



# Market Profile

Windsor Town, CA 2  
 Windsor Town, CA (0685922)  
 Geography: Place

ESRI, Sonoma County Economic

## Windsor town, CA...

Population Summary	
2000 Total Population	22,960
2010 Total Population	26,801
2015 Total Population	27,221
2015 Group Quarters	63
2020 Total Population	27,856
2015-2020 Annual Rate	0.46%
Household Summary	
2000 Households	7,670
2000 Average Household Size	2.98
2010 Households	8,970
2010 Average Household Size	2.98
2015 Households	9,127
2015 Average Household Size	2.98
2020 Households	9,367
2020 Average Household Size	2.97
2015-2020 Annual Rate	0.52%
2010 Families	6,708
2010 Average Family Size	3.40
2015 Families	6,775
2015 Average Family Size	3.40
2020 Families	6,956
2020 Average Family Size	3.39
2015-2020 Annual Rate	0.53%
Housing Unit Summary	
2000 Housing Units	7,814
Owner Occupied Housing Units	78.1%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	1.8%
2010 Housing Units	9,549
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	6.1%
2015 Housing Units	9,734
Owner Occupied Housing Units	68.9%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	6.2%
2020 Housing Units	9,968
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	6.0%
Median Household Income	
2015	\$77,205
2020	\$86,914
Median Home Value	
2015	\$445,048
2020	\$516,937
Per Capita Income	
2015	\$32,545
2020	\$37,730
Median Age	
2010	36.9
2015	38.1
2020	38.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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### 2015 Households by Income

Household Income Base	9,127
<\$15,000	9.0%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	11.6%
\$200,000+	7.4%

Average Household Income \$95,929

### 2020 Households by Income

Household Income Base	9,367
<\$15,000	8.0%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	14.8%
\$200,000+	9.4%

Average Household Income \$110,876

### 2015 Owner Occupied Housing Units by Value

Total	6,705
<\$50,000	1.7%
\$50,000 - \$99,999	3.4%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	2.7%
\$200,000 - \$249,999	2.2%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	20.9%
\$400,000 - \$499,999	29.2%
\$500,000 - \$749,999	27.8%
\$750,000 - \$999,999	3.6%
\$1,000,000 +	2.5%

Average Home Value \$467,289

### 2020 Owner Occupied Housing Units by Value

Total	6,833
<\$50,000	1.3%
\$50,000 - \$99,999	2.5%
\$100,000 - \$149,999	1.4%
\$150,000 - \$199,999	2.6%
\$200,000 - \$249,999	2.8%
\$250,000 - \$299,999	2.6%
\$300,000 - \$399,999	13.3%
\$400,000 - \$499,999	20.5%
\$500,000 - \$749,999	42.9%
\$750,000 - \$999,999	6.4%
\$1,000,000 +	3.6%

Average Home Value \$530,159

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>		
Total		26,801
0 - 4		6.8%
5 - 9		7.7%
10 - 14		8.3%
15 - 24		13.6%
25 - 34		11.2%
35 - 44		14.3%
45 - 54		16.2%
55 - 64		11.1%
65 - 74		5.5%
75 - 84		3.8%
85 +		1.7%
18 +		72.0%
<b>2015 Population by Age</b>		
Total		27,221
0 - 4		6.3%
5 - 9		6.8%
10 - 14		7.5%
15 - 24		13.9%
25 - 34		11.8%
35 - 44		12.4%
45 - 54		14.9%
55 - 64		13.3%
65 - 74		7.5%
75 - 84		3.8%
85 +		1.9%
18 +		74.9%
<b>2020 Population by Age</b>		
Total		27,857
0 - 4		6.3%
5 - 9		6.5%
10 - 14		6.9%
15 - 24		11.7%
25 - 34		14.3%
35 - 44		12.5%
45 - 54		12.5%
55 - 64		13.6%
65 - 74		9.4%
75 - 84		4.3%
85 +		2.1%
18 +		76.2%
<b>2010 Population by Sex</b>		
Males		13,166
Females		13,635
<b>2015 Population by Sex</b>		
Males		13,435
Females		13,786
<b>2020 Population by Sex</b>		
Males		13,750
Females		14,107

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

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		Windsor town, CA...
<b>2010 Population by Race/Ethnicity</b>		
Total		26,801
White Alone		73.9%
Black Alone		0.8%
American Indian Alone		2.2%
Asian Alone		3.0%
Pacific Islander Alone		0.2%
Some Other Race Alone		15.1%
Two or More Races		4.7%
Hispanic Origin		31.8%
Diversity Index		69.0
<b>2015 Population by Race/Ethnicity</b>		
Total		27,221
White Alone		72.5%
Black Alone		0.9%
American Indian Alone		2.1%
Asian Alone		3.0%
Pacific Islander Alone		0.2%
Some Other Race Alone		16.3%
Two or More Races		5.0%
Hispanic Origin		33.8%
Diversity Index		70.9
<b>2020 Population by Race/Ethnicity</b>		
Total		27,857
White Alone		70.6%
Black Alone		0.9%
American Indian Alone		2.2%
Asian Alone		3.1%
Pacific Islander Alone		0.2%
Some Other Race Alone		17.7%
Two or More Races		5.3%
Hispanic Origin		36.7%
Diversity Index		73.2
<b>2010 Population by Relationship and Household Type</b>		
Total		26,801
In Households		99.8%
In Family Households		88.8%
Householder		25.0%
Spouse		20.0%
Child		35.3%
Other relative		4.7%
Nonrelative		3.7%
In Nonfamily Households		11.0%
In Group Quarters		0.2%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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### 2015 Population 25+ by Educational Attainment

Total	17,824
Less than 9th Grade	6.3%
9th - 12th Grade, No Diploma	5.8%
High School Graduate	18.8%
GED/Alternative Credential	3.0%
Some College, No Degree	25.2%
Associate Degree	12.0%
Bachelor's Degree	20.0%
Graduate/Professional Degree	8.9%

### 2015 Population 15+ by Marital Status

Total	21,597
Never Married	27.3%
Married	56.5%
Widowed	5.2%
Divorced	11.0%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.4%
Civilian Unemployed	4.6%

### 2015 Employed Population 16+ by Industry

Total	13,993
Agriculture/Mining	3.4%
Construction	6.3%
Manufacturing	13.3%
Wholesale Trade	3.0%
Retail Trade	11.1%
Transportation/Utilities	3.6%
Information	1.2%
Finance/Insurance/Real Estate	7.0%
Services	47.0%
Public Administration	4.1%

### 2015 Employed Population 16+ by Occupation

Total	13,994
White Collar	59.4%
Management/Business/Financial	16.0%
Professional	19.0%
Sales	11.6%
Administrative Support	12.9%
Services	20.1%
Blue Collar	20.4%
Farming/Forestry/Fishing	3.1%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	2.0%
Production	5.4%
Transportation/Material Moving	4.5%

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<b>2010 Households by Type</b>	
Total	8,970
Households with 1 Person	19.4%
Households with 2+ People	80.6%
Family Households	74.8%
Husband-wife Families	59.6%
With Related Children	32.8%
Other Family (No Spouse Present)	15.2%
Other Family with Male Householder	5.1%
With Related Children	3.3%
Other Family with Female Householder	10.1%
With Related Children	6.4%
Nonfamily Households	5.8%
All Households with Children	43.1%
Multigenerational Households	4.6%
Unmarried Partner Households	6.9%
Male-female	6.1%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	8,970
1 Person Household	19.4%
2 Person Household	28.8%
3 Person Household	17.6%
4 Person Household	18.2%
5 Person Household	8.8%
6 Person Household	3.8%
7 + Person Household	3.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	8,970
Owner Occupied	75.8%
Owned with a Mortgage/Loan	62.0%
Owned Free and Clear	13.8%
Renter Occupied	24.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Savvy Suburbanites (1D)
3. City Lights (8A)

### 2015 Consumer Spending

Apparel & Services: Total \$	\$26,794,285
Average Spent	\$2,935.72
Spending Potential Index	127
Computers & Accessories: Total \$	\$3,087,675
Average Spent	\$338.30
Spending Potential Index	130
Education: Total \$	\$18,989,149
Average Spent	\$2,080.55
Spending Potential Index	137
Entertainment/Recreation: Total \$	\$38,697,168
Average Spent	\$4,239.86
Spending Potential Index	128
Food at Home: Total \$	\$58,461,285
Average Spent	\$6,405.31
Spending Potential Index	123
Food Away from Home: Total \$	\$38,196,967
Average Spent	\$4,185.05
Spending Potential Index	127
Health Care: Total \$	\$53,946,196
Average Spent	\$5,910.62
Spending Potential Index	125
HH Furnishings & Equipment: Total \$	\$21,406,563
Average Spent	\$2,345.41
Spending Potential Index	127
Investments: Total \$	\$34,998,694
Average Spent	\$3,834.63
Spending Potential Index	139
Retail Goods: Total \$	\$289,480,956
Average Spent	\$31,716.99
Spending Potential Index	124
Shelter: Total \$	\$197,314,180
Average Spent	\$21,618.73
Spending Potential Index	131
TV/Video/Audio: Total \$	\$14,589,649
Average Spent	\$1,598.52
Spending Potential Index	122
Travel: Total \$	\$24,345,652
Average Spent	\$2,667.43
Spending Potential Index	137
Vehicle Maintenance & Repairs: Total \$	\$12,990,270
Average Spent	\$1,423.28
Spending Potential Index	128

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 08, 2015