

HOUSEHOLD DATA

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Ribbon Demographics, LLC

www.ribbondata.com

Tel: 916-880-1644

Market Area

Households by Income and Age

Current Year Estimates - 2024

Income	Age 15 - 24 Years	Age 25 - 34 Years	Age 35 - 44 Years	Age 45 - 54 Years	Age 55 - 64 Years	Age 65 - 74 Years	Age 75 - 84 Years	Age 85+ Years	Total	Percent
Less than \$15,000	44	93	105	150	256	239	169	69	1,125	4.9%
\$15,000 - \$24,999	18	138	159	138	213	233	200	81	1,180	5.2%
\$25,000 - \$34,999	82	81	72	176	202	192	145	55	1,005	4.4%
\$35,000 - \$49,999	110	301	316	329	384	339	210	58	2,047	8.9%
\$50,000 - \$74,999	148	651	695	644	685	442	218	50	3,533	15.4%
\$75,000 - \$99,999	103	639	834	555	576	647	233	55	3,642	15.9%
\$100,000 - \$124,999	179	403	675	574	514	309	114	18	2,786	12.2%
\$125,000 - \$149,999	1	353	594	482	461	314	123	21	2,349	10.3%
\$150,000 - \$199,999	2	255	500	506	456	574	161	25	2,479	10.8%
\$200,000 and up	110	224	553	588	543	559	132	20	2,729	11.9%
Total	797	3,138	4,503	4,142	4,290	3,848	1,705	452	22,875	100.0%
Percent	3.5%	13.7%	19.7%	18.1%	18.8%	16.8%	7.5%	2.0%	100.0%	

Source: Claritas; Ribbon Demographics

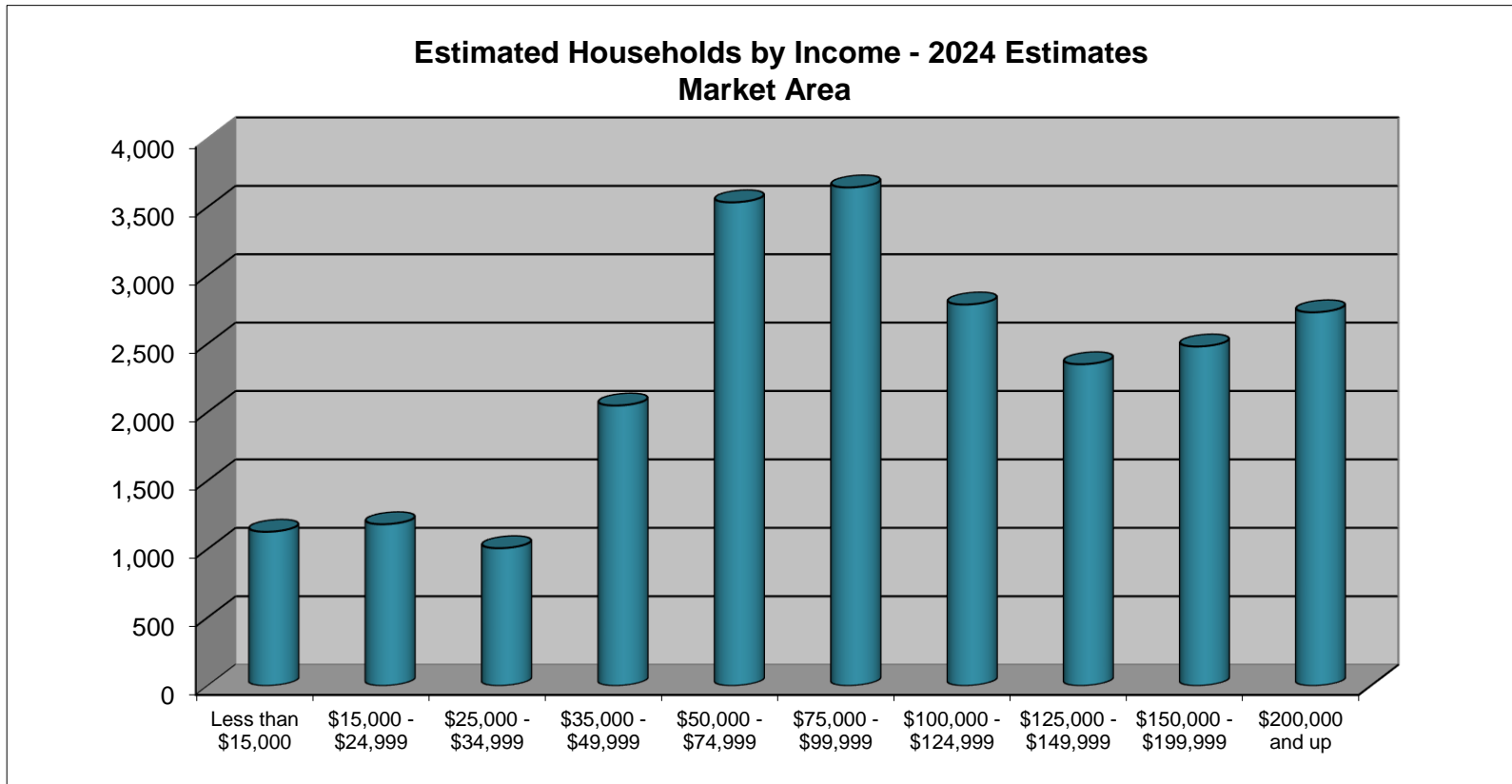
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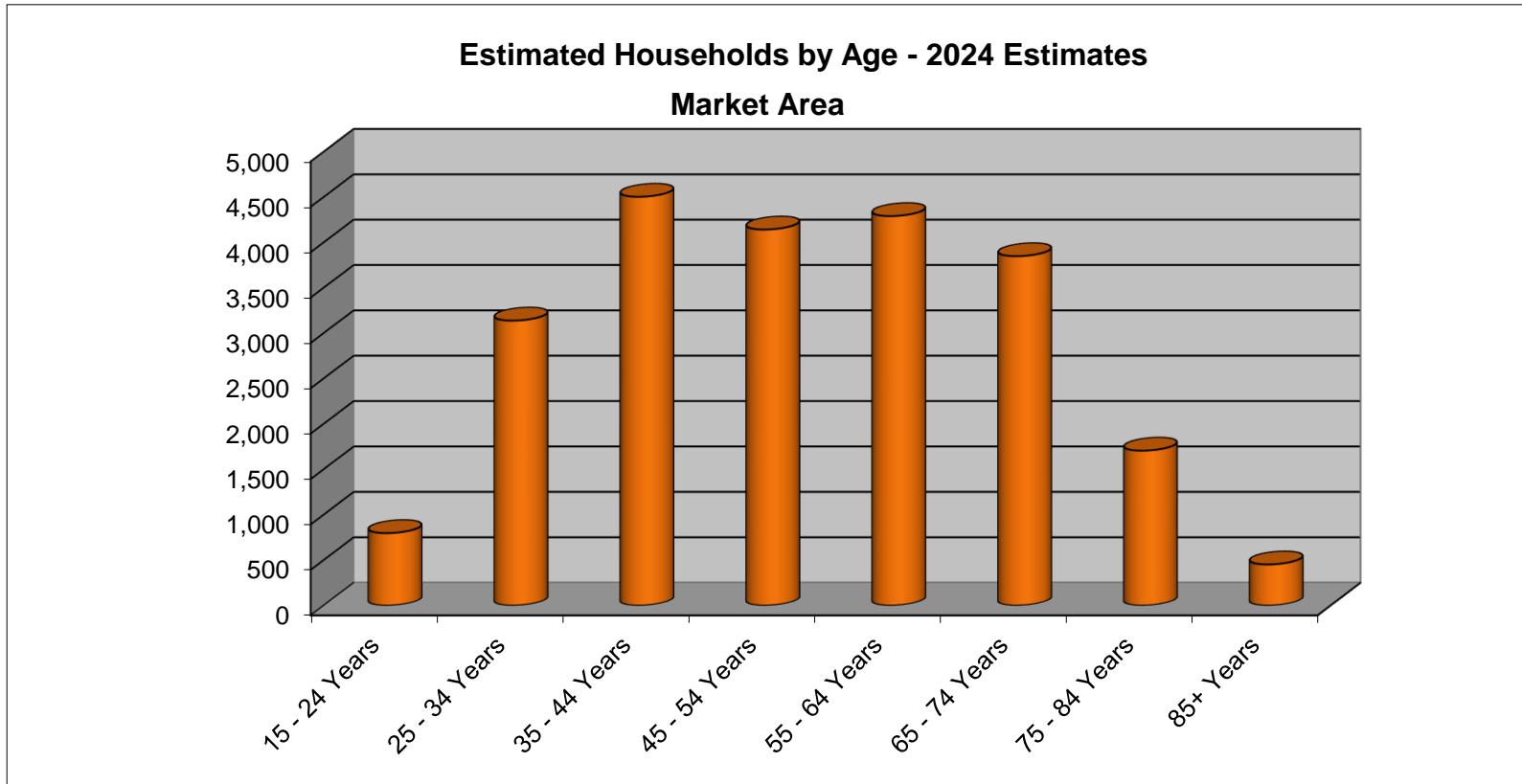
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Households by Income and Age

Five Year Projections - 2029

Income	Age 15 - 24 Years	Age 25 - 34 Years	Age 35 - 44 Years	Age 45 - 54 Years	Age 55 - 64 Years	Age 65 - 74 Years	Age 75 - 84 Years	Age 85+ Years	Total	Percent
Less than \$15,000	39	80	83	136	210	207	211	72	1,038	4.4%
\$15,000 - \$24,999	16	123	130	126	176	204	228	85	1,088	4.6%
\$25,000 - \$34,999	78	75	63	174	175	186	196	60	1,007	4.2%
\$35,000 - \$49,999	89	261	253	293	312	297	244	65	1,814	7.6%
\$50,000 - \$74,999	135	588	591	584	565	403	274	57	3,197	13.5%
\$75,000 - \$99,999	103	596	734	568	531	640	311	67	3,550	15.0%
\$100,000 - \$124,999	199	414	645	637	515	344	169	23	2,946	12.4%
\$125,000 - \$149,999	1	351	555	526	449	332	178	29	2,421	10.2%
\$150,000 - \$199,999	2	293	529	618	509	687	267	40	2,945	12.4%
\$200,000 and up	157	290	679	837	697	775	249	33	3,717	15.7%
Total	819	3,071	4,262	4,499	4,139	4,075	2,327	531	23,723	100.0%
Percent	3.5%	12.9%	18.0%	19.0%	17.4%	17.2%	9.8%	2.2%	100.0%	

Source: Claritas; Ribbon Demographics

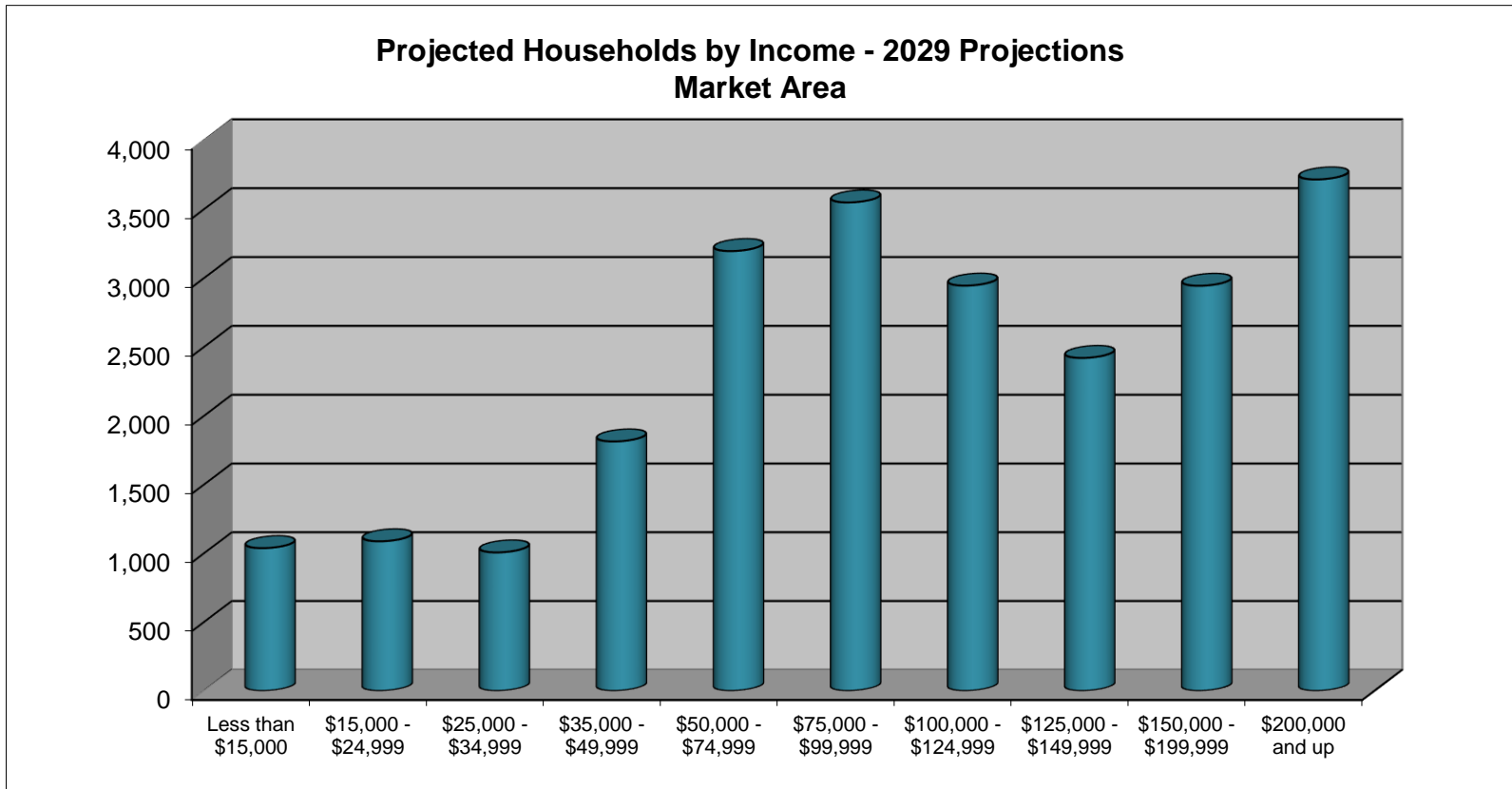
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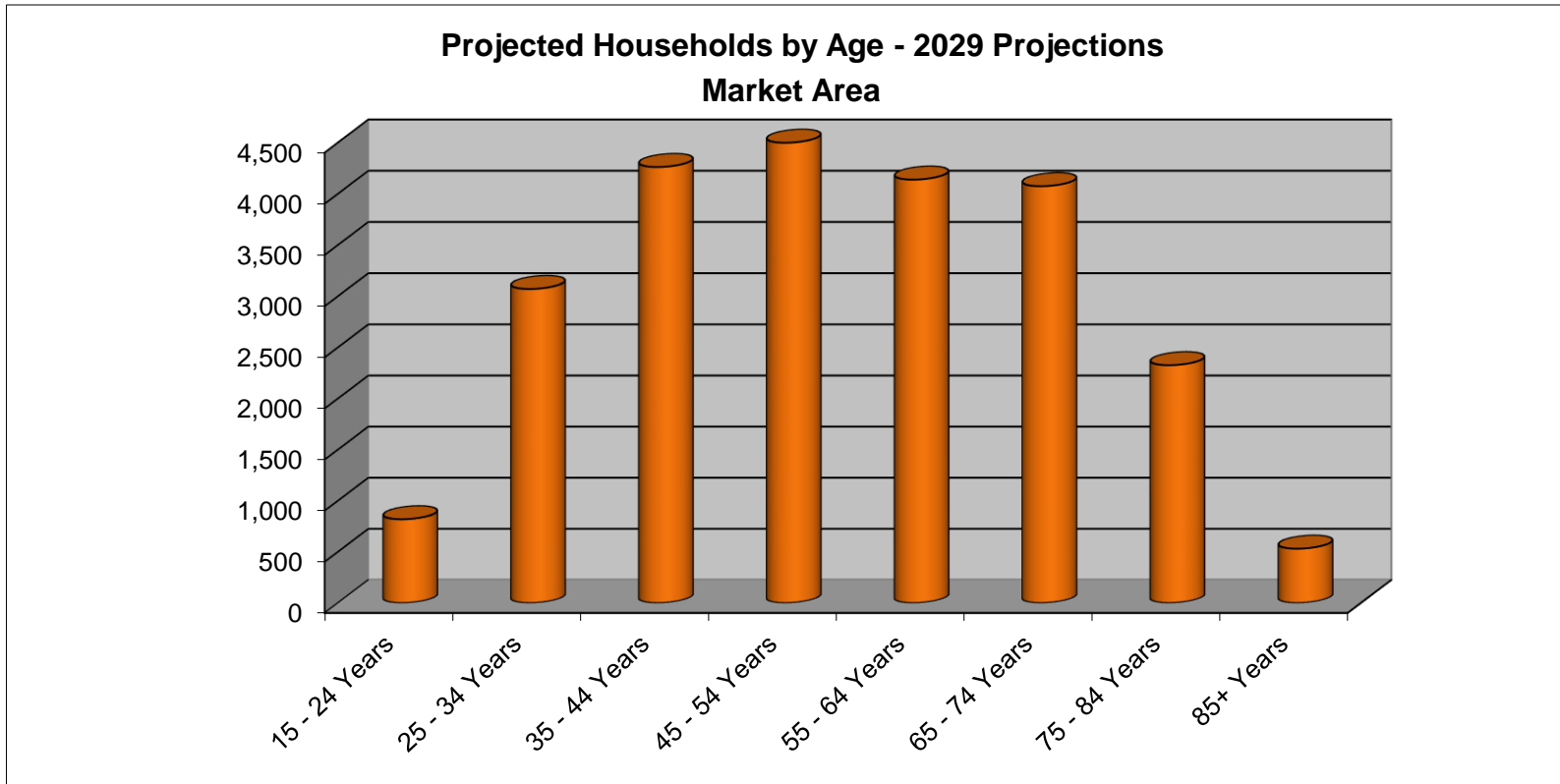
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Projected Change - 2024 to 2029

Income	Age	Age	Age	Age	Age	Age	Age	Age	Total	Percent
	15 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 - 74 Years	75 - 84 Years	85+ Years		
Less than \$15,000	-5	-13	-22	-14	-46	-32	42	3	-87	-8%
\$15,000 - \$24,999	-2	-15	-29	-12	-37	-29	28	4	-92	-8%
\$25,000 - \$34,999	-4	-6	-9	-2	-27	-6	51	5	2	0%
\$35,000 - \$49,999	-21	-40	-63	-36	-72	-42	34	7	-233	-11%
\$50,000 - \$74,999	-13	-63	-104	-60	-120	-39	56	7	-336	-10%
\$75,000 - \$99,999	0	-43	-100	13	-45	-7	78	12	-92	-3%
\$100,000 - \$124,999	20	11	-30	63	1	35	55	5	160	6%
\$125,000 - \$149,999	0	-2	-39	44	-12	18	55	8	72	3%
\$150,000 - \$199,999	0	38	29	112	53	113	106	15	466	19%
\$200,000 and up	47	66	126	249	154	216	117	13	988	36%
Total	22	-67	-241	357	-151	227	622	79	848	4%
Percent Change	2.8%	-2.1%	-5.4%	8.6%	-3.5%	5.9%	36.5%	17.5%	3.7%	

Source: Claritas; Ribbon Demographics

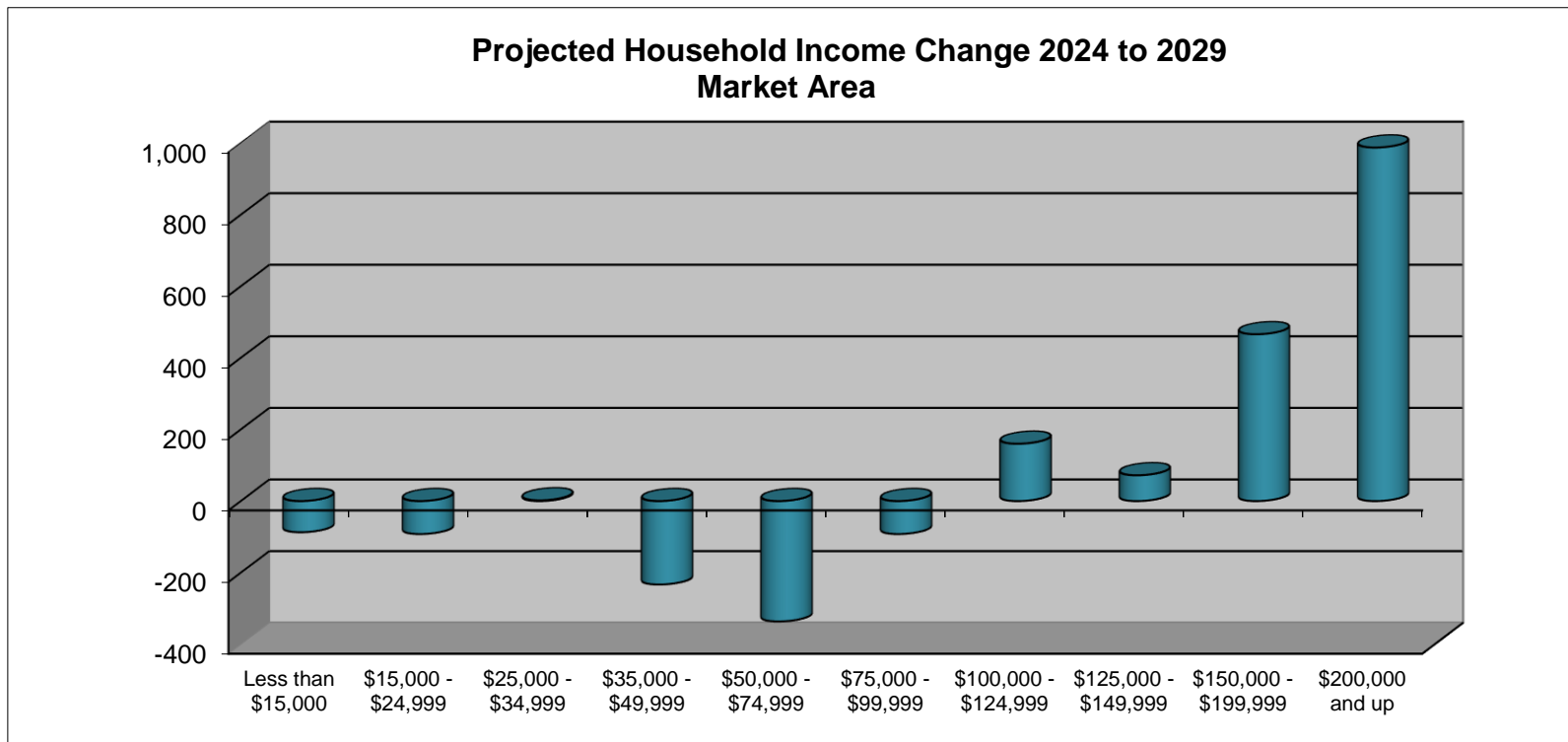
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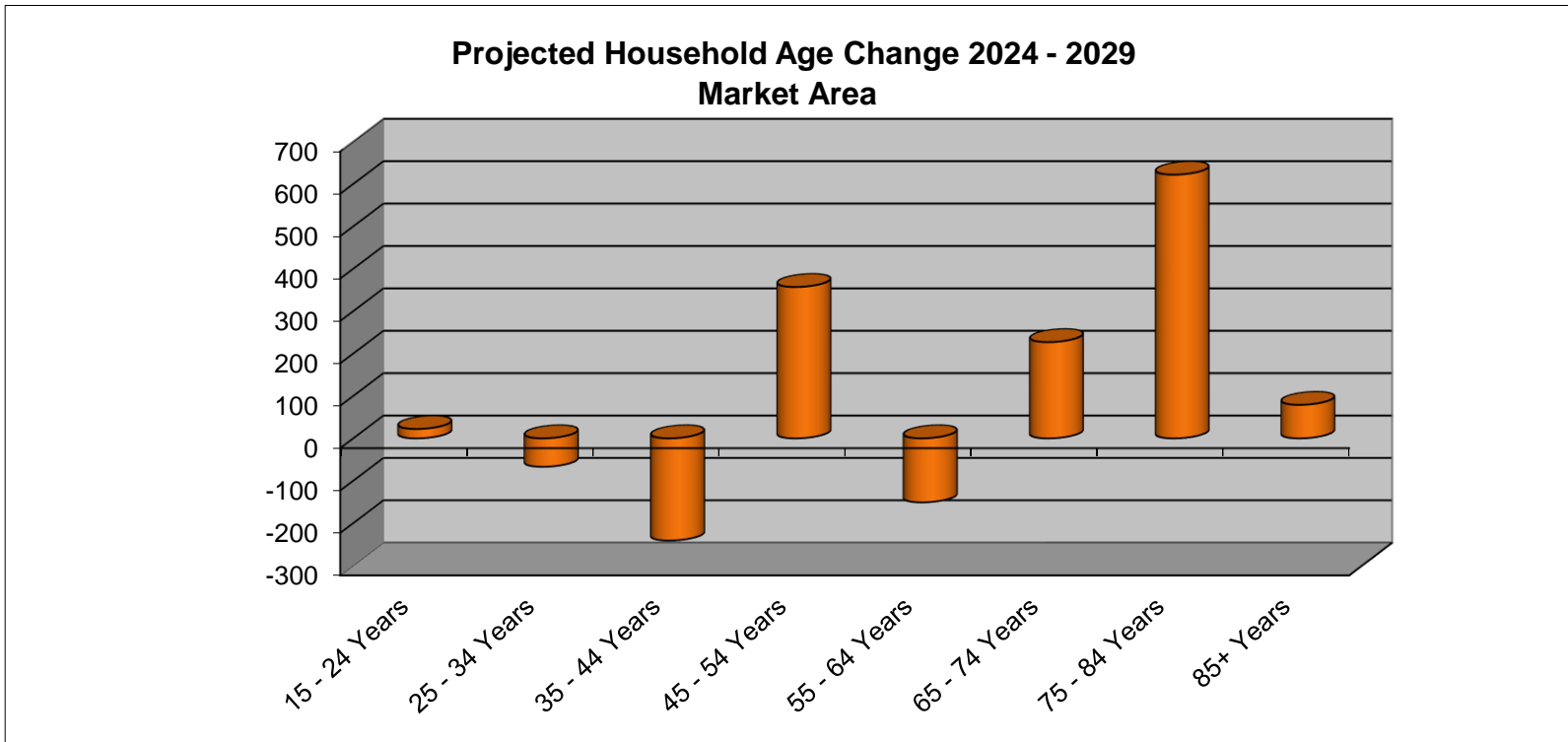
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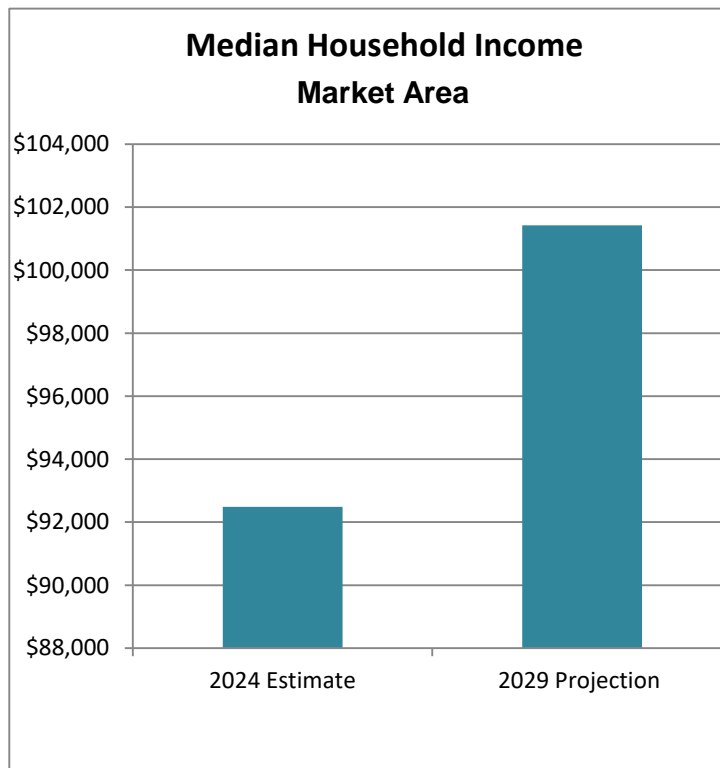
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Market Area

Median Household Income

2024 Estimate	2029 Projection
\$92,487	\$101,421

Source: Claritas; Ribbon Demographics



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