



Demographic and Income Profile Report

Red Bluff, CA
Ring: 100 miles radius

Latitude: 40.17797
Longitude: -122.23531

Summary	2010	2011	2016
Population	999,856	1,003,181	1,030,259
Households	384,868	386,116	397,592
Families	251,349	252,296	259,594
Average Household Size	2.53	2.53	2.53
Owner Occupied Housing Units	241,937	238,677	249,272
Renter Occupied Housing Units	142,931	147,439	148,320
Median Age	39.8	40.0	40.8
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.53%	0.66%	0.67%
Households	0.59%	0.63%	0.71%
Families	0.57%	0.63%	0.57%
Owner HHs	0.87%	0.99%	0.91%
Median Household Income	2.94%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	60,210	15.6%	60,221	15.1%
\$15,000 - \$24,999	57,457	14.9%	47,099	11.8%
\$25,000 - \$34,999	46,450	12.0%	42,806	10.8%
\$35,000 - \$49,999	60,816	15.8%	56,636	14.2%
\$50,000 - \$74,999	68,650	17.8%	76,239	19.2%
\$75,000 - \$99,999	40,520	10.5%	51,788	13.0%
\$100,000 - \$149,999	33,795	8.8%	40,762	10.3%
\$150,000 - \$199,999	10,160	2.6%	12,653	3.2%
\$200,000+	8,057	2.1%	9,387	2.4%
Median Household Income	\$40,894		\$47,271	
Average Household Income	\$56,155		\$62,818	
Per Capita Income	\$22,235		\$24,868	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	61,190	6.1%	60,457	6.0%	62,130	6.0%
5 - 9	61,395	6.1%	61,315	6.1%	61,901	6.0%
10 - 14	64,283	6.4%	64,297	6.4%	65,546	6.4%
15 - 19	72,065	7.2%	71,791	7.2%	68,157	6.6%
20 - 24	69,550	7.0%	69,982	7.0%	68,719	6.7%
25 - 34	119,026	11.9%	119,727	11.9%	124,362	12.1%
35 - 44	113,061	11.3%	112,659	11.2%	110,217	10.7%
45 - 54	143,434	14.3%	142,691	14.2%	132,740	12.9%
55 - 64	140,731	14.1%	142,695	14.2%	154,620	15.0%
65 - 74	85,076	8.5%	87,414	8.7%	107,682	10.5%
75 - 84	48,616	4.9%	48,679	4.9%	50,591	4.9%
85+	21,410	2.1%	21,474	2.1%	23,594	2.3%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	791,739	79.2%	793,216	79.1%	802,571	77.9%
Black Alone	15,440	1.5%	15,448	1.5%	16,152	1.6%
American Indian Alone	27,923	2.8%	27,972	2.8%	28,938	2.8%
Asian Alone	37,585	3.8%	37,570	3.7%	40,027	3.9%
Pacific Islander Alone	2,016	0.2%	2,013	0.2%	2,217	0.2%
Some Other Race Alone	78,372	7.8%	79,893	8.0%	89,197	8.7%
Two or More Races	46,762	4.7%	47,069	4.7%	51,157	5.0%
Hispanic Origin (Any Race)	173,214	17.3%	176,656	17.6%	202,482	19.7%

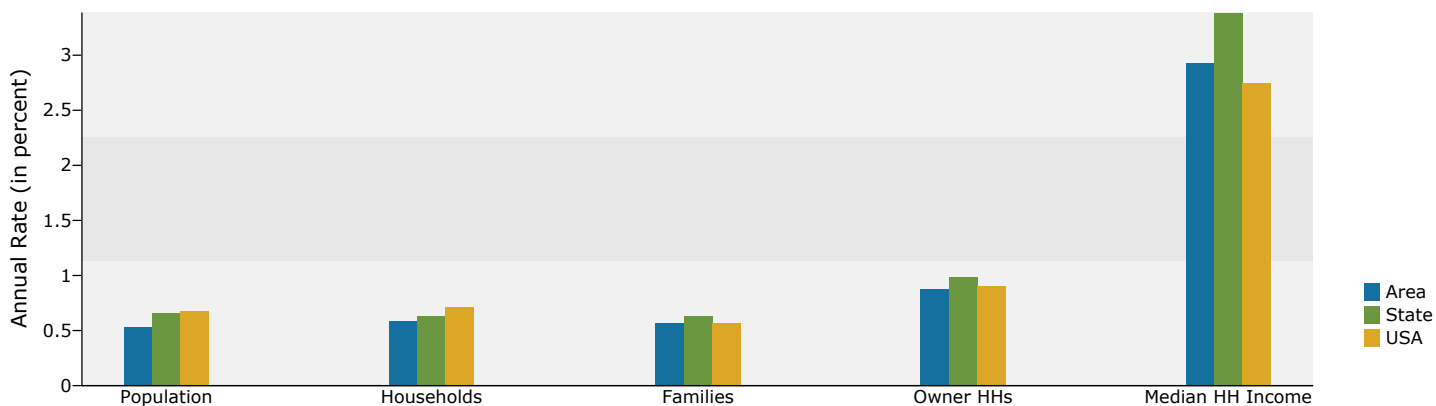
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

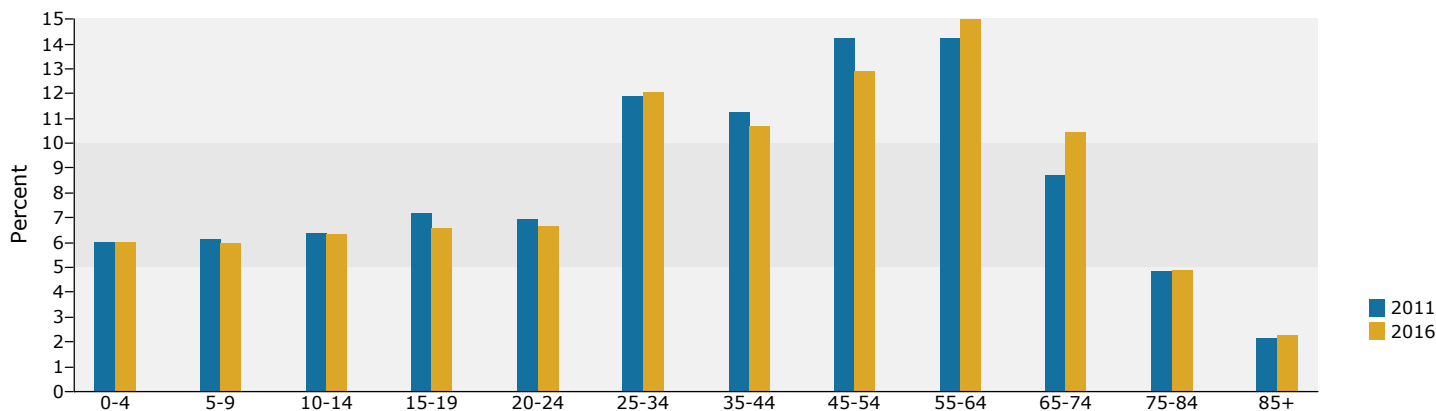
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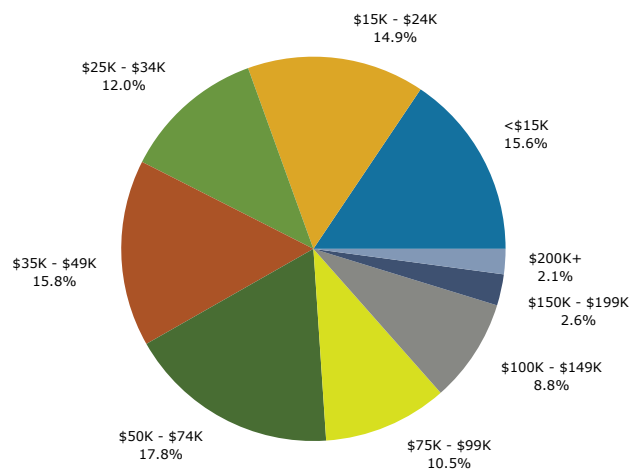
Trends 2011-2016



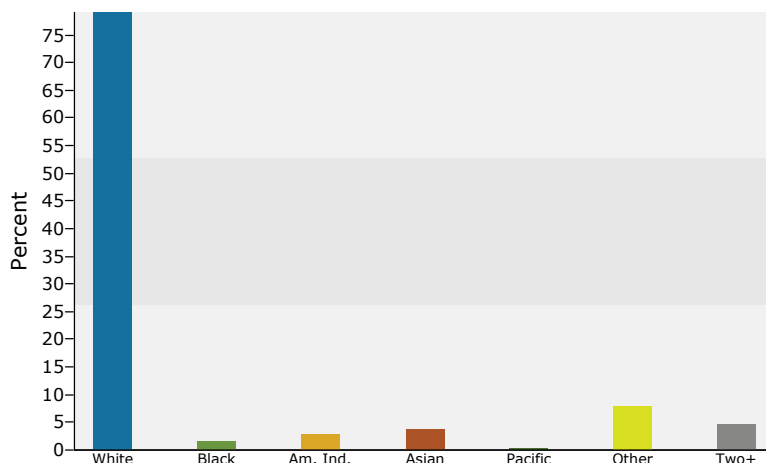
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 17.6%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile Report

Red Bluff, CA
Ring: 150 miles radius

Latitude: 40.17797
Longitude: -122.23531

Summary	2010	2011	2016
Population	5,111,859	5,134,908	5,323,922
Households	1,918,351	1,927,119	1,999,336
Families	1,261,389	1,268,126	1,314,099
Average Household Size	2.61	2.61	2.61
Owner Occupied Housing Units	1,179,954	1,162,900	1,224,268
Renter Occupied Housing Units	738,396	764,219	775,068
Median Age	37.8	37.9	38.5
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.73%	0.66%	0.67%
Households	0.74%	0.63%	0.71%
Families	0.72%	0.63%	0.57%
Owner HHs	1.03%	0.99%	0.91%
Median Household Income	2.95%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	211,261	11.0%	207,401	10.4%
\$15,000 - \$24,999	196,957	10.2%	155,912	7.8%
\$25,000 - \$34,999	189,307	9.8%	161,797	8.1%
\$35,000 - \$49,999	272,193	14.1%	241,429	12.1%
\$50,000 - \$74,999	365,071	18.9%	374,779	18.7%
\$75,000 - \$99,999	253,409	13.2%	323,700	16.2%
\$100,000 - \$149,999	269,027	14.0%	322,565	16.1%
\$150,000 - \$199,999	96,904	5.0%	126,052	6.3%
\$200,000+	72,989	3.8%	85,700	4.3%
Median Household Income	\$54,653		\$63,215	
Average Household Income	\$72,293		\$82,263	
Per Capita Income	\$27,766		\$31,526	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	323,946	6.3%	320,587	6.2%	333,928	6.3%
5 - 9	327,176	6.4%	327,279	6.4%	334,923	6.3%
10 - 14	338,979	6.6%	339,596	6.6%	351,065	6.6%
15 - 19	370,157	7.2%	369,375	7.2%	355,460	6.7%
20 - 24	358,861	7.0%	361,703	7.0%	360,022	6.8%
25 - 34	659,400	12.9%	664,581	12.9%	700,519	13.2%
35 - 44	644,887	12.6%	643,698	12.5%	638,731	12.0%
45 - 54	749,590	14.7%	746,755	14.5%	704,210	13.2%
55 - 64	657,976	12.9%	668,528	13.0%	734,762	13.8%
65 - 74	371,282	7.3%	382,127	7.4%	477,389	9.0%
75 - 84	214,460	4.2%	215,128	4.2%	226,581	4.3%
85+	95,132	1.9%	95,551	1.9%	106,332	2.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,592,308	70.3%	3,603,047	70.2%	3,655,120	68.7%
Black Alone	266,777	5.2%	266,632	5.2%	276,880	5.2%
American Indian Alone	78,402	1.5%	78,668	1.5%	82,270	1.5%
Asian Alone	428,237	8.4%	427,869	8.3%	462,952	8.7%
Pacific Islander Alone	27,020	0.5%	26,988	0.5%	30,553	0.6%
Some Other Race Alone	448,171	8.8%	458,797	8.9%	520,144	9.8%
Two or More Races	270,914	5.3%	272,907	5.3%	296,003	5.6%
Hispanic Origin (Any Race)	1,035,473	20.3%	1,060,117	20.6%	1,228,585	23.1%

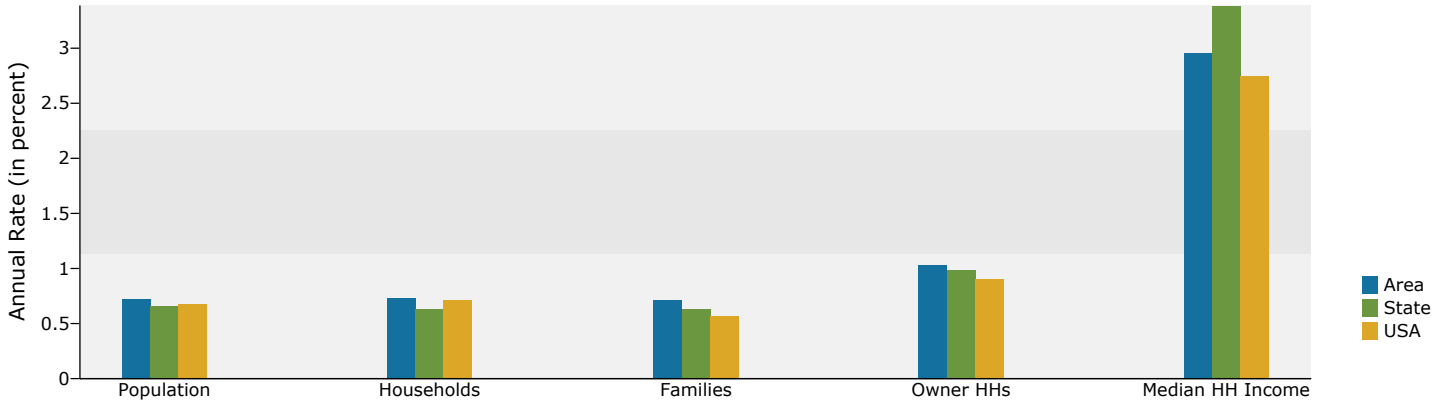
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

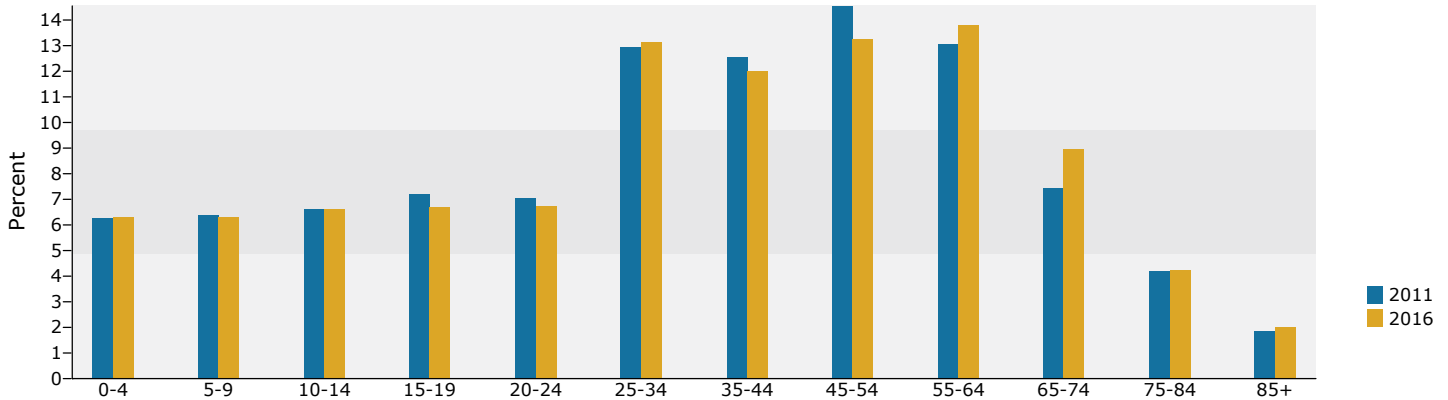
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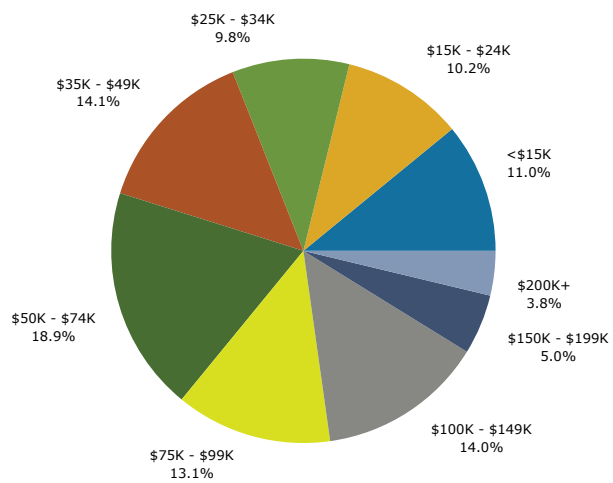
Trends 2011-2016



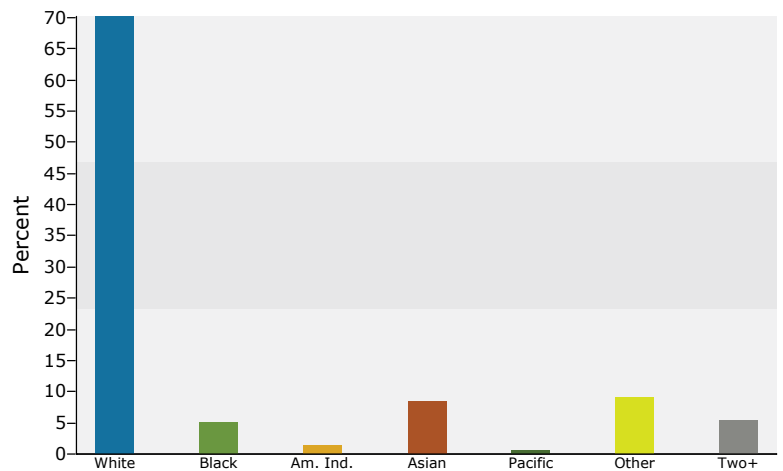
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 20.6%



Demographic and Income Profile Report

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

Summary	2010	2011	2016
Population	12,845,073	12,920,859	13,360,415
Households	4,699,971	4,728,204	4,890,161
Families	3,092,180	3,112,470	3,216,058
Average Household Size	2.68	2.68	2.68
Owner Occupied Housing Units	2,753,228	2,714,166	2,850,987
Renter Occupied Housing Units	1,946,743	2,014,038	2,039,174
Median Age	37.5	37.6	38.0
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.67%	0.66%	0.67%
Households	0.68%	0.63%	0.71%
Families	0.66%	0.63%	0.57%
Owner HHs	0.99%	0.99%	0.91%
Median Household Income	3.69%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	470,570	10.0%	452,966	9.3%
\$15,000 - \$24,999	412,485	8.7%	319,188	6.5%
\$25,000 - \$34,999	399,555	8.5%	334,526	6.8%
\$35,000 - \$49,999	587,888	12.4%	509,958	10.4%
\$50,000 - \$74,999	829,307	17.5%	827,906	16.9%
\$75,000 - \$99,999	620,179	13.1%	778,578	15.9%
\$100,000 - \$149,999	752,041	15.9%	877,866	18.0%
\$150,000 - \$199,999	329,395	7.0%	412,970	8.4%
\$200,000+	326,753	6.9%	376,172	7.7%
Median Household Income	\$62,572		\$75,012	
Average Household Income	\$85,018		\$98,107	
Per Capita Income	\$31,756		\$36,554	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	825,363	6.4%	818,063	6.3%	850,911	6.4%
5 - 9	821,885	6.4%	823,354	6.4%	841,729	6.3%
10 - 14	823,542	6.4%	826,304	6.4%	853,597	6.4%
15 - 19	874,479	6.8%	873,809	6.8%	840,409	6.3%
20 - 24	856,755	6.7%	864,638	6.7%	858,810	6.4%
25 - 34	1,784,415	13.9%	1,801,633	13.9%	1,895,567	14.2%
35 - 44	1,779,886	13.9%	1,779,750	13.8%	1,763,518	13.2%
45 - 54	1,886,833	14.7%	1,882,688	14.6%	1,772,175	13.3%
55 - 64	1,557,858	12.1%	1,585,594	12.3%	1,741,061	13.0%
65 - 74	881,635	6.9%	908,819	7.0%	1,133,882	8.5%
75 - 84	518,754	4.0%	521,164	4.0%	547,716	4.1%
85+	233,668	1.8%	235,043	1.8%	261,040	2.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,747,165	60.3%	7,781,835	60.2%	7,853,882	58.8%
Black Alone	741,478	5.8%	742,181	5.7%	750,135	5.6%
American Indian Alone	141,637	1.1%	142,317	1.1%	149,824	1.1%
Asian Alone	2,117,657	16.5%	2,123,568	16.4%	2,277,426	17.0%
Pacific Islander Alone	73,851	0.6%	73,837	0.6%	80,905	0.6%
Some Other Race Alone	1,340,813	10.4%	1,369,069	10.6%	1,515,129	11.3%
Two or More Races	682,472	5.3%	688,052	5.3%	733,114	5.5%
Hispanic Origin (Any Race)	2,969,954	23.1%	3,033,131	23.5%	3,419,143	25.6%

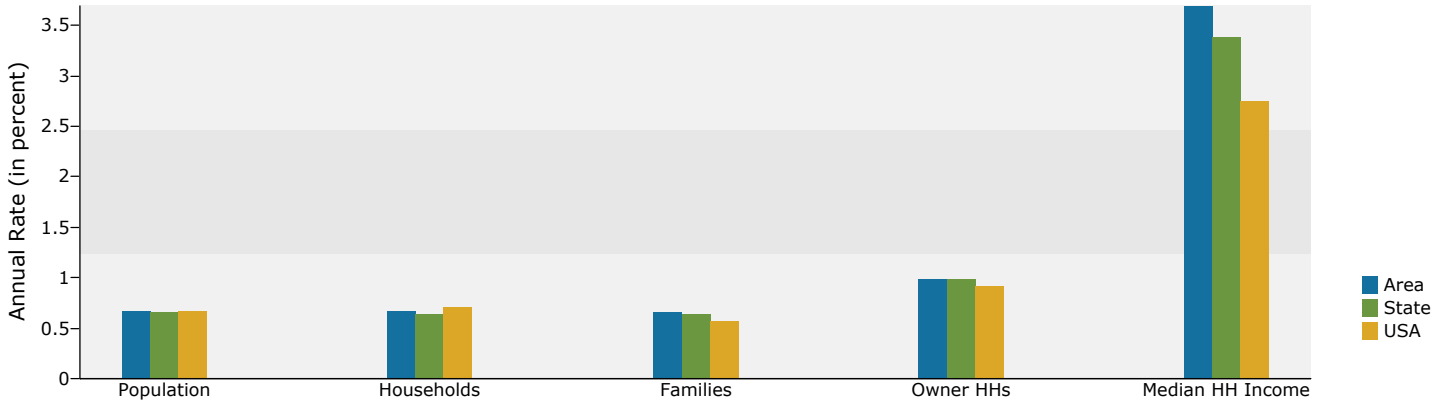
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Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

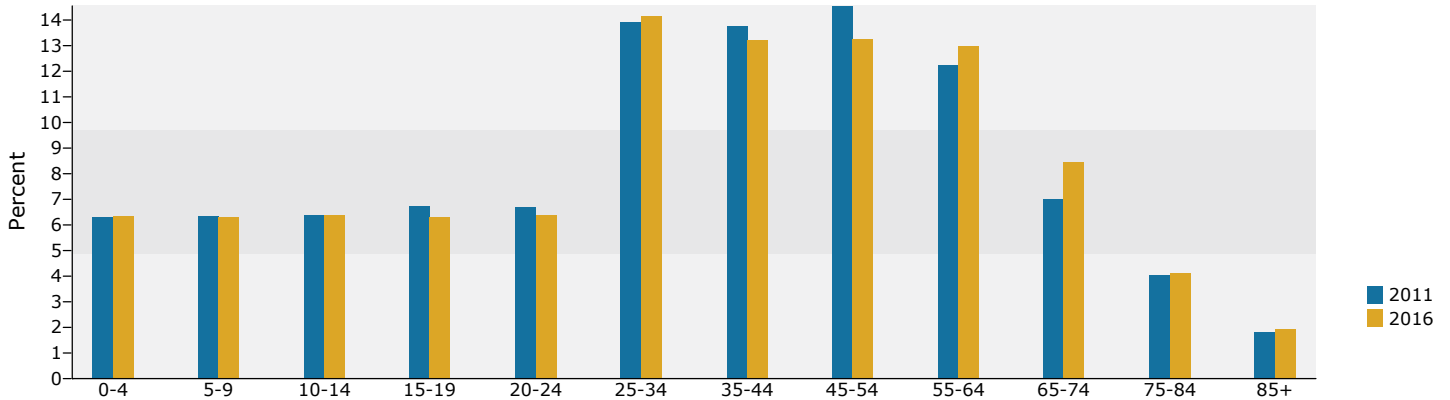
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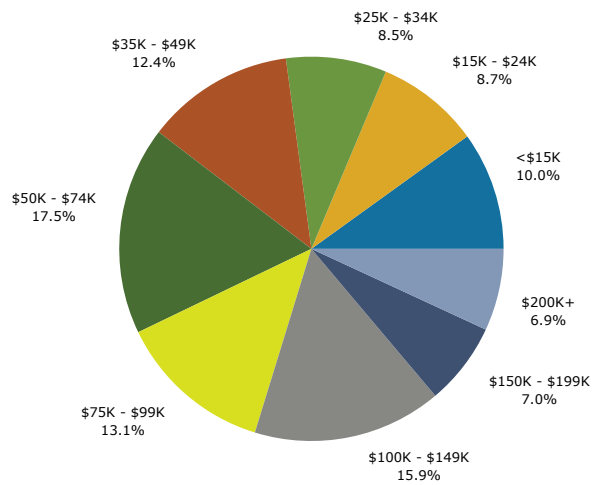
Trends 2011-2016



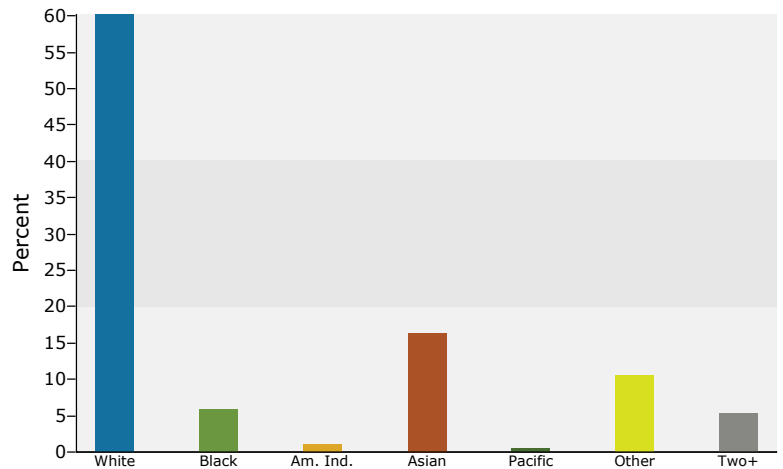
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 23.5%



Census 2010 Summary Profile

Red Bluff, CA
Ring: 100 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2000	2010	2000-2010 Annual Rate
Population	912,438	999,856	0.92%
Households	347,541	384,868	1.03%
Housing Units	391,649	443,156	1.24%

Population by Race	Number	Percent
Total	999,837	100.0%
Population Reporting One Race	953,075	95.3%
White	791,739	79.2%
Black	15,440	1.5%
American Indian	27,923	2.8%
Asian	37,585	3.8%
Pacific Islander	2,016	0.2%
Some Other Race	78,372	7.8%
Population Reporting Two or More Races	46,762	4.7%
Total Hispanic Population	173,214	17.3%

Population by Sex	Number	Percent
Male	501,883	50.2%
Female	497,973	49.8%

Population by Age	Number	Percent
Total	999,837	100.0%
Age 0 - 4	61,190	6.1%
Age 5 - 9	61,395	6.1%
Age 10 - 14	64,283	6.4%
Age 15 - 19	72,065	7.2%
Age 20 - 24	69,550	7.0%
Age 25 - 29	62,466	6.2%
Age 30 - 34	56,560	5.7%
Age 35 - 39	54,550	5.5%
Age 40 - 44	58,511	5.9%
Age 45 - 49	69,131	6.9%
Age 50 - 54	74,303	7.4%
Age 55 - 59	73,644	7.4%
Age 60 - 64	67,087	6.7%
Age 65 - 69	49,206	4.9%
Age 70 - 74	35,870	3.6%
Age 75 - 79	27,287	2.7%
Age 80 - 84	21,329	2.1%
Age 85+	21,410	2.1%
Age 18+	771,206	77.1%
Age 65+	155,102	15.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	39.8
Male	38.1
Female	41.5
White Alone	43.9
Black Alone	32.0
American Indian Alone	31.6
Asian Alone	31.0
Pacific Islander Alone	31.1
Some Other Race Alone	26.1
Two or More Races	21.0
Hispanic Population	24.9

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 100 miles radius

Latitude: 40.17797
Longitude: -122.23531

Households by Type		
Total	384,862	100.0%
Households with 1 Person	101,855	26.5%
Households with 2+ People	283,007	73.5%
Family Households	251,349	65.3%
Husband-wife Families	184,122	47.8%
With Own Children	67,441	17.5%
Other Family (No Spouse Present)	67,233	17.5%
With Own Children	37,166	9.7%
Nonfamily Households	31,658	8.2%
All Households with Children	118,428	30.8%
Multigenerational Households	15,172	3.9%
Unmarried Partner Households	31,286	8.1%
Male-female	28,452	7.4%
Same-sex	2,834	0.7%
Average Household Size	2.53	

Family Households by Size		
Total	251,350	100.0%
2 People	113,281	45.1%
3 People	53,997	21.5%
4 People	43,843	17.4%
5 People	22,657	9.0%
6 People	10,083	4.0%
7+ People	7,489	3.0%
Average Family Size	3.04	

Nonfamily Households by Size		
Total	133,504	100.0%
1 Person	101,855	76.3%
2 People	24,270	18.2%
3 People	4,398	3.3%
4 People	2,073	1.6%
5 People	532	0.4%
6 People	217	0.2%
7+ People	159	0.1%
Average Nonfamily Size	1.33	

Population by Relationship and Household Type		
Total	999,852	100.0%
In Households	974,463	97.5%
In Family Households	797,131	79.7%
Householder	251,361	25.1%
Spouse	184,131	18.4%
Child	289,647	29.0%
Other relative	40,035	4.0%
Nonrelative	31,950	3.2%
In Nonfamily Households	177,336	17.7%
In Group Quarters	25,389	2.5%
Institutionalized Population	16,481	1.6%
Noninstitutionalized Population	8,908	0.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

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Family Households by Age of Householder		
Total	251,365	100.0%
Householder Age 15 - 44	90,441	36.0%
Householder Age 45 - 54	54,474	21.7%
Householder Age 55 - 64	51,505	20.5%
Householder Age 65 - 74	32,597	13.0%
Householder Age 75+	22,348	8.9%

Nonfamily Households by Age of Householder		
Total	133,493	100.0%
Householder Age 15 - 44	35,108	26.3%
Householder Age 45 - 54	22,385	16.8%
Householder Age 55 - 64	30,243	22.7%
Householder Age 65 - 74	20,554	15.4%
Householder Age 75+	25,203	18.9%

Households by Race of Householder		
Total	384,865	100.0%
Householder is White Alone	328,694	85.4%
Householder is Black Alone	4,697	1.2%
Householder is American Indian Alone	9,256	2.4%
Householder is Asian Alone	9,603	2.5%
Householder is Pacific Islander Alone	610	0.2%
Householder is Some Other Race Alone	19,766	5.1%
Householder is Two or More Races	12,239	3.2%
Households with Hispanic Householder	43,876	11.4%

Husband-wife Families by Race of Householder		
Total	184,125	100.0%
Householder is White Alone	156,498	85.0%
Householder is Black Alone	1,678	0.9%
Householder is American Indian Alone	3,560	1.9%
Householder is Asian Alone	5,798	3.1%
Householder is Pacific Islander Alone	295	0.2%
Householder is Some Other Race Alone	11,384	6.2%
Householder is Two or More Races	4,912	2.7%
Husband-wife Families with Hispanic Householder	24,210	13.1%

Other Families (No Spouse) by Race of Householder		
Total	67,229	100.0%
Householder is White Alone	53,021	78.9%
Householder is Black Alone	1,207	1.8%
Householder is American Indian Alone	2,982	4.4%
Householder is Asian Alone	1,701	2.5%
Householder is Pacific Islander Alone	132	0.2%
Householder is Some Other Race Alone	4,966	7.4%
Householder is Two or More Races	3,220	4.8%
Other Families with Hispanic Householder	10,661	15.9%

Nonfamily Households by Race of Householder		
Total	133,507	100.0%
Householder is White Alone	119,194	89.3%
Householder is Black Alone	1,808	1.4%
Householder is American Indian Alone	2,715	2.0%
Householder is Asian Alone	2,093	1.6%
Householder is Pacific Islander Alone	181	0.1%
Householder is Some Other Race Alone	3,413	2.6%
Householder is Two or More Races	4,103	3.1%
Nonfamily Households with Hispanic Householder	9,001	6.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 100 miles radius

Latitude: 40.17797
Longitude: -122.23531

Total Housing Units by Occupancy

Total	443,195	100.0%
Occupied Housing Units	384,868	86.8%
Vacant Housing Units		
For Rent	10,958	2.5%
Rented, not Occupied	633	0.1%
For Sale Only	6,605	1.5%
Sold, not Occupied	1,529	0.3%
For Seasonal/Recreational/Occasional Use	25,738	5.8%
For Migrant Workers	159	0.0%
Other Vacant	12,705	2.9%
Total Vacancy Rate	13.2%	

Households by Tenure and Mortgage Status

Total	384,868	100.0%
Owner Occupied	241,937	62.9%
Owned with a Mortgage/Loan	159,290	41.4%
Owned Free and Clear	82,638	21.5%
Average Household Size	2.49	
Renter Occupied	142,931	37.1%
Average Household Size	2.59	

Owner-occupied Housing Units by Race of Householder

Total	241,912	100.0%
Householder is White Alone	214,563	88.7%
Householder is Black Alone	1,932	0.8%
Householder is American Indian Alone	4,836	2.0%
Householder is Asian Alone	5,584	2.3%
Householder is Pacific Islander Alone	315	0.1%
Householder is Some Other Race Alone	8,781	3.6%
Householder is Two or More Races	5,901	2.4%
Owner-occupied Housing Units with Hispanic Householder	21,018	8.7%

Renter-occupied Housing Units by Race of Householder

Total	142,906	100.0%
Householder is White Alone	114,130	79.9%
Householder is Black Alone	2,760	1.9%
Householder is American Indian Alone	4,415	3.1%
Householder is Asian Alone	4,006	2.8%
Householder is Pacific Islander Alone	297	0.2%
Householder is Some Other Race Alone	10,967	7.7%
Householder is Two or More Races	6,331	4.4%
Renter-occupied Housing Units with Hispanic Householder	22,850	16.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.40
Householder is Black Alone	2.62
Householder is American Indian Alone	2.93
Householder is Asian Alone	3.70
Householder is Pacific Islander Alone	3.03
Householder is Some Other Race Alone	3.81
Householder is Two or More Races	2.83
Householder is Hispanic	3.53

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 150 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2000	2010	2000-2010 Annual Rate
Population	4,506,592	5,111,859	1.27%
Households	1,681,828	1,918,351	1.33%
Housing Units	1,829,205	2,150,762	1.63%

Population by Race	Number	Percent
Total	5,111,829	100.0%
Population Reporting One Race	4,840,915	94.7%
White	3,592,308	70.3%
Black	266,777	5.2%
American Indian	78,402	1.5%
Asian	428,237	8.4%
Pacific Islander	27,020	0.5%
Some Other Race	448,171	8.8%
Population Reporting Two or More Races	270,914	5.3%

Total Hispanic Population	1,035,473	20.3%
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Population by Sex	Number	Percent
Male	2,533,370	49.6%
Female	2,578,500	50.4%

Population by Age	Number	Percent
Total	5,111,846	100.0%
Age 0 - 4	323,946	6.3%
Age 5 - 9	327,176	6.4%
Age 10 - 14	338,979	6.6%
Age 15 - 19	370,157	7.2%
Age 20 - 24	358,861	7.0%
Age 25 - 29	342,910	6.7%
Age 30 - 34	316,490	6.2%
Age 35 - 39	313,264	6.1%
Age 40 - 44	331,623	6.5%
Age 45 - 49	371,784	7.3%
Age 50 - 54	377,806	7.4%
Age 55 - 59	350,997	6.9%
Age 60 - 64	306,979	6.0%
Age 65 - 69	215,692	4.2%
Age 70 - 74	155,590	3.0%
Age 75 - 79	120,830	2.4%
Age 80 - 84	93,630	1.8%
Age 85+	95,132	1.9%
Age 18+	3,904,044	76.4%
Age 65+	680,874	13.3%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.8
Male	36.5
Female	39.2
White Alone	42.4
Black Alone	32.8
American Indian Alone	32.6
Asian Alone	35.0
Pacific Islander Alone	31.1
Some Other Race Alone	26.2
Two or More Races	19.8
Hispanic Population	25.8

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 150 miles radius

Latitude: 40.17797
Longitude: -122.23531

Households by Type		
Total	1,918,350	100.0%
Households with 1 Person	494,828	25.8%
Households with 2+ People	1,423,522	74.2%
Family Households	1,261,389	65.8%
Husband-wife Families	921,681	48.0%
With Own Children	384,330	20.0%
Other Family (No Spouse Present)	339,705	17.7%
With Own Children	183,244	9.6%
Nonfamily Households	162,133	8.5%
All Households with Children	633,929	33.0%
Multigenerational Households	84,164	4.4%
Unmarried Partner Households	149,560	7.8%
Male-female	132,043	6.9%
Same-sex	17,517	0.9%
Average Household Size	2.61	

Family Households by Size		
Total	1,261,368	100.0%
2 People	519,284	41.2%
3 People	280,262	22.2%
4 People	244,454	19.4%
5 People	121,656	9.6%
6 People	53,265	4.2%
7+ People	42,447	3.4%
Average Family Size	3.15	

Nonfamily Households by Size		
Total	656,915	100.0%
1 Person	494,828	75.3%
2 People	126,056	19.2%
3 People	21,734	3.3%
4 People	9,331	1.4%
5 People	2,959	0.5%
6 People	1,194	0.2%
7+ People	813	0.1%
Average Nonfamily Size	1.34	

Population by Relationship and Household Type		
Total	5,111,861	100.0%
In Households	5,003,384	97.9%
In Family Households	4,124,533	80.7%
Householder	1,261,393	24.7%
Spouse	921,688	18.0%
Child	1,545,721	30.2%
Other relative	243,231	4.8%
Nonrelative	152,470	3.0%
In Nonfamily Households	878,879	17.2%
In Group Quarters	108,477	2.1%
Institutionalized Population	62,006	1.2%
Noninstitutionalized Population	46,469	0.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 150 miles radius

Latitude: 40.17797
Longitude: -122.23531

Family Households by Age of Householder		
Total		1,261,402 100.0%
Householder Age	15 - 44	487,197 38.6%
Householder Age	45 - 54	295,859 23.5%
Householder Age	55 - 64	243,595 19.3%
Householder Age	65 - 74	138,481 11.0%
Householder Age	75+	96,270 7.6%

Nonfamily Households by Age of Householder		
Total		656,951 100.0%
Householder Age	15 - 44	206,736 31.5%
Householder Age	45 - 54	112,400 17.1%
Householder Age	55 - 64	138,186 21.0%
Householder Age	65 - 74	90,734 13.8%
Householder Age	75+	108,895 16.6%

Households by Race of Householder		
Total		1,918,329 100.0%
Householder is	White Alone	1,483,263 77.3%
Householder is	Black Alone	94,424 4.9%
Householder is	American Indian Alone	26,541 1.4%
Householder is	Asian Alone	127,237 6.6%
Householder is	Pacific Islander Alone	7,513 0.4%
Householder is	Some Other Race Alone	113,816 5.9%
Householder is	Two or More Races	65,535 3.4%
Households with	Hispanic Householder	265,060 13.8%

Husband-wife Families by Race of Householder		
Total		921,671 100.0%
Householder is	White Alone	714,278 77.5%
Householder is	Black Alone	29,332 3.2%
Householder is	American Indian Alone	10,287 1.1%
Householder is	Asian Alone	73,649 8.0%
Householder is	Pacific Islander Alone	4,196 0.5%
Householder is	Some Other Race Alone	62,767 6.8%
Householder is	Two or More Races	27,162 2.9%
Husband-wife Families with	Hispanic Householder	141,558 15.4%

Other Families (No Spouse) by Race of Householder		
Total		339,665 100.0%
Householder is	White Alone	225,783 66.5%
Householder is	Black Alone	32,913 9.7%
Householder is	American Indian Alone	8,054 2.4%
Householder is	Asian Alone	22,805 6.7%
Householder is	Pacific Islander Alone	1,755 0.5%
Householder is	Some Other Race Alone	30,981 9.1%
Householder is	Two or More Races	17,374 5.1%
Other Families with	Hispanic Householder	67,848 20.0%

Nonfamily Households by Race of Householder		
Total		656,932 100.0%
Householder is	White Alone	543,218 82.7%
Householder is	Black Alone	32,161 4.9%
Householder is	American Indian Alone	8,200 1.2%
Householder is	Asian Alone	30,764 4.7%
Householder is	Pacific Islander Alone	1,555 0.2%
Householder is	Some Other Race Alone	20,051 3.1%
Householder is	Two or More Races	20,983 3.2%
Nonfamily Households with	Hispanic Householder	55,652 8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 150 miles radius

Latitude: 40.17797
Longitude: -122.23531

Total Housing Units by Occupancy

Total	2,150,805	100.0%
Occupied Housing Units	1,918,351	89.2%
Vacant Housing Units		
For Rent	62,060	2.9%
Rented, not Occupied	3,240	0.2%
For Sale Only	30,079	1.4%
Sold, not Occupied	5,939	0.3%
For Seasonal/Recreational/Occasional Use	86,946	4.0%
For Migrant Workers	543	0.0%
Other Vacant	43,647	2.0%
Total Vacancy Rate	10.8%	

Households by Tenure and Mortgage Status

Total	1,918,350	100.0%
Owner Occupied	1,179,954	61.5%
Owned with a Mortgage/Loan	877,062	45.7%
Owned Free and Clear	302,878	15.8%
Average Household Size	2.61	
Renter Occupied	738,396	38.5%
Average Household Size	2.61	

Owner-occupied Housing Units by Race of Householder

Total	1,179,916	100.0%
Householder is White Alone	968,720	82.1%
Householder is Black Alone	37,269	3.2%
Householder is American Indian Alone	12,783	1.1%
Householder is Asian Alone	80,648	6.8%
Householder is Pacific Islander Alone	3,593	0.3%
Householder is Some Other Race Alone	46,265	3.9%
Householder is Two or More Races	30,638	2.6%
Owner-occupied Housing Units with Hispanic Householder	121,437	10.3%

Renter-occupied Housing Units by Race of Householder

Total	738,349	100.0%
Householder is White Alone	514,541	69.7%
Householder is Black Alone	57,143	7.7%
Householder is American Indian Alone	13,746	1.9%
Householder is Asian Alone	46,566	6.3%
Householder is Pacific Islander Alone	3,925	0.5%
Householder is Some Other Race Alone	67,531	9.1%
Householder is Two or More Races	34,897	4.7%
Renter-occupied Housing Units with Hispanic Householder	143,621	19.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.43
Householder is Black Alone	2.68
Householder is American Indian Alone	2.89
Householder is Asian Alone	3.26
Householder is Pacific Islander Alone	3.56
Householder is Some Other Race Alone	3.89
Householder is Two or More Races	2.92
Householder is Hispanic	3.57

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2000	2010	2000-2010 Annual Rate
Population	11,689,471	12,845,073	0.95%
Households	4,270,664	4,699,971	0.96%
Housing Units	4,526,255	5,145,959	1.29%

Population by Race		Number	Percent
Total		12,845,073	100.0%
Population Reporting One Race		12,162,601	94.7%
White		7,747,165	60.3%
Black		741,478	5.8%
American Indian		141,637	1.1%
Asian		2,117,657	16.5%
Pacific Islander		73,851	0.6%
Some Other Race		1,340,813	10.4%
Population Reporting Two or More Races		682,472	5.3%
Total Hispanic Population		2,969,954	23.1%

Population by Sex		Number	Percent
Male		6,373,106	49.6%
Female		6,471,967	50.4%

Population by Age		Number	Percent
Total		12,845,073	100.0%
Age 0 - 4		825,363	6.4%
Age 5 - 9		821,885	6.4%
Age 10 - 14		823,542	6.4%
Age 15 - 19		874,479	6.8%
Age 20 - 24		856,755	6.7%
Age 25 - 29		908,472	7.1%
Age 30 - 34		875,943	6.8%
Age 35 - 39		879,812	6.8%
Age 40 - 44		900,074	7.0%
Age 45 - 49		954,792	7.4%
Age 50 - 54		932,041	7.3%
Age 55 - 59		836,872	6.5%
Age 60 - 64		720,986	5.6%
Age 65 - 69		508,629	4.0%
Age 70 - 74		373,006	2.9%
Age 75 - 79		290,444	2.3%
Age 80 - 84		228,310	1.8%
Age 85+		233,668	1.8%
Age 18+		9,852,521	76.7%
Age 65+		1,634,057	12.7%

Median Age by Sex and Race/Hispanic Origin		Median Age
Total Population		37.5
Male		36.4
Female		38.6
White Alone		42.1
Black Alone		35.1
American Indian Alone		33.0
Asian Alone		37.1
Pacific Islander Alone		31.2
Some Other Race Alone		27.0
Two or More Races		20.7
Hispanic Population		27.0

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

Households by Type		
Total	4,699,971	100.0%
Households with 1 Person	1,202,047	25.6%
Households with 2+ People	3,497,924	74.4%
Family Households	3,092,180	65.8%
Husband-wife Families	2,285,500	48.6%
With Own Children	1,016,975	21.6%
Other Family (No Spouse Present)	806,680	17.2%
With Own Children	405,660	8.6%
Nonfamily Households	405,744	8.6%
All Households with Children	1,588,582	33.8%
Multigenerational Households	235,707	5.0%
Unmarried Partner Households	347,504	7.4%
Male-female	296,234	6.3%
Same-sex	51,270	1.1%
Average Household Size	2.68	

Family Households by Size		
Total	3,092,180	100.0%
2 People	1,180,966	38.2%
3 People	702,298	22.7%
4 People	635,209	20.5%
5 People	309,882	10.0%
6 People	139,683	4.5%
7+ People	124,142	4.0%
Average Family Size	3.24	

Nonfamily Households by Size		
Total	1,607,791	100.0%
1 Person	1,202,047	74.8%
2 People	312,927	19.5%
3 People	54,982	3.4%
4 People	23,387	1.5%
5 People	8,202	0.5%
6 People	3,370	0.2%
7+ People	2,876	0.2%
Average Nonfamily Size	1.35	

Population by Relationship and Household Type		
Total	12,845,073	100.0%
In Households	12,578,916	97.9%
In Family Households	10,406,582	81.0%
Householder	3,092,180	24.1%
Spouse	2,285,500	17.8%
Child	3,878,001	30.2%
Other relative	751,937	5.9%
Nonrelative	398,964	3.1%
In Nonfamily Households	2,172,334	16.9%
In Group Quarters	266,157	2.1%
Institutionalized Population	130,661	1.0%
Noninstitutionalized Population	135,496	1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

Family Households by Age of Householder		
Total	3,092,180	100.0%
Householder Age 15 - 44	1,222,129	39.5%
Householder Age 45 - 54	744,363	24.1%
Householder Age 55 - 64	574,697	18.6%
Householder Age 65 - 74	320,797	10.4%
Householder Age 75+	230,194	7.4%

Nonfamily Households by Age of Householder		
Total	1,607,791	100.0%
Householder Age 15 - 44	563,570	35.1%
Householder Age 45 - 54	272,161	16.9%
Householder Age 55 - 64	310,985	19.3%
Householder Age 65 - 74	205,835	12.8%
Householder Age 75+	255,240	15.9%

Households by Race of Householder		
Total	4,699,971	100.0%
Householder is White Alone	3,193,011	67.9%
Householder is Black Alone	277,669	5.9%
Householder is American Indian Alone	47,071	1.0%
Householder is Asian Alone	666,775	14.2%
Householder is Pacific Islander Alone	19,547	0.4%
Householder is Some Other Race Alone	331,762	7.1%
Householder is Two or More Races	164,136	3.5%
Households with Hispanic Householder	750,732	16.0%

Husband-wife Families by Race of Householder		
Total	2,285,500	100.0%
Householder is White Alone	1,532,836	67.1%
Householder is Black Alone	76,059	3.3%
Householder is American Indian Alone	18,576	0.8%
Householder is Asian Alone	399,442	17.5%
Householder is Pacific Islander Alone	10,895	0.5%
Householder is Some Other Race Alone	178,372	7.8%
Householder is Two or More Races	69,320	3.0%
Husband-wife Families with Hispanic Householder	394,945	17.3%

Other Families (No Spouse) by Race of Householder		
Total	806,680	100.0%
Householder is White Alone	455,883	56.5%
Householder is Black Alone	95,516	11.8%
Householder is American Indian Alone	13,856	1.7%
Householder is Asian Alone	101,626	12.6%
Householder is Pacific Islander Alone	4,732	0.6%
Householder is Some Other Race Alone	94,679	11.7%
Householder is Two or More Races	40,388	5.0%
Other Families with Hispanic Householder	197,683	24.5%

Nonfamily Households by Race of Householder		
Total	1,607,791	100.0%
Householder is White Alone	1,204,292	74.9%
Householder is Black Alone	106,094	6.6%
Householder is American Indian Alone	14,639	0.9%
Householder is Asian Alone	165,707	10.3%
Householder is Pacific Islander Alone	3,920	0.2%
Householder is Some Other Race Alone	58,711	3.7%
Householder is Two or More Races	54,428	3.4%
Nonfamily Households with Hispanic Householder	158,104	9.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

Total Housing Units by Occupancy

Total	5,145,959	100.0%
Occupied Housing Units	4,699,971	91.3%
Vacant Housing Units		
For Rent	139,689	2.7%
Rented, not Occupied	7,704	0.2%
For Sale Only	62,526	1.2%
Sold, not Occupied	13,566	0.3%
For Seasonal/Recreational/Occasional Use	127,043	2.5%
For Migrant Workers	867	0.0%
Other Vacant	94,593	1.8%
Total Vacancy Rate	8.7%	

Households by Tenure and Mortgage Status

Total	4,699,971	100.0%
Owner Occupied	2,753,228	58.6%
Owned with a Mortgage/Loan	2,086,498	44.4%
Owned Free and Clear	666,730	14.2%
Average Household Size	2.73	
Renter Occupied	1,946,743	41.4%
Average Household Size	2.60	

Owner-occupied Housing Units by Race of Householder

Total	2,753,228	100.0%
Householder is White Alone	2,025,115	73.6%
Householder is Black Alone	101,094	3.7%
Householder is American Indian Alone	21,943	0.8%
Householder is Asian Alone	395,096	14.4%
Householder is Pacific Islander Alone	8,693	0.3%
Householder is Some Other Race Alone	127,693	4.6%
Householder is Two or More Races	73,594	2.7%
Owner-occupied Housing Units with Hispanic Householder	330,640	12.0%

Renter-occupied Housing Units by Race of Householder

Total	1,946,743	100.0%
Householder is White Alone	1,167,896	60.0%
Householder is Black Alone	176,575	9.1%
Householder is American Indian Alone	25,128	1.3%
Householder is Asian Alone	271,679	14.0%
Householder is Pacific Islander Alone	10,854	0.6%
Householder is Some Other Race Alone	204,069	10.5%
Householder is Two or More Races	90,542	4.7%
Renter-occupied Housing Units with Hispanic Householder	420,092	21.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.44
Householder is Black Alone	2.53
Householder is American Indian Alone	2.95
Householder is Asian Alone	3.11
Householder is Pacific Islander Alone	3.71
Householder is Some Other Race Alone	3.99
Householder is Two or More Races	2.94
Householder is Hispanic	3.67

Source: U.S. Census Bureau, Census 2010 Summary File 1.



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	N/A		N/A	
Total Households	N/A		N/A	
Total Housing Units	N/A		N/A	
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	N/A	100.0%	N/A	
Never married	N/A	N/A	N/A	
Married	N/A	N/A	N/A	
Widowed	N/A	N/A	N/A	
Divorced	N/A	N/A	N/A	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	N/A	100.0%	N/A	
Enrolled in school	N/A	N/A	N/A	
Enrolled in nursery school, preschool	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in kindergarten	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in grade 1 to grade 4	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in grade 5 to grade 8	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in grade 9 to grade 12	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in college undergraduate years	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in graduate or professional school	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Not enrolled in school	N/A	N/A	N/A	
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	N/A	100.0%	N/A	
No schooling completed	N/A	N/A	N/A	
Nursery to 4th grade	N/A	N/A	N/A	
5th and 6th grade	N/A	N/A	N/A	
7th and 8th grade	N/A	N/A	N/A	
9th grade	N/A	N/A	N/A	
10th grade	N/A	N/A	N/A	
11th grade	N/A	N/A	N/A	
12th grade, no diploma	N/A	N/A	N/A	
High school graduate, GED, or alternative	N/A	N/A	N/A	
Some college, less than 1 year	N/A	N/A	N/A	
Some college, 1 or more years, no degree	N/A	N/A	N/A	
Associate's degree	N/A	N/A	N/A	
Bachelor's degree	N/A	N/A	N/A	
Master's degree	N/A	N/A	N/A	
Professional school degree	N/A	N/A	N/A	
Doctorate degree	N/A	N/A	N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
Ring: 100 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	N/A	100.0%	N/A	
5 to 17 years				
Speak only English	N/A	N/A	N/A	
Speak Spanish	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other Indo-European languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak Asian and Pacific Island languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
18 to 64 years				
Speak only English	N/A	N/A	N/A	
Speak Spanish	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other Indo-European languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak Asian and Pacific Island languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
65 years and over				
Speak only English	N/A	N/A	N/A	
Speak Spanish	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other Indo-European languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak Asian and Pacific Island languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	N/A	100.0%	N/A	
Worked in state and in county of residence	N/A	N/A	N/A	
Worked in state and outside county of residence	N/A	N/A	N/A	
Worked outside state of residence	N/A	N/A	N/A	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	N/A	100.0%	N/A	
Drove alone	N/A	N/A	N/A	
Carpooled	N/A	N/A	N/A	
Public transportation (excluding taxicab)	N/A	N/A	N/A	
Bus or trolley bus	N/A	N/A	N/A	
Streetcar or trolley car	N/A	N/A	N/A	
Subway or elevated	N/A	N/A	N/A	
Railroad	N/A	N/A	N/A	
Ferryboat	N/A	N/A	N/A	
Taxicab	N/A	N/A	N/A	
Motorcycle	N/A	N/A	N/A	
Bicycle	N/A	N/A	N/A	
Walked	N/A	N/A	N/A	
Other means	N/A	N/A	N/A	
Worked at home	N/A	N/A	N/A	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	N/A	100.0%	N/A	
Less than 5 minutes	N/A	N/A	N/A	
5 to 9 minutes	N/A	N/A	N/A	
10 to 14 minutes	N/A	N/A	N/A	
15 to 19 minutes	N/A	N/A	N/A	
20 to 24 minutes	N/A	N/A	N/A	
25 to 29 minutes	N/A	N/A	N/A	
30 to 34 minutes	N/A	N/A	N/A	
35 to 39 minutes	N/A	N/A	N/A	
40 to 44 minutes	N/A	N/A	N/A	
45 to 59 minutes	N/A	N/A	N/A	
60 to 89 minutes	N/A	N/A	N/A	
90 or more minutes	N/A	N/A	N/A	
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	N/A	100.0%	N/A	
Management	N/A	N/A	N/A	
Business and financial operations	N/A	N/A	N/A	
Computer and mathematical	N/A	N/A	N/A	
Architecture and engineering	N/A	N/A	N/A	
Life, physical, and social science	N/A	N/A	N/A	
Community and social services	N/A	N/A	N/A	
Legal	N/A	N/A	N/A	
Education, training, and library	N/A	N/A	N/A	
Arts, design, entertainment, sports, and media	N/A	N/A	N/A	
Healthcare practitioner, technologists, and technicians	N/A	N/A	N/A	
Healthcare support	N/A	N/A	N/A	
Protective service	N/A	N/A	N/A	
Food preparation and serving related	N/A	N/A	N/A	
Building and grounds cleaning and maintenance	N/A	N/A	N/A	
Personal care and service	N/A	N/A	N/A	
Sales and related	N/A	N/A	N/A	
Office and administrative support	N/A	N/A	N/A	
Farming, fishing, and forestry	N/A	N/A	N/A	
Construction and extraction	N/A	N/A	N/A	
Installation, maintenance, and repair	N/A	N/A	N/A	
Production	N/A	N/A	N/A	
Transportation and material moving	N/A	N/A	N/A	
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	N/A	100.0%	N/A	
Agriculture, forestry, fishing and hunting	N/A	N/A	N/A	
Mining, quarrying, and oil and gas extraction	N/A	N/A	N/A	
Construction	N/A	N/A	N/A	
Manufacturing	N/A	N/A	N/A	
Wholesale trade	N/A	N/A	N/A	
Retail trade	N/A	N/A	N/A	
Transportation and warehousing	N/A	N/A	N/A	
Utilities	N/A	N/A	N/A	
Information	N/A	N/A	N/A	
Finance and insurance	N/A	N/A	N/A	
Real estate and rental and leasing	N/A	N/A	N/A	
Professional, scientific, and technical services	N/A	N/A	N/A	
Management of companies and enterprises	N/A	N/A	N/A	
Administrative and support and waste management services	N/A	N/A	N/A	
Educational services	N/A	N/A	N/A	
Health care and social assistance	N/A	N/A	N/A	
Arts, entertainment, and recreation	N/A	N/A	N/A	
Accommodation and food services	N/A	N/A	N/A	
Other services, except public administration	N/A	N/A	N/A	
Public administration	N/A	N/A	N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	N/A	100.0%	N/A	
Own children under 6 years only	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
Own children under 6 years and 6 to 17 years	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
Own children 6 to 17 years only	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
No own children under 18 years	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	N/A	100.0%	N/A	
Under .50	N/A	N/A	N/A	
.50 to .99	N/A	N/A	N/A	
1.00 to 1.24	N/A	N/A	N/A	
1.25 to 1.49	N/A	N/A	N/A	
1.50 to 1.84	N/A	N/A	N/A	
1.85 to 1.99	N/A	N/A	N/A	
2.00 and over	N/A	N/A	N/A	
HOUSEHOLDS BY POVERTY STATUS				
Total	N/A	100.0%	N/A	
Income in the past 12 months below poverty level	N/A	N/A	N/A	
Married-couple family	N/A	N/A	N/A	
Other family - male householder (no wife present)	N/A	N/A	N/A	
Other family - female householder (no husband present)	N/A	N/A	N/A	
Nonfamily household - male householder	N/A	N/A	N/A	
Nonfamily household - female householder	N/A	N/A	N/A	
Income in the past 12 months at or above poverty level	N/A	N/A	N/A	
Married-couple family	N/A	N/A	N/A	
Other family - male householder (no wife present)	N/A	N/A	N/A	
Other family - female householder (no husband present)	N/A	N/A	N/A	
Nonfamily household - male householder	N/A	N/A	N/A	
Nonfamily household - female householder	N/A	N/A	N/A	



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income	N/A		N/A	
Average Household Income	N/A		N/A	
Per Capita Income	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHR <25	N/A		N/A	
Average Household Income for HHR <25	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHr 25-44	N/A		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHr 45-64	N/A		N/A	
Average Household Income for HHr 45-64	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHr 65+	N/A		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2009, adjusted for inflation.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	N/A		N/A	
Total Households	N/A		N/A	
Total Housing Units	N/A		N/A	
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	N/A	100.0%	N/A	
Never married	N/A	N/A	N/A	
Married	N/A	N/A	N/A	
Widowed	N/A	N/A	N/A	
Divorced	N/A	N/A	N/A	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	N/A	100.0%	N/A	
Enrolled in school	N/A	N/A	N/A	
Enrolled in nursery school, preschool	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in kindergarten	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in grade 1 to grade 4	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in grade 5 to grade 8	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in grade 9 to grade 12	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in college undergraduate years	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Enrolled in graduate or professional school	N/A	N/A	N/A	
Public school	N/A	N/A	N/A	
Private school	N/A	N/A	N/A	
Not enrolled in school	N/A	N/A	N/A	
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	N/A	100.0%	N/A	
No schooling completed	N/A	N/A	N/A	
Nursery to 4th grade	N/A	N/A	N/A	
5th and 6th grade	N/A	N/A	N/A	
7th and 8th grade	N/A	N/A	N/A	
9th grade	N/A	N/A	N/A	
10th grade	N/A	N/A	N/A	
11th grade	N/A	N/A	N/A	
12th grade, no diploma	N/A	N/A	N/A	
High school graduate, GED, or alternative	N/A	N/A	N/A	
Some college, less than 1 year	N/A	N/A	N/A	
Some college, 1 or more years, no degree	N/A	N/A	N/A	
Associate's degree	N/A	N/A	N/A	
Bachelor's degree	N/A	N/A	N/A	
Master's degree	N/A	N/A	N/A	
Professional school degree	N/A	N/A	N/A	
Doctorate degree	N/A	N/A	N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	N/A	100.0%	N/A	
5 to 17 years				
Speak only English	N/A	N/A	N/A	
Speak Spanish	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other Indo-European languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak Asian and Pacific Island languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
18 to 64 years				
Speak only English	N/A	N/A	N/A	
Speak Spanish	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other Indo-European languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak Asian and Pacific Island languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
65 years and over				
Speak only English	N/A	N/A	N/A	
Speak Spanish	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other Indo-European languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak Asian and Pacific Island languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	
Speak other languages	N/A	N/A	N/A	
Speak English "very well" or "well"	N/A	N/A	N/A	
Speak English "not well"	N/A	N/A	N/A	
Speak English "not at all"	N/A	N/A	N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	N/A	100.0%	N/A	
Worked in state and in county of residence	N/A	N/A	N/A	
Worked in state and outside county of residence	N/A	N/A	N/A	
Worked outside state of residence	N/A	N/A	N/A	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	N/A	100.0%	N/A	
Drove alone	N/A	N/A	N/A	
Carpooled	N/A	N/A	N/A	
Public transportation (excluding taxicab)	N/A	N/A	N/A	
Bus or trolley bus	N/A	N/A	N/A	
Streetcar or trolley car	N/A	N/A	N/A	
Subway or elevated	N/A	N/A	N/A	
Railroad	N/A	N/A	N/A	
Ferryboat	N/A	N/A	N/A	
Taxicab	N/A	N/A	N/A	
Motorcycle	N/A	N/A	N/A	
Bicycle	N/A	N/A	N/A	
Walked	N/A	N/A	N/A	
Other means	N/A	N/A	N/A	
Worked at home	N/A	N/A	N/A	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	N/A	100.0%	N/A	
Less than 5 minutes	N/A	N/A	N/A	
5 to 9 minutes	N/A	N/A	N/A	
10 to 14 minutes	N/A	N/A	N/A	
15 to 19 minutes	N/A	N/A	N/A	
20 to 24 minutes	N/A	N/A	N/A	
25 to 29 minutes	N/A	N/A	N/A	
30 to 34 minutes	N/A	N/A	N/A	
35 to 39 minutes	N/A	N/A	N/A	
40 to 44 minutes	N/A	N/A	N/A	
45 to 59 minutes	N/A	N/A	N/A	
60 to 89 minutes	N/A	N/A	N/A	
90 or more minutes	N/A	N/A	N/A	
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	N/A	100.0%	N/A	
Management	N/A	N/A	N/A	
Business and financial operations	N/A	N/A	N/A	
Computer and mathematical	N/A	N/A	N/A	
Architecture and engineering	N/A	N/A	N/A	
Life, physical, and social science	N/A	N/A	N/A	
Community and social services	N/A	N/A	N/A	
Legal	N/A	N/A	N/A	
Education, training, and library	N/A	N/A	N/A	
Arts, design, entertainment, sports, and media	N/A	N/A	N/A	
Healthcare practitioner, technologists, and technicians	N/A	N/A	N/A	
Healthcare support	N/A	N/A	N/A	
Protective service	N/A	N/A	N/A	
Food preparation and serving related	N/A	N/A	N/A	
Building and grounds cleaning and maintenance	N/A	N/A	N/A	
Personal care and service	N/A	N/A	N/A	
Sales and related	N/A	N/A	N/A	
Office and administrative support	N/A	N/A	N/A	
Farming, fishing, and forestry	N/A	N/A	N/A	
Construction and extraction	N/A	N/A	N/A	
Installation, maintenance, and repair	N/A	N/A	N/A	
Production	N/A	N/A	N/A	
Transportation and material moving	N/A	N/A	N/A	
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	N/A	100.0%	N/A	
Agriculture, forestry, fishing and hunting	N/A	N/A	N/A	
Mining, quarrying, and oil and gas extraction	N/A	N/A	N/A	
Construction	N/A	N/A	N/A	
Manufacturing	N/A	N/A	N/A	
Wholesale trade	N/A	N/A	N/A	
Retail trade	N/A	N/A	N/A	
Transportation and warehousing	N/A	N/A	N/A	
Utilities	N/A	N/A	N/A	
Information	N/A	N/A	N/A	
Finance and insurance	N/A	N/A	N/A	
Real estate and rental and leasing	N/A	N/A	N/A	
Professional, scientific, and technical services	N/A	N/A	N/A	
Management of companies and enterprises	N/A	N/A	N/A	
Administrative and support and waste management services	N/A	N/A	N/A	
Educational services	N/A	N/A	N/A	
Health care and social assistance	N/A	N/A	N/A	
Arts, entertainment, and recreation	N/A	N/A	N/A	
Accommodation and food services	N/A	N/A	N/A	
Other services, except public administration	N/A	N/A	N/A	
Public administration	N/A	N/A	N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	N/A	100.0%	N/A	
Own children under 6 years only	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
Own children under 6 years and 6 to 17 years	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
Own children 6 to 17 years only	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
No own children under 18 years	N/A	N/A	N/A	
In labor force	N/A	N/A	N/A	
Not in labor force	N/A	N/A	N/A	
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	N/A	100.0%	N/A	
Under .50	N/A	N/A	N/A	
.50 to .99	N/A	N/A	N/A	
1.00 to 1.24	N/A	N/A	N/A	
1.25 to 1.49	N/A	N/A	N/A	
1.50 to 1.84	N/A	N/A	N/A	
1.85 to 1.99	N/A	N/A	N/A	
2.00 and over	N/A	N/A	N/A	
HOUSEHOLDS BY POVERTY STATUS				
Total	N/A	100.0%	N/A	
Income in the past 12 months below poverty level	N/A	N/A	N/A	
Married-couple family	N/A	N/A	N/A	
Other family - male householder (no wife present)	N/A	N/A	N/A	
Other family - female householder (no husband present)	N/A	N/A	N/A	
Nonfamily household - male householder	N/A	N/A	N/A	
Nonfamily household - female householder	N/A	N/A	N/A	
Income in the past 12 months at or above poverty level	N/A	N/A	N/A	
Married-couple family	N/A	N/A	N/A	
Other family - male householder (no wife present)	N/A	N/A	N/A	
Other family - female householder (no husband present)	N/A	N/A	N/A	
Nonfamily household - male householder	N/A	N/A	N/A	
Nonfamily household - female householder	N/A	N/A	N/A	



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income	N/A		N/A	
Average Household Income	N/A		N/A	
Per Capita Income	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHR <25	N/A		N/A	
Average Household Income for HHR <25	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHr 25-44	N/A		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHr 45-64	N/A		N/A	
Average Household Income for HHr 45-64	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ high ■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 150 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	N/A	100.0%	N/A	
Less than \$10,000	N/A	N/A	N/A	
\$10,000 to \$14,999	N/A	N/A	N/A	
\$15,000 to \$19,999	N/A	N/A	N/A	
\$20,000 to \$24,999	N/A	N/A	N/A	
\$25,000 to \$29,999	N/A	N/A	N/A	
\$30,000 to \$34,999	N/A	N/A	N/A	
\$35,000 to \$39,999	N/A	N/A	N/A	
\$40,000 to \$44,999	N/A	N/A	N/A	
\$45,000 to \$49,999	N/A	N/A	N/A	
\$50,000 to \$59,999	N/A	N/A	N/A	
\$60,000 to \$74,999	N/A	N/A	N/A	
\$75,000 to \$99,999	N/A	N/A	N/A	
\$100,000 to \$124,999	N/A	N/A	N/A	
\$125,000 to \$149,999	N/A	N/A	N/A	
\$150,000 to \$199,999	N/A	N/A	N/A	
\$200,000 or more	N/A	N/A	N/A	
Median Household Income for HHr 65+	N/A		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2009, adjusted for inflation.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	12,497,293		225	
Total Households	4,534,303		6,680	
Total Housing Units	4,977,869		3,875	
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	10,017,034	100.0%	756	
Never married	3,190,278	31.8%	8,997	
Married	5,202,084	51.9%	11,078	
Widowed	569,195	5.7%	4,396	
Divorced	1,055,477	10.5%	7,046	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	11,983,091	100.0%	3,236	
Enrolled in school	3,345,120	27.9%	7,893	
Enrolled in nursery school, preschool	202,279	1.7%	3,068	
Public school	95,819	0.8%	2,354	
Private school	106,460	0.9%	2,250	
Enrolled in kindergarten	161,754	1.3%	2,859	
Public school	139,643	1.2%	2,682	
Private school	22,111	0.2%	1,116	
Enrolled in grade 1 to grade 4	631,857	5.3%	4,413	
Public school	558,570	4.7%	4,283	
Private school	73,287	0.6%	1,921	
Enrolled in grade 5 to grade 8	659,658	5.5%	4,655	
Public school	589,088	4.9%	4,601	
Private school	70,570	0.6%	1,858	
Enrolled in grade 9 to grade 12	714,760	6.0%	3,669	
Public school	644,934	5.4%	3,800	
Private school	69,826	0.6%	1,879	
Enrolled in college undergraduate years	800,152	6.7%	6,354	
Public school	682,989	5.7%	5,973	
Private school	117,163	1.0%	3,263	
Enrolled in graduate or professional school	174,660	1.5%	3,253	
Public school	106,042	0.9%	2,475	
Private school	68,618	0.6%	2,152	
Not enrolled in school	8,637,971	72.1%	7,786	
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	8,346,317	100.0%	1,278	
No schooling completed	132,152	1.6%	2,856	
Nursery to 4th grade	91,945	1.1%	2,462	
5th and 6th grade	209,221	2.5%	3,823	
7th and 8th grade	148,122	1.8%	2,993	
9th grade	125,406	1.5%	2,839	
10th grade	140,930	1.7%	2,856	
11th grade	167,542	2.0%	3,105	
12th grade, no diploma	186,609	2.2%	3,088	
High school graduate, GED, or alternative	1,814,977	21.7%	9,092	
Some college, less than 1 year	523,640	6.3%	4,810	
Some college, 1 or more years, no degree	1,315,729	15.8%	7,742	
Associate's degree	670,966	8.0%	5,686	
Bachelor's degree	1,769,008	21.2%	8,218	
Master's degree	704,329	8.4%	5,464	
Professional school degree	204,119	2.4%	2,861	
Doctorate degree	141,622	1.7%	2,480	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
 Ring: 200 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	11,639,384	100.0%	676	
5 to 17 years				
Speak only English	1,440,123	12.4%	5,382	
Speak Spanish	424,484	3.6%	4,118	
Speak English "very well" or "well"	390,225	3.4%	5,005	
Speak English "not well"	28,245	0.2%	1,436	
Speak English "not at all"	6,014	0.1%	771	
Speak other Indo-European languages	85,932	0.7%	2,731	
Speak English "very well" or "well"	81,891	0.7%	2,737	
Speak English "not well"	3,750	0.0%	538	
Speak English "not at all"	291	0.0%	131	
Speak Asian and Pacific Island languages	175,478	1.5%	2,728	
Speak English "very well" or "well"	162,450	1.4%	3,077	
Speak English "not well"	12,271	0.1%	861	
Speak English "not at all"	757	0.0%	214	
Speak other languages	15,775	0.1%	1,349	
Speak English "very well" or "well"	15,329	0.1%	1,438	
Speak English "not well"	375	0.0%	143	
Speak English "not at all"	71	0.0%	67	
18 to 64 years				
Speak only English	5,289,839	45.4%	9,497	
Speak Spanish	1,271,120	10.9%	6,137	
Speak English "very well" or "well"	810,086	7.0%	7,200	
Speak English "not well"	295,914	2.5%	4,630	
Speak English "not at all"	165,120	1.4%	4,620	
Speak other Indo-European languages	420,425	3.6%	6,445	
Speak English "very well" or "well"	376,681	3.2%	5,665	
Speak English "not well"	36,243	0.3%	1,796	
Speak English "not at all"	7,501	0.1%	818	
Speak Asian and Pacific Island languages	918,587	7.9%	5,463	
Speak English "very well" or "well"	739,546	6.4%	6,436	
Speak English "not well"	141,988	1.2%	3,077	
Speak English "not at all"	37,053	0.3%	1,749	
Speak other languages	68,802	0.6%	2,848	
Speak English "very well" or "well"	62,689	0.5%	2,502	
Speak English "not well"	4,963	0.0%	630	
Speak English "not at all"	1,150	0.0%	300	
65 years and over				
Speak only English	1,130,586	9.7%	2,973	
Speak Spanish	120,009	1.0%	1,451	
Speak English "very well" or "well"	73,012	0.6%	1,795	
Speak English "not well"	23,871	0.2%	1,196	
Speak English "not at all"	23,126	0.2%	1,211	
Speak other Indo-European languages	92,947	0.8%	2,217	
Speak English "very well" or "well"	65,439	0.6%	1,760	
Speak English "not well"	16,476	0.1%	1,075	
Speak English "not at all"	11,032	0.1%	871	
Speak Asian and Pacific Island languages	175,071	1.5%	1,579	
Speak English "very well" or "well"	81,508	0.7%	1,971	
Speak English "not well"	54,870	0.5%	1,677	
Speak English "not at all"	38,693	0.3%	1,418	
Speak other languages	10,206	0.1%	768	
Speak English "very well" or "well"	6,703	0.1%	771	
Speak English "not well"	2,204	0.0%	403	
Speak English "not at all"	1,299	0.0%	287	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 200 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	5,697,243	100.0%	11,030	■■■
Worked in state and in county of residence	4,265,028	74.9%	11,821	■■■
Worked in state and outside county of residence	1,391,338	24.4%	8,171	■■■
Worked outside state of residence	40,877	0.7%	1,588	■■■
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	5,697,243	100.0%	11,030	■■■
Drove alone	4,055,023	71.2%	11,807	■■■
Carpooled	641,503	11.3%	6,844	■■■
Public transportation (excluding taxicab)	379,680	6.7%	4,944	■■■
Bus or trolley bus	218,843	3.8%	4,363	■■■
Streetcar or trolley car	17,029	0.3%	1,095	■■■
Subway or elevated	109,359	1.9%	2,607	■■■
Railroad	29,505	0.5%	1,272	■■■
Ferryboat	4,944	0.1%	501	■■■
Taxicab	4,030	0.1%	531	■■■
Motorcycle	21,331	0.4%	1,067	■■■
Bicycle	69,842	1.2%	2,272	■■■
Walked	179,531	3.2%	3,851	■■■
Other means	53,477	0.9%	2,214	■■■
Worked at home	292,826	5.1%	4,189	■■■
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	5,404,417	100.0%	11,440	■■■
Less than 5 minutes	153,065	2.8%	3,147	■■■
5 to 9 minutes	536,677	9.9%	5,827	■■■
10 to 14 minutes	786,768	14.6%	6,703	■■■
15 to 19 minutes	846,606	15.7%	7,071	■■■
20 to 24 minutes	788,798	14.6%	6,710	■■■
25 to 29 minutes	300,974	5.6%	4,098	■■■
30 to 34 minutes	736,138	13.6%	6,595	■■■
35 to 39 minutes	139,601	2.6%	2,832	■■■
40 to 44 minutes	203,152	3.8%	3,429	■■■
45 to 59 minutes	420,979	7.8%	4,756	■■■
60 to 89 minutes	338,822	6.3%	4,735	■■■
90 or more minutes	152,837	2.8%	2,894	■■■
Average Travel Time to Work (in minutes)	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
 Ring: 200 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY OCCUPATION				
Total	5,863,428	100.0%	10,783	High
Management	647,205	11.0%	5,494	High
Business and financial operations	304,065	5.2%	4,029	High
Computer and mathematical	227,954	3.9%	3,307	High
Architecture and engineering	161,492	2.8%	2,803	High
Life, physical, and social science	85,516	1.5%	2,046	High
Community and social services	87,492	1.5%	2,178	High
Legal	80,728	1.4%	1,988	High
Education, training, and library	320,242	5.5%	3,949	High
Arts, design, entertainment, sports, and media	131,545	2.2%	2,736	High
Healthcare practitioner, technologists, and technicians	264,376	4.5%	3,564	High
Healthcare support	107,247	1.8%	2,517	High
Protective service	118,436	2.0%	2,621	High
Food preparation and serving related	288,209	4.9%	4,401	High
Building and grounds cleaning and maintenance	227,637	3.9%	3,908	High
Personal care and service	224,665	3.8%	3,636	High
Sales and related	669,518	11.4%	5,838	High
Office and administrative support	798,507	13.6%	6,155	High
Farming, fishing, and forestry	54,759	0.9%	2,695	High
Construction and extraction	336,072	5.7%	4,862	High
Installation, maintenance, and repair	173,791	3.0%	3,149	High
Production	264,495	4.5%	3,998	High
Transportation and material moving	289,477	4.9%	4,238	High
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY INDUSTRY				
Total	5,863,428	100.0%	10,783	High
Agriculture, forestry, fishing and hunting	88,853	1.5%	2,969	High
Mining, quarrying, and oil and gas extraction	6,018	0.1%	865	High
Construction	441,666	7.5%	5,390	High
Manufacturing	577,834	9.9%	5,413	High
Wholesale trade	177,108	3.0%	3,024	High
Retail trade	656,614	11.2%	5,978	High
Transportation and warehousing	223,078	3.8%	3,630	High
Utilities	47,094	0.8%	1,588	High
Information	172,125	2.9%	2,970	High
Finance and insurance	284,579	4.9%	3,833	High
Real estate and rental and leasing	149,000	2.5%	2,752	High
Professional, scientific, and technical services	523,547	8.9%	5,022	High
Management of companies and enterprises	4,871	0.1%	579	High
Administrative and support and waste management services	249,819	4.3%	4,048	High
Educational services	482,283	8.2%	4,750	High
Health care and social assistance	685,453	11.7%	5,748	High
Arts, entertainment, and recreation	139,759	2.4%	2,934	High
Accommodation and food services	375,406	6.4%	4,978	High
Other services, except public administration	281,647	4.8%	3,886	High
Public administration	296,674	5.1%	3,774	High

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High medium low

February 09, 2012

Made with Esri Business Analyst



ACS Population Summary

Red Bluff, CA
 Ring: 200 miles radius

Latitude: 40.17797
 Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	3,733,153	100.0%	3,432	■■■
Own children under 6 years only	339,531	9.1%	3,769	■■■
In labor force	217,740	5.8%	3,203	■■■
Not in labor force	121,791	3.3%	2,460	■■■
Own children under 6 years and 6 to 17 years	274,837	7.4%	3,446	■■■
In labor force	166,736	4.5%	2,788	■■■
Not in labor force	108,101	2.9%	2,276	■■■
Own children 6 to 17 years only	764,161	20.5%	4,844	■■■
In labor force	574,118	15.4%	4,446	■■■
Not in labor force	190,043	5.1%	2,935	■■■
No own children under 18 years	2,354,624	63.1%	5,984	■■■
In labor force	1,715,478	46.0%	6,601	■■■
Not in labor force	639,146	17.1%	5,159	■■■
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	12,256,938	100.0%	8,009	■■■
Under .50	596,607	4.9%	9,928	■■■
.50 to .99	783,552	6.4%	12,335	■■■
1.00 to 1.24	486,433	4.0%	9,355	■■■
1.25 to 1.49	481,477	3.9%	9,333	■■■
1.50 to 1.84	681,298	5.6%	11,090	■■■
1.85 to 1.99	288,606	2.4%	7,560	■■■
2.00 and over	8,938,965	72.9%	20,500	■■■
HOUSEHOLDS BY POVERTY STATUS				
Total	4,534,303	100.0%	6,680	■■■
Income in the past 12 months below poverty level	463,956	10.2%	4,939	■■■
Married-couple family	95,885	2.1%	2,271	■■■
Other family - male householder (no wife present)	26,558	0.6%	1,298	■■■
Other family - female householder (no husband present)	110,406	2.4%	2,557	■■■
Nonfamily household - male householder	98,001	2.2%	2,319	■■■
Nonfamily household - female householder	133,106	2.9%	2,581	■■■
Income in the past 12 months at or above poverty level	4,070,347	89.8%	7,686	■■■
Married-couple family	2,153,236	47.5%	7,496	■■■
Other family - male householder (no wife present)	201,069	4.4%	3,195	■■■
Other family - female householder (no husband present)	395,327	8.7%	4,140	■■■
Nonfamily household - male householder	628,742	13.9%	4,836	■■■
Nonfamily household - female householder	691,973	15.3%	4,912	■■■

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	4,534,303	100.0%	6,680	
Less than \$10,000	232,430	5.1%	3,595	
\$10,000 to \$14,999	225,437	5.0%	3,314	
\$15,000 to \$19,999	194,990	4.3%	3,186	
\$20,000 to \$24,999	204,743	4.5%	3,177	
\$25,000 to \$29,999	194,857	4.3%	3,169	
\$30,000 to \$34,999	194,935	4.3%	3,058	
\$35,000 to \$39,999	189,478	4.2%	3,133	
\$40,000 to \$44,999	191,092	4.2%	3,163	
\$45,000 to \$49,999	173,985	3.8%	2,989	
\$50,000 to \$59,999	344,369	7.6%	3,973	
\$60,000 to \$74,999	448,931	9.9%	4,457	
\$75,000 to \$99,999	590,878	13.0%	4,887	
\$100,000 to \$124,999	428,394	9.4%	4,297	
\$125,000 to \$149,999	280,932	6.2%	3,536	
\$150,000 to \$199,999	310,044	6.8%	3,356	
\$200,000 or more	328,808	7.3%	3,363	
Median Household Income	\$63,433		N/A	
Average Household Income	\$87,051		\$320	
Per Capita Income	\$32,730		\$102	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	188,444	100.0%	2,913	
Less than \$10,000	29,491	15.6%	1,357	
\$10,000 to \$14,999	15,257	8.1%	995	
\$15,000 to \$19,999	14,420	7.7%	967	
\$20,000 to \$24,999	15,355	8.1%	1,039	
\$25,000 to \$29,999	13,520	7.2%	931	
\$30,000 to \$34,999	12,266	6.5%	893	
\$35,000 to \$39,999	11,469	6.1%	855	
\$40,000 to \$44,999	11,453	6.1%	889	
\$45,000 to \$49,999	8,895	4.7%	736	
\$50,000 to \$59,999	15,367	8.2%	998	
\$60,000 to \$74,999	15,260	8.1%	978	
\$75,000 to \$99,999	13,854	7.4%	952	
\$100,000 to \$124,999	6,176	3.3%	612	
\$125,000 to \$149,999	2,864	1.5%	424	
\$150,000 to \$199,999	1,727	0.9%	291	
\$200,000 or more	1,070	0.6%	240	
Median Household Income for HHR <25	N/A		N/A	
Average Household Income for HHR <25	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

February 09, 2012



ACS Population Summary

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	1,657,255	100.0%	5,100	■■■
Less than \$10,000	68,937	4.2%	2,038	■■■
\$10,000 to \$14,999	50,236	3.0%	1,789	■■■
\$15,000 to \$19,999	52,057	3.1%	1,768	■■■
\$20,000 to \$24,999	62,105	3.7%	1,971	■■■
\$25,000 to \$29,999	62,225	3.8%	1,966	■■■
\$30,000 to \$34,999	67,353	4.1%	2,042	■■■
\$35,000 to \$39,999	66,692	4.0%	2,003	■■■
\$40,000 to \$44,999	70,253	4.2%	2,042	■■■
\$45,000 to \$49,999	62,690	3.8%	1,979	■■■
\$50,000 to \$59,999	129,852	7.8%	2,603	■■■
\$60,000 to \$74,999	179,558	10.8%	3,106	■■■
\$75,000 to \$99,999	243,418	14.7%	3,427	■■■
\$100,000 to \$124,999	177,654	10.7%	2,853	■■■
\$125,000 to \$149,999	114,365	6.9%	2,244	■■■
\$150,000 to \$199,999	125,638	7.6%	2,322	■■■
\$200,000 or more	124,222	7.5%	2,198	■■■
Median Household Income for HHr 25-44	\$70,759		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	1,783,100	100.0%	4,599	■■■
Less than \$10,000	79,797	4.5%	2,122	■■■
\$10,000 to \$14,999	67,760	3.8%	1,821	■■■
\$15,000 to \$19,999	54,147	3.0%	1,673	■■■
\$20,000 to \$24,999	59,635	3.3%	1,689	■■■
\$25,000 to \$29,999	58,573	3.3%	1,667	■■■
\$30,000 to \$34,999	61,777	3.5%	1,736	■■■
\$35,000 to \$39,999	61,994	3.5%	1,747	■■■
\$40,000 to \$44,999	64,683	3.6%	1,729	■■■
\$45,000 to \$49,999	63,204	3.5%	1,768	■■■
\$50,000 to \$59,999	130,260	7.3%	2,378	■■■
\$60,000 to \$74,999	175,664	9.9%	2,650	■■■
\$75,000 to \$99,999	249,854	14.0%	3,126	■■■
\$100,000 to \$124,999	195,618	11.0%	2,890	■■■
\$125,000 to \$149,999	134,120	7.5%	2,343	■■■
\$150,000 to \$199,999	154,303	8.7%	2,358	■■■
\$200,000 or more	171,711	9.6%	2,415	■■■
Median Household Income for HHr 45-64	\$76,053		N/A	
Average Household Income for HHr 45-64	N/A		N/A	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

February 09, 2012



ACS Population Summary

Red Bluff, CA
Ring: 200 miles radius

Latitude: 40.17797
Longitude: -122.23531

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	905,504	100.0%	4,441	
Less than \$10,000	54,205	6.0%	1,532	
\$10,000 to \$14,999	92,184	10.2%	1,975	
\$15,000 to \$19,999	74,366	8.2%	1,772	
\$20,000 to \$24,999	67,648	7.5%	1,598	
\$25,000 to \$29,999	60,539	6.7%	1,566	
\$30,000 to \$34,999	53,539	5.9%	1,470	
\$35,000 to \$39,999	49,323	5.4%	1,356	
\$40,000 to \$44,999	44,703	4.9%	1,341	
\$45,000 to \$49,999	39,196	4.3%	1,185	
\$50,000 to \$59,999	68,890	7.6%	1,556	
\$60,000 to \$74,999	78,449	8.7%	1,601	
\$75,000 to \$99,999	83,752	9.2%	1,716	
\$100,000 to \$124,999	48,946	5.4%	1,291	
\$125,000 to \$149,999	29,583	3.3%	1,015	
\$150,000 to \$199,999	28,376	3.1%	1,004	
\$200,000 or more	31,805	3.5%	1,008	
Median Household Income for HHr 65+	\$40,095		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2009, adjusted for inflation.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

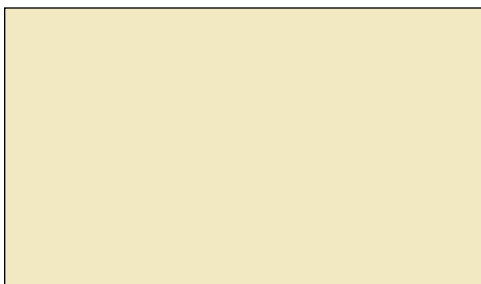
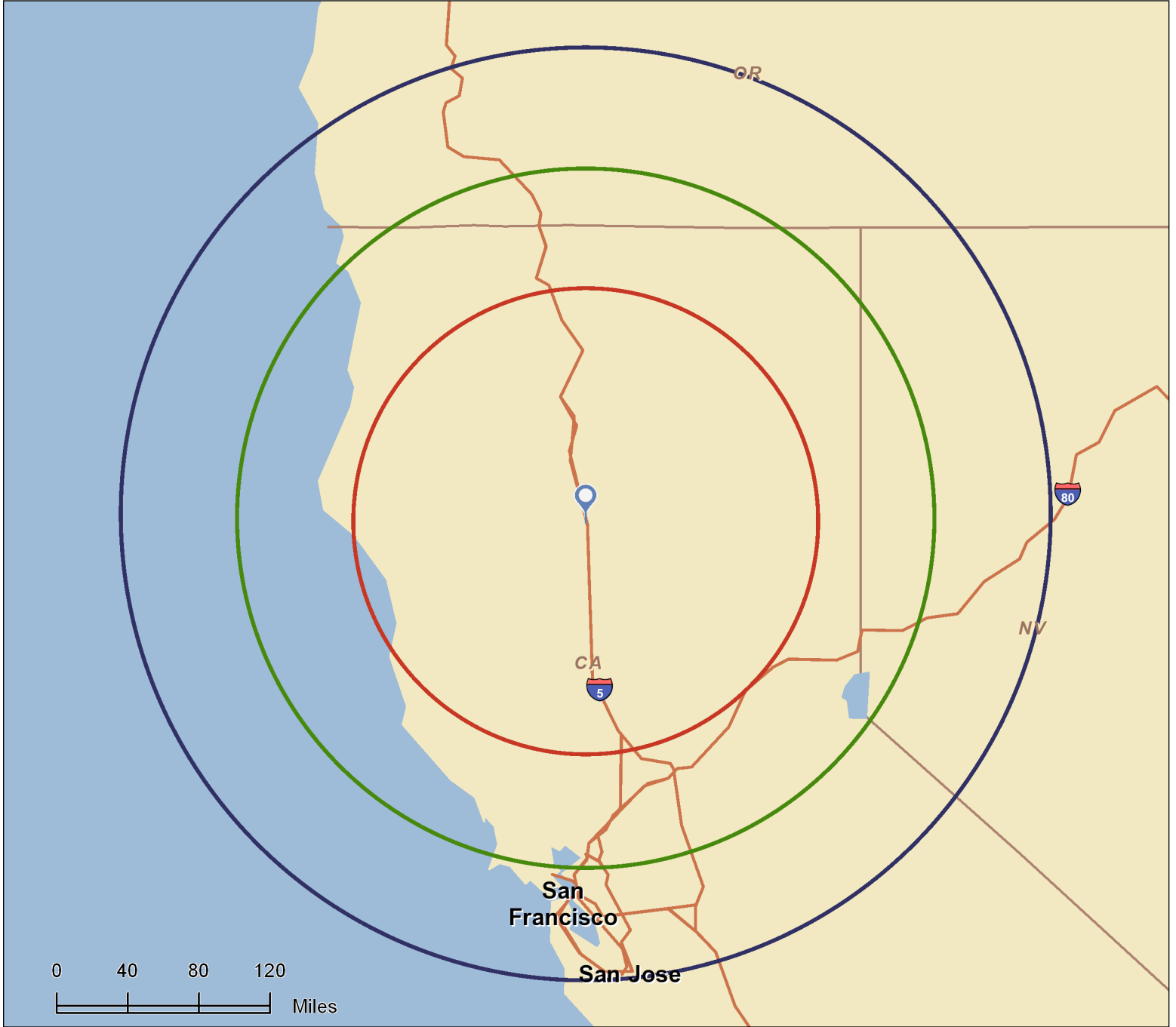
Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Red Bluff, CA
Ring: 100, 150, 200 Miles

Latitude: 40.17797
Longitude: -122.23531





Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
Population Summary			
2000 Total Population	911,909	4,505,586	11,689,471
2000 Group Quarters	23,771	116,102	267,909
2010 Total Population	1,017,023	5,175,414	13,039,065
2015 Total Population	1,045,061	5,388,829	13,514,399
2010-2015 Annual Rate	0.55%	0.81%	0.72%
Household Summary			
2000 Households	347,439	1,681,500	4,270,664
2000 Average Household Size	2.56	2.61	2.67
2010 Households	385,792	1,928,052	4,715,770
2010 Average Household Size	2.56	2.62	2.71
2015 Households	396,162	2,005,699	4,876,773
2015 Average Household Size	2.57	2.63	2.71
2010-2015 Annual Rate	0.53%	0.79%	0.67%
2000 Families	235,089	1,128,679	2,827,751
2000 Average Family Size	3.05	3.13	3.23
2010 Families	261,130	1,291,625	3,126,417
2010 Average Family Size	3.07	3.15	3.27
2015 Families	266,927	1,336,947	3,218,064
2015 Average Family Size	3.08	3.17	3.29
2010-2015 Annual Rate	0.44%	0.69%	0.58%
Housing Unit Summary			
2000 Housing Units	390,967	1,828,230	4,526,255
Owner Occupied Housing Units	57.4%	58.0%	56.6%
Renter Occupied Housing Units	31.4%	34.0%	37.8%
Vacant Housing Units	11.2%	8.0%	5.6%
2010 Housing Units	447,593	2,158,283	5,128,811
Owner Occupied Housing Units	55.1%	55.7%	54.6%
Renter Occupied Housing Units	31.1%	33.6%	37.3%
Vacant Housing Units	13.8%	10.7%	8.1%
2015 Housing Units	468,721	2,284,226	5,358,796
Owner Occupied Housing Units	54.0%	54.9%	54.1%
Renter Occupied Housing Units	30.5%	32.9%	36.9%
Vacant Housing Units	15.5%	12.2%	9.0%
Median Household Income			
2000	\$33,857	\$44,094	\$51,924
2010	\$42,248	\$57,371	\$65,745
2015	\$48,850	\$64,764	\$75,981
Median Home Value			
2000	\$120,248	\$159,093	\$222,408
2010	\$199,886	\$232,764	\$312,483
2015	\$252,207	\$279,214	\$383,506
Per Capita Income			
2000	\$17,547	\$21,892	\$26,344
2010	\$20,947	\$27,378	\$33,376
2015	\$23,750	\$31,229	\$38,174
Median Age			
2000	37.7	36.0	35.6
2010	39.8	37.4	37.2
2015	39.9	37.5	37.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
2000 Households by Income			
Household Income Base	348,065	1,682,810	4,273,946
<\$15,000	20.3%	14.5%	12.6%
\$15,000 - \$24,999	16.8%	12.5%	10.3%
\$25,000 - \$34,999	14.2%	12.5%	10.5%
\$35,000 - \$49,999	16.9%	16.5%	14.8%
\$50,000 - \$74,999	17.0%	19.9%	19.5%
\$75,000 - \$99,999	7.6%	11.1%	12.4%
\$100,000 - \$149,999	4.8%	8.6%	11.7%
\$150,000 - \$199,999	1.2%	2.3%	4.1%
\$200,000+	1.2%	2.1%	4.2%
Average Household Income	\$45,278	\$57,620	\$71,015
2010 Households by Income			
Household Income Base	385,792	1,928,051	4,715,746
<\$15,000	14.7%	10.0%	8.8%
\$15,000 - \$24,999	13.5%	9.2%	7.6%
\$25,000 - \$34,999	13.3%	9.3%	7.7%
\$35,000 - \$49,999	16.3%	15.0%	12.7%
\$50,000 - \$74,999	23.1%	22.4%	19.8%
\$75,000 - \$99,999	8.9%	13.4%	13.2%
\$100,000 - \$149,999	7.0%	13.4%	16.5%
\$150,000 - \$199,999	1.7%	3.8%	6.4%
\$200,000+	1.6%	3.5%	7.2%
Average Household Income	\$53,664	\$72,132	\$91,036
2015 Households by Income			
Household Income Base	396,162	2,005,698	4,876,749
<\$15,000	12.4%	8.0%	6.8%
\$15,000 - \$24,999	11.8%	7.6%	6.1%
\$25,000 - \$34,999	11.3%	7.4%	5.9%
\$35,000 - \$49,999	15.5%	12.3%	9.9%
\$50,000 - \$74,999	24.5%	23.1%	20.5%
\$75,000 - \$99,999	10.1%	14.4%	13.5%
\$100,000 - \$149,999	9.8%	17.6%	20.0%
\$150,000 - \$199,999	2.3%	5.1%	8.0%
\$200,000+	2.3%	4.7%	9.2%
Average Household Income	\$60,929	\$82,420	\$104,414
2000 Owner Occupied Housing Units by Value			
Total	224,738	1,060,315	2,560,451
<\$50,000	11.1%	6.8%	5.0%
\$50,000 - \$99,999	27.3%	14.9%	10.2%
\$100,000 - \$149,999	27.5%	24.3%	16.4%
\$150,000 - \$199,999	15.7%	19.7%	14.0%
\$200,000 - \$299,999	11.8%	19.4%	18.3%
\$300,000 - \$499,999	4.9%	10.8%	21.1%
\$500,000 - \$999,999	1.2%	3.3%	11.9%
\$1,000,000 +	0.4%	0.8%	3.1%
Average Home Value	\$146,374	\$200,238	\$303,513
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	118,388	609,858	1,692,345
With Cash Rent	93.0%	95.8%	96.9%
No Cash Rent	7.0%	4.2%	3.1%
Median Rent	\$452	\$593	\$723
Average Rent	\$471	\$619	\$813

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
2000 Population by Age			
Total	911,863	4,505,538	11,689,471
0 - 4	6.0%	6.5%	6.6%
5 - 9	7.2%	7.4%	7.2%
10 - 14	7.9%	7.6%	7.1%
15 - 24	14.2%	13.9%	13.2%
25 - 34	11.0%	12.9%	15.0%
35 - 44	14.5%	16.0%	16.6%
45 - 54	14.4%	14.5%	14.1%
55 - 64	9.8%	8.8%	8.6%
65 - 74	7.8%	6.5%	6.1%
75 - 84	5.5%	4.5%	4.2%
85 +	1.8%	1.5%	1.4%
18 +	74.1%	74.0%	75.0%
2010 Population by Age			
Total	1,017,023	5,175,414	13,039,065
0 - 4	6.1%	6.7%	6.7%
5 - 9	6.2%	6.5%	6.5%
10 - 14	6.3%	6.4%	6.3%
15 - 24	14.2%	13.9%	13.5%
25 - 34	11.9%	13.3%	14.1%
35 - 44	11.5%	12.9%	13.8%
45 - 54	14.6%	14.9%	15.0%
55 - 64	13.7%	12.3%	11.8%
65 - 74	8.2%	6.8%	6.5%
75 - 84	5.0%	4.2%	4.0%
85 +	2.3%	1.9%	1.9%
18 +	77.1%	76.1%	76.5%
2015 Population by Age			
Total	1,045,061	5,388,829	13,514,399
0 - 4	6.1%	6.7%	6.7%
5 - 9	6.2%	6.6%	6.5%
10 - 14	6.4%	6.6%	6.4%
15 - 24	13.1%	12.9%	12.7%
25 - 34	12.6%	14.0%	14.8%
35 - 44	11.2%	12.7%	12.9%
45 - 54	12.8%	13.2%	13.7%
55 - 64	14.2%	12.7%	12.3%
65 - 74	10.3%	8.6%	8.1%
75 - 84	5.0%	4.1%	4.0%
85 +	2.2%	1.9%	1.9%
18 +	77.5%	76.4%	76.9%
2000 Population by Sex			
Males	49.7%	49.6%	49.7%
Females	50.3%	50.4%	50.3%
2010 Population by Sex			
Males	49.9%	49.5%	49.7%
Females	50.1%	50.5%	50.3%
2015 Population by Sex			
Males	50.0%	49.5%	49.7%
Females	50.0%	50.5%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 09, 2012

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Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
2000 Population by Race/Ethnicity			
Total	911,907	4,505,563	11,689,471
White Alone	82.7%	75.1%	65.2%
Black Alone	1.4%	5.0%	6.1%
American Indian Alone	2.8%	1.6%	1.1%
Asian or Pacific Islander Alone	3.2%	6.8%	14.0%
Some Other Race Alone	6.1%	7.0%	8.8%
Two or More Races	3.8%	4.5%	4.8%
Hispanic Origin	12.6%	14.9%	18.4%
Diversity Index	46.4	57.4	68.7
2010 Population by Race/Ethnicity			
Total	1,017,023	5,175,414	13,039,065
White Alone	78.5%	69.8%	59.9%
Black Alone	1.8%	5.2%	5.8%
American Indian Alone	2.8%	1.6%	1.1%
Asian or Pacific Islander Alone	4.0%	8.5%	16.7%
Some Other Race Alone	8.2%	9.2%	10.8%
Two or More Races	4.8%	5.6%	5.6%
Hispanic Origin	16.9%	19.8%	22.6%
Diversity Index	55.6	66.1	74.7
2015 Population by Race/Ethnicity			
Total	1,045,061	5,388,829	13,514,399
White Alone	76.8%	67.9%	57.6%
Black Alone	1.9%	5.2%	5.6%
American Indian Alone	2.8%	1.6%	1.1%
Asian or Pacific Islander Alone	4.2%	9.2%	18.1%
Some Other Race Alone	9.0%	10.1%	11.7%
Two or More Races	5.2%	6.0%	6.0%
Hispanic Origin	18.8%	22.0%	24.5%
Diversity Index	58.8	69.0	77.0
2000 Population 3+ by School Enrollment			
Total	879,887	4,335,957	11,239,882
Enrolled in Nursery/Preschool	1.4%	1.6%	1.7%
Enrolled in Kindergarten	1.5%	1.6%	1.5%
Enrolled in Grade 1-8	12.7%	12.8%	12.2%
Enrolled in Grade 9-12	7.0%	6.5%	6.0%
Enrolled in College	6.3%	6.6%	6.4%
Enrolled in Grad/Prof School	0.7%	1.1%	1.5%
Not Enrolled in School	70.4%	70.0%	70.8%
2010 Population 25+ by Educational Attainment			
Total	683,781	3,435,929	8,739,156
Less Than 9th Grade	6.4%	6.2%	7.1%
9th to 12th Grade, No Diploma	9.1%	7.3%	7.0%
High School Graduate	31.3%	25.8%	22.9%
Some College, No Degree	24.5%	24.3%	21.0%
Associate Degree	9.1%	9.1%	8.1%
Bachelor's Degree	13.1%	18.2%	21.3%
Graduate/Professional Degree	6.4%	9.1%	12.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 09, 2012



Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
2010 Population 15+ by Marital Status			
Total	828,068	4,156,511	10,501,706
Never Married	26.8%	29.6%	32.2%
Married	54.0%	52.5%	51.7%
Widowed	6.7%	5.8%	5.5%
Divorced	12.5%	12.0%	10.6%
2000 Population 16+ by Employment Status			
Total	705,584	3,466,300	9,086,497
In Labor Force	56.8%	62.8%	64.0%
Civilian Employed	51.1%	58.4%	60.1%
Civilian Unemployed	5.2%	4.0%	3.7%
In Armed Forces	0.4%	0.4%	0.2%
Not In Labor Force	43.2%	37.2%	36.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.4%	86.4%	86.8%
Civilian Unemployed	15.6%	13.6%	13.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	86.9%	88.7%	89.0%
Civilian Unemployed	13.1%	11.3%	11.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	360,117	1,771,467	4,619,156
Own Children < 6 Only	6.1%	7.0%	7.4%
Employed/in Armed Forces	3.2%	4.0%	4.2%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	2.5%	2.6%	2.9%
Own Children <6 and 6-17 Only	5.9%	6.5%	6.3%
Employed/in Armed Forces	3.1%	3.5%	3.4%
Unemployed	0.4%	0.3%	0.2%
Not in Labor Force	2.5%	2.7%	2.7%
Own Children 6-17 Only	17.3%	17.4%	16.6%
Employed/in Armed Forces	11.8%	12.5%	11.6%
Unemployed	0.9%	0.6%	0.6%
Not in Labor Force	4.7%	4.3%	4.4%
No Own Children < 18	70.6%	69.1%	69.7%
Employed/in Armed Forces	29.1%	34.0%	35.4%
Unemployed	2.7%	2.2%	2.2%
Not in Labor Force	38.8%	32.9%	32.1%
2010 Employed Population 16+ by Industry			
Total	391,357	2,176,688	5,463,501
Agriculture/Mining	5.3%	2.2%	1.6%
Construction	6.8%	6.9%	6.2%
Manufacturing	5.8%	6.1%	8.8%
Wholesale Trade	2.6%	2.9%	3.1%
Retail Trade	12.2%	11.3%	11.0%
Transportation/Utilities	4.4%	4.4%	4.4%
Information	1.4%	2.1%	2.9%
Finance/Insurance/Real Estate	5.0%	7.4%	7.6%
Services	50.8%	49.2%	49.4%
Public Administration	5.7%	7.4%	5.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 09, 2012

Made with Esri Business Analyst



Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
2010 Employed Population 16+ by Occupation			
Total	391,357	2,176,688	5,463,501
White Collar	56.3%	62.8%	66.4%
Management/Business/Financial	11.4%	14.3%	16.3%
Professional	21.1%	22.8%	25.1%
Sales	10.9%	11.3%	11.1%
Administrative Support	12.9%	14.4%	13.8%
Services	21.5%	18.6%	16.4%
Blue Collar	22.2%	18.6%	17.2%
Farming/Forestry/Fishing	2.2%	1.0%	0.7%
Construction/Extraction	5.5%	5.3%	4.7%
Installation/Maintenance/Repair	4.1%	3.5%	3.2%
Production	4.1%	3.6%	3.9%
Transportation/Material Moving	6.2%	5.2%	4.7%
2000 Workers 16+ by Means of Transportation to Work			
Total	355,198	1,994,019	5,363,466
Drove Alone - Car, Truck, or Van	75.0%	74.7%	70.8%
Carpooled - Car, Truck, or Van	13.8%	13.8%	13.3%
Public Transportation	0.8%	2.3%	6.7%
Walked	3.3%	2.8%	3.0%
Other Means	2.0%	2.0%	2.1%
Worked at Home	5.2%	4.4%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	355,209	1,994,012	5,363,466
Did not Work at Home	94.8%	95.6%	95.9%
Less than 5 minutes	5.7%	3.5%	2.5%
5 to 9 minutes	17.0%	12.1%	9.4%
10 to 19 minutes	34.4%	31.7%	28.6%
20 to 24 minutes	10.4%	13.3%	13.5%
25 to 34 minutes	11.9%	16.2%	18.2%
35 to 44 minutes	3.6%	4.8%	6.1%
45 to 59 minutes	4.7%	6.0%	7.9%
60 to 89 minutes	3.9%	4.6%	6.5%
90 or more minutes	3.2%	3.2%	3.3%
Worked at Home	5.2%	4.4%	4.1%
Average Travel Time to Work (in min)	22.5	24.9	27.4
2000 Households by Vehicles Available			
Total	347,442	1,681,413	4,270,664
None	7.6%	7.3%	9.1%
1	33.2%	33.3%	33.1%
2	38.5%	39.2%	38.0%
3	14.8%	14.4%	13.9%
4	4.4%	4.1%	4.2%
5+	1.6%	1.6%	1.7%
Average Number of Vehicles Available	1.8	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 09, 2012



Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
2000 Households by Type			
Total	347,424	1,681,462	4,270,664
Family Households	67.7%	67.1%	66.2%
Married-couple Family	51.7%	50.7%	50.2%
With Related Children	22.5%	24.1%	24.8%
Other Family (No Spouse)	15.9%	16.4%	16.0%
With Related Children	11.4%	11.3%	10.3%
Nonfamily Households	32.3%	32.9%	33.8%
Householder Living Alone	25.3%	25.1%	25.3%
Householder Not Living Alone	7.0%	7.8%	8.5%
Households with Related Children	33.9%	35.4%	35.1%
Households with Persons 65+	27.7%	23.5%	22.9%
2000 Households by Size			
Total	347,440	1,681,503	4,270,664
1 Person Household	25.3%	25.1%	25.3%
2 Person Household	36.0%	34.0%	32.4%
3 Person Household	15.2%	16.0%	16.0%
4 Person Household	12.9%	13.8%	14.0%
5 Person Household	6.1%	6.4%	6.7%
6 Person Household	2.5%	2.6%	2.9%
7 + Person Household	1.9%	2.1%	2.7%
2000 Households by Year Householder Moved In			
Total	347,467	1,681,412	4,270,664
Moved in 1999 to March 2000	21.2%	22.2%	20.8%
Moved in 1995 to 1998	28.5%	30.6%	30.5%
Moved in 1990 to 1994	17.2%	16.6%	16.5%
Moved in 1980 to 1989	17.4%	15.7%	15.6%
Moved in 1970 to 1979	9.7%	8.7%	9.3%
Moved in 1969 or Earlier	6.0%	6.1%	7.4%
Median Year Householder Moved In	1995	1995	1995
2000 Housing Units by Units in Structure			
Total	391,330	1,828,321	4,526,255
1, Detached	66.6%	65.9%	59.3%
1, Attached	2.7%	5.2%	7.0%
2	2.2%	2.3%	3.2%
3 or 4	4.1%	4.6%	5.7%
5 to 9	2.5%	3.9%	5.0%
10 to 19	1.5%	2.7%	4.0%
20 +	3.9%	7.2%	10.5%
Mobile Home	15.8%	7.8%	5.2%
Other	0.9%	0.4%	0.3%
2000 Housing Units by Year Structure Built			
Total	390,964	1,828,262	4,526,255
1999 to March 2000	1.6%	2.4%	1.9%
1995 to 1998	5.2%	6.5%	5.3%
1990 to 1994	9.6%	9.6%	7.3%
1980 to 1989	19.4%	19.9%	16.1%
1970 to 1979	24.6%	23.6%	20.9%
1969 or Earlier	39.6%	38.1%	48.5%
Median Year Structure Built	1974	1975	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 09, 2012

Made with Esri Business Analyst



Market Profile

Red Bluff, CA
Rings: 100, 150, 200 miles radii

Latitude: 40.17797
Longitude: -122.23531

	100 miles	150 miles	200 miles
Top 3 Tapestry Segments			
1.	Rural Resort Dwellers	Rural Resort Dwellers	Urban Chic
2.	Senior Sun Seekers	Up and Coming Families	Pacific Heights
3.	Exurbanites	Exurbanites	Trendsetters
2010 Consumer Spending			
Apparel & Services: Total \$	\$487,868,531	\$3,351,966,219	\$10,446,456,987
Average Spent	\$1,264.59	\$1,738.53	\$2,215.22
Spending Potential Index	53	73	93
Computers & Accessories: Total \$	\$65,623,814	\$449,419,833	\$1,409,942,973
Average Spent	\$170.10	\$233.10	\$298.99
Spending Potential Index	77	106	136
Education: Total \$	\$343,217,738	\$2,428,949,877	\$7,457,658,535
Average Spent	\$889.65	\$1,259.80	\$1,581.43
Spending Potential Index	73	103	130
Entertainment/Recreation: Total \$	\$1,000,106,684	\$6,611,847,008	\$20,370,626,840
Average Spent	\$2,592.35	\$3,429.29	\$4,319.68
Spending Potential Index	80	106	134
Food at Home: Total \$	\$1,368,478,671	\$8,904,568,001	\$27,298,750,854
Average Spent	\$3,547.19	\$4,618.43	\$5,788.82
Spending Potential Index	79	103	129
Food Away from Home: Total \$	\$953,926,512	\$6,420,510,739	\$19,753,020,520
Average Spent	\$2,472.65	\$3,330.05	\$4,188.72
Spending Potential Index	77	103	130
Health Care: Total \$	\$1,203,613,017	\$7,354,331,876	\$21,760,431,602
Average Spent	\$3,119.85	\$3,814.39	\$4,614.40
Spending Potential Index	84	102	124
HH Furnishings & Equipment: Total \$	\$542,993,764	\$3,668,606,852	\$11,414,672,318
Average Spent	\$1,407.48	\$1,902.75	\$2,420.53
Spending Potential Index	68	92	118
Investments: Total \$	\$566,950,277	\$3,602,580,701	\$11,566,691,242
Average Spent	\$1,469.58	\$1,868.51	\$2,452.77
Spending Potential Index	84	107	141
Retail Goods: Total \$	\$7,348,203,234	\$47,806,045,041	\$145,806,493,170
Average Spent	\$19,047.06	\$24,795.00	\$30,918.92
Spending Potential Index	77	100	124
Shelter: Total \$	\$4,518,985,000	\$32,114,874,795	\$102,140,939,615
Average Spent	\$11,713.53	\$16,656.64	\$21,659.44
Spending Potential Index	74	106	137
TV/Video/Audio: Total \$	\$371,439,036	\$2,448,079,657	\$7,455,178,143
Average Spent	\$962.80	\$1,269.72	\$1,580.90
Spending Potential Index	78	102	127
Travel: Total \$	\$557,483,869	\$3,887,939,171	\$12,362,913,685
Average Spent	\$1,445.04	\$2,016.51	\$2,621.61
Spending Potential Index	76	107	138
Vehicle Maintenance & Repairs: Total \$	\$288,965,625	\$1,895,659,914	\$5,805,971,046
Average Spent	\$749.02	\$983.20	\$1,231.18
Spending Potential Index	79	104	131

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 09, 2012

Made with Esri Business Analyst



Recreation Expenditures

Red Bluff, CA
 Ring: 100 miles radius

Latitude: 40.17797
 Longitude: -122.23531

Demographic Summary		2010	2015
Population		1,017,023	1,045,061
Households		385,792	396,162
Families		261,130	266,927
Median Age		39.8	39.9
Median Household Income		\$42,248	\$48,850
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	72	\$448.47	\$173,014,822
Admission to Movies, Theater, Opera, Ballet	74	\$112.40	\$43,362,807
Admission to Sporting Events, excl.Trips	72	\$42.62	\$16,441,993
Fees for Participant Sports, excl.Trips	76	\$81.44	\$31,420,207
Fees for Recreational Lessons	68	\$92.92	\$35,849,469
Membership Fees for Social/Recreation/Civic Clubs	72	\$118.57	\$45,743,352
Dating Services	66	\$0.51	\$196,993
Rental of Video Cassettes and DVDs	78	\$32.00	\$12,346,819
Toys & Games	77	\$112.24	\$43,302,611
Toys and Playground Equipment	77	\$109.22	\$42,137,344
Play Arcade Pinball/Video Games	70	\$1.33	\$513,912
Online Entertainment and Games	73	\$1.69	\$651,354
Recreational Vehicles and Fees	92	\$298.24	\$115,058,356
Docking and Landing Fees for Boats and Planes	69	\$4.90	\$1,890,550
Camp Fees	69	\$20.00	\$7,716,198
Purchase of RVs or Boats	96	\$266.62	\$102,861,653
Rental of RVs or Boats	78	\$6.71	\$2,589,956
Sports, Recreation and Exercise Equipment	64	\$116.63	\$44,995,912
Exercise Equipment and Gear, Game Tables	65	\$53.36	\$20,585,244
Bicycles	74	\$14.58	\$5,624,258
Camping Equipment	35	\$5.08	\$1,960,993
Hunting and Fishing Equipment	56	\$21.54	\$8,310,701
Winter Sports Equipment	83	\$5.36	\$2,067,724
Water Sports Equipment	87	\$5.82	\$2,243,494
Other Sports Equipment	80	\$7.59	\$2,928,215
Rental/Repair of Sports/Recreation/Exercise Equipment	83	\$3.31	\$1,275,283
Photographic Equipment and Supplies	77	\$79.69	\$30,744,129
Film	83	\$6.12	\$2,359,675
Film Processing	81	\$18.22	\$7,027,745
Photographic Equipment	75	\$32.21	\$12,425,471
Photographer Fees/Other Supplies & Equip Rental/Repair	75	\$23.15	\$8,931,237
Reading	79	\$121.58	\$46,904,160
Magazine/Newspaper Subscriptions	80	\$50.96	\$19,659,780
Magazine/Newspaper Single Copies	79	\$15.18	\$5,855,501
Books	77	\$55.44	\$21,388,880

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Red Bluff, CA
Ring: 150 miles radius

Latitude: 40.17797
Longitude: -122.23531

Demographic Summary		2010	2015
Population		5,175,414	5,388,829
Households		1,928,052	2,005,699
Families		1,291,625	1,336,947
Median Age		37.4	37.5
Median Household Income		\$57,371	\$64,764
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	106	\$655.93	\$1,264,670,387
Admission to Movies, Theater, Opera, Ballet	106	\$161.27	\$310,935,515
Admission to Sporting Events, excl.Trips	103	\$61.55	\$118,667,182
Fees for Participant Sports, excl.Trips	107	\$114.27	\$220,315,471
Fees for Recreational Lessons	106	\$145.16	\$279,874,533
Membership Fees for Social/Recreation/Civic Clubs	106	\$172.92	\$333,403,502
Dating Services	99	\$0.76	\$1,474,183
Rental of Video Cassettes and DVDs	105	\$43.45	\$83,766,526
Toys & Games	102	\$149.07	\$287,408,680
Toys and Playground Equipment	102	\$144.73	\$279,048,943
Play Arcade Pinball/Video Games	101	\$1.91	\$3,677,859
Online Entertainment and Games	105	\$2.43	\$4,681,878
Recreational Vehicles and Fees	110	\$353.97	\$682,476,495
Docking and Landing Fees for Boats and Planes	103	\$7.28	\$14,038,118
Camp Fees	102	\$29.36	\$56,607,959
Purchase of RVs or Boats	111	\$307.83	\$593,519,519
Rental of RVs or Boats	111	\$9.50	\$18,310,898
Sports, Recreation and Exercise Equipment	84	\$152.54	\$294,110,295
Exercise Equipment and Gear, Game Tables	87	\$71.45	\$137,764,225
Bicycles	107	\$21.13	\$40,734,755
Camping Equipment	46	\$6.68	\$12,871,841
Hunting and Fishing Equipment	65	\$24.98	\$48,158,364
Winter Sports Equipment	112	\$7.26	\$14,000,504
Water Sports Equipment	100	\$6.67	\$12,854,055
Other Sports Equipment	104	\$9.84	\$18,976,935
Rental/Repair of Sports/Recreation/Exercise Equipment	113	\$4.54	\$8,749,615
Photographic Equipment and Supplies	105	\$108.65	\$209,476,493
Film	101	\$7.46	\$14,389,699
Film Processing	103	\$23.15	\$44,627,576
Photographic Equipment	106	\$45.31	\$87,353,832
Photographer Fees/Other Supplies & Equip Rental/Repair	106	\$32.73	\$63,105,386
Reading	104	\$161.19	\$310,777,139
Magazine/Newspaper Subscriptions	103	\$65.20	\$125,715,495
Magazine/Newspaper Single Copies	101	\$19.29	\$37,199,739
Books	106	\$76.69	\$147,861,905

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Recreation Expenditures

Red Bluff, CA
 Ring: 200 miles radius

Latitude: 40.17797
 Longitude: -122.23531

Demographic Summary		2010	2015
Population		13,039,065	13,514,399
Households		4,715,770	4,876,773
Families		3,126,417	3,218,064
Median Age		37.2	37.3
Median Household Income		\$65,745	\$75,981
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	138	\$853.78	\$4,026,215,549
Admission to Movies, Theater, Opera, Ballet	139	\$210.41	\$992,230,012
Admission to Sporting Events, excl.Trips	129	\$76.83	\$362,297,463
Fees for Participant Sports, excl.Trips	137	\$146.59	\$691,299,850
Fees for Recreational Lessons	141	\$193.01	\$910,173,500
Membership Fees for Social/Recreation/Civic Clubs	138	\$225.90	\$1,065,282,634
Dating Services	136	\$1.05	\$4,932,089
Rental of Video Cassettes and DVDs	134	\$55.12	\$259,914,015
Toys & Games	127	\$184.30	\$869,125,005
Toys and Playground Equipment	126	\$178.59	\$842,201,738
Play Arcade Pinball/Video Games	133	\$2.52	\$11,884,256
Online Entertainment and Games	137	\$3.19	\$15,039,010
Recreational Vehicles and Fees	140	\$451.09	\$2,127,222,316
Docking and Landing Fees for Boats and Planes	133	\$9.43	\$44,481,519
Camp Fees	130	\$37.58	\$177,232,888
Purchase of RVs or Boats	141	\$391.35	\$1,845,505,982
Rental of RVs or Boats	149	\$12.72	\$60,001,927
Sports, Recreation and Exercise Equipment	106	\$192.16	\$906,174,923
Exercise Equipment and Gear, Game Tables	108	\$88.91	\$419,260,616
Bicycles	140	\$27.73	\$130,755,992
Camping Equipment	61	\$8.77	\$41,340,716
Hunting and Fishing Equipment	80	\$30.53	\$143,961,257
Winter Sports Equipment	156	\$10.05	\$47,405,491
Water Sports Equipment	119	\$7.92	\$37,340,668
Other Sports Equipment	129	\$12.18	\$57,443,689
Rental/Repair of Sports/Recreation/Exercise Equipment	152	\$6.08	\$28,666,494
Photographic Equipment and Supplies	134	\$138.26	\$652,014,190
Film	123	\$9.07	\$42,780,576
Film Processing	127	\$28.58	\$134,792,152
Photographic Equipment	136	\$58.41	\$275,436,563
Photographer Fees/Other Supplies & Equip Rental/Repair	137	\$42.20	\$199,004,900
Reading	132	\$204.51	\$964,418,496
Magazine/Newspaper Subscriptions	127	\$80.57	\$379,967,339
Magazine/Newspaper Single Copies	126	\$24.10	\$113,632,946
Books	138	\$99.84	\$470,818,211

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.