



Community Profile

Rings: 1, 3, 5 mile radii

Unnamed Road, Redding, CA 96003, USA

Latitude: 40.5884

Longitude: -122.3588

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	6,929	57,616	85,448
2010 Total Population	8,131	62,998	94,914
2019 Total Population	8,390	64,362	96,638
2019 Group Quarters	65	2,077	2,298
2024 Total Population	8,423	64,157	96,970
2019-2024 Annual Rate	0.08%	-0.06%	0.07%
2019 Total Daytime Population	13,085	83,215	110,189
Workers	8,935	46,799	55,751
Residents	4,150	36,416	54,438
Household Summary			
2000 Households	3,126	23,447	33,688
2000 Average Household Size	2.20	2.37	2.46
2010 Households	3,676	25,692	37,857
2010 Average Household Size	2.20	2.38	2.45
2019 Households	3,771	26,153	38,420
2019 Average Household Size	2.21	2.38	2.46
2024 Households	3,789	26,052	38,526
2024 Average Household Size	2.21	2.38	2.46
2019-2024 Annual Rate	0.10%	-0.08%	0.06%
2010 Families	1,928	15,289	24,113
2010 Average Family Size	2.78	2.93	2.95
2019 Families	1,989	15,568	24,465
2019 Average Family Size	2.80	2.94	2.96
2024 Families	1,996	15,481	24,514
2024 Average Family Size	2.80	2.95	2.96
2019-2024 Annual Rate	0.07%	-0.11%	0.04%
Housing Unit Summary			
2000 Housing Units	3,281	24,742	35,459
Owner Occupied Housing Units	39.4%	47.9%	54.9%
Renter Occupied Housing Units	55.9%	46.9%	40.1%
Vacant Housing Units	4.7%	5.2%	5.0%
2010 Housing Units	3,911	27,607	40,525
Owner Occupied Housing Units	31.9%	44.5%	52.7%
Renter Occupied Housing Units	62.1%	48.5%	40.8%
Vacant Housing Units	6.0%	6.9%	6.6%
2019 Housing Units	3,933	28,038	41,013
Owner Occupied Housing Units	32.7%	43.3%	51.3%
Renter Occupied Housing Units	63.2%	50.0%	42.3%
Vacant Housing Units	4.1%	6.7%	6.3%
2024 Housing Units	3,966	28,196	41,507
Owner Occupied Housing Units	32.9%	43.2%	51.5%
Renter Occupied Housing Units	62.7%	49.2%	41.3%
Vacant Housing Units	4.5%	7.6%	7.2%
Median Household Income			
2019	\$52,925	\$47,463	\$53,805
2024	\$57,942	\$54,752	\$62,188
Median Home Value			
2019	\$232,938	\$248,142	\$286,360
2024	\$266,310	\$334,410	\$374,788
Per Capita Income			
2019	\$30,801	\$27,551	\$30,887
2024	\$35,715	\$32,274	\$36,033
Median Age			
2010	33.1	36.2	38.6
2019	35.3	37.4	39.5
2024	37.1	38.1	40.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	3,771	26,153	38,420
<\$15,000	11.0%	15.7%	13.6%
\$15,000 - \$24,999	10.8%	11.3%	9.9%
\$25,000 - \$34,999	10.5%	10.0%	9.4%
\$35,000 - \$49,999	13.7%	14.9%	13.8%
\$50,000 - \$74,999	23.1%	15.9%	16.3%
\$75,000 - \$99,999	13.2%	13.1%	13.3%
\$100,000 - \$149,999	10.0%	10.3%	11.6%
\$150,000 - \$199,999	3.9%	5.0%	6.9%
\$200,000+	3.9%	3.8%	5.3%
Average Household Income	\$69,535	\$67,841	\$77,478
2024 Households by Income			
Household Income Base	3,789	26,052	38,526
<\$15,000	9.5%	13.6%	11.7%
\$15,000 - \$24,999	9.0%	9.6%	8.3%
\$25,000 - \$34,999	9.2%	9.0%	8.3%
\$35,000 - \$49,999	12.5%	13.8%	12.5%
\$50,000 - \$74,999	23.1%	16.0%	16.0%
\$75,000 - \$99,999	14.4%	14.3%	14.1%
\$100,000 - \$149,999	11.8%	12.1%	13.3%
\$150,000 - \$199,999	5.4%	6.8%	9.1%
\$200,000+	5.1%	5.0%	6.8%
Average Household Income	\$80,567	\$79,540	\$90,470
2019 Owner Occupied Housing Units by Value			
Total	1,285	12,131	21,057
<\$50,000	2.3%	7.7%	5.8%
\$50,000 - \$99,999	0.7%	3.0%	2.5%
\$100,000 - \$149,999	3.1%	4.8%	4.0%
\$150,000 - \$199,999	19.1%	11.8%	9.6%
\$200,000 - \$249,999	37.7%	23.5%	19.7%
\$250,000 - \$299,999	13.2%	11.8%	11.6%
\$300,000 - \$399,999	12.8%	19.1%	21.3%
\$400,000 - \$499,999	7.0%	8.2%	11.1%
\$500,000 - \$749,999	3.3%	4.6%	6.4%
\$750,000 - \$999,999	0.7%	3.4%	5.4%
\$1,000,000 - \$1,499,999	0.0%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$263,152	\$310,924	\$356,486
2024 Owner Occupied Housing Units by Value			
Total	1,301	12,191	21,375
<\$50,000	1.5%	5.9%	4.1%
\$50,000 - \$99,999	0.3%	1.2%	1.0%
\$100,000 - \$149,999	1.5%	1.7%	1.3%
\$150,000 - \$199,999	9.3%	5.9%	4.4%
\$200,000 - \$249,999	32.8%	16.2%	11.9%
\$250,000 - \$299,999	14.4%	11.2%	10.0%
\$300,000 - \$399,999	16.8%	22.9%	23.1%
\$400,000 - \$499,999	14.4%	15.7%	19.1%
\$500,000 - \$749,999	7.0%	10.4%	12.4%
\$750,000 - \$999,999	2.2%	5.5%	8.2%
\$1,000,000 - \$1,499,999	0.0%	2.4%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	1.1%
\$2,000,000 +	0.0%	1.0%	1.0%
Average Home Value	\$318,376	\$397,851	\$452,175

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	8,132	62,998	94,914
0 - 4	6.4%	6.6%	6.2%
5 - 9	5.5%	6.2%	6.3%
10 - 14	5.1%	6.0%	6.3%
15 - 24	18.0%	15.7%	14.5%
25 - 34	17.6%	14.2%	12.9%
35 - 44	10.5%	11.0%	11.1%
45 - 54	11.1%	13.0%	13.8%
55 - 64	10.3%	11.7%	12.6%
65 - 74	6.5%	7.4%	8.2%
75 - 84	5.4%	5.3%	5.4%
85 +	3.7%	2.9%	2.7%
18 +	79.8%	77.4%	77.2%
2019 Population by Age			
Total	8,389	64,361	96,638
0 - 4	6.0%	6.2%	5.8%
5 - 9	5.5%	5.7%	5.7%
10 - 14	5.2%	5.6%	5.8%
15 - 24	11.9%	13.5%	12.7%
25 - 34	20.9%	15.9%	14.4%
35 - 44	13.0%	11.9%	11.7%
45 - 54	9.5%	10.5%	11.0%
55 - 64	10.1%	12.2%	13.3%
65 - 74	9.4%	10.1%	10.9%
75 - 84	5.0%	5.4%	5.7%
85 +	3.6%	3.1%	2.9%
18 +	80.6%	79.2%	79.3%
2024 Population by Age			
Total	8,424	64,158	96,971
0 - 4	6.0%	6.2%	5.8%
5 - 9	5.5%	5.7%	5.7%
10 - 14	5.2%	5.4%	5.6%
15 - 24	11.9%	13.3%	12.3%
25 - 34	17.7%	15.0%	13.7%
35 - 44	15.6%	13.1%	12.8%
45 - 54	9.5%	10.2%	10.6%
55 - 64	9.3%	11.2%	12.1%
65 - 74	9.3%	10.5%	11.7%
75 - 84	6.6%	6.5%	6.9%
85 +	3.4%	2.9%	2.8%
18 +	80.5%	79.4%	79.5%
2010 Population by Sex			
Males	3,851	30,356	46,095
Females	4,280	32,642	48,819
2019 Population by Sex			
Males	4,071	31,275	47,216
Females	4,319	33,087	49,422
2024 Population by Sex			
Males	4,079	31,259	47,497
Females	4,345	32,898	49,472

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	8,131	62,997	94,916
White Alone	84.9%	84.8%	85.8%
Black Alone	1.5%	1.5%	1.2%
American Indian Alone	2.1%	2.3%	2.3%
Asian Alone	3.9%	3.6%	3.4%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.9%	2.9%	2.6%
Two or More Races	4.5%	4.8%	4.6%
Hispanic Origin	9.1%	9.4%	8.7%
Diversity Index	39.6	40.1	37.9
2019 Population by Race/Ethnicity			
Total	8,390	64,362	96,638
White Alone	81.8%	82.0%	83.2%
Black Alone	2.1%	1.9%	1.5%
American Indian Alone	2.0%	2.3%	2.3%
Asian Alone	5.0%	4.5%	4.3%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	3.6%	3.5%	3.1%
Two or More Races	5.3%	5.5%	5.3%
Hispanic Origin	11.5%	11.7%	10.9%
Diversity Index	46.5	46.3	44.0
2024 Population by Race/Ethnicity			
Total	8,423	64,157	96,969
White Alone	79.9%	80.2%	81.5%
Black Alone	2.4%	2.1%	1.7%
American Indian Alone	2.0%	2.3%	2.3%
Asian Alone	5.6%	5.2%	4.9%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	4.1%	4.0%	3.6%
Two or More Races	5.7%	6.0%	5.7%
Hispanic Origin	13.2%	13.3%	12.5%
Diversity Index	50.5	50.3	47.8
2010 Population by Relationship and Household Type			
Total	8,131	62,998	94,914
In Households	99.2%	96.9%	97.7%
In Family Households	69.2%	74.8%	78.4%
Householder	23.5%	24.2%	25.4%
Spouse	15.1%	16.0%	17.9%
Child	24.5%	27.7%	28.3%
Other relative	2.9%	3.2%	3.2%
Nonrelative	3.2%	3.7%	3.4%
In Nonfamily Households	30.0%	22.1%	19.3%
In Group Quarters	0.8%	3.1%	2.3%
Institutionalized Population	0.4%	1.3%	0.9%
Noninstitutionalized Population	0.3%	1.8%	1.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	5,987	44,456	67,713
Less than 9th Grade	3.6%	2.9%	2.4%
9th - 12th Grade, No Diploma	5.2%	5.9%	5.2%
High School Graduate	18.8%	20.0%	20.1%
GED/Alternative Credential	2.9%	3.8%	3.4%
Some College, No Degree	29.0%	31.6%	30.8%
Associate Degree	12.4%	11.4%	11.7%
Bachelor's Degree	17.5%	16.1%	17.1%
Graduate/Professional Degree	10.6%	8.4%	9.3%
2019 Population 15+ by Marital Status			
Total	6,990	53,118	79,998
Never Married	36.5%	35.1%	31.4%
Married	40.3%	41.5%	46.9%
Widowed	5.0%	6.7%	6.8%
Divorced	18.3%	16.7%	15.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	96.1%	96.3%
Civilian Unemployed (Unemployment Rate)	2.2%	3.9%	3.7%
2019 Employed Population 16+ by Industry			
Total	4,306	28,326	42,756
Agriculture/Mining	1.0%	1.0%	1.1%
Construction	4.9%	7.0%	7.9%
Manufacturing	3.9%	4.6%	4.9%
Wholesale Trade	3.0%	2.0%	1.9%
Retail Trade	12.2%	12.0%	11.5%
Transportation/Utilities	3.2%	4.0%	3.9%
Information	1.1%	1.7%	1.9%
Finance/Insurance/Real Estate	5.8%	5.2%	6.0%
Services	57.7%	56.7%	54.8%
Public Administration	7.1%	5.8%	6.2%
2019 Employed Population 16+ by Occupation			
Total	4,306	28,328	42,757
White Collar	63.1%	59.0%	60.4%
Management/Business/Financial	11.0%	10.6%	11.6%
Professional	23.1%	21.6%	22.2%
Sales	13.7%	10.9%	10.6%
Administrative Support	15.3%	15.9%	16.1%
Services	23.9%	25.0%	22.9%
Blue Collar	13.0%	16.0%	16.7%
Farming/Forestry/Fishing	0.7%	0.6%	0.6%
Construction/Extraction	3.1%	4.6%	4.7%
Installation/Maintenance/Repair	2.8%	2.7%	3.4%
Production	1.2%	2.8%	3.2%
Transportation/Material Moving	5.2%	5.3%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	8,131	62,998	94,914
Population Inside Urbanized Area	100.0%	98.8%	95.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.2%	4.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,675	25,692	37,857
Households with 1 Person	34.8%	31.2%	28.0%
Households with 2+ People	65.2%	68.8%	72.0%
Family Households	52.5%	59.5%	63.7%
Husband-wife Families	33.9%	39.4%	44.9%
With Related Children	13.6%	15.8%	17.6%
Other Family (No Spouse Present)	18.5%	20.1%	18.8%
Other Family with Male Householder	5.3%	5.8%	5.6%
With Related Children	3.4%	3.8%	3.6%
Other Family with Female Householder	13.2%	14.3%	13.2%
With Related Children	8.8%	9.7%	8.8%
Nonfamily Households	12.7%	9.3%	8.3%
All Households with Children	26.3%	30.0%	30.6%
Multigenerational Households	1.9%	2.9%	3.1%
Unmarried Partner Households	7.8%	8.2%	7.7%
Male-female	7.6%	7.7%	7.1%
Same-sex	0.2%	0.6%	0.6%
2010 Households by Size			
Total	3,677	25,691	37,858
1 Person Household	34.8%	31.2%	28.0%
2 Person Household	33.8%	33.3%	35.1%
3 Person Household	15.3%	15.7%	15.7%
4 Person Household	10.4%	11.3%	12.2%
5 Person Household	3.6%	5.2%	5.6%
6 Person Household	1.3%	2.2%	2.3%
7 + Person Household	0.8%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	3,676	25,692	37,857
Owner Occupied	33.9%	47.8%	56.4%
Owned with a Mortgage/Loan	24.6%	32.6%	39.3%
Owned Free and Clear	9.3%	15.3%	17.1%
Renter Occupied	66.1%	52.2%	43.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,911	27,607	40,525
Housing Units Inside Urbanized Area	100.0%	98.8%	95.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.2%	4.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Retirement Communities (9E)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Old and Newcomers (8F)	Set to Impress (11D)	Set to Impress (11D)
3.	Bright Young Professionals (8C)	Middleburg (4C)	Comfortable Empty Nesters
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,663,203	\$44,558,454	\$73,439,527
Average Spent	\$1,766.96	\$1,703.76	\$1,911.49
Spending Potential Index	82	80	89
Education: Total \$	\$4,420,212	\$30,756,436	\$52,124,021
Average Spent	\$1,172.16	\$1,176.02	\$1,356.69
Spending Potential Index	74	74	85
Entertainment/Recreation: Total \$	\$9,769,830	\$66,785,199	\$112,100,343
Average Spent	\$2,590.78	\$2,553.63	\$2,917.76
Spending Potential Index	79	78	89
Food at Home: Total \$	\$16,243,236	\$109,585,653	\$180,638,724
Average Spent	\$4,307.41	\$4,190.18	\$4,701.68
Spending Potential Index	83	81	91
Food Away from Home: Total \$	\$11,524,781	\$76,496,705	\$126,498,365
Average Spent	\$3,056.16	\$2,924.97	\$3,292.51
Spending Potential Index	83	80	90
Health Care: Total \$	\$18,120,405	\$122,999,273	\$207,351,864
Average Spent	\$4,805.20	\$4,703.07	\$5,396.98
Spending Potential Index	81	79	91
HH Furnishings & Equipment: Total \$	\$6,515,432	\$43,875,115	\$73,572,149
Average Spent	\$1,727.77	\$1,677.63	\$1,914.94
Spending Potential Index	81	79	90
Personal Care Products & Services: Total \$	\$2,803,905	\$18,468,649	\$30,843,222
Average Spent	\$743.54	\$706.18	\$802.79
Spending Potential Index	84	80	91
Shelter: Total \$	\$57,274,029	\$384,931,276	\$636,930,818
Average Spent	\$15,188.02	\$14,718.44	\$16,578.11
Spending Potential Index	82	80	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,695,840	\$51,571,893	\$86,961,673
Average Spent	\$2,040.80	\$1,971.93	\$2,263.45
Spending Potential Index	82	80	91
Travel: Total \$	\$6,480,841	\$44,357,665	\$75,684,171
Average Spent	\$1,718.60	\$1,696.08	\$1,969.92
Spending Potential Index	77	76	88
Vehicle Maintenance & Repairs: Total \$	\$3,835,358	\$25,137,651	\$41,317,731
Average Spent	\$1,017.07	\$961.18	\$1,075.42
Spending Potential Index	89	84	94

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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