



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

Population Summary

2000 Total Population	11,407
2010 Total Population	18,641
2018 Total Population	26,662
2018 Group Quarters	101
2023 Total Population	30,796
2018-2023 Annual Rate	2.92%
2018 Total Daytime Population	21,166
Workers	8,843
Residents	12,323

Household Summary

2000 Households	4,043
2000 Average Household Size	2.79
2010 Households	6,731
2010 Average Household Size	2.75
2018 Households	9,543
2018 Average Household Size	2.78
2023 Households	10,959
2023 Average Household Size	2.80
2018-2023 Annual Rate	2.81%
2010 Families	5,253
2010 Average Family Size	3.13
2018 Families	7,095
2018 Average Family Size	3.24
2023 Families	8,127
2023 Average Family Size	3.27
2018-2023 Annual Rate	2.75%

Housing Unit Summary

2000 Housing Units	4,183
Owner Occupied Housing Units	76.7%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	3.3%
2010 Housing Units	7,197
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	6.5%
2018 Housing Units	10,066
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	5.2%
2023 Housing Units	11,877
Owner Occupied Housing Units	75.0%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	7.7%

Median Household Income

2018	\$88,472
2023	\$98,414

Median Home Value

2018	\$418,835
2023	\$463,527

Per Capita Income

2018	\$42,066
2023	\$46,558

Median Age

2010	37.4
2018	39.1
2023	39.9

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

2018 Households by Income

Household Income Base	9,543
<\$15,000	4.7%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	9.8%
\$200,000+	10.1%
Average Household Income	\$111,066

2023 Households by Income

Household Income Base	10,959
<\$15,000	3.5%
\$15,000 - \$24,999	3.6%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	7.3%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	26.7%
\$150,000 - \$199,999	11.5%
\$200,000+	10.9%
Average Household Income	\$123,477

2018 Owner Occupied Housing Units by Value

Total	7,526
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	6.3%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	9.2%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	23.5%
\$500,000 - \$749,999	22.4%
\$750,000 - \$999,999	5.1%
\$1,000,000 - \$1,499,999	2.6%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.4%
Average Home Value	\$468,121

2023 Owner Occupied Housing Units by Value

Total	8,904
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	2.2%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	23.6%
\$400,000 - \$499,999	25.3%
\$500,000 - \$749,999	28.7%
\$750,000 - \$999,999	7.8%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.4%
Average Home Value	\$531,449

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

2010 Population by Age

Total	18,641
0 - 4	7.3%
5 - 9	9.2%
10 - 14	8.5%
15 - 24	10.1%
25 - 34	11.0%
35 - 44	16.9%
45 - 54	15.4%
55 - 64	11.7%
65 - 74	6.2%
75 - 84	2.7%
85 +	1.1%
18 +	70.6%

2018 Population by Age

Total	26,660
0 - 4	6.3%
5 - 9	6.8%
10 - 14	7.4%
15 - 24	12.4%
25 - 34	11.7%
35 - 44	13.2%
45 - 54	14.6%
55 - 64	13.3%
65 - 74	9.0%
75 - 84	3.8%
85 +	1.4%
18 +	75.2%

2023 Population by Age

Total	30,796
0 - 4	6.2%
5 - 9	6.6%
10 - 14	6.8%
15 - 24	11.3%
25 - 34	12.7%
35 - 44	13.1%
45 - 54	13.5%
55 - 64	13.0%
65 - 74	10.3%
75 - 84	4.9%
85 +	1.5%
18 +	76.5%

2010 Population by Sex

Males	9,284
Females	9,357

2018 Population by Sex

Males	13,109
Females	13,551

2023 Population by Sex

Males	15,182
Females	15,614

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

2010 Population by Race/Ethnicity

Total	18,641
White Alone	93.6%
Black Alone	0.5%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	2.1%
Hispanic Origin	9.0%
Diversity Index	26.7

2018 Population by Race/Ethnicity

Total	26,662
White Alone	92.6%
Black Alone	0.7%
American Indian Alone	0.5%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	2.4%
Hispanic Origin	9.6%
Diversity Index	29.1

2023 Population by Race/Ethnicity

Total	30,796
White Alone	91.8%
Black Alone	0.9%
American Indian Alone	0.5%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.3%
Two or More Races	2.7%
Hispanic Origin	10.4%
Diversity Index	31.4

2010 Population by Relationship and Household Type

Total	18,641
In Households	99.4%
In Family Households	89.6%
Householder	28.2%
Spouse	24.2%
Child	34.1%
Other relative	1.6%
Nonrelative	1.5%
In Nonfamily Households	9.9%
In Group Quarters	0.6%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.0%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 05, 2019



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

2018 Population 25+ by Educational Attainment

Total	17,880
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	1.8%
High School Graduate	17.4%
GED/Alternative Credential	3.1%
Some College, No Degree	21.1%
Associate Degree	10.0%
Bachelor's Degree	29.0%
Graduate/Professional Degree	16.6%

2018 Population 15+ by Marital Status

Total	21,185
Never Married	22.8%
Married	62.4%
Widowed	3.5%
Divorced	11.3%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.6%
Civilian Unemployed (Unemployment Rate)	2.4%

2018 Employed Population 16+ by Industry

Total	14,589
Agriculture/Mining	2.2%
Construction	9.9%
Manufacturing	11.1%
Wholesale Trade	2.0%
Retail Trade	9.8%
Transportation/Utilities	3.3%
Information	1.1%
Finance/Insurance/Real Estate	6.4%
Services	49.1%
Public Administration	5.1%

2018 Employed Population 16+ by Occupation

Total	14,591
White Collar	68.8%
Management/Business/Financial	22.6%
Professional	24.8%
Sales	9.6%
Administrative Support	11.8%
Services	12.3%
Blue Collar	18.9%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	4.5%
Production	5.4%
Transportation/Material Moving	3.3%

2010 Population By Urban/ Rural Status

Total Population	18,641
Population Inside Urbanized Area	90.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	9.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 05, 2019



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

2010 Households by Type

Total	6,731
Households with 1 Person	17.5%
Households with 2+ People	82.5%
Family Households	78.0%
Husband-wife Families	67.1%
With Related Children	33.4%
Other Family (No Spouse Present)	11.0%
Other Family with Male Householder	3.6%
With Related Children	2.6%
Other Family with Female Householder	7.4%
With Related Children	5.7%
Nonfamily Households	4.5%
All Households with Children	42.0%

2010 Households by Size

Multigenerational Households	2.5%
Unmarried Partner Households	5.2%
Male-female	4.6%
Same-sex	0.6%

2010 Households by Size

Total	6,731
1 Person Household	17.5%
2 Person Household	36.4%
3 Person Household	15.9%
4 Person Household	18.4%
5 Person Household	8.5%
6 Person Household	2.5%
7 + Person Household	0.8%

2010 Households by Tenure and Mortgage Status

Total	6,731
Owner Occupied	80.3%
Owned with a Mortgage/Loan	68.8%
Owned Free and Clear	11.5%
Renter Occupied	19.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	7,197
Housing Units Inside Urbanized Area	89.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	10.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Windsor town, CO (0885485)

Geography: Place

Windsor town,...

Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Urban Chic (2A)
3. Bright Young Professionals

2018 Consumer Spending

Apparel & Services: Total \$	\$27,490,212
Average Spent	\$2,880.67
Spending Potential Index	132
Education: Total \$	\$19,015,844
Average Spent	\$1,992.65
Spending Potential Index	138
Entertainment/Recreation: Total \$	\$39,941,275
Average Spent	\$4,185.40
Spending Potential Index	130
Food at Home: Total \$	\$59,948,918
Average Spent	\$6,281.98
Spending Potential Index	125
Food Away from Home: Total \$	\$44,050,177
Average Spent	\$4,615.97
Spending Potential Index	131
Health Care: Total \$	\$68,724,186
Average Spent	\$7,201.53
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$26,448,214
Average Spent	\$2,771.48
Spending Potential Index	133
Personal Care Products & Services: Total \$	\$10,526,773
Average Spent	\$1,103.09
Spending Potential Index	133
Shelter: Total \$	\$209,267,372
Average Spent	\$21,928.89
Spending Potential Index	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,065,644
Average Spent	\$3,255.33
Spending Potential Index	131
Travel: Total \$	\$28,627,854
Average Spent	\$2,999.88
Spending Potential Index	139
Vehicle Maintenance & Repairs: Total \$	\$13,119,252
Average Spent	\$1,374.75
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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 05, 2019