



DEMOGRAPHICS
Sacramento Regional Research Institute

Demographics

This section covers various demographic characteristics of Placer County including population, age, ethnicity, household, and income information.

Population

In 2000, Placer County had a population of 248,399, an increase of approximately 44 percent over 1990. Relatively strong population growth continued in Placer County between 2000 and 2004 with a growth rate of 17.6 percent. The rate of growth in Placer County continues to exceed that of the state, the Bay Area, and the Greater Sacramento Area. Many of the cities in Placer County have also experienced high population growth rates, with Lincoln and Rocklin seeing growth rates well above the county's overall growth. Only the Town of Loomis has demonstrated a slight decline in population growth of 0.6 percent between 2000 and 2004. Population trends in Placer County have placed the County second among all counties in the state for growth between both 2002 and 2003, and 2003 and 2004. Two cities in the County, Lincoln and Rocklin, ranked among the top 30 in the state in terms of population growth between 2003 and 2004. Figure 2 contains the 1990 and 2000 through 2004 population figures for the state, selected regions, the County, its cities and the unincorporated area.

**FIGURE 2
POPULATION**

Area	1990 (Actual)	2000 (Actual)	2001 (Estimate)	2002 (Estimate)	2003 (Estimate)	2004 (Estimate)	Percent Change 2000-2004
California	29,760,021	33,871,648	34,431,000	35,049,000	35,612,000	36,144,000	6.7%
Bay Area	6,023,577	6,783,760	6,871,700	6,934,600	6,960,400	7,009,400	3.3%
Greater Sacramento Area	1,603,745	1,936,006	1,983,100	2,039,200	2,089,800	2,130,400	10.0%
Placer County	172,796	248,399	260,300	272,100	283,500	292,100	17.6%
Cities in Placer County							
Auburn	10,592	12,462	12,650	12,650	12,600	12,650	1.5%
Colfax	1,306	1,496	1,580	1,720	1,790	1,780	19.0%
Lincoln	7,248	11,205	13,700	16,900	19,900	23,050	105.7%
Loomis	5,705	6,260	6,350	6,325	6,350	6,225	-0.6%
Rocklin	19,033	36,330	39,800	43,300	46,000	48,900	34.6%
Roseville	44,685	79,921	83,700	87,900	93,300	96,900	21.2%
Unincorporated Area	84,227	100,725	102,520	103,305	103,560	102,595	1.9%

Sacramento Regional Research Institute, December 2004
 Data Source: California Department of Finance
 US Census Bureau, 1990 & 2000 Census

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Projections show that the rate of growth in Placer County is expected to increase by almost 60 percent between 2000 and 2020. Similar to the more recent trends, Placer's population growth is expected to exceed the rates of the state, the Bay Area, and the Greater Sacramento Area. Lincoln, the fastest growing city in the County between 2000 and 2004, is also expected to have the greatest growth in Placer County between 2000 and 2020 with a growth rate of approximately 405 percent. Figure 3 shows the 2000 population and the projected populations for 2005, 2010, 2015, and 2020 for the county, the state, selected regions, cities and the unincorporated area.

**FIGURE 3
POPULATION PROJECTIONS**

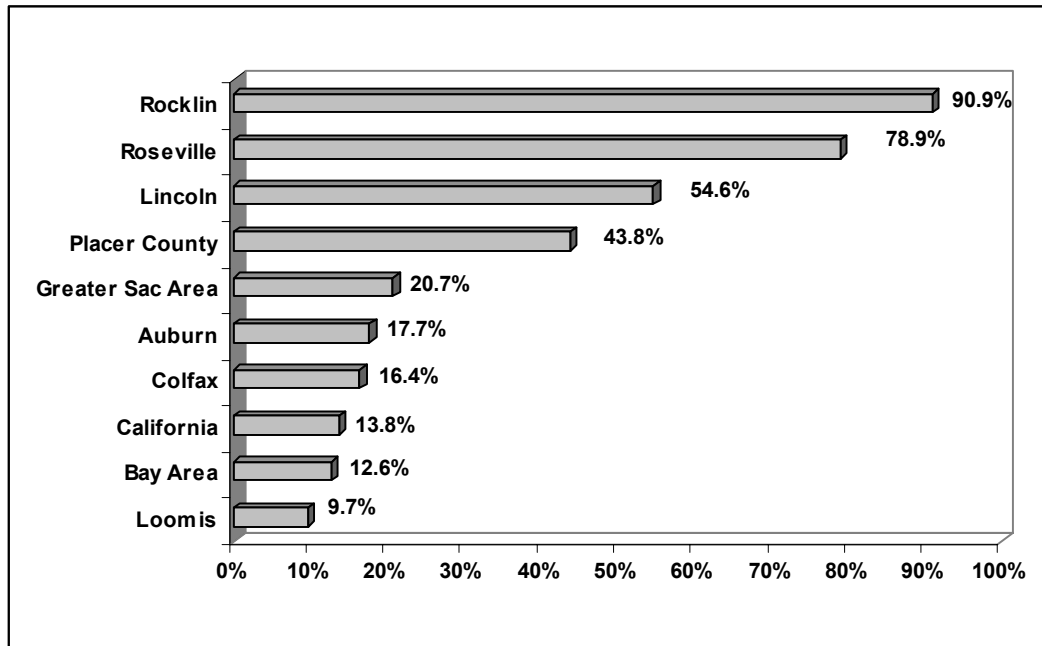
Area	2000 (Actual)	2005 (Projected)	2010 (Projected)	2015 (Projected)	2020 (Projected)	Percent Change 2000-2020
California	33,871,648	37,473,500	40,262,400	42,711,200	45,821,900	35.3%
Bay Area	6,783,760	7,379,900	7,762,700	8,012,800	8,338,100	22.9%
Greater Sacramento Area	1,936,006	2,117,788	2,340,297	2,549,370	2,696,205	39.3%
Placer County	248,399	292,640	336,805	376,240	396,785	59.7%
Cities in Placer County						
Auburn	12,462	13,000	14,090	15,180	16,240	30.3%
Colfax	1,496	1,820	2,065	2,370	2,670	78.5%
Lincoln	11,205	26,060	38,350	54,370	56,575	404.9%
Loomis	6,260	6,770	8,400	9,310	9,830	57.0%
Rocklin	36,330	44,100	50,700	58,470	64,870	78.6%
Roseville	79,921	100,000	109,160	109,460	109,360	36.8%
Unincorporated Area	100,725	100,890	114,040	127,080	137,240	36.3%

Sacramento Regional Research Institute, December 2004
 Data Source: California Department of Finance
 Sacramento Area Council of Governments (SACOG)

Figure 4 shows the 1990 to 2000 population growth rates for California, the Greater Sacramento Area, Placer County, and selected cities in the county. Between 1990 and 2000, Placer County grew by approximately 44 percent. Over this time period, Rocklin was the fastest growing city in Placer County with a growth rate of close to 91 percent. Roseville, with a 79 percent population growth rate, was the second fastest growing city. Lincoln, which has seen the highest recent population growth rates, experienced the third largest growth rate over the decade between 1990 and 2000 with 55 percent growth.

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FIGURE 4
POPULATION GROWTH RATES BETWEEN 1990 AND 2000



Sacramento Regional Research Institute, December 2004
Data Source: U.S. Census Bureau, 1990 & 2000 Census

Figure 5 outlines historical and projected population changes in the main regions of Placer County—the Valley (Roseville, Rocklin, Lincoln, Loomis, Granite Bay, and Sheridan); Gold Country (Auburn, Colfax, and Foresthill); and High Country (Kings Beach, Tahoe City, Soda Springs, and Blue Canyon). The Valley region experienced a 63 percent population increase between 1990 and 2000 and is expected to grow by almost 52 percent by 2010. Gold Country and High Country had much lower growth rates at 16 and 12 percents, respectively, and are expected to grow at slightly slower rates in the future.

FIGURE 5
POPULATION CHANGES IN
THE REGIONS OF PLACER COUNTY

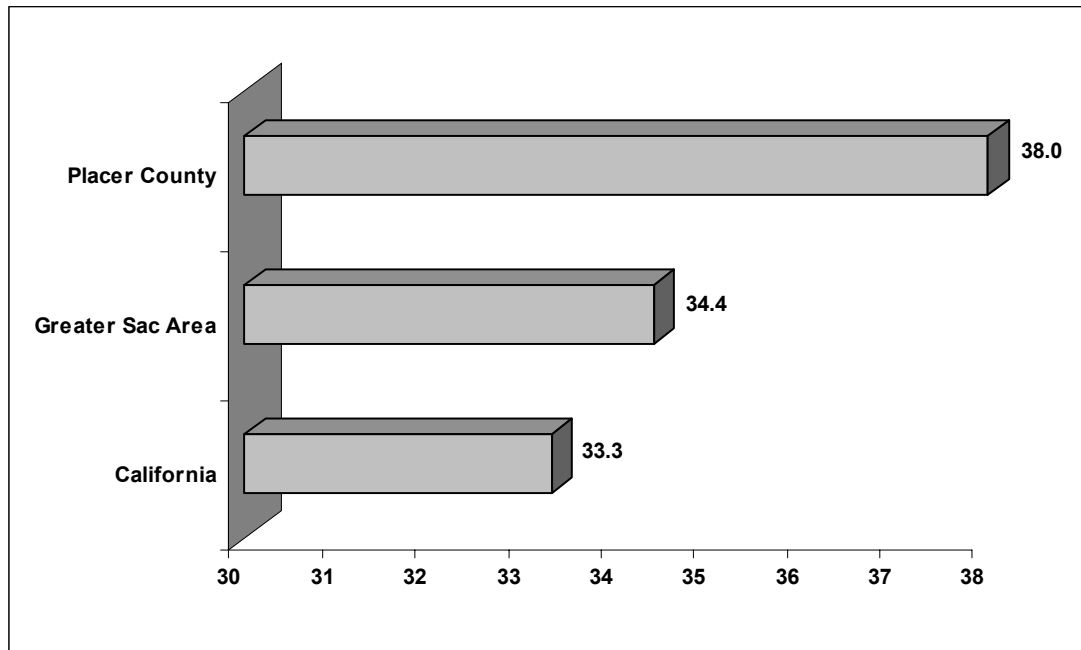
Area	1990 (Actual)	2000 (Actual)	2010 (Projections)	Percent Change 1990-2000
The Valley	104,209	171,526	260,619	64.6%
Gold Country	52,819	61,394	69,528	16.2%
High Country	14,362	16,080	16,566	12.0%

Sacramento Regional Research Institute, December 2004
Data Source: Sacramento Area Council of Governments (SACOG)

Age Composition

Figure 6 demonstrates that the 2000 median age for Placer County (38) was higher than the Greater Sacramento Area (34.4) and the state (33.3). The relatively higher median age in Placer County suggests a greater proportion of established professional households with high-tech jobs in the Valley. Additionally, the higher age indicates a large proportion of retirees in the county that are attracted by the benefits of living in the less urbanized Gold and High Countries.

FIGURE 6
2000 MEDIAN AGE



Sacramento Regional Research Institute, December 2004
Data Source: U.S. Census Bureau, 2000 Census

Figure 7 shows the change in median age between 1990 and 2000. Placer County's median age increased more than both the Greater Sacramento Area and California. This increase is consistent with the anticipated migration of established professional households and retirees into the county. As the figure demonstrates, this trend is expected to continue in the future as Placer County continues to attract new professional labor force as well as retirees seeking to enjoy the benefits of both the urban life style and closeness to the outdoor entertainment and richly endowed nature.

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**FIGURE 7
MEDIAN AGE IN 1990 AND 2000
AND 2010 PROJECTIONS**

<i>Area</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>2010 (Projections)</i>	<i>Percent Change 1990-2000</i>
Placer County	35.0	38.0	41.2	8.6%
Greater Sacramento Area	32.1	34.4	35.3	7.2%
California	31.4	33.3	35.6	6.1%

Sacramento Regional Research Institute, December 2004
Data Source: U.S. Census Bureau, 1990 & 2000 Census
California Department of Finance

Ethnicity

Figure 8 illustrates the 1990 and 2000 population by ethnic background of residents in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The data shows that the 2000 population in Placer County was approximately 83 percent White, which is significantly higher than in the Greater Sacramento Area (64 percent) and California (47 percent). The second largest ethnic group in Placer County was Hispanic, representing approximately 10 percent of the total population. This ethnic group represents a smaller proportion of Placer County's population than that in the Greater Sacramento Area (16 percent), and a significantly lower proportion than in the state overall (32 percent). The fastest growing ethnic group in Placer County was Asian and Pacific Islander. This ethnic group increased in size by about 106 percent between 1990 and 2000. The ethnic compositions of the selected cities in Placer County are similar to the county as a whole. One exception is the City of Lincoln where the Hispanic population encompassed 26 percent of the total population, significantly higher than the county and much closer to the state's composition.

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**FIGURE 8
ETHNICITY**

<i>Ethnicity</i>	<i>Percent of</i>		<i>Percent of</i>		<i>Percent</i>
	<i>1990</i>	<i>Total</i>	<i>2000</i>	<i>Total</i>	<i>Change</i>
California	29,760,021	100%	33,871,648	100.0%	13.8%
White	17,029,126	57.2%	15,816,790	46.7%	-7.1%
Black	2,092,446	7.0%	2,181,926	6.4%	4.3%
Hispanic or Latino	7,687,938	25.8%	10,966,556	32.4%	42.6%
Asian or Pacific Islander	2,710,353	9.1%	3,752,596	11.1%	38.5%
American Indian, Alaska Native & Other	240,158	0.8%	250,665	0.7%	4.4%
Two or More Races (Non-Hispanic)	n/a	n/a	903,115	2.7%	n/a
Greater Sacramento Area	1,603,745	100.0%	1,936,006	100.0%	20.7%
White	1,173,475	73.2%	1,231,410	63.6%	4.9%
Black	101,839	6.4%	127,060	6.6%	24.8%
Hispanic or Latino	189,694	11.8%	306,160	15.8%	61.4%
Asian or Pacific Islander	119,912	7.5%	180,604	9.3%	50.6%
American Indian, Alaska Native & Other	18,825	1.2%	20,125	1.0%	6.9%
Two or more races (non-Hispanic)	n/a	n/a	70,647	3.6%	n/a
Placer County	172,796	100.0%	248,399	100.0%	43.8%
White	152,601	88.3%	207,236	83.4%	35.8%
Black	987	0.6%	1,896	0.8%	92.1%
Hispanic or Latino	13,871	8.0%	24,019	9.7%	73.2%
Asian or Pacific Islander	3,635	2.1%	7,472	3.0%	105.6%
American Indian, Alaska Native & Other	1,702	1.0%	2,023	0.8%	18.9%
Two or more races (non-Hispanic)	n/a	n/a	5,753	2.3%	n/a
Cities in Placer County					
Auburn	10,592	100.0%	12,462	100.0%	17.7%
White	9,820	92.7%	11,155	89.5%	13.6%
Black	56	0.5%	56	0.4%	0.0%
Hispanic or Latino	454	4.3%	744	6.0%	63.9%
Asian or Pacific Islander	158	1.5%	176	1.4%	11.4%
American Indian, Alaska Native & Other	104	1.0%	95	0.8%	-8.7%
Two or more races (non-Hispanic)	n/a	n/a	236	1.9%	n/a
Colfax	1,306	100.0%	1,496	100.0%	14.5%
White	1,192	91.3%	1,323	88.4%	11.0%
Black	6	0.5%	9	0.6%	50.0%
Hispanic or Latino	81	6.2%	124	8.3%	53.1%
Asian or Pacific Islander	5	0.4%	0	0.0%	-100.0%
American Indian, Alaska Native & Other	22	1.7%	9	0.6%	-59.1%
Two or more races (non-Hispanic)	n/a	n/a	31	2.1%	n/a

Sacramento Regional Research Institute, December 2004

Data Source: U.S. Census Bureau, 1990 & 2000 Census

*Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable

Note: Hispanic population includes Hispanics and mixed Hispanic races.

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FIGURE 8 (CONTINUED)
ETHNICITY

<i>Ethnicity</i>	<i>1990</i>	<i>Percent of Total</i>	<i>2000</i>	<i>Percent of Total</i>	<i>Percent Change 1990-2000*</i>
Lincoln	7,248	100.0%	11,205	100.0%	54.6%
White	5,302	73.2%	7,792	69.5%	47.0%
Black	12	0.2%	42	0.4%	250.0%
Hispanic or Latino	1,796	24.8%	2,911	26.0%	62.1%
Asian or Pacific Islander	70	1.0%	124	1.1%	77.1%
American Indian, Alaska Native & Other	68	0.9%	103	0.9%	51.5%
Two or more races (non-Hispanic)	n/a	n/a	233	2.1%	n/a
Loomis	5,705	100.0%	6,260	100.0%	9.7%
White	4,999	87.6%	5,318	85.0%	6.4%
Black	23	0.4%	12	0.2%	-47.8%
Hispanic or Latino	414	7.3%	430	6.9%	3.9%
Asian or Pacific Islander	195	3.4%	208	3.3%	6.7%
American Indian, Alaska Native & Other	74	1.3%	63	1.0%	-14.9%
Two or more races (non-Hispanic)	n/a	n/a	229	3.7%	n/a
Rocklin	19,033	100.0%	36,330	100.0%	90.9%
White	16,903	88.8%	30,315	83.4%	79.3%
Black	138	0.7%	317	0.9%	129.7%
Hispanic or Latino	1,333	7.0%	2,874	7.9%	115.6%
Asian or Pacific Islander	480	2.5%	1,528	4.2%	218.3%
American Indian, Alaska Native & Other	179	0.9%	279	0.8%	55.9%
Two or more races (non-Hispanic)	n/a	n/a	1,017	2.8%	n/a
Roseville	44,685	100.0%	79,921	100.0%	78.9%
White	37,665	84.3%	63,737	79.8%	69.2%
Black	388	0.9%	992	1.2%	155.7%
Hispanic or Latino	4,825	10.8%	9,225	11.5%	91.2%
Asian or Pacific Islander	1,405	3.1%	3,505	4.4%	149.5%
American Indian, Alaska Native & Other	402	0.9%	511	0.6%	27.1%
Two or more races (non-Hispanic)	n/a	n/a	1,951	2.4%	n/a

Sacramento Regional Research Institute, December 2004

Data Source: U.S. Census Bureau, 1990 & 2000 Census

*Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable

Note: Hispanic population includes Hispanics and mixed Hispanic races.

Figure 9 demonstrates projected growth rates by ethnic background in Placer County, the Greater Sacramento Area and California between 2000 and 2010. Growth among the Black population group is expected to be the highest at over 259 percent. The American Indian population group is expected to have second highest growth rate between 2000 and 2010, which is consistent with its high growth in the previous decade in the county as well as in the Greater Sacramento Area and the state as a whole. At a projected 33.5 percent growth rate the White population group in Placer County is projected to significantly surpass that of both the Greater Sacramento Area (5.6 percent) and California where the growth of the White population is expected decline at 4.2 percent.

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**FIGURE 9
PROJECTED GROWTH RATES BY ETHNICITY
BETWEEN 2000 AND 2010**

<i>Ethnicity</i>	<i>2000 (Actual)</i>	<i>2010 (Projected)</i>	<i>Percent Change 2000-2010</i>
Placer County			
White	207,236	276,566	33.5%
Black	1,896	6,815	259.4%
Hispanic or Latino	24,019	37,539	56.3%
Asian or Pacific Islander	7,472	14,182	89.8%
American Indian	2,023	4,830	138.8%
Two or more races (non-Hispanic)	5,753	7,626	32.6%
Greater Sacramento Area			
White	1,231,410	1,300,145	5.6%
Black	127,060	200,080	57.5%
Hispanic or Latino	306,160	514,211	68.0%
Asian or Pacific Islander	180,604	298,487	65.3%
American Indian	20,125	67,109	233.5%
Two or more races (non-Hispanic)	70,647	89,584	26.8%
California			
White	15,816,790	15,156,402	-4.2%
Black	2,181,926	2,580,610	18.3%
Hispanic or Latino	10,966,556	15,022,108	37.0%
Asian or Pacific Islander	3,752,596	4,732,763	26.1%
American Indian	250,665	517,640	106.5%
Two or More Races (Non-Hispanic)	903,115	1,123,516	24.4%

Sacramento Regional Research Institute, December 2004

Data Source: California Department of Finance

US Census Bureau, 2000 Census

Note: DOF projected growth rates were applied to Census 2000 figures to get 2010 projections

Housing Units

Figure 10 displays the total number of housing units for 1990 and 2000 through 2004 in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. Compared to the state and the Greater Sacramento Area, Placer County experienced the largest housing unit growth rate (nearly 21 percent). This rate is double the percent increase in the Greater Sacramento Area and five times the increase in the state and the Bay Area, and supports the population trends in the County over the same time period. Lincoln also experienced a very large increase in housing units with a little over 141 percent growth.

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**FIGURE 10
HOUSING UNITS**

<i>Area</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>2001 (Estimate)</i>	<i>2002 (Estimate)</i>	<i>2003 (Estimate)</i>	<i>2004 (Estimate)</i>	<i>Percent Change 2000-2004</i>
California	11,182,882	12,214,549	12,311,060	12,453,210	12,600,651	12,759,585	4.5%
Bay Area	2,365,323	2,552,404	2,569,505	2,593,853	2,618,197	2,639,513	3.4%
Greater Sacramento Area	655,312	765,936	777,756	797,284	818,862	839,926	9.7%
Placer County	77,879	107,302	111,075	116,928	123,302	129,311	20.5%
<i>Cities in Placer County</i>							
Auburn	4,771	5,440	5,489	5,532	5,592	5,732	5.4%
Colfax	621	654	658	720	760	784	19.9%
Lincoln	2,602	4,131	5,184	6,766	8,189	9,964	141.2%
Loomis	2,030	2,257	2,286	2,297	2,336	2,342	3.8%
Rocklin	7,559	14,444	15,344	16,788	18,048	19,175	32.8%
Roseville	17,789	31,980	33,139	35,113	37,844	40,136	25.5%

Sacramento Regional Research Institute, December 2004
 Data Source: U.S. Census Bureau, 1990 & 2000 Census
 California Department of Finance

Figure 11 shows the projected numbers of housing units in the Greater Sacramento Area, Placer County, and selected cities in Placer County for 2005, 2010, 2015, and 2020. Placer County is projected to have an increase in housing units of approximately 56 percent between 2000 and 2020. Lincoln is projected to have a substantial housing unit increase of 450 percent. Colfax and Loomis are also projected to experience relatively large housing unit growth rates between 2000 and 2020.

**FIGURE 11
HOUSING UNIT PROJECTIONS**

<i>Area</i>	<i>2000 (Actual)</i>	<i>2005 (Projected)</i>	<i>2010 (Projected)</i>	<i>2015 (Projected)</i>	<i>2020 (Projected)</i>	<i>Percent Change 2000-2020</i>
Greater Sacramento Area	765,936	829,406	918,076	1,000,692	1,059,026	38.3%
Placer County	107,302	123,587	142,505	158,521	167,106	55.7%
<i>Cities in Placer County</i>						
Auburn	5,440	5,989	6,493	6,995	7,496	37.8%
Colfax	654	831	940	1,074	1,211	85.2%
Lincoln	4,131	11,362	16,071	22,000	22,724	450.1%
Loomis	2,257	2,502	3,109	3,458	3,654	61.9%
Rocklin	14,444	16,345	18,851	21,984	24,598	70.3%
Roseville	31,980	42,695	47,188	47,281	47,281	47.8%

Sacramento Regional Research Institute, December 2004
 Data Source: U.S. Census Bureau, 2000 Census
 Sacramento Area Council of Governments (SACOG)

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Household Composition

Figure 12 shows that between 1990 and 2000 in Placer County, there was a 44 percent increase in household population and a small decrease in persons per households. The change in household population is much larger than the change in the Greater Sacramento Area and the Bay Area over the same time period. However, the Bay Area did experience a greater change in persons per households—an increase from 2.61 in 1990 to 2.69 in 2000.

Figure 12 also gives the projected household compositions for 2010, 2015, and 2020. Projections illustrate that between 2000 and 2020, in Placer County there will be about a 60 percent increase in household population and an increase in persons per household of 2.3 percent. Compared to the Greater Sacramento Area and the Bay Area, Placer County projections demonstrate that the County is expected to see greater growth rates in household population and persons per household, but will see lesser growth in terms of households.

FIGURE 12
HOUSEHOLD COMPOSITION

Area	1990 (Actual)	2000 (Actual)	2010 (Projected)	2015 (Projected)	2020 (Projected)	Percent Change 1990-2000	Percent Change 2000-2020
Placer County							
Household Population	170,452	245,511	333,647	372,807	393,124	44.0%	60.1%
Households	64,101	93,382	87,234	96,872	100,785	45.7%	7.9%
Persons Per Household	2.66	2.63	3.82	3.85	3.90	-1.1%	48.4%
Greater Sacramento Area							
Household Population	1,628,461	1,896,339	2,292,435	2,499,723	2,648,244	16.4%	39.7%
Households	599,335	712,866	827,621	900,590	951,542	18.9%	33.5%
Persons Per Household	2.72	2.66	2.77	2.78	2.78	-2.1%	4.6%
San Francisco Bay Area							
Household Population	5,868,736	6,640,972	7,364,200	7,620,000	7,859,600	13.2%	18.4%
Households	2,245,865	2,466,019	2,697,080	2,799,030	2,894,370	9.8%	17.4%
Persons Per Household	2.61	2.69	2.73	2.72	2.72	3.1%	1.1%

Sacramento Regional Research Institute, December 2004
 Data Source: U.S. Census Bureau, 1990 & 2000 Census;
 Sacramento Area Council of Governments (SACOG)
 Association of Bay Area Governments (ABAG)

Income

Figure 13 compares Placer County's per capita income and median household income to selected cities in the county, the Greater Sacramento Area, the Bay Area, and California. Placer County's increase in per capita income between 1990 and 2000 was almost 62 percent, which was significantly higher than California and larger than the Greater Sacramento Area and Bay Area. Loomis experienced a large increase in per capita income of approximately 111 percent reaching over \$30,000 per capita in 2000. Lincoln had the second largest increase at 66.2 percent. Placer County also experienced a large

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increase in median household income between 1990 and 2000 (53 percent). The county's median income saw a larger growth rate than the Greater Sacramento Area, Bay Area, and the state. The cities of Colfax and Rocklin had large increases in median income between 1990 and 2000 with growth rates of 65 and 60 percents, respectively. Placer County's 2000 per capita and median incomes were both larger than the state and the Greater Sacramento Area, and were close to those of the Bay Area. The City of Rocklin's median income exceeded that of the Bay Area in 2000, and the City of Loomis had a per capita income level comparable to the Bay Area.

FIGURE 13
INCOME

Area	Per Capita Income*			Median Household Income		
	1990	2000	Percent Change 1990-2000	1990	2000	Percent Change 1990-2000
California	\$16,409	\$22,711	38.4%	\$35,798	\$47,493	32.7%
Bay Area	\$19,716	\$30,934	56.9%	\$42,056	\$63,237	50.4%
Greater Sacramento Area**	\$15,100	\$21,849	44.7%	\$32,183	\$45,293	40.7%
Placer County	\$17,311	\$27,963	61.5%	\$37,601	\$57,535	53.0%
Cities in Placer County						
Auburn	\$18,111	\$26,258	45.0%	\$32,708	\$48,999	49.8%
Colfax	\$12,615	\$16,440	30.3%	\$22,604	\$37,391	65.4%
Lincoln	\$11,702	\$19,447	66.2%	\$29,517	\$45,547	54.3%
Loomis	\$14,413	\$30,384	110.8%	\$38,042	\$60,444	58.9%
Rocklin	\$17,729	\$26,910	51.8%	\$40,417	\$64,737	60.2%
Roseville	\$17,430	\$27,021	55.0%	\$39,975	\$57,367	43.5%

Sacramento Regional Research Institute, December 2004

Data Source: U.S. Census Bureau, 1990 & 2000 Census

Association of Bay Area Governments (ABAG)

*Note: Per Capita Income is total income received by the area's residents aged 15 and older divided by the area's population.

**Note: Average of six counties.

In 2002, Placer County per capita personal income ranked 11th in the state and was 12 percent above the state average (\$32,989) and 20 percent above the national average (\$30,906). Placer County per capita income grew at an average annual rate of 4.6 percent between 1992 and 2002, which surpasses both the state and the national growth rates in that period, 3.9 and 4.0 percents, respectively.