People QuickFacts	California	Napa County	St. Helena	Calistoga	Sonoma	Healdsburg	Mill Valley	Sausalito	Kentfield CDP	Tiburon	Woodside	Orinda	CONCLUSIONS
Population, 2012 estimate	38,041,430	139,045	5,907	5,208	10,849	11,440	14,159	7,037	X	9,093	5,461	18,342	We are small.
Population, 2010 (April 1) estimates base	37,253,956	136,484	5,814	5,155	10,652	11,254	13,903	6,943	X	8,962	5,287	17,751	
Population, percent change, April 1, 2010 to July 1, 2012	2.1%	1.9%	1.6%	1.0%	1.8%	1.7%	1.8%	1.4%	X	1.5%	3.3%	3.3%	We have the 2nd lowest rate of growth.
Population, 2010	37,253,956	136,484	5,814	5,155	10,648	11,254	13,903	7,061	6,485	8,962	5,287	17,643	
Persons under 5 years, percent, 2010	6.8%	5.8%	5.4%	6.8%	4.4%	5.6%	5.9%	4.3%	5.2%	5.6%	4.2%	4.6%	
Persons under 18 years, percent, 2010	25.0%	22.5%	22.0%	22.6%	18.0%	22.6%	23.7%	8.7%	25.6%	24.0%	23.5%	25.6%	
Persons 65 years and over, percent, 2010	11.4%	16.0%	19.3%	18.7%	25.0%	15.0%	18.9%	21.2%	19.5%	21.2%	20.2%	20.1%	We have about the same amount of people over 65.
Female persons, percent, 2010	50.3%	50.1%	53.1%	50.9%	54.5%	50.9%	54.0%	52.6%	52.3%	53.2%	51.2%	51.4%	We are mostly women.
White alone, percent, 2010 (a)	57.6%	85.6%	77.8%	72.5%	86.8%	74.1%	88.8%	90.6%	91.1%	88.1%	89.2%	82.4%	
Black or African American alone, percent, 2010 (a)	6.2%	2.3%	0.4%	0.5%	0.5%	0.5%	0.8%	0.9%	0.5%	0.9%	0.4%	0.8%	
American Indian and Alaska Native alone, percent, 2010 (a)	1.0%	1.2%	0.6%	0.4%	0.5%	1.8%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	
Asian alone, percent, 2010 (a)	13.0%	7.4%	1.7%	0.9%	2.8%	1.1%	5.4%	4.8%	3.5%	5.6%	6.3%	11.4%	
Native Hawaiian and Other Pacific Islander alone, percent, 2010 (a)	0.4%	0.4%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	
Two or More Races, percent, 2010	4.9%	3.1%	2.5%	6.7%	2.5%	3.4%	3.6%	2.5%	3.2%	4.1%	2.7%	4.4%	
Hispanic or Latino, percent, 2010 (b)	37.6%	33.1%	32.9%	49.4%	15.3%	33.9%	4.5%	4.1%	4.6%	4.6%	4.6%	4.6%	
White alone, not Hispanic or Latino, percent, 2010	40.1%	55.2%	63.4%	47.7%	79.2%	62.5%	85.8%	87.4%	88.3%	84.9%	86.1%	78.8%	We have the 2nd least amount of white people.
Living in same house 1 year & over, percent, 2007-2011	84.2%	85.8%	87.2%	84.0%	82.8%	85.1%	87.4%	83.4%	92.5%	88.0%	94.3%	92.5%	We are a stable population.
Foreign born persons, percent, 2007-2011	27.2%	22.1%	19.3%	29.2%	11.0%	18.3%	15.0%	12.9%	7.7%	12.4%	13.5%	12.6%	We have the 2nd most amount of foreign-born persons.
Language other than English spoken at home, percent age 5+, 2007-2011	43.2%	34.1%	27.8%	40.5%	16.9%	23.8%	15.6%	13.3%	11.7%	15.0%	16.4%	16.6%	Close to 30% speak another language at home.
High school graduate or higher, percent of persons age 25+, 2007-2011	80.8%	82.6%	88.5%	84.5%	94.0%	86.4%	97.3%	98.7%	98.3%	97.1%	97.6%	98.5%	
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	30.2%	30.7%	46.5%	31.6%	39.2%	31.2%	72.5%	70.1%	73.0%	77.7%	70.6%	77.4%	About half of us have BA degrees or higher.
Veterans, 2007-2011	1,997,566	10,069	456	364	917	703	786	752	503	650	480	1,141	
Mean travel time to work (minutes), workers age 16+, 2007-2011	27	23.9	19.4	22.5	27.1	21.1	27.3	28.7	27.2	29.3	24.4	29.2	We have the least amount of travel time to work.
Housing units, 2010	13,680,081	54,916	2,776	2,319	5,544	4,794	6,534	4,536	2,758	4,025	2,157	6,804	
Homeownership rate, 2007-2011	56.7%	63.3%	56.7%	56.8%	58.7%	61.6%	67.2%	46.8%	73.2%	68.1%	93.9%	90.9%	We have the least amount of homeownership rate.
Housing units in multi-unit structures, percent, 2007-2011	30.8%	19.1%	19.4%	19.8%	23.9%	17.7%	23.6%	40.2%	16.1%	25.5%	0.8%	4.0%	
Median value of owner-occupied housing units, 2007-2011	$421,600	$521,700	$925,100	$287,000	$596,800	$551,200	$1,000,001	$1,000,001	$1,000,001	$1,000,001	$1,000,001	$1,000,001	We have a high owner occupied housing value.
Households, 2007-2011	12,433,172	49,640	2,585	1,986	4,922	4,459	6,169	4,024	2,554	3,608	1,873	6,372	
Persons per household, 2007-2011	2.91	2.63	2.24	2.57	2.07	2.48	2.22	1.75	2.59	2.44	2.81	2.75	
Per capita money income in the past 12 months (2011 dollars), 2007-2011	$29,634	$35,309	$46,590	$30,001	$42,261	$34,031	$77,315	$84,618	$91,579	$97,434	$120,069	$76,830	We have the 2nd lowest per capita income.
Median household income, 2007-2011	$61,632	$68,641	$68,404	$51,974	$63,262	$63,666	$109,759	$110,040	$154,265	$136,250	$222,986	$157,500	
Persons below poverty level, percent, 2007-2011	14.4%	9.8%	6.4%	13.6%	5.1%	9.3%	2.5%	6.3%	3.5%	4.4%	3.9%	1.7%	
Business QuickFacts	California	Napa County	St. Helena	Calistoga	Sonoma	Healdsburg	Mill Valley	Sausalito	Kentfield CDP	Tiburon	Woodside	Orinda	
Total number of firms, 2007	3,425,510	3,880	968	642	2,063	1,779	3,413	2,890	1,100	1,324	1,043	2,908	
Black-owned firms, percent, 2007	4.0%	56,022	F	F	F	F	F	F	F	F	F	F	
American Indian- and Alaska Native-owned firms, percent, 2007	1.3%	2.0%	F	S	F	F	F	F	F	F	F	F	
Asian-owned firms, percent, 2007	14.9%	10,930	S	F	1.4%	F	S	S	S	S	S	S	
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	0.3%		F	F	F	F	F	F	F	F	F	F	
Hispanic-owned firms, percent, 2007	16.5%	12,794	S	S	S	11.7%	F	2.2%	F	4.6%	S	S	
Women-owned firms, percent, 2007	30.3%	S	S	S	S	S	39.8%	28.5%	S	35.6%	S	S	
		1.3%											
Manufacturers shipments, 2007 ($1000)	491,372,092	5.4%	D	NA	NA	270,324	NA	NA	NA	NA	NA	NA	
Merchant wholesaler sales, 2007 ($1000)	598,456,486	F	183,739	5,563	57,794	141,726	18,011	86,000	3,073	24,264	D	200,435	We have very high merchant/wholesaler sales
Retail sales, 2007 ($1000)	455,032,270	10.3%	167,942	56,230	227,680	292,303	245,811	92,938	37,694	25,231	35,871	76,839	
Retail sales per capita, 2007	$12,561	31.1%	$28,966	$10,870	$23,221	$26,896	$18,710	$13,090	NA	$2,927	$6,587	$4,246	
Accommodation and food services sales, 2007 ($1000)	80,852,787		61,436	55,511	176,607	60,387	41,646	65,232	4,136	40,374	14,272	18,892	
		4,529,328											
Geography QuickFacts	California	D	St. Helena	Calistoga	Sonoma	Healdsburg	Mill Valley	Sausalito	Kentfield CDP	Tiburon	Woodside	Orinda	
Land area in square miles, 2010	155,779.22	1,665,005	4.99	2.6	2.74	4.46	4.76	1.77	3.03	4.45	11.73	12.68	
Persons per square mile, 2010	239.1	$12,619	1,166.1	1,986.5	3,883.3	2,525.0	2,919.0	3,987.0	2,143.8	2,015.7	450.6	1,391.1	We have the 2nd lowest persons per square mile
FIPS Code	6	620,353	64140	9892	72646	33056	47710	70364	38114	78666	86440	54232	
Counties		112	Napa County	Napa County	Sonoma County	Sonoma County	Marin County	Marin County	Marin County	Marin County	San Mateo Cou	Contra Costa County	
(a) Includes persons reporting only one race.		Napa County											
(b) Hispanics may be of any race, so also are included in applicable race categories.		748.36											
FN: Footnote on this item for this area in place of data		182.4											
NA: Not available		55											
D: Suppressed to avoid disclosure of confidential information		Napa, CA Metro Area											
X: Not applicable													
S: Suppressed; does not meet publication standards													
Z: Value greater than zero but less than half unit of measure shown													
F: Fewer than 100 firms													
Source: US Census Bureau State & County QuickFacts													