

Fresno County Market

2007 Demographic Profile*

Population	
2000	799,407
2007	903,351
2012	982,499
Gender	
Female	49.8%
Male	50.2%
Age	
0 - 4	8.6%
5-14	16.7%
15 - 17	5.1%
18 - 20	5.0%
21 - 24	6.3%
25 - 34	14.4%
35 - 44	13.2%
45 - 54	12.3%
55 - 64	8.7%
65 - 74	5.0%
75 - 84	3.3%
85+	1.4%
Median Age	31
Ethnicity	
White	35.8%
Black/Af Amer	5.1%
Am Ind/AK Native	0.8%
Asian	8.2%
Native HI/PI	0.2%
Other	0.2%
Multi-Race	2.4%
Hispanic	47.5%
Income	
2007 Avg HH Inc	\$58,302
2007 Median HH Inc	\$42,885
2007 Per Capita Inc	\$18,472

Fresno County covers 5,963* square miles, with 300,574* housing units.

Fresno County is a leader in agriculture, ranking #1 in the state for 2006 with over \$4.8^ billion in ag production. The top five crops produced were grapes at 562.7 million followed by almonds, tomatoes, poultry, and cattle/calves.^



Average Household Expenditures 2007*

Category	Amount	Category	Amount
Alcoholic Beverages	\$1,307	Major Household Appliances	\$310
All Day Care	\$363	Miscellaneous Household Equipment	\$450
Automotive Maintenance/Repair/Other	\$1,615	Personal Care Products & Services	\$991
Contributions (All)	\$1,514	Personal Expenses & Services	\$1,360
Education	\$1,281	Pet Expenses	\$484
Food At Home	\$6,626	Photographic Equipment/Supplies	\$93
Food Away From Home	\$4,729	Reading Materials	\$498
Foods & Beverages By Channel	\$12,427	Small Appliances & Housewares	\$649
Health Care	\$3,570	Smoking Products & Supplies	\$516
Household Furnishings & Furniture	\$1,271	Sports & Recreation	\$1,523
Household Repairs	\$988	Total Apparel	\$4,608
Household Services	\$498	Transportation	\$7,274
Housekeeping Supplies	\$354	Travel	\$1,525