



City of Atascadero, CA

**Retail Site
Assessment**

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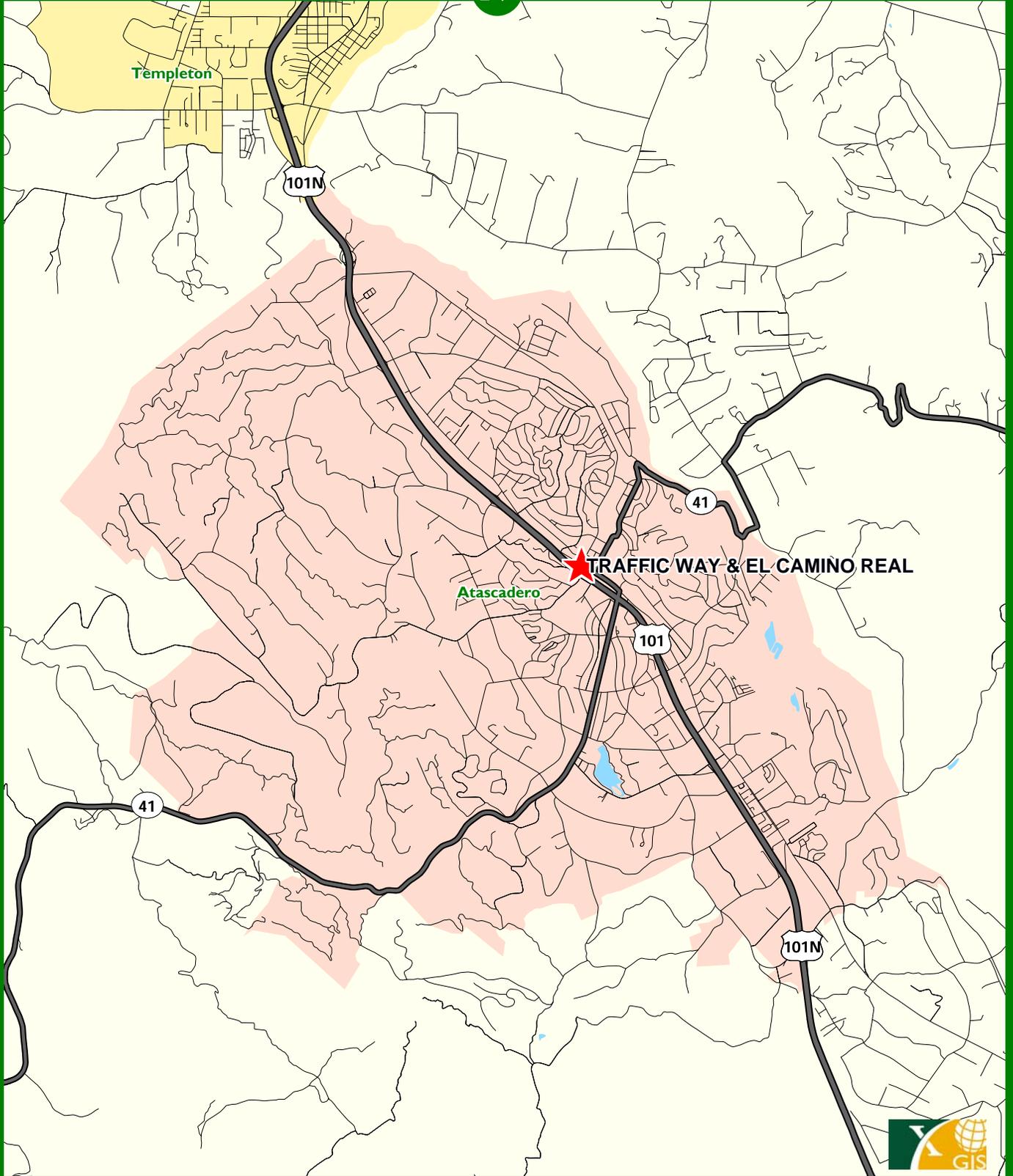
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Recommendations & Conclusions

Buxton has reviewed the site provided by the City of Atascadero on the basis of retail recruitment potential. This Retail Site Assessment booklet features maps of the Site's trade area and data contributing to this analysis.

A review of segmentation at the potential retail site shows that there is a relatively even distribution of dominant segments across the profile. Segments 13 (Upward Bound), 27 (Middleburg Managers), and 34 (White Picket Fences) comprise a substantial portion of the dominant segment households found at the study site. Segments 12 (Brite Lites, Li'L City), 23 (Greenbelt Sports), 32 (New Homesteaders), 47 (City Startups), and 63 (Family Thrifts) account for most the remaining dominant segment households within the potential retail site's primary trade area. Each of these segments possess unique income and lifestyle characteristics that would attract a variety of retailers to the potential retail site in Atascadero.

The location of the proposed retail site at the intersection of Traffic Way and El Camino Real offers ample opportunity for retail attraction.



Atascadero, California: Overview



 City Limits

 Site



Atascadero's Retail Site

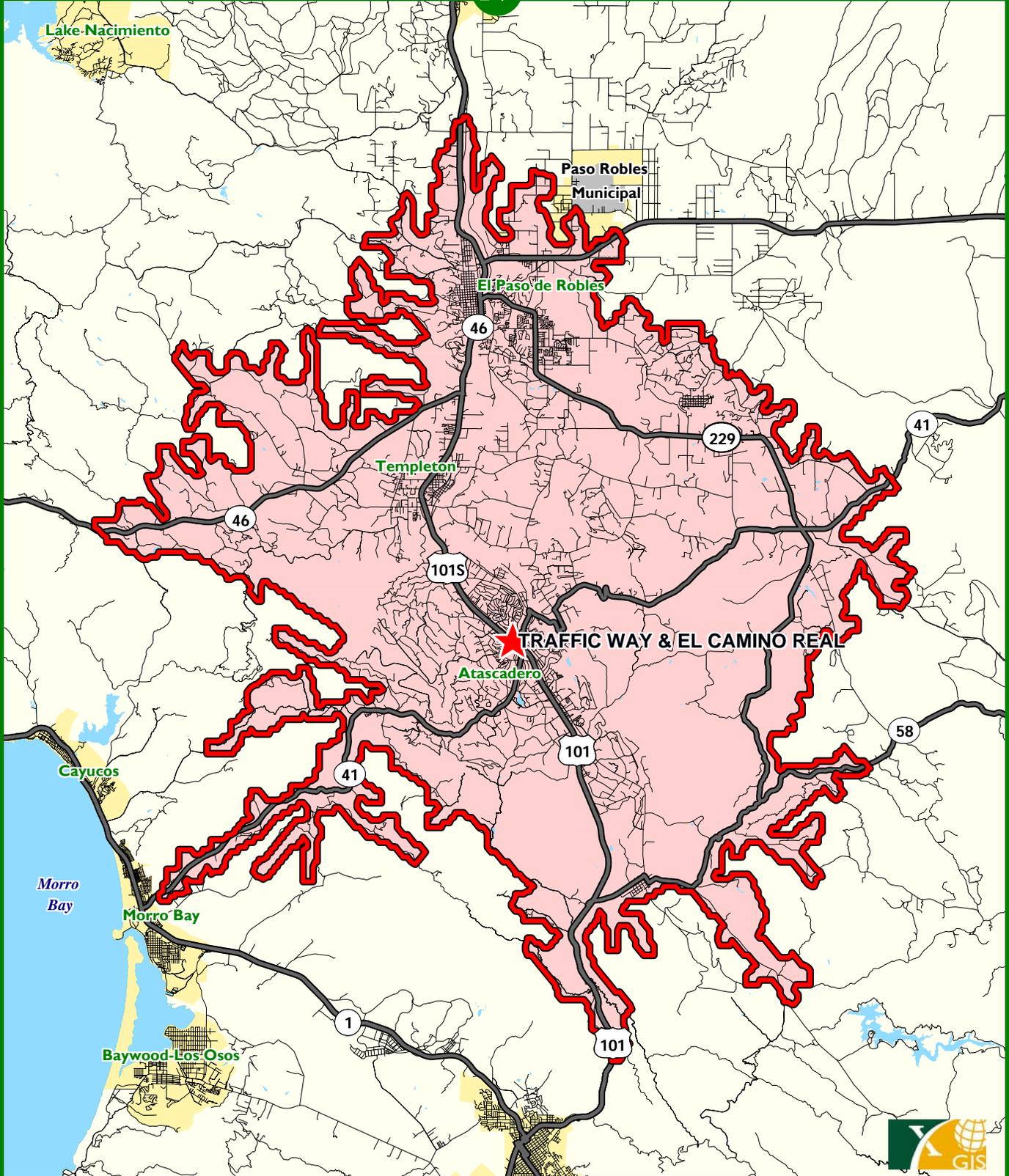
To begin the CommunityID process, the City of Atascadero selected the intersection of Traffic Way & El Camino Real for possible retail development or revitalization. The location of the site is shown on the opposite page.

To more fully understand the retail potential of the selected site, Buxton conducted the following analyses:

- A primary trade area roughly equivalent to a fifteen-minute drive-time was delineated for the site
- The customers within the trade area were segmented according to buying habits and lifestyles
- A segmentation profile of Atascadero's customers within the trade area was developed
- The retail demand for more than 400 products and services was determined for the potential trade area

The purpose of these analyses is to develop Atascadero's customer profile. The Customer Profile is a snapshot of the customers that reside in Atascadero's trade area. Even though these consumers are complex and diverse, by using a variety of databases Buxton is able to capture and catalogue the extent to which potential demand for retailer's goods and services are concentrated in the trade area.

By overlaying Atascadero's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database we are able to identify major categories of retail that are candidates for location in Atascadero. This matching provides the basis for determining Atascadero's viability to attract retailers and restaurants and forms the basis for Buxton's assessment.

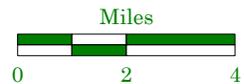


Atascadero, California: Trade Area



 15 Minute Drivetime

 Site



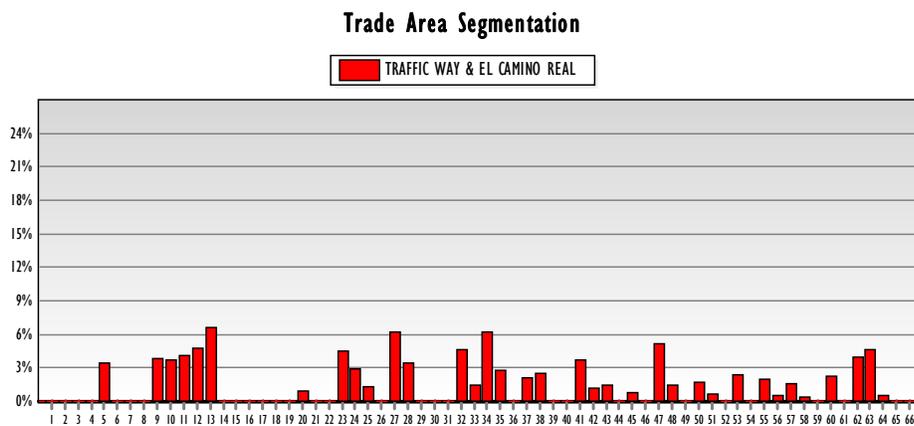
Retail Site Analysis: Traffic Way & El Camino Real

Drive-Time Trade Area

The map on the opposite page depicts the trade area for the selected site. The trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of the selected site is presented below.



Source: Claritas, Inc, PRIZM[®] NE, © 2006

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for the potential retail site.

Dominant Segments	Description	Households	% of All Households
5	COUNTRY SQUIRES	874	3.46%
9	BIG FISH, SMALL POND	979	3.87%
10	SECOND CITY ELITE	944	3.73%
11	GOD'S COUNTRY	1,033	4.08%
12	BRITE LITES, LI'L CITY	1,221	4.83%
13	UPWARD BOUND	1,688	6.67%
23	GREENBELT SPORTS	1,128	4.46%
27	MIDDLEBURG MANAGERS	1,566	6.19%
28	TRADITIONAL TIMES	870	3.44%
32	NEW HOMESTEADERS	1,180	4.67%
34	WHITE PICKET FENCES	1,565	6.19%
41	SUNSET CITY BLUES	952	3.76%
47	CITY STARTUPS	1,290	5.10%
62	HOMETOWN RETIRED	1,017	4.02%
63	FAMILY THRIFTS	1,159	4.58%

Source: Claritas, Inc, PRIZM[®] NE, © 2006

Retail Site Analysis (continued)

Product Category Potential

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for the potential retail location:

Consumer Variable - Major Categories	Total Estimated Dollars
Food at Home	\$147,056,090
Food Away from Home	\$114,475,900
Alcoholic Beverages	\$27,932,230
Smoking Products & Supplies	\$19,263,620
Personal Care Products & Services	\$21,512,310
Day Care	\$8,500,750
Household Furnishings & Services	\$162,317,930
Housing Expenses	\$28,619,860
Apparel	\$104,313,120
Sports & Recreation	\$33,908,860
Miscellaneous	\$75,613,940
Education	\$27,329,960
Automotive	\$240,369,300
Health Care	\$88,766,980
TOTAL	\$1,099,980,850

Source: Claritas, Inc, © 2006

The following table presents the trade potential variables for the proposed site:

Trade Potential Variables	Retail Site
Estimated Household Count	25,293
Number of Households in Dominant Segments	17,466
Traffic Count	43,000
Product Category Potential	\$1,099,980,850

Source: Claritas, Inc, PRIZM® NE, © 2006

Brief Segment Descriptions

- 1 UPPER CRUST – The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.
- 2 BLUE BLOOD ESTATES – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.
- 3 MOVERS & SHAKERS – Movers & Shakers is home to America’s up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.
- 4 YOUNG DIGERATI – Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.
- 5 COUNTRY SQUIRES – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who have fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.
- 6 WINNER’S CIRCLE – Among the wealthy suburban lifestyles, Winner’s Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner’s Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.
- 7 MONEY & BRAINS – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

Brief Segment Descriptions

- 8 EXECUTIVE SUITES – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation’s beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.
- 9 BIG FISH, SMALL POND – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.
- 10 SECOND CITY ELITE – There’s money to be found in the nation’s smaller cities, and you’re most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.
- 11 GOD’S COUNTRY – When city dwellers and suburbanites began moving to the country in the 1970’s, God’s Country emerged as the most affluent of the nation’s exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God’s Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.
- 12 BRITE LITES, LI’L CITY – Not all of the America’s chic sophisticates live in major metros. Brite Lights, Li’l City is a group of well-off, middle-aged couples settled in the nation’s satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.
- 13 UPWARD BOUND – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.
- 14 NEW EMPTY NESTS – With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

Brief Segment Descriptions

- 15 **POOLS & PATIOS** – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960’s—residents work as white-collar managers and professionals, and are now at the top of their careers.
- 16 **BOHEMIAN MIX** – A collection of young, mobile urbanites, Bohemian Mix represents the nation’s most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.
- 17 **BELTWAY BOOMERS** – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they’re pursuing kid-centered lifestyles.
- 18 **KIDS & CUL-DE-SACS** – Upscale, suburban, married couples with children is the description of Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.
- 19 **HOME SWEET HOME** – Widely scattered across the nation’s suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.
- 20 **FAST-TRACK FAMILIES** – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

Brief Segment Descriptions

- 21 **GRAY POWER** – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power reflects this trend.
- 22 **YOUNG INFLUENTIALS** – Once known as the home of the nation’s yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.
- 23 **GREENBELT SPORTS** – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.
- 24 **UP-AND-COMERS** – Up-and-Comers is a stopover for young, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.
- 25 **COUNTRY CASUALS** – There’s a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.
- 26 **THE COSMOPOLITANS** – Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America’s fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- 27 **MIDDLEBURG MANAGERS** – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today segment residents tend to be middle-class and over 55 years old with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

Brief Segment Descriptions

- 28 **TRADITIONAL TIMES** – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they're big travelers, especially in recreational vehicles and campers.
- 29 **AMERICAN DREAMS** – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.
- 30 **SUBURBAN SPRAWL** – Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.
- 31 **URBAN ACHIEVERS** – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.
- 32 **NEW HOMESTEADERS** – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
- 33 **BIG SKY FAMILIES** – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
- 34 **WHITE PICKET FENCES** – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

Brief Segment Descriptions

- 35 **BOOMTOWN SINGLES** – Affordable housing, abundant entry-level jobs and a thriving singles scene— all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.
- 36 **BLUE-CHIP BLUES** – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment’s aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.
- 37 **MAYBERRY-VILLE** – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.
- 38 **SIMPLE PLEASURES** – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.
- 39 **DOMESTIC DUOS** – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.
- 40 **CLOSE-IN COUPLES** – Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.
- 41 **SUNSET CITY BLUES** – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to retirement. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

Brief Segment Descriptions

- 42 **RED, WHITE & BLUES** – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.
- 43 **HEARTLANDERS** – America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.
- 44 **NEW BEGINNINGS** – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.
- 45 **BLUE HIGHWAYS** – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.
- 46 **OLD GLORIES** – Old Glories are the nation’s downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They’re among the nation’s most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.
- 47 **CITY STARTUPS** – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to twenty-somethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

Brief Segment Descriptions

- 48 **YOUNG & RUSTIC** – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation’s exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
- 49 **AMERICAN CLASSICS** – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.
- 50 **KID COUNTRY, USA** – Widely scattered throughout the nation’s heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white with an above-average concentration of Hispanics, these young working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.
- 51 **SHOTGUNS & PICKUPS** – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.
- 52 **SUBURBAN PIONEERS** – Suburban Pioneers represents one of the nation’s eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings where the jobs are blue-collar and the money is tight. What unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.
- 53 **MOBILITY BLUES** – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America’s satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.
- 54 **MULTI-CULTI MOSAIC** – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.

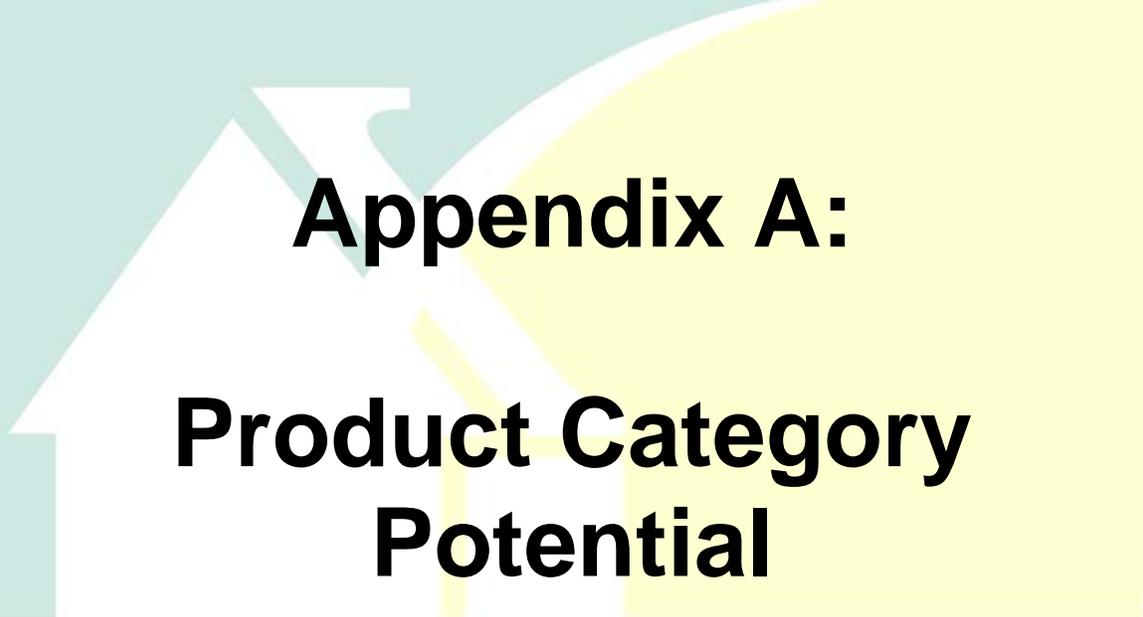
Brief Segment Descriptions

- 55 **GOLDEN PONDS** – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.
- 56 **CROSSROADS VILLAGERS** – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.
- 57 **OLD MILLTOWNS** – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.
- 58 **BACK COUNTRY FOLKS** – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
- 59 **URBAN ELDERS** – For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- 60 **PARK BENCH SENIORS** – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.
- 61 **CITY ROOTS** – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

Brief Segment Descriptions

- 62 **HOMETOWN RETIRED** – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.
- 63 **FAMILY THRIFTS** – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.
- 64 **BEDROCK AMERICA** – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation’s heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.
- 65 **BIG CITY BLUES** – With a population that’s half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it’s also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40% haven’t finished high school.
- 66 **LOW-RISE LIVING** – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then, less than a quarter of residents can afford to own real estate.

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Appendix A:
**Product Category
Potential**

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Category Totals	15 Min Drive Time	Atascadero	San Luis Obispo
Food at Home	\$147,056,090	\$57,068,830	\$534,027,850
Food Away from Home	\$114,475,900	\$45,816,100	\$437,043,550
Alcoholic Beverages	\$27,932,230	\$11,158,880	\$110,303,390
Smoking Products & Supplies	\$19,263,620	\$7,821,700	\$68,157,310
Personal Care Products & Services	\$21,512,310	\$8,554,680	\$81,253,000
Day Care	\$8,500,750	\$3,132,660	\$29,335,910
Household Furnishings & Services	\$162,317,930	\$64,623,850	\$614,075,060
Housing Expenses	\$28,619,860	\$11,289,090	\$107,539,970
Apparel	\$104,313,120	\$40,964,530	\$390,896,560
Sports & Recreation	\$33,908,860	\$13,257,370	\$126,278,090
Miscellaneous	\$75,613,940	\$30,045,070	\$289,665,380
Education	\$27,329,960	\$11,045,840	\$129,383,390
Automotive	\$240,369,300	\$94,104,210	\$904,477,230
Health Care	\$88,766,980	\$34,471,770	\$340,243,430
TOTAL	\$1,099,980,850	\$433,354,580	\$4,162,680,120

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Food at Home	15 Min Drive Time	Atascadero	San Luis Obispo
Cereals & Cereal Products	\$7,875,070	\$3,019,860	\$28,306,900
Cereals	\$4,474,800	\$1,732,710	\$16,006,010
Rice	\$737,370	\$267,520	\$2,721,190
Pasta, Cornmeal, and Other	\$1,421,070	\$548,360	\$5,137,520
Flour	\$1,241,830	\$471,270	\$4,442,180
Bakery Products	\$14,936,160	\$5,814,680	\$54,212,610
Cookies	\$2,116,900	\$825,720	\$7,683,190
Crackers	\$1,267,180	\$501,580	\$4,624,260
Bread Products	\$11,552,080	\$4,487,380	\$41,905,160
Fish & Seafood	\$2,813,880	\$1,095,470	\$10,242,890
Canned Fish	\$691,590	\$269,660	\$2,559,020
Frozen Fish	\$897,020	\$349,470	\$3,275,590
Fresh Fish	\$1,225,270	\$476,340	\$4,408,280
Meats & Poultry	\$26,020,230	\$9,931,190	\$93,343,090
Meats	\$18,196,530	\$6,949,220	\$65,332,110
Poultry	\$7,823,700	\$2,981,970	\$28,010,980
Juices	\$4,177,020	\$1,613,440	\$15,292,720
Frozen Juices	\$620,130	\$242,580	\$2,260,040
Other Juices	\$3,556,890	\$1,370,860	\$13,032,680
Fruits & Vegetables	\$17,960,920	\$6,928,300	\$66,179,410
Fresh Fruits & Vegetables	\$13,217,250	\$5,078,620	\$48,894,660
Frozen Fruits & Vegetables	\$1,530,790	\$603,490	\$5,502,140
Canned Fruits & Vegetables	\$2,480,890	\$968,040	\$9,074,250
Other Vegetables	\$731,990	\$278,150	\$2,708,360
Dairy Products	\$15,972,770	\$6,211,230	\$57,908,440
Eggs	\$1,793,080	\$674,230	\$6,564,810
Fresh Whole Milk All Types	\$3,679,120	\$1,408,870	\$13,282,320
Cream	\$453,280	\$177,930	\$1,662,690
Butter & Margarine	\$1,285,750	\$503,920	\$4,648,930
Cheese	\$4,407,550	\$1,733,760	\$15,949,160
Ice Cream Related Products	\$2,864,090	\$1,126,020	\$10,411,570
Other Dairy Products	\$1,489,900	\$586,500	\$5,388,960
Sugar & Other Sweets	\$10,579,080	\$4,142,060	\$38,545,150
Candy & Chewing Gum	\$7,005,730	\$2,754,500	\$25,531,460
Jams, Jellies, and Preserves	\$1,893,940	\$744,960	\$6,907,090
Sugar & Artificial Sweeteners	\$1,679,410	\$642,600	\$6,106,600
Fats & Oils	\$1,351,860	\$525,790	\$4,910,960
Fats & Oil Products	\$520,730	\$197,940	\$1,882,290
Non-Dairy Cream	\$414,450	\$164,070	\$1,525,400
Peanut Butter	\$416,680	\$163,780	\$1,503,270
Non-Alcoholic Beverages	\$15,223,420	\$5,938,600	\$55,596,800
Coffee	\$2,765,480	\$1,085,560	\$10,177,840
Non-Carbonated Beverages	\$3,857,390	\$1,500,180	\$14,071,500
Carbonated Beverages	\$7,755,690	\$3,021,970	\$28,215,170
Tea	\$844,860	\$330,890	\$3,132,290

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

	15 Min Drive Time	Atascadero	San Luis Obispo
Food at Home			
Prepared Foods	\$30,145,680	\$11,848,210	\$109,488,880
Canned / Packaged Soup	\$2,219,400	\$869,120	\$8,194,020
Frozen Meals	\$1,634,980	\$658,290	\$6,164,120
Frozen Prepared Food	\$4,094,540	\$1,633,070	\$14,828,150
Potato Chips & Other Snacks	\$4,796,640	\$1,895,230	\$17,234,930
Nuts	\$1,297,500	\$516,330	\$4,844,120
Salt & Other Seasonings	\$1,319,390	\$513,500	\$4,859,260
Sauces & Gravies	\$2,481,060	\$981,280	\$9,024,850
Prepared Salads	\$850,840	\$343,280	\$3,145,430
Baby Food	\$1,722,660	\$630,380	\$5,364,210
Condiments	\$3,923,600	\$1,552,620	\$14,331,590
Miscellaneous Prepared Food	\$5,805,070	\$2,255,110	\$21,498,200
Housekeeping Supplies	\$8,895,530	\$3,490,840	\$32,243,300
Soaps & Detergents	\$1,017,960	\$389,110	\$3,646,170
Other Laundry & Cleaning Products	\$1,025,440	\$396,710	\$3,767,520
Paper Towels & Napkins	\$2,743,220	\$1,064,640	\$9,950,310
Miscellaneous Housekeeping Products	\$4,108,910	\$1,640,380	\$14,879,300
Food Away From Home			
	15 Min Drive Time	Atascadero	San Luis Obispo
Lunch	\$34,265,630	\$13,603,310	\$130,215,270
Lunch Fast Food	\$20,663,380	\$8,146,820	\$77,548,140
Lunch Full Service	\$13,602,250	\$5,456,490	\$52,667,130
Dinner	\$33,113,780	\$13,364,320	\$126,640,940
Dinner Fast Food	\$10,185,800	\$4,026,010	\$37,282,860
Dinner Full Service	\$22,927,980	\$9,338,310	\$89,358,080
Breakfast & Brunch	\$9,175,750	\$3,631,590	\$34,803,060
Breakfast & Brunch Fast Food	\$4,550,690	\$1,765,610	\$17,070,180
Breakfast & Brunch Full Service	\$4,625,060	\$1,865,980	\$17,732,880
Other	\$37,920,740	\$15,216,880	\$145,384,280
Snacks & Non-Alcoholic Beverages	\$10,702,270	\$4,265,750	\$40,432,550
Catered Affairs	\$2,025,040	\$822,800	\$7,637,240
Food & Non-Alcoholic Beverages on Trips	\$25,193,430	\$10,128,330	\$97,314,490
Alcoholic Beverages			
	15 Min Drive Time	Atascadero	San Luis Obispo
Alcoholic Beverages at Home	\$19,615,670	\$7,765,690	\$76,607,210
Beer & Ale at Home	\$13,145,780	\$5,133,620	\$50,308,310
Whiskey at Home	\$1,345,900	\$559,430	\$5,061,760
Wine at Home	\$3,138,240	\$1,258,470	\$13,469,400
Other Alcoholic Beverages at Home	\$1,985,750	\$814,170	\$7,767,740
Alcoholic Beverages Away from Home	\$8,316,560	\$3,393,190	\$33,696,180
Beer & Ale Away from Home	\$1,210,440	\$488,240	\$4,736,020
Wine Away from Home	\$414,000	\$165,010	\$1,677,880
Other Alcoholic Beverages Away from Home	\$613,150	\$246,330	\$2,463,470

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

	15 Min Drive Time	Atascadero	San Luis Obispo
Alcoholic Beverages			
Alcohol at Restaurants & Etc.	\$6,078,970	\$2,493,610	\$24,818,810
Smoking Products & Supplies			
Cigarettes	\$17,834,040	\$7,240,550	\$62,717,310
Cigars, Pipes, and Other Tobacco Products	\$1,429,580	\$581,150	\$5,440,000
Personal Care Products & Services			
Services	\$9,804,630	\$3,916,390	\$36,971,520
Products	\$11,707,680	\$4,638,290	\$44,281,480
Hair Care Products	\$3,326,720	\$1,309,900	\$12,441,220
Non-Electric Articles for Hair	\$382,940	\$150,580	\$1,443,410
Oral Hygiene Products & Articles	\$1,569,290	\$617,950	\$5,957,720
Shaving Needs	\$944,000	\$378,240	\$3,551,460
Cosmetics, Perfume, and Bath	\$3,551,520	\$1,412,020	\$13,539,370
Deodorant & Feminine Hygiene Products	\$1,709,890	\$679,240	\$6,511,090
Electric Personal Care Appliances	\$202,560	\$81,630	\$765,490
Wigs & Hairpieces	\$20,760	\$8,730	\$71,720
Day Care			
Babysitting & Child Care	\$1,327,180	\$462,850	\$4,469,250
Day Care, Nursery, and Pre-School	\$5,710,450	\$2,145,990	\$18,757,790
Eldercare	\$1,463,120	\$523,820	\$6,108,870
Household Furnishings & Services			
Household Services	\$11,452,560	\$4,607,050	\$44,666,780
Domestic Service	\$3,794,660	\$1,488,760	\$15,005,140
Gardening & Lawn Service	\$3,245,660	\$1,285,780	\$12,612,890
Miscellaneous Home Services	\$544,690	\$217,320	\$2,054,880
Termite & Pest Control Services	\$530,520	\$218,880	\$1,983,010
Moving, Storage, and Frieght	\$3,337,030	\$1,396,310	\$13,010,860
Domestic Textiles	\$5,544,440	\$2,211,450	\$21,324,480
Bathroom Linens	\$1,353,840	\$541,860	\$5,289,360
Bedroom Linens	\$4,190,600	\$1,669,590	\$16,035,120
Window & Furniture Covers	\$7,860,340	\$3,070,250	\$30,232,470
Kitchen & Dining Room Linens	\$273,590	\$107,530	\$1,051,780
Other Linens	\$177,410	\$68,290	\$691,180
Curtains & Drapes	\$2,162,390	\$841,740	\$8,271,780
Slipcovers & Decorative Pillows	\$247,690	\$100,660	\$927,080
Sewing Materials	\$1,220,460	\$480,620	\$4,574,020
Window Coverings	\$521,920	\$205,640	\$2,006,530
Non-Permanent Floor Coverings	\$971,580	\$374,480	\$3,806,920

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Household Furnishings & Services	15 Min Drive Time	Atascadero	San Luis Obispo
Other Household Decorative Items	\$2,285,300	\$891,290	\$8,903,180
Bedroom Furniture	\$5,517,950	\$2,180,000	\$20,697,460
Mattress Springs	\$2,526,550	\$1,000,810	\$9,503,970
Other Bedroom Furniture	\$2,991,400	\$1,179,190	\$11,193,490
Living & Dining Room Furniture	\$8,910,740	\$3,476,170	\$33,916,700
Living Room Chairs	\$1,922,470	\$747,120	\$7,394,580
Living Room Tables	\$831,620	\$326,020	\$3,223,420
Sofas	\$3,998,150	\$1,580,240	\$15,019,990
Kitchen & Dining Room Furniture	\$2,158,500	\$822,790	\$8,278,710
Other Furniture	\$5,741,030	\$2,253,190	\$21,624,910
Infants Furniture	\$314,920	\$119,790	\$1,149,910
Patio, Porch, and Outdoor Furniture	\$862,190	\$331,290	\$3,254,360
Other Living & Family Room Furniture	\$2,645,360	\$1,041,820	\$9,948,170
Office Furniture & Equipment Home	\$710,620	\$284,680	\$2,655,760
Rental Office Furniture & Equipment Home	\$299,830	\$120,670	\$1,150,070
Infants Equipment	\$178,640	\$68,970	\$638,610
Lamps & Lighting Fixtures	\$520,110	\$203,940	\$2,034,200
Closet & Storage Items	\$209,360	\$82,030	\$793,830
Major Household Appliances	\$8,380,990	\$3,331,280	\$31,003,360
Purchase & Install Window AC	\$348,260	\$137,120	\$1,317,900
Purchase & Install Refrigerator Freezer	\$2,213,170	\$877,380	\$8,102,160
Purchase & Install Clothes Washer	\$1,012,660	\$401,740	\$3,731,430
Purchase & Install Clothes Dryer	\$693,440	\$275,770	\$2,549,620
Purchase & Install Stoves & Ovens	\$1,283,590	\$511,900	\$4,707,110
Purchase & Install Microwave Ovens	\$379,310	\$150,520	\$1,431,290
Purchase & Install Dishwashers	\$744,680	\$299,300	\$2,751,510
Repair of Household Appliances	\$926,230	\$369,170	\$3,483,080
Sewing Machines	\$158,030	\$64,020	\$574,540
Electric Floor Cleaning Equipment	\$621,620	\$244,360	\$2,354,720
Small Appliances & Housewares	\$18,101,520	\$7,210,060	\$69,189,970
Small Electric Kitchen Appliances	\$1,203,940	\$477,370	\$4,590,370
Portable Heating & Cooling Equipment	\$308,740	\$122,310	\$1,184,380
Plastic Dinnerware	\$557,300	\$221,710	\$2,184,500
China & Other Dinnerware	\$2,692,450	\$1,068,090	\$10,314,020
Flatware	\$979,950	\$385,530	\$3,861,790
Glassware	\$1,630,420	\$647,140	\$6,256,500
Serving Pieces	\$494,310	\$193,720	\$1,946,650
Non-Electric Cookware	\$3,553,210	\$1,418,710	\$13,493,550
Clocks	\$147,940	\$57,090	\$613,860
Smoke Alarm	\$33,030	\$12,330	\$116,280
Miscellaneous Household Items	\$6,500,230	\$2,606,060	\$24,628,070
Miscellaneous Household Equipment	\$13,513,820	\$5,402,980	\$50,122,810
Power Tools	\$2,095,570	\$847,390	\$7,657,390
Non-Power Hand Tools	\$900,780	\$362,260	\$3,306,290
Fresh Flowers & Potted Plants	\$4,743,790	\$1,904,190	\$18,076,290

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Household Furnishings & Services	15 Min Drive Time	Atascadero	San Luis Obispo
Outdoor Equipment	\$240,510	\$96,980	\$880,680
Lawn & Garden Supplies	\$3,485,750	\$1,380,640	\$12,831,690
Rental & Repair of Lawn Mowing Equipment	\$216,610	\$85,980	\$806,850
Yard Machinery Power & Non-Power	\$1,830,810	\$725,540	\$6,563,620
Household Repairs	\$31,626,600	\$12,695,750	\$116,188,760
Wall to Wall Carpet	\$3,782,890	\$1,535,620	\$13,759,870
Heat, AC, Electric Labor & Materials	\$3,653,560	\$1,436,860	\$13,609,670
Plumbing & Water Heater Labor & Materials	\$1,754,080	\$684,610	\$6,614,600
Electrical Supplies & Heating & Cooling Equipment	\$123,170	\$49,660	\$430,170
Construction Materials	\$563,720	\$224,830	\$1,960,250
Hard Surface Floor Labor & Materials	\$646,480	\$257,170	\$2,305,940
Floor Repair & Replacement Materials	\$157,960	\$64,160	\$558,580
Patio, Masonry, and etc. Materials	\$50,130	\$19,790	\$169,900
Landscaping Materials	\$115,410	\$45,760	\$432,830
Remodeling & Maintenance Repair Materials	\$357,160	\$139,300	\$1,259,560
Paint & Wallpaper Supplies & Equipment	\$890,480	\$339,680	\$3,397,770
Paneling, Roofing, and Siding Materials	\$1,052,680	\$415,100	\$3,713,230
Plumbing Supplies & Equipment	\$319,880	\$124,000	\$1,161,150
Security System Management Fees	\$477,970	\$186,400	\$1,857,800
Miscellaneous Household Repairs	\$32,290	\$12,720	\$123,400
Miscellaneous Equipment & Hardware	\$6,120	\$2,400	\$22,930
Capital Improvements Material	\$3,220,160	\$1,340,100	\$11,315,770
Capital Improvements Labor	\$9,923,430	\$4,030,180	\$36,723,880
Roofing & Gutters Labor & Materials	\$3,464,860	\$1,376,790	\$12,814,840
Painting & Papering Labor & Materials	\$1,034,170	\$410,620	\$3,956,620
TV, Radio, and Sound Equipment	\$45,667,940	\$18,185,670	\$175,107,360
Comm Antenna or Cable TV	\$10,744,660	\$4,314,990	\$40,324,920
Color TVs All	\$3,817,640	\$1,503,450	\$14,696,370
VCRs & Video Disc Players	\$1,027,530	\$410,700	\$3,868,360
Radios	\$1,007,830	\$398,230	\$3,822,860
Sound Components & Component System	\$4,642,540	\$1,799,420	\$18,130,240
Record, Tape, CD, or Video Mail Order	\$4,383,000	\$1,758,840	\$17,544,210
Purchased CD or Tape not Club	\$693,130	\$278,820	\$2,724,520
Video Cassettes, Tapes, Discs	\$1,337,580	\$539,430	\$5,157,410
Computer Software Accessories Home Use	\$1,210,550	\$493,080	\$4,644,170
Computer Hardware Home Use	\$11,343,010	\$4,530,550	\$43,392,950
Repair Computer System Home Use	\$147,270	\$58,730	\$564,440
Calculator or Other Office Machine Home Use	\$131,330	\$51,460	\$530,260
Rental Video Cassette Tapes	\$2,389,910	\$946,230	\$9,136,200
Telephone Answering Devices	\$74,580	\$30,070	\$290,860
Telephone Accessories	\$842,040	\$334,230	\$3,247,840
Video Games Hardware & Software	\$814,630	\$316,550	\$2,972,260
Repair of TV, Radio, or Sound Equipment	\$1,019,490	\$404,900	\$3,906,870
Rental of Home Electronic Equipment	\$41,220	\$15,990	\$152,620

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Housing Expenses	15 Min Drive Time	Atascadero	San Luis Obispo
Fuels & Utilities	\$2,734,550	\$1,023,340	\$9,434,100
Fuel Oil	\$1,289,830	\$496,650	\$4,814,030
Gas Bottled or Tank	\$1,195,080	\$430,090	\$3,744,110
Other Home Heating Fuels	\$249,640	\$96,600	\$875,960
Telephone Services	\$25,885,310	\$10,265,750	\$98,105,870
Telephone Service Excluding Mobile Phone	\$12,302,930	\$4,820,330	\$46,150,030
Telephone Service For Mobile Phone	\$13,582,380	\$5,445,420	\$51,955,840
Apparel	15 Min Drive Time	Atascadero	San Luis Obispo
Women's Apparel	\$30,217,440	\$12,109,390	\$114,731,650
Women's Coats & Jackets	\$4,269,230	\$1,713,410	\$16,091,610
Women's Dresses	\$1,489,570	\$591,750	\$5,686,720
Women's Sport Coats & Tailored Jackets	\$633,210	\$251,390	\$2,408,700
Women's Vests & Sweaters	\$1,901,250	\$761,230	\$7,252,840
Women's Shirts, Tops, and Blouses	\$5,065,460	\$2,040,620	\$19,346,220
Women's Skirts	\$1,204,380	\$481,830	\$4,565,610
Women's Pants	\$5,715,460	\$2,303,720	\$21,703,260
Women's Shorts & Shorts Sets	\$1,345,270	\$539,780	\$5,066,750
Women's Active Sportswear	\$779,790	\$311,630	\$2,965,920
Women's Sleepwear	\$738,810	\$294,650	\$2,785,580
Women's Undergarments	\$1,920,610	\$772,160	\$7,199,740
Women's Hosiery	\$997,050	\$398,830	\$3,698,820
Women's Suits	\$1,889,650	\$748,530	\$7,303,820
Women's Accessories	\$1,005,170	\$399,860	\$3,828,490
Women's Uniforms & Costumes	\$1,262,530	\$500,000	\$4,827,570
Men's Apparel	\$21,650,880	\$8,545,670	\$82,658,500
Men's Suits	\$2,173,850	\$858,950	\$8,276,880
Men's Sport Coats & Tailor Jackets	\$887,990	\$349,980	\$3,407,910
Men's Coats & Jackets	\$1,657,280	\$653,360	\$6,310,210
Men's Underwear	\$884,350	\$346,780	\$3,391,870
Men's Hosiery	\$559,220	\$221,200	\$2,114,850
Men's Nightwear & Loungewear	\$204,050	\$80,480	\$775,070
Men's Accessories	\$742,680	\$294,910	\$2,881,410
Men's Sweaters & Vests	\$777,530	\$308,800	\$3,035,440
Men's Active Sportswear	\$809,020	\$323,520	\$3,101,080
Men's Shirts	\$4,797,900	\$1,895,260	\$18,389,540
Men's Pants	\$5,889,390	\$2,319,770	\$22,371,730
Men's Shorts & Shorts Sets	\$1,351,850	\$533,230	\$5,144,940
Men's Uniforms & Costumes	\$915,770	\$359,430	\$3,457,570
Girl's Apparel	\$6,659,260	\$2,432,190	\$21,826,370
Girl's Coats & Jackets	\$283,660	\$104,190	\$924,590
Girl's Dresses & Suits	\$681,660	\$249,140	\$2,240,690
Girl's Shirts, Blouses, and Sweaters	\$1,518,110	\$557,630	\$5,005,290
Girl's Skirts & Pants	\$1,764,080	\$639,640	\$5,722,960

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Apparel	15 Min Drive Time	Atascadero	San Luis Obispo
Girl's Shorts & Shorts Sets	\$727,810	\$262,970	\$2,369,950
Girl's Active Sportswear	\$236,820	\$88,210	\$796,070
Girl's Underwear & Sleepwear	\$501,750	\$183,990	\$1,649,600
Girl's Hosiery	\$178,150	\$64,640	\$574,790
Girl's Accessories	\$97,920	\$36,380	\$335,580
Girl's Uniforms & Costumes	\$669,300	\$245,400	\$2,206,850
Boy's Apparel	\$6,241,840	\$2,295,310	\$20,014,270
Boy's Coats & Jackets	\$327,590	\$120,230	\$1,042,550
Boy's Sweaters	\$197,050	\$73,770	\$649,740
Boy's Shirts	\$1,434,450	\$531,020	\$4,611,460
Boy's Underwear	\$323,870	\$116,540	\$1,000,060
Boy's Nightwear	\$107,780	\$40,160	\$361,390
Boy's Hosiery	\$205,750	\$74,170	\$642,020
Boy's Accessories	\$86,870	\$32,570	\$289,060
Boy's Suits, Sport Coats, and Vests	\$177,150	\$65,190	\$585,560
Boy's Pants	\$2,042,720	\$748,390	\$6,517,000
Boy's Shorts & Shorts Sets	\$803,840	\$295,580	\$2,554,780
Boy's Active Sportswear	\$242,220	\$88,860	\$780,900
Boy's Uniforms & Costumes	\$292,550	\$108,830	\$979,750
Infants' Apparel	\$2,400,450	\$872,470	\$8,418,250
Infants' Coats, Jackets, and Snowsuit	\$69,050	\$25,630	\$241,400
Infants' Rompers, Dresses, and Outerwear	\$789,520	\$297,040	\$2,832,910
Infants' Undergarments	\$1,129,780	\$395,130	\$3,826,500
Infants' Sleeping Garments	\$159,710	\$60,810	\$580,740
Infants' Accessories	\$252,390	\$93,860	\$936,700
Footwear (Excl Infants')	\$12,687,550	\$4,933,180	\$45,943,550
Men's Footwear	\$4,243,330	\$1,670,320	\$15,901,100
Boy's Footwear	\$1,267,440	\$455,060	\$3,834,160
Girl's Footwear	\$1,371,220	\$487,390	\$4,209,920
Women's Footwear	\$5,805,560	\$2,320,410	\$21,998,370
Other Apparel Products & Services	\$24,455,700	\$9,776,320	\$97,303,970
Clothing Material & Pattern	\$994,030	\$392,780	\$3,708,340
Clothing Rental & Storage	\$3,203,880	\$1,267,210	\$12,255,530
Clothing Repair & Alteration	\$3,715,020	\$1,482,080	\$14,813,150
Shoe Repair & Other Shoe Service	\$93,870	\$37,250	\$360,530
Coin Operated Laundry Service	\$775,000	\$288,220	\$3,449,550
Laundry & Dry Cleaning not Coin Operated	\$1,569,610	\$655,140	\$5,969,030
Watches	\$1,894,390	\$768,100	\$7,199,160
Jewelry	\$11,707,900	\$4,684,970	\$47,539,670
Watch & Jewelry Repair	\$502,000	\$200,570	\$2,009,010
Sports & Recreation	15 Min Drive Time	Atascadero	San Luis Obispo
Recreation	\$12,843,760	\$5,047,650	\$49,239,400
Social or Recreational Civic Club Membership	\$2,770,140	\$1,090,080	\$10,991,840

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Sports & Recreation	15 Min Drive Time	Atascadero	San Luis Obispo
Fees for Participant Sports	\$2,314,350	\$920,500	\$8,845,980
Admission to Sporting Events	\$2,723,520	\$1,088,030	\$10,556,090
Fees for Recreational Lessons	\$2,572,680	\$967,870	\$9,131,920
Music Instruments & Accessories	\$1,099,980	\$434,830	\$4,303,890
Rental & Repair Musical Instruments	\$53,950	\$20,170	\$207,680
Admission Fees for Entertainment	\$1,309,140	\$526,170	\$5,202,000
Sports Equipment	\$21,065,100	\$8,209,720	\$77,038,690
General Sports & Exercise Equipment	\$3,967,550	\$1,556,160	\$14,882,090
Bicycles	\$1,134,960	\$445,190	\$4,130,130
Camping Equipment	\$462,410	\$181,200	\$1,661,960
Hunting Fishing Equipment	\$807,160	\$322,160	\$3,062,740
Winter Sport Equipment	\$522,620	\$203,140	\$1,984,110
Water Sport Equipment	\$649,340	\$257,760	\$2,546,110
Playground Equipment	\$544,400	\$205,690	\$1,986,020
Other Sports Equipment	\$1,311,210	\$517,030	\$5,294,560
Toys, Games, Hobbies, and Tricycles	\$11,665,450	\$4,521,390	\$41,490,970
Miscellaneous	15 Min Drive Time	Atascadero	San Luis Obispo
Photographic Equipment & Supplies	\$3,240,010	\$1,301,740	\$11,999,510
Film	\$782,060	\$313,130	\$2,878,140
Film Processing	\$1,057,030	\$426,020	\$3,969,280
Photographic Equipment	\$1,400,920	\$562,590	\$5,152,090
Pet Expenses	\$12,586,120	\$4,843,270	\$46,224,130
Pet Food	\$6,758,460	\$2,523,280	\$24,624,560
Pet Supplies & Medicine	\$840,820	\$317,250	\$3,126,800
Pet Services	\$216,360	\$85,390	\$816,710
Vetrinarian Services	\$4,770,480	\$1,917,350	\$17,656,060
Reading Materials	\$14,578,550	\$5,903,170	\$58,071,710
Books not Through Book Club	\$4,341,210	\$1,759,040	\$16,754,320
Books Through Book Club	\$5,435,700	\$2,200,220	\$21,728,600
Newspapers Single Copy & Subscriptions	\$4,250,790	\$1,720,230	\$17,467,780
Magazines Single Copy & Subscriptions	\$550,850	\$223,680	\$2,121,010
Travel	\$36,313,730	\$14,506,050	\$141,126,730
Airline Fares on Trips	\$12,901,310	\$5,122,610	\$50,300,310
Intercity Bus Fares on Trips	\$584,100	\$232,300	\$2,334,270
Local Transportation on Trips	\$2,326,880	\$919,450	\$9,214,480
Intercity Train Fares on Trips	\$228,320	\$94,560	\$880,090
Ship Fares on Trips	\$783,540	\$313,680	\$3,067,730
Travel Items & Luggage	\$1,252,000	\$505,100	\$4,825,130
Entertainment Expense on Trips	\$9,634,830	\$3,907,460	\$37,184,410
Lodging While on Trips	\$8,602,750	\$3,410,890	\$33,320,310

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Education	15 Min Drive Time	Atascadero	San Luis Obispo
Room & Board	\$1,845,810	\$757,820	\$8,684,500
Board	\$1,695,420	\$696,110	\$7,836,550
Housing While Attending School	\$150,390	\$61,710	\$847,950
Tuition & School Supplies	\$25,484,150	\$10,288,020	\$120,698,890
College Tuition	\$15,048,880	\$6,243,960	\$73,374,710
Elementary & High School Tuition	\$3,660,250	\$1,314,980	\$13,548,920
Other School Tuition	\$1,034,150	\$400,580	\$4,224,830
School Books, Supplies, and Equipment for College	\$4,158,410	\$1,736,670	\$24,208,190
School Books, Supplies, and Equipment non College	\$1,582,460	\$591,830	\$5,342,240
Automotive	15 Min Drive Time	Atascadero	San Luis Obispo
Transportation	\$36,911,360	\$14,479,120	\$139,012,320
Towing Charges	\$159,060	\$64,970	\$632,910
Gasoline	\$36,400,840	\$14,275,050	\$137,099,130
Diesel Fuel	\$351,460	\$139,100	\$1,280,280
New Automobiles, Trucks, and Vans	\$73,891,980	\$29,035,580	\$276,171,340
New Cars	\$22,358,400	\$8,894,990	\$84,198,170
New Car Lease	\$13,575,960	\$5,530,120	\$53,269,730
New Trucks & Vans	\$36,005,370	\$13,777,800	\$131,552,510
New Motorcycles	\$1,952,250	\$832,670	\$7,150,930
Used Vehicles	\$70,662,500	\$27,221,180	\$265,779,420
Used Cars	\$27,665,130	\$10,898,070	\$104,890,930
Used Trucks & Vans	\$40,460,290	\$15,294,150	\$151,605,510
Used Motorcycles	\$2,537,080	\$1,028,960	\$9,282,980
Boats	\$10,598,820	\$4,096,350	\$38,911,180
Rented Vehicles	\$4,691,130	\$1,943,420	\$19,046,080
Auto Rental	\$3,805,440	\$1,580,620	\$15,682,660
Vehicle Rentals non Auto	\$885,690	\$362,800	\$3,363,420
Automotive Maintenance, Repair and Other	\$43,613,510	\$17,328,560	\$165,556,890
Motor Oil	\$884,170	\$348,810	\$3,333,840
Vehicle Audio Equipment	\$459,890	\$182,330	\$1,752,100
Miscellaneous Auto Repair Svcs	\$2,397,790	\$945,900	\$9,109,940
Tire Repair & Other Repair Work	\$2,270,540	\$909,280	\$8,572,520
Minor Automobile Parts & Accessories	\$4,632,560	\$1,838,730	\$17,373,730
Automobile Service Clubs	\$368,500	\$145,430	\$1,410,020
Add Coolant, Brake, and Transmission Fluid	\$284,660	\$112,910	\$1,063,860
Tires Purchased, Replaced, and Installed	\$5,882,910	\$2,340,440	\$22,308,000
Body Work, Painting, and Upholstry	\$1,876,660	\$733,260	\$7,285,480
Repair to Steering or Front End	\$1,076,970	\$427,340	\$4,095,330
Front End Alignment, Wheel Balance, Rotate	\$808,110	\$320,830	\$3,082,600
Repair to Engine Cooling System	\$1,115,000	\$442,520	\$4,256,510
Motor Tune Up	\$2,546,380	\$1,011,260	\$9,724,830
Lube, Oil & Filter Change	\$4,464,500	\$1,780,430	\$16,961,930
Shock Absorber Replacement	\$303,830	\$120,000	\$1,165,550

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/16/2006

Automotive	15 Min Drive Time	Atascadero	San Luis Obispo
Exhaust System Repair	\$848,700	\$338,780	\$3,209,230
Electrical System Repair	\$2,020,540	\$799,850	\$7,725,550
Motor Repair & Replacement	\$4,995,320	\$1,983,840	\$19,008,110
Brake Work	\$2,899,340	\$1,156,090	\$11,013,410
Clutch & Transmission Repair	\$3,156,210	\$1,264,500	\$11,876,140
Drive Shaft & Rear End Repair	\$320,930	\$126,030	\$1,228,210
	15 Min Drive Time	Atascadero	San Luis Obispo
Health Care			
Medical Services	\$39,434,490	\$15,531,920	\$149,573,220
Eye Care Services	\$2,941,610	\$1,165,950	\$11,272,260
Dental Services	\$14,080,040	\$5,542,750	\$53,413,830
Specialists Services	\$3,637,650	\$1,441,240	\$13,674,260
Physicians Services	\$10,544,220	\$4,162,100	\$39,969,840
Lab Tests & X Rays	\$2,274,550	\$905,340	\$8,644,810
Hospital Room	\$1,346,380	\$523,450	\$5,268,650
Hospital Service Other than Room	\$3,360,820	\$1,310,860	\$12,318,710
Care in Nursing Home	\$707,300	\$261,080	\$3,033,930
Other Medical Care Services	\$541,920	\$219,150	\$1,976,930
Drugs	\$45,808,740	\$17,543,730	\$177,494,650
Non-Prescription Drugs	\$3,761,020	\$1,462,130	\$14,050,020
Vitamins & Vitamin Supplements	\$2,267,680	\$880,870	\$8,596,780
Prescription Drugs	\$39,780,040	\$15,200,730	\$154,847,850
Medical Supplies	\$3,523,750	\$1,396,120	\$13,175,560
Eyeglasses & Contact Lenses	\$2,297,170	\$920,140	\$8,446,810
Hearing Aids	\$371,750	\$136,940	\$1,492,020
Topicals & Dressings	\$623,130	\$250,640	\$2,318,940
Purchase or Rent Medical & Surgical Equip.	\$231,700	\$88,400	\$917,790

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Category Totals

Templeton

Food at Home	\$10,521,890
Food Away from Home	\$8,006,500
Alcoholic Beverages	\$1,917,780
Smoking Products & Supplies	\$1,230,400
Personal Care Products & Services	\$1,506,870
Day Care	\$692,910
Household Furnishings & Services	\$11,620,260
Housing Expenses	\$1,994,270
Apparel	\$7,620,120
Sports & Recreation	\$2,555,820
Miscellaneous	\$5,367,100
Education	\$2,186,900
Automotive	\$17,445,720
Health Care	\$5,975,830
TOTAL	\$78,642,370

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Food at Home

Templeton

Cereals & Cereal Products	\$574,460
Cereals	\$330,990
Rice	\$51,610
Pasta, Cornmeal, and Other	\$102,780
Flour	\$89,080
Bakery Products	\$1,077,600
Cookies	\$153,840
Crackers	\$91,700
Bread Products	\$832,060
Fish & Seafood	\$200,280
Canned Fish	\$47,670
Frozen Fish	\$63,720
Fresh Fish	\$88,890
Meats & Poultry	\$1,850,290
Meats	\$1,286,820
Poultry	\$563,470
Juices	\$297,960
Frozen Juices	\$44,760
Other Juices	\$253,200
Fruits & Vegetables	\$1,252,930
Fresh Fruits & Vegetables	\$915,980
Frozen Fruits & Vegetables	\$112,300
Canned Fruits & Vegetables	\$174,450
Other Vegetables	\$50,200
Dairy Products	\$1,144,780
Eggs	\$122,000
Fresh Whole Milk All Types	\$263,940
Cream	\$32,000
Butter & Margarine	\$91,940
Cheese	\$318,410
Ice Cream Related Products	\$207,580
Other Dairy Products	\$108,910
Sugar & Other Sweets	\$764,000
Candy & Chewing Gum	\$510,900
Jams, Jellies, and Preserves	\$136,020
Sugar & Artificial Sweeteners	\$117,080
Fats & Oils	\$96,030
Fats & Oil Products	\$36,560
Non-Dairy Cream	\$28,980
Peanut Butter	\$30,490
Non-Alcoholic Beverages	\$1,080,280
Coffee	\$192,240
Non-Carbonated Beverages	\$278,280
Carbonated Beverages	\$550,640
Tea	\$59,120

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Food at Home

Templeton

Prepared Foods	\$2,183,280
Canned / Packaged Soup	\$155,420
Frozen Meals	\$112,030
Frozen Prepared Food	\$302,860
Potato Chips & Other Snacks	\$357,300
Nuts	\$90,130
Salt & Other Seasonings	\$92,130
Sauces & Gravies	\$180,060
Prepared Salads	\$60,290
Baby Food	\$147,530
Condiments	\$279,080
Miscellaneous Prepared Food	\$406,450
Housekeeping Supplies	\$643,050
Soaps & Detergents	\$72,290
Other Laundry & Cleaning Products	\$73,690
Paper Towels & Napkins	\$195,080
Miscellaneous Housekeeping Products	\$301,990

Food Away From Home

Templeton

Lunch	\$2,389,120
Lunch Fast Food	\$1,456,660
Lunch Full Service	\$932,460
Dinner	\$2,337,680
Dinner Fast Food	\$747,890
Dinner Full Service	\$1,589,790
Breakfast & Brunch	\$630,990
Breakfast & Brunch Fast Food	\$315,480
Breakfast & Brunch Full Service	\$315,510
Other	\$2,648,710
Snacks & Non-Alcoholic Beverages	\$754,440
Catered Affairs	\$145,850
Food & Non-Alcoholic Beverages on Trips	\$1,748,420

Alcoholic Beverages

Templeton

Alcoholic Beverages at Home	\$1,358,280
Beer & Ale at Home	\$880,680
Whiskey at Home	\$88,620
Wine at Home	\$247,760
Other Alcoholic Beverages at Home	\$141,220
Alcoholic Beverages Away from Home	\$559,500
Beer & Ale Away from Home	\$86,170
Wine Away from Home	\$30,420
Other Alcoholic Beverages Away from Home	\$44,790

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Alcoholic Beverages

Templeton

Alcohol at Restaurants & Etc.

\$398,120

Smoking Products & Supplies

Templeton

Cigarettes

\$1,132,780

Cigars, Pipes, and Other Tobacco Products

\$97,620

Personal Care Products & Services

Templeton

Services

\$702,940

Products

\$803,930

Hair Care Products

\$226,680

Non-Electric Articles for Hair

\$26,490

Oral Hygiene Products & Articles

\$106,690

Shaving Needs

\$65,300

Cosmetics, Perfume, and Bath

\$243,930

Deodorant & Feminine Hygiene Products

\$118,330

Electric Personal Care Appliances

\$14,910

Wigs & Hairpieces

\$1,600

Day Care

Templeton

Babysitting & Child Care

\$111,580

Day Care, Nursery, and Pre-School

\$496,250

Eldercare

\$85,080

Household Furnishings & Services

Templeton

Household Services

\$760,600

Domestic Service

\$261,630

Gardening & Lawn Service

\$214,860

Miscellaneous Home Services

\$38,390

Termite & Pest Control Services

\$35,680

Moving, Storage, and Freight

\$210,040

Domestic Textiles

\$392,460

Bathroom Linens

\$93,520

Bedroom Linens

\$298,940

Window & Furniture Covers

\$564,280

Kitchen & Dining Room Linens

\$19,660

Other Linens

\$12,610

Curtains & Drapes

\$156,440

Slipcovers & Decorative Pillows

\$19,260

Sewing Materials

\$90,150

Window Coverings

\$36,580

Non-Permanent Floor Coverings

\$68,550

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Household Furnishings & Services

Templeton

Other Household Decorative Items	\$161,030
Bedroom Furniture	\$402,290
Mattress Springs	\$177,970
Other Bedroom Furniture	\$224,320
Living & Dining Room Furniture	\$643,310
Living Room Chairs	\$135,300
Living Room Tables	\$58,130
Sofas	\$291,540
Kitchen & Dining Room Furniture	\$158,340
Other Furniture	\$420,280
Infants Furniture	\$23,090
Patio, Porch, and Outdoor Furniture	\$64,790
Other Living & Family Room Furniture	\$195,230
Office Furniture & Equipment Home	\$52,680
Rental Office Furniture & Equipment Home	\$19,820
Infants Equipment	\$13,190
Lamps & Lighting Fixtures	\$36,220
Closet & Storage Items	\$15,260
Major Household Appliances	\$608,470
Purchase & Install Window AC	\$24,190
Purchase & Install Refrigerator Freezer	\$163,630
Purchase & Install Clothes Washer	\$72,830
Purchase & Install Clothes Dryer	\$50,680
Purchase & Install Stoves & Ovens	\$95,160
Purchase & Install Microwave Ovens	\$26,670
Purchase & Install Dishwashers	\$55,170
Repair of Household Appliances	\$65,830
Sewing Machines	\$11,070
Electric Floor Cleaning Equipment	\$43,240
Small Appliances & Housewares	\$1,261,380
Small Electric Kitchen Appliances	\$82,750
Portable Heating & Cooling Equipment	\$20,970
Plastic Dinnerware	\$39,310
China & Other Dinnerware	\$185,410
Flatware	\$69,860
Glassware	\$112,670
Serving Pieces	\$33,980
Non-Electric Cookware	\$242,110
Clocks	\$10,280
Smoke Alarm	\$2,510
Miscellaneous Household Items	\$461,530
Miscellaneous Household Equipment	\$990,290
Power Tools	\$156,450
Non-Power Hand Tools	\$65,930
Fresh Flowers & Potted Plants	\$341,280

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Household Furnishings & Services

Templeton

Outdoor Equipment	\$18,700
Lawn & Garden Supplies	\$254,290
Rental & Repair of Lawn Mowing Equipment	\$15,390
Yard Machinery Power & Non-Power	\$138,250
Household Repairs	\$2,354,010
Wall to Wall Carpet	\$282,490
Heat, AC, Electric Labor & Materials	\$259,460
Plumbing & Water Heater Labor & Materials	\$126,260
Electrical Supplies & Heating & Cooling Equipment	\$9,560
Construction Materials	\$42,840
Hard Surface Floor Labor & Materials	\$50,470
Floor Repair & Replacement Materials	\$12,260
Patio, Masonry, and etc. Materials	\$3,840
Landscaping Materials	\$8,740
Remodeling & Maintenance Repair Materials	\$24,410
Paint & Wallpaper Supplies & Equipment	\$64,480
Paneling, Roofing, and Siding Materials	\$81,750
Plumbing Supplies & Equipment	\$23,770
Security System Management Fees	\$32,620
Miscellaneous Household Repairs	\$2,260
Miscellaneous Equipment & Hardware	\$420
Capital Improvements Material	\$252,670
Capital Improvements Labor	\$757,730
Roofing & Gutters Labor & Materials	\$243,720
Painting & Papering Labor & Materials	\$74,260
TV, Radio, and Sound Equipment	\$3,222,890
Comm Antenna or Cable TV	\$733,180
Color TVs All	\$264,250
VCRs & Video Disc Players	\$72,400
Radios	\$70,100
Sound Components & Component System	\$326,280
Record, Tape, CD, or Video Mail Order	\$309,110
Purchased CD or Tape not Club	\$49,160
Video Cassettes, Tapes, Discs	\$92,920
Computer Software Accessories Home Use	\$90,080
Computer Hardware Home Use	\$827,770
Repair Computer System Home Use	\$10,320
Calculator or Other Office Machine Home Use	\$9,520
Rental Video Cassette Tapes	\$165,540
Telephone Answering Devices	\$5,320
Telephone Accessories	\$58,870
Video Games Hardware & Software	\$63,810
Repair of TV, Radio, or Sound Equipment	\$71,820
Rental of Home Electronic Equipment	\$2,440

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Housing Expenses

Templeton

Fuels & Utilities	\$193,230
Fuel Oil	\$93,970
Gas Bottled or Tank	\$80,740
Other Home Heating Fuels	\$18,520
Telephone Services	\$1,801,040
Telephone Service Excluding Mobile Phone	\$852,750
Telephone Service For Mobile Phone	\$948,290

Apparel

Templeton

Women's Apparel	\$2,176,270
Women's Coats & Jackets	\$304,950
Women's Dresses	\$105,780
Women's Sport Coats & Tailored Jackets	\$44,770
Women's Vests & Sweaters	\$136,400
Women's Shirts, Tops, and Blouses	\$370,040
Women's Skirts	\$85,490
Women's Pants	\$416,990
Women's Shorts & Shorts Sets	\$98,010
Women's Active Sportswear	\$56,070
Women's Sleepwear	\$52,330
Women's Undergarments	\$139,860
Women's Hosiery	\$71,060
Women's Suits	\$132,070
Women's Accessories	\$71,940
Women's Uniforms & Costumes	\$90,510
Men's Apparel	\$1,539,830
Men's Suits	\$155,470
Men's Sport Coats & Tailor Jackets	\$62,970
Men's Coats & Jackets	\$117,860
Men's Underwear	\$61,930
Men's Hosiery	\$40,110
Men's Nightwear & Loungewear	\$14,470
Men's Accessories	\$53,670
Men's Sweaters & Vests	\$55,900
Men's Active Sportswear	\$59,160
Men's Shirts	\$339,190
Men's Pants	\$416,880
Men's Shorts & Shorts Sets	\$96,980
Men's Uniforms & Costumes	\$65,240
Girl's Apparel	\$565,120
Girl's Coats & Jackets	\$24,180
Girl's Dresses & Suits	\$57,890
Girl's Shirts, Blouses, and Sweaters	\$128,360
Girl's Skirts & Pants	\$150,210

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Apparel

Templeton

Girl's Shorts & Shorts Sets	\$62,090
Girl's Active Sportswear	\$19,890
Girl's Underwear & Sleepwear	\$42,300
Girl's Hosiery	\$15,190
Girl's Accessories	\$7,900
Girl's Uniforms & Costumes	\$57,110
Boy's Apparel	\$528,000
Boy's Coats & Jackets	\$28,320
Boy's Sweaters	\$16,470
Boy's Shirts	\$121,540
Boy's Underwear	\$28,300
Boy's Nightwear	\$8,920
Boy's Hosiery	\$17,760
Boy's Accessories	\$7,130
Boy's Suits, Sport Coats, and Vests	\$14,890
Boy's Pants	\$171,950
Boy's Shorts & Shorts Sets	\$68,080
Boy's Active Sportswear	\$20,710
Boy's Uniforms & Costumes	\$23,930
Infants' Apparel	\$177,260
Infants' Coats, Jackets, and Snowsuit	\$5,150
Infants' Rompers, Dresses, and Outerwear	\$57,640
Infants' Undergarments	\$85,260
Infants' Sleeping Garments	\$11,340
Infants' Accessories	\$17,870
Footwear (Excl Infants')	\$954,740
Men's Footwear	\$303,840
Boy's Footwear	\$113,080
Girl's Footwear	\$124,820
Women's Footwear	\$413,000
Other Apparel Products & Services	\$1,678,900
Clothing Material & Pattern	\$70,740
Clothing Rental & Storage	\$233,450
Clothing Repair & Alteration	\$253,450
Shoe Repair & Other Shoe Service	\$6,710
Coin Operated Laundry Service	\$35,730
Laundry & Dry Cleaning not Coin Operated	\$111,400
Watches	\$138,940
Jewelry	\$791,830
Watch & Jewelry Repair	\$36,650

Templeton

Sports & Recreation

Recreation	\$958,770
Social or Recreational Civic Club Membership	\$191,580

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Sports & Recreation

Templeton

Fees for Participant Sports	\$166,290
Admission to Sporting Events	\$202,630
Fees for Recreational Lessons	\$215,730
Music Instruments & Accessories	\$83,850
Rental & Repair Musical Instruments	\$4,440
Admission Fees for Entertainment	\$94,250
Sports Equipment	\$1,597,050
General Sports & Exercise Equipment	\$296,670
Bicycles	\$84,960
Camping Equipment	\$36,010
Hunting Fishing Equipment	\$56,470
Winter Sport Equipment	\$42,990
Water Sport Equipment	\$48,320
Playground Equipment	\$41,280
Other Sports Equipment	\$93,800
Toys, Games, Hobbies, and Tricycles	\$896,550

Miscellaneous

Templeton

Photographic Equipment & Supplies	\$246,090
Film	\$59,530
Film Processing	\$78,110
Photographic Equipment	\$108,450
Pet Expenses	\$918,460
Pet Food	\$502,330
Pet Supplies & Medicine	\$61,870
Pet Services	\$15,460
Vetrinarian Services	\$338,800
Reading Materials	\$1,033,840
Books not Through Book Club	\$295,840
Books Through Book Club	\$385,210
Newspapers Single Copy & Subscriptions	\$312,760
Magazines Single Copy & Subscriptions	\$40,030
Travel	\$2,525,660
Airline Fares on Trips	\$891,720
Intercity Bus Fares on Trips	\$38,390
Local Transportation on Trips	\$156,180
Intercity Train Fares on Trips	\$15,690
Ship Fares on Trips	\$54,850
Travel Items & Luggage	\$87,580
Entertainment Expense on Trips	\$683,230
Lodging While on Trips	\$598,020

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Education

Templeton

Room & Board	\$142,370
Board	\$130,360
Housing While Attending School	\$12,010
Tuition & School Supplies	\$2,044,530
College Tuition	\$1,146,360
Elementary & High School Tuition	\$365,840
Other School Tuition	\$81,870
School Books, Supplies, and Equipment for College	\$307,720
School Books, Supplies, and Equipment non College	\$142,740

Templeton

Automotive

Transportation	\$2,605,090
Towing Charges	\$10,950
Gasoline	\$2,568,090
Diesel Fuel	\$26,050
New Automobiles, Trucks, and Vans	\$5,456,060
New Cars	\$1,581,830
New Car Lease	\$985,680
New Trucks & Vans	\$2,759,540
New Motorcycles	\$129,010
Used Vehicles	\$5,218,280
Used Cars	\$2,034,760
Used Trucks & Vans	\$2,998,480
Used Motorcycles	\$185,040
Boats	\$705,150
Rented Vehicles	\$335,700
Auto Rental	\$269,050
Vehicle Rentals non Auto	\$66,650
Automotive Maintenance, Repair and Other	\$3,125,440
Motor Oil	\$62,360
Vehicle Audio Equipment	\$34,390
Miscellaneous Auto Repair Svcs	\$175,330
Tire Repair & Other Repair Work	\$164,780
Minor Automobile Parts & Accessories	\$327,610
Automobile Service Clubs	\$25,140
Add Coolant, Brake, and Transmission Fluid	\$20,600
Tires Purchased, Replaced, and Installed	\$418,320
Body Work, Painting, and Upholstry	\$131,530
Repair to Steering or Front End	\$77,170
Front End Alignment, Wheel Balance, Rotate	\$58,350
Repair to Engine Cooling System	\$81,190
Motor Tune Up	\$187,450
Lube, Oil & Filter Change	\$316,400
Shock Absorber Replacement	\$21,600

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Automotive

Templeton

Exhaust System Repair	\$61,240
Electrical System Repair	\$145,310
Motor Repair & Replacement	\$356,830
Brake Work	\$210,710
Clutch & Transmission Repair	\$226,440
Drive Shaft & Rear End Repair	\$22,690

Health Care

Templeton

Medical Services	\$2,726,050
Eye Care Services	\$201,920
Dental Services	\$980,990
Specialists Services	\$261,170
Physicians Services	\$725,310
Lab Tests & X Rays	\$154,680
Hospital Room	\$90,230
Hospital Service Other than Room	\$232,690
Care in Nursing Home	\$39,150
Other Medical Care Services	\$39,910
Drugs	\$3,002,220
Non-Prescription Drugs	\$259,220
Vitamins & Vitamin Supplements	\$152,860
Prescription Drugs	\$2,590,140
Medical Supplies	\$247,560
Eyeglasses & Contact Lenses	\$167,600
Hearing Aids	\$22,380
Topicals & Dressings	\$42,810
Purchase or Rent Medical & Surgical Equip.	\$14,770

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Category Totals

El Paso de Robles (Paso Robles)

Food at Home	\$54,210,540
Food Away from Home	\$40,053,610
Alcoholic Beverages	\$9,834,200
Smoking Products & Supplies	\$6,990,890
Personal Care Products & Services	\$7,559,940
Day Care	\$3,133,050
Household Furnishings & Services	\$54,252,250
Housing Expenses	\$10,078,200
Apparel	\$36,191,080
Sports & Recreation	\$11,494,750
Miscellaneous	\$25,372,200
Education	\$8,747,490
Automotive	\$79,618,270
Health Care	\$31,575,600
TOTAL	\$379,112,070

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Food at Home

El Paso de Robles (Paso Robles)

Cereals & Cereal Products	\$2,962,920
Cereals	\$1,651,060
Rice	\$304,870
Pasta, Cornmeal, and Other	\$531,120
Flour	\$475,870
Bakery Products	\$5,434,320
Cookies	\$769,970
Crackers	\$449,990
Bread Products	\$4,214,360
Fish & Seafood	\$1,019,700
Canned Fish	\$254,900
Frozen Fish	\$325,140
Fresh Fish	\$439,660
Meats & Poultry	\$9,828,500
Meats	\$6,880,470
Poultry	\$2,948,030
Juices	\$1,548,740
Frozen Juices	\$227,340
Other Juices	\$1,321,400
Fruits & Vegetables	\$6,679,580
Fresh Fruits & Vegetables	\$4,950,770
Frozen Fruits & Vegetables	\$543,480
Canned Fruits & Vegetables	\$906,420
Other Vegetables	\$278,910
Dairy Products	\$5,880,580
Eggs	\$704,170
Fresh Whole Milk All Types	\$1,393,350
Cream	\$164,320
Butter & Margarine	\$465,710
Cheese	\$1,590,020
Ice Cream Related Products	\$1,029,580
Other Dairy Products	\$533,430
Sugar & Other Sweets	\$3,820,290
Candy & Chewing Gum	\$2,494,950
Jams, Jellies, and Preserves	\$684,690
Sugar & Artificial Sweeteners	\$640,650
Fats & Oils	\$498,300
Fats & Oil Products	\$198,040
Non-Dairy Cream	\$149,590
Peanut Butter	\$150,670
Non-Alcoholic Beverages	\$5,608,840
Coffee	\$997,290
Non-Carbonated Beverages	\$1,424,610
Carbonated Beverages	\$2,879,220
Tea	\$307,720

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Food at Home

El Paso de Robles (Paso Robles)

Prepared Foods	\$10,928,770
Canned / Packaged Soup	\$808,800
Frozen Meals	\$582,500
Frozen Prepared Food	\$1,448,310
Potato Chips & Other Snacks	\$1,714,100
Nuts	\$449,940
Salt & Other Seasonings	\$483,280
Sauces & Gravies	\$888,530
Prepared Salads	\$293,720
Baby Food	\$682,280
Condiments	\$1,406,650
Miscellaneous Prepared Food	\$2,170,660
Housekeeping Supplies	\$3,197,410
Soaps & Detergents	\$385,980
Other Laundry & Cleaning Products	\$362,050
Paper Towels & Napkins	\$1,012,620
Miscellaneous Housekeeping Products	\$1,436,760

Food Away From Home

El Paso de Robles (Paso Robles)

Lunch	\$12,314,900
Lunch Fast Food	\$7,616,520
Lunch Full Service	\$4,698,380
Dinner	\$11,290,220
Dinner Fast Food	\$3,699,690
Dinner Full Service	\$7,590,530
Breakfast & Brunch	\$3,343,260
Breakfast & Brunch Fast Food	\$1,732,720
Breakfast & Brunch Full Service	\$1,610,540
Other	\$13,105,230
Snacks & Non-Alcoholic Beverages	\$3,862,710
Catered Affairs	\$650,960
Food & Non-Alcoholic Beverages on Trips	\$8,591,560

Alcoholic Beverages

El Paso de Robles (Paso Robles)

Alcoholic Beverages at Home	\$7,036,880
Beer & Ale at Home	\$4,951,610
Whiskey at Home	\$453,730
Wine at Home	\$988,350
Other Alcoholic Beverages at Home	\$643,190
Alcoholic Beverages Away from Home	\$2,797,320
Beer & Ale Away from Home	\$413,330
Wine Away from Home	\$136,850
Other Alcoholic Beverages Away from Home	\$202,910

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Alcoholic Beverages

El Paso de Robles (Paso Robles)

Alcohol at Restaurants & Etc.	\$2,044,230
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Smoking Products & Supplies

El Paso de Robles (Paso Robles)

Cigarettes	\$6,488,070
Cigars, Pipes, and Other Tobacco Products	\$502,820

Personal Care Products & Services

El Paso de Robles (Paso Robles)

Services	\$3,300,000
Products	\$4,259,940
Hair Care Products	\$1,232,490
Non-Electric Articles for Hair	\$142,140
Oral Hygiene Products & Articles	\$578,350
Shaving Needs	\$337,730
Cosmetics, Perfume, and Bath	\$1,275,410
Deodorant & Feminine Hygiene Products	\$618,210
Electric Personal Care Appliances	\$68,860
Wigs & Hairpieces	\$6,750

Day Care

El Paso de Robles (Paso Robles)

Babysitting & Child Care	\$500,630
Day Care, Nursery, and Pre-School	\$2,043,720
Eldercare	\$588,700

Household Furnishings & Services

El Paso de Robles (Paso Robles)

Household Services	\$4,060,540
Domestic Service	\$1,251,510
Gardening & Lawn Service	\$1,144,890
Miscellaneous Home Services	\$185,540
Termite & Pest Control Services	\$194,690
Moving, Storage, and Frieght	\$1,283,910
Domestic Textiles	\$1,889,270
Bathroom Linens	\$467,010
Bedroom Linens	\$1,422,260
Window & Furniture Covers	\$2,554,230
Kitchen & Dining Room Linens	\$88,970
Other Linens	\$58,720
Curtains & Drapes	\$694,070
Slipcovers & Decorative Pillows	\$77,350
Sewing Materials	\$397,230
Window Coverings	\$174,260
Non-Permanent Floor Coverings	\$307,980

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Household Furnishings & Services

El Paso de Robles (Paso Robles)

Other Household Decorative Items	\$755,650
Bedroom Furniture	\$1,847,990
Mattress Springs	\$865,210
Other Bedroom Furniture	\$982,780
Living & Dining Room Furniture	\$2,900,300
Living Room Chairs	\$622,350
Living Room Tables	\$275,380
Sofas	\$1,308,460
Kitchen & Dining Room Furniture	\$694,110
Other Furniture	\$1,887,650
Infants Furniture	\$111,400
Patio, Porch, and Outdoor Furniture	\$262,340
Other Living & Family Room Furniture	\$868,700
Office Furniture & Equipment Home	\$225,850
Rental Office Furniture & Equipment Home	\$115,370
Infants Equipment	\$64,980
Lamps & Lighting Fixtures	\$169,490
Closet & Storage Items	\$69,520
Major Household Appliances	\$2,818,420
Purchase & Install Window AC	\$123,880
Purchase & Install Refrigerator Freezer	\$744,210
Purchase & Install Clothes Washer	\$348,550
Purchase & Install Clothes Dryer	\$236,250
Purchase & Install Stoves & Ovens	\$420,720
Purchase & Install Microwave Ovens	\$132,730
Purchase & Install Dishwashers	\$238,740
Repair of Household Appliances	\$303,670
Sewing Machines	\$51,860
Electric Floor Cleaning Equipment	\$217,810
Small Appliances & Housewares	\$6,047,540
Small Electric Kitchen Appliances	\$421,090
Portable Heating & Cooling Equipment	\$107,730
Plastic Dinnerware	\$196,180
China & Other Dinnerware	\$904,480
Flatware	\$316,470
Glassware	\$558,400
Serving Pieces	\$163,410
Non-Electric Cookware	\$1,243,570
Clocks	\$47,390
Smoke Alarm	\$11,720
Miscellaneous Household Items	\$2,077,100
Miscellaneous Household Equipment	\$4,451,590
Power Tools	\$681,790
Non-Power Hand Tools	\$305,920
Fresh Flowers & Potted Plants	\$1,573,240

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Household Furnishings & Services

El Paso de Robles (Paso Robles)

Outdoor Equipment	\$76,950
Lawn & Garden Supplies	\$1,148,620
Rental & Repair of Lawn Mowing Equipment	\$71,190
Yard Machinery Power & Non-Power	\$593,880
Household Repairs	\$10,014,920
Wall to Wall Carpet	\$1,205,050
Heat, AC, Electric Labor & Materials	\$1,196,490
Plumbing & Water Heater Labor & Materials	\$577,010
Electrical Supplies & Heating & Cooling Equipment	\$38,800
Construction Materials	\$184,340
Hard Surface Floor Labor & Materials	\$203,670
Floor Repair & Replacement Materials	\$50,460
Patio, Masonry, and etc. Materials	\$16,400
Landscaping Materials	\$37,730
Remodeling & Maintenance Repair Materials	\$121,250
Paint & Wallpaper Supplies & Equipment	\$308,830
Paneling, Roofing, and Siding Materials	\$347,400
Plumbing Supplies & Equipment	\$108,870
Security System Management Fees	\$158,390
Miscellaneous Household Repairs	\$10,610
Miscellaneous Equipment & Hardware	\$2,150
Capital Improvements Material	\$980,850
Capital Improvements Labor	\$3,005,790
Roofing & Gutters Labor & Materials	\$1,128,300
Painting & Papering Labor & Materials	\$332,530
TV, Radio, and Sound Equipment	\$15,779,800
Comm Antenna or Cable TV	\$3,832,480
Color TVs All	\$1,342,800
VCRs & Video Disc Players	\$357,410
Radios	\$354,980
Sound Components & Component System	\$1,582,170
Record, Tape, CD, or Video Mail Order	\$1,549,040
Purchased CD or Tape not Club	\$238,210
Video Cassettes, Tapes, Discs	\$470,810
Computer Software Accessories Home Use	\$385,810
Computer Hardware Home Use	\$3,764,170
Repair Computer System Home Use	\$49,980
Calculator or Other Office Machine Home Use	\$44,030
Rental Video Cassette Tapes	\$850,910
Telephone Answering Devices	\$23,810
Telephone Accessories	\$291,340
Video Games Hardware & Software	\$294,110
Repair of TV, Radio, or Sound Equipment	\$331,320
Rental of Home Electronic Equipment	\$16,420

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Housing Expenses

El Paso de Robles (Paso Robles)

Fuels & Utilities	\$904,430
Fuel Oil	\$401,860
Gas Bottled or Tank	\$417,500
Other Home Heating Fuels	\$85,070
Telephone Services	\$9,173,770
Telephone Service Excluding Mobile Phone	\$4,400,460
Telephone Service For Mobile Phone	\$4,773,310

Apparel

El Paso de Robles (Paso Robles)

Women's Apparel	\$10,135,260
Women's Coats & Jackets	\$1,421,570
Women's Dresses	\$506,590
Women's Sport Coats & Tailored Jackets	\$212,770
Women's Vests & Sweaters	\$635,270
Women's Shirts, Tops, and Blouses	\$1,687,220
Women's Skirts	\$402,960
Women's Pants	\$1,914,490
Women's Shorts & Shorts Sets	\$453,330
Women's Active Sportswear	\$262,640
Women's Sleepwear	\$252,430
Women's Undergarments	\$649,450
Women's Hosiery	\$344,940
Women's Suits	\$623,640
Women's Accessories	\$339,620
Women's Uniforms & Costumes	\$428,340
Men's Apparel	\$7,487,100
Men's Suits	\$728,490
Men's Sport Coats & Tailor Jackets	\$295,380
Men's Coats & Jackets	\$566,500
Men's Underwear	\$312,410
Men's Hosiery	\$195,120
Men's Nightwear & Loungewear	\$70,080
Men's Accessories	\$250,140
Men's Sweaters & Vests	\$259,000
Men's Active Sportswear	\$271,650
Men's Shirts	\$1,672,990
Men's Pants	\$2,077,330
Men's Shorts & Shorts Sets	\$471,940
Men's Uniforms & Costumes	\$316,070
Girl's Apparel	\$2,553,620
Girl's Coats & Jackets	\$108,430
Girl's Dresses & Suits	\$259,540
Girl's Shirts, Blouses, and Sweaters	\$578,040
Girl's Skirts & Pants	\$687,280

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Apparel

El Paso de Robles (Paso Robles)

Girl's Shorts & Shorts Sets	\$281,990
Girl's Active Sportswear	\$87,100
Girl's Underwear & Sleepwear	\$192,670
Girl's Hosiery	\$69,880
Girl's Accessories	\$36,310
Girl's Uniforms & Costumes	\$252,380
Boy's Apparel	\$2,416,480
Boy's Coats & Jackets	\$125,460
Boy's Sweaters	\$73,400
Boy's Shirts	\$550,990
Boy's Underwear	\$129,040
Boy's Nightwear	\$39,700
Boy's Hosiery	\$81,910
Boy's Accessories	\$32,490
Boy's Suits, Sport Coats, and Vests	\$66,740
Boy's Pants	\$801,330
Boy's Shorts & Shorts Sets	\$313,470
Boy's Active Sportswear	\$92,510
Boy's Uniforms & Costumes	\$109,440
Infants' Apparel	\$962,030
Infants' Coats, Jackets, and Snowsuit	\$26,420
Infants' Rompers, Dresses, and Outerwear	\$294,040
Infants' Undergarments	\$486,180
Infants' Sleeping Garments	\$59,480
Infants' Accessories	\$95,910
Footwear (Excl Infants')	\$4,500,530
Men's Footwear	\$1,478,140
Boy's Footwear	\$504,180
Girl's Footwear	\$541,250
Women's Footwear	\$1,976,960
Other Apparel Products & Services	\$8,136,060
Clothing Material & Pattern	\$348,650
Clothing Rental & Storage	\$1,092,700
Clothing Repair & Alteration	\$1,206,020
Shoe Repair & Other Shoe Service	\$31,590
Coin Operated Laundry Service	\$396,560
Laundry & Dry Cleaning not Coin Operated	\$523,200
Watches	\$608,810
Jewelry	\$3,765,760
Watch & Jewelry Repair	\$162,770

El Paso de Robles (Paso Robles)

Sports & Recreation

Recreation	\$4,229,800
Social or Recreational Civic Club Membership	\$893,870

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Sports & Recreation

El Paso de Robles (Paso Robles)

Fees for Participant Sports	\$771,630
Admission to Sporting Events	\$870,950
Fees for Recreational Lessons	\$869,080
Music Instruments & Accessories	\$374,050
Rental & Repair Musical Instruments	\$20,160
Admission Fees for Entertainment	\$430,060
Sports Equipment	\$7,264,950
General Sports & Exercise Equipment	\$1,339,720
Bicycles	\$400,370
Camping Equipment	\$164,220
Hunting Fishing Equipment	\$286,950
Winter Sport Equipment	\$181,020
Water Sport Equipment	\$214,250
Playground Equipment	\$195,330
Other Sports Equipment	\$442,000
Toys, Games, Hobbies, and Tricycles	\$4,041,090

Miscellaneous

El Paso de Robles (Paso Robles)

Photographic Equipment & Supplies	\$1,057,000
Film	\$258,060
Film Processing	\$349,410
Photographic Equipment	\$449,530
Pet Expenses	\$4,135,980
Pet Food	\$2,185,580
Pet Supplies & Medicine	\$271,490
Pet Services	\$71,900
Veterinarian Services	\$1,607,010
Reading Materials	\$4,951,380
Books not Through Book Club	\$1,534,790
Books Through Book Club	\$1,831,030
Newspapers Single Copy & Subscriptions	\$1,402,130
Magazines Single Copy & Subscriptions	\$183,430
Travel	\$12,030,430
Airline Fares on Trips	\$4,317,690
Intercity Bus Fares on Trips	\$202,260
Local Transportation on Trips	\$782,370
Intercity Train Fares on Trips	\$80,430
Ship Fares on Trips	\$247,970
Travel Items & Luggage	\$387,360
Entertainment Expense on Trips	\$3,186,070
Lodging While on Trips	\$2,826,280

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Education

El Paso de Robles (Paso Robles)

Room & Board	\$547,520
Board	\$504,220
Housing While Attending School	\$43,300
Tuition & School Supplies	\$8,199,970
College Tuition	\$4,715,440
Elementary & High School Tuition	\$1,180,480
Other School Tuition	\$351,650
School Books, Supplies, and Equipment for College	\$1,391,870
School Books, Supplies, and Equipment non College	\$560,530

El Paso de Robles (Paso Robles)

Automotive

Transportation	\$12,731,810
Towing Charges	\$57,420
Gasoline	\$12,554,680
Diesel Fuel	\$119,710
New Automobiles, Trucks, and Vans	\$24,631,650
New Cars	\$7,448,570
New Car Lease	\$4,590,850
New Trucks & Vans	\$11,906,790
New Motorcycles	\$685,440
Used Vehicles	\$23,036,440
Used Cars	\$9,064,040
Used Trucks & Vans	\$13,183,950
Used Motorcycles	\$788,450
Boats	\$3,146,490
Rented Vehicles	\$1,569,240
Auto Rental	\$1,288,580
Vehicle Rentals non Auto	\$280,660
Automotive Maintenance, Repair and Other	\$14,502,640
Motor Oil	\$295,360
Vehicle Audio Equipment	\$143,680
Miscellaneous Auto Repair Svcs	\$790,960
Tire Repair & Other Repair Work	\$754,180
Minor Automobile Parts & Accessories	\$1,489,380
Automobile Service Clubs	\$124,460
Add Coolant, Brake, and Transmission Fluid	\$92,720
Tires Purchased, Replaced, and Installed	\$1,993,390
Body Work, Painting, and Upholstry	\$619,400
Repair to Steering or Front End	\$364,280
Front End Alignment, Wheel Balance, Rotate	\$269,060
Repair to Engine Cooling System	\$370,180
Motor Tune Up	\$828,070
Lube, Oil & Filter Change	\$1,534,650
Shock Absorber Replacement	\$103,110

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Automotive

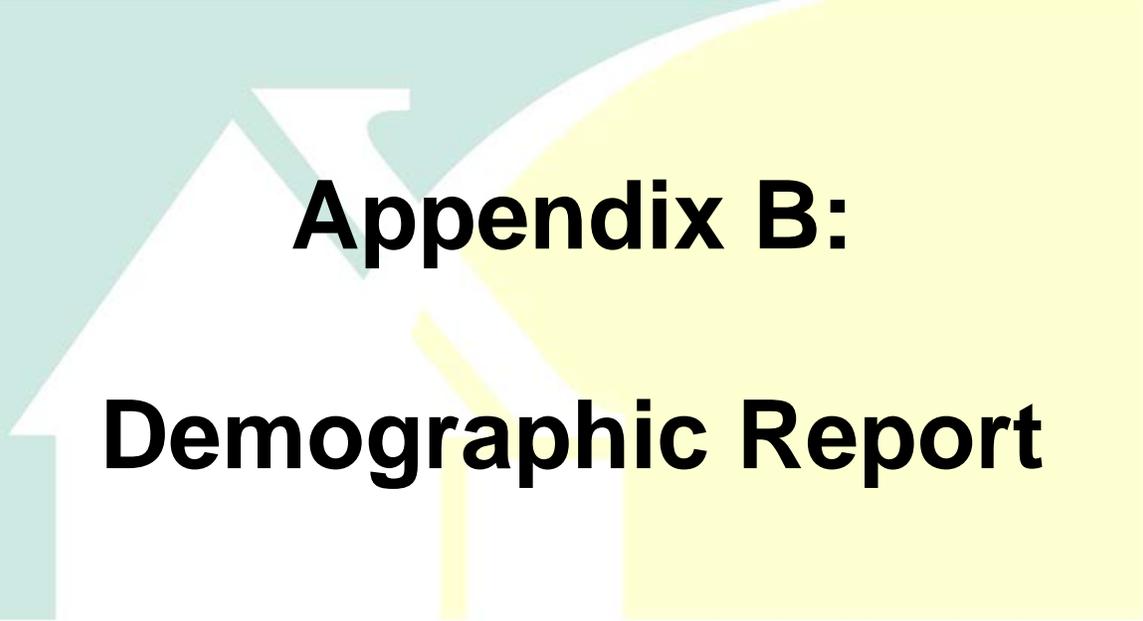
El Paso de Robles (Paso Robles)

Exhaust System Repair	\$278,210
Electrical System Repair	\$667,670
Motor Repair & Replacement	\$1,667,450
Brake Work	\$965,230
Clutch & Transmission Repair	\$1,046,040
Drive Shaft & Rear End Repair	\$105,160

Health Care

El Paso de Robles (Paso Robles)

Medical Services	\$13,554,730
Eye Care Services	\$1,004,660
Dental Services	\$4,798,040
Specialists Services	\$1,221,280
Physicians Services	\$3,638,050
Lab Tests & X Rays	\$782,120
Hospital Room	\$441,200
Hospital Service Other than Room	\$1,205,220
Care in Nursing Home	\$293,800
Other Medical Care Services	\$170,360
Drugs	\$16,806,370
Non-Prescription Drugs	\$1,367,710
Vitamins & Vitamin Supplements	\$806,470
Prescription Drugs	\$14,632,190
Medical Supplies	\$1,214,500
Eyeglasses & Contact Lenses	\$752,190
Hearing Aids	\$145,690
Topicals & Dressings	\$229,940
Purchase or Rent Medical & Surgical Equip.	\$86,680



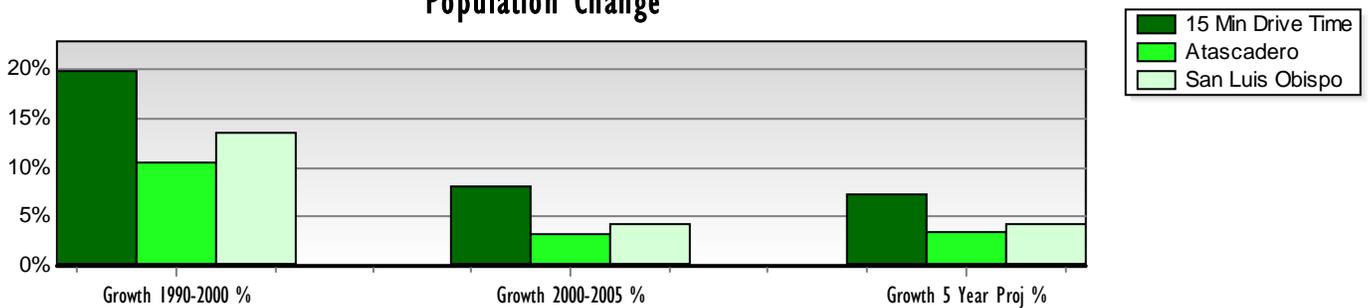
Appendix B:
Demographic Report

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Population Profile	15 Min Drive	Atascadero	San Luis
	Time		Obispo
2010 Projection	75,915	28,224	267,980
2005 Estimate	70,788	27,291	257,154
2000 Census	65,535	26,411	246,681
1990 Census	54,671	23,903	216,986

Population Change

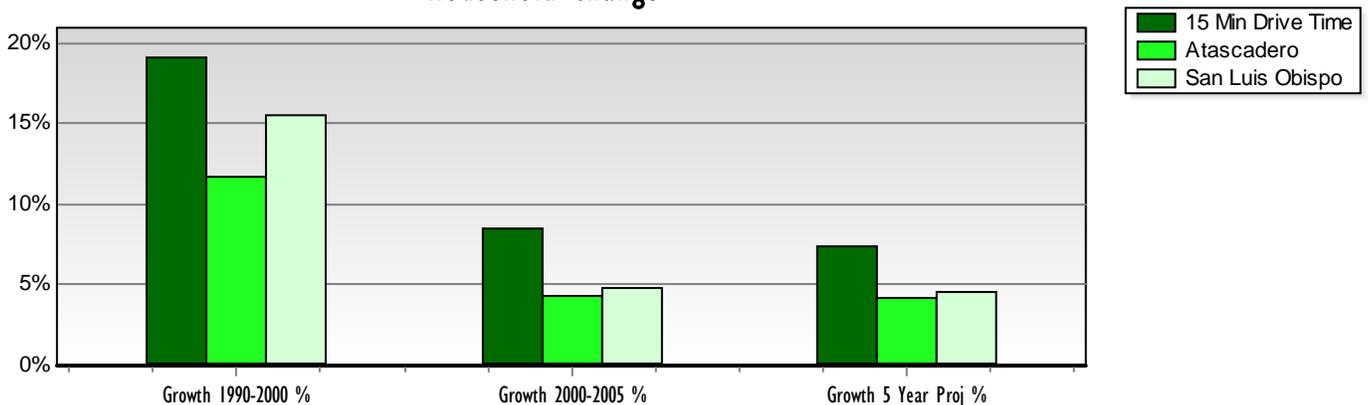


Work Place Population	15 Min Drive	Atascadero	San Luis
	Time		Obispo
Total	35,401	13,127	134,458

Household Profile

2010 Projection	27,178	10,364	101,729
2005 Estimate	25,293	9,942	97,238
2000 Census	23,315	9,531	92,739
1990 Census	19,575	8,529	80,229

Household Change



Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Population By Sex (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
Male	50.6%	51.5%	51.3%
Female	49.4%	48.5%	48.7%

Marital Status Persons (Current)			
Single Male	13.4%	12.3%	15.4%
Single Female	9.6%	9.5%	11.7%
Married	60.5%	60.1%	56.4%
Male Previously Married	5.9%	7.4%	5.8%
Female Previously Married	10.6%	10.6%	10.8%

Households by Household Type (Current)			
Family Household	71.9%	70.7%	62.8%
Non-Family Household	28.1%	29.3%	37.2%

Households By Type (Current)			
Single Male	9.0%	9.6%	11.2%
Single Female	12.9%	13.0%	15.4%
Married Couple	56.6%	54.9%	50.2%
Other Family: Male Head of Household	4.3%	4.5%	3.6%
Other Family: Female Head of Household	10.9%	11.3%	9.0%
Non-Family: Male Head of Household	3.7%	4.0%	6.1%
Non-Family: Female Head of Household	2.5%	2.6%	4.5%

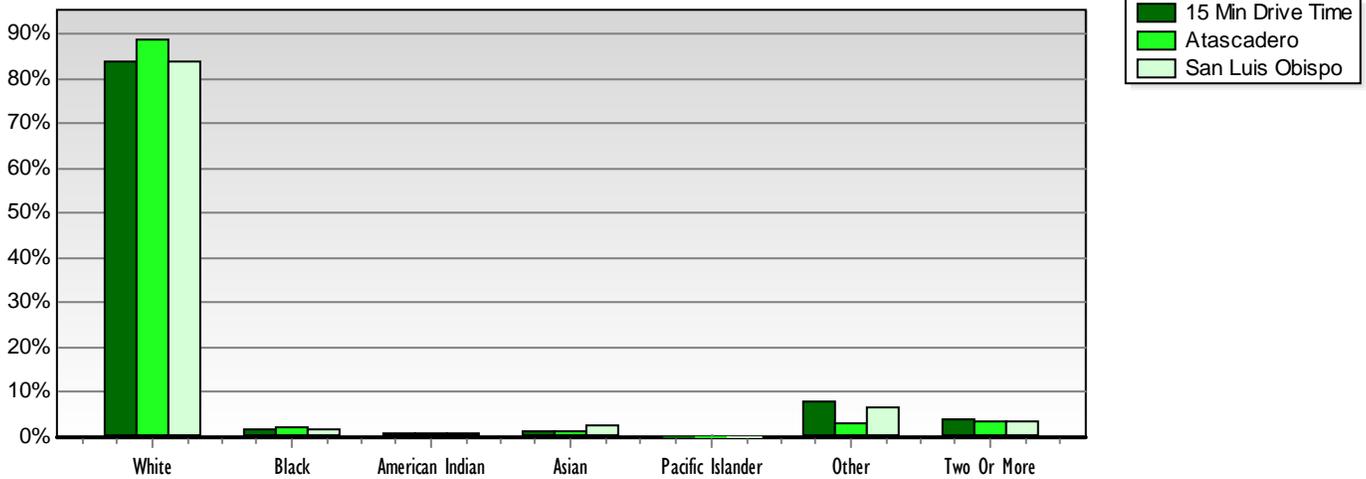
Group Quarters Population by Type (Current)			
College Dormitories	0	0	3,804
Correctional Institutions	7	7	7,466
Military Quarters	0	0	0
Nursing Homes	261	71	994
Other Institutions	2,108	1,268	2,121
Other Noninstitutional	346	187	1,638
Total Group Quarters Population	2,722	1,533	16,023

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Population By Race (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
White	59,318	24,198	215,659
Black	1,319	549	5,073
American Indian	765	244	2,393
Asian	1,022	383	6,910
Pacific Islander	79	33	298
Other	5,541	899	17,323
Two Or More	2,744	985	9,498
Total Population By Race	70,788	27,291	257,154

Population By Race (Current)



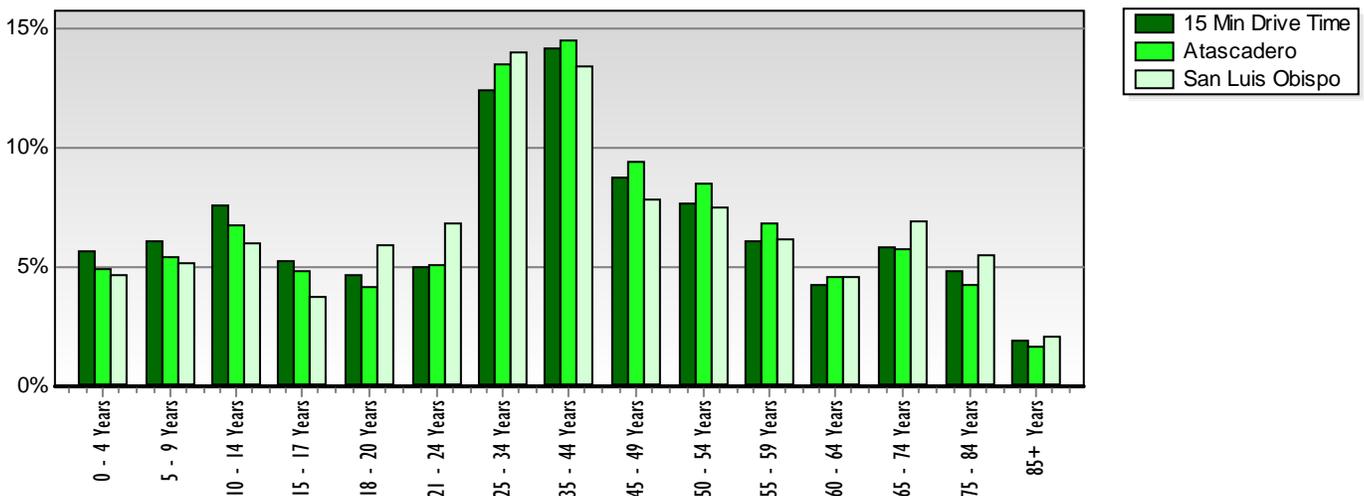
Population By Hispanic Origin (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
Hispanic Origin	13,018	3,000	45,580
Non Hispanic Origin	57,770	24,291	211,574

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Population By Age (Current)	15 Min Drive	San Luis	
	Time	Atascadero	Obispo
0 to 4 years	3,994	1,348	11,984
5 to 9 years	4,314	1,468	13,167
10 to 14 years	5,361	1,845	15,380
15 to 17 years	3,705	1,314	9,664
18 to 20 years	3,302	1,133	15,159
21 to 24 years	3,540	1,380	17,554
25 to 34 years	8,784	3,674	35,936
35 to 44 years	10,036	3,949	34,408
45 to 49 years	6,169	2,557	20,078
50 to 54 years	5,437	2,315	19,190
55 to 59 years	4,271	1,852	15,736
60 to 64 years	2,983	1,255	11,677
65 to 74 years	4,147	1,575	17,657
75 to 84 years	3,403	1,162	14,149
85+ Years	1,342	464	5,415
Total Population By Age	70,788	27,291	257,154
Average Age	37.8	38.6	39.2
Median Age	37.7	39.3	38.0

Population By Age (Current)

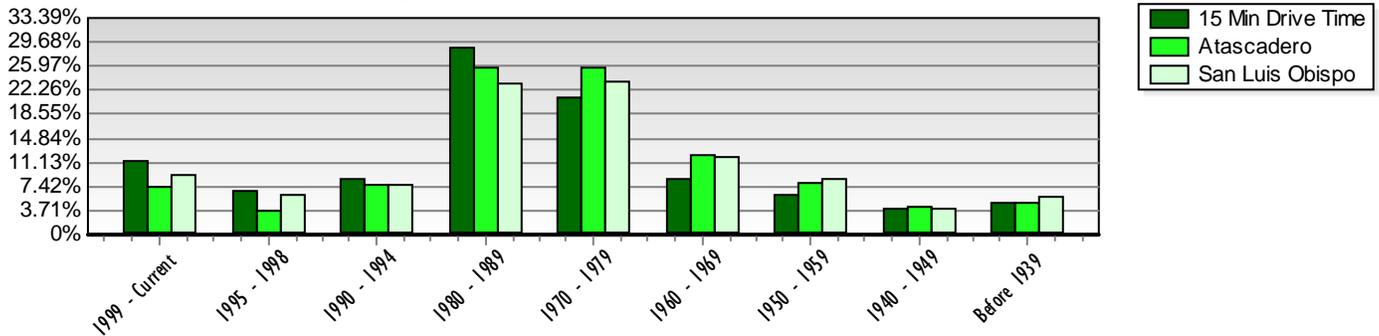


Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Housing Units By Year Built (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
1999 to Current	2,987	765	9,728
1995 to 1998	1,747	386	6,408
1990 to 1994	2,202	776	8,227
1980 to 1989	7,524	2,652	24,968
1970 to 1979	5,549	2,654	25,444
1960 to 1969	2,204	1,259	12,859
1950 to 1959	1,623	811	9,155
1940 to 1949	1,002	456	4,276
Before 1939	1,290	516	6,138

Housing Units By Year Built (Current)



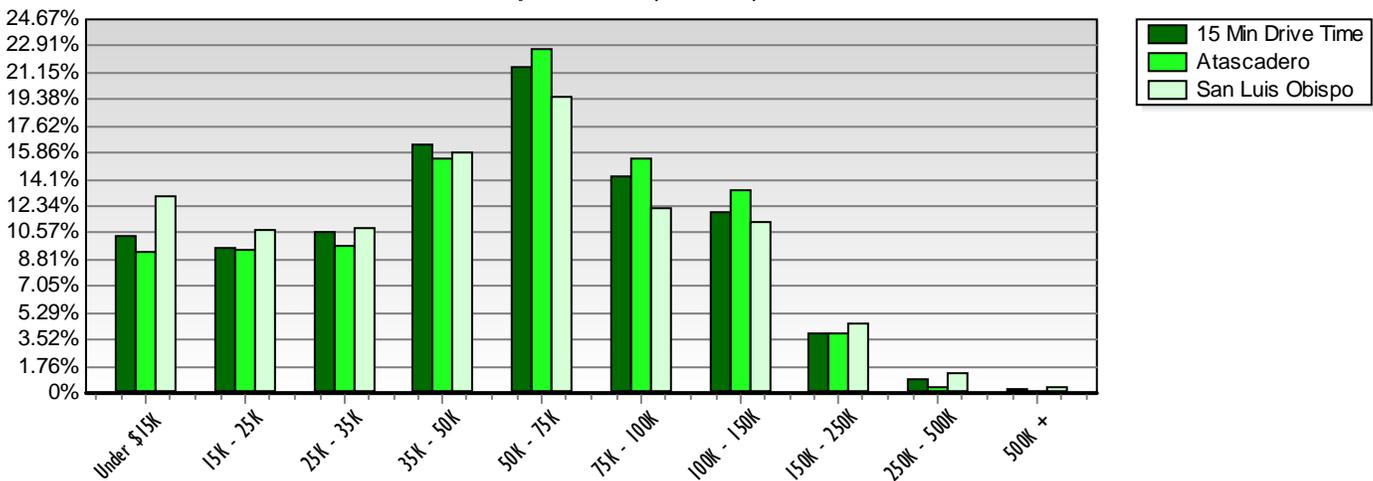
Housing Units By Type (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
Single-Unit Detached	67.9%	68.6%	64.8%
Single-Unit Attached	5.5%	4.5%	5.9%
Multi-Units 2	2.4%	2.6%	2.9%
Multi-Units 3 - 19	11.9%	14.1%	10.6%
Multi-Units 20 - 19	1.7%	1.6%	2.4%
Multi-Units 50+	2.3%	2.8%	2.6%
Mobile	8.1%	5.4%	10.2%
Other	0.2%	0.5%	0.7%

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Households By Income (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
Under \$15,000	2,632	921	12,598
\$15,000 to \$24,999	2,434	944	10,490
\$25,000 to \$34,999	2,677	969	10,605
\$35,000 to \$49,999	4,162	1,540	15,411
\$50,000 to \$74,999	5,440	2,257	18,992
\$75,000 to \$99,999	3,614	1,545	11,926
\$100,000 to \$149,999	3,018	1,326	11,024
\$150,000 to \$249,999	1,005	386	4,469
\$250,000 to \$499,999	242	41	1,278
\$500,000 +	69	13	445
Total Households By Income	25,293	9,942	97,238
Average Household Income	\$65,800	\$65,581	\$65,874
Per Capita Income	\$25,357	\$24,419	\$25,942
Median Household Income	\$54,840	\$56,496	\$49,493

Households By Income (Current)

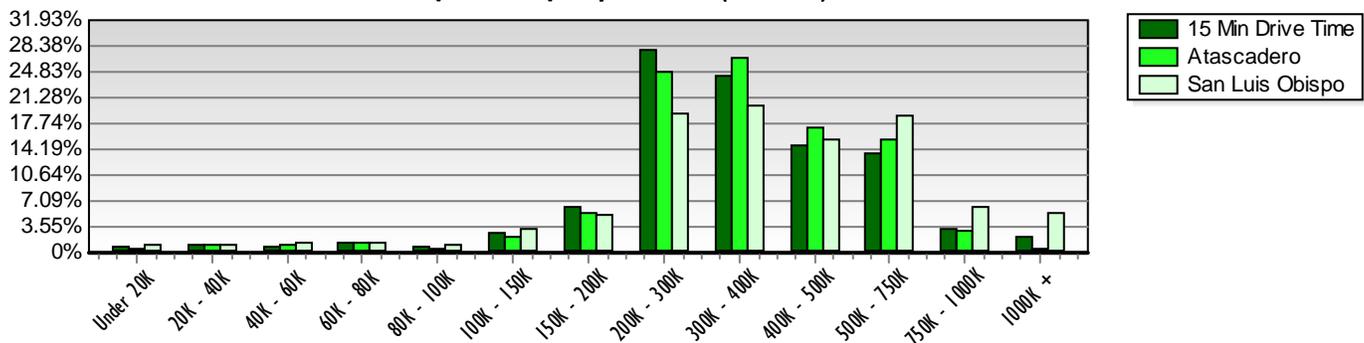


Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Housing Units By Occupancy (Current)	15 Min Drive	Atascadero	San Luis
	Time		Obispo
Owner - Occupied	64.6%	63.4%	56.1%
Renter - Occupied	32.2%	33.4%	34.6%
Vacant	3.2%	3.2%	9.3%
Owner - Occupied Property Values (Current)			
Under \$20,000	125	41	583
\$20,000 to \$39,999	189	73	692
\$40,000 to \$59,999	126	70	791
\$60,000 to \$79,999	219	84	761
\$80,000 to \$99,999	136	32	722
\$100,000 to \$149,999	461	138	1,975
\$150,000 to \$199,999	1,074	348	3,039
\$200,000 to \$299,999	4,697	1,621	11,506
\$300,000 to \$399,999	4,081	1,736	12,185
\$400,000 to \$499,999	2,509	1,123	9,413
\$500,000 to \$749,999	2,311	1,006	11,402
\$750,000 to \$999,999	569	202	3,760
\$1,000,000 +	378	41	3,352
Total Owner - Occupied Property Values	16,875	6,515	60,181
Median Property Value	335,170	348,992	382,245

Owner - Occupied Property Values (Current)



Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Civilian Labor Force (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
Unemployed	1,729	606	7,355
Employed	32,309	13,206	117,047
Total Civilian Labor Force	34,038	13,812	124,402
Unemployment Rate	5.1%	4.0%	6.0%

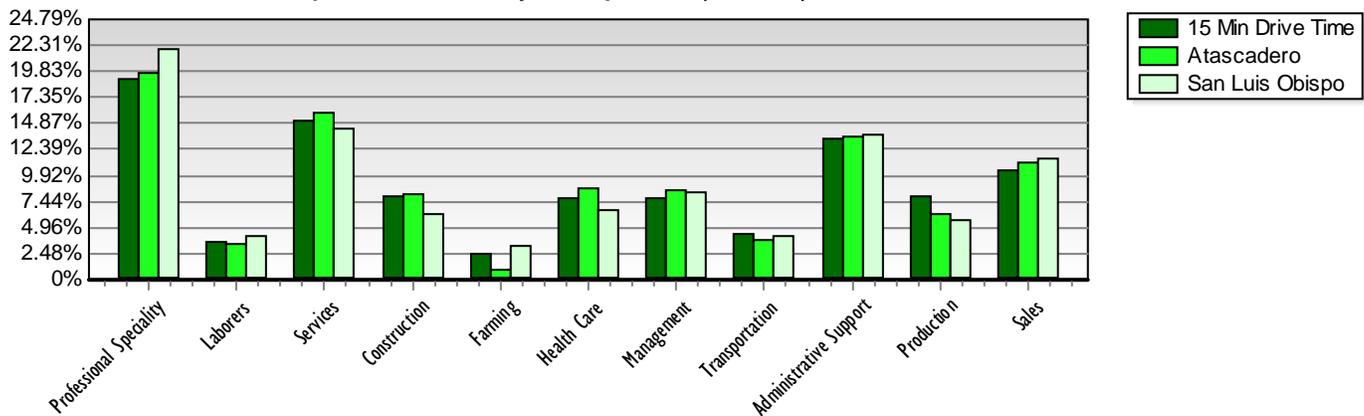
Population By Education Attained (Current)	15 Min Drive Time	Atascadero	San Luis Obispo
Less Than 9th Grade	5.3%	2.7%	5.0%
Some High School, No Diploma	9.5%	8.9%	9.5%
High School Graduate (Includes Equivalency)	24.9%	25.7%	21.7%
Some College, No Degree	30.2%	32.6%	28.0%
Associate Degree	9.5%	9.7%	9.2%
Bachelor's Degree	14.4%	14.9%	17.4%
Master's Degree	4.0%	3.6%	5.8%
Professional School Degree	1.7%	1.3%	2.3%
Doctorate Degree	0.6%	0.6%	1.2%

Analysis Geography: TRAFFIC WAY & EL CAMINO REAL
ATASCADERO, CA

Date: 8/15/2006

Population 16+ By Occupation (Current)	15 Min Drive	San Luis	
	Time	Atascadero	Obispo
Administrative Support	4,341	1,809	16,101
Architecture	621	297	2,699
Arts	560	297	2,908
Building and Grounds Cleaning	1,170	457	4,881
Business Operations	493	115	1,634
Computer and Mathematics	352	178	2,303
Construction and Extraction	2,543	1,064	7,326
Education, Training, Library	1,950	846	7,889
Farming	809	117	3,673
Financial Specialists	434	139	1,785
Health Care	2,478	1,150	7,824
Installation	1,318	505	4,148
Legal	204	91	1,134
Life	219	123	1,192
Management	2,525	1,119	9,798
Production	2,576	821	6,543
Sales	3,384	1,478	13,444
Services	8,288	3,569	30,234
Total Population 16+ By Occupation	32,309	13,206	117,047

Population 16+ By Occupation (Current)



Analysis Geography: City of
Templeton, CA

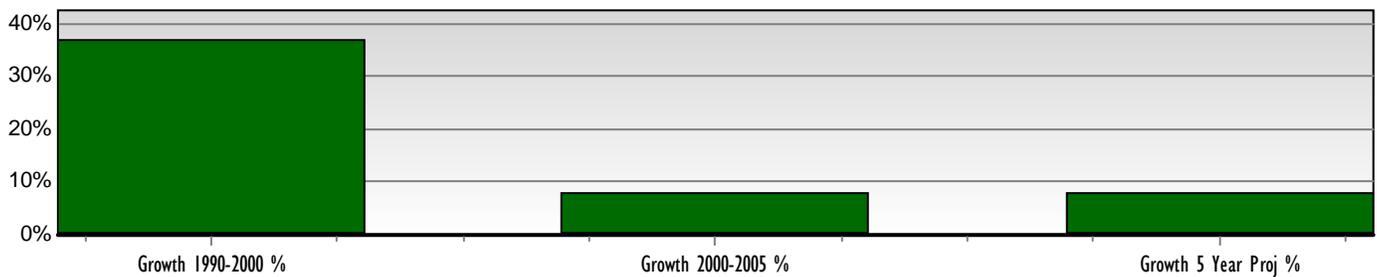
Date: 8/16/2006

Population Profile

Templeton

2010 Projection	5,452
2005 Estimate	5,057
2000 Census	4,687
1990 Census	3,422

Population Change



Work Place Population

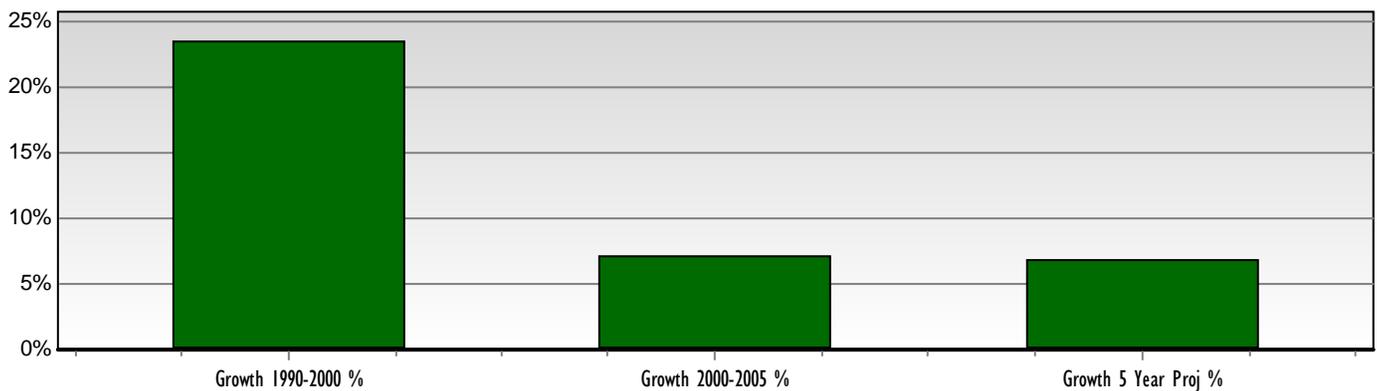
Templeton

Total	4,107
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Household Profile

2010 Projection	1,770
2005 Estimate	1,658
2000 Census	1,548
1990 Census	1,254

Household Change



Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Population By Sex (Current)

Templeton

Male	48.1%
Female	51.9%

Marital Status Persons (Current)

Single Male	11.9%
Single Female	8.3%
Married	67.9%
Male Previously Married	2.3%
Female Previously Married	9.5%

Households by Household Type (Current)

Family Household	80.2%
Non-Family Household	19.8%

Households By Type (Current)

Single Male	5.0%
Single Female	10.3%
Married Couple	65.6%
Other Family: Male Head of Household	3.4%
Other Family: Female Head of Household	11.2%
Non-Family: Male Head of Household	2.6%
Non-Family: Female Head of Household	1.9%

Group Quarters Population by Type (Current)

College Dormitories	0
Correctional Institutions	0
Military Quarters	0
Nursing Homes	86
Other Institutions	0
Other Noninstitutional	0

Total Group Quarters Population

86

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Population By Race (Current)

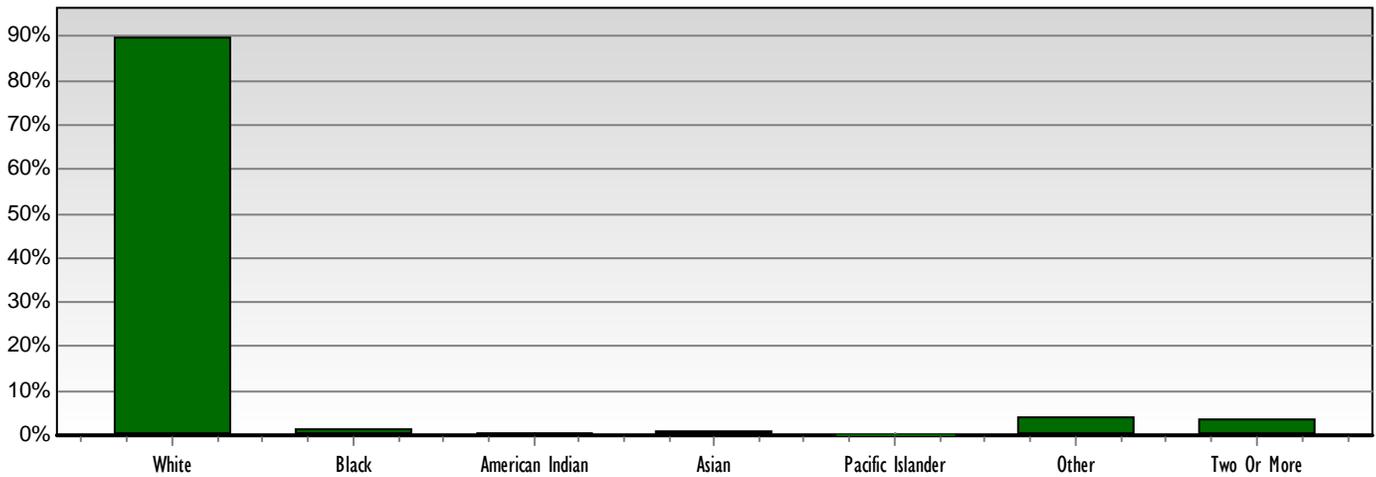
Templeton

White	4,539
Black	62
American Indian	33
Asian	47
Pacific Islander	4
Other	195
Two Or More	177

Total Population By Race

5,057

Population By Race (Current)



Population By Hispanic Origin (Current)

Templeton

Hispanic Origin	656
Non Hispanic Origin	4,401

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Population By Age (Current)

Templeton

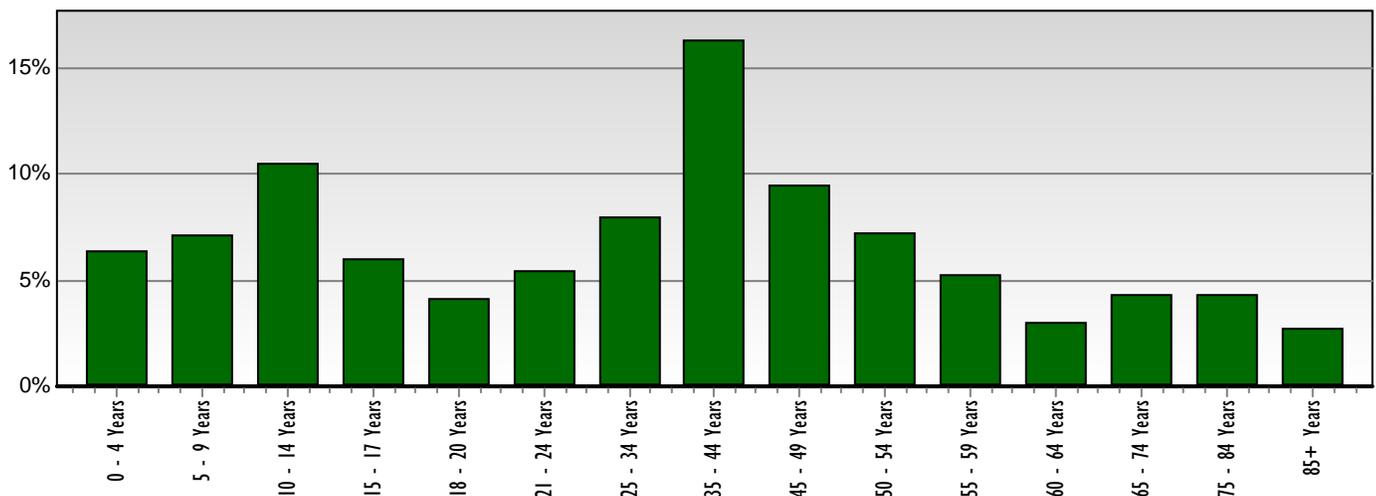
0 to 4 years	323
5 to 9 years	359
10 to 14 years	533
15 to 17 years	303
18 to 20 years	210
21 to 24 years	273
25 to 34 years	403
35 to 44 years	825
45 to 49 years	481
50 to 54 years	364
55 to 59 years	264
60 to 64 years	150
65 to 74 years	216
75 to 84 years	216
85+ Years	137

Total Population By Age

5,057

Average Age	36.0
Median Age	36.9

Population By Age (Current)



Analysis Geography: City of
Templeton, CA

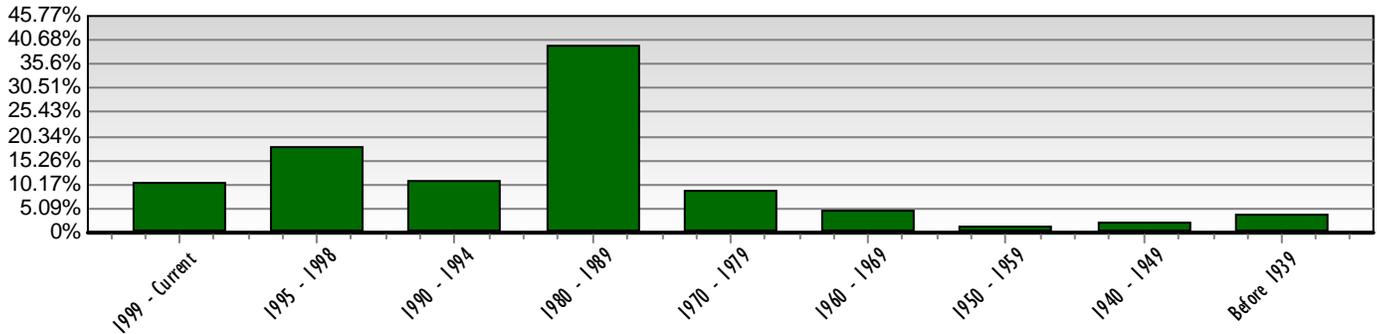
Date: 8/16/2006

Housing Units By Year Built (Current)

Templeton

1999 to Current	177
1995 to 1998	309
1990 to 1994	187
1980 to 1989	671
1970 to 1979	151
1960 to 1969	80
1950 to 1959	22
1940 to 1949	38
Before 1939	65

Housing Units By Year Built (Current)



Housing Units By Type (Current)

Templeton

Single-Unit Detached	82.5%
Single-Unit Attached	3.2%
Multi-Units 2	0.9%
Multi-Units 3 - 19	10.0%
Multi-Units 20 - 19	0.6%
Multi-Units 50+	0.6%
Mobile	1.9%
Other	0.3%

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Households By Income (Current)

Templeton

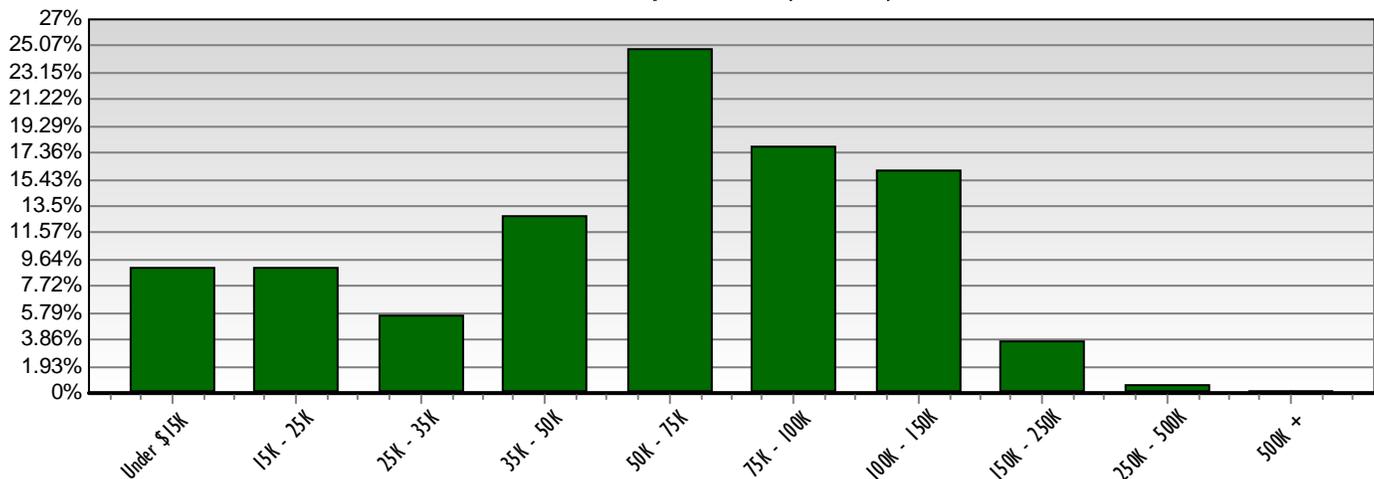
Under \$15,000	151
\$15,000 to \$24,999	150
\$25,000 to \$34,999	94
\$35,000 to \$49,999	213
\$50,000 to \$74,999	412
\$75,000 to \$99,999	296
\$100,000 to \$149,999	266
\$150,000 to \$249,999	63
\$250,000 to \$499,999	10
\$500,000 +	3

Total Households By Income

1,658

Average Household Income	\$70,510
Per Capita Income	\$23,565
Median Household Income	\$64,023

Households By Income (Current)



Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Housing Units By Occupancy (Current)

Templeton

Owner - Occupied	73.1%
Renter - Occupied	24.5%
Vacant	2.5%

Owner - Occupied Property Values (Current)

Under \$20,000	29
\$20,000 to \$39,999	4
\$40,000 to \$59,999	3
\$60,000 to \$79,999	0
\$80,000 to \$99,999	0
\$100,000 to \$149,999	27
\$150,000 to \$199,999	33
\$200,000 to \$299,999	204
\$300,000 to \$399,999	398
\$400,000 to \$499,999	329
\$500,000 to \$749,999	158
\$750,000 to \$999,999	35
\$1,000,000 +	22

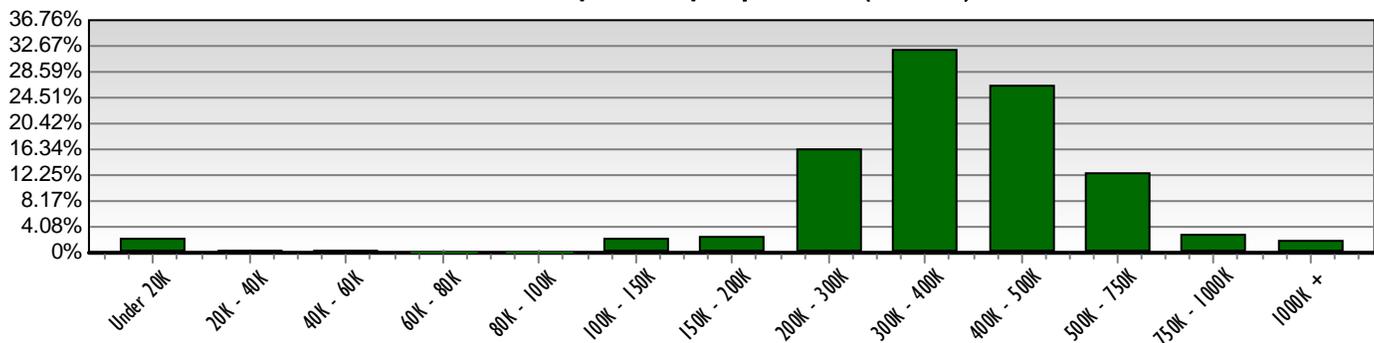
Total Owner - Occupied Property Values

1,242

Median Property Value

380,653

Owner - Occupied Property Values (Current)



Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Civilian Labor Force (Current)	Templeton
Unemployed	77
Employed	2,327
Total Civilian Labor Force	2,404
Unemployment Rate	3.0%

Population By Education Attained (Current)	Templeton
Less Than 9th Grade	3.4%
Some High School, No Diploma	5.8%
High School Graduate (Includes Equivalency)	23.6%
Some College, No Degree	26.9%
Associate Degree	9.6%
Bachelor's Degree	21.5%
Master's Degree	4.3%
Professional School Degree	4.2%
Doctorate Degree	0.8%

Analysis Geography: City of
Templeton, CA

Date: 8/16/2006

Population 16+ By Occupation (Current)

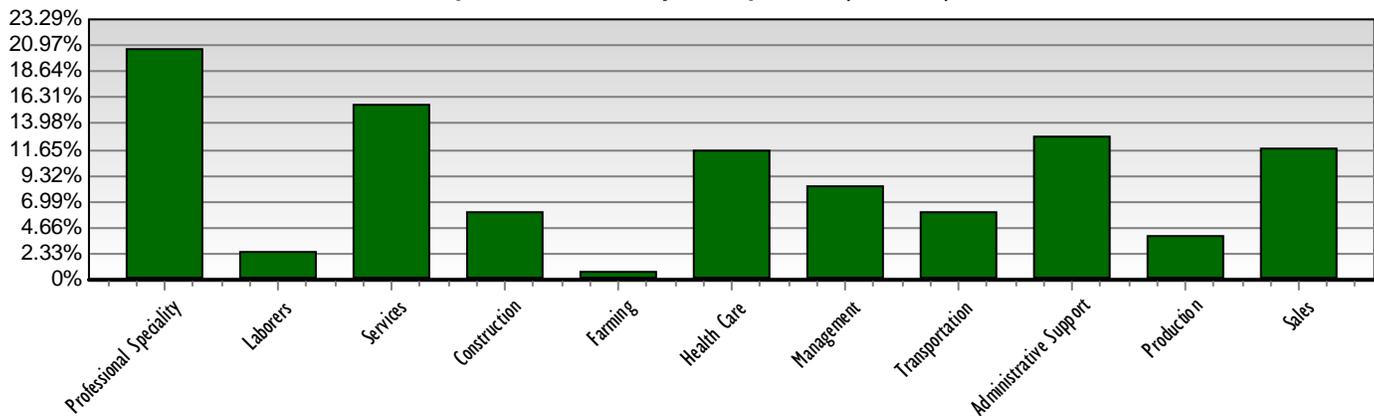
Templeton

Administrative Support	300
Architecture	43
Arts	45
Building and Grounds Cleaning	60
Business Operations	65
Computer and Mathematics	56
Construction and Extraction	141
Education, Training, Library	140
Farming	17
Financial Specialists	29
Health Care	267
Installation	84
Legal	0
Life	18
Management	195
Production	89
Sales	274
Services	639

Total Population 16+ By Occupation

2,327

Population 16+ By Occupation (Current)



Analysis Geography: City of
El Paso de Robles, CA

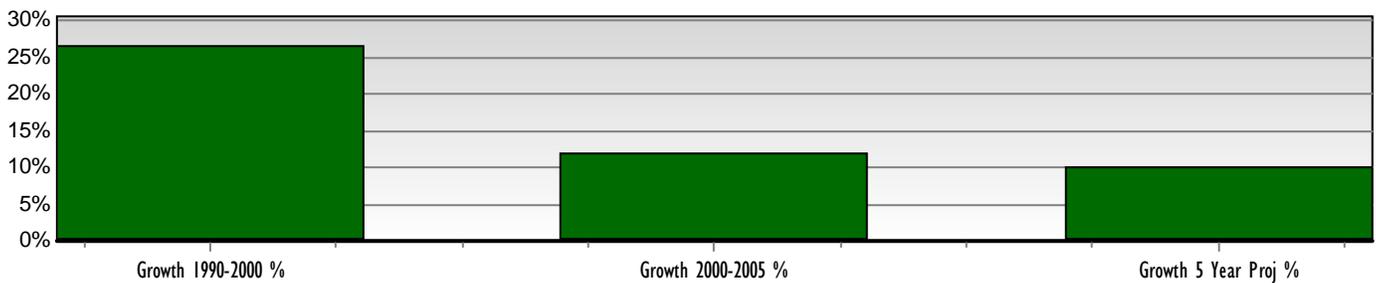
Date: 8/16/2006

Population Profile

El Paso de Robles (Paso)

2010 Projection	29,908
2005 Estimate	27,189
2000 Census	24,297
1990 Census	19,201

Population Change



Work Place Population

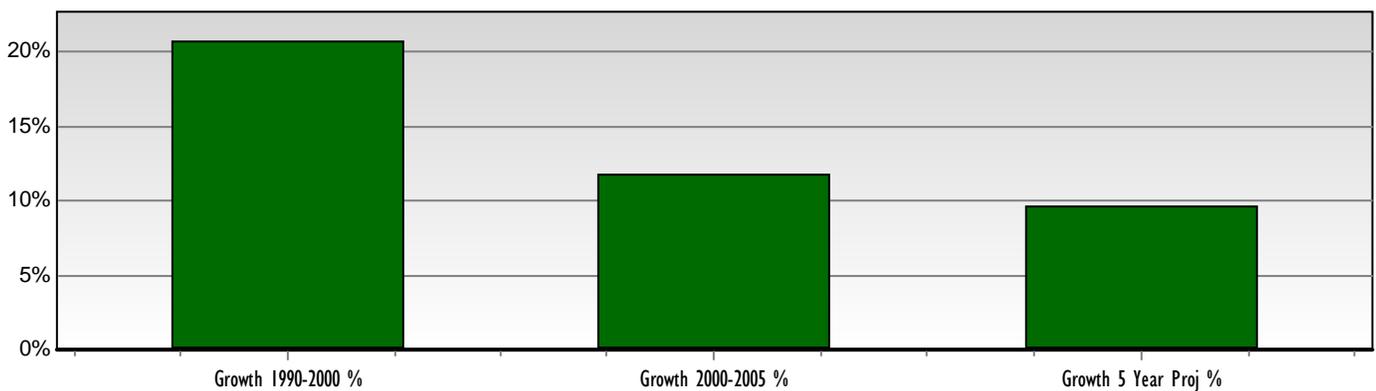
El Paso de Robles (Paso)

Total	16,163
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Household Profile

2010 Projection	10,484
2005 Estimate	9,563
2000 Census	8,556
1990 Census	7,087

Household Change



Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Population By Sex (Current)	El Paso de Robles (Paso)
Male	50.6%
Female	49.4%

Marital Status Persons (Current)	
Single Male	16.0%
Single Female	10.1%
Married	57.7%
Male Previously Married	4.7%
Female Previously Married	11.5%

Households by Household Type (Current)	
Family Household	70.1%
Non-Family Household	29.9%

Households By Type (Current)	
Single Male	9.1%
Single Female	14.6%
Married Couple	53.3%
Other Family: Male Head of Household	4.5%
Other Family: Female Head of Household	12.2%
Non-Family: Male Head of Household	3.9%
Non-Family: Female Head of Household	2.4%

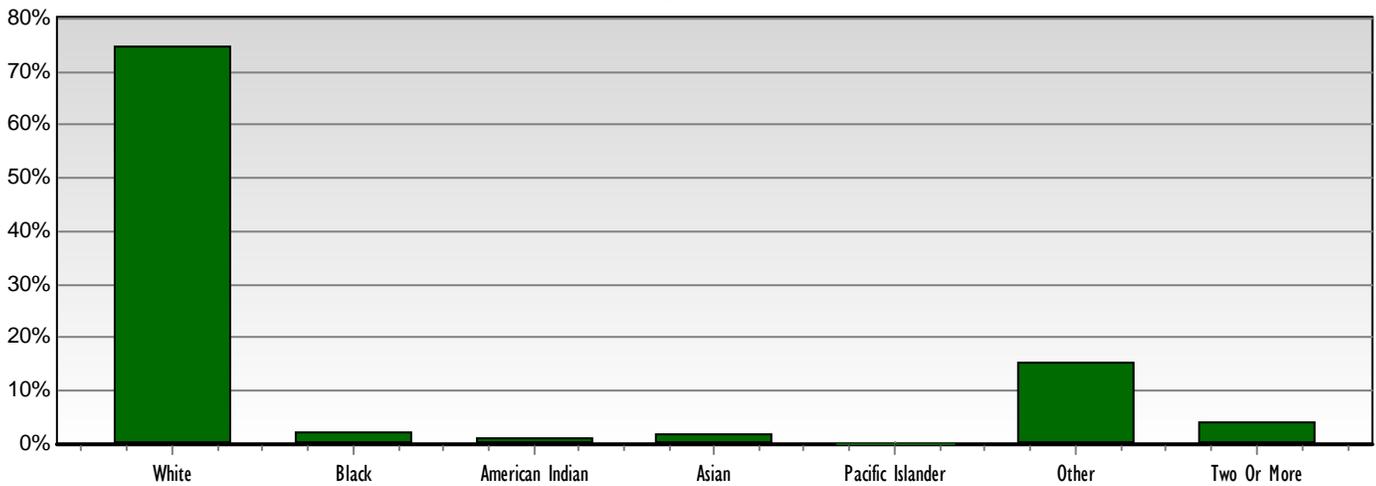
Group Quarters Population by Type (Current)	
College Dormitories	0
Correctional Institutions	0
Military Quarters	0
Nursing Homes	47
Other Institutions	834
Other Noninstitutional	97
Total Group Quarters Population	978

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Population By Race (Current)		El Paso de Robles (Paso)
White	20,315	
Black	649	
American Indian	353	
Asian	550	
Pacific Islander	39	
Other	4,135	
Two Or More	1,148	
Total Population By Race		27,189

Population By Race (Current)



Population By Hispanic Origin (Current)		El Paso de Robles (Paso)
Hispanic Origin	8,348	
Non Hispanic Origin	18,841	

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Population By Age (Current)

El Paso de Robles (Paso)

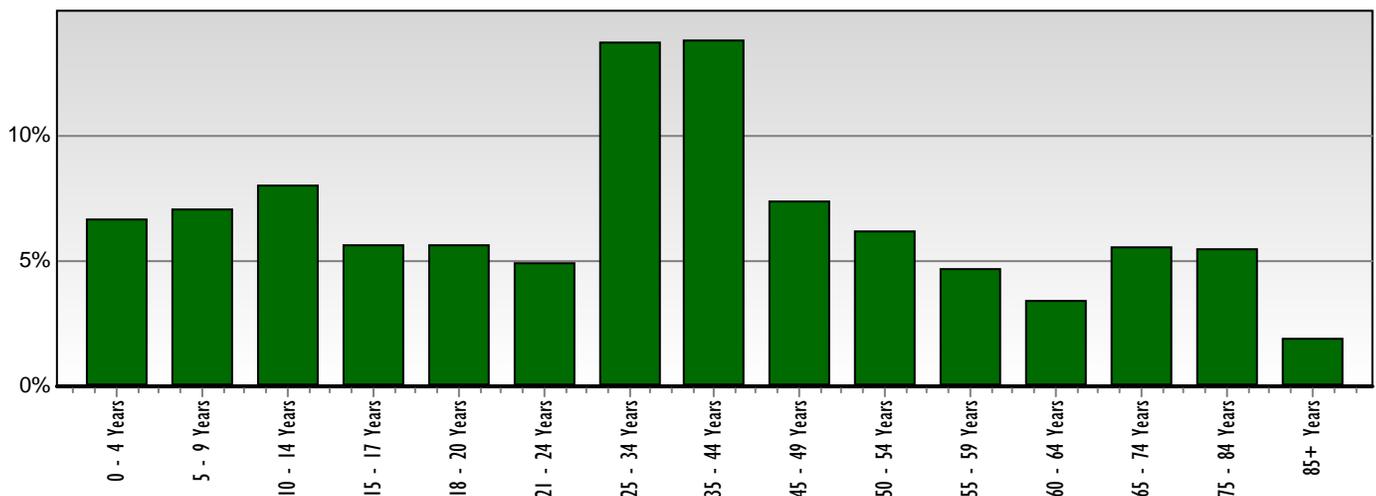
0 to 4 years	1,809
5 to 9 years	1,922
10 to 14 years	2,175
15 to 17 years	1,534
18 to 20 years	1,524
21 to 24 years	1,336
25 to 34 years	3,740
35 to 44 years	3,753
45 to 49 years	1,997
50 to 54 years	1,681
55 to 59 years	1,275
60 to 64 years	926
65 to 74 years	1,504
75 to 84 years	1,489
85+ Years	524

Total Population By Age

27,189

Average Age	36.0
Median Age	33.7

Population By Age (Current)



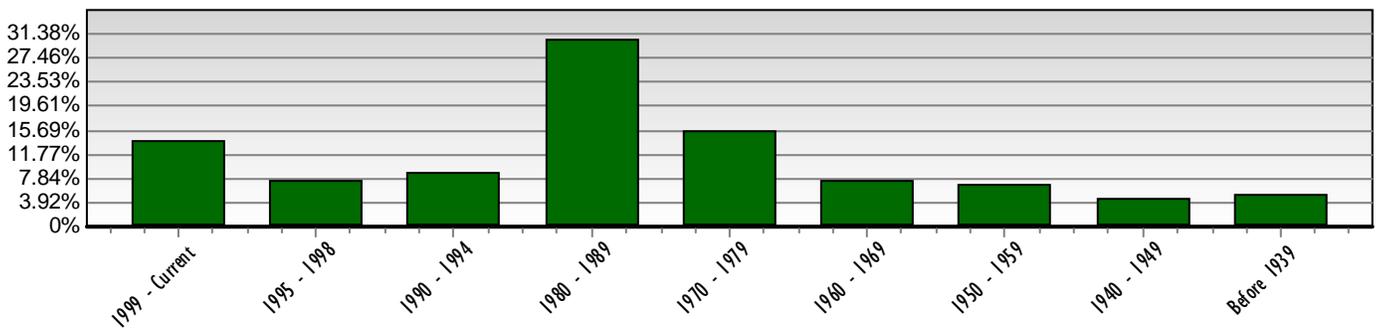
Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Housing Units By Year Built (Current) **El Paso de Robles (Paso)**

1999 to Current	1,357
1995 to 1998	718
1990 to 1994	868
1980 to 1989	2,992
1970 to 1979	1,518
1960 to 1969	724
1950 to 1959	674
1940 to 1949	457
Before 1939	520

Housing Units By Year Built (Current)



Housing Units By Type (Current) **El Paso de Robles (Paso)**

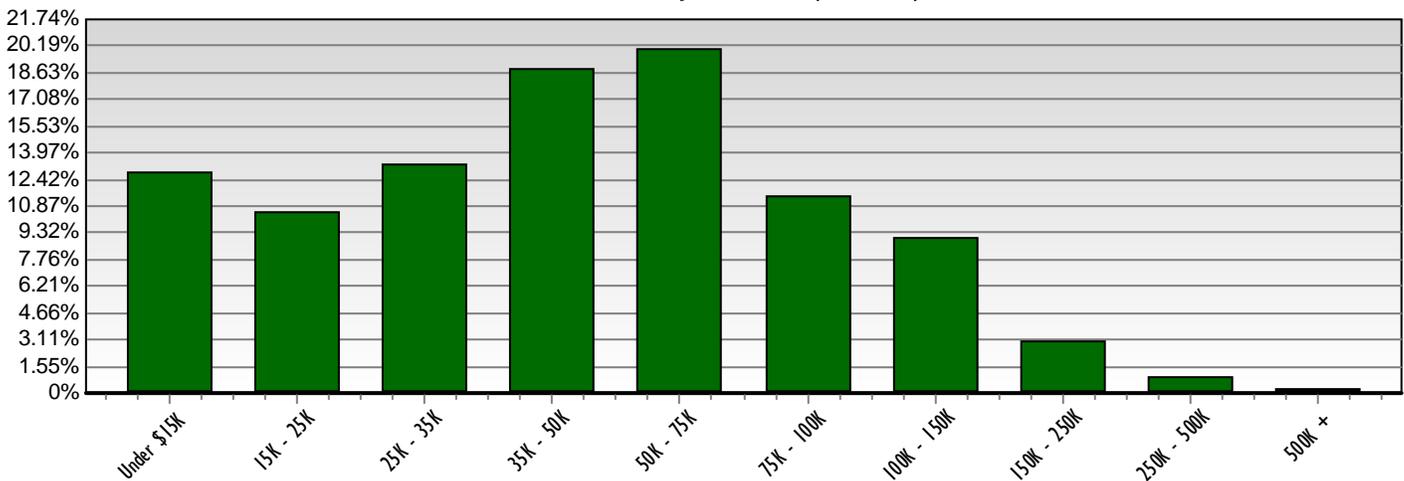
Single-Unit Detached	62.7%
Single-Unit Attached	9.2%
Multi-Units 2	3.2%
Multi-Units 3 - 19	15.4%
Multi-Units 20 - 19	2.8%
Multi-Units 50+	3.2%
Mobile	3.5%
Other	0.1%

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Households By Income (Current)	El Paso de Robles (Paso)
Under \$15,000	1,226
\$15,000 to \$24,999	1,009
\$25,000 to \$34,999	1,269
\$35,000 to \$49,999	1,799
\$50,000 to \$74,999	1,913
\$75,000 to \$99,999	1,094
\$100,000 to \$149,999	862
\$150,000 to \$249,999	282
\$250,000 to \$499,999	88
\$500,000 +	21
Total Households By Income	9,563
Average Household Income	\$58,663
Per Capita Income	\$21,068
Median Household Income	\$45,926

Households By Income (Current)



Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Housing Units By Occupancy (Current)

El Paso de Robles (Paso)

Owner - Occupied	58.0%
Renter - Occupied	39.3%
Vacant	2.7%

Owner - Occupied Property Values (Current)

Under \$20,000	24
\$20,000 to \$39,999	33
\$40,000 to \$59,999	10
\$60,000 to \$79,999	36
\$80,000 to \$99,999	36
\$100,000 to \$149,999	166
\$150,000 to \$199,999	570
\$200,000 to \$299,999	2,334
\$300,000 to \$399,999	1,431
\$400,000 to \$499,999	619
\$500,000 to \$749,999	378
\$750,000 to \$999,999	40
\$1,000,000 +	21

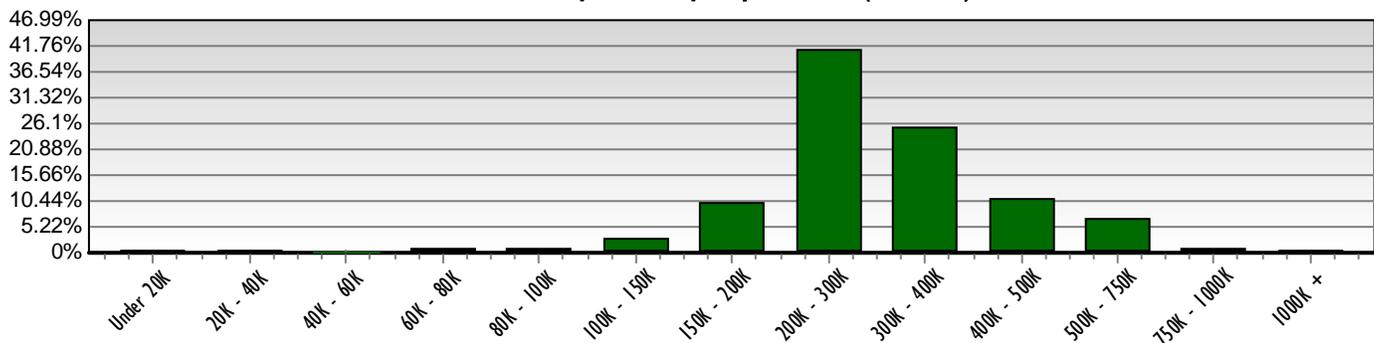
Total Owner - Occupied Property Values

5,698

Median Property Value

287,216

Owner - Occupied Property Values (Current)



Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Civilian Labor Force (Current)	El Paso de Robles (Paso)
Unemployed	743
Employed	11,575
Total Civilian Labor Force	12,318
Unemployment Rate	6.0%

Population By Education Attained (Current)	El Paso de Robles (Paso)
Less Than 9th Grade	10.2%
Some High School, No Diploma	11.2%
High School Graduate (Includes Equivalency)	24.3%
Some College, No Degree	27.4%
Associate Degree	9.2%
Bachelor's Degree	12.0%
Master's Degree	3.6%
Professional School Degree	1.6%
Doctorate Degree	0.4%

Analysis Geography: City of
El Paso de Robles, CA

Date: 8/16/2006

Population 16+ By Occupation (Current)

**El Paso de
Robles (Paso)**

Administrative Support	1,547
Architecture	188
Arts	128
Building and Grounds Cleaning	497
Business Operations	207
Computer and Mathematics	48
Construction and Extraction	836
Education, Training, Library	663
Farming	492
Financial Specialists	182
Health Care	703
Installation	488
Legal	49
Life	60
Management	828
Production	1,309
Sales	1,050
Services	2,830

Total Population 16+ By Occupation

11,575

Population 16+ By Occupation (Current)

