

First Street Napa Visitor Metrics Last 12 Months

VISITS	VISITORS	FREQUENCY	PANEL VISITS	VISITS YOY	VISITS YO2Y	VISITS YO3Y
999.7K	451K	2.24	35.6K	+4.7%	+19%	+153.1%

First Street Napa continues to see exceptional growth trends year over year *(Source: Placer.ai)*

Trade Area Highlights

Metrics	First Street Napa				
	5 Miles	10 Miles	30 Miles	45 Miles	90 Miles
Population 2023	85,869	137,140	1,923,472	4,637,681	11,555,390
Households 2023	32,321	50,161	707,862	1,768,340	4,184,580
HH Incomes \$100k+	17,905	29,448	402,510	1,058,757	2,439,433
HH Incomes \$100k+%	55.4%	58.7%	56.9%	59.9%	58.3%
HH Incomes \$150k+	12,066	20,046	271,562	760,482	1,722,128
HH Incomes \$150k+%	37.3%	40.0%	38.4%	43.0%	41.2%
Average Household Income	\$159,001	\$167,859	\$164,039	\$182,702	\$179,251
Retail Expenditure	\$1.50B	\$2.42B	\$33.59B	\$91.36B	\$213.39B
Retail Expenditure Per Household	\$46,394	\$48,324	\$47,460	\$51,667	\$50,994
Adj. Daytime Demos (Age 16+)	75,016	125,523	1,560,847	3,893,301	9,768,377
Median Age	41.9	43.3	41.0	40.6	39.4

With 4.6 Million people living within a 45 minute drive of downtown Napa, this world class region is a natural extension of the San Francisco bay area.

Visitors By Home Distance

Distance	First Street Napa	Oxbow Public Market
0 -0.3 mi	0.2%	0.1%
0.3 -0.5 mi	0.4%	0.2%
0.5 -0.7 mi	0.6%	0.3%
0.7 -1 mi	1.5%	0.8%
1 -2 mi	4.6%	3.1%
2 -3 mi	2.9%	1.9%
3 -5 mi	1.5%	1.4%
5 -7 mi	0.2%	0.2%
7 -10 mi	2.9%	2.1%
10 -30 mi	15.6%	15.9%
30 -50 mi	15.4%	19.1%
50 -100 mi	14.0%	15.9%
100 -250 mi	2.5%	2.6%
250+ mi	37.7%	36.3%

Similar to other districts within the area, First Street Napa visitation is strongest between 10 – 250+ miles.

Visits By Length of Stay

Length in minutes	Napa - First St District	First Street Napa	Oxbow Public Market
10-14	0.2%	7.4%	7.2%
15 -29	12.4%	18.7%	18.5%
30 -44	10.7%	13.6%	15.3%
45 -59	10.9%	11.8%	14.3%
60 -74	11.3%	10.6%	11.5%
75 -89	9.9%	9.1%	8.5%
90 -104	8.0%	6.8%	5.3%
105 -119	5.7%	4.9%	3.4%
120 -134	4.5%	3.8%	2.3%
135 -149	3.4%	2.9%	1.3%
>150	23.1%	10.5%	2.7%

Napa's First Street District is the only regional district to receive the highest % of visits from people who stay for 150+ minutes. Show's a strong mix that keeps people shopping within the district.