



# **Retail Site Determination**



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## **Recommendations & Conclusions**

Buxton has reviewed three sites provided by the City of Coalinga on the basis of retail recruitment potential. This Retail Site Determination booklet features maps of each Site's trade area and analysis contributing to this recommendation.

Coalinga proper has not yet achieved a retail density commensurate with its population and currently seems to be a net exporter of sales tax dollars. In the near future, this trend should improve as Coalinga achieves critical mass thresholds for a variety of retailers and restaurants. There is a window of opportunity that exists today for Coalinga to intercept sales currently leaving the community, while positioning the community as a hub for a larger area than it presently serves.

Future plans call for Coalinga to expand geographically, especially to the North and East. Right now, however, a majority of developments immediately anticipated remain nearer the current populated areas, and near each of the three sites studied.

Location of site 3 along Elm Ave and Phelps Ave should offer the most immediate opportunity for retail attraction. This location is more accessible, visible and has the largest number of people traveling through it. This site also does not have limitations with respect to size, shape, and existing buildings that would impact retail selection. Potentially any retail Buxton matches could go in any of the three site locations given. This is especially true given the retailers and restaurants that are likely to emerge as matches in Phase Two.

The following list indicates example categories of retail that are likely to be matched for Coalinga in Phase Two. Within these categories and others, Buxton anticipates several specific retailers and restaurants to be identified:

### **Major Categories of Retailers and Restaurants**

Apparel  
Grocery Stores  
Discount Department Stores  
Fast Food  
General Merchandise  
Shoe Stores

Each of the three sites analyzed show similar psychographic profiles that would be attractive to many retailers. Site 3 has the advantage of having considerable higher current number of households, and traffic count. The area currently is under-retailed offering an excellent opportunity to capitalize on relatively high growth (7% to 9%) in this area.

### **Buxton Recommends for Phase II**

Site 3 - Elm Ave and Phelps

## Selecting Coalinga's Retail Site

To begin the CommunityID process, the City of Coalinga selected three sites to be analyzed and then ranked for possible retail development or revitalization. The location of the three sites is shown on the opposite page.

**The next task for the sponsoring organization is to select one of the three sites for a more detailed analysis and determination of retail firms that will best match the consumers in Coalinga's trade area.**

To aid in the decision-making process to select the best site, Buxton has ranked the retail potential of the three sites based on the following analyses:

- A thirty minute drive-time trade area was delineated for each site
- The customers in each trade area were segmented according to buying habits and life styles
- A profile of Coalinga's customers within each of the three trade areas was developed
- The retail demand for more than 400 products and services were determined for each potential trade area

The purpose of these analyses is to develop Coalinga's customer profile. The Customer Profile is a snapshot of the customers that reside in Coalinga'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 Coalinga's Customer Profile with the 3,500 retail matching profiles in Buxton's proprietary database we are able to identify major categories of retail that are candidates for location in Coalinga. This matching provides the basis for determining Coalinga's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, City of Coalinga can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.



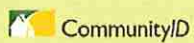
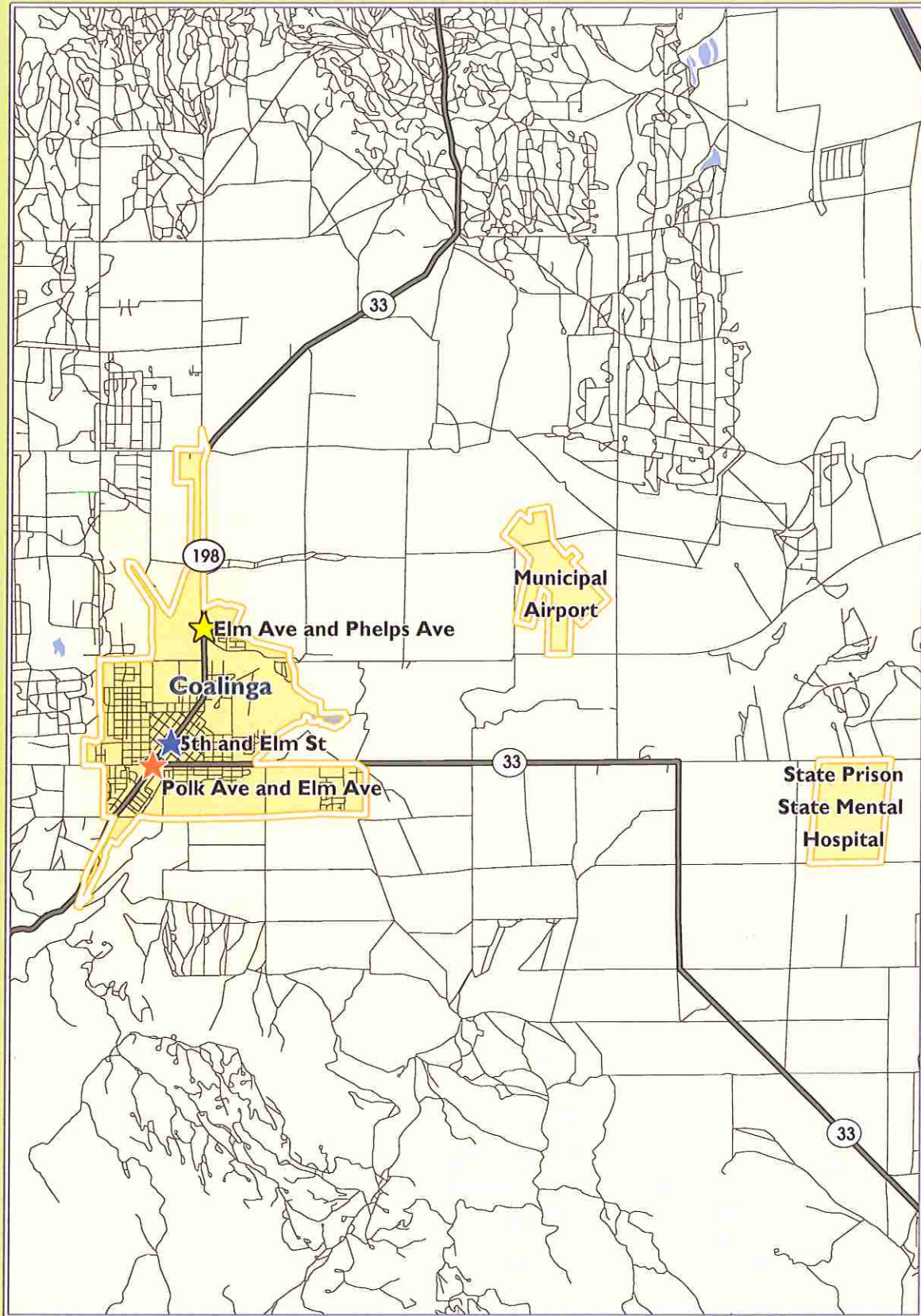
City of Coalinga

- City Limits
- Site 1
- Site 2
- Site 3

**Shopping Centers**

GLA in thousands

- 1000+
- 500 to 1000
- 100 to 500
- Below 100



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# Coalinga, California

## Overview

Prepared for the City of Coalinga










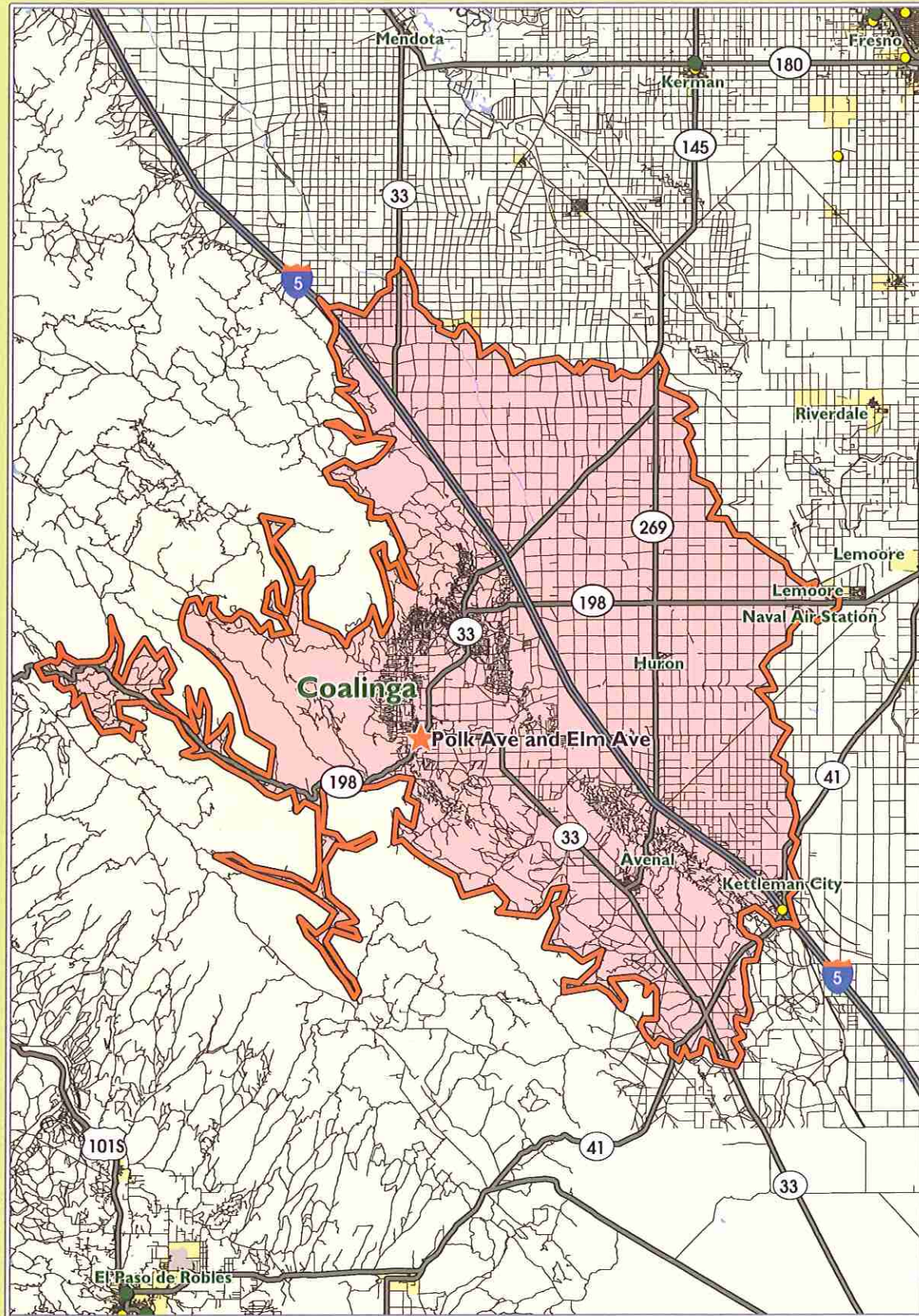
City of  
Coalinga

 Trade Area

 Site I

**Shopping Centers**

GLA in thousands

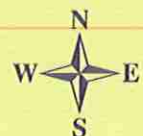


 CommunityID

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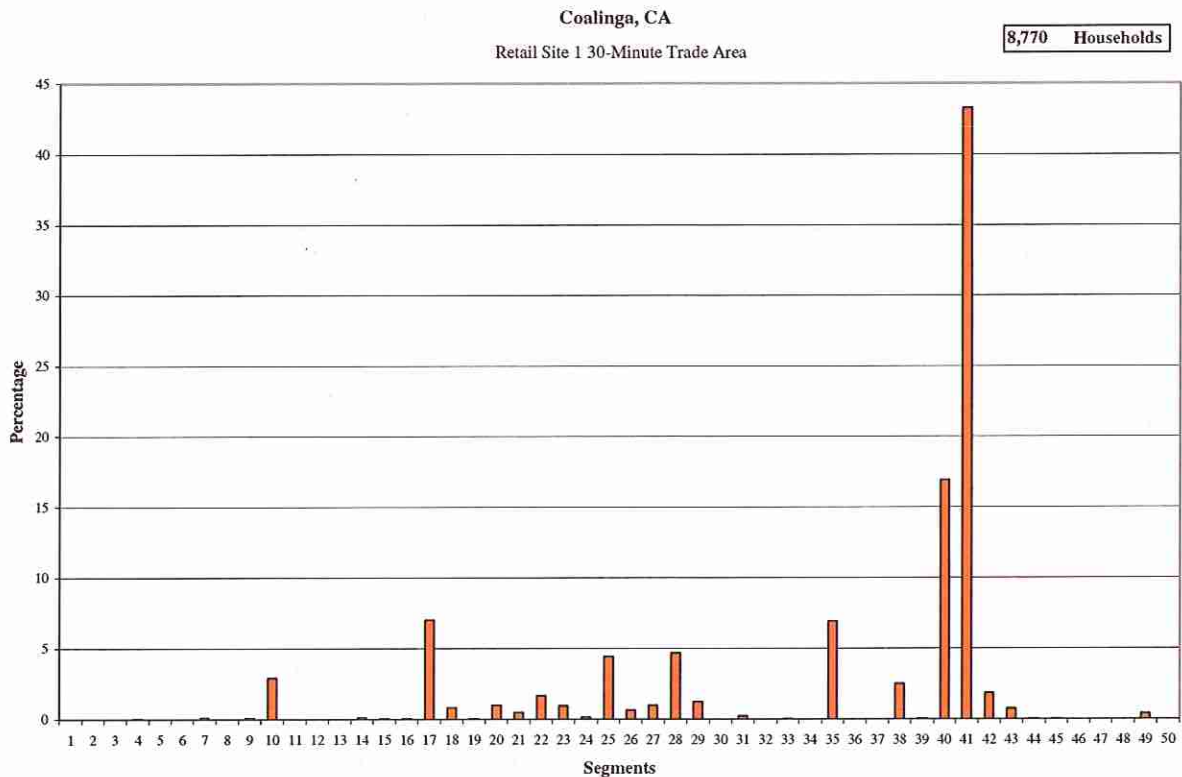
## Site I Analysis: Polk Ave and Elm Ave

### Drive-Time Trade Area

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

### Psychographics

The psychographic profile of the households within a 30-minute drive-time of Site I is presented below.



### Dominant Segments

A segment that represents at least 5 percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site I.

Dominant Segments	Description	Households	% Of All Households
17	Stars and Strips	616	7.0%
35	Buy American	606	6.9%
40	Trying Metro Times	1,485	16.9%
41	Close-Knit Families	3,796	41.3%

## Site I Analysis (continued)

### Retail Trade Potential

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

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars Available</i>
Children's Apparel	\$9,683,128
Men's Apparel	\$9,957,565
Women's Apparel	\$14,481,235
Groceries	\$61,427,425
Alcohol	\$9,567,772
Restaurants and Bars	\$35,128,555
Tobacco Products	\$5,868,551
Home Improvement and Household Services	\$6,800,385
Furniture and Décor	\$12,623,965
Lawn and Garden	\$3,975,242
Automotive - Service and Maintenance	\$14,158,926
Automotive - Purchase, Lease and Rental	\$15,702,648
Fuel	\$13,267,275
Electronics and Appliances	\$12,987,411
Recreation	\$11,193,335
Entertainment	\$13,016,588
Other Retail	\$13,232,503
Other Services	\$10,257,066
Miscellaneous	\$145,396,955
<b>TOTAL</b>	<b>\$418,726,530</b>

The following table presents the trade potential variables for Site I:

<b>Trade Potential Variables</b>	<b>Site I</b>
2003 Estimated Household Count	8,770
2003 Number of Households in Dominant Segments	6,502
Traffic Count	4,929
Estimated Retail Potential	\$418,726,530







City of  
Coalinga

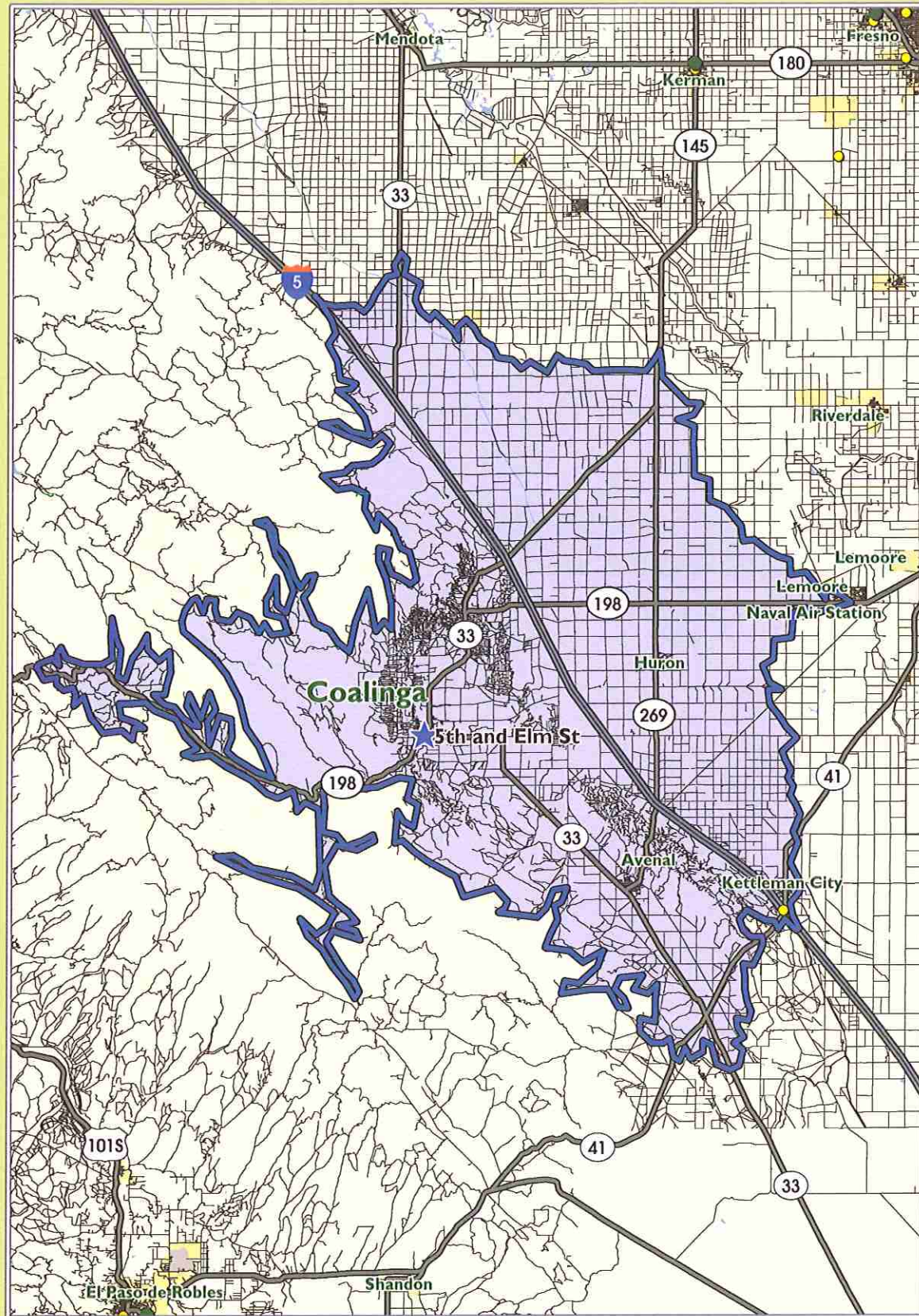
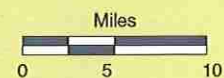
 Trade Area

 Site 2

**Shopping Centers**

GLA in thousands

-  1000+
-  500 to 1000
-  100 to 500
-  Below 100



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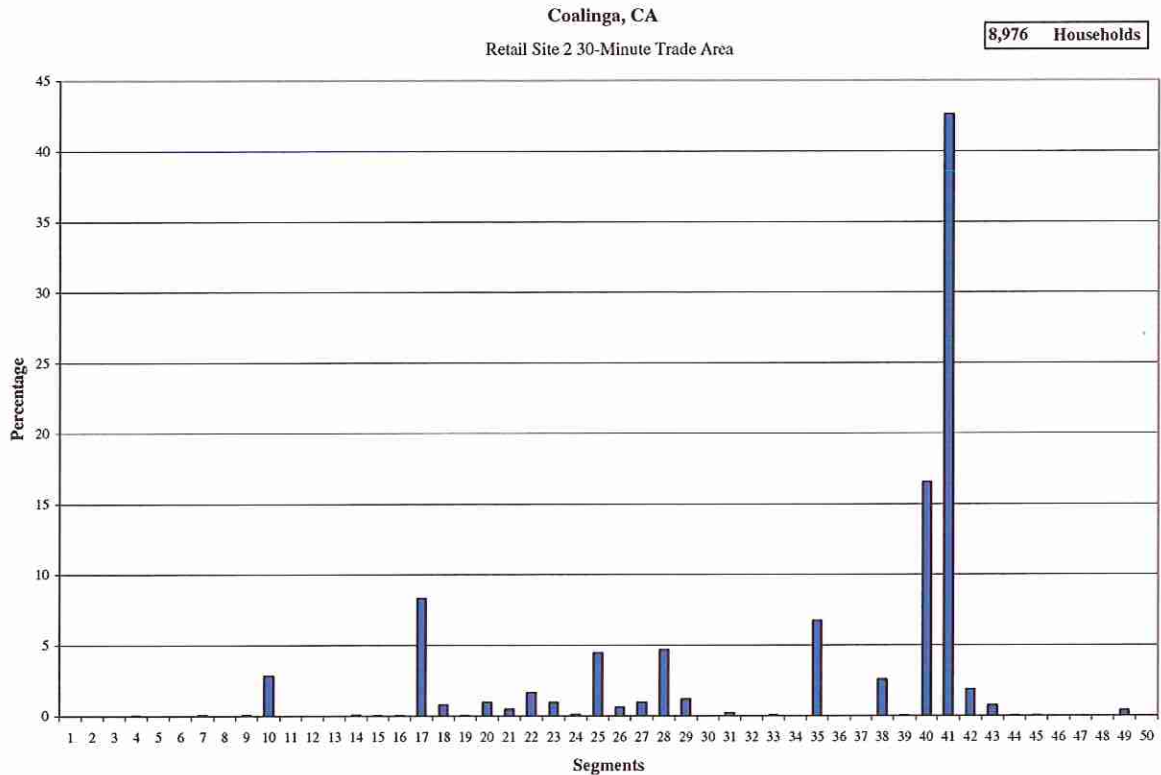
## Site 2 Analysis: 5<sup>th</sup> and Elm St

### Drive-Time Trade Area

The map on the opposite page depicts the trade area for Site 2. The trade area consists of a thirty-minute polygon, determined by Buxton's proprietary drive-time technology.

### Psychographics

The psychographic profile of the households within a 30-minute drive-time of Site 2 is presented below.



### Dominant Segments

A segment that represents at least 5 percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 2.

Dominant Segments	Description	Households	% Of All Households
17	Stars and Strips	746	8.3%
35	Buy American	606	6.7%
40	Trying Metro Times	1,486	16.6%
41	Close-Knit Families	3,825	42.6%

## Site 2 Analysis (continued)

### Retail Trade Potential

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for Site 2:

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars Available</i>
Children's Apparel	\$9,882,378
Men's Apparel	\$10,163,509
Women's Apparel	\$14,786,623
Groceries	\$62,689,420
Alcohol	\$9,756,075
Restaurants and Bars	\$35,916,617
Tobacco Products	\$6,005,905
Home Improvement and Household Services	\$6,950,785
Furniture and Décor	\$12,900,745
Lawn and Garden	\$4,055,716
Automotive - Service and Maintenance	\$14,483,837
Automotive - Purchase, Lease and Rental	\$16,056,482
Fuel	\$13,576,540
Electronics and Appliances	\$13,289,300
Recreation	\$11,439,420
Entertainment	\$13,285,074
Other Retail	\$13,505,200
Other Services	\$10,476,775
Miscellaneous	\$148,654,236
<b>TOTAL</b>	<b>\$427,874,637</b>

The following table presents the trade potential variables for Site 2:

<b>Trade Potential Variables</b>	<b>Site 2</b>
2003 Estimated Household Count	8,976
2003 Number of Households in Dominant Segments	6,662
Traffic Count	7,600
Estimated Retail Potential	\$427,874,637





City of  
Coalinga

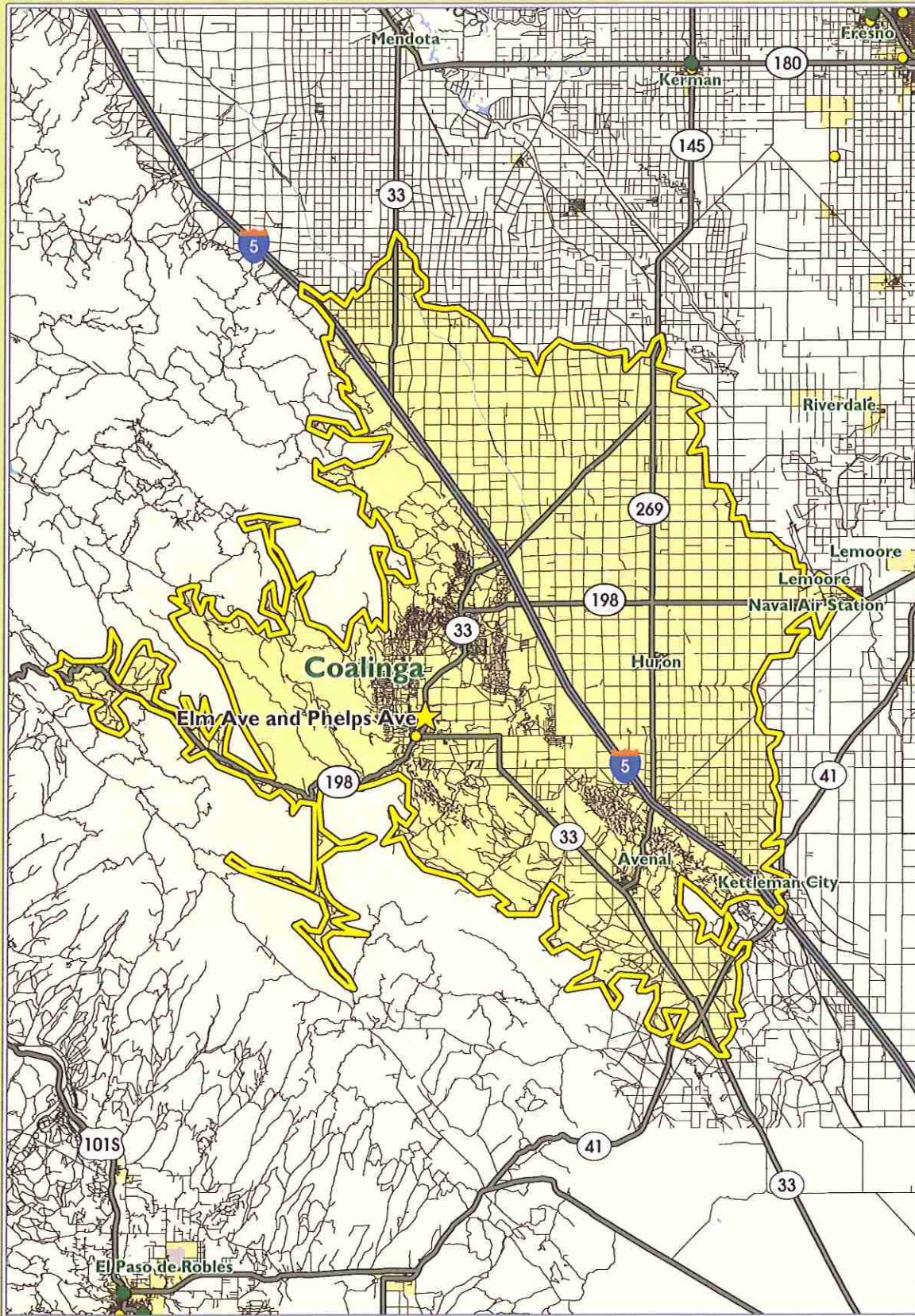
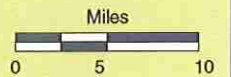
Trade Area

Site 3

**Shopping Centers**

GLA in thousands

- 1000+
- 500 to 1000
- 100 to 500
- Below 100



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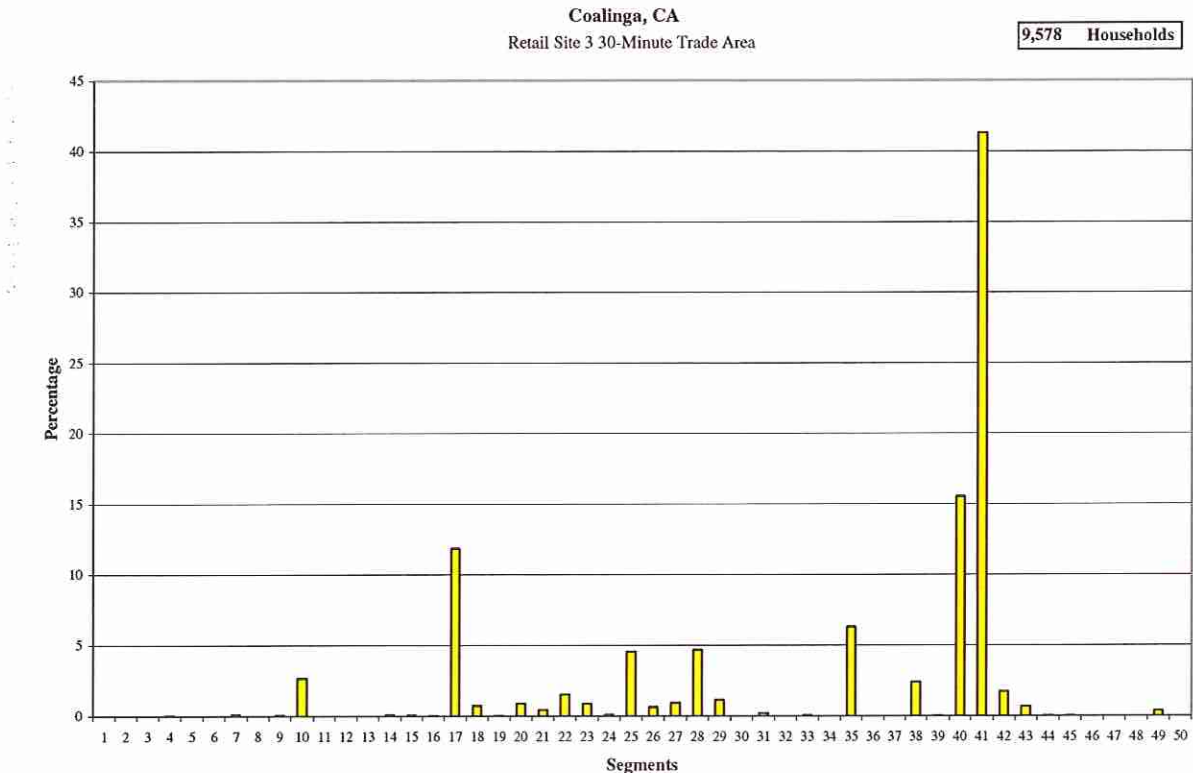
## Site 3 Analysis: Elm Ave and Phelps Ave

### Drive-Time Trade Area

The map on the opposite page depicts the trade area for Site 3. The trade area consists of a thirty-minute polygon, determined by Buxton's proprietary drive-time technology.

### Psychographics

The psychographic profile of the households within a 30-minute drive-time of Site 3 is presented below.



### Dominant Segments

A segment that represents at least 5 percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 3.

Dominant Segments	Description	Households	% Of All Households
17	Stars and Strips	1,136	11.9%
35	Buy American	606	6.3%
40	Trying Metro Times	1,488	15.5%
41	Close-Knit Families	3,959	41.3%

## Site 3 Analysis (continued)

### Retail Trade Potential

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for Site 3:

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars Available</i>
Children's Apparel	\$10,479,672
Men's Apparel	\$10,776,477
Women's Apparel	\$15,689,429
Groceries	\$66,459,874
Alcohol	\$10,321,747
Restaurants and Bars	\$38,235,784
Tobacco Products	\$6,410,785
Home Improvement and Household Services	\$7,389,597
Furniture and Décor	\$13,711,213
Lawn and Garden	\$4,287,943
Automotive - Service and Maintenance	\$15,433,595
Automotive - Purchase, Lease and Rental	\$17,091,873
Fuel	\$14,478,777
Electronics and Appliances	\$14,173,319
Recreation	\$12,168,014
Entertainment	\$14,075,910
Other Retail	\$14,305,517
Other Services	\$11,120,728
Miscellaneous	\$158,181,426
<b>TOTAL</b>	<b>\$454,791,680</b>

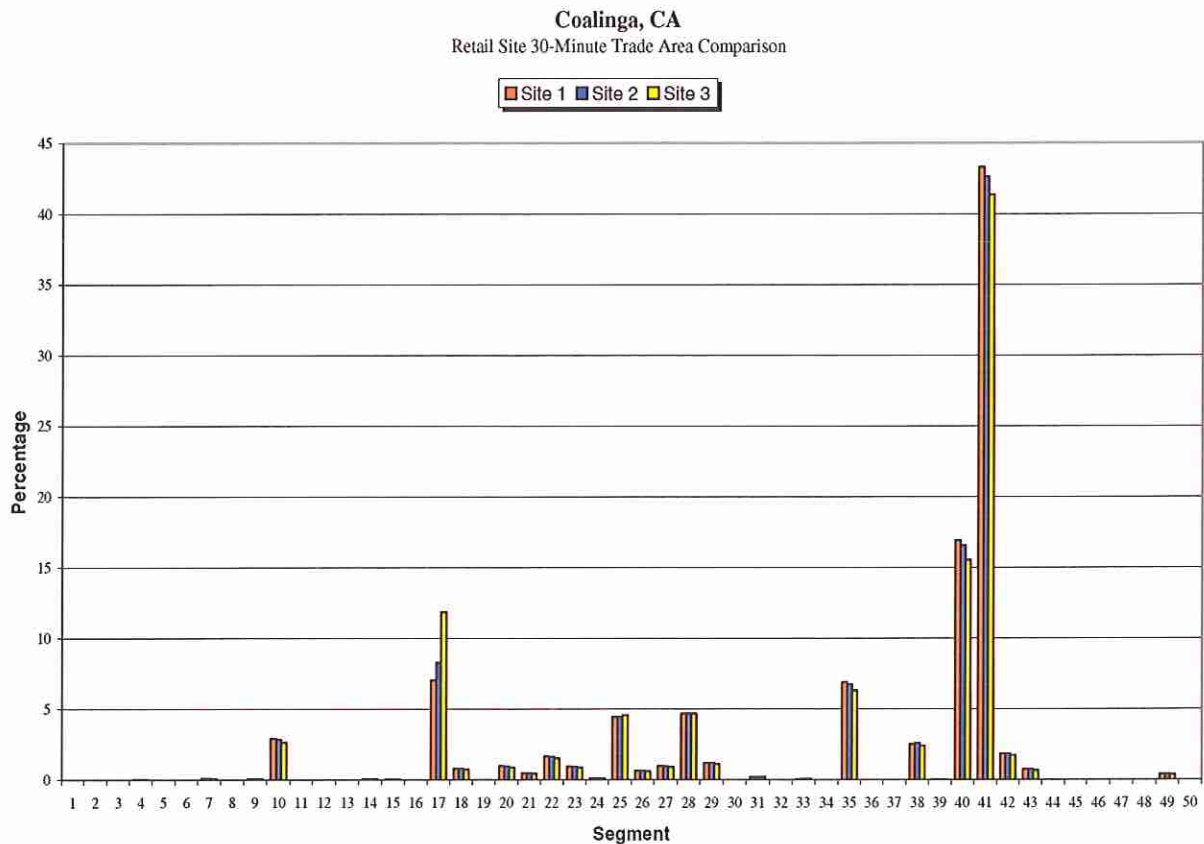
The following table presents the trade potential variables for Site 3:

<b>Trade Potential Variables</b>	<b>Site 3</b>
2003 Estimated Household Count	9,578
2003 Number of Households in Dominant Segments	7,188
Traffic Count	8,451
Estimated Retail Potential	\$454,791,680

## Site Comparison

### Trade Area Segmentation

This side by side comparison of the three trade areas shows the compositions and characteristics of the households to be similar. This is not unusual and can be expected in an area with potential sites in close proximity.



### 30-Minute Trade Area Statistics with Trade Area Rank

Trade Potential Variables	Site 1	Site 2	Site 3
2003 Estimated Household Count	8,770 (3)	8,976 (2)	9,578 (1)
2003 Number of Households in Dominant Segments	6,502 (3)	6,662(2)	7,188 (1)
Traffic Count	4,929(3)	7,600 (2)	8,451(1)
Estimated Retail Potential	\$418,726,530(3)	\$427,874,637 (2)	\$454,791,680(1)



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California

<i>Demographics 2003 Estimate</i>	<i>5-Mile Radius</i>	<i>10-Mile Radius</i>	<i>15-Mile Radius</i>	<i>10 Mile Nonoverlapping Radius</i>
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*Coalinga*

Total Population	12,612	17,561	25,230	12,877
Total Households	3,757	4,044	5,540	3,824

*Huron*

Total Population	7,108	12,773	42,089	12,408
Total Households	1,357	1,764	7,247	1,689

*Avenal*

Total Population	15,344	21,927	29,921	15,437
Total Households	2,033	2,628	4,231	2,049

*Kettleman City*

Total Population	1,726	16,927	19,168	1,801
Total Households	359	2,271	2,836	375

*Lemoore NAS*

Total Population	5,792	34,671	75,240	34,523
Total Households	1,337	10,336	21,915	10,317



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars</i>
Children's Apparel	\$9,683,128
Men's Apparel	\$9,957,565
Women's Apparel	\$14,481,235
Groceries	\$61,427,425
Alcohol	\$9,567,772
Restaurants and Bars	\$35,128,555
Tobacco Products	\$5,868,551
Home Improvement and Household Services	\$6,800,385
Furniture and Décor	\$12,623,965
Lawn and Garden	\$3,975,242
Automotive - Service and Maintenance	\$14,158,926
Automotive - Purchase, Lease and Rental	\$15,702,648
Fuel	\$13,267,275
Electronics and Appliances	\$12,987,411
Recreation	\$11,193,335
Entertainment	\$13,016,588
Other Retail	\$13,232,503
Other Services	\$10,257,066
Miscellaneous	\$145,396,955
<b>TOTAL</b>	<b>\$418,726,530</b>



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Children's Apparel</b>			
Boys' Accessories	\$5	139	\$41,385
Boys' Coats/Jackets/Furs	\$17	121	\$150,216
Boys' Footwear	\$89	158	\$784,772
Boys' Hosiery	\$11	145	\$98,669
Boys' Nightwear	\$5	141	\$46,157
Boys' Pants	\$112	153	\$984,161
Boys' Shirts	\$76	146	\$666,151
Boys' Shorts	\$45	145	\$391,835
Boys' Suits, Sportcoats, and Vests	\$9	126	\$83,235
Boys' Sweaters	\$8	149	\$72,671
Boys' Underwear	\$18	151	\$161,253
Boys' Uniforms/ Other Clothing	\$66	143	\$579,366
Girls' Accessories	\$5	137	\$47,297
Girls' Active Sportswear	\$13	135	\$113,721
Girls' Coats/Jackets /Fur	\$17	115	\$147,551
Girls' Dresses/ Suits	\$54	138	\$473,776
Girls' Footwear	\$77	149	\$676,318
Girls' Hosiery	\$11	142	\$93,401
Girls' Shorts	\$42	137	\$370,286
Girls' Skirts, Culottes and Pants	\$93	149	\$814,216
Girls' Sport Coats/ Other	\$82	142	\$718,445
Girls' Underwear/ Nightwear	\$29	141	\$251,379
Girls' Uniforms/ Other	\$34	139	\$295,658
Infants' Coats	\$7	110	\$59,610
Infants' Dresses	\$57	120	\$498,516
Infants' Sleeping Garment	\$11	122	\$95,013
Infants' Underwear/ Diaper	\$92	136	\$805,856
Infants' Accessories, Hosiery, Footwear and Uniforms	\$18	128	\$162,214
<b>Men's Apparel</b>			
Men's Footwear	\$188	139	\$1,650,936
Men's Accessories	\$33	121	\$285,132
Men's Active Sportswear	\$31	158	\$275,327
Men's Coats And Jacket	\$62	135	\$547,944
Men's Hosiery	\$26	145	\$230,901
Men's Nightwear	\$9	141	\$75,052
Men's Pants	\$253	153	\$2,214,865
Men's Shirts	\$219	146	\$1,916,956
Men's Shorts	\$58	145	\$505,562
Men's Sport Coats	\$40	126	\$351,085
Men's Suits	\$105	149	\$920,583
Men's Sweaters/ Vests	\$37	151	\$320,879
Men's Underwear	\$42	143	\$366,108
Men's Uniforms/ Other	\$34	137	\$296,235



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Women's Apparel</b>			
Women's Accessories	\$44	105	\$390,238
Women's Active Sportswear	\$43	106	\$378,724
Women's Coats/Jackets/ Furs	\$72	104	\$628,665
Women's Dresses	\$237	104	\$2,082,502
Women's Footwear	\$237	117	\$2,081,283
Women's Hosiery	\$59	110	\$518,011
Women's Nightwear	\$36	109	\$311,404
Women's Pants	\$223	117	\$1,955,252
Women's Shirts/ Blouses	\$222	113	\$1,948,462
Women's Shorts	\$70	114	\$615,738
Women's Skirts/ Culottes	\$47	108	\$414,301
Women's Sportcoats/ Jackets	\$33	103	\$286,529
Women's Suits	\$111	99	\$977,743
Women's Undergarments	\$92	114	\$804,831
Women's Uniforms/ Other	\$45	107	\$391,144
Women's Vests/ Sweater	\$79	109	\$696,408

<b>Groceries</b>			
Apples	\$49	135	\$433,147
Artificial Sweeteners	\$17	141	\$147,645
Baby Food	\$110	217	\$965,571
Bacon	\$49	148	\$433,100
Bananas	\$46	131	\$403,410
Beef Other	\$23	134	\$203,278
Beef Roast Other	\$23	128	\$201,516
Bologna/ Liverwurst/ Other	\$57	142	\$503,044
Bread And Crackers	\$8	127	\$72,525
Bread Other Than White	\$117	132	\$1,028,532
Butter	\$42	138	\$371,820
Cakes/ Cupcakes	\$82	127	\$720,198
Candy And Chewing Gum	\$339	136	\$2,969,660
Canned Vegetables Other	\$61	137	\$533,309
Canned And Dried Fruit	\$46	129	\$399,067
Canned Beans	\$17	139	\$150,576
Canned Corn	\$11	145	\$98,764
Canned Fish/ Seafood	\$24	137	\$213,912
Carbonated Drinks Other	\$170	131	\$1,488,156
Cereal	\$303	183	\$2,654,168
Cheese	\$213	135	\$1,867,861
Chuck Roast	\$19	135	\$164,397
Coffee Instant	\$50	123	\$440,444
Coffee Roasted	\$90	123	\$785,126
Cola Drinks	\$312	139	\$2,739,447
Condiments Other	\$41	137	\$355,436
Cookies	\$106	131	\$929,310
Crackers	\$52	129	\$459,837
Dairy Prods/ Powder Milk	\$79	135	\$689,919
Donuts/ Sweet Rolls	\$53	128	\$467,321
Eggs	\$81	142	\$708,596
Fats/ Oils/ Salad Drs	\$95	136	\$835,459
Fish: Fresh And Frozen	\$68	128	\$593,305
Flour	\$22	147	\$196,725
Food/ Nonalcoholic Beverage Convenience Store	\$499	136	\$4,374,364
Food/ Nonalcoholic Beverage Grocery Store	\$7,000	140	\$61,386,982
Frankfurters	\$56	147	\$486,878
Fresh Biscuits/ Rolls	\$97	131	\$852,162
Fresh Fruits Other	\$107	130	\$938,517
Fresh Milk/ Cream /Other	\$21	137	\$182,797



Retail Trade Potential  
Site 1, Coalinga, California

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
Fresh Vegetables Other	\$180	129	\$1,575,292
Fresh Whole Chicken	\$94	136	\$826,750
Fresh Whole Milk	\$226	155	\$1,978,610
Fresh/ Frozen Chicken Parts	\$238	135	\$2,083,373
Frozen Fruit/ Other Juices	\$16	134	\$140,797
Frozen Meals	\$56	131	\$495,208
Frozen Orange Juice	\$21	132	\$185,859
Frozen Prepared Food Not Meal	\$143	142	\$1,252,285
Frozen Vegetables	\$35	133	\$310,223
Frozen/Refridgerated/ Canned Bakery Products	\$58	127	\$510,379
Fruit Juice Fresh/Canned/ Bottled	\$178	139	\$1,557,433
Grocery Store Total Purchase	\$7,004	136	\$61,427,425
Ground Beef	\$136	143	\$1,191,352
Ham Fresh And Canned	\$72	146	\$633,643
Ice Cream/ Related Products	\$135	129	\$1,180,365
Jams/ Jellies/ Other Sweets	\$88	132	\$774,015
Lamb/ Mutton/ Other Meat	\$23	129	\$204,490
Laundry/ Cleaning Products	\$35	90	\$307,011
Lettuce	\$43	133	\$380,466
Lunchmeat Other	\$98	135	\$857,480
Margarine	\$17	132	\$150,041
Misc Household Paper/ Plastic Products	\$126	91	\$1,104,297
Misc Prepared Foods	\$218	136	\$1,911,039
Noncarbonated Beverages Other	\$127	129	\$1,111,922
Noncarbonated Fruit Flavored Drink	\$65	132	\$568,790
Non-Dairy Cream Substitute	\$15	138	\$132,927
Nuts	\$39	123	\$342,646
Olives/ Pickles/ Relish	\$22	134	\$194,585
Oranges	\$52	132	\$453,796
Over-The-Counter Drugs	\$175	91	\$1,531,718
Paper Towels/ Napkins/ Tissues	\$91	92	\$797,279
Pasta/ Cornmeal/ Other	\$77	140	\$678,908
Peanut Butter	\$19	136	\$167,130
Pet Food	\$197	97	\$1,727,367
Pies/Tarts Fresh & Other	\$31	132	\$271,036
Pork Chops	\$67	150	\$583,994
Pork Other	\$73	147	\$638,411
Pork Sausage	\$43	150	\$374,901
Potato Chips/ Other Snacks	\$191	144	\$1,674,236
Potatoes	\$55	134	\$478,689
Poultry/ Frozen Whole Chicken Other	\$83	128	\$730,154
Prepared Flour Mixes	\$34	137	\$300,376
Prepared Salads/ Dessert	\$71	141	\$625,677
Rice	\$49	146	\$430,497
Round Roast	\$16	132	\$140,456
Round Steak	\$27	146	\$236,424
Salt/ Other Seasonings/ Spices	\$43	130	\$379,332
Sauces And Gravies	\$88	137	\$771,880
Shellfish: Fresh & Frozen	\$41	121	\$355,898
Sirloin Steak	\$42	129	\$367,851
Soap And Detergents	\$41	97	\$363,777
Soup	\$100	141	\$878,789
Steak Other	\$75	136	\$660,826
Sugar	\$67	143	\$583,395
Tea	\$46	133	\$400,784
Tomatoes	\$68	139	\$597,077
Topicals And Dressings	\$29	84	\$252,469
White Bread	\$89	138	\$779,563



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Alcohol</b>			
Alcohol Beverages Other At Home	\$98	91	\$855,608
Beer/ Ale/ At Home	\$820	184	\$7,193,996
Whiskey At Home	\$61	88	\$531,581
Wine At Home	\$112	77	\$986,587
<b>Restaurants and Bars</b>			
Alcoholic Beverages Other Away From Home	\$237	139	\$2,082,630
Beer/ Ale Away From Home	\$448	153	\$3,928,256
Breakfast/ Brunch At Restaurant	\$339	94	\$2,970,812
Dinner At Restaurants/ Café	\$1,488	90	\$13,048,013
Lunch At Restaurants/ Café	\$1,001	91	\$8,776,178
Snacks/Nonalcoholic Beverage	\$316	99	\$2,772,662
Wine Away From Home	\$177	135	\$1,550,004
<b>Tobacco Products</b>			
Cigarettes	\$560	105	\$4,913,746
Cigars/ Tobacco Products	\$98	136	\$861,282
Smoking Accessories	\$11	111	\$93,523
<b>Home Improvement and Household Services</b>			
Electrical Work/ Heating/ AC Supplies	\$24	85	\$207,356
Electrical Work/ Heating/AC	\$78	75	\$688,031
Hard Flooring Repair Parts	\$37	66	\$326,922
Masonry/ Brick/ Stucco Supplies	\$26	102	\$226,862
Non-Power Tools	\$37	127	\$327,585
Outdoor Equipment	\$9	87	\$82,853
Paint/ Wallpaper Interior	\$22	76	\$189,157
Painting Equip. Interior/Exterior	\$2	83	\$20,375
Plaster/ Panel/Insulation	\$181	82	\$1,590,415
Plaster/ Panel/ Roof Supplies	\$30	91	\$262,909
Plumbing/ Water Heating Supplies	\$9	86	\$78,450
Plumbing/ Water Heating	\$40	82	\$348,082
Power Tools	\$72	123	\$633,981
Roofing/ Gutters/ Downspouts	\$101	86	\$883,932
Wall To Wall Carpeting	\$106	74	\$933,475



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Furniture and Décor</b>			
Bathroom Linens	\$44	79	\$387,655
Bedroom Linens	\$145	77	\$1,275,444
China And Other Dinnerware	\$89	73	\$780,390
Clocks	\$4	72	\$36,926
Closet Storage Items	\$5	78	\$46,834
Curtains And Drapes	\$72	79	\$627,602
Encyclopedias/ Other Reference Books	\$2	89	\$16,339
Glassware	\$39	76	\$337,798
Infants' Equipment	\$12	189	\$109,605
Infants' Furniture	\$21	139	\$187,224
Kitchen/ Dining Room Furniture	\$65	81	\$567,847
Kitchen/ Dining Room Linens	\$8	73	\$69,884
Lamps/ Lighting Fixtures	\$14	78	\$124,339
Living Room Chairs	\$65	87	\$570,261
Living Room Tables	\$27	83	\$240,520
Luggage/ Travel Items	\$34	67	\$297,156
Mattresses And Springs	\$78	87	\$687,939
Office Furniture For Home Use	\$17	74	\$153,382
Other Bedroom Furniture	\$91	85	\$801,323
Other Drapery Hardware	\$24	96	\$212,504
Other Household Decorative Item	\$62	70	\$544,272
Other Linens	\$6	84	\$50,391
Patio/ Porch/ Outdoor Furniture	\$19	73	\$169,556
Plastic Dinnerware	\$18	110	\$159,477
Rental Of Furniture	\$9	178	\$78,506
Room-Size Rugs/ Other Coverings	\$26	53	\$230,561
Serving Pieces Silver/Other	\$16	78	\$141,873
Sewing Materials For Clothing	\$70	136	\$613,788
Sewing Materials For Home	\$61	113	\$532,961
Sewing Notions/Pattern	\$34	136	\$293,823
Slipcovers/ Decorative Pillows	\$8	79	\$69,638
Sofas	\$132	90	\$1,155,288
Stainless/ Silver/ Flatware	\$41	100	\$361,754
Venetian Blinds/ Window Coverings	\$19	76	\$163,842
Wall Units/ Shelves/ Other	\$60	80	\$527,263
<b>Lawn and Garden</b>			
Fresh Flowers/ Potted Plant	\$133	67	\$1,164,950
Gardening/ Lawncare Services	\$121	68	\$1,058,096
Lawn And Garden Supplies	\$134	94	\$1,174,470
Lawn mowing/ Yard Equipment	\$59	98	\$513,075
Lawn mowing/ Yard Equipment Rental	\$7	82	\$64,651



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Automotive, Service and Maintenance</b>			
Battery Replacement/Audio Equipment/Floormats/Seatcovers	\$251	82	\$2,202,442
Bodywork/ Paint/ Upholstry/Repair	\$70	86	\$611,622
Brake Adjustment	\$9	83	\$80,132
Brake Work Excluding Adjustment	\$97	89	\$850,363
Clutch/ Transmission Repair	\$107	91	\$941,565
Coolant/ Antifreeze/ Fluids	\$10	96	\$90,589
Cooling System Repair	\$45	92	\$394,198
Drive Shaft/ Rear-End Repair	\$13	87	\$112,849
Electrical System Repair	\$69	87	\$604,186
Exhaust System Repair	\$36	93	\$314,729
Front-end Alignment/ Wheelbase	\$25	90	\$217,733
Lubrication/ Oil Change	\$137	88	\$1,199,314
Minor Vehicle Repairs Including Tires	\$144	84	\$1,266,604
Misc Vehicle Products	\$25	87	\$221,803
Motor Oil	\$56	152	\$494,270
Motor Repair/Replacement	\$177	88	\$1,550,344
Motor Tune-Up	\$86	84	\$751,289
Shock Absorber Replace	\$12	86	\$101,249
Steering/ Front-end Repair	\$39	91	\$345,695
Tires	\$192	80	\$1,686,327
Vehicle Inspection	\$14	90	\$121,623
<b>Automotive - Purchase, Lease and Rental</b>			
Auto Finance Charges	\$257	101	\$2,252,976
Auto Rental Out-Of-Town	\$46	54	\$406,846
Auto Rentals and Leases Excluding for Trips	\$371	62	\$3,257,796
Automobile Sold Amount	\$320	86	\$2,806,270
New Car Trade-In Allowance	\$82	64	\$716,911
New Cars	\$13	87	\$112,849
New Trucks Or Vans	\$69	87	\$604,186
New Trucks/ Vans Trade In	\$116	79	\$1,013,529
Truck Or Van Rental	\$13	73	\$110,631
Truck/ Van/ Motorcycle Finance Charges	\$192	98	\$1,682,647
Truck/Van Amount Sold	\$251	99	\$2,205,545
Used Cars	\$36	93	\$314,729
Used Trucks Or Vans	\$25	90	\$217,733
<b>Fuel</b>			
Coal/Wood/ Other Fuels	\$9	122	\$75,314
Fuel Oil	\$27	68	\$234,206
Gas Bottled Or Tank	\$40	103	\$350,826
Gas/ Diesel Fuel/ Gasahol	\$1,438	108	\$12,606,929



**Retail Trade Potential**  
**Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Electronics and Appliances</b>			
B/W TV/ Other TV Combo	\$2	105	\$14,564
Calculators/ Typewriters/ Other	\$5	88	\$47,191
CDs/Tapes/ Records/ Needles	\$87	83	\$766,652
CDs/Tapes/ Videos From Clubs	\$23	84	\$197,374
Clothes Dryer	\$30	96	\$265,467
Clothes Washer	\$41	95	\$355,961
Color TV Console/ Big Screen	\$88	105	\$770,613
Color TV Portable/ Table	\$140	89	\$1,229,318
Comp Software Non-Business Use	\$29	75	\$251,300
Computer Systems For Non-Business Use	\$235	77	\$2,062,798
Computer Systems/ Equipment Repair	\$3	75	\$26,383
Cooking Stove/ Range/ Oven	\$43	86	\$378,710
Dishwasher/ Garbage Disposal	\$23	82	\$199,806
Electric Personal Care Appliances	\$8	85	\$68,958
Electrical Floor Cleaning Equipment	\$26	100	\$230,242
Laundry/ Cleaning/ Misc Household Equipment	\$81	88	\$714,687
Microwave Oven	\$15	92	\$129,579
Non-Electric Cookware	\$93	88	\$811,414
Other Sound/ Video Equipment	\$25	75	\$219,776
Phonographs/ Records/ Tapeplayers	\$7	90	\$63,408
Portable Heating/ Cooling Equipment	\$12	94	\$102,007
Radio	\$23	94	\$197,979
Refrigerator/ Home Frozen	\$85	85	\$748,319
Sewing Machines	\$7	137	\$62,531
Small Electrical Kitchen Appliances	\$29	94	\$250,774
Smoke Alarms/ Detectors	\$14	80	\$118,870
Sound Systems/ Components/ CD Players	\$118	90	\$1,034,214
Telephone Answering Devices	\$4	86	\$32,780
Telephones And Accessories	\$22	84	\$194,147
Television Rental	\$2	130	\$15,572
TV Computer Games/ Software	\$31	81	\$269,596
TV/Radio/ Sound Equipment Repair	\$30	70	\$260,622
VCR/Radio/ Sound Equipment Rental	\$2	184	\$19,657
VCR/Video Camera/ Disc Player	\$45	84	\$391,407
Video Cassettes/ Tapes/ Discs	\$45	86	\$391,593
Window Air Conditioner	\$11	98	\$93,142
<b>Recreation</b>			
Bicycles	\$50	127	\$436,403
Boat/ Outboard Motor	\$107	65	\$934,581
Camper Coach/ Trailer Rental	\$111	91	\$972,157
Camping Equipment	\$13	79	\$110,952
Hunting/ Fishing Equipment	\$23	109	\$199,428
Motorcycles/ Scooters/ Mopeds	\$100	103	\$876,879
Ping-Pong/ Pool Tables	\$126	79	\$1,104,830
Playground Equipment	\$16	78	\$139,714
Sports/ Exercise Equipment Rental	\$7	77	\$58,065
Toys/Games/ Hobbies	\$590	124	\$5,173,541
Water/ Misc Sports Equipment	\$113	109	\$988,110
Winter Sports Equipment	\$23	109	\$198,675



**Retail Trade Potential**  
**Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Entertainment</b>			
Admission For Entertainment	\$87	136	\$765,332
Books Not Thru Clubs	\$101	79	\$885,497
Coin Pinball/ Video Games	\$125	126	\$1,099,945
Entertainment Misc Out-Of-Town	\$191	121	\$1,675,059
Entertainment Expense Out-Of-Town	\$50	124	\$440,712
Magazines/ Periodicals/ Newsletters	\$173	80	\$1,517,887
Newspapers	\$134	81	\$1,172,729
Parimutual Losses/ Sports Liscenses	\$45	92	\$396,046
Participation Fees For Sports	\$83	113	\$731,988
Participation Fees Sports Out of Town	\$33	96	\$285,152
Pool/ Country/ Auto Club	\$131	69	\$1,149,979
Recreational Lessons Fees	\$98	115	\$861,796
Sports Admission Out-Of-Town	\$44	110	\$386,032
Sports Events Admission Fee	\$81	108	\$706,013
Video Rentals	\$107	93	\$942,421

<b>Other Retail</b>			
Cosmetics/ Perfume	\$310	132	\$2,720,598
Deodorant/ Feminine Hygiene	\$59	87	\$517,952
Eyeglasses/ Contact Lenses	\$95	102	\$830,125
Hair Care Products	\$193	138	\$1,694,163
Jewelry	\$332	68	\$2,908,993
Musical Instruments/ Supplies	\$36	129	\$319,543
Non-Electrical Accessories For Hair	\$20	117	\$179,660
Oral Hygiene Products	\$52	85	\$458,203
Pets/ Supplies/ Medicine	\$27	113	\$240,979
Photographic Equipment	\$38	73	\$333,754
Photographic Film	\$55	88	\$479,231
Shaving Needs	\$38	114	\$334,853
Stationary/ Gift-wrap/ Greeting Card	\$203	78	\$1,784,534
Watches	\$47	68	\$409,569
Wigs/ Hairpieces/ Toupees	\$2	192	\$20,346

<b>Other Services</b>			
Apparel Laundry Coin-Operated	\$51	118	\$447,623
Apparel Laundry Not Coin Operated	\$75	76	\$661,886
Books Thru Book Clubs	\$19	84	\$170,259
Clothing Rental	\$99	84	\$865,304
Clothing Storage	\$9	70	\$76,604
Clothing/ Accessory Repair	\$152	71	\$1,328,861
Film Processing	\$59	74	\$514,618
Household Appliance Repair	\$32	85	\$280,466
Housekeeping Services	\$111	56	\$974,977
Musical Instruments Rental	\$2	90	\$21,365
Non-Clothing Household Laundry	\$7	101	\$62,393
Office Equipment/ Household Equipment Rental	\$6	106	\$54,872
Personal Care Appliances Rental/Repair	\$14	205	\$120,989
Personal Care Services Females	\$249	109	\$2,180,614
Personal Care Services Males	\$143	120	\$1,251,758
Pest Control/ Misc Home Services	\$52	75	\$454,058
Pet Services	\$5	90	\$41,677
Photographer Fees	\$58	93	\$511,343
Shoe Repair/ Shoe Services	\$3	115	\$28,331
Watch And Jewelry Repair	\$15	71	\$133,665
Water Softening Services	\$9	80	\$75,403



**Retail Trade Potential  
Site 1, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Miscellaneous</b>			
Accounting Fees	\$48	63	\$420,525
Airfares Out-Of-Town	\$375	56	\$3,287,948
Bank Service Charges	\$880	113	\$7,720,744
Blue Cross/ Blue Shield	\$89	99	\$784,540
Cash Support Including Alimony and Child Support	\$326	69	\$2,862,135
Cash Support To College Student	\$108	60	\$949,045
Catered Affairs	\$79	80	\$690,263
Cemetery Lots Or Vault	\$56	148	\$494,544
Childcare/ Eldercare	\$137	115	\$1,201,786
Contribution To Charities	\$104	69	\$916,037
Contribution To Churches	\$346	76	\$3,033,815
Contribution To Educational Orgs	\$28	57	\$248,412
Contribution To Other Organizations	\$16	79	\$138,605
Contribution To Political Orgs	\$5	61	\$40,755
Dental Care	\$561	100	\$4,922,436
Electricity	\$690	84	\$6,050,843
Eye Exams/ Treatment/ Surgery	\$81	106	\$706,476
Finance Charges Excluding Mortgage/Vehicles	\$251	99	\$2,197,411
Fire and Extended Coverage Insurance	\$5	75	\$40,210
Food/ Board At School	\$62	73	\$548,001
Funeral/ Burial/ Cremation	\$204	153	\$1,786,178
Furniture Repair/ Refinishing/ Reupholstry	\$26	53	\$225,286
Gifts Of Cash/ Bonds/Stocks	\$211	60	\$1,850,551
Commercial Health Insurance	\$180	98	\$1,579,064
Health Maintenance Plans	\$481	114	\$4,221,759
Homeowners Insurance	\$201	92	\$1,761,674
Hospital Room And Meal	\$146	95	\$1,281,778
Hospital Services Other Than Room	\$108	106	\$943,486
Lab Tests And X-Rays	\$65	103	\$573,606
Legal Fees	\$543	72	\$4,760,686
Life/ Annuity/ Other Insurance	\$438	78	\$3,841,051
Lodging Away From Home	\$192	64	\$1,686,263
Medical Practitioner/ Nurse Services	\$121	102	\$1,059,774
Medical/ Surgical Equipment/ Hearing Aid	\$28	96	\$242,202
Medicare Supplies/ Other Insurance	\$111	95	\$971,541
Misc Personal Services Including Advertisements	\$47	72	\$414,576
Money Given To Organizations	\$788	76	\$6,911,110
Moving/ Storage/ Freight	\$80	60	\$700,724
Natural Or Utility Gas	\$330	100	\$2,892,427
Other Non-Health Insurance	\$7	63	\$57,777
Physicians' Services	\$347	105	\$3,044,007
Preschool Misc Expense	\$243	142	\$2,133,502
Rent Of Dwelling	\$3,250	112	\$28,504,347
Safe Deposit Boxes	\$132	95	\$1,155,348
School Books For College	\$264	167	\$2,311,652
School Books For Elementary/High School	\$74	157	\$651,256
School Books Preschool	\$10	109	\$87,610
Security System Management Fees	\$11	68	\$99,285
Telephone Services/ All Types	\$1,257	93	\$11,027,106
Tuition For School/ All Levels	\$1,039	111	\$9,108,832
Vehicle Insurance	\$1,261	75	\$11,056,181
Veterinarian Expense For Pets	\$137	113	\$1,201,785



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Children's Apparel</b>			
Boys' Accessories	\$5	138	\$42,198
Boys' Coats/Jackets/Furs	\$17	121	\$153,461
Boys' Footwear	\$89	158	\$800,578
Boys' Hosiery	\$11	145	\$100,651
Boys' Nightwear	\$5	141	\$47,084
Boys' Pants	\$112	152	\$1,003,925
Boys' Shirts	\$76	146	\$679,365
Boys' Shorts	\$45	144	\$399,696
Boys' Suits, Sportcoats, and Vests	\$9	125	\$84,905
Boys' Sweaters	\$8	148	\$74,131
Boys' Underwear	\$18	151	\$164,548
Boys' Uniforms/ Other Clothing	\$66	143	\$590,726
Girls' Accessories	\$5	136	\$48,231
Girls' Active Sportswear	\$13	134	\$116,001
Girls' Coats/Jackets /Fur	\$17	115	\$150,810
Girls' Dresses/ Suits	\$54	137	\$483,234
Girls' Footwear	\$77	148	\$690,234
Girls' Hosiery	\$11	142	\$95,310
Girls' Shorts	\$42	137	\$377,723
Girls' Skirts, Culottes and Pants	\$93	148	\$830,770
Girls' Sport Coats/ Other	\$82	142	\$732,900
Girls' Underwear/ Nightwear	\$29	140	\$256,522
Girls' Uniforms/ Other	\$34	139	\$301,597
Infants' Coats	\$7	110	\$60,874
Infants' Dresses	\$57	120	\$509,002
Infants' Sleeping Garment	\$11	122	\$97,029
Infants' Underwear/ Diaper	\$92	136	\$825,118
Infants' Accessories, Hosiery, Footwear and Uniforms	\$18	128	\$165,755
<b>Men's Apparel</b>			
Men's Footwear	\$188	138	\$1,685,775
Men's Accessories	\$32	121	\$290,999
Men's Active Sportswear	\$31	158	\$281,002
Men's Coats And Jacket	\$62	134	\$559,158
Men's Hosiery	\$26	145	\$235,466
Men's Nightwear	\$9	141	\$76,526
Men's Pants	\$252	152	\$2,261,088
Men's Shirts	\$218	146	\$1,957,029
Men's Shorts	\$58	144	\$516,403
Men's Sport Coats	\$40	125	\$358,178
Men's Suits	\$105	148	\$938,903
Men's Sweaters/ Vests	\$36	151	\$327,322
Men's Underwear	\$42	143	\$373,453
Men's Uniforms/ Other	\$34	136	\$302,207



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Women's Apparel</b>			
Women's Accessories	\$44	105	\$398,366
Women's Active Sportswear	\$43	106	\$386,694
Women's Coats/Jackets/ Furs	\$71	104	\$641,672
Women's Dresses	\$237	104	\$2,125,223
Women's Footwear	\$237	117	\$2,125,333
Women's Hosiery	\$59	110	\$529,406
Women's Nightwear	\$35	109	\$317,857
Women's Pants	\$223	117	\$1,997,646
Women's Shirts/ Blouses	\$222	113	\$1,990,092
Women's Shorts	\$70	113	\$629,458
Women's Skirts/ Culottes	\$47	107	\$423,041
Women's Sportcoats/ Jackets	\$33	102	\$292,291
Women's Suits	\$111	99	\$997,318
Women's Undergarments	\$92	113	\$821,973
Women's Uniforms/ Other	\$44	107	\$399,389
Women's Vests/ Sweater	\$79	109	\$710,864

<b>Groceries</b>			
Apples	\$49	134	\$441,811
Artificial Sweeteners	\$17	140	\$150,410
Baby Food	\$110	217	\$988,079
Bacon	\$49	148	\$441,755
Bananas	\$46	131	\$411,232
Beef Other	\$23	134	\$207,284
Beef Roast Other	\$23	128	\$205,390
Bologna/ Liverwurst/ Other	\$57	141	\$513,164
Bread And Crackers	\$8	127	\$73,972
Bread Other Than White	\$117	132	\$1,048,502
Butter	\$42	137	\$379,111
Cakes/ Cupcakes	\$82	127	\$734,232
Candy And Chewing Gum	\$337	135	\$3,029,017
Canned Vegetables Other	\$61	136	\$543,863
Canned And Dried Fruit	\$45	129	\$406,830
Canned Beans	\$17	138	\$153,598
Canned Corn	\$11	144	\$100,825
Canned Fish/ Seafood	\$24	136	\$218,162
Carbonated Drinks Other	\$169	130	\$1,517,762
Cereal	\$301	182	\$2,703,440
Cheese	\$212	134	\$1,905,279
Chuck Roast	\$19	135	\$167,655
Coffee Instant	\$50	122	\$448,499
Coffee Roasted	\$89	122	\$799,845
Cola Drinks	\$311	138	\$2,795,470
Condiments Other	\$40	136	\$362,508
Cookies	\$106	131	\$947,774
Crackers	\$52	129	\$468,809
Dairy Prods/ Powder Milk	\$78	135	\$703,616
Donuts/ Sweet Rolls	\$53	128	\$476,311
Eggs	\$81	142	\$722,962
Fats/ Oils/ Salad Drs	\$95	135	\$852,205
Fish: Fresh And Frozen	\$67	128	\$604,701
Flour	\$22	147	\$200,626
Food/ Nonalcoholic Beverage Convenience Store	\$497	135	\$4,463,840
Food/ Nonalcoholic Beverage Grocery Store	\$6,979	140	\$62,647,775
Frankfurters	\$55	147	\$496,858
Fresh Biscuits/ Rolls	\$97	130	\$868,933
Fresh Fruits Other	\$107	129	\$956,761
Fresh Milk/ Cream /Other	\$21	137	\$186,532



Retail Trade Potential  
Site 2, Coalinga, California

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
Fresh Vegetables Other	\$179	129	\$1,606,079
Fresh Whole Chicken	\$94	136	\$843,611
Fresh Whole Milk	\$225	155	\$2,020,622
Fresh/ Frozen Chicken Parts	\$237	134	\$2,125,433
Frozen Fruit/ Other Juices	\$16	133	\$143,717
Frozen Meals	\$56	130	\$504,782
Frozen Orange Juice	\$21	132	\$189,665
Frozen Prepared Food Not Meal	\$142	142	\$1,277,878
Frozen Vegetables	\$35	133	\$316,460
Frozen/Refrigerated/ Canned Bakery Products	\$58	127	\$520,349
Fruit Juice Fresh/Canned/ Bottled	\$177	139	\$1,588,696
Grocery Store Total Purchase	\$6,984	136	\$62,689,420
Ground Beef	\$135	143	\$1,215,786
Ham Fresh And Canned	\$72	146	\$646,765
Ice Cream/ Related Products	\$134	129	\$1,203,295
Jams/ Jellies/ Other Sweets	\$88	131	\$789,526
Lamb/ Mutton/ Other Meat	\$23	129	\$208,476
Laundry/ Cleaning Products	\$35	90	\$313,822
Lettuce	\$43	132	\$387,939
Lunchmeat Other	\$97	135	\$874,489
Margarine	\$17	131	\$152,966
Misc Household Paper/ Plastic Products	\$126	90	\$1,129,081
Misc Prepared Foods	\$217	135	\$1,949,355
Noncarbonated Beverages Other	\$126	129	\$1,133,789
Noncarbonated Fruit Flavored Drink	\$65	132	\$580,602
Non-Dairy Cream Substitute	\$15	137	\$135,528
Nuts	\$39	123	\$349,123
Olives/ Pickles/ Relish	\$22	133	\$198,416
Oranges	\$52	131	\$462,691
Over-The-Counter Drugs	\$174	91	\$1,565,279
Paper Towels/ Napkins/ Tissues	\$91	92	\$815,109
Pasta/ Cornmeal/ Other	\$77	139	\$692,501
Peanut Butter	\$19	136	\$170,521
Pet Food	\$197	97	\$1,765,020
Pies/Tarts Fresh & Other	\$31	132	\$276,445
Pork Chops	\$66	149	\$596,086
Pork Other	\$73	146	\$651,585
Pork Sausage	\$43	149	\$382,668
Potato Chips/ Other Snacks	\$190	143	\$1,708,356
Potatoes	\$54	134	\$488,233
Poultry/ Frozen Whole Chicken Other	\$83	127	\$745,036
Prepared Flour Mixes	\$34	137	\$306,407
Prepared Salads/ Dessert	\$71	140	\$637,893
Rice	\$49	146	\$439,214
Round Roast	\$16	132	\$143,150
Round Steak	\$27	146	\$241,238
Salt/ Other Seasonings/ Spices	\$43	130	\$386,777
Sauces And Gravies	\$88	137	\$787,612
Shellfish: Fresh & Frozen	\$40	121	\$363,149
Sirloin Steak	\$42	129	\$375,096
Soap And Detergents	\$41	97	\$372,196
Soup	\$100	141	\$896,384
Steak Other	\$75	136	\$673,872
Sugar	\$66	143	\$595,393
Tea	\$46	133	\$408,932
Tomatoes	\$68	139	\$609,020
Topicals And Dressings	\$29	84	\$258,184
White Bread	\$89	138	\$795,261



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Alcohol</b>			
Alcohol Beverages Other At Home	\$97	91	\$874,392
Beer/ Ale/ At Home	\$817	183	\$7,331,256
Whiskey At Home	\$60	87	\$542,792
Wine At Home	\$112	77	\$1,007,635
<b>Restaurants and Bars</b>			
Alcoholic Beverages Other Away From Home	\$237	139	\$2,123,180
Beer/ Ale Away From Home	\$446	153	\$4,006,351
Breakfast/ Brunch At Restaurant	\$338	94	\$3,037,744
Dinner At Restaurants/ Café	\$1,487	90	\$13,350,837
Lunch At Restaurants/ Café	\$1,000	91	\$8,976,790
Snacks/Nonalcoholic Beverage	\$317	99	\$2,841,878
Wine Away From Home	\$176	134	\$1,579,837
<b>Tobacco Products</b>			
Cigarettes	\$560	105	\$5,030,664
Cigars/ Tobacco Products	\$98	136	\$879,411
Smoking Accessories	\$11	111	\$95,830
<b>Home Improvement and Household Services</b>			
Electrical Work/ Heating/ AC Supplies	\$24	85	\$212,220
Electrical Work/ Heating/AC	\$78	75	\$703,678
Hard Flooring Repair Parts	\$37	66	\$333,913
Masonry/ Brick/ Stucco Supplies	\$26	102	\$232,205
Non-Power Tools	\$37	127	\$334,852
Outdoor Equipment	\$9	87	\$84,658
Paint/ Wallpaper Interior	\$22	76	\$193,405
Painting Equip, Interior/Exterior	\$2	83	\$20,841
Plaster/ Panel/Insulation	\$181	82	\$1,625,629
Plaster/ Panel/ Roof Supplies	\$30	91	\$269,268
Plumbing/ Water Heating Supplies	\$9	86	\$80,264
Plumbing/ Water Heating	\$40	82	\$355,833
Power Tools	\$72	122	\$647,264
Roofing/ Gutters/ Downspouts	\$101	86	\$903,859
Wall To Wall Carpeting	\$106	74	\$952,896



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Furniture and Décor</b>			
Bathroom Linens	\$44	79	\$396,472
Bedroom Linens	\$145	77	\$1,303,436
China And Other Dinnerware	\$89	73	\$796,290
Clocks	\$4	72	\$37,742
Closet Storage Items	\$5	78	\$47,828
Curtains And Drapes	\$71	79	\$640,649
Encyclopedias/ Other Reference Books	\$2	89	\$16,765
Glassware	\$38	76	\$344,908
Infants' Equipment	\$12	189	\$111,863
Infants' Furniture	\$21	138	\$191,265
Kitchen/ Dining Room Furniture	\$65	81	\$580,550
Kitchen/ Dining Room Linens	\$8	72	\$71,415
Lamps/ Lighting Fixtures	\$14	78	\$127,082
Living Room Chairs	\$65	87	\$582,927
Living Room Tables	\$27	83	\$246,149
Luggage/ Travel Items	\$34	67	\$303,299
Mattresses And Springs	\$78	87	\$703,712
Office Furniture For Home Use	\$17	74	\$156,589
Other Bedroom Furniture	\$91	85	\$819,885
Other Drapery Hardware	\$24	96	\$217,490
Other Household Decorative Item	\$62	70	\$555,652
Other Linens	\$6	84	\$51,412
Patio/ Porch/ Outdoor Furniture	\$19	73	\$172,950
Plastic Dinnerware	\$18	111	\$164,098
Rental Of Furniture	\$9	177	\$79,998
Room-Size Rugs/ Other Coverings	\$26	52	\$234,811
Serving Pieces Silver/Other	\$16	78	\$144,860
Sewing Materials For Clothing	\$70	136	\$626,896
Sewing Materials For Home	\$61	113	\$543,820
Sewing Notions/Pattern	\$33	136	\$300,156
Slipcovers/ Decorative Pillows	\$8	79	\$71,059
Sofas	\$132	90	\$1,183,267
Stainless/ Silver/ Flatware	\$41	100	\$369,392
Venetian Blinds/ Window Coverings	\$19	76	\$167,292
Wall Units/ Shelves/ Other	\$60	79	\$538,766
<b>Lawn and Garden</b>			
Fresh Flowers/ Potted Plant	\$132	67	\$1,189,213
Gardening/ Lawncare Services	\$120	68	\$1,076,139
Lawn And Garden Supplies	\$134	94	\$1,199,610
Lawn mowing/ Yard Equipment	\$58	98	\$524,739
Lawn mowing/ Yard Equipment Rental	\$7	82	\$66,015



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Automotive, Service and Maintenance</b>			
Battery Replacement/Audio Equipment/Floormats/Seatcovers	\$251	82	\$2,254,049
Bodywork/ Paint/ Upholstry/Repair	\$70	86	\$625,411
Brake Adjustment	\$9	83	\$81,932
Brake Work Excluding Adjustment	\$97	89	\$869,777
Clutch/ Transmission Repair	\$107	91	\$964,023
Coolant/ Antifreeze/ Fluids	\$10	96	\$92,823
Cooling System Repair	\$45	92	\$403,061
Drive Shaft/ Rear-End Repair	\$13	87	\$115,404
Electrical System Repair	\$69	87	\$617,673
Exhaust System Repair	\$36	93	\$322,188
Front-end Alignment/ Wheelbase	\$25	90	\$222,745
Lubrication/ Oil Change	\$137	88	\$1,226,160
Minor Vehicle Repairs Including Tires	\$144	84	\$1,294,965
Misc Vehicle Products	\$25	87	\$226,957
Motor Oil	\$56	152	\$504,459
Motor Repair/Replacement	\$177	88	\$1,586,253
Motor Tune-Up	\$86	84	\$768,011
Shock Absorber Replace	\$12	86	\$103,548
Steering/ Front-end Repair	\$39	91	\$353,643
Tires	\$192	80	\$1,726,395
Vehicle Inspection	\$14	90	\$124,360
<b>Automotive - Purchase, Lease and Rental</b>			
Auto Finance Charges	\$257	101	\$2,307,452
Auto Rental Out-Of-Town	\$46	54	\$415,124
Auto Rentals and Leases Excluding for Trips	\$370	62	\$3,324,865
Automobile Sold Amount	\$320	86	\$2,869,445
New Car Trade-In Allowance	\$82	63	\$732,173
New Cars	\$13	87	\$115,404
New Trucks Or Vans	\$69	87	\$617,673
New Trucks/ Vans Trade In	\$115	79	\$1,035,769
Truck Or Van Rental	\$13	73	\$113,210
Truck/ Van/ Motorcycle Finance Charges	\$192	98	\$1,722,727
Truck/Van Amount Sold	\$252	99	\$2,257,707
Used Cars	\$36	93	\$322,188
Used Trucks Or Vans	\$25	90	\$222,745
<b>Fuel</b>			
Coal/Wood/ Other Fuels	\$9	122	\$77,088
Fuel Oil	\$27	68	\$239,002
Gas Bottled Or Tank	\$40	103	\$358,206
Gas/ Diesel Fuel/ Gasahol	\$1,437	108	\$12,902,244



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Electronics and Appliances</b>			
B/W TV/ Other TV Combo	\$2	106	\$14,922
Calculators/ Typewriters/ Other	\$5	88	\$48,275
CDs/Tapes/ Records/ Needles	\$88	83	\$785,955
CDs/Tapes/ Videos From Clubs	\$23	84	\$202,358
Clothes Dryer	\$30	96	\$272,037
Clothes Washer	\$41	95	\$364,619
Color TV Console/ Big Screen	\$88	105	\$789,361
Color TV Portable/ Table	\$140	89	\$1,257,517
Comp Software Non-Business Use	\$29	75	\$256,807
Computer Systems For Non-Business Use	\$235	77	\$2,108,950
Computer Systems/ Equipment Repair	\$3	75	\$26,905
Cooking Stove/ Range/ Oven	\$43	86	\$386,790
Dishwasher/ Garbage Disposal	\$23	82	\$204,029
Electric Personal Care Appliances	\$8	85	\$70,554
Electrical Floor Cleaning Equipment	\$26	100	\$235,365
Laundry/ Cleaning/ Misc Household Equipment	\$81	88	\$731,053
Microwave Oven	\$15	92	\$132,654
Non-Electric Cookware	\$92	88	\$830,279
Other Sound/ Video Equipment	\$25	75	\$224,629
Phonographs/ Records/ Tapeplayers	\$7	90	\$64,904
Portable Heating/ Cooling Equipment	\$12	94	\$104,371
Radio	\$23	94	\$202,558
Refrigerator/ Home Frozen	\$85	85	\$765,113
Sewing Machines	\$7	136	\$63,786
Small Electrical Kitchen Appliances	\$29	94	\$256,306
Smoke Alarms/ Detectors	\$14	80	\$121,494
Sound Systems/ Components/ CD Players	\$118	90	\$1,060,608
Telephone Answering Devices	\$4	86	\$33,590
Telephones And Accessories	\$22	84	\$198,634
Television Rental	\$2	131	\$16,044
TV Computer Games/ Software	\$31	81	\$275,829
TV/Radio/ Sound Equipment Repair	\$30	70	\$266,285
VCR/Radio/ Sound Equipment Rental	\$2	184	\$20,030
VCR/Video Camera/ Disc Player	\$45	84	\$400,739
Video Cassettes/ Tapes/ Discs	\$45	86	\$400,732
Window Air Conditioner	\$11	98	\$95,218

<b>Recreation</b>			
Bicycles	\$50	127	\$445,475
Boat/ Outboard Motor	\$106	65	\$953,448
Camper Coach/ Trailer Rental	\$111	91	\$992,024
Camping Equipment	\$13	79	\$113,470
Hunting/ Fishing Equipment	\$23	109	\$204,425
Motorcycles/ Scooters/ Mopeds	\$101	103	\$902,444
Ping-Pong/ Pool Tables	\$126	79	\$1,130,055
Playground Equipment	\$16	78	\$142,761
Sports/ Exercise Equipment Rental	\$7	76	\$59,294
Toys/Games/ Hobbies	\$588	124	\$5,279,540
Water/ Misc Sports Equipment	\$113	109	\$1,012,840
Winter Sports Equipment	\$23	109	\$203,644



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Entertainment</b>			
Admission For Entertainment	\$87	135	\$780,209
Books Not Thru Clubs	\$101	79	\$905,060
Coin Pinball/ Video Games	\$126	127	\$1,129,927
Entertainment Misc Out-Of-Town	\$190	121	\$1,705,504
Entertainment Expense Out-Of-Town	\$50	123	\$448,825
Magazines/ Periodicals/ Newsletters	\$173	79	\$1,551,263
Newspapers	\$133	81	\$1,197,653
Parimutual Losses/ Sports Licenses	\$45	92	\$404,866
Participation Fees For Sports	\$83	113	\$745,657
Participation Fees Sports Out of Town	\$32	95	\$290,364
Pool/ Country/ Auto Club	\$131	69	\$1,173,307
Recreational Lessons Fees	\$98	115	\$878,232
Sports Admission Out-Of-Town	\$44	110	\$393,140
Sports Events Admission Fee	\$80	108	\$719,028
Video Rentals	\$107	93	\$962,039

<b>Other Retail</b>			
Cosmetics/ Perfume	\$309	132	\$2,772,853
Deodorant/ Feminine Hygiene	\$59	87	\$530,183
Eyeglasses/ Contact Lenses	\$94	101	\$846,680
Hair Care Products	\$192	138	\$1,727,825
Jewelry	\$331	68	\$2,967,783
Musical Instruments/ Supplies	\$36	129	\$325,944
Non-Electrical Accessories For Hair	\$20	117	\$183,459
Oral Hygiene Products	\$52	85	\$468,365
Pets/ Supplies/ Medicine	\$27	112	\$245,636
Photographic Equipment	\$38	73	\$340,970
Photographic Film	\$55	88	\$490,255
Shaving Needs	\$38	114	\$341,961
Stationary/ Gift-wrap/ Greeting Card	\$203	78	\$1,824,257
Watches	\$47	68	\$418,300
Wigs/ Hairpieces/ Toupees	\$2	191	\$20,729

<b>Other Services</b>			
Apparel Laundry Coin-Operated	\$51	118	\$460,487
Apparel Laundry Not Coin Operated	\$75	75	\$676,125
Books Thru Book Clubs	\$19	84	\$174,126
Clothing Rental	\$99	84	\$886,252
Clothing Storage	\$9	70	\$78,100
Clothing/ Accessory Repair	\$151	70	\$1,356,378
Film Processing	\$59	74	\$526,401
Household Appliance Repair	\$32	84	\$286,102
Housekeeping Services	\$110	55	\$991,636
Musical Instruments Rental	\$2	89	\$21,822
Non-Clothing Household Laundry	\$7	101	\$63,992
Office Equipment/ Household Equipment Rental	\$6	107	\$56,432
Personal Care Appliances Rental/Repair	\$14	204	\$123,287
Personal Care Services Females	\$248	109	\$2,225,255
Personal Care Services Males	\$142	119	\$1,278,044
Pest Control/ Misc Home Services	\$52	75	\$463,652
Pet Services	\$5	90	\$42,420
Photographer Fees	\$58	94	\$523,691
Shoe Repair/ Shoe Services	\$3	115	\$28,941
Watch And Jewelry Repair	\$15	71	\$136,521
Water Softening Services	\$9	80	\$77,111



Retail Trade Potential  
Site 2, Coalinga, California

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Miscellaneous</b>			
Accounting Fees	\$48	63	\$429,036
Airfares Out-Of-Town	\$374	56	\$3,354,006
Bank Service Charges	\$882	113	\$7,914,654
Blue Cross/ Blue Shield	\$89	99	\$800,222
Cash Support Including Alimony and Child Support	\$325	68	\$2,917,162
Cash Support To College Student	\$107	59	\$962,877
Catered Affairs	\$78	80	\$704,422
Cemetery Lots Or Vault	\$56	147	\$500,906
Childcare/ Eldercare	\$137	115	\$1,228,138
Contribution To Charities	\$104	69	\$931,910
Contribution To Churches	\$345	76	\$3,094,906
Contribution To Educational Orgs	\$28	57	\$252,479
Contribution To Other Organizations	\$16	78	\$141,074
Contribution To Political Orgs	\$5	60	\$41,436
Dental Care	\$558	99	\$5,008,330
Electricity	\$690	84	\$6,189,985
Eye Exams/ Treatment/ Surgery	\$80	105	\$718,955
Finance Charges Excluding Mortgage/Vehicles	\$251	99	\$2,250,573
Fire and Extended Coverage Insurance	\$5	75	\$41,083
Food/ Board At School	\$62	73	\$558,297
Funeral/ Burial/ Cremation	\$202	152	\$1,810,513
Furniture Repair/ Refinishing/ Reupholstry	\$26	52	\$229,050
Gifts Of Cash/ Bonds/Stocks	\$209	60	\$1,879,992
Commercial Health Insurance	\$180	98	\$1,613,213
Health Maintenance Plans	\$480	114	\$4,311,880
Homeowners Insurance	\$200	91	\$1,797,317
Hospital Room And Meal	\$146	95	\$1,307,548
Hospital Services Other Than Room	\$107	106	\$964,865
Lab Tests And X-Rays	\$65	102	\$584,540
Legal Fees	\$541	72	\$4,859,252
Life/ Annuity/ Other Insurance	\$436	78	\$3,916,613
Lodging Away From Home	\$192	64	\$1,720,999
Medical Practitioner/ Nurse Services	\$121	101	\$1,083,278
Medical/ Surgical Equipment/ Hearing Aid	\$27	95	\$245,149
Medicare Supplies/ Other Insurance	\$110	94	\$986,100
Misc Personal Services Including Advertisements	\$47	72	\$424,465
Money Given To Organizations	\$784	76	\$7,041,389
Moving/ Storage/ Freight	\$80	60	\$715,150
Natural Or Utility Gas	\$330	100	\$2,958,672
Other Non-Health Insurance	\$7	63	\$58,937
Physicians' Services	\$346	104	\$3,107,494
Preschool Misc Expense	\$243	141	\$2,182,152
Rent Of Dwelling	\$3,264	112	\$29,297,338
Safe Deposit Boxes	\$132	95	\$1,181,251
School Books For College	\$264	167	\$2,371,005
School Books For Elementary/High School	\$74	156	\$664,715
School Books Preschool	\$10	110	\$90,037
Security System Management Fees	\$11	68	\$101,035
Telephone Services/ All Types	\$1,258	93	\$11,290,867
Tuition For School/ All Levels	\$1,035	110	\$9,292,687
Vehicle Insurance	\$1,259	75	\$11,302,165
Veterinarian Expense For Pets	\$136	113	\$1,224,117



**Retail Trade Potential  
Site 2, Coalinga, California**

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars</i>
Children's Apparel	\$9,882,378
Men's Apparel	\$10,163,509
Women's Apparel	\$14,786,623
Groceries	\$62,689,420
Alcohol	\$9,756,075
Restaurants and Bars	\$35,916,617
Tobacco Products	\$6,005,905
Home Improvement and Household Services	\$6,950,785
Furniture and Décor	\$12,900,745
Lawn and Garden	\$4,055,716
Automotive - Service and Maintenance	\$14,483,837
Automotive - Purchase, Lease and Rental	\$16,056,482
Fuel	\$13,576,540
Electronics and Appliances	\$13,289,300
Recreation	\$11,439,420
Entertainment	\$13,285,074
Other Retail	\$13,505,200
Other Services	\$10,476,775
Miscellaneous	\$148,654,236
<b>TOTAL</b>	<b>\$427,874,637</b>



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars</i>
Children's Apparel	\$10,479,672
Men's Apparel	\$10,776,477
Women's Apparel	\$15,689,429
Groceries	\$66,459,874
Alcohol	\$10,321,747
Restaurants and Bars	\$38,235,784
Tobacco Products	\$6,410,785
Home Improvement and Household Services	\$7,389,597
Furniture and Décor	\$13,711,213
Lawn and Garden	\$4,287,943
Automotive - Service and Maintenance	\$15,433,595
Automotive - Purchase, Lease and Rental	\$17,091,873
Fuel	\$14,478,777
Electronics and Appliances	\$14,173,319
Recreation	\$12,168,014
Entertainment	\$14,075,910
Other Retail	\$14,305,517
Other Services	\$11,120,728
Miscellaneous	\$158,181,426
<b>TOTAL</b>	<b>\$454,791,680</b>



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Children's Apparel</b>			
Boys' Accessories	\$5	137	\$44,641
Boys' Coats/Jackets/Furs	\$17	121	\$163,154
Boys' Footwear	\$89	157	\$848,113
Boys' Hosiery	\$11	143	\$106,608
Boys' Nightwear	\$5	140	\$49,861
Boys' Pants	\$111	151	\$1,063,338
Boys' Shirts	\$75	145	\$718,998
Boys' Shorts	\$44	143	\$423,231
Boys' Suits, Sportcoats, and Vests	\$9	124	\$89,899
Boys' Sweaters	\$8	147	\$78,517
Boys' Underwear	\$18	150	\$174,465
Boys' Uniforms/ Other Clothing	\$65	142	\$624,780
Girls' Accessories	\$5	135	\$51,018
Girls' Active Sportswear	\$13	133	\$122,828
Girls' Coats/Jackets /Fur	\$17	114	\$160,543
Girls' Dresses/ Suits	\$53	136	\$511,597
Girls' Footwear	\$76	147	\$731,915
Girls' Hosiery	\$11	141	\$101,046
Girls' Shorts	\$42	136	\$399,995
Girls' Skirts, Culottes and Pants	\$92	147	\$880,393
Girls' Sport Coats/ Other	\$81	141	\$776,219
Girls' Underwear/ Nightwear	\$28	140	\$271,935
Girls' Uniforms/ Other	\$33	138	\$319,334
Infants' Coats	\$7	109	\$64,644
Infants' Dresses	\$56	119	\$540,278
Infants' Sleeping Garment	\$11	121	\$103,040
Infants' Underwear/ Diaper	\$92	136	\$882,952
Infants' Accessories, Hosiery, Footwear and Uniforms	\$18	128	\$176,330

<b>Men's Apparel</b>			
Men's Footwear	\$187	137	\$1,789,574
Men's Accessories	\$32	121	\$308,420
Men's Active Sportswear	\$31	157	\$297,887
Men's Coats And Jacket	\$62	133	\$592,510
Men's Hosiery	\$26	143	\$249,104
Men's Nightwear	\$8	140	\$80,922
Men's Pants	\$250	151	\$2,398,788
Men's Shirts	\$217	145	\$2,076,245
Men's Shorts	\$57	143	\$548,678
Men's Sport Coats	\$40	124	\$379,147
Men's Suits	\$104	147	\$993,266
Men's Sweaters/ Vests	\$36	150	\$346,475
Men's Underwear	\$41	142	\$395,410
Men's Uniforms/ Other	\$33	135	\$320,051



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Women's Apparel</b>			
Women's Accessories	\$44	104	\$422,388
Women's Active Sportswear	\$43	105	\$410,269
Women's Coats/Jackets/ Furs	\$71	103	\$679,976
Women's Dresses	\$235	103	\$2,251,432
Women's Footwear	\$236	116	\$2,255,625
Women's Hosiery	\$59	110	\$563,204
Women's Nightwear	\$35	108	\$336,971
Women's Pants	\$222	117	\$2,123,179
Women's Shirts/ Blouses	\$221	112	\$2,113,125
Women's Shorts	\$70	113	\$669,950
Women's Skirts/ Culottes	\$47	107	\$448,852
Women's Sportcoats/ Jackets	\$32	102	\$309,280
Women's Suits	\$110	98	\$1,055,061
Women's Undergarments	\$91	113	\$872,731
Women's Uniforms/ Other	\$44	106	\$423,801
Women's Vests/ Sweater	\$79	108	\$753,585

<b>Groceries</b>			
Apples	\$49	133	\$467,667
Artificial Sweeteners	\$17	138	\$158,653
Baby Food	\$110	217	\$1,056,461
Bacon	\$49	146	\$467,464
Bananas	\$45	130	\$434,426
Beef Other	\$23	132	\$219,178
Beef Roast Other	\$23	127	\$216,872
Bologna/ Liverwurst/ Other	\$57	140	\$543,353
Bread And Crackers	\$8	126	\$78,288
Bread Other Than White	\$116	131	\$1,107,810
Butter	\$42	136	\$400,786
Cakes/ Cupcakes	\$81	126	\$775,998
Candy And Chewing Gum	\$335	134	\$3,205,795
Canned Vegetables Other	\$60	135	\$575,226
Canned And Dried Fruit	\$45	127	\$429,814
Canned Beans	\$17	137	\$162,624
Canned Corn	\$11	144	\$106,986
Canned Fish/ Seafood	\$24	135	\$230,847
Carbonated Drinks Other	\$168	129	\$1,605,807
Cereal	\$298	180	\$2,852,367
Cheese	\$211	133	\$2,016,635
Chuck Roast	\$19	134	\$177,331
Coffee Instant	\$49	120	\$472,326
Coffee Roasted	\$88	121	\$843,437
Cola Drinks	\$309	137	\$2,962,876
Condiments Other	\$40	135	\$383,510
Cookies	\$105	130	\$1,002,591
Crackers	\$52	127	\$495,464
Dairy Prods/ Powder Milk	\$78	133	\$744,380
Donuts/ Sweet Rolls	\$53	126	\$503,034
Eggs	\$80	141	\$765,810
Fats/ Oils/ Salad Drs	\$94	134	\$902,005
Fish: Fresh And Frozen	\$67	126	\$638,621
Flour	\$22	146	\$212,248
Food/ Nonalcoholic Beverage Convenience Store	\$494	134	\$4,730,601
Food/ Nonalcoholic Beverage Grocery Store	\$6,934	139	\$66,414,588
Frankfurters	\$55	146	\$526,626
Fresh Biscuits/ Rolls	\$96	129	\$918,875
Fresh Fruits Other	\$106	128	\$1,010,786
Fresh Milk/ Cream /Other	\$21	136	\$197,653



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
Fresh Vegetables Other	\$177	128	\$1,697,516
Fresh Whole Chicken	\$93	135	\$893,853
Fresh Whole Milk	\$224	154	\$2,146,221
Fresh/ Frozen Chicken Parts	\$235	133	\$2,250,796
Frozen Fruit/ Other Juices	\$16	133	\$152,445
Frozen Meals	\$56	129	\$533,194
Frozen Orange Juice	\$21	131	\$201,023
Frozen Prepared Food Not Meal	\$141	141	\$1,354,408
Frozen Vegetables	\$35	132	\$335,028
Frozen/Refrigerated/ Canned Bakery Products	\$57	126	\$550,001
Fruit Juice Fresh/Canned/ Bottled	\$176	138	\$1,681,769
Grocery Store Total Purchase	\$6,939	135	\$66,459,874
Ground Beef	\$135	142	\$1,288,706
Ham Fresh And Canned	\$72	145	\$685,990
Ice Cream/ Related Products	\$133	127	\$1,271,486
Jams/ Jellies/ Other Sweets	\$87	130	\$835,661
Lamb/ Mutton/ Other Meat	\$23	128	\$220,288
Laundry/ Cleaning Products	\$35	89	\$333,746
Lettuce	\$43	131	\$410,140
Lunchmeat Other	\$97	134	\$925,140
Margarine	\$17	130	\$161,677
Misc Household Paper/ Plastic Products	\$125	90	\$1,201,559
Misc Prepared Foods	\$215	134	\$2,063,444
Noncarbonated Beverages Other	\$125	128	\$1,198,762
Noncarbonated Fruit Flavored Drink	\$64	131	\$616,010
Non-Dairy Cream Substitute	\$15	136	\$143,224
Nuts	\$38	121	\$368,304
Olives/ Pickles/ Relish	\$22	132	\$209,813
Oranges	\$51	130	\$489,100
Over-The-Counter Drugs	\$174	90	\$1,662,870
Paper Towels/ Napkins/ Tissues	\$91	92	\$867,230
Pasta/ Cornmeal/ Other	\$77	138	\$733,130
Peanut Butter	\$19	135	\$180,643
Pet Food	\$196	97	\$1,875,480
Pies/Farts Fresh & Other	\$31	131	\$292,516
Pork Chops	\$66	148	\$632,254
Pork Other	\$72	145	\$690,875
Pork Sausage	\$42	148	\$405,829
Potato Chips/ Other Snacks	\$189	142	\$1,810,319
Potatoes	\$54	133	\$516,611
Poultry/ Frozen Whole Chicken Other	\$82	127	\$789,424
Prepared Flour Mixes	\$34	136	\$324,361
Prepared Salads/ Dessert	\$70	139	\$674,219
Rice	\$49	145	\$465,239
Round Roast	\$16	130	\$151,159
Round Steak	\$27	145	\$255,579
Salt/ Other Seasonings/ Spices	\$43	128	\$408,885
Sauces And Gravies	\$87	136	\$834,594
Shellfish: Fresh & Frozen	\$40	120	\$384,633
Sirloin Steak	\$41	128	\$396,662
Soap And Detergents	\$41	97	\$396,916
Soup	\$99	140	\$948,839
Steak Other	\$74	135	\$712,739
Sugar	\$66	142	\$631,177
Tea	\$45	132	\$433,262
Tomatoes	\$67	138	\$644,513
Topicals And Dressings	\$29	83	\$274,862
White Bread	\$88	137	\$842,063



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Alcohol</b>			
Alcohol Beverages Other At Home	\$97	91	\$929,076
Beer/ Ale/ At Home	\$809	182	\$7,748,711
Whiskey At Home	\$60	87	\$575,376
Wine At Home	\$112	76	\$1,068,584
<b>Restaurants and Bars</b>			
Alcoholic Beverages Other Away From Home	\$234	137	\$2,244,766
Beer/ Ale Away From Home	\$443	152	\$4,241,324
Breakfast/ Brunch At Restaurant	\$338	93	\$3,233,295
Dinner At Restaurants/ Café	\$1,486	90	\$14,237,072
Lunch At Restaurants/ Café	\$999	91	\$9,564,397
Snacks/Nonalcoholic Beverage	\$318	100	\$3,045,725
Wine Away From Home	\$174	133	\$1,669,205
<b>Tobacco Products</b>			
Cigarettes	\$561	105	\$5,374,689
Cigars/ Tobacco Products	\$97	135	\$933,509
Smoking Accessories	\$11	111	\$102,587
<b>Home Improvement and Household Services</b>			
Electrical Work/ Heating/ AC Supplies	\$24	85	\$226,468
Electrical Work/ Heating/AC	\$78	75	\$748,960
Hard Flooring Repair Parts	\$37	66	\$354,051
Masonry/ Brick/ Stucco Supplies	\$26	102	\$247,959
Non-Power Tools	\$37	126	\$356,532
Outdoor Equipment	\$9	86	\$89,920
Paint/ Wallpaper Interior	\$21	76	\$205,785
Painting Equip, Interior/Exterior	\$2	83	\$22,201
Plaster/ Panel/Insulation	\$180	82	\$1,727,661
Plaster/ Panel/ Roof Supplies	\$30	91	\$287,890
Plumbing/ Water Heating Supplies	\$9	86	\$85,606
Plumbing/ Water Heating	\$40	81	\$378,376
Power Tools	\$72	122	\$686,892
Roofing/ Gutters/ Downspouts	\$100	86	\$961,936
Wall To Wall Carpeting	\$105	73	\$1,009,360



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Furniture and Décor</b>			
Bathroom Linens	\$44	79	\$422,174
Bedroom Linens	\$145	77	\$1,384,902
China And Other Dinnerware	\$88	72	\$842,720
Clocks	\$4	72	\$40,110
Closet Storage Items	\$5	77	\$50,735
Curtains And Drapes	\$71	78	\$678,610
Encyclopedias/ Other Reference Books	\$2	90	\$18,018
Glassware	\$38	75	\$365,561
Infants' Equipment	\$12	188	\$118,732
Infants' Furniture	\$21	138	\$203,353
Kitchen/ Dining Room Furniture	\$64	81	\$617,585
Kitchen/ Dining Room Linens	\$8	72	\$75,821
Lamps/ Lighting Fixtures	\$14	77	\$135,081
Living Room Chairs	\$65	87	\$620,018
Living Room Tables	\$27	83	\$262,632
Luggage/ Travel Items	\$34	66	\$321,180
Mattresses And Springs	\$78	87	\$749,872
Office Furniture For Home Use	\$17	73	\$165,940
Other Bedroom Furniture	\$91	85	\$874,325
Other Drapery Hardware	\$24	96	\$232,081
Other Household Decorative Item	\$61	69	\$588,821
Other Linens	\$6	83	\$54,371
Patio/ Porch/ Outdoor Furniture	\$19	72	\$182,812
Plastic Dinnerware	\$19	112	\$177,806
Rental Of Furniture	\$9	175	\$84,519
Room-Size Rugs/ Other Coverings	\$26	52	\$247,044
Serving Pieces Silver/Other	\$16	77	\$153,524
Sewing Materials For Clothing	\$70	135	\$665,877
Sewing Materials For Home	\$60	112	\$576,022
Sewing Notions/Pattern	\$33	135	\$318,919
Slipcovers/ Decorative Pillows	\$8	78	\$75,177
Sofas	\$132	90	\$1,265,387
Stainless/ Silver/ Flatware	\$41	99	\$391,766
Venetian Blinds/ Window Coverings	\$19	76	\$177,323
Wall Units/ Shelves/ Other	\$60	79	\$572,395
<b>Lawn and Garden</b>			
Fresh Flowers/ Potted Plant	\$131	66	\$1,259,297
Gardening/ Lawncare Services	\$118	66	\$1,127,343
Lawn And Garden Supplies	\$133	94	\$1,272,441
Lawn mowing/ Yard Equipment	\$58	98	\$558,889
Lawn mowing/ Yard Equipment Rental	\$7	81	\$69,973



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Automotive, Service and Maintenance</b>			
Battery Replacement/Audio Equipment/Floormats/Seatcovers	\$251	82	\$2,404,174
Bodywork/ Paint/ Upholstry/Repair	\$69	85	\$665,631
Brake Adjustment	\$9	83	\$87,188
Brake Work Excluding Adjustment	\$97	89	\$926,607
Clutch/ Transmission Repair	\$108	91	\$1,029,978
Coolant/ Antifreeze/ Fluids	\$10	96	\$99,404
Cooling System Repair	\$45	92	\$428,941
Drive Shaft/ Rear-End Repair	\$13	87	\$122,888
Electrical System Repair	\$69	87	\$657,045
Exhaust System Repair	\$36	93	\$344,005
Front-end Alignment/ Wheelbase	\$25	90	\$237,408
Lubrication/ Oil Change	\$136	88	\$1,304,501
Minor Vehicle Repairs Including Tires	\$144	84	\$1,377,814
Misc Vehicle Products	\$25	87	\$242,124
Motor Oil	\$56	151	\$535,001
Motor Repair/Replacement	\$177	88	\$1,691,310
Motor Tune-Up	\$85	84	\$816,736
Shock Absorber Replace	\$12	86	\$110,267
Steering/ Front-end Repair	\$39	91	\$376,970
Tires	\$192	80	\$1,843,263
Vehicle Inspection	\$14	90	\$132,340
<b>Automotive - Purchase, Lease and Rental</b>			
Auto Finance Charges	\$258	101	\$2,467,741
Auto Rental Out-Of-Town	\$46	54	\$438,817
Auto Rentals and Leases Excluding for Trips	\$367	61	\$3,519,702
Automobile Sold Amount	\$319	86	\$3,053,925
New Car Trade-In Allowance	\$81	63	\$776,580
New Cars	\$13	87	\$122,888
New Trucks Or Vans	\$69	87	\$657,045
New Trucks/ Vans Trade In	\$115	79	\$1,101,114
Truck Or Van Rental	\$13	73	\$120,755
Truck/ Van/ Motorcycle Finance Charges	\$192	98	\$1,841,005
Truck/Van Amount Sold	\$252	99	\$2,410,888
Used Cars	\$36	93	\$344,005
Used Trucks Or Vans	\$25	90	\$237,408
<b>Fuel</b>			
Coal/Wood/ Other Fuels	\$9	122	\$82,289
Fuel Oil	\$26	68	\$253,001
Gas Bottled Or Tank	\$40	102	\$379,790
Gas/ Diesel Fuel/ Gasahol	\$1,437	108	\$13,763,697



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Electronics and Appliances</b>			
B/W TV/ Other TV Combo	\$2	106	\$15,971
Calculators/ Typewriters/ Other	\$5	88	\$51,462
CDs/Tapes/ Records/ Needles	\$88	84	\$842,506
CDs/Tapes/ Videos From Clubs	\$23	85	\$217,020
Clothes Dryer	\$30	97	\$291,350
Clothes Washer	\$41	95	\$389,989
Color TV Console/ Big Screen	\$88	106	\$844,569
Color TV Portable/ Table	\$140	89	\$1,339,898
Comp Software Non-Business Use	\$28	75	\$272,962
Computer Systems For Non-Business Use	\$234	77	\$2,244,064
Computer Systems/ Equipment Repair	\$3	74	\$28,419
Cooking Stove/ Range/ Oven	\$43	85	\$410,342
Dishwasher/ Garbage Disposal	\$23	82	\$216,350
Electric Personal Care Appliances	\$8	85	\$75,229
Electrical Floor Cleaning Equipment	\$26	100	\$250,438
Laundry/ Cleaning/ Misc Household Equipment	\$81	88	\$778,846
Microwave Oven	\$15	93	\$141,654
Non-Electric Cookware	\$92	87	\$885,446
Other Sound/ Video Equipment	\$25	74	\$238,619
Phonographs/ Records/ Tapeplayers	\$7	90	\$69,293
Portable Heating/ Cooling Equipment	\$12	94	\$111,293
Radio	\$23	93	\$216,035
Refrigerator/ Home Frozen	\$85	84	\$814,296
Sewing Machines	\$7	135	\$67,544
Small Electrical Kitchen Appliances	\$28	93	\$272,499
Smoke Alarms/ Detectors	\$13	80	\$129,148
Sound Systems/ Components/ CD Players	\$119	91	\$1,137,905
Telephone Answering Devices	\$4	86	\$35,968
Telephones And Accessories	\$22	83	\$211,766
Television Rental	\$2	134	\$17,437
TV Computer Games/ Software	\$31	80	\$294,090
TV/Radio/ Sound Equipment Repair	\$30	69	\$282,785
VCR/Radio/ Sound Equipment Rental	\$2	182	\$21,160
VCR/Video Camera/ Disc Player	\$45	84	\$428,129
Video Cassettes/ Tapes/ Discs	\$45	86	\$427,569
Window Air Conditioner	\$11	98	\$101,268
<b>Recreation</b>			
Bicycles	\$49	126	\$472,585
Boat/ Outboard Motor	\$105	65	\$1,008,839
Camper Coach/ Trailer Rental	\$110	90	\$1,050,414
Camping Equipment	\$13	78	\$120,830
Hunting/ Fishing Equipment	\$23	109	\$219,162
Motorcycles/ Scooters/ Mopeds	\$102	105	\$977,932
Ping-Pong/ Pool Tables	\$126	79	\$1,203,859
Playground Equipment	\$16	77	\$151,676
Sports/ Exercise Equipment Rental	\$7	76	\$62,855
Toys/Games/ Hobbies	\$584	123	\$5,596,044
Water/ Misc Sports Equipment	\$113	110	\$1,085,546
Winter Sports Equipment	\$23	109	\$218,272



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Entertainment</b>			
Admission For Entertainment	\$86	134	\$824,610
Books Not Thru Clubs	\$100	79	\$962,222
Coin Pinball/ Video Games	\$127	128	\$1,218,616
Entertainment Misc Out-Of-Town	\$187	119	\$1,795,597
Entertainment Expense Out-Of-Town	\$49	122	\$472,843
Magazines/ Periodicals/ Newsletters	\$172	79	\$1,648,629
Newspapers	\$133	80	\$1,270,119
Parimutual Losses/ Sports Licenses	\$45	92	\$430,656
Participation Fees For Sports	\$82	111	\$786,270
Participation Fees Sports Out of Town	\$32	94	\$305,761
Pool/ Country/ Auto Club	\$130	69	\$1,240,633
Recreational Lessons Fees	\$97	114	\$927,431
Sports Admission Out-Of-Town	\$43	109	\$414,174
Sports Events Admission Fee	\$79	107	\$757,624
Video Rentals	\$107	93	\$1,020,725

<b>Other Retail</b>			
Cosmetics/ Perfume	\$306	130	\$2,928,938
Deodorant/ Feminine Hygiene	\$59	87	\$566,126
Eyeglasses/ Contact Lenses	\$93	100	\$895,140
Hair Care Products	\$191	137	\$1,828,703
Jewelry	\$327	67	\$3,135,983
Musical Instruments/ Supplies	\$36	128	\$345,044
Non-Electrical Accessories For Hair	\$20	116	\$194,807
Oral Hygiene Products	\$52	85	\$498,019
Pets/ Supplies/ Medicine	\$27	111	\$259,509
Photographic Equipment	\$38	73	\$361,886
Photographic Film	\$55	88	\$522,522
Shaving Needs	\$38	113	\$363,089
Stationary/ Gift-wrap/ Greeting Card	\$203	77	\$1,940,445
Watches	\$46	67	\$443,413
Wigs/ Hairpieces/ Toupees	\$2	189	\$21,893

<b>Other Services</b>			
Apparel Laundry Coin-Operated	\$52	120	\$498,303
Apparel Laundry Not Coin Operated	\$75	75	\$717,613
Books Thru Book Clubs	\$19	84	\$185,451
Clothing Rental	\$99	84	\$947,795
Clothing Storage	\$9	69	\$82,382
Clothing/ Accessory Repair	\$150	70	\$1,435,837
Film Processing	\$59	73	\$560,945
Household Appliance Repair	\$32	83	\$302,416
Housekeeping Services	\$109	54	\$1,039,221
Musical Instruments Rental	\$2	89	\$23,155
Non-Clothing Household Laundry	\$7	102	\$68,676
Office Equipment/ Household Equipment Rental	\$6	108	\$61,051
Personal Care Appliances Rental/Repair	\$14	202	\$130,252
Personal Care Services Females	\$246	108	\$2,357,072
Personal Care Services Males	\$142	119	\$1,356,349
Pest Control/ Misc Home Services	\$51	74	\$491,441
Pet Services	\$5	89	\$44,604
Photographer Fees	\$59	94	\$560,517
Shoe Repair/ Shoe Services	\$3	114	\$30,721
Watch And Jewelry Repair	\$15	71	\$144,842
Water Softening Services	\$9	79	\$82,085



**Retail Trade Potential  
Site 3, Coalinga, California**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>Miscellaneous</b>			
Accounting Fees	\$47	63	\$453,428
Airfares Out-Of-Town	\$370	55	\$3,542,780
Bank Service Charges	\$886	114	\$8,485,763
Blue Cross/ Blue Shield	\$88	98	\$845,816
Cash Support Including Alimony and Child Support	\$321	68	\$3,077,183
Cash Support To College Student	\$105	58	\$1,002,110
Catered Affairs	\$78	79	\$745,566
Cemetery Lots Or Vault	\$54	143	\$519,456
Childcare/ Eldercare	\$136	114	\$1,305,915
Contribution To Charities	\$102	68	\$977,089
Contribution To Churches	\$342	75	\$3,271,587
Contribution To Educational Orgs	\$28	56	\$264,091
Contribution To Other Organizations	\$15	77	\$148,121
Contribution To Political Orgs	\$5	59	\$43,355
Dental Care	\$549	98	\$5,257,243
Electricity	\$689	84	\$6,596,783
Eye Exams/ Treatment/ Surgery	\$79	103	\$754,765
Finance Charges Excluding Mortgage/Vehicles	\$251	99	\$2,405,894
Fire and Extended Coverage Insurance	\$5	75	\$43,602
Food/ Board At School	\$61	72	\$588,093
Funeral/ Burial/ Cremation	\$197	148	\$1,882,104
Furniture Repair/ Refinishing/ Reupholstry	\$25	51	\$239,747
Gifts Of Cash/ Bonds/Stocks	\$205	59	\$1,961,853
Commercial Health Insurance	\$179	97	\$1,713,234
Health Maintenance Plans	\$478	113	\$4,577,147
Homeowners Insurance	\$198	91	\$1,900,864
Hospital Room And Meal	\$144	94	\$1,381,651
Hospital Services Other Than Room	\$107	106	\$1,027,474
Lab Tests And X-Rays	\$64	101	\$616,514
Legal Fees	\$537	71	\$5,143,170
Life/ Annuity/ Other Insurance	\$432	77	\$4,136,493
Lodging Away From Home	\$190	63	\$1,820,887
Medical Practitioner/ Nurse Services	\$120	101	\$1,152,020
Medical/ Surgical Equipment/ Hearing Aid	\$26	92	\$253,033
Medicare Supplies/ Other Insurance	\$107	92	\$1,025,875
Misc Personal Services Including Advertisements	\$47	72	\$453,383
Money Given To Organizations	\$774	75	\$7,415,161
Moving/ Storage/ Freight	\$79	60	\$757,089
Natural Or Utility Gas	\$329	100	\$3,151,847
Other Non-Health Insurance	\$7	63	\$62,267
Physicians' Services	\$344	104	\$3,292,247
Preschool Misc Expense	\$243	141	\$2,326,703
Rent Of Dwelling	\$3,303	114	\$31,631,878
Safe Deposit Boxes	\$131	95	\$1,256,416
School Books For College	\$266	169	\$2,550,554
School Books For Elementary/High School	\$74	155	\$705,201
School Books Preschool	\$10	111	\$97,242
Security System Management Fees	\$11	67	\$106,015
Telephone Services/ All Types	\$1,260	93	\$12,063,596
Tuition For School/ All Levels	\$1,027	109	\$9,840,016
Vehicle Insurance	\$1,255	75	\$12,020,875
Veterinarian Expense For Pets	\$135	111	\$1,290,230





