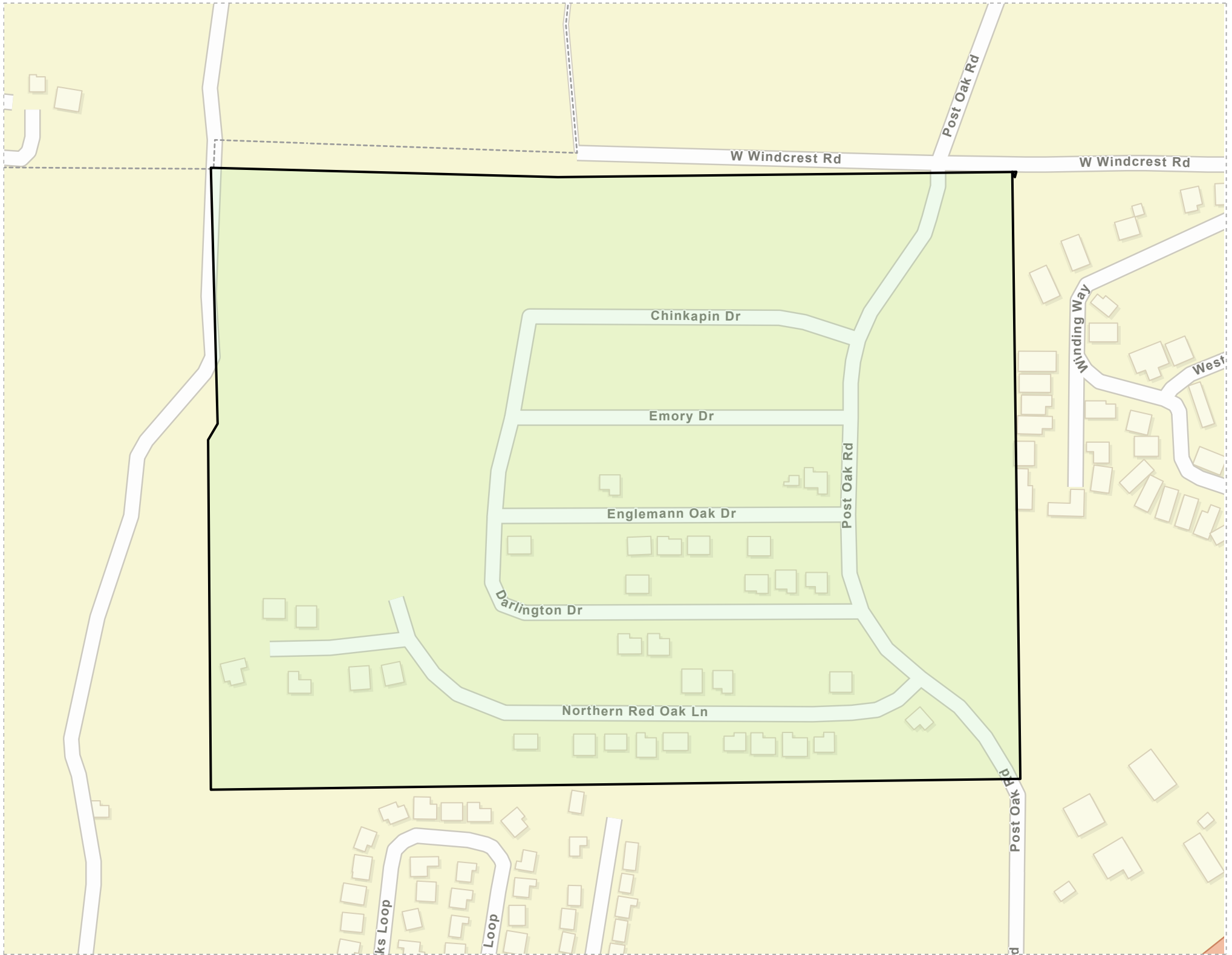


Oaks of Windcrest Neighborhood Demographics and Tapestry Segment Summary

Oaks of Windcrest - Fredericksburg

By STDB, ALEX Labs & ALEX Studios

Area: 0.11 square miles



Oaks of Windcrest Neighborhood Demographics and Tapestry Segment Summary

Oaks of Windcrest - Fredericksburg

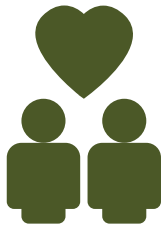
By STDB, ALEX Labs & ALEX Studios

Area: 0.11 square miles

HOUSEHOLDS



Average
Size



66%

Married



52%

Female



34%

Children
Under18

EDUCATION



27%

Undergraduate



7%

Graduate/Professional

OWNERSHIP & MORTGAGES



92%

Owner
Occupied

60%

No
Mortgage

11%

Mortgage
50%+
of Income

HOUSEHOLDS WITH PETS



55%

Dog



37%

Cat



70%

Any Pet

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POPULATION BY GENERATION

30%

Baby Boomers
1946 to 1964

18%

Generation X
1965 to 1980

19%

Millennials
1981 to 1998

17%

Generation Z
1999 to 2016

5%

Generation Alpha
2017 or Later

EMPLOYMENT



57%

White Collar



21%

Blue Collar



21%

Services

POPULATION & GROWTH



2.88%

2022-2027 Compound Annual
Growth Rate



118

2022 Total Population (Esri)

INTERNET ACCESS



71%

Use Computer



83%

Use Cell Phone

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INCOME



\$88,980

2022 Avg.
Household Income



20%

\$100K+ Avg. Household Income

NET WORTH



\$1,068,529

Avg. Net Worth



7%

Net Worth at least \$2M

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Tapestry Segments



The Great Outdoors

60 households

100.0%

of Households



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The Great Outdoors

Oaks of Windcrest - Fredericksburg

Area: 0.11 square miles



DOMINANT TAPESTRY SEGMENT



60 households are *The Great Outdoors*

100.0% of households are in this segment

The Great Outdoors: *Cozy Country Living* LifeMode

The Great Outdoors neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks...

[Learn more...](#)

ABOUT THIS SEGMENT



Typical of neighborhoods with older residents, retirement income is common, but also derive income from self-employment and investments.



Residents are very do-it-yourself oriented and cost conscious.



Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.



Enjoy outdoor activities such as hiking, hunting, and fishing. Residents are members of AARP and veterans clubs and support civic causes.



Technology is not central in their lives - light use of Internet connectivity for shopping to entertainment.

ABOUT THIS AREA

Household Type:

Single Family

Employment:

Prof; Svcs

Median Age:

50.7

Median Household Income:

\$64,590

Education:

40.6% have a college degree



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

118

Population

60

Households

1.87

Avg Size Household

98

Wealth Index

75

Housing Affordability

60

Diversity Index

\$383,333

Median Home Value

2.88%

Forecasted Annual Growth Rate

Oaks of Windcrest Neighborhood Demographics and Tapestry Segment Summary

Oaks of Windcrest - Fredericksburg

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The Great Outdoors

Oaks of Windcrest - Fredericksburg

Area: 0.11 square miles



TAPESTRY
SEGMENTATION
esri.com/tapestry

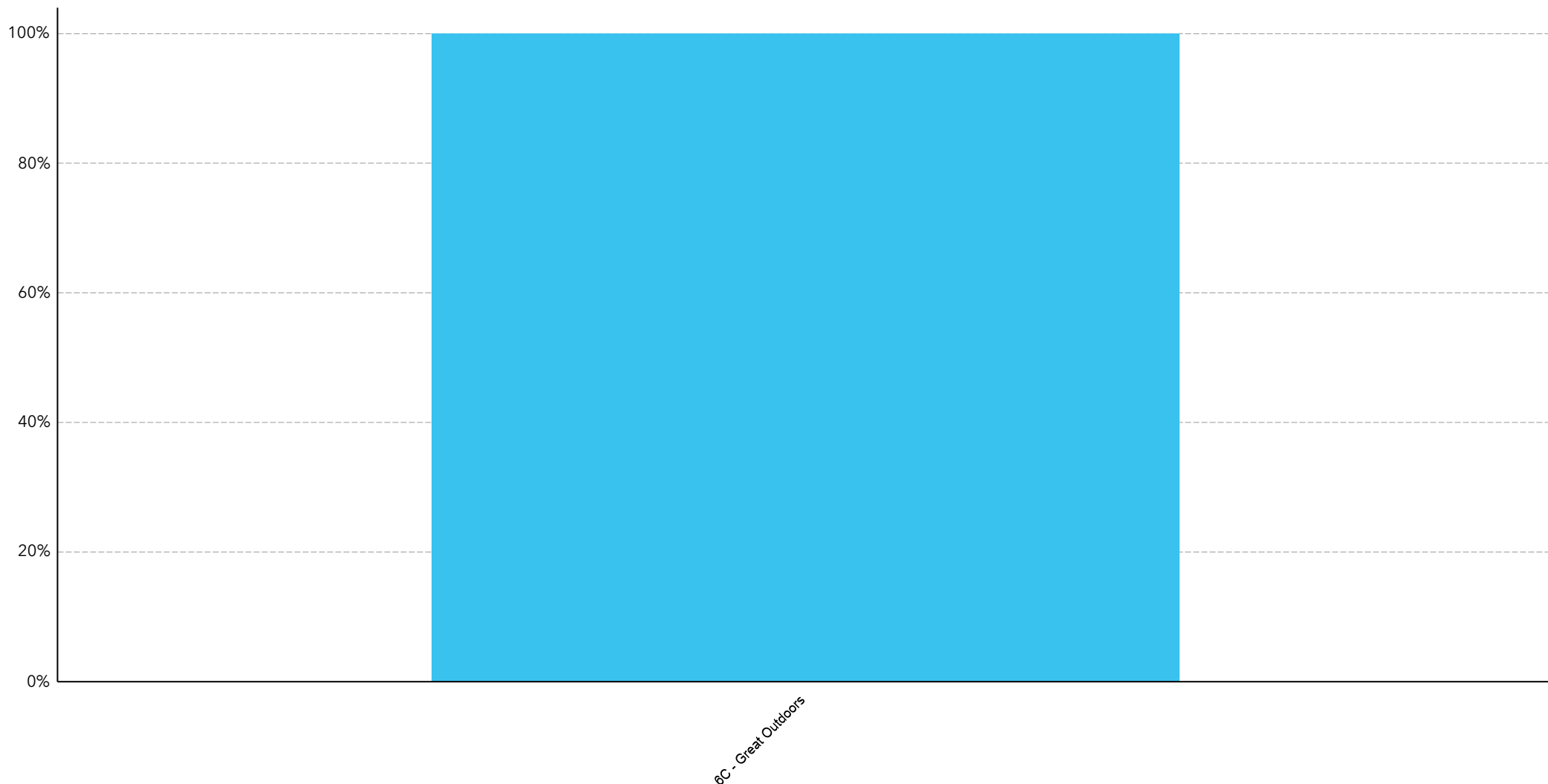
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



60 total households in this area

60 households in *The Great Outdoors* - 100.0%



Oaks of Windcrest Neighborhood Demographics and Tapestry Segment Summary

Oaks of Windcrest - Fredericksburg

By STDB, ALEX Labs & ALEX Studios

Area: 0.11 square miles



Key Demographic Indicators

Oaks of Windcrest - Fredericksburg

Area: 0.11 square miles



INCOME AND NET WORTH

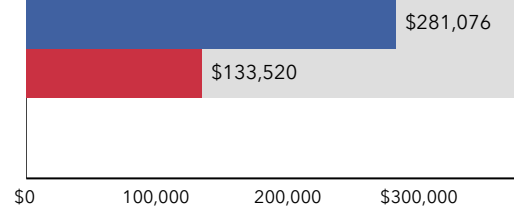
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.

MEDIAN HOUSEHOLD INCOME



Bars show comparison to

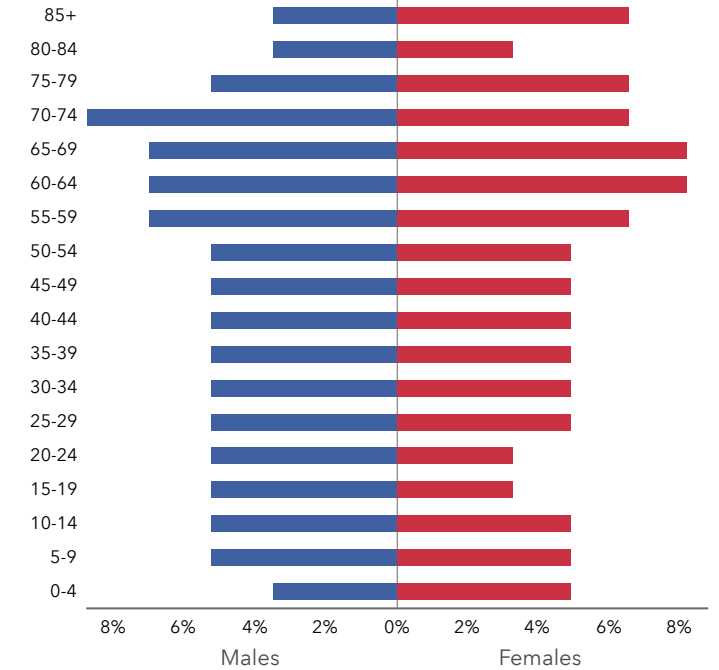
MEDIAN NET WORTH



Bars show comparison to

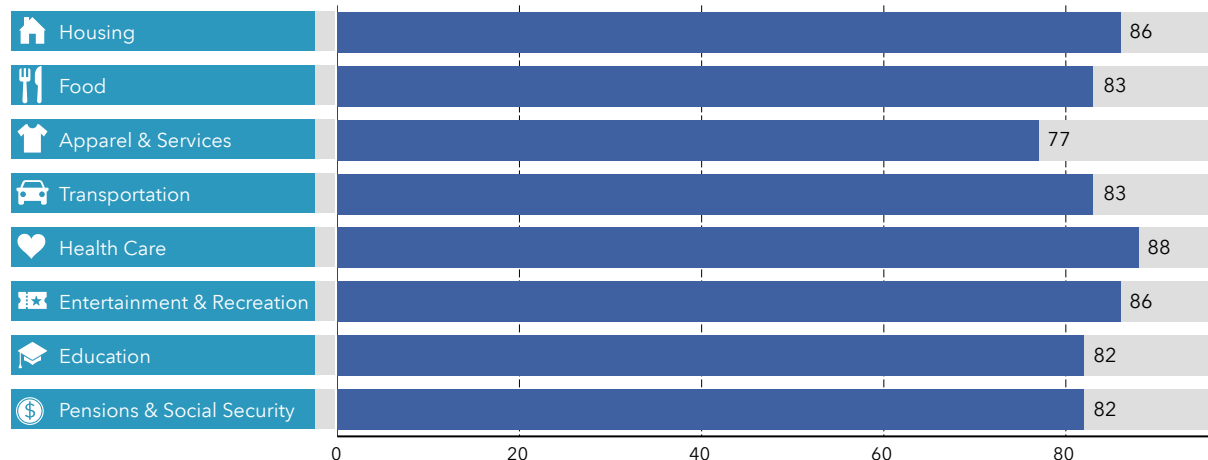
AGE BY SEX

Median Age: 50.7



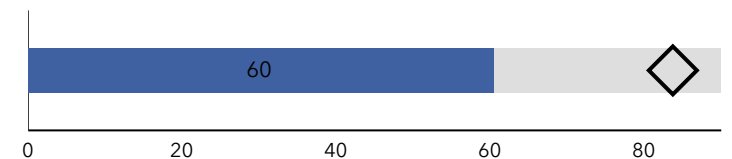
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to

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Key Demographic Indicators

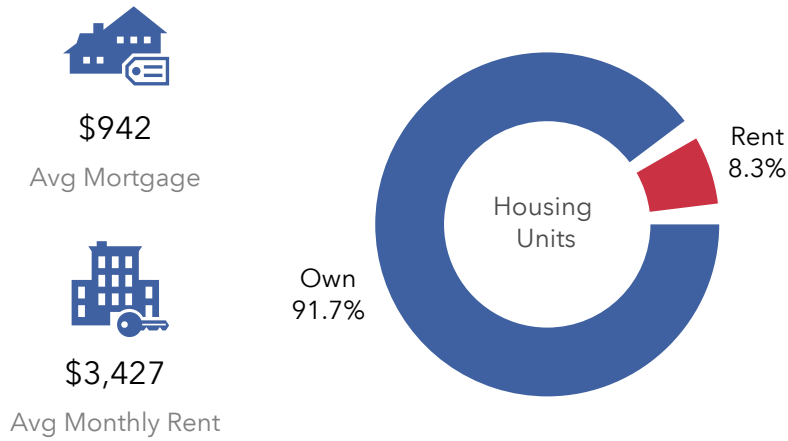
Oaks of Windcrest - Fredericksburg

Area: 0.11 square miles



HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).



Typical Household Type: Single Family

Median Home Value: \$383,333

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2015-2019).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	16	38	24	78
Spanish	5	12	0	17
Spanish & English Well	5	10	0	15
Spanish & English Not Well	0	2	0	2
Indo-European	0	2	2	4
Indo-European & English Well	0	1	2	3
Indo-European & English Not Well	0	0	0	0
Asian-Pacific Island	0	1	0	1
Asian-Pacific Isl & English Well	0	1	0	1
Asian-Pacific Isl & English Not Well	0	0	0	0
Other Language	0	0	0	0
Other Language & English Well	0	0	0	0
Other Language & English Not Well	0	0	0	0

POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to