

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Population								
Estimated Population (2009)	48,239		96,673		115,839		187,784	
Census Population (1990)	39,149		73,518		88,472		150,295	
Census Population (2000)	44,314		85,010		101,932		169,650	
Projected Population (2014)	51,021		104,618		124,421		200,041	
Forecasted Population (2019)	54,730		115,476		136,874		216,942	
Historical Annual Change (1990-2000)	5,166	1.3%	11,492	1.6%	13,460	1.5%	19,355	1.3%
Historical Annual Change (2000-2009)	3,924	1.0%	11,663	1.5%	13,908	1.5%	18,134	1.2%
Projected Annual Change (2009-2014)	2,782	1.2%	7,945	1.6%	8,581	1.5%	12,257	1.3%
Est. Population Density (2009)	1,710.89	<i>psm</i>	1,232.84	<i>psm</i>	371.26	<i>psm</i>	152.74	<i>psm</i>
Trade Area Size	28.20	<i>sq mi</i>	78.42	<i>sq mi</i>	312.02	<i>sq mi</i>	1,229.40	<i>sq mi</i>
Households								
Estimated Households (2009)	18,707		37,825		45,040		73,162	
Census Households (1990)	14,854		29,152		34,877		59,597	
Census Households (2000)	17,283		33,867		40,390		67,075	
Projected Households (2014)	18,971		39,159		46,315		74,995	
Forecasted Households (2019)	29,493		60,880		72,003		116,498	
Historical Annual Change (1990-2000)	2,429	1.6%	4,715	1.6%	5,513	1.6%	7,478	1.3%
Projected Annual Change (2000-2014)	1,688	0.7%	5,293	1.1%	5,924	1.0%	7,920	0.8%
Average Household Income								
Est. Average Household Income (2009)	\$47,559		\$51,447		\$54,115		\$51,664	
Census Average Hhld Income (1990)	\$29,931		\$30,977		\$32,251		\$30,446	
Census Average Hhld Income (2000)	\$41,094		\$44,539		\$46,840		\$44,619	
Proj. Average Household Income (2014)	\$41,550		\$44,320		\$46,498		\$44,687	
Historical Annual Change (1990-2000)	\$11,163	3.7%	\$13,562	4.4%	\$14,589	4.5%	\$14,172	4.7%
Projected Annual Change (2000-2014)	\$456	0.1%	-\$218	0.0%	-\$342	-0.1%	\$68	0.0%
Median Household Income								
Est. Median Household Income (2009)	\$39,677		\$43,798		\$45,770		\$43,264	
Census Median Hhld Income (1990)	\$22,058		\$23,433		\$24,660		\$23,830	
Census Median Hhld Income (2000)	\$31,139		\$34,363		\$36,044		\$34,294	
Proj. Median Household Income (2014)	\$43,634		\$47,300		\$49,314		\$46,451	
Historical Annual Change (1990-2000)	\$9,082	4.1%	\$10,929	4.7%	\$11,384	4.6%	\$10,464	4.4%
Projected Annual Change (2000-2014)	\$12,495	2.9%	\$12,938	2.7%	\$13,270	2.6%	\$12,157	2.5%
Per Capita Income								
Est. Per Capita Income (2009)	\$18,930		\$20,621		\$21,469		\$20,542	
Census Per Capita Income (1990)	\$11,357		\$12,283		\$12,714		\$12,073	
Census Per Capita Income (2000)	\$15,850		\$17,590		\$18,417		\$17,549	
Proj. Per Capita Income (2014)	\$15,907		\$17,041		\$17,705		\$17,139	
Historical Annual Change (1990-2000)	\$4,493	4.0%	\$5,307	4.3%	\$5,703	4.5%	\$5,476	4.5%
Projected Annual Change (2000-2014)	\$57	0.0%	-\$549	-0.2%	-\$711	-0.3%	-\$410	-0.2%
Other Income								
Est. Median Disposable Income (2009)	\$34,180		\$37,354		\$38,855		\$37,035	
Proj. Median Disposable Income (2014)	\$37,058		\$39,925		\$41,446		\$39,395	
Est. Average Household Net Worth (2009)	\$343,828		\$372,025		\$396,474		\$390,396	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Household Income Distribution (2009)								
HH Income \$200,000 or More	486	2.6%	981	2.6%	1,296	2.9%	1,861	2.5%
HH Income \$150,000 to 199,999	389	2.1%	883	2.3%	1,146	2.5%	1,573	2.1%
HH Income \$125,000 to 149,999	459	2.5%	1,111	2.9%	1,420	3.2%	2,013	2.8%
HH Income \$100,000 to 124,999	996	5.3%	2,266	6.0%	2,842	6.3%	4,033	5.5%
HH Income \$75,000 to 99,999	1,712	9.2%	3,829	10.1%	4,778	10.6%	7,365	10.1%
HH Income \$50,000 to 74,999	2,915	15.6%	6,745	17.8%	8,246	18.3%	13,376	18.3%
HH Income \$35,000 to 49,999	2,475	13.2%	5,277	14.0%	6,317	14.0%	10,805	14.8%
HH Income \$25,000 to 34,999	2,436	13.0%	4,549	12.0%	5,343	11.9%	8,943	12.2%
HH Income \$15,000 to 24,999	2,775	14.8%	5,311	14.0%	6,054	13.4%	10,893	14.9%
HH Income \$10,000 to 14,999	1,353	7.2%	2,494	6.6%	2,772	6.2%	4,765	6.5%
HH Income \$0 to 9,999	2,711	14.5%	4,379	11.6%	4,825	10.7%	7,536	10.3%
HH Income \$35,000+	9,433	50.4%	21,091	55.8%	26,045	57.8%	41,025	56.1%
HH Income \$50,000+	6,958	37.2%	15,814	41.8%	19,728	43.8%	30,221	41.3%
HH Income \$75,000+	4,042	21.6%	9,069	24.0%	11,482	25.5%	16,844	23.0%
Race & Ethnicity (2009)								
Total Population	48,239		96,673		115,839		187,784	
White	37,674	78.1%	77,159	79.8%	93,695	80.9%	155,648	82.9%
Black or African American	1,253	2.6%	2,203	2.3%	2,397	2.1%	3,334	1.8%
American Indian & Alaska Native	678	1.4%	1,193	1.2%	1,437	1.2%	2,699	1.4%
Asian	2,452	5.1%	4,162	4.3%	4,532	3.9%	6,898	3.7%
Hawaiian & Pacific Islander	121	0.3%	228	0.2%	256	0.2%	404	0.2%
Other Race	3,494	7.2%	6,545	6.8%	7,457	6.4%	9,489	5.1%
Two or More Races	2,566	5.3%	5,183	5.4%	6,066	5.2%	9,312	5.0%
Not Hispanic or Latino Population	41,322	85.7%	83,781	86.7%	101,054	87.2%	163,906	87.3%
<i>Non Hispanic: White</i>	35,142	85.0%	72,517	86.6%	88,268	87.3%	144,083	87.9%
<i>Non Hispanic: Black or African American</i>	1,194	2.9%	2,100	2.5%	2,280	2.3%	3,123	1.9%
<i>Non Hispanic: Amer Indian & AK Native</i>	545	1.3%	956	1.1%	1,169	1.2%	2,171	1.3%
<i>Non Hispanic: Asian</i>	2,411	5.8%	4,081	4.9%	4,439	4.4%	6,717	4.1%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	118	0.3%	209	0.2%	236	0.2%	374	0.2%
<i>Non Hispanic: Other Race</i>	132	0.3%	288	0.3%	365	0.4%	533	0.3%
<i>Non Hispanic: Two or More Races</i>	1,781	4.3%	3,630	4.3%	4,297	4.3%	6,905	4.2%
Hispanic or Latino Population	6,917	14.3%	12,892	13.3%	14,786	12.8%	23,878	12.7%
<i>Hispanic: White</i>	2,531	36.6%	4,642	36.0%	5,427	36.7%	11,565	48.4%
<i>Hispanic: Black or African American</i>	59	0.9%	103	0.8%	117	0.8%	211	0.9%
<i>Hispanic: American Indian & Alaska Native</i>	133	1.9%	237	1.8%	268	1.8%	528	2.2%
<i>Hispanic: Asian</i>	42	0.6%	81	0.6%	93	0.6%	181	0.8%
<i>Hispanic: Hawaiian & Pacific Islander</i>	3	0.0%	19	0.1%	20	0.1%	30	0.1%
<i>Hispanic: Other Race</i>	3,362	48.6%	6,257	48.5%	7,091	48.0%	8,956	37.5%
<i>Hispanic: Two or More Races</i>	786	11.4%	1,554	12.1%	1,769	12.0%	2,407	10.1%
Not of Hispanic Origin Population (1990)	35,510	90.7%	67,818	92.2%	81,888	92.6%	138,512	92.2%
Hispanic Origin Population (1990)	3,639	9.3%	5,700	7.8%	6,584	7.4%	11,784	7.8%
Not Hispanic or Latino Population (2000)	38,757	87.5%	75,250	88.5%	90,757	89.0%	151,209	89.1%
Hispanic or Latino Population (2000)	5,557	12.5%	9,760	11.5%	11,174	11.0%	18,441	10.9%
Not Hispanic or Latino Population 5yr (2014)	44,201	86.6%	91,548	87.5%	109,496	88.0%	175,584	87.8%
Hispanic or Latino Population 5yr (2014)	6,820	13.4%	13,070	12.5%	14,925	12.0%	24,457	12.2%
Historical Annual Change (1990-2000)	1,918	5.3%	4,061	7.1%	4,590	7.0%	6,657	5.6%
Projected Annual Change (2000-2014)	1,263	1.6%	3,310	2.4%	3,751	2.4%	6,016	2.3%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California

3.00 mi radius 5.00 mi radius 10.00 mi radius 20.00 mi radius

Age Distribution (2009)

Total Population	48,239		96,673		115,839		187,784	
Age 0 to 4 yrs	2,829	5.9%	6,114	6.3%	7,354	6.3%	11,911	6.3%
Age 5 to 9 yrs	2,195	4.6%	4,658	4.8%	5,714	4.9%	9,818	5.2%
Age 10 to 14 yrs	2,193	4.5%	4,687	4.8%	5,919	5.1%	10,270	5.5%
Age 15 to 19 yrs	4,173	8.7%	7,692	8.0%	9,097	7.9%	14,039	7.5%
Age 20 to 24 yrs	9,760	20.2%	15,808	16.4%	16,814	14.5%	20,935	11.1%
Age 25 to 29 yrs	6,144	12.7%	11,560	12.0%	13,013	11.2%	18,058	9.6%
Age 30 to 34 yrs	3,324	6.9%	6,914	7.2%	8,089	7.0%	12,315	6.6%
Age 35 to 39 yrs	2,317	4.8%	4,972	5.1%	6,168	5.3%	10,109	5.4%
Age 40 to 44 yrs	2,300	4.8%	5,069	5.2%	6,408	5.5%	10,659	5.7%
Age 45 to 49 yrs	2,454	5.1%	5,489	5.7%	7,038	6.1%	11,752	6.3%
Age 50 to 54 yrs	2,500	5.2%	5,404	5.6%	7,038	6.1%	11,909	6.3%
Age 55 to 59 yrs	1,964	4.1%	4,462	4.6%	5,755	5.0%	10,540	5.6%
Age 60 to 64 yrs	1,483	3.1%	3,401	3.5%	4,437	3.8%	8,841	4.7%
Age 65 to 69 yrs	1,158	2.4%	2,518	2.6%	3,328	2.9%	6,955	3.7%
Age 70 to 74 yrs	920	1.9%	2,110	2.2%	2,641	2.3%	5,597	3.0%
Age 75 to 79 yrs	815	1.7%	1,843	1.9%	2,335	2.0%	5,018	2.7%
Age 80 to 84 yrs	790	1.6%	1,734	1.8%	2,092	1.8%	4,176	2.2%
Age 85 yrs plus	921	1.9%	2,239	2.3%	2,601	2.2%	4,882	2.6%
Median Age	30.1	yrs	31.6	yrs	32.8	yrs	35.6	yrs
Age 19 yrs or less	11,390	23.6%	23,151	23.9%	28,084	24.2%	46,038	24.5%
Age 20 to 64 years	32,245	66.8%	63,078	65.2%	74,759	64.5%	115,119	61.3%
Age 65 years Plus	4,603	9.5%	10,444	10.8%	12,996	11.2%	26,627	14.2%

Female Age Distribution (2009)

Female Population	23,656	49.0%	48,184	49.8%	57,681	49.8%	94,006	50.1%
Age 0 to 4 yrs	1,319	5.6%	2,817	5.8%	3,389	5.9%	5,536	5.9%
Age 5 to 9 yrs	1,126	4.8%	2,438	5.1%	2,973	5.2%	5,050	5.4%
Age 10 to 14 yrs	1,006	4.3%	2,177	4.5%	2,749	4.8%	4,807	5.1%
Age 15 to 19 yrs	1,944	8.2%	3,544	7.4%	4,158	7.2%	6,348	6.8%
Age 20 to 24 yrs	4,652	19.7%	7,697	16.0%	8,196	14.2%	10,146	10.8%
Age 25 to 29 yrs	2,700	11.4%	5,281	11.0%	6,002	10.4%	8,571	9.1%
Age 30 to 34 yrs	1,519	6.4%	3,162	6.6%	3,726	6.5%	5,781	6.1%
Age 35 to 39 yrs	1,142	4.8%	2,431	5.0%	3,041	5.3%	4,974	5.3%
Age 40 to 44 yrs	1,123	4.7%	2,530	5.3%	3,206	5.6%	5,285	5.6%
Age 45 to 49 yrs	1,248	5.3%	2,828	5.9%	3,627	6.3%	5,960	6.3%
Age 50 to 54 yrs	1,280	5.4%	2,794	5.8%	3,602	6.2%	6,111	6.5%
Age 55 to 59 yrs	1,079	4.6%	2,423	5.0%	3,082	5.3%	5,684	6.0%
Age 60 to 64 yrs	758	3.2%	1,769	3.7%	2,264	3.9%	4,484	4.8%
Age 65 to 69 yrs	675	2.9%	1,443	3.0%	1,867	3.2%	3,740	4.0%
Age 70 to 74 yrs	517	2.2%	1,224	2.5%	1,511	2.6%	3,173	3.4%
Age 75 to 79 yrs	478	2.0%	1,079	2.2%	1,345	2.3%	2,806	3.0%
Age 80 to 84 yrs	469	2.0%	1,019	2.1%	1,191	2.1%	2,344	2.5%
Age 85 yrs plus	620	2.6%	1,527	3.2%	1,751	3.0%	3,205	3.4%
Female Median Age	31.4	yrs	33.2	yrs	34.3	yrs	37.2	yrs
Age 19 yrs or less	5,396	22.8%	10,977	22.8%	13,269	23.0%	21,741	23.1%
Age 20 to 64 years	15,501	65.5%	30,916	64.2%	36,747	63.7%	56,997	60.6%
Age 65 years Plus	2,759	11.7%	6,292	13.1%	7,665	13.3%	15,268	16.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Male Age Distribution (2009)								
Male Population	24,582	51.0%	48,489	50.2%	58,159	50.2%	93,778	49.9%
Age 0 to 4 yrs	1,509	6.1%	3,296	6.8%	3,965	6.8%	6,375	6.8%
Age 5 to 9 yrs	1,069	4.3%	2,221	4.6%	2,741	4.7%	4,768	5.1%
Age 10 to 14 yrs	1,187	4.8%	2,509	5.2%	3,171	5.5%	5,462	5.8%
Age 15 to 19 yrs	2,229	9.1%	4,148	8.6%	4,939	8.5%	7,691	8.2%
Age 20 to 24 yrs	5,108	20.8%	8,110	16.7%	8,617	14.8%	10,788	11.5%
Age 25 to 29 yrs	3,444	14.0%	6,279	12.9%	7,010	12.1%	9,487	10.1%
Age 30 to 34 yrs	1,805	7.3%	3,752	7.7%	4,364	7.5%	6,534	7.0%
Age 35 to 39 yrs	1,175	4.8%	2,540	5.2%	3,127	5.4%	5,135	5.5%
Age 40 to 44 yrs	1,178	4.8%	2,538	5.2%	3,202	5.5%	5,375	5.7%
Age 45 to 49 yrs	1,206	4.9%	2,661	5.5%	3,410	5.9%	5,792	6.2%
Age 50 to 54 yrs	1,219	5.0%	2,610	5.4%	3,436	5.9%	5,798	6.2%
Age 55 to 59 yrs	884	3.6%	2,039	4.2%	2,673	4.6%	4,856	5.2%
Age 60 to 64 yrs	724	2.9%	1,632	3.4%	2,173	3.7%	4,357	4.6%
Age 65 to 69 yrs	483	2.0%	1,075	2.2%	1,461	2.5%	3,214	3.4%
Age 70 to 74 yrs	402	1.6%	886	1.8%	1,130	1.9%	2,424	2.6%
Age 75 to 79 yrs	337	1.4%	764	1.6%	990	1.7%	2,212	2.4%
Age 80 to 84 yrs	321	1.3%	715	1.5%	900	1.5%	1,832	2.0%
Age 85 yrs plus	301	1.2%	711	1.5%	850	1.5%	1,677	1.8%
Male Median Age	28.9 yrs		30.1 yrs		31.4 yrs		34.1 yrs	
Age 19 yrs or less	5,994	24.4%	12,175	25.1%	14,815	25.5%	24,296	25.9%
Age 20 to 64 years	16,744	68.1%	32,162	66.3%	38,012	65.4%	58,122	62.0%
Age 65 years Plus	1,844	7.5%	4,152	8.6%	5,331	9.2%	11,359	12.1%
Males per 100 Females, Male % Pop (2009)								
Overall Comparison	104		101		101		100	
Age 0 to 4 yrs	114	53.4%	117	53.9%	117	53.9%	115	53.5%
Age 5 to 9 yrs	95	48.7%	91	47.7%	92	48.0%	94	48.6%
Age 10 to 14 yrs	118	54.1%	115	53.5%	115	53.6%	114	53.2%
Age 15 to 19 yrs	115	53.4%	117	53.9%	119	54.3%	121	54.8%
Age 20 to 24 yrs	110	52.3%	105	51.3%	105	51.3%	106	51.5%
Age 25 to 29 yrs	128	56.1%	119	54.3%	117	53.9%	111	52.5%
Age 30 to 34 yrs	119	54.3%	119	54.3%	117	53.9%	113	53.1%
Age 35 to 39 yrs	103	50.7%	104	51.1%	103	50.7%	103	50.8%
Age 40 to 44 yrs	105	51.2%	100	50.1%	100	50.0%	102	50.4%
Age 45 to 49 yrs	97	49.2%	94	48.5%	94	48.5%	97	49.3%
Age 50 to 54 yrs	95	48.8%	93	48.3%	95	48.8%	95	48.7%
Age 55 to 59 yrs	82	45.0%	84	45.7%	87	46.4%	85	46.1%
Age 60 to 64 yrs	96	48.8%	92	48.0%	96	49.0%	97	49.3%
Age 65 to 69 yrs	72	41.7%	75	42.7%	78	43.9%	86	46.2%
Age 70 to 74 yrs	78	43.7%	72	42.0%	75	42.8%	76	43.3%
Age 75 to 79 yrs	71	41.4%	71	41.5%	74	42.4%	79	44.1%
Age 80 to 84 yrs	68	40.6%	70	41.3%	76	43.0%	78	43.9%
Age 85 yrs plus	49	32.7%	47	31.8%	49	32.7%	52	34.4%
Age 19 yrs or less	111	52.6%	111	52.6%	112	52.8%	112	52.8%
Age 20 to 39 yrs	115	53.5%	111	52.7%	110	52.4%	108	52.0%
Age 40 to 64 yrs	95	48.7%	93	48.2%	94	48.6%	95	48.7%
Age 65 years Plus	67	40.1%	66	39.8%	70	41.0%	74	42.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Household Type (2009)								
Total Households	18,707		37,825		45,040		73,162	
Households with Children	5,072	27.1%	11,116	29.4%	13,744	30.5%	22,902	31.3%
Average Household Size	2.49		2.50		2.52		2.52	
Est. Household Density	663.50	psm	482.37	psm	144.35	psm	59.51	psm
Population Family	28,962	60.0%	63,968	66.2%	80,134	69.2%	138,141	73.6%
Population Non-Family	17,607	36.5%	30,489	31.5%	33,404	28.8%	46,176	24.6%
Population Group Qtrs	1,670	3.5%	2,216	2.3%	2,302	2.0%	3,467	1.8%
Family Households	9,110	48.7%	20,181	53.4%	25,267	56.1%	44,035	60.2%
<i>Married Couple Hhlds</i>	6,126	67.2%	14,129	70.0%	18,132	71.8%	31,952	72.6%
<i>Other Family Hhlds</i>	2,984	32.8%	6,051	30.0%	7,135	28.2%	12,083	27.4%
Family Households With Children	5,033	55.2%	11,052	54.8%	13,669	54.1%	22,750	51.7%
<i>Married Couple With Children</i>	3,098	61.6%	7,156	64.8%	9,085	66.5%	14,911	65.5%
<i>Other Family Hhlds With Children</i>	1,935	38.4%	3,895	35.2%	4,584	33.5%	7,840	34.5%
Family Households No Children	4,077	44.8%	9,129	45.2%	11,599	45.9%	21,285	48.3%
<i>Married Couple No Children</i>	3,027	74.3%	6,973	76.4%	9,047	78.0%	17,042	80.1%
<i>Other Family Households No Childrer</i>	1,049	25.7%	2,156	23.6%	2,552	22.0%	4,243	19.9%
Average Family Household Size	3.18		3.17		3.17		3.14	
Average Family Income	\$63,250		\$66,319		\$68,110		\$62,027	
Median Family Income	\$55,059		\$57,952		\$59,310		\$54,115	
Non-Family Households	9,598	51.3%	17,645	46.6%	19,773	43.9%	29,126	39.8%
Non-Family Hhlds With Children	39	0.4%	64	0.4%	76	0.4%	152	0.5%
Non-Family Hhld No Children	9,559	99.6%	17,581	99.6%	19,697	99.6%	28,974	99.5%
<i>N-F Hhld Lone Person No Children</i>	5,581	58.2%	11,011	62.4%	12,672	64.1%	20,516	70.4%
Lone Male Householder	2,475	44.3%	4,683	42.5%	5,464	43.1%	8,568	41.8%
Lone Female Householder	3,107	55.7%	6,328	57.5%	7,209	56.9%	11,948	58.2%
<i>N-F Hhld 2+ Persons No Children</i>	3,977	41.4%	6,570	37.2%	7,025	35.5%	8,458	29.0%
Average Non-Family Hhld Size	1.83		1.73		1.69		1.59	
Marital Status (2009)								
(15 Years or Older)	40,868		81,040		96,720		155,723	
Never Married	19,117	46.8%	32,206	39.7%	35,621	36.8%	47,844	30.7%
Now Married	14,171	34.7%	32,865	40.6%	42,080	43.5%	73,213	47.0%
Previously Married	7,579	18.5%	15,969	19.7%	19,018	19.7%	34,666	22.3%
<i>Separated</i>	1,573	20.8%	3,034	19.0%	3,559	18.7%	6,209	17.9%
<i>Widowed</i>	2,019	26.6%	4,400	27.5%	5,235	27.5%	10,620	30.6%
<i>Divorced</i>	3,987	52.6%	8,535	53.4%	10,224	53.8%	17,837	51.5%
Educational Attainment (2009)								
Adult Population (25 Years or Older)	27,088		57,714		70,941		120,812	
Elementary (0 to 8)	1,611	5.9%	2,847	4.9%	3,362	4.7%	6,691	5.5%
Some High School (9 to 11)	1,884	7.0%	4,149	7.2%	5,123	7.2%	11,640	9.6%
High School Graduate (12)	4,197	15.5%	9,530	16.5%	12,188	17.2%	25,349	21.0%
Some College (13 to 16)	6,959	25.7%	15,587	27.0%	19,310	27.2%	33,179	27.5%
Associate Degree Only	2,719	10.0%	6,003	10.4%	7,340	10.3%	11,811	9.8%
Bachelor Degree Only	6,642	24.5%	13,472	23.3%	16,203	22.8%	22,195	18.4%
Graduate Degree	3,077	11.4%	6,126	10.6%	7,416	10.5%	9,946	8.2%
Any College + (Some College or higher	19,396	71.6%	41,188	71.4%	50,269	70.9%	77,131	63.8%
College Degree + (Bachelor Degree or higher	9,719	35.9%	19,598	34.0%	23,619	33.3%	32,141	26.6%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Housing (2009)								
Total Housing Units	20,250		40,976		48,939		80,886	
Housing Units, Occupied	18,707	92.4%	37,825	92.3%	45,040	92.0%	73,162	90.5%
<i>Housing Units, Owner-Occupied</i>	7,225	38.6%	16,793	44.4%	21,851	48.5%	39,896	54.5%
<i>Housing Units, Renter-Occupied</i>	11,483	61.4%	21,032	55.6%	23,189	51.5%	33,266	45.5%
Housing Units, Vacant	1,542	7.6%	3,151	7.7%	3,899	8.0%	7,724	9.5%
Total Housing Units (2000)	17,921		35,139		42,035		71,219	
Historical Annual Change (2000-2009)	2,329	1.4%	5,837	1.8%	6,905	1.8%	9,666	1.5%
Household Size (2009)								
Total Households	18,707		37,825		45,040		73,162	
1 Person Household	5,581	29.8%	11,011	29.1%	12,672	28.1%	20,516	28.0%
2 Person Households	5,807	31.0%	12,012	31.8%	14,532	32.3%	24,543	33.5%
3 Person Households	2,868	15.3%	5,655	15.0%	6,676	14.8%	10,420	14.2%
4 Person Households	2,778	14.9%	5,735	15.2%	6,930	15.4%	10,428	14.3%
5 Person Households	1,005	5.4%	2,114	5.6%	2,630	5.8%	4,351	5.9%
6 Person Households	378	2.0%	747	2.0%	935	2.1%	1,658	2.3%
7+ Person Households	290	1.5%	550	1.5%	664	1.5%	1,245	1.7%
Household Stability (2009)								
Total Households	18,707		37,825		45,040		73,162	
In current residence < 1 year	4,493	24.0%	8,442	22.3%	9,529	21.2%	13,404	18.3%
In current residence 1-2 years	5,678	30.4%	11,256	29.8%	13,029	28.9%	20,114	27.5%
In current residence 3-5 years	2,897	15.5%	6,020	15.9%	7,347	16.3%	12,332	16.9%
In current residence 6-10 years	2,476	13.2%	5,263	13.9%	6,562	14.6%	11,424	15.6%
In current residence > 10 years	3,164	16.9%	6,845	18.1%	8,572	19.0%	15,887	21.7%
Turnover (% Annual Residential Turnover)	24.0%		22.3%		21.2%		18.3%	
Stability (% In Current Residence 5+ Years)	30.1%		32.0%		33.6%		37.3%	
Median Years in Residence	3.1 yrs		3.2 yrs		3.4 yrs		3.8 yrs	
Household Vehicles (2009)								
Total Vehicles Available	37,581		75,041		90,076		142,411	
Household: 0 Vehicles Available	1,476	7.9%	2,636	7.0%	2,895	6.4%	4,644	6.3%
Household: 1 Vehicles Available	6,555	35.0%	13,173	34.8%	15,228	33.8%	24,868	34.0%
Household: 2 Vehicles Available	6,562	35.1%	13,869	36.7%	16,651	37.0%	27,031	36.9%
Household: 3+ Vehicles Available	4,114	22.0%	8,147	21.5%	10,265	22.8%	16,619	22.7%
Average Per Household	2.0	<i>Vehicles</i>	2.0	<i>Vehicles</i>	2.0	<i>Vehicles</i>	1.9	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	14,998	-	35,498	-	47,159	52.4%	84,543	59.4%
<i>Average Per Owner Household</i>	2.1	<i>Vehicles</i>	2.1	<i>Vehicles</i>	2.2	<i>Vehicles</i>	2.1	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	22,583	-	39,543	-	42,917	47.6%	57,868	40.6%
<i>Average Per Renter Household</i>	2.0	<i>Vehicles</i>	1.9	<i>Vehicles</i>	1.9	<i>Vehicles</i>	1.7	<i>Vehicles</i>
Travel Time (2000)								
Worker Base (16 Years or Older)	20,501		39,852		47,440		71,618	
Travel to Work in 14 Minutes or Less	12,181	59.4%	22,910	57.5%	25,681	54.1%	34,089	47.6%
Travel to Work in 15 to 29 Minutes	4,806	23.4%	9,603	24.1%	12,406	26.2%	19,938	27.8%
Travel to Work in 30 to 59 Minutes	1,898	9.3%	4,170	10.5%	5,490	11.6%	11,159	15.6%
Travel to Work in 60 Minutes or More	758	3.7%	1,589	4.0%	1,916	4.0%	3,182	4.4%
Work at Home	857	4.2%	1,580	4.0%	1,947	4.1%	3,250	4.5%
Average Travel Time to Work	15.8 mins		16.6 mins		17.1 mins		18.6 mins	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Transportation To Work (2000)								
Work Base	20,501		39,852		47,440		71,618	
Drive to Work Alone	13,825	67.4%	28,867	72.4%	34,834	73.4%	52,921	73.9%
Drive to Work in Carpool	2,485	12.1%	4,722	11.8%	5,697	12.0%	9,263	12.9%
Travel to Work - Public Transportation	374	1.8%	649	1.6%	664	1.4%	857	1.2%
Drive to Work on Motorcycle	38	0.2%	94	0.2%	114	0.2%	154	0.2%
Bicycle to Work	1,368	6.7%	1,861	4.7%	1,916	4.0%	2,054	2.9%
Walk to Work	1,387	6.8%	1,738	4.4%	1,873	3.9%	2,522	3.5%
Other Means	167	0.8%	341	0.9%	395	0.8%	596	0.8%
Work at Home	857	4.2%	1,580	4.0%	1,947	4.1%	3,250	4.5%
Daytime Demos (2009)								
Total Number of Businesses	2,921		5,179		6,153		8,904	
Total Number of Employees	30,234		51,522		58,913		81,759	
Company Headqtrs: Businesses	8	0.3%	13	0.2%	16	0.3%	20	0.2%
Company Headqtrs: Employees	2,409	8.0%	2,753	5.3%	3,004	5.1%	3,908	4.8%
Employee Population per Business	10.3 to 1		9.9 to 1		9.6 to 1		9.2 to 1	
Residential Population per Business	16.5 to 1		18.7 to 1		18.8 to 1		21.1 to 1	
Est. Adj. Daytime Demographics (Age16+)	47,782		84,788		98,650		153,071	
Labor Force (2009)								
Labor: Population Age 16+	40,286		79,743		95,096		152,986	
Unemployment Rate	7.9%		6.4%		6.1%		6.5%	
Labor Force Total: Males	20,438	50.7%	39,693	49.8%	47,353	49.8%	75,666	49.5%
<i>Male civilian employec</i>	12,017	58.8%	24,325	61.3%	29,027	61.3%	42,977	56.8%
<i>Male civilian unemployec</i>	1,756	8.6%	2,803	7.1%	3,220	6.8%	5,428	7.2%
<i>Males in Armed Forces</i>	13	0.1%	25	0.1%	30	0.1%	36	0.0%
<i>Males not in labor force</i>	6,653	32.6%	12,540	31.6%	15,076	31.8%	27,225	36.0%
Labor Force Total: Females	19,847	49.3%	40,049	50.2%	47,743	50.2%	77,319	50.5%
<i>Female civilian employec</i>	10,708	54.0%	22,126	55.2%	26,302	55.1%	38,661	50.0%
<i>Female civilian unemployec</i>	1,438	7.2%	2,265	5.7%	2,606	5.5%	4,562	5.9%
<i>Females in Armed Forces</i>	0	-	0	-	0	-	0	-
<i>Females not in labor force</i>	7,702	38.8%	15,658	39.1%	18,835	39.5%	34,097	44.1%
Employment Force Change (2000-2009)	2,293		6,726		8,034		10,189	
Male Change (2000-2009)	1,342		3,719		4,451		5,725	
Female Change (2000-2009)	952		3,006		3,583		4,464	
Occupation (2000)								
Occupation: Population Age 16+	20,432		39,726		47,294		71,448	
<i>Occupation Total: Males</i>	10,675	52.2%	20,606	51.9%	24,576	52.0%	37,251	52.1%
<i>Occupation Total: Females</i>	9,756	47.8%	19,120	48.1%	22,718	48.0%	34,196	47.9%
Mgmt, Business, & Financial Operations	2,228	10.9%	4,620	11.6%	5,713	12.1%	8,349	11.7%
Professional and Related	4,818	23.6%	9,146	23.0%	10,901	23.0%	15,100	21.1%
Service	4,183	20.5%	7,467	18.8%	8,565	18.1%	13,307	18.6%
Sales and Office	5,650	27.7%	11,186	28.2%	13,061	27.6%	19,082	26.7%
Farming, Fishing, and Forestry	286	1.4%	545	1.4%	668	1.4%	1,509	2.1%
Construction, Extraction, & Maintenance	1,324	6.5%	2,851	7.2%	3,526	7.5%	6,166	8.6%
Production, Transport, & Material Moving	1,944	9.5%	3,911	9.8%	4,860	10.3%	7,935	11.1%
<i>White Collar</i>	62.1%		62.8%		62.7%		59.5%	
<i>Blue Collar</i>	37.9%		37.2%		37.3%		40.5%	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Units In Structure (2000)								
Total Units	17,921		35,139		42,035		71,219	
1 Detached Unit	9,343	52.1%	18,704	53.2%	23,697	56.4%	41,833	58.7%
1 Attached Unit	733	4.1%	1,402	4.0%	1,574	3.7%	2,162	3.0%
2 Units	924	5.2%	1,557	4.4%	1,682	4.0%	2,299	3.2%
3 to 4 Units	1,914	10.7%	3,867	11.0%	4,105	9.8%	5,141	7.2%
5 to 9 Units	1,537	8.6%	2,306	6.6%	2,344	5.6%	2,834	4.0%
10 to 19 Units	917	5.1%	1,514	4.3%	1,548	3.7%	1,834	2.6%
20 to 49 Units	789	4.4%	1,482	4.2%	1,611	3.8%	1,881	2.6%
50 or more Units	1,098	6.1%	2,275	6.5%	2,344	5.6%	2,779	3.9%
Mobile Home or Trailer	649	3.6%	1,949	5.5%	3,028	7.2%	10,153	14.3%
Other Structure	17	0.1%	84	0.2%	101	0.2%	303	0.4%
Homes Built By Year (2000)								
Homes Built 1999 to 2000	277	1.5%	682	1.9%	967	2.3%	1,285	1.8%
Homes Built 1995 to 1998	888	5.0%	1,907	5.4%	2,337	5.6%	3,423	4.8%
Homes Built 1990 to 1994	2,031	11.3%	4,063	11.6%	4,818	11.5%	7,259	10.2%
Homes Built 1980 to 1989	2,611	14.6%	6,910	19.7%	8,335	19.8%	13,283	18.7%
Homes Built 1970 to 1979	3,586	20.0%	7,762	22.1%	9,532	22.7%	17,563	24.7%
Homes Built 1960 to 1969	2,173	12.1%	4,474	12.7%	5,446	13.0%	9,975	14.0%
Homes Built 1950 to 1959	2,397	13.4%	4,102	11.7%	4,731	11.3%	8,092	11.4%
Homes Built 1940 to 1949	1,430	8.0%	2,098	6.0%	2,415	5.7%	4,583	6.4%
Homes Built Before 1939	2,528	14.1%	3,140	8.9%	3,453	8.2%	5,756	8.1%
Median Age of Homes	32.0 yrs		27.5 yrs		26.8 yrs		27.6 yrs	
Home Values (2000)								
Owner Specified Housing Units	6,061		13,245		16,851		28,490	
Home Values \$1,000,000 or More	0	-	10	0.1%	14	0.1%	20	0.1%
Home Values \$750,000 or \$999,999	2	0.0%	10	0.1%	14	0.1%	20	0.1%
Home Values \$500,000 or \$749,999	25	0.4%	69	0.5%	115	0.7%	147	0.5%
Home Values \$400,000 to \$499,999	75	1.2%	125	0.9%	193	1.1%	285	1.0%
Home Values \$300,000 to \$399,999	152	2.5%	418	3.2%	644	3.8%	849	3.0%
Home Values \$250,000 to \$299,999	256	4.2%	596	4.5%	873	5.2%	1,320	4.6%
Home Values \$200,000 to \$249,999	449	7.4%	1,060	8.0%	1,505	8.9%	2,219	7.8%
Home Values \$175,000 to \$199,999	529	8.7%	1,167	8.8%	1,482	8.8%	2,031	7.1%
Home Values \$150,000 to \$174,999	788	13.0%	1,895	14.3%	2,415	14.3%	3,686	12.9%
Home Values \$125,000 to \$149,999	1,353	22.3%	3,263	24.6%	3,990	23.7%	5,712	20.1%
Home Values \$100,000 to \$124,999	1,202	19.8%	2,797	21.1%	3,323	19.7%	5,405	19.0%
Home Values \$90,000 to \$99,999	372	6.1%	685	5.2%	820	4.9%	2,043	7.2%
Home Values \$80,000 to \$89,999	317	5.2%	446	3.4%	543	3.2%	1,779	6.2%
Home Values \$70,000 to \$79,999	226	3.7%	303	2.3%	406	2.4%	1,225	4.3%
Home Values \$60,000 to \$69,999	127	2.1%	158	1.2%	201	1.2%	645	2.3%
Home Values \$50,000 to \$59,999	68	1.1%	81	0.6%	114	0.7%	510	1.8%
Home Values \$35,000 to \$49,999	70	1.2%	78	0.6%	90	0.5%	296	1.0%
Home Values \$25,000 to \$34,999	30	0.5%	40	0.3%	43	0.3%	102	0.4%
Home Values \$10,000 to \$24,999	15	0.3%	36	0.3%	52	0.3%	153	0.5%
Home Values \$0 to \$9,999	3	0.0%	9	0.1%	16	0.1%	43	0.2%
Owner Occupied Median Home Value	\$140,609		\$146,188		\$149,314		\$137,945	
Renter Occupied Median Rent	\$506		\$513		\$508		\$465	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.71475/-121.80712

October 2009

RF9

Whitman Ave & E Park Ave Chico, California	3.00 mi radius	5.00 mi radius	10.00 mi radius	20.00 mi radius
Consumer Expenditure (Annual Total)				
Total Household Expenditure (2009)	\$788,021,242	\$1,676,864,603	\$2,063,752,279	\$3,250,600,889
<i>Total Non-Retail Expenditures (2009)</i>	\$451,648,623	\$962,342,353	\$1,185,213,691	\$1,864,328,311
<i>Total Retail Expenditures (2009)</i>	\$336,372,620	\$714,522,249	\$878,538,585	\$1,386,272,577
Apparel (2009)	\$37,831,852	\$80,373,230	\$98,865,011	\$155,362,125
Contributions (2009)	\$27,754,643	\$59,538,100	\$74,024,083	\$115,768,694
Education (2009)	\$18,730,675	\$39,618,878	\$48,870,569	\$75,139,359
Entertainment (2009)	\$43,457,261	\$92,839,088	\$114,516,223	\$180,176,444
Food And Beverages (2009)	\$123,140,052	\$260,749,760	\$319,882,619	\$505,574,191
Furnishings And Equipment (2009)	\$33,483,360	\$71,961,658	\$89,058,603	\$139,402,126
Gifts (2009)	\$20,096,485	\$43,012,082	\$53,257,287	\$83,094,719
Health Care (2009)	\$49,742,694	\$105,074,691	\$128,689,321	\$204,961,767
Household Operations (2009)	\$27,002,664	\$58,053,300	\$71,985,617	\$112,391,401
Miscellaneous Expenses (2009)	\$13,389,174	\$28,384,535	\$34,814,979	\$55,025,194
Personal Care (2009)	\$11,535,114	\$24,497,542	\$30,095,898	\$47,396,843
Personal Insurance (2009)	\$7,790,814	\$16,693,797	\$20,682,750	\$32,248,189
Reading (2009)	\$2,583,615	\$5,501,917	\$6,767,478	\$10,650,875
Shelter (2009)	\$151,108,132	\$321,782,134	\$396,406,328	\$624,392,714
Tobacco (2009)	\$5,556,425	\$11,610,250	\$14,117,765	\$22,661,312
Transportation (2009)	\$157,305,720	\$336,040,240	\$413,660,970	\$651,912,428
Utilities (2009)	\$57,512,562	\$121,133,420	\$148,056,802	\$234,442,548
Consumer Expenditure (per Household per Month)				
Total Household Expenditure (2009)	\$3,510	\$3,694	\$3,818	\$3,703
<i>Total Non-Retail Expenditures (2009)</i>	\$2,012 57.3%	\$2,120 57.4%	\$2,193 57.4%	\$2,124 57.4%
<i>Total Retail Expenditures (2009)</i>	\$1,498 42.7%	\$1,574 42.6%	\$1,625 42.6%	\$1,579 42.6%
Apparel (2009)	\$169 4.8%	\$177 4.8%	\$183 4.8%	\$177 4.8%
Contributions (2009)	\$124 3.5%	\$131 3.6%	\$137 3.6%	\$132 3.6%
Education (2009)	\$83 2.4%	\$87 2.4%	\$90 2.4%	\$86 2.3%
Entertainment (2009)	\$194 5.5%	\$205 5.5%	\$212 5.5%	\$205 5.5%
Food And Beverages (2009)	\$549 15.6%	\$574 15.5%	\$592 15.5%	\$576 15.6%
Furnishings And Equipment (2009)	\$149 4.2%	\$159 4.3%	\$165 4.3%	\$159 4.3%
Gifts (2009)	\$90 2.6%	\$95 2.6%	\$99 2.6%	\$95 2.6%
Health Care (2009)	\$222 6.3%	\$231 6.3%	\$238 6.2%	\$233 6.3%
Household Operations (2009)	\$120 3.4%	\$128 3.5%	\$133 3.5%	\$128 3.5%
Miscellaneous Expenses (2009)	\$60 1.7%	\$63 1.7%	\$64 1.7%	\$63 1.7%
Personal Care (2009)	\$51 1.5%	\$54 1.5%	\$56 1.5%	\$54 1.5%
Personal Insurance (2009)	\$35 1.0%	\$37 1.0%	\$38 1.0%	\$37 1.0%
Reading (2009)	\$12 0.3%	\$12 0.3%	\$13 0.3%	\$12 0.3%
Shelter (2009)	\$673 19.2%	\$709 19.2%	\$733 19.2%	\$711 19.2%
Tobacco (2009)	\$25 0.7%	\$26 0.7%	\$26 0.7%	\$26 0.7%
Transportation (2009)	\$701 20.0%	\$740 20.0%	\$765 20.0%	\$743 20.1%
Utilities (2009)	\$256 7.3%	\$267 7.2%	\$274 7.2%	\$267 7.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.