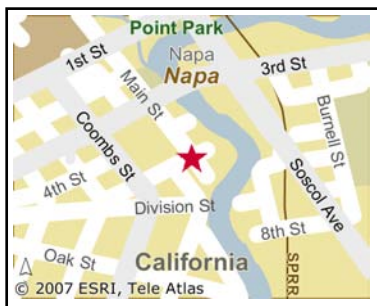


Site Map

5th St AT Main St
Napa, CA 94559

Prepared Main Street Property Services
July 11, 2008




Latitude: 38.2964
Longitude: -122.2833





5th St AT Main St
Napa, CA 94559
Area: 1

Latitude: 38.2964
Longitude: -122.2833

	2000 Total Population	187,486
	2000 Group Quarters	7,001
	2008 Total Population	202,829
	2013 Total Population	210,475
	2008 - 2013 Annual Rate	0.74%
	2000 Households	67,964
	2000 Average Household Size	2.66
	2008 Households	73,301
	2008 Average Household Size	2.67
	2013 Households	75,981
	2013 Average Household Size	2.67
	2008 - 2013 Annual Rate	0.72%
	2000 Families	46,121
	2000 Average Family Size	3.19
	2008 Families	49,715
	2008 Average Family Size	3.25
	2013 Families	51,283
	2013 Average Family Size	3.28
	2008 - 2013 Annual Rate	0.62%
	2000 Housing Units	72,468
	Owner Occupied Housing Units	62.8%
	Renter Occupied Housing Units	31.1%
	Vacant Housing Units	6.1%
	2008 Housing Units	79,513
	Owner Occupied Housing Units	63.1%
	Renter Occupied Housing Units	29.0%
	Vacant Housing Units	7.8%
	2013 Housing Units	83,199
	Owner Occupied Housing Units	61.5%
	Renter Occupied Housing Units	29.8%
	Vacant Housing Units	8.7%
	Median Household Income	
	2000	\$53,051
	2008	\$69,020
	2013	\$80,764
	Median Home Value	
	2000	\$243,082
	2008	\$477,972
	2013	\$495,933
	Per Capita Income	
	2000	\$26,195
	2008	\$34,461
	2013	\$41,641
	Median Age	
	2000	38.8
	2008	40.5
	2013	41.4

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 2008 and 2013.



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Napa, CA 94559
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2000 Households by Income

Household Income Base	68,055
< \$15,000	9.6%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	3.4%
\$200,000+	3.9%
Average Household Income	\$70,788

2008 Households by Income

Household Income Base	73,291
< \$15,000	6.6%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	5.8%
\$200,000+	7.0%
Average Household Income	\$93,388

2013 Households by Income

Household Income Base	75,973
< \$15,000	5.5%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	6.5%
\$200,000+	10.7%
Average Household Income	\$113,231

2000 Owner Occupied HUs by Value

Total	45,478
<\$50,000	6.3%
\$50,000 - 99,999	3.8%
\$100,000 - 149,999	9.1%
\$150,000 - 199,999	18.1%
\$200,000 - \$299,999	26.2%
\$300,000 - 499,999	20.7%
\$500,000 - 999,999	11.2%
\$1,000,000+	4.5%
Average Home Value	\$327,282

2000 Specified Renter Occupied HUs by Contract Rent

Total	21,660
With Cash Rent	96.0%
No Cash Rent	4.0%
Median Rent	\$761
Average Rent	\$795

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 2008 and 2013.



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5th St AT Main St
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2000 Population by Age

Total	187,486
0 - 4	6.0%
5 - 9	6.9%
10 - 14	7.1%
15 - 19	6.9%
20 - 24	5.5%
25 - 34	12.0%
35 - 44	15.2%
45 - 54	15.4%
55 - 64	9.8%
65 - 74	7.1%
75 - 84	5.9%
85+	2.2%
18+	75.8%

2008 Population by Age

Total	202,830
0 - 4	5.9%
5 - 9	5.8%
10 - 14	6.4%
15 - 19	6.9%
20 - 24	6.3%
25 - 34	11.8%
35 - 44	13.0%
45 - 54	14.9%
55 - 64	13.2%
65 - 74	7.4%
75 - 84	5.6%
85+	2.8%
18+	77.6%

2013 Population by Age

Total	210,474
0 - 4	6.0%
5 - 9	5.6%
10 - 14	5.8%
15 - 19	6.3%
20 - 24	6.3%
25 - 34	12.3%
35 - 44	12.1%
45 - 54	14.5%
55 - 64	13.9%
65 - 74	8.6%
75 - 84	5.3%
85+	3.1%
18+	78.6%

2000 Population by Sex

Males	49.5%
Females	50.5%

2008 Population by Sex

Males	49.6%
Females	50.4%

2013 Population by Sex

Males	49.6%
Females	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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5th St AT Main St
Napa, CA 94559
Area: 1



2000 Population by Race/Ethnicity

Total	187,485
White Alone	74.7%
Black Alone	4.4%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	6.6%
Some Other Race Alone	9.7%
Two or More Races	3.9%
Hispanic Origin	21.4%
Diversity Index	62.6

2008 Population by Race/Ethnicity

Total	202,829
White Alone	70.6%
Black Alone	4.2%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	7.0%
Some Other Race Alone	12.3%
Two or More Races	5.1%
Hispanic Origin	27.0%
Diversity Index	69.4

2013 Population by Race/Ethnicity

Total	210,475
White Alone	68.1%
Black Alone	3.9%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	7.4%
Some Other Race Alone	13.9%
Two or More Races	6.0%
Hispanic Origin	30.5%
Diversity Index	72.9



2000 Population 3+ by School Enrollment

Total	180,959
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.9%
Enrolled in Grade 9-12	6.2%
Enrolled in College	5.4%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	72.6%

2008 Population 25+ by Educational Attainment

Total	139,374
Less than 9th Grade	8.5%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	21.6%
Some College, No Degree	24.3%
Associate Degree	8.4%
Bachelor's Degree	19.1%
Graduate/Professional Degree	10.1%

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 2008 and 2013.



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2008 Population 15+ by Marital Status

Total	166,060
Never Married	27.0%
Married	55.1%
Widowed	7.0%
Divorced	11.0%



2000 Population 16+ by Employment Status

Total	147,419
In Labor Force	62.4%
Civilian Employed	59.5%
Civilian Unemployed	2.8%
In Armed Forces	0.1%
Not in Labor Force	37.6%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	93.9%
Civilian Unemployed	6.1%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.2%
Civilian Unemployed	5.8%

2000 Females 16+ by Employment Status and Age of Children

Total	75,402
Own Children < 6 Only	6.5%
Employed/in Armed Forces	4.0%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	6.3%
Employed/in Armed Forces	3.5%
Unemployed	0.2%
Not in Labor Force	2.6%
Own Children 6-17 Only	16.2%
Employed/in Armed Forces	11.5%
Unemployed	0.6%
Not in Labor Force	4.1%
No Own Children < 18	71.0%
Employed/in Armed Forces	34.3%
Unemployed	1.5%
Not in Labor Force	35.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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2008 Employed Population 16+ by Industry

Total	95,593
Agriculture/Mining	3.4%
Construction	8.6%
Manufacturing	10.0%
Wholesale Trade	2.8%
Retail Trade	10.3%
Transportation/Utilities	3.9%
Information	1.6%
Finance/Insurance/Real Estate	6.4%
Services	48.7%
Public Administration	4.3%

2008 Employed Population 16+ by Occupation

Total	95,591
White Collar	59.0%
Management/Business/Financial	15.0%
Professional	20.8%
Sales	10.9%
Administrative Support	12.3%
Services	19.9%
Blue Collar	21.1%
Farming/Forestry/Fishing	1.7%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	3.5%
Production	5.0%
Transportation/Material Moving	4.4%



2000 Workers 16+ by Means of Transportation to Work

Total	85,929
Drove Alone - Car, Truck, or Van	72.1%
Carpooled - Car, Truck, or Van	15.2%
Public Transportation	2.0%
Walked	3.8%
Other Means	1.8%
Worked at Home	5.1%

2000 Workers 16+ by Travel Time to Work

Total	85,930
Did Not Work at Home	94.9%
Less than 5 minutes	4.3%
5 to 9 minutes	13.7%
10 to 19 minutes	29.3%
20 to 24 minutes	9.0%
25 to 34 minutes	14.7%
35 to 44 minutes	5.8%
45 to 59 minutes	7.5%
60 to 89 minutes	6.3%
90 or more minutes	4.2%
Worked at Home	5.1%
Average Travel Time to Work (in min)	26.6

2000 Households by Vehicles Available

Total	68,000
None	5.8%
1	31.9%
2	39.8%
3	14.9%
4	5.4%
5+	2.1%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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Napa, CA 94559
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2000 Households by Type

Total	67,964
Family Households	67.9%
Married-couple Family	53.2%
With Related Children	24.6%
Other Family (No Spouse)	14.7%
With Related Children	9.4%
Nonfamily Households	32.1%
Householder Living Alone	25.6%
Householder Not Living Alone	6.5%
Households with Related Children	34.1%
Households with Persons 65+	28.3%

2000 Households by Size

Total	67,964
1 Person Household	25.6%
2 Person Household	34.0%
3 Person Household	14.7%
4 Person Household	13.2%
5 Person Household	6.6%
6 Person Household	3.1%
7+ Person Household	2.9%

2000 Households by Year Householder Moved In

Total	68,001
Moved in 1999 to March 2000	16.9%
Moved in 1995 to 1998	29.9%
Moved in 1990 to 1994	16.3%
Moved in 1980 to 1989	18.3%
Moved in 1970 to 1979	10.8%
Moved in 1969 or Earlier	7.8%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	72,454
1, Detached	70.2%
1, Attached	6.7%
2	3.0%
3 or 4	4.0%
5 to 9	2.7%
10 to 19	2.0%
20+	4.3%
Mobile Home	7.0%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	72,531
1999 to March 2000	1.6%
1995 to 1998	4.1%
1990 to 1994	7.0%
1980 to 1989	17.1%
1970 to 1979	23.0%
1969 or Earlier	47.3%
Median Year Structure Built	1971

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




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Area: 1

Top 3 Tapestry Segments

1. Connoisseurs
2. Urban Chic
3. International Marketplace

 **2008 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 \$	\$207,256,292
Average Spent	\$2,827.47
Spending Potential Index	105
Computers & Accessories: Total \$	\$23,140,561
Average Spent	\$315.69
Spending Potential Index	132
Education: Total \$	\$129,496,700
Average Spent	\$1,766.64
Spending Potential Index	129
Entertainment/Recreation: Total \$	\$344,387,691
Average Spent	\$4,698.27
Spending Potential Index	126
Food at Home: Total \$	\$441,792,934
Average Spent	\$6,027.11
Spending Potential Index	123
Food Away from Home: Total \$	\$309,080,674
Average Spent	\$4,216.60
Spending Potential Index	123
Health Care: Total \$	\$366,619,635
Average Spent	\$5,001.56
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$210,748,288
Average Spent	\$2,875.11
Spending Potential Index	125
Investments: Total \$	\$107,820,277
Average Spent	\$1,470.93
Spending Potential Index	145
Retail Goods: Total \$	\$2,459,027,339
Average Spent	\$33,546.98
Spending Potential Index	124
Shelter: Total \$	\$1,529,949,455
Average Spent	\$20,872.15
Spending Potential Index	134
TV/Video/Sound Equipment: Total \$	\$130,172,241
Average Spent	\$1,775.86
Spending Potential Index	124
Travel: Total \$	\$191,309,688
Average Spent	\$2,609.92
Spending Potential Index	138
Vehicle Maintenance & Repairs: Total \$	\$93,827,708
Average Spent	\$1,280.03
Spending Potential Index	129

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



Business Summary by SIC Codes

Prepared by

Downtown Napa Site Type: Radius	997 3rd St Napa, CA 94559 Radius: 1.0 mile	997 3rd St Napa, CA 94559 Radius: 3.0 mile	997 3rd St Napa, CA 94559 Radius: 5.0 mile
Total Businesses:	1,728	3,616	4,205
Total Employees:	12,609	33,183	41,640
Total Residential Population:	16,605	73,732	89,656
Employee/Residential Population Ratio:	0.76	0.45	0.46

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	31	1.8%	209	1.7%	95	2.6%	610	1.8%	145	3.4%	1,130	2.7%
Construction	112	6.5%	770	6.1%	297	8.2%	1,361	4.1%	370	8.8%	1,693	4.1%
Manufacturing	55	3.2%	337	2.7%	130	3.6%	842	2.5%	205	4.9%	2,300	5.5%
Transportation	23	1.3%	189	1.5%	61	1.7%	592	1.8%	82	2.0%	833	2.0%
Communication	7	0.4%	12	0.1%	16	0.4%	80	0.2%	18	0.4%	80	0.2%
Electric, Gas, Water, Sanitary Services	3	0.2%	38	0.3%	5	0.1%	85	0.3%	7	0.2%	90	0.2%
Wholesale Trade	35	2.0%	157	1.2%	96	2.7%	590	1.8%	133	3.2%	901	2.2%
Retail Trade Summary	321	18.6%	3,702	29.4%	703	19.4%	6,808	20.5%	768	18.3%	7,303	17.5%
Home Improvement	26	1.5%	468	3.7%	45	1.2%	651	2.0%	50	1.2%	705	1.7%
General Merchandise Stores	8	0.5%	519	4.1%	16	0.4%	617	1.9%	16	0.4%	617	1.5%
Food Stores	24	1.4%	360	2.9%	74	2.0%	1,023	3.1%	78	1.9%	1,041	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	29	1.7%	397	3.1%	56	1.5%	546	1.6%	61	1.5%	575	1.4%
Apparel & Accessory Stores	17	1.0%	56	0.4%	54	1.5%	307	0.9%	59	1.4%	313	0.8%
Furniture & Home Furnishings	27	1.6%	147	1.2%	65	1.8%	352	1.1%	74	1.8%	371	0.9%
Eating & Drinking Places	82	4.8%	1,325	10.5%	161	4.5%	2,285	6.9%	172	4.1%	2,546	6.1%
Miscellaneous Retail	108	6.3%	430	3.4%	232	6.4%	1,027	3.1%	258	6.1%	1,135	2.7%
Finance, Insurance, Real Estate Summary	207	12.0%	1,123	8.9%	375	10.4%	1,950	5.9%	421	10.0%	2,187	5.3%
Banks, Savings & Lending Institutions	38	2.2%	219	1.7%	71	2.0%	399	1.2%	74	1.8%	427	1.0%
Securities Brokers	30	1.7%	99	0.8%	44	1.2%	160	0.5%	49	1.2%	206	0.5%
Insurance Carriers & Agents	50	2.9%	223	1.8%	75	2.1%	334	1.0%	81	1.9%	429	1.0%
Real Estate, Holding, Other Investment Offices	89	5.2%	582	4.6%	185	5.1%	1,057	3.2%	217	5.2%	1,125	2.7%
Services Summary	816	47.3%	4,042	32.1%	1,680	46.5%	17,561	52.9%	1,878	44.7%	22,340	53.6%
Hotels & Lodging	23	1.3%	307	2.4%	34	0.9%	3,660	11.0%	42	1.0%	6,566	15.8%
Automotive Services	64	3.7%	312	2.5%	94	2.6%	469	1.4%	99	2.4%	485	1.2%
Motion Pictures & Amusements	45	2.6%	173	1.4%	85	2.4%	544	1.6%	101	2.4%	666	1.6%
Health Services	81	4.7%	299	2.4%	300	8.3%	5,074	15.3%	313	7.4%	5,540	13.3%
Legal Services	85	4.9%	322	2.6%	103	2.8%	354	1.1%	107	2.5%	358	0.9%
Education Institutions & Libraries	19	1.1%	335	2.7%	73	2.0%	2,726	8.2%	88	2.1%	3,170	7.6%
Other Services	499	28.9%	2,294	18.2%	991	27.4%	4,734	14.3%	1,128	26.8%	5,555	13.3%
Government	93	5.4%	2,029	16.1%	104	2.9%	2,692	8.1%	109	2.6%	2,770	6.7%
Other	23	1.3%	1	0.0%	54	1.5%	9	0.0%	68	1.6%	14	0.0%
Totals	1,726	100.0%	12,609	100.0%	3,616	100.0%	33,180	100.0%	4,204	100.0%	41,641	100.0%

Source: Business data provided by InfoUSA, Omaha NE Copyright 2008, all rights reserved. ESRI forecasts for 2008.