



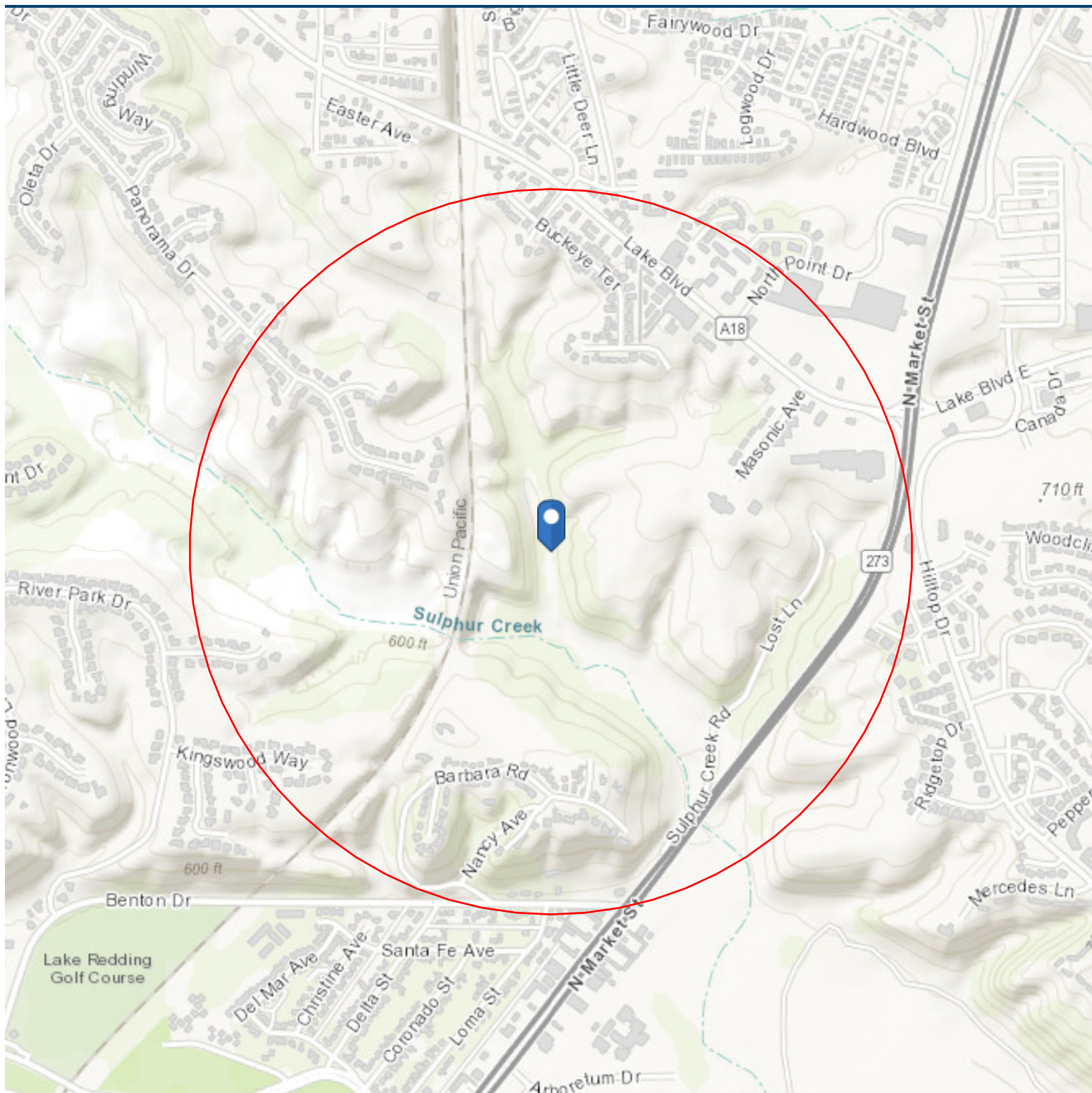
# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609



Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

SUMMARY DATA	2010	2024	2029
Population	1,128	1,135	1,115
Households	465	453	450
Families	67	263	261
Household Size	2.41	2.43	2.40
Owner Occupied Housing Units	210	202	209
Renter-occupied Housing Units	255	251	241
Median Age	39.0	38.4	39.5

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.35%		0.77%
Households	-0.13%		0.75%
Families	-0.15%		0.68%
Owner HHs	0.68%		0.92%
Median Household Income	3.75%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	48	11%	44	10%
\$15,000-\$24,999	85	19%	66	15%
\$25,000-\$34,999	31	7%	32	7%
\$35,000-\$49,999	37	8%	37	8%
50,000-\$74,999	42	9%	37	8%
75,000-\$99,999	104	23%	103	23%
\$75,000-\$99,999	47	10%	54	12%
\$150,000-\$199,999	26	6%	32	7%
\$200,000 or greater	34	8%	46	10%
Median Household Income		\$63,703		\$76,560
Average Household Income		\$84,937		\$100,873
Per Capita Income		\$34,711		\$41,678

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	80	7%	68	6%	65	6%
5-9	72	6%	71	6%	64	6%
10-14	60	5%	77	7%	67	6%
15-19	71	6%	67	6%	71	6%
20-24	89	8%	67	6%	66	6%
25-34	151	13%	161	14%	147	13%
35-44	110	10%	150	13%	156	14%
45-54	160	14%	113	10%	122	11%
55-64	144	13%	131	12%	114	10%
65-74	76	7%	128	11%	126	11%
75-84	70	6%	71	6%	85	8%
85+	33	3%	31	3%	32	3%



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	483	485	485
Owner-occupied Housing Units	45%	45%	46%
Renter-occupied Housing Units	55%	55%	54%
Vacant Housing Units	4%	7%	7%
Median Home Value		\$385,185	\$443,443
Per Capita Income		\$34,711	\$41,678
Median Age	39.0	38.4	39.5

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	13%	19%
\$50,000-\$99,999	1%	0%
\$100,000-\$149,999	1%	0%
\$150,000-\$199,999	2%	1%
\$200,000-\$249,999	5%	1%
\$250,000-\$299,999	5%	2%
\$300,000-\$399,999	27%	14%
\$400,000-\$499,999	30%	29%
\$500,000-\$749,999	16%	32%
\$750,000-\$999,999	1%	1%
\$1,000,000-\$1,499,999	0%	0%
Average Home Value	\$365,441	\$408,254

POPULATION BY SEX	2010	2024	2029
Male	561	556	542
Female	598	579	573

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	918
Never Married	321
Married	359
Widowed	77
Divorced	161

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	525
Civilian Unemployed	22



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

## EMPLOYED POPULATION 16+ BY INDUSTRY

2024

Total	
	525
Agriculture/Mining	7.2%
Construction	9.7%
Manufacturing	1.3%
Wholesale Trade	0.0%
Retail Trade	6.7%
Transportation/Utilities	3.8%
Information	0.4%
Finance/Insurance/Real Estate	0.6%
Services	57.7%
Public Administration	12.8%

## EMPLOYED POPULATION 16+ BY OCCUPATION

Total	
	525
White Collar	52.4%
Management/Business/Financial	17.7%
Professional	21.1%
Administrative Support	8.8%
Services	27.4%
Blue Collar	20.0%
Farming/Forestry/Fishing	5.7%
Farming/Fishing/Forestry	6%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	2.1%
Production	0.8%
Transportation/Material Moving	4.8%

## HOUSEHOLD BY TYPE

Total		
		465
Households with 1 Person	143	30.8%
Households with 2+ People	130	69.2%
Family Households	266	57.2%
Husband-wife Families	178	38.3%
<i>With Related Children</i>	65	14.6%
Other Family (No Spouse Present)	271	19.1%
Other Family with Male Householder	26	5.6%
<i>With Related Children</i>	14	3.4%
Other Family with Female Householder	62	13.3%
<i>With Related Children</i>	37	8.8%
Nonfamily Households	199	12.0%
All Households with Children	116	28.6%
Multigenerational Households	13	2.8%
Unmarried Partner Households	38	8.2%
<i>Male-female</i>	35	7.5%
<i>Same-sex</i>	3	0.6%

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

## FAMILY HOUSEHOLD BY SIZE

Total	467
1 Person Household	30.6%
2 Person Household	35.1%
3 Person Household	15.6%
4 Person Household	10.1%
5 Person Household	5.1%
6 Person Household	2.6%
7 + Person Household	0.9%



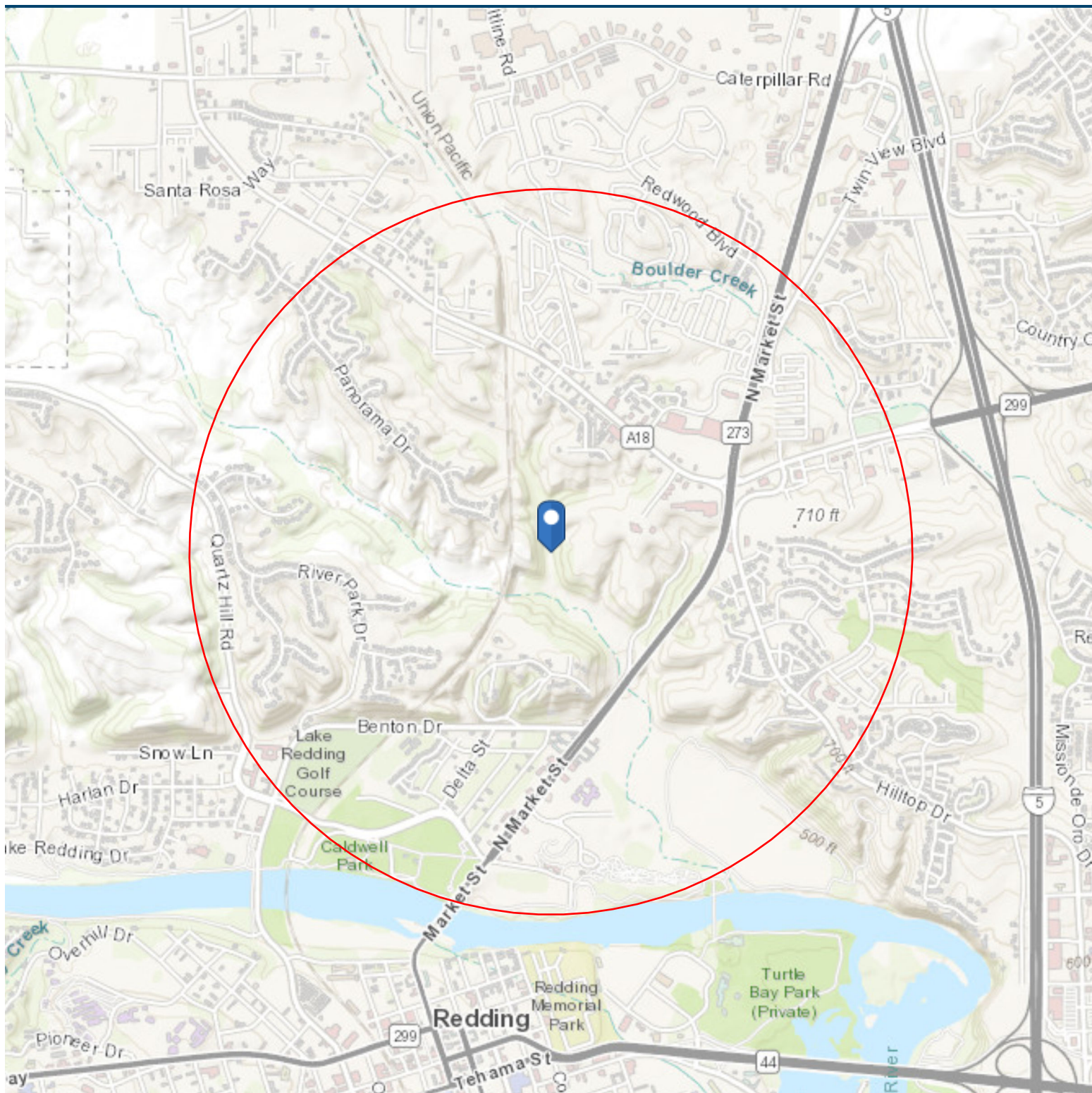
# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609



Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

SUMMARY DATA	2010	2024	2029
Population	6,284	6,582	6,545
Households	2,975	3,075	3,097
Families	443	1,571	1,579
Household Size	2.11	2.09	2.06
Owner Occupied Housing Units	1,543	1,513	1,598
Renter-occupied Housing Units	1,432	1,562	1,499
Median Age	42.5	41.7	43.0

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.11%		0.77%
Households	0.14%		0.75%
Families	0.10%		0.68%
Owner HHs	1.10%		0.92%
Median Household Income	3.20%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	414	14%	393	13%
\$15,000-\$24,999	510	17%	406	13%
\$25,000-\$34,999	222	7%	208	7%
\$35,000-\$49,999	293	10%	276	9%
50,000-\$74,999	448	15%	431	14%
75,000-\$99,999	499	16%	526	17%
\$75,000-\$99,999	347	11%	406	13%
\$150,000-\$199,999	173	6%	222	7%
\$200,000 or greater	169	6%	228	7%
Median Household Income		\$54,093		\$63,311
Average Household Income		\$76,750		\$90,524
Per Capita Income		\$35,024		\$41,806

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	389	6%	371	6%	356	5%
5-9	350	6%	384	6%	357	5%
10-14	322	5%	378	6%	363	6%
15-19	392	6%	339	5%	353	5%
20-24	457	7%	330	5%	314	5%
25-34	770	12%	928	14%	816	12%
35-44	617	10%	805	12%	865	13%
45-54	839	13%	598	9%	676	10%
55-64	811	13%	805	12%	697	11%
65-74	514	8%	870	13%	862	13%
75-84	497	8%	542	8%	624	10%
85+	258	4%	232	4%	263	4%

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business  
 Latitude: 40.60668  
 Longitude: -122.38609

HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	3,169	3,337	3,353
Owner-occupied Housing Units	52%	49%	52%
Renter-occupied Housing Units	48%	51%	48%
Vacant Housing Units	6%	8%	8%
Median Home Value		\$247,078	\$265,517
Per Capita Income		\$35,024	\$41,806
Median Age	42.5	41.7	43.0

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	30%	33%
\$50,000-\$99,999	11%	9%
\$100,000-\$149,999	2%	2%
\$150,000-\$199,999	3%	3%
\$200,000-\$249,999	5%	4%
\$250,000-\$299,999	5%	2%
\$300,000-\$399,999	17%	10%
\$400,000-\$499,999	18%	17%
\$500,000-\$749,999	9%	17%
\$750,000-\$999,999	1%	3%
\$1,000,000-\$1,499,999	0%	1%
Average Home Value	\$256,089	\$306,430

POPULATION BY SEX	2010	2024	2029
Male	3,007	3,128	3,100
Female	3,451	3,454	3,446

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	5,448
Never Married	1,891
Married	2,156
Widowed	449
Divorced	952

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	2,734
Civilian Unemployed	152





# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

## EMPLOYED POPULATION 16+ BY INDUSTRY

	2024
<b>Total</b>	<b>2,734</b>
Agriculture/Mining	4.1%
Construction	8.5%
Manufacturing	3.5%
Wholesale Trade	0.5%
Retail Trade	12.2%
Transportation/Utilities	2.6%
Information	0.4%
Finance/Insurance/Real Estate	2.0%
Services	56.5%
Public Administration	9.6%

## EMPLOYED POPULATION 16+ BY OCCUPATION

<b>Total</b>	<b>2,734</b>
White Collar	58.7%
Management/Business/Financial	14.2%
Professional	24.4%
Administrative Support	10.9%
Services	24.2%
Blue Collar	17.2%
Farming/Forestry/Fishing	2.7%
Farming/Fishing/Forestry	3%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	3.8%
Production	2.0%
Transportation/Material Moving	3.5%

## HOUSEHOLD BY TYPE

<b>Total</b>	<b>2,975</b>
Households with 1 Person	1,113 37.4%
Households with 2+ People	805 62.6%
Family Households	1,584 53.2%
Husband-wife Families	1,026 34.5%
<i>With Related Children</i>	338 12.1%
Other Family (No Spouse Present)	1,590 18.8%
Other Family with Male Householder	150 5.0%
<i>With Related Children</i>	86 3.2%
Other Family with Female Householder	409 13.7%
<i>With Related Children</i>	226 8.6%
Nonfamily Households	1,390 9.3%
All Households with Children	650 24.8%
Multigenerational Households	70 2.4%
Unmarried Partner Households	222 7.5%
<i>Male-female</i>	206 6.9%
<i>Same-sex</i>	16 0.5%

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

## FAMILY HOUSEHOLD BY SIZE

Total	2,974
1 Person Household	37.4%
2 Person Household	33.4%
3 Person Household	14.0%
4 Person Household	8.5%
5 Person Household	4.1%
6 Person Household	1.7%
7 + Person Household	0.7%



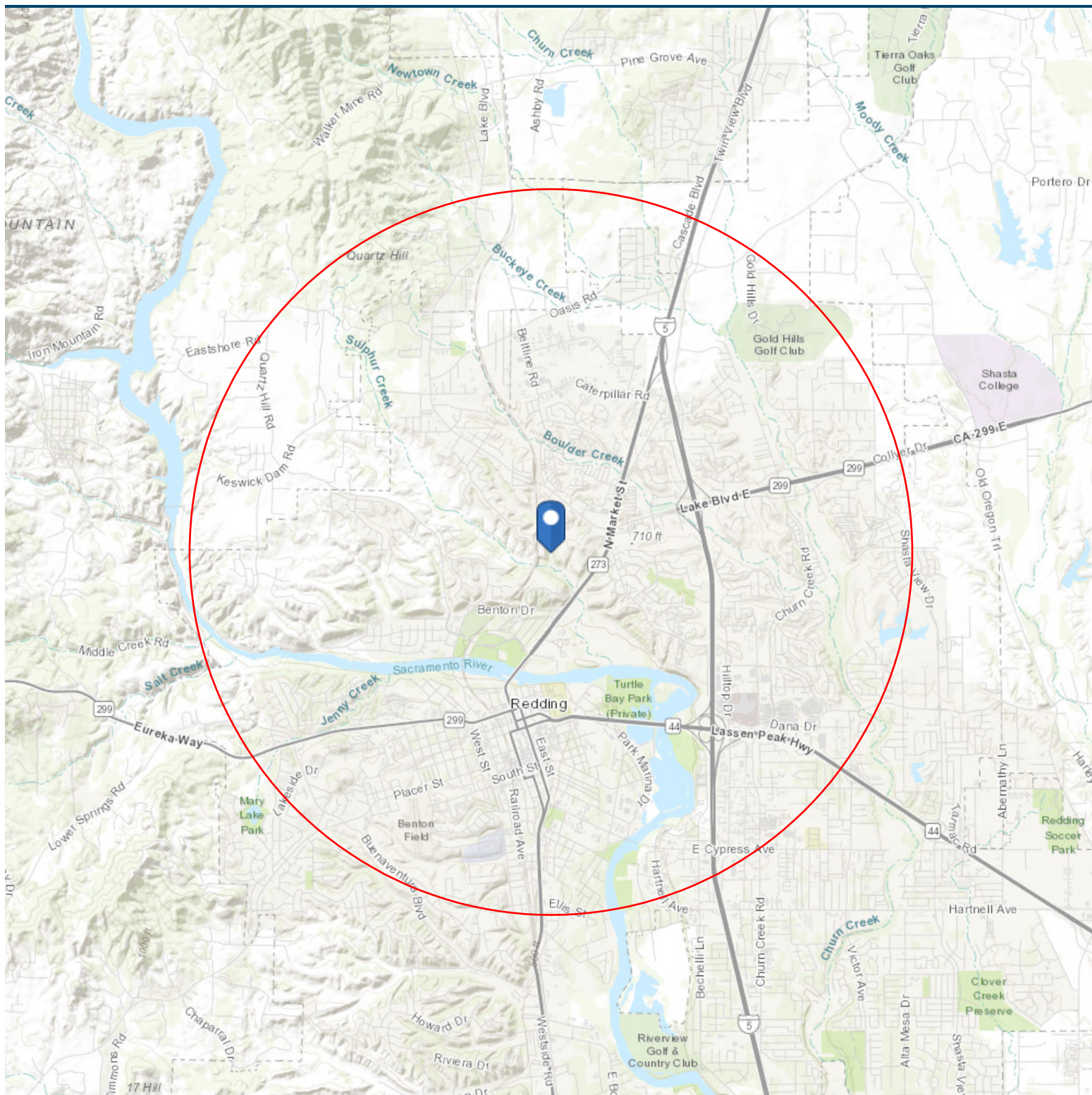
# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609



Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

SUMMARY DATA	2010	2024	2029
Population	44,449	46,378	46,363
Households	19,076	19,935	20,163
Families	2,639	10,793	10,887
Household Size	2.28	2.26	2.23
Owner Occupied Housing Units	9,389	9,504	10,003
Renter-occupied Housing Units	9,687	10,431	10,160
Median Age	38.9	40.3	41.8

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.01%		0.77%
Households	0.23%		0.75%
Families	0.17%		0.68%
Owner HHs	1.03%		0.92%
Median Household Income	3.17%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	2,585	13%	2,425	12%
\$15,000-\$24,999	1,788	9%	1,475	7%
\$25,000-\$34,999	1,837	9%	1,598	8%
\$35,000-\$49,999	1,898	10%	1,662	8%
50,000-\$74,999	3,176	16%	3,106	15%
75,000-\$99,999	3,299	17%	3,486	17%
\$75,000-\$99,999	2,992	15%	3,360	17%
\$150,000-\$199,999	1,010	5%	1,289	6%
\$200,000 or greater	1,349	7%	1,761	9%
Median Household Income		\$62,411		\$72,965
Average Household Income		\$85,837		\$99,769
Per Capita Income		\$37,004		\$43,510

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	2,696	6%	2,505	5%	2,427	5%
5-9	2,554	6%	2,532	5%	2,367	5%
10-14	2,458	6%	2,451	5%	2,436	5%
15-19	2,949	7%	2,421	5%	2,404	5%
20-24	3,636	8%	2,853	6%	2,682	6%
25-34	6,104	14%	7,050	15%	6,387	14%
35-44	4,790	11%	6,049	13%	6,411	14%
45-54	6,086	14%	4,671	10%	5,177	11%
55-64	5,660	13%	5,346	12%	4,693	10%
65-74	3,016	7%	5,595	12%	5,609	12%
75-84	2,543	6%	3,469	7%	4,094	9%
85+	1,437	3%	1,436	3%	1,674	4%

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business  
 Latitude: 40.60668  
 Longitude: -122.38609

HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	20,576	21,494	21,711
Owner-occupied Housing Units	49%	48%	50%
Renter-occupied Housing Units	51%	52%	50%
Vacant Housing Units	7%	7%	7%
Median Home Value		\$367,096	\$457,262
Per Capita Income		\$37,004	\$43,510
Median Age	38.9	40.3	41.8

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	8%	9%
\$50,000-\$99,999	4%	3%
\$100,000-\$149,999	1%	1%
\$150,000-\$199,999	3%	2%
\$200,000-\$249,999	6%	2%
\$250,000-\$299,999	9%	3%
\$300,000-\$399,999	28%	17%
\$400,000-\$499,999	20%	20%
\$500,000-\$749,999	15%	24%
\$750,000-\$999,999	4%	10%
\$1,000,000-\$1,499,999	2%	7%
Average Home Value	\$399,600	\$537,275

POPULATION BY SEX	2010	2024	2029
Male	22,041	22,485	22,352
Female	23,751	23,893	24,011

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	38,890
Never Married	13,767
Married	16,467
Widowed	2,689
Divorced	5,967

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	20,411
Civilian Unemployed	1,332



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668  
 Longitude: -122.38609

## EMPLOYED POPULATION 16+ BY INDUSTRY

	2024
<b>Total</b>	<b>20,411</b>
Agriculture/Mining	1.4%
Construction	6.6%
Manufacturing	5.7%
Wholesale Trade	1.6%
Retail Trade	11.6%
Transportation/Utilities	4.3%
Information	1.3%
Finance/Insurance/Real Estate	3.7%
Services	56.3%
Public Administration	7.5%

## EMPLOYED POPULATION 16+ BY OCCUPATION

<b>Total</b>	<b>20,411</b>
White Collar	60.1%
Management/Business/Financial	15.2%
Professional	24.9%
Administrative Support	10.7%
Services	23.8%
Blue Collar	16.1%
Farming/Forestry/Fishing	0.6%
Farming/Fishing/Forestry	1%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	2.4%
Production	3.4%
Transportation/Material Moving	5.8%

## HOUSEHOLD BY TYPE

<b>Total</b>	<b>19,076</b>	
Households with 1 Person	6,418	33.6%
Households with 2+ People	5,254	66.4%
Family Households	10,867	57.0%
Husband-wife Families	7,367	38.6%
<i>With Related Children</i>	2,580	14.4%
Other Family (No Spouse Present)	10,565	18.3%
Other Family with Male Householder	1,023	5.4%
<i>With Related Children</i>	588	3.4%
Other Family with Female Householder	2,477	13.0%
<i>With Related Children</i>	1,454	8.6%
Nonfamily Households	8,209	9.4%
All Households with Children	4,622	27.0%
Multigenerational Households	472	2.5%
Unmarried Partner Households	1,431	7.5%
<i>Male-female</i>	1,338	7.0%
<i>Same-sex</i>	93	0.5%



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business  
 Latitude: 40.60668  
 Longitude: -122.38609

## FAMILY HOUSEHOLD BY SIZE

Total	19,076
1 Person Household	33.6%
2 Person Household	34.2%
3 Person Household	14.7%
4 Person Household	10.3%
5 Person Household	4.4%
6 Person Household	1.8%
7 + Person Household	0.9%

## 2024 Population 25+ by Educational Attainment

Total	782	4,780	33,616
Less than 9th Grade	2.8%	2.6%	1.8%
9th - 12th Grade, No Diploma	17.1%	8.8%	5.7%
High School Graduate	20.6%	23.9%	20.2%
GED/Alternative Credential	3.5%	3.8%	3.9%
Some College, No Degree	23.9%	29.4%	26.5%
Associate Degree	12.7%	12.6%	12.6%
Bachelor's Degree	10.5%	10.3%	18.8%
Graduate/Professional Degree	9.0%	8.6%	10.5%



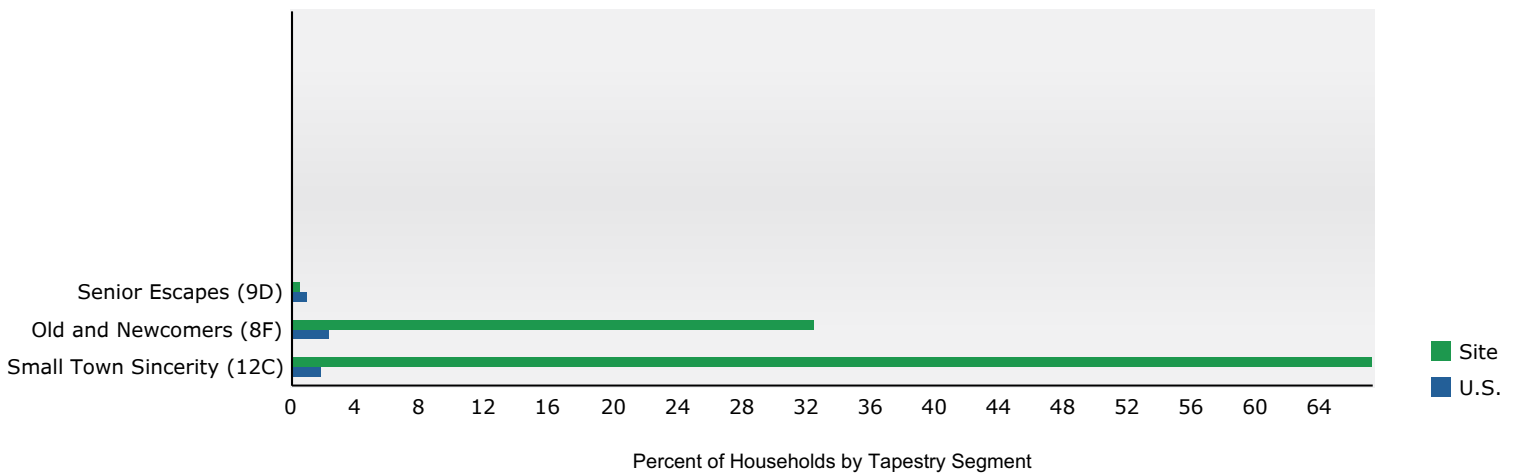
# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business  
 Latitude: 40.60668  
 Longitude: -122.38609

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Small Town Sincerity (12C)	67.1%	67.1%	1.8%	1.8%	3754
2	Old and Newcomers (8F)	32.5%	99.6%	2.3%	4.1%	1,419
3	Senior Escapes (9D)	0.4%	100.0%	0.9%	5.0%	49
<b>Subtotal</b>		<b>100.0%</b>		<b>5.0%</b>		
<b>Total</b>						
		<b>100.0%</b>		<b>5.0%</b>		<b>2013</b>

Top Ten Tapestry Segments Site vs. U.S.



Source: U.S. Census, Esri, Esri-U.S. BLS





# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	76	\$1,816.26	\$822,768
Men's	77	\$339.19	\$153,652
Women's	76	\$609.21	\$275,972
Children's	77	\$281.77	\$127,643
Footwear	76	\$379.61	\$171,963
Watches & Jewelry	75	\$170.28	\$77,135
Apparel Products and Services (1)	74	\$36.21	\$16,403
<b>Computer</b>			
Computers and Hardware for Home Use	78	\$211.59	\$95,850
Portable Memory	83	\$3.36	\$1,523
Computer Software	78	\$12.15	\$5,504
Computer Accessories	74	\$17.67	\$8,006
<b>Entertainment &amp; Recreation</b>	75	\$3,076.74	\$1,393,761
Fees and Admissions	76	\$631.41	\$286,029
Membership Fees for Clubs (2)	76	\$229.53	\$103,975
Fees for Participant Sports, excl. Trips	78	\$104.33	\$47,261
Tickets to Theatre/Operas/Concerts	78	\$59.27	\$26,850
Tickets to Movies/Museums/Parks			
Admission to Sporting Events, excl. Trips	79	\$62.42	\$28,278
Fees for Recreational Lessons	73	\$126.52	\$57,313
Dating Services	94	\$0.74	\$333
TV/Video/Audio	75	\$999.44	\$452,748
Cable and Satellite Television Services	73	\$553.65	\$250,805
Televisions	78	\$118.93	\$53,877
Satellite Dishes	66	\$0.82	\$371
VCRs, Video Cameras, and DVD Players	74	\$3.68	\$1,666
Miscellaneous Video Equipment	67	\$15.23	\$6,897
Video Cassettes and DVDs	78	\$4.50	\$2,037
Video Game Hardware/Accessories	81	\$37.40	\$16,940
Video Game Software	86	\$17.47	\$7,916
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	86	\$1.47	\$664
Audio (3)	77	\$109.01	\$49,383
Rental and Repair of TV/Radio/Sound Equipment	34	\$1.16	\$526
Pets	74	\$746.90	\$338,345
Toys/Games/Crafts/Hobbies (4)	77	\$140.68	\$63,730
Recreational Vehicles and Fees (5)	71	\$139.40	\$63,150
Sports/Recreation/Exercise Equipment (6)	76	\$232.54	\$105,340
Photo Equipment and Supplies (7)	79	\$48.41	\$21,930
Reading (8)	76	\$106.25	\$48,130
Catered Affairs (9)	118	\$31.70	\$14,359
<b>Food</b>	76	\$8,488.66	\$3,845,361
Food at Home	76	\$5,514.17	\$2,497,917
Bakery and Cereal Products	76	\$710.53	\$321,870
Meats, Poultry, Fish, and Eggs	75	\$1,180.42	\$534,729
Dairy Products	75	\$521.74	\$236,347
Fruits and Vegetables	75	\$1,087.26	\$492,527
Snacks and Other Food at Home (10)	76	\$2,014.23	\$912,444
Food Away from Home	76	\$2,974.49	\$1,347,444
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$34,307.13	\$15,541,131
Value of Retirement Plans	75	\$121,859.62	\$55,202,409
Value of Other Financial Assets	72	\$6,577.08	\$2,979,415
Vehicle Loan Amount excluding Interest	75	\$2,649.57	\$1,200,253
Value of Credit Card Debt	77	\$2,224.17	\$1,007,548

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

<b>Health</b>			
Nonprescription Drugs	76	\$134.84	\$61,082
Prescription Drugs	75	\$312.18	\$141,419
Eyeglasses and Contact Lenses	75	\$95.18	\$43,115
<b>Home</b>			
Mortgage Payment and Basics (11)	73	\$9,810.20	\$4,444,019
Maintenance and Remodeling Services	72	\$3,348.26	\$1,516,764
Maintenance and Remodeling Materials (12)	72	\$625.33	\$283,275
Utilities, Fuel, and Public Services	75	\$4,451.30	\$2,016,440
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	76	\$100.22	\$45,399
Furniture	76	\$754.74	\$341,899
Rugs	76	\$34.45	\$15,604
Major Appliances (14)	73	\$431.82	\$195,613
Housewares (15)	75	\$80.87	\$36,632
Small Appliances	75	\$60.66	\$27,481
Luggage	79	\$16.27	\$7,370
Telephones and Accessories	76	\$77.02	\$34,888
<b>Household Operations</b>			
Child Care	77	\$428.71	\$194,205
Lawn and Garden (16)	72	\$505.50	\$228,993
Moving/Storage/Freight Express	79	\$95.65	\$43,330
Housekeeping Supplies (17)	75	\$676.61	\$306,505
<b>Insurance</b>			
Owners and Renters Insurance	74	\$610.25	\$276,442
Vehicle Insurance	75	\$1,596.86	\$723,376
Life/Other Insurance	74	\$500.44	\$226,700
Health Insurance	75	\$3,727.04	\$1,688,351
<b>Transportation</b>			
Payments on Vehicles excluding Leases	75	\$2,299.11	\$1,041,498
Gasoline and Motor Oil	73	\$2,443.16	\$1,106,750
Vehicle Maintenance and Repairs	76	\$1,128.44	\$511,184
<b>Travel</b>			
Airline Fares	74	\$471.18	\$213,445
Lodging on Trips	74	\$724.87	\$328,365
Auto/Truck Rental on Trips	77	\$90.00	\$40,772
Food and Drink on Trips	75	\$559.42	\$253,415





# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	67	\$1,604.33	\$4,933,315
Men's	68	\$299.78	\$921,810
Women's	69	\$553.73	\$1,702,706
Children's	66	\$240.48	\$739,465
Footwear	67	\$336.37	\$1,034,352
Watches & Jewelry	62	\$141.54	\$435,231
Apparel Products and Services (1)	67	\$32.44	\$99,751
<b>Computer</b>			
Computers and Hardware for Home Use	68	\$184.87	\$568,488
Portable Memory	72	\$2.95	\$9,060
Computer Software	68	\$10.68	\$32,835
Computer Accessories	69	\$16.51	\$50,781
<b>Entertainment &amp; Recreation</b>	69	\$2,822.06	\$8,677,832
Fees and Admissions	66	\$544.86	\$1,675,458
Membership Fees for Clubs (2)	66	\$199.38	\$613,090
Fees for Participant Sports, excl. Trips	71	\$95.02	\$292,198
Tickets to Theatre/Operas/Concerts	69	\$52.13	\$160,301
Tickets to Movies/Museums/Parks			
Admission to Sporting Events, excl. Trips	65	\$51.78	\$159,211
Fees for Recreational Lessons	61	\$104.51	\$321,365
Dating Services	78	\$0.62	\$1,913
TV/Video/Audio	71	\$941.09	\$2,893,848
Cable and Satellite Television Services	73	\$548.84	\$1,687,671
Televisions	70	\$107.00	\$329,019
Satellite Dishes	66	\$0.83	\$2,537
VCRs, Video Cameras, and DVD Players	69	\$3.45	\$10,620
Miscellaneous Video Equipment	54	\$12.18	\$37,466
Video Cassettes and DVDs	74	\$4.28	\$13,146
Video Game Hardware/Accessories	68	\$31.67	\$97,389
Video Game Software	70	\$14.21	\$43,698
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	71	\$1.20	\$3,687
Audio (3)	68	\$97.22	\$298,947
Rental and Repair of TV/Radio/Sound Equipment	33	\$1.14	\$3,509
Pets	69	\$702.91	\$2,161,441
Toys/Games/Crafts/Hobbies (4)	69	\$125.09	\$384,637
Recreational Vehicles and Fees (5)	66	\$130.40	\$400,992
Sports/Recreation/Exercise Equipment (6)	70	\$213.40	\$656,217
Photo Equipment and Supplies (7)	66	\$40.24	\$123,735
Reading (8)	70	\$98.34	\$302,410
Catered Affairs (9)	95	\$25.72	\$79,095
<b>Food</b>	70	\$7,784.27	\$23,936,625
Food at Home	70	\$5,105.19	\$15,698,465
Bakery and Cereal Products	70	\$654.78	\$2,013,455
Meats, Poultry, Fish, and Eggs	70	\$1,097.26	\$3,374,073
Dairy Products	70	\$487.50	\$1,499,075
Fruits and Vegetables	69	\$996.88	\$3,065,408
Snacks and Other Food at Home (10)	70	\$1,868.77	\$5,746,454
Food Away from Home	69	\$2,679.08	\$8,238,160
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	68	\$31,577.60	\$97,101,130
Value of Retirement Plans	68	\$110,886.51	\$340,976,005
Value of Other Financial Assets	70	\$6,369.82	\$19,587,194
Vehicle Loan Amount excluding Interest	68	\$2,411.48	\$7,415,308
Value of Credit Card Debt	69	\$1,987.57	\$6,111,773

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

<b>Health</b>			
Nonprescription Drugs	75	\$132.95	\$408,831
Prescription Drugs	73	\$302.46	\$930,051
Eyeglasses and Contact Lenses	69	\$87.45	\$268,895
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$8,976.31	\$27,602,147
Maintenance and Remodeling Services	68	\$3,162.82	\$9,725,672
Maintenance and Remodeling Materials (12)	68	\$591.44	\$1,818,678
Utilities, Fuel, and Public Services	70	\$4,182.90	\$12,862,421
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	68	\$90.05	\$276,912
Furniture	68	\$674.87	\$2,075,224
Rugs	67	\$30.73	\$94,484
Major Appliances (14)	70	\$409.49	\$1,259,194
Housewares (15)	71	\$75.91	\$233,436
Small Appliances	68	\$54.93	\$168,899
Luggage	68	\$14.16	\$43,546
Telephones and Accessories	74	\$74.48	\$229,019
<b>Household Operations</b>			
Child Care	62	\$344.55	\$1,059,487
Lawn and Garden (16)	69	\$485.80	\$1,493,839
Moving/Storage/Freight Express	71	\$86.44	\$265,812
Housekeeping Supplies (17)	72	\$647.29	\$1,990,412
<b>Insurance</b>			
Owners and Renters Insurance	70	\$581.07	\$1,786,787
Vehicle Insurance	70	\$1,495.74	\$4,599,395
Life/Other Insurance	68	\$462.45	\$1,422,028
Health Insurance	72	\$3,590.06	\$11,039,420
<b>Transportation</b>			
Payments on Vehicles excluding Leases	69	\$2,104.70	\$6,471,965
Gasoline and Motor Oil	69	\$2,313.12	\$7,112,834
Vehicle Maintenance and Repairs	71	\$1,057.69	\$3,252,404
<b>Travel</b>			
Airline Fares	66	\$421.14	\$1,295,017
Lodging on Trips	67	\$658.98	\$2,026,360
Auto/Truck Rental on Trips	67	\$78.22	\$240,519
Food and Drink on Trips	68	\$505.60	\$1,554,717



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

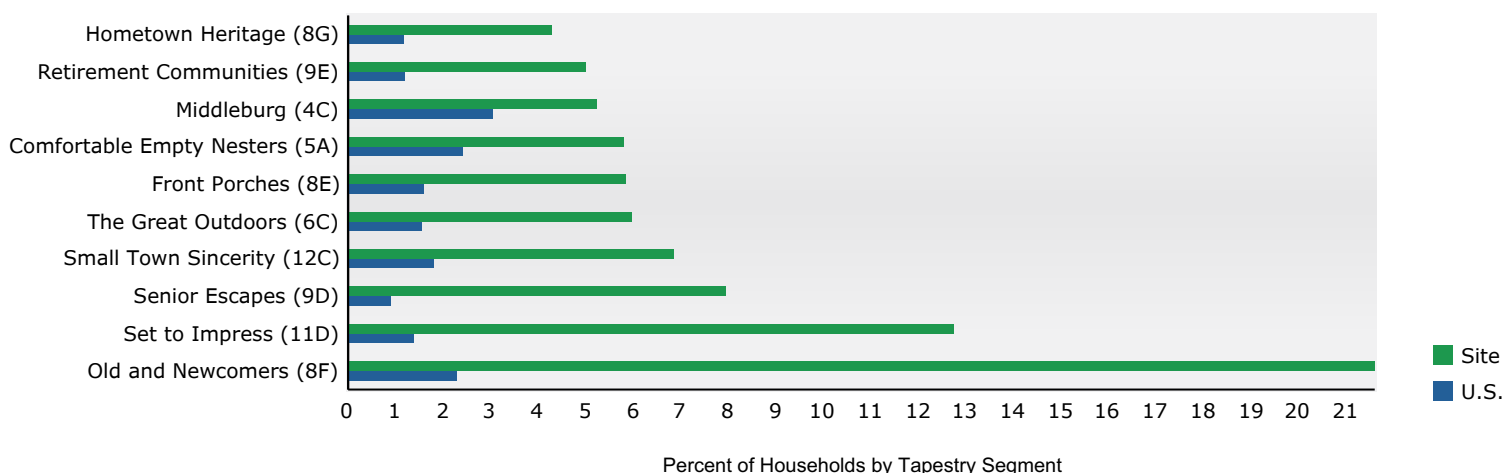
Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Old and Newcomers (8F)	21.6%	21.6%	2.3%	2.3%	944
2	Set to Impress (11D)	12.8%	34.3%	1.4%	3.7%	920
3	Senior Escapes (9D)	7.9%	42.3%	0.9%	4.6%	890
4	Small Town Sincerity (12C)	6.9%	49.1%	1.8%	6.4%	383
5	The Great Outdoors (6C)	6.0%	55.1%	1.5%	7.9%	388
	<b>Subtotal</b>	<b>55.2%</b>		<b>7.9%</b>		
6	Front Porches (8E)	5.8%	61.0%	1.6%	9.5%	368
7	Comfortable Empty Nesters (5A)	5.8%	66.7%	2.4%	11.9%	240
8	Middleburg (4C)	5.2%	72.0%	3.1%	14.9%	172
9	Retirement Communities (9E)	5.0%	77.0%	1.2%	16.1%	420
10	Hometown Heritage (8G)	4.3%	81.3%	1.2%	17.3%	365
	<b>Subtotal</b>	<b>26.1%</b>		<b>9.5%</b>		
11	Bright Young Professionals (8C)	4.0%	85.2%	2.3%	19.6%	171
12	Green Acres (6A)	3.4%	88.6%	3.3%	22.9%	103
13	Young and Restless (11B)	2.3%	90.9%	1.8%	24.7%	131
14	Golden Years (9B)	2.3%	93.2%	1.3%	26.0%	172
15	Social Security Set (9F)	2.1%	95.3%	0.8%	26.8%	252
	<b>Subtotal</b>	<b>14.1%</b>		<b>9.5%</b>		
16	Exurbanites (1E)	2.1%	97.4%	1.9%	28.7%	107
17	Down the Road (10D)	2.0%	99.4%	1.2%	29.9%	178
18	Pleasantville (2B)	0.6%	100.0%	2.1%	32.0%	28
	<b>Subtotal</b>	<b>4.7%</b>		<b>5.2%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>32.0%</b>		<b>312</b>

## Top Ten Tapestry Segments Site vs. U.S.





# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	77	\$1,828.63	\$36,453,766
Men's	77	\$338.83	\$6,754,603
Women's	78	\$625.72	\$12,473,753
Children's	75	\$275.72	\$5,496,519
Footwear	77	\$384.49	\$7,664,796
Watches & Jewelry	73	\$166.85	\$3,326,178
Apparel Products and Services (1)	76	\$37.02	\$737,916
<b>Computer</b>			
Computers and Hardware for Home Use	78	\$211.87	\$4,223,592
Portable Memory	83	\$3.39	\$67,598
Computer Software	81	\$12.66	\$252,281
Computer Accessories	78	\$18.64	\$371,671
<b>Entertainment &amp; Recreation</b>	76	\$3,128.92	\$62,375,045
Fees and Admissions	74	\$610.29	\$12,166,155
Membership Fees for Clubs (2)	74	\$223.63	\$4,458,160
Fees for Participant Sports, excl. Trips	75	\$100.28	\$1,999,169
Tickets to Theatre/Operas/Concerts	77	\$58.66	\$1,169,363
Tickets to Movies/Museums/Parks			
Admission to Sporting Events, excl. Trips	75	\$59.62	\$1,188,559
Fees for Recreational Lessons	70	\$120.40	\$2,400,180
Dating Services	91	\$0.72	\$14,294
TV/Video/Audio	79	\$1,043.44	\$20,801,053
Cable and Satellite Television Services	79	\$595.59	\$11,873,132
Televisions	79	\$120.08	\$2,393,840
Satellite Dishes	80	\$1.00	\$20,021
VCRs, Video Cameras, and DVD Players	77	\$3.85	\$76,704
Miscellaneous Video Equipment	61	\$13.91	\$277,231
Video Cassettes and DVDs	83	\$4.79	\$95,540
Video Game Hardware/Accessories	81	\$37.66	\$750,796
Video Game Software	86	\$17.39	\$346,655
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	75	\$1.28	\$25,586
Audio (3)	78	\$110.91	\$2,211,018
Rental and Repair of TV/Radio/Sound Equipment	35	\$1.20	\$23,956
Pets	76	\$770.85	\$15,366,804
Toys/Games/Crafts/Hobbies (4)	78	\$142.08	\$2,832,382
Recreational Vehicles and Fees (5)	72	\$142.24	\$2,835,481
Sports/Recreation/Exercise Equipment (6)	76	\$232.05	\$4,625,912
Photo Equipment and Supplies (7)	76	\$46.72	\$931,461
Reading (8)	80	\$111.49	\$2,222,603
Catered Affairs (9)	110	\$29.76	\$593,195
<b>Food</b>	78	\$8,711.90	\$173,671,719
Food at Home	78	\$5,706.12	\$113,751,471
Bakery and Cereal Products	78	\$732.64	\$14,605,233
Meats, Poultry, Fish, and Eggs	78	\$1,229.02	\$24,500,531
Dairy Products	78	\$542.67	\$10,818,125
Fruits and Vegetables	78	\$1,121.04	\$22,347,893
Snacks and Other Food at Home (10)	78	\$2,080.75	\$41,479,689
Food Away from Home	77	\$3,005.78	\$59,920,247
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	75	\$34,900.86	\$695,748,722
Value of Retirement Plans	74	\$120,823.11	\$2,408,608,786
Value of Other Financial Assets	74	\$6,766.58	\$134,891,826
Vehicle Loan Amount excluding Interest	75	\$2,655.66	\$52,940,608
Value of Credit Card Debt	77	\$2,227.31	\$44,401,425

Source: U.S. Census, Esri, Esri-U.S. BLS



# Appraisal Specialty Report

205 Lost Rd, Redding, California, 96003  
 Ring: .5, 1, 3 mile radii

Prepared by Site To Do Business

Latitude: 40.60668

Longitude: -122.38609

<b>Health</b>			
Nonprescription Drugs	80	\$141.88	\$2,828,373
Prescription Drugs	80	\$331.48	\$6,608,145
Eyeglasses and Contact Lenses	78	\$98.59	\$1,965,418
<b>Home</b>			
Mortgage Payment and Basics (11)	71	\$9,635.01	\$192,073,887
Maintenance and Remodeling Services	72	\$3,382.20	\$67,424,127
Maintenance and Remodeling Materials (12)	72	\$620.89	\$12,377,489
Utilities, Fuel, and Public Services	78	\$4,626.80	\$92,235,209
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	77	\$102.09	\$2,035,079
Furniture	76	\$750.32	\$14,957,663
Rugs	75	\$34.20	\$681,866
Major Appliances (14)	75	\$442.58	\$8,822,810
Housewares (15)	78	\$83.48	\$1,664,227
Small Appliances	79	\$63.39	\$1,263,768
Luggage	76	\$15.82	\$315,329
Telephones and Accessories	78	\$78.91	\$1,573,127
<b>Household Operations</b>			
Child Care	71	\$390.18	\$7,778,200
Lawn and Garden (16)	74	\$520.55	\$10,377,241
Moving/Storage/Freight Express	82	\$99.43	\$1,982,120
Housekeeping Supplies (17)	78	\$708.44	\$14,122,851
<b>Insurance</b>			
Owners and Renters Insurance	74	\$614.57	\$12,251,463
Vehicle Insurance	78	\$1,655.06	\$32,993,575
Life/Other Insurance	75	\$504.27	\$10,052,641
Health Insurance	78	\$3,898.56	\$77,717,848
<b>Transportation</b>			
Payments on Vehicles excluding Leases	76	\$2,317.52	\$46,199,748
Gasoline and Motor Oil	77	\$2,555.68	\$50,947,541
Vehicle Maintenance and Repairs	79	\$1,171.57	\$23,355,194
<b>Travel</b>			
Airline Fares	74	\$471.64	\$9,402,091
Lodging on Trips	74	\$726.32	\$14,479,162
Auto/Truck Rental on Trips	77	\$88.95	\$1,773,290
Food and Drink on Trips	76	\$563.01	\$11,223,657