

# Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.5057/-122.3337

I-5 & Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Population</b>								
Estimated Population (2023)	19,834		145,916		178,845		216,941	
Projected Population (2028)	19,262		143,223		177,255		215,340	
Census Population (2020)	19,423		144,203		177,526		216,621	
Census Population (2010)	18,017		138,957		171,665		209,052	
Projected Annual Growth (2023-2028)	-572	-0.6%	-2,693	-0.4%	-1,591	-0.2%	-1,601	-0.1%
Historical Annual Growth (2020-2023)	411	0.7%	1,713	0.4%	1,319	0.2%	320	-
Historical Annual Growth (2010-2020)	1,406	0.8%	5,246	0.4%	5,860	0.3%	7,569	0.4%
Estimated Population Density (2023)	702 <i>psm</i>		465 <i>psm</i>		142 <i>psm</i>		195 <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>		1,113.2 <i>sq mi</i>	
<b>Households</b>								
Estimated Households (2023)	7,441		56,634		69,939		84,680	
Projected Households (2028)	7,261		55,790		69,467		83,892	
Census Households (2020)	7,438		57,234		70,293		85,155	
Census Households (2010)	6,871		54,793		67,495		81,563	
Projected Annual Growth (2023-2028)	-180	-0.5%	-843	-0.3%	-472	-0.1%	-789	-0.2%
Historical Annual Change (2010-2023)	570	0.6%	1,841	0.3%	2,445	0.3%	3,117	0.3%
<b>Average Household Income</b>								
Estimated Average Household Income (2023)	\$109,205		\$107,983		\$106,561		\$104,420	
Projected Average Household Income (2028)	\$122,045		\$119,441		\$116,781		\$114,828	
Census Average Household Income (2010)	\$64,549		\$56,153		\$57,208		\$54,488	
Census Average Household Income (2000)	\$47,974		\$45,356		\$45,632		\$44,106	
Projected Annual Change (2023-2028)	\$12,840	2.4%	\$11,458	2.1%	\$10,221	1.9%	\$10,408	2.0%
Historical Annual Change (2000-2023)	\$61,231	5.5%	\$62,627	6.0%	\$60,929	5.8%	\$60,314	5.9%
<b>Median Household Income</b>								
Estimated Median Household Income (2023)	\$85,154		\$76,092		\$76,408		\$72,410	
Projected Median Household Income (2028)	\$85,322		\$77,043		\$77,293		\$73,120	
Census Median Household Income (2010)	\$51,065		\$46,442		\$46,639		\$44,497	
Census Median Household Income (2000)	\$37,950		\$35,836		\$35,832		\$34,552	
Projected Annual Change (2023-2028)	\$168	-	\$951	0.2%	\$885	0.2%	\$710	0.2%
Historical Annual Change (2000-2023)	\$47,204	5.4%	\$40,255	4.9%	\$40,577	4.9%	\$37,858	4.8%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2023)	\$41,107		\$42,131		\$41,871		\$40,951	
Projected Per Capita Income (2028)	\$46,145		\$46,751		\$45,969		\$44,927	
Census Per Capita Income (2010)	\$24,619		\$22,143		\$22,494		\$21,259	
Census Per Capita Income (2000)	\$18,087		\$17,583		\$17,620		\$16,960	
Projected Annual Change (2023-2028)	\$5,038	2.5%	\$4,620	2.2%	\$4,097	2.0%	\$3,977	1.9%
Historical Annual Change (2000-2023)	\$23,020	5.5%	\$24,548	6.1%	\$24,251	6.0%	\$23,991	6.2%
Estimated Average Household Net Worth (2023)	\$772,225		\$812,213		\$799,571		\$752,009	

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Lat/Lon: 40.5057/-122.3337

I-5 & 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 (2023)	19,834		145,916		178,845		216,941	
White (2023)	16,151	81.4%	116,952	80.2%	143,993	80.5%	169,722	78.2%
Black or African American (2023)	188	0.9%	2,476	1.7%	2,903	1.6%	3,407	1.6%
American Indian or Alaska Native (2023)	348	1.8%	2,712	1.9%	3,339	1.9%	4,334	2.0%
Asian (2023)	742	3.7%	5,730	3.9%	6,505	3.6%	6,960	3.2%
Hawaiian or Pacific Islander (2023)	28	0.1%	212	0.1%	258	0.1%	328	0.2%
Other Race (2023)	590	3.0%	4,444	3.0%	5,421	3.0%	11,550	5.3%
Two or More Races (2023)	1,788	9.0%	13,391	9.2%	16,426	9.2%	20,640	9.5%
Population < 18 (2023)	4,137	20.9%	30,577	21.0%	36,974	20.7%	45,381	20.9%
White Not Hispanic	3,305	79.9%	24,045	78.6%	29,153	78.8%	33,937	74.8%
Black or African American	72	1.8%	736	2.4%	826	2.2%	955	2.1%
Asian	192	4.6%	1,392	4.6%	1,611	4.4%	1,762	3.9%
Other Race Not Hispanic	223	5.4%	1,711	5.6%	2,017	5.5%	2,521	5.6%
Hispanic	345	8.3%	2,692	8.8%	3,367	9.1%	6,206	13.7%
Not Hispanic or Latino Population (2023)	17,377	87.6%	127,290	87.2%	155,866	87.2%	181,215	83.5%
Not Hispanic White	15,215	87.6%	110,202	86.6%	135,554	87.0%	158,161	87.3%
Not Hispanic Black or African American	177	1.0%	2,310	1.8%	2,723	1.7%	3,207	1.8%
Not Hispanic American Indian or Alaska Native	271	1.6%	1,820	1.4%	2,244	1.4%	2,693	1.5%
Not Hispanic Asian	733	4.2%	5,610	4.4%	6,362	4.1%	6,779	3.7%
Not Hispanic Hawaiian or Pacific Islander	19	0.1%	141	0.1%	172	0.1%	204	0.1%
Not Hispanic Other Race	39	0.2%	301	0.2%	400	0.3%	465	0.3%
Not Hispanic Two or More Races	924	5.3%	6,906	5.4%	8,410	5.4%	9,707	5.4%
Hispanic or Latino Population (2023)	2,457	12.4%	18,626	12.8%	22,979	12.8%	35,727	16.5%
Hispanic White	936	38.1%	6,750	36.2%	8,438	36.7%	11,561	32.4%
Hispanic Black or African American	11	0.4%	165	0.9%	180	0.8%	200	0.6%
Hispanic American Indian or Alaska Native	77	3.1%	891	4.8%	1,095	4.8%	1,641	4.6%
Hispanic Asian	8	0.3%	119	0.6%	143	0.6%	182	0.5%
Hispanic Hawaiian or Pacific Islander	9	0.4%	72	0.4%	86	0.4%	124	0.3%
Hispanic Other Race	550	22.4%	4,143	22.2%	5,021	21.9%	11,086	31.0%
Hispanic Two or More Races	865	35.2%	6,485	34.8%	8,016	34.9%	10,933	30.6%
Not Hispanic or Latino Population (2020)	17,282	89.0%	127,976	88.7%	158,069	89.0%	183,794	84.8%
Hispanic or Latino Population (2020)	2,141	11.0%	16,228	11.3%	19,457	11.0%	32,827	15.2%
Not Hispanic or Latino Population (2010)	16,496	91.6%	126,929	91.3%	157,151	91.5%	184,040	88.0%
Hispanic or Latino Population (2010)	1,521	8.4%	12,028	8.7%	14,514	8.5%	25,012	12.0%
Not Hispanic or Latino Population (2028)	16,845	87.5%	124,921	87.2%	154,440	87.1%	179,620	83.4%
Hispanic or Latino Population (2028)	2,417	12.5%	18,302	12.8%	22,815	12.9%	35,721	16.6%
Projected Annual Growth (2023-2028)	-39	-0.3%	-324	-0.3%	-164	-0.1%	-6	-
Historical Annual Growth (2010-2020)	620	4.1%	4,200	3.5%	4,943	3.4%	7,815	3.1%

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<b>Total Age Distribution (2023)</b>								
Total Population	19,834		145,916		178,845		216,941	
Age Under 5 Years	961	4.8%	7,657	5.2%	9,047	5.1%	11,280	5.2%
Age 5 to 9 Years	1,148	5.8%	8,758	6.0%	10,552	5.9%	12,861	5.9%
Age 10 to 14 Years	1,301	6.6%	8,925	6.1%	11,024	6.2%	13,330	6.1%
Age 15 to 19 Years	1,095	5.5%	8,249	5.7%	9,920	5.5%	12,303	5.7%
Age 20 to 24 Years	900	4.5%	8,636	5.9%	10,025	5.6%	12,644	5.8%
Age 25 to 29 Years	1,019	5.1%	9,218	6.3%	10,856	6.1%	13,549	6.2%
Age 30 to 34 Years	1,356	6.8%	10,311	7.1%	12,428	6.9%	14,977	6.9%
Age 35 to 39 Years	1,324	6.7%	9,969	6.8%	12,250	6.8%	14,512	6.7%
Age 40 to 44 Years	1,238	6.2%	9,169	6.3%	11,300	6.3%	13,354	6.2%
Age 45 to 49 Years	944	4.8%	7,393	5.1%	9,237	5.2%	11,285	5.2%
Age 50 to 54 Years	1,145	5.8%	8,156	5.6%	10,263	5.7%	12,321	5.7%
Age 55 to 59 Years	1,234	6.2%	8,850	6.1%	11,293	6.3%	13,664	6.3%
Age 60 to 64 Years	1,410	7.1%	9,954	6.8%	12,786	7.1%	15,489	7.1%
Age 65 to 69 Years	1,363	6.9%	9,181	6.3%	11,874	6.6%	14,097	6.5%
Age 70 to 74 Years	1,410	7.1%	8,160	5.6%	10,214	5.7%	12,225	5.6%
Age 75 to 79 Years	1,030	5.2%	6,192	4.2%	7,451	4.2%	8,876	4.1%
Age 80 to 84 Years	516	2.6%	3,699	2.5%	4,418	2.5%	5,407	2.5%
Age 85 Years or Over	440	2.2%	3,440	2.4%	3,905	2.2%	4,769	2.2%
Median Age	42.7		40.3		41.1		40.7	
Age 19 Years or Less	4,505	22.7%	33,589	23.0%	40,543	22.7%	49,773	22.9%
Age 20 to 64 Years	10,570	53.3%	81,655	56.0%	100,438	56.2%	121,794	56.1%
Age 65 Years or Over	4,759	24.0%	30,672	21.0%	37,864	21.2%	45,374	20.9%
<b>Female Age Distribution (2023)</b>								
Female Population	9,930	50.1%	74,339	50.9%	90,559	50.6%	109,836	50.6%
Age Under 5 Years	458	4.6%	3,716	5.0%	4,410	4.9%	5,510	5.0%
Age 5 to 9 Years	541	5.4%	4,251	5.7%	5,116	5.6%	6,267	5.7%
Age 10 to 14 Years	619	6.2%	4,358	5.9%	5,331	5.9%	6,427	5.9%
Age 15 to 19 Years	511	5.1%	3,954	5.3%	4,736	5.2%	5,900	5.4%
Age 20 to 24 Years	425	4.3%	4,143	5.6%	4,790	5.3%	6,119	5.6%
Age 25 to 29 Years	514	5.2%	4,495	6.0%	5,283	5.8%	6,611	6.0%
Age 30 to 34 Years	660	6.7%	5,129	6.9%	6,152	6.8%	7,365	6.7%
Age 35 to 39 Years	644	6.5%	4,971	6.7%	6,068	6.7%	7,172	6.5%
Age 40 to 44 Years	611	6.2%	4,488	6.0%	5,552	6.1%	6,568	6.0%
Age 45 to 49 Years	469	4.7%	3,708	5.0%	4,593	5.1%	5,623	5.1%
Age 50 to 54 Years	590	5.9%	4,172	5.6%	5,215	5.8%	6,208	5.7%
Age 55 to 59 Years	617	6.2%	4,624	6.2%	5,884	6.5%	7,101	6.5%
Age 60 to 64 Years	733	7.4%	5,212	7.0%	6,654	7.3%	8,031	7.3%
Age 65 to 69 Years	732	7.4%	4,951	6.7%	6,285	6.9%	7,492	6.8%
Age 70 to 74 Years	697	7.0%	4,396	5.9%	5,425	6.0%	6,484	5.9%
Age 75 to 79 Years	590	5.9%	3,460	4.7%	4,096	4.5%	4,882	4.4%
Age 80 to 84 Years	261	2.6%	2,095	2.8%	2,480	2.7%	3,047	2.8%
Age 85 Years or Over	259	2.6%	2,217	3.0%	2,489	2.7%	3,027	2.8%
Female Median Age	44.2		42.0		42.6		42.1	
Age 19 Years or Less	2,128	21.4%	16,279	21.9%	19,594	21.6%	24,104	21.9%
Age 20 to 64 Years	5,263	53.0%	40,941	55.1%	50,190	55.4%	60,800	55.4%
Age 65 Years or Over	2,539	25.6%	17,120	23.0%	20,775	22.9%	24,931	22.7%

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I-5 & Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Male Age Distribution (2023)</b>								
Male Population	9,904	49.9%	71,577	49.1%	88,286	49.4%	107,106	49.4%
Age Under 5 Years	503	5.1%	3,941	5.5%	4,637	5.3%	5,769	5.4%
Age 5 to 9 Years	607	6.1%	4,507	6.3%	5,435	6.2%	6,594	6.2%
Age 10 to 14 Years	683	6.9%	4,567	6.4%	5,693	6.4%	6,903	6.4%
Age 15 to 19 Years	584	5.9%	4,295	6.0%	5,185	5.9%	6,403	6.0%
Age 20 to 24 Years	475	4.8%	4,493	6.3%	5,235	5.9%	6,525	6.1%
Age 25 to 29 Years	504	5.1%	4,723	6.6%	5,573	6.3%	6,938	6.5%
Age 30 to 34 Years	696	7.0%	5,181	7.2%	6,276	7.1%	7,612	7.1%
Age 35 to 39 Years	680	6.9%	4,998	7.0%	6,182	7.0%	7,340	6.9%
Age 40 to 44 Years	627	6.3%	4,682	6.5%	5,749	6.5%	6,785	6.3%
Age 45 to 49 Years	475	4.8%	3,685	5.1%	4,644	5.3%	5,662	5.3%
Age 50 to 54 Years	555	5.6%	3,984	5.6%	5,048	5.7%	6,113	5.7%
Age 55 to 59 Years	617	6.2%	4,226	5.9%	5,409	6.1%	6,562	6.1%
Age 60 to 64 Years	678	6.8%	4,742	6.6%	6,132	6.9%	7,458	7.0%
Age 65 to 69 Years	631	6.4%	4,229	5.9%	5,589	6.3%	6,606	6.2%
Age 70 to 74 Years	713	7.2%	3,764	5.3%	4,789	5.4%	5,742	5.4%
Age 75 to 79 Years	440	4.4%	2,732	3.8%	3,355	3.8%	3,994	3.7%
Age 80 to 84 Years	256	2.6%	1,604	2.2%	1,938	2.2%	2,360	2.2%
Age 85 Years or Over	181	1.8%	1,223	1.7%	1,417	1.6%	1,742	1.6%
Male Median Age	41.3		38.9		39.8		39.4	
Age 19 Years or Less	2,376	24.0%	17,310	24.2%	20,949	23.7%	25,669	24.0%
Age 20 to 64 Years	5,308	53.6%	40,715	56.9%	50,248	56.9%	60,994	56.9%
Age 65 Years or Over	2,220	22.4%	13,552	18.9%	17,088	19.4%	20,443	19.1%
<b>Males per 100 Females (2023)</b>								
Overall Comparison	100		96		97		98	
Age Under 5 Years	110	52.3%	106	51.5%	105	51.3%	105	51.1%
Age 5 to 9 Years	112	52.9%	106	51.5%	106	51.5%	105	51.3%
Age 10 to 14 Years	110	52.5%	105	51.2%	107	51.6%	107	51.8%
Age 15 to 19 Years	114	53.3%	109	52.1%	109	52.3%	109	52.0%
Age 20 to 24 Years	112	52.8%	108	52.0%	109	52.2%	107	51.6%
Age 25 to 29 Years	98	49.5%	105	51.2%	105	51.3%	105	51.2%
Age 30 to 34 Years	105	51.3%	101	50.3%	102	50.5%	103	50.8%
Age 35 to 39 Years	106	51.4%	101	50.1%	102	50.5%	102	50.6%
Age 40 to 44 Years	103	50.7%	104	51.1%	104	50.9%	103	50.8%
Age 45 to 49 Years	101	50.3%	99	49.9%	101	50.3%	101	50.2%
Age 50 to 54 Years	94	48.5%	95	48.8%	97	49.2%	98	49.6%
Age 55 to 59 Years	100	50.0%	91	47.8%	92	47.9%	92	48.0%
Age 60 to 64 Years	92	48.1%	91	47.6%	92	48.0%	93	48.1%
Age 65 to 69 Years	86	46.3%	85	46.1%	89	47.1%	88	46.9%
Age 70 to 74 Years	102	50.6%	86	46.1%	88	46.9%	89	47.0%
Age 75 to 79 Years	75	42.7%	79	44.1%	82	45.0%	82	45.0%
Age 80 to 84 Years	98	49.5%	77	43.4%	78	43.9%	77	43.6%
Age 85 Years or Over	70	41.0%	55	35.6%	57	36.3%	58	36.5%
Age 19 Years or Less	112	52.7%	106	51.5%	107	51.7%	106	51.6%
Age 20 to 39 Years	105	51.2%	104	50.9%	104	51.1%	104	51.0%
Age 40 to 64 Years	98	49.4%	96	49.0%	97	49.2%	97	49.3%
Age 65 Years or Over	87	46.7%	79	44.2%	82	45.1%	82	45.1%

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<b>Household Type (2023)</b>								
Total Households	7,441		56,634		69,939		84,680	
Households with Children	2,059	27.7%	17,262	30.5%	20,859	29.8%	25,424	30.0%
Average Household Size	2.6		2.5		2.5		2.5	
Household Density per Square Mile	263		180		56		76	
Population Family	16,509	83.2%	117,960	80.8%	145,354	81.3%	176,271	81.3%
Population Non-Family	3,058	15.4%	25,295	17.3%	30,604	17.1%	37,359	17.2%
Population Group Quarters	267	1.3%	2,661	1.8%	2,887	1.6%	3,312	1.5%
Family Households	5,215	70.1%	37,835	66.8%	46,923	67.1%	56,309	66.5%
Married Couple Households	3,801	72.9%	27,245	72.0%	34,072	72.6%	40,409	71.8%
Other Family Households with Children	1,414	27.1%	10,589	28.0%	12,851	27.4%	15,900	28.2%
Family Households with Children	2,015	38.6%	17,057	45.1%	20,561	43.8%	25,080	44.5%
Married Couple with Children	1,457	72.3%	11,303	66.3%	13,818	67.2%	16,584	66.1%
Other Family Households with Children	558	27.7%	5,754	33.7%	6,744	32.8%	8,496	33.9%
Family Households No Children	3,200	61.4%	20,777	54.9%	26,361	56.2%	31,229	55.5%
Married Couple No Children	2,344	73.2%	15,943	76.7%	20,254	76.8%	23,825	76.3%
Other Family Households No Children	856	26.8%	4,835	23.3%	6,108	23.2%	7,404	23.7%
Non-Family Households	2,226	29.9%	18,799	33.2%	23,017	32.9%	28,372	33.5%
Non-Family Households with Children	44	2.0%	205	1.1%	298	1.3%	344	1.2%
Non-Family Households No Children	2,183	98.0%	18,594	98.9%	22,719	98.7%	28,028	98.8%
Average Family Household Size	3.2		3.1		3.1		3.1	
Average Family Income	\$129,413		\$125,408		\$124,219		\$123,502	
Median Family Income	\$104,468		\$92,259		\$92,311		\$87,625	
Average Non-Family Household Size	1.4		1.3		1.3		1.3	
<b>Marital Status (2023)</b>								
Population Age 15 Years or Over	16,424		120,576		148,222		179,471	
Never Married	4,010	24.4%	36,236	30.1%	43,283	29.2%	54,227	30.2%
Currently Married	8,220	50.0%	50,212	41.6%	62,885	42.4%	74,776	41.7%
Previously Married	4,195	25.5%	34,127	28.3%	42,055	28.4%	50,468	28.1%
Separated	650	15.5%	4,839	14.2%	5,809	13.8%	6,727	13.3%
Widowed	1,140	27.2%	8,490	24.9%	10,861	25.8%	13,210	26.2%
Divorced	2,405	57.3%	20,798	60.9%	25,385	60.4%	30,531	60.5%
<b>Educational Attainment (2023)</b>								
Adult Population Age 25 Years or Over	14,429		103,691		128,277		154,524	
Elementary (Grade Level 0 to 8)	449	3.1%	2,711	2.6%	3,503	2.7%	5,597	3.6%
Some High School (Grade Level 9 to 11)	913	6.3%	6,374	6.1%	7,770	6.1%	9,966	6.4%
High School Graduate	3,575	24.8%	26,252	25.3%	33,114	25.8%	41,464	26.8%
Some College	3,976	27.6%	29,638	28.6%	36,761	28.7%	44,122	28.6%
Associate Degree Only	1,924	13.3%	11,737	11.3%	14,599	11.4%	16,970	11.0%
Bachelor Degree Only	2,538	17.6%	18,061	17.4%	22,093	17.2%	24,910	16.1%
Graduate Degree	1,053	7.3%	8,919	8.6%	10,438	8.1%	11,495	7.4%
Any College (Some College or Higher)	9,492	65.8%	68,355	65.9%	83,891	65.4%	97,497	63.1%
College Degree + (Bachelor Degree or Higher)	3,591	24.9%	26,980	26.0%	32,530	25.4%	36,405	23.6%

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.5057/-122.3337

I-5 & Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Housing</b>								
Total Housing Units (2023)	8,066		61,819		76,714		93,140	
Total Housing Units (2020)	7,812		60,796		75,103		91,567	
Historical Annual Growth (2020-2023)	253	1.1%	1,023	0.6%	1,612	0.7%	1,573	0.6%
Housing Units Occupied (2023)	7,441	92.3%	56,634	91.6%	69,939	91.2%	84,680	90.9%
Housing Units Owner-Occupied	4,840	65.0%	35,948	63.5%	44,710	63.9%	54,023	63.8%
Housing Units Renter-Occupied	2,601	35.0%	20,686	36.5%	25,230	36.1%	30,657	36.2%
Housing Units Vacant (2023)	624	7.7%	5,185	8.4%	6,775	8.8%	8,460	9.1%
<b>Household Size (2023)</b>								
Total Households	7,441		56,634		69,939		84,680	
1 Person Households	1,749	23.5%	14,760	26.1%	18,120	25.9%	22,677	26.8%
2 Person Households	2,939	39.5%	21,010	37.1%	26,391	37.7%	31,586	37.3%
3 Person Households	946	12.7%	8,548	15.1%	10,495	15.0%	12,387	14.6%
4 Person Households	978	13.1%	6,902	12.2%	8,357	11.9%	9,866	11.7%
5 Person Households	475	6.4%	3,316	5.9%	4,071	5.8%	4,980	5.9%
6 Person Households	230	3.1%	1,414	2.5%	1,679	2.4%	2,116	2.5%
7 or More Person Households	125	1.7%	683	1.2%	826	1.2%	1,068	1.3%
<b>Household Income Distribution (2023)</b>								
HH Income \$200,000 or More	592	8.0%	5,454	9.6%	6,532	9.3%	7,267	8.6%
HH Income \$150,000 to \$199,999	979	13.2%	5,027	8.9%	6,237	8.9%	6,744	8.0%
HH Income \$125,000 to \$149,999	726	9.8%	4,175	7.4%	5,088	7.3%	5,833	6.9%
HH Income \$100,000 to \$124,999	689	9.3%	4,766	8.4%	6,188	8.8%	7,313	8.6%
HH Income \$75,000 to \$99,999	996	13.4%	8,171	14.4%	10,296	14.7%	11,967	14.1%
HH Income \$50,000 to \$74,999	1,091	14.7%	9,197	16.2%	11,132	15.9%	14,041	16.6%
HH Income \$35,000 to \$49,999	722	9.7%	6,578	11.6%	7,856	11.2%	9,757	11.5%
HH Income \$25,000 to \$34,999	664	8.9%	4,197	7.4%	5,147	7.4%	7,073	8.4%
HH Income \$15,000 to \$24,999	392	5.3%	4,021	7.1%	5,005	7.2%	6,402	7.6%
HH Income \$10,000 to \$14,999	226	3.0%	2,530	4.5%	3,235	4.6%	4,221	5.0%
HH Income Under \$10,000	364	4.9%	2,517	4.4%	3,224	4.6%	4,063	4.8%
<b>Household Vehicles (2023)</b>								
Households 0 Vehicles Available	560	7.5%	3,909	6.9%	4,868	7.0%	5,922	7.0%
Households 1 Vehicle Available	2,062	27.7%	16,973	30.0%	20,492	29.3%	25,316	29.9%
Households 2 Vehicles Available	2,999	40.3%	20,961	37.0%	25,714	36.8%	30,781	36.3%
Households 3 or More Vehicles Available	1,820	24.5%	14,791	26.1%	18,866	27.0%	22,662	26.8%
Total Vehicles Available	14,472		110,046		137,236		165,357	
Average Vehicles per Household	1.9		1.9		2.0		2.0	
Owner-Occupied Household Vehicles	10,573	73.1%	79,292	72.1%	99,309	72.4%	119,616	72.3%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2		2.2	
Renter-Occupied Household Vehicles	3,899	26.9%	30,753	27.9%	37,927	27.6%	45,740	27.7%
Average Vehicles per Renter-Occupied Household	1.5		1.5		1.5		1.5	
<b>Travel Time (2023)</b>								
Worker Base Age 16 years or Over	8,647		64,354		77,662		93,548	
Travel to Work in 14 Minutes or Less	3,844	44.5%	29,332	45.6%	32,949	42.4%	39,798	42.5%
Travel to Work in 15 to 29 Minutes	3,141	36.3%	22,215	34.5%	27,731	35.7%	32,621	34.9%
Travel to Work in 30 to 59 Minutes	730	8.4%	5,994	9.3%	8,947	11.5%	11,690	12.5%
Travel to Work in 60 Minutes or More	251	2.9%	1,808	2.8%	2,212	2.8%	2,587	2.8%
Work at Home	681	7.9%	5,005	7.8%	5,822	7.5%	6,853	7.3%
Average Minutes Travel to Work	14.5		14.6		15.6		15.5	

# Complete Profile



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I-5 & Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Transportation To Work (2023)</b>								
Worker Base Age 16 years or Over	8,647		64,354		77,662		93,548	
Drive to Work Alone	6,815	78.8%	50,950	79.2%	61,902	79.7%	74,633	79.8%
Drive to Work in Carpool	782	9.0%	5,683	8.8%	6,643	8.6%	8,380	9.0%
Travel to Work by Public Transportation	22	0.3%	275	0.4%	398	0.5%	413	0.4%
Drive to Work on Motorcycle	14	0.2%	152	0.2%	247	0.3%	261	0.3%
Bicycle to Work	16	0.2%	524	0.8%	545	0.7%	564	0.6%
Walk to Work	276	3.2%	1,464	2.3%	1,668	2.1%	1,967	2.1%
Other Means	41	0.5%	302	0.5%	437	0.6%	478	0.5%
Work at Home	681	7.9%	5,005	7.8%	5,822	7.5%	6,853	7.3%
<b>Daytime Demographics (2023)</b>								
Total Businesses	707		6,863		7,387		8,731	
Total Employees	6,390		57,106		60,440		73,651	
Company Headquarter Businesses	30	4.2%	208	3.0%	219	3.0%	259	3.0%
Company Headquarter Employees	692	10.8%	4,424	7.7%	4,604	7.6%	6,291	8.5%
Employee Population per Business	9.0 to 1		8.3 to 1		8.2 to 1		8.4 to 1	
Residential Population per Business	28.0 to 1		21.3 to 1		24.2 to 1		24.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	13,896		111,458		128,770		156,778	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2023)	16,156		118,731		146,018		176,739	
Labor Force Total Males (2023)	7,983	49.4%	57,609	48.5%	71,404	48.9%	86,453	48.9%
Male Civilian Employed	4,470	56.0%	33,235	57.7%	40,368	56.5%	48,734	56.4%
Male Civilian Unemployed	207	2.6%	1,914	3.3%	2,475	3.5%	3,095	3.6%
Males in Armed Forces	3	-	21	-	21	-	54	-
Males Not in Labor Force	3,302	41.4%	22,439	39.0%	28,540	40.0%	34,570	40.0%
Labor Force Total Females (2023)	8,174	50.6%	61,122	51.5%	74,614	51.1%	90,286	51.1%
Female Civilian Employed	4,177	51.1%	31,123	50.9%	37,298	50.0%	44,823	49.6%
Female Civilian Unemployed	171	2.1%	1,208	2.0%	1,543	2.1%	2,019	2.2%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	3,825	46.8%	28,790	47.1%	35,773	47.9%	43,444	48.1%
Unemployment Rate	378	2.3%	3,123	2.6%	4,018	2.8%	5,114	2.9%
<b>Occupation (2023)</b>								
Occupation Population Age 16 Years or Over	8,647		64,354		77,662		93,548	
Occupation Total Males	4,470	51.7%	33,231	51.6%	40,364	52.0%	48,729	52.1%
Occupation Total Females	4,177	48.3%	31,123	48.4%	37,298	48.0%	44,819	47.9%
Management, Business, Financial Operations	1,188	13.7%	9,956	15.5%	11,839	15.2%	13,196	14.1%
Professional, Related	1,982	22.9%	13,956	21.7%	16,313	21.0%	18,432	19.7%
Service	1,731	20.0%	13,716	21.3%	16,211	20.9%	19,548	20.9%
Sales, Office	2,111	24.4%	14,809	23.0%	18,127	23.3%	21,120	22.6%
Farming, Fishing, Forestry	5	-	117	0.2%	242	0.3%	1,505	1.6%
Construction, Extraction, Maintenance	692	8.0%	4,523	7.0%	5,379	6.9%	6,255	6.7%
Production, Transport, Material Moving	938	10.8%	7,277	11.3%	9,552	12.3%	13,494	14.4%
White Collar Workers	5,281	61.1%	38,721	60.2%	46,279	59.6%	52,747	56.4%
Blue Collar Workers	3,367	38.9%	25,633	39.8%	31,383	40.4%	40,802	43.6%

# Complete Profile



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Lat/Lon: 40.5057/-122.3337

I-5 & Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Units In Structure (2023)</b>								
Total Units	7,441		56,634		69,939		84,680	
1 Detached Unit	5,475	73.6%	39,989	70.6%	49,585	70.9%	59,525	70.3%
1 Attached Unit	126	1.7%	1,714	3.0%	2,063	2.9%	2,350	2.8%
2 Units	158	2.1%	1,497	2.6%	1,831	2.6%	2,151	2.5%
3 to 4 Units	320	4.3%	3,694	6.5%	4,286	6.1%	4,884	5.8%
5 to 9 Units	159	2.1%	1,662	2.9%	1,914	2.7%	2,824	3.3%
10 to 19 Units	45	0.6%	525	0.9%	587	0.8%	704	0.8%
20 to 49 Units	78	1.1%	731	1.3%	867	1.2%	1,112	1.3%
50 or More Units	274	3.7%	1,863	3.3%	2,037	2.9%	2,253	2.7%
Mobile Home or Trailer	762	10.2%	4,320	7.6%	6,057	8.7%	8,122	9.6%
Other Structure	45	0.6%	640	1.1%	712	1.0%	756	0.9%
<b>Homes Built By Year (2023)</b>								
Homes Built 2020 or later	63	0.8%	363	0.6%	444	0.6%	341	0.4%
Homes Built 2010 to 2019	586	7.3%	3,109	5.0%	3,981	5.2%	4,674	5.0%
Homes Built 2000 to 2009	967	12.0%	7,664	12.4%	9,982	13.0%	11,752	12.6%
Homes Built 1990 to 1999	1,010	12.5%	8,475	13.7%	10,370	13.5%	11,878	12.8%
Homes Built 1980 to 1989	1,452	18.0%	11,968	19.4%	14,552	19.0%	16,896	18.1%
Homes Built 1970 to 1979	1,415	17.5%	11,040	17.9%	13,536	17.6%	15,781	16.9%
Homes Built 1960 to 1969	816	10.1%	5,671	9.2%	6,942	9.0%	9,246	9.9%
Homes Built 1950 to 1959	803	10.0%	5,578	9.0%	6,682	8.7%	8,519	9.1%
Homes Built 1940 to 1949	270	3.4%	1,746	2.8%	2,185	2.8%	2,921	3.1%
Homes Built Before 1939	58	0.7%	1,020	1.7%	1,265	1.6%	2,673	2.9%
Median Age of Homes	42.5 yrs		42.9 yrs		42.7 yrs		44.0 yrs	
<b>Home Values (2023)</b>								
Owner Specified Housing Units	4,840		35,948		44,710		54,023	
Home Values \$1,000,000 or More	182	3.8%	1,085	3.0%	1,421	3.2%	1,601	3.0%
Home Values \$750,000 to \$999,999	96	2.0%	798	2.2%	1,052	2.4%	1,217	2.3%
Home Values \$500,000 to \$749,999	750	15.5%	5,074	14.1%	6,142	13.7%	6,576	12.2%
Home Values \$400,000 to \$499,999	841	17.4%	6,656	18.5%	7,886	17.6%	8,397	15.5%
Home Values \$300,000 to \$399,999	1,052	21.7%	7,912	22.0%	9,869	22.1%	11,909	22.0%
Home Values \$250,000 to \$299,999	716	14.8%	4,733	13.2%	5,902	13.2%	7,220	13.4%
Home Values \$200,000 to \$249,999	474	9.8%	4,124	11.5%	5,224	11.7%	6,902	12.8%
Home Values \$175,000 to \$199,999	97	2.0%	1,375	3.8%	1,711	3.8%	2,027	3.8%
Home Values \$150,000 to \$174,999	103	2.1%	1,096	3.0%	1,425	3.2%	2,035	3.8%
Home Values \$125,000 to \$149,999	37	0.8%	308	0.9%	421	0.9%	629	1.2%
Home Values \$100,000 to \$124,999	24	0.5%	287	0.8%	422	0.9%	849	1.6%
Home Values \$90,000 to \$99,999	14	0.3%	113	0.3%	209	0.5%	261	0.5%
Home Values \$80,000 to \$89,999	4	-	58	0.2%	77	0.2%	261	0.5%
Home Values \$70,000 to \$79,999	142	2.9%	357	1.0%	394	0.9%	450	0.8%
Home Values \$60,000 to \$69,999	11	0.2%	34	-	49	0.1%	109	0.2%
Home Values \$50,000 to \$59,999	18	0.4%	103	0.3%	144	0.3%	274	0.5%
Home Values \$35,000 to \$49,999	44	0.9%	388	1.1%	672	1.5%	891	1.6%
Home Values \$25,000 to \$34,999	17	0.4%	266	0.7%	305	0.7%	452	0.8%
Home Values \$10,000 to \$24,999	90	1.9%	491	1.4%	596	1.3%	1,029	1.9%
Home Values Under \$10,000	129	2.7%	690	1.9%	790	1.8%	935	1.7%
Owner-Occupied Median Home Value	\$355,329		\$344,833		\$341,689		\$325,505	
Renter-Occupied Median Rent	\$890		\$933		\$916		\$891	



# Complete Profile



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Lat/Lon: 40.5057/-122.3337

I-5 & Knighton Rd Redding, CA 96002	3 mi radius		10 mi radius		20 mi radius		60 min drive time	
<b>Total Annual Consumer Expenditure (2023)</b>								
Total Household Expenditure	\$557.76 M		\$4.2 B		\$5.14 B		\$6.13 B	
Total Non-Retail Expenditure	\$294.84 M		\$2.22 B		\$2.72 B		\$3.24 B	
Total Retail Expenditure	\$262.93 M		\$1.98 B		\$2.42 B		\$2.89 B	
Apparel	\$19.8 M		\$148.66 M		\$181.59 M		\$216.14 M	
Contributions	\$18.62 M		\$140.23 M		\$171.26 M		\$203.44 M	
Education	\$17.39 M		\$129.82 M		\$158.31 M		\$186.87 M	
Entertainment	\$31.97 M		\$239.29 M		\$292.54 M		\$347.92 M	
Food and Beverages	\$81.69 M		\$616.08 M		\$753.19 M		\$899.57 M	
Furnishings and Equipment	\$19.86 M		\$148.52 M		\$181.57 M		\$215.97 M	
Gifts	\$13.88 M		\$105.95 M		\$129.14 M		\$153.42 M	
Health Care	\$46.83 M		\$353.66 M		\$432.7 M		\$517.79 M	
Household Operations	\$22.1 M		\$166.17 M		\$203.01 M		\$241.8 M	
Miscellaneous Expenses	\$10.59 M		\$79.61 M		\$97.3 M		\$115.99 M	
Personal Care	\$7.51 M		\$56.42 M		\$68.97 M		\$82.23 M	
Personal Insurance	\$4.07 M		\$30.21 M		\$36.93 M		\$43.75 M	
Reading	\$1.23 M		\$9.24 M		\$11.3 M		\$13.47 M	
Shelter	\$117.46 M		\$886.64 M		\$1.08 B		\$1.29 B	
Tobacco	\$3.16 M		\$24.53 M		\$30.02 M		\$36.33 M	
Transportation	\$101.41 M		\$762.43 M		\$932.3 M		\$1.11 B	
Utilities	\$40.18 M		\$305.47 M		\$373.54 M		\$448.18 M	
<b>Monthly Household Consumer Expenditure (2023)</b>								
Total Household Expenditure	\$6,246		\$6,184		\$6,121		\$6,031	
Total Non-Retail Expenditure	\$3,302	52.9%	\$3,272	52.9%	\$3,238	52.9%	\$3,190	52.9%
Total Retail Expenditures	\$2,944	47.1%	\$2,912	47.1%	\$2,883	47.1%	\$2,841	47.1%
Apparel	\$222	3.6%	\$219	3.5%	\$216	3.5%	\$213	3.5%
Contributions	\$209	3.3%	\$206	3.3%	\$204	3.3%	\$200	3.3%
Education	\$195	3.1%	\$191	3.1%	\$189	3.1%	\$184	3.0%
Entertainment	\$358	5.7%	\$352	5.7%	\$349	5.7%	\$342	5.7%
Food and Beverages	\$915	14.6%	\$907	14.7%	\$897	14.7%	\$885	14.7%
Furnishings and Equipment	\$222	3.6%	\$219	3.5%	\$216	3.5%	\$213	3.5%
Gifts	\$155	2.5%	\$156	2.5%	\$154	2.5%	\$151	2.5%
Health Care	\$524	8.4%	\$520	8.4%	\$516	8.4%	\$510	8.4%
Household Operations	\$247	4.0%	\$245	4.0%	\$242	4.0%	\$238	3.9%
Miscellaneous Expenses	\$119	1.9%	\$117	1.9%	\$116	1.9%	\$114	1.9%
Personal Care	\$84	1.3%	\$83	1.3%	\$82	1.3%	\$81	1.3%
Personal Insurance	\$46	0.7%	\$44	0.7%	\$44	0.7%	\$43	0.7%
Reading	\$14	0.2%	\$14	0.2%	\$13	0.2%	\$13	0.2%
Shelter	\$1,315	21.1%	\$1,305	21.1%	\$1,291	21.1%	\$1,272	21.1%
Tobacco	\$35	0.6%	\$36	0.6%	\$36	0.6%	\$36	0.6%
Transportation	\$1,136	18.2%	\$1,122	18.1%	\$1,111	18.1%	\$1,094	18.1%
Utilities	\$450	7.2%	\$449	7.3%	\$445	7.3%	\$441	7.3%