 to 24 years	2,817	−97	−84	67	−80	0
25 to 29 years	2,885	112	19	154	−61	0
30 to 34 years	3,154	−65	39	−13	−91	0
35 to 39 years	3,730	353	36	327	−10	0
40 to 44 years	2,507	137	50	78	−16	25
45 to 49 years	2,345	−59	−51	1	−9	0
50 to 54 years	2,623	−19	−57	21	10	7
55 to 59 years	2,703	23	0	42	−40	21
60 to 64 years	1,873	62	3	70	−11	0
65 to 69 years	1,617	26	0	52	−26	0
70 to 74 years	1,039	15	0	15	0	0
75 years and over	1,651	−15	−14	20	−21	0
Total Population:	41,532	907	253	1,112	−511	53

Source: 2022 5-year American Community Survey, Summary File

Table 21: Migration by Educational Attainment

| | | Net Inflows | | | | |
| | | | Same State | | | |
Category	Population	All Migration	W/in County	Between Counties	Across States	From Abroad
Less than high school graduate	4,970	186	4	162	−26	46
High school graduate (includes equiv)	7,761	294	20	335	−61	0
Some college or assoc. degree	8,912	218	67	245	−101	7
Bachelor's degree	3,334	−35	−43	80	−72	0
Graduate or professional degree	1,150	−93	−23	−55	−15	0
Total:	26,127	570	25	767	−275	53

Source: 2022 5-year American Community Survey, Summary File

Table 22: Median Income of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	38,806	38,806
Moved Within Same County	29,914	49,083
Moved to Different County, Same State	37,303	25,536
Moved Between States	28,287	44,479
Total Population:	38,481	38,802

Source: 2022 5-year American Community Survey, Summary File

Table 23: Median Age of Migration Flows

Flow	In-Migration	Out-Migration
Same House 1 Year Ago	34.6	34.6
Moved Within Same County	26.2	32.6
Moved to Different County, Same State	28.4	26.9
Moved Between States	34.7	29.6
Moved from Abroad	54.2	
Total Population:	33.8	33.8

Source: 2022 5-year American Community Survey, Summary File

References and Sources

The majority of the data presented in this report are from the American Community Survey (ACS). For larger geographies, the 1-year Summary Files provide the data. For smaller communities, roughly those with less than 65,000 in population in 2021, the 5-year Summary Files provide the data.

The ACS data are supplemented by building permit data from the U.S. Census Bureau, population and housing data from the California Department of Finance, and home price and rental rates from Zillow.

U.S. Census Bureau. American Community Survey 1-year and 5-year Summary Files. https://www.census.gov/programs-surveys/acs/data/data-via-ftp.html. The 1-year data are released in September each year and the 5-year data are relased in January.

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