



**BEACON**  
ECONOMICS

# **PLACER COUNTY ECONOMIC OVERVIEW & TARGET INDUSTRIES**

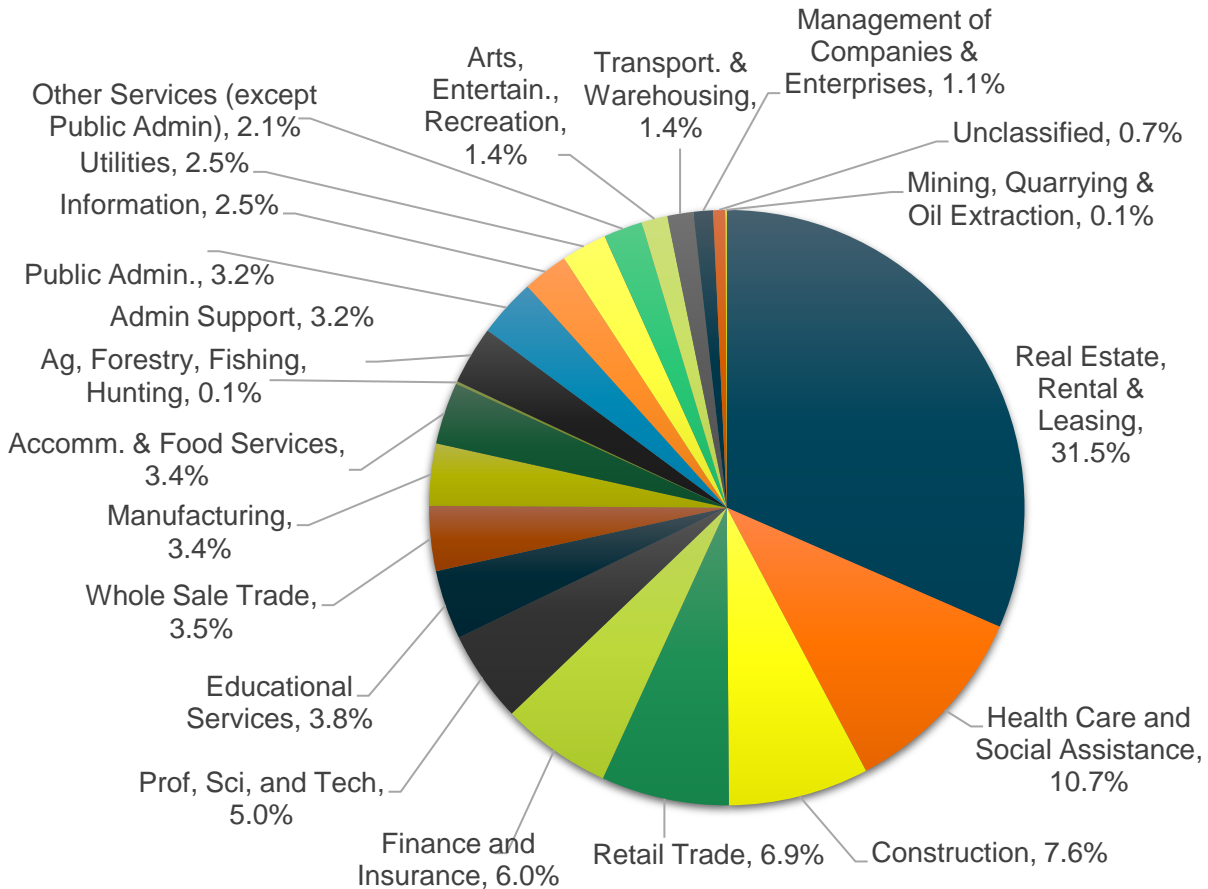
October 2020

Economic Insights | Business Expertise | Public Policy  
Experience

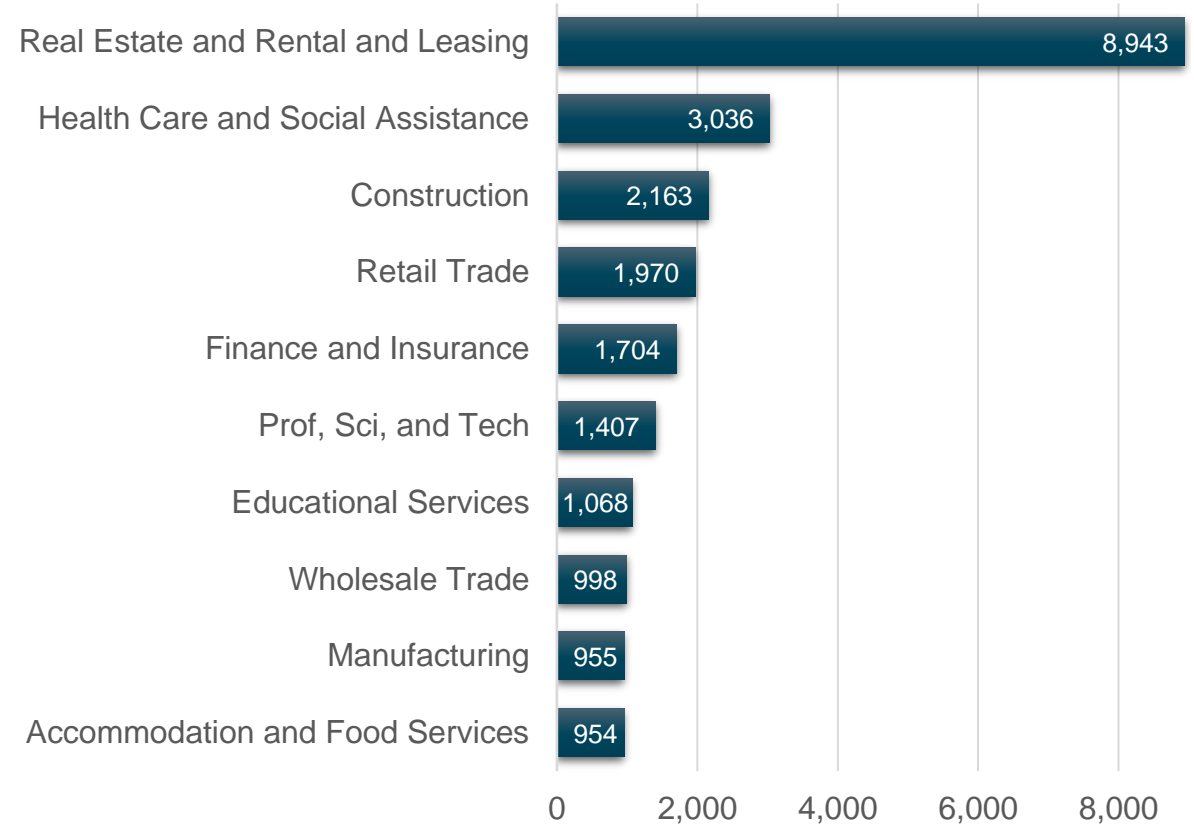


# PLACER COUNTY GDP by Industry

As of 2019, Placer County GDP totaled **\$28,348,136,000**



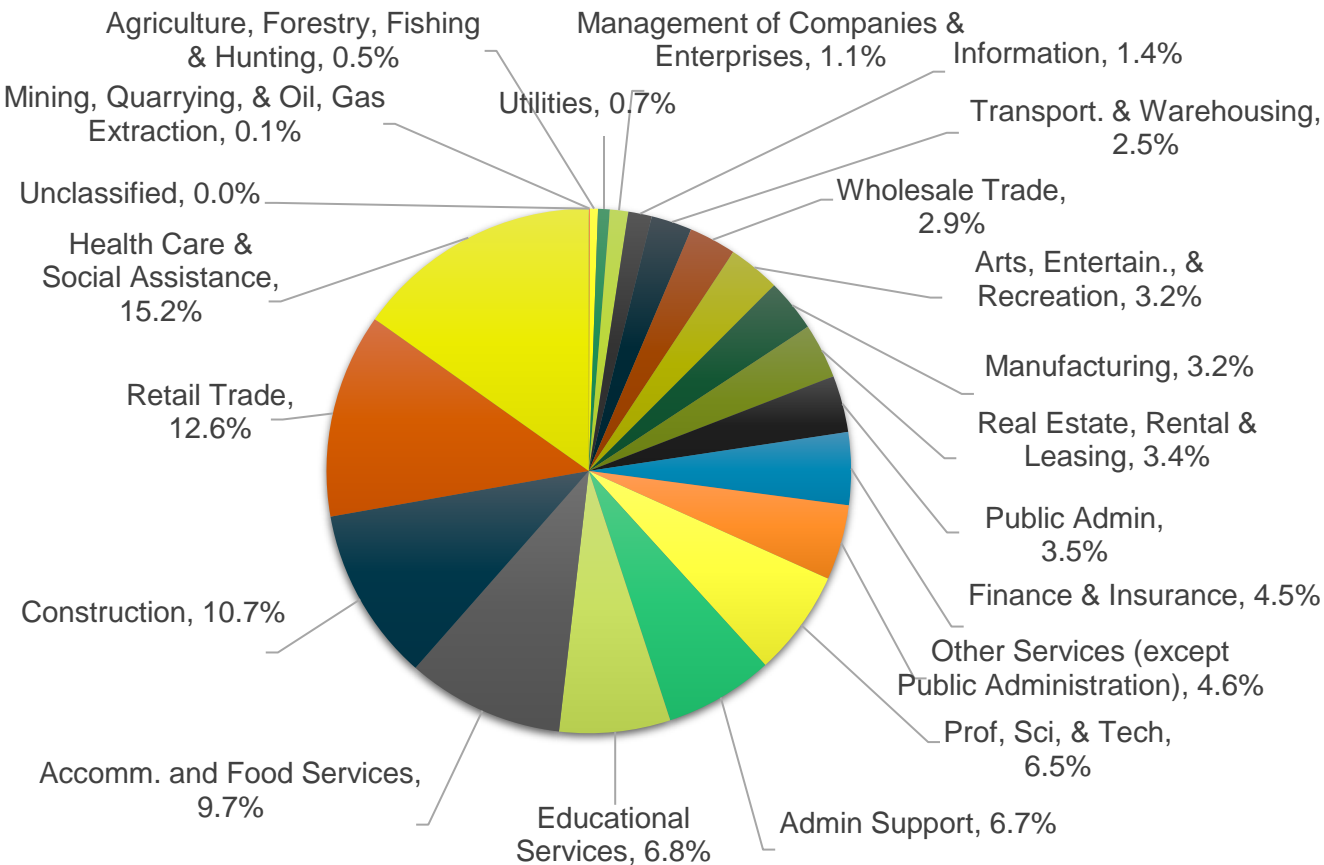
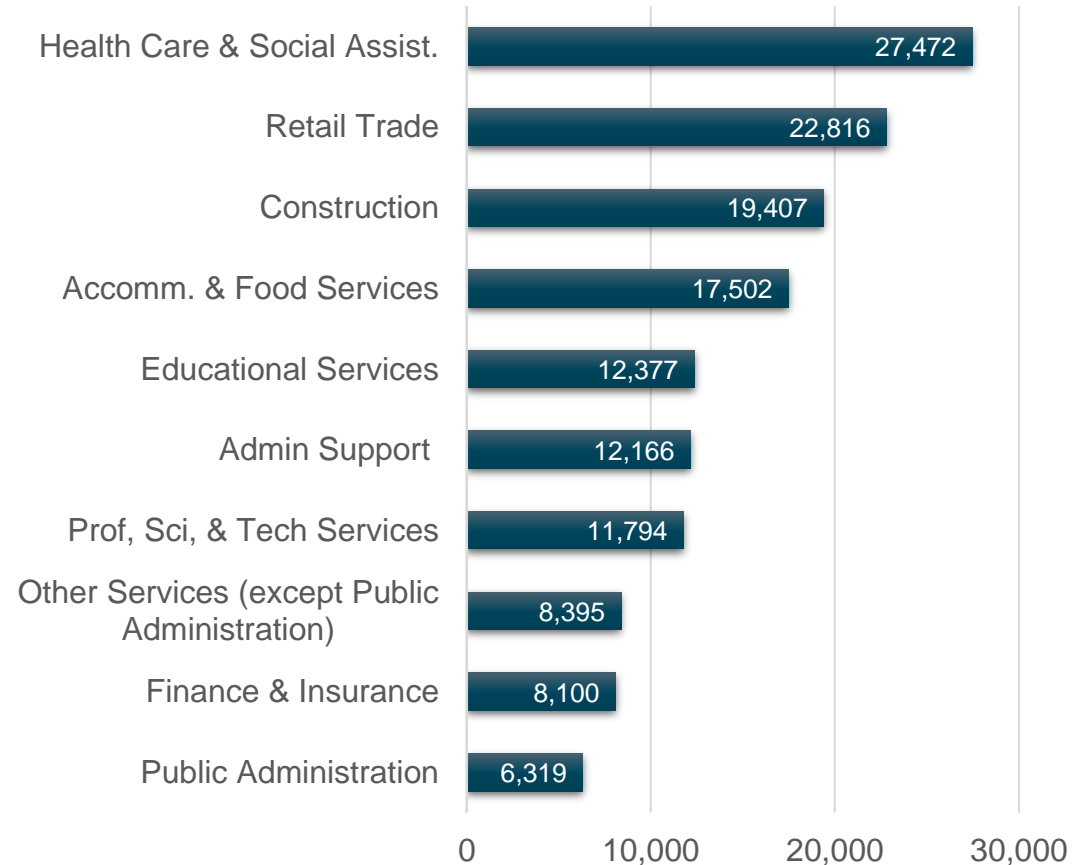
## Top 10 Sectors by GDP (\$ Millions), 2019



# PLACER COUNTY Employment by Industry

As of Q2-2020, Placer County employment totaled **180,960**

## Top 10 Sectors by Employment



PLACER COUNTY  
**Target Industries**

- **ACCOMMODATION AND FOOD SERVICES**
- **AGRICULTURE, FORESTRY, FISHING AND HUNTING**
- **CONSTRUCTION**
- **EDUCATIONAL SERVICES**
- **FINANCE AND INSURANCE**
- **HEALTH CARE AND SOCIAL ASSISTANCE**
- **MANUFACTURING**
- **PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES**
- **REAL ESTATE AND RENTAL AND LEASING**
- **RETAIL TRADE**
- **WHOLESALE TRADE**

# ACCOMMODATION AND FOOD SERVICES

## ACCOMMODATION AND FOOD SERVICES

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Restaurants and Other Eating Places	14,719	\$22,712
Traveler Accommodation	2,130	\$32,830
Special Food Services	423	\$27,458
Drinking Places (Alcoholic Beverages)	186	\$20,819
RV (Recreational Vehicle) Parks and Recreational Camps	30	\$32,915
Rooming and Boarding Houses	13	\$30,898
<b>Total Accommodation and Food Services</b>	<b>17,502</b>	<b>\$24,187</b>

## ACCOMMODATION AND FOOD SERVICES

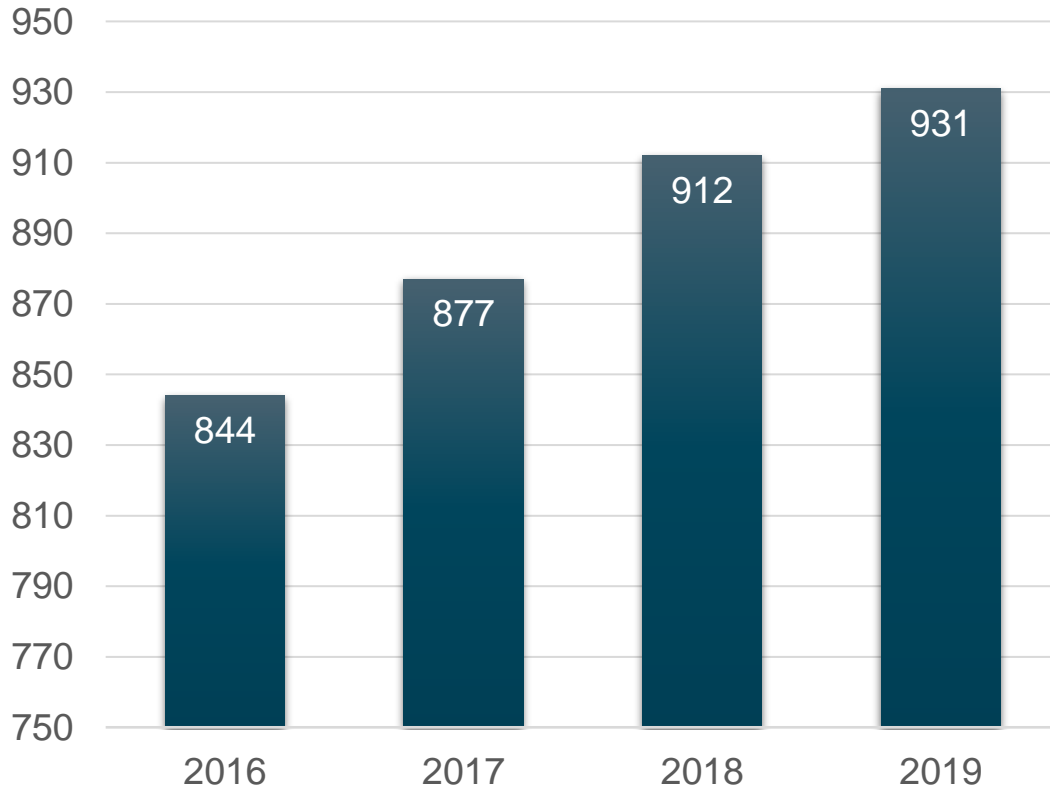
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Fast Food and Counter Workers	4,252	\$26,900
Waiters and Waitresses	2,723	\$30,100
Cooks, Restaurant	1,644	\$28,700
Cooks, Fast Food	1,222	\$26,200
First-Line Supervisors of Food Preparation and Serving Workers	910	\$37,000
Dishwashers	677	\$25,900
Food Preparation Workers	658	\$28,600
Maids and Housekeeping Cleaners	562	\$36,100
Cashiers	562	\$28,300
Dining Room and Cafeteria Attendants and Bartender Helpers	557	\$26,400
Remaining Component Occupations	3,713	\$49,200
<b>Total</b>	<b>17,502</b>	

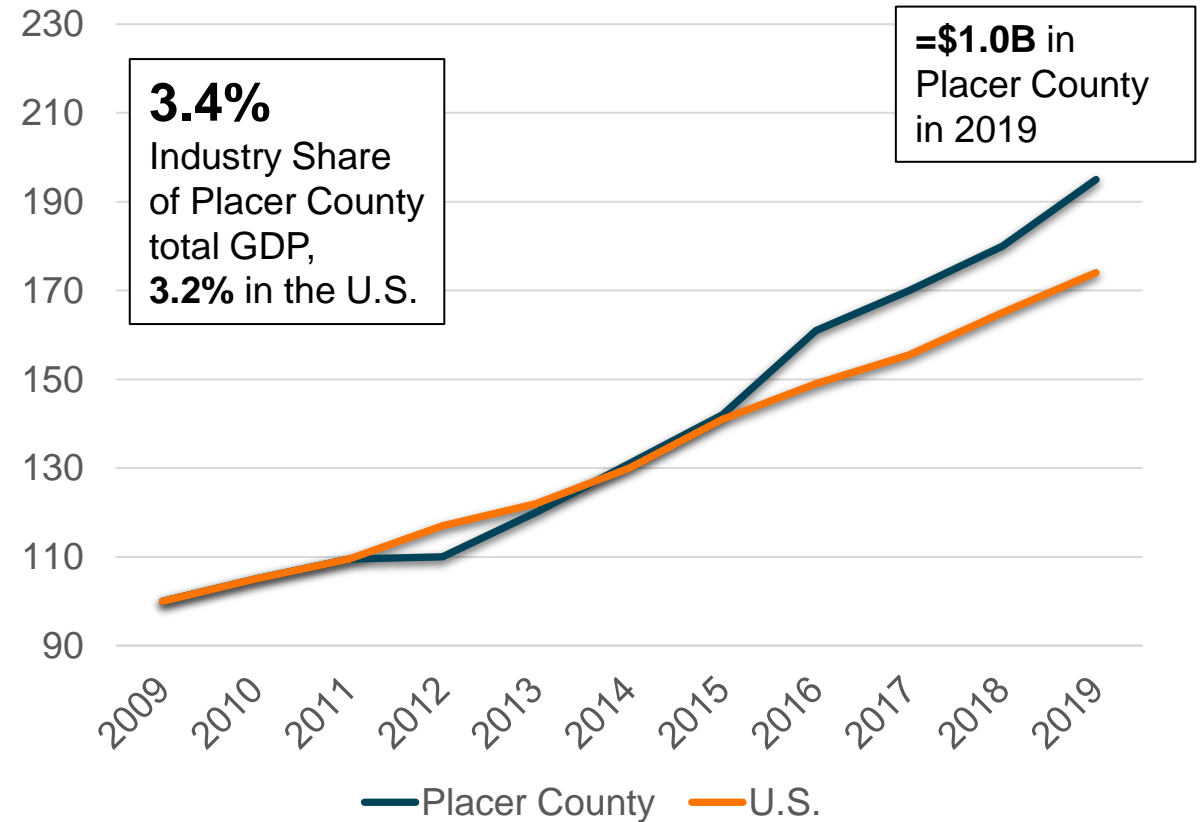
# ACCOMMODATION AND FOOD SERVICES

## Establishments and GDP

Accommodation and Food Services  
Establishments



GDP & Productivity  
Indexed 2009 = 100





PLACER COUNTY  
**Target Industries**

**AGRICULTURE, FORESTRY,  
FISHING AND HUNTING**

## AGRICULTURE, FORESTRY, FISHING AND HUNTING

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Crop Production (Proprietors)	357	\$8,118
Greenhouse, Nursery, and Floriculture Production	124	\$33,254
Fruit and Tree Nut Farming	71	\$37,373
Animal Production (Proprietors)	64	\$8,109
Support Activities for Animal Production	58	\$31,234
Vegetable and Melon Farming	46	\$22,801
Support Activities for Crop Production	40	\$33,889
Oilseed and Grain Farming	35	\$41,031
Logging	19	\$35,206
Fishing	18	\$14,504
Remaining Component Industries	54	\$33,202
<b>Total Agriculture, Forestry, Fishing and Hunting</b>	<b>885</b>	<b>\$20,913</b>

## AGRICULTURE, FORESTRY, FISHING AND HUNTING

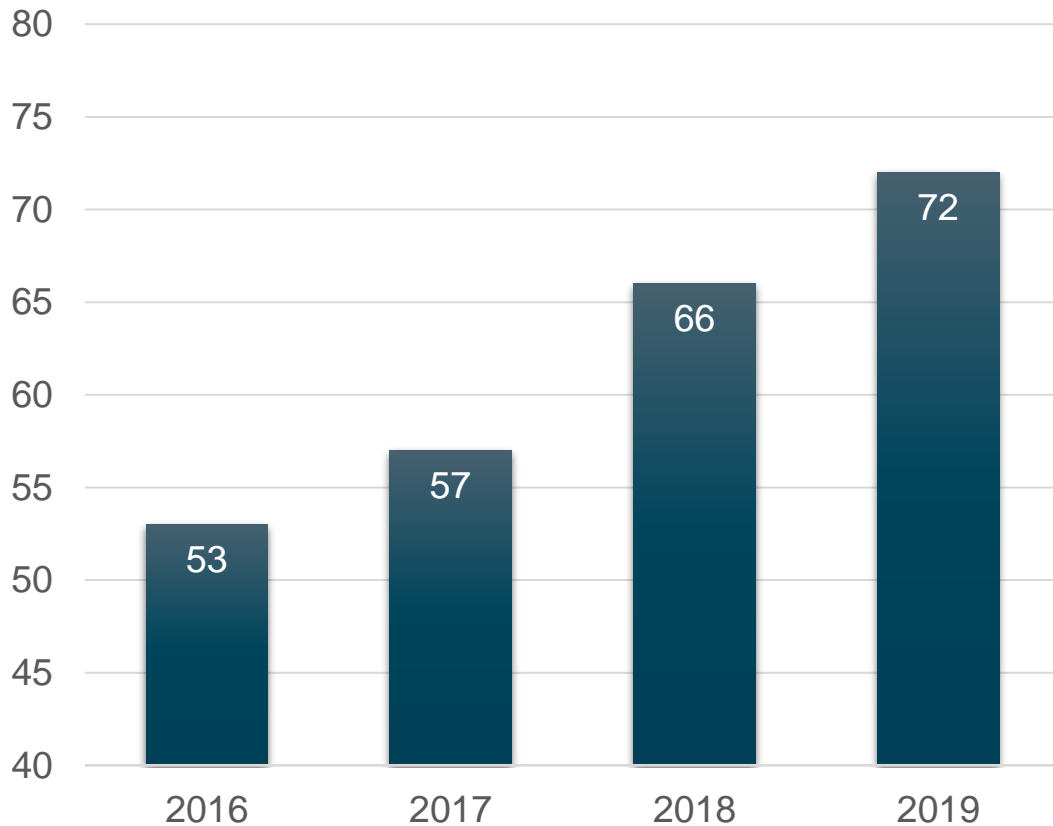
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Farmers, Ranchers, and Other Agricultural Managers	418	\$86,900
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	160	\$27,300
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	65	\$64,200
Landscaping and Groundskeeping Workers	25	\$40,100
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	24	\$128,200
Farmworkers, Farm, Ranch, and Aquacultural Animals	22	\$30,200
First-Line Supervisors of Farming, Fishing, and Forestry Workers	16	\$55,000
Agricultural Equipment Operators	15	\$36,000
Animal Trainers	11	\$49,600
Logging Equipment Operators	10	\$61,400
Remaining Component Occupations	101	\$58,900
<b>Total</b>	<b>885</b>	

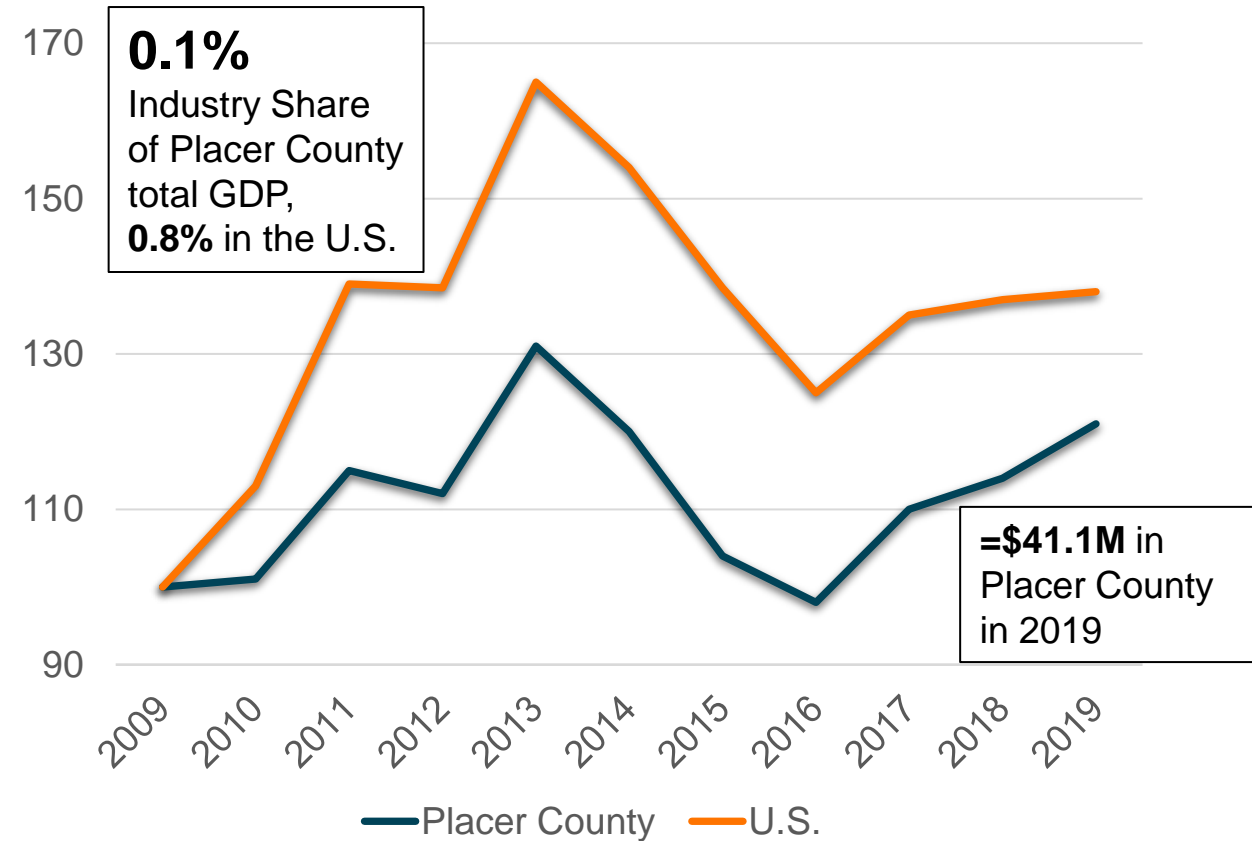
# AGRICULTURE, FORESTRY, FISHING AND HUNTING

## Establishments and GDP

Ag., Forestry, Fishing and Hunting Establishments



GDP & Productivity Indexed 2009 = 100



PLACER COUNTY  
**Target Industries**

**CONSTRUCTION**

## CONSTRUCTION

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Building Equipment Contractors	4,280	\$66,742
Foundation, Structure, and Building Exterior Contractors	4,251	\$58,174
Residential Building Construction	3,433	\$70,141
Nonresidential Building Construction	2,316	\$78,897
Building Finishing Contractors	2,034	\$50,183
Other Specialty Trade Contractors	1,473	\$70,861
Highway, Street, and Bridge Construction	789	\$93,180
Utility System Construction	494	\$71,987
Land Subdivision	213	\$101,642
Other Heavy and Civil Engineering Construction	125	\$77,801
<b>Total Construction</b>	<b>19,407</b>	<b>\$67,107</b>

## CONSTRUCTION

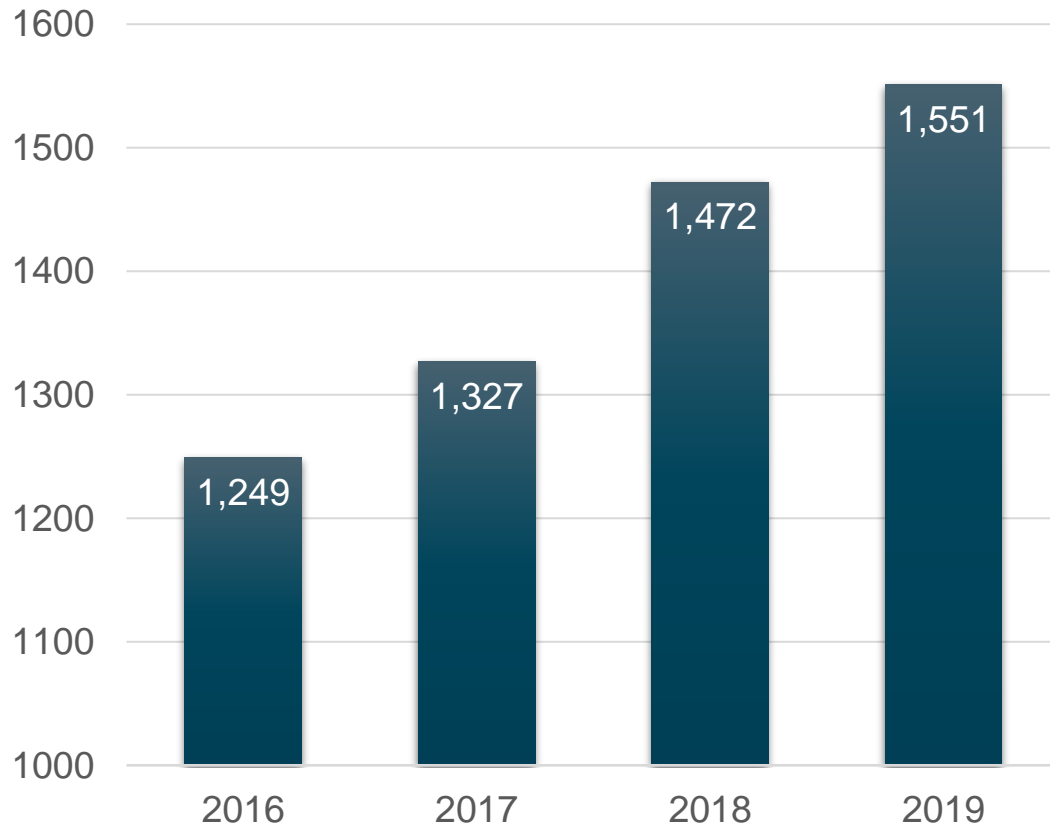
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Carpenters	2,469	\$58,100
Construction Laborers	2,241	\$49,200
First-Line Supervisors of Construction Trades and Extraction Workers	1,066	\$83,700
Electricians	914	\$60,000
Construction Managers	874	\$117,600
Plumbers, Pipefitters, and Steamfitters	839	\$63,700
Painters, Construction and Maintenance	714	\$49,800
Office Clerks, General	663	\$40,100
Roofers	592	\$53,100
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	548	\$55,700
Remaining Component Occupations	8,456	\$62,400
<b>Total</b>	<b>19,407</b>	

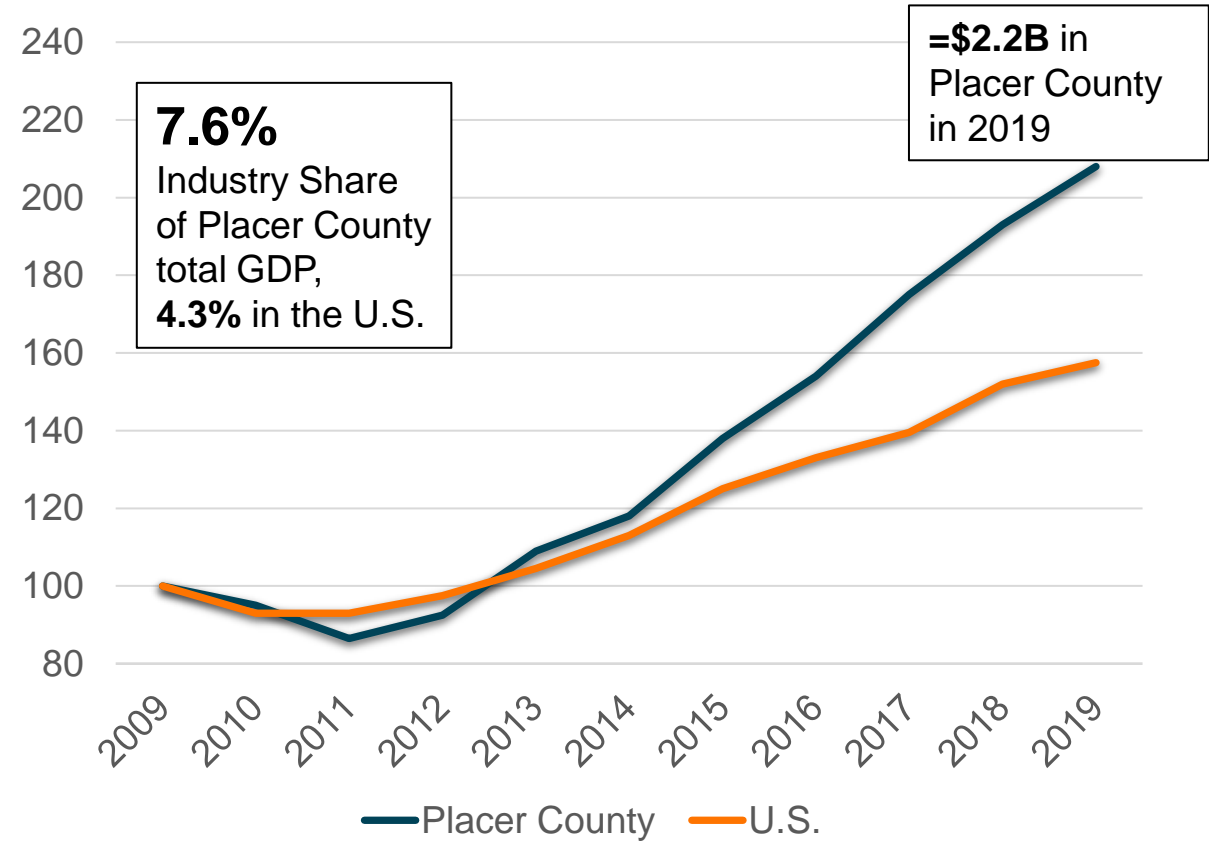
# CONSTRUCTION

## Establishments and GDP

**Construction Establishments**



**GDP & Productivity Indexed 2009 = 100**





# EDUCATIONAL SERVICES

**EDUCATIONAL SERVICES**

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Elementary and Secondary Schools	8,454	\$53,245
Junior Colleges	2,361	\$55,532
Other Schools and Instruction	1,110	\$18,420
Colleges, Universities, and Professional Schools	198	\$42,785
Educational Support Services	107	\$37,550
Business Schools and Computer and Management Training	77	\$60,883
Technical and Trade Schools	70	\$28,502
<b>Total Educational Services</b>	<b>12,377</b>	<b>\$54,155</b>

## EDUCATIONAL SERVICES

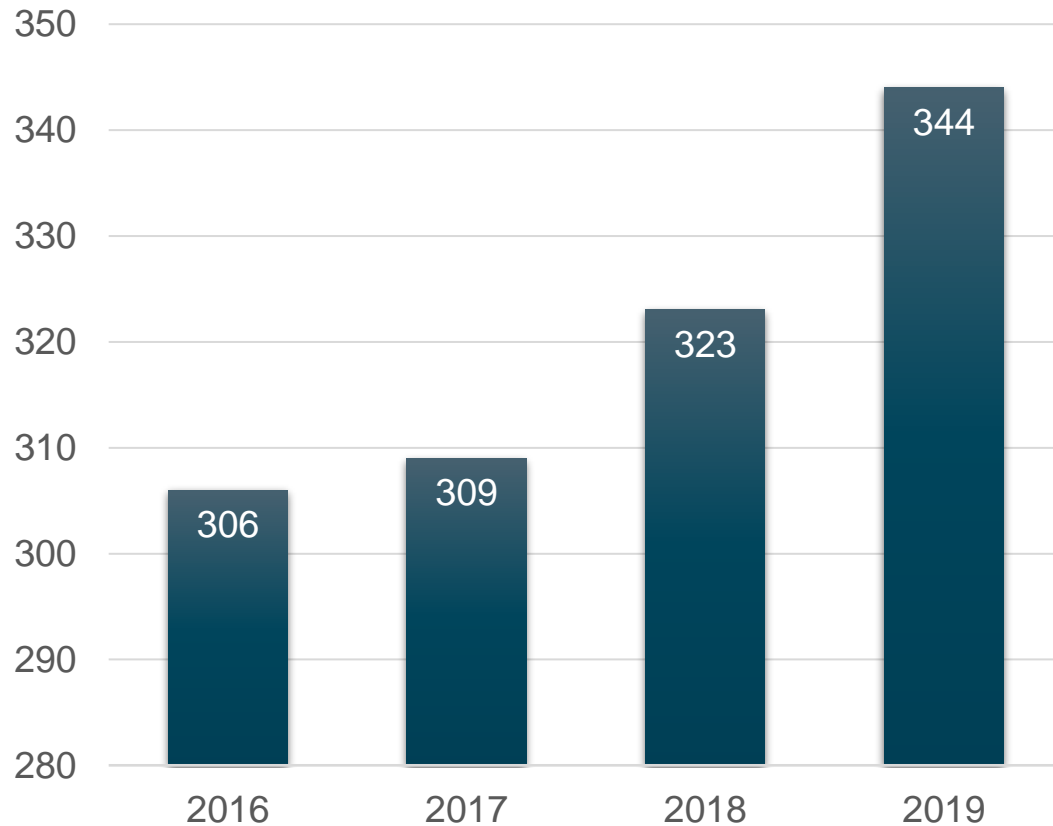
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Elementary School Teachers, Except Special Education	1,413	\$73,400
Teaching Assistants, Except Postsecondary	1,271	\$35,400
Secondary School Teachers, Except Special and Career/Technical Education	976	\$84,500
Substitute Teachers, Short-Term	773	\$42,100
Tutors and Teachers and Instructors, All Other	604	\$42,900
Postsecondary Teachers, All Other	419	\$90,300
Middle School Teachers, Except Special and Career/Technical Education	405	\$74,800
Self-Enrichment Teachers	373	\$47,300
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	347	\$33,100
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	323	\$42,700
Remaining Component Occupations	5,436	\$72,300
<b>Total</b>	<b>12,377</b>	

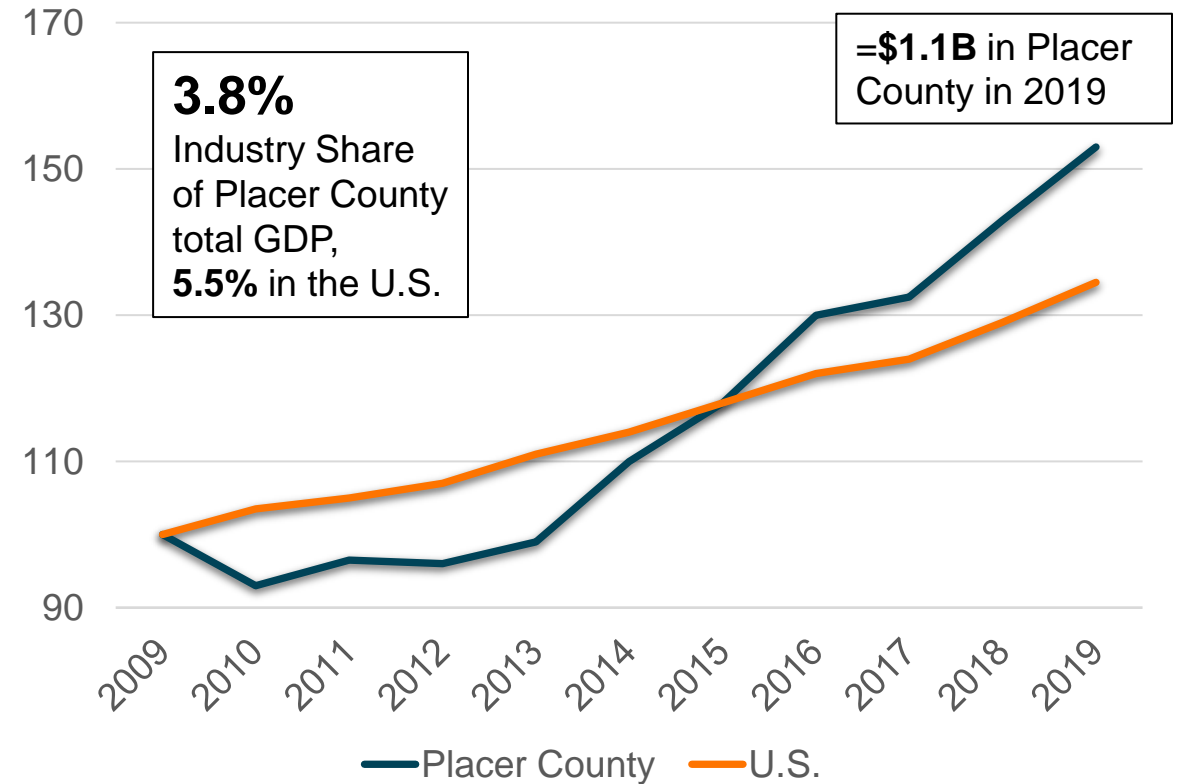
# EDUCATIONAL SERVICES

## Establishments and GDP

**Educational Services Establishments**



**GDP & Productivity Indexed 2009 = 100**



PLACER COUNTY  
**Target Industries**

**FINANCE AND INSURANCE**

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Agencies, Brokerages, and Other Insurance Related Activities	2,429	\$72,915
Depository Credit Intermediation	1,472	\$80,758
Insurance Carriers	1,279	\$98,276
Activities Related to Credit Intermediation	1,097	\$129,444
Nondepository Credit Intermediation	671	\$131,894
Securities and Commodity Contracts Intermediation and Brokerage	618	\$155,468
Other Financial Investment Activities	520	\$125,526
Other Investment Pools and Funds	15	\$103,558
Securities and Commodity Exchanges	0	
Insurance and Employee Benefit Funds	0	
<b>Total Finance and Insurance</b>	<b>8,100</b>	<b>\$101,084</b>

**FINANCE AND INSURANCE**

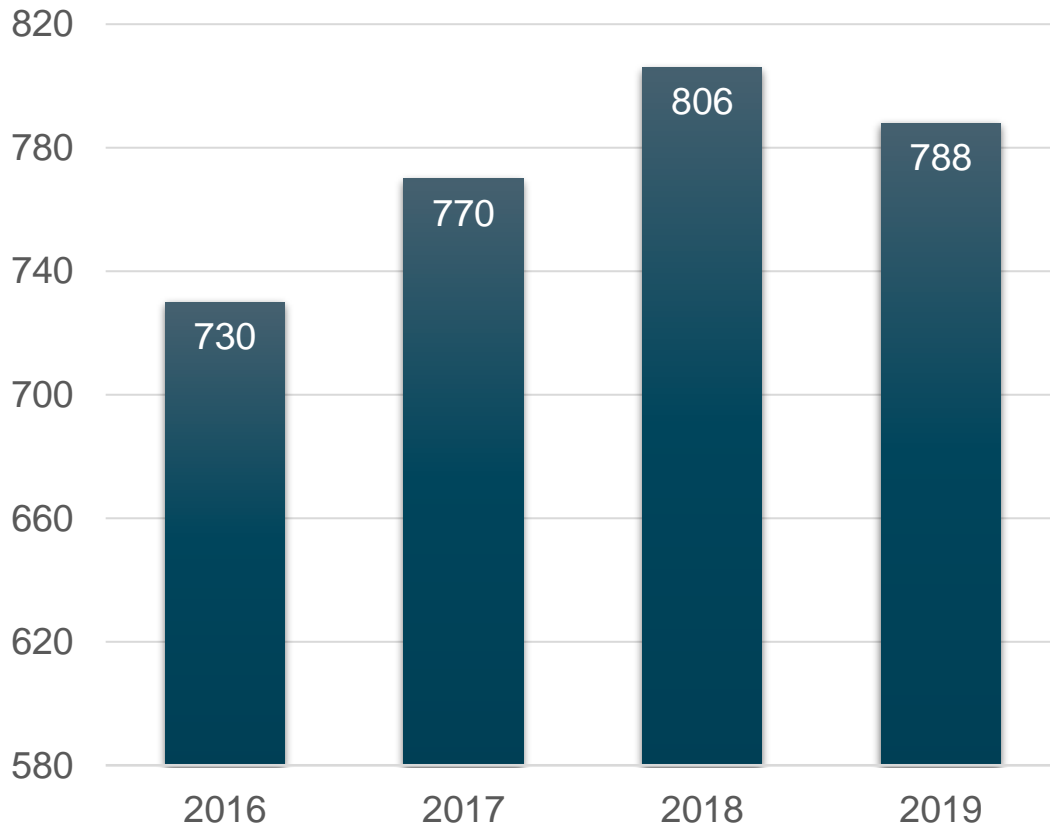
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Securities, Commodities, and Financial Services Sales Agents	671	\$74,300
Insurance Sales Agents	663	\$92,200
Tellers	552	\$35,800
Insurance Claims and Policy Processing Clerks	489	\$51,000
Customer Service Representatives	448	\$44,600
Claims Adjusters, Examiners, and Investigators	411	\$75,500
Loan Officers	365	\$76,000
Personal Financial Advisors	349	\$110,900
Financial Managers	283	\$135,400
First-Line Supervisors of Office and Administrative Support Workers	247	\$67,000
Remaining Component Occupations	3,598	\$75,000
<b>Total</b>	<b>8,100</b>	

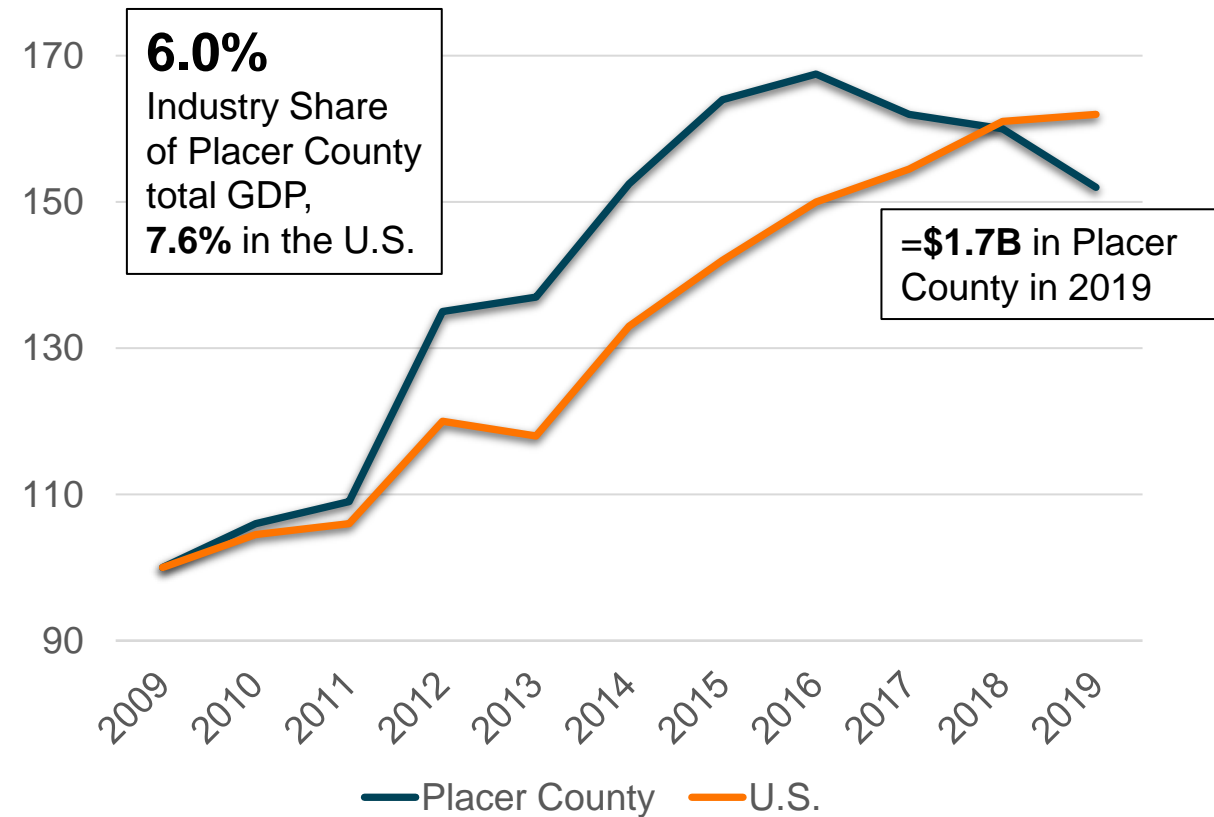
# FINANCE AND INSURANCE

## Establishments and GDP

Finance and Insurance  
Establishments



GDP & Productivity  
Indexed 2009 = 100





PLACER COUNTY  
**Target Industries**

**HEALTH CARE AND SOCIAL  
ASSISTANCE**

**HEALTH CARE AND SOCIAL ASSISTANCE**

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Outpatient Care Centers	5,816	\$124,941
General Medical and Surgical Hospitals	5,148	\$101,657
Individual and Family Services	4,249	\$23,231
Offices of Physicians	2,342	\$145,173
Offices of Dentists	1,899	\$58,220
Nursing Care Facilities (Skilled Nursing Facilities)	1,416	\$40,927
Offices of Other Health Practitioners	1,330	\$44,815
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	1,305	\$32,060
Home Health Care Services	1,040	\$57,851
Vocational Rehabilitation Services	1,002	\$31,471
Remaining Component Industries	1,926	\$31,002
<b>Total Health Care and Social Assistance</b>	<b>27,472</b>	<b>\$76,722</b>

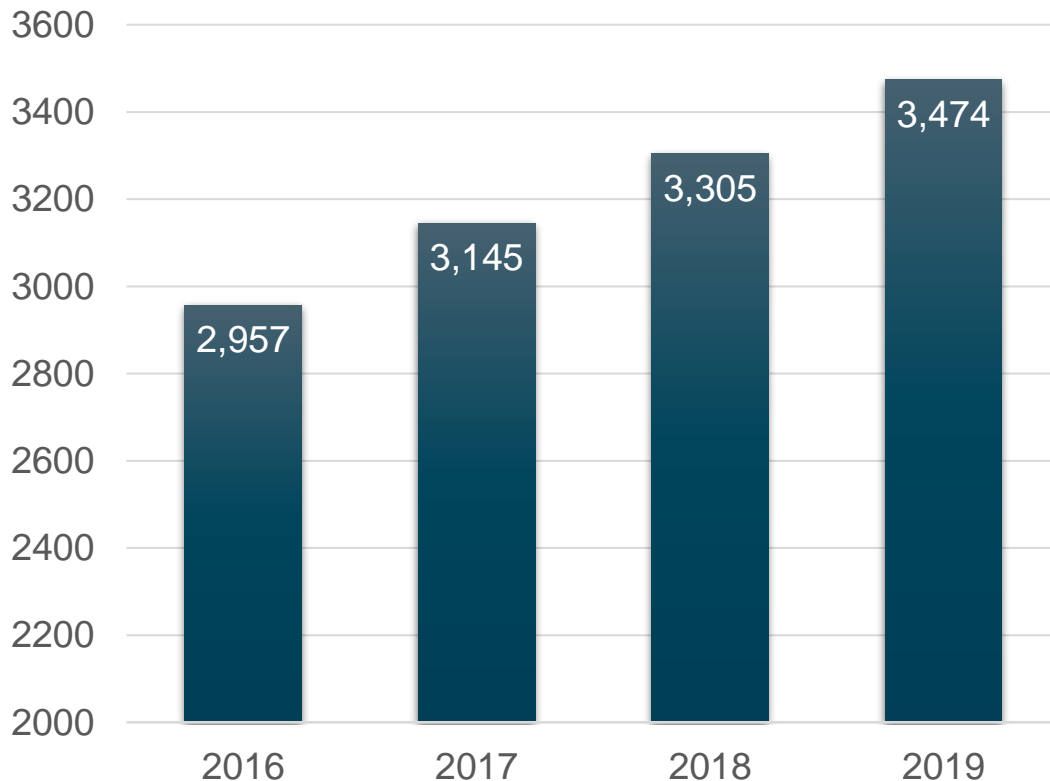
## HEALTH CARE AND SOCIAL ASSISTANCE

# Employment by Occupation, Q2-2020

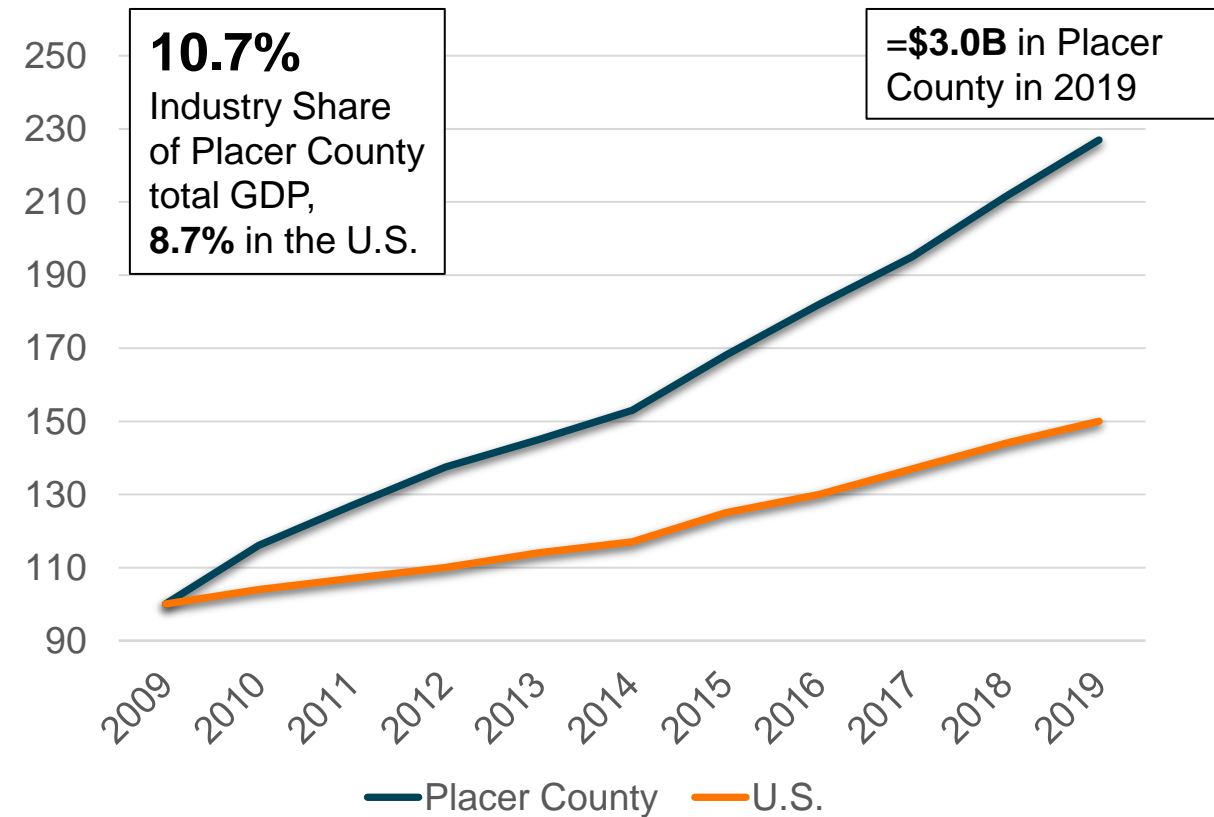
6-digit Occupation	Employment	Avg Annual Wages
Registered Nurses	3,277	\$126,900
Personal Care Aides	2,943	\$27,200
Medical Assistants	1,151	\$42,500
Medical Secretaries and Administrative Assistants	1,086	\$47,400
Home Health Aides	1,043	\$27,200
Nursing Assistants	1,015	\$39,500
Dental Assistants	742	\$47,800
Licensed Practical and Licensed Vocational Nurses	711	\$60,500
Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	570	\$58,700
Receptionists and Information Clerks	554	\$34,100
Remaining Component Occupations	14,356	\$70,100
<b>Total</b>	<b>27,472</b>	

# HEALTH CARE AND SOCIAL ASSISTANCE Establishments and GDP

Health Care and Social Assistance  
Establishments



GDP & Productivity  
Indexed 2009 = 100



PLACER COUNTY  
**Target Industries**

**MANUFACTURING**

## MANUFACTURING

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Computer and Peripheral Equipment Manufacturing	639	\$206,774
Beverage Manufacturing	352	\$31,545
Sawmills and Wood Preservation	317	\$58,715
Semiconductor and Other Electronic Component Manufacturing	311	\$81,790
Other Food Manufacturing	297	\$109,055
Household and Institutional Furniture and Kitchen Cabinet Manufacturing	253	\$44,328
Other Wood Product Manufacturing	251	\$46,410
Architectural and Structural Metals Manufacturing	247	\$55,304
Metalworking Machinery Manufacturing	214	\$68,988
Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	183	\$47,943
Remaining Component Industries	2,808	\$52,011
<b>Total Manufacturing</b>	<b>5,873</b>	<b>\$69,728</b>

## MANUFACTURING

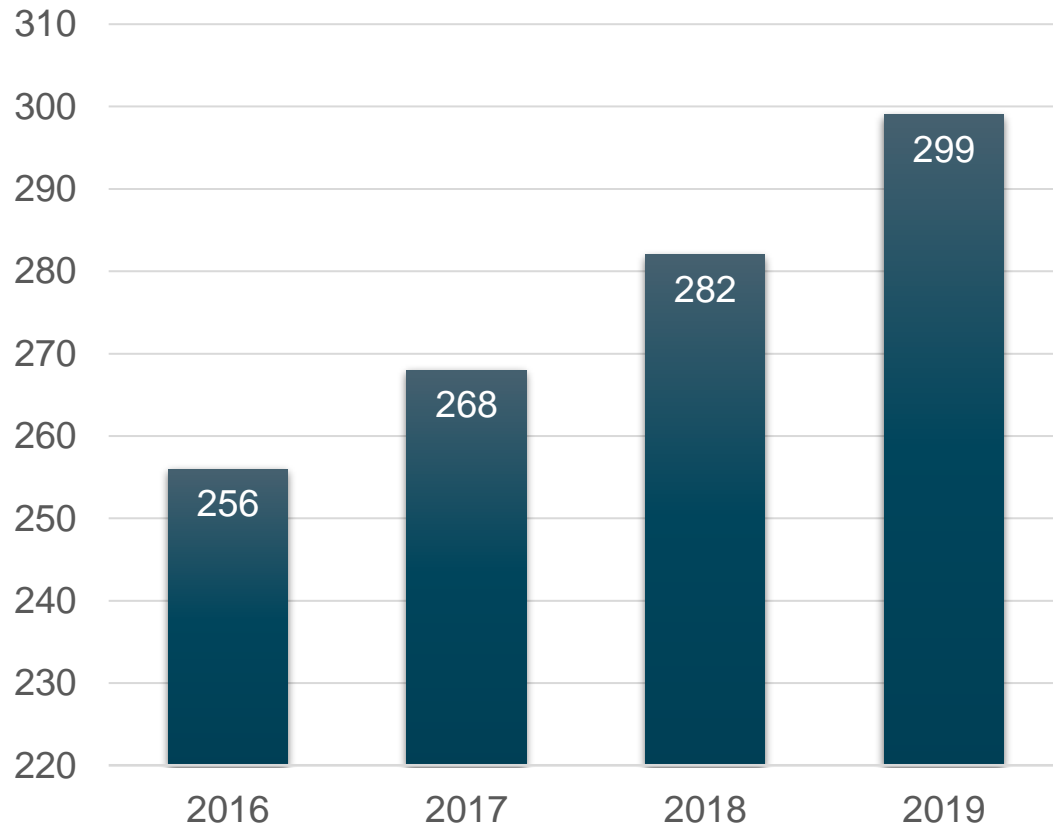
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Team Assemblers	315	\$35,300
Software Developers and Software Quality Assurance Analysts and Testers	201	\$135,800
Laborers and Freight, Stock, and Material Movers, Hand	182	\$34,700
First-Line Supervisors of Production and Operating Workers	154	\$69,400
Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers	149	\$41,400
Welders, Cutters, Solderers, and Brazers	146	\$44,500
Machinists	145	\$46,500
Inspectors, Testers, Sorters, Samplers, and Weighers	140	\$45,700
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	118	\$76,000
Packaging and Filling Machine Operators and Tenders	116	\$38,200
Remaining Component Occupations	4,176	\$62,400
<b>Total</b>	<b>5,873</b>	

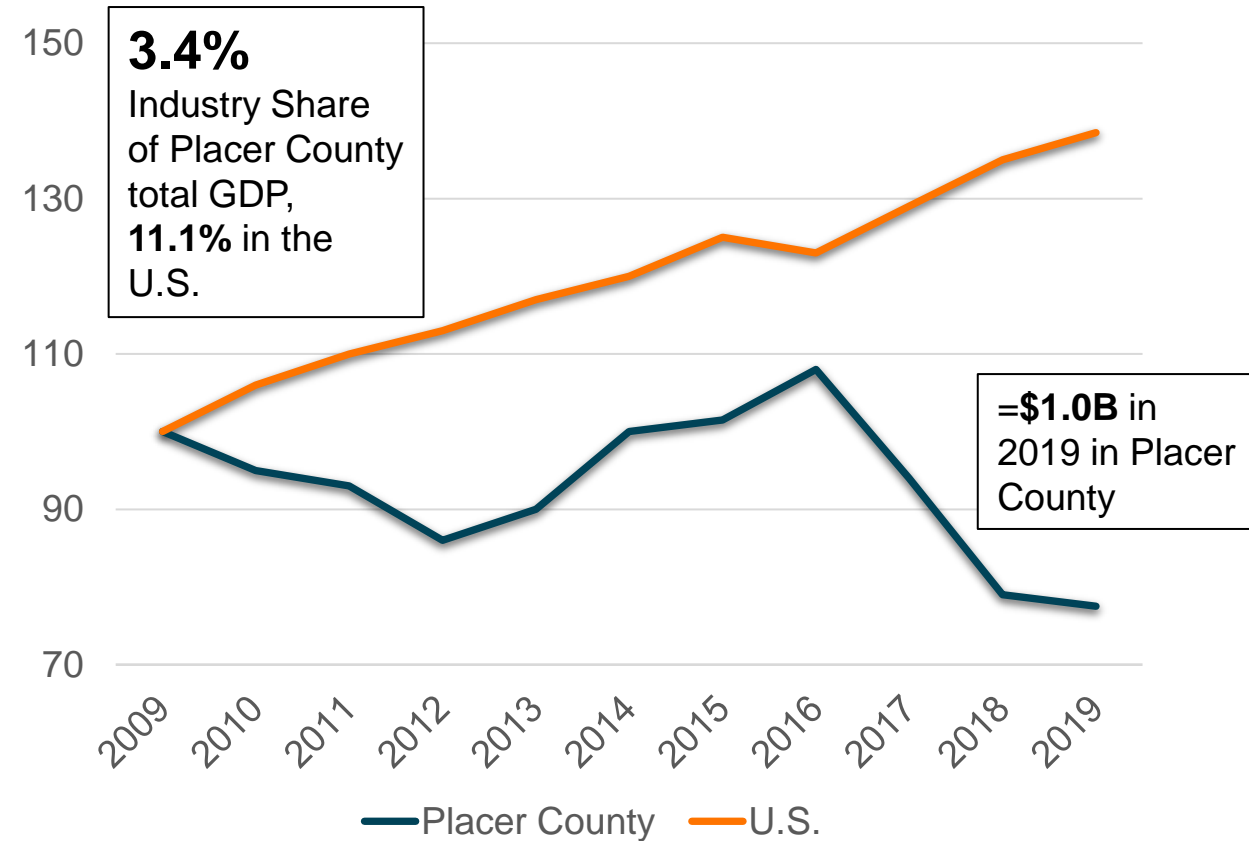
# MANUFACTURING

## Establishments and GDP

**Manufacturing Establishments**



**GDP & Productivity Indexed 2009 = 100**





# PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES

**PROF, SCI, AND TECH SERVICES**

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Management, Scientific, and Technical Consulting Services	2,824	\$63,178
Other Professional, Scientific, and Technical Services	2,037	\$50,270
Architectural, Engineering, and Related Services	1,991	\$91,930
Computer Systems Design and Related Services	1,806	\$107,274
Legal Services	1,353	\$79,933
Accounting, Tax Preparation, Bookkeeping, and Payroll Services	1,284	\$61,831
Advertising, Public Relations, and Related Services	265	\$55,408
Specialized Design Services	193	\$52,508
Scientific Research and Development Services	41	\$71,665
<b>Total Professional, Scientific, and Technical Services</b>	<b>11,794</b>	<b>\$73,978</b>

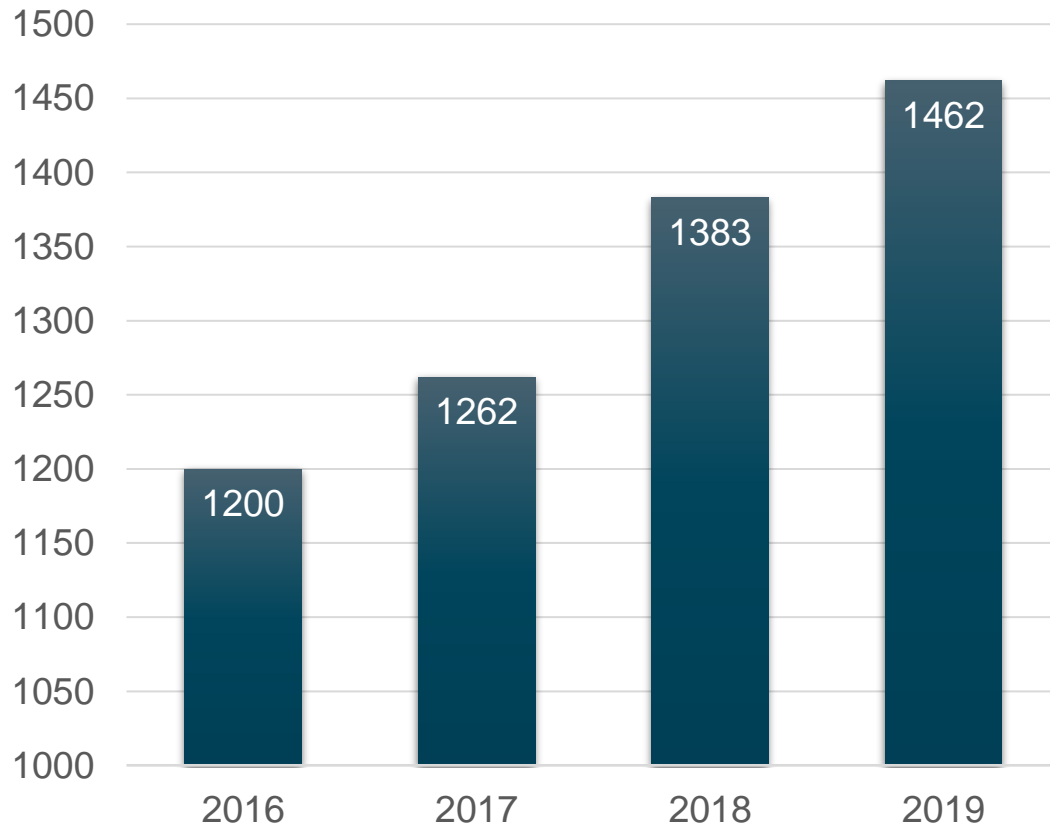
PROF, SCI, AND TECH SERVICES

# Employment by Occupation, Q2-2020

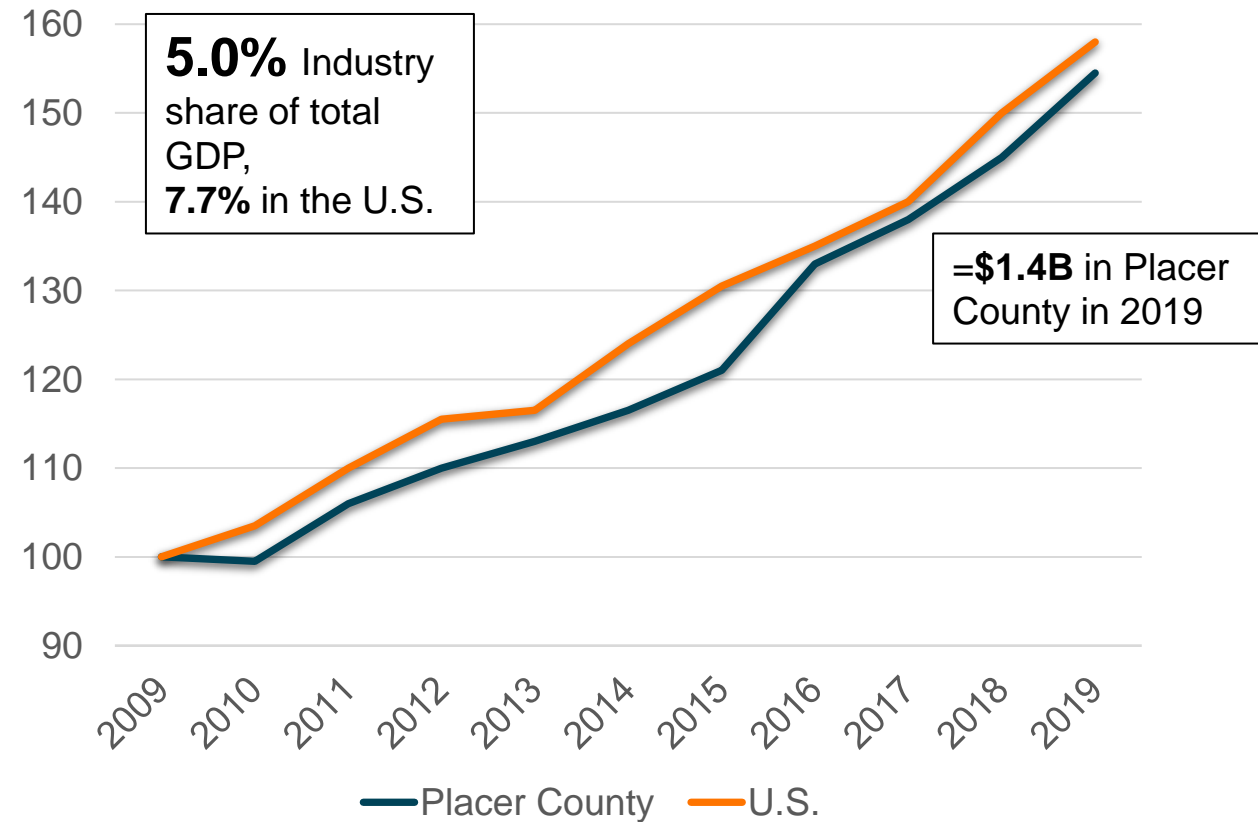
6-digit Occupation	Employment	Avg Annual Wages
Management Analysts	670	\$84,500
Accountants and Auditors	641	\$85,500
Lawyers	617	\$140,700
Software Developers and Software Quality Assurance Analysts and Testers	537	\$116,300
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	460	\$119,700
Project Management Specialists and Business Operations Specialists, All Other	289	\$87,000
Civil Engineers	289	\$120,500
Paralegals and Legal Assistants	272	\$57,000
Office Clerks, General	270	\$38,600
General and Operations Managers	247	\$159,100
Remaining Component Occupations	7,463	\$72,600
<b>Total</b>	<b>11,794</b>	

# PROF, SCI, AND TECH SERVICES Establishments and GDP

Prof, Sci, and Tech Services  
Establishments



GDP & Productivity  
Indexed 2009 = 100



PLACER COUNTY  
**Target Industries**

**REAL ESTATE AND RENTAL  
AND LEASING**

REAL ESTATE AND RENTAL AND LEASING

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Activities Related to Real Estate	2,218	\$60,238
Lessors of Real Estate	1,589	\$98,630
Offices of Real Estate Agents and Brokers	1,288	\$80,841
Automotive Equipment Rental and Leasing	503	\$76,074
Consumer Goods Rental	252	\$36,603
Commercial and Industrial Machinery and Equipment Rental and Leasing	204	\$78,124
General Rental Centers	58	\$60,798
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	26	\$95,394
<b>Total Real Estate and Rental and Leasing</b>	<b>6,139</b>	<b>\$74,626</b>

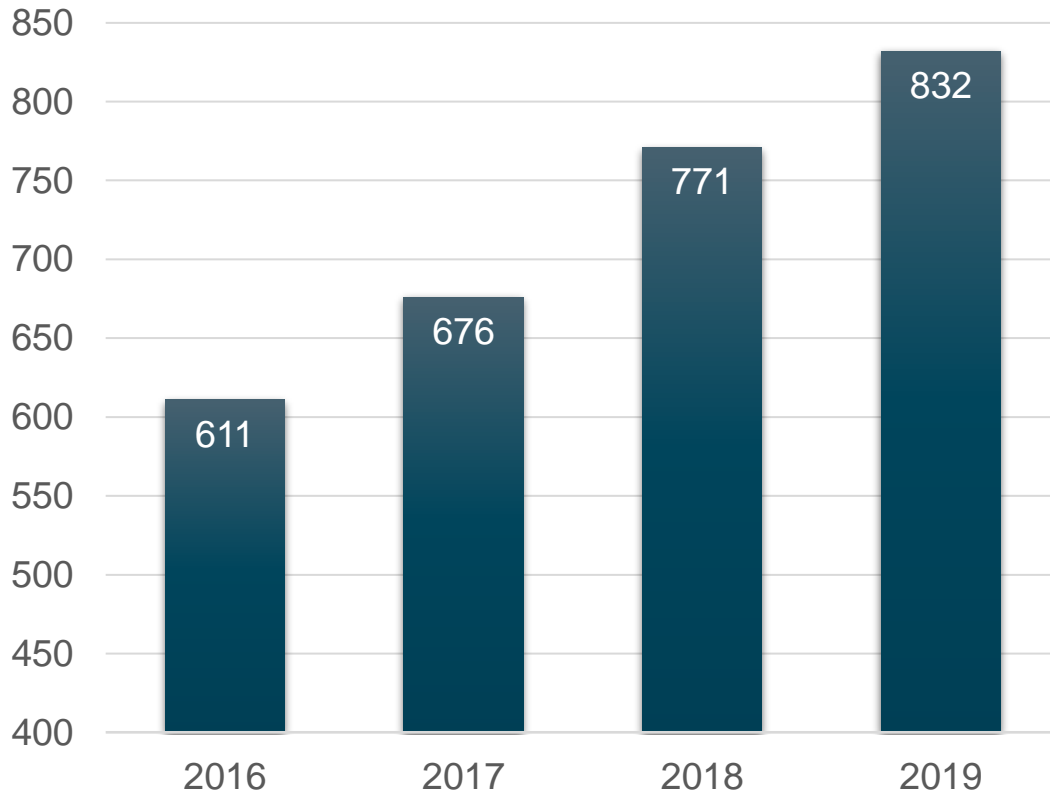
REAL ESTATE AND RENTAL AND LEASING

# Employment by Occupation, Q2-2020

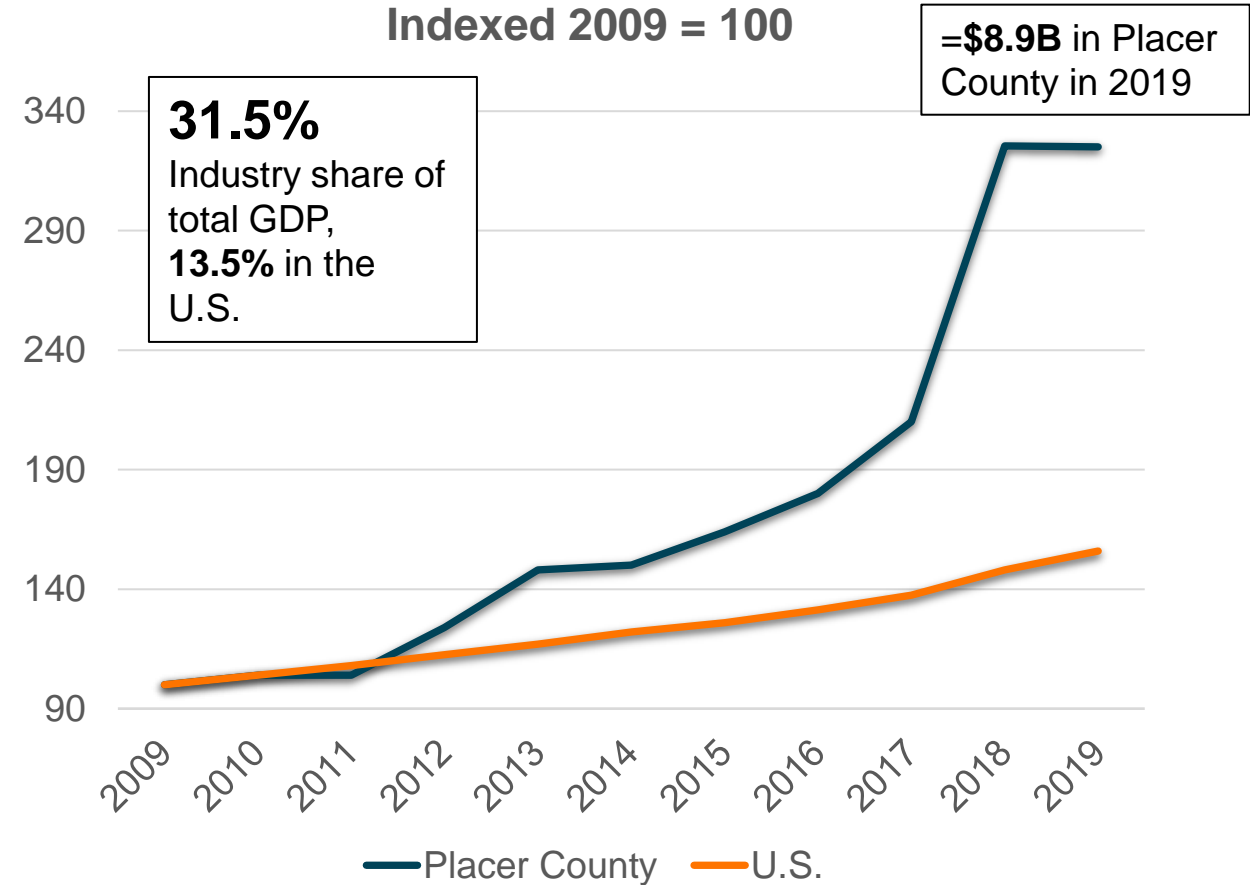
6-digit Occupation	Employment	Avg Annual Wages
Property, Real Estate, and Community Association Managers	813	\$60,400
Counter and Rental Clerks	747	\$34,600
Maintenance and Repair Workers, General	711	\$44,300
Real Estate Sales Agents	479	\$67,400
Office Clerks, General	310	\$37,600
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	229	\$42,700
Real Estate Brokers	195	\$102,900
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	187	\$33,000
Bookkeeping, Accounting, and Auditing Clerks	157	\$46,500
General and Operations Managers	148	\$121,800
Remaining Component Occupations	2,134	\$59,700
<b>Total</b>	<b>6,139</b>	

# REAL ESTATE AND RENTAL AND LEASING Establishments and GDP

Real Estate and Rental and Leasing  
Establishments



GDP & Productivity  
Indexed 2009 = 100





PLACER COUNTY  
**Target Industries**

**RETAIL TRADE**

RETAIL TRADE

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Grocery Stores	3,783	\$33,541
Automobile Dealers	3,077	\$68,089
General Merchandise Stores, including Warehouse Clubs and Supercenters	2,498	\$29,323
Clothing Stores	1,557	\$18,874
Building Material and Supplies Dealers	1,529	\$35,238
Department Stores	1,453	\$26,283
Health and Personal Care Stores	1,223	\$35,655
Sporting Goods, Hobby, and Musical Instrument Stores	992	\$23,140
Home Furnishings Stores	829	\$34,547
Gasoline Stations	721	\$29,879
Remaining Component Industries	5,156	\$32,444
<b>Total Retail Trade</b>	<b>22,816</b>	<b>\$36,406</b>

RETAIL TRADE

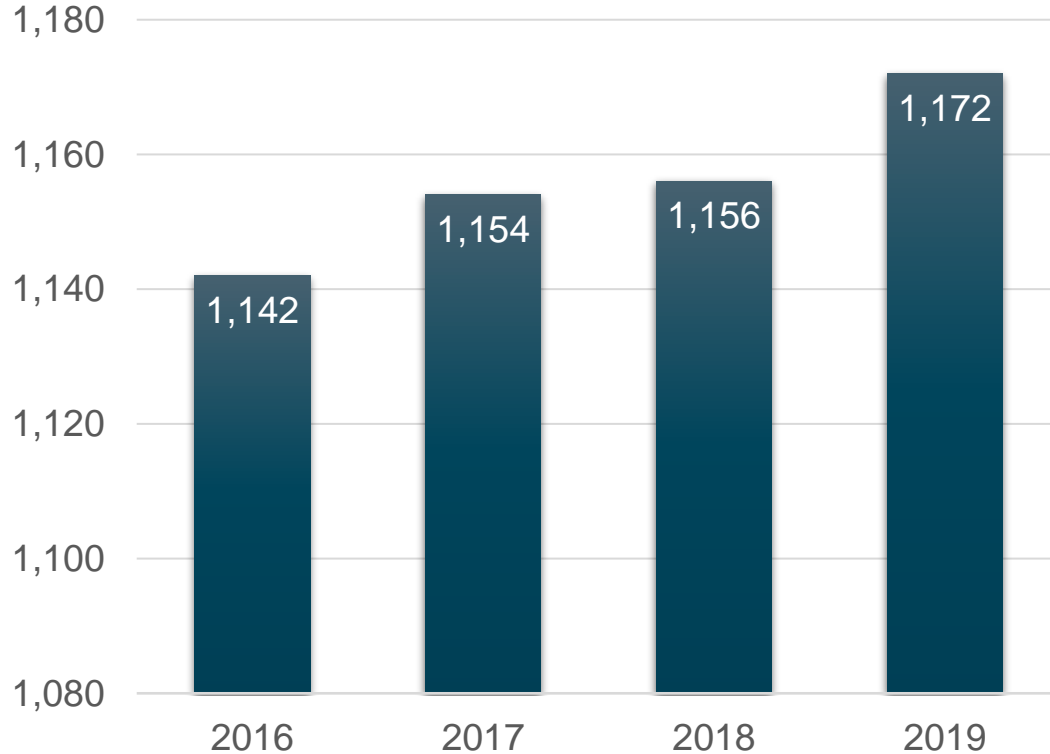
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Retail Salespersons	5,392	\$31,000
Cashiers	3,976	\$29,700
Stockers and Order Fillers	1,965	\$31,400
First-Line Supervisors of Retail Sales Workers	1,868	\$46,700
Automotive Service Technicians and Mechanics	627	\$53,000
General and Operations Managers	407	\$106,600
Laborers and Freight, Stock, and Material Movers, Hand	389	\$33,100
Customer Service Representatives	385	\$39,400
Office Clerks, General	315	\$35,300
Food Preparation Workers	294	\$28,400
Remaining Component Occupations	7,155	\$55,700
<b>Total</b>	<b>22,816</b>	

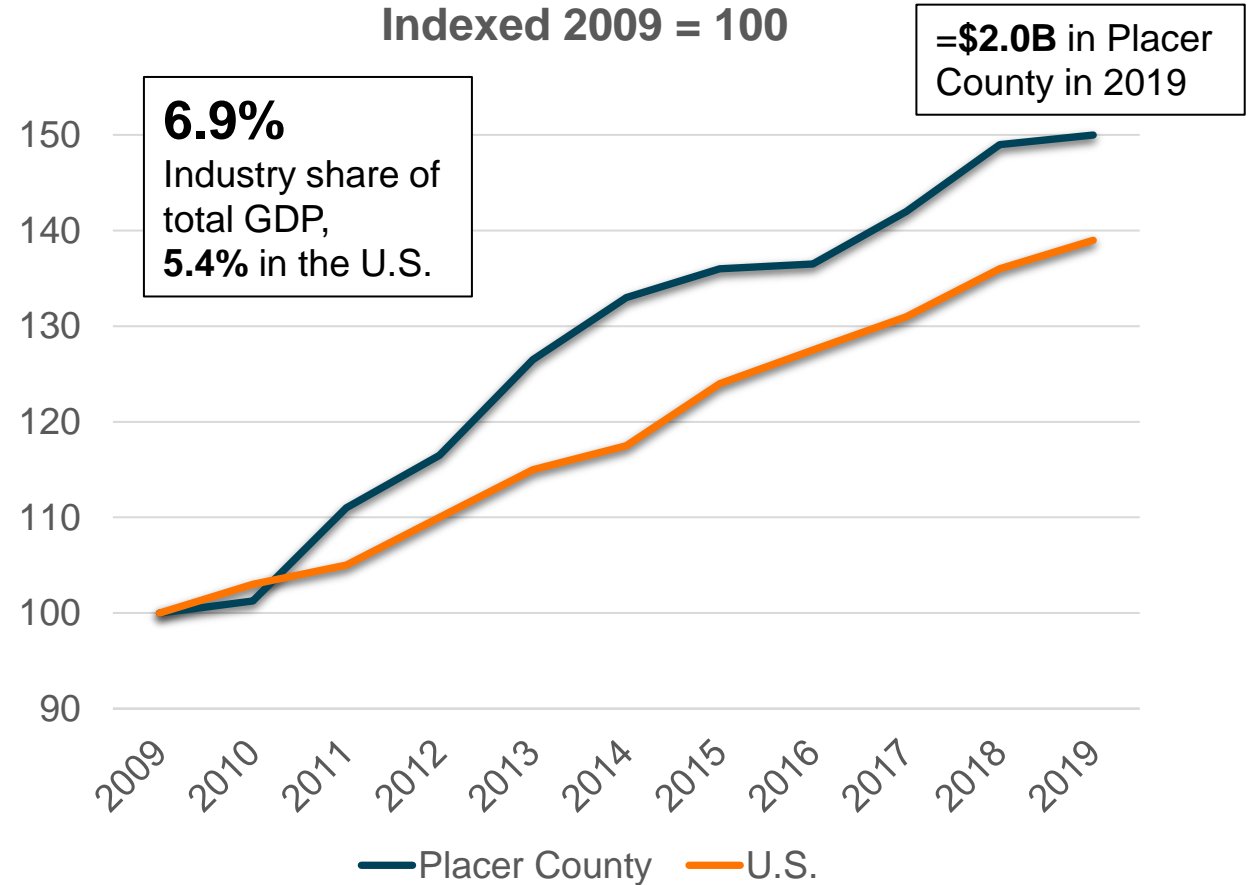
# RETAIL TRADE

## Establishments and GDP

**Retail Trade Establishments**



**GDP & Productivity Indexed 2009 = 100**



# WHOLESALE TRADE

## WHOLESALE TRADE

# Employment by Industry, Q2-2020

4-Digit Industry	Employment	Avg Annual Wages
Professional and Commercial Equipment and Supplies Merchant Wholesalers	1,226	\$84,994
Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers	922	\$60,100
Grocery and Related Product Merchant Wholesalers	714	\$61,886
Machinery, Equipment, and Supplies Merchant Wholesalers	365	\$93,609
Household Appliances and Electrical and Electronic Goods Merchant Wholesalers	331	\$92,427
Lumber and Other Construction Materials Merchant Wholesalers	323	\$58,418
Wholesale Electronic Markets and Agents and Brokers	226	\$93,365
Miscellaneous Durable Goods Merchant Wholesalers	180	\$71,903
Miscellaneous Nondurable Goods Merchant Wholesalers	170	\$43,218
Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers	162	\$48,919
Remaining Component Industries	643	\$62,800
<b>Total Wholesale Trade</b>	<b>5,260</b>	<b>\$72,542</b>

**WHOLESALE TRADE**

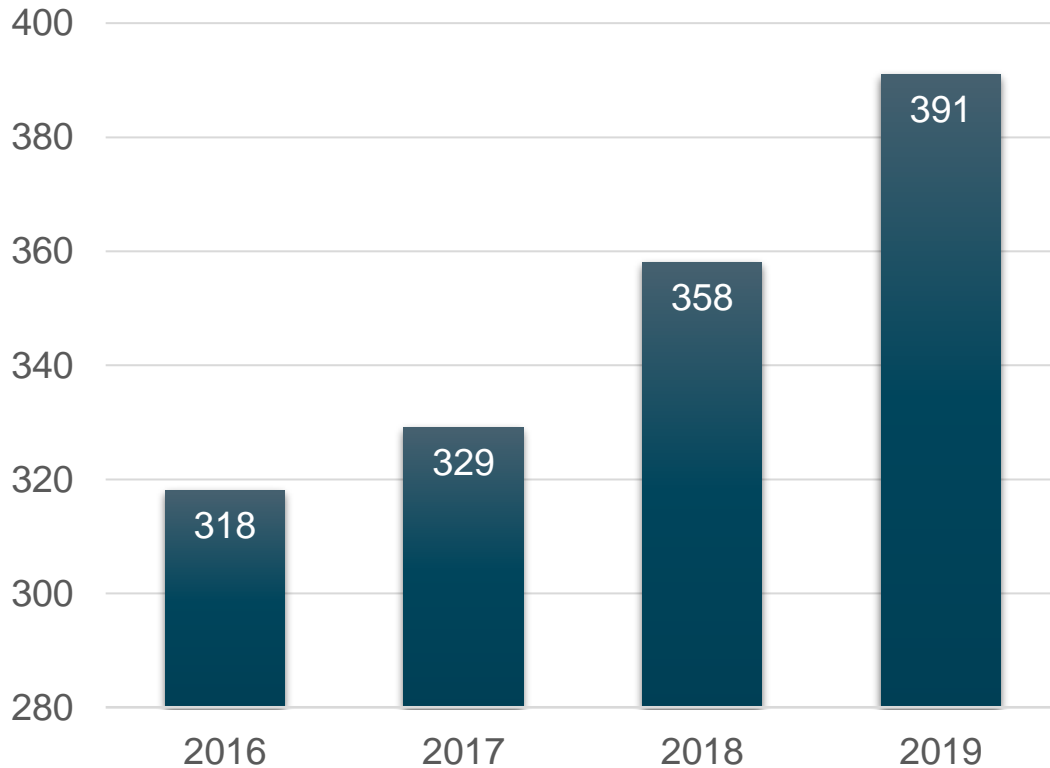
# Employment by Occupation, Q2-2020

6-digit Occupation	Employment	Avg Annual Wages
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	718	\$75,100
Laborers and Freight, Stock, and Material Movers, Hand	429	\$34,200
Stockers and Order Fillers	198	\$32,800
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	180	\$90,600
General and Operations Managers	174	\$127,800
Office Clerks, General	145	\$37,800
Heavy and Tractor-Trailer Truck Drivers	141	\$50,500
First-Line Supervisors of Non-Retail Sales Workers	137	\$77,500
Light Truck Drivers	135	\$39,700
Shipping, Receiving, and Inventory Clerks	133	\$37,800
Remaining Component Occupations	2,829	\$63,300
<b>Total</b>	<b>5,260</b>	

# WHOLESALE TRADE

## Establishments and GDP

Wholesale Trade Establishments



GDP & Productivity Indexed 2009 = 100

