

County Snapshot

*C*ounty *Snapshots* are published by the Labor Market Information Division (LMID) of the California Employment Development Department (EDD). The purpose of the *County Snapshots* is to provide a labor force profile of California counties in addition to highlighting industry employment trends and growth as compared to the state of California as a whole.

EDD's Labor Market Information Division regularly collects, analyzes, and publishes information about California's labor market, which consists of approximately 17 million workers and over 1 million employers. In addition to employment and unemployment data, LMID provides economic planning information, industry and occupational information, social and demographic information, and a variety of other statistics.

County Snapshots include Benchmark industry employment and labor force data. Industry employment data provide counts of the number of persons employed by industry classified by Standard Industrial Classification (SIC) code. These data are based on the place of work. Labor force data provide the civilian labor force, employment, unemployment, and the unemployment rate. These data are based on the place of residence.

For a full explanation of these data and for additional labor market information, access EDD's Labor Market Information Division website at www.calmis.ca.gov. Additional copies of *County Snapshots* and contact information for local labor market consultants may be obtained through LMID at (916) 262-2162.

PLACER 2001

California

Counties



Placer County was created in 1851 from a southern area of Yuba County and a western portion of Sutter County.

Most likely a contraction of the Spanish words *plaza de oro*, which translates as “a place near a river where gold is found,” the word “placer” specifically refers to sand or gravel containing gold. Miners washed away the gravel, leaving the heavier gold, in a process known as “placer mining.” The county derives its name from the many places where this method of extracting gold was practiced.

Placer

Located in northern California, easily accessible on Interstate 80, Placer County is 100 miles northeast of San Francisco and 20 miles west of Reno. Surrounding counties include Nevada to the north, Sacramento and El Dorado to the south, and Sutter and Yuba to the west. The state of Nevada borders Placer County to the east. The geography of the county encompasses the grasslands of Gold Country, the snow-capped Sierra Nevada Mountain Range, and numerous rivers, lakes, state and national parks, and ski resorts.

2000 Census data records Placer County's population at 248,400, an increase over 1990 Census data of 44 percent or 75,600 residents. Placer is one of the state's fastest growing counties, with the south Placer cities of Rocklin, Roseville, and Lincoln expanding most rapidly. All three recorded growth of at least 50 percent, with Rocklin leading at 91 percent growth. Population projections estimate the county will be home to more than 406,900 by the year 2020, an increase of 64 percent over current figures.

In addition to population growth, Placer County's 2000 annual average statistics show the civilian labor force numbers 124,800, up 3.2 percent since 1999. The county's unemployment rate of 3.2 percent is significantly lower than the state's unemployment rate of 4.9 percent for the same year. Traditionally tourism and recreation oriented counties tend to have higher unemployment rates, due in part to the greater seasonal variations in employment. However in Placer County, recreational opportunities extend almost year-round, including skiing, snowboarding, hiking, camping, biking, boating, and a variety of other outdoor activities. As a result, the county enjoys a much lower unemployment rate than would normally be expected.

Placer's diverse economic base includes services, retail trade, and government. Employment in the county is dominated by the services industry, which accounts for 27 percent (29,600) of the total employment (109,100). Industry employment

projections for the forecast period 1997–2004 estimate the industry will grow to 35,600 jobs by the year 2004. Within services, the majority of growth is forecast to concentrate in the business services component.

Another significant industry expected to increase employment in Placer's future economy is trade. Already accounting for 25 percent of Placer's total employment, trade has been growing steadily since 1996. The 1997–2004 industry employment projections forecast wholesale and retail trade in Placer County will increase almost 35 percent over the seven-year period. The year 2000 saw the opening of one of the largest area shopping malls in the Sacramento region, located in Roseville. Retailers are generally attracted to the south Placer area because of its strategic location in one of the state's fastest population growth areas and the rapid increase of high wage jobs in the region, particularly those in information technology and related fields.

Recent growth in the North Lake Tahoe area has added more lodging, restaurants, and other services to accommodate more seasonal visitors to the resorts and towns of Placer County. In addition, the south Placer County area is emerging as an important information technology center in the greater Sacramento region. Large computer components manufacturing as well as other smaller firms and related businesses have moved into the region, many of them companies that are relocating or expanding from the Bay Area. Technology industry employers are attracted to Placer County's quality of life, cost of housing, and recreational opportunities.

In Placer County, the combined elements of expanding retail and manufacturing industries, the emerging high technology industry, and a growing residential and business community provide the area with all the essential ingredients for future prosperity. Placer County is expected to show steady industry employment growth, as well as substantial growth in population.

CALIFORNIA LABOR MARKET 2000

A large and diverse state comprised of 58 counties, California encompasses a number of distinct economies and localized labor markets. As each county economy can vary with regard to industrial structure and density of economic activity, state level labor market information helps define which industries and economic trends are affecting California as a whole.

According to 2000 Census data, California had the largest population increase of all fifty states and the District of Columbia, increasing by 13.8 percent or almost 4 million people over 1990 Census data. As a result, California's 33.9 million residents make it the most populous state in the country and account for 12 percent of the nation's total population. Texas, at 20.9 million, and New York, at 19 million, rank as the second and third most populous states. Projections estimate that by the year 2020 over 45 million people will call California home.

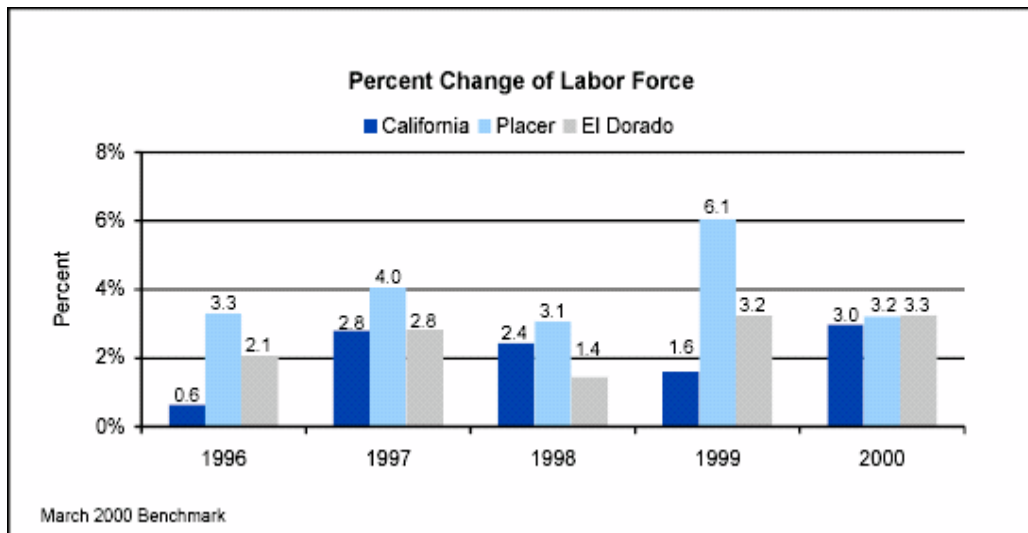
California's labor force is following a similar growth trend. In 2000, civilian labor force grew by 494,300, an increase of 3 percent, bringing the total labor force to over 17 million persons. The annual average unemployment rate dropped 0.3 percentage points, from 5.2 percent in 1999 to 4.9 percent in 2000.

Industry employment figures for the state in 2000 show an overall growth of 3.7 percent from 1999. Almost all of this growth was in nonfarm industries, including significant increases in services, retail trade, and construction.

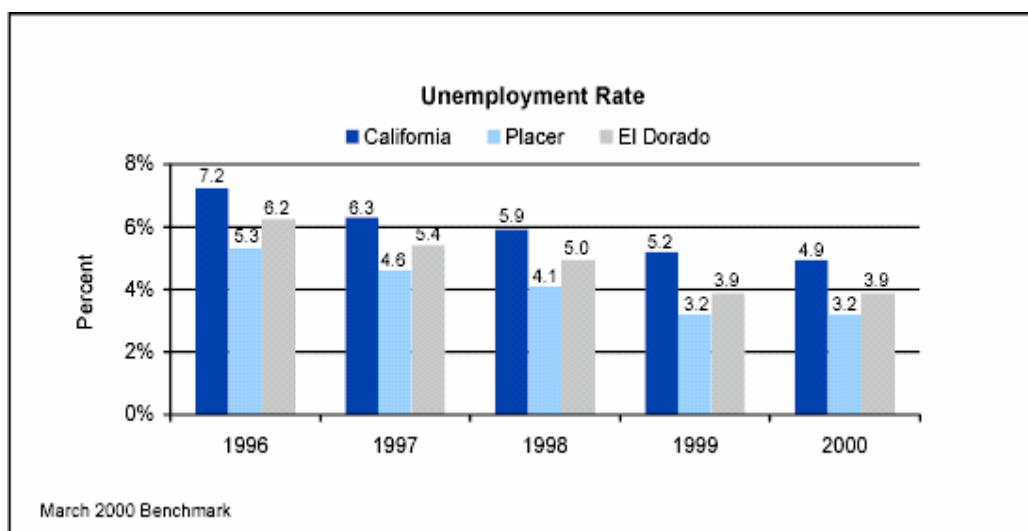
The current industry projections for the state, for the period 1998–2008, indicate that total nonfarm employment will increase by at least 3.2 million jobs, or 23.6 percent. Most of the growth will occur in the services, finance, insurance and real estate, and government industries. Services, the fastest growing industry, is projected to add 1.5 million jobs, an increase of almost 37 percent. Most of the growth will occur in the business services sector. The finance, insurance and real estate, and government industries will increase approximately 20 percent.

LABOR FORCE

Since 1996, Placer County's civilian labor force has shown consistent and substantial gains, which were well over the state's recorded labor force growth. Placer's labor force grew from 106,300 in 1996 to 124,800 in 2000, a cumulative increase of 18,500 or 17.4 percent, compared to 10.2 percent growth for the state and 11.2 percent growth for neighboring El Dorado County.

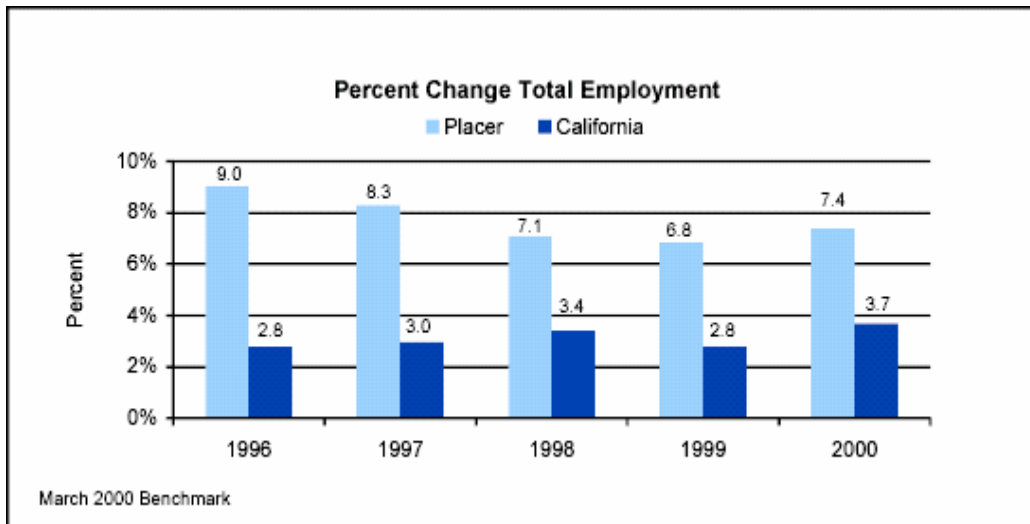


Placer County's annual average unemployment rate has significantly decreased since 1996. Placer's unemployment rate dropped a cumulative 2.1 percentage points, beginning with a high of 5.3 percent in 1996 and dropping to 3.2 percent in 1999 and 2000. California and El Dorado County experienced similar patterns of decline over the five-years profiled as well.

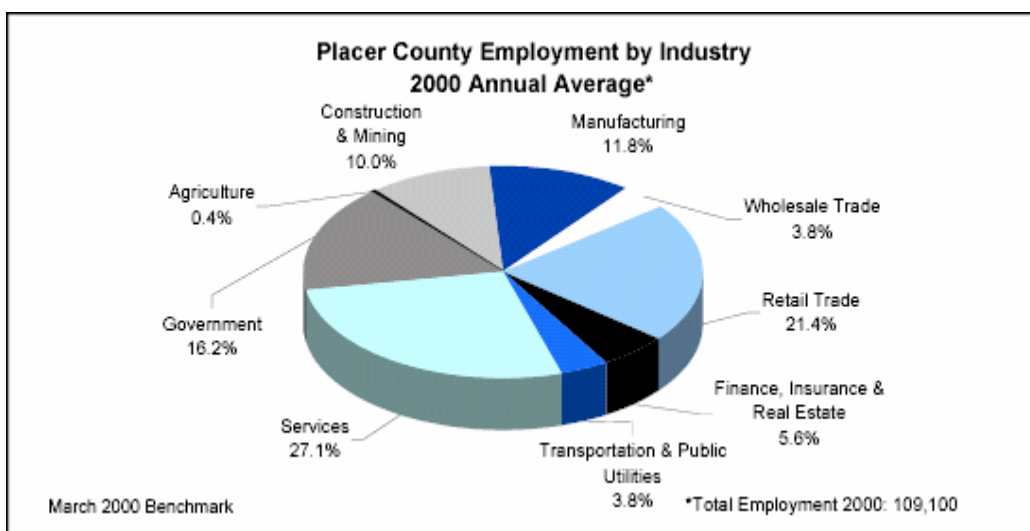


INDUSTRY EMPLOYMENT

Job growth creates opportunity and is considered to be one measure of economic health. Placer County's job growth since 1996 has consistently outpaced California's rate of job growth. Over the period 1996–2000, the county recorded an increase of 27,100 jobs or 33 percent. In 2000, Placer gained 7,500 jobs. The services industry contributed the largest share of the new growth with 1,500 jobs, including significant increases in the automotive dealers and services, eating and drinking places, and other retail trade components.



In 2000, services, retail trade, and government dominated Placer County employment. Together these three industries accounted for 65 percent (70,600) of the total employment (109,100) in the county. All other industries also increased their share of total employment during 2000. Nonfarm industry projections for 1997–2004 forecast that 75 percent of the 30,700 job growth in Placer County during the forecast period will be in manufacturing, services, and retail trade.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and high turnover rates generally provide the most job openings. The table below lists the three largest absolute-growth industries for Placer County, based on industry projections. Within those industries, the occupations included are those likely to have the most job gains. Occupational projections for Placer County are combined with projections for Alpine, El Dorado, Nevada, and Sierra counties (also known as the Golden Sierra Consortium), with the number of job openings reflecting the total for all counties.

Associated Occupations	MANUFACTURING
	1997 - 2004 Projected Growth 53.4%
	Helpers – Production Workers – 663 job openings. Short-term on-the-job training. Help production workers by performing duties of lesser skill. Duties include supplying or holding materials or tools, and cleaning work area and equipment. Examples: Welder's Assistant; Tailor's Aide; Millwright's Helper. Median Hourly Wage – \$7.93
	Electrical and Electronic Engineers – 342 job openings. Bachelor's Degree. Electrical Engineers: Design, develop, test, or supervise the manufacturing and installation of electrical equipment, components, or systems for commercial, industrial, military, or scientific use. Examples: Power Distribution Engineer; Illuminating Engineer; Relay Engineer. Median Hourly Wage – \$30.18 Electronics Engineers, Except Computer: Research, design, develop, and test electronic components and systems for commercial, industrial, military, or scientific use utilizing knowledge of electronic theory and materials properties. Design electronic circuits and components for use in fields such as telecommunications, aerospace guidance and propulsion control, acoustics, or instruments and controls. Median Hourly Wage – \$30.70
	Computer Hardware Engineers – 321 job openings. Bachelor's Degree. Research, design, develop, and test computer or related equipment for commercial, industrial, military, or scientific use. May supervise manufacturing and installation of computer-related equipment and components. Median Hourly Wage – \$41.46
	Assemblers and Fabricators, All Other – 213 job openings. Short-term on-the-job training. All Assemblers and fabricators not listed separately. Examples: Barrel Raiser; Automobile Assembler, except engines; Doll Maker. Median Hourly Wage – \$10.26

Associated Occupations	SERVICES
	1997 – 2004 Projected Growth 43.0%
	Computer Support Specialist – 429 job openings. Bachelor's Degree. Provide technical assistance to computer system users. Answer questions or resolve computer problems for clients in person, via telephone or from remote location. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems. Median Hourly Wage – \$16.59
	Janitors and Cleaners, Except Maids and Housekeeping Cleaners – 335 job openings. Short-term on-the-job training. Keep buildings in clean and orderly condition. Perform heavy cleaning duties such as cleaning floors, shampooing rugs, washing walls and glass, and removing rubbish. Duties may include tending furnace and boiler, performing routine maintenance activities, notifying management of need for repairs, and cleaning snow or debris from sidewalk. Median Hourly Wage – \$8.53
	Instructors and Coaches, Sports and Physical Training – 288 job openings. Moderate-term on-the-job training. Athletic Trainers: Evaluate, advise, and treat athletes to assist recovery from injury, avoid injury, or maintain peak physical fitness. Median Hourly Wage – Not Available Fitness Trainers and Aerobics Instructors: Instruct or coach groups or individuals in exercise activities and the fundamentals of sports. Demonstrate techniques and methods of participation. Observe participants and inform them of corrective measures necessary to improve their skills. Median Hourly Wage - \$18.72
	Computer Systems Analysts – 281 job openings. Bachelor's Degree. Analyze science, engineering, business, and all other data processing problems for application to electronic data processing systems. Analyze user requirements, procedures, and problems to automate or improve existing systems and review computer system capabilities, workflow, and scheduling limitations. May analyze or recommend commercially available software. Median Hourly Wage – \$26.20

Associated Occupations	RETAIL TRADE
	1997 - 2004 Projected Growth 34.7%
	Retail Salespersons – 1,455 job openings. Short-term on-the-job training. Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in retail establishment. Examples: Car Dealer; Haberdasher; Wallpaper Salesperson. Median Hourly Wage – \$8.51
	Cashiers – 784 job openings. Short-term on-the-job training. Receive and disburse money in establishments other than financial institutions. Usually involves use of electronic scanners, cash registers, or related equipment. Often involved in processing credit or debit card transactions and validating checks. Examples: Auction Clerk; Toll Collector; Disbursement Clerk. Short-term on-the-job training. Median Hourly Wage – \$8.22
	Waiters and Waitresses – 364 job openings. Short-term on-the-job training. Take orders and serve food and beverages to patrons at tables in dining establishment. Examples: Cocktail Waiter; Wine Steward; Head Waitress. Median Hourly Wage – \$6.94
	First-Line Supervisors/Managers of Retail Sales Workers – 355 job openings. Work experience. Directly supervise sales workers in a retail establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties. Median Hourly Wage – \$15.47

*Occupational table includes: 1999 Standard Occupational Classifications (SOC) and 2000 Occupational Employment survey (OES) wages.

To access labor market information, visit EDD's Labor Market Information Division home page at www.calmis.ca.gov



COUNTY PROFILE

California State Census Data Center
Census 2000¹

EDD, Labor Market Information Division
2000 Benchmark

EDD, LMID
2000 Benchmark

EDD, UI Claims and Payment
January–December 2000

EDD, DI Claims
January–December 2000²

Population (by largest cities)

Roseville	79,921
Rocklin	36,330
Auburn	12,462
County Total	248,399

Labor Force Statistics

Labor Force	124,800
Employment	120,800
Unemployment	4,000
Unemployment Rate	3.2%

Employment by Industry

Agriculture	400
Construction & Mining	10,900
Manufacturing	12,900
Transportation and Public Utilities	4,200
Trade	27,400
Retail	23,300
Wholesale	4,100
Finance, Insurance, and Real Estate	6,100
Services	29,600
Government	17,000

Unemployment Insurance

New Claims Filed	8,185
Total Amount Paid	\$13,370,189

Disability Insurance

New Claims Filed	4,249
Total Amount Paid	\$17,327,487



COUNTY PROFILE

*EDD, Tax Support Division
1999 Tax Year (Total paid)*

*EDD, Workforce Investment Division
WIA Final Allocations for Program 2000³*

*California Department of Social Services
December, 2000⁴*

*California Community Colleges, Chancellor's Office
Performance on Partnership for Excellence Goals
District and College Baseline Data for 1999-2000⁵*

*California Department of Education
Educational Demographics Unit 1999-2000*

Payroll Tax Contribution

Unemployment Insurance	\$14,089,057
Disability Insurance	\$5,789,656
Personal Income Tax	\$54,364,461
Employment Training Tax	\$351,172

Workforce Investment Act

Adult	\$1,095,031
Youth	\$876,313
Dislocated Worker	\$1,413,520
County Total	\$3,384,864

CalWORKS

Total Participants	3,050
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Additional County Data

Community Colleges	
Vocational Education students	9,527
Transfer Prepared students	1,225
Basic Skills students	1,861
High School (9-12) Dropouts	214
Percentage of total students	1.2%

¹Data obtained from the California Department of Finance, Demographic Research Unit.

²Data included in County Profile covers approximately an 11-month period from January 2000 to December 2000. Complete May 2000 data was not available.

³Data included is at the Golden Sierra Consortium level, including combined allocations for Alpine, El Dorado, Nevada, Placer, and Sierra counties.

⁴Data obtained from the California Department of Social Services, Research and Development Division, Data Systems and Survey Design Bureau's CalWORKs Cash Grant Caseload Movement and Expenditures Report.

⁵Data included represents combined totals from the Sierra Joint Community College District, located in Placer County. Transfer prepared is defined as the net number of students systemwide who earned, within a six-year period, 56 transferable units with a minimum GPA of 2.00. (Net number of students means that a student reaching transfer prepared status in a prior academic year and is still enrolled is not counted during the current academic year.) Vocational Education data is the combined total of successfully completed Apprenticeship course enrollments, successfully completed Advanced-level Vocational course enrollments, and the number of successfully completed Introductory Vocational course enrollments. Basic Skills courses are identified with a Course Basic Skills Status and defined as either precollegiate basic skills or just basic skills.