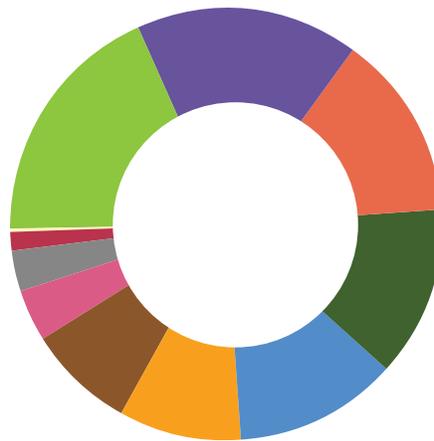


PLACER COUNTY PROFILE

EMPLOYMENT BY INDUSTRY¹

- 18.37% Trade, Transportation & Utilities
- 16.86% Educational & Health Services
- 13.85% Leisure & Hospitality
- 12.80% Professional & Business Services
- 12.17% Government
- 9.27% Construction
- 7.82% Financial Activities
- 3.88% Other Services
- 3.30% Manufacturing
- 1.39% Information
- 0.23% Agriculture
- 0.06% Mining and Logging



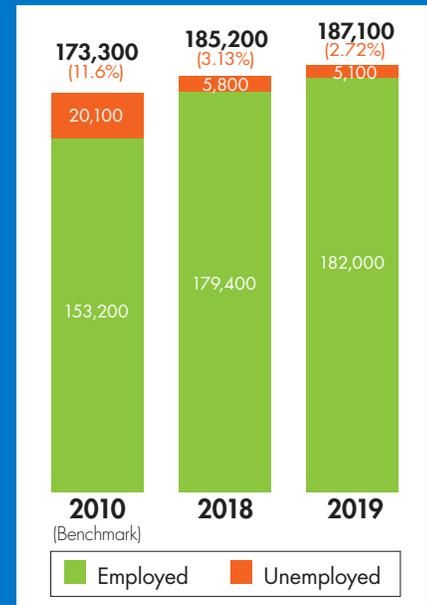
MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY²

Kaiser Permanente	6,015
Sutter Health	5,835
Squaw Valley Alpine Meadows	2,600
Thunder Valley Casino Resort	2,500
PRIDE Industries	1,291
Hewlett-Packard Enterprise Co.	1,200
Safeway	1,119
Union Pacific Railroad Co. Inc.	990
Pacific Gas and Electric Co.	956
Raley's Inc.	910

1. As of December 2018 (Most current data available)
 Source: www.labormarketinfo.edd.ca.gov/data/employment-by-industry.html
 Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grant making, civil, and professional organizations and personal household activities. Differences due to rounding.

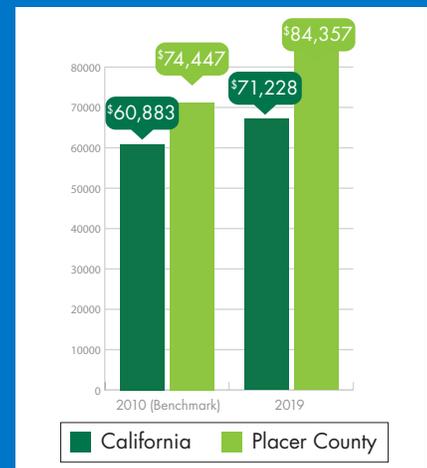
2. Data Source: Sacramento Business Journal, May 2019

LABOR FORCE



Data Source: labormarketinfo.edd.ca.gov/data/employment-by-industry.html

MEDIAN HOUSEHOLD INCOME



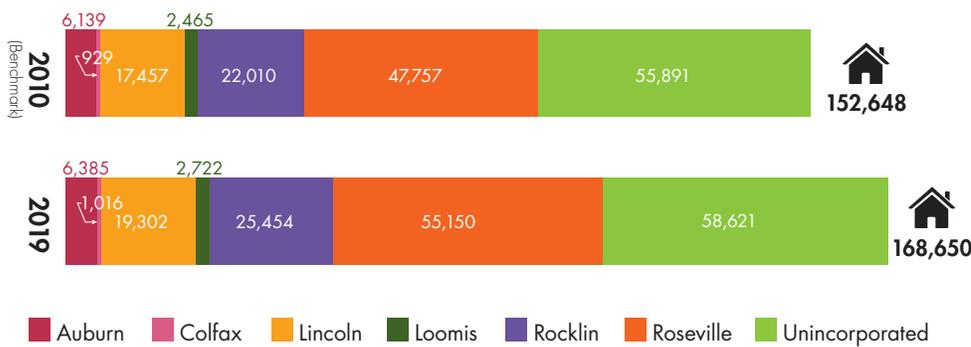
Data Source: census.gov/quickfacts/fact/table/ca.placercounty/california



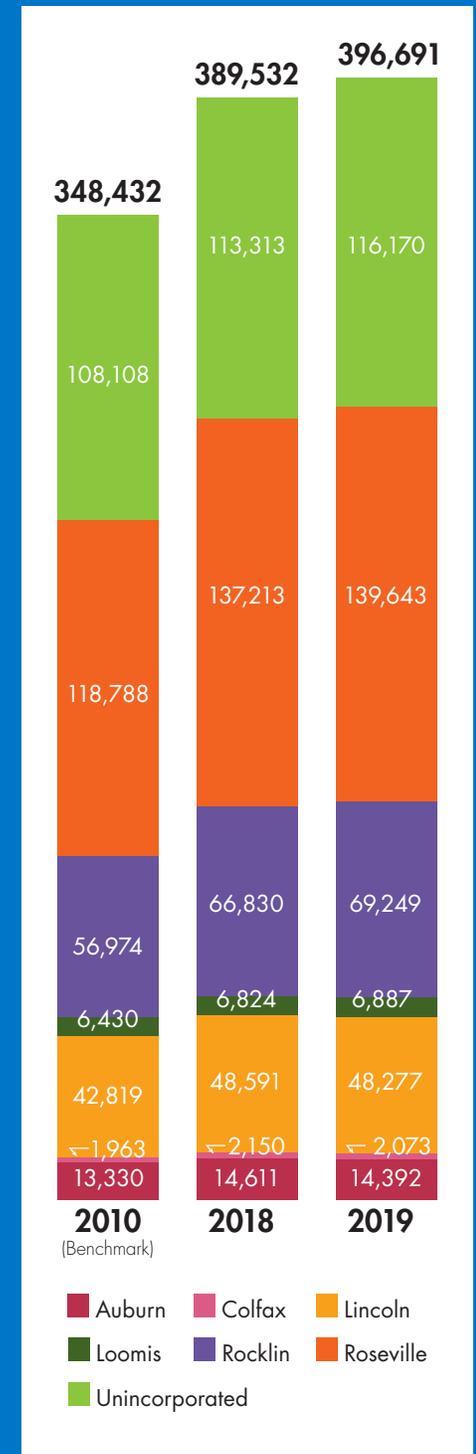
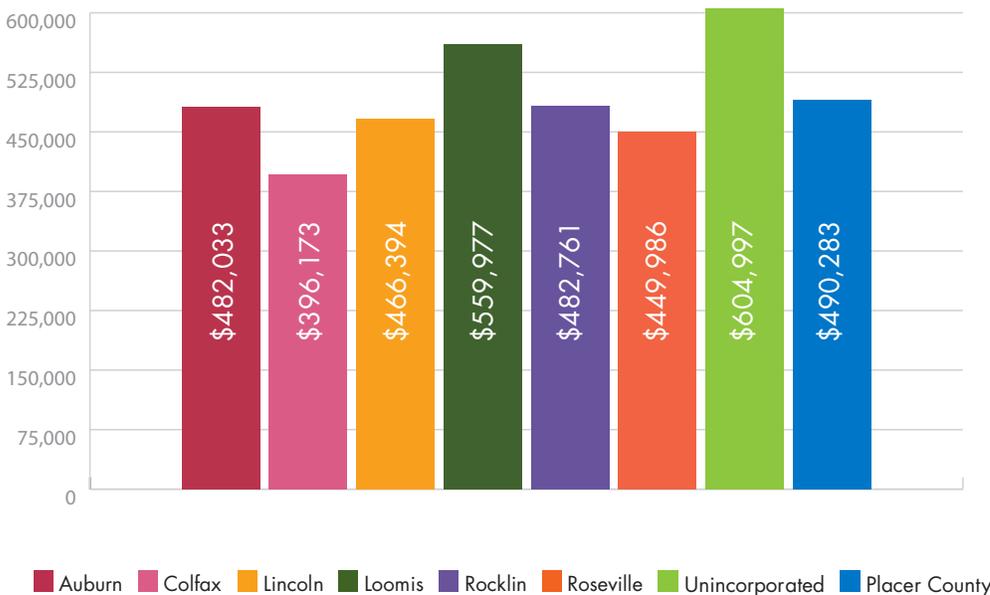
PLACER COUNTY POPULATION³

Placer County is considered a rural/suburban county with the state's 22nd highest population among California's 58 counties.⁴

NUMBER OF HOUSING UNITS



MEDIAN HOME VALUE



3. Data Source: State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2018 and 2019

Note: All figures based on January of the corresponding year. DOF Disclaimer: "Parts may not add due to independent rounding."

4. Data Source: California Department of Finance, E-5 Estimates.

LOCAL ACTIVITIES & ATTRACTIONS

art walks
beaches
bicycling
boating
camping
canoeing
certified farmer's markets
craft beer breweries
cross-country skiing
cruise nights
disc golfing
dog sledding
fine dining
fishing
gaming
gold panning
golfing
hiking
horseback riding
hunting
ice skating
jet skiing
kayaking
kite skiing
museums
national forests
off road & ATV activities
paddle boarding
para sailing
rafting
sailing
shopping
skateboarding
skiing & snowboarding
sledding
sno-parks
snowmobiling
state, county and local parks
swimming
water skiing
wine tasting

For more information, visit:



visitplacer.com
gotahoenorth.com
placertourism.com
placerarts.org



LIVING IN PLACER COUNTY

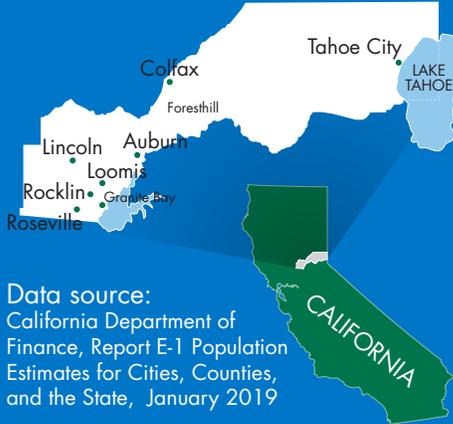
Breathtaking scenery, a rich history, year-round recreation – and Lake Tahoe – need we say more? Those are just a few of the reasons nearly 400,000 people call Placer County home and hundreds of thousands more come to visit us each year. Our territory stretches from the Sacramento Valley all the way to North Lake Tahoe. We are consistently ranked among the highest counties in California for our quality of life and how healthy we are! We boast the best schools, the best outdoor recreation, and the most beautiful views you'll find anywhere, but we also are home to amazing art, award-winning wines and agriculture, and have a tremendously strong heritage as the home of California's Gold Country. It's a way of life we call the #PlacerLife.





GEOGRAPHY

Placer County encompasses 1,424 square miles of land area, and 279 people per square mile.



Data source: California Department of Finance, Report E-1 Population Estimates for Cities, Counties, and the State, January 2019

TOP 5 CROPS



Rice
2018: \$20,021,000



Cattle & Calves
2018: \$14,651,000



Nursery Stock
2018: \$7,558,000



Walnuts
2018: \$5,045,000



Timber
2018: \$4,573,000

Data source: Placer County Agriculture Department, 2018 Annual Crop Report



PLACER COUNTY EVENTS & TOURISM ATTRACTIONS

- All American Speedway
- Auburn Air Fair
- Auburn Festival of Lights Parade
- Auburn Wine and Food Festival
- Berryfest Strawberry Festival
- Chanoko 50k, 31k & 5-Mile Trail Runs
- Chillin' & Grillin' BBQ, Party, Auction
- Colfax Winterfest
- Cruise Night Auburn
- Downtown Lincoln Classic Car Show
- Fast Fridays Motorcycle Speedway
- Folsom Lake Ultra Trail 110k
- Food Truck Mania
- Gold Country Fair
- Grape Days of Summer
- Gypsy Home & Vintage Show
- Holiday in the Hills:
 - A Winter Wine Festival
- Hot Chili & Cool Cars
- Kings Beach Snowfest! Parade
- Lake Tahoe Concours d'Elegance
- Lincoln Clay Day
- Masterworks Concerts
- MTB Sprint Triathlon
- Nor Cal Jamboree in the Hills
- North Auburn Art Studios Tour
- North Lake Tahoe Snowfest
- Placer County Fair
- Plein Air Day at Taylor Ranch Preserve
- Roseville Gem, Jewelry, Fossil, and Mineral Show
- Ruck A Chuck 50k
- Run Rocklin
- Sip Into Spring
- Snow Golf Tournament
- Star Gazing Snowshoe Tours
- Tahoe Sierra Century
- The Tevis Cup
- Tour de Lincoln
- Tour de Rocklin
- Tour D'Euer
- Western States 100 Mile Endurance Run
- Winter Fireworks
- Winter Music Series in the Village
- Winterwondergrass Tahoe
- Woofstock
- Yomen: A Spring Celebration

For more information, contact:
 County of Placer
 Executive Office
 (530) 889-4030
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