

Windsor Town, CA 2 Windsor Town, CA (0685922) Geography: Place ESRI, Sonoma County Economic

Demographic Summary	2015	2020
Population	27,221	27,856
Population 18+	20,395	21,239
Households	9,127	9,367
Median Household Income	\$77,205	\$86,914

Droduct /Concumer Behavior	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	
Apparel (Adults)	10.260	EO 00/	
Bought any men's clothing in last 12 months	10,369	50.8%	
Bought any women's clothing in last 12 months	9,357	45.9%	
Bought clothing for child <13 years in last 6 months	6,163	30.2%	
Bought any shoes in last 12 months	11,595	56.9%	
Bought costume jewelry in last 12 months	4,254	20.9%	
Bought any fine jewelry in last 12 months	4,178	20.5%	
Bought a watch in last 12 months	2,510	12.3%	
Automobiles (Households)			
HH owns/leases any vehicle	8,259	90.5%	
HH bought/leased new vehicle last 12 mo	1,001	11.0%	
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,305	89.8%	
Bought/changed motor oil in last 12 months	9,727	47.7%	
Had tune-up in last 12 months	6,781	33.2%	
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	14,128	69.3%	
Drank regular cola in last 6 months	8,654	42.4%	
Drank beer/ale in last 6 months	9,350	45.8%	
Cameras (Adults)			
Own digital point & shoot camera	7,712	37.8%	
Own digital single-lens reflex (SLR) camera	2,154	10.6%	
Bought any camera in last 12 months	1,688	8.3%	
Bought memory card for camera in last 12 months	1,258	6.2%	
Printed digital photos in last 12 months	754	3.7%	
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,639	37.5%	
Have a smartphone	11,391	55.9%	
Have an iPhone	4,948	24.3%	
Number of cell phones in household: 1	2,249	24.6%	
Number of cell phones in household: 2	3,539	38.8%	
Number of cell phones in household: 3+	2,978	32.6%	
HH has cell phone only (no landline telephone)	2,719	29.8%	
Computers (Households)			
HH owns a computer	7,723	84.6%	
HH owns desktop computer	5,073	55.6%	
HH owns laptop/notebook	5,272	57.8%	
Spent <\$500 on most recent home computer	1,205	13.2%	
Spent \$500-\$999 on most recent home computer	2,019	22.1%	
Spent \$1,000-\$1,499 on most recent home computer	1,055	11.6%	
Spent \$1,500-\$1,999 on most recent home computer Spent \$2,000+ on most recent home computer	559	6.1%	

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

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Product/Consumer Behavior Convenience Store in last 6 mos	Ocography: Flace	F	D		
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Shopped at convenience store in last 5 mos 12,469 61.1% 101	· · · · · · · · · · · · · · · · · · ·	Adults/ HHS	Adults/ HHS	MPI	
Bought brewed coffee at convenience store in last 30 days 3,408 16,7% 100 Bought cigarettes at convenience store in last 30 days 6,053 2,97% 89 Spent at convenience store in last 30 days: <220		12.460	C1 10/	101	
Bought agarettes at convenience store in last 30 days 2,054 10.1% 77 Bought gas at convenience store in last 30 days: <\$20		·			
Bought gas at convenience store in last 30 days 5,053 29,7% 89	-				
Spent at convenience store in last 30 days: \$20 1,879 9.2% 112 Spent at convenience store in last 30 days: \$20-839 1,772 8.7% 95 Spent at convenience store in last 30 days: \$40-850 1,686 8.3% 108 Spent at convenience store in last 30 days: \$100+ 4,276 21.0% 91 Entertainment (Adults) Attended a movie in last 6 months 13,430 65.8% 199 Went to live theater in last 12 months 3,033 14.9% 119 Went to a bar/night club in last 12 months 3,666 19.0% 111 Dined out in last 12 months 3,586 17.6% 119 Viewed at a casin in last 12 months 4,748 23.3% 129 Viewed movie (video-on-demand) in last 30 days 4,248 23.3% 129 Viewed movie (video-on-demand) in last 30 days 3,297 16.2% 132 Watched any pay-per-view TV in last 12 months 3,395 16.6% 127 Downloaded a movie ower the Internet in last 30 days 1,458 7.1% 108 Downloaded any individual song in last 6 mo		·			
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Have savings account 12,325 60.4% 113 Have 401K retirement savings plan 3,847 18.9% 128 Own/used any credit/debit card in last 12 months 16,425 80.5% 109 Avg monthly credit card expenditures: <\$111	Have interest checking account	6,688	32.8%	114	
Have 401K retirement savings plan 3,847 18.9% 128 Own/used any credit/debit card in last 12 months 16,425 80.5% 109 Avg monthly credit card expenditures: <\$111	Have non-interest checking account	6,013	29.5%	104	
Own/used any credit/debit card in last 12 months 16,425 80.5% 109 Avg monthly credit card expenditures: <\$111	Have savings account	12,325	60.4%	113	
Avg monthly credit card expenditures: <\$111	Have 401K retirement savings plan	3,847	18.9%	128	
Avg monthly credit card expenditures: \$111-\$225 1,519 7.4% 115 Avg monthly credit card expenditures: \$226-\$450 1,474 7.2% 114 Avg monthly credit card expenditures: \$451-\$700 1,436 7.0% 129 Avg monthly credit card expenditures: \$701-\$1,000 1,094 5.4% 124 Avg monthly credit card expenditures: \$1,001+ 2,549 12.5% 136 Did banking online in last 12 months 8,714 42.7% 122 Did banking on mobile device in last 12 months 2,582 12.7% 122	Own/used any credit/debit card in last 12 months	16,425	80.5%	109	
Avg monthly credit card expenditures: \$226-\$450 1,474 7.2% 114 Avg monthly credit card expenditures: \$451-\$700 1,436 7.0% 129 Avg monthly credit card expenditures: \$701-\$1,000 1,094 5.4% 124 Avg monthly credit card expenditures: \$1,001+ 2,549 12.5% 136 Did banking online in last 12 months 8,714 42.7% 122 Did banking on mobile device in last 12 months 2,582 12.7% 122	Avg monthly credit card expenditures: <\$111	2,420	11.9%	100	
Avg monthly credit card expenditures: \$451-\$700 1,436 7.0% 129 Avg monthly credit card expenditures: \$701-\$1,000 1,094 5.4% 124 Avg monthly credit card expenditures: \$1,001+ 2,549 12.5% 136 Did banking online in last 12 months 8,714 42.7% 122 Did banking on mobile device in last 12 months 2,582 12.7% 122	Avg monthly credit card expenditures: \$111-\$225	1,519	7.4%	115	
Avg monthly credit card expenditures: \$701-\$1,000 1,094 5.4% 124 Avg monthly credit card expenditures: \$1,001+ 2,549 12.5% 136 Did banking online in last 12 months 8,714 42.7% 122 Did banking on mobile device in last 12 months 2,582 12.7% 122	Avg monthly credit card expenditures: \$226-\$450	1,474	7.2%	114	
Avg monthly credit card expenditures: \$701-\$1,000 1,094 5.4% 124 Avg monthly credit card expenditures: \$1,001+ 2,549 12.5% 136 Did banking online in last 12 months 8,714 42.7% 122 Did banking on mobile device in last 12 months 2,582 12.7% 122	Avg monthly credit card expenditures: \$451-\$700	1,436	7.0%	129	
Avg monthly credit card expenditures: \$1,001+2,54912.5%136Did banking online in last 12 months8,71442.7%122Did banking on mobile device in last 12 months2,58212.7%122	Avg monthly credit card expenditures: \$701-\$1,000		5.4%	124	
Did banking online in last 12 months 8,714 42.7% 122 Did banking on mobile device in last 12 months 2,582 12.7% 122				136	
Did banking on mobile device in last 12 months 2,582 12.7% 122					
		10,173		119	

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

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Windsor Town, CA 2 Windsor Town, CA (0685922)

Geography: Place

ESRI, Sonoma County Economic

Duadust / Canauman Bahanian	Expected Number of	Percent of	MDT
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)	14.602	71 60/	100
Used beef (fresh/frozen) in last 6 months	14,602	71.6%	100
Used bread in last 6 months	19,498	95.6%	101
Used chicken (fresh or frozen) in last 6 mos	15,014	73.6%	103
Used turkey (fresh or frozen) in last 6 mos	3,766	18.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	11,708	57.4%	103
Used fresh fruit/vegetables in last 6 months	18,039	88.4%	102
Used fresh milk in last 6 months	18,480	90.6%	101
Used organic food in last 6 months	4,558	22.3%	113
Health (Adults)			
Exercise at home 2+ times per week	6,545	32.1%	112
Exercise at club 2+ times per week	3,478	17.1%	132
Visited a doctor in last 12 months	15,871	77.8%	103
Used vitamin/dietary supplement in last 6 months	11,708	57.4%	107
Home (Households)			
Any home improvement in last 12 months	2,947	32.3%	117
Used housekeeper/maid/professional HH cleaning service in last 12	1,566	17.2%	131
Purchased low ticket HH furnishings in last 12 months	1,577	17.3%	111
Purchased big ticket HH furnishings in last 12 months	2,100	23.0%	109
Purchased bedding/bath goods in last 12 months	5,041	55.2%	104
Purchased cooking/serving product in last 12 months	2,368	25.9%	107
Bought any small kitchen appliance in last 12 months	2,156	23.6%	106
Bought any large kitchen appliance in last 12 months	1,310	14.4%	111
Insurance (Adults/Households) Currently carry life insurance	9,688	47.5%	109
Carry medical/hospital/accident insurance	14,285	70.0%	109
Carry homeowner insurance	11,119	54.5%	114
Carry renter's insurance	1,374	6.7%	91
Have auto insurance: 1 vehicle in household covered	2,530	27.7%	88
Have auto insurance: 2 vehicles in household covered	3,088	33.8%	121
Have auto insurance: 3+ vehicles in household covered	2,332	25.6%	116
	,		
Pets (Households)	5,113	56.0%	101
Household owns any pet Household owns any cat	2,045	22.4%	105 99
,	,		
Household owns anv doa	3.794	41.6%	104
Psychographics (Adults)	0.421	41 20/	0/
Buying American is important to me	8,431	41.3%	96
Usually buy items on credit rather than wait	2,687	13.2%	116
Usually buy based on quality - not price	3,775	18.5%	103
Price is usually more important than brand name	5,196	25.5%	93
Usually use coupons for brands I buy often	3,804	18.7%	99
Am interested in how to help the environment	3,213	15.8%	94
Usually pay more for environ safe product	2,505	12.3%	97
Usually value green products over convenience	1,940	9.5%	93
Likely to buy a brand that supports a charity	6,874	33.7%	98
Reading (Adults)			
Bought digital book in last 12 months	2,906	14.2%	128
Bought hardcover book in last 12 months	5,132	25.2%	112
Bought paperback book in last 12 month	7,785	38.2%	113
Read any daily newspaper (paper version)	6,007	29.5%	105
Read ally daily newspaper (paper version)			
Read any digital newspaper in last 30 days	7,299	35.8%	114

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Windsor Town, CA 2 Windsor Town, CA (0685922) Geography: Place ESRI, Sonoma County Economic

December 08, 2015

Product/Consumou Bahaviou	Expected Number of	Percent of	MDT
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)	16 202	79.9%	106
Went to family restaurant/steak house in last 6 months	16,293	31.1%	108
Went to family restaurant/steak house: 4+ times a month	6,339		
Went to fast food/drive-in restaurant in last 6 months	18,666	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	8,449	41.4%	102
Fast food/drive-in last 6 months: eat in	7,475	36.7%	101
Fast food/drive-in last 6 months: home delivery	1,651	8.1%	103
Fast food/drive-in last 6 months: take-out/drive-thru	9,858	48.3%	103
Fast food/drive-in last 6 months: take-out/walk-in	4,427	21.7%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,851	28.7%	135
Own any portable MP3 player	7,999	39.2%	117
HH owns 1 TV	1,503	16.5%	82
HH owns 2 TVs	2,334	25.6%	97
HH owns 3 TVs	2,053	22.5%	105
HH owns 4+ TVs	2,245	24.6%	125
HH subscribes to cable TV	5,127	56.2%	110
HH subscribes to fiber optic	1,034	11.3%	170
HH has satellite dish	2,080	22.8%	89
HH owns DVD/Blu-ray player	6,011	65.9%	107
HH owns camcorder	1,881	20.6%	132
HH owns portable GPS navigation device	3,126	34.3%	124
HH purchased video game system in last 12 mos	1,056	11.6%	126
HH owns Internet video device for TV	578	6.3%	145
Travel (Adults)			
Domestic travel in last 12 months	12,020	58.9%	117
Took 3+ domestic non-business trips in last 12 months	3,038	14.9%	120
Spent on domestic vacations in last 12 months: <\$1,000	2,500	12.3%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,553	7.6%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	814	4.0%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	960	4.7%	123
Spent on domestic vacations in last 12 months: \$3,000+	1,504	7.4%	135
Domestic travel in the 12 months: used general travel website	1,804	8.8%	126
Foreign travel in last 3 years	6,424	31.5%	133
Took 3+ foreign trips by plane in last 3 years	1,187	5.8%	133
Spent on foreign vacations in last 12 months: <\$1,000	1,131	5.5%	132
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	875	4.3%	141
Spent on foreign vacations in last 12 months: \$3,000+	1,351	6.6%	134
Foreign travel in last 3 years: used general travel website	1,556	7.6%	139
Nights spent in hotel/motel in last 12 months: any	10,024	49.1%	119
Took cruise of more than one day in last 3 years	2,385	11.7%	134
Member of any frequent flyer program	4,871	23.9%	143
Member of any hotel rewards program	3,943	19.3%	137
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