



Claritas

HOUSEHOLD DATA

Ribbon Demographics, LLC

© 2025 All rights reserved

Tel: 916-880-1644

My Market Area Households by Effective Buying Income Current Year Estimates - 2025

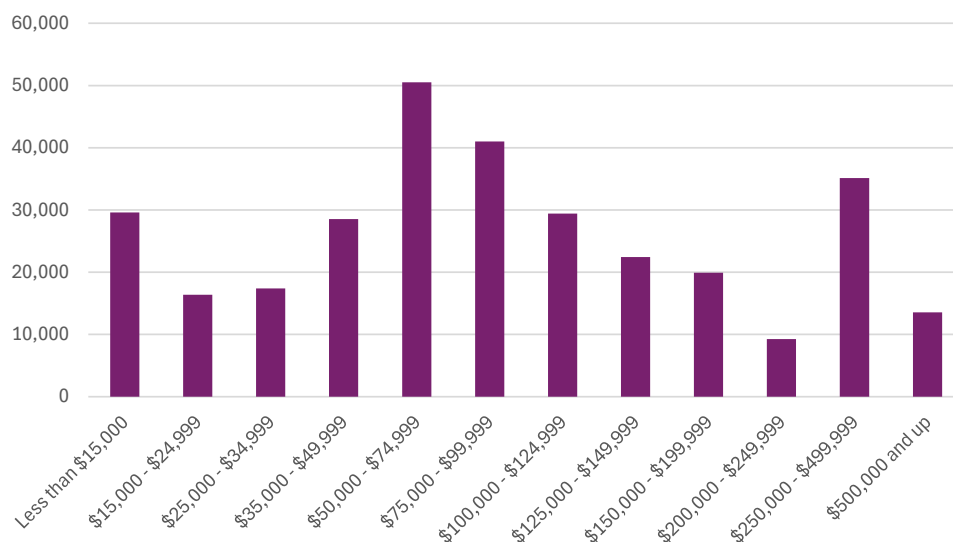
Income	Total Households	Percent Households
Less than \$15,000	29,619	9.5%
\$15,000 - \$24,999	16,397	5.2%
\$25,000 - \$34,999	17,416	5.6%
\$35,000 - \$49,999	28,516	9.1%
\$50,000 - \$74,999	50,527	16.1%
\$75,000 - \$99,999	41,024	13.1%
\$100,000 - \$124,999	29,412	9.4%
\$125,000 - \$149,999	22,441	7.2%
\$150,000 - \$199,999	19,918	6.4%
\$200,000 - \$249,999	9,246	3.0%
\$250,000 - \$499,999	35,105	11.2%
\$500,000 and up	13,545	4.3%
Total	313,166	100.0%

Median Effective Buying Income

\$83,597

Source: Claritas; Ribbon Demographics

Households by Effective Buying Income 2025 Estimates



Source: Claritas; Ribbon Demographics