

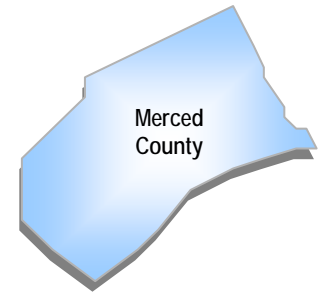
Merced County Market

2007 Demographic Profile*

Population	
2000	210,554
2007	250,286
2012	279,494
Gender	
Female	49.6%
Male	50.4%
Age	
0 - 4	8.7%
5 - 14	17.9%
15 - 17	5.6%
18 - 20	5.0%
21 - 24	6.1%
25 - 34	14.6%
35 - 44	13.4%
45 - 54	11.8%
55 - 64	8.0%
65 - 74	4.8%
75 - 84	3.0%
85+	1.2%
Median Age	29.61
Ethnicity	
White	34.6%
Black/Af Amer	3.4%
Am Ind/AK Native	0.5%
Asian	5.8%
Native HI/PI	0.2%
Other	0.2%
Multi-Race	2.6%
Hispanic	52.7%
Income	
2007 Avg HH Inc	56,044
2007 Median HH Inc	43,441
2007 Per Capita Inc	16,996

Merced County covers 1,929* square miles, with 80,288* housing units.

Merced County produced over \$2.28^ billion in agriculture for 2006, ranking fifth in the state. Milk is the lead crop with a value of \$621.9^ million, followed by chickens, almonds, cattle/calves and tomatoes.



Average Household Expenditures 2007*

Category	Amount	Category	Amount
Alcoholic Beverages	\$1,257	Major Household Appliances	\$310
All Day Care	\$379	Miscellaneous Household Equipment	\$449
Automotive Maintenance/Repair/Other	\$1,679	Personal Care Products & Services	\$1,027
Contributions (All)	\$1,253	Personal Expenses & Services	\$1,310
Education	\$1,312	Pet Expenses	\$477
Food At Home	\$6,996	Photographic Equipment/Supplies	\$93
Food Away From Home	\$5,172	Reading Materials	\$465
Foods & Beverages By Channel	\$13,620	Small Appliances & Housewares	\$638
Health Care	\$3,519	Smoking Products & Supplies	\$571
Household Furnishings & Furniture	\$1,241	Sports & Recreation	\$1,321
Household Repairs	\$973	Total Apparel	\$4,720
Household Services	\$545	Transportation	\$7,396
Housekeeping Supplies	\$386	Travel	\$1,473
Housing Expenses	\$1,118	TV, Radio & Sound Equipment	\$1,943