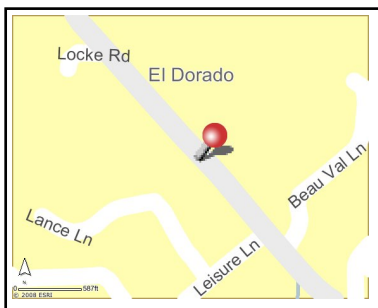
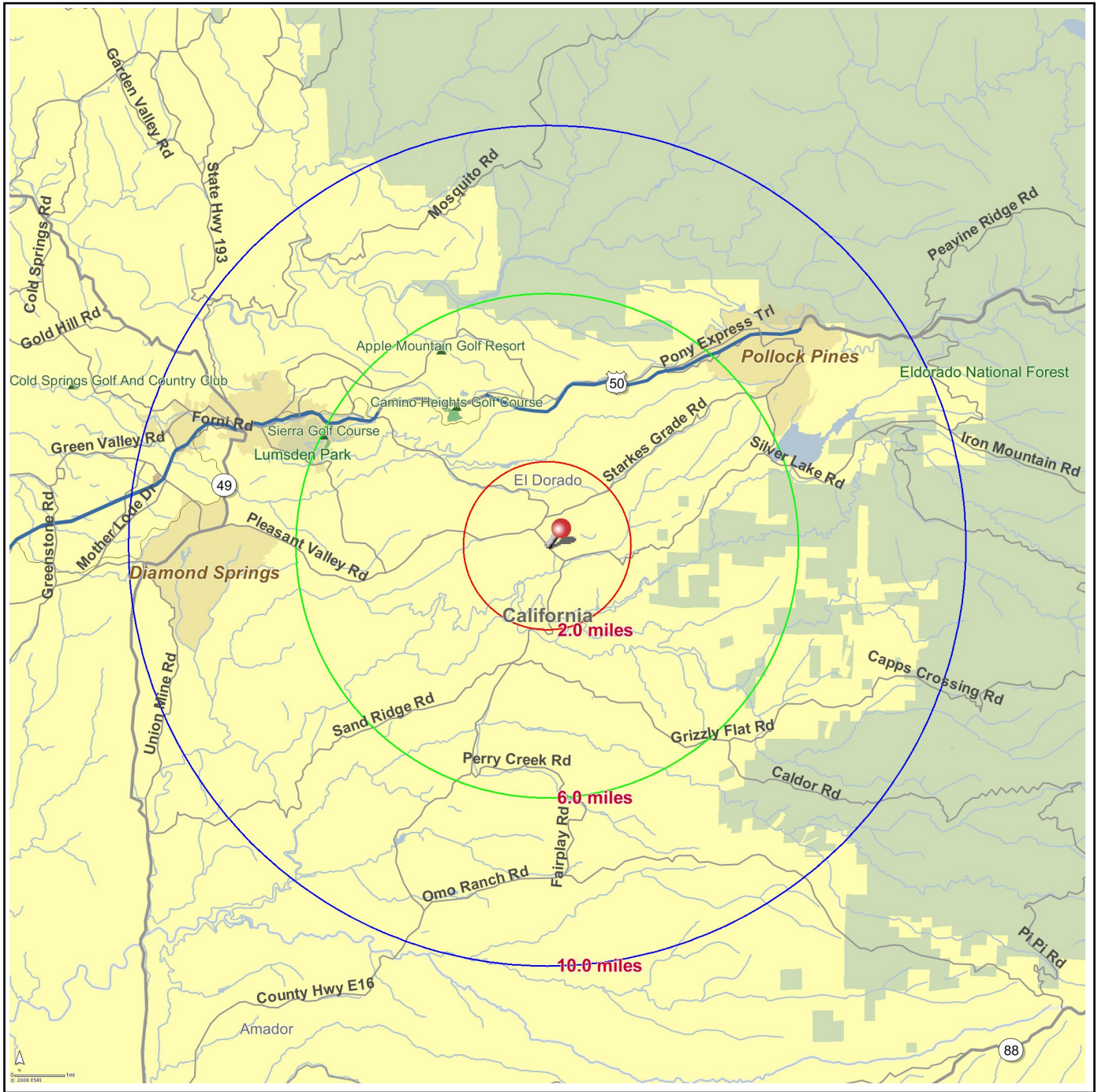


Site Map

4371 Pleasant Valley Rd
Placerville, CA 95667

Prepared By: Tim Tran 408.799.5290
January 17, 2008

Latitude 38.6881
Longitude -120.67





Executive Summary

Prepared By: Tim Tran 408.799.5290

Site Type: Radius	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
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2007 Population

	2 mile	6 mile	10 mile
Total Population	2,498	19,590	52,922
Male Population	49.0%	49.8%	48.9%
Female Population	51.0%	50.2%	51.1%
Median Age	45.1	45.0	44.7

2007 Income

	2 mile	6 mile	10 mile
Median HH Income	\$62,982	\$54,758	\$53,160
Per Capita Income	\$28,788	\$26,163	\$26,197
Average HH Income	\$78,854	\$67,724	\$65,730

2007 Households

	2 mile	6 mile	10 mile
Total Households	896	7,496	20,952
Average Household Size	2.73	2.60	2.50
1990-2000 Annual Rate	1.64%	1.68%	1.5%

2007 Housing

	2 mile	6 mile	10 mile
Owner Occupied Housing Units	84.3%	73.3%	69.3%
Renter Occupied Housing Units	10.8%	18.5%	23.0%
Vacant Housing Units	4.9%	8.2%	7.7%

Population

	2 mile	6 mile	10 mile
1990 Population	2,081	15,514	42,912
2000 Population	2,361	17,782	48,311
2007 Population	2,498	19,590	52,922
2012 Population	2,682	21,424	57,578
1990-2000 Annual Rate	1.27%	1.37%	1.19%
2000-2007 Annual Rate	0.91%	1.56%	1.47%
2007-2012 Annual Rate	1.43%	1.81%	1.7%

In the identified market area, the current year population is 52,922. In 2000, the Census count in the market area was 48,311. The rate of change since 2000 was 1.47 percent annually. The five-year projection for the population in the market area is 57,578, representing a change of 1.7 percent annually from 2007 to 2012. Currently, the population is 48.9 percent male and 51.1 percent female.

Households

	2 mile	6 mile	10 mile
1990 Households	719	5,761	16,478
2000 Households	846	6,804	19,129
2007 Households	896	7,496	20,952
2012 Households	966	8,219	22,856
1990-2000 Annual Rate	1.64%	1.68%	1.5%
2000-2007 Annual Rate	0.92%	1.56%	1.47%
2007-2012 Annual Rate	1.52%	1.86%	1.75%

The household count in this market area has changed from 19,129 in 2000 to 20,952 in the current year, a change of 1.47 percent annually. The five-year projection of households is 22,856, a change of 1.75 percent annually from the current year total. Average household size is currently 2.50, compared to 2.49 in the year 2000. The number of families in the current year is 14,723 in the market area.

Housing

Currently, 69.3 percent of the 22,695 housing units in the market area are owner occupied; 23.0 percent, renter occupied; and 7.7 percent are vacant. In 2000, there were 20,694 housing units— 69.5 percent owner occupied, 22.8 percent renter occupied and 7.7 percent vacant. The rate of change in housing units since 2000 is 1.28 percent. Median home value in the market area is \$377,851, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.01 percent annually to \$417,450. From 2000 to the current year, median home value changed by 12.58 percent annually.



Site Type: Radius	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
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Median Household Income

1990 Median HH Income	\$39,135	\$31,078	\$30,196
2000 Median HH Income	\$51,440	\$46,174	\$44,158
2007 Median HH Income	\$62,982	\$54,758	\$53,160
2012 Median HH Income	\$73,317	\$63,558	\$62,136
1990-2000 Annual Rate	2.77%	4.04%	3.87%
2000-2007 Annual Rate	3.29%	2.77%	3.01%
2007-2012 Annual Rate	3.09%	3.03%	3.17%

Per Capita Income

1990 Per Capita Income	\$15,209	\$14,416	\$14,131
2000 Per Capita Income	\$23,660	\$22,151	\$21,700
2007 Per Capita Income	\$28,788	\$26,163	\$26,197
2012 Per Capita Income	\$33,728	\$30,590	\$30,821
1990-2000 Annual Rate	4.52%	4.39%	4.38%
2000-2007 Annual Rate	3.19%	2.7%	3.06%
2007-2012 Annual Rate	3.22%	3.18%	3.3%

Average Household Income

1990 Average Household Income	\$43,833	\$38,603	\$36,678
2000 Average Household Income	\$63,111	\$55,693	\$53,957
2007 Average HH Income	\$78,854	\$67,724	\$65,730
2012 Average HH Income	\$92,316	\$78,982	\$77,209
1990-2000 Annual Rate	3.71%	3.73%	3.94%
2000-2007 Annual Rate	3.63%	3.18%	3.21%
2007-2012 Annual Rate	3.2%	3.12%	3.27%

Households by Income

Current median household income is \$53,160 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$62,136 in five years. In 2000, median household income was \$44,158, compared to \$30,196 in 1990.

Current average household income is \$65,730 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$77,209 in five years. In 2000, average household income was \$53,957, compared to \$36,678 in 1990.

Current per capita income is \$26,197 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$30,821 in five years. In 2000, the per capita income was \$21,700, compared to \$14,131 in 1990.

Population by Employment

Total Businesses	44	285	1,804
Total Employees	188	1,150	8,607

Currently, 93.0 percent of the civilian labor force in the identified market area is employed and 7.0 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 93.4 percent of the civilian labor force, and unemployment will be 6.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 58.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.2 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 18.4 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 23.4 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 77.2 percent of the market area population drove alone to work, and 5.3 percent worked at home. The average travel time to work in 2000 was 33.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.2 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 27.4 percent were high school graduates only (28.6 percent in the U.S.)
- 8.6 percent had completed an Associate degree (6.3 percent in the U.S.)
- 12.6 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 6.3 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)



Demographic and Income Profile

Prepared By: Tim Tran 408.799.5290

4371 Pleasant Valley Rd
Placerville, CA 95667

Site Type: Radius

Latitude 38.6881
Longitude -120.67
Radius: 2 mile

Summary	2000	2007	2012
Population	2,361	2,498	2,682
Households	846	896	966
Families	667	701	754
Average Household Size	2.73	2.73	2.73
Owner Occupied HUs	753	794	851
Renter Occupied HUs	93	102	115
Median Age	42.9	45.1	46.3

Trends: 2007-2012 Annual Rate	Area	State	National
Population	1.43%	1.31%	1.30%
Households	1.52%	1.22%	1.33%
Families	1.47%	1.25%	1.08%
Owner HHs	1.4%	1.24%	1.41%
Median Household Income	3.09%	3.12%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	74	8.2%	58	6.5%	51	5.3%
\$15,000 - \$24,999	95	10.5%	46	5.1%	37	3.8%
\$25,000 - \$34,999	115	12.7%	85	9.5%	62	6.4%
\$35,000 - \$49,999	153	16.9%	151	16.8%	137	14.2%
\$50,000 - \$74,999	198	21.9%	195	21.7%	206	21.3%
\$75,000 - \$99,999	122	13.5%	141	15.7%	150	15.5%
\$100,000 - \$149,999	106	11.7%	150	16.7%	209	21.7%
\$150,000 - \$199,000	17	1.9%	38	4.2%	59	6.1%
\$200,000+	25	2.8%	33	3.7%	54	5.6%
Median Household Income	\$51,440		\$62,982		\$73,317	
Average Household Income	\$63,111		\$78,854		\$92,316	
Per Capita Income	\$23,660		\$28,788		\$33,728	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	94	4.0%	102	4.1%	109	4.1%
5 - 9	145	6.1%	132	5.3%	135	5.0%
10 - 14	223	9.4%	213	8.5%	213	7.9%
15 - 19	192	8.1%	198	7.9%	201	7.5%
20 - 24	59	2.5%	73	2.9%	77	2.9%
25 - 34	165	7.0%	158	6.3%	174	6.5%
35 - 44	397	16.8%	366	14.6%	351	13.1%
45 - 54	511	21.7%	580	23.2%	626	23.3%
55 - 64	276	11.7%	361	14.4%	443	16.5%
65 - 74	186	7.9%	191	7.6%	221	8.2%
75 - 84	90	3.8%	95	3.8%	97	3.6%
85+	22	0.9%	30	1.2%	36	1.3%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,221	94.0%	2,305	92.3%	2,439	90.9%
Black Alone	19	0.8%	22	0.9%	25	0.9%
American Indian Alone	20	0.8%	23	0.9%	26	1.0%
Asian Alone	13	0.6%	18	0.7%	23	0.9%
Pacific Islander Alone	5	0.2%	6	0.2%	7	0.3%
Some Other Race Alone	28	1.2%	39	1.6%	51	1.9%
Two or More Races	56	2.4%	85	3.4%	111	4.1%
Hispanic Origin (Any Race)	110	4.7%	158	6.3%	211	7.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

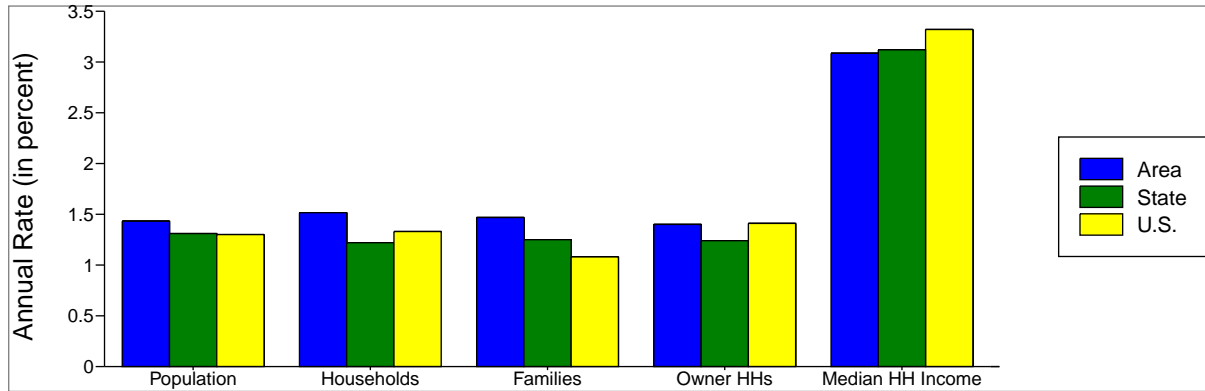
Prepared By: Tim Tran 408.799.5290

4371 Pleasant Valley Rd
Placerville, CA 95667

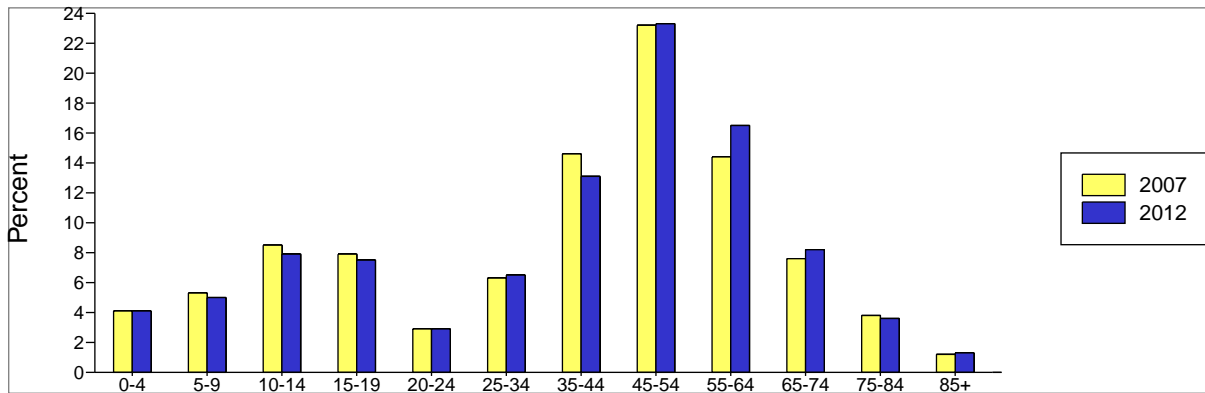
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Radius: 2 mile

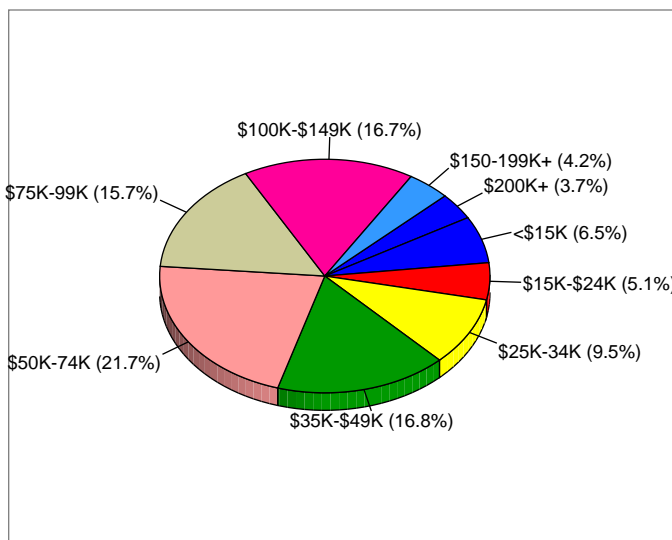
Trends 2007-2012



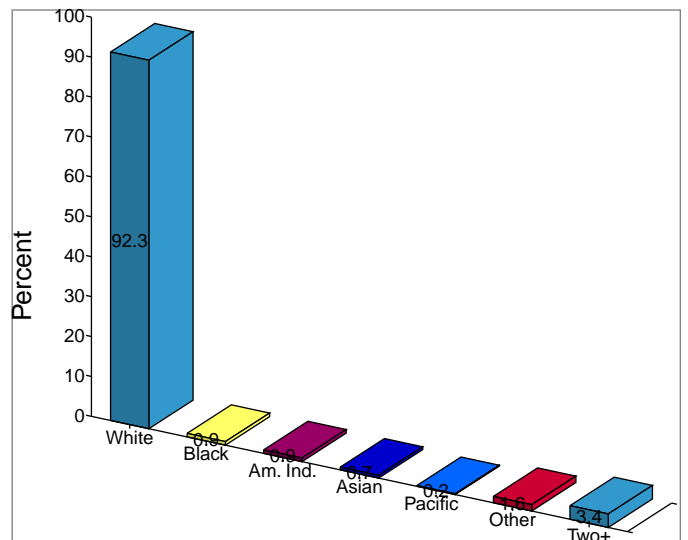
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 6.3%



Demographic and Income Profile

Prepared By: Tim Tran 408.799.5290

4371 Pleasant Valley Rd
Placerville, CA 95667

Site Type: Radius

Latitude 38.6881
Longitude -120.67
Radius: 6 mile

Summary	2000	2007	2012
Population	17,782	19,590	21,424
Households	6,804	7,496	8,219
Families	5,087	5,550	6,063
Average Household Size	2.60	2.60	2.59
Owner Occupied HUs	5,466	5,985	6,515
Renter Occupied HUs	1,338	1,511	1,703
Median Age	42.3	45.0	46.7

Trends: 2007-2012 Annual Rate	Area	State	National
Population	1.81%	1.31%	1.30%
Households	1.86%	1.22%	1.33%
Families	1.78%	1.25%	1.08%
Owner HHs	1.71%	1.24%	1.41%
Median Household Income	3.03%	3.12%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	816	11.6%	665	8.9%	604	7.3%
\$15,000 - \$24,999	910	12.9%	671	9.0%	582	7.1%
\$25,000 - \$34,999	911	12.9%	852	11.4%	763	9.3%
\$35,000 - \$49,999	1,287	18.3%	1,152	15.4%	1,199	14.6%
\$50,000 - \$74,999	1,477	21.0%	1,648	22.0%	1,712	20.8%
\$75,000 - \$99,999	770	10.9%	1,150	15.3%	1,183	14.4%
\$100,000 - \$149,999	625	8.9%	936	12.5%	1,480	18.0%
\$150,000 - \$199,000	136	1.9%	252	3.4%	378	4.6%
\$200,000+	103	1.5%	169	2.3%	317	3.9%
Median Household Income	\$46,174		\$54,758		\$63,558	
Average Household Income	\$55,693		\$67,724		\$78,982	
Per Capita Income	\$22,151		\$26,163		\$30,590	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	848	4.8%	938	4.8%	1,004	4.7%
5 - 9	1,129	6.3%	1,022	5.2%	1,083	5.1%
10 - 14	1,463	8.2%	1,378	7.0%	1,366	6.4%
15 - 19	1,350	7.6%	1,428	7.3%	1,393	6.5%
20 - 24	572	3.2%	980	5.0%	915	4.3%
25 - 34	1,434	8.1%	1,427	7.3%	1,873	8.7%
35 - 44	2,976	16.7%	2,637	13.5%	2,405	11.2%
45 - 54	3,164	17.8%	3,866	19.7%	4,087	19.1%
55 - 64	2,092	11.8%	2,928	14.9%	3,801	17.7%
65 - 74	1,570	8.8%	1,618	8.3%	1,983	9.3%
75 - 84	939	5.3%	1,013	5.2%	1,073	5.0%
85+	244	1.4%	354	1.8%	437	2.0%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,399	92.2%	17,616	89.9%	18,885	88.2%
Black Alone	72	0.4%	90	0.5%	106	0.5%
American Indian Alone	224	1.3%	264	1.3%	300	1.4%
Asian Alone	133	0.7%	187	1.0%	240	1.1%
Pacific Islander Alone	22	0.1%	28	0.1%	35	0.2%
Some Other Race Alone	440	2.5%	641	3.3%	865	4.0%
Two or More Races	491	2.8%	764	3.9%	992	4.6%
Hispanic Origin (Any Race)	1,198	6.7%	1,761	9.0%	2,367	11.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

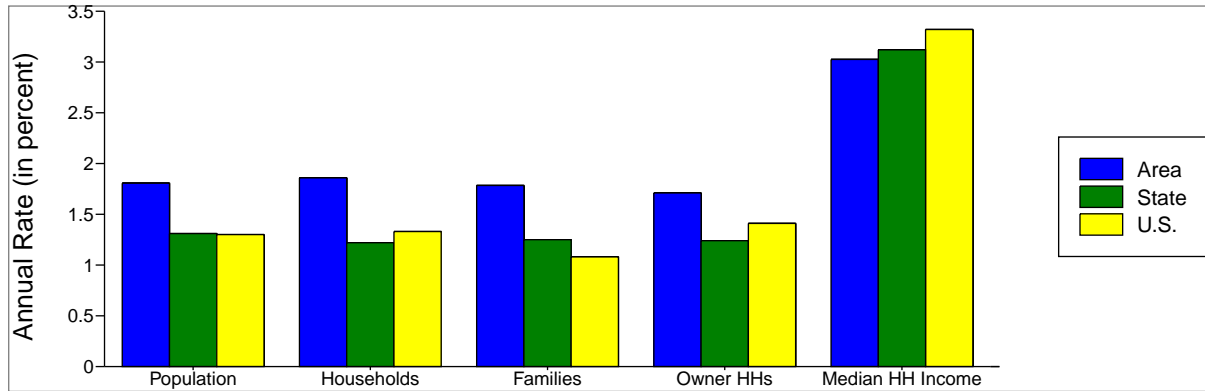
Prepared By: Tim Tran 408.799.5290

4371 Pleasant Valley Rd
Placerville, CA 95667

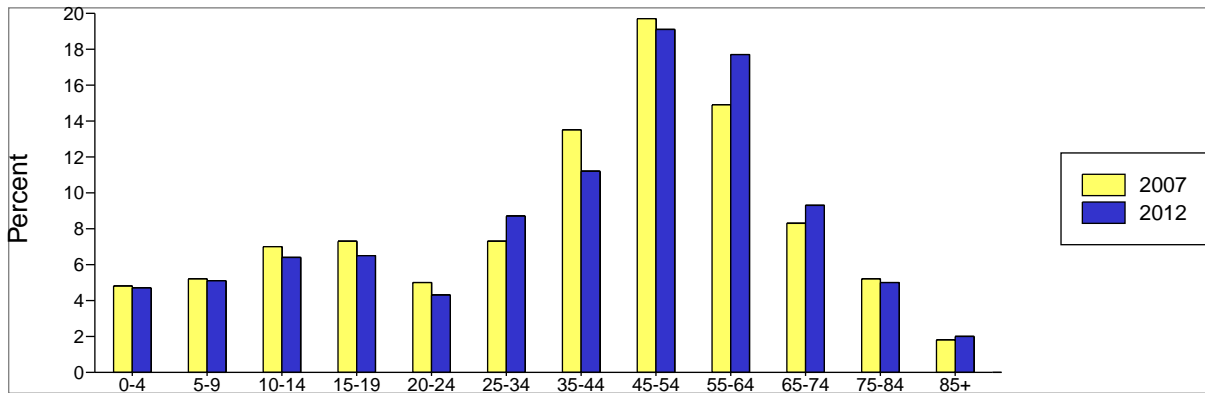
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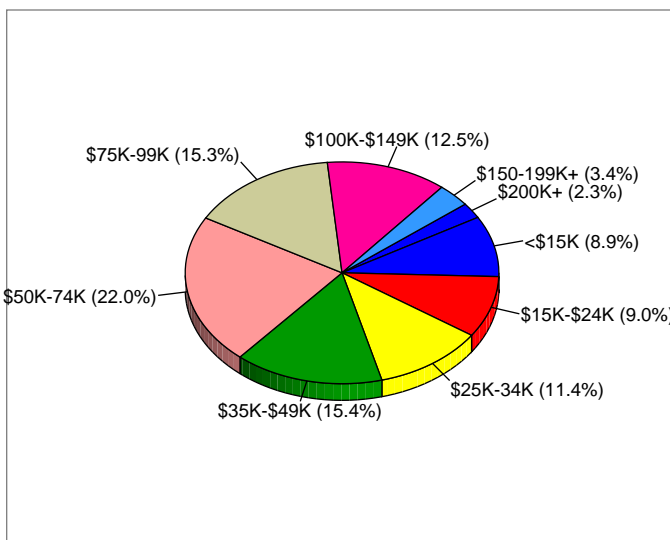
Trends 2007-2012



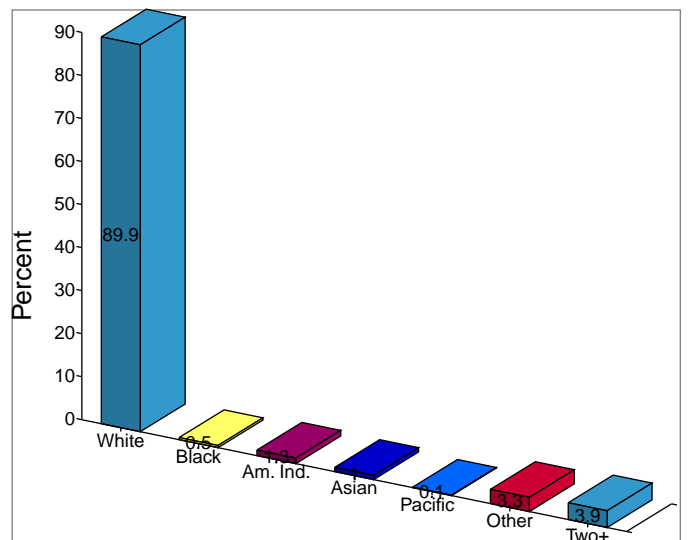
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 9.0%



Demographic and Income Profile

Prepared By: Tim Tran 408.799.5290

4371 Pleasant Valley Rd
Placerville, CA 95667

Site Type: Radius

Latitude 38.6881
Longitude -120.67
Radius: 10 mile

Summary	2000	2007	2012
Population	48,311	52,922	57,578
Households	19,129	20,952	22,856
Families	13,568	14,723	16,005
Average Household Size	2.49	2.50	2.49
Owner Occupied HUs	14,398	15,725	17,070
Renter Occupied HUs	4,731	5,227	5,786
Median Age	41.9	44.7	46.3

Trends: 2007-2012 Annual Rate	Area	State	National
Population	1.7%	1.31%	1.30%
Households	1.75%	1.22%	1.33%
Families	1.68%	1.25%	1.08%
Owner HHs	1.65%	1.24%	1.41%
Median Household Income	3.17%	3.12%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,684	13.9%	2,190	10.5%	1,951	8.5%
\$15,000 - \$24,999	2,391	12.4%	2,006	9.6%	1,773	7.8%
\$25,000 - \$34,999	2,467	12.8%	2,140	10.2%	2,015	8.8%
\$35,000 - \$49,999	3,463	18.0%	3,434	16.4%	3,310	14.5%
\$50,000 - \$74,999	4,069	21.1%	4,457	21.3%	4,689	20.5%
\$75,000 - \$99,999	2,157	11.2%	3,116	14.9%	3,264	14.3%
\$100,000 - \$149,999	1,508	7.8%	2,569	12.3%	4,066	17.8%
\$150,000 - \$199,000	272	1.4%	637	3.0%	993	4.3%
\$200,000+	258	1.3%	405	1.9%	795	3.5%
Median Household Income	\$44,158		\$53,160		\$62,136	
Average Household Income	\$53,957		\$65,730		\$77,209	
Per Capita Income	\$21,700		\$26,197		\$30,821	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,438	5.0%	2,686	5.1%	2,856	5.0%
5 - 9	3,087	6.4%	2,771	5.2%	2,945	5.1%
10 - 14	3,759	7.8%	3,429	6.5%	3,430	6.0%
15 - 19	3,624	7.5%	3,675	6.9%	3,538	6.1%
20 - 24	1,848	3.8%	3,083	5.8%	2,758	4.8%
25 - 34	4,260	8.8%	4,436	8.4%	5,806	10.1%
35 - 44	7,771	16.1%	6,648	12.6%	6,197	10.8%
45 - 54	7,999	16.6%	9,768	18.5%	9,973	17.3%
55 - 64	5,314	11.0%	7,692	14.5%	9,991	17.4%
65 - 74	4,234	8.8%	4,274	8.1%	5,347	9.3%
75 - 84	3,002	6.2%	3,104	5.9%	3,156	5.5%
85+	975	2.0%	1,355	2.6%	1,580	2.7%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	44,350	91.8%	47,348	89.5%	50,474	87.7%
Black Alone	149	0.3%	182	0.3%	212	0.4%
American Indian Alone	657	1.4%	764	1.4%	856	1.5%
Asian Alone	346	0.7%	478	0.9%	609	1.1%
Pacific Islander Alone	64	0.1%	79	0.1%	96	0.2%
Some Other Race Alone	1,367	2.8%	1,949	3.7%	2,593	4.5%
Two or More Races	1,378	2.9%	2,122	4.0%	2,738	4.8%
Hispanic Origin (Any Race)	3,581	7.4%	5,179	9.8%	6,877	11.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

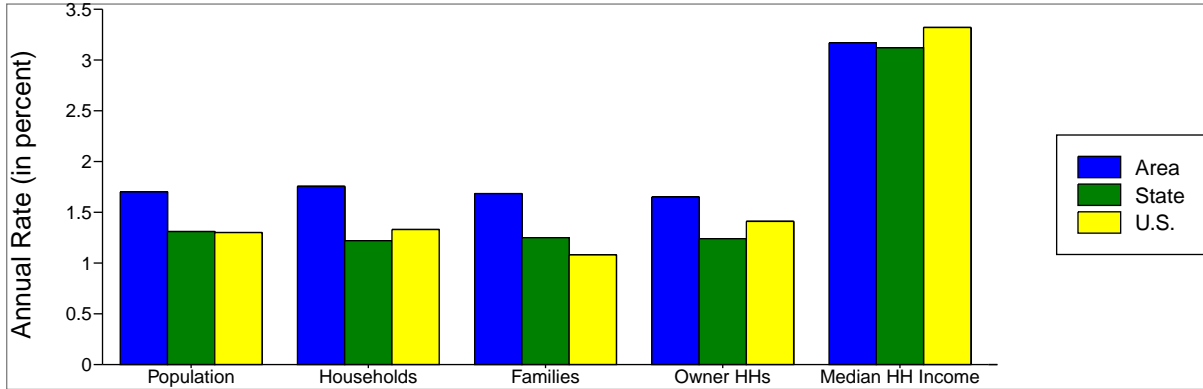
Prepared By: Tim Tran 408.799.5290

4371 Pleasant Valley Rd
Placerville, CA 95667

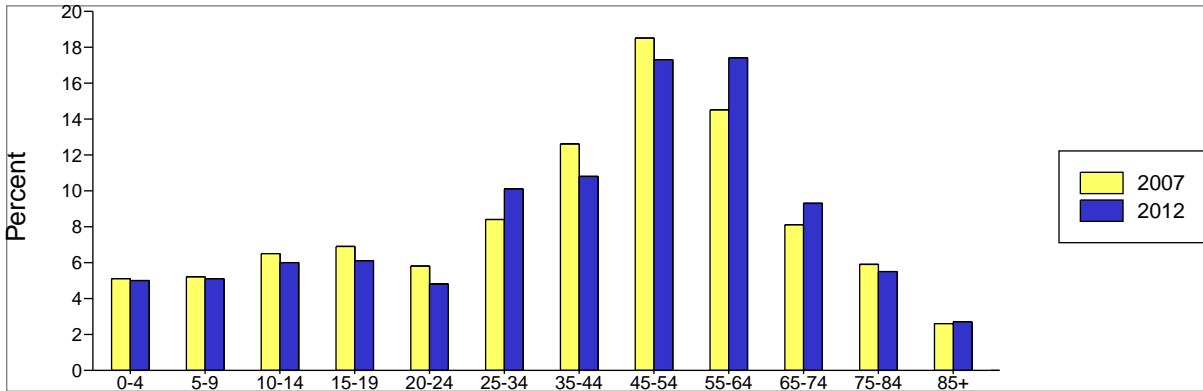
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Longitude -120.67
Radius: 10 mile

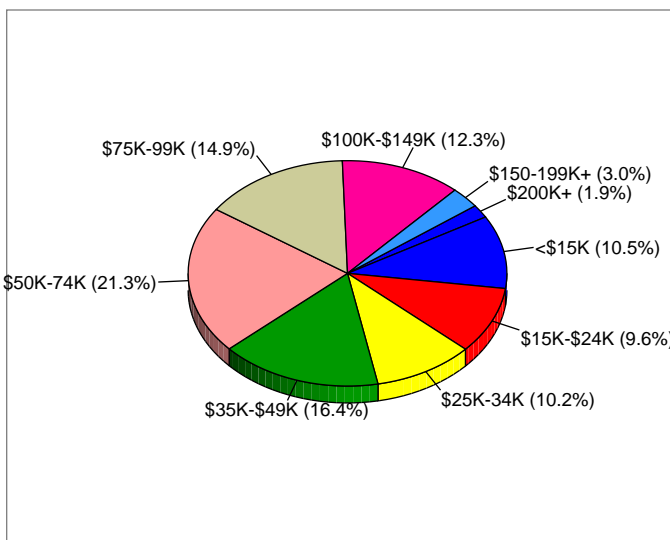
Trends 2007-2012



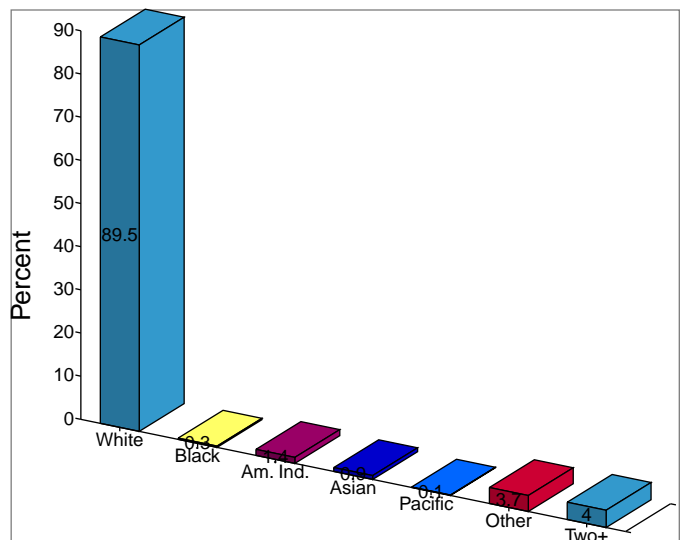
Population by Age



2007 Household Income






2007 Population by Race



2007 Percent Hispanic Origin: 9.8%



	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
Latitude	38.6881		
Longitude	-120.67		
 2000 Total Population	2,361	17,782	48,311
2000 Group Quarters	48	107	620
2007 Total Population	2,498	19,590	52,922
2012 Total Population	2,682	21,424	57,578
2007 - 2012 Annual Rate	1.43%	1.81%	1.7%
 2000 Households	846	6,804	19,129
2000 Average Household Size	2.73	2.6	2.49
2007 Households	896	7,496	20,952
2007 Average Household Size	2.73	2.6	2.5
2012 Households	966	8,219	22,856
2012 Average Household Size	2.73	2.59	2.49
2007 - 2012 Annual Rate	1.52%	1.86%	1.75%
2000 Families	667	5,087	13,568
2000 Average Family Size	2.99	2.95	2.92
2007 Families	701	5,550	14,723
2007 Average Family Size	3.01	2.97	2.94
2012 Families	754	6,063	16,005
2012 Average Family Size	3.01	2.97	2.94
2007 - 2012 Annual Rate	1.47%	1.78%	1.68%
 2000 Housing Units	888	7,402	20,694
Owner Occupied Housing Units	83.1%	73.7%	69.5%
Renter Occupied Housing Units	10.3%	18.0%	22.8%
Vacant Housing Units	6.6%	8.3%	7.7%
2007 Housing Units	942	8,166	22,695
Owner Occupied Housing Units	84.3%	73.3%	69.3%
Renter Occupied Housing Units	10.8%	18.5%	23.0%
Vacant Housing Units	4.9%	8.2%	7.7%
2012 Housing Units	1,015	8,958	24,782
Owner Occupied Housing Units	83.8%	72.7%	68.9%
Renter Occupied Housing Units	11.3%	19.0%	23.3%
Vacant Housing Units	4.8%	8.3%	7.8%
Median Household Income			
2000	\$51,440	\$46,174	\$44,158
2007	\$62,982	\$54,758	\$53,160
2012	\$73,317	\$63,558	\$62,136
Median Home Value			
2000	\$189,500	\$165,798	\$160,060
2007	\$444,034	\$390,537	\$377,851
2012	\$486,290	\$434,673	\$417,450
Per Capita Income			
2000	\$23,660	\$22,151	\$21,700
2007	\$28,788	\$26,163	\$26,197
2012	\$33,728	\$30,590	\$30,821
Median Age			
2000	42.9	42.3	41.9
2007	45.1	45.0	44.7
2012	46.3	46.7	46.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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Radius: 10 mile



2000 Households by Income

Household Income Base	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd
< \$15,000	905 (8.2%)	7,035 (11.6%)	19,269 (13.9%)
\$15,000 - \$24,999	10.5%	12.9%	12.4%
\$25,000 - \$34,999	12.7%	12.9%	12.8%
\$35,000 - \$49,999	16.9%	18.3%	18.0%
\$50,000 - \$74,999	21.9%	21.0%	21.1%
\$75,000 - \$99,999	13.5%	10.9%	11.2%
\$100,000 - \$149,999	11.7%	8.9%	7.8%
\$150,000 - \$199,999	1.9%	1.9%	1.4%
\$200,000+	2.8%	1.5%	1.3%
Average Household Income	\$63,111	\$55,693	\$53,957

2007 Households by Income

Household Income Base	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd
< \$15,000	897 (6.5%)	7,495 (8.9%)	20,954 (10.5%)
\$15,000 - \$24,999	5.1%	9.0%	9.6%
\$25,000 - \$34,999	9.5%	11.4%	10.2%
\$35,000 - \$49,999	16.8%	15.4%	16.4%
\$50,000 - \$74,999	21.7%	22.0%	21.3%
\$75,000 - \$99,999	15.7%	15.3%	14.9%
\$100,000 - \$149,999	16.7%	12.5%	12.3%
\$150,000 - \$199,999	4.2%	3.4%	3.0%
\$200,000+	3.7%	2.3%	1.9%
Average Household Income	\$78,854	\$67,724	\$65,730

2012 Households by Income

Household Income Base	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd
< \$15,000	965 (5.3%)	8,218 (7.3%)	22,856 (8.5%)
\$15,000 - \$24,999	3.8%	7.1%	7.8%
\$25,000 - \$34,999	6.4%	9.3%	8.8%
\$35,000 - \$49,999	14.2%	14.6%	14.5%
\$50,000 - \$74,999	21.3%	20.8%	20.5%
\$75,000 - \$99,999	15.5%	14.4%	14.3%
\$100,000 - \$149,999	21.7%	18.0%	17.8%
\$150,000 - \$199,999	6.1%	4.6%	4.3%
\$200,000+	5.6%	3.9%	3.5%
Average Household Income	\$92,316	\$78,982	\$77,209

2000 Owner Occupied HUs by Value

Total	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd
<\$50,000	760 (0.8%)	5,515 (5.3%)	14,465 (6.5%)
\$50,000 - 99,999	5.3%	6.0%	8.4%
\$100,000 - 149,999	21.4%	29.4%	29.2%
\$150,000 - 199,999	28.0%	25.3%	25.5%
\$200,000 - \$299,999	31.3%	21.1%	20.4%
\$300,000 - 499,999	12.2%	11.1%	8.2%
\$500,000 - 999,999	0.1%	1.5%	1.5%
\$1,000,000+	0.8%	0.3%	0.1%
Average Home Value	\$211,739	\$193,628	\$182,819

2000 Specified Renter Occupied HUs by Contract Rent

Total	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd	4371 Pleasant Valley Rd
With Cash Rent	75 (92.0%)	1,201 (95.0%)	4,481 (95.3%)
No Cash Rent	8.0%	5.0%	4.7%
Median Rent	\$720	\$565	\$592
Average Rent	\$699	\$617	\$620

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population by Age

Total	2,360	17,781	48,311
0 - 4	4.0%	4.8%	5.0%
5 - 9	6.1%	6.3%	6.4%
10 - 14	9.4%	8.2%	7.8%
15 - 19	8.1%	7.6%	7.5%
20 - 24	2.5%	3.2%	3.8%
25 - 34	7.0%	8.1%	8.8%
35 - 44	16.8%	16.7%	16.1%
45 - 54	21.7%	17.8%	16.6%
55 - 64	11.7%	11.8%	11.0%
65 - 74	7.9%	8.8%	8.8%
75 - 84	3.8%	5.3%	6.2%
85+	0.9%	1.4%	2.0%
18+	75.0%	75.7%	75.9%

2007 Population by Age

Total	2,499	19,589	52,921
0 - 4	4.1%	4.8%	5.1%
5 - 9	5.3%	5.2%	5.2%
10 - 14	8.5%	7.0%	6.5%
15 - 19	7.9%	7.3%	6.9%
20 - 24	2.9%	5.0%	5.8%
25 - 34	6.3%	7.3%	8.4%
35 - 44	14.6%	13.5%	12.6%
45 - 54	23.2%	19.7%	18.5%
55 - 64	14.4%	14.9%	14.5%
65 - 74	7.6%	8.3%	8.1%
75 - 84	3.8%	5.2%	5.9%
85+	1.2%	1.8%	2.6%
18+	76.9%	78.4%	78.8%

2012 Population by Age

Total	2,683	21,420	57,577
0 - 4	4.1%	4.7%	5.0%
5 - 9	5.0%	5.1%	5.1%
10 - 14	7.9%	6.4%	6.0%
15 - 19	7.5%	6.5%	6.1%
20 - 24	2.9%	4.3%	4.8%
25 - 34	6.5%	8.7%	10.1%
35 - 44	13.1%	11.2%	10.8%
45 - 54	23.3%	19.1%	17.3%
55 - 64	16.5%	17.7%	17.4%
65 - 74	8.2%	9.3%	9.3%
75 - 84	3.6%	5.0%	5.5%
85+	1.3%	2.0%	2.7%
18+	78.0%	79.8%	80.1%

2000 Population by Sex

Males	48.9%	49.9%	48.8%
Females	51.1%	50.1%	51.2%

2007 Population by Sex

Males	49.0%	49.8%	48.9%
Females	51.0%	50.2%	51.1%

2012 Population by Sex

Males	49.0%	49.6%	48.9%
Females	51.0%	50.4%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population by Race/Ethnicity

Total	2,362	17,781	48,311
White Alone	94.0%	92.2%	91.8%
Black Alone	0.8%	0.4%	0.3%
American Indian Alone	0.8%	1.3%	1.4%
Asian or Pacific Islander Alone	0.8%	0.9%	0.8%
Some Other Race Alone	1.2%	2.5%	2.8%
Two or More Races	2.4%	2.8%	2.9%
Hispanic Origin	4.7%	6.7%	7.4%
Diversity Index	19.4	25.6	27.3

2007 Population by Race/Ethnicity

Total	2,498	19,590	52,922
White Alone	92.3%	89.9%	89.5%
Black Alone	0.9%	0.5%	0.3%
American Indian Alone	0.9%	1.3%	1.4%
Asian or Pacific Islander Alone	1.0%	1.1%	1.1%
Some Other Race Alone	1.6%	3.3%	3.7%
Two or More Races	3.4%	3.9%	4.0%
Hispanic Origin	6.3%	9.0%	9.8%
Diversity Index	24.9	32.3	34.1

2012 Population by Race/Ethnicity

Total	2,682	21,423	57,578
White Alone	90.9%	88.2%	87.7%
Black Alone	0.9%	0.5%	0.4%
American Indian Alone	1.0%	1.4%	1.5%
Asian or Pacific Islander Alone	1.1%	1.3%	1.2%
Some Other Race Alone	1.9%	4.0%	4.5%
Two or More Races	4.1%	4.6%	4.8%
Hispanic Origin	7.9%	11.0%	11.9%
Diversity Index	29.3	37.5	39.3



2000 Population 3+ by School Enrollment

Total	2,359	17,347	46,957
Enrolled in Nursery/Preschool	0.2%	1.4%	1.6%
Enrolled in Kindergarten	0.8%	1.2%	1.2%
Enrolled in Grade 1-8	11.2%	11.4%	11.9%
Enrolled in Grade 9-12	7.5%	6.2%	6.6%
Enrolled in College	4.5%	4.5%	4.9%
Enrolled in Grad/Prof School	0.3%	0.7%	0.7%
Not Enrolled in School	75.6%	74.6%	73.1%

2000 Population 25+ by Educational Attainment

Total	1,737	12,702	33,711
Less than 9th Grade	1.8%	2.1%	2.7%
9th - 12th Grade, No Diploma	10.5%	8.9%	10.5%
High School Graduate	24.8%	26.4%	27.4%
Some College, No Degree	31.8%	33.7%	31.9%
Associate Degree	10.3%	8.9%	8.6%
Bachelor's Degree	13.4%	13.4%	12.6%
Master's/Prof/Doctorate Degree	7.4%	6.7%	6.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population 15+ by Sex and Marital Status

Total	1,986	14,507	39,029
Females	49.9%	50.8%	52.0%
Never Married	7.8%	7.5%	8.1%
Married, not Separated	32.7%	32.3%	29.9%
Married, Separated	0.5%	0.6%	1.0%
Widowed	3.2%	4.7%	5.8%
Divorced	5.8%	5.7%	7.3%
Males	50.1%	49.2%	48.0%
Never Married	10.9%	9.3%	10.4%
Married, not Separated	32.0%	32.2%	29.9%
Married, Separated	0.6%	0.6%	0.6%
Widowed	1.1%	1.6%	1.8%
Divorced	5.5%	5.5%	5.2%



2000 Population 16+ by Employment Status

Total	1,962	14,231	38,247
In Labor Force	62.4%	59.7%	58.5%
Civilian Employed	59.3%	56.1%	54.8%
Civilian Unemployed	3.1%	3.6%	3.7%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	37.6%	40.3%	41.5%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	94.1%	93.2%	93.0%
Civilian Unemployed	5.9%	6.8%	7.0%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	94.5%	93.6%	93.4%
Civilian Unemployed	5.5%	6.4%	6.6%

2000 Females 16+ by Employment Status and Age of Children

Total	971	7,204	19,894
Own Children < 6 Only	3.1%	5.1%	4.9%
Employed/in Armed Forces	2.2%	2.9%	2.6%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	0.9%	2.0%	2.0%
Own Children < 6 and 6-17 Only	4.1%	5.1%	5.2%
Employed/in Armed Forces	1.2%	2.3%	2.6%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	2.9%	2.5%	2.3%
Own Children 6-17 Only	19.4%	18.1%	17.5%
Employed/in Armed Forces	14.2%	13.4%	13.1%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	5.1%	4.3%	4.0%
No Own Children < 18	73.4%	71.7%	72.5%
Employed/in Armed Forces	34.9%	31.7%	31.0%
Unemployed	2.1%	1.8%	1.5%
Not in Labor Force	36.5%	38.2%	39.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



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2007 Employed Population 16+ by Industry

Total	1,140	8,604	22,765
Agriculture/Mining	1.9%	2.8%	2.5%
Construction	18.1%	14.9%	13.1%
Manufacturing	7.2%	6.5%	6.1%
Wholesale Trade	2.1%	2.7%	2.5%
Retail Trade	11.7%	11.8%	12.2%
Transportation/Utilities	2.2%	3.9%	4.0%
Information	2.1%	2.1%	1.8%
Finance/Insurance/Real Estate	4.7%	4.7%	5.5%
Services	43.4%	43.4%	44.7%
Public Administration	6.6%	7.3%	7.5%

2007 Employed Population 16+ by Occupation

Total	1,139	8,604	22,766
White Collar	57.6%	58.6%	58.2%
Management/Business/Financial	19.4%	13.6%	12.6%
Professional	20.9%	21.7%	21.6%
Sales	5.7%	9.7%	10.1%
Administrative Support	11.6%	13.6%	13.8%
Services	18.2%	17.3%	18.4%
Blue Collar	24.2%	24.1%	23.4%
Farming/Forestry/Fishing	0.4%	0.7%	0.6%
Construction/Extraction	13.3%	11.8%	10.5%
Installation/Maintenance/Repair	3.0%	3.9%	4.3%
Production	4.8%	4.5%	4.2%
Transportation/Material Moving	2.7%	3.2%	3.7%



2000 Workers 16+ by Means of Transportation to Work

Total	1,161	7,805	20,478
Drove Alone - Car, Truck, or Van	76.0%	77.2%	77.2%
Carpooled - Car, Truck, or Van	16.0%	14.4%	13.9%
Public Transportation	1.6%	0.8%	1.0%
Walked	1.6%	2.0%	1.9%
Other Means	0.0%	0.6%	0.7%
Worked at Home	4.7%	5.1%	5.3%

2000 Workers 16+ by Travel Time to Work

Total	1,162	7,803	20,478
Did Not Work at Home	95.3%	94.9%	94.7%
Less than 5 minutes	0.6%	2.2%	3.6%
5 to 9 minutes	2.3%	6.0%	9.9%
10 to 19 minutes	14.4%	20.7%	22.5%
20 to 24 minutes	12.3%	11.4%	10.1%
25 to 34 minutes	27.8%	18.8%	15.0%
35 to 44 minutes	3.4%	6.0%	5.9%
45 to 59 minutes	7.3%	9.7%	10.3%
60 to 89 minutes	18.5%	15.0%	12.2%
90 or more minutes	8.7%	5.2%	5.0%
Worked at Home	4.7%	5.1%	5.3%
Average Travel Time to Work (in min)	42.1	35.7	33.1

2000 Households by Vehicles Available

Total	847	6,822	19,144
None	3.4%	3.5%	5.3%
1	14.9%	24.4%	28.1%
2	49.0%	44.4%	40.2%
3	20.7%	18.1%	17.9%
4	5.7%	6.1%	5.9%
5+	6.4%	3.5%	2.7%
Average Number of Vehicles Available	2.4	2.1	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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Radius: 10 mile



2000 Households by Type

	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
Total	846	6,804	19,129
Family Households	78.8%	74.8%	70.9%
Married-couple Family	68.7%	63.2%	57.3%
With Related Children	28.1%	24.6%	22.5%
Other Family (No Spouse)	10.2%	11.6%	13.6%
With Related Children	6.5%	7.8%	9.4%
Nonfamily Households	21.2%	25.2%	29.1%
Householder Living Alone	15.7%	19.6%	23.2%
Householder Not Living Alone	5.4%	5.6%	5.8%
Households with Related Children	34.6%	32.5%	32.0%
Households with Persons 65+	23.6%	27.6%	29.8%

2000 Households by Size

	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
Total	846	6,804	19,129
1 Person Household	15.6%	19.6%	23.2%
2 Person Household	41.6%	41.8%	40.0%
3 Person Household	16.1%	15.1%	14.9%
4 Person Household	16.1%	13.9%	13.1%
5 Person Household	6.3%	5.8%	5.5%
6 Person Household	2.5%	2.2%	2.1%
7+ Person Household	1.9%	1.5%	1.2%

2000 Households by Year Householder Moved In

	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
Total	847	6,823	19,145
Moved in 1999 to March 2000	13.2%	16.3%	17.8%
Moved in 1995 to 1998	25.9%	27.0%	28.1%
Moved in 1990 to 1994	26.2%	23.0%	20.8%
Moved in 1980 to 1989	23.7%	20.9%	19.9%
Moved in 1970 to 1979	9.2%	9.2%	9.2%
Moved in 1969 or Earlier	1.8%	3.6%	4.2%
Median Year Householder Moved In	1993	1994	1994



2000 Housing Units by Units in Structure

	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
Total	909	7,426	20,744
1, Detached	93.0%	84.5%	78.0%
1, Attached	0.4%	1.3%	2.2%
2	0.2%	1.3%	1.4%
3 or 4	0.0%	1.0%	2.7%
5 to 9	0.0%	0.9%	1.4%
10 to 19	0.0%	0.2%	0.6%
20+	0.3%	1.0%	3.0%
Mobile Home	6.1%	9.4%	10.3%
Other	0.0%	0.3%	0.4%

2000 Housing Units by Year Structure Built

	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 2 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 6 mile	4371 Pleasant Valley Rd Placerville, CA 95667 Radius: 10 mile
Total	890	7,411	20,715
1999 to March 2000	1.6%	1.9%	2.2%
1995 to 1998	7.5%	5.0%	5.1%
1990 to 1994	14.3%	12.5%	11.0%
1980 to 1989	30.4%	27.2%	25.5%
1970 to 1979	30.0%	26.6%	24.6%
1969 or Earlier	16.2%	26.8%	31.6%
Median Year Structure Built	1981	1979	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Placerville, CA 95667
Radius: 2 mile

4371 Pleasant Valley Rd
Placerville, CA 95667
Radius: 6 mile

4371 Pleasant Valley Rd
Placerville, CA 95667
Radius: 10 mile

Top 3 Tapestry Segments

1.	Exurbanites	Rural Resort Dwellers	Rural Resort Dwellers
2.	Green Acres	Exurbanites	Midlife Junction
3.	Rural Resort Dwellers	Pleasant-Ville	Exurbanites

 **2007 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,332,184	\$16,675,054	\$45,297,476
Average Spent	\$2,602.88	\$2,224.53	\$2,161.96
Spending Potential Index	95	81	79
Computers & Accessories: Total \$	\$236,835	\$1,680,341	\$4,601,124
Average Spent	\$264.32	\$224.17	\$219.60
Spending Potential Index	106	90	88
Education: Total \$	\$1,217,014	\$8,582,079	\$24,186,362
Average Spent	\$1,358.27	\$1,144.89	\$1,154.37
Spending Potential Index	106	89	90
Entertainment/Recreation: Total \$	\$3,389,251	\$24,396,286	\$65,925,523
Average Spent	\$3,782.65	\$3,254.57	\$3,146.50
Spending Potential Index	110	95	92
Food at Home: Total \$	\$4,601,563	\$34,874,032	\$94,820,080
Average Spent	\$5,135.67	\$4,652.35	\$4,525.59
Spending Potential Index	102	92	90
Food Away from Home: Total \$	\$3,143,676	\$22,899,468	\$62,572,844
Average Spent	\$3,508.57	\$3,054.89	\$2,986.49
Spending Potential Index	104	90	88
Health Care: Total \$	\$3,807,277	\$29,545,379	\$80,885,117
Average Spent	\$4,249.19	\$3,941.49	\$3,860.50
Spending Potential Index	109	101	99
HH Furnishings & Equipment: Total \$	\$2,195,139	\$15,441,248	\$41,570,188
Average Spent	\$2,449.93	\$2,059.93	\$1,984.07
Spending Potential Index	108	91	88
Investments: Total \$	\$1,730,327	\$10,459,694	\$29,228,961
Average Spent	\$1,931.17	\$1,395.37	\$1,395.04
Spending Potential Index	129	94	94
Retail Goods: Total \$	\$25,111,546	\$187,042,055	\$505,092,237
Average Spent	\$28,026.28	\$24,952.25	\$24,107.11
Spending Potential Index	106	94	91
Shelter: Total \$	\$14,382,942	\$99,981,948	\$270,548,535
Average Spent	\$16,052.39	\$13,338.04	\$12,912.78
Spending Potential Index	107	89	86
TV/Video/Sound Equipment: Total \$	\$1,069,613	\$7,873,995	\$21,707,109
Average Spent	\$1,193.76	\$1,050.43	\$1,036.04
Spending Potential Index	103	90	89
Travel: Total \$	\$1,900,216	\$13,233,609	\$35,877,984
Average Spent	\$2,120.78	\$1,765.42	\$1,712.39
Spending Potential Index	115	96	93
Vehicle Maintenance & Repairs: Total \$	\$1,022,397	\$7,538,552	\$20,387,826
Average Spent	\$1,141.07	\$1,005.68	\$973.07
Spending Potential Index	107	94	91

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.