

California Wine Countries: Vital Statistics & Economic Indicators¹

	<u>Napa County</u>	<u>Sonoma County</u>	<u>Monterey County</u>	<u>SLO County</u>
<u>Vital Statistics</u>				
County Size	797 sq. mi.	1,598 sq. mi.	3,324 sq. mi.	3,326 sq. mi.
*2008 Population	136,704	484,470	428,549	269,337
*2007 Average HH Income	\$61,988	\$62,279	\$56,668	\$55,942
*Sep. 2009 Employment	69,100 jobs	236,400 jobs	195,400 jobs	125,900 jobs
*Sep. 2009 Labor Force	75,600	262,400	217,000	138,400
2008 Producing Acres Vineyard	42,870 acres	55,431 acres	40,144 acres	34,662 acres
2008 Grape Crop	115,864 tons	168,992 tons	201,000 tons	103,507 tons
2008 Total Crop Value	\$400 M	\$381 M	\$238 M	\$124 M
2008 Avg Price Per Ton	\$3,451.57	\$2,237.75	\$1,185.90	\$1,197.99
<u>Economic Indicators</u>				
*Sep. 2009 Unemployment Rate	8.7%	10.0%	9.9%	9.0%
*Oct. 2009 Unemployment Rate	9.0%	10.2%	10.6%	9.2%
*Nov. 2009 Unemployment Rate	10%	10.1%	12.1%	9.3%
Change in TOT (3Q 2009 compared to 3Q 2008)	-22%	-6.5%	-24%	-11%
2009 change in property tax assessments on secured property (from prior year 2008)	+5.5%	+1.4%	+2.1%	+5.5%
Hotel occupancy rates 2009 & 2008	54.9% (2009) 60.4% (2008)	57.5% (2009) 63.2% (2008)	58.6% (2009) 64.3% (2008)	61.2% (2009) 62.5% (2008)

¹ The information included here is derived from a variety of sources and is only as accurate as those original sources. Data is presented for each county as a whole, including incorporated jurisdictions. Use of a * indicates that California EDD is the source. Hotel occupancy rates by Smith Travel Research, provided by David Turgeon.