EMPLOYMENT BY INDUSTRY

- 24.53% Government: incl. State and Federal
- 15.84% Trade, Transportation and Utilities
- 15.22% Educational and Health Services
- 13.41% Professional and Business Services
- 10.41% Leisure and Hospitality
- 5.41% Financial Activities
- 5.68% Construction
- 3.78% Manufacturing
- 3.25% Other Services
- 1.44% Information
- 1.06% Agriculture
- 0.55% Mining and Logging

Other Services: religious, grant making, civil, and professional organizations, personal household activities, repair and maintenance and personal services

MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sutter Health</td>
<td>5,435</td>
</tr>
<tr>
<td>Kaiser Permanente</td>
<td>5,361</td>
</tr>
<tr>
<td>Squaw Valley Alpine Meadows</td>
<td>2,500 (peak season)</td>
</tr>
<tr>
<td>Hewlett-Packard Co.</td>
<td>2,100</td>
</tr>
<tr>
<td>Thunder Valley Casino Resort</td>
<td>1,915</td>
</tr>
<tr>
<td>PRIDE Industries</td>
<td>1,155</td>
</tr>
<tr>
<td>Union Pacific Railroad Co.</td>
<td>1,091</td>
</tr>
<tr>
<td>Raley’s Inc.</td>
<td>930</td>
</tr>
<tr>
<td>Adventist Health System/West</td>
<td>763</td>
</tr>
</tbody>
</table>

1. California Employment Development Department, Annual Average Employment by Industry Data
   Note: Employment numbers are full-time equivalents except where otherwise noted.
PLACER COUNTY POPULATION

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

MEDIAN HOME VALUE

Housing and Home Value Data Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. (* = Data not available)
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

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 360,000 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.
TOP 5 CROPS

Rice
2010: $27,354,363
2015: $15,638,000

Cattle & Calves
2010: $8,015,225
2015: $12,600,000

Nursery Plants
2010: $5,048,712
2015: $8,208,000

Timber
2010: $4,659,958
2015: $5,721,000

Walnuts
2010: $2,675,195
2015: $5,155,000

Data source: Placer County Agriculture Department, 2015 & 2010 Annual Crop Reports

PLACER COUNTY EVENTS & TOURISM ATTRACTIONS

All American Speedway
Auburn Century Bike Ride
Auburn Community Festival
Auburn Festival of Lights Parade
Auburn Spring Home Show
Auburn Wine and Food Festival
Auburn’s Party in the Park
Berryfest
Blue Goose Food Extravaganza
Chillin’ N Grillin’ BBQ Festival
Colfax Parade of Lights
Colfax Railroad Days
Country Christmas in Old Town Auburn
Downtown Lincoln Classic Car Show
Fast Friday’s Motorcycle Speedway
Foresthill Divide Heritage Festival
Grape Days of Summer
Gold Country Fair
Gold Country Pro Rodeo
Heritage Trail Tour
Hot Chili, Cool Cars
Lake Tahoe
Lake Tahoe Concours d’Elegance
Lake Tahoe Autumn Food & Wine Festival
Lake Tahoe Shakespeare Festival
Lincoln Wine Fest
Loomis Cowpoke Poetry Fall Gathering
Loomis Eggplant Festival

Mountain Mandarin Festival
Oktoberfest
Placer County Fair
Placer Farm and Barn Tour
Placer Grown Harvest Festival
Rocklin Community Harvest Festival
SnowFest Winter Festival
SPLASH
Spring Street Antiques Fair
Ta-Hoe Nalu Paddle Festival
Tahoe Truckee Earth Day Festival
Tevis Cup Trail Ride
The Great Auburn Obstacle Race
Thunder in the Sky Airshow
Thunder Valley Casino and Resort
Tough Mudder
Tour De Lincoln
Western States Endurance Run
Woofstock
Yomen: A Spring Celebration

For more information, contact:
County of Placer
Executive Office
(530) 889-4030
www.placer.ca.gov

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