



# Executive Summary with Charts

Prepared by MARK A. DOUGHTY JD, CCIM, CIPS

Sunset At Fairway  
 Sunset Blvd AT Fairway Dr  
 Rocklin, CA 95765

Site Type: Radius

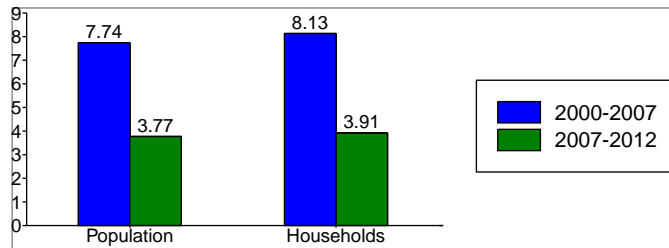
Latitude: 38.7928  
 Longitude: -121.2613  
 Radius: 1.0 miles

## Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

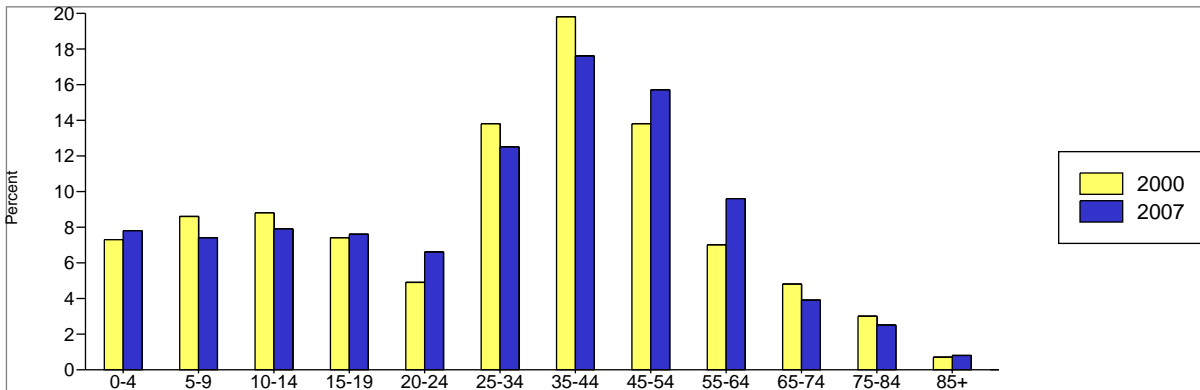
Year	Population	Households
2000	11,255	4,138
2007	17,932	6,744
2012	21,578	8,171

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 10 in 2000, or 0.1 percent of the total population. Average household size is 2.66 in 2007, compared to 2.72 in the year 2000.



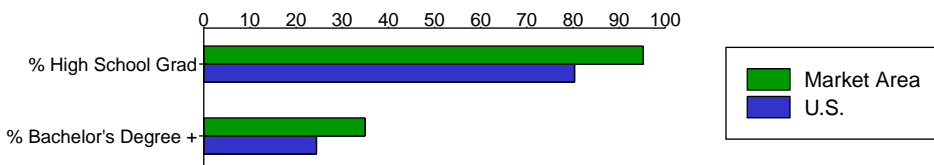
## Population by Age

The median age for the United States was 35.3 in 2000 and 36.5 in the current year. In the market area, the median age of the population was 34.4, compared to 35.1 years currently. By age group, the changes in the percent distribution of the market area population show the following:



## Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area can be summarized:





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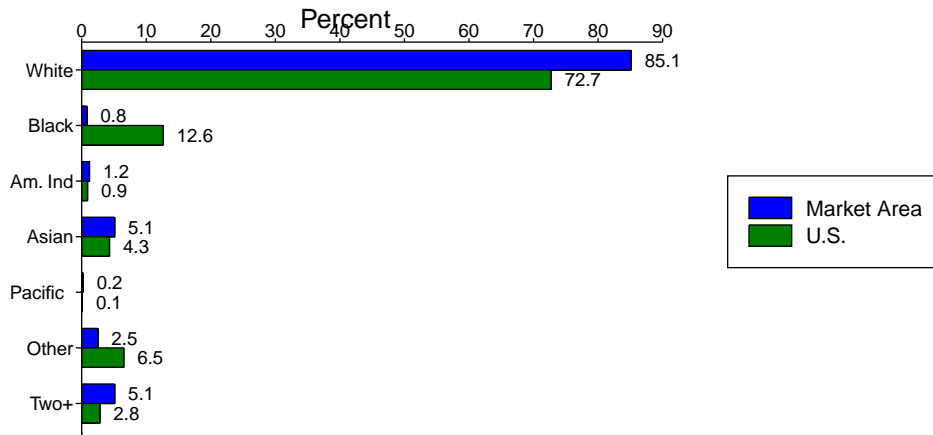
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## Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

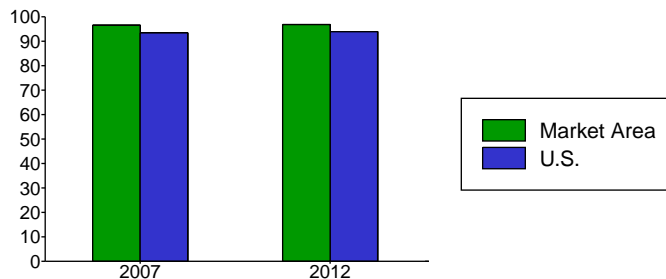


Persons of Hispanic origin represent 10.2 percent of the population in the identified market area compared to 14.8 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 40.7 in the identified market area, compared to 58.9 in the U.S. population.

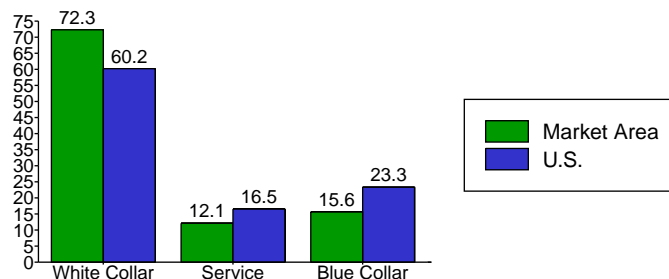
## Population by Employment

In 2000, 72.0 percent of the population aged 16 years or older in the market area participated in the labor force; 0.5 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2007	96.5	3.5
2012	96.8	3.2



And by occupational status:



In 2000, 82.0 percent of the market area population drove alone to work, and 5.8 percent worked at home. The average travel time to work in 2000 was 27.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.



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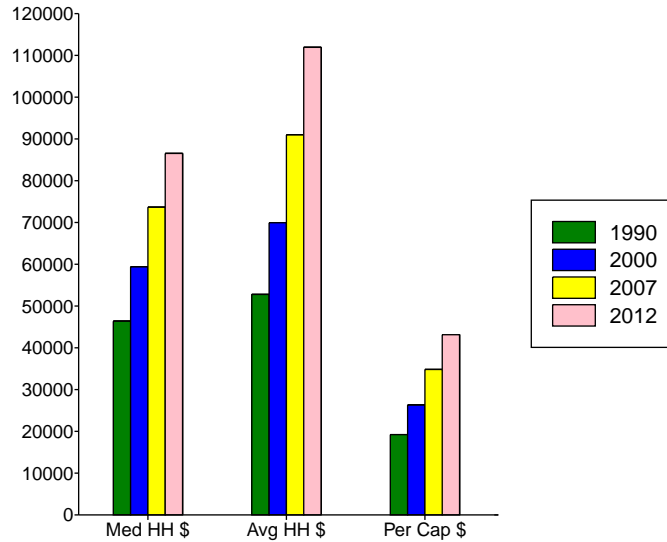
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## Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2012:



## Housing

Currently, 60.2 percent of the 7,332 housing units in the market area are owner occupied; 31.8 percent, renter occupied; and 8.0 percent are vacant. In 2000, there were 4,515 housing units— 56.8 percent owner occupied, 31.5 percent renter occupied and 11.7 percent vacant. The annual rate of change in housing units since 2000 is 8.07 percent. Median home value in the market area is \$475,927, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 2.63 percent annually to \$541,908. From 2000 to the current year, median home value changed by 15.28 percent annually.



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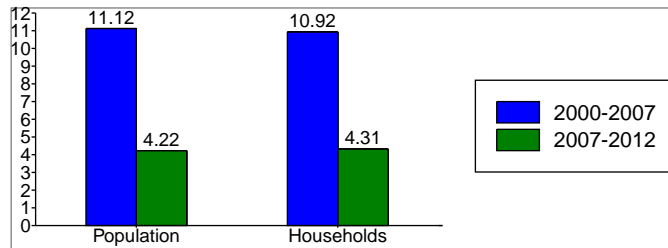
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## Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

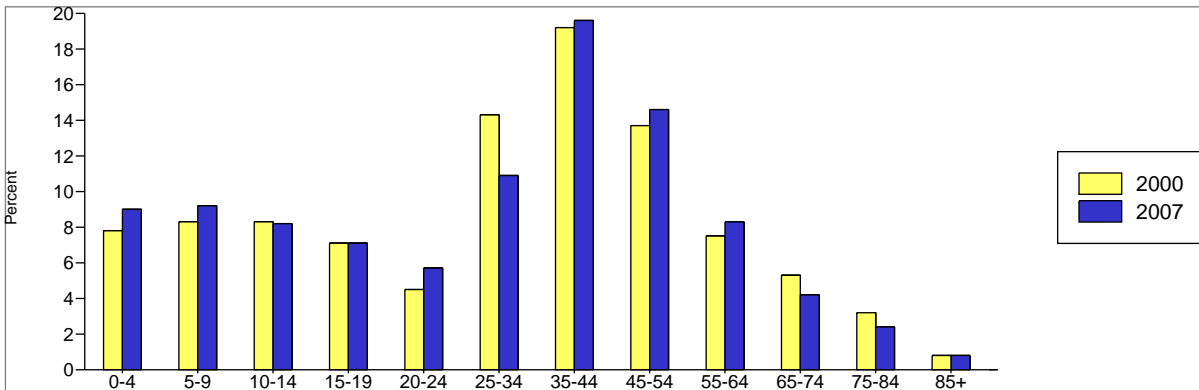
Year	Population	Households
2000	46,789	17,262
2007	90,428	32,994
2012	111,212	40,741

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 153 in 2000, or 0.3 percent of the total population. Average household size is 2.74 in 2007, compared to 2.70 in the year 2000.



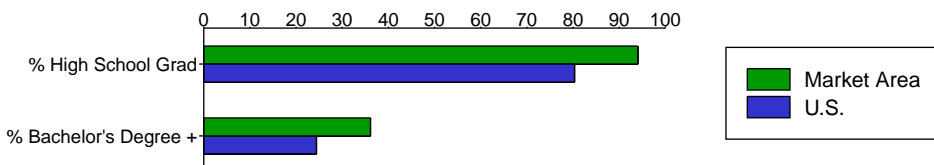
## Population by Age

The median age for the United States was 35.3 in 2000 and 36.5 in the current year. In the market area, the median age of the population was 34.8, compared to 34.9 years currently. By age group, the changes in the percent distribution of the market area population show the following:



## Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area can be summarized:





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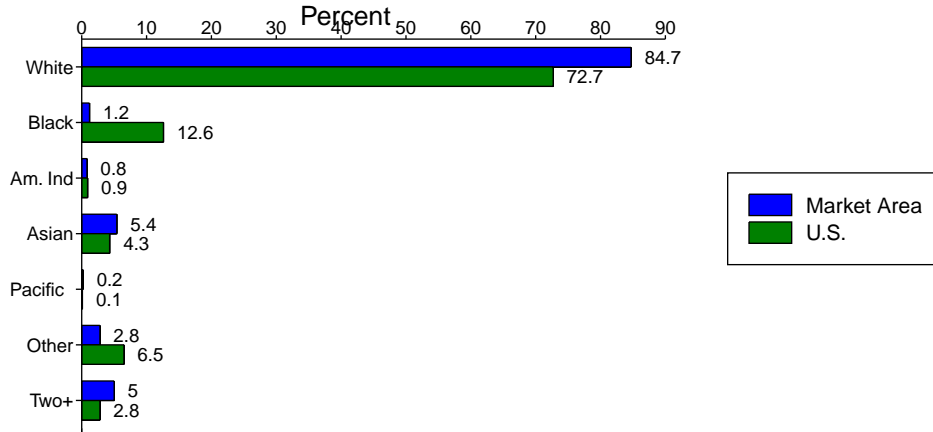
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## Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

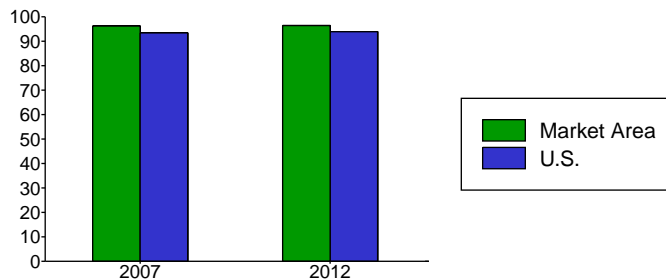


Persons of Hispanic origin represent 11.0 percent of the population in the identified market area compared to 14.8 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 42.0 in the identified market area, compared to 58.9 in the U.S. population.

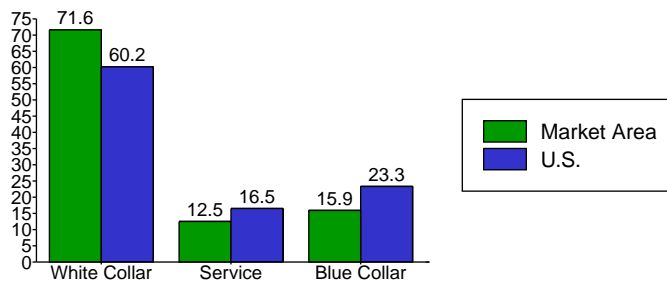
## Population by Employment

In 2000, 70.1 percent of the population aged 16 years or older in the market area participated in the labor force; 0.3 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2007	96.2	3.8
2012	96.4	3.6



And by occupational status:



In 2000, 81.6 percent of the market area population drove alone to work, and 5.8 percent worked at home. The average travel time to work in 2000 was 27.0 minutes in the market area, compared to the U.S. average of 25.5 minutes.



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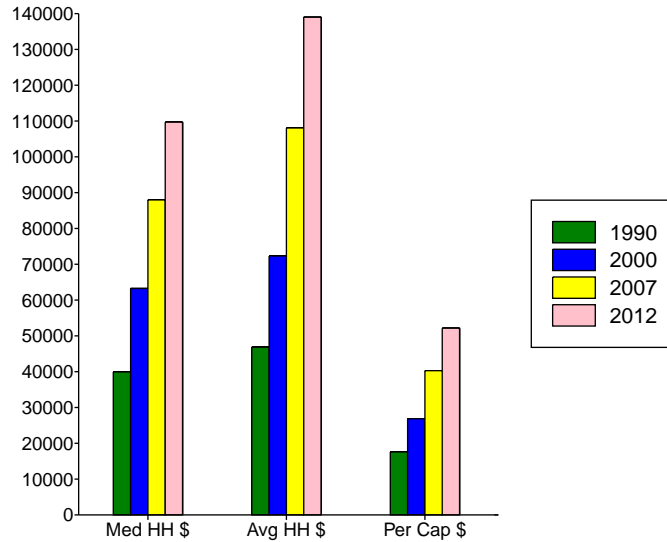
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## Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2012:



## Housing

Currently, 72.1 percent of the 35,433 housing units in the market area are owner occupied; 21.0 percent, renter occupied; and 6.9 percent are vacant. In 2000, there were 18,699 housing units— 66.8 percent owner occupied, 25.1 percent renter occupied and 8.1 percent vacant. The annual rate of change in housing units since 2000 is 10.77 percent. Median home value in the market area is \$541,048, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 2.58 percent annually to \$614,559. From 2000 to the current year, median home value changed by 16.66 percent annually.



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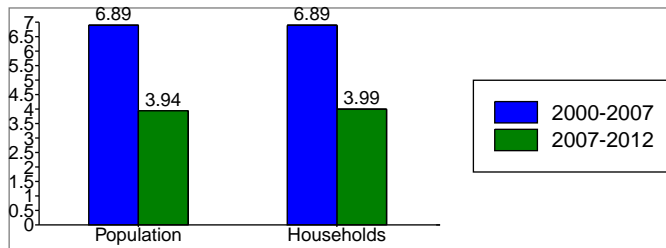
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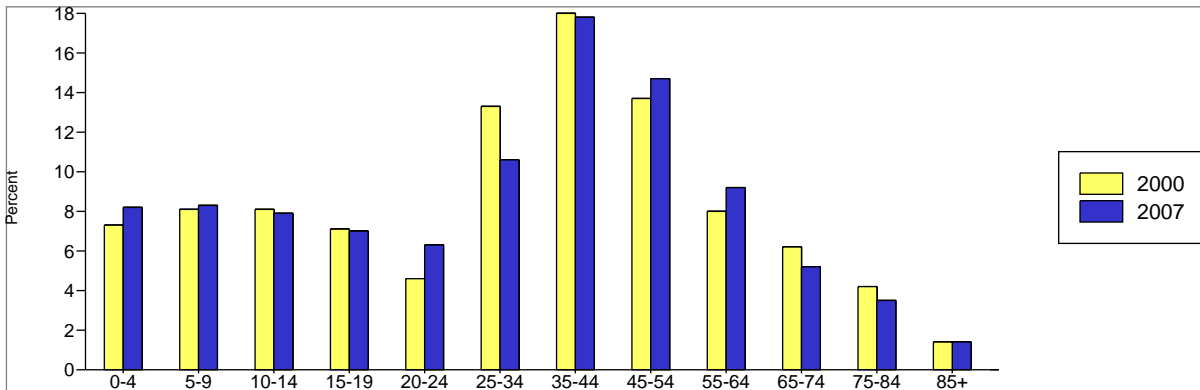
Year	Population	Households
2000	123,406	45,929
2007	187,158	69,662
2012	227,038	84,697

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 1,109 in 2000, or 0.9 percent of the total population. Average household size is 2.67 in 2007, compared to 2.66 in the year 2000.



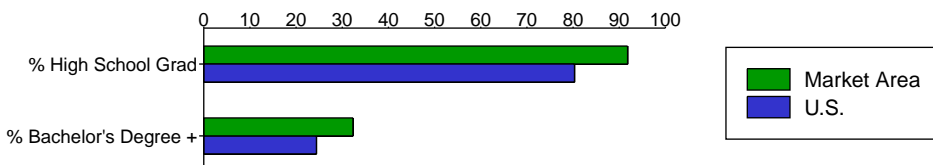
## Population by Age

The median age for the United States was 35.3 in 2000 and 36.5 in the current year. In the market area, the median age of the population was 35.8, compared to 36.0 years currently. By age group, the changes in the percent distribution of the market area population show the following:



## Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area can be summarized:





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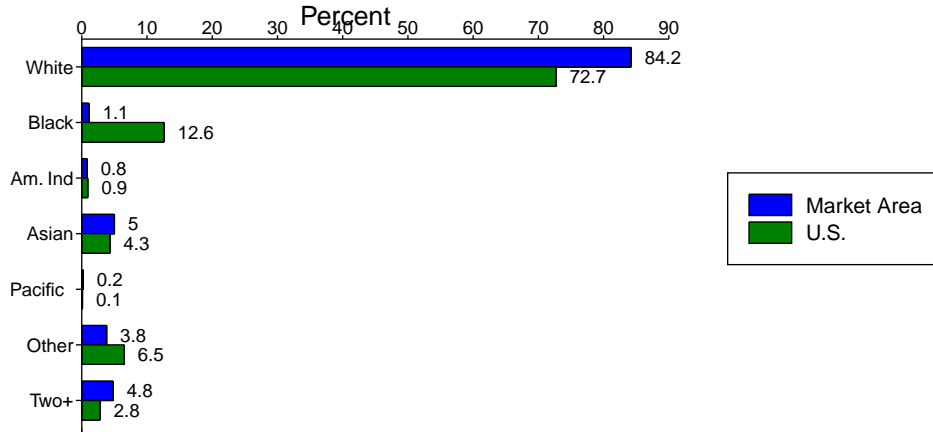
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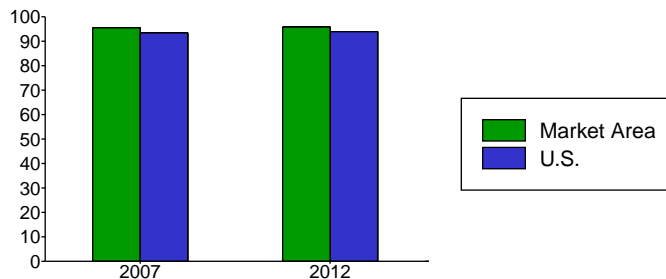


Persons of Hispanic origin represent 12.5 percent of the population in the identified market area compared to 14.8 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 44.3 in the identified market area, compared to 58.9 in the U.S. population.

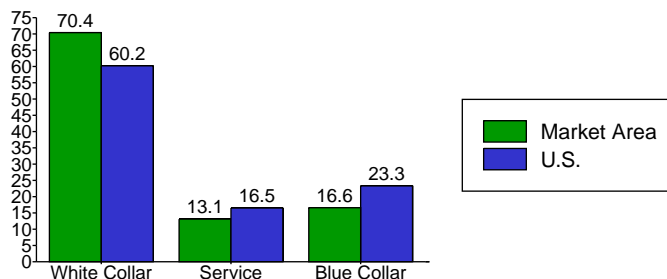
## Population by Employment

In 2000, 67.0 percent of the population aged 16 years or older in the market area participated in the labor force; 0.2 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2007	95.5	4.5
2012	95.8	4.2



And by occupational status:



In 2000, 82.1 percent of the market area population drove alone to work, and 4.9 percent worked at home. The average travel time to work in 2000 was 26.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.



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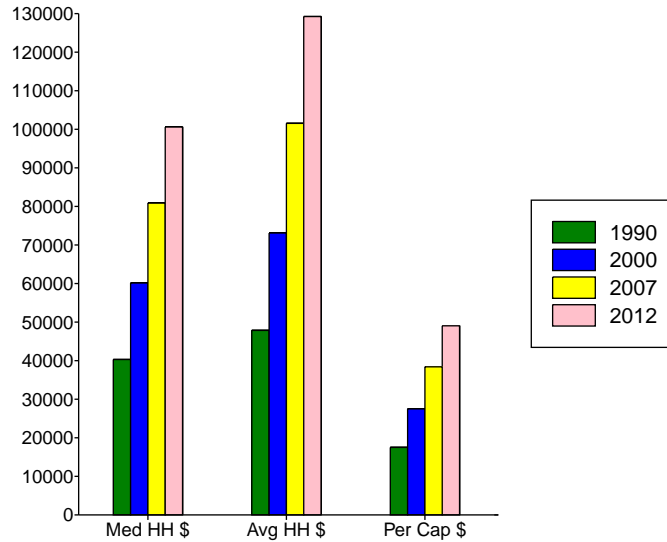
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## Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2012:



## Housing

Currently, 70.4 percent of the 73,221 housing units in the market area are owner occupied; 24.7 percent, renter occupied; and 4.9 percent are vacant. In 2000, there were 48,273 housing units— 67.6 percent owner occupied, 27.4 percent renter occupied and 5.0 percent vacant. The annual rate of change in housing units since 2000 is 6.89 percent. Median home value in the market area is \$513,509, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 3.01 percent annually to \$595,619. From 2000 to the current year, median home value changed by 16.64 percent annually.