

NEVADA COUNTY ECONOMIC FORECAST

Nevada County is located on the California-Nevada state border. Many of the largest employers in the county are related to tourism and recreation, including Soda Springs Ski Area, Sugar Bowl Ski Resort, and Boreal Mountain Resort. In addition, the county is a mini technology hub, home to over 70 high tech businesses. Nevada County has a population of 98,155 people and 28,084 wage and salary jobs. The per capita income is \$46,106, and the average salary per worker is \$45,974.

In 2011, 223 wage and salary jobs were gained in Nevada County, representing a growth rate of 0.8 percent. The non-farm sectors account for over 99 percent of total employment in the county. Over the past year, the unemployment rate improved moderately, falling from 11.4 percent to 10.6 percent.

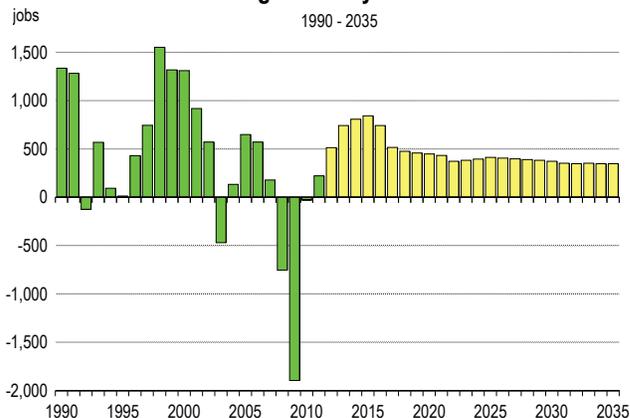
During 2011, the employment sectors with the largest increases were leisure and hospitality (+233 jobs), construction (+88 jobs), manufacturing (+48 jobs), and wholesale trade (+38 jobs). The sectors with the largest losses were government (-105 jobs), education and healthcare (-50 jobs), and information (-35 jobs).

The population of Nevada County increased slowly over the 2006-2011 period, growing by less than 0.1 percent per year. This growth was due entirely to net migration, as the county has experienced a natural decrease (deaths outnumbering births) for more than a decade.

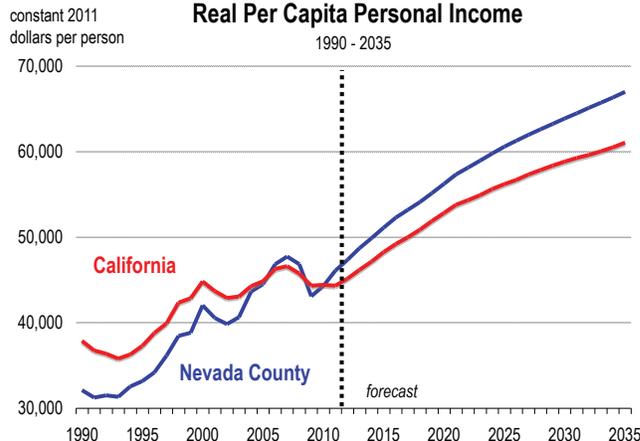
FORECAST HIGHLIGHTS

- Total wage and salary job growth is forecast to be 1.8 percent in 2012. From 2012 to 2017, total employment growth will average 2.3 percent per year.
- Average salaries are currently below the California state average, and will remain so over the forecast period. Inflation adjusted salaries are expected to rise by an average of 0.5 percent per year during the 2012 to 2017 period.
- Between 2012 and 2017, the momentum for employment growth is in professional services, health and education, leisure services, retail trade and the public sector. These sectors will account for 77 percent of all job creation during this time.
- Population growth in the 2012 to 2017 period is forecast to average 0.9 percent per year.
- In 2012, approximately 300 net migrants are expected to enter the county. Between 2012 and 2017, net migration is forecast to average 970 net migrants per year.
- Real per capita income is forecast to rise by 2.8 percent in 2012. From 2012 to 2017, real per capita income is expected to increase by an average of 2.4 percent per year.
- Total taxable sales, adjusted for inflation, are forecast to increase by 6.6 percent in 2012. Between 2012 and 2017, real taxable sales are expected to increase at an average rate of 5.5 percent per year.
- Industrial production is forecast to increase by 2.4 percent in 2012. From 2012 to 2017, the growth rate of industrial production will average 3.4 percent per year.

Total Wage & Salary Job Creation



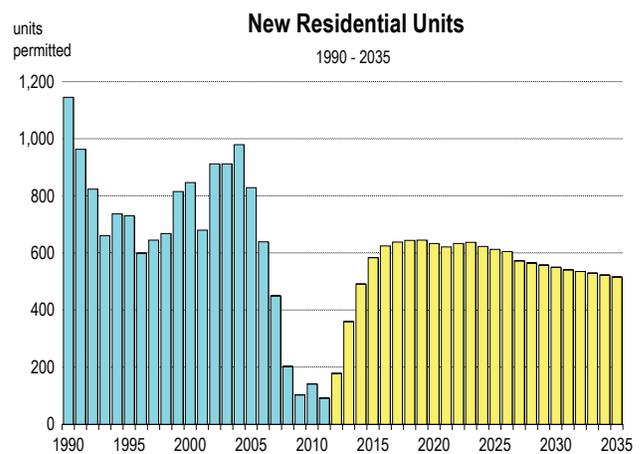
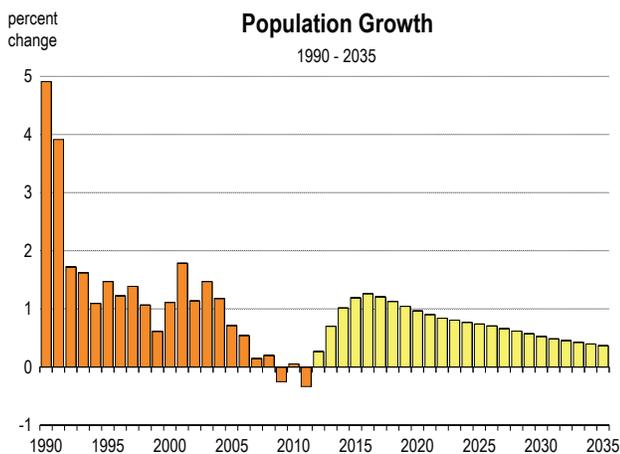
Real Per Capita Personal Income



Nevada County Economic Forecast

2006-2011 History, 2012-2040 Forecast

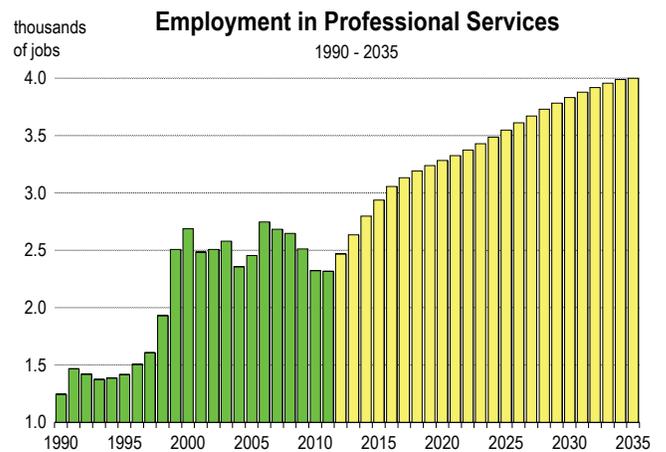
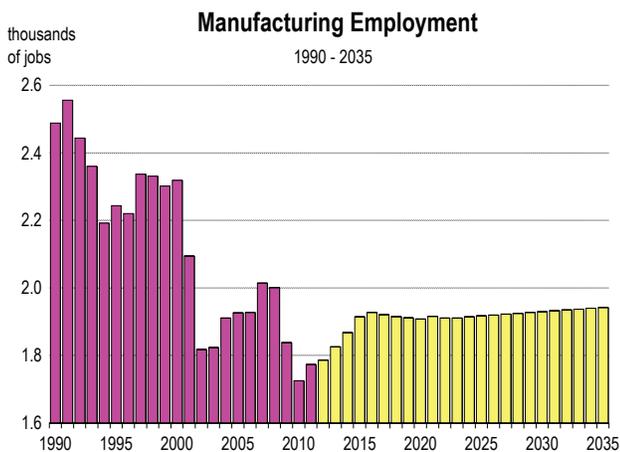
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (millions)	Unemploy- ment Rate (percent)
2006	98,334	578	131.5	40.4	639	\$1.35	\$4.13	\$46,843	3.2	10.0	422.4	4.9
2007	98,480	243	128.9	40.9	450	\$1.32	\$4.36	\$47,739	3.4	10.3	449.6	5.0
2008	98,680	257	129.0	41.3	203	\$1.19	\$4.42	\$46,845	3.0	9.7	502.6	5.1
2009	98,432	-169	128.4	41.5	103	\$0.98	\$4.09	\$43,093	0.8	10.0	429.5	10.5
2010	98,484	133	128.4	41.5	142	\$1.01	\$4.26	\$44,309	1.3	9.6	411.3	11.4
2011	98,155	-238	126.6	41.6	92	\$1.05	\$4.53	\$46,106	2.5	9.6	434.5	10.6
2012	98,418	300	127.2	41.8	178	\$1.15	\$4.75	\$47,374	1.9	9.8	444.7	9.9
2013	99,110	728	128.4	41.9	361	\$1.25	\$5.02	\$48,722	2.1	9.8	459.7	9.0
2014	100,116	1,029	130.0	42.2	491	\$1.35	\$5.31	\$49,899	2.1	9.8	479.0	8.2
2015	101,311	1,215	131.9	42.6	584	\$1.46	\$5.60	\$51,117	1.8	9.8	498.5	7.4
2016	102,590	1,302	134.0	43.1	625	\$1.56	\$5.90	\$52,279	1.7	9.8	514.9	6.9
2017	103,829	1,269	135.8	43.6	638	\$1.66	\$6.18	\$53,187	1.7	9.8	529.7	6.7
2018	105,002	1,209	137.3	44.1	644	\$1.76	\$6.47	\$54,106	1.7	9.8	546.0	6.5
2019	106,099	1,148	138.8	44.6	645	\$1.87	\$6.77	\$55,161	1.5	9.8	563.2	6.3
2020	107,126	1,098	140.2	45.2	633	\$1.97	\$7.06	\$56,241	1.4	9.8	579.9	6.2
2021	108,093	1,059	141.4	45.7	622	\$2.07	\$7.36	\$57,338	1.3	9.8	597.6	6.2
2022	109,003	1,015	142.6	46.2	633	\$2.17	\$7.64	\$58,136	1.5	9.8	616.6	6.3
2023	109,881	996	143.8	46.7	637	\$2.27	\$7.92	\$58,943	1.5	9.8	636.2	6.3
2024	110,726	978	144.9	47.2	623	\$2.38	\$8.23	\$59,800	1.6	9.8	658.0	6.3
2025	111,544	964	146.0	47.7	613	\$2.51	\$8.54	\$60,596	1.7	9.8	680.4	6.4
2026	112,333	945	147.2	48.2	605	\$2.64	\$8.85	\$61,300	1.7	9.8	703.8	6.4
2027	113,077	913	148.5	48.7	573	\$2.77	\$9.16	\$61,979	1.7	9.8	728.2	6.4
2028	113,775	877	149.8	49.2	565	\$2.90	\$9.47	\$62,616	1.7	9.8	753.3	6.3
2029	114,426	839	151.1	49.6	558	\$3.04	\$9.78	\$63,249	1.7	9.9	779.2	6.3
2030	115,029	800	152.5	50.1	550	\$3.19	\$10.11	\$63,878	1.7	9.8	806.0	6.3
2031	115,587	759	153.8	50.5	542	\$3.33	\$10.43	\$64,497	1.7	9.8	833.7	6.2
2032	116,115	731	155.2	51.0	536	\$3.49	\$10.76	\$65,112	1.7	9.9	862.3	6.2
2033	116,612	704	156.5	51.4	529	\$3.65	\$11.09	\$65,725	1.7	9.9	891.9	6.1
2034	117,075	674	157.8	51.9	522	\$3.81	\$11.43	\$66,346	1.7	9.9	922.5	6.1
2035	117,507	643	159.1	52.3	515	\$3.99	\$11.78	\$67,010	1.7	9.9	954.2	6.0
2036	117,910	613	160.4	52.7	509	\$4.17	\$12.15	\$67,700	1.7	9.9	987.0	6.0
2037	118,284	584	161.6	53.1	502	\$4.36	\$12.54	\$68,407	1.7	9.9	1020.8	5.9
2038	118,629	555	162.8	53.5	496	\$4.57	\$12.93	\$69,153	1.7	9.9	1055.9	5.9
2039	118,944	525	164.0	53.9	490	\$4.78	\$13.34	\$69,939	1.7	9.9	1092.1	5.8
2040	119,232	498	165.2	54.3	483	\$5.00	\$13.75	\$70,767	1.7	9.9	1166.6	5.8

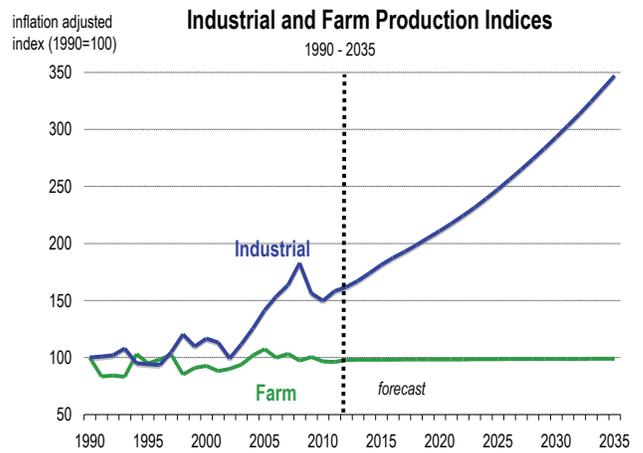
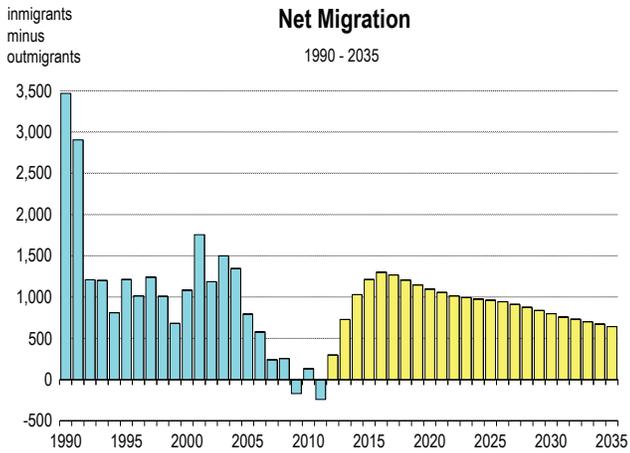
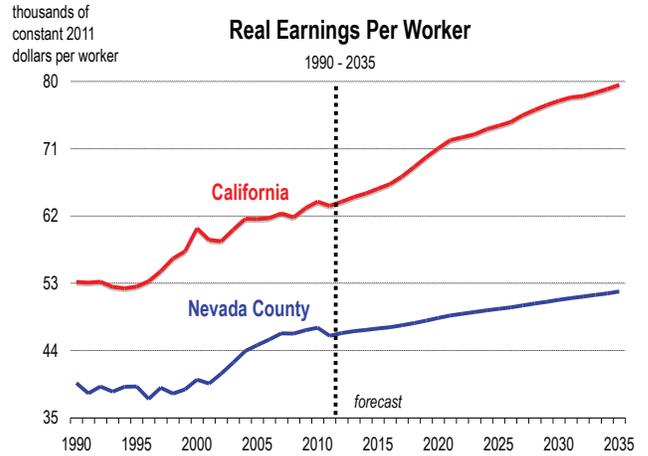
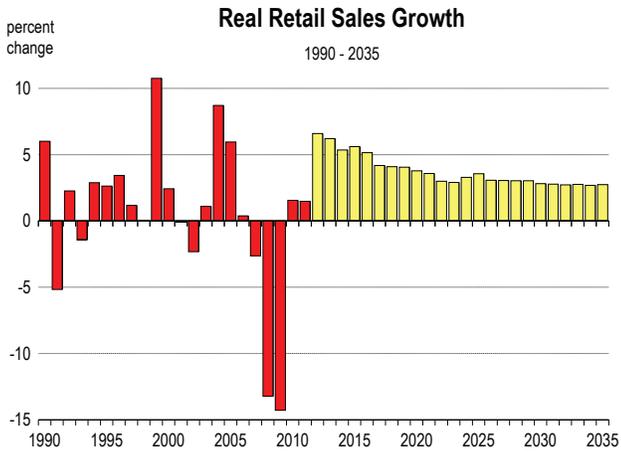


Nevada County Employment Forecast

2006-2011 History, 2012-2040 Forecast

	Total Wage & Salary	Farm	Construction	Manufacturing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	-----employment (thousands of jobs)-----											
2006	30.4	0.07	3.9	1.9	0.5	4.7	1.6	2.7	0.4	3.8	4.2	5.4
2007	30.5	0.09	3.7	2.0	0.5	4.7	1.6	2.7	0.4	3.8	4.4	5.4
2008	29.8	0.10	3.1	2.0	0.5	4.5	1.5	2.6	0.4	4.0	4.3	5.6
2009	27.9	0.07	2.3	1.8	0.5	4.2	1.4	2.5	0.4	4.1	4.1	5.6
2010	27.9	0.08	2.1	1.7	0.4	4.0	1.4	2.3	0.3	3.9	4.4	6.2
2011	28.1	0.09	2.2	1.8	0.5	4.1	1.4	2.3	0.3	3.8	4.6	6.1
2012	28.6	0.09	2.2	1.8	0.5	4.2	1.4	2.5	0.3	3.9	4.7	6.0
2013	29.3	0.09	2.3	1.8	0.5	4.3	1.4	2.6	0.3	4.0	4.9	6.1
2014	30.1	0.09	2.3	1.9	0.5	4.4	1.5	2.8	0.3	4.1	5.0	6.2
2015	31.0	0.09	2.4	1.9	0.5	4.6	1.5	2.9	0.3	4.1	5.2	6.4
2016	31.7	0.09	2.5	1.9	0.5	4.7	1.5	3.1	0.3	4.2	5.4	6.5
2017	32.3	0.09	2.6	1.9	0.5	4.7	1.5	3.1	0.3	4.3	5.6	6.5
2018	32.7	0.09	2.6	1.9	0.5	4.8	1.5	3.2	0.3	4.3	5.7	6.5
2019	33.2	0.09	2.7	1.9	0.5	4.9	1.6	3.2	0.4	4.4	5.9	6.6
2020	33.6	0.09	2.8	1.9	0.5	4.9	1.6	3.3	0.4	4.4	6.0	6.6
2021	34.1	0.09	2.9	1.9	0.5	5.0	1.6	3.3	0.4	4.5	6.1	6.7
2022	34.4	0.09	3.0	1.9	0.6	5.0	1.6	3.4	0.4	4.6	6.2	6.7
2023	34.8	0.09	3.1	1.9	0.6	5.1	1.6	3.4	0.4	4.6	6.2	6.7
2024	35.2	0.09	3.2	1.9	0.6	5.2	1.6	3.5	0.4	4.7	6.3	6.7
2025	35.6	0.09	3.3	1.9	0.6	5.2	1.6	3.5	0.4	4.7	6.4	6.8
2026	36.0	0.08	3.3	1.9	0.6	5.3	1.6	3.6	0.4	4.8	6.5	6.8
2027	36.4	0.08	3.4	1.9	0.6	5.3	1.7	3.7	0.4	4.9	6.5	6.8
2028	36.8	0.08	3.5	1.9	0.6	5.4	1.7	3.7	0.4	4.9	6.6	6.9
2029	37.2	0.08	3.5	1.9	0.6	5.4	1.7	3.8	0.4	5.0	6.7	6.9
2030	37.6	0.08	3.6	1.9	0.6	5.5	1.7	3.8	0.4	5.1	6.8	7.0
2031	37.9	0.09	3.7	1.9	0.6	5.5	1.7	3.9	0.4	5.1	6.8	7.0
2032	38.3	0.08	3.7	1.9	0.6	5.6	1.7	3.9	0.4	5.2	6.9	7.0
2033	38.6	0.09	3.8	1.9	0.6	5.6	1.7	4.0	0.4	5.3	7.0	7.1
2034	39.0	0.09	3.8	1.9	0.6	5.7	1.8	4.0	0.4	5.3	7.1	7.1
2035	39.3	0.09	3.9	1.9	0.6	5.7	1.8	4.0	0.4	5.4	7.2	7.2
2036	39.7	0.09	3.9	1.9	0.6	5.8	1.8	4.0	0.4	5.5	7.2	7.2
2037	40.0	0.09	4.0	1.9	0.7	5.8	1.8	4.1	0.4	5.5	7.3	7.2
2038	40.4	0.09	4.0	2.0	0.7	5.9	1.8	4.1	0.4	5.6	7.4	7.3
2039	40.7	0.09	4.1	2.0	0.7	5.9	1.8	4.1	0.4	5.7	7.5	7.3
2040	41.1	0.09	4.1	2.0	0.7	6.0	1.9	4.2	0.4	5.7	7.6	7.4





County Economic and Demographic Indicators

Projected Economic Growth (2012-2017)

Expected retail sales growth:	38.1%
Expected job growth:	14.8%
Fastest growing jobs sector:	Professional Services
Expected personal income growth:	22.0%

Expected population growth:	5.8%
Net migration to account for:	100.0%
Expected growth in number of vehicles:	7.2%

Demographic (2012)

Unemployment rate (March 2012)	10.3%
County Rank* in California (58 counties):	15th
Working age (16-64) population:	64.9%

Population with B.A. Degree or higher:	32.5%
Median Home Selling Price (2011):	\$251,000
Median Household Income:	\$56,426

Quality of Life

Violent Crime rate (2010):	316 per 100,000 persons
County Rank* in California (58 counties):	20th
Average Commute Time to work (2012):	24.8 minutes

High School drop out rate (2010):	76.8%
Households at/below poverty line (2012):	5.2%

* The county ranked 1st corresponds to the lowest rate in California