Foreword

Placer County, one of California's fastest growing counties, is characterized by high incomes and a technology-based economy. The attractions of the region, including comparatively affordable land and housing, as well as a superior quality of life, ushered in a decade of unprecedented expansion.

Placer County offers safe neighborhoods, excellent schools and an outstanding transportation system. The transportation system of Federally and state-funded highways was a precipitating factor in the construction of housing, business and industrial parks. This construction of housing and industrial parks brought new residents to Placer County who, in turn, benefited the local economy by demanding goods and services.

The Sierra Nevada mountains, home to the 1960 Winter Olympics and the largest concentration of world class ski resorts in the Western United States, provide an abundance of year-round recreational and cultural opportunities to the residents of Placer County and visitors from other parts of the Greater Sacramento Area, as well as the San Francisco Bay Area.

The *Placer County Economic and Demographic Profile 2003* provides an economic and demographic survey of the Placer County, and provides detailed statistics on the three distinctive regions of the county: the Valley, the Gold Country and the High Country.

The *Placer County Economic and Demographic Profile 2003* was prepared for the Placer County Office of Economic Development by the Sacramento Regional Research Institute, a joint venture of California State University, Sacramento and Sacramento Area Commerce and Trade Organization.