

Executive Reporting - Consumer Buying Power - Trade Area

The Consumer Buying Power (CBP) report can be used as way to understand the potential expenditure of consumer units (a combined count of households and college/university dormitory population) in a particular market and specific variables. CBP provides geography-based estimates of potential annual consumer spending. The data allow users to identify the potential demand for a wide variety of products and services by geographic area, regardless of where consumers make their purchases.



Consumer Buying Power™ | Trade Area



The **Trade Area** selected for the analysis is indicated at the top of the report.

Trade Area: Sacramento County, CA

The report is divided into sections, including 700 expenditure items across 14 categories of goods and services for both current year estimates and a five year projection.

For example, **\$33,915,081** were spent on play, theater, opera, and concert entertainment by all Consumer Units in total in the Trade Area of Sacramento County, CA, compared to **\$6,610,256,901** for the benchmark of the United States. As a proportion of their total Entertainment category, Consumer Units in Sacramento County spent **1.68%** of their annual expenditures on play, theater, opera, and concert, compared to **1.54%** for the United States. In Sacramento County, **\$61** per Consumer Unit is spent on play, theater, opera, and concert compared to **\$52** per Consumer Unit in the United States, representing an above average rate of **18%** (Index = **118**) compared to the United States.

	Aggregate Expenditure Estimate	%	Base Aggregate Expenditure Estimate	Base %	\$/Consumer Unit	Base \$/Consumer Unit	Index \$/Consumer Unit
Basics							
Consumer units (HHs and dorm pop)	--	100.00	--	100.00	--	--	--
Aggregate annual expenditures	39,953,998,040	100.00	8,510,960,102,833	100.00	71,460	66,319	108
Average household income	--	101,240.00	--	96,765.00	--	--	--
Aggregate household income	56,455,777,320	100.00	12,166,534,198,470	100.00	101,240	96,765	105
Category Summary							
Aggregate annual expenditures	39,953,998,040	100.00	8,510,960,102,833	100.00	71,460	66,319	108
Food	5,942,526,645	14.87	1,239,340,513,595	14.56	10,629	9,657	110
Alcoholic beverages	456,353,281	1.14	90,071,026,087	1.06	816	702	116
Housing	16,294,838,236	40.78	3,341,784,473,712	39.26	29,144	26,040	112
Apparel and services	1,393,956,833	3.49	281,794,921,878	3.31	2,493	2,196	114
Transportation	6,264,736,189	15.68	1,406,244,961,690	16.52	11,205	10,958	102
Healthcare	3,354,157,187	8.39	792,193,849,991	9.31	5,999	6,173	97
Entertainment	2,016,770,173	5.05	430,217,584,470	5.05	3,607	3,352	108
Personal care products and services	500,284,074	1.25	104,469,117,401	1.23	895	814	110
Reading	71,835,384	0.18	15,905,185,328	0.19	128	124	104
Education	1,009,454,046	2.53	233,387,629,831	2.74	1,805	1,819	99
Tobacco products and smoking supplies	184,289,971	0.46	54,203,904,526	0.64	330	422	78
Miscellaneous fees and expenses	684,156,066	1.71	134,542,162,365	1.58	1,224	1,048	117
Cash contributions	1,537,294,580	3.85	319,484,266,399	3.75	2,750	2,489	110
Life and other personal insurance	243,345,374	0.61	67,320,505,562	0.79	435	525	83
Entertainment							
Recreation expenses, out-of-town trips	5,947,317	0.29	1,158,646,646	0.27	11	9	118
Social, recreation, health club membership	107,154,697	5.31	20,744,540,759	4.82	192	162	119
Participant sports, out-of-town trips	7,407,163	0.37	1,431,116,986	0.33	13	11	119
Play, theater, opera, concert	33,915,081	1.68	6,610,256,901	1.54	61	52	118
Movies, parks, museums	36,991,113	1.83	7,192,233,807	1.67	66	56	118

Benchmark: United States

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

Index Colours: <80 80 - 110 110+

Aggregate Expenditure Estimate: Estimated total dollar spend on the line item by Consumer Units found in the Trade Area, regardless of where the dollars were spend.
%: Proportion of the aggregate annual expenditures (for the Category Summary section) or total category dollars in the Trade Area.

Base Aggregate Expenditure Estimate: Estimated total dollars spent on the line item by Consumer Units in the benchmark.

Base %: Proportion of the aggregate annual expenditures (for the Category Summary section) or total category dollars in the benchmark

\$/Consumer Unit: Average dollar spend per Consumer Unit in the Trade Area.

Base: \$/Consumer Unit: Average dollar spend per Consumer Unit in the Benchmark.

Index: \$/Consumer Unit: A measure of how similar or different the Trade Area is from the Benchmark, specifically in terms of average dollars spent per Consumer Unit.