



Demographic and Income Comparison Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5, 10, 25 minute radii

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

	5 minutes	10 minutes	25 minutes
Census 2010 Summary			
Population	13,179	51,879	224,534
Households	4,796	18,972	76,874
Families	2,380	12,085	56,890
Average Household Size	2.21	2.59	2.86
Owner Occupied Housing Units	2,496	11,201	54,839
Renter Occupied Housing Units	2,300	7,772	22,039
Median Age	29.9	33.0	34.2
Census 2020 Summary			
Population	13,075	59,367	268,248
Households	5,103	21,869	92,706
Average Household Size	2.20	2.60	2.85
2022 Summary			
Population	13,367	60,917	277,152
Households	5,256	22,505	95,937
Families	2,488	13,939	70,207
Average Household Size	2.19	2.60	2.84
Owner Occupied Housing Units	2,708	13,347	67,927
Renter Occupied Housing Units	2,549	9,158	28,010
Median Age	35.0	36.0	36.3
Median Household Income	\$83,883	\$88,469	\$102,633
Average Household Income	\$120,578	\$122,261	\$131,663
2027 Summary			
Population	13,988	63,302	289,955
Households	5,534	23,433	100,621
Families	2,593	14,434	73,382
Average Household Size	2.19	2.59	2.84
Owner Occupied Housing Units	2,923	14,175	72,228
Renter Occupied Housing Units	2,612	9,259	28,393
Median Age	36.1	37.1	37.1
Median Household Income	\$100,873	\$101,717	\$114,303
Average Household Income	\$142,949	\$143,023	\$150,012
Trends: 2022-2027 Annual Rate			
Population	0.91%	0.77%	0.91%
Households	1.04%	0.81%	0.96%
Families	0.83%	0.70%	0.89%
Owner Households	1.54%	1.21%	1.24%
Median Household Income	3.76%	2.83%	2.18%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	429	8.2%	1,441	6.4%	4,180	4.4%
\$15,000 - \$24,999	282	5.4%	1,060	4.7%	3,347	3.5%
\$25,000 - \$34,999	309	5.9%	1,424	6.3%	4,303	4.5%
\$35,000 - \$49,999	566	10.8%	2,007	8.9%	8,371	8.7%
\$50,000 - \$74,999	759	14.4%	3,437	15.3%	12,866	13.4%
\$75,000 - \$99,999	674	12.8%	3,104	13.8%	13,217	13.8%
\$100,000 - \$149,999	910	17.3%	3,857	17.1%	20,646	21.5%
\$150,000 - \$199,999	595	11.3%	3,205	14.2%	15,298	15.9%
\$200,000+	733	13.9%	2,970	13.2%	13,703	14.3%
Median Household Income	\$83,883		\$88,469		\$102,633	
Average Household Income	\$120,578		\$122,261		\$131,663	
Per Capita Income	\$48,478		\$45,677		\$45,729	

2027 Households by Income	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	344	6.2%	1,132	4.8%	3,277	3.3%
\$15,000 - \$24,999	213	3.8%	877	3.7%	2,723	2.7%
\$25,000 - \$34,999	251	4.5%	1,193	5.1%	3,699	3.7%
\$35,000 - \$49,999	502	9.1%	1,786	7.6%	7,285	7.2%
\$50,000 - \$74,999	749	13.5%	3,294	14.1%	11,661	11.6%
\$75,000 - \$99,999	681	12.3%	3,244	13.8%	13,250	13.2%
\$100,000 - \$149,999	1,003	18.1%	3,790	16.2%	21,984	21.8%
\$150,000 - \$199,999	826	14.9%	4,212	18.0%	19,847	19.7%
\$200,000+	964	17.4%	3,904	16.7%	16,890	16.8%
Median Household Income	\$100,873		\$101,717		\$114,303	
Average Household Income	\$142,949		\$143,023		\$150,012	
Per Capita Income	\$57,810		\$53,480		\$52,214	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	533	4.0%	3,435	6.6%	15,842	7.1%
Age 5 - 9	517	3.9%	3,590	6.9%	17,273	7.7%
Age 10 - 14	512	3.9%	3,393	6.5%	17,943	8.0%
Age 15 - 19	1,713	13.0%	4,457	8.6%	18,536	8.3%
Age 20 - 24	2,449	18.6%	5,322	10.3%	15,820	7.0%
Age 25 - 34	1,578	12.0%	7,043	13.6%	29,295	13.0%
Age 35 - 44	1,224	9.3%	6,804	13.1%	33,594	15.0%
Age 45 - 54	1,559	11.8%	7,189	13.9%	34,900	15.5%
Age 55 - 64	1,421	10.8%	5,237	10.1%	21,851	9.7%
Age 65 - 74	820	6.2%	2,855	5.5%	11,225	5.0%
Age 75 - 84	565	4.3%	1,752	3.4%	5,911	2.6%
Age 85+	287	2.2%	800	1.5%	2,346	1.0%

2022 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	535	4.0%	3,603	5.9%	17,615	6.4%		
Age 5 - 9	537	4.0%	3,769	6.2%	18,975	6.8%		
Age 10 - 14	558	4.2%	3,870	6.4%	19,899	7.2%		
Age 15 - 19	1,429	10.7%	4,835	7.9%	19,152	6.9%		
Age 20 - 24	1,445	10.8%	4,414	7.2%	16,292	5.9%		
Age 25 - 34	2,173	16.3%	9,138	15.0%	41,529	15.0%		
Age 35 - 44	1,512	11.3%	8,063	13.2%	38,319	13.8%		
Age 45 - 54	1,314	9.8%	7,025	11.5%	35,722	12.9%		
Age 55 - 64	1,603	12.0%	6,990	11.5%	34,259	12.4%		
Age 65 - 74	1,295	9.7%	5,367	8.8%	22,048	8.0%		
Age 75 - 84	667	5.0%	2,780	4.6%	9,999	3.6%		
Age 85+	300	2.2%	1,063	1.7%	3,343	1.2%		

2027 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	573	4.1%	3,751	5.9%	18,761	6.5%		
Age 5 - 9	555	4.0%	3,825	6.0%	19,430	6.7%		
Age 10 - 14	563	4.0%	3,942	6.2%	20,222	7.0%		
Age 15 - 19	1,397	10.0%	4,717	7.5%	19,064	6.6%		
Age 20 - 24	1,621	11.6%	4,720	7.5%	15,861	5.5%		
Age 25 - 34	2,077	14.9%	8,737	13.8%	41,592	14.3%		
Age 35 - 44	1,750	12.5%	9,072	14.3%	44,913	15.5%		
Age 45 - 54	1,335	9.5%	7,162	11.3%	34,154	11.8%		
Age 55 - 64	1,519	10.9%	6,776	10.7%	33,323	11.5%		
Age 65 - 74	1,434	10.3%	5,884	9.3%	25,440	8.8%		
Age 75 - 84	845	6.0%	3,538	5.6%	13,308	4.6%		
Age 85+	317	2.3%	1,180	1.9%	3,887	1.3%		

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Race and Ethnicity	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,583	80.3%	37,501	72.3%	159,513	71.0%
Black Alone	1,765	13.4%	8,899	17.2%	40,821	18.2%
American Indian Alone	38	0.3%	226	0.4%	901	0.4%
Asian Alone	236	1.8%	1,231	2.4%	6,039	2.7%
Pacific Islander Alone	4	0.0%	58	0.1%	253	0.1%
Some Other Race Alone	189	1.4%	2,129	4.1%	8,385	3.7%
Two or More Races	363	2.8%	1,836	3.5%	8,622	3.8%
Hispanic Origin (Any Race)	524	4.0%	4,484	8.6%	20,564	9.2%

2020 Race and Ethnicity	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,712	74.3%	36,380	61.3%	155,747	58.1%
Black Alone	1,393	10.7%	10,869	18.3%	53,616	20.0%
American Indian Alone	59	0.5%	418	0.7%	1,660	0.6%
Asian Alone	440	3.4%	2,295	3.9%	10,128	3.8%
Pacific Islander Alone	5	0.0%	86	0.1%	331	0.1%
Some Other Race Alone	469	3.6%	3,450	5.8%	16,890	6.3%
Two or More Races	996	7.6%	5,870	9.9%	29,876	11.1%
Hispanic Origin (Any Race)	931	7.1%	7,207	12.1%	37,402	13.9%

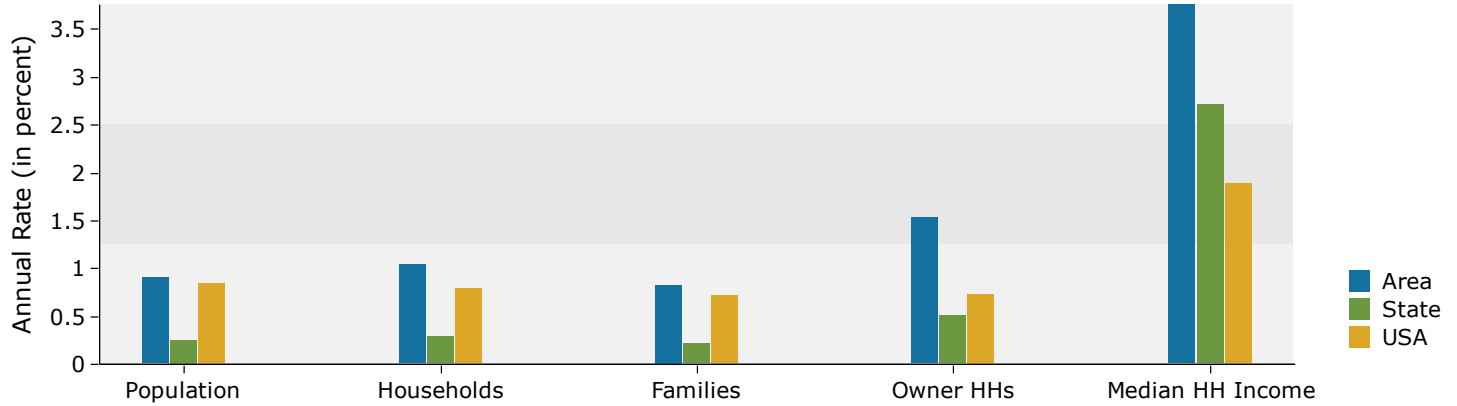
2022 Race and Ethnicity	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,869	73.8%	36,855	60.5%	158,912	57.3%
Black Alone	1,427	10.7%	11,263	18.5%	55,682	20.1%
American Indian Alone	61	0.5%	437	0.7%	1,760	0.6%
Asian Alone	467	3.5%	2,439	4.0%	10,764	3.9%
Pacific Islander Alone	5	0.0%	92	0.2%	342	0.1%
Some Other Race Alone	487	3.6%	3,618	5.9%	17,855	6.4%
Two or More Races	1,052	7.9%	6,212	10.2%	31,838	11.5%
Hispanic Origin (Any Race)	956	7.2%	7,506	12.3%	39,263	14.2%

2027 Race and Ethnicity	5 minutes		10 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,140	72.5%	37,288	58.9%	160,980	55.5%
Black Alone	1,515	10.8%	11,861	18.7%	59,357	20.5%
American Indian Alone	65	0.5%	471	0.7%	1,939	0.7%
Asian Alone	524	3.7%	2,705	4.3%	11,965	4.1%
Pacific Islander Alone	6	0.0%	96	0.2%	359	0.1%
Some Other Race Alone	524	3.7%	3,898	6.2%	19,627	6.8%
Two or More Races	1,215	8.7%	6,983	11.0%	35,728	12.3%
Hispanic Origin (Any Race)	1,016	7.3%	7,950	12.6%	42,313	14.6%

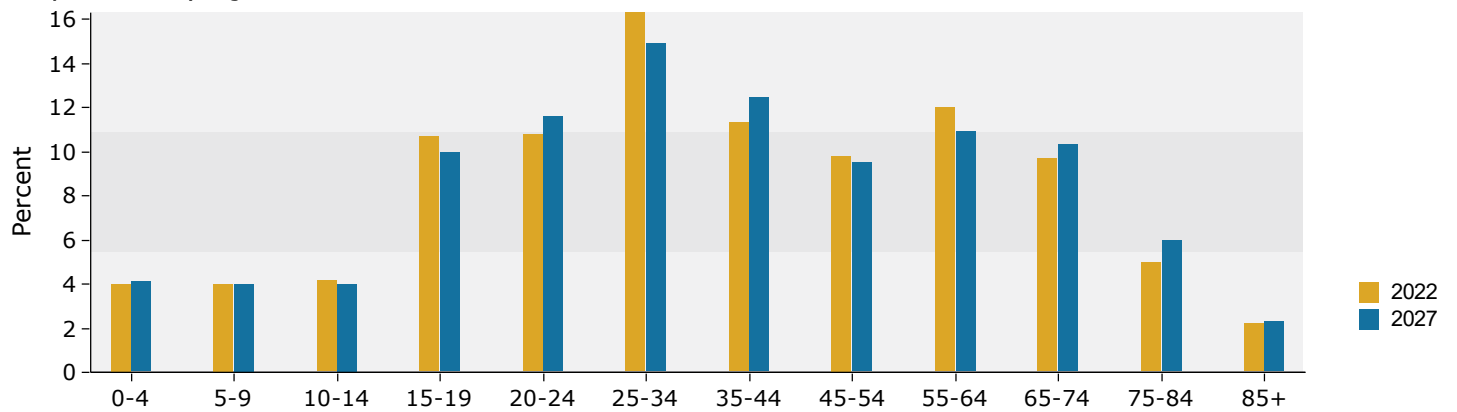
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

5 minutes

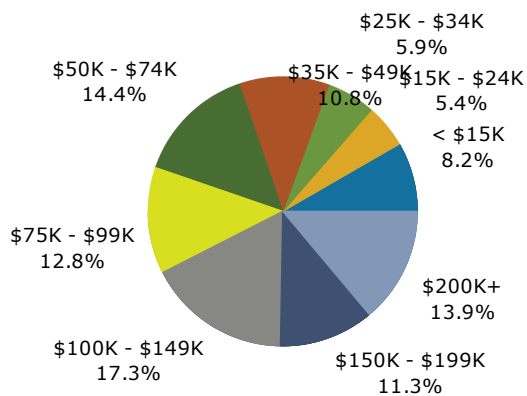
Trends 2022-2027



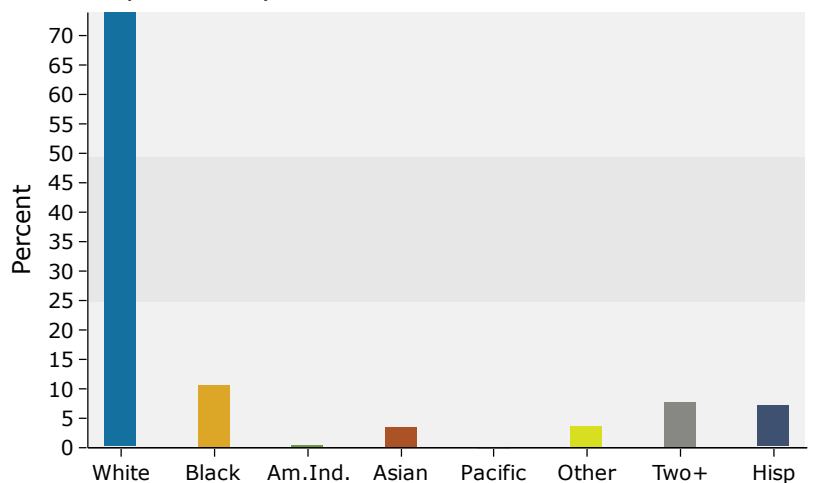
Population by Age



2022 Household Income



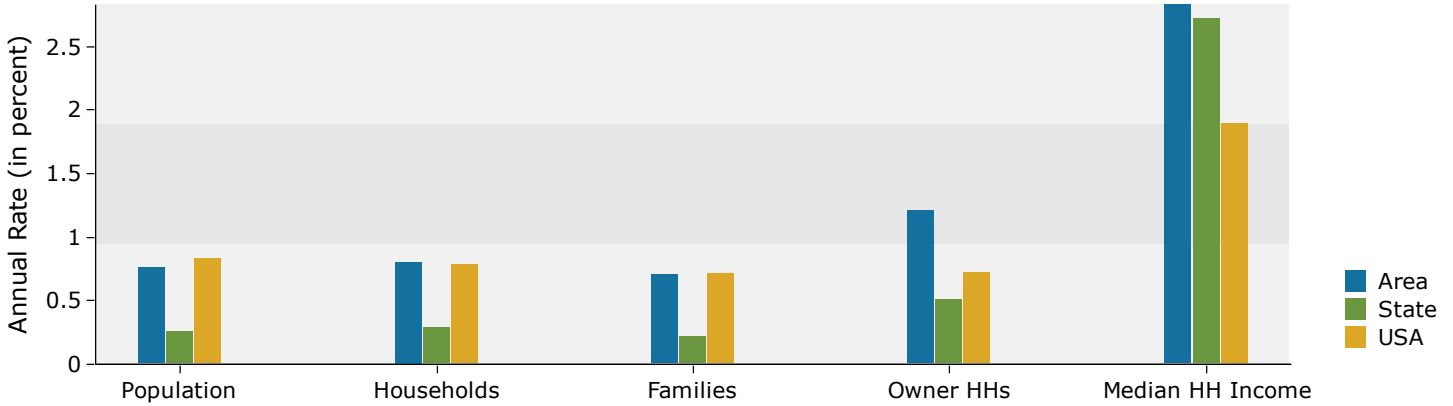
2022 Population by Race



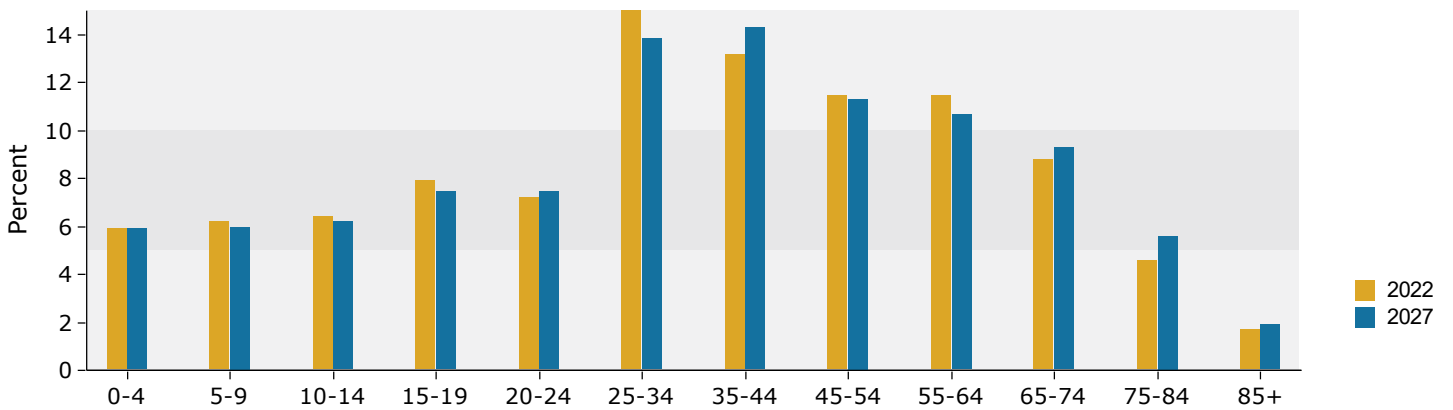
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

10 minutes

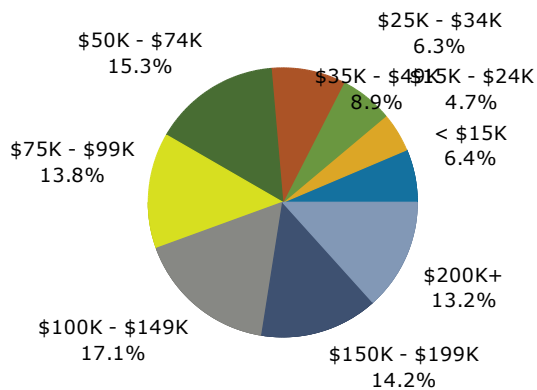
Trends 2022-2027



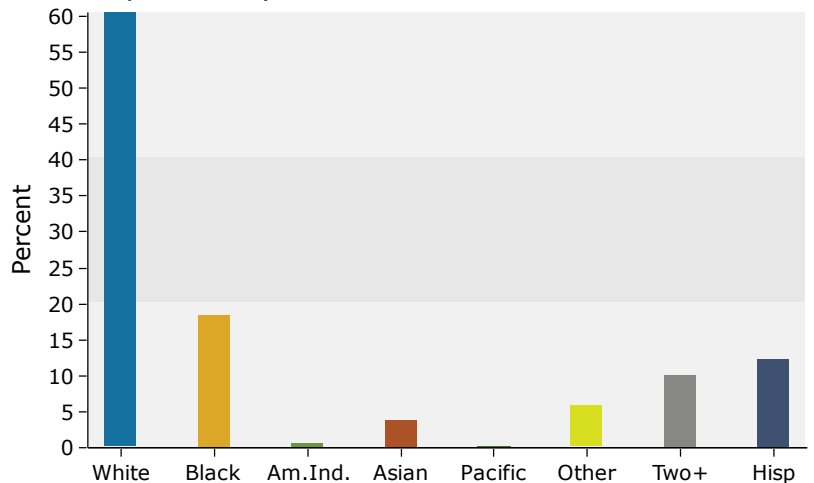
Population by Age



2022 Household Income



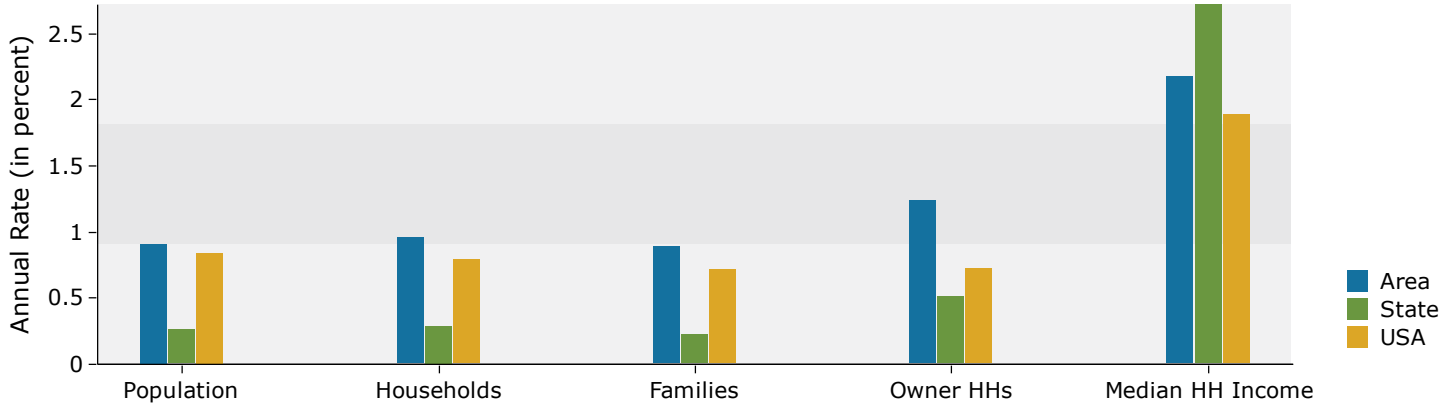
2022 Population by Race



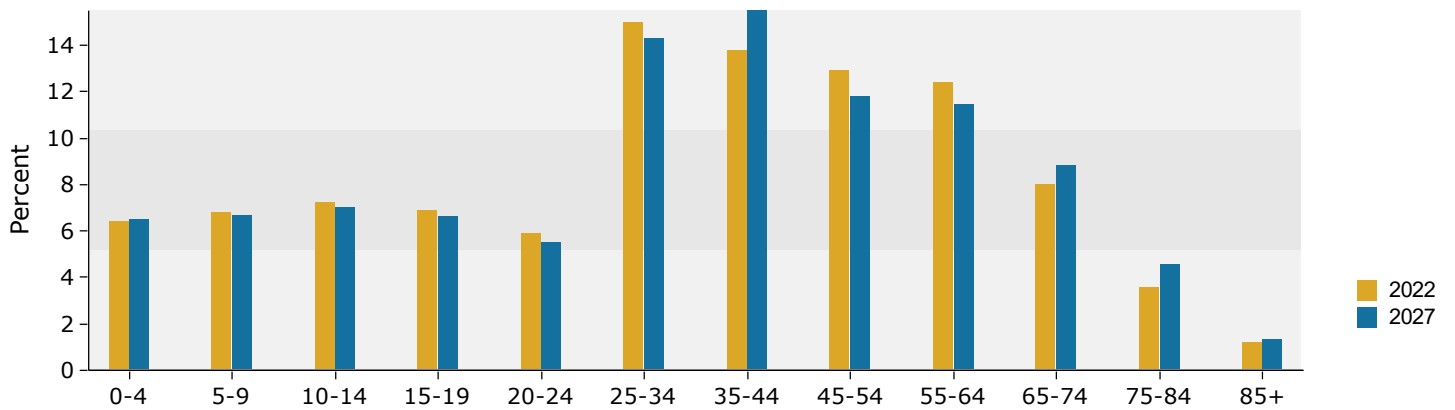
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

25 minutes

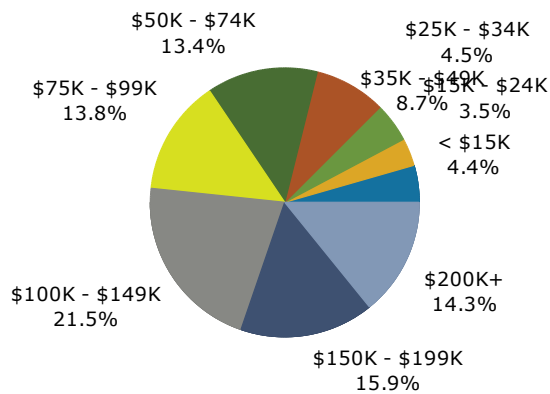
Trends 2022-2027



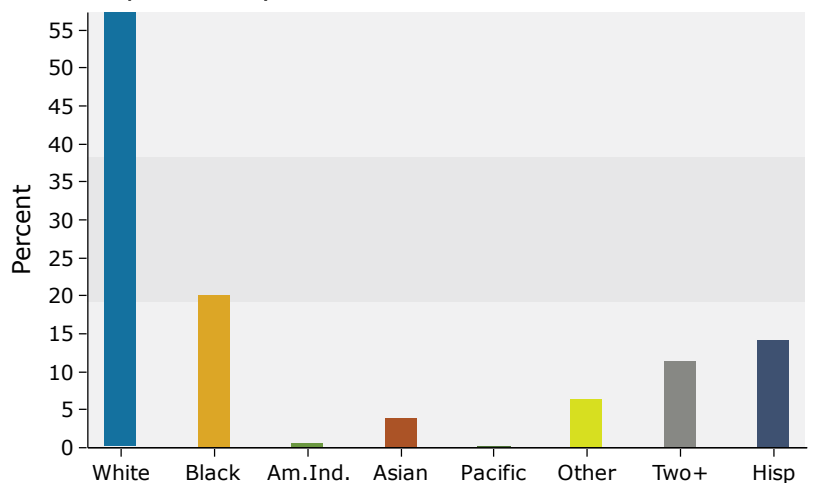
Population by Age



2022 Household Income



2022 Population by Race



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Emerald City (8B)	30.7%	Population	13,367	13,988
Set to Impress (11D)	21.5%	Households	5,256	5,534
Old and Newcomers (8F)	20.0%	Families	2,488	2,593
Green Acres (6A)	7.3%	Median Age	35.0	36.1
In Style (5B)	6.8%	Median Household Income	\$83,883	\$100,873
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$14,936,735	\$18,637,821	\$3,701,086
Men's		\$2,920,690	\$3,644,352	\$723,662
Women's		\$5,173,433	\$6,456,269	\$1,282,836
Children's		\$2,146,534	\$2,677,876	\$531,342
Footwear		\$3,567,154	\$4,450,287	\$883,133
Watches & Jewelry		\$888,376	\$1,108,754	\$220,378
Apparel Products and Services (1)		\$359,532	\$448,786	\$89,254
Computer				
Computers and Hardware for Home Use		\$1,176,211	\$1,467,826	\$291,615
Portable Memory		\$30,194	\$37,679	\$7,485
Computer Software		\$71,037	\$88,622	\$17,585
Computer Accessories		\$135,183	\$168,696	\$33,513
Entertainment & Recreation		\$22,191,830	\$27,700,191	\$5,508,361
Fees and Admissions		\$5,070,999	\$6,331,997	\$1,260,998
Membership Fees for Clubs (2)		\$1,730,932	\$2,161,258	\$430,326
Fees for Participant Sports, excl. Trips		\$796,291	\$994,580	\$198,289
Tickets to Theatre/Operas/Concerts		\$559,744	\$698,806	\$139,062
Tickets to Movies		\$406,823	\$507,586	\$100,763
Tickets to Parks or Museums		\$230,452	\$287,667	\$57,215
Admission to Sporting Events, excl. Trips		\$434,277	\$542,381	\$108,104
Fees for Recreational Lessons		\$903,647	\$1,128,694	\$225,047
Dating Services		\$8,833	\$11,025	\$2,192
TV/Video/Audio		\$8,186,792	\$10,216,339	\$2,029,547
Cable and Satellite Television Services		\$5,459,816	\$6,814,367	\$1,354,551
Televisions		\$822,492	\$1,026,199	\$203,707
Satellite Dishes		\$12,475	\$15,568	\$3,093
VCRs, Video Cameras, and DVD Players		\$36,188	\$45,137	\$8,949
Miscellaneous Video Equipment		\$106,642	\$133,198	\$26,556
Video Cassettes and DVDs		\$60,344	\$75,254	\$14,910
Video Game Hardware/Accessories		\$219,302	\$273,359	\$54,057
Video Game Software		\$130,159	\$162,248	\$32,089
Rental/Streaming/Downloaded Video		\$545,030	\$679,819	\$134,789
Installation of Televisions		\$4,836	\$6,043	\$1,207
Audio (3)		\$769,285	\$959,971	\$190,686
Rental and Repair of TV/Radio/Sound Equipment		\$20,222	\$25,177	\$4,955
Pets		\$4,839,863	\$6,041,687	\$1,201,824
Toys/Games/Crafts/Hobbies (4)		\$847,481	\$1,057,369	\$209,888
Recreational Vehicles and Fees (5)		\$683,844	\$854,071	\$170,227
Sports/Recreation/Exercise Equipment (6)		\$1,276,535	\$1,593,202	\$316,667
Photo Equipment and Supplies (7)		\$340,265	\$424,644	\$84,379
Reading (8)		\$739,962	\$923,691	\$183,729
Catered Affairs (9)		\$208,413	\$260,087	\$51,674
Food		\$64,075,520	\$79,955,584	\$15,880,064
Food at Home		\$37,593,898	\$46,911,599	\$9,317,701
Bakery and Cereal Products		\$4,793,961	\$5,982,143	\$1,188,182
Meats, Poultry, Fish, and Eggs		\$8,038,923	\$10,031,255	\$1,992,332
Dairy Products		\$3,750,266	\$4,680,088	\$929,822
Fruits and Vegetables		\$7,269,564	\$9,071,997	\$1,802,433
Snacks and Other Food at Home (10)		\$13,741,185	\$17,146,116	\$3,404,931
Food Away from Home		\$26,481,622	\$33,043,985	\$6,562,363
Alcoholic Beverages		\$4,338,590	\$5,416,170	\$1,077,580

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$188,230,534	\$235,132,302	\$46,901,768
Value of Retirement Plans	\$666,551,444	\$832,686,485	\$166,135,041
Value of Other Financial Assets	\$56,244,887	\$70,249,357	\$14,004,470
Vehicle Loan Amount excluding Interest	\$20,492,722	\$25,570,292	\$5,077,570
Value of Credit Card Debt	\$19,224,747	\$23,996,631	\$4,771,884
Health			
Nonprescription Drugs	\$1,063,767	\$1,327,518	\$263,751
Prescription Drugs	\$2,282,950	\$2,849,143	\$566,193
Eyeglasses and Contact Lenses	\$661,194	\$825,306	\$164,112
Home			
Mortgage Payment and Basics (11)	\$66,636,302	\$83,266,069	\$16,629,767
Maintenance and Remodeling Services	\$18,065,803	\$22,577,615	\$4,511,812
Maintenance and Remodeling Materials (12)	\$3,763,631	\$4,701,891	\$938,260
Utilities, Fuel, and Public Services	\$34,261,786	\$42,754,708	\$8,492,922
Household Furnishings and Equipment			
Household Textiles (13)	\$715,950	\$893,458	\$177,508
Furniture	\$4,488,574	\$5,602,057	\$1,113,483
Rugs	\$211,788	\$264,451	\$52,663
Major Appliances (14)	\$2,519,325	\$3,145,700	\$626,375
Housewares (15)	\$612,802	\$764,833	\$152,031
Small Appliances	\$377,460	\$470,937	\$93,477
Luggage	\$120,723	\$150,663	\$29,940
Telephones and Accessories	\$713,082	\$889,453	\$176,371
Household Operations			
Child Care	\$3,617,704	\$4,517,852	\$900,148
Lawn and Garden (16)	\$3,158,034	\$3,945,126	\$787,092
Moving/Storage/Freight Express	\$535,588	\$668,100	\$132,512
Housekeeping Supplies (17)	\$5,309,836	\$6,626,863	\$1,317,027
Insurance			
Owners and Renters Insurance	\$4,019,262	\$5,019,755	\$1,000,493
Vehicle Insurance	\$13,101,123	\$16,346,191	\$3,245,068
Life/Other Insurance	\$3,953,318	\$4,936,836	\$983,518
Health Insurance	\$28,035,022	\$34,997,722	\$6,962,700
Personal Care Products (18)	\$3,484,487	\$4,348,018	\$863,531
School Books and Supplies (19)	\$927,002	\$1,156,053	\$229,051
Smoking Products	\$2,825,583	\$3,522,725	\$697,142
Transportation			
Payments on Vehicles excluding Leases	\$17,884,303	\$22,320,411	\$4,436,108
Gasoline and Motor Oil	\$16,540,012	\$20,637,603	\$4,097,591
Vehicle Maintenance and Repairs	\$7,847,012	\$9,791,857	\$1,944,845
Travel			
Airline Fares	\$4,306,108	\$5,376,911	\$1,070,803
Lodging on Trips	\$4,723,975	\$5,899,733	\$1,175,758
Auto/Truck Rental on Trips	\$382,190	\$477,247	\$95,057
Food and Drink on Trips	\$4,079,949	\$5,094,141	\$1,014,192

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 5 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Demand Outlook

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	14.3%	Population	60,917	63,302
Old and Newcomers (8F)	9.2%	Households	22,505	23,433
Enterprising Professionals (2D)	8.4%	Families	13,939	14,434
Metro Fusion (11C)	7.6%	Median Age	36.0	37.1
Emerald City (8B)	7.2%	Median Household Income	\$88,469	\$101,717
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$63,865,994	\$77,772,872	\$13,906,878
Men's		\$12,409,182	\$15,110,326	\$2,701,144
Women's		\$22,163,204	\$26,995,096	\$4,831,892
Children's		\$9,472,947	\$11,529,176	\$2,056,229
Footwear		\$15,074,761	\$18,356,500	\$3,281,739
Watches & Jewelry		\$3,724,171	\$4,536,040	\$811,869
Apparel Products and Services (1)		\$1,551,149	\$1,890,278	\$339,129
Computer				
Computers and Hardware for Home Use		\$5,105,112	\$6,216,751	\$1,111,639
Portable Memory		\$128,521	\$156,541	\$28,020
Computer Software		\$295,132	\$359,358	\$64,226
Computer Accessories		\$562,187	\$684,661	\$122,474
Entertainment & Recreation		\$95,115,885	\$115,877,693	\$20,761,808
Fees and Admissions		\$22,542,982	\$27,468,882	\$4,925,900
Membership Fees for Clubs (2)		\$7,562,198	\$9,214,651	\$1,652,453
Fees for Participant Sports, excl. Trips		\$3,623,132	\$4,415,115	\$791,983
Tickets to Theatre/Operas/Concerts		\$2,396,951	\$2,921,477	\$524,526
Tickets to Movies		\$1,755,212	\$2,136,699	\$381,487
Tickets to Parks or Museums		\$1,028,525	\$1,252,573	\$224,048
Admission to Sporting Events, excl. Trips		\$1,939,870	\$2,364,403	\$424,533
Fees for Recreational Lessons		\$4,202,784	\$5,122,159	\$919,375
Dating Services		\$34,311	\$41,805	\$7,494
TV/Video/Audio		\$34,512,855	\$42,039,798	\$7,526,943
Cable and Satellite Television Services		\$23,098,190	\$28,144,490	\$5,046,300
Televisions		\$3,483,564	\$4,240,640	\$757,076
Satellite Dishes		\$49,775	\$60,567	\$10,792
VCRs, Video Cameras, and DVD Players		\$149,104	\$181,564	\$32,460
Miscellaneous Video Equipment		\$461,875	\$563,133	\$101,258
Video Cassettes and DVDs		\$242,668	\$295,399	\$52,731
Video Game Hardware/Accessories		\$888,731	\$1,081,108	\$192,377
Video Game Software		\$511,085	\$621,788	\$110,703
Rental/Streaming/Downloaded Video		\$2,246,010	\$2,733,377	\$487,367
Installation of Televisions		\$22,229	\$27,095	\$4,866
Audio (3)		\$3,282,995	\$3,997,432	\$714,437
Rental and Repair of TV/Radio/Sound Equipment		\$76,631	\$93,205	\$16,574
Pets		\$20,673,867	\$25,188,878	\$4,515,011
Toys/Games/Crafts/Hobbies (4)		\$3,536,703	\$4,306,351	\$769,648
Recreational Vehicles and Fees (5)		\$3,090,617	\$3,767,769	\$677,152
Sports/Recreation/Exercise Equipment (6)		\$5,414,160	\$6,593,894	\$1,179,734
Photo Equipment and Supplies (7)		\$1,427,584	\$1,738,121	\$310,537
Reading (8)		\$3,060,545	\$3,730,097	\$669,552
Catered Affairs (9)		\$864,808	\$1,053,922	\$189,114
Food		\$275,339,225	\$335,315,114	\$59,975,889
Food at Home		\$161,112,687	\$196,224,460	\$35,111,773
Bakery and Cereal Products		\$20,553,665	\$25,035,090	\$4,481,425
Meats, Poultry, Fish, and Eggs		\$34,578,814	\$42,114,596	\$7,535,782
Dairy Products		\$16,092,901	\$19,602,732	\$3,509,831
Fruits and Vegetables		\$31,354,744	\$38,190,583	\$6,835,839
Snacks and Other Food at Home (10)		\$58,532,563	\$71,281,459	\$12,748,896
Food Away from Home		\$114,226,538	\$139,090,653	\$24,864,115
Alcoholic Beverages		\$18,775,248	\$22,872,326	\$4,097,078

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Demand Outlook

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$817,585,778	\$996,669,079	\$179,083,301
Value of Retirement Plans	\$2,949,037,829	\$3,596,145,784	\$647,107,955
Value of Other Financial Assets	\$243,566,536	\$297,126,372	\$53,559,836
Vehicle Loan Amount excluding Interest	\$88,814,131	\$108,108,242	\$19,294,111
Value of Credit Card Debt	\$82,785,344	\$100,857,629	\$18,072,285
Health			
Nonprescription Drugs	\$4,437,739	\$5,405,789	\$968,050
Prescription Drugs	\$9,420,060	\$11,479,209	\$2,059,149
Eyeglasses and Contact Lenses	\$2,804,598	\$3,417,506	\$612,908
Home			
Mortgage Payment and Basics (11)	\$309,251,139	\$377,070,522	\$67,819,383
Maintenance and Remodeling Services	\$82,828,054	\$101,006,705	\$18,178,651
Maintenance and Remodeling Materials (12)	\$17,234,053	\$21,007,718	\$3,773,665
Utilities, Fuel, and Public Services	\$146,022,278	\$177,856,501	\$31,834,223
Household Furnishings and Equipment			
Household Textiles (13)	\$3,046,039	\$3,709,887	\$663,848
Furniture	\$19,278,061	\$23,479,718	\$4,201,657
Rugs	\$924,013	\$1,126,072	\$202,059
Major Appliances (14)	\$11,180,387	\$13,624,059	\$2,443,672
Housewares (15)	\$2,641,876	\$3,217,081	\$575,205
Small Appliances	\$1,582,368	\$1,926,756	\$344,388
Luggage	\$522,168	\$635,785	\$113,617
Telephones and Accessories	\$2,973,519	\$3,622,539	\$649,020
Household Operations			
Child Care	\$16,517,452	\$20,114,123	\$3,596,671
Lawn and Garden (16)	\$14,160,716	\$17,264,450	\$3,103,734
Moving/Storage/Freight Express	\$2,232,156	\$2,716,189	\$484,033
Housekeeping Supplies (17)	\$22,989,704	\$28,002,089	\$5,012,385
Insurance			
Owners and Renters Insurance	\$17,771,815	\$21,661,906	\$3,890,091
Vehicle Insurance	\$56,023,973	\$68,211,027	\$12,187,054
Life/Other Insurance	\$17,369,557	\$21,171,654	\$3,802,097
Health Insurance	\$120,249,058	\$146,523,448	\$26,274,390
Personal Care Products (18)	\$14,890,916	\$18,133,401	\$3,242,485
School Books and Supplies (19)	\$3,970,110	\$4,831,713	\$861,603
Smoking Products	\$11,011,667	\$13,407,207	\$2,395,540
Transportation			
Payments on Vehicles excluding Leases	\$78,332,052	\$95,375,141	\$17,043,089
Gasoline and Motor Oil	\$71,336,038	\$86,856,182	\$15,520,144
Vehicle Maintenance and Repairs	\$33,207,045	\$40,443,783	\$7,236,738
Travel			
Airline Fares	\$19,054,474	\$23,216,362	\$4,161,888
Lodging on Trips	\$21,065,740	\$25,671,602	\$4,605,862
Auto/Truck Rental on Trips	\$1,692,647	\$2,061,891	\$369,244
Food and Drink on Trips	\$17,908,986	\$21,819,576	\$3,910,590

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Retail Demand Outlook

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 10 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Demand Outlook

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	19.1%	Population	277,152	289,955
Up and Coming Families (7A)	11.0%	Households	95,937	100,621
Boomburbs (1C)	8.7%	Families	70,207	73,382
Home Improvement (4B)	7.2%	Median Age	36.3	37.1
Savvy Suburbanites (1D)	7.2%	Median Household Income	\$102,633	\$114,303
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$287,443,134	\$343,410,610	\$55,967,476
Men's		\$55,573,572	\$66,389,800	\$10,816,228
Women's		\$99,963,142	\$119,435,594	\$19,472,452
Children's		\$44,026,052	\$52,599,859	\$8,573,807
Footwear		\$66,441,718	\$79,368,746	\$12,927,028
Watches & Jewelry		\$17,015,290	\$20,331,617	\$3,316,327
Apparel Products and Services (1)		\$6,871,195	\$8,210,606	\$1,339,411
Computer				
Computers and Hardware for Home Use		\$23,233,916	\$27,758,619	\$4,524,703
Portable Memory		\$586,915	\$701,240	\$114,325
Computer Software		\$1,279,865	\$1,528,700	\$248,835
Computer Accessories		\$2,559,680	\$3,058,136	\$498,456
Entertainment & Recreation		\$435,391,063	\$520,268,007	\$84,876,944
Fees and Admissions		\$106,430,836	\$127,241,593	\$20,810,757
Membership Fees for Clubs (2)		\$35,074,506	\$41,926,518	\$6,852,012
Fees for Participant Sports, excl. Trips		\$17,356,743	\$20,749,517	\$3,392,774
Tickets to Theatre/Operas/Concerts		\$11,007,536	\$13,160,334	\$2,152,798
Tickets to Movies		\$8,125,043	\$9,707,553	\$1,582,510
Tickets to Parks or Museums		\$4,872,453	\$5,822,744	\$950,291
Admission to Sporting Events, excl. Trips		\$9,304,504	\$11,126,921	\$1,822,417
Fees for Recreational Lessons		\$20,554,975	\$24,586,751	\$4,031,776
Dating Services		\$135,076	\$161,254	\$26,178
TV/Video/Audio		\$154,600,658	\$184,683,270	\$30,082,612
Cable and Satellite Television Services		\$103,038,172	\$123,093,526	\$20,055,354
Televisions		\$15,845,299	\$18,927,570	\$3,082,271
Satellite Dishes		\$227,804	\$272,088	\$44,284
VCRs, Video Cameras, and DVD Players		\$674,998	\$806,393	\$131,395
Miscellaneous Video Equipment		\$2,079,598	\$2,485,554	\$405,956
Video Cassettes and DVDs		\$1,079,512	\$1,289,247	\$209,735
Video Game Hardware/Accessories		\$3,857,348	\$4,605,084	\$747,736
Video Game Software		\$2,172,109	\$2,592,774	\$420,665
Rental/Streaming/Downloaded Video		\$10,044,766	\$11,995,352	\$1,950,586
Installation of Televisions		\$105,321	\$125,908	\$20,587
Audio (3)		\$15,170,866	\$18,126,213	\$2,955,347
Rental and Repair of TV/Radio/Sound Equipment		\$304,866	\$363,563	\$58,697
Pets		\$94,030,554	\$112,345,808	\$18,315,254
Toys/Games/Crafts/Hobbies (4)		\$16,155,610	\$19,301,065	\$3,145,455
Recreational Vehicles and Fees (5)		\$15,082,977	\$18,039,624	\$2,956,647
Sports/Recreation/Exercise Equipment (6)		\$25,222,400	\$30,136,246	\$4,913,846
Photo Equipment and Supplies (7)		\$6,557,637	\$7,835,247	\$1,277,610
Reading (8)		\$13,589,874	\$16,238,749	\$2,648,875
Catered Affairs (9)		\$3,750,671	\$4,482,384	\$731,713
Food		\$1,234,835,921	\$1,475,134,671	\$240,298,750
Food at Home		\$720,187,725	\$860,328,667	\$140,140,942
Bakery and Cereal Products		\$92,067,813	\$109,990,309	\$17,922,496
Meats, Poultry, Fish, and Eggs		\$154,035,480	\$184,006,882	\$29,971,402
Dairy Products		\$72,051,046	\$86,078,303	\$14,027,257
Fruits and Vegetables		\$140,106,196	\$167,377,293	\$27,271,097
Snacks and Other Food at Home (10)		\$261,927,190	\$312,875,880	\$50,948,690
Food Away from Home		\$514,648,195	\$614,806,004	\$100,157,809
Alcoholic Beverages		\$84,405,709	\$100,857,678	\$16,451,969

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Retail Demand Outlook

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 25 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$3,903,279,997	\$4,666,768,811	\$763,488,814
Value of Retirement Plans	\$14,249,993,993	\$17,043,134,496	\$2,793,140,503
Value of Other Financial Assets	\$1,107,058,907	\$1,323,487,414	\$216,428,507
Vehicle Loan Amount excluding Interest	\$404,753,079	\$483,403,380	\$78,650,301
Value of Credit Card Debt	\$375,210,276	\$448,351,049	\$73,140,773
Health			
Nonprescription Drugs	\$19,786,564	\$23,632,786	\$3,846,222
Prescription Drugs	\$42,545,671	\$50,825,530	\$8,279,859
Eyeglasses and Contact Lenses	\$12,898,993	\$15,415,444	\$2,516,451
Home			
Mortgage Payment and Basics (11)	\$1,538,092,183	\$1,839,748,987	\$301,656,804
Maintenance and Remodeling Services	\$407,283,377	\$487,080,130	\$79,796,753
Maintenance and Remodeling Materials (12)	\$85,346,620	\$102,039,091	\$16,692,471
Utilities, Fuel, and Public Services	\$657,481,098	\$785,424,865	\$127,943,767
Household Furnishings and Equipment			
Household Textiles (13)	\$13,780,089	\$16,463,956	\$2,683,867
Furniture	\$88,596,415	\$105,861,596	\$17,265,181
Rugs	\$4,385,918	\$5,243,254	\$857,336
Major Appliances (14)	\$53,401,127	\$63,831,973	\$10,430,846
Housewares (15)	\$12,040,577	\$14,384,934	\$2,344,357
Small Appliances	\$7,035,776	\$8,403,622	\$1,367,846
Luggage	\$2,379,284	\$2,842,353	\$463,069
Telephones and Accessories	\$13,409,098	\$16,028,447	\$2,619,349
Household Operations			
Child Care	\$78,923,230	\$94,344,161	\$15,420,931
Lawn and Garden (16)	\$67,799,013	\$81,054,891	\$13,255,878
Moving/Storage/Freight Express	\$9,707,378	\$11,588,202	\$1,880,824
Housekeeping Supplies (17)	\$104,198,900	\$124,483,024	\$20,284,124
Insurance			
Owners and Renters Insurance	\$85,715,103	\$102,460,945	\$16,745,842
Vehicle Insurance	\$251,719,903	\$300,643,048	\$48,923,145
Life/Other Insurance	\$82,819,209	\$99,011,176	\$16,191,967
Health Insurance	\$550,158,042	\$657,371,288	\$107,213,246
Personal Care Products (18)	\$67,087,610	\$80,142,740	\$13,055,130
School Books and Supplies (19)	\$17,857,202	\$21,328,828	\$3,471,626
Smoking Products	\$45,166,166	\$53,899,298	\$8,733,132
Transportation			
Payments on Vehicles excluding Leases	\$365,107,143	\$436,177,063	\$71,069,920
Gasoline and Motor Oil	\$321,259,344	\$383,712,047	\$62,452,703
Vehicle Maintenance and Repairs	\$150,589,629	\$179,898,767	\$29,309,138
Travel			
Airline Fares	\$88,694,319	\$106,013,580	\$17,319,261
Lodging on Trips	\$99,600,682	\$119,068,198	\$19,467,516
Auto/Truck Rental on Trips	\$7,862,041	\$9,395,594	\$1,533,553
Food and Drink on Trips	\$83,118,614	\$99,338,471	\$16,219,857

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 25 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Emerald City (8B)	30.7%	Population	13,367	13,988
Set to Impress (11D)	21.5%	Households	5,256	5,534
Old and Newcomers (8F)	20.0%	Families	2,488	2,593
Green Acres (6A)	7.3%	Median Age	35.0	36.1
In Style (5B)	6.8%	Median Household Income	\$83,883	\$100,873
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		118	\$2,841.84	\$14,936,735
Men's		120	\$555.69	\$2,920,690
Women's		117	\$984.29	\$5,173,433
Children's		116	\$408.40	\$2,146,534
Footwear		119	\$678.68	\$3,567,154
Watches & Jewelry		116	\$169.02	\$888,376
Apparel Products and Services (1)		114	\$68.40	\$359,532
Computer				
Computers and Hardware for Home Use		117	\$223.78	\$1,176,211
Portable Memory		116	\$5.74	\$30,194
Computer Software		124	\$13.52	\$71,037
Computer Accessories		126	\$25.72	\$135,183
Entertainment & Recreation		115	\$4,222.19	\$22,191,830
Fees and Admissions		115	\$964.80	\$5,070,999
Membership Fees for Clubs (2)		117	\$329.32	\$1,730,932
Fees for Participant Sports, excl. Trips		116	\$151.50	\$796,291
Tickets to Theatre/Operas/Concerts		116	\$106.50	\$559,744
Tickets to Movies		123	\$77.40	\$406,823
Tickets to Parks or Museums		114	\$43.85	\$230,452
Admission to Sporting Events, excl. Trips		113	\$82.62	\$434,277
Fees for Recreational Lessons		108	\$171.93	\$903,647
Dating Services		123	\$1.68	\$8,833
TV/Video/Audio		117	\$1,557.61	\$8,186,792
Cable and Satellite Television Services		113	\$1,038.78	\$5,459,816
Televisions		123	\$156.49	\$822,492
Satellite Dishes		132	\$2.37	\$12,475
VCRs, Video Cameras, and DVD Players		124	\$6.89	\$36,188
Miscellaneous Video Equipment		115	\$20.29	\$106,642
Video Cassettes and DVDs		132	\$11.48	\$60,344
Video Game Hardware/Accessories		127	\$41.72	\$219,302
Video Game Software		136	\$24.76	\$130,159
Rental/Streaming/Downloaded Video		130	\$103.70	\$545,030
Installation of Televisions		110	\$0.92	\$4,836
Audio (3)		120	\$146.36	\$769,285
Rental and Repair of TV/Radio/Sound Equipment		115	\$3.85	\$20,222
Pets		111	\$920.83	\$4,839,863
Toys/Games/Crafts/Hobbies (4)		123	\$161.24	\$847,481
Recreational Vehicles and Fees (5)		101	\$130.11	\$683,844
Sports/Recreation/Exercise Equipment (6)		119	\$242.87	\$1,276,535
Photo Equipment and Supplies (7)		124	\$64.74	\$340,265
Reading (8)		120	\$140.78	\$739,962
Catered Affairs (9)		119	\$39.65	\$208,413
Food		116	\$12,190.93	\$64,075,520
Food at Home		116	\$7,152.57	\$37,593,898
Bakery and Cereal Products		115	\$912.09	\$4,793,961
Meats, Poultry, Fish, and Eggs		114	\$1,529.48	\$8,038,923
Dairy Products		115	\$713.52	\$3,750,266
Fruits and Vegetables		115	\$1,383.10	\$7,269,564
Snacks and Other Food at Home (10)		117	\$2,614.38	\$13,741,185
Food Away from Home		117	\$5,038.36	\$26,481,622
Alcoholic Beverages		116	\$825.45	\$4,338,590

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 5 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	115	\$35,812.51	\$188,230,534
Value of Retirement Plans	111	\$126,817.25	\$666,551,444
Value of Other Financial Assets	109	\$10,701.08	\$56,244,887
Vehicle Loan Amount excluding Interest	120	\$3,898.92	\$20,492,722
Value of Credit Card Debt	116	\$3,657.68	\$19,224,747
Health			
Nonprescription Drugs	115	\$202.39	\$1,063,767
Prescription Drugs	114	\$434.35	\$2,282,950
Eyeglasses and Contact Lenses	114	\$125.80	\$661,194
Home			
Mortgage Payment and Basics (11)	105	\$12,678.14	\$66,636,302
Maintenance and Remodeling Services	105	\$3,437.18	\$18,065,803
Maintenance and Remodeling Materials (12)	102	\$716.06	\$3,763,631
Utilities, Fuel, and Public Services	115	\$6,518.60	\$34,261,786
Household Furnishings and Equipment			
Household Textiles (13)	118	\$136.22	\$715,950
Furniture	118	\$853.99	\$4,488,574
Rugs	113	\$40.29	\$211,788
Major Appliances (14)	112	\$479.32	\$2,519,325
Housewares (15)	116	\$116.59	\$612,802
Small Appliances	120	\$71.82	\$377,460
Luggage	121	\$22.97	\$120,723
Telephones and Accessories	119	\$135.67	\$713,082
Household Operations			
Child Care	114	\$688.30	\$3,617,704
Lawn and Garden (16)	105	\$600.84	\$3,158,034
Moving/Storage/Freight Express	126	\$101.90	\$535,588
Housekeeping Supplies (17)	114	\$1,010.24	\$5,309,836
Insurance			
Owners and Renters Insurance	108	\$764.70	\$4,019,262
Vehicle Insurance	118	\$2,492.60	\$13,101,123
Life/Other Insurance	110	\$752.15	\$3,953,318
Health Insurance	114	\$5,333.91	\$28,035,022
Personal Care Products (18)	117	\$662.95	\$3,484,487
School Books and Supplies (19)	119	\$176.37	\$927,002
Smoking Products	123	\$537.59	\$2,825,583
Transportation			
Payments on Vehicles excluding Leases	115	\$3,402.65	\$17,884,303
Gasoline and Motor Oil	115	\$3,146.88	\$16,540,012
Vehicle Maintenance and Repairs	119	\$1,492.96	\$7,847,012
Travel			
Airline Fares	115	\$819.27	\$4,306,108
Lodging on Trips	112	\$898.78	\$4,723,975
Auto/Truck Rental on Trips	116	\$72.71	\$382,190
Food and Drink on Trips	115	\$776.25	\$4,079,949

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 5 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 22, 2022



Retail Goods and Services Expenditures

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	14.3%	Population	60,917	63,302
Old and Newcomers (8F)	9.2%	Households	22,505	23,433
Enterprising Professionals (2D)	8.4%	Families	13,939	14,434
Metro Fusion (11C)	7.6%	Median Age	36.0	37.1
Emerald City (8B)	7.2%	Median Household Income	\$88,469	\$101,717
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		118	\$2,837.86	\$63,865,994
Men's		119	\$551.40	\$12,409,182
Women's		117	\$984.81	\$22,163,204
Children's		119	\$420.93	\$9,472,947
Footwear		118	\$669.84	\$15,074,761
Watches & Jewelry		113	\$165.48	\$3,724,171
Apparel Products and Services (1)		115	\$68.92	\$1,551,149
Computer				
Computers and Hardware for Home Use		119	\$226.84	\$5,105,112
Portable Memory		116	\$5.71	\$128,521
Computer Software		120	\$13.11	\$295,132
Computer Accessories		122	\$24.98	\$562,187
Entertainment & Recreation		115	\$4,226.43	\$95,115,885
Fees and Admissions		119	\$1,001.69	\$22,542,982
Membership Fees for Clubs (2)		119	\$336.02	\$7,562,198
Fees for Participant Sports, excl. Trips		123	\$160.99	\$3,623,132
Tickets to Theatre/Operas/Concerts		116	\$106.51	\$2,396,951
Tickets to Movies		124	\$77.99	\$1,755,212
Tickets to Parks or Museums		119	\$45.70	\$1,028,525
Admission to Sporting Events, excl. Trips		118	\$86.20	\$1,939,870
Fees for Recreational Lessons		117	\$186.75	\$4,202,784
Dating Services		111	\$1.52	\$34,311
TV/Video/Audio		115	\$1,533.56	\$34,512,855
Cable and Satellite Television Services		112	\$1,026.36	\$23,098,190
Televisions		121	\$154.79	\$3,483,564
Satellite Dishes		123	\$2.21	\$49,775
VCRs, Video Cameras, and DVD Players		119	\$6.63	\$149,104
Miscellaneous Video Equipment		116	\$20.52	\$461,875
Video Cassettes and DVDs		124	\$10.78	\$242,668
Video Game Hardware/Accessories		120	\$39.49	\$888,731
Video Game Software		125	\$22.71	\$511,085
Rental/Streaming/Downloaded Video		125	\$99.80	\$2,246,010
Installation of Televisions		118	\$0.99	\$22,229
Audio (3)		120	\$145.88	\$3,282,995
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.41	\$76,631
Pets		111	\$918.63	\$20,673,867
Toys/Games/Crafts/Hobbies (4)		120	\$157.15	\$3,536,703
Recreational Vehicles and Fees (5)		107	\$137.33	\$3,090,617
Sports/Recreation/Exercise Equipment (6)		117	\$240.58	\$5,414,160
Photo Equipment and Supplies (7)		122	\$63.43	\$1,427,584
Reading (8)		116	\$135.99	\$3,060,545
Catered Affairs (9)		115	\$38.43	\$864,808
Food		116	\$12,234.58	\$275,339,225
Food at Home		116	\$7,158.97	\$161,112,687
Bakery and Cereal Products		115	\$913.29	\$20,553,665
Meats, Poultry, Fish, and Eggs		115	\$1,536.49	\$34,578,814
Dairy Products		115	\$715.08	\$16,092,901
Fruits and Vegetables		116	\$1,393.23	\$31,354,744
Snacks and Other Food at Home (10)		116	\$2,600.87	\$58,532,563
Food Away from Home		118	\$5,075.61	\$114,226,538
Alcoholic Beverages		117	\$834.27	\$18,775,248

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$36,329.07	\$817,585,778
Value of Retirement Plans	115	\$131,039.23	\$2,949,037,829
Value of Other Financial Assets	111	\$10,822.77	\$243,566,536
Vehicle Loan Amount excluding Interest	122	\$3,946.42	\$88,814,131
Value of Credit Card Debt	117	\$3,678.53	\$82,785,344
Health			
Nonprescription Drugs	112	\$197.19	\$4,437,739
Prescription Drugs	110	\$418.58	\$9,420,060
Eyeglasses and Contact Lenses	113	\$124.62	\$2,804,598
Home			
Mortgage Payment and Basics (11)	113	\$13,741.44	\$309,251,139
Maintenance and Remodeling Services	113	\$3,680.43	\$82,828,054
Maintenance and Remodeling Materials (12)	109	\$765.79	\$17,234,053
Utilities, Fuel, and Public Services	115	\$6,488.44	\$146,022,278
Household Furnishings and Equipment			
Household Textiles (13)	117	\$135.35	\$3,046,039
Furniture	118	\$856.61	\$19,278,061
Rugs	115	\$41.06	\$924,013
Major Appliances (14)	116	\$496.80	\$11,180,387
Housewares (15)	117	\$117.39	\$2,641,876
Small Appliances	118	\$70.31	\$1,582,368
Luggage	122	\$23.20	\$522,168
Telephones and Accessories	116	\$132.13	\$2,973,519
Household Operations			
Child Care	122	\$733.95	\$16,517,452
Lawn and Garden (16)	110	\$629.23	\$14,160,716
Moving/Storage/Freight Express	123	\$99.18	\$2,232,156
Housekeeping Supplies (17)	115	\$1,021.54	\$22,989,704
Insurance			
Owners and Renters Insurance	111	\$789.68	\$17,771,815
Vehicle Insurance	118	\$2,489.40	\$56,023,973
Life/Other Insurance	113	\$771.81	\$17,369,557
Health Insurance	114	\$5,343.22	\$120,249,058
Personal Care Products (18)	117	\$661.67	\$14,890,916
School Books and Supplies (19)	119	\$176.41	\$3,970,110
Smoking Products	112	\$489.30	\$11,011,667
Transportation			
Payments on Vehicles excluding Leases	118	\$3,480.65	\$78,332,052
Gasoline and Motor Oil	116	\$3,169.79	\$71,336,038
Vehicle Maintenance and Repairs	117	\$1,475.54	\$33,207,045
Travel			
Airline Fares	118	\$846.68	\$19,054,474
Lodging on Trips	116	\$936.05	\$21,065,740
Auto/Truck Rental on Trips	120	\$75.21	\$1,692,647
Food and Drink on Trips	117	\$795.78	\$17,908,986

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 10 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 22, 2022



Retail Goods and Services Expenditures

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	19.1%	Population	277,152	289,955
Up and Coming Families (7A)	11.0%	Households	95,937	100,621
Boomburbs (1C)	8.7%	Families	70,207	73,382
Home Improvement (4B)	7.2%	Median Age	36.3	37.1
Savvy Suburbanites (1D)	7.2%	Median Household Income	\$102,633	\$114,303
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		124	\$2,996.17	\$287,443,134
Men's		125	\$579.27	\$55,573,572
Women's		124	\$1,041.97	\$99,963,142
Children's		130	\$458.91	\$44,026,052
Footwear		122	\$692.56	\$66,441,718
Watches & Jewelry		121	\$177.36	\$17,015,290
Apparel Products and Services (1)		120	\$71.62	\$6,871,195
Computer				
Computers and Hardware for Home Use		127	\$242.18	\$23,233,916
Portable Memory		124	\$6.12	\$586,915
Computer Software		122	\$13.34	\$1,279,865
Computer Accessories		130	\$26.68	\$2,559,680
Entertainment & Recreation		124	\$4,538.30	\$435,391,063
Fees and Admissions		132	\$1,109.38	\$106,430,836
Membership Fees for Clubs (2)		129	\$365.60	\$35,074,506
Fees for Participant Sports, excl. Trips		138	\$180.92	\$17,356,743
Tickets to Theatre/Operas/Concerts		125	\$114.74	\$11,007,536
Tickets to Movies		134	\$84.69	\$8,125,043
Tickets to Parks or Museums		132	\$50.79	\$4,872,453
Admission to Sporting Events, excl. Trips		132	\$96.99	\$9,304,504
Fees for Recreational Lessons		134	\$214.25	\$20,554,975
Dating Services		103	\$1.41	\$135,076
TV/Video/Audio		121	\$1,611.48	\$154,600,658
Cable and Satellite Television Services		117	\$1,074.02	\$103,038,172
Televisions		130	\$165.16	\$15,845,299
Satellite Dishes		132	\$2.37	\$227,804
VCRs, Video Cameras, and DVD Players		126	\$7.04	\$674,998
Miscellaneous Video Equipment		123	\$21.68	\$2,079,598
Video Cassettes and DVDs		129	\$11.25	\$1,079,512
Video Game Hardware/Accessories		122	\$40.21	\$3,857,348
Video Game Software		125	\$22.64	\$2,172,109
Rental/Streaming/Downloaded Video		131	\$104.70	\$10,044,766
Installation of Televisions		131	\$1.10	\$105,321
Audio (3)		130	\$158.13	\$15,170,866
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.18	\$304,866
Pets		118	\$980.13	\$94,030,554
Toys/Games/Crafts/Hobbies (4)		128	\$168.40	\$16,155,610
Recreational Vehicles and Fees (5)		123	\$157.22	\$15,082,977
Sports/Recreation/Exercise Equipment (6)		128	\$262.91	\$25,222,400
Photo Equipment and Supplies (7)		131	\$68.35	\$6,557,637
Reading (8)		121	\$141.65	\$13,589,874
Catered Affairs (9)		117	\$39.10	\$3,750,671
Food		123	\$12,871.32	\$1,234,835,921
Food at Home		121	\$7,506.88	\$720,187,725
Bakery and Cereal Products		121	\$959.67	\$92,067,813
Meats, Poultry, Fish, and Eggs		120	\$1,605.59	\$154,035,480
Dairy Products		121	\$751.02	\$72,051,046
Fruits and Vegetables		122	\$1,460.40	\$140,106,196
Snacks and Other Food at Home (10)		122	\$2,730.20	\$261,927,190
Food Away from Home		124	\$5,364.44	\$514,648,195
Alcoholic Beverages		124	\$879.80	\$84,405,709

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	131	\$40,685.87	\$3,903,279,997
Value of Retirement Plans	130	\$148,534.91	\$14,249,993,993
Value of Other Financial Assets	118	\$11,539.44	\$1,107,058,907
Vehicle Loan Amount excluding Interest	130	\$4,218.95	\$404,753,079
Value of Credit Card Debt	124	\$3,911.01	\$375,210,276
Health			
Nonprescription Drugs	117	\$206.25	\$19,786,564
Prescription Drugs	117	\$443.48	\$42,545,671
Eyeglasses and Contact Lenses	122	\$134.45	\$12,898,993
Home			
Mortgage Payment and Basics (11)	132	\$16,032.31	\$1,538,092,183
Maintenance and Remodeling Services	130	\$4,245.32	\$407,283,377
Maintenance and Remodeling Materials (12)	127	\$889.61	\$85,346,620
Utilities, Fuel, and Public Services	121	\$6,853.26	\$657,481,098
Household Furnishings and Equipment			
Household Textiles (13)	125	\$143.64	\$13,780,089
Furniture	127	\$923.49	\$88,596,415
Rugs	128	\$45.72	\$4,385,918
Major Appliances (14)	130	\$556.63	\$53,401,127
Housewares (15)	125	\$125.51	\$12,040,577
Small Appliances	123	\$73.34	\$7,035,776
Luggage	130	\$24.80	\$2,379,284
Telephones and Accessories	123	\$139.77	\$13,409,098
Household Operations			
Child Care	136	\$822.66	\$78,923,230
Lawn and Garden (16)	124	\$706.70	\$67,799,013
Moving/Storage/Freight Express	125	\$101.18	\$9,707,378
Housekeeping Supplies (17)	123	\$1,086.12	\$104,198,900
Insurance			
Owners and Renters Insurance	126	\$893.45	\$85,715,103
Vehicle Insurance	124	\$2,623.80	\$251,719,903
Life/Other Insurance	126	\$863.27	\$82,819,209
Health Insurance	122	\$5,734.58	\$550,158,042
Personal Care Products (18)	124	\$699.29	\$67,087,610
School Books and Supplies (19)	126	\$186.13	\$17,857,202
Smoking Products	108	\$470.79	\$45,166,166
Transportation			
Payments on Vehicles excluding Leases	128	\$3,805.70	\$365,107,143
Gasoline and Motor Oil	122	\$3,348.65	\$321,259,344
Vehicle Maintenance and Repairs	125	\$1,569.67	\$150,589,629
Travel			
Airline Fares	129	\$924.51	\$88,694,319
Lodging on Trips	129	\$1,038.19	\$99,600,682
Auto/Truck Rental on Trips	131	\$81.95	\$7,862,041
Food and Drink on Trips	128	\$866.39	\$83,118,614

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Retail Goods and Services Expenditures

Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 25 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

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- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Tapestry Segmentation Area Profile

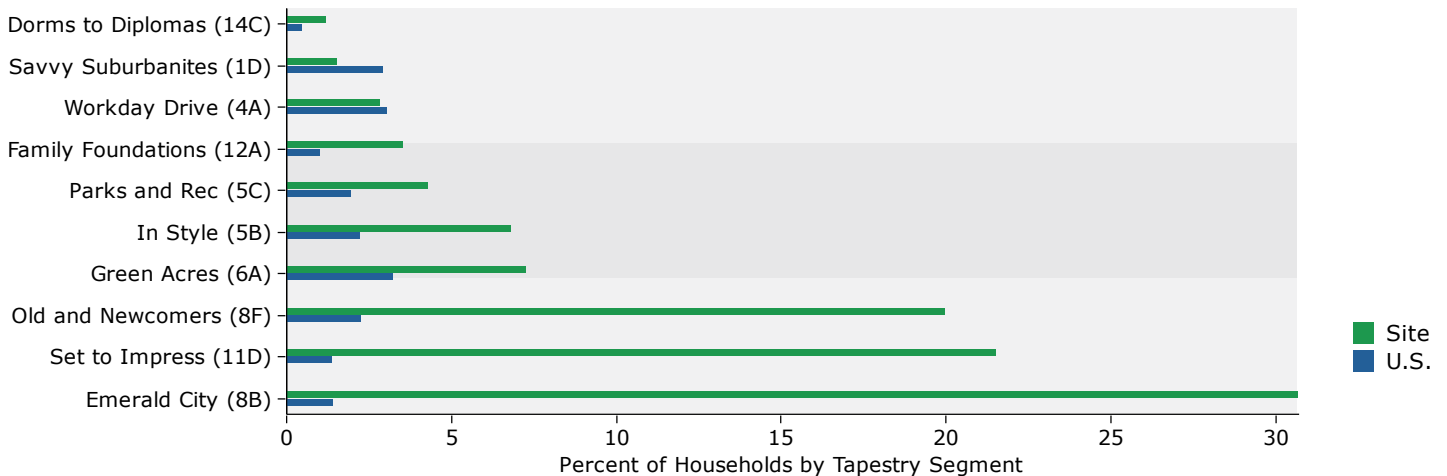
Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Emerald City (8B)	30.7%	30.7%	1.4%	1.4%	2147
2	Set to Impress (11D)	21.5%	52.2%	1.4%	2.8%	1,554
3	Old and Newcomers (8F)	20.0%	72.2%	2.3%	5.1%	874
4	Green Acres (6A)	7.3%	79.5%	3.3%	8.4%	225
5	In Style (5B)	6.8%	86.4%	2.2%	10.6%	306
Subtotal		86.3%		10.6%		
6	Parks and Rec (5C)	4.3%	90.7%	2.0%	12.6%	220
7	Family Foundations (12A)	3.6%	94.3%	1.0%	13.6%	347
8	Workday Drive (4A)	2.9%	97.1%	3.1%	16.6%	93
9	Savvy Suburbanites (1D)	1.6%	98.7%	3.0%	19.6%	53
10	Dorms to Diplomas (14C)	1.2%	99.9%	0.5%	20.1%	243
Subtotal		13.6%		9.6%		
11	Down the Road (10D)	0.1%	100.0%	1.2%	21.3%	7
Subtotal		0.1%		1.2%		
Total		100.0%		21.3%		470

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

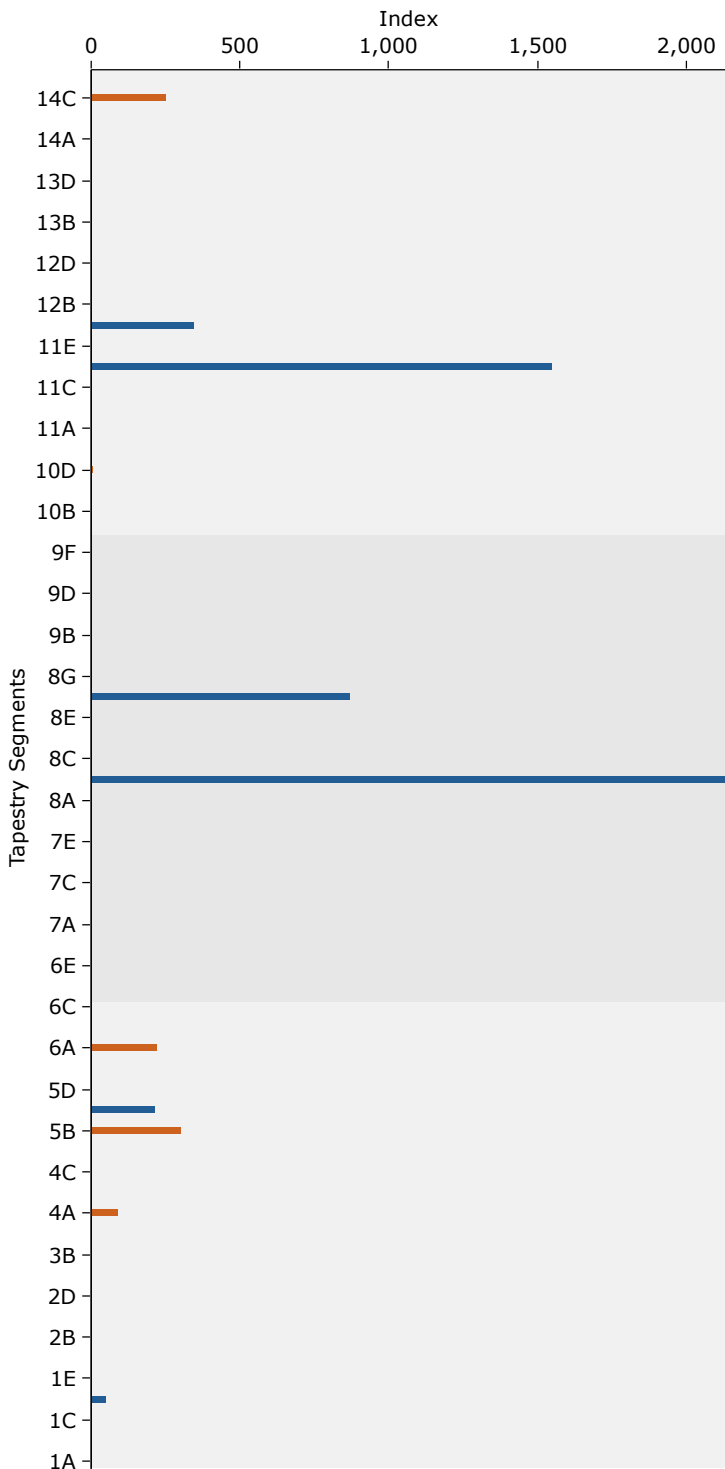


Tapestry Segmentation Area Profile

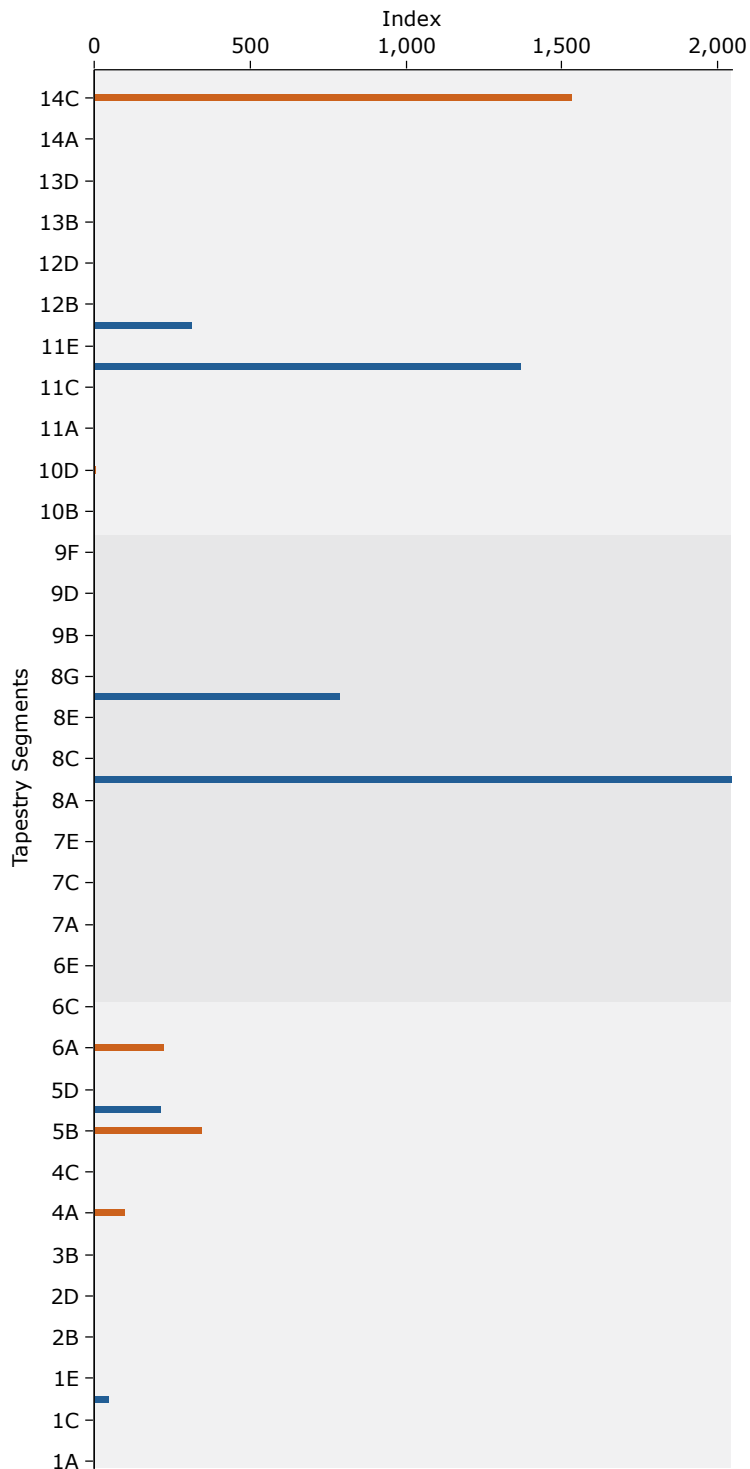
Fredericksburg, VA
201-299 William St, Fredericksburg, Virginia, 22401
Drive Time: 5 minute radius

Prepared by Main Street America and Esri
Latitude: 38.30370
Longitude: -77.45966

2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,257	100.0%		11,387	100.0%	
1. Affluent Estates	82	1.6%	16	176	1.5%	14
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	82	1.6%	53	176	1.5%	48
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	150	2.9%	37	381	3.3%	41
Workday Drive (4A)	150	2.9%	93	381	3.3%	103
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	587	11.2%	100	1,319	11.6%	107
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	360	6.8%	306	837	7.4%	348
Parks and Rec (5C)	227	4.3%	220	482	4.2%	219
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	384	7.3%	62	872	7.7%	66
Green Acres (6A)	384	7.3%	225	872	7.7%	226
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,257	100.0%		11,387	100.0%	
8. Middle Ground	2,665	50.7%	466	4,698	41.3%	406
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,614	30.7%	2,147	2,893	25.4%	2,049
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,051	20.0%	874	1,805	15.9%	791
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	4	0.1%	1	4	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	4	0.1%	7	4	0.0%	3
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,132	21.5%	343	1,821	16.0%	292
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,132	21.5%	1,553	1,821	16.0%	1,371
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	188	3.6%	60	374	3.3%	59
Family Foundations (12A)	188	3.6%	347	374	3.3%	316
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	65	1.2%	79	1,742	15.3%	679
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	65	1.2%	253	1,742	15.3%	1,535
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,257	100.0%		11,387	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	188	3.6%	15	374	3.3%	19
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	188	3.6%	347	374	3.3%	316
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	4,222	80.3%	444	9,098	79.9%	475
In Style (5B)	360	6.8%	306	837	7.4%	348
Emerald City (8B)	1,614	30.7%	2,147	2,893	25.4%	2,049
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,051	20.0%	874	1,805	15.9%	791
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,132	21.5%	1,553	1,821	16.0%	1,371
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	65	1.2%	253	1,742	15.3%	1,535

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,257	100.0%		11,387	100.0%	
4. Suburban Periphery	459	8.7%	27	1,039	9.1%	27
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	82	1.6%	53	176	1.5%	48
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	150	2.9%	93	381	3.3%	103
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	227	4.3%	220	482	4.2%	219
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4	0.1%	1	4	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	4	0.1%	7	4	0.0%	3
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	384	7.3%	45	872	7.7%	47
Green Acres (6A)	384	7.3%	225	872	7.7%	226
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

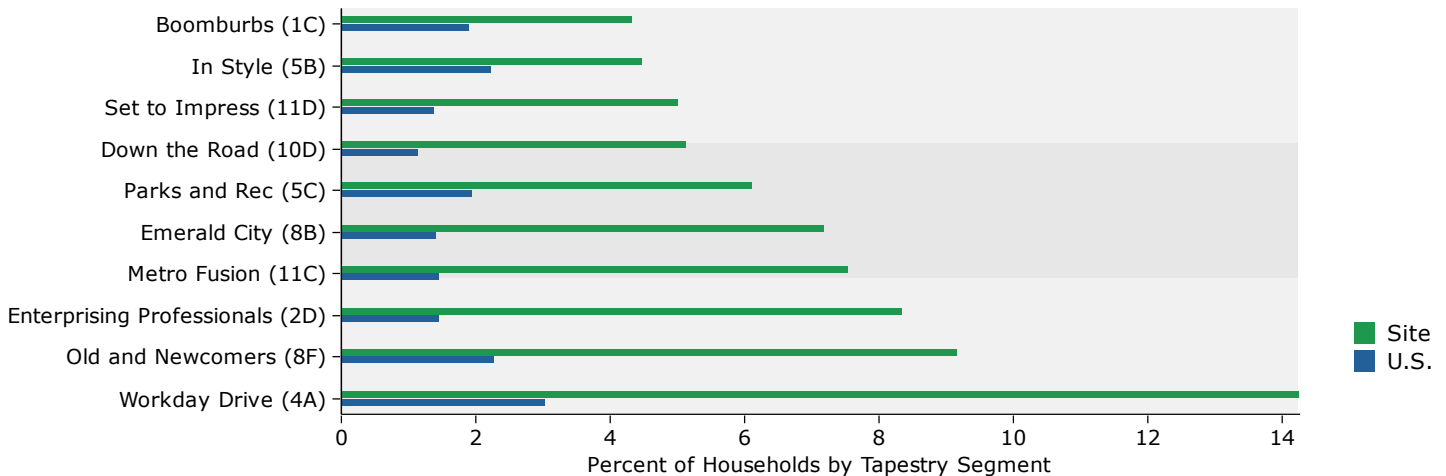
Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Workday Drive (4A)	14.3%	14.3%	3.1%	3.1%	467
2	Old and Newcomers (8F)	9.2%	23.4%	2.3%	5.3%	401
3	Enterprising Professionals (2D)	8.4%	31.8%	1.5%	6.8%	570
4	Metro Fusion (11C)	7.6%	39.4%	1.5%	8.3%	519
5	Emerald City (8B)	7.2%	46.6%	1.4%	9.7%	504
	Subtotal	46.7%		9.8%		
6	Parks and Rec (5C)	6.1%	52.7%	2.0%	11.7%	312
7	Down the Road (10D)	5.1%	57.8%	1.2%	12.8%	446
8	Set to Impress (11D)	5.0%	62.9%	1.4%	14.2%	363
9	In Style (5B)	4.5%	67.4%	2.2%	16.4%	201
10	Boomburbs (1C)	4.3%	71.7%	1.9%	18.4%	227
	Subtotal	25.0%		8.7%		
11	Front Porches (8E)	4.2%	75.9%	1.6%	19.9%	266
12	Savvy Suburbanites (1D)	4.1%	80.1%	3.0%	22.9%	140
13	Green Acres (6A)	3.9%	84.0%	3.3%	26.2%	120
14	Young and Restless (11B)	3.6%	87.5%	1.8%	27.9%	201
15	Silver & Gold (9A)	3.3%	90.8%	0.8%	28.7%	409
	Subtotal	19.1%		10.5%		
16	Middleburg (4C)	2.5%	93.3%	3.1%	31.8%	82
17	Family Foundations (12A)	2.2%	95.4%	1.0%	32.8%	210
18	Professional Pride (1B)	1.9%	97.3%	1.6%	34.5%	113
19	Home Improvement (4B)	1.1%	98.4%	1.7%	36.1%	65
20	Up and Coming Families (7A)	0.8%	99.2%	2.8%	38.9%	27
	Subtotal	8.5%		10.2%		
	Total	99.2%		38.9%		255

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

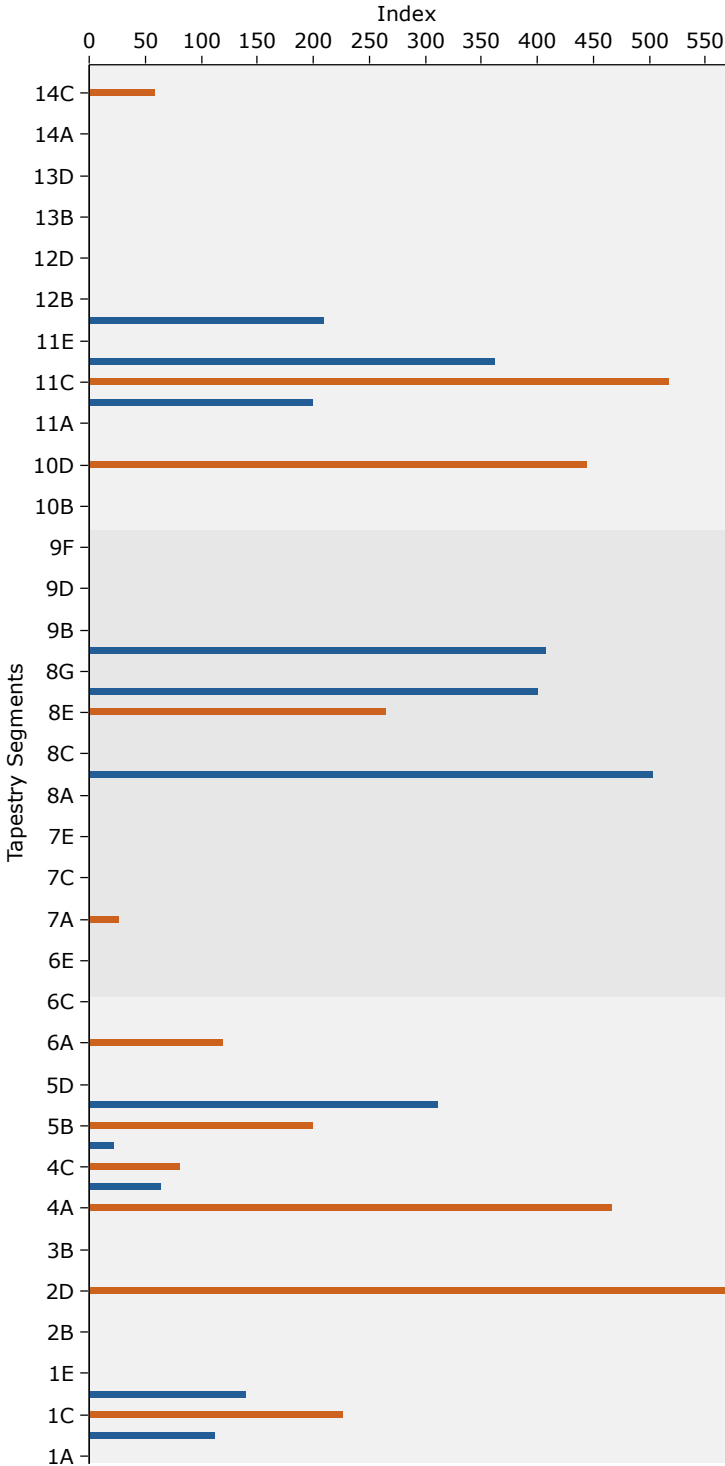


Tapestry Segmentation Area Profile

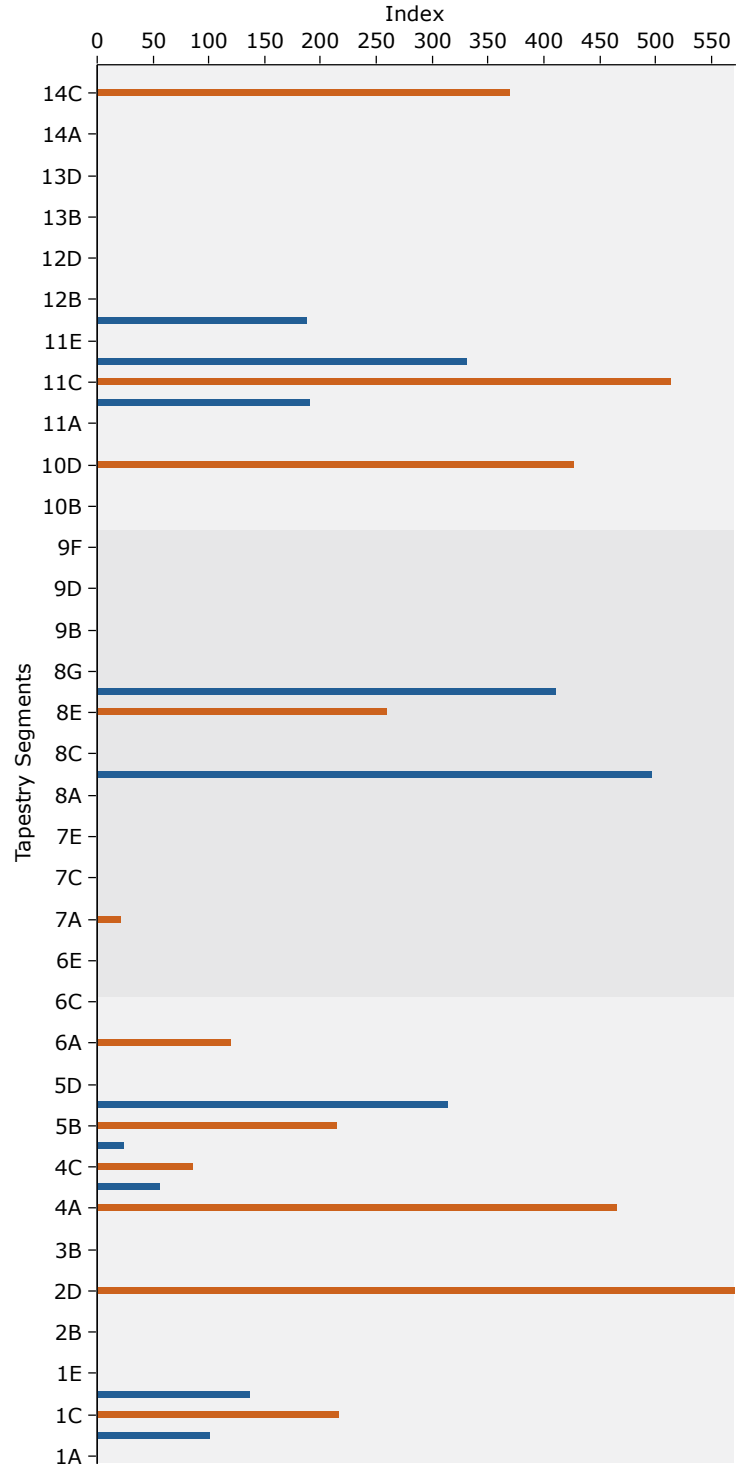
Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,504	100.0%		47,254	100.0%	
1. Affluent Estates	2,327	10.3%	105	5,058	10.7%	99
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	418	1.9%	113	884	1.9%	102
Boomburbs (1C)	977	4.3%	227	2,080	4.4%	218
Savvy Suburbanites (1D)	932	4.1%	140	2,094	4.4%	137
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	1,880	8.4%	150	3,761	8.0%	135
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,880	8.4%	570	3,761	8.0%	572
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	4,019	17.9%	229	8,910	18.9%	232
Workday Drive (4A)	3,210	14.3%	467	7,160	15.2%	466
Home Improvement (4B)	247	1.1%	65	488	1.0%	57
Middleburg (4C)	562	2.5%	82	1,262	2.7%	87
5. GenXurban	2,517	11.2%	100	5,307	11.2%	103
Comfortable Empty Nesters (5A)	124	0.6%	23	283	0.6%	25
In Style (5B)	1,011	4.5%	201	2,146	4.5%	215
Parks and Rec (5C)	1,382	6.1%	312	2,878	6.1%	315
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	876	3.9%	33	1,917	4.1%	35
Green Acres (6A)	876	3.9%	120	1,917	4.1%	120
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	170	0.8%	5	312	0.7%	8
Up and Coming Families (7A)	170	0.8%	27	312	0.7%	22
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,504	100.0%		47,254	100.0%	
8. Middle Ground	4,636	20.6%	189	8,666	18.3%	180
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,622	7.2%	504	2,910	6.2%	497
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	949	4.2%	266	1,864	3.9%	260
Old and Newcomers (8F)	2,065	9.2%	401	3,892	8.2%	411
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	733	3.3%	57	1,971	4.2%	81
Silver & Gold (9A)	733	3.3%	409	1,971	4.2%	573
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	1,156	5.1%	65	2,348	5.0%	63
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,156	5.1%	446	2,348	5.0%	427
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	3,637	16.2%	257	6,335	13.4%	245
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	803	3.6%	201	1,294	2.7%	192
Metro Fusion (11C)	1,702	7.6%	519	3,209	6.8%	515
Set to Impress (11D)	1,132	5.0%	363	1,832	3.9%	332
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	488	2.2%	36	927	2.0%	35
Family Foundations (12A)	488	2.2%	210	927	2.0%	189
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	65	0.3%	18	1,742	3.7%	164
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	65	0.3%	59	1,742	3.7%	370
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,504	100.0%		47,254	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,190	9.7%	40	4,136	8.8%	50
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,702	7.6%	519	3,209	6.8%	515
Family Foundations (12A)	488	2.2%	210	927	2.0%	189
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	7,647	34.0%	188	15,680	33.2%	197
In Style (5B)	1,011	4.5%	201	2,146	4.5%	215
Emerald City (8B)	1,622	7.2%	504	2,910	6.2%	497
Front Porches (8E)	949	4.2%	266	1,864	3.9%	260
Old and Newcomers (8F)	2,065	9.2%	401	3,892	8.2%	411
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	803	3.6%	201	1,294	2.7%	192
Set to Impress (11D)	1,132	5.0%	363	1,832	3.9%	332
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	65	0.3%	59	1,742	3.7%	370

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,504	100.0%		47,254	100.0%	
4. Suburban Periphery	10,073	44.8%	140	21,911	46.4%	139
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	418	1.9%	113	884	1.9%	102
Boomburbs (1C)	977	4.3%	227	2,080	4.4%	218
Savvy Suburbanites (1D)	932	4.1%	140	2,094	4.4%	137
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,880	8.4%	570	3,761	8.0%	572
Workday Drive (4A)	3,210	14.3%	467	7,160	15.2%	466
Home Improvement (4B)	247	1.1%	65	488	1.0%	57
Comfortable Empty Nesters (5A)	124	0.6%	23	283	0.6%	25
Parks and Rec (5C)	1,382	6.1%	312	2,878	6.1%	315
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	170	0.8%	27	312	0.7%	22
Silver & Gold (9A)	733	3.3%	409	1,971	4.2%	573
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,718	7.6%	82	3,610	7.6%	84
Middleburg (4C)	562	2.5%	82	1,262	2.7%	87
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,156	5.1%	446	2,348	5.0%	427
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	876	3.9%	24	1,917	4.1%	25
Green Acres (6A)	876	3.9%	120	1,917	4.1%	120
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

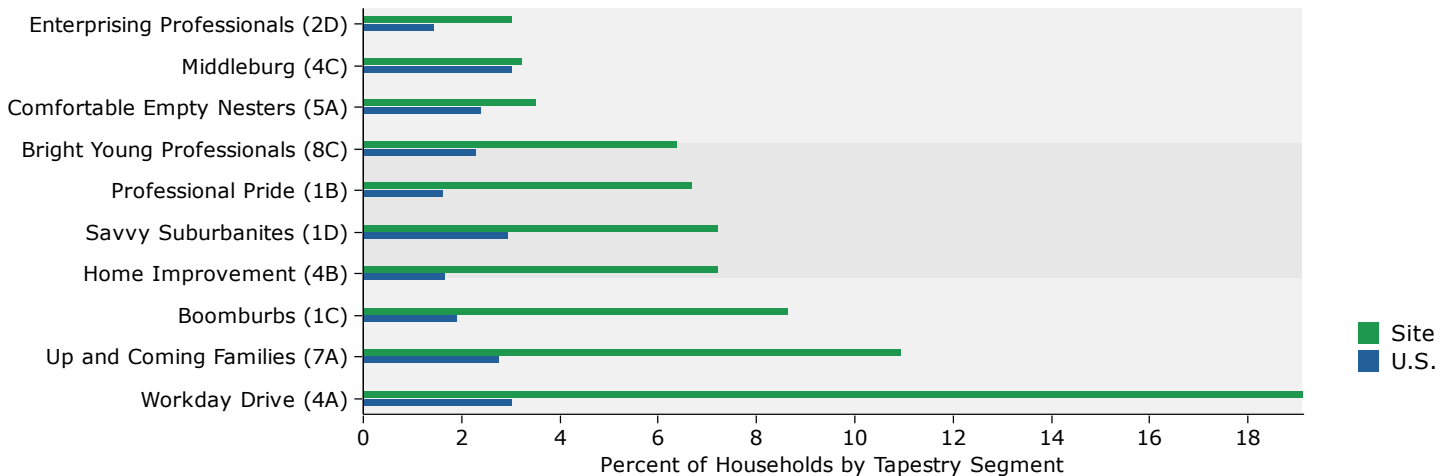
Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Workday Drive (4A)	19.1%	19.1%	3.1%	3.1%	627
2	Up and Coming Families (7A)	11.0%	30.1%	2.8%	5.8%	393
3	Boomburbs (1C)	8.7%	38.8%	1.9%	7.8%	452
4	Home Improvement (4B)	7.2%	46.0%	1.7%	9.4%	428
5	Savvy Suburbanites (1D)	7.2%	53.2%	3.0%	12.4%	244
Subtotal		53.2%		12.5%		
6	Professional Pride (1B)	6.7%	60.0%	1.6%	14.1%	409
7	Bright Young Professionals (8C)	6.4%	66.4%	2.3%	16.4%	277
8	Comfortable Empty Nesters (5A)	3.5%	69.9%	2.4%	18.8%	147
9	Middleburg (4C)	3.3%	73.2%	3.1%	21.8%	107
10	Enterprising Professionals (2D)	3.0%	76.2%	1.5%	23.3%	207
Subtotal		22.9%		10.9%		
11	Parks and Rec (5C)	2.7%	78.9%	2.0%	25.3%	137
12	Metro Fusion (11C)	2.4%	81.3%	1.5%	26.7%	163
13	Old and Newcomers (8F)	2.2%	83.4%	2.3%	29.0%	94
14	Set to Impress (11D)	2.1%	85.6%	1.4%	30.4%	154
15	Green Acres (6A)	2.0%	87.5%	3.3%	33.6%	60
Subtotal		11.4%		10.5%		
16	Silver & Gold (9A)	1.8%	89.4%	0.8%	34.4%	232
17	Emerald City (8B)	1.7%	91.1%	1.4%	35.9%	118
18	The Great Outdoors (6C)	1.3%	92.3%	1.5%	37.4%	84
19	Retirement Communities (9E)	1.3%	93.6%	1.2%	38.6%	108
20	Down the Road (10D)	1.2%	94.8%	1.2%	39.8%	105
Subtotal		7.3%		6.1%		
Total		94.8%		39.8%		239

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

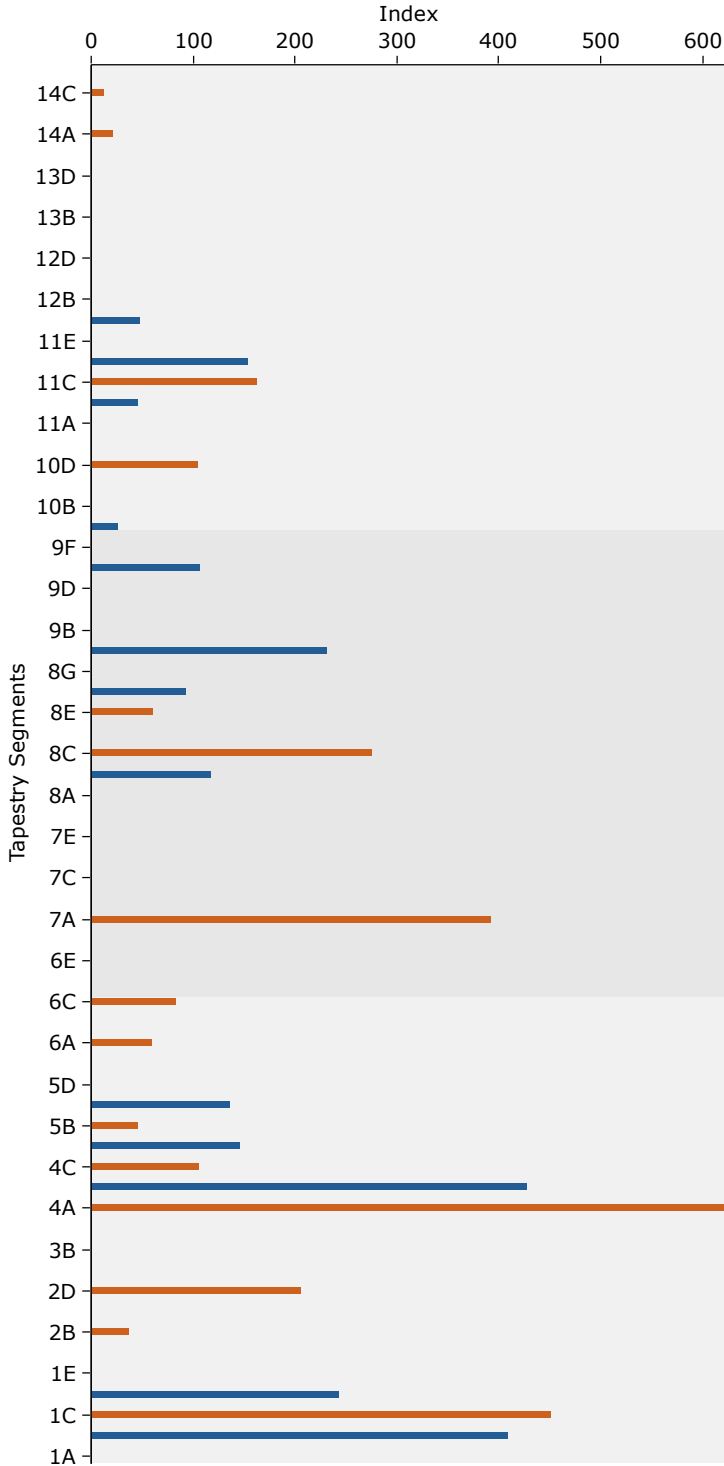


Tapestry Segmentation Area Profile

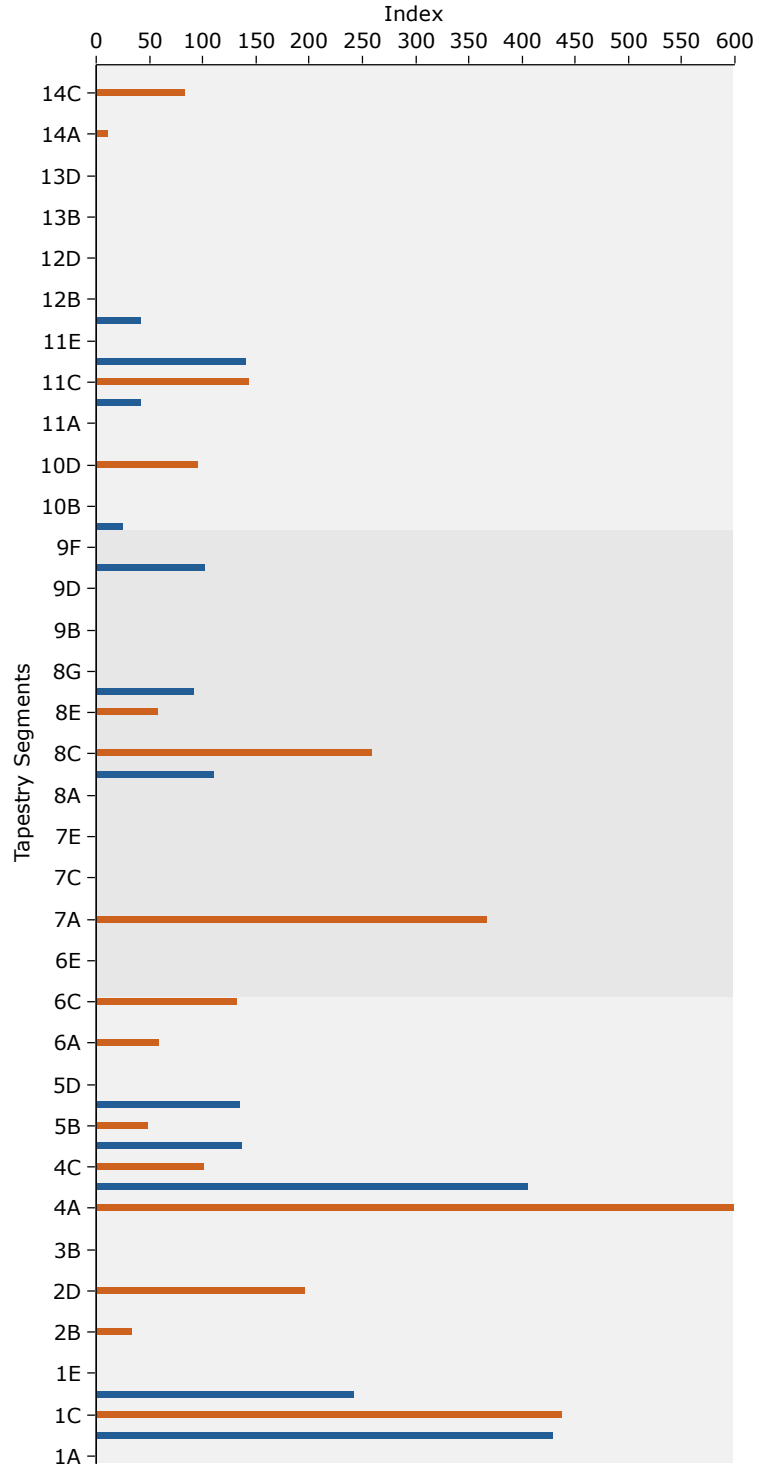
Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	95,936	100.0%		209,232	100.0%	
1. Affluent Estates	21,700	22.6%	231	51,425	24.6%	227
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	6,457	6.7%	409	16,409	7.8%	430
Boomburbs (1C)	8,311	8.7%	452	18,594	8.9%	439
Savvy Suburbanites (1D)	6,932	7.2%	244	16,422	7.8%	243
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	3,679	3.8%	69	7,509	3.6%	61
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	764	0.8%	38	1,769	0.8%	35
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,915	3.0%	207	5,740	2.7%	197
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	28,441	29.6%	380	62,777	30.0%	369
Workday Drive (4A)	18,361	19.1%	627	40,820	19.5%	600
Home Improvement (4B)	6,948	7.2%	428	15,454	7.4%	406
Middleburg (4C)	3,132	3.3%	107	6,503	3.1%	102
5. GenXurban	6,996	7.3%	65	14,729	7.0%	65
Comfortable Empty Nesters (5A)	3,397	3.5%	147	7,062	3.4%	138
In Style (5B)	1,011	1.1%	47	2,146	1.0%	49
Parks and Rec (5C)	2,586	2.7%	137	5,506	2.6%	136
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2	0.0%	0	15	0.0%	0
6. Cozy Country Living	3,115	3.2%	28	8,493	4.1%	35
Green Acres (6A)	1,875	2.0%	60	4,244	2.0%	60
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,240	1.3%	84	4,249	2.0%	133
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	10,515	11.0%	72	22,644	10.8%	129
Up and Coming Families (7A)	10,515	11.0%	393	22,644	10.8%	368
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	95,936	100.0%		209,232	100.0%	
8. Middle Ground	10,773	11.2%	103	20,078	9.6%	94
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,622	1.7%	118	2,910	1.4%	112
Bright Young Professionals (8C)	6,137	6.4%	277	11,412	5.5%	260
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	949	1.0%	62	1,864	0.9%	59
Old and Newcomers (8F)	2,065	2.2%	94	3,892	1.9%	93
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	3,004	3.1%	54	6,049	2.9%	56
Silver & Gold (9A)	1,771	1.8%	232	3,773	1.8%	248
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,233	1.3%	108	2,276	1.1%	103
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	1,995	2.1%	26	4,059	1.9%	25
Southern Satellites (10A)	839	0.9%	28	1,711	0.8%	26
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,156	1.2%	105	2,348	1.1%	96
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	5,133	5.4%	85	8,737	4.2%	76
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	803	0.8%	47	1,294	0.6%	43
Metro Fusion (11C)	2,279	2.4%	163	3,975	1.9%	144
Set to Impress (11D)	2,051	2.1%	154	3,468	1.7%	142
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	488	0.5%	9	927	0.4%	8
Family Foundations (12A)	488	0.5%	49	927	0.4%	43
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	97	0.1%	6	1,805	0.9%	38
Military Proximity (14A)	32	0.0%	23	63	0.0%	12
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	65	0.1%	14	1,742	0.8%	84
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
 Drive Time: 25 minute radius

Prepared by Main Street America and Esri
 Latitude: 38.30370
 Longitude: -77.45966

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	95,936	100.0%		209,232	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	8,904	9.3%	38	16,314	7.8%	45
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	6,137	6.4%	277	11,412	5.5%	260
Metro Fusion (11C)	2,279	2.4%	163	3,975	1.9%	144
Family Foundations (12A)	488	0.5%	49	927	0.4%	43
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	9,799	10.2%	56	19,592	9.4%	56
In Style (5B)	1,011	1.1%	47	2,146	1.0%	49
Emerald City (8B)	1,622	1.7%	118	2,910	1.4%	112
Front Porches (8E)	949	1.0%	62	1,864	0.9%	59
Old and Newcomers (8F)	2,065	2.2%	94	3,892	1.9%	93
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,233	1.3%	108	2,276	1.1%	103
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	803	0.8%	47	1,294	0.6%	43
Set to Impress (11D)	2,051	2.1%	154	3,468	1.7%	142
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	65	0.1%	14	1,742	0.8%	84

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Fredericksburg, VA
 201-299 William St, Fredericksburg, Virginia, 22401
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 Latitude: 38.30370
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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	95,936	100.0%		209,232	100.0%	
4. Suburban Periphery	68,991	71.9%	225	154,271	73.7%	221
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	6,457	6.7%	409	16,409	7.8%	430
Boomburbs (1C)	8,311	8.7%	452	18,594	8.9%	439
Savvy Suburbanites (1D)	6,932	7.2%	244	16,422	7.8%	243
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	764	0.8%	38	1,769	0.8%	35
Enterprising Professionals (2D)	2,915	3.0%	207	5,740	2.7%	197
Workday Drive (4A)	18,361	19.1%	627	40,820	19.5%	600
Home Improvement (4B)	6,948	7.2%	428	15,454	7.4%	406
Comfortable Empty Nesters (5A)	3,397	3.5%	147	7,062	3.4%	138
Parks and Rec (5C)	2,586	2.7%	137	5,506	2.6%	136
Midlife Constants (5E)	2	0.0%	0	15	0.0%	0
Up and Coming Families (7A)	10,515	11.0%	393	22,644	10.8%	368
Silver & Gold (9A)	1,771	1.8%	232	3,773	1.8%	248
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	32	0.0%	23	63	0.0%	12
5. Semirural	4,288	4.5%	48	8,851	4.2%	47
Middleburg (4C)	3,132	3.3%	107	6,503	3.1%	102
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,156	1.2%	105	2,348	1.1%	96
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	3,954	4.1%	25	10,204	4.9%	30
Green Acres (6A)	1,875	2.0%	60	4,244	2.0%	60
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,240	1.3%	84	4,249	2.0%	133
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	839	0.9%	28	1,711	0.8%	26
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri