



2016 Windsor: Local Economic Profile

2016
SONOMA
COUNTY



Table of Contents

- 1.** Letter and Highlights
- 2.** Population and Demographics
- 3.** Population and Income Projection
- 4.** Employment
- 5.** Residential Real Estate
- 6.** Real Estate and Construction
- 7.** Consumer Spending and Taxable Sales
- 8.** Education
- 9.** City Data Snapshot
- 10.** Sources and Notes

Windsor: Local Economic Profile

The Sonoma County Economic Development Board (EDB), in partnership with the Sonoma County Workforce Investment Board (WIB), the Town of Windsor, and the Windsor Chamber of Commerce is pleased to present the *2016 Windsor Local Economic Profile*.

Highlights from this Local Economic Profile include:

- Windsor's seasonally unadjusted unemployment rate was 4% in July 2015, lower than Sonoma County (4.6%), California (6.5%) and the nation (5.6%) for the same month.
- Between 2000 and 2015, the median household income in Windsor grew by 23% to \$77,205. Looking into 2020, this growth is expected to continue with median income rising to \$86,914, an increase of about 12.6% from 2015.
- The median home price in Windsor increased 12.7% from 2013 to \$470,000 in 2014. This continued the increase in median home price since 2011. Although the median home price has been steadily increasing, it has not yet reached the 2005 prerecession peak.
- Both residential and non-residential construction has increased from July 2014 to July 2015, with the value of non-residential housing permits increasing much faster than the value of residential housing permits.
- Windsor taxable sales have been displaying a trend of increasing over the last four years with a gain of 10.4% from 2012 to 2013.

While every effort was made to ensure this report contained up-to-date information, certain data was unavailable at the time this report was released; thus, some figures may reflect years previous to 2015.

Thank you for your interest in the Economic Development Board's research. For additional information, questions, comments, or suggestions please contact us at (707) 565-7170 or visit www.sonomaedb.org. For other city-specific questions, please visit www.ci.windsor.ca.us and/or www.windsorchamber.com.

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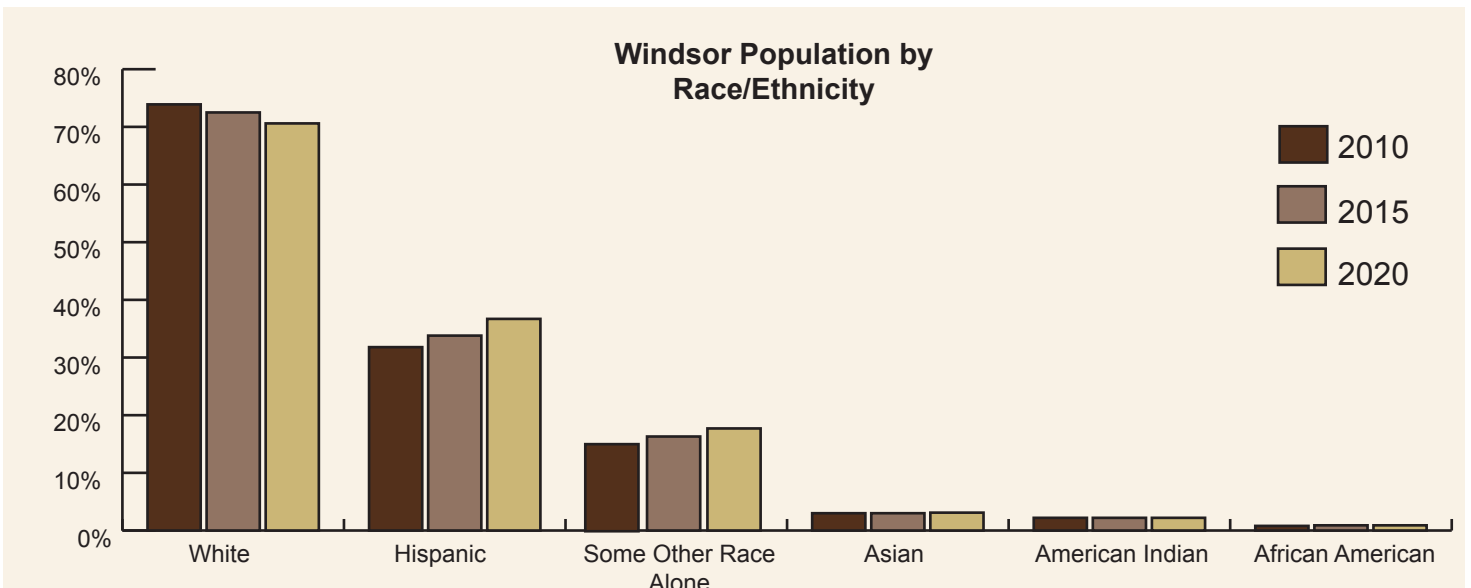
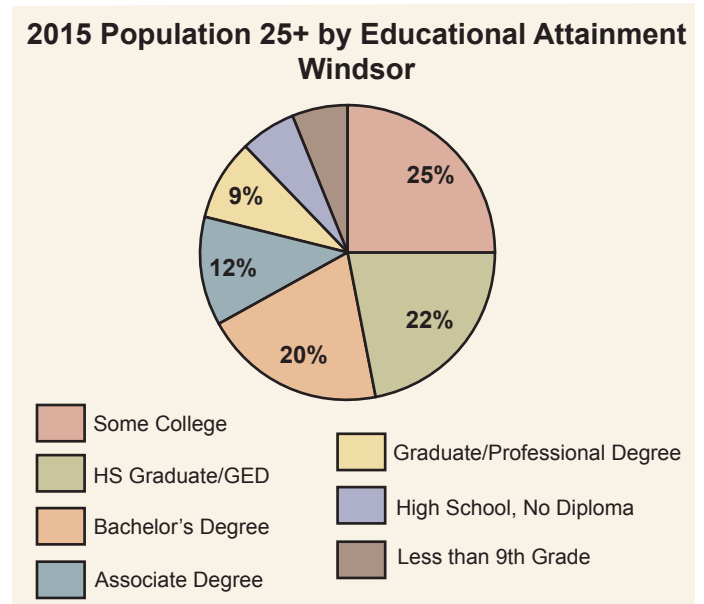
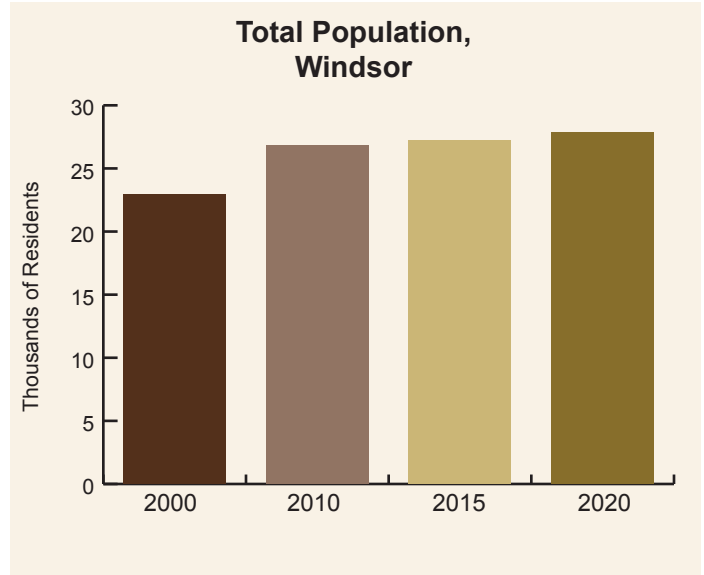
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Population & Demographics

The population of Windsor in 2015 was 27,221, and according to Environmental Systems Research Institute (ESRI) projections, it is expected to rise about 2.3% to 27,856 by 2020. This is less than the projected population increase of 2.7% for Sonoma County over the same period. From 2000 to 2015, Windsor's population grew about 19%.

In 2015, in the population of those 25 and older, 22% of residents had obtained a High School Diploma. This is higher than Sonoma County in the same year with 20% of residents obtaining diplomas. The category of Some College consists of individuals who have taken college courses but who have never received their degree. **In 2015, 20% of residents had obtained a Bachelor's Degree and about 9% had received a Graduate or Professional Degree.**

A trend we see moving into 2020 is the increase in the Hispanic population in Windsor. **Between 2010 and 2020 there is predicted to be a 2.9 percentage point increase in Windsor**, while there will be a 4 percentage point increase overall in the Hispanic population in Sonoma County. The current (2015) estimate of the Hispanic population in Windsor is 33.8%



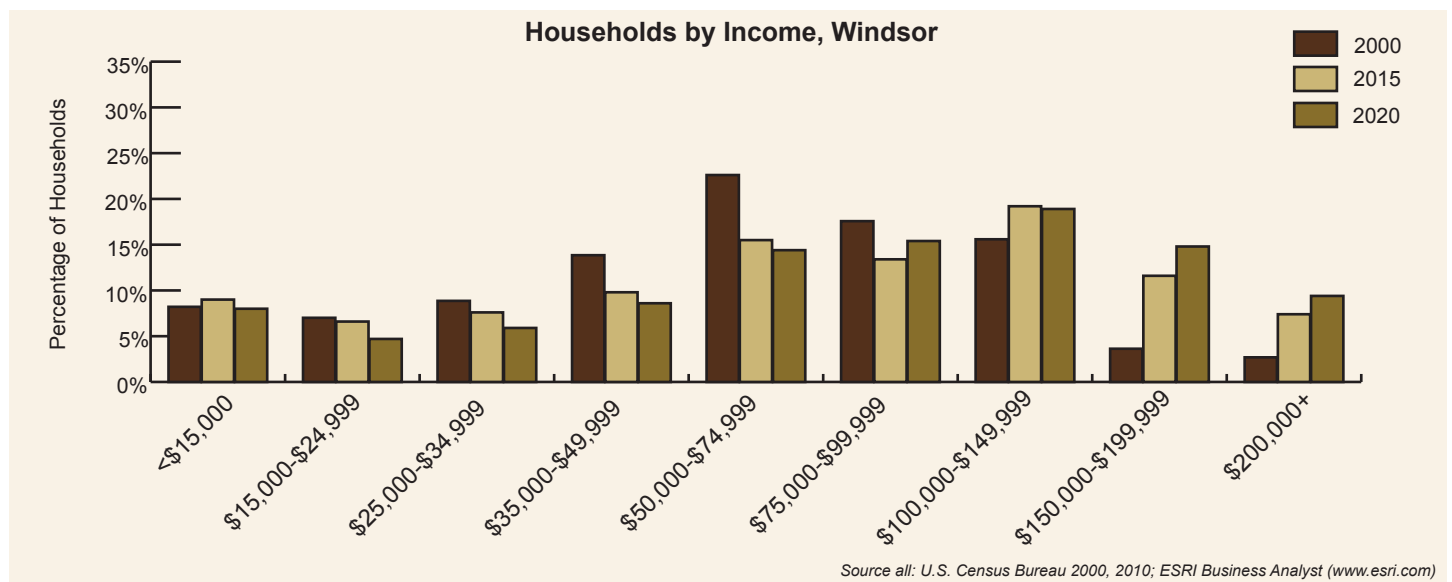
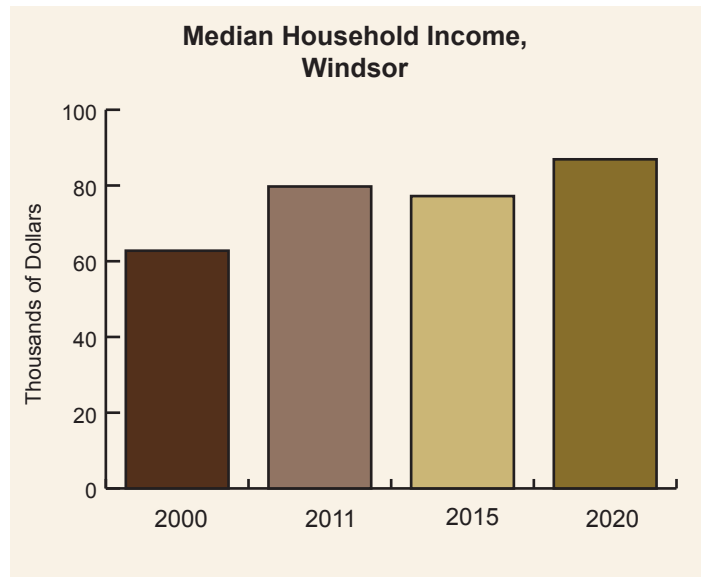
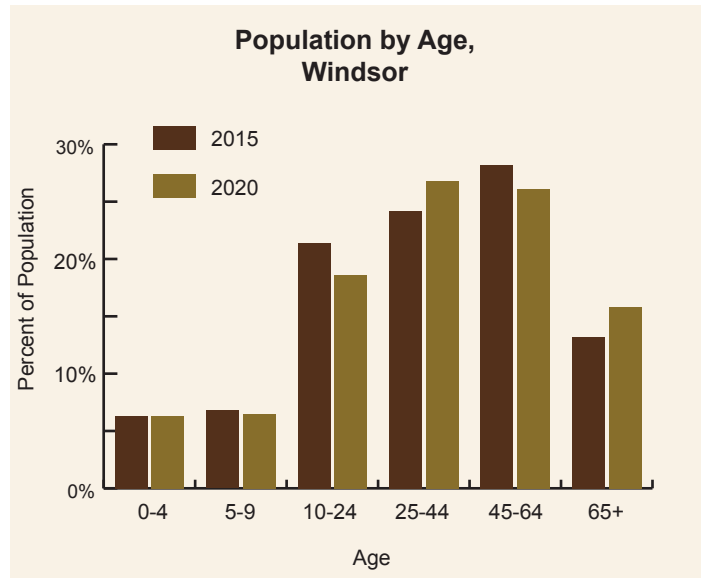
Population & Income Projection

The population by age in Windsor in 2015 and 2020 followed a wide distribution, and according to Environmental Systems Research Institute (ESRI) projections, **the 65 and older population is expected to increase the greatest amount by 2020**, followed by the 25-44 group. This is creating a decrease in individuals 10-24 and 45-64 between 2015 and 2020.

Between 2000 and 2015, the median household income in Windsor grew by 23% to \$77,205, **the highest in Sonoma County**. Looking into 2020, this growth is expected to continue with median income rising to **\$86,914**, an increase of about 12.6% from 2015.

As income in Windsor rose between 2000 and 2015, the percentage of households earning less than \$35,000 was reduced by 1 percentage point. The fastest growing income range was the \$150,000-\$199,999 range, followed by the \$200,000+ range.

A trend that remains consistent into 2020 is the shrinking percentage of households earning less than \$35,000. The proportion of Windsor households in this range will decrease by 4.6 percentage points from 2015 to 2020. This trend, coupled with the increasing proportion of Windsor households earning over \$75,000, will result in further concentration of households in higher-income tiers.



Source all: U.S. Census Bureau 2000, 2010; ESRI Business Analyst (www.esri.com)

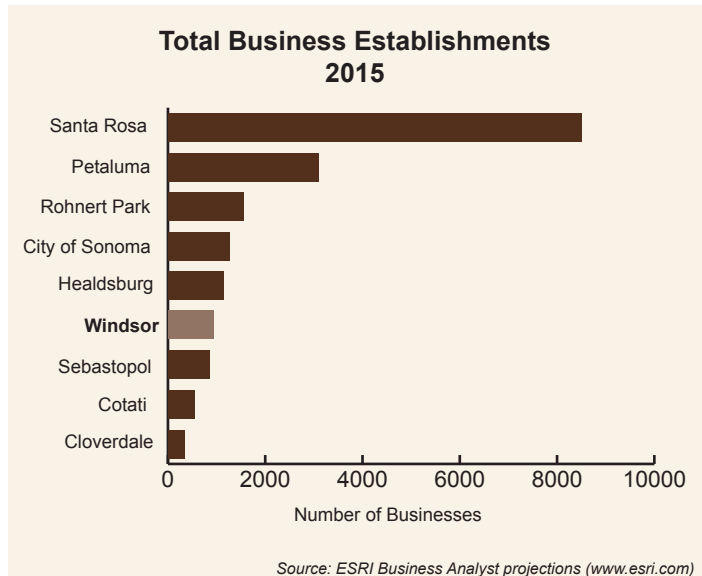
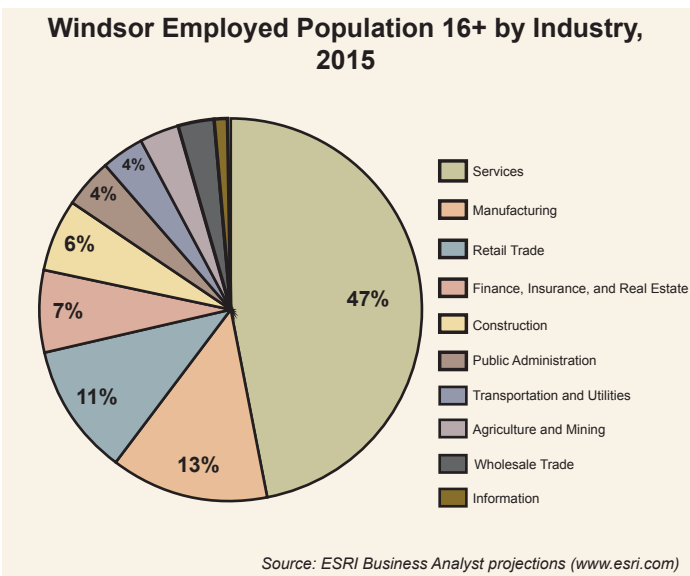
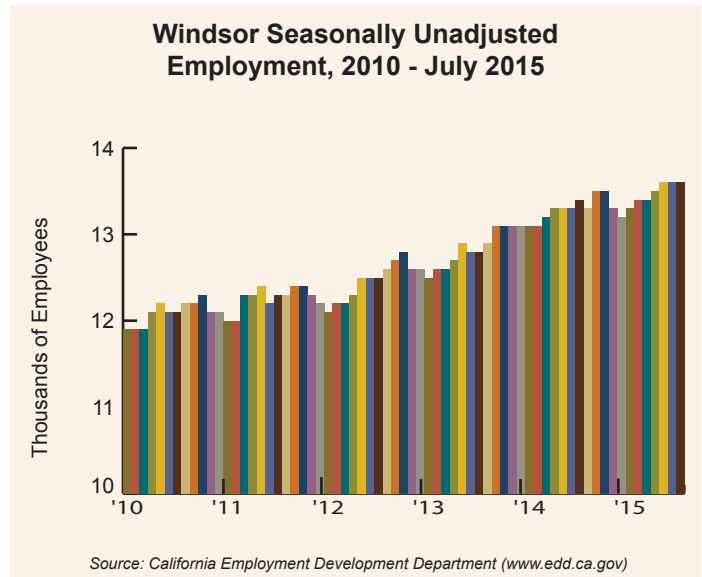
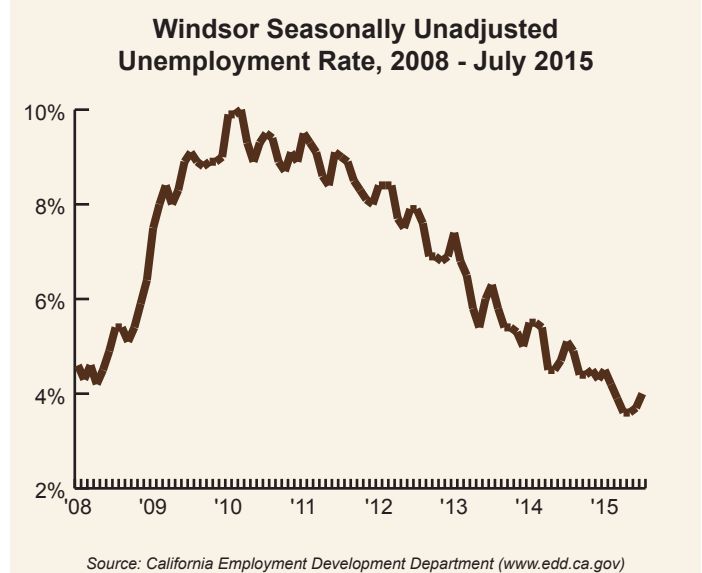
Employment

Windsor's seasonally unadjusted unemployment rate was 4% in July 2015, lower than Sonoma County (4.6%) for the same month. Compared to July of the previous year, Windsor's unemployment rate is down 1.1 points from 5.1%. Windsor's unemployment rate is below both the state (6.5%), and the nation (5.6%).

Total employment in Windsor was 13,600 employed residents in July 2014, which is up 1.5% from a year earlier. Windsor's employment has been steadily increasing since 2010, with regular seasonal fluctuations.

The total number of business establishments in 2015 in Windsor is 933. Sonoma County has about 25,800 business establishments.

47% of Windsor's employed population is in the category of Services, which includes education, health care, tourism and legal services. The second largest sector is Manufacturing. This is very similar to the county average, though there is a higher prevalence of manufacturing in Windsor. This shows a strong, high demand for tangible goods in the Windsor area.



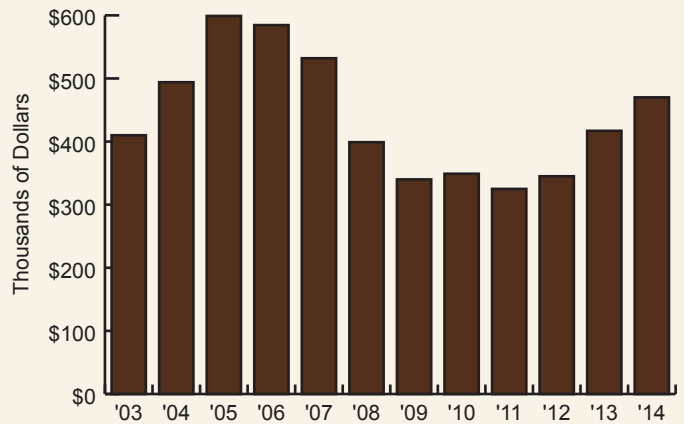
Residential Real Estate

The median home price in Windsor increased 12.7% from 2013 to \$470,000 in 2014. This continued the increase in median home price since 2011. Although the median home price has been steadily increasing, it has not yet reached the 2005 prerecession peak.

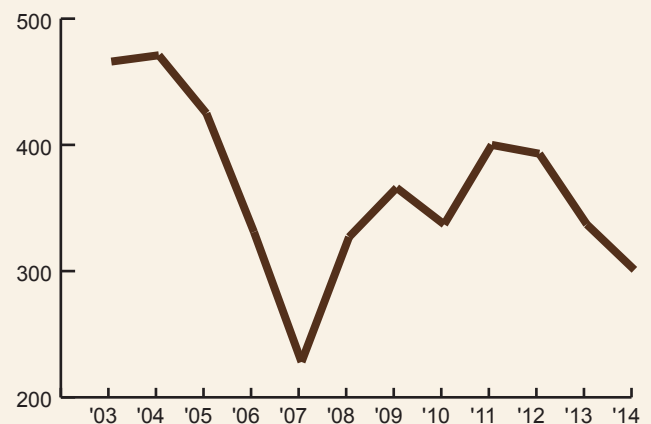
The total number of houses sold in Windsor has been decreasing since 2011. There were 301 units sold in 2014, down 10.7% from 337 in 2013. The rising housing prices and low available housing supply has been driving down home sales in Windsor.

The average sales price of a home in Windsor for 2014 was \$507,146. This puts Windsor in the middle of the price spectrum for homes in the area.

Median Price of an Existing Home in Windsor, 2004-2014

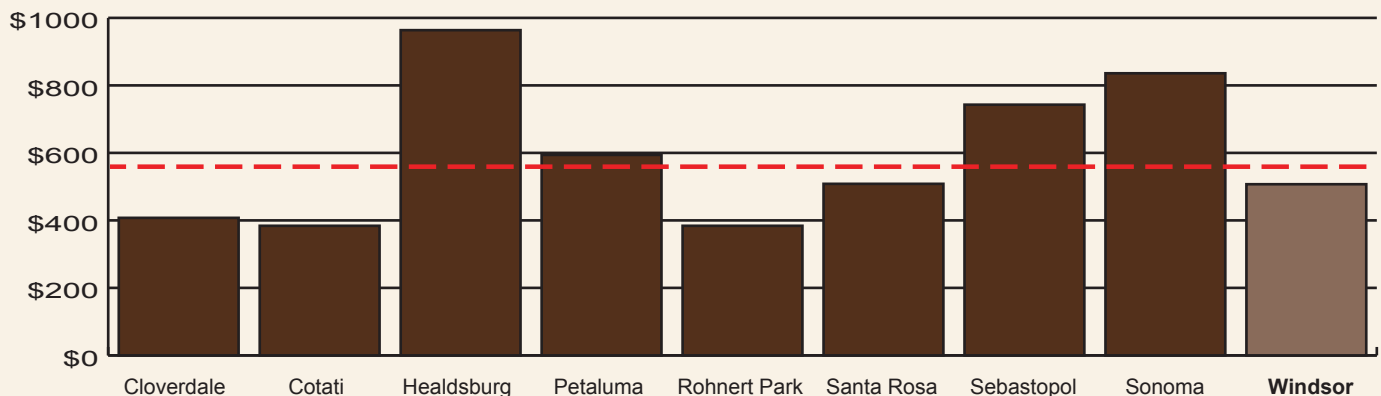


Total Number of Houses Sold in Windsor, 2003-2014



Average Sales Price (\$ Thousands) by Sub-County Area, 2014

■ Average Sales Price (\$ Thousands) — County Average Price (\$ Thousands)



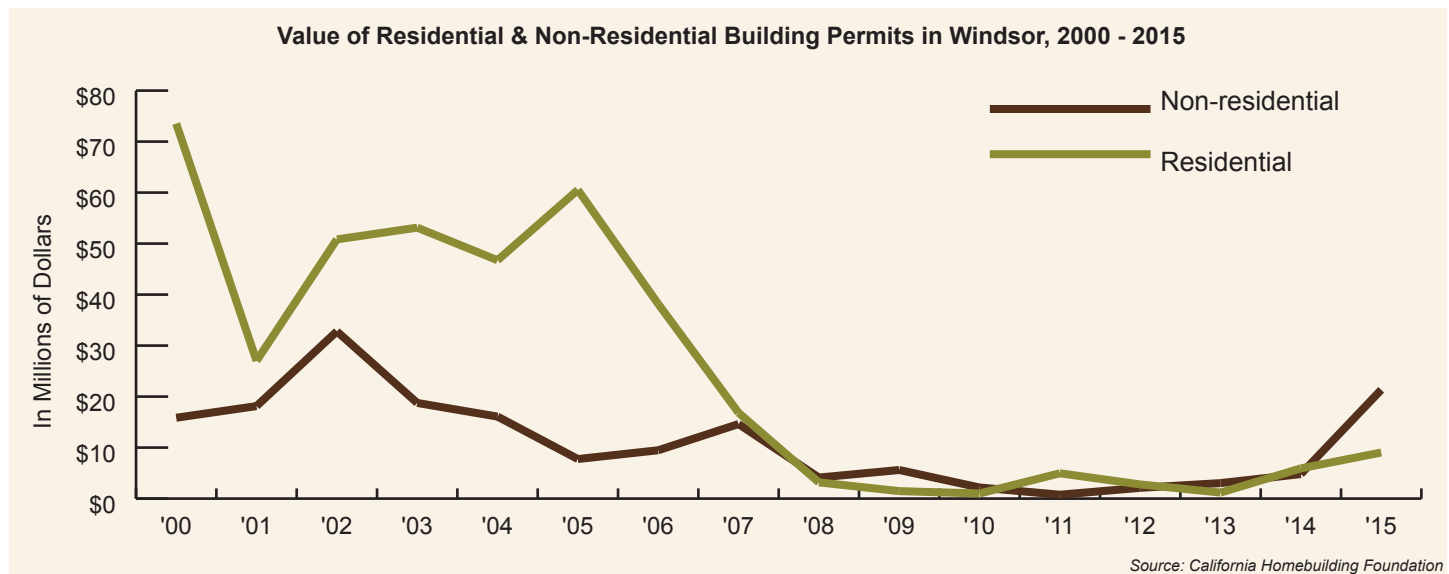
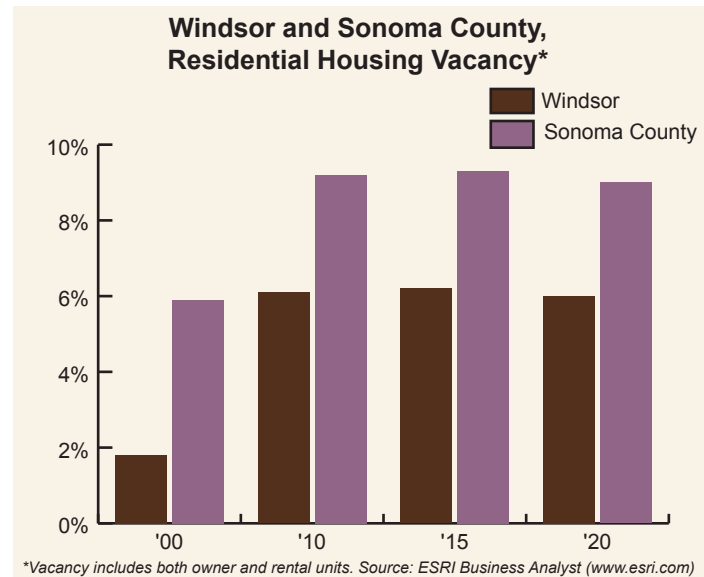
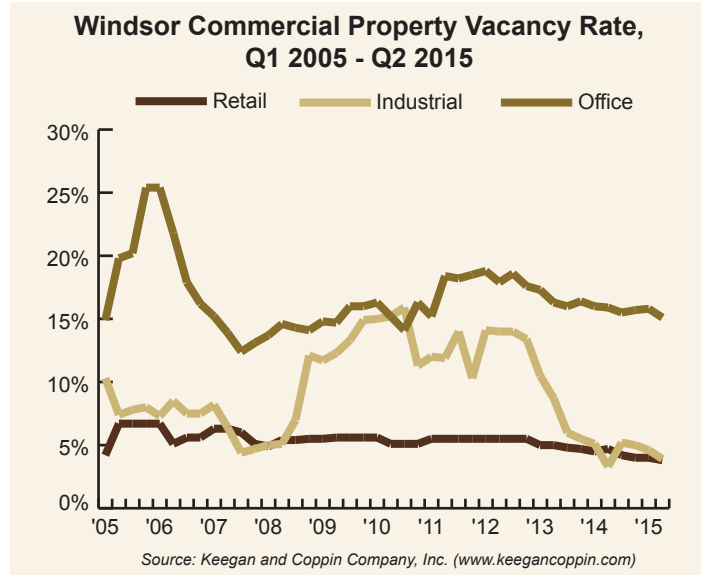
Source all: Bay Area Real Estate Information Services (www.bareis.com)

Real Estate & Construction

Retail, office and industrial vacancy rates in Windsor have all declined or stayed constant from 2014 to 2015. The declining commercial property vacancy rates show the healthy recovery and expansion of Windsor's businesses and economy.

Windsor's residential housing vacancy has been historically lower than Sonoma County's and this is projected to continue into 2020. Windsor's residential housing vacancy is expected to decrease 0.2 points from 6.2% in 2015 to 6% in 2020.

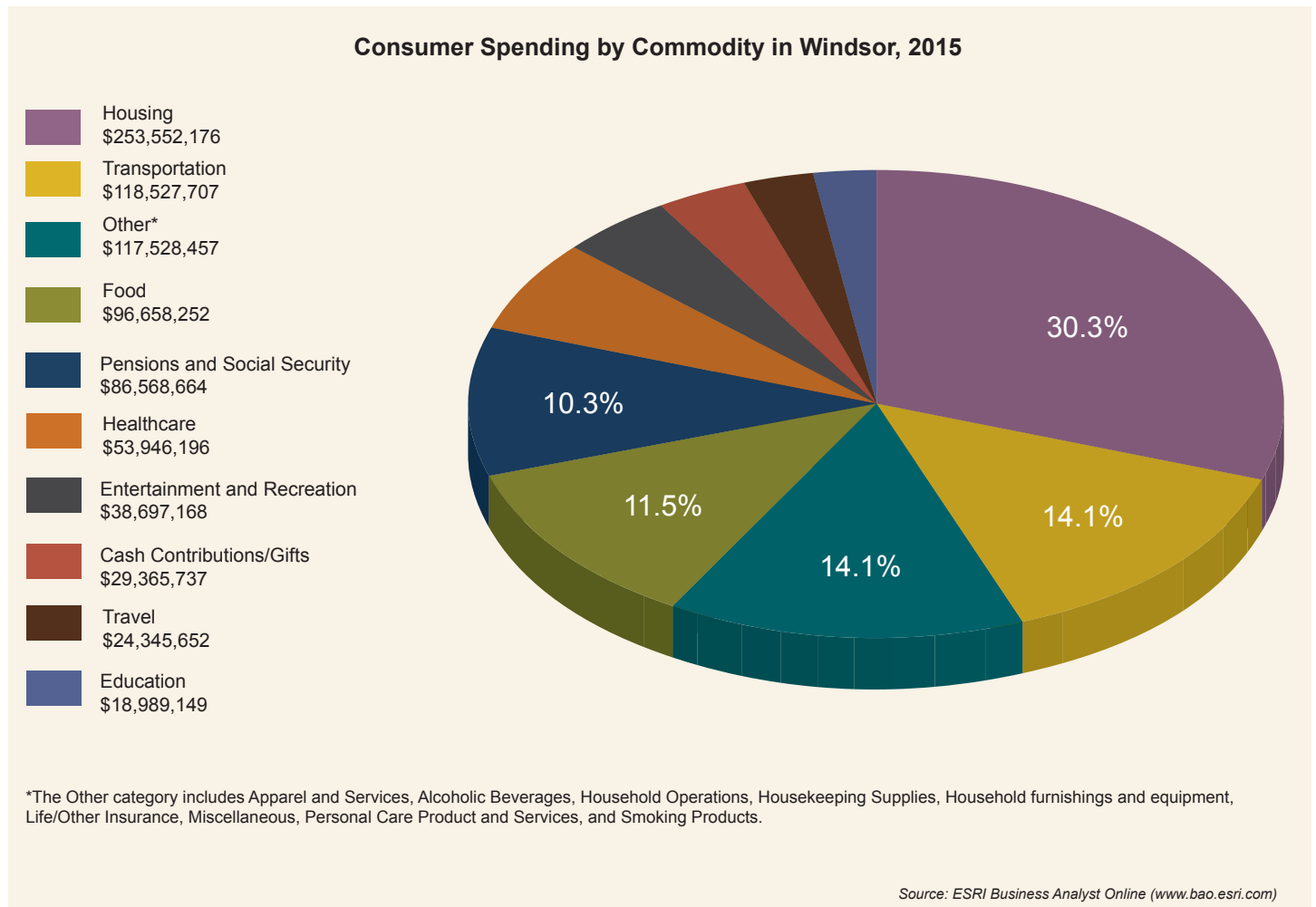
The values of residential and non-residential building permits in Windsor in July 2015 were \$9,035,297 and \$21,331,231, respectively. Both residential and non-residential construction has increased from July 2014 to July 2015, with the value of non-residential housing permits increasing much faster than the value of residential housing permits.



Consumer Spending & Taxable Sales

Windsor taxable sales have been displaying a trend of increasing over the last four years with a gain of 10.4% from 2012 to 2013. The gain seen in 2013 is consistent with the positive economic activity across Sonoma County. The county saw an increase of 8.6% in taxable sales in 2013, while the state only rose by 5%.

Compared to the national average, Windsor residents spend considerably more on travel, education, and housing. 70% of Windsor residents' spending falls in the categories of housing, transportation, other*, and food.

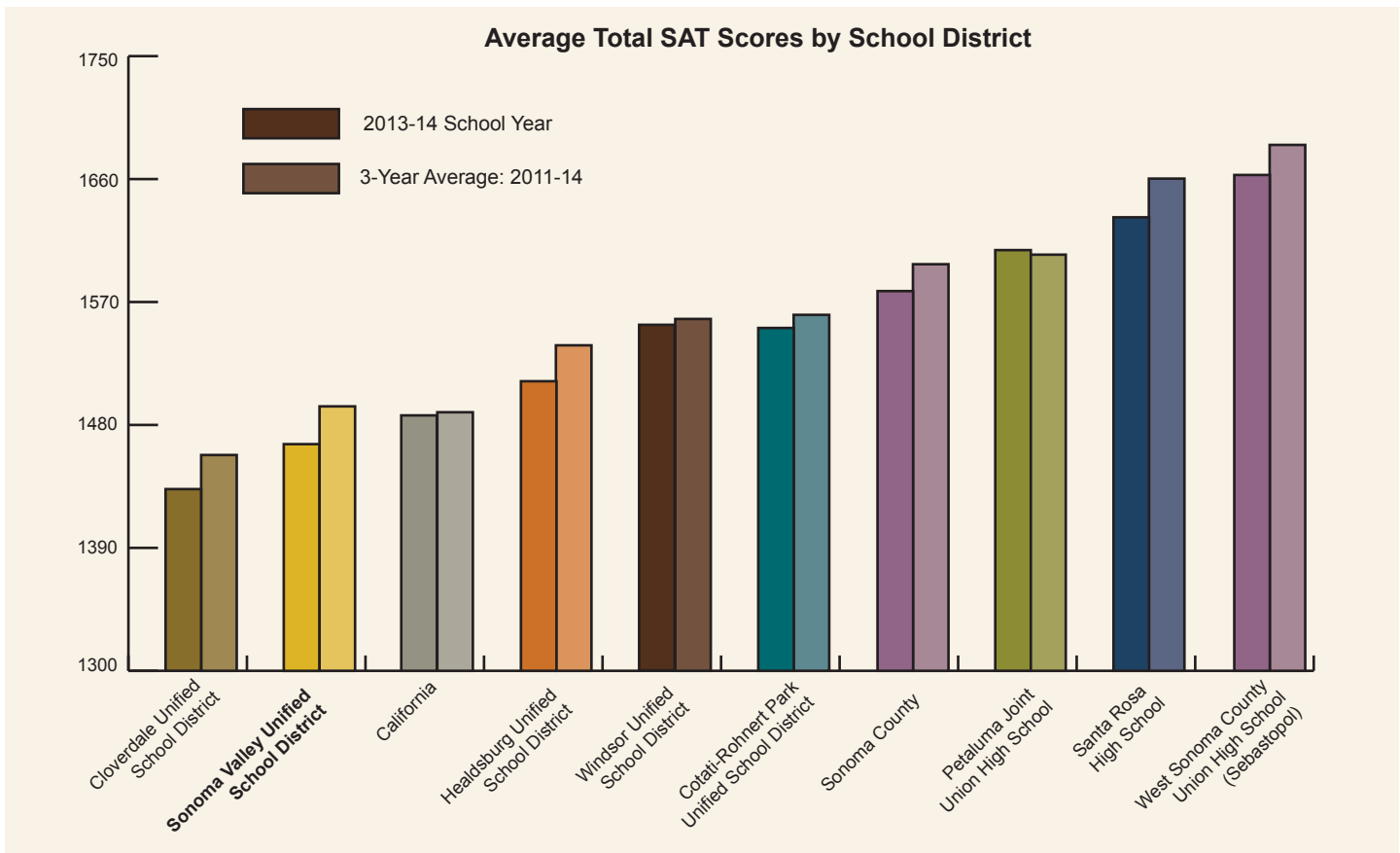
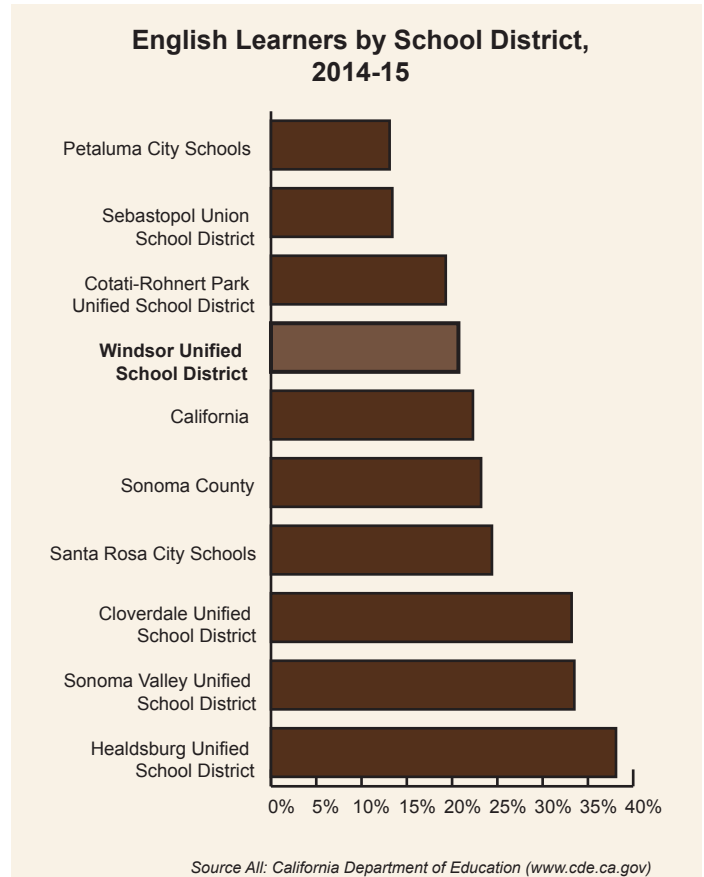


Education

The percentage of English learners in the Windsor Unified School District is 20.7%. This includes elementary, middle, and high school students. The ratio of English learners in Windsor Unified School District is slightly below the county average of 23.2% as well as the state average of 22.3%.

The average SAT score for a student from the Windsor Unified School District in the 2013-14 school year was 1553. This places the Windsor Unified School District slightly below the county average of 1578, and above the state average of 1487.

For a complete listing of the particular schools located in each district, please visit the Sonoma County Office of Education's website at: <http://www.scoe.org/pub/htdocs/finddistrict.html>



City Data Snapshot

	Total Population 2015	Unemployment Rate June 2015	Median Household Income 2015	Average Sales Price of a Home 2014	Percentage of English Learners 2014-15	Average Total SAT Scores 2013-14
Cloverdale	8,858	3.7%	\$57,643	\$407,515	33.2%	1433
Cotati	7,399	5.7%	\$62,498	\$383,993	19.3%	1551
Healdsburg	11,681	3.7%	\$61,950	\$963,632	38.1%	1512
Petaluma	59,322	3.3%	\$75,655	\$594,029	13.1%	1608
Rohnert Park	41,967	4.5%	\$58,719	\$383,993	19.3%	1551
Santa Rosa	171,827	4.8%	\$57,602	\$508,331	24.4%	1632
Sebastopol	7,490	3.7%	\$57,607	\$742,854	13.4%	1663
City of Sonoma	11,202	3.9%	\$59,596	\$835,899	33.5%	1466
Windsor	27,221	3.7%	\$77,205	\$507,146	20.7%	1553
Sonoma County*	494,431	4.3%	\$61,807	\$571,928	23.2%	1578

Note on Data Sources

The *2016 Sonoma County City Information Report* is a brief summary on various demographic, economic and social aspects of Sonoma County and its incorporated cities. Economic Development Board (EDB) research originates from information available from outside resources and previously published material. The *2016 Sonoma County City Information Report* offers partial or composite representations of raw data and cites respective source data sets. For more information, please see the listed sources.

The *City Information Report* does not provide complete in depth analyses of all facets of the Sonoma County incorporated cities. The EDB believes all data contained within this report to be accurate and the most current available, but does not guarantee its accuracy or completeness. Use of data from an outside source does not represent an endorsement of any product or service by the EDB, its members or affiliates.

The *2016 Sonoma County City Information Report* was developed from national and local data sources. Interested readers are encouraged to contact data source agencies or organizations for further research. Readers are also invited to suggest for future reports by calling (707) 565-7170 or e-mailing edb@sonoma-county.org.

Sources

Bay Area Real Estate Information Services

California Board of Equalization

California Department of Education

California Employment Development Department

California Homebuilding Foundation

ESRI Business Analyst

Keegan and Coppin Company

U.S. Census Bureau

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MEDIA LEVEL



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