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Ribbon Demographics, LLC

Tel: 916-880-1644

Market Area Households by Income and Age

Current Year Estimates - 2025

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	2,625	6,345	3,382	3,785	5,222	4,574	3,319	1,562	30,814	9.8%
\$15,000 - \$24,999	1,154	2,575	1,383	1,629	2,134	3,034	2,574	1,275	15,758	5.0%
\$25,000 - \$34,999	828	2,535	1,237	1,665	1,930	2,620	2,059	855	13,729	4.4%
\$35,000 - \$49,999	1,185	5,720	2,918	2,207	2,335	3,277	2,187	764	20,593	6.6%
\$50,000 - \$74,999	1,466	12,010	6,453	4,477	4,326	4,494	2,494	719	36,439	11.6%
\$75,000 - \$99,999	1,915	11,429	6,937	3,700	3,335	3,321	1,559	420	32,616	10.4%
\$100,000 - \$124,999	878	8,301	6,027	4,276	3,521	2,923	1,204	286	27,416	8.8%
\$125,000 - \$149,999	694	7,529	6,327	3,056	2,388	2,266	879	210	23,349	7.5%
\$150,000 - \$199,999	401	9,351	9,317	5,363	4,001	2,926	1,142	278	32,779	10.5%
\$200,000 and up	881	16,382	22,486	15,864	12,071	7,833	3,298	858	79,673	25.4%
Total	12,027	82,177	66,467	46,022	41,263	37,268	20,715	7,227	313,166	100.0%
Percent	3.8%	26.2%	21.2%	14.7%	13.2%	11.9%	6.6%	2.3%	100.0%	

Source: Claritas; Ribbon Demographics



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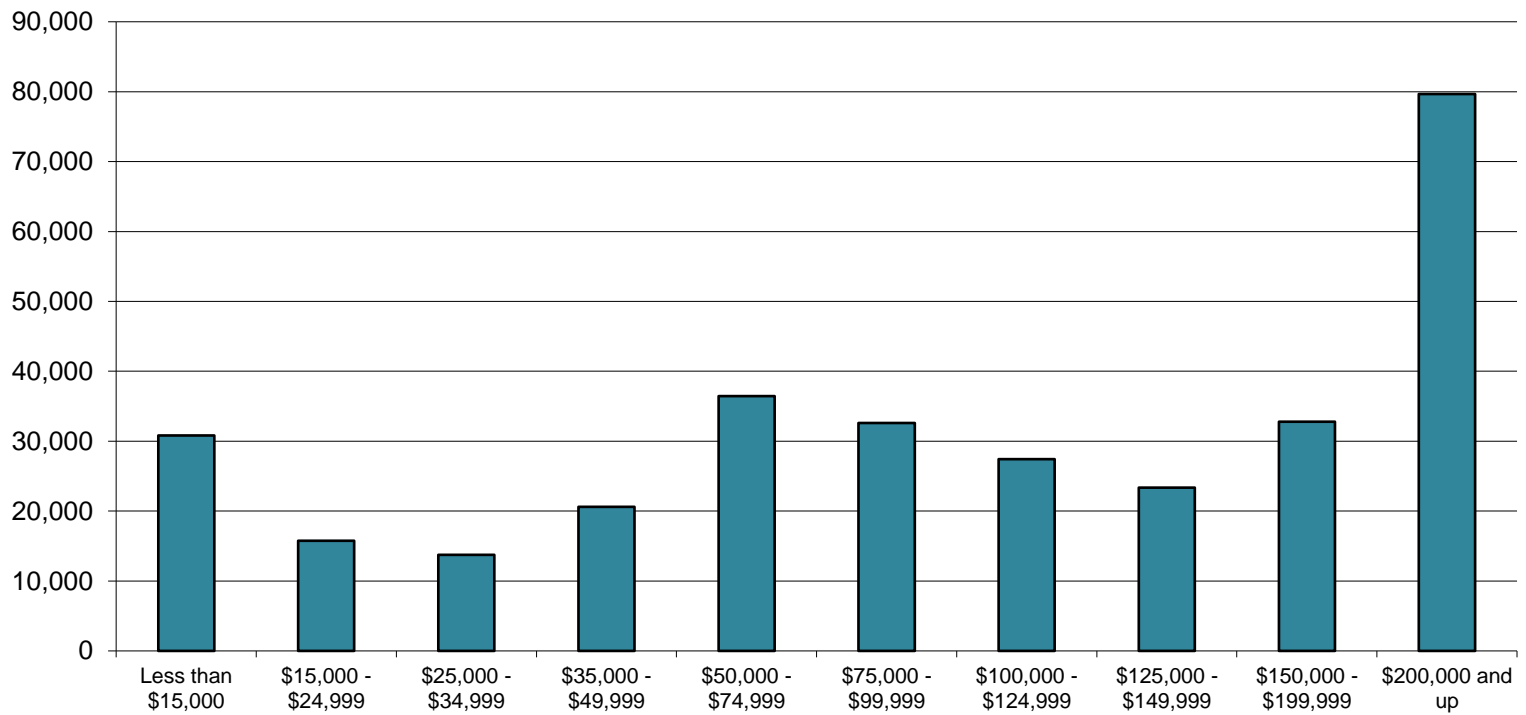
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Estimated Households by Income - 2025 Estimates



Source: Claritas; Ribbon Demographics



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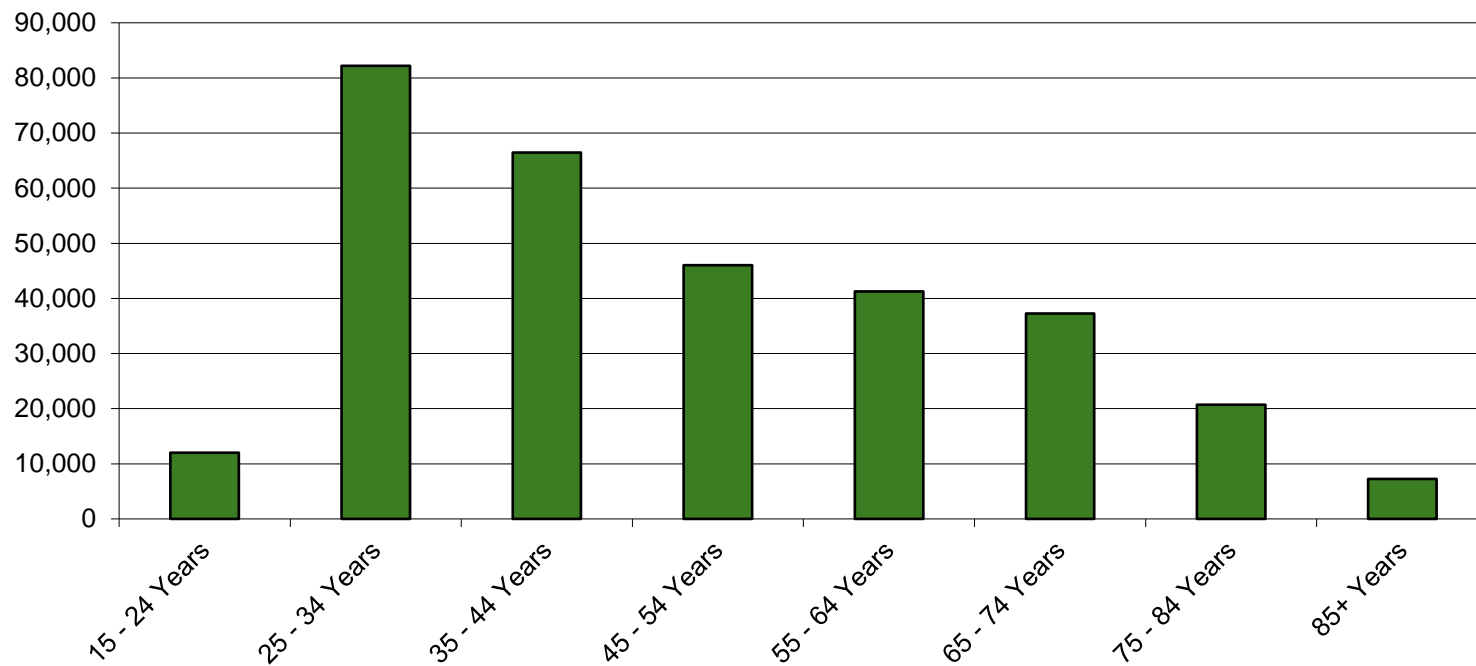
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Estimated Households by Age - 2025 Estimates



Source: Claritas; Ribbon Demographics



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Market Area Households by Income and Age

Five Year Projections - 2030

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	2,472	4,962	3,232	4,103	4,798	4,561	3,810	1,683	29,621	9.2%
\$15,000 - \$24,999	1,060	2,007	1,319	1,776	1,987	3,029	2,977	1,378	15,533	4.8%
\$25,000 - \$34,999	750	1,934	1,139	1,756	1,722	2,534	2,307	908	13,050	4.1%
\$35,000 - \$49,999	1,116	4,511	2,789	2,435	2,153	3,301	2,544	842	19,691	6.1%
\$50,000 - \$74,999	1,397	9,570	6,200	4,927	4,020	4,519	2,922	786	34,341	10.7%
\$75,000 - \$99,999	1,906	9,504	6,971	4,267	3,237	3,509	1,908	487	31,789	9.9%
\$100,000 - \$124,999	900	7,034	6,173	5,022	3,491	3,145	1,505	330	27,600	8.6%
\$125,000 - \$149,999	728	6,493	6,573	3,645	2,397	2,489	1,122	250	23,697	7.4%
\$150,000 - \$199,999	435	8,233	9,879	6,521	4,093	3,260	1,475	342	34,238	10.7%
\$200,000 and up	992	15,483	25,633	20,734	13,319	9,395	4,571	1,123	91,250	28.4%
Total	11,756	69,731	69,908	55,186	41,217	39,742	25,141	8,129	320,810	100.0%
Percent	3.7%	21.7%	21.8%	17.2%	12.8%	12.4%	7.8%	2.5%	100.0%	

Source: Claritas; Ribbon Demographics



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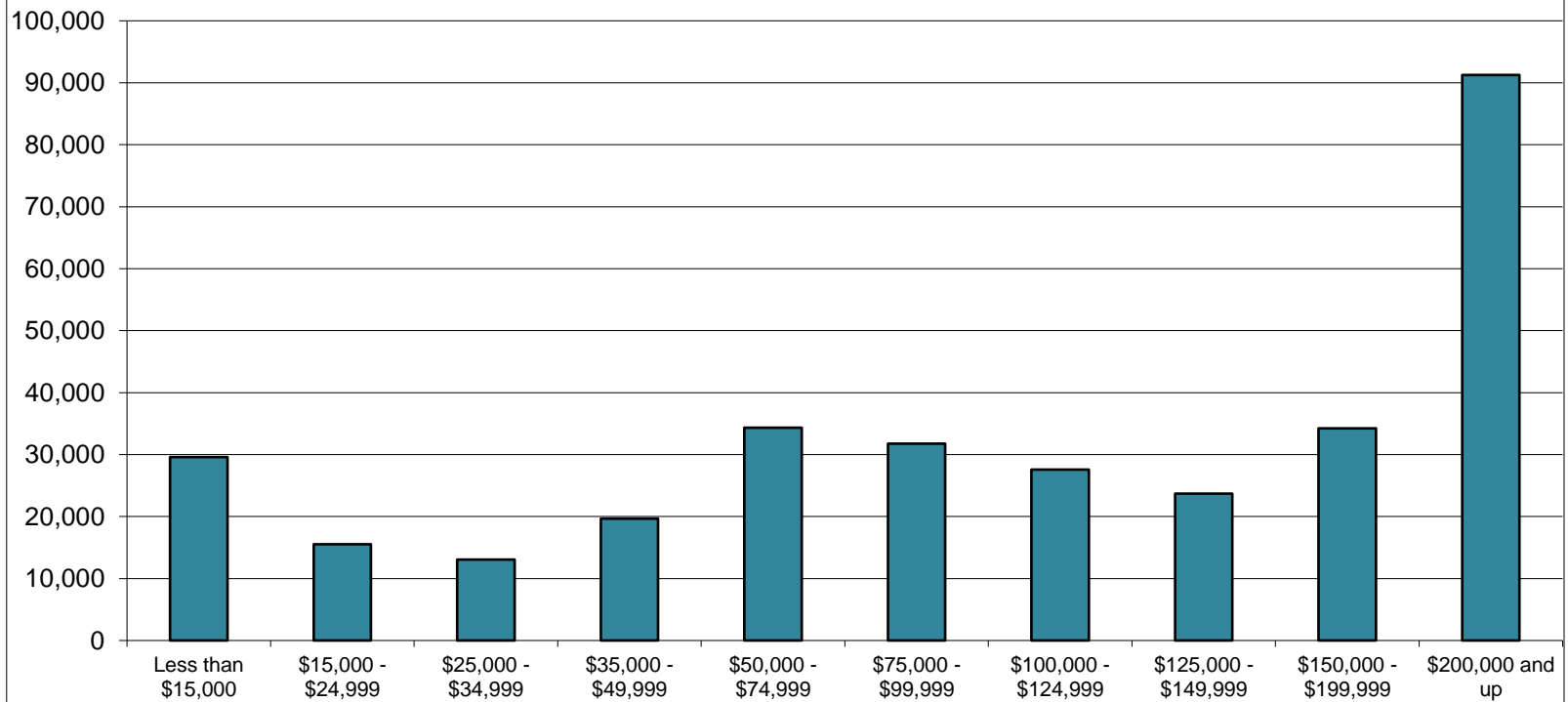
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Projected Households by Income - 2030 Projections



Source: Claritas; Ribbon Demographics



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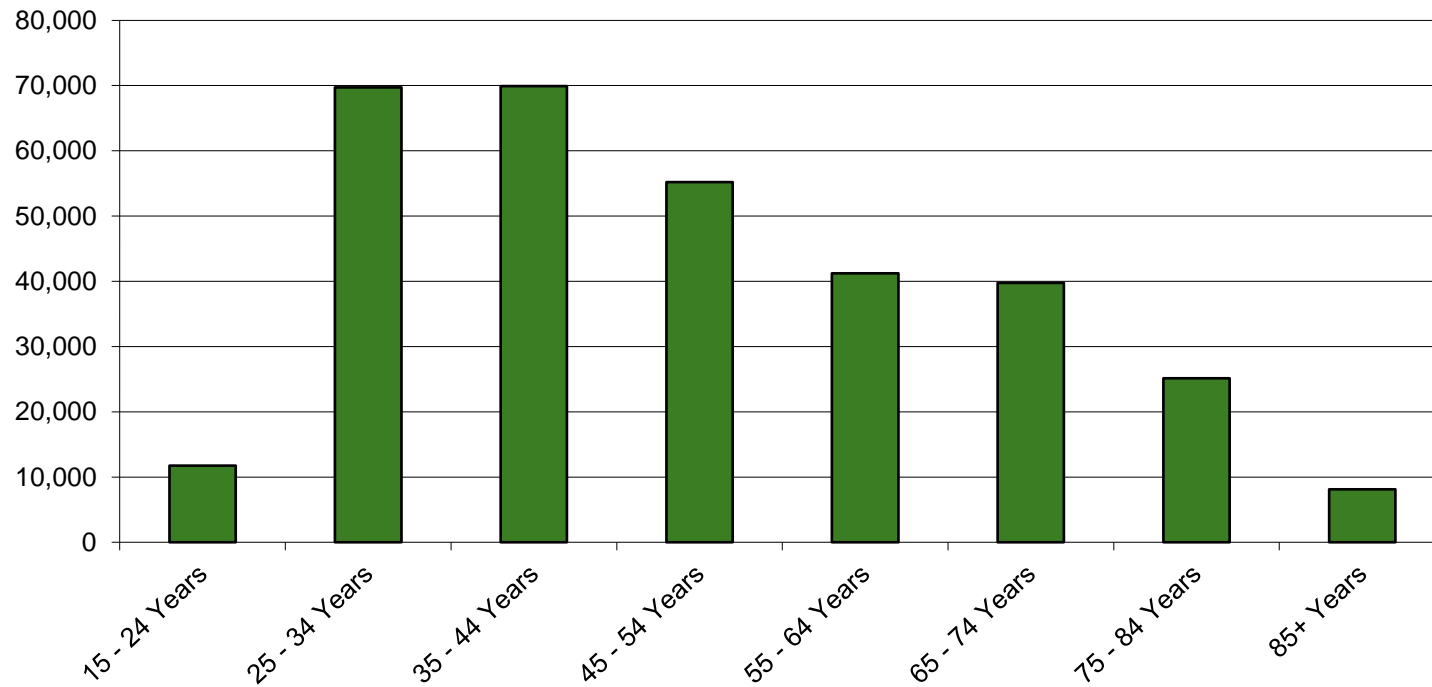
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Projected Households by Age - 2030 Projections



Source: Claritas; Ribbon Demographics



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Market Area Households by Income and Age

Projected Change - 2025 to 2030

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	-153	-1,383	-150	318	-424	-13	491	121	-1,193	-4%
\$15,000 - \$24,999	-94	-568	-64	147	-147	-5	403	103	-225	-1%
\$25,000 - \$34,999	-78	-601	-98	91	-208	-86	248	53	-679	-5%
\$35,000 - \$49,999	-69	-1,209	-129	228	-182	24	357	78	-902	-4%
\$50,000 - \$74,999	-69	-2,440	-253	450	-306	25	428	67	-2,098	-6%
\$75,000 - \$99,999	-9	-1,925	34	567	-98	188	349	67	-827	-3%
\$100,000 - \$124,999	22	-1,267	146	746	-30	222	301	44	184	1%
\$125,000 - \$149,999	34	-1,036	246	589	9	223	243	40	348	1%
\$150,000 - \$199,999	34	-1,118	562	1,158	92	334	333	64	1,459	4%
\$200,000 and up	111	-899	3,147	4,870	1,248	1,562	1,273	265	11,577	15%
Total	-271	-12,446	3,441	9,164	-46	2,474	4,426	902	7,644	2%
Percent Change	-2.3%	-15.1%	5.2%	19.9%	-0.1%	6.6%	21.4%	12.5%	2.4%	

Source: Claritas; Ribbon Demographics



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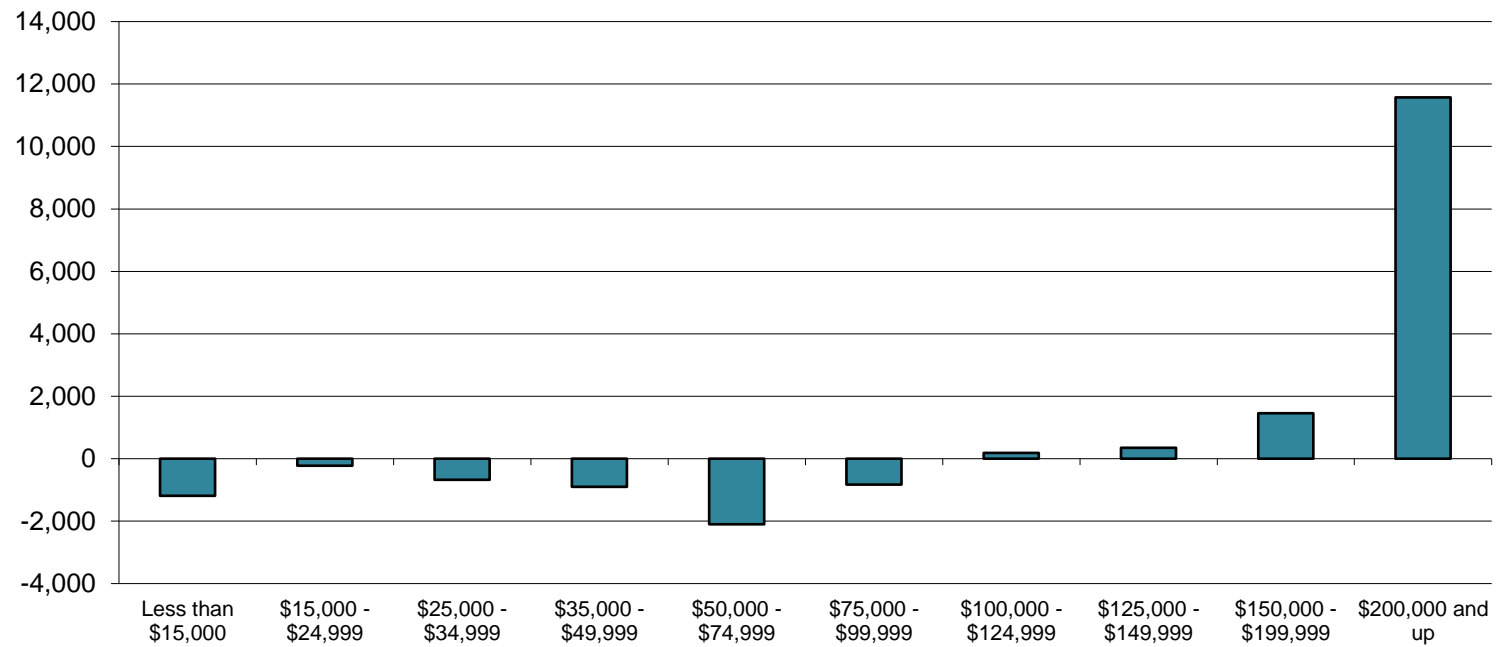
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Projected Household Income Change 2025 to 2030



Source: Claritas; Ribbon Demographics



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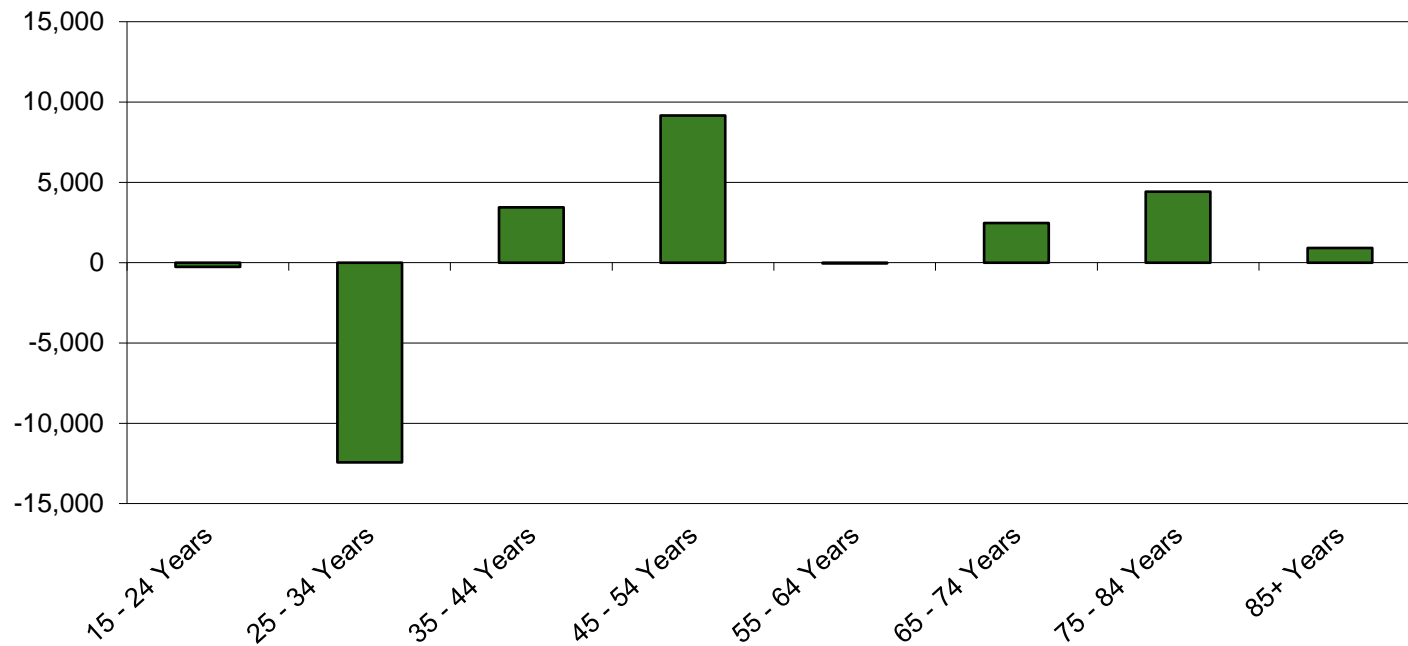
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Projected Household Age Change 2025 - 2030



Source: Claritas; Ribbon Demographics



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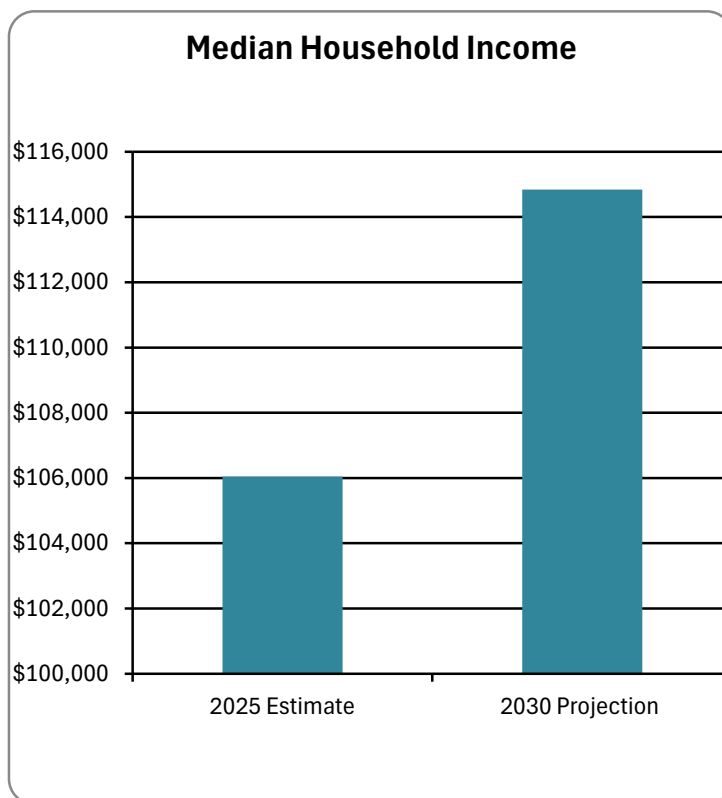
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My Market Area Median Household Income

2025 Estimate	2030 Projection
\$106,049	\$114,837

Source: Claritas; Ribbon Demographics



Source: Claritas; Ribbon Demographics