

# MARKETING PROFILE

Windsor Town, CA



Geography: Place

## KEY FACTS

27,529

Population

38.3

Median Age



Average Household Size

\$99,553

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$2,886

Apparel & Services



\$227

Computers & Hardware



\$4,933

Eating Out



\$6,787

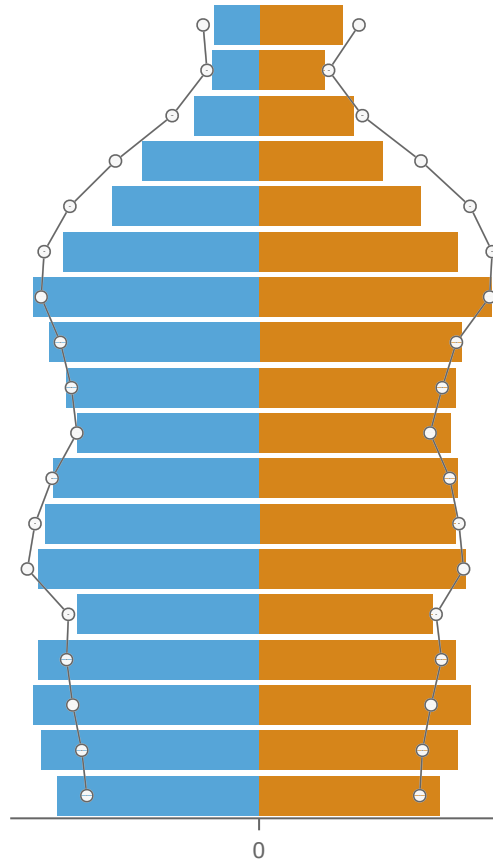
Groceries



\$7,841

Health Care

## Age Pyramid



The largest group:  
2019 Female Population Age 55-59 (Esri)

The smallest group:  
2019 Male Population Age 85+ (Esri)

Dots show comparison to Sonoma County

## EDUCATION

12%

No High School Diploma



21%

High School Graduate



36%

Some College



32%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$3,204

Travel



\$110

Theatre/Operas/Concerts



\$122

Movies/Museums/Parks



\$90

Sports Events



\$6

Online Games

## Tapestry Segments



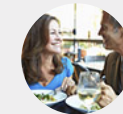
1C

**Boomburbs**

1,504 households

**16.5%**

of Households



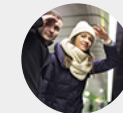
1D

**Savvy Suburbanites**

1,397 households

**15.3%**

of Households



8A

**City Lights**

1,030 households

**11.3%**

of Households