

QVMC DEMOGRAPHIC PROFILE

| Indicators | PSA | SSA | TSA | Napa County | Sonoma County | California |
|---|--------|--------|---------|-------------|---------------|------------|
| Total population¹ | 99,520 | 67,567 | 167,087 | 141,203 | 503,284 | 38,986,171 |
| Female (%) | 49.5% | 51.5% | 50.4% | 49.9% | 50.7% | 50.2% |
| Male (%) | 50.5% | 48.5% | 49.7% | 50.1% | 49.3% | 49.8% |
| Median age¹ | 41.2 | 42.7 | 41.8 | 40.6 | 40.7 | 35.8 |
| Age (%)¹ | | | | | | |
| 0 to 5 | 6.8% | 6.7% | 6.7% | 6.8% | 6.6% | 7.8% |
| 6 to 17 | 14.8% | 15.0% | 14.9% | 15.0% | 14.0% | 15.8% |
| 18 to 44 | 33.1% | 31.1% | 32.3% | 33.6% | 34.4% | 38.4% |
| 45 to 64 | 27.5% | 27.8% | 27.6% | 27.3% | 28.1% | 24.8% |
| 65 to 74 | 9.8% | 11.1% | 10.3% | 9.6% | 10.0% | 7.6% |
| 75+ | 8.0% | 8.4% | 8.2% | 7.6% | 6.9% | 5.5% |
| Race/ethnicity (%)¹ | | | | | | |
| Latino | 36.6% | 29.0% | 33.5% | 34.6% | 26.9% | 39.4% |
| White (non-Latino) | 56.9% | 51.6% | 54.8% | 52.1% | 63.3% | 37.3% |
| Black (non-Latino) | 0.9% | 2.8% | 1.7% | 2.0% | 1.5% | 5.6% |
| Asian (non-Latino) | 2.8% | 13.0% | 6.9% | 8.0% | 4.1% | 13.9% |
| Pacific Islander (non-Latino) | 0.1% | 0.4% | 0.2% | 0.2% | 0.3% | 0.4% |
| American Indian/Alaska Native (non-Latino) | 0.4% | 0.3% | 0.4% | 0.4% | 0.7% | 0.4% |
| Other race (non-Latino) | 0.1% | 0.2% | 0.1% | 0.2% | 0.2% | 0.2% |
| Multiple races (non-Latino) | 2.2% | 2.7% | 2.4% | 2.5% | 2.9% | 2.9% |

1. Esri Business Analyst Online, 2016

Notes:

■ = Data not available

PSA = primary service area; SSA = secondary service area; TSA = total service area

See Appendix for complete indicator details