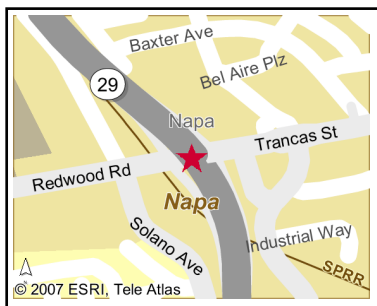
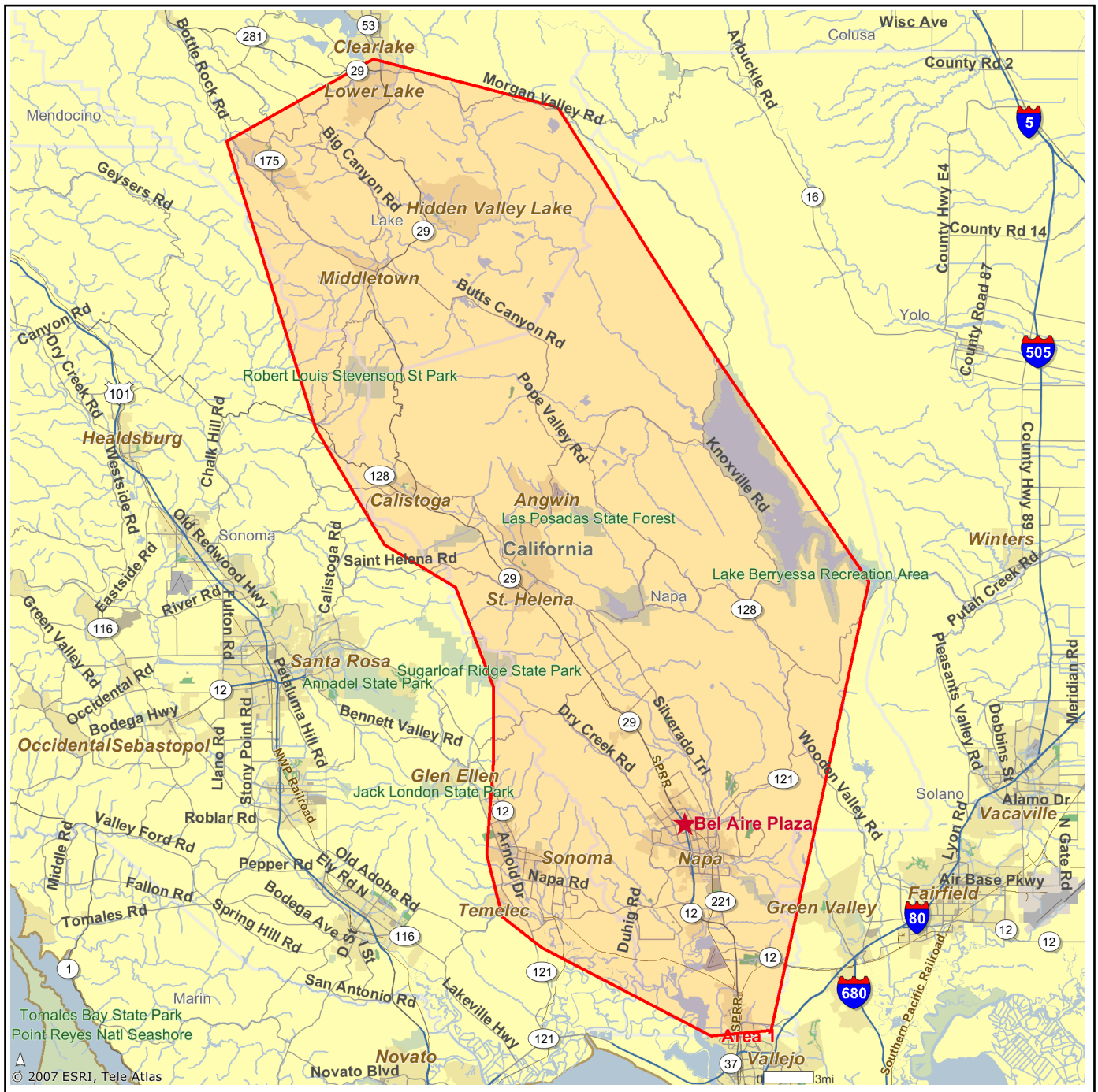


Bel Aire Plaza  
Trancas St AT State Hwy 29  
Napa, CA 94558

# Site Map

Prepared by Main Street Property Services  
July 14, 2008

Latitude: 38.3213  
Longitude: -122.3085





**Bel Aire Plaza**




**Trancas St AT State Hwy 29**

**Latitude: 38.3213**

**Napa, CA 94558**

**Longitude: -122.3085**

**Area: 1**

	2000 Total Population	166,597
	2000 Group Quarters	5,771
	2008 Total Population	183,194
	2013 Total Population	191,764
	2008 - 2013 Annual Rate	0.92%
	2000 Households	62,501
	2000 Average Household Size	2.57
	2008 Households	68,244
	2008 Average Household Size	2.6
	2013 Households	71,263
	2013 Average Household Size	2.61
	2008 - 2013 Annual Rate	0.87%
	2000 Families	41,539
	2000 Average Family Size	3.12
	2008 Families	45,388
	2008 Average Family Size	3.19
	2013 Families	47,201
	2013 Average Family Size	3.23
	2008 - 2013 Annual Rate	0.79%
	<b>2000 Housing Units</b>	67,679
	Owner Occupied Housing Units	60.6%
	Renter Occupied Housing Units	31.8%
	Vacant Housing Units	7.6%
	<b>2008 Housing Units</b>	74,886
	Owner Occupied Housing Units	61.5%
	Renter Occupied Housing Units	29.6%
	Vacant Housing Units	8.9%
	<b>2013 Housing Units</b>	78,795
	Owner Occupied Housing Units	60.1%
	Renter Occupied Housing Units	30.4%
	Vacant Housing Units	9.6%
	<b>Median Household Income</b>	
	2000	\$50,886
	2008	\$65,288
	2013	\$76,390
	<b>Median Home Value</b>	
	2000	\$241,946
	2008	\$483,980
	2013	\$502,882
	<b>Per Capita Income</b>	
	2000	\$26,270
	2008	\$34,171
	2013	\$41,003
	<b>Median Age</b>	
	2000	39.1
	2008	41.0
	2013	42.0

**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.



Bel Aire Plaza  
Latitude: 38.3213  
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Trancas St AT State Hwy 29  
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Area: 1



**2000 Households by Income**

Household Income Base	62,503
< \$15,000	10.4%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	3.2%
\$200,000+	3.8%
Average Household Income	\$68,803

**2008 Households by Income**

Household Income Base	68,236
< \$15,000	7.3%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	5.5%
\$200,000+	6.6%
Average Household Income	\$90,018

**2013 Households by Income**

Household Income Base	71,253
< \$15,000	6.1%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	6.0%
\$200,000+	10.0%
Average Household Income	\$108,488

**2000 Owner Occupied HUs by Value**

Total	40,982
<\$50,000	7.1%
\$50,000 - 99,999	4.8%
\$100,000 - 149,999	8.6%
\$150,000 - 199,999	17.1%
\$200,000 - \$299,999	27.2%
\$300,000 - 499,999	20.4%
\$500,000 - 999,999	10.5%
\$1,000,000+	4.4%
Average Home Value	\$320,309

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	20,735
With Cash Rent	95.8%
No Cash Rent	4.2%
Median Rent	\$752
Average Rent	\$788

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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2000 Population by Age

Total	166,595
0 - 4	6.0%
5 - 9	6.8%
10 - 14	7.0%
15 - 19	6.7%
20 - 24	5.5%
25 - 34	12.1%
35 - 44	15.3%
45 - 54	15.2%
55 - 64	9.8%
65 - 74	7.3%
75 - 84	6.1%
85+	2.3%
18+	76.1%

2008 Population by Age

Total	183,189
0 - 4	5.8%
5 - 9	5.8%
10 - 14	6.3%
15 - 19	6.7%
20 - 24	6.1%
25 - 34	11.6%
35 - 44	13.0%
45 - 54	15.1%
55 - 64	13.3%
65 - 74	7.5%
75 - 84	5.7%
85+	2.9%
18+	77.8%

2013 Population by Age

Total	191,768
0 - 4	6.0%
5 - 9	5.6%
10 - 14	5.8%
15 - 19	6.3%
20 - 24	6.2%
25 - 34	12.0%
35 - 44	12.0%
45 - 54	14.8%
55 - 64	14.2%
65 - 74	8.7%
75 - 84	5.4%
85+	3.1%
18+	78.8%

2000 Population by Sex

Males	49.6%
Females	50.4%

2008 Population by Sex

Males	49.8%
Females	50.2%

2013 Population by Sex

Males	49.7%
Females	50.3%

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



Bel Aire Plaza  
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2000 Population by Race/Ethnicity

Total	166,597
White Alone	82.0%
Black Alone	1.1%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	2.7%
Some Other Race Alone	9.8%
Two or More Races	3.6%
Hispanic Origin	22.1%
Diversity Index	55.9

2008 Population by Race/Ethnicity

Total	183,193
White Alone	77.2%
Black Alone	1.3%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	3.3%
Some Other Race Alone	12.5%
Two or More Races	4.8%
Hispanic Origin	28.0%
Diversity Index	64.4

2013 Population by Race/Ethnicity

Total	191,764
White Alone	74.4%
Black Alone	1.3%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	3.6%
Some Other Race Alone	14.1%
Two or More Races	5.7%
Hispanic Origin	31.6%
Diversity Index	68.5



2000 Population 3+ by School Enrollment

Total	160,860
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	6.0%
Enrolled in College	5.3%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	72.9%

2008 Population 25+ by Educational Attainment

Total	126,588
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	22.3%
Some College, No Degree	24.5%
Associate Degree	8.2%
Bachelor's Degree	18.6%
Graduate/Professional Degree	10.2%

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	150,194
Never Married	25.8%
Married	55.4%
Widowed	7.1%
Divorced	11.6%



**2000 Population 16+ by Employment Status**

Total	131,284
In Labor Force	62.3%
Civilian Employed	59.4%
Civilian Unemployed	2.8%
In Armed Forces	0.1%
Not in Labor Force	37.7%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	93.9%
Civilian Unemployed	6.1%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	94.3%
Civilian Unemployed	5.7%

**2000 Females 16+ by Employment Status and Age of Children**

Total	66,912
Own Children < 6 Only	6.5%
Employed/in Armed Forces	3.9%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	5.9%
Employed/in Armed Forces	3.2%
Unemployed	0.2%
Not in Labor Force	2.6%
Own Children 6-17 Only	16.1%
Employed/in Armed Forces	11.4%
Unemployed	0.6%
Not in Labor Force	4.1%
No Own Children < 18	71.5%
Employed/in Armed Forces	34.5%
Unemployed	1.6%
Not in Labor Force	35.3%

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	86,366
Agriculture/Mining	3.8%
Construction	9.3%
Manufacturing	9.9%
Wholesale Trade	2.8%
Retail Trade	10.5%
Transportation/Utilities	3.5%
Information	1.5%
Finance/Insurance/Real Estate	6.0%
Services	48.6%
Public Administration	4.1%

2008 Employed Population 16+ by Occupation

Total	86,364
White Collar	58.7%
Management/Business/Financial	15.3%
Professional	20.6%
Sales	11.0%
Administrative Support	11.8%
Services	19.8%
Blue Collar	21.5%
Farming/Forestry/Fishing	1.9%
Construction/Extraction	7.1%
Installation/Maintenance/Repair	3.6%
Production	4.8%
Transportation/Material Moving	4.2%



2000 Workers 16+ by Means of Transportation to Work

Total	76,312
Drove Alone - Car, Truck, or Van	72.9%
Carpooled - Car, Truck, or Van	14.4%
Public Transportation	1.5%
Walked	4.1%
Other Means	1.7%
Worked at Home	5.3%

2000 Workers 16+ by Travel Time to Work

Total	76,312
Did Not Work at Home	94.7%
Less than 5 minutes	4.8%
5 to 9 minutes	14.8%
10 to 19 minutes	30.1%
20 to 24 minutes	8.7%
25 to 34 minutes	14.2%
35 to 44 minutes	5.4%
45 to 59 minutes	6.6%
60 to 89 minutes	6.3%
90 or more minutes	3.9%
Worked at Home	5.3%
Average Travel Time to Work (in min)	25.6

2000 Households by Vehicles Available

Total	62,496
None	6.0%
1	32.5%
2	39.8%
3	14.8%
4	4.9%
5+	2.0%
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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**2000 Households by Type**

Total	62,501
Family Households	66.5%
Married-couple Family	52.4%
With Related Children	23.7%
Other Family (No Spouse)	14.1%
With Related Children	9.0%
Nonfamily Households	33.5%
Householder Living Alone	26.7%
Householder Not Living Alone	6.8%
Households with Related Children	32.8%
Households with Persons 65+	28.4%

**2000 Households by Size**

Total	62,501
1 Person Household	26.7%
2 Person Household	35.0%
3 Person Household	14.5%
4 Person Household	12.6%
5 Person Household	6.0%
6 Person Household	2.8%
7+ Person Household	2.4%

**2000 Households by Year Householder Moved In**

Total	62,498
Moved in 1999 to March 2000	17.9%
Moved in 1995 to 1998	30.6%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	17.3%
Moved in 1970 to 1979	10.2%
Moved in 1969 or Earlier	7.6%
Median Year Householder Moved In	1995



**2000 Housing Units by Units in Structure**

Total	67,664
1, Detached	68.3%
1, Attached	6.7%
2	3.1%
3 or 4	4.1%
5 to 9	2.7%
10 to 19	2.2%
20+	4.5%
Mobile Home	8.2%
Other	0.2%

**2000 Housing Units by Year Structure Built**

Total	67,665
1999 to March 2000	1.5%
1995 to 1998	4.4%
1990 to 1994	7.5%
1980 to 1989	16.6%
1970 to 1979	21.9%
1969 or Earlier	48.0%
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 \$	\$185,842,256
Average Spent	\$2,723.20
Spending Potential Index	101
Computers & Accessories: Total \$	\$20,566,739
Average Spent	\$301.37
Spending Potential Index	126
Education: Total \$	\$115,277,482
Average Spent	\$1,689.20
Spending Potential Index	123
Entertainment/Recreation: Total \$	\$310,268,276
Average Spent	\$4,546.46
Spending Potential Index	122
Food at Home: Total \$	\$398,945,326
Average Spent	\$5,845.87
Spending Potential Index	120
Food Away from Home: Total \$	\$278,220,002
Average Spent	\$4,076.84
Spending Potential Index	119
Health Care: Total \$	\$334,503,939
Average Spent	\$4,901.59
Spending Potential Index	120
HH Furnishings & Equipment: Total \$	\$187,783,425
Average Spent	\$2,751.65
Spending Potential Index	120
Investments: Total \$	\$94,685,344
Average Spent	\$1,387.45
Spending Potential Index	137
Retail Goods: Total \$	\$2,215,581,156
Average Spent	\$32,465.58
Spending Potential Index	120
Shelter: Total \$	\$1,356,867,307
Average Spent	\$19,882.59
Spending Potential Index	128
TV/Video/Sound Equipment: Total \$	\$116,975,236
Average Spent	\$1,714.07
Spending Potential Index	119
Travel: Total \$	\$170,119,606
Average Spent	\$2,492.81
Spending Potential Index	132
Vehicle Maintenance & Repairs: Total \$	\$84,299,820
Average Spent	\$1,235.27
Spending Potential Index	124

**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 Main Street Property Services, Inc.

-122.3085,38.3213  
Site Type: Radius

Trancas St AT State Hwy 29  
Napa, CA 94558  
Radius: 1.0 miles

Trancas St AT State Hwy 29  
Napa, CA 94558  
Radius: 3.0 miles

Trancas St AT State Hwy 29  
Napa, CA 94558  
Radius: 5.0 miles

Total Businesses:	906	3,670	4,119
Total Employees:	8,134	31,903	39,550
Total Residential Population:	19,641	76,599	90,071
Employee/Residential Population Ratio:	0.41	0.42	0.44

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	20	2.2%	95	1.2%	111	3.0%	819	2.6%	147	3.6%	1,133	2.9%
Construction	76	8.4%	260	3.2%	302	8.2%	1,302	4.1%	361	8.8%	1,504	3.8%
Manufacturing	23	2.5%	69	0.8%	144	3.9%	980	3.1%	193	4.7%	1,535	3.9%
Transportation	12	1.3%	97	1.2%	60	1.6%	504	1.6%	72	1.7%	748	1.9%
Communication	5	0.6%	30	0.4%	14	0.4%	63	0.2%	17	0.4%	80	0.2%
Electric, Gas, Water, Sanitary Services	0	0.0%	5	0.1%	4	0.1%	36	0.1%	6	0.1%	90	0.2%
Wholesale Trade	25	2.8%	313	3.8%	94	2.6%	557	1.7%	115	2.8%	668	1.7%
Retail Trade Summary	186	20.6%	1,754	21.6%	697	19.0%	6,825	21.4%	757	18.4%	7,175	18.1%
Home Improvement	11	1.2%	148	1.8%	42	1.1%	638	2.0%	47	1.1%	668	1.7%
General Merchandise Stores	3	0.3%	80	1.0%	16	0.4%	616	1.9%	16	0.4%	617	1.6%
Food Stores	24	2.7%	459	5.6%	69	1.9%	1,006	3.2%	78	1.9%	1,032	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	10	1.1%	40	0.5%	51	1.4%	459	1.4%	59	1.4%	556	1.4%
Apparel & Accessory Stores	8	0.9%	17	0.2%	57	1.6%	311	1.0%	60	1.5%	314	0.8%
Furniture & Home Furnishings	19	2.1%	85	1.0%	65	1.8%	311	1.0%	73	1.8%	361	0.9%
Eating & Drinking Places	46	5.1%	608	7.5%	162	4.4%	2,465	7.7%	169	4.1%	2,559	6.5%
Miscellaneous Retail	65	7.2%	317	3.9%	235	6.4%	1,019	3.2%	255	6.2%	1,068	2.7%
Finance, Insurance, Real Estate Summary	81	9.0%	434	5.3%	387	10.6%	1,960	6.1%	421	10.2%	2,045	5.2%
Banks, Savings & Lending Institutions	21	2.3%	133	1.6%	72	2.0%	421	1.3%	74	1.8%	433	1.1%
Securities Brokers	7	0.8%	47	0.6%	43	1.2%	160	0.5%	48	1.2%	164	0.4%
Insurance Carriers & Agents	11	1.2%	53	0.7%	76	2.1%	319	1.0%	80	1.9%	345	0.9%
Real Estate, Holding, Other Investment Offices	42	4.6%	201	2.5%	196	5.3%	1,060	3.3%	219	5.3%	1,103	2.8%
Services Summary	464	51.3%	5,032	61.9%	1,694	46.2%	16,192	50.8%	1,856	45.0%	21,844	55.2%
Hotels & Lodging	4	0.4%	70	0.9%	38	1.0%	4,615	14.5%	44	1.1%	6,572	16.6%
Automotive Services	6	0.7%	9	0.1%	81	2.2%	365	1.1%	98	2.4%	477	1.2%
Motion Pictures & Amusements	20	2.2%	220	2.7%	90	2.5%	525	1.6%	101	2.5%	632	1.6%
Health Services	150	16.6%	2,346	28.8%	300	8.2%	3,882	12.2%	311	7.5%	5,765	14.6%
Legal Services	5	0.6%	9	0.1%	104	2.8%	354	1.1%	107	2.6%	358	0.9%
Education Institutions & Libraries	29	3.2%	992	12.2%	72	2.0%	1,887	5.9%	87	2.1%	2,970	7.5%
Other Services	250	27.7%	1,386	17.0%	1,009	27.5%	4,564	14.3%	1,108	26.9%	5,070	12.8%
Government	2	0.2%	42	0.5%	104	2.8%	2,655	8.3%	108	2.6%	2,720	6.9%
Other	10	1.1%	4	0.0%	56	1.5%	8	0.0%	67	1.6%	11	0.0%
<b>Totals</b>	<b>904</b>	<b>100.0%</b>	<b>8,135</b>	<b>100.0%</b>	<b>3,667</b>	<b>100.0%</b>	<b>31,901</b>	<b>100.0%</b>	<b>4,120</b>	<b>100.0%</b>	<b>39,553</b>	<b>100.0%</b>

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