

17th DAA Nevada County Fair - Grass Valley

Latitude: 39.206634

Longitude: -121.075899

11228 Mccourtney Rd

Grass Valley, CA 95949

Radius: 15.0 mile

11228 Mccourtney Rd




Grass Valley, CA 95949

Radius: 25.0 mile

11228 Mccourtney Rd

Grass Valley, CA 95949

Radius: 50.0 mile

	2000 Total Population	93,965	182,531	1,500,288
	2000 Group Quarters	970	2,974	29,480
	2008 Total Population	104,588	202,605	1,775,814
	2013 Total Population	112,175	222,655	1,984,897
	2008 - 2013 Annual Rate	1.41%	1.91%	2.25%
	2000 Households	37,799	71,126	574,620
	2000 Average Household Size	2.46	2.52	2.56
	2008 Households	42,660	80,608	678,506
	2008 Average Household Size	2.43	2.48	2.57
	2013 Households	45,959	89,142	758,482
	2013 Average Household Size	2.42	2.46	2.58
	2008 - 2013 Annual Rate	1.5%	2.03%	2.25%
	2000 Families	26,913	50,969	383,148
	2000 Average Family Size	2.86	2.94	3.1
	2008 Families	30,263	57,179	453,654
	2008 Average Family Size	2.86	2.93	3.15
	2013 Families	32,440	62,760	506,052
	2013 Average Family Size	2.87	2.94	3.18
	2008 - 2013 Annual Rate	1.4%	1.88%	2.21%
	2000 Housing Units	40,551	76,355	617,624
	Owner Occupied Housing Units	71.0%	68.6%	57.8%
	Renter Occupied Housing Units	21.7%	24.2%	35.3%
	Vacant Housing Units	7.3%	7.2%	6.9%
	2008 Housing Units	46,835	88,200	744,466
	Owner Occupied Housing Units	69.8%	67.3%	58.5%
	Renter Occupied Housing Units	21.3%	24.1%	32.6%
	Vacant Housing Units	8.9%	8.6%	8.9%
	2013 Housing Units	50,947	97,770	833,856
	Owner Occupied Housing Units	68.1%	66.1%	57.8%
	Renter Occupied Housing Units	22.1%	25.1%	33.2%
	Vacant Housing Units	9.8%	8.8%	9.0%
	Median Household Income			
	2000	\$44,975	\$45,241	\$44,306
	2008	\$55,632	\$55,426	\$57,208
	2013	\$65,117	\$64,843	\$67,314
	Median Home Value			
	2000	\$192,981	\$187,030	\$154,650
	2008	\$425,396	\$386,767	\$304,451
	2013	\$441,946	\$398,061	\$319,621
	Per Capita Income			
	2000	\$23,582	\$23,208	\$22,624
	2008	\$30,077	\$29,305	\$29,279
	2013	\$35,315	\$34,273	\$35,354
	Median Age			
	2000	44.3	42.0	36.3
	2008	47.7	45.5	37.7
	2013	49.3	46.8	38.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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2000 Households by Income

Household Income Base	11228 Mccourtney Rd	11228 Mccourtney Rd	11228 Mccourtney Rd
< \$15,000	37,924 13.2%	71,266 12.8%	575,237 14.1%
\$15,000 - \$24,999	12.2%	11.9%	12.2%
\$25,000 - \$34,999	12.9%	13.2%	12.7%
\$35,000 - \$49,999	17.0%	17.1%	16.7%
\$50,000 - \$74,999	20.8%	20.6%	20.1%
\$75,000 - \$99,999	10.6%	11.2%	11.0%
\$100,000 - \$149,999	8.4%	8.4%	8.7%
\$150,000 - \$199,999	2.7%	2.6%	2.3%
\$200,000+	2.3%	2.2%	2.2%
Average Household Income	\$58,192	\$58,453	\$58,126

2008 Households by Income

Household Income Base	11228 Mccourtney Rd	11228 Mccourtney Rd	11228 Mccourtney Rd
< \$15,000	42,661 9.8%	80,609 9.5%	678,504 9.9%
\$15,000 - \$24,999	8.5%	8.8%	9.2%
\$25,000 - \$34,999	11.3%	11.0%	9.9%
\$35,000 - \$49,999	15.3%	15.5%	14.4%
\$50,000 - \$74,999	20.8%	21.4%	20.4%
\$75,000 - \$99,999	15.6%	14.4%	15.0%
\$100,000 - \$149,999	10.9%	12.2%	12.7%
\$150,000 - \$199,999	3.6%	3.4%	4.1%
\$200,000+	4.2%	3.9%	4.3%
Average Household Income	\$73,403	\$72,846	\$75,754

2013 Households by Income

Household Income Base	11228 Mccourtney Rd	11228 Mccourtney Rd	11228 Mccourtney Rd
< \$15,000	45,961 8.5%	89,142 8.1%	758,478 8.5%
\$15,000 - \$24,999	7.0%	7.4%	7.5%
\$25,000 - \$34,999	8.2%	8.3%	7.7%
\$35,000 - \$49,999	12.9%	12.4%	11.2%
\$50,000 - \$74,999	21.4%	22.3%	20.8%
\$75,000 - \$99,999	16.1%	15.3%	15.5%
\$100,000 - \$149,999	15.5%	16.8%	16.6%
\$150,000 - \$199,999	4.6%	4.2%	5.2%
\$200,000+	5.9%	5.3%	7.0%
Average Household Income	\$85,867	\$84,747	\$91,629

2000 Owner Occupied HUs by Value

Total	11228 Mccourtney Rd	11228 Mccourtney Rd	11228 Mccourtney Rd
<\$50,000	28,957 4.1%	52,490 5.8%	356,872 5.6%
\$50,000 - 99,999	6.2%	7.8%	15.4%
\$100,000 - 149,999	18.0%	17.6%	26.8%
\$150,000 - 199,999	24.7%	24.3%	21.1%
\$200,000 - \$299,999	28.0%	26.8%	19.1%
\$300,000 - 499,999	15.5%	14.3%	9.4%
\$500,000 - 999,999	3.1%	2.9%	2.3%
\$1,000,000+	0.4%	0.6%	0.4%
Average Home Value	\$225,887	\$218,264	\$187,336

2000 Specified Renter Occupied HUs by Contract Rent

Total	11228 Mccourtney Rd	11228 Mccourtney Rd	11228 Mccourtney Rd
With Cash Rent	8,362 92.0%	17,692 86.4%	215,465 96.3%
No Cash Rent	8.0%	13.6%	3.7%
Median Rent	\$614	\$596	\$578
Average Rent	\$617	\$608	\$596

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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2000 Population by Age

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	93,965	182,533	1,500,288
0 - 4	4.5%	5.1%	6.6%
5 - 9	6.2%	6.7%	7.5%
10 - 14	7.5%	7.6%	7.6%
15 - 19	7.1%	7.0%	7.0%
20 - 24	3.6%	4.3%	6.0%
25 - 34	7.6%	8.8%	13.1%
35 - 44	14.8%	15.4%	16.2%
45 - 54	18.1%	16.9%	14.1%
55 - 64	11.9%	11.1%	8.8%
65 - 74	9.8%	8.9%	6.8%
75 - 84	6.9%	6.2%	4.7%
85+	2.0%	2.0%	1.5%
18+	77.1%	76.0%	73.9%

2008 Population by Age

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Total	104,591	202,603	1,775,813
0 - 4	4.3%	4.9%	6.8%
5 - 9	4.8%	5.3%	6.6%
10 - 14	5.9%	6.2%	6.8%
15 - 19	6.5%	6.7%	7.0%
20 - 24	4.7%	5.4%	6.5%
25 - 34	7.7%	8.8%	12.8%
35 - 44	11.2%	11.8%	13.9%
45 - 54	18.4%	17.5%	15.1%
55 - 64	17.0%	15.6%	11.6%
65 - 74	9.9%	9.0%	6.5%
75 - 84	6.8%	6.1%	4.5%
85+	2.8%	2.6%	1.9%
18+	80.8%	79.3%	75.5%

2013 Population by Age

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Total	112,175	222,653	1,984,898
0 - 4	4.2%	4.9%	6.9%
5 - 9	4.6%	5.1%	6.4%
10 - 14	5.5%	5.8%	6.4%
15 - 19	5.8%	6.1%	6.4%
20 - 24	4.4%	5.1%	6.5%
25 - 34	8.5%	9.5%	13.3%
35 - 44	10.1%	10.7%	12.8%
45 - 54	17.1%	16.5%	14.9%
55 - 64	18.8%	17.3%	12.8%
65 - 74	11.4%	10.3%	7.2%
75 - 84	6.4%	5.8%	4.3%
85+	3.1%	2.9%	2.1%
18+	81.9%	80.4%	76.3%

2000 Population by Sex

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Males	49.1%	49.3%	49.2%
Females	50.9%	50.7%	50.8%

2008 Population by Sex

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Males	49.1%	49.2%	49.1%
Females	50.9%	50.8%	50.9%

2013 Population by Sex

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Males	49.1%	49.2%	49.1%
Females	50.9%	50.8%	50.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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2000 Population by Race/Ethnicity

Total	93,964	182,532	1,500,289
White Alone	94.1%	91.4%	78.3%
Black Alone	0.3%	0.7%	4.6%
American Indian Alone	1.0%	1.2%	1.2%
Asian or Pacific Islander Alone	0.9%	1.4%	5.8%
Some Other Race Alone	1.0%	2.2%	5.5%
Two or More Races	2.8%	3.1%	4.6%
Hispanic Origin	4.6%	6.5%	12.4%
Diversity Index	19.2	26.5	51.5

2008 Population by Race/Ethnicity

Total	104,588	202,606	1,775,813
White Alone	92.1%	88.9%	73.9%
Black Alone	0.3%	0.7%	4.5%
American Indian Alone	1.0%	1.3%	1.2%
Asian or Pacific Islander Alone	1.1%	1.6%	7.1%
Some Other Race Alone	1.3%	3.1%	7.0%
Two or More Races	4.1%	4.4%	6.2%
Hispanic Origin	6.3%	9.0%	15.9%
Diversity Index	25.1	33.8	59.5

2013 Population by Race/Ethnicity

Total	112,174	222,656	1,984,897
White Alone	90.7%	87.3%	71.2%
Black Alone	0.4%	0.7%	4.5%
American Indian Alone	1.1%	1.3%	1.2%
Asian or Pacific Islander Alone	1.3%	1.8%	7.9%
Some Other Race Alone	1.6%	3.7%	7.9%
Two or More Races	5.0%	5.2%	7.3%
Hispanic Origin	7.5%	10.6%	18.0%
Diversity Index	29.1	38.3	63.7



2000 Population 3+ by School Enrollment

Total	91,520	177,165	1,442,708
Enrolled in Nursery/Preschool	1.3%	1.4%	1.6%
Enrolled in Kindergarten	1.1%	1.4%	1.6%
Enrolled in Grade 1-8	11.5%	11.9%	12.7%
Enrolled in Grade 9-12	6.8%	6.6%	6.4%
Enrolled in College	4.6%	4.9%	6.1%
Enrolled in Grad/Prof School	0.7%	0.7%	1.1%
Not Enrolled in School	74.0%	73.1%	70.6%

2008 Population 25+ by Educational Attainment

Total	77,109	144,868	1,177,773
Less than 9th Grade	1.5%	2.7%	5.0%
9th - 12th Grade, No Diploma	7.0%	7.4%	8.3%
High School Graduate	25.8%	27.4%	24.0%
Some College, No Degree	29.1%	28.4%	26.4%
Associate Degree	9.9%	9.7%	9.2%
Bachelor's Degree	17.3%	15.9%	18.3%
Graduate/Professional Degree	9.5%	8.6%	8.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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Radius: 50.0 mile



2008 Population 15+ by Marital Status

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	88,874	169,217	1,417,929
Never Married	20.2%	20.9%	26.9%
Married	59.9%	59.9%	54.9%
Widowed	7.2%	7.2%	6.0%
Divorced	12.7%	12.0%	12.2%



2000 Population 16+ by Employment Status

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	75,470	144,266	1,153,042
In Labor Force	57.0%	59.1%	62.6%
Civilian Employed	54.1%	54.5%	58.1%
Civilian Unemployed	2.8%	3.2%	4.0%
In Armed Forces	0.1%	1.5%	0.4%
Not in Labor Force	43.0%	40.9%	37.4%

2008 Civilian Population 16+ in Labor Force

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Civilian Employed	93.5%	92.6%	91.8%
Civilian Unemployed	6.5%	7.4%	8.2%

2013 Civilian Population 16+ in Labor Force

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Civilian Employed	93.9%	93.0%	92.3%
Civilian Unemployed	6.1%	7.0%	7.7%

2000 Females 16+ by Employment Status and Age of Children

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	39,169	74,242	594,368
Own Children < 6 Only	4.3%	5.2%	7.2%
Employed/in Armed Forces	2.6%	3.1%	4.1%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	1.5%	1.9%	2.8%
Own Children < 6 and 6-17 Only	4.7%	5.5%	6.5%
Employed/in Armed Forces	2.8%	3.1%	3.4%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	1.9%	2.2%	2.8%
Own Children 6-17 Only	17.8%	17.9%	17.1%
Employed/in Armed Forces	13.3%	13.0%	12.2%
Unemployed	0.4%	0.5%	0.6%
Not in Labor Force	4.1%	4.4%	4.3%
No Own Children < 18	73.2%	71.4%	69.3%
Employed/in Armed Forces	31.4%	31.4%	33.6%
Unemployed	2.0%	2.0%	2.2%
Not in Labor Force	39.9%	38.0%	33.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

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2008 Employed Population 16+ by Industry

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	46,360	85,553	774,558
Agriculture/Mining	1.8%	2.2%	1.5%
Construction	11.2%	11.7%	9.2%
Manufacturing	8.0%	7.7%	6.2%
Wholesale Trade	2.8%	2.9%	3.1%
Retail Trade	12.0%	12.0%	11.8%
Transportation/Utilities	4.0%	4.5%	4.3%
Information	2.0%	1.9%	2.5%
Finance/Insurance/Real Estate	6.4%	6.6%	8.7%
Services	47.1%	44.8%	43.9%
Public Administration	4.7%	5.7%	8.7%

2008 Employed Population 16+ by Occupation

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	46,358	85,554	774,558
White Collar	62.0%	60.7%	64.6%
Management/Business/Financial	12.7%	13.2%	15.1%
Professional	23.4%	22.0%	22.0%
Sales	13.2%	12.1%	12.0%
Administrative Support	12.7%	13.5%	15.5%
Services	16.8%	16.5%	15.9%
Blue Collar	21.2%	22.7%	19.5%
Farming/Forestry/Fishing	0.5%	0.9%	0.6%
Construction/Extraction	8.3%	8.6%	6.5%
Installation/Maintenance/Repair	3.9%	4.0%	3.7%
Production	4.0%	4.1%	3.4%
Transportation/Material Moving	4.4%	5.1%	5.2%



2000 Workers 16+ by Means of Transportation to Work

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	40,014	78,832	660,551
Drove Alone - Car, Truck, or Van	76.0%	77.0%	76.7%
Carpooled - Car, Truck, or Van	12.4%	12.2%	12.9%
Public Transportation	0.7%	0.6%	2.2%
Walked	2.5%	2.3%	2.2%
Other Means	0.9%	1.0%	1.6%
Worked at Home	7.5%	6.7%	4.4%

2000 Workers 16+ by Travel Time to Work

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	40,013	78,832	660,552
Did Not Work at Home	92.5%	93.3%	95.6%
Less than 5 minutes	4.3%	4.0%	2.8%
5 to 9 minutes	10.5%	10.5%	10.0%
10 to 19 minutes	29.8%	27.5%	29.3%
20 to 24 minutes	12.9%	11.6%	14.5%
25 to 34 minutes	12.9%	14.3%	19.3%
35 to 44 minutes	4.5%	5.9%	5.9%
45 to 59 minutes	6.4%	8.5%	6.8%
60 to 89 minutes	7.0%	7.1%	4.3%
90 or more minutes	4.2%	3.8%	2.8%
Worked at Home	7.5%	6.7%	4.4%
Average Travel Time to Work (in min)	27.7	28.3	25.8

2000 Households by Vehicles Available

	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 15.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 25.0 mile	11228 Mccourtney Rd Grass Valley, CA 95949 Radius: 50.0 mile
Total	37,799	71,068	574,567
None	4.8%	5.3%	7.7%
1	27.4%	27.2%	34.3%
2	41.4%	40.9%	39.1%
3	18.3%	18.4%	13.7%
4	5.9%	5.9%	3.7%
5+	2.2%	2.3%	1.5%
Average Number of Vehicles Available	2.0	2.0	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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2000 Households by Type

	15.0 mile	25.0 mile	50.0 mile
Total	37,799	71,124	574,619
Family Households	71.2%	71.7%	66.7%
Married-couple Family	58.3%	58.7%	50.2%
With Related Children	21.6%	23.5%	23.3%
Other Family (No Spouse)	12.9%	13.0%	16.5%
With Related Children	8.7%	8.8%	11.3%
Nonfamily Households	28.8%	28.3%	33.3%
Householder Living Alone	22.8%	22.6%	26.0%
Householder Not Living Alone	6.0%	5.7%	7.3%
Households with Related Children	30.3%	32.2%	34.6%
Households with Persons 65+	32.0%	29.9%	23.8%

2000 Households by Size

	15.0 mile	25.0 mile	50.0 mile
Total	37,799	71,126	574,620
1 Person Household	22.8%	22.6%	26.0%
2 Person Household	41.5%	39.5%	34.4%
3 Person Household	15.2%	15.7%	15.8%
4 Person Household	12.4%	13.2%	13.4%
5 Person Household	5.0%	5.6%	6.0%
6 Person Household	2.0%	2.1%	2.5%
7+ Person Household	1.0%	1.3%	1.9%

2000 Households by Year Householder Moved In

	15.0 mile	25.0 mile	50.0 mile
Total	37,799	71,069	574,566
Moved in 1999 to March 2000	17.3%	17.2%	23.1%
Moved in 1995 to 1998	28.3%	29.5%	30.9%
Moved in 1990 to 1994	18.7%	17.9%	16.0%
Moved in 1980 to 1989	22.3%	21.0%	15.2%
Moved in 1970 to 1979	9.8%	9.5%	8.7%
Moved in 1969 or Earlier	3.7%	4.8%	6.1%
Median Year Householder Moved In	1994	1994	1996



2000 Housing Units by Units in Structure

	15.0 mile	25.0 mile	50.0 mile
Total	40,753	76,609	617,380
1, Detached	81.4%	76.9%	65.5%
1, Attached	1.8%	2.7%	5.1%
2	1.3%	1.6%	2.2%
3 or 4	1.9%	3.0%	4.7%
5 to 9	1.4%	1.6%	4.5%
10 to 19	0.6%	0.9%	3.2%
20+	2.3%	2.4%	8.8%
Mobile Home	8.9%	10.3%	5.7%
Other	0.4%	0.6%	0.3%

2000 Housing Units by Year Structure Built

	15.0 mile	25.0 mile	50.0 mile
Total	40,523	76,301	617,575
1999 to March 2000	2.2%	2.2%	2.5%
1995 to 1998	5.8%	5.7%	6.1%
1990 to 1994	10.7%	11.1%	9.6%
1980 to 1989	27.4%	25.2%	20.2%
1970 to 1979	24.2%	23.8%	23.7%
1969 or Earlier	29.7%	31.9%	37.8%
Median Year Structure Built	1978	1978	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

17th DAA Nevada County Fair - Grass Valley
Latitude: 39.206634
Longitude: -121.075899


11228 Mccourtney Rd
Grass Valley, CA 95949
Radius: 15.0 mile

11228 Mccourtney Rd
Grass Valley, CA 95949
Radius: 25.0 mile

11228 Mccourtney Rd
Grass Valley, CA 95949
Radius: 50.0 mile

Top 3 Tapestry Segments

1.	Rural Resort Dwellers	Exurbanites	Boomburbs
2.	Exurbanites	Rural Resort Dwellers	Exurbanites
3.	Silver and Gold	Green Acres	Rural Resort Dwellers

 **2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$91,798,369	\$174,008,540	\$1,585,921,361
Average Spent	\$2,151.86	\$2,158.70	\$2,337.37
Spending Potential Index	80	80	87
Computers & Accessories: Total \$	\$9,783,865	\$18,630,506	\$171,133,297
Average Spent	\$229.35	\$231.12	\$252.22
Spending Potential Index	96	97	105
Education: Total \$	\$54,475,626	\$104,546,919	\$976,090,987
Average Spent	\$1,276.97	\$1,296.98	\$1,438.59
Spending Potential Index	93	94	105
Entertainment/Recreation: Total \$	\$163,729,688	\$304,993,503	\$2,597,120,996
Average Spent	\$3,838.01	\$3,783.66	\$3,827.71
Spending Potential Index	103	102	103
Food at Home: Total \$	\$207,214,569	\$388,114,336	\$3,383,590,138
Average Spent	\$4,857.35	\$4,814.84	\$4,986.82
Spending Potential Index	99	99	102
Food Away from Home: Total \$	\$141,973,320	\$267,573,315	\$2,389,588,275
Average Spent	\$3,328.02	\$3,319.44	\$3,521.84
Spending Potential Index	97	97	103
Health Care: Total \$	\$192,350,158	\$351,098,560	\$2,798,009,211
Average Spent	\$4,508.91	\$4,355.63	\$4,123.78
Spending Potential Index	110	106	101
HH Furnishings & Equipment: Total \$	\$93,224,785	\$175,304,353	\$1,544,870,090
Average Spent	\$2,185.30	\$2,174.78	\$2,276.87
Spending Potential Index	95	95	99
Investments: Total \$	\$44,252,965	\$82,964,756	\$735,496,247
Average Spent	\$1,037.34	\$1,029.24	\$1,083.99
Spending Potential Index	102	101	107
Retail Goods: Total \$	\$1,164,587,223	\$2,171,966,849	\$18,537,418,257
Average Spent	\$27,299.28	\$26,944.81	\$27,320.93
Spending Potential Index	101	99	101
Shelter: Total \$	\$630,945,426	\$1,201,164,838	\$11,086,813,439
Average Spent	\$14,790.09	\$14,901.31	\$16,340.04
Spending Potential Index	95	96	105
TV/Video/Sound Equipment: Total \$	\$59,494,476	\$111,985,977	\$1,000,035,677
Average Spent	\$1,394.62	\$1,389.27	\$1,473.88
Spending Potential Index	97	97	103
Travel: Total \$	\$83,594,301	\$156,529,474	\$1,346,532,310
Average Spent	\$1,959.55	\$1,941.86	\$1,984.55
Spending Potential Index	104	103	105
Vehicle Maintenance & Repairs: Total \$	\$43,708,981	\$81,567,115	\$699,146,764
Average Spent	\$1,024.59	\$1,011.90	\$1,030.42
Spending Potential Index	103	102	104

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.