

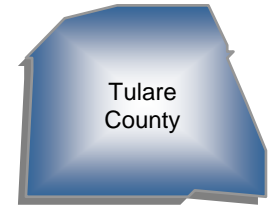
Tulare County Market

2007 Demographic Profile*

Population	
2000	368,021
2007	425,417
2012	467,831
Gender	
Female	49.8%
Male	50.2%
Age	
0 - 4	9.4%
5 - 14	17.5%
15 - 17	5.4%
18 - 20	4.9%
21 - 24	6.1%
25 - 34	14.4%
35 - 44	12.8%
45 - 54	11.8%
55 - 64	8.4%
65 - 74	4.9%
75 - 84	3.1%
85+	1.3%
Median Age	29.67
Ethnicity	
White	36.6%
Black/Af Amer	1.4%
Am Ind/AK Native	0.8%
Asian	3.1%
Native HI/PI	0.2%
Other	0.1%
Multi-Race	1.7%
Hispanic	56.2%
Income	
2007 Avg HH Inc	55,423
2007 Median HH Inc	41,423
2007 Per Capita Inc	16,535

Tulare County covers 4,824* square miles, with 133,949* housing units.

Tulare County agriculture production for 2006 ranked second in California, with over \$3.8^ billion in gross production value. Milk is the crop leader with a value of over \$1.17^ billion, followed by oranges, cattle/calves, grapes and alfalfa/hay/silage.



Average Household Expenditures 2007*

Category	Amount	Category	Amount
Alcoholic Beverages	\$1,257	Major Household Appliances	\$310
All Day Care	\$385	Miscellaneous Household Equipment	\$447
Automotive Maintenance/Repair/Other	\$1,656	Personal Care Products & Services	\$1,015
Contributions (All)	\$1,276	Personal Expenses & Services	\$1,296
Education	\$1,317	Pet Expenses	\$479
Food At Home	\$7,062	Photographic Equipment/Supplies	\$91
Food Away From Home	\$5,130	Reading Materials	\$469
Foods & Beverages By Channel	\$13,662	Small Appliances & Housewares	\$635
Health Care	\$3,550	Smoking Products & Supplies	\$564
Household Furnishings & Furniture	\$1,237	Sports & Recreation	\$1,301
Household Repairs	\$985	Total Apparel	\$4,703
Household Services	\$547	Transportation	\$7,262
Housekeeping Supplies	\$390	Travel	\$1,456
Housing Expenses	\$1,106	TV, Radio & Sound Equipment	\$1,914