

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 40.5275/-122.3125

October 2009

RF9

Knighton Rd & I-5 Redding, California	3.00 mi radius		10.00 mi radius		20.00 mi radius		60.00 min drivetime	
Population								
Estimated Population (2009)	18,279		135,540		169,594		207,596	
Census Population (1990)	15,341		109,241		135,163		168,006	
Census Population (2000)	16,485		123,850		152,953		187,888	
Projected Population (2014)	18,328		133,533		167,837		207,184	
Forecasted Population (2019)	19,347		138,879		176,064		217,851	
Historical Annual Change (1990-2000)	1,144	0.7%	14,609	1.3%	17,790	1.3%	19,882	1.2%
Historical Annual Change (2000-2009)	1,794	1.2%	11,690	1.0%	16,641	1.2%	19,708	1.2%
Projected Annual Change (2009-2014)	49	0.1%	-2,008	-0.3%	-1,757	-0.2%	-412	0.0%
Est. Population Density (2009)	673.90	<i>psm</i>	438.27	<i>psm</i>	139.57	<i>psm</i>	78.76	<i>psm</i>
Trade Area Size	27.12	<i>sq mi</i>	309.26	<i>sq mi</i>	1,215.15	<i>sq mi</i>	2,635.75	<i>sq mi</i>
Households								
Estimated Households (2009)	7,081		54,290		67,599		82,876	
Census Households (1990)	5,760		41,695		51,248		63,909	
Census Households (2000)	6,223		48,009		59,025		72,604	
Projected Households (2014)	7,764		58,444		72,856		89,269	
Forecasted Households (2019)	12,072		90,882		113,294		138,812	
Historical Annual Change (1990-2000)	463	0.8%	6,313	1.5%	7,777	1.5%	8,695	1.4%
Projected Annual Change (2000-2014)	1,540	1.8%	10,435	1.6%	13,830	1.7%	16,665	1.6%
Average Household Income								
Est. Average Household Income (2009)	\$56,592		\$53,874		\$54,559		\$53,375	
Census Average Hhld Income (1990)	\$35,091		\$32,519		\$32,454		\$31,612	
Census Average Hhld Income (2000)	\$47,894		\$45,060		\$45,586		\$44,841	
Proj. Average Household Income (2014)	\$45,892		\$43,778		\$45,015		\$45,257	
Historical Annual Change (1990-2000)	\$12,804	3.6%	\$12,541	3.9%	\$13,132	4.0%	\$13,229	4.2%
Projected Annual Change (2000-2014)	-\$2,002	-0.3%	-\$1,282	-0.2%	-\$570	-0.1%	\$416	0.1%
Median Household Income								
Est. Median Household Income (2009)	\$47,303		\$44,833		\$45,029		\$44,049	
Census Median Hhld Income (1990)	\$30,539		\$26,857		\$26,714		\$26,020	
Census Median Hhld Income (2000)	\$37,923		\$35,784		\$35,977		\$35,275	
Proj. Median Household Income (2014)	\$50,482		\$48,238		\$48,446		\$47,354	
Historical Annual Change (1990-2000)	\$7,383	2.4%	\$8,927	3.3%	\$9,263	3.5%	\$9,255	3.6%
Projected Annual Change (2000-2014)	\$12,560	2.4%	\$12,454	2.5%	\$12,469	2.5%	\$12,079	2.4%
Per Capita Income								
Est. Per Capita Income (2009)	\$22,209		\$21,856		\$21,994		\$21,590	
Census Per Capita Income (1990)	\$13,175		\$12,412		\$12,305		\$12,025	
Census Per Capita Income (2000)	\$17,974		\$17,452		\$17,599		\$17,298	
Proj. Per Capita Income (2014)	\$19,725		\$19,440		\$19,789		\$19,781	
Historical Annual Change (1990-2000)	\$4,799	3.6%	\$5,040	4.1%	\$5,294	4.3%	\$5,273	4.4%
Projected Annual Change (2000-2014)	\$1,751	0.7%	\$1,989	0.8%	\$2,190	0.9%	\$2,483	1.0%
Other Income								
Est. Median Disposable Income (2009)	\$40,367		\$38,427		\$38,587		\$37,838	
Proj. Median Disposable Income (2014)	\$42,834		\$40,918		\$41,102		\$40,301	
Est. Average Household Net Worth (2009)	\$453,044		\$405,229		\$414,581		\$406,389	

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Knighton Rd & I-5 Redding, California	3.00 mi radius		10.00 mi radius		20.00 mi radius		60.00 min drivetime	
Household Income Distribution (2009)								
HH Income \$200,000 or More	179	2.5%	1,273	2.3%	1,657	2.5%	1,911	2.3%
HH Income \$150,000 to 199,999	174	2.5%	1,251	2.3%	1,552	2.3%	1,757	2.1%
HH Income \$125,000 to 149,999	218	3.1%	1,654	3.0%	1,999	3.0%	2,318	2.8%
HH Income \$100,000 to 124,999	461	6.5%	3,126	5.8%	3,954	5.8%	4,711	5.7%
HH Income \$75,000 to 99,999	867	12.2%	5,846	10.8%	7,488	11.1%	8,868	10.7%
HH Income \$50,000 to 74,999	1,304	18.4%	10,078	18.6%	12,533	18.5%	15,316	18.5%
HH Income \$35,000 to 49,999	1,268	17.9%	8,744	16.1%	10,815	16.0%	13,312	16.1%
HH Income \$25,000 to 34,999	857	12.1%	6,548	12.1%	8,245	12.2%	10,455	12.6%
HH Income \$15,000 to 24,999	888	12.5%	7,556	13.9%	9,316	13.8%	11,689	14.1%
HH Income \$10,000 to 14,999	378	5.3%	3,326	6.1%	4,060	6.0%	5,031	6.1%
HH Income \$0 to 9,999	487	6.9%	4,889	9.0%	5,980	8.8%	7,507	9.1%
HH Income \$35,000+	4,471	63.1%	31,971	58.9%	39,997	59.2%	48,194	58.2%
HH Income \$50,000+	3,204	45.2%	23,228	42.8%	29,183	43.2%	34,882	42.1%
HH Income \$75,000+	1,900	26.8%	13,150	24.2%	16,650	24.6%	19,565	23.6%
Race & Ethnicity (2009)								
Total Population	18,279		135,540		169,594		207,596	
White	16,356	89.5%	120,857	89.2%	152,327	89.8%	187,732	90.4%
Black or African American	182	1.0%	1,848	1.4%	2,213	1.3%	2,504	1.2%
American Indian & Alaska Native	276	1.5%	2,105	1.6%	2,758	1.6%	3,574	1.7%
Asian	743	4.1%	4,832	3.6%	5,179	3.1%	5,736	2.8%
Hawaiian & Pacific Islander	30	0.2%	201	0.1%	244	0.1%	282	0.1%
Other Race	218	1.2%	1,879	1.4%	2,219	1.3%	2,732	1.3%
Two or More Races	474	2.6%	3,818	2.8%	4,654	2.7%	5,035	2.4%
Not Hispanic or Latino Population	16,889	92.4%	124,733	92.0%	156,117	92.1%	187,447	90.3%
<i>Non Hispanic: White</i>	15,377	91.0%	113,532	91.0%	143,007	91.6%	172,738	92.2%
<i>Non Hispanic: Black or African American</i>	175	1.0%	1,743	1.4%	2,051	1.3%	2,285	1.2%
<i>Non Hispanic: Amer Indian & AK Native</i>	235	1.4%	1,785	1.4%	2,350	1.5%	2,944	1.6%
<i>Non Hispanic: Asian</i>	715	4.2%	4,639	3.7%	4,968	3.2%	5,439	2.9%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	25	0.1%	167	0.1%	206	0.1%	236	0.1%
<i>Non Hispanic: Other Race</i>	0	-	12	0.0%	15	0.0%	16	0.0%
<i>Non Hispanic: Two or More Races</i>	362	2.1%	2,855	2.3%	3,522	2.3%	3,789	2.0%
Hispanic or Latino Population	1,390	7.6%	10,807	8.0%	13,476	7.9%	20,148	9.7%
<i>Hispanic: White</i>	978	70.4%	7,326	67.8%	9,321	69.2%	14,995	74.4%
<i>Hispanic: Black or African American</i>	8	0.6%	105	1.0%	162	1.2%	219	1.1%
<i>Hispanic: American Indian & Alaska Native</i>	41	2.9%	320	3.0%	408	3.0%	629	3.1%
<i>Hispanic: Asian</i>	29	2.1%	192	1.8%	211	1.6%	297	1.5%
<i>Hispanic: Hawaiian & Pacific Islander</i>	5	0.4%	34	0.3%	38	0.3%	46	0.2%
<i>Hispanic: Other Race</i>	218	15.7%	1,867	17.3%	2,204	16.4%	2,716	13.5%
<i>Hispanic: Two or More Races</i>	111	8.0%	963	8.9%	1,132	8.4%	1,247	6.2%
Not of Hispanic Origin Population (1990)	14,826	96.6%	105,003	96.1%	129,930	96.1%	159,783	95.1%
Hispanic Origin Population (1990)	515	3.4%	4,239	3.9%	5,233	3.9%	8,223	4.9%
Not Hispanic or Latino Population (2000)	15,605	94.7%	116,970	94.4%	144,510	94.5%	174,893	93.1%
Hispanic or Latino Population (2000)	880	5.3%	6,880	5.6%	8,443	5.5%	12,995	6.9%
Not Hispanic or Latino Population 5yr (2014)	16,846	91.9%	122,237	91.5%	153,645	91.5%	185,544	89.6%
Hispanic or Latino Population 5yr (2014)	1,482	8.1%	11,296	8.5%	14,192	8.5%	21,640	10.4%
Historical Annual Change (1990-2000)	364	7.1%	2,641	6.2%	3,210	6.1%	4,772	5.8%
Projected Annual Change (2000-2014)	602	4.9%	4,416	4.6%	5,749	4.9%	8,644	4.8%

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Age Distribution (2009)								
Total Population	18,279		135,540		169,594		207,596	
Age 0 to 4 yrs	1,073	5.9%	8,630	6.4%	10,481	6.2%	12,875	6.2%
Age 5 to 9 yrs	1,058	5.8%	7,838	5.8%	9,739	5.7%	11,986	5.8%
Age 10 to 14 yrs	1,160	6.3%	8,151	6.0%	10,382	6.1%	12,706	6.1%
Age 15 to 19 yrs	1,441	7.9%	10,345	7.6%	12,845	7.6%	15,405	7.4%
Age 20 to 24 yrs	1,027	5.6%	10,844	8.0%	12,798	7.5%	15,614	7.5%
Age 25 to 29 yrs	1,272	7.0%	11,159	8.2%	13,278	7.8%	16,333	7.9%
Age 30 to 34 yrs	1,147	6.3%	9,004	6.6%	11,109	6.6%	13,584	6.5%
Age 35 to 39 yrs	953	5.2%	7,039	5.2%	8,953	5.3%	11,053	5.3%
Age 40 to 44 yrs	1,108	6.1%	7,869	5.8%	10,152	6.0%	12,457	6.0%
Age 45 to 49 yrs	1,231	6.7%	8,836	6.5%	11,449	6.8%	13,991	6.7%
Age 50 to 54 yrs	1,305	7.1%	9,220	6.8%	12,045	7.1%	14,525	7.0%
Age 55 to 59 yrs	1,224	6.7%	8,568	6.3%	11,174	6.6%	13,473	6.5%
Age 60 to 64 yrs	1,206	6.6%	7,266	5.4%	9,453	5.6%	11,483	5.5%
Age 65 to 69 yrs	963	5.3%	5,794	4.3%	7,407	4.4%	9,079	4.4%
Age 70 to 74 yrs	735	4.0%	4,661	3.4%	5,932	3.5%	7,398	3.6%
Age 75 to 79 yrs	548	3.0%	3,813	2.8%	4,697	2.8%	5,935	2.9%
Age 80 to 84 yrs	400	2.2%	3,056	2.3%	3,704	2.2%	4,673	2.3%
Age 85 yrs plus	431	2.4%	3,445	2.5%	3,994	2.4%	5,027	2.4%
Median Age	38.7	yrs	36.1	yrs	36.8	yrs	36.9	yrs
Age 19 yrs or less	4,731	25.9%	34,964	25.8%	43,448	25.6%	52,972	25.5%
Age 20 to 64 years	10,472	57.3%	79,807	58.9%	100,412	59.2%	122,512	59.0%
Age 65 years Plus	3,076	16.8%	20,770	15.3%	25,734	15.2%	32,112	15.5%
Female Age Distribution (2009)								
Female Population	9,008	49.3%	67,553	49.8%	84,095	49.6%	103,326	49.8%
Age 0 to 4 yrs	473	5.3%	3,825	5.7%	4,661	5.5%	5,847	5.7%
Age 5 to 9 yrs	448	5.0%	3,340	4.9%	4,170	5.0%	5,273	5.1%
Age 10 to 14 yrs	550	6.1%	3,810	5.6%	4,829	5.7%	5,969	5.8%
Age 15 to 19 yrs	639	7.1%	4,757	7.0%	5,904	7.0%	7,123	6.9%
Age 20 to 24 yrs	496	5.5%	5,264	7.8%	6,117	7.3%	7,460	7.2%
Age 25 to 29 yrs	663	7.4%	5,488	8.1%	6,517	7.7%	8,031	7.8%
Age 30 to 34 yrs	546	6.1%	4,339	6.4%	5,413	6.4%	6,638	6.4%
Age 35 to 39 yrs	499	5.5%	3,653	5.4%	4,619	5.5%	5,628	5.4%
Age 40 to 44 yrs	559	6.2%	3,988	5.9%	5,145	6.1%	6,314	6.1%
Age 45 to 49 yrs	602	6.7%	4,457	6.6%	5,783	6.9%	7,086	6.9%
Age 50 to 54 yrs	658	7.3%	4,746	7.0%	6,138	7.3%	7,407	7.2%
Age 55 to 59 yrs	654	7.3%	4,574	6.8%	5,872	7.0%	7,009	6.8%
Age 60 to 64 yrs	611	6.8%	3,748	5.5%	4,850	5.8%	5,894	5.7%
Age 65 to 69 yrs	479	5.3%	2,817	4.2%	3,563	4.2%	4,429	4.3%
Age 70 to 74 yrs	371	4.1%	2,512	3.7%	3,131	3.7%	3,921	3.8%
Age 75 to 79 yrs	301	3.3%	2,229	3.3%	2,701	3.2%	3,392	3.3%
Age 80 to 84 yrs	221	2.5%	1,823	2.7%	2,181	2.6%	2,743	2.7%
Age 85 yrs plus	241	2.7%	2,183	3.2%	2,502	3.0%	3,161	3.1%
Female Median Age	40.4	yrs	38.4	yrs	38.9	yrs	38.8	yrs
Age 19 yrs or less	2,110	23.4%	15,732	23.3%	19,565	23.3%	24,212	23.4%
Age 20 to 64 years	5,286	58.7%	40,257	59.6%	50,454	60.0%	61,467	59.5%
Age 65 years Plus	1,613	17.9%	11,564	17.1%	14,077	16.7%	17,647	17.1%

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Male Age Distribution (2009)

Male Population	9,270	50.7%	67,987	50.2%	85,498	50.4%	104,270	50.2%
Age 0 to 4 yrs	600	6.5%	4,805	7.1%	5,820	6.8%	7,028	6.7%
Age 5 to 9 yrs	610	6.6%	4,498	6.6%	5,569	6.5%	6,713	6.4%
Age 10 to 14 yrs	610	6.6%	4,341	6.4%	5,553	6.5%	6,737	6.5%
Age 15 to 19 yrs	802	8.6%	5,588	8.2%	6,941	8.1%	8,282	7.9%
Age 20 to 24 yrs	531	5.7%	5,580	8.2%	6,681	7.8%	8,154	7.8%
Age 25 to 29 yrs	610	6.6%	5,672	8.3%	6,761	7.9%	8,302	8.0%
Age 30 to 34 yrs	600	6.5%	4,665	6.9%	5,696	6.7%	6,945	6.7%
Age 35 to 39 yrs	454	4.9%	3,387	5.0%	4,334	5.1%	5,425	5.2%
Age 40 to 44 yrs	549	5.9%	3,882	5.7%	5,007	5.9%	6,143	5.9%
Age 45 to 49 yrs	629	6.8%	4,379	6.4%	5,667	6.6%	6,905	6.6%
Age 50 to 54 yrs	647	7.0%	4,474	6.6%	5,907	6.9%	7,118	6.8%
Age 55 to 59 yrs	570	6.2%	3,994	5.9%	5,303	6.2%	6,464	6.2%
Age 60 to 64 yrs	595	6.4%	3,517	5.2%	4,602	5.4%	5,589	5.4%
Age 65 to 69 yrs	484	5.2%	2,977	4.4%	3,843	4.5%	4,649	4.5%
Age 70 to 74 yrs	364	3.9%	2,150	3.2%	2,801	3.3%	3,477	3.3%
Age 75 to 79 yrs	247	2.7%	1,584	2.3%	1,997	2.3%	2,543	2.4%
Age 80 to 84 yrs	178	1.9%	1,232	1.8%	1,523	1.8%	1,930	1.9%
Age 85 yrs plus	190	2.0%	1,263	1.9%	1,492	1.7%	1,866	1.8%
Male Median Age	37.0	yrs	33.9	yrs	34.8	yrs	35.1	yrs
Age 19 yrs or less	2,621	28.3%	19,232	28.3%	23,883	27.9%	28,759	27.6%
Age 20 to 64 years	5,186	55.9%	39,550	58.2%	49,958	58.4%	61,045	58.5%
Age 65 years Plus	1,463	15.8%	9,206	13.5%	11,657	13.6%	14,465	13.9%

Males per 100 Females, Male % Pop (2009)

Overall Comparison	103		101		102		101	
Age 0 to 4 yrs	127	55.9%	126	55.7%	125	55.5%	120	54.6%
Age 5 to 9 yrs	136	57.7%	135	57.4%	134	57.2%	127	56.0%
Age 10 to 14 yrs	111	52.6%	114	53.3%	115	53.5%	113	53.0%
Age 15 to 19 yrs	126	55.7%	117	54.0%	118	54.0%	116	53.8%
Age 20 to 24 yrs	107	51.7%	106	51.5%	109	52.2%	109	52.2%
Age 25 to 29 yrs	92	47.9%	103	50.8%	104	50.9%	103	50.8%
Age 30 to 34 yrs	110	52.4%	108	51.8%	105	51.3%	105	51.1%
Age 35 to 39 yrs	91	47.6%	93	48.1%	94	48.4%	96	49.1%
Age 40 to 44 yrs	98	49.6%	97	49.3%	97	49.3%	97	49.3%
Age 45 to 49 yrs	105	51.1%	98	49.6%	98	49.5%	97	49.4%
Age 50 to 54 yrs	98	49.6%	94	48.5%	96	49.0%	96	49.0%
Age 55 to 59 yrs	87	46.6%	87	46.6%	90	47.5%	92	48.0%
Age 60 to 64 yrs	97	49.3%	94	48.4%	95	48.7%	95	48.7%
Age 65 to 69 yrs	101	50.3%	106	51.4%	108	51.9%	105	51.2%
Age 70 to 74 yrs	98	49.5%	86	46.1%	89	47.2%	89	47.0%
Age 75 to 79 yrs	82	45.1%	71	41.5%	74	42.5%	75	42.8%
Age 80 to 84 yrs	81	44.6%	68	40.3%	70	41.1%	70	41.3%
Age 85 yrs plus	79	44.1%	58	36.7%	60	37.4%	59	37.1%
Age 19 yrs or less	124	55.4%	122	55.0%	122	55.0%	119	54.3%
Age 20 to 39 yrs	100	49.9%	103	50.7%	104	50.9%	104	50.9%
Age 40 to 64 yrs	97	49.2%	94	48.5%	95	48.8%	96	48.9%
Age 65 years Plus	91	47.6%	80	44.3%	83	45.3%	82	45.0%

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Knighton Rd & I-5 Redding, California	3.00 mi radius		10.00 mi radius		20.00 mi radius		60.00 min drivetime	
Household Type (2009)								
Total Households	7,081		54,290		67,599		82,876	
Households with Children	2,349	33.2%	17,957	33.1%	22,378	33.1%	27,644	33.4%
Average Household Size	2.57		2.47		2.48		2.47	
Est. Household Density	261.05	psm	175.55	psm	55.63	psm	31.44	psm
Population Family	15,648	85.6%	110,971	81.9%	140,038	82.6%	170,621	82.2%
Population Non-Family	2,542	13.9%	22,943	16.9%	27,736	16.4%	34,348	16.5%
Population Group Qtrs	89	0.5%	1,627	1.2%	1,819	1.1%	2,627	1.3%
Family Households	4,935	69.7%	35,421	65.2%	45,017	66.6%	55,395	66.8%
<i>Married Couple Hhlds</i>	3,823	77.5%	25,857	73.0%	33,399	74.2%	41,252	74.5%
<i>Other Family Hhlds</i>	1,112	22.5%	9,564	27.0%	11,618	25.8%	14,143	25.5%
Family Households With Children	2,310	46.8%	17,680	49.9%	22,041	49.0%	27,224	49.1%
<i>Married Couple With Children</i>	1,637	70.8%	11,514	65.1%	14,584	66.2%	17,940	65.9%
<i>Other Family Hhlds With Children</i>	674	29.2%	6,166	34.9%	7,457	33.8%	9,284	34.1%
Family Households No Children	2,624	53.2%	17,741	50.1%	22,976	51.0%	28,171	50.9%
<i>Married Couple No Children</i>	2,187	83.3%	14,343	80.8%	18,815	81.9%	23,312	82.8%
<i>Other Family Households No Childrer</i>	438	16.7%	3,398	19.2%	4,162	18.1%	4,859	17.2%
Average Family Household Size	3.17		3.13		3.11		3.08	
Average Family Income	\$66,292		\$65,482		\$65,544		\$63,641	
Median Family Income	\$55,180		\$54,889		\$54,795		\$53,082	
Non-Family Households	2,146	30.3%	18,869	34.8%	22,583	33.4%	27,480	33.2%
Non-Family Hhlds With Children	39	1.8%	277	1.5%	337	1.5%	420	1.5%
Non-Family Hhld No Children	2,107	98.2%	18,592	98.5%	22,245	98.5%	27,060	98.5%
<i>N-F Hhld Lone Person No Children</i>	1,886	87.9%	16,440	87.1%	19,613	86.8%	23,736	86.4%
Lone Male Householder	829	44.0%	7,068	43.0%	8,608	43.9%	10,383	43.7%
Lone Female Householder	1,057	56.0%	9,372	57.0%	11,005	56.1%	13,354	56.3%
<i>N-F Hhld 2+ Persons No Children</i>	221	10.3%	2,152	11.4%	2,632	11.7%	3,324	12.1%
Average Non-Family Hhld Size	1.18		1.22		1.23		1.25	
Marital Status (2009)								
(15 Years or Older)	14,967		110,938		138,991		170,023	
Never Married	2,902	19.4%	24,416	22.0%	29,838	21.5%	36,556	21.5%
Now Married	8,791	58.7%	58,874	53.1%	75,264	54.2%	91,618	53.9%
Previously Married	3,274	21.9%	27,648	24.9%	33,889	24.4%	41,849	24.6%
<i>Separated</i>	372	11.4%	4,359	15.8%	5,517	16.3%	7,011	16.8%
<i>Widowed</i>	1,071	32.7%	7,819	28.3%	9,487	28.0%	12,025	28.7%
<i>Divorced</i>	1,831	55.9%	15,470	56.0%	18,886	55.7%	22,813	54.5%
Educational Attainment (2009)								
Adult Population (25 Years or Older)	12,521		89,732		113,348		139,010	
Elementary (0 to 8)	321	2.6%	2,122	2.4%	2,648	2.3%	4,485	3.2%
Some High School (9 to 11)	1,057	8.4%	7,946	8.9%	10,730	9.5%	14,706	10.6%
High School Graduate (12)	3,408	27.2%	24,553	27.4%	31,963	28.2%	39,709	28.6%
Some College (13 to 16)	4,151	33.2%	27,904	31.1%	34,666	30.6%	41,827	30.1%
Associate Degree Only	1,275	10.2%	9,179	10.2%	11,479	10.1%	13,399	9.6%
Bachelor Degree Only	1,584	12.6%	11,744	13.1%	14,310	12.6%	16,456	11.8%
Graduate Degree	725	5.8%	6,285	7.0%	7,552	6.7%	8,429	6.1%
Any College + (Some College or higher)	7,735	61.8%	55,112	61.4%	68,007	60.0%	80,110	57.6%
College Degree + (Bachelor Degree or higher)	2,309	18.4%	18,029	20.1%	21,862	19.3%	24,884	17.9%

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DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

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Lat/Lon: 40.5275/-122.3125

October 2009

RF9

Knighton Rd & I-5 Redding, California	3.00 mi radius		10.00 mi radius		20.00 mi radius		60.00 min drivetime	
Housing (2009)								
Total Housing Units	7,560		57,620		72,261		89,720	
Housing Units, Occupied	7,081	93.7%	54,290	94.2%	67,599	93.5%	82,876	92.4%
<i>Housing Units, Owner-Occupied</i>	5,135	72.5%	31,603	58.2%	41,415	61.3%	51,315	61.9%
<i>Housing Units, Renter-Occupied</i>	1,946	27.5%	22,687	41.8%	26,184	38.7%	31,561	38.1%
Housing Units, Vacant	479 6.3%		3,330 5.8%		4,661 6.5%		6,844 7.6%	
Total Housing Units (2000)	6,618		50,710		62,809		78,318	
Historical Annual Change (2000-2009)	942	1.6%	6,910	1.5%	9,451	1.7%	11,402	1.6%
Household Size (2009)								
Total Households	7,081		54,290		67,599		82,876	
1 Person Household	1,886	26.6%	16,440	30.3%	19,613	29.0%	23,736	28.6%
2 Person Households	2,386	33.7%	17,418	32.1%	22,449	33.2%	28,144	34.0%
3 Person Households	1,022	14.4%	7,852	14.5%	9,843	14.6%	12,213	14.7%
4 Person Households	1,025	14.5%	7,416	13.7%	9,194	13.6%	10,930	13.2%
5 Person Households	446	6.3%	3,167	5.8%	3,992	5.9%	4,846	5.8%
6 Person Households	176	2.5%	1,194	2.2%	1,519	2.2%	1,827	2.2%
7+ Person Households	140	2.0%	803	1.5%	989	1.5%	1,178	1.4%
Household Stability (2009)								
Total Households	7,081		54,290		67,599		82,876	
In current residence < 1 year	886	12.5%	8,574	15.8%	10,153	15.0%	12,185	14.7%
In current residence 1-2 years	1,658	23.4%	15,435	28.4%	19,113	28.3%	23,555	28.4%
In current residence 3-5 years	1,702	24.0%	12,339	22.7%	15,787	23.4%	18,796	22.7%
In current residence 6-10 years	1,535	21.7%	9,265	17.1%	11,752	17.4%	14,279	17.2%
In current residence > 10 years	1,300	18.4%	8,678	16.0%	10,794	16.0%	14,060	17.0%
Turnover (% Annual Residential Turnover)	12.5%		15.8%		15.0%		14.7%	
Stability (% In Current Residence 5+ Years)	40.0%		33.0%		33.4%		34.2%	
Median Years in Residence	4.2 yrs		3.5 yrs		3.6 yrs		3.6 yrs	
Household Vehicles (2009)								
Total Vehicles Available	14,743		102,639		130,453		159,758	
Household: 0 Vehicles Available	238	3.4%	3,537	6.5%	3,999	5.9%	5,007	6.0%
Household: 1 Vehicles Available	1,928	27.2%	18,598	34.3%	22,324	33.0%	27,096	32.7%
Household: 2 Vehicles Available	2,993	42.3%	20,313	37.4%	25,505	37.7%	31,333	37.8%
Household: 3+ Vehicles Available	1,922	27.1%	11,842	21.8%	15,772	23.3%	19,440	23.5%
Average Per Household	2.1	<i>Vehicles</i>	1.9	<i>Vehicles</i>	1.9	<i>Vehicles</i>	1.9	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	11,178	75.8%	68,816	67.0%	91,315	70.0%	112,976	70.7%
<i>Average Per Owner Household</i>	2.2	<i>Vehicles</i>	2.2	<i>Vehicles</i>	2.2	<i>Vehicles</i>	2.2	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	3,566	24.2%	33,823	33.0%	39,139	30.0%	46,781	29.3%
<i>Average Per Renter Household</i>	1.8	<i>Vehicles</i>	1.5	<i>Vehicles</i>	1.5	<i>Vehicles</i>	1.5	<i>Vehicles</i>
Travel Time (2000)								
Worker Base (16 Years or Older)	6,668		50,928		62,616		75,738	
Travel to Work in 14 Minutes or Less	2,597	39.0%	22,708	44.6%	25,509	40.7%	31,278	41.3%
Travel to Work in 15 to 29 Minutes	3,057	45.8%	19,232	37.8%	24,546	39.2%	28,198	37.2%
Travel to Work in 30 to 59 Minutes	535	8.0%	4,671	9.2%	6,875	11.0%	9,157	12.1%
Travel to Work in 60 Minutes or More	210	3.1%	2,386	4.7%	3,265	5.2%	3,879	5.1%
Work at Home	270	4.0%	1,931	3.8%	2,422	3.9%	3,226	4.3%
Average Travel Time to Work	16.9 mins		18.3 mins		19.6 mins		19.5 mins	

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Knighton Rd & I-5 Redding, California	3.00 mi radius		10.00 mi radius		20.00 mi radius		60.00 min drivetime	
Transportation To Work (2000)								
Work Base	6,668		50,928		62,616		75,738	
Drive to Work Alone	5,521	82.8%	40,994	80.5%	50,383	80.5%	60,184	79.5%
Drive to Work in Carpool	745	11.2%	5,858	11.5%	7,273	11.6%	9,159	12.1%
Travel to Work - Public Transportation	30	0.5%	512	1.0%	576	0.9%	640	0.8%
Drive to Work on Motorcycle	20	0.3%	122	0.2%	158	0.3%	171	0.2%
Bicycle to Work	3	0.0%	203	0.4%	215	0.3%	298	0.4%
Walk to Work	55	0.8%	1,006	2.0%	1,171	1.9%	1,557	2.1%
Other Means	24	0.4%	303	0.6%	419	0.7%	503	0.7%
Work at Home	270	4.0%	1,931	3.8%	2,422	3.9%	3,226	4.3%
Daytime Demos (2009)								
Total Number of Businesses	681		7,338		8,162		9,810	
Total Number of Employees	5,278		68,945		74,879		90,289	
Company Headqtrs: Businesses	1	0.2%	14	0.2%	15	0.2%	17	0.2%
Company Headqtrs: Employees	79	1.5%	1,616	2.3%	1,801	2.4%	1,827	2.0%
Employee Population per Business	7.7 to 1		9.4 to 1		9.2 to 1		9.2 to 1	
Residential Population per Business	26.8 to 1		18.5 to 1		20.8 to 1		21.2 to 1	
Est. Adj. Daytime Demographics (Age16+)	12,231		119,859		139,248		171,019	
Labor Force (2009)								
Labor: Population Age 16+	14,677		109,030		136,550		167,080	
Unemployment Rate	4.8%		6.5%		6.5%		6.8%	
Labor Force Total: Males	7,276	49.6%	53,320	48.9%	67,235	49.2%	82,196	49.2%
<i>Male civilian employec</i>	4,054	55.7%	30,256	56.7%	37,590	55.9%	45,320	55.1%
<i>Male civilian unemployec</i>	328	4.5%	3,557	6.7%	4,670	6.9%	5,943	7.2%
<i>Males in Armed Forces</i>	2	0.0%	195	0.4%	239	0.4%	281	0.3%
<i>Males not in labor force</i>	2,891	39.7%	19,312	36.2%	24,737	36.8%	30,651	37.3%
Labor Force Total: Females	7,402	50.4%	55,711	51.1%	69,314	50.8%	84,883	50.8%
<i>Female civilian employec</i>	3,668	49.6%	27,665	49.7%	34,353	49.6%	40,748	48.0%
<i>Female civilian unemployec</i>	373	5.0%	3,570	6.4%	4,262	6.1%	5,406	6.4%
<i>Females in Armed Forces</i>	0	-	0	-	0	-	0	-
<i>Females not in labor force</i>	3,361	45.4%	24,476	43.9%	30,700	44.3%	38,729	45.6%
Employment Force Change (2000-2009)	1,054	15.8%	7,039	13.8%	9,383	15.0%	10,411	13.8%
Male Change (2000-2009)	570	16.4%	3,777	14.3%	5,004	15.4%	5,736	14.5%
Female Change (2000-2009)	484	15.2%	3,263	13.4%	4,379	14.6%	4,675	13.0%
Occupation (2000)								
Occupation: Population Age 16+	6,668		50,882		62,560		75,658	
<i>Occupation Total: Males</i>	3,484	52.2%	26,479	52.0%	32,586	52.1%	39,585	52.3%
<i>Occupation Total: Females</i>	3,184	47.8%	24,403	48.0%	29,974	47.9%	36,073	47.7%
Mgmt, Business, & Financial Operations	849	12.7%	5,418	10.6%	6,672	10.7%	8,114	10.7%
Professional and Related	1,380	20.7%	10,223	20.1%	12,361	19.8%	14,457	19.1%
Service	1,156	17.3%	10,222	20.1%	12,196	19.5%	14,793	19.6%
Sales and Office	1,726	25.9%	14,268	28.0%	17,219	27.5%	20,261	26.8%
Farming, Fishing, and Forestry	48	0.7%	277	0.5%	471	0.8%	903	1.2%
Construction, Extraction, & Maintenance	621	9.3%	4,515	8.9%	5,913	9.5%	7,082	9.4%
Production, Transport, & Material Moving	889	13.3%	5,958	11.7%	7,729	12.4%	10,047	13.3%
<i>White Collar</i>	59.3%		58.8%		57.9%		56.6%	
<i>Blue Collar</i>	40.7%		41.2%		42.1%		43.4%	

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RF9

Knighton Rd & I-5 Redding, California	3.00 mi radius		10.00 mi radius		20.00 mi radius		60.00 min drivetime	
Units In Structure (2000)								
Total Units	6,618		50,710		62,809		78,318	
1 Detached Unit	4,950	74.8%	33,135	65.3%	41,918	66.7%	51,758	66.1%
1 Attached Unit	116	1.7%	1,274	2.5%	1,404	2.2%	1,757	2.2%
2 Units	27	0.4%	1,242	2.4%	1,321	2.1%	1,599	2.0%
3 to 4 Units	75	1.1%	3,506	6.9%	3,758	6.0%	4,348	5.6%
5 to 9 Units	36	0.5%	1,965	3.9%	2,017	3.2%	2,553	3.3%
10 to 19 Units	9	0.1%	856	1.7%	885	1.4%	1,050	1.3%
20 to 49 Units	9	0.1%	888	1.8%	924	1.5%	1,100	1.4%
50 or more Units	65	1.0%	1,333	2.6%	1,351	2.2%	1,554	2.0%
Mobile Home or Trailer	1,281	19.4%	6,241	12.3%	8,865	14.1%	12,019	15.3%
Other Structure	50	0.8%	270	0.5%	367	0.6%	579	0.7%
Homes Built By Year (2000)								
Homes Built 1999 to 2000	78	1.2%	833	1.6%	1,158	1.8%	1,328	1.7%
Homes Built 1995 to 1998	303	4.6%	3,209	6.3%	4,123	6.6%	4,901	6.3%
Homes Built 1990 to 1994	620	9.4%	6,064	12.0%	7,419	11.8%	8,607	11.0%
Homes Built 1980 to 1989	1,338	20.2%	11,140	22.0%	14,034	22.3%	17,019	21.7%
Homes Built 1970 to 1979	1,969	29.8%	13,190	26.0%	16,310	26.0%	20,129	25.7%
Homes Built 1960 to 1969	1,186	17.9%	7,057	13.9%	8,546	13.6%	10,547	13.5%
Homes Built 1950 to 1959	795	12.0%	5,352	10.6%	6,311	10.0%	8,584	11.0%
Homes Built 1940 to 1949	233	3.5%	2,227	4.4%	2,831	4.5%	3,641	4.6%
Homes Built Before 1939	95	1.4%	1,638	3.2%	2,075	3.3%	3,562	4.5%
Median Age of Homes	25.0 yrs		23.8 yrs		23.5 yrs		24.5 yrs	
Home Values (2000)								
Owner Specified Housing Units	3,543		23,543		29,312		35,020	
Home Values \$1,000,000 or More	3	0.1%	23	0.1%	31	0.1%	33	0.1%
Home Values \$750,000 or \$999,999	0	-	16	0.1%	18	0.1%	17	0.0%
Home Values \$500,000 or \$749,999	17	0.5%	68	0.3%	87	0.3%	112	0.3%
Home Values \$400,000 to \$499,999	38	1.1%	218	0.9%	274	0.9%	291	0.8%
Home Values \$300,000 to \$399,999	88	2.5%	606	2.6%	805	2.7%	887	2.5%
Home Values \$250,000 to \$299,999	80	2.2%	624	2.7%	892	3.0%	995	2.8%
Home Values \$200,000 to \$249,999	193	5.4%	1,350	5.7%	1,803	6.1%	2,034	5.8%
Home Values \$175,000 to \$199,999	166	4.7%	1,347	5.7%	1,715	5.9%	1,996	5.7%
Home Values \$150,000 to \$174,999	311	8.8%	2,560	10.9%	3,248	11.1%	3,684	10.5%
Home Values \$125,000 to \$149,999	805	22.7%	4,326	18.4%	5,142	17.5%	5,838	16.7%
Home Values \$100,000 to \$124,999	738	20.8%	5,333	22.7%	6,309	21.5%	7,325	20.9%
Home Values \$90,000 to \$99,999	511	14.4%	2,545	10.8%	3,199	10.9%	3,784	10.8%
Home Values \$80,000 to \$89,999	277	7.8%	2,121	9.0%	2,574	8.8%	3,275	9.4%
Home Values \$70,000 to \$79,999	198	5.6%	1,262	5.4%	1,534	5.2%	2,179	6.2%
Home Values \$60,000 to \$69,999	47	1.3%	551	2.3%	739	2.5%	1,216	3.5%
Home Values \$50,000 to \$59,999	36	1.0%	292	1.2%	449	1.5%	653	1.9%
Home Values \$35,000 to \$49,999	22	0.6%	174	0.7%	258	0.9%	411	1.2%
Home Values \$25,000 to \$34,999	1	0.0%	51	0.2%	129	0.4%	155	0.4%
Home Values \$10,000 to \$24,999	14	0.4%	68	0.3%	89	0.3%	116	0.3%
Home Values \$0 to \$9,999	0	-	7	0.0%	17	0.1%	18	0.1%
Owner Occupied Median Home Value	\$122,854		\$126,254		\$127,979		\$124,633	
Renter Occupied Median Rent	\$523		\$407		\$410		\$393	

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Knighton Rd & I-5 Redding, California	3.00 mi radius	10.00 mi radius	20.00 mi radius	60.00 min drivetime
Consumer Expenditure (Annual Total)				
Total Household Expenditure (2009)	\$336,139,841	\$2,487,918,408	\$3,124,527,940	\$3,775,147,244
<i>Total Non-Retail Expenditures (2009)</i>	\$192,945,675	\$1,426,662,109	\$1,792,109,524	\$2,164,275,248
<i>Total Retail Expenditures (2009)</i>	\$143,194,166	\$1,061,256,304	\$1,332,418,421	\$1,610,872,000
Apparel (2009)	\$15,968,010	\$118,625,630	\$148,866,668	\$179,748,968
Contributions (2009)	\$12,070,664	\$88,615,298	\$111,626,484	\$134,240,941
Education (2009)	\$7,587,951	\$57,151,687	\$71,571,112	\$85,823,963
Entertainment (2009)	\$18,728,953	\$138,049,435	\$173,533,472	\$209,521,749
Food And Beverages (2009)	\$52,002,180	\$386,372,147	\$484,840,812	\$586,733,600
Furnishings And Equipment (2009)	\$14,567,759	\$107,027,314	\$134,637,575	\$162,219,155
Gifts (2009)	\$8,608,270	\$63,627,678	\$79,995,849	\$96,301,120
Health Care (2009)	\$21,123,126	\$156,885,256	\$196,979,446	\$238,934,177
Household Operations (2009)	\$11,699,107	\$86,132,874	\$108,316,769	\$130,276,454
Miscellaneous Expenses (2009)	\$5,669,232	\$42,175,743	\$52,902,385	\$64,026,932
Personal Care (2009)	\$4,878,333	\$36,253,294	\$45,493,957	\$54,977,002
Personal Insurance (2009)	\$3,347,780	\$24,640,945	\$30,996,356	\$37,287,036
Reading (2009)	\$1,098,566	\$8,162,617	\$10,243,885	\$12,373,521
Shelter (2009)	\$64,717,664	\$478,351,436	\$600,803,849	\$725,690,554
Tobacco (2009)	\$2,320,352	\$17,320,359	\$21,709,465	\$26,419,278
Transportation (2009)	\$67,800,127	\$499,527,960	\$627,668,973	\$758,761,524
Utilities (2009)	\$23,951,770	\$178,998,752	\$224,340,904	\$271,811,287
Consumer Expenditure (per Household per Month)				
Total Household Expenditure (2009)	\$3,956	\$3,819	\$3,852	\$3,796
<i>Total Non-Retail Expenditures (2009)</i>	\$2,271 57.4%	\$2,190 57.3%	\$2,209 57.4%	\$2,176 57.3%
<i>Total Retail Expenditures (2009)</i>	\$1,685 42.6%	\$1,629 42.7%	\$1,643 42.6%	\$1,620 42.7%
Apparel (2009)	\$188 4.8%	\$182 4.8%	\$184 4.8%	\$181 4.8%
Contributions (2009)	\$142 3.6%	\$136 3.6%	\$138 3.6%	\$135 3.6%
Education (2009)	\$89 2.3%	\$88 2.3%	\$88 2.3%	\$86 2.3%
Entertainment (2009)	\$220 5.6%	\$212 5.5%	\$214 5.6%	\$211 5.6%
Food And Beverages (2009)	\$612 15.5%	\$593 15.5%	\$598 15.5%	\$590 15.5%
Furnishings And Equipment (2009)	\$171 4.3%	\$164 4.3%	\$166 4.3%	\$163 4.3%
Gifts (2009)	\$101 2.6%	\$98 2.6%	\$99 2.6%	\$97 2.6%
Health Care (2009)	\$249 6.3%	\$241 6.3%	\$243 6.3%	\$240 6.3%
Household Operations (2009)	\$138 3.5%	\$132 3.5%	\$134 3.5%	\$131 3.5%
Miscellaneous Expenses (2009)	\$67 1.7%	\$65 1.7%	\$65 1.7%	\$64 1.7%
Personal Care (2009)	\$57 1.5%	\$56 1.5%	\$56 1.5%	\$55 1.5%
Personal Insurance (2009)	\$39 1.0%	\$38 1.0%	\$38 1.0%	\$37 1.0%
Reading (2009)	\$13 0.3%	\$13 0.3%	\$13 0.3%	\$12 0.3%
Shelter (2009)	\$762 19.3%	\$734 19.2%	\$741 19.2%	\$730 19.2%
Tobacco (2009)	\$27 0.7%	\$27 0.7%	\$27 0.7%	\$27 0.7%
Transportation (2009)	\$798 20.2%	\$767 20.1%	\$774 20.1%	\$763 20.1%
Utilities (2009)	\$282 7.1%	\$275 7.2%	\$277 7.2%	\$273 7.2%

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