

Consumer Buying Power

Area(s): Sacramento--Arden et al, CA

Base: United States

Name	2007 Aggregate Expenditure Estimate	2012 Aggregate Expenditure Estimate	2007 Annual Average per HH	2012 Annual Average per HH	Average Annual Growth (%)	2007 Market Index
Total Specified Consumer Expenditures	\$40,890,919,552	\$54,644,439,294	\$52,601.41	\$63,500.47	6.73%	105
Alcoholic Beverages	\$1,136,052,533	\$1,534,148,248	\$1,461.40	\$1,782.78	7.01%	109
Total Apparel	\$3,801,441,096	\$4,887,972,404	\$4,890.11	\$5,680.15	5.72%	107
Automotive Maintenance/Repair/Other	\$1,402,269,550	\$1,909,226,303	\$1,803.86	\$2,218.65	7.23%	106
Contributions (All)	\$1,561,670,595	\$1,916,035,867	\$2,008.91	\$2,226.56	4.54%	110
All Day Care	\$267,634,631	\$354,359,356	\$344.28	\$411.79	6.48%	112
Education	\$1,251,828,175	\$1,818,395,539	\$1,610.33	\$2,113.10	9.05%	104
Food At Home	\$4,910,096,941	\$5,998,043,030	\$6,316.27	\$6,970.12	4.43%	105
Housekeeping Supplies	\$275,449,764	\$357,911,842	\$354.33	\$415.92	5.99%	97
Food Away From Home	\$4,100,143,296	\$5,468,921,490	\$5,274.36	\$6,355.25	6.68%	103
Health Care	\$2,977,099,810	\$4,505,761,439	\$3,829.69	\$5,235.99	10.27%	93
Household Furnishings & Furniture	\$1,182,643,268	\$1,616,301,994	\$1,521.33	\$1,878.25	7.33%	107
Household Repairs	\$952,338,867	\$1,202,874,954	\$1,225.07	\$1,397.82	5.26%	105
Household Services	\$448,273,136	\$635,667,384	\$576.65	\$738.69	8.36%	103
Housing Expenses	\$936,046,168	\$1,217,097,495	\$1,204.11	\$1,414.35	6.01%	97
Major Household Appliances	\$278,005,315	\$360,519,660	\$357.62	\$418.95	5.94%	105
Miscellaneous Household Equipment	\$416,057,266	\$556,224,754	\$535.21	\$646.37	6.74%	102
Personal Care Products & Services	\$833,754,070	\$1,082,464,134	\$1,072.53	\$1,257.90	5.97%	103
Personal Expenses & Services	\$1,339,826,093	\$1,812,899,084	\$1,723.53	\$2,106.71	7.06%	106
Pet Expenses	\$424,735,883	\$599,443,978	\$546.37	\$696.59	8.23%	109
Photographic Equipment/Supplies	\$93,080,844	\$106,176,601	\$119.74	\$123.38	2.81%	101
Reading Materials	\$481,551,232	\$568,496,498	\$619.46	\$660.63	3.61%	116
Small Appliances & Housewares	\$613,378,133	\$817,995,726	\$789.04	\$950.57	6.67%	115
Smoking Products & Supplies	\$450,716,243	\$519,050,387	\$579.79	\$603.17	3.03%	71
Sports & Recreation	\$1,365,151,991	\$1,877,387,312	\$1,756.11	\$2,181.65	7.50%	117
Transportation	\$6,254,479,226	\$8,628,627,390	\$8,045.66	\$10,027.04	7.59%	106
Travel	\$1,452,224,114	\$1,952,044,972	\$1,868.12	\$2,268.41	6.88%	119
TV, Radio & Sound Equipment	\$1,684,971,312	\$2,340,391,453	\$2,167.52	\$2,719.69	7.78%	109



Executive Summary

Core Based Statistical Areas (see appendix for geographies), Sacramento--Arden et al, CA



- The population in this area is estimated to change from 1,796,857 to 2,102,212, resulting in a growth of 17.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 10.7%.

The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.
 - The current year median age for this population is 34.9, while the average age is 36.3. Five years from now, the median age is projected to be 36.2.

The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.
 - Of this area's current year estimated population:

65.8% are White Alone, 7.2% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 10.8% are Asian Alone, 0.5% are Nat. Hawaiian and Other Pacific Isl. Alone, 8.2% are Some Other Race, and 6.5% are Two or More Races.

For the entire United States:

73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.
 - This area's current estimated Hispanic or Latino population is 17.9%, while the United States current estimated Hispanic or Latino population is 14.9%.
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- The number of households in this area is estimated to change from 665,298 to 777,373, resulting in an increase of 16.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 10.7%.

The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.
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- The average household income is estimated to be \$72,043 for the current year, while the average household income for the United States is estimated to be \$66,670 for the same time frame.

The average household income in this area is projected to increase 12.5% over the next five years, from \$72,043 to \$81,055. The United States is projected to have a 10.6% increase in average household income.
 - The current year estimated per capita income for this area is \$26,930, compared to an estimate of \$25,495 for the United States as a whole.
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Executive Summary

Core Based Statistical Areas (see appendix for geographies), Sacramento--Arden et al, CA



- For this area, 46.8% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.2% are in the Armed Forces, 60.5% are employed civilians, 3.8% are unemployed civilians, and 35.5% are not in the labor force.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 46.8% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
18.4% have occupation type blue collar, 66.5% are white collar, and 15.1% are Service & farm workers.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
15.7% are in "Management, Business, and Financial Operations", 22.5% are in "Professional and Related Occupations", 14.3% are in "Service", and 28.5% are in "Sales and Office".
0.6% are in "Farming, Fishing, and Forestry", 8.7% are in "Construction, Extraction, and Maintenance", and 9.6% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 9.2% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 18.0% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

Executive Summary

Core Based Statistical Areas (see appendix for geographies), Sacramento--Arden et al, CA



- Most of the dwellings in this area (63.1%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (67.3%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (19.2%) are estimated to have been Housing Unit Built 1999 to present for the current year. The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



Executive Summary

Appendix: Area Listing

Area Name: Sacramento--Arden et al, CA

Type: List - Core Based Statistical Areas Reporting Detail: Component Reporting Level: Core Based Statistical Areas

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
40900	Sacramento--Arden et al, CA		

Project Information:

Site: 1

Order Number: 966197819

Report Header Legend:

BGR – Block Group

CBS – CBSA

DrvDist – Drive Distance

DrvTim – Drive Time

NonOv – Non-Overlapping Radii

ZIP – ZIP Code



Pop-Facts: Household Quick Facts Report

Sacramento--Arden et al, CA, CBS, (see appendix for geographies), component

Description	40900 CBS	%
Households		
2012 Projection	860,536	
2007 Estimate	777,373	
2000 Census	665,298	
1990 Census	556,456	
Growth 2007 - 2012	10.70%	
Growth 2000 - 2007	16.85%	
Growth 1990 - 2000	19.56%	
2007 Est. Households by Household Income	777,373	
Income Less than \$15,000	82,851	10.66
Income \$15,000 - \$24,999	72,656	9.35
Income \$25,000 - \$34,999	77,563	9.98
Income \$35,000 - \$49,999	117,454	15.11
Income \$50,000 - \$74,999	155,376	19.99
Income \$75,000 - \$99,999	103,607	13.33
Income \$100,000 - \$149,999	109,427	14.08
Income \$150,000 - \$249,999	43,478	5.59
Income \$250,000 - \$499,999	10,726	1.38
Income \$500,000 or more	4,235	0.54
2007 Est. Average Household Income	\$72,043	
2007 Est. Median Household Income	\$56,140	
2007 Est. Per Capita Income	\$26,930	
2007 Est. Households by Household Type	777,373	
Family Households	522,151	67.17
Nonfamily Households	255,222	32.83
2007 Est. Group Quarters Population	38,159	



Pop-Facts: Household Quick Facts Report

Sacramento--Arden et al, CA, CBS, (see appendix for geographies), component

Description	40900 CBS	%
2007 Est. Households by Household Size*	777,373	
1-person household	193,958	24.95
2-person household	252,344	32.46
3-person household	129,358	16.64
4-person household	110,280	14.19
5-person household	51,621	6.64
6-person household	22,248	2.86
7 or more person household	17,564	2.26
2007 Est. Average Household Size	2.66	
2007 Est. Household Type, Presence Own Children*	777,373	
Single Male Householder	84,359	10.85
Single Female Householder	109,599	14.10
Married-Couple Family, own children	188,759	24.28
Married-Couple Family, no own children	203,992	26.24
Male Householder, own children	19,906	2.56
Male Householder, no own children	15,964	2.05
Female Householder, own children	58,094	7.47
Female Householder, no own children	35,436	4.56
Nonfamily, Male Householder	33,766	4.34
Nonfamily, Female Householder	27,498	3.54

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.



Pop-Facts: Household Quick Facts Report

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<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
40900	Sacramento--Arden et al, CA		

Project Information:

Site: 7

Order Number: 966197819

Report Header Legend:

BGR – Block Group

CBS – CBSA

DrvDist – Drive Distance

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ZIP – ZIP Code



Pop-Facts: Population Quick Facts Report

Sacramento--Arden et al, CA, CBS, (see appendix for geographies), component

Description	40900 CBS	%
Population		
2012 Projection	2,327,104	
2007 Estimate	2,102,212	
2000 Census	1,796,857	
1990 Census	1,481,126	
Growth 2007 - 2012	10.70%	
Growth 2000 - 2007	16.99%	
Growth 1990 - 2000	21.32%	
2007 Est. Population by Age		
	2,102,212	
Age 0 - 4	144,509	6.87
Age 5 - 9	143,101	6.81
Age 10 - 14	155,876	7.41
Age 15 - 17	95,893	4.56
Age 18 - 20	94,370	4.49
Age 21 - 24	119,806	5.70
Age 25 - 34	299,552	14.25
Age 35 - 44	301,727	14.35
Age 45 - 49	154,751	7.36
Age 50 - 54	141,380	6.73
Age 55 - 59	121,148	5.76
Age 60 - 64	89,913	4.28
Age 65 - 74	124,491	5.92
Age 75 - 84	82,157	3.91
Age 85 and over	33,538	1.60
Age 16 and over	1,626,038	77.35
Age 18 and over	1,562,833	74.34
Age 21 and over	1,468,463	69.85
Age 65 and over	240,186	11.43
2007 Est. Median Age		
	34.93	
2007 Est. Average Age		
	36.26	



Pop-Facts: Population Quick Facts Report

Sacramento--Arden et al, CA, CBS, (see appendix for geographies), component

Description	40900	
	CBS	%
2007 Est. Population by Single Race Classification	2,102,212	
White Alone	1,382,725	65.77
Black or African American Alone	151,880	7.22
American Indian and Alaska Native Alone	21,753	1.03
Asian Alone	227,095	10.80
Native Hawaiian and Other Pacific Islander Alone	9,917	0.47
Some Other Race Alone	172,747	8.22
Two or More Races	136,095	6.47
2007 Est. Population Hispanic or Latino	2,102,212	
Hispanic or Latino	377,337	17.95
Not Hispanic or Latino	1,724,875	82.05
2007 Est. Population by Sex	2,102,212	
Male	1,033,092	49.14
Female	1,069,120	50.86
Male/Female Ratio	0.97	



Pop-Facts: Population Quick Facts Report

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<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
40900	Sacramento--Arden et al, CA		

Project Information:

Site: 8

Order Number: 966197819

Report Header Legend:

BGR – Block Group

CBS – CBSA

DrvDist – Drive Distance

DrvTim – Drive Time

NonOv – Non-Overlapping Radii

ZIP – ZIP Code

