

# At A Glance

Strong Spending Power for  
Lifestyle and Experiential Retail

**173,134**  
Population Count

**46.5**  
Square Miles



**38**  
Median Age



**\$138,466**  
Average HH Income



**\$105,747**  
Median HH Income



**58,230**  
Households



**\$47,445**  
Per Capita



## Educational Attainment

48.49% Graduate, Professional, Bachelors, or Associates  
23.57% Some College  
19.76% High School Graduate (GED)

## Age Distribution

21.65% Children (0-17)	Strong family presence
23.55% Young Adults (18-34)	Demand for fitness, dining, entertainment
39.88% Prime Working Age (35-64)	Stable earning and spending years
14.92% Older Adults (65+)	Healthcare and age-friendly amenities

Mature consumer  
base with stable,  
repeat spending

Source: The Retail Coach

