



5-10-13

Legend

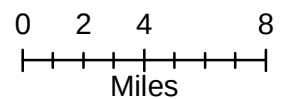
- Regional Retail Primary Market Area
- STATE HWY
- HIGHWAYS & MAJOR RDS.
- URBAN POP AREAS & CLUSTERS
- County Boundaries
- National Parks
- National Forests

Population Density Per Square Mile

0 - 400
401 - 4000
4001 - 6000
6001 - 9000
9001 +

*Population is based on 2010 Census Blocks

*Population figures include City as well as surrounding Rural Census Blocks



2010 POPULATION DISTRIBUTION FOR VISALIA REGIONAL TRADE AREA

Fresno County

Tulare County
*2010 Census Pop 442,179

Kings County
*2010 Census Pop 152,656

Kern County

Parlier pop. 15452

Orange Cove pop. 10910

Selma pop. 49770

Reedley--Dinuba pop. 53160

Cutler-Orosi pop. 18153

Ivanhoe pop. 6319

Woodlake pop. 8763

Visalia pop. 138083

Lemoore pop. 27035

Hanford pop. 70204

Lemoore Station pop. 7444

Exeter pop. 11580

Farmersville pop. 11997

Lindsay pop. 15951

Tulare pop. 69811

Porterville pop. 82423

Corcoran pop. 26257

Pixley pop. 5948

Terra Bella pop. 5363

Earlimart pop. 9321

Richgrove pop. 3218

Delano pop. 55426

McFarland