

FOLSOM CENTRAL

Folsom, California



- Folsom Central is near Wal-Mart, Raley's and Kohl's
- Across from Folsom Water Park
- 2009 Trade Area Population (5 Mile radius): ~ 144,463
- 2009 Average Household Income (5 Mile radius): ~ \$113,113

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INTER-CAL REAL ESTATE CORPORATION





Folsom Central
 1191 Riley St
 Folsom, CA 95630-3508

Latitude: 38.67031
 Longitude: -121.16269
 Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population			
Total Population	12,577	80,620	144,463
Male Population	47.6%	52.9%	51.4%
Female Population	52.4%	47.1%	48.6%
Median Age	36.8	36.8	38.4
2009 Income			
Median Household Income	\$69,074	\$84,765	\$87,459
Per Capita Income	\$34,761	\$37,767	\$40,404
Average Household Income	\$86,319	\$105,219	\$113,113
2009 Households			
Total Households	5,095	27,771	50,233
Average Household Size	2.43	2.65	2.73
2009 Housing			
Owner Occupied Housing Units	54.8%	68.2%	71.5%
Renter Occupied Housing Units	39.3%	26.2%	23.3%
Vacant Housing Units	5.9%	5.6%	5.2%
Population			
1990 Population	7,523	42,980	84,010
2000 Population	10,953	64,970	116,875
2009 Population	12,577	80,620	144,463
2014 Population	13,366	89,042	157,901
1990-2000 Annual Rate	3.83%	4.22%	3.36%
2000-2009 Annual Rate	1.51%	2.36%	2.32%
2009-2014 Annual Rate	1.22%	2.01%	1.79%

In the identified market area, the current year population is 144,463. In 2000, the Census count in the market area was 116,875. The rate of change since 2000 was 2.32 percent annually. The five-year projection for the population in the market area is 157,901, representing a change of 1.79 percent annually from 2009 to 2014. Currently, the population is 51.4 percent male and 48.6 percent female.

Households			
1990 Households	2,958	13,644	27,720
2000 Households	4,469	22,286	40,413
2009 Households	5,095	27,771	50,233
2014 Households	5,416	30,766	55,040
1990-2000 Annual Rate	4.21%	5.03%	3.84%
2000-2009 Annual Rate	1.43%	2.41%	2.38%
2009-2014 Annual Rate	1.23%	2.07%	1.84%

The household count in this market area has changed from 40,413 in 2000 to 50,233 in the current year, a change of 2.38 percent annually. The five-year projection of households is 55,040, a change of 1.84 percent annually from the current year total. Average household size is currently 2.73, compared to 2.71 in the year 2000. The number of families in the current year is 37,857 in the market area.

Housing

Currently, 71.5 percent of the 52,979 housing units in the market area are owner occupied; 23.3 percent, renter occupied; and 5.2 percent are vacant. In 2000, there were 41,708 housing units—75.8 percent owner occupied, 21.1 percent renter occupied and 3.1 percent vacant. The rate of change in housing units since 2000 is 2.62 percent. Median home value in the market area is \$329,841, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 1.19 percent annually to \$349,896. From 2000 to the current year, median home value changed by 4.59 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median Household Income	\$37,685	\$43,833	\$45,858
2000 Median Household Income	\$54,529	\$67,124	\$69,635
2009 Median Household Income	\$69,074	\$84,765	\$87,459
2014 Median Household Income	\$70,726	\$87,623	\$89,705
1990-2000 Annual Rate	3.76%	4.35%	4.27%
2000-2009 Annual Rate	2.59%	2.55%	2.49%
2009-2014 Annual Rate	0.47%	0.67%	0.51%
Per Capita Income			
1990 Per Capita Income	\$15,522	\$17,278	\$18,746
2000 Per Capita Income	\$27,252	\$28,757	\$30,982
2009 Per Capita Income	\$34,761	\$37,767	\$40,404
2014 Per Capita Income	\$35,615	\$39,407	\$42,130
1990-2000 Annual Rate	5.79%	5.23%	5.15%
2000-2009 Annual Rate	2.67%	2.99%	2.91%
2009-2014 Annual Rate	0.49%	0.85%	0.84%
Average Household Income			
1990 Average Household Income	\$40,036	\$51,675	\$54,796
2000 Average Household Income	\$65,607	\$80,213	\$86,832
2009 Average Household Income	\$86,319	\$105,219	\$113,113
2014 Average Household Income	\$88,684	\$109,599	\$117,714
1990-2000 Annual Rate	5.06%	4.5%	4.71%
2000-2009 Annual Rate	3.01%	2.98%	2.9%
2009-2014 Annual Rate	0.54%	0.82%	0.8%

Households by Income

Current median household income is \$87,459 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$89,705 in five years. In 2000, median household income was \$69,635, compared to \$45,858 in 1990.

Current average household income is \$113,113 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$117,714 in five years. In 2000, average household income was \$86,832, compared to \$54,796 in 1990.

Current per capita income is \$40,404 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$42,130 in five years. In 2000, the per capita income was \$30,982, compared to \$18,746 in 1990.

Population by Employment

Total Businesses	935	3,302	5,115
Total Employees	7,591	24,750	34,037

Currently, 88.1 percent of the civilian labor force in the identified market area is employed and 11.9 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 91.7 percent of the civilian labor force, and unemployment will be 8.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 65.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 74.8 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 13.2 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 12.1 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 80.5 percent of the market area population drove alone to work, and 5.3 percent worked at home. The average travel time to work in 2000 was 27.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.6 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 18.5 percent were high school graduates only (29.8 percent in the U.S.)
- 9.2 percent had completed an Associate degree (7.2 percent in the U.S.)
- 27.4 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 13.1 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.