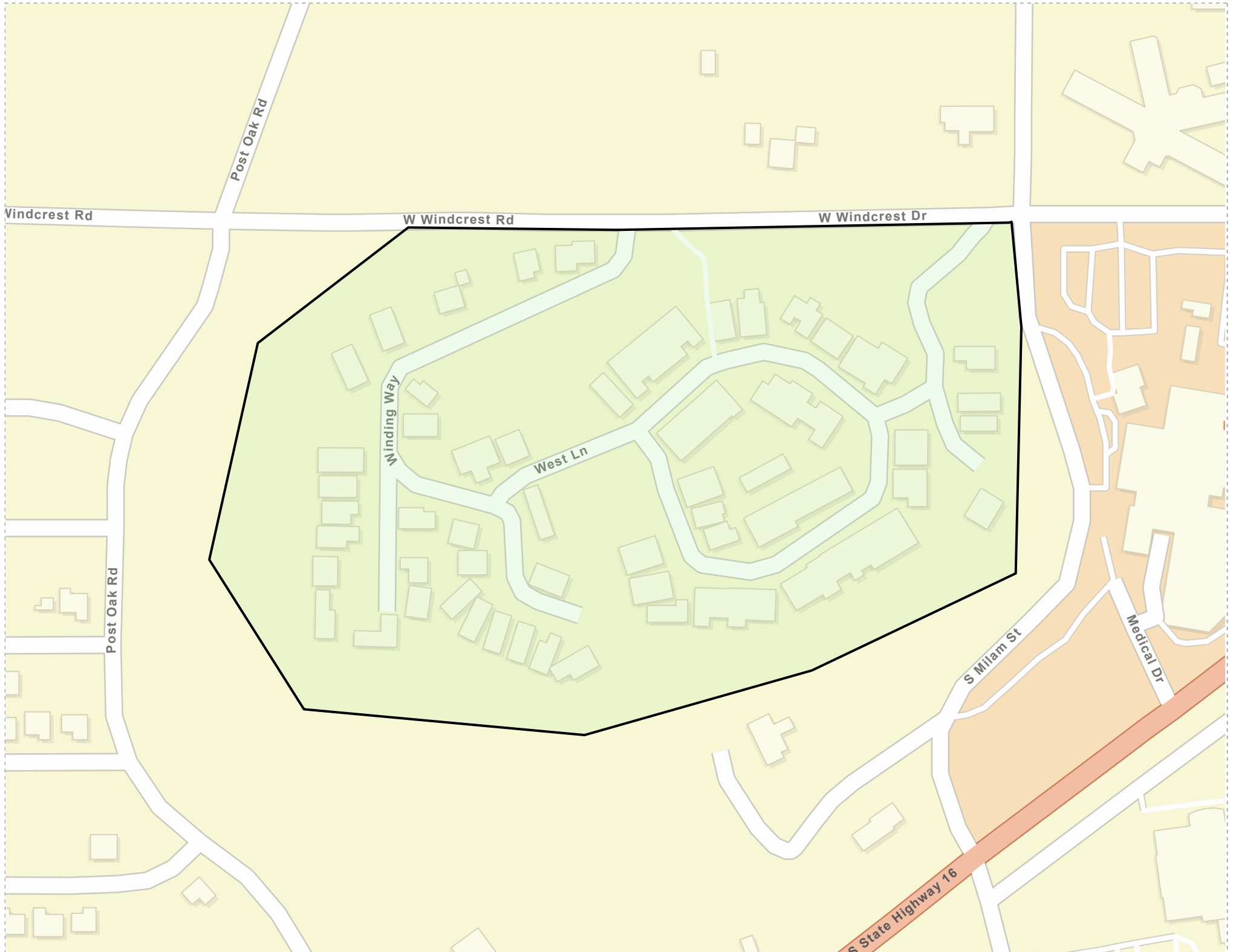


Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

By STDB, ALEX Labs & ALEX Studios

Area: 0.05 square miles



Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

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Area: 0.05 square miles

HOUSEHOLDS



Average
Size



65%

Married



51%

Female



34%

Children
Under18

EDUCATION



27%

Undergraduate



7%

Graduate/Professional

OWNERSHIP & MORTGAGES



91%

Owner
Occupied

60%

No
Mortgage

12%

Mortgage
50%+
of Income

HOUSEHOLDS WITH PETS



55%

Dog



37%

Cat



70%

Any Pet

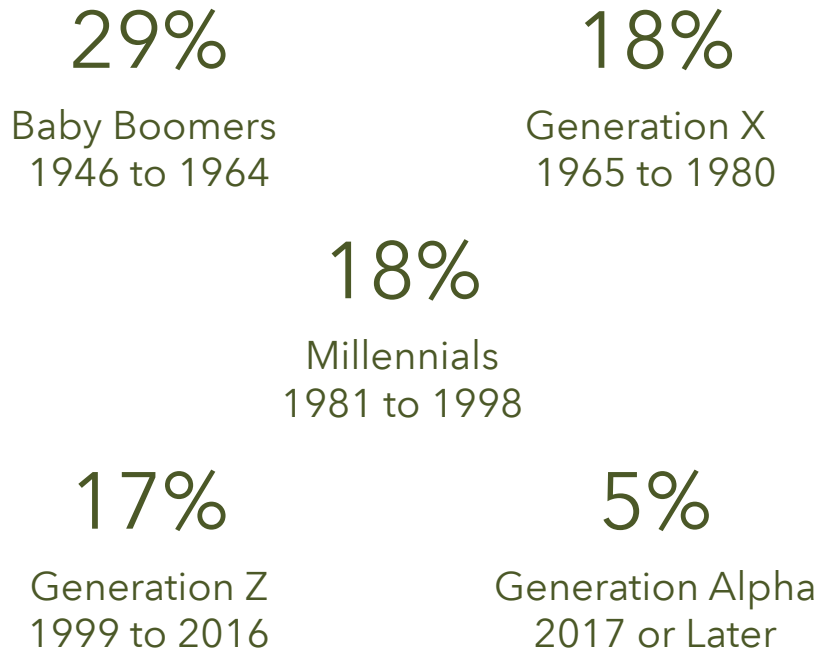
Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

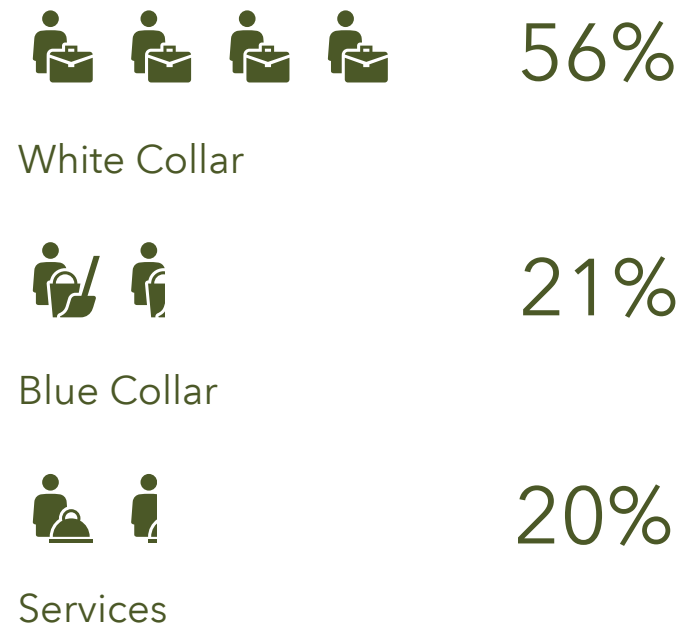
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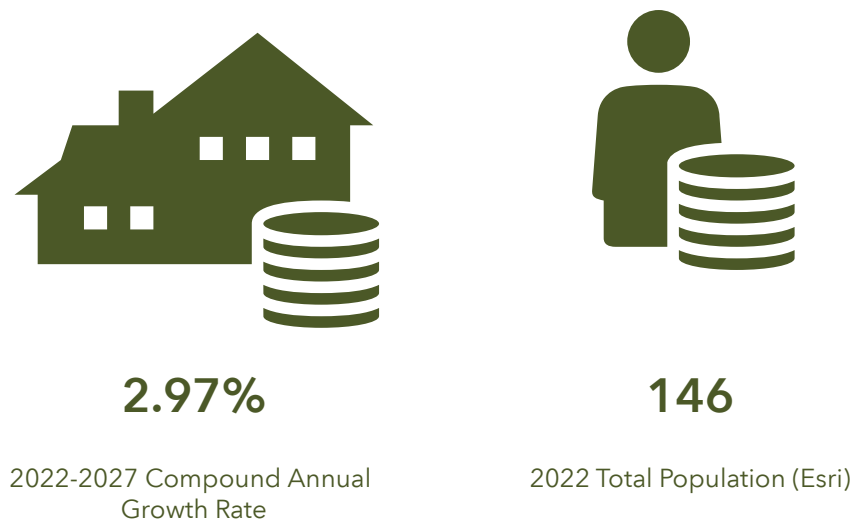
POPULATION BY GENERATION



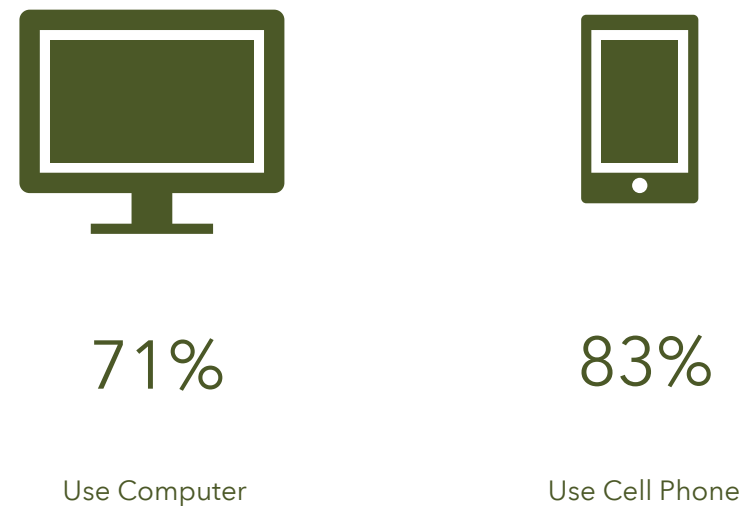
EMPLOYMENT



POPULATION & GROWTH



INTERNET ACCESS



Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

By STDB, ALEX Labs & ALEX Studios

Area: 0.05 square miles

INCOME



\$88,980

2022 Avg.
Household Income



20%

\$100K+ Avg. Household Income

NET WORTH



\$1,068,524

Avg. Net Worth



7%

Net Worth at least \$2M

Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

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By STDB, ALEX Labs & ALEX Studios

Tapestry Segments



The Great Outdoors

97 households

100.0%

of Households



Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

Area: 0.05 square miles

By STDB, ALEX Labs & ALEX Studios



The Great Outdoors

Windcrest - Fredericksburg

Area: 0.05 square miles



TAPESTRY
SEGMENTATION
esri.com/tapestry

DOMINANT TAPESTRY SEGMENT



97 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:

50.3

Median Household Income:

\$63,604

Education:

40.7% have a college degree



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

146

Population

97

Households

1.42

Avg Size
Household

98

Wealth
Index

73

Housing
Affordability

60

Diversity
Index

\$385,000

Median Home
Value

2.97%

Forecasted Annual
Growth Rate

Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

Area: 0.05 square miles

By STDB, ALEX Labs & ALEX Studios



The Great Outdoors

Windcrest - Fredericksburg

Area: 0.05 square miles



TAPESTRY
SEGMENTATION
esri.com/tapestry

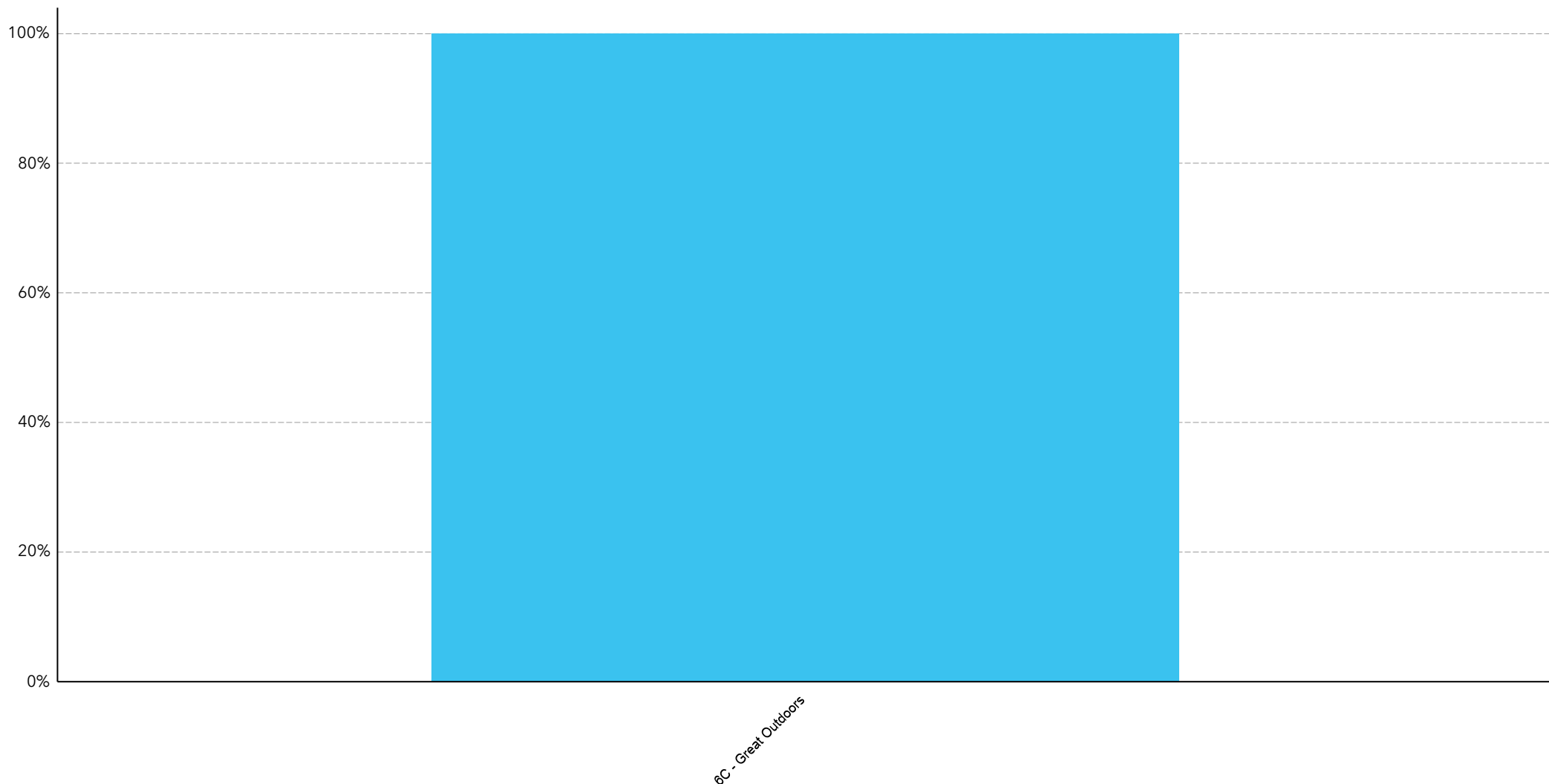
TAPESTRY SEGMENTATION COMPOSITION

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



97 total households in this area

97 households in *The Great Outdoors* - 100.0%



Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

By STDB, ALEX Labs & ALEX Studios

Area: 0.05 square miles



Key Demographic Indicators

Windcrest - Fredericksburg

Area: 0.05 square miles



INCOME AND NET WORTH

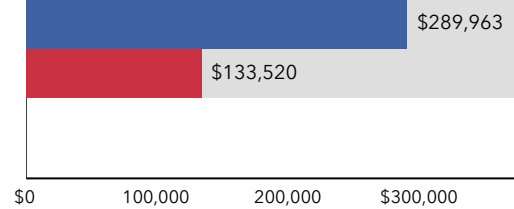
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.

MEDIAN HOUSEHOLD INCOME



Bars show comparison to

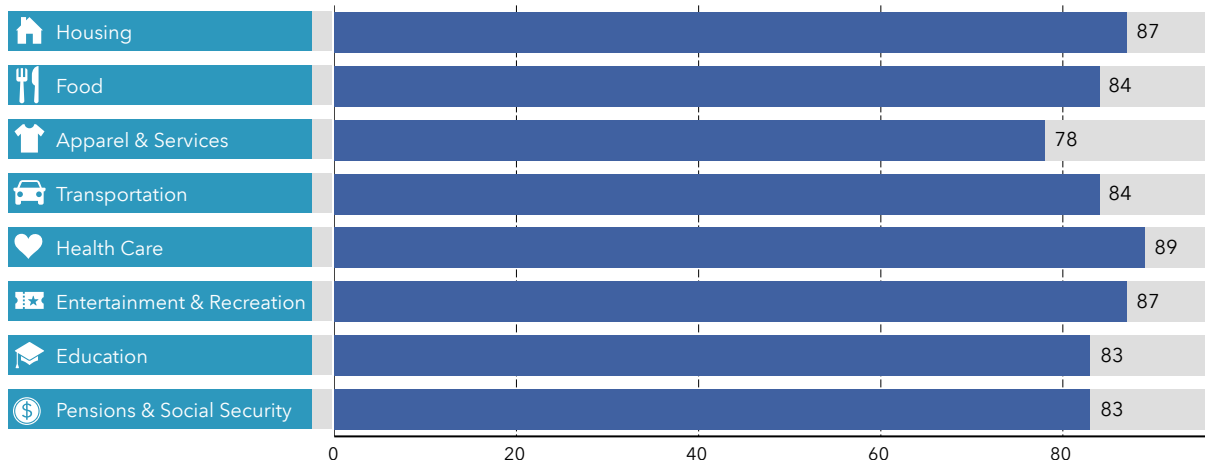
MEDIAN NET WORTH



Bars show comparison to

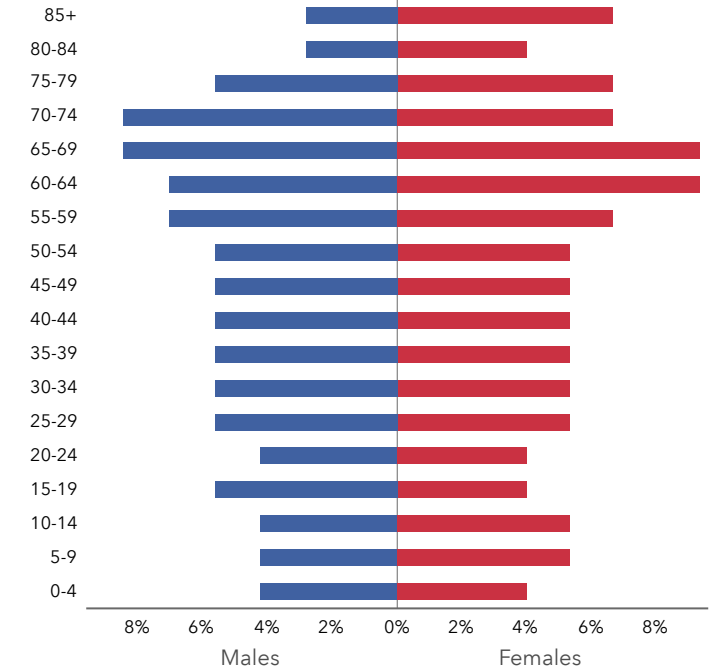
AVERAGE HOUSEHOLD BUDGET INDEX

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.



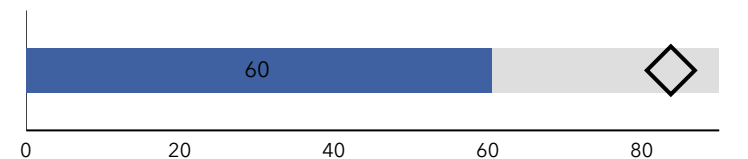
AGE BY SEX

Median Age: 50.3



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

Windcrest Neighborhood Demographics and Tapestry Segment Summary

Windcrest - Fredericksburg

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Key Demographic Indicators

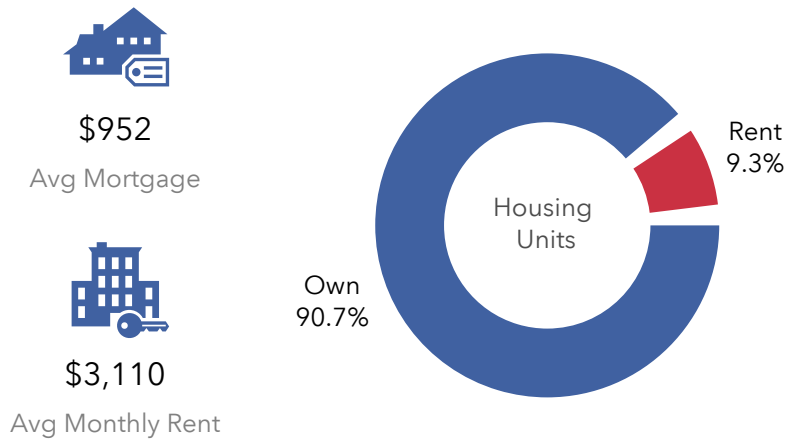
Windcrest - Fredericksburg

Area: 0.05 square miles



HOUSING

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

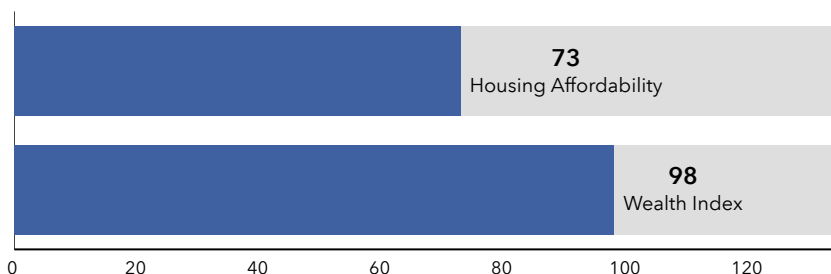


Typical Household Type: Single Family

Median Home Value: \$385,000

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	18	43	27	88
Spanish	6	14	0	20
Spanish & English Well	6	11	0	17
Spanish & English Not Well	0	3	0	3
Indo-European	0	2	2	4
Indo-European & English Well	0	2	2	4
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