

Chico - Redding DMA

Fall 2009 Survey Results

Personal Demographics Chico - Redding DMA

Demographic	% DMA
Men	48.5%
Women	51.5%
18 - 24	14.8%
25 - 34	17.8%
35 - 44	15.0%
45 - 54	17.2%
55 - 64	15.1%
65 +	19.9%
High School Grad	36.2%
Some College/Trade School	39.2%
College Grad 4+ years	10.2%
Employed - Full-time 35+hrs	37.2%
Employed - Part-time	14.8%
Retired	25.3%
Homemaker	10.0%
\$0 - \$29,999	31.2%
\$30,000 - \$49,999	25.6%
\$50,000 - \$99,999	31.2%
\$100,000 - \$249,999	10.3%
\$250,000 +	1.7%
Have Children in the home	42.4%
Have Pets in the home	77.5%

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Top 20 Cable Networks Watched in Last 7 days

Network	% DMA
Discovery	41.0%
History Channel	31.9%
TNT	30.0%
FOX News Channel	28.9%
Animal Planet	26.1%
USA Network	25.7%
A&E	25.3%
ESPN	25.2%
Food Network	25.0%
TBS	22.9%
National Geographic	21.7%
Comedy Central	21.6%
Hallmark Channel	21.4%
CNN	21.2%
Weather Channel	20.5%
Spike TV	19.4%
ABC Family	18.6%
Lifetime Movie Network	17.4%
Lifetime	17.0%
TLC	16.8%

Top 10 Activities in Last 12 months

Activity	% DMA
Gardening	53.5%
Camping	40.9%
Swimming	39.0%
Fishing	33.1%
Photography	28.9%
Bicycling	25.7%
Volunteer Work	25.1%
Hiking - Backpacking	23.9%
Bowling	23.0%
Jogging - running	21.5%