

Placer County Population and Housing Report

2026 Update

Produced by

National Economic Education Delegation

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1. Overall Regional Population Change Summary

Table 1.1. Population Change by Region
(Thousands, July to July)

Region	2025 Population	% Change		
		1 Year	3 Year	5 Year
Placer County	424, 595	0.51	3.14	4.76
SACOG	2, 639, 301	0.48	2.02	2.26
California	39, 528, 899	0.05	0.79	-0.03

Source: CA DOF; Calculations by Marin Economic Consulting

Table 1.2. Regional Population Change by City
(Thousands, January to January)

City	2025	2026	% Change		
			Local	Bay Area	California
Placer County	428.9	434.8	1.39	0.62	-0.14
Roseville	161.2	165.5	2.66		
Rocklin	74.5	74.8	0.48		
Lincoln	55.4	56.5	1.92		
Auburn	13.5	13.5	-0.19		
Loomis	6.8	6.8	-0.03		
Colfax	2.0	2.0	-0.54		

Source: CA DOF; Calculations by Marin Economic Consulting

2. Components of Regional Population Change

Figure 2 - 1: Decomposition of Population Changes

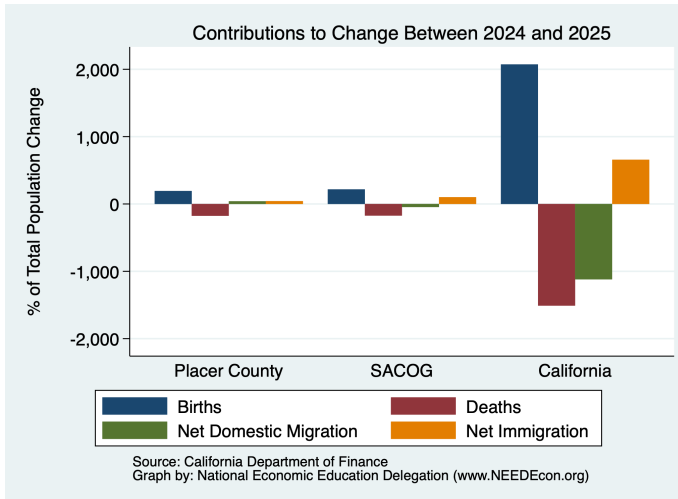


Figure 2 - 2: Population Change - Primary Components

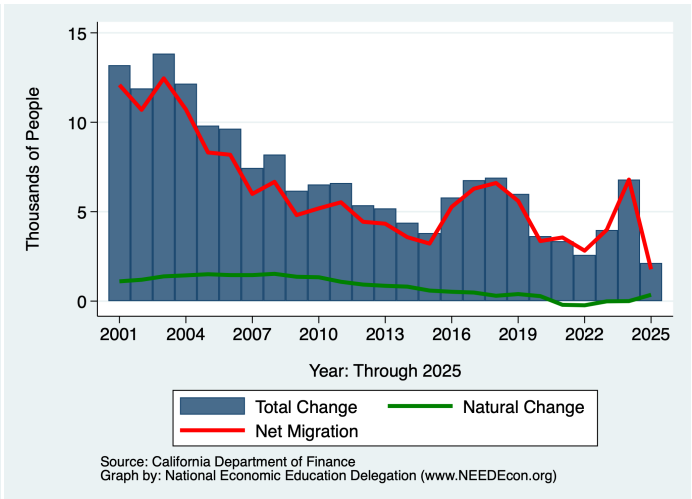


Figure 2 - 3: Natural Population Growth

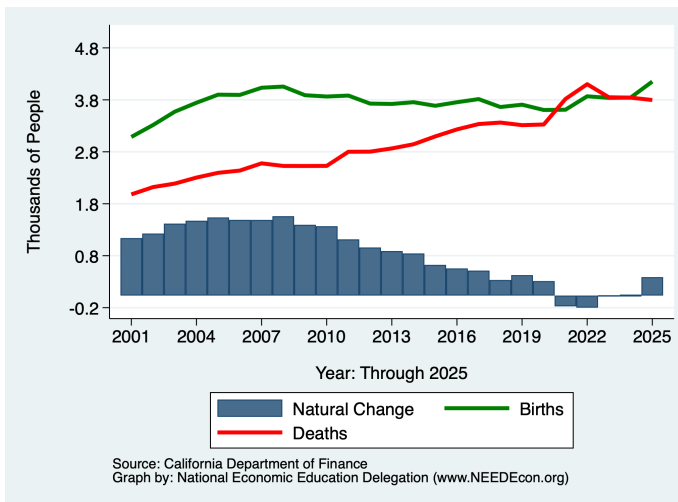
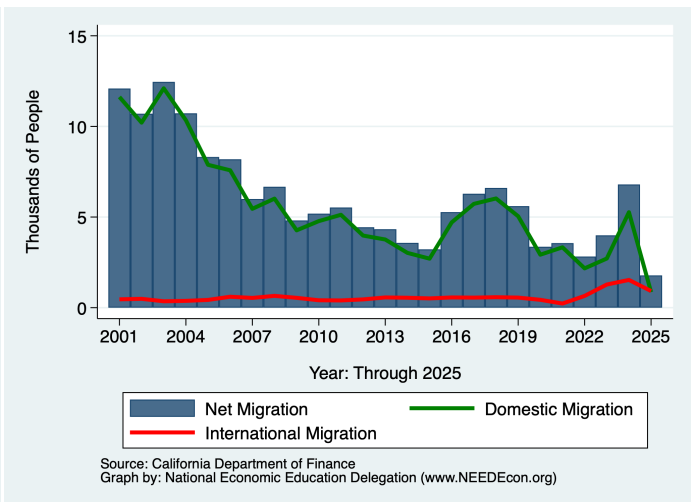


Figure 2 - 4: Migration



3. Long Term Population Change in the Region

Figure 3 - 1: History of Population Growth

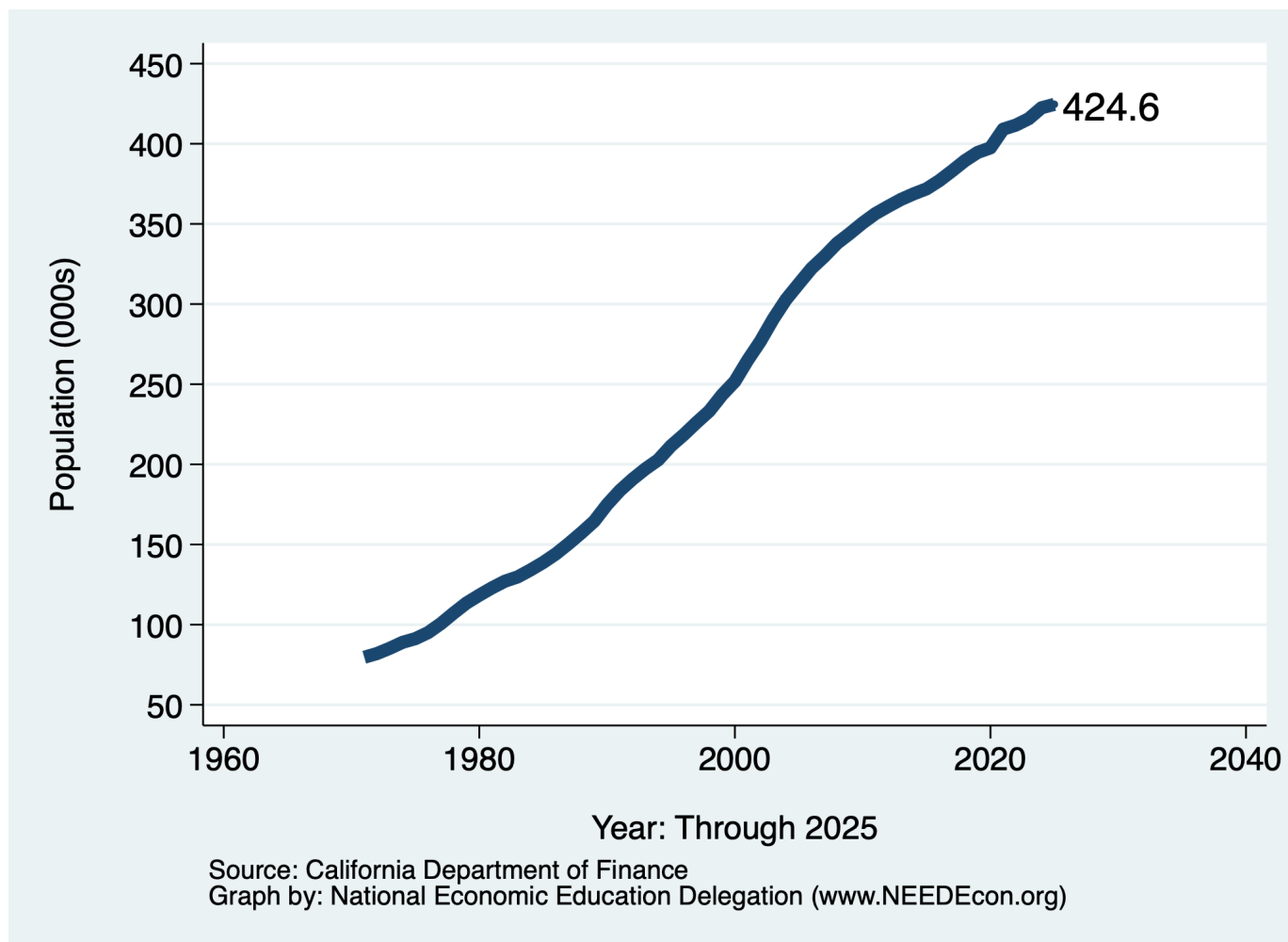


Figure 3 - 2: Population Growth w/ Projections

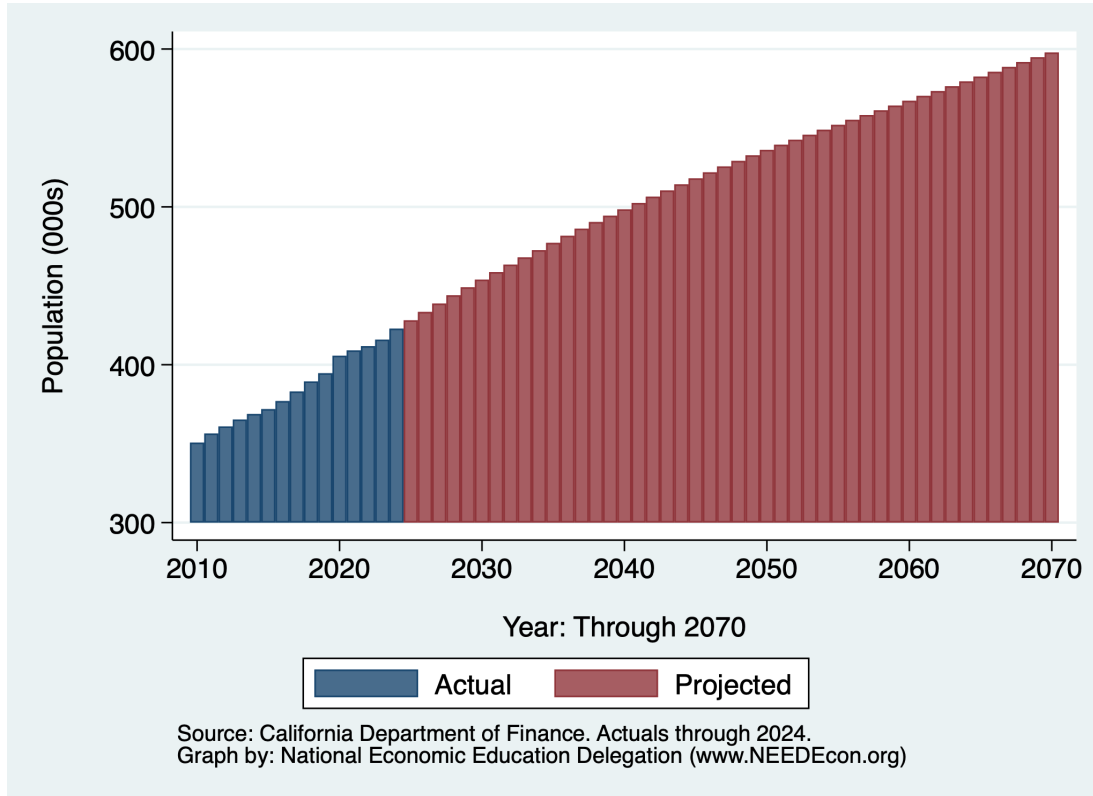
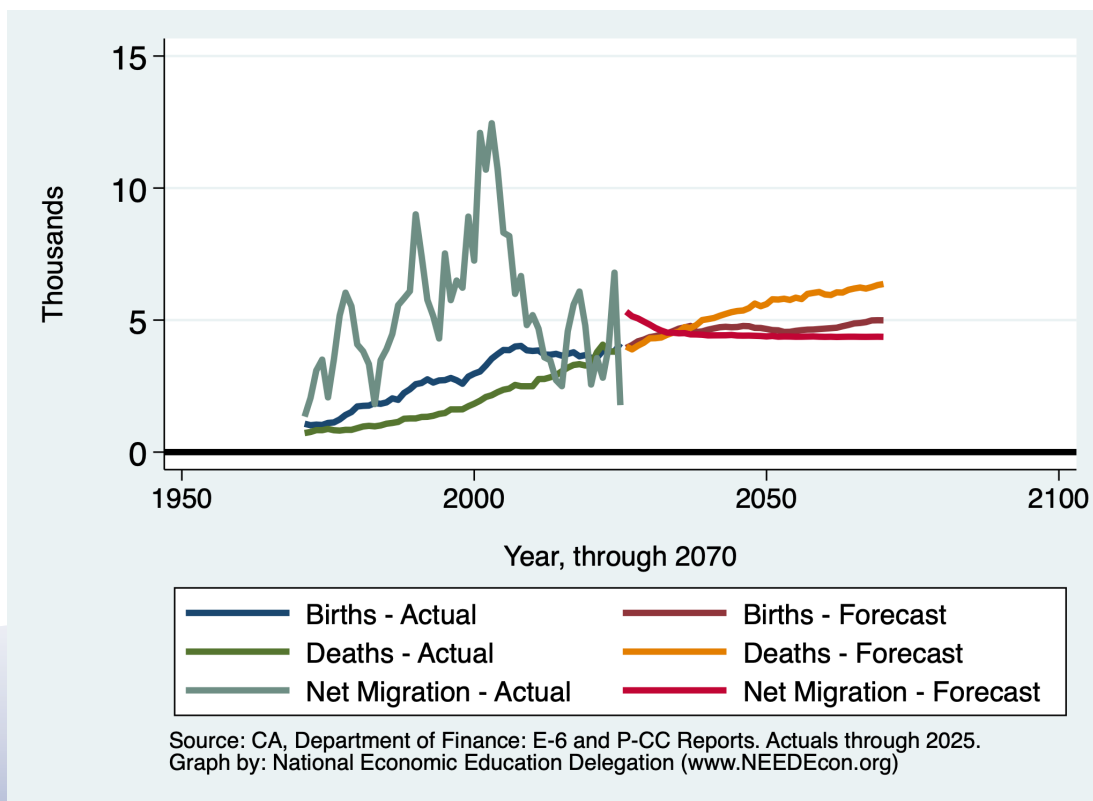


Figure 3 - 3: Projections of Components



4. Demographics of Population Change in the Region

Table 4.1. Regional Population Composition by Age

Category	1970	1980	1990	2000	2010	2020		
						Region	Bay Area	California
0-14	26.8	21.8	22.4	21.7	19.8	19.2	19.9	19.2
15-24	16.9	16.7	11.9	11.3	11.8	11.8	13.4	13.2
25-34	11.5	16.5	16.2	11.7	11.5	10.8	14.2	15.0
35-44	12.5	13.2	18.2	17.3	13.3	13.5	13.4	13.6
45-54	12.6	10.7	11.5	15.3	15.2	12.9	12.0	12.5
55-64	9.7	10.0	8.4	9.4	12.8	12.9	12.1	12.0
65+	10.0	11.2	11.5	13.3	15.5	18.9	15.0	14.5

Source: CA DOF; Calculations by Marin Economic Consulting

Figure 4 - 1: Population Growth by Age Group

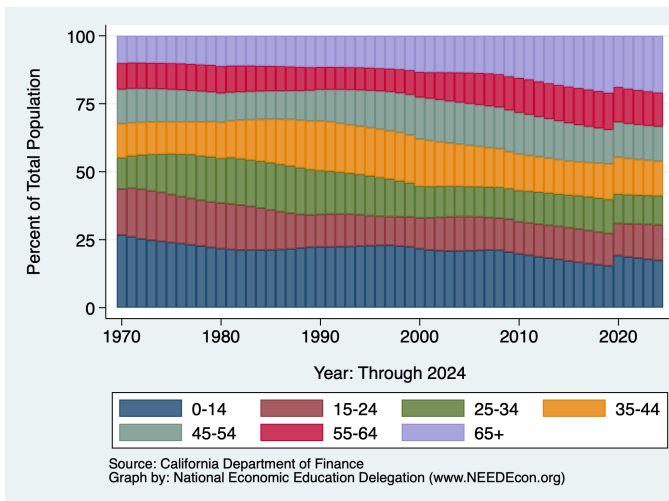


Figure 4 - 2: Forecast Population by Age Group

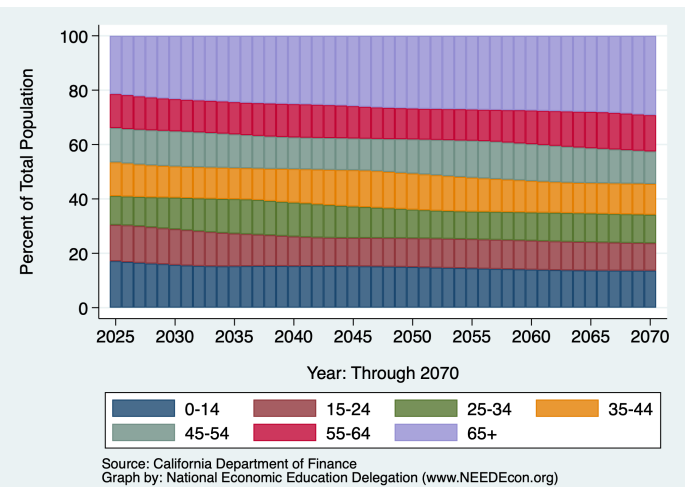
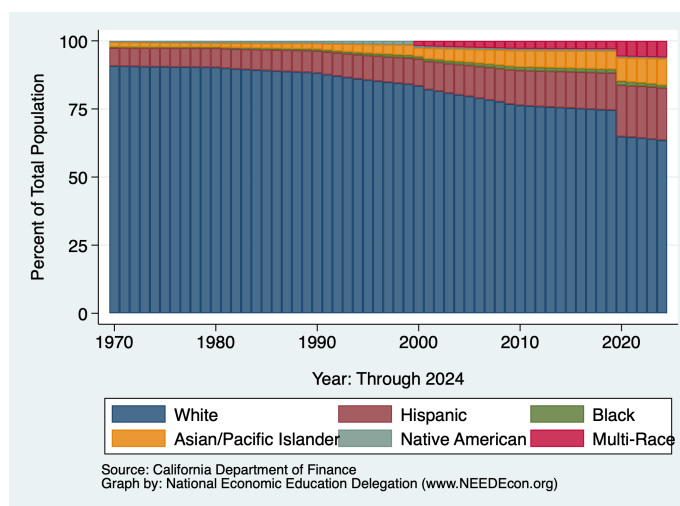
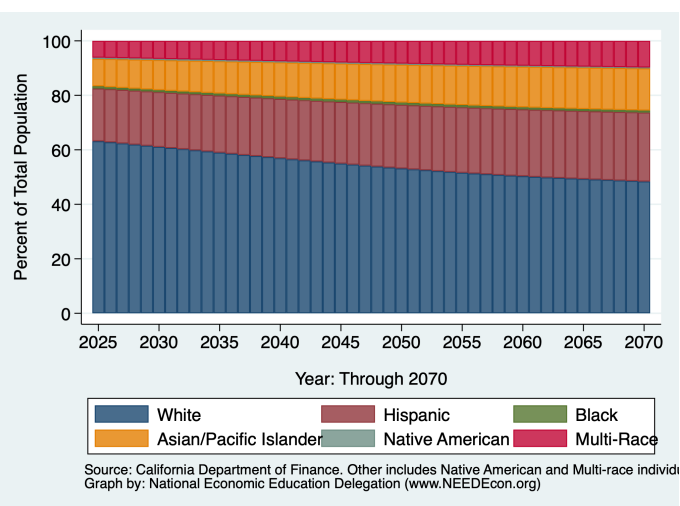


Table 4.2. Regional Population Composition by Race

Category	1970	1980	1990	2000	2010	2020		
						Region	Bay Area	California
White Non-Hispanic	90.8	90.3	88.2	83.5	76.3	64.8	46.3	34.8
Asian/Pacific Islander	1.7	1.5	2.2	3.3	6.0	8.6	15.0	15.9
Hispanic	6.6	7.0	8.1	9.9	12.8	18.9	26.5	39.6
Black Non-Hispanic	0.4	0.3	0.6	0.8	1.3	1.5	6.0	5.5
Native American	0.5	0.9	1.0	0.7	0.6	0.5	0.5	0.4
Multi-Race	0.0	0.0	0.0	1.9	2.9	5.7	5.7	3.9

Source: CA DOF; Calculations by Marin Economic Consulting

Figure 4 - 3: Population Composition by Race/Ethnicity

Figure 4 - 4: Forecast Population by Race/Ethnicity


Note: Race coding changed in 2000, with the addition of the multi-race category.

Table 4.3. Regional Population Composition by Gender

Category	1970	1980	1990	2000	2010	2020		
						Region	Bay Area	California
Female	50.0	50.6	50.5	51.0	51.1	51.4	51.3	50.8
Male	50.0	49.4	49.5	49.0	48.9	48.6	48.7	49.2

Source: CA DOF; Calculations by Marin Economic Consulting

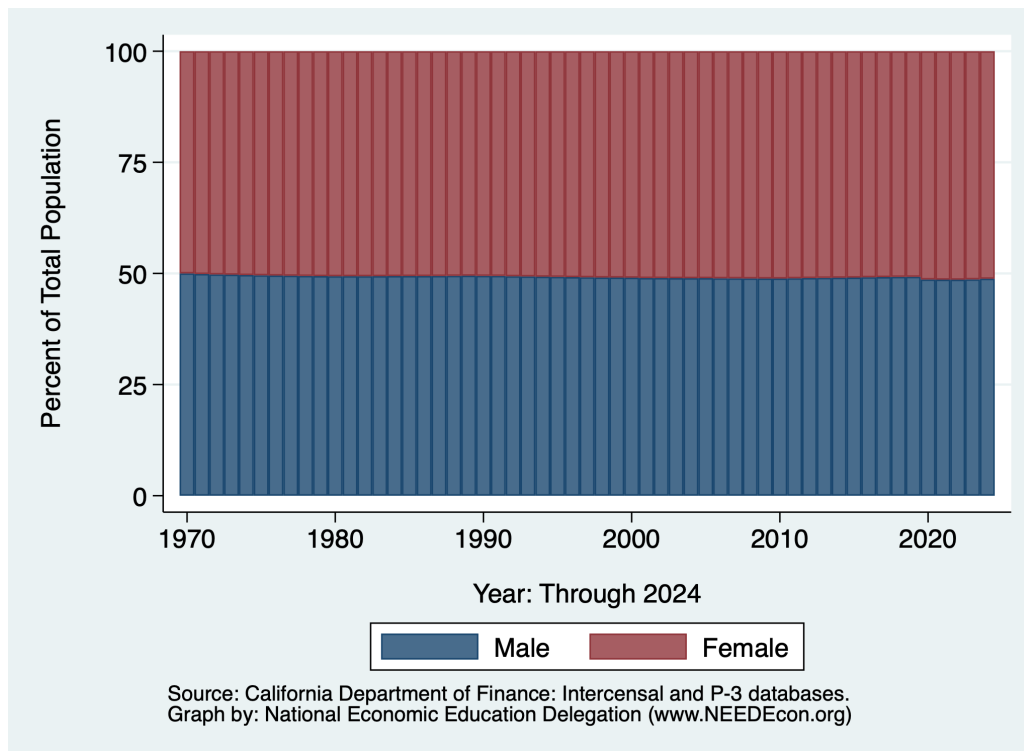
Figure 4 - 5: Gender Composition of Population


Figure 4 - 6: Household Projections

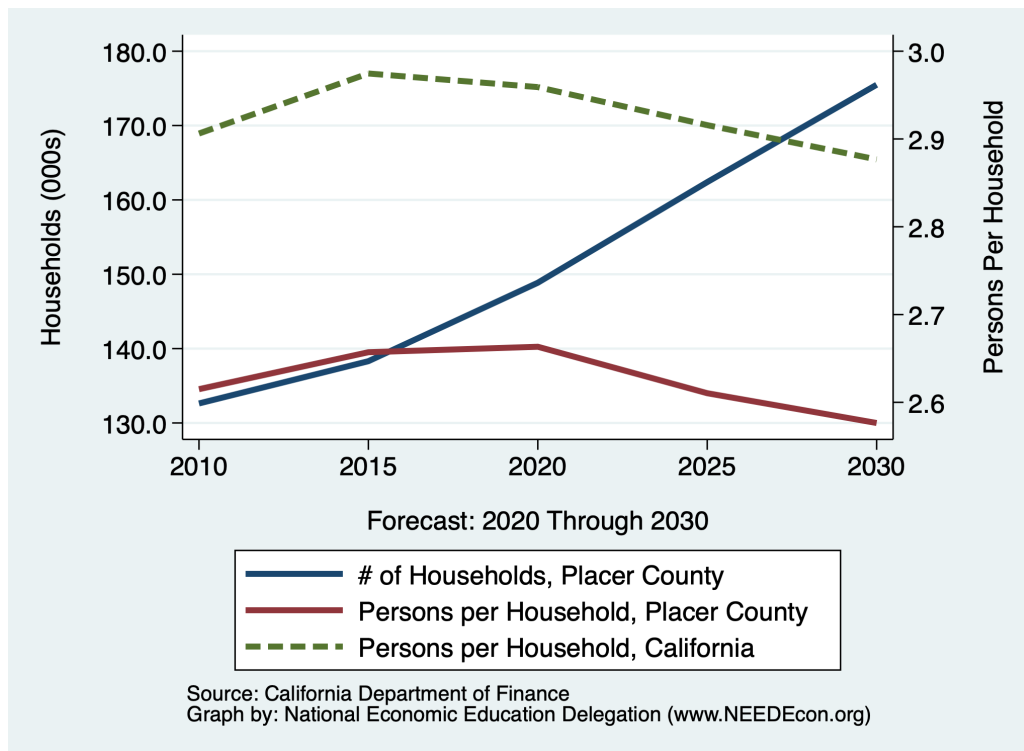
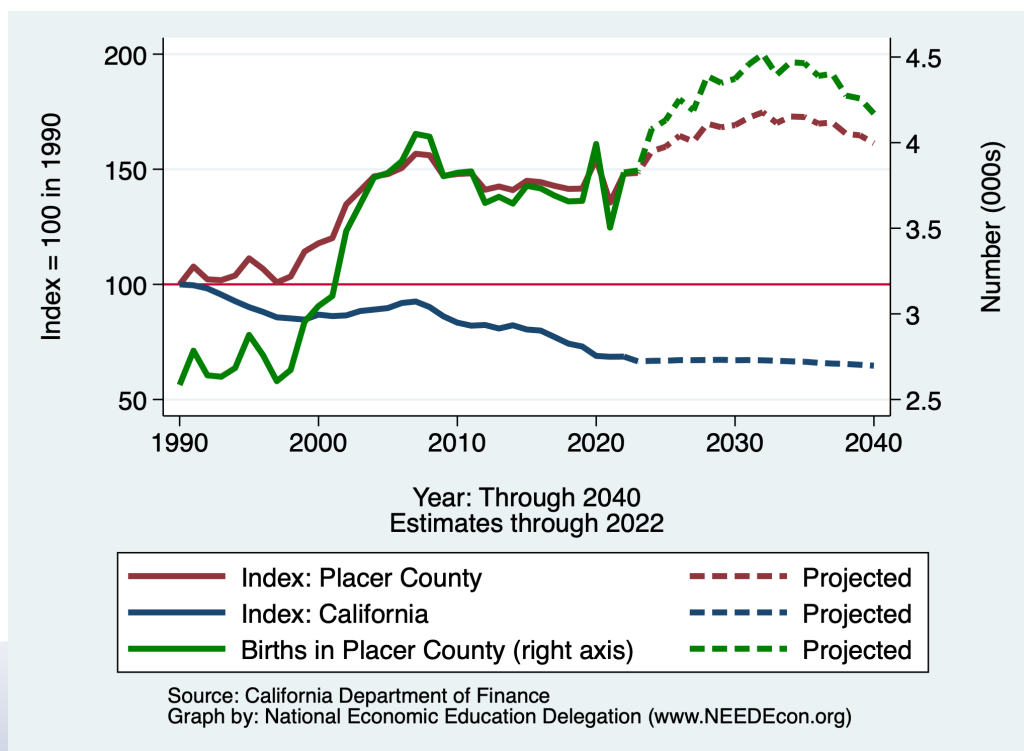
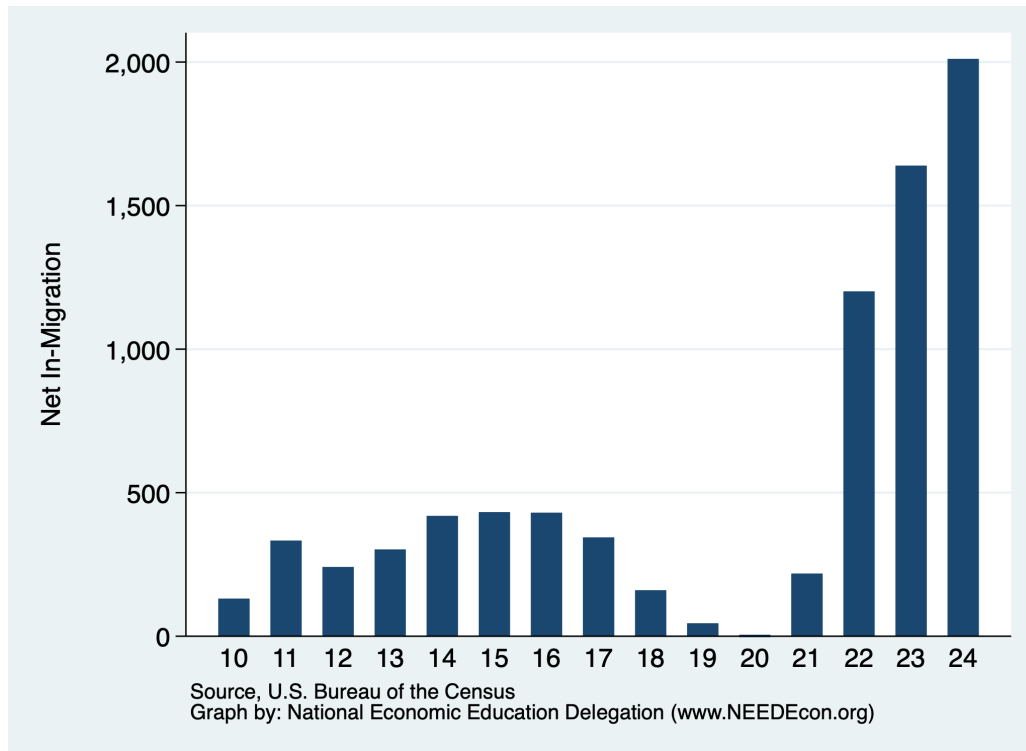


Figure 4 - 7: Birth Projections



5. International Migration

Figure 5 - 1: Net International In-Migration



6. Housing Picture: Since 2010

In areas where the rate of population growth exceeds the rate of housing growth, this is likely to reflect a tightening housing market. A tightening housing market will also likely be reflected in lower vacancy rates and higher occupancy rates. It may also be reflected in higher numbers of people per household.

Table 6.1. Housing Market Indicators

Indicator	2026	2019	2010	% Change from	
				2019	2010
Total Population	434,823.0	395,978.0	348,432.0	9.8	24.8
Total # of Homes	191,225.0	167,548.0	152,648.0	14.1	25.3
# Occupied Units	169,409.0	147,045.0	132,627.0	15.2	27.7
Persons per Household	2.5	2.7	2.6	-4.8	-2.3
Vacancy Rate (%)	11.4	12.2	13.1	-6.8	-13.0

Source: CA DOF; Calculations by Marin Economic Consulting

Figure 6 - 1: Population Growth

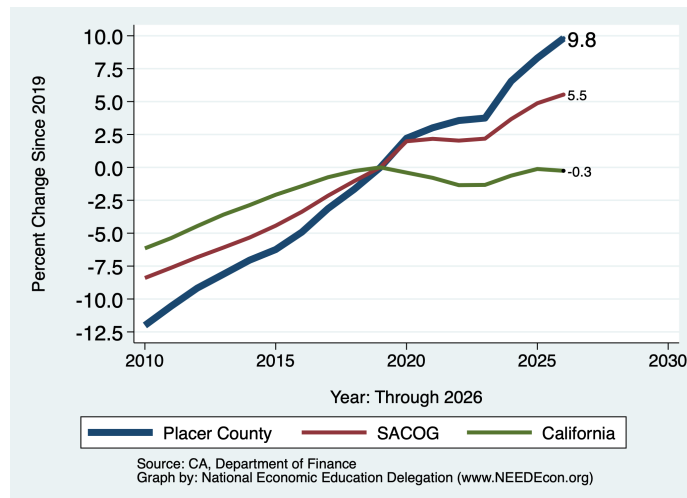


Figure 6 - 2: Housing Growth

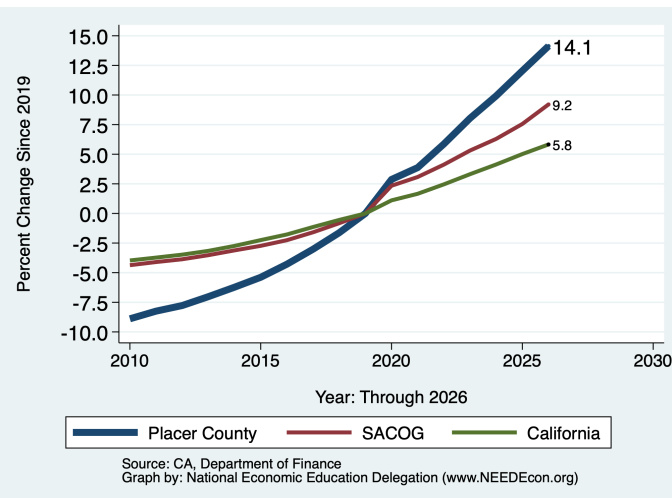


Figure 6 - 3: Vacancy Rates

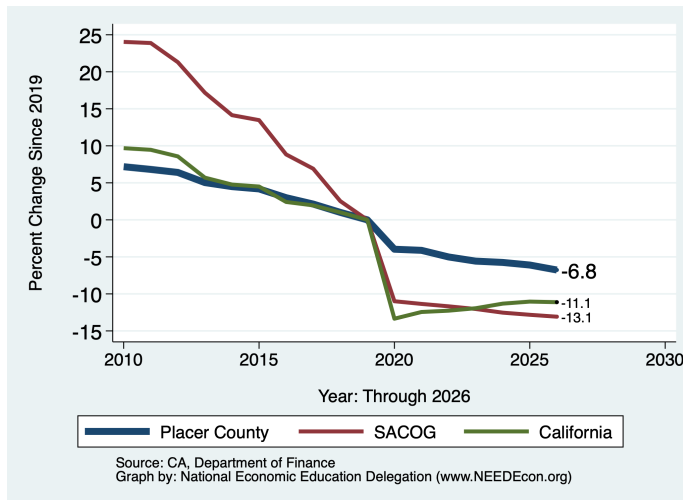


Figure 6 - 4: Occupancy Rates

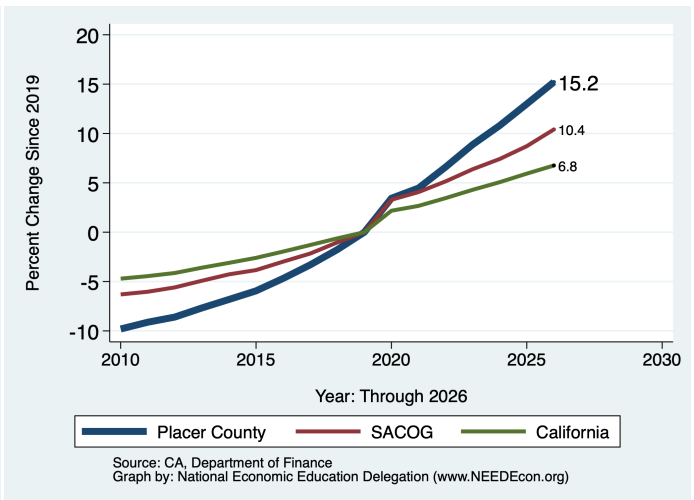
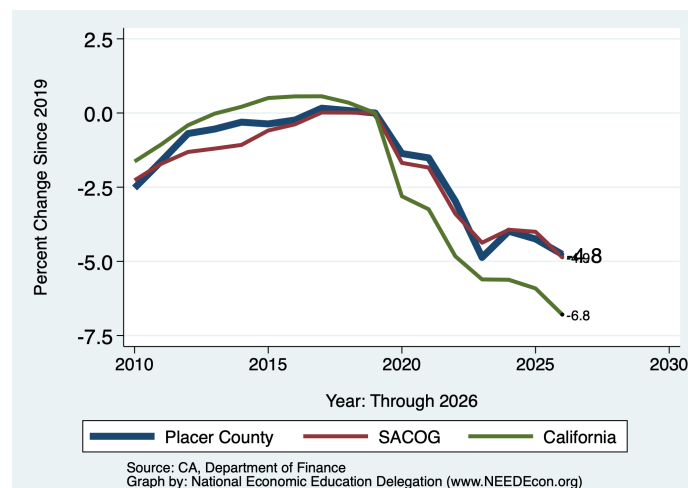


Figure 6 - 5: Persons per Household



7. Trends in the Growth of Housing by Housing Type

Figure 7 - 1: Single Detached Homes

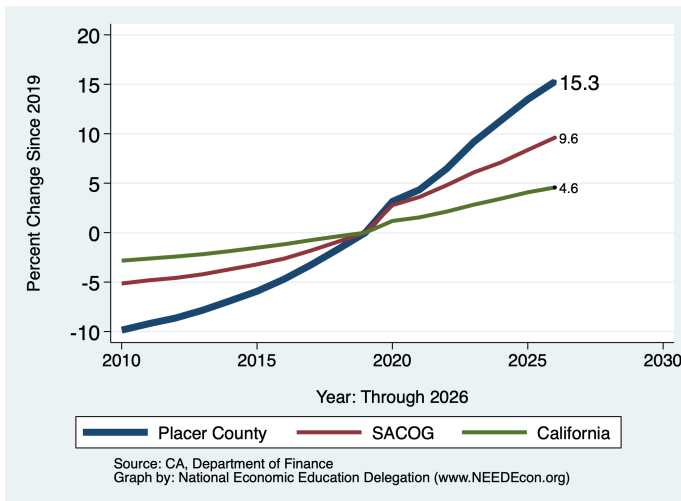


Figure 7 - 2: Single Attached Homes

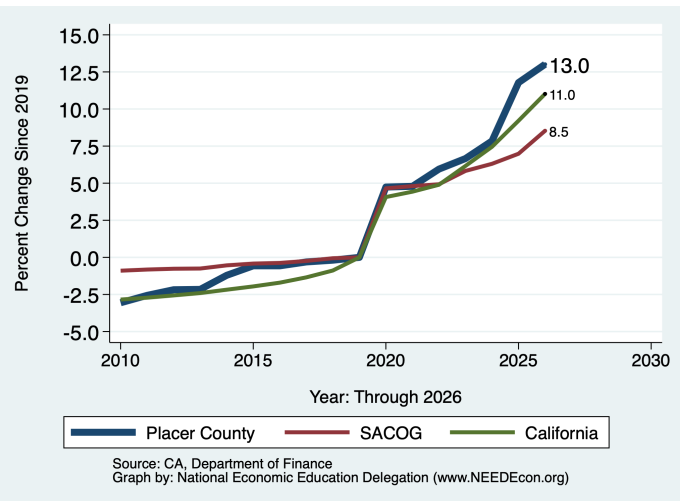


Figure 7 - 3: Housing in Buildings with Two to Four Units Figure 7 - 4: Housing in Buildings with Five or More Units

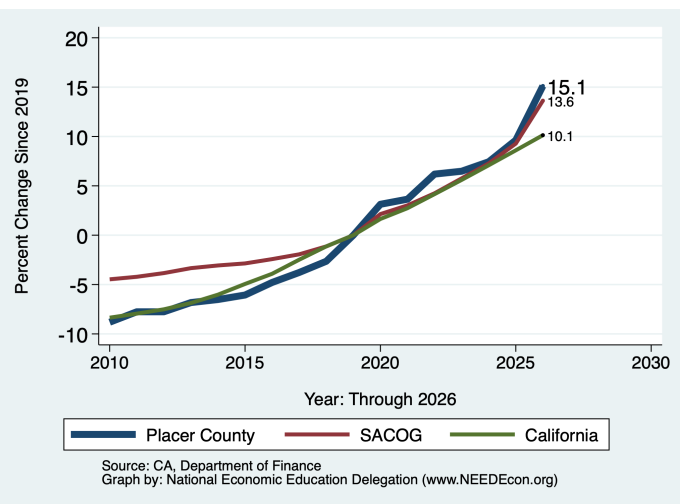
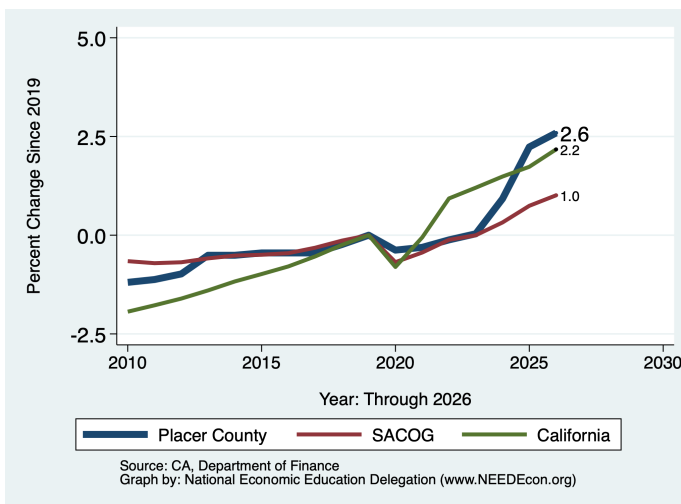
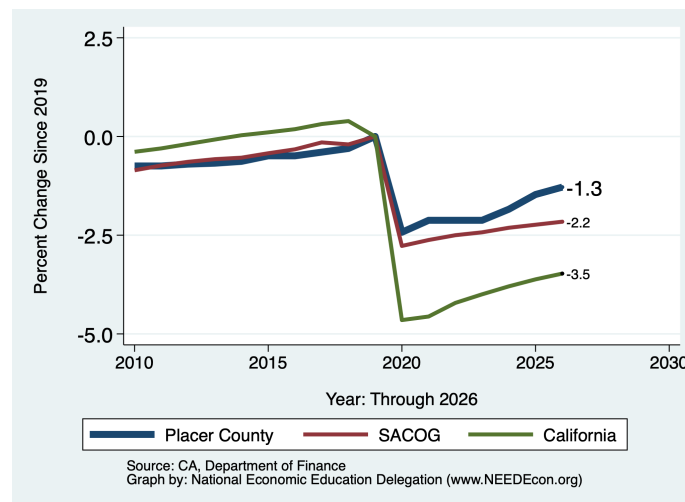


Figure 7 - 5: Mobile Homes



8. Documentation and Sources

Sources:

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