PLACER COUNTY PROFILE

EMPLOYMENT BY INDUSTRY 1

- 18.91% Trade, Transportation and Utilities
- 16.38% Educational and Health Services
- 13.80% Leisure and Hospitality
- 12.62% Government
- 12.37% Professional and Business Services
- 8.68% Construction
- 7.60% Financial Activities
- 4.14% Manufacturing
- 3.68% Other Services
- 1.57% Information
- 0.18% Agriculture
- 0.06% Mining and Logging

MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY 2

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sutter Health</td>
<td>5,634</td>
</tr>
<tr>
<td>Kaiser Permanente</td>
<td>5,609</td>
</tr>
<tr>
<td>Thunder Valley Casino Resort</td>
<td>2,500</td>
</tr>
<tr>
<td>Hewlett-Packard Enterprise Co.</td>
<td>2,000</td>
</tr>
<tr>
<td>PRIDE Industries</td>
<td>1,446</td>
</tr>
<tr>
<td>Safeway</td>
<td>1,169</td>
</tr>
<tr>
<td>Squaw Valley Alpine Meadows</td>
<td>1,161</td>
</tr>
<tr>
<td>Union Pacific Railroad Co. Inc.</td>
<td>1,091</td>
</tr>
<tr>
<td>Raley’s Inc.</td>
<td>901</td>
</tr>
<tr>
<td>Adventist Health System/West</td>
<td>827</td>
</tr>
</tbody>
</table>

LABOR FORCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Employed</th>
<th>Unemployed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>173,300</td>
<td>20,100</td>
</tr>
<tr>
<td>2016</td>
<td>179,300</td>
<td>7,700</td>
</tr>
<tr>
<td>2017</td>
<td>180,462</td>
<td>7,008</td>
</tr>
</tbody>
</table>

MEDIAN HOUSEHOLD INCOME

Placer County  California

<table>
<thead>
<tr>
<th>Year</th>
<th>2010 (Benchmark)</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$74,447</td>
<td>$73,948</td>
<td>$76,926</td>
</tr>
</tbody>
</table>

1. As of December 2016
Source: State of California Employment Development Department
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 Sources: Sacramento Business Journal, 2017
### NUMBER OF HOUSING UNITS

<table>
<thead>
<tr>
<th>Year</th>
<th>Auburn (Benchmark)</th>
<th>Colfax</th>
<th>Lincoln</th>
<th>Loomis</th>
<th>Rocklin</th>
<th>Roseville</th>
<th>Unincorporated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>17,457</td>
<td>22,010</td>
<td>47,757</td>
<td>55,891</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>18,798</td>
<td>24,155</td>
<td>52,407</td>
<td>57,402</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>19,918</td>
<td>24,341</td>
<td>55,684</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### MEDIAN HOME VALUE

<table>
<thead>
<tr>
<th>Year</th>
<th>Auburn (Benchmark)</th>
<th>Colfax</th>
<th>Lincoln</th>
<th>Loomis</th>
<th>Rocklin</th>
<th>Roseville</th>
<th>Unincorporated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$456,000</td>
<td>$379,752</td>
<td>$406,484</td>
<td>$422,911</td>
<td>$391,978</td>
<td>$438,901</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>$348,432</td>
<td>$109,203</td>
<td>$135,868</td>
<td>$64,417</td>
<td>$48,165</td>
<td>$14,096</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$382,837</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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  
placerarts.org

LIVING IN PLACER COUNTY

Breath-taking scenery, a rich history, year-round recreation – and Lake Tahoe – need we say more? Those are just a few of the reasons more than 380,000 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 248 people per square mile.

Data source: U.S. Census Bureau, 2010 via census.gov/quickfacts

TOP 5 CROPS

**Rice**
2010: $27,354,363
2016: $12,635,000

**Cattle & Calves**
2010: $8,015,225
2016: $10,765,000

**Walnuts**
2010: $2,675,195
2016: $5,629,000

Data source: Placer County Agriculture Department, 2016 & 2010 Annual Crop Reports

**Chickens, Fish, Goats, Turkeys & Swine**
2010: $8,015,225
2016: $10,765,000

**Nursery Stock**
2010: $5,048,712
2016: $8,154,000

**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
www.placer.ca.gov