

# Demographic Summary Report

## Red Bluff Shopping Center 805-1005 S Main St, Red Bluff, CA 96080

Building Type: **General Retail**      Total Available: **8,020 SF**  
 Secondary: **Freestanding**      % Leased: **65.43%**  
 GLA: **23,200 SF**      Rent/SF/Yr: **\$18.00**  
 Year Built: **1990**



Radius	3 Mile	5 Mile	10 Mile
<b>Population</b>			
2022 Projection	20,262	24,883	33,141
2017 Estimate	20,140	24,706	32,940
2010 Census	19,783	24,135	32,358
Growth 2017 - 2022	0.61%	0.72%	0.61%
Growth 2010 - 2017	1.80%	2.37%	1.80%
<b>2017 Population by Hispanic Origin</b>	4,457	5,024	6,759
<b>2017 Population</b>	20,140	24,706	32,940
White	17,989 89.32%	22,194 89.83%	29,695 90.15%
Black	233 1.16%	263 1.06%	322 0.98%
Am. Indian & Alaskan	720 3.57%	841 3.40%	1,125 3.42%
Asian	366 1.82%	426 1.72%	525 1.59%
Hawaiian & Pacific Island	40 0.20%	44 0.18%	65 0.20%
Other	792 3.93%	938 3.80%	1,209 3.67%
U.S. Armed Forces	0	0	0
<b>Households</b>			
2022 Projection	7,806	9,630	12,774
2017 Estimate	7,760	9,561	12,694
2010 Census	7,624	9,340	12,457
Growth 2017 - 2022	0.59%	0.72%	0.63%
Growth 2010 - 2017	1.78%	2.37%	1.90%
Owner Occupied	4,055 52.26%	5,450 57.00%	7,833 61.71%
Renter Occupied	3,704 47.73%	4,111 43.00%	4,861 38.29%
<b>2017 Households by HH Income</b>	7,759	9,563	12,693
Income: <\$25,000	2,620 33.77%	3,072 32.12%	3,809 30.01%
Income: \$25,000 - \$50,000	2,439 31.43%	2,781 29.08%	3,506 27.62%
Income: \$50,000 - \$75,000	1,299 16.74%	1,641 17.16%	2,207 17.39%
Income: \$75,000 - \$100,000	567 7.31%	802 8.39%	1,185 9.34%
Income: \$100,000 - \$125,000	342 4.41%	475 4.97%	768 6.05%
Income: \$125,000 - \$150,000	205 2.64%	319 3.34%	460 3.62%
Income: \$150,000 - \$200,000	175 2.26%	273 2.85%	401 3.16%
Income: \$200,000+	112 1.44%	200 2.09%	357 2.81%
<b>2017 Avg Household Income</b>	\$50,512	\$55,169	\$59,497
<b>2017 Med Household Income</b>	\$36,903	\$38,817	\$41,306



# Demographic Detail Report

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2017 Estimate	20,140	24,706	32,940
2010 Census	19,783	24,135	32,358
Growth 2017 - 2022	0.61%	0.72%	0.61%
Growth 2010 - 2017	1.80%	2.37%	1.80%
<b>2017 Population by Age</b>			
	<b>20,140</b>	<b>24,706</b>	<b>32,940</b>
Age 0 - 4	1,341 6.66%	1,559 6.31%	1,987 6.03%
Age 5 - 9	1,483 7.36%	1,726 6.99%	2,222 6.75%
Age 10 - 14	1,425 7.08%	1,692 6.85%	2,211 6.71%
Age 15 - 19	1,310 6.50%	1,577 6.38%	2,074 6.30%
Age 20 - 24	1,299 6.45%	1,552 6.28%	2,007 6.09%
Age 25 - 29	1,344 6.67%	1,573 6.37%	1,987 6.03%
Age 30 - 34	1,337 6.64%	1,549 6.27%	1,948 5.91%
Age 35 - 39	1,240 6.16%	1,457 5.90%	1,863 5.66%
Age 40 - 44	1,128 5.60%	1,363 5.52%	1,793 5.44%
Age 45 - 49	1,115 5.54%	1,380 5.59%	1,861 5.65%
Age 50 - 54	1,284 6.38%	1,624 6.57%	2,232 6.78%
Age 55 - 59	1,311 6.51%	1,690 6.84%	2,362 7.17%
Age 60 - 64	1,174 5.83%	1,542 6.24%	2,181 6.62%
Age 65 - 69	1,043 5.18%	1,387 5.61%	1,988 6.04%
Age 70 - 74	782 3.88%	1,048 4.24%	1,505 4.57%
Age 75 - 79	588 2.92%	788 3.19%	1,116 3.39%
Age 80 - 84	428 2.13%	566 2.29%	782 2.37%
Age 85+	507 2.52%	634 2.57%	822 2.50%
Age 65+	3,348 16.62%	4,423 17.90%	6,213 18.86%
<b>Median Age</b>	<b>37.10</b>	<b>38.90</b>	<b>40.50</b>
<b>Average Age</b>	<b>38.30</b>	<b>39.40</b>	<b>40.20</b>

## Demographic Detail Report

### Red Bluff Shopping Center 805-1005 S Main St, Red Bluff, CA 96080

Radius	3 Mile	5 Mile	10 Mile
<b>2017 Population By Race</b>	<b>20,140</b>	<b>24,706</b>	<b>32,940</b>
White	17,989 89.32%	22,194 89.83%	29,695 90.15%
Black	233 1.16%	263 1.06%	322 0.98%
Am. Indian & Alaskan	720 3.57%	841 3.40%	1,125 3.42%
Asian	366 1.82%	426 1.72%	525 1.59%
Hawaiian & Pacific Island	40 0.20%	44 0.18%	65 0.20%
Other	792 3.93%	938 3.80%	1,209 3.67%
<b>Population by Hispanic Origin</b>	<b>20,140</b>	<b>24,706</b>	<b>32,940</b>
Non-Hispanic Origin	15,682 77.86%	19,683 79.67%	26,182 79.48%
Hispanic Origin	4,458 22.14%	5,024 20.34%	6,758 20.52%
<b>2017 Median Age, Male</b>	<b>35.50</b>	<b>37.20</b>	<b>38.90</b>
<b>2017 Average Age, Male</b>	<b>36.90</b>	<b>38.10</b>	<b>39.10</b>
<b>2017 Median Age, Female</b>	<b>38.90</b>	<b>40.60</b>	<b>42.20</b>
<b>2017 Average Age, Female</b>	<b>39.70</b>	<b>40.60</b>	<b>41.20</b>
<b>2017 Population by Occupation Classification</b>	<b>15,627</b>	<b>19,411</b>	<b>26,103</b>
Civilian Employed	7,866 50.34%	9,702 49.98%	13,037 49.94%
Civilian Unemployed	643 4.11%	784 4.04%	1,064 4.08%
Civilian Non-Labor Force	7,118 45.55%	8,925 45.98%	12,002 45.98%
Armed Forces	0 0.00%	0 0.00%	0 0.00%
<b>Households by Marital Status</b>			
Married	3,243	4,282	6,146
Married No Children	1,909	2,631	3,875
Married w/Children	1,334	1,651	2,271
<b>2017 Population by Education</b>	<b>14,002</b>	<b>17,461</b>	<b>23,695</b>
Some High School, No Diploma	1,886 13.47%	2,240 12.83%	3,097 13.07%
High School Grad (Incl Equivalency)	4,358 31.12%	5,318 30.46%	7,051 29.76%
Some College, No Degree	5,047 36.04%	6,404 36.68%	8,734 36.86%
Associate Degree	721 5.15%	862 4.94%	1,256 5.30%
Bachelor Degree	1,450 10.36%	1,886 10.80%	2,497 10.54%
Advanced Degree	540 3.86%	751 4.30%	1,060 4.47%

## Demographic Detail Report

### Red Bluff Shopping Center 805-1005 S Main St, Red Bluff, CA 96080

Radius	3 Mile		5 Mile		10 Mile	
<b>2017 Population by Occupation</b>	<b>14,527</b>		<b>17,954</b>		<b>24,066</b>	
Real Estate & Finance	486	3.35%	626	3.49%	764	3.17%
Professional & Management	2,714	18.68%	3,405	18.97%	4,632	19.25%
Public Administration	722	4.97%	880	4.90%	1,144	4.75%
Education & Health	1,732	11.92%	2,081	11.59%	2,851	11.85%
Services	1,686	11.61%	2,043	11.38%	2,823	11.73%
Information	63	0.43%	91	0.51%	105	0.44%
Sales	2,005	13.80%	2,452	13.66%	3,264	13.56%
Transportation	136	0.94%	138	0.77%	141	0.59%
Retail	1,221	8.41%	1,508	8.40%	1,881	7.82%
Wholesale	146	1.01%	235	1.31%	377	1.57%
Manufacturing	466	3.21%	613	3.41%	925	3.84%
Production	1,240	8.54%	1,534	8.54%	2,026	8.42%
Construction	641	4.41%	777	4.33%	972	4.04%
Utilities	386	2.66%	482	2.68%	655	2.72%
Agriculture & Mining	375	2.58%	452	2.52%	644	2.68%
Farming, Fishing, Forestry	223	1.54%	253	1.41%	351	1.46%
Other Services	285	1.96%	384	2.14%	511	2.12%
<b>2017 Worker Travel Time to Job</b>	<b>7,468</b>		<b>9,125</b>		<b>12,313</b>	
<30 Minutes	5,526	74.00%	6,694	73.36%	8,958	72.75%
30-60 Minutes	1,690	22.63%	2,068	22.66%	2,719	22.08%
60+ Minutes	252	3.37%	363	3.98%	636	5.17%
<b>2010 Households by HH Size</b>	<b>7,624</b>		<b>9,340</b>		<b>12,456</b>	
1-Person Households	2,191	28.74%	2,588	27.71%	3,237	25.99%
2-Person Households	2,408	31.58%	3,089	33.07%	4,317	34.66%
3-Person Households	1,242	16.29%	1,501	16.07%	1,975	15.86%
4-Person Households	929	12.19%	1,136	12.16%	1,520	12.20%
5-Person Households	499	6.55%	605	6.48%	844	6.78%
6-Person Households	233	3.06%	273	2.92%	364	2.92%
7 or more Person Households	122	1.60%	148	1.58%	199	1.60%
<b>2017 Average Household Size</b>	<b>2.50</b>		<b>2.50</b>		<b>2.60</b>	
<b>Households</b>						
2022 Projection	7,806		9,630		12,774	
2017 Estimate	7,760		9,561		12,694	
2010 Census	7,624		9,340		12,457	
Growth 2017 - 2022	0.59%		0.72%		0.63%	
Growth 2010 - 2017	1.78%		2.37%		1.90%	



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<b>Radius</b>	<b>3 Mile</b>		<b>5 Mile</b>		<b>10 Mile</b>	
<b>2017 Households by HH Income</b>	<b>7,759</b>		<b>9,563</b>		<b>12,693</b>	
<\$25,000	2,620	33.77%	3,072	32.12%	3,809	30.01%
\$25,000 - \$50,000	2,439	31.43%	2,781	29.08%	3,506	27.62%
\$50,000 - \$75,000	1,299	16.74%	1,641	17.16%	2,207	17.39%
\$75,000 - \$100,000	567	7.31%	802	8.39%	1,185	9.34%
\$100,000 - \$125,000	342	4.41%	475	4.97%	768	6.05%
\$125,000 - \$150,000	205	2.64%	319	3.34%	460	3.62%
\$150,000 - \$200,000	175	2.26%	273	2.85%	401	3.16%
\$200,000+	112	1.44%	200	2.09%	357	2.81%
<b>2017 Avg Household Income</b>	<b>\$50,512</b>		<b>\$55,169</b>		<b>\$59,497</b>	
<b>2017 Med Household Income</b>	<b>\$36,903</b>		<b>\$38,817</b>		<b>\$41,306</b>	
<b>2017 Occupied Housing</b>	<b>7,759</b>		<b>9,561</b>		<b>12,694</b>	
Owner Occupied	4,055	52.26%	5,450	57.00%	7,833	61.71%
Renter Occupied	3,704	47.74%	4,111	43.00%	4,861	38.29%
<b>2010 Housing Units</b>	<b>7,722</b>		<b>9,241</b>		<b>11,914</b>	
1 Unit	5,975	77.38%	7,476	80.90%	10,107	84.83%
2 - 4 Units	764	9.89%	772	8.35%	807	6.77%
5 - 19 Units	683	8.84%	691	7.48%	698	5.86%
20+ Units	300	3.89%	302	3.27%	302	2.53%
<b>2017 Housing Value</b>	<b>4,054</b>		<b>5,452</b>		<b>7,832</b>	
<\$100,000	951	23.46%	1,157	21.22%	1,586	20.25%
\$100,000 - \$200,000	1,640	40.45%	1,953	35.82%	2,521	32.19%
\$200,000 - \$300,000	874	21.56%	1,300	23.84%	1,941	24.78%
\$300,000 - \$400,000	303	7.47%	525	9.63%	959	12.24%
\$400,000 - \$500,000	113	2.79%	216	3.96%	338	4.32%
\$500,000 - \$1,000,000	159	3.92%	275	5.04%	436	5.57%
\$1,000,000+	14	0.35%	26	0.48%	51	0.65%
<b>2017 Median Home Value</b>	<b>\$165,609</b>		<b>\$180,337</b>		<b>\$192,423</b>	
<b>2017 Housing Units by Yr Built</b>	<b>8,577</b>		<b>10,519</b>		<b>14,083</b>	
Built 2010+	232	2.70%	278	2.64%	347	2.46%
Built 2000 - 2010	747	8.71%	1,016	9.66%	1,544	10.96%
Built 1990 - 1999	909	10.60%	1,215	11.55%	1,850	13.14%
Built 1980 - 1989	1,473	17.17%	1,766	16.79%	2,228	15.82%
Built 1970 - 1979	1,708	19.91%	2,145	20.39%	2,935	20.84%
Built 1960 - 1969	990	11.54%	1,229	11.68%	1,558	11.06%
Built 1950 - 1959	1,317	15.36%	1,528	14.53%	1,834	13.02%
Built <1949	1,201	14.00%	1,342	12.76%	1,787	12.69%
<b>2017 Median Year Built</b>	<b>1974</b>		<b>1974</b>		<b>1975</b>	

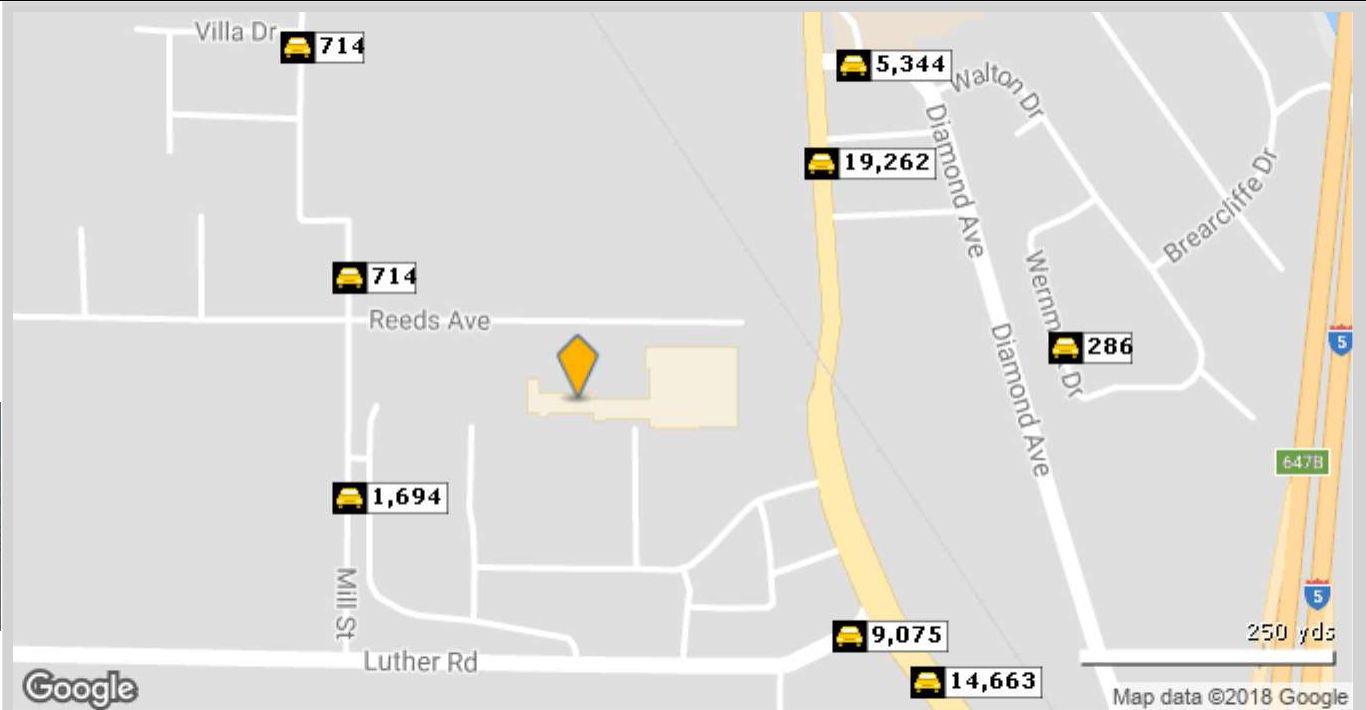


# Traffic Count Report

## Red Bluff Shopping Center

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	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Mill St	Luther Rd	0.09 S	2016	1,694	MPSI	.14
2	Mill St	James Ave	0.02 N	2016	714	MPSI	.15
3	S Main St	Diamond Ave	0.05 N	2011	18,669	MPSI	.19
4	I- 5 Bus	Diamond Ave	0.05 N	2016	19,262	MPSI	.19
5	Luther Rd	I- 5 Bus	0.02 NE	2016	9,075	MPSI	.20
6	Diamond Ave	I- 5 Bus	0.02 W	2016	5,344	MPSI	.25
7	S Main St	Montgomery Rd	0.03 SE	2011	17,821	MPSI	.25
8	I- 5 Bus	Montgomery Rd	0.03 SE	2016	14,663	MPSI	.25
9	James Ave	Villa Dr	0.01 N	2016	714	MPSI	.26
10	Wernmark Dr	Walton Dr	0.08 E	2016	286	MPSI	.28



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<b>Business Employment by Type</b>	<b># of Businesses</b>	<b># Employees</b>	<b>#Emp/Bus</b>
<b>Total Businesses</b>	<b>442</b>	<b>3,847</b>	<b>9</b>
Retail & Wholesale Trade	73	795	11
Hospitality & Food Service	26	301	12
Real Estate, Renting, Leasing	33	108	3
Finance & Insurance	41	168	4
Information	8	93	12
Scientific & Technology Services	39	102	3
Management of Companies	1	15	15
Health Care & Social Assistance	54	419	8
Educational Services	10	457	46
Public Administration & Sales	53	880	17
Arts, Entertainment, Recreation	9	49	5
Utilities & Waste Management	15	94	6
Construction	16	56	4
Manufacturing	12	125	10
Agriculture, Mining, Fishing	1	11	11
Other Services	51	174	3

# Consumer Spending Report

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2017 Annual Spending (\$000s)	3 Mile	5 Mile	10 Mile
<b>Total Specified Consumer Spending</b>	<b>\$167,170</b>	<b>\$217,232</b>	<b>\$304,418</b>
<b>Total Apparel</b>	<b>\$10,156</b>	<b>\$12,826</b>	<b>\$17,463</b>
Women's Apparel	3,835	4,926	6,780
Men's Apparel	1,994	2,582	3,586
Girl's Apparel	882	1,074	1,420
Boy's Apparel	621	750	997
Infant Apparel	509	613	805
Footwear	2,316	2,881	3,876
<b>Total Entertainment &amp; Hobbies</b>	<b>\$14,752</b>	<b>\$19,138</b>	<b>\$26,703</b>
Entertainment	3,264	4,330	6,313
Audio & Visual Equipment/Service	6,151	7,850	10,737
Reading Materials	760	1,000	1,389
Pets, Toys, & Hobbies	4,578	5,958	8,263
Personal Items	12,022	15,705	21,824
<b>Total Food and Alcohol</b>	<b>\$49,450</b>	<b>\$62,768</b>	<b>\$85,747</b>
Food At Home	29,308	36,875	50,092
Food Away From Home	17,190	22,102	30,457
Alcoholic Beverages	2,952	3,790	5,198
<b>Total Household</b>	<b>\$20,764</b>	<b>\$27,714</b>	<b>\$39,388</b>
House Maintenance & Repair	3,637	4,953	7,170
Household Equip & Furnishings	9,231	12,243	17,367
Household Operations	6,335	8,308	11,600
Housing Costs	1,561	2,211	3,251



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2017 Annual Spending (000s)	3 Mile	5 Mile	10 Mile
<b>Total Transportation/Maint.</b>	<b>\$41,251</b>	<b>\$54,356</b>	<b>\$78,617</b>
Vehicle Purchases	16,203	22,075	33,600
Gasoline	15,588	19,875	27,573
Vehicle Expenses	908	1,220	1,703
Transportation	2,820	3,772	5,342
Automotive Repair & Maintenance	5,732	7,413	10,399
<b>Total Health Care</b>	<b>\$10,163</b>	<b>\$13,209</b>	<b>\$18,348</b>
Medical Services	5,585	7,258	10,099
Prescription Drugs	3,697	4,800	6,646
Medical Supplies	881	1,151	1,603
<b>Total Education/Day Care</b>	<b>\$8,612</b>	<b>\$11,517</b>	<b>\$16,328</b>
Education	5,371	7,141	10,085
Fees & Admissions	3,241	4,376	6,243