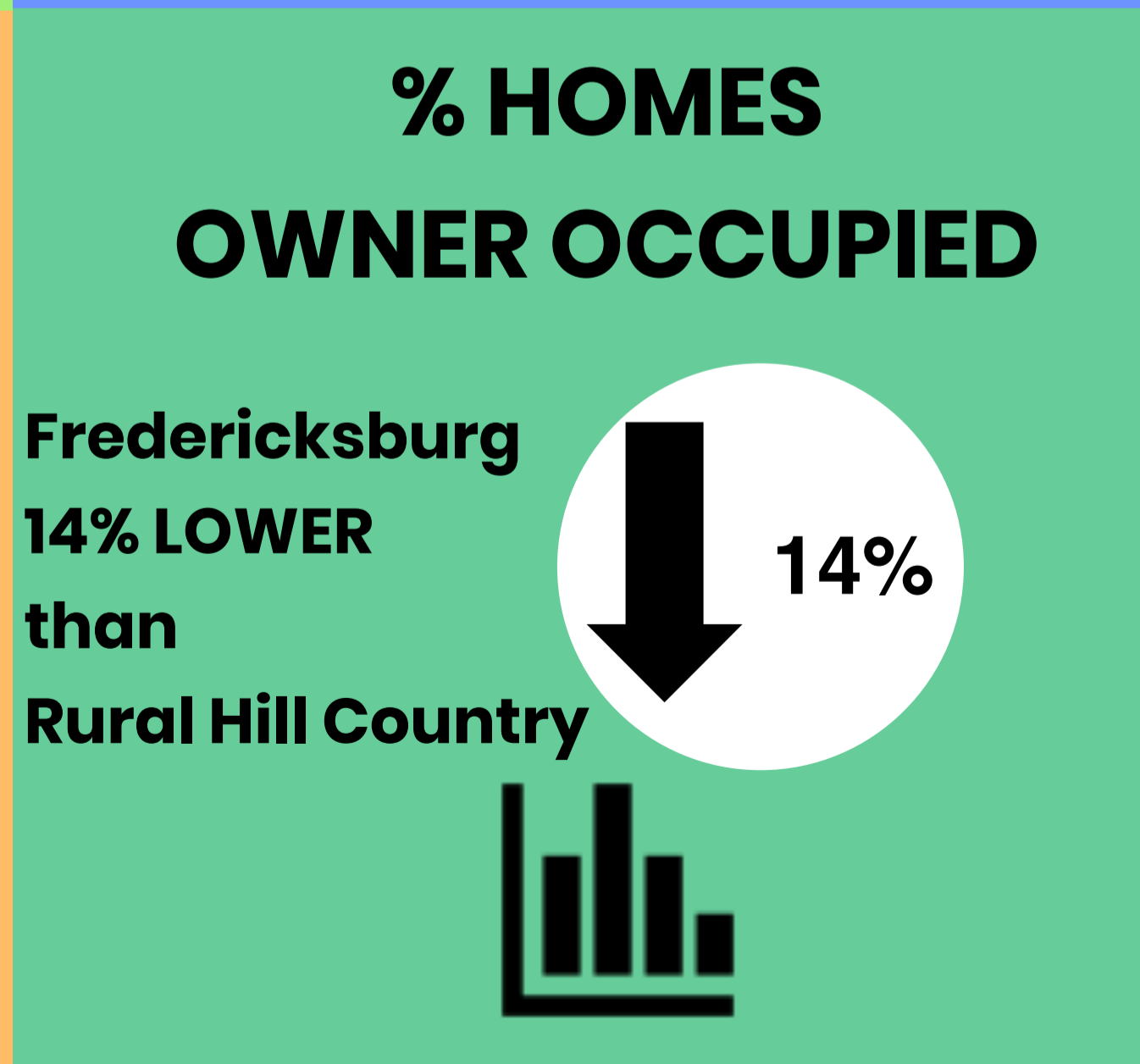
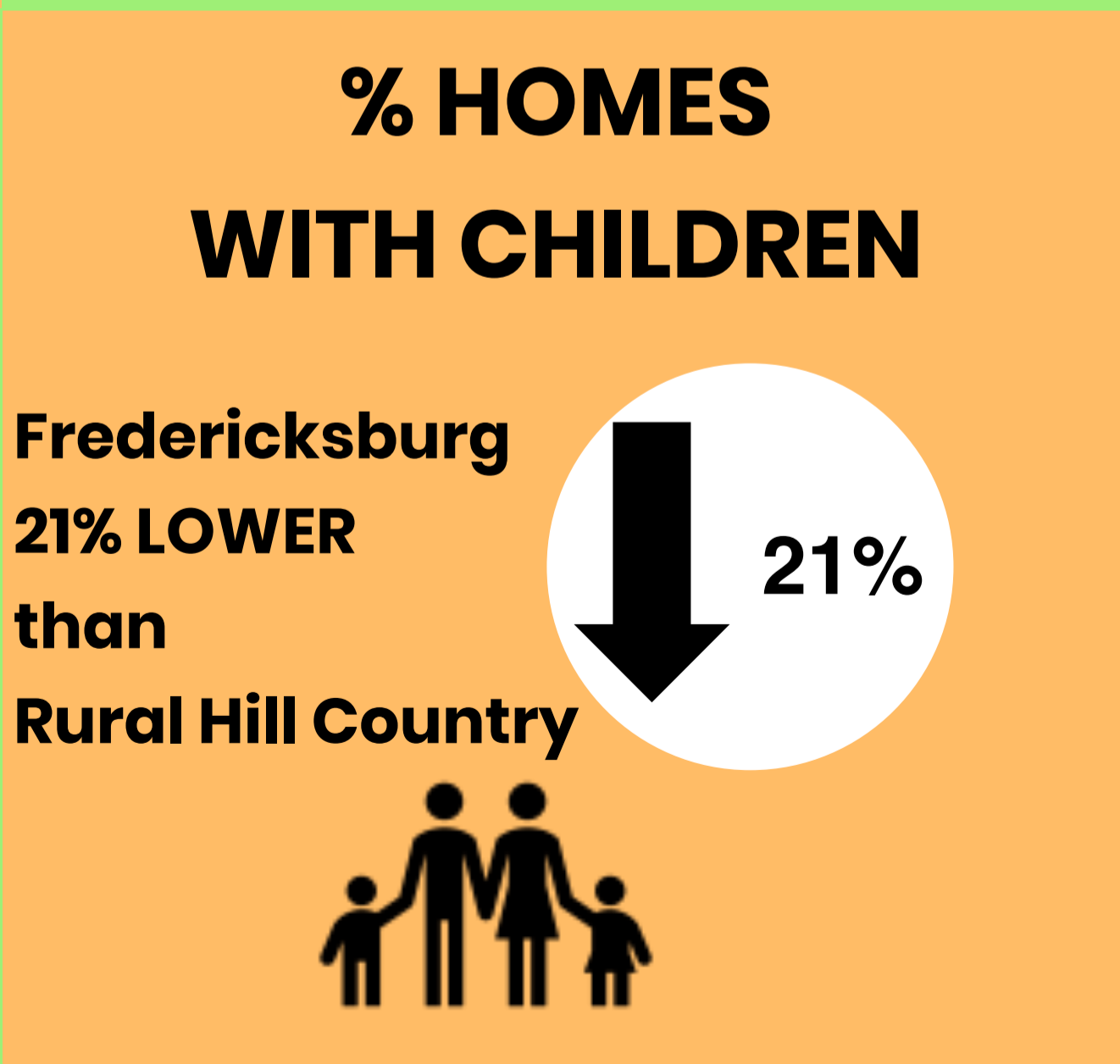
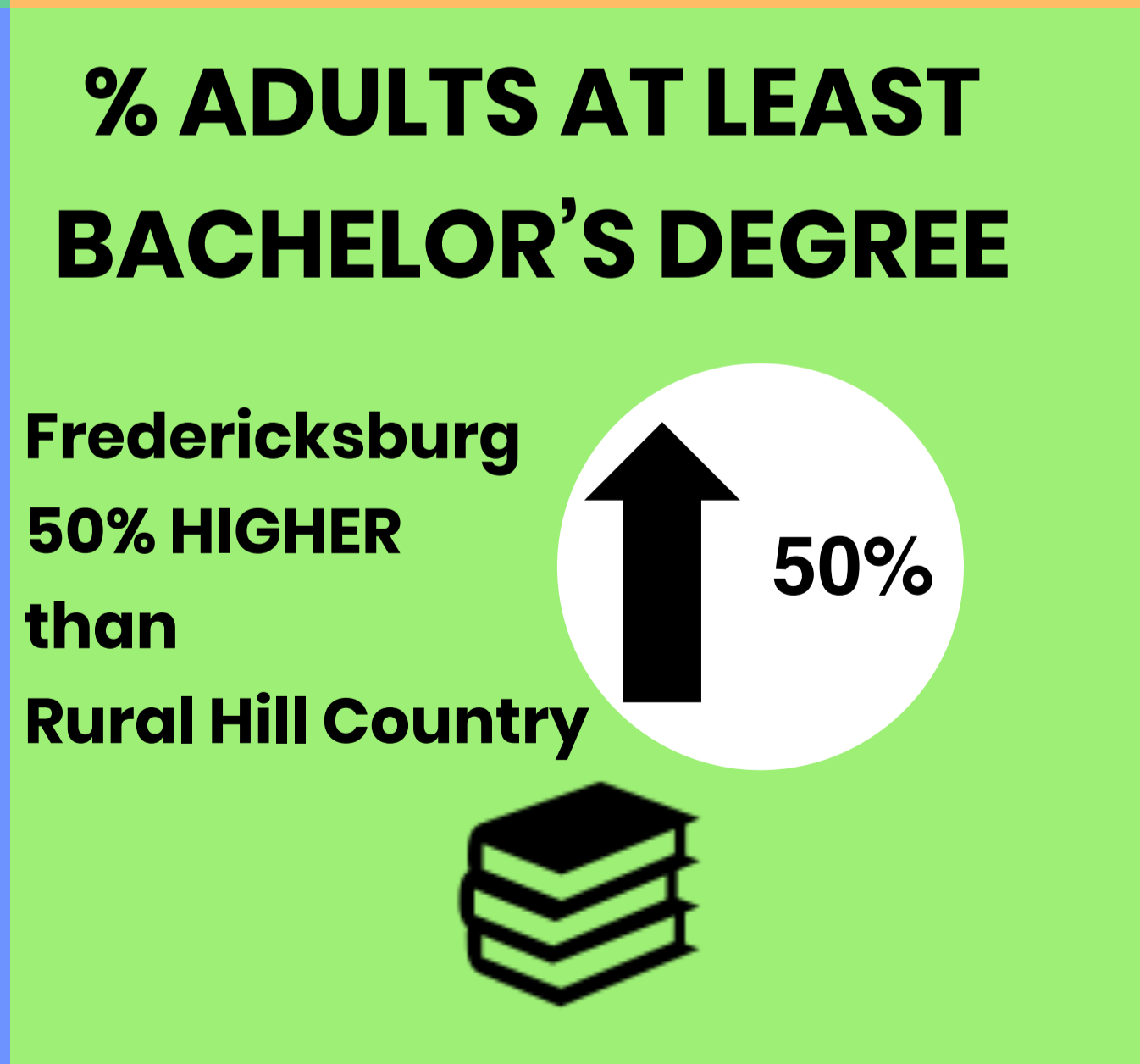
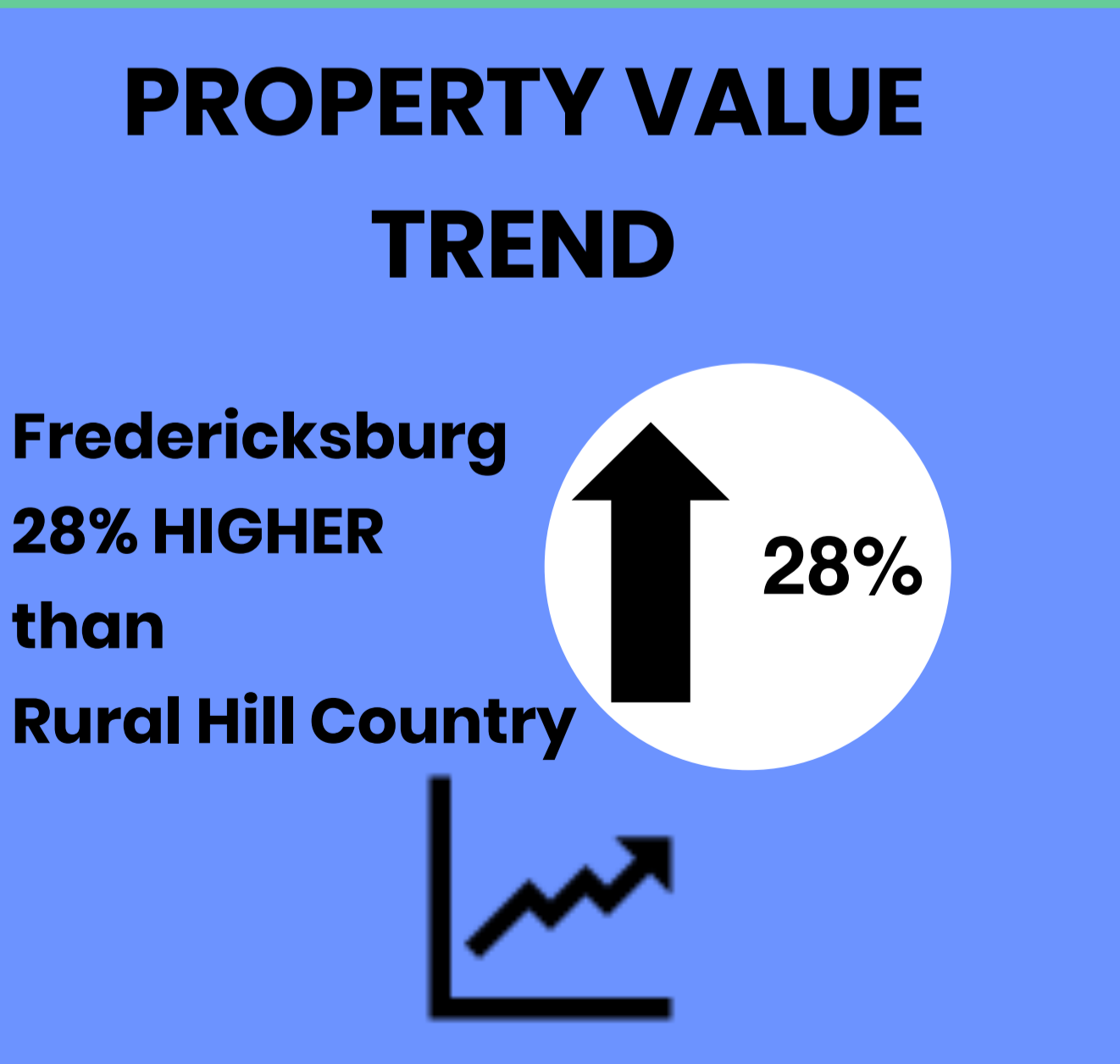
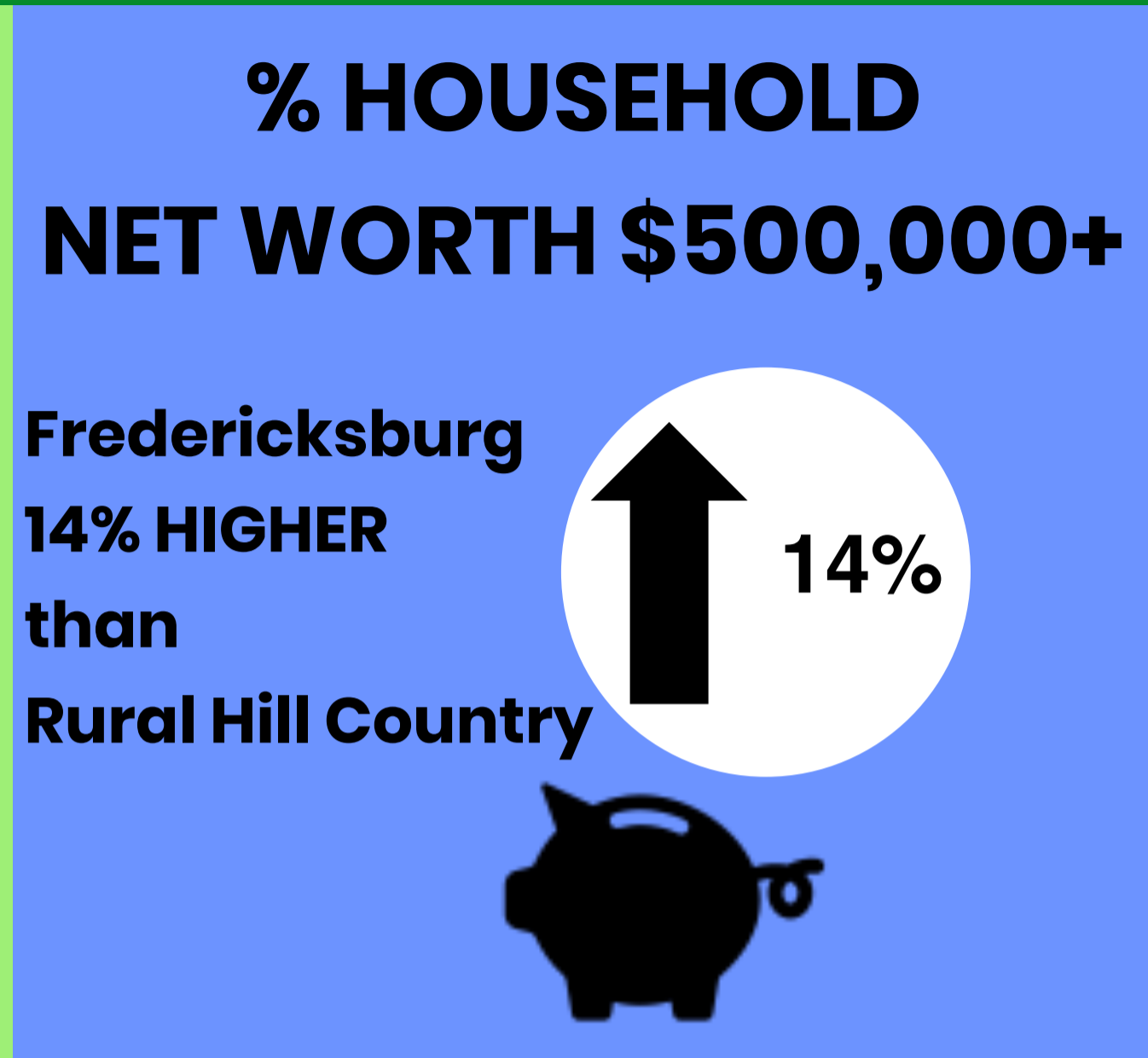
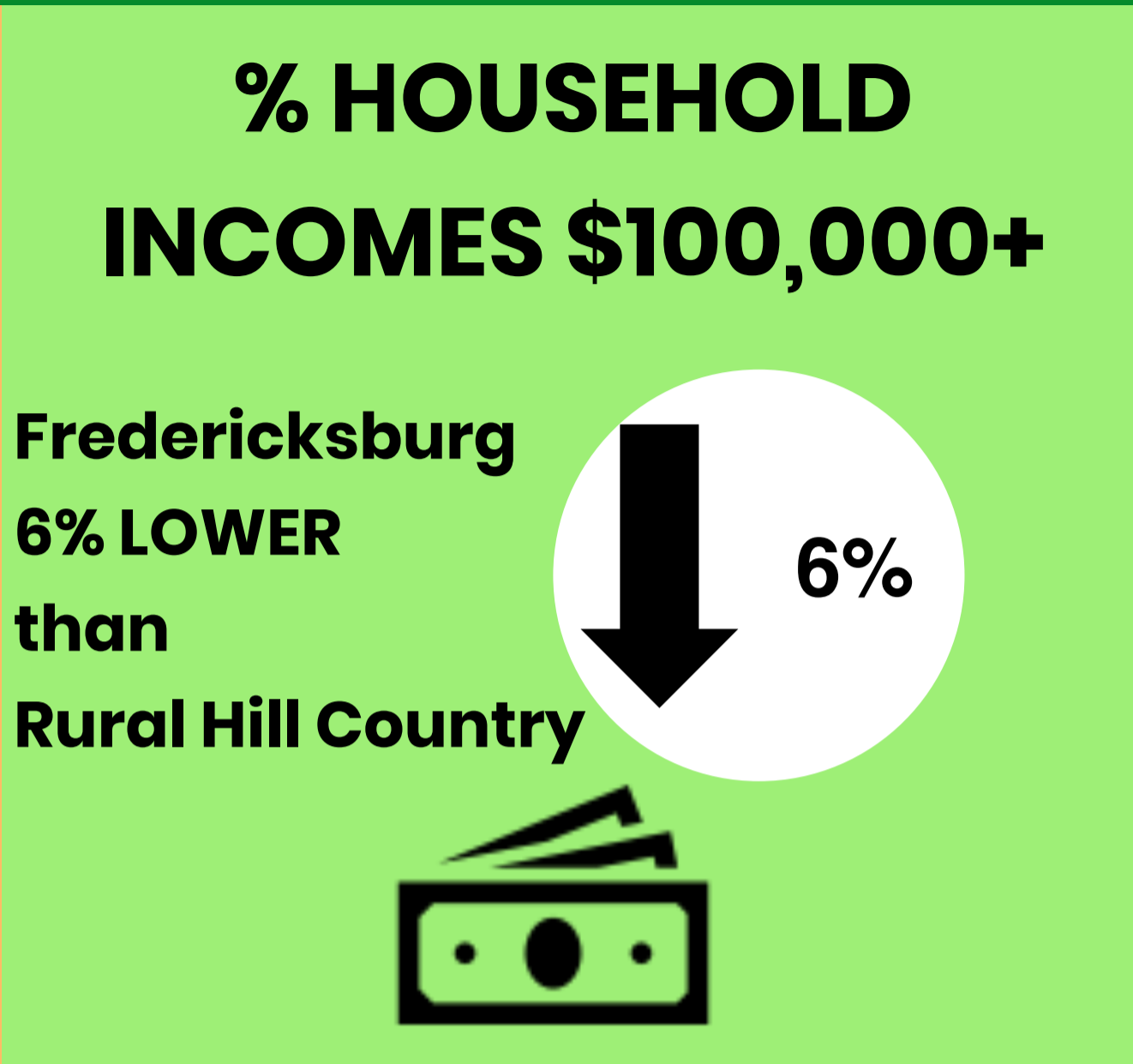
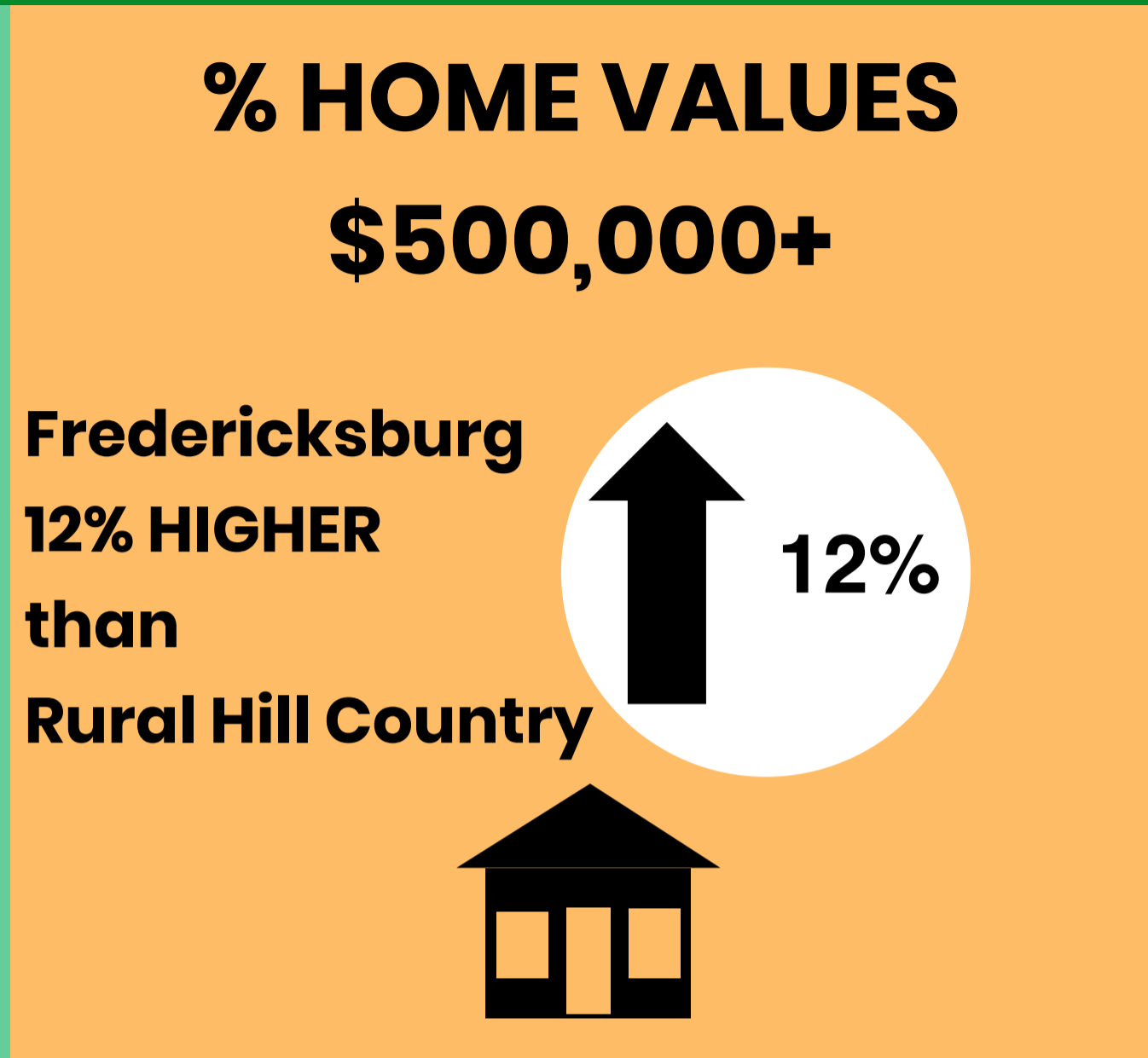
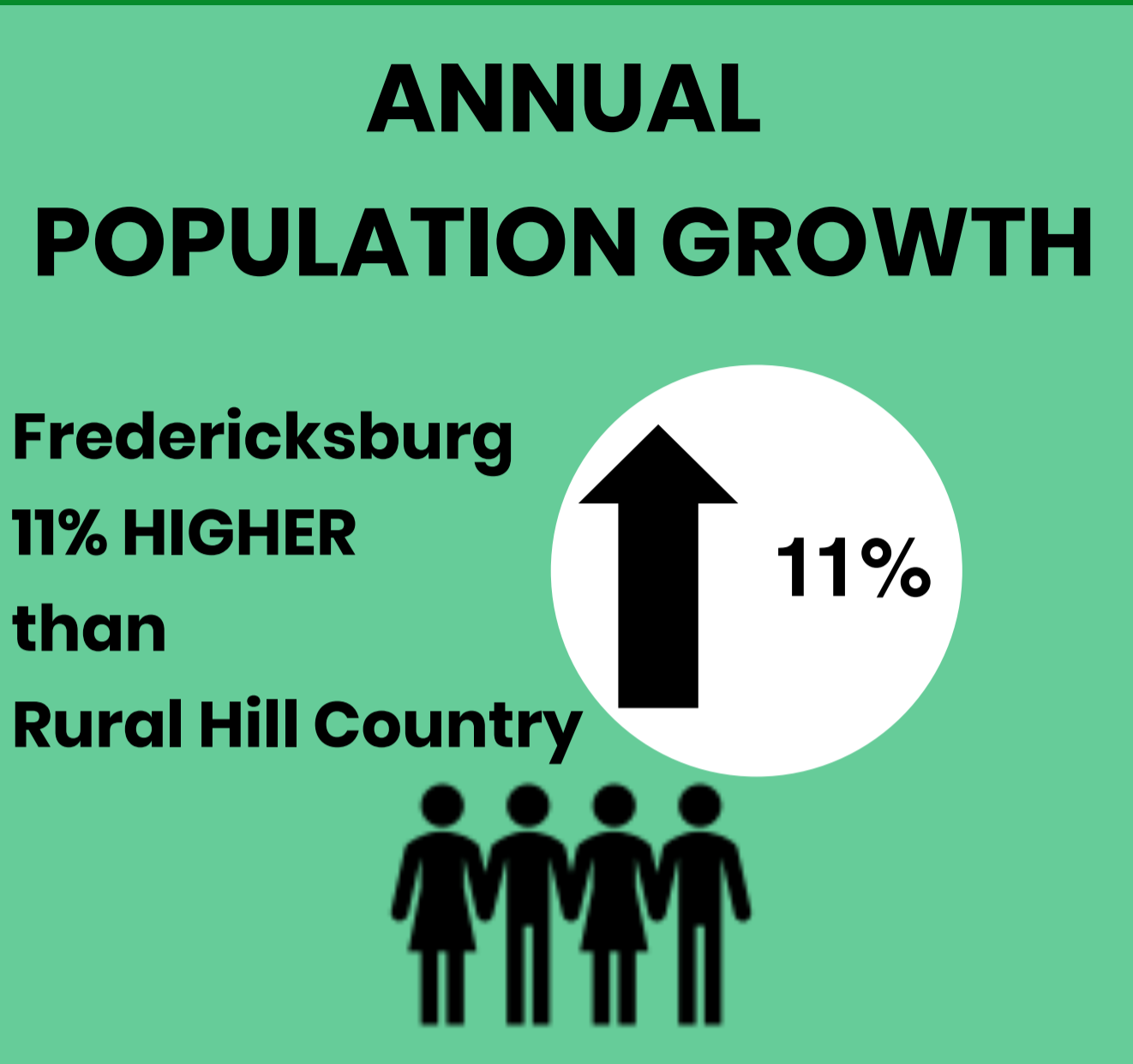


Comparative Demographics | Fredericksburg vs. All Texas Hill Country Rural Counties



Lifestyles & Choices | Fredericksburg

9% Retirement Communities

- 1.9 avg. household size
- 52 median age
- Enjoy theater, golf and vacation
- Prefer dining out
- Fiscally responsible
- Brand loyal including drugs
- Cable and magazines vs. internet

7% Other

53% Midlife Constants

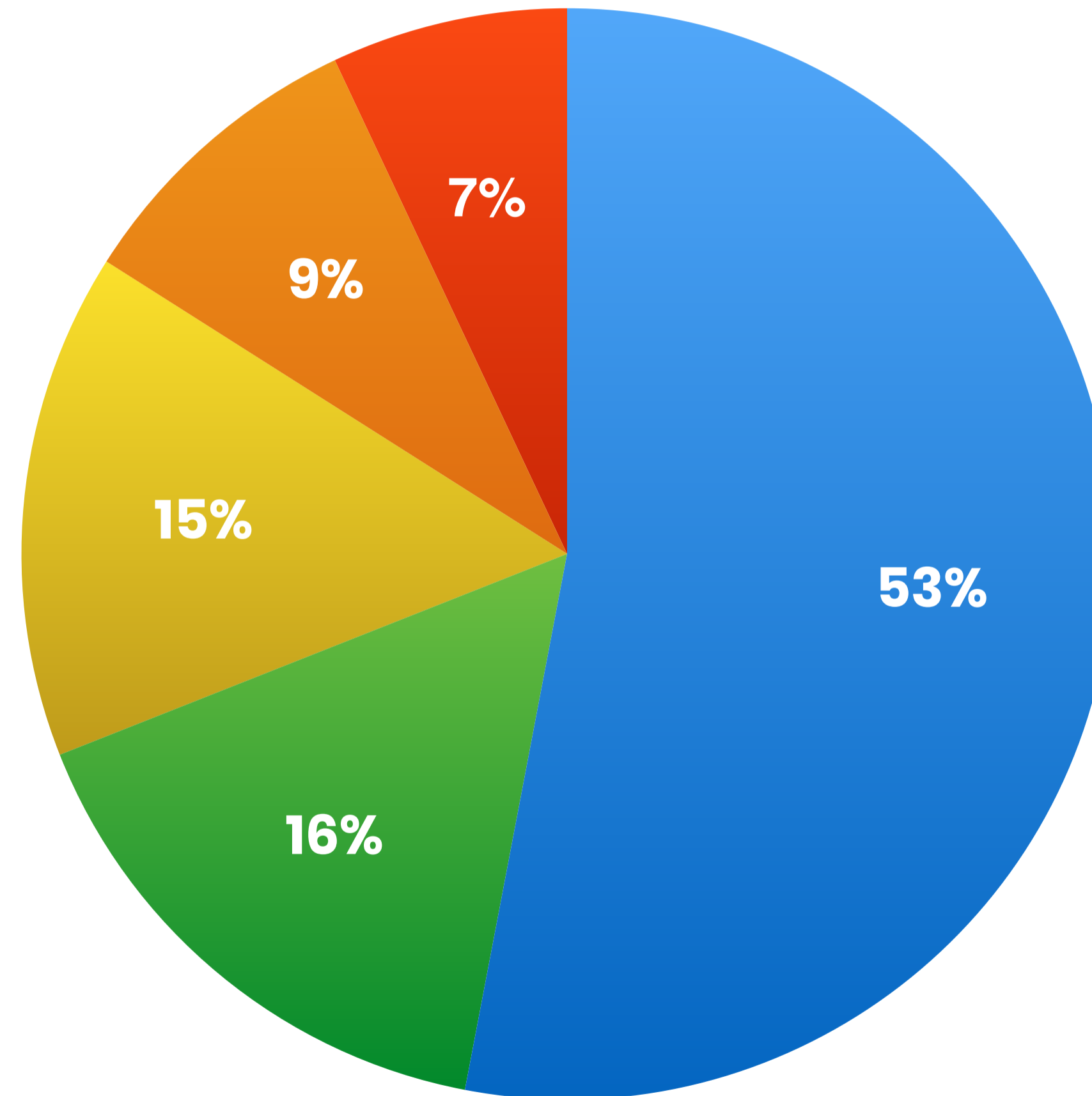
- 2.3 avg. household size
- 46 median age
- Seniors at or approaching retirement
- Primarily married couples
- <50% of homes have mortgages
- 42% on Social Security
- TV, radio, newspaper for information

15% Old and Newcomers

- 2.1 avg. household size
- 39 median age
- Single's lifestyles on a budget
- Majority rent
- Support environment and Starbucks
- 28% college degrees
- Comfortable with latest tech

16% Comfortable Empty Nesters

- 2.5 avg. household size
- 47 median age
- 50%+ over 55 years old
- Net worth well above average
- Own and live in single family homes
- Eat at home vs. eating out
- Physically and financially active



Infographics | Fredericksburg

KEY FACTS

11,494

Population



2.2

Average Household Size

49.4

Median Age

\$54,237

Median Household Income

EDUCATION

10%

No High School Diploma



25%

High School Graduate



27%

Some College



37%

Bachelor's/Grad/Prof Degree

BUSINESS



1,031

Total Businesses



9,274

Total Employees

EMPLOYMENT



57%

White Collar



17%

Blue Collar



26%

Services

4.0%

Unemployment Rate

INCOME



\$54,237

Median Household Income



\$31,440

Per Capita Income



\$148,842

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (19.2%)

The smallest group: \$200,000+ (3.4%)

Indicator	Value	Difference
<\$15,000	8.3%	+0.2%
\$15,000 - \$24,999	12.3%	+2.1%
\$25,000 - \$34,999	10.7%	+0.3%
\$35,000 - \$49,999	14.1%	+0.1%
\$50,000 - \$74,999	19.2%	-1.9%
\$75,000 - \$99,999	15.4%	+0.5%
\$100,000 - \$149,999	12.3%	+0.8%
\$150,000 - \$199,999	4.3%	-0.1%
\$200,000+	3.4%	-1.9%

Bars show deviation from
Gillespie County

Area Map | Fredericksburg

