

INSIDE

PUBLICATIONS

Inside The City • Inside East Sacramento • Inside Arden

No other publication takes your business deep into the heart of Sacramento's established neighborhoods. Inside Publications is the way to reach your best potential customers.

WHO ARE OUR HOUSEHOLD READERS?

	Inside Arden	Inside The City	Inside East Sacramento
INCOME			
Average Income per Family:	\$112,142	\$89,010	\$92,092
Households Earning over \$25,000:	93%	82%	91%
Households Earning over \$50,000:	75%	62%	67%
AVERAGE ANNUAL EXPENDITURES			
Food Away From Home:	\$16,482	\$11,431	\$10,395
Home Furnishings:	\$8,120	\$4,988	\$5,085
Average Household Size:	1.9	1.5	1.78
GENDER AND MARRIAGE STATUS			
Female:	52%	51%	55%
Male:	48%	49%	45%
Single:	18%	21%	14%
Previously Married:	16%	19%	19%
Household with children:	77%	69%	79%
without children:	21%	24%	20%
EMPLOYMENT STATUS			
Civilians Employed:	72%	67%	70%
Unemployed:	3%	3.5%	2%
Not in Work Force (retired, etc.):	29%	25%	36%
AGE STATUS			
Under 18 yrs.	13%	14%	15%
65 & over	18%	22%	26%
PROPERTY VALUES (OWNER OCCUPIED)			
\$50,000 - 99,000:	1%	2%	1%
\$99,001 - \$199,000:	4%	8%	4%
\$199,001 - \$299,000	32%	28%	30%
\$299,000 plus:	63%	62%	65%
YEAR HOUSING BUILT			
Built after 1969:	23%	8%	10%
1950 - 1969:	32%	27%	25%
1939 - 1949:	25%	17%	20%
Pre 1939:	20%	48%	45%
VEHICLES			
One car:	32%	52%	48%
Two cars:	58%	32%	35%
Three or more:	8%	2%	5%

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INTO THE
NEIGHBORHOOD