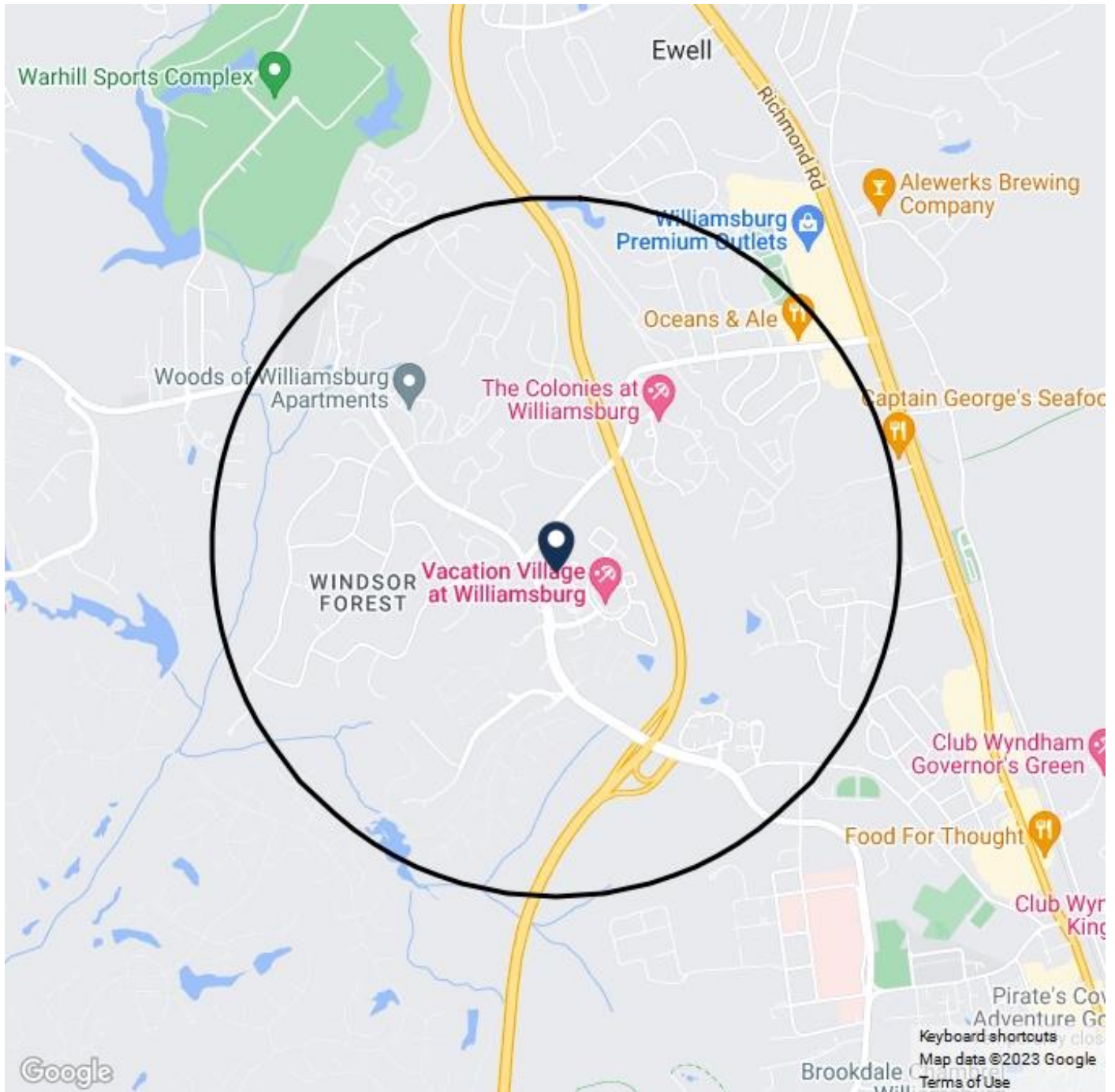




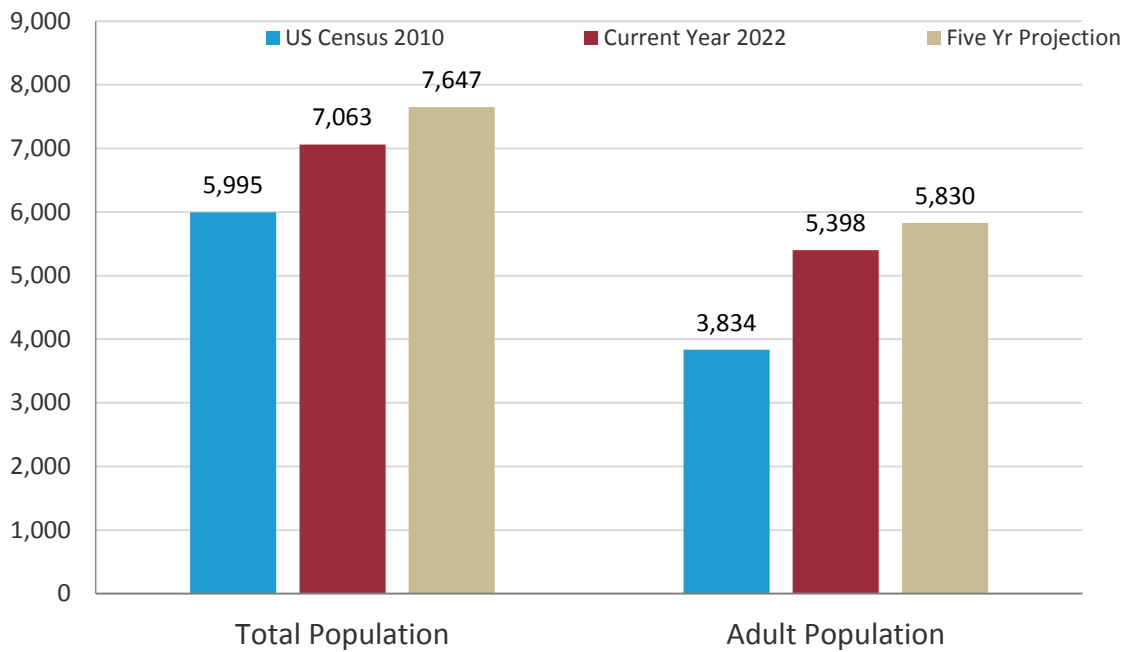
## Demographics for 5242 Olde Towne Rd, Williamsburg, Virginia 23188, United States

Trade Area: 1 Mile

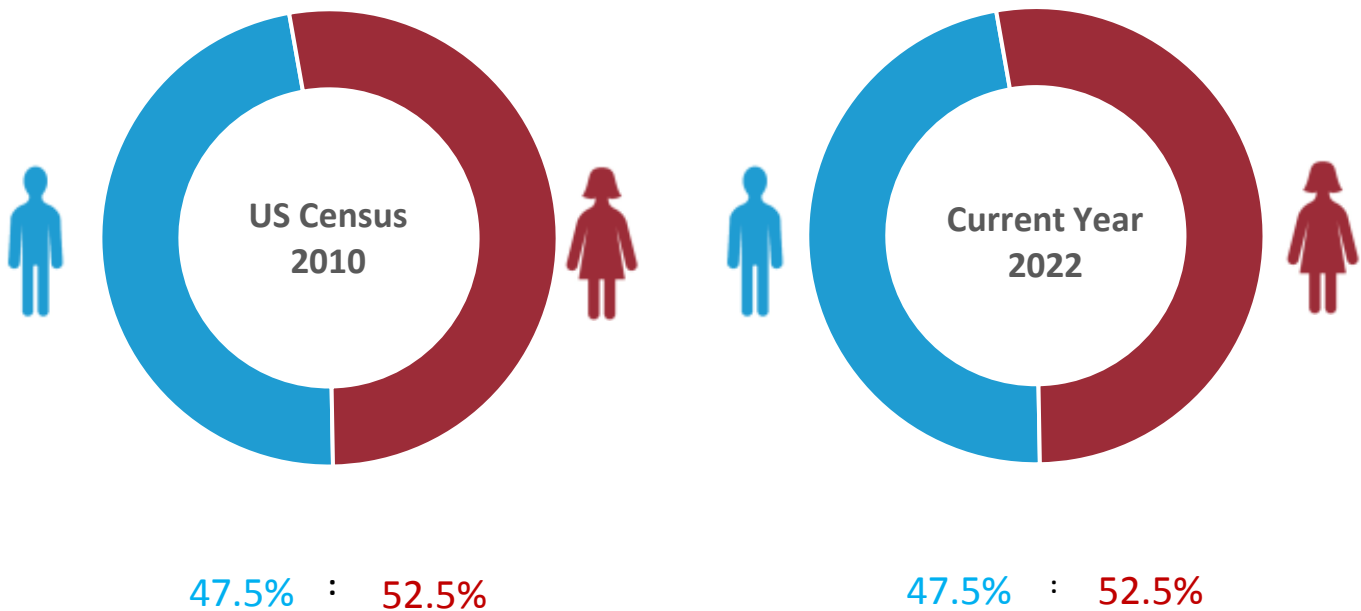


# Population Charts

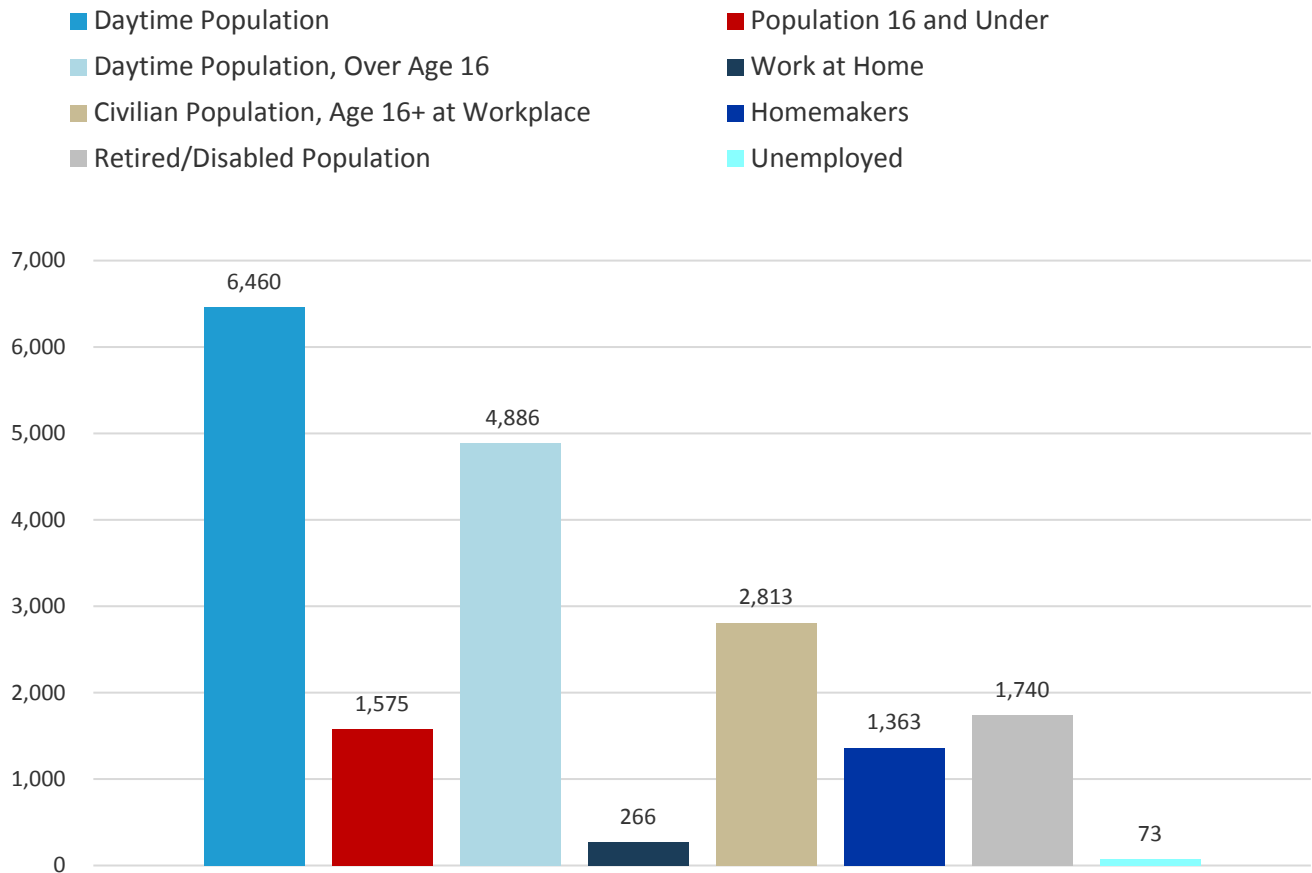
## Population



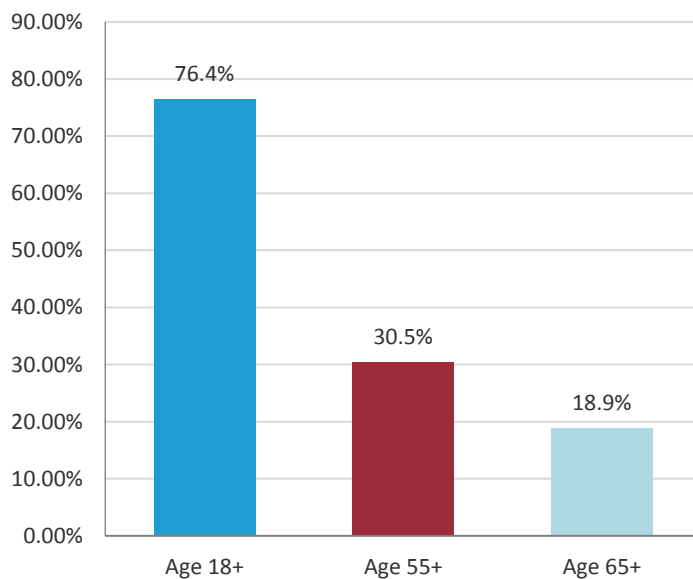
## Female/Male Ratio



## Daytime Population



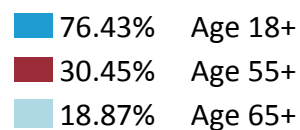
## Age



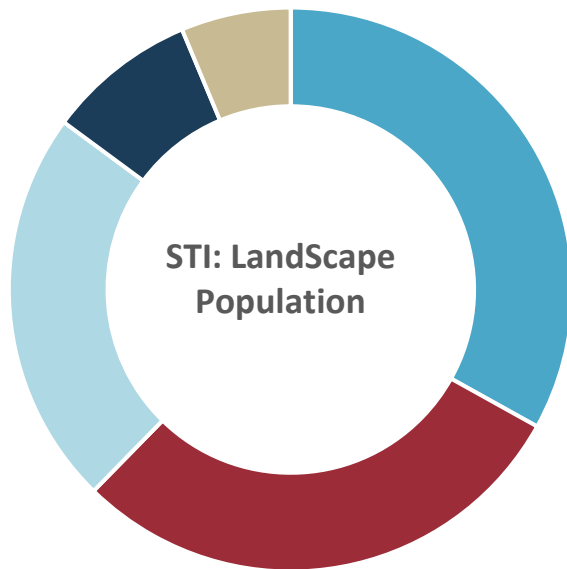
Median Age, Total

**39.8**

### Age Demographics



## Population STI: LandScape (Current Year)



### Top Six Segments:

- 31.5% Stocks and Scholars (J1)
- 27.9% Educated Earners (H1)
- 21.7% Kindred Spirit (B3)
- 8.2% Hard Act to Follow (F1)
- 6.0% Gainfully Employed (C4)
- 0.0% Collegians (O7)

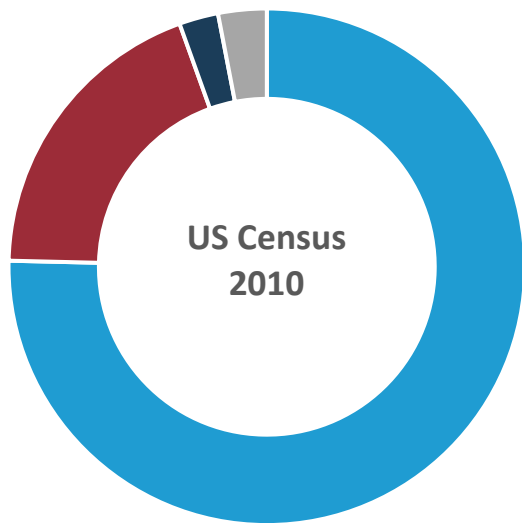
### Other top segments:

- 2.0% Sublime Suburbia (I5)
- 1.5% Wizards (E2)
- 1.2% Golden Heritage (O1)
- 0.1% Gurus (E1)
- 0.1% Gray Eminence (D1)
- 0.0% Legacy Years (O6)

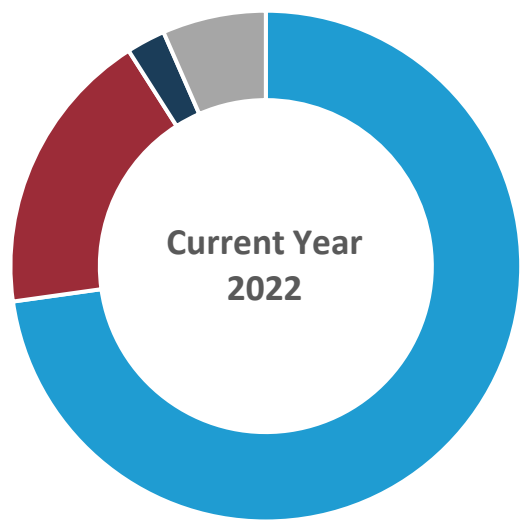
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Stocks and Scholars (J1)	\$112K	50.5	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Educated Earners (H1)	\$52K	34.6	Suburban	Single	Diverse	Some Children	Bachelor's Degree	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade s	White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade s	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Sublime Suburbia (I5)	\$70K	41.4	Suburban	Married	White	Few/No Children	High School Grad	White Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Singl e	White	None	High School Grad	White Collar
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Gray Eminence (D1)	\$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Singl e	White	None	High School	Blue/White Collar

Please refer to the end of this report for full descriptions.

# Ethnicity (Not Hispanic/Latino)

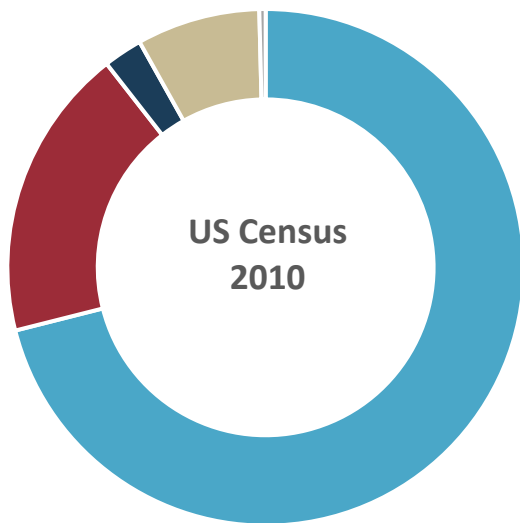


- 2010 US Census (Not Hispanic/Latino)**
- 72.01% White
  - 18.28% Black/African American
  - 2.34% Asian
  - 2.90% Other



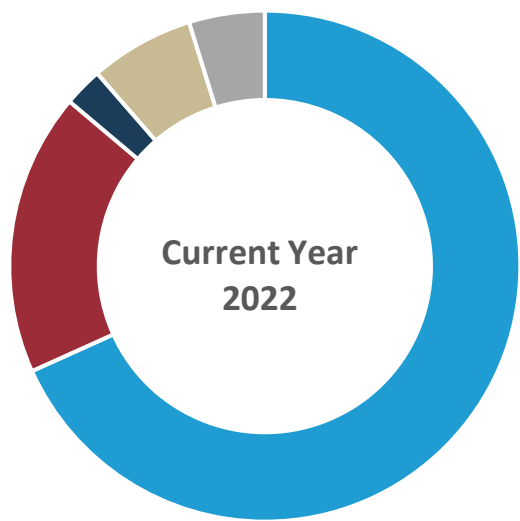
- Current Year (Not Hispanic/Latino)**
- 72.78% White
  - 18.19% Black/African American
  - 2.46% Asian
  - 6.56% Other

# Ethnicity (Hispanic/Latino)



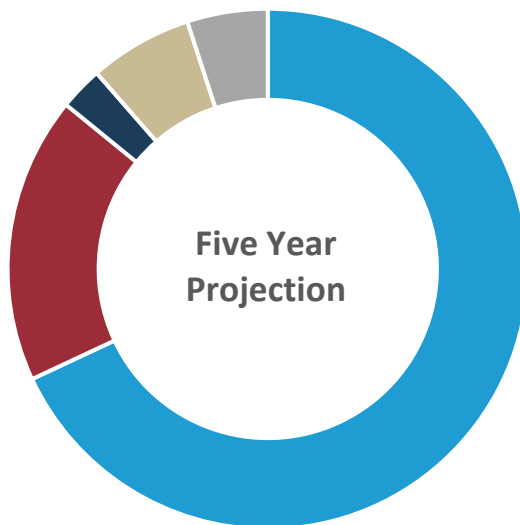
2010 US Census (Hispanic/Latino)

- 68.28% White
- 17.66% Black/African American
- 2.34% Asian
- 7.42% Hispanic
- 0.38% Other



Current Year (Hispanic/Latino)

- 68.26% White
- 17.89% Black/African American
- 2.46% Asian
- 6.60% Hispanic
- 4.79% Other



Five Year Projection (Hispanic/Latino)

- 68.04% White
- 17.84% Black/African American
- 2.70% Asian
- 6.42% Hispanic
- 5.00% Other

## Housing & Households

**2.8**

Land Area

**3,578**

Total Housing Units

**2,929**

Total Households

**3,171**

Total Households

5 Year Projection



**1,688**

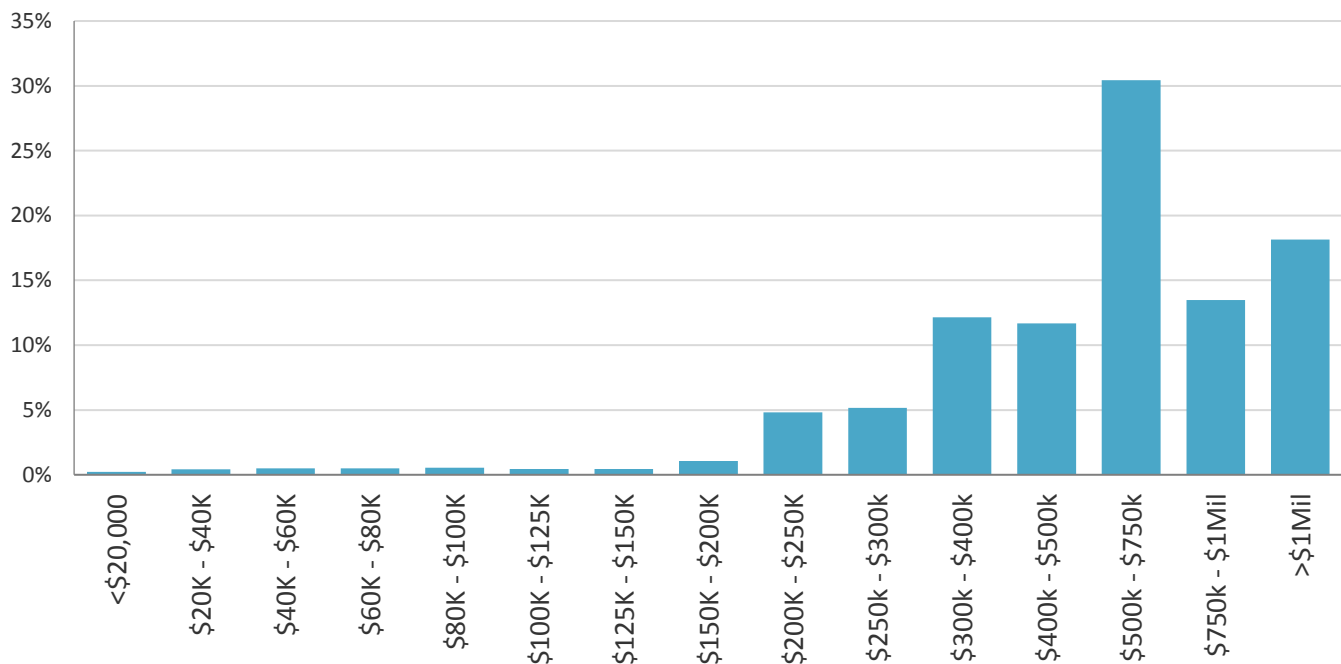
Owner-Occupied



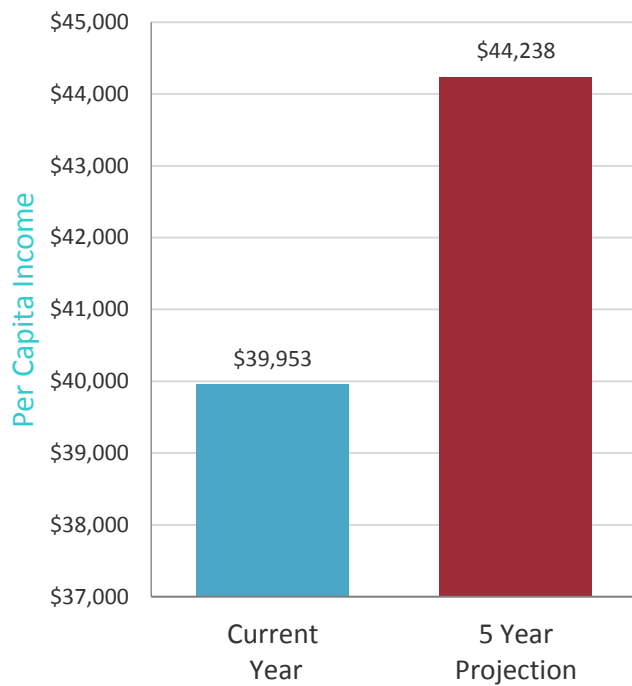
**1,241**

Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

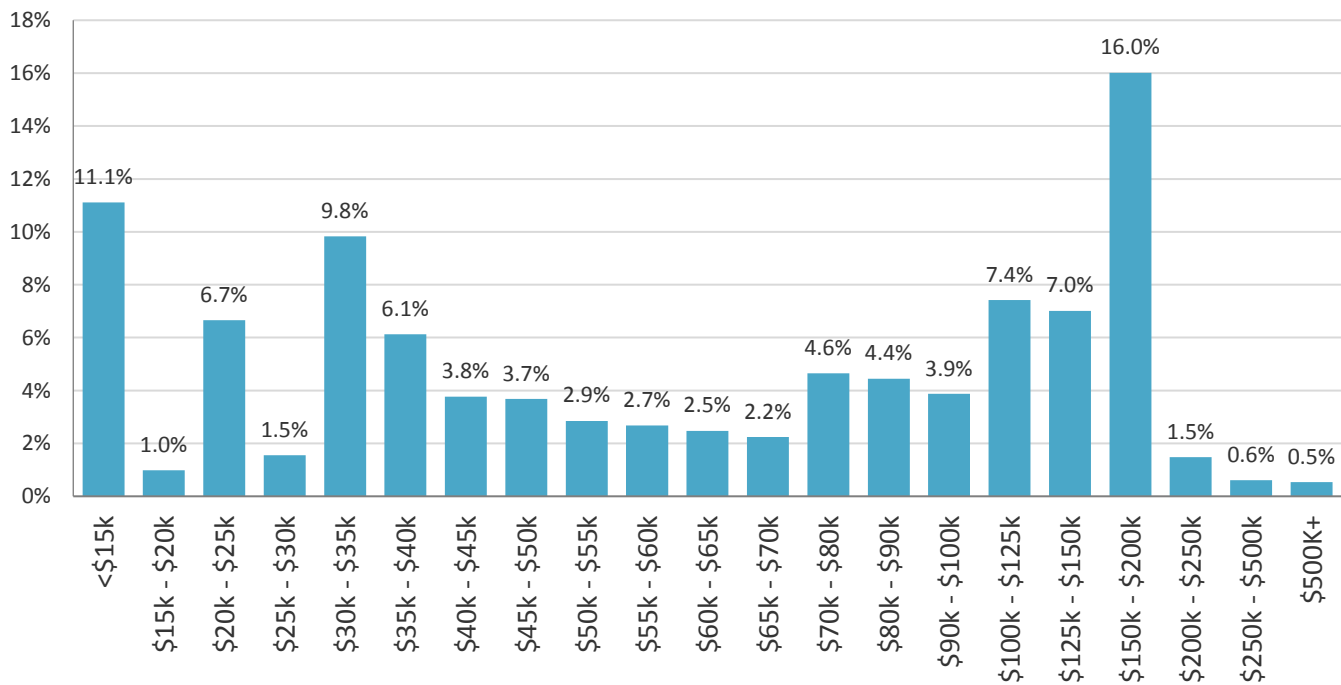
**\$96,334**

Median Household Income

**\$74,136**

Based on Total Population

## Households by Income (Current Year)





## Education (Current Year)

### Education



**6,228**

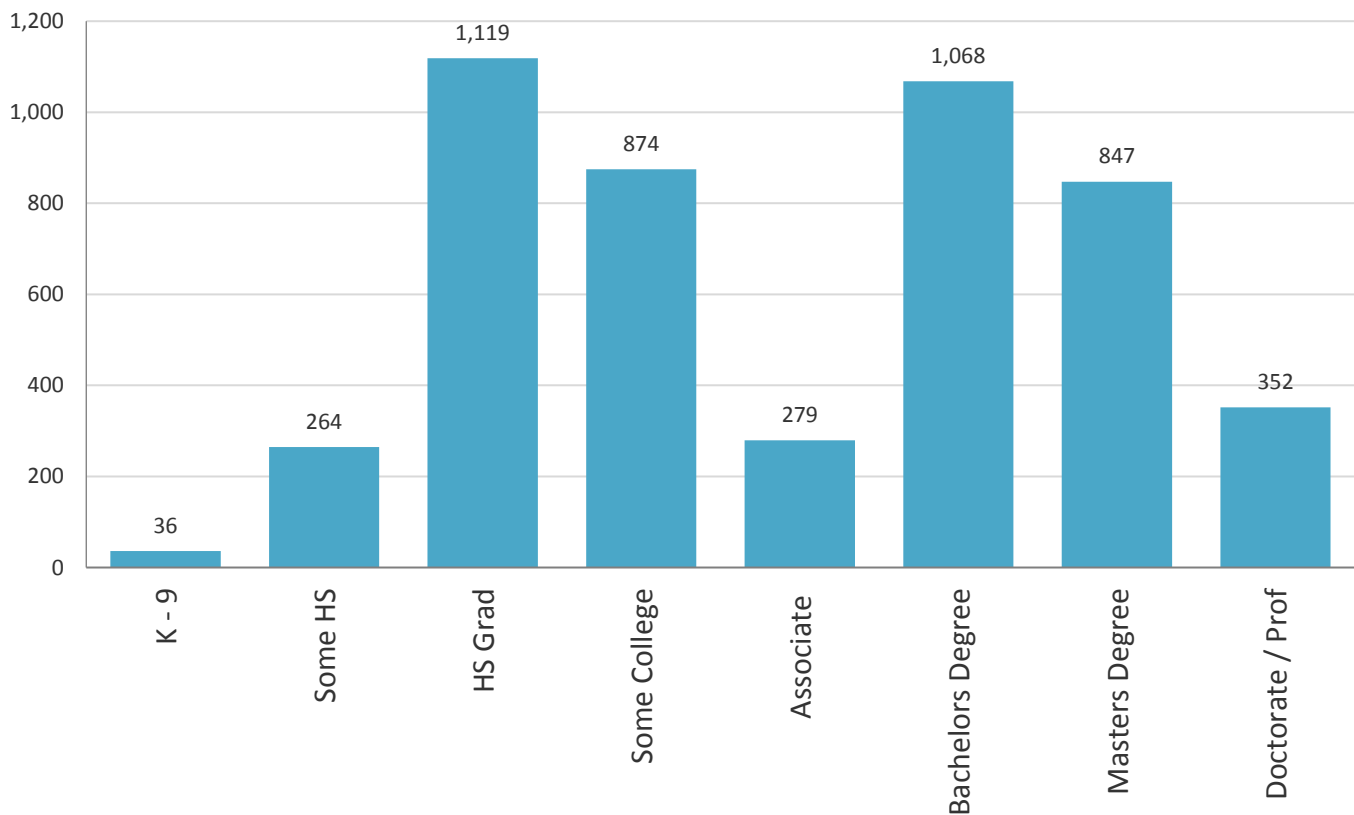
College undergraduate



**2,214**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



## Employment and Occupation

### Employment and Occupation

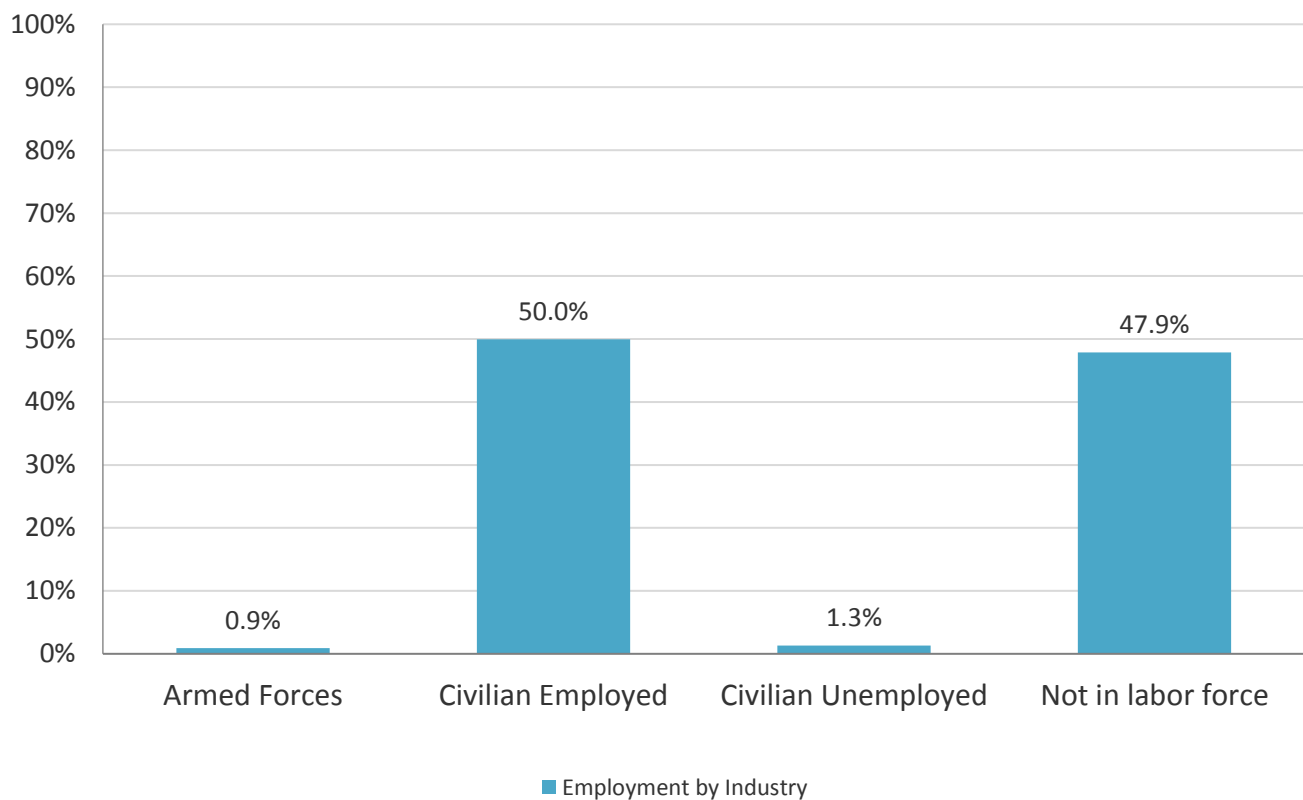
#### TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**5,582**

Current Year

### Employment by Industry



## Transportation to Work (Current Year)



**3,294**

Total Workers 16+



**3,095**

Car, Truck or Van



**32**

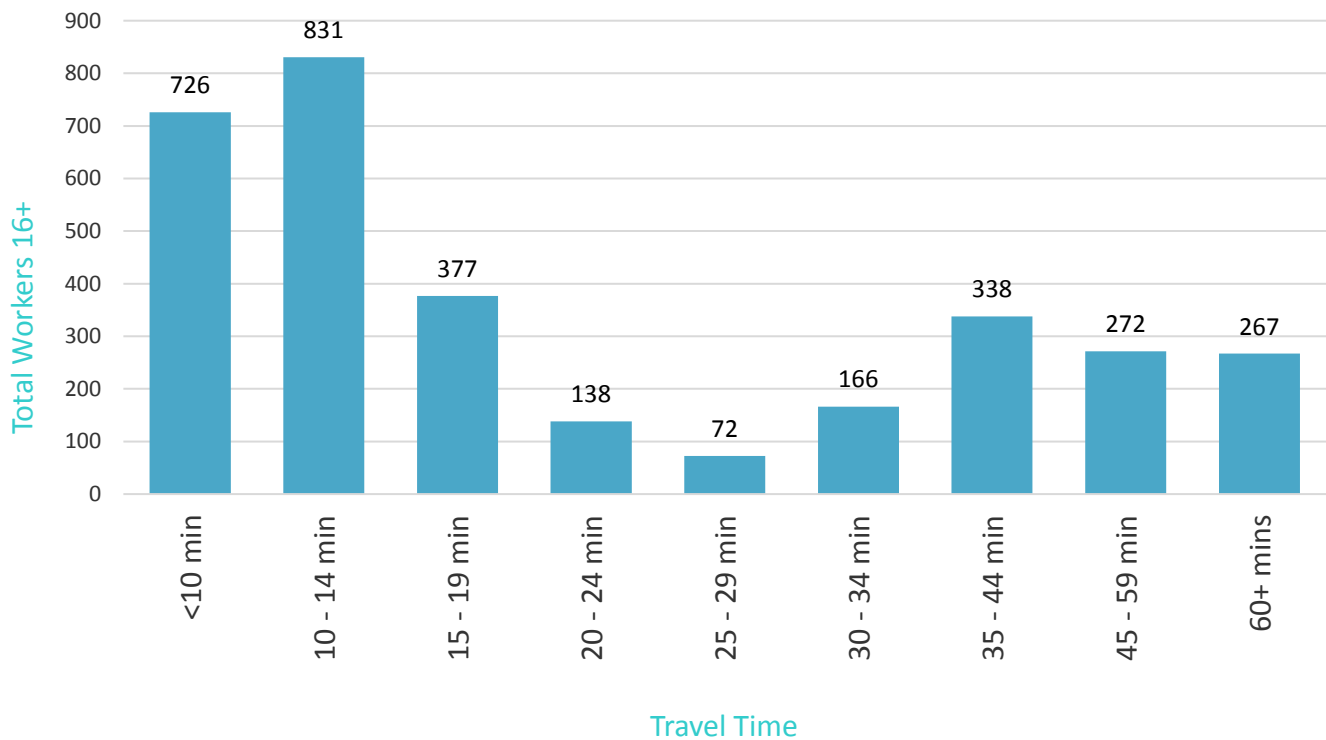
Public transport (not taxi)



**107**

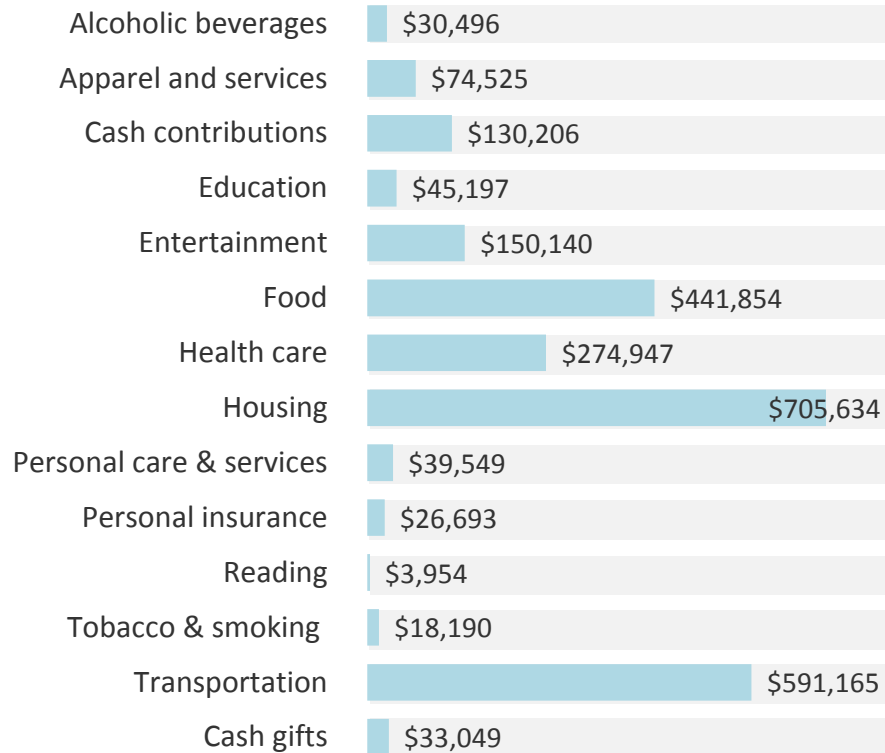
Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures



### Business Summary by NAICS Code

<b>0</b>	Agriculture, Forestry, Fishing and Hunting	<b>9</b>	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	<b>6</b>	Professional, Scientific, and Technical Services
<b>0</b>	Utilities		Management of Companies and Enterprises
<b>6</b>	Construction	<b>3</b>	Administrative and Support Services
<b>12</b>	Manufacturing	<b>2</b>	Educational Services
<b>1</b>	Wholesale Trade	<b>13</b>	Health Care and Social Assistance
<b>67</b>	Retail Trade	<b>5</b>	Arts, Entertainment, and Recreation
<b>2</b>	Transportation and Warehousing	<b>27</b>	Accommodation and Food Services
<b>6</b>	Information	<b>15</b>	Other Services
<b>5</b>	Finance and Insurance		Public Administration

## Retail Sales Volume

Automotive Dealers	\$35,199,940
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$199,372
Furniture Stores	\$6,153,378
Home Furnishing Stores	\$5,496,270
Electronics and Appliance	\$2,696,888
Building Material, Supplies	\$5,230,550
Lawn and Garden Equipment	\$7,739
Grocery Stores	\$74,732,956
Specialty Food Stores	\$890,157
Beer, Wine, and Liquor Stores	\$39,251
Health and Personal Care Stores	\$14,595,667
Gasoline Stations	\$7,150,358
Clothing Stores	\$30,228,655
Shoe Stores	\$17,490,017
Jewelry, Luggage, Leather Goods	\$3,950,646
Sporting Goods, Hobby, Musical Instrument	\$5,368,500
Book, Periodical, and Music	\$10,463
Department Stores	\$6,306
Other General Merchandise	\$6,005,014
Florists and Misc. Store Retailers	\$105,716
Office Supplies, Stationary, Gift	\$2,457,746
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$6,044,584
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$218,006
Full-Service Restaurants	\$26,394,236
Limited-Service Eating Places	\$20,466,696
Special Food Services	\$5,007,745
Bar/Drinking Places (Alcoholic Beverages)	\$0

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2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

## **LandScape Segment Descriptions**

### **Stocks and Scholars (J1)**

As their name implies, Stocks & Scholars segments are chock-a-block with high-income smarties. You can almost see them searching their Sunday papers, not just for local arts and leisure activities, but also for the next great investment opportunity. This Retired in the Suburbs segment ranks in with one of the highest levels of college-educated residents: over two-times-the-national-average. This group of neighborhoods also weighs in with one of the highest levels of income from interest/dividends. However, the group is also notable for a 50-percent-higher-than-average level of residents with self-employment income. Those who have to work in traditional occupations are largely employed in white-collar management, financial, and other professional positions. Add to that a growing population of seniors drawing retirement income, and it all adds up to a median-income range of in the \$70,000s and \$80,000s. Stocks & Scholars neighborhoods are inhabited predominately by married-couples. Those who have children tend to have older kids in the 13- to 17- age range.

### **Educated Earners (H1)**

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50-percent-above-average) and are employed in a slightly above-average level of professional, white-collar jobs, yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low-income level could be their young age, which is in the 20s and low-30s. However, they could also be held down by their relatively high rate of single-parent households. This Single in the Suburbs segments has a 50-percent-higher-than-average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50-percent-above-average) and a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50-percent-above-average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into a higher income level. However, reaching that goal may mean moving out of the suburbs and into a city.

### **Kindred Spirit (B3)**

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross-section of the nation's middle-class occupations. These residents earn an income slightly above the national-average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle-class life.

### **Hard Act to Follow (F1)**

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50-percent-above-average level of singles. The households are single for a variety of reasons, including slightly higher-than-average levels of divorce, widowhood, and non-marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white-collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.

### **Gainfully Employed (C4)**

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above- average number of 65- plus- year- olds. This fact speaks to their slightly- less- than- average percent of children in their largely two- couple families. This fact also gives these areas a nearly- dead- on- average income from wages and salaries, as well as a somewhat higher- than- average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

### **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white- and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales(nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- \$30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

### **Sublime Suburbia (I5)**

Incomes go farther when there are no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30- year- olds, earning \$50,000s and \$60,000s, and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average size lots, because residents in these areas are able to maintain a solid average level of the American dreamscape by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category - including average rankings in married- households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. This group is also earning a slightly above- average level of investment income, which speaks to their comfortable lifestyle. They also show a slightly above- average level of retirement income, which indicates a patchwork of 65- plus residents among the "youngsters."

### **Wizards (E2)**

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

## **Golden Heritage (O1)**

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americans struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.

## **Gurus (E1)**

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

## **Gray Eminence (D1)**

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable \$50,000s to \$60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

## **Legacy Years (O6)**

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).