

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.283065, -122.276212

12-Apr-2021

## 113270-South Napa Market Place

### Napa, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2020 Estimated Population	12,809	55,477	87,509	158,092	
	2020 Daytime Population	21,314	73,966	108,863	195,179	
	2025 Population Forecast	13,374	57,694	90,831	164,425	
	2010 Census Population	12,400	54,894	87,062	154,794	
	2000 Census Population	12,039	52,146	82,648	136,369	
	1990 Census Population	10,263	46,109	72,555	118,635	
	Historical Annual Growth, 1990 to 2000	1.61%	1.24%	1.31%	1.40%	
	Historical Annual Growth, 2000 to 2010	0.30%	0.51%	0.52%	1.28%	
	Estimated Annual Growth, 2010 to 2020	0.30%	0.10%	0.05%	0.20%	
	Projected Annual Growth, 2020 to 2025	0.87%	0.79%	0.75%	0.79%	
	<b>HOUSEHOLDS</b>	2020 Estimated Households	4,327	19,391	31,536	54,611
		2025 Households Forecast	4,530	20,201	32,768	56,824
2010 Census Households		4,172	19,146	31,335	53,513	
2000 Census Households		4,138	18,878	30,076	47,884	
1990 Census Households		3,724	17,474	27,111	42,517	
Historical Annual Growth, 1990 to 2000		1.06%	0.78%	1.04%	1.20%	
Historical Annual Growth, 2000 to 2010		0.08%	0.14%	0.41%	1.12%	
Estimated Annual Growth, 2010 to 2020		0.34%	0.12%	0.06%	0.19%	
Projected Annual Growth, 2020 to 2025		0.92%	0.82%	0.77%	0.80%	
2020 % Households With Children		33%	31%	30%	30%	
2020 Persons per Household		2.80	2.74	2.70	2.83	
<b>INCOME 2020</b>		HH Income \$500,000 or more	1.95%	2.05%	2.57%	2.47%
	HH Income \$250,000 to \$499,999	2.38%	2.46%	3.10%	2.97%	
	HH Income \$200,000 to \$249,999	5.52%	5.72%	7.21%	6.92%	
	HH Income \$175,000 to \$199,999	3.54%	4.10%	4.66%	6.26%	
	HH Income \$150,000 to \$174,999	5.93%	6.62%	7.35%	7.56%	
	HH Income \$100,000 to \$149,999	18.31%	19.26%	19.70%	20.46%	
	HH Income \$75,000 to \$99,999	13.83%	14.90%	14.03%	13.51%	
	HH Income \$50,000 to \$74,999	16.44%	16.29%	15.16%	14.67%	
	HH Income \$35,000 to \$49,999	12.46%	11.81%	9.88%	9.37%	
	HH Income \$25,000 to \$34,999	9.16%	6.49%	5.98%	5.65%	
	HH Income \$15,000 to \$24,999	5.12%	5.11%	4.94%	4.57%	
	HH Income \$0 to \$14,999	5.37%	5.18%	5.42%	5.60%	
	Average Household Income	\$101,611	\$105,303	\$115,846	\$121,632	
	Median Household Income	\$77,614	\$83,006	\$89,405	\$92,974	
Per Capita Income	\$35,198	\$37,567	\$42,312	\$42,638		
2000 Average Household Income	\$54,192	\$60,264	\$67,742	\$70,572		
2000 Median Household Income	\$43,908	\$45,792	\$50,994	\$55,302		
<b>WRKPLACE 2020</b>	Workplace Establishments	357	2,214	3,061	4,649	
	Workplace Employees (Full Time Employees)	5,100	31,991	46,280	73,799	

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<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	850	3,677	5,319	9,361
	Count of Pop 5 to 14 years	1,549	6,653	9,574	16,957
	Count of Pop 14 to 22 years	1,297	5,604	8,694	15,722
	Count of Pop 22 to 30 years	1,339	5,614	9,314	17,100
	Count of Pop 30 to 45 years	2,744	11,499	15,889	26,973
	Count of Pop 45 to 60 years	2,525	10,769	17,039	30,611
	Count of Pop 60 to 75 years	1,876	8,480	15,217	28,762
	Count of Pop 75+ years	629	3,181	6,463	12,606
	Population 0 to 4 Years	6.64%	6.63%	6.08%	5.92%
	Population 5 to 13 Years	12.09%	11.99%	10.94%	10.73%
	Population 14 to 21 Years	10.13%	10.10%	9.94%	9.94%
	Population 22 to 29 Years	10.45%	10.12%	10.64%	10.82%
	Population 30 to 44 Years	21.43%	20.73%	18.16%	17.06%
	Population 45 to 59 Years	19.71%	19.41%	19.47%	19.36%
	Population 60 to 74 Years	14.64%	15.29%	17.39%	18.19%
Population 74 Years Plus	4.91%	5.73%	7.39%	7.97%	
Median Age	37.7	38.3	40.3	41.1	
<b>GENDER 2020</b>	Male Population	6,620	28,335	43,959	78,803
	Female Population	6,189	27,143	43,550	79,290
<b>RACE 2020</b>	2020 Estimated Population	12,809	55,477	87,509	158,092
	White	72.43%	73.05%	76.35%	64.13%
	Black or African American	1.61%	1.20%	0.98%	5.23%
	Asian or Pacific Islander	2.48%	2.78%	2.98%	12.14%
	Other Races	23.49%	22.97%	19.69%	18.50%
<b>HISPANIC</b>	2020 Hispanic Population	5,998	24,437	32,571	48,394
	2020 Hispanic Population %	46.83%	44.05%	37.22%	30.61%
	2025 Hispanic Population Forecast	6,325	25,481	33,959	50,488
	2025 Hispanic Population % Projected	47.29%	44.17%	37.39%	30.71%
	2000 Hispanic Population %	36.87%	32.55%	25.78%	21.04%
1990 Hispanic Population %	20.20%	17.24%	14.20%	12.54%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	8,609	37,449	60,404	109,568
	Elementary	14.95%	12.61%	10.67%	8.53%
	Some High School	6.58%	6.78%	5.26%	5.18%
	High School Graduate	19.88%	19.74%	18.57%	19.22%
	Some College	23.33%	21.66%	22.46%	24.05%
	Associates Degree	8.02%	9.05%	8.85%	9.28%
	Bachelors Degree	17.84%	19.81%	22.22%	22.84%
	Graduate Degree	9.42%	10.35%	11.98%	10.90%
% College (4+)	27.25%	30.16%	34.20%	33.74%	
<b>HOUSING 2020</b>	Total Housing Units	4,677	21,005	34,355	59,642
	Owner Occupied Percent	47.36%	46.24%	54.27%	60.70%
	Renter Occupied Percent	45.17%	46.08%	37.53%	30.86%
	Vacant Housing Percent	7.47%	7.69%	8.21%	8.44%

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<b>HOMES BUILT BY YEAR 2020</b>				
Homes Built 2010 or later	0.20%	0.31%	0.26%	0.19%
Homes Built 2000 to 2009	10.97%	7.99%	8.92%	14.98%
Homes Built 1990 to 1999	7.22%	7.98%	10.66%	11.79%
Homes Built 1980 to 1989	12.50%	13.37%	13.59%	15.24%
Homes Built 1970 to 1979	14.55%	14.65%	18.77%	18.17%
Homes Built 1960 to 1979	12.45%	12.99%	13.92%	13.03%
Homes Built 1950 to 1959	16.92%	19.10%	16.79%	13.44%
Homes Built 1940 to 1949	10.38%	11.06%	8.14%	5.76%
Homes Built 1939 or earlier	14.79%	12.57%	8.96%	7.40%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>				
Property Value \$1,000,000 or more	16.34%	17.60%	22.84%	23.08%
Property Value \$750,000 to \$999,999	25.19%	27.81%	30.13%	26.77%
Property Value \$500,000 to \$749,999	29.72%	28.16%	22.08%	22.67%
Property Value \$400,000 to \$499,999	7.87%	6.54%	4.92%	6.01%
Property Value \$300,000 to \$399,999	2.08%	1.93%	1.51%	2.45%
Property Value \$200,000 to \$299,999	0.75%	0.81%	1.11%	1.74%
Property Value \$150,000 to \$199,999	0.31%	0.47%	0.81%	0.93%
Property Value \$100,000 to \$149,999	0.53%	0.96%	1.02%	1.40%
Property Value \$60,000 to \$99,999	2.15%	0.82%	0.72%	0.83%
Property Value \$40,000 to \$59,999	0.20%	0.19%	0.22%	0.41%
Property Value \$0 to \$39,999	1.19%	1.39%	1.29%	1.14%
Median Home Value	\$736,239	\$768,656	\$830,024	\$807,376
Median Rent per Month (Census 2000)	\$788	\$797	\$821	\$835
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	6,140	27,227	43,168	75,716
Managerial/Executive	15.61%	16.41%	17.03%	16.86%
Professional Specialty	13.11%	16.72%	18.95%	20.23%
Healthcare Support	2.56%	2.56%	2.36%	3.18%
Sales	9.79%	9.24%	9.80%	9.41%
Office & Administrative Support	9.23%	9.65%	10.09%	11.12%
Protective Service	1.35%	1.03%	1.30%	1.82%
Food Preparation	11.21%	9.65%	8.78%	7.61%
Building Maintenance & Cleaning	7.63%	6.27%	5.02%	4.31%
Personal Care	2.50%	3.94%	3.55%	3.22%
Farming, Fishing, & Forestry	5.95%	4.71%	4.04%	2.85%
Construction	8.73%	7.61%	7.44%	7.63%
Production & Transportation	12.34%	12.21%	11.63%	11.76%
Percent White Collar	50.29%	54.59%	58.23%	60.80%
Percent Blue Collar	49.71%	45.41%	41.77%	39.20%
Median Employee Salary	56,724	60,147	56,289	53,657
Average Employee Salary	58,985	58,732	58,579	57,280
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	239	1,135	1,762	3,210
2020 Estimated Unemployed (Age 16 and Up)	741	2,494	3,705	7,401
2020 Estimated Unemployed Rate (Age 16 and Up)	10.21%	8.59%	7.88%	8.76%

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<b>TRANSPORTATION TO WORK 2020</b>	Drive to Work Alone	75.14%	75.01%	77.80%	77.03%
	Drive to Work Carpool	14.63%	14.36%	12.41%	12.33%
	Travel to Work by Public Transportation	2.16%	1.57%	1.25%	1.53%
	Drive to Work on Motorcycle	0.28%	0.22%	0.20%	0.17%
	Drive to Work on Bicycle	0.62%	1.00%	0.84%	0.77%
	Walk to Work	2.52%	3.34%	2.73%	2.71%
	Other Means	0.06%	0.53%	0.53%	0.52%
	Work at Home	4.58%	3.92%	4.21%	4.92%
<b>TRAVEL TIME TO WORK 2020</b>	Travel Time in Less than 5 minutes	2.85%	3.72%	3.23%	3.28%
	Travel to Work in 5 to 9 minutes	12.44%	15.17%	14.65%	12.02%
	Travel to Work in 10 to 14 minutes	21.46%	22.70%	22.99%	18.14%
	Travel to Work in 15 to 19 minutes	16.71%	16.76%	17.02%	15.19%
	Travel to Work in 20 to 29 minutes	18.47%	15.04%	15.15%	16.21%
	Travel to Work in 30 to 44 minutes	17.66%	15.99%	15.64%	17.97%
	Travel to Work in 45 to 59 minutes	3.76%	4.06%	4.03%	6.53%
	Travel to Work in 60 minutes or more	6.64%	6.57%	7.30%	10.66%
Average Travel Time to Work	21.8	22.5	23.1	26.1	
<b>SPENDING PATTERNS 2020</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$66.35	\$66.38	\$66.85	\$66.95
	Apparel and Related Services	\$15.41	\$15.55	\$15.83	\$15.97
	Transportation	\$104.16	\$105.22	\$106.91	\$107.91
	Healthcare	\$79.20	\$79.79	\$81.45	\$82.14
	Entertainment	\$24.53	\$24.70	\$25.26	\$25.53
<b>LIFESTYLE SEGMENTATION 2020</b>	Category A - Crème de la Crème	733	7,480	13,684	19,370
	Category B - Urban Cliff Climbers	0	0	0	2,845
	Category C - Urban Cliff Dwellers	0	1,146	2,291	6,695
	Category D - Seasoned Urban Dwellers	0	0	0	0
	Category E - Thriving Alone	198	7,625	10,876	12,791
	Category F - Going it Alone	3,662	8,648	12,417	25,989
	Category G - Struggling Alone	0	0	0	6,806
	Category H - Single in the Suburbs	0	1,258	1,258	4,818
	Category I - Married in the Suburbs	1,416	3,255	7,216	23,784
	Category J - Retired in the Suburbs	0	0	7,314	7,320
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	670	2,171	5,769
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	6,099	22,544	24,665	24,665
	Category O - Specialties	12	565	3,168	13,452

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