

# DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.75675/-121.86133

October 2009

RF9

Esplanade & W East Ave Chico, California	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Population</b>						
Estimated Population (2009)	14,249		79,142		99,223	
Census Population (1990)	12,324		63,198		76,286	
Census Population (2000)	13,269		69,803		86,877	
Projected Population (2014)	14,945		84,663		106,351	
Forecasted Population (2019)	15,870		92,886		117,133	
Historical Annual Change (1990-2000)	945	0.8%	6,605	1.0%	10,591	1.4%
Historical Annual Change (2000-2009)	980	0.8%	9,339	1.5%	12,345	1.6%
Projected Annual Change (2009-2014)	696	1.0%	5,521	1.4%	7,128	1.4%
Est. Population Density (2009)	4,537.89 <i>psm</i>		2,801.20 <i>psm</i>		1,266.01 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		28.25 <i>sq mi</i>		78.37 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2009)	6,038		31,038		38,755	
Census Households (1990)	5,290		25,498		30,218	
Census Households (2000)	5,688		27,911		34,569	
Projected Households (2014)	6,088		31,779		39,786	
Forecasted Households (2019)	9,466		49,404		61,855	
Historical Annual Change (1990-2000)	398	0.8%	2,413	0.9%	4,351	1.4%
Projected Annual Change (2000-2014)	401	0.5%	3,869	1.0%	5,218	1.1%
<b>Average Household Income</b>						
Est. Average Household Income (2009)	\$51,467		\$49,323		\$51,343	
Census Average Hhld Income (1990)	\$31,033		\$30,454		\$31,249	
Census Average Hhld Income (2000)	\$43,823		\$43,111		\$44,690	
Proj. Average Household Income (2014)	\$44,432		\$42,132		\$44,111	
Historical Annual Change (1990-2000)	\$12,790	4.1%	\$12,658	4.2%	\$13,441	4.3%
Projected Annual Change (2000-2014)	\$609	0.1%	-\$979	-0.2%	-\$580	-0.1%
<b>Median Household Income</b>						
Est. Median Household Income (2009)	\$43,959		\$41,903		\$43,734	
Census Median Hhld Income (1990)	\$24,811		\$23,068		\$23,717	
Census Median Hhld Income (2000)	\$34,913		\$32,915		\$34,253	
Proj. Median Household Income (2014)	\$47,433		\$44,846		\$47,048	
Historical Annual Change (1990-2000)	\$10,102	4.1%	\$9,848	4.3%	\$10,536	4.4%
Projected Annual Change (2000-2014)	\$12,520	2.6%	\$11,931	2.6%	\$12,795	2.7%
<b>Per Capita Income</b>						
Est. Per Capita Income (2009)	\$22,708		\$19,836		\$20,526	
Census Per Capita Income (1990)	\$13,319		\$12,287		\$12,378	
Census Per Capita Income (2000)	\$18,768		\$17,050		\$17,650	
Proj. Per Capita Income (2014)	\$18,951		\$16,273		\$16,940	
Historical Annual Change (1990-2000)	\$5,449	4.1%	\$4,763	3.9%	\$5,272	4.3%
Projected Annual Change (2000-2014)	\$183	0.1%	-\$777	-0.3%	-\$711	-0.3%
<b>Other Income</b>						
Est. Median Disposable Income (2009)	\$37,619		\$35,869		\$37,297	
Proj. Median Disposable Income (2014)	\$40,274		\$38,056		\$39,737	
Est. Average Household Net Worth (2009)	\$383,302		\$354,713		\$375,077	

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Esplanade & W East Ave Chico, California	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Household Income Distribution (2009)</b>						
HH Income \$200,000 or More	122	2.0%	666	2.1%	973	2.5%
HH Income \$150,000 to 199,999	155	2.6%	706	2.3%	956	2.5%
HH Income \$125,000 to 149,999	162	2.7%	909	2.9%	1,145	3.0%
HH Income \$100,000 to 124,999	313	5.2%	1,729	5.6%	2,309	6.0%
HH Income \$75,000 to 99,999	645	10.7%	2,936	9.5%	3,849	9.9%
HH Income \$50,000 to 74,999	1,184	19.6%	5,574	18.0%	7,038	18.2%
HH Income \$35,000 to 49,999	952	15.8%	4,203	13.5%	5,432	14.0%
HH Income \$25,000 to 34,999	708	11.7%	3,751	12.1%	4,662	12.0%
HH Income \$15,000 to 24,999	920	15.2%	4,679	15.1%	5,470	14.1%
HH Income \$10,000 to 14,999	391	6.5%	2,147	6.9%	2,525	6.5%
HH Income \$0 to 9,999	488	8.1%	3,736	12.0%	4,395	11.3%
HH Income \$35,000+	3,532	58.5%	16,725	53.9%	21,703	56.0%
HH Income \$50,000+	2,580	42.7%	12,521	40.3%	16,271	42.0%
HH Income \$75,000+	1,397	23.1%	6,947	22.4%	9,233	23.8%
<b>Race &amp; Ethnicity (2009)</b>						
Total Population	14,249		79,142		99,223	
White	11,796	82.8%	63,149	79.8%	79,227	79.8%
Black or African American	309	2.2%	1,809	2.3%	2,266	2.3%
American Indian & Alaska Native	170	1.2%	905	1.1%	1,231	1.2%
Asian	376	2.6%	3,395	4.3%	4,176	4.2%
Hawaiian & Pacific Islander	19	0.1%	191	0.2%	227	0.2%
Other Race	786	5.5%	5,396	6.8%	6,755	6.8%
Two or More Races	793	5.6%	4,298	5.4%	5,341	5.4%
Not Hispanic or Latino Population	12,614	88.5%	68,590	86.7%	86,024	86.7%
<i>Non Hispanic: White</i>	11,226	89.0%	59,383	86.6%	74,522	86.6%
<i>Non Hispanic: Black or African American</i>	286	2.3%	1,723	2.5%	2,152	2.5%
<i>Non Hispanic: Amer Indian &amp; AK Native</i>	135	1.1%	738	1.1%	998	1.2%
<i>Non Hispanic: Asian</i>	368	2.9%	3,324	4.8%	4,091	4.8%
<i>Non Hispanic: Hawaiian &amp; Pacific Islander</i>	14	0.1%	174	0.3%	208	0.2%
<i>Non Hispanic: Other Race</i>	41	0.3%	248	0.4%	312	0.4%
<i>Non Hispanic: Two or More Races</i>	545	4.3%	2,999	4.4%	3,740	4.3%
Hispanic or Latino Population	1,635	11.5%	10,553	13.3%	13,199	13.3%
<i>Hispanic: White</i>	570	34.9%	3,765	35.7%	4,705	35.6%
<i>Hispanic: Black or African American</i>	23	1.4%	86	0.8%	114	0.9%
<i>Hispanic: American Indian &amp; Alaska Native</i>	35	2.2%	167	1.6%	233	1.8%
<i>Hispanic: Asian</i>	9	0.5%	70	0.7%	84	0.6%
<i>Hispanic: Hawaiian &amp; Pacific Islander</i>	5	0.3%	17	0.2%	19	0.1%
<i>Hispanic: Other Race</i>	744	45.5%	5,148	48.8%	6,444	48.8%
<i>Hispanic: Two or More Races</i>	248	15.1%	1,299	12.3%	1,600	12.1%
Not of Hispanic Origin Population (1990)	11,662	94.6%	58,701	92.9%	70,425	92.3%
Hispanic Origin Population (1990)	662	5.4%	4,497	7.1%	5,862	7.7%
Not Hispanic or Latino Population (2000)	11,955	90.1%	61,890	88.7%	76,919	88.5%
Hispanic or Latino Population (2000)	1,314	9.9%	7,913	11.3%	9,958	11.5%
Not Hispanic or Latino Population 5yr (2014)	13,342	89.3%	74,059	87.5%	93,110	87.6%
Hispanic or Latino Population 5yr (2014)	1,604	10.7%	10,603	12.5%	13,241	12.4%
Historical Annual Change (1990-2000)	652	9.8%	3,416	7.6%	4,097	7.0%
Projected Annual Change (2000-2014)	290	1.6%	2,691	2.4%	3,282	2.4%

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### Age Distribution (2009)

Total Population	14,249		79,142		99,223	
Age 0 to 4 yrs	996	7.0%	4,901	6.2%	6,253	6.3%
Age 5 to 9 yrs	662	4.6%	3,657	4.6%	4,795	4.8%
Age 10 to 14 yrs	628	4.4%	3,732	4.7%	4,877	4.9%
Age 15 to 19 yrs	848	6.0%	6,588	8.3%	7,942	8.0%
Age 20 to 24 yrs	1,259	8.8%	13,903	17.6%	15,979	16.1%
Age 25 to 29 yrs	1,658	11.6%	9,630	12.2%	11,741	11.8%
Age 30 to 34 yrs	1,084	7.6%	5,665	7.2%	7,040	7.1%
Age 35 to 39 yrs	785	5.5%	4,062	5.1%	5,206	5.2%
Age 40 to 44 yrs	788	5.5%	4,077	5.2%	5,260	5.3%
Age 45 to 49 yrs	876	6.1%	4,412	5.6%	5,735	5.8%
Age 50 to 54 yrs	885	6.2%	4,256	5.4%	5,651	5.7%
Age 55 to 59 yrs	842	5.9%	3,557	4.5%	4,641	4.7%
Age 60 to 64 yrs	648	4.5%	2,780	3.5%	3,542	3.6%
Age 65 to 69 yrs	450	3.2%	1,948	2.5%	2,593	2.6%
Age 70 to 74 yrs	450	3.2%	1,592	2.0%	2,099	2.1%
Age 75 to 79 yrs	414	2.9%	1,441	1.8%	1,881	1.9%
Age 80 to 84 yrs	374	2.6%	1,298	1.6%	1,752	1.8%
Age 85 yrs plus	601	4.2%	1,642	2.1%	2,236	2.3%
Median Age	35.6	yrs	31.0	yrs	31.7	yrs
Age 19 yrs or less	3,134	22.0%	18,879	23.9%	23,867	24.1%
Age 20 to 64 years	8,826	61.9%	52,343	66.1%	64,794	65.3%
Age 65 years Plus	2,290	16.1%	7,921	10.0%	10,562	10.6%

### Female Age Distribution (2009)

Female Population	7,404	52.0%	39,250	49.6%	49,397	49.8%
Age 0 to 4 yrs	474	6.4%	2,252	5.7%	2,873	5.8%
Age 5 to 9 yrs	349	4.7%	1,933	4.9%	2,509	5.1%
Age 10 to 14 yrs	299	4.0%	1,740	4.4%	2,275	4.6%
Age 15 to 19 yrs	382	5.2%	3,030	7.7%	3,639	7.4%
Age 20 to 24 yrs	670	9.0%	6,740	17.2%	7,789	15.8%
Age 25 to 29 yrs	774	10.4%	4,315	11.0%	5,338	10.8%
Age 30 to 34 yrs	493	6.7%	2,566	6.5%	3,235	6.5%
Age 35 to 39 yrs	370	5.0%	1,946	5.0%	2,538	5.1%
Age 40 to 44 yrs	397	5.4%	2,040	5.2%	2,630	5.3%
Age 45 to 49 yrs	460	6.2%	2,293	5.8%	2,961	6.0%
Age 50 to 54 yrs	470	6.3%	2,233	5.7%	2,927	5.9%
Age 55 to 59 yrs	462	6.2%	1,914	4.9%	2,506	5.1%
Age 60 to 64 yrs	359	4.8%	1,449	3.7%	1,823	3.7%
Age 65 to 69 yrs	255	3.4%	1,114	2.8%	1,482	3.0%
Age 70 to 74 yrs	275	3.7%	938	2.4%	1,219	2.5%
Age 75 to 79 yrs	258	3.5%	848	2.2%	1,103	2.2%
Age 80 to 84 yrs	233	3.1%	770	2.0%	1,032	2.1%
Age 85 yrs plus	425	5.7%	1,128	2.9%	1,519	3.1%
Female Median Age	38.7	yrs	32.6	yrs	33.3	yrs
Age 19 yrs or less	1,504	20.3%	8,955	22.8%	11,295	22.9%
Age 20 to 64 years	4,454	60.2%	25,497	65.0%	31,747	64.3%
Age 65 years Plus	1,446	19.5%	4,799	12.2%	6,355	12.9%

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### Male Age Distribution (2009)

Male Population	6,845	48.0%	39,892	50.4%	49,826	50.2%
Age 0 to 4 yrs	522	7.6%	2,650	6.6%	3,381	6.8%
Age 5 to 9 yrs	313	4.6%	1,725	4.3%	2,286	4.6%
Age 10 to 14 yrs	329	4.8%	1,992	5.0%	2,602	5.2%
Age 15 to 19 yrs	466	6.8%	3,558	8.9%	4,303	8.6%
Age 20 to 24 yrs	589	8.6%	7,163	18.0%	8,190	16.4%
Age 25 to 29 yrs	884	12.9%	5,316	13.3%	6,403	12.9%
Age 30 to 34 yrs	592	8.6%	3,099	7.8%	3,806	7.6%
Age 35 to 39 yrs	414	6.1%	2,115	5.3%	2,668	5.4%
Age 40 to 44 yrs	391	5.7%	2,037	5.1%	2,629	5.3%
Age 45 to 49 yrs	416	6.1%	2,118	5.3%	2,774	5.6%
Age 50 to 54 yrs	415	6.1%	2,023	5.1%	2,724	5.5%
Age 55 to 59 yrs	380	5.6%	1,643	4.1%	2,135	4.3%
Age 60 to 64 yrs	289	4.2%	1,331	3.3%	1,718	3.4%
Age 65 to 69 yrs	194	2.8%	834	2.1%	1,111	2.2%
Age 70 to 74 yrs	175	2.6%	654	1.6%	880	1.8%
Age 75 to 79 yrs	157	2.3%	593	1.5%	778	1.6%
Age 80 to 84 yrs	141	2.1%	528	1.3%	720	1.4%
Age 85 yrs plus	176	2.6%	513	1.3%	717	1.4%
Male Median Age	33.0	yrs	29.5	yrs	30.2	yrs
Age 19 yrs or less	1,630	23.8%	9,924	24.9%	12,572	25.2%
Age 20 to 64 years	4,371	63.9%	26,846	67.3%	33,047	66.3%
Age 65 years Plus	843	12.3%	3,122	7.8%	4,207	8.4%

### Males per 100 Females, Male % Pop (2009)

Overall Comparison	92		102		101	
Age 0 to 4 yrs	110	52.4%	118	54.1%	118	54.1%
Age 5 to 9 yrs	90	47.2%	89	47.2%	91	47.7%
Age 10 to 14 yrs	110	52.4%	115	53.4%	114	53.4%
Age 15 to 19 yrs	122	54.9%	117	54.0%	118	54.2%
Age 20 to 24 yrs	88	46.8%	106	51.5%	105	51.3%
Age 25 to 29 yrs	114	53.3%	123	55.2%	120	54.5%
Age 30 to 34 yrs	120	54.6%	121	54.7%	118	54.1%
Age 35 to 39 yrs	112	52.8%	109	52.1%	105	51.2%
Age 40 to 44 yrs	98	49.6%	100	50.0%	100	50.0%
Age 45 to 49 yrs	91	47.5%	92	48.0%	94	48.4%
Age 50 to 54 yrs	88	46.9%	91	47.5%	93	48.2%
Age 55 to 59 yrs	82	45.2%	86	46.2%	85	46.0%
Age 60 to 64 yrs	81	44.6%	92	47.9%	94	48.5%
Age 65 to 69 yrs	76	43.2%	75	42.8%	75	42.8%
Age 70 to 74 yrs	64	38.9%	70	41.1%	72	41.9%
Age 75 to 79 yrs	61	37.8%	70	41.1%	71	41.4%
Age 80 to 84 yrs	61	37.7%	69	40.7%	70	41.1%
Age 85 yrs plus	41	29.3%	45	31.3%	47	32.1%
Age 19 yrs or less	108	52.0%	111	52.6%	111	52.7%
Age 20 to 39 yrs	107	51.8%	114	53.2%	111	52.7%
Age 40 to 64 yrs	88	46.8%	92	48.0%	93	48.3%
Age 65 years Plus	58	36.8%	65	39.4%	66	39.8%

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<b>Household Type (2009)</b>						
Total Households	6,038		31,038		38,755	
Households with Children	1,739	28.8%	8,888	28.6%	11,480	29.6%
Average Household Size	2.30		2.49		2.50	
Est. Household Density	1,922.82	psm	1,098.57	psm	494.49	psm
Population Family	10,177	71.4%	50,966	64.4%	66,068	66.6%
Population Non-Family	3,701	26.0%	26,208	33.1%	30,936	31.2%
Population Group Qtrs	372	2.6%	1,968	2.5%	2,219	2.2%
Family Households	3,343	55.4%	16,058	51.7%	20,785	53.6%
<i>Married Couple Hhlds</i>	2,356	70.5%	11,152	69.4%	14,574	70.1%
<i>Other Family Hhlds</i>	987	29.5%	4,906	30.6%	6,211	29.9%
Family Households With Children	1,732	51.8%	8,834	55.0%	11,418	54.9%
<i>Married Couple With Children</i>	1,118	64.6%	5,710	64.6%	7,426	65.0%
<i>Other Family Hhlds With Children</i>	614	35.4%	3,124	35.4%	3,992	35.0%
Family Households No Children	1,610	48.2%	7,224	45.0%	9,367	45.1%
<i>Married Couple No Children</i>	1,238	76.9%	5,442	75.3%	7,148	76.3%
<i>Other Family Households No Childrer</i>	373	23.1%	1,782	24.7%	2,219	23.7%
Average Family Household Size	3.04		3.17		3.18	
Average Family Income	\$63,639		\$64,161		\$65,818	
Median Family Income	\$54,725		\$55,777		\$57,344	
Non-Family Households	2,695	44.6%	14,979	48.3%	17,971	46.4%
Non-Family Hhlds With Children	7	0.3%	54	0.4%	62	0.3%
Non-Family Hhld No Children	2,688	99.7%	14,925	99.6%	17,909	99.7%
<i>N-F Hhld Lone Person No Children</i>	2,087	77.4%	9,177	61.3%	11,250	62.6%
Lone Male Householder	797	38.2%	3,986	43.4%	4,830	42.9%
Lone Female Householder	1,289	61.8%	5,190	56.6%	6,420	57.1%
<i>N-F Hhld 2+ Persons No Children</i>	601	22.3%	5,749	38.4%	6,659	37.1%
Average Non-Family Hhld Size	1.37		1.75		1.72	
<b>Marital Status (2009)</b>						
(15 Years or Older)	11,955		66,688		83,137	
Never Married	3,442	28.8%	27,668	41.5%	32,736	39.4%
Now Married	5,309	44.4%	26,030	39.0%	34,003	40.9%
Previously Married	3,204	26.8%	12,991	19.5%	16,399	19.7%
<i>Separated</i>	511	16.0%	2,479	19.1%	3,091	18.9%
<i>Widowed</i>	1,102	34.4%	3,231	24.9%	4,426	27.0%
<i>Divorced</i>	1,591	49.6%	7,281	56.1%	8,881	54.2%
<b>Educational Attainment (2009)</b>						
Adult Population (25 Years or Older)	9,856		46,360		59,377	
Elementary (0 to 8)	376	3.8%	2,359	5.1%	2,910	4.9%
Some High School (9 to 11)	815	8.3%	3,512	7.6%	4,392	7.4%
High School Graduate (12)	1,857	18.8%	7,662	16.5%	10,007	16.9%
Some College (13 to 16)	2,905	29.5%	12,734	27.5%	16,026	27.0%
Associate Degree Only	1,067	10.8%	4,811	10.4%	6,196	10.4%
Bachelor Degree Only	2,026	20.6%	10,685	23.0%	13,742	23.1%
Graduate Degree	811	8.2%	4,597	9.9%	6,104	10.3%
Any College + (Some College or higher)	6,808	69.1%	32,827	70.8%	42,068	70.8%
College Degree + (Bachelor Degree or higher)	2,837	28.8%	15,282	33.0%	19,846	33.4%

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<b>Housing (2009)</b>						
Total Housing Units	6,579		33,586		41,981	
Housing Units, Occupied	6,038	91.8%	31,038	92.4%	38,755	92.3%
<i>Housing Units, Owner-Occupied</i>	3,021	50.0%	13,468	43.4%	17,430	45.0%
<i>Housing Units, Renter-Occupied</i>	3,017	50.0%	17,570	56.6%	21,325	55.0%
Housing Units, Vacant	542	8.2%	2,548	7.6%	3,225	7.7%
Total Housing Units (2000)	5,938		28,922		35,864	
Historical Annual Change (2000-2009)	641	1.2%	4,664	1.8%	6,116	1.9%
<b>Household Size (2009)</b>						
Total Households	6,038		31,038		38,755	
1 Person Household	2,087	34.6%	9,177	29.6%	11,250	29.0%
2 Person Households	1,955	32.4%	9,802	31.6%	12,274	31.7%
3 Person Households	812	13.4%	4,670	15.0%	5,812	15.0%
4 Person Households	748	12.4%	4,640	14.9%	5,883	15.2%
5 Person Households	296	4.9%	1,671	5.4%	2,164	5.6%
6 Person Households	90	1.5%	604	1.9%	790	2.0%
7+ Person Households	50	0.8%	474	1.5%	582	1.5%
<b>Household Stability (2009)</b>						
Total Households	6,038		31,038		38,755	
In current residence < 1 year	1,193	19.8%	6,987	22.5%	8,623	22.2%
In current residence 1-2 years	1,884	31.2%	9,456	30.5%	11,570	29.9%
In current residence 3-5 years	1,019	16.9%	4,759	15.3%	6,153	15.9%
In current residence 6-10 years	748	12.4%	4,064	13.1%	5,355	13.8%
In current residence > 10 years	1,194	19.8%	5,771	18.6%	7,055	18.2%
Turnover (% Annual Residential Turnover)	19.8%		22.5%		22.2%	
Stability (% In Current Residence 5+ Years)	32.2%		31.7%		32.0%	
Median Years in Residence	3.1 yrs		3.1 yrs		3.2 yrs	
<b>Household Vehicles (2009)</b>						
Total Vehicles Available	10,918		62,644		77,327	
Household: 0 Vehicles Available	421	7.0%	2,208	7.1%	2,664	6.9%
Household: 1 Vehicles Available	2,314	38.3%	10,886	35.1%	13,402	34.6%
Household: 2 Vehicles Available	2,204	36.5%	11,198	36.1%	14,154	36.5%
Household: 3+ Vehicles Available	1,099	18.2%	6,745	21.7%	8,536	22.0%
Average Per Household	1.8	<i>Vehicles</i>	2.0	<i>Vehicles</i>	2.0	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	6,115	56.0%	28,744	-	37,357	-
<i>Average Per Owner Household</i>	2.0	<i>Vehicles</i>	2.1	<i>Vehicles</i>	2.1	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	4,803	44.0%	33,900	-	39,970	-
<i>Average Per Renter Household</i>	1.6	<i>Vehicles</i>	1.9	<i>Vehicles</i>	1.9	<i>Vehicles</i>
<b>Travel Time (2000)</b>						
Worker Base (16 Years or Older)	6,177		33,011		40,682	
Travel to Work in 14 Minutes or Less	3,543	57.4%	19,052	57.7%	23,284	57.2%
Travel to Work in 15 to 29 Minutes	1,498	24.2%	7,868	23.8%	9,718	23.9%
Travel to Work in 30 to 59 Minutes	710	11.5%	3,566	10.8%	4,447	10.9%
Travel to Work in 60 Minutes or More	231	3.7%	1,265	3.8%	1,631	4.0%
Work at Home	195	3.1%	1,258	3.8%	1,602	3.9%
Average Travel Time to Work	16.9 mins		16.6 mins		16.7 mins	

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# DEMOGRAPHIC PROFILE COMPLETE

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Lat/Lon: 39.75675/-121.86133

October 2009

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Esplanade & W East Ave Chico, California	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Transportation To Work (2000)</b>						
Work Base	6,177		33,011		40,682	
Drive to Work Alone	4,878	79.0%	23,845	72.2%	29,638	72.9%
Drive to Work in Carpool	670	10.8%	3,674	11.1%	4,728	11.6%
Travel to Work - Public Transportation	86	1.4%	530	1.6%	641	1.6%
Drive to Work on Motorcycle	20	0.3%	88	0.3%	92	0.2%
Bicycle to Work	153	2.5%	1,717	5.2%	1,896	4.7%
Walk to Work	111	1.8%	1,585	4.8%	1,735	4.3%
Other Means	64	1.0%	313	0.9%	351	0.9%
Work at Home	195	3.1%	1,258	3.8%	1,602	3.9%
<b>Daytime Demos (2009)</b>						
Total Number of Businesses	1,001		4,072		5,194	
Total Number of Employees	8,989		37,581		50,293	
Company Headqtrs: Businesses	2	0.2%	9	0.2%	11	0.2%
Company Headqtrs: Employees	152	1.7%	2,449	6.5%	2,580	5.1%
Employee Population per Business	9.0 to 1		9.2 to 1		9.7 to 1	
Residential Population per Business	14.2 to 1		19.4 to 1		19.1 to 1	
Est. Adj. Daytime Demographics (Age16+)	13,929		64,972		84,487	
<b>Labor Force (2009)</b>						
Labor: Population Age 16+	11,766		65,622		81,796	
Unemployment Rate	5.1%		6.6%		6.4%	
Labor Force Total: Males	5,576	47.4%	32,905	50.1%	40,774	49.8%
<i>Male civilian employec</i>	3,504	62.8%	20,104	61.1%	24,975	61.3%
<i>Male civilian unemployec</i>	281	5.0%	2,504	7.6%	2,958	7.3%
<i>Males in Armed Forces</i>	5	0.1%	22	0.1%	27	0.1%
<i>Males not in labor force</i>	1,786	32.0%	10,274	31.2%	12,814	31.4%
Labor Force Total: Females	6,190	52.6%	32,718	49.9%	41,023	50.2%
<i>Female civilian employec</i>	3,317	53.6%	18,105	55.3%	22,601	55.1%
<i>Female civilian unemployec</i>	316	5.1%	1,826	5.6%	2,300	5.6%
<i>Females in Armed Forces</i>	0	-	0	-	0	-
<i>Females not in labor force</i>	2,557	41.3%	12,787	39.1%	16,122	39.3%
Employment Force Change (2000-2009)	671	10.9%	5,310	16.1%	7,029	17.3%
Male Change (2000-2009)	397	12.8%	2,975	17.4%	3,900	18.5%
Female Change (2000-2009)	274	9.0%	2,335	14.8%	3,129	16.1%
<b>Occupation (2000)</b>						
Occupation: Population Age 16+	6,150		32,899		40,547	
<i>Occupation Total: Males</i>	3,107	50.5%	17,129	52.1%	21,075	52.0%
<i>Occupation Total: Females</i>	3,043	49.5%	15,770	47.9%	19,473	48.0%
Mgmt, Business, & Financial Operations	700	11.4%	3,568	10.8%	4,663	11.5%
Professional and Related	1,343	21.8%	7,453	22.7%	9,293	22.9%
Service	998	16.2%	6,321	19.2%	7,564	18.7%
Sales and Office	1,867	30.4%	9,361	28.5%	11,382	28.1%
Farming, Fishing, and Forestry	48	0.8%	470	1.4%	569	1.4%
Construction, Extraction, & Maintenance	532	8.7%	2,517	7.7%	3,047	7.5%
Production, Transport, & Material Moving	663	10.8%	3,209	9.8%	4,029	9.9%
<i>White Collar</i>	63.6%		62.0%		62.5%	
<i>Blue Collar</i>	36.4%		38.0%		37.5%	

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Esplanade & W East Ave Chico, California		1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Units In Structure (2000)</b>							
Total Units		5,938		28,922		35,864	
1 Detached Unit		2,736	46.1%	14,671	50.7%	18,771	52.3%
1 Attached Unit		286	4.8%	1,171	4.0%	1,425	4.0%
2 Units		288	4.9%	1,298	4.5%	1,504	4.2%
3 to 4 Units		817	13.8%	3,522	12.2%	3,963	11.0%
5 to 9 Units		237	4.0%	1,733	6.0%	2,279	6.4%
10 to 19 Units		207	3.5%	1,303	4.5%	1,500	4.2%
20 to 49 Units		302	5.1%	1,406	4.9%	1,579	4.4%
50 or more Units		279	4.7%	1,783	6.2%	2,318	6.5%
Mobile Home or Trailer		734	12.4%	1,950	6.7%	2,430	6.8%
Other Structure		52	0.9%	85	0.3%	94	0.3%
<b>Homes Built By Year (2000)</b>							
Homes Built 1999 to 2000		153	2.6%	564	2.0%	764	2.1%
Homes Built 1995 to 1998		341	5.7%	1,267	4.4%	1,912	5.3%
Homes Built 1990 to 1994		420	7.1%	2,453	8.5%	3,948	11.0%
Homes Built 1980 to 1989		1,332	22.4%	5,868	20.3%	7,189	20.0%
Homes Built 1970 to 1979		1,668	28.1%	6,846	23.7%	8,253	23.0%
Homes Built 1960 to 1969		780	13.1%	4,035	14.0%	4,540	12.7%
Homes Built 1950 to 1959		757	12.7%	3,634	12.6%	4,088	11.4%
Homes Built 1940 to 1949		310	5.2%	1,739	6.0%	2,140	6.0%
Homes Built Before 1939		178	3.0%	2,516	8.7%	3,031	8.5%
Median Age of Homes		25.0 yrs		28.4 yrs		27.2 yrs	
<b>Home Values (2000)</b>							
Owner Specified Housing Units		2,225		10,448		13,399	
Home Values \$1,000,000 or More		9	0.4%	9	0.1%	10	0.1%
Home Values \$750,000 or \$999,999		1	0.1%	9	0.1%	11	0.1%
Home Values \$500,000 or \$749,999		10	0.5%	59	0.6%	82	0.6%
Home Values \$400,000 to \$499,999		3	0.1%	54	0.5%	109	0.8%
Home Values \$300,000 to \$399,999		75	3.4%	315	3.0%	476	3.6%
Home Values \$250,000 to \$299,999		51	2.3%	387	3.7%	565	4.2%
Home Values \$200,000 to \$249,999		160	7.2%	756	7.2%	1,114	8.3%
Home Values \$175,000 to \$199,999		173	7.8%	831	8.0%	1,142	8.5%
Home Values \$150,000 to \$174,999		373	16.8%	1,632	15.6%	1,981	14.8%
Home Values \$125,000 to \$149,999		557	25.0%	2,676	25.6%	3,238	24.2%
Home Values \$100,000 to \$124,999		601	27.0%	2,425	23.2%	2,863	21.4%
Home Values \$90,000 to \$99,999		133	6.0%	551	5.3%	690	5.2%
Home Values \$80,000 to \$89,999		36	1.6%	285	2.7%	442	3.3%
Home Values \$70,000 to \$79,999		23	1.1%	194	1.9%	285	2.1%
Home Values \$60,000 to \$69,999		8	0.4%	94	0.9%	133	1.0%
Home Values \$50,000 to \$59,999		1	0.1%	46	0.4%	80	0.6%
Home Values \$35,000 to \$49,999		3	0.1%	44	0.4%	78	0.6%
Home Values \$25,000 to \$34,999		0	-	31	0.3%	40	0.3%
Home Values \$10,000 to \$24,999		7	0.3%	35	0.3%	45	0.3%
Home Values \$0 to \$9,999		0	-	15	0.1%	16	0.1%
Owner Occupied Median Home Value		\$141,830		\$143,338		\$145,954	
Renter Occupied Median Rent		\$487		\$494		\$508	

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## Esplanade & W East Ave Chico, California

1.00 mi radius      3.00 mi radius      5.00 mi radius

### Consumer Expenditure (Annual Total)

Total Household Expenditure (2009)	\$267,866,768	\$1,337,634,844	\$1,715,333,112
<i>Total Non-Retail Expenditures (2009)</i>	\$153,535,682	\$767,194,813	\$984,433,313
<i>Total Retail Expenditures (2009)</i>	\$114,331,085	\$570,440,027	\$730,899,798
Apparel (2009)	\$12,781,948	\$64,113,544	\$82,204,736
Contributions (2009)	\$9,535,355	\$47,029,706	\$60,932,777
Education (2009)	\$6,146,182	\$31,412,265	\$40,479,152
Entertainment (2009)	\$14,834,244	\$73,969,597	\$95,004,560
Food And Beverages (2009)	\$41,619,742	\$208,589,857	\$266,701,579
Furnishings And Equipment (2009)	\$11,493,653	\$57,112,027	\$73,602,161
Gifts (2009)	\$6,848,910	\$34,086,186	\$44,007,129
Health Care (2009)	\$16,949,631	\$84,195,738	\$107,464,530
Household Operations (2009)	\$9,242,713	\$46,027,445	\$59,410,596
Miscellaneous Expenses (2009)	\$4,554,002	\$22,698,938	\$29,039,793
Personal Care (2009)	\$3,912,508	\$19,568,495	\$25,053,248
Personal Insurance (2009)	\$2,649,640	\$13,233,010	\$17,081,350
Reading (2009)	\$882,667	\$4,389,494	\$5,626,881
Shelter (2009)	\$51,408,580	\$256,512,208	\$329,178,069
Tobacco (2009)	\$1,873,178	\$9,362,672	\$11,875,355
Transportation (2009)	\$53,757,015	\$268,173,178	\$343,795,179
Utilities (2009)	\$19,376,802	\$97,160,500	\$123,876,038

### Consumer Expenditure (per Household per Month)

Total Household Expenditure (2009)	\$3,697	\$3,591	\$3,688
<i>Total Non-Retail Expenditures (2009)</i>	\$2,119    57.3%	\$2,060    57.4%	\$2,117    57.4%
<i>Total Retail Expenditures (2009)</i>	\$1,578    42.7%	\$1,532    42.6%	\$1,572    42.6%
Apparel (2009)	\$176    4.8%	\$172    4.8%	\$177    4.8%
Contributions (2009)	\$132    3.6%	\$126    3.5%	\$131    3.6%
Education (2009)	\$85    2.3%	\$84    2.3%	\$87    2.4%
Entertainment (2009)	\$205    5.5%	\$199    5.5%	\$204    5.5%
Food And Beverages (2009)	\$574    15.5%	\$560    15.6%	\$573    15.5%
Furnishings And Equipment (2009)	\$159    4.3%	\$153    4.3%	\$158    4.3%
Gifts (2009)	\$95    2.6%	\$92    2.5%	\$95    2.6%
Health Care (2009)	\$234    6.3%	\$226    6.3%	\$231    6.3%
Household Operations (2009)	\$128    3.5%	\$124    3.4%	\$128    3.5%
Miscellaneous Expenses (2009)	\$63    1.7%	\$61    1.7%	\$62    1.7%
Personal Care (2009)	\$54    1.5%	\$53    1.5%	\$54    1.5%
Personal Insurance (2009)	\$37    1.0%	\$36    1.0%	\$37    1.0%
Reading (2009)	\$12    0.3%	\$12    0.3%	\$12    0.3%
Shelter (2009)	\$710    19.2%	\$689    19.2%	\$708    19.2%
Tobacco (2009)	\$26    0.7%	\$25    0.7%	\$26    0.7%
Transportation (2009)	\$742    20.1%	\$720    20.0%	\$739    20.0%
Utilities (2009)	\$267    7.2%	\$261    7.3%	\$266    7.2%

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