



Community Profile

Rings: 1, 3, 5 mile radii

1550 Alamar Way, Fortuna, CA 95540, USA

Latitude: 40.58

Longitude: -124.15

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	5,012	12,170	14,264
2010 Total Population	5,670	13,613	15,720
2018 Total Population	5,895	14,202	16,368
2018 Group Quarters	139	274	318
2023 Total Population	6,054	14,612	16,825
2018-2023 Annual Rate	0.53%	0.57%	0.55%
2018 Total Daytime Population	6,523	13,938	15,647
Workers	2,787	5,044	5,549
Residents	3,736	8,894	10,098
Household Summary			
2000 Households	1,930	4,828	5,627
2000 Average Household Size	2.54	2.48	2.49
2010 Households	2,193	5,326	6,146
2010 Average Household Size	2.53	2.51	2.51
2018 Households	2,249	5,486	6,321
2018 Average Household Size	2.56	2.54	2.54
2023 Households	2,301	5,627	6,477
2023 Average Household Size	2.57	2.55	2.55
2018-2023 Annual Rate	0.46%	0.51%	0.49%
2010 Families	1,387	3,450	4,030
2010 Average Family Size	3.14	3.06	3.04
2018 Families	1,424	3,557	4,147
2018 Average Family Size	3.21	3.12	3.10
2023 Families	1,459	3,649	4,251
2023 Average Family Size	3.23	3.14	3.12
2018-2023 Annual Rate	0.49%	0.51%	0.50%
Housing Unit Summary			
2000 Housing Units	2,026	5,088	5,942
Owner Occupied Housing Units	56.6%	60.6%	62.0%
Renter Occupied Housing Units	38.7%	34.3%	32.7%
Vacant Housing Units	4.7%	5.1%	5.3%
2010 Housing Units	2,346	5,694	6,576
Owner Occupied Housing Units	50.5%	56.2%	57.4%
Renter Occupied Housing Units	43.0%	37.3%	36.0%
Vacant Housing Units	6.5%	6.5%	6.5%
2018 Housing Units	2,415	5,882	6,780
Owner Occupied Housing Units	51.6%	57.4%	58.6%
Renter Occupied Housing Units	41.6%	35.8%	34.6%
Vacant Housing Units	6.9%	6.7%	6.8%
2023 Housing Units	2,469	6,030	6,946
Owner Occupied Housing Units	55.4%	60.9%	62.1%
Renter Occupied Housing Units	37.8%	32.4%	31.2%
Vacant Housing Units	6.8%	6.7%	6.8%
Median Household Income			
2018	\$35,027	\$41,401	\$42,619
2023	\$36,554	\$44,128	\$45,744
Median Home Value			
2018	\$287,914	\$316,916	\$324,520
2023	\$294,760	\$325,782	\$333,838
Per Capita Income			
2018	\$17,999	\$25,299	\$25,647
2023	\$19,494	\$27,415	\$27,863
Median Age			
2010	36.4	38.8	39.4
2018	37.5	40.2	40.9
2023	38.8	41.5	42.2

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,249	5,486	6,321
<\$15,000	20.3%	15.3%	15.1%
\$15,000 - \$24,999	14.2%	12.1%	11.8%
\$25,000 - \$34,999	15.4%	14.0%	13.4%
\$35,000 - \$49,999	16.9%	16.8%	16.4%
\$50,000 - \$74,999	15.2%	15.5%	15.8%
\$75,000 - \$99,999	8.8%	9.5%	10.1%
\$100,000 - \$149,999	7.1%	9.2%	9.7%
\$150,000 - \$199,999	1.7%	3.5%	3.4%
\$200,000+	0.4%	4.1%	4.2%
Average Household Income	\$46,329	\$64,521	\$65,461
2023 Households by Income			
Household Income Base	2,301	5,627	6,477
<\$15,000	20.6%	15.2%	14.9%
\$15,000 - \$24,999	13.2%	11.3%	11.0%
\$25,000 - \$34,999	13.9%	12.6%	12.1%
\$35,000 - \$49,999	16.0%	16.0%	15.5%
\$50,000 - \$74,999	15.8%	16.2%	16.5%
\$75,000 - \$99,999	9.7%	10.4%	10.9%
\$100,000 - \$149,999	8.4%	10.1%	10.7%
\$150,000 - \$199,999	2.0%	3.8%	3.8%
\$200,000+	0.4%	4.5%	4.6%
Average Household Income	\$50,467	\$70,213	\$71,428
2018 Owner Occupied Housing Units by Value			
Total	1,245	3,378	3,976
<\$50,000	7.6%	7.0%	7.2%
\$50,000 - \$99,999	3.8%	3.0%	2.9%
\$100,000 - \$149,999	1.9%	2.0%	2.3%
\$150,000 - \$199,999	4.4%	4.5%	4.3%
\$200,000 - \$249,999	13.9%	12.0%	11.2%
\$250,000 - \$299,999	24.3%	15.7%	14.2%
\$300,000 - \$399,999	36.8%	33.6%	32.7%
\$400,000 - \$499,999	3.9%	10.4%	12.9%
\$500,000 - \$749,999	1.8%	6.9%	7.7%
\$750,000 - \$999,999	1.4%	3.8%	3.7%
\$1,000,000 - \$1,499,999	0.2%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$285,531	\$340,075	\$346,496
2023 Owner Occupied Housing Units by Value			
Total	1,367	3,674	4,310
<\$50,000	6.7%	6.1%	6.2%
\$50,000 - \$99,999	2.9%	2.3%	2.1%
\$100,000 - \$149,999	1.4%	1.5%	1.6%
\$150,000 - \$199,999	3.9%	3.9%	3.7%
\$200,000 - \$249,999	13.3%	11.4%	10.6%
\$250,000 - \$299,999	24.4%	15.9%	14.3%
\$300,000 - \$399,999	38.8%	34.8%	33.7%
\$400,000 - \$499,999	4.5%	11.1%	13.8%
\$500,000 - \$749,999	2.2%	7.8%	8.8%
\$750,000 - \$999,999	1.6%	4.4%	4.2%
\$1,000,000 - \$1,499,999	0.2%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$296,596	\$352,478	\$359,594

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,670	13,610	15,720
0 - 4	7.6%	6.9%	6.6%
5 - 9	7.3%	6.7%	6.6%
10 - 14	6.7%	6.5%	6.6%
15 - 24	14.7%	13.9%	13.7%
25 - 34	12.1%	11.7%	11.5%
35 - 44	10.5%	10.5%	10.5%
45 - 54	12.7%	13.7%	14.0%
55 - 64	11.0%	12.8%	13.4%
65 - 74	7.6%	8.6%	8.6%
75 - 84	5.6%	5.6%	5.4%
85 +	4.2%	3.1%	2.9%
18 +	74.0%	75.7%	76.1%
2018 Population by Age			
Total	5,894	14,202	16,369
0 - 4	7.2%	6.4%	6.2%
5 - 9	6.8%	6.3%	6.1%
10 - 14	6.4%	6.1%	6.0%
15 - 24	12.4%	11.9%	11.9%
25 - 34	14.3%	13.5%	13.4%
35 - 44	10.6%	10.5%	10.5%
45 - 54	10.8%	11.3%	11.4%
55 - 64	12.5%	14.3%	14.7%
65 - 74	9.4%	10.8%	11.3%
75 - 84	5.6%	5.8%	5.7%
85 +	3.9%	3.1%	3.0%
18 +	76.0%	77.8%	78.4%
2023 Population by Age			
Total	6,055	14,612	16,825
0 - 4	7.0%	6.2%	6.0%
5 - 9	6.8%	6.2%	6.1%
10 - 14	6.7%	6.2%	6.1%
15 - 24	11.7%	11.0%	10.9%
25 - 34	12.9%	12.2%	12.1%
35 - 44	12.0%	11.9%	12.0%
45 - 54	10.5%	10.8%	10.9%
55 - 64	11.9%	13.5%	13.6%
65 - 74	10.9%	12.3%	12.9%
75 - 84	6.1%	6.7%	6.7%
85 +	3.6%	3.0%	2.8%
18 +	75.9%	77.8%	78.4%
2010 Population by Sex			
Males	2,720	6,598	7,681
Females	2,950	7,015	8,039
2018 Population by Sex			
Males	2,858	6,940	8,057
Females	3,038	7,262	8,311
2023 Population by Sex			
Males	2,957	7,193	8,337
Females	3,097	7,420	8,488

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,670	13,613	15,720
White Alone	78.9%	82.2%	83.0%
Black Alone	0.4%	0.5%	0.5%
American Indian Alone	3.2%	3.6%	3.5%
Asian Alone	1.1%	0.9%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.7%	8.1%	7.4%
Two or More Races	4.5%	4.6%	4.6%
Hispanic Origin	21.1%	15.8%	14.7%
Diversity Index	58.3	50.3	48.3
2018 Population by Race/Ethnicity			
Total	5,895	14,203	16,367
White Alone	75.7%	79.4%	80.3%
Black Alone	0.5%	0.6%	0.6%
American Indian Alone	3.3%	3.9%	3.8%
Asian Alone	1.4%	1.1%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.8%	9.6%	8.7%
Two or More Races	5.2%	5.4%	5.4%
Hispanic Origin	24.9%	18.9%	17.6%
Diversity Index	64.0	56.2	54.1
2023 Population by Race/Ethnicity			
Total	6,054	14,613	16,825
White Alone	73.1%	77.2%	78.1%
Black Alone	0.6%	0.6%	0.7%
American Indian Alone	3.3%	4.0%	3.9%
Asian Alone	1.7%	1.3%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.6%	10.9%	9.9%
Two or More Races	5.6%	5.9%	6.0%
Hispanic Origin	28.2%	21.6%	20.2%
Diversity Index	68.1	60.5	58.5
2010 Population by Relationship and Household Type			
Total	5,670	13,613	15,720
In Households	97.8%	98.2%	98.2%
In Family Households	80.2%	80.8%	81.2%
Householder	24.5%	25.4%	25.7%
Spouse	16.7%	18.4%	18.8%
Child	32.3%	30.5%	30.3%
Other relative	3.5%	3.2%	3.2%
Nonrelative	3.3%	3.2%	3.2%
In Nonfamily Households	17.5%	17.4%	17.0%
In Group Quarters	2.2%	1.8%	1.8%
Institutionalized Population	0.9%	0.5%	0.5%
Noninstitutionalized Population	1.3%	1.3%	1.3%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	3,958	9,844	11,442
Less than 9th Grade	9.0%	5.8%	5.0%
9th - 12th Grade, No Diploma	7.5%	6.9%	6.7%
High School Graduate	26.5%	27.1%	26.8%
GED/Alternative Credential	2.7%	3.1%	2.8%
Some College, No Degree	28.1%	27.4%	28.4%
Associate Degree	11.4%	10.5%	10.6%
Bachelor's Degree	9.9%	12.6%	12.9%
Graduate/Professional Degree	4.9%	6.7%	6.8%
2018 Population 15+ by Marital Status			
Total	4,689	11,532	13,382
Never Married	32.8%	31.6%	30.8%
Married	47.2%	48.9%	50.4%
Widowed	7.8%	7.1%	6.8%
Divorced	12.2%	12.4%	12.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	95.5%	95.7%
Civilian Unemployed (Unemployment Rate)	4.1%	4.5%	4.3%
2018 Employed Population 16+ by Industry			
Total	2,196	5,399	6,373
Agriculture/Mining	2.3%	3.7%	5.0%
Construction	4.3%	6.0%	6.6%
Manufacturing	4.4%	5.7%	5.4%
Wholesale Trade	1.5%	1.6%	1.5%
Retail Trade	13.4%	11.7%	10.6%
Transportation/Utilities	4.5%	5.1%	5.5%
Information	1.0%	0.9%	0.8%
Finance/Insurance/Real Estate	4.0%	4.5%	4.5%
Services	57.1%	53.9%	53.6%
Public Administration	7.4%	7.0%	6.5%
2018 Employed Population 16+ by Occupation			
Total	2,197	5,399	6,375
White Collar	56.7%	56.6%	55.6%
Management/Business/Financial	9.9%	10.4%	10.0%
Professional	15.8%	18.4%	19.4%
Sales	14.6%	14.5%	13.2%
Administrative Support	16.4%	13.2%	12.9%
Services	25.5%	23.8%	23.1%
Blue Collar	17.8%	19.6%	21.3%
Farming/Forestry/Fishing	1.2%	1.8%	3.0%
Construction/Extraction	2.8%	5.6%	6.2%
Installation/Maintenance/Repair	2.3%	3.1%	3.3%
Production	5.0%	4.4%	4.2%
Transportation/Material Moving	6.5%	4.7%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	5,670	13,613	15,720
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	99.1%	91.6%	83.6%
Rural Population	0.9%	8.4%	16.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,193	5,327	6,146
Households with 1 Person	30.3%	28.2%	27.5%
Households with 2+ People	69.7%	71.8%	72.5%
Family Households	63.2%	64.8%	65.6%
Husband-wife Families	43.2%	46.8%	47.9%
With Related Children	19.8%	19.5%	19.4%
Other Family (No Spouse Present)	20.1%	17.9%	17.7%
Other Family with Male Householder	6.3%	6.0%	6.1%
With Related Children	4.4%	4.1%	4.1%
Other Family with Female Householder	13.7%	11.9%	11.6%
With Related Children	9.4%	7.9%	7.7%
Nonfamily Households	6.5%	7.0%	6.9%
All Households with Children	34.1%	32.0%	31.6%
Multigenerational Households	3.6%	3.4%	3.5%
Unmarried Partner Households	8.6%	8.7%	8.7%
Male-female	7.7%	7.8%	7.8%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	2,192	5,326	6,145
1 Person Household	30.3%	28.2%	27.5%
2 Person Household	31.2%	34.5%	35.4%
3 Person Household	15.1%	15.0%	14.9%
4 Person Household	12.0%	11.9%	12.0%
5 Person Household	6.1%	5.9%	5.8%
6 Person Household	3.0%	2.6%	2.5%
7 + Person Household	2.3%	1.9%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2,193	5,326	6,146
Owner Occupied	54.0%	60.1%	61.5%
Owned with a Mortgage/Loan	34.9%	38.9%	39.6%
Owned Free and Clear	19.1%	21.3%	21.9%
Renter Occupied	46.0%	39.9%	38.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,346	5,694	6,576
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	99.7%	91.7%	83.7%
Rural Housing Units	0.3%	8.3%	16.3%

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.

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Top 3 Tapestry Segments			
	1. Small Town Simplicity	The Great Outdoors (6C)	The Great Outdoors (6C)
	2. The Great Outdoors (6C)	Small Town Simplicity	Small Town Simplicity
	3. Senior Escapes (9D)	Senior Escapes (9D)	Senior Escapes (9D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,693,746	\$9,017,907	\$10,516,751
Average Spent	\$1,197.75	\$1,643.80	\$1,663.78
Spending Potential Index	55	76	76
Education: Total \$	\$1,551,245	\$5,437,430	\$6,372,541
Average Spent	\$689.75	\$991.15	\$1,008.15
Spending Potential Index	48	68	70
Entertainment/Recreation: Total \$	\$4,277,624	\$14,264,845	\$16,654,262
Average Spent	\$1,902.01	\$2,600.23	\$2,634.75
Spending Potential Index	59	81	82
Food at Home: Total \$	\$6,804,627	\$22,176,657	\$25,806,930
Average Spent	\$3,025.62	\$4,042.41	\$4,082.73
Spending Potential Index	60	81	81
Food Away from Home: Total \$	\$4,395,286	\$14,740,006	\$17,191,574
Average Spent	\$1,954.33	\$2,686.84	\$2,719.76
Spending Potential Index	56	77	77
Health Care: Total \$	\$8,001,157	\$26,430,292	\$30,836,621
Average Spent	\$3,557.65	\$4,817.77	\$4,878.44
Spending Potential Index	62	84	85
HH Furnishings & Equipment: Total \$	\$2,647,297	\$8,995,918	\$10,515,358
Average Spent	\$1,177.10	\$1,639.80	\$1,663.56
Spending Potential Index	56	78	80
Personal Care Products & Services: Total \$	\$1,034,888	\$3,522,581	\$4,113,202
Average Spent	\$460.15	\$642.10	\$650.72
Spending Potential Index	56	78	79
Shelter: Total \$	\$20,547,777	\$69,671,816	\$81,290,301
Average Spent	\$9,136.41	\$12,699.93	\$12,860.35
Spending Potential Index	54	76	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,212,546	\$10,962,433	\$12,813,064
Average Spent	\$1,428.43	\$1,998.26	\$2,027.06
Spending Potential Index	57	80	82
Travel: Total \$	\$2,515,402	\$9,007,248	\$10,581,648
Average Spent	\$1,118.45	\$1,641.86	\$1,674.05
Spending Potential Index	52	76	78
Vehicle Maintenance & Repairs: Total \$	\$1,441,102	\$4,791,213	\$5,588,519
Average Spent	\$640.77	\$873.35	\$884.12
Spending Potential Index	60	81	82

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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