

## Executive Reporting - Trade Area - Consumer Buying Power™ Category Summary

Provides summary estimates and future projections of aggregate expenditure and annual consumer spending to help evaluate potential demand for a wide variety of products and services for any geographic area in the U.S regardless of where consumers make their purchases.

### Consumer Buying Power™ | Category Summary



**Trade Area:** Sacramento County, CA

The Trade Area selected for analysis.

**Consumer Units:** 559,108 | **Households:** 557,643 | **Dorm Pop:** 1,465

**Consumer Units:** A combined count of households and college/university dormitory populations in the Trade Area.

**Households:** The household count in the Trade Area.

**Dorm Pop:** The dormitory population count for colleges and universities in the Trade Area.

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	39,953,998,040	100.00	46,456,028,205	100.00	71,460.25	80,589.03	3.06	108
<b>Category Summary</b>								
Food	5,942,526,645	14.87	6,736,354,342	14.50	10,628.58	11,685.81	2.54	110
Alcoholic beverages	456,353,281	1.14	519,691,897	1.12	816.22	901.53	2.63	116
Housing	16,294,838,236	40.78	18,027,929,064	38.81	29,144.35			
Apparel and services	1,393,956,833	3.49	1,504,531,672	3.24	2,493.18			
Transportation	6,264,736,189	15.68	7,890,118,634	16.98	11,204.88			
Healthcare	3,354,157,187	8.39	4,011,817,110	8.64	5,999.12			
Entertainment	2,016,770,173	5.05	2,771,589,477	5.97	3,607.12			
Personal care products and services	500,284,074	1.25	675,453,492	1.45	894.79			
Reading	71,835,384	0.18	59,700,766	0.13	128.48			
Education	1,009,454,046	2.53	1,163,789,570	2.51	1,805.47			
Tobacco products and smoking supplies	184,289,971	0.46	191,496,730	0.41	329.61			
Miscellaneous fees and expenses	684,156,066	1.71	854,957,343	1.84	1,223.66			
Cash contributions	1,537,294,580	3.85	1,801,966,583	3.88	2,749.55			
Life and other personal insurance	243,345,374	0.61	246,631,524	0.53	435.24			

For example, **\$5,942,526,645** is estimated to be spent on the Food category in total in the Trade Area of Sacramento County, CA. This accounts for **14.87%** of the Total Specified Consumer Expenditures in the Trade Area for current-year. Similarly, for the five-year projection data, **\$6,736,354,342** is estimated to be spent on Food accounting for **14.5%** of the Total Specified Consumer Expenditures in the Trade Area.

Each Consumer Unit will spend an annual average of **\$10,628.58** on Food. Reporting a Market Index of 110, This is 10% above the consumer unit average on Food spending compared to the Benchmark of the United States. Food spending is projected to increase to **\$11,685.81**, a compounded growth rate of **2.54%** over the five year period.

**Benchmark:** United States



The Benchmark—also referred to as the base—indicates the geographic extent for the report.

**Current-year Aggregate Expenditure Estimate:** Estimated total dollar spend on the line item by all consumer units found in the Trade Area in current-year, regardless of where the dollars were spent. The sum of all category summary line items for current-year equals the Total Specified Consumer Expenditures (AREA) value.

**%:** Percentage of the Total Specified Consumer Expenditures (for category totals) or the category total (for category child variables) in the Trade Area for current-year.

**Five-year Aggregate Expenditure Estimate:** Projected total dollar spend on the line item by all consumer units found in the Trade Area in five years, regardless of where the dollars were spent. The sum of all category summary line items in five years equals the Total Specified Consumer Expenditures (AREA) value.

**%:** Percentage of the Total Specified Consumer Expenditures (for category totals) or the category total (for category child variables) in the Trade Area for current-year.

**Current-year Annual Avg per Consumer Unit:** Average dollar spend per consumer unit in the Trade Area in current-year.

**Five-year Annual Avg per Consumer Unit:** Average dollar spend per consumer unit in the Trade Area in five years.

**Compound Annual Growth Rate (%):** The rate at which the current year aggregate expenditure must grow, compounded year-over-year, to attain the five-year projected aggregate expenditure value.

**Market Index:** A measure of how similar or different the current-year consumer unit average in the Trade Area is compared to the consumer unit average in the benchmark. An index value of 100 indicates that the trade area and benchmark consumer unit averages are the same.