

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.5057/-122.3356

19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Population</b>								
Estimated Population (2024)	19,831		142,480		175,219		215,993	
Projected Population (2029)	19,884		140,540		172,569		211,726	
Census Population (2020)	20,034		144,233		177,529		219,073	
Census Population (2010)	18,612		138,999		171,669		211,500	
Projected Annual Growth (2024-2029)	53	-	-1,940	-0.3%	-2,651	-0.3%	-4,267	-0.4%
Historical Annual Growth (2020-2024)	-203	-0.3%	-1,753	-0.3%	-2,310	-0.3%	-3,080	-0.4%
Historical Annual Growth (2010-2020)	1,422	0.8%	5,234	0.4%	5,860	0.3%	7,573	0.4%
Estimated Population Density (2024)	701 <i>psm</i>		454 <i>psm</i>		139 <i>psm</i>		192 <i>psm</i>	
Trade Area Size	28.3 <i>sq mi</i>		314.0 <i>sq mi</i>		1,256.5 <i>sq mi</i>		1,124.0 <i>sq mi</i>	
<b>Households</b>								
Estimated Households (2024)	7,672		56,866		69,801		85,604	
Projected Households (2029)	7,621		55,635		68,155		83,241	
Census Households (2020)	7,675		57,244		70,294		86,111	
Census Households (2010)	7,100		54,808		67,496		82,498	
Projected Annual Growth (2024-2029)	-52	-0.1%	-1,231	-0.4%	-1,646	-0.5%	-2,364	-0.6%
Historical Annual Change (2010-2024)	572	0.6%	2,058	0.3%	2,306	0.2%	3,107	0.3%
<b>Average Household Income</b>								
Estimated Average Household Income (2024)	\$110,755		\$101,436		\$101,177		\$99,345	
Projected Average Household Income (2029)	\$114,576		\$104,604		\$104,367		\$102,570	
Census Average Household Income (2010)	\$64,237		\$56,147		\$57,208		\$54,654	
Census Average Household Income (2000)	\$47,842		\$45,371		\$45,632		\$44,107	
Projected Annual Change (2024-2029)	\$3,821	0.7%	\$3,167	0.6%	\$3,190	0.6%	\$3,225	0.6%
Historical Annual Change (2000-2024)	\$62,913	5.5%	\$56,065	5.1%	\$55,545	5.1%	\$55,238	5.2%
<b>Median Household Income</b>								
Estimated Median Household Income (2024)	\$86,312		\$78,170		\$78,270		\$74,577	
Projected Median Household Income (2029)	\$87,001		\$79,184		\$79,390		\$75,553	
Census Median Household Income (2010)	\$50,856		\$46,446		\$46,639		\$44,591	
Census Median Household Income (2000)	\$37,808		\$35,841		\$35,832		\$34,616	
Projected Annual Change (2024-2029)	\$689	0.2%	\$1,014	0.3%	\$1,120	0.3%	\$976	0.3%
Historical Annual Change (2000-2024)	\$48,504	5.3%	\$42,330	4.9%	\$42,438	4.9%	\$39,961	4.8%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2024)	\$42,980		\$40,681		\$40,471		\$39,533	
Projected Per Capita Income (2029)	\$44,043		\$41,608		\$41,387		\$40,488	
Census Per Capita Income (2010)	\$24,506		\$22,140		\$22,494		\$21,318	
Census Per Capita Income (2000)	\$18,068		\$17,589		\$17,620		\$16,965	
Projected Annual Change (2024-2029)	\$1,063	0.5%	\$927	0.5%	\$916	0.5%	\$955	0.5%
Historical Annual Change (2000-2024)	\$24,912	5.7%	\$23,092	5.5%	\$22,850	5.4%	\$22,568	5.5%
Estimated Average Household Net Worth (2024)	\$1.28 M		\$1.11 M		\$1.15 M		\$1.09 M	

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Lat/Lon: 40.5057/-122.3356

19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Race and Ethnicity</b>								
Total Population (2024)	19,831		142,480		175,219		215,993	
White (2024)	15,856	80.0%	114,278	80.2%	141,041	80.5%	169,322	78.4%
Black or African American (2024)	181	0.9%	2,100	1.5%	2,410	1.4%	2,877	1.3%
American Indian or Alaska Native (2024)	364	1.8%	2,544	1.8%	3,199	1.8%	4,233	2.0%
Asian (2024)	740	3.7%	5,864	4.1%	6,674	3.8%	7,179	3.3%
Hawaiian or Pacific Islander (2024)	23	0.1%	210	0.1%	249	0.1%	315	0.1%
Other Race (2024)	672	3.4%	4,415	3.1%	5,627	3.2%	11,612	5.4%
Two or More Races (2024)	1,995	10.1%	13,071	9.2%	16,019	9.1%	20,456	9.5%
Population < 18 (2024)	4,401	22.2%	31,152	21.9%	38,164	21.8%	48,066	22.3%
White Not Hispanic	2,854	64.9%	20,515	65.9%	25,085	65.7%	29,425	61.2%
Black or African American	55	1.3%	514	1.7%	574	1.5%	750	1.6%
Asian	191	4.3%	1,382	4.4%	1,582	4.1%	1,703	3.5%
Other Race Not Hispanic	448	10.2%	3,156	10.1%	3,862	10.1%	4,418	9.2%
Hispanic	851	19.3%	5,585	17.9%	7,061	18.5%	11,769	24.5%
Not Hispanic or Latino Population (2024)	17,214	86.8%	124,792	87.6%	152,863	87.2%	180,700	83.7%
Not Hispanic White	15,014	87.2%	107,994	86.5%	132,902	86.9%	157,898	87.4%
Not Hispanic Black or African American	166	1.0%	1,937	1.6%	2,235	1.5%	2,662	1.5%
Not Hispanic American Indian or Alaska Native	255	1.5%	1,803	1.4%	2,228	1.5%	2,695	1.5%
Not Hispanic Asian	733	4.3%	5,783	4.6%	6,577	4.3%	7,057	3.9%
Not Hispanic Hawaiian or Pacific Islander	16	-	170	0.1%	201	0.1%	238	0.1%
Not Hispanic Other Race	35	0.2%	247	0.2%	311	0.2%	362	0.2%
Not Hispanic Two or More Races	994	5.8%	6,858	5.5%	8,410	5.5%	9,788	5.4%
Hispanic or Latino Population (2024)	2,617	13.2%	17,688	12.4%	22,356	12.8%	35,293	16.3%
Hispanic White	842	32.2%	6,284	35.5%	8,138	36.4%	11,424	32.4%
Hispanic Black or African American	15	0.6%	163	0.9%	176	0.8%	214	0.6%
Hispanic American Indian or Alaska Native	109	4.2%	741	4.2%	971	4.3%	1,538	4.4%
Hispanic Asian	7	0.3%	81	0.5%	97	0.4%	122	0.3%
Hispanic Hawaiian or Pacific Islander	7	0.3%	39	0.2%	48	0.2%	76	0.2%
Hispanic Other Race	637	24.3%	4,167	23.6%	5,317	23.8%	11,250	31.9%
Hispanic Two or More Races	1,001	38.2%	6,213	35.1%	7,609	34.0%	10,669	30.2%
Not Hispanic or Latino Population (2020)	17,834	89.0%	128,002	88.7%	158,072	89.0%	186,027	84.9%
Hispanic or Latino Population (2020)	2,200	11.0%	16,231	11.3%	19,457	11.0%	33,046	15.1%
Not Hispanic or Latino Population (2010)	17,049	91.6%	126,968	91.3%	157,154	91.5%	186,315	88.1%
Hispanic or Latino Population (2010)	1,563	8.4%	12,031	8.7%	14,514	8.5%	25,185	11.9%
Not Hispanic or Latino Population (2029)	17,091	86.0%	121,841	86.7%	148,476	86.0%	175,134	82.7%
Hispanic or Latino Population (2029)	2,793	14.0%	18,700	13.3%	24,092	14.0%	36,592	17.3%
Projected Annual Growth (2024-2029)	176	1.3%	1,011	1.1%	1,736	1.6%	1,299	0.7%
Historical Annual Growth (2010-2020)	637	4.1%	4,200	3.5%	4,943	3.4%	7,861	3.1%

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19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Total Age Distribution (2024)</b>								
Total Population	19,831		142,480		175,219		215,993	
Age Under 5 Years	1,060	5.3%	7,655	5.4%	9,338	5.3%	11,811	5.5%
Age 5 to 9 Years	1,236	6.2%	9,003	6.3%	11,026	6.3%	13,817	6.4%
Age 10 to 14 Years	1,312	6.6%	9,152	6.4%	11,189	6.4%	14,088	6.5%
Age 15 to 19 Years	1,248	6.3%	8,691	6.1%	10,546	6.0%	13,353	6.2%
Age 20 to 24 Years	887	4.5%	7,961	5.6%	9,271	5.3%	11,665	5.4%
Age 25 to 29 Years	974	4.9%	8,794	6.2%	10,285	5.9%	12,780	5.9%
Age 30 to 34 Years	1,234	6.2%	9,923	7.0%	11,855	6.8%	14,513	6.7%
Age 35 to 39 Years	1,369	6.9%	9,931	7.0%	12,001	6.8%	14,490	6.7%
Age 40 to 44 Years	1,340	6.8%	9,242	6.5%	11,228	6.4%	13,530	6.3%
Age 45 to 49 Years	1,058	5.3%	7,420	5.2%	9,218	5.3%	11,373	5.3%
Age 50 to 54 Years	1,114	5.6%	7,728	5.4%	9,705	5.5%	11,816	5.5%
Age 55 to 59 Years	1,187	6.0%	8,155	5.7%	10,377	5.9%	12,860	6.0%
Age 60 to 64 Years	1,374	6.9%	9,247	6.5%	11,917	6.8%	14,798	6.9%
Age 65 to 69 Years	1,289	6.5%	8,941	6.3%	11,427	6.5%	13,784	6.4%
Age 70 to 74 Years	1,164	5.9%	7,770	5.5%	9,943	5.7%	12,038	5.6%
Age 75 to 79 Years	903	4.6%	5,934	4.2%	7,547	4.3%	9,010	4.2%
Age 80 to 84 Years	621	3.1%	3,777	2.7%	4,646	2.7%	5,649	2.6%
Age 85 Years or Over	461	2.3%	3,158	2.2%	3,701	2.1%	4,620	2.1%
Median Age	41.6		39.8		40.6		40.2	
Age 19 Years or Less	4,856	24.5%	34,500	24.2%	42,098	24.0%	53,069	24.6%
Age 20 to 64 Years	10,538	53.1%	78,400	55.0%	95,857	54.7%	117,823	54.5%
Age 65 Years or Over	4,437	22.4%	29,580	20.8%	37,264	21.3%	45,101	20.9%
<b>Female Age Distribution (2024)</b>								
Female Population	9,821	49.5%	71,838	50.4%	88,003	50.2%	108,271	50.1%
Age Under 5 Years	479	4.9%	3,771	5.2%	4,599	5.2%	5,790	5.3%
Age 5 to 9 Years	574	5.8%	4,320	6.0%	5,308	6.0%	6,661	6.2%
Age 10 to 14 Years	638	6.5%	4,385	6.1%	5,344	6.1%	6,727	6.2%
Age 15 to 19 Years	586	6.0%	4,178	5.8%	5,032	5.7%	6,414	5.9%
Age 20 to 24 Years	402	4.1%	3,874	5.4%	4,472	5.1%	5,640	5.2%
Age 25 to 29 Years	455	4.6%	4,266	5.9%	4,975	5.7%	6,212	5.7%
Age 30 to 34 Years	616	6.3%	4,974	6.9%	5,931	6.7%	7,238	6.7%
Age 35 to 39 Years	686	7.0%	4,931	6.9%	5,921	6.7%	7,149	6.6%
Age 40 to 44 Years	667	6.8%	4,633	6.4%	5,625	6.4%	6,732	6.2%
Age 45 to 49 Years	523	5.3%	3,706	5.2%	4,584	5.2%	5,648	5.2%
Age 50 to 54 Years	554	5.6%	3,894	5.4%	4,884	5.5%	5,935	5.5%
Age 55 to 59 Years	618	6.3%	4,219	5.9%	5,347	6.1%	6,616	6.1%
Age 60 to 64 Years	726	7.4%	4,850	6.8%	6,181	7.0%	7,665	7.1%
Age 65 to 69 Years	649	6.6%	4,761	6.6%	6,067	6.9%	7,244	6.7%
Age 70 to 74 Years	590	6.0%	4,113	5.7%	5,229	5.9%	6,285	5.8%
Age 75 to 79 Years	483	4.9%	3,214	4.5%	4,026	4.6%	4,787	4.4%
Age 80 to 84 Years	323	3.3%	2,061	2.9%	2,493	2.8%	3,040	2.8%
Age 85 Years or Over	252	2.6%	1,688	2.3%	1,986	2.3%	2,488	2.3%
Female Median Age	42.8		41.0		41.8		41.3	
Age 19 Years or Less	2,277	23.2%	16,654	23.2%	20,282	23.0%	25,592	23.6%
Age 20 to 64 Years	5,248	53.4%	39,347	54.8%	47,921	54.5%	58,835	54.3%
Age 65 Years or Over	2,296	23.4%	15,838	22.0%	19,801	22.5%	23,844	22.0%

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19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Male Age Distribution (2024)</b>								
Male Population	10,010	50.5%	70,642	49.6%	87,216	49.8%	107,722	49.9%
Age Under 5 Years	581	5.8%	3,884	5.5%	4,739	5.4%	6,021	5.6%
Age 5 to 9 Years	663	6.6%	4,683	6.6%	5,718	6.6%	7,156	6.6%
Age 10 to 14 Years	674	6.7%	4,767	6.7%	5,845	6.7%	7,361	6.8%
Age 15 to 19 Years	662	6.6%	4,512	6.4%	5,514	6.3%	6,939	6.4%
Age 20 to 24 Years	485	4.8%	4,087	5.8%	4,799	5.5%	6,025	5.6%
Age 25 to 29 Years	519	5.2%	4,528	6.4%	5,310	6.1%	6,568	6.1%
Age 30 to 34 Years	618	6.2%	4,950	7.0%	5,924	6.8%	7,274	6.8%
Age 35 to 39 Years	683	6.8%	4,999	7.1%	6,081	7.0%	7,341	6.8%
Age 40 to 44 Years	673	6.7%	4,608	6.5%	5,603	6.4%	6,798	6.3%
Age 45 to 49 Years	535	5.3%	3,714	5.3%	4,634	5.3%	5,725	5.3%
Age 50 to 54 Years	560	5.6%	3,835	5.4%	4,821	5.5%	5,881	5.5%
Age 55 to 59 Years	569	5.7%	3,936	5.6%	5,030	5.8%	6,244	5.8%
Age 60 to 64 Years	648	6.5%	4,397	6.2%	5,735	6.6%	7,133	6.6%
Age 65 to 69 Years	640	6.4%	4,179	5.9%	5,360	6.1%	6,541	6.1%
Age 70 to 74 Years	574	5.7%	3,657	5.2%	4,714	5.4%	5,752	5.3%
Age 75 to 79 Years	420	4.2%	2,719	3.8%	3,521	4.0%	4,223	3.9%
Age 80 to 84 Years	298	3.0%	1,716	2.4%	2,153	2.5%	2,610	2.4%
Age 85 Years or Over	209	2.1%	1,470	2.1%	1,715	2.0%	2,132	2.0%
Male Median Age	40.3		38.6		39.5		39.2	
Age 19 Years or Less	2,579	25.8%	17,846	25.3%	21,816	25.0%	27,477	25.5%
Age 20 to 64 Years	5,290	52.8%	39,053	55.3%	47,937	55.0%	58,988	54.8%
Age 65 Years or Over	2,141	21.4%	13,742	19.5%	17,463	20.0%	21,258	19.7%
<b>Males per 100 Females (2024)</b>								
Overall Comparison	102		98		99		99	
Age Under 5 Years	121	54.8%	103	50.7%	103	50.8%	104	51.0%
Age 5 to 9 Years	115	53.6%	108	52.0%	108	51.9%	107	51.8%
Age 10 to 14 Years	106	51.4%	109	52.1%	109	52.2%	109	52.2%
Age 15 to 19 Years	113	53.0%	108	51.9%	110	52.3%	108	52.0%
Age 20 to 24 Years	121	54.7%	105	51.3%	107	51.8%	107	51.7%
Age 25 to 29 Years	114	53.3%	106	51.5%	107	51.6%	106	51.4%
Age 30 to 34 Years	100	50.1%	100	49.9%	100	50.0%	100	50.1%
Age 35 to 39 Years	100	49.9%	101	50.3%	103	50.7%	103	50.7%
Age 40 to 44 Years	101	50.2%	99	49.9%	100	49.9%	101	50.2%
Age 45 to 49 Years	102	50.6%	100	50.0%	101	50.3%	101	50.3%
Age 50 to 54 Years	101	50.3%	98	49.6%	99	49.7%	99	49.8%
Age 55 to 59 Years	92	47.9%	93	48.3%	94	48.5%	94	48.6%
Age 60 to 64 Years	89	47.1%	91	47.5%	93	48.1%	93	48.2%
Age 65 to 69 Years	99	49.6%	88	46.7%	88	46.9%	90	47.4%
Age 70 to 74 Years	97	49.3%	89	47.1%	90	47.4%	92	47.8%
Age 75 to 79 Years	87	46.5%	85	45.8%	87	46.7%	88	46.9%
Age 80 to 84 Years	92	48.0%	83	45.4%	86	46.3%	86	46.2%
Age 85 Years or Over	83	45.3%	87	46.5%	86	46.3%	86	46.1%
Age 19 Years or Less	113	53.1%	107	51.7%	108	51.8%	107	51.8%
Age 20 to 39 Years	107	51.6%	103	50.7%	104	50.9%	104	50.9%
Age 40 to 64 Years	97	49.1%	96	49.0%	97	49.2%	97	49.4%
Age 65 Years or Over	93	48.2%	87	46.5%	88	46.9%	89	47.1%

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<b>Household Type (2024)</b>								
Total Households	7,672		56,866		69,801		85,604	
Households with Children	2,374	30.9%	16,997	29.9%	20,589	29.5%	25,805	30.1%
Average Household Size	2.6		2.5		2.5		2.5	
Household Density per Square Mile	271		181		56		76	
Population Family	16,585	83.6%	113,330	79.5%	140,046	79.9%	173,046	80.1%
Population Non-Family	2,991	15.1%	26,676	18.7%	32,499	18.5%	39,853	18.5%
Population Group Quarters	255	1.3%	2,474	1.7%	2,674	1.5%	3,094	1.4%
Family Households	5,418	70.6%	36,896	64.9%	45,463	65.1%	55,660	65.0%
Married Couple Households	4,050	74.7%	25,934	70.3%	32,416	71.3%	39,020	70.1%
Other Family Households with Children	1,368	25.3%	10,961	29.7%	13,047	28.7%	16,639	29.9%
Family Households with Children	2,367	43.7%	16,940	45.9%	20,518	45.1%	25,713	46.2%
Married Couple with Children	1,628	68.8%	10,777	63.6%	13,291	64.8%	16,317	63.5%
Other Family Households with Children	739	31.2%	6,164	36.4%	7,227	35.2%	9,395	36.5%
Family Households No Children	3,051	56.3%	19,955	54.1%	24,946	54.9%	29,947	53.8%
Married Couple No Children	2,421	79.4%	15,158	76.0%	19,126	76.7%	22,703	75.8%
Other Family Households No Children	629	20.6%	4,798	24.0%	5,820	23.3%	7,244	24.2%
Non-Family Households	2,254	29.4%	19,970	35.1%	24,338	34.9%	29,945	35.0%
Non-Family Households with Children	6	0.3%	57	0.3%	71	0.3%	92	0.3%
Non-Family Households No Children	2,248	99.7%	19,914	99.7%	24,267	99.7%	29,853	99.7%
Average Family Household Size	3.1		3.1		3.1		3.1	
Average Family Income	\$131,178		\$122,520		\$121,679		\$120,276	
Median Family Income	\$106,217		\$97,139		\$96,359		\$91,418	
Average Non-Family Household Size	1.3		1.3		1.3		1.3	
<b>Marital Status (2024)</b>								
Population Age 15 Years or Over	16,223		116,670		143,667		176,277	
Never Married	3,953	24.4%	35,156	30.1%	42,101	29.3%	53,147	30.1%
Currently Married	8,068	49.7%	48,575	41.6%	60,949	42.4%	73,681	41.8%
Previously Married	4,202	25.9%	32,940	28.2%	40,617	28.3%	49,448	28.1%
Separated	612	14.6%	4,643	14.1%	5,587	13.8%	6,535	13.2%
Widowed	1,151	27.4%	8,263	25.1%	10,587	26.1%	13,034	26.4%
Divorced	2,439	58.0%	20,033	60.8%	24,442	60.2%	29,879	60.4%
<b>Educational Attainment (2024)</b>								
Adult Population Age 25 Years or Over	14,089		100,019		123,850		151,259	
Elementary (Grade Level 0 to 8)	392	2.8%	2,142	2.1%	2,809	2.3%	4,427	2.9%
Some High School (Grade Level 9 to 11)	765	5.4%	5,331	5.3%	6,581	5.3%	8,672	5.7%
High School Graduate	3,590	25.5%	24,234	24.2%	30,446	24.6%	39,151	25.9%
Some College	3,941	28.0%	29,874	29.9%	36,875	29.8%	44,630	29.5%
Associate Degree Only	2,275	16.1%	12,966	13.0%	16,026	12.9%	18,822	12.4%
Bachelor Degree Only	2,159	15.3%	16,925	16.9%	20,874	16.9%	24,187	16.0%
Graduate Degree	966	6.9%	8,547	8.5%	10,239	8.3%	11,371	7.5%
Any College (Some College or Higher)	9,341	66.3%	68,312	68.3%	84,014	67.8%	99,009	65.5%
College Degree + (Bachelor Degree or Higher)	3,125	22.2%	25,472	25.5%	31,113	25.1%	35,558	23.5%

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# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.5057/-122.3356

19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Housing</b>								
Total Housing Units (2024)	8,319		61,858		76,237		93,711	
Total Housing Units (2020)	8,060		60,807		75,104		92,632	
Historical Annual Growth (2020-2024)	259	0.8%	1,051	0.4%	1,133	0.4%	1,079	0.3%
Housing Units Occupied (2024)	7,672	92.2%	56,866	91.9%	69,801	91.6%	85,604	91.3%
Housing Units Owner-Occupied	5,739	74.8%	34,064	59.9%	44,181	63.3%	53,148	62.1%
Housing Units Renter-Occupied	1,933	25.2%	22,802	40.1%	25,620	36.7%	32,457	37.9%
Housing Units Vacant (2024)	647	7.8%	4,992	8.1%	6,436	8.4%	8,106	8.7%
<b>Household Size (2024)</b>								
Total Households	7,672		56,866		69,801		85,604	
1 Person Households	1,731	22.6%	15,223	26.8%	18,538	26.6%	22,860	26.7%
2 Person Households	3,032	39.5%	21,107	37.1%	26,128	37.4%	31,905	37.3%
3 Person Households	1,142	14.9%	8,429	14.8%	10,203	14.6%	12,306	14.4%
4 Person Households	953	12.4%	6,634	11.7%	8,066	11.6%	9,735	11.4%
5 Person Households	462	6.0%	3,146	5.5%	3,928	5.6%	4,933	5.8%
6 Person Households	217	2.8%	1,434	2.5%	1,810	2.6%	2,341	2.7%
7 or More Person Households	136	1.8%	894	1.6%	1,130	1.6%	1,524	1.8%
<b>Household Income Distribution (2024)</b>								
HH Income \$200,000 or More	774	10.1%	5,438	9.6%	6,680	9.6%	7,511	8.8%
HH Income \$150,000 to \$199,999	1,011	13.2%	5,302	9.3%	6,336	9.1%	7,210	8.4%
HH Income \$125,000 to \$149,999	627	8.2%	4,129	7.3%	5,214	7.5%	5,991	7.0%
HH Income \$100,000 to \$124,999	839	10.9%	5,726	10.1%	7,088	10.2%	8,196	9.6%
HH Income \$75,000 to \$99,999	931	12.1%	7,735	13.6%	9,560	13.7%	11,717	13.7%
HH Income \$50,000 to \$74,999	1,073	14.0%	9,147	16.1%	10,909	15.6%	14,049	16.4%
HH Income \$35,000 to \$49,999	799	10.4%	5,976	10.5%	7,255	10.4%	9,090	10.6%
HH Income \$25,000 to \$34,999	584	7.6%	3,824	6.7%	4,637	6.6%	6,454	7.5%
HH Income \$15,000 to \$24,999	518	6.7%	4,151	7.3%	5,252	7.5%	6,591	7.7%
HH Income \$10,000 to \$14,999	135	1.8%	2,415	4.2%	2,936	4.2%	3,853	4.5%
HH Income Under \$10,000	381	5.0%	3,023	5.3%	3,935	5.6%	4,940	5.8%
<b>Household Vehicles (2024)</b>								
Households 0 Vehicles Available	492	6.4%	4,225	7.4%	5,019	7.2%	6,121	7.2%
Households 1 Vehicle Available	1,977	25.8%	17,256	30.3%	20,201	28.9%	25,811	30.2%
Households 2 Vehicles Available	3,170	41.3%	21,289	37.4%	26,182	37.5%	31,550	36.9%
Households 3 or More Vehicles Available	2,033	26.5%	14,096	24.8%	18,399	26.4%	22,123	25.8%
Total Vehicles Available	15,402		108,589		136,429		165,818	
Average Vehicles per Household	2.0		1.9		2.0		1.9	
Owner-Occupied Household Vehicles	12,271	79.7%	74,811	68.9%	98,031	71.9%	117,413	70.8%
Average Vehicles per Owner-Occupied Household	2.1		2.2		2.2		2.2	
Renter-Occupied Household Vehicles	3,130	20.3%	33,779	31.1%	38,398	28.1%	48,405	29.2%
Average Vehicles per Renter-Occupied Household	1.6		1.5		1.5		1.5	
<b>Travel Time (2024)</b>								
Worker Base Age 16 years or Over	8,950		64,709		78,625		95,181	
Travel to Work in 14 Minutes or Less	3,416	38.2%	26,977	41.7%	30,363	38.6%	36,738	38.6%
Travel to Work in 15 to 29 Minutes	3,717	41.5%	25,805	39.9%	31,567	40.1%	34,752	36.5%
Travel to Work in 30 to 59 Minutes	574	6.4%	4,293	6.6%	7,065	9.0%	11,300	11.9%
Travel to Work in 60 Minutes or More	380	4.3%	2,242	3.5%	3,108	4.0%	4,238	4.5%
Work at Home	862	9.6%	5,392	8.3%	6,522	8.3%	8,153	8.6%
Average Minutes Travel to Work	15.2		15.0		16.0		16.5	

# Complete Profile



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Lat/Lon: 40.5057/-122.3356

19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Transportation To Work (2024)</b>								
Worker Base Age 16 years or Over	8,950		64,709		78,625		95,181	
Drive to Work Alone	6,785	75.8%	49,800	77.0%	60,705	77.2%	73,747	77.5%
Drive to Work in Carpool	938	10.5%	6,951	10.7%	8,308	10.6%	9,798	10.3%
Travel to Work by Public Transportation	46	0.5%	599	0.9%	811	1.0%	786	0.8%
Drive to Work on Motorcycle	10	0.1%	97	0.1%	157	0.2%	161	0.2%
Bicycle to Work	51	0.6%	654	1.0%	680	0.9%	672	0.7%
Walk to Work	228	2.6%	1,030	1.6%	1,222	1.6%	1,484	1.6%
Other Means	30	0.3%	186	0.3%	220	0.3%	381	0.4%
Work at Home	862	9.6%	5,392	8.3%	6,522	8.3%	8,153	8.6%
<b>Daytime Demographics (2024)</b>								
Total Businesses	684		6,901		7,447		8,807	
Total Employees	6,201		57,357		60,801		74,035	
Company Headquarter Businesses	29	4.3%	208	3.0%	221	3.0%	260	3.0%
Company Headquarter Employees	722	11.6%	4,461	7.8%	4,669	7.7%	6,355	8.6%
Employee Population per Business	9.1 to 1		8.3 to 1		8.2 to 1		8.4 to 1	
Residential Population per Business	29.0 to 1		20.6 to 1		23.5 to 1		24.5 to 1	
Adj. Daytime Demographics Age 16 Years or Over	13,227		107,536		123,631		152,318	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2024)	15,982		114,950		141,519		173,555	
Labor Force Total Males (2024)	7,977	49.9%	56,458	49.1%	69,830	49.3%	85,816	49.4%
Male Civilian Employed	4,558	57.1%	33,467	59.3%	40,838	58.5%	49,544	57.7%
Male Civilian Unemployed	232	2.9%	2,179	3.9%	2,835	4.1%	3,439	4.0%
Males in Armed Forces	4	-	46	-	46	-	69	-
Males Not in Labor Force	3,183	39.9%	20,766	36.8%	26,111	37.4%	32,763	38.2%
Labor Force Total Females (2024)	8,005	50.1%	58,492	50.9%	71,689	50.7%	87,739	50.6%
Female Civilian Employed	4,394	54.9%	31,258	53.4%	37,806	52.7%	45,658	52.0%
Female Civilian Unemployed	204	2.5%	1,465	2.5%	1,886	2.6%	2,563	2.9%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	3,407	42.6%	25,769	44.1%	31,998	44.6%	39,518	45.0%
Unemployment Rate	435	2.7%	3,644	3.2%	4,721	3.3%	6,003	3.5%
<b>Occupation (2024)</b>								
Occupation Population Age 16 Years or Over	8,950		64,709		78,625		95,181	
Occupation Total Males	4,556	50.9%	33,451	51.7%	40,820	51.9%	49,523	52.0%
Occupation Total Females	4,394	49.1%	31,258	48.3%	37,806	48.1%	45,658	48.0%
Management, Business, Financial Operations	1,094	12.2%	9,020	13.9%	10,836	13.8%	12,259	12.9%
Professional, Related	2,223	24.8%	16,505	25.5%	19,795	25.2%	22,099	23.2%
Service	2,040	22.8%	15,611	24.1%	18,566	23.6%	22,172	23.3%
Sales, Office	1,846	20.6%	12,527	19.4%	15,417	19.6%	19,136	20.1%
Farming, Fishing, Forestry	6	-	232	0.4%	337	0.4%	1,413	1.5%
Construction, Extraction, Maintenance	667	7.5%	4,020	6.2%	5,092	6.5%	6,620	7.0%
Production, Transport, Material Moving	1,074	12.0%	6,794	10.5%	8,582	10.9%	11,482	12.1%
White Collar Workers	5,162	57.7%	38,051	58.8%	46,048	58.6%	53,495	56.2%
Blue Collar Workers	3,787	42.3%	26,657	41.2%	32,577	41.4%	41,687	43.8%

# Complete Profile



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 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.5057/-122.3356

19404 Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Units In Structure (2024)</b>								
Total Units	7,672		56,866		69,801		85,604	
1 Detached Unit	5,587	72.8%	35,857	63.1%	45,698	65.5%	56,116	65.6%
1 Attached Unit	132	1.7%	2,042	3.6%	2,339	3.4%	2,643	3.1%
2 Units	154	2.0%	2,566	4.5%	2,791	4.0%	3,083	3.6%
3 to 4 Units	148	1.9%	3,922	6.9%	4,240	6.1%	4,913	5.7%
5 to 9 Units	134	1.7%	2,246	3.9%	2,321	3.3%	3,292	3.8%
10 to 19 Units	19	0.2%	750	1.3%	789	1.1%	1,090	1.3%
20 to 49 Units	52	0.7%	1,336	2.3%	1,448	2.1%	1,699	2.0%
50 or More Units	190	2.5%	2,079	3.7%	2,143	3.1%	2,541	3.0%
Mobile Home or Trailer	1,215	15.8%	5,687	10.0%	7,588	10.9%	9,624	11.2%
Other Structure	42	0.5%	381	0.7%	444	0.6%	603	0.7%
<b>Homes Built By Year (2024)</b>								
Homes Built 2020 or later	35	0.4%	322	0.5%	435	0.6%	439	0.5%
Homes Built 2010 to 2019	473	5.7%	2,903	4.7%	3,763	4.9%	4,294	4.6%
Homes Built 2000 to 2009	922	11.1%	7,225	11.7%	9,383	12.3%	10,625	11.3%
Homes Built 1990 to 1999	1,139	13.7%	9,394	15.2%	11,706	15.4%	13,910	14.8%
Homes Built 1980 to 1989	1,560	18.8%	11,594	18.7%	14,167	18.6%	17,699	18.9%
Homes Built 1970 to 1979	1,651	19.9%	11,932	19.3%	14,176	18.6%	17,098	18.2%
Homes Built 1960 to 1969	697	8.4%	4,729	7.6%	5,682	7.5%	7,165	7.6%
Homes Built 1950 to 1959	859	10.3%	5,491	8.9%	6,397	8.4%	8,535	9.1%
Homes Built 1940 to 1949	283	3.4%	2,018	3.3%	2,508	3.3%	3,047	3.3%
Homes Built Before 1939	53	0.6%	1,258	2.0%	1,586	2.1%	2,791	3.0%
Median Age of Homes	43.2 yrs		43.2 yrs		42.8 yrs		43.9 yrs	
<b>Home Values (2024)</b>								
Owner Specified Housing Units	5,739		34,064		44,181		53,148	
Home Values \$1,000,000 or More	204	3.5%	1,154	3.4%	1,499	3.4%	1,720	3.2%
Home Values \$750,000 to \$999,999	211	3.7%	1,293	3.8%	1,655	3.7%	1,763	3.3%
Home Values \$500,000 to \$749,999	920	16.0%	5,690	16.7%	7,180	16.3%	8,333	15.7%
Home Values \$400,000 to \$499,999	742	12.9%	5,249	15.4%	6,864	15.5%	8,053	15.2%
Home Values \$300,000 to \$399,999	1,933	33.7%	10,494	30.8%	13,240	30.0%	15,187	28.6%
Home Values \$250,000 to \$299,999	377	6.6%	2,678	7.9%	3,462	7.8%	4,367	8.2%
Home Values \$200,000 to \$249,999	276	4.8%	2,140	6.3%	2,982	6.7%	3,761	7.1%
Home Values \$175,000 to \$199,999	18	0.3%	341	1.0%	501	1.1%	840	1.6%
Home Values \$150,000 to \$174,999	142	2.5%	800	2.3%	1,186	2.7%	2,190	4.1%
Home Values \$125,000 to \$149,999	56	1.0%	397	1.2%	603	1.4%	834	1.6%
Home Values \$100,000 to \$124,999	99	1.7%	535	1.6%	982	2.2%	1,338	2.5%
Home Values \$90,000 to \$99,999	27	0.5%	196	0.6%	260	0.6%	293	0.6%
Home Values \$80,000 to \$89,999	62	1.1%	302	0.9%	342	0.8%	380	0.7%
Home Values \$70,000 to \$79,999	46	0.8%	73	0.2%	89	0.2%	129	0.2%
Home Values \$60,000 to \$69,999	192	3.3%	256	0.8%	357	0.8%	395	0.7%
Home Values \$50,000 to \$59,999	61	1.1%	228	0.7%	277	0.6%	293	0.6%
Home Values \$35,000 to \$49,999	25	0.4%	418	1.2%	571	1.3%	697	1.3%
Home Values \$25,000 to \$34,999	33	0.6%	355	1.0%	437	1.0%	453	0.9%
Home Values \$10,000 to \$24,999	109	1.9%	392	1.2%	462	1.0%	770	1.4%
Home Values Under \$10,000	208	3.6%	1,073	3.1%	1,230	2.8%	1,352	2.5%
Owner-Occupied Median Home Value	\$343,981		\$364,375		\$362,264		\$353,111	
Renter-Occupied Median Rent	\$1,043		\$1,010		\$996		\$970	

# Complete Profile



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 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.5057/-122.3356

19404 Knighton Rd Redding, CA 96002	3 mi radius	10 mi radius	20 mi radius	60 min drive time
<b>Total Annual Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$813.44 M	\$5.7 B	\$6.99 B	\$8.36 B
Total Non-Retail Expenditure	\$403.49 M	\$2.86 B	\$3.48 B	\$4.15 B
Total Retail Expenditure	\$409.95 M	\$2.85 B	\$3.51 B	\$4.21 B
Alcoholic Beverages	\$4.88 M	\$34.01 M	\$41.65 M	\$49.73 M
Apparel	\$14.76 M	\$103.47 M	\$126.7 M	\$151.79 M
Contributions	\$25.27 M	\$174.69 M	\$213.9 M	\$253.53 M
Education	\$18.05 M	\$125.25 M	\$153.37 M	\$182.33 M
Entertainment	\$45.72 M	\$320.66 M	\$392.71 M	\$470.74 M
Food Away From Home	\$35.08 M	\$245.57 M	\$300.71 M	\$359.93 M
Grocery	\$52.85 M	\$377.57 M	\$462.42 M	\$562.18 M
Health Care	\$53.02 M	\$383.36 M	\$473.4 M	\$580.02 M
Household Furnishings and Equipment	\$21.19 M	\$148.09 M	\$181.34 M	\$216.81 M
Household Operations	\$14.93 M	\$104.93 M	\$128.51 M	\$154.28 M
Miscellaneous Expenses	\$13.63 M	\$95.38 M	\$116.8 M	\$139.72 M
Personal Care	\$10.36 M	\$73.6 M	\$90.13 M	\$109.16 M
Shelter	\$124.42 M	\$914.98 M	\$1.11 B	\$1.34 B
Tax and Retirement	\$206.24 M	\$1.39 B	\$1.71 B	\$1.99 B
Tobacco and Related	\$4.01 M	\$29.72 M	\$36.44 M	\$45.37 M
Transportation	\$131.32 M	\$905.69 M	\$1.12 B	\$1.35 B
Utilities	\$37.72 M	\$269.99 M	\$330.66 M	\$402.53 M
<b>Monthly Household Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$8,835	\$8,355	\$8,347	\$8,138
Total Non-Retail Expenditure	\$4,383 49.6%	\$4,185 50.1%	\$4,161 49.8%	\$4,037 49.6%
Total Retail Expenditures	\$4,453 50.4%	\$4,171 49.9%	\$4,186 50.2%	\$4,100 50.4%
Alcoholic Beverages	\$53 0.6%	\$50 0.6%	\$50 0.6%	\$48 0.6%
Apparel	\$160 1.8%	\$152 1.8%	\$151 1.8%	\$148 1.8%
Contributions	\$275 3.1%	\$256 3.1%	\$255 3.1%	\$247 3.0%
Education	\$196 2.2%	\$184 2.2%	\$183 2.2%	\$177 2.2%
Entertainment	\$497 5.6%	\$470 5.6%	\$469 5.6%	\$458 5.6%
Food Away From Home	\$381 4.3%	\$360 4.3%	\$359 4.3%	\$350 4.3%
Grocery	\$574 6.5%	\$553 6.6%	\$552 6.6%	\$547 6.7%
Health Care	\$576 6.5%	\$562 6.7%	\$565 6.8%	\$565 6.9%
Household Furnishings and Equipment	\$230 2.6%	\$217 2.6%	\$216 2.6%	\$211 2.6%
Household Operations	\$162 1.8%	\$154 1.8%	\$153 1.8%	\$150 1.8%
Miscellaneous Expenses	\$148 1.7%	\$140 1.7%	\$139 1.7%	\$136 1.7%
Personal Care	\$112 1.3%	\$108 1.3%	\$108 1.3%	\$106 1.3%
Shelter	\$1,351 15.3%	\$1,341 16.0%	\$1,325 15.9%	\$1,305 16.0%
Tax and Retirement	\$2,240 25.4%	\$2,044 24.5%	\$2,040 24.4%	\$1,939 24.4%
Tobacco and Related	\$44 0.5%	\$44 0.5%	\$44 0.5%	\$44 0.5%
Transportation	\$1,426 16.1%	\$1,327 15.9%	\$1,343 16.1%	\$1,313 16.1%
Utilities	\$410 4.6%	\$396 4.7%	\$395 4.7%	\$392 4.8%