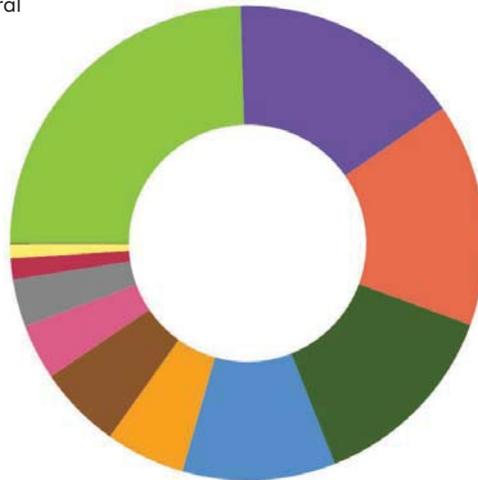


PLACER COUNTY PROFILE

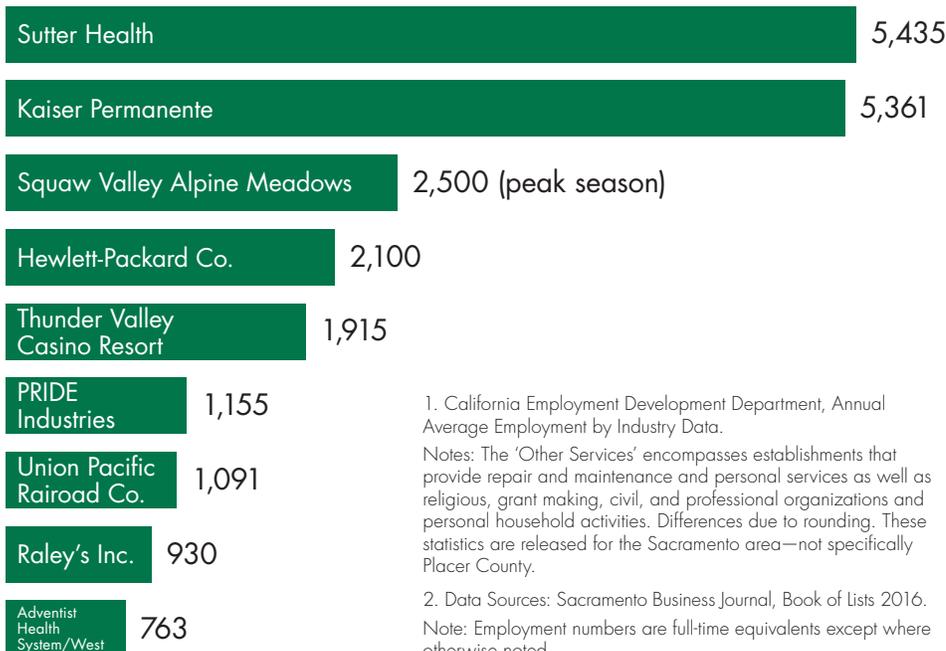
EMPLOYMENT BY INDUSTRY¹

- 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
- 0.96% Agriculture
- 0.05% 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 COUNTY²



1. California Employment Development Department, Annual Average Employment by Industry Data.

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. These statistics are released for the Sacramento area—not specifically Placer County.

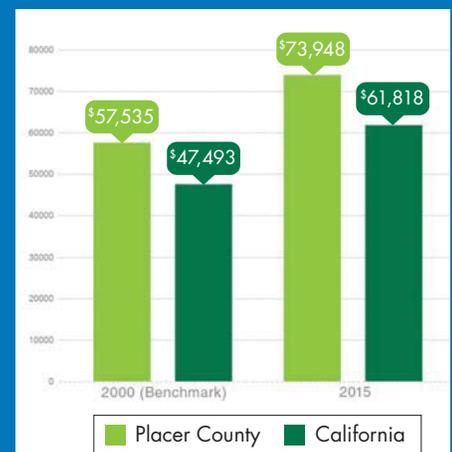
2. Data Sources: Sacramento Business Journal, Book of Lists 2016. Note: Employment numbers are full-time equivalents except where otherwise noted.

LABOR FORCE



Data Source: Employment Development Department, Labor Market Information April 2016.

MEDIAN HOUSEHOLD INCOME



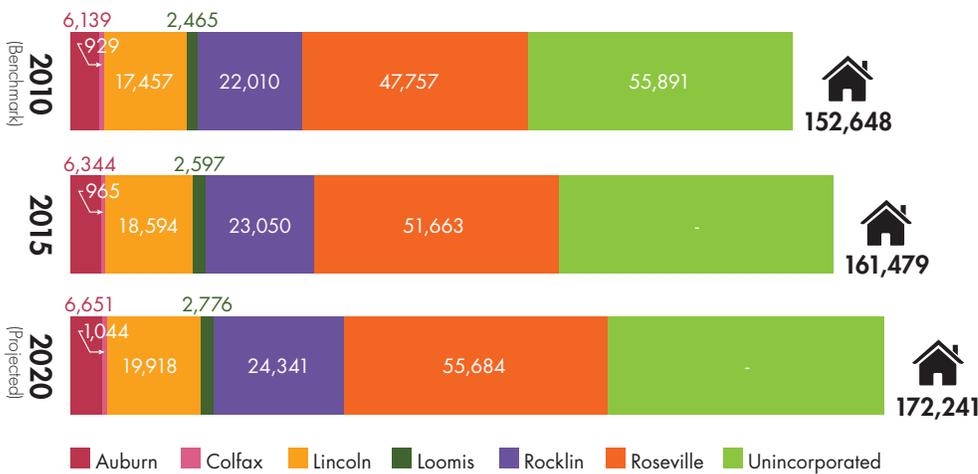
Data Source: www.census.gov (2016 Data not yet available).



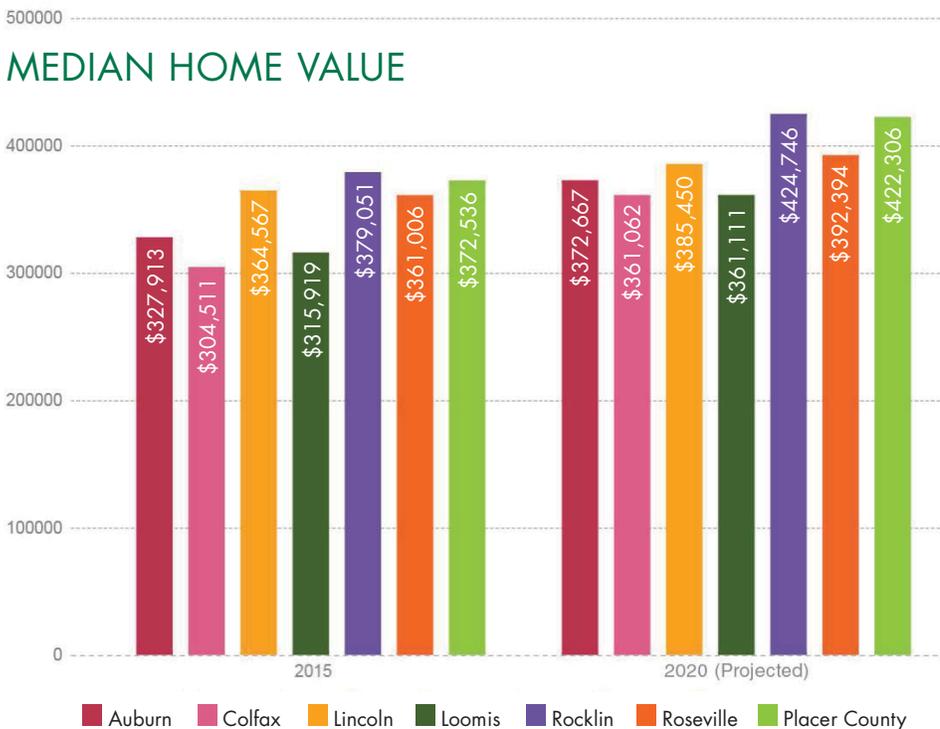
PLACER COUNTY POPULATION³

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

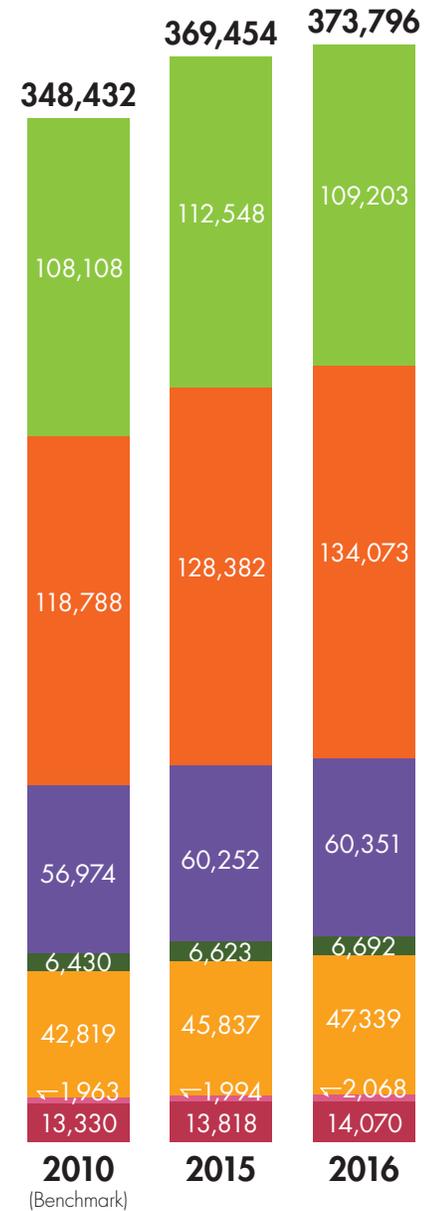
NUMBER OF HOUSING UNITS



MEDIAN HOME VALUE



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



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
canoing
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



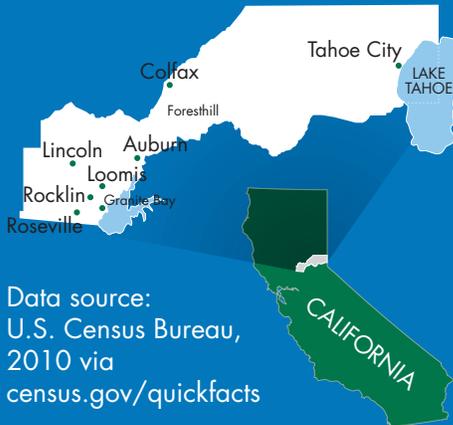
LIVING IN PLACER COUNTY

Breathtaking scenery, a rich history, year-round recreation – and Lake Tahoe – need we say more? Those are just a few of the reasons 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.



GEOGRAPHY

Placer County encompasses 1,424 square miles of land area, and 248 people per square mile.



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 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