

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_1

Description:

0-3 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Population:</u>		
Population	704	733
Persons in Group Quarters	3	
<u>Households:</u>		
Households	236	246
Households/Families	182	190
Average Household Size	3.0	3.0
<u>Race:</u>		
White	508	509
Black	5	5
American Indian, Eskimo, or Aleut	10	11
Asian or Pacific Islander	58	63
Other	90	106
Hispanic Origin	162	194
<u>Gender:</u>		
Population Male	366	379
Population Female	338	355
<u>Income:</u>		
Median Household Income	45,699.00	53,683.00
Average Household Income	66,646.00	82,557.00
Median Family Income	51,232.00	60,322.00
Average Family Income	72,165.00	88,053.00
Per Capita Income	22,211	27,562
Median Disposable Income	35,977.00	
Average Disposable Income	44,345.00	
<u>Net Worth:</u>		
Median Net Worth	130,884	
<u>Housing Units:</u>		
Owner-occupied	165	173
Renter-occupied	76	79

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_1

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Demographic	2003 Estimate	2008 Estimate
<u>Population by Age:</u>		
0 - 4	40	41
5 - 9	46	41
10 - 14	57	52
15 - 19	54	56
20 - 24	46	44
25 - 29	39	43
30 - 34	40	44
35 - 39	46	43
40 - 44	51	51
45 - 49	56	55
50 - 54	53	60
55 - 59	44	54
60 - 64	38	44
65 - 69	30	35
70 - 74	24	26
75 - 79	18	20
80 - 84	13	14
85+	9	11
Median Age	38.3	40.1

Population Age - Males:

0 - 4	19	20
5 - 9	23	19
10 - 14	30	26
15 - 19	29	30
20 - 24	25	23
25 - 29	21	23
30 - 34	21	24
35 - 39	24	22
40 - 44	26	27
45 - 49	29	28
50 - 54	27	32
55 - 59	23	28
60 - 64	21	23
65 - 69	16	19
70 - 74	13	14
75 - 79	9	10
80 - 84	6	6
85+	3	4

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_1

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0-3 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Population Age - Females:</u>		
0 - 4	21	22
5 - 9	23	21
10 - 14	27	26
15 - 19	25	26
20 - 24	21	20
25 - 29	17	20
30 - 34	19	20
35 - 39	22	20
40 - 44	25	24
45 - 49	27	27
50 - 54	26	29
55 - 59	21	26
60 - 64	18	21
65 - 69	14	16
70 - 74	11	12
75 - 79	9	10
80 - 84	7	7
85+	6	7
<u>Households with Household Income:</u>		
< \$10,000	17	14
\$10,000-\$14,999	12	10
\$15,000-\$19,999	13	12
\$20,000-\$24,999	19	15
\$25,000-\$29,999	17	17
\$30,000-\$34,999	15	12
\$35,000-\$39,999	12	12
\$40,000-\$44,999	13	11
\$45,000-\$49,999	12	12
\$50,000-\$59,999	20	24
\$60,000-\$74,999	21	17
\$75,500-\$99,999	30	39
\$100,000-\$124,999	17	20
\$125,000-\$149,999	6	10
\$150,000-\$199,999	8	12
\$200,000-\$249,999	3	4
\$250,000-\$499,999	3	4
>\$500,000	1	2

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ID: 1_1

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Families with Family Income:

< \$10,000	8	7
\$10,000-\$14,999	8	6
\$15,000-\$19,999	8	8
\$20,000-\$24,999	13	8
\$25,000-\$29,999	13	12
\$30,000-\$34,999	11	11
\$35,000-\$39,999	10	9
\$40,000-\$44,999	10	9
\$45,000-\$49,999	8	10
\$50,000-\$59,999	19	15
\$60,000-\$74,999	19	21
\$75,500-\$99,999	24	22
\$100,000-\$124,999	15	22
\$125,000-\$149,999	7	12
\$150,000-\$199,999	4	8
\$200,000-\$249,999	3	3
\$250,000-\$499,999	2	4
>\$500,000	1	1

Households by Disposable Income:

< \$15,000	35
\$15,000-\$24,999	41
\$25,000-\$34,999	38
\$35,000-\$49,999	42
\$50,000-\$74,999	49
\$75,000-\$99,999	17
\$100,000-\$149,999	9
\$150,000-\$199,999	4
\$200,000+	0.00

Households by Net Worth:

< \$15,000	46
\$15,000-\$34,999	18
\$35,000-\$49,999	11
\$50,000-\$74,999	15
\$75,000-\$99,999	13
\$100,000-\$149,999	23
\$150,000-\$249,999	26
\$250,000-\$499,999	33
\$500,000+	51

Consumer Expenditures (2003)

Total (\$000)

Retail Summary:

Retail Expenditures: Tot	11,126,403
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ID: 1_1

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Demographic	2003 Estimate	2008 Estimate
<u>Food Services:</u>		
Food at home: Tot	2,208,901	
Bakery & Cereal Prod: Tot	346,282	
Meat,Poultry,Fish,Egg: Tot	574,619	
Dairy Products: Tot	245,481	
Fruits & Vegetables: Tot	368,065	
Other Food at Home: Tot	674,454	
Nonalcoholic Bev: Tot	199,783	
Food Away from Home: Tot	1,208,811	
Meals at Restaurants: Tot	1,139,283	
<u>Apparel:</u>		
Apparel & Services: Tot	1,255,463	
Men`s Apparel: Tot	240,774	
Women`s Apparel: Tot	416,163	
Children`s Apparel: Tot	154,261	
Infants` Apparel: Tot	60,143	
Footwear: Tot	226,468	
Watches & Jewelry: Tot	104,109	
Otr Apparel & Services: Tot	53,544	
<u>Health Care:</u>		
Health Care: Tot	1,494,869	
Health Insurance: Tot	709,876	
Eyeglasses & Contacts: Tot	46,397	
<u>Transportation (Local):</u>		
Gasoline & Motor Oil: Tot	836,624	
Maintenance & Repairs: Tot	519,683	
Vehicle Insurance: Tot	564,140	

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_1

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0-3 Mile

Demographic

2003 Estimate

2008 Estimate

Entertainment/Recreation:

Entertainment & Hobby: Tot	1,409,688
Social/Recr/Civ Member:Tot	56,101
Participant Sports Fees:Tot	48,718
Movie,Thtr,Opera,Ballet:Tot	55,653
Sport Event Admission: Tot	22,434
Recreational Lesson Fee:Tot	44,284
TV, Radios, Sound Equip:Tot	435,333
Comm Antenna,Cable TV: Tot	197,998
TV & Video: Tot	139,543
Rent Video Tape & Discs:Tot	30,866
Sound Equipment: Tot	92,729
Rent TV,VCR & Sound Eq:Tot	605
Rep TV, Radio &Sound Eq:Tot	4,458
Pets: Tot	165,331
Toys & Games: Tot	110,612
Sport,Rec & Exercise Eq:Tot	111,737
Photo Equip & Supplies: Tot	62,486
Film Processing: Tot	22,486
Reading: Tot	116,067

Household Goods:

Sm Appl,Misc Housewares:Tot	507,424
Luggage: Tot	6,201
Comp & Hardware-Pers:Tot	114,124
Software & Access-Pers: Tot	17,426
HH Furn & Equipment: Tot	1,043,188
Household Textiles: Tot	57,811
Furniture: Tot	268,995
Floor Coverings: Tot	75,273
Major Appliances: Tot	133,685

Housing:

Shelter: Tot	4,299,982
Paint,Paper,Suppl-Own:Tot	13,149
Paint,Paper,Suppl-Rent:Tot	1,023
Ins-Own & Rent: Tot	197,751
Rep Serv-Own & Rent:Tot	275,262
Rep Mats-Own & Rent: Tot	81,044
Telephone Services: Tot	630,055

Household Services:

Lawn & Garden: Tot	180,227
Housekeeping Services:Tot	44,114
Move,Storage,Frgh Exp:Tot	22,709
Child Care: Tot	163,373
Computer Info Serv: Tot	15,872

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ID: 1_1

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Demographic	2003 Estimate	2008 Estimate
<u>Alcoholic Beverages:</u>		
Alcoholic Beverages: Tot	188,159	
<u>Financial:</u>		
Home Loans and Mortg: Tot	2,532,325	
Vehicle Loans: Tot	1,546,491	
Investments: Tot	1,226,762	
<u>Travel:</u>		
Travel: Tot	835,026	
Auto Rental on Trips: Tot	18,039	
Lodging on Trips: Tot	166,584	
Food & Drink: Tot	227,652	
Airline Fares: Tot	178,350	
Other Travel: Tot	244,401	
<u>Education:</u>		
Education: Tot	363,505	
<u>Life Insurance/Pensions:</u>		
Life & Other Pers Ins: Tot	281,921	
<u>Population:</u>		
Population	2,343	2,437
Persons in Group Quarters	14	
<u>Households:</u>		
Households	777	809
HouseholdsFamilies	598	621
Average Household Size	3.0	3.0
<u>Race:</u>		
White	1,702	1,705
Black	19	19
American Indian, Eskimo, or Aleut	35	37
Asian or Pacific Islander	183	197
Other	287	341
Hispanic Origin	524	627

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_2

Description:

0-5 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Gender:</u>		
Population Male	1,213	1,253
Population Female	1,130	1,185
<u>Income:</u>		
Median Household Income	45,068.00	52,885.00
Average Household Income	64,508.00	79,190.00
Median Family Income	50,308.00	59,246.00
Average Family Income	69,662.00	84,835.00
Per Capita Income	21,411	26,335
Median Disposable Income	35,494.00	
Average Disposable Income	43,672.00	
<u>Net Worth:</u>		
Median Net Worth	120,763	
<u>Housing Units:</u>		
Owner-occupied	547	573
Renter-occupied	237	244
<u>Population by Age:</u>		
0 - 4	141	146
5 - 9	158	142
10 - 14	193	177
15 - 19	182	188
20 - 24	151	148
25 - 29	128	142
30 - 34	136	145
35 - 39	156	143
40 - 44	172	171
45 - 49	186	183
50 - 54	175	197
55 - 59	144	177
60 - 64	123	143
65 - 69	94	112
70 - 74	76	81
75 - 79	59	63
80 - 84	41	44
85+	28	35
Median Age	37.7	39.3

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_2

Description:

0-5 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Population Age - Males:</u>		
0 - 4	66	69
5 - 9	78	67
10 - 14	102	88
15 - 19	99	102
20 - 24	81	80
25 - 29	70	75
30 - 34	70	77
35 - 39	80	73
40 - 44	89	88
45 - 49	97	95
50 - 54	90	103
55 - 59	76	90
60 - 64	67	74
65 - 69	51	61
70 - 74	40	44
75 - 79	29	32
80 - 84	19	20
85+	10	14
<u>Population Age - Females:</u>		
0 - 4	75	77
5 - 9	80	75
10 - 14	91	89
15 - 19	83	87
20 - 24	69	68
25 - 29	58	68
30 - 34	67	67
35 - 39	76	69
40 - 44	83	83
45 - 49	88	89
50 - 54	85	93
55 - 59	69	86
60 - 64	56	68
65 - 69	43	52
70 - 74	36	37
75 - 79	30	31
80 - 84	22	24
85+	18	21

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Demographic	2003 Estimate	2008 Estimate
<u>Households with Household Income:</u>		
< \$10,000	56	47
\$10,000-\$14,999	39	32
\$15,000-\$19,999	43	40
\$20,000-\$24,999	62	50
\$25,000-\$29,999	57	57
\$30,000-\$34,999	49	39
\$35,000-\$39,999	42	41
\$40,000-\$44,999	40	36
\$45,000-\$49,999	42	42
\$50,000-\$59,999	65	76
\$60,000-\$74,999	69	56
\$75,500-\$99,999	98	125
\$100,000-\$124,999	54	65
\$125,000-\$149,999	18	33
\$150,000-\$199,999	24	38
\$200,000-\$249,999	8	13
\$250,000-\$499,999	8	12
>\$500,000	2	5

Families with Family Income:

< \$10,000	27	25
\$10,000-\$14,999	27	20
\$15,000-\$19,999	26	26
\$20,000-\$24,999	43	28
\$25,000-\$29,999	46	39
\$30,000-\$34,999	35	36
\$35,000-\$39,999	35	30
\$40,000-\$44,999	35	30
\$45,000-\$49,999	26	34
\$50,000-\$59,999	60	51
\$60,000-\$74,999	58	67
\$75,500-\$99,999	80	71
\$100,000-\$124,999	48	72
\$125,000-\$149,999	23	40
\$150,000-\$199,999	13	28
\$200,000-\$249,999	9	10
\$250,000-\$499,999	6	11
>\$500,000	2	3

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ID: 1_2

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Demographic	2003 Estimate	2008 Estimate
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Households by Disposable Income:

< \$15,000		117
\$15,000-\$24,999		135
\$25,000-\$34,999		128
\$35,000-\$49,999		140
\$50,000-\$74,999		160
\$75,000-\$99,999		56
\$100,000-\$149,999		28
\$150,000-\$199,999		11
\$200,000+		1.00

Households by Net Worth:

< \$15,000		165
\$15,000-\$34,999		60
\$35,000-\$49,999		35
\$50,000-\$74,999		52
\$75,000-\$99,999		44
\$100,000-\$149,999		74
\$150,000-\$249,999		80
\$250,000-\$499,999		106
\$500,000+		161

Consumer Expenditures (2003)

Total (\$000)

Retail Summary:

Retail Expenditures: Tot		27,643,233
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Food Services:

Food at home: Tot		5,474,738
Bakery & Cereal Prod: Tot		858,788
Meat,Poultry,Fish,Egg: Tot		1,419,096
Dairy Products: Tot		609,638
Fruits & Vegetables: Tot		910,533
Other Food at Home: Tot		1,676,684
Nonalcoholic Bev: Tot		497,714
Food Away from Home: Tot		2,969,754
Meals at Restaurants: Tot		2,796,643

Apparel:

Apparel & Services: Tot		3,079,067
Men`s Apparel: Tot		593,201
Women`s Apparel: Tot		1,020,591
Children`s Apparel: Tot		377,892
Infants` Apparel: Tot		145,947
Footwear: Tot		555,142
Watches & Jewelry: Tot		256,411
Otr Apparel & Services: Tot		129,882

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ID: 1_2

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Demographic	2003 Estimate	2008 Estimate
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Health Care:

Health Care: Tot	3,754,581
Health Insurance: Tot	1,785,925
Eyeglasses & Contacts: Tot	116,025

Transportation (Local):

Gasoline & Motor Oil: Tot	2,096,618
Maintenance & Repairs: Tot	1,287,826
Vehicle Insurance: Tot	1,395,889

Entertainment/Recreation:

Entertainment & Hobby: Tot	3,480,529
Social/Recr/Civ Member:Tot	137,261
Participant Sports Fees:Tot	118,951
Movie,Thtr,Opera,Ballet:Tot	133,611
Sport Event Admission: Tot	54,530
Recreational Lesson Fee:Tot	106,285
TV, Radios, Sound Equip:Tot	1,069,824
Comm Antenna,Cable TV: Tot	487,706
TV & Video: Tot	342,083
Rent Video Tape & Discs:Tot	74,725
Sound Equipment: Tot	227,649
Rent TV,VCR & Sound Eq:Tot	1,450
Rep TV, Radio &Sound Eq:Tot	10,935
Pets: Tot	413,918
Toys & Games: Tot	272,804
Sport,Rec & Exercise Eq:Tot	277,814
Photo Equip & Supplies: Tot	152,910
Film Processing: Tot	55,392
Reading: Tot	286,269

Household Goods:

Sm Appl,Misc Housewares:Tot	1,250,489
Luggage: Tot	15,039
Comp & Hardware-Pers:Tot	276,384
Software & Access-Pers: Tot	42,652
HH Furn & Equipment: Tot	2,571,399
Household Textiles: Tot	142,126
Furniture: Tot	659,562
Floor Coverings: Tot	185,463
Major Appliances: Tot	333,759

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ID: 1_2

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Demographic	2003 Estimate	2008 Estimate
<u>Housing:</u>		
Shelter: Tot	10,435,408	
Paint,Paper,Suppl-Own:Tot	32,743	
Paint,Paper,Supp-Rent:Tot	2,457	
Ins-Own & Rent: Tot	497,528	
Rep Serv-Own & Rent:Tot	684,302	
Rep Mats-Own & Rent: Tot	206,699	
Telephone Services: Tot	1,556,991	
<u>Household Services:</u>		
Lawn & Garden: Tot	450,574	
Housekeeping Services:Tot	106,092	
Move,Storage,Frghnt Exp:Tot	55,421	
Child Care: Tot	389,822	
Computer Info Serv: Tot	38,206	
<u>Alcoholic Beverages:</u>		
Alcoholic Beverages: Tot	455,355	
<u>Financial:</u>		
Home Loans and Mortg: Tot	6,188,885	
Vehicle Loans: Tot	3,848,161	
Investments: Tot	2,972,115	
<u>Travel:</u>		
Travel: Tot	2,057,649	
Auto Rental on Trips: Tot	43,789	
Lodging on Trips: Tot	411,250	
Food & Drink: Tot	563,350	
Airline Fares: Tot	435,595	
Other Travel: Tot	603,665	
<u>Education:</u>		
Education: Tot	865,853	
<u>Life Insurance/Pensions:</u>		
Life & Other Pers Ins: Tot	701,075	
<u>Population:</u>		
Population	42,240	44,898
Persons in Group Quarters	169	

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_3

Description: 0-10 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Households:</u>		
Households	13,325	14,184
HouseholdsFamilies	10,363	11,009
Average Household Size	3.2	3.1
<u>Race:</u>		
White	27,240	27,669
Black	683	712
American Indian, Eskimo, or Aleut	927	975
Asian or Pacific Islander	5,553	6,189
Other	5,240	6,218
Hispanic Origin	9,025	10,754
<u>Gender:</u>		
Population Male	21,189	22,505
Population Female	21,050	22,393
<u>Income:</u>		
Median Household Income	43,795.00	49,632.00
Average Household Income	55,746.00	66,077.00
Median Family Income	47,617.00	54,210.00
Average Family Income	58,744.00	69,067.00
Per Capita Income	17,742	21,056
Median Disposable Income	33,699.00	
Average Disposable Income	39,869.00	
<u>Net Worth:</u>		
Median Net Worth	93,149	
<u>Housing Units:</u>		
Owner-occupied	9,217	9,971
Renter-occupied	4,111	4,216

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_3

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Demographic	2003 Estimate	2008 Estimate
<u>Population by Age:</u>		
0 - 4	3,347	3,609
5 - 9	3,410	3,307
10 - 14	3,822	3,606
15 - 19	3,574	3,746
20 - 24	3,080	3,603
25 - 29	2,496	3,100
30 - 34	2,624	2,673
35 - 39	2,941	2,583
40 - 44	3,179	3,058
45 - 49	2,970	3,257
50 - 54	2,586	3,017
55 - 59	2,106	2,526
60 - 64	1,740	2,001
65 - 69	1,440	1,527
70 - 74	1,183	1,226
75 - 79	840	971
80 - 84	553	627
85+	348	462
Median Age	32.7	33.1

Population Age - Males:

0 - 4	1,713	1,854
5 - 9	1,751	1,701
10 - 14	1,996	1,856
15 - 19	1,873	1,981
20 - 24	1,547	1,846
25 - 29	1,260	1,533
30 - 34	1,327	1,336
35 - 39	1,480	1,305
40 - 44	1,593	1,541
45 - 49	1,484	1,629
50 - 54	1,288	1,497
55 - 59	1,025	1,248
60 - 64	826	963
65 - 69	689	714
70 - 74	577	579
75 - 79	388	461
80 - 84	237	278
85+	134	182

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ID: 1_3

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Demographic	2003 Estimate	2008 Estimate
<u>Population Age - Females:</u>		
0 - 4	1,634	1,755
5 - 9	1,659	1,606
10 - 14	1,826	1,749
15 - 19	1,701	1,765
20 - 24	1,533	1,756
25 - 29	1,236	1,567
30 - 34	1,297	1,336
35 - 39	1,461	1,278
40 - 44	1,586	1,516
45 - 49	1,485	1,627
50 - 54	1,298	1,520
55 - 59	1,081	1,278
60 - 64	913	1,038
65 - 69	751	813
70 - 74	606	648
75 - 79	452	510
80 - 84	316	348
85+	214	280

Households with Household Income:

< \$10,000	1,325	1,187
\$10,000-\$14,999	735	658
\$15,000-\$19,999	787	770
\$20,000-\$24,999	976	836
\$25,000-\$29,999	901	959
\$30,000-\$34,999	795	683
\$35,000-\$39,999	810	790
\$40,000-\$44,999	791	740
\$45,000-\$49,999	766	815
\$50,000-\$59,999	1,049	1,281
\$60,000-\$74,999	1,445	1,266
\$75,500-\$99,999	1,454	1,850
\$100,000-\$124,999	709	988
\$125,000-\$149,999	355	613
\$150,000-\$199,999	199	364
\$200,000-\$249,999	98	163
\$250,000-\$499,999	107	165
>\$500,000	23	56

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ID: 1_3

Description: 0-10 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Families with Family Income:</u>		
< \$10,000	671	606
\$10,000-\$14,999	503	420
\$15,000-\$19,999	538	536
\$20,000-\$24,999	687	545
\$25,000-\$29,999	803	723
\$30,000-\$34,999	618	640
\$35,000-\$39,999	602	627
\$40,000-\$44,999	679	515
\$45,000-\$49,999	531	684
\$50,000-\$59,999	989	1,022
\$60,000-\$74,999	1,086	1,170
\$75,500-\$99,999	1,317	1,278
\$100,000-\$124,999	691	1,025
\$125,000-\$149,999	330	596
\$150,000-\$199,999	154	347
\$200,000-\$249,999	68	121
\$250,000-\$499,999	83	121
>\$500,000	14	33

Households by Disposable Income:

< \$15,000	2,429
\$15,000-\$24,999	2,246
\$25,000-\$34,999	2,257
\$35,000-\$49,999	2,616
\$50,000-\$74,999	2,543
\$75,000-\$99,999	798
\$100,000-\$149,999	291
\$150,000-\$199,999	140
\$200,000+	6.00

Households by Net Worth:

< \$15,000	3,425
\$15,000-\$34,999	1,159
\$35,000-\$49,999	647
\$50,000-\$74,999	861
\$75,000-\$99,999	863
\$100,000-\$149,999	1,333
\$150,000-\$249,999	1,407
\$250,000-\$499,999	1,786
\$500,000+	1,845

Consumer Expenditures (2003)

Total (\$000)

Retail Summary:

Retail Expenditures: Tot	283,965,768
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1000 Feather River Blvd Comprehensive Trend Report

ID: 1_3

Description: 0-10 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Food Services:</u>		
Food at home: Tot	57,483,833	
Bakery & Cereal Prod: Tot	9,047,081	
Meat,Poultry,Fish,Egg: Tot	14,994,803	
Dairy Products: Tot	6,377,674	
Fruits & Vegetables: Tot	9,852,739	
Other Food at Home: Tot	17,211,536	
Nonalcoholic Bev: Tot	5,017,376	
Food Away from Home: Tot	32,463,977	
Meals at Restaurants: Tot	30,742,356	
<u>Apparel:</u>		
Apparel & Services: Tot	33,674,545	
Men`s Apparel: Tot	6,469,839	
Women`s Apparel: Tot	11,337,890	
Children`s Apparel: Tot	3,975,575	
Infants` Apparel: Tot	1,625,601	
Footwear: Tot	5,896,428	
Watches & Jewelry: Tot	2,864,972	
Otr Apparel & Services: Tot	1,504,239	
<u>Health Care:</u>		
Health Care: Tot	37,061,943	
Health Insurance: Tot	17,521,427	
Eyeglasses & Contacts: Tot	1,165,884	
<u>Transportation (Local):</u>		
Gasoline & Motor Oil: Tot	20,296,345	
Maintenance & Repairs: Tot	13,420,947	
Vehicle Insurance: Tot	14,744,905	

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_3

Description: 0-10 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Entertainment/Recreation:</u>		
Entertainment & Hobby: Tot	37,328,156	
Social/Recr/Civ Member:Tot	1,601,561	
Participant Sports Fees:Tot	1,372,884	
Movie,Thtr,Opera,Ballet:Tot	1,681,200	
Sport Event Admission: Tot	625,599	
Recreational Lesson Fee:Tot	1,317,046	
TV, Radios, Sound Equip:Tot	11,612,886	
Comm Antenna,Cable TV: Tot	5,213,308	
TV & Video: Tot	3,721,827	
Rent Video Tape & Discs:Tot	846,099	
Sound Equipment: Tot	2,537,605	
Rent TV,VCR & Sound Eq:Tot	16,446	
Rep TV, Radio &Sound Eq:Tot	123,697	
Pets: Tot	4,099,472	
Toys & Games: Tot	2,901,154	
Sport,Rec & Exercise Eq:Tot	2,853,944	
Photo Equip & Supplies: Tot	1,737,854	
Film Processing: Tot	609,162	
Reading: Tot	3,215,401	
<u>Household Goods:</u>		
Sm Appl,Misc Housewares:Tot	13,709,495	
Luggage: Tot	187,161	
Comp & Hardware-Pers:Tot	3,275,685	
Software & Access-Pers: Tot	470,399	
HH Furn & Equipment: Tot	27,990,017	
Household Textiles: Tot	1,578,976	
Furniture: Tot	7,274,385	
Floor Coverings: Tot	2,076,359	
Major Appliances: Tot	3,350,799	
<u>Housing:</u>		
Shelter: Tot	124,726,398	
Paint,Paper,Suppl-Own:Tot	335,397	
Paint,Paper,Suppl-Rent:Tot	29,297	
Ins-Own & Rent: Tot	4,869,834	
Rep Serv-Own & Rent:Tot	7,429,665	
Rep Mats-Own & Rent: Tot	1,881,765	
Telephone Services: Tot	16,241,478	
<u>Household Services:</u>		
Lawn & Garden: Tot	4,607,629	
Housekeeping Services:Tot	1,381,232	
Move,Storage,Frgh Exp:Tot	623,754	
Child Care: Tot	4,555,703	
Computer Info Serv: Tot	461,404	

1000 Feather River Blvd Comprehensive Trend Report

ID: 1_3

Description: 0-10 Mile

Demographic	2003 Estimate	2008 Estimate
<u>Alcoholic Beverages:</u>		
Alcoholic Beverages: Tot		5,471,219
<u>Financial:</u>		
Home Loans and Mortg: Tot	69,940,453	
Vehicle Loans: Tot	36,170,419	
Investments: Tot	35,888,487	
<u>Travel:</u>		
Travel: Tot	23,396,005	
Auto Rental on Trips: Tot	538,681	
Lodging on Trips: Tot	4,646,785	
Food & Drink: Tot	6,188,718	
Airline Fares: Tot	5,333,691	
Other Travel: Tot	6,688,135	
<u>Education:</u>		
Education: Tot	11,074,598	
<u>Life Insurance/Pensions:</u>		
Life & Other Pers Ins: Tot	7,146,651	