

FOLSOM FAIRE

Folsom, California



- Folsom Faire is located at the intersection of Glenn Drive and East Bidwell Street.
 - 2009 Trade Area Population (5 Mile radius): ~ 146,228
 - 2009 Average Household Income (5 Mile radius): ~ \$113,886



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Folsom Faire
 697 E Bidwell St
 Folsom, CA 95630-3120

Latitude: 38.67165
 Longitude: -121.16174
 Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population			
Total Population	12,713	80,551	146,228
Male Population	47.7%	52.9%	51.4%
Female Population	52.3%	47.1%	48.6%
Median Age	36.7	36.8	38.4
2009 Income			
Median Household Income	\$70,047	\$84,714	\$88,074
Per Capita Income	\$34,716	\$37,788	\$40,606
Average Household Income	\$87,036	\$105,111	\$113,886
2009 Households			
Total Households	5,089	27,778	50,760
Average Household Size	2.46	2.64	2.73
2009 Housing			
Owner Occupied Housing Units	55.3%	68.3%	71.7%
Renter Occupied Housing Units	38.8%	26.2%	23.1%
Vacant Housing Units	5.9%	5.6%	5.2%
Population			
1990 Population	7,737	42,809	84,564
2000 Population	11,086	64,890	118,480
2009 Population	12,713	80,551	146,228
2014 Population	13,504	88,987	159,715
1990-2000 Annual Rate	3.66%	4.25%	3.43%
2000-2009 Annual Rate	1.49%	2.36%	2.3%
2009-2014 Annual Rate	1.21%	2.01%	1.78%

In the identified market area, the current year population is 146,228. In 2000, the Census count in the market area was 118,480. The rate of change since 2000 was 2.3 percent annually. The five-year projection for the population in the market area is 159,715, representing a change of 1.78 percent annually from 2009 to 2014. Currently, the population is 51.4 percent male and 48.6 percent female.

Households			
1990 Households	2,987	13,603	27,883
2000 Households	4,462	22,289	40,889
2009 Households	5,089	27,778	50,760
2014 Households	5,409	30,778	55,584
1990-2000 Annual Rate	4.09%	5.06%	3.9%
2000-2009 Annual Rate	1.43%	2.41%	2.37%
2009-2014 Annual Rate	1.23%	2.07%	1.83%

The household count in this market area has changed from 40,889 in 2000 to 50,760 in the current year, a change of 2.37 percent annually. The five-year projection of households is 55,584, a change of 1.83 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 38,352 in the market area.

Housing

Currently, 71.7 percent of the 53,524 housing units in the market area are owner occupied; 23.1 percent, renter occupied; and 5.2 percent are vacant. In 2000, there were 42,191 housing units—76.0 percent owner occupied, 20.9 percent renter occupied and 3.0 percent vacant. The rate of change in housing units since 2000 is 2.61 percent. Median home value in the market area is \$331,744, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 1.18 percent annually to \$351,791. 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	\$38,750	\$43,836	\$45,959
2000 Median Household Income	\$55,711	\$67,135	\$69,997
2009 Median Household Income	\$70,047	\$84,714	\$88,074
2014 Median Household Income	\$71,710	\$87,560	\$90,339
1990-2000 Annual Rate	3.7%	4.35%	4.3%
2000-2009 Annual Rate	2.51%	2.55%	2.51%
2009-2014 Annual Rate	0.47%	0.66%	0.51%
Per Capita Income			
1990 Per Capita Income	\$15,668	\$17,314	\$18,787
2000 Per Capita Income	\$27,239	\$28,808	\$31,070
2009 Per Capita Income	\$34,716	\$37,788	\$40,606
2014 Per Capita Income	\$35,561	\$39,428	\$42,338
1990-2000 Annual Rate	5.69%	5.22%	5.16%
2000-2009 Annual Rate	2.66%	2.98%	2.94%
2009-2014 Annual Rate	0.48%	0.85%	0.84%
Average Household Income			
1990 Average Household Income	\$41,077	\$51,692	\$54,943
2000 Average Household Income	\$66,316	\$80,258	\$87,266
2009 Average Household Income	\$87,036	\$105,111	\$113,886
2014 Average Household Income	\$89,347	\$109,501	\$118,490
1990-2000 Annual Rate	4.91%	4.5%	4.74%
2000-2009 Annual Rate	2.98%	2.96%	2.92%
2009-2014 Annual Rate	0.53%	0.82%	0.8%

Households by Income

Current median household income is \$88,074 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$90,339 in five years. In 2000, median household income was \$69,997, compared to \$45,959 in 1990.

Current average household income is \$113,886 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$118,490 in five years. In 2000, average household income was \$87,266, compared to \$54,943 in 1990.

Current per capita income is \$40,606 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$42,338 in five years. In 2000, the per capita income was \$31,070, compared to \$18,787 in 1990.

Population by Employment

Total Businesses	910	3,319	5,133
Total Employees	7,347	24,875	34,187

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:

- 74.9 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 13.1 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 12.0 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:

- 7.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 18.4 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.)
- 27.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 13.2 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.