



Market Profile

Windsor Town, CA 3
 Windsor Town, CA (0685922)
 Geography: Place

Prepared by Esri

	Windsor town,...
Population Summary	
2000 Total Population	22,960
2010 Total Population	26,801
2016 Total Population	27,568
2016 Group Quarters	63
2021 Total Population	28,457
2016-2021 Annual Rate	0.64%
Household Summary	
2000 Households	7,670
2000 Average Household Size	2.98
2010 Households	8,970
2010 Average Household Size	2.98
2016 Households	9,144
2016 Average Household Size	3.01
2021 Households	9,396
2021 Average Household Size	3.02
2016-2021 Annual Rate	0.55%
2010 Families	6,708
2010 Average Family Size	3.40
2016 Families	6,781
2016 Average Family Size	3.44
2021 Families	6,965
2021 Average Family Size	3.45
2016-2021 Annual Rate	0.54%
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%
2016 Housing Units	9,755
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	6.3%
2021 Housing Units	10,003
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	6.1%
Median Household Income	
2016	\$80,847
2021	\$90,665
Median Home Value	
2016	\$448,878
2021	\$492,174
Per Capita Income	
2016	\$33,591
2021	\$36,761
Median Age	
2010	36.9
2016	38.0
2021	38.1

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 12, 2016



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2016 Households by Income	
Household Income Base	9,143
<\$15,000	6.4%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	9.1%
\$200,000+	8.3%
Average Household Income	\$100,007
2021 Households by Income	
Household Income Base	9,395
<\$15,000	6.6%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	11.9%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	24.8%
\$150,000 - \$199,999	10.8%
\$200,000+	9.2%
Average Household Income	\$109,993
2016 Owner Occupied Housing Units by Value	
Total	6,751
<\$50,000	5.1%
\$50,000 - \$99,999	2.9%
\$100,000 - \$149,999	1.8%
\$150,000 - \$199,999	1.5%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	23.0%
\$400,000 - \$499,999	21.8%
\$500,000 - \$749,999	28.7%
\$750,000 - \$999,999	6.5%
\$1,000,000 +	3.7%
Average Home Value	\$481,910
2021 Owner Occupied Housing Units by Value	
Total	6,898
<\$50,000	3.6%
\$50,000 - \$99,999	2.9%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	1.4%
\$200,000 - \$249,999	0.8%
\$250,000 - \$299,999	1.2%
\$300,000 - \$399,999	12.0%
\$400,000 - \$499,999	30.0%
\$500,000 - \$749,999	34.4%
\$750,000 - \$999,999	8.5%
\$1,000,000 +	4.8%
Average Home Value	\$537,138

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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2010 Population by Age	
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%
2016 Population by Age	
Total	27,569
0 - 4	6.3%
5 - 9	7.0%
10 - 14	7.6%
15 - 24	13.7%
25 - 34	11.7%
35 - 44	12.7%
45 - 54	14.6%
55 - 64	13.1%
65 - 74	7.7%
75 - 84	3.8%
85 +	1.9%
18 +	74.6%
2021 Population by Age	
Total	28,454
0 - 4	6.3%
5 - 9	6.8%
10 - 14	7.2%
15 - 24	12.0%
25 - 34	13.5%
35 - 44	13.1%
45 - 54	12.6%
55 - 64	12.9%
65 - 74	9.3%
75 - 84	4.3%
85 +	2.0%
18 +	75.5%
2010 Population by Sex	
Males	13,166
Females	13,635
2016 Population by Sex	
Males	13,618
Females	13,951
2021 Population by Sex	
Males	14,084
Females	14,370

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
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
2016 Population by Race/Ethnicity	
Total	27,567
White Alone	72.1%
Black Alone	0.9%
American Indian Alone	2.1%
Asian Alone	3.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	16.5%
Two or More Races	5.1%
Hispanic Origin	34.2%
Diversity Index	71.4
2021 Population by Race/Ethnicity	
Total	28,458
White Alone	70.1%
Black Alone	1.0%
American Indian Alone	2.1%
Asian Alone	3.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	18.0%
Two or More Races	5.3%
Hispanic Origin	37.2%
Diversity Index	73.7
2010 Population by Relationship and Household Type	
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	18,036
Less than 9th Grade	7.1%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	18.2%
GED/Alternative Credential	3.8%
Some College, No Degree	24.6%
Associate Degree	10.7%
Bachelor's Degree	21.3%
Graduate/Professional Degree	9.2%
2016 Population 15+ by Marital Status	
Total	21,812
Never Married	27.3%
Married	56.3%
Widowed	6.0%
Divorced	10.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.5%
Civilian Unemployed	5.5%
2016 Employed Population 16+ by Industry	
Total	13,199
Agriculture/Mining	2.8%
Construction	7.5%
Manufacturing	13.2%
Wholesale Trade	2.6%
Retail Trade	9.5%
Transportation/Utilities	4.5%
Information	1.8%
Finance/Insurance/Real Estate	6.9%
Services	46.2%
Public Administration	4.9%
2016 Employed Population 16+ by Occupation	
Total	13,202
White Collar	60.8%
Management/Business/Financial	18.0%
Professional	21.1%
Sales	10.6%
Administrative Support	11.0%
Services	19.7%
Blue Collar	19.5%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	2.4%
Production	5.1%
Transportation/Material Moving	3.7%
2010 Population By Urban/ Rural Status	
Total Population	26,801
Population Inside Urbanized Area	99.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
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	4.5%
Unmarried Partner Households	7.0%
Male-female	6.2%
Same-sex	0.8%
2010 Households by Size	
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%
2010 Households by Tenure and Mortgage Status	
Total	8,970
Owner Occupied	75.8%
Owned with a Mortgage/Loan	62.0%
Owned Free and Clear	13.8%
Renter Occupied	24.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	9,549
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%

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 2016 and 2021 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)
2016 Consumer Spending		
Apparel & Services: Total \$		\$23,453,120
Average Spent		\$2,564.86
Spending Potential Index		127
Education: Total \$		\$17,498,399
Average Spent		\$1,913.65
Spending Potential Index		135
Entertainment/Recreation: Total \$		\$34,152,160
Average Spent		\$3,734.93
Spending Potential Index		128
Food at Home: Total \$		\$55,600,235
Average Spent		\$6,080.52
Spending Potential Index		122
Food Away from Home: Total \$		\$35,653,574
Average Spent		\$3,899.12
Spending Potential Index		126
Health Care: Total \$		\$60,698,196
Average Spent		\$6,638.04
Spending Potential Index		125
HH Furnishings & Equipment: Total \$		\$20,904,879
Average Spent		\$2,286.19
Spending Potential Index		129
Personal Care Products & Services: Total \$		\$8,649,609
Average Spent		\$945.93
Spending Potential Index		129
Shelter: Total \$		\$186,068,228
Average Spent		\$20,348.67
Spending Potential Index		131
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$27,267,525
Average Spent		\$2,982.01
Spending Potential Index		129
Travel: Total \$		\$23,412,796
Average Spent		\$2,560.45
Spending Potential Index		138
Vehicle Maintenance & Repairs: Total \$		\$11,862,003
Average Spent		\$1,297.24
Spending Potential Index		125

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.